BOS mtg 11/15/10

Cable Advisory Committee

Cable Survey Results

Members:

Mark Stacy – Chair

Al Butler – Secretary

Joe Leonardo

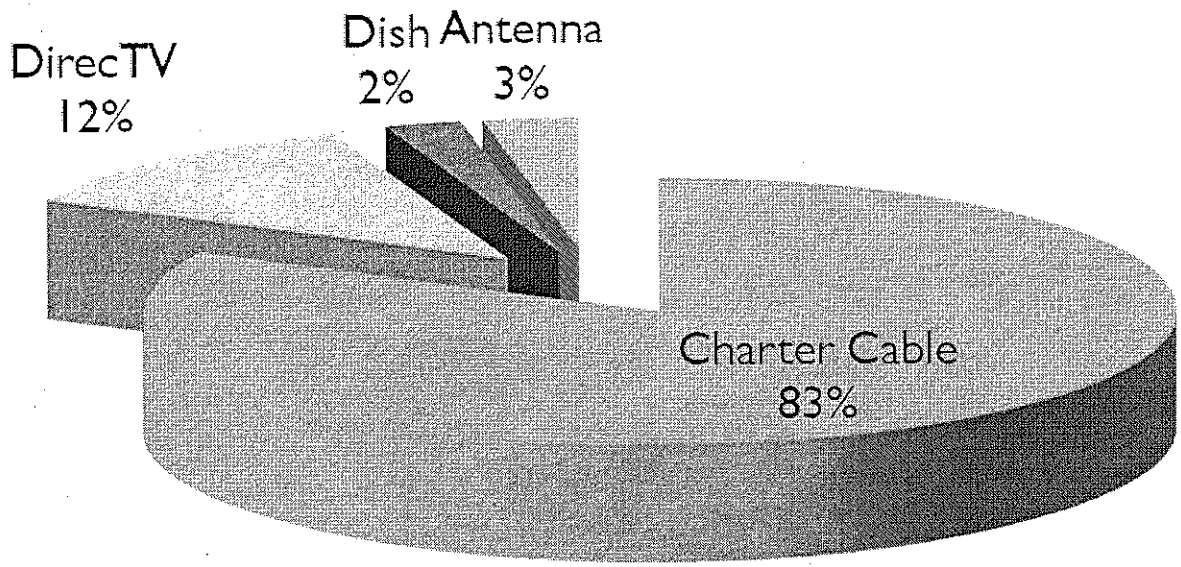
Pat Fitzgerald

Barry Giles- UCTV

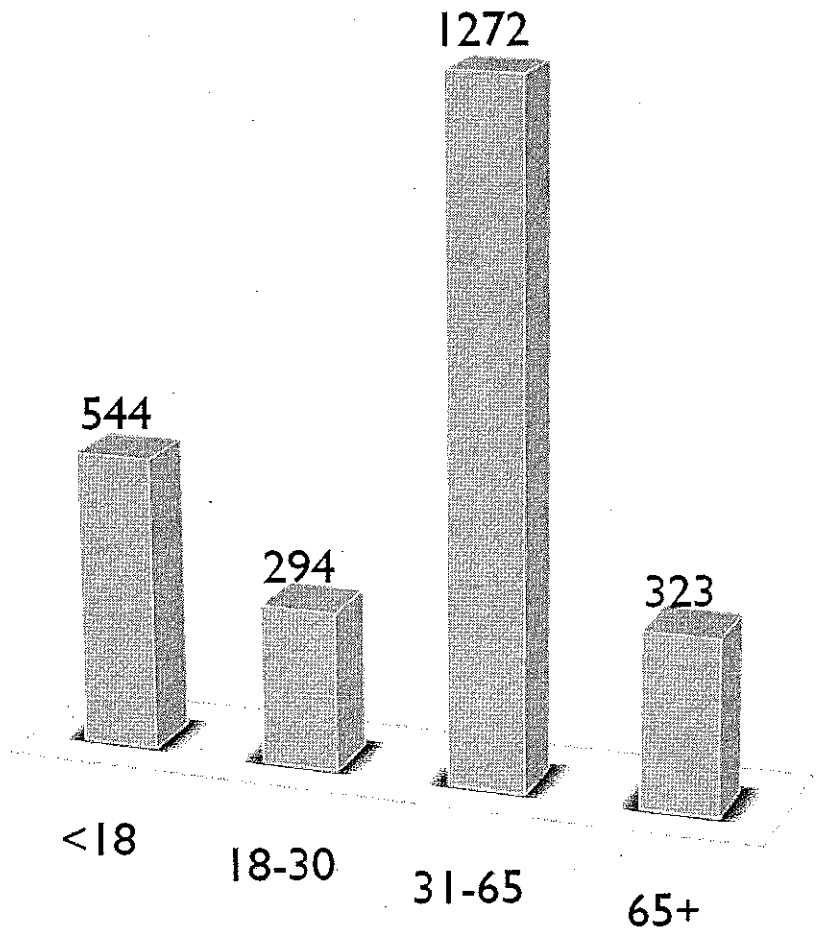
Overview

- 1,931 Total responses
- 1-5 Rating on first half, 1 being worst, 5 being best

How do you Receive your Television Service?



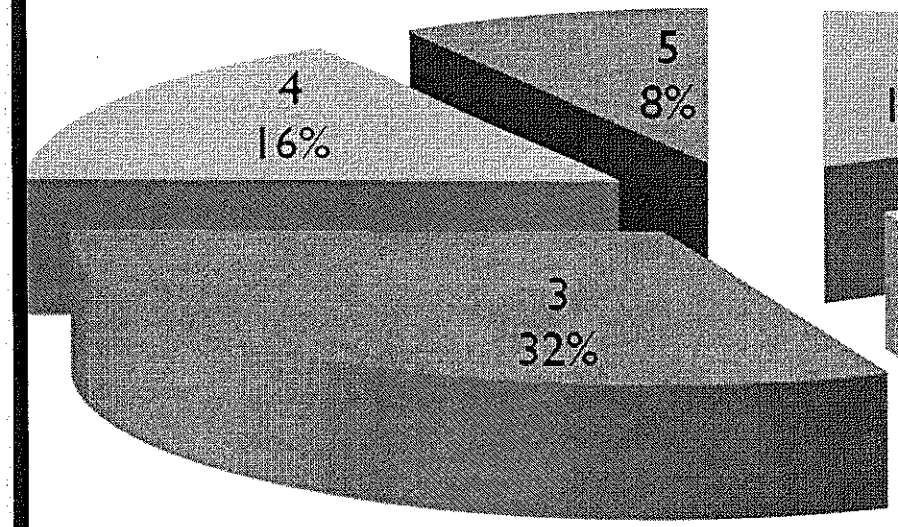
What are the Ages of the Members of Your household?

