

# 2015 Comcast CPG Renewal Survey Results

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A green decorative graphic consisting of a vertical bar on the left, a horizontal bar extending to the right, and a diagonal line connecting the top of the vertical bar to the start of the horizontal bar.

## About the Center for Rural Studies

The Center for Rural Studies (CRS) is a nonprofit, fee-for-service research organization that addresses social, economic, and resource-based problems of rural people and communities. Based in the College of Agriculture and Life Sciences at the University of Vermont (UVM), CRS provides consulting and research services in Vermont, the United States, and abroad. The research areas are divided into five main areas: Agriculture, Human Services and Education, Program Evaluation, Rural Community and Economic Development, and Vermont Community Data. The mission of CRS is to promote the dissemination of information through teaching, consulting, research, and community outreach. Primary emphasis is placed upon activities that contribute to the search for solutions and alternatives to rural problems and related issues. Bringing decades of experience to its work, CRS recognizes that answers to critical and timely questions often lie within a community or organization.

For any questions or comments about this report, please contact Florence Becot, Research Specialist at the Center for Rural Studies at 802-656-9897 or at [fbecot@uvm.edu](mailto:fbecot@uvm.edu).



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## Introduction

In September 2015, the Vermont Department of Public Service commissioned a study to assess, with regard to Public, Education and Government (PEG) access, attitudes and behaviors for Comcast Service areas. This report presents the methods and findings from the study.

## Data Collection

The questionnaire used for this study was similar to the questionnaire used for a previous study and was updated by the Center for Rural Studies (CRS) and by the Vermont Department of Public Service. The data for this study were collected by the Center for Survey Research at PennState University Harrisburg. The methods used for this study were reviewed and approved by the University of Vermont Committee on Human Research in the Behavioral Sciences.

Data were collected by telephone survey beginning on November 2 and ending on November 21. Hours for interviewing for the project were Mondays through Thursdays from 6:00 p.m. to 9:00 p.m., Saturdays from 10:00 a.m. to 4:00 p.m., and Sundays from 4:00 p.m. to 8:00 p.m. The Center for Survey Research uses computer-aided telephone interviewing (CATI). The sample was randomly drawn from a list of telephone numbers from the state of Vermont. Each potential respondent who was contacted was required to be a resident of one of the municipalities served by Comcast and be over the age of eighteen in order to qualify for the study. Follow-up calls to households and cell phones that did not answer, had a busy signal, or an answering machines were called back at various days of the week and times of day. Each phone number was called a maximum of four times.

In total, 5,027 households were contacted, yielding 399 complete responses; 7.9 percent of all calls made resulted in a completed survey. Out the 399 completed responses, 70.6% of the respondents were reached by landline and 29.3% of the respondents were reached by cell phone.

## Data Storage, Analysis, and Reporting

The data were stored electronically on a password-protected server at the University of Vermont. In order to protect the privacy and confidentiality of the respondents, no identifying information was stored with the data. The Statistical Package for the Social Sciences (SPSS) was used for the analysis. Data were weighted in order to be representative of the age/sex population. Table 1 shows the percentage of survey responses, compared to the 2010 Census data and the weight applied to the data. Twenty-six responses were lost when the weights were applied to the data, this corresponds to respondents for which age and/or gender were not available and weights could not be applied. The analysis was conducted on 373 usable responses. The results based on a group of this size have a margin of error of plus or minus 5.1 percent with a confidence interval of 95 percent. This means that if the survey were repeated, 95 percent of the time the results would be plus or minus 5.1 percent of the number reported.

Table 1. Survey data weights

	2010 Census	Survey responses	Weight
Age 18 -34: Male	14.0%	4.0%	3.45
Age 18 -34: Female	13.0%	3.0%	4.20
Age 36-64: Male	27.0%	23.0%	1.19
Age 36-64: Female	28.0%	25.0%	1.12
Age 65+: Male	8.0%	19.0%	0.44
Age 65+: Female	10.0%	27.0%	0.38

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The findings from the descriptive statistical analysis are presented in the Results section of this document. Each variable is presented separately and each page includes the question wording and a table with the frequency and percent values. The variation in the total number of responses for each question comes from the skip pattern, possibility to choose more than one answer and respondents' refusal to answer. With the application of weights to the data, frequencies were rounded to the nearest whole number. In cases where the frequency was between 0 and 1, cases were always rounded up to 1. The rounding of results due to weights results in some minor discrepancies in the data tables. Bivariate analysis was conducted to test the existence of relationship between two variables for some of the questions based on the request of the client. The results of the bivariate analysis are presented after the descriptive analysis (starting page 57). The results of the test are considered statistically significant if the value of the test is inferior or equal to 0.1. Statistical significance means that we can reject the null hypothesis that there is no relationship between two variables.

