

ANALYSIS OF MAIL-IN CABLE TV SURVEY - June 2006

Total Respondents	458	Percent of Total
Subscribe to Cox Cable TV	444	97% A few subscribers do not subscribe to cable, but do subscribe to internet and/or phone.
Subscribe to Cox Internet	262	57%
Subscribe to Cox Phone	117	26%
Subscribe to all 3	165	36%
General Satisfaction Rating:		
Excellent	161	36%
Very Good	134	30%
Fair or Average	102	23%
Poor	26	6%
Very Poor	23	5%
	Total	446
Reasons for Dissatisfaction:		
Poor Programming		
Too many shopping channels	13	
Too many repeats	10	
Too many Spanish channels	10	
Too many "junk" channels	10	
Too many commercials	10	
Unspecified dissatisfaction with programming	10	
Poor packaging of channels (tiers)	9	
Too much sex and violence	6	
Too many sports channels	5	
Too many news channels	3	
Need less local access channels	3	
Access programs are offensive & obscene	3	
Good movies are only on Pay Per View	2	
Online menu is wrong	2	
Basic tier has little value	2	
Unannounced program changes	1	

Too many music channels	1
Too many Pay Per View	1
Poor offering for those who work nights	1
Access programs have deranged people	1
Move access channels to lower numbers	1
Internet	
Internet service keeps logging off	5
"High Speed" internet is slow	4
Security is not blocking out the spam	1
Phone	
Need flat fee for unlimited long dist. Calling	1
Video Quality	
Unspecified poor video quality	18
Grainy reception	4
Channels bleed over	2
Need better reception on 4, 8, 9, 11, 13	1
Sound Quality	
Inconsistent volume from 1 channel to the next	9
Poor sound quality	7
Audio is automatically loud for commercials	5
Audio not synchronized with video (lags behind)	2
Reception	
Several channels out most of the time	9
Weak signal	2
Too much on-air testing	1
Repair Service	
Technicians can't fix the problem	5
Have to wait longer than promised for repair	2
Technicians are messy & destroy property	2
Unspecified poor repair service	2
Technicians wake people up at 1:00 a.m.	1
Rude technicians	1
Cost	
Unspecified dissatisfaction with cost	37
Need senior rates	5
Internet costs too much	1
Too many hidden fees	1

Resents passing on fees, taxes, etc.	1
Digital service for only one TV and not all rooms	1
Resent having to rent a cable box for digital	1
Customer Service	
Too much junk mail advertising	6
Unspecified poor customer service	4
Can't get live person on phone with their "menu"	3
Can't get knowledgeable customer service rep	2
Contradictory information about Cust. Service	1
Need more than one service location	1
They advertise specials you can only get in Phx	1
In-person customer service lines too long	1
Subcontracted workers give poor cust. Service	1
Impossible to get help with Internet service	1
Cox won't answer a letter about problems	1
Billing service	3
Equipment	
DVR has low capacity disc	1
DVR is not latest in technology	1
Need better cable box	1
Shouldn't have to pay for digital box	1

Desired products or services:

Ability to choose desired channels without whole tier	55
High Definition channels (want more)	48
Video on Demand	45
Cell phone service	14
More Access channels	14
Less Access channels	12
Sci-Fi channel	7
Court TV	6
NFL Sunday ticket	6
Christian channels (want more)	5
Sports channels (want more)	4
Wireless Internet	4
Arts channels (want more)	3
Family Programming (want more)	3

Horse Racing (want more)	3
Include more in the Expanded Basic	3
Pay-per-view options (more)	3
Voice over IP	3
CSPAN3	2
INSP (Inspiration)	2
Tennis channel	2
Add TRN (Trinity)	2
Better programming for movies	2
Mexican channels	2
New York City channel	2
On-screen scrolling program menu	2
Boomerang (in English)	1
BBC	1
ESPN Classic	1
EWTN	1
FSTV and Democracy Now	1
GAC	1
Game channel	1
Add HBO without large increase in cost	1
Biography channel	1
Closed Caption Movies (more)	1
Current movies (want more)	1
Digital for all TVs in house at same price	1
Discovery Health	1
Don't want pay-per-view channels	1
Expanded premium channels	1
Free installation	1
Get rid of Access Tucson	1
History channels (want more)	1
Interactive TV	1
International Broadcasting	1
Japanese TV channels	1
L.A. channels	1
Local programs	1
Mature Viewer choices	1
National Geographic channel	1

Phone service in my part of town	1
Repair should be included with service	1
Want digital signal without cable box	1
Wireless TV	1
Latin music channel	

Have you ever watched PEG channels?

Yes	318
No	129

How frequently?

Daily	75
1 to 6 times per week	93
1 to 3 times per month	70
Less than monthly	69

Important for Cox to provide PEG channels?

Yes	301
No	146

There is support for PEG channels and in particular for government information.

Letters Attached to Survey 8

- (1) Cable co. is monopoly. Fee is tax passed on to public.
- (2) Don't agree on paying for service in advance.
Customer service is poor. Too many people wait in line with too few windows open. However, Cox installers are great!
Cox billing is the worst to deal with. Late fees happen even when you pay your bill on time. Cox has a bad attitude and thinks they are the big dog. Put more customer needs into new license.
- (3) Cox is a monopoly. Get rid of the monopoly. Why does the City govern who provides our cable? Why only ONE company?
Why is there no competition?
- (4) All statements reflected in above line items
- (5) Service calls are expensive. Customer told that it wasn't a cable problem and call an electrician. She paid for electrician, but it turned out to be cable problem. Technicians are not very good and don't speak English. Technicians accidentally cut their phone line. Cox has a monopoly. Prices are too high.

Quality of picture is poor. Tired of all the bulk mail advertisements coming to the house for high-speed internet service. Sometimes get 2 in one day! Please provide competition.

- (6) Not happy that license fee passed on to customers. Poor customer service. But they have plenty of people on staff to collect for a late bill. Keep the access channels.
- (7) Resents that only new customers get the special deals and free offers. Cox doesn't reward loyal customers.
- (8) All statements reflected in above items.
- (9) Elderly couple complains that they pay for many programs they will never watch. Want a-la-carte choices.