

SURVEY OVERVIEW

In March of 2005, Acme Municipal Light & Power contracted with Spectrum to conduct a survey of Acme customers regarding telecommunications services. Spectrum worked in tandem with SDS in order to administer this project, which includes 602 completed surveys with Acme residential customers.

Research Objectives

- Determine the level of satisfaction among Acme Light & Power's residential customers in the following areas:
 - Internet services
 - TV services
 - Telephone services
- Assess customer preferences and usage habits for the above service
- Gauge customer interest in bundling, and the effect on AML&P of offering additional services
- Collect demographic information

Administration

In consultation with Acme management and Spectrum, SDS developed the survey questionnaire based on the specific project requirements and objectives of Acme Municipal Light & Power and previous telecommunication market research surveys. To meet the research objectives, surveys were completed with 602 Acme customers, randomly selected from a database of all customers provided by Acme on March 15, 2005.

SDS Tele-Service Agents conducted the surveys by telephone during April and May of 2005.

Sampling

For this project, SDS used simple random sampling, providing each customer in the database an equal opportunity to be selected for the survey. The database for the project was provided by Acme Municipal Light & Power, and includes 23,726 customer names.

The confidence level for this survey is 95%, with a margin of error of $\pm 3.9\%$ for the combined data. In other words, the results presented here from the sample of 602 Acme customers can be applied to the entire group from which the names were randomly selected (customer database of 23,726), with confidence that the results would be the same if all of those in the group had answered the survey questions. Please note that this margin of error applies only to the aggregate data, and the margin for any subgroups is higher.

Analysis

Sawtooth and SPSS (Statistical Package for Social Sciences) software was used to collect and analyze the data for the survey. Each question has a response distribution by percentage, presented in a pie chart or bar chart. The graphical representations are accompanied by frequency tables that provide the breakdown of responses for each question.

Alerts

To promote Acme's commitment to service, SDS provided the "Alert Program" in connection with this project. When the SDS agent conducting the survey sensed a legitimate, unanswered complaint or sales need, with the customer's permission, the agent immediately communicated the concern to Acme) via fax. In the verbatim comments (found in Appendix A), the agent placed the symbol [A] after comments that required an alert response. If customers did not desire contact from Acme, the symbol [AN] was placed after the remark.

Report Format

Following this introduction is the Executive Summary, which provides an overview of the results of the survey by survey area. It includes a brief overview of the findings for each question related to the overall survey area.

After the Executive Summary is a question-by-question analysis of the survey results, including a pie chart or bar chart and frequency table for each question. A bar chart is used for questions where the number of possible responses is higher than five. The pie chart or bar chart includes percentages of responses for each possible answer for each question, and whole percentages are represented as whole numbers. For example, 5.0% is shown as 5. In addition, due to a small number of responses, some categories within questions do not have a label in the pie charts included herein. All percentage and count numbers can be found in each frequency table.

The frequency tables are arranged in four columns, and a description of each column follows:

Frequency is the number of times that response was selected by the survey participants. **Percent** tracks the total number of respondents, regardless of whether they answered the question. ***Valid Percent** is a percentage calculated on the number who actually answered the particular question, and is the column to which close attention should be paid.* Each bar graph is a representation of the valid percent number. **Cumulative Percent** is a running percentage, which is useful when determining the Positive Index (highest choices, i.e. *Excellent* and *Good* combined). If a respondent chose not to answer the question, did not have a response, or did not complete the survey, that response appears in the **Missing** row located near the bottom of the table.

Following the question-by-question analysis is the Appendix, which contains the following information:

- **Appendix A** contains a list of all verbatim comments received. A customer ID number accompanies each comment. This “tagging” method allows readers to identify a single customer’s remarks throughout the survey, retaining customer anonymity when it is requested.

EXECUTIVE SUMMARY

The following is a summary of the results of the 2005 Acme Municipal Light & Power Telecomm Assessment. Results are presented by survey area. Within each section are the results of all questions related to the title of the section. For more in-depth data, see the question-by-question results and appendices of this report.

Respondent Profile

More than four-in-ten respondents (42%) are age 65 or older, while 20% are age 55-64 and 27% are age 40-54. More than one-in-ten respondents (12%) are younger than 40. Only 10% of respondents have lived in Acme less than 10 years.

More than eight-in-ten respondents (84%) own their home, while 16% of respondents rent. Nearly one-in-five respondents (19%) have school-age children living at home.

Regarding income, 40% of survey respondents make between 25K-49K, while 30% make under 25K. Of the remaining 30% of respondents, 19% make between 50K-75K and 11% make more than 75K.

Internet/Computer Use

Six-in-ten respondents (60%) use a personal computer in their home. Among this group 88% are currently connected to the Internet at their home. Of the 12% not currently connected to the Internet, 7% plan to connect in the next 12 months, while 93% do not.

Among the group who are currently connected at their home, 98% connect via the computer, with 63% using Dial-Up service, 25% using Cable Modem, and 11% using DSL. More than one-in-ten respondents (14%) have a second phone line that is used primarily for the Internet, while 86% do not. Nearly four-in-ten respondents with a home Internet connection (38%) have AOL as their ISP, while 17% have SBC and 5% have Comcast.

Internet/Computer Use (continued)

The Positive Index, or PI, (combination of the top two responses on the scale – *Very Satisfied* and *Satisfied* responses) for the Internet service satisfaction question (Question 9) is 94, with 44% selecting very satisfied and 51% selecting satisfied. Among the respondents selecting *Very Satisfied* or *Satisfied*, 27% say that price would be the most important improvement their ISP could make, while 16% cite speed. Among the respondents selecting *Unsatisfied* or *Very Unsatisfied* for Question 9, 44% cite speed as the most important improvement their provider could make, while 33% select price.

More than three-quarters of respondents (79%) pay less than \$30 per month for Internet – 32% spend between \$21-\$30, 29% spend between \$10-\$20, and 18% spend under \$10. Of the 21% who spend more than \$30 per month, 11% spend between \$31-\$40 and 10% spend over \$40.

TV

The vast majority of respondents (85%) subscribe to cable or satellite TV. Among this group, 83% have cable through Insight/Comcast, and 15% have satellite TV – 8% with Dish Network and 7% with DirecTV.

Among the group using Insight/Comcast, 53% have Basic Service and 38% have Classic Cable. Among those respondents using Dish Network, 30% have America's Top 120, 28% have Top 180, and 28% have Top 60. Among those using DirecTV, 45% have Total Choice and 34% have Total Choice Plus.

Nearly one-in-ten respondents (8%) use the Pay per View feature with their cable or satellite TV. Among this group, 69% spend under \$10 per month, while 13% spend between \$26-\$40 and 13% spend more than \$40. Excluding PPV, one-third of respondents (33%) spend over \$70 for their monthly cable or satellite TV bill, while 24% spend between \$56-\$70 and 24% spend between \$42-\$55.

The PI, for the TV service satisfaction question (Question 19) is 91, with 34% selecting very satisfied and 57% selecting satisfied.

TV (continued)

Among the respondents selecting *Very Satisfied* or *Satisfied* for Question 19, 33% say that a lower price would be the most important improvement their provider could make, while 10% would like more channels/programs/package options. Among the respondents selecting *Unsatisfied* or *Very Unsatisfied* for Question 19, 55% say that a lower price is the most important improvement their provider could make, while 17% would like more channels/programs/package options.

More than one-quarter of respondents (26%) would be very likely to switch cable/satellite providers for improved service and more channel choices at the same price, while 28% would be somewhat likely to switch. In addition, 39% of respondents are not likely at all to switch.

Telephone, Bundling, and VoIP

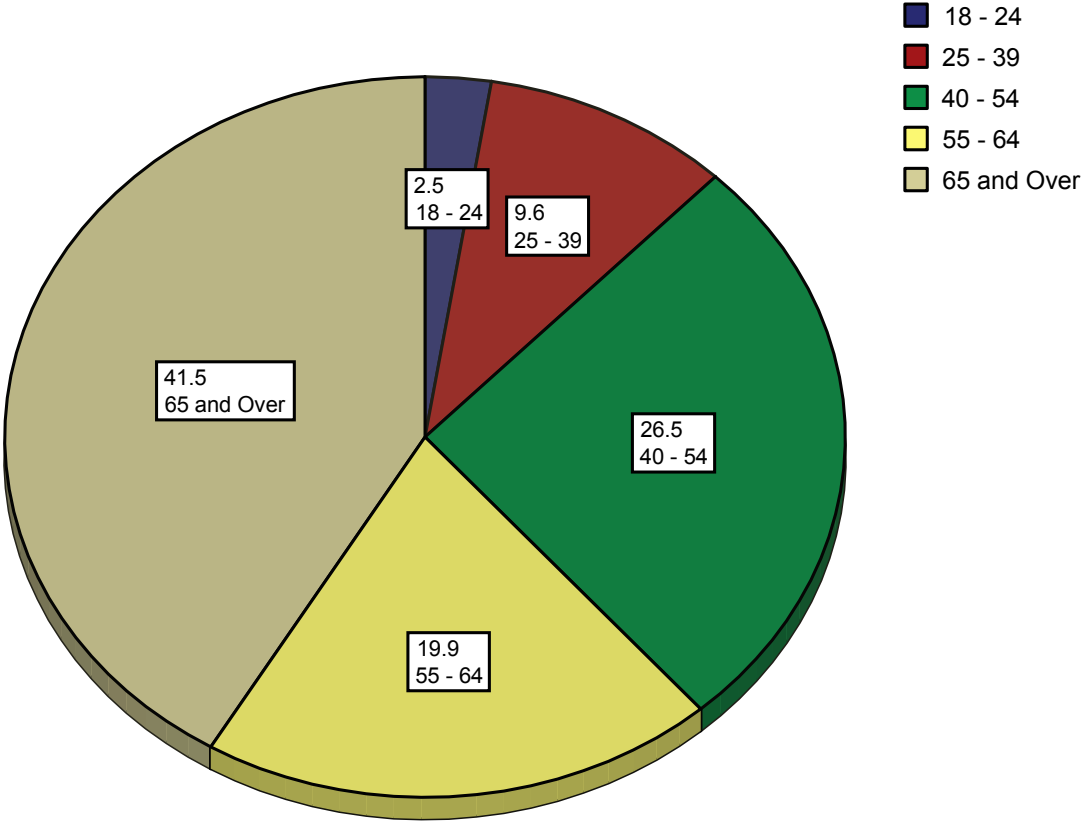
The PI for the Telephone service satisfaction question (Question 22) is 96, with 35% selecting very satisfied and 61% selecting satisfied. More than half of respondents (52%) are either very likely (16%) or somewhat likely (35%) to switch providers if telephone, Internet, and cable TV services could be purchased from a single company. More than four-in-ten (43%) are very unlikely to switch providers based on bundling.

More than one-quarter of respondents (27%) have heard of VoIP, while 73% have not. Nearly six-in-ten respondents (58%) believe that, if AML&P were to offer telecomm services, it would have no effect on the other utility services offered by the city. Sixteen percent believe it would have a very positive effect and 19% believe it would have a somewhat positive effect. Only 7% of respondents believe it would have a somewhat or very negative effect.

One-third of respondents (33%) feel that having several utility services on one monthly bill would be very valuable, while 23% believe it would be somewhat valuable and 21% believe it would not be valuable.

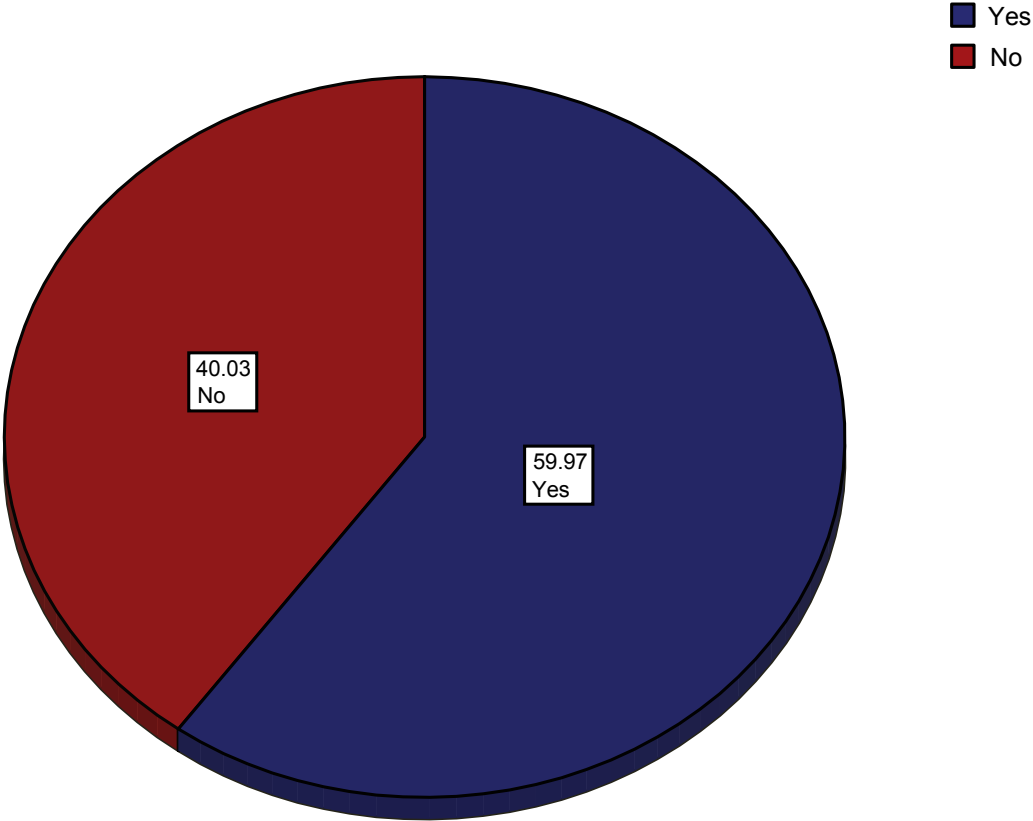
QUESTION-BY-QUESTION RESULTS

Q1. For classification purposes only, please tell me which of the following age categories you fit into.



