


City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 30, 2009
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: JAMES K. HARTMANN, CITY MANAGER 
SUBJECT: 2009 COMCAST CABLE COMMUNICATIONS, INC. ANNUAL SUBSCRIBER SURVEY REPORT

ISSUE: Receipt of the 2009 Comcast Cable Communications, Inc. (Comcast) Annual Subscriber Survey Report.

RECOMMENDATION: That City Council receive the 2009 Annual Subscriber Survey Report from Comcast.

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 2009 cable subscriber survey was administered via telephone to 800 Alexandria City cable subscribers, compared to 801 in 2008. The survey was conducted by Q7 Broadband Market Research, a provider of marketing and teleservices based in Manassas, Virginia.

Highlights of the 2009 survey findings follow:

Survey Sampling Procedure

Q7 Broadband Market Research's staff interviewed a sample of 800 active cable television subscribers between September 1 and September 16, 2009. The respondents were randomly selected by computer from the Comcast billing database of Alexandria cable subscribers. The sample size carries a 95 percent confidence level with a margin of error of +/- 3.44 percent. 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 Consumer Affairs Commission were given the opportunity to monitor the survey calls but did not do so.

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 decreased from 70 percent (561 of 800) in 2008 to 53 percent (425 of 800). Seventeen percent of the respondents (142 of 800) indicated they would be interested in specific programming that highlighted City services, programs or projects, down 16 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 - 61 percent, (b) lack of program listing info - 22 percent, (c) technical quality of programs - six percent, and (d) other reasons - nine percent. Staff will work with Comcast officials and Communications staff to identify ways to better publicize the availability (content and scheduling) of PEG programming.

With respect to Channel 70 Government Access Programming, 39 percent (167 of the 425 respondents who indicated they were aware of the public access channels) said that they watched Channel 70 programming, down from 42 percent in 2008. Of those who watched government programming:

- 59 percent (100 of 167) had watched a City Council meeting, down from 88 percent (206 of 235) in 2008;
- 31 percent (53 of 167) watched a Saturday City Council public hearing, down from 35 percent (82 of 235) in 2008;
- 35 percent (61 of 167) watched a Planning Commission meeting, down from 58 percent (136 of 235) in 2008;
- 34 percent (58 of 167) watched a Board of Zoning Appeals meeting, down from 38 percent (90 of 235) in 2008;
- 28 percent (47 of 167) watched a Board of Architectural Review – Old & Historic District meeting, down from 34 percent (80 of 235) in 2008;
- 19 percent (32 of 167) watched a Board of Architectural Review – Parker-Gray District meeting, up from 15 percent (36 of 235) in 2008;
- 38 percent (64 of 167) 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 (96 of 800). Last year 56 percent (131 of 235) watched a School Board meeting with 12 percent of the total survey respondents having children enrolled in the Alexandria public school system.

Fourteen percent (112 of 800) of the total respondents reported watching Channel 69/Comcast Cable TV (Alexandria Community Channel), down from last year's 21 percent. Respondents who indicated that they watched Channel 69 programming expressed interest in the following:

- Local High School Sports – 41 percent (46 of 112); down from 48 percent in 2008;
- Civic Informational Shows – 44 percent (50 of 112); down from 57 percent in 2008;
- Entertainment Shows – 49 percent (55 of 112), down from 58 percent in 2008;
- Local Current Events – 51 percent (58 of 112) down from 80 percent in 2008.

Of the 64 percent (536 of 800) of subscribers who indicated that they handled their cable TV problems via telephone, 78 percent (423 of 536) reported that Comcast's customer service personnel response was timely, which is up from 75 percent in 2008, and 91 percent (493 of 536) felt the service was courteous, equal to 91 percent in 2008. Subscriber problems were resolved and/or questions answered by Comcast staff in 73 percent of the cases (394 of 536), which is slightly down from 75 percent in 2008.

Fewer respondents visited Comcast's Van Dorn Street office in 2009, 60 percent (485 of 800) compared to 70 percent (560 of 800) in 2008. According to Comcast Director of Government and Community Affairs Marie Schuler, the primary reason for visiting the facility remains bill payment. Of the 485 respondents who visited the local Comcast office, 67 percent were satisfied with the quality of service they received.