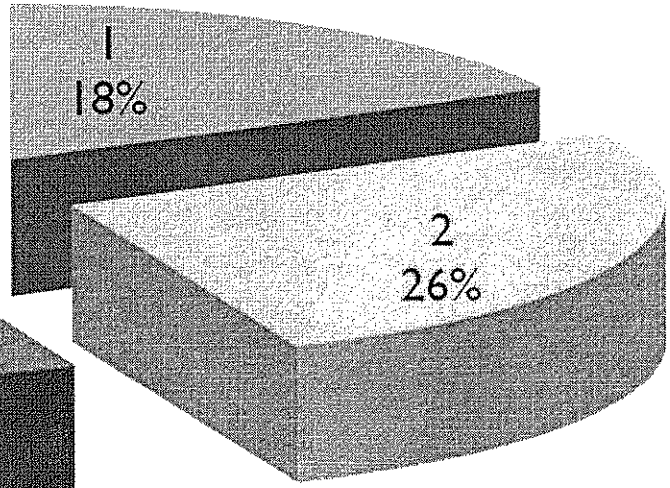


Company Response to Complaints

Average	**2.72**
Standard Deviation	1.18

1	282
2	424
3	508
4	262
5	135

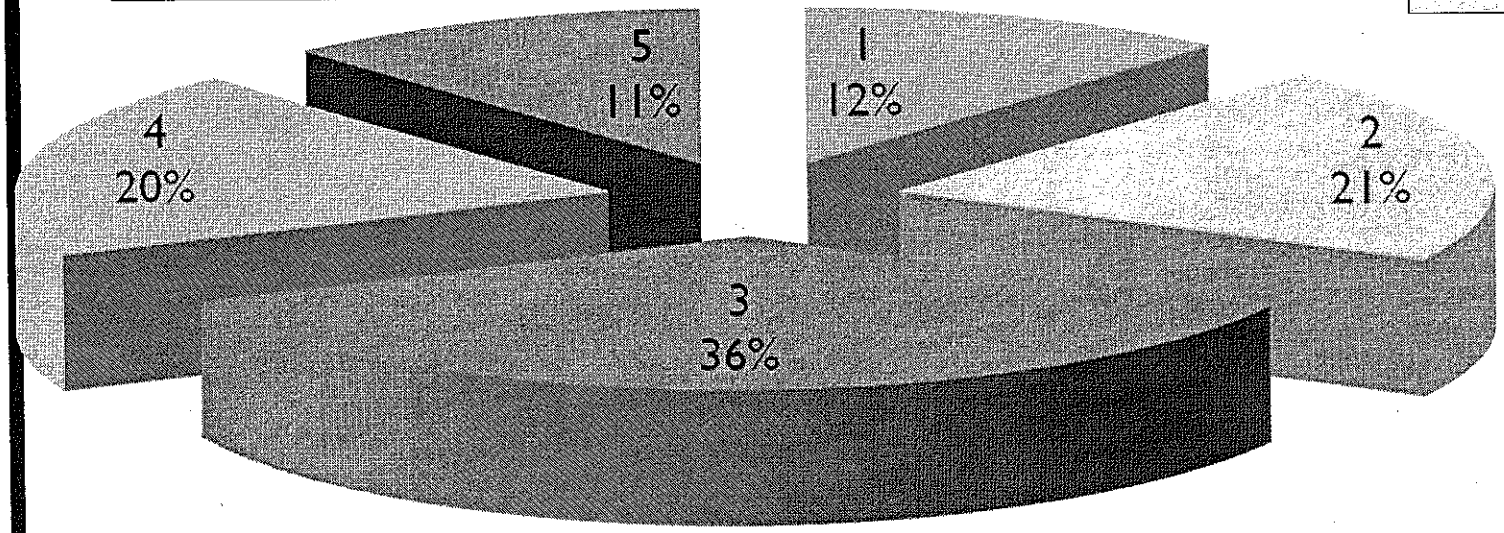




Company Courtesy & Professionalism

Average	**2.98**
Standard Deviation	1.16

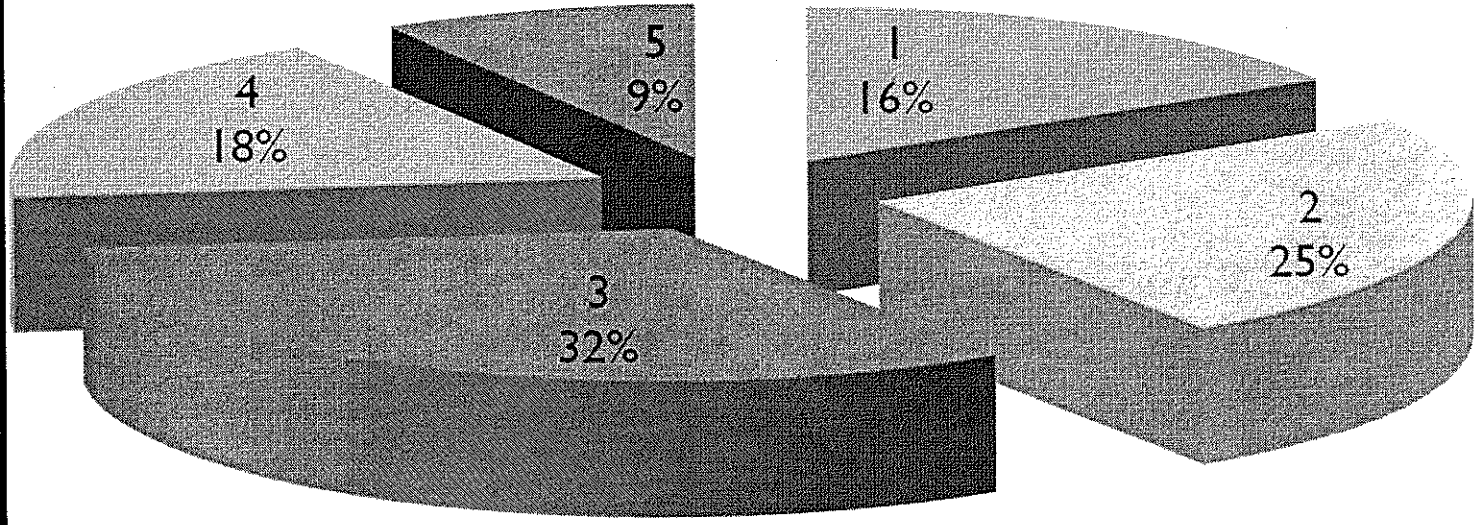
1	197
2	352
3	594
4	332
5	192



Overall Customer Service

Average	**2.79**
Standard Deviation	1.26

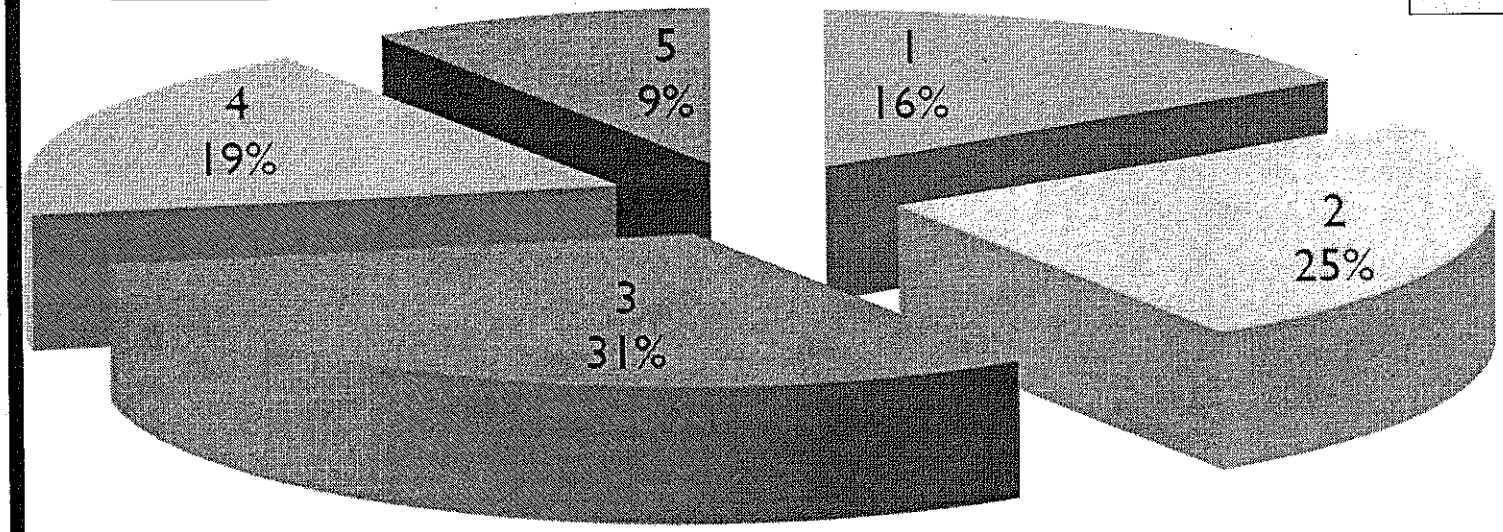
1	276
2	412
3	545
4	308
5	144



Service and Repair Department

Average	**2.80**
Standard Deviation	1.19

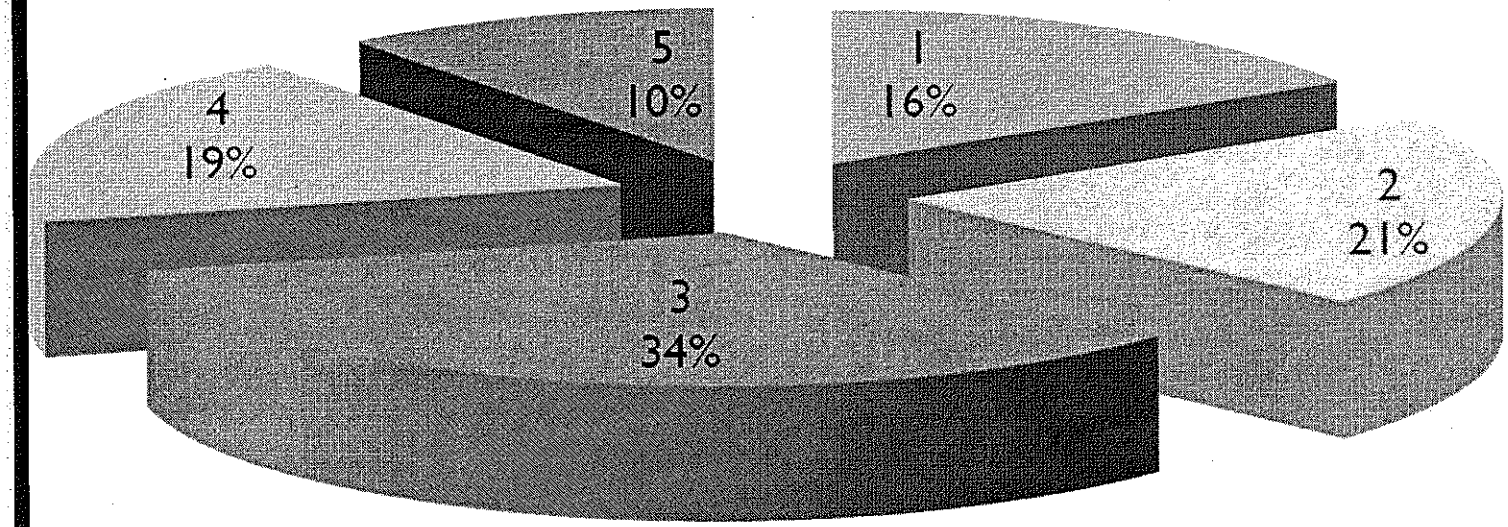
1	246
2	381
3	480
4	284
5	143



Ability to Contact Charter by Phone during Business Hours

Average	**2.87**
Standard Deviation	1.29

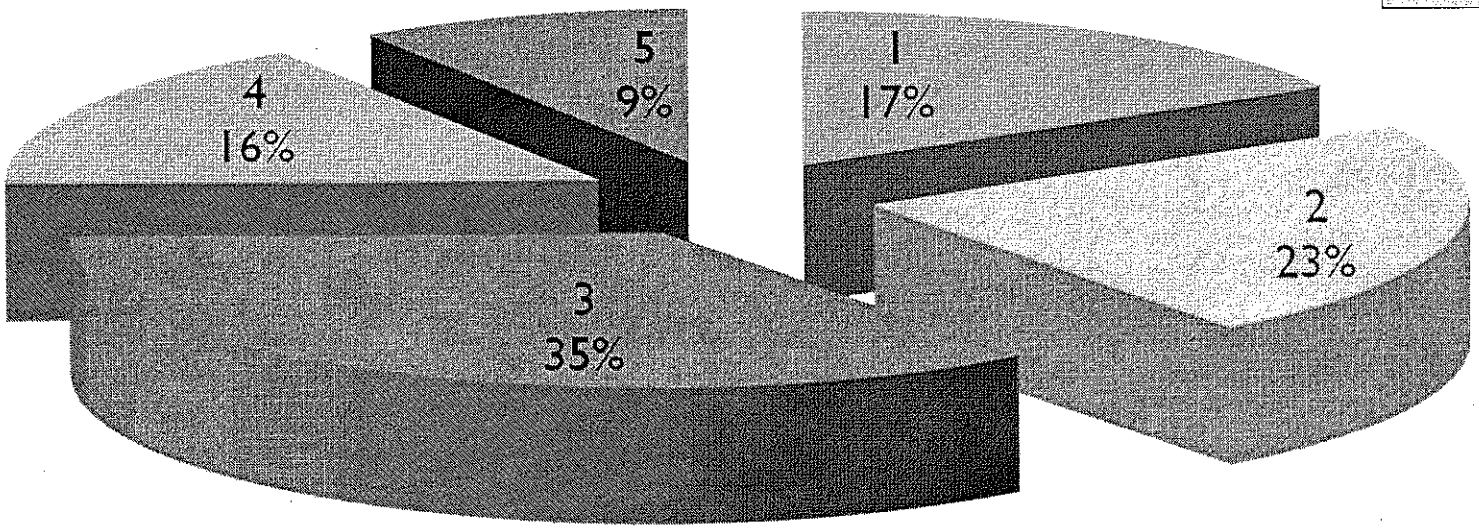
1	263
2	338
3	559
4	302
5	166



Ability to Contact Charter at Branch Location During Business Hours

Average	**2.77**
Standard Deviation	1.17

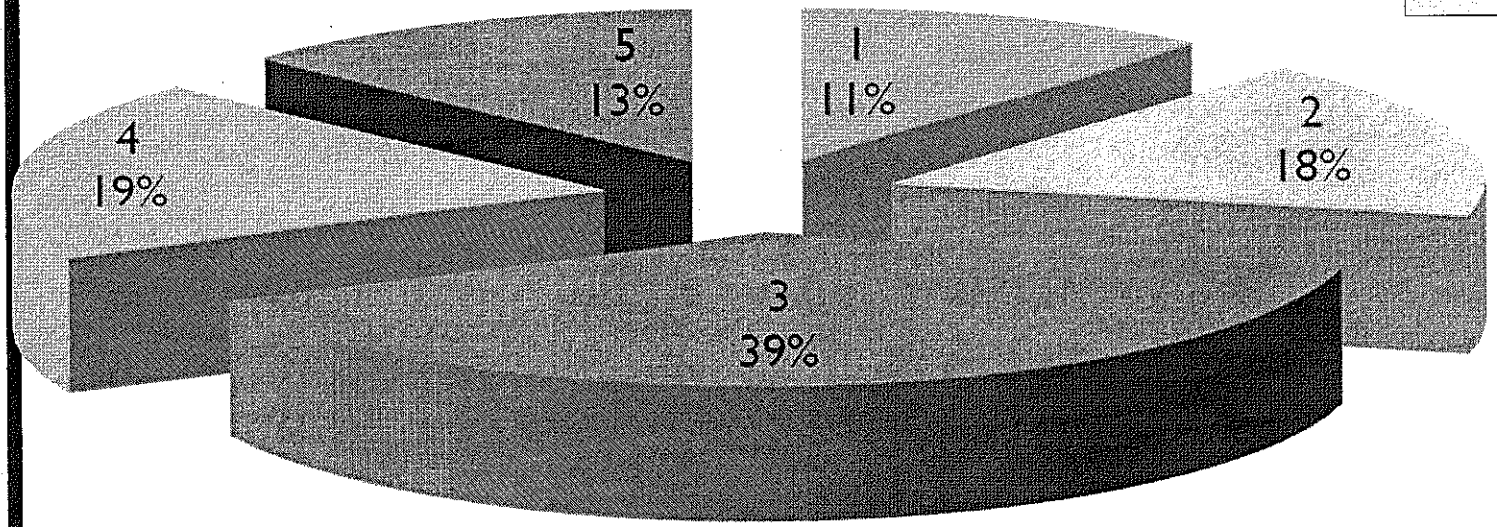
1	227
2	313
3	476
4	219
5	121



Variety of Channels offered on Basic

Average	**3.05**
Standard Deviation	1.16

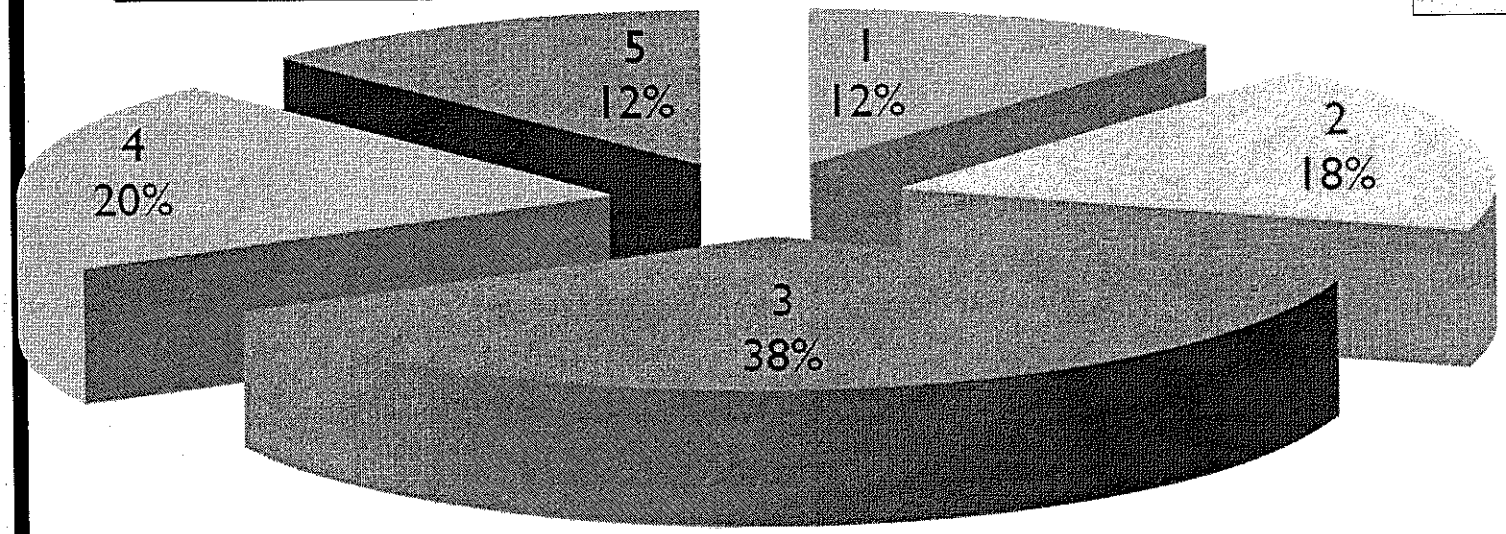
1	165
2	252
3	565
4	278
5	185



Variety of Channels Offered on Extended Basic

Average	**3.03**
Standard Deviation	1.16

