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# Customer Satisfaction Among Cable TV Subscribers: A Case Study of TCI of Illinois, Inc.

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*Eastern Illinois University*

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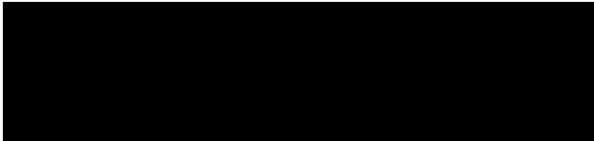
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Customer Satisfaction Among Cable TV Subscribers:

A Case Study of TCI of Illinois, Inc.

(TITLE)

BY

Gail M. Gilliland

**THESIS**

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE OF

Master of Arts, Speech Communication

IN THE GRADUATE SCHOOL, EASTERN ILLINOIS UNIVERSITY  
CHARLESTON, ILLINOIS

1993

YEAR

I HEREBY RECOMMEND THIS THESIS BE ACCEPTED AS FULFILLING  
THIS PART OF THE GRADUATE DEGREE CITED ABOVE

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**ABSTRACT**

This study gauges customer satisfaction among subscribers of TCI of Illinois, Inc., cable company. Two research questions were formulated in order to determine the customer satisfaction levels: "Can a satisfaction instrument be generated to measure customer satisfaction among cable subscribers?" and "What are the levels of customer satisfaction among TCI of Illinois, Inc., subscribers?" Data was obtained from personal, mail and telephone surveying of a 10% random sample of Charleston cable television subscribers. The results indicate that a reliable and valid measuring device was generated and 39.5% of the respondents were satisfied with TCI overall.

## ACKNOWLEDGMENTS

This thesis and Master's degree would not have been possible were it not for the help I received from the following people:

Dr. Doug Bock, Dr. Frank Parcells and Dr. Floyd Merritt for pushing me and convincing me I really could do this; my parents, Dr. Robert and Linda Gilliland for believing I was destined for greatness and never letting me give up; and, Charley Poynter for giving me confidence and helping me laugh while I finished my degree.

This Master's degree closes a ten year chapter in my life at Eastern Illinois University and in Charleston. My degree brings satisfaction and pride for having pursued my higher education at such a fine school.

To all the people I mentioned, this thesis is dedicated to you.

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## Chapter I

### Introduction

Customer satisfaction is critical in the success of franchise businesses, including cable television systems. Consumer Reports (1991) notes that customer satisfaction among cable subscribers is lower than customer satisfaction with the airlines, insurance, and moving companies (p.577). In 1987 Charleston Mayor Murray Choate reported that residents complained about cable more than any other issue including police, water and streets (Gilliland, Guertin, Larson, Lynch, Mulligan, Nalley, Smith Van Osten & Zielke, 1987, p. 9). National data from Consumer Reports (1991, p. 582) indicates that TCI of Illinois in Chicago ranked lowest in customer satisfaction among five cable companies nation wide.

Given this national and state wide level of satisfaction, measurement of local markets seems necessary in order to fully understand satisfaction among cable subscribers. The purpose of this case study is to generate a measurement instrument of customer satisfaction among TCI cable subscribers in Charleston, Illinois.

This study focuses on TCI of Illinois, Inc. (TCI) exclusively because it is the only cable franchise available in the Charleston area.

#### Review of Literature

Advertising Age 1992 reports TCI, Inc. ranking number nine in the 100 leading media companies (p. S-3), based on size and subscribers. Broadcasting indicates TCI is the nations largest MSO (1990, p. 62). One would assume that with this ranking would come an effort at improving customer satisfaction.

Brown (1992) reports that the residents of Morgantown, North Carolina voted down TCI's franchise in favor of a municipally-owned system because residents wanted better rate regulation (p.36). Brown (1992, p. 36) claims that the desire for rate regulation and dissatisfaction with current rates are causing the number of municipal-owned



franchises to increase. There are currently over sixty such franchises nation wide.

Broadcasting (1989) reports that TCI has developed a reputation over the years for providing poor customer service (p. 36). The article adds that TCI has concluded that subscribers are disgruntled about not being able to get ahold of a customer service representative when there is a problem with service (p.36). A result of these realizations is the "Customer 1st" campaign launched by TCI to improve their image. Stump (1990) elaborates on the "Customer 1st" campaign that one of the new developments is an 800 number at the corporate level to handle calls from customers unhappy with local results (p. 48) Moshavi (1991) contends that this new public relations campaign by TCI would cost the company millions of dollars before the effort of the "Customer 1st" campaign is successful (p. 50). TCI Area Office General Manager Dan Van Zandbergen says they utilize the entire thirty-one point "Customer 1st" campaign strategy at their office (personal communication, July 30, 1992).