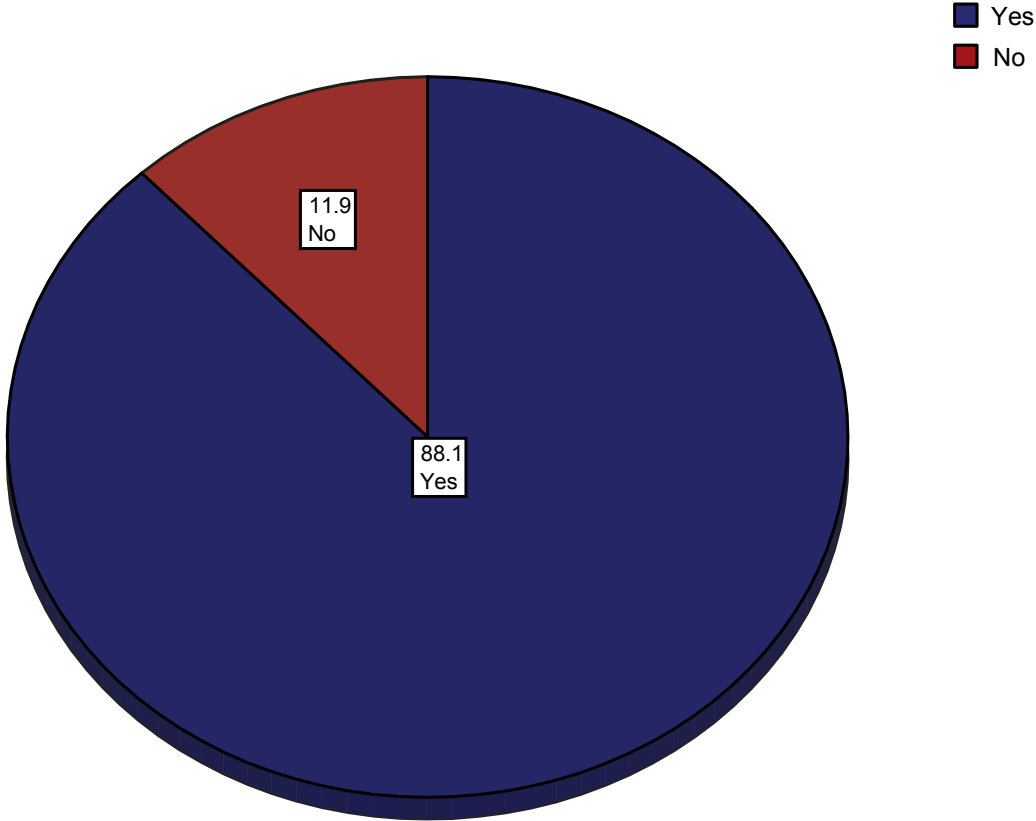
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	15	2.5	2.5	2.5
	25 - 39	57	9.5	9.6	12.1
	40 - 54	157	26.1	26.5	38.6
	55 - 64	118	19.6	19.9	58.5
	65 and Over	246	40.9	41.5	100.0
	Total	593	98.5	100.0	
Missing	Refused	9	1.5		
Total		602	100.0		

Q2. Do you own or use a personal computer in your home?



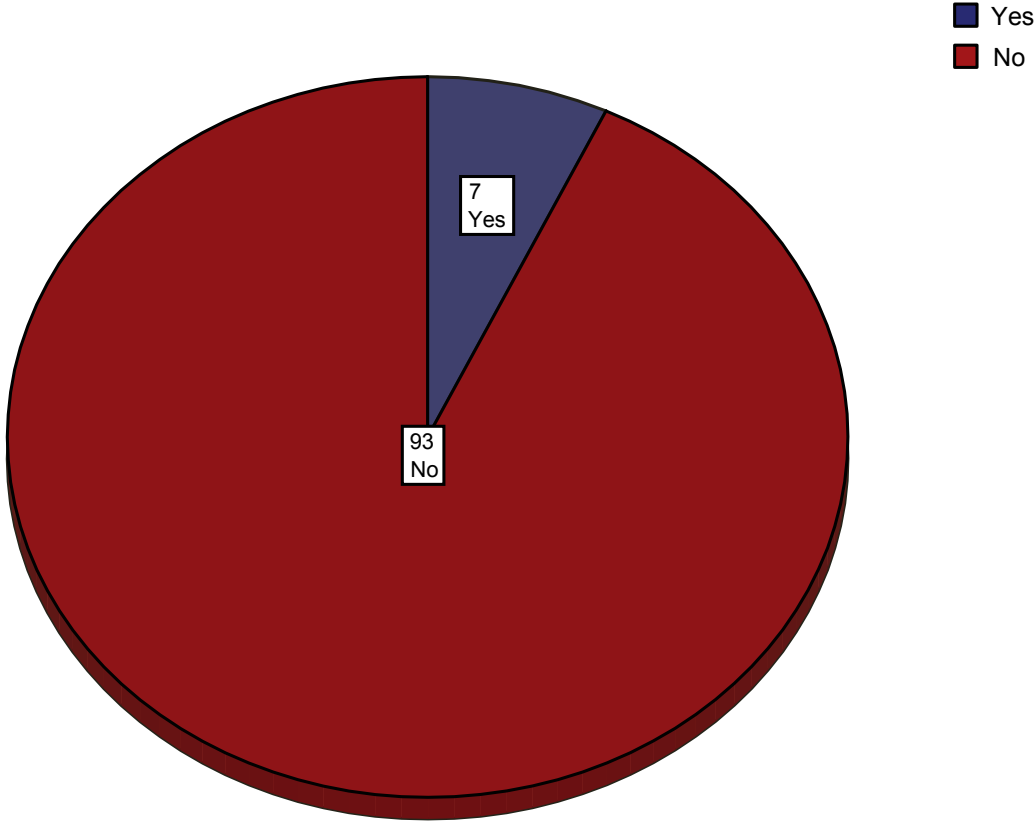
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	361	60.0	60.0	60.0
	No	241	40.0	40.0	100.0
	Total	602	100.0	100.0	

Q3. Are you currently connected to the Internet at your home?



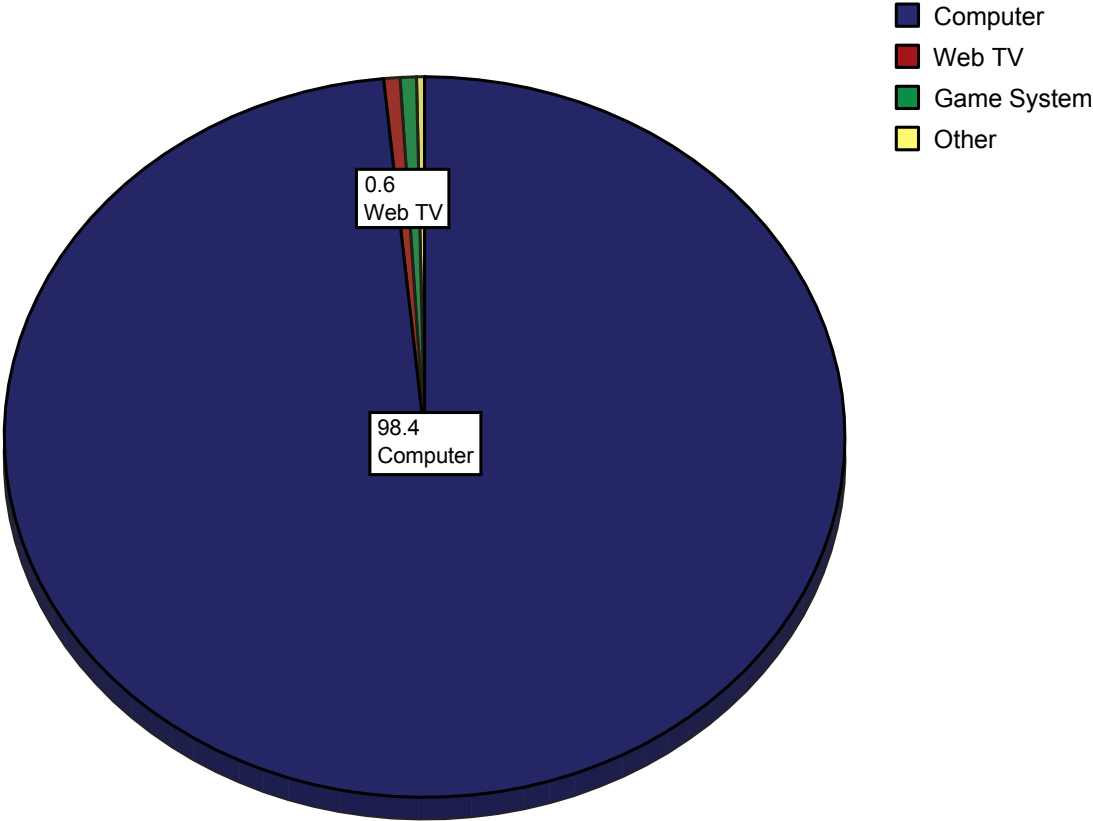
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	318	52.8	88.1	88.1
	No	43	7.1	11.9	100.0
	Total	361	60.0	100.0	
Missing	System	241	40.0		
Total		602	100.0		

Q4. Do you anticipate subscribing to the Internet in the next 12 months?



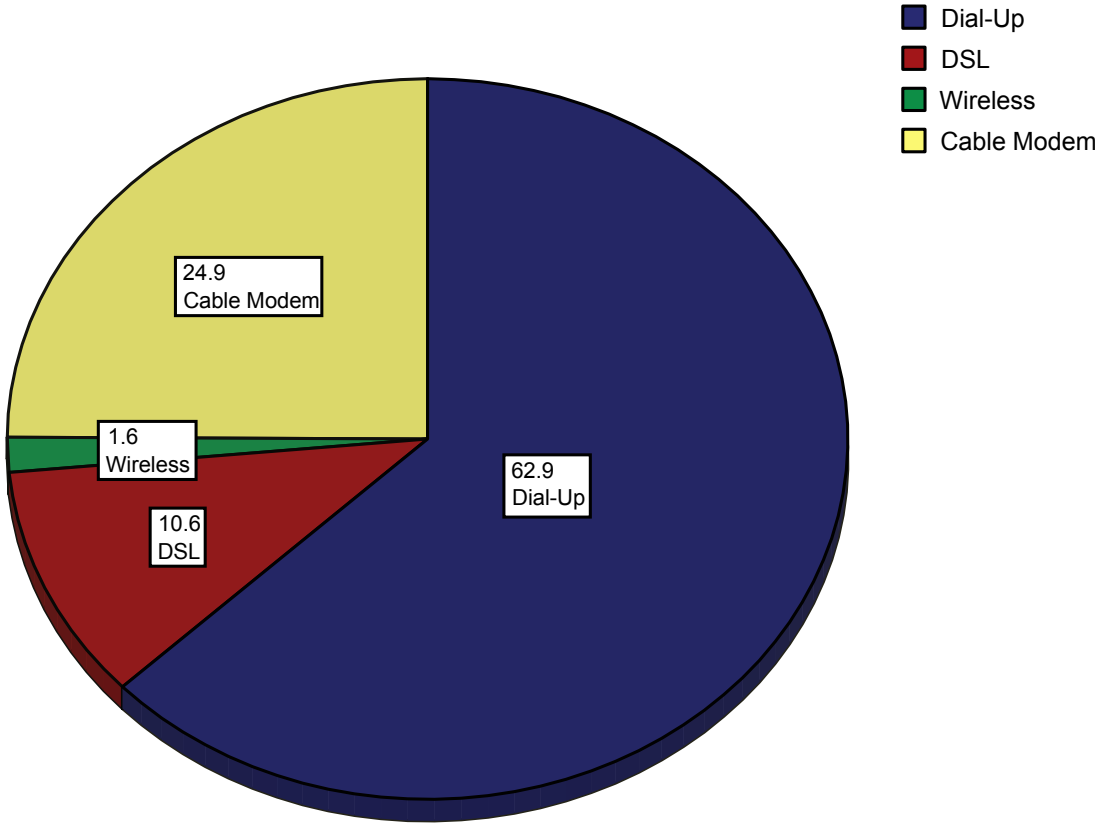
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	.5	7.0	7.0
	No	40	6.6	93.0	100.0
	Total	43	7.1	100.0	
Missing	System	559	92.9		
Total		602	100.0		

Q5. How are you connected?



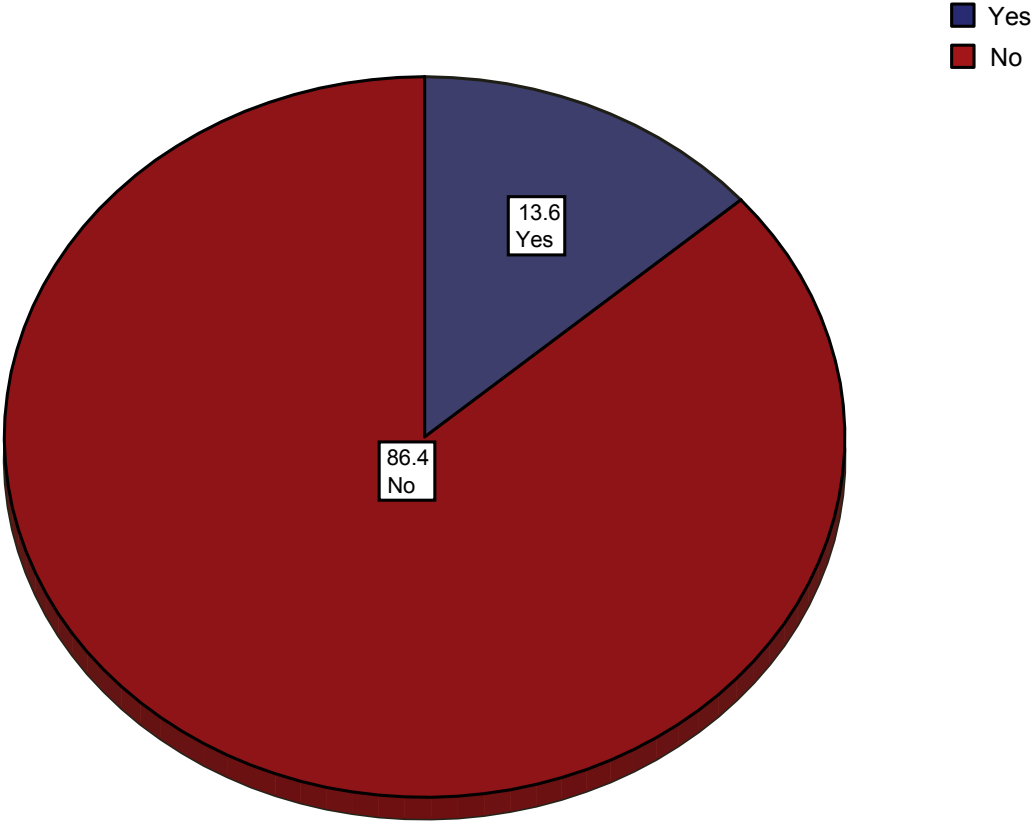
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Computer	316	52.5	98.4	98.4
	Web TV	2	.3	.6	99.1
	Game System	2	.3	.6	99.7
	Other	1	.2	.3	100.0
	Total	321	53.3	100.0	
Missing	System	281	46.7		
Total		602	100.0		

Q6. Is your Internet connected using regular dial-up service, DSL or is it Cable Modem?



