



RETURNING MATERIALS:  
Place in book drop to  
remove this checkout from  
your record. FINES will  
be charged if book is  
returned after the date  
stamped below.

|  |  |  |
|--|--|--|
| <p><del>0X25/07</del></p> <p>~~~~~</p> <p>CK A 004</p> <p>PAID 7/10/95</p> <p>1996</p> |  |  |
|--|--|--|

**AN EVALUATION OF NON-SUBSCRIBERS' PERCEPTIONS  
OF CABLE TELEVISION  
TO BE APPLIED TO THE DEVELOPMENT OF TARGET MARKETING  
IN THREE SUBURBAN MICHIGAN COMMUNITIES**

**By**

**Carol Siewert Mackey**

**A THESIS**

**Submitted to  
Michigan State University  
in partial fulfillment of the requirements  
for the degree of**

**MASTER OF ARTS**

**Department of Telecommunication**

**1985**

Copyright by  
Carol Siewert Mackey

1985

## ABSTRACT

### AN EVALUATION OF NON-SUBSCRIBERS' PERCEPTIONS OF CABLE TELEVISION TO BE APPLIED TO THE DEVELOPMENT OF TARGET MARKETING IN THREE SUBURBAN MICHIGAN COMMUNITIES

By

Carol Siewert Mackey

This study was designed to evaluate cable television non-subscribers in three suburban Michigan communities with cable systems operated by Horizon Cablevision. The assessment of non-subscribers incorporated a free trial marketing technique as an attempt to increase subscription levels in each system.

Non-subscribers were divided into subgroups determined by whether or not they accepted the free trial, and by whether or not they became subscribers at the end of the study.

Subscription levels at the conclusion of the project reflected increases of 7 to 9 percent across systems.

Principal findings show that respondents who accepted the free trial, and those who subscribed to cable, have characteristics similar to those reported for cable subscribers in previous studies.

The non-subscribers who rejected the free trial or dropped cable after the trial period were considered "Untouchables" in the market. The "Untouchables" were also described demographically and in terms of their attitudes toward television and cable.



To Mom and Dad  
John, Ann, and Gam

## ACKNOWLEDGEMENTS

I would like to thank many people for their valuable inspiration and assistance. My thesis advisor, Dr. Thomas Baldwin, for his unending patience and subtle discipline. Dr. Thomas Muth, thesis committee member, for giving me wonderful guidance through my graduate program, and for introducing me to Horizon Cablevision. Dr. Kent Creswell, thesis committee member, who promoted my research opportunities tremendously. Mr. Glenn Friedly and Mr. Alan Baird of Horizon Cablevision, for making this project possible. Ms. Carrie Heeter, friend and mentor, who sparked my interest in research. Mr. George Thorry of Continental Cablevision, who encouraged and supported my venture into cable marketing. Dr. Ron Tamborini, who patiently helped me with editing. And, my fantastic field workers: Dianna Albers, Jim Alexander, Steve Atwell, Shelly Brodsky, Julie Buckland, Tricia Carraway, Brian Flynn, Laura Geagan, Carolyn Giampapa, Shawn Greenberg, Deborah Hofmann, Craig Huitema, Keith Hurwitz, Michael Jonascu, Rich Johnson, Paul Kuehn, Scott Kurz, Terry LaMoria, my sister Ann, my brother John, Liz Martin, Dana McCartey, Phil Newman, Debbie Parkinson, Steve Ross, Joe Salome, Mark Shifflet, Jennifer Vaughn Verner, Kipp Verner, Greg Walker, Lisa Whaley, Rhonda White, Steve Wille, Cheryl Williams, and Julie Zack.

## TABLE OF CONTENTS

|   |                   |
|---|-------------------|
| <b>LIST OF TABLES</b> .....                             | <b>Page</b><br>vi |
| <b>LIST OF APPENDICIES</b> .....                        | viii              |
| <br><b>CHAPTER</b>                                      |                   |
| I. INTRODUCTION .....                                   | 1                 |
| II. CABLE MARKETING AND RESEARCH .....                  | 3                 |
| Development of Cable Marketing .....                    | 3                 |
| Academic Research in Cable .....                        | 7                 |
| Cable Industry Research .....                           | 10                |
| Reference Notes .....                                   | 17                |
| III. METHODOLOGY .....                                  | 21                |
| Horizon Cablevision .....                               | 21                |
| The Test Markets .....                                  | 22                |
| Universe of Non-Subscribers .....                       | 24                |
| The Study .....   | 24                |
| Questionnaire Development .....                         | 26                |
| IV. FINDINGS .....                                      | 34                |
| Computer Analysis .....                                 | 34                |
| ✓ Subgroups of Non-Subscribers .....                    | 34                |
| Phase I Interviews and Installation Schedules .....     | 35                |
| ✓ Acceptance of the Free Trial Offer .....              | 36                |
| Phase II Telephone Follow-Up Interviews ....            | 37                |
| "Acceptors'" Attitudes Toward Cable Television .....    | 38                |
| Subscription to Cable .....                             | 39                |
| ✧ Demographic Characteristics of Non-Subscribers .....  | 42                |
| ✧ Satisfaction with Existing TV Programming ..          | 44                |
| ✧ Enjoyment of Television .....                         | 44                |
| ✧ Exposure to Cable Television .....                    | 46                |
| ✧ Perceptions of Cable Television .....                 | 47                |
| ✧ Interest in Cable Channels and Services ....          | 51                |
| ✧ Television Viewing Behavior/Environment ....          | 54                |
| ✧ Characterization of Television/Cable Television ..... | 57                |

|  |    |
|--|----|
| Television/Cable Program and Schedule<br>Information .....                 | 58 |
| Other Media Use .....  | 61 |
| Awareness of Cable Channels .....  | 62 |
| Importance of Cable Features .....   | 63 |
| Cable Television Viewing .....   | 65 |
| Satisfaction with Cable .....  | 65 |
| Reasons for Not Subscribing to<br>Cable Television .....                   | 67 |
| What Would Make Non-Subscribers More<br>Likely to Subscribe to Cable ..... | 69 |
| Previous Subscription to Cable .....                                       | 70 |
| Subscriber/Penetration Level Activity<br>During the Study .....            | 77 |
| Reference Notes .....  | 79 |
| <br>V. DISCUSSION AND RECOMMENDATIONS .....                                | 82 |
| Objectives of the Study .....  | 82 |
| Discussion .....   | 83 |
| Recommendations .....  | 86 |
| Limitations .....  | 88 |
| Cost Considerations .....  | 91 |
| <br>SELECTED BIBLIOGRAPHY .....  | 94 |

# LIST OF TABLES

| TABLE   | Page |
|---|------|
| 1. Non-Subscribers' Acceptance of the Free Trial Offer<br>"Acceptors" and "Rejectors" ..... | 37   |
| 2. "Acceptors'" Responses to What is Most Appealing about Cable .....                       | 38   |
| 3. "Acceptors'" Responses to What Could Improve Cable .....                                 | 40   |
| 4. Breakdown of Channels Kept by "Keepers" .....  | 41   |
| 5. Demographic Characteristics by Subgroup .....  | 43   |
| 6. Satisfaction with Existing TV Programming .....  | 46   |
| 7. Average Enjoyment Ratings of TV Programs .....   | 48   |
| 8. Non-Subscribers' Responses to Why Someone Would Subscribe to Cable Television .....      | 50   |
| 9. Perceptions of Cable TV Services<br>Average Estimates .....                              | 51   |
| 10. Interest shown in Basic Cable Channels .....  | 52   |
| 11. Interest Shown in Pay-Cable Channels .....  | 52   |
| 12. Interest Shown in Extra/Optional Cable Services .....                                   | 53   |
| 13. Television Viewing Behavior/Environment .....   | 56   |
| 14. Characterization of Television/Cable<br>Television Mean Scores .....                    | 59   |
| 15. Television/Cable Program and Schedule Information .....                                 | 62   |
| 16. Other Media Use .....   | 63   |
| 17. Recognition of Cable Channels .....   | 64   |

| <b>TABLE</b>   | <b>Page</b> |
|--|-------------|
| 18. Importance Rating of Cable Features .....  | 66          |
| 19. Recalled Cable Channel Viewing .....   | 68          |
| 20. Satisfaction with Cable .....  | 69          |
| 21. Non-Subscribers' Reasons for Not Currently<br>Subscribing to Cable .....             | 70          |
| 22. Non-Subscribers' Responses to What Would<br>Make Them More Likely to Subscribe ..... | 71          |
| 23. Non-Subscribers' Previous Cable Subscription<br>"Formers" and "Nevers" .....         | 73          |
| 24. Demographic Characteristics of "Formers"<br>and "Nevers" .....                       | 76          |
| 25. Subscriber/Penetration Level Activity<br>During the Study .....                      | 78          |

## LIST OF APPENDICIES

| APPENDIX   | Page |
|--|------|
| A. Horizon Cablevision Programming .....                   | 97   |
| B. Test Market Characteristics .....                       | 103  |
| C. Horizon Cablevision Rates .....                         | 110  |
| D. Potterville/Dimondale Phase I Questionnaire ...         | 113  |
| E. Saranac Phase I Questionnaire .....                     | 126  |
| F. Union City/Athens Phase I Questionnaire .....           | 139  |
| G. Sample Blue Card .....                                  | 152  |
| H. Potterville/Dimondale Phase II Questionnaire ..         | 153  |
| I. Saranac Phase II Questionnaire .....                    | 160  |
| J. Union City/Athens Phase II Questionnaire .....          | 167  |
| K. Demographic Characteristics<br>of Non-Subscribers ..... | 173  |

## CHAPTER I

### INTRODUCTION

Cable television system operators share concern for secure, yet expandable and profitable business. In the cable television industry security in business is primarily a function of subscribers, i.e. people who are willing to pay for television programming and services beyond those which are available over-the-air. Building and maintaining a subscriber base for a cable company involves many of the customary sales and marketing techniques used by any business in building a clientele. The product and services being marketed need to be attractive, affordable and dependable in order to be successful.

Ascertainment of television viewers' willingness, ability and incentive to subscribe to cable television services is extremely important in subscriber acquisition. Careful attention must be paid to programming, packaging, pricing and marketing strategies in order to assure provision of the best possible service and information about the product to potential subscribers.

One of the major problems cable system operators face is learning how to reach non-subscribers in their markets. Non-subscribers include any households among the homes passed (i.e. the number of homes that are capable of



receiving cable because the feeder lines are already in place) that do not currently subscribe to cable TV, whether they have subscribed previously or not. Selling services to these potential customers will result in increased penetration rates and increased system revenues. Therefore, development of marketing strategies that prove successful with this group (non-subscribers) has become a number one priority for many cable system operators, and the need for research in this area has become more important.

In the research reported here, an attempt has been made to gauge these non-subscribers' television viewing behavior, their perceptions of cable television service, their existing attitudes toward cable TV, their interests in, preferences for, and incentives to subscribe to cable services, and their reasons for not presently subscribing to cable television. In this project, further information was obtained to define each service area's demography, and develop a demographic profile of the non-subscribers in each market selected.

This research incorporated a free trial offer marketing technique in its attempt to develop bases for subscriber acquisition marketing and re-marketing decisions. Information for developing such decisions and proposals should come from the market itself. The study concentrated on evaluation of the non-subscribers in three particular south-central Michigan suburban markets for the primary purpose of making package service and pricing proposals for system rebuilding and upgrading.

## CHAPTER II

### CABLE MARKETING AND RESEARCH

#### Development of Cable Marketing

The need for research and comprehensive marketing did not appear to be great during the development of most early cable market systems. In many areas cable TV has been extremely popular from the time it was introduced in 1949 and throughout its some thirty years of development since. Cable offers improved television reception, the ability to import distant television signals, and commercial-free and customized programming networks. In remote areas with little television available locally, cable television has been virtually "gobbled-up." In small to medium-sized towns cable has thrived. This has allowed cable operators to be successful without being especially ambitious; to sit back and let customers come to them. Establishment of a cable system in one of these areas has usually meant starting service with above a fifty percent penetration rate (number of subscribers divided by the number of potential subscribers, or homes passed) resulting in profitable operations from the beginning. However, circumstances have changed. One leading authority in cable marketing describes the situation this way:

It's a tough new world even for operators of local cable systems. Life used to be a breeze for the early entrants to that business. They built modest systems years ago, signed up around 55% of the homes in their areas with little effort, and have been collecting monthly fees ever since. But many such operators are now finding that . . . topping that 55% penetration level is still an undeveloped art. Since cable operators used to make good money by simply stringing their wires and signing up viewers who were, in the industry argot, waiting for the truck, few learned how to sell the service.<sup>1</sup>

Such early success in many cable markets has resulted in a haphazard development of marketing in the cable television industry. Of cable marketing in general, Charles Dolan, general partner of Cablevision Systems, says:

There is a lot of experimentation in this industry. I think we tend to underrate ourselves and believe others are more advanced in the way they go about it than we are. But I don't know of anyone who can come in and teach this industry how to [market our services] - we're learning pretty rapidly ourselves.<sup>2</sup>

People hired for marketing cable TV have come from other industries, for example: Procter & Gamble, Dupont, and American Express, lacking knowledge of cable TV, have brought with them a variety of marketing techniques that have developed through years of learning what works and what advertising is effective with certain customers. Such marketing techniques include: cross-training installers as salespersons;<sup>3</sup> incorporating satisfied customers' testimonials in the sales campaign;<sup>4</sup> focus group sessions among subscribers to determine the orientation of a campaign<sup>5</sup> (to meet customers' needs); direct-mail introduction of service followed by door-to-door selling;<sup>6</sup> "packaging" of services (combinations of channels and services offered);<sup>7</sup> free trials of individual channels or entire system

offerings;<sup>8</sup> market segmentation;<sup>9</sup> and unifying the company's image publicized by media advertising, program guides,<sup>10</sup> direct mail, door hangers, etc..

The trend in cable marketing strategies seems to have been from focusing on a single benefit for the customer, e.g. clear signals or sports programming, to comprehensive campaigns coalescing many forms of advertising and sales to promote multiple benefits that cable TV offers. These types of programs have met with varying success throughout the cable industry. The more concatenate programs have seen the most favorable results, in particular: free trials; market segmentation; and unification campaigns. Edward Kessler, previously involved in the cable industry and now senior vice president of the nation's largest direct-marketing company, lends his opinion:

Mixed messages go from marketplace to marketplace, and cable has been positioned as something different in each one. . . . the more unification to your message, the better off you are and the better opportunity you have.<sup>11</sup>

Initial marketing of cable television was typically based on an assumption that every potential customer should have every service that cable could offer. This is called "top-down" marketing because only after an exhaustive attempt to sell all services to each customer would salesmen and marketers back down and allow sales of fewer than all services to subscribers.

For those involved in marketing, learning about cable television and reactions to it takes time. Techniques

like "top-down" marketing worked for a while; however, cable TV is no longer a novelty. Many initial customers have joined the ranks of non-subscribers in their market as "Formers," those who have previously subscribed to cable but do not currently. For some customers the burden of affording all the services available to them on their system has become too much to bear and they have dropped cable altogether. For other customers, cable television is confusing, (extra equipment may be necessary and channels are not always labeled with the same numbers they have traditionally had) and rather than seek out help in interpreting this new system, they have chosen to return to conventional TV. Some cable subscribers have reacted to customer service problems by discontinuing their subscriptions. Further, there are those customers who have ended their subscriptions to cable because of a lack of accurate and detailed programming information.

"Nevers," those non-subscribers who have never subscribed to cable TV, and "Formers," previously mentioned, make up what can be a complicated base of non-subscribers to whom cable operators must market their services.

Ira Tumpowsky, Young & Rubicam's vice president for communications services, gives the following advice:

. . . one of the most important issues to be addressed by cable marketers is continuous communications with subscribers, not only to find out how satisfied or dissatisfied customers may be, but also to let them know what's on various channels. . . . operators should be more atuned to their subscribers . . . They have to be customer-conscious.12

Michael Reginold, senior vice president of HBM/Creamer, a Boston-based advertising agency, suggests:

. . . make damn sure you know who your target audience is; . . . make sure you have a clear-cut strategy and a clear-cut position in the market; and then . . . communicate that in a beneficial way in a persuasive manner.<sup>13</sup>

Little attention has been paid to marketing research designed specifically to meet the needs of cable companies. More recently, the need for research in cable marketing has increased. For many reasons, cable system operators have seen their penetration rates level off or decline. Many system operators have realized that they will have to make a greater effort in order to stand still, let alone increase revenues.

#### Academic Research in Cable

Academic research on decision-making in the cable television industry has been extremely limited. Most early cable research has focused on comparisons between subscribers and non-subscribers,<sup>14</sup> viewership and processes<sup>15</sup> of channel and/or program selection, viewership behavior and attitudes before and after cable television has been introduced into a community.<sup>16</sup>

These studies and others have been somewhat successful at creating a basic demographic/psychographic profile of cable subscribers. The typical cable subscriber is younger, more than likely male, has a higher income, owns a home, has a larger family, owns more technologically advanced video equipment (such as video recorders, games, or

home computers), typically watches more television, and a wider variety of channels than the average non-subscriber. Interestingly, several studies have found an inverse relationship between level of education and the likelihood of subscribing to cable. Sparkes found that higher educated individuals were less likely to subscribe to cable,<sup>17</sup> and an industry study by Television Audience Assessment, Inc.,<sup>18</sup> as well as research in other areas of cable have confirmed this type of relationship.<sup>19</sup>

Prediction of cable subscribership has focused primarily on these demographic variables, with little attention paid to any "socially salient" factors or predictors. Collins, Reagan, and Abel have suggested that the demographic variables studied be expanded to include, for example, the ages of children in a household, and the type of residence (i.e. houses, condominiums, apartments, etc.) they also suggested examining other media use variables and extending studies to include multiple markets,<sup>20</sup> or so-called "cross-locale" studies.

Some research has dealt with the comparison of basic-only and pay-service subscribers, in which several traditional demographic factors have emerged as good predictors of subscribership.<sup>21</sup> Notably, however, the findings suggest that the ability to afford cable television is not a major reason for subscribing. For example, Krugman et al. examined the entertainment-seeking behavior of television viewers and found reasons such as the desire for improved reception, the ability to add distant broadcast

signals, increasing diversity in channel selection, and assumedly programming, and, the incentive to subscribe to basic cable service in order to reach pay service tiers.<sup>22</sup>

In late 1983, Continental Cablevision, Inc. in Madison Heights, Michigan was faced with the choice of whether or not to add The Disney Channel to its service offerings. The primary concern of the system manager was whether this addition would increase the profitability of the system in general. Mackey and Burbott used a telephone survey to city residents in making the decision on The Disney Channel. The survey contained basic questions about the types of television service respondents had used, their demographic profile, incentives to purchase this extra service either as an addition to existing service or in replacement for an existing service, and incentives to purchase cable television for this additional channel. The profile of viewers that resulted was very close to that which had been predicted, however, the incentives to purchase cable television, and in particular, The Disney Channel,<sup>23</sup> were virtually non-existent.

From a similar, but more extensive study, Mackey, Thorry, Assiff, and Stern provided information used in programming and pricing proposals for the rebuilding and customizing of an existing cable system in Jackson, Michigan. In this study, a mail survey sent to subscribers and non-subscribers focused on an evaluation of the needs, desires and incentives that would support improvements in



signals, increasing diversity in channel selection, and assumedly programming, and, the incentive to subscribe to basic cable service in order to reach pay service tiers.<sup>22</sup>

In late 1983, Continental Cablevision, Inc. in Madison Heights, Michigan was faced with the choice of whether or not to add The Disney Channel to its service offerings. The primary concern of the system manager was whether this addition would increase the profitability of the system in general. Mackey and Burbott used a telephone survey to city residents in making the decision on The Disney Channel. The survey contained basic questions about the types of television service respondents had used, their demographic profile, incentives to purchase this extra service either as an addition to existing service or in replacement for an existing service, and incentives to purchase cable television for this additional channel. The profile of viewers that resulted was very close to that which had been predicted, however, the incentives to purchase cable television, and in particular, The Disney Channel,<sup>23</sup> were virtually non-existent.

