

**Joint Powers
Authority:
Resident Assessment
of
Time Warner Cable
Service**

February 17, 2005

FINAL REPORT

Submitted to:

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INTRODUCTION AND METHOD

In September 2004, the Joint Powers Authority contracted with Communications Support Group, Inc. (CSG) and its subcontractor, the Social Science Research Center (SSRC) at California State University, Fullerton, to assess the cable television and Internet needs, concerns, and interests of its residents. To investigate these issues, the SSRC conducted a Random Digit Dial (RDD) survey, completing 1,227 telephone interviews with residents in randomly selected households in the cities of Huntington Beach, Fountain Valley, Stanton and Westminster.

Telephone interviews were conducted from the SSRC's survey research laboratory, utilizing Computer Assisted Telephone Interviewing (CATI) equipment and software—the same software utilized by the Centers for Disease Control and Prevention for its national and state-level surveys. The CATI system is a sophisticated information gathering protocol that contributes to data accuracy and to preserving the random nature of the sample.

The survey instrument was developed based upon an “item bank” for similar surveys developed by the CSG and the SSRC. Items from this list were selected and several new items were developed by the Joint Powers Authority and further modified by the SSRC for comprehensiveness, flow, length and factors that influence respondent cooperation and interest. An experienced team of interviewers and survey professionals critically examined the survey instrument in a “read-around” group assessment, after which minor revisions were made. (The final survey questionnaires in English, Spanish and Vietnamese are reproduced in Appendices A, B, & C).

The 52-item questionnaire was programmed into CATI software for administration. CATI automatically guides the interviewer through branching sequences in the questionnaire, and facilitates the entry of responses directly into the data file, thus reducing data entry errors by preventing out-of-range responses and providing checks to uncover and resolve respondent inconsistency.

Telephone interviews were conducted between August 17th and November 16th, 2004, Monday through Thursday from 4-9 PM, and Saturday and Sunday from 2-8:00 PM. The survey instrument required 3 to 37 minutes to complete. For Time Warner cable subscribers, the average administration time was 13 minutes and 5 seconds. Among non-subscribers, the survey required an average of 5 minutes and 50 seconds to complete. It is the contractor's belief that no major events occurred during the interview period that might have affected responses to the survey questions.

The sample frame for this study consisted of all working blocks of telephone numbers (a working block is defined by the area code, prefix, and first two digits of the final four digit sequence) associated with at least one residential household within Huntington Beach, Fountain Valley, Stanton and Westminster city limits. Working blocks exclusively assigned to businesses, FAX machines, marine communications, etc. are excluded from the sample frame.

A two-stage sampling procedure is utilized in the RDD process. First, a quantity of working blocks is randomly selected, and secondly, two digits are randomly generated and appended to these working blocks to form complete telephone numbers. This process assures that new, long-established, listed, and unlisted telephone numbers have an equal probability of selection into the sample. Every household in the cities of Huntington Beach, Fountain Valley, Stanton and Westminster with a telephone had an equal, non-zero chance of being selected to participate in the study.

The sampling design specified 200 completed surveys in the appropriate language (English, Spanish, or Vietnamese) with randomly selected cable subscribers in each city (Total of 800), and approximately 400 surveys with non-cable subscribers distributed across the four cities comprising the Joint Powers Authority.

A total of 89,657 individual dial attempts were made to 23,259 unique telephone numbers to complete 1,227 interviews for the Public Cable Television Authority Survey. The response rate for this survey is 67.8%; a very acceptable outcome for an RDD study with a questionnaire of this length. The response rate is computed utilizing a rigorous standard promulgated by the American Association of Public Opinion Researchers (AAPOR).

Of the 23,259 telephone numbers attempted, 9,030 (38.8%) were ineligible because they were disconnected or associated with FAX machines or businesses. Another 6,911 (29.7%) were ineligible because they were outside city limits, did not meet a quota criterion regarding subscription to cable TV, or were owned by teenagers. Eligibility for participation in the study was unclear for 6,091 numbers (26.2%) that were associated with final dispositions of “no answer,” “busy,” “answering machine,” “no survey language spoken at home,” “unqualified refusal,” and “unqualified callback.”

Approximately one-quarter (28.8%) of the interviews were completed on the first call attempt, 16.2% on the second, 13.8% on the third attempt, 9.3% on the fourth call, and 31.9% on the fifth or higher attempt. Up to 24 calls were made to some numbers to obtain completed interviews. This persistence resulted in a final survey sample from which very accurate estimates of population parameters can be made.

A confidence interval for survey data of plus or minus five percent is standard best practice for policy-relevant data. That is, we can be 95% confident that the true population parameter lies within an interval extending five percent above and below any proportion derived from survey data. A population parameter is the result one would obtain if an adult in every household with a telephone in the cities of Huntington Beach, Fountain Valley, Stanton and Westminster were interviewed.

Sampling error, as indexed by the confidence interval around reported proportions, varies in relation to sample size and to the variability of survey responses (among other factors). In general, as the sample grows larger, the confidence interval grows narrower. That is, inferences about population parameters based upon larger samples are more precise (are

associated with narrower confidence intervals) than inferences based upon smaller samples.

Also, as the proportion of some attribute in the sample (e.g. access at home to an Internet connection) approaches a fifty/fifty split, (say, 50% have access to the Internet at home and 50% don't) sampling error increases, resulting in a wider confidence interval. Conversely, sampling error decreases as the proportion of a given attribute approaches a five/ninety-five split, (5% have access and 95% don't) resulting in a more precise estimate and a narrower confidence interval.

For this study, confidence intervals are calculated conservatively, that is, based upon the presumption of a fifty/fifty proportion in the sample data. A sample size of 400 produces the requisite confidence interval of plus or minus five percent. Since one purpose of the study was to assess customer satisfaction with Time Warner cable television, at least 400 cable customers needed to be included in the sample. To ensure that between-city comparisons could be supported, at least 200 cable subscribers in each city were surveyed. Residents that do not subscribe to cable television are also of interest, so an additional 425 residents in this category were sampled.

Adopting the conservative presumption of a fifty/fifty split in the data, a confidence interval of plus or minus 3.53% applies to sample statistics based upon the sub-group of 802 cable subscribers. A confidence interval of plus or minus 4.85% applies to sample statistics based upon the 425 non-subscribers. When the entire sample of 1,227 respondents is used in a calculation, the confidence interval is plus or minus 2.85%. In fact, as many of the proportions reported here show more variability than a fifty/fifty split, the estimates reported are even more precise than these intervals suggest. The confidence intervals for within-city results when results from only one of the four cities are considered range from plus or minus 5.6% to plus or minus 5.8%.

RESULTS

TIME WARNER CABLE NON-SUBSCRIBERS

As previously described, the SSRC completed interviews with 802 (65.4%) Time Warner cable subscribers and 425 (34.6%) non-subscribers. We first present information for non-subscribers before turning to the detailed information obtained from cable subscribers. Some questions were asked of both subscribers and non-subscribers; these instances are noted.

Previous Cable Subscription among Non-Subscribers

Among the 425 respondents who do not currently subscribe to cable television service, 182 (43.1%) reported that they previously subscribed to a cable service at their current address and 240 (56.9%) did not. Three respondents did not know if they had previously subscribed.

Reasons for Non-Subscription to Cable TV

Current non-subscribers were asked why they do not subscribe or why they no longer subscribe to cable television. The most common response, provided by 38.4% of respondents, is that cable television service is too expensive. Ninety-one (22.2%) respondents indicated that they do not watch enough TV to need cable and 83 (20.3%) reported that they subscribe to satellite. Percentages reported in Table 1 are based on 409 valid responses among non-subscribers. Respondents could choose more than one response, so a total percentage exceeds 100 and is not computed.

Table 1: Reasons for Not Subscribing to Cable TV

Reason	Frequency	Percent
Rates are too high	157	38.4%
Don't watch much TV	91	22.2%
Subscribe to satellite service	83	20.3%
Don't like cable programming	39	9.5%
Customer service is unsatisfactory	14	3.4%
Satisfied with free over the air TV	11	2.7%
Moved	8	2.0%
Picture quality is unsatisfactory	9	2.2%
Cable is not available	9	2.2%
Not necessary for good TV reception	2	0.5%
Other	60	14.7%

TIME WARNER CABLE SUBSCRIBERS

The 802 current Time Warner Cable subscribers were asked a variety of questions regarding their subscription level, fairness of pricing, satisfaction with particular aspects of their cable service, and experience resolving customer service problems.

Number of Televisions Connected to Cable

Respondents were asked how many televisions in their home are connected to cable. Among 800 valid answers, responses ranged from one to fifteen televisions. Omitting responses of eight and fifteen, reported by one respondent each, the average number of televisions connected to cable is 2.54. The most frequent, or modal, response

is two, with 283 respondents (35.4%) reporting this number of connections. An additional 223 (27.9%) respondents have cable connected to three televisions.

Subscription Level

The largest proportion of respondents (38.4%) report subscribing to Basic Service, followed by 21.1% that subscribe to Expanded Basic Service, and 151 (19.4%) to Digital Basic Service. The distribution of all valid responses is depicted in Table 2. Of the 802 cable subscribers, 22 did not know the level of service they receive and one refused to answer.

Table 2: Distribution of Cable Subscribers by Level of Service

Level of Service	Frequency	Percent
Basic Service	299	38.4%
Expanded Basic Service	164	21.1%
Digital Basic Service	151	19.4%
Expanded Digital	123	15.8%
High Definition Television Basic	12	1.5%
High Definition Premium or Plus	24	3.1%
Other	6	0.8%
Total	779	100.0%

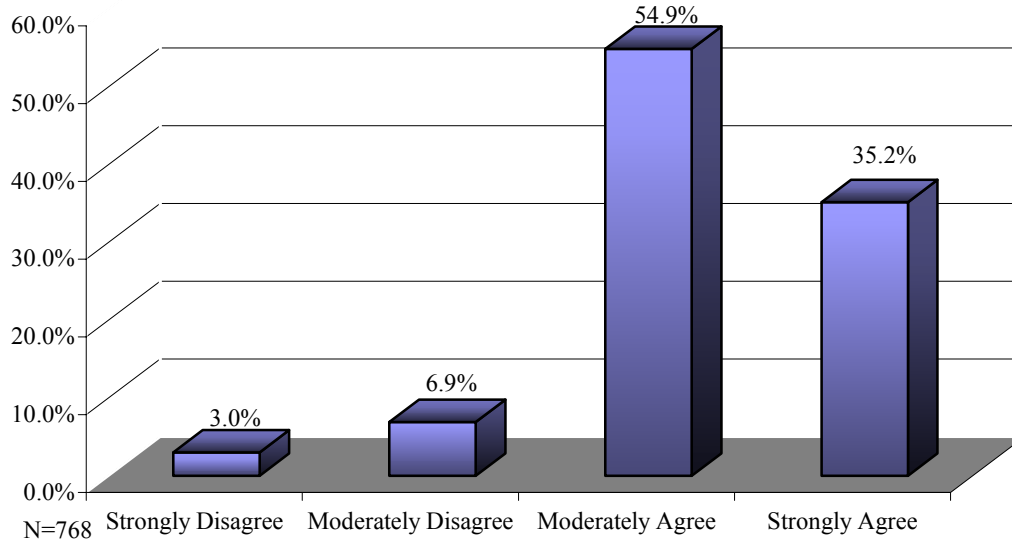
Adequacy of Programming Channels

Respondents were asked to rate the adequacy of the programming channels received in their households. The largest proportions of cable subscribers (N=375; 47.2%) indicate there are “about the right number” of programming channels and that there are “more than needed” (43.4%). Only 75 (9.4%) reported there were not enough channels.

Cable Needs are Met

All Time Warner cable subscribers were asked how strongly they agree with the statement that: “Time Warner meets my cable needs by offering the latest technology and services.” The majority (54.9%) “moderately agree” and over one-third (35.2%) “strongly agree” that Time Warner meets their cable needs. Thirty-two respondents did not know or refused to provide an answer. Figure 1 illustrates all responses to this item.

Figure 1: Time Warner Meets My Cable Needs



Satisfaction with Programming Offered

Respondents were asked to rate their satisfaction with the programming offered on Time Warner Cable. Of the 796 that did respond, the largest proportions (45.7% and 41.8% respectively) report that they are “somewhat satisfied” and “very satisfied.” Eight and seven tenths percent report that they are “somewhat dissatisfied” and only 3.8% are “very dissatisfied” with the programming. Six respondents did not know or refused to supply an answer.

Likelihood of Continuing Cable Service

On a scale from one to four, where one corresponds to “not at all likely” and four corresponds to “very likely,” respondents were asked to express the probability that they will continue to receive cable television service over the next six months. Of the 788 respondents that provided a response to this question, the majority (81.5%) report that it is “very likely” that they will continue to receive cable television service for the next six months. This is followed by 13.1% that are “somewhat likely,” 3.4% that are “somewhat unlikely” and 2.0% that are “not likely at all” to continue receiving service.

Likelihood of Continuing Cable Service by City of Residence

As shown in Table 3, cable subscribers that reside in the cities of Huntington Beach (mean= 3.82) and Fountain Valley (mean= 3.79) are more likely to continue to receive cable service over the next six months than are residents of Stanton (3.69) and Westminster (3.66). Although these differences are slight, they are statistically significant ($F(3, 787)=3.20, p<.05$).

Table 3: Mean Likelihood of continuing to receive cable television service over the next six months (“1”=Not likely at all, “4”=Very Likely)

City	N	Mean
Huntington Beach	198	3.82
Fountain Valley	199	3.79
Stanton	195	3.69
Westminster	196	3.66
Overall Mean	788	3.74

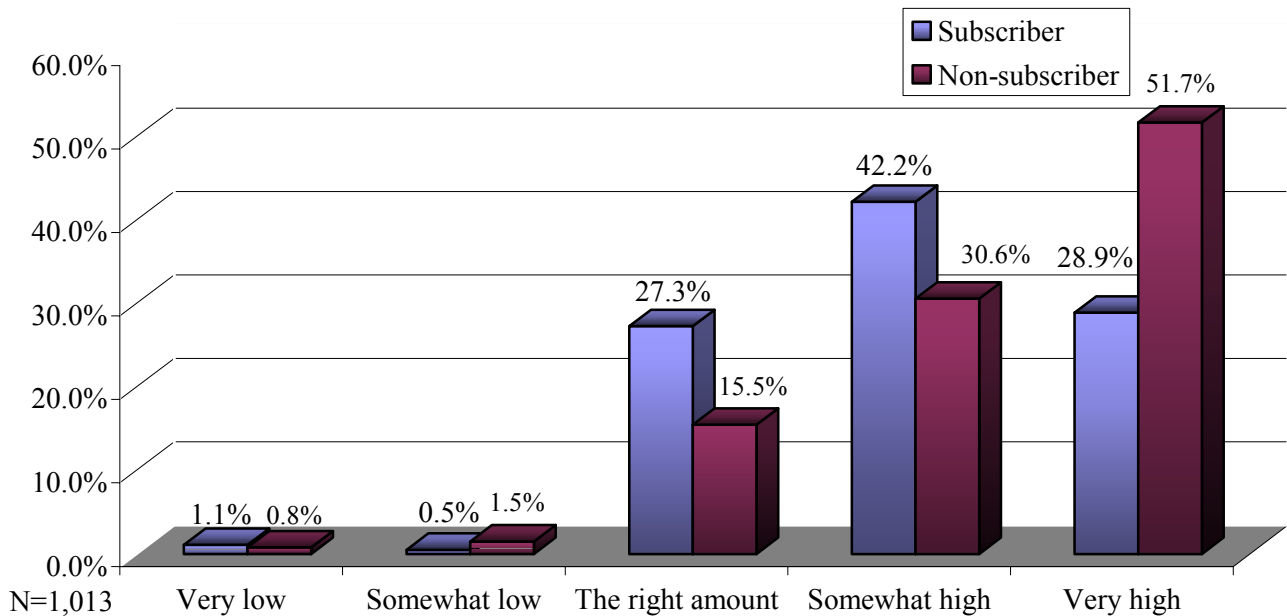
Average Monthly Fees for Cable TV Subscription

As illustrated by Figure 2, one out of five respondents (20.5%) report paying \$40 or less per month and the largest proportion of subscribers (N=298; 42.0%) pay between \$41 and \$60 per month for their cable subscription.

Figure 2: Cost of Cable Service per Month



Figure 3: How would you rate the prices charged for [your current] cable television service from Time Warner Cable?



Cable Service Fee Ratings

Figure 3 illustrates the ratings of 748 subscribers and 265 non-subscribers as to the prices charged for Time Warner Cable. As shown, few respondents in either category indicated that the prices were either “very low” or “somewhat low.” Over half (51.7%) of the non-subscribers, compared to 28.9% of subscribers, rated the price of cable television as “very high.” The distribution of all valid responses are depicted in the graph; differences between cable and non-cable subscribers are statistically significant ($\chi^2(4, 1013)=49.87, p<.001$).

Bundled Services

Cable subscribers and non-subscribers were asked if they are aware of bundled services, such as high-speed Internet access, cable TV and local phone service together in one package. Of the 1,218 survey respondents who provided an answer, nearly half (49.7%, N=605) indicated that they were aware of bundled services.

All respondents were asked, “Discounts are offered when services are bundled. Would you be interested in such bundled services if that option was available to you?” One hundred thirty-five people did not answer. Of the 1,092 valid responses, 46.8% (N=511) expressed an interest in these services.

Awareness of Bundled Services by City of Residence

Approximately 54% of the residents living in Huntington Beach and Fountain Valley are aware of bundled services. The proportion falls to 47.2% of Stanton residents and to 43.5% of Westminster residents. Table 4 summarizes these results, which are statistically significant ($\chi^2(3, 1218)=10.38, p<.05$).

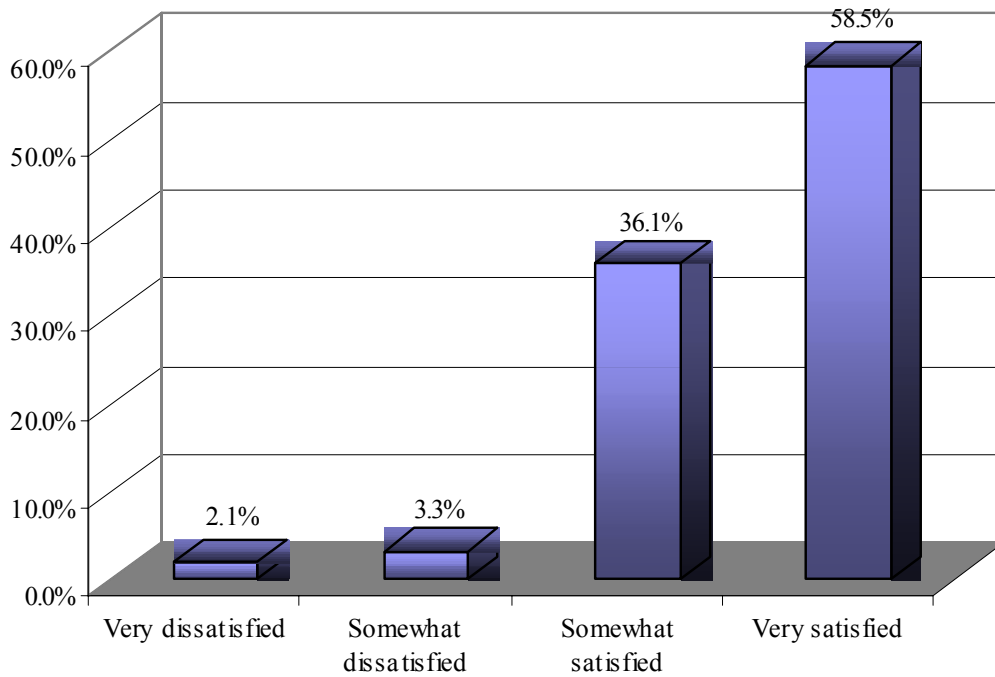
Table 4: Are you aware of bundled services offered by cable companies?

City	Yes	No	Total
Fountain Valley	160 (54.2%)	135 (45.8%)	295 (100.0%)
Huntington Beach	165 (54.1%)	140 (45.9%)	305 (100.0%)
Stanton	142 (47.2%)	159 (52.8%)	301 (100.0%)
Westminster	138 (43.5%)	179 (56.5%)	317 (100.0%)

Performance Ratings of the Cable Company

Current cable subscribers were asked to rate nine criteria that could be used to rate the performance of the cable company. Respondents indicated whether they are “Very satisfied,” “Somewhat satisfied,” “Somewhat dissatisfied,” or “Very dissatisfied” with each item. Percentages in the graphs that follow are computed based only on valid responses, omitting respondents that didn’t know, refused to answer, or could not answer (e.g., they could not rate service installation because they were not present when their service was installed). These results are presented in descending order, based upon the proportion of respondents that indicated they are “very satisfied.”