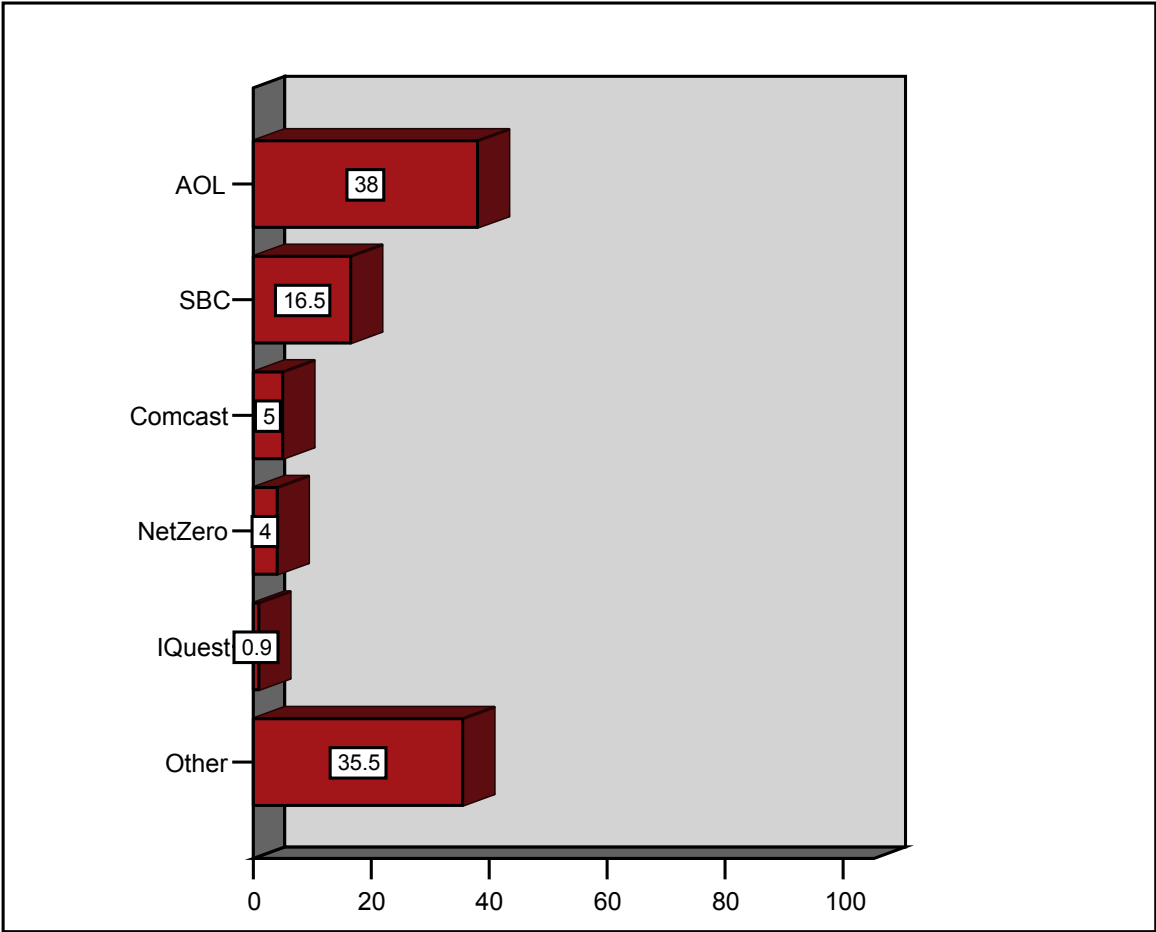
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dial-Up	202	33.6	62.9	62.9
	DSL	34	5.6	10.6	73.5
	Wireless	5	.8	1.6	75.1
	Cable Modem	80	13.3	24.9	100.0
	Total	321	53.3	100.0	
Missing	System	281	46.7		
Total		602	100.0		

Q7. Do you have a second phone line that is used primarily for your Internet connection?



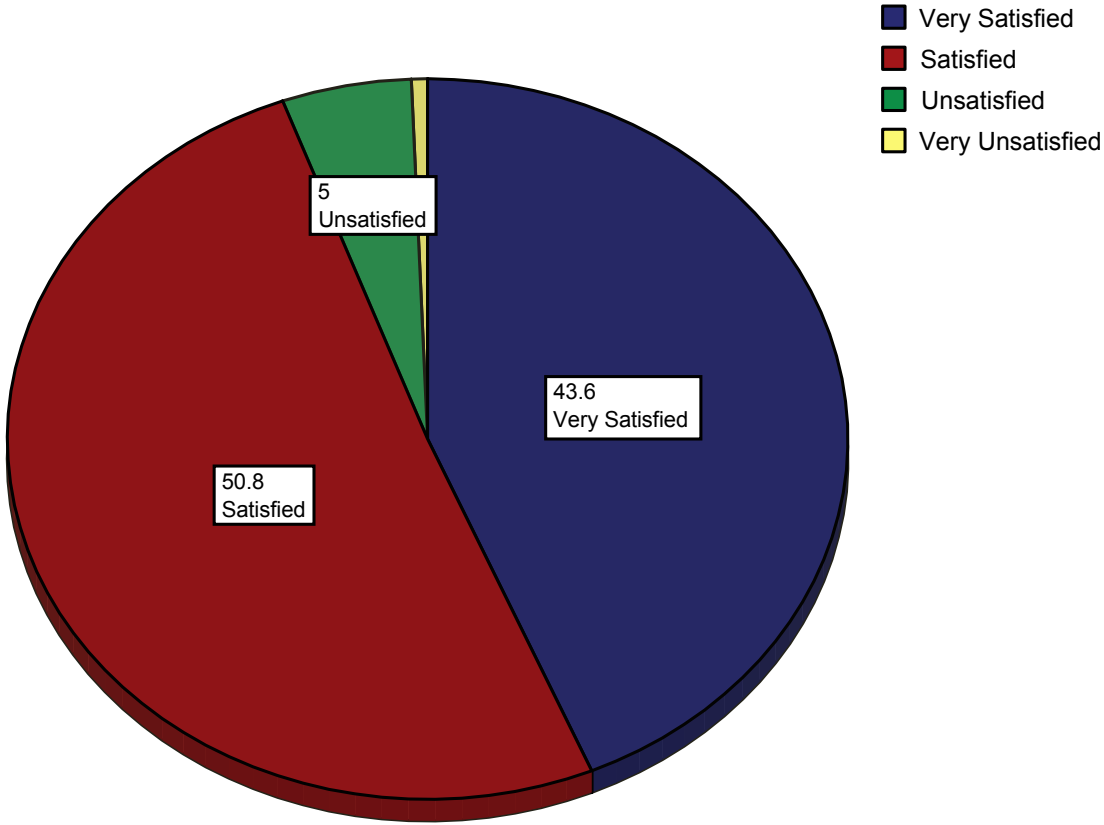
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	5.3	13.6	13.6
	No	204	33.9	86.4	100.0
	Total	236	39.2	100.0	
Missing	System	366	60.8		
Total		602	100.0		

Q8. Who is your current Internet service provider? [no prompt]



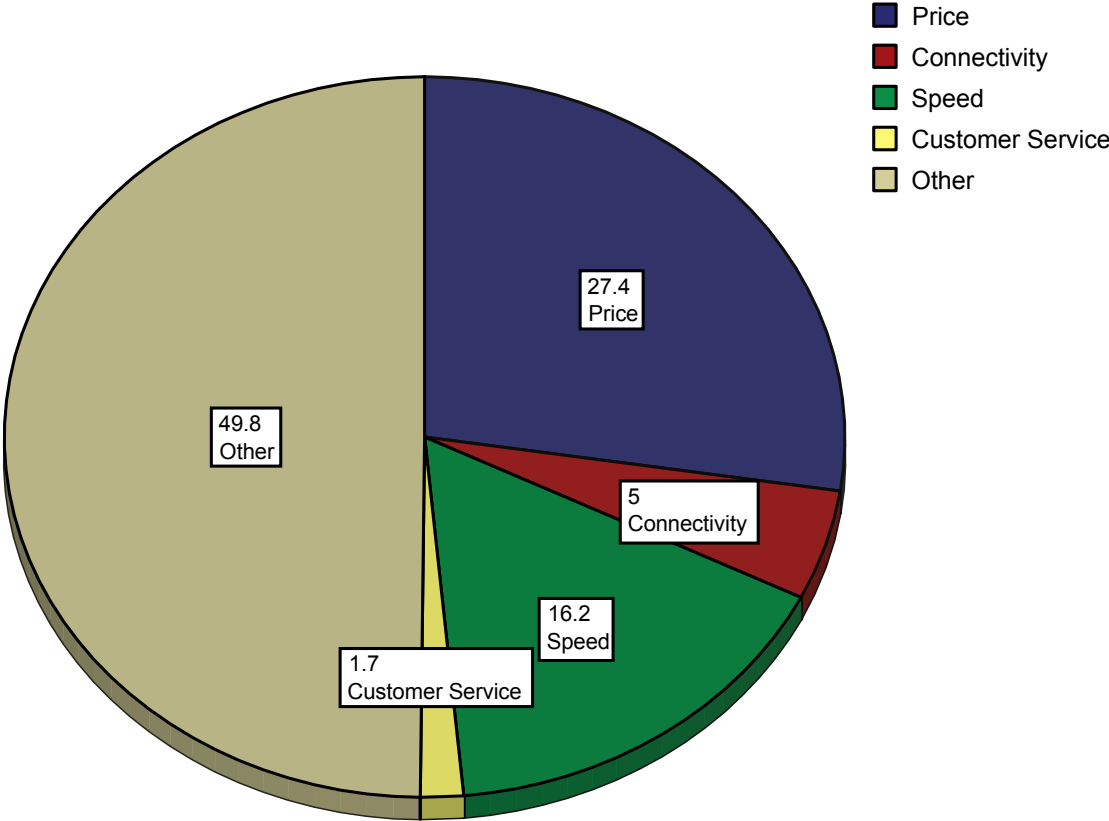
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AOL	122	20.3	38.0	38.0
	NetZero	13	2.2	4.0	42.1
	Comcast	16	2.7	5.0	47.0
	IQuest	3	.5	.9	48.0
	SBC	53	8.8	16.5	64.5
	Other	114	18.9	35.5	100.0
	Total	321	53.3	100.0	
Missing	System	281	46.7		
Total		602	100.0		

Q9. How satisfied are you with the Internet service you receive?



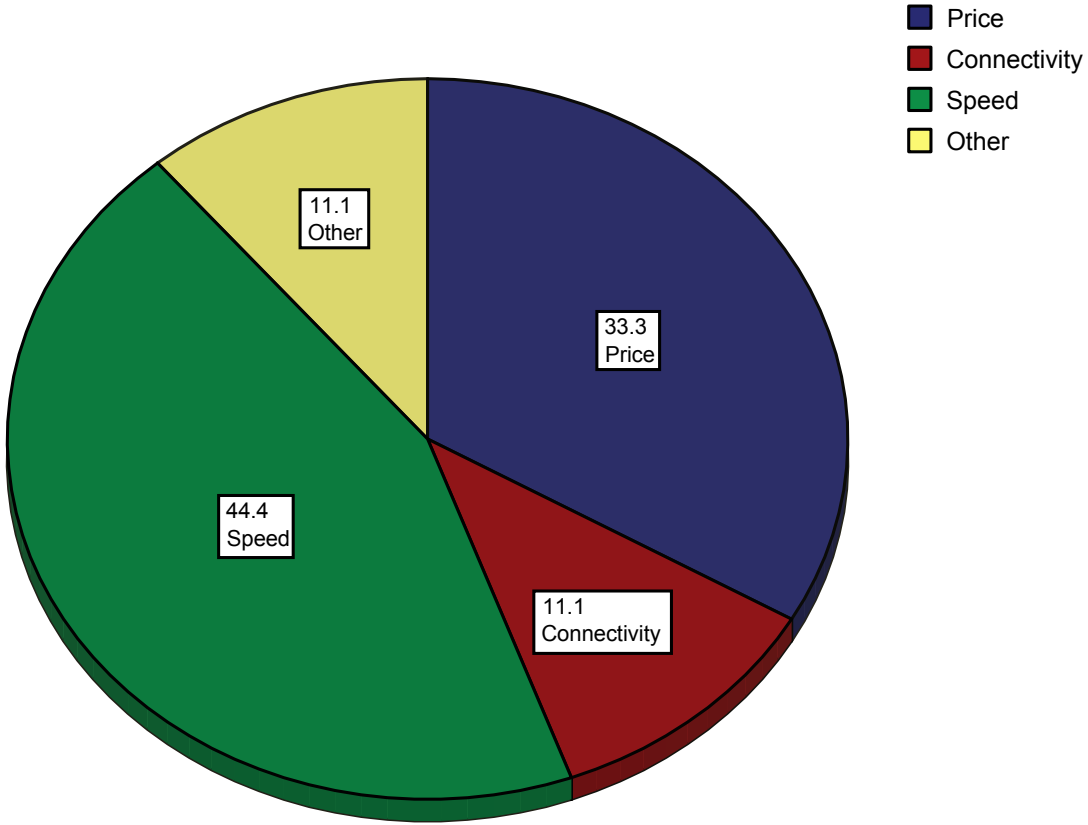
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	140	23.3	43.6	43.6
	Satisfied	163	27.1	50.8	94.4
	Unsatisfied	16	2.7	5.0	99.4
	Very Unsatisfied	2	.3	.6	100.0
	Total	321	53.3	100.0	
Missing	System	281	46.7		
Total		602	100.0		

Q10a. [If Satisfied or Very Satisfied for Q9] What, if anything, would be the most important improvement your Internet provider could make? [No Prompt]



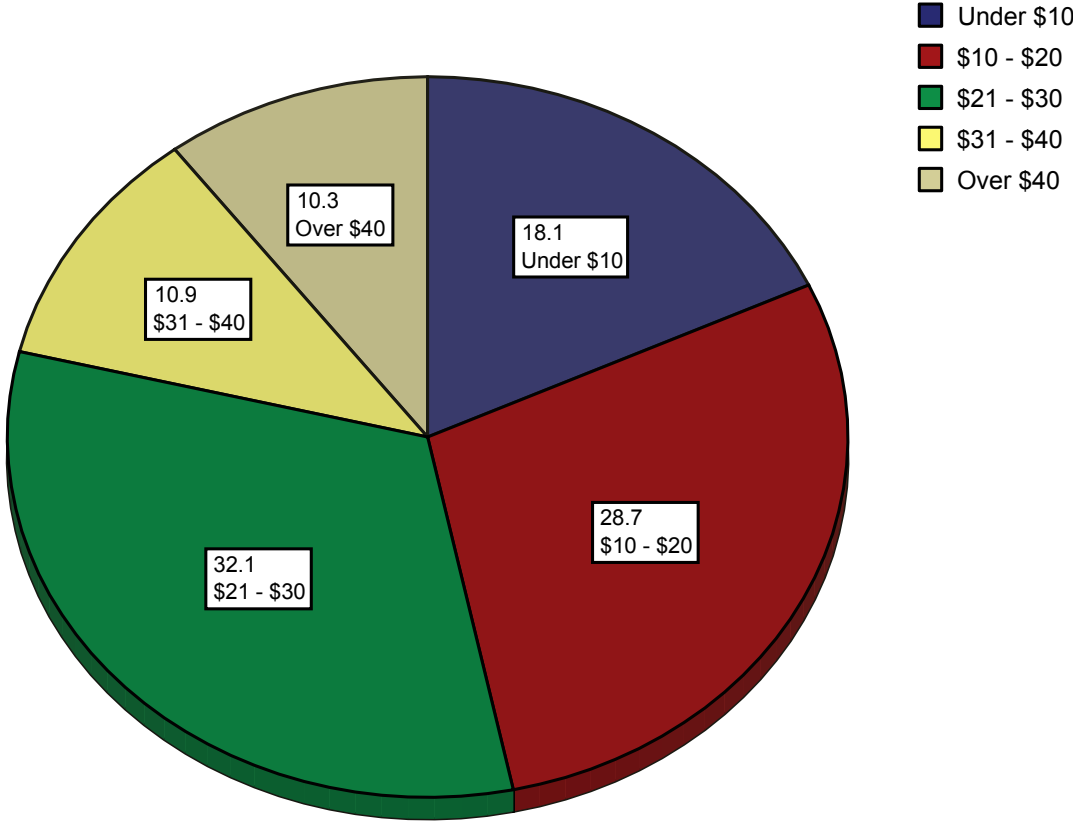
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	83	13.8	27.4	27.4
	Connectivity	15	2.5	5.0	32.3
	Speed	49	8.1	16.2	48.5
	Customer Service	5	.8	1.7	50.2
	Other	151	25.1	49.8	100.0
	Total	303	50.3	100.0	
Missing	System	299	49.7		
Total		602	100.0		

