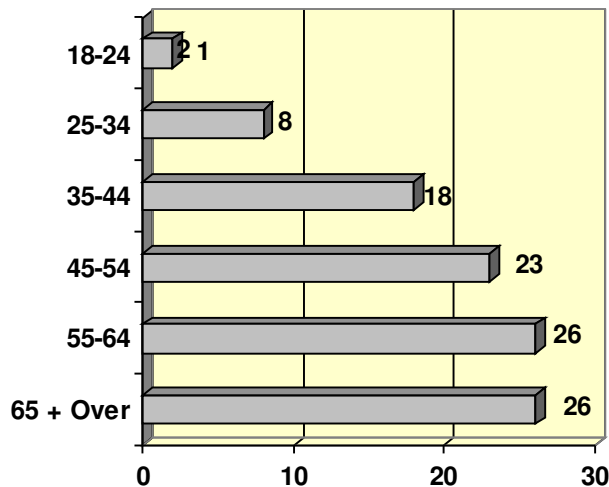


Survey Report

On November 18, 2006 four page survey was mailed to five hundred residents of the City of Worcester to gather data regarding residents' cable television needs and interests.¹ The mailing list was randomly chosen from the City of Worcester's tax rolls. Thirty-three of the surveys were returned as "not deliverable," leaving four-hundred and sixty-seven that we can assume were properly delivered. One-hundred and two surveys were returned completed returned to Riedel Communications or twenty-two percent. This is considered a reasonable return rate for a mail survey, especially since those mailed were randomly chosen from a city database.²

The confidence interval for 102 responses at the 95 percent confidence level is +/- 5 percent. That is, one can estimate that 19 times out of 20, the actual response for the population is within +/- 5 percent of the survey estimate for proportional data from all surveys.

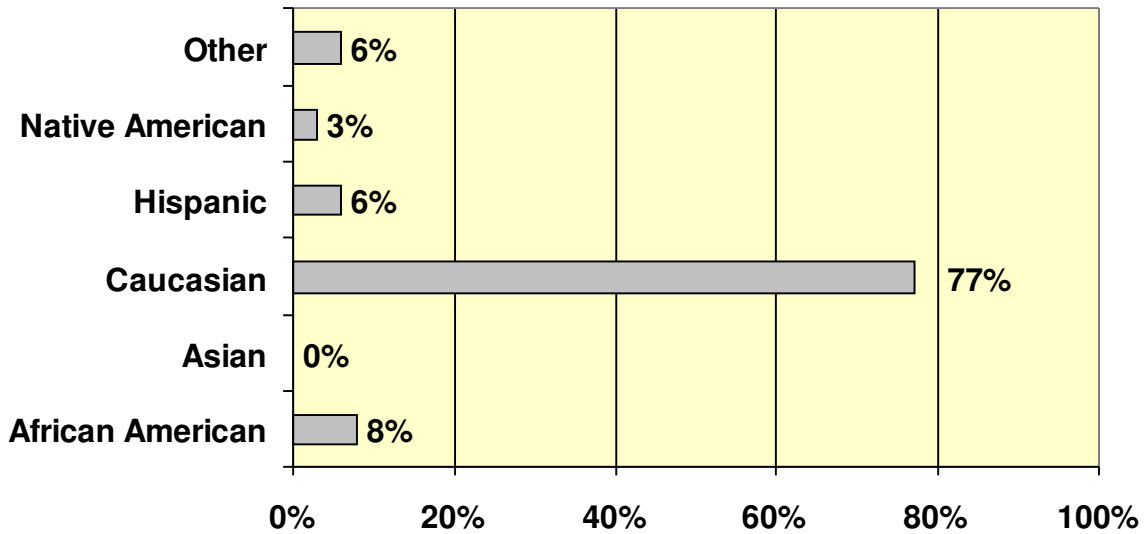
We will begin this report by providing demographic data on respondents. All of the respondents provided their age as follows:



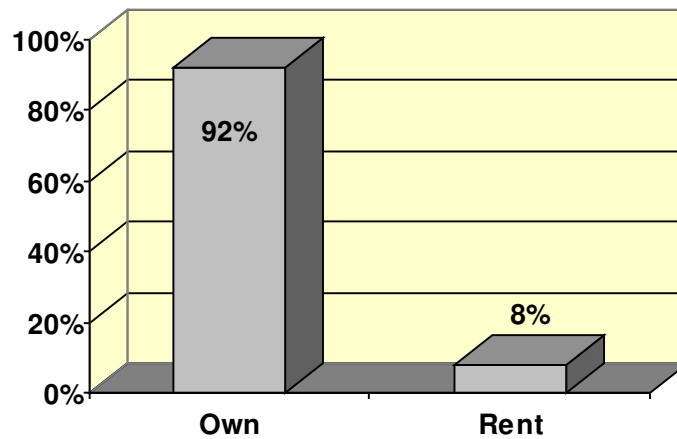
¹ See Attachment A.

² Ellison Research, *Nonprofit Times*, March 15, 2000.

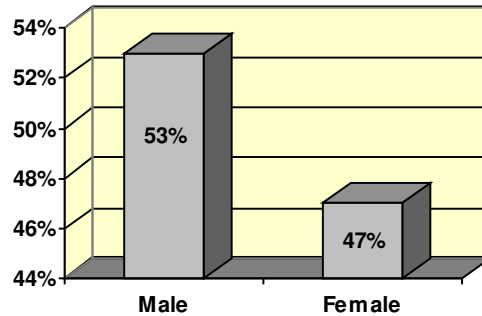
Ninety-four of the respondents provided their race and ethnicity as follows:



One hundred and one (ninety-nine percent) of respondents indicated whether they owned or rented their homes. Ninety-three respondents indicated they owned their home and eight gave “rent” as the answer.



