

## CENTRE AREA CABLE CONSORTIUM, PENNSYLVANIA HOUSEHOLD CABLE TELEVISION SURVEY

The Borough of State College is a member of The Centre Area Cable Consortium (Consortium) which is comprised of the Pennsylvania communities of Borough of State College, Borough of Bellefonte, Patton Township, Benner Township, College Township, Ferguson Township, Harris Township, and Halfmoon Township. The Consortium is about to enter into negotiations with Adelphia for the renewal of each community's cable television franchise. We are asking for your help in determining if residents are satisfied with Adelphia's cable operation and to learn how cable television can serve the community in the future. Please take a few minutes to complete this survey and return it within ten (10) days in the attached, postage-paid envelope. Your opinion is very important to us. A glossary of terms used in the survey is attached to the survey form.

1. Do you currently subscribe to cable television from Adelphia or another cable television provider?

Yes [ ]      No [ ]

Who is your cable television provider:

Adelphia [ ]      OTHER [ ] ( please specify) \_\_\_\_\_

2. If you have subscribed to Adelphia, but no longer do so, why did you discontinue service through Adelphia: \_\_\_\_\_  
\_\_\_\_\_

### IF YOU ARE A CURRENT SUBSCRIBER TO ADELPHIA, PLEASE CONTINUE TO ANSWER THE FOLLOWING QUESTIONS

3. If you are currently a cable television subscriber, how often is your television tuned to television programming on average?

less than 2 hours per day [ ]    2 to 4 hours per day [ ]    4 to 6 hours per day [ ]

6 to 8 hours per day [ ]    more than 8 hours per day [ ]

4. On a scale of 1 to 5 (5 being best), how would you rate your satisfaction with Adelphia's performance with respect to the following:

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
a. Cable television sound quality					
b. Cable television picture quality					
c. Programming quality (number of channels)					
d. Programming mix (variety)					
e. Responsiveness to Subscriber's requests for cable television programming and services					
f. Cable television service value (monthly rates compared to programming and services received)					
g. Overall satisfaction with Adelphia's performance?					

5. On a scale of 1 to 5 (5 being best), how would you rate your satisfaction with Adelphia's responsiveness to the following:

	<b>Very Dissatisfied 1</b>	<b>Dissatisfied 2</b>	<b>Neutral 3</b>	<b>Satisfied 4</b>	<b>Very Satisfied 5</b>
a. Cable television service interruptions or outages					
b. Cable television installation service					
c. Cable television billing questions					
d. Cable television rate increase questions					
e. Cable television programming requests					
f. Overall customer service					

6. How do you access the Internet from your home computer?

Service from Adelphia \_\_\_\_\_ Wireless (WiFi) Service \_\_\_\_\_  
 Service from Phone Company \_\_\_\_\_ Do not have computer \_\_\_\_\_  
 Phone dial up to provider such as AOL \_\_\_\_\_ Other \_\_\_\_\_

7. How important is it to you to receive **local** (such as weather) emergency alert messages on cable TV?

Very Important [ ] Important [ ] Not Important [ ]

8. How important is it to you to receive **national** (such as the Amber Alert, missing child) emergency alert messages on cable TV?

Very Important [ ] Important [ ] Not Important [ ]

9. Please place a check-mark next to the programming or services that you would like to see offered or continued to be offered to the community in the future by Adelphia. You may check as many or as few as you wish

_____ High Speed Internet Access	_____ Improved public, educational, and governmental (PEG) access services, channel 7 and 98
_____ High Definition Television (HDTV)	_____ Video (movies) on demand (VOD)
_____ Telephone over Internet (VOIP)	_____ Interactive Games
_____ Special Interest Programming such as HGTV, Golf, etc.	_____ Cafeteria Style Choice of Programming

Other: \_\_\_\_\_  
 \_\_\_\_\_

10. Does your household get information about the Township/Borough/County by watching the government access channel, Channel 7?