Subscriber satisfaction with the cable system decreased slightly from 2008 levels in 2009. Using a scale of 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 – 3.61, down from 3.67 in 2008
- Picture quality – 3.79, up from 3.76 in 2008
- Sound quality – 3.83, up from 3.72 in 2008
- Response to inquiries – 3.34, up slightly from 3.24 in 2008
- Number of channels – 3.86, up from 3.75 in 2008
- Overall customer satisfaction – 3.54, up slightly from 3.45 in 2008

To determine the accessibility of Comcast and its equipment for subscribers with disabilities, eight questions were posed to survey respondents. Approximately seven percent (58 of 800) reported a person in the household having a hearing or vision disability, which is one percentage point up from six percent (44 of 800) over last year. Of those 58 respondents, 32 percent (19 of 58) reported a mobile, manual or dexterity impairment that would interfere with their ability to use cable TV controls. Of the 19 respondents with mobile or manual dexterity impairments, 11 indicated problems in their ability to access and/or change channels, eight of the 19 reported problems in their ability to discuss bills with Comcast, and three of the 19 respondents indicated a problem in

finding a listing of cable programming. Eleven of the respondents in this group reported difficulty with understanding the dialog/audio and ten of the 19 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.

ATTACHMENT: Comcast Cable Communications 2009 Annual Cable Television Subscriber Survey Questionnaire, Report and Survey Results

STAFF:
Rose Williams Boyd, Cable Television Administrator
Darryl Edwards, Consumer Affairs Investigator



2009 Comcast ALEXANDRIA Customer Surveys

Trend Overview

- Several types of local Alexandria programming have become of less interest to area customers.
- Customers are visiting the Comcast Local Office less frequently since 2008.
- 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.
- Customers are giving slightly higher grades to many aspects of Comcast service – and continued favorable scores since the 2008 survey.
- Customers are increasingly satisfied with the current Comcast channel line-up.



2009 Comcast ALEXANDRIA Customer Surveys

Viewership of local Government programming dropped significantly (based on the segment of customers that view local access channels).

SECTION TWO - ACCESS CHANNELS

2a). Have you ever watched an Alexandria City Council meeting? *CHANGE FROM 2008*

59.9%	100	1 YES	-27.8%
40.1%	67	2 NO	27.8%
0.0%	0	0 DK/NA/OA	0.0%
167		Total Responses	

SECTION TWO - ACCESS CHANNELS

2c). Have you ever watched a Planning Commission meeting? *CHANGE FROM 2008*

36.5%	61	1 YES	-21.3%
63.5%	106	2 NO	21.3%
0.0%	0	0 DK/NA/OA	0.0%
167		Total Responses	

SECTION TWO - ACCESS CHANNELS

2g). Have you ever watched a School Board meeting? *CHANGE FROM 2008*

38.3%	64	1 YES	-17.4%
61.7%	103	2 NO	17.4%
0.0%	0	0 DK/NA/OA	0.0%
167		Total Responses	



2009 Comcast ALEXANDRIA Customer Surveys

Interest in Community oriented programs decreased significantly.

SECTION TWO - ACCESS CHANNELS

			<i>CHANGE FROM 2008</i>
3). Would you be interested in specific programming which highlights City services, programs and/or projects?			
17.8%	142	1 YES	-14.9%
82.2%	658	2 NO	14.9%
0.0%	0	0 DK/NA/OA	0.0%
	800	Total Responses	

Viewership in local educational programming decreased moderately.