From a similar, but more extensive study, Mackey, Thorry, Assiff, and Stern provided information used in programming and pricing proposals for the rebuilding and customizing of an existing cable system in Jackson, Michigan. In this study, a mail survey sent to subscribers and non-subscribers focused on an evaluation of the needs, desires and incentives that would support improvements in

the cable television service. The questions asked centered on knowledge of cable television service, differentiation between that offered by basic-only and that available on an "extra-fee" basis, and proposing combinations of such services ("packages") with different pricing schema to determine which types of television services were valued most among viewers. Although the analysis was limited to basic frequencies and a few crosstabulations, as is much analysis of industry data, solid business decisions could be made based on the information provided.

24

### Cable Industry Research

#### NCTA Study

The Cable/Video Research Center, a division of Opinion Research Corporation, was commissioned by The National Cable Television Association in 1983 to conduct a Marketing Profile Service study in ten separate cable systems throughout the United States; five urban systems and five suburban.

Increasing penetration for cable systems, especially in urban markets had become arduous, and this study was designed to explore the reasons for such difficulty. The positioning of cable television, consumer attitudes and concerns with watching television, and competition from other leisure activities in the marketplace were examined.

25

Findings from this study showed that the main reasons for subscribing to cable television were improved reception, and the reception of movies and sports. Most

26

subscribers surveyed indicated that they were satisfied with their service and planned to retain cable. However, cable had low saliency in the minds of both subscribers and non-subscribers. It was determined that the likelihood of subscribing to cable television did not necessarily depend upon place of residence, i.e. urban v. suburban, but most importantly on attitudes towards television, including perception of its benefits and disadvantages, as well as reasons for watching television. Activities at home were shown to have a greater impact on satisfaction with cable TV, and thus penetration rates, than leisure activities outside the home. Non-subscribers were considered as marketable, although they may be a difficult group to reach, if they expressed a likelihood of subscribing within one year, if television plays a significant role in their lives, or cable can meet certain specific needs/wants that they have, and if programming preferences can be satisfied by cable television.

27

Urban and suburban subscribers and non-subscribers surveyed were segmented into five groups based on their expressed attitudes toward TV, needs/wants from television, and reasons for watching. 1) "Truck Chasers" are heavy TV viewers and satisfied customers in whose lives television plays a major role. They showed a positive attitude toward television and expressed reasons for watching that included: entertainment; education; stimulation; and relaxation. "Truck Chasers" need TV to keep them company, to babysit for them and to provide social activity. 2) The "Basic, But..."

segment is composed of average viewers who watch television to be informed and educated. They may be somewhat satisfied but for most in this segment cable does not have a good image. 3) The "Entertain Me" segment is made up of heavy viewers who desire uncut movies, sports, variety, adult-oriented programming and other uninhibited entertainment, but are sensitive to duplication in programming. There is a positive attitude toward television among this group. 4) The "Make It Worthwhile" group or the "television snobs," are the highest viewers who watch only when "good programming is on." They show a negative attitude toward television and are generally dissatisfied with cable. 5) "No Thank You Now" are those who do not see TV as a temptation and claim they do not want or need much that television offers. Among those in this segment, cable has a weak image, and contact with the cable company was probably initiated by the company rather than the customer. However, subscribers in this group, once sold, show high satisfaction with cable television.

28

#### Continental Cablevision Segmentation Plan

Late in 1983, Continental Cablevision, Inc. used a parallel market segmentation scheme to put together a direct-sales campaign.

29

Continental combined demographic and psychographic data for its non-subscriber markets to identify four groups of these non-subscribers and targeted them for different marketing strategies. 1) "Seniors" are generally older

single females with lower than average income and higher than average education. In the marketing/sales campaign the benefits that are emphasized when approaching this group are: good reception, value, variety in news and information, and quality programming. 2) "Upscale." These non-subscribers are usually married, older females with higher than average education and income. Marketing this group involves stressing high quality educational/intellectual programming, current events, good reception and specific programming. 3) "Young Singles/Couples" usually have no children, average or below average income and education, and watch more television than any of the other groups. To sell cable to this group, the plan focuses upon recent movies, 24-hour and commercial-free programming, and the alternative to regular TV that cable provides, including: variety, convenience, and better reception. 4) "Families." This group includes families with children, average to below average income, and average education level. Benefits of cable promoted to these families are: "something for everyone in the family;" quality programming; value for the money; educational programming and quality children's programs; minimal sex and violence; good reception; and current events.

In Continental's marketing plan, all "packages" include all of the services that the cable system offers. The difference between the marketing strategies is "focus." The idea is to use market segmentation to develop specific

target marketing for each of the resulting segments. It is difficult to isolate the success of this particular campaign because of many changes within the company and the industry. However, at the time of this study, Continental claimed high success rates among those of its systems using this segmentation plan.<sup>31</sup>

#### Other Cable Industry Research

Executives are using data from extensive research into cable audiences and potential audiences to make important marketing decisions, with the primary intention of raising penetration rates within their systems.

Donnelley Marketing Information Services and Simmons Market Research Bureau combined in 1983 to develop a clustering, or market segmentation technique to be applied to consumer marketing, which is presented in the following way:

The ClusterPlus System features 47 different demographic clusters, each representing a distinctive lifestyle pattern and offering a sound basis for assessing product behavior.<sup>32</sup>

Demographic characteristics studied include income, education, occupation, ownership and environment characteristics. The combinations that emerged were then ranked on the basis of socioeconomic level. This system has been adopted by several cable companies to meet their needs to identify, reach and influence specific customer segments.<sup>33</sup>

Also in 1983, International Communications Research completed a study for the National Cable Television

34  
 Association. The major purpose of this study was to determine why subscribers keep cable or cancel service. Consumer attitudes toward cable were studied and levels of satisfaction with cable were measured as determinants in the subscription decision to keep or not to keep cable service. The study also focused on differences between current and 35 former subscribers' attitudes. The study indicated that nearly 83 percent of current cable subscribers are at least somewhat satisfied with their cable service, and that almost two-thirds of former subscribers expressed general 36 satisfaction with cable television. Major reasons people have for subscribing to cable TV are: variety; improved reception; and movies. These top three reasons take care of 77.7 percent of current subscribers and 68 percent of former subscribers surveyed in this study. Major reasons current subscribers have for disconnecting their service (not including moving) are: repetition; price; and programming issues. Among former subscribers, reasons for cancelling (not including moving) include: price; 37 repetition; and "don't watch enough TV." This study also reported a significant difference between current subscribers and former subscribers in their perceptions of cable and their use of cable. Current subscribers perceive receiving more channels than do former subscribers, and current subscribers reported watching more channels than former subscribers. Almost twice as many current subscribers as former subscribers said that they spend at

least 40 percent of their viewing time with channels  
38  
available only on cable.

A primary suggestion that comes from this ICR/NCTA  
study is to emphasize variety in marketing efforts,  
especially that marketing directed toward former  
39  
subscribers.



## CHAPTER 11

### Reference Notes

1

Geoffrey Colvin, "The Crowded New World of TV," Fortune, September 17, 1984, pp. 162-64.

2

Sally Russell, "Marketing the options: Probing effective approaches to marketing cable," CableVision, November 5, 1984, p. 56.

3

"Manhattan Cable to Use TV to Combat Slow Period," Cable Marketing, August, 1984, p. 8.

4

Ibid.

5

"Switchout Yields 92 Percent Conversion of Ex-Spotlight Subs," Cable Marketing, August, 1984, p. 12.

6

"New Direct Mail Boosts Tampa Cable Sales by 50%," Cable Marketing, January, 1985, p. 10.

7

Ellis Simon, "Cable System Profile: American Cable of Phoenix," Cable Marketing, January, 1985, p. 45.

8

Russell, "Marketing the options," p. 64.

9

Ibid., p. 62.

10

Ibid., p. 66.

11

Ibid., p. 57.

12

Ibid., pp. 58-59.

13

Ibid., pp. 57-58.

14

Donald Agostino, "Cable Television's Impact on the Audience of Public Television," Journal of Broadcasting, 24:3 (Summer 1980): 347-65.

15

Carrie Heeter and Bradley Greenberg, "Cable and Program Choice," in Selective Exposure in Communication, ed. Dolf Zillman, (Hillsdale, New Jersey: Lawrence Erlbaum Associates, in press).

16

Vernone M. Sparkes, "Public Perception and Reaction to Multi-Channel Cable Television Service," Journal of Broadcasting, 27:2 (Spring 1983): 163-75.

17

Vernone M. Sparkes, "The People Who Don't Subscribe to Cable Television: Who and Why?" paper presented at the annual conference of MAPOR, Chicago, 1983, pp. 6-7.

18

Television Audience Assessment, Inc., The Multichannel Environment: A Study of Television Viewing in Two Cable Markets (Cambridge, Massachusetts, [1983]), pp. i-iii.

19

Janay Collins, Joey Reagan, and John Abel, "Predicting Cable Subscribership: Local Factors," Journal of Broadcasting, 27:2 (Spring, 1983): 177-83; James G. Webster, "The Impact of Cable and Pay Cable Television on Local Station Audiences," Journal of Broadcasting, 27:2 (Spring 1983): 119-26.

20

Collins, Reagan, and Abel, "Predicting Cable Subscribership," p. 183.

21

Dean M. Krugman, Richard V. Ducey, and Donald Eckrich, "Market Composition and Cable Television Use," (TeleCable Corporation, [1980]), pp. 4-5.

22

Ibid., p. 8.

23

Carol S. Mackey and Tim Burbott, "Disney Subscriber Study," (Madison Heights, Michigan: Continental Cablevision of Michigan, Inc., [1984]).

24

Carol S. Mackey et al., "Rebuild Analysis," (Jackson, Michigan: Continental Cablevision of Michigan, Inc., [1984]).

25

The Cable/Video Research Center, "Segmentation Study of the Urban/Suburban Cable Television Market," prepared for the National Cable Television Association, (Princeton, New Jersey: Opinion Research Corporation, [1983]), p. 3.

26

Ibid.

27

Ibid., pp. 11-12.

28

Ibid., pp. 13-19.

29

Dean Gilbert, Moderator, "Sales Management Workshop," (Perrysburg, Ohio: Continental Cablevision, Inc. [1983]), p. 50.

30

Ibid., pp. 50-55.

31

Interview with George Thorry, Continental Cablevision, Inc., Boston, Massachusetts, 24 April 1985.

32

Donnelly Marketing Information Services and Simmons Market Research Bureau, Inc., "The Marketing Resource of the 80's: ClusterPlus," ([1983]), p. 2.

33

Ibid., pp. 1-2.

34

International Communications Research, "A Summary of the 1984 ICR/NCTA Cable Satisfaction Study," prepared for the National Cable Television Association, (New York, [1984]), p. 1.

35

Ibid.

36

Ibid., p. 4.

37

Ibid., pp. 11-12.

38

*Ibid.*, pp. 18-19.

39

*Ibid.*, p. 8.

## CHAPTER III

### METHODOLOGY

Individual cable systems, generally small, tend to be "market-specific" in nature. Data on the national scale is not very useful for exploration into local penetration and subscriber characteristics. Therefore it is recommended that particular studies be conducted in areas that are coextensive with a cable company's service area. This geographic limitation will facilitate the ability of firms to make specific proposals from a sounder base than if several markets were included in an ascertainment.

The research reported here is focused on assessment of non-subscribers in each of three small suburban cable systems in southern-central Michigan, all of which are owned and operated by Horizon Cablevision.

#### Horizon Cablevision

Horizon Cablevision, Inc., operating from offices in Charlotte, Michigan, was formed in May, 1981 to obtain franchises from municipalities to build and operate cable television. Each of the systems the company has constructed has a 35 channel capacity with 23 channels currently programmed. A detailed outline of Horizon's programming for each system is in appendix A.

Early in 1984, Horizon Cablevision was beginning to feel the pressures of slipping penetration rates and felt that marketing efforts in each of their communities had become necessary. Horizon had used virtually no marketing in any of the systems since initial contact with each community at the onset of construction. There was limited knowledge of the characteristics of their markets, and Horizon executives wanted to test a marketing program involving free installation and one free month of service for all non-subscribers in each of their three markets.

#### The Test Markets

##### Potterville/Dimondale System

Horizon Cablevision, Inc. holds franchises for the City of Potterville, the Village of Dimondale, Windsor Township and Benton Township. These places are all in Eaton County, Michigan, near the center of the state, approximately 15 miles southwest of the capital city of Lansing. A summary of population characteristics for each market can be found in appendix B. This system began service in November of 1982 and expanded in June and July of 1983. Thirty-eight miles of plant (underground and aerial cable in place in the cable system) pass 1365 homes in this area and as of June, 1984 there were 850 subscribers, a penetration rate of 62 percent. The maximum monthly revenue per subscriber was \$41.00. For a complete outline of Horizon's subscription rates in each system, see appendix C.

### Saranac System

Horizon Cablevision, Inc. holds franchises for the Village of Saranac, Boston Township and Berlin Township, all in Ionia County, Michigan; also near the center of the state, approximately 60 miles northwest of the state capital. This system began service in June of 1983 and there are 661 homes passed by nine plant miles. The Saranac system served 350 subscribers in June of 1984, a penetration rate of 53 percent. The maximum monthly revenue per subscriber was \$41.00, as of the date of the study.

### Union City/Athens System

Horizon Cablevision, Inc. also holds franchises for the Village of Union City, Union Township, Sherwood Township, the Village of Athens and Athens Township. Union City, Union Township and Sherwood Township are in Branch County, Michigan, at the center of the southern border of the state. The Village of Athens and Athens Township are located in Calhoun County, directly north of Branch County. This system began service in December of 1983 and expanded into the Athens area in June of 1984. In the Union City/Athens system there are 1331 homes passed by 28 miles of plant. As of June, 1984, there were 680 subscribers, a penetration rate of 51 percent, and the maximum monthly revenue per subscriber in this system was \$55.50.

### Universe of Non-Subscribers

The relatively small size of each of these three cable systems made an assessment of the universe of non-subscribers in each market reasonable. This eliminated the need to sample for the research reported here. It required, however, complete, current, and accurate information from the company on which homes in the community were passed, and which were subscribers to cable.

Maps of each of the communities/systems were provided by Horizon Cablevision, from which an outline of the system coverage was determined. For each of the systems, a list of current subscribers including addresses was also provided by the cable company. From this information, an alphabetical list of streets in the coverage area was developed and the house numbers of subscribers were listed on each street. These house numbers served as a list of those to avoid in the marketing campaign.

### The Study

Horizon Cablevision provided the resources with which to organize and conduct this entire project. A two-phase plan was designed to meet the objectives established by the company.

#### Phase I

An in-person interview (approximately 20 minutes in length) was developed to be given to every one of the non-subscribers available for contact in each market. Included with the administration of this interview was the offer of



free cable television installation and one month of free cable service (all channels provided by the system). Those respondents who completed the questionnaire and accepted the offer of free cable were labeled "Acceptors," and those who completed the interview but did not take the free service were called "Rejectors." Interviewers scheduled installation for "Acceptors" in accordance with timing and personnel provided by Horizon.

#### Phase II

For each of the respondents who accepted the free month trial of cable TV ("Acceptors"), a follow-up interview was administered to ascertain additional information as well as to learn to which, if any of the channels/services the respondent would like to subscribe. A 10-15 minute telephone interview follow-up was used to get a fast response and control costs. At the conclusion of this phase of the study, the participants who decided to keep cable on a monthly billing basis were labeled "Keepers," and those who did not subscribe were called "Drops." Interviewers recorded the channel/disconnect preferences of each respondent. This information was given to the cable company who handled billing, installation of traps (electronic devices used to regulate signals coming into a subscriber's home) for subscribers taking fewer than all services available, and pick-up of converter boxes from those households having service disconnected.

## Questionnaire Development

### Phase I

The initial questionnaire was developed to introduce interviewers as representatives of Horizon Cablevision and, since these interviewers were all Michigan State University students, this association was used to encourage participation in the study.

In order to meet the objectives stated previously by Horizon Cablevision, several general questions were used by this researcher as a basis from which specific questionnaire items were written. They were:

1) What is the television viewing behavior of non-subscribers in each market, in terms of hours per day spent viewing, number of television viewers in the household, watching alone or with others, how many TV sets owned, and whether their primary set is Black & White or Color? (See items 1, 2, 3, 4, and 5, in appendix D; items 1, 2, 3, 4, and 5 in appendix E; and items 1, 2, 3, 4, and 5 in appendix F.)

2) What levels of satisfaction are indicated with existing television services; the variety and types of programming and networks available in their market? (See items 6 and 7 in appendix D; items 6 and 7 in appendix E; and items 6 and 7 in appendix F.)

3) How do these television viewers characterize TV programs (television in general) in a series of five-point bipolar scales? (See items 8A through 8J in appendix D; items 8A through 8J in appendix E; and items 8A through 8J

in appendix F.) This series of questions was placed on the third page of the questionnaire (with no other questions on the same page) which was identified by being a different color from the main body of the interview. The questionnaire was handed to the respondent with this page to be self-administered. The purpose of this was to create an atmosphere of participation, and to help eliminate fatigue for the respondent.

4) How would these non-cable subscribers evaluate various types of television shows, on a scale of zero to 10, in terms of personal enjoyment? (See item 9 in appendix D; item 9 in appendix E; and item 9 in appendix F.)

5) What are the major sources of television program information and what levels of importance are placed on the availability of complete and accurate television program listings (guides)? (See items 10 and 11 in appendix D; items 10 and 11 in appendix E; and items 10 and 11 in appendix F.)

6) What amount of media use other than television, e.g. newspapers, magazines and theater movies, is reported among these respondents? (See items 12, 13, and 14 in appendix D; items 12, 13, and 14 in appendix E; and items 12, 13, and 14 in appendix F.)

7) Have these current non-cable subscribers ever subscribed to cable television previously, and, if so, where did they subscribe and why was the previous service discontinued? (See items 15 and 15a in appendix D; items

15, 15a, and 15b in appendix E; and items 15, 15a, and 15b in appendix F.)

8) What are non-subscribers' reasons for not currently subscribing to cable television? (See item 16 in appendix D; item 16 in appendix E; and item 16 in appendix F.)

9) What are suggestions from these non-subscribers as to what would make cable more attractive to them? (See item 17 in appendix D; item 17 in appendix E; and item 17 in appendix F.)

10) How much exposure have respondents had to cable television in terms of watching with friends and relatives, receiving literature about cable TV, and being contacted by representatives of Horizon Cablevision, in particular? (See items 18, 19, 20, and 21 in appendix D; items 18, 19, 20, and 21 in appendix E; and items 18, 19, 20, and 21 in appendix F.)

11) What are the perceptions of cable television shown by non-subscribers in each market, in terms of why someone would pay for or subscribe to cable TV, installation price, monthly fee, and number of channels available? (See items 22, 23, 24, 25, and 26, in appendix D; items 22, 23, 24, 25, and 26, in appendix E; and items 22, 23, 24, 25, and 26, in appendix F.)

12) What awareness of cable television is shown by non-subscribers in terms of recognition of various existing cable channels? (See items 27A through 27L in appendix D; items 27A through 27L in appendix E; and items 27A through

27L in appendix F.)

13) What levels of importance are placed on various components of cable television, e.g. improved reception and movie channels, in terms of making cable more attractive to these non-subscribers? (See items 28A through 28F in appendix D; items 28A through 28F in appendix E; and items 28A through 28F in appendix F.)

14) What levels of interest are shown in various cable television channels and services (both existing and potential) offered by the cable company? (See items 29A through 29K, 30A through 30F, and 31A through 31I in appendix D; items 29A through 29K, 30A through 30F, and 31A through 31I in appendix E; and items 29A through 29K, 30A through 30F, and 31A through 31I in appendix F.)

