

**- SURVEY RESEARCH -**

Time Warner Cable Municipal Survey (New York City) #1002138  
Telephone  
July 2015

Confidential  
MZ

**METHODOLOGY:**

TOTAL SAMPLE SIZE IS N=300 TWC VIDEO SERVICE SUBSCRIBERS FROM THE NEW YORK CITY AREA. TWC WILL PROVIDE THE LIST OF SUBSCRIBERS. AT LEAST 20% OF THE TOTAL SAMPLE WILL BE CELLPHONE ONLY.

**INTRODUCTION:**

NAME FROM LIST: [SHOW NAME FROM LIST SO THAT INTERVIEWER CAN DETERMINE PRONOUNCIATION]

Hello, my name is \_\_\_\_\_ and I'm calling from a national research firm. We are conducting a survey about your Time Warner Cable TV service. We are not selling anything, we are only interested in your opinions.

May I please speak to \_\_\_\_\_ [NAME FROM SAMPLE]?

(IF REACHED PERSON ON LIST, SKIP TO SCR. A1)

(IF DID NOT REACH PERSON ON LIST, PROMPT: "May I speak with someone in your household who makes decisions regarding cable TV service?")

(IF NOT AVAILABLE, SCHEDULE A CALLBACK. OTHERS CONTINUE)

A1 Do you make the decisions or share in making the decisions in your household for cable TV service?

- 1 Yes
- 2 No

(IF "NO," ASK TO SPEAK TO THE MAIN DECISION-MAKER AND BEGIN THE SURVEY AGAIN. IF UNAVAILABLE, ASK FOR A CONVENIENT CALLBACK TIME AND TRY AGAIN LATER)

This survey will only take a few minutes. Let me assure you that this is strictly research and is not connected with sales in any way. Your answers will be held in the strictest confidence and added to the answers from others who are participating in this survey. No one's answers will be looked at individually, and all information will be kept completely confidential.

**SCREENING QUESTIONS:**

S1 Do you or does any member of your household work for any of the following — a marketing research firm, a cable channel, a cable or satellite TV provider or a telephone company?

- 1 Yes (SCREEN OUT - CODE 30)
- 2 No

S2 AGE RANGE = 18+

S3 What is your age? \_\_\_\_\_  
999 DK/NA

- 1 Complete
- 2 Screener after S4

(IF AGE MENTIONED IN S3, RECORD AGE-GROUP AND GENDER BELOW. DO NOT ASK)  
(IF AGE **NOT** MENTIONED IN S3, ASK:)

S4 What is your age-group? Is it ... (READ FOILS URGA)?

<u>1</u> Male	<u>2</u> Female
1 Under 18 (SCR. OUT)	1 Under 18 (SCR. OUT)
2 18 - 24	2 18 - 24
3 25 - 29	3 25 - 29
4 30 - 34	4 30 - 34
5 35 - 39	5 35 - 39
6 40 - 44	6 40 - 44
7 45 - 49	7 45 - 49
8 50 - 54	8 50 - 54
9 55 - 59	9 55 - 59
10 60 - 64	10 60 - 64
11 65+	11 65+

(IF RESPONDENT IS UNDER 18, ASK TO SPEAK TO A PERSON 18 YEARS OR OLDER AND BEGIN THE INTERVIEW AGAIN)

(RECRUIT NO MORE THAN 60% FEMALE)

S5 Do you currently subscribe to Time Warner Cable TV service at this address?

- 1 Yes
- 2 No
- 3 DK/NA

(IF "YES" CONTINUE. OTHERS SCREEN OUT)

S6 ZIP CODE (RECORD FROM TELEPHONE LIST)

S7 BOROUGH (AUTOCODE FROM LIST, DO NOT ASK)

S8 VIDEO PRODUCT (AUTOCODE FROM LIST, DO NOT ASK)

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PROGRAMMING

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1 How long have you subscribed to Time Warner Cable TV service at this address? Have you subscribed for... (READ FOILS 1-7 URG. SINGLE MENTION)?

- 1 More than five years
- 2 About five years
- 3 Four years
- 4 Three years
- 5 Two years
- 6 One year
- 7 Less than one year
- 8 DK/NA

2 Time Warner Cable TV service offers over 200 channels and features state-of-the art cable TV exclusives, such as Start Over®. Time Warner Cable also provides two of the most popular cable TV innovations -- On Demand programming and DVR (Digital Video Recorder). You can choose from more than 18,000 On Demand movies, events and TV shows to watch anytime, and 10,000 On Demand shows and movies are available for free with Preferred TV. With a DVR, you control when you watch, not just what you watch. Time Warner Cable's TWC TV® app gives you the freedom to watch TV online, on your tablet, and on your smartphone whenever and wherever you want.

