



CABLE FRANCHISE RENEWAL
COMMUNITY ASCERTAINMENT SURVEY

CONDUCTED FOR
THE CITIES OF BURBANK AND GLENDALE

MAY 2005

True North
RESEARCH

741 GARDEN VIEW COURT SUITE 208
ENCINITAS, CALIFORNIA 92024
PHONE 760.632.9900 FAX 760.632.9993
WEB WWW.TN-RESEARCH.COM



TABLE OF CONTENTS

Table of Contents	i
List of Tables	iii
List of Figures	iv
Introduction to Study	1
Background	1
Overview of Methodology	1
Report Overview	1
Disclaimer	1
NOte ON Terminology	2
Just the Facts	3
Household Subscriptions	3
Satisfaction with Cable Services	3
Customer Service	4
Technical Quality	4
Government Access Channel	4
New Services	5
Non-subscribers	6
Computers & Internet Services	6
Household Subscriptions	7
Subscription Type	7
Question 1	7
Question 2	7
Type of Cable Subscription	9
Question 3	9
Question 4	9
Question 6	9
TV & Monthly Bill	11
Question 5	11
Question 7	12
Satisfaction with Cable Services	14
Question 8	14
Problems with Cable TV Service	15
Question 9	15
Question 10	16
Customer Service	17
Have you Contacted Charter?	17
Question 11	17
Question 12	17
Nature of Problem	18
Question 13	19
Was the Problem Resolved?	19
Question 14	19
Question 15	20
Ratings of Customer Service	20
Question 16	21
Technical Quality	23
Question 17	23
Government Access Channel	24
Government Access Channel Viewership	24
Question 18	24
Question 19	24
Question 20	24

Question 21	25
Programming	26
Question 22	26
Question 23	27
Question 24	28
Importance of Government Access Channels	28
Question 25	29
Question 26	30
Glendale Viewers	30
Question 27	30
Question 28	30
Question 29	30
New Services	32
Question 30	32
Question 31	32
Non-subscribers	34
Question 32	34
Question 33	35
Computers & Internet Services	36
Question 34	36
Question 35	36
Question 36	37
Question 37	39
Question 38	39
Background & Demographics	41
Methodology	42
Questionnaire Development	42
Language	42
CATI & Pre-Test	42
Sample	42
Margin of Error	43
Data Collection	44
Data Processing	44
Rounding	44
Questionnaire & Toplines	45
Burbank Version	45
Glendale Version	59
Burbank Crosstabulations	Appendix A
Glendale Crosstabulations	Appendix B



LIST OF TABLES

Table 1 Background & Demographics 41



LIST OF FIGURES

Figure 1 Household Cable and Satellite Television Subscribership	7
Figure 2 Satellite Television Subscription by Cable Subscriber / Non-subscriber	8
Figure 3 Household Cable Television Subscribership by Household Income	8
Figure 4 Household Satellite Television Subscribership by Household Income	9
Figure 5 Household Subscriptions	10
Figure 6 Burbank Household Subscriptions by Household Income	10
Figure 7 Glendale Household Subscriptions by Household Income	11
Figure 8 Number of Televisions Connected to Cable	11
Figure 9 Monthly Cost of Cable Television Services	12
Figure 10 Monthly Cost of Cable Television Services by Household Subscriptions: Burbank	13
Figure 11 Monthly Cost of Cable Television Services by Household Subscriptions: Glendale	13
Figure 12 Satisfaction with Cable Television Services	14
Figure 13 Problems with Cable Television Services	15
Figure 14 Number One Problem with Cable Television Service	16
Figure 15 Contact with Charter Communications in Past 12 Months: Burbank	17
Figure 16 Contact with Charter Communications in Past 12 Months: Glendale	18
Figure 17 Nature of Problem that Prompted Contact with Charter Communications	19
Figure 18 Resolution of Problem	19
Figure 19 Days Required for Resolution of Problem	20
Figure 20 Satisfaction with Specific Aspects of Cable Television Service: Burbank	21
Figure 21 Satisfaction with Specific Aspects of Cable Television Service: Glendale	22
Figure 22 Occurrence of Technical Problems by Household Subscriptions	23
Figure 23 Channel 6 Viewership and Awareness: Burbank	24
Figure 24 Channel 6 Viewership and Awareness: Glendale	25
Figure 25 Frequency of Viewing Channel 6: Burbank	25
Figure 26 Frequency of Viewing Channel 6: Glendale	26
Figure 27 Watched Televised City Council Meeting in Past 12 Months	26
Figure 28 Channel 6 Programming	27
Figure 29 Rating of Channel 6 Programming	28
Figure 30 Perceived Need for PEG Programming	29
Figure 31 Importance of Local Cable Channel Focusing on Local Events and Issues	30
Figure 32 Glendale Viewership of Channels 21, 15 & 25	31
Figure 33 Desire New Services & Most Common Preferences: Burbank	32
Figure 34 Desire New Services & Most Common Preferences: Glendale	33
Figure 35 Ever Subscribed to Cable Television	34
Figure 36 Primary Reason for Not Subscribing to Cable Television	35
Figure 37 Number of Computers in Home and Connection to Internet: Burbank	36
Figure 38 Number of Computers in Home and Connection to Internet: Glendale	37
Figure 39 Internet Connection Type	37
Figure 40 Internet Access and Charter High-speed Service Subscription by Household Income: Burbank	38
Figure 41 Internet Access and Charter High-speed Service Subscription by Household Income: Glendale	38
Figure 42 Rating of Charter High-speed Internet Service	39
Figure 43 Like to Watch City Council Meetings via Internet	40
Figure 44 Maximum Margin of Error Plot	44



INTRODUCTION TO STUDY

BACKGROUND Through franchise agreements with the cities of Burbank and Glendale, Charter Communications provides cable and high-speed Internet services to residents within these cities. Periodically, both the franchise holder (Charter Communications) and the franchising authorities (the cities of Burbank and Glendale) jointly participate in a franchise renewal process. As part of this process, it is important to develop an accurate understanding of how well the current cable systems and services meet the needs of Burbank and Glendale households. Because a properly designed and conducted survey is the only tool that will provide statistically reliable measures of the communities' satisfaction and needs as they pertain to cable-related services, the cities of Burbank and Glendale jointly selected True North Research to conduct such a study among their residents.

Broadly defined, the study was designed to:

- Measure overall satisfaction with cable television service and high-speed Internet service.
- Evaluate satisfaction with specific aspects of customer service.
- Identify satisfaction with the technical quality of cable television service.
- Identify problems or issues that subscribers have with their cable television service.
- Evaluate subscribers' viewership and attitudes about public, educational, and governmental (PEG) access programming.
- Collect additional background and demographic data that is relevant to understanding the community's cable related interests and experiences.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see "Methodology" on page 42). In brief, a total of 416 households in Burbank and 417 households in Glendale were selected using a random digit dialing (RDD) sampling methodology. Interviews were conducted between March 2 and March 16, 2005 and averaged 15 minutes in length.

REPORT OVERVIEW This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Just the Facts* is for you. It provides a summary of the most important factual findings of the survey in bullet-point format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaires used for the interviews can be found in "Questionnaire & Toplines" on page 45 and complete sets of crosstabulations for the Burbank and Glendale survey results can be found in Appendix A and Appendix B, respectively.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the cities of Burbank or Glendale. Any errors and omissions are the responsibility of the authors.

NOTE ON TERMINOLOGY When the terms *households* or *customers* are used in this report, they generally refer to the households or customers that were surveyed as part of this study.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, you can simply turn to the appropriate report section.

HOUSEHOLD SUBSCRIPTIONS

- Sixty-three percent (63%) of households in Burbank and 62% of households in Glendale reported that they subscribe to cable television service.
- Nineteen percent (19%) of households in both cities indicated they subscribe to satellite television.
- Approximately one-quarter of households (24% in Burbank, 27% in Glendale) subscribe to neither cable nor satellite television.
- Forty-eight percent (48%) of Burbank households and 43% of Glendale households *without* cable television service reported they receive satellite television. Among households that have cable TV service, just 3% in Burbank and 5% in Glendale also receive satellite service.
- More than half of Burbank cable television households (57%) and Glendale cable television households (52%) subscribe to *digital* cable.
- Seventy-one percent (71%) of subscribing households in Burbank and 66% of subscribing households in Glendale reported having at least two televisions connected to cable.
- The most common monthly fee range for cable television service was \$40 to \$54, mentioned by 30% of subscribing households in Burbank and 27% in Glendale. More than half of subscribing households in both cities pay \$55 or more per month for their cable TV service.

SATISFACTION WITH CABLE SERVICES

- Sixty-three percent (63%) of Burbank cable households and 68% of Glendale cable households indicated they were very or somewhat satisfied with their cable television service.¹
- Satisfaction among those with digital cable was somewhat higher for both cities, with 66% of Burbank and 71% of Glendale cable households citing overall satisfaction.
- Those who subscribe to additional programming -- such as Showtime, HBO, or Cinemax -- also exhibited slightly higher than average levels of satisfaction, with 65% very or somewhat satisfied in Burbank and 72% very or somewhat satisfied in Glendale.
- Twenty-one percent (21%) of Burbank households and 19% of Glendale households reported that they have a problem with their cable television service.
- Among Burbank and Glendale households that indicated they have a problem with their service, the most common issue was that they receive poor reception (44% in Burbank, 42% in Glendale). The cost of the service was also cited as a problem by more than one quarter of respondents (27%) in Glendale.

1. The overall level of satisfaction with cable TV service reported by Burbank and Glendale subscribers is significantly lower than the satisfaction levels reported by subscribers in other cities for which True North has conducted similar studies. In a recent study in Irvine, for example, overall satisfaction with the cable TV service provided by Cox was 75%.

CUSTOMER SERVICE

- Fifty-five percent (55%) of Burbank cable households and 61% of Glendale cable households indicated that they had not contacted Charter Communications in the last 12 months. Of those who did contact Charter Communications, the most common form of contact in both cities was via telephone (27% of cable households in Burbank, 24% in Glendale), followed by a house call (19%, 17%) and an office visit (13%, 9%).
- Of cable subscribers who initiated contact with Charter Communications in the past 12 months because of a problem, the most common problem by far was of a technical nature in Burbank (82%) and Glendale (71%).
- More than 40% of the respondents from Burbank (43%) and Glendale (42%) who contacted Charter Communications because of a problem indicated that they had to contact Charter multiple times before the problem was resolved.²
- Forty-one percent (41%) of Burbank respondents and 42% of Glendale respondents who contacted Charter Communications because of a problem reported that the issue was resolved within one day of contacting Charter Communications. At the other extreme, 13% of Burbank respondents and 11% of Glendale respondents indicated that the problem was never solved.
- For 11 of 12 specific aspects of cable television service tested in the survey, at least 80% of respondents in both cities indicated they were very or somewhat satisfied.
- Aspects of cable television with which respondents were most satisfied included the turn-around time for installing new services, the performance of service technicians during installation or service calls, the accuracy of billing, and the responsiveness of customer service representatives.
- The lowest-rated aspect of cable television service for both cities was the overall entertainment value for the money households pay for the service, which garnered 74% satisfaction from Burbank respondents and 69% from Glendale respondents.

TECHNICAL QUALITY

- The most commonly experienced problem among cable subscribers was poor picture quality, with 26% of Burbank subscribers and 27% of Glendale subscribers indicating they experience the problem often or sometimes.
- Burbank digital cable subscribers were slightly more likely than their analog counterparts to indicate a problem with poor picture quality and picture outages.
- That vast majority of respondents in both cities (82% in Burbank, 86% in Glendale) indicated they seldom or never experience problems with sound quality.

GOVERNMENT ACCESS CHANNEL

- Seventy-eight (78%) of Burbank cable television households indicated that they had watched Channel 6 in the past 12 months. Of the 22% of households that had not watched Channel 6, the majority were aware that Channel 6 provides government programming. Only 7% of Burbank respondents surveyed were unaware that Channel 6 provides government programming.

2. It is worth noting that this percentage is much higher than reported in a recent study in Irvine, in which just 22% indicated that they needed to contact Cox more than once to resolve a problem.

- Sixty-five (65%) of Glendale cable television households indicated that they had watched Channel 6 in the past 12 months. Of the 35% of households that had not watched Channel 6, most were aware that Channel 6 provides government programming. Eleven percent (11%) of Glendale respondents surveyed were unaware that Channel 6 provides government programming.
- Among households that watch Channel 6, 48% of Burbank households and 37% of Glendale households do so at least once per week, and another 19% of Burbank households and 20% of Glendale households do so two to three times per month.³
- Sixty percent (60%) of Burbank cable television households and 45% of Glendale cable television households watched a televised City Council Meeting in the past year. In Burbank, 78% percent of those that watch Channel 6 watch Council meetings, compared with 70% in Glendale.
- When asked in an open-ended manner what type of programming they most often watch on Channel 6, 42% of Burbank households and 39% of Glendale households mentioned City Council meetings, which was by far the most common response for both cities. City news and information, school programming and Board of Education meetings, and Adopt-a-pet and animal-related programming were also mentioned by a significant number of respondents in both cities.
- Within households that watch Channel 6, 66% of Burbank respondents cited the quality of the programming as excellent (12%) or good (54%), compared with 52% of Glendale respondents (11% excellent, 40% good).
- Eighty-one (81%) of respondents in Burbank and 77% of respondents in Glendale felt there was a need for PEG programming. Households in both cities that watched Channel 6 in the past 12 months were considerably more likely than their counterparts to identify a need for PEG programming.
- Seventy-five percent (75%) of respondents in Burbank felt that “having a local cable channel that focuses on [their] city's residents, organizations, events, government, and community issues” was extremely (30%) or very important (45%), compared with 67% of Glendale respondents (21% extremely important, 46% very important).
- In the past 12 months, 16% of Glendale respondents in cable subscribing households watched City meeting agendas scroll on Channel 21, 28% watched the Education Access Channel (Channel 15), and 16% watched the Public Access Channel (Channel 25).

NEW SERVICES

- Thirty-four percent (34%) of Burbank respondents and 35% of Glendale respondents expressed an interest in receiving new services from Charter Communications.
- When asked in an open-ended manner to indicate what services they would like to receive, many respondents took the opportunity to mention improvements in their existing cable service, rather than innovations or new services. Nevertheless, the two most commonly mentioned services among residents in both cities were more channels and lower prices. More educational programming, more movies, and the ability to select specific channels instead of packaged channels were also common mentions among cable subscribers in both cities.

3. The overall rate of viewership for local access programming on Channel 6 is among the highest that True North has encountered when conducting surveys of this type for California cities.

NON-SUBSCRIBERS

- Almost half of non-subscribers in Burbank (49%) and Glendale (47%) indicated that their household had, at one time, subscribed to cable television service.
- In both cities, the most common reason for not subscribing to cable was that cable television service is too expensive (Burbank, 34% and Glendale, 35%). The second most common response was that they do not watch enough television to justify having cable television service. Having a subscription to satellite television was also mentioned by 13% of respondents from both cities as a reason for not subscribing to cable TV.

COMPUTERS & INTERNET SERVICES

- Among all Burbank households, 81% indicated that they have at least one computer in the home and 73% have at least one computer *and* Internet access.
- Among all Glendale households, 83% indicated that they have at least one computer in the home and 74% have at least one computer *and* Internet access.
- Thirty-seven percent (37%) of Burbank households and 39% of Glendale households with Internet access have a DSL connection. Twenty-eight percent (28%) of Burbank households and 29% of Glendale households with an Internet connection use Charter High-speed Internet Service.
- Eighty-seven percent (87%) of Charter High-speed Internet subscribers in Burbank and 83% in Glendale rated the service as either excellent or good. Fewer than 3% of respondents in either city indicated that the service was poor or very poor.
- Twenty percent (20%) of Burbank respondents with home Internet access indicated that they would find it useful to be able to watch City Council meetings from their computer, compared with 22% of those in Glendale.

HOUSEHOLD SUBSCRIPTIONS

The first task of the study was to identify the types of television services to which a household currently subscribes. Accordingly, each respondent was first asked if they subscribe to cable television service and/or satellite television service.

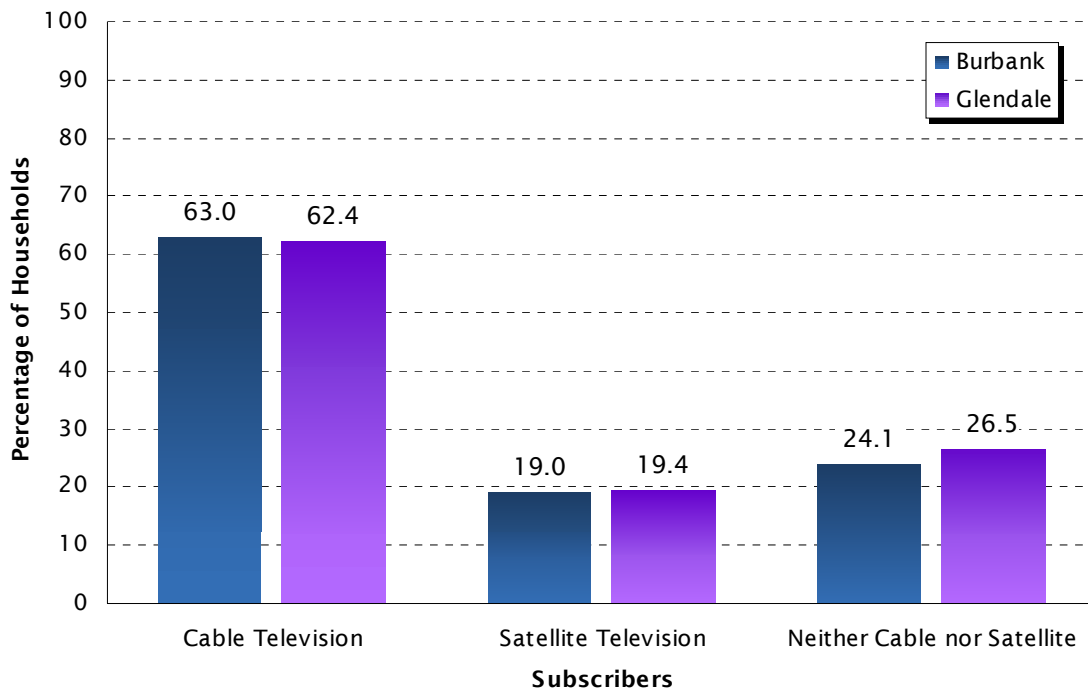
SUBSCRIPTION TYPE Figure 1 below presents the percentage of households that subscribe to cable and satellite television service, as well as the percentage that subscribe to neither service. In this figure -- and throughout this report -- the **blue** bars represent the findings among Burbank households, whereas the **purple** bars represent findings among Glendale households.

Sixty-three percent (63%) of households in Burbank and 62% of households in Glendale reported that they subscribe to cable television service. Nineteen percent (19%) of households from both cities indicated they subscribed to satellite television. Approximately one-quarter (24% in Burbank, 27% in Glendale) of households indicated that they do not subscribe to cable or satellite television.

Question 1 *Does your household currently subscribe to cable television?*

Question 2 *Does your household currently subscribe to a satellite television service?*

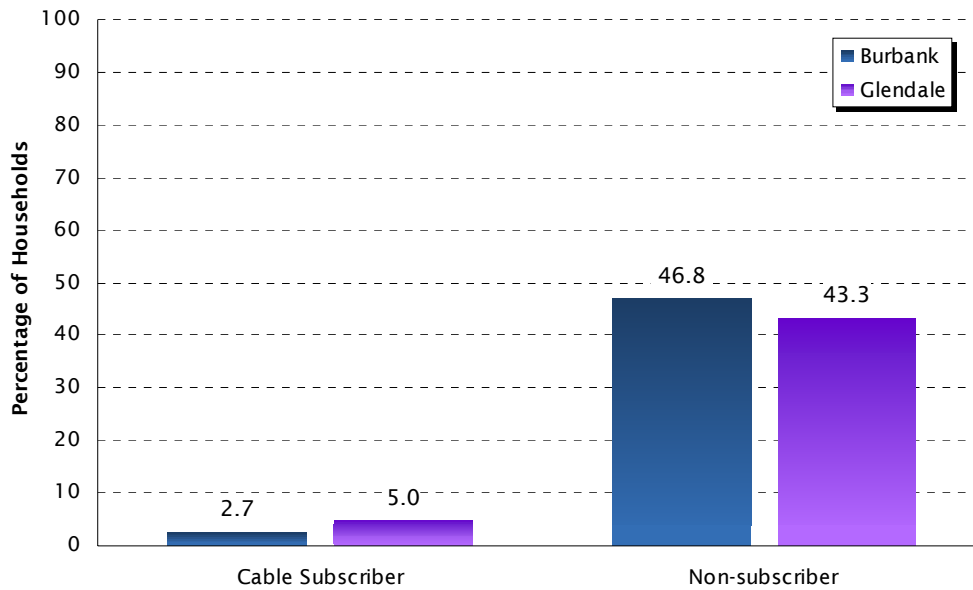
FIGURE 1 HOUSEHOLD CABLE AND SATELLITE TELEVISION SUBSCRIBERSHIP



As the one might expect, the likelihood of subscribing to satellite television is quite different depending on whether a household receives cable television service. As shown in Figure 2 on the next page, 48% of Burbank households and 43% of Glendale households without cable television

service reported they receive satellite television, compared with just 3% of Burbank households and 5% of Glendale households that subscribe to cable television service.

FIGURE 2 SATELLITE TELEVISION SUBSCRIPTION BY CABLE SUBSCRIBER / NON-SUBSCRIBER



The next two figures show how cable and satellite subscribership is related to household income. Overall, the patterns were similar for both cities. Cable subscription varied somewhat by household income, although penetration rates were greater than fifty percent for all income subgroups. Satellite subscriptions, on the other hand, were more clearly driven by household income, as households with higher incomes were much more likely to have satellite television.

