

**Chapel Hill  
Customer Survey  
  
September 2003**

Prepared by  
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for:

**Time Warner Cable**

## BACKGROUND

### Objectives

In order to satisfy a franchise requirement to evaluate subscriber satisfaction, Time Warner Cable commissioned this survey of its subscribers in Chapel Hill, NC. Specific areas of inquiry in the survey were as follows:

- Level of cable service
- Ratings of cable TV reception
- Problems with cable service in the last year
- Quality of service from the cable office
- Quality of service in the home from installers and technicians
- Ratings of basic tier service
- Time Warner Cable providing an adequate and easy-to-read bill

### Methodology

Telephone interviews were conducted with 300 randomly selected subscribers of Time Warner Cable in Chapel Hill. All respondents were heads of household, and equal proportions of males and females were interviewed. Interviewing was conducted from September 3-8, 2003 by Aspen Media and Market Research, an independent marketing research company in Boulder, CO.

Results were tabulated and analyzed using standard statistical criteria. All tests for significant differences were conducted at a 95% confidence level (i.e., in 95 out of 100 replications of this survey, these same results would occur due to factors other than chance). The margin of error for this survey is  $\pm 6\%$ .

In the tables that follow, results from the current study are compared with those from a similar study conducted in June 2001. Significant differences between the two studies are noted with up-arrow ( $\uparrow$ ) or down-arrow ( $\downarrow$ ) symbols.

**KEY FINDINGS****Chapel Hill Customer Survey  
September 2003****Level of Cable Service**

- Respondents were about equally likely to have basic service (31%), standard service (29%), or digital cable (31%). Only 1% had Ulticom service, and 9% said they didn't know their level of service. Since 2001, there has been a significant increase in the percentage of subscribers with digital cable, while the percentages with standard service and Ulticom service have declined significantly.
- About one in five respondents (21%) said they subscribed to premium channels.

**Ratings of Cable TV Reception**

- Eighty percent of the respondents rated their cable TV reception as either excellent (30%) or good (50%). About 13% rated it as average, 4% as fair, and 2% as poor.

**Problems With Cable Service in the Last Year**

- About half of the respondents (51%) said they had experienced problems with their cable service in the last year. Among those reporting problems, the most common problems mentioned were outages (68%, up significantly from 46%) and poor reception or picture quality (27%). There were significant declines since the previous study in mentions of other technical problems (7% vs. 16%) and converter problems (3% vs. 14%).
- More than three-fourths of those who had experienced problems said the problems had been resolved to their satisfaction (77%, up significantly from 65%).

**Contact in the Last Year Regarding Service Issues or Changes in Service**

- A majority of respondents (54%) said they had tried to contact Time Warner Cable in the last year regarding a service issue or a change in their service.
- Those who had tried to contact the cable company in the last year rated three aspects of the service they received, and the ratings were similar to those of 2001. The courtesy of office personnel was rated highest, with its average rating of 3.89 being well above the midpoint of the 5-point rating scale. The other two aspects received ratings that were slightly above "average"—the ability to get problems resolved the first time, over the phone (3.12) and how easily they were able to get through by phone (3.07).



- Looking at percentages instead of average ratings, the courtesy of office personnel received excellent or good ratings from 77% of the respondents. A majority (52%) rated the ability to resolve problems as excellent or good, while 44% gave excellent/good ratings to the ease of getting through by phone.

### **Service From Installers or Technicians in the Last Year**

- A slight majority of the respondents (51%) said they had had a Time Warner Cable installer or technician visit their home in the last year.
- Those who had had an installer or technician visit in the last year rated six aspects of the service they received. The average ratings for all six aspects (ranging from 3.55 to 4.23) were well above the midpoint of the rating scale.
- Rated highest were the service person being careful and respectful of their property (4.23) and the courtesy of the service person (4.13). These were followed by how competently services were performed (3.80, down significantly from 4.07), the service being performed properly the first time (3.79), the service person arriving when he or she was supposed to (3.76), and appointments being arranged at convenient times (3.55). All of the service aspects received excellent or good ratings from a solid majority (from 63% to 81%) of those who evaluated them.

### **Ratings of Basic Tier Service**

- About seven out of 10 respondents (69%) rated Time Warner Cable's basic tier service as either excellent (18%) or good (51%). Another 14% rated basic service as average, 7% as fair, and 4% as poor.