Figure 4 Satisfaction with the Service Installation



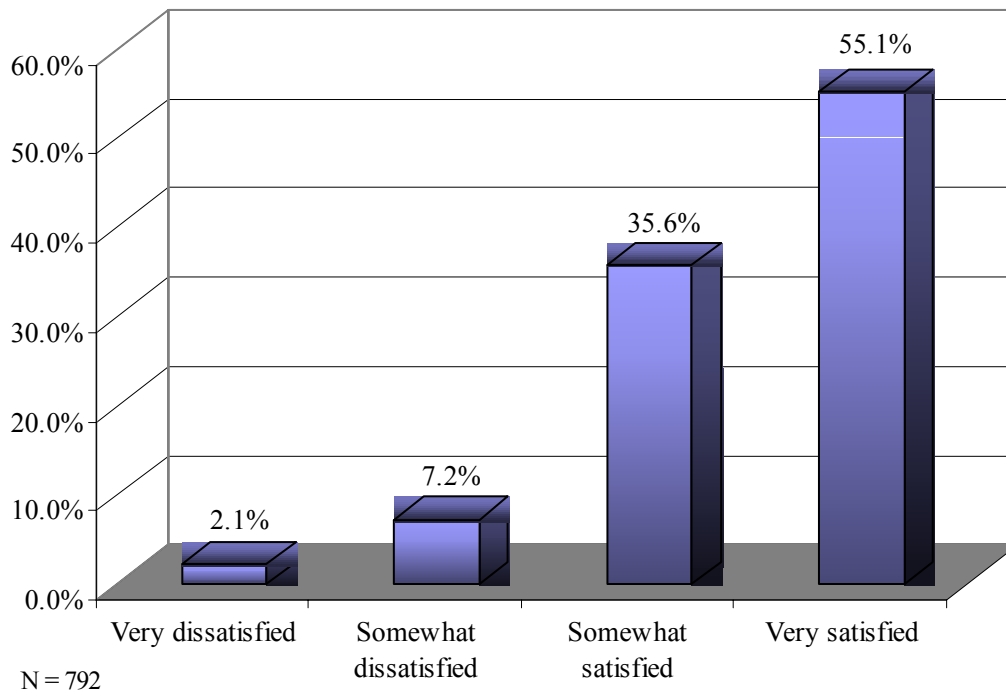
Service Installation

Seventy-two respondents could not rate service installation. As illustrated by Figure 4, of 720 respondents, 681 (94.6%) indicated that they were either very (58.5%) or somewhat satisfied (36.1%) with the installation of Time Warner's cable service.

Picture and Sound Quality

Over half of the respondents (N=436; 55.1%) indicated they were “very satisfied” with the picture and sound quality. Less than 10% (N=74) reported that they were either “somewhat dissatisfied” or “very dissatisfied” with the picture and sound quality.

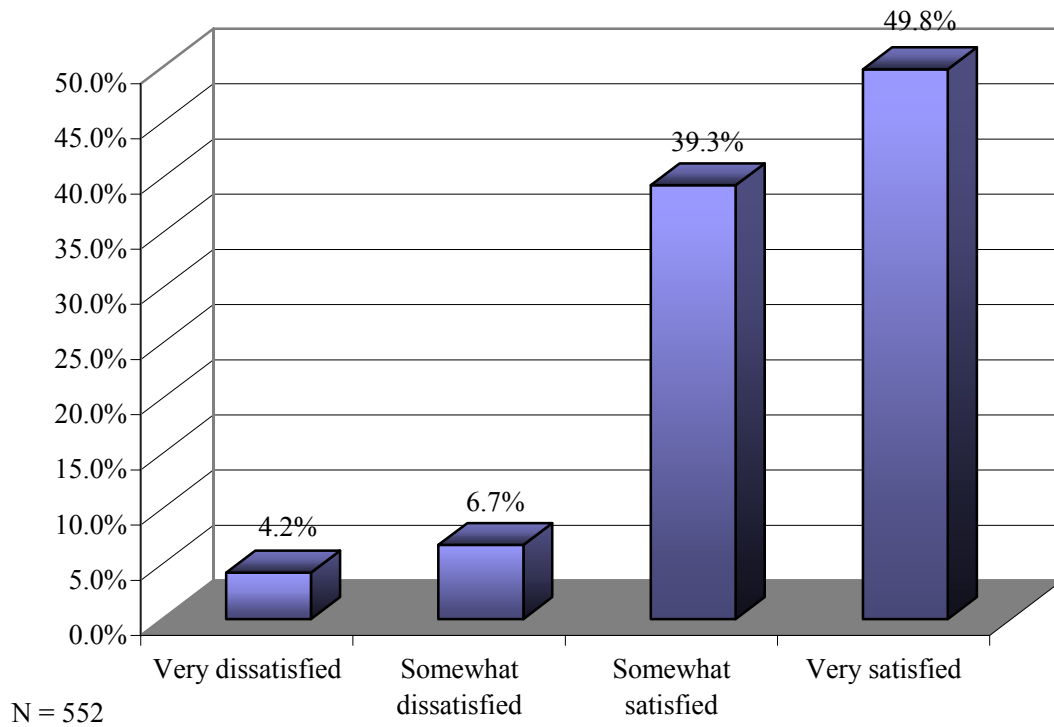
Figure 5 Satisfaction with Picture and Sound Quality



Repair Service

Two hundred and twenty seven respondents could not rate the repair service criterion. Of those who have utilized Time Warner Cable repair service, just less than half (N=275; 49.8%) reported being “very satisfied” with this service. Just a small proportion of respondents (N=60; 10.9%) reported dissatisfaction.

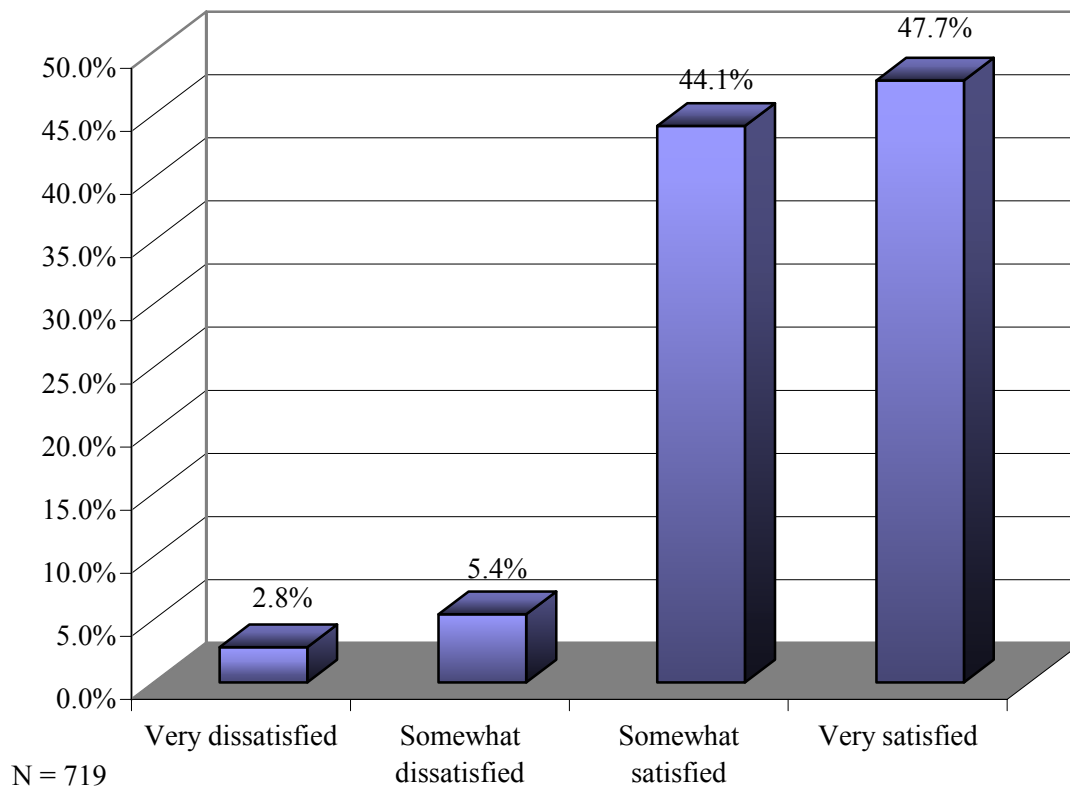
Figure 6 Satisfaction with the Repair Service



Customer Service Quality

Most respondents indicated that they were either very (47.7%) or somewhat satisfied (44.1%) with the quality of Time Warner's customer service. Sixty-six reported that this criterion is not applicable.

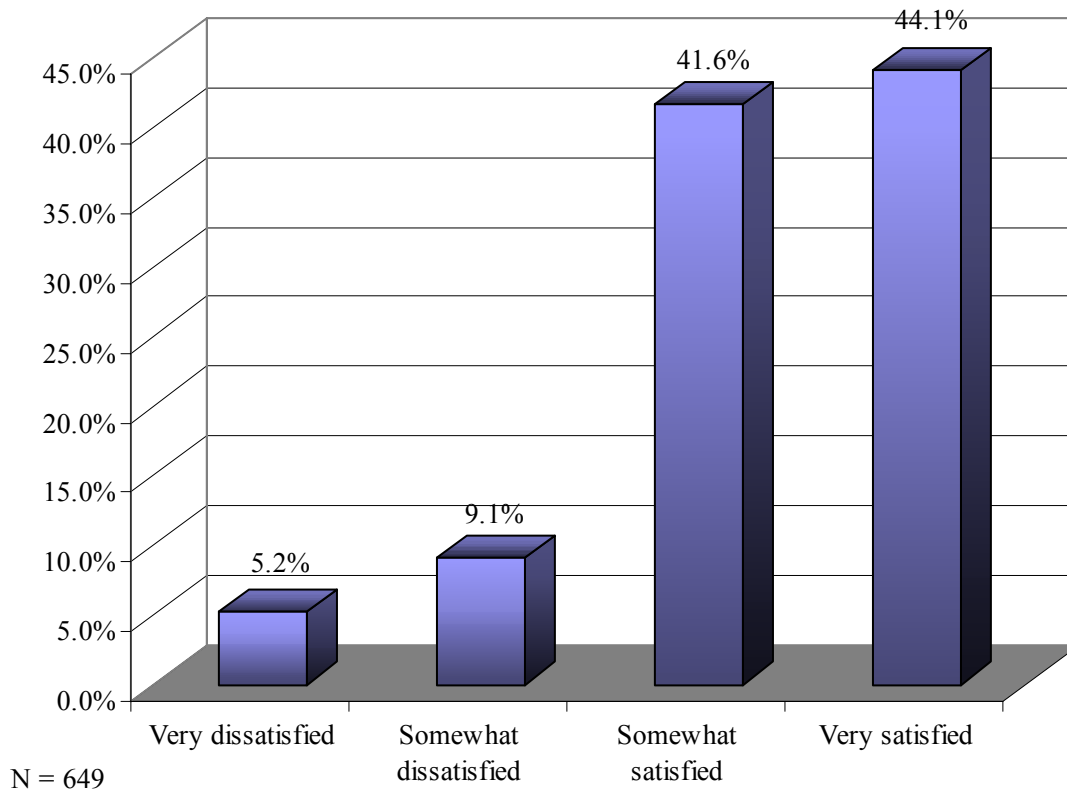
Figure 7 Satisfaction with the Quality of Customer Service



Telephone Response to Inquiries

One hundred and thirty-one respondents reported that this criterion is not applicable to them. Of the 649 who had experience with telephone inquiries and indicated their level of satisfaction, 556 (85.7%) respondents reported that they were either “very satisfied” or “somewhat satisfied.”

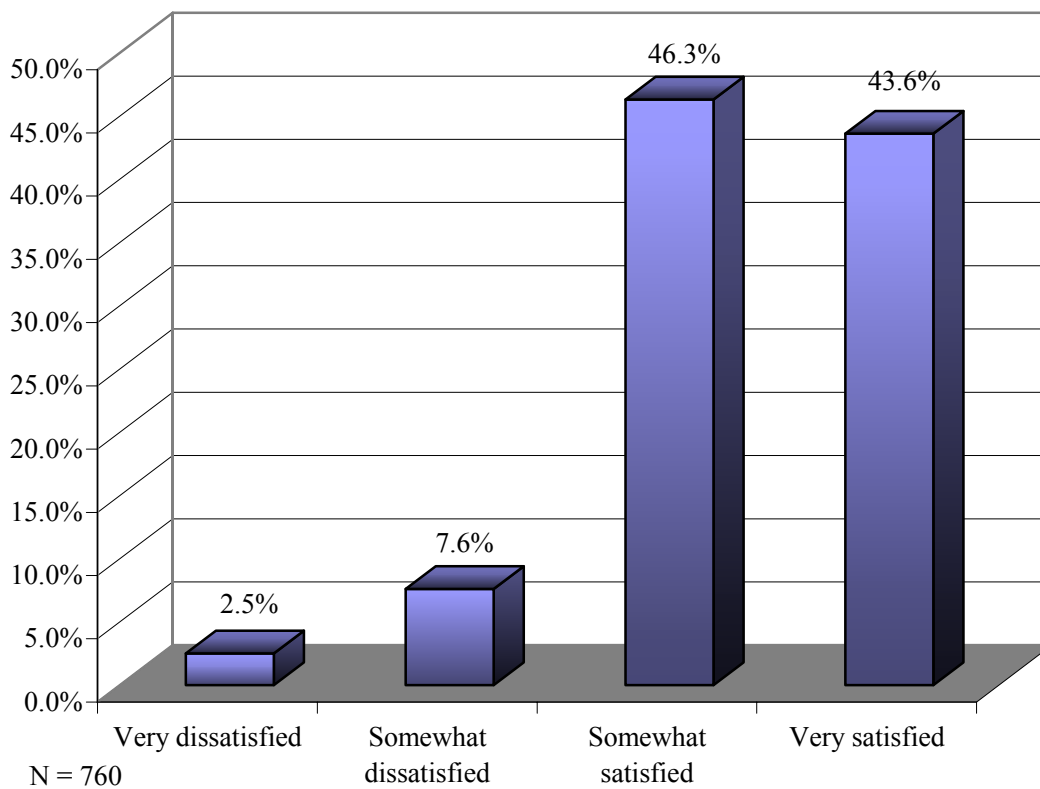
Figure 8 Satisfaction with the Telephone Responses to Inquiries



System Reliability

As illustrated by the following graphic, nine out of ten respondents (89.9%) indicated that they were either “very satisfied” (43.6%) or “somewhat satisfied” (46.3%) with the reliability of Time Warner’s system. Only 19 (2.5%) said they were “very dissatisfied.”

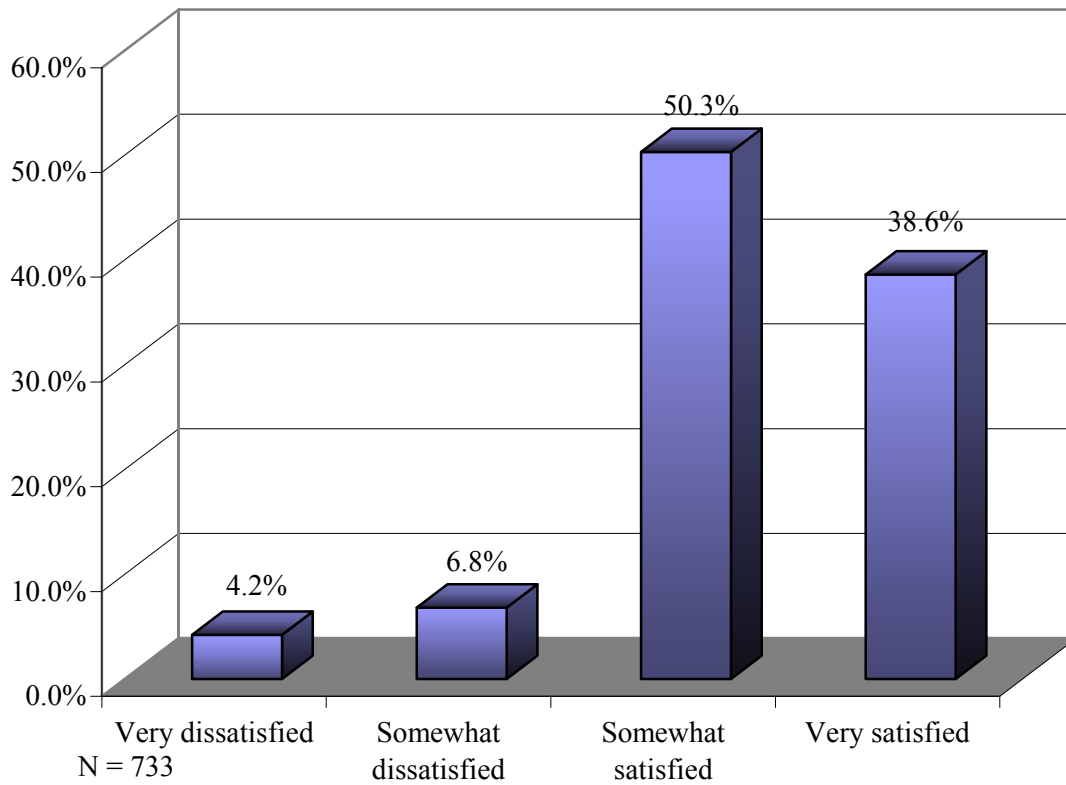
Figure 9 Satisfaction with System Reliability



Billing Practices

Of the 733 survey respondents who provided a response, the majority (88.9%) indicated that they were somewhat or very satisfied with billing practices. Eighty one (11.0%) respondents reported that they were “somewhat dissatisfied” or “very dissatisfied” with billing practices.

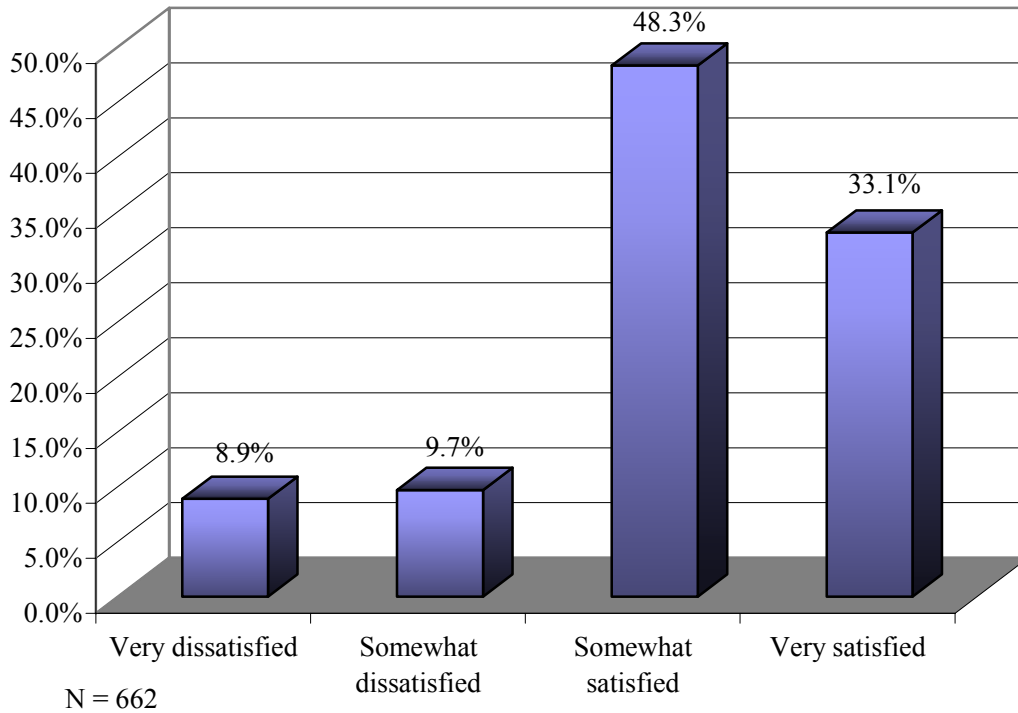
Figure 10 Satisfaction with Billing Practices



Notification of Changes

Ninety-nine respondents indicated that this criterion is not applicable. The largest proportion of 320 (48.3%) cable subscribers indicated that they were “somewhat satisfied” and 219 (33.1%) reported they were “very satisfied” with notifications regarding changes in service and/or rates. One hundred and twenty-three (18.6%) respondents indicated they were either “somewhat dissatisfied” or “very dissatisfied” with this criterion.

