

# CABLE TELEVISION SURVEY DENNIS, MASSACHUSETTS



**CENTER FOR POLICY ANALYSIS**  
UNIVERSITY OF MASSACHUSETTS  
DARTMOUTH

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**UNIVERSITY OF MASSACHUSETTS DARTMOUTH  
CENTER FOR POLICY ANALYSIS**

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# Table of Contents

<b>Executive Summary</b> .....	<b>iii</b>
<b>1.00 Introduction</b> .....	<b>1</b>
<b>2.00 Methodology and Survey Tabulation</b> .....	<b>1</b>
2.10 Survey Instrument .....	1
2.20 Sampling Procedures .....	1
2.30 Survey Administration .....	2
2.40 Telephone Interviewer Training and Supervision.....	2
2.50 Analysis of Results .....	2
<b>3.00 Results</b> .....	<b>3</b>
3.10 Cable Competition.....	4
3.20 Satisfaction with Comcast Cable Television .....	5
3.21 Overall Satisfaction with Comcast Cable Television.....	5
3.22 Satisfaction with Various Services .....	6
3.30 Subscriber Contact with Comcast .....	7
3.40 Public, Educational, and Government (PEG) Programming.....	8
3.41 How Much Do You Value PEG Programming?.....	8
3.42 PEG Programming Viewership Levels .....	9
3.43 Town Meetings Coverage .....	10
3.44 Are These Town of Dennis Meetings Broadcast at a Convenient Time?.....	11
3.45 How Often Do You Watch the Government Channel 18 Bulletin Board? .....	13
3.46 Community Programming that Respondents and Their Families Would Like to See on PEG Access Television .....	14
3.47 Funding for Studio Equipment, Mobile Recording Equipment, and Training In Video Production.....	16

3.50	Comcast Video on Demand, and TV Guide Channel.....	17
3.51	Familiarity with Comcast’s Video on Demand and Availability For PEG Programming.....	17
3.52	TV Guide Channel .....	18
3.60	Electronic Program Guide .....	19
3.70	Customer Service Office .....	20
3.80	Senior Discounts .....	21
3.90	Additional Comments.....	22
<b>Appendix A – Survey Instrument .....</b>		<b>24</b>
<b>Appendix B – Frequencies .....</b>		<b>34</b>

## EXECUTIVE SUMMARY

Cable television service for residents of Dennis, Massachusetts is provided by Comcast, Inc. Comcast's existing license to provide cable television service in Dennis expires in September of 2009. The results of this random sample telephone survey will help the Town determine the viewing patterns, satisfaction levels, and needs of Dennis residents with regard to the cable television services provided by Comcast. The results will be considered as the Town: (i) requests services from Comcast for a renewal term and (ii) reviews Comcast's application for a cable television license renewal.

A total of 484 telephone interviews were conducted with Dennis households from December 8, 2008 to December 14, 2008. More than eighty-seven percent of these households (87.4% N=423) subscribe to Comcast cable, while 9.9 percent of respondents (N=48) subscribe to satellite (e.g. DISH Network, DirectTV), 1.4 percent (N=7) receive over-the-air signals only, and 1.2 percent (N=6) do not watch TV. The survey questionnaire included questions for Comcast subscribers only. data presented in this report includes results for Comcast cable TV subscribers only. Results include:

### **Cable Competition**

Subscribers were asked if they would like to see other companies provide cable television services in Dennis, competing with Comcast. More than eighty-one percent of respondents (81.2%) would like to see other companies provide cable television services in Dennis, while 12.2 percent of respondents would not like other companies to provide cable television services and 6.6 percent do not know.

### **Overall Satisfaction with Comcast Cable Television**

Subscribers were asked to rate their overall satisfaction with Comcast cable television on a scale of very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, and very dissatisfied. Over thirty-five percent of respondents (35.6%) are very satisfied overall with Comcast cable television, while 33.0 percent of respondents are somewhat satisfied, 13.4 percent are neither satisfied nor dissatisfied, 10.0 percent are somewhat dissatisfied, and 8.0 percent are very dissatisfied.

### **Satisfaction with Various Services**

Subscribers were asked to rate the quality of the various cable TV services they receive on a scale of 1 to 5, with 1 meaning poor and 5 meaning excellent. On average, respondents are generally satisfied with the services they receive from Comcast.

Respondents are most satisfied with the quality of the signal reception (3.7 average), followed by the quality of customer support personnel (3.5 average), the reliability and clarity of billing (3.4 average), the reliability of their converter box (3.3 average), response time on billing inquiries/complaints (3.2 average), consistency of the sound level (3.2 average), response time of service technicians/repairs (3.2 average), and the amount of time required to reach a

customer service representative by telephone (3.2 average). Respondents are least satisfied with the overall value of their cable service for the price paid (2.6 average), which is the only choice that respondents rate less than an average of “3.”

### **Subscriber Contact with Comcast**

Subscribers were asked to indicate the number of times they have called Comcast in the past twelve months to resolve various problems such as loss of signal, poor reception, and billing problems. Sixty-four percent of Comcast subscribers (64.1%) have called customer service to resolve at least one issue in the past year. The highest percentage of respondents called to resolve

- loss of service/signal (49.2%),
- problems with cable equipment (35.2%),
- billing problems (31.2%),
- poor reception (29.1%), and
- other issues (3.8%).

The highest annual average number of times called was to resolve

- billing problems (3.2 calls annually),
- poor reception (3.1 calls annually),
- loss of service/signal (2.6 calls annually).
- problems with cable equipment (2.6 calls annually), and
- other issues (2.1 calls annually).

### **Public, Educational, and Government (PEG) Programming**

Public, Educational and Government (PEG) programming includes local programs such as government meetings, community events, and school events. Respondents were asked several questions regarding PEG programming.

- More than forty-five percent of respondents (45.7%) indicate that they highly value access to PEG programming, while 36.3 percent of respondents somewhat value access to PEG programming, 16.1 percent do not value access to PEG programming, and 2.0 percent do not know.
- More than seventy percent of respondents (70.5%) watch at least one of the three Dennis PEG channels, with 50.3 percent of respondents indicating that they watch Cape Cod Media Center Channel 17, 63.0 percent indicating that they watch Government Cable Channel 18, and 43.8 percent indicating that they watch Dennis/Yarmouth Educational Channel 22.
- Respondents were asked if they would like to continue to see various Town of Dennis meetings broadcast on cable television. More than two-thirds of respondents indicate that they would like to see each of the six meetings listed on the questionnaire cablecast,

including Board of Selectmen (77.1%), Annual and/or Special Town (76.3%), Planning Board and/or Zoning Board of Appeals (72.1%), Historic District Committee (70.5%), Board of Health (69.3%), and Conservation Commission (67.4%) meetings.

- More than seventy percent of respondents (70.5%) indicate that these government meetings are broadcast at a convenient time, while 8.4 percent of respondents disagree and 21.2 percent do not know.
- Respondents were asked how often they watch the Government Channel 18 Bulletin Board. Nearly fifteen percent of respondents (14.9%) watch the Government Channel 18 Bulletin Board daily, while 20.7 percent of respondents watch the bulletin board a few times a week, 19.4 percent watch it a few times a month, and 44.9 percent never watch the bulletin board.
- Respondents were provided a list of eight types of community programming and asked which types they and their family would like to see on Dennis Public, Educational, and Government Access Television. A majority of respondents would like to see each of the types of programming listed, particularly Public Safety Reports (79.0%). In addition, a majority of respondents indicate that they would like to see Dennis History (70.0%), On the Water (67.0%), Dennis Special Events (66.4%), Dennis Seniors (64.9%), Recreation Report (63.6%), Dennis Forum (63.1%), and Dennis Youth Sports (55.7%).
- Respondents were asked if Comcast should continue to provide funding for studio equipment, mobile recording equipment and training in video production, which enables town residents and staff to produce local programs for cable television. More than eighty-two percent of respondents (82.7%) agree that Comcast should continue to provide funding for these items and services, while 6.8 percent of respondents do not agree and 10.6 percent do not know.

### **Comcast Video on Demand**

Respondents were asked if PEG programming, including government meetings, should be available as Video on Demand so that they can watch PEG programming at their convenience. Nearly two-thirds of respondents (65.9%) indicate that they would like PEG programming to be available as Video on Demand, while 25.6 percent of respondents would not like PEG to be available as Video on Demand and 8.5 percent indicate that they do not know

### **TV Guide Channel**

Comcast traditionally offered a non-interactive scrolling program guide on channel 3 for channels 2 through 99. Comcast removed this TV Guide Channel from the Basic Service Tier in December, 2007. Respondents were asked if they believe the town should seek the return of this TV Guide Channel to the Basic Service Tier. More than sixty-eight percent of respondents (68.9%) believe the town should seek the return of the TV Guide Channel to the Basic Service Tier, while 22.4 percent of respondents do not believe the town should seek the return of the TV Guide Channel and 8.7 percent do not know.

## **Electronic Program Guide**

Respondents were asked if they would like to have the Public, Educational and Government Access program schedule included as part of Comcast's Electronic Program Guide. Seventy-eight percent of respondents (78.0%) would like the PEG program schedule to be included as part of the Electronic Program Guide, while 14.0 percent of respondents would not like the PEG program schedule to be included as part of the Guide and 7.9 percent of respondents indicate that they do not know.

## **Customer Service Office**

Comcast currently operates and staffs a customer service office located at the Yarmouth office on 10 Old Town House Rd., where subscribers can pick-up or return equipment and pay bills. Respondents were asked how strongly they agree or disagree that Comcast should continue to operate the customer service office in Yarmouth.

More than three-quarters of respondents (78.8%) strongly agree that Comcast should continue to operate the customer service office, while 8.3 percent of respondents somewhat agree, 11.4 percent of respondents neither agree nor disagree, 0.6 percent of respondents somewhat disagree, and 0.9 percent of respondents strongly disagree.

## **Senior Discounts**

Respondents were asked if there should be a discount provided to all senior citizens, over age 65, regardless of need/income level, or to senior citizens based on need/income level. Over sixty-four percent of respondents (64.2%) feel that a discount should be extended to all seniors regardless of need/income, while 32.3 percent of respondents indicate that the discount should be based on need/income and 3.4 percent of respondents do not know.

## **Additional Comments**

Respondents were asked to provide additional comments. The comments are numerous and varied with many relating to the cost of Comcast cable, programming, and various customer service issues. The major themes are:

- Comcast is too expensive/Price is too high (N=54).
- Would like competition from another company (N=24).
- Comcast removing channels/Removing channels yet price increases (N=13).
- Would like a-la-carte programming (N=13).
- Issues with poor cable signal (N=8).
- Would like the Hallmark Channel reinstated (N=7).
- Would like a senior discount (N=5).

## **1.00 INTRODUCTION**

Cable television service for residents of Dennis, Massachusetts is provided by Comcast, Inc. Comcast's existing license to provide cable television service in Dennis expires in September of 2009. The results of this random sample telephone survey will help the Town determine the viewing patterns, satisfaction levels, and needs of Dennis residents with regard to the cable television services provided by Comcast. The results will be considered as the Town: (i) requests services from Comcast for a renewal term and (ii) reviews Comcast's application for a cable television license renewal.

