

CITY OF NASHUA 2022 CABLE FRANCHISE RENEWAL QUESTIONNAIRE

Monday, June 14, 2021

1218

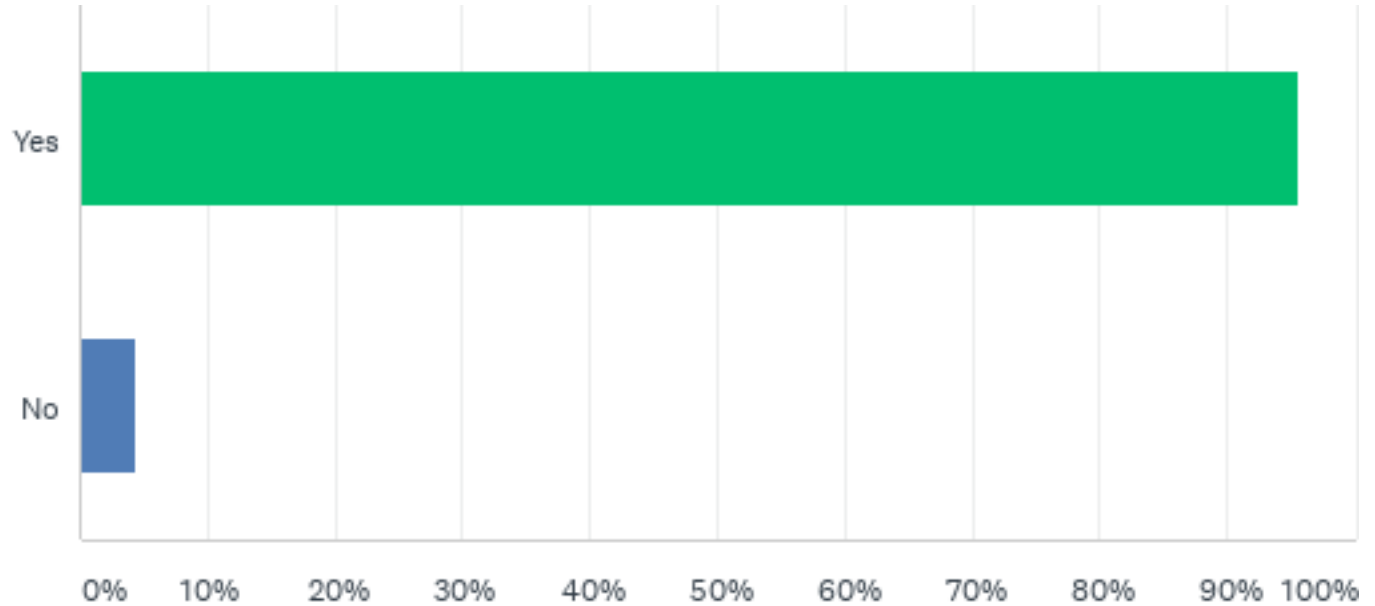
Total Responses

Date Created: Tuesday, May 11, 2021

Complete Responses: 1218

Q1: Are you currently a Comcast/Xfinity Subscriber in the City of Nashua?

Answered: 1,218 Skipped: 0



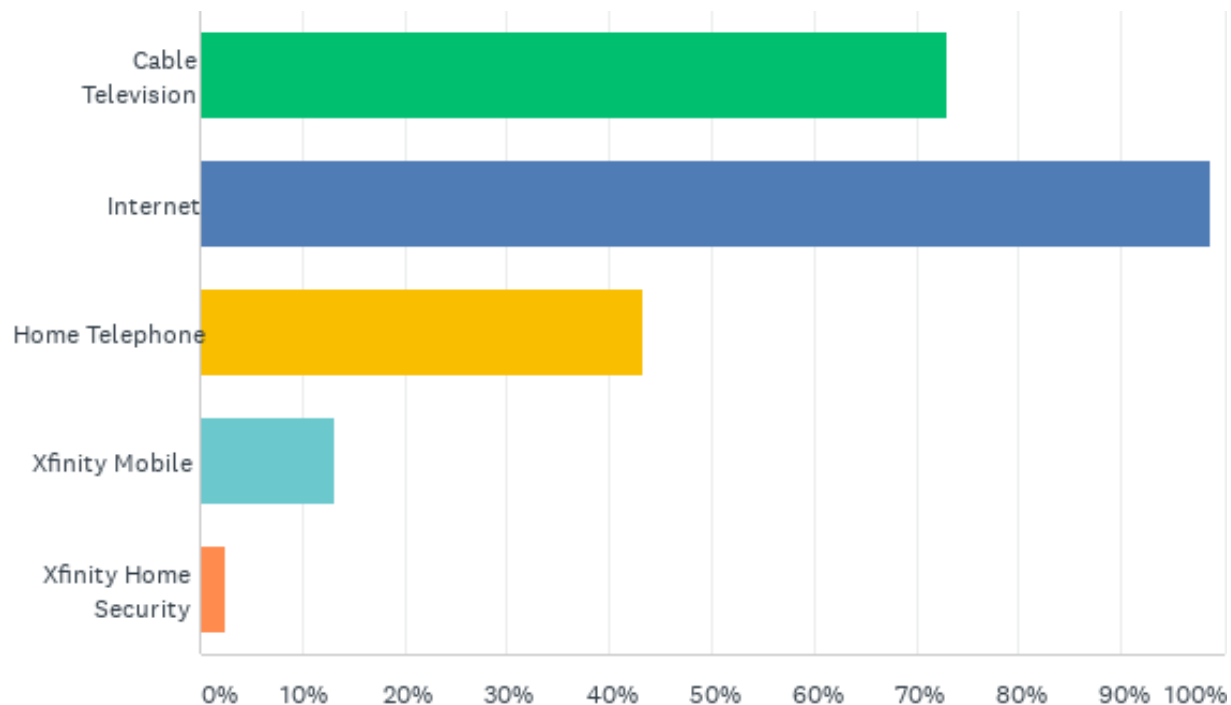
Q1: Are you currently a Comcast/Xfinity Subscriber in the City of Nashua?

Answered: 1,218 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	95.65%	1,165
No	4.35%	53
TOTAL		1,218

Q2: If you answered YES to question 1, what services do you subscribe to with Comcast? (check all that apply)

Answered: 1,159 Skipped: 59



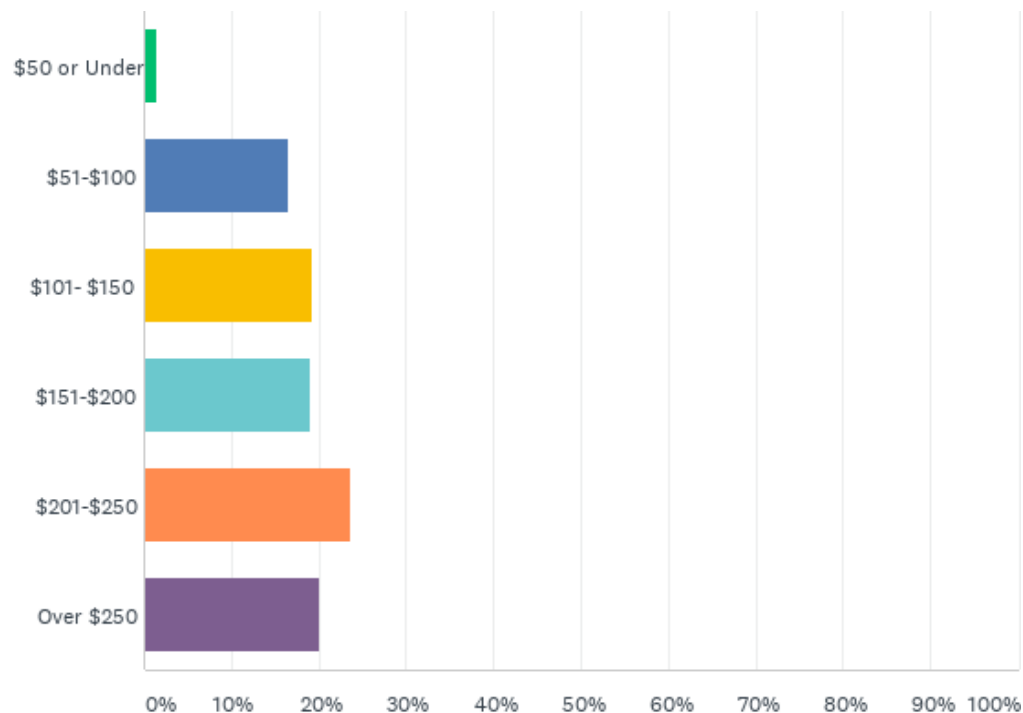
Q2: If you answered YES to question 1, what services do you subscribe to with Comcast? (check all that apply)

Answered: 1,159 Skipped: 59

ANSWER CHOICES	RESPONSES	
Cable Television	73.08%	847
Internet	98.79%	1,145
Home Telephone	43.31%	502
Xfinity Mobile	13.11%	152
Xfinity Home Security	2.50%	29
Total Respondents: 1,159		

Q3: How much is your total monthly bill for all Comcast/Xfinity services selected?

