

Zoomerang Survey Results

Bellingham cable television services survey

Response Status: Completes

Filter: No filter applied

Jun 23, 2010 4:37 PM PST

1. Choose the answer below that best describes where you live:

| | |
|--------------------------------|------------|
| Within Bellingham City limits | 320 |
| Outside Bellingham City limits | 92 |
| Total | 412 |

2. Does your household currently subscribe to cable television from Comcast?

| | |
|----------------------------------|------------|
| Yes (please skip to question #5) | 330 |
| No | 82 |
| Total | 412 |

3. If you have never subscribed to cable television, why not? Please select all that apply. (Most questions below apply to cable subscribers. After completing this answer, please skip to question 22)

| | |
|-----------------------------------|----|
| Not available | 12 |
| Cost | 11 |
| Have satellite dish | 2 |
| Don't want/don't watch TV | 3 |
| Lack of choice of cable companies | 14 |
| Other, please specify | 15 |

4. If you have subscribed in the past, why did you stop? Please select all that apply.

| | |
|-------------------------|----|
| Don't like the channels | 22 |
| Cost | 54 |

| | |
|-----------------------|----|
| Service issue(s) | 28 |
| Moved | 9 |
| Got satellite dish | 10 |
| Other, please specify | 19 |

5. What cable television services do you currently receive in your Comcast subscription? (Choose all that apply)

| | |
|---|-----|
| Only basic or "limited" cable plan, includes local broadcast channels, popular cable networks. | 108 |
| Digital Cable Plan (such as Digital Economy or Starter or Preferred): basic plan + channels such as CNN, Disney, some HD. | 215 |
| Premium channels (HBO, sports entertainment, etc.). | 62 |
| Pay-per-view channels. | 31 |
| Additional languages (Comcast en Espanol, International Premium Services). | 6 |
| Don't know | 7 |

6. Taken as a whole, do you believe that the prices for cable television services from Comcast are:

| | |
|---------------------|------------|
| Lower than expected | 4 |
| Right amount | 30 |
| Too expensive | 356 |
| Don't know | 7 |
| Total | 397 |

7. How important do you feel it is to have the existing basic or "limited" cable plan (featuring channels such as KOMO, KING, etc.), offering fewer channels of programming at a lower cost?

| | |
|-------------------------|------------|
| Very important | 284 |
| Somewhat | 44 |
| Important | 32 |
| Only slightly important | 22 |
| Not at all important | 15 |
| Total | 397 |

8. Do you feel special discounts for "limited" plan basic cable television service should be made available to low-income senior low-income people with disabilities?

| | |
|--------------|------------|
| Yes | 303 |
| No | 61 |
| Don't know | 35 |
| Total | 399 |

9. How satisfied are you, overall, with your cable television service from Comcast? Please answer using the rating scale below means "extremely satisfied" and 1 means "very unsatisfied."

| | |
|---------------------|------------|
| Very Unsatisfied | 86 |
| Unsatisfied | 103 |
| Somewhat Satisfied | 125 |
| Very Satisfied | 47 |
| Extremely Satisfied | 21 |
| Total | 382 |

10. Below is a list of cable television service features. For each one, please rate your service with Comcast on a 1-5 scale, where 1 means "very unsatisfied" and 5 means "extremely satisfied." "N/A" if you don't know.

| | Very Unsatisfied | Total |
|---|------------------|-----------|
| Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. | 2 | |
| Quality of the picture | 16 4% | 29 8% |
| Quality of the sound | 16 4% | 42 11% |
| Number of channels available | 62 16% | 51 13% |
| Accuracy of your monthly cable bill | 46 12% | 49 13% |

11. Are there specific channels on which you experience poor picture quality or other reception problems?

72 Responses

12. During just the past two years, have you visited the Comcast Bellingham office for any reason?

| | |
|----------------|------------|
| Yes | 247 |
| No | 142 |
| Don't remember | 5 |
| Total | 394 |

13. For what reasons have you visited the Comcast office during the past two years? (Choose all that apply)

| | |
|---|-----|
| Billing questions | 48 |
| To change type of service, such as to add/remove channels | 82 |
| To change number of television sets connected to cable | 42 |
| Paying cable bill | 48 |
| Cable outage/loss of signal | 21 |
| Signal quality problems | 28 |
| Receive/return equipment | 205 |
| Other, please specify | 42 |

14. How important is it to you that Comcast operate a full-service local office in Bellingham?

| | |
|----------------------|------------|
| Very important | 191 |
| Important | 93 |
| Not that important | 51 |
| Not at all important | 27 |
| Don't know | 31 |
| Total | 393 |

15. How satisfied have you been with the following aspects of Comcast services? Please rate these services using a 1-5 scale. Select "N/A" if you don't know.

| | | |
|---|-------------------------|----------|
| Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. | Very unsatisfied | 2 |
|---|-------------------------|----------|

| | | |
|---|------------|-----------|
| Ability to reach customer service by telephone | 64 17% | 60 16% |
| Ability to use the phone tree to reach the correct representative or to reach a real person to assist you | 81 21% | 89 23% |
| Length of time you were left on hold | 100 26% | 87 23% |
| Friendliness of the customer service representative | 35 9% | 37 10% |
| Ability of the customer service representative to answer your questions and/or resolve your issue | 62 16% | 67 18% |
| Promptness of service technicians in keeping scheduled appointments | 40 11% | 56 15% |