No discussion or conclusions are presented in this document. The significance and meaning of the findings will be left to the discretion of the parties that commissioned the study.



# Survey Results

## Univariate Analysis

Table 2. Which of the following devices do you currently use to view media such as television entertainment, news or sport programs?

	Frequency	Percent
Television	318	85.4
Computer	247	66.2
Mobile device such as tablet or smart phone	200	53.8
Other	2	0.5
None	1	0.3

*Note. Multiple responses could be selected for this question; thus, the total percent may be greater than 100.0 percent. "Other" includes radio and Roku.*



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Table 3: Are you currently a customer of Comcast Communications for your cable television service?

	Frequency	Percent
Yes	165	44.3
No	204	54.8
Don't Know (Did not read)	3	0.9
Total	372	100.0

*SKIP PATTERN*  
*IF Table 3 = No then go to Table 9*

Table 4: Do you subscribe to satellite services to watch television?

	Frequency	Percent
Yes	76	38.2
No	123	61.8
Total	199	100.0

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Table 5: Do you have a set top box which allows you to watch television through an internet connection?

	Frequency	Percent
Yes	76	37.7
No	123	60.8
Don't Know	3	1.5
Total	202	100.0

Table 6. Why do you choose not to subscribe to Comcast for television service? Select all that apply.

	Frequency	Percent
The cost	88	23.6
Prefer satellite service	16	4.2
Programming choices	31	8.2
Due to an internet option for video	23	6.0
Don't watch TV	38	10.1
Don't like Comcast Service	25	6.8
Never considered it	10	2.6
Comcast doesn't come to my location	42	11.2
Other	29	7.7
Don't know	1	0.3

*Note. Multiple responses could be selected for this question; thus, the total percent may be greater than 100.0 percent.*

*Other include:*

Because of storms
Because they suck
Billing disagreement
Complex has own system
Did not want Comcast to drill for wires.
Don't have a TV
Don't like their politics
Don't want cable
Don't want TV

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Have an antennae
House already had satellite
I like the Burlington Telecom
I've had for years the same TV
Installation too expensive
It's part of my rent so I don't have to pay for it.
Just became available
Lived 15 years without TV by choice.
Never had it
Prefer Dish
Quality of pictures not as good
Receive service over the air
They never got my cable set up correctly and never
They take advantage of customers. They have no set
use other cable company
Video on computer
Was not available at my location at the time of move
we get what we want off the antenna
We're just happy with dish
Young daughter doesn't need to see all them program

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Table 7 Have you been a Comcast television subscriber within the past five years?

	Frequency	Percent
Yes	58	28.2
No	145	70.8
Don't know	2	0.9
Total	205	100.0

*SKIP PATTERN*  
*IF Table 7 = No then go to Table 12*

Table 7. Why did you end your television subscription with Comcast?

	Frequency	Percent
The cost	26	50.7
Programming choices	5	10.5
Due to an internet option for video	8	15.1
Don't watch TV	5	10.6
Don't like Comcast Service	1	2.5
Comcast doesn't come to my current location	5	10.6
Total	51	100.0

*Note. Additionally, five respondents listed other reasons for ending their television subscription with Comcast: "Prefer Burlington Telecom", "billing disagreement", "it's part of my rent", "moved/relocation" (4), and "pictures aren't as good".*

Table 8. How much television do you watch in high-definition (HD)?

	Frequency	Percent
All or almost all	159	50.0
More than half	28	8.8
Some, but less than half	43	13.5
None	64	20.0
Don't know	25	7.7
Total	318	100.0

*Note. Question was only asked to respondents who responded using a 'television' in table 1.*



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Table 9. Do you use the Interactive Program Guide?

	Frequency	Percent
Yes	99	60.0
No	62	37.8
Don't know	4	2.2
Total	165	100.0

Table 10. Do you think that in the next 3 years you might stop subscribing to Comcast for your cable television service?

	Frequency	Percent
Yes	80	48.6
No	60	36.3
Don't know	25	14.9
Total	165	100.0

*SKIP PATTERN*  
*IF Table 10 = No then go to Table 12*

Table11: Why would you stop?

	Frequency	Percent
The cost	63	88.9
Programming choices	2	2.1
Due to an internet option for video	0	0.5
Don't like Comcast Service	6	8.4
Total	79	100.0

*Other reasons for stopping their subscription to Comcast in the next three years:*

age
Cause I'm 77 years old.
Comcast service is poor and will soon have access to most services online.
For another system
I'm not sure I will be alive
Making something better will come along
Quality of service
The service is poor reception
Very bad service
watching less tv
We're moving to an area that doesn't get Comcast service.