Other efforts from TCI to improve their image and customer satisfaction include a multi-million dollar national advertising campaign that puts TCI in a more positive light (Moshavi and Stump, 1990). Moshavi and Stump quote TCI researchers as saying, "this campaign would not have been possible three years ago because customer satisfaction was at an unacceptable level," (p.62). In their article on fixing cable's image, Moshavi and Stump note that TCI feels the main problem is that subscribers do not understand the cable business (1990, p. 62). This lack of understanding leads to consumers getting mad at cable companies for short outages caused by rain fade and sunspots, not the cable company.

The National Cable Television Association in February, 1990 announced the adoption of a set of customer service standards that most cable operators pledge to comply with by July, 1991 (Broadcasting, 1990, p. 27). Cable companies admit their customer service has not gotten to the point where it can be considered good or even adequate (p. 27).

Among the items covered in the customer service standards are telephone answering, service hours and seven day hook-up for new subscribers. These are some of the most commonly complained about services (p. 27).

TCI in Charleston has been fighting low customer satisfaction levels since a subscriber survey in 1987. According to the 1987 survey of 375 subscribers, 28.4% had a low level of satisfaction with TCI (Gilliland et al, p. 25). These results fare slightly better than the Consumer Reports survey in 1990. These results claim a 30% low level of satisfaction with the TCI in Chicago. The Consumer Reports survey did not elicit comments from cable subscribers, rather from readers of their magazine. The survey results cannot be considered comparable due to this discrepancy in the survey sample. A reliable and valid customer satisfaction instrument could be formed by combining both the survey instrument from 1987 and the survey questions from the Consumer Reports survey in 1990.

The survey undertaken in 1987 was for the purpose of gauging subscriber comments on TCI. A valid and reliable survey was administered through random phone calling. See Appendix A. This survey was used as the initial basis of the customer satisfaction survey for this case study. The results of the random phone calling indicate high customer utilization, dissatisfaction with the service department and the rates, and a strong willingness to recommend Liberty TCI to their friends (Gilliland, et al, 1987, pp. 25 & 26). The TCI Case Study surmises that people would recommend Liberty TCI because it is the only cable system available (Gilliland, et al, 1987, p. 27).

The Consumer Reports (1991, p. 582) survey results indicate that in comparison to the other four cable companies in the survey, their readers claim high dissatisfaction with billing, quality of the picture and ability to reach the company. See Appendix C. Overall, satisfaction was the lowest in the sixteen year history of Consumer Reports rating of cable services (p. 583). Additionally, over 40% of TCI subscribers filling out the survey were

dissatisfied with the service (p.583). As mentioned earlier, the Consumer Reports survey did not target subscribers of cable, but readers of the magazine. This would not allow for accurate results.

Given the review of literature, a valid and reliable instrument to measure customer satisfaction among cable subscribers is necessary to gain accurate data. The following case study provides for a valid and reliable instrument for the measurement of customer satisfaction. The review of literature was a helpful base for determining the overall dissatisfaction of Tele-Communications, Inc., in general, while the study conducted was useful in measuring the satisfaction level of TCI of Illinois, Inc.

Based on this review of the literature, the following research questions for this study were generated:

1. Can a customer satisfaction instrument be generated to measure customer satisfaction among cable subscribers?
2. What are the levels of customer satisfaction among subscribers of TCI of Illinois, Inc., in Charleston?

## Chapter II

### Methodology

#### Subjects

There were a total of 806 subjects, all subscribers of TCI in Charleston. TCI Area Office General Manager Dan Van Zandbergen reports 16,000 subscribers in Coles County and approximately 8,000 in Charleston (personal communication, July 30, 1992). A ten percent sample of the Charleston subscribers was determined to be adequate for this case study. The study was performed within the first five months of the year 1993. The study sought to measure the customer satisfaction of Charleston TCI subscribers. The study was not gender specific nor targeted to any area of Charleston.

#### Sample

The subscribers studied in this investigation were chosen randomly and only by willingness to participate. Anyone approached in person was asked if they subscribed to cable and lived in Charleston; affirmative answers meant a that person was considered a member of the desired sample. There was a high level of interest in participation, especially since the subscriber could remain anonymous.

