



CITY OF PHILADELPHIA

SURVEY FOR COMCAST CABLE TELEVISION SUBSCRIBERS

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. How many years have you had Comcast cable television service at your current address? []

3. Which of the following levels of Comcast cable television service do you subscribe to? (response)

- Basic Service, which has about 36 channels.
Digital Economy, which has about 45 channels.
Digital Starter Service, which includes about 80 channels.
Digital Preferred Service, which has more than 160 channels, or a higher tier of service.
Other (Please specify)

4. Do you watch mostly High Definition/HD Channels? (response)

- YES
NO
Watch both equally
Don't get HD Channels
Other (Please specify)

5. Do you subscribe to Comcast's Xfinity broadband and high-speed internet service?

YES (GO TO Q7) NO (CONTINUE)

6. Do you have Internet access at your home?

YES (CONTINUE) NO (GO TO Q6c)

6a. If YES, who provides that service?

- a. Verizon
b. Please specify

6b. Why did you choose this connection type and service provider? (Mark all that apply) (ANSWER, THEN GO TO Q7)

- a. Cost b. Speed c. Only available service
d. Most reliable in my area e. Other (Please specify)

6c. If NO, why have you chosen not to subscribe to the Internet at home?

6d. If you indicated that you DO NOT have a computer at home, why haven't you purchased a computer?

7. Do you access the internet in places outside the home?

YES (CONTINUE) NO (GO TO Q8)

7a. If YES, what are other places that you use the Internet?

City of Philadelphia – Comcast Cable Subscriber Survey

8. What do you mostly use the Internet for? _____

9. 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 Q10) DON'T KNOW (GO TO Q10)

9a. If YES, what services or information are you interested in obtaining? _____

10. Do you subscribe to Comcast's phone service?
 YES NO

11. How much is your total monthly Comcast bill on average, including all services and fees?

12. The next few questions are about your cable service provider, Comcast Cable. Overall, how satisfied are you with your current Comcast cable television service?
 a. Very Satisfied (GO TO Q13)
 b. Satisfied (GO TO Q13)
 c. Dissatisfied
 d. Very Dissatisfied
 e. Don't Know (GO TO Q13)

12a. For what reason are you not "Very Satisfied or Satisfied" -- that is, what could Comcast Cable do **better** to make you **consider** a more positive rating?

13. For each cable television service feature listed, please rate as either Very Satisfied, Satisfied, Dissatisfied or Very Dissatisfied. (Circle response)

Cable Television Services	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know
The picture quality	1	2	3	4	5
The sound level consistency across channels	1	2	3	4	5
Billing practices	1	2	3	4	5
Communications regarding rates and programming changes	1	2	3	4	5

14. With regard to the **service** you receive from Comcast Cable's **television** representatives, have you had a service call in the past year?
 YES (CONTINUE) NO (GO TO Q15)

14a. If YES, for each of the cable TV service issues listed below, please indicate a rating of Very Satisfied, Satisfied, Dissatisfied or Very Dissatisfied. (Circle response)

Cable TV Service	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know
The available times for service	1	2	3	4	5
The arrival time of the service technician.	1	2	3	4	5

15. With regards to phone contact you may have had with Comcast Cable, during the **past year**, have you **called** Comcast Cable for any reason other than installation?
 YES (CONTINUE) NO (GO TO Q19) DON'T REMEMBER (GO TO Q19)

15a. If YES, for what **reason(s)** have you **called** the Comcast Cable office during the past year? (Circle all that apply)
 a. Cable outage/loss of signal
 b. Signal quality problems (Picture, Sound)
 c. Billing questions
 d. To change type of service subscribed to (Add/remove channels)
 e. Order Pay-Per-View event
 f. To change number of TV sets connected to cable
 g. Request cable modem service
 h. Request additional programming (channel or program)
 i. Problem with my cable modem service
 j. Don't know/Don't remember
 k. Other (Please specify) _____

City of Philadelphia – Comcast Cable Subscriber Survey

When you called Comcast Cable’s office:

16. Did you get a busy signal before you got through?
YES NO DON’T REMEMBER
17. Was your call answered, including any time you were left on hold, within 30 seconds by a Comcast Cable customer service representative?
YES NO DON’T REMEMBER
18. If your call to Comcast Cable was to report a problem or request service, how long after your contact did Comcast Cable begin working on the problem?
a. The same day reported b. The next business day c. Days later
d. About a week e. About a month f. Problem never resolved
g. Don’t know/Can’t remember

Cable Signal Outages

19. During the **past two years**, have you ever **lost** your entire cable signal for a period of more than 24-hours when you still had electricity?
YES (CONTINUE) NO (GO TO Q21) DON’T KNOW (GO TO Q21)
- 19a. If YES, did you receive a credit or refund on your cable bill from Comcast for the amount of time you went without cable television services?
YES NO DON’T KNOW
20. How satisfied were you with the length of time it took Comcast Cable to restore your cable service?
a. Very Satisfied
b. Satisfied
c. Dissatisfied
d. Very Dissatisfied
e. Don’t know
21. In the past year, have you had any significant problems with picture clarity or reception?
YES (CONTINUE) NO (GO TO Q24)
- 21a. If YES, indicate how often you have had reoccurring problems with picture clarity or reception.
1. Constantly 2. Every few days 3. A few times a month
4. Rarely 5. Don’t Know
22. On which channels do you most frequently experience picture clarity or reception problems? (indicate up to three channels or groups)