Table 12: How would you describe your level of awareness of the programming on public access channels and the other services it offers the community?

	Frequency	Percent
Very much aware	34	9.2
Usually aware	50	13.4
Aware	135	36.3
Not aware	151	40.5
Don't know	2	0.5
Total	372	100

Table 13: To your knowledge, have you or has any member of your household ever watched public access channels through your Comcast cable subscription?

	Frequency	Percent
Yes	82	36.6
No	136	60.9
Don't know	5	2.3
Total	223	100.0

*SKIP PATTERN  
IF Table 13 = Yes then go to Table 15*

Table 14: How important is the ability to watch public access channels in continuing your cable subscription with Comcast?

	Frequency	Percent
Not at all important	23	29.6
Not important	24	30.0
Does not matter	18	22.8
Important	7	8.9
Very important	6	7.2
Don't know	1	1.5
Total	79	100.0

Table 15: And to your knowledge, have you or any member of your household ever watched public access channels programming online?

	Frequency	Percent
Yes	70	18.6
No	297	79.6
Don't know	6	1.6
Total	372	100.0

Table 16: What programs do you or members of your household watch on public access channels?

An American Experience. British comedies. (4)
Arts and music
Been too long ago I don't remember.
Board meetings
CCTV from Burlington, prerecorded school board meetings for our town.
Chronic fatigue syndrome program
Church congregation show
Community bulletin board
Concerts, kids shows, history programs
Council Meeting
Coverage of local events.
Debates and city council meetings.
Debates and public forums
Democracy Now and town meetings
Democracy Now. Local government.
Documentaries
don't know (5)
Don't watch it at all.
educational programs
governmental or educational or community programs
High School sporting events and town council meetings.
History Downton Abbey
I don't know which ever interest me.
I don't watch it.
It was a local news program involving talks of government.
Local board meetings Local select board Vermont Youth Orchestra
Local educational channels
Local government programs and broad meetings
Local meetings, cultural activities, election results, sports, interviews.
Local News and the Voice.
Local political programs



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Local programs.
Local sports meeting
Local stations and PEG TV
Local TV channel
Middlebury 50
Municipal meetings, cultural interests.
Nature, Nova (4)
NEK- TV (4)
News (2)
News Sports Weather
News, Master Piece Theater
News, weather and game shows.
non applicable (15)
None (22)
Our Select Board Meeting
PBS
Peg TV
planning commission meetings, city council meetings
Police chief reports
Raspin, price is right, jeopardy,
RETN Regional Educational TV Network and Ch17 Channel 17 Town Meeting Television
Some hearings, talk show
Specialty programs, like Halloween parade and Historically Speaking, Cooking Shows
Square Dancing
Super Market reviews; housing options and vacation spot
The Brattleboro Public Television channel
the road show
Town meetings. (2)
Town meetings. Energy Week.
Washington Week in Review.
We don't watch TV.
We don't. (4)
Weather
Whatever I like.
WQXR; Don't watch very much television; news

Table 17: How often do you or a member of your household watch public access channels

	Frequency	Percent
Daily	2	1.5
Weekly	27	19.1
Monthly	9	6.4
Less than once a month	36	26.0
Never	66	47.0
Total	140	100.0

Table 18: How important do you think it is for residents and community organizations to have the opportunity to create and show their own local programs through community access television?

	Frequency	Percent
Very important	117	31.4
Important	135	36.3
I don't have an opinion	94	25.3
Not important	11	3.0
Not very important	9	2.5
Don't know	5	1.4
<b>Total</b>	<b>373</b>	<b>100.0</b>

Table 19: Public access channels are supported through a subscriber fee charged to the video portion of Comcast bills. Were you aware of this so-called “PEG Access Fee”?

	Frequency	Percent
Yes	59	15.8
No	311	83.4
Don't know	2	.6
Total	372	100.0

Table 20: Which of the following best describes your opinion about this fee for a community access television channel?

	Frequency	Percent
I very much support paying the fee	14	6.4
I don't mind paying the fee	65	29.4
I'd prefer not to pay the fee	57	26.0
I opposed paying the fee	25	11.5
I don't have an opinion	53	24.2
Refused	6	2.5
Total	219	100.0

Table 21: Comcast customers do not currently have the ability to watch local Public Access programming in HD. Would you like the option to watch community access programming in high definition?