#### Measuring Device

The device used was a ten question survey with predominantly Likert-scale questions. See Appendix B. Of the ten questions asked, three were fill in the blank, one was open-ended and the remaining six required a response of strongly agree, agree, neutral, disagree or strongly disagree. The questions chosen were based on the outcome of the Consumer Reports 1990 survey of TCI in Chicago. The questions were modeled after the questions on Appendix A, but redesigned so as not to lead the subscriber into answering one way or another. The significance of the individual questions follows. Survey questions one and two help determine age group and whether the subscriber is a homeowner or renter. This

information allows us to see the demographics of the sample. For example, if the entire sample was made up of under age 18 renters, the instrument would be unreliable as a measure of the cross-section of subscribers. By determining the service(s) the subscribers have with TCI, we can measure cost as compared to the service. For example, the cost of premium channels is more expensive than basic cable, and this might cause respondents to strongly disagree with the price of cable TV.

Questions four through nine are set up in the Likert scale so the subscribers can elaborate on yes/no answers. Questions five, six, seven and eight relate to the Consumer Reports findings of dissatisfaction in the Chicago TCI cable system. Question four is necessary due to the review of literature pointing out that new municipal-owned cable companies are forming as a way to regulate rates. Question ten was designed to read as a question instead of asking for comments. This is the area of the survey where respondents could personalize their results.

Only ten questions were chosen so the survey would remain one page in length. The most important aspect of the instrument was maintaining confidentiality. To ensure anonymity, respondents were not provided with a space for their names, nor were they asked to provide addresses.

This instrument was submitted to a panel of three media professors, ten advanced graduate students and the management team of the local cable company. There was unanimous agreement on the appropriateness of the instrument. The reliability of the instrument was measured by Cronbach's Test for Coefficient Alpha. The content validity of the instrument was measured by Cochran's Test for Homogeneity of Variances.

### Procedure

The case study survey was administered in three control groups: by mail, by telephone and in-person. A 10% sample of TCI subscribers in Charleston was targeted. Total survey

responses were eight hundred and six. The surveying took place beginning December 31, 1992 and ended June 9, 1993. A break down of tabulation follows.

Survey instruments were mailed out daily between December 31, 1992 and January 15, 1993. The addresses were randomly selected from the phone book with as close to fifteen last names from each letter of the alphabet chosen as equally as possible. Only Charleston residents received surveys. Rural route addresses were not considered because most are unable to subscribe to cable and are therefore considered invalid. Post office box addresses were not considered because there was no way to be sure they were in town addresses. The first fifteen names under each letter of the alphabet following these criteria were mailed a survey.

Four hundred surveys were mailed, each with a stamped, self-addressed envelope to encourage a response. Also enclosed was a one paragraph introduction letting participants know why I was sending them this and that their responses would remain confidential. Two hundred eighty-four, or 71%, of the surveys were returned; sixteen were considered invalid as twelve were not subscribers of cable and four were undeliverable as addressed. The remaining two hundred sixty-eight surveys returned were valid; this gives a valid response rate of 67%.

Telephone respondents were called on the evenings of June 7, 1993 and June 9, 1993. The phone numbers selected were based on the Table of Random Numbers (Smith, 1988). Eighty-four random numbers were called and the responses are as follows. There were twenty-one no answers, fifteen numbers either disconnected or no longer in service, six people refused to participate and four numbers were not cable subscribers. There were thirty-eight responses that participated entirely. This random calling had a valid response rate of 45%. The six people that refused to participate did so because they did not appreciate the

interruption during the Chicago Bulls vs. the Phoenix Suns in game one of the NBA Championships.

The largest response control group was the face-to-face, or in-person responses. These were collected intermittently from December, 1992 through June, 1993. All together there were five hundred valid surveys. No one who subscribed to cable refused to participate. Most of the respondents were very enthusiastic about filling them out.

There were various locations where I solicited responses to the surveys. The majority of the results were collected at the Monroe Street Cafe on the square in Charleston. Other locations include classrooms at Eastern Illinois University, the Charleston Senior Center, Fat Albert's restaurant in Mattoon, the Coles County Courthouse and the Uptowner/Cellar on the square in Charleston. Some surveys were dropped off and returned to me; others were quickly filled out and given right back.

Once the surveys were completed, I transferred the results to scantron sheets for statistical analysis. In addition, I tallied the most often mentioned comments to keep a running total of how often they were mentioned. The Likert scale questions confused a few respondents until I briefly explained to them how to select their answer.