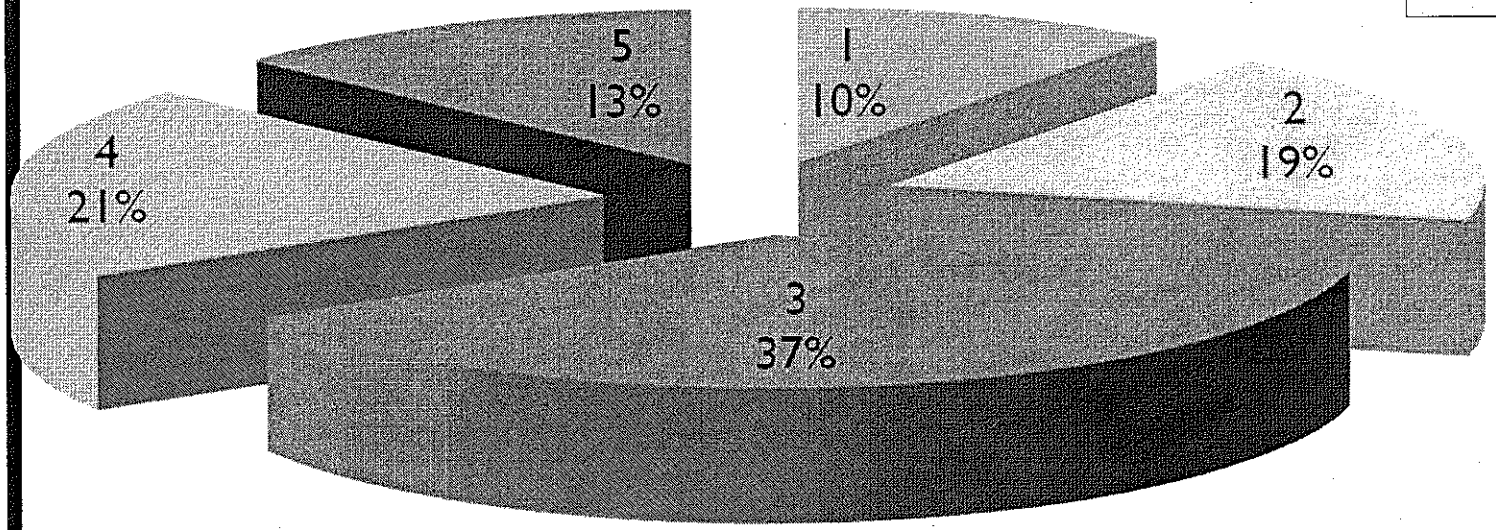
1	170
2	267
3	548
4	296
5	181



Variety of Channels Offered on Premium Channels

Average	**3.08**
Standard Deviation	1.15

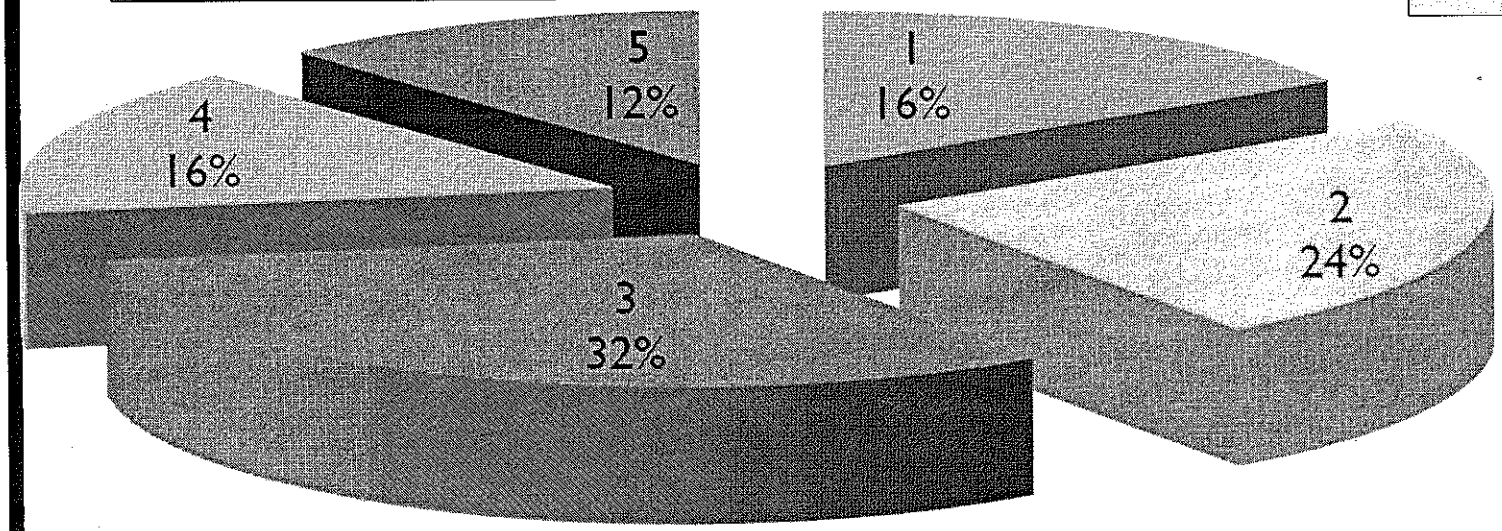
1	116
2	208
3	419
4	231
5	147



Variety of Channels Offered on High Definition Channels

Average	**2.85**
Standard Deviation	1.49

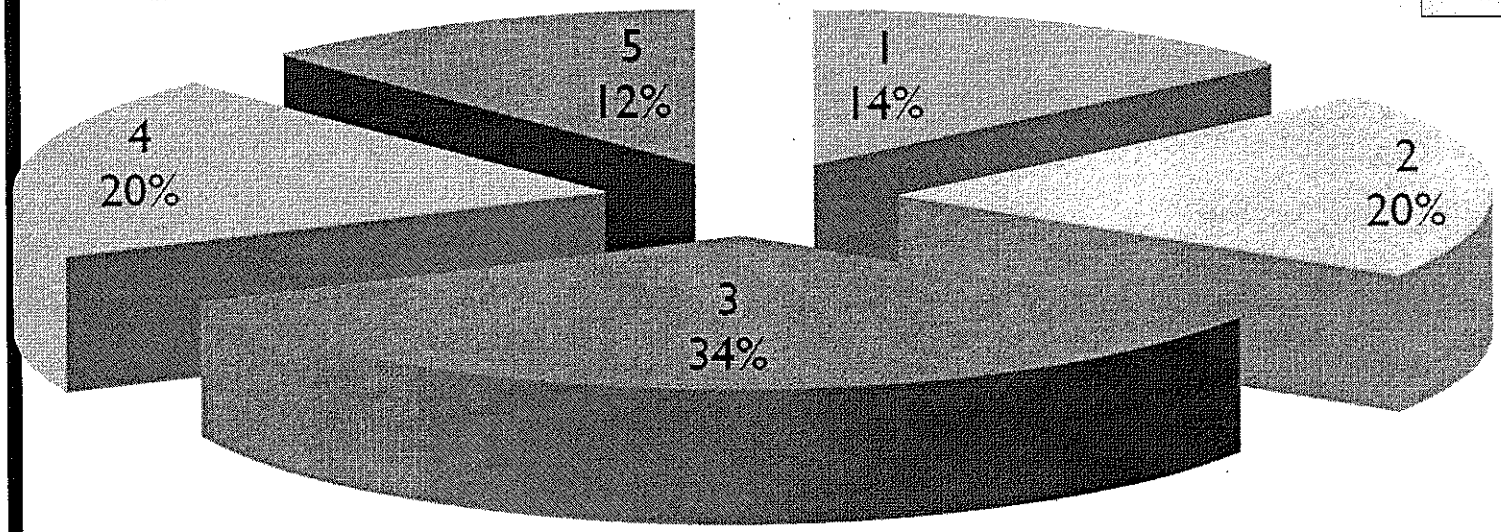
1	172
2	261
3	346
4	168
5	125



Variety of Channels Offered on Pay-Per-View and On-Demand

Average	**2.99**
Standard Deviation	1.45

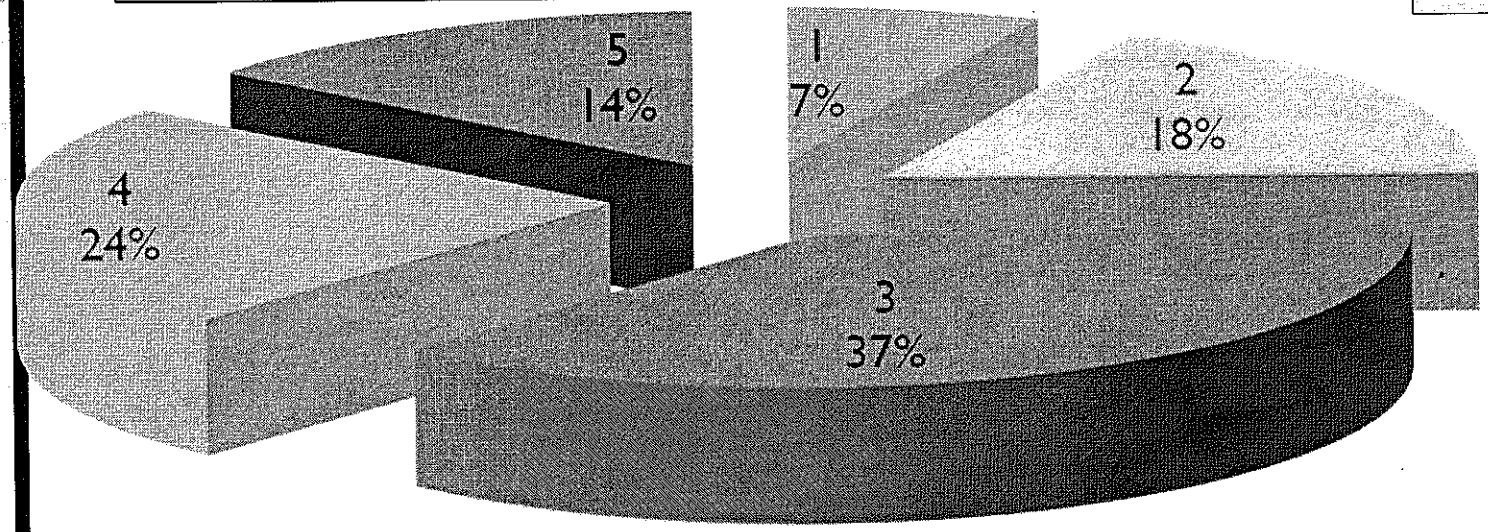
1	153
2	219
3	372
4	214
5	133



Picture Quality

Average	**3.20**
Standard Deviation	1.11

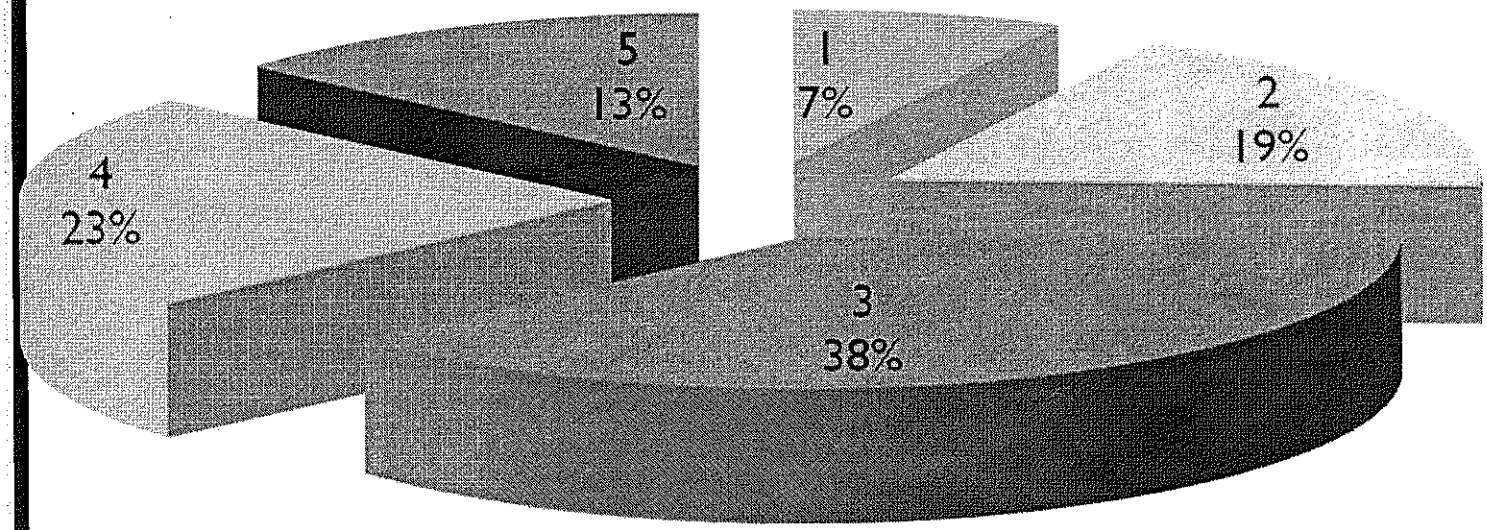
1	111
2	293
3	594
4	386
5	229



Sound Quality

Average	**3.17**
Standard Deviation	1.14

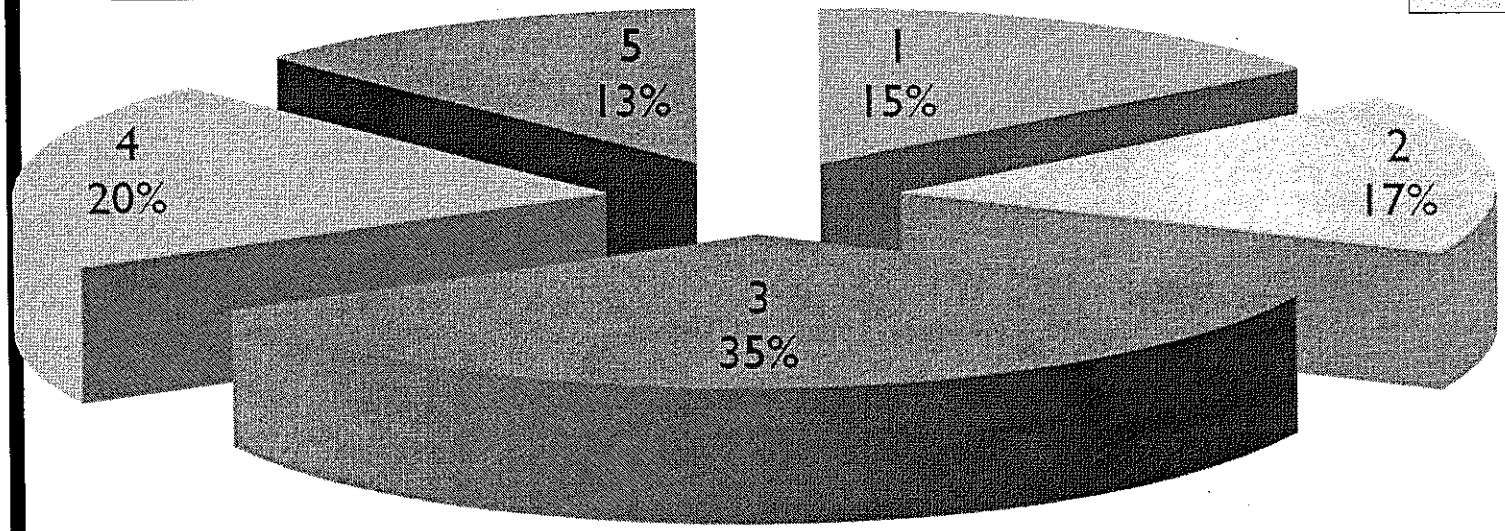
1	122
2	307
3	623
4	383
5	222



Billing Procedures: Accuracy

Average	**2.98**
Standard Deviation	1.21

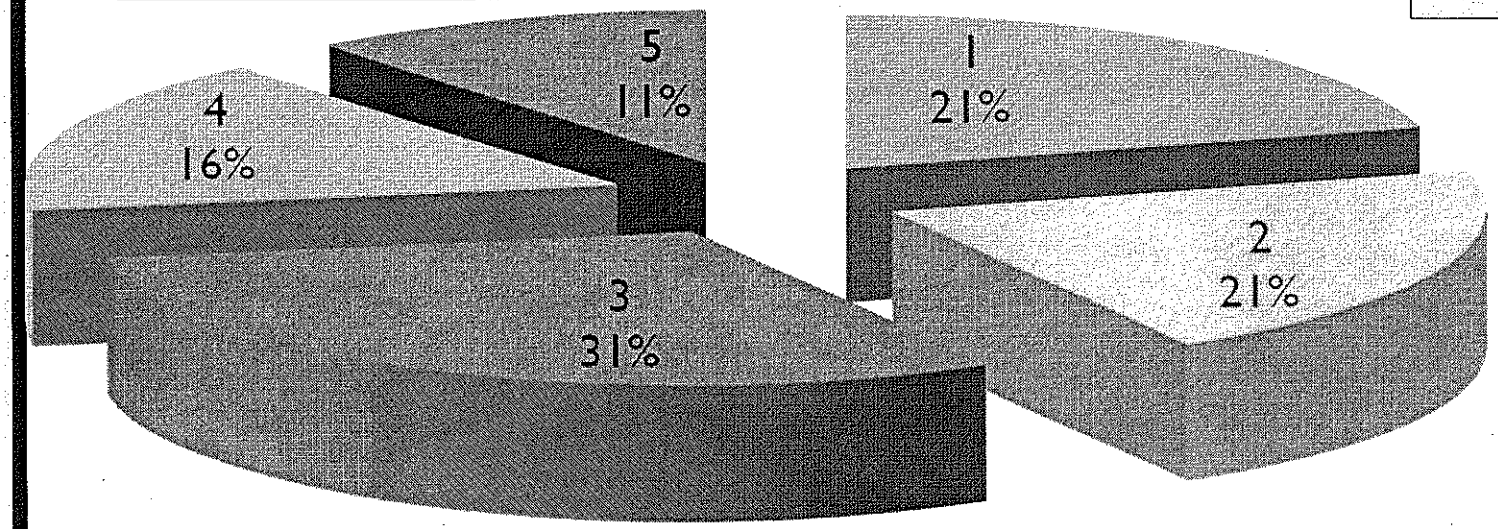
1	242
2	279
3	575
4	330
5	203



Billing Procedures: Resolution of Errors

Average	**2.76**
Standard Deviation	1.26

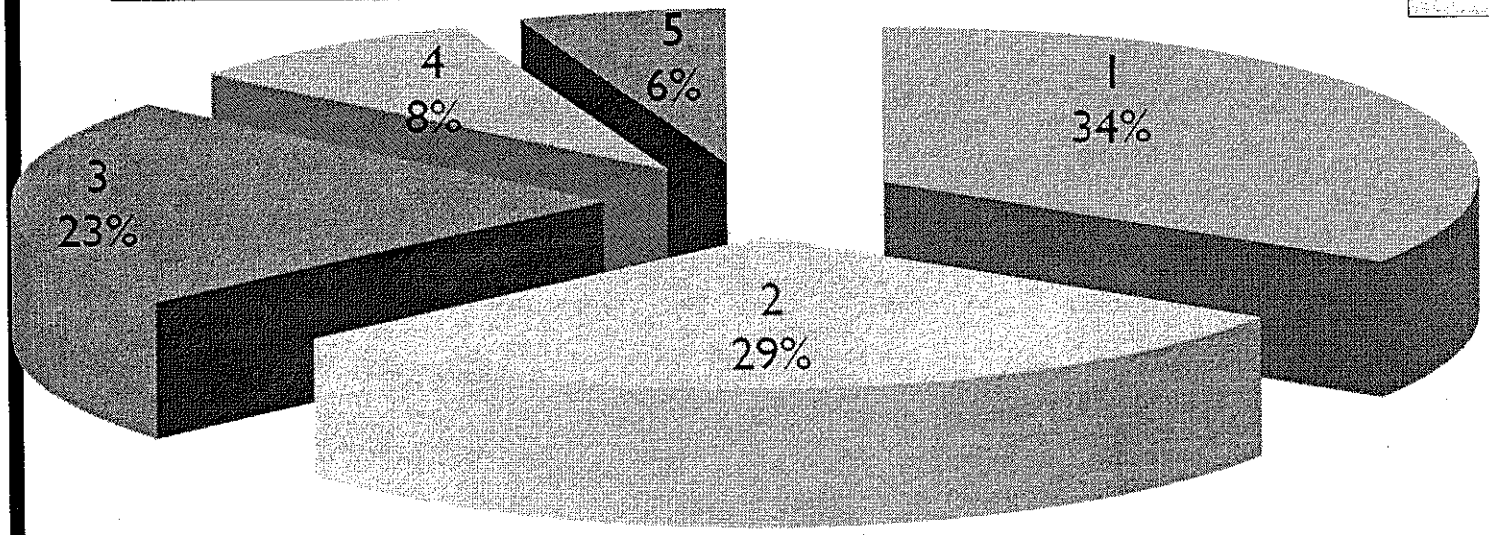
1	289
2	291
3	426
4	231
5	152



Cost of Basic

Average	**2.22**
Standard Deviation	1.17