	Frequency	Percent
Yes	53	39.5
No	70	52.3
Don't Know	10	7.3
Refused	1	0.9
Total	219	100.0

*SKIP PATTERN*  
*IF Table 21 = No then go to Table 23*

Table 22: Which of the following best describes your opinion about paying a fee for the ability to watch local programming in high definition?

	Frequency	Percent
I very much support paying the fee	2	4.3
I don't mind paying the fee	10	18.8
I'd prefer not to pay the fee	26	49.2
I opposed paying the fee	7	13.9
I don't have an opinion	7	13.7
<b>Total</b>	<b>53</b>	<b>100.0</b>

Table 23: Additionally, Comcast customers do not currently have the ability to see local Public Access programming in the interactive program guide. Would you like the option to see local Public Access programming in the interactive program guide?

	Frequency	Percent
Yes	59	78.5
No	11	14.9
Don't Know	5	6.6
Total	75	100.0

*SKIP PATTERN*  
*IF Table 23 = No then go to Table 25*



Table 24: Which of the following best describes your opinion about paying a fee for the ability to see local public access programming in the interactive program guide?

	Frequency	Percent
I very much support paying the fee	0	0.0
I don't mind paying the fee	11	19.4
I'd prefer not to pay the fee	25	42.8
I opposed paying the fee	17	29.2
I don't have an opinion	5	8.6
Total	58	100.0

Table 25: Your local public access channel offers more than the programming on TV. Please tell me if you are aware of the following offerings by your local public access channel:

	Frequency	Percent
Free training on video content creation	63	16.9
Free training on video equipment use	67	17.9
Free classes on video production, including editing	58	15.5
Free lending of video production equipment	56	15.1
Use of video production studio space	68	18.3
Free posting of bulletin board messages	71	19.0
DVD copies of local events	74	19.8
Skilled and unskilled volunteer opportunities	68	18.2
Website to view archived programs	62	16.6
Don't know	189	50.7

*Note. Multiple responses could be selected for this question; thus, the total percent may be greater than 100.0 percent*

Table 26. And now, please tell me which of those services have you used? Select all that apply.

	Frequency	Percent
Free training on video content creation	12	3.3
Free training on video equipment use	14	3.7
Free classes on video production, including editing	10	2.7
Free lending of video production equipment	19	5.0
Use of video production studio space	21	5.5
Free posting of bulletin board messages	15	4.1
DVD copies of local events	16	4.4
Skilled and unskilled volunteer opportunities	7	1.9
Website to view archived programs	21	5.8
I have not used any of the services	309	83.0
Don't know	7	2.0

*Note. Multiple responses could be selected for this question; thus, the total percent may be greater than 100.0 percent.*

**SKIP PATTERN**

*IF Table 26 = 'Free training on video content creation' go to Table 29*

*IF Table 26 = 'Free training on video equipment use' go to Table 27*

*IF Table 26 = 'Free classes on video production, including editing' go to Table 28*

*IF Table 26 = 'Free lending of video production equipment' go to Table 30*

*IF Table 26 = 'Use of video production studio space' go to Table 32*

Table 27: Was the video equipment training adequate for you to understand how to use the equipment?

	Frequency	Percent
Yes	11	80.5
No	1	2.8
Don't know	2	16.8
Total	14	100.0

Table 28: Was the video production training adequate for you to edit and finish your video?

	Frequency	Percent
Yes	9	88.0
No	0	0.0
Don't know	1	12.0
Total	10	100.0

Table 29: Has training on equipment, content creation, or video production been offered often enough to meet your needs?

	Frequency	Percent
Yes	11	80.6
No	0	0.0
Don't know	3	19.4
Total	14	100.0

Table 30: Have you ever been denied use of equipment because it was unavailable?

	Frequency	Percent
Yes	2	8.7
No	17	91.3
Don't know	0	0.0
Total	19	100.0

*SKIP PATTERN*  
*IF Table 30 = No then go to Table 34*

Table 31: Approximately how many times?

	Frequency	Percent
Two	1	50.0
Three	1	50.0
Don't know	0	0.0
Total	2	100.0



Table 32: Have you ever been denied studio space because it was unavailable?

	Frequency	Percent
Yes	17	81.0
No	4	19.0
Total	21	100.0

*SKIP PATTERN*  
*IF Table 32 = No then go to Table 34*

Table 33: Approximately how many times?

	Frequency	Percent
Once	3	75.0
Twice	1	25.0
Total	4	100.0

Table 34: What could Comcast do to make the community more aware of the programming and services they offer? Select all that apply.