Answered: 1,162 Skipped: 56



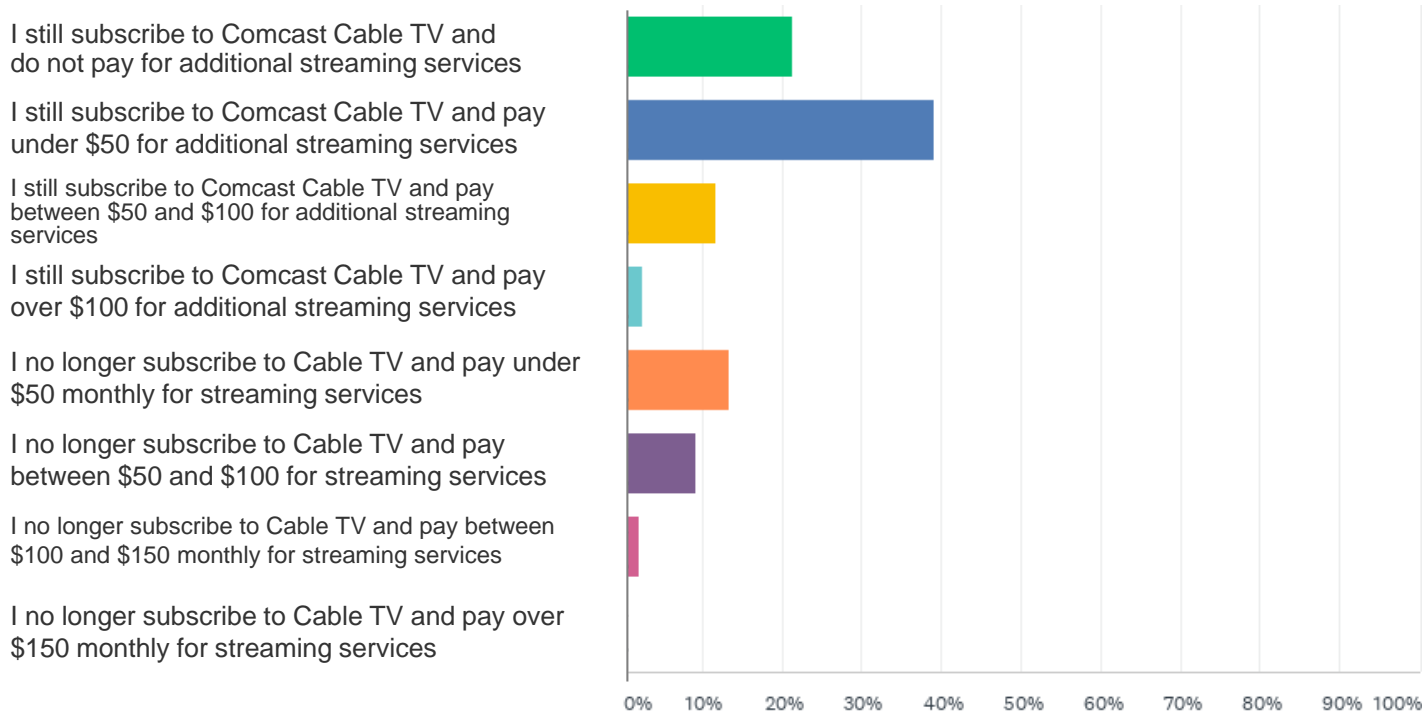
Q3: How much is your total monthly bill for all Comcast/Xfinity services selected?

Answered: 1,162 Skipped: 56

ANSWER CHOICES	RESPONSES	
\$50 or Under	1.55%	18
\$51-\$100	16.44%	191
\$101- \$150	19.28%	224
\$151-\$200	19.10%	222
\$201-\$250	23.58%	274
Over \$250	20.05%	233
TOTAL		1,162

Q4: In addition to your Comcast Bill, do you pay monthly for additional streaming services such as YouTube TV, Netflix, Hulu, Disney+ etc.

Answered: 1,146 Skipped: 72



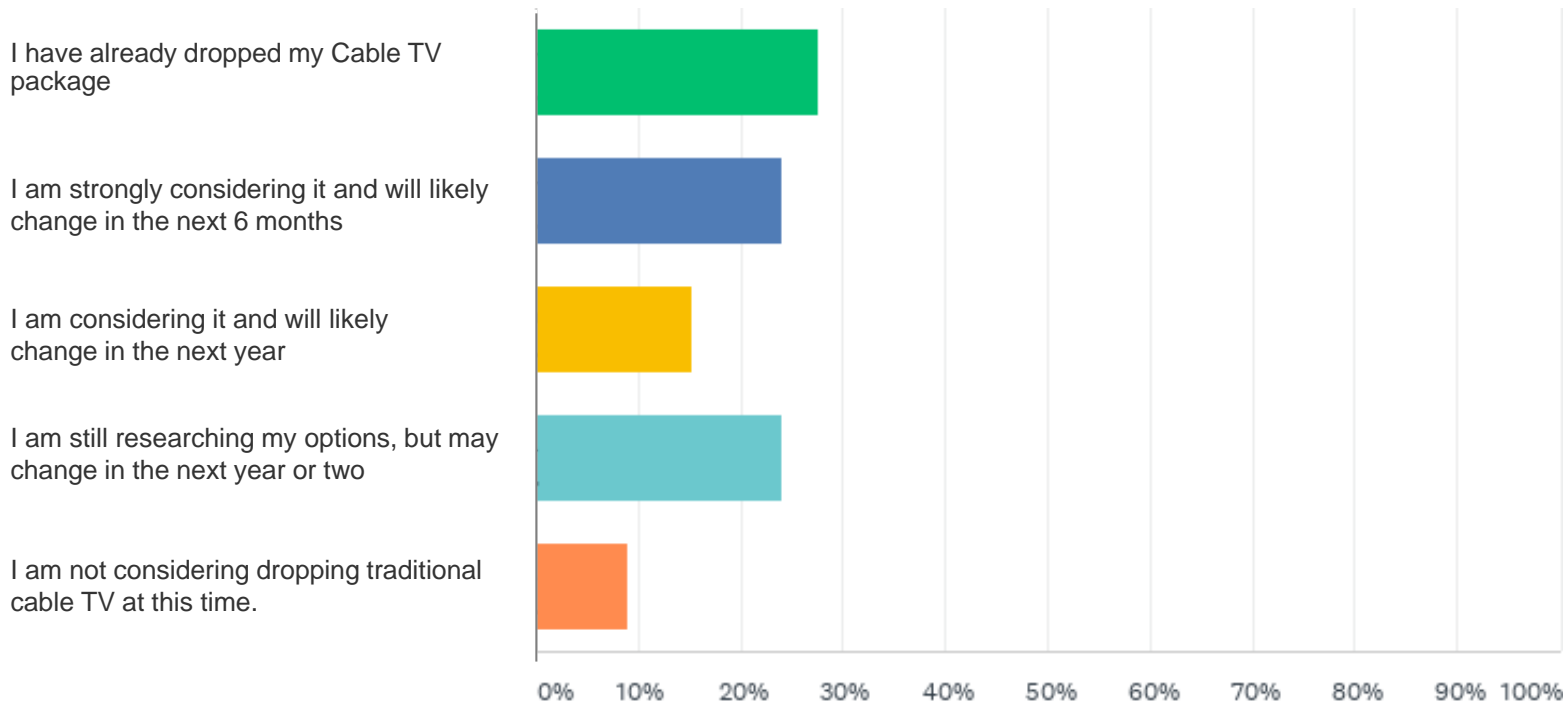
Q4: In addition to your Comcast Bill, do you pay monthly for additional streaming services such as YouTube TV, Netflix, Hulu, Disney+ etc.

Answered: 1,146 Skipped: 72

ANSWER CHOICES	RESPONSES	
I still subscribe to Comcast Cable TV and do not pay for additional streaming services	21.38%	245
I still subscribe to Comcast Cable TV and pay under \$50 for additional streaming services	39.18%	449
I still subscribe to Comcast Cable TV and pay between \$50 and \$100 for additional streaming services	11.78%	135
I still subscribe to Comcast Cable TV and pay over \$100 for additional streaming services	2.44%	28
I no longer subscribe to Cable TV and pay under \$50 monthly for streaming services	13.44%	154
I no longer subscribe to Cable TV and pay between \$50 and \$100 for streaming services	9.25%	106
I no longer subscribe to Cable TV and pay between \$100 and \$150 monthly for streaming services	2.18%	25
I no longer subscribe to Cable TV and pay over \$150 monthly for streaming services	0.35%	4
TOTAL		1,146

Q5: How likely are you to drop traditional Cable TV in the future?