One hundred percent) of respondents follows:



and one (ninety-nine gave their gender as

Respondents are mature homeowners. The rate of homeownership among respondents is ninety-two percent, well above the national average of seventy percent. Males and Females filled out the survey at almost the same rate.

Of one-hundred and two respondents, ninety-two, or ninety percent, said they did have cable service while only ten said they did not have cable service. The penetration of cable in the United States is roughly sixty-eight percent, well below the ninety-percent response we received in this survey. One can assume that the respondents were more motivated to answer the survey than the general population since they did have cable. Of the ten who did not have cable service, the following reasons were given:

The Cost	7
Satellite	4
Broadcast TV	3

No respondent gave “No TV” or “Unavailable in my area” as a reason.

Since respondents were allowed to give a variety of answers it can be assumed that cost played an important role in choosing Satellite service or just Broadcast TV.

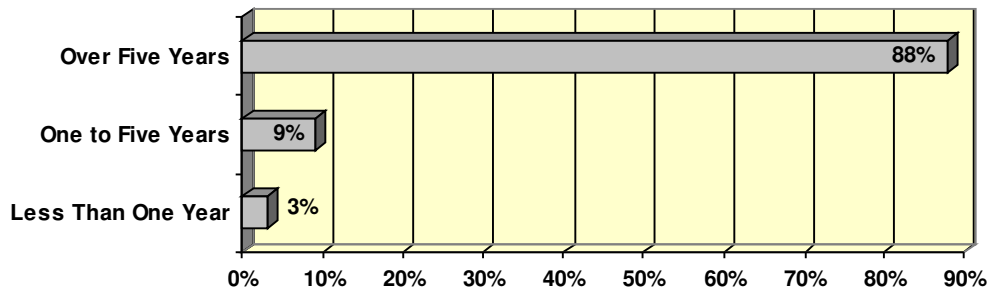
These non-cable respondents were allowed to provide narrative immediately after this question regarding why they did not have cable.

Three wrote the following statements:

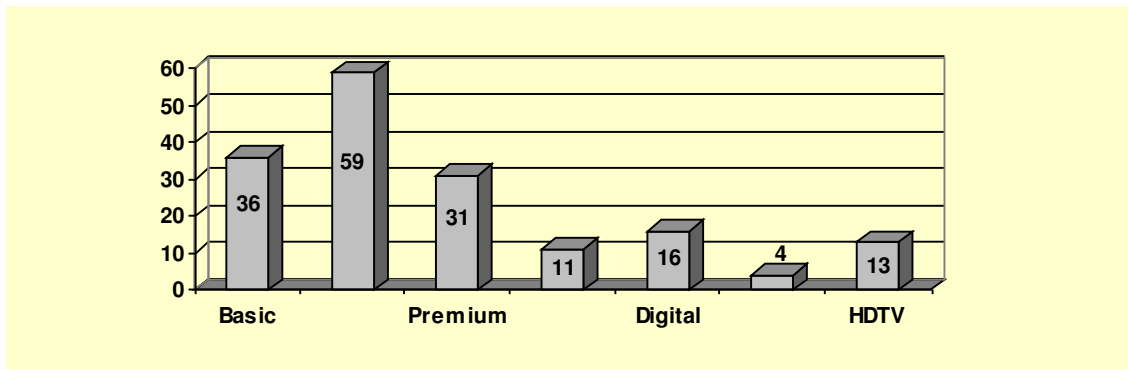
- Lousy service—constant interruptions—no picture—failure to answer service calls and cost.
- There should be more than one cable tv company serving the city. This would improve competition.

- Costs way too much tv. Had it for 13 years at old house. If it was reasonable for basic I would get it.

The great majority of the cable subscribers had the service over five years so they have had plenty of time to evaluate the service and other aspects of their subscription.

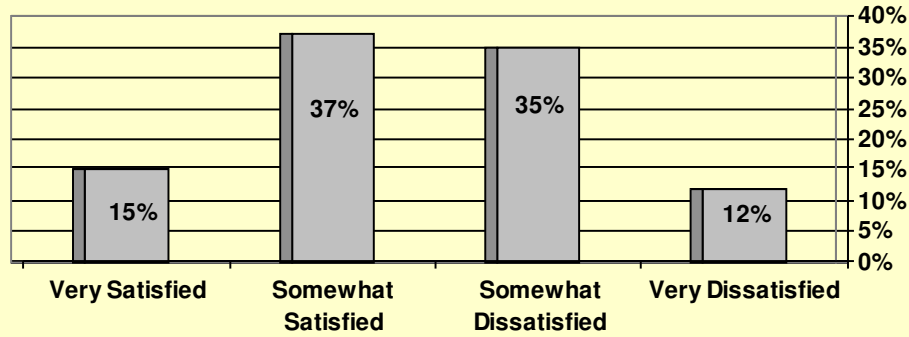


Of the ninety-two respondents who indicated that they have cable, they received the following services.



On average, cable subscribers had 2.2 television sets per household connected to cable, or one-hundred and eighty-four total television sets connected for eighty-four respondents.

