

# City of Hermosa Beach Cable Television Survey

1. Are you presently a subscriber to cable television?

- Yes  
 No

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

If no, have you ever subscribed to cable within the City of Hermosa Beach?

- Yes  
 No

2. If not presently subscribing to Adelphia's cable service in Hermosa Beach, what are the reasons?

- |   |  |
|---|--|
| <input type="checkbox"/> Rates too high                   | <input type="checkbox"/> Don't like cable programming      |
| <input type="checkbox"/> Don't watch much t.v.            | <input type="checkbox"/> Cable not available to me         |
| <input type="checkbox"/> Customer service is poor         | <input type="checkbox"/> Picture quality is poor           |
| <input type="checkbox"/> Satisfied with broadcast t.v.    | <input type="checkbox"/> Use other service                 |
| <input type="checkbox"/> Too many foreign stations        | <input type="checkbox"/> Only interested in sports         |
| <input type="checkbox"/> Did not care for channel options | <input type="checkbox"/> Programming not suitable for kids |
| <input type="checkbox"/> Rates                            | <input type="checkbox"/> Other: _____                      |

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

- Yes  
 No

If yes:

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

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

4. If you are not a cable television subscriber, do you subscribe to satellite video service?

Yes

No

If yes, which service?

Direct TV

DISH Network

Other: \_\_\_\_\_

5. Why do you subscribe to cable television?

No reception without it

Movies

Variety of programs

Sports

Other: \_\_\_\_\_

6. Please indicate the type(s) of service you currently subscribe to from Adelphia

Basic

Expanded basic

Digital Service (basic or digital plus)

Adelphia package without high speed internet

Adelphia package with high speed internet

7. Approximately how much per month do you spend on cable television services provided by Adelphia?

\$30 - \$39

\$40 - \$49

\$50 - \$59

\$60 - \$69

\$70 or more

8. Using a scale of 1 to 5 (1 is unacceptable, 5 is excellent), please rate the following aspects of cable TV service:

Picture quality

Signal reliability

Program quality

Program variety

Sound quality

Remote control unit

Converter box

Positions of channels

9. Using a scale of 1 to 5 (1 is unacceptable, 5 is excellent), please rate the following aspects of cable TV customer service:

- |  |   |
|--|---|
| <input type="checkbox"/> Customer assistance | <input type="checkbox"/> Telephone response |
| <input type="checkbox"/> Office hours access | <input type="checkbox"/> Courtesy of staff  |
| <input type="checkbox"/> Billing practices   | <input type="checkbox"/> Inquiry follow-up  |
| <input type="checkbox"/> Phone time on hold  | <input type="checkbox"/> Repair service     |

10. Have you experienced any of the telephone problems listed below when calling customer service in the past year? (Mark all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Lines are always busy | <input type="checkbox"/> Constant automated recordings |
| <input type="checkbox"/> Long time on hold     | <input type="checkbox"/> Constant phone ads            |

11. Have you experienced any of the problems listed below in the past year?

- |  |   |
|--|---|
| <input type="checkbox"/> Cable TV. outage        | <input type="checkbox"/> Poor reception               |
| <input type="checkbox"/> Specific channel outage | <input type="checkbox"/> Picture fades in bad weather |
| <input type="checkbox"/> Converter box failure   | <input type="checkbox"/> Delays in repair service     |

12. If you experienced cable TV outage, how many outages have you had in the past year?

- |                                      |                                 |
|--------------------------------------|---------------------------------|
| <input type="checkbox"/> 1 to 3      | <input type="checkbox"/> 4 to 6 |
| <input type="checkbox"/> More than 6 |                                 |

13. Have you contacted your cable TV company about a repair in the past year?

- Yes  
 No

14. How long did it take for the cable TV company to repair the problem(s)?

- |  |   |
|--|---|
| <input type="checkbox"/> Less than 1 day | <input type="checkbox"/> 7 to 14 days         |
| <input type="checkbox"/> 1 to 2 days     | <input type="checkbox"/> 14 to 30 days        |
| <input type="checkbox"/> 2 to 3 days     | <input type="checkbox"/> 1 to 3 months        |
| <input type="checkbox"/> 4 to 5 days     | <input type="checkbox"/> Over 3 months        |
| <input type="checkbox"/> 6 to 7 days     | <input type="checkbox"/> Problem not resolved |