## **2.00 METHODOLOGY AND SURVEY TABULATION**

A total of 484 telephone interviews were conducted with Dennis households from December 8, 2008 to December 14, 2008. More than eighty-seven percent of these households (87.4% N=423) subscribe to Comcast cable, which provides a margin of error of +/- 4.7 percent for the complete set of subscriber data.<sup>1</sup>

Interviews were conducted between 9:00 am and 8:00 pm on weekdays and 9:00 am to 4:00 pm on Saturday and Sunday. This range of hours provides the interviewers with an opportunity to contact hard to reach respondents, a procedure crucial to producing high quality survey data. Return calls were scheduled at the convenience of the respondents. Respondents were called a minimum of seven times before they were determined to be unreachable.

The Center's senior staff continually monitored the progress of interview outcomes to prevent problem cases that could interfere with the integrity of survey procedures. The survey procedures used by the Center for Policy Analysis adhere to the highest quality academic and government research standards.

### **2.10 Survey Instrument**

The telephone survey was conducted using a survey instrument developed by the Town of Dennis and the Center for Policy Analysis. A copy of the survey instrument can be found in Appendix A.

### **2.20 Sampling Procedures**

The Center for Policy Analysis uses the Genesys Sampling System from Marketing Systems Group to generate random telephone numbers. The survey was conducted using a random digit dialing (RDD) sample. This is the most common approach used for telephone interviews because the RDD sample ensures an equal and known probability of selection for every residential telephone number in the sample frame. The system uses a list of all possible

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<sup>1</sup> There is a 4.7 percent margin of error at a confidence interval of 95 percent. This means that if a question from the survey was asked 100 times, 95 of those times the percentage of people giving a particular answer to the question would be within 4.7 points of the percentage who gave the same answer in this poll. However, the number of responses is lower for some questions.



telephone numbers in the United States to randomly generate a telephone sample for a designated geographic area. Telephone numbers are generated using a computer, after determining all the working telephone exchanges and working blocks within the state. All possible combinations of telephone numbers within these exchanges and blocks are determined, and the sample is drawn from this sample frame.

### **2.30 Survey Administration**

The Center for Policy Analysis uses Computer Assisted Telephone Interviewing, or CATI, to conduct telephone surveys. Specifically, the Center for Policy Analysis uses WinCATI software from Sawtooth Technologies, which is one of the oldest and most widely used CATI systems in the world. Using WinCATI, telephone interviewers conduct interviews via computers, which provides highly reliable data because the computer controls the questionnaire, skip patterns are executed exactly as intended, responses are within range, and there are no missing data.

### **2.40 Telephone Interviewer Training and Supervision**

Student research assistants and Center staff were employed as telephone interviewers. These interviewers have conducted numerous telephone polls on behalf of the Center and all have been trained intensively, including practice interviews. Senior-level staff at the Center for Policy Analysis monitored the interviewers at all times to ensure high quality data collection.

### **2.50 Analysis of Results**

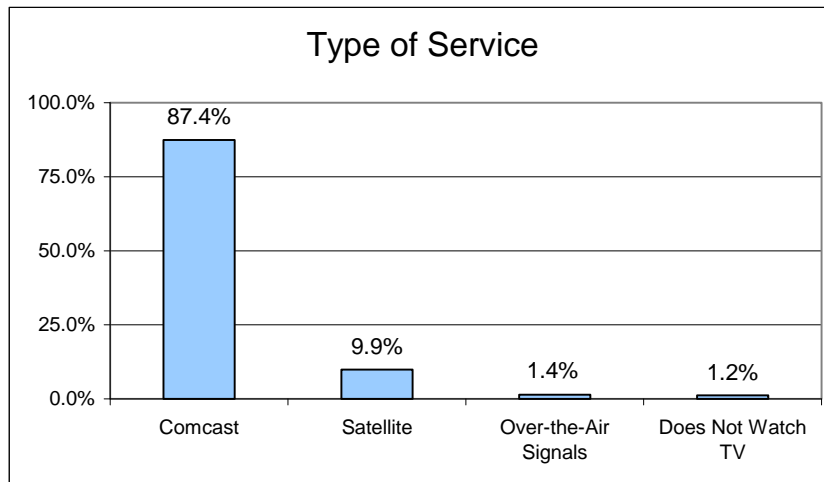
Basic frequencies were tabulated for each survey question (see Appendix B). The sample was weighted to account for sampling bias. Sampling bias is defined as the tendency of a sample to exclude some members of the sampling universe and over-represent others. In this sample, females and older respondents are over-represented. Weighting the data allocates more “weight” to groups that are under-represented (e.g. younger males), while providing less weight to groups that are over-represented (e.g. older females). In other words, weighting adjusts the sample so that it looks more like the actual population of Dennis as defined by the U.S. Census Bureau. All data in this report have been weighted to adjust for sex and age.



### 3.00 RESULTS

A total of 484 telephone interviews were conducted with Dennis households. Over eighty-seven percent of these households (87.4%) (N=423) subscribe to Comcast cable, while 9.9 percent of respondents (N=48) subscribe to satellite (e.g. DISH Network, DirectTV), 1.4 percent (N=7) receive over-the-air signals only, and 1.2 percent (N=6) do not watch TV (see Figure 1). The data presented in this report includes results for Comcast cable TV subscribers. Non-subscribers were only asked the reason they do not subscribe to Comcast cable TV.

Figure 1



Respondents who do not subscribe to Comcast (N=61) were asked why they do not subscribe. Reasons provided by respondents include<sup>2</sup>:

- Price of Comcast too high/Satellite less expensive (N=26)
- Better programming package with satellite (N=18)
- Price of Comcast keeps increasing (N=12)
- [Respondent] does not watch much TV (N=10)
- Comcast removing too many channels away (N=9)
- Better customer service with satellite (N=4)
- Cable equipment from Comcast faulty at times (N=2)
- Price of Comcast's bundle packaging is too high (N=2)
- Comcast repair service was slow (N=1)
- Poor signal with cable (N=1)

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<sup>2</sup> Some respondents provided more than one answer, while others provided no response.

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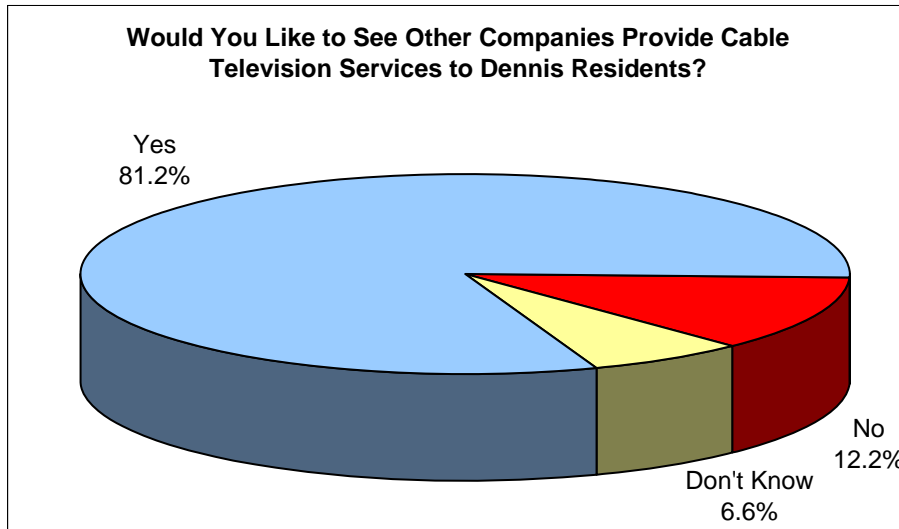
### 3.10 Cable Competition

At the present time, Comcast is the only company providing cable television services to Dennis residents. Respondents were asked if they would like to see other companies provide cable television services in Dennis, competing with Comcast. More than eighty-one percent of respondents (81.2%) would like to see other companies provide cable television services in Dennis, while 12.2 percent of respondents would not like other companies to provide cable television services and 6.6 percent do not know (see Table 1 and Figure 1).

**Table 1**  
**Would You Like Other Companies to Provide Cable Television Services to Dennis Residents?**

	Percent
Yes	81.2%
No	12.2%
Don't Know	6.6%

**Figure 2**



### 3.20 Satisfaction with Comcast Cable Television

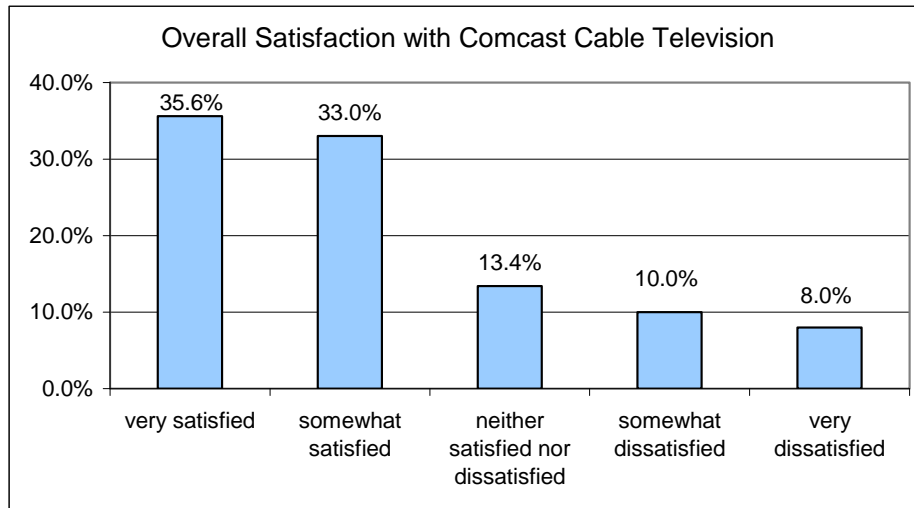
#### 3.21 Overall Satisfaction with Comcast Cable Television

Subscribers were asked to rate their overall satisfaction with Comcast cable television. Over thirty-five percent of respondents (35.6%) are very satisfied with Comcast cable television, while 33.0 percent of respondents are somewhat satisfied, 13.4 percent are neither satisfied nor dissatisfied, 10.0 percent are somewhat dissatisfied, and 8.0 percent are very dissatisfied (see Table 2 and Figure 3).