FIGURE 3 HOUSEHOLD CABLE TELEVISION SUBSCRIBERSHIP BY HOUSEHOLD INCOME

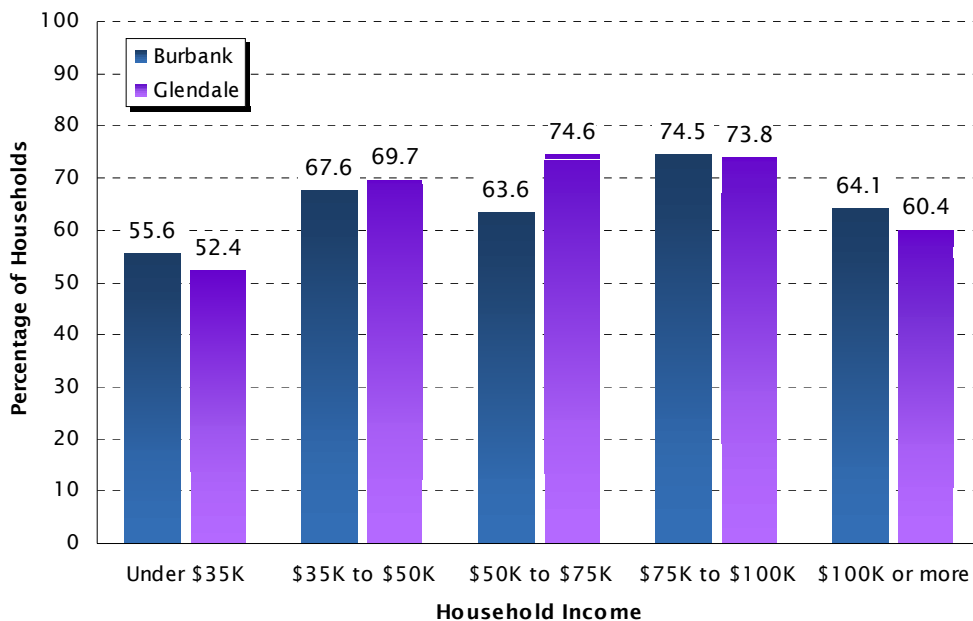
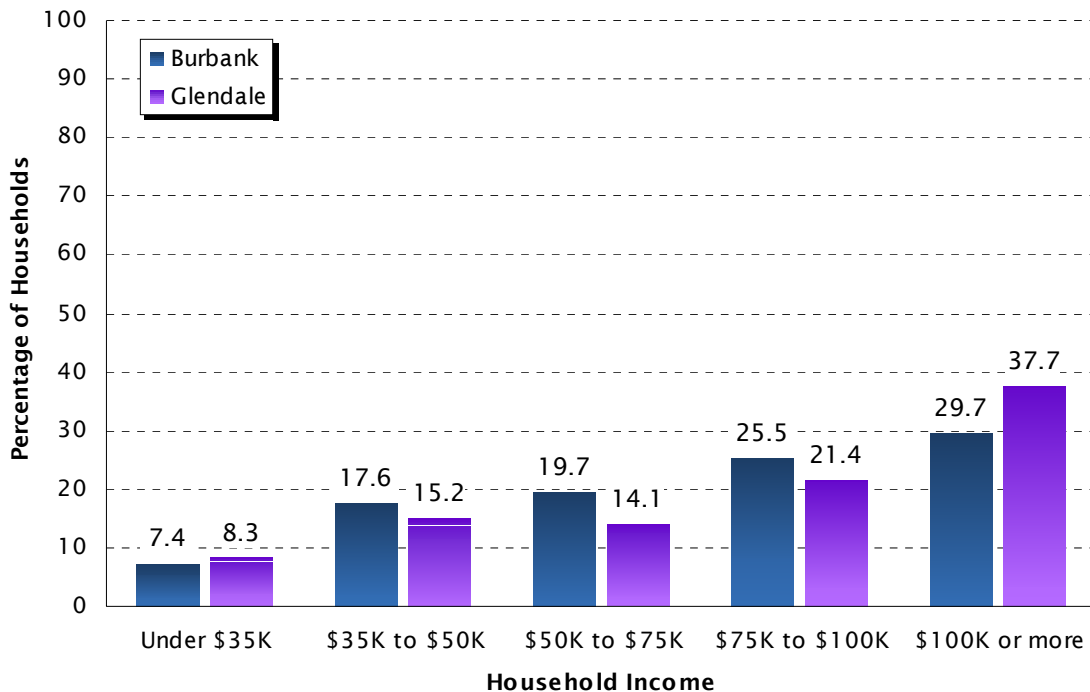


FIGURE 4 HOUSEHOLD SATELLITE TELEVISION SUBSCRIBERSHIP BY HOUSEHOLD INCOME



TYPE OF CABLE SUBSCRIPTION Households that reported they subscribed to cable television service were next asked if they subscribe to *digital* cable television service, *basic* analog, or *extended basic* analog service. Respondents were also asked if they subscribe to any additional programming, such as HBO, Showtime, or Cinemax. Figure 5 presents the percentage of cable television households that subscribe to each of type of service.

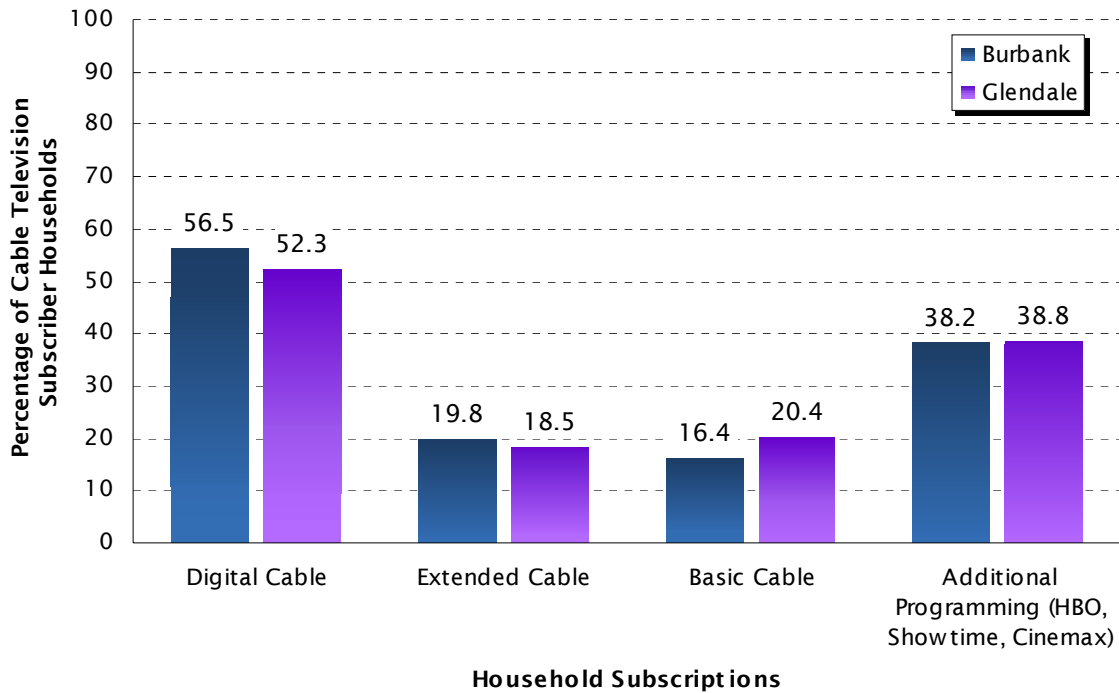
As shown in the figure, more than half of Burbank cable television households (57%) and Glendale cable television households (52%) subscribe to *digital* cable. Those that subscribed to *analog* service were split fairly evenly in both cities between basic and extended basic service, with approximately 20% of households subscribing to each. In Burbank, 38% of cable television households subscribe to additional programming, compared with 39% in Glendale. Although not shown in the figure, a small percentage of respondents were uncertain of the type of cable service(s) they receive.

Question 3 *Do you have digital cable service?*

Question 4 *Does your household subscribe to the Basic cable service which includes channels 2 through 32 plus channels 95, 96, 97 and 99, or the Extended Basic service which also includes channels 33 through 78?*

Question 6 *Does your household subscribe to any programming services like HBO, Showtime or Cinemax, for an additional monthly fee?*

FIGURE 5 HOUSEHOLD SUBSCRIPTIONS



The next two figures examine the relationship between subscription type and household income, by city. As one might expect, households with higher incomes were generally more likely to subscribe to costlier programming (i.e., digital cable, HBO, Showtime, Cinemax) than households with lower incomes.

FIGURE 6 BURBANK HOUSEHOLD SUBSCRIPTIONS BY HOUSEHOLD INCOME

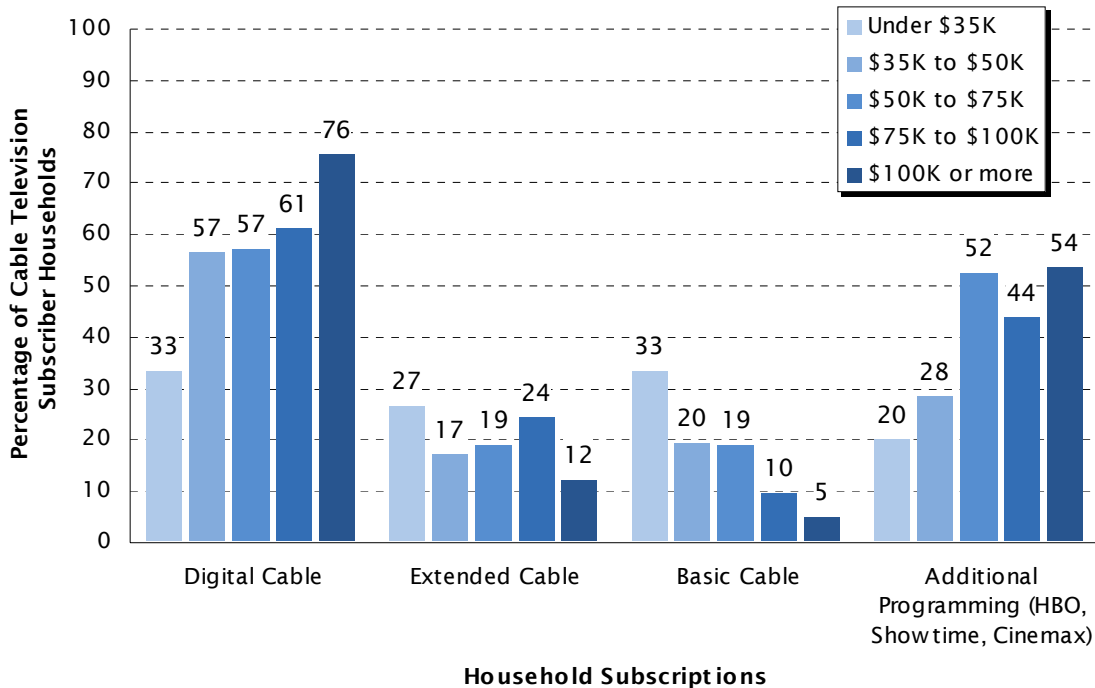
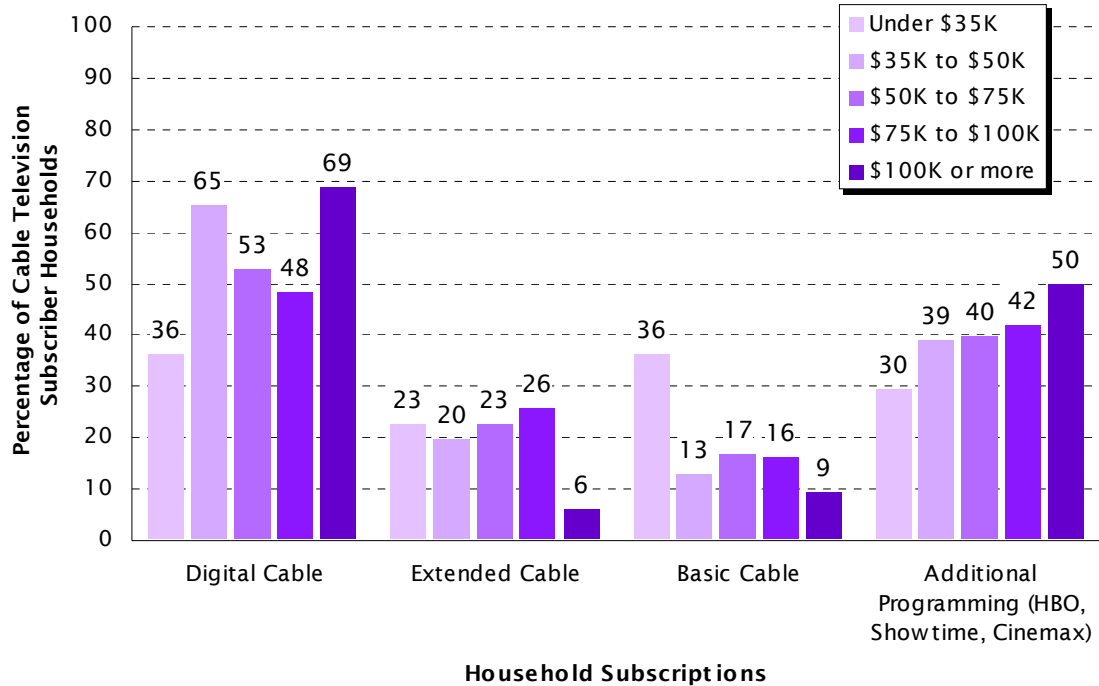


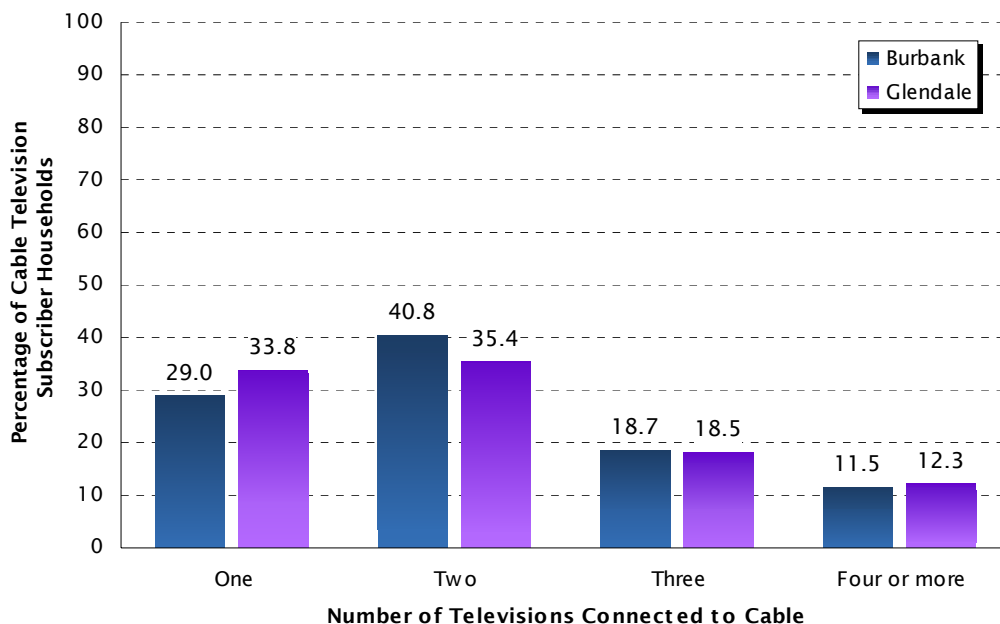
FIGURE 7 GLENDALE HOUSEHOLD SUBSCRIPTIONS BY HOUSEHOLD INCOME



TV & MONTHLY BILL Cable subscribers were next asked to indicate the number of televisions in their home that are connected to cable. As shown in Figure 8, 41% of Burbank subscribers and 35% of Glendale subscribers reported having two televisions connected to cable, which was the most common response for both cities.

Question 5 *How many televisions are connected to cable in your household?*

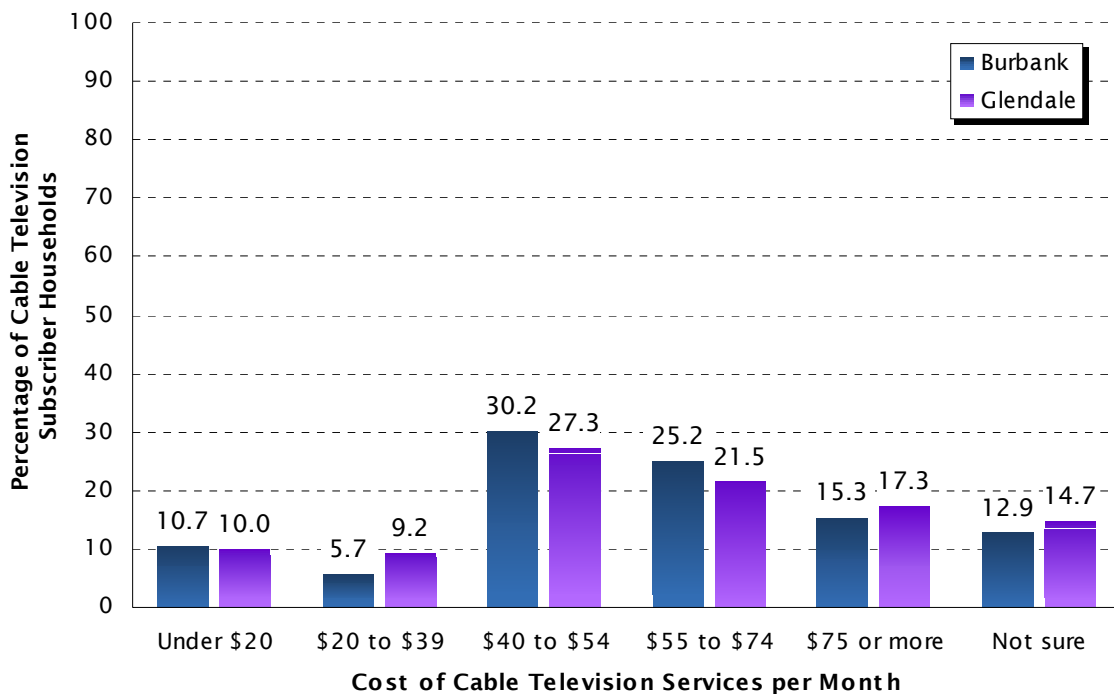
FIGURE 8 NUMBER OF TELEVISIONS CONNECTED TO CABLE



The survey next asked cable subscribers how much they pay per month for their Charter Communications television subscription. As shown in Figure 9, responses between the two cities were quite similar. The most common monthly fee was \$40 to \$54, mentioned by 30% of Burbank cable households and 27% of Glendale cable households. It is worth noting, moreover, that more than half of subscribing households in both cities pay \$55 per month or more for their cable TV service.

Question 7 *Excluding Internet services, how much does your household pay for cable TV each month?*

FIGURE 9 MONTHLY COST OF CABLE TELEVISION SERVICES



For the interested reader, the next two figures show how the monthly cost of cable service is related to the type of cable service received. As expected, respondents who subscribe to digital cable and those who subscribe to additional programming such as HBO, Showtime and Cinemax reported paying the highest monthly amounts, on average.

FIGURE 10 MONTHLY COST OF CABLE TELEVISION SERVICES BY HOUSEHOLD SUBSCRIPTIONS: BURBANK

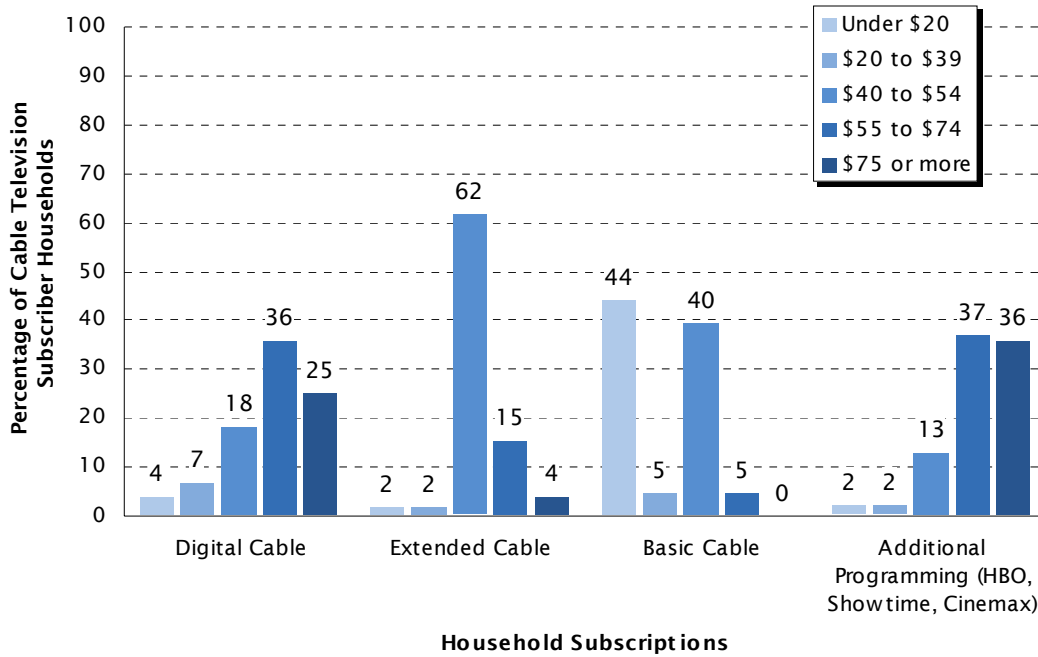
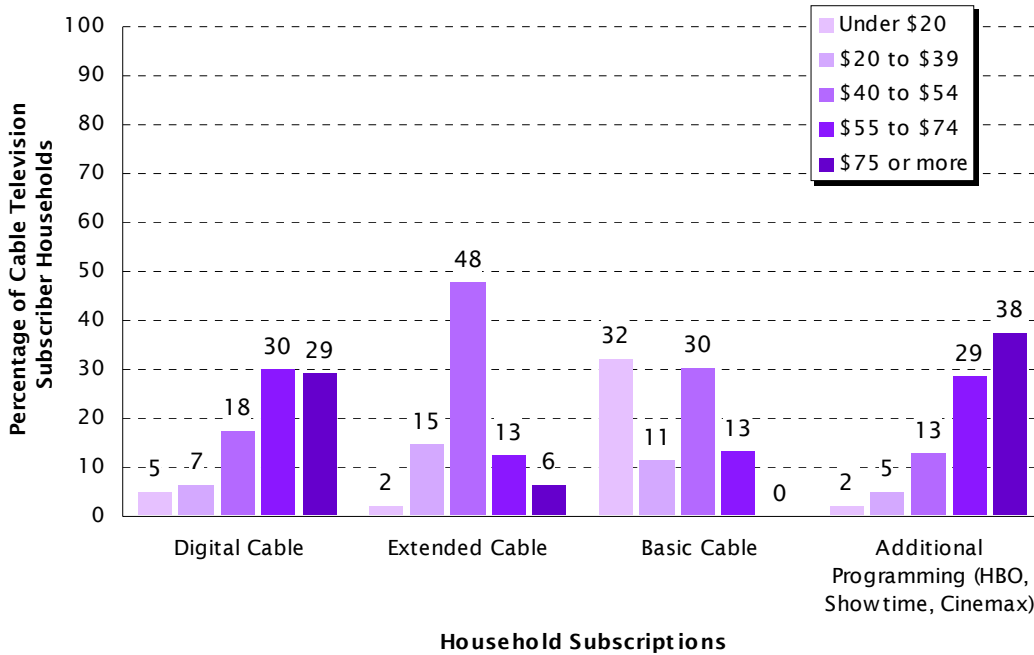


