

City of Alexandria, Virginia

MEMORANDUM

DATE: DECEMBER 3, 2008

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: 2008 COMCAST CABLE COMMUNICATIONS, INC. ANNUAL
SUBSCRIBER SURVEY REPORT

ISSUE: Receipt of the 2008 Comcast Cable Communications, Inc. (Comcast) Annual Subscriber Survey Report.

RECOMMENDATION: That City Council receive the 2008 Annual Subscriber Survey Report from Comcast. The Commission on Information Technology monitored the survey interviews during its July meeting, reviewed the results of the Comcast 2008 Subscriber Survey report at its November 17 meeting and approved the staff analysis, and also recommends that the Council receive the report.

DISCUSSION: Section 9-3-1532 (b) of the City Code requires the cable television franchisee to conduct an annual cable subscriber survey for the purpose of evaluating the degree of subscriber satisfaction with Comcast's cable television service and identifying whether the cable-related needs and interests of the community are being met. The 2008 cable subscriber survey was administered via telephone to 800 Alexandria City cable subscribers, compared to 801 in 2007. The survey was conducted by Q7 Broadband Market Research, a provider of marketing and teleservices based in Manassas, Virginia.

Highlights of the 2008 survey findings follow.

Survey Sampling Procedure

Q7 Broadband Market Research's staff interviewed a sample of 800 active cable television subscribers between July 9 and July 24, 2008. The respondents were randomly selected by computer from the Comcast billing database of Alexandria cable subscribers. The sample size carries a 95% confidence level with a margin of error of +/- 3.44%, assuming an overall universe of 65,000. Calls were placed during day and evening hours, as well as during the daytimes on Saturdays. All surveys were fully supervised and all surveyors were trained specifically on each survey question and response set. Members of the Commission on Information Technology monitored survey calls during its July 14, 2008 meeting.

Cable Subscriber Survey Results

Overall subscriber awareness of the availability of the public access (PEG) channels which are Community Channel 69, Government Channel 70, and Educational Channels 71, 72 and 73 increased from 63% (507 of 801) in 2007 to 70% (561 of 800) in 2008. Thirty-three percent of the respondents (261 of 800) indicated they would be interested in specific programming that highlighted City services, programs or projects, up slightly from 30 percent over last year.

Respondents indicated that the biggest obstacles to watching more programs on the PEG channels were (a) lack of interest in topics – 49 percent, (b) lack of program listing info – 35 percent, (c) technical quality of programs – five percent, and (d) other reasons – 13 percent. Staff will work with Comcast officials to identify ways to better publicize the availability (content and scheduling) of PEG programming.

With respect to Channel 70 Government Access Programming, 42 percent (235 of the 561 respondents who indicated they were aware of the public access channels) said that they watched Channel 70 programming, down from 46 percent in 2007. Of those who watched government programming:

- 88 percent (206 of 235) had watched a City Council meeting, up slightly from 86 percent (199 of 232) in 2007;
- 35 percent (82 of 235) watched a Saturday City Council public hearing, down from 43 percent (100 of 232) in 2007;
- 58 percent (136 of 235) watched a Planning Commission meeting, equal to 58 percent (134 of 232) in 2007;
- 38 percent (90 of 235) watched a Board of Zoning Appeals meeting, down from 42 percent (98 of 232) in 2007;
- 34 percent (80 of 235) watched a Board of Architectural Review - Old and Historic District meeting, down from 37 percent (85 of 232) in 2007;
- 15 percent (36 of 235) watched a Board of Architectural Review - Parker-Gray District meeting, down from 18 percent (42 of 232) in 2007;
- 56 percent (131 of 235) watched an Alexandria School Board meeting. Please note that 12 percent of the total survey respondents reported having children enrolled in the Alexandria public school system (99 of 800). Last year, 58 percent (135 of 232) had watched a School Board meeting with 15 percent of the total survey respondents having children enrolled in the Alexandria public school system.

Twenty-one percent (170 of 800) of the total respondents reported watching Channel 69/Comcast Cable TV (Alexandria Community Channel), equal to last year's 21 percent. Respondents who indicated that they watched Channel 69 programming expressed interest in the following:

- Local High School Sports – 48 percent (82 of 170); down from 56 percent in 2007.
- Civic Informational Shows – 57 percent (97 of 170); down from 66 percent in 2007.
- Entertainment Shows - 58 percent (99 of 170); down slightly from 60 percent in 2007.
- Local Current Events – 80 percent (136 of 170); up from 74 percent in 2007.

Of the 74 percent (592 of 800) of subscribers who indicated that they handled their cable TV problems via telephone, 75 percent (445 of 592) reported that Comcast's customer service personnel response was timely, which is down from 84 percent in 2007, and 91 percent (541 of 592) felt the service was courteous, down slightly from 92 percent in 2007. Subscriber problems were resolved and/or questions answered by Comcast staff in 75 percent of the cases (442 of 592 respondents), which is the same as 75 percent of the respondents in 2007. Comcast attributes the lower numbers to the one time acquisition of Adelphia systems and weather-related conditions.

Fewer respondents visited Comcast's Van Dorn Street office in 2008, 70 percent (560 of 800) compared to 78 percent (628 of 801) in 2007. According to Comcast Director of Government and Community Affairs Marie Schuler, the primary reason for visiting the facility remains bill payment. Of the 560 respondents who visited the local Comcast office, 76 percent were satisfied with the quality of service they received.

Subscriber satisfaction with the cable system decreased slightly from 2007 levels in 2008. Using a scale from 1 to 5, with 1 meaning "extremely dissatisfied" and 5 meaning "extremely satisfied," the metrics indicate that the majority of the respondents were moderately satisfied with all of the following:

- Installation of cable in their home – 3.67, down from 3.87 in 2007
- Picture quality – 3.76, down from 3.86 in 2007
- Sound quality - 3.72, down slightly from 3.76 in 2007
- Response to inquiries - 3.24, down from 3.62 in 2007
- Number of channels - 3.75, down from 3.88 in 2007
- Overall customer satisfaction – 3.45, down from 3.80 in 2007

To determine the accessibility of Comcast and its equipment for subscribers with disabilities, eight questions were posed to survey respondents. Approximately six percent (44 of 800) reported a person in the household having a hearing or vision disability, which is slightly up from five percent (39 of 801) over last year. Of those 44 respondents, nine percent (4 of 44) reported a mobile, manual or dexterity impairment that would interfere with their ability to use cable TV controls. Of the four respondents with mobile or manual dexterity impairments, three indicated

problems in their ability to access and/or change channels, three of the four reported problems in their ability to discuss bills with Comcast, and three of the four respondents indicated a problem in finding a listing of cable programming. Two of the respondents in this group reported difficulty with understanding the dialog/audio and three of the four had trouble following programs on cable television. It should be noted that Comcast is equipped with a telecommunications device for the deaf (TTY), and has channel and program guides in Braille and large print for the visually impaired. Staff continually works with Comcast to address other issues affecting the accessibility of Comcast and its equipment for disabled subscribers.

FISCAL IMPACT: None.

ATTACHMENT: Comcast Cable Communications 2008 Annual Cable Television Subscriber Survey Questionnaire, Report and Survey Results

STAFF:

Rose Williams Boyd, Director of Citizen Assistance

Jacqueline Levy, Broadcast Media and Cable Programming Manager



2008 ANNUAL REPORT

CUSTOMER OPINION SURVEY

AUGUST 29, 2008



2008 Comcast Alexandria Survey

Total
800 Surveys

SECTION ONE - BACKGROUND INFORMATION

1). What is the major reason you subscribe to cable television at this time?

45.9%	367	1 MORE CHANNELS
11.0%	88	2 MOVIES
36.8%	293	3 BETTER RECEPTION
10.8%	86	4 PREMIUM SERVICES
11.3%	90	5 SPORTS
8.5%	68	6 OTHER
	992	Total Responses

SECTION TWO - ACCESS CHANNELS

SECTION TWO - ACCESS CHANNELS

1). Were you previously aware of these channels?

70.1%	561	1 YES
29.9%	239	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION TWO - ACCESS CHANNELS

Channel 70 is the local government access channel which provides brief announcements about upcoming government meetings and events, and broadcasts live City Council meetings, Planning Commission meetings, Board of Zoning Appeals meetings, and Board of Architectural Review meetings.

2). Do you watch Channel 70 programming?

41.9%	235	1 YES
58.1%	326	2 NO
0.0%	0	0 DK/NA/OA
	561	Total Responses

SECTION TWO - ACCESS CHANNELS

2a). Have you ever watched an Alexandria City Council meeting?

87.7%	206	1 YES
12.3%	29	2 NO
0.0%	0	0 DK/NA/OA
	235	Total Responses



2008 Comcast Alexandria Survey

SECTION TWO - ACCESS CHANNELS

2b). Have you ever watched a Saturday public hearing?

34.9%	82	1 YES
65.1%	153	2 NO
0.0%	0	0 DK/NA/OA
	235	Total Responses

SECTION TWO - ACCESS CHANNELS

2c). Have you ever watched a Planning Commission meeting?

57.9%	136	1 YES
42.1%	99	2 NO
0.0%	0	0 DK/NA/OA
	235	Total Responses

SECTION TWO - ACCESS CHANNELS

2d). Have you ever watched a Board of Zoning Appeals meeting?

38.3%	90	1 YES
61.7%	145	2 NO
0.0%	0	0 DK/NA/OA
	235	Total Responses

SECTION TWO - ACCESS CHANNELS

Have you ever watched a Board of Architectural Review - Old and Historic
2e). District meeting?

34.0%	80	1 YES
66.0%	155	2 NO
0.0%	0	0 DK/NA/OA
	235	Total Responses

SECTION TWO - ACCESS CHANNELS

Have you ever watched a Board of Architectural Review - Parker-Gray District
2f). meeting?

15.3%	36	1 YES
84.7%	199	2 NO
0.0%	0	0 DK/NA/OA
	235	Total Responses



2006 Comcast Alexandria Survey

SECTION TWO - ACCESS CHANNELS

2g). Have you ever watched a School Board meeting?

55.7%	131	1 YES
44.3%	104	2 NO
0.0%	0	0 DK/NA/OA
	235	Total Responses

SECTION TWO - ACCESS CHANNELS

3). Would you be interested in specific programming which highlights City services, programs and/or projects?

32.6%	261	1 YES
67.4%	539	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION TWO - ACCESS CHANNELS

Channels 71, 72, and 73 are the educational access channels. Channel 72 broadcasts telecourses from Northern Virginia Community College. Channel 73 broadcasts telecourses from George Mason University and Channel 71 for cable ready TVs is used

4). by the Alexandria City Public School system.

4a). Have you ever watched the telecourses sponsored by Northern Virginia Community College?

27.4%	219	1 YES
72.6%	581	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION TWO - ACCESS CHANNELS

4b). Have you ever watched the telecourses sponsored by George Mason University?

25.3%	202	1 YES
74.8%	598	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses



2008 Comcast Alexandria Survey

SECTION TWO - ACCESS CHANNELS

Have you ever watched any of the programming sponsored by the Alexandria
4c). City Public Schools?

26.6%	213	1 YES
73.4%	587	2 NO
0.0%	0	0 DK/NA/OA
800		Total Responses

SECTION TWO - ACCESS CHANNELS

Do you presently have children enrolled in the Alexandria Public School
4d). System?

12.4%	99	1 YES
87.6%	701	2 NO
0.0%	0	0 DK/NA/OA
800		Total Responses

SECTION TWO - ACCESS CHANNELS

Instructional programming can also be seen on MHZ2/ channels 192 through
197. Have you ever watched instructional programming sponsored by MHZ2/
4e). channels 192 through 197?

10.5%	84	1 YES
89.5%	716	2 NO
0.0%	0	0 DK/NA/OA
800		Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

Comcast produces local programming as a public service to Alexandrians. These
programs are shown on Channel 69 in the evenings during the week and on the
weekends.

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

1). Have you ever watched the programming on Channel 69?

21.3%	170	1 YES
78.8%	630	2 NO
0.0%	0	0 DK/NA/OA
800		Total Responses



2008 Comcast Alexandria Survey

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

Have you ever watched the Community Bulletin Board on Channel 69 from
2). 10:00 am to 5:30 am daily?

52.9%	90	1 YES
47.1%	80	2 NO
0.0%	0	0 DK/NA/OA
	170	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

Are you interested in any of the following categories of programming that
3). are currently shown on Channel 69?

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3a). Local high school sports?

48.2%	82	1 YES
51.8%	88	2 NO
0.0%	0	0 DK/NA/OA
	170	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3b). Civic/Informational Shows?

57.1%	97	1 YES
42.9%	73	2 NO
0.0%	0	0 DK/NA/OA
	170	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3c). Entertainment Shows?

58.2%	99	1 YES
41.8%	71	2 NO
0.0%	0	0 DK/NA/OA
	170	Total Responses



2008 Comcast Alexandria Survey

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3d). Current Local Events?

80.0%	136	1 YES
20.0%	34	2 NO
0.0%	0	0 DK/NA/OA
	170	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

What are the biggest obstacles to your watching more programs on the 3aa). PEG channels?

4.55%	37	1 TECHNICAL QUALITY OF PROGRAMS
48.53%	395	2 LACK OF INTEREST IN TOPICS
34.64%	282	3 LACK OF PROGRAM LISTING INFO
12.29%	100	4 OTHER
	814	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

3bb). Have you ever considered producing a show on the Community Channel?

4.1%	33	1 YES
95.9%	767	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

Are you aware that Comcast conducts Community Programming Volunteer 3cc). Operations classes in television production for a nominal fee?

17.0%	136	1 YES
83.0%	664	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses



2008 Comcast Alexandria Survey

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

3dd). Would you be interested in taking such a class?

11.8%	94	1 YES
88.3%	706	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

SECTION FOUR - SERVICE TO SUBSCRIBERS

1). Have you ever called the cable company for any reason other than initiating service?

74.0%	592	1 YES
26.0%	208	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1a). Was your call answered within a reasonable period of time?

75.2%	445	1 YES
24.8%	147	2 NO
0.0%	0	0 DK/NA/OA
	592	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1b). Was the person with whom you spoke courteous?

91.4%	541	1 YES
8.6%	51	2 NO
0.0%	0	0 DK/NA/OA
	592	Total Responses



2008 Comcast Alexandria Survey

SECTION FOUR - SERVICE TO SUBSCRIBERS

1c). Was your question or problem resolved?

74.7%	442	1 YES
25.3%	150	2 NO
0.0%	0	0 DK/NA/OA
	592	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1d). Have you ever visited the local Comcast Office?

70.0%	560	1 YES
30.0%	240	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1e). Were you satisfied with the quality of service you received?

76.1%	609	1 YES
23.9%	191	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

Using a scale from 1 to 5, with 1 meaning "extremely dissatisfied" and 5 meaning "extremely satisfied," please select the number that best represents your satisfaction with the following customer service aspects of the system.

2). the system.

3.670	3009	a). INSTALLATION OF CABLE IN YOUR HOME
3.761	3084	b). PICTURE QUALITY
3.721	3051	c). SOUND QUALITY
3.239	2656	d). RESPONSE TO INQUIRIES OR PROBLEMS
3.754	3078	e). NUMBER OF CHANNELS PROVIDED
3.449	2828	f). OVERALL CUSTOMER SERVICE
3.599		



2008 Comcast Alexandria Survey

SECTION FIVE - PROGRAMMING SURVEY

SECTION FIVE - PROGRAMMING SURVEY

Are there any channels that are not presently offered that you or others in

1a). your household would like to see added to our system?

31.0%	248	1 YES
69.0%	552	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION FIVE - PROGRAMMING SURVEY

1b). If yes, which channel(s) would you like to see added to the system?

PLEASE SEE DATA SHEET

SECTION FIVE - PROGRAMMING SURVEY

If Comcast added the new channels that you would like to see, would you

1c). be willing to pay more for the service?

28.2%	70	1 YES
71.8%	178	2 NO
0.0%	0	0 DK/NA/OA
	248	Total Responses



2008 Comcast Alexandria Survey

SECTION SIX - ACCESSIBILITY SURVEY SECTION SIX - ACCESSIBILITY SURVEY

- Are there any persons in your household with hearing or vision disabilities
1). which interferes with their enjoyment of cable TV?

5.5%	44	1 YES
94.5%	756	2 NO
0.0%	0	0 DK/NA/OA
	800	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

- Are there any persons in your household with mobile, manual or dexterity
2). impairments that would interfere with their ability to use cable TV controls?

9.1%	4	1 YES
90.9%	40	2 NO
0.0%	0	0 DK/NA/OA
	44	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

- 3). Have any of these disabilities or impairments affected this person's ability to:

SECTION SIX - ACCESSIBILITY SURVEY 3a). Access/change channels on cable?

75.0%	3	1 YES
25.0%	1	2 NO
0.0%	0	0 DK/NA/OA
	4	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

- 3b). Discuss a bill with Comcast?

75.0%	3	1 YES
25.0%	1	2 NO
0.0%	0	0 DK/NA/OA
	4	Total Responses



2008 Comcast Alexandria Survey

SECTION SIX - ACCESSIBILITY SURVEY

3c). Find out what programming is on cable?

75.0%	3	1 YES
25.0%	1	2 NO
0.0%	0	0 DK/NA/OA
	4	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

3d). Understand the dialog on programs?

50.0%	2	1 YES
50.0%	2	2 NO
0.0%	0	0 DK/NA/OA
	4	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

3e). Follow the program on cable?

75.0%	3	1 YES
25.0%	1	2 NO
0.0%	0	0 DK/NA/OA
	4	Total Responses



2008 Comcast Alexandria Survey

SECTION FOUR - SERVICE TO SUBSCRIBERS

1e). Were you satisfied with the quality of service you received?

****PARSED TO THE 560 ACTUAL VISITORS IN Sec 4 1D.

85.0%	476	1 YES
15.0%	84	2 NO
0.0%	0	0 DK/NA/OA
	560	Total Responses

2008 Comcast ALEXANDRIA Customer Surveys

Trend Overview

- **Comcast channel reception clarity is a less important component of customer perception of the value of their subscription.**
- **Several types of local Alexandria programming have become of less interest to area customers.**
- **Customers are visiting the Comcast Local Office less frequently since 2007, while contacting Comcast via the telephone substantially more.**
- **Comcast customers remain “very satisfied”— but customer service satisfaction has dropped slightly.**
- **Customers with issues feel Comcast is continuing to do a strong job resolving their problems.**



2008 Comcast ALEXANDRIA Customer Surveys

While still the second most important reason, the quality of Comcast channel reception became less important as relates to customer rationale for subscription.

SECTION ONE - BACKGROUND INFORMATION				
2008		1). What is the major reason you subscribe to cable television at this time?	2007	CHANGE FROM 2007
45.9%	387	1 MORE CHANNELS	45.7%	0.2%
11.0%	88	2 MOVIES	7.2%	3.8%
38.6%	293	3 BETTER RECEPTION	46.6%	-10.0%
10.8%	86	4 PREMIUM SERVICES	12.9%	-2.2%
11.3%	90	5 SPORTS	17.0%	-5.8%
8.5%	68	6 OTHER	11.4%	-2.9%
	992	Total Responses		

Viewership of Saturday public hearings decreased moderately (based on the segment of customers that view local access channels).

SECTION TWO - ACCESS CHANNELS				
2008		2b). Have you ever watched a Saturday public hearing?	2007	CHANGE FROM 2007
34.9%	82	1 YES	43.1%	-8.2%
65.1%	153	2 NO	56.9%	8.2%
0.0%	0	0 DK/NA/OA		
	235	Total Responses		



2008 Comcast ALEXANDRIA Customer Surveys

Viewership of MHZ Instructional programs declined.

SECTION TWO - ACCESS CHANNELS							
2008	Instructional programming can also be seen on MHZ channels 192 through 197. Have you ever watched instructional programming sponsored by MHZ channels 192 4a) through 197?				2007	CHANGE FROM 2007	
10.5%	84	1	YES		19.7%	-9.2%	
89.5%	716	2	NO		80.3%	9.2%	
0.0%	0	0	DK/NA/OA		0.0%		
	800	Total Responses					

Viewership of the Community Bulletin Board decreased moderately (based on the segment of customers that view channel 69).

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69							
2008	Have you ever watched the Community Bulletin Board on Channel 69 from 10:00 am 2) to 5:30 am daily?				2007	CHANGE FROM 2007	
52.9%	90	1	YES			-10.1%	
47.1%	80	2	NO			10.1%	
0.0%	0	0	DK/NA/OA				
	170	Total Responses					

Interest in producing a program on the local Community Channel decreased modestly.

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69							
2008	3bb) Have you ever considered producing a show on the Community Channel?				2007	CHANGE FROM 2007	
4.1%	33	1	YES		12.4%	-8.3%	
95.9%	767	2	NO		87.6%	8.3%	
0.0%	0	0	DK/NA/OA		0.0%	0.0%	
	800	Total Responses					

2008 Comcast ALEXANDRIA Customer Surveys

Customers that reported they called Comcast for reasons other than initiating service went up over 15% since 2007. While satisfaction with the ability to answer calls within a reasonable amount of time fell 8%, customers remained as satisfied with the representatives they spoke with and the ability to resolve problems as compared to 2007.