SECTION TWO - ACCESS CHANNELS

			<i>CHANGE FROM 2008</i>
4a). Have you ever watched the telecourses sponsored by Northern Virginia Community College?			
16.0%	128	1 YES	-11.4%
84.0%	672	2 NO	11.4%
0.0%	0	0 DK/NA/OA	0.0%
	800	Total Responses	

SECTION TWO - ACCESS CHANNELS

			<i>CHANGE FROM 2008</i>
4b). Have you ever watched the telecourses sponsored by George Mason University?			
16.5%	132	1 YES	-8.8%
83.5%	668	2 NO	8.7%
0.0%	0	0 DK/NA/OA	0.0%
	800	Total Responses	

SECTION TWO - ACCESS CHANNELS

			<i>CHANGE FROM 2008</i>
4c). Have you ever watched any of the programming sponsored by the Alexandria City Public Schools?			
18.9%	151	1 YES	-7.8%
81.1%	649	2 NO	7.8%
0.0%	0	0 DK/NA/OA	0.0%
	800	Total Responses	



2009 Comcast ALEXANDRIA Customer Surveys

Comcast-produced local programming reported a modest viewership drop by respondents.

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

			<i>CHANGE FROM 2008</i>
		1). Have you ever watched the programming on Channel 69?	
14.0%	112	1 YES	-7.3%
86.0%	688	2 NO	7.3%
0.0%	0	0 DK/NA/OA	0.0%
	800	Total Responses	

Interest in local programs of various types dropped by viewers of the Comcast Community Television Channel

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

			<i>CHANGE FROM 2008</i>
		3b). Civic/Informational Shows?	
44.6%	50	1 YES	-12.4%
55.4%	62	2 NO	12.4%
0.0%	0	0 DK/NA/OA	0.0%
	112	Total Responses	

			<i>CHANGE FROM 2008</i>
		3c). Entertainment Shows?	
49.1%	55	1 YES	-9.1%
50.9%	57	2 NO	9.1%
0.0%	0	0 DK/NA/OA	0.0%
	112	Total Responses	

			<i>CHANGE FROM 2008</i>
		3d). Current Local Events?	
51.8%	58	1 YES	-28.2%
48.2%	54	2 NO	28.2%
0.0%	0	0 DK/NA/OA	0.0%
	112	Total Responses	



2009 Comcast ALEXANDRIA Customer Surveys

Customers that reported they visited the Comcast office went down almost 10% since 2008. While satisfaction with the quality of service dropped moderately, the score is still respectable. The customers that reported in-office visits scored quality even higher, and at the same favorable level as 2008, given the margin of error for this survey.

SECTION FOUR - SERVICE TO SUBSCRIBERS

			<i>CHANGE FROM 2008</i>
1 d). Have you ever visited the local Comcast Office?			
60.6%	485	1 YES	-9.4%
39.4%	315	2 NO	9.4%
0.0%	0	0 DK/NA/OA	0.0%
800	Total Responses		

SECTION FOUR - SERVICE TO SUBSCRIBERS

			<i>CHANGE FROM 2008</i>
1 e). Were you satisfied with the quality of service you received?			
67.5%	540	1 YES	-8.6%
32.5%	260	2 NO	8.6%
0.0%	0	0 DK/NA/OA	0.0%
800	Total Responses		

SECTION FOUR - SERVICE TO SUBSCRIBERS

			<i>CHANGE FROM 2008</i>
1 e). Were you satisfied with the quality of service you received?			
****PARSED TO THE 485 ACTUAL VISITORS IN Sec 4 1D.			
82.1%	398	1 YES	-2.9%
17.9%	87	2 NO	2.9%
0.0%	0	0 DK/NA/OA	0.0%
485	Total Responses		

2009 Comcast ALEXANDRIA Customer Surveys

When asked to numerically grade various aspects of Comcast customer service, customers indicated overall modest improvement – and continued favorable scores since the 2008 survey.

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. *CHANGE FROM 2008*

Score	Raw points		<i>CHANGE FROM 2008</i>
3.614	2891	a). INSTALLATION OF CABLE IN YOUR HOME	-1.5%
3.796	3037	b). PICTURE QUALITY	0.9%
3.831	3065	c). SOUND QUALITY	3.0%
3.341	2673	d). RESPONSE TO INQUIRIES OR PROBLEMS	3.2%
3.869	3095	e). NUMBER OF CHANNELS PROVIDED	3.1%
3.549	2839	f). OVERALL CUSTOMER SERVICE	2.9%
3.667		average score	1.9%

Customers are increasingly satisfied with the current Comcast channel line-up, as compared to 2008.