**Table 2**

	<b>Percent</b>
Very Satisfied	35.6%
Somewhat Satisfied	33.0%
Neither Satisfied nor Dissatisfied	13.4%
Somewhat Dissatisfied	10.0%
Very Dissatisfied	8.0%

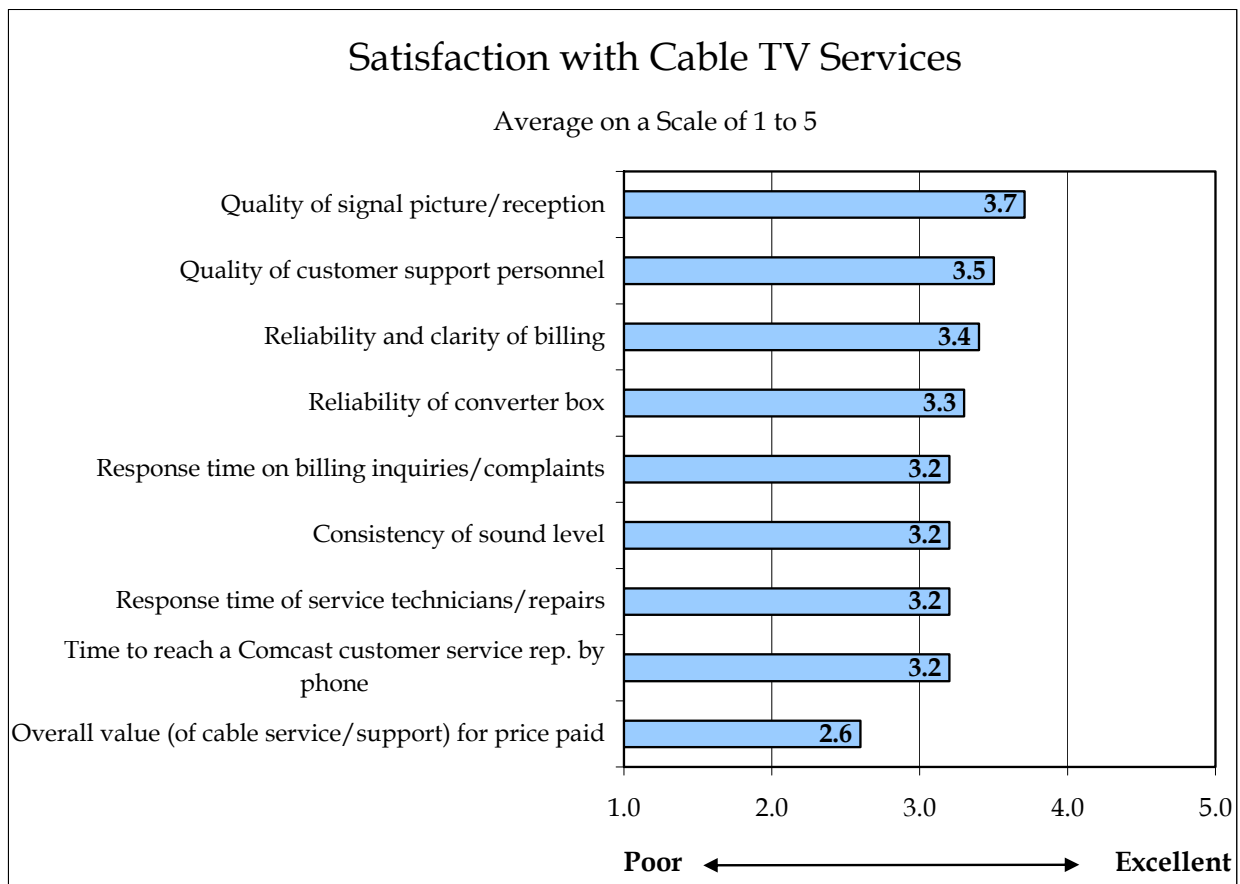
**Figure 3**



### 3.22 Satisfaction with Various Services

Subscribers were asked to rate the quality of the various cable TV services they receive on a scale of 1 to 5, with 1 meaning poor and 5 meaning excellent. On average, respondents are generally satisfied with the services they receive from Comcast. Respondents are most satisfied with the quality of the signal reception (3.7 average), followed by the quality of customer support personnel (3.5 average), the reliability and clarity of billing (3.4 average), the reliability of their converter box (3.3 average), response time on billing inquiries/complaints (3.2 average), consistency of the sound level (3.2 average), response time of service technicians/repairs (3.2 average), and the amount of time required to reach a customer service representative by telephone (3.2 average) (see Figure 4). Respondents are least satisfied with the overall value of their cable service for the price paid (2.6 average), which is the only choice that respondents rate less than an average of “3.”

Figure 4



### 3.30 Subscriber Contact with Comcast

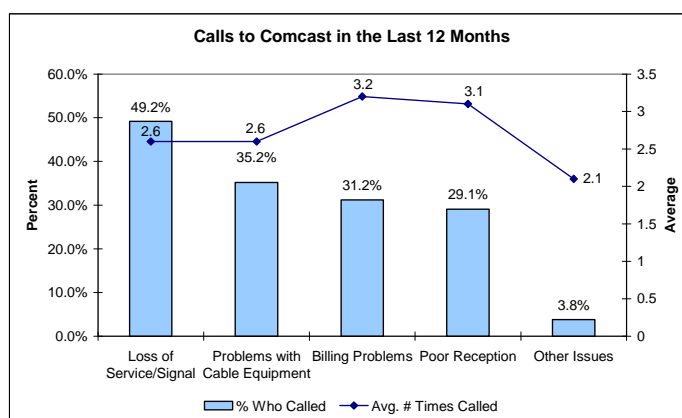
Subscribers were asked to indicate the number of times they have called Comcast in the past twelve months to resolve various problems such as loss of signal, poor reception, and billing problems. Sixty-four percent of Comcast subscribers (64.1%) have called customer service to resolve at least one issue in the past year. The highest percentage of respondents called for loss of service/signal (49.2%), followed by problems with cable equipment (35.2%), billing problems (31.2%), poor reception (29.1%), and other issues (3.8%).<sup>3</sup> The highest annual average number of times called was for billing problems (3.2 calls annually), followed by poor reception (3.1 calls annually), loss of service/signal (2.6 calls annually), problems with cable equipment (2.6 calls annually), and “other” issues (2.1 calls annually) (see Table 3 and Figure 5).

**Table 3**  
**Subscriber Contact with Comcast**

Issue	Percent Who Called in Last 12 Months	Avg. # Times Called in Last 12 Months <sup>4</sup>
Loss of Service/Signal	49.2%	2.6
Problems with Cable Equipment	35.2%	2.6
Billing Problems	31.2%	3.2
Poor Reception	29.1%	3.1
Other Issues	3.8%	2.1

Note: Table sorted by percent who called in the last 12 months.

**Figure 5**



<sup>3</sup> Other issues include complaints about price increases (N=5) and removal of channels (N=5), pricing of package bundles (N=3), and installation issues (N=2).

<sup>4</sup> Averages calculated from respondents who called for each complaint and do not include respondents who did not call.



### 3.40 Public, Educational, and Government (PEG) Programming

Public, Educational and Government (PEG) programming includes local programs such as government meetings, community events, and school events. Respondents were asked several questions regarding PEG programming.

#### 3.41 How Much Do You Value PEG Programming?

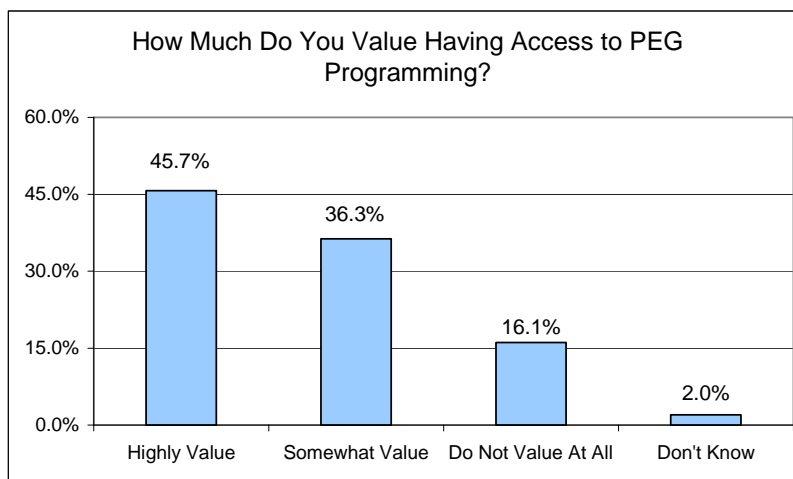
Respondents were asked the degree to which they value having access to Public, Educational and Government Access programming, including programming such as local Board of Selectmen and School Committee Meetings, Town Meetings, other government meetings, community events and public programming, and school events including athletic events, performing arts and concerts, and graduations.

More than forty-five percent of respondents (45.7%) highly value access to PEG programming, while 36.3 percent of respondents somewhat value access to PEG programming, 16.1 percent do not value access to PEG programming, and 2.0 percent do not know (see Table 4 and Figure 6).

**Table 4**  
**How Much Do You Value Having Access to PEG Access Programming?**

	Percent
Highly Value	45.7%
Somewhat Value	36.3%
Do Not Value	16.1%
Don't Know	2.0%

**Figure 6**



### 3.42 PEG Programming Viewership Levels

Respondents were asked if they watch local programs on Dennis’s three PEG channels:

**Cape Cod Media Center Channel 17:** Local parades, talk programs, community programs, and other local events.

**Government Cable Channel 18:** Local government programs, such as Selectmen’s meetings, Planning Board, and Finance Committee meetings.

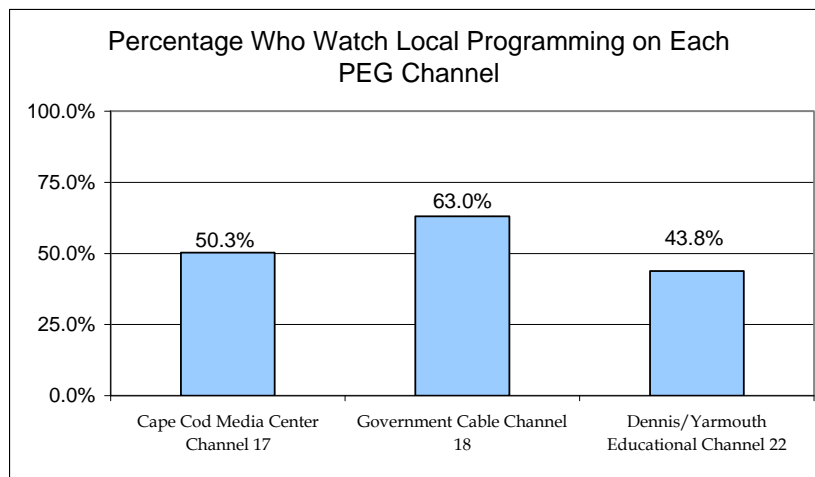
**Dennis/Yarmouth Educational Channel 22:** Sporting events, concerts, School Committee meetings and other educational programming.

More than seventy percent of respondents (70.5%) watch at least one of the three Dennis PEG channels, with 50.3 percent of respondents indicating that they watch Cape Cod Media Center Channel 17, 63.0 percent indicating that they watch Government Cable Channel 18, and 43.8 percent indicating that they watch Dennis/Yarmouth Educational Channel 22 (see Table 5 and Figure 7).

**Table 5**  
**Percentage Who Watch Local Programming On Each PEG Channel**

	Channel 17	Channel 18	Channel 22
Yes	50.3%	63.0%	43.8%
No	49.7%	37.0%	56.2%

**Figure 7**



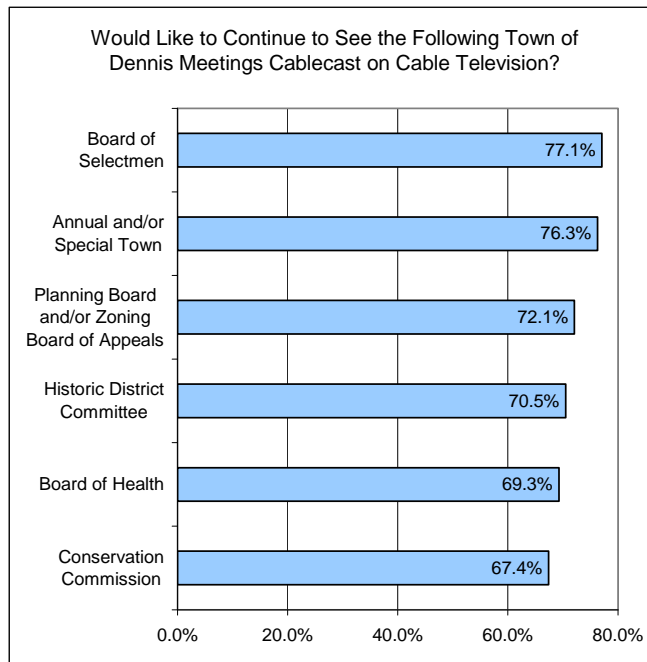
**3.43 Town Meetings Coverage**

Respondents were asked if they would like to continue to see various Town of Dennis meetings broadcast on cable television. More than two-thirds of respondents indicate that they would like to see each of the six meetings listed on the questionnaire cablecast, including Board of Selectmen (77.1%), Annual and/or Special Town (76.3%), Planning Board and/or Zoning Board of Appeals (72.1%), Historic District Committee (70.5%), Board of Health (69.3%), and Conservation Commission (67.4%) meetings (see Table 6 and Figure 8).