For the previous questions 13 and 14, a separate card was developed on which the possible responses to this series of questions was typed. On Side A were responses regarding importance, and on Side B were responses relating to interest levels. The purpose of this aid was again to create an atmosphere of participation for the respondent, as well as eliminate the need for the interviewer to repeat response categories often. (A copy of this "blue card" is in appendix G.)

15) What are the demographic characteristics of each market area? (See items 32 through 42, and 44 in appendix D; items 32 through 40, and 42 in appendix E; and items 32 through 40, and 42 in appendix F.)

16) How much time is required to administer an interview of this nature? (See item 43 in appendix D; item 41 in appendix E; and item 41 in appendix F.)

17) Does the particular respondent accept the free trial offer, and what are the terms of such acceptance? (See last page in appendix D; item 43, and last page in appendix E; and item 43, and last page in appendix F.)

Installation scheduling information was completed by the interviewer on the questionnaire, and repeated on the last page which was given to "Acceptors" as a record of their participation in the study and their entitlement to the free trial. This last page was also a different color from the remainder of the questionnaire, as a reminder to the interviewer that it was to be given to the respondent.

## Phase II

A second questionnaire was designed to provide a means for comparing television viewing behavior before and after cable, to determine preferences of cable channels/services among those who accepted the free trial, and to settle upon those services to which the respondent wished to subscribe. It was administered by telephone, and was only for those who had accepted free cable and had had this free service for thirty days.

The same respondent who had completed the questionnaire from Phase I was requested in the introduction of this second interview.

As with the first questionnaire, several general questions were used as a basis from which specific questionnaire items were written.

1) What is the television viewing behavior among these "Acceptors" since they have had cable, in terms of hours per day spent viewing, amount of viewing compared to before cable, and watching alone or with others? (See items 1, 2, and 3 in appendix H; items 1, 2, and 3 in appendix I; and items 1, 2, and 3 in appendix J.)

2) How do "Acceptors" characterize cable television in the same series of five-point bipolar scales on which they characterized television in the first phase interview? (See items 4A through 4J in appendix H; items 4A through 4J in appendix I; and items 4A through 4J in appendix J.)

3) What are the major sources of cable television programming information used among these study participants, and what levels of importance are placed on complete and accurate program listings now that they have had cable television? (See items 5 and 6 in appendix H; items 5 and 6 in appendix I; and items 5 and 6 in appendix J.)

4) Because theater movies were assumed to be a primary competitor for cable TV, what level of movie attendance do these "Acceptors" report for the past month, i.e. the time they were receiving their free trial of cable TV? (See item 7 in appendix H; item 7 in appendix I; and item 7 in appendix J.)

5) What awareness of cable television is shown by these respondents in terms of recognition of various

existing cable channels? (See items 8A through 8L in appendix H; items 8A through 8L in appendix I; and items 8A through 8L in appendix J.)

6) What levels of importance are placed on various components of cable television, e.g. 24-hour programming and independent stations such as WTBS from Atlanta, in terms of making cable more attractive to these "Acceptors?" (See items 9A through 9F in appendix H; items 9A through 9F in appendix I; and items 9A through 9F in appendix J.)

7) Which channels do these television viewers remember watching since their exposure to cable TV, and which channels did they watch the most during the free trial period? (See items 10A through 10X, 11, and 12A through 12W in appendix H; items 10A through 10X, 11, and 12A through 12W in appendix I; and items 10A through 10X, and 11 in appendix J.) The question regarding how many days in a typical week each channel was watched was dropped from the Union City/Athens Phase II questionnaire at the request of the interviewers who felt it was too long and tedious to ask over the telephone.

8) What are the favorite channels of these "Acceptors?" (See item 13 in appendix H; item 13 in appendix I; and item 12 in appendix J.)

9) What levels of satisfaction are reported by these respondents with each of the specific pay channels received in the free trial (HBO, Cinemax, and The Disney Channel), the remaining basic channels as a whole, and the



service received from Horizon Cablevision? (See items 14 through 18 in appendix H; items 14 through 18 in appendix I; and items 13 through 17 in appendix J.)

10) What is most appealing about cable television to those who participated in this study? (See item 19 in appendix H; item 19 in appendix I; and item 18 in appendix J.)

11) What suggestions do "Acceptors" have for improving cable television? (See item 20 in appendix H; item 20 in appendix I; and item 19 in appendix J.)

12) Does the particular respondent want to become a cable subscriber (keep cable TV on a billing basis); if not, what is the primary reason and does the respondent anticipate or consider subscribing in the future? If so, which channels and services would the respondent like to keep? (See items 21 through 23 in appendix H; items 21 through 23 in appendix I; and items 20 through 23 in appendix J.) For those respondents who became "Keepers," or new subscribers to Horizon's service, the interviewer outlined monthly charges for the combination of services requested. This information, along with the name, address, and telephone number of the "Keeper" was passed on to the company's billing department who added it to their records.

13) Finally, how much time is required to administer an interview of this nature? (See last item (un-numbered) on the final page in each appendix H; appendix I; and appendix J.)

## CHAPTER IV

### FINDINGS

The data reported by the non-subscribers evaluated in this study were extremely consistent among the three systems studied, Potterville/Dimondale, Saranac, and Union City/Athens. Therefore, results will be reported for these three systems collectively (averages among systems) unless otherwise specified.

#### Computer Analysis

Collected data were analyzed on the Michigan State University CDC Cyber 750 computer, using the Statistical Package for the Social Sciences (SPSS). The SPSS subprogram FREQUENCIES was used to provide descriptive statistics and distributional characteristics of each of the variables created.<sup>1</sup>

#### Subgroups of Non-Subscribers

To complete a meaningful analysis of participants in this study, non-subscribers were divided into two sets of subgroups: 1) "Acceptors" and "Rejectors," and 2) "Keepers" and "Drops."

"Acceptors" were the respondents who completed the in-person interview and, at the end of phase I, accepted the offer of free installation and free cable service for thirty

days. "Rejectors" were those who completed the phase I questionnaire, but did not accept the free trial. "Keepers" were the "Acceptors" from phase I who, at the conclusion of phase II of the study, decided to keep cable service as paying subscribers. "Drops" were the "Acceptors" from phase I, who, at the end of phase II, did not choose to keep cable on a billing basis.

For the purpose of discussion in this analysis, these four subgroups were combined into two general subgroups of non-subscribers studied: 1) "Touchables," those who expressed an interest in cable television service (i.e. "Acceptors" and "Keepers"). 2) "Untouchables," the non-subscribers in one of these mature cable market systems, to whom marketing efforts have been applied, but who remain as non-subscribers (i.e. "Rejectors" and "Drops").

#### Phase I Interviews and Installation Schedules

In the Potterville/Dimondale System, of 515 non-subscribers, 245<sup>2</sup> were interviewed. Interviewing in this system began June 25, 1984 and continued for three weeks, Monday through Thursday 4:00 until 8:00 p.m., and Saturday 11:00 a.m. until 4:00 p.m. Installations in this area were<sup>3</sup> scheduled from June 26, through August 31, 1984.

In the Saranac System, of 311 non-subscribers, 79<sup>4</sup> were interviewed. Interviews in this area began July 17, 1984 and were administered following a schedule similar to that used in the Potterville/Dimondale system, but lasted only two weeks. Installations in the Saranac area were

scheduled for July 18 through the end of September, 1984.

The same type of scheduling was used for interviewing in the Union City/Athens system area as had been used in the two previous systems. Interviewing began August 13, 1984 and lasted four weeks; installations were scheduled from August 14 to December 15. In this system, of 651 non-subscribers, 258 were questioned.<sup>5</sup>

#### Interview Length

Each interviewer was instructed to record on each questionnaire the length of that interview. This information was used to help schedule each phase of the project. The average interview length in the Pottersville/Dimondale system was 22.1 minutes; in the Saranac system, 21.8 minutes; in the Union City/Athens system, 21.6 minutes.

#### Acceptance of the Free Trial Offer

The final item on each phase I questionnaire was an indication of whether or not the respondent accepted the offer of free cable installation and one free month of free cable service. As mentioned previously in this chapter, those who did choose to accept this offer were labeled "Acceptors," and those who did not accept were called "Rejectors." Table 1 presents the breakdown of "Acceptors" and "Rejectors" in each system.

TABLE 1

NON-SUBSCRIBERS' ACCEPTANCE OF THE FREE TRIAL OFFER  
"ACCEPTORS" AND "REJECTORS"

| <u>System</u>          | <u>Acceptors</u> |          | <u>Rejectors</u> |          |
|------------------------|------------------|----------|------------------|----------|
|                        | <u>%</u>         | <u>N</u> | <u>%</u>         | <u>N</u> |
| Pottersville/Dimondale | 56.3             | 138      | 43.7             | 107      |
| Saranac                | 75.9             | 60       | 24.1             | 19       |
| Union City/Athens      | 66.3             | 171      | 33.7             | 87       |

Phase II Telephone Follow-Up Interviews

In the Pottersville system, phase II, the telephone follow-up of "Acceptors" from phase I consisted of interviews with 138 who had been exposed to cable service for thirty days.<sup>6</sup>

In the Saranac system, the follow-up of "Acceptors" from Phase I consisted of interviews with 60 who had been exposed to cable service for thirty days.<sup>7</sup>

In the Union City/Athens system, the follow-up telephone interview was administered to the 171 "Acceptors" from Phase I who had been exposed to cable service for thirty days.<sup>8</sup>

These follow-up interviews were administered six days a week, Monday through Saturday, at various times during the day. For each follow-up interview, the same respondent who completed the phase I questionnaire was requested on the telephone. These interviews were completed on the thirty-first day after the respondent's installation, or the closest day after that the respondent could be

9  
contacted.

"Acceptors'" Attitudes Toward Cable Television

"Acceptors," those who had been exposed to cable television service for thirty days, were asked "What is the most appealing thing about cable TV?" "Variety" and "Improved reception" were the two most frequent responses in each of the three systems in the study. Responses to this question, detailed by system, are presented in table 2.

TABLE 2

"ACCEPTORS'" RESPONSES TO  
WHAT IS MOST APPEALING ABOUT CABLE

| <u>Response</u>                                      | <u>Number of Responses</u>         |                |                               |
|--|------------------------------------|----------------|-------------------------------|
|  | <u>Pottersville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
| Variety  | 40                                 | 18             | 63                            |
| Improved reception                                   | 23                                 | 7              | 23                            |
| Movies   | 18                                 | 7              | 18                            |
| 24-hour programming                                  | 10                                 | 7              | 12                            |
| No Commercials                                       | 8                                  | 1              | 3                             |
| More Channels  | 1                                  | 5              | 4                             |
| Specific channel                                     | -                                  | 2              | 9                             |
| More news  | 2                                  | 1              | 5                             |
| Nothing  | 5                                  | -              | 1                             |
| No antenna needed                                    | 2                                  | 2              | 1                             |
| Entertainment  | 1                                  | 2              | -                             |
| PBS stations   | -                                  | -              | 2                             |
| <sup>a</sup><br>Miscellaneous<br>(one response each) | 3                                  | 4              | 3                             |
| N  | 125                                | 56             | 143                           |

<sup>a</sup>  
 Miscellaneous responses included: "Children's programs;" "Keeps the family occupied;" "International channels;" "Local shows;" and "Alternative to regular TV."

Interviewers also asked each of these "Acceptors" what they thought could be done to improve cable. Most suggestions focused on reducing repetitiveness, offering a cable guide, and lowering rates. "Nothing" was among the top three responses in each system. See table 3 for a summary of responses to this question.

#### Subscription to Cable

The final portion of the phase II questionnaire consisted of determining whether or not each "Acceptor" wished to keep cable on a billing basis. Those keeping cable at this point were labeled "Keepers," and those discontinuing their experience with cable TV were called "Drops."

At the end of the follow-up interview, in the Pottersville/Dimondale system, 88 of the 138 "Acceptors" interviewed decided to keep cable on a billing basis. These "Keepers" made up 63.8 percent of respondents of phase II in this system. 50 respondents dropped cable.

In the Saranac system, 51 of the 60 "Acceptors" decided to keep cable on a billing basis. These "Keepers" made up 85 percent of respondents of phase II in this system. Nine "Acceptors" did not keep cable.

In the Union City/Athens system, of the 171 "Acceptors," 119 decided to keep cable on a billing basis. These "Keepers" made up 69.6 percent of those interviewed in

TABLE 3

**"ACCEPTORS'" RESPONSES TO WHAT COULD IMPROVE CABLE**

| <u>Response</u>                      | <u>Number of Responses</u>         |                |                               |
|--------------------------------------|------------------------------------|----------------|-------------------------------|
|                                      | <u>Pottersville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
| Less repetitiveness                  | 31                                 | 12             | 27                            |
| Nothing                              | 20                                 | 8              | 33                            |
| a                                    |                                    |                |                               |
| Lower rates                          | 10                                 | 2              | 11                            |
| Offer cable guide                    | 9                                  | 9              | 3                             |
| Remove objectionable<br>programming  | 8                                  | 4              | 4                             |
| Offer specific channel<br>or program | 9                                  | 4              | 7                             |
| More movies                          | 2                                  | 5              | 9                             |
| Offer more choice                    | 4                                  | -              | 3                             |
| More channels                        | 2                                  | 1              | 2                             |
| Improve quality                      | -                                  | -              | 3                             |
| Fewer commercials                    | -                                  | -              | 3                             |
| Improve scheduling                   | 2                                  | -              | 1                             |
| b                                    |                                    |                |                               |
| Miscellaneous<br>(one response each) | 1                                  | 2              | 8                             |
| N                                    | 101                                | 47             | 123                           |

a

Two of these respondents said "Make it free."

b

Miscellaneous responses included: "Match channel numbers to those on regular TV;" "Light numbers on the converter box;" "Improve customer service;" "Take down the wires;" and "Clean up the mess made in our yard."

this system. 52 respondents had cable disconnected.

Table 4 presents a breakdown of the channels kept by "Keepers" in each system.

Those keeping cable at the end of phase II of the study were to be billed for the channels and services they



TABLE 4  
BREAKDOWN OF CHANNELS KEPT BY "KEEPERS"

| <u>Channels Kept</u>          | <u>Potterville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
|-------------------------------|-----------------------------------|----------------|-------------------------------|
| Basic only                    | 6                                 | 9              | 14                            |
| Full Service (Extended Basic) | 20                                | 13             | 30                            |
| Basic + HBO                   | 7                                 | 1              | 4                             |
| FS + HBO                      | 16                                | 3              | 15                            |
| FS + Cinemax                  | 10                                | 6              | 21                            |
| FS + Disney                   | 2                                 | 3              | 4                             |
| FS + HBO & Cinemax            | 19                                | 7              | 12                            |
| FS + HBO & Disney             | 2                                 | 2              | 5                             |
| FS + Cinemax & Disney         | -                                 | -              | 3                             |
| FS + HBO & Cinemax & Disney   | 5                                 | 6              | 11                            |
| N                             | 88                                | 51             | 119                           |

chose in accordance with Horizon's regular billing procedure and be added to the company's billing files.

Those who decided not to keep cable at the end of their free trial were asked the primary reason they had for not continuing their cable service. The majority of responses among these "Drops" were related to expense, not watching enough TV, and moving. However, most of those not keeping cable TV at this point reported that they would subscribe in the future. In the Potterville/Dimondale system, 75 percent of those dropping cable said they would subscribe in the future. In Saranac, 100 percent of the "Drops" reported that they would be subscribers in the future. In the Union City/Athens system, 53.8 percent of those not keeping cable at the end of phase II of the study said they would subscribe in the future. A possible

explanation for these high percentages of respondents who said they would subscribe to cable in the future may be guilt felt by "Rejectors" about having accepted the free trial and not subscribing to cable at the end of the study. This might warrant discounting the percentages somewhat.

#### Demographic Characteristics of Non-Subscribers

A major portion of the phase I questionnaire concentrated on demographic information. Interviewers asked questions of each respondent to solicit such information as: length of residence in the area, whether homes were owned or rented, marital status, household size, whether or not there were children in the household, highest level of education completed, age, occupation, place of work, working hours of both the primary and secondary wage earner in each household, and annual household income. Interviewers recorded the sex of each respondent and the type of housing (i.e. house or duplex, apartment or condominium, mobile home, or "other") in which the respondent resided. A complete breakdown of non-subscribers' demographic characteristics in each system can be found in appendix K.

Much of the market research in cable has examined several primary demographic characteristics with which comparisons can be made. The demographic characteristics that were considered most salient in this evaluation were age, length of residence in the area, number of people in the household, whether or not there were children in the household, home ownership, education level, and income

level.

As outlined in Chapter II of the research reported here, previous research in this area has shown cable subscribers to be younger, have larger households with children, have a higher percentage of home ownership, and have a higher annual household income than non-subscribers. Often, the relationship between level of education and cable subscribership has varied between being direct and inverse. If, in this study, "Touchables" are regarded as showing similar characteristics to those of cable subscribers, and "Untouchables" are regarded as being similar to non-subscribers in previous research, the results of this study are consistent with previous findings, except in the reported percentage of home ownership. "Touchables" (i.e. "Acceptors" and "Keepers") report lower age, shorter residence in their area, larger households with children, lower percentage of home ownership, and overall higher income than "Untouchables" (i.e. "Rejectors" and "Drops"). A curvilinear relationship in income levels between "Touchables" and "Untouchables" is suggested by the higher percentage of "Untouchables" than "Touchables" in the lowest and highest income categories.

In table 5 there is an outline of these characteristics by subgroup of non-subscribers in the study. No significance tests were performed on the data reported in table 5 because the frame of respondents was the universe of non-subscribers in each of the markets studied.

### Satisfaction with Existing TV Programming

Non-subscribers were asked to rate their level of satisfaction with television programming offered on the three major networks as well as that offered on channels other than the networks.

Most of the respondents reported that they were at least somewhat satisfied with programming on the three major commercial broadcast television networks, and most also expressed at least some satisfaction with broadcast non-network television programming (e.g. independent television stations). Consistent with what might be expected, "Touchables" reported lower levels of satisfaction with existing network television programming than did "Untouchables." However, "Acceptors" and "Keepers" expressed slightly higher satisfaction than did "Rejectors" and "Drops" with non-network programming. This may be an indication that those who are more satisfied with network TV programming as it exists without cable are less likely to subscribe to cable television. See table 6 for satisfaction levels by subgroups.

### Enjoyment of Television

Respondents were asked to rate their enjoyment of various types of TV programs, using a scale of zero to ten (low to high enjoyment). In most cases, the average enjoyment ratings reported were higher among "Touchables" than "Untouchables," however, ratings for sports, news, and public broadcasting type programming (i.e. Documentaries,

TABLE 5  
DEMOGRAPHIC CHARACTERISTICS BY SUBGROUP

| Characteristic                 | Acceptors |         | Rejectors |      |
|--------------------------------|-----------|---------|-----------|------|
|                                |           | Keepers | Drops     |      |
| Age                            | 36.9      | 35.3    | 38.2      | 53.4 |
| Length of Residence<br>(years) | 18.4      | 12.2    | 13.5      | 39.0 |
| Household Size                 | 2.99      | 3.14    | 2.90      | 2.38 |
| Children in HH<br>% Yes        | 46.2      | 56.0    | 48.0      | 17.0 |
| Housing Status                 |           |         |           |      |
| % Own                          | 56.9      | 52.4    | 62.0      | 80.4 |
| % Lease or Rent                | 43.1      | 47.6    | 38.0      | 16.2 |
| Education Level                |           |         |           |      |
| % Less than HS                 | 17.4      | 16.7    | 19.1      | 19.5 |
| % HS Graduate                  | 48.8      | 50.0    | 45.6      | 36.2 |
| % Some College                 | 22.3      | 21.9    | 21.1      | 27.0 |
| % College Grad + <sup>a</sup>  | 10.2      | 9.8     | 14.3      | 17.2 |
| <sup>b</sup>                   |           |         |           |      |
| % Other                        | 1.3       | 1.6     | 0.0       | 0.0  |
| Annual HH Income               |           |         |           |      |
| % < \$15,000                   | 43.9      | 41.9    | 47.3      | 46.9 |
| % \$15K-\$25K                  | 28.7      | 30.4    | 26.5      | 17.1 |
| % \$25K-\$35K                  | 13.3      | 13.9    | 9.7       | 20.0 |
| % \$35,000 +                   | 14.1      | 13.9    | 16.5      | 16.0 |

<sup>a</sup>  
This category includes post graduate work (e.g. Master's and/or Ph.D.)