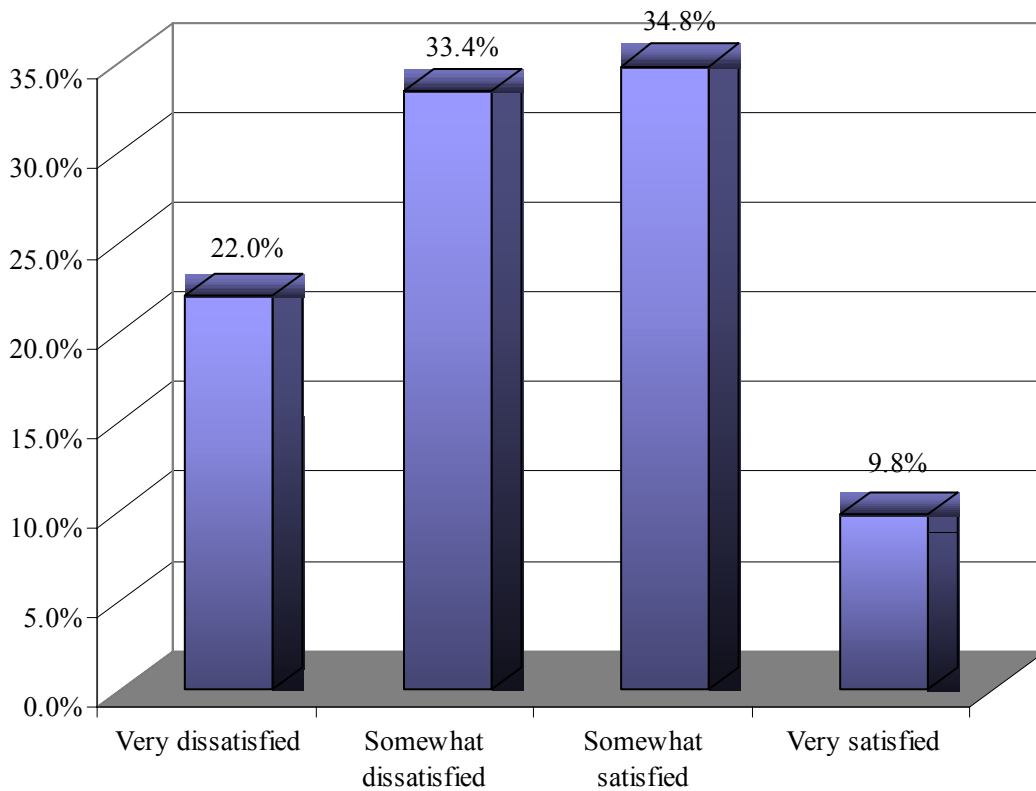
Figure 11 Satisfaction with the Notification of Changes



Cable Rates

Among all criteria, Time Warner's cable rates received the highest proportion (55.4%) of "somewhat dissatisfied" or "very dissatisfied" responses, and had the smallest proportion (9.8%) of "very satisfied" responses.

Figure 12 Satisfaction with Cable Rates



N = 758

CHANNEL 3, THE GOVERNMENT ACCESS CHANNEL

Time Warner cable subscribers in all four cities (N=802) rated the importance of a local cable channel featuring programming related to organizations, events, schools, and government and community issues. All subscribers were also asked several questions about funding for production equipment and operating costs to keep this channel on the air. Responses to these survey questions are presented first.

Next, awareness of Channel 3, the Government Access Channel, was assessed among all subscribers. Huntington Beach, Fountain Valley, and Stanton residents view HBTV 3 and Westminster residents view WTV 3, and these results are depicted separately. Subscribers aware of the Government Access Channel (N=615) were asked how they first learned about it, how often it is viewed in their households, about their interest in seeing Channel 3 streamed over the City's website, and what might be done to encourage household members to watch the channel more frequently.

Again, of those aware of Channel 3, Huntington Beach residents (N=183) and Westminster residents (N=164) were asked separate questions about HBTV 3 and WTV 3, respectively. Fountain Valley (N=152) and Stanton residents (N=116) were asked four questions, primarily dealing with their desire for city-specific programming since they currently receive the City of Huntington Beach's programming on Channel 3. Fountain Valley residents were asked if they would like the City to broadcast City Council meetings. Accordingly, survey results are presented first for Huntington Beach residents, followed by Westminster and then Fountain Valley/ Stanton.

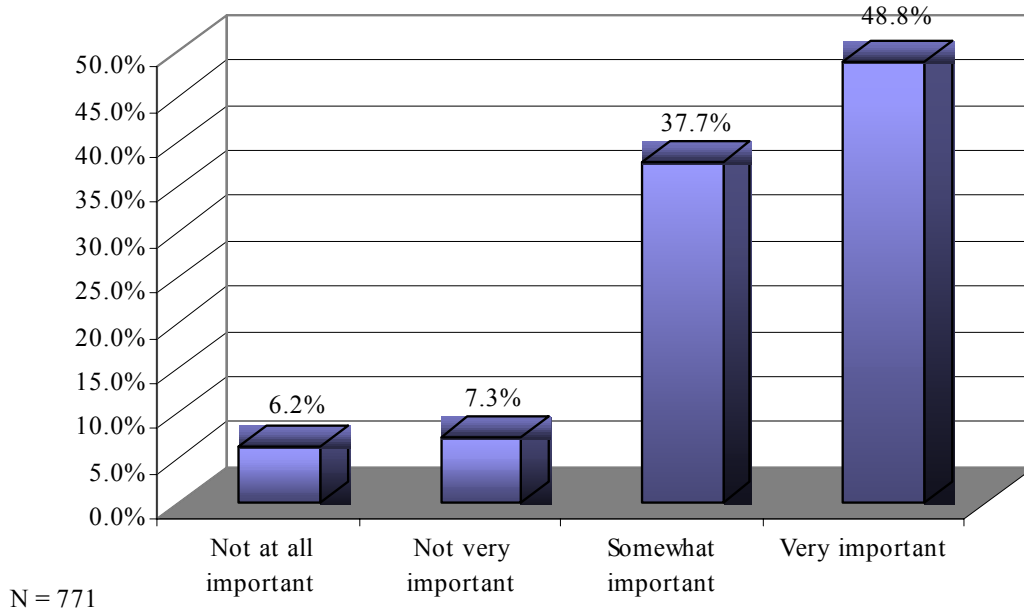
Please note that for all analyses, the N's will deviate from the number of subscribers interviewed in each city, because only valid responses are reported. In other words, those respondents that did not know, did not respond, or refused are not included.

All Time Warner Cable Subscribers

Importance of a Channel that Features City Issues

Respondents were asked how important they think it is to have a local cable channel that features their city's residents, organizations, events, schools, government and community issues. As illustrated by Figure 13, of the 771 valid responses, just less than half of all respondents (N=376; 48.8%) indicated it is "Very important" and 37.7% (N=291) "Somewhat important." [Figure 13 is new]

Figure 13: Importance of Channel that Features Local Community Issues



Funding as a Proportion of the Cable Bill

Respondents were asked how much of their monthly cable bill they thought should go to their city to support programming about organizations, events, schools, government and community issues on Channel 3. One-hundred and fifty-three respondents did not provide a response to this question. Over three quarters (N=495, 76.3%) of respondents agreed to support Channel 3 (the second through fifth rows of Table 5 combined) and less than one quarter (N=154; 23.7%) indicated they did not want any amount of their cable bill to subsidize the city. Table 5 summarizes these results.

Table 5: Amount of Funding that Should Support Programming

Amount per Month	Frequency	Percent
Nothing	154	23.7%
\$0.01 to \$0.24	117	18.0%
\$0.25 to \$0.49	111	17.1%
\$0.50 to \$0.74	94	14.5%
\$0.75 or more	173	26.7%
Total	649	100.0%

Subscriber Views Regarding Payment

Respondents were asked which of three statements best described their views with regard to paying for new facilities, equipment, and coverage of local issues by Channel 3. One-hundred and thirty respondents did not provide an answer to this question. Of the 672 valid responses, the largest proportion (N=287; 42.7%) believe their local government should use its general revenues to subsidize government programming. Two hundred and thirty-five (35.0%) expressed the opinion that the cable company should pay for these improvements for government programming, and 150 (22.3%) did not believe any more money should be spent to improve government programming.

Table 6: Subscriber Views Regarding Payment

	N	%
Local government should pay	287	42.7%
Cable company should pay	235	35.0%
Should not spend any money	150	22.3%
Total	672	100.0%

The 150 respondents that agreed that, “we should not be spending any more money to improve government programming,” were asked what should be done if government officials decided that more money was going to be spent on government programming. Here, a majority of the 118 valid responses (N=73; 61.9%) indicated that their local government should use its general revenues to subsidize improvements to government programming, and 45 (38.1%) believe the cable company should pay for these improvements, if they are going to be made. These results are summarized in Table 7.

Table 7: Subscriber Views Regarding Payment

	N	%
Local government should pay	73	61.9%
Cable company should pay	45	38.1%
Total	118	100.0%

Respondent Awareness of the Government Access Channel

Of the 797 cable subscribers that provided an answer to this item, the majority (N=615; 77.2%) indicated that they were aware that their city had its own Government Access Channel on the Time Warner Cable system. Only these individuals were asked additional follow-up questions about the Government Access Channel.

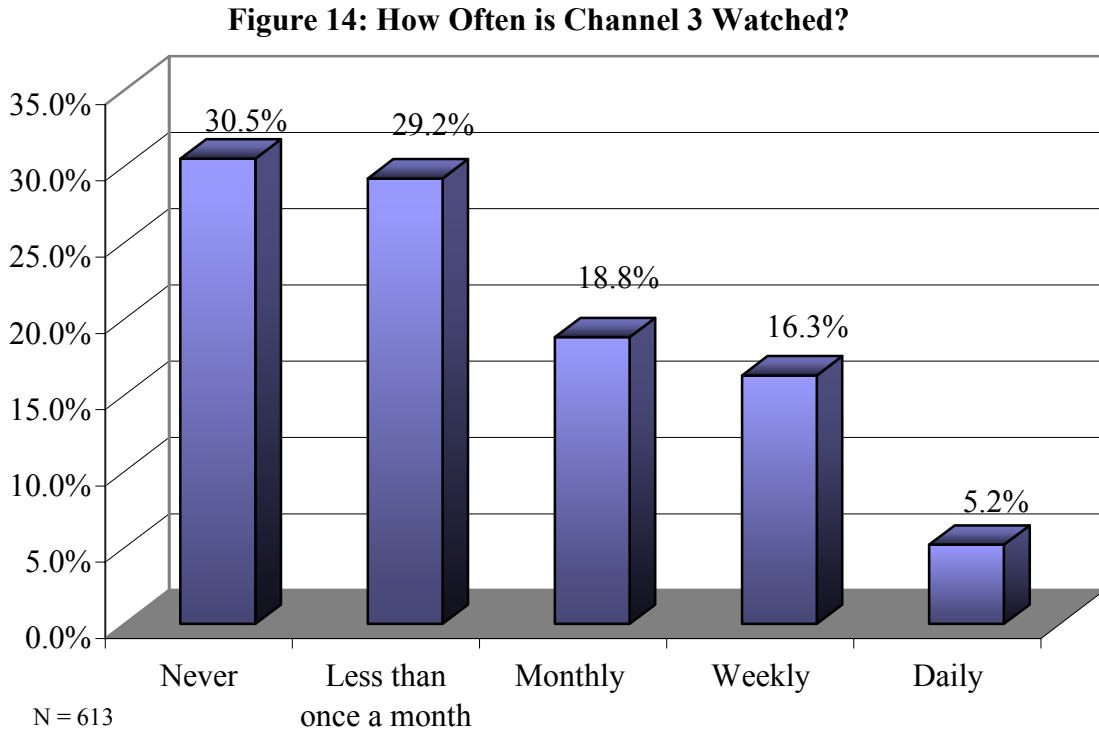
How Government Access Channel was Discovered

A large proportion of respondents (N=506; 85.0%) that reported being aware of Channel 3 learned about it by “channel surfing, or using the remote control.” Thirty-

eight (6.4%) heard about it by word of mouth from friends, and 17 (2.9%) learned about it from the TV Guide channel or the preview guide. Twenty respondents did not provide an answer to this question.

How Often Government Access Channel is Viewed

Figure 14 illustrates the frequency of viewing among the 615 respondents that are aware of channel 3. Approximately seven out of ten respondents (69.5%, N=426) report that they do watch the Government Access Channel. Close to one-third (30.5%) of the 613 valid responses “Never” watch Channel 3 and a slightly smaller proportion (29.2%) watch it “Less than once a week.” Only 32 (5.2%) watch the city’s Government Access Channel “Daily.”



Factors that May Increase Viewing

Respondents were given a list of options that might encourage members of their household to watch Channel 3 more frequently. Almost half (N=267; 47.5%) of all respondents indicated that having a programming guide or knowing what was on would increase viewing of Channel 3 by household members. Two hundred and fifty three (45.0%) selected expanding the variety of programming content and three out of ten

(29.4%) respondents selected “None of the above.” As respondents were able to provide more than one response to this question, the total percentage exceeds 100% and is not included in the table.

Table 8: Would you say that members of your household would watch Channel 3 more frequently if:

Preferences and Changes	Frequency	Percent
Had a programming guide or knew what was on	267	47.5%
Variety of programming content was expanded	253	45.0%
Quality of production was improved	174	31.0%
Other changes made	35	6.2%
None of the above	165	29.4%

Streaming the Government Access Channel

Over one-third of the 418 (N=155; 37.1%) survey respondents residing in each city except Stanton that are aware of Channel 3 indicated they would be interested in seeing Channel 3 streamed over the city’s website.

Huntington Beach Channel 3 Viewing Habits

Types of HBTV 3 Programming Watched

The following table depicts the programs viewed by Huntington Beach residents that watch Channel 3. About 65.7% indicated watching “city council meetings,” 50.3% watch the “Fourth of July parade,” and 41.4% report watching the “bulletin board.” As respondents were able to provide more than one response to this question, the total percentage exceeds 100% and is not included in the table.

Table 9: Types of HBTV 3 Programming Watched

Programs	Frequency	Percent
City Council meetings	119	65.7%
Fourth of July Parade	91	50.3%
Bulletin Board	75	41.4%
Out and About in Huntington Beach	61	33.7%
HB Report	52	28.7%
Election-Candidate Coverage	50	27.6%
Your City Your Issues	50	27.6%
City Festival Coverage-Special Events	45	24.9%
HB Library Concert Series	34	18.8%
None	33	18.2%
Goldenwave	11	6.1%
Other	7	3.9%

Limitations on Current Programming

Recently the City of Huntington Beach decided to broadcast only City Council and Planning Commission meetings. All other programming was eliminated. Almost six out of 10 (59.0%) respondents did not agree with the decision but fifty-seven (41.0%) of the 139 valid Huntington Beach respondents did agree. Forty-four of the Time Warner Cable subscribers that live in Huntington Beach that are aware of the Government Access Channel did not provide a response to this question.

Value

Huntington Beach respondents were asked to compare the value of Channel 3 to several other public information channels. Compared to C-SPAN or PBS, the largest proportion of respondents rated the Government Access channel as more valuable. Channel 3 is deemed less valuable when compared to California Channel or Court TV, however.

Table 10: Channel 3 Compared to Other Public Information Channels

Government Channel is....	C-Span	Court TV	California Channel	PBS
Less Valuable	34 (21.5%)	67 (41.9%)	42 (12.3%)	21 (12.3%)
More Valuable	79 (50.0%)	58 (36.3%)	9 (10.6%)	121 (70.8%)
Same Value	45 (28.5%)	35 (21.9%)	85 (40.0%)	29 (17.0%)

Second Audio Program

The Second Audio Program (SAP) is the Spanish language translation service that is offered when viewing City Council Meetings. Only three (1.6%) out of all 183 respondents from Huntington Beach indicated they, or a member of their household, use this service.

Westminster Channel 3 Viewing Habits

Types of WTV 3 Programming Watched

Table 11 depicts the WTV 3 programs viewed by Westminster residents that watch Channel 3. About 64.8% indicate watching “city council meetings,” 41.5% watch “summer concerts in the park,” and 40.9% report watching the “video bulletin board.” One out of five (21.4%) watch none of the listed programs. As respondents were able to provide more than one response to this question, the total percentage exceeds 100% and is not included in the table.

Table 11: Types of WTV 3 Programming Watched

Program	Frequency	Percent
City Council Meeting	103	64.8%
Summer Concerts in the Park	66	41.5%
Video Bulletin Board	65	40.9%
Spring Festival	53	33.3%
Senior Center Volunteer Recognition	44	27.7%
Seasonal Updates	36	22.6%
School District Variety Show	35	22.0%
Annual Tree Lighting	31	19.5%
Home Decorating Contest	31	19.5%
Senior Center Christmas Party	22	13.8%
Reflections Program	19	11.9%
Mayor's Ball	19	11.9%
Annual Reflections Program	14	8.8%
Other	2	1.3%
None	34	21.4%

Other Types of Programs on WTV 3

Only 26 (17.3%) of the respondents reported they would like to see other types of programs on Channel 3 more often (14 respondents did not provide an answer to this question).

Fountain Valley and Stanton

Preferences

Respondents from Fountain Valley and Stanton were asked about preferences regarding government programming. Three quarters (74.7%) of Fountain Valley residents and 64.7% of Stanton residents indicated they would watch Channel 3 more often if *city-specific* events and issues were covered.

In addition, both Fountain Valley and Stanton respondents were asked their opinions regarding program and broadcast types for Channel 3. The majority of respondents supported the suggestions offered to them. Table 12 summarizes the results.

Table 12: Viewer Preferences for Channel 3

Question	Yes	
	Frequency	Percent
Would you like the city to offer government programming?	172	71.1%
Would you like city information to be listed on a Channel 3 community bulletin?	219	86.6%
Would you like to continue to receive the City of Huntington Beach’s programming on Channel 3?	152	74.1%

City Council Meetings (Fountain Valley only)

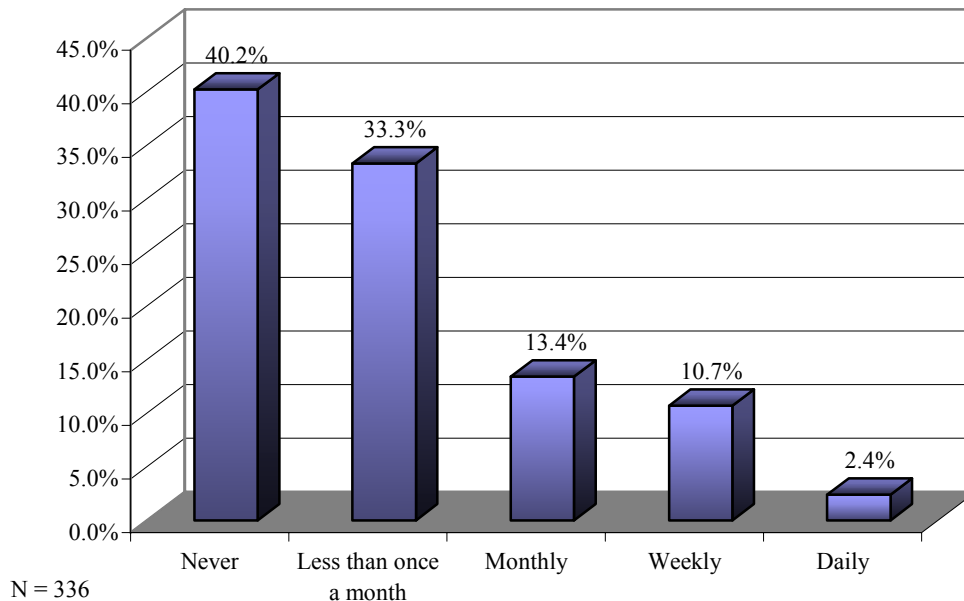
Almost three-fourths (72.5%) of all Fountain Valley respondents answered positively when asked if they would like the city to broadcast City Council Meetings.