### **Time Warner Cable Providing an Adequate and Easy-to-Read Bill**

- The vast majority of respondents (87%) felt that Time Warner Cable provided an adequate and easy-to-read bill.

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## DETAILED FINDINGS

### Level of Cable Service

Level of Service	Subscribers	
	2003 (n=300) %	2001 (n=300) %
Basic	31	32
Standard	29↓	41
Ulticom service	1↓	7
Digital cable	31↑	16
Don't know	9↑	5
<b>Subscribe to Premium Channels</b>		
Yes	21	19

↑ *Significantly higher than previous results.*

↓ *Significantly lower than previous results.*

Respondents were about equally likely to have basic service (31%), standard service (29%), or digital cable (31%). Only 1% had Ulticom service, and 9% said they didn't know their level of service. Since 2001, there has been a significant increase in the percentage of subscribers with digital cable (31% vs. 16%), while the percentages have declined significantly for those with standard service (29% vs. 41%) and Ulticom service (1% vs. 7%).

As in 2001, about one in five respondents (21%) said they subscribed to premium channels.

As would be expected, digital cable subscribers were significantly more likely than those with basic or standard service to say they subscribed to premium channels.

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### Ratings of Cable TV Reception

Rating	Subscribers	
	2003 (n=300) %	2001 (n=300) %
Excellent	30	24
Good	50	52
Average	13	15
Fair	4	5
Poor	2	3
Don't know	1	1

Eighty percent of the respondents rated their cable TV reception as either excellent (30%) or good (50%). About 13% rated it as average, 4% as fair, and 2% as poor.

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**Problems With Cable Service in the Last Year**

<b>Experienced Problems in Last Year</b>	<b>Subscribers</b>	
	<b>2003 (n=300) %</b>	<b>2001 (n=300) %</b>
Yes	51	45
<b>Problems Experienced*</b>	<b>(n=154)</b>	<b>(n=134)</b>
Cable goes out/Outages	68↑	46
Poor reception/picture quality	27	29
Other technical problems	7↓	16
Converter problems	3↓	14
Problems with customer service	3	8
Billing problems	3	4
Pay-per-view/On-demand problems	3	0
Hard to get through on phone	2	2
Installer/Tech late for appointment	1	2
Other	8	6
Don't know	1	0
<b>Problems Resolved to Satisfaction**</b>	<b>(n=154)</b>	<b>(n=134)</b>
Yes	77↑	65
No	22	32
Don't know	1	3

\*Among those who had experienced problems in the last year. Multiple responses allowed.

\*\*Among those who had experienced problems in the last year.

↑ Significantly higher than previous results.

↓ Significantly lower than previous results.

About half of the respondents (51%) said they had experienced problems with their cable service in the last year. Groups that were significantly more likely to have experienced problems included men, those with digital service (compared to those with standard service), and those with premium channels (vs. those not having premiums).

Among those who had experienced problems, the most common problems mentioned were outages (68%, up significantly from 46%) and poor reception or picture quality (27%). There were significant declines since the previous study in mentions of other

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technical problems (7% vs. 16%) and converter problems (3% vs. 14%). Other problems, which were mentioned by 3% or fewer of the respondents, can be seen in the table above.

Poor reception was significantly more likely to be mentioned by basic subscribers (compared to those with standard or digital service) and by non-premium subscribers (compared to premium subscribers). Not surprisingly, pay-per-view or on-demand problems were significantly more likely to be mentioned by digital subscribers (compared to those with basic or standard service).

More than three-fourths of those who had experienced problems said the problems had been resolved to their satisfaction (77%, up significantly from 65%).



**Contact in the Last Year Regarding Service Issues or Changes in Service**

Have Tried to Contact in the Last Year	Subscribers	
	2003 (n=300) %	2001 (n=300) %
Yes	54	51
No	44	48
Don't know	2	1

As in the previous study, a majority of respondents (54%) said they had tried to contact Time Warner Cable in the last year regarding a service issue or a change in their service.

Digital cable subscribers were significantly more likely than those with basic or standard service to have tried to contact the company.

**Ratings of Aspects of Last Contact With Time Warner Cable\***

Aspect of Service	Average Rating**		2003	
	2003 (n=163)	2001 (n=154)	Excellent/Good	Fair/Poor
			%	%
Courtesy of office personnel	<b>3.89</b>	3.81	<b>77</b>	<b>10</b>
Ability to get problem resolved the first time, over the phone	<b>3.12</b>	2.95	<b>52</b>	<b>34</b>
How easily able to get through by phone	<b>3.07</b>	3.05	<b>44</b>	<b>30</b>

\*Among those with contact in the last year.