Q10a. [If Unsatisfied or Very Unsatisfied for Q9] What, if anything, would be the most important improvement your Internet provider could make? [No Prompt]



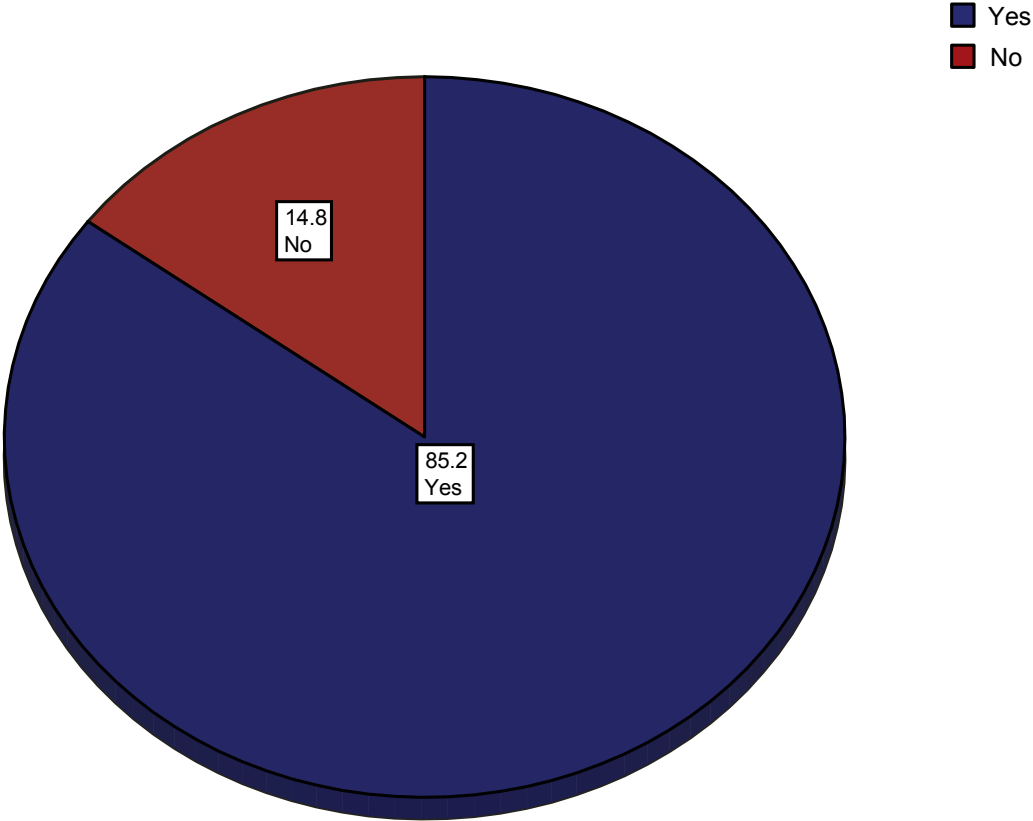
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	6	1.0	33.3	33.3
	Connectivity	2	.3	11.1	44.4
	Speed	8	1.3	44.4	88.9
	Other	2	.3	11.1	100.0
	Total	18	3.0	100.0	
Missing	System	584	97.0		
Total		602	100.0		

Q11. How much do you spend per month for Internet?? [No Prompt]



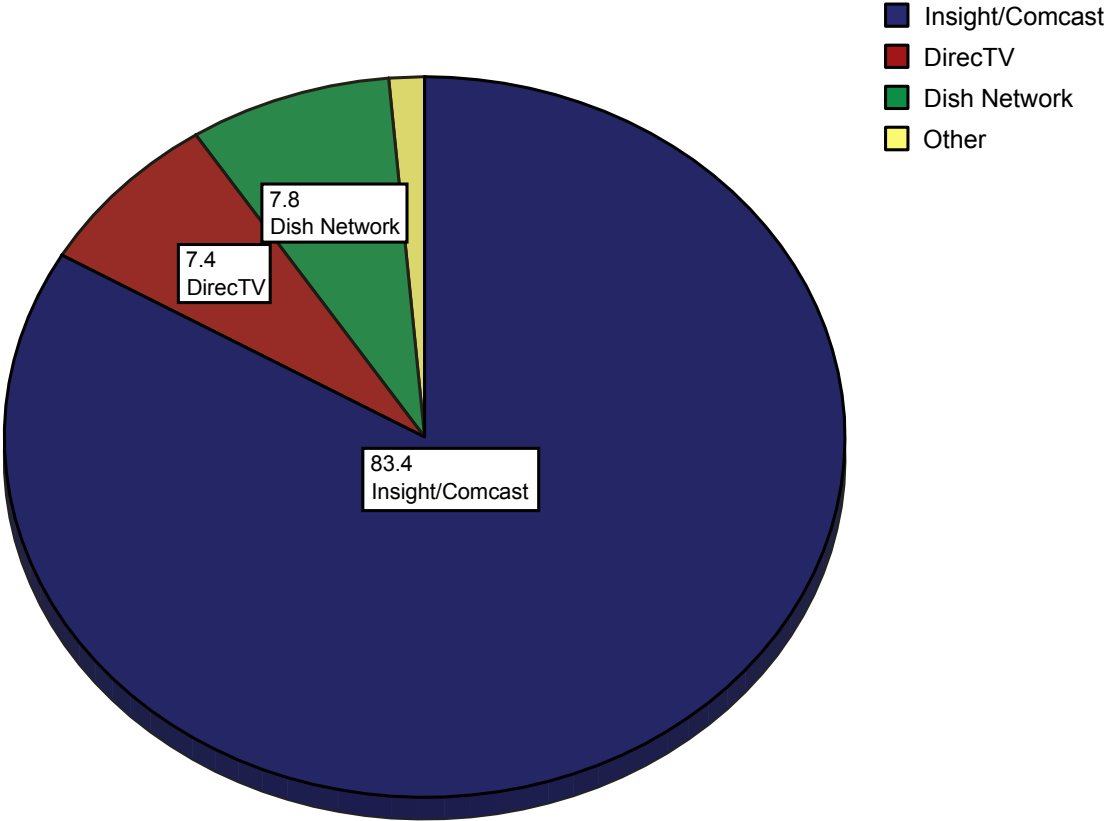
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$10	58	9.6	18.1	18.1
	\$10 - \$20	92	15.3	28.7	46.7
	\$21 - \$30	103	17.1	32.1	78.8
	\$31 - \$40	35	5.8	10.9	89.7
	Over \$40	33	5.5	10.3	100.0
	Total	321	53.3	100.0	
Missing	System	281	46.7		
Total		602	100.0		

Q12. Do you currently subscribe to cable or satellite TV?



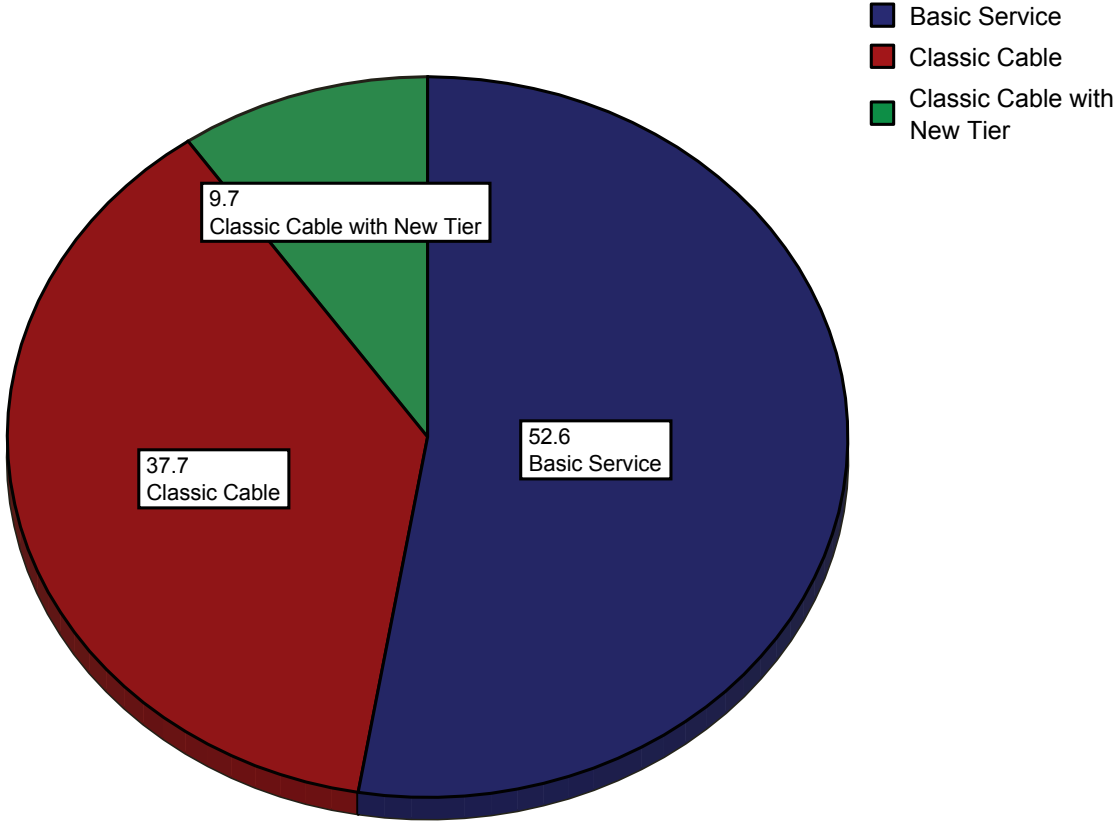
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	513	85.2	85.2	85.2
	No	89	14.8	14.8	100.0
	Total	602	100.0	100.0	

Q13. Who is your provider? [No Prompt]



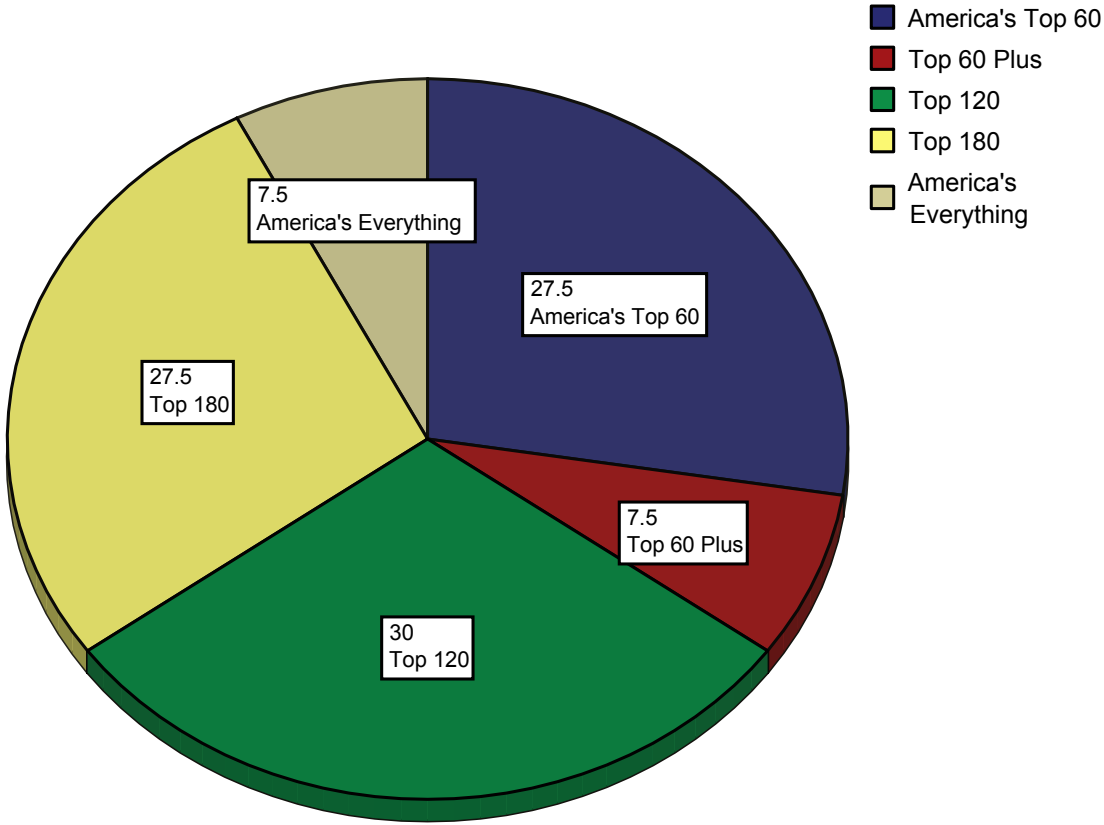
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insight/Comcast	428	71.1	83.4	83.4
	DirecTV	38	6.3	7.4	90.8
	Dish Network	40	6.6	7.8	98.6
	Other	7	1.2	1.4	100.0
	Total	513	85.2	100.0	
Missing	System	89	14.8		
Total		602	100.0		

