



CITY OF PHILADELPHIA

SURVEY FOR NON-SUBSCRIBERS TO COMCAST CABLE TELEVISION

The City of Philadelphia (City) is responsible for monitoring and administering the local contract to provide cable television services in the Philadelphia area, commonly called, a cable television franchise. Comcast Cable is seeking renewal of its cable television franchise. As part of this process, the City is gathering information about community needs from local residents regarding cable television service, whether you subscribe to Comcast cable or not. Your input will help the City to determine franchise provisions that will help meet your future cable television related needs and interests. Your individual responses will remain anonymous and will only be reported as part of a larger group. Please complete the survey by February 7, 2014 and drop it in the box at the location where you picked it up.

To qualify to complete the survey you must make or share in the decision whether or not to subscribe to cable television, be over 18 years of age and live in the City.

IF YOU HAVE QUESTIONS OR CONCERNS, PLEASE CALL THE CITY AT 215-686-9950.

Circle responses

- 1. Do you make or share equally in the decision as to whether your household subscribes to cable television, are you over 18 years of age and do you live within the City of Philadelphia limits? YES (CONTINUE) NO (These are the criteria to complete the survey. Thank you for your interest.)
2. Have you ever subscribed to Comcast cable television service in Philadelphia? YES (GO TO Q4) NO (CONTINUE)
3. For what reasons have you never subscribed to Comcast cable TV in your community? (Circle all that apply) (ANSWER, THEN GO TO Q5) a. Not available b. Cost c. Satellite subscriber/DirecTV/Dish d. Don't want/don't watch TV e. Unfavorable view of the cable company f. Other (Please specify)
4. Why did you stop subscribing to Comcast cable television service? a. Programming issue b. Cost c. Service issue d. Poor customer service, difficult to deal with e. Moved f. Billing issue/problem g. Changed provider (Verizon FIOS/DirecTV/Dish) h. Other (Please specify)
5. Do you subscribe to Comcast Xfinity broadband or high-speed Internet service? YES (GO TO Q9) NO (CONTINUE)
6. Do you have Internet access at your home? YES (CONTINUE) NO (GO TO Q8)
6a. If YES, Who provides that service? a. Verizon b. Other (Please specify)
7. Why did you choose this connection type and service provider? (Mark all that apply) (ANSWER, THEN GO TO Q9) a. Cost b. Speed c. Only available service d. Most reliable in my area e. Other (Please specify)
8. If NO, why have you chosen not to subscribe to the Internet at home?
8a. If you indicated above that you DO NOT have a computer at home. Why haven't you purchased a computer?
9. Do you access the Internet in places outside the home? YES (CONTINUE) NO (GO TO Q10)
9a. If YES, what are other places that you use the Internet?
10. What do you mostly use the internet for?
11. Do you currently, or want to in the future, use the internet to obtain information or services from the City of Philadelphia? YES (CONTINUE) NO (GO TO Q12) DON'T KNOW (GO TO Q12)
11a. If YES, what services or information are you interested in obtaining?

Please turn to other side ->

12. Do you subscribe to Comcast’s phone service?
 YES NO
13. If you have Comcast’s high speed internet service and/or phone service, how much is your total monthly Comcast bill on average, including all services and fees? _____
14. The cable company currently sets aside a portion of its channels to be used by the organizations and people within Philadelphia to produce local community programming. These channels are currently used by government, educational and public access television producers.
 Are you aware of these channels?
 YES (CONTINUE) NO (CONTINUE)
15. Do you have an interest in being able to receive local government, education and public access programming?

16. Is there anything else you would like to say about Comcast Cable’s service in your community?
 a. No/Nothing
 b. (Please specify) _____

Tell us about yourself.

The last few questions are asked in order to better understand your opinion when considering others like yourself.

17. How old are you?
 a. 18 – 25 b. 26 – 35 c. 36 – 45 d. 46 – 65 e. 66 and older
18. What is your home Zip Code?
19. What is your gender? a. Male b. Female
20. Do you own a landline phone?
 YES NO
21. Do you own a cell phone?
 YES (CONTINUE) NO (GO TO Q22)
- 21a. If YES, which do you consider your primary phone?
 a. Cell phone b. Landline phone c. Both are used equally
22. What is your race or ethnic background?
 a. African American b. American Indian c. Asian
 d. Caucasian e. Hispanic f. Biracial
 g. Other: (please specify) _____
23. What is the highest level of education you have had the opportunity to complete?
 a. Some high school or less b. High school graduate c. Some college/trade school
 d. College/4-year degree e. Postgraduate
24. Are you currently employed, seeking employment or retired?
 a. Employed b. Seeking employment c. Unable to work because of a disability
 d. Retired e. Full-time student f. None of the above
25. Which of the following broad categories best describes your total annual household income, before taxes?
 a. Under \$25,000 b. \$25,000 to less than \$35,000 c. \$35,000 to less than \$50,000
 d. \$50,000 to less than \$75,000 e. \$75,000 to less than \$100,000 f. \$100,000 or more
26. Do you own or rent your home?
 a. Own b. Rent
27. Do you currently have children under age 18 in your household?
 YES NO

The City of Philadelphia values your input. Thank you very much for your time completing this survey and dropping it in the box!