Dissatisfaction with Charter cable service was quite high, with forty-seven percent of respondents stating they were either somewhat dissatisfied or very dissatisfied. While those who were somewhat satisfied or very satisfied equaled fifty-three percent.



The reasons for being somewhat dissatisfied or very dissatisfied were as follows:

Reason	# of responses
Price	59
Telephone Customer Service	15
Installation Customer Service	7
Repair Customer Service	9
Outages	10
Programming	26
Reception	8

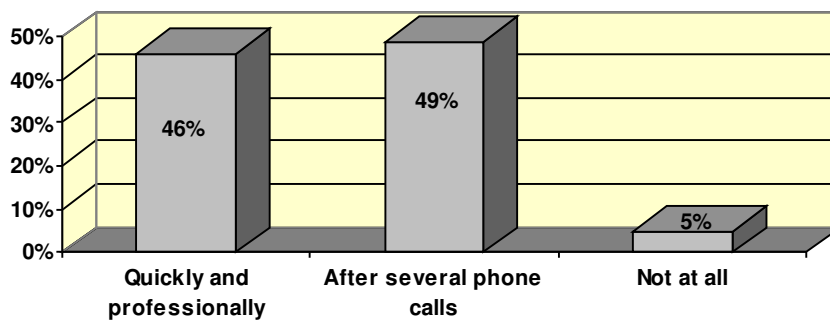
Respondents were allowed to check “all that apply” in this section. Of those who answered the question about what caused their dissatisfaction (sixty-nine respondents), “Price” was given an eighty-five percent response rate. “Programming” was given a thirty-eight percent response rate as a reason for dissatisfaction. “Telephone Customer Service” ranked third for dissatisfaction at twenty-two percent with “Outages” coming in fourth at fourteen percent.

Written comments were given in the narrative opportunity that immediately followed Question 7, “Other reasons for dissatisfaction (please explain).” They are as follows:

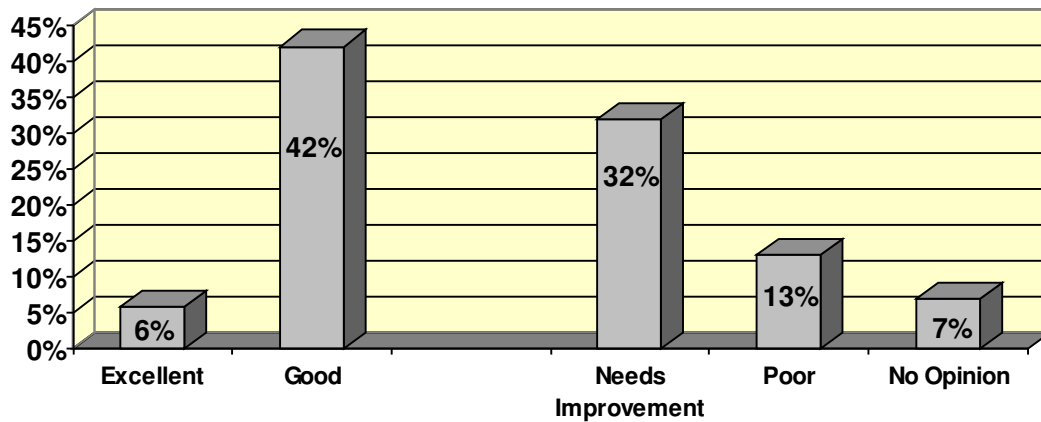
- Received attitude by employee at office. Took 3 days. Problem was company’s fault. Disconnected our cable instead of neighbors.
- Logos and “pop-up” ads over programming. Squeezing out actors’ credits to offer movies. Extreme volume increases during commercials. Having to pay for this ruining of the shows!!
- Cable has a monopoly and they treat customers that way.
- When we have an outage we “do not” get reimbursed for the time lost.
- Too many repeats on Premium channels. Channel 999 poor quality and choice of many movies.

- Premium channels movies is the same every time you try to watch something different. Prices are very high. Do not show other countries' channels like satellite.
 - Don't appreciate being locked into the "city" service. For so many years—price continually goes up—programming gets worse.
 - And the fact that when you call with problems it takes forever to be able to talk to a living person. It is all computerized voice instead.
 - I would like to cherry-pick the expanded basic channels and pay only for those.
 - Difficulty trying to reach a live person!
 - Not enough HD channels. No ability to customize package.
 - T.V. goes out a lot.
 - I've heard from other subscribers that if you have Charter Cable in your house already and you move—Charter charges you a lot of money to transfer your service.
 - Too much obscenity.
 - Too much sex!
 - Be on time. Had to wait!
 - It's getting very expensive. And you see the same movies starting all over again.
-
- All the programs are the same.
 - Pay a lot for basic cable—thinking about getting a satellite dish.
 - The price creeps upwards always. Customer service will not replace cables they did not install.

When asked how their problems were solved by Charter, a seventy-two respondents gave the following answers:



Respondents were then asked to rank Charter customer service. Eighty-five respondents or ninety-three percent of all cable subscriber respondents gave an answer. The chart below shows the categories of possible choices and the rating:



Forty-eight percent of respondents ranked Charter customer service as excellent or good, while forty-five percent ranked Charter customer service as needing improvement or poor. Seven percent of respondents had “No Opinion.”

When asked what should Charter do to improve customer service one-third (thirty-two) of cable subscribers returning this survey wrote a narrative response.

