

**Cable Subscriber Survey - Omaha, Nebraska  
Conducted by Group W Communications, LLC**

**Executive Summary**

**Methodology**

During the period October 16 – October 21, 2009, 400 completed interviews were conducted by telephone survey with Omaha Cox cable subscribers. Interviews were administered to a sample drawn at random from active residential telephone numbers. The margin of error is approximately 4.9% at the 95% level of confidence, meaning that in 95 out of 100 cases, the responses indicated will be within +/-4.9% of the responses if the entire universe (all Cox cable subscriber households in Omaha, Nebraska with a working residential phone) were interviewed. In addition to basic subscriber and demographic information, the survey included questions regarding subscriber customer service experience, cable television reception quality and local PEG Access viewership. Questions were also asked regarding subscribers' attitudes and the perceived value and importance of local community programming.

**General Observations**

**Cox cable subscribers in Omaha are reasonably satisfied with the quality of service.**

About 80% give a rating of "5 - Best" or "4" to the quality of the picture and sound. 70% or more give a "5" or "4" rating to providing cable service with few or no interruptions to the signal, providing bills that are accurate and easy to understand and quickly restoring cable service when it goes out. 60% or more give a rating of "5-Best" or "4" to the helpfulness of telephone customer representatives and the overall value of cable TV service. The item that received the lowest rating from respondents was "the ease of installing or changing cable TV services" as less than half (47.5%) gave a rating of "5 - Best" or "4."

**28.3% of all Cox subscribers have watched programming on one of the Knowledge Network channels; 12.8% have watched programming on CTI channel 22; and, 21.8% have watched programming on the public access channels (either channel 23 or channel 109).**

Of those who said they had watched these channels:

- 55.8% watch programs on the Knowledge Network channels 17 & 18 at least a few times per month and 18.6% watch at least a few times per week.
- 25.5% say they watch programs on CTI channel 22 at least a few times per month and 21.6% say they watch at least a few times per week
- 30.5% say they watch programs on the public access channel 109 at least a few times per month and 11.1% say they watch at least a few times per week.

Just under 60% of public access viewers watched channel 23, but have not yet watched on channel 109, while 15% have watched on channel 109 but not 23. The balance had watched public access programming on both channel locations.

**Most subscribers who do watch these local channels highly rate the quality of the programming.** Viewers were asked to grade statements made about the programs and services on the local PEG access channels:

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- About 43% give a grade of "A" or "B" when asked if these channels provide "programming that deals with local issues."
- About 54% give a grade of "A" or "B" when asked if these channels provide "programming that introduces you to local government officials."
- About 58% give a grade of "A" or "B" when asked if these channels provide "an outlet for individuals to freely express themselves."
- About 42% give a grade of "A" or "B" when asked if these channels provide "information about local schools and education issues."
- About 59% give a grade of "A" or "B" when asked if these channels provide "programming that shows diverse points of view."
- About 65% give a grade of "A" or "B" when asked if these channels provide "a valuable community service."

**Even those subscribers who do not watch local community programming believe it is important to have available, and most believe that at least a dollar of their monthly cable bill should support local cable TV programs. The average of all responses was \$2.23 per month.** About 78% of all Cox subscribers said it is either "important" or "very important" to have local cable TV channels that feature local community programming about events, organizations, individuals, schools and local government. When asked how much of their monthly cable bill should be set aside to support the development of local cable TV programs, nearly 60% said one dollar or more should be set aside and 44% said two or more dollars. This average compares very favorably to the three commercial channels tested (ESPN, Fox News, and MTV), as the averages for each, respectively, were \$1.69, \$1.53 and \$0.81.

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TIFF (LZW) decompressor  
are needed to see this picture.