

**COMCAST SURVEY**  
**DECEMBER 2023**

RESEARCH  
& POLLING  
INC



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## METHODOLOGY

This research study was commissioned by Comcast in order to measure, among Comcast cable television subscribers in Albuquerque, their satisfaction with their Comcast cable television service and various attributes relating to their satisfaction.

### THE INTERVIEW

A random sample of 400 Comcast cable television subscribers in Albuquerque was interviewed by telephone. Landline and cellphone telephone numbers were generated from the Comcast customer list.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument. All interviews were conducted between October 30<sup>th</sup> and November 4<sup>th</sup>, 2023.

### MARGIN OF ERROR

A sample size of 400 at a 95% confidence level provides a maximum margin of error of approximately 4.9%. In theory, in 95 out of 100 cases, the results based on a sample of 400 will differ by no more than 4.9 percentage points in either direction from what would have been obtained by interviewing all Comcast cable television subscribers in Albuquerque.

### SAMPLE BIAS

In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas and/or weights for various segments of the population who are historically undercounted. This has the effect of minimizing, but not necessarily eliminating, sampling bias.

### THE REPORT

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include:

- Age
- Household income
- Education attainment level
- Gender
- Ethnicity/race

# EXECUTIVE SUMMARY



## EXECUTIVE SUMMARY

This research study was commissioned by Comcast in order to measure, among Comcast cable television subscribers in Albuquerque, their satisfaction with their Comcast cable television service and various attributes relating to their satisfaction.

### SATISFACTION WITH COMCAST CABLE TELEVISION

Overall, the majority of Comcast customers in Albuquerque express satisfaction with their cable television service, as 65% give high marks to the quality of their cable television service from Comcast, while just one-in-ten (11%) rate the overall quality of their cable television service poorly.

Further, the vast majority (82%) of Comcast customers in Albuquerque say they are likely to continue to subscribe to their Comcast cable television service, with the majority saying they are *very likely* to do so. Just 15% of customers say they are unlikely to continue to subscribe to Comcast.

As streaming services continue to gain popularity, especially among younger customers, it is perhaps not surprising that among those who say they are unlikely to continue to subscribe to Comcast, 38% say they plan to switch to an online streaming service, while 36% say they plan to just drop Comcast.

When it comes to different attributes of their Comcast cable television service, Albuquerque customers are complimentary, with 84% giving high marks to the picture quality, while just 4% give poor marks. Further, 72% of customers are satisfied with the reliability of their Comcast service; however, one-fifth (21%) give a neutral rating. Just 6% express dissatisfaction with the reliability of their Comcast cable television service.

When it comes to the variety and number of channels they receive, the majority of customers give high marks to Comcast in these areas (63% and 67%, respectively); however, approximately one-fifth give a neutral rating and one-in-ten give poor marks.

Customers were informed Comcast is required to include in its offerings channels 16, 26, 27 and 96 and that these government, sports, informational, and educational channels are funded by a small portion of their monthly billing. Just three-in-ten customers were aware of these channels. Among those aware of these channels, the majority have not watched channel 26 (55%) or channel 16 (64%) in the past 30

days for at least ten minutes.

Few (4%) Comcast customers in Albuquerque say they have contacted the City of Albuquerque to submit a complaint or concern about Comcast's cable TV services.

### CUSTOMER SERVICE

Comcast customers in Albuquerque are more likely to have contacted a customer service representative by phone (59%) as compared to visiting the Xfinity customer service center (37%) or online (29%). Among those who contacted a customer service representative online, 48% say they used the Xfinity app, while 44% used the online chat feature.

Satisfaction levels for the customer service they received are highest among those who visited the Xfinity Comcast customer service center located on Cutler Avenue in Albuquerque (79%), followed by those who contacted a representative by phone (65%), and those who contacted a representative online (61%).

Only 7% of those who visited the Xfinity service center were dissatisfied with the customer service they received, compared to 14% of those who expressed dissatisfaction with the customer service they received via telephone, and 22% of those who expressed dissatisfaction with the customer service they received online.

It should be noted that those who contacted a representative via telephone mention their issue was resolved (21%), the representative was friendly (19%), or the representative was helpful (17%) as their reasons for their satisfaction, while 18% say the representative was not helpful (18%), the issue was not resolved (16%), and long wait times (14%) as their reasons for being dissatisfied.

It should be noted that the majority of customers (64%) say they would prefer to resolve customer service issues via telephone. Therefore, it may be important for Comcast to focus on increasing satisfaction scores among those who contact a representative via telephone.

Customers who have had a Comcast field representative come to their home to install, repair, or upgrade their cable TV service also express high levels of satisfaction with the customer service they received, as eight-in-ten (81%) respondents give high marks to the quality of customer service they received, compared to just 6% of respondents who give poor marks.

#### **BILLING AND INVOICING**

Two-thirds of customers are satisfied with Comcast's billing and invoicing, while one-fifth (19%) have mixed feelings, and 13% of customers are dissatisfied with Comcast's billing and invoicing.

Reasons given for satisfaction with Comcast's billing and invoicing include the bill is accurate (14%) and the bill is easy to understand (11%). Reasons for having mixed feelings or dissatisfaction include the bill is unreasonable or high (28%), the bill increased without explanation (10%), the bill is not easy to understand (8%), and the billing amount is inconsistent (8%).

#### **OUTAGES AND RESTORATION OF SERVICE**

Over half (57%) of Comcast customers in Albuquerque say they have experienced a Comcast cable television outage in the past year, with premium cable subscribers being slightly more likely to say they have experienced an outage (64%).

Among those who have experienced an outage, 61% say they have had one to three outages in the past year, while 21% say they have had four to six outages, and 16% say they have had more than six Comcast cable television outages in the past year. It is worth noting that overall satisfaction with the quality of Comcast's cable television service correlates with the number of outages a customer experiences. In other words, those who have experienced fewer outages are more likely to be satisfied with the overall quality of Comcast's television service.

When it comes to restoration of service, six-in-ten (61%) respondents give high marks to Comcast for restoring their service, while one-quarter (26%) have mixed feelings, and one-in-ten customers give poor marks to Comcast's restoration of service.

Somewhat mixed reviews of restoration of service may be due in part to the fact that only 38% say their service was restored within one hour, while 48% say it was restored within 24 hours, and 12% say it took longer than 24 hours to restore their cable television service. Further, those who express a high level of satisfaction with the overall quality of service they receive from Comcast are more likely (44%) to say their service was restored within one hour.

Among those who experienced an outage in the past year, 28% say their service was restored by a Comcast service representative, while one-quarter say their service was restored by instructions given to them to reset their cable box, and 21% say a customer service representative reset their cable box in order to restore service. Notably, 29% did not take any of these measures to restore their service.

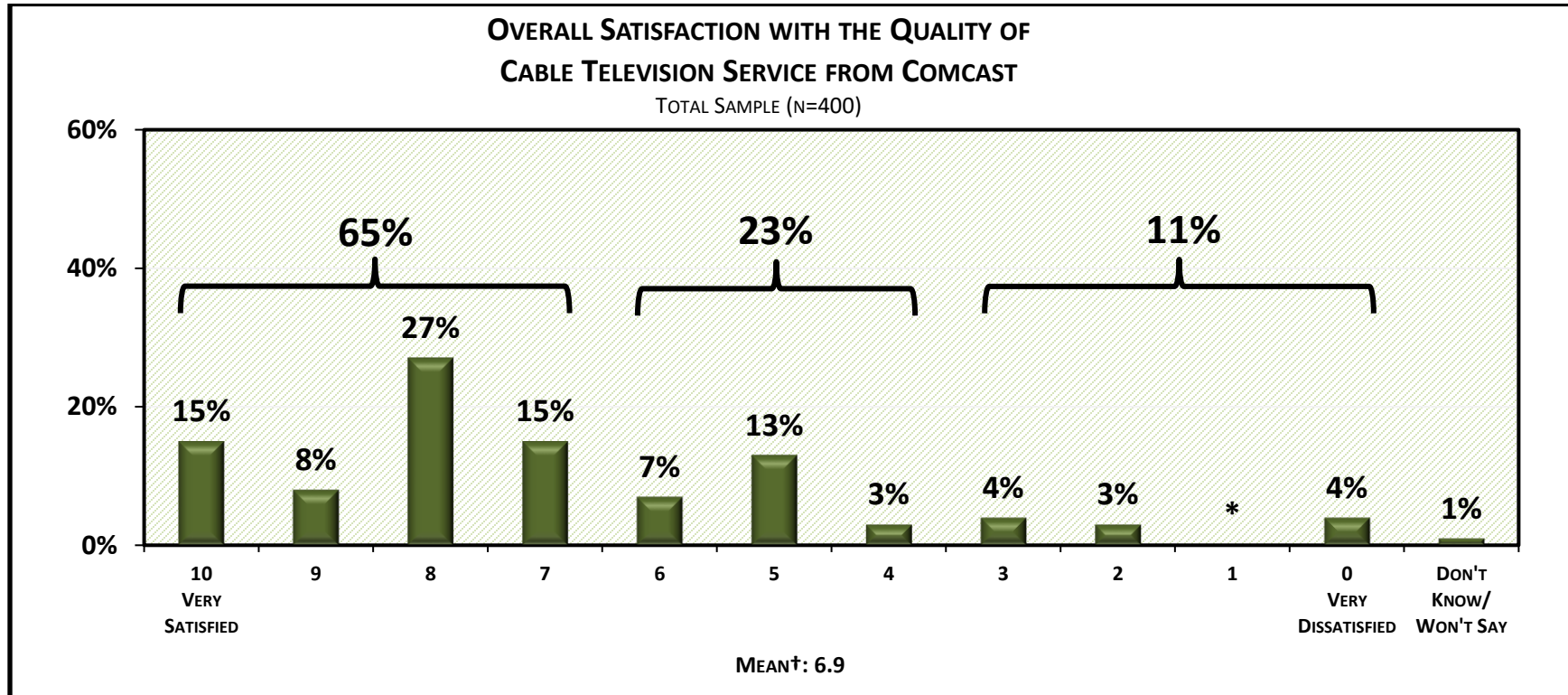
# SUMMARY OF RESULTS

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## SUMMARY OF RESULTS



\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE VERY SATISFIED RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY DISSATISFIED RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Comcast customers in Albuquerque were asked to rate their **overall satisfaction with the quality of cable television service you receive from Comcast** using a 0-to-10 scale, where a score of 10 is *very satisfied* and a score of 0 is *very dissatisfied*.

Two-thirds (65%) of customers give high marks (a score of 7, 8, 9, or 10) to the quality of cable television service they receive from Comcast, while 23% have mixed feelings (a score of 4, 5, or 6). Eleven percent of customers give poor marks (a score of 0, 1, 2, or 3) to the quality of cable television service they receive from Comcast.

Those more likely than others to give high marks to their overall satisfaction with the quality of cable television service they receive from Comcast include those ages 18 to 34. Those in Southeast Albuquerque are less likely than others to express satisfaction.

| OVERALL QUALITY OF VARIOUS ATTRIBUTES OF COMCAST CABLE TELEVISION SERVICE |                 |     |     |     |    |     |    |    |    |    |                   |           |       |
|---|-----------------|-----|-----|-----|----|-----|----|----|----|----|-------------------|-----------|-------|
| (SUMMARY TABLE)   |                 |     |     |     |    |     |    |    |    |    |                   |           |       |
| TOTAL SAMPLE (N=400)  |                 |     |     |     |    |     |    |    |    |    |                   |           |       |
| RANKED BY HIGHEST PERCENTAGE "EXCELLENT"                                  |                 |     |     |     |    |     |    |    |    |    |                   |           |       |
|   | EXCELLENT<br>10 | 9   | 8   | 7   | 6  | 5   | 4  | 3  | 2  | 1  | VERY<br>POOR<br>0 | DK/<br>WS | MEAN† |
| THE QUALITY OF THE CABLE TV PICTURE (PIXELATION, AUDIO ISSUES, ETC.)      | 34%             | 21% | 20% | 9%  | 4% | 5%  | 2% | 1% | *  | 2% | 1%                | 1%        | 8.2   |
| THE NUMBER OF CHANNELS YOU RECEIVE  | 28%             | 10% | 14% | 11% | 7% | 9%  | 5% | 2% | 3% | 1% | 3%                | 8%        | 7.3   |
| THE VARIETY OF TV PROGRAMMING YOU RECEIVE                                 | 25%             | 7%  | 21% | 13% | 5% | 15% | 3% | 2% | 3% | 2% | 2%                | 2%        | 7.2   |
| THE RELIABILITY OF YOUR CABLE TV SERVICE                                  | 23%             | 16% | 23% | 10% | 8% | 8%  | 5% | 1% | 2% | 1% | 2%                | 1%        | 7.5   |

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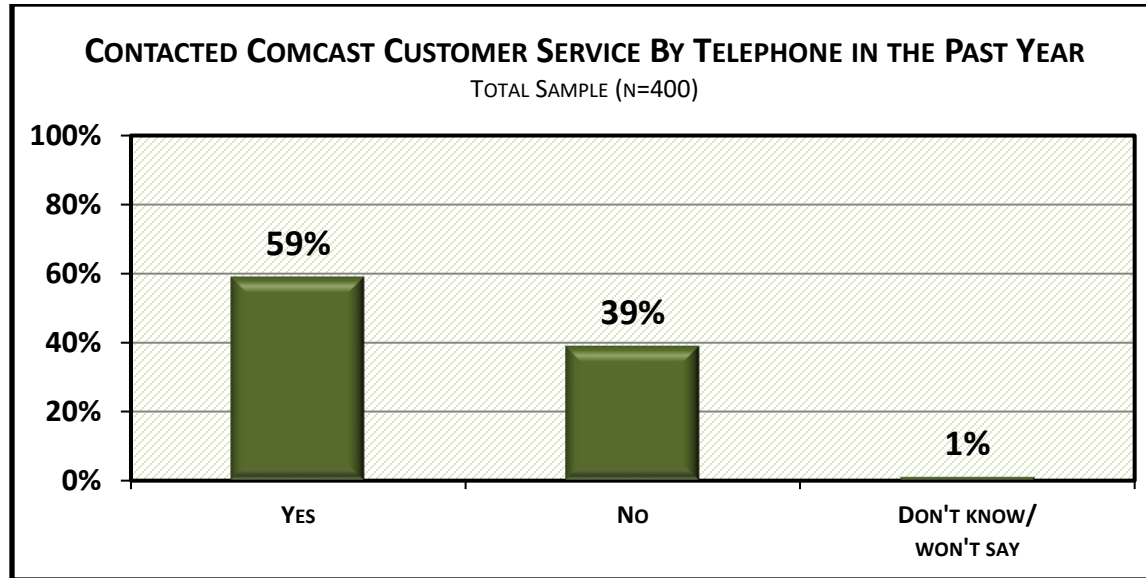
Comcast customers in Albuquerque were asked to rate their **satisfaction with various attributes of their Comcast cable television service** using a 0-to-10 scale, where a score of 10 is *excellent* and a score of 0 is *very poor*. Overall, those ages 18 to 34 are more likely than others to express satisfaction with each attribute, while those in Southeast Albuquerque and those residing in the Southwest Mesa/Downtown/Valley are less likely than others to express satisfaction with each attribute.

The vast majority (84%) of customers give high marks (a score of 7, 8, 9, or 10) to the **picture quality of the cable television service** they receive from Comcast, while one-in-ten (11%) have mixed feelings (a score of 4, 5, or 6). Just 4% of customers give poor marks (a score of 0, 1, 2, or 3) to the picture quality of the cable television service they receive from Comcast.

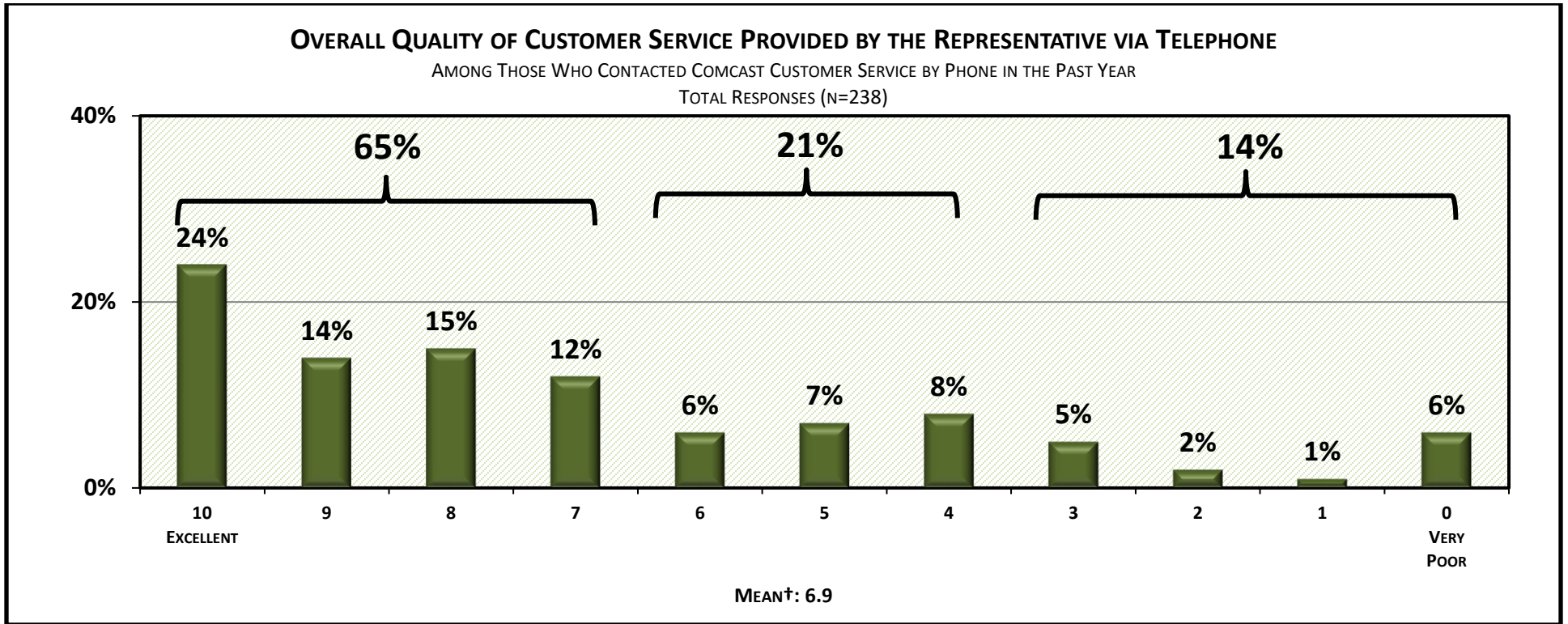
The majority (63%) of customers give high marks (a score of 7, 8, 9, or 10) to the **number of channels they receive from Comcast**, while one-fifth (21%) have mixed feelings (a score of 4, 5, or 6). One-in-ten (9%) customers give poor marks (a score of 0, 1, 2, or 3) to the number of channels they receive from Comcast.

Two-thirds of customers give high marks (a score of 7, 8, 9, or 10) to the **variety of programming they receive** from Comcast, while 23% have mixed feelings (a score of 4, 5, or 6). One-in-ten (9%) customers give poor marks (a score of 0, 1, 2, or 3) to the variety of channels they receive from Comcast.

Nearly three-quarters (72%) of customers give high marks (a score of 7, 8, 9, or 10) to the **reliability of service they receive from Comcast**, while one-fifth (21%) have mixed feelings (a score of 4, 5, or 6). Just 6% of customers give poor marks (a score of 0, 1, 2, or 3) to the reliability of service they receive from Comcast.



Over half (59%) of Comcast customers in Albuquerque say they have contacted a customer service representative from Comcast by telephone about their cable television service in the past year. Those more likely to have done so include those of lower socio-economic status.



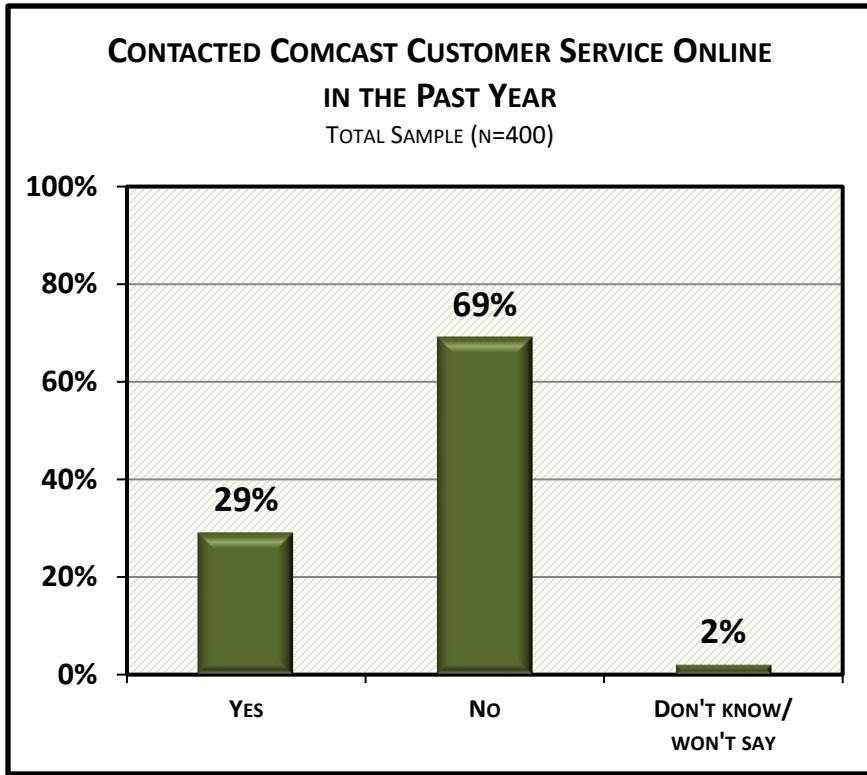
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Those who have contacted a customer service representative by telephone were asked to rate the quality of customer service they received using a 0-to-10 scale, where a score of 10 is *excellent* and a score of 0 is *very poor*.

Two-thirds (65%) of respondents give high marks (a score of 7, 8, 9, or 10) to the quality of customer service they received, while one-fifth (21%) have mixed feelings (a score of 4, 5, or 6). Fourteen percent of respondents give poor marks (a score of 0, 1, 2, or 3) for the quality of customer service they received.

| <b>REASONS FOR SATISFACTION WITH THE QUALITY OF SERVICE<br/>YOU RECEIVED FROM THE REPRESENTATIVE VIA TELEPHONE</b><br>AMONG THOSE WHO CONTACTED COMCAST CUSTOMER SERVICE BY PHONE IN THE PAST YEAR<br>TOTAL RESPONSES (N=238)<br>TOP 12 UNAIDED RESPONSES |     |                                      |     |
|---|-----|--------------------------------------|-----|
| POSITIVE  |     | NEGATIVE                             |     |
| ISSUE WAS RESOLVED  | 21% | NOT HELPFUL                          | 18% |
| FRIENDLY  | 19% | ISSUE NOT RESOLVED                   | 16% |
| HELPFUL   | 17% | LONG WAIT TIMES                      | 14% |
| KNOWLEDGEABLE   | 15% | COSTS TOO MUCH                       | 8%  |
| SHORT WAIT TIME   | 5%  | NOT KNOWLEDGEABLE                    | 7%  |
| EASY TO UNDERSTAND INSTRUCTIONS   | 5%  | DIFFICULT TO UNDERSTAND INSTRUCTIONS | 5%  |

Those who contacted a customer service representative via telephone, and who rated the quality of customer service they received, were asked, in an unaided, open-ended manner, to give the underlying reasons for their rating. Approximately one-fifth say their issue was resolved (21%) or the representative was friendly (19%). Nearly an equal percentage say the representative was not helpful (18%) or was helpful (17%). Other frequently mentioned responses include the issue was not resolved (16%), the representative was knowledgeable (15%), and long wait times (14%).



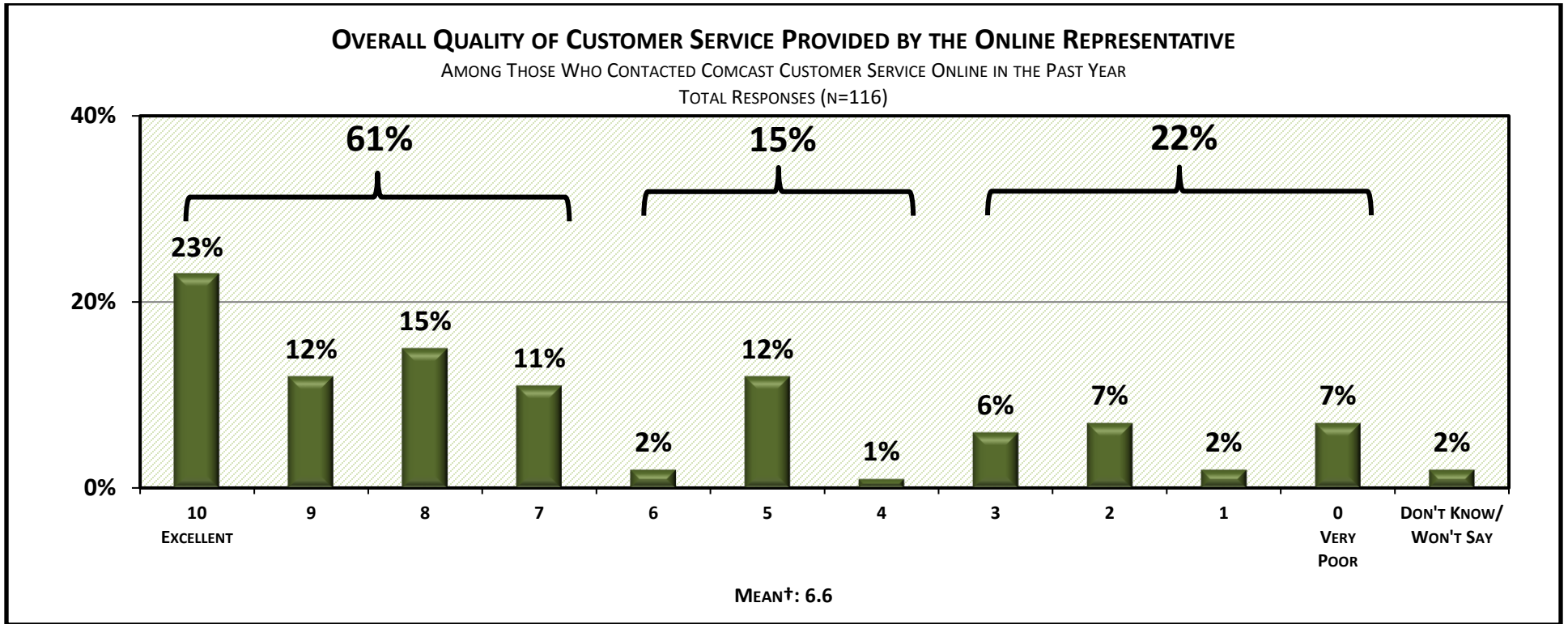
### WAYS OF CONTACTING COMCAST CUSTOMER SERVICE ONLINE

AMONG THOSE WHO CONTACTED COMCAST CUSTOMER SERVICE ONLINE IN THE PAST YEAR  
TOTAL RESPONSES (N=116)  
AIDED RESPONSES

|  |     |
|--|-----|
| XFINITY APP                            | 48% |
| ONLINE CHAT THROUGH WEBSITE            | 44% |
| EMAIL                                  | 9%  |
| OVER THE PHONE                         | 7%  |
| SOCIAL MEDIA (FACEBOOK, TWITTER, ETC.) | 1%  |
| NO WAY IN PARTICULAR                   | 2%  |

Three-in-ten (29%) Comcast customers in Albuquerque say they have contacted a customer service representative from Comcast online about their cable television service in the past year. Those with premium cable are slightly more likely than others to have done so.