FIGURE 11 MONTHLY COST OF CABLE TELEVISION SERVICES BY HOUSEHOLD SUBSCRIPTIONS: GLENDALE

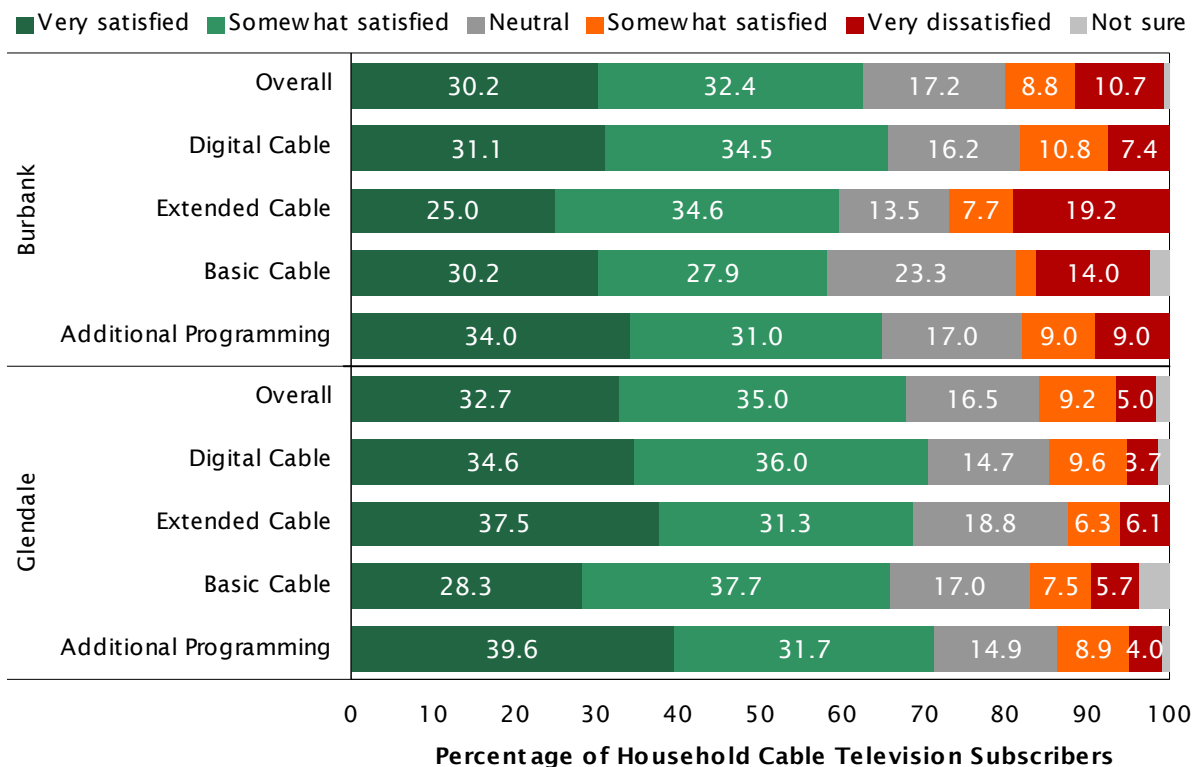


SATISFACTION WITH CABLE SERVICES

After establishing which services each household receives from Charter Communications, the next section of the survey examined overall satisfaction with cable television service. The first question in this series simply asked the respondent to indicate whether they are satisfied or dissatisfied with their cable TV service. Subscribers were offered four response options, each of which is associated with a color in Figure 12: very satisfied (dark green), somewhat satisfied (light green), somewhat dissatisfied (orange), and very dissatisfied (red). Those who indicated that they were 'not sure' are shown in grey. Figure 12 presents the findings of this question for all subscribers, as well as disaggregated by the type of service(s) to which the household subscribes.

Question 8 Overall, are you satisfied or dissatisfied with your cable TV service, or do you have no opinion either way? Get answer, if 'satisfied' or 'dissatisfied' then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

FIGURE 12 SATISFACTION WITH CABLE TELEVISION SERVICES



Overall, 63% of Burbank cable households and 68% of Glendale cable households indicated that they were very or somewhat satisfied with their cable television service -- which is significantly lower than the satisfaction levels found among subscribers in other cities for which True North has conducted similar studies.⁴ In both cities, satisfaction was somewhat higher among those

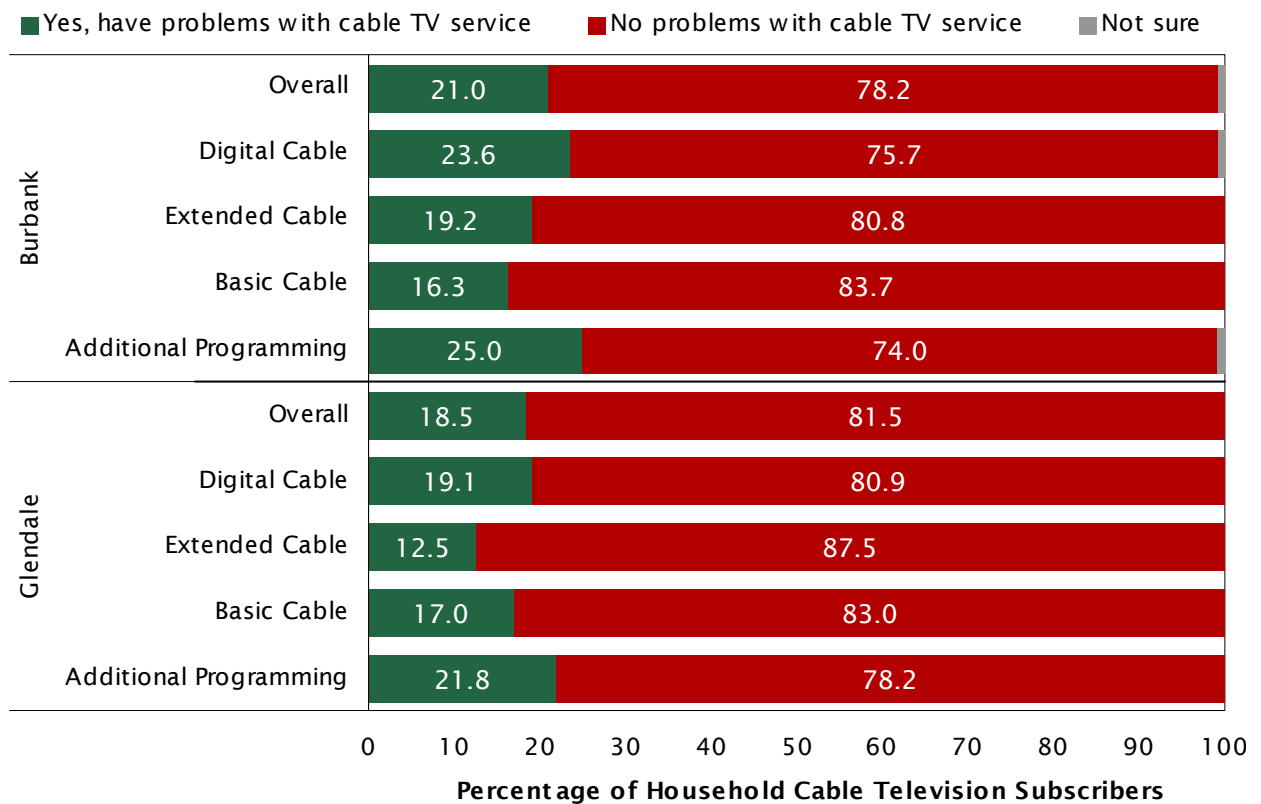
4. In a recent study in Irvine, for example, overall satisfaction with the cable TV service provided by Cox was 75%.

with digital cable service when compared to those with analog service. Overall, Burbank households that subscribe to extended or basic cable were the least likely of the groups shown here to indicate satisfaction, with 19% of extended cable households and 14% of basic cable households stating they were very dissatisfied, overall.

PROBLEMS WITH CABLE TV SERVICE All cable television subscribers were next asked to indicate if they have any problems with their cable service and, if so, to describe the main problem with the service. Figure 13 presents the findings of this question overall, as well as disaggregated by the type of service(s) to which the household subscribes. As shown in the figure, 21% of Burbank households and 19% of Glendale households reported that they have a problem with their cable television service. In both cities, those who subscribe to digital service and those who subscribe to additional programming were slightly more likely than their counterparts to indicate that they experience problems with their service.

Question 9 *Do you have any problems with your cable TV service?*

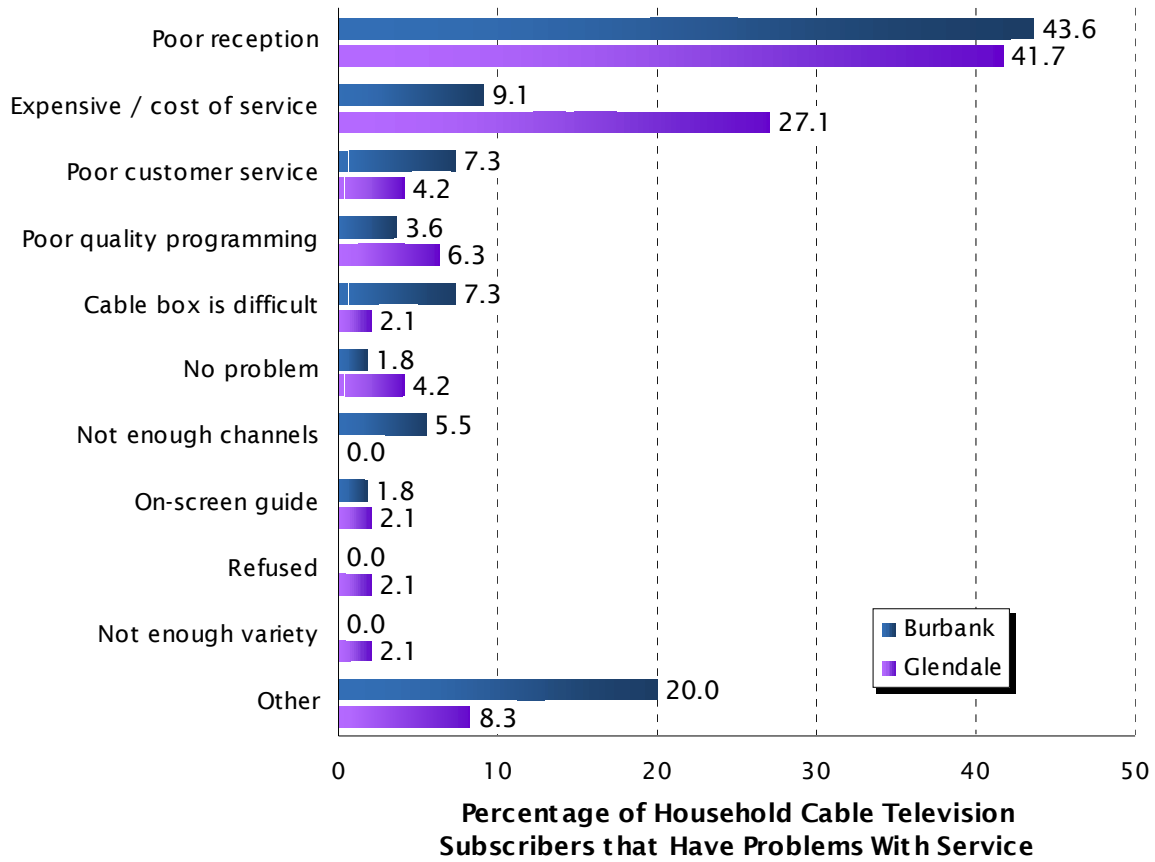
FIGURE 13 PROBLEMS WITH CABLE TELEVISION SERVICES



As shown in Figure 14, among both Burbank and Glendale households that indicated they have a problem with their service, the most common issue was that they receive poor reception (44% in Burbank, 42% in Glendale). The cost of the service was also cited by more than a quarter of respondents (27%) in Glendale.

Question 10 *What would you say is the number one problem with the cable TV service you receive? Do NOT read responses. Record first response only.*

FIGURE 14 NUMBER ONE PROBLEM WITH CABLE TELEVISION SERVICE



CUSTOMER SERVICE

Up to this point in the survey, respondents were asked general questions about the services they receive from Charter Communications and their overall satisfaction with these services. Having completed this series of general questions, the survey became more specific with respect to the customers' contact with Charter Communications during the past year and their level of satisfaction with specific aspects of the service they receive from their cable provider. The findings with respect to *customer service* are presented in this section and those related to the *technical quality* of service are presented in the next section of this report.

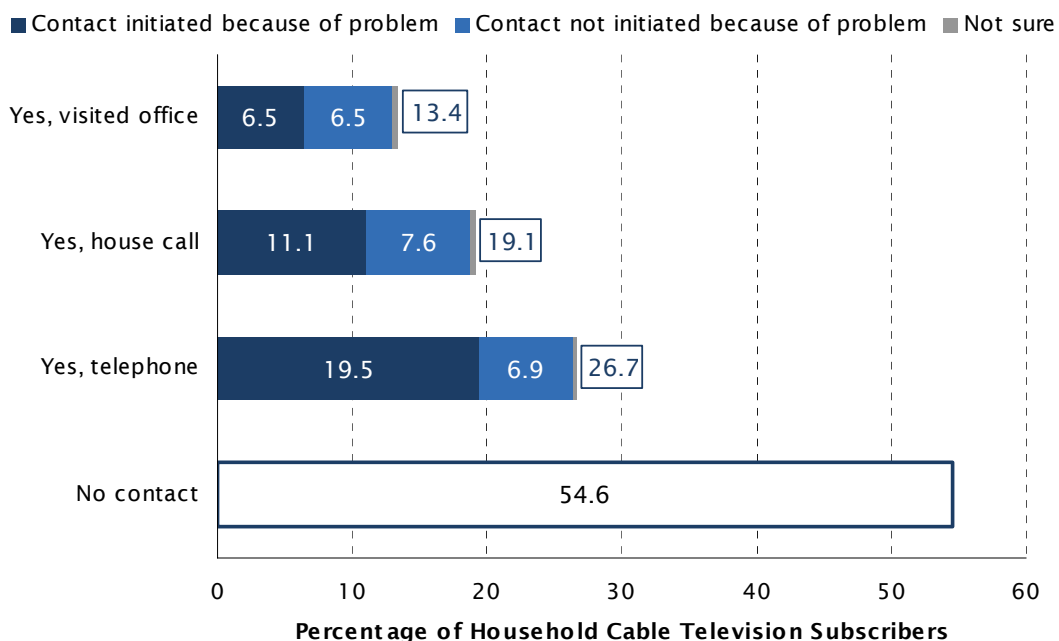
HAVE YOU CONTACTED CHARTER? Households that subscribed to cable television service were asked whether they had contacted Charter Communications in the 12 months prior to the interview. Those that had were then asked whether they had initiated the contact because of a problem with their service.

Figures 15 and 16 present the results of these questions for Burbank and Glendale, respectively. Because respondents could have contacted Charter Communications through more than one method during the 12 months prior to the interview, multiple responses to this question were allowed. Thus, the bars shown in the two figures represent the percentage of households that provided each response.

Question 11 *Your cable company is Charter Communications. In the past 12 months, have you telephoned Charter Communications, visited their office, or had a representative come to your home? If 'yes', ask them to specify which way they interacted and record below. Multiple responses allowed.*

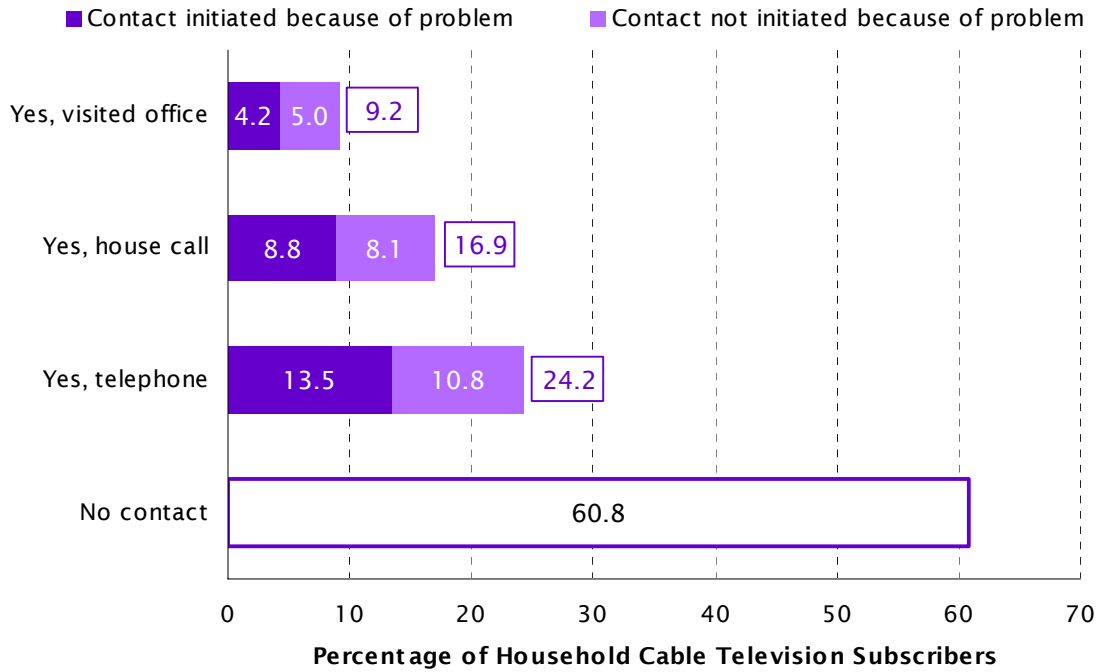
Question 12 *Did you contact them because you had a problem with your cable TV service?*

FIGURE 15 CONTACT WITH CHARTER COMMUNICATIONS IN PAST 12 MONTHS: BURBANK



Overall, 55% of Burbank respondents and 61% of Glendale respondents indicated that they did not contact Charter Communications during the 12 months prior to the interview. The most common form of contact in both cities was via telephone (27% in Burbank, 24% in Glendale), followed by a house call (19%, 17%) and an office visit (13%, 9%). Within each bar, the darker blue or darker purple portion represents the percentage that contacted Charter because of a problem with service. For example, 20% of Burbank cable television subscribers contacted Charter Communications via telephone because of a problem during the past 12 months.

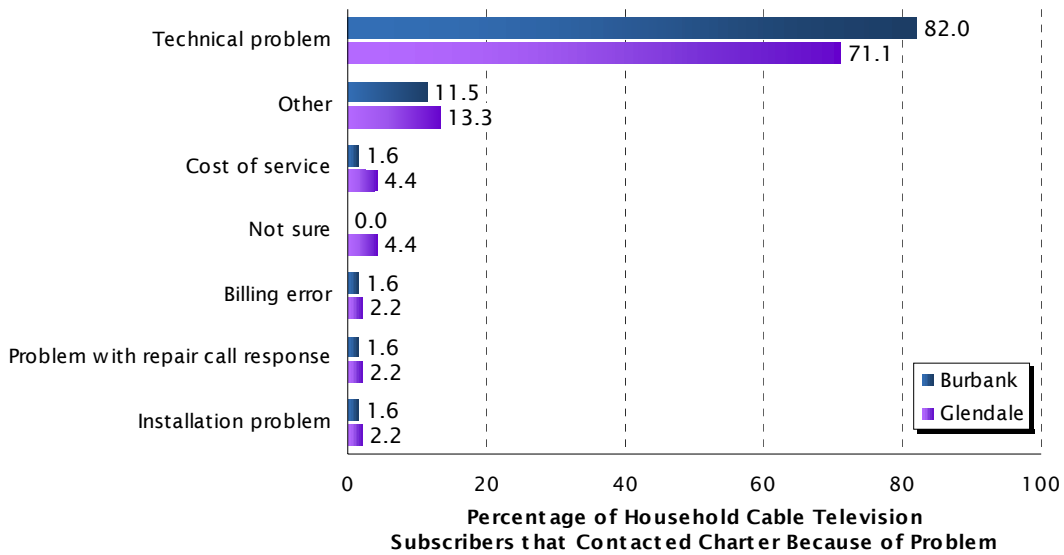
FIGURE 16 CONTACT WITH CHARTER COMMUNICATIONS IN PAST 12 MONTHS: GLENDALE



NATURE OF PROBLEM Cable subscribers who initiated contact with Charter Communications in the past 12 months because of a problem were also asked to indicate the nature of the problem. As shown in Figure 17, by far the most common problem was of a technical nature for subscribers in Burbank (82%) and Glendale (71%).

Question 13 *What was the nature of the problem? (Don't read options.)*

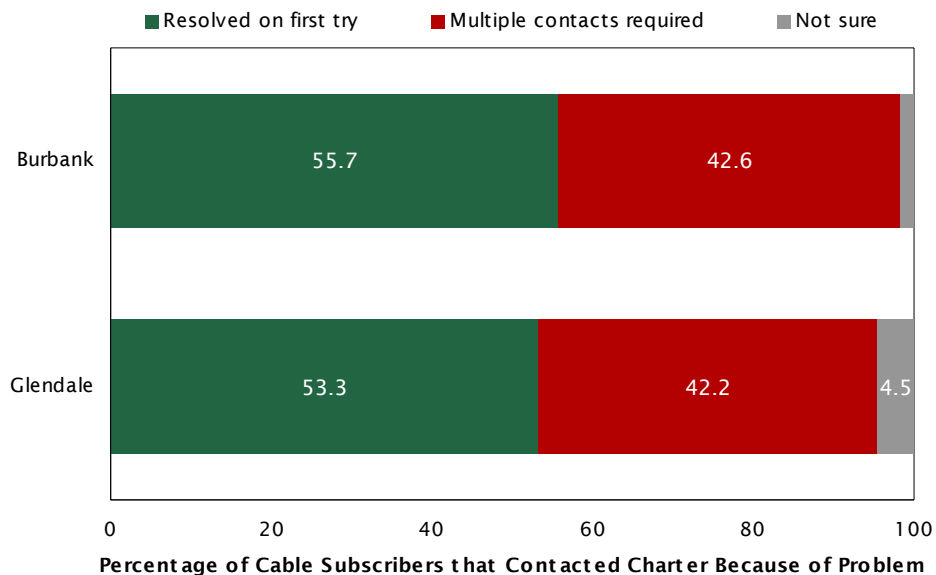
FIGURE 17 NATURE OF PROBLEM THAT PROMPTED CONTACT WITH CHARTER COMMUNICATIONS



WAS THE PROBLEM RESOLVED? Respondents who indicated that they had contacted Charter Communications in the past 12 months because of a problem were also asked if the reason they contacted Charter Communications was resolved to their satisfaction on the first try or if multiple attempts were needed. As shown in Figure 18, more than 40% of respondents in both cities indicated that they had to contact Charter multiple times before the problem was resolved. It is worth noting that this percentage is much higher than reported in a recent study in Irvine, in which just 22% indicated that they needed to contact Cox more than once to resolve a problem.