**Q14a. What base package do you subscribe to?
Insight/Comcast:**



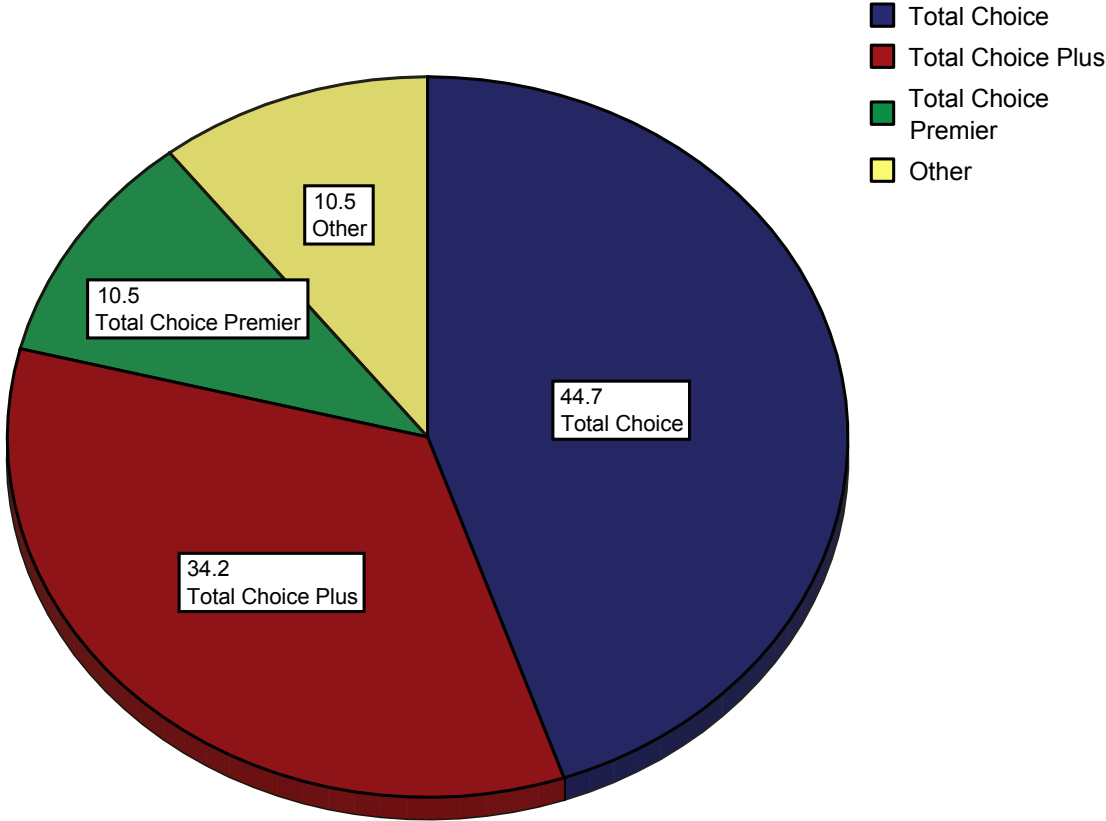
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Basic Service	229	38.0	52.6	52.6
	Classic Cable	164	27.2	37.7	90.3
	Classic Cable with New Tier	42	7.0	9.7	100.0
	Total	435	72.3	100.0	
Missing	System	167	27.7		
Total		602	100.0		

Q14b. What base package do you subscribe to? Dish Network:



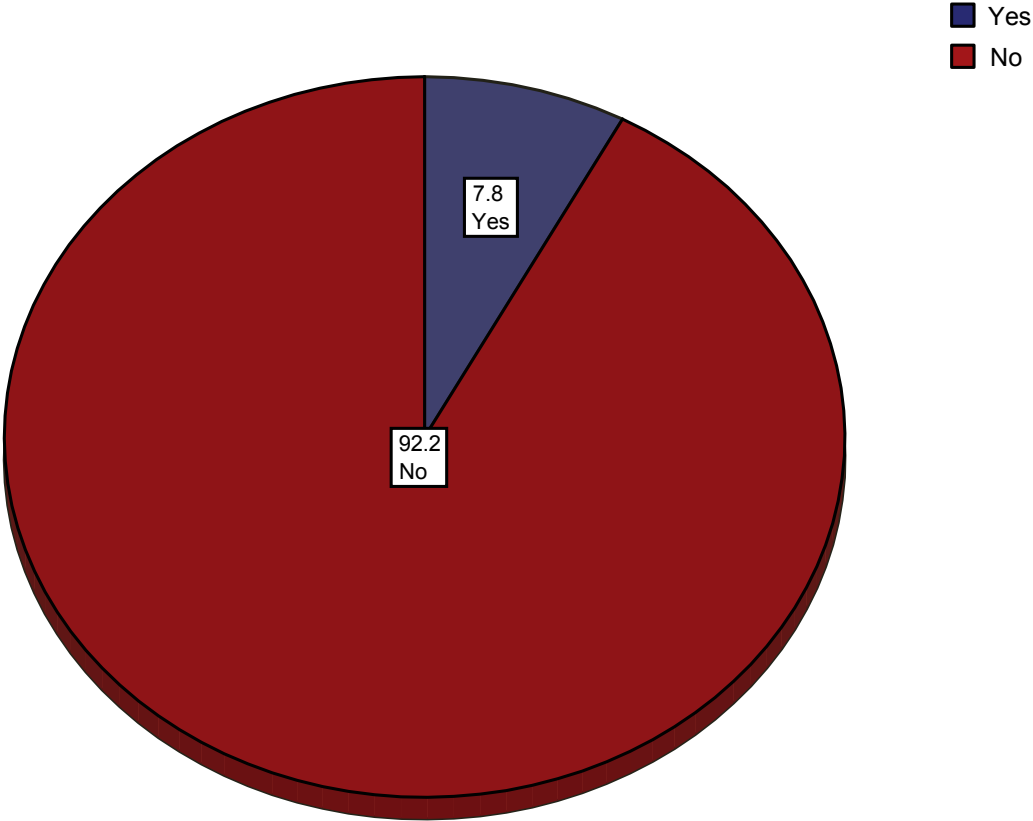
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	America's Top 60	11	1.8	27.5	27.5
	Top 60 Plus	3	.5	7.5	35.0
	Top 120	12	2.0	30.0	65.0
	Top 180	11	1.8	27.5	92.5
	America's Everything	3	.5	7.5	100.0
	Total	40	6.6	100.0	
Missing	System	562	93.4		
Total		602	100.0		

Q14c. What base package do you subscribe to? Direct TV:



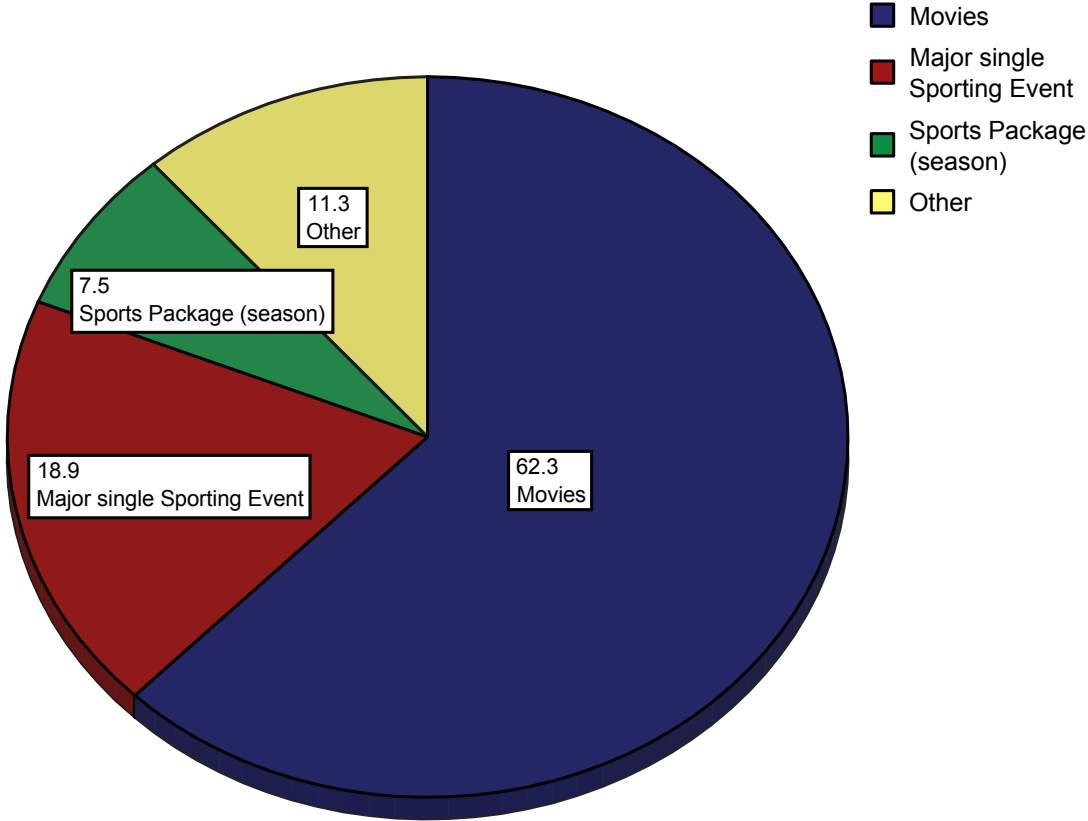
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Total Choice	17	2.8	44.7	44.7
	Total Choice Plus	13	2.2	34.2	78.9
	Total Choice Premier	4	.7	10.5	89.5
	Other	4	.7	10.5	100.0
	Total	38	6.3	100.0	
Missing	System	564	93.7		
Total		602	100.0		

Q15. Do you use the Pay per View feature (if available)?



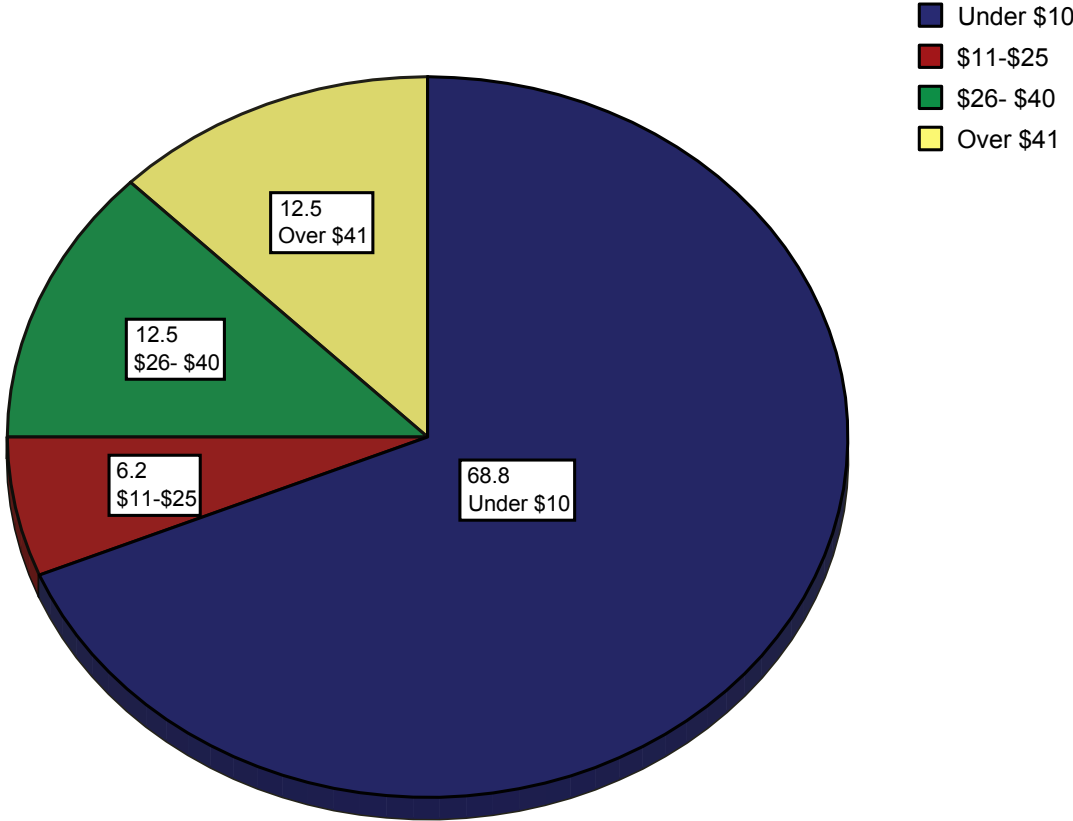
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	6.6	7.8	7.8
	No	473	78.6	92.2	100.0
	Total	513	85.2	100.0	
Missing	System	89	14.8		
Total		602	100.0		

Q16. What types of programming do you enjoy through Pay per View? [Circle all that apply]



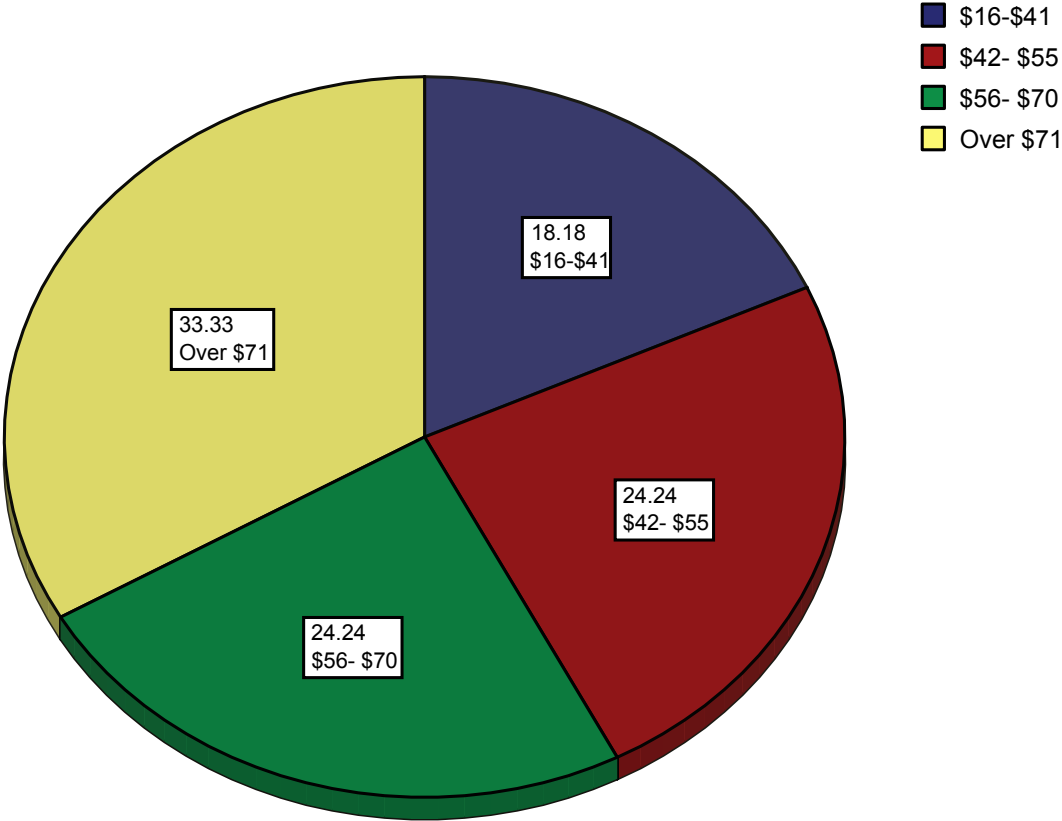
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Movies	33	1.4	62.3	62.3
	Major single Sporting Event	10	.4	18.9	81.1
	Sports Package (season)	4	.2	7.5	88.7
	Other	6	.2	11.3	100.0
	Total	53	2.2	100.0	
Missing	System	2355	97.8		
Total		2408	100.0		

Q17. On average, how much do you spend per month on Pay per View service? [No Prompt]