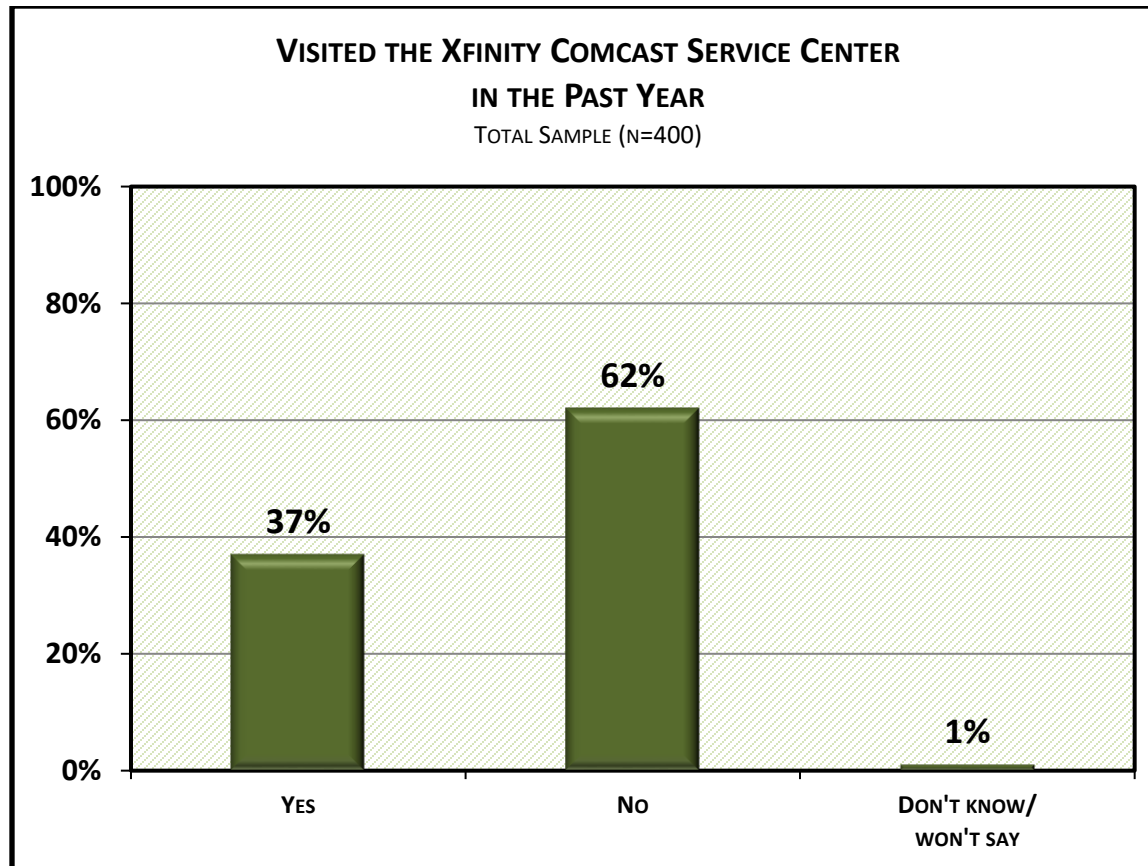
Among those who contacted Comcast online, 48% say they used the Xfinity app, while 44% used an online chat via the website. Nine percent contacted Comcast via email.



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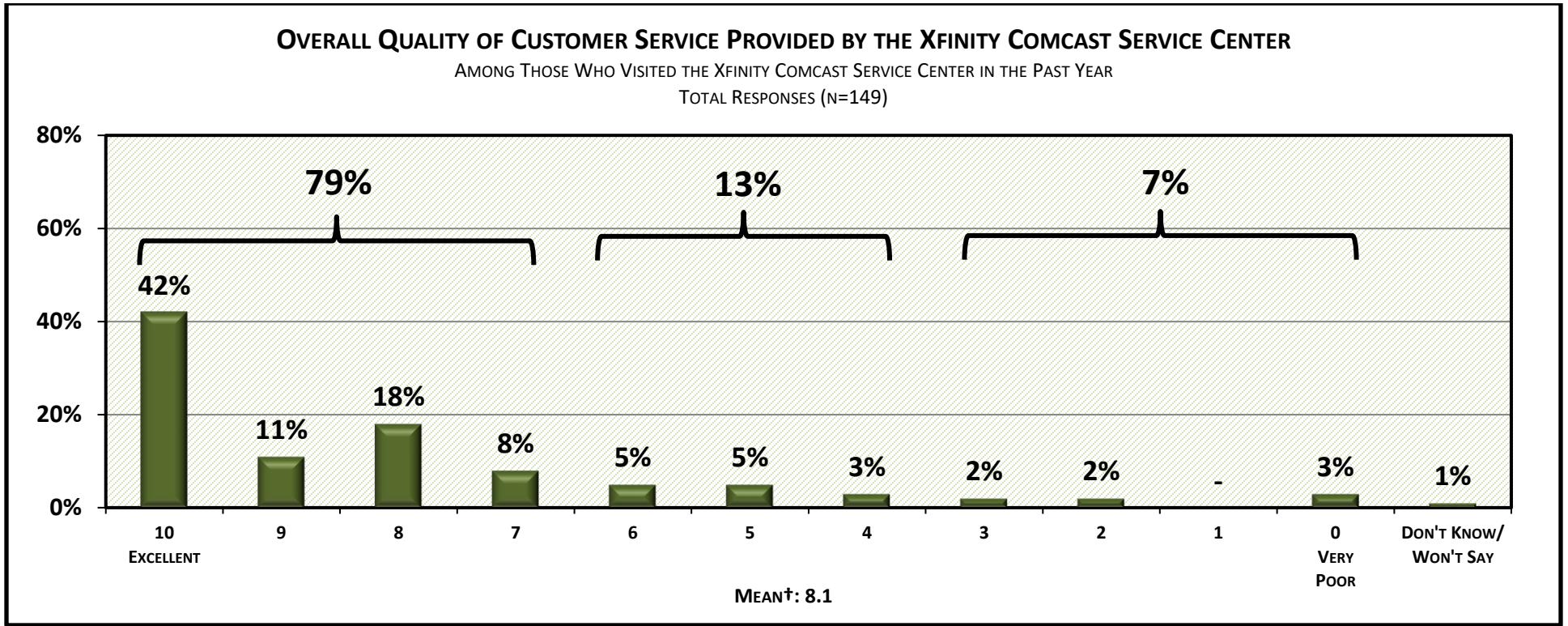
Those who have contacted a customer service representative online were asked to rate the quality of customer service they received using a 0-to-10 scale, where a score of 10 is *excellent* and a score of 0 is *very poor*.

Six-in-ten (61%) respondents give high marks (a score of 7, 8, 9, or 10) to the quality of customer service they received from the online representative, while 15% have mixed feelings (a score of 4, 5, or 6). Over one-fifth (22%) of respondents give poor marks (a score of 0, 1, 2, or 3) for the quality of customer service they received online.



Nearly two-fifths (37%) of Comcast customers in Albuquerque say they have visited the Xfinity Comcast customer service center located on Cutler Avenue in Albuquerque in the past year.

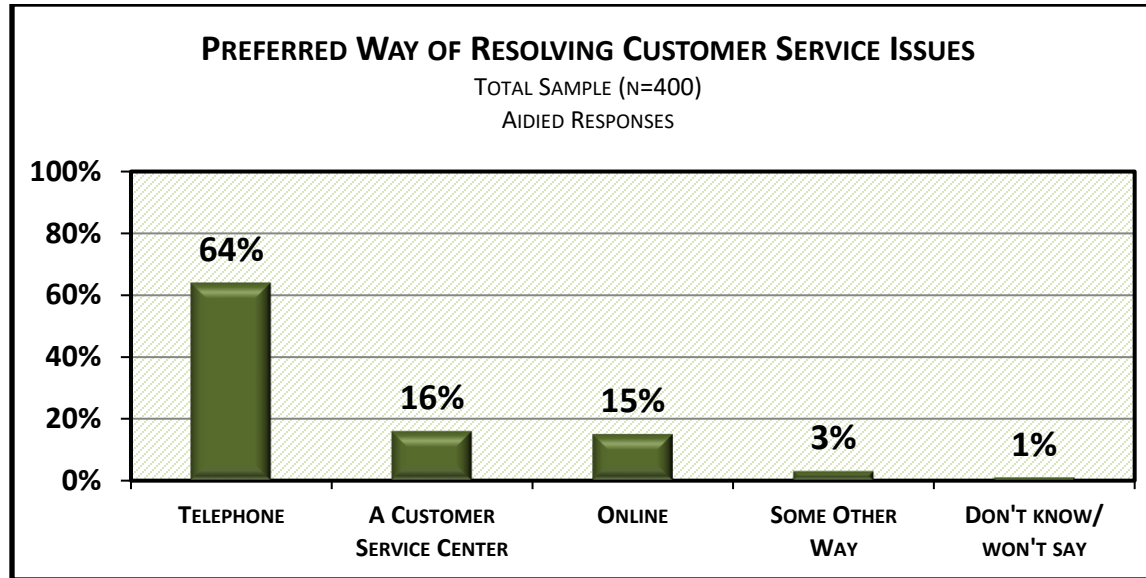




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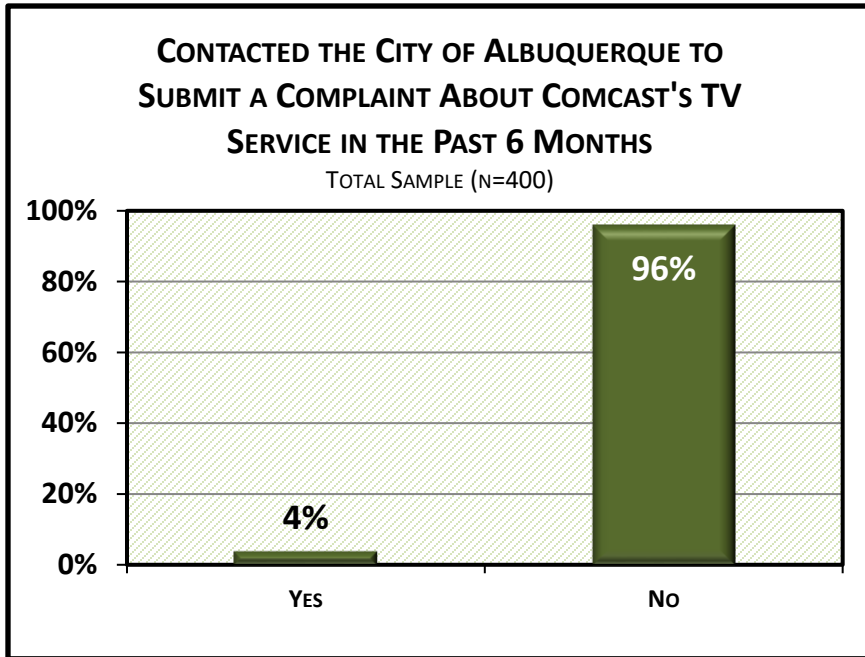
Those who have visited the customer service center were asked to rate the quality of customer service they received using a 0-to-10 scale, where a score of 10 is *excellent* and a score of 0 is *very poor*.

Eight-in-ten (79%) respondents give high marks (a score of 7, 8, 9, or 10) to the quality of customer service they received, while 13% have mixed feelings (a score of 4, 5, or 6). Just 7% of respondents give poor marks (a score of 0, 1, 2, or 3) for the quality of customer service they received at the Xfinity Comcast customer service center.



The majority (64%) of Comcast customers in Albuquerque say they would prefer to resolve customer service issues via telephone, while 16% would prefer a customer service center, and 15% would prefer to do so online.

Seniors (21%) are more likely than others to prefer resolving issues at a customer service center, while those of higher socio-economic status prefer to do so online.

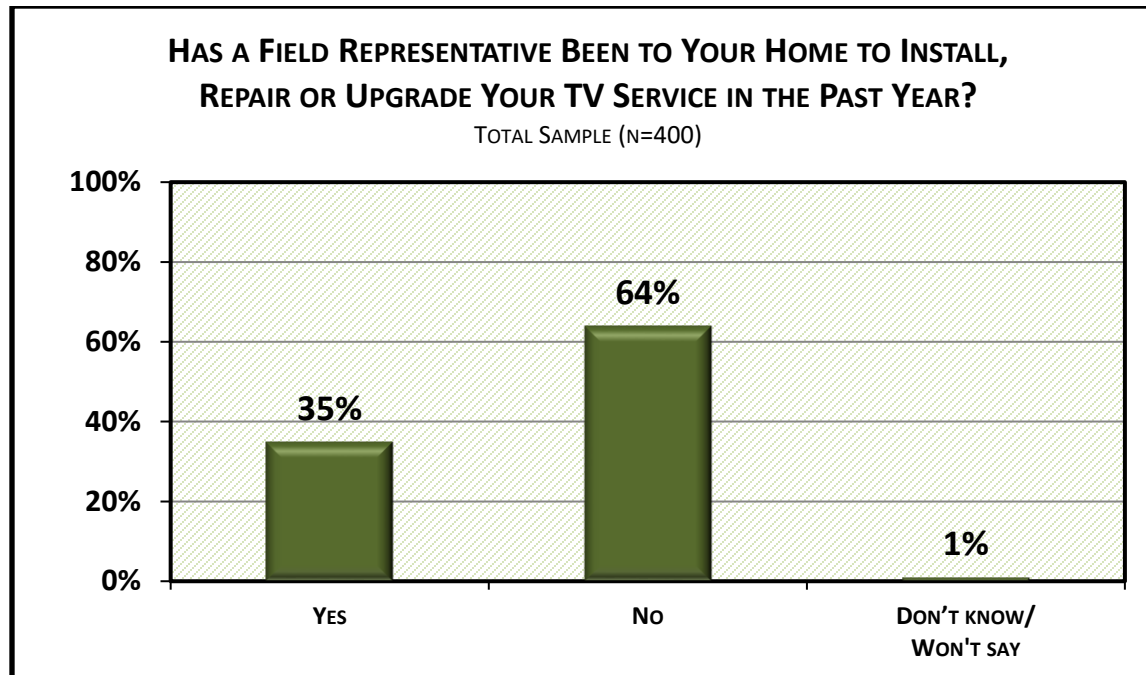


### HOW DID YOU SUBMIT A COMPLAINT TO THE CITY OF ALBUQUERQUE?

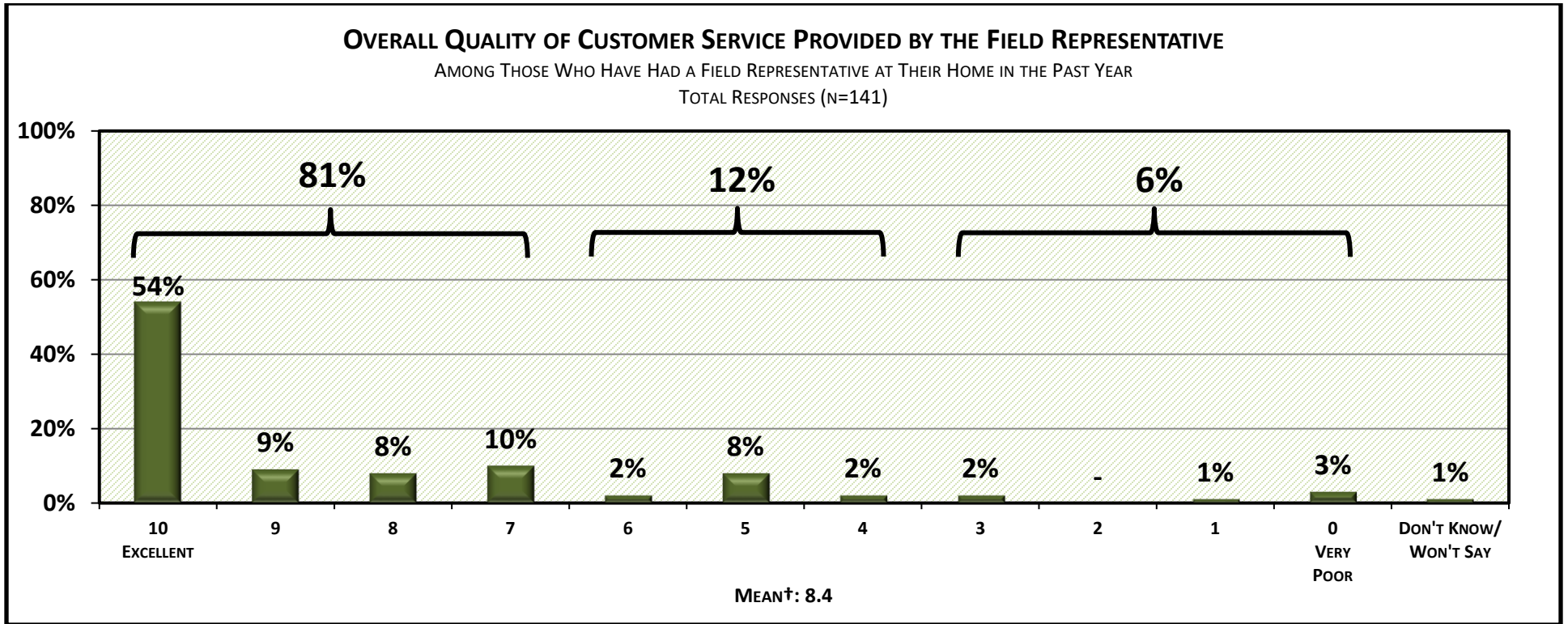
AMONG THOSE WHO CONTACTED THE CITY OF ALBUQUERQUE TO SUBMIT  
A COMPLAINT ABOUT COMCAST TV SERVICE  
TOTAL RESPONSES (N=16)

|                            |     |
|----------------------------|-----|
| CALL A CITY STAFF MEMBER   | 61% |
| SUBMITTED COMPLAINT ONLINE | 11% |
| BOTH (VOLUNTEERED)         | 12% |
| NEITHER (VOLUNTEERED)      | 12% |
| DON'T KNOW/WON'T SAY       | 4%  |

Just 4% of Comcast customers in Albuquerque say they have contacted the City of Albuquerque to submit a complaint or concern about Comcast's cable TV services. Among those who have done so, the majority (61%) say they contacted a City staff member, while 11% have submitted a complaint online. Twelve percent say they have both contacted a City staff member and submitted a complaint online. Please note the small cell size (n=16) of customers who contacted the City of Albuquerque.



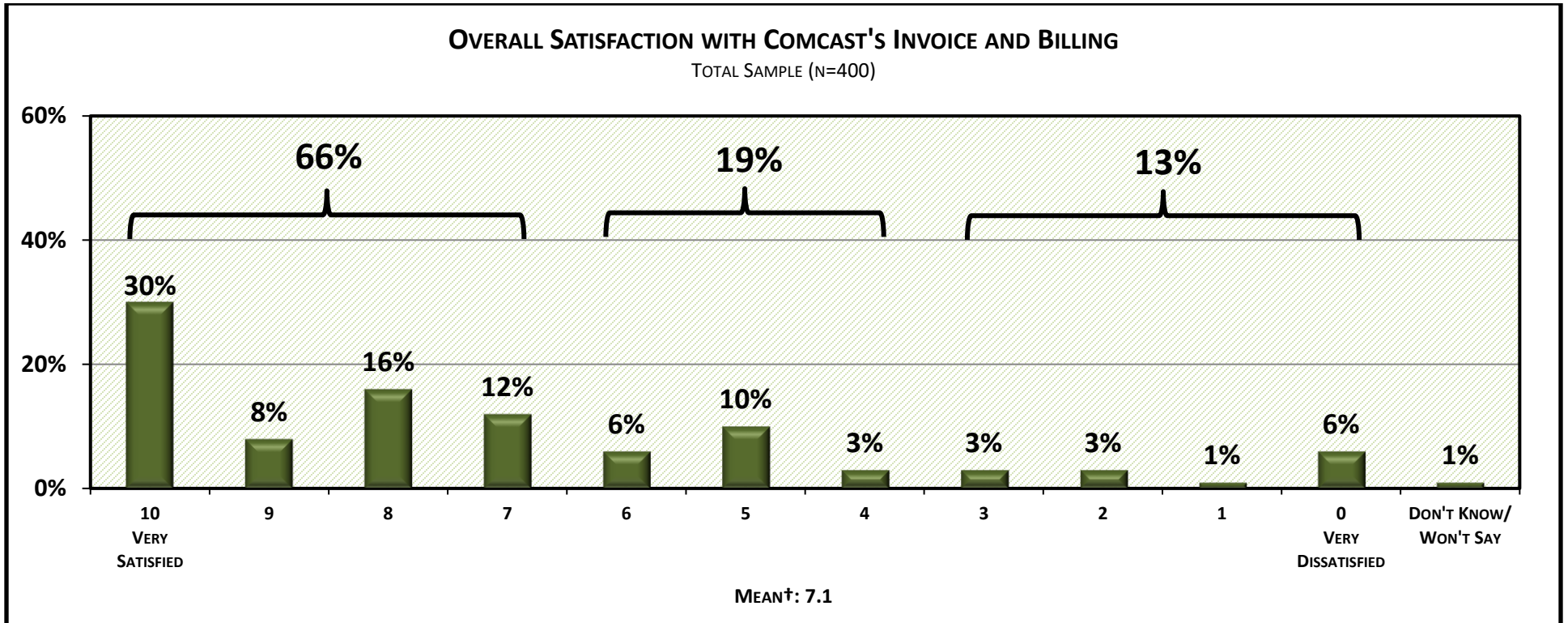
Approximately one-third (35%) of Comcast customers in Albuquerque have had a field representative from Comcast to their home to install, repair, or upgrade their cable TV service within the past year.



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Those who have had a field representative to their home were asked to rate the quality of customer service they received using a 0-to-10 scale, where a score of 10 is *excellent* and a score of 0 is *very poor*.

Eight-in-ten (81%) respondents give high marks (a score of 7, 8, 9, or 10) to the quality of customer service they received, while 12% have mixed feelings (a score of 4, 5, or 6). Just 6% of respondents give poor marks (a score of 0, 1, 2, or 3) for the quality of customer service they received from the Comcast field representative.



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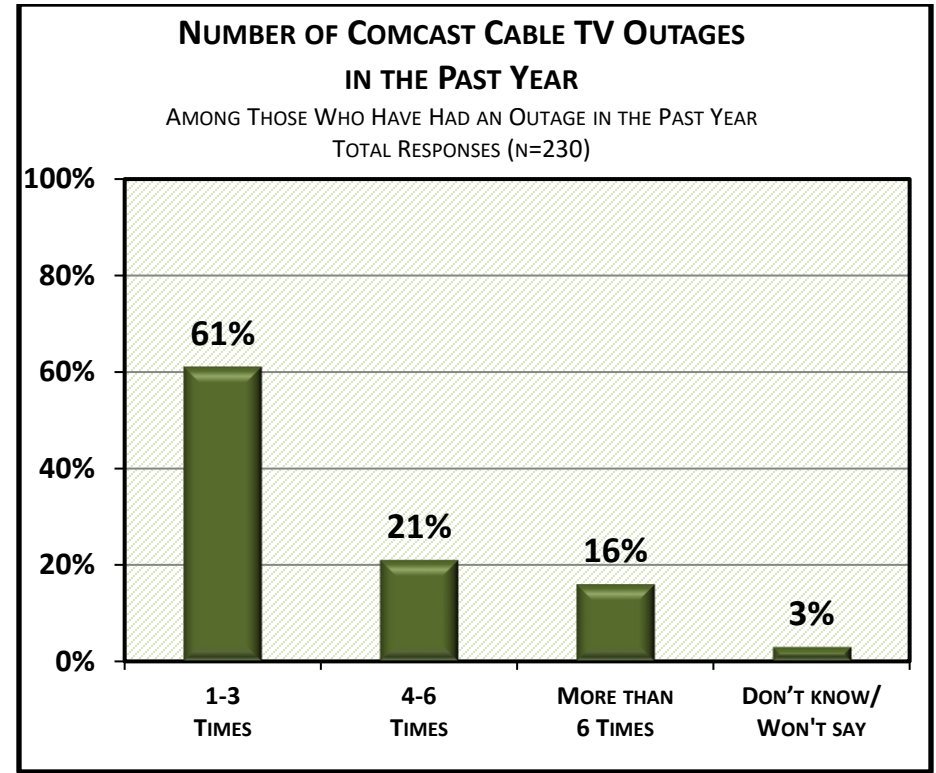
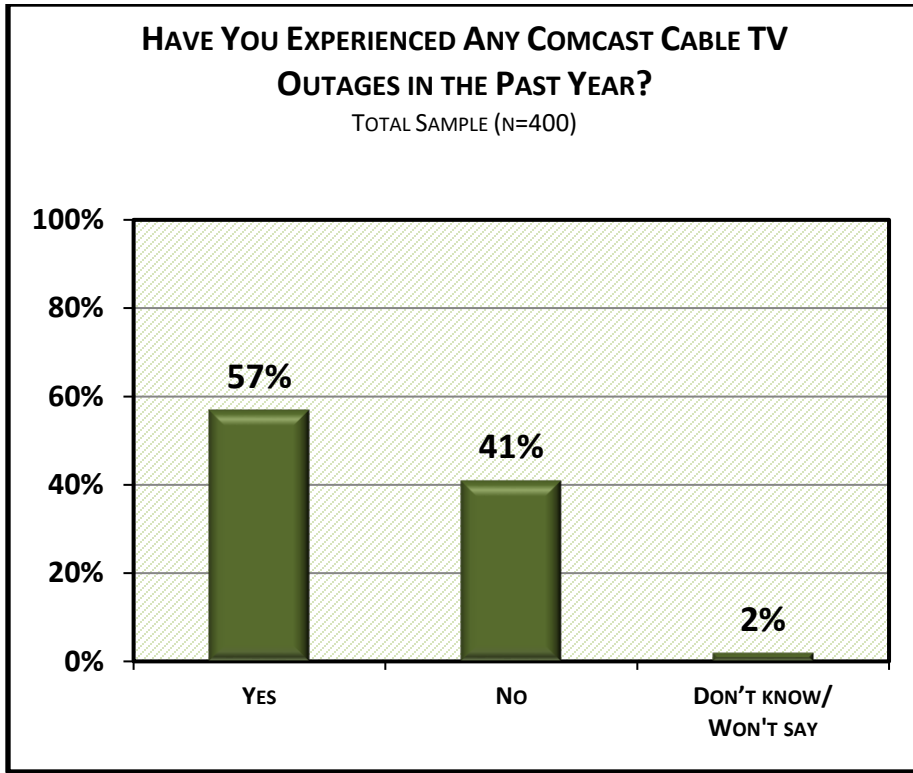
Customers were asked to rate their satisfaction with Comcast’s billing and invoicing using a 0-to-10 scale, where a score of 10 is *very satisfied* and a score of 0 is *very dissatisfied*.

Two-thirds of customers give high marks (a score of 7, 8, 9, or 10) to Comcast’s billing and invoicing, while one-fifth (19%) have mixed feelings (a score of 4, 5, or 6). Thirteen percent of customers give poor marks (a score of 0, 1, 2, or 3) to Comcast’s billing and invoicing.

Those more likely than others to give high marks to Comcast’s billing and invoicing include those ages 18 to 34, while those in Southeast Albuquerque and those residing in the Southwest Mesa/Downtown/Valley are less likely than others to express satisfaction.

| <b>REASON FOR SATISFACTION WITH COMCAST'S INVOICING AND BILLING</b>  |            |   |            |
|--|------------|---|------------|
| AMONG THOSE WHO HAD AN OPINION ABOUT COMCAST'S INVOICING AND BILLING |            |   |            |
| TOTAL RESPONSES (N=389)  |            |   |            |
| TOP 8 UNAIDED RESPONSES  |            |   |            |
| <b>POSITIVE</b>  |            | <b>NEGATIVE</b>                           |            |
| <b>BILLING IS ACCURATE</b>   | <b>14%</b> | <b>UNREASONABLE/HIGH COST</b>             | <b>28%</b> |
| <b>BILLS ARE EASY TO UNDERSTAND</b>                                  | <b>11%</b> | <b>BILL INCREASED WITHOUT EXPLANATION</b> | <b>10%</b> |
| <b>BILLING AMOUNT IS CONSISTENT</b>                                  | <b>6%</b>  | <b>BILLS ARE NOT EASY TO UNDERSTAND</b>   | <b>8%</b>  |
|  |            | <b>BILLING AMOUNT IS INCONSISTENT</b>     | <b>8%</b>  |
| <b>NO REASON IN PARTICULAR</b>                                       | <b>12%</b> | <b>DON'T KNOW/WON'T SAY</b>               | <b>4%</b>  |

Those who gave a rating to Comcast's billing and invoicing were asked, in an unaided, open-ended manner, to give the underlying reasons for their rating. Nearly three-in-ten (28%) say their bill is unreasonable or high, while 14% say their bill is accurate, 11% say the bill is easy to understand, 10% say their bill increased without explanation, 8% say the bill is not easy to understand, and another 8% say the billing amount is inconsistent.

