

Borough of Dunellen, NJ

Cablevision User Survey Results

Survey Design

On behalf of the Dunellen Mayor and Borough Council, Municipal Attorney John Bruder, Esq, Council Member Jason Cilento and Borough Administrator/Municipal Clerk William Robins created the CABLEVISION USER SURVEY as part of the Franchise Agreement renewal process the Borough is undertaking with Cablevision/Optimum/Altice (hereinafter, Cablevision). We asked Dunellen consumers of Cablevision services for their opinions on Cablevision and for suggestions on how to make Cablevision's services fairer, more effective, and tailored for the unique needs of our borough and its residents.

Distribution Methods

The survey was released on September 13, 2018 on the borough's website (www.dunellen-nj.gov) and released through the tax office via mail in late September 2018. The survey was originally set to close on October 15, 2018, though Survey forms were accepted and incorporated into the results up to November 1, 2018.

Outcome

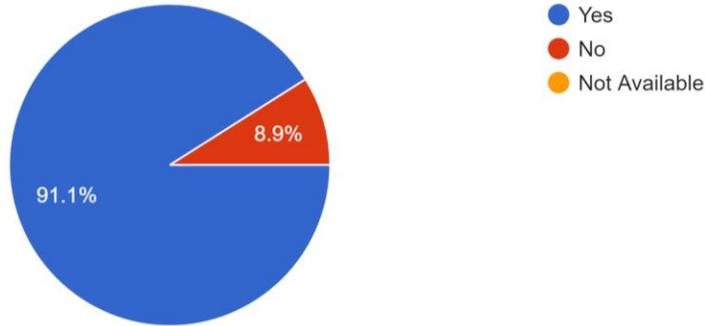
The borough received a total of 252 survey responses, the breakdown is shown as:

194 Total Survey Response from online link
58 Total Survey Responses from Mail-In
252 Total Surveys Collected

Level of Confidence: Referencing Survey Monkey's Sample Size Calculator and using the 2017 United States Census Bureau population estimate of 7,407 persons for the Borough of Dunellen, NJ and a sample size of 252 respondents at a 95% confidence level, there will be a 6% margin of error. A margin of error informs you about the survey results and how they reflect the overall population. (Source:https://www.surveymonkey.com/mp/margin-of-error-calculator/?ut_source=mp&ut_source2=sample_size_calculator)

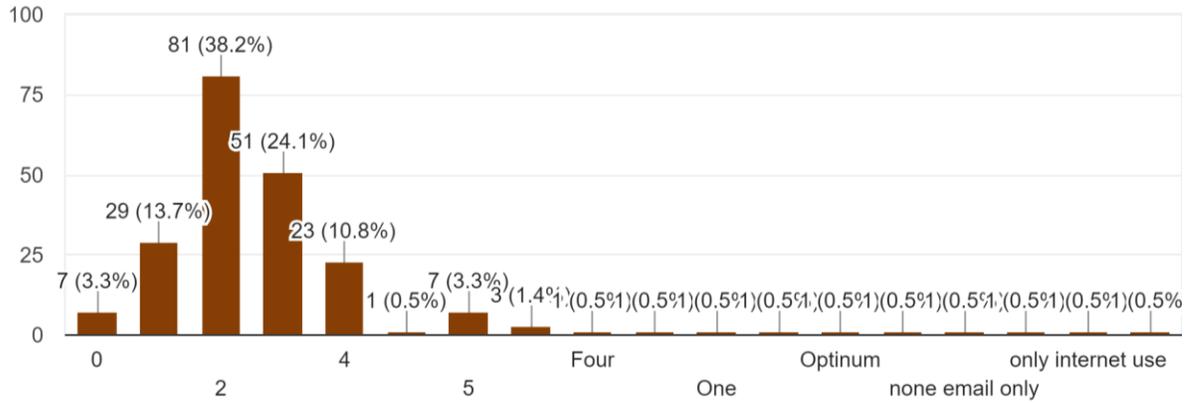
Results

Q1: Are you presently a subscriber to cable television? (246 responses)



Presently Subscriber	Community	Percentage
Yes	224	91.1%
No	22	8.9%

If yes, number of sets connected to cable? (212 responses)



Sets Connected	Community
0	7
1	31
2	82
3	51
4	25
5	7
6	3
7	1

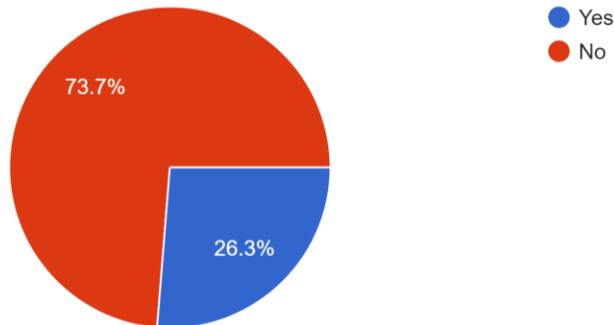
Other Community Responses: Internet Only or Optinum.