	Frequency	Percent
Advertise the channel more	172	46.1
Offer more local programming on the channel	118	31.6
Create more partnerships with community organizations	183	49.2
Put its schedule on Comcast's on-screen guide	189	50.7
Have its programming available on high-definition (HD) channel	96	25.8
Don't know	5	1.4
Other	27	7.2

*Note. Multiple responses could be selected for this question; thus, the total percent may be greater than 100.0 percent.*

*Other includes:*

Advertise in local newspaper
Advertise on Facebook
Alert organizations/individuals who have opposing viewpoints that aired viewpoints will be on TV to express their views to those who oppose this view.
at community colleges and job service
Charge less for cable
Create a guide for satellite service
Doesn't apply to me because not a Comcast customer
Have representative go into the schools to let them know of these services.
If it was offered on satellite.
If satellite company provided it.
If the information would be available on the website
Make available of customer that have satellite

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Make available on all services
Make available to everyone including satellite services.
Make it available online independently
marketing outside of Comcast
More readily available to disabled, senior citizens and school children
No market for public access TV.
None apply
offer to satellite customers
Posting on front porch forum
Put a flyer in with the cable bill.
Put an ad in the Rutland Herald
Put in TV Guide
Put it on satellite
put schedule on other services like local newspaper and other media
they need to advertise on the internet because everybody is moving away from the tv anyway.
We don't have it

Table 35: Are you currently a customer of Comcast for your internet service?

	Frequency	Percent
Yes	185	49.5
No	187	50.0
Don't know	2	0.4
Total	373	100.0

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Table 36: In what town do you live?

	Frequency	Percent
Arlington	1	0.3
Bakersfield	4	0.9
Barton	1	0.2
Bellows Falls	2	0.6
Bennington	20	5.3
Berkshire	1	0.3
Berlin	5	1.2
Braintree	0	0.1
Brandon	8	2.2
Brattleboro	10	2.6
Bristol	6	1.6
Brookfield	0	0.1
Burlington	45	12.0
Calais	3	0.7
Castleton	7	1.8
Charlotte	6	1.7
Chittenden	1	0.2
Clarendon	1	0.3
Colchester	8	2.0
Coventry	3	0.7
Danby	0	0.1
Derby	5	1.2
Derby Line	0	0.1
Dorset	2	0.4
Duxbury	1	0.3
East Montpelier	3	0.8
Enosburgh	3	0.3
Fair Haven	3	0.9
Fairfax	7	1.9
Ferrisburg	4	1.0
Georgia	3	0.7
Grand Isle	3	0.7
Guilford	1	0.3
Hardwick	1	0.3
Highgate	2	0.4
Hinesburg	2	0.4

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Hubbardton	3	0.9
Huntington	3	0.8
Hyde Park	4	1.0
Jericho	6	1.5
Johnson	5	1.3
Killington	5	1.4
Manchester	0	0.1
Mendon	2	0.4
Middlebury	11	2.9
Middlesex	0	0.1
Milton	7	1.9
Monkton	1	0.3
Montpelier	12	3.3
Morgan	1	0.3
Morrisville	1	0.3
New Haven	0	0.1
Newport City	12	3.2
North Bennington	0	0.1
Norwich	3	0.8
Pawlet	1	0.3
Pittsford	3	0.7
Plainfield	1	0.3
Poultney	2	0.6
Pownal	0	0.1
Proctor	2	0.5
Randolph	6	1.7
Richford	0	0.1
Richmond	11	3.0
Rupert	0	0.1
Rutland	22	6.0
Salisbury	0	0.1
Shaftsbury	2	0.4
Shelburne	3	0.9
Sheldon	0	0.1
South Burlington	13	3.6
South Hero	3	0.7
St. Albans	4	1.1
St. Albans Town	5	1.4
St. George	2	0.4

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Sunderland	0	0.1
Swanton	0	0.1
Tinmouth	1	0.3
Underhill	4	1.0
Vergennes	2	0.6
Vernon	2	0.4
Wallingford	0	0.1
Waltham	1	0.3
Waterbury	5	1.2
West Rutland	1	0.3
Westford	3	0.9
Westminster	5	1.4
Williston	9	2.4
Winhall	2	0.4
Winooski	3	0.7
Woodbury	1	0.3
Woodford	4	1.1
Worcester	0	0.1
<b>Total</b>	<b>373</b>	<b>100.0</b>

*Note: Due to weighting of cases, this tables shows as a weighted representation of the survey respondents.*



Table 37: Age in years

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N	373
Mean	51.0
Median	54.0
Mode	60.0
Standard Deviation	16.8
Minimum	23.0
Maximum	95.0

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Table 38: What was your household's TOTAL income in 2014?