Answered: 1,165 Skipped: 53



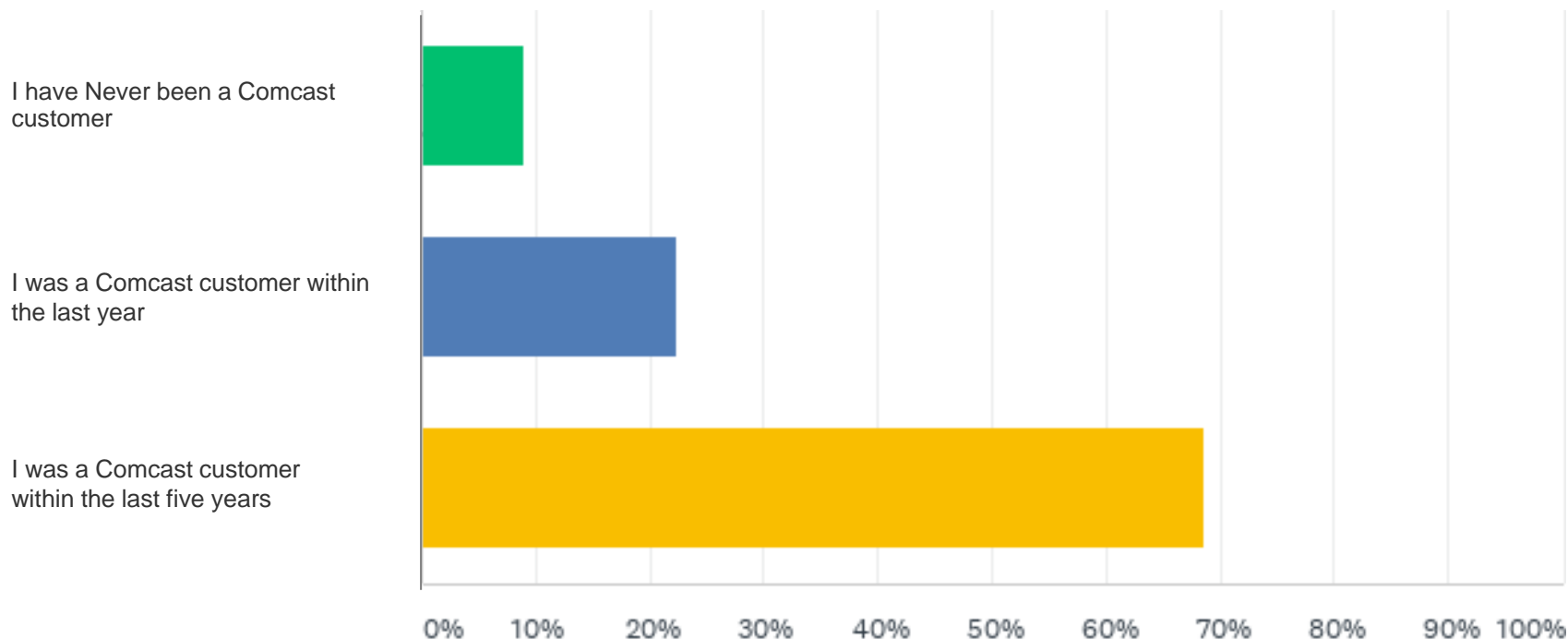
Q5: How likely are you to drop traditional Cable TV in the future?

Answered: 1,165 Skipped: 53

ANSWER CHOICES	RESPONSES	
I have already dropped my Cable TV package	27.64%	322
I am strongly considering it and will likely change in the next 6 months	24.03%	280
I am considering it and will likely change in the next year	15.19%	177
I am still researching my options, but may change in the next year or two	24.03%	280
I am not considering dropping traditional cable TV at this time.	9.10%	106
TOTAL		1,165

Q6: If you answered NO to Question 1:

Answered: 134 Skipped: 1,084



Q6: If you answered NO to Question 1:

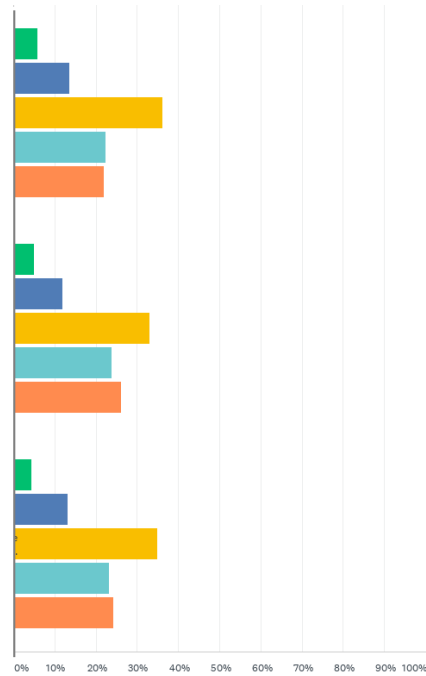
Answered: 134 Skipped: 1,084

ANSWER CHOICES	RESPONSES	
I have Never been a Comcast customer	8.96%	12
I was a Comcast customer within the last year	22.39%	30
I was a Comcast customer within the last five years	68.66%	92
TOTAL		134

Q8: Please rate the following with 5 being the highest and 1 being the lowest

Answered: 1,202 Skipped: 16

How satisfied are you with Comcast technical support?



5 Very satisfied 4 Satisfied 3 Average 2 Unsatisfied 1 Very unsatisfied

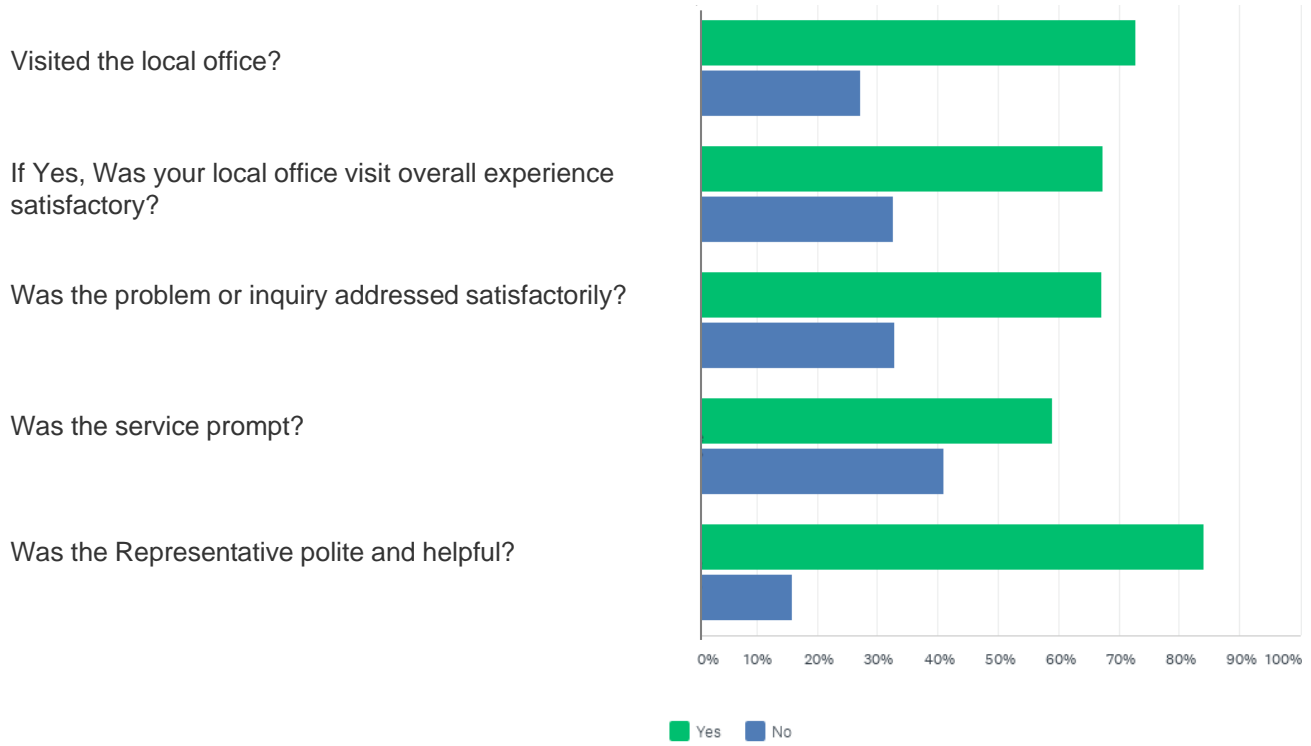
Q8: Please rate the following with 5 being the highest and 1 being the lowest

Answered: 1,202 Skipped: 16

	5 VERY SATISFIED	4 SATISFIED	3 AVERAGE	2 UNSATISFIED	1 VERY UNSATISFIED	TOTAL
How satisfied are you with Comcast technical support?	5.83% 70	13.66% 164	36.22% 435	22.31% 268	21.98% 264	1,201
How satisfied are you with Comcast customer service?	5.08% 61	11.92% 143	33.00% 396	23.83% 286	26.17% 314	1,200
How was the promptness of service or waiting times?	4.47% 53	13.15% 156	34.99% 415	23.19% 275	24.20% 287	1,186

Q9: Have you visited a local office...

