

FMR Associates, Inc.
6045 E. Grant Road
Tucson, Arizona 85712

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Final Design
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Project No. 3 1 _ _ _

TUCSON CABLE SATISFACTION SURVEY
- Screening Form -

TIME INTERVIEW STARTED: _____ ENDED: _____ DATE: _____

INTERVIEWER NAME: _____ QUESTIONNAIRE NO.: _____ (1-4)

TELEPHONE: _____

Hello, my name is _____. I'm calling for FMR Research. We are conducting a survey about cable television viewing, as well as current and past subscriber satisfaction. This is not a sales call of any kind. All answers are strictly a matter of personal opinion and will be kept completely confidential. This survey is very brief and should take – at the most – 5 to 8 minutes. First...

A. For this survey, we need to speak to the household head 18 years or older. Would that person be you?

Yes 1 (CONTINUE)

No..... 2 (ASK TO SPEAK TO THE
APPROPRIATE HOUSEHOLD
MEMBER AND RETURN TO
INTRODUCTIONS, THEN
TO QUESTION B.)

INTERVIEWER: IF YOU OR RESPONDENT HAVE TROUBLE UNDERSTANDING EACH OTHER, ASK: "Would you feel most comfortable if this interview is conducted in..."

Spanish 1 (GO TO INSTRUCTIONS BELOW)

English..... 2 (SKIP TO Q.B)

-OR- Does it make no
difference..... 3 (SKIP TO Q.B) (15)

INSTRUCTIONS: IF RESPONDENT PREFERS INTERVIEW TO BE CONDUCTED IN SPANISH, EITHER GO TO FORM "B" (Spanish Language Survey), OR DETERMINE THE BEST TIME FOR BILINGUAL INTERVIEWER TO RECALL.

Best time to reschedule _____

Respondent's first name _____

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B. Are you a current resident of the City of Tucson?

NO(TERMINATE AND TABULATE) YES (CONTINUE) (16)

C. Do you currently subscribe to cable TV service provided by Cox Communications?

Yes..... 1 (GO TO Q.1) (QUOTA A: 50%)
No..... 2 (ASK Q.D) (QUOTA B: 50%) (17)

D. Have you ever subscribed to Cox Communications in the past?

Yes..... 1 (ASK Q.E)
No..... 2 (GO TO Q.8) (18)

E. Why did you stop subscribing to Cox Communications? (PROBE)

(NOW SKIP TO Q.5a)

FOR OFFICE USE ONLY:

CE _____
OE _____
OE Build ____
Verb _____

For Coding:

Current Subscribers..... 1 (N=400)
(Current: Yes to Q.C)
Past/Non-Subscribers..... 2 (N=400)
(Past: Yes to Q.D)
(Non: No to Q.D) (19)

TUCSON CABLE SATISFACTION SURVEY
 - Main Questionnaire -

1. How long have you been a cable television subscriber in Tucson? (READ) (IF UNSURE, ENCOURAGE BEST GUESS)

- Less than one year 1
- 1 to 5 years 2
- 6 to 10 years 3
- OR- More than 10 years..... 4

(DO NOT READ) Don't know/Not sure..... 5 (20)

2. Would you say that the overall service that you currently receive from Cox Communications is better than, worse than or about the same as the overall service when you began subscribing to the cable service?

- Better 1
- Worse 2
- About the same..... 3 (21)

3. I am going to ask you to rate several different areas of your current service with Cox Communications. After each, please tell me if you think the cable company's performance is very good, good, average, poor or very poor. How would you rate Cox Communications' performance in terms of ... (READ ITEMS IN RANDOM ORDER)

<u>(ROTATE)</u>	<u>Very Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Don't know/ No opinion</u>
() Providing cable service with few or no interruptions	5	4	3	2	1	0 (22)
() Arriving on time for appointments	5	4	3	2	1	0 (23)
() Correcting service problems on the first try	5	4	3	2	1	0 (24)
() Quickly restoring service when an outage does occur	5	4	3	2	1	0 (25)
() Providing courteous staff who are readily available to assist you	5	4	3	2	1	0 (26)
() Arriving at a fair resolution of disputes	5	4	3	2	1	0 (27)
() The overall value of your cable TV service	5	4	3	2	1	0 (28)