- If necessary replace cables inside the home.
- We used to get more channels in basic plan, now they are in different tier.
- Lower price!³
- When eliminating or adding stations should survey first.
- I wish to have Comcast as provider.
- Programs!
- Pricing.
- Bring down the prices.
- Add more HDTV channels. Other carriers have up to twice as many.
- Have the operations and customer service in Worcester not some other state or country.
- Friendlier/better personalities with public.
- Lower prices and improve customer service.
- Show up!
- Hire some intelligent people. When I told them that my voice mail didn't come through for 4-5 days after the messages were left—they just apologized and said “we're having problems with voice mail.” They should offer compensation for a service you are supposed to have and are not getting. I was put on hold for 10 minutes and finally hung up and it wasn't resolved. They never tried to contact me and they had all my information, voice mail. They took away the Hallmark channel but my rate wasn't reduced.
- Eliminate automated phone service, I want to always speak to a person.
- Get something good on the different channels instead of sex and filth.

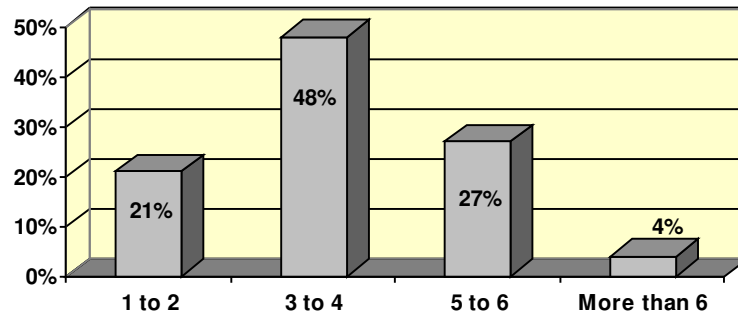
³ Two respondents provided this exact answer.

- Charter should mail out the monthly bill earlier. I always receive it 2-3 days before it is due.
 - There should be competition in the marketplace.
 - You can only view one program at a time, that's what you should pay for. Why pay for expanded channels more money, when it takes a long list not to find repeats, lousy programs, commercials, etc.
 - Improve service, lower rates and get additional time when cable is out.
 - The servicemen who connected our high-speed internet service spoke little English and did not explain our new service adequately.
 - Have a fast and user friendly program not a computer asking questions and not hearing answers. Very annoying!
 - Integrate all channels from other Spanish stations, countries and that the movies and programs be more variable.
 - Reduce your price, Worcester has some of the most expensive pricing in the country.
 - Lower prices instead of increase, better programs, instead of always the same ones.
 - Rather than subcontracting repair/installation service to many, many independents, have employees. They have little control over quality. I managed a condo and workers never knew where the service box was, lost control of the key to get to it. When I would call the office to complain about this, they couldn't say who was there—no follow-through.
 - If you are a senior citizen as I am—the price is too high for what I receive.
 - Provide better programming—live person on the other end of telephone line.
-
- Stay local enough to pronounce name of city—understand the problem.
 - Offer telephone service and an additional discount.
 - Bring down the cost. Growing up, we used rabbit ears, had good reception and that was fine with us.

One respondent wrote a positive comment about Charter:

- Charter has been very helpful if we have a problem.

Cable television is an important part of the lives of the survey respondents. When asked how many hours per day they spend watching cable television, ninety-one cable respondents provided an answer. Below is a chart showing the percentages of responses in each category.



The next set of questions in the survey dealt with the Public access channel, Worcester Community Cable Access (WCCA TV13). An impressive eighty-eight percent of respondents were aware of the WCCA TV 13 and sixty percent of those respondents said that they watch WCCA TV 13.

When asked how often they watched WCCA TV 13, sixty-nine percent provided a response as follows:



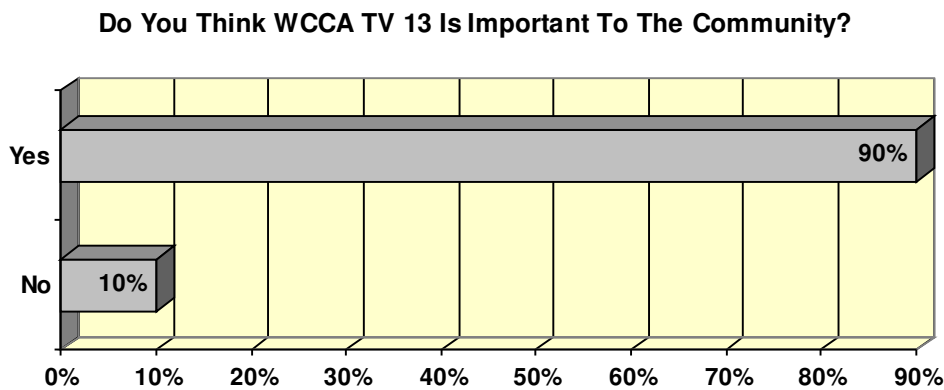
WCCA TV 13 enjoys a combined seventy-two percent viewing rate of “Sometimes” to “Frequently” among those who answered that they watched it. Respondents were then asked to give the names of the shows they had seen on WCCA TV 13.

- La Hora Italia
- Soapbox⁴
- Medical Interviews
- The News

⁴ This answer was given by seven respondents.