Answered: 1,206 Skipped: 12



Q9: Have you visited a local office...

Answered: 1,206 Skipped: 12

	YES	NO	TOTAL
Visited the local office?	72.88% 876	27.12% 326	1,202
If Yes, Was your local office visit overall experience satisfactory?	67.37% 607	32.63% 294	901
Was the problem or inquiry addressed satisfactorily?	67.14% 619	32.86% 303	922
Was the service prompt?	59.00% 541	41.00% 376	917
Was the Representative polite and helpful?	84.19% 772	15.81% 145	917

Q10: Have you called Comcast support numbers for assistance?

Answered: 1,143 Skipped: 75

If yes, was your overall experience satisfactory?

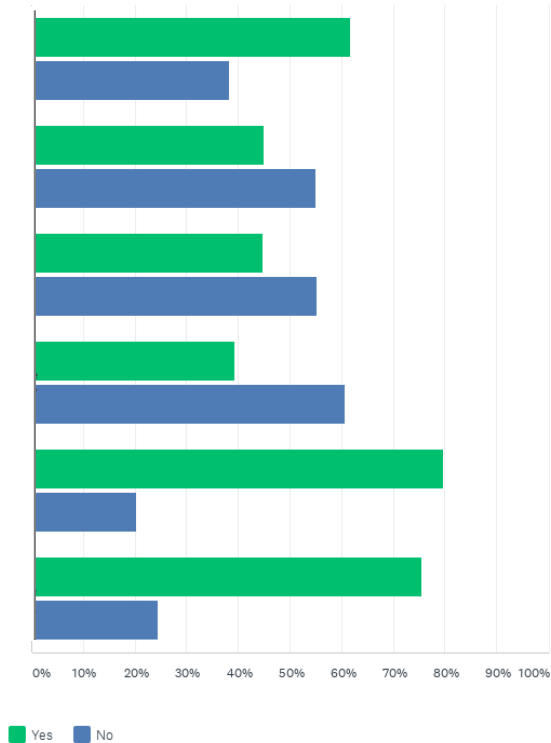
Was problem or inquiry addressed satisfactorily?

Was the problem or inquiry addressed satisfactorily?

Was the service prompt?

Were you put on hold for a period of time?

Was the Representative polite and helpful?



Q10: Have you called Comcast support numbers for assistance?

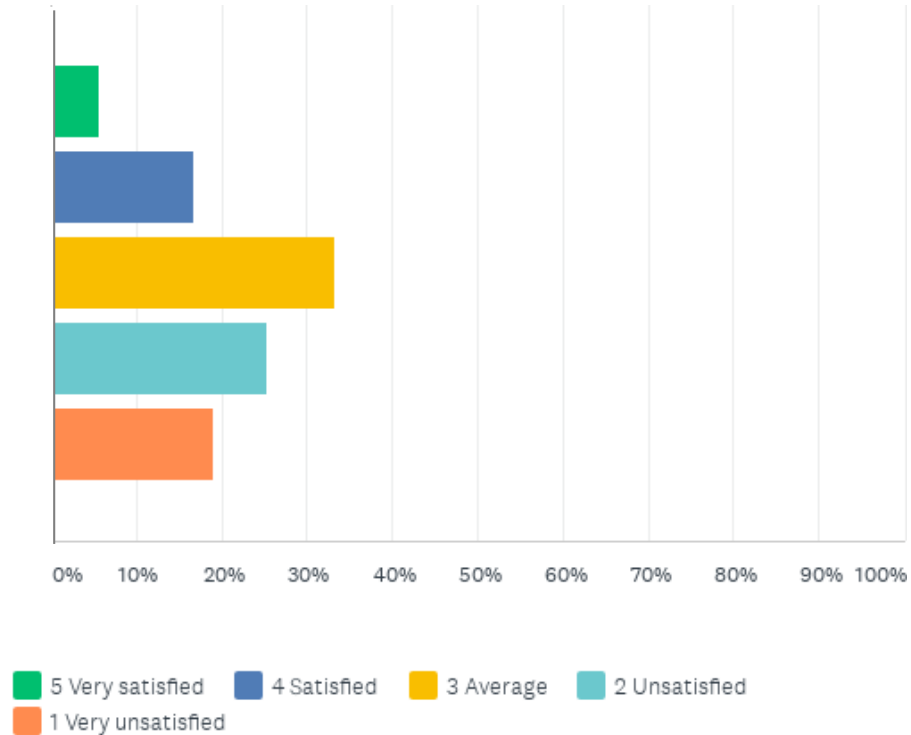
Answered: 1,143 Skipped: 75

	YES	NO	TOTAL
If yes, was your overall experience satisfactory?	61.78% 703	38.22% 435	1,138
Was problem or inquiry addressed satisfactorily?	44.92% 477	55.08% 585	1,062
Was the problem or inquiry addressed satisfactorily?	44.85% 466	55.15% 573	1,039
Was the service prompt?	39.32% 416	60.68% 642	1,058
Were you put on hold for a period of time?	79.72% 853	20.28% 217	1,070
Was the Representative polite and helpful?	75.61% 806	24.39% 260	1,066

Q11: Overall Rating for technical support and customer service

Answered: 1,185 Skipped: 33

How satisfied are you with Comcast technical support and customer service?



Q11: Overall Rating for technical support and customer service

Answered: 1,185 Skipped: 33

	5 VERY SATISFIED	4 SATISFIED	3 AVERAGE	2 UNSATISFIED	1 VERY UNSATISFIED	TOTAL
How satisfied are you with Comcast technical support and customer service?	5.57% 66	16.71% 198	33.33% 395	25.32% 300	19.07% 226	1,185

Q12: How satisfied are you with your monthly Comcast bill?

Answered: 1,210 Skipped: 8

Do you think Comcast's prices are reasonable considering the product they provide?



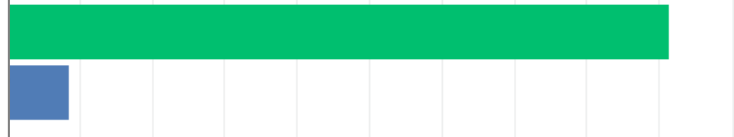
Is Comcast's bill easy to understand?



Do you find Comcast's rate structure easy to understand?



Have you considered alternatives to Comcast?



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Yes No

Q12: How satisfied are you with your monthly Comcast bill?

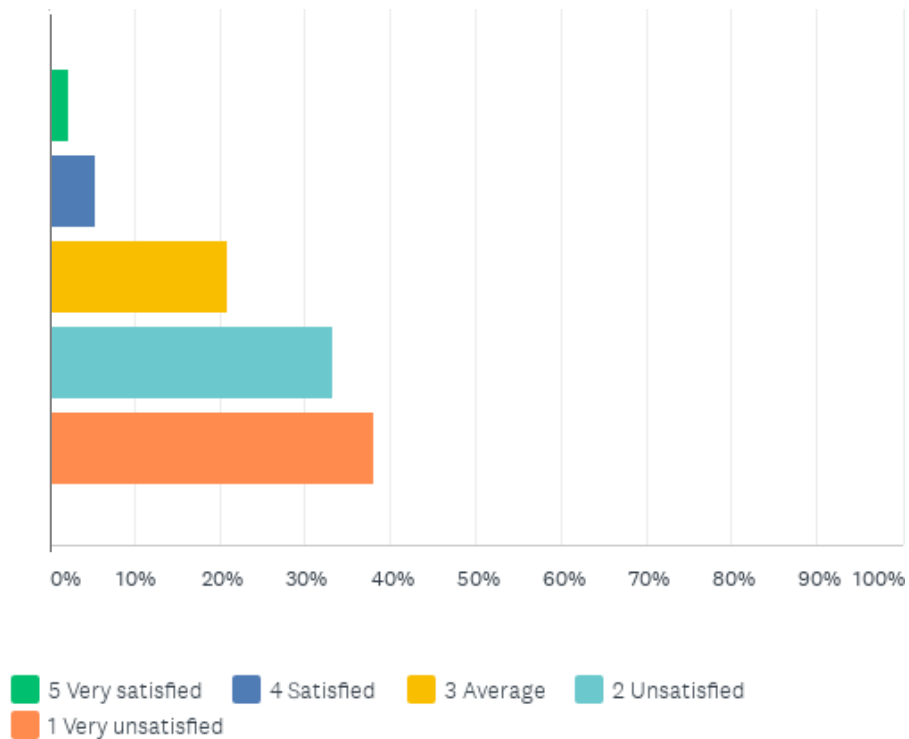
Answered: 1,210 Skipped: 8

	YES	NO	TOTAL
Do you think Comcast's prices are reasonable considering the product they provide?	5.62% 68	94.38% 1,141	1,209
Is Comcast's bill easy to understand?	51.56% 613	48.44% 576	1,189
Do you find Comcast's rate structure easy to understand?	26.03% 310	73.97% 881	1,191
Have you considered alternatives to Comcast?	91.44% 1,100	8.56% 103	1,203