Question 14 *Was the reason you contacted them resolved to your satisfaction on the first try, or did you need to contact them more than once?*

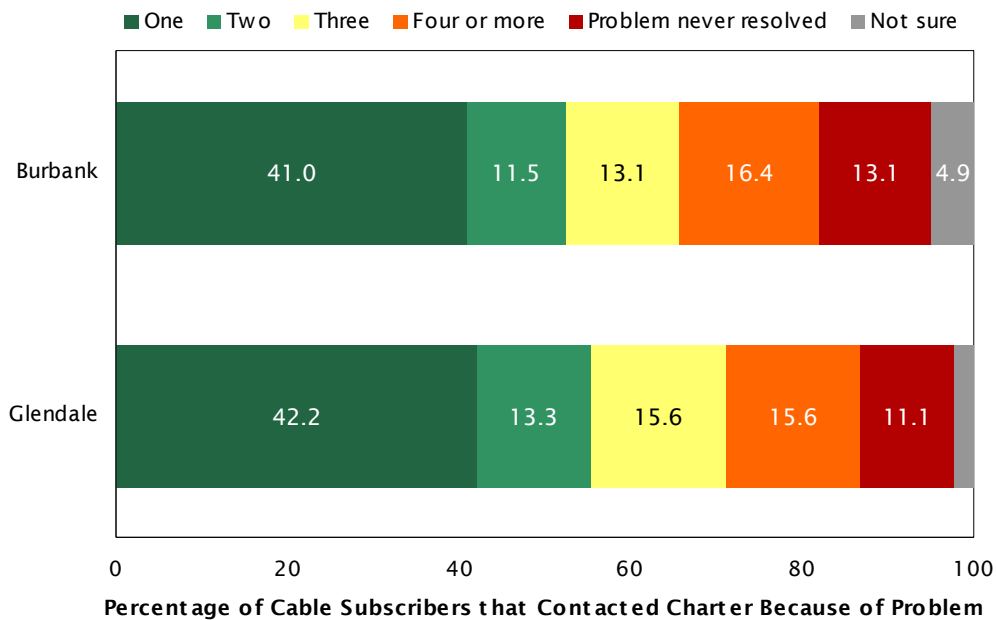
FIGURE 18 RESOLUTION OF PROBLEM



Respondents who contacted Charter Communications in the past 12 months because of a problem were also asked how many days it took to resolve the problem. The next figure presents the findings of this question and shows that 41% of Burbank respondents and 42% of Glendale respondents reported that the issue was resolved within one day of contacting Charter Communications. At the other extreme, 13% of Burbank respondents and 11% of Glendale respondents indicated that the problem was never solved.

Question 15 *How many days did it take for Charter Communications to resolve the problem once you had contacted them?*

FIGURE 19 DAYS REQUIRED FOR RESOLUTION OF PROBLEM



RATINGS OF CUSTOMER SERVICE One of the main goals of the survey was to identify how well Charter Communications is meeting the various customer service needs of Burbank and Glendale households as they pertain to cable television service. Accordingly, the survey presented cable television subscribers with 12 different components of customer service (shown on the left side of figures 20 and 21) and asked them to indicate their level of satisfaction with each component.

Respondents were offered four response options, each of which is associated with a color in figures 20 and 21: very satisfied (dark green), somewhat satisfied (light green), somewhat dissatisfied (orange), and very dissatisfied (red). Respondents who were unsure or did not have an opinion are not included in these figures so that satisfaction levels are directly comparable between components. In other words, the percentages have been recalculated among just those respondents who provided an opinion about the component. The percentage of those who did offer an opinion is presented to the right of the component in parentheses for the readers' reference.

For 11 of the 12 components tested, at least 80% of respondents in both cities indicated that they were satisfied (very or somewhat) with the service. Components with which respondents were most satisfied included the turnaround time for installing new services, the performance of service technicians during installation or service calls, the accuracy of billing, and the responsiveness of customer service representatives. The lowest-rated item for both cities was the overall entertainment value for the money households pay for cable television service, which garnered 74% satisfaction from Burbank respondents and 69% from Glendale respondents.

Question 16 Now -- thinking of just your cable TV service -- I'd like you to tell me whether you are satisfied or dissatisfied with several aspects of the customer service that Charter Communications provides.

Here's the (first/next) one: ----- Are you satisfied or dissatisfied in this area, or do you not have an opinion? (Get answer. If 'satisfied' or 'dissatisfied', then ask): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

FIGURE 20 SATISFACTION WITH SPECIFIC ASPECTS OF CABLE TELEVISION SERVICE: BURBANK

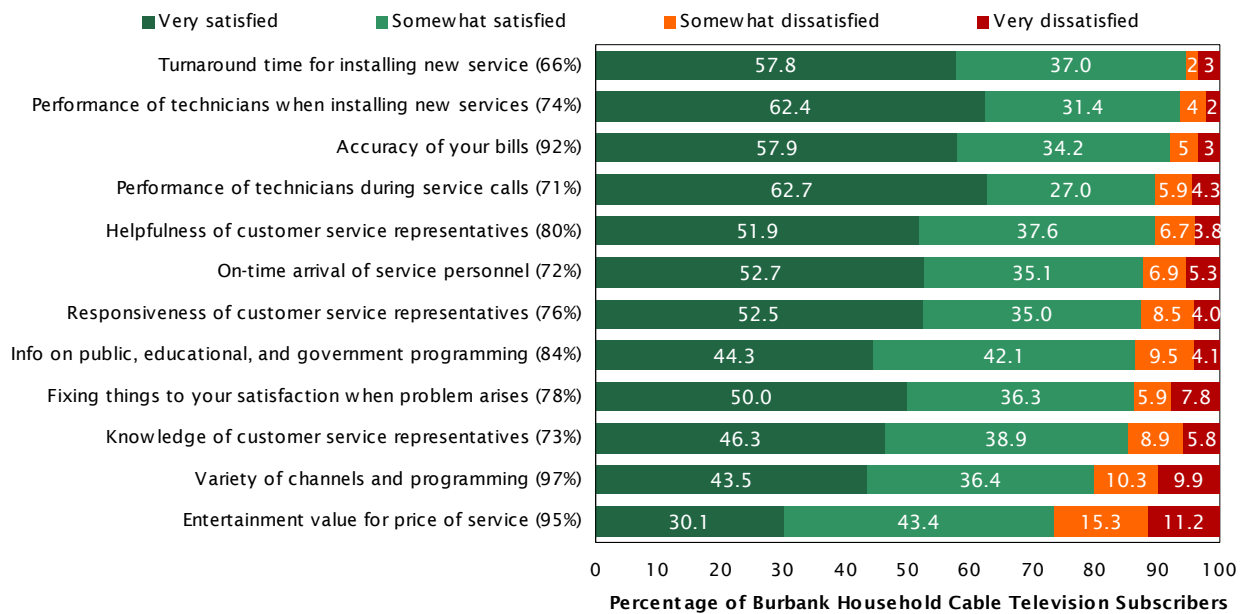
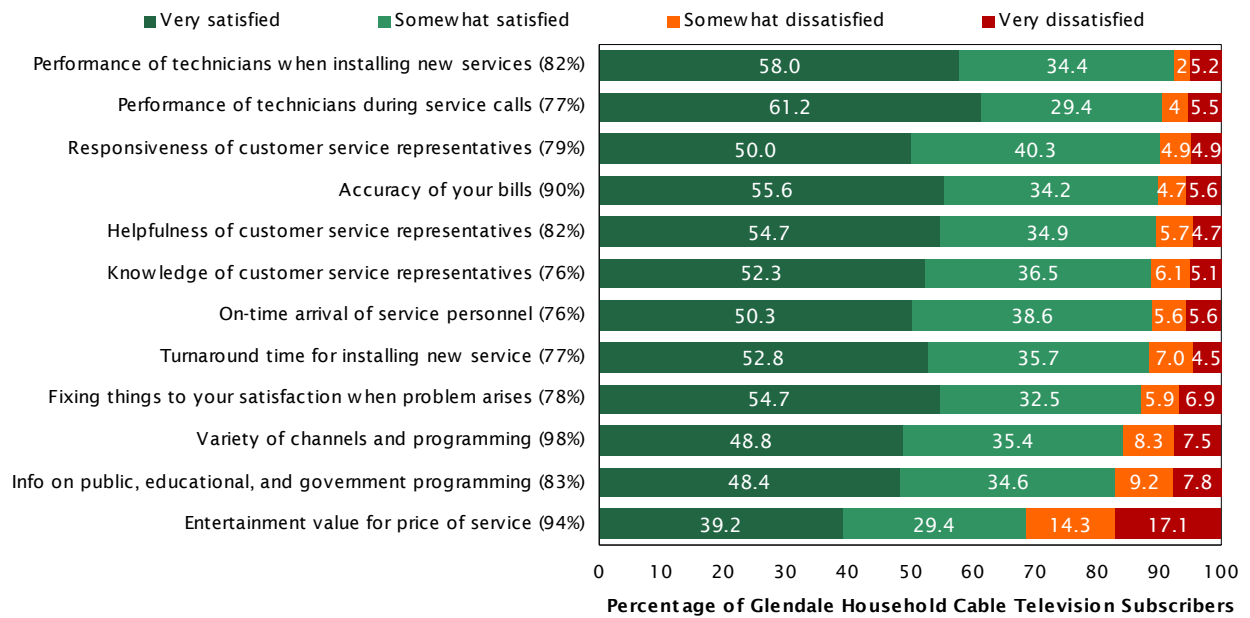


FIGURE 21 SATISFACTION WITH SPECIFIC ASPECTS OF CABLE TELEVISION SERVICE: GLENDALE



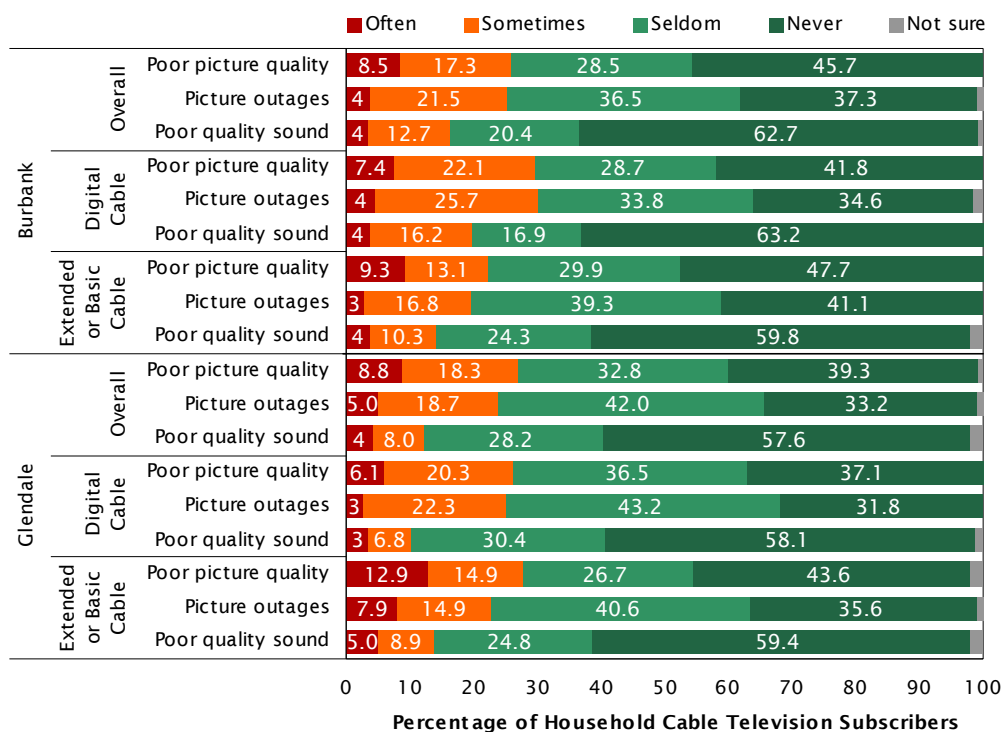
TECHNICAL QUALITY

The technical quality of cable television service refers to the performance of the service in terms of image quality, audio, and reliability. To assess customers' opinions about the technical quality of their cable television service, the survey asked about the frequency of specific problems with the service. Respondents were asked how frequently they experienced poor picture quality, picture outages, and poor sound quality. In each case, respondents were asked to respond with one of the following options: often, sometimes, seldom, or never.

Figure 22 displays the results for each of the technical problems noted above by city. Responses are shown for cable subscribers overall, as well as disaggregated by the type of cable service the respondent received: *digital*, *basic* or *extended basic*. Overall, the most commonly experienced problem among cable subscribers was poor picture quality, with 26% of Burbank respondents and 27% of Glendale respondents indicating that they experience the problem often or sometimes. Burbank digital cable subscribers were slightly more likely than their analog counterparts to indicate a problem with poor picture quality and picture outages. That vast majority of respondents in both cities indicated that they seldom or never experience problems with sound quality. Although a substantial percentage of customers have experienced one or more of these technical problems, Figure 22 also makes clear that if technical problems do occur, they generally occur infrequently.

Question 17 Next, I'm going to list three types of technical problems that can occur with cable TV service, and I'd like you to tell me how often each problem occurs with your cable service. Here's the (first/next) one: _____. Would you say that this technical problem occurs often, sometimes, seldom, or never?

FIGURE 22 OCCURRENCE OF TECHNICAL PROBLEMS BY HOUSEHOLD SUBSCRIPTIONS



GOVERNMENT ACCESS CHANNEL

A portion of the survey was dedicated to the topic of locally produced government access programming. Respondents were asked about their personal and household’s channel and program viewing habits, their perceived need for local access programming, as well as the perceived quality of local access programming.

GOVERNMENT ACCESS CHANNEL VIEWERSHIP The first three questions in this series addressed personal and household viewership and awareness of their city’s government channel, which is found on Channel 6. Figures 23 and 24 present the findings of these questions for Burbank and Glendale households, respectively.

As shown in Figure 23, 78% of subscribing households in Burbank indicated that they had watched Channel 6 in the past 12 months. Of the 22% of households that had not watched Channel 6, the majority were aware that Channel 6 provides government programming. Only 7% of Burbank respondents who participated in the survey were unaware that Channel 6 provides government programming.

Question 18 *In the past 12 months, have you watched programming on Channel 6, which is the City of Burbank / Glendale’s government channel?*

Question 19 *Does anyone else in your household watch Channel 6?*

Question 20 *Prior to taking this survey, were you aware that the City of Burbank / Glendale has a government television channel on Channel 6?*

FIGURE 23 CHANNEL 6 VIEWERSHIP AND AWARENESS: BURBANK

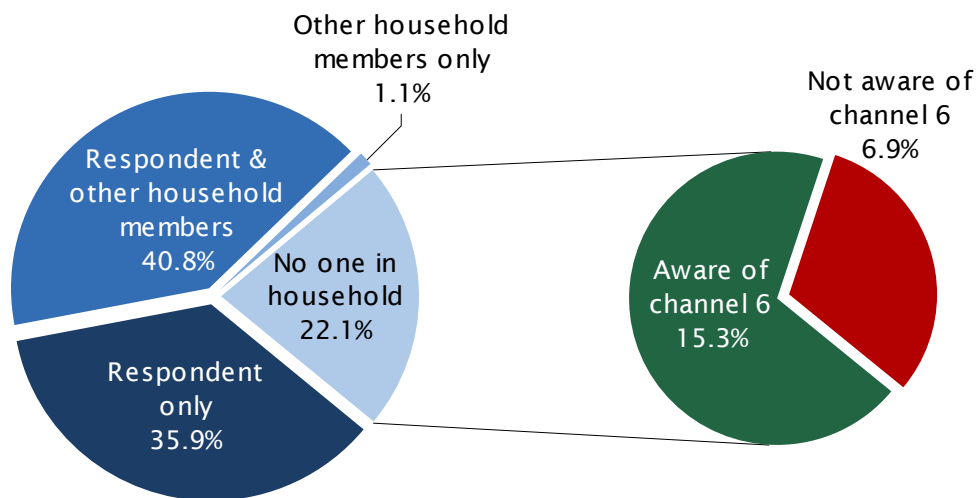
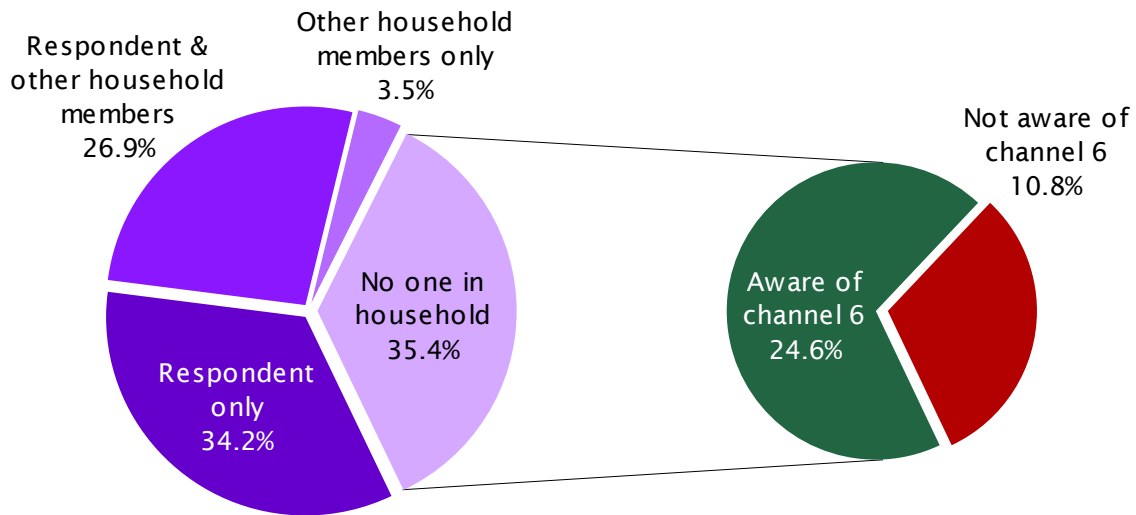


Figure 24 shows that 65% of Glendale cable television households indicated that they had watched Channel 6 in the past 12 months. Of the 35% of households that had not watched Channel 6, most were aware that Channel 6 provides government programming. Eleven percent (11%) of Glendale respondents who participated in the survey were unaware that Channel 6 provides government programming.

FIGURE 24 CHANNEL 6 VIEWERSHIP AND AWARENESS: GLENDALE



Households that had watched Channel 6 in the past 12 months were next asked how frequently they did so. As shown in Figures 25 and 26, of those households that watch Channel 6, 48% of Burbank households and 37% of Glendale households do so at least once per week. These rates of local access programming viewership are among the highest that True North has encountered when conducting surveys of this type for California cities.

Question 21 *How often is Channel 6 watched by someone in your household? At least once per week, two to three times per month, once per month, or less often than once per month?*

FIGURE 25 FREQUENCY OF VIEWING CHANNEL 6: BURBANK

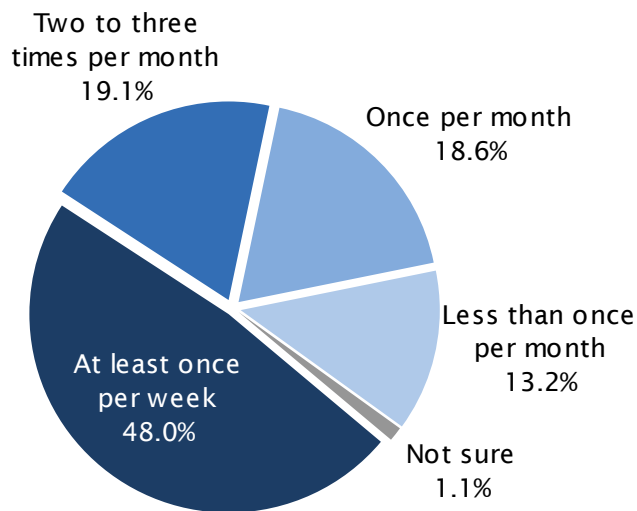
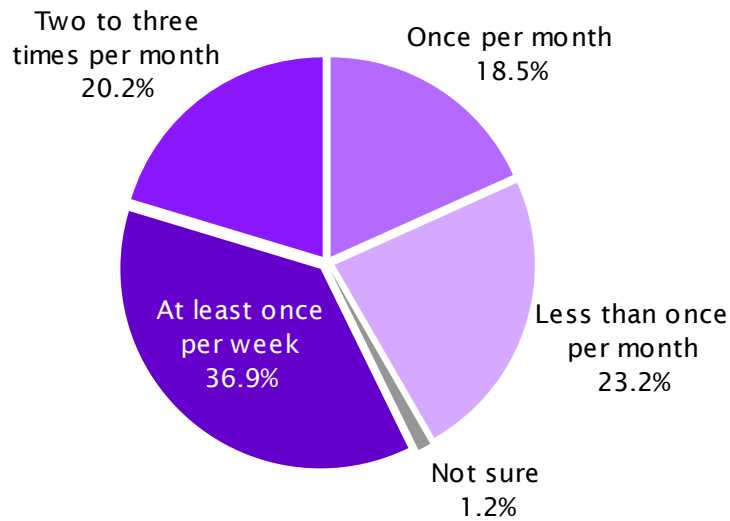


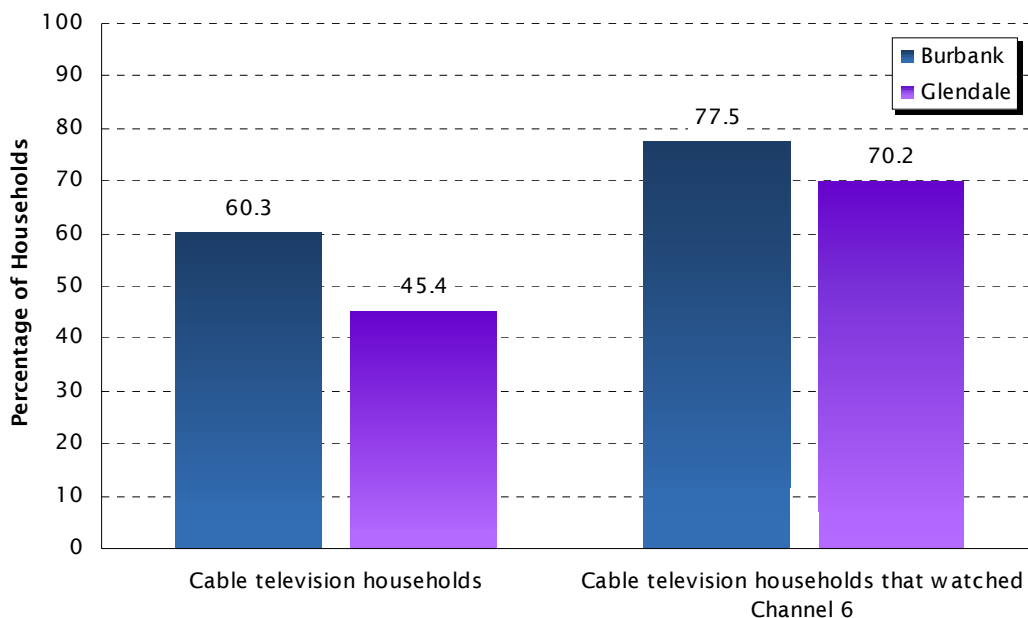
FIGURE 26 FREQUENCY OF VIEWING CHANNEL 6: GLENDALE



PROGRAMMING The next question in the survey asked respondents if they or members of their household had watched a City Council Meeting on Channel 6 in the past 12 months. Figure 27 provides the responses for Burbank and Glendale, presenting the percentages for *all* cable subscribing households (left side of figure) and of just those that had watched programming on Channel 6 in the past 12 months. As shown below, 60% of all subscribing households in Burbank and 45% of all subscribing households in Glendale watched a televised City Council Meeting in the past year. Naturally, the rates of viewership are substantially higher when the analysis is limited to just those households that reported watching Channel 6 programming.