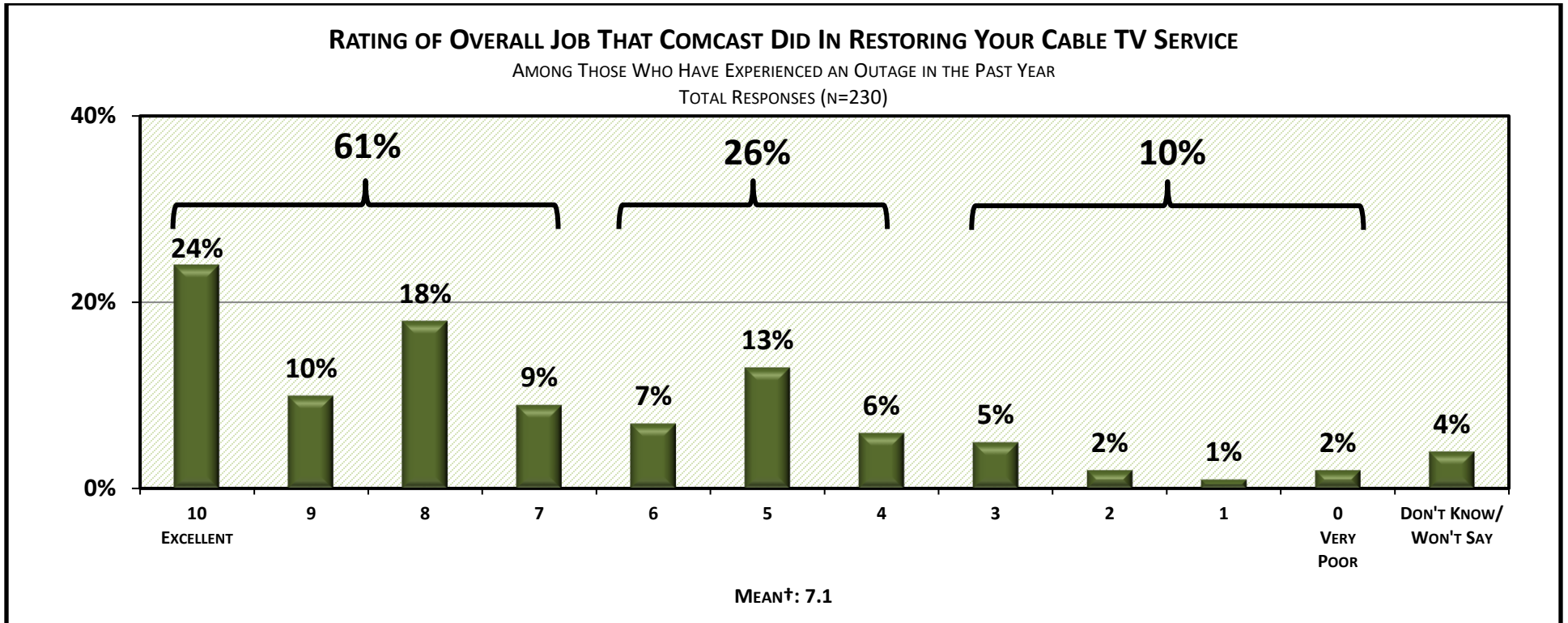


Over half (57%) of Comcast customers in Albuquerque say they have experienced a Comcast cable television outage in the past year. Those with premium cable (64%) and those while those in residing in the Southwest Mesa/Downtown/Valley (68%) are more likely than others to have experienced an outage.

Among those who have experienced an outage, 61% say they have had one to three outages in the past year, while 21% say they have had four to six outages, and 16% say they have had more than six Comcast cable television outages in the past year. Those with basic cable (61%) are more likely than those with premium cable (57%) to say they have had one to three outages.

Further, it is interesting to note that overall satisfaction with the quality of Comcast's cable television service is closely related to the number of outages a customer experiences. For example, among those who are satisfied with the quality of Comcast's cable television service, 68% say they have had just one to three outages. Conversely, among those dissatisfied with the quality of service provided by Comcast, 38% say they have had just one to three outages, while an equal percentage say they have experienced more than six outages. In other words, as the number of outages a customer experiences increases, overall satisfaction with Comcast decreases.



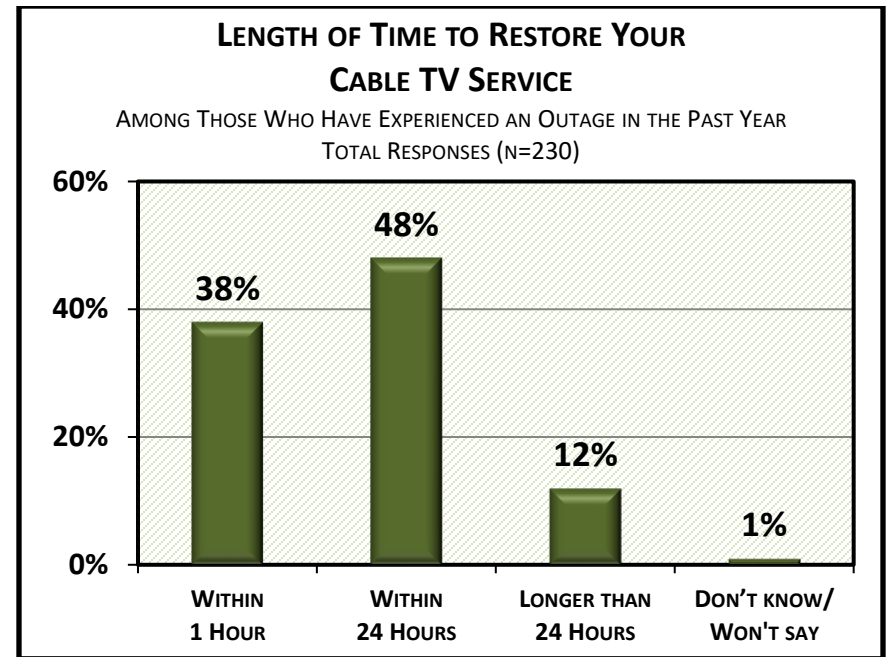


† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Customers who experienced a Comcast cable television outage in the past year were asked to rate the job Comcast did in restoring their cable TV service during the most recent outage using a 0-to-10 scale, where a score of 10 is *excellent* and a score of 0 is *very poor*.

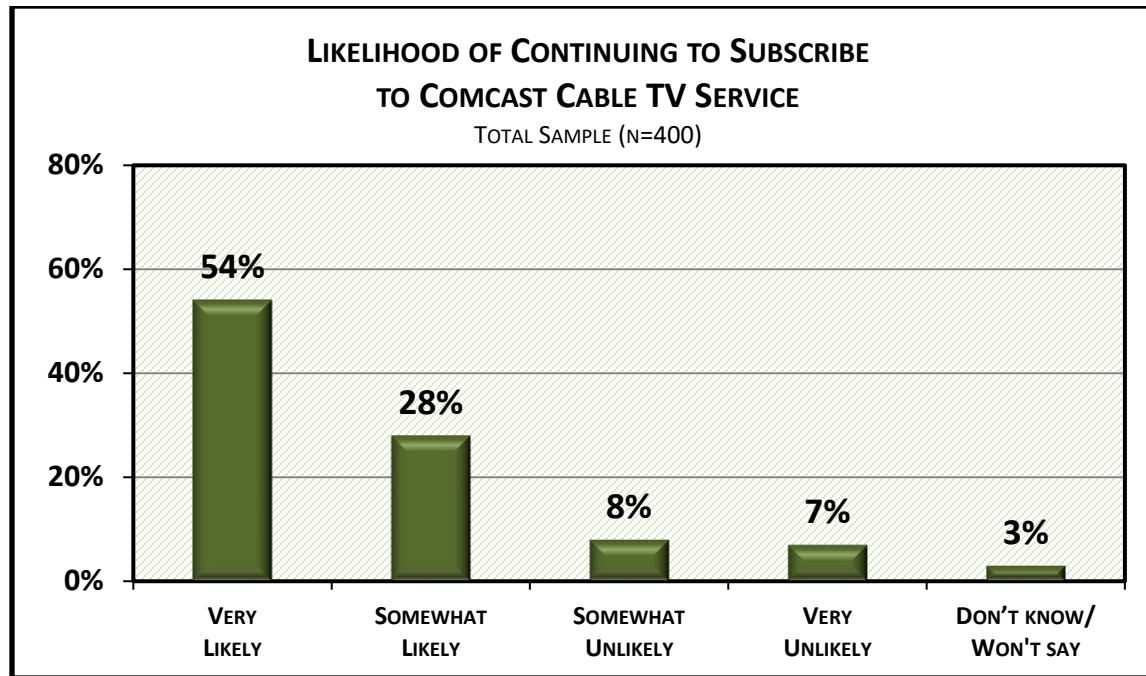
Six-in-ten (61%) respondents give high marks (a score of 7, 8, 9, or 10) to Comcast for restoring their service, while one-quarter (26%) have mixed feelings (a score of 4, 5, or 6). One-in-ten customers give poor marks (a score of 0, 1, 2, or 3) to Comcast's restoration of service.

| <b>How Was Your Service Restored?</b>                       |            |
|---|------------|
| AMONG THOSE WHO HAVE EXPERIENCED AN OUTAGE IN THE PAST YEAR |            |
| TOTAL RESPONSES (N=230)                                     |            |
| <b>SENT A COMCAST FIELD REPRESENTATIVE TO FIX THE ISSUE</b> | <b>28%</b> |
| <b>INSTRUCTIONS GIVEN TO YOU TO RESET THE CABLE BOX</b>     | <b>25%</b> |
| <b>CUSTOMER SERVICE REPRESENTATIVE RESET THE CABLE BOX</b>  | <b>21%</b> |
| <b>NONE OF THESE (VOLUNTEERED)</b>                          | <b>29%</b> |
| <b>DON'T KNOW/WON'T SAY</b>                                 | <b>8%</b>  |



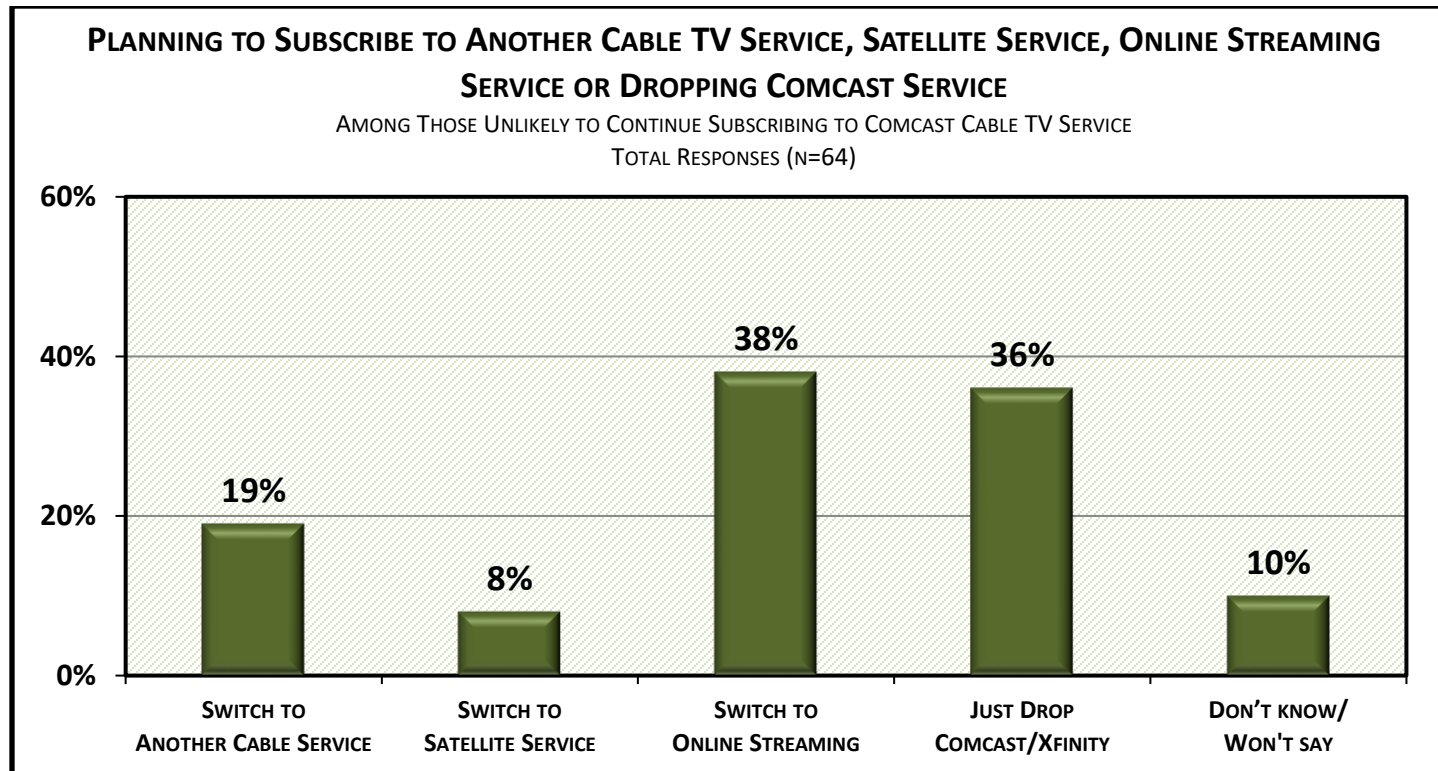
Among customers who experienced an outage in the past year, 28% say their service was restored by a Comcast field representative, while one-quarter say their service was restored by instructions given to them to reset their cable box, and 21% say a customer service representative reset their cable box in order to restore service. Notably, 29% did not take any of these measures to restore their service.

Among those who experienced an outage in the past year, 38% say their service was restored within one hour, while 48% say it was restored within 24 hours, and 12% say it took longer than 24 hours to restore their cable television service. Among those who express a high level of satisfaction with the overall quality of service they receive from Comcast, 44% say their service was restored within one hour.

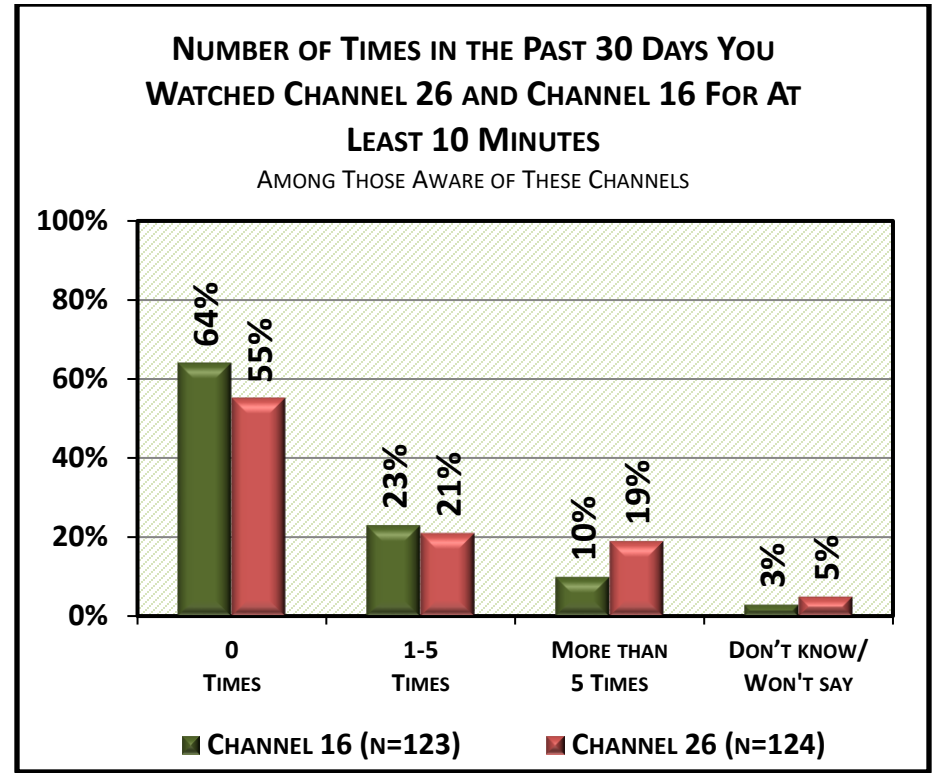
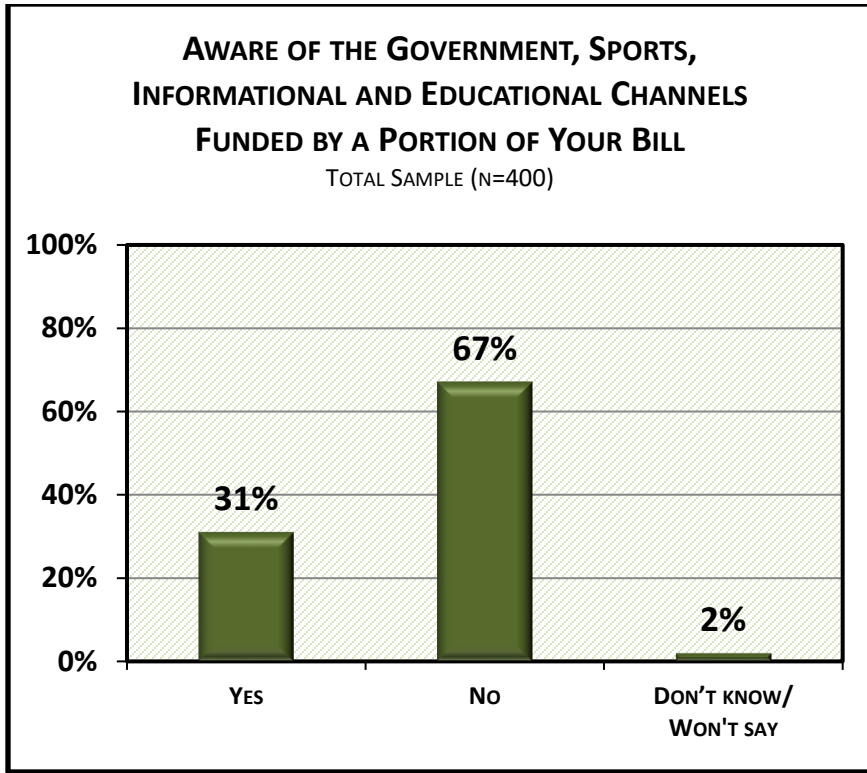


The vast majority (82%) of Comcast customers in Albuquerque say they are likely to continue to subscribe to their Comcast cable television service, with the majority who say they are *very likely* to do so. Just 15% of customers say they are unlikely to continue to subscribe to Comcast.

Seniors (62%), Anglos (60%), and those who are satisfied with the overall quality of service provided by Comcast (67%) are more likely than others to be *very likely* to continue to subscribe to Comcast.



Among those who say they are unlikely to continue to subscribe to Comcast, 38% say they plan to switch to an online streaming service, while 36% say they plan to just drop Comcast. One-fifth (19%) plan to switch to another cable television service and 8% plan to switch to a satellite service.



Customers were informed Comcast is required to include channels 16, 26, 27 and 96 in its offerings, and that these government, sports, informational, and educational channels are funded by a small portion of their monthly billing. Three-in-ten (31%) Comcast customers in Albuquerque are aware of these channels.

Those who are aware of these channels were asked how many times in the past 30 days they have watched channels 26 and 16 for at least ten minutes. Over half (55%) say they have not watched channel 26 in the past 30 days for at least ten minutes, while one-fifth (21%) have done so one to five times, and another one-fifth (19%) have done so more than five times. In comparison, 64% of respondents say they have not watched channel 16 in the past 30 days for at least ten minutes, while 23% have done so one to five times, and one-in-ten have done so more than five times.

# DATA TABLES

RESEARCH  
& POLLING  
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**OVERALL SATISFACTION WITH THE QUALITY OF CABLE TELEVISION SERVICE FROM COMCAST**

QUESTION 2: HOW WOULD YOU RATE YOUR OVERALL SATISFACTION WITH THE QUALITY OF CABLE TELEVISION SERVICE YOU RECEIVE FROM COMCAST? PLEASE USE A SCALE FROM 0 TO 10 WHERE A 10 MEANS VERY SATISFIED AND A 0 IS VERY DISSATISFIED.

|                             | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 VERY SATISFIED</b>    | 15%                  | 16%            | 18%            | 12%            | 17%               | 15%                | 8%                   | 29%                  | 13%                | 19%    | 11%    | 17%      | 9%                        |
| <b>9</b>                    | 8%                   | 17%            | 5%             | 6%             | 9%                | 13%                | 9%                   | 7%                   | 6%                 | 8%     | 13%    | 3%       | 10%                       |
| <b>8</b>                    | 27%                  | 20%            | 25%            | 32%            | 27%               | 20%                | 20%                  | 30%                  | 31%                | 24%    | 22%    | 36%      | 29%                       |
| <b>7</b>                    | 15%                  | 19%            | 13%            | 16%            | 14%               | 8%                 | 8%                   | 15%                  | 16%                | 15%    | 19%    | 13%      | 13%                       |
| <b>6</b>                    | 7%                   | 4%             | 6%             | 13%            | 3%                | 7%                 | 14%                  | 5%                   | 9%                 | 8%     | 6%     | 3%       | 9%                        |
| <b>5</b>                    | 13%                  | 7%             | 17%            | 12%            | 13%               | 24%                | 23%                  | 4%                   | 11%                | 13%    | 7%     | 16%      | 15%                       |
| <b>4</b>                    | 3%                   | -              | 2%             | 2%             | 6%                | 5%                 | 2%                   | 1%                   | 4%                 | 3%     | 6%     | 1%       | 5%                        |
| <b>3</b>                    | 4%                   | 3%             | 6%             | 2%             | 4%                | 4%                 | 5%                   | 4%                   | 5%                 | 3%     | 6%     | 4%       | 3%                        |
| <b>2</b>                    | 3%                   | 5%             | 2%             | 1%             | 2%                | -                  | 6%                   | 1%                   | -                  | 4%     | 1%     | -        | 4%                        |
| <b>1</b>                    | *                    | -              | -              | -              | 1%                | -                  | -                    | -                    | -                  | *      | -      | -        | -                         |
| <b>0 VERY DISSATISFIED</b>  | 4%                   | 2%             | 6%             | 4%             | 3%                | 4%                 | 4%                   | 2%                   | 6%                 | 3%     | 9%     | 5%       | 3%                        |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 7%             |                |                |                   |                    | 2%                   | 2%                   | -                  | 1%     | -      | 2%       | -                         |
| <b>MEAN†</b>                | 6.9                  | 7.3            | 6.7            | 6.9            | 6.9               | 6.8                | 6.2                  | 7.8                  | 6.8                | 7.0    | 6.5    | 7.0      | 6.7                       |

|                             | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 VERY SATISFIED</b>    | 15%                  | 19%       | 16%   | 10%   | 15%         | 21%   | 13%                        | 12%                                     | 20%    | 10%    |
| <b>9</b>                    | 8%                   | 7%        | 10%   | 6%    | 10%         | 8%  | 6%                         | 9%                                      | 6%     | 10%    |
| <b>8</b>                    | 27%                  | 31%       | 26%   | 24%   | 25%         | 26%   | 30%                        | 27%                                     | 30%    | 24%    |
| <b>7</b>                    | 15%                  | 9%        | 16%   | 22%   | 13%         | 14%   | 15%                        | 17%                                     | 14%    | 16%    |
| <b>6</b>                    | 7%                   | 8%        | 7%    | -     | 2%          | 10%   | 7%                         | 7%                                      | 5%     | 9%     |
| <b>5</b>                    | 13%                  | 11%       | 13%   | 23%   | 15%         | 11%   | 17%                        | 11%                                     | 10%    | 16%    |
| <b>4</b>                    | 3%                   | 4%        | 2%    | 3%    | 2%          | 2%  | 4%                         | 3%                                      | 4%     | 3%     |
| <b>3</b>                    | 4%                   | 5%        | 4%    | 3%    | 7%          | 1%  | 5%                         | 6%                                      | 4%     | 4%     |
| <b>2</b>                    | 3%                   | -         | 3%    | 6%    | 4%          | 2%  | 1%                         | 2%                                      | 1%     | 4%     |
| <b>1</b>                    | *                    | -         | *     | -     | -           | 1%  | -                          | -                                       | *      | -      |
| <b>0 VERY DISSATISFIED</b>  | 4%                   | 6%        | 3%    | 3%    | 6%          | 3%  | *                          | 6%                                      | 5%     | 4%     |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 1%        | 1%    | -     | -           | 1%  | 1%                         | -                                       | 1%     | 1%     |
| <b>MEAN†</b>                | 6.9                  | 7.0       | 7.0   | 6.5   | 6.6         | 7.3   | 7.0                        | 6.7                                     | 7.1    | 6.6    |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE VERY SATISFIED RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY DISSATISFIED RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL SATISFACTION WITH THE QUALITY OF CABLE TELEVISION SERVICE FROM COMCAST (CONTINUED)**

QUESTION 2: HOW WOULD YOU RATE YOUR OVERALL SATISFACTION WITH THE QUALITY OF CABLE TELEVISION SERVICE YOU RECEIVE FROM COMCAST? PLEASE USE A SCALE FROM 0 TO 10 WHERE A 10 MEANS VERY SATISFIED AND A 0 IS VERY DISSATISFIED.

|                             | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-----------------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                             |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| <b>10 VERY SATISFIED</b>    | 15%                  | 16%   | 14%     | -                                 | -  | 24%              |
| <b>9</b>                    | 8%                   | 5%  | 12%     | -                                 | -  | 12%              |
| <b>8</b>                    | 27%                  | 30%   | 22%     | -                                 | -  | 41%              |
| <b>7</b>                    | 15%                  | 10%   | 18%     | -                                 | -  | 23%              |
| <b>6</b>                    | 7%                   | 5%  | 9%      | -                                 | 30%                                      | -                |
| <b>5</b>                    | 13%                  | 18%   | 10%     | -                                 | 56%                                      | -                |
| <b>4</b>                    | 3%                   | 4%  | 1%      | -                                 | 14%                                      | -                |
| <b>3</b>                    | 4%                   | 3%  | 6%      | 34%                               | -  | -                |
| <b>2</b>                    | 3%                   | 2%  | 3%      | 24%                               | -  | -                |
| <b>1</b>                    | *                    | -   | *       | 2%                                | -  | -                |
| <b>0 VERY DISSATISFIED</b>  | 4%                   | 6%  | 3%      | 40%                               | -  | -                |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 1%  | -       | -                                 | -  | -                |
| <b>MEAN†</b>                | 6.9                  | 6.7   | 6.9     | 1.5                               | 5.2                                      | 8.4              |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE VERY SATISFIED RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY DISSATISFIED RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.