The content validity of the instrument was confirmed in the large number of face-to-face, or in person responses. The content of the questions does measure the content validity of the survey instrument. For both the reliability and validity factor, the results of the three control groups can be compared. The more the responses of each control group agree with each other, the more reliable and valid the instrument.

### Chapter III

#### Results

The motivation for this study was to generate an instrument to measure customer satisfaction among cable subscribers of TCI of Illinois. This instrument would also measure the results based on content validity and reliability. The Likert scale questions provided the greatest amount of correlation with the Consumer Reports survey results. The results of the analytical data are illustrated in Tables 1 ( a through c). The statistical results were tabulated by Eastern Illinois University Testing Services using the SPSS software (Statistical Package for Social Sciences). Results were categorized by overall responses and comparisons between the three control groups.

Results from the eight hundred and six valid survey responses indicate the largest response group was the 25-40 age group. There were 59.6% that were homeowners with the remaining respondents being renters. The majority of respondents (49.3%) subscribe to expanded basic.

The large majority (69.5%) of respondents either disagree or strongly disagree that the price of cable TV is appropriate. The quality of the picture on TCI fared better, with 49.9% of respondents either agreeing or strongly agreeing that the quality of the picture is satisfactory. The billing system rated a 49.5% satisfaction level. Overall, TCI subscribers agree (40.4%) that it is easy to reach TCI for questions, while 33.8% of respondents feel it is easy to reach them for service.

Overall, the satisfaction rating found 39.5% of respondents satisfied with TCI cable, with only 9.8% strongly disagreeing with the satisfaction of TCI. These results show a better overall satisfaction rating for Charleston TCI than Chicago TCI in the Consumer Reports survey of 1990. The results also indicate that TCI subscribers in Charleston find it easier to reach the company for whatever the reason. Table 1 shows the analytical data



results from the surveys.

---

Insert Table 1 about here

---

Mail survey results differ from the combined results in the number of homeowners who responded. There was an 84% response rate from homeowners in the mail survey as compared to 59.5% of homeowners responding overall. Confidentiality was high in the mail survey responses due to the anonymity of the respondents. This is indicated in the more frequent amount of comments, as indicated later.

In the random sample of telephone surveys, the results that vary from the survey results overall are the satisfaction levels. The phone surveying brought a 44.7% satisfaction rating as compared to the 39.5% rating overall.

The results from the random in-person surveys indicate a larger amount of respondents in the 19-24 age group (40.2% as compared to 28.7% overall). The population of college students sampled lead to this discrepancy. The overall satisfaction level was slightly higher in the in-person surveying with 43.8% saying they were satisfied with TCI compared to the 39.5% tallied overall.

The phone and in-person results were almost two to one in agreement of overall satisfaction. The combined respondents in agreement with satisfaction was 85.3% compared to the combined respondents who were dissatisfied (40.1%). The mail surveys were very close in percentages between agreement with satisfaction (29.5%) and disagreement with satisfaction (32.8%).

The open-ended question on the surveys allowed for respondent comments. Tables 2 (a through c) itemize how often certain comments showed up in the three control groups. There were more comments among the mail surveys than the other two control groups

combined, due to the anonymity of the surveys themselves.

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Insert Tables 2 (a through c) about here

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As shown in Tables 2, the most important thing TCI could do to improve subscriber satisfaction would be to lower the rates. Improving customer service and offering more or different channels would also improve customer satisfaction. While the overall satisfaction with the quality of reception was high (49.9% reporting satisfaction), there were 47 specific instances where respondents stated that something needed to be done to improve the reception.

## Chapter IV

### Discussion

The purpose of this study was to generate an instrument to measure customer satisfaction among cable subscribers and then measuring the levels of customer satisfaction among the subscribers. Two research questions were formulated for this case study: Can a customer satisfaction instrument be generated to measure customer satisfaction among cable subscribers? and What are the levels of customer satisfaction among TCI of Illinois Charleston subscribers?

In this case study results indicated that a valid and reliable instrument can be generated to measure the customer satisfaction among cable subscribers. Chronbach's Test for Coefficient Alpha measured the alpha reliability coefficient at .76 which indicates a high level of reliability. The content validity is suggested by the results showing no significant difference among the three control group responses. The conclusion is drawn that it is irrelevant how the measurement takes place, because the results remain consistent.

Cochrans Test for Homogeniety of Variances also shows no significant differences among the three groups.

