

**COX COMMUNICATIONS SUBSCRIBERSHIP
SATISFACTION AND LOCAL COMMUNITY
PROGRAMMING VIEWERSHIP STUDY**

(June, 2006)

Prepared for:

CITY OF TUCSON

Tucson, Arizona

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Explanation of Detailed Perceptual Table Format

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**COX COMMUNICATIONS SUBSCRIBER
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**Introduction
and Goals**

This Awareness and Viewership Study, conducted for The City of Tucson, was designed to measure satisfaction levels among Cox Communications subscribers, including issues related to quality of television picture/sound quality and service performance. In addition, the survey was intended to determine viewership and the perceived importance of local community programming.

Respondents were male and female heads of household 18 years of age or older who reside within the City of Tucson. One-half of respondents were current Cox Communications cable subscribers, with the remainder past or non-subscribers.

Areas of Investigation – The following areas of investigation were considered the central points for this Subscriber Satisfaction and Local Community Programming Listenership Study:

1. **Cable Subscribership and Satisfaction** – How long have respondents been a Cox Communications subscriber? How do subscribers rate the overall service they currently receive from Cox Communications compared to when they first subscribed? How do subscribers rate Cox Communications performance with respect to various service-related issues? What do subscribers like most about their cable TV service? What changes, if any, would they recommend? Why have past-users stopped subscribing to Cox Communications?
2. **Community Programming Viewership** – Have current or past subscribers ever watched local community programming (such as the Access Tucson channels, Pima Community College channels or the Tucson City Government channel)? What is the tune-in frequency to these channels? What is the perceived importance of local community programming? Is the current amount paid each month for the support of public, education and government channels perceived to be too much, not enough or about right?

3. **Demographic Profiles** – What is the demographic profile of Cox Communications subscribers and past/non-subscribers, including gender, age, ethnicity and household income? How do subscriber profiles differ between viewers and non-viewers of local community programming?

Methodology Overview – To accomplish the goals of this study, a random sampling of men and women 18 or older who reside in the City of Tucson was interviewed by telephone during early June, 2006. Surveys were conducted in English or Spanish, as preferred by the respondent. The specific procedures used to select the sample are explained in detail in the Appendix of this report.

Respondent Characteristics

The following tables reflect the characteristics of the final completed sample of men and women surveyed in the City of Tucson.

Table I-1

Type of Interview

	Total	Subscriber Status	
		Current	Past/ Non
English	99%	100%	98%
Spanish	1%	0%	2%
	N=801	N=400	N=401

Table I-2

Sex of Respondents

	Total	Subscriber Status	
		Current	Past/ Non
Men	39%	40%	38%
Women	61%	60%	62%
	N=801	N=400	N=401

Table I-3

Age of Respondents

	Total	Subscriber Status	
		Current	Past/ Non
18 to 24	10%	11%	9%
25 to 34	17%	16%	19%
35 to 44	21%	22%	21%
45 to 54	28%	28%	27%
55 to 64	13%	12%	15%
65 or over	10%	12%	9%
	N=798	N=400	N=398

Table I-4

Length of Residence in Tucson

	Total	Subscriber Status	
		Current	Past/ Non
Less than five years	8%	7%	10%
5 to 10 years	17%	15%	18%
11 to 20 years	24%	23%	24%
More than 20 years	51%	55%	47%
	N=801	N=400	N=401

Table I-5

Perceived Ethnicity of Respondents

	Total	Subscriber Status	
		Current	Past/ Non
White	74%	73%	74%
Hispanic, Mexican-American	19%	20%	19%
African-American/Black	2%	3%	2%
Asian, Pacific Islander	2%	2%	3%
Native American	1%	1%	1%
Other/Mixed	2%	2%	1%
	N=787	N=395	N=392

Table I-6

Annual Household Income

	Total	Subscriber Status	
		Current	Past/ Non
Under \$20,000	9%	10%	8%
More than \$20,000, less than \$45,000	30%	30%	31%
More than \$45,000, less than \$75,000	33%	33%	35%
More than \$75,000, less than \$100,000	16%	19%	13%
More than \$100,000	12%	11%	13%
	N=655	N=335	N=320

DETAILS OF THE FINDINGS

Cable Subscribership and Satisfaction Evaluations

Current Subscribership to Cox Communications – In line with the sampling quota, one-half of respondents are current Cox Communications cable subscribers. This is fairly consistent regardless of gender, age, ethnicity, income level or length of residency in Tucson.

Table 1 Current Subscribership to Cox Communications

	Total	Length of Residency			
		< 5 Years	5-10 Years	11-20 Years	> 20 Years
Yes	50%	41%	45%	49%	54%
No	50%	59%	55%	51%	46%
	N=801	N=68	N=133	N=191	N=409

Past Subscribership to Cox Communications – Among the one-half who are not current Cox Communications subscribers, three of ten indicate that they have subscribed to Cox Communications at some time in the past – more often 45 to 54 year-olds, Hispanics and those in the lowest income category (who earn less than \$20,000 a year).

**Table 2 Past Subscribership to Cox Communications
(Among Current Non-Subscribers)**

	Total	Length of Residency			
		< 5 Years	5-10 Years	11-20 Years	> 20 Years
Yes	30%	8%	30%	31%	34%
No	70%	92%	70%	69%	66%
	N=401	N=40	N=73	N=98	N=190

Reasons for Discontinuing Subscription to Cox Communications – Those who are not current subscribers to Cox Communications but have subscribed at some time in the past were asked why they discontinued service. As reflected in Table 2a, three of ten indicated that “they are too pricey” (“financial concerns,” “the bill kept going up and up and up,” “they raised the rates”). Another one of four indicated they moved to an area without Cox service (“we moved and were told a post needed to be installed in order to get cable,” “service provided by apartments is Comcast Cable,” “moved to a rental with a dish”). Some say that they “switched from cable to satellite” (“satellite is better, they have more Spanish channels,” “I got a better deal with a satellite company”) (13%), including specific references to both Dish Network and DirecTV (“got Dish Network,” “DirecTV had better programs and was less expensive”). In lesser numbers, several indicate that they “don’t watch much TV” (“regular TV is fine,” “it’s nothing to do with the service, I just don’t watch TV”). Others are “not satisfied with their channel selection” (“they do not offer the sports channel that has the seasonal football package,” “they don’t have international channels,” “Satellite has more Spanish channels”) or have issues with “reliability” and “lack of service.”

Table 2a **Reasons for Discontinuing Subscription to Cox Communications**
(Among Past-Subscribers)
(See Verbatims in the Appendix Pages V1-V3)

	Total	Length of Residency			
		< 5 Years	5-10 Years	11-20 Years	> 20 Years
Higher rates/Prices/Too expensive	29%	67%	23%	23%	32%
Moved/No service offered in area	25%	0%	23%	23%	28%
Prefer satellite	13%	33%	9%	23%	9%
Don’t watch enough TV/Dislike TV	8%	0%	4%	10%	9%
Prefer Dish Network	7%	0%	4%	3%	9%
Prefer DirecTV	5%	0%	4%	7%	5%
Fewer Channels/Limited choices	4%	0%	4%	0%	6%
Lack of/Poor service	3%	0%	0%	3%	5%
Prices constantly changing	3%	33%	4%	0%	3%
No specific reason	3%	0%	9%	3%	2%
	N=120	N=3	N=22	N=30	N=65

Length of Subscribership to Cable Television in Tucson – Four of ten current Cox subscribers indicate they have subscribed to cable television in Tucson for more than ten years – more often Whites and those who earn between \$75,000 and \$100,000 annually. Another two of ten are six-to-ten year subscribers, who are typically 25 to 44 years old. About one-third are one-to-five year subscribers, including the majority of those between the ages of 18 and 34, as well as the largest share of Hispanics. The remaining 8% have been cable subscribers in Tucson for less than one year, particularly the youngest respondents, Hispanics and those who earn less than \$20,000 a year.