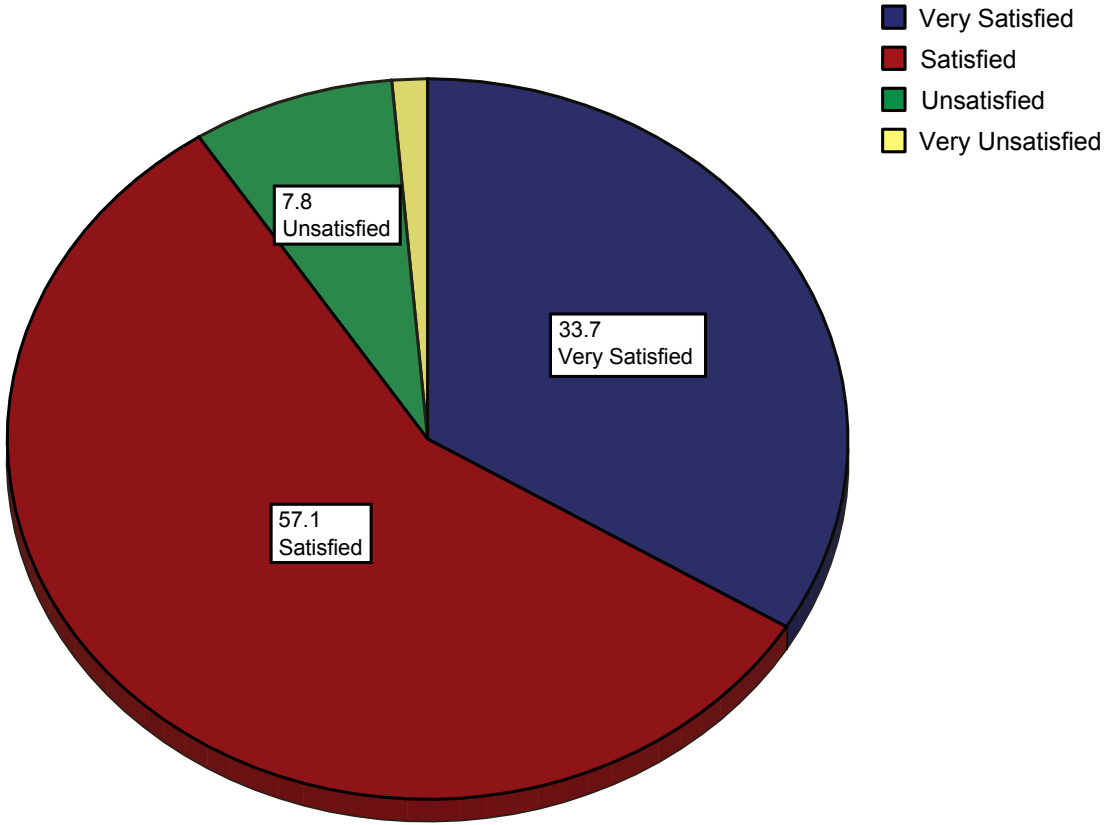
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$10	22	3.7	68.8	68.8
	\$11-\$25	2	.3	6.3	75.0
	\$26-\$40	4	.7	12.5	87.5
	Over \$41	4	.7	12.5	100.0
	Total	32	5.3	100.0	
Missing	Refused/Don't Know	8	1.3		
	System	562	93.4		
	Total	570	94.7		
Total		602	100.0		

Q18. What is your total monthly bill excluding PPV for cable or satellite service? [No Prompt]



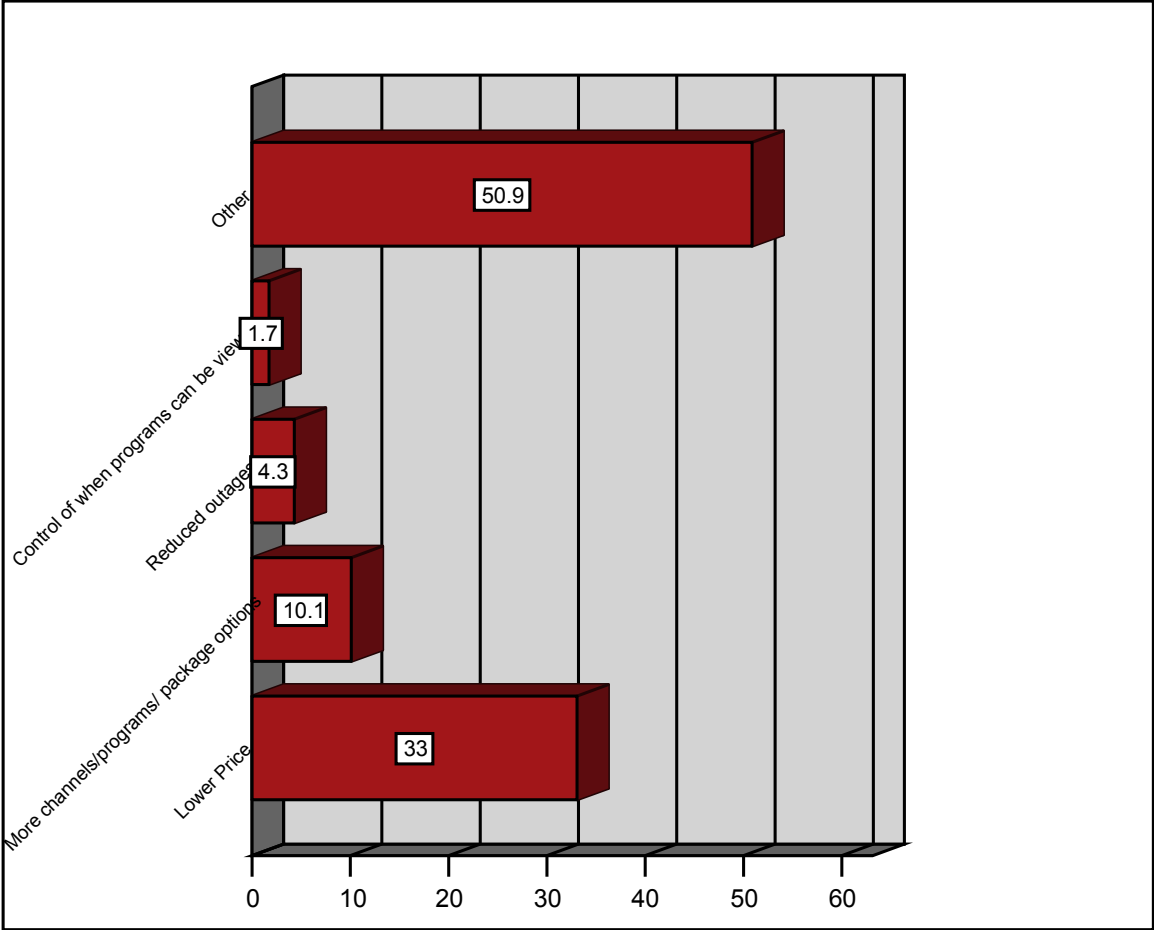
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$16-\$41	6	1.0	18.2	18.2
	\$42-\$55	8	1.3	24.2	42.4
	\$56-\$70	8	1.3	24.2	66.7
	Over \$71	11	1.8	33.3	100.0
	Total	33	5.5	100.0	
Missing	Refused/Don't Know	7	1.2		
	System	562	93.4		
	Total	569	94.5		
Total		602	100.0		

Q19. How satisfied are you with your present service?



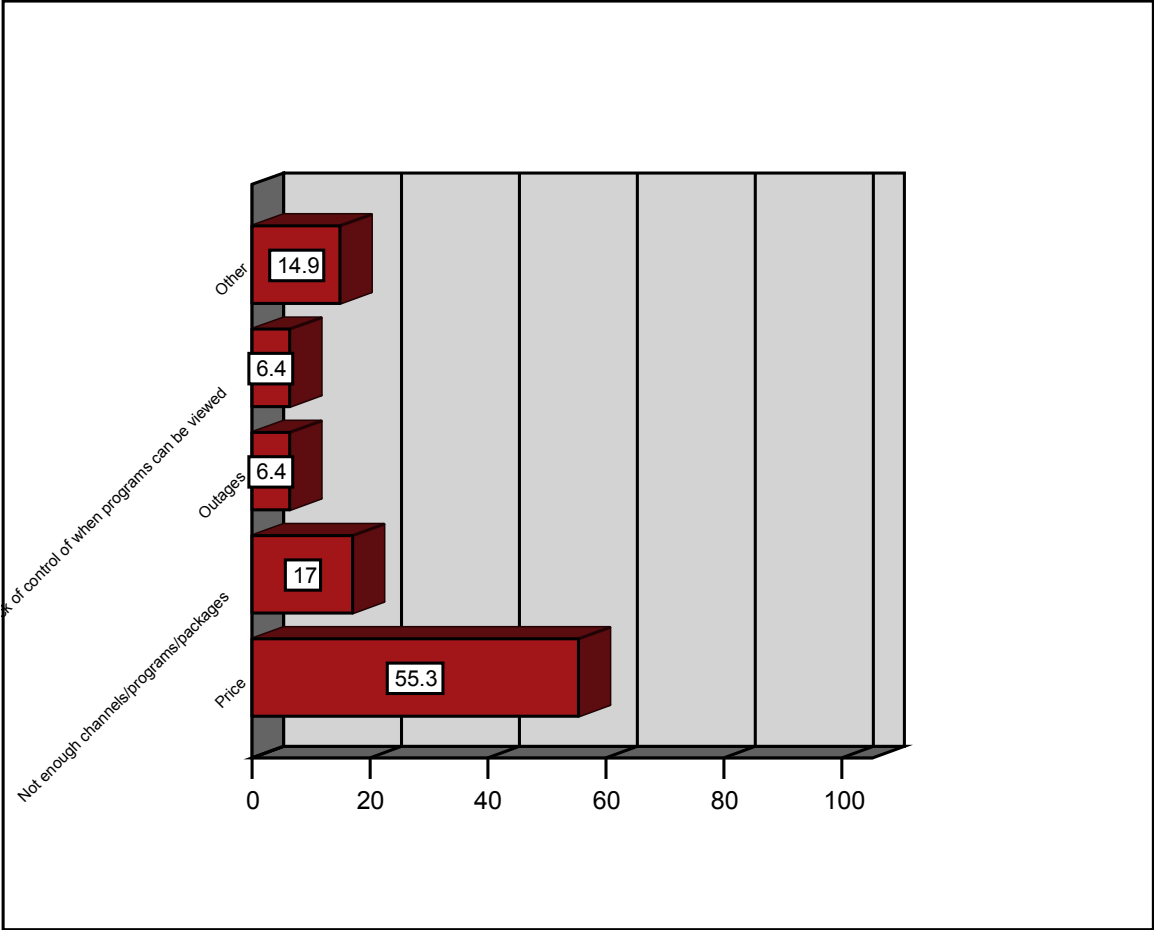
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	173	28.7	33.7	33.7
	Satisfied	293	48.7	57.1	90.8
	Unsatisfied	40	6.6	7.8	98.6
	Very Unsatisfied	7	1.2	1.4	100.0
	Total	513	85.2	100.0	
Missing	System	89	14.8		
Total		602	100.0		

Q20a. [If Satisfied or Very Satisfied for Q19] What, if anything, would be the most important improvement your provider could make? [No Prompt]



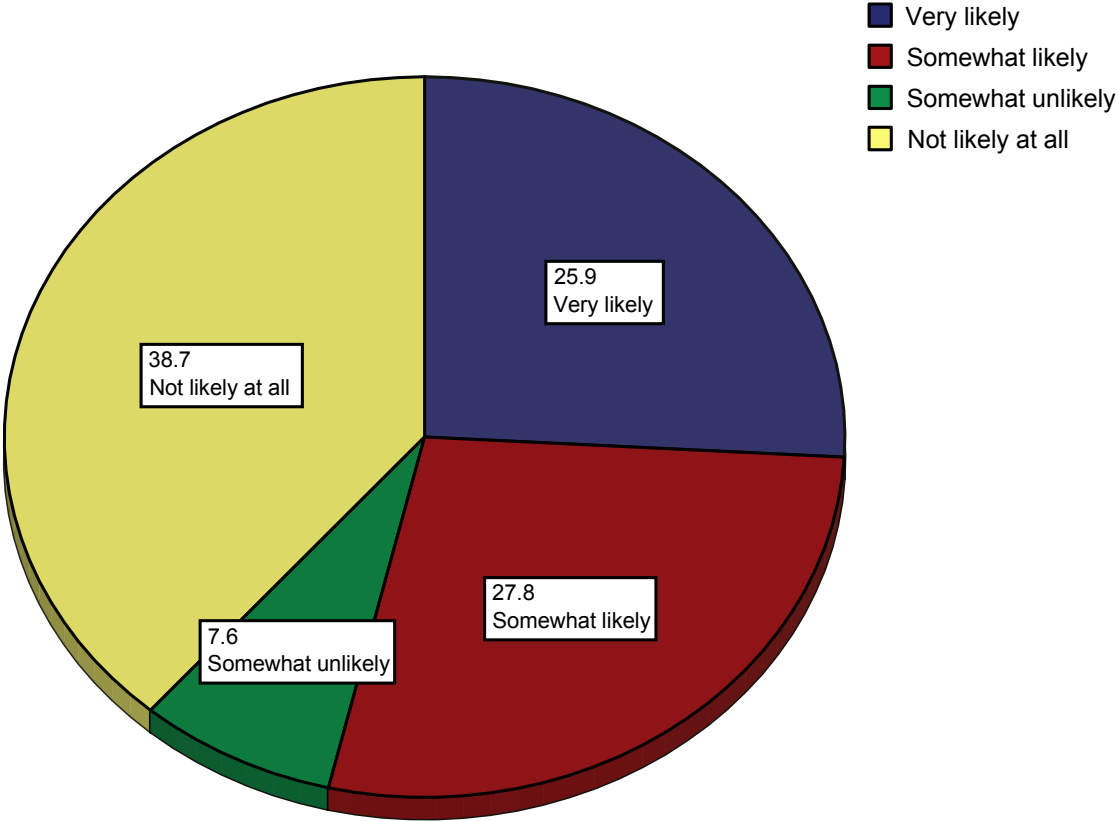
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower Price	154	25.6	33.0	33.0
	More channels/programs/ package options	47	7.8	10.1	43.1
	Reduced outages	20	3.3	4.3	47.4
	More control of when a program can be viewed	8	1.3	1.7	49.1
	Other	237	39.4	50.9	100.0
	Total	466	77.4	100.0	
Missing	System	136	22.6		
Total		602	100.0		

Q20b. [If Unsatisfied or Very Unsatisfied for Q19] What, if anything, would be the most important improvement your provider could make? [No Prompt]



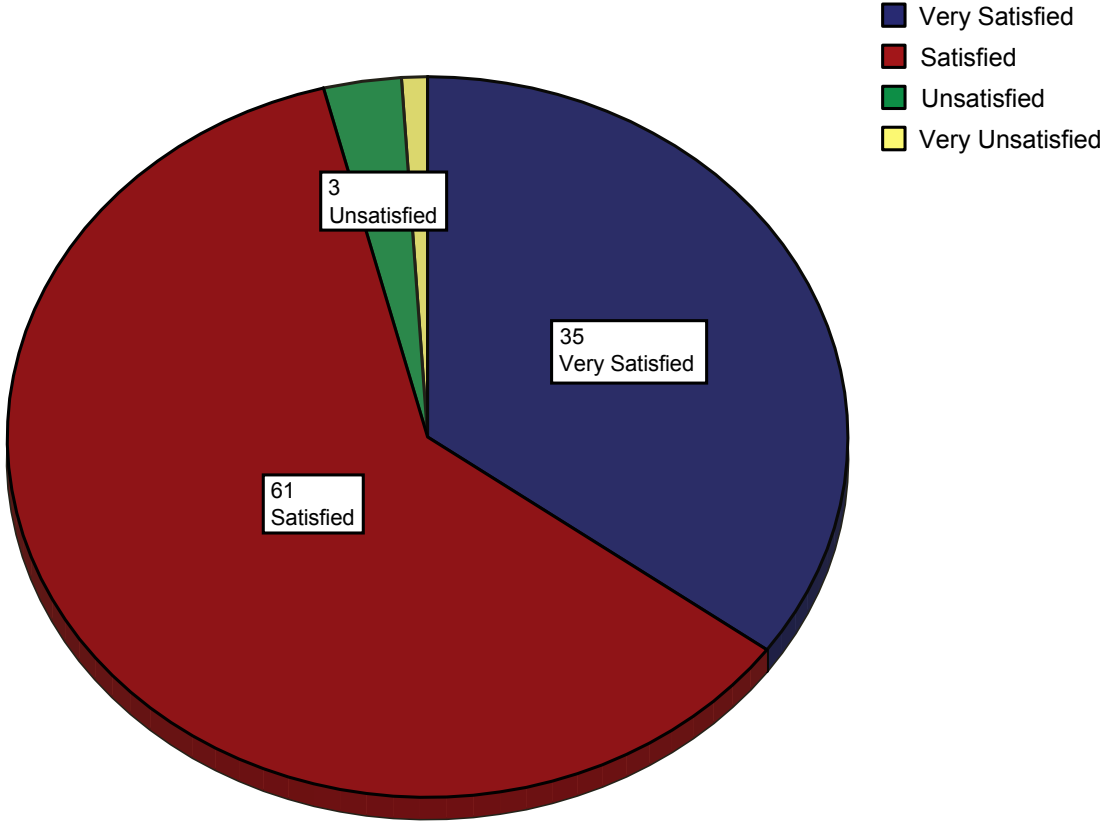
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	26	4.3	55.3	55.3
	Not enough channels/programs/package options	8	1.3	17.0	72.3
	Outages	3	.5	6.4	78.7
	Lack of control of when a program can be viewed	3	.5	6.4	85.1
	Other	7	1.2	14.9	100.0
	Total	47	7.8	100.0	
Missing	System	555	92.2		
Total		602	100.0		

Q21. How likely would you be to switch cable/satellite providers for improved service and more channel choices at the same price?