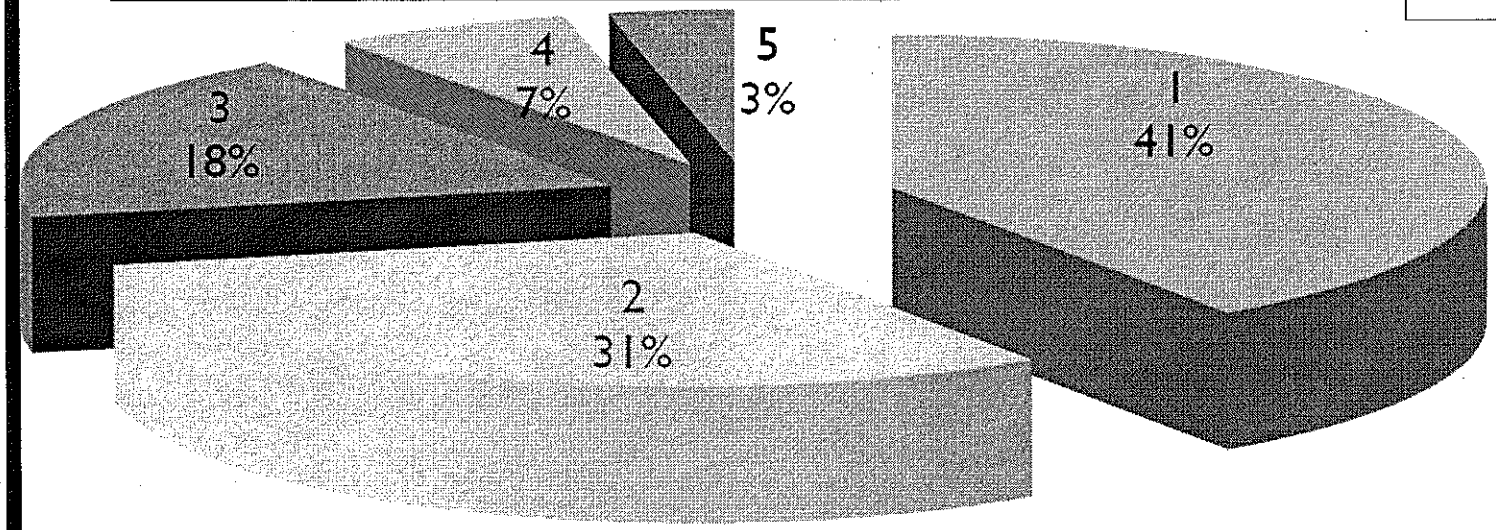
1	501
2	429
3	329
4	121
5	82



Cost of Extended Basic

Average	**2.02**
Standard Deviation	1.10

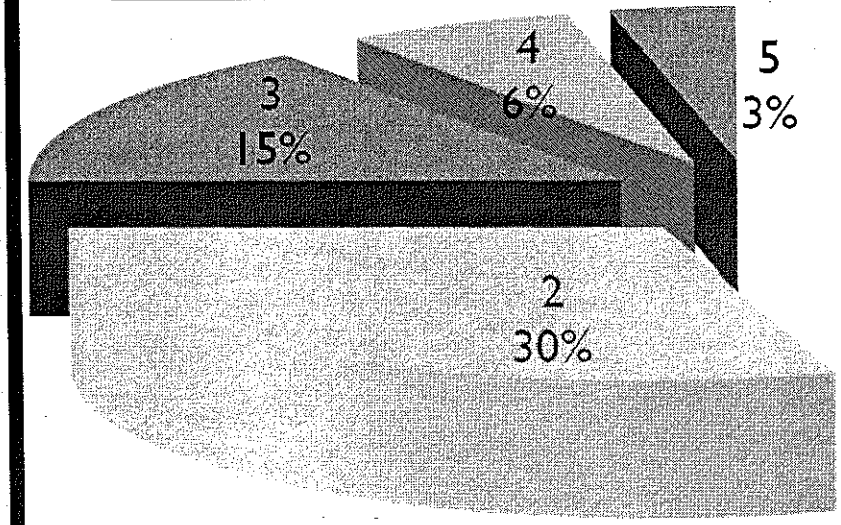
1	597
2	461
3	272
4	96
5	50

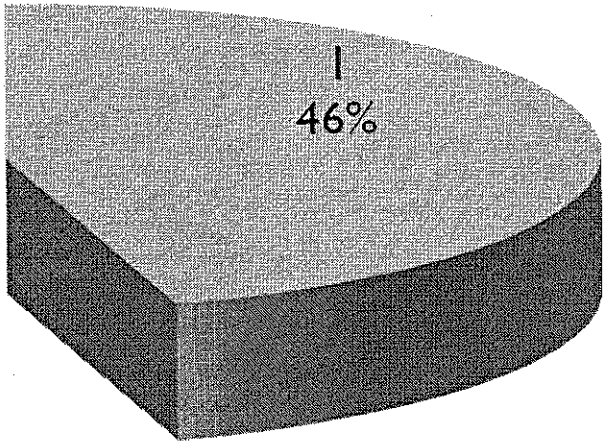


Cost of Premium Channels

Average	**1.92**
Standard Deviation	1.07

1	537
2	354
3	179
4	73
5	40

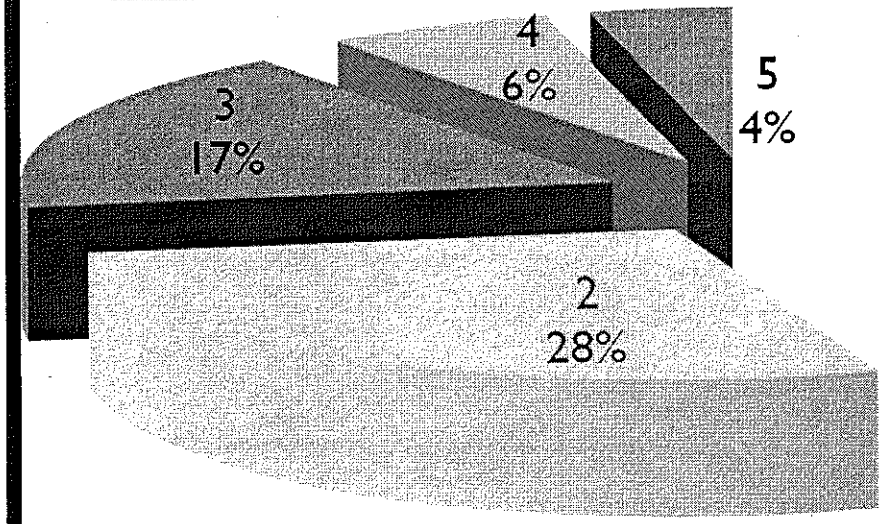


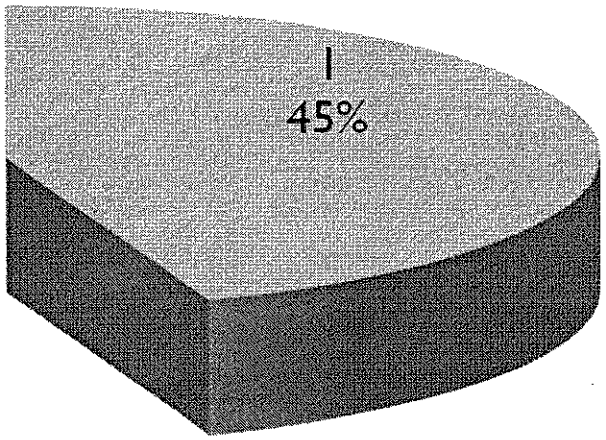


Cost of High Definition Channels

Average	**1.97**
Standard Deviation	1.10

1	510
2	322
3	200
4	71
5	44

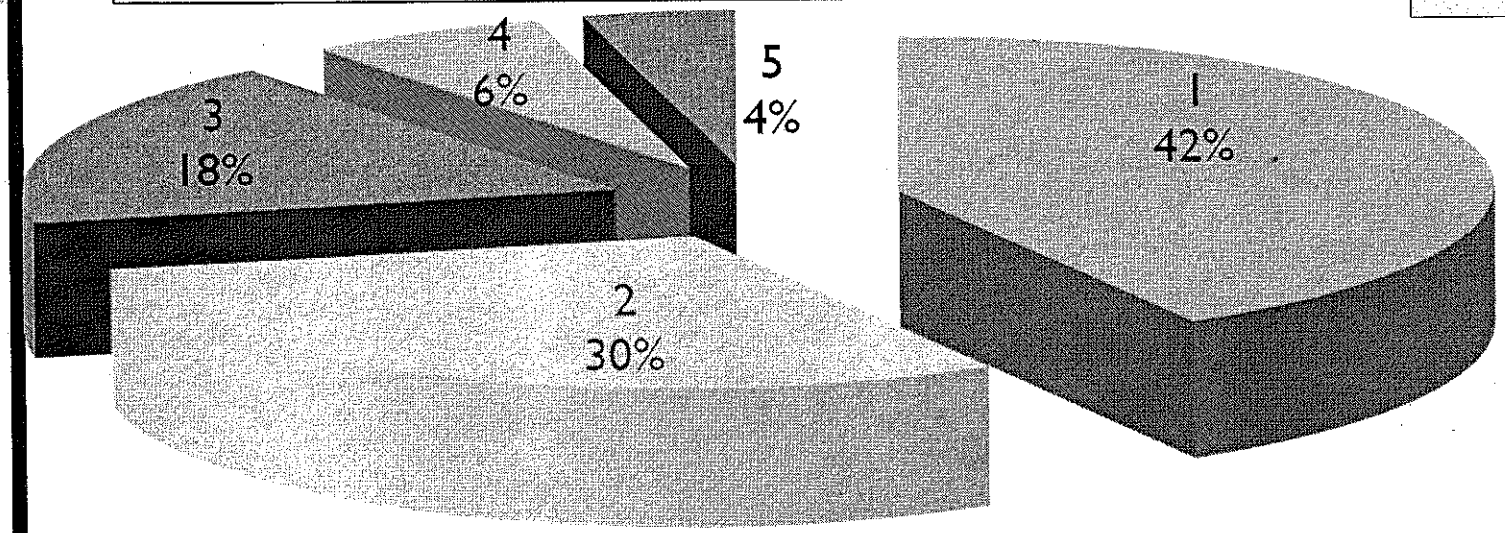




Cost of Pay-Per-View & On-Demand

Average	**2.01**
Standard Deviation	1.11

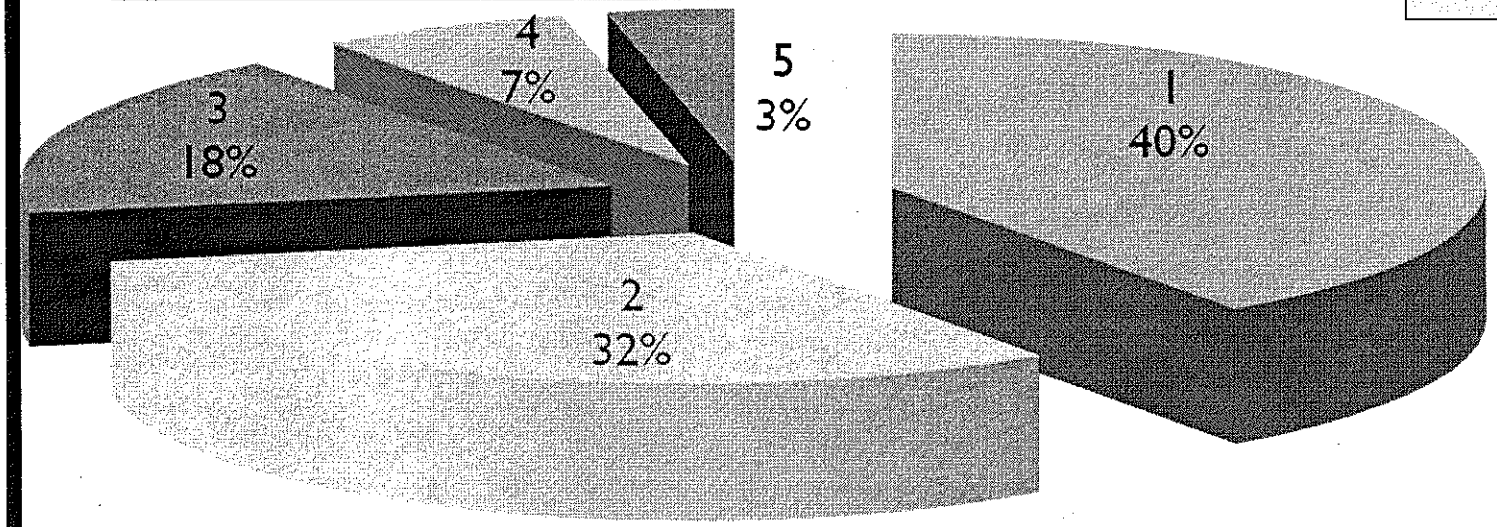
1	497
2	357
3	210
4	76
5	49



Overall Value for your Money of the Cable Service

Average	**2.01**
Standard Deviation	1.08

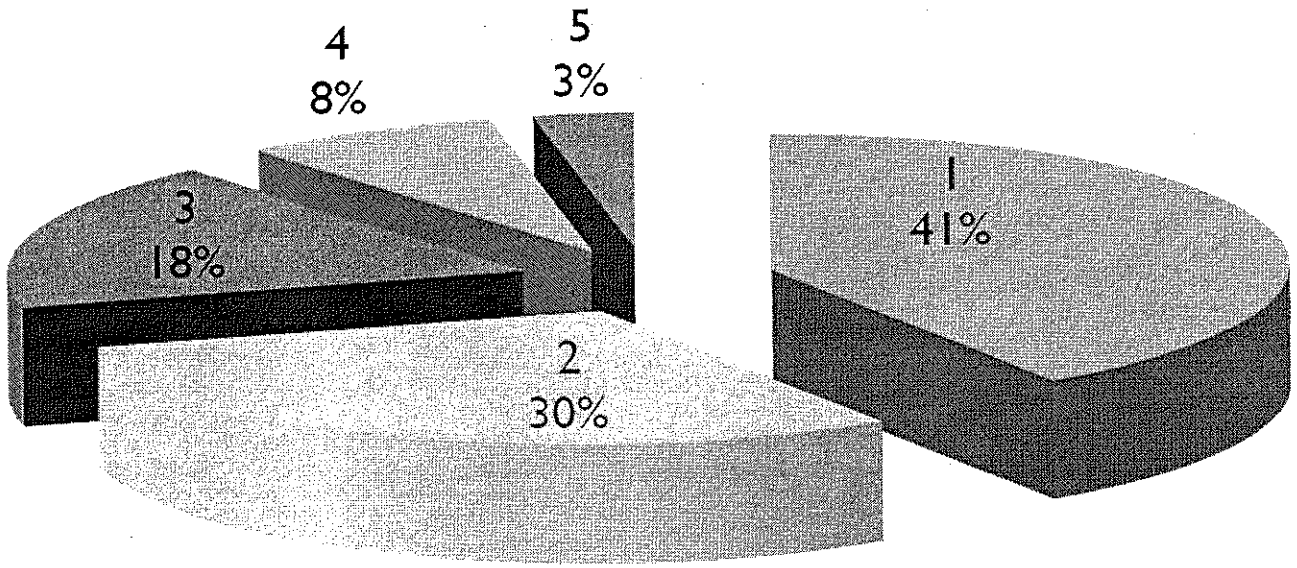
1	645
2	512
3	284
4	109
5	55



Overall Value for your Money of the Cable Service and Other Charter Services

Average	**2.02**
Standard Deviation	1.09

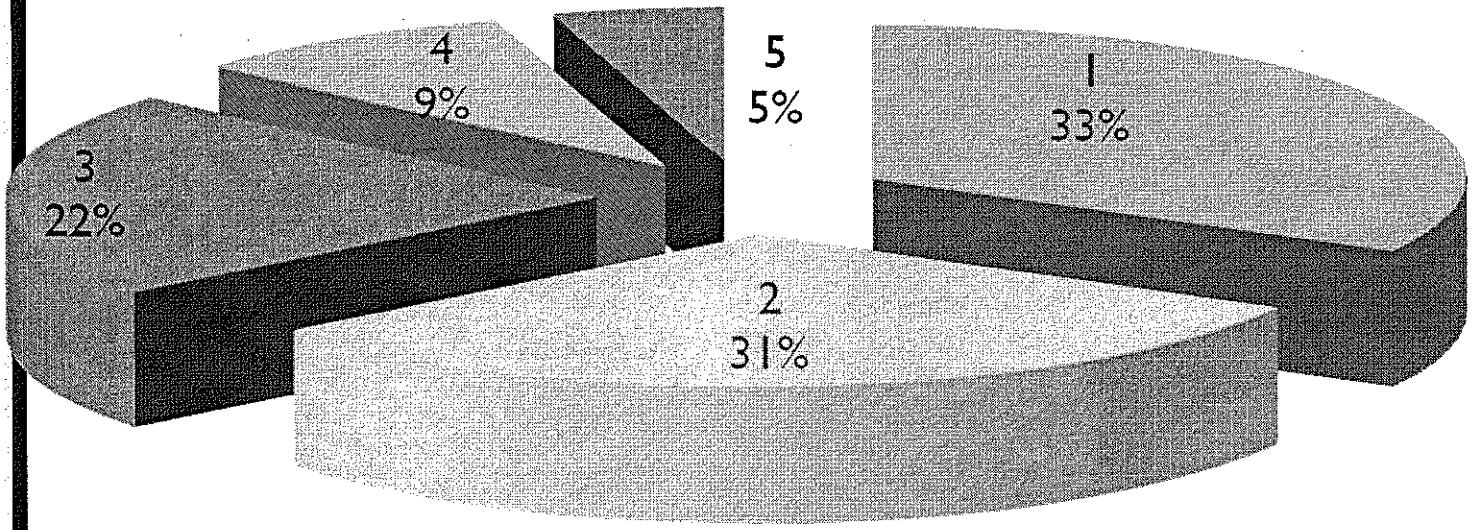
1	606
2	447
3	265
4	118
5	46



Overall Satisfaction with the Cable Service in Uxbridge

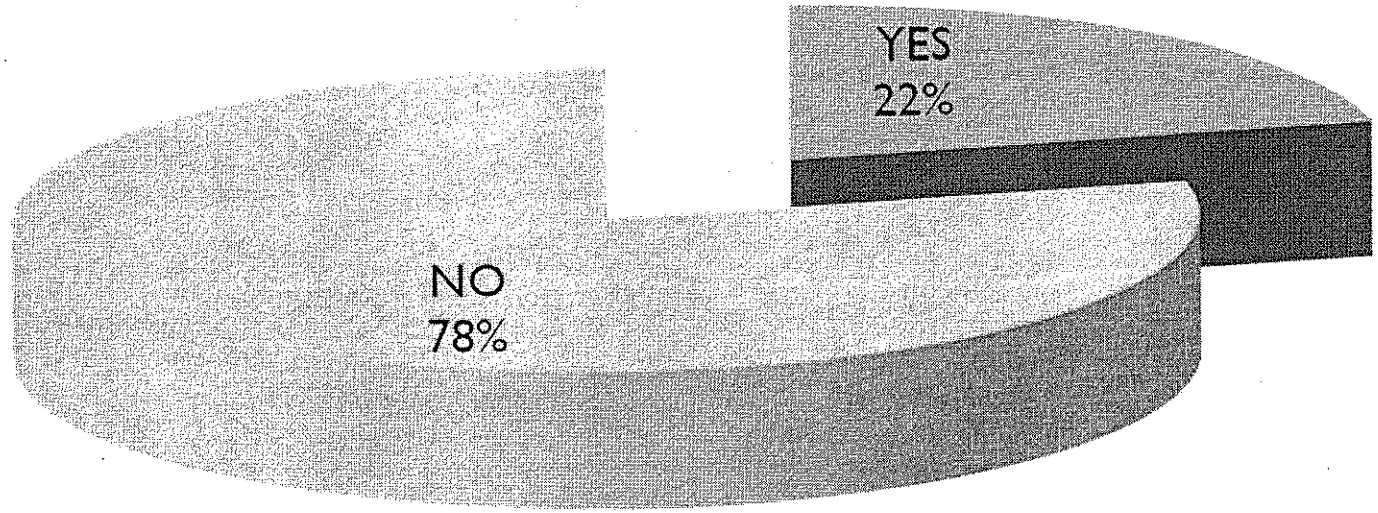
Average	**2.21**
Standard Deviation	1.13