CHANNEL 6: COMMUNITY ACCESS CHANNEL AND CHANNEL 95: EDUCATION ACCESS CHANNEL

Awareness and Actual Viewing

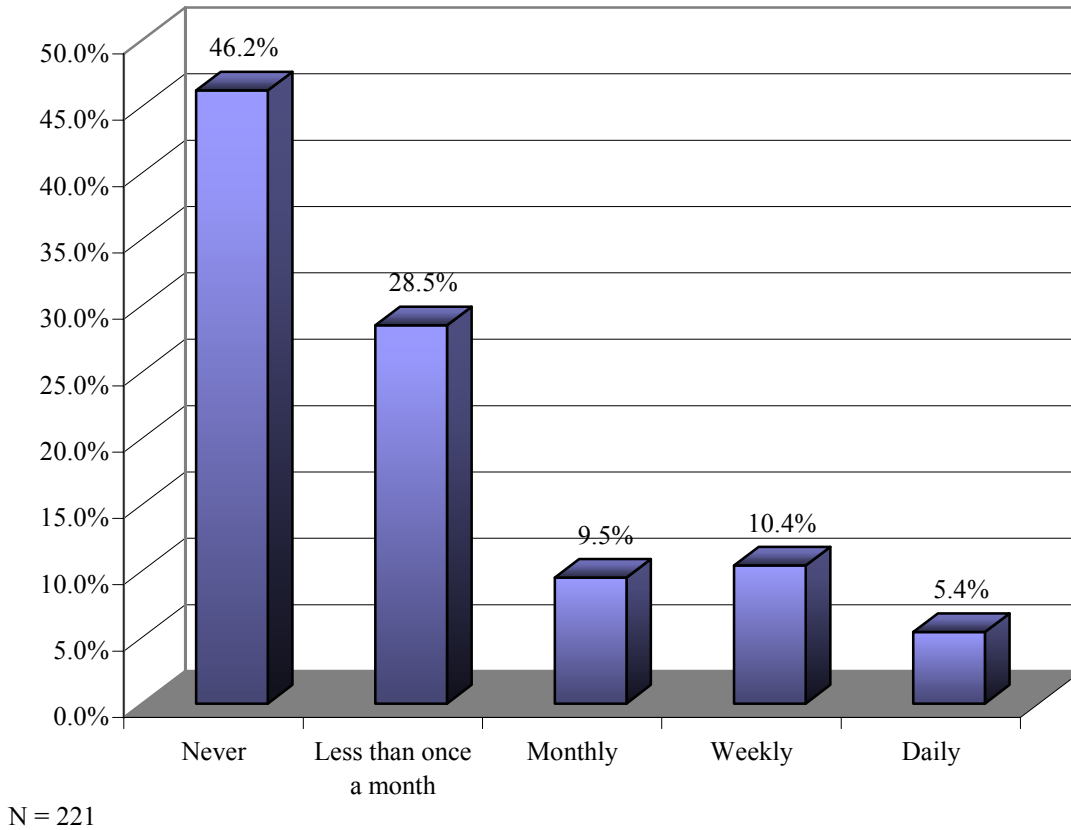
All Time Warner Cable subscribers were asked if they were aware of the Community Access Channel, Channel 6. Of the 783 valid responses, 43.3% report they are aware of the channel. However, of those aware of Channel 6, 40.2% (N=135) indicate the channel is never watched in their households. One third watch it “Less than once a month,” and the smallest proportion of respondents (N=8; 2.4%) watch it daily.

Figure 15: Viewing of Channel 6



Cable subscribers were also asked if they are aware of the Education Access Channel, Channel 95. Slightly over one quarter (28.4%, N=223) report they are aware of the channel. Of the 221 valid responses, 102 (46.2%) never watch it in their households, and again, the smallest proportion (5.4%; N=12) watch the channel daily.

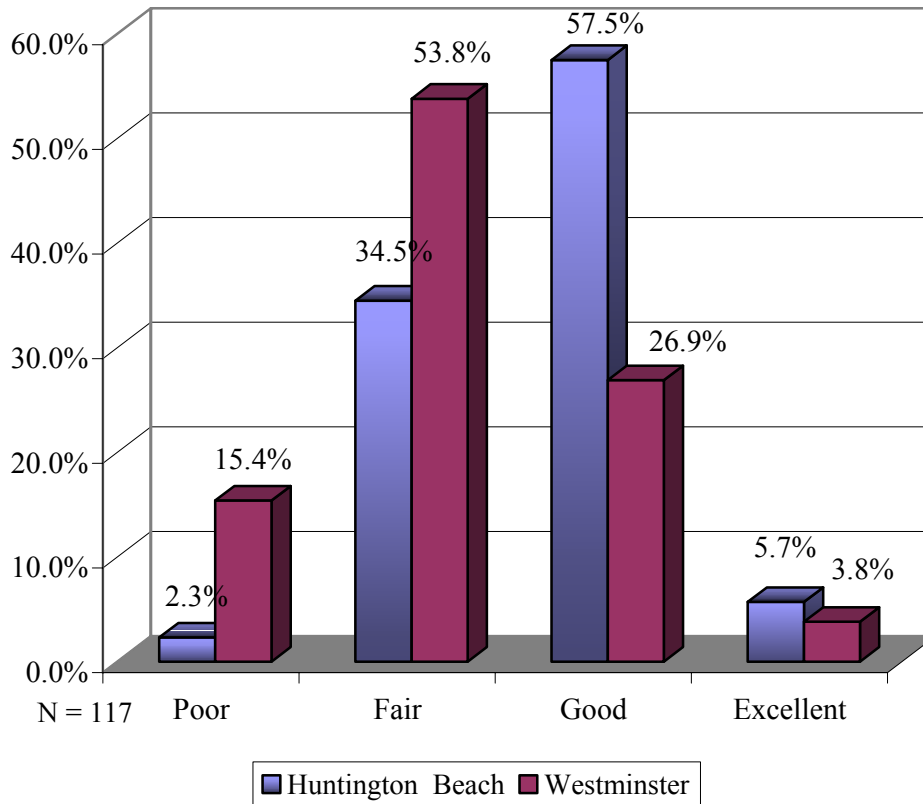
Figure 16: Viewing of Channel 95



City Websites (Huntington Beach and Westminster only)

Huntington Beach and Westminster residents were asked if they have visited their city’s website. Almost half (N=102; 46.2%) of Huntington Beach residents have done so as opposed to only 13.8% (N=27) of Westminster residents. These respondents were asked to rate their city’s websites. As indicated by the graphic below, the Huntington Beach City website is generally perceived to be superior, but the small number of Westminster residents providing ratings (N=26) may not produce a stable estimate of the overall population.

Figure 17: Quality of the City's Website



PERSONAL COMPUTER USE

Number of Personal Computers

All survey respondents, regardless of whether they currently subscribe to cable TV, were asked how many personal computers, both desktop and laptop, they have at home. Twelve respondents did not supply an answer. Those that report having one personal computer make up the largest proportion (41.3%, N=502). All responses are presented in Table 23.

Table 13: Distribution of the Number of Personal Computers In Your Household.

Number of PCs	Frequency	Percent
None	227	18.7%
1	502	41.3%
2	254	20.9%
3	139	11.4%
4	50	4.1%
5 or more	43	3.7%
Total	1,215	100.0%

Number of Personal Computers by City of Residence

Fountain Valley residents report the highest average number of computers (2.14) and Westminster the smallest (1.74); differences are statistically significant ($F(3, 988)=7.27, p<.01$). Only respondents with one or more computers are included in the analysis below.

Table 14: Number of personal computers in your household.

City	Frequency	Mean
Fountain Valley	257	2.14
Huntington Beach	267	1.91
Stanton	208	1.84
Westminster	256	1.74
Total	988	1.91

Internet Access

Respondents who report having at least one computer at home (N=988), and those that refused to indicate how many computers they have at home (N=12), were asked if they connect to the Internet from home. Of the 1,000 respondents asked, 955 provided an answer. Of these, only 74 (7.7%) report they have no Internet access.

Another way to look at this is to categorize respondents into three groups: 1) Those with no computer at home, 2) Those with a computer at home but no Internet access, and 3) Those with a home computer with Internet access. This three-level variable is presented below, omitting invalid responses such as “don’t know” and “refused.”

Table 15: Personal Computer and Home Internet Access

Reasons	Frequency	Percent
No personal computer	227	19.3%
Personal computer, no Internet access	74	6.2%
Personal computer, Internet access	874	74.5%
Total	1,175	100.0%

Internet Access and City of Residence

As indicated by Table 16, over 80% of Huntington Beach and Fountain Valley residents have at least one computer in their residence with Internet access. Although the majority of Stanton (62.5%) and Westminster (69.9%) residents also have Internet access, a much higher proportion of residents in these cities report not having a home computer (32.0% for Stanton and 20.3% for Westminster). Differences between cities are statistically significant ($\chi^2(6, 1175)=59.15, p<.001$).

Table 16: Personal Computer and Home Internet Access by City of Residence

	Huntington Beach	Fountain Valley	Stanton	Westminster
No personal computer	39 (13.0%)	33 (11.8%)	93 (32.0%)	62 (20.3%)
Personal computer, no Internet access	17 (5.7%)	11 (3.9%)	16 (5.5%)	30 (9.8%)
Personal computer, Internet access	243 (81.3%)	235 (84.2%)	182 (62.5%)	214 (69.9%)
Total	299 100.0%	279 100.0%	291 100.0%	306 100.0%

Reasons for Lack of Internet Access at Home

The 74 respondents with a computer but no Internet access were asked why they do not currently have an Internet connection at home. Of the 68 who provided an answer, 25 (36.8%) report that they do not have Internet access because they are not interested in it or would not use it. Twenty-one (30.9%) specified cost as the reason for not connecting to the Internet, and only four (5.9%) report having access to the Internet from work or school. Three (4.4%) respondents indicate that the Internet connection is too slow. The sum of the percentages in Table 17 exceeds 100% because some respondents provided more than one response.

Table 17: Reasons for not having an Internet Connection

Reasons	Frequency	Percent
Not interested or wouldn't use	25	36.8%
Cost	21	30.9%
Use Internet at work or school	4	5.9%
Connection speed	3	4.4%
Other	21	30.9%

Plans to Obtain Access at Home

Of the 74 respondents who report they do not have an Internet connection in their homes, the majority (59.5%, N=44) plan to obtain Internet access within three years, 19 (25.7%) do not, and eleven (14.9%) respondents are unsure.

Internet Connection

How Respondents Connect to the Internet

Respondents with at least one computer in the household, and those that refused to indicate the number of computers owned, were asked how, if at all, they connect to the Internet. As noted, 74 respondents have no home Internet connection; 45 respondents did not answer the question, leaving 881 valid responses. As shown in Table 18, connection via cable was the most common choice (35.0% of respondents), followed closely by a shared telephone line (32.5%). Respondents could select more than one connection type so percentages total more than 100%.

Table 18: Type of Internet Connection

Connection	Frequency	Percent
Cable	309	35.0%
Shared telephone line	287	32.5%
DSL	222	25.1%
Dedicated Line	67	7.6%
Wireless	21	2.3%
ISDN	3	.3%
Other	9	1.0%

How Respondents Connect to the Internet by City of Residence

To examine differences in how city residents connect to the Internet, each of the seven possible Internet connections listed in Table 18 were analyzed by city of residence. The only significant finding concerns the proportion of residents that connect via cable. Forty percent of Fountain Valley residents, compared to 31.4% of Huntington Beach, 28.6% of Westminster, and 28.1% of Stanton residents connect to the Internet via cable ($\chi^2(3, 955)=10.01, p<.05$).

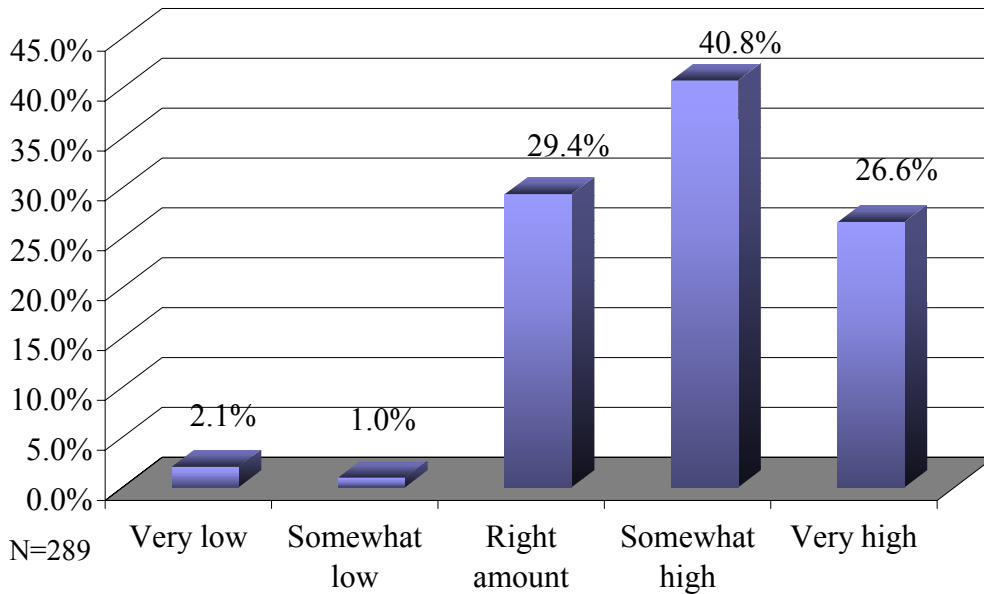
Time Warner Cable Monthly Internet Access Cost

Time Warner Internet cable subscribers were asked to indicate their household's average monthly Internet service cost. The average cost reported is \$45.78. The minimum amount reported is \$7.00 and the maximum is \$200.00. The modal, or most frequently reported amount is \$40.00.

Rating of Prices Charged for Time Warner Cable Internet Access

Time Warner cable Internet subscribers were asked to rate the price charged for their Internet access. Twenty respondents did not provide a response, leaving 289 valid responses. The largest proportion (40.8%) rated the price “somewhat high,” while approximately equal proportions rated the price charged for their Internet access as the “right amount” (29.4%) and “very high” (26.6%). Only three people rated the price “somewhat low” and six rated it “very low.” Figure 18 illustrates the proportion of responses for all choices. No significant differences by household ethnicity, city of residence, or primary language spoken at home are noted.

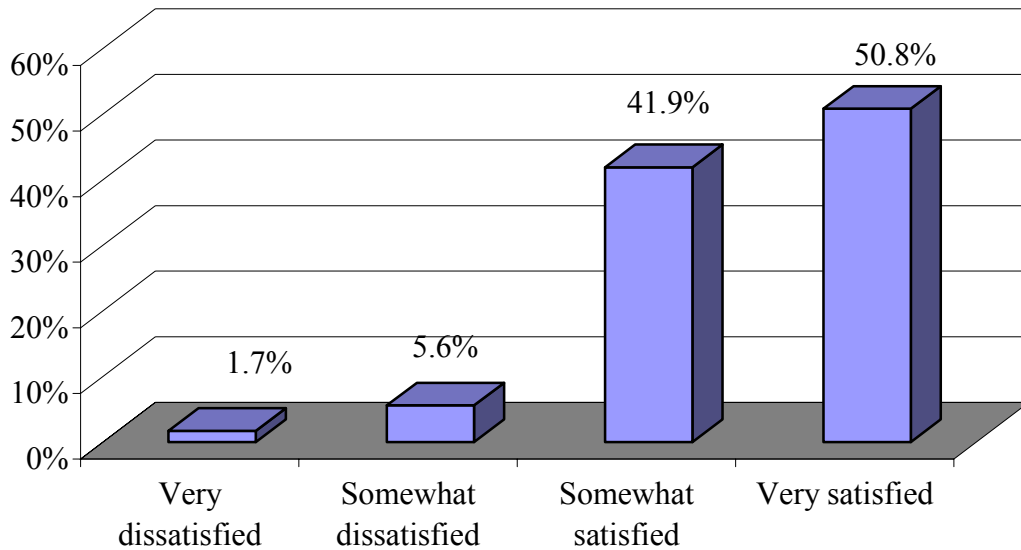
Figure 18: Rate the Price Charged for Your Internet Access



Satisfaction with Time Warner Cable Internet Access

Cable Internet subscribers rated their level of satisfaction with their household’s service. As illustrated in Figure 19, 50.8% of the respondents are “very satisfied,” followed by 41.9% that are “somewhat satisfied.” No significant differences are noted based on household demographics.

Figure 19: Satisfaction with Internet Access



Problems with Time Warner Cable Internet Access

Respondents were asked to identify what, if any, problems their household has with their cable Internet access service. Of the 309 asked, ten did not respond. Of the 299 valid responses, 171 (57.2%) indicated that they do not have any problems. The most common problems reported, as depicted by Table 19, are disconnects (30.4%), slow speed (28.1%), getting access (27.3%), and the cost (24.2%). A total percentage is not given since respondents could identify more than one problem.

Table 19: Type of problem with Internet access.

Type of Problem with Internet Access	Frequency	Percent
Disconnects	39	30.4%
Speed/ too slow	36	28.1%
Getting access (busy signals)	35	27.3%
Cost	31	24.2%
Response to maintenance needs	10	7.8%
Installation problems	5	3.9%
Billing Problems	4	3.1%
Other	20	15.6%

RESPONDENT DEMOGRAPHICS

Gender

At the conclusion of each survey, interviewers coded respondent gender. Of the 1,227 completed interviews, 669 (54.5%) were completed with females and 553 (45.1%) with males. Interviewers were unable to identify by voice the gender of five (0.4%) respondents.

Age

Respondents averaged 47.9 years of age, and the median age (the point above which and below which half the values lie) is 46. The age distribution, as presented in Table 20, reflects a quartile split (the division of the distribution into four approximately equal groups). One hundred and three (8.4%) of the 1,227 respondents declined to state their age and are omitted from the calculation of proportions in Table 20.

Table 20: Age Category

Age	Frequency	Percent
18 to 35	301	26.8%
36 to 46	264	23.5%
47 to 60	291	25.9%
61 and older	268	23.8%
<i>Total</i>	1,124	100.0%

City of Residence

The SSRC completed interviews with 200 Time Warner subscribers in each city and a total of 400 non-subscribers across the four cities. The sample was managed to ensure that approximately 100 non-subscribers in each city were surveyed. Thus, the final distribution of respondents is approximately 300 in each city, as shown in Table 21.

Table 21: City of Residence

Educational Attainment	Frequency	Percent
Westminster	319	26.0%
Huntington Beach	308	25.1%
Stanton	303	24.7%
Fountain Valley	297	24.2%
Total	1,227	100.0%

Household Size

The average household size is 3.1, and the most frequent, or modal response, is two. Table 23 presents the distribution of household size. Forty-three of 1,227 respondents declined to answer this question.

Table 23: Distribution of the Sample by Household Size

Household Size	Frequency	Percent
1	184	15.5%
2	344	29.1%
3	222	18.8%
4	225	19.0%
5	110	9.3%
6	56	4.7%
7 or more	43	3.6%
Total	1,184	100.0%

Household Members Under 18 Years

More than half (53.4%) of the survey respondents that answered this question (216 did not provide a response) reported that they do not have household members younger than 18. Among the 471 respondents with children, responses ranged from one to seven household members younger than 18, with an average of 1.9. The most frequent, or modal, response is two. Table 24 presents the distribution of all responses.

Table 24: Number and Proportion of Household Members Younger than 18 Years

Household Members Below 18 Years of Age	Frequency	Percent
1	178	37.7%
2	185	39.2%
3	73	15.4%
4	25	5.3%
5	9	1.9%
6	0	--
7	1	.2%
Total	471	100.0%

Race/Ethnicity of Respondents and Household Members

The largest racial/ethnic group in our sample is White/ Caucasian (62.8%). Respondents of Latino/ Hispanic ethnicity comprise 17.4%, Asians 13.7%, and Black/ African Americans only 0.9% of the four-city sample. Sixty-three of the 1,227 respondents did not disclose their racial/ethnic background.

Survey respondents were also asked to characterize the racial/ ethnic background of the other members of their household. These data are presented in Table 25 as well. As shown, the racial/ethnic distribution of household members closely matches that of all survey respondents. Respondents living alone were not asked this question and are omitted from the table, along with respondents that did not provide a response.

Table 25: Racial/Ethnic Distribution of Sample Respondents and Household Members

Race/Ethnicity	Respondent Frequency (Percent)	Household Frequency (Percent)
White/Caucasian	731 (62.8%)	546 (55.6%)
Latino/Hispanic	202 (17.4%)	196 (20.0%)
Asian/Pacific Islander	159 (13.7%)	147 (15.0%)
Mixed Ethnicity	31 (2.7%)	54 (5.5%)
Other	30 (2.6%)	27 (2.7%)
Black/African American	11 (0.9%)	12 (1.2%)
Total	1,164 (100.0%)	982 (100.0%)

Respondents' Race/Ethnicity by City

The distribution of respondent race/ethnicity is significantly different across the four cities. As presented in Table 26, the majority of respondents residing in the cities of Huntington Beach (81.6%), Fountain Valley (71.1%) and Westminster (52.1%) are Caucasian or White. Although not a majority, the largest proportion of Stanton residents (46.5%) are also Caucasian or White. These results are statistically significant $\chi^2(15, 1164)=158.59, p<.001$. In contrast to the higher proportions of “white” residents sampled in Huntington Beach and Fountain Valley, Stanton and Westminster have higher proportions of residents that self-identify as “Asian” and “Hispanic or Latino.”

Table 26: Race/Ethnicity by City

Race/ Ethnicity	Huntington Beach	Fountain Valley	Stanton	Westminster
Caucasian or White	239 (81.6%)	202 (71.1%)	132 (46.5%)	158 (52.1%)
Hispanic or Latino	21 (7.2%)	26 (9.2%)	93 (32.7%)	62 (20.5%)
Asian	17 (5.8%)	38 (13.4%)	35 (12.3%)	69 (22.8%)
Black or African American	1 (0.3%)	2 (0.7%)	7 (2.5%)	1 (0.3%)
Bi- or Multi-Racial	10 (3.4%)	3 (1.1%)	11 (3.9%)	7 (2.3%)
Other	5 (1.7%)	13 (4.6%)	6 (2.1%)	6 (2.0%)
Total	293 (100.0%)	284 (100.0%)	284 (100.0%)	303 (100.0%)

Race/ Ethnicity of Household by Subscription

A significant difference in the rate of subscription to Time Warner Cable by race/ ethnicity is illustrated by Table 27 ($\chi^2(5, 982)=31.55, p<.001$).