<sup>b</sup>  
"Other" included "Technical school" and "Special courses."

TABLE 6  
SATISFACTION WITH EXISTING TV PROGRAMMING

| Satisfaction Level      | Acceptors |         |       | Rejectors |
|-------------------------|-----------|---------|-------|-----------|
|                         |           | Keepers | Drops |           |
| a                       |           |         |       |           |
| Network Programming     |           |         |       |           |
| % Satisfied             | 79.5      | 80.1    | 84.8  | 77.5      |
| % Not Satisfied         | 20.5      | 19.9    | 15.2  | 22.5      |
| Non-Network Programming |           |         |       |           |
| % Satisfied             | 91.6      | 91.9    | 89.1  | 87.0      |
| % Not Satisfied         | 8.4       | 8.1     | 10.9  | 13.0      |

NOTE: These questionnaire items asked respondents to rate their satisfaction within four categories: very satisfied, satisfied, somewhat satisfied, or not satisfied. For simplicity in reporting, the categories were collapsed into satisfied and not satisfied.

a

No one in the Saranac system reported being "very satisfied" with network programming.

Theater on TV, and Local & Community Shows) were often higher among "Rejectors" and "Drops" than among "Acceptors" and "Keepers." The most diversity in enjoyment expressed between groups was with rock music shows, cartoons, and reruns of old series, in which "Touchables" reported higher enjoyment than did "Untouchables." Table 7 shows the average enjoyment ratings given (across systems) by subgroup.

#### Exposure to Cable Television

Over 90 percent of the respondents in each system indicated they have a friend or relative with cable, and most of the non-subscribers interviewed reported having

watched cable with a friend or relative. Most interviewees said they had received literature about cable television, but most had not been contacted by Horizon Cablevision. There were lower percentages among "Acceptors" and "Keepers" than among "Untouchables" who said they had received literature about cable and who reported having been contacted by Horizon. This leads one to conclude that the untouchable non-subscribers interviewed in this study who reported higher exposure to cable literature and Horizon Cablevision had already decided not to subscribe to cable before this study began, and the "Touchables" were less likely to have made any decision about cable.

#### Perceptions of Cable Television

When questioned about why they thought someone would pay for cable television,<sup>10</sup> most of the respondents mentioned variety, entertainment, and more movies as perceived motivation. Responses to this question are outlined in table 8. The responses to this open-ended question were not broken down between subgroups of non-subscribers in this study.

Respondents were asked to estimate the installation fee for cable, as well as the average monthly fee. Although interviewers did not ask the question of respondents, they did note on the questionnaire if the respondent distinguished between basic and pay services when estimating the monthly fee for cable. Respondents were also asked to estimate the number of channels they could receive if they

TABLE 7  
AVERAGE ENJOYMENT RATINGS OF TV PROGRAMS

| Program Type            | Acceptors |         |       | Rejectors |
|-------------------------|-----------|---------|-------|-----------|
|                         |           | Keepers | Drops |           |
| Old Movies              | 7.05      | 7.05    | 6.64  | 6.66      |
| <sup>a</sup>            |           |         |       |           |
| New Movies              | 6.02      | 6.24    | 6.60  | 4.88      |
| Sports Events           | 4.60      | 4.72    | 4.43  | 5.79      |
| National News           | 5.94      | 5.71    | 6.08  | 7.82      |
| <sup>b</sup>            |           |         |       |           |
| State News              | 6.14      | 6.53    | 6.74  | 6.84      |
| <sup>b</sup>            |           |         |       |           |
| Local News              | 6.42      | 6.28    | 6.39  | 6.63      |
| <sup>b</sup>            |           |         |       |           |
| State & Local News      | 6.78      | 6.82    | 6.71  | 8.46      |
| Weather                 | 6.95      | 7.21    | 7.10  | 7.54      |
| Soap Operas             | 3.86      | 4.38    | 4.21  | 2.57      |
| Talk Shows              | 4.30      | 4.10    | 5.32  | 4.31      |
| Situation Comedies      | 5.94      | 5.95    | 6.40  | 5.04      |
| Action-Adventure        | 6.77      | 6.80    | 6.97  | 6.15      |
| Religious Shows         | 3.75      | 3.71    | 4.39  | 4.62      |
| Documentaries           | 5.67      | 5.49    | 5.46  | 6.53      |
| Game Shows              | 4.42      | 4.63    | 4.87  | 4.79      |
| Rock Music Shows        | 3.98      | 4.18    | 5.38  | 1.79      |
| Classical Music Shows   | 2.97      | 3.08    | 3.18  | 2.61      |
| <sup>c</sup>            |           |         |       |           |
| Jazz Music Shows        | 2.96      | 2.82    | 2.59  | 2.94      |
| <sup>c</sup>            |           |         |       |           |
| Country Music Shows     | 5.53      | 5.55    | 5.50  | 5.42      |
| Science Shows           | 5.22      | 4.98    | 4.99  | 5.22      |
| Dance Shows             | 4.12      | 4.29    | 4.25  | 3.24      |
| Theater on TV           | 4.72      | 4.77    | 4.35  | 5.01      |
| Cartoons                | 4.81      | 5.15    | 4.81  | 2.34      |
| Local & Community Shows | 4.07      | 4.28    | 4.56  | 4.26      |
| Reruns of Old Series    | 5.03      | 5.12    | 4.78  | 4.22      |
| Shows about Health      | 5.58      | 5.65    | 5.31  | 5.48      |
| Shows about Business    | 3.92      | 3.81    | 4.82  | 3.97      |
| Shows about Government  | 4.08      | 4.16    | 4.40  | 4.85      |
| <sup>d</sup>            |           |         |       |           |
| Shows about Schools     | 4.47      | 4.32    | 4.11  | 3.90      |
| Stock & Commodity News  | 2.24      | 2.11    | 2.58  | 2.28      |

NOTE: The changes noted resulted from suggestions by interviewers who were in constant contact with respondents and reported problems with respondents' understanding of the questionnaires.



a  
 "Contemporary" was changed to "New" to make the category more understandable for respondents

b  
 State News and Local News were combined because they are usually combined in newscasts on local TV channels. Ratings for the separate categories "State News" and "Local News" are from Pottersville/Dimondale only, and ratings for "State & Local News" are averaged across the Saranac and Union City/Athens systems.

c  
 "Jazz" was changed to "Country" because country music seemed to be more oriented to the lifestyle of the respondents. "Jazz Music Shows" ratings are from the Pottersville/Dimondale system only, and ratings for "Country Music Shows" are averaged between Saranac and Union City/Athens.

d  
 This category was dropped after the first system survey because many non-cable subscribers did not understand this type of programming. Therefore, ratings for "Shows about Schools" are from the Pottersville/Dimondale system only.

had cable. Average estimates among all non-subscribers were very realistic. As might be expected, those who had had previous exposure to cable came closer in their estimates to the actual. In addition, "Touchables" reported a higher incidence of distinction between basic and pay channels when estimating the average monthly fee for cable. The results do not permit the conclusion that rejecting cable is attributable to misinformation about costs and underestimation of the number of channels offered. The results are summarized in table 9.

Horizon Cablevision often offers free installation as an incentive to subscribe, and in the Pottersville/Dimondale and Union City/Athens systems, several respondents estimated no installation fee. However, in the Saranac system, the lowest installation fee estimate was

TABLE 8

NON-SUBSCRIBERS' RESPONSES TO  
WHY SOMEONE WOULD SUBSCRIBE TO CABLE TELEVISION

| <u>Response</u>                                      | <u>Number of Responses</u>        |                |                               |
|--|-----------------------------------|----------------|-------------------------------|
|  | <u>Potterville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
| Variety  | 41                                | 19             | 74                            |
| Entertainment  | 36                                | 8              | 28                            |
| More movies  | 31                                | 9              | 24                            |
| They watch a lot of TV                               | 21                                | 6              | 19                            |
| It's an alternative to<br>regular TV                 | 16                                | 7              | 18                            |
| Better quality programs                              | 24                                | 6              | 15                            |
| Better reception                                     | 10                                | 4              | 18                            |
| More channels  | 9                                 | 6              | 5                             |
| More sports  | 8                                 | 2              | 3                             |
| Fewer commercials                                    | 7                                 | 3              | 2                             |
| 24-hour programming                                  | 8                                 | -              | 1                             |
| It's affordable                                      | 2                                 | 1              | 5                             |
| To get a specific channel<br>or program              | 2                                 | 1              | 5                             |
| They like it   | 1                                 | 1              | 8                             |
| They have time to watch TV                           | -                                 | 3              | 3                             |
| They want it   | 1                                 | 1              | 2                             |
| Everyone else has it                                 | 2                                 | -              | 1                             |
| Adult programming                                    | 2                                 | -              | 1                             |
| <sup>a</sup><br>Miscellaneous<br>(one response each) | 6                                 | 1              | 7                             |
| N  | 227                               | 78             | 239                           |

<sup>a</sup>  
Miscellaneous responses included: "It's an alternative to a dish;" "Don't have to have an antenna;" "That's the only way to get it;" "It's cheaper than the movies;" "Beats the hell out of me;" etc.

\$5.00. This may be an indication that Horizon's offers of free installation are not as well known in Saranac as in their other system areas.

TABLE 9  
PERCEPTIONS OF CABLE TV SERVICES  
AVERAGE ESTIMATES

| Service                                   | Acceptors |         |         | Rejectors |
|---|-----------|---------|---------|-----------|
|   |           | Keepers | Drops   |           |
| Installation Fee                          | \$33.07   | \$34.24 | \$28.55 | \$33.96   |
| Average Monthly Fee                       | \$21.18   | \$22.91 | \$19.04 | \$19.52   |
| % Distinction made<br>between Basic & Pay | 41.2      | 45.2    | 43.5    | 16.8      |
| Number of Channels<br>Received with Cable | 20.2      | 19.5    | 20.9    | 20.2      |

Interest in Cable Channels and Services

Non-subscribers were asked to rate their interest (not interested, somewhat interested, interested, or very interested) in various basic cable channels.<sup>11</sup> Although the specific channels were not named, a generic explanation was given of each channel's programming services (e.g. Continuously updated National and International News, 24-hours a day (CNN)). Table 10 shows interest reported in these basic channels broken down by subgroup.

Similar questions to those asked about basic cable channels were asked about six pay-cable channels.<sup>12</sup> For each of these six pay channels, the name of the channel was read to the respondent; this was followed by a description of the channel's programming. Table 11 shows interest levels, by subgroup, in each of the pay channels listed.

TABLE 10  
INTEREST SHOWN IN BASIC CABLE CHANNELS

| Channel             | % At Least Somewhat Interested |         |       |           |
|---------------------|--------------------------------|---------|-------|-----------|
|                     | Acceptors                      | Keepers | Drops | Rejectors |
| Lifetime            | 86.3                           | 89.8    | 82.2  | 70.4      |
| The Weather Channel | 86.2                           | 94.5    | 81.2  | 77.0      |
| WGN                 | 84.5                           | 85.5    | 79.1  | 56.7      |
| WOR                 | 80.9                           | 80.6    | 75.3  | 54.6      |
| CNN                 | 79.9                           | 90.7    | 76.3  | 75.8      |
| WTBS                | 78.8                           | 83.2    | 74.3  | 46.7      |
| Public Access       | 78.5                           | 87.8    | 78.0  | 62.0      |
| CBN                 | 75.2                           | 87.1    | 74.5  | 61.2      |
| BET                 | 57.4                           | 61.4    | 56.6  | 37.5      |
| C-SPAN              | 43.4                           | 55.2    | 41.0  | 39.6      |
| FNN                 | 29.2                           | 41.3    | 24.0  | 26.2      |

TABLE 11  
INTEREST SHOWN IN PAY-CABLE CHANNELS

| Channel              | % At Least Somewhat Interested |         |       |           |
|----------------------|--------------------------------|---------|-------|-----------|
|                      | Acceptors                      | Keepers | Drops | Rejectors |
| Home Theater Network | 93.6                           | 97.1    | 91.0  | 65.7      |
| Showtime             | 90.9                           | 96.2    | 90.2  | 62.8      |
| The Disney Channel   | 88.8                           | 95.0    | 87.6  | 58.3      |
| Pro Am Sports System | 66.2                           | 78.7    | 65.0  | 59.8      |
| Bravo                | 57.4                           | 63.2    | 57.7  | 46.2      |
| The Playboy Channel  | 57.0                           | 70.4    | 53.0  | 23.0      |

Respondents were next asked to rate their interest  
in nine extra, optional cable services. A summary of  
the results is presented in table 12.

Overall, "Touchables" reported higher interest than "Rejectors" and "Drops" in each of the channels and services listed. The greatest differences between groups in interest levels expressed were in Independent stations (i.e. WTBS (Atlanta), WGN (Chicago), and WOR (New York); The Playboy Channel; Video Games Network, Home Banking and Home Shopping. In these instances, "Acceptors" and "Keepers" were much more interested in the particular channel or service than were "Untouchables." Possible explanations for

TABLE 12  
INTEREST SHOWN IN EXTRA/OPTIONAL CABLE SERVICES

| Service                            | % At Least Somewhat Interested |         |       |           |
|------------------------------------|--------------------------------|---------|-------|-----------|
|                                    | Acceptors                      | Keepers | Drops | Rejectors |
| Cable Guide with Complete Listings | 95.1                           | 95.1    | 92.1  | 66.8      |
| Discounts on Retail Merchandise    | 81.6                           | 91.6    | 80.4  | 49.2      |
| Closed Circuit Special Events      | 78.5                           | 91.2    | 74.0  | 48.4      |
| Remote Control Channel Selector    | 75.1                           | 86.0    | 72.8  | 50.0      |
| Home Security/Alarm                | 69.7                           | 72.7    | 66.2  | 52.5      |
| Additional FM Stations             | 66.8                           | 86.2    | 63.0  | 43.6      |
| Home Shopping                      | 57.4                           | 66.8    | 46.5  | 28.3      |
| Video Games Network                | 56.0                           | 74.4    | 48.5  | 24.6      |
| Home Banking                       | 51.3                           | 57.4    | 40.0  | 27.7      |

these differences include the fact that these towns are all located in remote areas, are considered very conservative, and have significant numbers of Senior Citizens rooted in their communities. Programming concentrating on sports and news from an area far away may not be appealing to many in these small towns. The Playboy Channel has been controversial in many areas, and has not realized high acceptance rates in more conservative communities. Many Senior Citizens, especially in small towns, use their banking and shopping as ways to socialize, and may feel threatened by the invasion by TV on these occasions. A further influence may be the confusion interactive television services bring to many older viewers.

#### Television Viewing Behavior/Environment

In phase I of the study, most respondents reported watching 2-4 hours of television during a typical weekday. The average individual weekday viewing reported across systems was 4.31 hours per day. In the Potterville/Dimondale system, average reported individual weekday viewing time was 3.33 hours. In Saranac, 4.54 hours was the average reported individual viewing time per day, and in the Union City Athens system, individual non-subscribers reported viewing an average of 5.02 hours during a typical weekday. In the Potterville/Dimondale system, reported individual TV viewing was lower than the Nielsen average reported for November 1984 (4.36 hours per day). In Saranac and Union City/Athens systems, reported individual viewing was above

14

the Nielsen average. The increase in reported viewing time from the Potterville/Dimondale system to the Saranac system, and from the Saranac System to the Union City/Athens system may be explained by the starting dates of phase I of this study in each area. It has been shown that TV viewing is lower during the summer months than in any other months of the year.<sup>15</sup> This study began in June in Potterville/Dimondale, in July in the Saranac system, and in August in Union City/Athens.

Across systems, there is a reported average of 2.67 TV viewers, and 1.63 TV sets per household. Most of the non-subscribers interviewed indicated that they watch color sets rather than black & white, and most respondents reported that they usually watch television with others rather than alone.

"Acceptors," in phase II of the study, reported watching an average of 5.41 hours of television on a typical weekday, slightly more than an hour increase over phase I reports. A possible explanation for the reported increase in viewing since phase I may be the presence of cable in the household (cable subscribers have reported watching more television than non-subscribers). A further explanation may be the time of year. It would probably be inaccurate to attribute the increase entirely to the exposure to cable TV provided to "Acceptors" in this study.

In phase II of the study, most "Acceptors" said they had watched more television since they had had cable, and most indicated that they watch cable TV with others rather

than alone.

In table 13 is a detailed presentation of the television viewing behavior and environment of subgroups of non-subscribers within this study.

TABLE 13  
TELEVISION VIEWING BEHAVIOR/ENVIRONMENT

| Subgroup   | Phase I | Phase II   |         |            |
|--|---------|------------|---------|------------|
| Average Hours of TV Viewing on a Typical Weekday |         |            |         |            |
| Acceptors  | 4.61    |            |         |            |
| Keepers  | 4.83    |            | 5.57    |            |
| Drops  | 4.17    |            | 4.98    |            |
| Rejectors  | 3.59    |            |         |            |
| Reported TV Viewing Since Cable                  |         |            |         |            |
|  |         | % More     | % Less  | % Same     |
| Keepers  |         | 63.5       | 2.4     | 34.3       |
| Drops  |         | 40.3       | 3.0     | 56.7       |
| Average Number of TV Sets per Household          |         |            |         |            |
| Acceptors  | 1.63    |            |         |            |
| Keepers  | 1.66    |            |         |            |
| Drops  | 1.53    |            |         |            |
| Rejectors  | 1.65    |            |         |            |
| Usually Watch TV Alone or With Others            |         |            |         |            |
|  | % Alone | % W/Others | % Alone | % W/Others |
| Acceptors  | 27.0    | 76.7       |         |            |
| Keepers  | 27.5    | 75.8       | 25.9    | 74.1       |
| Drops  | 24.7    | 81.0       | 13.8    | 86.2       |
| Rejectors  | 33.5    | 69.8       |         |            |



### Characterization of Television/Cable Television

In phase I of the study, respondents were asked to  
 16  
 characterize TV programs (television) in general using a self-administered set of five-point bipolar scales.

When characterizing television in general, across systems, most respondents found them: more "interesting" than "boring;" more "important" than "not important;" more "relaxing" than "exciting;" more "not confusing" than "confusing;" more "pleasant" than "unpleasant;" more "good" than "bad;" more "violent" than "gentle;" more "repetitive" than "varied;" more "commonplace" than "unique;" and more "influential" than "not influential."

In the Union City/Athens system there was one deviation from this characterization expressed across systems: respondents reported television to be more "boring" than "interesting."

Using the same set of five-point bipolar scales as was used to characterize television in phase I of the study, respondents in phase II were asked to characterize cable television.

When characterizing cable television in general, most "Acceptors" found them: more "interesting" than "boring;" more "important" than "not important;" more "relaxing" than "exciting;" more "not confusing" than "confusing;" more "pleasant" than "unpleasant;" more "good" than "bad;" more "violent" than "gentle;" more "varied" than "repetitive;" more "unique" than "commonplace;" and more "influential" than "not influential."

In the characterization of cable television, two deviations from the norm were discovered. In the Potterville/Dimondale system, cable television was characterized as more "repetitive" than "varied," and in Saranac cable television was reported to be more "gentle" than "violent."

Ratings for the characterization of cable television were found to be more extreme than those for television in general (i.e. mean scores fell farther away from 3, the middle score); "Keepers" were more positive on every dimension than were the "Drops." For the most part, "Keepers" reported an improved impression of television over the one month free trial of cable, while the "Drops" showed little change.