**Table 6**  
**Would Like to See the Following**  
**Town of Dennis Meetings Cablecast**

Meeting	Yes	No	Don't Know
Board of Selectmen	77.1%	18.8%	4.1%
Annual and/or Special Town	76.3%	19.8%	3.9%
Planning Board and/or Zoning Board of Appeals	72.1%	23.0%	4.9%
Historic District Committee	70.5%	25.3%	4.2%
Board of Health	69.3%	24.2%	6.6%
Conservation Commission	67.4%	26.5%	6.1%

**Figure 8**



### 3.44 Are These Town of Dennis Meetings Broadcast at a Convenient Time?

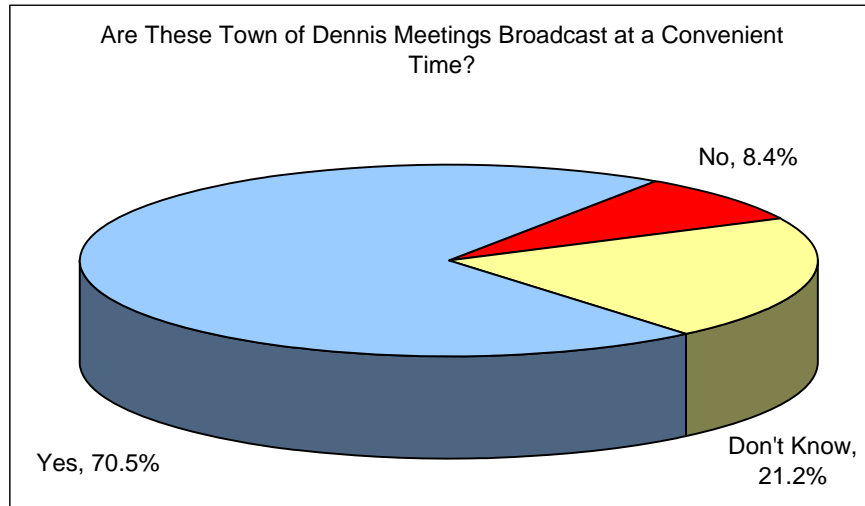
Respondents were asked if the town meetings listed in the previous section are broadcast at a convenient time. More than seventy percent of respondents (70.5%) indicate that these meetings are broadcast at a convenient time, while 8.4 percent of respondents disagree and 21.2 percent do not know (see Table 7 and Figure 9). The majority of the respondents who indicate that they do not know if government meetings are broadcast at a convenient time do not watch government meetings on PEG access.

Of respondents who indicate that these meetings are not broadcast at a convenient time (N=35, or 8.4%), 7.8 percent would like to see these meetings broadcast in the morning, 5.3 percent would like to see them broadcast in the afternoon, 79.5 percent would like to see them broadcast in the evening, and 7.4 percent would like to see them broadcast late night.<sup>5</sup>

**Table 7**  
**Are these Town of Dennis Meetings Broadcast at a Convenient Time?**

	Percent
Yes	70.5%
No	8.4%
Don't Know	21.2%

**Figure 9**



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<sup>5</sup> Due to the very small number of respondents to this question (N=35), conclusions should be made with caution.



Other types of town meetings that respondents would like to see include:

- Annual Town Meeting.
- Cable Advisory Board meetings (N=2).
- Capital meetings.
- Community Preservation meetings.
- Election night returns.
- Finance Committee meetings.
- Golf Commission meetings.
- Library meetings and related subjects.
- Local debates.
- Marine Fisheries meeting.
- Public service announcements.
- Recycling Committee meetings.
- Water Department meetings (N=2).



### 3.45 How Often Do You Watch the Government Channel 18 Bulletin Board?

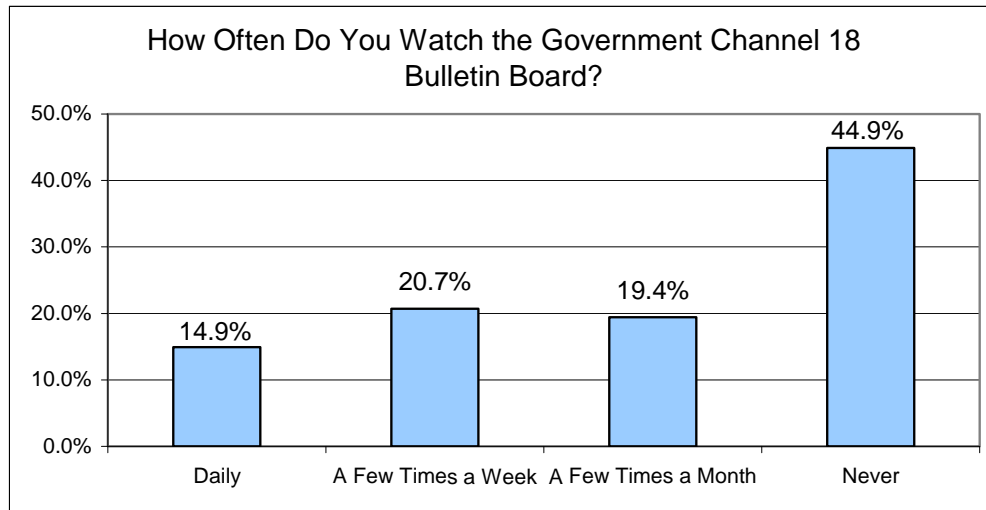
Respondents were asked how often they watch the Government Channel 18 Bulletin Board. Nearly fifteen percent of respondents (14.9%) watch the bulletin board daily, while 20.7 percent of respondents watch it a few times a week, 19.4 percent watch it a few times a month, and 44.9 percent never watch the bulletin board (see Table 8 and Figure 10).

Among respondents who watch the Government Bulletin Board at least a few times a month, 91.3 percent indicate that the bulletin board provides the type of information for which they are looking, while 8.7 percent do not agree.<sup>6</sup> Other types of information that respondents would like to see on the bulletin board include local events (N=2), local jobs, more community events, and a listing of the time and place of town meetings.

**Table 8**  
**How Often Do You Watch the Government Channel 18 Bulletin Board?**

	Percent
Daily	14.9%
A Few Times a Week	20.7%
A Few Times a Month	19.4%
Never	44.9%

**Figure 10**



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<sup>6</sup> The margin of error for this question is higher than the report as a whole due to the lower number of respondents (N=219).

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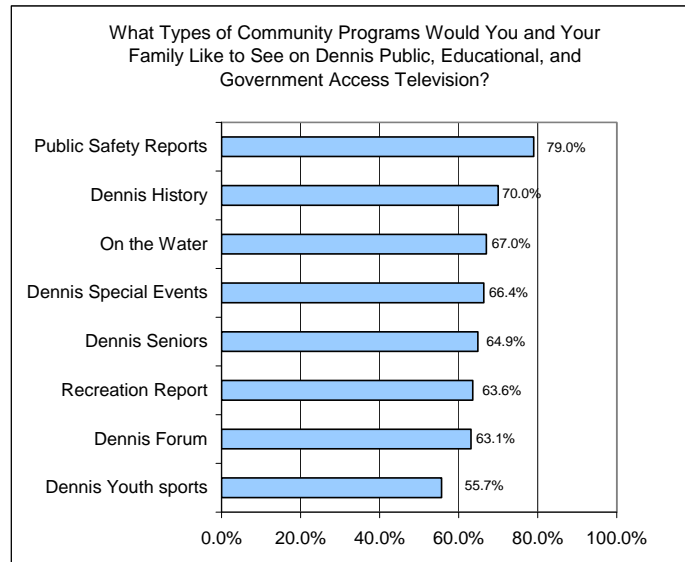
**3.46 Community Programming that Respondents and Their Families Would Like to See on PEG Access Television**

Respondents were provided a list of eight types of community programming and asked which types they and their family would like to see on Dennis Public, Educational, and Government Access Television. A majority of respondents would like to see each of the types of programming listed, particularly Public Safety Reports (79.0%) (see Table 9 and Figure 11). In addition, a majority of respondents indicate that they would like to see Dennis History (70.0%), On the Water (67.0%), Dennis Special Events (66.4%), Dennis Seniors (64.9%), Recreation Report (63.6%), Dennis Forum (63.1%), and Dennis Youth Sports (55.7%).

**Table 9**

Community Programming	Yes	No	Don't Know
Public Safety Reports	79.0%	19.7%	1.2%
Dennis History	70.0%	29.2%	0.8%
On the Water	67.0%	31.9%	1.1%
Dennis Special Events	66.4%	30.8%	2.8%
Dennis Seniors	64.9%	32.1%	3.0%
Recreation Report	63.6%	33.9%	2.5%
Dennis Forum	63.1%	34.2%	2.7%
Dennis Youth sports	55.7%	42.6%	1.6%

**Figure 11**



Other suggestions for community programming that were provided by respondents include:

- Animal neutering programs.
- Arts (N=3).
- Bingo nights.
- Call-in programs.
- Children's programming.
- Council on Aging.
- Family reading.
- Fishing (N=2).
- Health programs.
- High school sports (N=3).
- Religious (N=2).
- Shellfishing (N=2).
- Shows about golf course events.
- Shows about marine life (N=2).
- Town activities/events (N=2).



### 3.47 Funding for Studio Equipment, Mobile Recording Equipment, and Training in Video Production

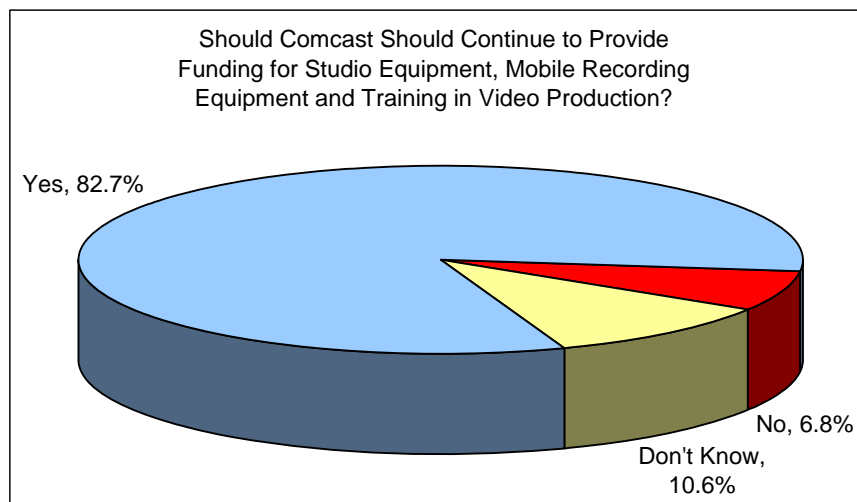
Comcast collects a PEG Access Fee surcharge on the bills of residential subscribers and remits these funds to the local non-profit local access programming organization (SACAT). The Access Fee is spent on capital items such as studio equipment and mobile equipment but primarily for operating expenses, including wages for SACAT employees, utilities, and mileage for remote originations.