**OVERALL QUALITY OF VARIOUS ATTRIBUTES OF COMCAST CABLE TELEVISION SERVICE:  
THE QUALITY OF THE CABLE TV PICTURE (PIXELATION, AUDIO ISSUES, ETC.)**

QUESTION 3. PLEASE RATE THE QUALITY OF THE FOLLOWING ATTRIBUTES OF YOUR COMCAST CABLE TELEVISION SERVICE USING A SCALE OF 0 TO 10, WHERE 10 MEANS EXCELLENT AND 0 MEANS VERY POOR. **THE QUALITY OF THE CABLE TV PICTURE (PIXELATION, AUDIO ISSUES, ETC.)**

|                             | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 EXCELLENT</b>         | 34%                  | 31%            | 34%            | 28%            | 40%               | 33%                | 30%                  | 49%                  | 28%                | 33%    | 32%    | 42%      | 27%                       |
| <b>9</b>                    | 21%                  | 24%            | 21%            | 24%            | 17%               | 19%                | 7%                   | 15%                  | 28%                | 27%    | 11%    | 13%      | 21%                       |
| <b>8</b>                    | 20%                  | 34%            | 16%            | 18%            | 18%               | 18%                | 29%                  | 21%                  | 18%                | 17%    | 27%    | 21%      | 20%                       |
| <b>7</b>                    | 9%                   | 5%             | 7%             | 11%            | 11%               | 12%                | 15%                  | 6%                   | 7%                 | 8%     | 9%     | 10%      | 11%                       |
| <b>6</b>                    | 4%                   | -              | 8%             | 4%             | 2%                | 4%                 | 3%                   | 1%                   | 3%                 | 4%     | 3%     | 4%       | 4%                        |
| <b>5</b>                    | 5%                   | 4%             | 6%             | 9%             | 3%                | 6%                 | 8%                   | 2%                   | 8%                 | 4%     | 10%    | 5%       | 7%                        |
| <b>4</b>                    | 2%                   | -              | 4%             | 3%             | 1%                | 5%                 | 2%                   | -                    | 3%                 | 2%     | 3%     | -        | 4%                        |
| <b>3</b>                    | 1%                   | -              | -              | -              | 2%                | -                  | -                    | 2%                   | -                  | -      | -      | -        | 3%                        |
| <b>2</b>                    | *                    | -              | -              | 1%             | 1%                | 1%                 | -                    | 1%                   | -                  | 1%     | 1%     | -        | 1%                        |
| <b>1</b>                    | 2%                   | -              | 1%             | 3%             | 1%                | -                  | 3%                   | 2%                   | 2%                 | *      | 3%     | 5%       | 1%                        |
| <b>0 VERY POOR</b>          | 1%                   | -              | -              | -              | 2%                | 1%                 | 2%                   | -                    | -                  | -      | 3%     | 1%       | 1%                        |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 3%             | 4%             | -              | -                 | -                  | 2%                   | -                    | 2%                 | 3%     | -      | -        | -                         |
| <b>MEAN†</b>                | 8.2                  | 8.7            | 8.3            | 8.0            | 8.2               | 8.1                | 7.8                  | 8.7                  | 8.2                | 8.5    | 7.7    | 8.3      | 7.9                       |

|                             | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 EXCELLENT</b>         | 34%                  | 33%       | 36%   | 32%   | 32%         | 37%   | 34%                        | 32%                                     | 35%    | 32%    |
| <b>9</b>                    | 21%                  | 24%       | 19%   | 20%   | 21%         | 21%   | 26%                        | 17%                                     | 21%    | 20%    |
| <b>8</b>                    | 20%                  | 20%       | 21%   | 8%    | 13%         | 22%   | 14%                        | 25%                                     | 18%    | 22%    |
| <b>7</b>                    | 9%                   | 8%        | 10%   | 9%    | 13%         | 8%  | 5%                         | 13%                                     | 10%    | 8%     |
| <b>6</b>                    | 4%                   | 5%        | 2%    | 7%    | 3%          | 3%  | 7%                         | 3%                                      | 3%     | 5%     |
| <b>5</b>                    | 5%                   | 4%        | 6%    | 6%    | 8%          | 3%  | 9%                         | 4%                                      | 6%     | 5%     |
| <b>4</b>                    | 2%                   | 1%        | 1%    | 10%   | 3%          | 2%  | 1%                         | 3%                                      | 2%     | 2%     |
| <b>3</b>                    | 1%                   | -         | 1%    | -     | 1%          | 1%  | 1%                         | -                                       | 1%     | 1%     |
| <b>2</b>                    | *                    | -         | 1%    | -     | -           | -   | 2%                         | 1%                                      | *      | 1%     |
| <b>1</b>                    | 2%                   | 3%        | *     | 5%    | 4%          | 1%  | -                          | 2%                                      | 1%     | 2%     |
| <b>0 VERY POOR</b>          | 1%                   | 1%        | *     | 2%    | 1%          | 1%  | -                          | -                                       | 1%     | *      |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 1%        | 2%    | -     | -           | 3%  | 1%                         | -                                       | 1%     | 2%     |
| <b>MEAN†</b>                | 8.2                  | 8.3       | 8.4   | 7.5   | 7.9         | 8.5   | 8.3                        | 8.2                                     | 8.3    | 8.1    |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF VARIOUS ATTRIBUTES OF COMCAST CABLE TELEVISION SERVICE:  
THE QUALITY OF THE CABLE TV PICTURE (PIXELATION, AUDIO ISSUES, ETC.) [CONTINUED]**

QUESTION 3. PLEASE RATE THE QUALITY OF THE FOLLOWING ATTRIBUTES OF YOUR COMCAST CABLE TELEVISION SERVICE USING A SCALE OF 0 TO 10, WHERE 10 MEANS EXCELLENT AND 0 MEANS VERY POOR. **THE QUALITY OF THE CABLE TV PICTURE (PIXELATION, AUDIO ISSUES, ETC.)**

|                             | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-----------------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                             |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| <b>10 EXCELLENT</b>         | 34%                  | 36%   | 31%     | 7%                                | 14%                                      | 45%              |
| <b>9</b>                    | 21%                  | 19%   | 25%     | 8%                                | 14%                                      | 25%              |
| <b>8</b>                    | 20%                  | 19%   | 18%     | 22%                               | 25%                                      | 17%              |
| <b>7</b>                    | 9%                   | 8%  | 10%     | 20%                               | 12%                                      | 7%               |
| <b>6</b>                    | 4%                   | 2%  | 5%      | -                                 | 7%                                       | 4%               |
| <b>5</b>                    | 5%                   | 10%   | 2%      | 11%                               | 17%                                      | *                |
| <b>4</b>                    | 2%                   | 1%  | 4%      | 4%                                | 8%                                       | *                |
| <b>3</b>                    | 1%                   | *   | 1%      | 3%                                | 1%                                       | *                |
| <b>2</b>                    | *                    | 1%  | 1%      | 2%                                | 1%                                       | -                |
| <b>1</b>                    | 2%                   | 2%  | 2%      | 15%                               | 1%                                       | -                |
| <b>0 VERY POOR</b>          | 1%                   | -   | 1%      | 3%                                | 1%                                       | *                |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 2%  | -       | 5%                                | -  | 1%               |
| <b>MEAN†</b>                | 8.2                  | 8.3   | 8.1     | 5.8                               | 7.1                                      | 9.0              |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE VERY SATISFIED RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY DISSATISFIED RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF VARIOUS ATTRIBUTES OF COMCAST CABLE TELEVISION SERVICE:  
THE NUMBER OF CHANNELS YOU RECEIVE**

QUESTION 4. PLEASE RATE THE QUALITY OF THE FOLLOWING ATTRIBUTES OF YOUR COMCAST CABLE TELEVISION SERVICE USING A SCALE OF 0 TO 10, WHERE 10 MEANS EXCELLENT AND 0 MEANS VERY POOR. **THE NUMBER OF CHANNELS YOU RECEIVE**

|                             | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 EXCELLENT</b>         | 28%                  | 11%            | 31%            | 28%            | 31%               | 17%                | 25%                  | 41%                  | 30%                | 31%    | 18%    | 35%      | 21%                       |
| <b>9</b>                    | 10%                  | 19%            | 9%             | 12%            | 8%                | 14%                | -                    | 9%                   | 16%                | 13%    | 1%     | 8%       | 13%                       |
| <b>8</b>                    | 14%                  | 6%             | 17%            | 13%            | 14%               | 11%                | 21%                  | 16%                  | 10%                | 11%    | 20%    | 11%      | 17%                       |
| <b>7</b>                    | 11%                  | 25%            | 5%             | 14%            | 8%                | 12%                | 6%                   | 11%                  | 11%                | 11%    | 16%    | 8%       | 9%                        |
| <b>6</b>                    | 7%                   | 18%            | 3%             | 8%             | 4%                | 14%                | -                    | 5%                   | 6%                 | 8%     | 7%     | 1%       | 9%                        |
| <b>5</b>                    | 9%                   | 7%             | 9%             | 7%             | 12%               | 8%                 | 19%                  | 5%                   | 6%                 | 7%     | 8%     | 17%      | 6%                        |
| <b>4</b>                    | 5%                   | 5%             | 8%             | 2%             | 4%                | 5%                 | 13%                  | 2%                   | 5%                 | 4%     | 5%     | 3%       | 8%                        |
| <b>3</b>                    | 2%                   | -              | 6%             | -              | 2%                | 4%                 | 3%                   | 1%                   | 1%                 | 2%     | 4%     | 1%       | 2%                        |
| <b>2</b>                    | 3%                   | -              | 5%             | 3%             | 1%                | -                  | -                    | -                    | 5%                 | 3%     | -      | 3%       | 3%                        |
| <b>1</b>                    | 1%                   | -              | 1%             | 1%             | -                 | -                  | 3%                   | -                    | 1%                 | 1%     | 2%     | 3%       | -                         |
| <b>0 VERY POOR</b>          | 3%                   | -              | 3%             | 4%             | 4%                | 4%                 | 3%                   | 2%                   | 4%                 | 3%     | 9%     | -        | 3%                        |
| <b>DON'T KNOW/WON'T SAY</b> | 8%                   | 8%             | 2%             | 7%             | 13%               | 11%                | 6%                   | 8%                   | 5%                 | 6%     | 8%     | 10%      | 10%                       |
| <b>MEAN†</b>                | 7.3                  | 7.3            | 7.0            | 7.4            | 7.5               | 7.0                | 6.7                  | 8.3                  | 7.3                | 7.5    | 6.4    | 7.5      | 7.2                       |

|                             | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 EXCELLENT</b>         | 28%                  | 25%       | 31%   | 30%   | 28%         | 31%   | 23%                        | 29%                                     | 30%    | 25%    |
| <b>9</b>                    | 10%                  | 16%       | 9%    | 1%    | 8%          | 13%   | 9%                         | 9%                                      | 11%    | 10%    |
| <b>8</b>                    | 14%                  | 16%       | 13%   | 13%   | 1%          | 12%   | 17%                        | 24%                                     | 16%    | 11%    |
| <b>7</b>                    | 11%                  | 9%        | 11%   | 8%    | 21%         | 7%  | 7%                         | 10%                                     | 13%    | 9%     |
| <b>6</b>                    | 7%                   | 8%        | 6%    | 7%    | 2%          | 9%  | 11%                        | 2%                                      | 4%     | 10%    |
| <b>5</b>                    | 9%                   | 7%        | 10%   | 14%   | 4%          | 9%  | 18%                        | 6%                                      | 9%     | 9%     |
| <b>4</b>                    | 5%                   | 2%        | 4%    | 13%   | 11%         | 2%  | 4%                         | 3%                                      | 2%     | 8%     |
| <b>3</b>                    | 2%                   | 3%        | 2%    | -     | -           | 3%  | 3%                         | 3%                                      | 2%     | 2%     |
| <b>2</b>                    | 3%                   | 3%        | 3%    | -     | 3%          | 3%  | 3%                         | 2%                                      | 2%     | 3%     |
| <b>1</b>                    | 1%                   | 1%        | -     | 3%    | -           | -   | -                          | 2%                                      | *      | 2%     |
| <b>0 VERY POOR</b>          | 3%                   | 4%        | 3%    | 4%    | 9%          | 2%  | -                          | 3%                                      | 3%     | 3%     |
| <b>DON'T KNOW/WON'T SAY</b> | 8%                   | 7%        | 9%    | 6%    | 12%         | 8%  | 6%                         | 7%                                      | 8%     | 7%     |
| <b>MEAN†</b>                | 7.3                  | 7.4       | 7.5   | 6.8   | 6.8         | 7.6   | 7.2                        | 7.6                                     | 7.6    | 7.0    |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF VARIOUS ATTRIBUTES OF COMCAST CABLE TELEVISION SERVICE:  
THE NUMBER OF CHANNELS YOU RECEIVE (CONTINUED)**

QUESTION 4. PLEASE RATE THE QUALITY OF THE FOLLOWING ATTRIBUTES OF YOUR COMCAST CABLE TELEVISION SERVICE USING A SCALE OF 0 TO 10, WHERE 10 MEANS EXCELLENT AND 0 MEANS VERY POOR. **THE NUMBER OF CHANNELS YOU RECEIVE**

|                             | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-----------------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                             |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| <b>10 EXCELLENT</b>         | 28%                  | 28%   | 29%     | 3%                                | 14%                                      | 37%              |
| <b>9</b>                    | 10%                  | 5%  | 13%     | 2%                                | 2%                                       | 15%              |
| <b>8</b>                    | 14%                  | 12%   | 16%     | 11%                               | 10%                                      | 16%              |
| <b>7</b>                    | 11%                  | 10%   | 12%     | 2%                                | 15%                                      | 11%              |
| <b>6</b>                    | 7%                   | 7%  | 8%      | 4%                                | 18%                                      | 3%               |
| <b>5</b>                    | 9%                   | 13%   | 5%      | 7%                                | 19%                                      | 6%               |
| <b>4</b>                    | 5%                   | 3%  | 6%      | 13%                               | 11%                                      | 1%               |
| <b>3</b>                    | 2%                   | 3%  | 2%      | 8%                                | 5%                                       | -                |
| <b>2</b>                    | 3%                   | 5%  | 1%      | 9%                                | 2%                                       | 2%               |
| <b>1</b>                    | 1%                   | 1%  | 1%      | 11%                               | -  | -                |
| <b>0 VERY POOR</b>          | 3%                   | 5%  | 1%      | 26%                               | 1%                                       | *                |
| <b>DON'T KNOW/WON'T SAY</b> | 8%                   | 7%  | 6%      | 4%                                | 3%                                       | 10%              |
| <b>MEAN†</b>                | 7.3                  | 6.8   | 7.6     | 3.3                               | 6.2                                      | 8.4              |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF VARIOUS ATTRIBUTES OF COMCAST CABLE TELEVISION SERVICE:  
THE VARIETY OF TV PROGRAMMING YOU RECEIVE**

QUESTION 5. PLEASE RATE THE QUALITY OF THE FOLLOWING ATTRIBUTES OF YOUR COMCAST CABLE TELEVISION SERVICE USING A SCALE OF 0 TO 10, WHERE 10 MEANS EXCELLENT AND 0 MEANS VERY POOR. **THE VARIETY OF TV PROGRAMMING YOU RECEIVE**

|                             | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 EXCELLENT</b>         | 25%                  | 28%            | 24%            | 26%            | 26%               | 17%                | 19%                  | 43%                  | 26%                | 26%    | 21%    | 28%      | 23%                       |
| <b>9</b>                    | 7%                   | 3%             | 6%             | 11%            | 7%                | 7%                 | 2%                   | 8%                   | 8%                 | 10%    | 6%     | 6%       | 3%                        |
| <b>8</b>                    | 21%                  | 18%            | 20%            | 20%            | 20%               | 18%                | 22%                  | 18%                  | 20%                | 20%    | 24%    | 20%      | 19%                       |
| <b>7</b>                    | 13%                  | 21%            | 11%            | 12%            | 13%               | 18%                | 13%                  | 6%                   | 14%                | 14%    | 11%    | 12%      | 13%                       |
| <b>6</b>                    | 5%                   | 13%            | 3%             | 4%             | 6%                | 10%                | 5%                   | 4%                   | 6%                 | 4%     | 11%    | 3%       | 8%                        |
| <b>5</b>                    | 15%                  | 5%             | 17%            | 20%            | 14%               | 18%                | 14%                  | 13%                  | 14%                | 13%    | 5%     | 20%      | 24%                       |
| <b>4</b>                    | 3%                   | -              | 7%             | -              | 3%                | 5%                 | 7%                   | 1%                   | 3%                 | 4%     | 6%     | -        | -                         |
| <b>3</b>                    | 2%                   | -              | 4%             | -              | 4%                | 3%                 | 3%                   | 1%                   | 2%                 | 2%     | 3%     | 1%       | 3%                        |
| <b>2</b>                    | 3%                   | 5%             | 4%             | 2%             | 1%                | 1%                 | 7%                   | -                    | 2%                 | 3%     | -      | 3%       | 4%                        |
| <b>1</b>                    | 2%                   | -              | 1%             | 1%             | 1%                | -                  | 3%                   | -                    | 2%                 | 1%     | 2%     | 3%       | 1%                        |
| <b>0 VERY POOR</b>          | 2%                   | -              | 1%             | 3%             | 3%                | 3%                 | 2%                   | 2%                   | 1%                 | -      | 9%     | 1%       | 2%                        |
| <b>DON'T KNOW/WON'T SAY</b> | 2%                   | 7%             | 2%             | 1%             | 2%                | -                  | 2%                   | 4%                   | 3%                 | 2%     | 1%     | 4%       | 1%                        |
| <b>MEAN†</b>                | 7.2                  | 7.6            | 7.0            | 7.3            | 7.2               | 6.8                | 6.5                  | 8.2                  | 7.3                | 7.5    | 6.7    | 7.4      | 6.8                       |

|                             | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 EXCELLENT</b>         | 25%                  | 25%       | 27%   | 25%   | 28%         | 26%   | 25%                        | 25%                                     | 27%    | 23%    |
| <b>9</b>                    | 7%                   | 9%        | 6%    | 5%    | 6%          | 7%  | 9%                         | 8%                                      | 8%     | 7%     |
| <b>8</b>                    | 21%                  | 19%       | 22%   | 13%   | 9%          | 23%   | 17%                        | 26%                                     | 22%    | 19%    |
| <b>7</b>                    | 13%                  | 11%       | 13%   | 19%   | 18%         | 10%   | 12%                        | 13%                                     | 13%    | 13%    |
| <b>6</b>                    | 5%                   | 6%        | 5%    | 9%    | 4%          | 5%  | 8%                         | 5%                                      | 5%     | 6%     |
| <b>5</b>                    | 15%                  | 18%       | 15%   | 13%   | 17%         | 15%   | 20%                        | 12%                                     | 13%    | 18%    |
| <b>4</b>                    | 3%                   | 2%        | 5%    | -     | 1%          | 5%  | 2%                         | 3%                                      | 2%     | 4%     |
| <b>3</b>                    | 2%                   | 2%        | 3%    | -     | 2%          | 2%  | 4%                         | 2%                                      | 3%     | 1%     |
| <b>2</b>                    | 3%                   | 3%        | 2%    | 8%    | 7%          | 2%  | 1%                         | 3%                                      | 2%     | 4%     |
| <b>1</b>                    | 2%                   | 1%        | -     | 5%    | 1%          | -   | 1%                         | 2%                                      | 1%     | 2%     |
| <b>0 VERY POOR</b>          | 2%                   | 3%        | 1%    | 2%    | 6%          | 1%  | -                          | 1%                                      | 2%     | 2%     |
| <b>DON'T KNOW/WON'T SAY</b> | 2%                   | 2%        | 3%    | -     | -           | 4%  | 3%                         | 2%                                      | 2%     | 2%     |
| <b>MEAN†</b>                | 7.2                  | 7.1       | 7.4   | 6.8   | 6.7         | 7.4   | 7.3                        | 7.4                                     | 7.4    | 7.0    |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF VARIOUS ATTRIBUTES OF COMCAST CABLE TELEVISION SERVICE:  
THE VARIETY OF TV PROGRAMMING YOU RECEIVE (CONTINUED)**

QUESTION 5. PLEASE RATE THE QUALITY OF THE FOLLOWING ATTRIBUTES OF YOUR COMCAST CABLE TELEVISION SERVICE USING A SCALE OF 0 TO 10, WHERE 10 MEANS EXCELLENT AND 0 MEANS VERY POOR. **THE VARIETY OF TV PROGRAMMING YOU RECEIVE**

|                             | TOTAL<br>SAMPLE<br>(N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                     |
|-----------------------------|----------------------------|---|---------|-----------------------------------|--|---------------------|
|                             |                            | BASIC                                       | PREMIUM | DISSATISFIED<br>(0-3)             | NEITHER SATISFIED NOR<br>DISSATISFIED<br>(4-6) | SATISFIED<br>(7-10) |
| <b>10 EXCELLENT</b>         | 25%                        | 25%   | 27%     | 2%                                | 5%   | 36%                 |
| <b>9</b>                    | 7%                         | 7%  | 8%      | 3%                                | 1%   | 10%                 |
| <b>8</b>                    | 21%                        | 16%   | 23%     | 2%                                | 19%  | 24%                 |
| <b>7</b>                    | 13%                        | 11%   | 13%     | 8%                                | 12%  | 14%                 |
| <b>6</b>                    | 5%                         | 6%  | 5%      | 7%                                | 13%  | 3%                  |
| <b>5</b>                    | 15%                        | 17%   | 14%     | 22%                               | 35%  | 7%                  |
| <b>4</b>                    | 3%                         | 4%  | 2%      | 2%                                | 6%   | 2%                  |
| <b>3</b>                    | 2%                         | 3%  | 2%      | 11%                               | 3%   | *                   |
| <b>2</b>                    | 3%                         | 4%  | 2%      | 11%                               | 3%   | 1%                  |
| <b>1</b>                    | 2%                         | 2%  | 2%      | 12%                               | 1%   | -                   |
| <b>0 VERY POOR</b>          | 2%                         | 3%  | 1%      | 15%                               | 1%   | *                   |
| <b>DON'T KNOW/WON'T SAY</b> | 2%                         | 3%  | -       | 5%                                | -  | 1%                  |
| <b>MEAN†</b>                | 7.2                        | 6.9   | 7.4     | 3.6                               | 6.0  | 8.2                 |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF VARIOUS ATTRIBUTES OF COMCAST CABLE TELEVISION SERVICE:  
THE RELIABILITY OF YOUR CABLE TV SERVICE**

QUESTION 6. PLEASE RATE THE QUALITY OF THE FOLLOWING ATTRIBUTES OF YOUR COMCAST CABLE TELEVISION SERVICE USING A SCALE OF 0 TO 10, WHERE 10 MEANS EXCELLENT AND 0 MEANS VERY POOR. **THE RELIABILITY OF YOUR CABLE TV SERVICE**

|                             | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 EXCELLENT</b>         | 23%                  | 27%            | 31%            | 16%            | 21%               | 19%                | 19%                  | 30%                  | 26%                | 24%    | 22%    | 32%      | 12%                       |
| <b>9</b>                    | 16%                  | 20%            | 11%            | 20%            | 17%               | 15%                | 4%                   | 23%                  | 17%                | 16%    | 10%    | 19%      | 20%                       |
| <b>8</b>                    | 23%                  | 25%            | 20%            | 27%            | 20%               | 20%                | 20%                  | 27%                  | 18%                | 27%    | 23%    | 18%      | 20%                       |
| <b>7</b>                    | 10%                  | 3%             | 9%             | 10%            | 15%               | 6%                 | 20%                  | 7%                   | 10%                | 10%    | 9%     | 11%      | 9%                        |
| <b>6</b>                    | 8%                   | 4%             | 11%            | 11%            | 4%                | 15%                | 8%                   | 2%                   | 10%                | 8%     | 8%     | 4%       | 13%                       |
| <b>5</b>                    | 8%                   | 14%            | 7%             | 7%             | 9%                | 12%                | 16%                  | 3%                   | 8%                 | 6%     | 8%     | 7%       | 16%                       |
| <b>4</b>                    | 5%                   | 4%             | 6%             | 5%             | 4%                | 6%                 | 6%                   | 4%                   | 4%                 | 3%     | 11%    | 4%       | 4%                        |
| <b>3</b>                    | 1%                   | -              | -              | 1%             | 2%                | 3%                 | -                    | 1%                   | -                  | 2%     | -      | -        | -                         |
| <b>2</b>                    | 2%                   | -              | 2%             | -              | 3%                | 2%                 | 1%                   | 1%                   | 2%                 | 1%     | 5%     | -        | 3%                        |
| <b>1</b>                    | 1%                   | -              | -              | 1%             | 1%                | -                  | 3%                   | -                    | 1%                 | -      | -      | 2%       | 1%                        |
| <b>0 VERY POOR</b>          | 2%                   | -              | 1%             | 2%             | 3%                | 2%                 | 2%                   | 2%                   | 1%                 | *      | 6%     | 3%       | 2%                        |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 3%             | 2%             | -              | 1%                | -                  | 2%                   | -                    | 2%                 | 2%     | -      | -        | -                         |
| <b>MEAN†</b>                | 7.5                  | 8              | 7.8            | 7.5            | 7.3               | 7.1                | 6.9                  | 8.1                  | 7.7                | 7.8    | 6.9    | 7.9      | 7.0                       |

|                             | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 EXCELLENT</b>         | 23%                  | 24%       | 22%   | 36%   | 22%         | 28%   | 20%                        | 21%                                     | 26%    | 19%    |
| <b>9</b>                    | 16%                  | 18%       | 16%   | 11%   | 16%         | 15%   | 19%                        | 18%                                     | 18%    | 15%    |
| <b>8</b>                    | 23%                  | 23%       | 25%   | 5%    | 19%         | 23%   | 25%                        | 24%                                     | 23%    | 23%    |
| <b>7</b>                    | 10%                  | 6%        | 15%   | 3%    | 3%          | 10%   | 13%                        | 15%                                     | 8%     | 12%    |
| <b>6</b>                    | 8%                   | 11%       | 7%    | 8%    | 8%          | 9%  | 8%                         | 6%                                      | 7%     | 10%    |
| <b>5</b>                    | 8%                   | 7%        | 7%    | 20%   | 16%         | 6%  | 7%                         | 9%                                      | 8%     | 9%     |
| <b>4</b>                    | 5%                   | 4%        | 2%    | 9%    | 3%          | 5%  | 4%                         | 5%                                      | 4%     | 5%     |
| <b>3</b>                    | 1%                   | 1%        | 1%    | -     | 1%          | 1%  | 1%                         | 1%                                      | 1%     | 1%     |
| <b>2</b>                    | 2%                   | 1%        | 2%    | 1%    | 4%          | 1%  | 2%                         | 1%                                      | 3%     | 1%     |
| <b>1</b>                    | 1%                   | -         | -     | 5%    | 1%          | -   | -                          | -                                       | *      | 1%     |
| <b>0 VERY POOR</b>          | 2%                   | 3%        | 1%    | 2%    | 5%          | 2%  | -                          | 2%                                      | 2%     | 2%     |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 1%        | 1%    | -     | -           | 2%  | 1%                         | -                                       | -      | 2%     |
| <b>MEAN†</b>                | 7.5                  | 7.6       | 7.7   | 7.1   | 7           | 7.8   | 7.7                        | 7.7                                     | 7.7    | 7.4    |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF VARIOUS ATTRIBUTES OF COMCAST CABLE TELEVISION SERVICE:  
THE RELIABILITY OF YOUR CABLE TV SERVICE (CONTINUED)**

QUESTION 6. PLEASE RATE THE QUALITY OF THE FOLLOWING ATTRIBUTES OF YOUR COMCAST CABLE TELEVISION SERVICE USING A SCALE OF 0 TO 10, WHERE 10 MEANS EXCELLENT AND 0 MEANS VERY POOR. **THE RELIABILITY OF YOUR CABLE TV SERVICE**

|                             | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-----------------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                             |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| <b>10 EXCELLENT</b>         | 23%                  | 26%   | 21%     | 4%                                | 4%                                       | 33%              |
| <b>9</b>                    | 16%                  | 13%   | 20%     | 5%                                | 6%                                       | 22%              |
| <b>8</b>                    | 23%                  | 23%   | 23%     | 12%                               | 17%                                      | 27%              |
| <b>7</b>                    | 10%                  | 12%   | 8%      | 9%                                | 14%                                      | 9%               |
| <b>6</b>                    | 8%                   | 8%  | 7%      | 8%                                | 16%                                      | 6%               |
| <b>5</b>                    | 8%                   | 9%  | 6%      | 17%                               | 20%                                      | 3%               |
| <b>4</b>                    | 5%                   | 3%  | 6%      | 1%                                | 17%                                      | 1%               |
| <b>3</b>                    | 1%                   | 2%  | -       | 4%                                | 2%                                       | -                |
| <b>2</b>                    | 2%                   | 1%  | 3%      | 13%                               | 2%                                       | -                |
| <b>1</b>                    | 1%                   | 1%  | 1%      | 3%                                | 1%                                       | -                |
| <b>0 VERY POOR</b>          | 2%                   | 1%  | 3%      | 17%                               | -  | *                |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 2%  | -       | 5%                                | 1%                                       | -                |
| <b>MEAN†</b>                | 7.5                  | 7.7   | 7.5     | 4.6                               | 6.1                                      | 8.5              |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.