SECTION FOUR - SERVICE TO SUBSCRIBERS				
2008			2007	CHANGE FROM 2007
	1)	Have you ever called the cable company for any reason other than initiating service?		
74.0%	592	1 YES	56.6%	17.4%
26.0%	208	2 NO	43.4%	-17.4%
0.0%	0	0 DK/NA/OA	0.0%	0.0%
	800	Total Responses		

SECTION FOUR - SERVICE TO SUBSCRIBERS				
2008			2007	CHANGE FROM 2007
	1a)	Was your call answered within a reasonable period of time?		
75.2%	445	1 YES	83.9%	-8.7%
24.8%	147	2 NO	16.1%	8.7%
0.0%	0	0 DK/NA/OA	0.0%	0.0%
	592	Total Responses		

SECTION FOUR - SERVICE TO SUBSCRIBERS				
2008			2007	CHANGE FROM 2007
	1b)	Was the person with whom you spoke courteous?		
91.4%	541	1 YES	91.6%	-0.2%
8.6%	51	2 NO	8.4%	0.2%
0.0%	0	0 DK/NA/OA	0.0%	0.0%
	592	Total Responses		

SECTION FOUR - SERVICE TO SUBSCRIBERS				
2008			2007	CHANGE FROM 2007
	1c)	Was your question or problem resolved?		
74.7%	443	1 YES	74.6%	0.1%
25.3%	150	2 NO	25.4%	-0.1%
0.0%	0	0 DK/NA/OA	0.0%	0.0%
	593	Total Responses		



2008 Comcast ALEXANDRIA Customer Surveys

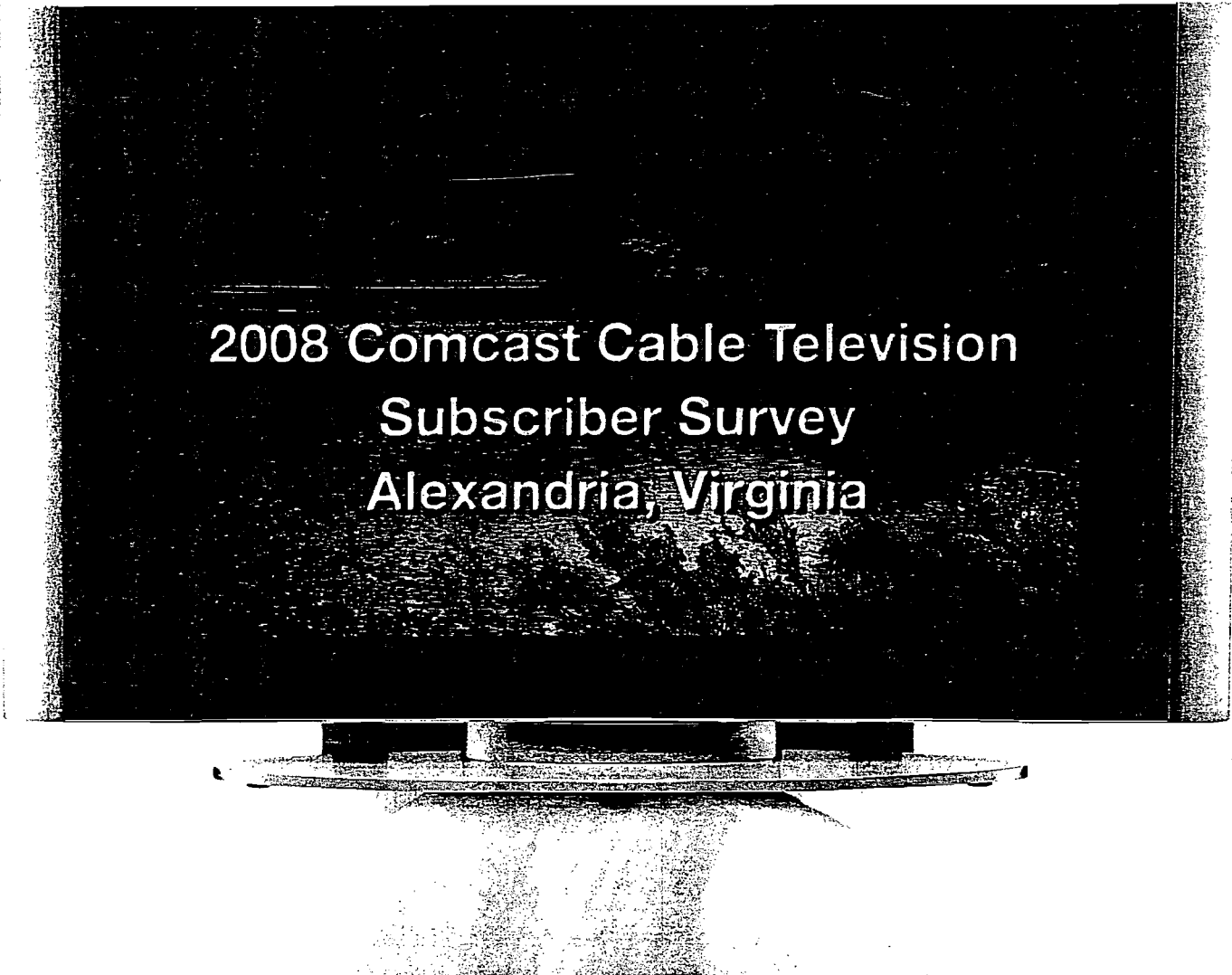
Customers reported their visits to the local Comcast Office went down 8% since 2007. In-office Comcast customer satisfaction remained as statistically strong as 2007, given the margin of error of the survey.

SECTION FOUR - SERVICE TO SUBSCRIBERS				
2008		1d. Have you ever visited the local Comcast Office?	2007	CHANGE FROM 2007
70.0%	580	1 YES	78.4%	-8.4%
30.0%	240	2 NO	21.6%	8.4%
0.0%	0	0 DK/NA/OA	0.0%	0.0%
	800	Total Responses		

SECTION FOUR - SERVICE TO SUBSCRIBERS				
		1e. Were you satisfied with the quality of service you received?	2007	CHANGE FROM 2007
		****PARSED TO THE 580 ACTUAL VISITORS IN Sec 4 1D.		
85.0%	478	1 YES	88.9%	-3.9%
15.0%	84	2 NO	11.1%	3.9%
0.0%	0	0 DK/NA/OA	0.0%	0.0%
	560	Total Responses		

Customers remain "very satisfied" with Comcast. However, they are slightly less satisfied with customer service as compared to 2007.

SECTION FOUR - SERVICE TO SUBSCRIBERS				
		Using a scale from 1 to 5, with 1 meaning "extremely dissatisfied" and 5 meaning "extremely satisfied," please select the number that best represents your satisfaction	2007	CHANGE FROM 2007
3.670	3009	a). INSTALLATION OF CABLE IN YOUR HOME	3.780	-2.9%
3.761	3084	b). PICTURE QUALITY	3.863	-2.6%
3.721	3051	c). SOUND QUALITY	3.757	-1.0%
3.239	2856	d). RESPONSE TO INQUIRIES OR PROBLEMS	3.623	-10.6%
3.754	3078	e). NUMBER OF CHANNELS PROVIDED	3.882	-3.3%
3.449	2828	f). OVERALL CUSTOMER SERVICE	3.798	-9.1%
3.599		AVG	3.799	-5.3%

A black and white photograph of a television set. The screen is dark and displays white text. The text is centered and reads: "2008 Comcast Cable Television Subscriber Survey Alexandria, Virginia". The television is a flat-screen model with a stand.

2008 Comcast Cable Television
Subscriber Survey
Alexandria, Virginia

2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

SURVEY METHODOLOGY

All of the following charts and graphs are based on responses from a structured phone survey conducted with a random probability sample of 800 Alexandria active cable television customers. Calling began on July 9th and was completed July 24th, 2008. Calls were placed during a mix of daytime and evening hours on weekdays as well as daytimes on Saturdays.

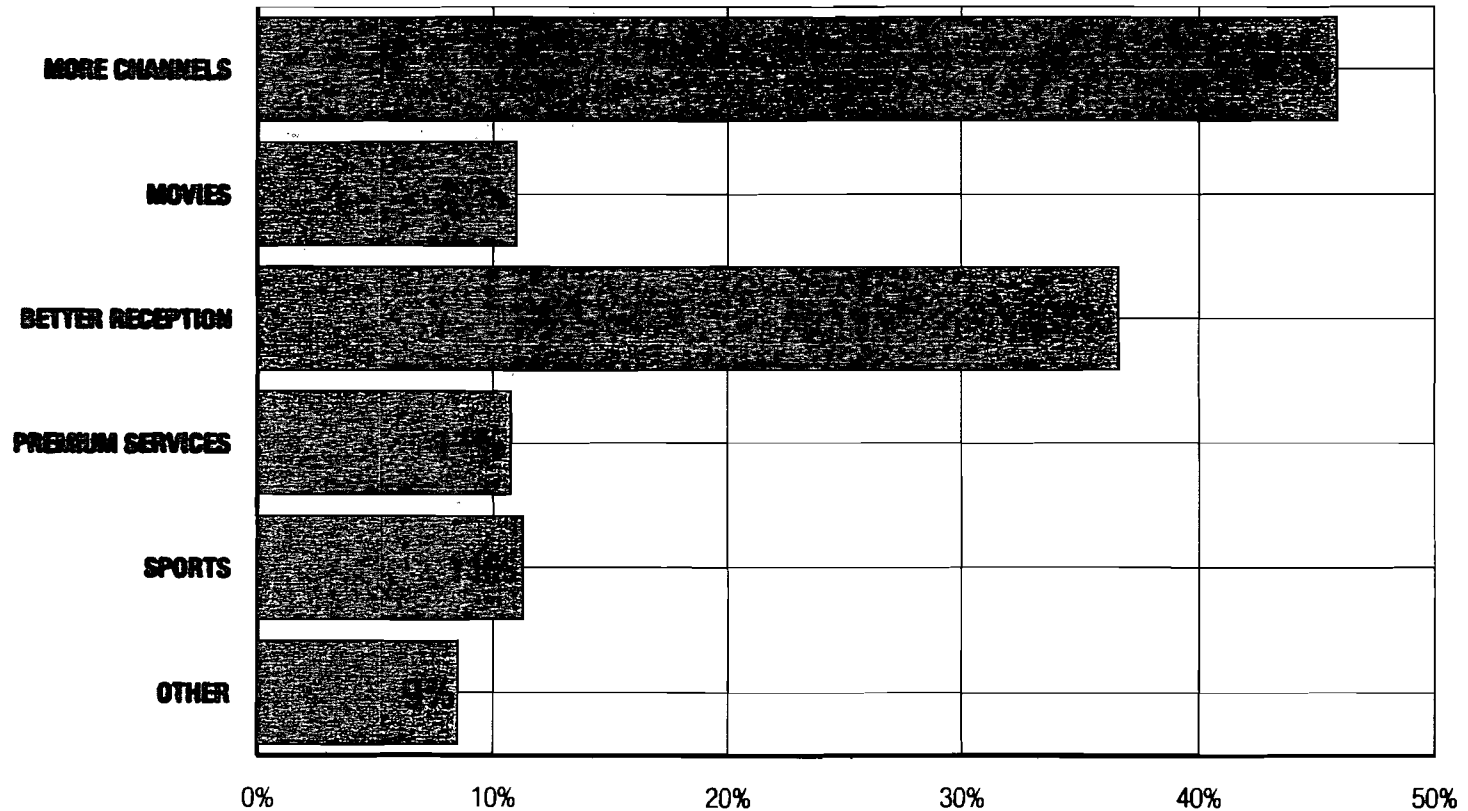
All surveys were completed from Q7's fully supervised calling center. Prior to the beginning of data collection, all surveyors were trained specifically on each survey question and its response set. At least once per shift, each surveyor was monitored on-line while conducting an actual survey. Some of the questions asked were based on previous versions of the same study completed in earlier years.

In order to generate a random probability of households, the calling list provided to Q7 was randomized prior to outbound dialing. The completed sample response includes 800 customers. This sample size will generate data useful in making business decisions based on commonly accepted statistical norms at the 95% confidence level with a margin of error of +/-3.44%, assuming an overall population of approximately 65,000.



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

What is the major reason(s) you subscribe to cable television at this time?



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

What is the major reason you subscribe to cable television at this time?
 "Other" answers...

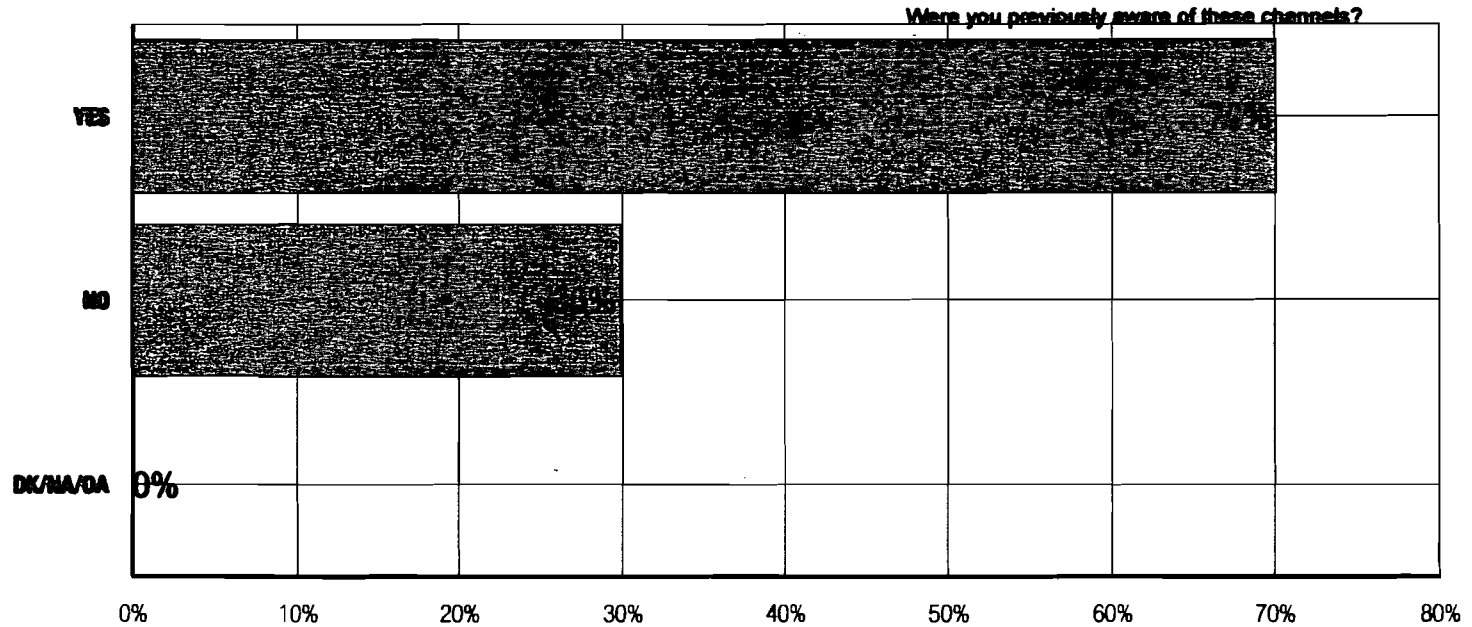
Only Provider	36
Price	6
Loyal Customer	4
For Family	2
On Demand	2
Program on Channel 64	1
Tennis	1



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Comcast currently has five access channels;
 The City Government Access Channel on Channel 70,
 The Educational Access Channels on 71,72, 73
 and The Community Channel on Channel 69.

Were you previously aware of these channels?



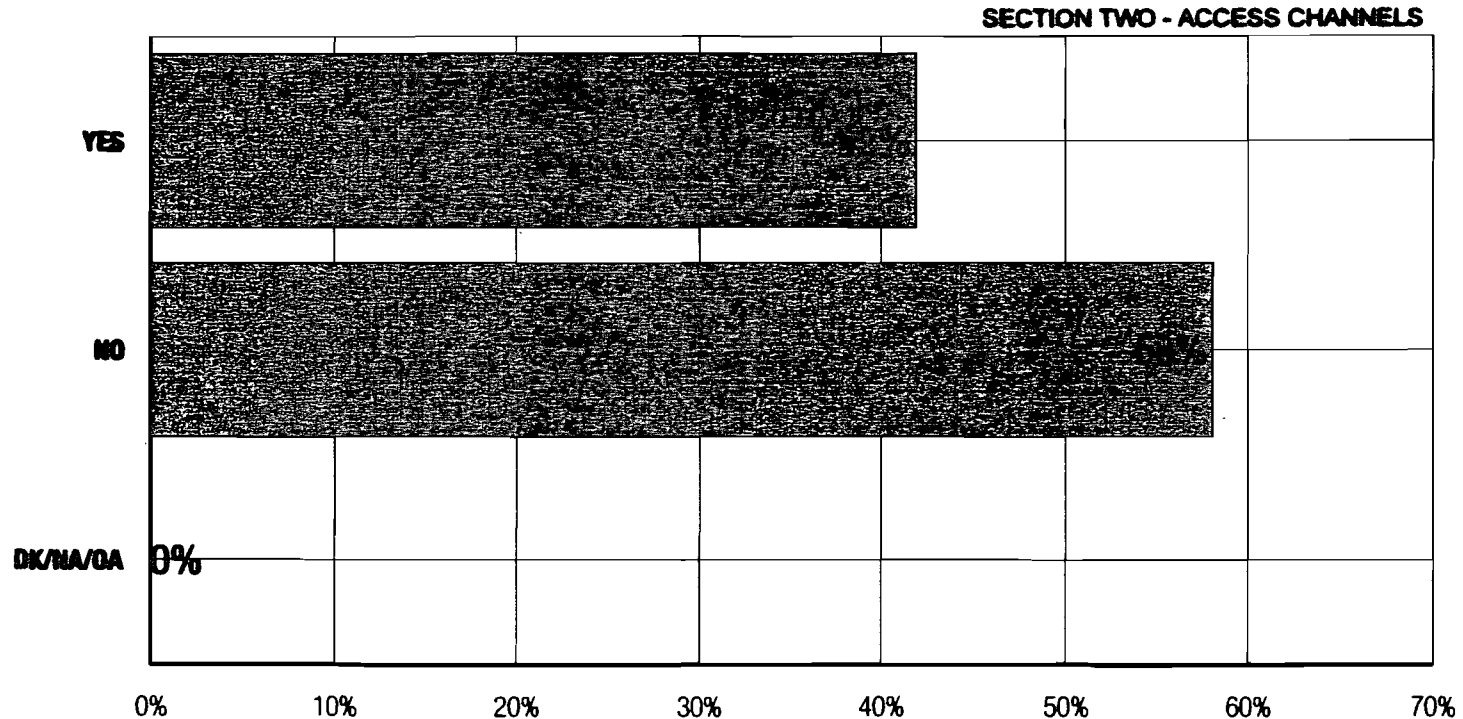
1).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Channel 70 is the local government access channel which provides brief announcements about upcoming government meetings and events, and broadcasts live City Council meetings, Planning Commission meetings, Board of Zoning Appeals meetings, and Board of Architectural Review meetings.

Do you watch Channel 70 programming?

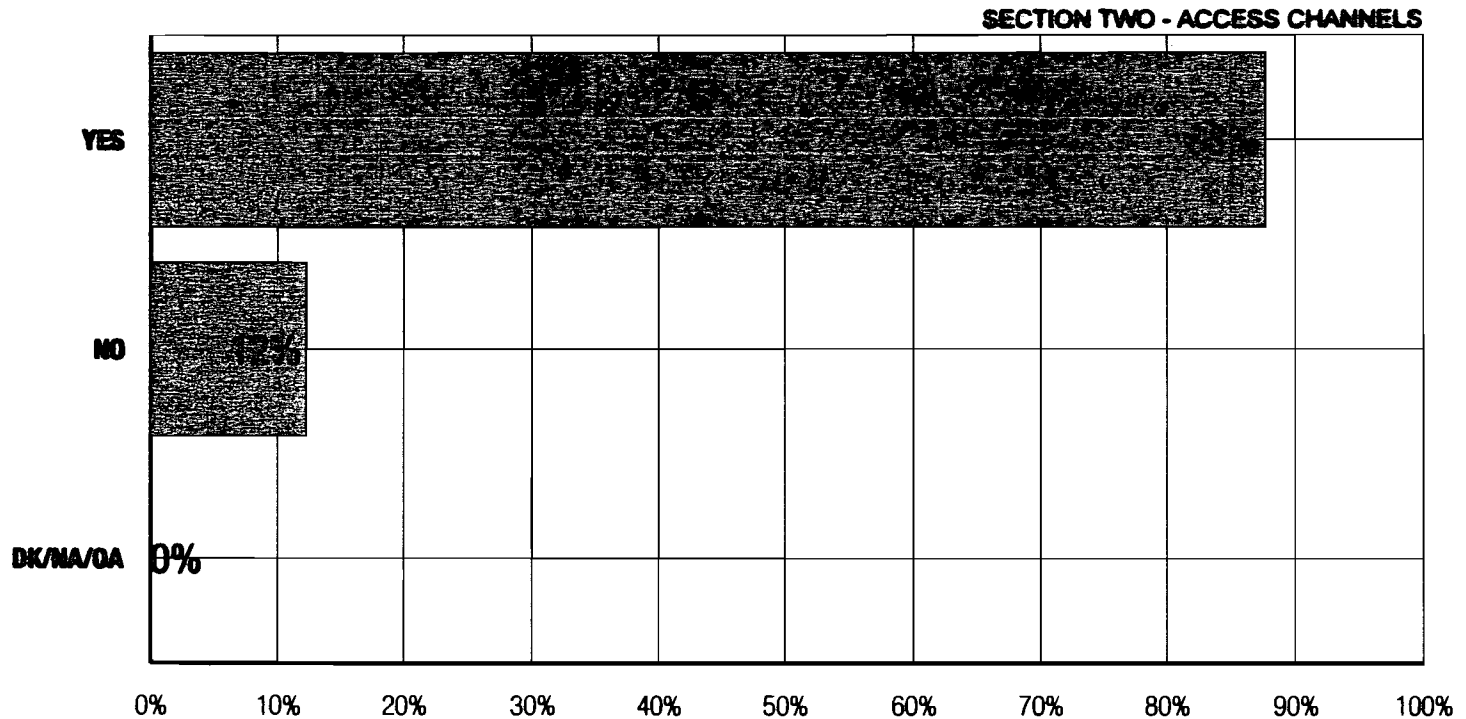


2).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched an Alexandria City Council meeting?