Table 3 Length of Subscribership to Cable Television in Tucson
(Among Current Cox Subscribers)

	Total	Length of Residency			
		< 5 Years	5-10 Years	11-20 Years	> 20 Years
Less than one year	8%	18%	7%	12%	5%
1 to 5 years	35%	82%	55%	24%	28%
5 to 10 years	18%	0%	38%	23%	14%
More than 10 years	39%	0%	0%	42%	54%
	N=400	N=28	N=60	N=93	N=219

Perception of Change in Overall Service – Nearly two-thirds of current Cox subscribers say that the service has stayed “about the same” as when they started subscribing – including three of four who began receiving service in the last five years. Among the rest, most indicate the service has gotten “better” (32%) rather than “worse” (4%). Hispanics, those who make more than \$75,000 annually and progressively more long-term subscribers – particularly those who have subscribed to cable for more than ten years – are particularly apt to say the service is “better.” The few who say service is worse tend to be men, those with less than one year of cable service and those earning less than \$45,000 a year.

**Table 4 Perception of Change in Overall Service
From Cox Communications
(Among Current Cox Subscribers)**

	Total	Length of Residency				Length of Cable Subscribership			
		< 5 Years	5-10 Years	11-20 Years	> 20 Years	<1 Year	1-5 Years	6-10 Years	> 10 Years
Better	32%	18%	27%	34%	35%	13%	20%	30%	48%
Worse	4%	0%	2%	8%	4%	13%	4%	4%	2%
About the same	64%	82%	72%	58%	62%	73%	76%	66%	50%
	N=400	N=28	N=60	N=93	N=219	N=30	N=139	N=74	N=157

Rating of Cox Communications on Various Performance Factors – Current Cox subscribers were asked to rate Cox Communications on a variety of performance factors. As summarized in Table 5, three of four or more Cox subscribers rated Cox as “good” or “very good” (a “4” or “5” on the “1-to-5” rating scale) on all seven factors:

- **Providing cable service with few or no interruptions** (87% positive rating, including 45% who rate Cox as “very good” [4.3 average score]. High ratings were similar regardless of gender, age, ethnicity or length of cable Subscribership.)
- **Providing courteous staff who are readily available to assist you** (85% positive, including 43% “very good” [4.2 average score]. Women and those with cable service for 5 years or less gave marginally higher ratings [88%-90% positive].)
- **Correcting service problems on the first try** (83% positive, 38% “very good” [4.2 average score]. Subscribers of less than one year were particularly apt to be positive [96%].)
- **Quickly restoring service when an outage does occur** (81% positive, 38% “very good” [4.2 average score]. Positive responses are higher among women, older [18 to 24] and older [55 or older] respondents and those with service for less than a year.)
- **Arriving on time for appointments** (81% positive, 37% “very good” [4.1 average score]. Ratings are higher among women, those 65 or older, and those who have been cable subscribers for more than 10 years.)
- **The overall value of your cable TV service** (75% positive, 35% “very good” [4.0 average score]. Women, those 18 to 34 or 65 or older, Hispanics and those with progressively lower incomes are more apt to give higher ratings to the overall value of their cable TV service.)
- **Arriving at a fair resolution of disputes** (73% positive, 27% “very good” [3.9 average score]. Ratings are fairly consistent regardless of gender, age or ethnicity, and are higher among those who have been cable subscribers for less than one year.)

Table 5

**Rating of Cox Communications on
Various Performance Factors
(Among Current Cox Subscribers)**

	Total	Length of Cable Subscribership			
		<1 Year	1-5 Years	6-10 Years	> 10 Years
Providing cable service with few or no interruptions					
Very good	45%	32%	47%	48%	44%
Good	42%	57%	43%	37%	40%
Average	10%	4%	7%	12%	12%
Poor	3%	7%	3%	1%	2%
Very poor	1%	0%	0%	1%	1%
Average score on 1-5 scale	4.3	4.1	4.3	4.3	4.2
Providing courteous staff who are readily available to assist you					
Very good	43%	41%	42%	36%	49%
Good	42%	48%	47%	42%	36%
Average	11%	3%	10%	17%	12%
Poor	2%	3%	0%	4%	3%
Very poor	1%	3%	1%	1%	1%
Average score on 1-5 scale	4.2	4.2	4.3	4.1	4.3
Correcting service problems on the first try					
Very good	38%	38%	42%	31%	40%
Good	44%	58%	42%	45%	44%
Average	12%	0%	13%	18%	12%
Poor	4%	4%	2%	5%	5%
Very poor	1%	0%	2%	2%	0%
Average score on 1-5 scale	4.2	4.3	4.2	4.0	4.2
Quickly restoring service when an outage does occur					
Very good	38%	29%	37%	37%	41%
Good	43%	62%	46%	45%	37%
Average	15%	5%	14%	15%	17%
Poor	2%	5%	1%	2%	3%
Very poor	1%	0%	1%	2%	1%
Average score on 1-5 scale	4.2	4.1	4.2	4.1	4.1
Arriving on time for appointments					
Very good	37%	33%	35%	30%	43%
Good	44%	48%	43%	48%	42%
Average	14%	18%	17%	15%	9%
Poor	4%	0%	4%	3%	5%
Very poor	1%	0%	2%	3%	0%
Average score on 1-5 scale	4.1	4.1	4.1	4.0	4.2
	N=400	N=30	N=139	N=74	N=157

-Table 5 continued on next page-

Table 5 (Cont'd)

	Total	Length of Cable Subscribership			
		<1 Year	1-5 Years	6-10 Years	> 10 Years
The overall value of your cable TV service					
Very good	35%	33%	31%	26%	42%
Good	40%	43%	44%	46%	34%
Average	19%	13%	24%	16%	17%
Poor	5%	7%	1%	11%	6%
Very poor	1%	3%	0%	1%	1%
Average score on 1-5 scale	4.0	4.0	4.1	3.8	4.1
Arriving at a fair resolution of disputes					
Very good	27%	39%	25%	20%	30%
Good	46%	44%	46%	46%	45%
Average	21%	9%	21%	28%	20%
Poor	4%	4%	4%	4%	5%
Very poor	2%	4%	4%	2%	0%
Average score on 1-5 scale	3.9	4.1	3.9	3.8	4.0
	N=400	N=30	N=139	N=74	N=157

Rating of Cox Communications’ Telephone Service Compared to Local Standards – Six of ten current Cox subscribers indicate that, compared to local standards, Cox’s telephone service is “very good” (24%) or “good” (37%). Another one of four say the service is “average.” Thirteen percent (13%) consider Cox’s telephone service to be “poor” (9%) or “very poor” (4%).

Positive ratings are greater among women (66% versus 54% of men) and those with household incomes between \$75,000 and \$100,000 annually. Ratings are fairly consistent regardless of age (only slightly higher among the youngest respondents and slightly lower among the oldest) and length of cable subscribership. Negative ratings were greater among men and those who have subscribed to cable for six or more years.

Table 5a Rating of Cox Communications’ Telephone Service Compared to Local Standards
(Among Current Cox Subscribers)

	Total	Length of Cable Subscribership			
		<1 Year	1-5 Years	6-10 Years	> 10 Years
Very good	24%	18%	18%	28%	29%
Good	37%	48%	43%	42%	27%
Average	26%	26%	30%	15%	28%
Poor	9%	7%	7%	6%	12%
Very poor	4%	0%	2%	9%	4%
Average score on 1-5 scale	3.7	3.8	3.7	3.7	3.6
	N=355	N=27	N=122	N=67	N=139

Suggested Changes to Cable TV Service – Four of ten current Cox subscribers do not offer a suggestion or say that the service is fine as is. Among the rest, the largest share would like to see “lower prices” (“cheaper,” “less expensive,” “make digital boxes cheaper,” “don’t increase prices, they just kept going up”) (18%). Some want different channel selection, including “to be able to pick and choose the channels you want,” “more channels for the cost” (“more movie channels without having to pay extra for them”) and a greater variety of channels (“more high-definition channels,” “more Christian channels,” “more Spanish programming,” “I’d like Sci-Fi to be standard”). A few add that they would like “better appointment times” or “better customer service.”