Question 22 *Have you or others in your household watched a City Council meeting on Channel 6 in the past 12 months?*

FIGURE 27 WATCHED TELEVISIED CITY COUNCIL MEETING IN PAST 12 MONTHS

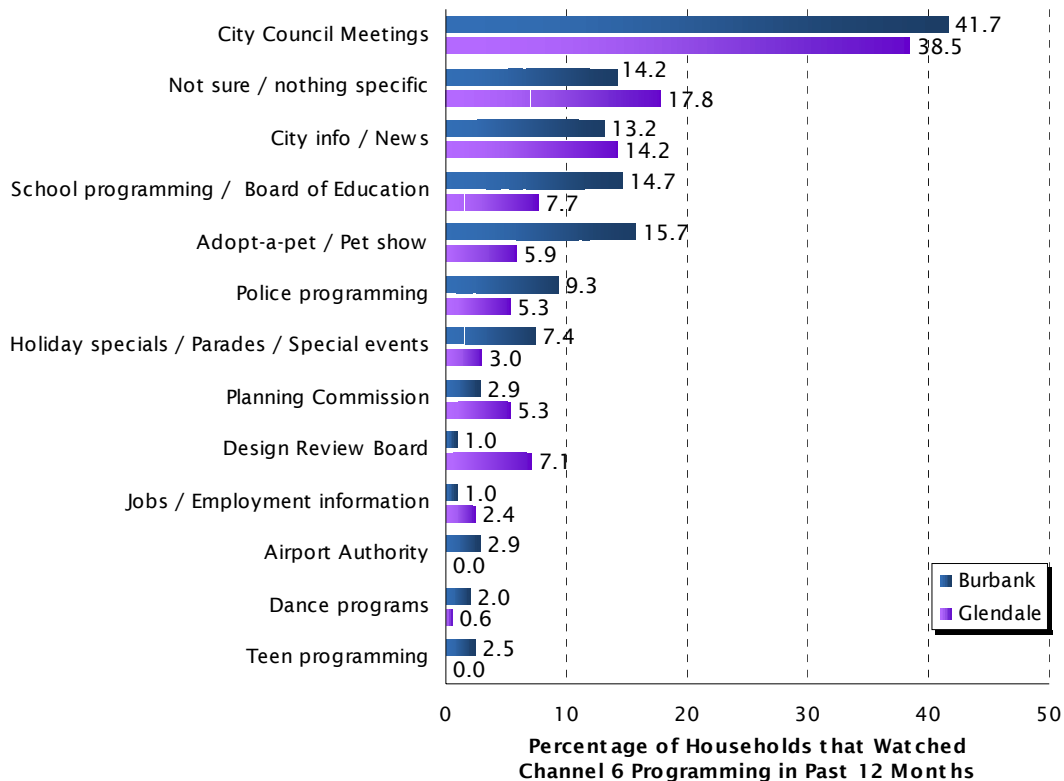


Respondents in households that watched Channel 6 programming were next asked to indicate the types of programs that they or other members of their households typically watch on that channel. Verbatim responses were recorded and later grouped into the categories shown in Figure 28. Because multiple responses were allowed, the percentages shown in the figure represent the percentage of households that mentioned a particular program.

Of those that watched Channel 6, 42% of Burbank households and 39% of Glendale households indicated they watched City Council meetings, which was by far the most common response for both cities. City news and information, school programming and Board of Education meetings, and Adopt-a-pet and animal-related programming were also mentioned by a substantial percentage of respondents in both cities.

Question 23 *What types of programs do you or others in your household most often watch on Channel 6?*

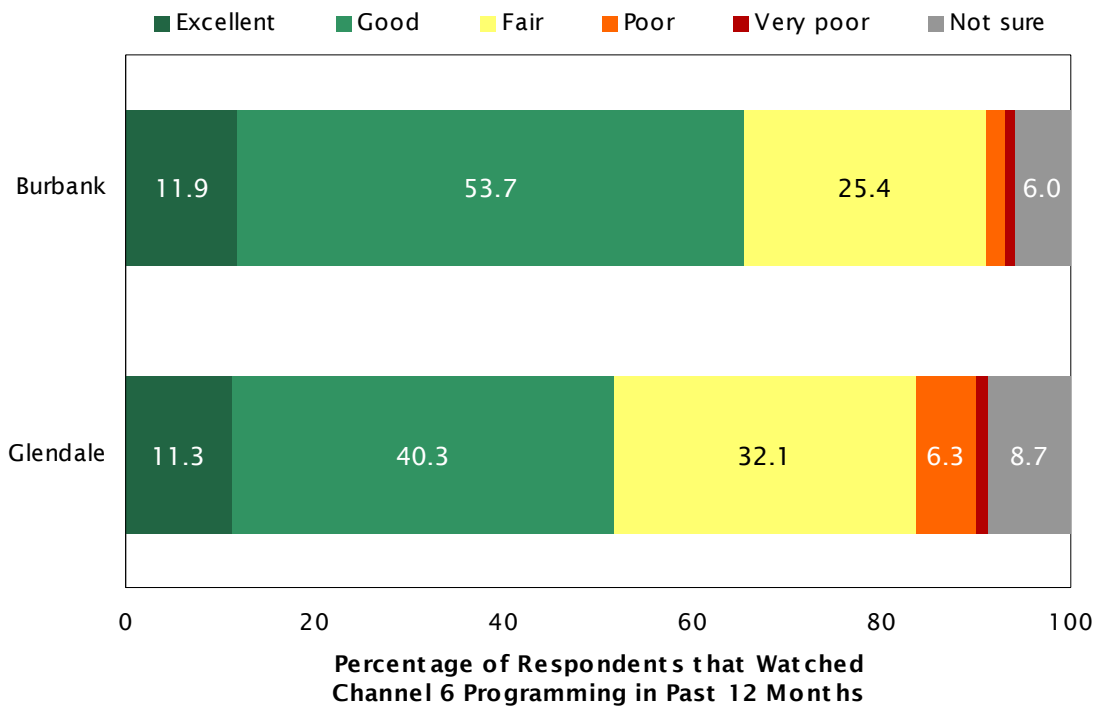
FIGURE 28 CHANNEL 6 PROGRAMMING



Respondents who indicated that they had watched Channel 6 programming in the past 12 months were asked to rate the programming content of that channel using a scale of excellent, good, fair, poor, or very poor. Figure 29 presents the findings for Burbank and Glendale. Sixty-six percent (66%) of Burbank respondents cited the quality of the programming as excellent (12%) or good (54%), compared with 52% of Glendale respondents (11% excellent, 40% good).

Question 24 Overall, how would you rate the programming content on Channel 6? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 29 RATING OF CHANNEL 6 PROGRAMMING



IMPORTANCE OF GOVERNMENT ACCESS CHANNELS After gauging respondents' viewing habits with respect to government programming, the survey next asked *all* respondents if they feel there is a need for such programming, as well as how important they feel it is to have a channel that focuses on their community's residents, organizations, events, government, and community issues.

Figure 30 presents the perceived need for public, educational, and government (PEG) programming by city. Within the two cities, responses are shown for cable subscribing households overall and are also disaggregated by whether or not the household watched Channel 6 in the 12 months prior to taking the survey. Overall, 81% of respondents in Burbank and 77% of respondents in Glendale felt that there was indeed a need for PEG programming. As also shown in the figure, households in both cities that watched Channel 6 in the past 12 months were considerably more likely than their counterparts to identify a need for PEG programming.

Question 25 Do you think that there is a need for the public, educational and government programming that is shown on Channel 6?

FIGURE 30 PERCEIVED NEED FOR PEG PROGRAMMING

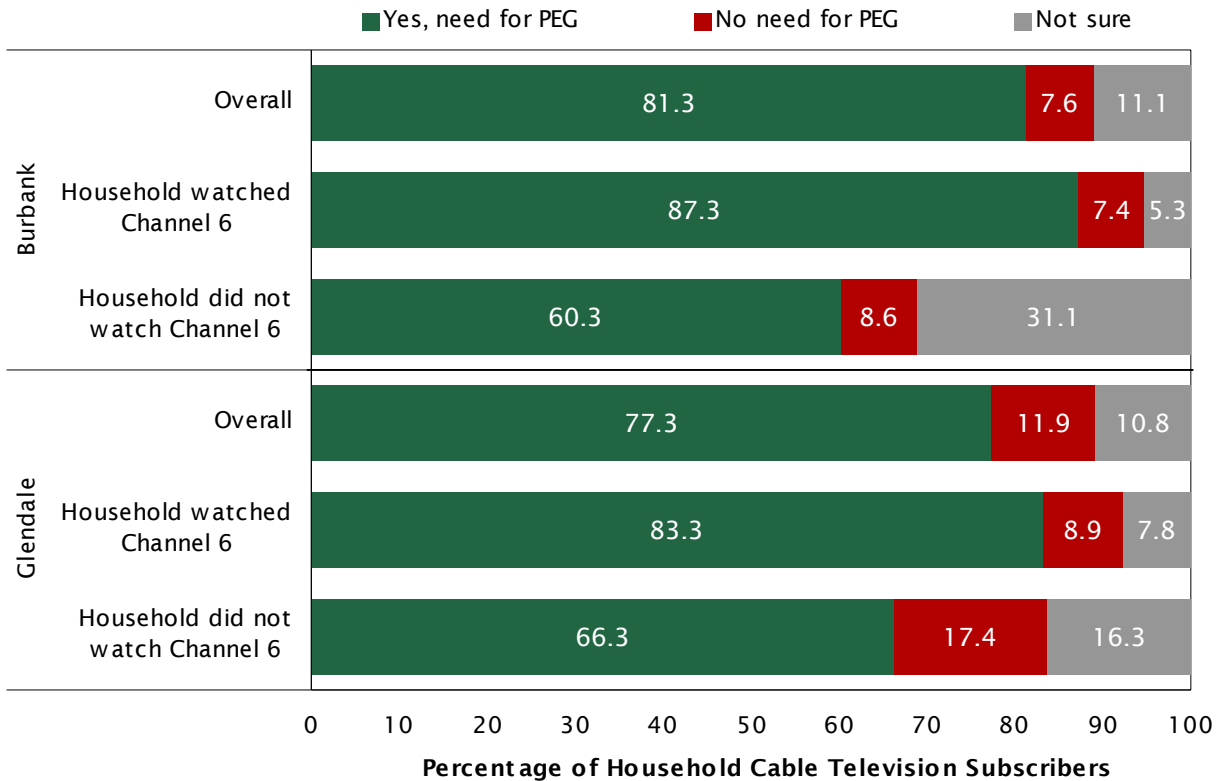
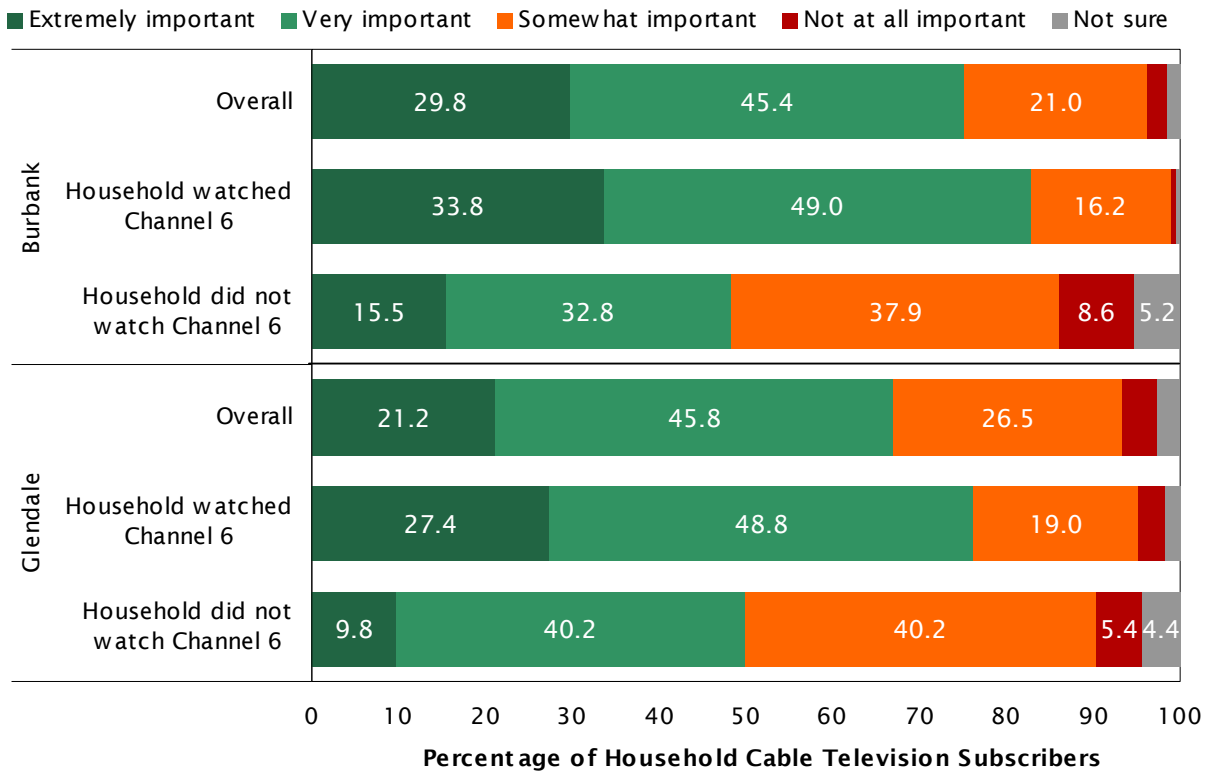


Figure 31 presents the findings of the next question in the survey, which asked about the importance of “having a local cable channel that focuses on your city's residents, organizations, events, government, and community issues”. Within the two cities, responses are shown for cable subscribing households overall and are broken down by whether or not the household watched Channel 6. Overall, 75% respondents in Burbank felt that such programming was extremely (30%) or very important (45%), compared with 67% of Glendale respondents (21% extremely important, 46% very important). Similar to the findings shown in Figure 30, households that watched Channel 6 in the past 12 months viewed PEG as being more important than did their counterparts.

Question 26 *How important do you think it is to have a local cable channel that focuses on your city's residents, organizations, events, government and community issues? Would you say it is extremely important, very important, somewhat important, or not at all important?*

FIGURE 31 IMPORTANCE OF LOCAL CABLE CHANNEL FOCUSING ON LOCAL EVENTS AND ISSUES



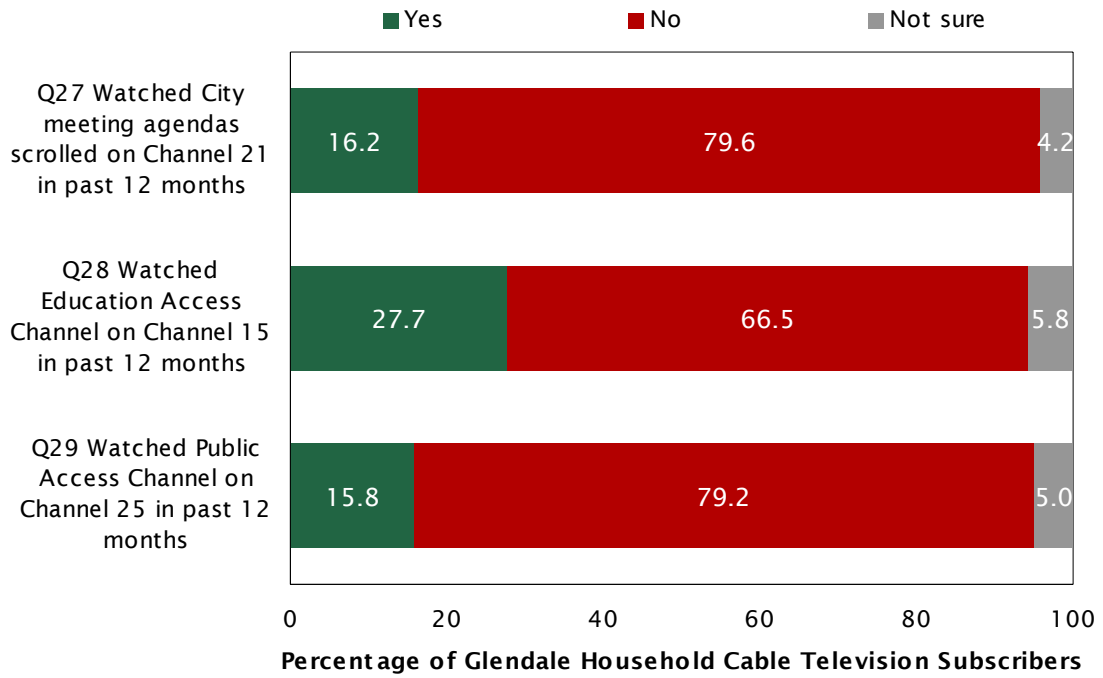
GLENDALE VIEWERS Glendale respondents were asked several additional questions regarding their viewership of other public access channels offered to cable subscribers in the City. As shown in Figure 32, in the past 12 months 16% of Glendale respondents in cable subscribing households watched City meeting agendas that scroll on Channel 21, 28% watched the Education Access Channel on Channel 15, and 16% watched the Public Access Channel on Channel 25.

Question 27 *In the past 12 months, have you watched City meeting agendas that are scrolled on Channel 21?*

Question 28 *In the past 12 months, have you watched the Education Access Channel, which is on Channel 15?*

Question 29 *In the past 12 months, have you watched the Public Access Channel, which is on Channel 25?*

FIGURE 32 GLENDALE VIEWERSHIP OF CHANNELS 21, 15 & 25



NEW SERVICES

Two questions in the survey were designed to gauge cable television subscribers' interest in receiving enhanced or new services from Charter Communications. Respondents were given the opportunity to indicate whether they would like Charter Communications to provide new services in the future and, if so, the types of services they are interested in receiving.

Figures 33 and 34 provide the results of these two questions for Burbank and Glendale respondents, respectively. As shown in the pie chart on the left side of each figure, overall, 34% of Burbank respondents and 35% of Glendale respondents expressed an interest in receiving new services. The bar chart to the right of the figure displays the percentage of respondents who identified a particular service *among those who desired new services*. Many respondents took this opportunity to mention improvements they would like to see with their existing cable service, rather than innovations or new services. Nevertheless, the two most commonly mentioned services among residents in both cities were more channels and lower prices. More educational programming, more movies, and the ability to select specific channels instead of packaged channels were also common mentions among cable subscribers.