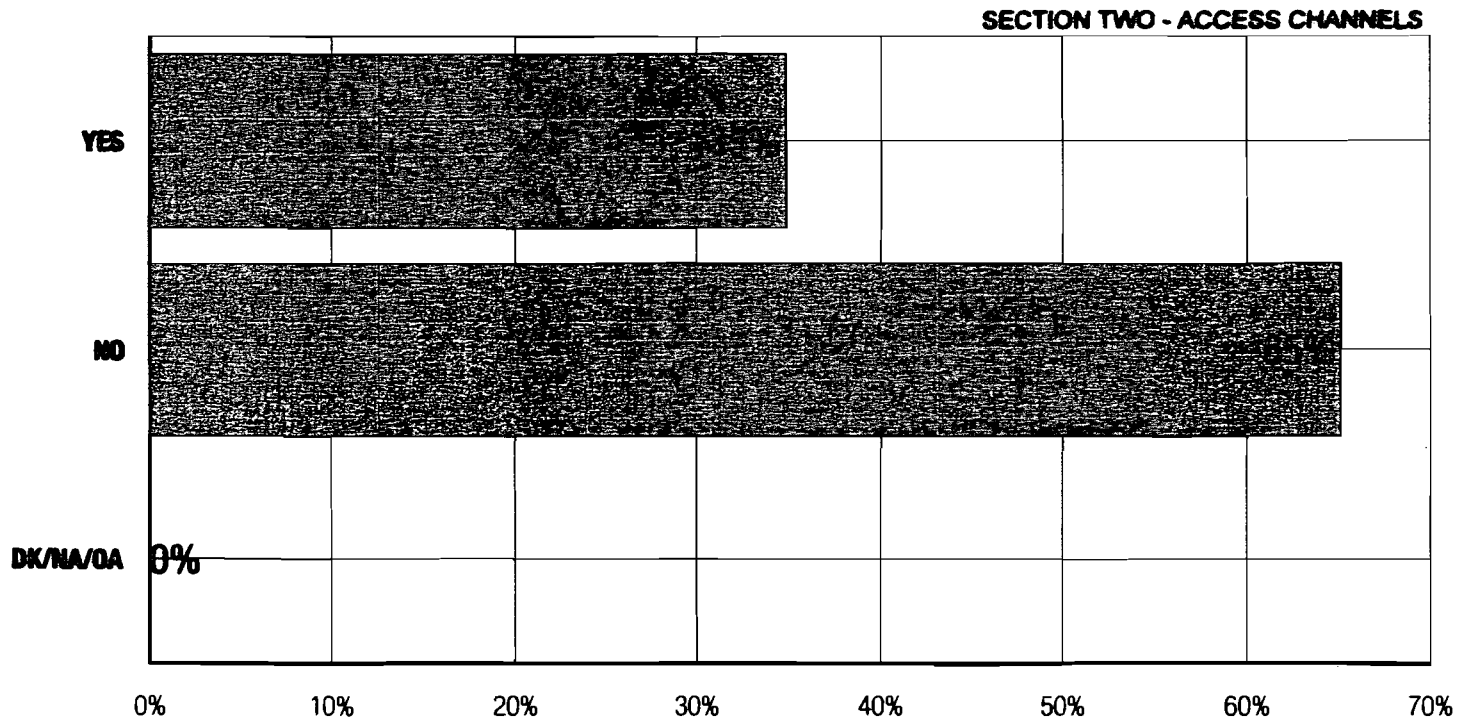


2a).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched a Saturday public hearing?

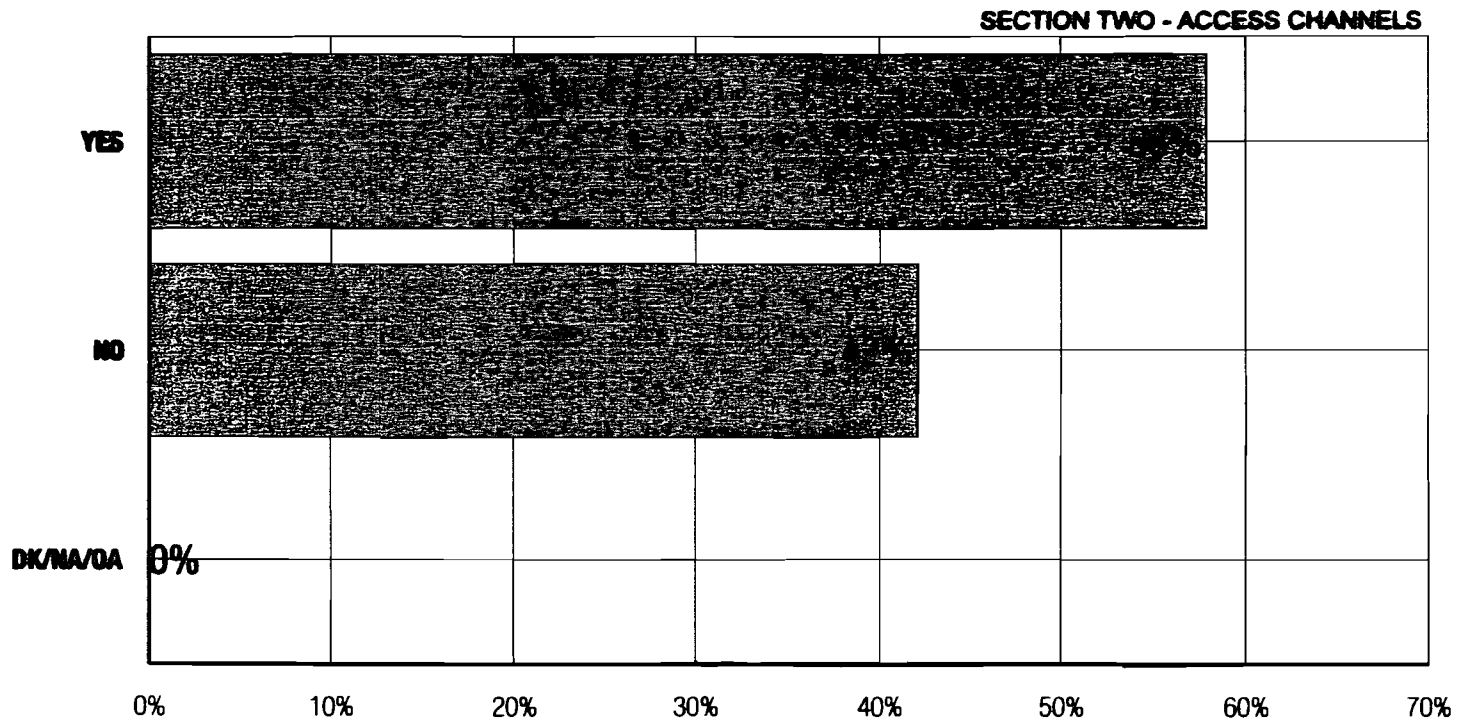


2b).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched a Planning Commission meeting?

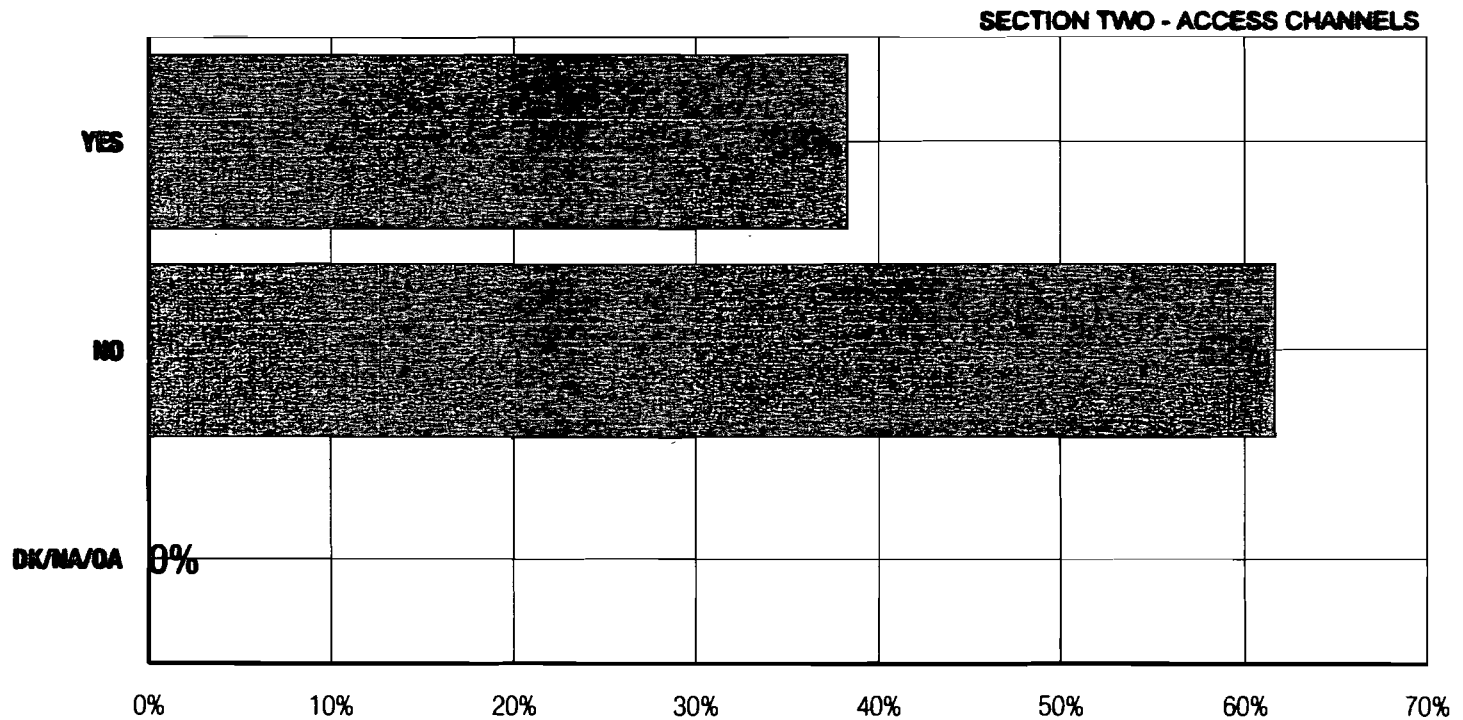


2c).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched a Board of Zoning Appeals meeting?

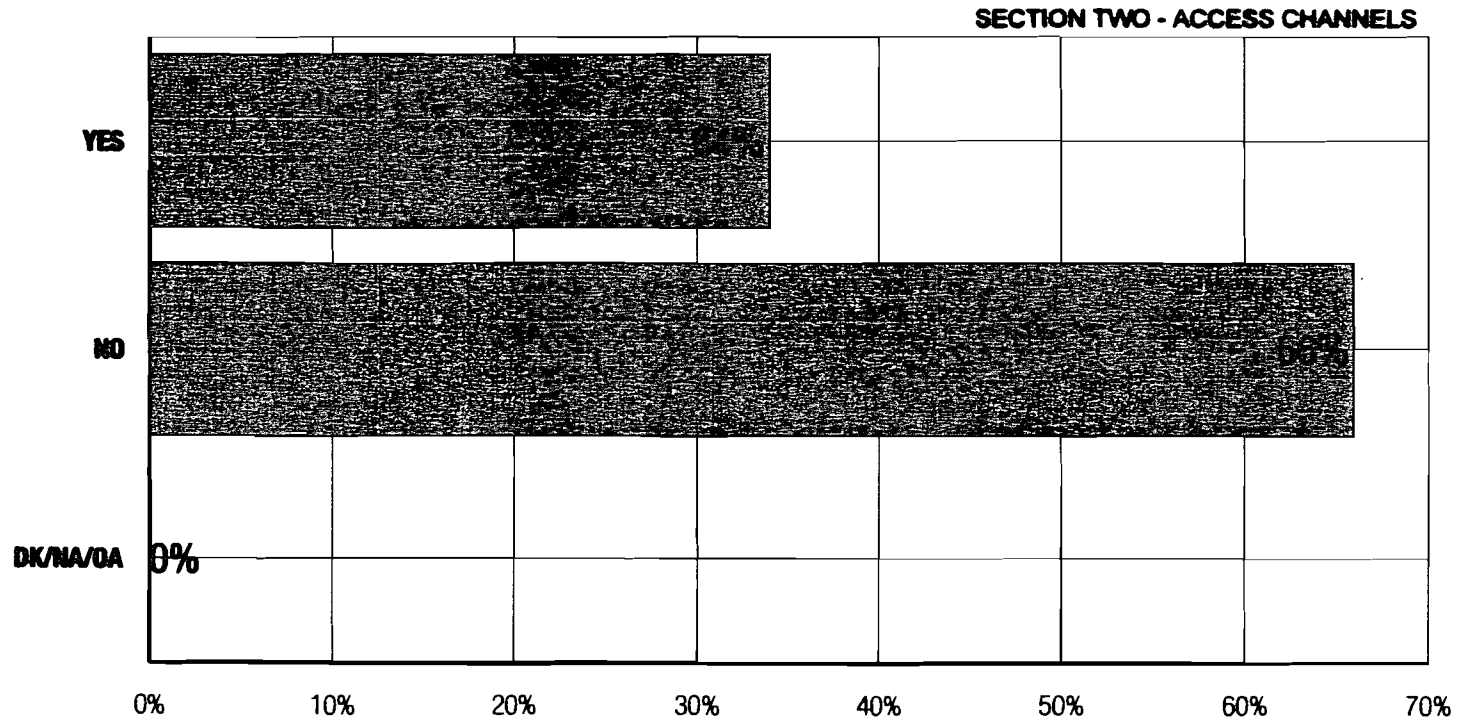


2d).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched a Board of Architectural Review -
Old and Historic District meeting?

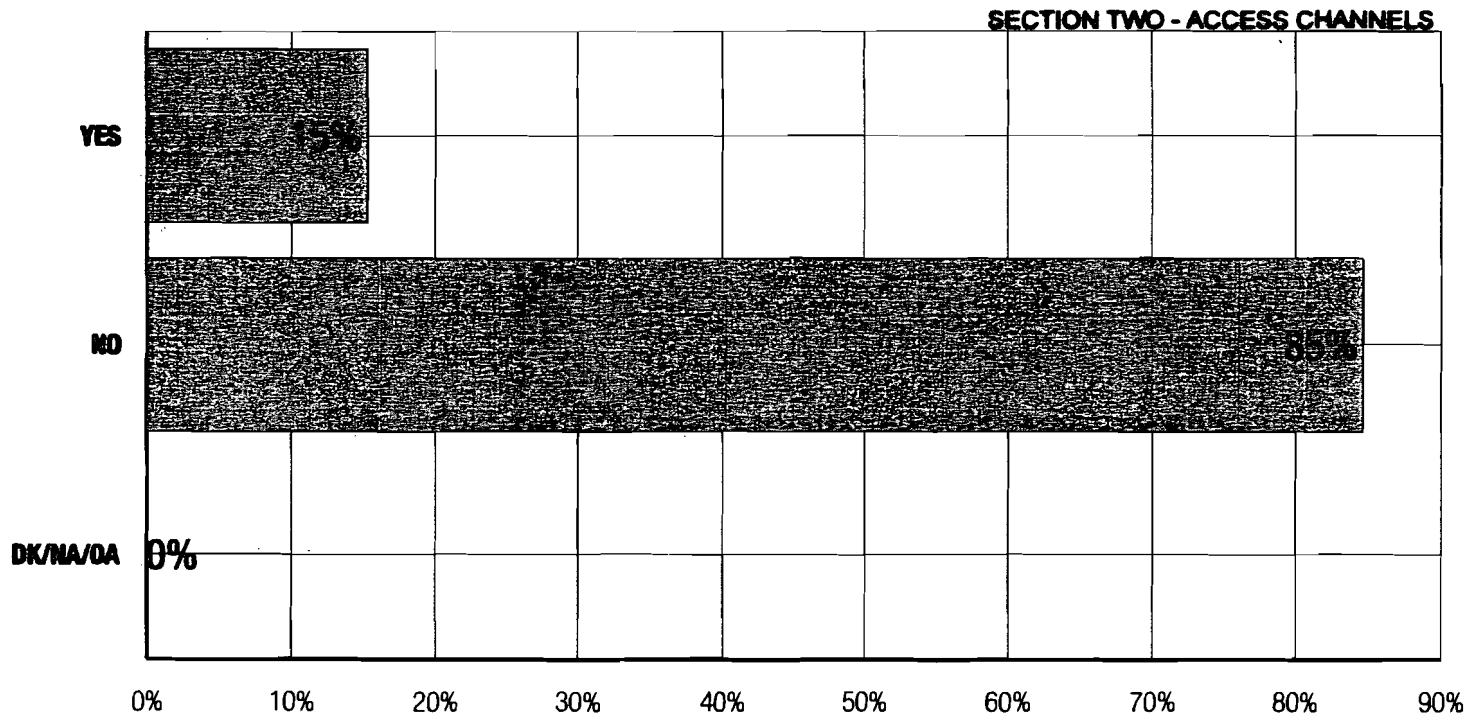


2e).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched a Board of Architectural Review - Parker-Gray District meeting?

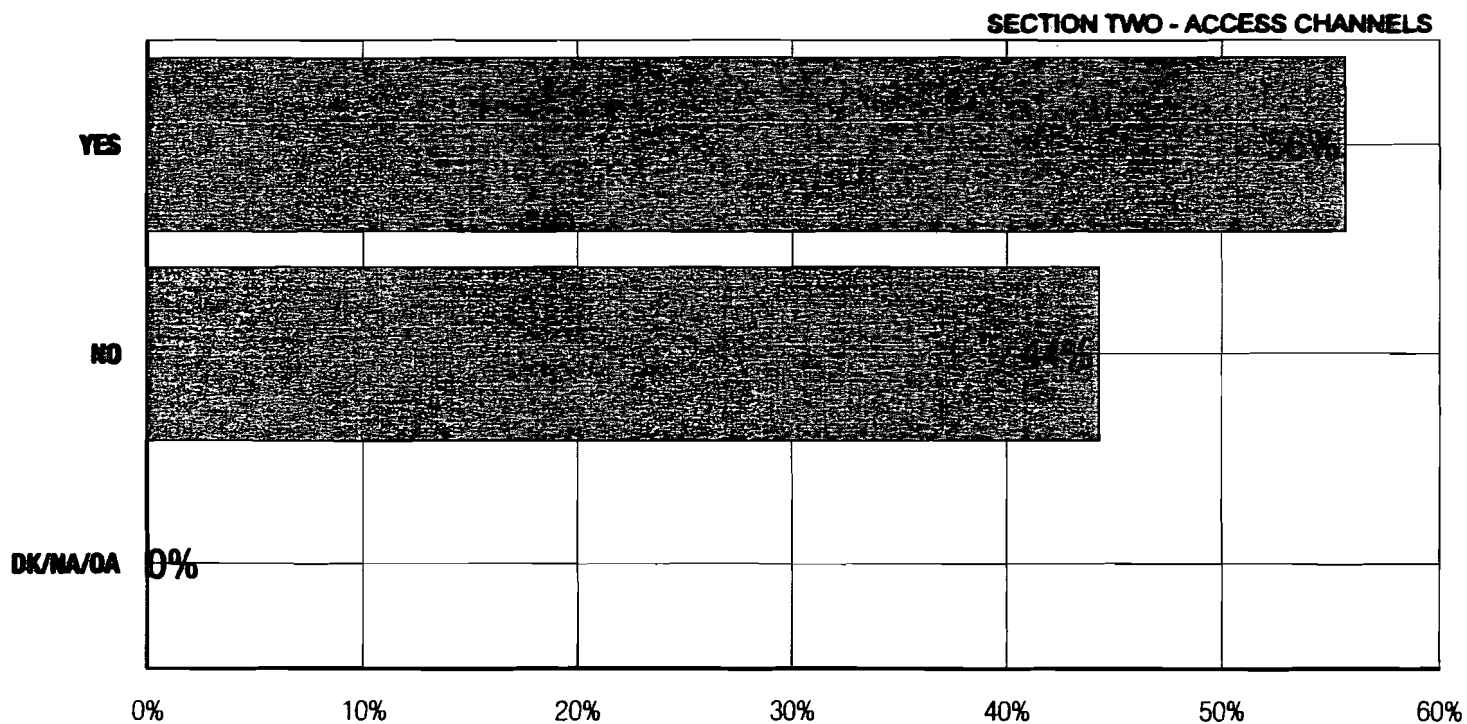


20.



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched a School Board meeting?

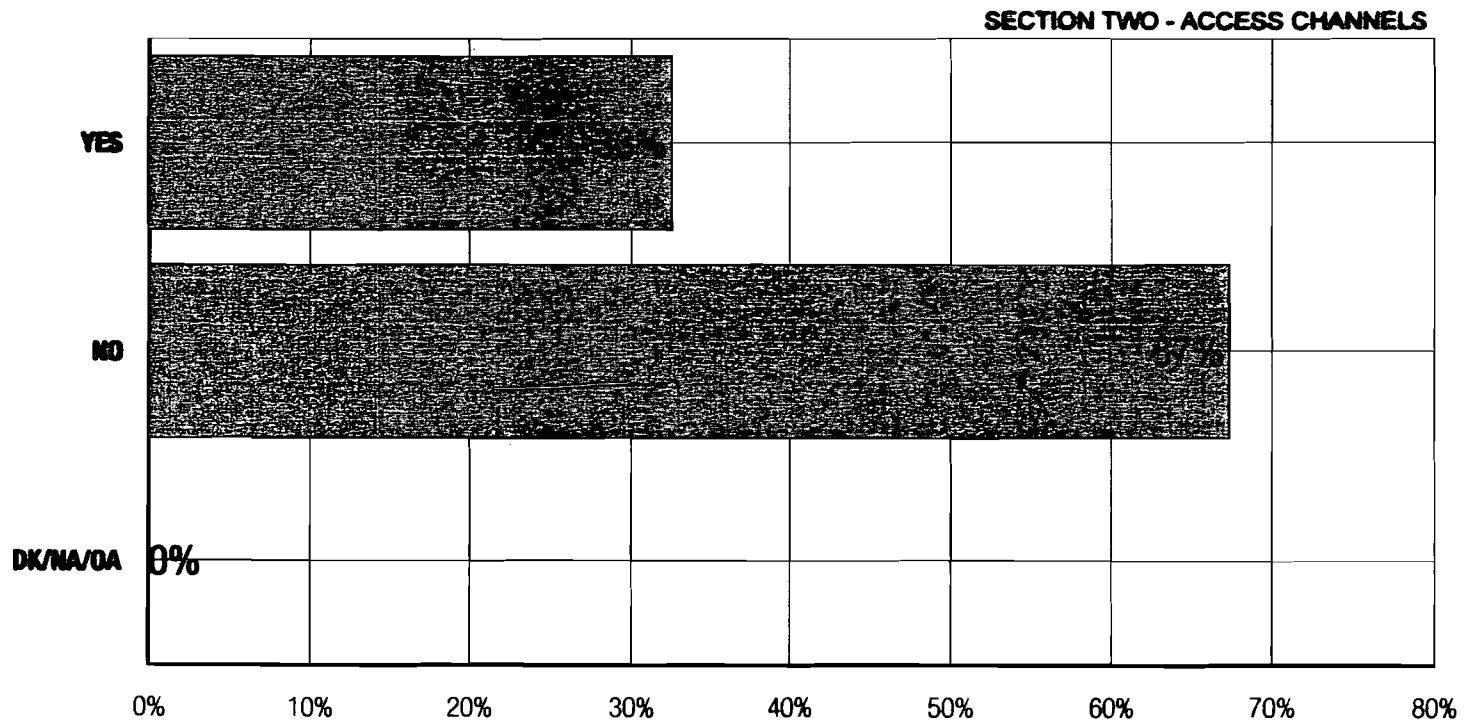


2g).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Would you be interested in specific programming that highlights City services, programs or projects?