**CONTACTED COMCAST CUSTOMER SERVICE BY TELEPHONE IN THE PAST YEAR**

QUESTION 7: IN THE PAST YEAR, HAVE YOU CONTACTED A CUSTOMER SERVICE REPRESENTATIVE FROM COMCAST BY TELEPHONE ABOUT YOUR CABLE TV SERVICE?

|                      | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| Yes                  | 59%                  | 62%            | 54%            | 64%            | 60%               | 73%                | 58%                  | 65%                  | 47%                | 60%    | 61%    | 49%      | 68%                       |
| No                   | 39%                  | 34%            | 46%            | 34%            | 40%               | 27%                | 38%                  | 34%                  | 52%                | 40%    | 36%    | 49%      | 32%                       |
| DON'T KNOW/WON'T SAY | 1%                   | 4%             | -              | 2%             | -                 | -                  | 4%                   | 1%                   | 2%                 | 1%     | 3%     | 2%       | -                         |

|                      | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| Yes                  | 59%                  | 63%       | 54%   | 72%   | 71%         | 62%   | 57%                        | 54%                                     | 57%    | 62%    |
| No                   | 39%                  | 36%       | 44%   | 28%   | 27%         | 37%   | 42%                        | 46%                                     | 43%    | 36%    |
| DON'T KNOW/WON'T SAY | 1%                   | 1%        | 1%    | -     | 2%          | 1%  | 1%                         | -                                       | 1%     | 2%     |

|                      | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                      |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| Yes                  | 59%                  | 55%   | 62%     | 73%                               | 66%                                      | 55%              |
| No                   | 39%                  | 44%   | 36%     | 27%                               | 32%                                      | 43%              |
| DON'T KNOW/WON'T SAY | 1%                   | 1%  | 2%      | -                                 | 2%                                       | 1%               |

**OVERALL QUALITY OF CUSTOMER SERVICE PROVIDED BY THE REPRESENTATIVE VIA TELEPHONE**

AMONG THOSE WHO CONTACTED COMCAST CUSTOMER SERVICE BY PHONE IN THE PAST YEAR

QUESTION 8: PLEASE RATE THE QUALITY OF CUSTOMER SERVICE PROVIDED BY THE REPRESENTATIVE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                     | TOTAL RESPONSES (N=238) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|---------------------|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                     |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 EXCELLENT</b> | 24%                     | 43%            | 15%            | 25%            | 25%               | 32%                | 28%                  | 24%                  | 25%                | 19%    | 29%    | 27%      | 29%                       |
| <b>9</b>            | 14%                     | 13%            | 10%            | 17%            | 14%               | 10%                | 7%                   | 12%                  | 24%                | 12%    | 6%     | 20%      | 18%                       |
| <b>8</b>            | 15%                     | 11%            | 5%             | 15%            | 22%               | 15%                | 12%                  | 14%                  | 12%                | 12%    | 24%    | 13%      | 16%                       |
| <b>7</b>            | 12%                     | 15%            | 19%            | 6%             | 12%               | 8%                 | 9%                   | 17%                  | 3%                 | 17%    | 9%     | 4%       | 9%                        |
| <b>6</b>            | 6%                      | -              | 11%            | 7%             | 3%                | 6%                 | 8%                   | 8%                   | 1%                 | 8%     | 3%     | 2%       | 5%                        |
| <b>5</b>            | 7%                      | -              | 8%             | 9%             | 5%                | 1%                 | 19%                  | 8%                   | 2%                 | 7%     | 3%     | 10%      | 7%                        |
| <b>4</b>            | 8%                      | -              | 17%            | 7%             | 5%                | 17%                | 6%                   | 1%                   | 12%                | 8%     | 11%    | 2%       | 11%                       |
| <b>3</b>            | 5%                      | 8%             | 11%            | 3%             | 4%                | 7%                 | 5%                   | 2%                   | 11%                | 6%     | 6%     | 8%       | 1%                        |
| <b>2</b>            | 2%                      | -              | -              | 2%             | 5%                | -                  | 3%                   | 3%                   | 3%                 | 2%     | 4%     | 3%       | 1%                        |
| <b>1</b>            | 1%                      | 4%             | -              | 1%             | -                 | -                  | -                    | 2%                   | -                  | 2%     | -      | -        | -                         |
| <b>0 VERY POOR</b>  | 6%                      | 6%             | 2%             | 8%             | 6%                | 4%                 | 3%                   | 10%                  | 8%                 | 6%     | 5%     | 11%      | 3%                        |
| <b>MEAN†</b>        | 6.9                     | 7.7            | 6.3            | 6.9            | 7.2               | 7.1                | 6.8                  | 6.8                  | 6.8                | 6.6    | 7.0    | 6.8      | 7.6                       |

|                     | TOTAL RESPONSES (N=238) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|---------------------|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                     |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 EXCELLENT</b> | 24%                     | 22%       | 25%   | 33%   | 21%         | 29%   | 28%                        | 19%                                     | 25%    | 24%    |
| <b>9</b>            | 14%                     | 15%       | 14%   | 15%   | 13%         | 16%   | 18%                        | 8%                                      | 11%    | 17%    |
| <b>8</b>            | 15%                     | 12%       | 17%   | 13%   | 12%         | 16%   | 14%                        | 15%                                     | 12%    | 17%    |
| <b>7</b>            | 12%                     | 15%       | 14%   | 2%    | 15%         | 15%   | 8%                         | 10%                                     | 15%    | 9%     |
| <b>6</b>            | 6%                      | 7%        | 5%    | 4%    | 5%          | 5%  | 2%                         | 11%                                     | 5%     | 6%     |
| <b>5</b>            | 7%                      | 7%        | 6%    | 4%    | 5%          | 8%  | 7%                         | 4%                                      | 5%     | 9%     |
| <b>4</b>            | 8%                      | 8%        | 5%    | 16%   | 15%         | 5%  | 4%                         | 10%                                     | 7%     | 10%    |
| <b>3</b>            | 5%                      | 2%        | 5%    | 12%   | 8%          | 1%  | 5%                         | 9%                                      | 8%     | 3%     |
| <b>2</b>            | 2%                      | 2%        | 2%    | 1%    | -           | 1%  | 6%                         | 5%                                      | 4%     | 1%     |
| <b>1</b>            | 1%                      | 1%        | -     | -     | -           | -   | 2%                         | 2%                                      | 1%     | 1%     |
| <b>0 VERY POOR</b>  | 6%                      | 8%        | 6%    | -     | 7%          | 3%  | 7%                         | 8%                                      | 8%     | 3%     |
| <b>MEAN†</b>        | 6.9                     | 6.8       | 7.1   | 7.3   | 6.6         | 7.7   | 7                          | 6.1                                     | 6.6    | 7.2    |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF CUSTOMER SERVICE PROVIDED BY THE REPRESENTATIVE VIA TELEPHONE (CONTINUED)**

AMONG THOSE WHO CONTACTED COMCAST CUSTOMER SERVICE BY PHONE IN THE PAST YEAR

QUESTION 8: PLEASE RATE THE QUALITY OF CUSTOMER SERVICE PROVIDED BY THE REPRESENTATIVE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                     | TOTAL<br>RESPONSES<br>(N=238) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                     |
|---------------------|-------------------------------|---|---------|-----------------------------------|--|---------------------|
|                     |                               | BASIC                                       | PREMIUM | DISSATISFIED<br>(0-3)             | NEITHER SATISFIED NOR<br>DISSATISFIED<br>(4-6) | SATISFIED<br>(7-10) |
| <b>10 EXCELLENT</b> | 24%                           | 26%   | 21%     | 17%                               | 13%  | 31%                 |
| <b>9</b>            | 14%                           | 15%   | 14%     | 4%                                | 5%   | 19%                 |
| <b>8</b>            | 15%                           | 9%  | 20%     | 12%                               | 13%  | 16%                 |
| <b>7</b>            | 12%                           | 11%   | 10%     | -                                 | 12%  | 14%                 |
| <b>6</b>            | 6%                            | 5%  | 5%      | -                                 | 7%   | 6%                  |
| <b>5</b>            | 7%                            | 11%   | 4%      | 13%                               | 11%  | 4%                  |
| <b>4</b>            | 8%                            | 7%  | 10%     | 12%                               | 22%  | 2%                  |
| <b>3</b>            | 5%                            | 5%  | 7%      | 12%                               | 8%   | 3%                  |
| <b>2</b>            | 2%                            | 2%  | 3%      | 4%                                | 7%   | *                   |
| <b>1</b>            | 1%                            | 2%  | -       | 3%                                | -  | 1%                  |
| <b>0 VERY POOR</b>  | 6%                            | 8%  | 5%      | 23%                               | 3%   | 3%                  |
| <b>MEAN†</b>        | 6.9                           | 6.7   | 6.9     | 4.6                               | 5.8  | 7.9                 |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**REASONS FOR SATISFACTION WITH THE QUALITY OF SERVICE YOU RECEIVED FROM THE REPRESENTATIVE**  
AMONG THOSE WHO CONTACTED COMCAST CUSTOMER SERVICE BY PHONE IN THE PAST YEAR  
TOTAL RESPONSES (N=238)

QUESTION 9: WHY DO YOU FEEL THIS WAY?

|  |     |
|--|-----|
| ISSUE WAS RESOLVED                           | 21% |
| FRIENDLY                                     | 19% |
| NOT HELPFUL                                  | 18% |
| HELPFUL                                      | 17% |
| ISSUE NOT RESOLVED                           | 16% |
| KNOWLEDGEABLE                                | 15% |
| LONG WAIT TIMES                              | 14% |
| COSTS TOO MUCH                               | 8%  |
| NOT KNOWLEDGEABLE                            | 7%  |
| DIFFICULT TO UNDERSTAND INSTRUCTIONS         | 5%  |
| EASY TO UNDERSTAND INSTRUCTIONS              | 5%  |
| SHORT WAIT TIME                              | 5%  |
| CAN'T TALK TO A REAL PERSON                  | 4%  |
| RUDE/UNFRIENDLY                              | 3%  |
| GOOD EXPERIENCE                              | 2%  |
| CAN'T GET HELP OVER THE PHONE                | 1%  |
| LANGUAGE BARRIERS                            | 1%  |
| NOT HAPPY WITH HOW RESOLVED                  | 1%  |
| SURPRISE COSTS                               | 1%  |
| THEY DON'T ALWAYS DO WHAT THEY SAY THEY WILL | 1%  |
| TOOK TOO LONG                                | 1%  |
| NEVER SHOWED                                 | *   |
| POOR CONNECTION                              | *   |
| RESOLVED QUICKLY                             | *   |
| THEY TRY TO UPSELL ME                        | *   |
| POOR QUALITY OF CONVERSATION                 | *   |
| NO REASON IN PARTICULAR                      | 6%  |
| DON'T KNOW/WON'T SAY                         | 2%  |

\*LESS THAN 1% REPORTED.

**CONTACTED COMCAST CUSTOMER SERVICE ONLINE IN THE PAST YEAR**

QUESTION 10: IN THE PAST YEAR, HAVE YOU CONTACTED A COMCAST CUSTOMER SERVICE REPRESENTATIVE ONLINE ABOUT YOUR CABLE TV SERVICE?

|                      | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| Yes                  | 29%                  | 35%            | 32%            | 31%            | 23%               | 31%                | 19%                  | 34%                  | 28%                | 32%    | 28%    | 25%      | 27%                       |
| No                   | 69%                  | 65%            | 68%            | 65%            | 75%               | 67%                | 78%                  | 64%                  | 70%                | 66%    | 71%    | 75%      | 69%                       |
| DON'T KNOW/WON'T SAY | 2%                   | -              | -              | 4%             | 2%                | 2%                 | 3%                   | 2%                   | 2%                 | 2%     | 1%     | -        | 3%                        |

|                      | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| Yes                  | 29%                  | 27%       | 29%   | 28%   | 17%         | 39%   | 23%                        | 27%                                     | 27%    | 31%    |
| No                   | 69%                  | 71%       | 69%   | 72%   | 83%         | 56%   | 76%                        | 73%                                     | 73%    | 66%    |
| DON'T KNOW/WON'T SAY | 2%                   | 2%        | 2%    | -     | -           | 4%  | 1%                         | -                                       | *      | 3%     |

|                      | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                      |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| Yes                  | 29%                  | 26%   | 34%     | 32%                               | 22%                                      | 31%              |
| No                   | 69%                  | 72%   | 64%     | 68%                               | 75%                                      | 67%              |
| DON'T KNOW/WON'T SAY | 2%                   | 2%  | 1%      | -                                 | 3%                                       | 2%               |

**WAYS OF CONTACTING COMCAST CUSTOMER SERVICE ONLINE**  
AMONG THOSE WHO CONTACTED COMCAST CUSTOMER SERVICE ONLINE IN THE PAST YEAR

QUESTION 11: HOW DID YOU CONTACT COMCAST ONLINE?

|  | TOTAL RESPONSES (N=116) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|--|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|  |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| XFINITY APP                            | 48%                     | 80%            | 43%            | 56%            | 29%               | 57%                | 65%                  | 43%                  | 42%                | 48%    | 56%    | 65%      | 27%                       |
| ONLINE CHAT THROUGH WEBSITE            | 44%                     | 33%            | 41%            | 43%            | 55%               | 49%                | 26%                  | 29%                  | 61%                | 44%    | 24%    | 29%      | 73%                       |
| EMAIL                                  | 9%                      | 15%            | 4%             | 14%            | 6%                | 9%                 | 20%                  | 19%                  | 4%                 | -      | 22%    | 25%      | 8%                        |
| OTHER                                  | 8%                      | -              | 12%            | 2%             | 16%               | 7%                 | -                    | 13%                  | 3%                 | 11%    | -      | -        | 13%                       |
| OVER THE PHONE                         | 7%                      | -              | 12%            | -              | 12%               | 4%                 | -                    | 13%                  | -                  | 8%     | -      | -        | 13%                       |
| IN PERSON                              | 2%                      | -              | -              | 2%             | 3%                | 3%                 | -                    | -                    | 3%                 | -      | 15%    | -        | -                         |
| SOCIAL MEDIA (FACEBOOK, TWITTER, ETC.) | 1%                      | -              | 4%             | -              | -                 | -                  | -                    | 4%                   | -                  | 3%     | -      | -        | -                         |
| NO WAY IN PARTICULAR                   | 2%                      | -              | -              | 4%             | 3%                | -                  | -                    | -                    | -                  | 2%     | -      | -        | -                         |

|  | TOTAL RESPONSES (N=116) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|--|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|  |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| XFINITY APP                            | 48%                     | 52%       | 50%   | 40%   | 41%         | 53%   | 40%                        | 42%                                     | 47%    | 50%    |
| ONLINE CHAT THROUGH WEBSITE            | 44%                     | 36%       | 46%   | 42%   | 22%         | 38%   | 52%                        | 64%                                     | 46%    | 43%    |
| EMAIL                                  | 9%                      | 14%       | 8%    | 8%    | 25%         | 6%  | 21%                        | -                                       | 9%     | 8%     |
| OTHER                                  | 8%                      | 14%       | 8%    | -     | 30%         | 8%  | 5%                         | 2%                                      | 7%     | 9%     |
| OVER THE PHONE                         | 7%                      | 8%        | 8%    | -     | 23%         | 8%  | -                          | 2%                                      | 4%     | 9%     |
| IN PERSON                              | 2%                      | 5%        | -     | -     | 7%          | -   | 5%                         | -                                       | 3%     | -      |
| SOCIAL MEDIA (FACEBOOK, TWITTER, ETC.) | 1%                      | -         | -     | 10%   | -           | -   | 6%                         | -                                       | 2%     | -      |
| NO WAY IN PARTICULAR                   | 2%                      | -         | 1%    | -     | -           | 5%  | -                          | -                                       | -      | 4%     |

|  | TOTAL RESPONSES (N=116) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|--|-------------------------|---|---------|-----------------------------------|--|------------------|
|  |                         | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| XFINITY APP                            | 48%                     | 40%   | 56%     | 40%                               | 54%                                      | 48%              |
| ONLINE CHAT THROUGH WEBSITE            | 44%                     | 43%   | 44%     | 29%                               | 36%                                      | 49%              |
| EMAIL                                  | 9%                      | 16%   | 4%      | -                                 | 9%                                       | 10%              |
| OTHER                                  | 8%                      | 11%   | 5%      | 38%                               | 6%                                       | 4%               |
| OVER THE PHONE                         | 7%                      | 9%  | 4%      | 31%                               | 2%                                       | 4%               |
| IN PERSON                              | 2%                      | 2%  | 1%      | 7%                                | 4%                                       | -                |
| SOCIAL MEDIA (FACEBOOK, TWITTER, ETC.) | 1%                      | 3%  | -       | -                                 | -  | 1%               |
| NO WAY IN PARTICULAR                   | 2%                      | -   | 1%      | -                                 | -  | 3%               |

**OVERALL QUALITY OF CUSTOMER SERVICE PROVIDED BY THE ONLINE REPRESENTATIVE**

AMONG THOSE WHO CONTACTED COMCAST CUSTOMER SERVICE ONLINE IN THE PAST YEAR

QUESTION 12: PLEASE RATE THE QUALITY OF CUSTOMER SERVICE PROVIDED BY THE ONLINE REPRESENTATIVE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                             | TOTAL RESPONSES (N=116) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 EXCELLENT</b>         | 23%                     | 30%            | 31%            | 23%            | 11%               | 21%                | 30%                  | 31%                  | 36%                | 18%    | 31%    | 32%      | 21%                       |
| <b>9</b>                    | 12%                     | 21%            | 19%            | 4%             | 10%               | 19%                | 24%                  | 4%                   | 9%                 | 17%    | -      | 3%       | 16%                       |
| <b>8</b>                    | 15%                     | 26%            | 14%            | 15%            | 12%               | 21%                | 5%                   | 17%                  | 11%                | 9%     | 25%    | 8%       | 30%                       |
| <b>7</b>                    | 11%                     | 22%            | -              | 14%            | 13%               | 3%                 | -                    | 19%                  | 10%                | 9%     | 20%    | 12%      | 8%                        |
| <b>6</b>                    | 2%                      | -              | -              | 2%             | 7%                | -                  | 20%                  | -                    | -                  | 3%     | 5%     | -        | -                         |
| <b>5</b>                    | 12%                     | -              | 12%            | 10%            | 21%               | 8%                 | 15%                  | 16%                  | 8%                 | 14%    | 3%     | 14%      | 11%                       |
| <b>4</b>                    | 1%                      | -              | -              | 2%             | 3%                | 3%                 | -                    | 3%                   | -                  | 1%     | -      | 4%       | -                         |
| <b>3</b>                    | 6%                      | -              | 11%            | 6%             | 2%                | 5%                 | -                    | 3%                   | 2%                 | 12%    | -      | -        | -                         |
| <b>2</b>                    | 7%                      | -              | 4%             | 14%            | 6%                | -                  | -                    | 7%                   | 13%                | 6%     | -      | 9%       | 12%                       |
| <b>1</b>                    | 2%                      | -              | 6%             | -              | -                 | 8%                 | -                    | -                    | -                  | -      | 11%    | -        | -                         |
| <b>0 VERY POOR</b>          | 7%                      | -              | 4%             | 9%             | 10%               | 13%                | 5%                   | -                    | 11%                | 8%     | -      | 18%      | 2%                        |
| <b>DON'T KNOW/WON'T SAY</b> | 2%                      | -              | -              | -              | 7%                | -                  | -                    | -                    | -                  | 2%     | 5%     | -        | -                         |
| <b>MEAN†</b>                | 6.6                     | 8.6            | 6.9            | 6.1            | 6                 | 6.4                | 7.6                  | 7.3                  | 6.7                | 6.3    | 7.4    | 6.0      | 7.3                       |

|                             | TOTAL RESPONSES (N=116) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 EXCELLENT</b>         | 23%                     | 29%       | 22%   | 34%   | 18%         | 25%   | 32%                        | 22%                                     | 26%    | 20%    |
| <b>9</b>                    | 12%                     | 11%       | 11%   | 14%   | 8%          | 13%   | 13%                        | 10%                                     | 7%     | 16%    |
| <b>8</b>                    | 15%                     | 13%       | 18%   | 10%   | 23%         | 14%   | 21%                        | 9%                                      | 13%    | 17%    |
| <b>7</b>                    | 11%                     | 13%       | 12%   | -     | -           | 19%   | 8%                         | 4%                                      | 14%    | 9%     |
| <b>6</b>                    | 2%                      | -         | 1%    | 15%   | 7%          | -   | 7%                         | 2%                                      | 3%     | 2%     |
| <b>5</b>                    | 12%                     | 11%       | 11%   | 8%    | 15%         | 14%   | 10%                        | 10%                                     | 15%    | 9%     |
| <b>4</b>                    | 1%                      | 2%        | 1%    | -     | -           | 2%  | -                          | 4%                                      | 2%     | 1%     |
| <b>3</b>                    | 6%                      | 4%        | 5%    | 8%    | -           | 4%  | 5%                         | 8%                                      | 6%     | 6%     |
| <b>2</b>                    | 7%                      | 9%        | 7%    | -     | 15%         | -   | 5%                         | 14%                                     | 4%     | 9%     |
| <b>1</b>                    | 2%                      | 6%        | -     | -     | -           | 4%  | -                          | -                                       | 3%     | -      |
| <b>0 VERY POOR</b>          | 7%                      | 3%        | 8%    | 11%   | 7%          | 5%  | -                          | 18%                                     | 6%     | 8%     |
| <b>DON'T KNOW/WON'T SAY</b> | 2%                      | -         | 3%    | -     | 8%          | 2%  | -                          | -                                       | -      | 3%     |
| <b>MEAN†</b>                | 6.6                     | 6.8       | 6.7   | 7     | 6.3         | 7.1   | 7.7                        | 5.4                                     | 6.6    | 6.6    |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF CUSTOMER SERVICE PROVIDED BY THE ONLINE REPRESENTATIVE (CONTINUED)**

AMONG THOSE WHO CONTACTED COMCAST CUSTOMER SERVICE ONLINE IN THE PAST YEAR

QUESTION 12: PLEASE RATE THE QUALITY OF CUSTOMER SERVICE PROVIDED BY THE ONLINE REPRESENTATIVE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                             | TOTAL<br>RESPONSES<br>(N=116) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                     |
|-----------------------------|-------------------------------|---|---------|-----------------------------------|--|---------------------|
|                             |                               | BASIC                                       | PREMIUM | DISSATISFIED<br>(0-3)             | NEITHER SATISFIED NOR<br>DISSATISFIED<br>(4-6) | SATISFIED<br>(7-10) |
| <b>10 EXCELLENT</b>         | 23%                           | 30%   | 21%     | 9%                                | 12%  | 28%                 |
| <b>9</b>                    | 12%                           | 19%   | 7%      | 5%                                | 10%  | 13%                 |
| <b>8</b>                    | 15%                           | 13%   | 13%     | -                                 | -  | 21%                 |
| <b>7</b>                    | 11%                           | 10%   | 14%     | 3%                                | 8%   | 13%                 |
| <b>6</b>                    | 2%                            | -   | 5%      | -                                 | 4%   | 2%                  |
| <b>5</b>                    | 12%                           | 6%  | 17%     | 7%                                | 37%  | 6%                  |
| <b>4</b>                    | 1%                            | 2%  | 1%      | -                                 | -  | 2%                  |
| <b>3</b>                    | 6%                            | 11%   | 4%      | 33%                               | 6%   | 1%                  |
| <b>2</b>                    | 7%                            | 1%  | 10%     | 10%                               | 9%   | 6%                  |
| <b>1</b>                    | 2%                            | 4%  | -       | -                                 | 9%   | -                   |
| <b>0 VERY POOR</b>          | 7%                            | 4%  | 5%      | 24%                               | 4%   | 5%                  |
| <b>DON'T KNOW/WON'T SAY</b> | 2%                            | -   | 3%      | 7%                                | -  | 1%                  |
| <b>MEAN†</b>                | 6.6                           | 7.2   | 6.4     | 3.4                               | 5.2  | 7.4                 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.



**VISITED THE XFINITY COMCAST SERVICE CENTER IN THE PAST YEAR**

QUESTION 13: IN THE PAST YEAR, HAVE YOU VISITED THE XFINITY COMCAST SERVICE CENTER LOCATED ON CUTLER AVENUE IN ALBUQUERQUE?

|                      | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| Yes                  | 37%                  | 39%            | 38%            | 36%            | 35%               | 47%                | 42%                  | 38%                  | 29%                | 38%    | 47%    | 23%      | 42%                       |
| No                   | 62%                  | 61%            | 62%            | 63%            | 63%               | 52%                | 55%                  | 61%                  | 71%                | 61%    | 52%    | 75%      | 58%                       |
| DON'T KNOW/WON'T SAY | 1%                   | -              | -              | 1%             | 2%                | 2%                 | 2%                   | 1%                   | -                  | *      | 2%     | 2%       | -                         |

|                      | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| Yes                  | 37%                  | 43%       | 34%   | 34%   | 35%         | 46%   | 36%                        | 28%                                     | 38%    | 36%    |
| No                   | 62%                  | 56%       | 64%   | 66%   | 64%         | 53%   | 64%                        | 71%                                     | 61%    | 62%    |
| DON'T KNOW/WON'T SAY | 1%                   | 1%        | 1%    | -     | 1%          | 1%  | -                          | 1%                                      | *      | 1%     |

|                      | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                      |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| Yes                  | 37%                  | 37%   | 40%     | 37%                               | 37%                                      | 37%              |
| No                   | 62%                  | 60%   | 60%     | 63%                               | 63%                                      | 62%              |
| DON'T KNOW/WON'T SAY | 1%                   | 2%  | -       | -                                 | -  | 1%               |

\* LESS THAN 1% REPORTED.