	Frequency	Percent
\$0 to \$25,000	33	9.9
\$25,001 to \$50,000	81	24.4
\$50,001 to \$75,000	83	25.2
\$75,001 to \$100,000	54	16.2
\$100,001 and over	80	24.2
Total	331	100.0

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Table 39: What is your gender?

	Frequency	Percent
Male	184	49.3
Female	189	50.7
Total	373	100.0

Table 40: Before we end this call, do you have any other comments to share about your local public access channel?

A lot of people watch TV thru Netflix because we don't have commercials, and the cost of Comcast. The communities need to know more about the Public Access Channels abilities so they can use it and learn more about it. They need to get the word out and not just by advertising it on Comcast. Maybe they can advertise in local newspapers, Netflix, radio, whatever else besides Comcast.

Adephia was taken over by Comcast and was the worst. But Comcast rates for cable TV is very high. I feel it is a rip off and the reason people are getting away from it and using other devices.

Bristol's is a phony. They don't spend their money. Burlington is excellent.

Comcast has a monopoly. They have money to advertise and buy up other companies. There are no choices in our area.

Comcast is scamming people. They always have better deals then what they advertise when you complain about your bill. They need to let competition come in so prices can come down.

Comcast rates are too high.

Comcast should be paying the fee for public access channels because their prices are so high already.

Comcast was rather deceitful in a number of ways in that what was promised and what was delivered. I spoke to Comcast and the promises weren't kept.

Comcast's pricing is excessive. Once you get a bundle it keeps going up more and more each year. You don't get the programming you want. More competition is needed.

Do you have alternatives to Comcast?

Have a wider range of availability. Would like to be able to watch public access channels on satellite.

Have no comments because rarely watch any television at all.

I am glad public access channel.

I am the chairman of development review board and think it would be great for towns people to have the opportunity watch meetings.

I am very happy that they cover school board meetings.

I appreciate the fact that it is here, but I just don't use it much.

I appreciate the service so that I can view local public events.

I can't imagine watching others homemade videos.

I can't see the reason for it and don't want anything added to my bill.

I did not know all the other services were available. Partnerships with non-profits and schools would

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be huge.
I don't know enough about it, but I'm going to go now and see if I can find out about it.
I don't like the doubling of programs; not enough variety and too many commercials.
I don't mind paying the fee for services but I don't know what the fees are.
I enjoy my PPB public access channel and Comcast has treated me well.
I enjoy watching the programs I watch.
I have an awful lot of advertisements and I don't like that.
I have an over the air antenna for local stations.
I just used it tonight.
I know they put on church services because friends tell me this, but I have never watched.
I object to the bundling; I prefer to choose the channels I want to watch. I want to choose the speed of the internet.
I really do not understand what that is and know nothing about it.
I really would like it to be in HD. The channel is rather "hazy" now.
I rely on it a lot and want to hear local musical events. I watch Channels 15 and 16.
I support it fully and think it is very important.
I think Comcast is very expensive and it's the only one that we can get in Vermont. I pay \$140 / month. That's a lot for what I watch.
I think it is an extremely important service. Besides Democracy Now, I greatly appreciate being able to watch local government meetings.
I think it is very important that members of the community are made aware of public access services other than the content that is viewable.
I think it should be a little more professional. It's low quality visual. They should spend a little more money on the visual aspect. A little more advertising may help. Bring on more of some of the local businesses. Cover more of the local outside things happening in the community.
I think it's a very valuable source.
I think it's great but it's not something that appeals to me in general.
I think that the local public access channel could do a lot more. Either they are lazy or don't have the funding. The kids at the local high school used to have a program but now they don't. There is nothing that supports what our town does. I honestly don't know how to watch their TV shows.
I think they are all aimed at much younger people than I.
I think they are very valuable, but that the community doesn't realize what they offer and how valuable they really are.
I think they do a reasonably good job. They can't cover everything, but they do their best.
I want to know who is in charge of public access channel in Rutland and how do they decide who to air.
I watch it a lot.