The survey was short, simple to fill out and the Likert scale questions allowed for no margin of error. The comments solicited from the final question served as a way for respondents to further prove the validity of the instrument. The majority of respondents felt the price for cable TV was too high (69.5%), regardless of the level of service they have with TCI of Illinois. In all three control groups, the comments concerning lower rates appeared more than any other comments, thus correlating with the high percentage of subscribers responding to the question regarding satisfaction with rates. Results indicate that homeowners are more satisfied than renters. One argument for this statistic is that renters move more

frequently than homeowners and therefore pay hook-up charges more often. This results in paying more money and possibly being dissatisfied with the rates.

### Implications

This is a case study of an individual company and, therefore, can be repeated with different companies and utilities by making some minor changes. This can be used as an instrument to guide improvement on the part of the company based on documented responses from actual subscribers. The subscribers have made it plain to see what they consider to be satisfactory and where they feel TCI needs to make improvements. TCI could choose to survey subscribers in other areas to compare the results.

### Limitations

The major limitation of the case study occurred early in the data collection. The 41-54 age group was inadvertently left out of the first 100 surveys, both in person and through the mail. As soon as it was brought to my attention by an in-person respondent, I corrected the survey. That is why the age groups are not in chronological order. Other limitations could be the sample size. Had the sample been larger there would have been an even better set of results.

One minor limitation occurred in the transferring of data from surveys to scantron sheets. I inadvertently neglected to bubble in two responses that were in the category of the quality of the picture on TCI. Since the highest percent tallied in that category was a 44.5% for those respondents who agreed that the picture was of good quality, the two missing responses probably would not have altered the results significantly, if at all.

### Future Research

Given the valid, reliable instrument generated, future research into customer satisfaction is inevitable. This case study was limited to one area of Coles County in east central Illinois.

Other geographic areas could be studied, including communities of greater geographic areas like the Chicago survey sample in Consumer Reports. This survey could include other areas of Coles County where TCI also serves subscribers.

Another interesting area of study could include other utilities such as electric and telephone to gauge customer satisfaction.

Companies such as TCI of Illinois could use results from survey instruments such as this and improve their customer satisfaction ratings. This would help them save the millions of dollars they spend on new advertising campaigns mentioned earlier that are designed to raise their customer satisfaction rating.

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Table 1

Analytical Results Combined

## Overall Response Rates - 806 surveys

<u>Survey Question/Answers</u>	<u>#</u>	<u>%</u>
1. What is your age group?		
a. under 18	20	2.5%
b. 19-24	231	28.7%
c. 25-40	302	37.5%
d. over 55	158	19.6%
e. 41-54	95	11.8%
2. Are you a homeowner or renter?		
a. homeowner	480	59.6%
b. renter	326	40.4%
3. What services do you have with TCI?		
a. Basic	162	20.1%
b. Expanded Basic	397	49.3%
c. Premium Channels	161	20.0%
d. All three of the above	86	10.7%
4. I believe the price of cable TV is appropriate:		
strongly agree	7	.9%
agree	100	12.4%
neutral	139	17.2%
disagree	374	46.4%
strongly disagree	186	23.1%

Table 1

Analytical Results Combined (continued)

<u>Survey Questions/ Answers</u>	<u>#</u>	<u>%</u>
5. I am satisfied with the quality of the picture on TCI:		
strongly agree	41	5.1%
agree	361	44.8%
neutral	201	24.9%
disagree	157	19.5%
strongly disagree	44	5.5%
* two responses inadvertently left out		
6. I believe TCI's billing system is efficient:		
strongly agree	26	3.2%
agree	373	46.3%
neutral	249	30.9%
disagree	112	13.9%
strongly disagree	46	5.7%
7. I find it easy to reach TCI for questions:		
strongly agree	27	3.3%
agree	299	37.1%
neutral	344	42.7%
disagree	94	11.7%
strongly disagree	42	5.2%



Table 1

Analytical Results Combined (continued)

<u>Survey Questions/Answers</u>	<u>#</u>	<u>%</u>
8. I find it easy to reach TCI for service:		
strongly agree	16	2.0%
agree	256	31.8%
neutral	325	40.3%
disagree	152	18.9%
strongly disagree	57	7.1%
9. I am satisfied with TCI overall:		
strongly agree	7	.9%
agree	311	38.6%
neutral	218	27.0%
disagree	191	23.7%
strongly disagree	79	9.8%

Table 2a

Mail Survey Comments

Based on 268 valid survey responses

<u>Comments</u>	<u># of appearances</u>
Reduce Rates	112
Offer More/Different Channels	27
Improve Quality of Reception	27
Need Regulation/Competition	17
Improve Customer Service	14
Lower Hook-up Charge	8
Satisfied	6
Fix Weather Channel	6
Improve Billing	5
Get Rid of MTV/Porn/Filth	3
Provide Free Cable Guide	2