Q13: Overall monthly Comcast bill rating

Answered: 1,184 Skipped: 34

How satisfied are you with Comcast billing?



Q13: Overall monthly Comcast bill rating

Answered: 1,184 Skipped: 34

	5 VERY SATISFIED	4 SATISFIED	3 AVERAGE	2 UNSATISFIED	1 VERY UNSATISFIED	TOTAL
How satisfied are you with Comcast billing?	2.28% 27	5.49% 65	20.86% 247	33.36% 395	38.01% 450	1,184

Q14: How satisfied are you with Comcast's signal reliability? Have you experienced any of the following within the last year? (place a check where appropriate)

Answered: 891 Skipped: 327

A complete loss of signal for several hours



Poor quality picture on all channels at the same time



Poor quality of a picture on a single channel



Problems with Comcast cable boxes in your home



Problems with Comcast wiring or connections to your home



Problems with seasonal (high volume periods) connection or disconnection



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Q14. How satisfied are you with Comcast's signal reliability? Have you experienced any of the following within the last year? (place a check where appropriate)

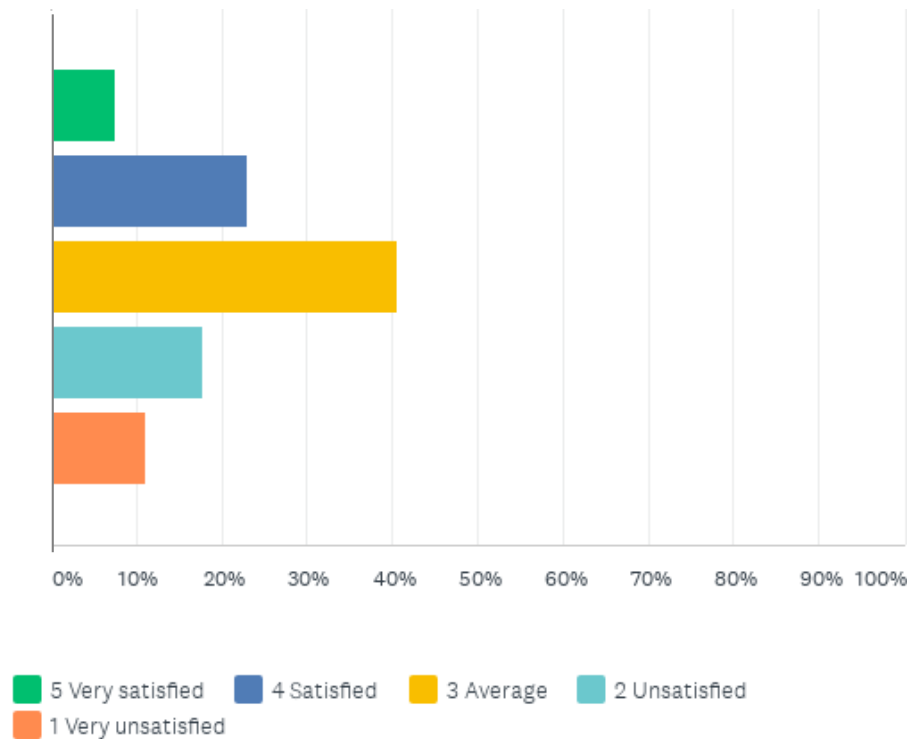
Answered: 891 Skipped: 327

ANSWER CHOICES	RESPONSES	
A complete loss of signal for several hours	42.42%	378
Poor quality picture on all channels at the same time	23.91%	213
Poor quality of a picture on a single channel	33.00%	294
Problems with Comcast cable boxes in your home	42.42%	378
Problems with Comcast wiring or connections to your home	36.14%	322
Problems with seasonal (high volume periods) connection or disconnection	50.39%	449
Total Respondents: 891		

Q15: Overall Rating of signal quality

Answered: 1,185 Skipped: 33

How satisfied are you with signal quality?



Q15: Overall Rating of signal quality

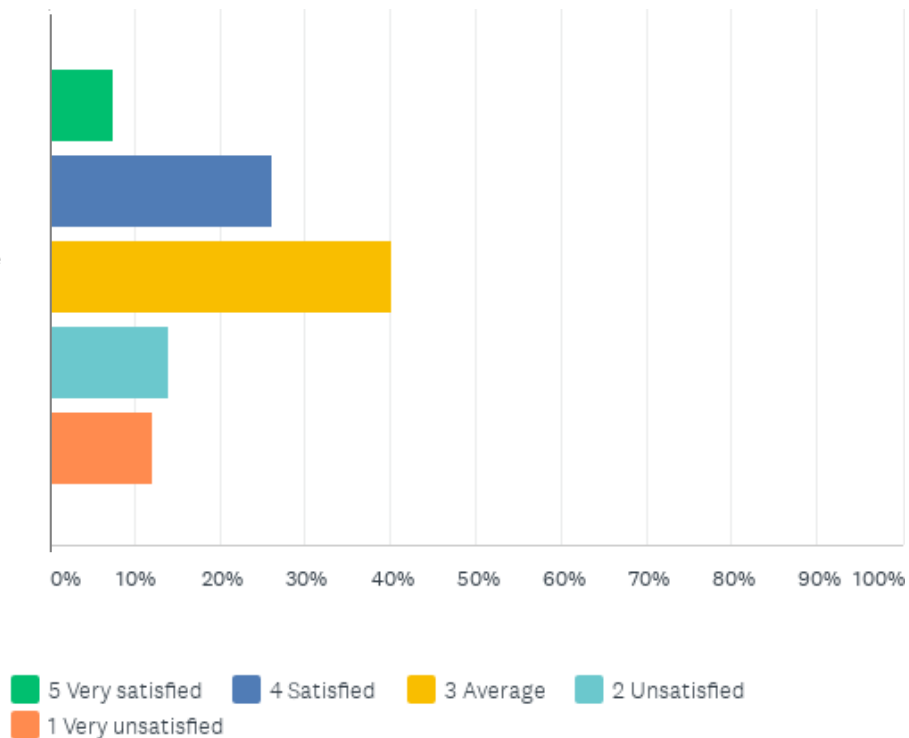
Answered: 1,185 Skipped: 33

	5 VERY SATISFIED	4 SATISFIED	3 AVERAGE	2 UNSATISFIED	1 VERY UNSATISFIED	TOTAL
How satisfied are you with signal quality?	7.51% 89	22.95% 272	40.68% 482	17.81% 211	11.05% 131	1,185

Q16: Overall Rating of user experience

Answered: 1,138 Skipped: 80

How satisfied are you with Comcast's user experience (on screen channel guide, voice remote, on demand menu, etc.)