1	542
2	512
3	363
4	147
5	76



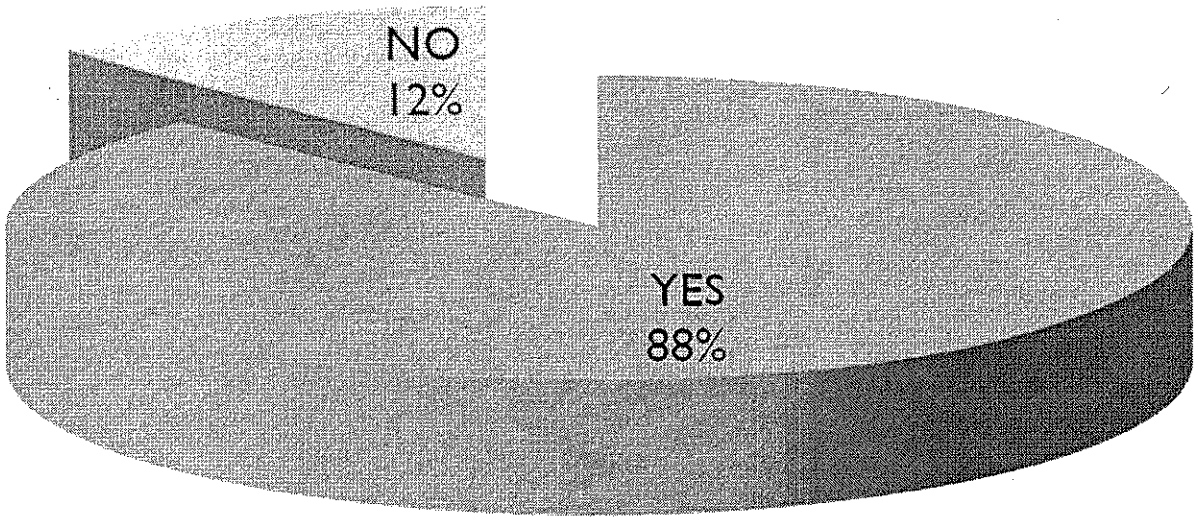
Have You Ever Discontinued Your Cable Service with Charter?

YES	375
NO	1368

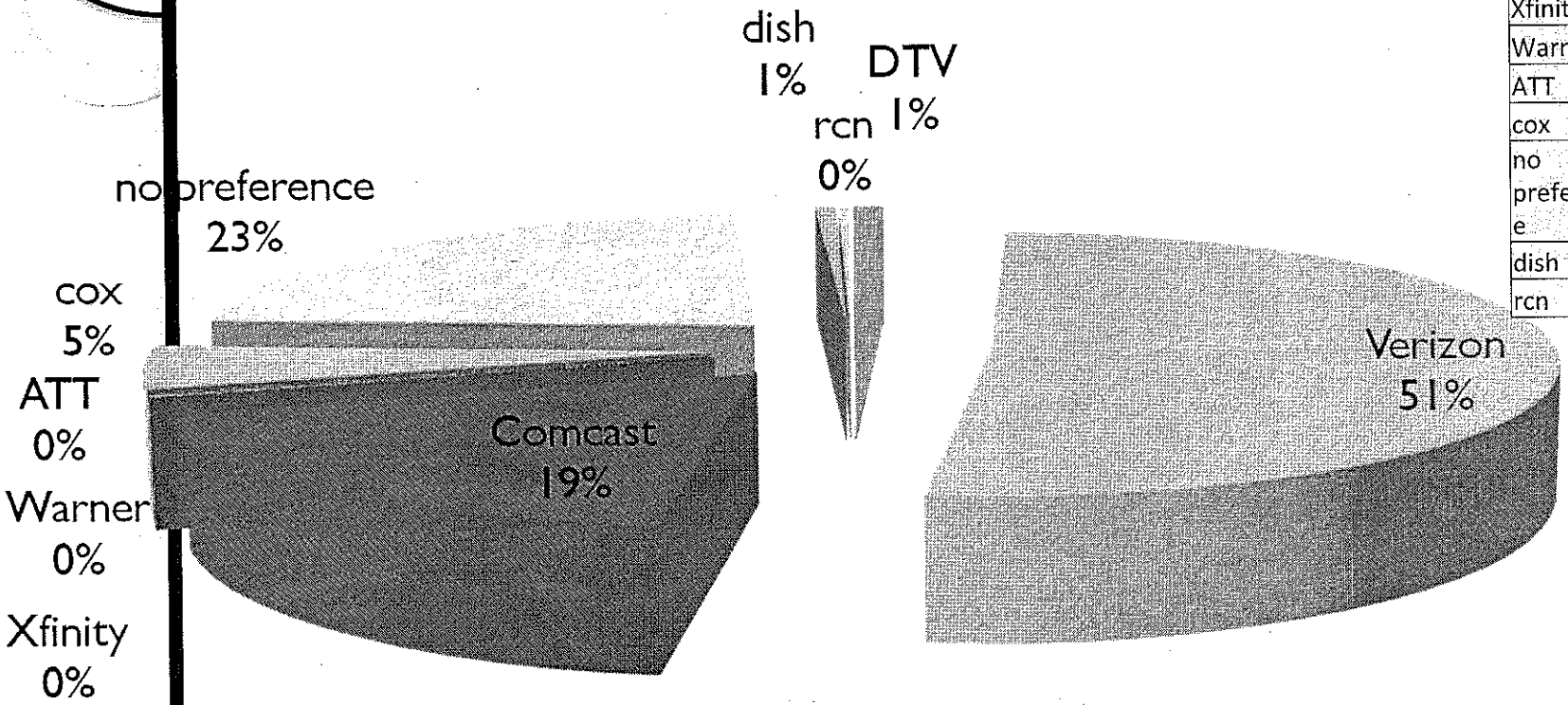


Would you like to see another cable company offer service in Uxbridge?

YES	1476
NO	209



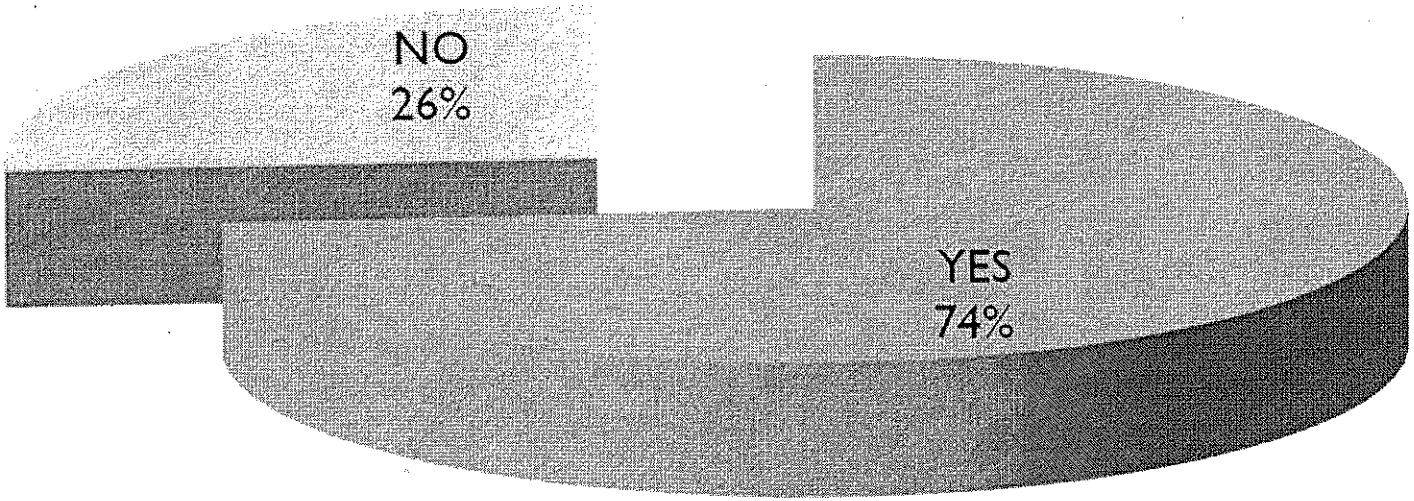
Which Company Would you Prefer?



DTV	12
Verizon	640
Comcast	231
Xfinity	1
Warner	1
ATT	1
cox	65
no preference	287
dish	8
rcn	4

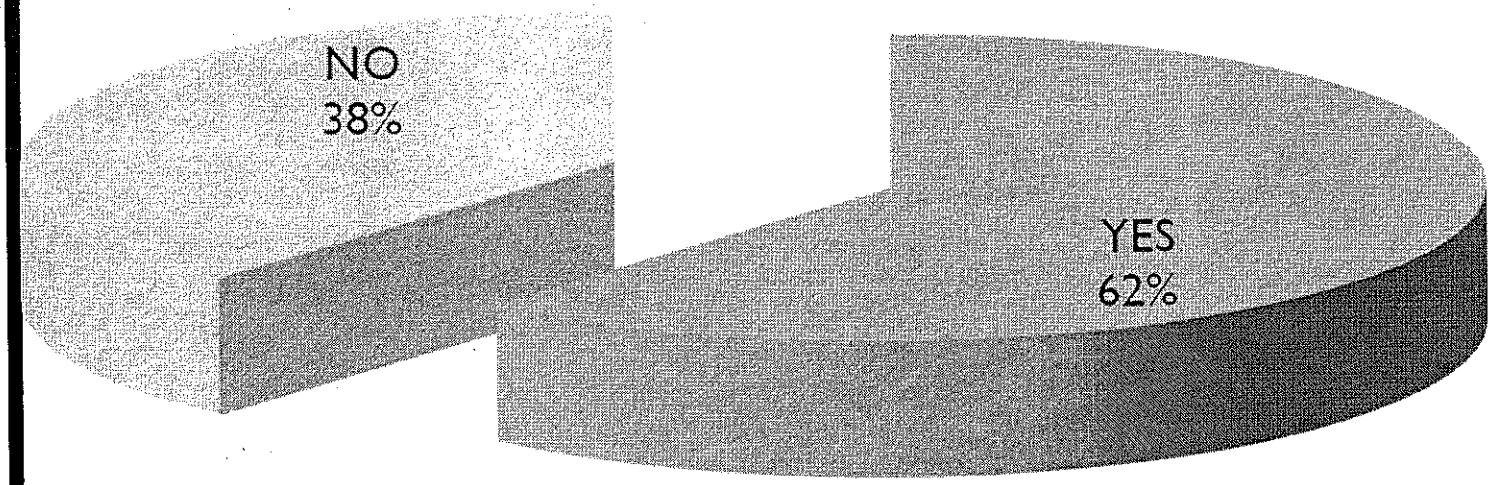
Have You Called Charter for Service Issues in the Past 12 Months?

YES	1111
NO	394



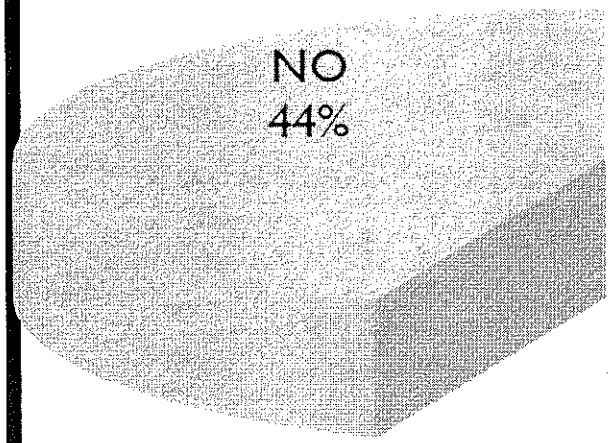
Was Your Problem Resolved in a Timely Manner?

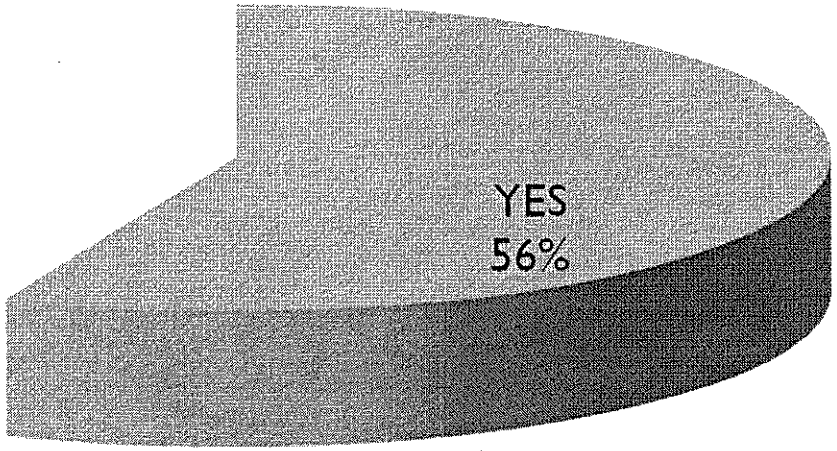
YES	719
NO	449



Have You Called Charter for Billing Issues in the Past 12 Months?

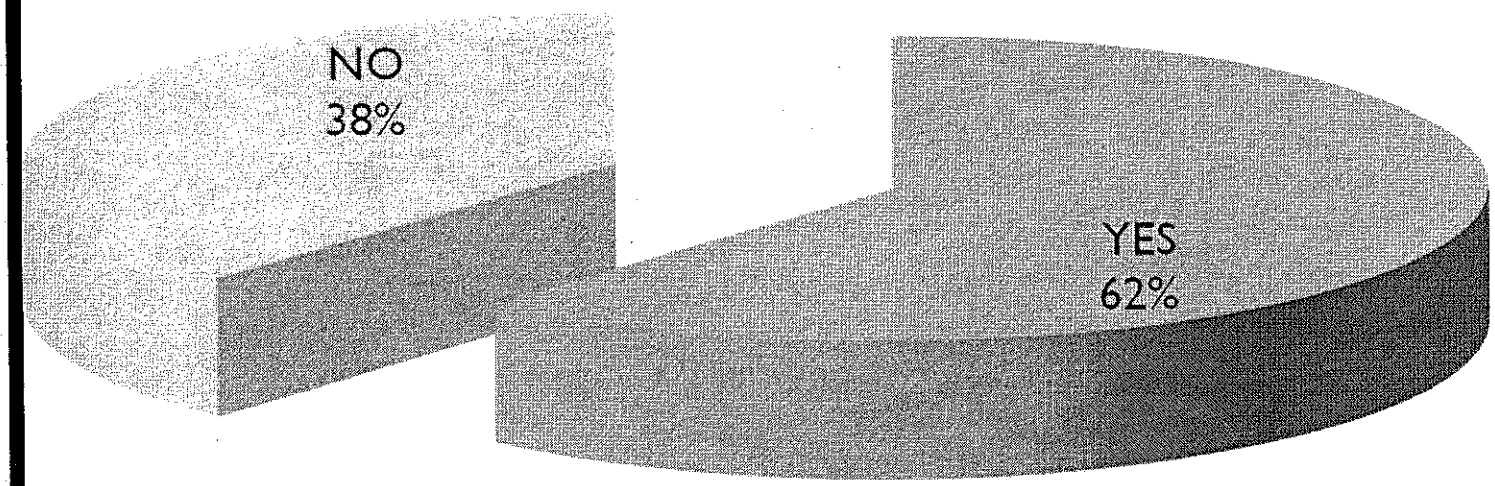
YES	835
NO	647





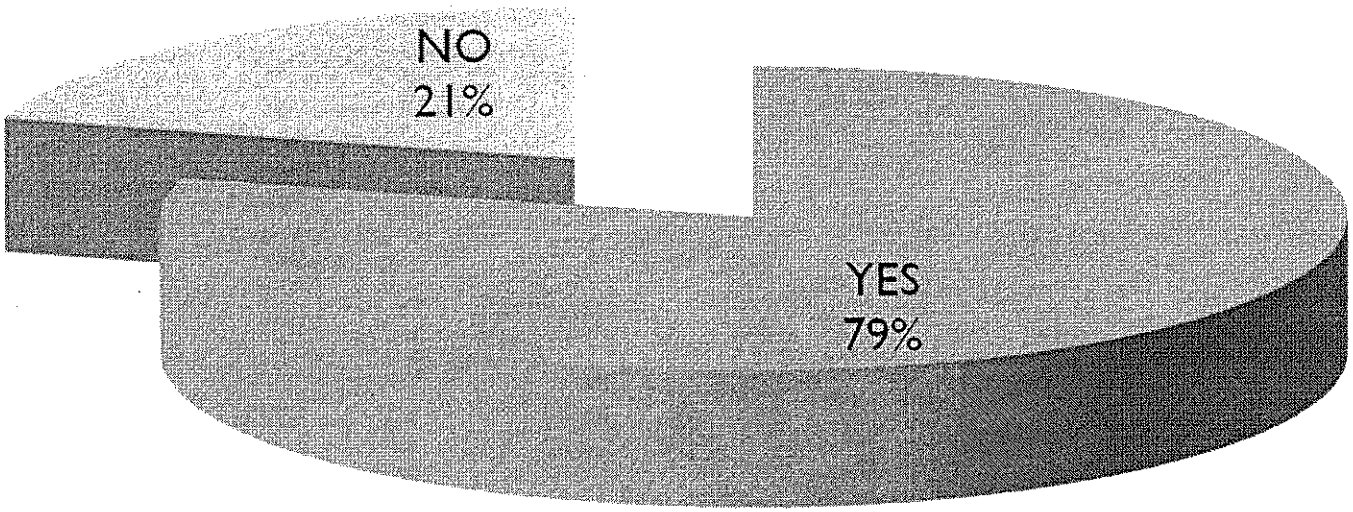
Was Your billing Problem Resolved in a Timely Manner?