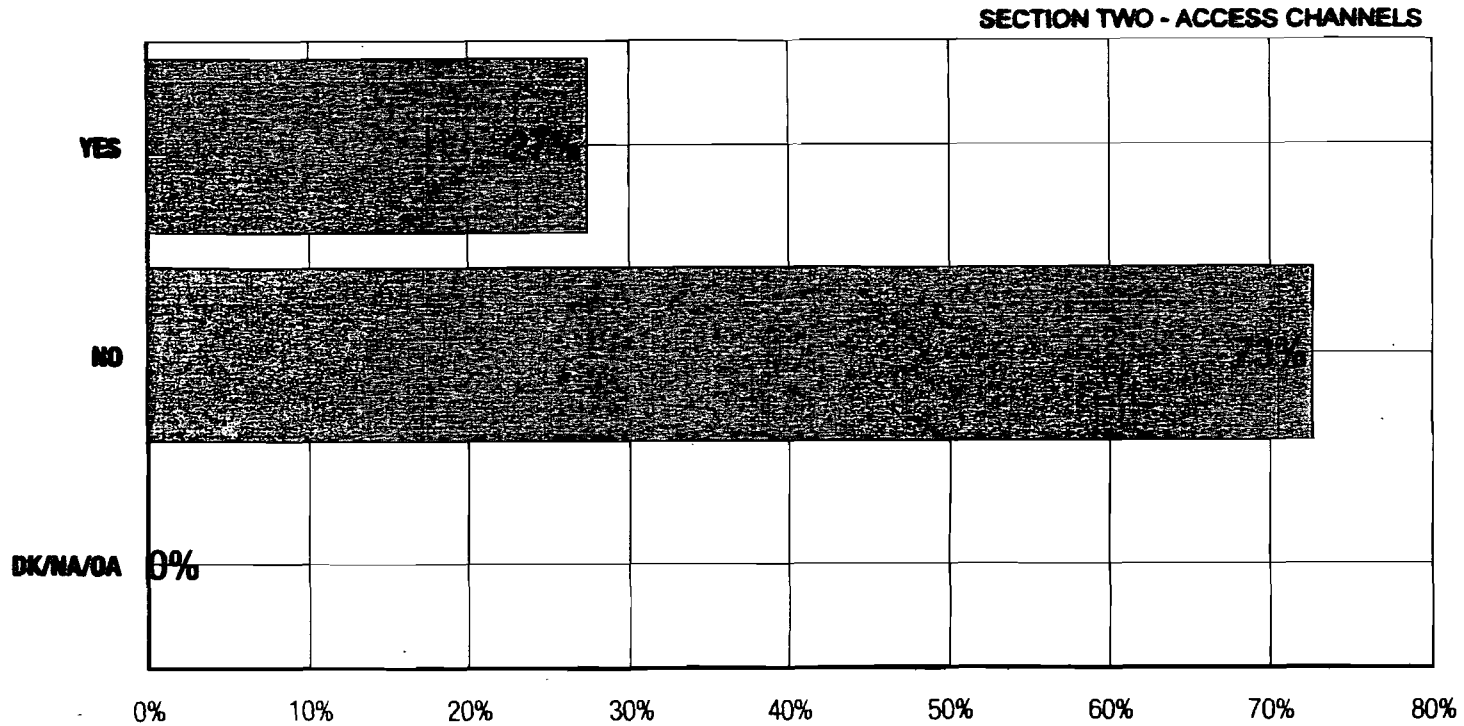
3).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Channels 71, 72 and 73 are the educational access channels. Channel 72 broadcasts telecourses from Northern Virginia Community College. Channel 73 broadcasts telecourses from George Mason University and Channel 71 for cable ready TV's is used by the Alexandria City Public School System.

Have you ever watched the telecourses sponsored by Northern Virginia Community College?

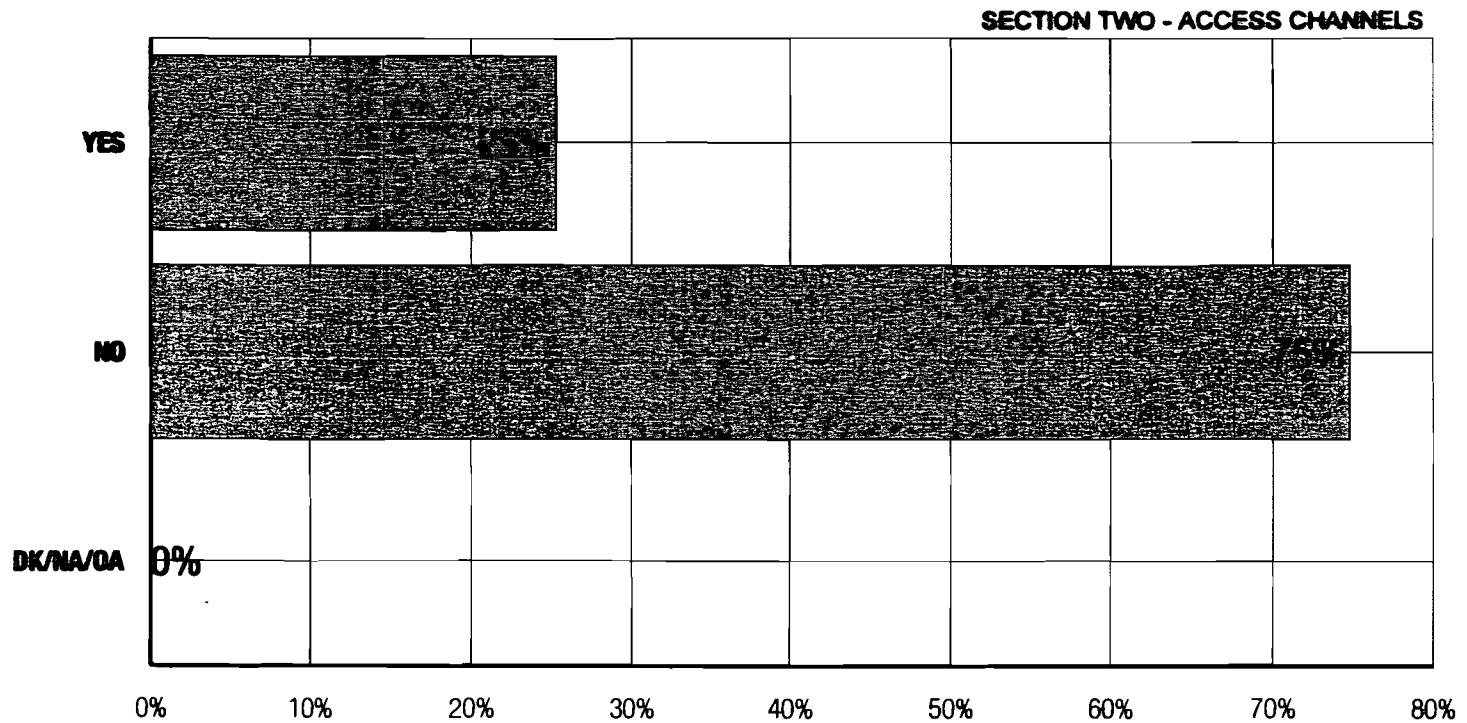


4a).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched the telecourses sponsored by George Mason University?

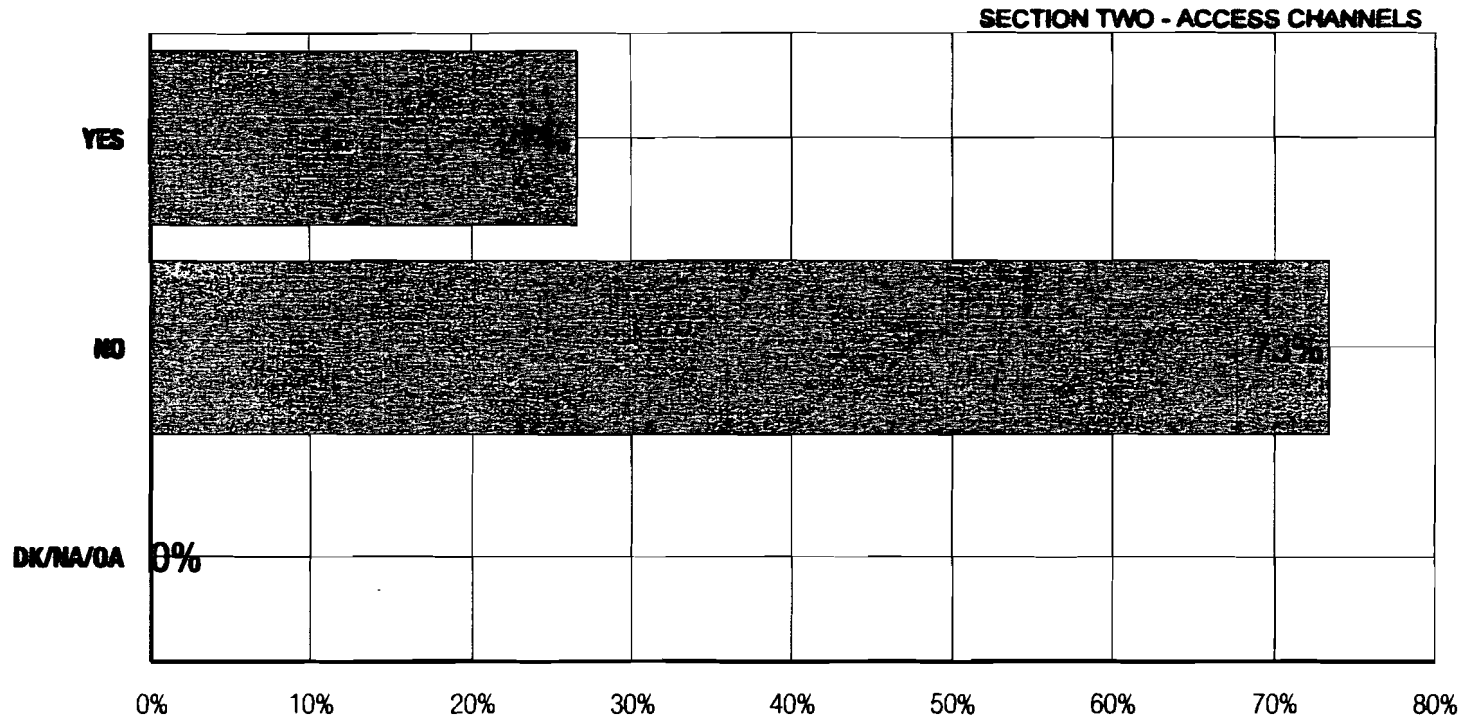


4b).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched any of the programming sponsored by the Alexandria City Public School?

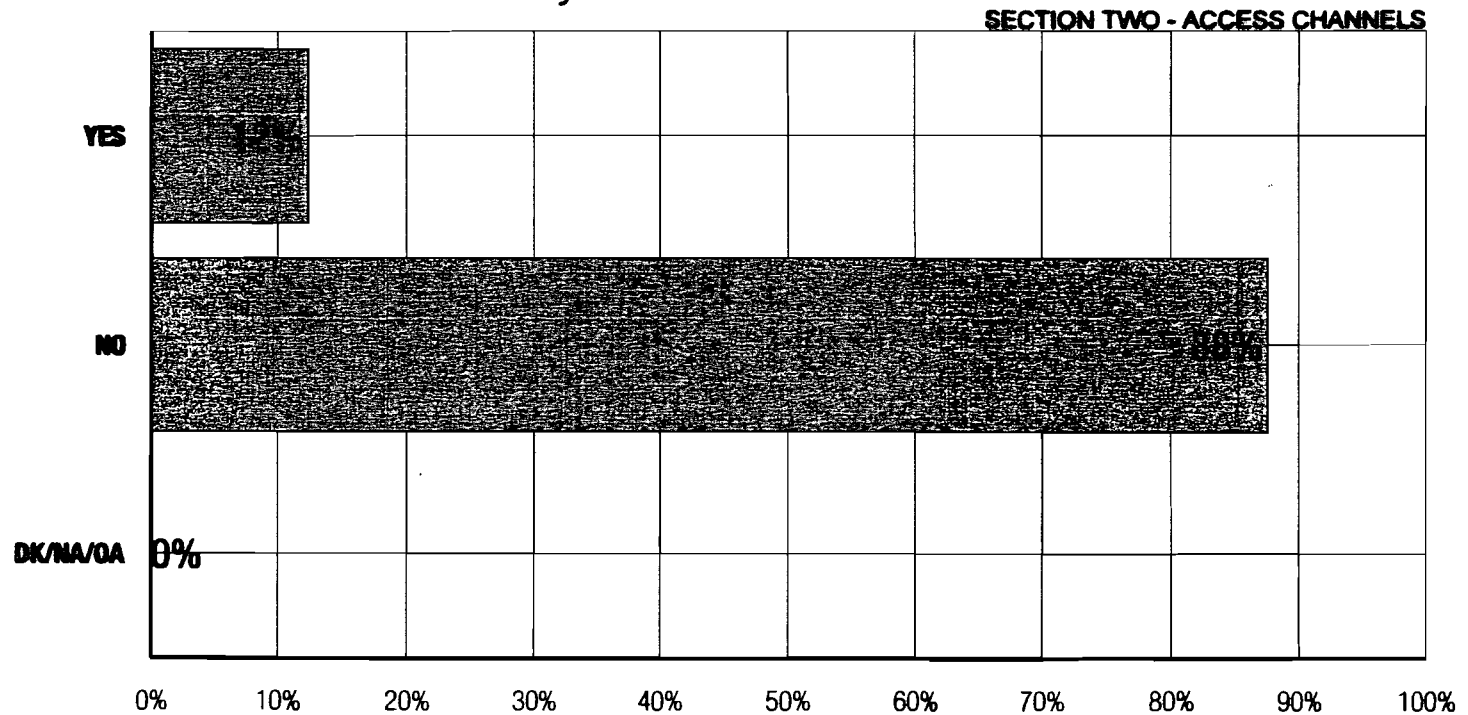


4c).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Do you presently have children enrolled in the Alexandria Public School System?

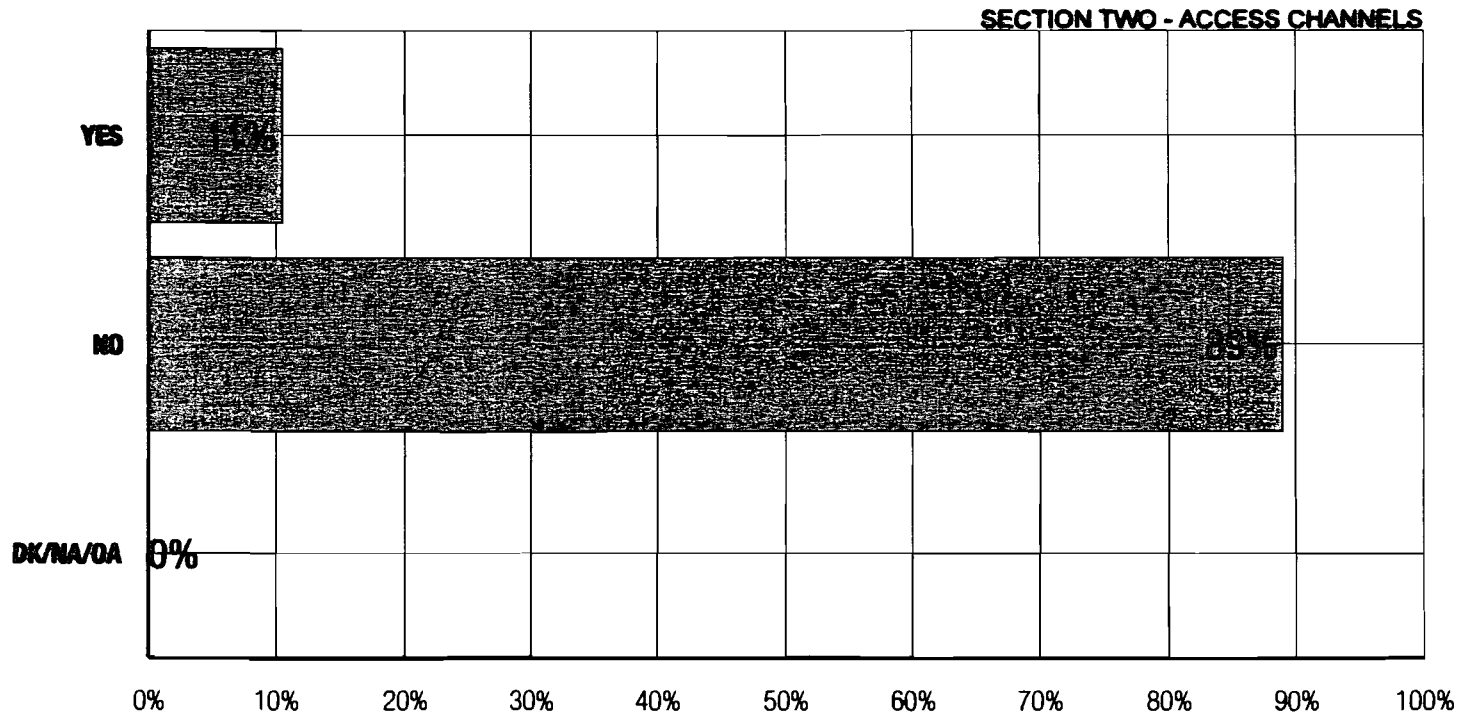


4d).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Instructional programming can also be seen on MHz Channels 192 through 197.
Have you ever watched instructional programming sponsored by MHz Channels 192 through 197?



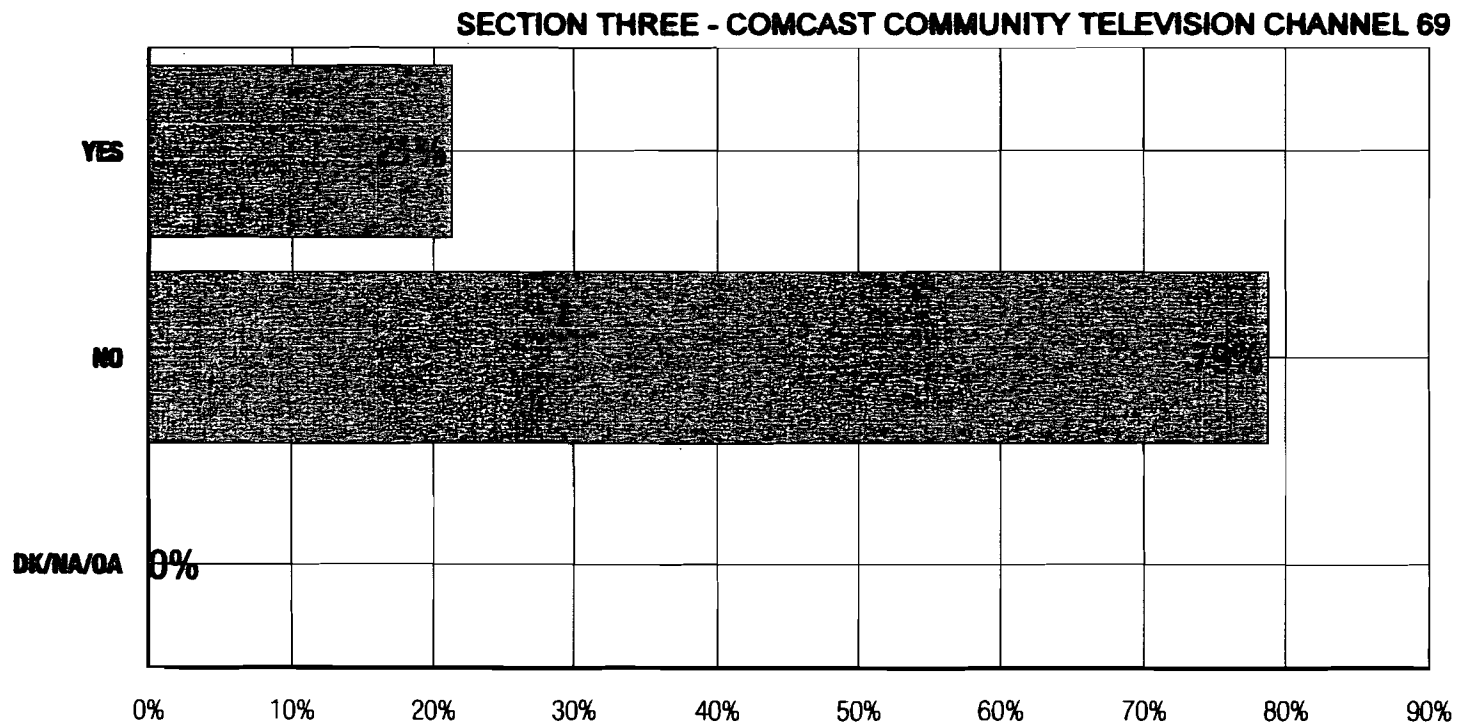
4e).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Comcast produces local programming as a public service to Alexandrians. These programs are shown on Channel 69 in the evenings during the week and on the weekends.

Have you ever watched the programming on Channel 69?