3a. Based on local customer service standards, Cox Communications is expected to answer the telephone within 30 seconds, or four rings, and you should not be on hold longer than 30 seconds. In your experience, how would you rate the company's performance compared to this standard? (READ)

- Very good..... 1
- Good..... 2
- Average 3
- Poor 4
- OR- Very poor 5

(DO NOT READ) Don't know/No opinion 0 (29)

4. What changes, if any, would you like to see in your cable TV service? (PROBE)

5. What do you like most about your cable TV service? (PROBE)

(NOW SKIP TO Q.6)

5a. (FOR PAST-SUBSCRIBERS, ASK:) What did you like most about your Cox Communications cable TV service in Tucson? (PROBE)

6. Have you ever watched local community programming like the Access Tucson channels, Pima Community College channels or the Tucson City Government channel?

- Yes 1 (ASK Q.7)
- No..... 2 (GO TO Q.8)
- Maybe/Don't know 3 (GO TO Q.8) (30)

7. How often do you watch one or more of these local community programming channels in a typical month? Would you say you watch them... (READ)

- Daily..... 1
- 1 to 6 times per week 2
- 1 to 3 times per month..... 3
- OR- Less than monthly 4

(DO NOT READ) Don't know/Not sure..... 5 (31)

8. In your opinion, how important is it to have cable channels that feature programs about local schools, colleges, organizations and individuals? Would you say that it is... (READ)

- Very important 1
- Important 2
- Somewhat important 3
- OR- Not important 4

(DO NOT READ) Don't know/No opinion 5 (32)

9. Currently, Cox Communications subscribers pay \$1.35 each month for the support of public, education, and government channels. Do you believe this amount is... (READ)

- Too much 1
- Not enough 2
- OR- About the right amount 3 (33)

CLASSIFICATION:

C-1. Sex (DO NOT ASK):

- Male 1
- Female 2 (34)

C-2. We would like to ask you a few questions about yourself, for classification purposes only. Please stop me when I read the age category in which you belong. Are you...(READ)

- 18 to 24 1
- 25 to 34 2
- 35 to 44 3
- 45 to 54 4
- 55 to 64 5
- 65 or over 6

(DO NOT READ) Refused/No answer 0 (35)

C-3. How long have you lived in Tucson? (READ)

- Less than five years 1
- 5 to 10 years 2
- 11 to 20 years 3
- OR- More than 20 years 4 (36)

C-4. This survey is intended to reflect the attitudes of all segments of the population. To which of the following ethnic groups do you belong? (READ)

- African-American/Black 1
- Native American..... 2
- Asian, Pacific Islander..... 3
- Hispanic, Mexican-American..... 4
- OR- White 5
- (DO NOT READ) Other/Mixed 8
- (DO NOT READ) Refused/No answer..... 0 (37)

C-5. As I read the following categories, please tell me in which group your total annual household income falls. We are not interested in your exact income, just your income category before taxes. (READ CATEGORIES)

- Under \$20,000 1
- More than \$20,000, but less than \$45,000..... 2
- More than \$45,000, but less than \$75,000..... 3
- More than \$75,000, but less than \$100,000..... 4
- OR- More than \$100,000..... 5
- (DO NOT READ) Refused/No answer..... 0 (38)

THANK RESPONDENT FOR HIS/HER TIME AND SAY: "IN CASE THE OFFICE WANTS TO CHECK MY WORK, MAY I HAVE YOUR FIRST NAME AND THE ZIP CODE OF YOUR HOME ADDRESS?"

RESPONDENT'S NAME _____ ZIP CODE 8 5 _____ (39-43)

FOR OFFICE USE ONLY:

Validation Questions

Q__ Q__

Q__ Q__

Q__ Q__