YES	573
NO	356



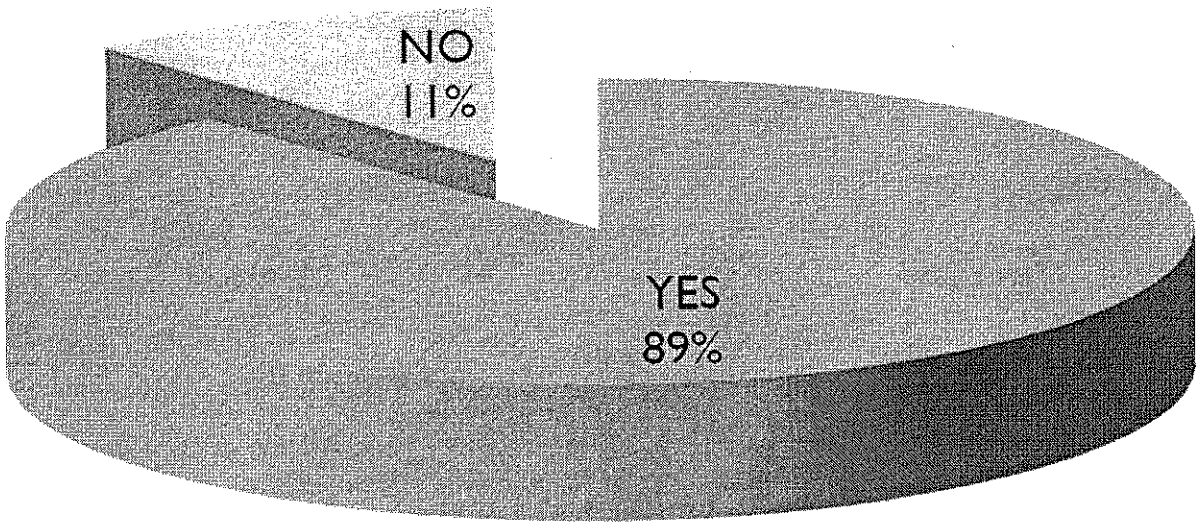
Would you like an Alacarte Menu?

YES	1122
NO	291



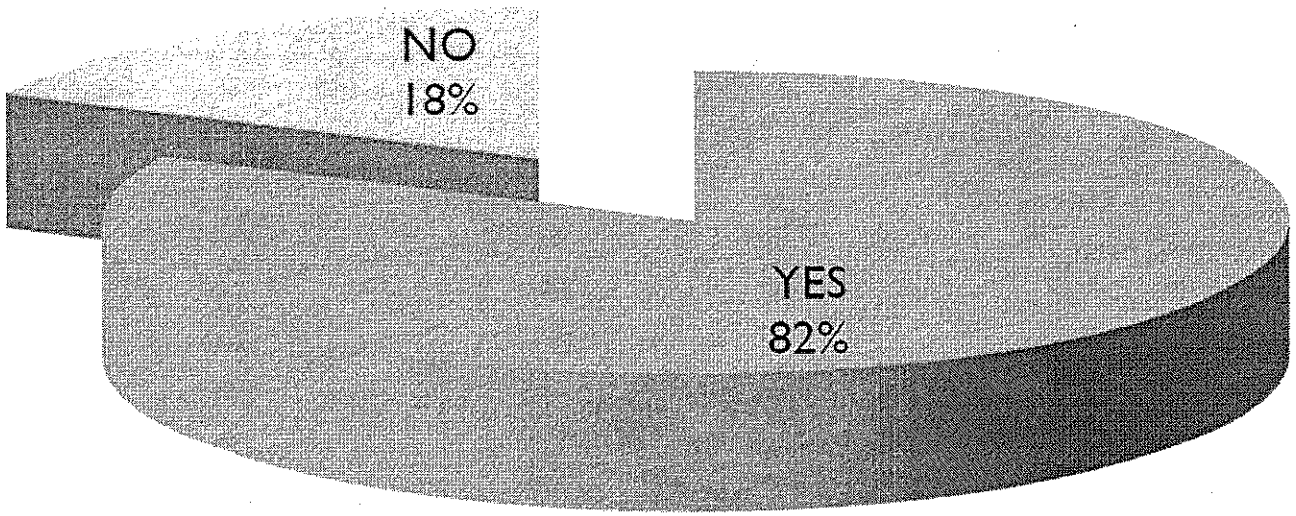
Do you Favor a Senior Citizen Discount on Basic Cable?

YES	1154
NO	148



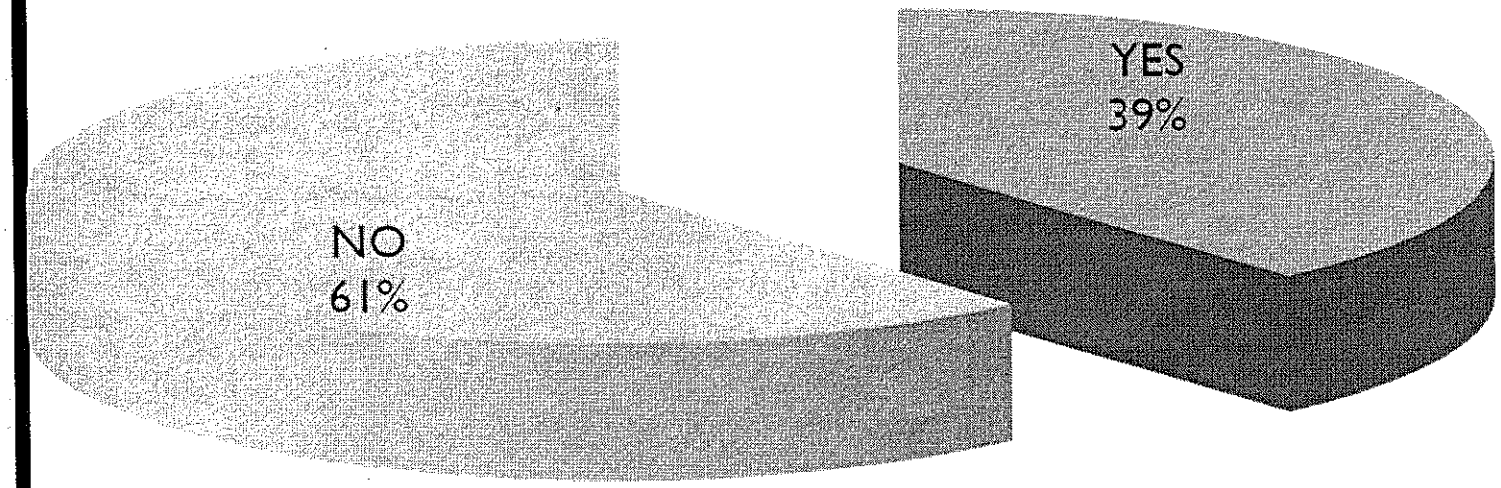
Do You Favor A Senior Citizen Discount on all Packages?

YES	1072
NO	231



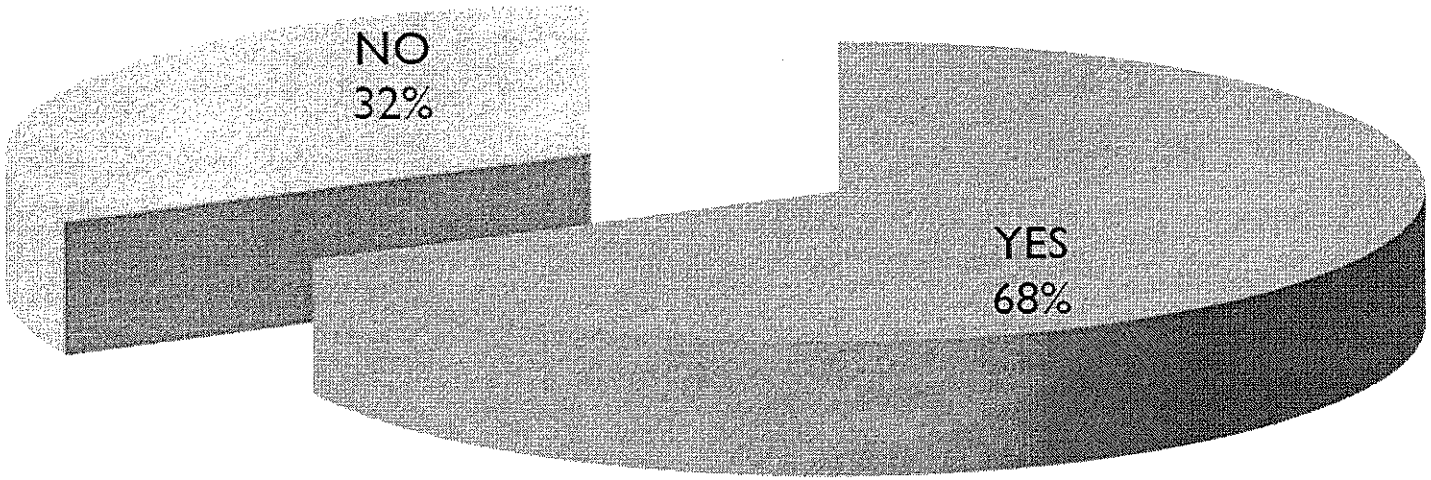
Would You Still Favor This Discount if the Cost was Passed on to Other Users?

YES	548
NO	870



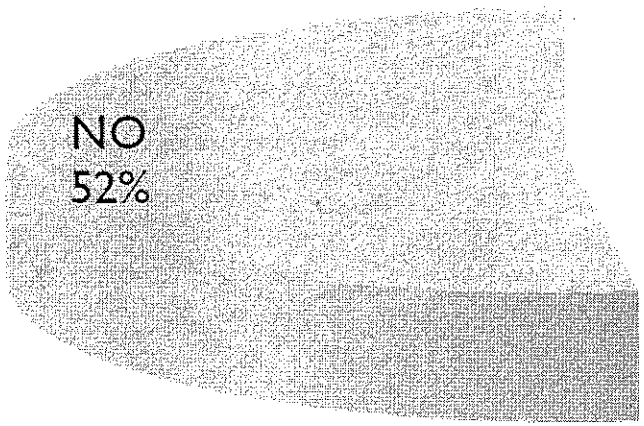
Do you Subscribe to Charter Internet?

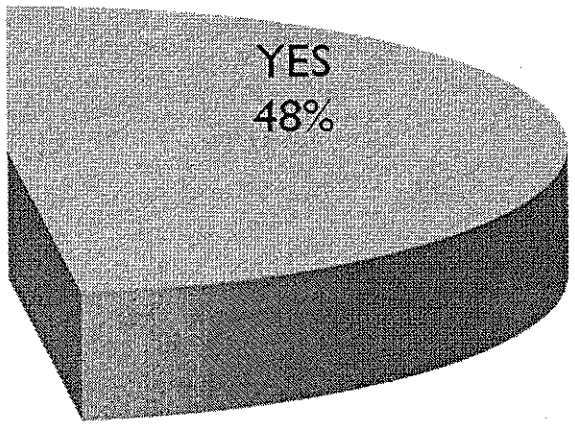
YES	943
NO	449



Do You Subscribe to Charter Phone Service?

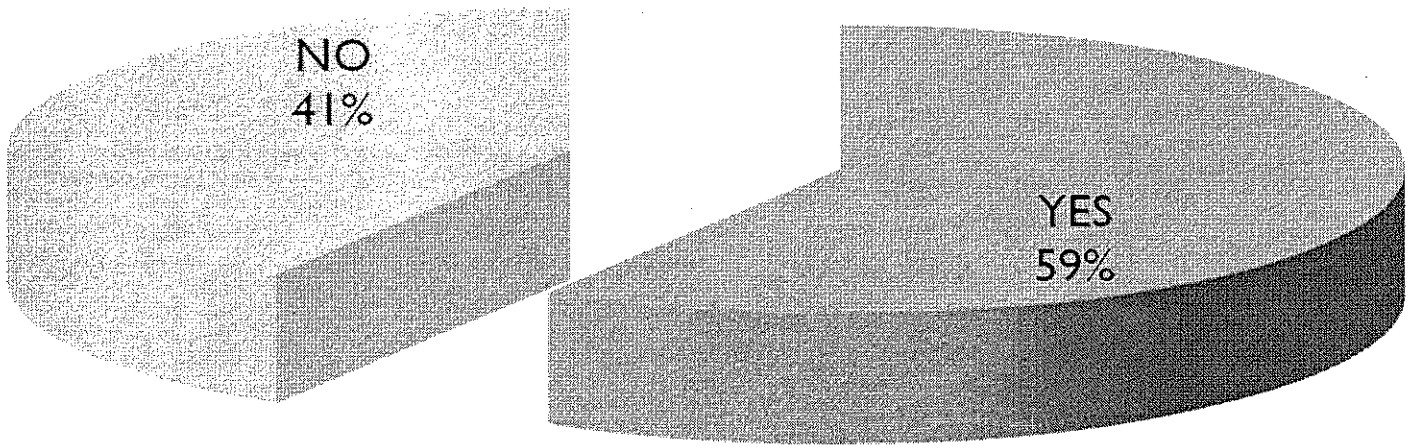
YES	714
NO	776





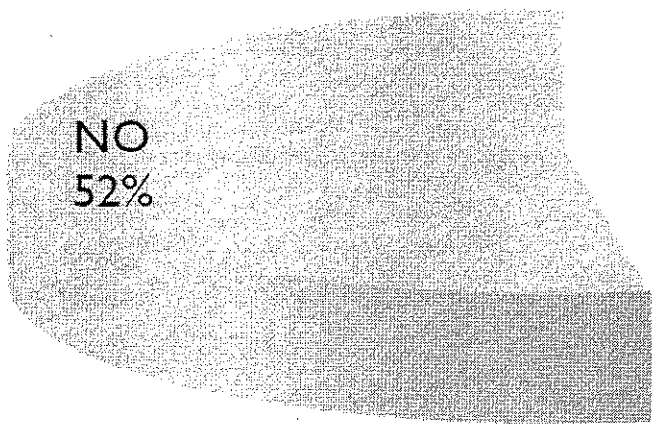
Do You Have your Charter Services Bundled?

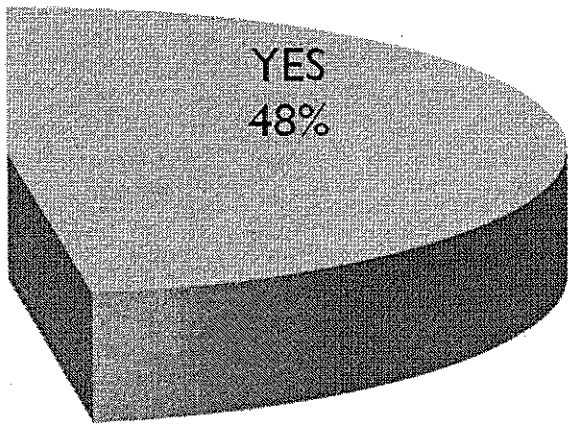
YES	859
NO	605



Have You Ever Used the VOD?