**OVERALL QUALITY OF CUSTOMER SERVICE PROVIDED BY THE XFINITY COMCAST SERVICE CENTER**

AMONG THOSE WHO VISITED THE XFINITY COMCAST SERVICE CENTER IN THE PAST YEAR

QUESTION 14: PLEASE RATE THE QUALITY OF CUSTOMER SERVICE YOU RECEIVED AT THE XFINITY COMCAST SERVICE CENTER USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                             | TOTAL RESPONSES (N=149) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 EXCELLENT</b>         | 42%                     | 75%            | 49%            | 29%            | 38%               | 39%                | 41%                  | 64%                  | 45%                | 37%    | 42%    | 54%      | 48%                       |
| <b>9</b>                    | 11%                     | 13%            | 7%             | 10%            | 17%               | 14%                | -                    | 7%                   | 18%                | 19%    | 8%     | 3%       | 1%                        |
| <b>8</b>                    | 18%                     | 11%            | 18%            | 25%            | 13%               | 16%                | 24%                  | 18%                  | 13%                | 18%    | 24%    | 13%      | 14%                       |
| <b>7</b>                    | 8%                      | -              | 13%            | 7%             | 9%                | 8%                 | 10%                  | 3%                   | 12%                | 9%     | 2%     | 3%       | 15%                       |
| <b>6</b>                    | 5%                      | -              | 5%             | 6%             | 3%                | 10%                | 4%                   | -                    | 3%                 | -      | 11%    | 10%      | 5%                        |
| <b>5</b>                    | 5%                      | -              | -              | 9%             | 9%                | 5%                 | 8%                   | 3%                   | 2%                 | 6%     | 7%     | 5%       | 1%                        |
| <b>4</b>                    | 3%                      | -              | 5%             | 2%             | -                 | -                  | -                    | -                    | 3%                 | 3%     | 4%     | -        | 3%                        |
| <b>3</b>                    | 2%                      | -              | -              | 2%             | 1%                | -                  | -                    | -                    | 3%                 | 3%     | -      | -        | 1%                        |
| <b>2</b>                    | 2%                      | -              | -              | -              | 4%                | 4%                 | 2%                   | -                    | -                  | 2%     | -      | -        | 4%                        |
| <b>1</b>                    | -                       | -              | -              | -              | -                 | -                  | -                    | -                    | -                  | -      | -      | -        | -                         |
| <b>0 VERY POOR</b>          | 3%                      | -              | -              | 6%             | 5%                | 6%                 | 4%                   | 3%                   | -                  | 1%     | 3%     | 5%       | 7%                        |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                      | -              | 3%             | 2%             | -                 | -                  | 6%                   | 3%                   | -                  | 1%     | -      | 7%       | -                         |
| <b>MEAN†</b>                | 8.1                     | 9.6            | 8.6            | 7.5            | 7.8               | 7.8                | 7.9                  | 9.0                  | 8.6                | 8.2    | 8.1    | 8.4      | 7.7                       |

|                             | TOTAL RESPONSES (N=149) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 EXCELLENT</b>         | 42%                     | 37%       | 48%   | 61%   | 44%         | 51%   | 34%                        | 38%                                     | 46%    | 38%    |
| <b>9</b>                    | 11%                     | 9%        | 14%   | -     | 6%          | 9%  | 16%                        | 18%                                     | 9%     | 13%    |
| <b>8</b>                    | 18%                     | 22%       | 13%   | 21%   | 16%         | 17%   | 28%                        | 7%                                      | 14%    | 22%    |
| <b>7</b>                    | 8%                      | 16%       | 4%    | -     | 18%         | 8%  | 2%                         | 8%                                      | 7%     | 9%     |
| <b>6</b>                    | 5%                      | 7%        | 2%    | 5%    | 6%          | 4%  | 2%                         | 4%                                      | 9%     | -      |
| <b>5</b>                    | 5%                      | 2%        | 8%    | 6%    | -           | 4%  | 11%                        | 8%                                      | 5%     | 5%     |
| <b>4</b>                    | 3%                      | -         | 5%    | -     | -           | 4%  | 3%                         | -                                       | -      | 6%     |
| <b>3</b>                    | 2%                      | -         | 1%    | -     | -           | -   | -                          | 6%                                      | -      | 4%     |
| <b>2</b>                    | 2%                      | 2%        | 1%    | -     | -           | 1%  | 2%                         | 2%                                      | 2%     | 2%     |
| <b>1</b>                    | -                       | -         | -     | -     | -           | -   | -                          | -                                       | -      | -      |
| <b>0 VERY POOR</b>          | 3%                      | 6%        | 1%    | 6%    | 10%         | 2%  | 3%                         | -                                       | 6%     | -      |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                      | -         | 3%    | -     | -           | -   | -                          | 9%                                      | 1%     | 2%     |
| <b>MEAN†</b>                | 8.1                     | 7.9       | 8.4   | 8.4   | 7.9         | 8.4   | 8                          | 8.2                                     | 8      | 8.1    |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL QUALITY OF CUSTOMER SERVICE PROVIDED BY THE XFINITY COMCAST SERVICE CENTER (CONTINUED)**

AMONG THOSE WHO VISITED THE XFINITY COMCAST SERVICE CENTER IN THE PAST YEAR

QUESTION 14: PLEASE RATE THE QUALITY OF CUSTOMER SERVICE YOU RECEIVED AT THE XFINITY COMCAST SERVICE CENTER USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                             | TOTAL<br>RESPONSES<br>(N=149) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                     |
|-----------------------------|-------------------------------|---|---------|-----------------------------------|--|---------------------|
|                             |                               | BASIC                                       | PREMIUM | DISSATISFIED<br>(0-3)             | NEITHER SATISFIED NOR<br>DISSATISFIED<br>(4-6) | SATISFIED<br>(7-10) |
| <b>10 EXCELLENT</b>         | 42%                           | 46%   | 46%     | 37%                               | 15%  | 52%                 |
| <b>9</b>                    | 11%                           | 14%   | 8%      | 19%                               | 9%   | 11%                 |
| <b>8</b>                    | 18%                           | 19%   | 14%     | -                                 | 27%  | 18%                 |
| <b>7</b>                    | 8%                            | 9%  | 8%      | 3%                                | 19%  | 5%                  |
| <b>6</b>                    | 5%                            | 3%  | 4%      | 15%                               | 6%   | 3%                  |
| <b>5</b>                    | 5%                            | 4%  | 5%      | 11%                               | 11%  | 2%                  |
| <b>4</b>                    | 3%                            | 2%  | 3%      | -                                 | 3%   | 3%                  |
| <b>3</b>                    | 2%                            | -   | 3%      | -                                 | 3%   | 2%                  |
| <b>2</b>                    | 2%                            | 1%  | 1%      | 6%                                | 1%   | 1%                  |
| <b>1</b>                    | -                             | -   | -       | -                                 | -  | -                   |
| <b>0 VERY POOR</b>          | 3%                            | -   | 6%      | 9%                                | 3%   | 3%                  |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                            | 1%  | 2%      | -                                 | 4%   | 1%                  |
| <b>MEAN†</b>                | 8.1                           | 8.6   | 7.8     | 7.2                               | 7.2  | 8.5                 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**PREFERRED WAY OF RESOLVING CUSTOMER SERVICE ISSUES**

QUESTION 15: WOULD YOU PREFER TO RESOLVE CUSTOMER SERVICE ISSUES BY:

|                         | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-------------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                         |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| TELEPHONE               | 64%                  | 43%            | 65%            | 72%            | 62%               | 71%                | 78%                  | 47%                  | 60%                | 61%    | 69%    | 69%      | 63%                       |
| ONLINE                  | 15%                  | 30%            | 17%            | 13%            | 11%               | 9%                 | 8%                   | 28%                  | 20%                | 15%    | 19%    | 15%      | 12%                       |
| CUSTOMER SERVICE CENTER | 16%                  | 23%            | 13%            | 12%            | 21%               | 17%                | 11%                  | 22%                  | 13%                | 19%    | 11%    | 11%      | 19%                       |
| IN SOME OTHER WAY       | 3%                   | 5%             | 4%             | 3%             | 3%                | 2%                 | 3%                   | 3%                   | 6%                 | 3%     | -      | 5%       | 5%                        |
| DON'T KNOW/WON'T SAY    | 1%                   | -              | -              | 1%             | 3%                | 1%                 | 1%                   | -                    | 1%                 | 2%     | 1%     | -        | 2%                        |

|                         | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |  | GENDER |        |
|-------------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|--|--------|--------|
|                         |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS | MALE   | FEMALE |
| TELEPHONE               | 64%                  | 65%       | 64%   | 59%   | 69%         | 60%   | 63%                        | 67%                                    | 62%    | 67%    |
| ONLINE                  | 15%                  | 13%       | 17%   | 15%   | 10%         | 12%   | 19%                        | 21%                                    | 17%    | 14%    |
| CUSTOMER SERVICE CENTER | 16%                  | 18%       | 16%   | 15%   | 17%         | 22%   | 15%                        | 8%                                     | 17%    | 15%    |
| IN SOME OTHER WAY       | 3%                   | 3%        | 3%    | 11%   | 4%          | 5%  | 2%                         | 2%                                     | 3%     | 3%     |
| DON'T KNOW/WON'T SAY    | 1%                   | 1%        | 1%    | -     | -           | 1%  | 1%                         | 1%                                     | 1%     | 1%     |

|                         | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-------------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                         |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| TELEPHONE               | 64%                  | 60%   | 65%     | 62%                               | 77%                                      | 60%              |
| ONLINE                  | 15%                  | 19%   | 14%     | 11%                               | 7%                                       | 18%              |
| CUSTOMER SERVICE CENTER | 16%                  | 19%   | 15%     | 20%                               | 14%                                      | 16%              |
| IN SOME OTHER WAY       | 3%                   | 2%  | 5%      | 2%                                | 1%                                       | 4%               |
| DON'T KNOW/WON'T SAY    | 1%                   | *   | 1%      | 5%                                | -  | 1%               |

\*LESS THAN 1% REPORTED.

**CONTACTED THE CITY OF ALBUQUERQUE TO SUBMIT A COMPLAINT ABOUT COMCAST'S TV SERVICE IN THE PAST 6 MONTHS**

QUESTION 16: IN THE PAST 6 MONTHS, HAVE YOU CONTACTED THE CITY OF ALBUQUERQUE TO SUBMIT A COMPLAINT OR CONCERN ABOUT COMCAST'S CABLE TV SERVICES?

|                      | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| Yes                  | 4%                   | 9%             | 4%             | 4%             | 3%                | 5%                 | 4%                   | 4%                   | 4%                 | 3%     | 7%     | 3%       | 5%                        |
| No                   | 96%                  | 91%            | 96%            | 96%            | 97%               | 95%                | 95%                  | 96%                  | 96%                | 97%    | 92%    | 97%      | 95%                       |
| DON'T KNOW/WON'T SAY | *                    | -              | -              | -              | 1%                | -                  | 1%                   | -                    | -                  | -      | 1%     | -        | -                         |

|                      | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| Yes                  | 4%                   | 4%        | 4%    | 8%    | 1%          | 5%  | 6%                         | 3%                                      | 6%     | 2%     |
| No                   | 96%                  | 96%       | 96%   | 91%   | 99%         | 94%   | 94%                        | 97%                                     | 94%    | 98%    |
| DON'T KNOW/WON'T SAY | *                    | 1         | 1     | 2%    | -           | 1%  | -                          | -                                       | *      | -      |

|                      | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                      |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| Yes                  | 4%                   | 7%  | 2%      | 6%                                | 3%                                       | 4%               |
| No                   | 96%                  | 93%   | 98%     | 94%                               | 97%                                      | 96%              |
| DON'T KNOW/WON'T SAY | *                    | -   | *       | -                                 | -  | *                |

\*LESS THAN 1% REPORTED.

### HOW DID YOU SUBMIT A COMPLAINT TO THE CITY OF ALBUQUERQUE?

AMONG THOSE WHO CONTACTED THE CITY OF ALBUQUERQUE TO SUBMIT A COMPLAINT ABOUT COMCAST TV SERVICE

QUESTION 17: WHEN YOU CONTACTED THE CITY OF ALBUQUERQUE FOR ASSISTANCE DID YOU SUBMIT A COMPLAINT ON THE CITY'S WEBSITE, OR CALL A CITY STAFF MEMBER?

|                            | TOTAL RESPONSES (N=16) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------------|------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                            |                        | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| SUBMITTED COMPLAINT ONLINE | 11%                    | -              | -              | 42%            | -                 | -                  | 50%                  | 27%                  | -                  | -      | -      | 73%      | -                         |
| CALLED A CITY STAFF MEMBER | 61%                    | 74%            | 56%            | 38%            | 81%               | 100%               | 50%                  | 73%                  | 37%                | 82%    | 33%    | -        | 100%                      |
| BOTH                       | 12%                    | -              | 44%            | -              | -                 | -                  | -                    | -                    | 44%                | -      | 46%    | -        | -                         |
| NEITHER                    | 12%                    | 26%            | -              | 20%            | -                 | -                  | -                    | -                    | 20%                | 18%    | 21%    | -        | -                         |
| DON'T KNOW/WON'T SAY       | 4%                     | -              | -              | -              | 19%               | -                  | -                    | -                    | -                  | -      | -      | 27%      | -                         |

|                            | TOTAL RESPONSES (N=16) | ETHNICITY |       |       | EDUCATION   |   |                            |  | GENDER |        |
|----------------------------|------------------------|-----------|-------|-------|-------------|---|----------------------------|--|--------|--------|
|                            |                        | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS | MALE   | FEMALE |
| SUBMITTED COMPLAINT ONLINE | 11%                    | 17%       | 12%   | -     | -           | -   | 34%                        | -                                      | 16%    | -      |
| CALLED A CITY STAFF MEMBER | 61%                    | 46%       | 61%   | 100%  | 100%        | 72%   | 66%                        | 21%                                    | 51%    | 86%    |
| BOTH                       | 12%                    | -         | 27%   | -     | -           | 28%   | -                          | -                                      | 17%    | -      |
| NEITHER                    | 12%                    | 37%       | -     | -     | -           | -   | -                          | 79%                                    | 17%    | -      |
| DON'T KNOW/WON'T SAY       | 4%                     | -         | -     | -     | -           | -   | -                          | -                                      | -      | 14%    |

|                            | TOTAL RESPONSES (N=16) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------------|------------------------|---|---------|-----------------------------------|--|------------------|
|                            |                        | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| SUBMITTED COMPLAINT ONLINE | 11%                    | 8%  | 28%     | 34%                               | 31%                                      | -                |
| CALLED A CITY STAFF MEMBER | 61%                    | 67%   | 44%     | 28%                               | 17%                                      | 82%              |
| BOTH                       | 12%                    | 17%   | -       | -                                 | -  | 18%              |
| NEITHER                    | 12%                    | 9%  | 27%     | 39%                               | 29%                                      | -                |
| DON'T KNOW/WON'T SAY       | 4%                     | -   | -       | -                                 | 23%                                      | -                |

### HAS A FIELD REPRESENTATIVE BEEN TO YOUR HOME TO INSTALL, REPAIR OR UPGRADE YOUR TV SERVICE IN THE PAST YEAR?

QUESTION 18: IN THE PAST YEAR, HAS A FIELD REPRESENTATIVE FROM COMCAST BEEN TO YOUR HOME TO INSTALL, REPAIR, OR UPGRADE YOUR CABLE TV SERVICE?

|                      | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| Yes                  | 35%                  | 42%            | 35%            | 34%            | 36%               | 46%                | 39%                  | 27%                  | 29%                | 39%    | 34%    | 21%      | 44%                       |
| No                   | 64%                  | 55%            | 65%            | 66%            | 63%               | 53%                | 58%                  | 73%                  | 70%                | 60%    | 66%    | 79%      | 56%                       |
| DON'T KNOW/WON'T SAY | 1%                   | 3%             | -              | -              | 1%                | 1%                 | 2%                   | -                    | 1%                 | 1%     | -      | 1%       | 1%                        |

|                      | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| Yes                  | 35%                  | 37%       | 32%   | 45%   | 43%         | 37%   | 37%                        | 27%                                     | 34%    | 37%    |
| No                   | 64%                  | 62%       | 67%   | 55%   | 57%         | 63%   | 61%                        | 72%                                     | 65%    | 62%    |
| DON'T KNOW/WON'T SAY | 1%                   | 1%        | 1%    | -     | -           | 1%  | 2%                         | 1%                                      | 1%     | 1%     |

|                      | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                      |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| Yes                  | 35%                  | 35%   | 34%     | 37%                               | 33%                                      | 36%              |
| No                   | 64%                  | 65%   | 65%     | 63%                               | 67%                                      | 63%              |
| DON'T KNOW/WON'T SAY | 1%                   | -   | *       | -                                 | -  | 1%               |

\*LESS THAN 1% REPORTED.

### OVERALL QUALITY OF CUSTOMER SERVICE PROVIDED BY THE FIELD REPRESENTATIVE

AMONG THOSE WHO HAVE HAD A FIELD REPRESENTATIVE AT THEIR HOME IN THE PAST YEAR

QUESTION 19: PLEASE RATE THE QUALITY OF CUSTOMER SERVICE YOU RECEIVED FROM THE FIELD SERVICE REPRESENTATIVE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                             | TOTAL RESPONSES (N=141) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 EXCELLENT</b>         | 54%                     | 71%            | 48%            | 55%            | 55%               | 65%                | 46%                  | 64%                  | 46%                | 51%    | 57%    | 39%      | 66%                       |
| <b>9</b>                    | 9%                      | -              | 9%             | 11%            | 12%               | 6%                 | -                    | 13%                  | 22%                | 12%    | -      | 22%      | 3%                        |
| <b>8</b>                    | 8%                      | -              | 14%            | 4%             | 9%                | 5%                 | 5%                   | -                    | 11%                | 14%    | 10%    | -        | -                         |
| <b>7</b>                    | 10%                     | 19%            | 17%            | 4%             | 4%                | 11%                | 10%                  | 12%                  | 3%                 | 6%     | 16%    | -        | 18%                       |
| <b>6</b>                    | 2%                      | -              | -              | -              | 7%                | 3%                 | 7%                   | -                    | 2%                 | 3%     | 5%     | -        | -                         |
| <b>5</b>                    | 8%                      | 11%            | 10%            | 11%            | 5%                | 3%                 | 32%                  | -                    | 3%                 | 7%     | 9%     | 16%      | 7%                        |
| <b>4</b>                    | 2%                      | -              | -              | 4%             | 1%                | -                  | -                    | 4%                   | 3%                 | 1%     | 2%     | 5%       | -                         |
| <b>3</b>                    | 2%                      | -              | -              | 4%             | 3%                | -                  | -                    | 5%                   | 7%                 | 3%     | -      | -        | 3%                        |
| <b>2</b>                    | -                       | -              | -              | -              | -                 | -                  | -                    | -                    | -                  | -      | -      | -        | -                         |
| <b>1</b>                    | 1%                      | -              | -              | -              | 2%                | -                  | -                    | 2%                   | -                  | -      | -      | -        | 3%                        |
| <b>0 VERY POOR</b>          | 3%                      | -              | 3%             | 4%             | 2%                | 4%                 | -                    | -                    | 4%                 | 1%     | -      | 17%      | -                         |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                      | -              | -              | 3%             | -                 | 3%                 | -                    | -                    | -                  | 1%     | -      | -        | -                         |
| <b>MEAN†</b>                | 8.4                     | 8.9            | 8.3            | 8.2            | 8.4               | 8.8                | 7.7                  | 8.7                  | 8.2                | 8.5    | 8.5    | 6.9      | 8.6                       |

|                             | TOTAL RESPONSES (N=141) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 EXCELLENT</b>         | 54%                     | 62%       | 56%   | 29%   | 56%         | 53%   | 44%                        | 67%                                     | 50%    | 58%    |
| <b>9</b>                    | 9%                      | 12%       | 8%    | 12%   | 3%          | 10%   | 16%                        | 8%                                      | 11%    | 7%     |
| <b>8</b>                    | 8%                      | 5%        | 9%    | 12%   | 15%         | 3%  | 9%                         | 6%                                      | 10%    | 6%     |
| <b>7</b>                    | 10%                     | 8%        | 3%    | 39%   | 11%         | 13%   | 7%                         | 4%                                      | 12%    | 8%     |
| <b>6</b>                    | 2%                      | 1%        | 4%    | -     | 3%          | -   | 5%                         | 4%                                      | 3%     | 1%     |
| <b>5</b>                    | 8%                      | 6%        | 11%   | 8%    | 8%          | 13%   | 3%                         | 8%                                      | 6%     | 11%    |
| <b>4</b>                    | 2%                      | 4%        | 1%    | -     | -           | -   | 7%                         | -                                       | 3%     | -      |
| <b>3</b>                    | 2%                      | -         | 2%    | -     | 3%          | 3%  | 1%                         | -                                       | 3%     | 1%     |
| <b>2</b>                    | -                       | -         | -     | -     | -           | -   | -                          | -                                       | -      | -      |
| <b>1</b>                    | 1%                      | -         | 1%    | -     | -           | -   | -                          | 4%                                      | 1%     | 1%     |
| <b>0 VERY POOR</b>          | 3%                      | 3%        | 4%    | -     | 3%          | 3%  | 4%                         | -                                       | 2%     | 4%     |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                      | -         | 2%    | -     | -           | -   | 3%                         | -                                       | -      | 1%     |
| <b>MEAN†</b>                | 8.4                     | 8.7       | 8.3   | 8.1   | 8.4         | 8.2   | 8.1                        | 8.8                                     | 8.3    | 8.4    |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.



**OVERALL QUALITY OF CUSTOMER SERVICE PROVIDED BY THE FIELD REPRESENTATIVE (CONTINUED)**

AMONG THOSE WHO HAVE HAD A FIELD REPRESENTATIVE AT THEIR HOME IN THE PAST YEAR

QUESTION 19: PLEASE RATE THE QUALITY OF CUSTOMER SERVICE YOU RECEIVED FROM THE FIELD SERVICE REPRESENTATIVE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                             | TOTAL RESPONSES (N=141) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-----------------------------|-------------------------|---|---------|-----------------------------------|--|------------------|
|                             |                         | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| <b>10 EXCELLENT</b>         | 54%                     | 54%   | 51%     | 32%                               | 36%                                      | 64%              |
| <b>9</b>                    | 9%                      | 11%   | 8%      | -                                 | 8%                                       | 11%              |
| <b>8</b>                    | 8%                      | 9%  | 8%      | 11%                               | 2%                                       | 10%              |
| <b>7</b>                    | 10%                     | 4%  | 15%     | -                                 | 27%                                      | 6%               |
| <b>6</b>                    | 2%                      | 3%  | 2%      | 6%                                | 6%                                       | 1%               |
| <b>5</b>                    | 8%                      | 13%   | 5%      | 27%                               | 11%                                      | 4%               |
| <b>4</b>                    | 2%                      | -   | 4%      | 9%                                | 3%                                       | -                |
| <b>3</b>                    | 2%                      | 1%  | 4%      | 6%                                | 5%                                       | -                |
| <b>2</b>                    | -                       | -   | -       | -                                 | -  | -                |
| <b>1</b>                    | 1%                      | -   | 1%      | 3%                                | -  | 1%               |
| <b>0 VERY POOR</b>          | 3%                      | 2%  | 2%      | 6%                                | -  | 3%               |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                      | 2%  | -       | -                                 | 3%                                       | -                |
| <b>MEAN†</b>                | 8.4                     | 8.5   | 8.2     | 6.4                               | 7.7                                      | 8.9              |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL SATISFACTION WITH COMCAST’S INVOICE AND BILLING**

QUESTION 20: NOW, PLEASE RATE YOUR SATISFACTION WITH COMCAST’S INVOICING AND BILLING USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS VERY SATISFIED AND A 0 IS VERY DISSATISFIED.

|                             | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>10 VERY SATISFIED</b>    | 30%                  | 39%            | 30%            | 24%            | 34%               | 30%                | 22%                  | 40%                  | 29%                | 35%    | 30%    | 28%      | 22%                       |
| <b>9</b>                    | 8%                   | 12%            | 9%             | 8%             | 6%                | 7%                 | 7%                   | 5%                   | 15%                | 9%     | 8%     | 9%       | 5%                        |
| <b>8</b>                    | 16%                  | 5%             | 11%            | 18%            | 20%               | 16%                | 12%                  | 20%                  | 13%                | 16%    | 10%    | 20%      | 15%                       |
| <b>7</b>                    | 12%                  | 22%            | 15%            | 12%            | 7%                | 11%                | 13%                  | 8%                   | 16%                | 10%    | 15%    | 11%      | 16%                       |
| <b>6</b>                    | 6%                   | 4%             | 8%             | 7%             | 4%                | 4%                 | 7%                   | 10%                  | 5%                 | 7%     | 3%     | 6%       | 8%                        |
| <b>5</b>                    | 10%                  | 4%             | 10%            | 12%            | 11%               | 9%                 | 21%                  | 5%                   | 9%                 | 9%     | 7%     | 9%       | 15%                       |
| <b>4</b>                    | 3%                   | 10%            | 2%             | 2%             | 3%                | 5%                 | 6%                   | 4%                   | -                  | 1%     | 10%    | 1%       | 4%                        |
| <b>3</b>                    | 3%                   | -              | 3%             | 4%             | 3%                | 2%                 | 3%                   | 2%                   | 4%                 | 3%     | 3%     | 6%       | 2%                        |
| <b>2</b>                    | 3%                   | -              | 6%             | 4%             | 2%                | 6%                 | 9%                   | 3%                   | 2%                 | 3%     | 4%     | 2%       | 5%                        |
| <b>1</b>                    | 1%                   | -              | 1%             | 1%             | 1%                | 1%                 | -                    | -                    | 3%                 | 1%     | -      | -        | 2%                        |
| <b>0 VERY DISSATISFIED</b>  | 6%                   | 2%             | 6%             | 8%             | 4%                | 10%                | 1%                   | 4%                   | 4%                 | 5%     | 11%    | 9%       | 3%                        |
| <b>DON’T KNOW/WON’T SAY</b> | 1%                   | -              | -              | -              | 3%                | 1%                 | -                    | 1%                   | -                  | 1%     | 1%     | -        | 1%                        |
| <b>MEAN†</b>                | 7.1                  | 7.9            | 7.0            | 6.7            | 7.4               | 6.7                | 6.6                  | 7.7                  | 7.3                | 7.5    | 6.6    | 7.0      | 6.7                       |

|                             | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PhD, J.D., MASTERS) | MALE   | FEMALE |
| <b>10 VERY SATISFIED</b>    | 30%                  | 31%       | 33%   | 32%   | 40%         | 32%   | 26%                        | 27%                                     | 37%    | 23%    |
| <b>9</b>                    | 8%                   | 4%        | 10%   | 17%   | 10%         | 7%  | 7%                         | 9%                                      | 6%     | 10%    |
| <b>8</b>                    | 16%                  | 15%       | 17%   | 12%   | 8%          | 18%   | 18%                        | 18%                                     | 14%    | 17%    |
| <b>7</b>                    | 12%                  | 15%       | 12%   | 8%    | 8%          | 12%   | 18%                        | 10%                                     | 12%    | 12%    |
| <b>6</b>                    | 6%                   | 8%        | 5%    | -     | -           | 8%  | 8%                         | 9%                                      | 5%     | 8%     |
| <b>5</b>                    | 10%                  | 5%        | 11%   | 12%   | 5%          | 14%   | 8%                         | 10%                                     | 9%     | 11%    |
| <b>4</b>                    | 3%                   | 4%        | 2%    | 6%    | 6%          | 3%  | 2%                         | 2%                                      | 2%     | 4%     |
| <b>3</b>                    | 3%                   | 3%        | 2%    | 1%    | 2%          | -   | 3%                         | 7%                                      | 4%     | 3%     |
| <b>2</b>                    | 3%                   | 2%        | 4%    | 8%    | 11%         | -   | 4%                         | -                                       | 3%     | 4%     |
| <b>1</b>                    | 1%                   | 1%        | 1%    | 1%    | -           | 1%  | 1%                         | 2%                                      | 1%     | 1%     |
| <b>0 VERY DISSATISFIED</b>  | 6%                   | 10%       | 3%    | 2%    | 10%         | 4%  | 4%                         | 5%                                      | 6%     | 7%     |
| <b>DON’T KNOW/WON’T SAY</b> | 1%                   | -         | 1%    | 1%    | -           | 1%  | 1%                         | 1%                                      | 1%     | 1%     |
| <b>MEAN†</b>                | 7.1                  | 6.8       | 7.5   | 7.3   | 6.9         | 7.5   | 7.2                        | 7.1                                     | 7.4    | 6.8    |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE VERY SATISFIED RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY DISSATISFIED RESPONSE IS ASSIGNED A VALUE OF 0. THE DON’T KNOW/WON’T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**OVERALL SATISFACTION WITH COMCAST’S INVOICE AND BILLING (CONTINUED)**

QUESTION 20: NOW, PLEASE RATE YOUR SATISFACTION WITH COMCAST’S INVOICING AND BILLING USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS VERY SATISFIED AND A 0 IS VERY DISSATISFIED.

|                             | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-----------------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                             |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| <b>10 VERY SATISFIED</b>    | 30%                  | 38%   | 26%     | 5%                                | 10%                                      | 41%              |
| <b>9</b>                    | 8%                   | 8%  | 8%      | 5%                                | 3%                                       | 10%              |
| <b>8</b>                    | 16%                  | 14%   | 16%     | 2%                                | 14%                                      | 19%              |
| <b>7</b>                    | 12%                  | 12%   | 12%     | 7%                                | 16%                                      | 12%              |
| <b>6</b>                    | 6%                   | 3%  | 11%     | 2%                                | 10%                                      | 6%               |
| <b>5</b>                    | 10%                  | 11%   | 9%      | 18%                               | 18%                                      | 6%               |
| <b>4</b>                    | 3%                   | 3%  | 4%      | 6%                                | 5%                                       | 2%               |
| <b>3</b>                    | 3%                   | 2%  | 5%      | 9%                                | 8%                                       | 1%               |
| <b>2</b>                    | 3%                   | 2%  | 5%      | 13%                               | 5%                                       | 1%               |
| <b>1</b>                    | 1%                   | 1%  | 1%      | -                                 | 4%                                       | -                |
| <b>0 VERY DISSATISFIED</b>  | 6%                   | 8%  | 4%      | 30%                               | 6%                                       | 2%               |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                   | 1%  | 1%      | 3%                                | 1%                                       | 1%               |
| <b>MEAN†</b>                | 7.1                  | 7.3   | 7       | 3.5                               | 5.7                                      | 8.1              |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE VERY SATISFIED RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY DISSATISFIED RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**REASON FOR SATISFACTION WITH COMCAST'S INVOICING AND BILLING**  
AMONG THOSE WHO HAD AN OPINION ABOUT COMCAST'S INVOICING AND BILLING  
TOTAL RESPONSES (N=389)

QUESTION 21: WHY DO YOU FEEL THIS WAY?

|                                       |     |
|---------------------------------------|-----|
| UNREASONABLE/HIGH BILL                | 28% |
| BILLING IS ACCURATE                   | 14% |
| BILLS ARE EASY TO UNDERSTAND          | 11% |
| BILL INCREASED WITHOUT EXPLANATION    | 10% |
| BILLS ARE NOT EASY TO UNDERSTAND      | 8%  |
| BILLING AMOUNT IS INCONSISTENT        | 8%  |
| BILLING AMOUNT IS CONSISTENT          | 6%  |
| BILL IS NOT AS PROMISED OR UNDERSTOOD | 4%  |
| BILLING IS NOT ACCURATE               | 4%  |
| REASONABLE/LOW COST                   | 4%  |
| GOOD CUSTOMER SERVICE                 | 4%  |
| BAD SERVICE                           | 3%  |
| CAN PAY ONLINE                        | 3%  |
| TOO COMPLICATED                       | 3%  |
| BILL COMES ON TIME                    | 1%  |
| UNRELIABLE SERVICE                    | 1%  |
| EASY TO PAY                           | 1%  |
| NOT ENOUGH PROMOTIONS                 | 1%  |
| HARD TO PAY                           | 1%  |
| HARD TO GET AHOLD OF                  | 1%  |
| LIKE USING THE APP                    | 1%  |
| AUTOPAY PROBLEM                       | 1%  |
| DISLIKE BUNDLING                      | 1%  |
| EFFICIENT                             | *   |
| CAN'T GET A REAL PERSON               | *   |
| ACCOUNT INFO PROBLEM                  | *   |
| COULD HELP SENIORS MORE               | *   |
| NO REASON IN PARTICULAR               | 12% |
| DON'T KNOW/WON'T SAY                  | 4%  |

\*LESS THAN 1% REPORTED.