Overall, how would you rate Time Warner Cable TV service on providing a broad range of television programming services to its customers? Please use a four-point scale where "4" is "excellent, "3" is "very good", "2" is "good", and "1" is "poor." (READ FOILS, ALWAYS START FROM THE HIGHEST POINT)

- 1 Poor
- 2 Good
- 3 Very Good
- 4 Excellent
- 5 DK/NA

3 For the next few questions, I am going to ask you to rate different aspects of Time Warner Cable TV service. Please use a four-point scale where "4" is "excellent, "3" is "very good", "2" is "good", and "1" is "poor." (READ FOILS, ALWAYS START FROM THE HIGHEST POINT)

How would you rate Time Warner Cable TV on \_\_\_\_\_(RANDOMIZE)?

- 1 Poor
- 2 Good
- 3 Very Good
- 4 Excellent
- 5 DK/NA

- A. The **total number** of channels available
- B. The **variety** of programming available
- C. The variety of **news** programming available
- D. The variety of **sports** related programming available
- E. The variety of **entertainment** programming available, such as TV shows and movies
- F. The availability of **local news, traffic and weather**

- 4 Time Warner Cable TV service offers **up to 220 HD channels**, the most of any TV service provider. These HD channels include all major networks, news, sports, movie channels and more.

Overall, how would you rate Time Warner Cable TV service on providing all of its HD channels to its customers? Please use a four-point scale where "4" is "excellent", "3" is "very good", "2" is "good", and "1" is "poor." (READ FOILS, ALWAYS START FROM THE HIGHEST POINT)

- 1 Poor
- 2 Good
- 3 Very Good
- 4 Excellent
- 5 DK/NA

- 5 Time Warner Cable TV service offers **On Demand programming**, including Free On Demand with thousands of On Demand shows at no additional fee.

Overall, how would you rate Time Warner Cable TV service on providing On Demand programming to its customers? Please use a four-point scale where "4" is "excellent", "3" is "very good", "2" is "good", and "1" is "poor." (READ FOILS, ALWAYS START FROM THE HIGHEST POINT)

- 1 Poor
- 2 Good
- 3 Very Good
- 4 Excellent
- 5 DK/NA

- 6 Time Warner Cable TV service provides the **TWC TV App**, which allows customers to watch up to 300 live TV channels and more than 5,000 On Demand shows and movies anywhere at home or on the go. The app is available on 9 Internet enabled devices including smartphones, tablets, laptops, gaming consoles and Smart TV.

Overall, how would you rate Time Warner Cable TV service on providing the ability to watch television programming anywhere in the home or on the go as a service to its customers using the TWC TV App? Please use a four-point scale where "4" is "excellent", "3" is "very good", "2" is "good", and "1" is "poor." (READ FOILS, ALWAYS START FROM THE HIGHEST POINT)

- 1 Poor
- 2 Good
- 3 Very Good
- 4 Excellent
- 5 DK/NA

NY1

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7 Have you watched the channel **New York One** in the past 60 days? New York One is a cable channel that provides 24-hour news coverage, with a focus on the five boroughs of New York City. Its programming features news, weather forecasts, and specialty programs covering local politics and community events.

- 1 Yes
- 2 No
- 3 DK/NA

[ASK IF ANSWER YES; OTHERS SKIP TO CLASSIFICATION]

8 How would you rate the channel New York One? Please use a four-point scale where "4" is "excellent, "3" is "very good", "2" is "good", and "1" is "poor." (READ FOILS, ALWAYS START FROM THE HIGHEST POINT)

- 1 Poor
- 2 Good
- 3 Very Good
- 4 Excellent
- 5 DK/NA

**CLASSIFICATION**

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Finally we have a few last questions that are for statistical purposes only.

A How many people, including yourself, are living in your household?

\_\_\_\_\_ (RECORD NUMBER. MUST BE ONE OR GREATER)  
NA

B Do you currently own or rent your primary residence? (READ FOILS 1-3 URG. SINGLE MENTION)

- 1 Own
- 2 Rent
- 3 I have another arrangement
- 4 DK/NA

C Would you consider your residence to be...? (READ FOILS 1-5 URG. SINGLE MENTION)

- 1 An apartment in an apartment building
- 2 A Duplex Apartment
- 3 A condominium or co-op
- 4 A single-family house
- 5 A multi-family dwelling
- 6 Other (please specify)
- 7 DK/NA

Thank you for completing this survey!

**VERIFICATION**

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Respondent's Name: (M/F) \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: (        ) \_\_\_\_\_ County: \_\_\_\_\_