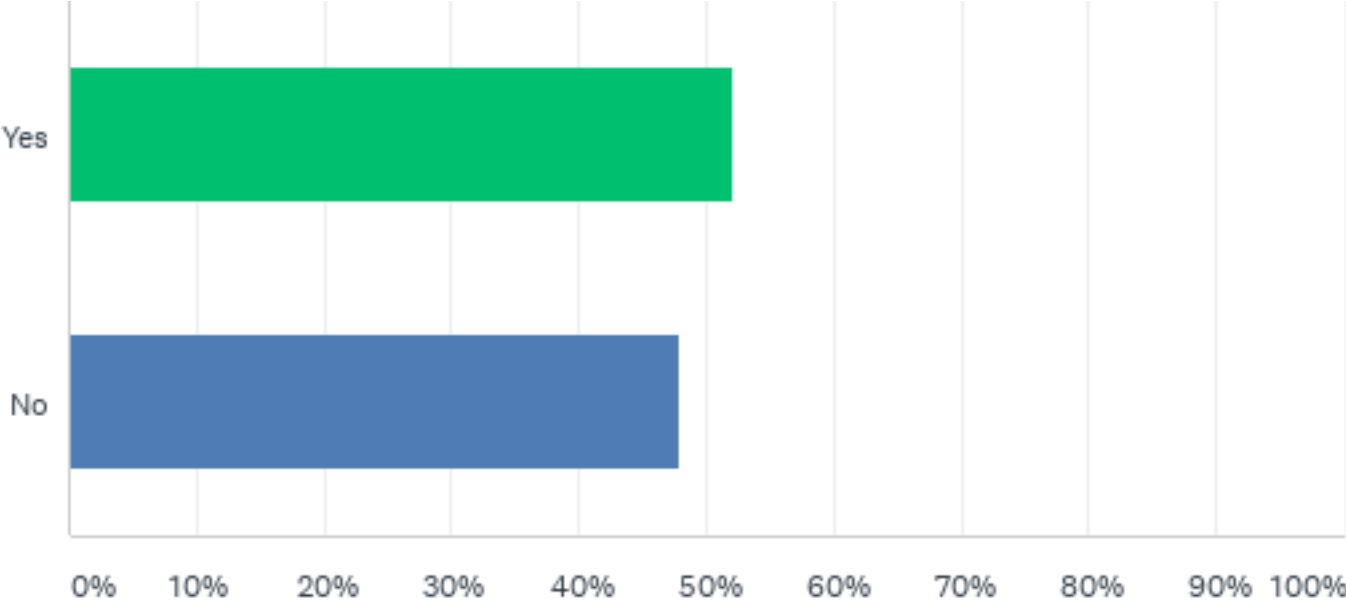
Q16: Overall Rating of user experience

Answered: 1,138 Skipped: 80

	5 VERY SATISFIED	4 SATISFIED	3 AVERAGE	2 UNSATISFIED	1 VERY UNSATISFIED	TOTAL
How satisfied are you with Comcast's user experience (on screen channel guide, voice remote, on demand menu, etc.)	7.47% 85	26.10% 297	40.25% 458	13.97% 159	12.21% 139	1,138

Q17: Are you aware that the City of Nashua offers local Public, Educational and Government television programming via cable TV channels 16, 96 and 99 with available online 24/7 streaming?

Answered: 1,213 Skipped: 5



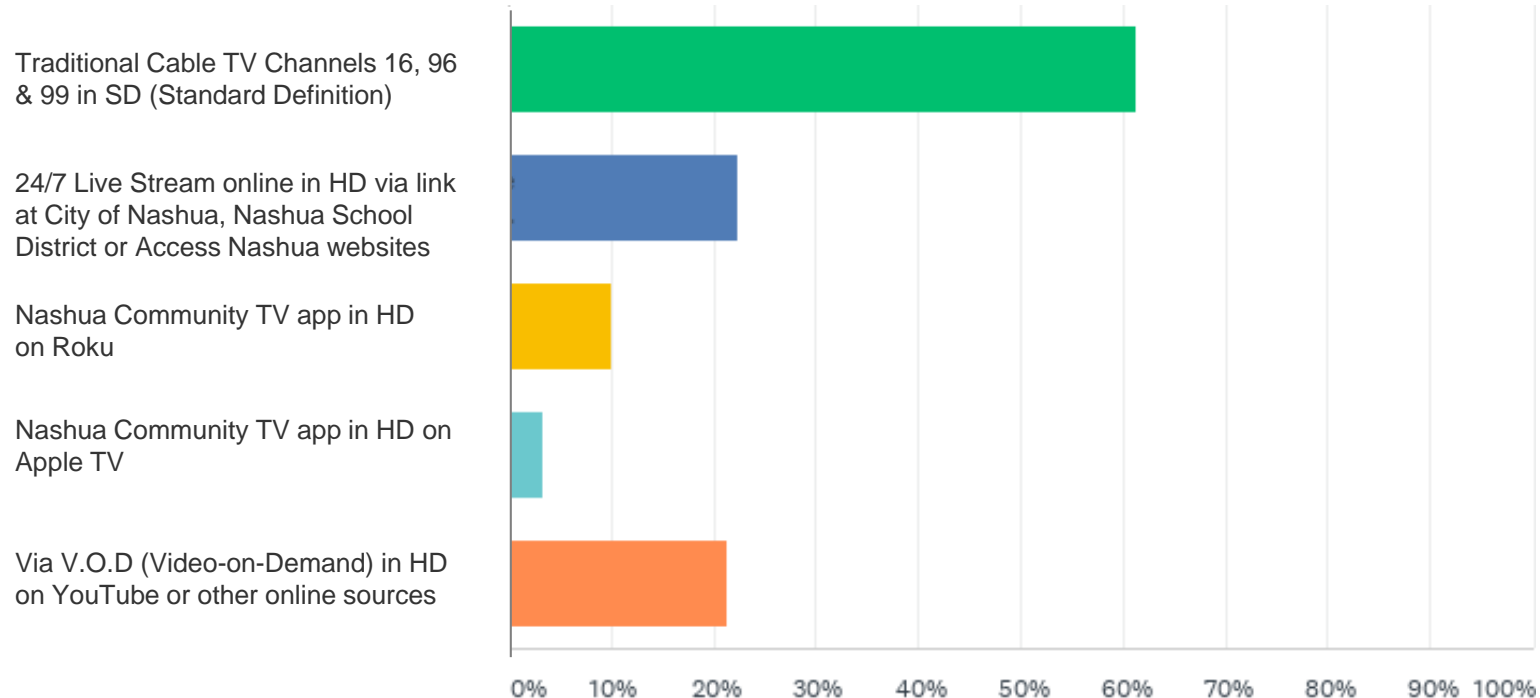
Q17: Are you aware that the City of Nashua offers local Public, Educational and Government television programming via cable TV channels 16, 96 and 99 with available online 24/7 streaming?

Answered: 1,213 Skipped: 5

ANSWER CHOICES	RESPONSES	
Yes	52.18%	633
No	47.82%	580
TOTAL	1,213	

Q18: I watch local PEG (Public/Education/Government) programming via (Please check all that apply)

Answered: 435 Skipped: 783



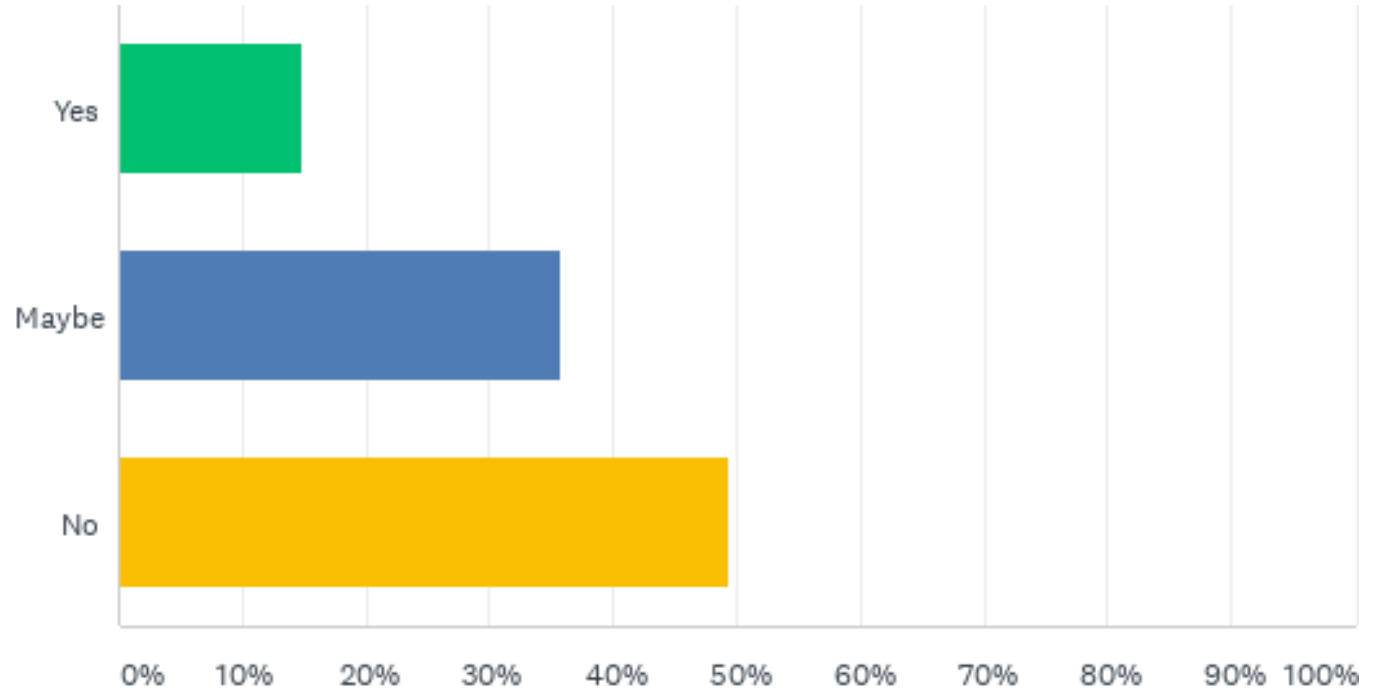
Q18: I watch local PEG (Public/Education/Government) programming via (Please check all that apply)