Table 6 **Suggested Changes to Cable TV Service**
 (Among Current Cox Subscribers)
 (See Verbatims in the Appendix Pages V4-V9)

	Total	Length of Cable Subscribership			
		<1 Year	1-5 Years	6-10 Years	> 10 Years
Lower rates/Less expensive	18%	3%	15%	24%	20%
More variety/Channels/Access	5%	3%	6%	4%	4%
More channels without paying more	4%	10%	4%	3%	4%
Would like my own selection	4%	0%	6%	4%	2%
More Hi-Def channels	3%	3%	1%	5%	4%
Better phone/Customer service	3%	0%	2%	4%	4%
Nothing specific/No changes/Fine as is	38%	53%	43%	24%	36%
	N=400	N=30	N=139	N=74	N=157

Most Liked Aspects of Cable Service Among Current Subscribers – The “variety of channels” is what current Cox subscribers most often like most about their cable TV service (“they have enough channels in the basic plan,” “it has a good selection,” “selection of channels and services,” “happy with the broad range of channels on digital cable”) (23%). This is particularly true among those who have had cable services for a progressively longer amount of time. Others appreciate the “good service” or the fact that it is “problem-free” and “reliable” (“few outages,” “the dependability of the service”). Some mention that “the picture quality is good” (“the channels are clear,” “clear reception”). Several also like specific programming, including “sports” and the availability of “HD [high-definition] programming,” or the ability to bundle cable with high-speed Internet services.

Table 7-1 Most Liked Aspects of Cable TV Service
 (Among Current Cox Subscribers)
 (See Verbatims in the Appendix Pages V10-V17)

	Total	Length of Cable Subscribership			
		<1 Year	1-5 Years	6-10 Years	> 10 Years
Variety of channels/Programs	23%	13%	21%	23%	26%
Reliable/Doesn't break down	12%	3%	14%	12%	13%
Fast/Good service for outages	8%	0%	9%	12%	6%
Clear picture quality/Reception	6%	10%	8%	3%	4%
Sports/Sports from all cities	4%	3%	3%	7%	4%
High speed Internet	4%	3%	4%	4%	3%
Everything/No problems	4%	3%	4%	1%	4%
High definition	4%	7%	4%	3%	2%
No specific answer/Don't know	12%	27%	10%	8%	14%
	N=400	N=30	N=139	N=74	N=157

Most Liked Aspects of Cable Service Among Past-Subscribers – When asked what aspects of their Cox Communications services they appreciated when they had the service, one-third of past-listeners do not offer a specific answer. Among the rest, the largest share say they liked the “variety of channels” (“the different channels,” “the Mexican channels,” “local access channels”) (16%). A few note that cable provided a “clear picture.” Others appreciate that “their service was good” or “reliable,” or liked the “sports” programming (“ESPN”).

Table 7-2 **Most Liked Aspects of Past Subscription to Cox Communications**
 (Among Past Subscribers)
 (See Verbatims in the Appendix Pages V18-V19)

	Total	Length of Residency			
		< 5 Years	5-10 Years	11-20 Years	> 20 Years
Variety of channels/Extended	16%	0%	4%	27%	15%
Better picture/Picture quality	4%	0%	0%	7%	5%
Good service	4%	0%	4%	3%	5%
Mostly sports	3%	0%	4%	0%	5%
Reliability	3%	0%	9%	0%	3%
Nothing specific/Don't know	34%	100%	27%	33%	34%
	N=120	N=3	N=22	N=30	N=65

Community Programming Viewership and Evaluations

Past Viewership of Local Community Programming Channels – One-half of current and past-subscribers to Cox say they have at some time watched local community programming channels – more often current subscribers, men, those 35 and older, those with household incomes of \$45,000 or less and progressively longer-term cable subscribers.

Table 8 Past Viewership of Local Community Programming Channels

	Total	Subscriber Status		Length of Cable Subscribership				
		Current	Past	<1 Year	1-5 Years	6-10 Years	> 10 Years	Non-Current Subscriber
Yes	52%	56%	39%	47%	51%	53%	64%	39%
No	46%	42%	60%	47%	48%	45%	35%	60%
Maybe/Don't know	2%	2%	1%	7%	1%	3%	1%	1%
	N=520	N=400	N=120	N=30	N=139	N=74	N=157	N=120

Frequency of Viewership of Local Community Programming Channels – Among those who have viewed local community programming channels, 35% say they watch such channels daily (10%) or one to six times per week (25%). Another 38% watch one to three times per month, while one of four watch less than monthly. More apt to be at least weekly viewers are men, respondents 18 to 24 or 55 or older, Hispanics, those with household incomes of less than \$75,000 and one-to-five year cable subscribers. Meanwhile, 55 to 64 year-olds and Whites are more likely to watch community programming channels less than monthly.

Table 9 Frequency of Viewership of Local Community Programming Channels (Among Past Viewers)

	Total	Subscriber Status		Length of Cable Subscribership				
		Current	Past	<1 Year	1-5 Years	6-10 Years	> 10 Years	Non-Current Subscriber
Daily	10%	10%	6%	7%	13%	13%	8%	6%
1-6 times per week	25%	27%	17%	29%	37%	20%	22%	17%
1-3 times per month	38%	41%	21%	64%	28%	46%	46%	21%
Less than monthly	25%	21%	43%	0%	21%	20%	25%	43%
Don't know/Not sure	3%	0%	13%	0%	1%	0%	0%	13%
	N=272	N=225	N=47	N=14	N=71	N=39	N=101	N=47

Perceived Importance of Cable Channels With Community Programming – Current, past and non-subscribers to Cox Communications were asked how important is it to have cable channels that feature programs about local schools, colleges, organizations and individuals. As reflected in Table 10, the majority think such channels are “very important” (31%) or “important” (25%), and another one of four say they are “somewhat important” (27%). Just 15% indicate that channels with community programming are “not important.” Current subscribers, 35 to 54 year-olds, Hispanics, respondents with household incomes of less than \$20,000 and those who have had cable service for more than ten years are particularly apt to think community programming on cable channels is “very important.” More apt to say this type of programming is “not important” are past or non-subscribers, those with household incomes over \$100,000, men and those 55 and older.

Table 10 **Perceived Importance of Cable Channels With Community Programming**

	Total	Subscriber Status		Length of Cable Subscribership				
		Current	Past/ Non	<1 Year	1-5 Years	6-10 Years	> 10 Years	Non- Current Subscriber
Very important	31%	37%	25%	33%	37%	34%	40%	25%
Important	25%	26%	24%	23%	27%	24%	26%	24%
Somewhat important	27%	25%	28%	33%	24%	32%	22%	28%
Not important	15%	11%	18%	10%	11%	10%	13%	18%
Don't know/No opinion	3%	1%	4%	0%	1%	0%	1%	4%
	N=801	N=400	N=401	N=30	N=139	N=74	N=157	N=401

Perception of Amount Paid by Cox Communications Subscribers for Community Programming Support – Three of four respondents say that the amount paid by Cox Communications subscribers to support community programming is “about the right amount” – particularly those who have had a cable subscription for less than one year. Among the rest, nearly as many say subscribers are paying “too much” (11%) as “not enough” (13%). Respondents 45 and older, Whites and those with household incomes in excess of \$100,000, as well as those who have subscribed to cable for six years or longer, are more apt to think Cox Communications subscribers pay “too much” for community programming support. On the other hand, respondents with household incomes less than \$45,000, one-to-five year cable subscribers and 18 to 24’s are more apt to say subscribers are not paying enough for this programming.

Table 11 Perception of Monthly Amount Paid By Cox Communications Subscribers for the Support of Community Programming

	Total	Subscriber Status		Length of Cable Subscribership				
		Current	Past/ Non	<1 Year	1-5 Years	6-10 Years	> 10 Years	Non- Current Subscriber
Too much	11%	11%	12%	3%	8%	14%	13%	12%
Not enough	13%	11%	14%	3%	13%	11%	10%	14%
About the right amount	76%	78%	74%	93%	79%	76%	76%	74%
	N=801	N=400	N=401	N=30	N=139	N=74	N=157	N=401

**COX COMMUNICATIONS SUBSCRIBER
SATISFACTION AND LOCAL COMMUNITY
PROGRAMMING VIEWERSHIP STUDY**

(June, 2006)

Appendix

**Survey
Methodology
and Sample
Selection**

This survey consists of a 801-person, randomly selected and statistically-projectable sample of adult men and women who reside within the City of Tucson.