- Coffee Connie⁵
- Singing Show
- Albanian Broadcast
- Mr. Lalos
- Father Bafaro’s show, City Council meetings (I think).
- We’ve seen some public interest shows, some local sports.

Seventy-three respondents answered the question which asked if they thought WCCA TV 13 was important. Ninety-percent of those who responded to this question answered “Yes.”



Respondents were then given a list of types of programming and asked to check each type of programming they would like to watch on WCCA TV 13. The programming choices were not limited to just typical “Public access” types of programming (such as talks shows or community arts and festivals) but also included programming that might be included on Government or Educational access. The Government and Educational access programs were included to gauge general interest in all access programming. The results are as follows:

- 40** A. City/County Council Meetings (Zoning Boards, etc)
- 27** B. Government Agency Programming (such as Police and Fire Departments)
- 24** C. Safety Programming
- 35** D. Health Programming

⁵ This answer, or one similar, was given by four respondents.

- 24 E. Parks and Recreation Programming
- 25 F. City/County Sponsored Events
- 24 G. School Board Meetings
- 18 H. Focus on Schools Programming (curriculum reviews, district mapping, school schedules)
- 26 I. School Sports Programming
- 24 J. School Arts Programming
- 16 K. Academic Competitions
- 23 L. Higher Education Programming (spotlight on colleges, universities, entrance requirements)
- 17 M. Distance Learning (for and not for credit courses)
- 20 N. Higher Education Sports Programming
- 16 O. Higher Education Arts Programming
- 18 P. Higher Education Academic Competitions
- 32 Q. Community Arts and Festivals Programming
- 45 R. Community Information Programming (spotlight on recreation, dining, entertainment, shopping)
- 36 S. Neighborhood Shows
- 31 T. Seniors Programming
- 29 U. Shows by and about Children
- 20 V. Shows by and about Persons with Disabilities
- 17 W. Second Language Programming
- 25 X. Ethnic and Cultural Programming
- 21 Y. Women's Programming
- 9 Z. Gay and Lesbian Programming
- 30 AA. Fitness and Lifestyle
- 34 BB. Home and Garden Programming
- 23 CC. Animal Shows
- 34 DD. Political Programming (discussions, debates, candidates, "get out the vote," etc.)
- 15 EE. Military Programming
- 35 FF. Local History and Culture Programming
- 25 GG. General Non-Profit Programming
- 21 HH. Religious Programming

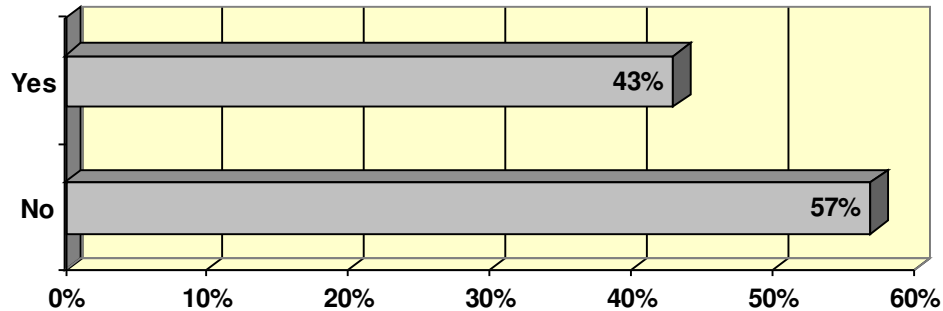
A high level of interest among the respondents would rate at 30 and above. Numbers 15 through 29 show an average interest and numbers below 15 show a weaker interest. The listing of these types of shows comes from programming guides from access centers from

across the United States. Depending on the community in which this question is asked, interest in particular types of programming will be stronger or weaker.

Respondents were then asked if they would be willing to pay an additional monthly charge on their cable bills to support WCCA TV 13. Eighty respondents answered this

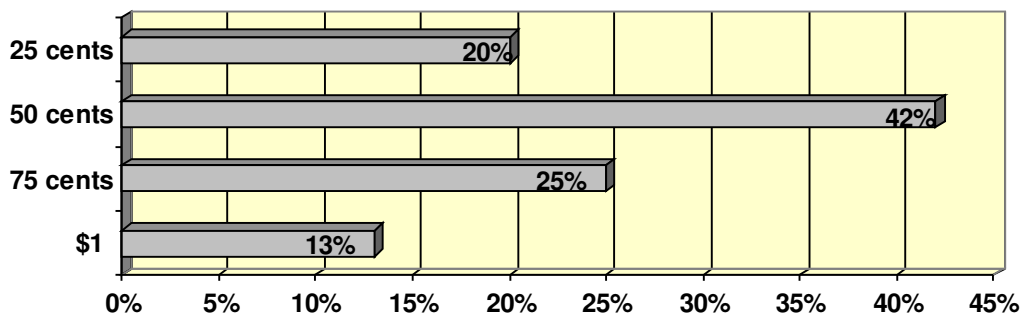
question with thirty-four (forty-three percent) answering “Yes” and forty-six (fifty-seven percent) answering “No.”

Would You Pay An Additional Monthly Charge to Support WCCA TV 13?



When asked how much they would be willing to pay, forty respondents checked an amount for Question 17. That number is greater than the number that responded they would be willing to pay an additional charge (in Question 16), so we might assume that some of those who had previously answered “No” or did not answer the previous question, checked an amount when asked “What would you be willing to pay to support WCCA TV 13?” Below are the responses to Question 17.