Question 30 *In the future, cable companies may be offering new services. Are there any new services that come to mind that you would like Charter Communications to provide?*

Question 31 *What additional services or changes to services would you like? Do NOT read responses. Record up to first three responses.*

FIGURE 33 DESIRE NEW SERVICES & MOST COMMON PREFERENCES: BURBANK

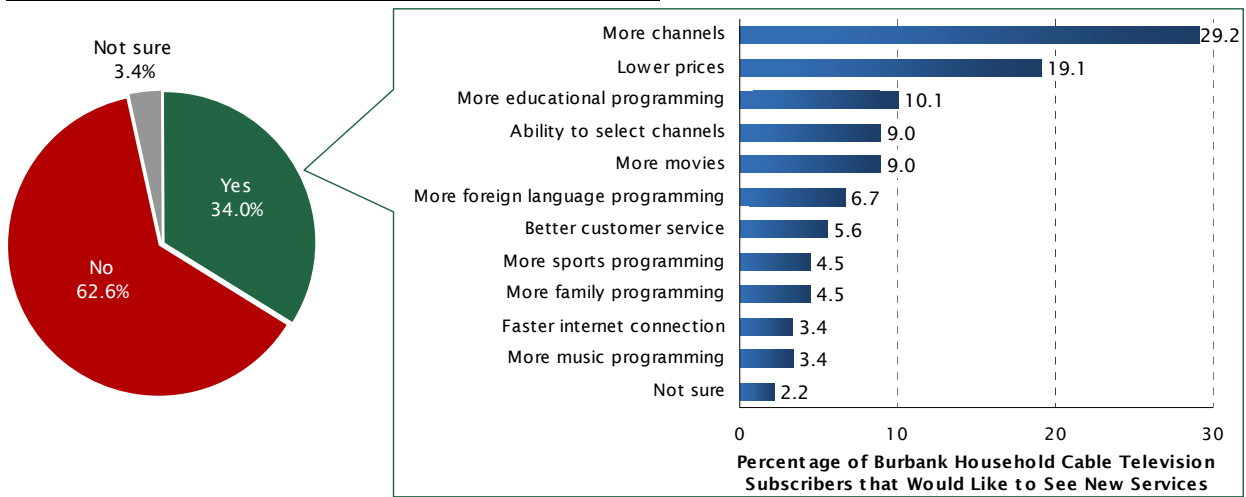
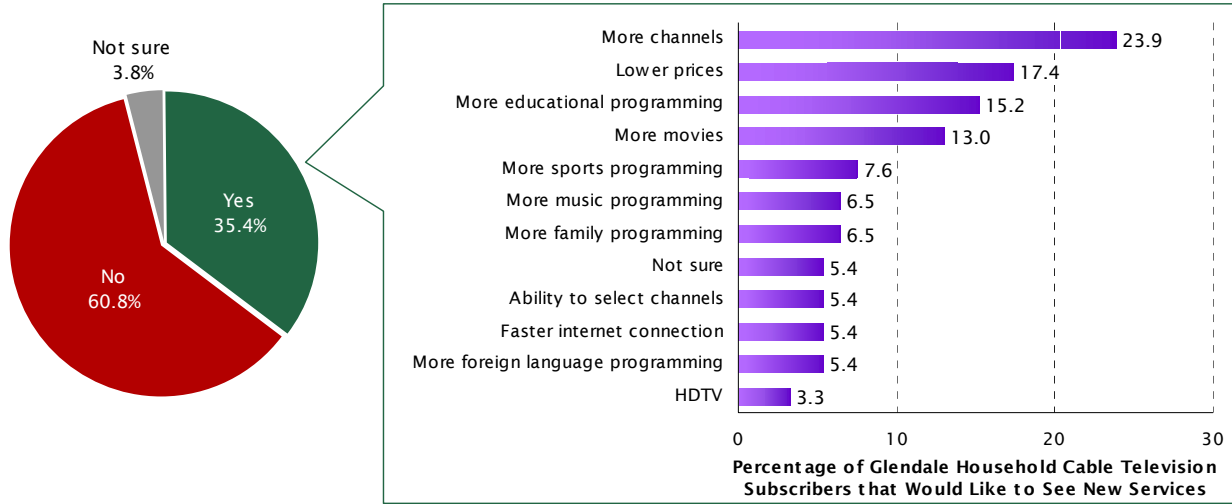


FIGURE 34 DESIRE NEW SERVICES & MOST COMMON PREFERENCES: GLENDALE



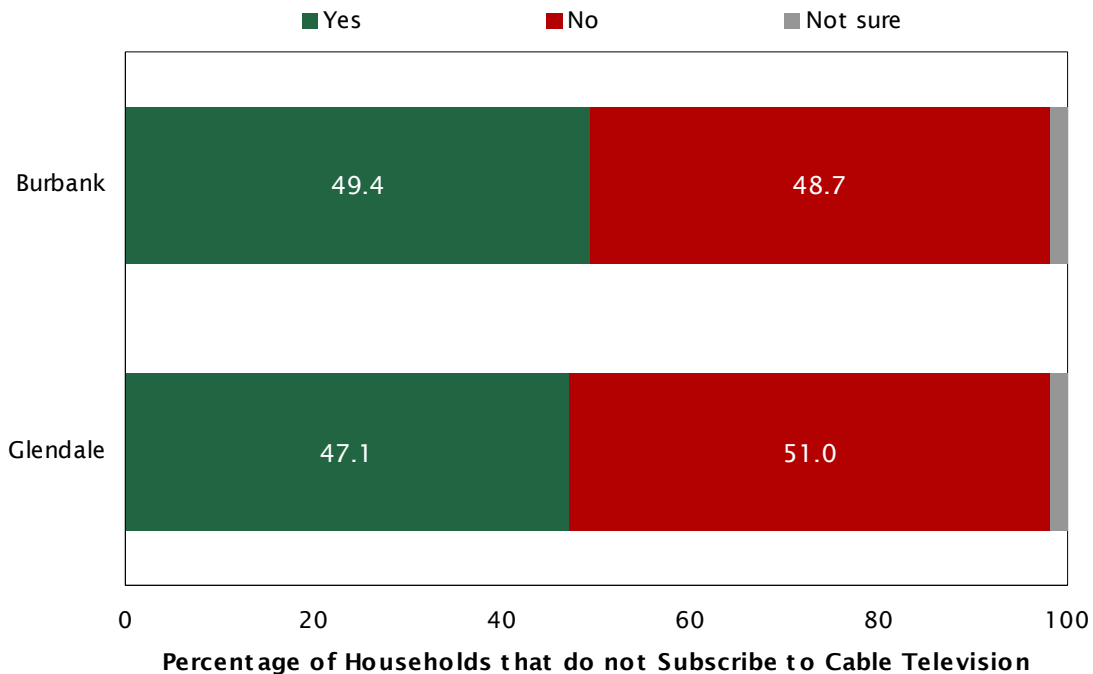
NON-SUBSCRIBERS

As mentioned in the *Household Subscriptions* section near the beginning of this report, 37% of Burbank households and 38% of Glendale households indicated that they do not subscribe to cable television service. Although many of these households subscribe to satellite television, Figure 1 on page 7 shows that 24% of Burbank households and 27% of Glendale households have neither cable nor satellite service. In this section, we present the results of two questions that were asked only of households that do not subscribe to cable television service.

The first question asked whether the respondent's household had ever subscribed to cable television service. Almost half of non-subscribers in Burbank (49%) and Glendale (47%) indicated that their household had, at one time, subscribed to cable television service (see Figure 35).

Question 32 *Has your household ever subscribed to cable TV?*

FIGURE 35 EVER SUBSCRIBED TO CABLE TELEVISION

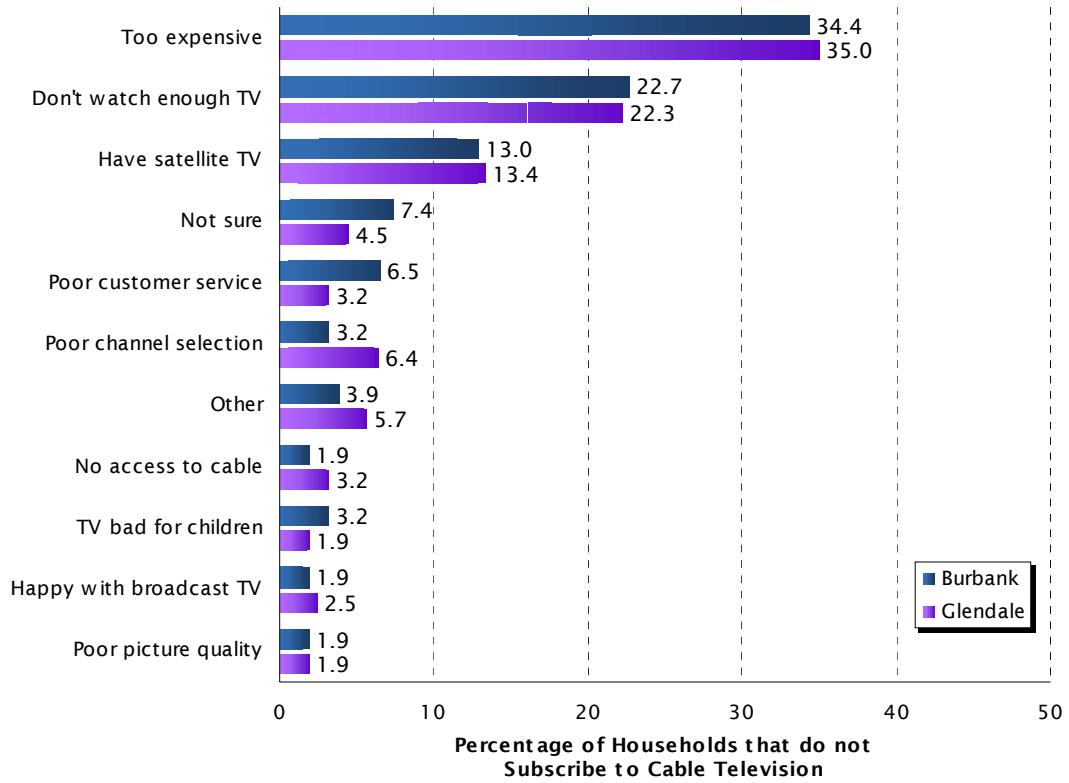


All households that do not currently subscribe to cable television were also asked to identify the primary reason they choose not to subscribe. This question was asked in an open-ended manner which allowed respondents to provide any answer that came to mind. The answers were then categorized into the groups shown in Figure 36.

The most common response among Burbank and Glendale respondents was that cable television service is too expensive (Burbank, 34% and Glendale, 35%). The second most common response was that they do not watch enough television to justify having cable television service. Having a subscription to satellite television was also mentioned by 13% of respondents from both cities as a reason for why they do not subscribe to cable television.

Question 33 *What is the primary reason your household chooses not to subscribe to cable TV?*

FIGURE 36 PRIMARY REASON FOR NOT SUBSCRIBING TO CABLE TELEVISION



COMPUTERS & INTERNET SERVICES

All Burbank and Glendale households that participated in the study were asked several questions regarding their access to a personal computer and the Internet. The first two questions asked how many computers, if any, they had in the home. Those with one or more computers in the home were then asked how many were connected to the Internet. Figure 37 and Figure 38 present the results for both of these questions among Burbank and Glendale households, respectively. Among all Burbank households, 81% indicated that they have at least one computer in the home and 73% have both a computer and Internet access. In Glendale, 83% of households indicated that they have at least one computer in the home and 74% have at least one computer and Internet access.

Question 34 *How many computers do you have in your home?*

Question 35 *How many of the computers are connected to the Internet?*

FIGURE 37 NUMBER OF COMPUTERS IN HOME AND CONNECTION TO INTERNET: BURBANK

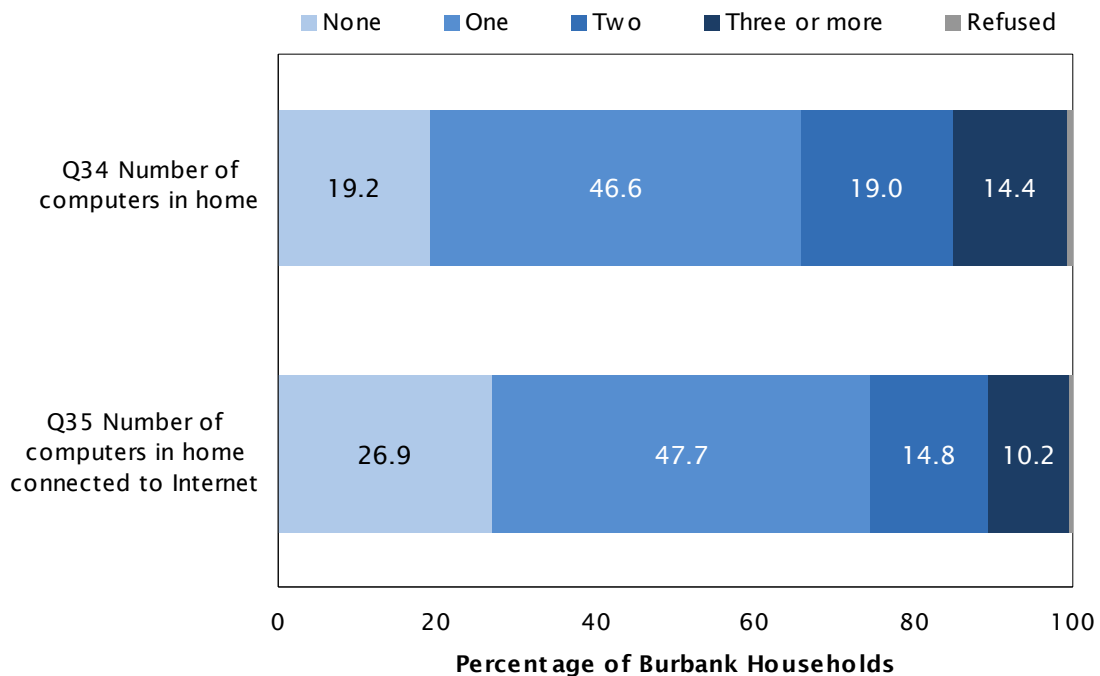
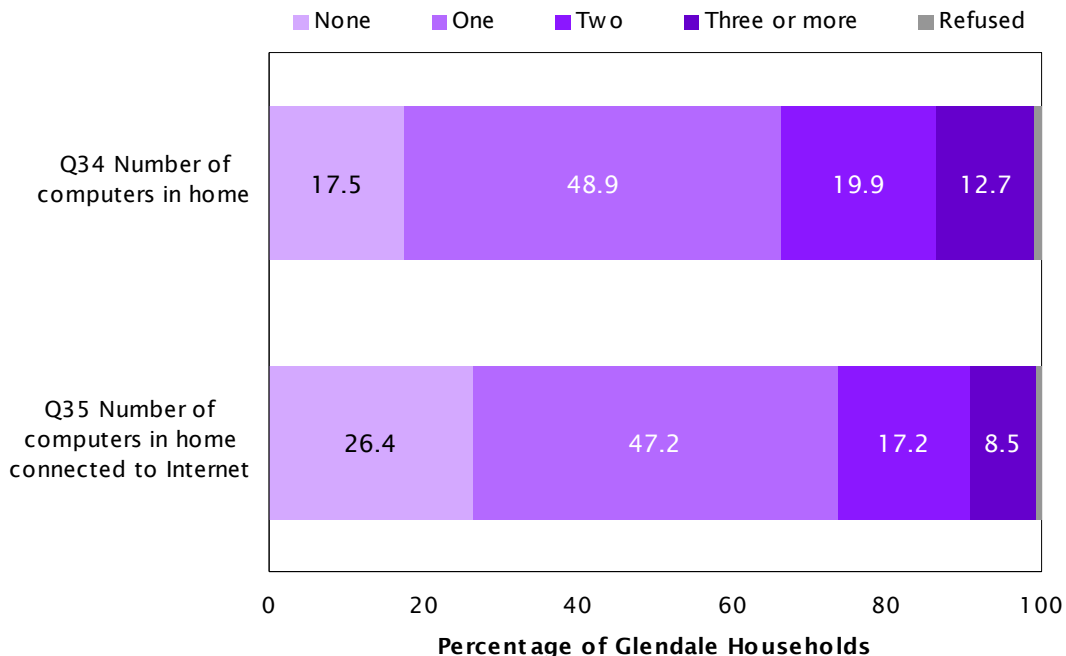
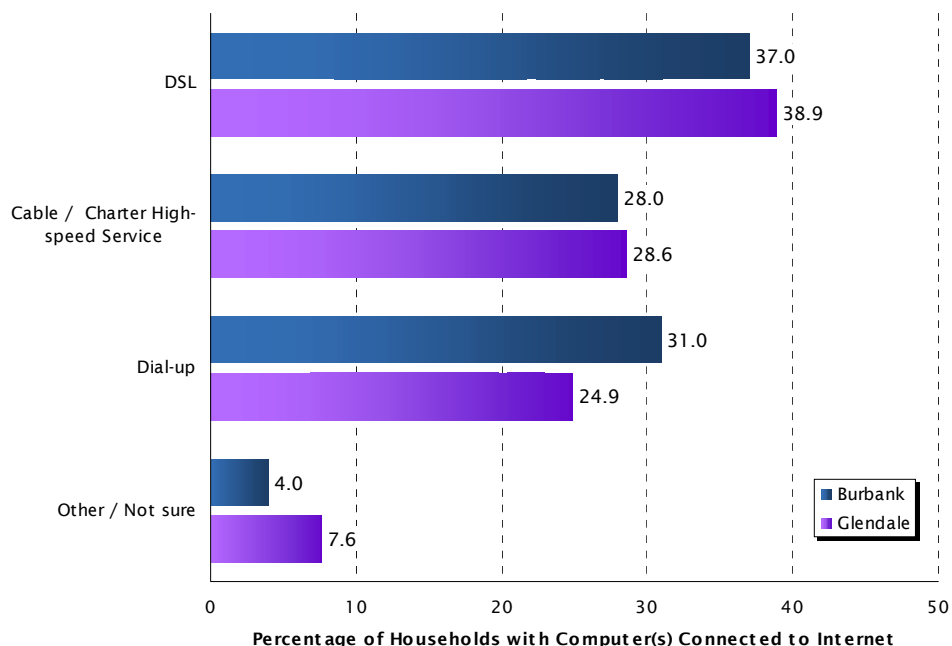


FIGURE 38 NUMBER OF COMPUTERS IN HOME AND CONNECTION TO INTERNET: GLENDALE

The next question in this series inquired about the way in which the respondent's computer is connected to the Internet. As shown in Figure 39, 37% of Burbank households and 39% of Glendale households with Internet access have a DSL connection. Twenty-eight percent (28%) of Burbank households and 29% of Glendale households with an Internet connection use Charter High-speed Internet Service.

Question 36 How are the computers connected to the Internet?

FIGURE 39 INTERNET CONNECTION TYPE

The next two figures show the relationship between Internet access in the home, subscription to Charter High-speed Internet Service, and household income. In the figures, the bar and the percentage shown at the top of the bar represent the percentage of each household income subgroup that is connected to the Internet at home. The dark blue (for Burbank) and dark purple (for Glendale) portion of the bar and the percentage found within it identify the percentage of the household income subgroup that subscribes to Charter High-speed Internet Service. For example, Figure 40 shows that in Burbank, 97% of households with annual incomes of \$100,000 or more have Internet access, and 30% of households with annual incomes of \$100,000 or more use Charter High-speed Internet Service.

FIGURE 40 INTERNET ACCESS AND CHARTER HIGH-SPEED SERVICE SUBSCRIPTION BY HOUSEHOLD INCOME: BURBANK

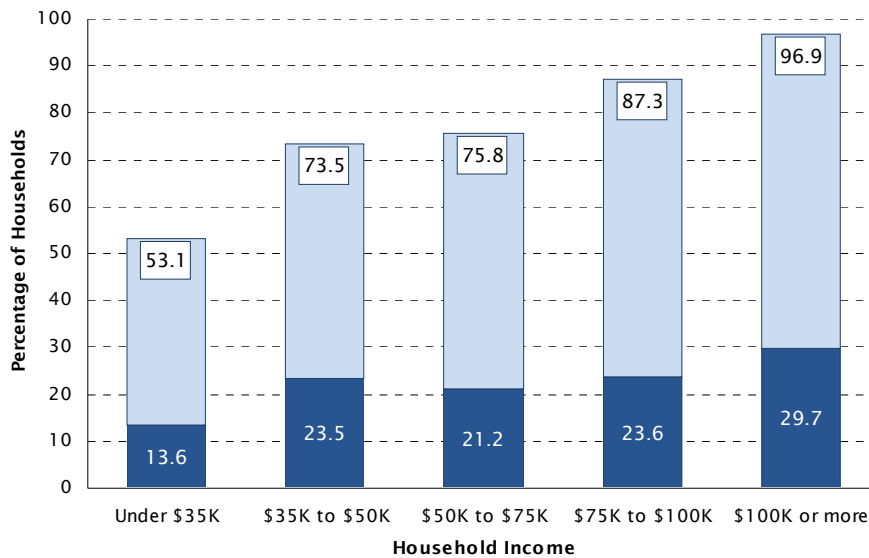
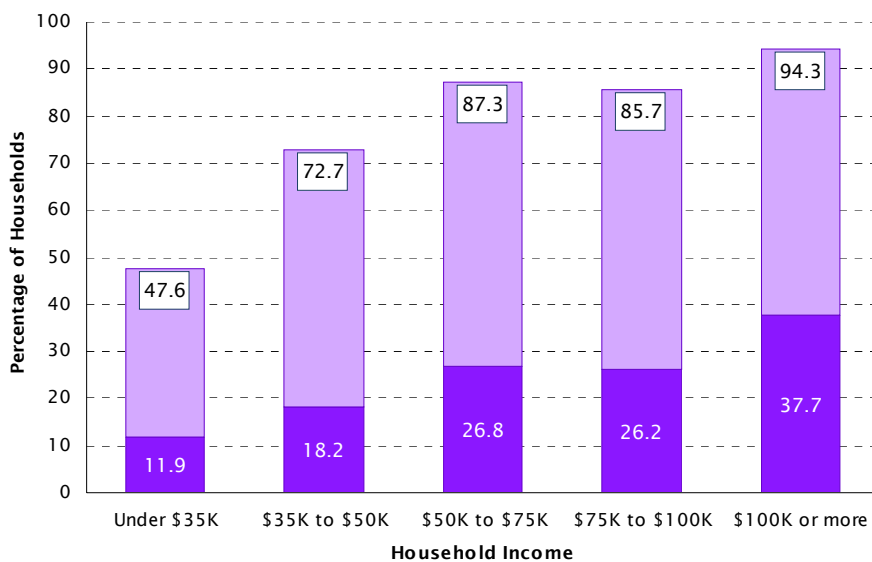


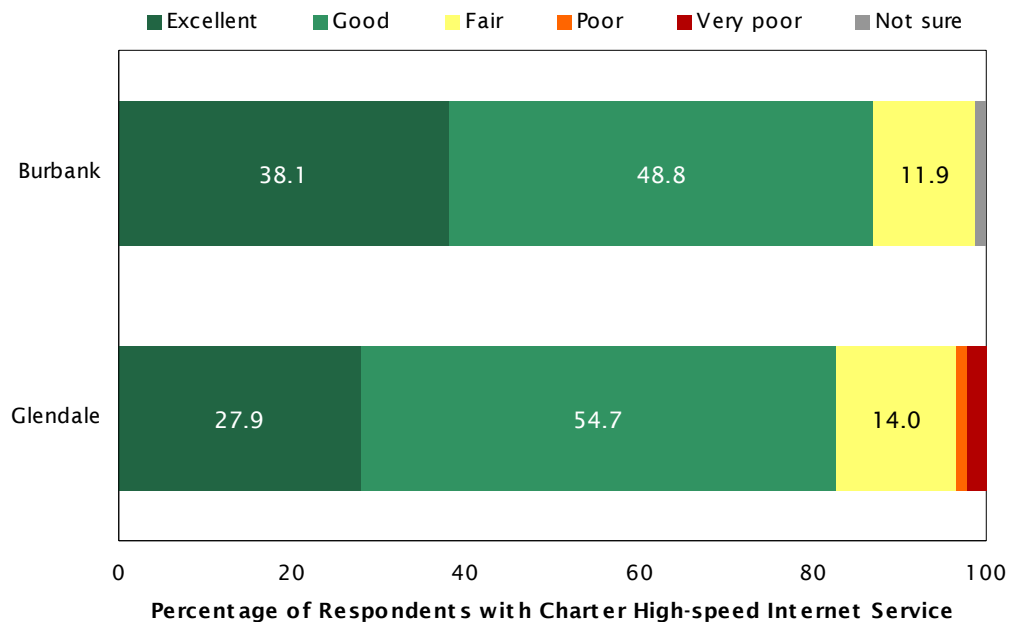
FIGURE 41 INTERNET ACCESS AND CHARTER HIGH-SPEED SERVICE SUBSCRIPTION BY HOUSEHOLD INCOME: GLENDALE



Subscribers to Charter High-speed Internet Service were asked to rate the overall quality of the service, using a scale of excellent, good, fair, poor, or very poor. As shown in Figure 42, 87% of Burbank subscribers and 83% of Glendale subscribers rated the service as either excellent or good. Fewer than 3% of respondents in either city indicated that the service was poor or very poor.

Question 37 Overall, how would you rate your Internet Service? Would you say it is excellent, good, fair, poor, or very poor?