Table 27: Ethnicity by Subscription

Race/Ethnicity	Current Time Warner Cable Subscriber		
	Yes	No	Total
Asian	87 (59.2%)	60 (40.8%)	147 (100.0%)
Black or African American	10 (83.3%)	2 (16.7%)	12 (100.0%)
Hispanic or Latino	100 (51.0%)	96 (49.0%)	196 (100.0%)
Caucasian or White	388 (71.1%)	158 (28.9%)	546 (100.0%)
Multi-Racial	36 (66.7%)	18 (33.3%)	54 (100.0%)
Other	14 (51.9%)	13 (48.1%)	27 (100.0%)

Primary Language Spoken at Home by Subscription

Significant differences by primary language spoken at home ($\chi^2(3, 1214)=44.36, p<.001$) are depicted in Table 28. Nearly 70% of households that primarily speak English are Time Warner Cable subscribers, compared to substantially lower rates among Spanish and Vietnamese speakers.

Table 28: Ethnicity by Subscription

Primary Language Spoken at Home	Current Time Warner Cable Subscriber		
	Yes	No	Total
English	678 (69.9%)	291 (30.1%)	966 (100.0%)
Spanish	51 (42.5%)	69 (57.5%)	120 (100.0%)
Vietnamese	48 (51.6%)	45 (48.4%)	93 (100.0%)
Other	22 (62.9%)	13 (37.1%)	35 (100.0%)

Level of Educational Attainment

The largest proportion of respondents (27.3%) has a Bachelor’s degree, followed by approximately one in five (21.6%) with some college, but no degree and 19.2% with a high school diploma or GED. Table 29 depicts the proportions of respondents in each category of educational attainment.

Table 29: Distribution of Sample by Educational Attainment

Educational Attainment	Frequency	Percent
Less than high school diploma or GED	75	6.3%
High school diploma or GED	229	19.2%
Some college, but no degree	257	21.6%
Associate degree	150	12.6%
Bachelor degree	325	27.3%
Doctorate or professional degree	156	13.1%
Total	1,192	100.0%

Respondents' Level of Education by City

The distribution of respondent level of education is significantly different across the four cities ($\chi^2(15, 1192)=111.96, p<.001$). As presented in Table 30, a larger proportion of residents in Stanton and Westminster have a high school diploma or GED. In comparison, higher proportions of residents in Huntington Beach and Fountain Valley have bachelor's degrees and doctorates or professional degrees.

Table 30: Level of Education by City

Level of Education	Huntington Beach	Fountain Valley	Stanton	Westminster
Less than high school diploma or GED	1 (0.3%)	9 (3.2%)	38 (13.0%)	27 (8.7%)
High school diploma or GED	48 (15.8%)	32 (11.2%)	70 (23.9%)	79 (25.4%)
Some college, but no degree	64 (21.1%)	64 (22.5%)	61 (20.8%)	68 (21.9%)
Associate degree	35 (11.6%)	34 (11.9%)	47 (16.0%)	34 (10.9%)
Bachelor degree	94 (31.0%)	100 (35.1%)	59 (20.1%)	72 (23.2%)
Doctorate or professional degree	61 (20.1%)	46 (16.1%)	18 (6.1%)	31 (10.0%)
Total	303 (100.0%)	285 (100.0%)	293 (100.0%)	311 (100.0%)

APPENDIX A

**Public Cable Television Authority: A Joint Powers Authority
Final Telephone Survey Instrument 8-11-04**

SHELLO Hello, my name is _____, and I'm calling from the Social Science Research Center at California State University, Fullerton.

Have I reached [READ RESPONDENT'S PHONE NUMBER]?

1. CONTINUE
2. DISPOSITION SCREEN

SCITY We're conducting a survey of residents of Huntington Beach, Fountain Valley, Stanton, and Westminster. In which of these cities do you reside?

- | | | |
|----|------------------|----------------|
| 1. | HUNTINGTON BEACH | [SKIPTO SHEAD] |
| 2. | FOUNTAIN VALLEY | [SKIPTO SHEAD] |
| 3. | STANTON | [SKIPTO SHEAD] |
| 4. | WESTMINSTER | [SKIPTO SHEAD] |
| 5. | NO ELIGIBLE CITY | [CONTINUE] |

SORRY We're interviewing only individuals who currently reside in the Cities of Huntington Beach, Fountain Valley, Stanton, and Westminster at this time. We appreciate your patience with our procedures. Thank you. Goodbye.

SHEAD Are you a decision maker in the home?

- | | | |
|----|------------------------|----------------|
| 1. | YES | [SKIPTO INTRO] |
| 2. | NO | [CONTINUE] |
| 7. | DON'T KNOW/NO RESPONSE | |
| 9. | REFUSED | |

SHEAD2 Is a decision maker at home?

- | | | |
|----|------------------------|----------------|
| 1. | YES | [SKIPTO INTRO] |
| 2. | NO | [CONTINUE] |
| 7. | DON'T KNOW/NO RESPONSE | [CONTINUE] |
| 9. | REFUSED | [CONTINUE] |

CALLBAK1 Can you please tell me when to call back to reach the head of the household or his or her spouse or domestic partner?

IF18 May I also confirm that you are at least 18 years old?

- | | | |
|----|------------------------|----------------|
| 1. | YES | [SKIPTO INTRO] |
| 2. | NO | [CONTINUE] |
| 7. | DON'T KNOW/NO RESPONSE | [CONTINUE] |
| 9. | REFUSED | [CONTINUE] |

NOT18 I'm sorry, but our survey procedures require that respondents be at least 18 years of age, thank you for patience with our procedures.

INTRO We are calling on behalf of the city of [INSERT CITY], to obtain residents opinions about cable television and Internet access services. Even if you do not subscribe to cable television or have Internet access, we would like to know how you and/or your household feels about these services.

This is a scientific survey that takes about 15 minutes to complete. Your identity and your answers will remain anonymous and confidential, and, of course, you are not required to answer any question that you do not wish to answer.

INTRO2 The city of [INSERT CITY] will use the results of this survey to assist them in the upcoming cable contract renewal. Your input is very important to our study.

I should also mention that this call may be monitored by my supervisor for quality control purposes only.

Is it all right to ask you the survey questions now?

- | | | |
|----|-----|-------------|
| 1. | YES | [SKIPTO Q1] |
| 2. | NO | [CONTINUE] |

CALLBAK2 Is there a better time for us to call you back?

TRANS1 We are going to begin by asking you a few questions about cable services.

Q1 First, are you currently a Time Warner Cable subscriber?

- | | | |
|----|------------------------|-------------|
| 1. | YES | [SKIPTO Q4] |
| 2. | NO | [CONTINUE] |
| 7. | DON'T KNOW/NO RESPONSE | [CONTINUE] |
| 9. | REFUSED | [CONTINUE] |

Q2 Have you ever had cable television service at your current address?

- | | | |
|----|------------------------|-------------|
| 1. | YES | [CONTINUE] |
| 2. | NO | [CONTINUE] |
| 7. | DON'T KNOW/NO RESPONSE | [SKIPTO Q8] |
| 9. | REFUSED | [SKIPTO Q8] |

Q3 What are the reasons why you are [not a current/ no longer a] subscriber?
[SELECT ALL THAT APPLY]

1. RATES TOO HIGH
 2. DON'T LIKE CABLE PROGRAMMING
 3. DON'T WATCH MUCH TV
 4. CABLE NOT AVAILABLE TO ME
 5. CUSTOMER SERVICE IS UNSATISFACTORY
 6. PICTURE QUALITY IS UNSATISFACTORY
 7. SATISFIED WITH FREE OVER THE AIR TV
 8. SUBSCRIBE TO SATELLITE
 9. MOVED
 10. GOOD TV RECEPTION WITHOUT IT
 11. OTHER (SPECIFY)
 77. DON'T KNOW/NO RESPONSE
 99. REFUSED
- [SKIP ALL TO Q8]

Q4 What is your subscription level? Is it...

1. Basic Service, which includes local broadcast channels plus a few other channels,
2. Expanded Basic Service, which adds additional channels such as ESPN, MTV, VH1, NICKELODEON, and CNN to the basic service,
3. Digital Basic Service, which includes channels such as BBC America, Golf Channel, Outdoor Life Network, ESPNNews; and DMX Music that offers a variety of digital-quality music,
4. Expanded Digital, such as Digital Movie, Digital Sports, Digital Espanol, Digital International,
5. High Definition Television Basic, or
6. High Definition Premium or Plus?
7. OTHER (SPECIFY)
77. DON'T KNOW/NO RESPONSE
99. REFUSED

- Q5 Generally speaking, would you say that your household has...
1. More programming channels than you or your household really need,
 2. About the right number, or
 3. Not enough channels?
 7. DON'T KNOW/NO RESPONSE
 9. REFUSED
- Q6 What is the amount of your average monthly cable bill?
- ENTER AMOUNT>
777.77. DON'T KNOW/NO RESPONSE
999.99. REFUSED
- Q7 How would you rate the prices charged for [your current] cable television service from Time Warner Cable?
1. Very low,
 2. Somewhat low,
 3. The right amount,
 4. Somewhat high, or
 5. Very high?
 7. DON'T KNOW/NO RESPONSE
 9. REFUSED
- [NON-SUBSCRIBERS SKIPTO TRANS5 ON PAGE 14]
- Q8 Have you ever contacted the cable company regarding a problem that you were having with your service?
1. YES
 2. NO [SKIPTO TRANS2]
 7. DON'T KNOW/NO RESPONSE [SKIPTO TRANS2]
 9. REFUSED [SKIPTO TRANS2]
- Q9 Thinking about the most recent time that you contacted Time Warner Cable, how soon after your call for service was the problem resolved...?
0. the same day you called,
 1. 1 day after you called,
 2. 2 days after you called, or
 3. 3 or more days after you called?
 7. DON'T KNOW/NO RESPONSE
 9. REFUSED

Q10 Now I would like you to rate the performance of Time Warner Cable. For each criterion, please tell me if you are very dissatisfied, somewhat dissatisfied, somewhat satisfied, or very satisfied. Please base your answers on your experience within the last two years.

[RANDOMIZE]

- a. Let's start with the picture and sound quality. Have you been...
- b. How about repair service? Have you been...
- c. How about billing practices? Have you been...
- d. How about system reliability (outages)? Have you been...
- e. How about telephone response to your inquiries? Have you been...
- f. How about cable rates? Have you been...
- g. How about notification regarding changes in service and/or rates? Have you been...
- h. How about service installation? Have you been...
- i. Finally, how about the quality of customer service?

1. Very dissatisfied,
2. Somewhat dissatisfied,
3. Somewhat satisfied, or
4. Very satisfied with the level of knowledge?
0. NOT APPLICABLE
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q11 How strongly do you agree or disagree with the following statement:
"Time Warner meets my cable needs by offering the latest technology and services." Do you...

1. Strongly disagree,
2. Somewhat disagree,
3. Somewhat agree, or
4. Strongly agree?
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q12 How many televisions in your home are connected to cable?

NUMBER>

77. DON'T KNOW/NO RESPONSE
99. REFUSED

Q13. How likely are you to continue receiving cable television service over the next six months?

1. Very unlikely,
2. Somewhat unlikely,
3. Somewhat likely, or
3. Very Likely?
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q14 How satisfied are you with the programming offered on Time Warner Cable? Would you say...

1. Very dissatisfied,
2. Somewhat dissatisfied,
3. Somewhat satisfied, or
4. Very satisfied with the programming?
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q15 Are there any cable channels or types of programming not presently offered by Time Warner Cable that you would like to see added?

1. YES>SPECIFY
2. NO
7. DON'T KNOW/NO RESPONSE
9. REFUSED

TRANS2 Now we'd like to ask you a few questions regarding Channel 3, the Government Access Channel.

[STANTON, FOUNTAIN VALLEY AND HUNTINGTON BEACH RESIDENTS RECEIVE HBTV 3, WESTMINSTER RESIDENTS RECEIVE WTV 3 – USE SPECIAL SET OF QUESTIONS FOR WESTMINSTER, FOUNTAIN VALLEY AND STANTON – SEE QUESTIONS MARKED ACCORDINGLY]

Q16 Are you aware that the City of [WESTMINSTER/ HUNTINGTON BEACH] has its own Government Access Channel, [WTV 3/ HBTV3] on the Time Warner Cable system?

1. YES
2. NO [SKIP TO Q21]
7. DON'T KNOW/NO RESPONSE [SKIP TO Q21]
9. REFUSED [SKIP TO Q21]

Q17 How did you first learn about Channel 3? Was it...

1. Channel surfing, or using the remote control,
2. T.V. Guide Channel or Preview Guide (channel 37),
3. from the city's website [HB: www.surfcity-hb.org/ Westminster: www.ci.westminster.ca.us.com], or
4. Word of Mouth – From Friends?
5. OTHER (Specify)
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q18 How often do you watch Channel 3?

1. Never
2. Less than once a month
3. Monthly
4. Weekly
5. Daily
7. DON'T KNOW/NO RESPONSE
9. REFUSED

[HUNTINGTON BEACH: OTHER SKIP TO QW1]

QHB1 Now I'm going to read a list of programs on Channel 3. Please tell me which of these programs you or members of your household watch now, or have watched in the past.

[SELECT ALL THAT APPLY]

1. City Council or Planning Meetings
4. HB Report
5. Your City Your Issues
7. Goldenwave
8. HB Library Concert Series
9. Bulletin board
11. Out And About in Huntington Beach
12. Election - Candidate Coverage
13. Fourth of July Parade
14. City Festival Coverage – Special Events
15. OTHER>SPECIFY
77. DON'T KNOW/NO RESPONSE
99. REFUSED

QHB2 Recently the City of Huntington Beach decided to broadcast only City Council and Planning Commission meetings. All other programming was eliminated. Do you agree or disagree with their decision?

1. AGREE
2. DISAGREE
7. DON'T KNOW/NO RESPONSE
9. REFUSED

QHB3 I am going to read the names of some common cable channels. For each one, please tell me whether the Government Channel (channel 3) is less valuable, more valuable, or of the same value to you.

- a. C-SPAN
 - b. Court TV
 - c. California Channel
 - d. PBS
-
1. LESS VALUABLE
 2. MORE VALUABLE
 3. OF THE SAME VALUE
 7. DON'T KNOW/NO RESPONSE
 9. REFUSED

QHB4 Do you or members of your household use the Spanish language translation service (SAP or "Second Audio Program") when viewing City Council meetings?

1. YES
 2. NO
 7. DON'T KNOW/NO RESPONSE
 9. REFUSED
- [SKIP ALL TO Q20]

[WESTMINISTER OTHERS SKIP TO QFS1]

QW1 Now I'm going to read a list of programs on the Channel 3. Please tell me which of these programs you or members of your household watch now, or have watched in the past.

[SELECT ALL THAT APPLY]

1. City Council Meeting
2. Video Bulletin Board
3. Summer Concerts in the Park
4. Reflections Program
5. Seasonal Updates
6. Annual Reflections Program
7. Spring Festival
8. School District Variety Show
9. Senior Center Volunteer Recognition
10. Mayor's Ball
11. Annual Tree Lighting
12. Home Decorating Contest
13. Senior Center Christmas Party
14. OTHER>SPECIFY
77. DON'T KNOW/NO RESPONSE
99. REFUSED

QW2 Are there other types of programs you or your household would like to see more often on Channel 3?

1. YES (SPECIFY)
2. NO
7. DON'T KNOW/NO RESPONSE
9. REFUSED

[SKIP ALL TO Q20]

[FOUNTAIN VALLEY AND STANTON]

QFS1 Would you watch channel 3 more often if more [Fountain Valley/Stanton] events and issues were covered?

1. YES
2. NO
7. DON'T KNOW/NO RESPONSE
9. REFUSED

QFS2 Would you like the City of [Fountain Valley/Stanton] to offer government programming?

1. YES
2. NO
7. DON'T KNOW/NO RESPONSE
9. REFUSED

[IF CITY IS STANTON SKIP TO QFS4]

QFS3 Would you like the City of Fountain Valley to broadcast City Council meetings?

1. YES
2. NO
7. DON'T KNOW/NO RESPONSE
9. REFUSED

QFS4 Would you like information regarding the City of [Fountain Valley/Stanton] to be listed on a community bulletin board on Channel 3?

1. YES
2. NO
7. DON'T KNOW/NO RESPONSE
9. REFUSED

QFS5 Currently, you receive the City of Huntington Beach's programming on Channel 3. Would you prefer to continue receiving this programming or would you prefer this programming be discontinued?

1. CONTINUE
2. DISCONTINUE
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q19 Would you say that members of your household would watch Channel 3 more frequently if...?
[SELECT ALL THAT APPLY]

1. You had a programming guide or knew what was on
2. The variety of programming content was expanded
3. The quality of production was improved
5. Other changes were made (SPECIFY)
6. NONE OF THE ABOVE
7. DON'T KNOW/NO RESPONSE
9. REFUSED

[IF CITY = STANTON SKIP TO Q24]

Q20 Would you be interested in seeing Channel 3 streamed over the City's website?

1. YES
2. NO
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q21 Have you visited [HB: www.surfcity-hb.org/ WESTMINSTER: www.ci.westminster.ca.us.com] yet?

1. YES
2. NO [SKIPTO Q22]
7. DON'T KNOW/NO RESPONSE
9. REFUSED

[NON-CHANNEL 3 WATCHERS SKIPTO TRANS5]

Q22 Would you say that your city's web site, is...

1. Poor,
2. Fair,
3. Good, or
4. Excellent
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q23 How important do you think it is to have a local cable channel that features your city's residents, organizations, events, schools, government and community issues?

1. Not at all important,
2. Not very important,
3. Somewhat important, or
4. Very important?
7. DON'T KNOW/NO RESPONSE
9. REFUSED

TRANS3 Now, I'll ask a few questions about funding the Government channel in your city. To keep the channel on the air, additional funding for production equipment and operating costs must be found.

Q24 Approximately how much of your monthly cable bill do you think should go to your city to support programming about organizations, events, schools, government and community issues on Channel 3?

1. Nothing
2. 1¢ to 24¢ per month
3. 25¢ - 49¢ per month
4. 50¢ - 74¢
5. 75¢ or more per month?
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q25 Please tell me which of the following statements best describes your views in paying for new facilities, equipment, and coverage of local issues by Channel 3. [RANDOMIZE PRESENTATION]

1. The cable company should pay for these improvements for government programming;
2. Your local government should use its general revenues to subsidize government programming; or
3. We should not be spending any more money to improve government programming.
7. DON'T KNOW/NO RESPONSE
9. REFUSED

[ASK ONLY IF Q26=3]

Q26 Even though you don't want to spend any more money on government programming, suppose government officials in your area decided that more money was going to be spent on government programming. In that case, which of the same statements comes closest to your own opinion?

1. The cable company should pay for these improvements for government programming; or
2. Your local government should use its general revenues to subsidize improving government programming.
7. DON'T KNOW/NO RESPONSE
9. REFUSED

TRANS4 Now I'd like to ask you a few questions regarding Channels 6, the Community Access Channel and Channel 95, the Education Access Channel.

Q27 First, are you aware of the Community Access Channel, Channel 6, on the Time Warner Cable system?

1. YES
2. NO [SKIPTO Q31]
7. DON'T KNOW/NO RESPONSE [SKIPTO Q31]
9. REFUSED [SKIPTO Q31]

Q28 How often would you say that Channel 6, the Community Access channel, is watched in your household?

1. Never
2. Less than once a month
3. Monthly
4. Weekly
5. Daily
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q29 Are you aware of the Education Access Channel, Channel 95, on the Time Warner Cable system?

1. YES
2. NO [SKIP TO TRANS7]
7. DON'T KNOW/NO RESPONSE [SKIP TO TRANS7]
9. REFUSED [SKIP TO TRANS7]

Q30 How often would you say that Channel 95, the Education Access channel, is watched in your household?

1. Never
2. Less than once a month
3. Monthly
4. Weekly
5. Daily
7. DON'T KNOW/NO RESPONSE
9. REFUSED

TRANS5 Time Warner, partnering with MCI Sprint, is going to begin providing residential telephone service using the cable network in the next few months.

Q31 Are you aware of bundled services offered by cable companies? Bundled services include high-speed Internet, cable TV, and local phone services in one package.

1. YES
2. NO
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q32 Discounts are offered when services are bundled. Would you be interested in such bundled services if that option was available to you?

1. YES
2. NO
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q33 Do you subscribe to a satellite television or service?

- | | |
|---------------------------|-----------------|
| 1. YES | [CONTINUE] |
| 2. NO | [SKIPTO TRANS8] |
| 7. DON'T KNOW/NO RESPONSE | [SKIPTO TRANS8] |
| 9. REFUSED | [SKIPTO TRANS8] |

Q34 How satisfied are you with your present satellite television service? Would you say...

