

**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%
<i>Only ask SC2 if zip code = 91214.</i>					
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? <i>Get answer, if 'satisfied' or 'dissatisfied' then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>			
	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? ( <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i> )		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 <u>service</u> calls	47%	23%	3%	4%	22%	1%
E	Performance of service technicians when <u>installing</u> 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 <u>Glendale</u> '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 <u>Glendale</u> has a government television channel on Channel 6?		
	1	Yes	70% <i>Skip to Q25</i>
	2	No	29% <i>Skip to Q25</i>
	98	Don't Know	1% <i>Skip to Q25</i>
	99	Refused	0% <i>Skip to Q25</i>
<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%

<i>Section 9: Non-subscribers</i>			
<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%

<i>Section 10: Internet Services</i>			
<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 &lt; Q34 &lt; 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 &lt; Q35 &lt; 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 &lt; Q35 &lt; 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? <i>(Recoded to age)</i>		
	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%