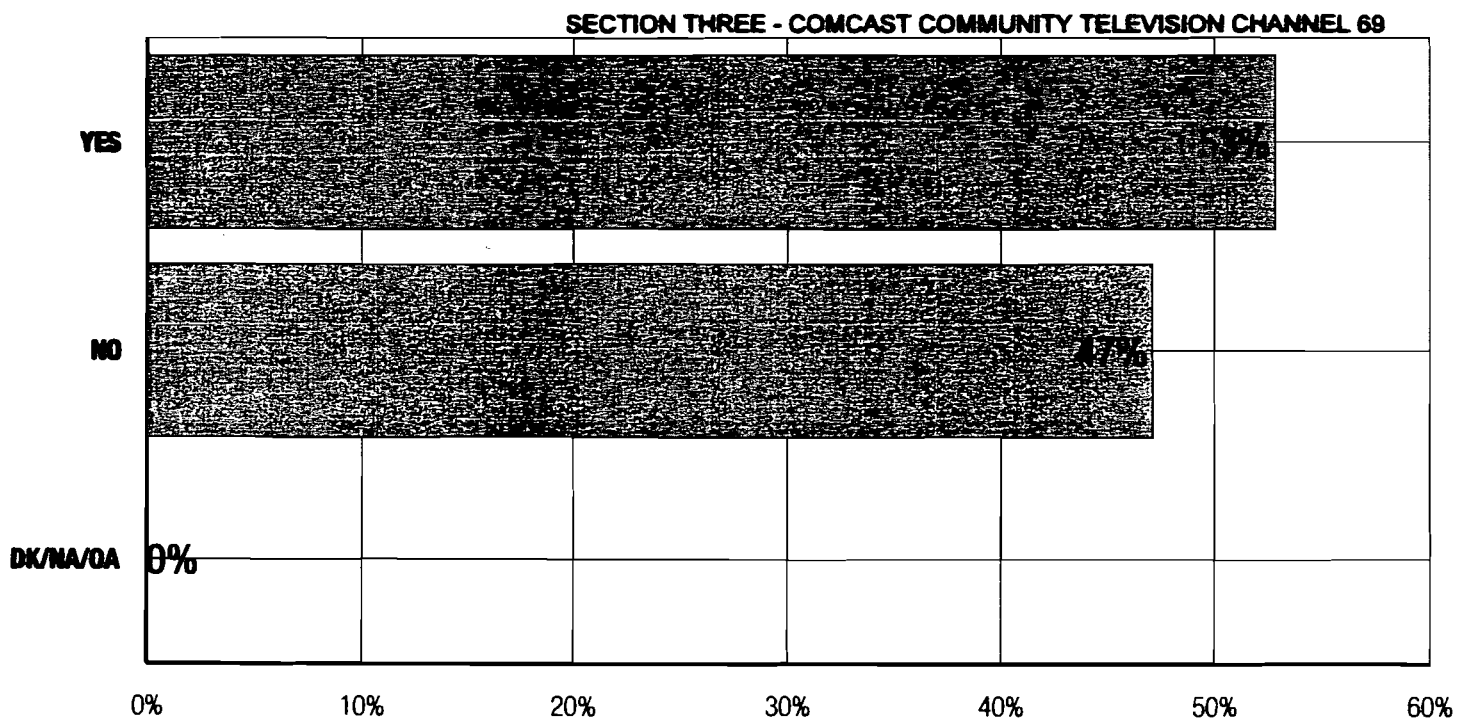


1).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched the Community Bulletin Board on Channel 69 from 10:00 am to 5:30 am daily?



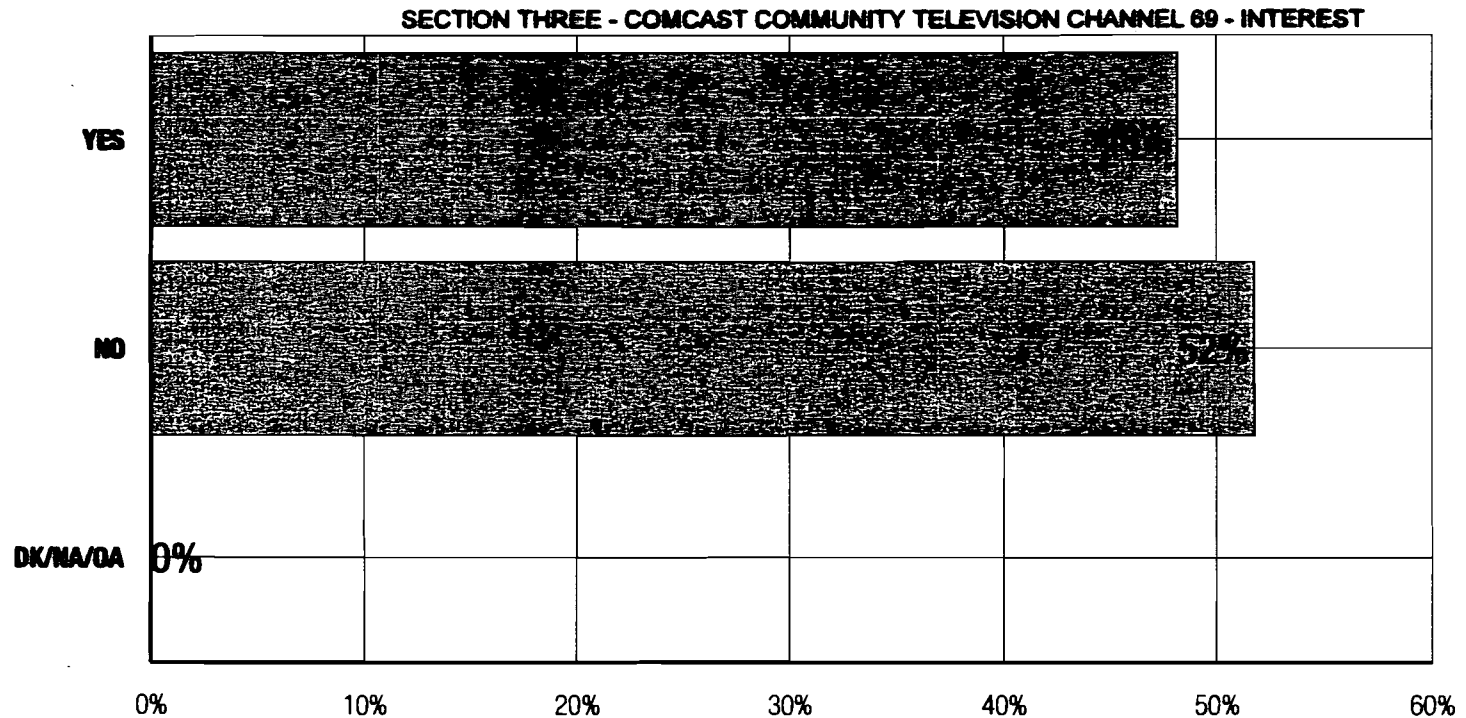
2).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are you interested in any of the following categories of programming that are currently shown on Channel 69...

Local high school sports?



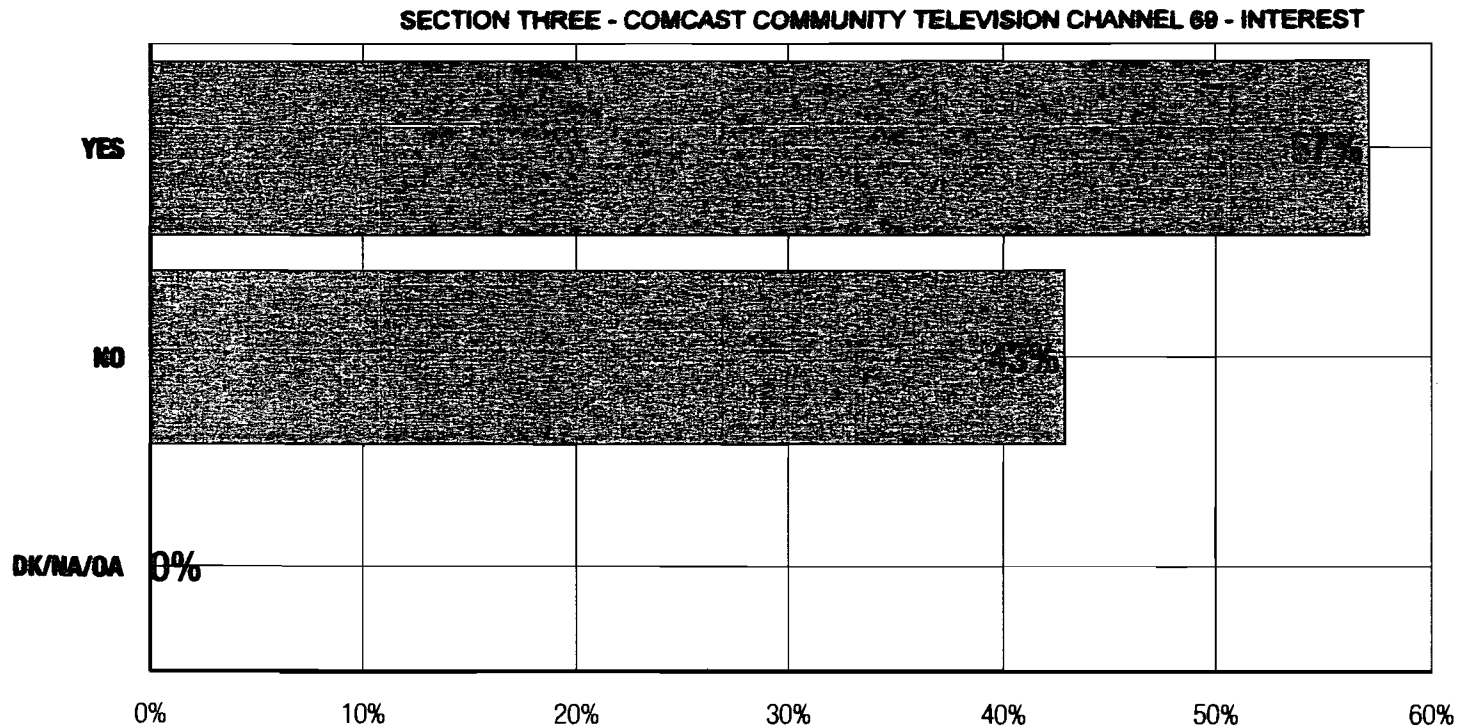
3a).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are you interested in any of the following categories of programming that are currently shown on Channel 69...

Civic/Informational Shows?



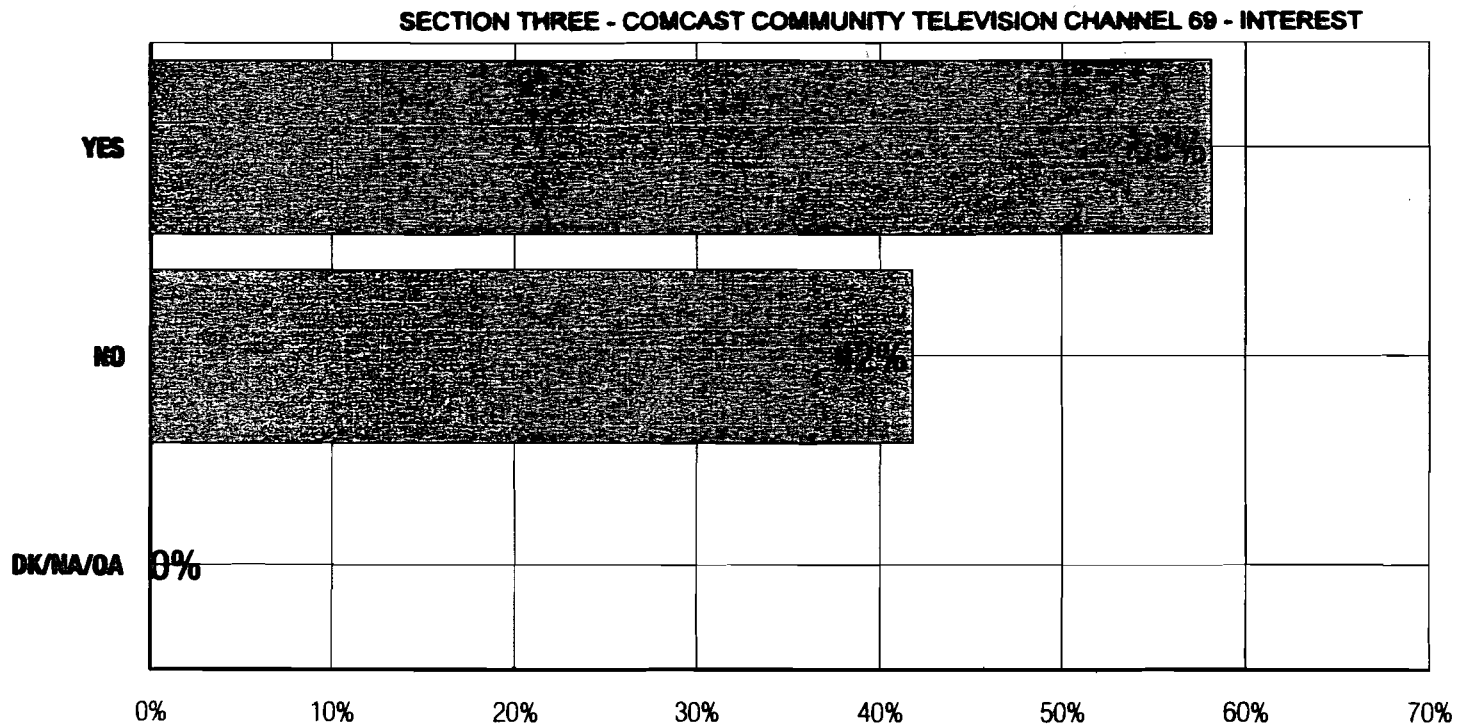
3b).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are you interested in any of the following categories of programming that are currently shown on Channel 69...

Entertainment Shows?



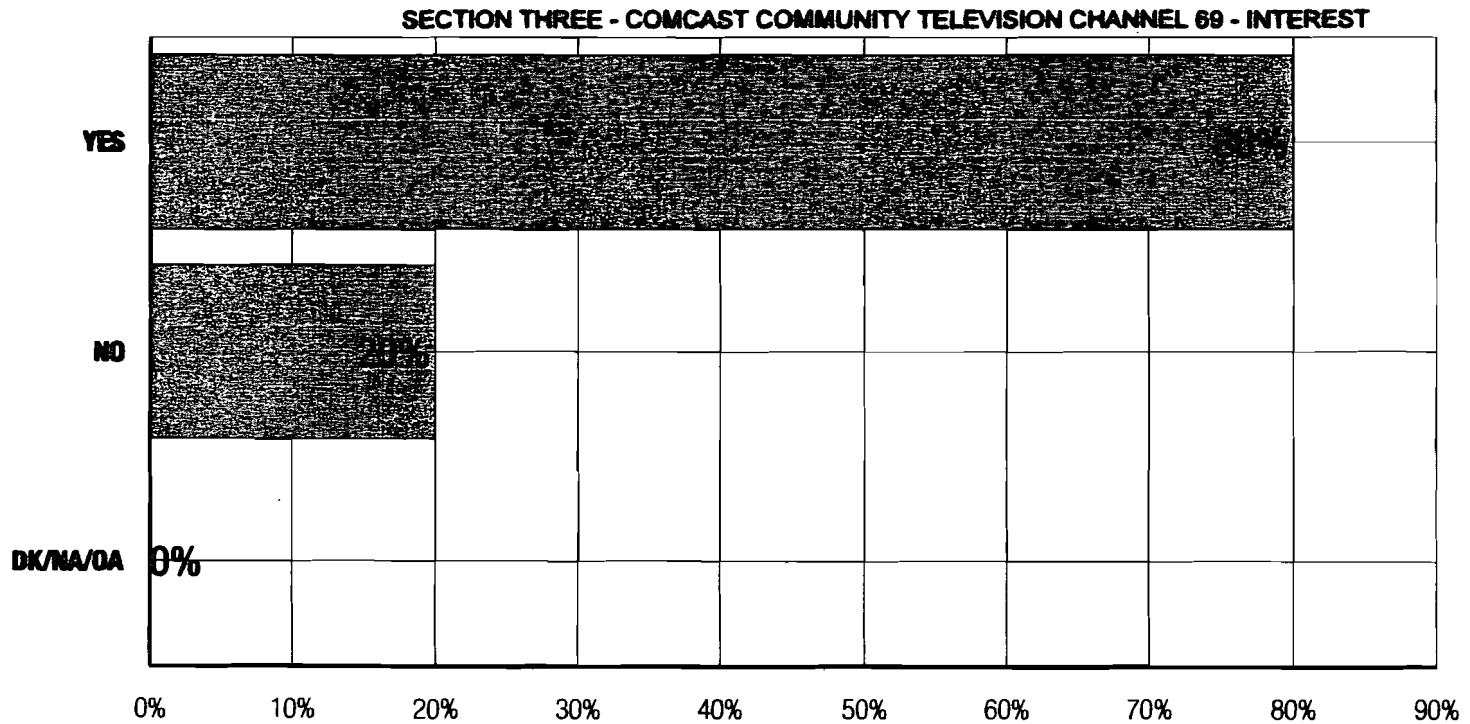
3c).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are you interested in any of the following categories of programming that are currently shown on Channel 69...

Current Local Events?

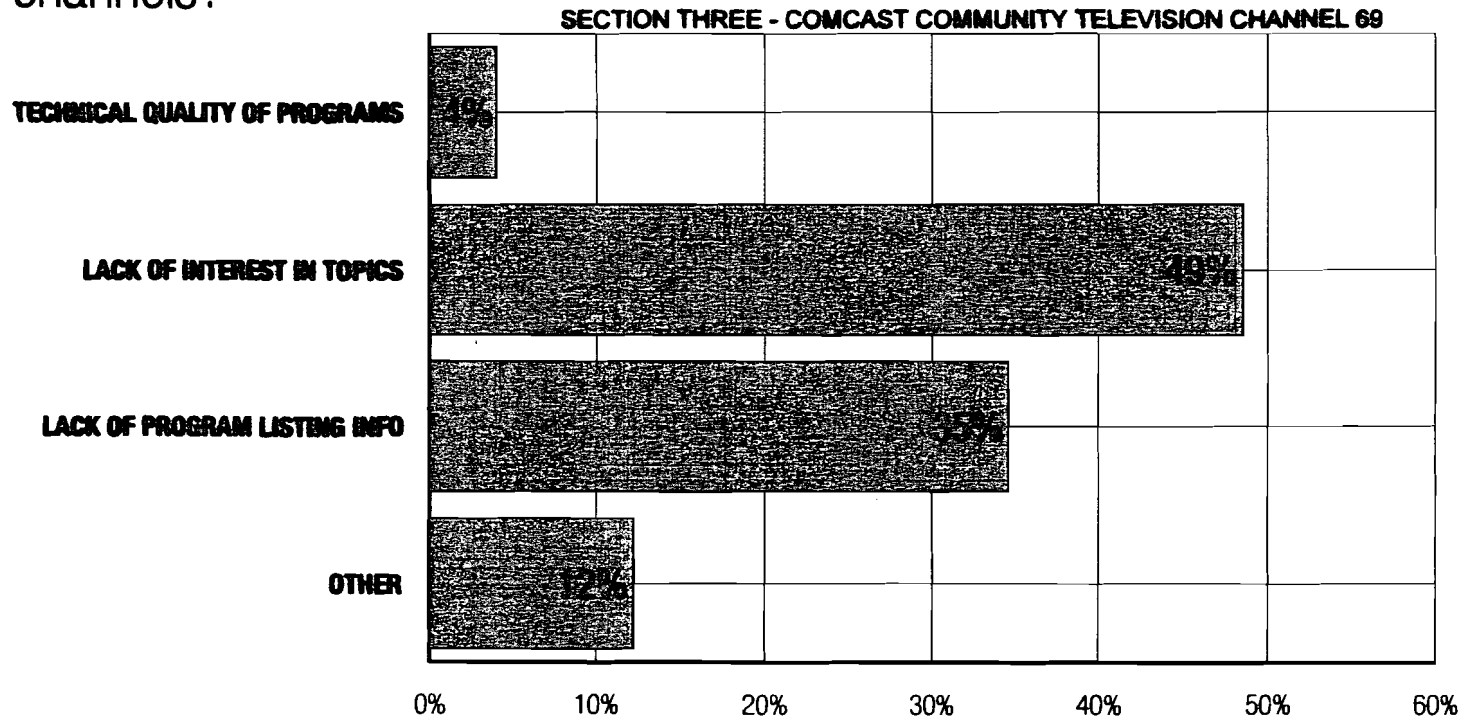


3d).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

What are the biggest obstacles to your watching more programs on the PEG channels?