All interviews were conducted by telephone, during early June, 2006. Respondents included in this survey were randomly-selected households within the City of Tucson. Calls were made using our predictive dialing system. Interviewers asked to speak to “the household head 18 years of age or older.” Multiple call-back attempts were made to reach the “randomly-selected” household member. There was only one interview per household. Surveys were conducted in English or Spanish, as preferred by the respondent. Steps were taken to ensure geographic distribution of interviews throughout the metro area. The telephone interviews lasted 5.5 minutes on average. This broke down to 7-8 minutes for the subscribers and 3-4 minutes for the non-subscriber surveys. Neither the interviewer nor the interviewee had any knowledge of the study sponsor. All interviews were conducted and validated by the FMR field staff.

**Statistical
Reliability**

The statistics in this report are subject to a degree of variation that is determined by sample (or sub-sample) size. All research data are subject to a certain amount of variation for this reason. This does not mean that the figures represented in the various tables are wrong. It means that each percentage represents a possible “range” of response. This is because the random sampling process, as well as human behavior itself, can never be perfect. For this sample, the statistical variation is $\pm 3.5\%$ under the most extreme circumstances – with a 95% confidence level. That is, when the percentages shown in the tables are near 50% (the most conservative situation), the actual behavior or attitude may range from 46.5% to 53.5%. The 95% confidence level means that if the survey were repeated 100 times, in 95 cases the same range of response would result. Those percentages that occur at either extreme (for example, 10% or 90%) are subject to a smaller degree of statistical fluctuation (in this case, $\pm 2.1\%$).

Sub-samples, such as sex or age groups, have a higher degree of statistical fluctuation due to the smaller number of respondents in those groupings.

Confidence Intervals for a Given Percent
(at the 95% confidence level)

N (Base for %)	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
800	2.1%	2.8%	3.2%	3.4%	3.5%
500	2.7%	3.6%	4.1%	4.4%	4.5%
400	2.9%	3.9%	4.5%	4.8%	4.9%
300	3.3%	4.5%	5.1%	5.5%	5.7%
200	4.2%	5.5%	6.4%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
50	8.3%	11.1%	12.7%	13.6%	13.9%
25	11.8%	15.7%	18.0%	19.2%	19.6%

Example: If the table shows that 20% of all respondents (when N=800) have a positive or negative attitude about a question category, the chances are 95 out of 100 that the true value is 20% ± 2.8 percentage points; that is, the range of response would be 17.2% to 22.8%.

Significance of Difference Between Percentages
(at the 95% confidence level)

Average of the Bases of Percentages Being Compared	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
400	4.4%	5.6%	6.5%	7.1%	7.2%
250	5.2%	7.1%	8.1%	8.6%	8.8%
200	5.9%	7.8%	8.9%	9.6%	9.8%
150	6.8%	9.1%	10.3%	11.0%	11.3%
100	8.3%	11.0%	12.7%	13.6%	13.9%
50	11.7%	15.7%	18.0%	19.2%	19.7%
25	16.7%	22.2%	25.5%	27.2%	27.7%

Example: If a table indicates that 34% of men have a positive attitude toward a category of response, and that 27% of women have the same attitude, the following procedure should be used to determine if this attitude is due to chance:

The average base is 400 for the reported percentages $(309+492)/2=400.5$. The average of the percentages is 30.0% – $(34+27)/2=30.5\%$. The difference between the percentages is 7%. Since 7% is greater than 6.5% (the figure in the table for this base and this percentage), the chances are 95 out of 100 that the attitude is significantly different between men and women.

**COX COMMUNICATIONS SUBSCRIBERSHIP
SATISFACTION AND LOCAL COMMUNITY
PROGRAMMING VIEWERSHIP STUDY**

(June, 2006)

VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

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Table 2a: Reasons for Discontinuing Subscription to Cox Communications
(Among Past-Subscribers)

SEX	AGE	VERBATIM
F	18-24	I don't watch TV.
F	18-24	Moved out
F	25-34	Moved.
F	25-34	They kept messing up on the billing.
F	25-34	We don't watch much TV.
F	25-34	Because we ended up going to satellite. HD service is better on satellite, at the time the price was better too.
F	25-34	We moved.
F	25-34	Because satellite is better, they have more Spanish channels.
F	25-34	They are too pricey.
F	25-34	I moved and they don't service the area I live in.
F	25-34	We were not satisfied with the DVR service.
F	25-34	I switched to satellite for NFL.
F	25-34	Reliability.
F	35-44	The kids got too distracted and it was more money.
F	35-44	Financial concerns.
F	35-44	It was way too expensive.
F	35-44	I got the dish.
F	35-44	They were more expensive.
F	35-44	Rates went up faster than satellite TV service.
F	35-44	Because of the quality and price.
F	35-44	I have requested international channels, and they don't carry those.
F	35-44	They don't offer service in the area I live.
F	35-44	We didn't watch TV too much and also to save money.
F	35-44	Because they don't have international channels.
F	45-54	The bill kept going up and up and up.
F	45-54	We moved.
F	45-54	We moved.
F	45-54	Because another company was cheaper.
F	45-54	Poor quality.
F	45-54	I moved.
F	45-54	We moved.
F	45-54	I moved.
F	45-54	Rates kept sneaking up without additional service.
F	45-54	Poor signal.
F	45-54	Service issue, storms knocked out reception.

Table 2a: Reasons for Discontinuing Subscription to Cox Communications
(Among Past-Subscribers)

SEX	AGE	VERBATIM
F	45-54	I had teenagers in the house, and didn't want the kids watching the shows that were televised.
F	45-54	They are stupid.
F	45-54	They did not have service in my area.
F	45-54	Moved.
F	45-54	They raised the rates and had less viewing.
F	45-54	Because they do not offer the sports channel that has the seasonal football package.
F	45-54	They do not have it in the area I moved to.
F	45-54	I moved out of the area.
F	45-54	Prices kept going up.
F	55-64	I cancelled my subscription but couldn't get them to stop my subscription.
F	55-64	Because Cox sold our area to another communications company.
F	55-64	The cost is too high.
F	55-64	The price kept going up all the time.
F	55-64	Financial concerns, I liked the service when we had it.
F	55-64	I have Cox Communications for telephone and internet, but not cable.
F	55-64	I went to Dish TV.
F	65+	Wanted Direct TV because it was a better deal.
F	65+	Their prices just kept going up.
F	65+	I had a package with cable, phone and computer. The computer service was really bad, and the communication service was even worse. When we moved, we already had satellite so we didn't need the cable TV.
F	65+	We have Direct TV.
F	65+	We moved and were told a post needed to be installed in order to get cable.
F	65+	I don't watch TV very much, regular TV is fine.
F	65+	It got too expensive.
M	18-24	Service provided by apartments is Comcast Cable.
M	18-24	I'm still with Cox.
M	18-24	TV is a bad, bad thing. It's nothing to do with the service; I just don't watch TV
M	18-24	They didn't have the programs we wanted. Satellite had more Spanish channels.
M	25-34	Cost.
M	25-34	I got satellite TV.
M	25-34	Cost.
M	25-34	Too expensive.
M	25-34	They suck.
M	35-44	I got a better deal with a satellite company. The DVR was a good draw.