See table 14 for a listing of the average characterization ratings for television and cable television, detailed by subgroup.

#### Television/Cable Program and Schedule Information

Among the three system areas in the study, and between phases I and II, there was little consistency in reported primary sources of television and cable television program and schedule information. In the phase I interview, the two most frequent responses were the newspaper and TV Guide magazine, but the primary source between those two varied between systems. Other sources reported were: word of mouth, radio, and changing channels. In phase II, responses regarding the primary source of cable television

TABLE 14

CHARACTERIZATION OF TELEVISION/CABLE TELEVISION  
MEAN SCORES

| Subgroup                   | Phase I<br>Television | Phase II<br>Cable Television |
|----------------------------|-----------------------|------------------------------|
| Boring to Interesting      |                       |                              |
| Acceptors                  | 3.34                  |                              |
| Keepers                    | 3.54                  | 4.00                         |
| Drops                      | 3.32                  | 3.45                         |
| Rejectors                  | 3.25                  |                              |
| Unimportant to Important   |                       |                              |
| Acceptors                  | 3.38                  |                              |
| Keepers                    | 3.64                  | 3.50                         |
| Drops                      | 3.58                  | 2.87                         |
| Rejectors                  | 3.46                  |                              |
| Exciting to Relaxing       |                       |                              |
| Acceptors                  | 3.63                  |                              |
| Keepers                    | 3.73                  | 3.50                         |
| Drops                      | 3.85                  | 3.42                         |
| Rejectors                  | 3.69                  |                              |
| Confusing to Not Confusing |                       |                              |
| Acceptors                  | 4.07                  |                              |
| Keepers                    | 4.15                  | 4.17                         |
| Drops                      | 3.86                  | 3.63                         |
| Rejectors                  | 3.00                  |                              |
| Unpleasant to Pleasant     |                       |                              |
| Acceptors                  | 3.53                  |                              |
| Keepers                    | 3.68                  | 3.98                         |
| Drops                      | 3.59                  | 3.59                         |
| Rejectors                  | 3.45                  |                              |

| Subgroup                       | Phase I<br>Television | Phase II<br>Cable Television |
|--------------------------------|-----------------------|------------------------------|
| Bad to Good                    |                       |                              |
| Acceptors                      | 3.42                  |                              |
| Keepers                        | 3.68                  | 4.07                         |
| Drops                          | 3.49                  | 3.59                         |
| Rejectors                      | 3.18                  |                              |
| Violent to Gentle              |                       |                              |
| Acceptors                      | 2.58                  |                              |
| Keepers                        | 2.67                  | 3.11                         |
| Drops                          | 2.86                  | 2.77                         |
| Rejectors                      | 2.49                  |                              |
| Repetitive to Varied           |                       |                              |
| Acceptors                      | 2.43                  |                              |
| Keepers                        | 2.52                  | 3.19                         |
| Drops                          | 2.58                  | 2.89                         |
| Rejectors                      | 2.60                  |                              |
| Commonplace to Unique          |                       |                              |
| Acceptors                      | 2.50                  |                              |
| Keepers                        | 2.49                  | 3.14                         |
| Drops                          | 2.90                  | 2.99                         |
| Rejectors                      | 2.22                  |                              |
| Not Influential to Influential |                       |                              |
| Acceptors                      | 3.62                  |                              |
| Keepers                        | 3.68                  | 3.20                         |
| Drops                          | 3.71                  | 2.91                         |
| Rejectors                      | 3.41                  |                              |

information included the newspaper, TV Guide magazine, and the packet of channel/program information given out by interviewers.<sup>17</sup> The availability of the cable-system-supplied listings seems to have reduced the reliance upon newspapers and TV Guide. Again, among systems, these primary sources listed appeared in varying order. Across systems, when reported collectively, the newspaper was reported to be the primary source of television and cable television information for respondents.

In phase I, and in phase II, most non-subscribers said complete and accurate program listings were at least somewhat important. As might be expected, this level of importance increased within all subgroups from phase I to phase II.

See table 15 for complete TV program information as reported by subgroup.

#### Other Media Use

Non-subscribers interviewed reported having an average of one newspaper and just over two magazines delivered regularly to the household. Across all systems, theater movie attendance in the past month averaged just over one movie. Between subgroups in this study, "Touchables" reported slightly fewer newspapers, and an average of one fewer magazines delivered regularly. "Touchables" reported substantially higher movie attendance than "Untouchables" in phase I of the study, and lower movie attendance in phase II. This may be an indication of the

TABLE 15

## TELEVISION/CABLE PROGRAM AND SCHEDULE INFORMATION

| Source of Program and Schedule Information   |           |         |       |           |
|--|-----------|---------|-------|-----------|
|  | Acceptors | Keepers | Drops | Rejectors |
| Phase I                                      |           |         |       |           |
| % Newspaper                                  | 42.0      | 39.6    | 45.8  | 45.4      |
| % <u>TV Guide</u>                            | 33.0      | 36.3    | 24.9  | 29.1      |
| % Other                                      | 25.0      | 24.5    | 29.4  | 25.6      |
| Phase II                                     |           |         |       |           |
| % Newspaper                                  |           | 30.2    | 41.4  |           |
| % <u>TV Guide</u>                            |           | 26.5    | 11.4  |           |
| % "Horizon Packet"                           |           | 27.3    | 26.9  |           |
| % Other                                      |           | 16.0    | 20.3  |           |
| Importance of Complete and Accurate Listings |           |         |       |           |
| Phase I                                      |           |         |       |           |
| % Important                                  | 88.5      | 91.8    | 85.2  | 74.9      |
| % Not Important                              | 11.5      | 8.2     | 14.8  | 25.1      |
| Phase II                                     |           |         |       |           |
| % Important                                  |           | 96.0    | 91.0  |           |
| % Not Important                              |           | 4.0     | 9.0   |           |

movie orientation that many cable subscribers report, as well as the fulfillment cable often provides for the desire for more movies. Other media use is detailed in table 16.

Awareness of Cable Channels

In phase I of the study, interviewers listed several cable television channels and recorded whether or not the

TABLE 16  
OTHER MEDIA USE

|                         | Acceptors | Keepers | Drops | Rejectors |
|-------------------------|-----------|---------|-------|-----------|
| Newspapers<br>(average) | 1.04      | 1.12    | 1.19  | 1.13      |
| Magazines<br>(average)  | 1.91      | 1.88    | 1.33  | 2.34      |
| Theater Movies          |           |         |       |           |
| Phase I                 | 1.25      | 1.41    | 1.13  | .64       |
| Phase II                |           | .46     | .60   |           |

respondents had ever heard of them. In phase II, "Acceptors" were given the same list of cable channels and the same question.

Between phase I and phase II, all channels listed realized an increase in recognition, which may be attributable to the exposure to cable service all of the respondents in phase II had experienced. WTBS (the Atlanta superstation), Nickelodeon/Arts, and Lifetime gained the most recognition from phase I to phase II of the study. Table 17 provides a breakdown of channel recognition by subgroups between phases of the study. The number of channels recognized was greater for "Keepers" than for "Drops."

#### Importance of Cable Features

In phase I, several features of cable television were listed for respondents who were then asked to rate how

TABLE 17  
RECOGNITION OF CABLE CHANNELS

| Phase I            |           |         |       |           |
|--------------------|-----------|---------|-------|-----------|
| Channel            | % Yes     |         |       | Rejectors |
|                    | Acceptors | Keepers | Drops |           |
| HBO                | 97.8      | 97.5    | 99.4  | 85.1      |
| Cinemax            | 90.2      | 91.1    | 88.7  | 71.9      |
| The Disney Channel | 83.0      | 84.5    | 80.5  | 67.2      |
| CNN                | 78.6      | 79.5    | 78.5  | 59.6      |
| MTV                | 77.2      | 78.3    | 81.1  | 51.1      |
| ESPN               | 74.8      | 79.4    | 79.7  | 59.5      |
| USA Network        | 59.2      | 57.9    | 64.2  | 38.4      |
| Nashville          | 58.6      | 59.1    | 57.3  | 50.9      |
| CBN                | 53.3      | 54.8    | 45.6  | 43.9      |
| Nickelodeon/Arts   | 50.5      | 49.7    | 52.2  | 30.1      |
| WTBS               | 47.3      | 50.5    | 45.0  | 33.9      |
| Lifetime           | 16.5      | 16.8    | 18.8  | 13.8      |

| Phase II           |         |       |  |
|--------------------|---------|-------|--|
| Channel            | % Yes   |       |  |
|                    | Keepers | Drops |  |
| HBO                | 99.3    | 97.8  |  |
| Cinemax            | 98.6    | 93.7  |  |
| The Disney Channel | 98.0    | 95.2  |  |
| CNN                | 91.2    | 85.1  |  |
| MTV                | 90.0    | 86.0  |  |
| ESPN               | 89.8    | 88.1  |  |
| USA Network        | 85.7    | 73.3  |  |
| Nashville          | 85.9    | 85.8  |  |
| CBN                | 77.2    | 84.4  |  |
| Nickelodeon/Arts   | 80.4    | 79.8  |  |
| WTBS               | 84.0    | 72.7  |  |
| Lifetime           | 50.6    | 38.4  |  |

NOTE: These are all channels that are carried on the Horizon system in each of the communities studied.



important each would be in making cable more attractive to them. The same features of cable, as given in phase I, were listed for "Acceptors" in phase II, and they were again asked to rate the importance of each feature in making cable more attractive. Importance ratings in phase II were higher than the ratings in phase I for all of these features. Between subgroups, "Touchables" gave 24-hour programming and more channels much higher importance ratings than did "Untouchables." The least difference expressed between subgroups was in News and Information channels, which is consistent with the high enjoyment and interest levels placed on these types of channels and programs by all subgroups in the study. Importance ratings are outlined in table 18.

#### Cable Television Viewing

To gauge "Acceptors'" viewing of the various cable channels available on their system, respondents were asked if they remembered watching each of the channels available on the system to which they had been exposed.

"Keepers" reported relatively high viewing of HBO, Cinemax, WGN, MTV, and Nashville, but lower viewing than "Drops" of CNN, CBN, and WOR.

The details of recalled channel viewing are outlined in table 19.

#### Satisfaction with Cable

Interviewers asked "Acceptors" to rate their satisfaction (not satisfied, somewhat satisfied, satisfied,

TABLE 18  
IMPORTANCE RATING OF CABLE FEATURES

| Phase I                              |           |         |       |           |
|--------------------------------------|-----------|---------|-------|-----------|
| % At Least Somewhat Important        |           |         |       |           |
| Feature                              | Acceptors | Keepers | Drops | Rejectors |
|                                      |           |         |       |           |
| Improved television reception        | 91.1      | 92.0    | 91.1  | 72.7      |
| Entertainment & Info. 24-hours/day   | 84.7      | 87.3    | 81.2  | 58.4      |
| 30 or more channels of TV            | 85.8      | 87.3    | 82.2  | 45.7      |
| Movie channels, such as HBO          | 84.6      | 87.6    | 82.0  | 53.9      |
| Independent stations, such as WTBS   | 79.5      | 84.0    | 74.4  | 42.4      |
| News & Info. channels like CNN & TWC | 86.8      | 85.7    | 77.5  | 74.5      |
| Phase II                             |           |         |       |           |
| % At Least Somewhat Important        |           |         |       |           |
| Feature                              | Keepers   |         | Drops |           |
| Improved television reception        | 95.1      |         | 84.2  |           |
| Entertainment & Info. 24-hours/day   | 85.6      |         | 72.0  |           |
| 30 or more channels of TV            | 84.9      |         | 72.7  |           |
| Movie channels, such as HBO          | 85.1      |         | 74.2  |           |
| Independent stations, such as WTBS   | 80.8      |         | 71.8  |           |
| News & Info. channels like CNN & TWC | 80.9      |         | 78.0  |           |

a

For simplicity in reporting, the categories used in this item (very important, important, somewhat important, and not important) were collapsed into at least somewhat important and not important.

b

In some cases, items in this list are abbreviated to fit into the table.

or very satisfied) with each of the pay channels available to them on their cable system; HBO, Cinemax, and The Disney Channel. Respondents were also asked to rate their satisfaction with the remaining (basic) cable channels as a whole, and their satisfaction with Horizon Cablevision's service. Across all systems, the reported satisfaction in each of these areas was very high. Overall, close to 90 percent of "Acceptors" reported to be at least somewhat satisfied with each of the pay channels, the remaining (basic) channels, and Horizon's service. Incidentally, in each of the three systems in the study, less than four percent of the respondents in this phase of the study indicated that they were not satisfied with the company's service. Consistent with what one might expect, "Touchables" expressed higher satisfaction with each of these areas of cable than did "Untouchables." This would seem reasonable considering the "Drops" are ones choosing not to subscribe to cable. Table 20 gives an outline of these satisfaction levels.

#### Reasons for Not Subscribing to Cable Television

All non-subscribers, whether they were "Acceptors" or "Rejectors," were asked "Why don't you presently

TABLE 19  
RECALLED CABLE CHANNEL VIEWING

| Channel            | % Remembered Watching |       |
|--------------------|-----------------------|-------|
|                    | Acceptors             |       |
|                    | Keepers               | Drops |
| ESPN               | 31.6                  | 35.0  |
| CNN                | 26.4                  | 36.2  |
| WTBS               | 44.4                  | 44.4  |
| HBO                | 85.9                  | 75.5  |
| CBN                | 20.1                  | 30.1  |
| WGN                | 25.8                  | 7.1   |
| Local Access       | 6.8                   | 4.5   |
| The Disney Channel | 56.5                  | 58.3  |
| Cinemax            | 80.3                  | 73.3  |
| Nickelodeon/Arts   | 21.6                  | 27.9  |
| USA Network        | 22.9                  | 18.3  |
| MTV                | 43.9                  | 29.5  |
| Nashville          | 26.3                  | 16.8  |
| Lifetime           | 14.5                  | 9.7   |
| WOR                | 9.4                   | 22.5  |
| WFSL               | 23.8                  | 19.5  |
| WILX               | 25.4                  | 18.5  |
| WLNS               | 26.0                  | 14.7  |
| WKZO               | 27.5                  | 14.1  |
| WOTV               | 28.9                  | 21.6  |
| WWMA               | 16.8                  | 7.8   |
| <sup>a</sup>       |                       |       |
| WUHQ               | 27.2                  | 24.1  |
| WKAR <sup>a</sup>  | 15.8                  | 7.9   |
| <sup>b</sup>       |                       |       |
| WGVC               | 9.8                   | 0.0   |
| <sup>b</sup>       |                       |       |
| WZZM               | 23.5                  | 16.7  |

<sup>a</sup> These channels are available only on the Potterville/Dimondale and Union City/Athens systems.

<sup>b</sup> These channels are available only on the Saranac system.

TABLE 20  
SATISFACTION WITH CABLE

| Channel(s)/Service | Keepers | Drops |
|--------------------|---------|-------|
| HBO                |         |       |
| % Satisfied        | 93.3    | 80.5  |
| % Not Satisfied    | 6.7     | 19.5  |
| Cinemax            |         |       |
| % Satisfied        | 89.1    | 80.7  |
| % Not Satisfied    | 10.9    | 19.3  |
| The Disney Channel |         |       |
| % Satisfied        | 95.4    | 93.1  |
| % Not Satisfied    | 4.6     | 6.9   |
| Basic Channels     |         |       |
| % Satisfied        | 98.2    | 94.6  |
| % Not Satisfied    | 1.8     | 5.4   |
| Horizon's Service  |         |       |
| % Satisfied        | 98.0    | 97.2  |
| % Not Satisfied    | 2.0     | 2.8   |

subscribe to cable?" The majority of respondents gave replies related to expense and lack of interest in television. Table 21 shows a complete breakdown of responses.

What Would Make Non-Subscribers  
More Likely to Subscribe to Cable

Respondents were asked what could be done to cable television to cause them to be more likely to subscribe. Most of the responses centered on lowering rates (some suggested making it free) and programming issues such as repetitiveness and specific offerings. The second most frequent response in all three systems was "Nothing." See

TABLE 21  
NON-SUBSCRIBERS'  
REASONS FOR NOT CURRENTLY SUBSCRIBING TO CABLE

| <u>Response</u>                                      | <u>Number of Responses</u>         |                |                               |
|--|------------------------------------|----------------|-------------------------------|
|  | <u>Pottersville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
| Too expensive  | 98                                 | 29             | 33                            |
| Haven't gotten to it yet                             | 18                                 | 8              | 35                            |
| Don't watch enough TV                                | 38                                 | 6              | 29                            |
| Not interested                                       | 16                                 | 3              | 19                            |
| Happy with TV as is                                  | 16                                 | 6              | 19                            |
| Kids watch too much                                  | 9                                  | -              | -                             |
| Don't like it  | 8                                  | 3              | 2                             |
| Seasonal viewing                                     | 7                                  | 1              | 7                             |
| Objectionable programming                            | 6                                  | 5              | 3                             |
| Would watch more TV                                  | 4                                  | 6              | 3                             |
| Have poor quality TV                                 | 4                                  | -              | 8                             |
| Have or want satellite dish                          | 2                                  | 1              | 6                             |
| Too many repeats                                     | 2                                  | 1              | -                             |
| Can't get a specific program                         | 2                                  | -              | 1                             |
| <sup>a</sup><br>Miscellaneous<br>(one response each) | 8                                  | 7              | 24                            |
| N  | 238                                | 69             | 189                           |

<sup>a</sup> Miscellaneous responses varied greatly; these included such responses as: "I have poor vision;" "I don't stay up late enough to watch it;" "Too many movies;" "Never thought about it;" etc.

table 22 for a list of suggestions from non-subscribers as to what would increase the possibility they would subscribe to cable.

#### Previous Subscription to Cable

The population of non-subscribers in any market area for cable television is comprised of those who have

TABLE 22

NON-SUBSCRIBERS' RESPONSES TO WHAT  
WOULD MAKE THEM MORE LIKELY TO SUBSCRIBE TO CABLE

| <u>Response</u>                                      | <u>Number of Responses</u>         |                |                               |
|--|------------------------------------|----------------|-------------------------------|
|  | <u>Pottersville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
| Lower rates  | 64                                 | 23             | 71                            |
| Nothing  | 41                                 | 17             | 57                            |
| Less repetition                                      | 13                                 | 5              | 17                            |
| Improve quality                                      | 7                                  | 6              | 3                             |
| More movies  | 11                                 | 2              | 9                             |
| Make it free   | 14                                 | 3              | 3                             |
| Remove objectionable<br>programming                  | 16                                 | 2              | 3                             |
| Offer specific program<br>or channel                 | 5                                  | 1              | 8                             |
| Give more choice                                     | 3                                  | 3              | 4                             |
| Free installation                                    | 3                                  | 3              | 1                             |
| More sports  | 1                                  | 1              | 4                             |
| More channels  | 5                                  | -              | 1                             |
| More educational programs                            | 3                                  | 1              | 1                             |
| Send a salesperson                                   | 3                                  | 1              | 2                             |
| More local shows                                     | 3                                  | 1              | -                             |
| More family programs                                 | 2                                  | -              | 1                             |
| More adult programs                                  | 2                                  | -              | 1                             |
| <sup>a</sup><br>Miscellaneous<br>(one response each) | 4                                  | 1              | 7                             |
| N  | 200                                | 70             | 193                           |

<sup>a</sup>  
Miscellaneous responses included: "Improve reception;" "Make it stormproof;" "Offer a guide;" "Offer editing facilities;" "Fewer commercials;" "Give lock-out box;" "Offer it in winter only;" etc.

previously subscribed to cable television and those who have not. Marketers in the cable industry have, through research and experience, realized major differences between these two types of "accounts." These differences warrant

consideration when developing targeted marketing campaigns.