Answered: 435 Skipped: 783

ANSWER CHOICES	RESPONSES	
Traditional Cable TV Channels 16, 96 & 99 in SD (Standard Definition)	61.38%	267
24/7 Live Stream online in HD via link at City of Nashua, Nashua School District or Access Nashua websites	22.30%	97
Nashua Community TV app in HD on Roku	10.11%	44
Nashua Community TV app in HD on Apple TV	3.45%	15
Via V.O.D (Video-on-Demand) in HD on YouTube or other online sources	21.38%	93
Total Respondents: 435		

Q19: Would you be more likely to watch Nashua Community TV programming on Comcast/Xfinity if it was available in High Definition?

Answered: 1,169 Skipped: 49



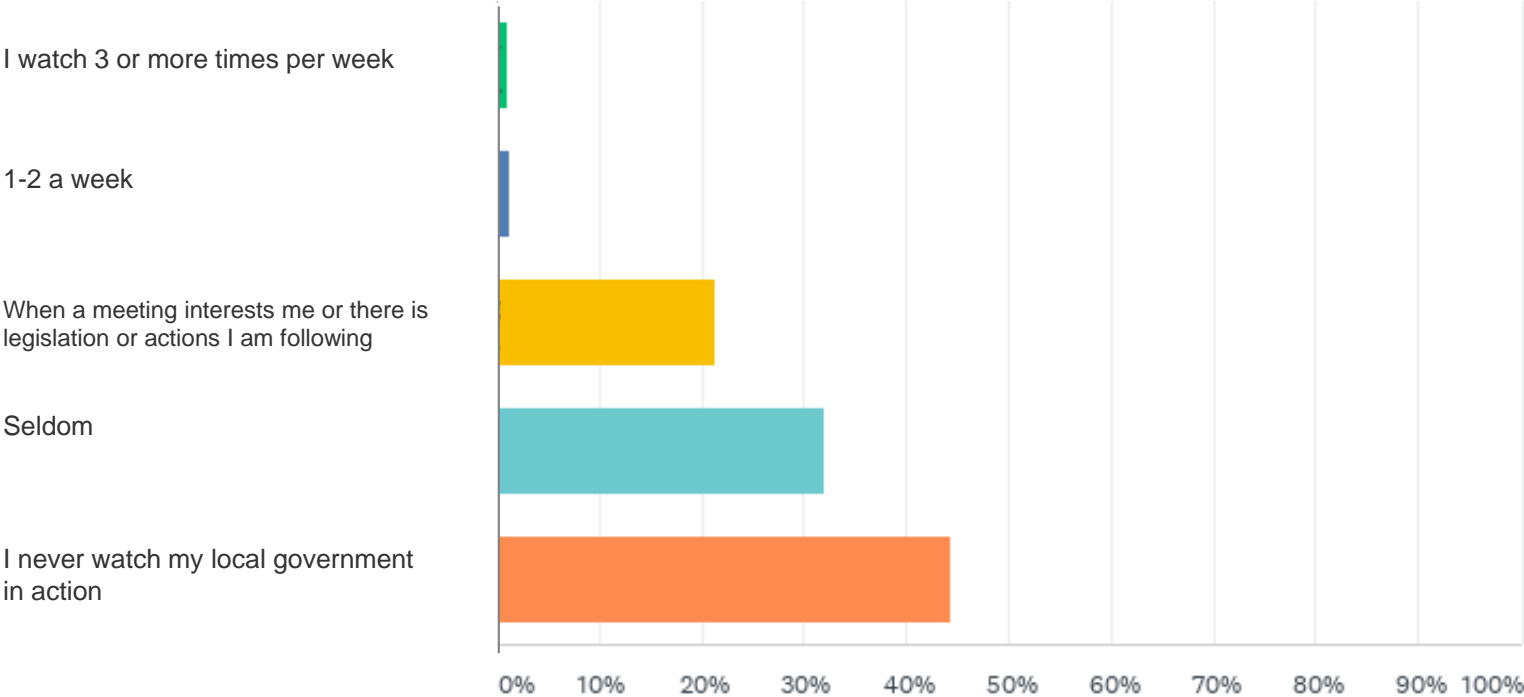
Q19: Would you be more likely to watch Nashua Community TV programming on Comcast/Xfinity if it was available in High Definition?

Answered: 1,169 Skipped: 49

ANSWER CHOICES	RESPONSES	
Yes	14.80%	173
Maybe	35.76%	418
No	49.44%	578
TOTAL		1,169

Q20: How often do you watch Aldermanic meetings or other local government programming on GOV TV Channel 16 or online/on-demand?

Answered: 1,193 Skipped: 25



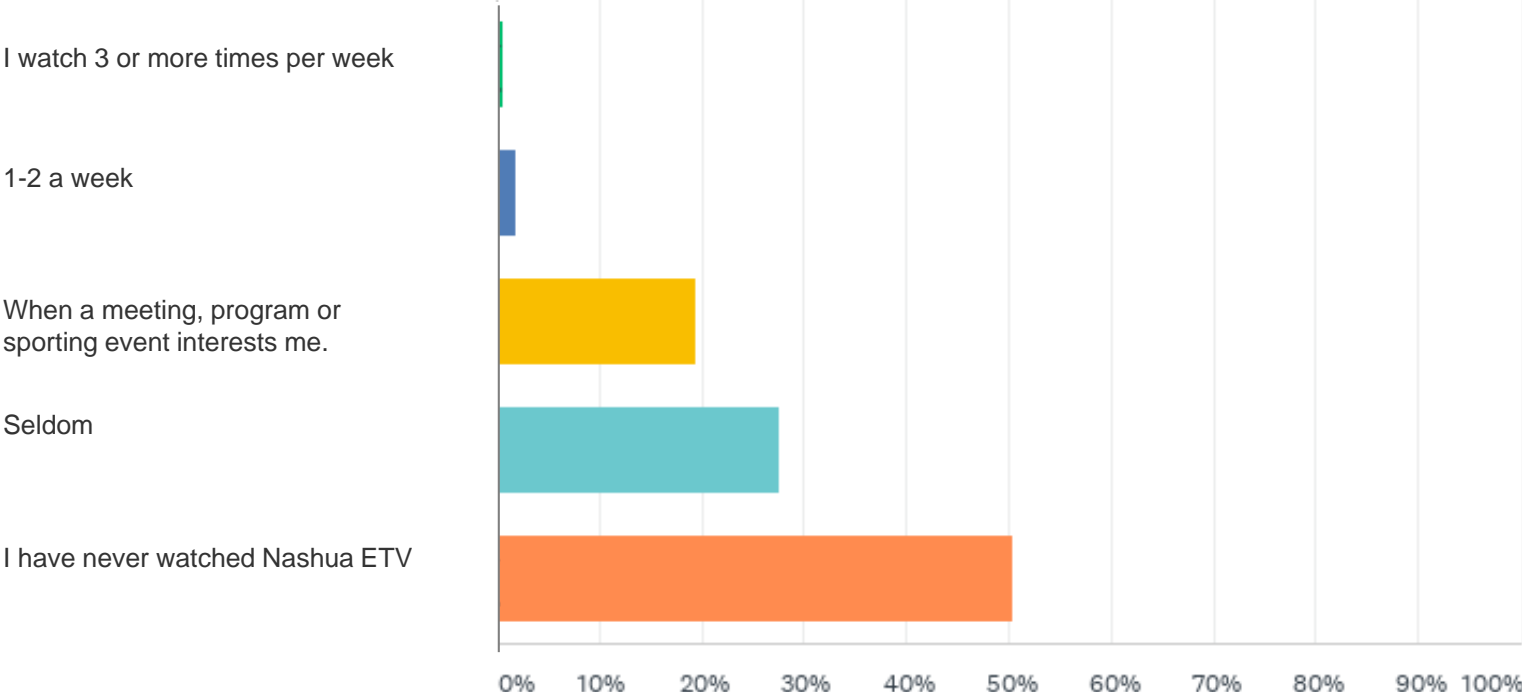
Q20: How often do you watch Aldermanic meetings or other local government programming on GOV TV Channel 16 or online/on-demand?