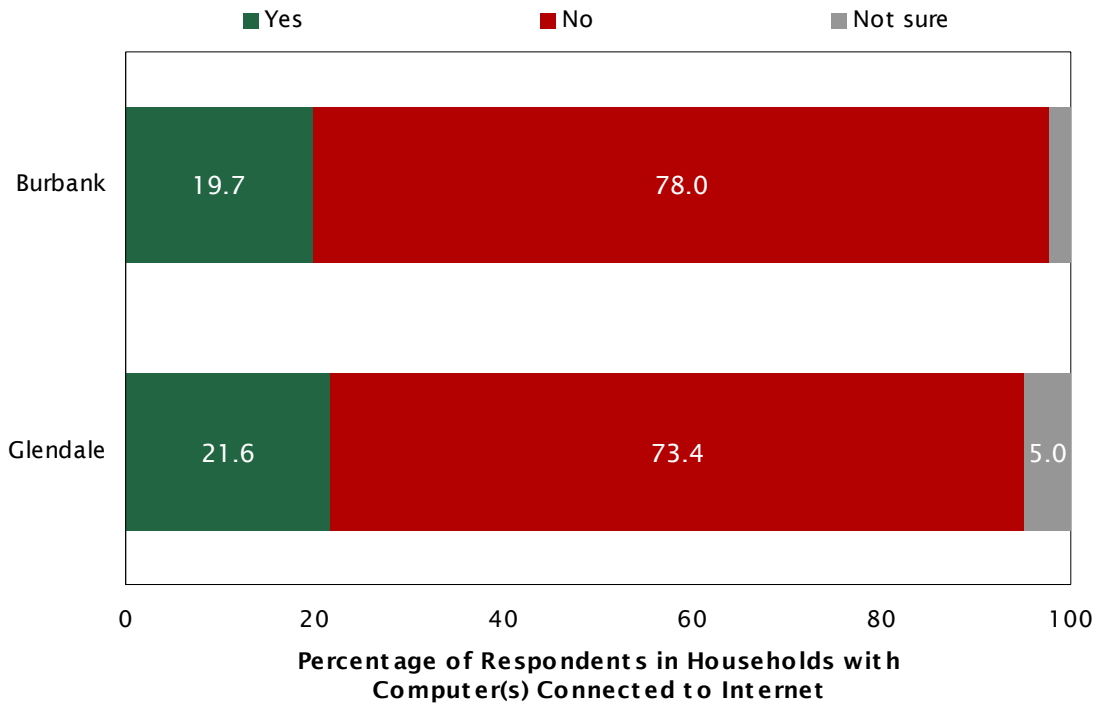
FIGURE 42 RATING OF CHARTER HIGH-SPEED INTERNET SERVICE



Question 38 Would you find it useful to be able to watch City Council meetings on your computer over the Internet?

Respondents with Internet access in their home were asked if they would find it useful to be able to watch City Council meetings on their computer over the Internet. Figure 43 shows the findings for both cities. Twenty percent (20%) of Burbank respondents with home Internet access indicated they would find it useful to be able to watch City Council meetings from their computer, compared with 22% of those in Glendale.

FIGURE 43 LIKE TO WATCH CITY COUNCIL MEETINGS VIA INTERNET



BACKGROUND & DEMOGRAPHICS

The following table provides demographic and background information that was collected during the survey. The results shown below are representative of Burbank and Glendale households, including subscribing and non-subscribing households. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see the crosstabulations for Burbank in Appendix A, and for Glendale in Appendix B), the information is also valuable for understanding the profile of households within these two cities.

TABLE 1 BACKGROUND & DEMOGRAPHICS

	Burbank			Glendale		
	Overall	Subscribers	Non-subscribers	Overall	Subscribers	Non-subscribers
<i>Total Respondents</i>	<i>416</i>	<i>262</i>	<i>154</i>	<i>417</i>	<i>260</i>	<i>157</i>
QD1 Number of adults in home						
One	29.1%	28.2%	30.5%	24.7%	18.8%	34.4%
Two	51.7%	53.8%	48.1%	45.6%	48.1%	41.4%
Three or more	18.3%	17.6%	19.5%	27.8%	31.5%	21.7%
Refused	1.0%	0.4%	1.9%	1.9%	1.5%	2.5%
QD2 Number of children in home						
None	68.0%	68.7%	66.9%	67.4%	67.3%	67.5%
One	13.2%	14.5%	11.0%	15.1%	14.6%	15.9%
Two	11.3%	11.5%	11.0%	10.1%	8.8%	12.1%
Three or more	6.3%	5.0%	8.4%	5.5%	7.7%	1.9%
Refused	1.2%	0.4%	2.6%	1.9%	1.5%	2.5%
QD3 Age						
18 to 24	9.6%	10.7%	7.8%	13.2%	14.2%	11.5%
25 to 34	17.1%	14.1%	22.1%	19.9%	19.2%	21.0%
35 to 44	17.8%	19.5%	14.9%	18.7%	17.7%	20.4%
45 to 54	17.3%	15.6%	20.1%	14.1%	14.6%	13.4%
55 to 64	13.9%	14.9%	12.3%	9.6%	11.2%	7.0%
65 and over	16.3%	18.7%	12.3%	17.0%	16.9%	17.2%
Refused	7.9%	6.5%	10.4%	7.4%	6.2%	9.6%
QD4 Ethnicity						
Caucasian	64.7%	67.9%	59.1%	50.4%	51.9%	47.8%
Latino	12.3%	10.7%	14.9%	15.1%	11.2%	21.7%
African-American	2.2%	2.7%	1.3%	1.0%	1.2%	0.6%
Armenian	2.4%	1.5%	3.9%	10.8%	14.6%	4.5%
American Indian	0.5%	0.4%	0.6%	1.0%	0.8%	1.3%
Asian	3.8%	5.0%	1.9%	7.7%	7.3%	8.3%
Pacific Islander	0.2%	0.4%	0.0%	1.4%	1.5%	1.3%
Mixed	2.9%	1.9%	4.5%	1.9%	1.9%	1.9%
Not sure / Refused	6.3%	5.0%	8.4%	4.8%	3.5%	7.0%
Other	4.8%	4.6%	5.2%	6.0%	6.2%	5.7%
QD5 Household income						
Under \$35K	19.5%	17.2%	23.4%	20.1%	16.9%	25.5%
\$35K to \$50K	16.3%	17.6%	14.3%	15.8%	17.7%	12.7%
\$50K to \$75K	15.9%	16.0%	15.6%	17.0%	20.4%	11.5%
\$75K to \$100K	13.2%	15.6%	9.1%	10.1%	11.9%	7.0%
\$100K to \$150K	9.9%	8.0%	13.0%	6.5%	6.9%	5.7%
\$150K or more	5.5%	7.6%	1.9%	6.2%	5.4%	7.6%
Not sure	4.3%	4.2%	4.5%	6.5%	6.2%	7.0%
Refused	15.4%	13.7%	18.2%	17.7%	14.6%	22.9%
QD6 Gender						
Male	45.9%	43.9%	49.4%	46.5%	45.4%	48.4%
Female	54.1%	56.1%	50.6%	53.5%	54.6%	51.6%
QD7 Language						
English	95.0%	97.3%	90.9%	93.8%	95.0%	91.7%
Armenian	1.0%	0.8%	1.3%	1.9%	2.7%	0.6%
Spanish	4.1%	1.9%	7.8%	4.3%	2.3%	7.6%



M E T H O D O L O G Y

The following sections outline the methodology employed in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with staff from the cities of Burbank and Glendale, as well as Bill Marticorena of Rutan & Tucker, to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Many of the questions asked in this study were presented only to a subset of respondents. For example, households that subscribed to cable television received a much different interview than those that did not. The questionnaires included with this report (see “Questionnaire & Toplines” on page 45) identify skip patterns used during the interview.

LANGUAGE In addition to English, the questionnaires were professionally translated into Spanish and Armenian to allow linguistically isolated speakers of these languages the opportunity to participate in the survey.

CATI & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the live interviewers when conducting the interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the cities of Burbank and Glendale prior to formally beginning the survey.

SAMPLE Households within the cities of Burbank and Glendale were chosen for this study using a random digit dial (RDD) sampling method. An RDD sample is drawn by first selecting all of the active phone exchanges (first three digits in a seven digit phone number) and working blocks that service the area. After estimating the number of listed households within each phone exchange that are located within the area, a sample of randomly selected phone numbers is generated with the number of phone numbers per exchange being proportional to the estimated number of households within each exchange in the area. This method ensures that both listed and unlisted households are included in the sample. It also ensures that new residents and new developments have an opportunity to participate in the study, which is not true if the sample were based on a telephone directory. Because the two cities share phone exchanges with each other as well as neighboring cities, respondents were initially asked the zip code of their residence so that only those within the cities’ boundaries would be included in the study.

Although the RDD method is widely used for community surveys, the method also has several known limitations that must be adjusted for to ensure representative data. Research has shown, for example, that individuals with certain demographic profiles (e.g., older women) are more likely to be at home and are more likely to answer the phone even when other members of the

household are available. If this tendency is not adjusted for, the RDD sampling method will produce a survey that is biased in favor of women -- particularly older women. To adjust for this behavioral tendency, the survey included a screening question which initially asked to speak to the youngest male available in the home. If a male was not available, then the interviewer was instructed to speak to the youngest female currently available. This protocol was followed to ensure a representative sample of adult residents from both cities.

MARGIN OF ERROR By using an RDD probability-based sampling design and monitoring the sample characteristics as data collection proceeded, True North gathered data from representative samples of households within the City of Burbank and the City of Glendale. The findings of this study can thus be used to estimate the opinions of *all* households within each City. Because not all households in Burbank and Glendale participated, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of households within a city for a particular question and what would have been found if all households within that city had been surveyed.

For example, in estimating the percentage of Burbank households with a computer in the home (Question 34 in the survey), the margin of error can be calculated if one knows the size of the population, the size of the sample, a confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where \hat{p} is the proportion of households with at least one computer in the home (0.80 for 80%, for example), N is the population size of households (42,850), n is the sample size that received the question (416), and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving this equation using these values reveals a margin of error of +/- 3.8%. This means that, with 80% of respondents indicating they have a computer in the home, we can be 95% confident that the actual percentage of Burbank households with a computer is between 76% and 84%.

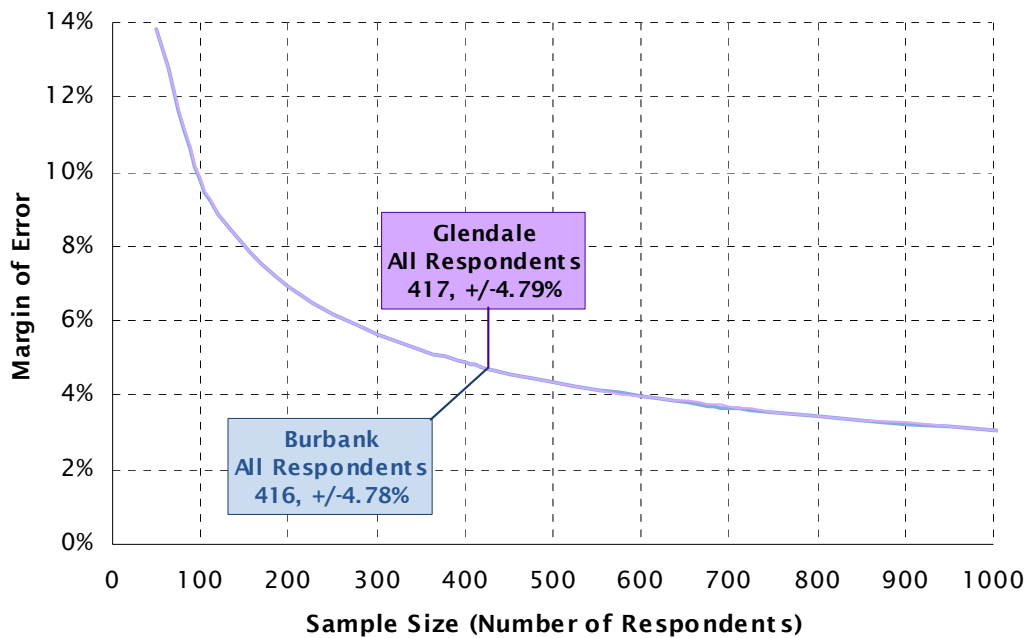
Figure 44 presents the margin of error equation as a graph, plotting the maximum margin of error⁵ associated with the sample sizes shown along the bottom axis. There are two lines represented on the graph which largely overlap -- one for the City of Burbank universe, in blue, and one for the City of Glendale universe, in purple. As seen in the figure, the maximum margin of error in this study for questions answered by all 416 Burbank respondents is 4.78%, and the maximum margin of error for questions answered by all 417 Glendale respondents is 4.79%.

Within this report, figures show how responses to certain questions varied by demographic characteristics such as household income. Also, many questions within the survey were presented to

5. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split, such that half of respondents provide one answer and half provide the other (i.e., $p=0.5$).

a subgroup of residents, such as those who subscribe to cable television or those who have Internet access in the home. Figure 44 is useful for understanding how the maximum margin of error for a percentage estimate grows as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases (notice the left side of the figure), the reader should use caution when generalizing and interpreting the results for small subgroups.

FIGURE 44 MAXIMUM MARGIN OF ERROR PLOT



DATA COLLECTION Interviews were conducted via telephone during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between March 2 and March 16, 2005. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. Interviews averaged 15 minutes in length.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-end responses, and preparing frequency analyses and cross-tabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question. This is because statistical software requires pie charts to sum to exactly 100%.

QUESTIONNAIRE & TOPLINES

BURBANK VERSION



**Burbank - Glendale
Cable Franchise Survey
Burbank Final Toplines
April 2005**

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, a public opinion research company. We're conducting a survey about issues in your community and we would like to get your opinions.

If needed: This is a survey about important issues in your community - I'm NOT trying to sell anything.

If needed: The survey should take no more than 15 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *(if there is no male currently at home that is at least 18 years of age, then ask):* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

(If there is no adult currently available, then ask for a callback time.)

NOTE: Adjust this screener as needed to match sample quotas on gender & age

SC1 To begin, what is the zip code at your residence? *(Read zip code back to them to confirm correct)*

1	City of Burbank	91501	91506	100%
		91502	91507	
		91503	91508	
		91504	91510	
		91505		
2	City of Glendale	91201	91208	0%
		91202	91209	
		91203	91214	
		91204	91221	
		91205	91222	
		91206	91225	
		91207	91226	
3	Other	Any other Zip Code		0%

Only ask SC2 if zip code = 91214.

SC2 Do you live in the City of Glendale?

1	Yes	0%
2	No	100%
99	Refused	0%

Section 3: Cable Service Type				
I'd like to begin by asking you a few questions about television services your household may receive.				
Q1	Does your household currently subscribe to <u>cable</u> television?			
	1	Yes	63%	
	2	No	37%	
	98	Don't Know	0%	
	99	Refused	0%	
Q2	Does your household currently subscribe to a <u>satellite</u> television service?			
	1	Yes	19%	
	2	No	80%	
	98	Don't Know	1%	
	99	Refused	0%	
<i>If Q1=2 then skip to Section 9 now. Otherwise, continue with Q3.</i>				
Q3	Do you have <u>digital</u> cable service?			
	1	Yes	56%	<i>Skip to Q5</i>
	2	No	39%	<i>Ask Q4</i>
	98	Don't Know	5%	<i>Skip to Q5</i>
	99	Refused	0%	<i>Skip to Q5</i>
Q4	Does your household subscribe to the <u>Basic</u> cable service which includes channels 2 through 32 plus channels 95, 96, 97 and 99, or the <u>Extended Basic</u> service which also includes channels 33 through 78?			
	1	Basic	43%	
	2	Extended Basic	51%	
	98	Don't Know	6%	
	99	Refused	0%	
Q5	How many televisions are connected to cable in your household?			
	1	One	29%	
	2	Two	41%	
	3	Three	19%	
	4	Four or more	11%	
	98	Don't Know	0%	
	99	Refused	0%	

Q6	Does your household subscribe to any programming services like HBO, Showtime or Cinemax, for an additional monthly fee?		
	1	Yes	38%
	2	No	61%
	98	Don't Know	1%
	99	Refused	0%
Q7	Excluding Internet services, how much does your household pay for cable TV each month?		
	1	Under \$20	11%
	2	\$20 to \$39	6%
	3	\$40 to \$54	30%
	4	\$55 to \$74	25%
	5	\$75 or more	15%
	98	Don't Know	13%
	99	Refused	0%

Section 4: Overall Satisfaction

Q8	Overall, are you satisfied or dissatisfied with your cable TV service, or do you have no opinion either way? <i>Get answer, if 'satisfied' or 'dissatisfied' then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>			
	1	Very satisfied	30%	
	2	Somewhat satisfied	32%	
	3	Neutral/No opinion either way	17%	
	4	Somewhat dissatisfied	9%	
	5	Very dissatisfied	11%	
	98	Don't Know	0%	
	99	Refused	1%	
Q9	Do you have any problems with your cable TV service?			
	1	Yes	21%	Ask Q10
	2	No	78%	Skip to Q11
	98	Don't Know	0%	Skip to Q11
	99	Refused	0%	Skip to Q11

Q10	What would you say is the number one problem with the cable TV service you receive? <i>Do NOT read responses. Record first response only.</i>	
1	Poor reception/bad picture	44%
2	Expensive	9%
3	Poor quality programming	4%
4	No problem	2%
5	Poor customer service	7%
6	On-screen guide	2%
7	Cable box is difficult	7%
8	Not enough variety in programming	0%
9	Not enough channels	5%
10	Other	20%
98	Don't Know	0%
99	Refused	0%

Section 5: Customer Service

Q11	Your cable company is Charter Communications. In the past 12 months, have you telephoned Charter, visited their office, or had a representative come to your home? If 'yes', ask them to specify which way they interacted and record below. Multiple responses allowed.		
1	Yes, telephone	27%	Ask Q12
2	Yes, visited office	13%	Ask Q12
3	Yes, house call	19%	Ask Q12
4	No contact	55%	Skip to Q16
98	Don't Know	3%	Skip to Q16
99	Refused	0%	Skip to Q16
Q12	Did you contact them because you had a problem with your cable TV service?		
1	Yes	54%	Ask Q13
2	No	44%	Skip to Q16
98	Don't Know	1%	Skip to Q16
99	Refused	1%	Skip to Q16

Q13 What was the nature of the problem? <i>Don't read options.</i>		
1	Technical problem (system outage, interference, poor quality picture or sound, no service)	82%
2	Installation problem	2%
3	Problem with a response to a repair call	2%
4	Billing Error	2%
5	Cost of Service	2%
6	Other	11%
98	Don't Know	0%
99	Refused	0%
Q14 Was the reason you contacted them resolved to your satisfaction on the first try, or did you need to contact them more than once?		
1	Resolved first try	56%
2	Needed to contact them more than once	43%
98	Don't Know	2%
99	Refused	0%
Q15 How many days did it take for Charter to resolve the problem once you had contacted them?		
1	One	41%
2	Two	11%
3	Three	13%
4	Four or more	16%
5	Problem was never resolved	13%
98	Don't Know	5%
99	Refused	0%

Q16		Now -- thinking of just your cable TV service -- I'd like you to tell me whether you are satisfied or dissatisfied with several aspects of the customer service that Charter Communications provides. Here's the (first/next) one: _____. Are you satisfied or dissatisfied in this area, or do you not have an opinion? (<i>Get answer. If 'satisfied' or 'dissatisfied', then ask</i>): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?					
<i>Randomize</i>		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Refused
A	The entertainment value you receive for the price of the service	29%	41%	15%	11%	4%	1%
B	Fixing things to your satisfaction when there is a problem	39%	28%	5%	6%	20%	2%
C	The variety of channels and programming	42%	35%	10%	10%	3%	0%
D	Performance of service technicians during service calls	44%	19%	4%	3%	28%	1%
E	Performance of service technicians when installing new services	46%	23%	3%	2%	25%	1%
F	Turnaround time for installing new service	38%	24%	1%	2%	33%	1%
G	On-time arrival of service personnel	38%	25%	5%	4%	27%	1%
H	Accuracy of your bills	53%	31%	4%	3%	6%	2%
I	Knowledge of the customer service representatives	34%	28%	6%	4%	26%	2%
J	Helpfulness of the customer service representatives	42%	30%	5%	3%	19%	1%
K	Responsiveness of customer service representatives	40%	27%	6%	3%	23%	1%
L	The information Charter provides about local programming, including public, educational and government programming	37%	35%	8%	3%	15%	0%

Section 6: Technical Problems

Q17 Next, I'm going to list three types of technical problems that can occur with cable TV service, and I'd like you to tell me how often each problem occurs with your cable service.

Here's the (first/next) one: _____. Would you say that this technical problem occurs often, sometimes, seldom, or never?

	<i>Randomize</i>	Often	Sometimes	Seldom	Never	Not sure	Refused
A	Poor picture quality	9%	18%	33%	39%	1%	0%
B	Picture outages	5%	19%	42%	33%	1%	0%
C	Poor quality sound	4%	8%	28%	58%	2%	0%

Section 7: Government Access Channel

*NOTE: Piping the City name into questions in this section based on SC1
Use "Burbank" if SC1=1. Use "Glendale" if SC1=2.*

Q18 In the past 12 months, have you watched programming on Channel 6, which is the City of Burbank's government channel?

1	Yes	77%
2	No	22%
98	Don't Know	1%
99	Refused	0%

Q19 Does anyone else in your household watch Channel 6?

1	Yes	42%
2	No	56%
98	Don't Know	2%
99	Refused	0%

Only ask Q20 if Q18=(2,98,99) AND Q19=(2,98,99).

Q20 Prior to taking this survey, were you aware that the City of Burbank has a government television channel on Channel 6?

1	Yes	69%	Skip to Q25
2	No	29%	Skip to Q25
98	Don't Know	2%	Skip to Q25
99	Refused	0%	Skip to Q25

Only ask Q21 to Q23 if Q18=1 OR Q19=1.