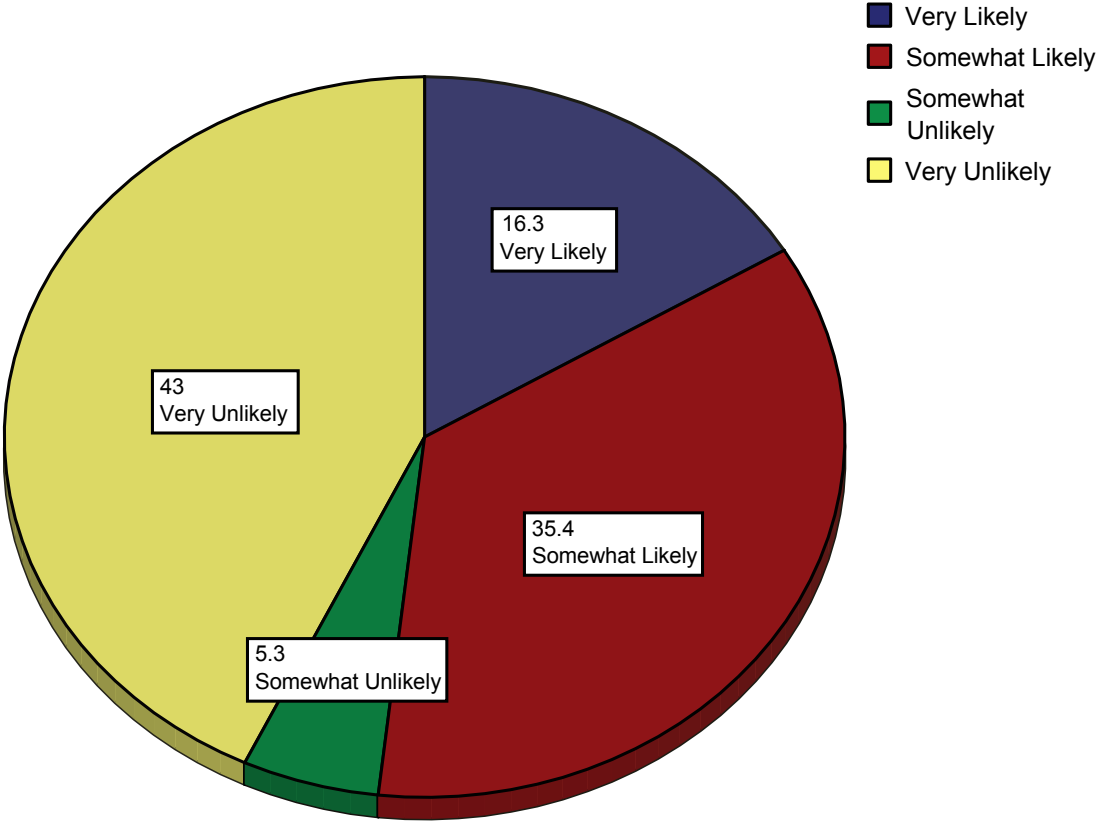
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	95	15.8	25.9	25.9
	Somewhat likely	102	16.9	27.8	53.7
	Somewhat unlikely	28	4.7	7.6	61.3
	Not likely at all	142	23.6	38.7	100.0
	Total	367	61.0	100.0	
Missing	Don't know	146	24.3		
	System	89	14.8		
	Total	235	39.0		
Total		602	100.0		

Q22. How satisfied are you with your current local phone service provider?



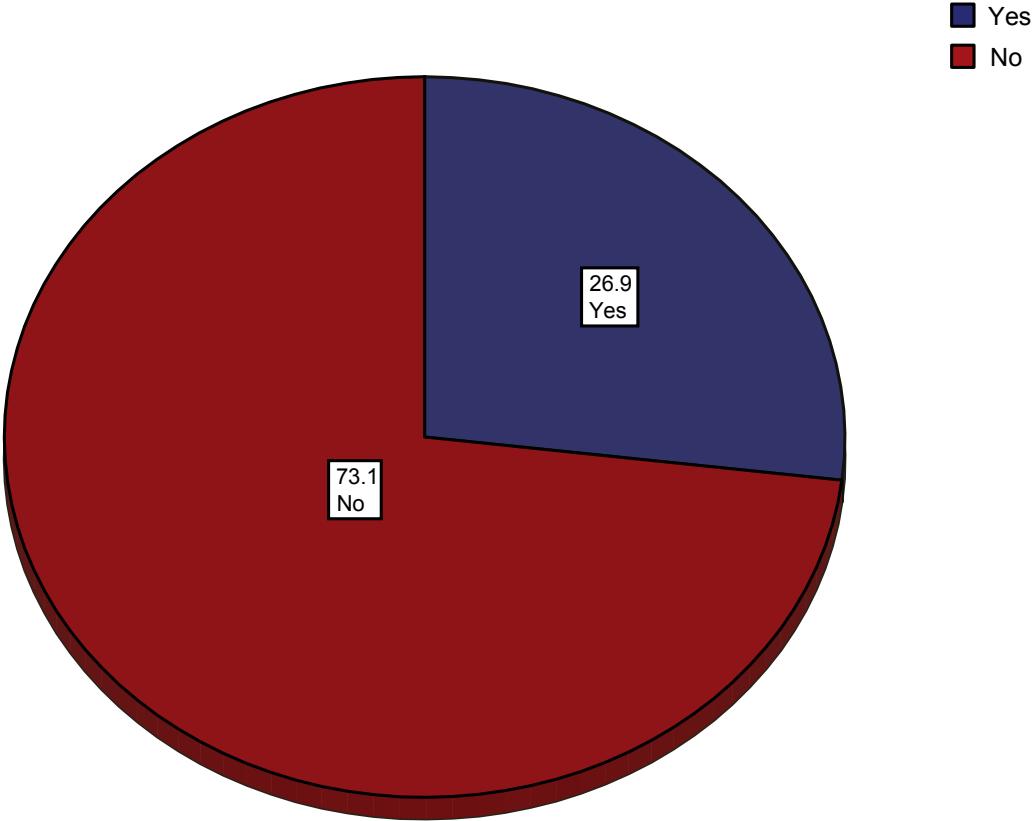
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	211	35.0	35.0	35.0
	Satisfied	367	61.0	61.0	96.0
	Unsatisfied	18	3.0	3.0	99.0
	Very Unsatisfied	6	1.0	1.0	100.0
	Total	602	100.0	100.0	

Q23. How likely would you be to switch providers if Telephone, Internet and Cable TV services could all be purchased from a single company?



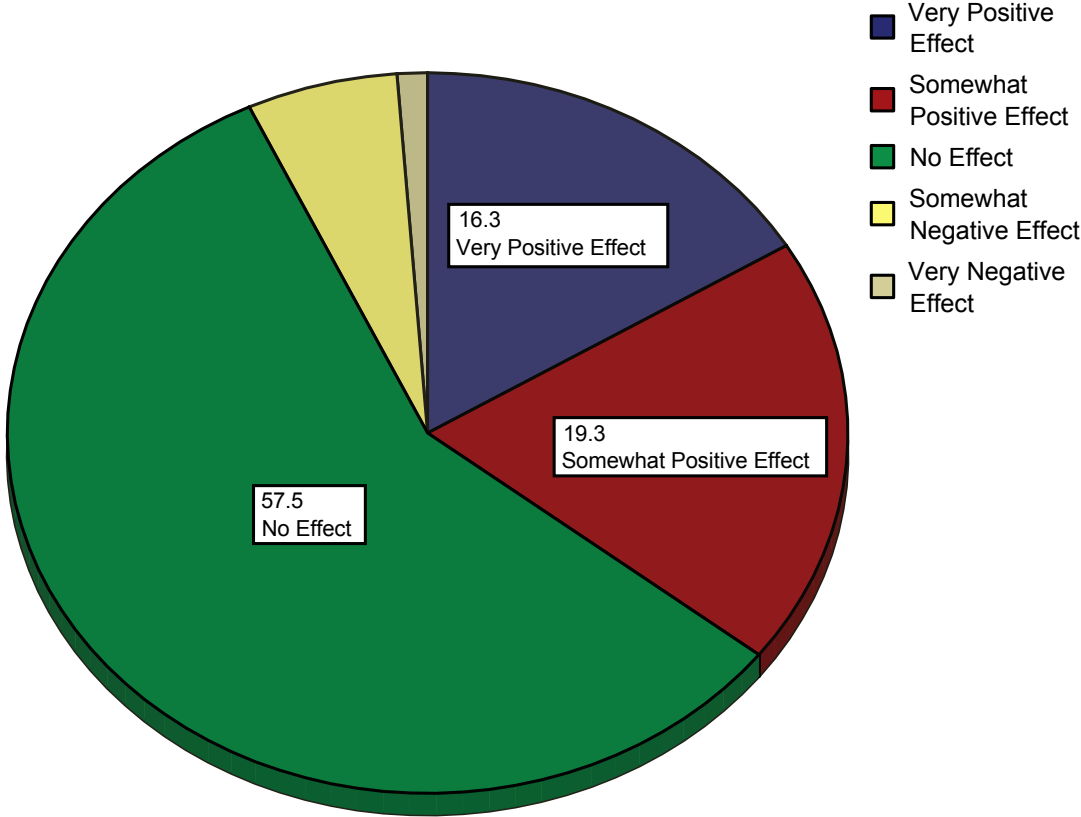
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	65	10.8	16.3	16.3
	Somewhat Likely	141	23.4	35.4	51.8
	Somewhat Unlikely	21	3.5	5.3	57.0
	Very Unlikely	171	28.4	43.0	100.0
	Total	398	66.1	100.0	
Missing	Don't know	204	33.9		
Total		602	100.0		

Q24. Have you heard about getting telephone service through your Internet provider also known as Voice over IP?



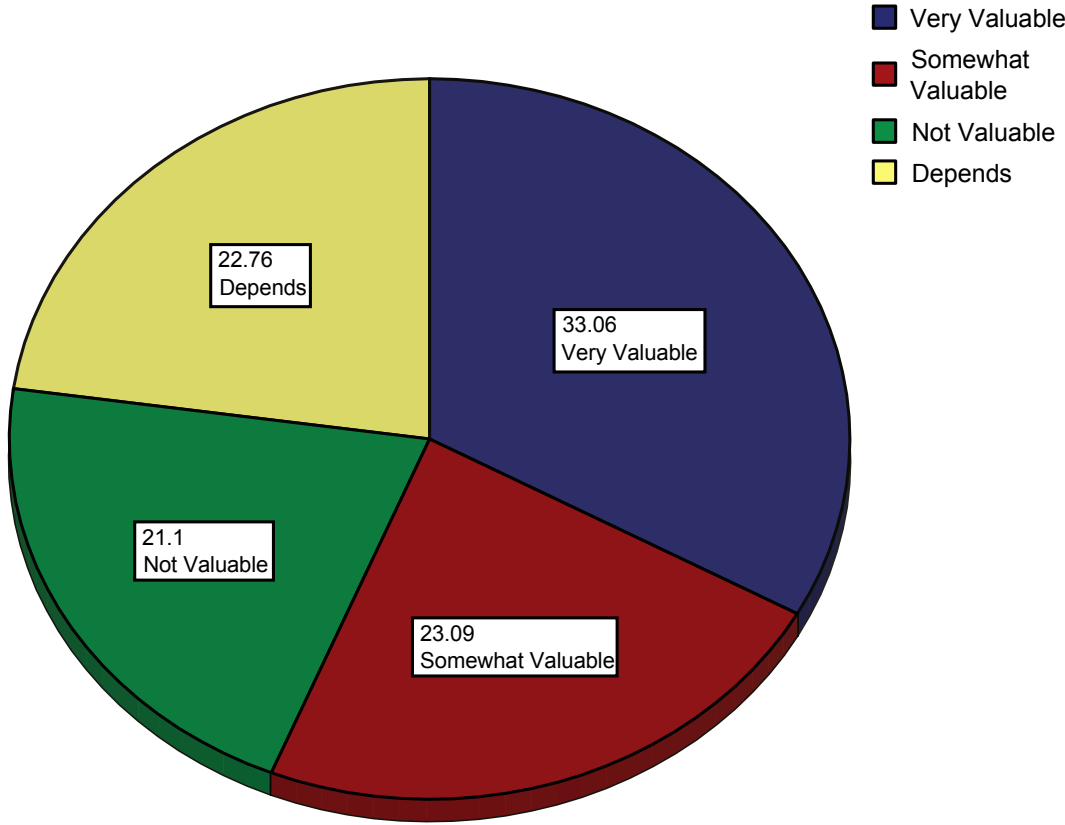
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	162	26.9	26.9	26.9
	No	440	73.1	73.1	100.0
	Total	602	100.0	100.0	

Q25. If AML&P were to offer telecommunications services such as Internet, what affect do you think it will have on the other utility services currently offered by the City?