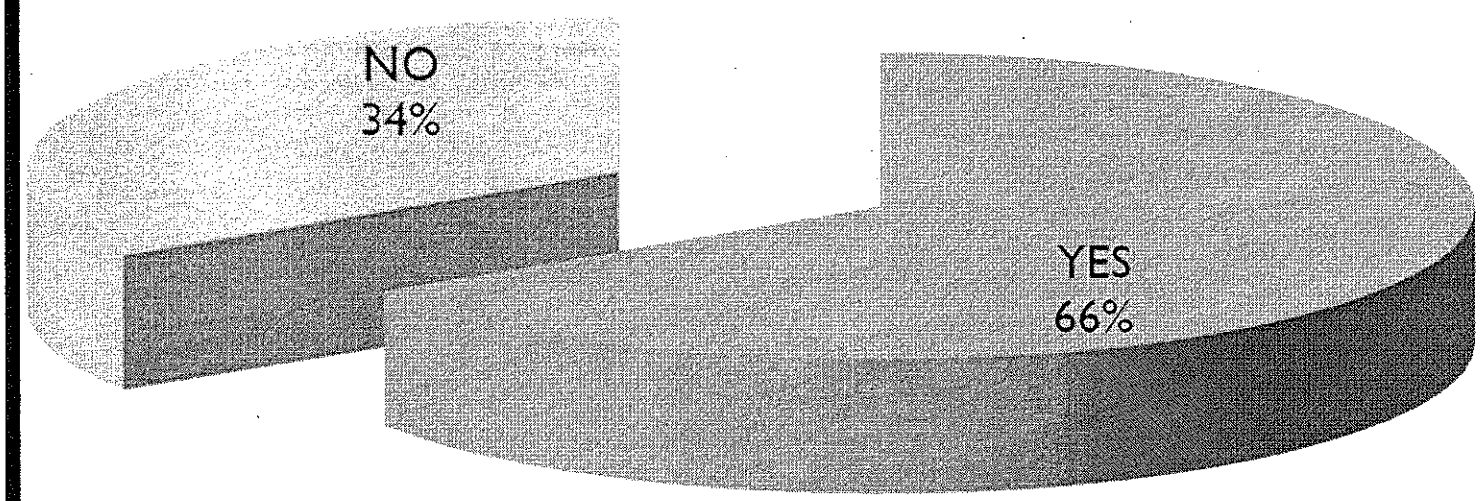
YES	707
NO	779





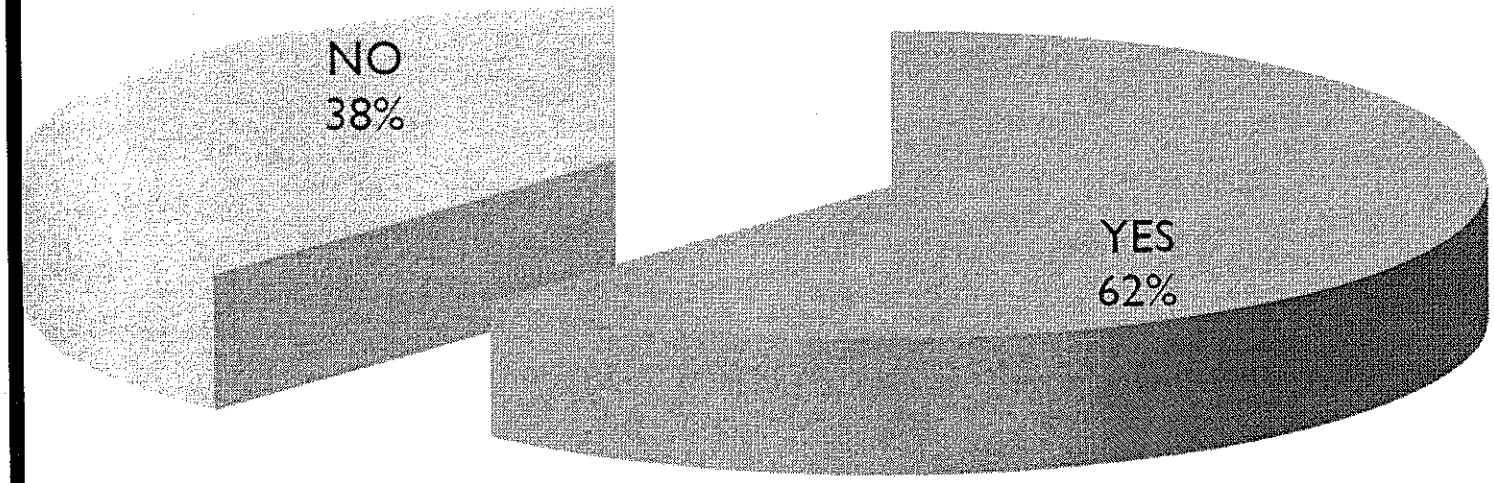
Do You have an HDTV?

YES	913
NO	476



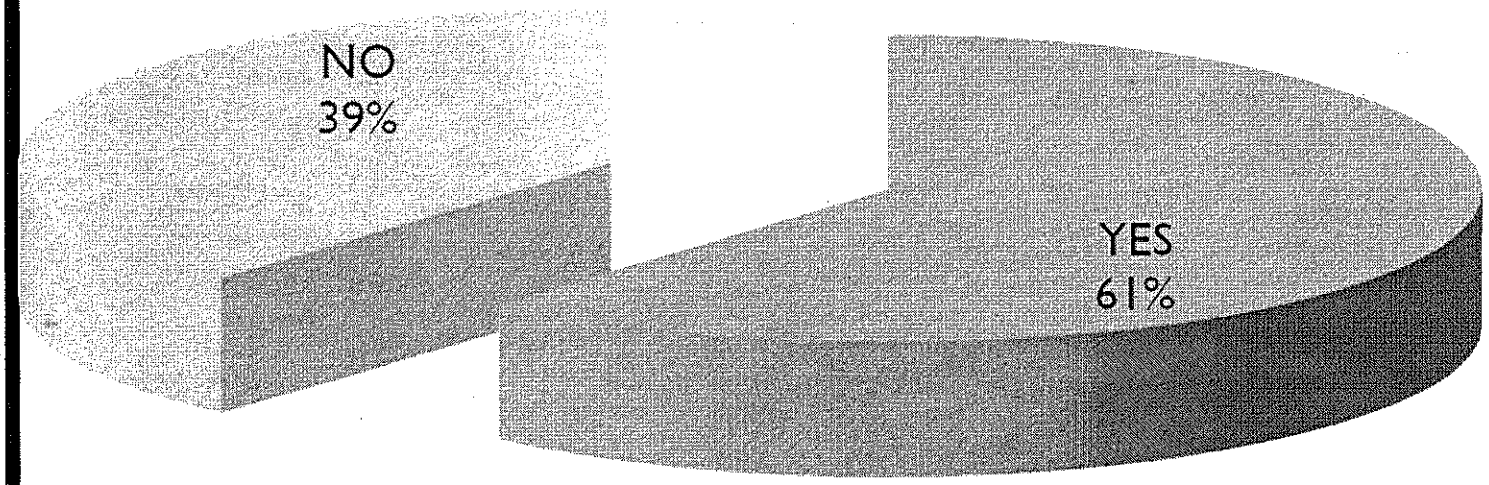
Do You Subscribe to High Definition Services?

YES	740
NO	457



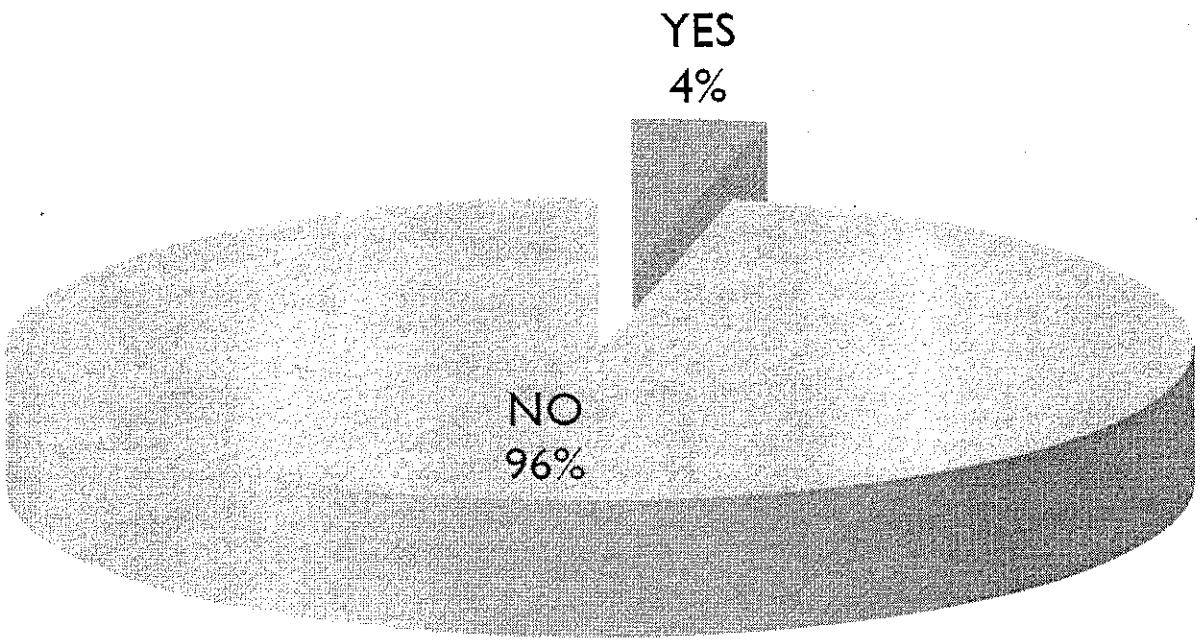
Would You Like to See a Charter Office in Uxbridge?

YES	873
NO	550



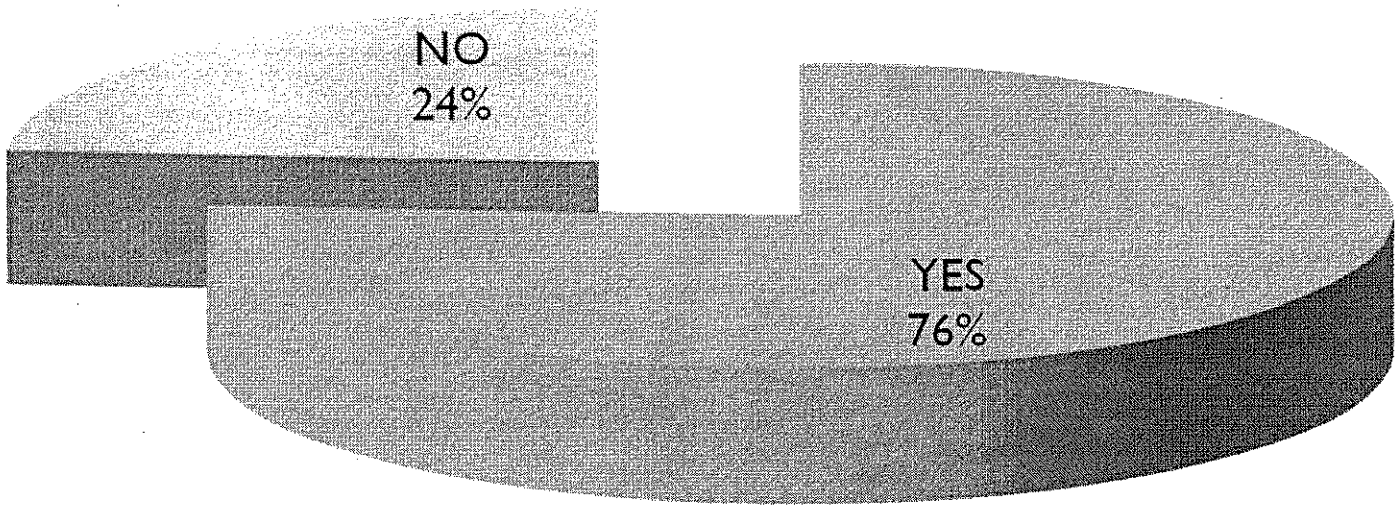
Would You Still Favor an Office if it Would Increase Your Bill?

YES	52
NO	1373

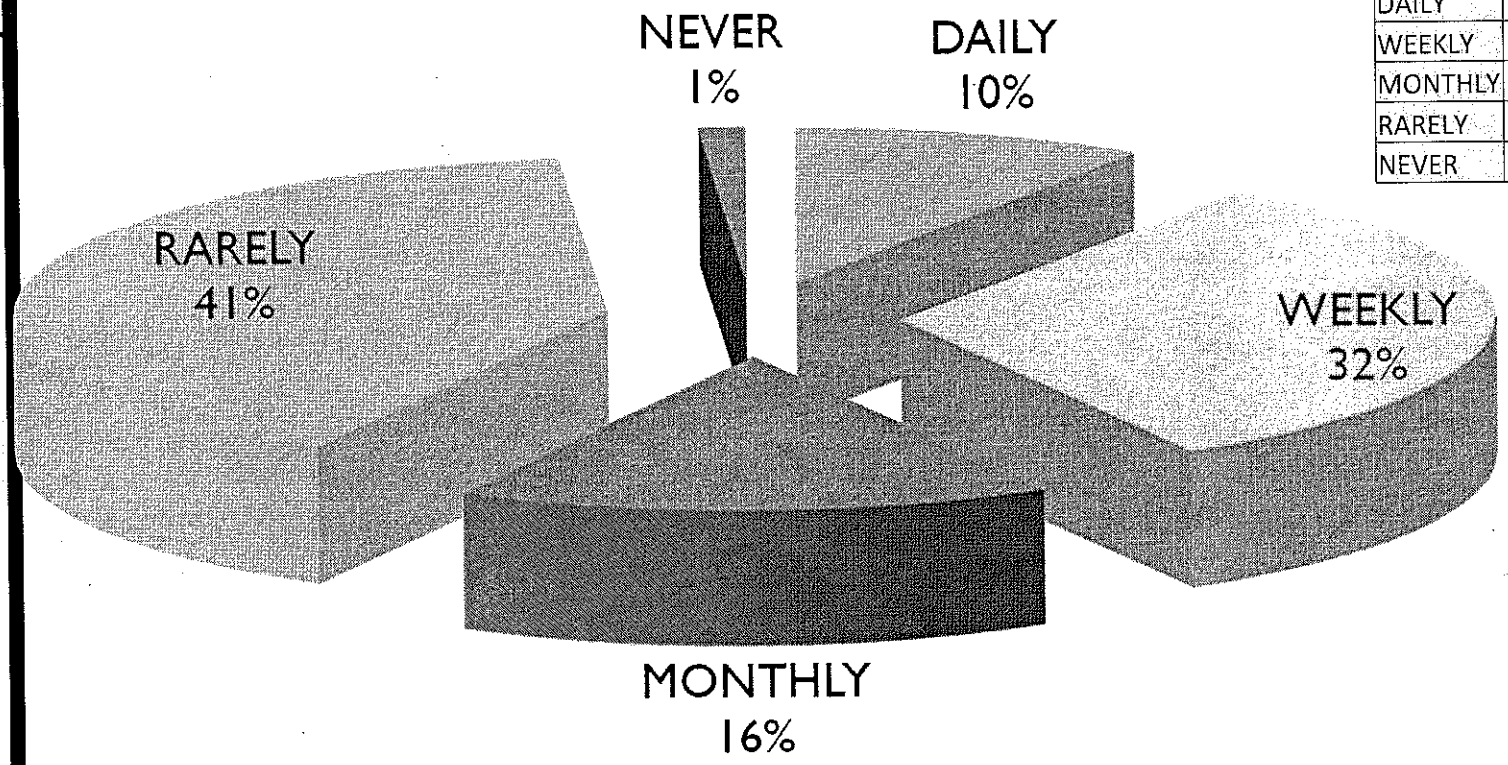


Have You Ever Watched UCTV?