1. Very dissatisfied
2. Somewhat dissatisfied
3. Somewhat satisfied, or
4. Very satisfied with your present satellite television service?
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q35. How likely is it that you would switch back to cable television?

1. Very Unlikely,
2. Somewhat Unlikely,
2. Somewhat Likely,
3. Vary Likely
7. DON'T KNOW/NO RESPONSE
9. REFUSED

TRANS6 Now, we'd like to ask you some questions about your personal access to computers.

Q36 First, how many personal computers, including desktop and laptops, are owned by members of your household?

NUMBER> [IF 0, SKIPTOTRANS9]

77. DON'T KNOW/NO RESPONSE
99. REFUSED

Q37 How is [are] the computer(s), in your household connected to the Internet?
[SELECT ALL THAT APPLY]

1. Telephone line shared with voice communications
2. Dedicated line
3. Cable
4. DSL
5. ISDN
6. Wireless
7. OTHER (SPECIFY)
8. NO INTERNET CONNECTION
77. DON'T KNOW/NO RESPONSE
99. REFUSED

[IF Q37 NOT EQUAL TO 8 SKIP TO Q40]

Q38 Why don't you currently have access to the Internet at home?
[SELECT ALL THAT APPLY]

1. COST
2. CONNECTION SPEED / CONNECTION IS TOO SLOW
3. NOT INTERESTED/ WOULD NOT USE
4. USE THE INTERNET AT WORK OR SCHOOL
5. OTHER (SPECIFY)
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q39 Do you plan to obtain some kind of Internet access from home within the next three years?

1. YES [CONTINUE]
2. NO [SKIP TO TRANS9]
3. UNSURE
7. DON'T KNOW/NO RESPONSE
9. REFUSED

[IF Q37 NOT EQUAL TO 3 SKIP TO TRANS7]

Q40 On average, how much does your household's Internet service cost per month?

ENTER AMMOUNT>____
777.77 DON'T KNOW/NO RESPONSE
999.99 REFUSED

Q41. How would you rate the prices charged for your household's present Internet access? Would you say they are...

1. Very low,
2. Somewhat low,
3. Right amount,
4. Somewhat high, or
5. Very high?
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q42. How satisfied are you with your household's present Internet access? Would you say...

1. Very dissatisfied,
2. Somewhat dissatisfied,
3. Somewhat satisfied, or
4. Very satisfied?
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q43. What problems, if any, does your household have with your present Internet access?

[SELECT ALL THAT APPLY]

1. COST
2. SPEED/TOO SLOW
3. GETTING ACCESS (BUSY SIGNALS)
4. DISCONNECTS
5. INSTALLATION PROBLEMS
6. PROBLEMS WITH RESPONSE TO MAINTENANCE NEEDS
7. BILLING PROBLEMS
8. NONE
9. OTHER (SPECIFY)
77. DON'T KNOW/NO RESPONSE
99. REFUSED

TRANS7 Thank you. To know how well our survey represents all residents of [INSERT CITY], we have just a few questions for statistical purposes. Please remember that your responses are completely anonymous and you may decline to answer any particular item.

Q44. Including yourself, how many people live in your household?

NUMBER>

77. DON'T KNOW/NO RESPONSE
99. REFUSED

Q45. How many of these people are under 18?

NUMBER>

77. DON'T KNOW/NO RESPONSE
99. REFUSED

Q46. What is the primary language spoken in your home?

1. ENGLISH
2. SPANISH
3. VIETNAMESE
4. OTHER (SPECIFY)
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q47 May I confirm that your Zip Code is ?

- | | |
|---------------------------|--------------|
| 1. CORRECT | [SKIPTO Q53] |
| 2. INCORRECT | [CONTINUE] |
| 7. DON'T KNOW/NO RESPONSE | [SKIPTO Q53] |
| 9. REFUSED | [SKIPTO Q53] |

NEWZIP What is your correct Zip Code?

- SPECIFY>
77777. DON'T KNOW/NO RESPONSE
99999. REFUSED

Q48 What is your age?

- AGE>
777. DON'T KNOW/NO RESPONSE
999. REFUSED

Q49 What is the highest level of education you've completed?

1. Less than high school diploma/GED
2. High school diploma/GED
3. Some college, no degree
4. Associate degree
5. Bachelor's degree
6. Doctorate or professional degree
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q50 We would also like to know your racial or ethnic background. Are you...

1. Asian (SPECIFY)
2. Black or African American
3. Hispanic or Latino
4. Caucasian or White
5. Bi- or Multi-Racial
- 6 Other (SPECIFY)
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q51 How do you characterize the racial/ ethnic background of the other members of your household? Are they mostly...

1. Asian (SPECIFY)
2. Black or African American
3. Hispanic or Latino
4. Caucasian or White
5. Bi- or Multi-Racial
- 6 Other (SPECIFY)
7. DON'T KNOW/NO RESPONSE
9. REFUSED

Q52 That was my last question. Is there anything you would like to add about telecommunications issues in the City of [INSERT CITY]?

1. SPECIFY>
7. DON'T KNOW/NO RESPONSE
9. REFUSED

CONCLUD The City of [INSERT CITY] will find your responses very helpful in their efforts to improve services. Thank you for your time. Good bye.

APPENDIX B

**Public Cable Television Authority: A Joint Powers Authority
Final Telephone Survey Instrument 8-11-04**

SHELLO Hola, mi nombre es _____, y le estoy llamando del Centro de Investigación de Ciencias Sociales de la Universidad del Estado de California en Fullerton.

¿Me estoy comunicando al? [READ RESPONDENT'S PHONE NUMBER]?

1. CONTINUE
2. DISPOSITION SCREEN

SCITY Estamos realizando una encuesta con los residentes de Huntington Beach, Fountain Valley, Stanton, y Westminster. ¿En cuál de estas ciudades vive usted?

- | | | |
|----|------------------|----------------|
| 1. | HUNTINGTON BEACH | [SKIPTO SHEAD] |
| 2. | FOUNTAIN VALLEY | [SKIPTO SHEAD] |
| 3. | STANTON | [SKIPTO SHEAD] |
| 4. | WESTMINSTER | [SKIPTO SHEAD] |
| 5. | NO ELIGIBLE CITY | [CONTINUE] |

SORRY Disculpe pero en este momento solamente estamos entrevistando personas que viven actualmente en las ciudades de Huntington Beach, Fountain Valley, Stanton, y Westminster. Agradecemos su paciencia con nuestros procedimientos. Gracias y hasta luego.

SHEAD ¿Es usted la persona que toma las decisiones en el hogar?

- | | | |
|----|---------------------------|----------------|
| 1. | SI | [SKIPTO INTRO] |
| 2. | NO | [CONTINUE] |
| 7. | NO SABE/ NO DIÓ RESPUESTA | |
| 9. | SE NEGÓ A RESPONDER | |

SHEAD2 ¿Está el señor/señora de la casa?

- | | | |
|----|---------------------------|----------------|
| 1. | SI | [SKIPTO INTRO] |
| 2. | NO | [CONTINUE] |
| 7. | NO SABE/ NO DIÓ RESPUESTA | [CONTINUE] |
| 9. | SE NEGÓ A RESPONDER | [CONTINUE] |

CALLBAK1 ¿Nos podría decir cuando puedo llamar nuevamente para comunicarme con el señor o señora de la casa, o con su esposo (a) o pareja?

IF18 ¿Me podría confirmar que usted tiene al menos 18 años de edad?

- | | | |
|----|---------------------------|----------------|
| 1. | SI | [SKIPTO INTRO] |
| 2. | NO | [CONTINUE] |
| 7. | NO SABE/ NO DIÓ RESPUESTA | [CONTINUE] |
| 9. | SE NEGÓ A RESPONDER | [CONTINUE] |

NOT18 Disculpe, pero las reglas de esta encuesta requieren que las personas que la respondan tengan al menos 18 años de edad, Agradecemos su paciencia con nuestros procedimientos.

INTRO Estamos llamando en representación de la ciudad de [INSERT CITY], para obtener la opinión de los residentes sobre la televisión por cable y los servicios de acceso al Internet. Aunque usted no esté suscrito a la televisión por cable o no tenga acceso al Internet, nos gustaría saber que es lo que usted y las personas que viven en su hogar opinan sobre estos servicios.

Esta es una encuesta científica que toma aproximadamente 15 minutos para contestarse. Su identidad y respuestas serán mantenidas anónimas y confidenciales, y desde luego, usted es libre de negarse a contestar cualquiera de las preguntas de la encuesta.

INTRO2 La ciudad de [INSERT CITY] utilizará los resultados de esta encuesta para ayudarles a tomar una decisión sobre la próxima renovación del contrato de televisión por cable. Su participación es muy importante para nuestro estudio.

Debo también mencionarle que esta llamada podría ser examinada por mi supervisor solamente con el propósito de mantener un control de calidad.

¿Está de acuerdo con que le haga las preguntas de la encuesta ahora?

- | | | |
|----|----|-------------|
| 1. | SI | [SKIPTO Q1] |
| 2. | NO | [CONTINUE] |

CALLBAK2 ¿Podría decirme cuándo puedo llamarle otra vez para hacerle las preguntas?

TRANS1 Vamos a comenzar por hacerle algunas preguntas sobre los servicios de tele por cable.

Q1 Primero que nada, ¿es usted un suscriptor del servicio de cable de Time Warner actualmente?

- | | | |
|----|--------------------------|-------------|
| 1. | SI | [SKIPTO Q4] |
| 2. | NO | [CONTINUE] |
| 7. | NO SABE/NO DIO RESPUESTA | [CONTINUE] |
| 9. | SE NEGÓ A RESPONDER | [CONTINUE] |

Q2 ¿Alguna vez ha usted tenido servicio de televisión por cable en su domicilio actual?

- | | | |
|----|--------------------------|-------------|
| 1. | SI | [CONTINUE] |
| 2. | NO | [CONTINUE] |
| 7. | NO SABE/NO DIO RESPUESTA | [SKIPTO Q8] |
| 9. | SE NEGÓ A RESPONDER | [SKIPTO Q8] |

Q3 ¿Cuáles son las razones por las que usted [no es actualmente/ ya no es un] suscriptor/usuario?

[SELECT ALL THAT APPLY]

- | | |
|-----|---|
| 1. | LAS TARIFAS ESTAN MUY ALTAS |
| 2. | NO LE GUSTA LA PROGRAMACION DE CABLE |
| 3. | NO VE MUCHA TELEVISION |
| 4. | LA TELE POR CABLE NO ES ACCESIBLE PARA USTED |
| 5. | NO TIENEN UN BUEN SERVICIO AL CLIENTE |
| 6. | LA CALIDAD DE LA IMAGEN NO ES BUENA |
| 7. | ESTA SATISFECHO (A) CON LA TELE POR ANTENA GRATUITA |
| 8. | ESTA SUBSCRITO (A) AL SERVICIO DE SATELITE |
| 9. | SE MOVIO |
| 10. | TIENE BUENA RECEPCION DE TELEVISION SIN CABLE |
| 11. | OTRO (ESPECIFIQUE) |
| 77. | NO SABE/NO DIO RESPUESTA |
| 99. | SE NEGÓ A RESPONDER |
- [SKIP ALL TO Q8]

Q4 ¿Cuál es el nivel de su suscripción? Es...

1. Servicio básico, el cual incluye los canales locales además de algunos otros canales,
2. Servicio básico extendido, el cual incluye el servicio básico con canales adicionales tales como ESPN, MTV, VH1, NICKELODEON, y CNN,
3. Servicio básico digital, el cual incluye canales tales como BBC América, Golf Channel, Outdoor Life Network, ESPNNews; y música DMX que ofrece una variedad de música de calidad digital,
4. Servicio digital extendido, que incluye imagen digital en Digital Movie, Digital Sports, Digital Español, Digital International,
5. Televisión básica de alta definición, o
6. Alta definición Premium o Plus?
7. OTRO (ESPECIFIQUE)
77. NO SABE/NO DIO RESPUESTA
99. SE NEGÓ A RESPONDER

Q5 En términos generales, ¿diría usted que su hogar tiene...

1. Más programación de canales de los que usted o su familia realmente necesitan en el hogar,
2. Más o menos el número necesario, o
3. No tienen suficientes canales de televisión?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q6 ¿Cuál es el costo promedio del cobro mensual por el servicio de cable?

ENTER AMOUNT>

- 777.77. NO SABE/NO DIO RESPUESTA
999.99. SE NEGÓ A RESPONDER

Q7 ¿Cómo calificaría usted las tarifas que [actualmente le] cobran por el servicio de tele por cable de Time Warner?

1. Muy bajo,
2. Más o menos bajo,
3. El precio adecuado,
4. Algo elevado, o
5. Muy elevado?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

[NON-SUBSCRIBERS SKIPTO TRANS5 ON PAGE 14]

Q8 ¿Alguna vez se ha comunicado con la compañía de cable para hablar sobre algún problema que usted haya tenido con el servicio?

1. SI
2. NO [SKIPTO TRANS2]
7. NO SABE/NO DIO RESPUESTA [SKIPTO TRANS2]
9. SE NEGÓ A RESPONDER [SKIPTO TRANS2]

Q9 Tomando en cuenta la ocasión más reciente en que usted se comunicó a la oficina de Cable de Time Warner, ¿Qué tan pronto después de haber llamado para obtener el servicio se le resolvió el problema...?

0. el mismo día que usted llamó,
1. 1 día después de haber llamado,
2. 2 días después de haber llamado, o
3. 3 o más días después de haber llamado?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q10 Ahora me gustaría que usted calificara la calidad del servicio del Cable Time Warner. Por cada categoría, por favor indique si usted está muy insatisfecho, algo insatisfecho, más o menos satisfecho o muy satisfecho. Por favor dé sus respuestas basándose en su propia experiencia con Time Warner dentro de los últimos dos años.

[RANDOMIZE]

- a. Empezaremos con la calidad de la imagen y el sonido. Usted ha estado...
- b. ¿Qué le parece el servicio de reparación? Usted ha estado...
- c. ¿Qué le parecen las prácticas para hacer los cobros? Usted ha estado...
- d. ¿Qué le parece el funcionamiento del sistema (interrupciones del servicio)?
- e. ¿Qué le parece el servicio telefónico para responder a sus preguntas? Usted ha estado...
- f. ¿Qué le parecen las tarifas por el servicio de cable? Usted ha estado...
- g. ¿Qué le parecen los avisos sobre cambios en el servicio y/o las tarifas? Usted ha estado...
- h. ¿Qué le parece el servicio de instalación? Usted ha estado...
- i. Por último, ¿Qué tan satisfecho ha estado con la calidad del servicio al cliente?

1. Muy insatisfecho,
2. Algo insatisfecho,
3. Más o menos satisfecho, o
4. Muy satisfecho con el nivel de conocimiento/información?
0. NO ES APLICABLE
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q11 ¿Qué tanto está usted de acuerdo o en desacuerdo con la siguiente declaración?
“Time Warner cumple con mis necesidades de servicio de cable ofreciéndome el
servicio y la tecnología más avanzados”. Usted...

1. Esta completamente en desacuerdo,
2. Algo en desacuerdo,
3. Más o menos de acuerdo, o
4. Completamente de acuerdo?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q12 ¿Cuántos televisores en su hogar están conectados al servicio de cable?

NUMBER>

77. NO SABE/NO DIO RESPUESTA
99. SE NEGÓ A RESPONDER

Q13. ¿Qué tan probable es el que usted continúe recibiendo el servicio de televisión por
cable dentro de los próximos seis meses?

1. No muy probable,
2. Algo improbable,
3. Más o menos o algo probable, o
3. Muy probable?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q14 ¿Qué tan satisfecho está usted con la programación ofrecida por el servicio de
Cable de Time Warner? Diría usted que...

1. Muy insatisfecho,
2. Algo insatisfecho,
3. Algo satisfecho, o
4. Muy satisfecho con la programación?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q15 ¿Existen algunos canales por cable o algún tipo de programación que actualmente no es ofrecida por el Cable de Time Warner que a usted le gustaría se que se agregará?

1. SI>ESPECIFIQUE
2. NO
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

TRANS2 Ahora nos gustaría hacerle algunas preguntas sobre el canal 3, el canal de acceso gubernamental.

[STANTON, FOUNTAIN VALLEY AND HUNTINGTON BEACH RESIDENTS RECEIVE HBTB 3, WESTMINSTER RESIDENTS RECEIVE WTV 3 – USE SPECIAL SET OF QUESTIONS FOR WESTMINSTER, FOUNTAIN VALLEY AND STANTON – SEE QUESTIONS MARKED ACCORDINGLY]

Q16 ¿Está usted enterado que la ciudad de [WESTMINSTER/ HUNTINGTON BEACH] tiene su propio canal de acceso gubernamental, [WTV 3/ HBTB3] en el sistema de cable de Time Warner?

1. SI
2. NO [SKIP TO Q21]
7. NO SABE/NO DIO RESPUESTA [SKIP TO Q21]
9. SE NEGÓ A RESPONDER [SKIP TO Q21]

Q17 ¿Cómo se enteró por primera vez sobre el canal 3? Fue...

1. Cambiando canales, o usando el control remoto,
2. Por la guía de canales de televisión o la guía de programación (canal 37),
3. Por medio de la página de Internet de la ciudad [HB: www.surfcity-hb.org/ Westminster: www.ci.westminster.ca.us.com], o
4. Se lo comunicaron verbalmente – por medio de amigos?
5. OTRO (Especifique)
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q18 ¿Qué tan seguido ve usted el canal 3?

1. Nunca
2. Menos de una vez al mes
3. Mensualmente
4. Semanalmente
5. Diariamente
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

[HUNTINGTON BEACH: OTHER SKIP TO QW1]

QHB1 Ahora le voy a leer la lista de programas en el canal 3. Por favor dígame cual de estos programas usted y los miembros de su hogar ven en el presente o han visto en el pasado.

[SELECT ALL THAT APPLY]

1. Juntas del Ayuntamiento/Consejo Municipal o de Planificación Municipal
4. Reporte de HB
5. Su Ciudad Sus asuntos
7. Goldenwave (La Hola Dorada)
8. Serie de Conciertos de la Biblioteca de HB
9. Tablero de anuncios
11. Out And About in Huntington Beach (De visita en Huntington Beach)
12. Cobertura de las Elecciones –Candidaturas
13. Desfile del 4 de julio
14. Cobertura del Festival de la ciudad – Eventos especiales
15. OTRO>ESPECIFIQUE
77. NO SABE/NO DIO RESPUESTA
99. SE NEGO A RESPONDER

QHB2 Recientemente la ciudad de Huntington Beach decidió transmitir solamente las juntas del ayuntamiento y las de la comisión de planificación. Toda la demás programación fue eliminada. ¿Está usted de acuerdo o en desacuerdo con esta decisión?

1. ESTA DE ACUERDO
2. NO ESTA DE ACUERDO/ESTA EN DESACUERDO
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

QHB3 Le voy a leer los nombres de algunos canales de cable comunes. Por cada uno, por favor dígame se el canal de información gubernamental (canal 3) es menos valioso, más valioso, o si tiene el mismo valor para usted que los otros canales.

- a. C-SPAN
- b. Court TV
- c. California Channel
- d. PBS

1. MENOS VALIOSO
2. MÁS VALIOSO
3. TIENE EL MISMO VALOR
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

QHB4 ¿Utiliza usted o los miembros de su hogar el servicio para traducir al español (“Programa de Audio Secundario” conocido como SAP) cuando está viendo las juntas del ayuntamiento/concejo municipal.

1. SI
 2. NO
 7. NO SABE/NO DIO RESPUESTA
 9. SE NEGÓ A RESPONDER
- [SKIP ALL TO Q20]

[WESTMINISTER OTHERS SKIP TO QFS1]

QW1 Ahora le voy a leer una lista de programas del canal 3. Por favor dígame cual de estos programas usted o los miembros de su familia ven actualmente, o han visto en el pasado.

[SELECT ALL THAT APPLY]

1. Junta del Ayuntamiento Municipal
2. Video del Tablero de Noticias/información
3. Los Conciertos de Verano en el Parque
4. Programa de Reflexiones
5. Seasonal Updates
6. Programa Anual de Reflexiones
7. Festival de la Primavera
8. Show de variedades del Distrito Escolar
9. Reconocimiento Voluntarios del Centro de personas de edad avanzada
10. La Gala del Alcalde
11. La iluminación Anual del Árbol Navideño
12. Concurso para la Decoración del Hogar
13. Fiesta de Navidad del Centro Comunitario de personas de edad avanzada
14. OTRO>ESPECIFIQUE
77. NO SABE/NO DIO RESPUESTA
99. SE NEGÓ A RESPONDER

QW2 ¿Existen algunos otros tipos de programas que les gustaría ver a usted o las personas que viven en su hogar más frecuentemente en el canal 3?