Q2: Why do you subscribe to cable television? (227 responses)

Why Subscribe	Community	Percentage
Lack of other Cable Systems in Municipality	168	74%
No reception or poor reception without it	49	21.6%
Variety of programs	33	14.5%
Sports	17	7.5%
Movies	13	5.7%
Competitive Pricing	3	1.3%

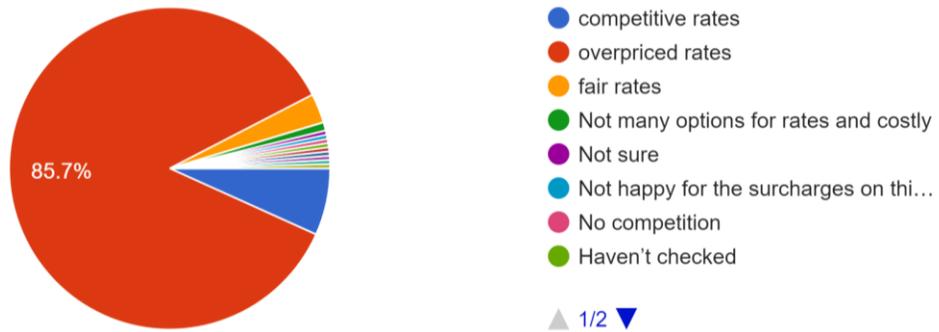
Other Community Responses (but not limited to): Only two options Direct TV or Optimum, Packaged with Internet and Phone, News 12, Specific Channels not offered by other Services, Children, and Wifi.

Q3: Are you satisfied with Cablevision’s service? (236 responses)



Satisfied	Community	Percentage
No	174	73.7%
Yes	62	26.3%

Q4: Please rate Cablevision’s rates (238 responses)



Rates	Community	Percentage
Overpriced	204	85.7%
Competitive	16	6.7%
Fair	7	2.9%

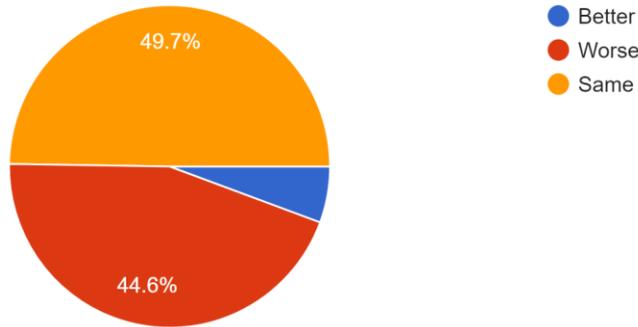
Other Community Responses (but not limited to): Not many options for rates and costly; not sure; not happy about surcharges; felt rates were good in the beginning and then became higher; rates are awful; and Basic package costs increased

Q5: Please provide your comments on Cablevision rates (186 responses)

There were 186 responses to Question 6. Due to the length of the comments provided, a sample of the most common comments are provided below. A listing of all comments are available at borough hall.

- “Always too much per month for TV & Internet for the quality of the service.”*
- “Cable prices keep going up and they continue to take channels away.”*
- “Cablevision pricing for existing customers has become outrageous. I can't subscribe to another provider since FiOS isn't in our town. I've thought about moving to Dish or Direct but then I would still have to get internet through Cablevision.”*
- “Cablevision rates are way too high, they keep going up. I can see why so many people have gone to streaming and getting rid of cable.”*
- “Costs are too high. The cost of boxes as well is pricey.”*
- “Hard for senior citizens to afford it. Perhaps a discount would be in order.”*
- “I pay for all the sporting channels and never watch any sports, except tennis. I feel we should be able to choose the channels we want.”*
- “We have no choice but to pay Cablevision's inflated prices. We need better options!”*

Q6: How does Cablevision compare to previous cable systems you have used? (195 responses)



Comparison	Community	Percentage
Same	97	49.7%
Worse	87	44.6%
Better	11	5.6%

Q7: Please provide your comments on the above Question (135 responses)

There were 135 responses to Question 6. Due to the length of the comments provided, a sample of the most common comments are provided below. A listing of all comments are available at borough hall.