Table 2a: Reasons for Discontinuing Subscription to Cox Communications
(Among Past-Subscribers)

SEX	AGE	VERBATIM
M	35-44	I got Dish Network.
M	35-44	I moved to an area where they don't have service.
M	35-44	Satellite is better.
M	35-44	Apartments provide cable and they changed service.
M	35-44	Not enough channels, and a little more expensive than satellite. A lot fewer outages with satellite.
M	35-44	I have satellite now.
M	35-44	It just got way too expensive.
M	35-44	I moved out of the area and there is no cable service there.
M	35-44	Their cost kept going up.
M	45-54	I don't watch TV that much and the price went up.
M	45-54	We switched from cable to satellite.
M	45-54	Money.
M	45-54	I went to Dish satellite TV.
M	45-54	The house I moved to had a different service provider.
M	45-54	Price too high, channels going out all the time.
M	45-54	It got a little expensive and the choices were becoming limited. You have to pick packages, not a la carte.
M	45-54	I moved to a different area.
M	45-54	We moved.
M	45-54	Moved to a rental with a dish.
M	45-54	Direct TV had better programs and was less expensive.
M	45-54	I didn't have time to watch TV.
M	45-54	I don't live in the area anymore.
M	45-54	Too expensive, not enough channels.
M	55-64	Lack of service.
M	55-64	I got Direct TV.
M	55-64	I was not satisfied with their channel selection, and the DVR player wasn't very user-friendly.
M	55-64	We moved.
M	55-64	Because they don't have NFL Sunday Ticket.
M	55-64	They raised the prices too much.
M	55-64	Because I now have Direct TV.
M	65+	They over charge, I don't need that many channels.

Table 6: Suggested Changes to Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			
SEX	AGE	SHIP	VERBATIM
F	18-24	1-5 yrs	Lower prices.
F	18-24	1-5 yrs	To be able to pick and choose the channels you want.
F	25-34	1-5 yrs	Better appointment times.
F	25-34	1-5 yrs	I don't need local channels.
F	25-34	1-5 yrs	Cheaper.
F	25-34	1-5 yrs	Quality of picture.
F	25-34	1-5 yrs	It would be good to have more specs.
F	25-34	1-5 yrs	More movie channels without having to pay extra for them.
F	25-34	1-5 yrs	Lower costs.
F	25-34	1-5 yrs	Lower the cost.
F	25-34	1-5 yrs	Lower rates, be able to pick the channels you want and pay for those only.
F	25-34	6-10 yrs	I'd like to have PAX.
F	25-34	6-10 yrs	More high-definition channels.
F	25-34	6-10 yrs	Better customer service.
F	25-34	6-10 yrs	More channels for the cost, or less cost for the current channels.
F	25-34	6-10 yrs	More user-friendly. A better search engine on the guide.
F	25-34	6-10 yrs	Straighten out their billing.
F	25-34	10+ yrs	More variety.
F	25-34	10+ yrs	I would like to see a package where I can choose my own channels.
F	35-44	<1 yr	Better on-screen guide.
F	35-44	<1 yr	Cheaper prices.
F	35-44	1-5 yrs	Pay more attention to detail when subscribing to upper tier services.
F	35-44	1-5 yrs	Less static.
F	35-44	1-5 yrs	More things a la carte so you can pay separately instead of only offering packages.
F	35-44	1-5 yrs	A little more variety in the package, I have a lot of repetitive programming.
F	35-44	1-5 yrs	Lower cost.
F	35-44	6-10 yrs	More channels.
F	35-44	6-10 yrs	Better reception of local channels, especially channel 13.
F	35-44	6-10 yrs	Lower cost.
F	35-44	6-10 yrs	More sports.
F	35-44	6-10 yrs	More high-definition channels.
F	35-44	6-10 yrs	I'd like to see more children's channels.
F	35-44	10+ yrs	Make appointment times more specific, for instance; not between 1:00 and 2:00.

Table 6: Suggested Changes to Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			
SEX	AGE	SHIP	VERBATIM
F	35-44	10+ yrs	Less commercials.
F	35-44	10+ yrs	I'd like the service to be restored faster when we have outages.
F	35-44	10+ yrs	Inform you when they make changes.
F	35-44	10+ yrs	Cheaper.
F	35-44	10+ yrs	Price. The Internet cost is great. Lump HBO and other services together.
F	45-54	1-5 yrs	More Christian channels.
F	45-54	1-5 yrs	I would like to see them answer calls quicker.
F	45-54	1-5 yrs	Less costly, better phone service.
F	45-54	6-10 yrs	More stations like the Science Fiction station.
F	45-54	6-10 yrs	I would like to see more of the NFL package.
F	45-54	6-10 yrs	Less expensive.
F	45-54	6-10 yrs	Lower cost.
F	45-54	6-10 yrs	I'd like the rates to go down. A little more choice about what stations we get.
F	45-54	6-10 yrs	Lower prices.
F	45-54	10+ yrs	Price.
F	45-54	10+ yrs	I would like the price to include all TV's in all the rooms of the home.
F	45-54	10+ yrs	A different carrier.
F	45-54	10+ yrs	Make digital boxes cheaper, it's hard to have more than one.
F	45-54	10+ yrs	Clarification on bundling.
F	45-54	10+ yrs	Answer phones quicker, less time on hold. On digital TV guide describe type of movie or show, comedy, drama, etc. Have exercise shows on at the same time every day so people can get into a routine.
F	45-54	10+ yrs	Don't increase prices, they just kept going up.
F	45-54	10+ yrs	Offer more variety of DIY channels, public access channels have moved favorite channels and now they are difficult to find.
F	45-54	10+ yrs	Lower rates.
F	45-54	10+ yrs	The cost needs to be less.
F	45-54	10+ yrs	Cost.
F	45-54	10+ yrs	Cost to go down, or offer more freebies, bonus programming.
F	45-54	10+ yrs	I'd like to see more support of local programming.
F	45-54	10+ yrs	I think it's getting too expensive. Satellite is looking more attractive, they have a lot more Spanish programming.
F	45-54	10+ yrs	I'd like Sci-Fi to be standard. There are some other channels I'd like, such as DIY Network. On HBO, I'd like more variety of films.

Table 6: Suggested Changes to Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			
SEX	AGE	SHIP	VERBATIM
F	45-54	10+ yrs	Cheaper.
F	45-54	10+ yrs	More channels added without paying extra.
F	45-54	10+ yrs	Lower prices.
F	45-54	10+ yrs	Being able to choose the amount of channels and not have to pay for ones we don't watch.
F	45-54	10+ yrs	More family programs.
F	55-64	1-5 yrs	Better communication, some of my area channels have very poor reception.
F	55-64	1-5 yrs	Sometimes I lose stations while viewing them, they go blank for no apparent reason.
F	55-64	1-5 yrs	More control over what channels I choose and the amount of money I pay.
F	55-64	1-5 yrs	Offer one or two channels for a small fee.
F	55-64	1-5 yrs	Cheaper packages.
F	55-64	6-10 yrs	I think the rates are too high and need to be regulated.
F	55-64	6-10 yrs	Better programming.
F	55-64	10+ yrs	I would like to see TRN on the basic stations, without having to upgrade or pay extra money to get it.
F	55-64	10+ yrs	Ability to get a hold of someone on the weekends.
F	55-64	10+ yrs	More availability.
F	55-64	10+ yrs	Lower rates.
F	65+	1-5 yrs	More channels with a lower price.
F	65+	1-5 yrs	Offer one free movie channel.
F	65+	1-5 yrs	More channels without having to pay for them.
F	65+	1-5 yrs	They took TBN off and I don't like that.
F	65+	6-10 yrs	Get more channels for your money.
F	65+	10+ yrs	More free stations.
F	65+	10+ yrs	Get rid of a lot of the smutty channels and less sport channels. More westerns and family channels, more clean channels.
F	65+	10+ yrs	I was on hold for forty-five minutes waiting for a phone rep.
F	65+	10+ yrs	I'd like to see more decent family programs, good clean programs without swearing or innuendo.
F	65+	10+ yrs	Being able to select the channels you want.
M	18-24	<1 yr	More sports channels.
M	18-24	1-5 yrs	More channels added to basic cable.
M	18-24	1-5 yrs	Being able to purchase only one channel rather than purchasing an entire

Table 6: Suggested Changes to Cable TV Service
(Among Current Cox-Subscribers)