15. Were you given a credit on your bill for lost service?

- Yes

No

16. Was the problem(s) handled to your satisfaction?

Yes

No

17. Did you contact your cable TV operator about installing cable TV service in your residence in the past year?

Yes

No

18. How long did it take for the cable TV company to install your cable TV?

Less than 1 day

1 to 2 days

2 to 3 days

4 to 5 days

6 to 7 days

7 to 14 days

14 to 30 days

1 to 3 months

Over 3 months

Not yet installed

Not sure when installation was done

19. Was the installation handled to your satisfaction?

Yes

No

20. If you answered "No" to the previous question, why was the installation unsatisfactory? (Mark all that apply)

House was damaged

Yard or plants damaged

Technician was rude

No signal when installed

Technician did not arrive on time

Technician ignored concern for my property

Wiring was installed carelessly

Cable signal was poor when installed

21. Using a scale of 1 to 5 (1 is unacceptable, 5 is excellent), how would you rate your cable TV company?

\_\_\_\_\_

22. Of the following types of programs, please check the types of programs that you would like to see more of in the future:

- |   |  |
|---|--|
| <input type="checkbox"/> Local news                   | <input type="checkbox"/> City council meetings           |
| <input type="checkbox"/> Local sports                 | <input type="checkbox"/> Talk shows                      |
| <input type="checkbox"/> Regional sports              | <input type="checkbox"/> National/international news     |
| <input type="checkbox"/> Religious programming        | <input type="checkbox"/> Local/regional/national weather |
| <input type="checkbox"/> African American programming | <input type="checkbox"/> National sports                 |
| <input type="checkbox"/> International sports         | <input type="checkbox"/> Music videos                    |
| <input type="checkbox"/> Televised legal proceedings  | <input type="checkbox"/> Public affairs programs         |
| <input type="checkbox"/> Contemporary movies          | <input type="checkbox"/> Classic movies                  |
| <input type="checkbox"/> Cultural/literary programs   | <input type="checkbox"/> Educational programs            |
| <input type="checkbox"/> Children's programs          | <input type="checkbox"/> Entertainment/comedy shows      |
| <input type="checkbox"/> Health fitness programs      | <input type="checkbox"/> Pay-per-view events             |
| <input type="checkbox"/> Travel/food/leisure programs | <input type="checkbox"/> Financial/business programs     |
| <input type="checkbox"/> Community access programs    | <input type="checkbox"/> Local programming               |
| <input type="checkbox"/> Home shopping programs       | <input type="checkbox"/> Adult programs/movies           |
| <input type="checkbox"/> Local government             | <input type="checkbox"/> Other (please specify)          |
- 

23. Do you believe the cable system provides adequate information in the event of an emergency?

- Yes  
 No

24. In what form would such information be most helpful?

- A ticker at the bottom of the screen on all channels  
 Video and audio interruptions on programs in progress  
 Audio interruptions over programs in progress

25. Have you ever watched locally originated programming?

- Yes  
 No

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

- Yes  
 No

27. Would you be interested in seeing more locally originated programming?

- Yes
- No

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

- |   |  |
|---|--|
| <input type="checkbox"/> Local news             | <input type="checkbox"/> School board meetings   |
| <input type="checkbox"/> Local public opinion   | <input type="checkbox"/> Senior citizen programs |
| <input type="checkbox"/> Children's programs    | <input type="checkbox"/> Commission meetings     |
| <input type="checkbox"/> Education programs     | <input type="checkbox"/> City council meetings   |
| <input type="checkbox"/> Other (please specify) |  |

\_\_\_\_\_

29. Rank the following on their importance to you on a scale of 1 to 5.

- Expansion of channel capacity/programming
- Quality of service
- Cost
- Local educational programming
- Local governmental programming
- Local public programming

30. Any additional comments: