

## 2022 VTel CPG Renewal Survey Questions

### INTRODUCTION

To be written

QUESTIONS: will need to have skips programmed

1. In what town do you live?
  
2. Which of the following devices do you currently use to view media (entertainment programs, sports, movies, news, etc.)? [Select all that apply]
  - a. Television
  - b. Computer
  - c. Tablet or Smart Phone
  - d. Roku or Smart TV
  - e. Other, please specify
  - f. None
  
3. Are you currently a customer of VTel for your cable television service?
  - a. Yes
  - b. No
  - c. Don't know
  
4. [If no to #3] Why do you choose not to subscribe to VTel for television service? Select all that apply.
  - a. The cost
  - b. Prefer Satellite service
  - c. Programming choices
  - d. Due to a streaming option for video
  - e. Don't watch TV
  - f. Don't like VTel service
  - g. VTel doesn't come to my location
  - h. Other [specify]
  - i. Never considered it
  
5. [If no to #3] Have you been a VTel television subscriber within the past five years?
  - a. Yes
  - b. No
  - c. Don't know
  
6. [If yes to #5] Why did you end your television subscription with VTel?
  - a. The cost
  - b. Prefer Satellite service
  - c. Programming choices
  - d. Due to a streaming option for video
  - e. Don't watch TV
  - f. Don't like Charter service

- g. VTel r doesn't come to my current location
  - h. Other [specify]
7. If you watch television, how much do you watch in high-definition (HD)?
- a. All or almost all
  - b. More than half
  - c. Some, but less than half
  - d. None, because I don't have HD
  - e. I don't watch TV
  - f. Don't know
8. [If yes to #3] Do you think that in the next 3 years you might stop subscribing to VTel for your cable television service?
- a. Yes
  - b. No
  - c. Don't know
9. [If yes to #8] Why would you stop? [Select from list based on open-ended response]
- a. The cost
  - b. Prefer Satellite service
  - c. Programming choices
  - d. Due to a streaming option for video
  - e. Don't watch TV
  - f. Don't like VTel service
  - g. VTel doesn't come to my location
  - h. Other [specify]
10. How would you describe your level of awareness of the programming and other services that [SAPA TV, CATV, FACT TV, PEC TV WCTV and Okemo Valley TV's] cable channel #or # offers the community?
- a. Very aware
  - b. Somewhat aware
  - c. Little awareness
  - d. Not at all aware
11. To your knowledge, have you or has any member of your household ever watched [SAPA TV, CATV, FACT TV, PEC TV WCTV and Okemo Valley TV's] channel # or #community access programming through your VTel cable subscription?
- a. Yes
  - b. No
12. To your knowledge, have you or has any member of your household ever watched [SAPA TV, CATV, FACT TV, PEC TV WCTV and Okemo Valley TV's] channel # or # community access programming on the [CVTV or KATV] website or using a streaming app?
- a. Yes
  - b. No

13. [If yes to #11 or #12] What programs do you or members of your household watch on [SAPA TV, CATV, FACT TV, PEC TV WCTV and Okemo Valley TV'] channel #?
- [Open-ended]
14. [If yes to #11 or #12] How often do you or a member of your household watch [SAPA TV, CATV, FACT TV, PEC TV WCTV and Okemo Valley TV]
- Daily
  - Weekly
  - Monthly
  - Occasionally
  - Never
  - Don't know
15. 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?
- Very important
  - Important
  - Not very important
  - Not important
  - Don't know
16. [SAPA TV, CATV, FACT TV, PEC TV WCTV and Okemo Valley TV] is supported through a subscriber fee charged to the video portion of Charter bills. Which of the following best describes your opinion about this fee for a community access television channel?
- I very much support paying this fee because I value local access programming
  - I don't mind paying the fee to support local access programming
  - I'd prefer not to pay the fee because local access programming is not very important
  - I don't think I should have to pay the fee because local access programming is not important.
17. [SAPA TV, CATV, FACT TV, PEC TV WCTV and Okemo Valley TV] offers more than the programming on TV. Which of the following offerings by [CVTV or KATV] are you aware of? [Select all that apply]
18. Which of those services do you use? [Select all that apply]
- None
  - Free video production classes
  - Free lending of video production equipment
  - Free posting of bulletin board messages
  - DVD copies of local events
  - Skilled and unskilled volunteer opportunities
  - Website to view archived programs
19. What could [SAPA TV, CATV, FACT TV, PEC TV WCTV and Okemo Valley TV] do to make the community more aware of the programming and services they offer? [Select all that apply]
- More marketing
  - Offer more local programming on the channel

- c. Create more partnerships with community organizations
  - d. Put its schedule on Charter's on-screen guide
  - e. Have its programming available on a high-definition (HD) channel
20. Are you currently a customer of VTel for your internet service
- a. Yes
  - b. No
  - c. Don't know
21. What is your age range?
- a. 18-25
  - b. 26-35
  - c. 36-45
  - d. 46-59
  - e. 60 or over
22. Which best describes your home?
- 23.
- a. Single family or condo
  - b. Apartment
24. Do you have any other comments to share about VTel or [SAPA TV, CATV, FACT TV, PEC TV WCTV and Okemo Valley TV]?

[Open ended]