SEX	AGE	LENGTH OF CABLE SUBSCRIBER-SHIP	VERBATIM
			package.
M	18-24	1-5 yrs	To be able to pick your own channels or packages.
M	18-24	1-5 yrs	Less expensive, fewer interruptions.
M	18-24	1-5 yrs	More channels.
M	18-24	1-5 yrs	DVR.
M	18-24	6-10 yrs	I'd like a wider variety of channels. Some more niche channels, like Tech TV and Speed.
M	18-24	10+ yrs	More selection on the channels you receive.
M	25-34	<1 yr	Offer more options, not telemarketing.
M	25-34	1-5 yrs	I get the basic service. I want more local channels. Too many infomercials and Hispanic channels.
M	25-34	1-5 yrs	Better clarity/reception.
M	25-34	1-5 yrs	No changes. Everything is fine.
M	25-34	1-5 yrs	Cheaper price.
M	25-34	1-5 yrs	On some of the channels the volume is too low.
M	25-34	1-5 yrs	Lower prices.
M	25-34	1-5 yrs	Lower costs.
M	25-34	6-10 yrs	Lower bill.
M	25-34	6-10 yrs	I would like to have my own selection, be able to eliminate channels that I don't use or can't understand.
M	25-34	6-10 yrs	Answer phone more promptly.
M	25-34	10+ yrs	Lower price.
M	35-44	1-5 yrs	They're just poor on customer service; hire the right people. Customer is always right. Offer more incentives for more service.
M	35-44	1-5 yrs	Digital without different packages.
M	35-44	1-5 yrs	They change billing policies but don't inform you. They don't allow extensions for payment.
M	35-44	1-5 yrs	Better digital value.
M	35-44	6-10 yrs	Less expensive.
M	35-44	6-10 yrs	High definition channels, half of the digital channels have no picture, basic cable channels quality is bad.
M	35-44	6-10 yrs	Free home boxes.
M	35-44	6-10 yrs	More competitive rates and services.
M	35-44	6-10 yrs	Less expensive.

Table 6: Suggested Changes to Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			
SEX	AGE	SHIP	VERBATIM
M	35-44	6-10 yrs	More for your money.
M	35-44	6-10 yrs	New movies, they replay them too much. The pricing.
M	35-44	10+ yrs	Better service when calling in, play movies for half of a month instead of a whole month.
M	35-44	10+ yrs	Offer the On-Demand service.
M	35-44	10+ yrs	Less expensive.
M	35-44	10+ yrs	Be a little better in regards to audio clarity.
M	35-44	10+ yrs	Lower price.
M	35-44	10+ yrs	On-Demand services.
M	35-44	10+ yrs	Lower costs, less porn.
M	45-54	<1 yr	Better value, more channels for the same price or specific channels (a la carte selections). More HD channels. Sci-Fi channel.
M	45-54	<1 yr	Better programming, too many repeats. The movies are very old except for pay-per-view.
M	45-54	1-5 yrs	More high definition channels.
M	45-54	1-5 yrs	Allow customers to buy their own cable box.
M	45-54	1-5 yrs	Consistent volume control.
M	45-54	1-5 yrs	Lower costs, have tiers more balanced, more variety, more children-oriented shows.
M	45-54	1-5 yrs	Ability to go to somebody else, shop around for another vendor.
M	45-54	6-10 yrs	More package options.
M	45-54	6-10 yrs	Dump local management, the staff we contact are unresponsive and not very knowledgeable. Get HD.
M	45-54	6-10 yrs	Fewer commercials. Audio is bad unless you have Surround Sound; stereo is okay, but the sound is bad when you don't have surround sound equipment.
M	45-54	10+ yrs	I would like to have the Game Show channel and ESPN Classic.
M	45-54	10+ yrs	I'd like to see high definition for the local stations.
M	45-54	10+ yrs	Lower rates.
M	45-54	10+ yrs	Offer HD channels and better customer service.
M	45-54	10+ yrs	A la carte channels, broader access and more public access.
M	45-54	10+ yrs	They have too many repeats.
M	45-54	10+ yrs	I would like to see more value for the money, either more channels or lower prices.
M	45-54	10+ yrs	Eliminate cable box.

Table 6: Suggested Changes to Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			VERBATIM
SEX	AGE	SHIP	
M	45-54	10+ yrs	To not change things, every now and then they change the stations and I have to go in and figure them out.
M	45-54	10+ yrs	Lower prices.
M	45-54	10+ yrs	Faster Internet.
M	45-54	10+ yrs	Offer certain channels and not packages at reasonable prices.
M	45-54	10+ yrs	More HD channels, video on demand. Voice-over IP on telephone service.
M	45-54	10+ yrs	I'd like to upgrade to digital. I'd like to have Sci-Fi.
M	45-54	10+ yrs	Court TV and Sci-Fi channel.
M	45-54	10+ yrs	I wish that they would expand the basic service to include a few more of the ESPN channels.
M	45-54	10+ yrs	Better prices.
M	45-54	10+ yrs	I'd like to see more levels of service, more choices in service packages.
M	55-64	1-5 yrs	Internet services, access to more websites.
M	55-64	1-5 yrs	All the cartoon channels and Spanish stations are too much.
M	55-64	6-10 yrs	I like the a la carte service, that would be a good service.
M	55-64	6-10 yrs	Lower prices.
M	55-64	10+ yrs	ESPN on high definition.
M	55-64	10+ yrs	The basic service is bad.
M	55-64	10+ yrs	Make remote control simpler to operate.
M	55-64	10+ yrs	Faster service.
M	55-64	10+ yrs	Allow more selection on packages.
M	55-64	10+ yrs	More HD TV.
M	65+	<1 yr	The programming.
M	65+	1-5 yrs	Cut the price.
M	65+	6-10 yrs	I'd like to get the late-night films on earlier in the day, maybe an east coast feed for the movie channels.
M	65+	10+ yrs	Lower prices.
M	65+	10+ yrs	Programming quality, type of programs, brutality, language, not family-oriented.

Table 7-1: Most Liked Aspects of Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			
SEX	AGE	SHIP	VERBATIM
F	18-24	<1 yr	Internet.
F	18-24	<1 yr	They have so many channels.
F	18-24	1-5 yrs	The movies.
F	18-24	1-5 yrs	They have good shows.
F	18-24	1-5 yrs	The picture comes in clear.
F	18-24	1-5 yrs	It's okay.
F	18-24	1-5 yrs	It never goes out.
F	18-24	6-10 yrs	The programming and the movies that they have on a regular basis.
F	18-24	6-10 yrs	Customer service.
F	18-24	10+ yrs	The variety of channels.
F	25-34	<1 yr	It's nice having cable, I like the variety of channels and that I can still get the local channels.
F	25-34	<1 yr	You can combine cable, Internet and phone.
F	25-34	1-5 yrs	I like that it has more music and more stuff for kids.
F	25-34	1-5 yrs	The have enough channels in the basic plan.
F	25-34	1-5 yrs	The variety of channels.
F	25-34	1-5 yrs	Good reception.
F	25-34	1-5 yrs	I can get music with the digital service.
F	25-34	1-5 yrs	It doesn't break down, it's always available.
F	25-34	1-5 yrs	We really, really like the DVR service.
F	25-34	1-5 yrs	I like no interruptions in service.
F	25-34	1-5 yrs	Cost.
F	25-34	1-5 yrs	Bundling.
F	25-34	1-5 yrs	Clear connection all the time.
F	25-34	1-5 yrs	The variety of channels to choose from.
F	25-34	1-5 yrs	Variety.
F	25-34	1-5 yrs	A lot of channels.
F	25-34	6-10 yrs	It's reliable, it has a good selection, and good quality programming and picture.
F	25-34	6-10 yrs	Everything.
F	25-34	6-10 yrs	Variety of choices.
F	25-34	6-10 yrs	It doesn't go out very often.
F	25-34	6-10 yrs	DVR.
F	25-34	6-10 yrs	My DVR.
F	25-34	6-10 yrs	The Disney Channel and the DVR.