\*\*Based on a 1-5 scale, where 1=poor, 2=fair, 3=average, 4=good, and 5=excellent.

Those who had tried to contact the cable company in the last year were asked to rate three aspects of the service they received, and the ratings were similar to those of 2001. The courtesy of office personnel was rated highest, with its average rating of 3.89 being well above the midpoint of the 5-point rating scale. The other two aspects received ratings that were slightly above “average”—the ability to get problems resolved the first time, over the phone (3.12) and how easily they were able to get through by phone (3.07).

Looking at percentages instead of average ratings, the courtesy of office personnel received excellent or good ratings from 77% of the respondents. A majority (52%) rated the ability to resolve problems as excellent or good, while 44% gave excellent/good ratings to the ease of getting through by phone.

Digital subscribers were significantly more likely than those with standard service to rate problems being resolved the first time as excellent.

**Visits to the Home by Installers or Technicians in the Last Year**

Had Installer/Tech Visit in Last Year	Subscribers	
	2003 (n=300) %	2001 (n=300) %
Yes	51	51
No	47	48
Don't know	1	1

As in the 2001 survey, a slight majority of the respondents (51%) said they had had a Time Warner Cable installer or technician visit their home in the last year.

Groups that were significantly more likely than their counterparts to have had an installer/technician visit in the last year were digital subscribers (compared to basic and standard subscribers) and those with premium channels (vs. non-premium subscribers).

**Ratings of Service in the Home\***

Aspect of Service	Average Rating**		Excellent/ Good		Fair/ Poor	
	2003 (n=154)	2001 (n=154)	2003 (n=154) %	2001 (n=154) %	2003 (n=154) %	2001 (n=154) %
Service person being careful and respectful of property	4.23	4.36	81 ↓	89	6	3
Courtesy of service person	4.13	4.32	80	86	6	5
How competently services were performed	3.80 ↓	4.07	71	78	16	9
Performing the service properly the first time	3.79	3.95	70	76	16	16
Service person arriving when supposed to	3.76	3.81	68	68	18	12
Arranging an appointment at a convenient time	3.55	3.80	63	69	20	15

\*Among those with an installer/tech visit in the last year.

\*\*Based on a 1-5 scale, where 1=poor, 2=fair, 3=average, 4=good, and 5=excellent.

↓ Significantly lower than previous results.

Those who had had an installer or technician visit in the last year rated six aspects of the service they received. The average ratings for all six aspects (ranging from 3.55 to 4.23) were well above the midpoint of the rating scale, and ratings for five of the six aspects were not significantly different from those of 2001.

Rated highest were the service person being careful and respectful of their property (4.23) and the courtesy of the service person (4.13). These were followed by how competently services were performed (3.80, down significantly from 4.07), the service being performed properly the first time (3.79), the service person arriving when he or she was supposed to (3.76), and appointments being arranged at convenient times (3.55). All of the service aspects received excellent or good ratings from a solid majority (from 63% to 81%) of those who evaluated them.

Digital cable subscribers were significantly more likely than those with basic service to have given excellent ratings to three service aspects: courtesy, how competently services were performed, and arranging a convenient appointment. Standard and digital subscribers were more likely than those with basic service to say that service being performed properly the first time was excellent.

**Ratings of Basic Tier Service**

Rating	Subscribers	
	2003 (n=300) %	2001 (n=300) %
Excellent	18	16
Good	51	43
Average	14↓	22
Fair	7	9
Poor	4	4
Don't know	6	6

↓ *Significantly lower than previous results.*

About seven out of 10 respondents (69%) rated Time Warner Cable's basic tier service as either excellent (18%) or good (51%). Another 14% rated basic service as average (down significantly from 22% in 2001), 7% as fair, and 4% as poor.

**Time Warner Cable Providing an Adequate and Easy-to-Read Bill**

Provides Adequate, Easy-to-Read Bill	Subscribers	
	2003 (n=300) %	2001 (n=300) %
Yes	87	84
No	6	7
Don't know	7	9

As in the previous survey, the vast majority of respondents (87%) felt that Time Warner Cable provided an adequate and easy-to-read bill.