### HAVE YOU EXPERIENCED ANY COMCAST CABLE TV OUTAGES IN THE PAST YEAR?

QUESTION 22: NOT INCLUDING ANY INTERRUPTIONS FROM POWER OUTAGES, HAVE YOU EXPERIENCED ANY COMCAST CABLE TV OUTAGES IN THE PAST YEAR?

|                      | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| Yes                  | 57%                  | 50%            | 56%            | 62%            | 56%               | 67%                | 57%                  | 51%                  | 58%                | 53%    | 60%    | 54%      | 68%                       |
| No                   | 41%                  | 50%            | 43%            | 36%            | 42%               | 33%                | 43%                  | 45%                  | 38%                | 44%    | 38%    | 45%      | 32%                       |
| DON'T KNOW/WON'T SAY | 2%                   | -              | 2%             | 2%             | 2%                | -                  | -                    | 4%                   | 4%                 | 3%     | 2%     | 1%       | -                         |

|                      | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| Yes                  | 57%                  | 62%       | 53%   | 55%   | 58%         | 51%   | 68%                        | 57%                                     | 55%    | 60%    |
| No                   | 41%                  | 36%       | 44%   | 45%   | 42%         | 47%   | 31%                        | 40%                                     | 43%    | 39%    |
| DON'T KNOW/WON'T SAY | 2%                   | 2%        | 2%    | -     | -           | 3%  | 1%                         | 3%                                      | 2%     | 1%     |

|                      | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                      |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| Yes                  | 57%                  | 52%   | 64%     | 55%                               | 77%                                      | 51%              |
| No                   | 41%                  | 47%   | 33%     | 45%                               | 22%                                      | 46%              |
| DON'T KNOW/WON'T SAY | 2%                   | 1%  | 3%      | -                                 | 1%                                       | 2%               |

### NUMBER OF COMCAST CABLE TV OUTAGES IN THE PAST YEAR

AMONG THOSE WHO HAVE HAD AN OUTAGE IN THE PAST YEAR

QUESTION 23: APPROXIMATELY HOW MANY COMCAST CABLE TV OUTAGES HAVE YOU HAD IN THE PAST YEAR?

|                      | TOTAL RESPONSES (N=230) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| 1-3 OUTAGES          | 61%                     | 77%            | 60%            | 59%            | 57%               | 60%                | 55%                  | 66%                  | 61%                | 54%    | 71%    | 53%      | 71%                       |
| 4-6 OUTAGES          | 21%                     | 14%            | 26%            | 24%            | 16%               | 19%                | 36%                  | 15%                  | 18%                | 26%    | 14%    | 22%      | 15%                       |
| MORE THAN 6 OUTAGES  | 16%                     | -              | 14%            | 13%            | 23%               | 16%                | 6%                   | 14%                  | 19%                | 18%    | 8%     | 23%      | 11%                       |
| DON'T KNOW/WON'T SAY | 3%                      | 9%             | -              | 4%             | 4%                | 5%                 | 3%                   | 5%                   | 3%                 | 3%     | 7%     | 2%       | 3%                        |

|                      | TOTAL RESPONSES (N=230) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| 1-3 OUTAGES          | 61%                     | 60%       | 60%   | 65%   | 70%         | 63%   | 51%                        | 59%                                     | 58%    | 64%    |
| 4-6 OUTAGES          | 21%                     | 21%       | 25%   | 4%    | 16%         | 18%   | 33%                        | 16%                                     | 20%    | 21%    |
| MORE THAN 6 OUTAGES  | 16%                     | 16%       | 13%   | 24%   | 12%         | 10%   | 16%                        | 25%                                     | 20%    | 11%    |
| DON'T KNOW/WON'T SAY | 3%                      | 2%        | 2%    | 8%    | 2%          | 10%   | -                          | -                                       | 3%     | 4%     |

|                      | TOTAL RESPONSES (N=230) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|-------------------------|---|---------|-----------------------------------|--|------------------|
|                      |                         | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| 1-3 OUTAGES          | 61%                     | 71%   | 57%     | 38%                               | 55%                                      | 68%              |
| 4-6 OUTAGES          | 21%                     | 20%   | 19%     | 24%                               | 22%                                      | 19%              |
| MORE THAN 6 OUTAGES  | 16%                     | 7%  | 20%     | 38%                               | 18%                                      | 10%              |
| DON'T KNOW/WON'T SAY | 3%                      | 2%  | 4%      | -                                 | 5%                                       | 3%               |

### RATING OF OVERALL JOB THAT COMCAST DID IN RESTORING YOUR CABLE TV SERVICE

AMONG THOSE WHO HAVE EXPERIENCED AN OUTAGE IN THE PAST YEAR

QUESTION 24: PLEASE RATE THE JOB COMCAST DID IN RESTORING YOUR CABLE TV SERVICE DURING THE MOST RECENT OUTAGE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                      | TOTAL RESPONSES (N=230) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| 10 EXCELLENT         | 24%                     | 40%            | 24%            | 18%            | 27%               | 37%                | 26%                  | 26%                  | 13%                | 23%    | 28%    | 21%      | 25%                       |
| 9                    | 10%                     | 14%            | 6%             | 13%            | 9%                | 2%                 | 9%                   | 14%                  | 11%                | 11%    | 17%    | 4%       | 6%                        |
| 8                    | 18%                     | 24%            | 16%            | 20%            | 17%               | 14%                | 13%                  | 14%                  | 28%                | 22%    | 14%    | 10%      | 21%                       |
| 7                    | 9%                      | 13%            | 12%            | 4%             | 11%               | 11%                | 11%                  | 10%                  | 9%                 | 4%     | 6%     | 15%      | 16%                       |
| 6                    | 7%                      | -              | 9%             | 8%             | 4%                | 5%                 | 4%                   | 7%                   | 8%                 | 9%     | 3%     | 7%       | 7%                        |
| 5                    | 13%                     | -              | 19%            | 11%            | 13%               | 13%                | 14%                  | 7%                   | 15%                | 14%    | 6%     | 22%      | 10%                       |
| 4                    | 6%                      | 9%             | 6%             | 6%             | 5%                | 5%                 | 9%                   | 10%                  | 2%                 | 5%     | 11%    | 6%       | 3%                        |
| 3                    | 5%                      | -              | -              | 10%            | 5%                | 5%                 | 9%                   | 2%                   | 6%                 | 7%     | -      | 2%       | 7%                        |
| 2                    | 2%                      | -              | 3%             | 1%             | 2%                | 3%                 | 2%                   | -                    | 2%                 | 1%     | 8%     | -        | -                         |
| 1                    | 1%                      | -              | 2%             | -              | 1%                | 2%                 | -                    | 1%                   | -                  | 2%     | -      | -        | -                         |
| 0 VERY POOR          | 2%                      | -              | 2%             | -              | 4%                | 1%                 | -                    | 2%                   | 2%                 | 1%     | 2%     | 4%       | 1%                        |
| DON'T KNOW/WON'T SAY | 4%                      | -              | -              | 9%             | 3%                | -                  | 3%                   | 6%                   | 6%                 | 2%     | 5%     | 9%       | 3%                        |
| MEAN†                | 7.1                     | 8.5            | 6.9            | 7.1            | 7.1               | 7.2                | 7                    | 7.4                  | 7                  | 7.1    | 7.3    | 6.7      | 7.4                       |

|                      | TOTAL RESPONSES (N=230) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| 10 EXCELLENT         | 24%                     | 27%       | 24%   | 25%   | 40%         | 26%   | 24%                        | 13%                                     | 28%    | 20%    |
| 9                    | 10%                     | 2%        | 15%   | 7%    | 4%          | 9%  | 11%                        | 16%                                     | 7%     | 12%    |
| 8                    | 18%                     | 17%       | 18%   | 25%   | 14%         | 25%   | 17%                        | 11%                                     | 16%    | 21%    |
| 7                    | 9%                      | 16%       | 8%    | -     | 10%         | 10%   | 12%                        | 6%                                      | 9%     | 9%     |
| 6                    | 7%                      | 2%        | 6%    | 21%   | 6%          | 1%  | 2%                         | 20%                                     | 7%     | 7%     |
| 5                    | 13%                     | 12%       | 13%   | 11%   | 14%         | 8%  | 10%                        | 20%                                     | 13%    | 13%    |
| 4                    | 6%                      | 8%        | 3%    | 5%    | -           | 9%  | 9%                         | 3%                                      | 5%     | 6%     |
| 3                    | 5%                      | 3%        | 4%    | 6%    | 2%          | 6%  | 8%                         | 2%                                      | 4%     | 6%     |
| 2                    | 2%                      | 4%        | 1%    | -     | -           | 4%  | -                          | 3%                                      | 3%     | -      |
| 1                    | 1%                      | -         | 2%    | -     | -           | -   | 2%                         | 1%                                      | 1%     | *      |
| 0 VERY POOR          | 2%                      | 3%        | 1%    | -     | 2%          | 2%  | 1%                         | 3%                                      | 2%     | 2%     |
| DON'T KNOW/WON'T SAY | 4%                      | 5%        | 4%    | -     | 8%          | -   | 4%                         | 5%                                      | 4%     | 4%     |
| MEAN†                | 7.1                     | 7         | 7.4   | 7.3   | 7.9         | 7.2   | 7.1                        | 6.7                                     | 7.1    | 7.2    |

\*LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**RATING OF OVERALL JOB THAT COMCAST DID IN RESTORING YOUR CABLE TV SERVICE (CONTINUED)**

AMONG THOSE WHO HAVE EXPERIENCED AN OUTAGE IN THE PAST YEAR

QUESTION 24: PLEASE RATE THE JOB COMCAST DID IN RESTORING YOUR CABLE TV SERVICE DURING THE MOST RECENT OUTAGE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

|                             | TOTAL RESPONSES (N=230) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-----------------------------|-------------------------|---|---------|-----------------------------------|--|------------------|
|                             |                         | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| <b>10 EXCELLENT</b>         | 24%                     | 29%   | 19%     | 13%                               | 15%                                      | 31%              |
| <b>9</b>                    | 10%                     | 7%  | 12%     | -                                 | 3%                                       | 15%              |
| <b>8</b>                    | 18%                     | 16%   | 21%     | 10%                               | 10%                                      | 24%              |
| <b>7</b>                    | 9%                      | 9%  | 11%     | 12%                               | 8%                                       | 9%               |
| <b>6</b>                    | 7%                      | 3%  | 8%      | -                                 | 9%                                       | 7%               |
| <b>5</b>                    | 13%                     | 14%   | 11%     | 12%                               | 19%                                      | 10%              |
| <b>4</b>                    | 6%                      | 3%  | 8%      | 6%                                | 14%                                      | 1%               |
| <b>3</b>                    | 5%                      | 6%  | 4%      | 18%                               | 10%                                      | -                |
| <b>2</b>                    | 2%                      | 3%  | 1%      | 5%                                | 4%                                       | -                |
| <b>1</b>                    | 1%                      | 2%  | -       | -                                 | 2%                                       | -                |
| <b>0 VERY POOR</b>          | 2%                      | 1%  | 2%      | 12%                               | 1%                                       | 1%               |
| <b>DON'T KNOW/WON'T SAY</b> | 4%                      | 7%  | 2%      | 13%                               | 6%                                       | 2%               |
| <b>MEAN†</b>                | 7.1                     | 7.2   | 7.1     | 5                                 | 5.9                                      | 8.1              |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 11-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 10; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 0. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.



## HOW WAS YOUR SERVICE RESTORED?

AMONG THOSE WHO HAVE EXPERIENCED AN OUTAGE IN THE PAST YEAR

QUESTION 25: HOW WAS YOUR SERVICE RESTORED?

|  | TOTAL RESPONSES (N=230) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|--|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|  |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| CUSTOMER SERVICE REP RESET THE CABLE BOX         | 21%                     | 14%            | 23%            | 23%            | 19%               | 27%                | 11%                  | 29%                  | 20%                | 24%    | 21%    | 17%      | 19%                       |
| INSTRUCTIONS GIVEN TO YOU TO RESET THE CABLE BOX | 25%                     | 26%            | 30%            | 26%            | 21%               | 26%                | 30%                  | 38%                  | 21%                | 22%    | 35%    | 30%      | 20%                       |
| SENT A COMCAST FIELD REP TO FIX THE ISSUE        | 28%                     | 35%            | 32%            | 22%            | 31%               | 28%                | 34%                  | 14%                  | 34%                | 29%    | 18%    | 28%      | 34%                       |
| NONE OF THESE                                    | 29%                     | 16%            | 25%            | 28%            | 37%               | 25%                | 26%                  | 21%                  | 32%                | 33%    | 29%    | 38%      | 15%                       |
| DON'T KNOW/WON'T SAY                             | 8%                      | 9%             | 7%             | 10%            | 6%                | 8%                 | 10%                  | 6%                   | 8%                 | 4%     | 11%    | 9%       | 15%                       |

|  | TOTAL RESPONSES (N=230) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|--|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|  |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| CUSTOMER SERVICE REP RESET THE CABLE BOX         | 21%                     | 21%       | 21%   | 35%   | 25%         | 21%   | 22%                        | 17%                                     | 22%    | 21%    |
| INSTRUCTIONS GIVEN TO YOU TO RESET THE CABLE BOX | 25%                     | 35%       | 21%   | 11%   | 21%         | 27%   | 31%                        | 23%                                     | 24%    | 27%    |
| SENT A COMCAST FIELD REP TO FIX THE ISSUE        | 28%                     | 23%       | 29%   | 37%   | 29%         | 26%   | 32%                        | 28%                                     | 35%    | 22%    |
| NONE OF THESE                                    | 29%                     | 26%       | 29%   | 27%   | 23%         | 28%   | 24%                        | 38%                                     | 28%    | 30%    |
| DON'T KNOW/WON'T SAY                             | 8%                      | 10%       | 8%    | 3%    | 10%         | 8%  | 7%                         | 7%                                      | 7%     | 10%    |

|  | TOTAL RESPONSES (N=230) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|--|-------------------------|---|---------|-----------------------------------|--|------------------|
|  |                         | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| CUSTOMER SERVICE REP RESET THE CABLE BOX         | 21%                     | 21%   | 22%     | 24%                               | 24%                                      | 19%              |
| INSTRUCTIONS GIVEN TO YOU TO RESET THE CABLE BOX | 25%                     | 23%   | 32%     | 13%                               | 34%                                      | 23%              |
| SENT A COMCAST FIELD REP TO FIX THE ISSUE        | 28%                     | 25%   | 31%     | 41%                               | 19%                                      | 31%              |
| NONE OF THESE                                    | 29%                     | 33%   | 23%     | 31%                               | 28%                                      | 29%              |
| DON'T KNOW/WON'T SAY                             | 8%                      | 7%  | 7%      | 13%                               | 7%                                       | 9%               |

## LENGTH OF TIME TO RESTORE YOUR CABLE TV SERVICE

AMONG THOSE WHO HAVE EXPERIENCED AN OUTAGE IN THE PAST YEAR

QUESTION 26: HOW LONG DID IT TAKE TO RESTORE YOUR COMCAST CABLE TV SERVICE?

|                             | TOTAL RESPONSES (N=230) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>WITHIN 1 HOUR</b>        | 38%                     | 65%            | 28%            | 37%            | 42%               | 49%                | 35%                  | 50%                  | 35%                | 35%    | 49%    | 26%      | 43%                       |
| <b>WITHIN 24 HOURS</b>      | 48%                     | 35%            | 58%            | 47%            | 44%               | 41%                | 49%                  | 33%                  | 55%                | 50%    | 39%    | 60%      | 43%                       |
| <b>LONGER THAN 24 HOURS</b> | 12%                     | -              | 15%            | 16%            | 11%               | 10%                | 16%                  | 15%                  | 10%                | 14%    | 7%     | 12%      | 14%                       |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                      | -              | -              | -              | 3%                | 1%                 | -                    | 1%                   | -                  | 1%     | 5%     | 2%       | -                         |

|                             | TOTAL RESPONSES (N=230) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>WITHIN 1 HOUR</b>        | 38%                     | 53%       | 33%   | 23%   | 64%         | 41%   | 26%                        | 28%                                     | 37%    | 39%    |
| <b>WITHIN 24 HOURS</b>      | 48%                     | 34%       | 54%   | 62%   | 28%         | 52%   | 51%                        | 56%                                     | 52%    | 45%    |
| <b>LONGER THAN 24 HOURS</b> | 12%                     | 13%       | 11%   | 15%   | 8%          | 7%  | 21%                        | 15%                                     | 11%    | 13%    |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                      | -         | 1%    | -     | -           | -   | 2%                         | 1%                                      | -      | 3%     |

|                             | TOTAL RESPONSES (N=230) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-----------------------------|-------------------------|---|---------|-----------------------------------|--|------------------|
|                             |                         | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| <b>WITHIN 1 HOUR</b>        | 38%                     | 31%   | 41%     | 17%                               | 32%                                      | 44%              |
| <b>WITHIN 24 HOURS</b>      | 48%                     | 54%   | 46%     | 57%                               | 54%                                      | 44%              |
| <b>LONGER THAN 24 HOURS</b> | 12%                     | 14%   | 12%     | 26%                               | 12%                                      | 10%              |
| <b>DON'T KNOW/WON'T SAY</b> | 1%                      | 1%  | *       | -                                 | 1%                                       | 2%               |

\*LESS THAN 1% REPORTED.

## LIKELIHOOD OF CONTINUING TO SUBSCRIBE TO COMCAST CABLE TV SERVICE

QUESTION 27: IN THE NEXT 6 MONTHS, WOULD YOU SAY YOU ARE VERY LIKELY, SOMEWHAT LIKELY, SOMEWHAT UNLIKELY, OR VERY UNLIKELY TO CONTINUE TO SUBSCRIBE TO COMCAST CABLE TV SERVICE?

|                      | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| VERY LIKELY          | 54%                  | 60%            | 41%            | 54%            | 62%               | 51%                | 57%                  | 59%                  | 53%                | 58%    | 56%    | 49%      | 45%                       |
| SOMEWHAT LIKELY      | 28%                  | 25%            | 37%            | 26%            | 22%               | 23%                | 25%                  | 30%                  | 24%                | 26%    | 18%    | 32%      | 34%                       |
| SOMEWHAT UNLIKELY    | 8%                   | 11%            | 13%            | 7%             | 4%                | 10%                | 14%                  | 5%                   | 9%                 | 7%     | 12%    | 9%       | 10%                       |
| VERY UNLIKELY        | 7%                   | 4%             | 7%             | 7%             | 9%                | 12%                | 5%                   | 2%                   | 10%                | 5%     | 10%    | 7%       | 11%                       |
| DON'T KNOW/WON'T SAY | 3%                   | -              | 1%             | 6%             | 3%                | 4%                 | -                    | 4%                   | 3%                 | 4%     | 4%     | 2%       | 1%                        |

|                      | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PhD, J.D., MASTERS) | MALE   | FEMALE |
| VERY LIKELY          | 54%                  | 48%       | 60%   | 45%   | 55%         | 53%   | 49%                        | 61%                                     | 58%    | 49%    |
| SOMEWHAT LIKELY      | 28%                  | 29%       | 25%   | 37%   | 24%         | 31%   | 30%                        | 21%                                     | 25%    | 30%    |
| SOMEWHAT UNLIKELY    | 8%                   | 9%        | 6%    | 16%   | 11%         | 7%  | 8%                         | 7%                                      | 6%     | 11%    |
| VERY UNLIKELY        | 7%                   | 9%        | 6%    | 2%    | 8%          | 6%  | 8%                         | 7%                                      | 8%     | 7%     |
| DON'T KNOW/WON'T SAY | 3%                   | 5%        | 2%    | -     | 2%          | 2%  | 5%                         | 4%                                      | 3%     | 3%     |

|                      | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                      |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| VERY LIKELY          | 54%                  | 55%   | 51%     | 14%                               | 35%                                      | 67%              |
| SOMEWHAT LIKELY      | 28%                  | 26%   | 30%     | 22%                               | 39%                                      | 24%              |
| SOMEWHAT UNLIKELY    | 8%                   | 8%  | 9%      | 25%                               | 12%                                      | 4%               |
| VERY UNLIKELY        | 7%                   | 8%  | 7%      | 31%                               | 10%                                      | 3%               |
| DON'T KNOW/WON'T SAY | 3%                   | 3%  | 3%      | 9%                                | 4%                                       | 2%               |

**PLANNING TO SUBSCRIBE TO ANOTHER CABLE TV SERVICE, SATELLITE SERVICE, ONLINE STREAMING SERVICE OR DROPPING COMCAST SERVICE**

AMONG THOSE UNLIKELY TO CONTINUE SUBSCRIBING TO COMCAST CABLE TV SERVICE

QUESTION 28: DO YOU PLAN TO SUBSCRIBE TO ANOTHER CABLE TV SERVICE, A SATELLITE SERVICE, SWITCH TO AN ONLINE STREAMING SERVICE, OR JUST DROP YOUR COMCAST CABLE TV SERVICE?

|                                    | TOTAL RESPONSES (N=64) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|------------------------------------|------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                                    |                        | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| SWITCH TO ANOTHER CABLE TV SERVICE | 19%                    | 16%            | 23%            | 22%            | 17%               | 36%                | 15%                  | -                    | 2%                 | 23%    | 13%    | 23%      | 16%                       |
| SWITCH TO SATELLITE SERVICE        | 8%                     | -              | -              | 14%            | 12%               | 5%                 | 19%                  | -                    | 5%                 | 7%     | -      | 14%      | 11%                       |
| SWITCH TO ONLINE STREAMING SERVICE | 38%                    | 66%            | 44%            | 38%            | 21%               | 22%                | 51%                  | 16%                  | 61%                | 20%    | 66%    | 32%      | 44%                       |
| JUST DROP COMCAST/XFINITY          | 36%                    | 48%            | 28%            | 31%            | 50%               | 43%                | 39%                  | 77%                  | 24%                | 39%    | 19%    | 41%      | 41%                       |
| DON'T KNOW/WON'T SAY               | 10%                    | -              | 12%            | 5%             | 13%               | 5%                 | -                    | 8%                   | 17%                | 16%    | 9%     | 9%       | 5%                        |

|                                    | TOTAL RESPONSES (N=64) | ETHNICITY |       |       | EDUCATION   |   |                            |  | GENDER |        |
|------------------------------------|------------------------|-----------|-------|-------|-------------|---|----------------------------|--|--------|--------|
|                                    |                        | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS | MALE   | FEMALE |
| SWITCH TO ANOTHER CABLE TV SERVICE | 19%                    | 37%       | 10%   | 18%   | 47%         | 4%  | 22%                        | 15%                                    | 29%    | 12%    |
| SWITCH TO SATELLITE SERVICE        | 8%                     | 11%       | 2%    | 18%   | -           | 5%  | 12%                        | 4%                                     | 5%     | 10%    |
| SWITCH TO ONLINE STREAMING SERVICE | 38%                    | 30%       | 50%   | 32%   | 33%         | 37%   | 46%                        | 48%                                    | 38%    | 38%    |
| JUST DROP COMCAST/XFINITY          | 36%                    | 28%       | 42%   | 33%   | 20%         | 61%   | 30%                        | 34%                                    | 25%    | 44%    |
| DON'T KNOW/WON'T SAY               | 10%                    | 8%        | 12%   | -     | -           | 5%  | 7%                         | 23%                                    | 9%     | 11%    |

|                                    | TOTAL RESPONSES (N=64) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|------------------------------------|------------------------|---|---------|-----------------------------------|--|------------------|
|                                    |                        | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| SWITCH TO ANOTHER CABLE TV SERVICE | 19%                    | 25%   | 7%      | 15%                               | 18%                                      | 27%              |
| SWITCH TO SATELLITE SERVICE        | 8%                     | 7%  | 11%     | 10%                               | 13%                                      | -                |
| SWITCH TO ONLINE STREAMING SERVICE | 38%                    | 34%   | 53%     | 41%                               | 50%                                      | 21%              |
| JUST DROP COMCAST/XFINITY          | 36%                    | 37%   | 32%     | 35%                               | 24%                                      | 50%              |
| DON'T KNOW/WON'T SAY               | 10%                    | 8%  | 9%      | -                                 | 19%                                      | 13%              |

**AWARE OF THE GOVERNMENT, SPORTS, INFORMATIONAL AND EDUCATIONAL CHANNELS FUNDED BY A PORTION OF YOUR BILL**

QUESTION 29: COMCAST IS REQUIRED TO INCLUDE IN ITS OFFERINGS CHANNELS 16, 26, 27 AND 96. THESE GOVERNMENT, SPORTS, INFORMATIONAL, AND EDUCATIONAL CHANNELS ARE FUNDED BY A SMALL PORTION OF YOUR MONTHLY BILLING. ARE YOU AWARE OF THESE CHANNELS?

