

Cable Survey

1. Greeting

Thank you for visiting www.television.com. Please take a moment to fill out this brief questionnaire.

2. ScreenAge

Are you 18 years of age or older?

Yes
 No..... (Skip to Thanks)

3. ScreenSubscribe

Does your household subscribe to Cable television?

Yes
 No (Skip to Thanks)

MAIN QUESTIONNAIRE

4. HowLongSub

How long have you been a cable television subscriber?

Less than 1 month
 More than 1 month but less than 6 months
 More than 6 months but less than 1 year
 1 year or longer

5. CurrentCableCo

Which cable company provides service to your household?

Continental
 TCI
 Warner

6. NumberofChannels

How many channels are included in your basic cable subscription, not including any premium or pay-per-view channels? (DK allowed) _____

7. AmountofBill

How much is your average monthly cable bill?
 (RECORD EXACT AMOUNT) (DK & REF allowed) _____

8. Channelmost

Which cable channel do you watch most often in your home?

- ANIMALPLANET
- CINEMAX
- CNN.....
- DISCOVERY
- DISNEY CHANNEL.....
- FAMILY CHANNEL
- HBO.....
- HGTV
- LIVING.....
- LIFETIME
- MTV
- NICKELODEON
- PLAYUK
- SHOWTIME.....
- STARZ.....
- TNN
- WEATHER CHANNEL

9. Channelothers

Which (other) cable channels do you watch on a regular basis in your home?

- ANIMALPLANET
- CINEMAX
- CNN.....
- DISCOVERY
- DISNEY CHANNEL.....
- FAMILY CHANNEL
- HBO.....
- HGTV
- LIVING.....
- LIFETIME
- MTV
- NICKELODEON
- PLAYUK
- SHOWTIME.....
- STARZ.....
- TNN
- WEATHER CHANNEL

10. RepVisit

Did a service representative visit your home?

Yes **O**
 No..... **O**

11. RateTelRep

How would you rate the Telephone Representative on the following attributes:

	E	V	G	F	P	DK
Quality of Service	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O
Being Pleasant	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O
Response Time	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O
Being Helpful	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O
Being Professional	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O

12. RateInHomeRep

How would you rate the In-Home Service Representative on the following attributes:

	E	V	G	F	P	DK
Quality of Service	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O
Appearance	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O
Being Pleasant	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O
Response Time	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O
Being Helpful	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O
Being Professional	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O	<input type="radio"/> O

13. GoodValue

Do you consider cable television to be good value for money?

Yes **O**
 No **O** (Skip to WhyNotGoodValue)

14. WhyGoodvalue

Why do you consider cable television to be good value for money?

(Bypass this question for those who said GoodValue = Yes)

15. WhyNotGoodvalue

Why do feel cable television is not good value for money?

DEMOGRAPHICS

16. DemogInstr

Now there are few more questions that are used to divide our interviews into groups.

17. Age

Into which of the following age groups do you belong?

- 18-25
- 26-35
- 36-45
- 46-55
- 56 or older
- I'd rather not say

18. AnnualIncome

What is your annual household income?

- Under \$15,000
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 or more
- I'd rather not say

19. HHTot

Including yourself, how many people are living in your household?

20. HHages

Of the (Insert Response from HHTot) people living in your household, how many are in the following age groups:

Under 5 years	_____
5 – 11years	_____
12 – 17 years	_____
18 – 25 years	_____
26 – 45 years	_____
46 – 65 years	_____
Over 65 years	_____

21. Gender

What is your gender?

Male

Female

I'd prefer not to say

22. FuturePart

Thank you very much for all of your information, it will be used to help us create a better Cable Company service in the future. Would like to participate in more studies like this one in the future?

Yes

No..... (Skip to Thanks)

23. EmailAddress

What is your email address? (Example: bsmith@aol.com)

24. Thanks

Thank you for your time. Have a nice day.