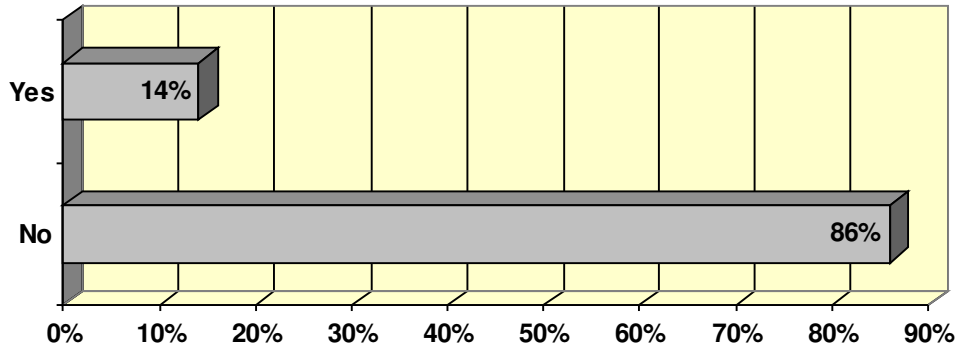
What Would You Be Willing to Pay To Support WCCA TV 13? (monthly)



Next, respondents were asked if they had ever thought about producing a Public access show. Eighty-one respondents answered this question as follows:

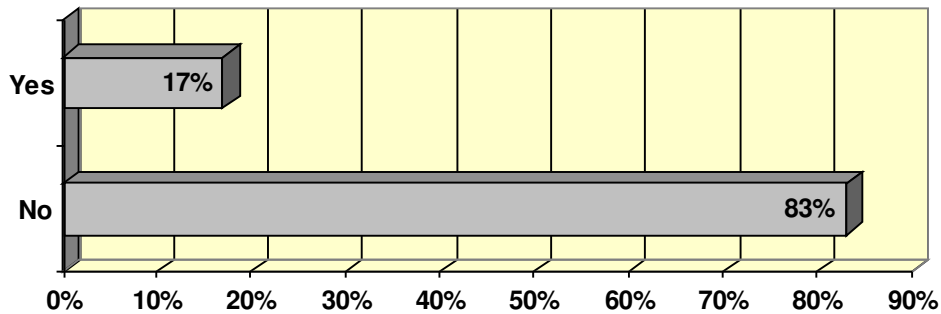
Yes	12
No	69

Have You Ever Thought About Producing a Public Access Show?



The “Yes” answer here is significant because the survey was mailed to a general public list and not to those who have any particular interest in producing television. Next, respondents were asked if they would like to be trained to produce a Public access show. Seventy-eight respondents answered this question.

Would You Like to Be Trained to Produce a Public Access Television Show?



Again, a seventeen percent “Yes” response rate for this question is significant.

Conclusions

The survey respondents are mature homeowners with the majority (sixty-seven percent) being between the ages of thirty-five and sixty-four. Respondents over sixty-five accounted for only twenty-six percent of respondents. This number is unusually low when compared to previous surveys we have conducted.⁶

Response from Caucasians was seven points higher than that of Worcester’s Caucasian population and response from Hispanics was nine points lower than that of

⁶ Other surveys we have conducted typically receive a return rate among those aged sixty-five or over closer to forty-percent.

Worcester's Hispanic population. One possible explanation for a lower return rate among Hispanics

could be the survey was conducted in English. Respondents identified themselves as African American or Native American at just slightly higher rates than Worcester's population for these two races and no respondent answered Asian as a response.

While this sampling is not as large as we would have wanted for a City the size of Worcester and we did not do a larger sampling because of cost, we are satisfied that the results of the survey can provide usable data that falls within the confidence interval.

Eighty-eight percent of cable respondents had their service over five years, giving them ample time to evaluate the service. Thirty-six percent replied they had Basic service. This number may not be accurate since many people have a tendency to believe that Expanded service is Basic. Basic service includes broadcast channels, Public television channels, PEG access channels and C-Span. Expanded service includes the above plus cable news networks, ESPN, music video channels, certain movie channels, Comedy Central and cartoon channels, among others depending on the system. Of the ninety-two respondents who indicated they have cable service, eighty-one percent also pay for Premium service, Pay-Per-View, the Digital tier, Digital Video Recorder and High Definition service.

Forty-seven percent of cable respondents indicated they were either somewhat dissatisfied or very dissatisfied. This is a high rate of dissatisfaction. The top reason given for dissatisfaction was the Price.

To understand why Price figured so prominently as a reason for dissatisfaction, we called Charter to inquire about cable service in Worcester. We were told that we could receive Expanded service for \$57.59 per month. That rate is ten to twelve dollars higher than we have seen in other areas. The customer service representative then asked if we would like to add the digital tier for only forty cents a month more. We asked if they're weren't a lower charge for Expanded since we did not want the digital tier and were told "no."

We have to conclude that Charter in Worcester is building the cost of the digital tier into its Expanded package. In other words, instead of the Expanded tier costing in the mid forty dollar range, and the addition of digital costing an additional charge of seven to eight dollars, it would seem what Charter is charging every customer in Worcester already includes the digital tier charge, whether the customer wants digital tier (and the attendant equipment) or not. We have yet to uncover another instance in another market where this is happening, even among the inquiries we made to other Charter systems.