Table 7-1: Most Liked Aspects of Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			
SEX	AGE	SHIP	VERBATIM
F	25-34	6-10 yrs	I like it, it's not expensive.
F	25-34	6-10 yrs	Variety of programs.
F	25-34	10+ yrs	It's better than the limited broadcast channels.
F	25-34	10+ yrs	The variety of channels.
F	35-44	<1 yr	Choice.
F	35-44	<1 yr	Variety of channels.
F	35-44	1-5 yrs	Being able to watch when I can. I like the parental controls. They get service right back up when there is a storm.
F	35-44	1-5 yrs	Movie and music channels.
F	35-44	1-5 yrs	The History Channel and the Discovery Channel.
F	35-44	1-5 yrs	The reliability, it always seems to work.
F	35-44	1-5 yrs	Reliable, no interruptions. They offer other services and bundle them.
F	35-44	1-5 yrs	Quality of service.
F	35-44	1-5 yrs	It keeps kids busy.
F	35-44	6-10 yrs	Choices in Spanish channels.
F	35-44	6-10 yrs	A choice of packages.
F	35-44	6-10 yrs	I can see shows I want to see.
F	35-44	6-10 yrs	Convenience of being able to have something on any time of the day.
F	35-44	6-10 yrs	I like the package we have.
F	35-44	6-10 yrs	They have consistent service with few interruptions.
F	35-44	6-10 yrs	The menu to see what's on.
F	35-44	6-10 yrs	DVR.
F	35-44	10+ yrs	Variety.
F	35-44	10+ yrs	Consistent.
F	35-44	10+ yrs	Good variety.
F	35-44	10+ yrs	We're just basic subscribers, we don't watch too much. The price is good.
F	35-44	10+ yrs	Selection of channels and services.
F	35-44	10+ yrs	The service is there and they do a good job.
F	35-44	10+ yrs	It is always there.
F	35-44	10+ yrs	Access to channels.
F	45-54	1-5 yrs	The variety.
F	45-54	1-5 yrs	The variety is pretty good.
F	45-54	1-5 yrs	We have cable and DSL on the same bill. They have good customer service.
F	45-54	1-5 yrs	I like the Turner Classic Movies, there are no commercials. There are few

Table 7-1: Most Liked Aspects of Cable TV Service
(Among Current Cox-Subscribers)

SEX	AGE	LENGTH OF CABLE SUBSCRIBER- SHIP	VERBATIM
			outages.
F	45-54	1-5 yrs	Sports from all different cities.
F	45-54	6-10 yrs	The selection of stations and the lower price.
F	45-54	6-10 yrs	Service reps are very good and really nice. They have good people working for them.
F	45-54	6-10 yrs	I like the bundling of the services.
F	45-54	6-10 yrs	My husband likes the poker, science and nature shows.
F	45-54	6-10 yrs	We like the clarity of it, the quality is good.
F	45-54	6-10 yrs	Quick service and the programs are great.
F	45-54	6-10 yrs	It's been fairly reliable.
F	45-54	10+ yrs	Whenever I place a service call, they respond quickly and fix everything the first time.
F	45-54	10+ yrs	The variety.
F	45-54	10+ yrs	Many channels.
F	45-54	10+ yrs	The customer service.
F	45-54	10+ yrs	Variety.
F	45-54	10+ yrs	The convenience of having everything through one company, clear picture, and the good customer service.
F	45-54	10+ yrs	The reception.
F	45-54	10+ yrs	Variety and the amount of stations.
F	45-54	10+ yrs	I've got the whole package deal, my cable, phone and Internet.
F	45-54	10+ yrs	The variety of channels is good.
F	45-54	10+ yrs	Digital cable.
F	45-54	10+ yrs	Variety of programming.
F	45-54	10+ yrs	They respond quickly to service calls.
F	45-54	10+ yrs	Ability to pay on-line.
F	45-54	10+ yrs	I like the high-definition.
F	45-54	10+ yrs	DVR.
F	45-54	10+ yrs	It's clear.
F	45-54	10+ yrs	A wide selection of channels, the digital menu is pretty good.
F	45-54	10+ yrs	I think the variety is good, the TLC and Discovery channels, engineering shows. Everything for each member of the family.
F	45-54	10+ yrs	Variety.
F	45-54	10+ yrs	The variety.

Table 7-1: Most Liked Aspects of Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			
SEX	AGE	SHIP	VERBATIM
F	45-54	10+ yrs	Clear reception, fix problems quickly.
F	45-54	10+ yrs	Rarely does it go out.
F	45-54	10+ yrs	I like TLC, Discovery and the cooking channels.
F	45-54	10+ yrs	The high-speed Internet.
F	45-54	10+ yrs	I like the variety.
F	45-54	10+ yrs	The selection of channels.
F	55-64	1-5 yrs	The movies.
F	55-64	1-5 yrs	No interruption due to weather.
F	55-64	1-5 yrs	The variety.
F	55-64	1-5 yrs	Better reception.
F	55-64	1-5 yrs	The amount of channels.
F	55-64	1-5 yrs	The channels are clear.
F	55-64	1-5 yrs	I like cable service over the dish service. I had problems with my service at first, but they took care of it promptly. I have Internet with them, I like their service, they are fast and clear and good overall.
F	55-64	6-10 yrs	I have a huge variety with digital, and that's nice.
F	55-64	10+ yrs	Variety of channels.
F	55-64	10+ yrs	The variety shows.
F	55-64	10+ yrs	I like the channel selection.
F	55-64	10+ yrs	The flexibility, more choices.
F	55-64	10+ yrs	Reliable.
F	55-64	10+ yrs	The overall programming.
F	65+	1-5 yrs	They are a lot better than Qwest and their tech people are very helpful.
F	65+	1-5 yrs	It's good.
F	65+	1-5 yrs	I like the game shows, the news shows and the 24-hour access to movies. I receive good service when I call.
F	65+	1-5 yrs	I don't have to go on the roof to take care of the antenna when the wind blows.
F	65+	1-5 yrs	It's far superior to satellite.
F	65+	1-5 yrs	We have everything we want with this company.
F	65+	1-5 yrs	Next day service when I signed up.
F	65+	6-10 yrs	Fast and courteous service when you call them.
F	65+	6-10 yrs	Service.
F	65+	10+ yrs	All the entertainment is good and I like the game shows and the news.
F	65+	10+ yrs	The convenience of it.

Table 7-1: Most Liked Aspects of Cable TV Service
(Among Current Cox-Subscribers)

SEX	AGE	LENGTH OF CABLE SUBSCRIBER-SHIP	VERBATIM
F	65+	10+ yrs	I like the game shows and the Fox channel and CNN. I also like the cooking channel and the family channels.
F	65+	10+ yrs	The variety of stations.
F	65+	10+ yrs	It's there when I turn the TV on and I can count on it.
F	65+	10+ yrs	That it's there.
F	65+	10+ yrs	We like some of the channels.
F	65+	10+ yrs	They have a lot of news channels.
M	18-24	<1 yr	A lot of channels.
M	18-24	<1 yr	Inexpensive. The picture quality is good.
M	18-24	1-5 yrs	The number of channels.
M	18-24	1-5 yrs	It doesn't get interrupted often.
M	18-24	1-5 yrs	Reliability.
M	18-24	1-5 yrs	Happy with the broad range of channels on digital cable.
M	18-24	1-5 yrs	Simple, basic good service.
M	18-24	1-5 yrs	More channels.
M	18-24	1-5 yrs	One big bill; TV, phone, Internet.
M	18-24	1-5 yrs	I like the fact that I can get any channel I want.
M	18-24	1-5 yrs	High-speed Internet option.
M	18-24	1-5 yrs	The variety of channels.
M	18-24	1-5 yrs	I get the shows I usually watch.
M	18-24	6-10 yrs	The selection of sports channels.
M	18-24	10+ yrs	The channels we get.
M	18-24	10+ yrs	The digital cable.
M	25-34	<1 yr	The variety.
M	25-34	1-5 yrs	I don't get many interruptions due to weather or the wind moving the dish out of alignment.
M	25-34	1-5 yrs	I get channels I normally would not.
M	25-34	1-5 yrs	It's entertaining.
M	25-34	1-5 yrs	The high-definition, the quality resolution of the connection.
M	25-34	1-5 yrs	The high-definition TV and the channels.
M	25-34	1-5 yrs	The dependability of the service.
M	25-34	1-5 yrs	The service is good.
M	25-34	1-5 yrs	The History and Discovery Channels and the sports channel.
M	25-34	6-10 yrs	Variety of programs.