23. How satisfied were you with the length of time it took Comcast Cable to resolve your reception problem?
a. Very Satisfied
b. Satisfied
c. Dissatisfied
d. Very Dissatisfied
e. Don’t know

Cable Television Programming

24. 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 (GO TO Q31)
25. How often do you watch **City of Philadelphia local government programming** that appears on local **Channel 64**? Programming includes City Council meetings, 100 Most Wanted, Fire Department programming, and news from the Mayor’s Office. (**Circle response**)
a. More than 5 hours per week
b. Less than 5 hours per week, but on a weekly basis
c. Once or twice per month
d. Once or twice a year (GO TO Q26)
e. Never (GO TO Q26)
f. Don’t Know (GO TO Q26)

City of Philadelphia – Comcast Cable Subscriber Survey

25a. Considering the programming you’ve seen on Philadelphia Government Channel 64, please rate the following areas on a scale of excellent, good, fair or poor. **(Circle response)**

Government Access Channel	Excellent	Good	Fair	Poor	Don’t Know
Government Access’ picture quality	1	2	3	4	5
Government Access’ sound quality	1	2	3	4	5
Government Access programming’s informational value.	1	2	3	4	5

26. How often do you watch locally produced, **Community and Public Access programming** that appears on **PhillyCAM, Channels 66 and 966**? These channels provide local community-based programming including, for example, Unsolved Philadelphia, Reelblack TV, Buzz Club, The Hype and Neighborhood Sports Showdown. **(Circle response)**

- a. More than 5 hours per week
- b. Less than 5 hours per week, but on a weekly basis
- c. Once or twice per month
- d. Once or twice a year **(GO TO Q27)**
- e. Never **(GO TO Q27)**
- f. Don't Know **(GO TO Q27)**

26a. Considering the quality of the PhillyCAM programs on Channels 66 and 966, please rate the following as either excellent, good, fair or poor. **(Circle response)**

Community Access Channels	Excellent	Good	Fair	Poor	Don’t Know
PhillyCAM channels’ picture quality	1	2	3	4	5
PhillyCAM channels’ sound quality	1	2	3	4	5
The overall value of PhillyCAM’s programming.	1	2	3	4	5

27. How often do you watch locally produced, **Educational Access programming** that appears on **Channel 52, the Philadelphia K-12 Public Schools Channel**? This channel provides K-12 programs and important school news, as well as coverage of school board meetings. **(Circle response)**

- a. More than 5 hours per week
- b. Less than 5 hours per week, but on a weekly basis
- c. Once or twice per month
- d. Once or twice a year
- e. Never
- f. Don't Know

28. How often do you watch locally produced, **Educational Access programming** that appears on channels dedicated to **higher education, channels 50, 53, 54 and 55**? These channels provide local university and college programming from **Drexel, Temple and LaSalle as well as the Community College of Philadelphia**. When answering, consider your total viewing time of all Higher Educational Access channels. **(Circle response)**

- a. More than 5 hours per week
- b. Less than 5 hours per week, but on a weekly basis
- c. Once or twice per month
- d. Once or twice a year
- e. Never
- f. Don't Know

29. How valuable would it be to you to be able to receive local community channels in high definition/HD? **(Circle response)**

- a. Very Valuable
- b. Valuable
- c. Somewhat Valuable
- d. Not at all Valuable
- e. Don’t Know

30. Comcast has a service known as “On Demand” which allows viewers to access programming at any time. How valuable would it be to you to have local access programming provided on-demand on the cable system? **(Circle response)**

- a. Very Valuable
- b. Valuable
- c. Somewhat Valuable
- d. Not at all Valuable
- e. Don’t Know

City of Philadelphia – Comcast Cable Subscriber Survey

31. Is there any other local programming you might find valuable in receiving on the cable system or like to see added to enhance local programming in Philadelphia?
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-
-
32. Regardless of how often you might watch, how important is it that these local community channels are available to cable subscribers? **(Circle response)**
- a. Very Important
 - b. Important
 - c. Somewhat Important
 - d. Not at all Important
 - e. Don't Know
33. In other cities like Philadelphia, a portion of the cable bill goes to support the production of the programming you see on the local educational, community and governmental channels. Considering that channels like ESPN cost you around \$5.00 per month and TNT around \$1.16 per month, how much would you be willing to pay per month to support local programming?
-
-
-
34. 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. **(Circle response)**

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

35. How old are you?
- a. 18 – 25
 - b. 26 – 35
 - c. 36 – 45
 - d. 46 – 65
 - e. 66 and older
36. What is your home Zip Code?
37. What is your gender?
- a. Male
 - b. Female
38. Do you have a landline telephone? YES NO
39. Do you own a cell phone? YES (CONTINUE) NO **(GO TO Q40)**
- 39a. If YES, which do you consider your primary phone?
- a. Cell phone
 - b. Landline phone
 - c. Both are used equally
40. 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) _____
41. 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
43. 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
23. And 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
22. Do you own or rent your home?
- a. Own
 - b. Rent
19. 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!