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I wish I could get it on Direct TV.
I wish they put more of the Celtic Thunder concerts on it.
I would be interested in knowing if the public access channel gets on HD.
I would like to know where to find out more information about it.
I'd to see it more but I didn't know there were options available.
I'm aware of funding issues at the state level and changes that may come about with public access channels. It is extremely important for elderly people who can't get out in the winter but are interested because they watch this stuff religiously so it is very important. It is an access issue. Even those with young kids who can't get out to the meetings. It's a way to get the info.
I'm quite happy. I really enjoy music.
If they are streaming on line and available, then it would be an interest to me.
If they were on our dish program guide we would look at them, but I'm not even sure they have anything like that where we live.
It is good that the channel is there.
It is very important to have council meetings on public access channels for government's transparency.
It sounds like local public access channel is looking to go in a new direction and I like that.
It would be great to have access to it if it was offered through the Dish network but it isn't. I miss having access to it.
It would be helpful to know if PBS is included within the definition of local public access channel.
It would be nice if they would add local high school and local college sports.
It would be nice to be able to access these public access channels for free or on satellite.
It would be nice to see local football games and other high school activities.
It's a critical part of democracy in an age where most information gathering happens in front of a device in front of a television, tablet or computer. Consolidation of media outlets makes for locally produced content more critical than ever and gives voice to segments of the population that are often otherwise unheard from.
It's great.
It's not accessible just because of our location. It's not feasible for a profit to give us that option.
It's very important especially showing local school board meetings.
Just think there is a need to make people more aware of it and of its programming.
Keep trying to continue the public access channel and not get taken over. I want to see the community have programming. With the amount of channels, it should be easy to provide public access channels.
Local public access channel does a good job, they fill in the need of information. Also it's an unused resource, you don't get access to local public access channel if you have basic cable or don't have cable.

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Local public access channel has my support.
Love it
Make it available for everyone, not just Comcast customers.
My partner used to watch Andy Road show.
My subscribed services should be color coded so I know which are available to me. It is very unfair to look at the program schedule and not know.
Need to look at value of the programming, they can be frivolous in nature.
No local public access channels are available.
No.
Not aware of what they regularly have.
One of the favorite channels. There are too many commercials on the regular channels. Other news channels are very repetitive.
Our local access channel is good. It is nice to see replays of sports games and meetings as well as the bulletin board. However, I can't stress enough unhappiness with Comcast. Cable/Internet is more and more seen as a utility - we need it to get our work done- and to get price gauged with no customer service is an outrage. At this time, I may switch to Netflix and lose public access just so that I don't have to pay exorbitant cable fees. I would hope there may be other online options so that we could still use public access channels in the future.
Pays more than girlfriend who lives in Bristol, but she gets nothing on her TV, less than a third of the channels on her TV. It is too expensive.
People there are doing a great job.
Please call 802/896-4627 w/ results of survey.
Probably under using it because not aware of the services. Would like to see more access.
Programs about guns and included some racial slurs and was detrimental to the community. Programming was not screened very well.
Right now, I'm watching the Halloween parade on public access/PEG TV.
Some of the more obscure broadcasting ruined the allure of the programs
Some of the programs listed in the newspaper guide, are not actually available on the channel.
Some programs are better than others.
The fees for public access programming should be waived, due to the massive cost of basic comcast programming
The most important thing is to have the public access channel schedule on the online guide.
The quality of local public access channel is not good.
The reason I get Direct TV instead of Comcast because they have Major League Baseball and NFL Ticket.
They are a total waste of taxpayers money. Nice idea but does not benefit many people.
They are very good but they don't offer them on Dish or Satellite.

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They do a great job with the school programs, and are out in the community quite a lot.
They do a great service for the community and I hope they continue to get funded.
They do a really good job as far as programming.
They do a very good job.
They have valuable things on their but they will only be seen by people who have TVs. They should have their own website and somehow advertise on the internet like on Net flicks.
They repeat these programs over and over. This makes me angry.
They should definitely be working with local schools.
They should use commercials to advertise more and make people more aware.
They should use front porch forum.
Using back porch forum would be a good way to reach a larger audience
We don't get it so we don't have any opinions. We did watch on my brother's TV a concert that our daughter was in. That was very nice.
We don't get public access channel.
We don't watch it often but when we do we enjoy it.
We just signed up for Comcast two days ago and haven't had time to watch public access channel.
We like it, it comes in just fine.
We never received any promotional information on it.
When I had it I enjoyed it and used it quite a bit. I liked the local election forums.
Wish it was available on satellite.
Would like to see the cable industry open up for competition and have more choice rather than just Dish and Comcast.



## Bivariate Analysis

Table 41: How would you describe your level of awareness of the programming on public access channels and the other services it offers the community? (n = 369)

	Currently a Comcast customer (in %)	Currently not a Comcast customer (in %)	Total (in %)
Very much aware	12.1	6.4	8.9
Usually aware	15.8	11.3	13.3
Aware	40.0	33.3	36.3
Not aware	32.1	48.0	40.9
Don't know	0.0	1.0	0.5
Total	100.0	100.0	100.0

Note.  $\chi^2 = 13.1$ ,  $p = 0.01$

Table 42: How important do you think it is for residents and community organizations to have the opportunity to create and show their own local programs through community access television? (n = 369)