Table 7-1: Most Liked Aspects of Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			VERBATIM
SEX	AGE	SHIP	
M	25-34	6-10 yrs	The wide range of programming.
M	25-34	6-10 yrs	It always works.
M	25-34	6-10 yrs	The channels are organized.
M	25-34	10+ yrs	Local channels are in the basic package, I don't have a box, it plugs directly into my TV.
M	35-44	1-5 yrs	Sports and the History Channel.
M	35-44	1-5 yrs	Few outages.
M	35-44	1-5 yrs	We have a good picture, it's relatively uninterrupted.
M	35-44	1-5 yrs	Choice of channels.
M	35-44	6-10 yrs	Reliable.
M	35-44	6-10 yrs	I like the way they handle their service.
M	35-44	6-10 yrs	I like the service.
M	35-44	6-10 yrs	Variety of programming.
M	35-44	6-10 yrs	The news service.
M	35-44	6-10 yrs	I like the choice of channels.
M	35-44	6-10 yrs	I like the reliability and the Internet and I like how it's bundled.
M	35-44	10+ yrs	Selection of channel, HD channels.
M	35-44	10+ yrs	Variety of channels.
M	35-44	10+ yrs	The cable Internet, The channels are fine, but high-speed Internet is where it's at.
M	35-44	10+ yrs	The channel selection.
M	35-44	10+ yrs	The service.
M	35-44	10+ yrs	The high-speed Internet service and the high-definition channels, but mostly, I can't live without the high-speed Internet service.
M	35-44	10+ yrs	They have a lot of channels.
M	35-44	10+ yrs	The variety.
M	35-44	10+ yrs	Getting channels that I want.
M	35-44	10+ yrs	I like the channel selection.
M	35-44	10+ yrs	The variety of channels they offer.
M	35-44	10+ yrs	Fewer interruptions during storms.
M	35-44	10+ yrs	The variety of sports.
M	45-54	<1 yr	HD programming, network without commercials.
M	45-54	<1 yr	The picture is good.
M	45-54	1-5 yrs	I like that it's consistent, it never seems to fail.
M	45-54	1-5 yrs	No problems with communications.

Table 7-1: Most Liked Aspects of Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			
SEX	AGE	SHIP	VERBATIM
M	45-54	1-5 yrs	The picture quality.
M	45-54	1-5 yrs	Variety of different channels.
M	45-54	1-5 yrs	Variety.
M	45-54	6-10 yrs	Sports channels.
M	45-54	6-10 yrs	When it works it's good and I like the DVR.
M	45-54	6-10 yrs	Children's programming, History Channel, Discovery Channel and sports channels.
M	45-54	10+ yrs	The fact that it works.
M	45-54	10+ yrs	All the channels.
M	45-54	10+ yrs	Variety.
M	45-54	10+ yrs	All local channels and broadband.
M	45-54	10+ yrs	Selection of channels.
M	45-54	10+ yrs	The entertainment value.
M	45-54	10+ yrs	Convenience.
M	45-54	10+ yrs	The reliability and digital quality; but they still need more HD channels.
M	45-54	10+ yrs	Availability of channels and shows.
M	45-54	10+ yrs	It's always there, it's reliable.
M	45-54	10+ yrs	It's always uninterrupted.
M	45-54	10+ yrs	I like being able to get HBO and high quality shows.
M	45-54	10+ yrs	Selection.
M	45-54	10+ yrs	They provide a lot of channels.
M	45-54	10+ yrs	The variety of channels.
M	45-54	10+ yrs	Clarity of channels.
M	45-54	10+ yrs	Trouble-free.
M	45-54	10+ yrs	I got a bundled package.
M	55-64	1-5 yrs	It is pretty reliable, but I only watch four channels and I should not have to pay for all the channels.
M	55-64	1-5 yrs	It's on every day.
M	55-64	1-5 yrs	Problem free, variety.
M	55-64	6-10 yrs	Internet.
M	55-64	6-10 yrs	The variety of channels that I can get.
M	55-64	10+ yrs	The sports.
M	55-64	10+ yrs	Information button.
M	55-64	10+ yrs	Westerns.

Table 7-1: Most Liked Aspects of Cable TV Service
(Among Current Cox-Subscribers)

LENGTH OF CABLE SUBSCRIBER-			VERBATIM
SEX	AGE	SHIP	
M	55-64	10+ yrs	The sports channels. Movies are good.
M	55-64	10+ yrs	The service is good.
M	55-64	10+ yrs	The fact that I'm able to get digital TV and high-speed Internet.
M	65+	<1 yr	The ability to get educational programs.
M	65+	6-10 yrs	It doesn't black-out much.
M	65+	10+ yrs	I like the sports channels and the poker games.
M	65+	10+ yrs	It's available.
M	65+	10+ yrs	Discovery Channel, PBS, History Channel, movie channels.

Table 7-2: Most Liked Aspects of Past Subscription to Cox Communications
(Among Past-Subscribers)

SEX	AGE	VERBATIM
F	18-24	Food Network.
F	25-34	Channel variety.
F	25-34	We liked the channels that were available and we didn't have a lot of service interruptions.
F	25-34	It was free with an Internet hook-up.
F	25-34	Having more to choose from.
F	25-34	We only had basic, so there wasn't anything special.
F	25-34	You can get your phone, Internet and cable in one bill.
F	25-34	Variety of channels.
F	35-44	Reliability.
F	35-44	I like that it was available in all the rooms.
F	35-44	That I had no problems with it.
F	35-44	Extended channels.
F	35-44	Channel options.
F	35-44	The educational programming.
F	35-44	I liked it because I never had a problem, the channels are easy to change. I think I'd like to go back one day, once they have something like DirecTV's international service.
F	35-44	It was the convenience of both cable and TV.
F	45-54	Reliable, they offered a lot of channels.
F	45-54	I liked everything about it, packaged channels.
F	45-54	The different channels.
F	45-54	Clear picture, and a variety of channels.
F	45-54	They gave me discounts when my service was messed up.
F	45-54	My husband watched CNN and didn't have to wait for local news.
F	45-54	The guide channel.
F	45-54	It worked.
F	45-54	The late-night shows.
F	45-54	Most of the time it was really good, but financial cut me off right away.
F	45-54	No interruptions in service.
F	45-54	Channel choice.
F	55-64	I can find anything I want on Cox cable.
F	55-64	MSNBC, Fox, CNN, and CNBC, I liked the news talk.
F	55-64	So many choices of things to watch.
F	55-64	I had basic service, I liked the separate bills. I did not like it when they merged, I was not even notified.
F	65+	The office was close to my house. Good programming, especially movies.
F	65+	I started out liking the number of channels, but as the price increased, that like decreased.

Table 7-2: Most Liked Aspects of Past Subscription to Cox Communications
(Among Past-Subscribers)

SEX	AGE	VERBATIM
F	65+	I liked the Mexican channels, animal programs and the war channels.
M	18-24	The high-speed Internet.
M	18-24	The programming, aside from Spanish stuff, was good.
M	18-24	I liked a few channels, like C-SPAN.
M	18-24	Spanish shows.
M	25-34	Convenient.
M	25-34	Sports.
M	25-34	Clear picture.
M	35-44	The sports.
M	35-44	Variety.
M	35-44	I liked the fact that I had a lot of choices.
M	35-44	A lot of channels.
M	35-44	I was never really impressed with it, and when the rates kept jumping up, it got a lot worse.
M	35-44	The service was good.
M	45-54	I liked getting the regular channels in much clearer and the community access.
M	45-54	Always something on twenty-four hours a day.
M	45-54	They had free installation.
M	45-54	It was reliable.
M	45-54	The weather channel's local coverage.
M	45-54	Availability, it was the only game in town.
M	45-54	Reliable.
M	45-54	Multiple outlets.
M	45-54	Variety of channels.
M	45-54	The price was always the same.
M	45-54	Local access channels.
M	45-54	Better picture.
M	45-54	It was okay.
M	45-54	The clarity was pretty good.
M	45-54	I got cable channels.
M	55-64	Their service was good, any time I had a problem they were very good at fixing it.
M	55-64	It was easy to subscribe to and to end subscription.
M	55-64	I usually just watched sports, nothing special.
M	65+	ESPN.