Answered: 1,193 Skipped: 25

ANSWER CHOICES	RESPONSES	
I watch 3 or more times per week	1.01%	12
1-2 a week	1.26%	15
When a meeting interests me or there is legislation or actions I am following	21.37%	255
Seldom	32.02%	382
I never watch my local government in action	44.34%	529
TOTAL		1,193

Q21: How often do you watch Board of Education meetings or other educational programming including local sports on Nashua ETV channel 99 or online/on-demand?

Answered: 1,193 Skipped: 25



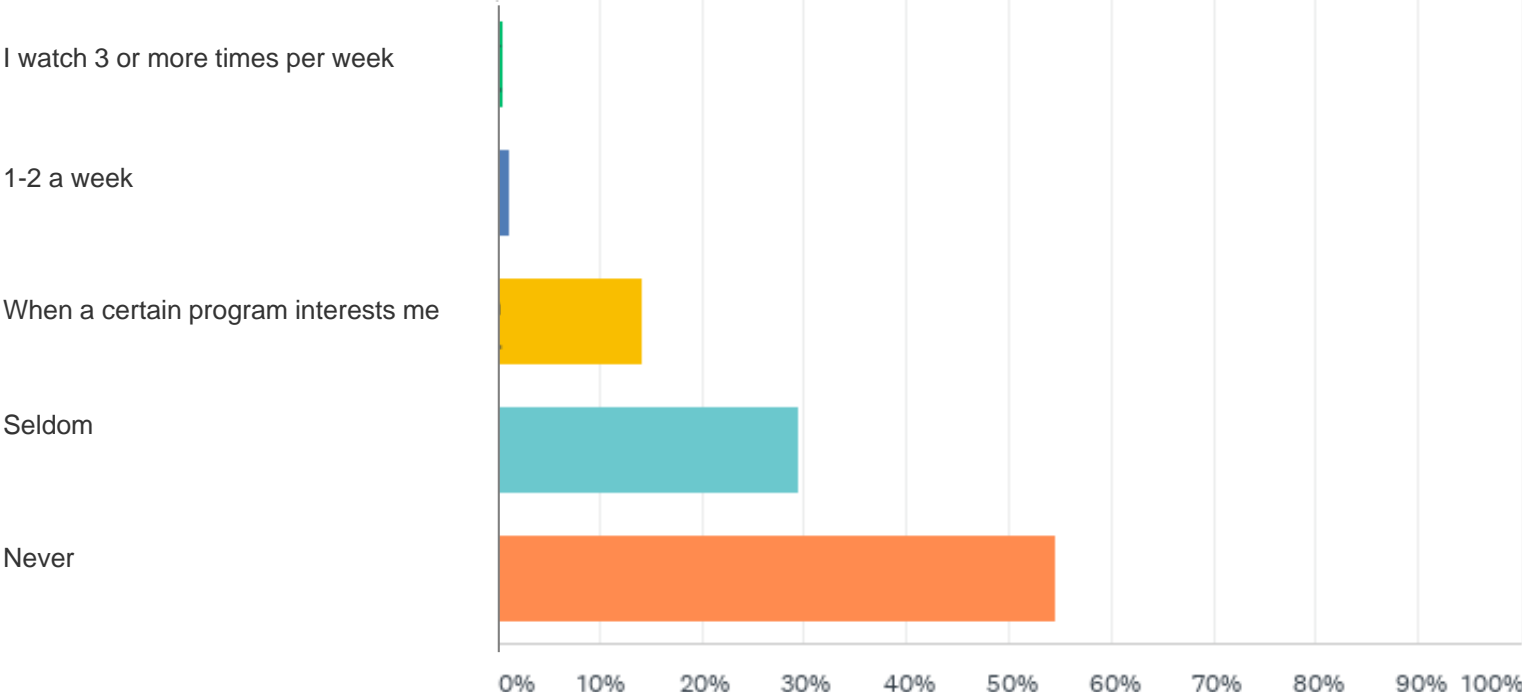
Q21: How often do you watch Board of Education meetings or other educational programming including local sports on Nashua ETV channel 99 or online/on-demand?

Answered: 1,193 Skipped: 25

ANSWER CHOICES	RESPONSES	
I watch 3 or more times per week	0.59%	7
1-2 a week	1.93%	23
When a meeting, program or sporting event interests me.	19.45%	232
Seldom	27.66%	330
I have never watched Nashua ETV	50.38%	601
TOTAL		1,193

Q22: How often do watch local Public Access TV programming on Access Nashua Channel 96 or online/on-demand?

Answered: 1,189 Skipped: 29



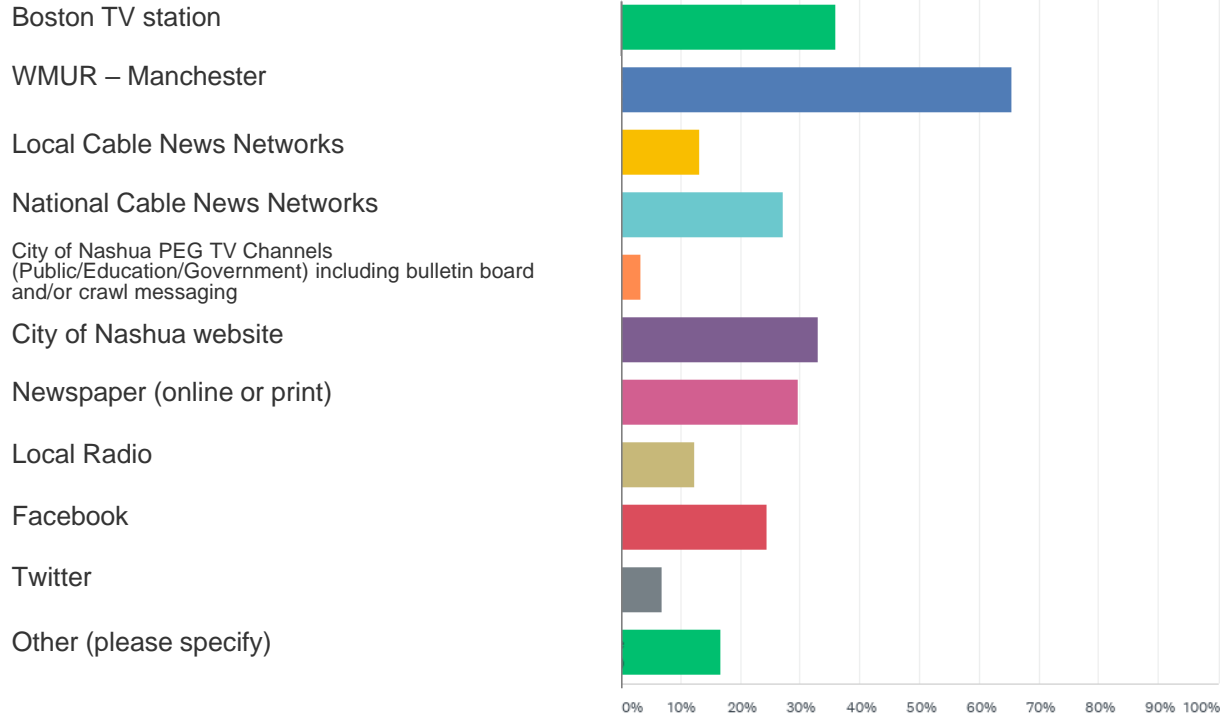
Q22: How often do watch local Public Access TV programming on Access Nashua Channel 96 or online/on-demand?

Answered: 1,189 Skipped: 29

ANSWER CHOICES	RESPONSES	
I watch 3 or more times per week	0.59%	7
1-2 a week	1.18%	14
When a certain program interests me	14.30%	170
Seldom	29.44%	350
Never	54.50%	648
TOTAL		1,189

Q23: How did you obtain your local COVID-19 news? (Please check all that apply.)

Answered: 1,190 Skipped: 28



Q23: How did you obtain your local COVID-19 news? (Please check all that apply.)

Answered: 1,190 Skipped: 28

ANSWER CHOICES	RESPONSES	
Boston TV station	35.88%	427
WMUR – Manchester	65.38%	778
Local Cable News Networks	13.28%	158
National Cable News Networks	27.14%	323
City of Nashua PEG TV Channels (Public/Education/Government) including bulletin board and/or crawl messaging	3.45%	41
City of Nashua website	33.03%	393
Newspaper (online or print)	29.66%	353
Local Radio	12.27%	146
Facebook	24.45%	291
Twitter	6.81%	81
Other (please specify)	16.72%	199
Total Respondents: 1,190		