In this study, the non-subscribers in each market have been divided into "Formers," those who report previous subscription to cable television, and "Nevers," the non-subscribers who have never subscribed to cable. Primary differences between these two types of respondents will be identified in this section. Results regarding "Formers" and "Nevers" were extremely consistent among the three systems in this study, Potterville/Dimondale, Saranac, and Union City/Athens. Therefore, unless otherwise specified, data will be reported collectively. Also, "Formers'" reported characteristics that are similar to those of "Touchables," discussed earlier in this chapter, and "Nevers" reported characteristics that are similar to those of "Untouchables."

Over two-thirds of the universe of non-subscribers in each system area had never subscribed to cable TV. Table 23 shows the percentage of "Formers" and "Nevers" in each system studied.

#### Television Viewing

Across systems, "Formers" reported watching more television than "Nevers;" average hours of viewing on a typical weekday reported were 4.44 hours and 4.29 hours respectively.

#### Other Media Use

The average number of newspapers, delivered regularly to the household, reported by both "Formers" and "Nevers" was just over one. "Formers" indicated an average



TABLE 23

NON-SUBSCRIBERS' PREVIOUS CABLE SUBSCRIPTION  
"FORMERS" AND "NEVERS"

| <u>System</u>           | <u>% "Formers"</u> | <u>% "Nevers"</u> |
|-------------------------|--------------------|-------------------|
| Pottersville/Diamondale | 31.0               | 69.0              |
| Saranac                 | 30.4               | 69.6              |
| Union City/Athens       | 14.3               | 85.7              |

1.69 magazines delivered on a regular basis. "Nevers" reported 2.17 magazines. There was a substantial difference in reported theater movie attendance in the past month between these two groups. Consistent with expectations resulting from data reported by "Touchables" and "Untouchables," "Formers" reported seeing almost twice as many movies in the past month as "Nevers."

#### Perceptions/Awareness of Cable

As might be expected, those who had previously subscribed to cable television had perceptions of the services that were closer to the actual than did "Nevers." A higher percentage of "Formers" than "Nevers" reported recognition of cable channels listed in the study.

#### Importance of Cable Features

"Formers" reported higher levels of importance than "Nevers" placed on each of the features of cable mentioned in the interviews. The data reported between "Formers" and "Nevers" in this section of the study are very similar in degree of difference between subgroups to that reported by

"Touchables" and "Untouchables" in this study. Importance placed on News and Information channels barely differed between "Formers" and "Nevers."

#### Interest in Cable

In most cases in which non-subscribers were asked to rate their interest in various cable channels and services, "Formers" expressed higher interest levels than did "Nevers." The two items in which this was not consistent were FNN (The Financial News Network) and CBN, Christian Broadcasting Network. The greatest differences between interest shown by "Formers" and "Nevers" was in the superstations (WTBS, WGN, and WOR), The Playboy Channel, and Video Games, in which "Formers" expressed much higher interest than did "Nevers."

#### Demographic Characteristics

Demographic characteristics between "Formers" and "Nevers" were extremely consistent with the previous research that has been reported as differences between cable subscribers and non-subscribers respectively. "Formers," in this study, reported lower age, shorter residence in the area, and larger households with children. However, reported income levels between these two subgroups were very similar. Table 24 presents an outline of these demographic characteristics between "Formers" and "Nevers."

### Discontinuation of Previous Service

The respondents who had subscribed to cable previously were asked why they had discontinued their service. In the Potterville/Dimondale system, 55.6 percent had discontinued their previous service because of moving. In the Saranac area, 62.5 percent disconnected because of moving, and in the Union City/Athens system, moving accounted for 86.1 percent of previous subscribers' discontinuation of service. Further research appears desirable on this point. It seems important to learn why so many of the previous subscribers, who reported moving as their reason for discontinuing service, have not reconnected in their current system.

Factoring out those who had disconnected previous cable service because of moving, the main reason for discontinuing previous service was expense. Other reasons given included: "Too many repeats," "Didn't watch enough," "Not worth watching," "Didn't like it," and "Kids watched too much."

### Acceptance of the Free Trial Offer

An important issue in this study is the number of former cable subscribers who accepted the free trial offer of cable television at phase I. As might be expected, more "Formers" accepted the offer than did "Nevers." Across systems, 84.9 percent of "Formers" were also "Acceptors" and 60 percent of the "Nevers" accepted the free trial offer.

TABLE 24

## DEMOGRAPHIC CHARACTERISTICS OF "FORMERS" AND "NEVERS"

| Characteristic                             | Formers | Nevers |
|--|---------|--------|
| Age  | 32.2    | 45.4   |
| Length of Residence<br>in the area (years) | 7.29    | 22.0   |
| Housing Status                             |         |        |
| % Own                                      | 40.8    | 72.6   |
| % Lease or Rent                            | 59.2    | 25.9   |
| % Other                                    |         | 1.6    |
| Household Size                             | 3.13    | 2.69   |
| Children in the<br>Household (% Yes)       | 59.4    | 31.4   |
| Annual HH Income                           |         |        |
| % < \$15,000                               | 43.2    | 43.9   |
| % \$15K-\$25K                              | 26.5    | 25.2   |
| % \$25K-\$35K                              | 16.8    | 15.2   |
| % \$35,000 +                               | 13.5    | 15.2   |
| Education Level                            |         |        |
| % Less than HS                             | 13.1    | 19.7   |
| % HS Graduate                              | 49.7    | 44.3   |
| % Some College                             | 25.1    | 22.4   |
| % College Grad +                           | 10.7    | 12.8   |
| % Other                                    | 1.4     | 1.0    |

## Subscription to Cable

At the end of phase II of the study, 54.9 percent of "Formers" became "Keepers" by subscribing to cable again. This figure is somewhat lower than what may have been expected, but may be explained by the low percentage of "Formers" among respondents in the Union City/Athens system (14.3 percent). 10.9 percent of "Nevers" subscribed to cable at the end of the study. The free trial seems to be

an excellent way to encourage these "Untouchables" to subscribe to cable television.

Subscriber/Penetration Level Activity During the Study

In the Potterville/Dimondale system, at the end of phase II, penetration had been increased 7 percent; from 852 subscribers, or 62 percent, to 938 subscribers).

In the Saranac system, at the end of phase II, the penetration level was 61 percent (401 subscribers), an increase of 8 percent over the initial level of 53 percent (350 subscribers) when the study began.

In the Union City/Athens system, at the onset of the project, 680 subscribers were reported, a penetration level of 51 percent. At the end of phase II, there were 799 subscribers reported (60 percent penetration); an increase of 9 percent.

Table 25 presents a detailed outline of the penetration level activity during the two phases of the study.

TABLE 25

## SUBSCRIBER/PENETRATION LEVEL ACTIVITY DURING THE STUDY

|   | Pottersville/<br>Dimondale |     | Saranac |     | Union City/<br>Athens |     |
|---|----------------------------|-----|---------|-----|-----------------------|-----|
|   | N                          | %   | N       | %   | N                     | %   |
| Homes passed                                    | 1365                       |     | 661     |     | 1331                  |     |
| Subscribers<br>(penetration)<br>● Phase I       | 850                        | 62% | 350     | 53% | 680                   | 51% |
| Non-subscribers<br>● Phase I                    | 515                        |     | 311     |     | 651                   |     |
| Interviewed<br>● Phase I                        | 245                        |     | 79      |     | 258                   |     |
| "Acceptors"<br>● Phase I                        | 138                        |     | 60      |     | 171                   |     |
| "Keepers"<br>● Phase II                         | 88                         |     | 51      |     | 119                   |     |
| Subscribers<br>(penetration)<br>● Phase II      | 938                        | 69% | 401     | 61% | 799                   | 60% |
| Increase:<br>(penetration)<br>Onset to Phase II |                            | 7%  |         | 8%  |                       | 9%  |

## CHAPTER IV

### Reference Notes

1

Norman H. Nie et al., Statistical Package for the Social Sciences, (New York: McGraw-Hill Book Company, 1975), p. 181.

2

In each of the three systems, non-response within the universe of non-subscribers is attributed to households in which there was no occupant, no answer after three attempts, no adult respondent after three attempts, no television in the household, or refusals. Also, the number of responses to particular questions varied because of "Don't Know" responses and refused answers. Unless otherwise specified, the "N" for this system varies between 228 and 243 respondents.

3

Most "Acceptors" were scheduled for installation the day following their interview, however, in some cases, respondents requested a later installation date, which was accommodated by Horizon Cablevision.

4

Unless otherwise specified, the "N" for this system varies between 69 and 79 respondents.

5

Unless otherwise specified, the "N" for this system varies between 216 and 258 respondents.

6

In the phase II, the number of responses to particular questions also varied because of "Don't Know" responses and refused answers. Unless otherwise specified, the "N" for this system, in phase II, varies between 129 and 138 respondents.

7

Unless otherwise specified, the "N" for this system varies between 56 and 60 respondents.

8

Unless otherwise specified, the "N" for this system varies between 146 and 171 respondents.

9

Requested installation dates from phase I were given to Horizon Cablevision, who tried to meet all dates as closely as possible. Interviewers were notified of any changes made in the requested dates so call back records could be adjusted.

10

The wording of this item was never changed in print, however, interviewers were instructed to ask "Why do you think someone would subscribe to cable television?" instead of ". . . pay . . ."

11

Horizon Cablevision systems in each community carry all of these channels except BET and C-SPAN. The channels listed in this item were considered, by Horizon executives, to be the basic cable channels that they would most likely consider deleting or adding if they were to restructure their service offerings in any system.

12

Horizon carries the Disney Channel in each of the three systems in the study, and has experimented with PASS in the Potterville/Diamondale system. Both of these channels have received very low subscription levels and will be considered, along with the other pay channels in this list, if service offerings are to be restructured.

13

At the time of this study, Horizon offered a remote control channel selector among its optional services in each system. The company has offered additional FM radio stations in the Saranac. Other services in this list are to be considered in possible service restructuring, depending on interest expressed by the respondents in this study.

14

Nielsen Report on Television 1985, A.C. Nielsen Company, Northbrook, Illinois, p. 8.

15

*Ibid.*, p. 6.

16

In this questionnaire item, "TV Programs" was changed to "Television" to make the question more understandable for respondents. The change was made after the administration of the interview in the Potterville/Diamondale system.



17

Each non-subscriber contacted in each system, whether or not that individual completed an interview, was given a packet containing Horizon Cablevision system information and various channel and program information (e.g. HBO monthly program guide).

## CHAPTER V

### DISCUSSION AND RECOMMENDATIONS

#### Objectives of the Study

Horizon Cablevision established two primary objectives for the research and marketing study reported here. 1) Maximization of penetration levels in each of their three cable systems (Pottersville/Dimondale, Saranac, and Union City/Athens) by acquisition of new subscribers from the non-subscriber population in each market area. Incorporated in this effort was the offer of free installation and free cable service for thirty days to each of the non-subscribers willing to participate in the study. 2) Collection of detailed attitudinal, behavioral, and demographic information about the non-subscriber population in each system area included in the study.

At the conclusion of this project, Horizon considered both objectives achieved.

#### Penetration Levels

At the time this effort was undertaken, Horizon reported penetration levels of 62 percent, 53 percent, and 51 percent in the Pottersville/Dimondale, Saranac, and Union City/Athens systems respectively. At the conclusion of the study reported here, the final subscription levels were

reported to be 69 percent, 61 percent, and 60 percent respectively. This reflects increases of 7 percent in the Potterville/Dimondale system, 8 percent in the Saranac system, and 9 percent in Union City/Athens, attributable to the free trial marketing technique incorporated in this study.

Considering that the penetration rates for the three systems studied had been virtually stable for one to two years (from the time of turning on service to the time this study began), the increases resulting from this relatively short-term marketing effort are substantial.

#### Non-Subscriber Market Information

Data about a market can be found in bits and pieces from many different sources (e.g. Chamber of Commerce, Census reports, City Planning offices, etc.), however, these data are rarely in a form that is immediately usable for a cable company. From the research reported here, assessment of the non-subscribers in each of the market areas is complete, detailed, and customized to meet the needs of Horizon Cablevision. The company now has at its disposal a tool for use in developing marketing strategies and making business projections.

#### Discussion

In Chapter IV of this study, findings were reported from an extensive assessment of non-subscribers in each of the three communities in which Horizon Cablevision operates a cable system. Trends in television viewing behavior,

attitudes toward and perceptions of cable television were discovered among the general group of non-subscribers interviewed, as well as within subgroups of this population. Television viewing time reported by the non-cable subscribers in this study is close to the national average for individual viewers; higher among those who expressed more interest in cable television than among those who were labeled "Untouchables." Attitudes toward cable TV reflected a great deal of sensitivity to price and perceived value. The most common objections to cable television reported were expense, low value for the price, light television viewing, and a lack of interest in television. Perceptions of cable reported by the respondents in the study were generally realistic in terms of fees and number of channels available in the particular cable system in their area. However, reported awareness of cable channels and services among the non-subscribers in this study seems low. Most suggestions for making cable more attractive reflected a universal lack of knowledge of the existing availability of many of the particular items requested. For instance, common requests among non-subscribers regarding increasing the attractiveness of cable included offering specific programming (e.g. educational, movies, and family programming), most of which is currently available, in abundance, on each of the Horizon systems. Many of the non-subscribers interviewed requested certain services or features of cable that are currently available to them (e.g.

remote control channel selector, parental guidance devices, local access facilities, etc.) through Horizon Cablevision.

Most of the requests of non-subscribers studied are controllable, and most of the objections to cable should be easily overcome by Horizon. A concentrated effort by the cable company to consider seriously information presented by non-subscribers, and to educate these potential customers about cable service should result in objectives such as increased penetration being achieved.

For requests and objections that are not controllable by the cable company, seeking alternatives to offer non-subscribers seems to be the best solution. For example, if a non-subscriber requests a television station or channel that is not available on the system (e.g. WKBD - Detroit), an examination of existing channels to find and offer one with similar characteristics to the requested service (in this case, possibly WSYM - Lansing) may well satisfy the potential subscriber.

Of course, non-subscribers cannot be expected to, become readily, paying customers for a service they do not understand, perceive as a poor value, or feel will be unused. Horizon Cablevision and other system operators in the cable industry have a challenge in attempting to educate members of their markets, correct misconceptions existing among non-subscribers, and subjugate objections expressed by these potential subscribers.

### Recommendations

It is recommended that each market area be divided into segments of non-subscribers determined by the primary reason for not subscribing, or the principal objection to cable television (e.g. economic, objectionable content, etc.). Based on that segmentation, various marketing approaches can be designed and directed toward each of the groups. The focus of marketing to these groups should be on the benefits of cable, including attempts to overcome objections voiced by potential subscribers. For instance, to those who cannot afford cable (or think they cannot), the marketing information should emphasize how affordable cable is compared to other forms of entertainment (e.g. movies), and accentuate the "low monthly fee." Horizon Cablevision should stress its Discount Pay Plan, which offers a savings if the bill is paid before the fifth of the month.

For those who object to content of cable TV programming, the focus of marketing should be on family-oriented programming, G-rated movies, educational and informational programming. These non-subscribers should be shown how much they can receive from cable that is not objectionable.

Non-subscribers who have simply "not gotten around to" subscribing should be the easiest to sell, but contact should be initiated by the company. Aggressive marketing should have a high probability of success with these potential subscribers.

Several recommendations for marketing to non-

subscribers in general have emanated from the research reported here. These include: identifying channels that have low recognition and low viewership and cross-advertising these channels on TV or cable channels that are more heavily viewed and more easily recognized by more viewers; looking for the highest enjoyment ratings for various types of programming and developing general marketing pieces that include emphasis on channels which provide these types of programming; examining the features on which most non-subscribers placed high importance (e.g. improved reception and 24-hour programming) and stressing these in service offerings.

Assessing interests expressed in various cable offerings can give a good indication of what the market wants. For example, in each of the three markets in the study, high interest was reported in news and informational services, but virtually no interest was shown in financial news shows or services. The respondents in these markets showed high enjoyment of all types of news (i.e. national, state, and local news), weather and health shows. Among relatively weak interest levels expressed by "Rejectors," Lifetime, The Weather Channel, and CNN were strong, suggesting some possible areas for emphasis in remarketing. In addition, these non-subscribers placed a great deal of importance on news and information channels when they are outlined as features of cable. These characteristics grouped together can give the outline of a package of

channels and services to be presented to most of these non-subscribers.

General recommendations for marketing programming to non-subscribers with specific demographic characteristics include: targeting family programming to larger households with children, and news, information and health programming to older singles or couples. Movies and music could be emphasized for younger non-subscribers, and for those in lower income brackets, focus could be on basic only service.

The data collected can be segmented by single or multiple characteristics. There are virtually limitless combinations of responses to the questions in this study which could be used for developing marketing strategies.

#### Limitations

In the research and marketing study reported here only one portion of the market for each cable system was studied: non-subscribers. This may limit the comparisons that can be made within the market.

There is probably no way to achieve a 100 percent response rate to such a survey within the particular universe in any of the three markets. Lack of interest in the study, suspicion of door-to-door callers, and seasonal residence in the areas accounted, in part, for the low response rates among non-subscribers.

Ideally, in a study of the type reported here, a mechanism would be developed by which retention of cable service by the subscribers acquired during the effort could



be tracked. In this particular project, no such plan was implemented because of limited time and resources. However, two to three months after the end of phase II of the study, in each of the three systems, Potterville/Dimondale, Saranac and Union City/Athens, Horizon's subscriber lists were examined to determine the number of subscribers and the penetration rate. In each of the three systems, a calculation was made at that time of the number of subscribers in excess of the number at the beginning of study. This increment of subscribers retaining service was attributed to the new subscribers acquired after the free trial because after three months, in each system, gains in penetration held up. Three months after the conclusion of the study, in the Potterville/Dimondale system, penetration was 67 percent, in Saranac penetration was 60 percent, and in the Union City/Athens system the penetration rate was 57 percent. These levels represent net increases of 5 percent, 7 percent, and 6 percent respectively, for the three systems, above the penetration levels at the beginning of the study.

Whenever penetration and subscriber levels were reported in this research, subscribers, regardless of the type of service to which they subscribed (i.e. which combination of channels and services were received), were each considered one unit in the calculation of such levels. It was beyond the scope of this study to evaluate the subscription levels by individual service units such as Basic, Full Service, or particular pay channels.

The communities of Potterville/Dimondale, Saranac, and Union City/Athens are similar in terms of several geographic and demographic characteristics, as well as having cable systems operated by the same company, Horizon Cablevision. Although results of the study reported here among these three small suburban cable system areas were extremely consistent, these results may not be generalizable to larger cable systems or even small suburban systems operated by other cable companies or in other geographic areas. It is, however, encouraging to compare the results of this study to those of studies in similar areas throughout the country, recognize some basic consistencies, and see replication. Further, the replication of results across the three systems suggest that the free trial approach would be productive in similar markets.

Interviewers used in the project reported here were all Michigan State University students. Although these students did go through an extensive training process for interviewing respondents, they were not trained to be professional salespersons or marketing representatives of Horizon Cablevision. Had professionals been used, the cable company may have experienced even greater increases in penetration levels than results from this project.

Collecting market information (i.e. administering an interview during a direct call on a respondent as in the study reported here) allows less time with each potential customer to "make a sale." The direct, in-person calls made

to non-subscribers in the systems studied were designed to make an offer to the respondent and, without persuasion or encouragement from the interviewer, allow the non-subscriber to accept or not accept. On the other hand, the atmosphere created by the interview situation and the focus on all aspects of television viewing may have contributed positively to the results. Whether a harder sell, or the low key interview is most productive requires a direct comparison of the two approaches among randomly selected non-subscriber groups.

With regard to the design discussed above, to increase the reliability of responses of the study, no contact between either Horizon Cablevision or interviewers and "Acceptors" was initiated between the two phases. In addition, no "Rejector" was re-contacted during the the project. In marketing and sales efforts developed by cable operators, without the aspect of research for academic reporting, subsequent contacts should be included.