Programming came in second as a reason for dissatisfaction. This complaint is echoed in other surveys we have done, people frequently feel that while they may be more channels, the quality of programming is not good. Telephone customer service ranked third as a complaint. This high response on Telephone customer service would indicate that it would be useful to review telephone logs and records to ensure that Charter is meeting minimum Federal Communications Commission standards on Telephone customer service. Outages came in fourth, this is not too unusual given digital receivers in newer television sets,

they tend to be much more prone (versus analog sets) to outages. Installation and Repair customer service did not seem too significant, neither did Reception. We mention this because other surveys have highlighted the need for more frequent technical audits of the plant, these results would suggest that Charter's physical plant is performing well.

Forty-nine percent of respondents said they had to make several phone calls to get their problems solved while forty-six said Charter responded "quickly and professionally" and give percent said "not at all." The forty-nine percent rating for repeated phone calls is much higher than we have seen in other surveys, again, highlighting a need for Charter to be held accountable to customer service standards.

Forty-eight percent felt that Charter customer service is "good" or "excellent" whereas forty-five percent felt it needed improvement or was "poor." Price again was mentioned as a factor in the follow-up narrative opportunity as well as programming.

While television is usually thought of as an entertainment device, television is an important part of the respondents' daily lives with thirty-one percent saying they watched television five or more hours per day. This is significant because the survey respondents are not necessarily retirees or are they children, the great majority of them (sixty-seven percent) are between the ages of thirty-five to sixty-four. The thirty-one percent who say they watch television five or more hours per day are probably more likely in the older demographic, but the numbers from the sixty-five and older respondents do not totally account for such a large percentage.

Seventy-two percent of cable respondents say they watch WCCA TV 13 "Sometimes" or "Frequently." This is a strong response.⁷ That thirty-two percent responded they watched it "Frequently" is quite high, normally this question yields a response in the twentieth percentile. Ninety-percent of those who responded to the question as to whether WCCA TV 13 was important responded "Yes".

These responses would seem to indicate that WCCA has strong recognition among the respondents. It is also important to consider regular cable programming numbers when gauging the importance of WCCA as a local community media outlet. Before cable, broadcasters could enjoy viewer ratings with high numbers of households. However with the increase of channels available through cable, there has been a decrease of how many households may be tuned into any given channel at any given time. Monday Night Football is the most popular program on television, yet it receives less than ten percent audience share, that is, one out of every ten households in Worcester will likely be tuned into Monday Night Football.⁸ The fifteenth most popular show, "SpongeBob SquarePants" receives only a two percent audience share. All cable channels fiercely compete to score even a one percent share of households, that WCCA TV is watched "Sometimes" or "Frequently" by so many respondents needs to be considered in the large context of all cable channels and their respective share of households.

⁷ Other surveys have yielded a sixty-seven to seven-seven response rate for "Sometimes" and "Frequently".

⁸ Associated Press, December 28, 2006.

Respondents were keenly interested in City/County Council Meetings as well as Community Information Programming (spotlight on recreation, dining, entertainment, shopping). So were they interested in Health Programming, Neighborhood Shows, Seniors Programming, Fitness and Lifestyle, Home and Garden Programming, Political Programming and Local History and Cultural Programming. In fact the interest in all the topics of

programming was very good with most being ranked as medium to high and only one ranking as low.

Forty-three respondents said they would be willing to pay an additional charge to support WCCA TV 13, while fifty-seven said they would not. Forty-three percent is a good response rate given the number one complaint regarding cable service was the cost of it. We believe this number might have tracked higher if Charter service in Worcester were more comparable to other cable systems.⁹

When asked what they would be willing to pay each month to support WCCA TV 13, forty-two percent of respondents indicated they would be willing to pay an additional fifty-cents per month with thirty-eight percent indicating they would be willing to pay seventy-five cents to one dollar a month for WCCA support.

Cable respondents were then asked if they had ever thought about producing an access show. Eighty-one percent of cable respondents answered this question with fourteen percent saying they had thought about it. If we applied these numbers to all ninety-two cable respondents, we could say that just over twelve percent of all cable respondents had thought about producing a show. This number is very high. It could indicate one or both of the following: 1) there is a very large pool of potential producers in Worcester; 2) WCCA TV 13 recognition is very high.

Seventy-eight respondents answered the follow-on question that asked if they would like to be trained to produce a Public access show. Twenty-one percent indicated that they would. Again, this number is quite high. The keen interest in being trained may be influenced by recent advances in consumer video equipment, editing software, popularity of video websites, etc., but it also indicates a strong understanding of WCCA TV not just as a “playback” channel but a place where average people can be trained to produce television programming.

Recommendations

- While the City cannot regulate Charter’s rates (with the exception of the Basic tier), negotiations should be attempted to have Charter un-bundle its Expanded service so customers who wish to receive digital programming (and rent the equipment) can do so at their own choosing.
- Given that Telephone customer service ranked fairly high as reasons for dissatisfaction, negotiations should include periodic audits of Charter’s Telephone

⁹ See the explanation of Charter “bundling” the digital tier automatically into the Expanded tier.

customer service records to ensure they are in compliance with FCC rules.

Additionally, many cities have adopted a “customer service bill of rights” that include stricter guidelines for Telephone and other customer service, including rules for rebates for outages or reception problems.