|                             | TOTAL SAMPLE (N=400) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|-----------------------------|----------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                             |                      | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| <b>Yes</b>                  | 31%                  | 38%            | 35%            | 25%            | 28%               | 36%                | 24%                  | 32%                  | 33%                | 28%    | 32%    | 36%      | 31%                       |
| <b>No</b>                   | 67%                  | 62%            | 63%            | 73%            | 69%               | 64%                | 76%                  | 66%                  | 66%                | 70%    | 67%    | 63%      | 67%                       |
| <b>DON'T KNOW/WON'T SAY</b> | 2%                   | -              | 1%             | 2%             | 3%                | 1%                 | -                    | 2%                   | 1%                 | 2%     | 1%     | 1%       | 2%                        |

|                             | TOTAL SAMPLE (N=400) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|-----------------------------|----------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                             |                      | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| <b>Yes</b>                  | 31%                  | 33%       | 27%   | 43%   | 41%         | 34%   | 25%                        | 21%                                     | 36%    | 26%    |
| <b>No</b>                   | 67%                  | 66%       | 71%   | 56%   | 59%         | 65%   | 73%                        | 76%                                     | 63%    | 72%    |
| <b>DON'T KNOW/WON'T SAY</b> | 2%                   | 1%        | 2%    | 1%    | -           | 1%  | 2%                         | 3%                                      | 1%     | 2%     |

|                             | TOTAL SAMPLE (N=400) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|-----------------------------|----------------------|---|---------|-----------------------------------|--|------------------|
|                             |                      | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| <b>Yes</b>                  | 31%                  | 33%   | 31%     | 36%                               | 19%                                      | 35%              |
| <b>No</b>                   | 67%                  | 66%   | 67%     | 64%                               | 79%                                      | 63%              |
| <b>DON'T KNOW/WON'T SAY</b> | 2%                   | 1%  | 2%      | -                                 | 2%                                       | 2%               |

**NUMBER OF TIMES IN THE PAST 30 DAYS YOU WATCHED CHANNEL 16 FOR AT LEAST 10 MINUTES**

QUESTION 30: HOW MANY TIMES IN THE PAST 30 DAYS HAVE YOU WATCHED EACH OF THE FOLLOWING CHANNELS FOR AT LEAST 10 MINUTES?

|                      | TOTAL RESPONSES (N=123) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| 0 TIMES              | 64%                     | 54%            | 76%            | 49%            | 67%               | 48%                | 69%                  | 59%                  | 67%                | 65%    | 57%    | 81%      | 49%                       |
| 1-5 TIMES            | 23%                     | 27%            | 13%            | 38%            | 19%               | 41%                | -                    | 29%                  | 19%                | 25%    | 21%    | 15%      | 29%                       |
| MORE THAN 5 TIMES    | 10%                     | 12%            | 12%            | 13%            | 7%                | 11%                | 31%                  | 3%                   | 14%                | 9%     | 18%    | -        | 18%                       |
| DON'T KNOW/WON'T SAY | 3%                      | 7%             | -              | -              | 7%                | -                  | -                    | 9%                   | -                  | 1%     | 4%     | 4%       | 4%                        |

|                      | TOTAL RESPONSES (N=123) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| 0 TIMES              | 64%                     | 64%       | 69%   | 39%   | 57%         | 68%   | 50%                        | 76%                                     | 63%    | 66%    |
| 1-5 TIMES            | 23%                     | 26%       | 19%   | 29%   | 37%         | 14%   | 34%                        | 11%                                     | 23%    | 22%    |
| MORE THAN 5 TIMES    | 10%                     | 10%       | 7%    | 25%   | 3%          | 17%   | 8%                         | 14%                                     | 14%    | 5%     |
| DON'T KNOW/WON'T SAY | 3%                      | -         | 4%    | 7%    | 3%          | 2%  | 8%                         | -                                       | -      | 7%     |

|                      | TOTAL RESPONSES (N=123) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|-------------------------|---|---------|-----------------------------------|--|------------------|
|                      |                         | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| 0 TIMES              | 64%                     | 53%   | 74%     | 53%                               | 89%                                      | 61%              |
| 1-5 TIMES            | 23%                     | 31%   | 13%     | 33%                               | -  | 26%              |
| MORE THAN 5 TIMES    | 10%                     | 14%   | 9%      | -                                 | 8%                                       | 12%              |
| DON'T KNOW/WON'T SAY | 3%                      | 2%  | 4%      | 15%                               | 3%                                       | 1%               |

**NUMBER OF TIMES IN THE PAST 30 DAYS YOU WATCHED CHANNEL 26 FOR AT LEAST 10 MINUTES**

QUESTION 30: HOW MANY TIMES IN THE PAST 30 DAYS HAVE YOU WATCHED EACH OF THE FOLLOWING CHANNELS FOR AT LEAST 10 MINUTES?

|                      | TOTAL RESPONSES (N=124) | AGE            |                |                |                   | HOUSEHOLD INCOME   |                      |                      |                    | REGION |        |          |                           |
|----------------------|-------------------------|----------------|----------------|----------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------|--------|----------|---------------------------|
|                      |                         | 18 TO 34 YEARS | 35 TO 49 YEARS | 50 TO 64 YEARS | 65 YEARS OR OLDER | LESS THAN \$40,000 | \$40,000 TO \$59,999 | \$60,000 TO \$99,999 | \$100,000 AND OVER | NE ABQ | SE ABQ | WESTSIDE | SW MESA/ DOWNTOWN/ VALLEY |
| 0 TIMES              | 55%                     | 68%            | 49%            | 43%            | 64%               | 58%                | 29%                  | 47%                  | 69%                | 58%    | 45%    | 67%      | 43%                       |
| 1-5 TIMES            | 21%                     | 6%             | 20%            | 38%            | 15%               | 8%                 | 31%                  | 26%                  | 19%                | 27%    | 18%    | 11%      | 23%                       |
| MORE THAN 5 TIMES    | 19%                     | 18%            | 31%            | 11%            | 13%               | 29%                | 39%                  | 18%                  | 12%                | 9%     | 33%    | 17%      | 30%                       |
| DON'T KNOW/WON'T SAY | 5%                      | 7%             | -              | 8%             | 8%                | 4%                 | -                    | 9%                   | -                  | 6%     | 4%     | 4%       | 4%                        |

|                      | TOTAL RESPONSES (N=124) | ETHNICITY |       |       | EDUCATION   |   |                            |   | GENDER |        |
|----------------------|-------------------------|-----------|-------|-------|-------------|---|----------------------------|---|--------|--------|
|                      |                         | HISPANIC  | ANGLO | OTHER | HIGH SCHOOL | SOME COLLEGE/ ASSOC. DEGREE/ VOCATIONAL CERT. | COLLEGE GRADUATE (4 YEARS) | GRADUATE DEGREE MD, PHD, J.D., MASTERS) | MALE   | FEMALE |
| 0 TIMES              | 55%                     | 47%       | 63%   | 49%   | 73%         | 46%   | 32%                        | 71%                                     | 53%    | 59%    |
| 1-5 TIMES            | 21%                     | 24%       | 19%   | 17%   | 13%         | 22%   | 29%                        | 21%                                     | 21%    | 21%    |
| MORE THAN 5 TIMES    | 19%                     | 27%       | 12%   | 25%   | 11%         | 27%   | 29%                        | 2%                                      | 22%    | 14%    |
| DON'T KNOW/WON'T SAY | 5%                      | 2%        | 7%    | 10%   | 3%          | 5%  | 10%                        | 5%                                      | 4%     | 7%     |

|                      | TOTAL RESPONSES (N=124) | DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE? |         | OVERALL SATISFACTION WITH COMCAST |  |                  |
|----------------------|-------------------------|---|---------|-----------------------------------|--|------------------|
|                      |                         | BASIC                                       | PREMIUM | DISSATISFIED (0-3)                | NEITHER SATISFIED NOR DISSATISFIED (4-6) | SATISFIED (7-10) |
| 0 TIMES              | 55%                     | 52%   | 54%     | 68%                               | 61%                                      | 52%              |
| 1-5 TIMES            | 21%                     | 23%   | 19%     | -                                 | 17%                                      | 25%              |
| MORE THAN 5 TIMES    | 19%                     | 21%   | 20%     | 18%                               | 22%                                      | 18%              |
| DON'T KNOW/WON'T SAY | 5%                      | 4%  | 7%      | 15%                               | -  | 4%               |

# DEMOGRAPHICS





**DEMOGRAPHICS**  
COMCAST CABLE TELEVISION CUSTOMERS IN ALBUQUERQUE  
TOTAL SAMPLE (N=400)

|                        |     |  |     |
|------------------------|-----|--|-----|
| <b>GENDER</b>          |     | <b>EDUCATION</b>                                     |     |
| MALE                   | 52% | HIGH SCHOOL GRADUATE OR LESS                         | 20% |
| FEMALE                 | 48% | SOME COLLEGE/ASSOCIATE DEGREE/VOCATIONAL CERTIFICATE | 33% |
| <b>AGE</b>             |     | COLLEGE GRADUATE (4 YEARS)                           | 21% |
| 18 TO 34 YEARS         | 11% | GRADUATE WORK OR DEGREE                              | 21% |
| 35 TO 49 YEARS         | 26% | WON'T SAY  | 5%  |
| 50 TO 64 YEARS         | 29% | <b>HOUSEHOLD INCOME</b>                              |     |
| 65 YEARS OR OLDER      | 31% | UNDER \$25,000                                       | 11% |
| WON'T SAY              | 3%  | \$25,000 - \$39,999                                  | 10% |
| <b>ETHNICITY</b>       |     | \$40,000 - \$59,999                                  | 12% |
| HISPANIC               | 32% | \$60,000 - \$79,999                                  | 11% |
| ANGLO                  | 50% | \$80,000 - \$99,999                                  | 9%  |
| BLACK/AFRICAN AMERICAN | 3%  | \$100,000 OR MORE                                    | 25% |
| NATIVE AMERICAN INDIAN | 4%  | WON'T SAY  | 22% |
| ASIAN                  | 1%  | <b>BASIC OR PREMIUM CABLE</b>                        |     |
| OTHER DESCENT          | 2%  | BASIC  | 43% |
| WON'T SAY              | 7%  | PREMIUM  | 45% |
|                        |     | DON'T KNOW/WON'T SAY                                 | 12% |
|                        |     | <b>REGION</b>  |     |
|                        |     | NORTHEAST ALBUQUERQUE                                | 45% |
|                        |     | SOUTHEAST ALBUQUERQUE                                | 15% |
|                        |     | WESTSIDE   | 20% |
|                        |     | SW MESA/DOWNTOWN/VALLEY                              | 20% |

# QUESTIONNAIRE

RESEARCH  
& POLLING  
INC



COMCAST SURVEY  
FINAL  
OCTOBER 2023  
N=400

HELLO, I AM CALLING FROM AN INDEPENDENT RESEARCH COMPANY AND WE ARE CONDUCTING AN IMPORTANT SURVEY ON BEHALF OF THE CITY OF ALBUQUERQUE, AND COMCAST XFINITY (COMCAST) IN ORDER TO MEASURE CUSTOMER SATISFACTION WITH COMCAST CABLE TV SERVICES.

**A. ARE YOU A CURRENT COMCAST CABLE TV CUSTOMER IN ALBUQUERQUE?**

- 1. YES
- . NO (THANK & TERMINATE)
- . DON'T KNOW (ASK IF THERE IS SOMEONE OVER THE AGE OF 18 IN THE HOUSEHOLD WHO IS FAMILIAR WITH CABLE TELEVISION SERVICES, IF NO, THANK & TERMINATE)

**B. ARE YOU FAMILIAR WITH THE CABLE TELEVISION SERVICES IN YOUR HOUSEHOLD?**

- 1. YES
- . NO (ASK IF THERE IS SOMEONE OVER THE AGE OF 18 IN THE HOUSEHOLD WHO IS FAMILIAR WITH CABLE TELEVISION SERVICES, IF NO, THANK & TERMINATE)
- . DON'T KNOW (ASK IF THERE IS SOMEONE OVER THE AGE OF 18 IN THE HOUSEHOLD WHO IS FAMILIAR WITH CABLE TELEVISION SERVICES, IF NO, THANK & TERMINATE)

**C. DO YOU, OR ANYONE IN YOUR HOUSEHOLD, WORK FOR:**

|   | YES | No | DK/WS |
|---|-----|----|-------|
| A. AN ADVERTISING AGENCY .....                    | 1   | 2  | 3     |
| B. A MARKET RESEARCH FIRM .....                   | 1   | 2  | 3     |
| C. A TELECOMMUNICATIONS OR CABLE TV COMPANY ..... | 1   | 2  | 3     |

IF YES TO A, B OR C,  
THANK & TERMINATE

**1. DO YOU SUBSCRIBE TO BASIC OR PREMIUM CABLE?**

- 1. BASIC
- 2. PREMIUM
- 3. DON'T KNOW/WON'T SAY

**2. HOW WOULD YOU RATE YOUR OVERALL SATISFACTION WITH THE QUALITY OF CABLE TELEVISION SERVICE YOU RECEIVE FROM COMCAST? PLEASE USE A SCALE FROM 0 TO 10 WHERE A 10 MEANS VERY SATISFIED AND A 0 IS VERY DISSATISFIED.**

| VERY SATISFIED | VERY DISSATISFIED | DK/WS |
|----------------|-------------------|-------|
| 10             | 1                 | 11    |
| 9              | 2                 |       |
| 8              | 3                 |       |
| 7              | 4                 |       |
| 6              | 5                 |       |
| 5              | 6                 |       |
| 4              | 7                 |       |
| 3              | 8                 |       |
| 2              | 9                 |       |
| 1              | 10                |       |

PLEASE RATE THE QUALITY OF THE FOLLOWING ATTRIBUTES OF YOUR COMCAST CABLE TELEVISION SERVICE USING A SCALE OF 0 TO 10, WHERE 10 MEANS EXCELLENT AND 0 MEANS VERY POOR.  
(RANDOMIZE 3-6)

|  | EXCELLENT | 10 | 09 | 08 | 07 | 06 | 05 | 04 | 03 | 02 | 01 | 00 | 11 | VERY POOR | DK/WS |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|-----------|-------|
| 3. THE QUALITY OF THE CABLE TV PICTURE (PIXELATION, AUDIO ISSUES, ETC.)  | 10        | 09 | 08 | 07 | 06 | 05 | 04 | 03 | 02 | 01 | 00 | 11 |    |           |       |
| 4. THE NUMBER OF CHANNELS YOU RECEIVE  | 10        | 09 | 08 | 07 | 06 | 05 | 04 | 03 | 02 | 01 | 00 | 11 |    |           |       |
| 5. THE VARIETY OF TV PROGRAMMING YOU RECEIVE   | 10        | 09 | 08 | 07 | 06 | 05 | 04 | 03 | 02 | 01 | 00 | 11 |    |           |       |
| 6. THE RELIABILITY OF YOUR CABLE TV SERVICE  | 10        | 09 | 08 | 07 | 06 | 05 | 04 | 03 | 02 | 01 | 00 | 11 |    |           |       |
| 7. IN THE PAST YEAR, HAVE YOU CONTACTED A CUSTOMER SERVICE REPRESENTATIVE FROM COMCAST BY TELEPHONE ABOUT YOUR CABLE TV SERVICE? |           |    |    |    |    |    |    |    |    |    |    |    |    |           |       |

1. YES
2. NO (SKIP TO Q.10)
3. DON'T KNOW/WON'T SAY (SKIP TO Q.10)

8. PLEASE RATE THE QUALITY OF CUSTOMER SERVICE PROVIDED BY THE REPRESENTATIVE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

| EXCELLENT  | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 11               | VERY POOR | DK/WS |
|--|----|---|---|---|---|---|---|---|---|---|------------------|-----------|-------|
| 3. WHY DO YOU FEEL THIS WAY? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES) |    |   |   |   |   |   |   |   |   |   | SKIP TO<br>Q. 10 |           |       |

**POSITIVE**

- 001. SHORT WAIT TIME
- 002. FRIENDLY
- 003. ISSUE WAS RESOLVED
- 004. KNOWLEDGEABLE
- 005. HELPFUL
- 006. EASY TO UNDERSTAND INSTRUCTIONS

**NEGATIVE**

- 007. LONG WAIT TIMES
- 008. RUDE/UNFRIENDLY
- 009. ISSUE NOT RESOLVED
- 010. NOT KNOWLEDGEABLE
- 011. NOT HELPFUL
- 012. DIFFICULT TO UNDERSTAND INSTRUCTIONS
- 499. NO REASON IN PARTICULAR
- 500. DON'T KNOW/WON'T SAY
- OTHER (SPECIFY) \_\_\_\_\_

4. IN THE PAST YEAR, HAVE YOU CONTACTED A COMCAST CUSTOMER SERVICE REPRESENTATIVE ONLINE ABOUT YOUR CABLE TV SERVICE?

1. YES
2. NO (SKIP TO Q.13)
3. DON'T KNOW/WON'T SAY (SKIP TO Q.13)

6. **HOW DID YOU CONTACT COMCAST ONLINE? (READ CATEGORIES) (TAKE UP TO 3 RESPONSES)**

- 01. ONLINE CHAT THROUGH WEBSITE
- 02. XFINITY APP
- 03. EMAIL
- 04. SOCIAL MEDIA (FACEBOOK, TWITTER, ETC.)
- 98. NO WAY IN PARTICULAR (**DO NOT READ**)
- 99. DON'T KNOW/WON'T SAY (**DO NOT READ**)
- OTHER (SPECIFY) \_\_\_\_\_

7. **PLEASE RATE THE QUALITY OF CUSTOMER SERVICE PROVIDED BY THE ONLINE REPRESENTATIVE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.**

EXCELLENT \_\_\_\_\_ POOR \_\_\_\_\_ DK/WS \_\_\_\_\_  
10 .....9 .....8 .....7 .....6 .....5 .....4 .....3 .....2 .....1 .....11

8. **IN THE PAST YEAR, HAVE YOU VISITED THE XFINITY COMCAST SERVICE CENTER LOCATED ON CUTLER AVENUE IN ALBUQUERQUE?**

- 1. YES
- 2. NO (**SKIP TO Q.15**)
- 3. DON'T KNOW/WON'T SAY (**SKIP TO Q.15**)

9. **PLEASE RATE THE QUALITY OF CUSTOMER SERVICE YOU RECEIVED AT THE XFINITY COMCAST SERVICE CENTER USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.**

EXCELLENT \_\_\_\_\_ POOR \_\_\_\_\_ DK/WS \_\_\_\_\_  
10 .....9 .....8 .....7 .....6 .....5 .....4 .....3 .....2 .....1 .....11

10. **WOULD YOU PREFER TO RESOLVE CUSTOMER SERVICE ISSUES BY: (READ CATEGORIES) (TAKE ONE RESPONSE ONLY)**

- 1. TELEPHONE
  - 2. ONLINE
  - 3. A CUSTOMER SERVICE CENTER
- OR**
- 4. IN SOME OTHER WAY
  - 5. DON'T KNOW/WON'T SAY (**DO NOT READ**)

11. **IN THE PAST 6 MONTHS, HAVE YOU CONTACTED THE CITY OF ALBUQUERQUE TO SUBMIT A COMPLAINT OR CONCERN ABOUT COMCAST'S CABLE TV SERVICES?**

- 1. YES
- 2. NO (**SKIP TO Q.18**)
- 3. DON'T KNOW/WON'T SAY (**SKIP TO Q.18**)

12. **WHEN YOU CONTACTED THE CITY OF ALBUQUERQUE FOR ASSISTANCE DID YOU SUBMIT A COMPLAINT ON THE CITY'S WEBSITE, OR CALL A CITY STAFF MEMBER?**

- 1. SUBMITTED COMPLAINT ONLINE
- 2. CALLED A CITY STAFF MEMBER
- 3. BOTH (**VOLUNTEERED, DO NOT READ**)
- 4. NEITHER (**VOLUNTEERED, DO NOT READ**)
- 5. DON'T KNOW/WON'T SAY

**13. IN THE PAST YEAR, HAS A FIELD REPRESENTATIVE FROM COMCAST BEEN TO YOUR HOME TO INSTALL, REPAIR, OR UPGRADE YOUR CABLE TV SERVICE?**

- 1. YES
- 2. NO (SKIP TO Q.20)
- 3. DON'T KNOW/WON'T SAY (SKIP TO Q.20)

**14. PLEASE RATE THE QUALITY OF CUSTOMER SERVICE YOU RECEIVED FROM THE FIELD SERVICE REPRESENTATIVE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.**

EXCELLENT \_\_\_\_\_ POOR \_\_\_\_\_ DK/WS

10 .....9 .....8 .....7 .....6 .....5 .....4 .....3 .....2 .....1 .....11

**15. NOW, PLEASE RATE YOUR SATISFACTION WITH COMCAST'S INVOICING AND BILLING USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS VERY SATISFIED AND A 0 IS VERY DISSATISFIED.**

VERY \_\_\_\_\_ VERY \_\_\_\_\_

SATISFIED \_\_\_\_\_ DISSATISFIED \_\_\_\_\_ DK/WS

10 .....9 .....8 .....7 .....6 .....5 .....4 .....3 .....2 .....1 .....11

|                        |
|------------------------|
| 11<br>SKIP TO<br>Q. 22 |
|------------------------|

**16. WHY DO YOU FEEL THIS WAY? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)**

**POSITIVE**

- 001. BILLING IS ACCURATE
- 002. BILLING AMOUNT IS CONSISTENT
- 003. BILLS ARE EASY TO UNDERSTAND
- 004. REASONABLE/LOW COST

**NEGATIVE**

- 005. BILLING IS NOT ACCURATE
- 006. BILLING AMOUNT IS INCONSISTENT
- 007. BILLS ARE NOT EASY TO UNDERSTAND
- 008. UNREASONABLE/HIGH BILL
- 009. BILL IS NOT AS PROMISED OR UNDERSTOOD
- 010. BILL INCREASED WITHOUT EXPLANATION
- 499. NO REASON IN PARTICULAR
- 500. DON'T KNOW/WON'T SAY
- OTHER (SPECIFY) \_\_\_\_\_

**17. NOT INCLUDING ANY INTERRUPTIONS FROM POWER OUTAGES, HAVE YOU EXPERIENCED ANY COMCAST CABLE TV OUTAGES IN THE PAST YEAR?**

- 1. YES
- 2. NO (SKIP TO Q.27)
- 3. DON'T KNOW/WON'T SAY (SKIP TO Q.27)

**18. APPROXIMATELY HOW MANY COMCAST CABLE TV OUTAGES HAVE YOU HAD IN THE PAST YEAR?**

- 1. 1-3
- 2. 4-6
- 3. MORE THAN 6
- 4. DON'T KNOW/WON'T SAY

20. PLEASE RATE THE JOB COMCAST DID IN RESTORING YOUR CABLE TV SERVICE DURING THE MOST RECENT OUTAGE USING A SCALE FROM 0 TO 10 WHERE A 10 MEANS EXCELLENT AND A 0 IS VERY POOR.

EXCELLENT \_\_\_\_\_ POOR \_\_\_\_\_ DK/WS \_\_\_\_\_  
10 .....9 .....8 .....7 .....6 .....5 .....4 .....3 .....2 .....1 .....11

21. HOW WAS YOUR SERVICE RESTORED? (READ CATEGORIES) (TAKE UP TO 3 RESPONSES)

1. CUSTOMER SERVICE REPRESENTATIVE RESET THE CABLE BOX
  2. INSTRUCTIONS GIVEN TO YOU TO RESET THE CABLE BOX
- OR-
3. SENT A COMCAST FIELD REPRESENTATIVE TO FIX THE ISSUE
  4. NONE OF THESE (DO NOT READ)
  5. DON'T KNOW/WON'T SAY (DO NOT READ)

22. HOW LONG DID IT TAKE TO RESTORE YOUR COMCAST CABLE TV SERVICE? (READ CATEGORIES)

1. WITHIN 1 HOUR
2. WITHIN 24 HOURS
3. LONGER THAN 24 HOURS
4. DON'T KNOW/WON'T SAY (DO NOT READ)

23. IN THE NEXT 6 MONTHS, WOULD YOU SAY YOU ARE VERY LIKELY, SOMEWHAT LIKELY, SOMEWHAT UNLIKELY, OR VERY UNLIKELY TO CONTINUE TO SUBSCRIBE TO COMCAST CABLE TV SERVICE?

1. VERY LIKELY (SKIP TO Q.29)
2. SOMEWHAT LIKELY (SKIP TO Q.29)
3. SOMEWHAT UNLIKELY
4. VERY UNLIKELY
5. DON'T KNOW/WON'T SAY (DO NOT READ) (SKIP TO Q.29)

24. DO YOU PLAN TO SUBSCRIBE TO ANOTHER CABLE TV SERVICE, A SATELLITE SERVICE, SWITCH TO AN ONLINE STREAMING SERVICE, OR JUST DROP YOUR COMCAST CABLE TV SERVICE? (TAKE UP TO 3 RESPONSES)

1. SWITCH TO ANOTHER CABLE TV SERVICE
2. SWITCH TO A SATELLITE SERVICE
3. SWITCH TO AN ONLINE STREAMING SERVICE
4. JUST DROP COMCAST/XFINITY
5. DON'T KNOW/WON'T SAY (DO NOT READ)

25. COMCAST IS REQUIRED TO INCLUDE IN ITS OFFERINGS CHANNELS 16, 26, 27 AND 96. THESE GOVERNMENT, SPORTS, INFORMATIONAL, AND EDUCATIONAL CHANNELS ARE FUNDED BY A SMALL PORTION OF YOUR MONTHLY BILLING. ARE YOU AWARE OF THESE CHANNELS?

1. YES
2. NO (SKIP TO Q.31)
3. DON'T KNOW/WON'T SAY (SKIP TO Q.31)

**27. HOW MANY TIMES IN THE PAST 30 DAYS HAVE YOU WATCHED EACH OF THE FOLLOWING CHANNELS FOR AT LEAST 10 MINUTES:**

**a. CHANNEL 26 - SPORTS AND GENERAL LOCAL NEWS**

00. NONE

\_\_\_\_ (ENTER NUMBER OF TIMES)

99. DON'T KNOW/WON'T SAY

**b. CHANNEL 16 - CITY OF ALBUQUERQUE GOVERNMENT ACCESS CHANNEL**

00. NONE

\_\_\_\_ (ENTER NUMBER OF TIMES)

99. DON'T KNOW/WON'T SAY

**THANK YOU FOR YOUR PATIENCE; WE ARE ALMOST DONE. NOW, I WOULD LIKE TO ASK SOME QUESTIONS FOR STATISTICAL PURPOSES ONLY.**

**28. INTO WHICH AGE CATEGORY DO YOU FIT? (READ CATEGORIES)**

1. 18 TO 34 YEARS

2. 35 TO 49 YEARS

3. 50 TO 64 YEARS

4. 65 YEARS OR OLDER

5. WON'T SAY (DO NOT READ)

**29. WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR TOTAL HOUSEHOLD INCOME? (READ CATEGORIES)**

1. LESS THAN \$25,000

2. \$25,000 TO \$39,999

3. \$40,000 TO \$59,999

4. \$60,000 TO \$79,999

5. \$80,000 TO \$99,999

6. \$100,000 AND OVER

7. WON'T SAY (DO NOT READ)

**30. DO YOU CONSIDER YOURSELF TO BE: (READ CATEGORIES)**

1. HISPANIC

2. ANGLO/CAUCASIAN/WHITE

3. BLACK/AFRICAN AMERICAN

4. NATIVE AMERICAN

5. ASIAN

6. OR OF OTHER DESCENT?

7. WON'T SAY (DO NOT READ)



**32. WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE ATTAINED? (READ CATEGORIES)**

1. SOME HIGH SCHOOL
2. HIGH SCHOOL GRADUATE
3. SOME COLLEGE/ASSOCIATE DEGREE/VOCATIONAL CERTIFICATE
4. COLLEGE GRADUATE (4 YEARS)
5. GRADUATE DEGREE (MD, PHD, J.D., MASTERS)
6. WON'T SAY (DO NOT READ)

ENTER ZIP CODE FROM PHONE LIST OR ASK ZIP CODE IF NOT PROVIDED ON LIST:

\_\_\_\_ \_

**THIS CONCLUDES OUR SURVEY. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY.**

**NOTE TO INTERVIEWER, WAS RESPONDENT:**

1. MALE
2. FEMALE

RESPONDENT'S PHONE NUMBER \_\_\_\_\_