YES	1119
NO	349



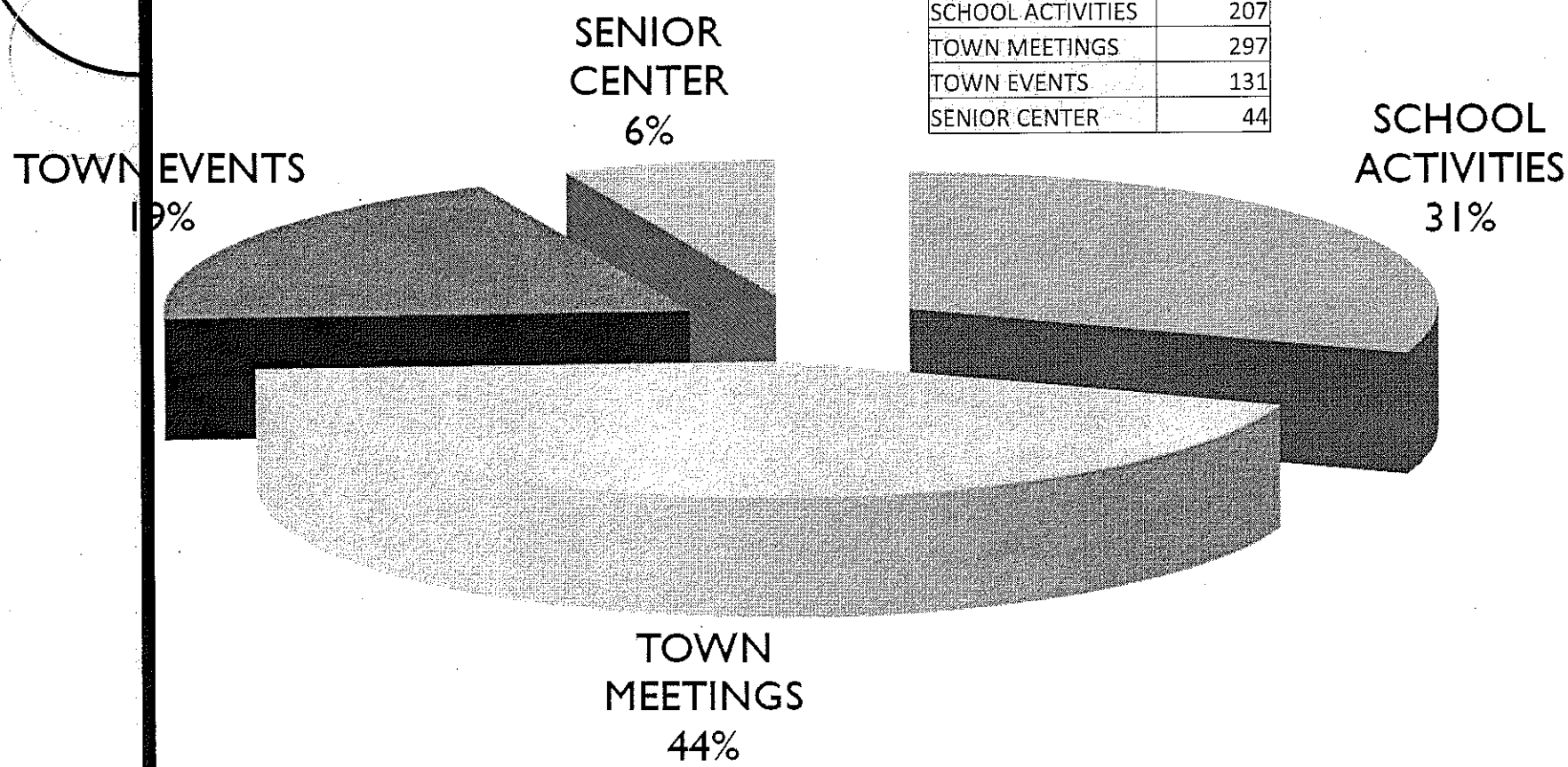
How Often do you Watch UCTV?



DAILY	107
WEEKLY	358
MONTHLY	180
RARELY	451
NEVER	14

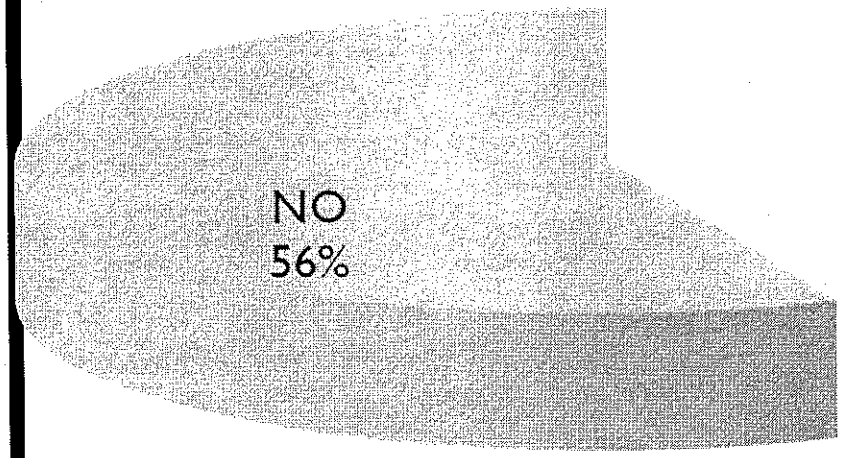
Which Shows do you Like?

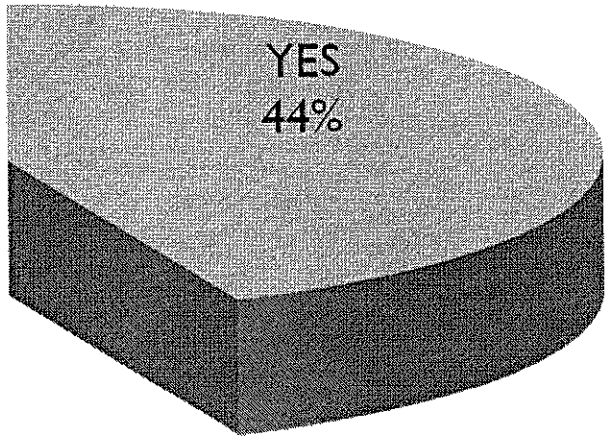
SCHOOL ACTIVITIES	207
TOWN MEETINGS	297
TOWN EVENTS	131
SENIOR CENTER	44



Do You Favor the 4.25% Charge for UCTV?

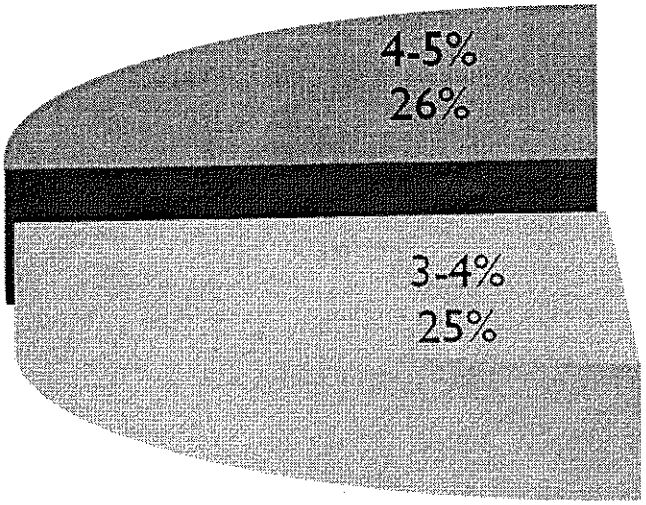
YES	605
NO	778

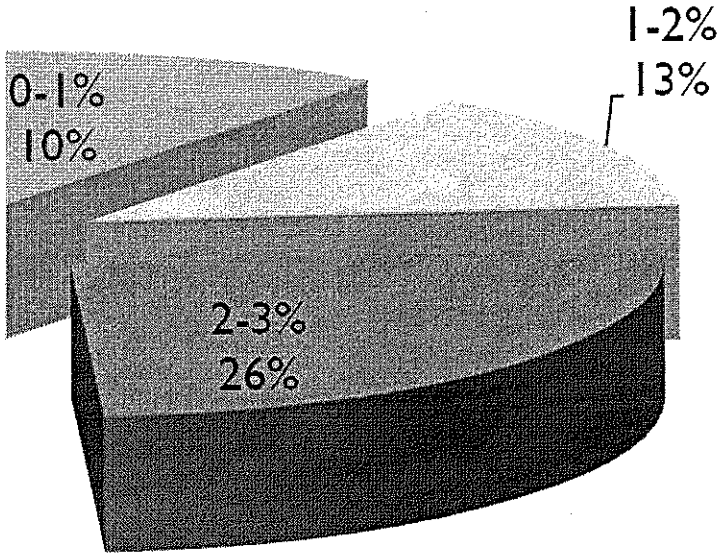




What Percentage Would You Like to See?

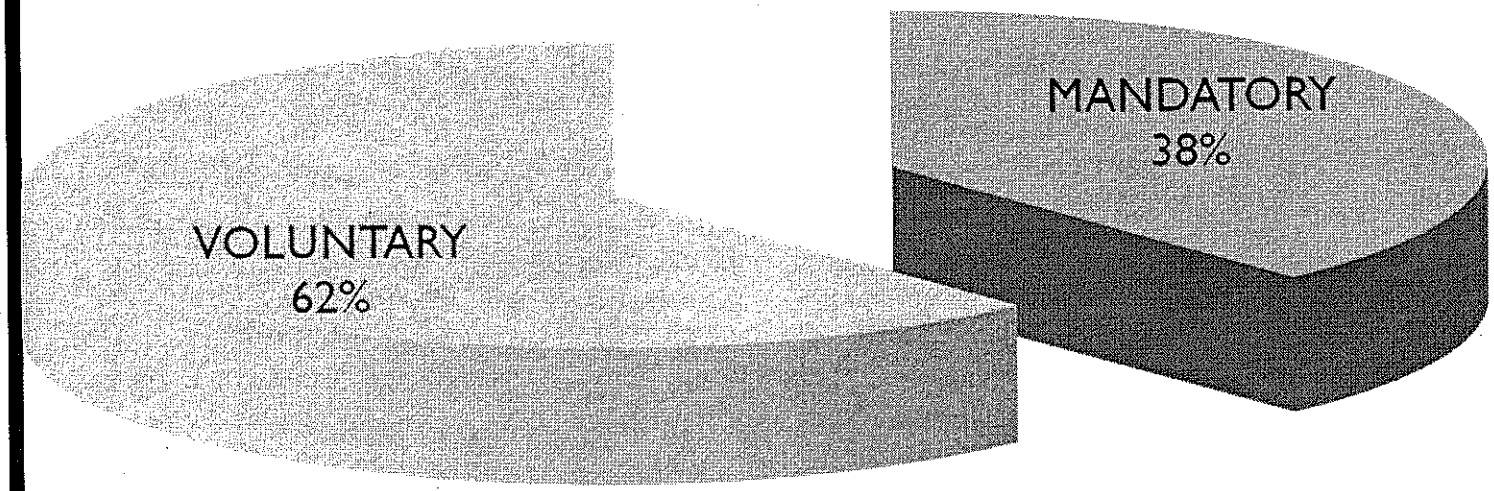
0-1%	76
1-2%	95
2-3%	186
3-4%	181
4-5%	189





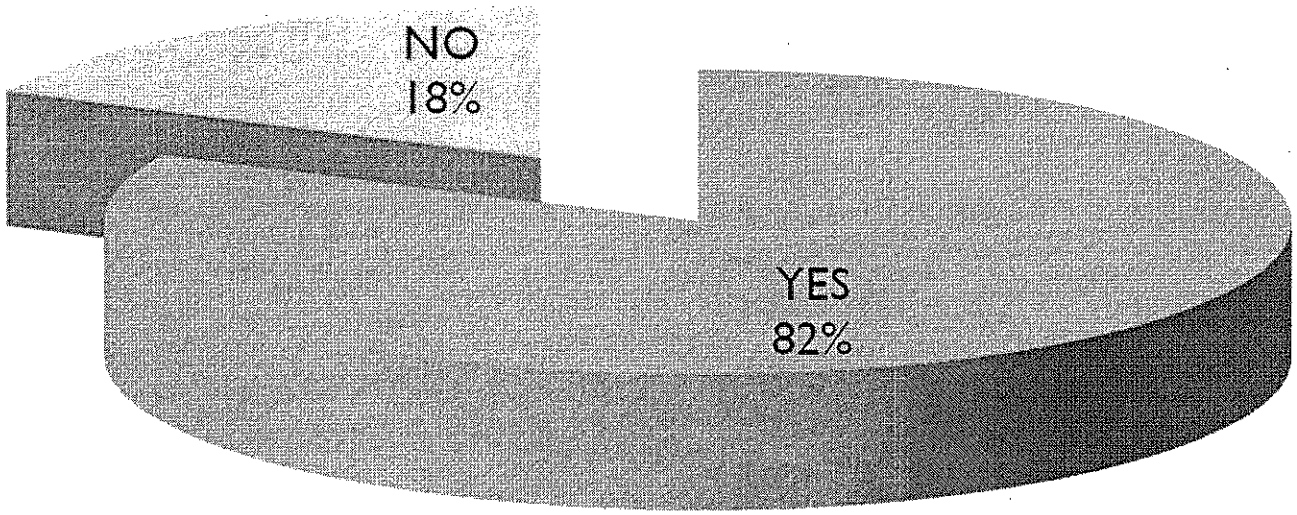
Should This Charge be Mandatory or Voluntary?

MANDATORY	484
VOLUNTARY	782



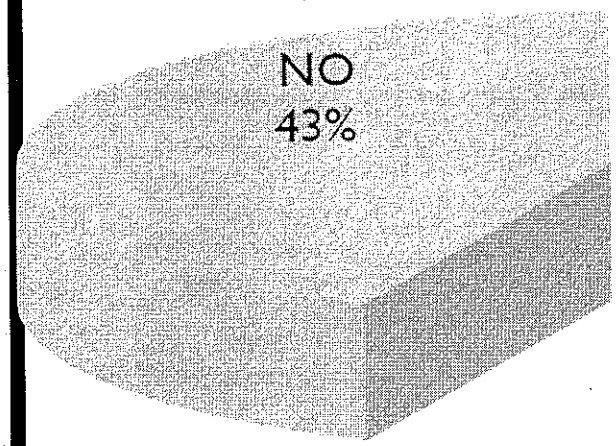
Should the Monies Raised be used only for UCTV?

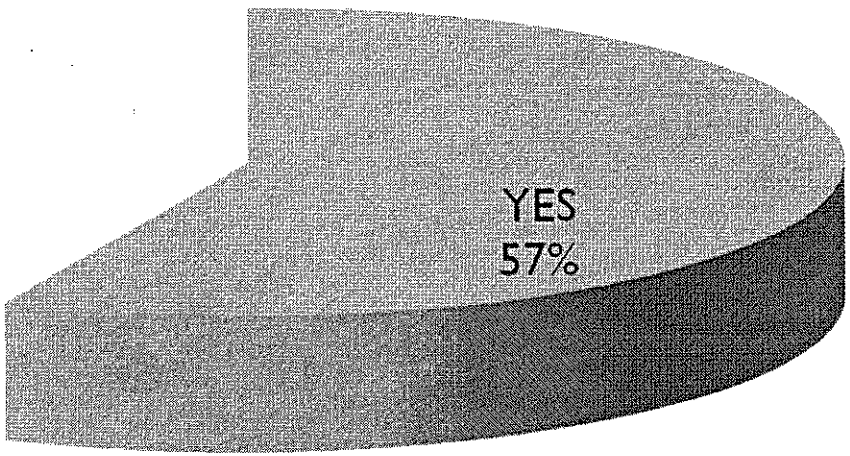
YES	981
NO	213



Should UCTV Include Programming from Other Communities in the Blackstone Valley?

YES	643
NO	490





Additional Comments

- ONLY IF OTHER COMMUNITIES ARE PAYING 4.25%
- CHARTER EQUIPMENT BREAKS ALL THE TIME. I've gone through 4 cable boxes in less than year
- NOT SURE ABOUT SURCHARGES. JUST MAKE SURE DEBITS EQUAL CREDITS
- UCTV NEEDS TO BE INDEPENDENTLY RUN.
- CHARTER TAXATION MONEY SHOULD ONLY BE USED FOR CABLE PROGRAM CHANNELS 11-13 EXPENSES. MONEY NOT TO BE USED FOR OTHER TOWN GOVERNMENT EXPENSES.
- IMPORTANT VOTES COMING UP. WE PAY WAY TOO MUCH FOR CABLE.
- HIGH SCHOOL SPORTING CONTESTS TO INCLUDE PLAYOFFS AND CHAMPIONSHIP GAMES
- GET RID OF CHARTER, OFFER SOMETHING ELSE
- TOO EXPENSIVE, BILLING ISSUES ARE DIFFICULT TO RESOLVE
- COMPETION IS NEEDED
- EXTENDED BASIC TO EXPENSIVE FOR RETIREES
- CHARTER CHANGES PACKAGES/PLANS TOO OFTEN AND FORCED TO GET UNWANTED CHANNELS
- CHARTER IS OVERPRICED AND OVERRATED. CUSTOMER SERVICE IS HORRIBLE
- MOVED FROM STURBRIDGE, TANTASQUA UNION 61 HAD A GREAT MEDIA SET UP FOR A STUDENT RUN TV STATION, WOULD LIKE TO SEE THAT OPPORTUNITY HERE
- BRING BACK HALLMARK TO BASIC
- I HAVE FILMED SPORTING EVENTS IN THE PAST FOR UHS AND BARRY GILES WAS VERY HELPFUL HELPING ME TO GET GOING. I THINK HE DOES A GREAT JOB!
- CHARTER IS A MONOPOLY IN THIS TOWN
- THANK YOU FOR ASKING