#### Cost Considerations

In the research and marketing study reported here, administration of interviews and scheduling installations in the three system areas was managed from a central location, East Lansing, Michigan. For this reason, the study may be atypical among marketing programs in terms of costs incurred. However, there are several expenses that any cable company should consider when undertaking a project of similar nature. The following is an outline of items for

which such costs should be considered.

1) Personnel

Project Manager  
Salespersons/Interviewers  
Technical/Installers  
Accounting/Administration  
Customer Service

2) Fieldwork

Long Distance Phone Calls  
Transportation  
Meals on Location

3) Data Processing

4) Supplies and Services

Computer Time  
Materials  
Communications  
Secretarial Services  
Printing/Duplicating

5) Technical/Equipment/Office

Work Space  
Telephone Bank  
Equipment

Converters/Cable      (adequate inventory to  
accommodate all "Acceptors")

Truck/Auto

Office Equipment (Typewriters, Computer, etc.)

**6) Programming****Basic Services****Pay Channels****7) Advertising**

Of course, the costs involved in the design and administration of a project of the type reported here could vary tremendously from system to system, depending upon the nature and size of the particular market, the extent to which market assessment is incorporated, and the type of programming/services included in a free trial offer.

A research and marketing campaign of the magnitude that is reported here could be a very expensive undertaking for any cable operation. It is recommended that before initiating a project of this sort, a thorough evaluation of needs and objectives be made. No guarantees can be made for expected revenue increases to cover costs in such an effort. However, it is possible that in a study of this type, the more time, effort, and capital invested, the greater the return, in terms of information, revenues, and profits.

## **SELECTED BIBLIOGRAPHY**

## SELECTED BIBLIOGRAPHY

- ✓ Agostino, Donald. "Cable Television's Impact on the Audience of Cable Television." Journal of Broadcasting, 24:3 (Summer 1980): 347-365.
- Baldwin, Thomas F. and McVoy, D. Stevens. Cable Communication. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1983.
- ✓ Baldwin, Thomas F.; Abel, John D.; and Ducey, Richard V. The Media Environment: Consumption and Function of Media Under Different Conditions of Access to Media in Isolated Communities, Small Towns, Medium Cities and Metropolitan Areas. Communication Technology Laboratory, College of Communication Arts and Sciences, Department of Telecommunication, Michigan State University, East Lansing, Michigan. National Science Foundation.
- ✓ Cable/Video Research Center, a division of Opinion Research Corporation, "Segmentation Study of the Urban/Suburban Cable Television Market." Paper prepared for the National Cable Television Association, Princeton, New Jersey, April, 1983.
- ✓ Collins, Janay; Reagan, Joey; and Abel, John. "Predicting Cable Subscribership: Local Factors." Journal of Broadcasting, 27:2 (Spring 1983): 177-183.
- Colvin, Geoffrey. "The Crowded New World of TV." Fortune. September 17, 1984, pp. 162-64.
- Danowski, James A. "An Information Theory of Communication Functions: A Focus on Informational Aging." Ph.D. dissertation, Michigan State University, 1975.
- Donnelley Marketing Information Services, and Simmons Market Research Bureau, Inc. "The Marketing Resource of the 80's: ClusterPlus." 1983.
- ✓ Ducey, Richard V.; Krugman, Dean M.; and Eckrich, Donald. "Predicting Market Segments in the Cable Industry: The Basic and Pay Subscribers." Journal of Broadcasting, 27:2 (Spring 1983): 155-161.

- ✓ Gilbert, Dean, Moderator. "Sales Management Workshop." Perrysburg, Ohio: Continental Cablevision, Inc., [1983].
- ✓ Greenberg, Bradley S.; D'Alessio, Dave; Heeter, Carrie; and Sipes, Sherri. "The Cableviewing Process." Paper presented at MAPOR, Chicago, Illinois, 1983.
- ✓ Hanson, David P. "An Analysis of Cable Television Subscribers and Non-Subscribers in East Lansing, Michigan." Master's thesis, Michigan State University, 1983.
- Heeter, Carrie, and Greenberg, Bradley. "Cable and Program Choice," in Selective Exposure in Communication. Edited by Dolf Zillman. Hillsdale, New Jersey: Lawrence Erlbaum Associates, in press.
- Heeter, Carrie; D'Alessio, Dave; Greenberg, Bradley S.; and McVoy, D. Stevens. "Cableviewing." Paper presented at the International Communication Association Convention, Dallas, Texas, May, 1983.
- ✓ International Communications Research. "A Summary of the 1984 ICR/NCTA Cable Satisfaction Study." Prepared for the National Cable Television Association. New York, 1984.
- ✓ Krugman, Dean M.; Ducey, Richard V.; and Eckrich, Donald. "Market Composition and Cable Television Use." TeleCable Corporation, 1980.
- ✓ Krugman, Dean M., and Eckrich, Donald. "Differences Between Cable and Pay-Cable Audiences." Journal of Broadcasting, 22:4 (August, 1982).
- Mackey, Carol S., and Burbott, Tim. "Disney Subscriber Study." Continental Cablevision of Michigan, Inc., Madison Heights, Michigan, January, 1984.
- Mackey, Carol S.; Thorry, George; Assiff, Judy; and Stern, Jeremy. "Rebuild Analysis." Continental Cablevision of Michigan, Inc., Jackson, Michigan, February, 1984.
- "Manhattan Cable to Use TV to Combat Slow Period." Cable Marketing, August, 1984, pp. 8.
- "New Direct Mail Boosts Tampa Cable Sales by 50%." Cable Marketing, January, 1985, p. 10.
- Nielsen Report on Television 1985. A.C. Nielsen Company, Northbrook, Illinois, 1985.



- Nie, Norman H.; Hull, C. H.; Jenkins, J. G.; and Brent, D. H. Statistical Package for the Social Sciences. 2nd ed. New York: McGraw-Hill Book Company, 1973.
- ✓ Russell, Sally. "Marketing the options: Probing effective approaches to marketing cable." CableVision, November 5, 1984, p. 56.
- ✓ Simon, Ellis. "Cable System Profile: American Cable of Phoenix." Cable Marketing, January, 1985, p. 45.
- ✓ Sparkes, Veronne. "The People Who Don't Subscribe to Cable Television: Who and Why?" Paper presented at the annual meeting of MAPOR, Chicago, Illinois, 1983.
- ✓ Sparkes, Veronne M. "Public Perception of and Reaction to Multi-Channel Cable Television Service." Journal of Broadcasting, 27:2 (Spring, 1983): 163-175.
- "Switchout Yields 92 Percent Conversion of Ex-Spotlight Subs." Cable Marketing, August, 1984, p. 12.
- ✓ Television Audience Assessment, Inc. The Multichannel Environment: A Study of Television Viewing in Two Cable Markets. Cambridge, Massachusetts, (1983).
- Thorry, George. Continental Cablevision, Inc., Boston, Massachusetts. Interview, 24 April 1985.
- ✓ Webster, James G. "The Impact of Cable and Pay Cable Television on Local Station Audiences." Journal of Broadcasting, 27:2 (Spring 1983): 119-126.

## **APPENDICIES**

## **APPENDIX A**

## APPENDIX A

### HORIZON CABLEVISION PROGRAMMING

#### Pottersville/Diamondale System

##### Channel

##### Assignments

##### Basic Service

- |    |   |
|----|---|
| 2  | Entertainment and Sports Programming Network (ESPN) |
| 3  | Cable News Network (CNN)                            |
| 4  | WTBS (Independent) Atlanta                          |
| 5  | Home Box Office (HBO)*                              |
| 6  | Christian Broadcasting Network (CBN)                |
| 7  | WGN (Independent) Chicago                           |
| 8  | WUHQ (ABC) Battle Creek                             |
| 9  | WKAR (PBS) East Lansing                             |
| 10 | Local Access  |
| 11 | WFSL (Independent) Lansing                          |
| 12 | WILX (NBC) Lansing                                  |
| 13 | WJIM (CBS) Lansing**                                |

##### Full Service

- |    |                     |
|----|---------------------|
| 17 | The Disney Channel* |
| 19 | Cinemax*            |
| 23 | Nickelodeon/Arts    |
| 24 | USA Network         |

Channel  
Assignments

|    |                                 |
|----|---------------------------------|
| 25 | Music Television (MTV)          |
| 26 | Nashville Network               |
| 27 | Cable Health Network***         |
| 28 | WOR (Independent) New York      |
| 29 | WKZO (CBS) Kalamazoo            |
| 30 | WOTV (NBC) Grand Rapids         |
| 31 | WWMA (Independent) Grand Rapids |

\* HBO, Cinemax and The Disney Channel are optional services upon request.

\*\* Changed call letters to WLNS, July 15, 1984.

\*\*\* Changed channel name to Lifetime after this study was completed.

Saranac System

| <u>Channel</u> | <u>Assignments</u> | <u>Basic Service</u>                                |
|----------------|--------------------|---|
| 2              |                    | Entertainment and Sports Programming Network (ESPN) |
| 3              |                    | Local Access  |
| 4              |                    | WKZO (CBS) Kalamazoo                                |
| 5              |                    | Home Box Office (HBO)*                              |
| 6              |                    | WGVC (PBS) Grand Rapids                             |
| 7              |                    | WOTV (NBC) Grand Rapids                             |
| 8              |                    | Cable News Network (CNN)                            |
| 9              |                    | WTBS (Independent) Atlanta                          |
| 10             |                    | WWMA (Independent) Grand Rapids                     |
| 11             |                    | WZZM (ABC) Grand Rapids                             |
| 12             |                    | Christian Broadcasting Network (CBN)                |
| 13             |                    | WGN (Independent) Chicago                           |
|                |                    | <u>Full Service</u>                                 |
| 17             |                    | The Disney Channel*                                 |
| 19             |                    | Cinemax*  |
| 23             |                    | Nickelodeon/Arts                                    |
| 24             |                    | USA Network   |
| 25             |                    | Music Television                                    |
| 26             |                    | Nashville Network                                   |
| 27             |                    | WLNS (CBS) Lansing                                  |
| 28             |                    | WILX (NBC) Lansing                                  |
| 29             |                    | Lifetime  |

Channel  
Assignments

30            WOR (Independent) New York

32            WFSL (Independent) Lansing\*\*

\* HBO, Cinemax and The Disney Channel are optional services upon request.

\*\* Changed call letters to WSYM, March 11, 1985.

Union City/Athens SystemChannelAssignmentsBasic Service

|    |   |
|----|---|
| 2  | Entertainment and Sports Programming Network (ESPN) |
| 3  | Cable News Network (CNN)                            |
| 4  | WTBS (Independent) Atlanta                          |
| 5  | Home Box Office (HBO)*                              |
| 6  | Christian Broadcasting Network (CBN)                |
| 7  | WGN (Independent) Chicago                           |
| 8  | WUHQ (ABC) Battle Creek                             |
| 9  | WKAR (PBS) East Lansing                             |
| 10 | Local Access  |
| 11 | WWMA (Independent) Grand Rapids                     |
| 12 | WOTV (NBC) Grand Rapids                             |
| 13 | WKZO (CBS) Kalamazoo                                |

Full Service

|    |                            |
|----|----------------------------|
| 17 | The Disney Channel*        |
| 19 | Cinemax*                   |
| 23 | Nickelodeon/Arts           |
| 24 | USA Network                |
| 25 | Music Television (MTV)     |
| 26 | Nashville Network          |
| 27 | Lifetime                   |
| 28 | WOR (Independent) New York |
| 29 | WLNS (CBS) Lansing         |



Channel  
Assignments

30            WILX (NBC) Jackson

31            WFSL (Independent) Lansing\*\*

\* HBO, Cinemax and The Disney Channel are optional services available upon request.

\*\* Changed call letters to WSYM, March 11, 1985.

^

## **APPENDIX B**

## APPENDIX B

### TEST MARKET CHARACTERISTICS

---

---

#### Potterville/Dimondale System

##### City of Potterville

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 1,502       |
| <u>Number of Households</u>           | 489         |
| <u>Median Age</u>                     | 24.4        |
| <u>Median Household Income</u>        | \$21,539.00 |
| <u>Number of People per Household</u> | 3.07        |
| <u>Unemployment Rate</u>              | 7.1%        |

##### Village of Dimondale

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 1,008       |
| <u>Number of Households</u>           | 347         |
| <u>Median Age</u>                     | 29.6        |
| <u>Median Household Income</u>        | \$23,719.00 |
| <u>Number of People per Household</u> | 2.90        |
| <u>Unemployment Rate</u>              | 6.5%        |

## Windsor Township

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 6,078       |
| <u>Number of Households</u>           | 2,029       |
| <u>Median Age</u>                     | 33.0        |
| <u>Median Household Income</u>        | \$25,284.00 |
| <u>Number of People per Household</u> | 2.89        |
| <u>Unemployment Rate</u>              | 6.6%        |

## Benton Township

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 2,405       |
| <u>Number of Households</u>           | 748         |
| <u>Median Age</u>                     | 28.3        |
| <u>Median Household Income</u>        | \$22,794.00 |
| <u>Number of People per Household</u> | 3.22        |
| <u>Unemployment Rate</u>              | 5.8%        |

## System Averages

|                                       |             |
|---------------------------------------|-------------|
| <u>Age</u>                            | 28.8        |
| <u>Number of People per Household</u> | 3.02        |
| <u>Household Income</u>               | \$23,334.00 |
| <u>Unemployment Rate</u>              | 6.5%        |

## System Totals

|                             |        |
|-----------------------------|--------|
| <u>Population</u>           | 10,993 |
| <u>Number of Households</u> | 3,613  |

---

---

Saranac System

## Village of Saranac

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 1,421       |
| <u>Number of Households</u>           | 532         |
| <u>Median Age</u>                     | 26.9        |
| <u>Median Household Income</u>        | \$13,125.00 |
| <u>Number of People per Household</u> | 2.67        |
| <u>Unemployment Rate</u>              | 12.4%       |

## Boston Township

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 3,681       |
| <u>Number of Households</u>           | 1,256       |
| <u>Median Age</u>                     | 27.9        |
| <u>Median Household Income</u>        | \$18,416.00 |
| <u>Number of People per Household</u> | 2.89        |
| <u>Unemployment Rate</u>              | 9.6%        |

## Berlin Township

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 2,660       |
| <u>Number of Households</u>           | 651         |
| <u>Median Age</u>                     | 28.8        |
| <u>Median Household Income</u>        | \$19,650.00 |
| <u>Number of People per Household</u> | 3.00        |
| <u>Unemployment Rate</u>              | 8.6%        |

## System Averages

|                                       |             |
|---------------------------------------|-------------|
| <u>Age</u>                            | 27.9        |
| <u>Number of People per Household</u> | 2.85        |
| <u>Household Income</u>               | \$17,604.00 |
| <u>Unemployment Rate</u>              | 10.2%       |

## System Totals

|                             |       |
|-----------------------------|-------|
| <u>Population</u>           | 7,762 |
| <u>Number of Households</u> | 2,439 |

---

---

Union City/Athens System
Village of Union City

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 1,667       |
| <u>Number of Households</u>           | 607         |
| <u>Median Age</u>                     | 29.5        |
| <u>Median Household Income</u>        | \$14,583.00 |
| <u>Number of People per Household</u> | 2.73        |
| <u>Unemployment Rate</u>              | 13.9%       |

Union Township

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 2,918       |
| <u>Number of Households</u>           | 1,017       |
| <u>Median Age</u>                     | 29.5        |
| <u>Median Household Income</u>        | \$16,631.00 |
| <u>Number of People per Household</u> | 2.86        |
| <u>Unemployment Rate</u>              | 12.8%       |

Village of Athens

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 960         |
|                                       | a           |
| <u>Number of Households</u>           | ...         |
|                                       | a           |
| <u>Median Age</u>                     | ...         |
| <u>Median Household Income</u>        | \$17,431.00 |
|                                       | a           |
| <u>Number of People per Household</u> | ...         |
| <u>Unemployment Rate</u>              | 10.0%       |

## Athens Township

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 2,272       |
| <u>Number of Households</u>           | 790         |
| <u>Median Age</u>                     | 32.0        |
| <u>Median Household Income</u>        | \$18,519.00 |
| <u>Number of People per Household</u> | 2.88        |
| <u>Unemployment Rate</u>              | 8.8%        |

## Sherwood Township

|                                       |             |
|---------------------------------------|-------------|
| <u>Population</u>                     | 2,126       |
| <u>Number of Households</u>           | 728         |
| <u>Median Age</u>                     | 29.8        |
| <u>Median Household Income</u>        | \$15,402.00 |
| <u>Number of People per Household</u> | 2.92        |
| <u>Unemployment Rate</u>              | 16.6%       |

## System Averages

|                                       |             |
|---------------------------------------|-------------|
| <u>Age</u>                            | b<br>29.5   |
| <u>Number of People per Household</u> | b<br>2.85   |
| <u>Household Income</u>               | \$16,215.00 |
| <u>Unemployment Rate</u>              | 12.2%       |

## System Totals

|                             |            |
|-----------------------------|------------|
| <u>Population</u>           | b<br>9,943 |
| <u>Number of Households</u> | b<br>3,142 |

---

SOURCE: U.S. Department of Commerce, Bureau of the Census, Census of Population and Housing: 1980, Summary Characteristics for Governmental Units and Standard Metropolitan Statistical Areas, pt. 24, Michigan (Washington, D.C.: Government Printing Office, September 1982), pp. 49, 51, 53, 63, 68-69, 73, 75, 77, 89, 92-93.



SOURCE: U.S. Department of Commerce, Bureau of the Census, Census of the Population: 1980, vol. 1, Characteristics of the Population, Ch. B, General Population Characteristics, pt. 24, Michigan (Washington, D.C.: Government Printing Office, August 1982), pp. 9, 11-12, 14-15, 22-24.

a

Complete figures are not provided by the Census.

b

Does not include figures from the Village of Athens.

## **APPENDIX C**

\* \$.50 per foot for underground or aerial installation if over 300' from pole to house.

\*\* \$.50 off each premium service after one is taken.

### Saranac Subscription Rates

#### Service Charges (One Time Only)

1. Original Installation\*.....\$22.50
2. Second Set Installation.....\$10.00
3. Set Top Converter Deposit.....None  
(\$40.00 replacement charge)
4. Set Top Converter Deposit (more than 1 set).....\$40.00  
(refundable upon return)
5. Parental Guidance Device.....\$15.00 each  
(HBO and/or Cinemax "lock-out")
6. Service Call
  - Problem with Cable T.V. Equipment.....No Charge
  - Customer's T.V. Set is at fault.....\$10.00
  - Change of Service.....\$10.00

| Monthly Rates:   | Discount Rate<br>(paid by 5th of month) | Regular Rate<br>(paid after 5th) |
|--|---|----------------------------------|
| Basic Service<br>(11 channels, No Converter)             | \$ 8.95                                 | \$ 9.50                          |
| Full Service<br>(20 channels, Converter Box)             | 12.00                                   | 13.00                            |
| HBO  | 9.00                                    | Same**                           |
| Cinemax<br>(Available only with Full Service)            | 8.50                                    | Same**                           |
| The Disney Channel<br>(Available only with Full Service) | 9.00                                    | Same**                           |
| Second Outlet  | 2.50                                    | Same                             |

\* \$.50 per foot for underground or aerial installation if over 300' from pole to house.

\*\* \$.50 off each premium service after one is taken.

## **APPENDIX D**

## APPENDIX D

### SAMPLE POTTERVILLE/DIMONDALE PHASE I QUESTIONNAIRE

|                           |                   |       |
|---------------------------|-------------------|-------|
| HORIZON CABLEVISION STUDY | ADDRESS _____     |       |
| CAROL MACKEY 517/393-4424 | CITY _____        | (1)   |
| ALAN BAIRD 517/645-2661   | INTERVIEW # _____ | (2-5) |
| DATE _____                | INTERVIEWER _____ | (6-8) |

=====

INTERVIEWER INSTRUCTIONS: DO NOT READ ANY OF THE CAPITALIZED WORDS. IN THE CASE OF SCALED ANSWERS OR RANKING QUESTIONS, REPEAT SCALE CATEGORIES OR ITEMS TO RANK AS NECESSARY.