3aa).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

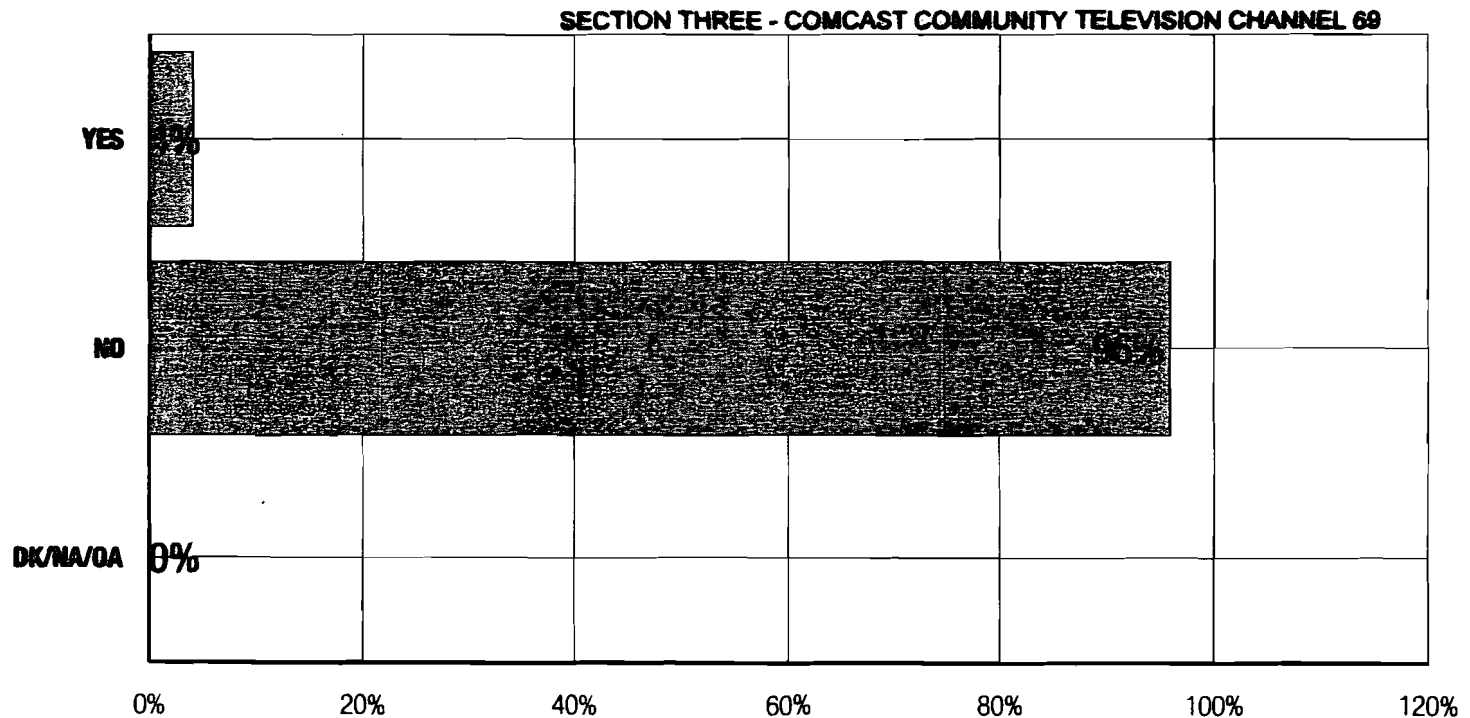
What are the biggest obstacles to your watching more programs on the PEG channels? 'Other' answers...

Reason	Answers
Lack of time	64
Not aware of channels or content	11
Not interested	11
Depends on other media for information	3
Too boring	3
Conflict of times with other programs	2
Lack of access better public access	2
Cable out most of the time	2



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever considered producing a show on the Community Channel?

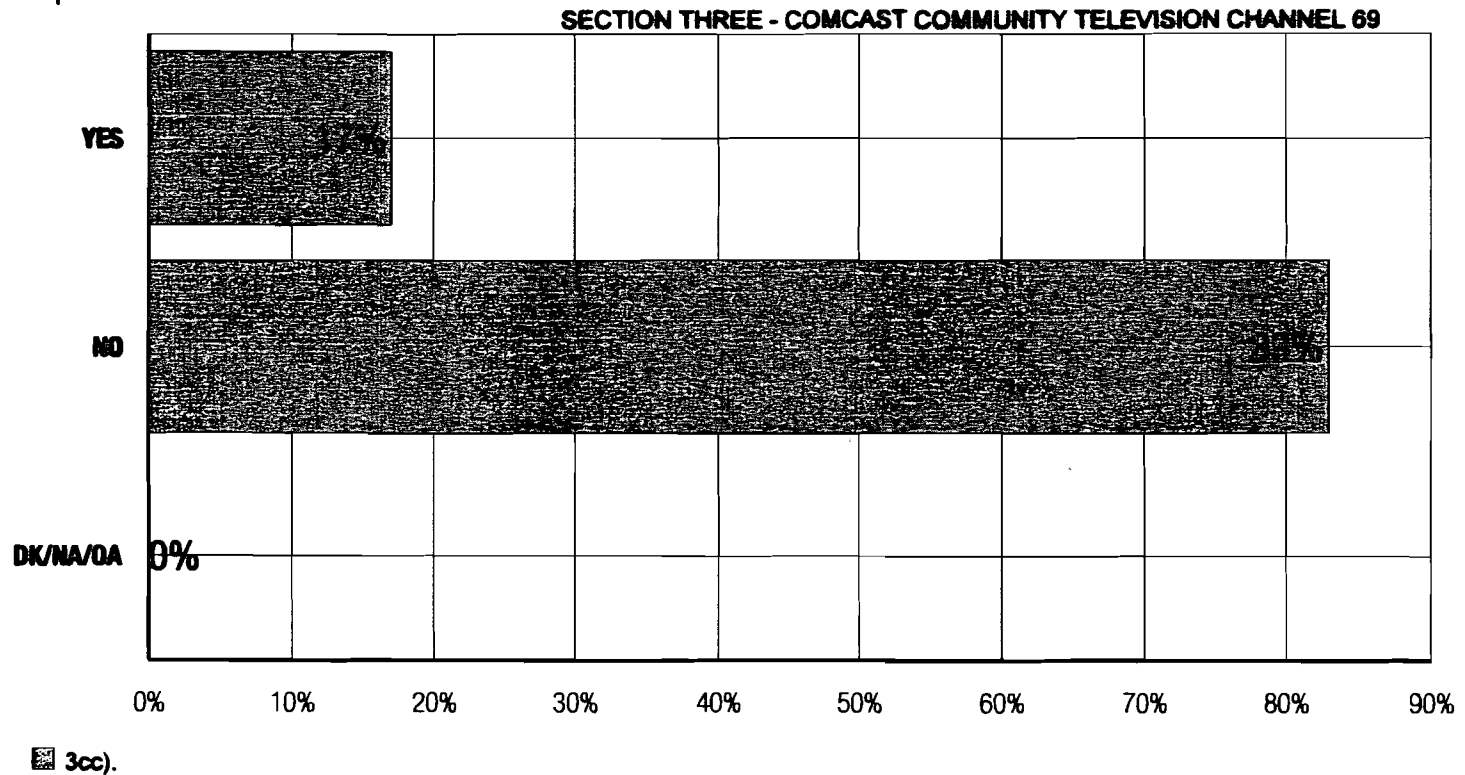


3bb).



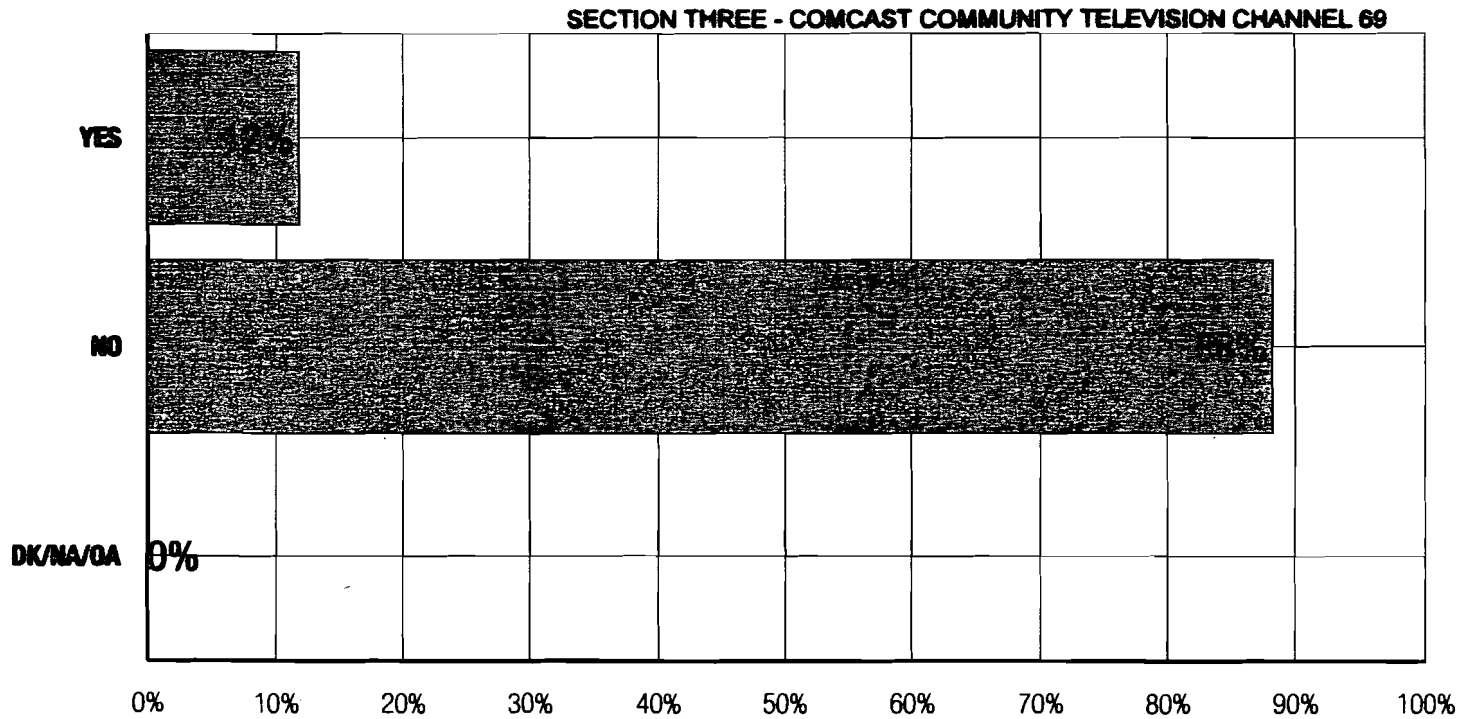
2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are you aware that Comcast conducts Community Programming Volunteer Operations classes in television production for a nominal fee?



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Would you be interested in taking such a class?

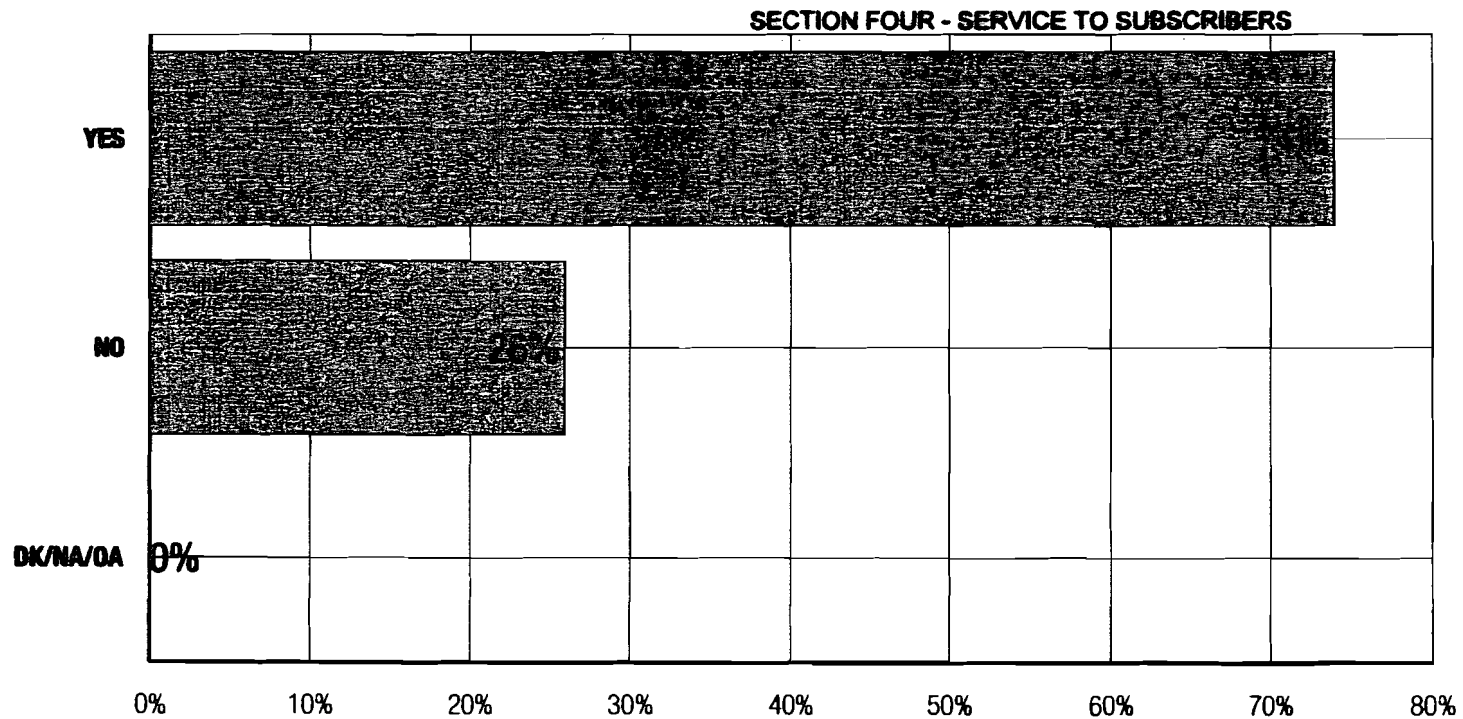


3dd).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever called the cable company for any reason other than initiating service?

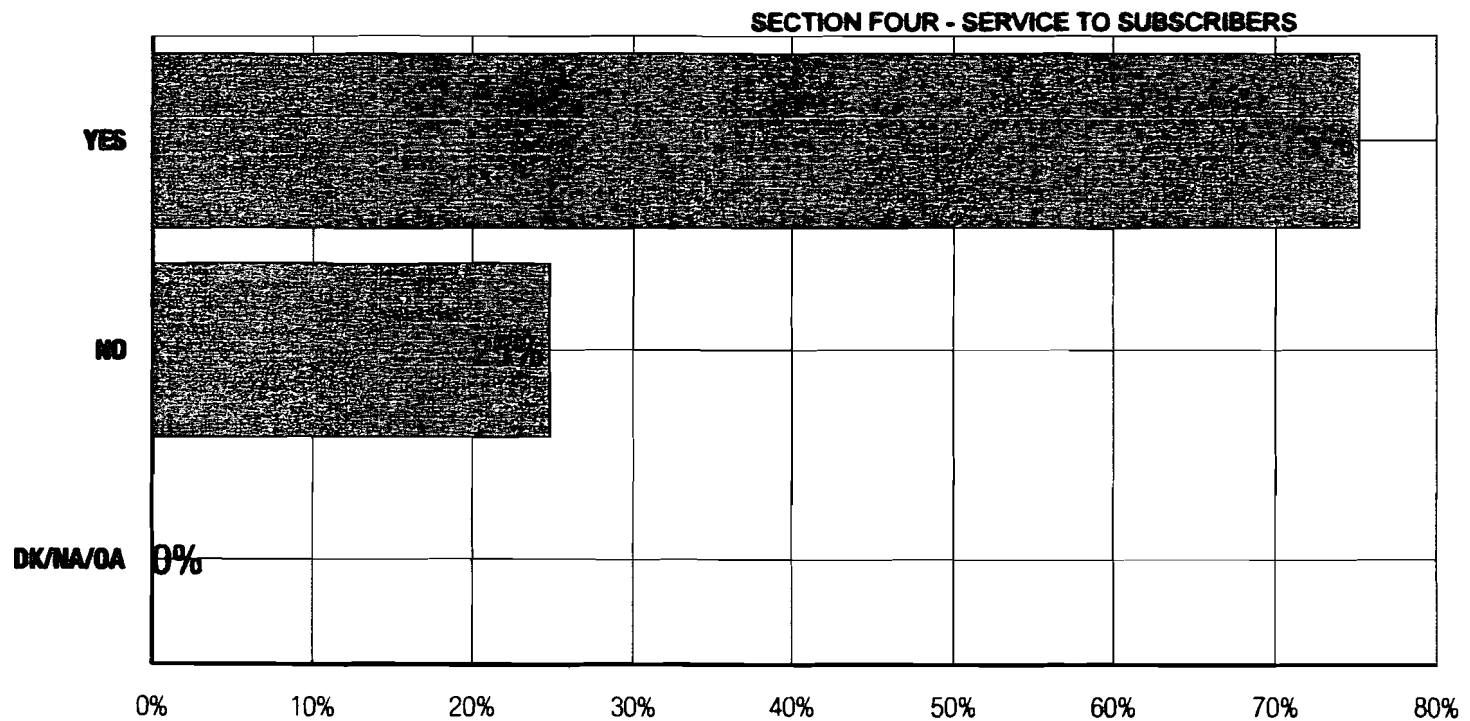


1).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Was your call answered within a reasonable period of time?

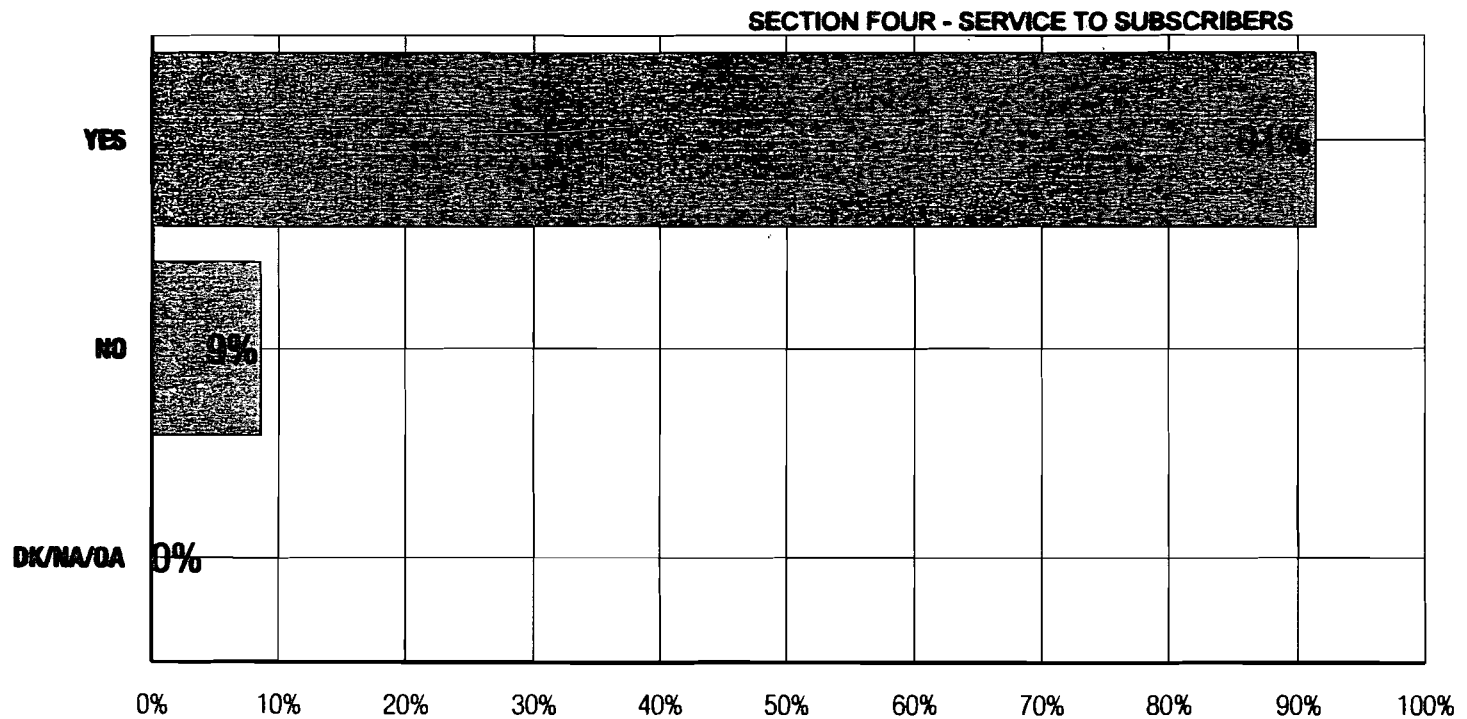


1a).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Was the person with whom you spoke courteous?

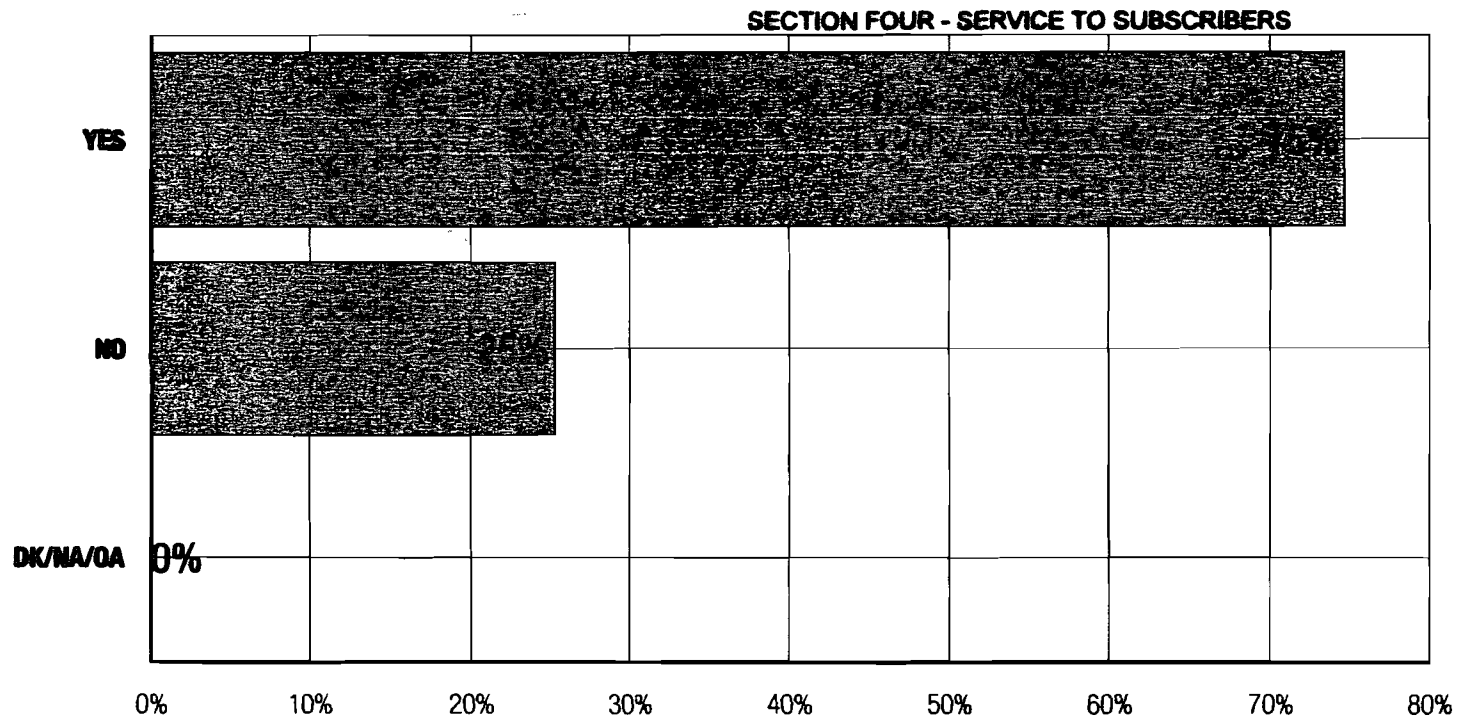


■ 1b).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Was your question or problem resolved?

