

Zoomerang Survey Results

Bellingham cable television services survey

Response Status: Completes

Filter: No filter applied

Jun 23, 2010 4:37 PM PST

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

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

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

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

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

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

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

Don't like the channels	22
Cost	54

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

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

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

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

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

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

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

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

Yes	303
No	61
Don't know	35
Total	399

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

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

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

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

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

72 Responses

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

Yes	247
No	142
Don't remember	5
Total	394

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

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

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

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

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

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very unsatisfied	2
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Ability to reach customer service by telephone	64 17%	60 16%
Ability to use the phone tree to reach the correct representative or to reach a real person to assist you	81 21%	89 23%
Length of time you were left on hold	100 26%	87 23%
Friendliness of the customer service representative	35 9%	37 10%
Ability of the customer service representative to answer your questions and/or resolve your issue	62 16%	67 18%
Promptness of service technicians in keeping scheduled appointments	40 11%	56 15%

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

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

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

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

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

None	57
Don't know	109

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

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

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

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

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

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

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

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

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

284 Responses

Demographic information

23. What best describes your home?

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

24. What is your age range?

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

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



37%
12%
13%
25%

32%
65%
19%
9%
2%
2%

1%
8%
90%
2%
100%

KIRO, BTW10,
72%
11%
8%
6%
4%
100%

for citizens or

76%
15%
9%
100%

w, where 5

23%
27%
33%
12%
5%
100%

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

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

63%
36%
1%
100%

18%
31%
16%
18%
8%
11%
77%
16%

49%
24%
13%
7%
8%
100%

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

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

6%
20%
29%
25%
20%
100%

representative?
20%
58%
20%
1%
0%
2%
100%

notes or more?
15%
29%

56%
100%

e:
7%
28%
37%
8%
21%
100%

te either high
Low
53
14%
118
30%
100
26%
169
44%
99
26%
119
31%

e in
Low
10
3%
18

5%
78
20%
85
22%
37
10%
49
13%



82%
18%
100%

0%
6%
20%
27%
25%
22%
100%