Respondents were asked if Comcast should continue to provide funding from this access fee for studio equipment, mobile recording equipment and training in video production, which enables town residents and staff to produce local programs for cable television. More than eighty-two percent of respondents (82.7%) agree that Comcast should continue to provide funding for these items and services, while 6.8 percent of respondents do not agree and 10.6 percent do not know (see Table 10 and Figure 12).

**Table 10**  
**Should Comcast Continue to Provide Funding for Studio Equipment, Mobile Recording Equipment and Training in Video Production?**

	Percent
Yes	82.7%
No	6.8%
Don't Know	10.6%

**Figure 12**



### 3.50 Comcast Video on Demand and TV Guide Channel

#### 3.51 Familiarity with Comcast’s Video on Demand and Availability for PEG Programming

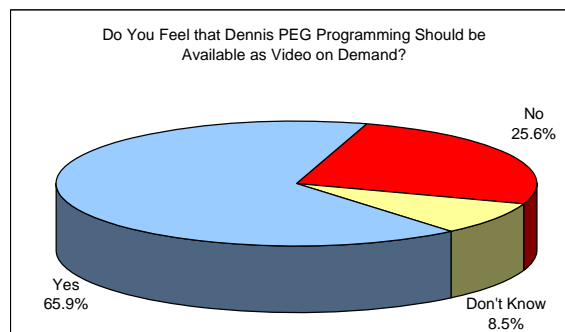
Video on Demand offers programs that are available any time customers want to watch them – with the ability to fast forward, rewind and pause selections. More than eighty-one percent of respondents (81.6%) indicate that they are familiar with Comcast’s Video on Demand, while 18.4 percent are not familiar with this service (see Table 11).

Respondents were asked if PEG programming, including government meetings, should be available as Video on Demand so that they can watch the programming at their convenience.<sup>7</sup> Nearly two-thirds of respondents (65.9%) indicate that they would like PEG programming to be available as Video on Demand, while 25.6 percent of respondents would not like PEG to be available as VOD and 8.5 percent indicate that they do not know (see Table 11 and Figure 13). A higher percentage of respondents who are familiar with Video on Demand would like PEG programming to be available as Video on Demand in comparison to respondents who were not initially familiar with Video on Demand.

**Table 11**  
**Should PEG Access Programming Be Available as Video on Demand?**

	Familiar with VOD?	PEG Available as VOD?
Yes	81.6%	65.9%
No	18.4%	25.6%
Do Not Know	N/A	8.5%

**Figure 13**



<sup>7</sup> This question was asked to all subscribers regardless of whether or not they were familiar with Video on Demand. Interviewers explained Video on Demand to respondents who were not familiar with this service before asking the question.



### 3.52 TV Guide Channel

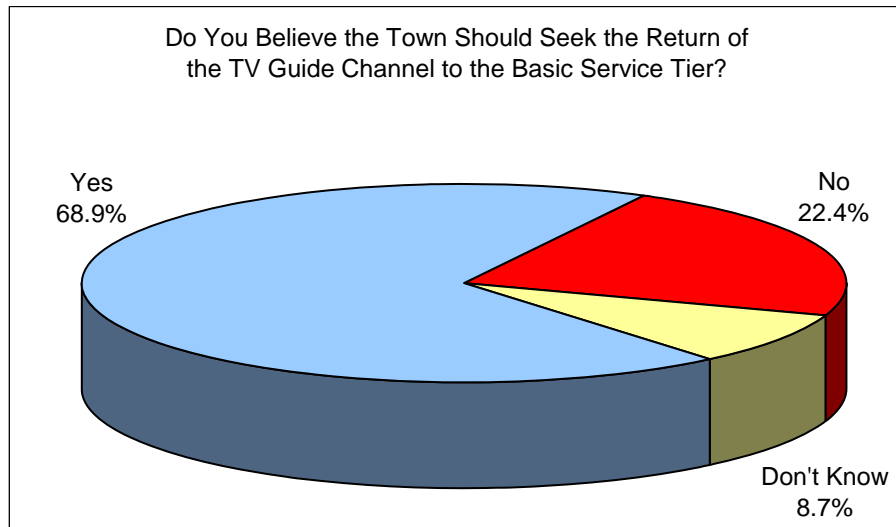
Comcast traditionally offered a non-interactive scrolling program guide on channel 3 for channels 2 through 99. Comcast removed this TV Guide Channel from the Basic Service Tier in December, 2007. Respondents were asked if they believe the town should seek the return of this TV Guide Channel to the Basic Service Tier.

More than sixty-eight percent of respondents (68.9%) believe the town should seek the return of the TV Guide Channel to the Basic Service Tier, while 22.4 percent of respondents do not believe the town should seek the return of the TV Guide Channel and 8.7 percent do not know (see Table 12 and Figure 14).

**Table 12**  
**Do You Believe the Town Should Seek the Return of  
The TV Guide Channel to the Basic Service Tier?**

	Percent
Yes	68.9%
No	22.4%
Do Not Know	8.7%

**Figure 14**



### 3.60 Electronic Program Guide

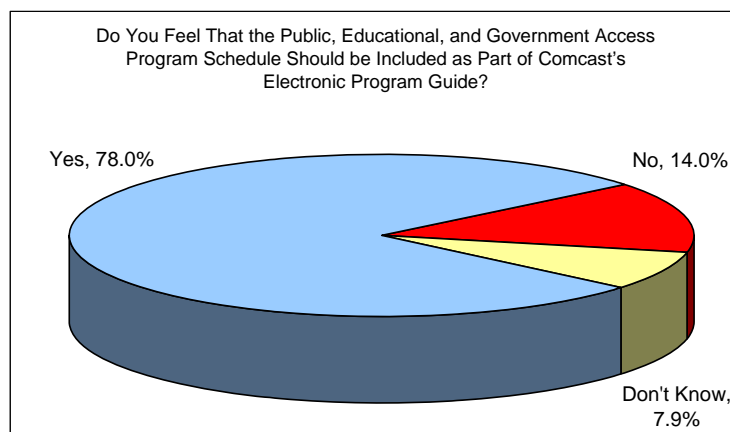
Respondents were asked if they are familiar with Comcast’s Electronic Program Guide (EPG). The Program Guide enables customers to find a show on any channel, set favorite channels, use parental controls to block specific channels or individual programs and to record any television show with a digital video recorder. More than sixty-three percent of respondents (63.3%) indicate that they are familiar with Comcast’s Electronic Program Guide, while 36.7 percent are not familiar with this service (see Table 13).

Respondents were asked if they would like to have the Public, Educational and Government Access program schedule included as part of Comcast’s Electronic Program Guide.<sup>8</sup> Seventy-eight percent of respondents (78.0%) would like the PEG program schedule to be included as part of the Electronic Program Guide, while 14.0 percent of respondents would not like the PEG program schedule to be included as part of the Guide and 7.9 percent of respondents indicate that they do not know (see Table 13 and Figure 15).

**Table 13**  
**Do You Feel That the PEG Electronic Program Schedule Should Be Included as Part of Comcast’s Electronic Program Guide?**

	Familiar with Guide?	Should PEG Schedule Be Included?
Yes	63.3%	78.0%
No	36.7%	14.0%
Don’t Know	N/A	7.9%

**Figure 15**



<sup>8</sup> This question was asked to all subscribers regardless of whether or not they were familiar with the Electronic Program Guide. Interviewers explained the Electronic Program Guide to respondents who were not familiar with this service before asking the question.



### 3.70 Customer Service Office

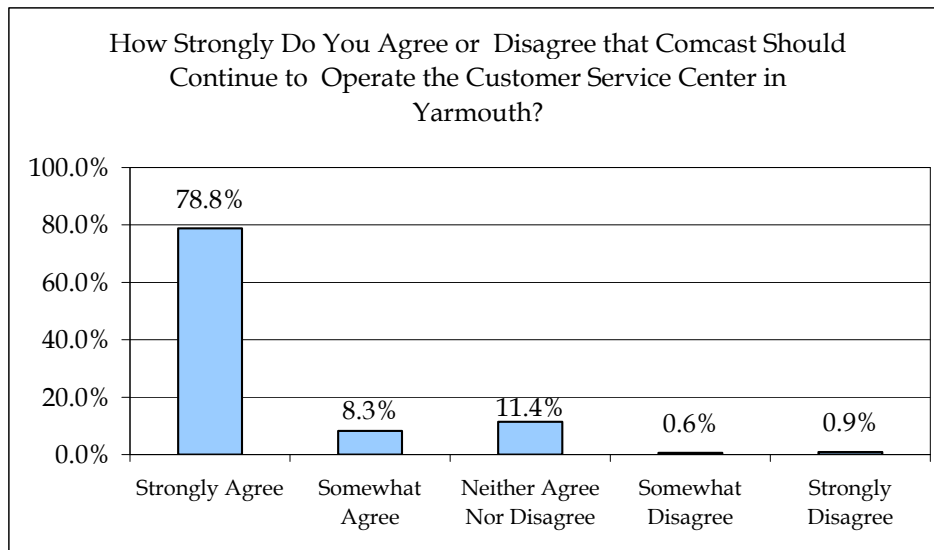
Comcast currently operates and staffs a customer service office located at the Yarmouth office on 10 Old Town House Rd., where subscribers can pick-up or return equipment and pay bills. Respondents were asked how strongly they agree or disagree that Comcast should continue to operate the customer service office in Yarmouth.

More than three-quarters of respondents (78.8%) strongly agree that Comcast should continue to operate the customer service office, while 8.3 percent of respondents somewhat agree, 11.4 percent of respondents neither agree nor disagree, 0.6 percent of respondents somewhat disagree, and 0.9 percent of respondents strongly disagree (see Table 14 and Figure 16).