Q21	How often is Channel 6 watched by someone in your household? At least once per week, two to three times per month, once per month, or less often than once per month?		
	1	At least once per week	48%
	2	Two to three times per month	19%
	3	Once per month	19%
	4	Less often than once per month	13%
	98	Don't Know	1%
	99	Refused	0%
Q22	Have you or others in your household watched a City Council meeting on Channel 6 in the past 12 months?		
	1	Yes	77%
	2	No	21%
	98	Don't Know	2%
	99	Refused	0%
Q23	What types of programs do you or others in your household most often watch on Channel 6? (Multiple responses allowed, so numbers represent the percentage of respondents that mentioned a particular program. Verbatim responses coded into the following categories.)		
		City Council Meetings	42%
		Adopt-a-pet / Pet show	16%
		School programming / Board of Education	15%
		Not sure / nothing specific	14%
		City info / News	13%
		Police programming	9%
		Holiday specials / Parades / Special events	7%
		Other	6%
		Planning Commission	3%
		Airport Authority	3%
		Dance programs	2%
		Teen programming	2%
		Mayor-related programming	2%
		Music	1%
		Design Review Board	1%
		Senior programming	1%
		Jobs / Employment information	1%
		TV Schedule	<1%
<i>Only ask Q24 if Q18=1.</i>			

Q24	Overall, how would you rate the programming content on Channel 6? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	12%
	2	Good	54%
	3	Fair	25%
	4	Poor	2%
	5	Very poor	1%
	98	Don't Know	6%
	99	Refused	0%
Q25	Do you think that there is a need for the public, educational and government programming that is shown on Channel 6?		
	1	Yes	81%
	2	No	8%
	98	Don't Know	11%
	99	Refused	0%
Q26	How important do you think it is to have a local cable channel that focuses on your city's residents, organizations, events, government and community issues? Would you say it is extremely important, very important, somewhat important, or not at all important?		
	1	Extremely important	30%
	2	Very important	45%
	3	Somewhat important	21%
	4	Not at all important	2%
	98	Don't Know	2%
	99	Refused	0%
<i>Only ask Questions Q27, Q28, and Q29 if Glendale resident (SC1=2). Otherwise skip to Section 8.</i>			
Q27	In the past 12 months, have you watched City meeting agendas that are scrolled on Channel 21?		
	1	Yes	0%
	2	No	0%
	98	Don't Know	0%
	99	Refused	0%
Q28	In the past 12 months, have you watched the Education Access Channel, which is on Channel 15?		
	1	Yes	0%
	2	No	0%
	98	Don't Know	0%
	99	Refused	0%

Q29	In the past 12 months, have you watched the Public Access Channel, which is on Channel 25?		
	1	Yes	0%
	2	No	0%
	98	Don't Know	0%
	99	Refused	0%

Section 8: New Services

Q30	In the future, cable companies may be offering new services. Are there any new services that come to mind that you would like Charter to provide?		
	1	Yes	34% Ask Q31
	2	No	63% Skip to Section 10
	98	Don't Know	3% Skip to Section 10
	99	Refused	0% Skip to Section 10
Q31	What additional services or changes to services would you like? Do NOT read responses. Record up to first three responses.		
	1	Lower prices/Lower costs	19%
	2	More channels	29%
	3	More movies	9%
	4	More family programming	4%
	5	More music programming	3%
	6	More sports programming	4%
	7	More educational programming	10%
	8	More foreign language programming	7%
	9	HDTV (High Definition TV)	1%
	10	Faster Internet connection	3%
	11	Ability to select channels I want	9%
	12	Better customer service	6%
	13	Other	45%
	99	Don't Know/Refused	2%

Section 9: Non-subscribers

Only ask Questions in this section if respondent's household does NOT subscribe to cable TV (i.e., Q1=2).

Q32	Has your household ever subscribed to cable TV?		
1	Yes		49%
2	No		49%
98	Don't Know		2%
99	Refused		0%
Q33	What is the primary reason your household chooses not to subscribe to cable TV?		
1	Too expensive		34%
2	Don't watch enough TV		23%
3	Have Satellite TV/More choices on Satellite		13%
4	TV bad for children/immoral content		3%
5	Poor channel selection		3%
6	Happy with broadcast TV		2%
7	No access to cable		2%
8	Poor customer service		6%
9	Poor picture quality		2%
10	Other		4%
98	Don't Know		5%
99	Refused		2%

Section 10: Internet Services

All respondents receive Q34.

Q34	How many computers do you have in your home?		
1	None		19%
2	One		47%
3	Two		19%
4	Three or more		14%
99	Refused		1%

Only ask Q35 if (0 < Q34 < 98). Otherwise, skip to Section 11.

Q35 How many of the computers are connected to the Internet?			
0	None		9%
1	One		59%
2	Two		18%
3	Three or more		13%
98	Not sure		0%
99	Refused		0%
<i>Only ask Q36 if (0 < Q35 < 98). Otherwise, skip to Section 11.</i>			
Q36 How are the computers connected to the Internet?			
1	Dial-up phone line	31%	<i>Skip to Section 11</i>
2	Cable modem/Charter High-speed Internet Service	28%	<i>Ask Q37</i>
3	DSL (Digital Subscriber Line)	37%	<i>Skip to Section 11</i>
4	ISDN (Integrated Services Digital Network)	0%	<i>Skip to Section 11</i>
5	T-1 or High Speed Leased Line (digital line 1.544 megabits per second or faster)	0%	<i>Skip to Section 11</i>
6	Other type of connection	0%	<i>Skip to Section 11</i>
98	Don't Know	4%	<i>Skip to Section 11</i>
99	Refused	0%	<i>Skip to Section 11</i>
Q37 Overall, how would you rate your Internet Service? Would you say it is excellent, good, fair, poor, or very poor?			
1	Excellent	38%	
2	Good	49%	
3	Fair	12%	
4	Poor	0%	
5	Very Poor	0%	
98	Don't Know	1%	
99	Refused	0%	

Section 11: Background & Miscellaneous Questions		
<i>Only ask Q38 if (0 < Q35 < 98). Otherwise, skip to D1.</i>		
Q38	Would you find it useful to be able to watch City Council meetings on your computer over the Internet?	
	1	Yes 20%
	2	No 78%
	98	Don't Know 2%
	99	Refused 0%
D1	How many adults 18 years of age or older live in your household?	
	1	One 29%
	2	Two 52%
	3	Three or more 18%
	99	Refused 1%
D2	How many children under the age of 18 live in your household?	
	0	None 68%
	1	One 13%
	2	Two 11%
	3	Three or more 6%
	99	Refused 1%
D3	In what year were you born? (Recoded to age)	
	18 to 24 10%	
	25 to 34 17%	
	35 to 44 18%	
	45 to 54 17%	
	55 to 64 14%	
	65 and over 16%	
	Refused 8%	

D4 What ethnic group do you consider yourself a part of or feel closest to? (Read list if respondent hesitates)		
1	Caucasian/White	65%
2	Latino/Hispanic	12%
3	African-American/Black	2%
4	Armenian	2%
5	American Indian or Alaskan Native	0%
6	Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	4%
7	Pacific Islander	0%
8	Mixed Heritage	3%
98	Not sure / Refused	6%
99	Other	5%
D5 This last question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.		
1	Under \$35,000	19%
2	\$35,000 to \$49,999	16%
3	\$50,000 to \$74,999	16%
4	\$75,000 to \$99,999	13%
5	\$100,000 to \$149,999	10%
6	\$150,000 or more	6%
98	Don't Know	4%
99	Refused	15%

Thank you for participating! This survey was conducted for the City of Burbank.

Post-Interview Items		
D6 Gender		
1	Male	45%
2	Female	54%
D7 Language		
1	English	95%
2	Armenian	1%
3	Spanish	4%

GLENDALE VERSION



**Burbank - Glendale
Cable Franchise Survey
Glendale Final Toplines
April 2005**

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, a public opinion research company. We're conducting a survey about issues in your community and we would like to get your opinions.

If needed: This is a survey about important issues in your community - I'm NOT trying to sell anything.
If needed: The survey should take no more than 15 minutes to complete.
If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *(if there is no male currently at home that is at least 18 years of age, then ask):* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

(If there is no adult currently available, then ask for a callback time.)
NOTE: Adjust this screener as needed to match sample quotas on gender & age

SC1	To begin, what is the zip code at your residence? <i>(Read zip code back to them to confirm correct)</i>			
1	City of Burbank	91501 91502 91503 91504 91505	91506 91507 91508 91510	0%
2	City of Glendale	91201 91202 91203 91204 91205 91206 91207	91208 91209 91214 91221 91222 91225 91226	100%
3	Other	Any other Zip Code		0%

Only ask SC2 if zip code = 91214.

SC2	Do you live in the City of Glendale?	
1	Yes	100%
2	No	0%
99	Refused	0%

Section 3: Cable Service Type				
I'd like to begin by asking you a few questions about television services your household may receive.				
Q1	Does your household currently subscribe to <u>cable</u> television?			
	1	Yes	62%	
	2	No	38%	
	98	Don't Know	0%	
	99	Refused	0%	
Q2	Does your household currently subscribe to a <u>satellite</u> television service?			
	1	Yes	19%	
	2	No	81%	
	98	Don't Know	0%	
	99	Refused	0%	
<i>If Q1=2 then skip to Section 9 now. Otherwise, continue with Q3.</i>				
Q3	Do you have <u>digital</u> cable service?			
	1	Yes	52%	Skip to Q5
	2	No	41%	Ask Q4
	98	Don't Know	7%	Skip to Q5
	99	Refused	0%	Skip to Q5
Q4	Does your household subscribe to the <u>Basic</u> cable service which includes channels 2 through 32 plus channels 95, 96, 97 and 99, or the <u>Extended Basic</u> service which also includes channels 33 through 78?			
	1	Basic	50%	
	2	Extended Basic	45%	
	98	Don't Know	6%	
	99	Refused	0%	
Q5	How many televisions are connected to cable in your household?			
	1	One	34%	
	2	Two	35%	
	3	Three	18%	
	4	Four or more	12%	
	98	Don't Know	0%	
	99	Refused	0%	

Q6 Does your household subscribe to any programming services like HBO, Showtime or Cinemax, for an additional monthly fee?			
1	Yes		39%
2	No		61%
98	Don't Know		0%
99	Refused		0%
Q7 Excluding Internet services, how much does your household pay for cable TV each month?			
1	Under \$20		10%
2	\$20 to \$39		9%
3	\$40 to \$54		27%
4	\$55 to \$74		22%
5	\$75 or more		17%
98	Don't Know		14%
99	Refused		0%

Section 4: Overall Satisfaction

Q8 Overall, are you satisfied or dissatisfied with your cable TV service, or do you have no opinion either way? Get answer, if 'satisfied' or 'dissatisfied' then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?			
1	Very satisfied		33%
2	Somewhat satisfied		35%
3	Neutral/No opinion either way		17%
4	Somewhat dissatisfied		9%
5	Very dissatisfied		5%
98	Don't Know		2%
99	Refused		0%
Q9 Do you have any problems with your cable TV service?			
1	Yes	18%	Ask Q10
2	No	82%	Skip to Q11
98	Don't Know	0%	Skip to Q11
99	Refused	0%	Skip to Q11

Q10	What would you say is the number one problem with the cable TV service you receive? <i>Do NOT read responses. Record first response only.</i>	
1	Poor reception/bad picture	42%
2	Expensive	27%
3	Poor quality programming	6%
4	No problem	4%
5	Poor customer service	4%
6	On-screen guide	2%
7	Cable box is difficult	2%
8	Not enough variety in programming	2%
9	Not enough channels	0%
10	Other	8%
98	Don't Know	0%
99	Refused	2%

Section 5: Customer Service

Q11	Your cable company is Charter Communications. In the past 12 months, have you telephoned Charter, visited their office, or had a representative come to your home? If 'yes', ask them to specify which way they interacted and record below. Multiple responses allowed.		
1	Yes, telephone	24%	Ask Q12
2	Yes, visited office	9%	Ask Q12
3	Yes, house call	17%	Ask Q12
4	No contact	61%	Skip to Q16
98	Don't Know	3%	Skip to Q16
99	Refused	0%	Skip to Q16
Q12	Did you contact them because you had a problem with your cable TV service?		
1	Yes	48%	Ask Q13
2	No	52%	Skip to Q16
98	Don't Know	0%	Skip to Q16
99	Refused	0%	Skip to Q16

Q13 What was the nature of the problem? <i>Don't read options.</i>		
1	Technical problem (system outage, interference, poor quality picture or sound, no service)	71%
2	Installation problem	2%
3	Problem with a response to a repair call	2%
4	Billing Error	2%
5	Cost of Service	4%
6	Other	13%
98	Don't Know	2%
99	Refused	2%
Q14 Was the reason you contacted them resolved to your satisfaction on the first try, or did you need to contact them more than once?		
1	Resolved first try	53%
2	Needed to contact them more than once	42%
98	Don't Know	2%
99	Refused	2%
Q15 How many days did it take for Charter to resolve the problem once you had contacted them?		
1	One	42%
2	Two	13%
3	Three	16%
4	Four or more	16%
5	Problem was never resolved	11%
98	Don't Know	2%
99	Refused	0%

Q16 Now -- thinking of just your cable TV service -- I'd like you to tell me whether you are satisfied or dissatisfied with several aspects of the customer service that Charter Communications provides. Here's the (first/next) one: _____. Are you satisfied or dissatisfied in this area, or do you not have an opinion? (Get answer. If 'satisfied' or 'dissatisfied', then ask): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Refused
	<i>Randomize</i>						
A	The entertainment value you receive for the price of the service	37%	28%	13%	16%	6%	0%
B	Fixing things to your satisfaction when there is a problem	43%	25%	5%	5%	21%	1%
C	The variety of channels and programming	48%	35%	8%	7%	2%	0%
D	Performance of service technicians during service calls	47%	23%	3%	4%	22%	1%
E	Performance of service technicians when installing new services	47%	28%	2%	4%	17%	1%
F	Turnaround time for installing new service	40%	27%	5%	3%	22%	2%
G	On-time arrival of service personnel	38%	29%	4%	4%	23%	1%
H	Accuracy of your bills	50%	31%	4%	5%	9%	1%
I	Knowledge of the customer service representatives	40%	28%	5%	4%	23%	1%
J	Helpfulness of the customer service representatives	45%	28%	5%	4%	18%	1%
K	Responsiveness of customer service representatives	40%	32%	4%	4%	20%	0%
L	The information Charter provides about local programming, including public, educational and government programming	40%	29%	8%	7%	16%	1%

Section 6: Technical Problems							
Q17	Next, I'm going to list three types of technical problems that can occur with cable TV service, and I'd like you to tell me how often each problem occurs with <u>your</u> cable service.						
	Here's the (first/next) one: _____. Would you say that this technical problem occurs often, sometimes, seldom, or never?						
	<i>Randomize</i>	Often	Sometimes	Seldom	Never	Not sure	Refused
A	Poor picture quality	8%	17%	28%	46%	0%	0%
B	Picture outages	4%	22%	37%	37%	1%	0%
C	Poor quality sound	3%	13%	20%	63%	1%	0%

Section 7: Government Access Channel		
<i>NOTE: Piping the City name into questions in this section based on SC1 Use "Burbank" if SC1=1. Use "Glendale" if SC1=2.</i>		
Q18	In the past 12 months, have you watched programming on Channel 6, which is the City of Glendale's government channel?	
	1	Yes 61%
	2	No 38%
	98	Don't Know 0%
	99	Refused 0%
Q19	Does anyone else in your household watch Channel 6?	
	1	Yes 30%
	2	No 63%
	98	Don't Know 7%
	99	Refused 0%
<i>Only ask Q20 if Q18=(2,98,99) AND Q19=(2,98,99).</i>		
Q20	Prior to taking this survey, were you aware that the City of Glendale has a government television channel on Channel 6?	
	1	Yes 70% Skip to Q25
	2	No 29% Skip to Q25
	98	Don't Know 1% Skip to Q25
	99	Refused 0% Skip to Q25
<i>Only ask Q21 to Q23 if Q18=1 OR Q19=1.</i>		

Q21	How often is Channel 6 watched by someone in your household? At least once per week, two to three times per month, once per month, or less often than once per month?		
	1	At least once per week	37%
	2	Two to three times per month	20%
	3	Once per month	18%
	4	Less often than once per month	23%
	98	Don't Know	1%
	99	Refused	0%
Q22	Have you or others in your household watched a City Council meeting on Channel 6 in the past 12 months?		
	1	Yes	70%
	2	No	26%
	98	Don't Know	4%
	99	Refused	0%
Q23	What types of programs do you or others in your household most often watch on Channel 6? (Multiple responses allowed, so numbers represent the percentage of respondents that mentioned a particular program. Verbatim responses coded into the following categories.)		
		City Council Meetings	38%
		Not sure / nothing specific	18%
		City info / News	14%
		Other	11%
		School programming / Board of Education	8%
		Design Review Board	7%
		Adopt-a-pet / Pet show	6%
		Planning Commission	5%
		Police programming	5%
		Holiday specials / Parades / Special events	3%
		Real estate	2%
		Jobs / Employment information	2%
		Dance programs	1%
<i>Only ask Q24 if Q18=1.</i>			

Q24	Overall, how would you rate the programming content on Channel 6? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	11%
	2	Good	40%
	3	Fair	32%
	4	Poor	6%
	5	Very poor	1%
	98	Don't Know	8%
	99	Refused	1%
Q25	Do you think that there is a need for the public, educational and government programming that is shown on Channel 6?		
	1	Yes	77%
	2	No	12%
	98	Don't Know	10%
	99	Refused	0%
Q26	How important do you think it is to have a local cable channel that focuses on your city's residents, organizations, events, government and community issues? Would you say it is extremely important, very important, somewhat important, or not at all important?		
	1	Extremely important	21%
	2	Very important	46%
	3	Somewhat important	27%
	4	Not at all important	4%
	98	Don't Know	2%
	99	Refused	0%
<i>Only ask Questions Q27, Q28, and Q29 if Glendale resident (SC1=2). Otherwise skip to Section 8.</i>			
Q27	In the past 12 months, have you watched City meeting agendas that are scrolled on Channel 21?		
	1	Yes	16%
	2	No	80%
	98	Don't Know	4%
	99	Refused	0%
Q28	In the past 12 months, have you watched the Education Access Channel, which is on Channel 15?		
	1	Yes	28%
	2	No	67%
	98	Don't Know	5%
	99	Refused	0%

Q29	In the past 12 months, have you watched the Public Access Channel, which is on Channel 25?		
	1	Yes	16%
	2	No	79%
	98	Don't Know	5%
	99	Refused	0%

Section 8: New Services

Q30	In the future, cable companies may be offering new services. Are there any new services that come to mind that you would like Charter to provide?		
	1	Yes	35% Ask Q31
	2	No	61% Skip to Section 10
	98	Don't Know	3% Skip to Section 10
	99	Refused	1% Skip to Section 10
Q31	What additional services or changes to services would you like? Do <u>NOT</u> read responses. Record up to first three responses.		
	1	Lower prices/Lower costs	17%
	2	More channels	24%
	3	More movies	13%
	4	More family programming	7%
	5	More music programming	7%
	6	More sports programming	8%
	7	More educational programming	15%
	8	More foreign language programming	5%
	9	HDTV (High Definition TV)	3%
	10	Faster Internet connection	5%
	11	Ability to select channels I want	5%
	12	Better customer service	0%
	13	Other	41%
	99	Don't Know/Refused	5%

Section 9: Non-subscribers			
<i>Only ask Questions in this section if respondent's household does NOT subscribe to cable TV (i.e., Q1=2).</i>			
Q32	Has your household ever subscribed to cable TV?		
1	Yes		47%
2	No		51%
98	Don't Know		2%
99	Refused		0%
Q33	What is the primary reason your household chooses not to subscribe to cable TV?		
1	Too expensive		35%
2	Don't watch enough TV		22%
3	Have Satellite TV/More choices on Satellite		13%
4	TV bad for children/immoral content		2%
5	Poor channel selection		6%
6	Happy with broadcast TV		3%
7	No access to cable		3%
8	Poor customer service		3%
9	Poor picture quality		2%
10	Other		6%
98	Don't Know		4%
99	Refused		0%

Section 10: Internet Services			
<i>All respondents receive Q34.</i>			
Q34	How many computers do you have in your home?		
1	None		18%
2	One		49%
3	Two		20%
4	Three or more		13%
99	Refused		1%
<i>Only ask Q35 if (0 < Q34 < 98). Otherwise, skip to Section 11.</i>			

Q35 How many of the computers are connected to the Internet?			
0	None		11%
1	One		57%
2	Two		21%
3	Three or more		10%
98	Not sure		1%
99	Refused		0%
<i>Only ask Q36 if (0 < Q35 < 98). Otherwise, skip to Section 11.</i>			
Q36 How are the computers connected to the Internet?			
1	Dial-up phone line	25%	<i>Skip to Section 11</i>
2	Cable modem/Charter High-speed Internet Service	29%	<i>Ask Q37</i>
3	DSL (Digital Subscriber Line)	39%	<i>Skip to Section 11</i>
4	ISDN (Integrated Services Digital Network)	0%	<i>Skip to Section 11</i>
5	T-1 or High Speed Leased Line (digital line 1.544 megabits per second or faster)	1%	<i>Skip to Section 11</i>
6	Other type of connection	2%	<i>Skip to Section 11</i>
98	Don't Know	5%	<i>Skip to Section 11</i>
99	Refused	0%	<i>Skip to Section 11</i>
Q37 Overall, how would you rate your Internet Service? Would you say it is excellent, good, fair, poor, or very poor?			
1	Excellent	28%	
2	Good	55%	
3	Fair	14%	
4	Poor	1%	
5	Very Poor	2%	
98	Don't Know	0%	
99	Refused	0%	

Section 11: Background & Miscellaneous Questions		
<i>Only ask Q38 if (0 < Q35 < 98). Otherwise, skip to D1.</i>		
Q38	Would you find it useful to be able to watch City Council meetings on your computer over the Internet?	
	1	Yes 22%
	2	No 73%
	98	Don't Know 5%
	99	Refused 0%
D1	How many adults 18 years of age or older live in your household?	
	1	One 25%
	2	Two 46%
	3	Three or more 28%
	99	Refused 2%
D2	How many children under the age of 18 live in your household?	
	0	None 67%
	1	One 15%
	2	Two 10%
	3	Three or more 6%
	99	Refused 2%
D3	In what year were you born? (Recoded to age)	
	18 to 24 13%	
	25 to 34 20%	
	35 to 44 19%	
	45 to 54 14%	
	55 to 64 10%	
	65 and over 17%	
	Refused 7%	

D4 What ethnic group do you consider yourself a part of or feel closest to? (Read list if respondent hesitates)		
1	Caucasian	50%
2	Latino	15%
3	African-American	1%
4	Armenian	11%
5	American Indian	1%
6	Asian	8%
7	Pacific Islander	1%
8	Mixed	2%
98	Not sure / Refused	5%
99	Other	6%
D5 This last question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.		
1	Under \$35,000	20%
2	\$35,000 to \$49,999	16%
3	\$50,000 to \$74,999	17%
4	\$75,000 to \$99,999	10%
5	\$100,000 to \$149,999	6%
6	\$150,000 or more	6%
98	Don't Know	6%
99	Refused	18%

Thank you for participating! This survey was conducted for the City of [Glendale](#).

Post-Interview Items		
D6 Gender		
1	Male	47%
2	Female	53%
D7 Language		
1	English	94%
2	Armenian	2%
3	Spanish	4%