	Currently a Comcast customer (in %)	Currently not a Comcast customer (in %)	Total (in %)
Very important	26.8	34.1	30.9
Important	40.2	33.7	36.6
I don't have an opinion	27.4	23.4	25.2
Not important	1.8	3.9	3.0
Not very important	1.8	3.4	2.7
Don't know	1.8	1.5	1.6
Total	100.0	100.0	100.0

Note.  $\chi^2 = 5.4$ ,  $p = 0.36$

Table 43: Public access channels are supported through a subscriber fee charged to the video portion of Comcast bills. Were you aware of this so-called “PEG Access Fee”? (n = 367)

	Currently a Comcast customer (in %)	Currently not a Comcast customer (in %)	Total (in %)
Yes	21.8	10.4	15.5
No	77.0	89.6	83.9
Don't know	1.2	0.0	0.5
Total	100.0	100.0	100.0

Note.  $\chi^2 = 11.8$ ,  $p = 0.00$

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Table 44: Which of the following best describes your opinion about this fee for a community access television channel? (n = 220)

	Currently a Comcast customer  (in %)	Currently not a Comcast customer  (in %)	Total  (in %)
I very much support paying the fee	5.5	9.1	6.4
I don't mind paying the fee	31.5	23.6	29.5
I'd prefer not to pay the fee	29.1	16.4	25.9
I opposed paying the fee	12.1	9.1	11.4
I don't have an opinion	20.6	34.5	24.1
Refused	1.2	7.3	2.7
Total	100.0	100.0	100.0

Note.  $\chi^2 = 13.5$ ,  $p = 0.02$

Table 45: Comcast customers do not currently have the ability to watch local Public Access programming in HD. Would you like the option to watch community access programming in high definition? (n = 136)

	Currently a Comcast customer  (in %)	Currently not a Comcast customer  (in %)	Total  (in %)
Yes	35.1	32.0	52.2
No	56.8	60.0	39.7
Don't Know	7.2	8.0	7.4
Refused	0.9	0.0	0.7
Total	100.0	100.0	100.0

Note.  $\chi^2 = 5.8$ ,  $p = 0.12$

Table 46: Which of the following best describes your opinion about paying a fee for the ability to watch local programming in high definition? (n = 52)

	Currently a Comcast customer (in %)	Currently not a Comcast customer (in %)	Total (in %)
I very much support paying the fee	2.6	7.1	3.8
I don't mind paying the fee	23.7	7.1	19.2
I'd prefer not to pay the fee	57.9	28.6	50.0
I opposed paying the fee	7.9	28.6	13.5
I don't have an opinion	7.9	28.6	13.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Note.  $\chi^2 = 10.2$ ,  $p = 0.04$

Table 47: Your local public access channel offers more than the programming on TV. Please tell me if you are aware of the following offerings by your local public access channel:

	Number of respondents who have heard of offering	Aware of offering		Chi <sup>2</sup>	P value
		Currently a Comcast customer (in%)	Currently not a Comcast customer (in %)		
Free training on video content creation	62	17.5	16.2	0.11	0.74
Free training on video equipment use	66	19.9	16.2	0.86	0.35
Free classes on video production, including editing	56	17.0	13.7	0.75	0.39
Free lending of video production equipment	56	18.7	12.2	3.0	0.08
Use of video production studio space	68	20.5	16.7	0.89	0.35
Free posting of bulletin board messages	71	22.9	16.2	2.61	0.10
DVD copies of local events	72	23.5	16.2	3.13	0.08
Skilled and unskilled volunteer opportunities	65	19.4	16.2	0.65	0.42
Website to view archived programs	16.3	16.2	16.2	0.00	0.98

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Table 48. And now, please tell me which of those services have you used? Select all that apply.

	Number of respondents who have used offering	Used offering		Chi <sup>2</sup>	P value
		Currently a Comcast customer (in %)	Currently not a Comcast customer (in %)		
Free training on video content creation	12	3.6	2.9	0.14	0.70
Free training on video equipment use	13	4.2	2.9	0.45	0.5
Free classes on video production, including editing	10	3.6	2.0	0.99	0.32
Free lending of video production equipment	18	6.7	3.4	2.06	0.15
Use of video production studio space	19	5.5	4.9	0.06	0.81
Free posting of bulletin board messages	16	7.2	2.0	6.12	0.01
DVD copies of local events	15	5.5	2.9	1.48	0.22
Skilled and unskilled volunteer opportunities	8	3.6	1.0	3.00	0.08
Website to view archived programs	20	6.7	4.4	0.90	0.34
I have not used any of the services	307	81.8	94.3	0.40	0.52