**Table 14**  
**How Strongly Do You Agree or Disagree that Comcast Should Continue to Operate the Customer Service Office in Dennis?**

	Percent
Strongly Agree	78.8%
Somewhat Agree	8.3%
Neither Agree Nor Disagree	11.4%
Somewhat Disagree	0.6%
Strongly Disagree	0.9%

**Figure 16**



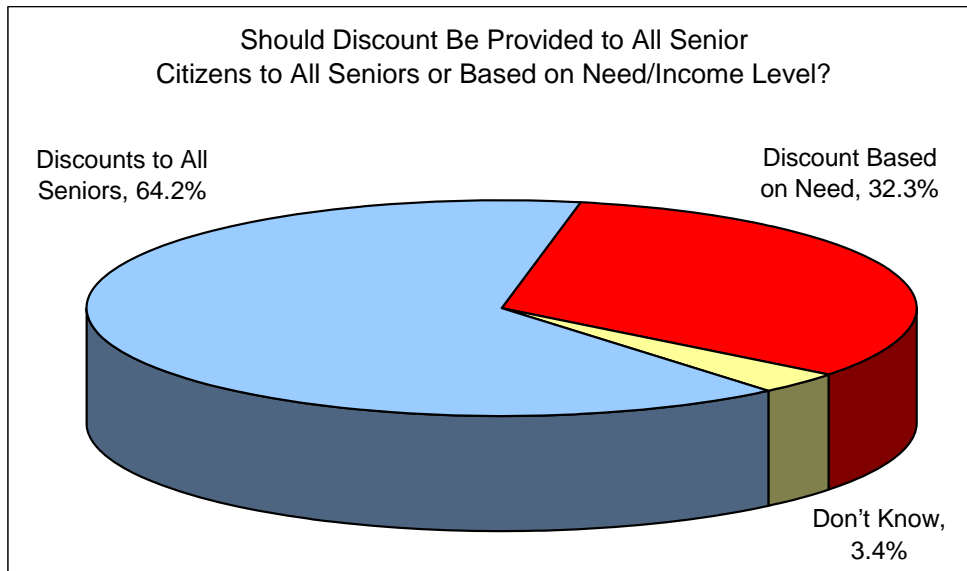
### 3.80 Senior Discounts

Respondents were asked if there should be a discount provided to all senior citizens over age 65, regardless of need/income level, or to senior citizens based on need/income level. Over sixty-four percent of respondents (64.2%) feel that a discount should be extended to all seniors regardless of need/income, while 32.3 percent of respondents indicate that the discount should be based on need/income and 3.4 percent of respondents do not know (see Table 15 and Figure 17).

**Table 15**  
**Should Discount Be Provided to All Senior Citizens or to Seniors Based on Need/Income Level?**

	Percent
Discounts to All Seniors	64.2%
Discount Based on Need	32.3%
Don't Know	3.4%

**Figure 17**



### **3.90 Additional Comments**

Respondents were asked to provide additional comments. The comments are numerous and varied with many relating to the cost of Comcast cable, programming, competition, and various customer service issues:

- Comcast is too expensive/Price is too high (N=54).
- Would like competition from another company (N=24).
- Comcast removing channels/Removing channels yet price increases (N=13).
- Would like a-la-carte programming (N=13).
- Issues with cable signal (N=8).
- Would like Hallmark Channel reinstated (N=7).
- Would like a senior discount (N=5).
- Comcast takes too long to respond to technical cable TV breakdowns, even when it is the technician's fault (N=2).
- Do not like to have to purchase bundled programming (N=2).
- Eliminate religious channels/too many religious shows (N=2).
- More movies (N=2).
- Aggravated with technician response time, particularly for Internet.
- Big Money Makers golf course.
- Comcast is not consumer-friendly.
- Dislike the Comcast 1-800 telephone number.
- Having problems with Internet.
- High process compared to Verizon.
- I dislike Comcast.
- Lack of concern [from Comcast] for customer desires for specific channels.
- Library meetings, events and schedule should be included.
- Local access programming is important.
- More funding for Cape Cod Media Center.
- More movie channels.
- More On Demand shows.
- More sports shows.
- Need a county channel.
- Office communications are different from one Comcast office to another. They do not provide the same information.
- On the digital cable box, the time is not displayed. Would like to see that returned.
- Packages need to be more flexible.
- Phone service in the bundled package is not good. Did not leave a signal for 911.



- Pleased overall with cable service provided by Comcast.
- Recreational programming on local access.
- The Comcast website borders on deceptive. Doesn't say what the prices are after the trial.
- The equipment was faulty too many times.
- The remote doesn't work well.
- Very concerned for the change-over in February.
- Want Comcast to be more responsive to charitable organizations.
- Want TV Guide Channel back.
- Wish we had some local Cape Cod News.
- Worried that Comcast will continue to take channels away.
- Would be nice to be able to ask town officials questions via email while meetings are in session.
- Would like PBS.
- Would like to have one PBS in the basic cable package.



## APPENDIX A - SURVEY INSTRUMENT

[INTRO] Hi, my name is \_\_\_\_\_ and I'm calling from UMass Dartmouth. How are you today? We are conducting a survey regarding cable television service in Dennis.

Comcast's license to provide cable television service to the Town of Dennis expires in December, 2009. The results of this survey will help the Town to determine how the community feels about the services and programming that Comcast provides to the Town.

Q1. Do you have a few minutes to complete the survey?

- 1 YES [SKIP TO Q3]
- 2 NO [SKIP TO Q2]

Q2. Your opinions on this issue are very important and we'd like to give you an opportunity to make your opinions heard. Are you sure you do not have just a few minutes to complete the survey?

- 1 YES [PROCEED TO Q3]
- 2 NO [END INTERVIEW]

Q3. Thank you. First I would like to ask you if you a resident of Dennis.

- 1 YES [PROCEED TO Q4]
- 2 NO [INTERVIEWER READ: SORRY, BUT WE ARE ONLY INTERVIEWING DENNIS RESIDENTS.] [END INTERVIEW]

Q4. And are you at least 18 years of age?

- 1 YES [SKIP TO Q6]
- 2 NO [SKIP TO Q5]

Q5. Is there someone 18 years of age or older that I can speak to?

- 1 YES [SKIP TO INTRO]
- 2 NO [INTERVIEWER READ: SORRY, BUT WE NED TO SPEAK TO SOMEONE WHO IS AT LEAST 18 YEARS OF AGE. WE WILL CALL BACK AT ANOTHER TIME.] [END INTERVIEW]



Q6. Do you subscribe to Comcast cable television, a satellite service such as DISH Network or Direct TV, or do you receive over-the-air signals?

- 1 COMCAST SUBSCRIBER [SKIP TO Q8]
- 2 SATELLITE [PROCEED TO Q7]
- 3 OVER-THE-AIR SIGNALS ONLY [PROCEED TO Q7]
- 4 DOES NOT WATCH TV [PROCEED TO Q7]

88 DON'T KNOW [SKIP TO Q32]

99 REFUSED [SKIP TO Q32]

Q7. Can you tell me why you do not subscribe to Comcast? \_\_\_\_\_

[SKIP TO Q32]

Q8. At the present time, Comcast is the only company providing cable television services to Dennis residents. Would you like to see other companies provide cable television services in Dennis as well, competing with Comcast?

- 1 YES
- 2 NO

88 DON'T KNOW

99 REFUSED

Q9. How would you rate your overall satisfaction with Comcast cable television? Would you say that you are:

[INTERVIEWER: READ CHOICES]

- 1 VERY SATISFIED
- 2 SOMEWHAT SATISFIED
- 3 NEITHER SATISFIED NOR DISSATISFIED
- 4 SOMEWHAT DISSATISFIED
- 5 VERY DISSATISFIED

88 DON'T KNOW

99 REFUSED



Q10. On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the following categories regarding your cable television service? How about:

	Poor	Below Avg.	Average	Above Average	Excellent	DK
Quality of picture/signal reception	1	2	3	4	5	6
Consistency of sound level	1	2	3	4	5	6
Reliability of converter box	1	2	3	4	5	6
Response time of service technicians/repairs	1	2	3	4	5	6
Reliability and clarity of billing	1	2	3	4	5	6
Response time on billing inquiries/complaints	1	2	3	4	5	6
Quality of customer support personnel	1	2	3	4	5	6
Time to reach a Comcast customer service representative by phone	1	2	3	4	5	6
Overall value (of cable service/support) for price paid	1	2	3	4	5	6

Q11. How many times in the past year have you contacted Comcast regarding any of the following for cable television services? How about:

[INTERVIEWER: IF RESPONDENT HAS NOT CALLED PLEASE RECORD "0"]

- A. LOSS OF SERVICE/SIGNAL \_\_\_\_\_
- B. POOR RECEPTION \_\_\_\_\_
- C. BILLING PROBLEMS \_\_\_\_\_
- D. PROBLEMS WITH CABLE EQUIPMENT \_\_\_\_\_
- E. OTHER COMPLAINTS \_\_\_\_\_

Please describe other complaints: \_\_\_\_\_



Q12. How much do you value having access to Public, Educational and Government Access programming, including programming such as local Board of Selectmen and School Committee Meetings, Town Meetings, other government meetings, community events and public programming, and school events including athletic events, performing arts and concerts, and graduations? Do you:

[INTERVIEWER: READ CHOICES]

- 1 HIGHLY VALUE THIS TYPE OF PROGRAMMING
- 2 SOMEWHAT VALUE THIS TYPE OF PROGRAMMING, OR
- 3 NOT VALUE THIS TYPE OF PROGRAMMING AT ALL

88 DON'T KNOW

99 REFUSED

Q13. Do you watch local parades, community programs, such as talk programs, and other local events on the Cape Cod Community Media Center Channel 17?

1 YES

2 NO

88 DON'T KNOW

99 REFUSED

Q14. Do you watch any of the sporting events, concerts, School Committee meetings, or other programming on the Dennis/Yarmouth Educational Channel 22?

1 YES

2 NO

88 DON'T KNOW

99 REFUSED

Q15. Do you watch local government programs, such as Selectmen's meetings, Planning Board, or Finance Committee meetings on the Government Cable Channel 18?

1 YES

2 NO

88 DON'T KNOW

99 REFUSED



Q16. Please tell me whether or not you would like to continue to see the following Town of Dennis meetings cablecast on cable television. How about:

	Yes	No	Don't Know	Refused
BOARD OF SELECTMEN MEETINGS	1	2	88	99
BOARD OF HEALTH MEETINGS	1	2	88	99
CONSERVATION COMMISSION MEETINGS	1	2	88	99
PLANNING BOARD AND/OR ZONING BOARD OF APPEALS MEETINGS	1	2	88	99
HISTORIC DISTRICT COMMITTEE MEETINGS	1	2	88	99
ANNUAL AND/OR SPECIAL TOWN MEETINGS	1	2	88	99

Q.17 Are these Town of Dennis meetings broadcast at a convenient time?

- 1 YES [SKIP TO Q19]
- 2 NO [PROCEED TO Q18]

88 DON'T KNOW  
99 REFUSED

Q18. When would be a better time to broadcast these meetings?

[INTERVIEWER: READ CHOICES]

- 1 MORNINGS
- 2 AFTERNOONS
- 3 EVENINGS
- 4 LATE NIGHT

88 DON'T KNOW  
99 REFUSED

Q19. Are there any other types of Town of Dennis meetings that you would like to see cablecast on cable television? \_\_\_\_\_



Q20. How often do you watch the Government Channel 18 bulletin board? Do you watch the bulletin board:

[INTERVIEWER: READ CHOICES]

- 1 DAILY [PROCEED TO Q21]
- 2 A FEW TIMES A WEEK [PROCEED TO Q21]
- 3 A FEW TIMES A MONTH [PROCEED TO Q21]
- 4 NEVER [SKIP TO Q23]

88 DON'T KNOW [SKIP TO Q23]

99 REFUSED [SKIP TO Q23]

Q21. Does the bulletin board provide the type of information you are looking for?

- 1 YES [SKIP TO Q23]
- 2 NO [PROCEED TO Q22]

88 DON'T KNOW [SKIP TO Q23]

99 REFUSED [SKIP TO Q23]

Q22. What type of information would you like to see on the bulletin board? \_\_\_\_\_

Q23. Now I am going to read you a list of types of community programming. Please answer Yes or No as to which type of community programming **YOU OR YOUR FAMILY** would like to see in Dennis. How about:

a. **Recreation Report** [A program designed to inform citizens of upcoming recreational programs and events in Dennis.]