1. SI (ESPECIFIQUE)
 2. NO
 7. NO SABE/NO DIO RESPUESTA
 9. SE NEGÓ A RESPONDER
- [SKIP ALL TO Q20]

[FOUNTAIN VALLEY AND STANTON]

QFS1 ¿Vería usted el canal 3 más frecuentemente si se cubrieran más eventos y asuntos sobre [Fountain Valley/Stanton]?

1. SI
2. NO
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

QFS2 ¿Le gustaría a usted que la ciudad de [Fountain Valley/Stanton] ofreciera programación de información gubernamental?

1. SI
2. NO
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

[IF CITY IS STANTON SKIP TO QFS4]

QFS3 ¿Le gustaría que la ciudad de Fountain Valley transmitiera las juntas de su ayuntamiento/concejo?

1. SI
2. NO
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

QFS4 ¿Le gustaría que se incluyera información sobre la ciudad de [Fountain Valley/Stanton] en el tablero de noticias/información del canal 3?

1. SI
2. NO
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

QFS5 Actualmente, usted recibe información sobre la ciudad de Huntington Beach en la programación del canal 3. ¿Preferiría usted continuar recibiendo esta programación o le gustaría que esta fuera descontinuada?

1. CONTINUARLA
2. DESCONTINUARLA
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q19 ¿Diría usted que los miembros de su hogar verían el canal 3 más frecuentemente si...?

[SELECT ALL THAT APPLY]

1. Usted tuviera una guía de programación o si supiera que programa se transmite
2. La variedad del contenido de la programación fuera expandido
3. La calidad de las producciones fuera mejorada
5. Se hicieran tres cambios (ESPECIFIQUE)
6. NINGUNA DE LAS INDICADAS ARRIBA
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

[IF CITY = STANTON SKIP TO Q24]

Q20 ¿Estaría usted interesado en ver el canal 3 difundido por medio del sitio de Internet de la ciudad?

1. SI
2. NO
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

Q21 ¿Alguna vez ha usted visitado el sitio de Internet de [HB: www.surfcity-hb.org/ WESTMINISTER: www.ci.westminster.ca.us.com/]?

1. SI
2. NO [SKIPTO Q22]
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

[NON-CHANNEL 3 WATCHERS SKIPTO TRANS5]

Q22 ¿Diría usted que el sitio de Internet de su ciudad, es...

1. Inadecuado,
2. Adecuado,
3. Bueno, o
4. Excelente
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

Q23 ¿Qué tan importante cree usted que es el tener un canal de cable local que tenga programación que represente a sus residentes, organizaciones, eventos, escuelas, gobierno de su ciudad y asuntos comunitarios?

1. Para nada importante,
2. No muy importante,
3. Algo importante, o
4. Muy importante?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

TRANS3 Ahora, le preguntaré algunas preguntas sobre el canal de información gubernamental de su ciudad. Para poder mantener este canal al aire, se necesita encontrar fondos adicionales para el equipo de producción y las operaciones del canal.

Q24 Aproximadamente, ¿qué cantidad de su cobro mensual por el servicio de cable cree usted que debería ser asignado a su ciudad para apoyar la programación local sobre organizaciones, eventos, escuelas, información gubernamental y asuntos comunitarios en el canal 3?

1. Nada
2. 1¢ a 24¢ por mes
3. 25¢ - 49¢ por mes
4. 50¢ - 74¢
5. 75¢ o más por mes?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

Q25 Por favor dígame cual de las siguientes declaraciones mejor describe su opinión sobre el pagar por nuevas instalaciones, equipo, y la cobertura de los asuntos locales por el canal 3.

[RANDOMIZE PRESENTATION]

1. La compañía de cable debería pagar por estas mejoras para la programación gubernamental;
2. Su gobierno local debería de utilizar las recaudaciones generales para subsidiar la programación gubernamental; o
3. No deberíamos gastar más dinero para mejorar la programación de información gubernamental.
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

[ASK ONLY IF Q26=3]

- Q26 Aunque usted no desee gastar más dinero en la programación gubernamental, suponga que los funcionarios gubernamentales en su área decidieron que se debería gastar más dinero en la programación de información gubernamental. En dado caso, ¿cuál de las siguientes declaraciones se acerca más a su opinión?
1. La compañía de cable debería pagar por estas mejoras para la programación gubernamental; o
 2. Su gobierno local debería utilizar las recaudaciones generales para mejorar la programación gubernamental.
 7. NO SABE/NO DIO RESPUESTA
 9. SE NEGO A RESPONDER
- TRANS4 Ahora me gustaría hacerle algunas preguntas sobre el canal 6, el canal de acceso comunitario, y el canal 95, el canal de acceso educacional.
- Q27 Primero que nada, ¿está usted enterado sobre en canal 6, el canal de acceso comunitario del sistema de cable de Time Warner?
1. SI
 2. NO [SKIPTO Q31]
 7. NO SABE/NO DIO RESPUESTA [SKIPTO Q31]
 9. SE NEGO A RESPONDER [SKIPTO Q31]
- Q28 ¿Qué tan frecuentemente diría usted que se ve en su hogar el canal 6, el canal de acceso comunitario?
1. Nunca
 2. Menos de una vez al mes
 3. Mensualmente
 4. Semanalmente
 5. Diariamente
 7. NO SABE/NO DIO RESPUESTA
 9. SE NEGO A RESPONDER
- Q29 ¿Está usted enterado sobre el canal 95, el canal de acceso educacional del sistema de cable de Time Warner?
1. SI
 2. NO [SKIP TO TRANS7]
 7. NO SABE/NO DIO RESPUESTA [SKIP TO TRANS7]
 9. SE NEGO A RESPONDER [SKIP TO TRANS7]

[IF Q37 NOT EQUAL TO 8 SKIP TO Q40]

Q38 ¿Por qué no tiene usted acceso al Internet en su hogar actualmente?

[SELECT ALL THAT APPLY]

1. POR EL COSTO
2. LA VELOCIDAD DE LA CONEXIÓN / LA CONEXIÓN ES MUY LENTA
3. NO ESTA INTERESADO/ NO LO UTILIZARIA
4. USA EL INTERNET EN EL TRABAJO O LA ESCUELA
5. OTRO (ESPECIFIQUE)
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

Q39 ¿Tiene usted planes de obtener algún tipo de acceso al Internet desde su hogar dentro de los próximos tres años?

- | | | |
|----|--------------------------|------------------|
| 1. | SI | [CONTINUE] |
| 2. | NO | [SKIP TO TRANS9] |
| 3. | NO ESTA SEGURO | |
| 7. | NO SABE/NO DIO RESPUESTA | |
| 9. | SE NEGO A RESPONDER | |

[IF Q37 NOT EQUAL TO 3 SKIP TO TRANS7]

Q40 En promedio, ¿Cuál es el costo mensual del servicio de Internet que tiene en su hogar?

ENTER AMMOUNT> _____
 777.77 NO SABE/NO DIO RESPUESTA
 999.99 SE NEGO A RESPONDER

Q41. ¿Qué calificación le daría a los precios que se le cobran por el servicio de acceso al Internet en su hogar? Diría usted que estos son...

1. Muy bajos,
2. Algo bajos,
3. El precio adecuado,
4. Algo elevados, o
5. Muy elevados?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

Q42. ¿Qué tan satisfecho está usted con el servicio de acceso al Internet que tiene en su hogar en el presente? Diría usted que...

1. Muy insatisfecho,
2. Algo insatisfecho,
3. Más o menos satisfecho, o
4. Muy satisfecho?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

Q43. ¿Qué problemas, si hay algunos, tienen en su hogar con su servicio de acceso al Internet en el presente?

[SELECT ALL THAT APPLY]

1. EL COSTO
2. VELOCIDAD/ES MUY LENTA
3. OBTENER ACCESO (LA LINEA ESTA OCUPADA)
4. SE DESCONECTA
5. PROBLEMAS DE INSTALACION
6. PROBLEMAS CON LA ATENCION/SERVICIO PARA LAS NECESIDADES DE MANTENIMIENTO
7. PROBLEMAS CON LOS COBROS
8. NINGUNO
9. OTRO (ESPECIFIQUE)
77. NO SABE/NO DIO RESPUESTA
99. SE NEGO A RESPONDER

TRANS7 Gracias. Para determinar que tan adecuadamente nuestra encuesta representa la opinión de todos los residentes de [INSERT CITY], solamente tenemos algunas preguntas más con objetivo estadístico. Por favor recuerde que sus respuestas son completamente anónimas y usted puede negarse a contestar cualquier pregunta en particular.

Q44. Incluyéndose usted, ¿cuántas personas viven en su hogar?

NUMBER>

77. NO SABE/NO DIO RESPUESTA
99. SE NEGO A RESPONDER

Q45. ¿Cuántas de estas personas son menores de 18 años?

NUMBER>

77. NO SABE/NO DIO RESPUESTA
99. SE NEGO A RESPONDER

Q46. ¿Cuál es el idioma principal que se habla en su hogar?

1. INGLES
2. ESPAÑOL
3. VIETNAMITA
4. OTRO (ESPECIFIQUE)
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q47 ¿Podría confirmar que su código postal es ?

- | | |
|-----------------------------|--------------|
| 1. CORRECTO | [SKIPTO Q53] |
| 2. INCORRECTO | [CONTINUE] |
| 7. NO SABE/NO DIO RESPUESTA | [SKIPTO Q53] |
| 9. SE NEGÓ A RESPONDER | [SKIPTO Q53] |

NEWZIP ¿Cuál es su código postal correcto?

ESPECIFIQUE>
 77777. NO SABE/NO DIO RESPUESTA
 99999. SE NEGÓ A RESPONDER

Q48 ¿Cuál es su edad?

AGE>
 777. NO SABE/NO DIO RESPUESTA
 999. SE NEGÓ A RESPONDER

Q49 ¿Cuál fue el último grado que completó en la escuela?

1. Menos del diploma de secundaria/GED
2. Se graduó de la secundaria /GED
3. Algo de preparatoria, pero no se graduó
4. Se graduó de una escuela técnica
5. Graduado de Bachiller
6. Licenciatura/Maestría o Doctorado
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q50 También nos gustaría saber ¿cual es su origen racial o étnico? Es usted...

1. Asiático (ESPECIFIQUE)
2. Negro o Afro americano
3. Hispano o Latino
4. Caucásico o Blanco
5. Bi- o Multi-Racial
- 6 Otro (ESPECIFIQUE)
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q51 ¿Cómo caracteriza el origen racial/étnico de los demás miembros de su hogar? La mayoría de ellos (as) son...

1. Asiático (ESPECIFIQUE: _____)
2. Negro o Afro americano
3. Hispano o Latino
4. Caucásico o Blanco
5. Bi-o, Multi-Racial
- 6 Otro (ESPECIFIQUE)
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

Q52 Esa fue mi última pregunta. ¿Hay algo que a usted le gustaría agregar sobre los asuntos de telecomunicaciones en la ciudad de [INSERT CITY]?

1. ESPECIFIQUE>
7. NO SABE/NO DIO RESPUESTA
9. SE NEGÓ A RESPONDER

CONCLUD La ciudad de [INSERT CITY] encontrará sus respuestas muy útiles para apoyarlos con sus esfuerzos para mejorar los servicios. Gracias por su tiempo; Hasta luego.

APPENDIX C

**Public Cable Television Authority: A Joint Powers Authority
Final Telephone Survey Instrument 8-11-04**

SHELLO Xin chào (Ông/Bà/Cô). Tôi là _____ và gọi từ Trung Tâm Nghiên cứu Xã Hội của trường Đại Học Fullerton.

Thưa đây có phải là...(Đọc số điện thoại của người đang gọi)?

1. CONTINUE (Tiếp tục)
2. DISPOSITION SCREEN

SCITY Chúng tôi đang thăm dò ý kiến của cư dân ở trong thành phố Huntington Beach, Fountain Valley, và Westminster. Thưa (Ông/Bà/Cô) cư ngụ ở thành phố nào?

- | | | |
|----|---------------------------------|----------------|
| 1. | HUNTINGTON BEACH | Sang qua SHEAD |
| 2. | FOUNTAIN VALLEY | Sang qua SHEAD |
| 3. | STANTON | Sang qua SHEAD |
| 4. | WESTMINSTER | Sang qua SHEAD |
| 5. | Không thuộc thành phố mong muốn | Tiếp tục |

SORRY Xin lỗi, chúng tôi đang phỏng vấn cư dân của thành phố Huntington Beach, Fountain Valley, Stanton, và Westminster. Chúng tôi xin cảm ơn sự nhẫn nại của quý vị với thủ tục của chúng tôi. Xin cảm ơn và chào quý vị.

SHEAD Thưa Ông/ Bà/ Cô có phải là người quyết định mọi việc trong nhà?

- | | | |
|----|---------------------------|----------------|
| 1. | Phải | [SKIPTO INTRO] |
| 2. | Không phải | [CONTINUE] |
| 7. | Không biết/ Không trả lời | |
| 9. | Từ chối trả lời | |

SHEAD2 Thưa người quyết định mọi việc trong nhà đang có mặt ở nhà không?

- | | | |
|----|---------------------------|----------------|
| 1. | Có | [SKIPTO INTRO] |
| 2. | Không có | (Tiếp tục) |
| 7. | Không biết/ Không trả lời | (Tiếp tục) |
| 9. | Từ chối trả lời | (Tiếp tục) |

CALLBAK1 Xin vui lòng cho biết lúc nào tiện cho tôi gọi người chủ hộ hoặc ông chồng hay bà vợ hay người bạn đời trong gia đình?

IF18 Dạ tôi có thể xác định quý vị tối thiểu cũng 18 hay trên 18 tuổi?

- | | | |
|----|---------------------------|----------------|
| 1. | Đúng | [SKIPTO INTRO] |
| 2. | Không đúng | (Tiếp tục) |
| 7. | Không biết/ Không trả lời | [CONTINUE] |
| 9. | Từ chối trả lời | [CONTINUE] |

NOT18 Xin lỗi. Thủ tục thăm dò ý kiến của chúng tôi với người tối thiểu được 18 tuổi. Chúng tôi xin cảm ơn sự nhẫn nại của quý vị với thủ tục của chúng tôi. Xin cảm ơn và chào quý vị.

INTRO Chúng tôi đang gọi với tư cách của thành phố (thêm tên thành phố vào) để xin ý kiến về “cable tivi” hay dịch vụ internet (internet cung cấp trong thành phố. Dù quý vị không có ghi tên vào chương trình chúng tôi cũng muốn biết quý vị nghĩ gì về những dịch vụ đó.

Đây là cuộc thăm dò ý kiến một cách khoa học và chỉ tốn khoảng 15 phút trả lời mà thôi. Chi tiết về bản thân của quý vị cũng như câu trả lời của quý vị được bảo mật. Dĩ nhiên là quý vị không bị bắt buộc trả lời câu nào mà quý vị không muốn

INTRO2 Thành phố (thêm tên Thành phố vào) sẽ dùng kết quả cuộc thăm dò này để g í up thành phố trong việc ký kết lại các khế ước với công ty Cable. Ý kiến của quý vị rất quan trọng cho cuộc nghiên cứu của chúng tôi.

Tôi cũng xin nói rõ là cuộc điện đàm với quý vị sẽ được cấp trên tôi theo dõi để cuộc thăm dò này được thực hiện đúng cách.

Bây giờ tôi xin đặt câu hỏi được chứ?

- | | | |
|----|-----------------------|-------------|
| 1. | Được (Sang Câu Q1) | [SKIPTO Q1] |
| 2. | Không được (Tiếp tục) | [CONTINUE] |

CALLBAK2 Thưa lúc nào tiện cho chúng tôi gọi lại?

TRANS1 Tôi xin bắt đầu hỏi quý vị vài câu về dịch vụ cable

Q1 Trước nhất, quý vị có đang là khách hàng của Time Warner Cable không?

- | | | |
|----|---------------------------|-------------|
| 1. | Có | [SKIPTO Q4] |
| 2. | Không có | [CONTINUE] |
| 7. | Không biết/ Không trả lời | [CONTINUE] |
| 9. | Từ chối trả lời | [CONTINUE] |

Q2 Có bao giờ quý vị có Cable ở tại địa chỉ này không/

- | | | |
|----|---------------------------|-------------|
| 1. | YES | [CONTINUE] |
| 2. | NO | [CONTINUE] |
| 7. | Không biết/ Không trả lời | [SKIPTO Q8] |
| 9. | Từ chối trả lời | [SKIPTO Q8] |

Q3 Lý do gì quý vị không phải là khách hàng hay không còn là khách hàng của công ty này?

[SELECT ALL THAT APPLY]

1. Giá đắt quá
2. Không thích chương trình của công ty
3. Không xem Ti Vi nhiều
4. Không có sẵn Cable
5. Cung cách phục vụ khách hàng của Công ty không tốt
6. Hình ảnh không rõ ràng/ không tốt
7. hài lòng với chương trình Ti Vi không tốn tiền
8. Ghi danh vào chương trình Satellite.
9. Dọn nhà đi nơi khác
10. Không có Satellite mà hình ảnh cũng tốt
11. Lý do khác (Xin nói rõ)
77. Không biết/ Không trả lời
99. Từ chối trả lời

Sang Câu 8

Q4 Quý vị ghi danh theo cấp bậc nào? có phải là...

1. Căn bản bao gồm các đài (kênh truyền hình) địa phương và một ít đài khác.
2. Chương trình/Dịch vụ căn bản mở rộng như có thêm ESPN, MTV, VH1, NICKELODEON và CNN.
3. Chương trình/dịch vụ Digital căn bản bao gồm các đài như BBC America, Golf Channel, Chương trình đời sống ngoài trời (Outdoor Life Network) ESP News, và Chương trình âm nhạc DMX có nhiều thể loại nhạc digital có giá trị,
4. Chương trình/ Dịch vụ Digital mở rộng như Phim truyện, thể thao, quốc tế, và tiếng Tây Ban Nha.
5. Chương trình/ Dịch vụ High Definition căn bản hay
6. Chương trình High Definiton cao cấp
7. Chương trình /Dịch vụ nào khác (SPECIFY)
77. Không biết/ Không trả lời
99. Từ chối trả lời

Q5 Một cách tổng quát, quý vị có nghĩ là hộ của quý vị ...

Generally speaking, would you say that your household has...

1. Có nhiều chương trình hơn là quý vị hoặc gia đình cần ?
2. Có đủ chương trình cần thiết hay
3. Không có đủ chương trình ?
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q6 Hàng tháng quý vị trả tiền bill cable trung bình bao nhiêu?

Ghi số tiền ENTER AMOUNT>

777.77. Không biết/ Không trả lời

999.99. Từ chối trả lời

Q7 Quý vị nghĩ sao về giá cả dịch vụ cable do Công ty Time Warner Cable bắt khách hàng trả?

1. Rất thấp/ rất rẻ
2. Cũng rẻ
3. Vừa đúng/ không đắt mà cũng không rẻ
4. Hơi cao hay
5. Đắt lắm/ Cao quá
7. Không biết/ Không trả lời
9. Từ chối trả lời

Đối với người không có ghi danh mún cable thì sang trang 14

[NON-SUBSCRIBERS SKIPTO TRANS5 ON PAGE 14]

Q8 Có bao giờ quý vị liên lạc với công ty mà quý vị từng có dịch vụ với họ về một vấn đề gì không?

- | | |
|------------------------------|-----------------|
| 1. Có YES | |
| 2. Không có | (Sang Trans 2) |
| 7. Không biết/ Không trả lời | [SKIPTO TRANS2] |
| 9. Từ chối trả lời | [SKIPTO TRANS2] |

Q9 Xin nhớ lại lần quý vị tiếp xúc với công ty time warner Cable để nhờ họ giải quyết một vấn đề gì, bao lâu họ mới đáp ứng yêu cầu của quý vị?

0. Trong cùng ngày gọi công ty
1. Một ngày sau khi gọi
2. Hai ngày sau khi gọi
3. Ba ngày hay lâu hơn sau khi gọi
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q10 Bây giờ xin quý vị đánh giá cách thực hiện dịch vụ của Time Warner Cable. Đối với từng phần dịch vụ của công ty, xin cho biết quý vị không hài lòng, hơi phật ý (không hài lòng lắm), tạm được hay rất hài lòng/ rất vừa ý. Xin dự vào kinh nghiệm của quý vị với công ty trong hai năm vừa qua.

[RANDOMIZE]

- a. Xin bắt đầu với hình ảnh và âm thanh. Quý vị thấy thế nào?
- b. Về dịch vụ sửa chữa thì sao? Quý vị...
- c. Về cách gửi giấy đòi tiền ? Quý vị...
- d. Về mức độ tin cậy được như hệ thống có bị hỏng/ hư hoàn toàn? Quý vị...
- e. Về cách trả lời của công ty khi quý vị muốn biết thêm điều gì? Quý vị...
- f. Về giá cả cable? Quý vị...
- g. Về cách thông báo khi có sự thay đổi dịch vụ hay giá cả? Quý vị...
- h. Về cách gán dịch vụ cho quý vị? Quý vị...
- i. Cuối cùng về cách cư xử với khách hàng? Quý vị...