Yes [ ] No [ ]

11. How important is it for you to receive programs about Township/Borough/County Government as shown on Channel 7?

Very Important [ ] Important [ ] Not Important [ ]

12. Please rate the importance to you of the following Township/Borough/County programming:

Supervisor/Council/Commissioner Meetings

Very Important [ ] Important [ ] Not Important [ ]

Planning Commission Meetings

Very Important [ ] Important [ ] Not Important [ ]

Other Authority, Board, Commission or Committee Meetings

Very Important [ ] Important [ ] Not Important [ ]

Other (please describe) \_\_\_\_\_

13. How important is it for you to receive programming about local schools and colleges, as shown on Channel 98?

Very Important [ ] Important [ ] Not Important [ ]

14. Please rate the importance to you of the following Educational programming:

School Sports

Very Important [ ] Important [ ] Not Important [ ]

School Plays/Concerts

Very Important [ ] Important [ ] Not Important [ ]

School Announcements

Very Important [ ] Important [ ] Not Important [ ]

Other (please describe) \_\_\_\_\_

15. Many communities help fund and expand programming for governmental and educational cable television by means of an additional subscriber charge (usually \$.25 to \$1.00 per month). Please indicate your support for such a charge.
- Yes  If Yes, please go to question 16 below.
- No  If No, please go to question 17 below.
16. If you answered yes to question 15 above, in your opinion, what is an acceptable per customer monthly pass-through amount in support of educational and governmental programming?
- zero (\$0.00)  less than \$0.25 per month  \$0.26 to \$0.50 per month
- \$0.51 to \$0.75 per month  \$0.76 to \$1.00 per month
- more than \$1.00 per month
17. What is your gender?
- Male  Female
18. What is your age?
- 18 – 25
- 26 – 35
- 36 – 50
- 51 – 65
- 66 or older
19. Are there children living in the household of school age?
- Yes  No
20. What is the highest level of schooling you have completed?
- No High School Diploma
- High School Diploma
- Some College
- Vocational/Technical School
- College Graduate
- Professional Degree(s)
21. Do you own or rent your residence?
- Own  Rent
22. What is your household income?
- Under \$35,000
- \$35,000 to \$50,000
- \$50,000 to \$75,000
- \$75,000 or more

23. If you have any other comments or suggestions regarding the current cable system or the service offered by Adelphia, please take a moment to write them down. \_\_\_\_\_

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24. Would you be willing to have us contact you for a follow-up interview or to be part of a focus group? If yes, please give us your name and the best way to contact you.

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**PLEASE RETURN YOUR COMPLETED SURVEY IN THE ENCLOSED STAMPED ENVELOPE WITHIN 10 DAYS. YOUR RESPONSES WILL HELP IMPROVE THE QUALITY OF CABLE TELEVISION.**

## GLOSSARY OF TERMS

**Cable Television Service** -- Is evolving to mean much more than simply the provision of video programming, it is a medium that is capable of providing two-way voice, video and data communications at a significantly higher rate of speed than traditional telephone systems.

**Cafeteria Style Programming** – Is also referred to “ala carte programming” and means the subscriber can choose the specific programs to view and is charged only for that programming.

**High Definition Television (HDTV)** – A digital television format, delivering theatre-quality pictures and CD-quality sound giving viewers an improved picture quality with more visible detail. HDTV requires a digital TV set capable of receiving HDTV programming and a digital set box receiver.

**High Speed Internet Service** – A worldwide network of interconnected computer and communications networks that enables the high speed transmission of voice, video and data communications, through the use of a common protocol (language). High speed Internet service provides connections to the web at much higher speeds than a dial up service and is usually provided by the cable operator or telephone services.

**Institutional Network (I-NET)** – Separately constructed cable communications networks, or capacity within the existing cable television system, that is dedicated to the use of the community for intergovernmental and educational communications. The construction, use and terms surrounding I-Nets are negotiated between the community and the cable television operator as part of the franchise or franchise renewal process.

**Public, Educational and Governmental (PEG) Access** – Non-commercial cable television programming that is developed and produced independent of the cable operator and shown on designated public, educational and government (PEG) access channels. Historically PEG channels were utilized to serve as an open public forum, and to provide the community with information on the workings of the school board and its government. Increasingly, however, PEG channels are being utilized for interactive communications between units of local government, and between community residents and government agencies.

**Telephone Over Internet (VOIP)** - Business and residential phone service which is delivered by the cable companies fiber optic infrastructure. Voice signals are chopped into digital pieces called “packets” and are sent along on the public Internet; they are then reassembled and converted back into an analog voice signal.

**Video On Demand (VOD)** – A subscriber can use their TV set and remote control to connect to a server where they can browse through a selection of movies, television, shows, games, etc. and then play their selection with full VCR capabilities at a cost similar to that of pay-per-view.