- 1 YES
- 2 NO

88 DON'T KNOW

99 REFUSED

b. **Public Safety Reports** [Reports and shows by Dennis public safety personnel, including the Police Department, Fire Department, the Board of Health, Harbormaster, and Emergency Management, keeping Dennis residents and businesses informed about public safety matters and concerns.]

- 1 YES
- 2 NO

88 DON'T KNOW

99 REFUSED



c. **Dennis Forum** [In-depth interviews and discussions with town and community representatives, including Town officials, community representatives, and one on one interviews with and about Dennis people and events.]

- 1 YES
- 2 NO

88 DON'T KNOW  
99 REFUSED

d. **Dennis Special Events including parades and memorial events** [Live and taped coverage of special events in town, such as parades and memorials.]

- 1 YES
- 2 NO

88 DON'T KNOW  
99 REFUSED

e. **Dennis History** [A program showing and discussing Dennis history.]

- 1 YES
- 2 NO

88 DON'T KNOW  
99 REFUSED

f. **Dennis Youth Sports** [Live and videotaped coverage of Dennis High School, Middle School and Youth Sports, including football, basketball, hockey, soccer, baseball, etc.]

- 1 YES
- 2 NO

88 DON'T KNOW  
99 REFUSED

g. **Dennis Seniors** [A regular series which addresses issues concerning senior citizens and provides information about areas of interest, including financial issues, keeping active and healthy, etc.]

- 1 YES
- 2 NO

88 DON'T KNOW  
99 REFUSED



**h. On The Water - Whether on the beach, boating or fishing** [A show about the full range of water activities in and near Dennis.]

- 1 YES
- 2 NO

- 88 DON'T KNOW
- 99 REFUSED

**i. Any other types of community programming that you would like to see?**

Please describe: \_\_\_\_\_

Q24. Do you feel that Comcast should continue to provide funding for studio equipment, mobile recording equipment and training in video production, which enables local residents and staff to produce local programs for cable television?

- 1 YES
- 2 NO

- 88 DON'T KNOW
- 99 REFUSED

Q25. Now I would like to ask you a question about Comcast's Video on Demand service. Are you familiar with Comcast's Video on Demand?

- 1 YES [PROCEED TO Q26]
- 2 NO [INTERVIEWER READ: LET ME TAKE A MOMENT TO EXPLAIN VIDEO ON DEMAND. VIDEO ON DEMAND OFFERS PROGRAMS THAT ARE AVAILABLE ANY TIME CUSTOMERS WANT TO WATCH THEM - WITH THE ABILITY TO FAST FORWARD, REWIND AND PAUSE SELECTIONS. [THEN PROCEED TO Q26]

- 88 DON'T KNOW
- 99 REFUSED

Q26. Do you feel that Dennis Public, Educational, and Government Access programming, including government meetings, should be available as Video On Demand (VOD) so that you can watch this programming at your convenience?

- 1 YES
- 2 NO
- 88 DON'T KNOW
- 99 REFUSED



Now I'd like to ask you a question about the TV Guide Channel. Comcast has traditionally offered a non-interactive scrolling program guide on channel 3 for channels 2 through 99. In December 2007, Comcast removed this TV Guide Channel from the Basic Service Tier.

Q27. Do you believe the town should seek the return of this TV Guide Channel to the Basic Service Tier?

- 1 YES
- 2 NO
- 88 DON'T KNOW
- 99 REFUSED

Q28. Are you familiar with Comcast's Electronic Program Guide on the digital tier?

- 1 YES [PROCEED TO Q 29]
- 2 NO [INTERVIEWER READ: LET ME TAKE A MOMENT TO EXPLAIN COMCAST'S ELECTRONIC PROGRAM GUIDE. THE PROGRAM GUIDE ENABLES CUSTOMERS TO FIND A SHOW ON ANY CHANNEL, SET FAVORITE CHANNELS, USE PARENTAL CONTROLS TO BLOCK SPECIFIC CHANNELS OR INDIVIDUAL PROGRAMS AND TO RECORD ANY TELEVISION SHOW WITH A DVR. [PROCEED TO Q 29]
- 88 DON'T KNOW
- 99 REFUSED

Q29. Do you feel that the Public, Educational, and Government Access program schedule should be included as part of the Comcast's Electronic Program Guide in order to know when this programming is going to be broadcast?

- 1 YES
- 2 NO
- 88 DON'T KNOW
- 99 REFUSED



Q30. Comcast currently operates and staffs a customer service office located at the Yarmouth Office on 10 Old Town House Rd., where subscribers can pick-up or return equipment and pay bills. How strongly do you agree or disagree that Comcast should continue to operate the customer service center in Yarmouth? Do you:

[INTERVIEWER: READ CHOICES]

- 1 STRONGLY AGREE
- 2 SOMEWHAT AGREE
- 3 NEITHER AGREE NOR DISAGREE
- 4 SOMEWHAT DISAGREE
- 5 STRONGLY DISAGREE

- 88 DON'T KNOW
- 99 REFUSED

Q31. Do you think there should be a discount provided to all senior citizens, over age 65, regardless of need/ income level, or to senior citizens based on need/income level?"

- 1 DISCOUNTS TO ALL SENIORS
- 2 DISCOUNTS BASED ON NEED

- 88 DON'T KNOW
- 99 REFUSED

Ok, we are almost done. I would just like to ask a couple of questions about you. This will help us to understand the types of Dennis residents that we are interviewing.

Q32. Do you mind telling me your age? \_\_\_\_\_

Q33. Sex

- 1 MALE
- 2 FEMALE

Q34. Do you have any additional comments?



## APPENDIX B – FREQUENCIES

### Explanation of Terms:

- Frequency – Actual count for each choice, including respondents who refused to answer a question and “missing” respondents. Missing respondents are explained below.
- Percent – Percent of respondents for each choice, based on the count.
- Valid Percent – This is the column that is primarily used in the report data. Excludes “missing” and “system” data and may exclude respondents who answered “don’t know” or who refused to answer the question.
- Cumulative Percent - The valid percent of that value added to the valid percent of the previous values.
- Missing - Includes respondents who were excluded primarily because they refused to answer the question or were not asked the question (system).
- System – Comprises respondents who are non-subscribers and may include respondents who refused to answer a question.

**Do you subscribe to Comcast cable television, a satellite service such as DISH Network or Direct TV, or do you receive over-the-air signals only?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Comcast	423	86.9	87.4	87.4
	Satellite	48	9.9	9.9	97.3
	Over-the-air signals	7	1.4	1.4	98.8
	Does not watch TV	6	1.2	1.2	100.0
	Total	484	99.4	100.0	
Missing	Don't Know	3	.6		
Total		487	100.0		

**Would you like to see other companies provide cable television services in Dennis as well, competing with Comcast?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	344	81.2	81.2	81.2
	No	52	12.2	12.2	93.4
	Don't Know	28	6.6	6.6	100.0
	Total	423	100.0	100.0	



**How would you rate your overall satisfaction with Comcast cable television?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	150	35.4	35.6	35.6
	Somewhat satisfied	139	32.8	33.0	68.5
	Neither satisfied nor dissatisfied	57	13.4	13.4	82.0
	Somewhat dissatisfied	42	9.9	10.0	92.0
	Very dissatisfied	34	8.0	8.0	100.0
	Total	420	99.4	100.0	
Missing	Don't Know	3	.6		
Total		423	100.0		

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the quality of the picture/signal reception?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	50	11.7	11.8	11.8
	Below Average	21	5.0	5.0	16.8
	Average	88	20.9	21.0	37.8
	Above Average	104	24.6	24.7	62.5
	Excellent	158	37.4	37.5	100.0
	Total	421	99.6	100.0	
Missing	Don't Know	2	.4		
Total		423	100.0		

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the consistency of the sound level?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	74	17.4	17.6	17.6
	Below Average	52	12.4	12.5	30.1
	Average	105	24.9	25.2	55.2
	Above Average	77	18.2	18.4	73.6
	Excellent	111	26.2	26.4	100.0
	Total	419	99.1	100.0	
Missing	Don't Know	4	.9		
Total		423	100.0		



**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the reliability of the converter box?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	64	15.2	18.9	18.9
	Below Average	27	6.3	7.9	26.8
	Average	84	19.9	24.8	51.6
	Above Average	70	16.5	20.5	72.0
	Excellent	95	22.5	28.0	100.0
	Total	340	80.5	100.0	
Missing	Don't Know	83	19.5		
Total		423	100.0		

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the response time of service technicians/repairs?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	61	14.4	18.3	18.3
	Below Average	22	5.2	6.6	24.9
	Average	108	25.5	32.5	57.4
	Above Average	80	18.8	24.0	81.4
	Excellent	62	14.6	18.6	100.0
	Total	332	78.5	100.0	
Missing	Don't Know	91	21.5		
Total		423	100.0		

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the reliability and clarity of billing?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	60	14.2	14.5	14.5
	Below Average	23	5.4	5.5	20.0
	Average	113	26.8	27.3	47.3
	Above Average	120	28.4	29.0	76.3
	Excellent	98	23.3	23.7	100.0
	Total	415	98.0	100.0	
Missing	Don't Know	8	2.0		
Total		423	100.0		



**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the response time on billing inquires/complaints?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	62	14.6	17.6	17.6
	Below Average	20	4.8	5.8	23.4
	Average	126	29.8	35.9	59.3
	Above Average	76	17.9	21.6	80.8
	Excellent	67	15.9	19.2	100.0
	Total	352	83.1	100.0	
Missing	Don't Know	71	16.9		
Total		423	100.0		

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the quality of customer support personnel?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	55	13.0	14.9	14.9
	Below Average	25	6.0	6.8	21.7
	Average	96	22.8	26.0	47.8
	Above Average	84	19.9	22.7	70.4
	Excellent	109	25.9	29.6	100.0
	Total	370	87.5	100.0	
Missing	Don't Know	53	12.5		
Total		423	100.0		

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the time to reach a Comcast customer service representative?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	70	16.5	19.1	19.1
	Below Average	23	5.4	6.2	25.3
	Average	127	30.1	34.8	60.1
	Above Average	69	16.4	19.0	79.1
	Excellent	77	18.1	20.9	100.0
	Total	366	86.6	100.0	
Missing	Don't Know	57	13.4		
Total		423	100.0		



**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the overall value of cable service/support for the price paid?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	109	25.7	26.3	26.3
	Below Average	72	17.0	17.4	43.7
	Average	138	32.5	33.4	77.1
	Above Average	55	13.0	13.3	90.4
	Excellent	40	9.4	9.6	100.0
	Total	412	97.4	100.0	
Missing	Don't Know	11	2.6		
Total		423	100.0		

**Contacted customer service in last 12 months**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	271	64.1	64.1	64.1
	no	152	35.9	35.9	100.0
	Total	423	100.0	100.0	

Note: The above data was calculated and not directly asked of respondents.

