

## **Kearny Cable Television Survey 2010**

1. Are you presently a subscriber to cable television?

Yes \_\_\_\_\_ No \_\_\_\_\_ Not Available \_\_\_\_\_

If yes, number of sets connected to cable: \_\_\_\_\_

If no, have you ever subscribed to cable within the municipality?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, why did you cancel your previous subscription?

2. Have you changed your cable service since your cable was installed (i.e. level or package of cable service)?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes:

Why? \_\_\_\_\_

What changes did you make? \_\_\_\_\_

3. Have you ever subscribed to another cable system?

Yes \_\_\_\_\_ No \_\_\_\_\_

If Yes, how does Comcast compare to the other system?

- a. Better
- b. Worse
- c. Same

Comments on the other cable system: \_\_\_\_\_

4. Why do you subscribe to cable television? (choose all that apply)

- a. No reception or poor reception without it
- b. Movies
- c. Variety of programs
- d. Sports
- e. Other \_\_\_\_\_

5. Are you satisfied with Comcast's service?

Yes \_\_\_\_\_ No \_\_\_\_\_

6. Have you had any problems with your cable service in the past six months (i.e. poor reception, billing irregularities)?

Yes \_\_\_\_\_ No \_\_\_\_\_

7. Which, if any, of these problems have you experienced in the past six months? (choose all that apply)

- a. Complete loss of cable for several hours (outage)
- b. Picture quality poor on all stations
- c. Picture quality poor on specific stations
- d. Equipment problems
- e. Billing disputes or irregularities
- f. Cable internet service disruptions
- g. Digital cable access issues (on-demand programming problems)
- h. Other \_\_\_\_\_

8. Would you say service outages occur:

- a. Frequently
- b. Only during bad weather
- c. Occasionally
- d. Rarely
- e. Never

9. Has a Comcast field technician or service representative made a service call to your home in the past six months?

Yes \_\_\_\_\_ No \_\_\_\_\_

If so, for what reason? \_\_\_\_\_

10. How many days did you wait for a service appointment?

- a. Less than one day
- b. 1 to 2 days
- c. 3 to 5 days
- d. 6 to 10 days
- e. Over 10 days

If longer than three days, was it for a specific appointment (e.g., Saturday, at your special request)?

Yes \_\_\_\_\_ No \_\_\_\_\_

11. Have you contacted Comcast with complaints or questions by telephone?

Yes \_\_\_\_\_ No \_\_\_\_\_

12. Have you had any billing problems with Comcast?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please explain: \_\_\_\_\_

13. Please rate Comcast's service in the following areas:

(G = Good; S = Satisfactory; P = Poor; N/A = Not Applicable)

a. Reception	G	S	P	N/A
b. Routine service response	G	S	P	N/A
c. Emergency service response	G	S	P	N/A
d. Telephone accessibility	G	S	P	N/A
e. Billing adjustments	G	S	P	N/A
f. Courtesy of employees	G	S	P	N/A
g. Basic programming selection	G	S	P	N/A
h. Premium programming selection	G	S	P	N/A

14. Have you ever watched locally originated programming?

Yes \_\_\_\_\_ No \_\_\_\_\_

15. Have you ever watch public, educational and governmental ("PEG") access programming?

Yes \_\_\_\_\_ No \_\_\_\_\_

16. Would you be interested in seeing more municipality specific programming?

Yes \_\_\_\_\_ No \_\_\_\_\_

17. Rank local programming in order of importance to you on a scale of 1 to 5.

(5 = Very Important; 1 = Not Important)

a. Local news	_____
b. Board of Education meetings	_____
c. Local public opinion	_____
d. Senior citizens programs	_____
e. Children's programs	_____
f. Local sports	_____

- g. Educational programs \_\_\_\_\_
- h. Town Council meetings \_\_\_\_\_
- i. Other \_\_\_\_\_ (specify) \_\_\_\_\_

18. How important are the following to you?  
(5 = Very Important; 1 = Not Important)

- a. Expansion of channel capacity/programming \_\_\_\_\_
- b. Quality of service \_\_\_\_\_
- c. Cost \_\_\_\_\_
- d. Local programming:
  - i. Educational \_\_\_\_\_
  - ii. Governmental \_\_\_\_\_
  - iii. Public access \_\_\_\_\_

19. What types of additional programming services would you like to see?

- a. Sports programming
- b. Informational and educational programming
- c. Cultural programming
- d. Children's programming
- e. First run popular movies
- f. Music programming
- g. News programming
- h. Religious programming
- i. On-demand programming
- j. Other \_\_\_\_\_

ADDITIONAL COMMENTS:

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Please return Kearny Cable Television Survey to:

Pat Carpenter, Town Clerk  
 Town of Kearny  
 402 Kearny Ave.  
 Kearny, NJ 07032