- The high recognition of WCCA TV 13 and the high level of interest in producing a Public access show, supports the funding WCCA is currently receiving. Additionally, an argument can be made for requiring a “pass-through” of additional support for WCCA. Respondents showed a great deal of interest in all types of access programming, and at a much higher level of interest than we have seen in other studies. There is tremendous interest in the community to produce programming, in order to meet this need, WCCA will need additional funds, space and staff.¹⁰

¹⁰ The results of the Focus Group report also support this need.

Attachment A

Worcester Cable & Communications Survey

Cable Questions

1. Do you have cable television?

Yes No

IF "NO" PLEASE ANSWER THE FOLLOWING QUESTION:

2. We **DO NOT** have cable because of:

a. Satellite b. Broadcast c. the Cost d. No TV e. Unavailable in my area

Other (please explain)

IF YOU DO NOT HAVE CABLE, GO DIRECTLY TO QUESTION 20

3. How long have you subscribed to cable?

Less than 1 year 1 to 5 years Over 5 years

4. What services do you receive? Check **ALL** that **APPLY**

a. Basic b. Expanded c. Premium Channels (HBO, Showtime, etc.)

d. Pay-Per-View e. Digital f. Digital Video Recorder (DVR) g. HDTV

5. How many television sets in your household are **currently** connected to cable? _____

6. How satisfied are you with Charter Cable service?

a. Very Satisfied b. Somewhat Satisfied

- c. ___Somewhat Dissatisfied
- d. ___Very Dissatisfied

7. If **YOU ARE SOMEWHAT DISSATISFIED or VERY DISSATISFIED** is it because of (check all that apply):

- a. ___Price
- b. ___Telephone Customer Service
- c. ___Installation Customer Service
- d. ___Repair Customer Service
- e. ___Outages
- f. ___Programming
- g. ___Reception

Other reasons for dissatisfaction (please explain)

8. If you had a problem with your Charter Cable service was the problem solved:

- a. ___Quickly and professionally
- b. ___After several phone calls
- c. ___Not at all

9. Do you consider Charter customer service to be:

- a. ___Excellent
- b. ___Good
- c. ___Needs Improvement
- d. ___Poor
- e. ___No Opinion

What should Charter do to improve customer service to the residents of Worcester?
(please explain)

10. How many hours a day do you spend watching cable television?

- a. ___1-2 b. ___3-4 c. ___5-6 d. ___more than 6

Public Access Television—WCCA TV 13

11. Are you aware of the Public Access television channel, **WCCA TV 13**? ___Yes ___No

IF “NO” PLEASE GO TO QUESTION 20

12. Do you watch **WCCA TV 13**? ___Yes ___No

13. If ‘**YES**’ how often do you watch **WCCA TV 13**?

- a. ___Frequently b. ___Sometimes c. ___Seldom d. ___Never

Can you think of a show you have seen on **WCCA TV 13** and if so, what is it called: _____

14. Do you think **WCCA TV 13** programming is important to the community?
___Yes ___No

15. Would you like to watch the following types of shows on **WCCA TV 13**? (*check each type of programming you would like to watch*)

- ___ A. Town/County Council Meetings (Zoning Boards, etc)
- ___ B. Government Agency Programming (such as Police and Fire Departments)
- ___ C. Safety Programming
- ___ D. Health Programming
- ___ E. Parks and Recreation Programming
- ___ F. Town/County Sponsored Events
- ___ G. School Board Meetings
- ___ H. Focus on Schools Programming (curriculum reviews, district mapping, school schedules)
- ___ I. School Sports Programming

- J. School Arts Programming
- K. Academic Competitions
- L. Higher Education Programming (spotlight on colleges, universities, entrance requirements)
- M. Distance Learning (for and not for credit courses)
- N. Higher Education Sports Programming
- O. Higher Education Arts Programming
- P. Higher Education Academic Competitions
- Q. Community Arts and Festivals Programming
- R. Community Information Programming (spotlight on recreation, dining, entertainment, shopping)
- S. Neighborhood Shows
- T. Seniors Programming

- U. Shows by and about Children
- V. Shows by and about Persons with Disabilities
- W. Second Language Programming
- X. Ethnic and Cultural Programming
- Y. Women’s Programming
- Z. Gay and Lesbian Programming
- AA. Fitness and Lifestyle
- BB. Home and Garden Programming
- CC. Animal Shows
- DD. Political Programming (discussions, debates, candidates, “get out the vote,” etc.)
- EE. Military Programming
- FF. Local History and Culture Programming
- GG. General Non-Profit Programming
- HH. Religious Programming

16. Would you be willing to pay an additional monthly charge on your cable bill to support **WCCA TV 13**? Yes No

17. What would you be willing to pay to support **WCCA TV 13**

25¢ per month 50¢ per month 75¢ per month \$1 per month more

18. Have you ever thought about producing a Public access television show? Yes No

19. Would you like to be trained to produce a Public access television show? Yes No

--PLEASE PROVIDE US THE FOLLOWING INFORMATION ABOUT YOURSELF--

20. **AGE**

a. 18-24 b. 25-34 c. 35-44 d. 45-54 e. 55-64 f. 65 and older

21. **RACIAL/ETHNIC BACKGROUND**

a. African American

- b. Asian ____
- c. Caucasian ____
- d. Hispanic ____
- e. Native American ____
- g. Other ____

22. DO YOU RENT OR OWN YOUR HOME?

- ____ a. Own b. ____Rent c. ____Other

23. WHAT IS YOUR GENDER? ____a. Male b. ____Female

Thank you for your assistance! Please return by December 1, 2006 in the envelope provided.