**How many times in the past year have you contacted Comcast for loss of service/signal?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	99	23.4	47.5	47.5
	2.00	37	8.7	17.6	65.1
	3.00	30	7.0	14.2	79.3
	4.00	8	1.8	3.7	83.0
	5.00	17	4.1	8.3	91.3
	6.00	7	1.7	3.4	94.8
	7.00	4	1.0	2.1	96.8
	8.00	3	.7	1.3	98.2
	10.00	1	.1	.2	98.4
	12.00	2	.5	1.0	99.5
	25.00	1	.1	.2	99.7
	30.00	1	.1	.3	100.0
	Total	208	49.3	100.0	
	Missing	.00	215	50.7	
Total		423	100.0		



**How many times in the past year have you contacted Comcast for poor reception?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	65	15.5	53.0	53.0
	2.00	23	5.3	18.3	71.3
	3.00	11	2.5	8.6	80.0
	4.00	2	.4	1.4	81.4
	5.00	2	.4	1.3	82.7
	6.00	2	.6	1.9	84.6
	7.00	1	.2	.5	85.1
	10.00	18	4.2	14.4	99.5
	40.00	1	.2	.5	100.0
	Total	123	29.2	100.0	
Missing	.00	300	70.8		
Total		423	100.0		

**How many times in the past year have you contacted Comcast for billing problems?**

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1.00	74	17.5	56.3	56.3	
	2.00	29	6.9	22.1	78.3	
	3.00	6	1.3	4.2	82.5	
	4.00	1	.3	.9	83.4	
	5.00	3	.7	2.4	85.8	
	6.00	1	.2	.8	86.5	
	7.00	1	.1	.5	87.0	
	10.00	1	.3	.9	87.9	
	12.00	2	.4	1.2	89.1	
	15.00	14	3.4	10.9	100.0	
	Total	132	31.2	100.0		
	Missing	.00	291	68.8		
	Total		423	100.0		



**How many times in the past year have you contacted Comcast for problems with cable equipment?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	87	20.5	58.3	58.3
	2.00	20	4.8	13.6	71.9
	3.00	14	3.3	9.4	81.3
	4.00	6	1.4	4.0	85.2
	5.00	2	.5	1.4	86.6
	6.00	2	.5	1.4	88.0
	9.00	1	.3	.8	88.8
	10.00	17	3.9	11.2	100.0
	Total	149	35.2	100.0	
Missing	.00	274	64.8		
Total		423	100.0		

**How many times in the past year have you contacted Comcast for other complaints?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.6	69.5	69.5
	3.00	1	.2	6.5	76.0
	4.00	2	.4	10.9	86.9
	5.00	2	.4	9.8	96.7
	9.00	1	.1	3.3	100.0
	Total	16	3.8	100.0	
Missing	.00	404	95.5		
	System	3	.7		
	Total	407	96.2		
Total		423	100.0		



**How much do you value having access to Public, Educational and Government Access programming?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly value this type of programming	193	45.7	45.7	45.7
	Somewhat value this type of programming	154	36.3	36.3	82.0
	Do not value this type of programming	68	16.1	16.1	98.0
	Don't Know	8	2.0	2.0	100.0
	Total	423	100.0	100.0	

**Watch at least one of the PEG channel (calculated value)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	298	70.5	70.5	70.5
	No	125	29.5	29.5	100.0
	Total	423	100.0	100.0	

**Do you watch local parades, community programs, such as talk programs, and other local events on the Cape Cod Community Media Center Channel 17?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	212	50.1	50.3	50.3
	No	209	49.4	49.7	100.0
	Total	421	99.5	100.0	
Missing	Don't Know	2	.5		
	Total	423	100.0		

**Do you watch any of the sporting events, concerts, School Committee meetings, or other programming on the Dennis/Yarmouth Educational Channel 22?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	182	43.1	43.8	43.8
	No	234	55.4	56.2	100.0
	Total	417	98.5	100.0	
Missing	Don't Know	6	1.5		
	Total	423	100.0		



**Do you watch local government programs, such as Selectmen's meetings, Planning Board, or Finance Committee meetings on the Government Cable Channel 18?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	265	62.7	63.0	63.0
	No	156	36.8	37.0	100.0
	Total	421	99.5	100.0	
Missing	Don't Know	2	.5		
Total		423	100.0		

**Would like to continue to see Board of Selectmen meetings cablecast on cable television?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	326	77.0	77.1	77.1
	No	80	18.8	18.8	95.9
	Don't Know	17	4.1	4.1	100.0
	Total	422	99.9	100.0	
Missing	Refused	1	.1		
Total		423	100.0		

**Would like to continue to see Board of Health meetings cablecast on cable television?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	293	69.2	69.3	69.3
	No	102	24.1	24.2	93.4
	Don't Know	28	6.6	6.6	100.0
	Total	422	99.9	100.0	
Missing	Refused	1	.1		
Total		423	100.0		



**Would like to continue to see Conservation Commission meetings cablecast on cable television?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	285	67.3	67.4	67.4
	No	112	26.5	26.5	93.9
	Don't Know	26	6.1	6.1	100.0
	Total	422	99.9	100.0	
Missing	Refused	1	.1		
Total		423	100.0		

**Would like to continue to see Planning Board and/or Zoning Board of Appeals meetings cablecast on cable television?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	304	72.0	72.1	72.1
	No	97	22.9	23.0	95.1
	Don't Know	21	4.9	4.9	100.0
	Total	422	99.9	100.0	
Missing	Refused	1	.1		
Total		423	100.0		

**Would like to continue to see Historic District Committee meetings cablecast on cable television?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	298	70.4	70.5	70.5
	No	107	25.3	25.3	95.8
	Don't Know	18	4.2	4.2	100.0
	Total	422	99.9	100.0	
Missing	Refused	1	.1		
Total		423	100.0		



**Would like to continue to see Annual and/or Special Town meetings cablecast on cable television?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	322	76.1	76.3	76.3
	No	84	19.8	19.8	96.1
	Don't Know	16	3.9	3.9	100.0
	Total	422	99.7	100.0	
Missing	Refused	1	.3		
Total		423	100.0		

**Are these Town of Dennis meetings broadcast at a convenient time?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	298	70.4	70.5	70.5
	No	35	8.3	8.4	78.8
	Don't Know	89	21.1	21.2	100.0
	Total	422	99.8	100.0	
Missing	Refused	1	.2		
Total		423	100.0		

**When would be a better time to broadcast these meetings?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mornings	2	.4	7.8	7.8
	Afternoons	1	.3	5.3	13.1
	Evenings	17	4.0	79.5	92.6
	Late Night	2	.4	7.4	100.0
	Total	21	5.0	100.0	
Missing	Don't Know	14	3.2		
	Refused	1	.1		
	System	388	91.7		
Total		402	95.0		
Total		423	100.0		



**How often do you watch the Government Channel 18 bulletin board?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	62	14.7	14.9	14.9
	A few times a week	86	20.4	20.7	35.7
	A few times a month	81	19.1	19.4	55.1
	Never	187	44.2	44.9	100.0
	Total	416	98.4	100.0	
Missing	Don't Know	7	1.6		
Total		423	100.0		

**Does the bulletin board provide the type of information you are looking for?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	200	47.3	91.3	91.3
	No	19	4.5	8.7	100.0
	Total	219	51.8	100.0	
Missing	Don't Know	10	2.4		
	System	194	45.8		
	Total	204	48.2		
Total		423	100.0		

**Type of community programming - Recreation Report**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	268	63.4	63.6	63.6
	No	143	33.8	33.9	97.5
	Don t Know	10	2.5	2.5	100.0
	Total	421	99.6	100.0	
Missing	Refused	2	.4		
Total		423	100.0		



**Type of community programming - Public Safety Reports**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	333	78.7	79.0	79.0
	No	83	19.7	19.7	98.8
	Don t Know	5	1.2	1.2	100.0
	Total	421	99.6	100.0	
Missing	Refused	2	.4		
Total		423	100.0		

**Type of community programming - Dennis Forum**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	266	62.8	63.1	63.1
	No	144	34.1	34.2	97.3
	Don t Know	12	2.7	2.7	100.0
	Total	421	99.6	100.0	
Missing	Refused	2	.4		
Total		423	100.0		

**Type of community programming - Dennis Special Events**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	281	66.4	66.4	66.4
	No	130	30.8	30.8	97.2
	Don t Know	12	2.8	2.8	100.0
	Total	423	100.0	100.0	

**Type of community programming - Dennis History**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	295	69.7	70.0	70.0
	No	123	29.1	29.2	99.2
	Don t Know	4	.8	.8	100.0
	Total	421	99.6	100.0	
Missing	Refused	2	.4		
Total		423	100.0		



**Type of community programming - Dennis Youth Sports**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	236	55.7	55.7	55.7
No	180	42.6	42.6	98.4
Don t Know	7	1.6	1.6	100.0
Total	423	100.0	100.0	

**Type of community programming - Dennis Seniors**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	275	64.9	64.9	64.9
No	136	32.1	32.1	97.0
Don t Know	13	3.0	3.0	100.0
Total	423	100.0	100.0	

**Type of community programming - On the Water**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	283	67.0	67.0	67.0
No	135	31.9	31.9	98.9
Don t Know	5	1.1	1.1	100.0
Total	423	100.0	100.0	

**Type of community programming - Other**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	85	20.0	20.0	20.0
No	330	78.0	78.0	98.0
Don t Know	8	2.0	2.0	100.0
Total	423	100.0	100.0	



**Should Comcast continue to provide funding for studio equipment, mobile recording equipment and training in video production?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	350	82.7	82.7	82.7
	No	29	6.8	6.8	89.4
	Don't Know	45	10.6	10.6	100.0
	Total	423	100.0	100.0	

**Are you familiar with Comcast's Video on Demand?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	344	81.4	81.6	81.6
	No	78	18.4	18.4	100.0
	Total	422	99.8	100.0	
Missing	99	1	.2		
Total		423	100.0		

**Do you feel that Dennis Public, Educational, and Government Access programming, including government meetings, should be available as Video On Demand?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	279	65.8	65.9	65.9
	No	108	25.6	25.6	91.5
	Don't Know	36	8.5	8.5	100.0
	Total	422	99.9	100.0	
Missing	Refused	1	.1		
Total		423	100.0		

**Do you believe the town should seek the return of the TV Guide Channel to the Basic Service Tier?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	291	68.9	68.9	68.9
	No	95	22.4	22.4	91.3
	Don't Know	37	8.7	8.7	100.0
	Total	423	100.0	100.0	



**Are you familiar with Comcast's Electronic Program Guide on the digital tier?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	268	63.3	63.3	63.3
	No	155	36.6	36.7	100.0
	Total	422	99.9	100.0	
Missing	99	1	.1		
Total		423	100.0		

**Do you feel that the Public, Educational, and Government Access program schedule should be included as part of the Comcast's Electronic Program Guide?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	330	78.0	78.0	78.0
	No	59	14.0	14.0	92.1
	Don't Know	34	7.9	7.9	100.0
Total		423	100.0	100.0	

**How strongly do you agree or disagree that Comcast should continue to operate the customer service center in Yarmouth?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	325	76.8	78.8	78.8
	Somewhat agree	34	8.1	8.3	87.1
	Neither Agree or Disagree	47	11.1	11.4	98.5
	Somewhat Disagree	2	.6	.6	99.1
	Strongly Disagree	4	.9	.9	100.0
	Total		412	97.4	100.0
Missing	Don't Know	11	2.6		
Total		423	100.0		



**Do you think there should be a discount provided to all senior citizens, over age 65, regardless of need/ income level, or to senior citizens based on need/ income level?"**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Discounts to all seniors	271	64.0	64.2	64.2
	Discounts based on need	136	32.2	32.3	96.6
	Don't Know	15	3.4	3.4	100.0
	Total	422	99.7	100.0	
Missing	Refused	1	.3		
Total		423	100.0		