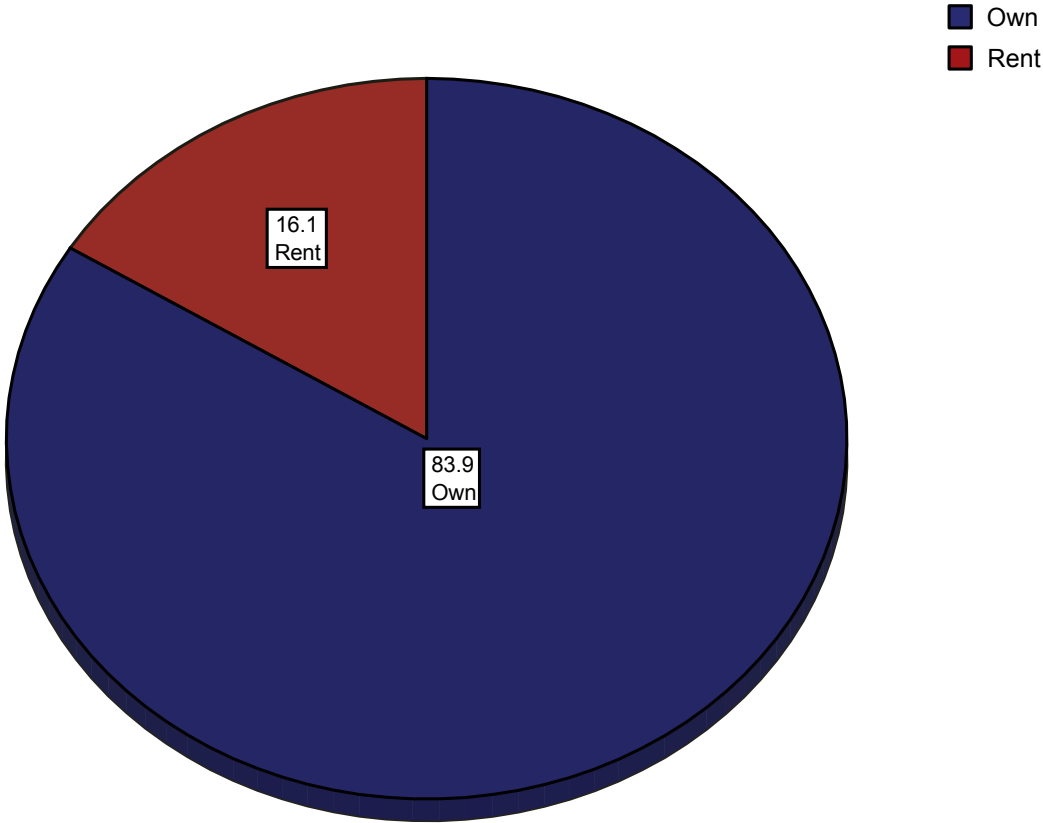
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Positive Effect	98	16.3	16.3	16.3
	Somewhat Positive Effect	116	19.3	19.3	35.5
	No Effect	346	57.5	57.5	93.0
	Somewhat Negative Effect	35	5.8	5.8	98.8
	Very Negative Effect	7	1.2	1.2	100.0
	Total	602	100.0	100.0	

Q26. If it were available at no additional cost, how valuable would it be to you to have several of your utility services billed on one monthly bill?



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Valuable	199	33.1	33.1	33.1
	Somewhat Valuable	139	23.1	23.1	56.1
	Not Valuable	127	21.1	21.1	77.2
	Depends	137	22.8	22.8	100.0
	Total	602	100.0	100.0	

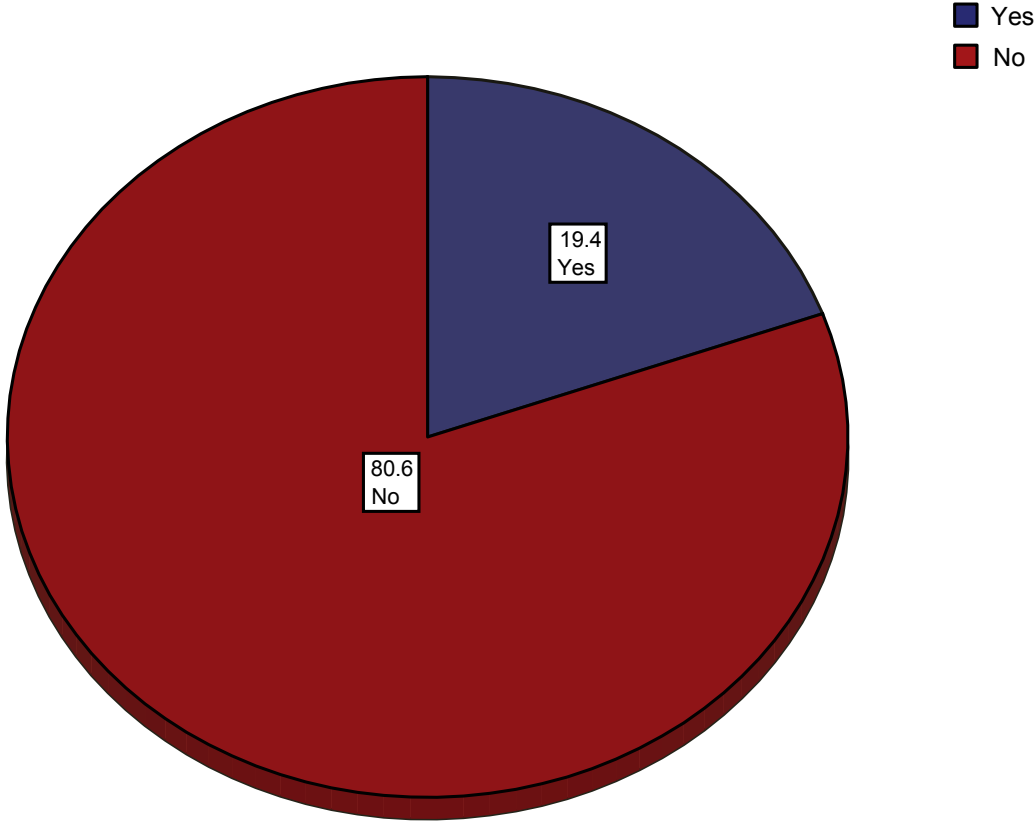
Q28. Do you own or rent where you live?



1

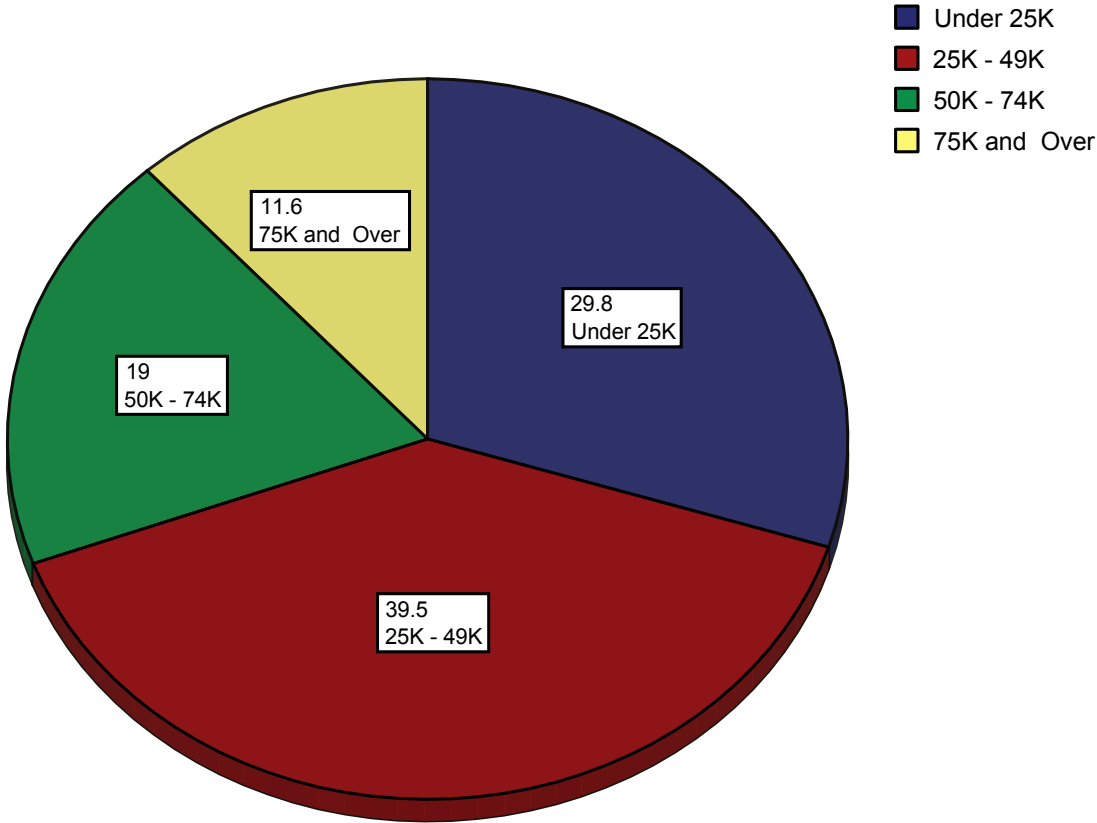
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	505	83.9	83.9	83.9
	Rent	97	16.1	16.1	100.0
	Total	602	100.0	100.0	

Q29. Do you currently have school age children living at home?



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	117	19.4	19.4	19.4
	No	485	80.6	80.6	100.0
	Total	602	100.0	100.0	

Q30. Please tell me which of the following income categories includes your total annual household income.



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 25K	77	12.8	29.8	29.8
	25K - 49K	102	16.9	39.5	69.4
	50K - 74K	49	8.1	19.0	88.4
	75K and Over	30	5.0	11.6	100.0
	Total	258	42.9	100.0	
Missing	Refused	344	57.1		
Total		602	100.0		

APPENDIX A

APPENDIX A DESCRIPTION

The following pages contain all verbatim comments received for the 2005 Acme Municipal Light & Power Telecomm Assessment. The verbatim comments are organized by question number. Every comment received by SDS is included.

A customer ID number accompanies each comment. This “tagging” method allows readers to identify a single customer’s remarks throughout the survey, retaining customer anonymity when it is requested.

**ACME MUNICIPAL LIGHT & POWER TELECOMM ASSESSMENT
VERBATIM COMMENTS**

Q5. How are you connected?

78 Insight.

Q8. Who is your current Internet service provider?

4 Wal-Mart.

9 Insight.

18 INSIGHT.

33 WebTV.

42 Insight.

54 Macleod's.

53 Sky net.

62 Insight.

67 Insight.

65 Insight.

71 Insight.

73 Insight.

80 Insight.

78 Insight.

86 Midwest.

89 Insight.

116 MSN.

115 Earth link.

127 EarthLink.

133 Insight.

141 Access -free.

142 Insight.

156 AT&T.

162 DSL.

170 Yahoo.

174 MSN.

183 Blue light.

177 Insight.

188 Insight.

190 AT&T.

193 Local Net.

191 Inside broadband.

199 Juno.

215 Juno.

234 Not at this time, sometime in the future.

240 Insight.

250 Insight.

Q8. Who is your current Internet service provider?

259 Juno.
267 Insight.
266 Insight.
273 AT&T.
274 Sky Net.
275 Insight.
281 Insight
282 EarthLink.
292 Insight.
300 CompuServe.
304 Insight.
315 AT&T.
335 America online
337 Family video.
354 Insight.
358 Insight.
364 CompuServe.
366 Insight.
371 Insight.
374 Insight
391 Global Net.
400 Insight
406 Broadband.
407 Juno.
416 Insight
420 Insight.
434 Local Net.
435 Insight.
436 Insight.
446 Insight.
453 Insight.
465 Insight.
487 AT&T.
486 People PC.
491 Copper.
498 Insight.
504 Insight.
502 AT&T.
506 Insight.
510 Insight.
523 Insight.
522 EarthLink.
531 Insight.

Q8. Who is your current Internet service provider?

538 Juno.
545 EarthLink.
547 AT&T.
550 Insight.
552 Insight.
556 Mid-west.
561 Insight.
559 Insight.
562 Juno.
564 Prodigy.
579 Msn.
589 Insight.
590 Insight.
595 EarthLink.
609 Insight.
613 EarthLink.
627 Insight.
626 Insight.
633 Juno.
634 AT&T.
651 Insight.
652 Insight.
658 Insight.
661 Mid-West Internet.

Q10a. What, if anything, would be the most important improvement your Internet provider could make?

62 Trouble with my modem.
105 I'm very satisfied.
133 Don't know
136 Search engine not good.
141 Stay in business.
177 Protect the Internet from spam and hackers.
305 Better with broadband.
339 Pop-up ads.
405 Speed and more MB for the mailbox and E-Mail.
472 Pop-ups and advertising.
509 Unsure.
552 Virus protection.
555 I would like to get rid of all trash.
578 We have a lot of billing issues.

Q10b. Why is that?

407 Sent out bad information. I could not get or receive e-mails. I also had connecting issues.

Q13. Who is your provider?

41 SBC.
482 SBC. Satellite.
501 SBC Cable.
545 Net link.
562 We have a large satellite dish.

Q14c. What base package do you subscribe to?

6 Don't know.
37 Regular.
237 Have no idea.

Q16. What types of programming do you enjoy through Pay- per- View?

352 Variety of things I like.
384 Combination.
404 National geographic.
155 History.
400 Kids stuff, musicals, comedy.
1 History and news.

Q20a. What, if anything, would be the most important improvement your provider could make?

12 More Variety.
18 Speed.
20 Nothing.
38 No.
55 Nothing.
63 Nothing.
61 Not getting programs on both TVs.
72 Fuzzy stations.
82 The phone number does not show on the screen when the phone rings. [AN]
111 Better customer service.

Q20a. What, if anything, would be the most important improvement your provider could make?

- 144 Nothing.
- 152 Nothing.
- 160 Nothing.
- 161 Nothing.
- 174 Better reception.
- 176 Too many ads.
- 177 Not sure.
- 191 Nothing.
- 206 No loss of signal during storms.
- 210 Nothing.
- 250 Nothing.
- 276 More channels same price.
- 289 Nothing.
- 326 Better signal and carry H&G channel.
- 331 Take all that junk off it.
- 341 Rain seems to make it so it is hard to watch a program.
- 370 Nothing
- 380 Nothing.
- 386 Nothing
- 397 Nothing.
- 403 Clarity of the channels.
- 404 More HD channels.
- 410 Nothing.
- 412 Nothing.
- 414 Newer movies on HBO.
- 424 Nothing.
- 422 Throwing in bonus package such as pay-per-view once in awhile.
- 426 Not so many music and garbage channels.
- 427 I'm fine.
- 431 Better channel selection.
- 450 Nothing.
- 455 Unsure.
- 483 Good movies and not so many reruns.
- 538 I would like to be able to block some channels.

Q20a. What, if anything, would be the most important improvement your provider could make?

- 552 Nothing.
- 580 Digital expanded to all channels.
- 598 Hallmark channel.
- 646 I don't like paying \$99.00 for a service call.

Q20b. Why is that?

- 37 I want the Japanese station.
- 159 I am the last person on the line and I get a weak signal.
- 185 Cable interferes with channel 8, 6, 13.
- 271 I would like to be able to get pay- per- view.
- 310 The price for the lack of channels. I would like to see movie channels but too expensive.
- 311 Too many commercials.
- 323 Took a lot of time to get it put on.
- 492 Problem with install.