## Table 2b

Phone Survey Comments

Based on 38 valid survey responses

<u>Comments</u>	<u># of appearances</u>
Reduce Rates	8
Improve Customer Service	7
Offer More/Different Channels	5
Satisfied	3
Improve Billing	2
Fix Weather Channel	1
Lower Hook-up Charge	1

Table 2c

In-Person Survey Comments

Based on 500 valid survey responses

<u>Comments</u>	<u># of appearances</u>
Reduce Rates	106
Improve Customer Service	28
Offer More/Different Channels	22
Improve Quality of Reception	19
Lower Hook-up Charge	14
Improve Billing	9
Satisfied	7
Provide Free Cable Guide	4
Fix Weather Channel	4
Provide Channel That Scrolls Programming	3
Need Regulations/Competition	2
Get Rid of MTV/Porn/Filth	1

Appendix A  
Survey From 1987

"Hello. I am a graduate student at Eastern Illinois University and I'm gathering information on cable television in Charleston. Do you have a minute to answer a few questions?"

1) Do you subscribe to Liberty TCI cable television?

(If no, thank them for their time and tell them you have no further questions. Do not mark on this sheet if its no! If yes, go on to number two.)

2) What is your age?      a) under 18   b)19-24   c)25-40   d)41-55   e)over 55

3) How do you agree with this statement: I take full advantage of the variety of programming Liberty TCI offers me.

a) strongly agree  
b) agree  
c) neutral  
d) disagree  
e) strongly disagree

4) How would you agree with this statement: I am satisfied with the liberty TCI cable service department.

a) strongly agree  
b) agree  
c) neutral  
d) disagree  
e) strongly disagree

5) How would you agree with this statement: I feel that the price of Cable Tv is justified.

a) strongly agree  
b) agree  
c) neutral  
d) disagree  
e) strongly disagree

6) Would you recommend Liberty TCI cable subscription to a friend?

yes      no

"Thank you very much for your time. Have a good day."

Appendix B  
Case Study Survey

My name is Gail Gilliland, and I am a candidate for the Degree of Master of Arts at Eastern Illinois University. For my thesis, I am conducting a Customer Satisfaction Survey of one of the local utilities. The following questions are designed to gauge the customer satisfaction of TCI of Illinois, Inc., Charleston's cable company. If you are a subscriber in Charleston, please take a moment to answer these brief questions. All answers will remain confidential.

1. What is your age group? \_\_\_\_\_  
a. under 18    b. 19-24    c. 25-40    d. over 55    e. 41-54
2. Are you a (circle one) homeowner or renter?
3. What service(s) do you have with TCI of Illinois, your cable company (mark all that apply)? \_\_\_\_\_  
a. Basic    b. Expanded Basic    c. Premium Channels
4. I believe the price of cable tv is appropriate (circle one):  
strongly agree    agree    neutral    disagree    strongly disagree
5. I am satisfied with the quality of the picture on TCI (circle one):  
strongly agree    agree    neutral    disagree    strongly disagree
6. I believe the TCI's billing system is efficient (circle one):  
strongly agree    agree    neutral    disagree    strongly disagree
7. I find it easy to reach TCI for questions (circle one):  
strongly agree    agree    neutral    disagree    strongly disagree
8. I find it easy to reach TCI for service (circle one):  
strongly agree    agree    neutral    disagree    strongly disagree
9. I am satisfied with the TCI of Illinois Cable system overall (circle one):  
strongly agree    agree    neutral    disagree    strongly disagree
10. What could TCI do to increase your satisfaction as a subscriber?

Thank you for your time and cooperation.



Appendix C

Survey Results From Consumer Reports, 1991

Survey Results From Consumer Reports, 1991Chicago Suburbs,  
TCI of Illinois

Areas Served:	Northern Suburbs
Start-up year	1982
Subscriber Count	84,000
Homes hooked up	45%
Channel Capacity	60
Costs and Channels:	
Hookup	\$60.00
Monthly charge - basic	\$17.55/42 channels
Monthly charge - exp. basic	\$18.80/47 channels
Pay channels	8
Pay-per-view	No
HBO, monthly	\$12.45
Cable guide	\$ .50 per month
Percent of readers who report:	
Outages of 2 days or longer	19%
Picture quality fair to poor	24%
Billing problems	18%
Not enough info from company	31%
Hard to reach company	60%