“Again, there is no competition to compare.”

“Custom Service is poor. Cable service is always interrupted during bad weather and the Altice devices are always losing connection.”

” FiOS was much faster, more reliable, better picture and the competition assured better rates, although that might have changed.”

“Have had Comcast and FiOS in different locations and both were far superior. Better connection, more on demand options, better user interface, better ability to fast forward and rewind.”

“Haven't been able to use other cable systems.”

“I have not subscribed to any other cable services.”

“I will be going back to Direct TV.”

“Not applicable, only ever had cablevision.”

“They all provide about the same level of services. I've used Comcast, Time Warner, FIOS. For me it all comes down to price. The price I pay for just basic cable is too much.”

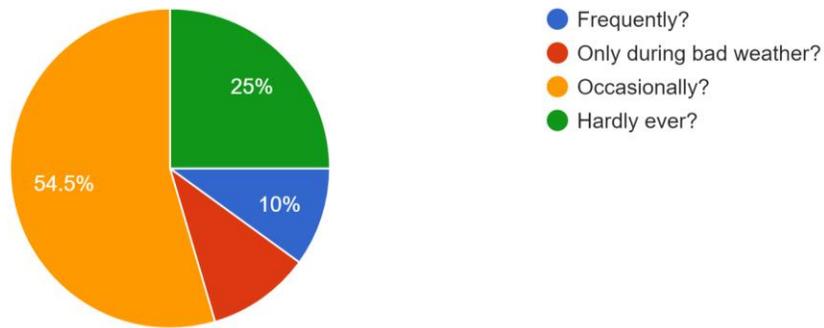
“Verizon FiOS was so much better in every way. The DVR was amazing. Very little interruptions. I felt I was getting my money's worth. Their customer service wasn't rude.”

Q8: Have you had any of the following problems in the last six months? (171 responses)

Problem (last 6 months)	Community	Percentage
Equipment Problems	78	45.6%
Picture quality poor on specific stations	61	35.7%
Complete loss of cable for several hours (outage)	59	34.5%
Picture quality poor on all stations	34	19.9

Other Community Responses (but not limited to): Black Outs; total failure for multiple days; Guide never works; freezing of pictures; and frequent midnight updates.

Q9: Would you say that outages occur... (220 responses)

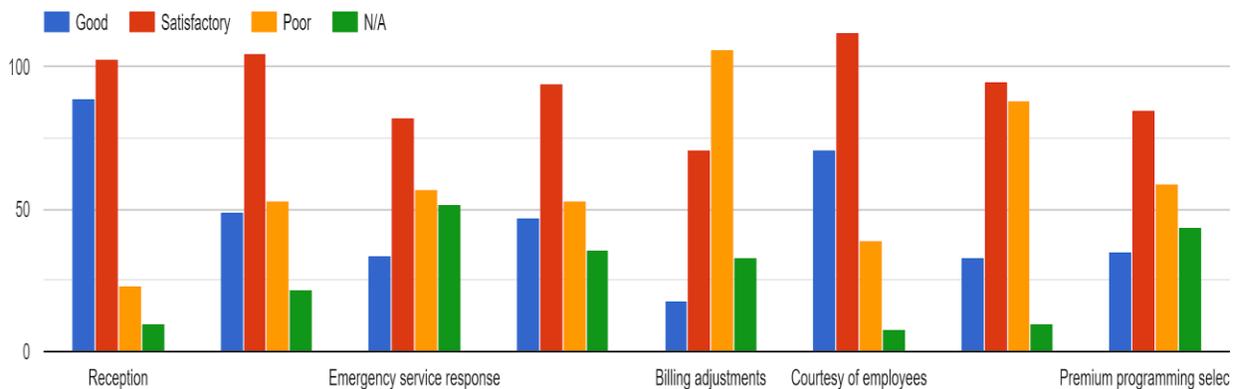


Outages Occur	Community	Percentage
Occasionally	120	54.5%
Hardly ever	55	25%
Only during bad weather	23	10.5%
Frequently	22	10%