SECTION FIVE - PROGRAMMING SURVEY

Are there any channels that are not presently offered that you or others in your household would like to see added to our system? *CHANGE FROM 2008*

24.4%	195	1 YES	-6.6%
75.6%	605	2 NO	6.6%
0.0%	0	0 DK/NA/OA	0.0%
	800	Total Responses	



2009 Comcast Alexandria Survey

Total
800 Surveys

SECTION ONE - BACKGROUND INFORMATION

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

38.750%	310	1 MORE CHANNELS
6.750%	54	2 MOVIES
22.000%	176	3 BETTER RECEPTION
6.875%	55	4 PREMIUM SERVICES
7.375%	59	5 SPORTS
18.250%	146	6 OTHER
	800	Total Responses

SECTION TWO - ACCESS CHANNELS

SECTION TWO - ACCESS CHANNELS

1). Were you previously aware of these channels?

53.125%	425	1 YES
46.875%	375	2 NO
0.000%	0	0 DK/NA/OA
	800	Total Responses

SECTION TWO - ACCESS CHANNELS

2). 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?

39.294%	167	1 YES
60.706%	258	2 NO
0.000%	0	0 DK/NA/OA
	425	Total Responses



2009 Comcast Alexandria Survey

SECTION TWO - ACCESS CHANNELS

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

59.880%	100	1 YES
40.120%	67	2 NO
0.000%	0	0 DK/NA/OA
	167	Total Responses

SECTION TWO - ACCESS CHANNELS

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

31.737%	53	1 YES
68.263%	114	2 NO
0.000%	0	0 DK/NA/OA
	167	Total Responses

SECTION TWO - ACCESS CHANNELS

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

36.527%	61	1 YES
63.473%	106	2 NO
0.000%	0	0 DK/NA/OA
	167	Total Responses

SECTION TWO - ACCESS CHANNELS

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

34.731%	58	1 YES
65.269%	109	2 NO
0.000%	0	0 DK/NA/OA
	167	Total Responses

SECTION TWO - ACCESS CHANNELS

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

28.144%	47	1 YES
71.856%	120	2 NO
0.000%	0	0 DK/NA/OA
	167	Total Responses



2009 Comcast Alexandria Survey

SECTION TWO - ACCESS CHANNELS

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

19.162%	32	1 YES
80.838%	135	2 NO
0.000%	0	0 DK/NA/OA
	167	Total Responses

SECTION TWO - ACCESS CHANNELS

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

38.323%	64	1 YES
61.677%	103	2 NO
0.000%	0	0 DK/NA/OA
	167	Total Responses

SECTION TWO - ACCESS CHANNELS

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

17.750%	142	1 YES
82.250%	658	2 NO
0.000%	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
4). ready TVs is used by the Alexandria City Public School system.

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

16.000%	128	1 YES
84.000%	672	2 NO
0.000%	0	0 DK/NA/OA
	800	Total Responses



2009 Comcast Alexandria Survey

SECTION TWO - ACCESS CHANNELS

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

16.500%	132	1	YES
83.500%	668	2	NO
0.000%	0	0	DK/NA/OA
	800		Total Responses

SECTION TWO - ACCESS CHANNELS

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

18.875%	151	1	YES
81.125%	649	2	NO
0.000%	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?

12.250%	98	1	YES
87.750%	702	2	NO
0.000%	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
4e). MHZ2/channels 192 through 197?

10.625%	85	1	YES
89.375%	715	2	NO
0.000%	0	0	DK/NA/OA
	800		Total Responses



2009 Comcast Alexandria Survey

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?

14.000%	112	1 YES
86.000%	688	2 NO
0.000%	0	0 DK/NA/OA
	800	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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

55.357%	62	1 YES
44.643%	50	2 NO
0.000%	0	0 DK/NA/OA
	112	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3a). Local high school sports?

41.071%	46	1 YES
58.929%	66	2 NO
0.000%	0	0 DK/NA/OA
	112	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3b). Civic/Informational Shows?