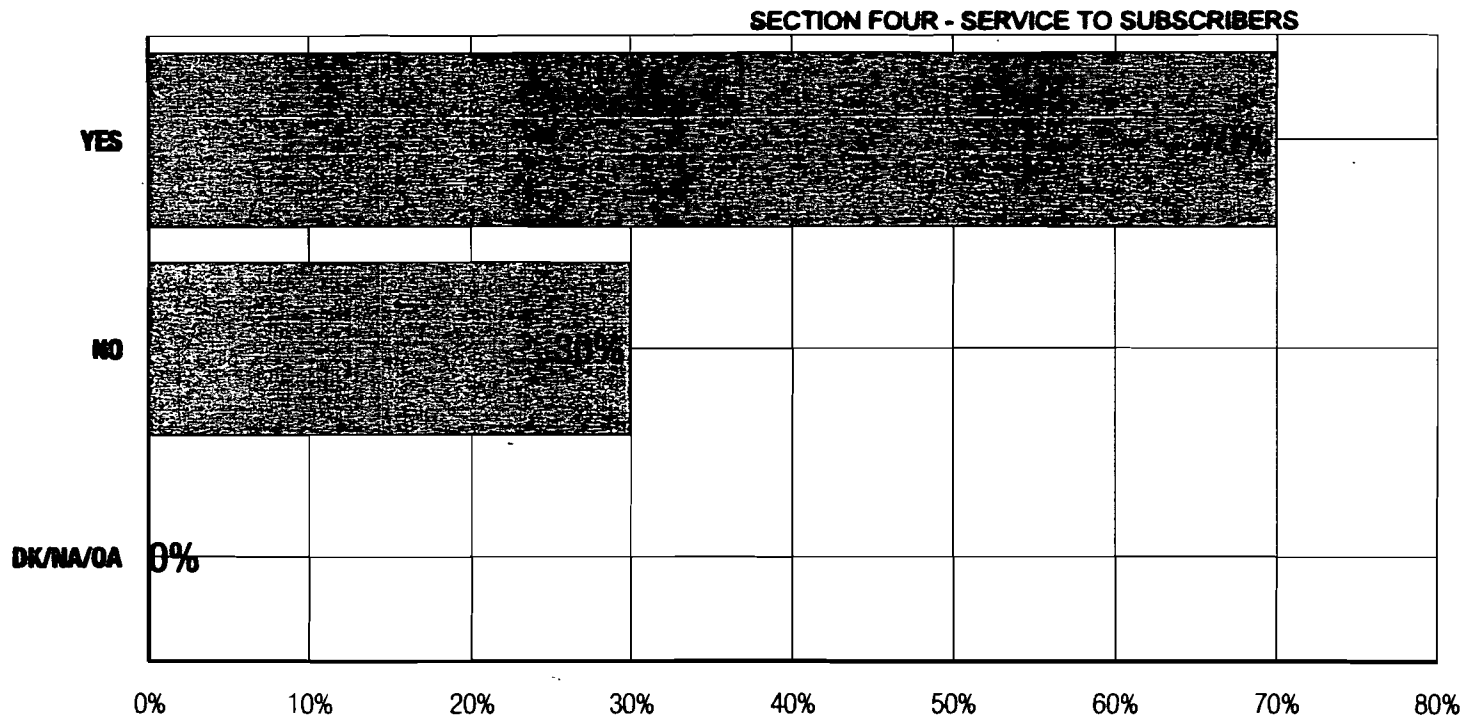


1c).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever visited the local Comcast Office?



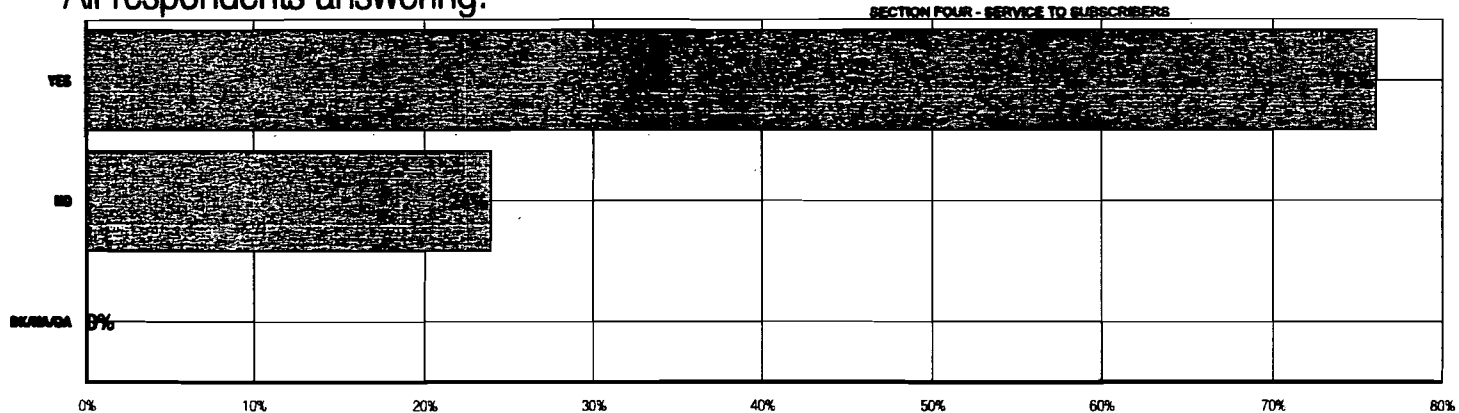
1d).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Were you satisfied with the quality of service you received?

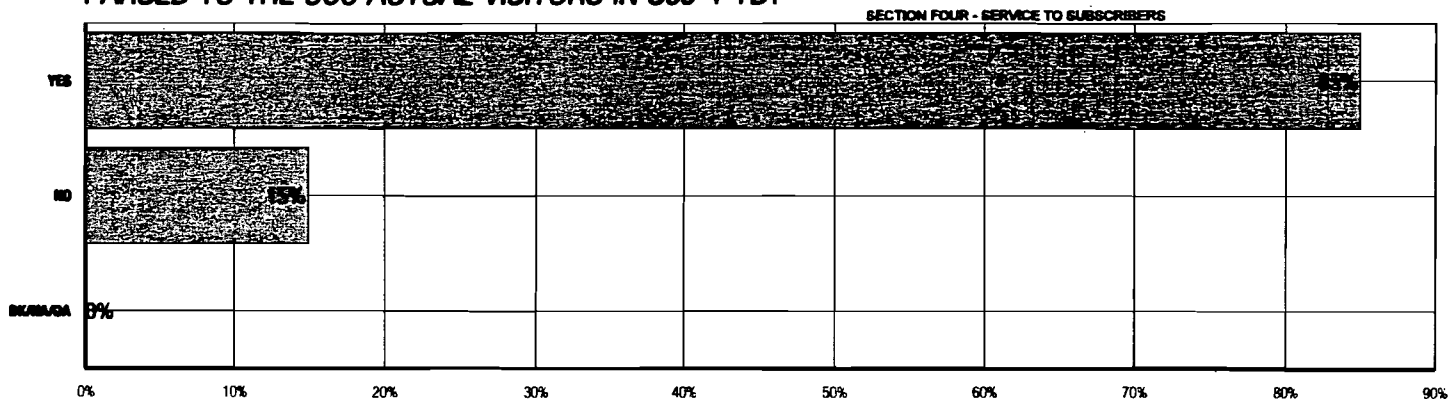
*All respondents answering.



1e).

Were you satisfied with the quality of service you received?

*PARSED TO THE 560 ACTUAL VISITORS IN Sec 4 1D.

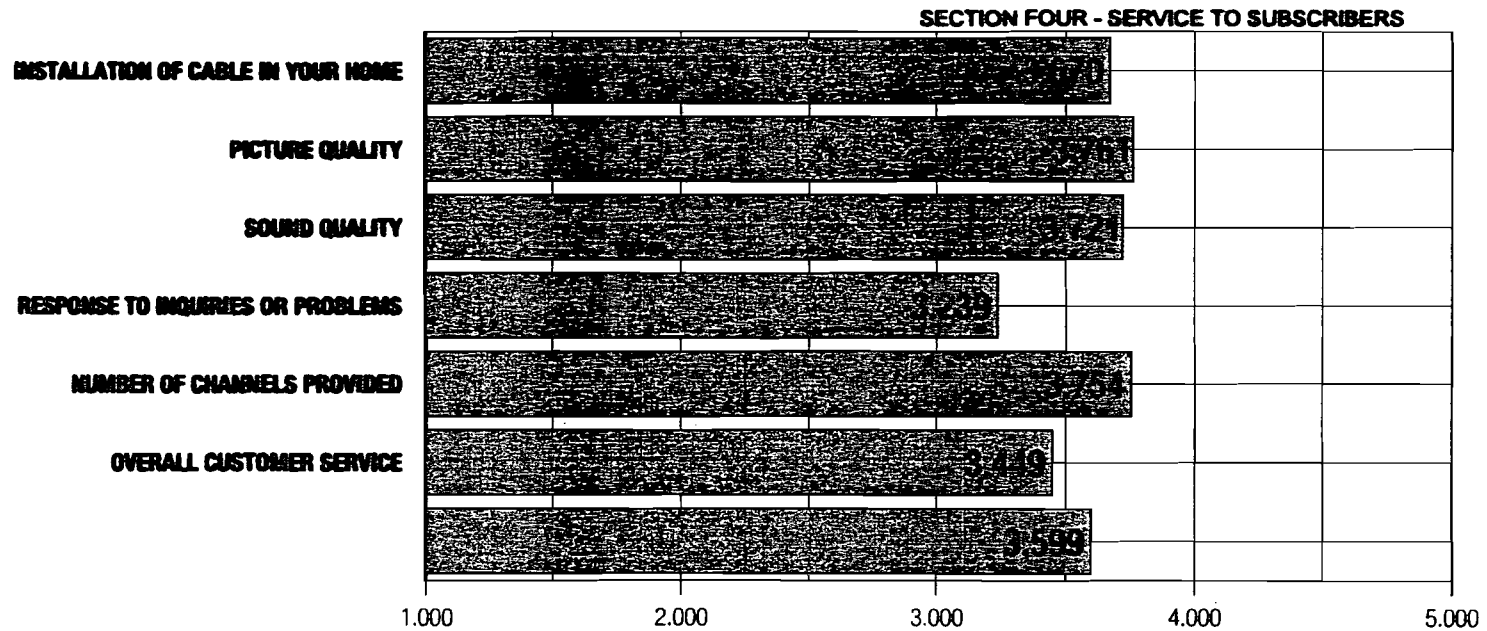


1e).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Using a scale from 1 to 5, with 1 meaning "extremely dissatisfied" and 5 meaning "extremely satisfied," please select the number that best represents your satisfaction with the following customer service aspects of the system.

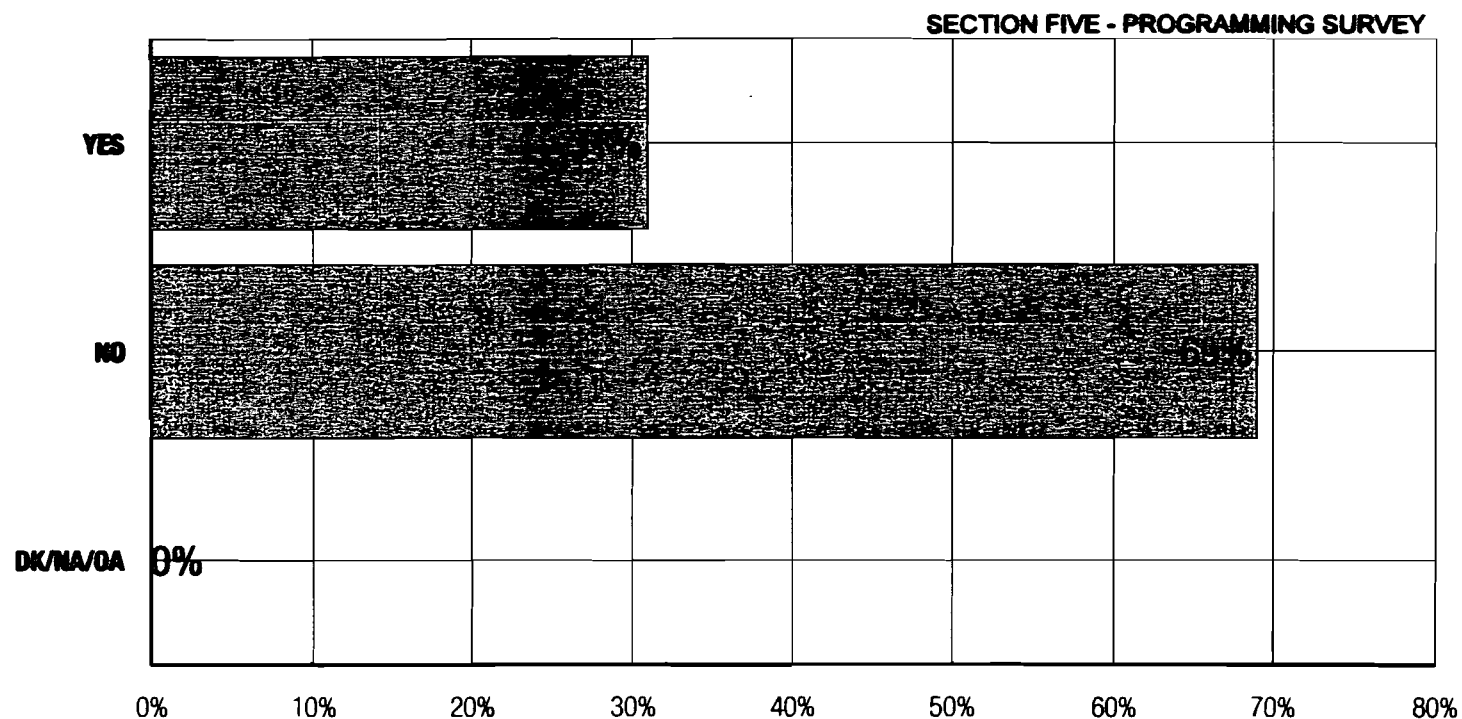


2).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are there any channels that are not presently offered that you or others in your household would like to see added to our system?



1a).



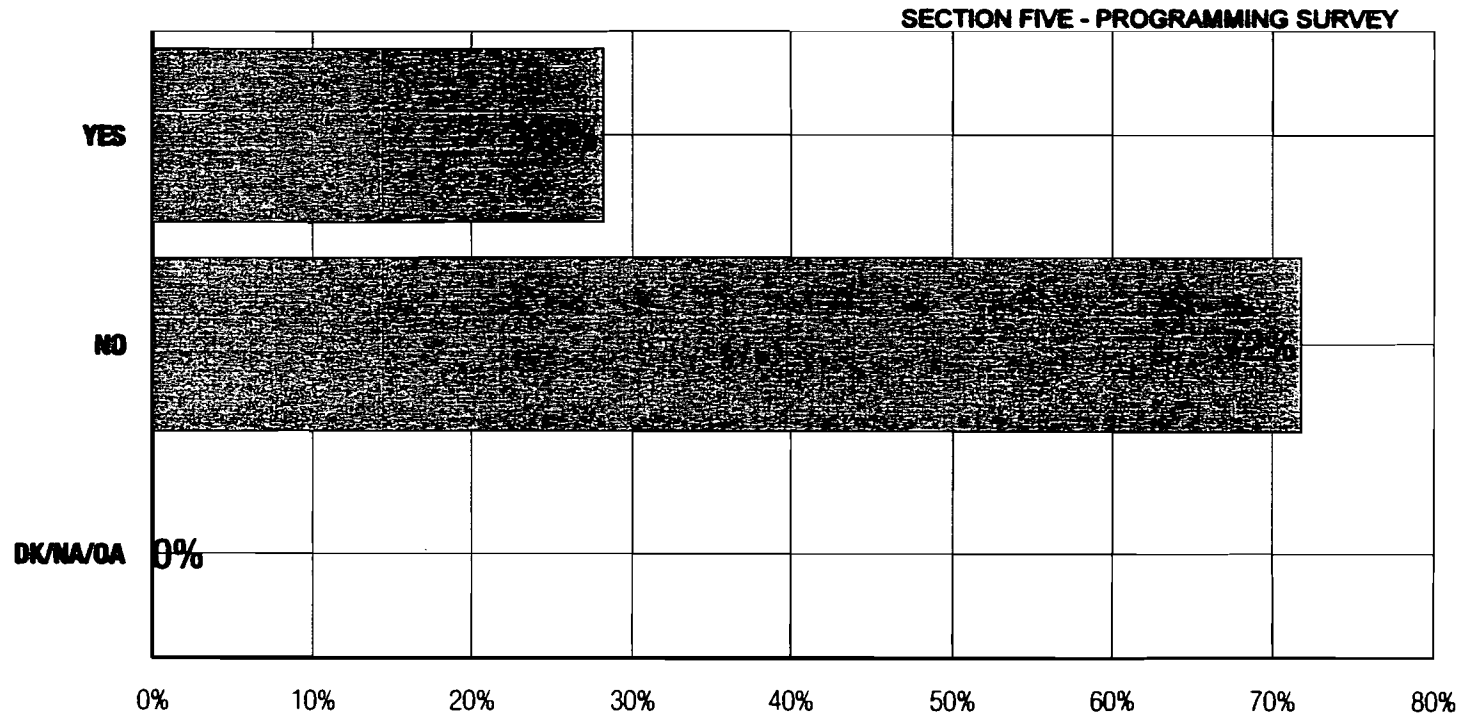
2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

1b). If yes, which channel(s) would you like to see added to the system?

TV Guide	20	Gay Channels	3	International Sports	2	Japanese Channel 96	1
AMC	16	More Children's Programming (7-10YRS)	3	Martial Arts	2	Martha Stewart	1
CNN	9	NHL Channel	3	More Soccer Program Links	2	Military Shows	1
BBC America	8	Sundance	3	Russian	2	More Non-commercial Shows	1
NASA Channel	8	Weather Channel	3	Sports Package	2	More News Channels	1
More Movies	7	All College Football	2	Australian Sports	1	Red Sox Games	1
NFL Sports Channel	7	Bollywood On Demand	2	Bravo	1	Sony TV	1
Court TV	6	Channel 17	2	Channel 2	1	Sports from Philadelphia	1
ESPN	5	Channel 66	2	Channel 80	1	Star Plus	1
FOX News	5	Church Channel	2	Cinamax	1	Sunshine Network	1
National Geographic	5	CSPAN-3	2	CSPAN	1	TBN	1
Local PBS Channels	4	East West Coast	2	ESPN Classic	1	The Digital Network	1
More Digital Channels	4	ET Word Channel	2	ESPN2	1	Travel Channel	1
Major League Baseball	4	Food Channel	2	European Sports	1	Tru TV	1
Showtime	4	FOX Business	2	Football Sports Packages	1	Univision	1
Boomerang	3	Independent Film Channel	2	Green Living	1	Western Channels	1
				Horror Channel	1	WOR New Jersey	1

2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

If Comcast added the new channels that you would like to see, would you be willing to pay more for the service?

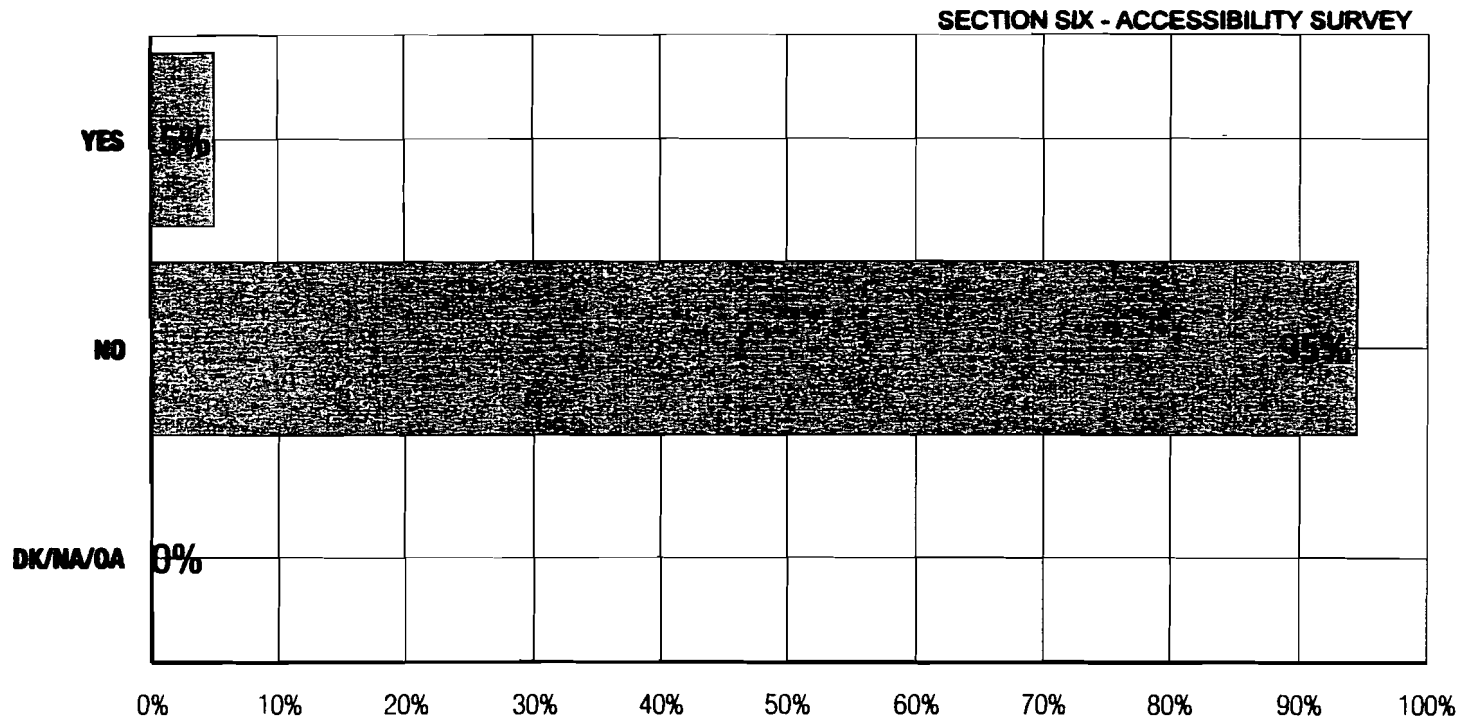


1c).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are there any persons in your household with hearing or vision disabilities which interferes with their enjoyment of cable TV?