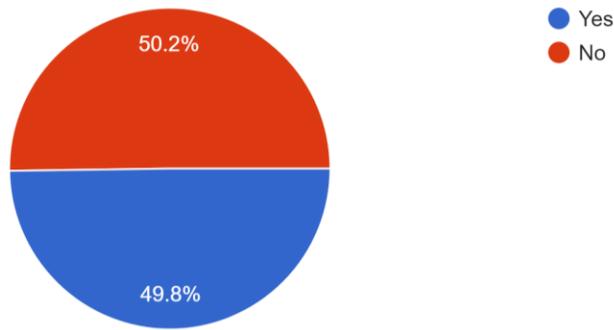
Q10: Please rate Cablevision's service in the following areas: (G=Good; S=Satisfactory; P=Poor; N/A=Not Applicable)

	Good	Satisfactory	Poor	N/A
Reception	89	103	23	10
Routine Service Response including Installation	49	105	53	22
Emergency Service Response	34	82	57	52
Telephone Accessibility	47	94	53	36
Billing Adjustments	18	71	106	33
Courtesy of Employees	71	112	39	8
Basic Programming Selection	33	95	88	10
Premium Programming Selection	35	85	59	44

Please rate Cablevision's service in the following areas: (G=Good; S=Satisfactory; P=Poor; N/A=Not Applicable)

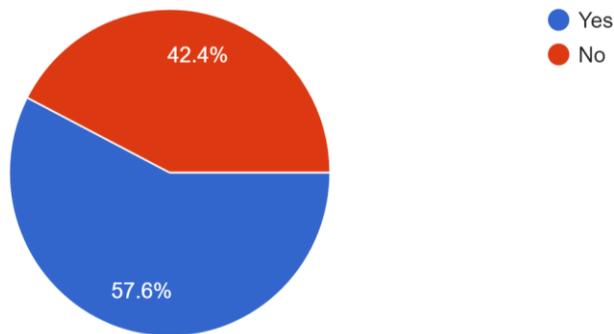


Q11: Have you ever watched public, educational and governmental ("PEG") access programming? (231 responses)



Watched PEG	Community	Percentage
No	116	50.2%
Yes	115	49.8

Q12: Would you be interested in seeing more municipality specific programming such as local news, Council Meetings, Board of Education Meetings, local sports, programs for Seniors and educational programs? (231 responses)



Interest in PEG	Community	Percentage
Yes	133	57.6%
No	98	42.4%

If yes, please state your preferences and/or provide suggestions: (84 responses)

There were 84 responses to Question 12. Due to the length of the comments provided, a sample of the most common comments are provided below. A listing of all comments are available at borough hall.

“Council meetings, Board of Education, and general education programs.”

“Council Meetings, Board of Education Meetings, local sports.”

“Having all meetings and school performances and sporting events would be such a wonderful opportunity for our residents, as well as a learning opportunity for our students to record and study their performances.”

“Would be nice to see what’s going on locally.”

Q13: Additional Comments/Feedback. Please take this opportunity to detail any problems you have had with Cablevision and make any suggestions you think might assist Cablevision in improving their service to the residents of Dunellen: (107 responses)

There were 107 responses to Question 13. Due to the length of the comments provided, a sample of comments are provided below. A listing of all comments are available at borough hall.

““Basic” service is Channels 2 -20 and half are Spanish language. Cannot afford any premium channels- prices are insane.”

“Anything that can be done to get a competitor for Internet would drive prices down.

Cablevision will lower your payments (promos for like a year) if you threaten to cancel, but I can never threaten to cancel Internet. I can only move to another TV provider, not another Internet provider.”

“Bring fiber to the home. FiOS should be encouraged to provide competition. But ideally we should have gigabit municipal broadband. It would be a major “hook” for the town. Streaming is taking hold, towns with fast internet are very attractive, don't allow cable monopolies to hold us hostage.”

“Cablevision has no competition in Dunellen so they take advantage of you.”

“Eliminate the mandatory surcharges for “broadcast tv” and “sports tv.”

“Emergency response service was poor and answer above will not let me see that. We had no internet or tv for memorial weekend.”

“I will be going back to Direct TV until FiOS is available.”

“Include sports packages and lower the rates. Way overpriced. Keep children channels separate from other channels. Make better packages.”

*“In general I feel that the quality of service provided does not measure up to the prices charged.
This is true for both television and internet services.”*

“No problems but I would like lower rates for seniors.”