44.643%	50	1 YES
55.357%	62	2 NO
0.000%	0	0 DK/NA/OA
	112	Total Responses



2009 Comcast Alexandria Survey

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3c). Entertainment Shows?

49.107%	55	1 YES
50.893%	57	2 NO
0.000%	0	0 DK/NA/OA
	112	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3d). Current Local Events?

51.786%	58	1 YES
48.214%	54	2 NO
0.000%	0	0 DK/NA/OA
	112	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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

6.625%	53	1 TECHNICAL QUALITY OF PROGRAMS
61.500%	492	2 LACK OF INTEREST IN TOPICS
22.750%	182	3 LACK OF PROGRAM LISTING INFO
9.125%	73	4 OTHER
	800	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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

6.875%	55	1 YES
93.125%	745	2 NO
0.000%	0	0 DK/NA/OA
	800	Total Responses



2009 Comcast Alexandria Survey

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?

9.875%	79	1 YES
90.125%	721	2 NO
0.000%	0	0 DK/NA/OA
	800	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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

9.750%	78	1 YES
90.250%	722	2 NO
0.000%	0	0 DK/NA/OA
	800	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

67.000%	536	1 YES
33.000%	264	2 NO
0.000%	0	0 DK/NA/OA
	800	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

78.918%	423	1 YES
21.082%	113	2 NO
0.000%	0	0 DK/NA/OA
	536	Total Responses



2009 Comcast Alexandria Survey

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

91.978%	493	1 YES
8.022%	43	2 NO
0.000%	0	0 DK/NA/OA
	536	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1c). Was your question or problem resolved?

73.507%	394	1 YES
26.493%	142	2 NO
0.000%	0	0 DK/NA/OA
	536	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

60.625%	485	1 YES
39.375%	315	2 NO
0.000%	0	0 DK/NA/OA
	800	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

67.500%	540	1 YES
32.500%	260	2 NO
0.000%	0	0 DK/NA/OA
	800	Total Responses



2009 Comcast Alexandria Survey

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
2). satisfaction with the following customer service aspects of the system.

Raw points

- 3.614 2891 a). INSTALLATION OF CABLE IN YOUR HOME
3.796 3037 b). PICTURE QUALITY
3.831 3065 c). SOUND QUALITY
3.341 2673 d). RESPONSE TO INQUIRIES OR PROBLEMS
3.869 3095 e). NUMBER OF CHANNELS PROVIDED
3.549 2839 f). OVERALL CUSTOMER SERVICE
3.667 average score

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?

24.375%	195	1 YES
75.625%	605	2 NO
0.000%	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 be
1c). willing to pay more for the service?

32.821%	64	1 YES
67.179%	131	2 NO
0.000%	0	0 DK/NA/OA
	195	Total Responses



2009 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?

7.250%	58	1 YES
92.750%	742	2 NO
0.000%	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?

32.759%	19	1 YES
67.241%	39	2 NO
0.000%	0	0 DK/NA/OA
	58	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?

57.895%	11	1 YES
42.105%	8	2 NO
0.000%	0	0 DK/NA/OA
	19	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

3b). Discuss a bill with Comcast?

42.105%	8	1 YES
57.895%	11	2 NO
0.000%	0	0 DK/NA/OA
	19	Total Responses



2009 Comcast Alexandria Survey

SECTION SIX - ACCESSIBILITY SURVEY

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

47.368%	9	1 YES
52.632%	10	2 NO
0.000%	0	0 DK/NA/OA
	19	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

3d). Understand the dialog on programs?

57.895%	11	1 YES
42.105%	8	2 NO
0.000%	0	0 DK/NA/OA
	19	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

3e). Follow the program on cable?

52.632%	10	1 YES
47.368%	9	2 NO
0.000%	0	0 DK/NA/OA
	19	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

***PARSED TO THE 485 ACTUAL VISITORS IN Sec 4 1D.

82.062%	398	1 YES
17.938%	87	2 NO
0.000%	0	0 DK/NA/OA
	485	Total Responses