1. Không hài lòng chút nào
2. Không hài lòng lắm
3. Cũng hài lòng hoặc
4. Thật hài lòng theo sự hiểu biết
Very satisfied with the level of knowledge?
0. Câu trả lời không phù hợp
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q11 Quý vị đồng ý hay không đồng ý đến cỡ nào/ mức độ nào với câu này: “Time Warner đáp ứng với nhu cầu cable của tôi bằng kỹ thuật tối tân nhất và dịch vụ tốt.” Quý vị...

1. Hoàn toàn không đồng ý
2. Không đồng ý lắm
3. Cũng đồng ý / Hơi đồng ý hoặc
4. Hoàn toàn đồng ý
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q12 Trong nhà của quý vị có bao nhiêu Ti Vi nối với Cable?

Ghi con số NUMBER>

77. Không biết/ Không trả lời
99. Từ chối trả lời

Q13. Trong vòng sáu tháng tới, quý vị tính tiếp tục có dịch vụ cable ở nhà?

1. Không tính gì hết
2. Có thể không tính gì hết
3. Có thể tính có Cable ti vi
3. Dự tính có
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q14 Quý vị hài lòng với chương trình của Time Warner Cable cung cấp như thế nào?

1. Không hài lòng chút nào
2. Không hài lòng lắm
3. Cũng hài lòng
4. Rất hài lòng với chương trình
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q15 Có mục nào quý vị thích có mà không thấy trong chương trình hiện hữu của time Warner Cable?

1. Có (Xin nói rõ mục gì)
2. Không có NO
7. Không biết/ Không trả lời
9. Từ chối trả lời

TRANS2

Bây giờ tôi xin hỏi vài câu về Đài số 3 chiếu chương trình của chính phủ

Dùng câu hỏi đặc biệt của từng thành phố

[STANTON, FOUNTAIN VALLEY AND HUNTINGTON BEACH RESIDENTS RECEIVE HBTW 3, WESTMINSTER RESIDENTS RECEIVE WTV 3 – USE SPECIAL SET OF QUESTIONS FOR WESTMINSTER, FOUNTAIN VALLEY AND STANTON – SEE QUESTIONS MARKED ACCORDINGLY]

Q16 Quý vị có biết thành phố (Westminster/ Huntington Beach) có chương trình của chính phủ trong hệ thống Time Warner

1. Có biết
2. Không biết [SKIP TO Q21]
7. Không biết/ Không trả lời [SKIP TO Q21]
9. Từ chối trả lời [SKIP TO Q21]

Q17 Làm sao quý vị biết Đài số 3 lúc ban đầu? Có phải quý vị ...

1. Dùng remote control (đồ bấm) rà tìm kiếm đài để xem
2. Dùng Ti Vi guide (Cuốn sách nhỏ liệt kê tất cả chương trình thường gửi kèm với các tờ báo) hay là đọc các mục được giới thiệu trong đài 3?
3. Đọc trên mạng của thành phố Westminster
[HB: www.surfcity-hb.org/ Westminster:
www.ci.westminster.ca.us.com],
4. Nghe người khác hay bạn bè giới thiệu
5. Nhờ cách nào khác? (Xin nói rõ)
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q18 Quý vị có xem đài số 3 thường không?

1. Không bao giờ
2. Chưa được một lần trong một tháng
3. Mỗi tháng
4. Mỗi tuần
5. Mỗi ngày
7. Không biết/ Không trả lời
9. Từ chối trả lời

[HUNTINGTON BEACH: OTHER SKIP TO QW1]

QHB1 Bây giờ tôi xin đọc các đề mục/ chương trình có trong đài số 3. Xin cho biết chương trình nào của đài số 3 mà chính quý vị hay người nhà của quý vị đang xem hay có xem.

[SELECT ALL THAT APPLY]

1. Hội đồng thành phố hoặc các buổi họp thảo luận kế hoạch
4. Bản báo cáo của Huntington Beach
5. Các vấn đề trong thành phố của quý vị
7. Chương trình Goldenwave
8. Các buổi hòa nhạc của thành phố HB
9. Các bản thông báo tin tức
11. Những nơi để đi và xem trong thành phố
12. Bầu cử và giới thiệu ứng cử viên
13. Buổi diễn hành ngày Lễ Độc lập July 4
14. Những ngày lễ hội/ biến cố đặc biệt của thành phố
15. Chương trình nào khác (Xin nói rõ)
77. Không biết/ Không trả lời
99. Từ chối trả lời

QHB2 Gần đây thành phố Huntington Beach quyết định chỉ chiếu các buổi họp của Hội đồng thành phố và hội đồng cố vấn mà thôi. Tất cả những chương trình khác đều loại bỏ. Quý vị đồng ý hay không đồng ý với quyết định đó?

1. Đồng ý
2. Không đồng ý
7. Không biết/ Không trả lời
9. Từ chối trả lời

QHB3 Tôi xin đọc tên của một số chương trình cable thường nghe. Xin quý vị so sánh giá trị đài số 3 với từng chương trình cable đó: kém hơn, có giá trị hơn hay cũng có giá trị như nhau.

- a. Chương trình C-Span
 - b. Chương trình Court TV
 - c. Đài California
 - d. Đài PBS
-
1. Kém giá trị hơn
 2. Có giá trị hơn
 3. Có cùng giá trị
 7. Không biết/ Không trả lời
 9. Từ chối trả lời

QHB4 Quý vị hay thân nhân của quý vị có sử dụng mục thông dịch ra tiếng Mỹ (Tây Ban Nha) khi xem chương trình các buổi họp của Hội Đồng thành phố?

1. Có
 2. Không có
 7. Không biết/ Không trả lời
 9. Từ chối trả lời
- (Sang câu Q20)

[WESTMINISTER OTHERS SKIP TO QFS1]

QW1 Bây giờ tôi xin đọc các chương trình trong đài số 3. Xin cho biết chương trình nào quý vị hay người nhà của quý vị đang xem hay có xem
[SELECT ALL THAT APPLY]

1. Các buổi họp của Hội Đồng thành phố
2. Video thông báo tin tức
3. Buổi hòa nhạc ở công viên trong mùa hè
4. Chương trình Reflections
5. Tin tức cập nhật từng mùa
6. Chương trình Reflections mỗi năm
7. Lễ hội mùa xuân/ Hội Tết
8. Chương trình ca hát mùa của Học khu
9. Chương trình phát băng tưởng lệ cho các vị cao niên
10. Chương trình Dạ Vũ với Thị Trưởng
11. Chương trình thắp đèn lễ Giáng sinh hàng năm
12. Chương trình thi đua trang hoàng nhà cửa
13. Chương trình Mừng lễ Giáng sinh cho các vị cao niên
14. Chương trình nào khác (Xin nói rõ)
77. Không biết/ Không trả lời
99. Từ chối trả lời

QW2 Có loại chương trình nào khác mà quý vị hay thân nhân muốn xem trong chương trình của đài số 3?

1. Có . Xin nói rõ chương trình gì
 2. Không có
 7. Không biết/ Không trả lời
 9. Từ chối trả lời
- (Sang câu Q20)

[FOUNTAIN VALLEY AND STANTON]

QFS1 Quý vị thích xem đài số 3 thường xuyên hơn nếu có thêm tiết mục về các vấn đề và các lễ hội của thành phố Fountain Valley/ Stanton?

1. Thích
2. Không thích
7. Không biết/ Không trả lời
9. Từ chối trả lời

QFS2 Quý vị có thích thành phố Fountain Valley/Stanton có chương trình chính phủ chiếu trên đài số 3 không?

1. Thích
2. Không thích
7. Không biết/ Không trả lời
9. Từ chối trả lời

[IF CITY IS STANTON SKIP TO QFS4]

QFS3 Quý vị có thích thành phố Fountain Valley chiếu các buổi họp của Hội Đồng thành phố?

1. Thích
2. Không thích
7. Không biết/ Không trả lời
9. Từ chối trả lời

QFS4 Quý vị có thích các tin tức của Thành phố liệt kê vào Bản Thông tin trên đài số 3 không?

1. Thích
2. Không thích
7. Không biết/ Không trả lời
9. Từ chối trả lời

QFS5 Hiện giờ quý vị được xem chương trình của Thành phố Huntington Beach trên đài số 3. Quý vị có muốn tiếp tục xem chương trình của thành phố trên đài số 3 nữa không hay là ngưng bỏ chương trình đó?

1. Tiếp tục chiếu
2. Ngưng chiếu
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q19 Quý vị có nghĩ là người nhà của quý vị muốn xem đài số 3 thường hơn nếu...

[SELECT ALL THAT APPLY]

1. Quý vị có sách nhỏ liệt kê chương trình hay là biết chương trình gì sẽ có trên đài số 3.
You had a programming guide or knew what was on
2. Chương trình trình chiếu đa dạng hơn.
The variety of programming content was expanded
3. Chương trình chiếu trên đài có giá trị hơn.
The quality of production was improved
5. Có vài sửa đổi (Xin nói rõ)
6. Kh ông có mục nào nêu trên đây
7. Không biết/ Không trả lời
9. Từ chối trả lời

[IF CITY = STANTON SKIP TO Q24]

Q20 Quý vị có thích xem đài số 3 ghi lại trên mạng internet/trang nhà của thành phố không?

1. Thích
2. Không thích
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q21 Quý vị có xem mạng internet/ trang nhà của thành phố chưa?

[HB: www.surfcity-hb.org/ WESTMINISTER: www.ci.westminster.ca.us.com]

1. Có
2. Không có [SKIPTO Q22]
7. Không biết/ Không trả lời
9. Từ chối trả lời

[NON-CHANNEL 3 WATCHERS SKIPTO TRANS5]

- Q22 Quý vị có nghĩ là mạng internet/ trang nhà của thành phố...
1. Kém
 2. Khá khá
 3. Tốt
 4. Tuyệt diệu Excellent
 7. Không biết/ Không trả lời
 9. Từ chối trả lời
- Q23 Theo quý vị tầm quan trọng ra sao nếu cable ở địa phương có chương trình về cư dân, hội đoàn, lễ lạc, trường học, tổ chức chính quyền và những vấn đề cộng đồng?
1. Không quan trọng chút nào
 2. Không quan trọng lắm
 3. Cũng quan trọng hay
 4. Rất quan trọng
 7. Không biết/ Không trả lời
 9. Từ chối trả lời
- TRANS3 Bây giờ tôi sẽ hỏi vài câu về việc tài trợ cho các đài công cộng ở thành phố của quý vị. Muốn giữ chương trình tiếp tục chiếu cho quần chúng thì phải tìm ngân quỹ để mua sắm máy móc và hoạt động
- Q24 Theo quý vị thì phải trích trong số tiền quý vị trả cho công ty cable bao nhiêu để thành phố chi trả cho đài số 3 ngõ hầu có được chương trình về hội đoàn, trường học, lễ hội, chính quyền và những vấn đề liên quan đến cộng đồng.
Approximately how much of your monthly cable bill do you think should go to your city to support programming about organizations, events, schools, government and community issues on Channel 3?
1. Không đồng nào hết
 2. 1 xu đến 24 xu mỗi tháng
 3. 25 xu đến 49 xu mỗi tháng
 4. 50 xu đến 74 xu mỗi tháng
 5. 75 xu hay trên 75 xu mỗi tháng
 7. Không biết/ Không trả lời
 9. Từ chối trả lời

Q25 Xin cho biết câu nào dưới đây diễn tả đúng ý của quý vị về chi tiêu để Đài số 3 có cơ sở mới, dụng cụ mới và đi quay những vấn đề của địa phương

[RANDOMIZE PRESENTATION]

1. Công ty Cable phải trả mọi chi phí cho chương trình của Chính phủ.
2. Chính quyền địa phương phải dùng ngân sách của chính phủ để hỗ trợ chương trình chính phủ trên đài số 3 hay là
3. Chúng ta không nên chi tiêu gì nữa để cải tiến các chương trình chính phủ
7. Không biết/ Không trả lời
9. Từ chối trả lời

[ASK ONLY IF Q26=3]

Q26 Dù quý vị không muốn tốn thêm tiền cho các chương trình chính phủ, nhưng giả sử chính quyền địa phương quyết định chi thêm tiền cho các chương trình của chính phủ. Trong trường hợp này, câu nào dưới đây diễn tả đúng ý của quý vị?

1. Công ty Cable phải chi trả các khoảng tiền để cải tiến chương trình chính phủ hay là
2. Chính quyền địa phương phải dùng ngân sách của thành phố để tài trợ các chương trình truyền hình chính phủ
7. Không biết/ Không trả lời
9. Từ chối trả lời

TRANS4 Bây giờ tôi xin hỏi quý vị vài câu về Đài số 6, Đài chiếu chương trình về cộng đồng và Đài số 95, chương trình về Giáo dục

Q27 Trước nhất, quý vị có biết Đài Community Access Channel chiếu về cộng đồng, Đài số 6, trong Hệ Thống time Warner Cable không?

- | | |
|------------------------------|--------------|
| 1. Có biết | |
| 2. Không biết | [SKIPTO Q31] |
| 7. Không biết/ Không trả lời | [SKIPTO Q31] |
| 9. Từ chối trả lời | [SKIPTO Q31] |

Q28 Quý vị muốn nói là trong hộ của quý vị, các đài số 6, the Community Access channel có được xem?

1. Không bao giờ
2. Chưa đ ược một lần mỗi tháng
3. Mỗi tháng
4. Mỗi tuần
5. Mỗi ngày
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q29 Quý vị có biết đài về giáo dục (the Education Access channel), channel 95 trong hệ thống Time Warner Cable?

- | | |
|------------------------------|------------------|
| 1. Có biết | |
| 2. Không biết | [SKIP TO TRANS7] |
| 7. Không biết/ Không trả lời | [SKIP TO TRANS7] |
| 9. Từ chối trả lời | [SKIP TO TRANS7] |

Q30 Quý vị muốn nói là hộ của quý vị có xem Đài 95, the Education Access channel?

1. Không bao giờ
2. Chưa đ ược một lần mỗi tháng
3. Mỗi tháng
4. Mỗi tuần
5. Mỗi ngày
7. Không biết/ Không trả lời
9. Từ chối trả lời

TRANS5 Công ty time Warner kết hợp với MCI Sprint sẽ bắt đầu cung cấp dịch vụ điện thoại qua hệ thống Cable trong vài tháng tới.

Q31 Quý vị có biết là các công ty cable có cung cấp hàng đóng dịch vụ không? Những dịch vụ đó bao gồm dịch vụ internet chạy rất nhanh, cable TiVi, và dịch vụ điện thoại địa phương , tất cả mọi dịch vụ gom chung lại thành một package.

1. Có biết
2. Không biết
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q32 Nếu gom chung các dịch vụ lại thành một package thì được giảm giá. Quý vị có thích mua những dịch vụ gom chung lại nếu có những package như vậy không?

1. Muốn
2. Không muốn
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q33 Quý vị có mua dịch vụ satellite cho ti vi không?

- | | |
|------------------------------|-----------------|
| 1. Có | [CONTINUE] |
| 2. Không có | [SKIPTO TRANS8] |
| 7. Không biết/ Không trả lời | [SKIPTO TRANS8] |
| 9. Từ chối trả lời | [SKIPTO TRANS8] |

Q34 Hiện tại quý vị có hài lòng với dịch vụ Satellite cho Ti Vi của quý vị không? Quý vị muốn nói là...

1. Không hài lòng chút nào
2. Không hài lòng lắm
3. Cũng hài lòng
4. Thật hài lòng với dịch vụ satellite hiện tại
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q35. Quý vị có tính đổi sang hệ thống cable ti vi không?

1. Không tính gì hết
2. Cũng không tính
2. Cũng tính đổi
3. Tính đổi lắm
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q39 Quý vị có tính mua internet để sử dụng ở nhà trong vòng 3 năm tới?

1. Có (Tiếp tục)
2. Không có tính (Qua Trans 9)
3. Không chắc
7. Không biết/ Không trả lời
9. Từ chối trả lời

[IF Q37 NOT EQUAL TO 3 SKIP TO TRANS7]

Q40 Tính trung bình, mỗi tháng trong hộ của quý vị tốn bao nhiêu về dịch vụ internet?

Ghi số tiền

777.77 Không biết/ Không trả lời

999.99 Từ chối trả lời

Q41. Quý vị thấy tiền trả cho dịch vụ internet hàng tháng thế nào? Quý vị muốn nói là.

1. Rất thấp
2. Cũng thấp
3. Đúng giá
4. Hơi cao hay là
5. Rất cao
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q42. Quý vị hài lòng với dịch vụ Internet như thế nào?

1. Không hài lòng chút nào
2. Không hài lòng lắm
3. Cũng hài lòng
4. Thật hài lòng
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q43. Nếu có thì hiện tại gia đình của quý vị gặp những khó khăn gì trong dịch vụ Internet?

Ghi tất cả câu trả lời thích hợp [SELECT ALL THAT APPLY]

1. Giá đắt
2. Chạy chậm
3. Khó vào vì đường giây thường hay bận
4. Bị cắt
5. Xin Gắn đường giây khó khăn
6. Gặp khó khăn khi cần xin bảo trì
7. Trả tiền (trả bill) khó khăn
8. Không có vấn đề gì hết
9. Lý do gì khác. Xin nói rõ
77. Không biết/ Không trả lời
99. Từ chối trả lời

TRANS7 Xin cảm ơn. Để giúp chúng tôi biết là cuộc thăm dò ý kiến của chúng tôi có đủ mọi thành phần đại diện, xin phép hỏi vài câu với mục đích làm thống kê mà thôi. Câu trả lời của quý vị hoàn toàn được bảo mật. Quý vị có quyền từ chối trả lời câu nào không thích trả lời

Q44. Tính luôn cá nhân quý vị, trong hộ hiện có bao nhiêu người tất cả?

Ghi con số NUMBER>

77. Không biết/ Không trả lời
99. Từ chối trả lời

Q45. Trong hộ của quý vị có bao nhiêu người dưới 18 tuổi?

Ghi con số. NUMBER>

77. Không biết/ Không trả lời
99. Từ chối trả lời

Q46. Trong nhà nói tiếng/ ngôn ngữ nào là chính?

1. Tiếng Anh
2. Tiếng Tây Ban Nha/ tiếng Mã
3. Tiếng Việt
4. Tiếng nào khác, xin nói rõ
7. Không biết/ Không trả lời
9. Từ chối trả lời

- Q47 Dạ tôi đọc số vùng này là đúng của quý vị không?
- | | | |
|----|---------------------------|----------------------------|
| 1. | Đúng | [Sang câu Q53] |
| 2. | Sai | [Tiếp tục] |
| 7. | Không biết/ Không trả lời | [Sang câu Q 53 SKIPTO Q53] |
| 9. | Từ chối trả lời | [Sang câu Q 53 SKIPTO Q53] |
- NEWZIP Thưa số vùng của quý vị là số mấy?
- Xin đọc rõ
77777. Không biết/ Không trả lời
99999. Từ chối trả lời
- Q48 Xin cho biết tuổi của quý vị.
- Ghi tuổi
777. Không biết/ Không trả lời
999. Từ chối trả lời
- Q49 Xin cho biết trình độ học vấn của quý vị.
1. Không xong trung học
 2. Tốt nghiệp trung học
 3. Vài năm đại học
 4. Có bằng hai năm đại học (AA)
 5. Có bằng cử nhân
 6. Có bằng tiến sĩ hay bằng chuyên môn
 7. Không biết/ Không trả lời
 9. Từ chối trả lời
- Q50 Chúng tôi muốn biết về sắc tộc của quý vị. Quý vị là...
1. Á châu (Xin nói rõ)
 2. Mỹ đen hay người Mỹ gốc Phi châu
 3. Gốc Latino
 4. Mỹ Da trắng
 9. Từ chối trả lời

Q51 Thưa quý vị tự cho mình và người nhà của quý vị thuộc sắc tộc nào? Gần như là

1. Á châu (Xin nói rõ)
2. Mỹ đen hay người Mỹ gốc Phi châu
3. Gốc Latino
4. Mỹ Da trắng
5. Mỹ Da trắng
6. Sắc tộc nào khác (Xin nói rõ)
7. Không biết/ Không trả lời
9. Từ chối trả lời

Q52 Và đây là câu hỏi cuối cùng của chúng tôi. quý vị có muốn thêm điều gì về vấn đề truyền thông của thành phố (thêm tên thành phố vào)

1. Xin nói rõ SPECIFY>
7. Không biết/ Không trả lời
9. Từ chối trả lời

CONCLUD Thành phố (thêm tên thành phố vào) xem câu trả lời của quý vị rất hữu ích trong nỗ lực cải tiến các dịch vụ. Xin cảm ơn quý vị đã dành thì giờ quý báu cho cuộc thăm dò ý kiến của chúng tôi. Kính chào quý vị.