16. What is the longest time you have had to wait on hold before talking to a live Comcast customer service representative?

| | |
|---|------------|
| Up to 30 seconds | 22 |
| Up to 2 minutes | 69 |
| Up to 5 minutes | 101 |
| Up to 10 minutes | 88 |
| If over 10 minutes, estimate how long it was before your call was answered: | 68 |
| Total | 348 |

17. In your opinion, what is a reasonable amount of time to wait on hold before talking to a live Comcast customer service rep

| | |
|------------------|------------|
| Up to 30 seconds | 75 |
| Up to 2 minutes | 221 |
| Up to 5 minutes | 78 |
| Up to 10 minutes | 3 |
| Over 10 minutes | 0 |
| Don't know | 6 |
| Total | 383 |

18. During just the past two years, can you estimate how many times you've lost your entire cable signal for a period of 15 mi

| | |
|------------|-----|
| None | 57 |
| Don't know | 109 |

| | |
|---|------------|
| Estimated number of services outages in the past two years: | 208 |
| Total | 374 |

19. How satisfied were you with the length of time it took the company to restore your cable service? Would you say they were

| | |
|---------------------------|------------|
| Extremely responsive | 24 |
| Very responsive | 97 |
| Somewhat responsive | 128 |
| Not at all responsive | 28 |
| Don't know/don't remember | 73 |
| Total | 350 |

20. Please rate the importance of having the types of programming listed below provided as part of your cable service. Indicate interest, medium interest or low interest:

| Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. | High | Medium |
|---|------------|------------|
| Community news, events and announcements | 225 58% | 111 29% |
| Government meetings (City Council, planning commission, etc.) | 151 39% | 118 30% |
| Educational programs (university classes & presentations, K-12 programs) | 155 40% | 131 34% |
| School sporting events | 83 22% | 130 34% |
| Area performing arts events | 126 33% | 162 42% |
| Information about local non-profit organizations | 96 25% | 172 44% |

21. Please tell us how important the following are to you as we consider the renewal of the Comcast cable television franchise in Bellingham:

| Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. | High | Medium |
|---|------------|-----------|
| Customer service | 299 77% | 77 20% |
| Signal quality | 321 | 48 |

| | | |
|---------------------------|------------|------------|
| Original quality | 83% | 12% |
| Community programming | 163 42% | 145 38% |
| Expanded channel capacity | 162 43% | 134 35% |
| Programming variety | 232 60% | 117 30% |
| Improved technologies | 215 56% | 120 31% |

22. Please provide any other comments you have regarding Comcast's cable television service in Bellingham.

284 Responses

Demographic information

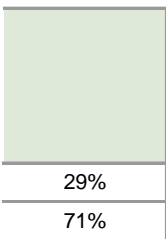
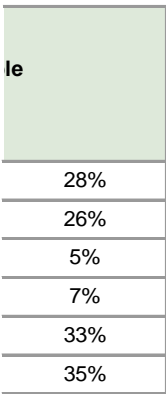
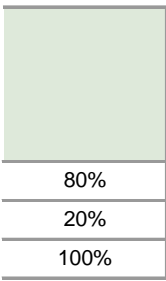
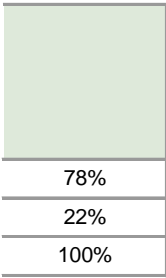
23. What best describes your home?

| | |
|--|------------|
| Single family home | 335 |
| Multi-family residence (such as an apartment or condo) | 73 |
| Total | 408 |

24. What is your age range?

| | |
|--------------|------------|
| Under 18 | 0 |
| 18 - 25 | 26 |
| 26 - 35 | 82 |
| 36 - 50 | 112 |
| 50 - 62 | 101 |
| 62 and above | 88 |
| Total | 409 |

Thank you for your feedback. Your input is important to us. For more information about Bellingham's cable franchise renewal process with Comcast Cable, please visit the City website at <http://www.cob.org/issues/franchise.aspx> .



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| 12% |
| 13% |
| 25% |

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| 2% |

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| 5% |
| 100% |

ere (1) means "very unsatisfied" and (5) is "extremely satisfied"? Select

| | 3 | 4 | Extremely Satisfied | N/A |
|--|-----|-----|---------------------|-----|
| | 93 | 153 | 82 | 9 |
| | 24% | 40% | 21% | 2% |
| | 99 | 131 | 82 | 12 |
| | 26% | 34% | 21% | 3% |
| | 84 | 104 | 68 | 12 |
| | 22% | 27% | 18% | 3% |
| | 89 | 115 | 59 | 22 |
| | 23% | 30% | 16% | 6% |

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|--|---|---------------------|-----|
| <p>3, where (1) means "very unsatisfied" and (5) is "extremely satisfied"?</p> | | | |
| 3 | 4 | Extremely satisfied | N/A |

| | | | |
|-----|-----|-----|-----|
| 97 | 89 | 50 | 21 |
| 25% | 23% | 13% | 6% |
| 87 | 59 | 30 | 33 |
| 23% | 16% | 8% | 9% |
| 77 | 73 | 18 | 25 |
| 20% | 19% | 5% | 7% |
| 101 | 112 | 74 | 20 |
| 27% | 30% | 20% | 5% |
| 80 | 95 | 52 | 24 |
| 21% | 25% | 14% | 6% |
| 69 | 90 | 69 | 56 |
| 18% | 24% | 18% | 15% |

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