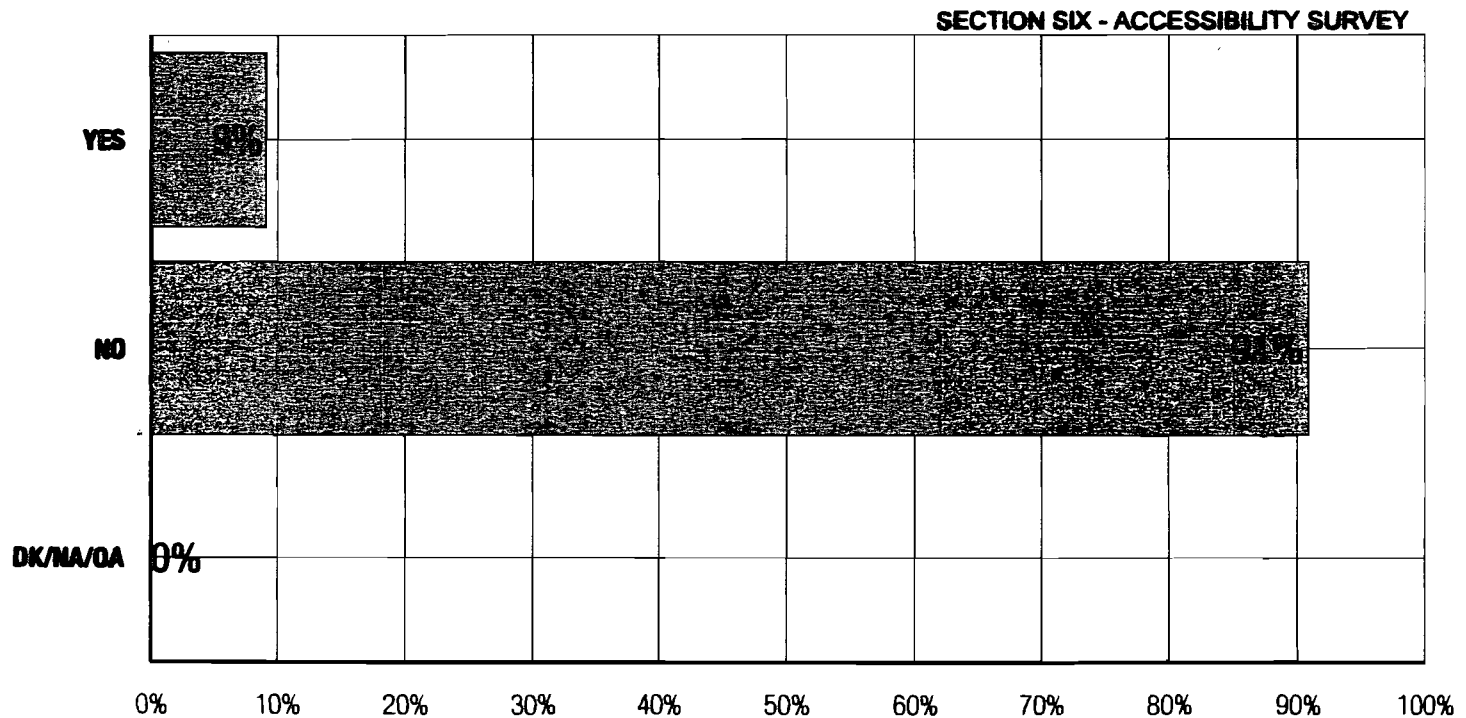


1).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are there any persons in your household with mobile, manual or dexterity impairments that would interfere with their ability to use cable TV controls?

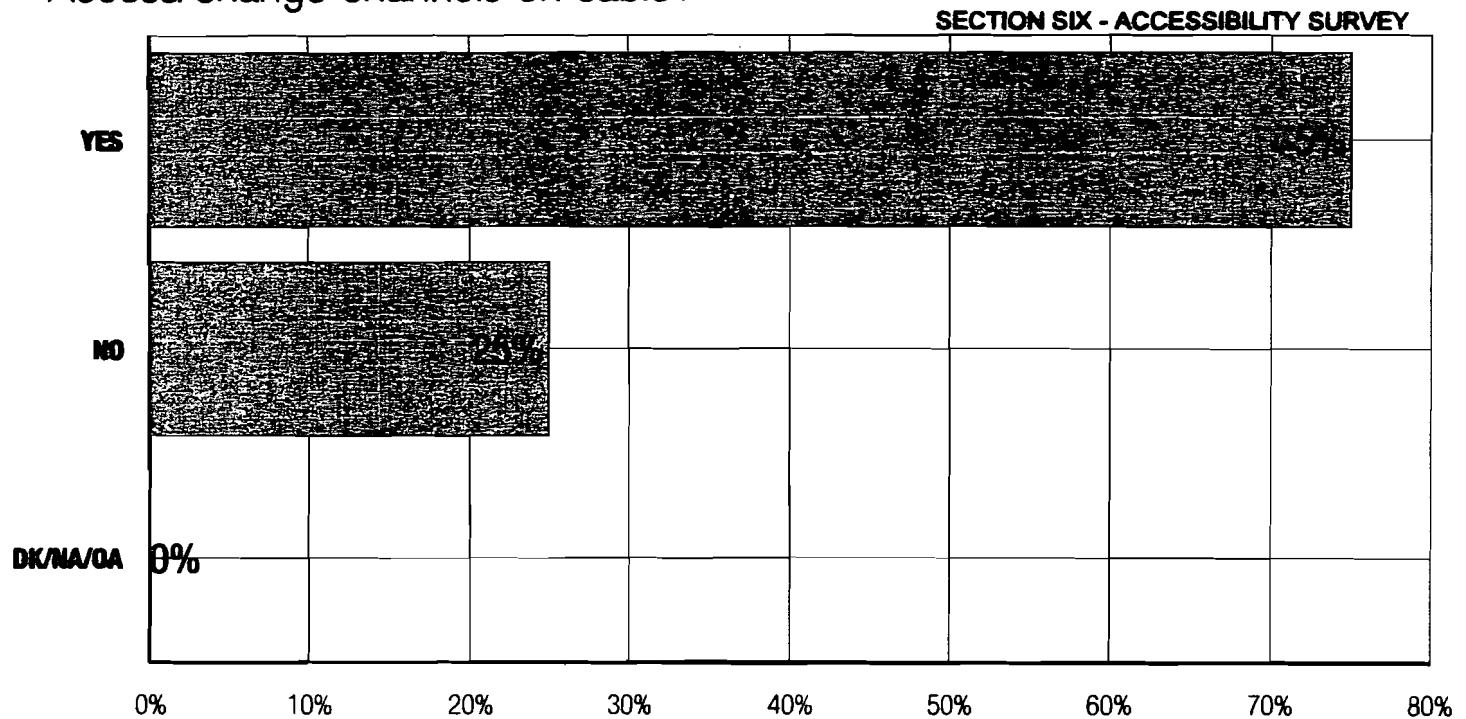


2).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have any of these disabilities or impairments affected this person's ability to:
Access/change channels on cable?

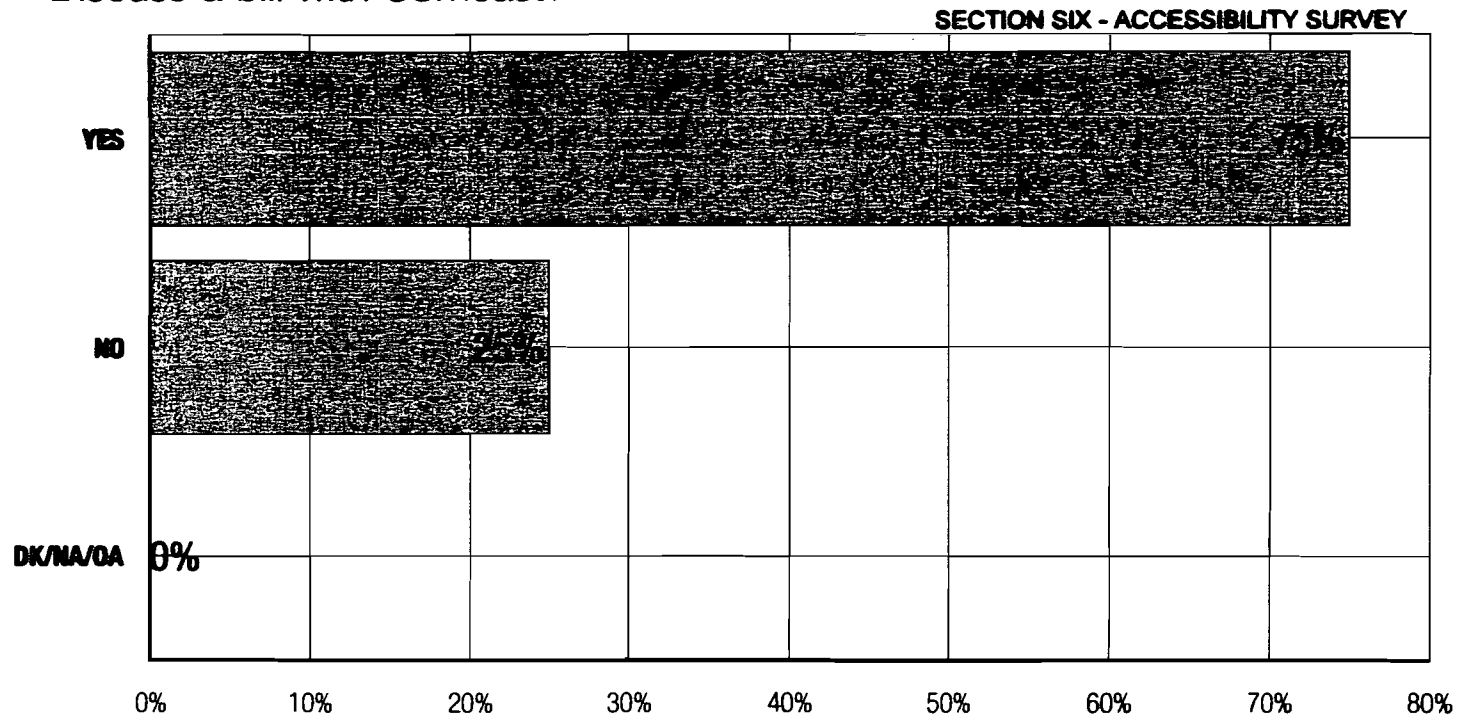


3a).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have any of these disabilities or impairments affected this person's ability to:
Discuss a bill with Comcast?

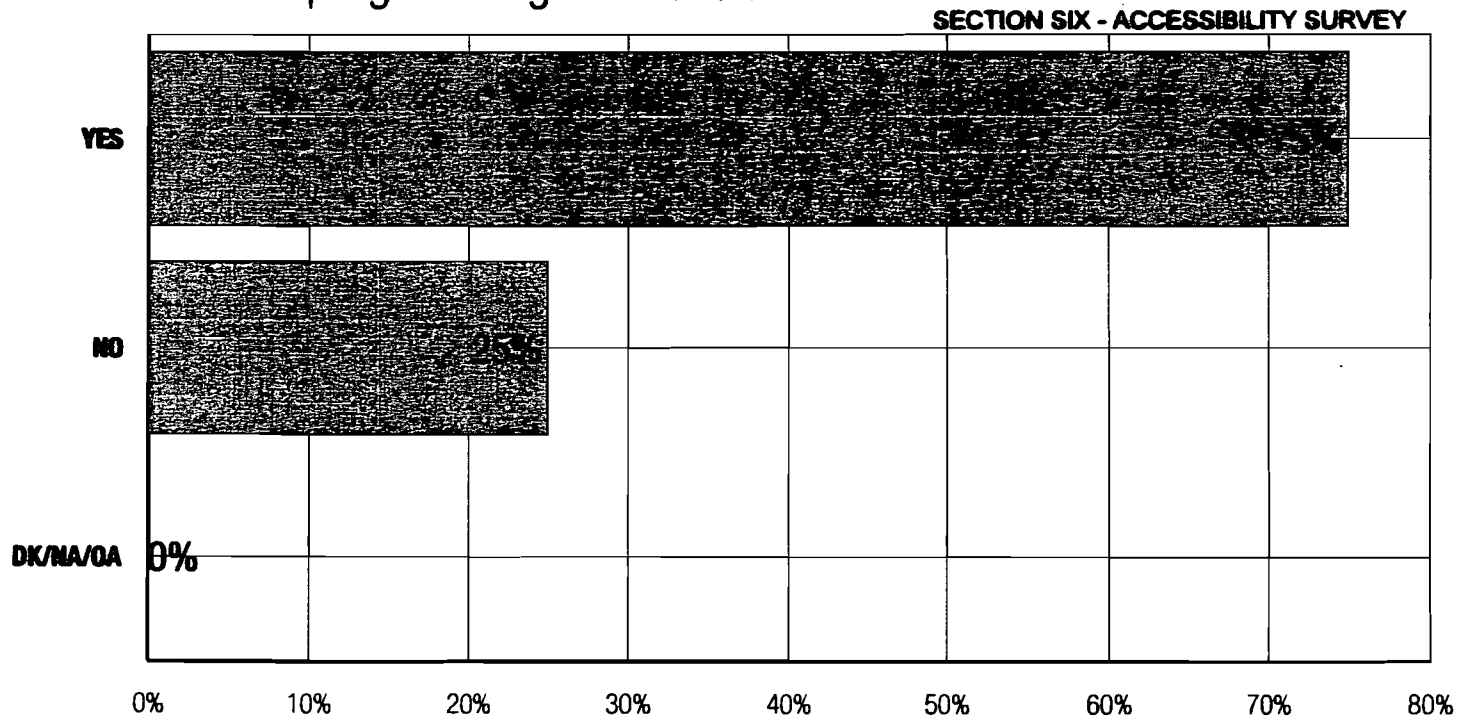


3b).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have any of these disabilities or impairments affected this person's ability to:
Find out what programming is on cable?

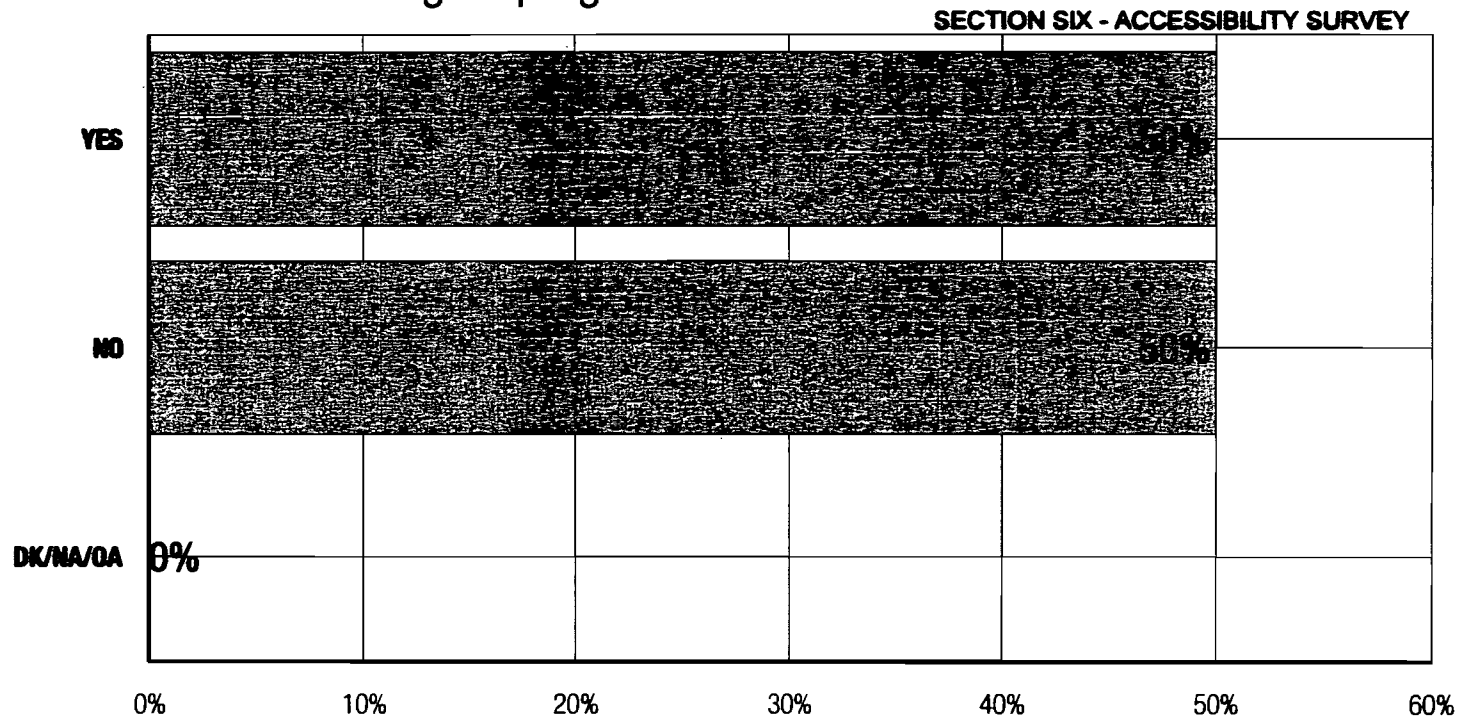


3c).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have any of these disabilities or impairments affected this person's ability to:
Understand the dialog on programs?



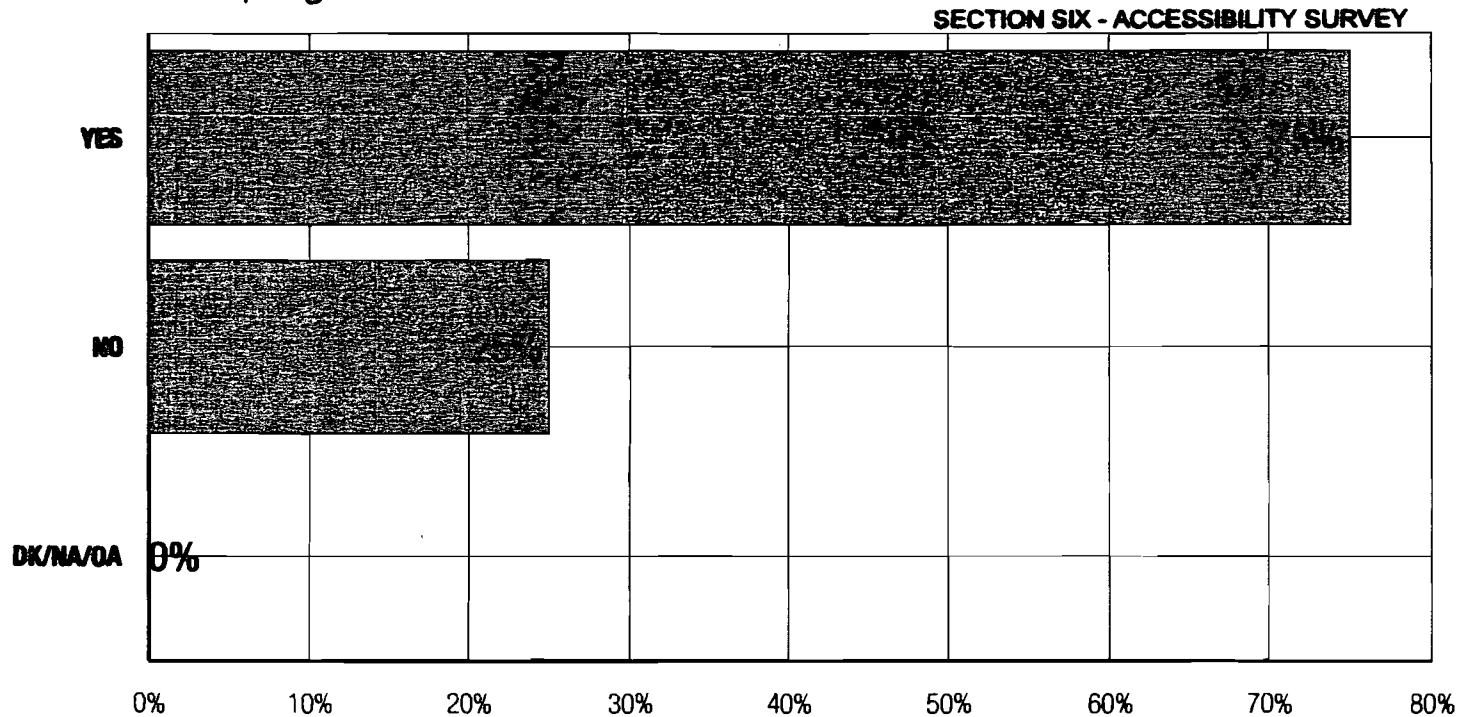
3d).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have any of these disabilities or impairments affected this person's ability to:

Follow the program on cable?



3e).



2008 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Section Six - Accessibility Survey - Question 3f.

Have any of these disabilities or impairments affected this person's ability to:
Other ... respondent comment detail.

No responses.