=====

INTRODUCTION: Hello, my name is ( NAME ). I am a student from Michigan State University working with Horizon Cablevision. We are doing a study of television viewing in your area. For our study, we need to speak to people who do not have cable TV. Our records show that you are not a subscriber. Is that correct?

=====

IF YES, CONTINUE WITH INTRODUCTION.

=====

IF NO, SAY: Thank you for your time. (GIVE HORIZON INFORMATION.)

=====

IF RESPONDENT LOOKS UNDER 18, SAY: At this household, I'm supposed to speak with someone 18 years of age or older. Is there someone here I can talk to? ...REPEAT INTRO WHEN PROPER RESPONDENT COMES TO THE DOOR.

=====

IF RESPONDENT HAS NO TV, SAY: Thank you for your time.

=====

Your household has been selected to receive free cable TV for a month if you are willing to answer a few questions for our research project. Your answers are very important to us. May I come in for a few minutes? The questions will take less than half an hour, and your responses will remain confidential.

=====

IF R SAYS: "I DON'T WATCH MUCH TV," SAY: We are very interested in how you feel about television in general. You will be helping us very much.

=====

IF R SAYS: "I DON'T KNOW TOO MUCH," SAY: This is not a test and there are no right or wrong answers. We just want to know what you think about important matters.

=====

IF R SAYS: "I DON'T HAVE TIME," SAY: We can finish in 15 or 20 minutes and you will be helping us a great deal.

=====

IF R PERSISTS, SAY: Can someone from our project come back at a more convenient time? It is very important that we talk with you.

=====

IF R ASKS: "WHO'S IN CHARGE OF THIS STUDY?" SAY: Carol Mackey, a graduate student at MSU, and Mr. Alan Baird from Horizon Cablevision. You may call them if you like. (PHONE NUMBERS ABOVE)

=====

ENTER RESPONDENT'S HOME AND ESTABLISH A COMFORTABLE SETTING.

=====

2

Please remember that this is not a test. There are no right or wrong answers. We just want to know what you think.

I'd like to start by finding out about how you watch television. First...

1. On a typical weekday, how many hours of television do you watch?  
       \_\_\_\_\_.\_\_\_\_\_. (ROUND TO NEAREST HALF) (99) DK/REFUSED (7-8)
2. Counting yourself, how many television viewers are there in your household?  
       1 2 3 4 5 6 7 8+ (9) DK/REFUSED (9)
3. How many television sets are there in your household?  
       1 2 3 4 5 6 7 8+ (9) DK/REFUSED (10)
4. Is the TV set you usually watch a Black & White or Color set?  
       \_\_\_\_\_(1) BLACK & WHITE  
       \_\_\_\_\_(2) COLOR  
       \_\_\_\_\_(9) DK/REFUSED (11)
5. Do you usually watch television alone or with others?  
       \_\_\_\_\_(1) ALONE  
       \_\_\_\_\_(2) WITH OTHERS  
       \_\_\_\_\_(9) DK/REFUSED (12)
6. With the programming offered by the three major networks, would you say you are...  
       \_\_\_\_\_(1) very satisfied,  
       \_\_\_\_\_(2) satisfied,  
       \_\_\_\_\_(3) somewhat satisfied, or  
       \_\_\_\_\_(4) not satisfied?  
       \_\_\_\_\_(9) DK/REFUSED (13)
7. How about with the overall programming on channels other than the three networks? Would you say you are...  
       \_\_\_\_\_(1) very satisfied,  
       \_\_\_\_\_(2) satisfied,  
       \_\_\_\_\_(3) somewhat satisfied, or  
       \_\_\_\_\_(4) not satisfied?  
       \_\_\_\_\_(9) DK/REFUSED (14)
8. Here is a list of words that are used to describe TV programs. On each line there are two words that are opposites. There are five spaces in-between. Please pick the space that best describes TV programs for you. There is an example at the top of the page for you to see.

(TURN TO NEXT PAGE AND HAND THIS QUESTIONNAIRE TO RESPONDENT)

PLEASE PICK THE SPACE THAT BEST DESCRIBES TV PROGRAMS FOR YOU.

EXAMPLE:

TV PROGRAMS ARE:

hot \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : ☒ : \_\_\_\_ cold

---

TV PROGRAMS ARE:

A. boring \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ interesting (15)

TV PROGRAMS ARE:

B. unimportant \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ important (16)

TV PROGRAMS ARE:

C. exciting \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ relaxing (17)

TV PROGRAMS ARE:

D. confusing \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ not confusing (18)

TV PROGRAMS ARE:

E. pleasant \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ unpleasant (19)

TV PROGRAMS ARE:

F. good \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ bad (20)

TV PROGRAMS ARE:

G. gentle \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ violent (21)

TV PROGRAMS ARE:

H. repetitive \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ varied (22)

TV PROGRAMS ARE:

I. unique \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ commonplace (23)

TV PROGRAMS ARE:

J. influential \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ not influential (24)

PLEASE RETURN THIS QUESTIONNAIRE TO THE INTERVIEWER - THANK YOU.

9. If 10 describes a kind of show you like a great deal and zero describes a kind of show you don't like at all, how would you rate your enjoyment of the following types of shows, 0 through 10?

|         |                        |       |                         |       |         |
|---------|------------------------|-------|-------------------------|-------|---------|
| (25-26) | old movies             | _____ | rock music shows        | _____ | (53-54) |
| (27-28) | contemporary movies    | _____ | classical music shows   | _____ | (55-56) |
| (29-30) | sports events          | _____ | jazz music shows        | _____ | (57-58) |
| (31-32) | national news          | _____ | science shows           | _____ | (59-60) |
| (33-34) | state news             | _____ | dance shows             | _____ | (61-62) |
| (35-36) | local news             | _____ | theatre on TV           | _____ | (63-64) |
| (37-38) | weather                | _____ | cartoons                | _____ | (65-66) |
| (39-40) | soap operas            | _____ | local & community shows | _____ | (67-68) |
| (41-42) | talk shows             | _____ | reruns of old series    | _____ | (69-70) |
| (43-44) | situation comedies     | _____ | shows about health      | _____ | (71-72) |
| (45-46) | action/adventure shows | _____ | shows about business    | _____ | (73-74) |
| (47-48) | religious shows        | _____ | shows about government  | _____ | (75-76) |
| (49-50) | documentaries          | _____ | shows about schools     | _____ | (77-78) |
| (51-52) | game shows             | _____ | stock & commodity news  | _____ | (79-80) |

CARD 2

BLANK (1-7)

10. From what source do you get most of your television program information?

\_\_\_\_\_ (1) NEWSPAPER  
 \_\_\_\_\_ (2) WORD OF MOUTH  
 \_\_\_\_\_ (3) TV GUIDE  
 \_\_\_\_\_ (4) OTHER \_\_\_\_\_  
 (SPECIFY)  
 \_\_\_\_\_ (9) DK/REFUSED (8)

11. How important to you are complete and accurate program listings? Would you say...

\_\_\_\_\_ (1) very important,  
 \_\_\_\_\_ (2) important,  
 \_\_\_\_\_ (3) somewhat important, or  
 \_\_\_\_\_ (4) not important?  
 \_\_\_\_\_ (9) DK/REFUSED (9)

12. Which newspapers do you buy or have delivered regularly?

\_\_\_\_\_

\_\_\_\_\_

(INTERVIEWER, COUNT...) \_\_\_\_\_ (10-11)



13. Which magazines do you buy or have delivered regularly?

---



---



---

(INTERVIEWER, COUNT...) \_\_\_\_\_ (12-13)

14. How many movies, at a theatre or drive-in, have you been to in the past month?

\_\_\_\_\_ (14-15)

15. Have you ever subscribed to cable television?

- ☐ (1) YES  
☐ (2) NO (SKIP TO Q. 16)  
☐ (9) DK/REFUSED (SKIP TO Q. 16)

15a. Why did you discontinue your service?

---



---

(RECORD AS STATED)

16. Why don't you presently subscribe to cable television? (RECORD AS STATED)

---



---

(19-20)

17. What could be done to cable television that would make you more likely to subscribe? (RECORD AS STATED)

---



---

(21-22)

18. Do you have a friend or relative that has cable television?

- ☐ (1) YES  
☐ (2) NO  
☐ (9) DK/REFUSED

(23)

19. Have you ever watched cable television at the home of a friend or relative?

- ☐ (1) YES  
☐ (2) NO  
☐ (9) DK/REFUSED

(24)

20. Have you received any literature about cable television?

- ☐ (1) YES  
☐ (2) NO  
☐ (9) DK/REFUSED (25)

21. Have you ever been contacted by phone or in-person by Horizon Cablevision?

- ☐ (1) YES  
☐ (2) NO  
☐ (9) DK/REFUSED (26)

22. Why do you think someone would pay for cable television? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_ (27-28)

23. How much do you think it would cost to have cable television installed in your home? If you're not sure, please give me your best estimate.

\$ \_\_\_\_\_ (ROUND TO NEAREST DOLLAR) (29-31)

24. How much do you think is the average monthly fee for cable television? Again, if you're not sure, please give me your best estimate.

\$ \_\_\_\_\_ (ROUND TO NEAREST DOLLAR) (32-34)

25. (INTERVIEWER, DID RESPONDENT DISTINGUISH BETWEEN BASIC AND PAY-TV?)

- ☐ (1) YES  
☐ (2) NO  
☐ (9) DK/MISSING (35)

26. How many channels do you think you could receive if you had cable TV? Again, your best estimate is fine.

\_\_\_\_\_ (36-38)

27. The following are cable television channels or services. Please tell me if you have ever heard of them.

|   | <u>YES</u> | <u>NO</u> | <u>DK/RF</u> |      |
|---|------------|-----------|--------------|------|
| A. ESPN, the Entertainment and Sports Programming Network | 1          | 2         | 9            | (39) |
| B. The Nashville Network                                  | 1          | 2         | 9            | (40) |
| C. USA Network  | 1          | 2         | 9            | (41) |
| D. Cinemax  | 1          | 2         | 9            | (42) |
| E. WTBS   | 1          | 2         | 9            | (43) |
| F. Lifetime   | 1          | 2         | 9            | (44) |
| G. HBO, Home Box Office                                   | 1          | 2         | 9            | (45) |

7

|  | <u>YES</u> | <u>NO</u> | <u>DK/RF</u> |      |
|--|------------|-----------|--------------|------|
| H. CNN, Cable News Network                 | 1          | 2         | 9            | (46) |
| I. Nickelodeon/Arts                        | 1          | 2         | 9            | (47) |
| J. The Disney Channel                      | 1          | 2         | 9            | (48) |
| K. MTV, Music Television                   | 1          | 2         | 9            | (49) |
| L. CBN, The Christian Broadcasting Network | 1          | 2         | 9            | (50) |

To make it easy to answer the next few questions...we will use a card with a set of answers I would like you to pick from.

(INTERVIEWER, HAND BLUE CARD TO RESPONDENT)

Take a look at the card for a moment. We will use side A first.

Now...is everything clear?

28. The following are things that cable television offers. Please tell me how important each one would be in making cable more attractive to you. The categories are...very important, important, somewhat important, and not important.

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| A. Improved television reception.   | 1         | 2        | 3         | 4         | 9            | (51) |
| B. Entertainment and information programs 24 hours a day.                                 | 1         | 2        | 3         | 4         | 9            | (52) |
| C. 30 or more channels of TV instead of 3 or 4 available without cable.                   | 1         | 2        | 3         | 4         | 9            | (53) |
| D. Movie channels, such as HBO.   | 1         | 2        | 3         | 4         | 9            | (54) |
| E. Independent TV stations, such as WTBS from Atlanta.                                    | 1         | 2        | 3         | 4         | 9            | (55) |
| F. News and information channels like Cable News Network and the 24 hour weather channel. | 1         | 2        | 3         | 4         | 9            | (56) |

Now, we will use side B of the card. Please take a look at that side for a moment.

Is everything clear?

29. Will you please rate your interest in the following types of cable TV channels as very interested, interested, somewhat interested, or not interested.

|  | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|--|-----------|----------|-----------|-----------|--------------|------|
| A. Daily coverage of the House of Representatives, Congressional and Senate hearings, public affairs call-in shows from Washington, D.C. | 1         | 2        | 3         | 4         | 9            | (57) |
| B. Old movies and comedy series, pro sports and news from Chicago.   | 1         | 2        | 3         | 4         | 9            | (58) |
| C. Programs with black performers in leading roles, Black oriented films, series, specials and sports.                                   | 1         | 2        | 3         | 4         | 9            | (59) |
| D. Continuously updated National and International news, 24 hours a day.   | 1         | 2        | 3         | 4         | 9            | (60) |
| E. Old movies and comedy series, pro sports and news from New York.  | 1         | 2        | 3         | 4         | 9            | (61) |
| F. Live, continuously updated National and Local weather reports with short, weather-related feature stories.                            | 1         | 2        | 3         | 4         | 9            | (62) |
| G. Health and science programs with information on exercise, diet and medical care.  | 1         | 2        | 3         | 4         | 9            | (63) |
| H. Old movies and comedy series, pro sports and news from Atlanta.   | 1         | 2        | 3         | 4         | 9            | (64) |
| I. Business news with stock exchange and commodity reports.  | 1         | 2        | 3         | 4         | 9            | (65) |
| J. Inspirational and family oriented programs, classic movies, series and religious talk shows.  | 1         | 2        | 3         | 4         | 9            | (66) |
| K. A public access channel featuring programs produced by local citizens and community groups.   | 1         | 2        | 3         | 4         | 9            | (67) |

30. Next, will you please rate your interest in the following pay-TV channels as very interested, interested, somewhat interested, or not interested.

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| A. Bravo. International cinema, drama, opera, ballet and dance. Jazz music and film festivals. Commercial-free, 24 hours a day. | 1         | 2        | 3         | 4         | 9            | (68) |

9

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| B. <u>The Playboy Channel</u> . Adult Entertainment, interviews, comedy and music specials. R-rated, sensually-oriented films. Commercial-free, 8pm - 2am each night.               | 1         | 2        | 3         | 4         | 9            | (69) |
| C. <u>Showtime</u> . Recent hit movies, comedy, Broadway theatre and concerts, classic and foreign movies, and late night entertainment. Commercial-free, 24 hours a day.           | 1         | 2        | 3         | 4         | 9            | (70) |
| D. <u>Home Theater Network</u> . Recent hit movies, all with a G or PG rating, musical specials and The Travel Channel. Commercial-free, 24 hours a day.                            | 1         | 2        | 3         | 4         | 9            | (71) |
| E. <u>The Disney Channel</u> . Family entertainment, children's shows and G-rated movies from the Walt Disney library. Commercial-free, 7am - 11pm each day.                        | 1         | 2        | 3         | 4         | 9            | (72) |
| F. <u>PASS</u> . Pro Am Sports System featuring 80 Detroit Tiger games and other regional sports, including Pistons basketball and Big Ten events. One major sports event each day. | 1         | 2        | 3         | 4         | 9            | (73) |

31. Will you please rate your interest in the following possible cable services as very interested, interested, somewhat interested, or not interested. CARD 3

|                                       | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> | BLANK (1-7) |
|---------------------------------------|-----------|----------|-----------|-----------|--------------|-------------|
| A. Remote Control Channel Selector    | 1         | 2        | 3         | 4         | 9            | (8)         |
| B. Additional FM Radio Stations       | 1         | 2        | 3         | 4         | 9            | (9)         |
| C. Cable Guide with complete listings | 1         | 2        | 3         | 4         | 9            | (10)        |
| D. Discounts on retail merchandise    | 1         | 2        | 3         | 4         | 9            | (11)        |
| E. Closed circuit special events      | 1         | 2        | 3         | 4         | 9            | (12)        |
| F. Home security/alarm system         | 1         | 2        | 3         | 4         | 9            | (13)        |
| G. Home shopping                      | 1         | 2        | 3         | 4         | 9            | (14)        |
| H. Home banking                       | 1         | 2        | 3         | 4         | 9            | (15)        |
| I. Video games network                | 1         | 2        | 3         | 4         | 9            | (16)        |

(INTERVIEWER, PLEASE RETRIEVE BLUE CARD FROM RESPONDENT)

Just a few more questions...

32. How long have you lived in this area?

\_\_\_\_\_ (TRANSLATE INTO MONTHS AFTER INTERVIEW...) \_\_\_\_\_ (17-19)  
 (RECORD AS STATED)

33. Do you own your home, lease or rent?

- \_\_\_\_\_ (1) OWN  
 \_\_\_\_\_ (2) LEASE OR RENT  
 \_\_\_\_\_ (3) OTHER \_\_\_\_\_  
 (SPECIFY)  
 \_\_\_\_\_ (9) DK/REFUSED (20)

34. Are you married?

- \_\_\_\_\_ (1) YES  
 \_\_\_\_\_ (2) NO  
 \_\_\_\_\_ (9) DK/REFUSED (21)

35. Counting yourself, how many people live in your household?

\_\_\_\_\_ (IF ONLY 1, SKIP TO Q. 36) (22-23)

↓  
 35a. Do you have any children under age 12 in your household?

- \_\_\_\_\_ (1) YES  
 \_\_\_\_\_ (2) NO  
 \_\_\_\_\_ (9) DK/REFUSED (24)

36. What is the highest level of education you have completed?

- \_\_\_\_\_ (1) LESS THAN HIGH SCHOOL  
 \_\_\_\_\_ (2) HIGH SCHOOL GRADUATE  
 \_\_\_\_\_ (3) SOME COLLEGE OR TECHNICAL SCHOOL  
 \_\_\_\_\_ (4) COLLEGE GRADUATE +  
 \_\_\_\_\_ (5) OTHER \_\_\_\_\_  
 (SPECIFY)  
 \_\_\_\_\_ (9) DK/REFUSED (25)

37. Will you please tell me your age?

\_\_\_\_\_ (99) DK/REFUSED (26-27)

38. What are the occupations of the major wage earners in your household?  
(RECORD AS STATED)

A. \_\_\_\_\_ (28-29)

B. \_\_\_\_\_ (30-31)

39. Do they work in town or commute to work elsewhere?

A. \_\_\_\_\_ (1) IN TOWN  
\_\_\_\_\_ (2) ELSEWHERE  
\_\_\_\_\_ (9) DK/REFUSED (32)

B. \_\_\_\_\_ (1) IN TOWN  
\_\_\_\_\_ (2) ELSEWHERE  
\_\_\_\_\_ (9) DK/REFUSED (33)

40. What are the normal working hours of each wage earner?  
(RECORD AS STATED)

A. \_\_\_\_\_ (34-39)

B. \_\_\_\_\_ (40-45)

41. Is your total annual household income more than \$15,000?

\_\_\_\_\_ (-) YES (GO TO Q. 41a)  
\_\_\_\_\_ (1) NO (SKIP TO Q. 42)  
\_\_\_\_\_ (9) DK/REFUSED (SKIP TO Q. 42)

41a. Is it more than \$25,000?

\_\_\_\_\_ (-) YES (GO TO Q. 41b)  
\_\_\_\_\_ (2) NO (SKIP TO Q. 42)

41b. Finally, is it more than \$35,000?

\_\_\_\_\_ (4) YES  
\_\_\_\_\_ (3) NO (46)

42. (INTERVIEWER, RECORD SEX:)

\_\_\_\_\_ (1) FEMALE  
\_\_\_\_\_ (2) MALE  
\_\_\_\_\_ (9) DK/MISSING (47)

43. (INTERVIEWER, PLEASE RECORD INTERVIEW LENGTH...)

\_\_\_\_\_ MINUTES (48-49)

GO TO NEXT PAGE.....

12

I'd like to thank you for your cooperation. This is the end of the survey.

Now, I would like to schedule your free cable installation and service.

You will receive free installation and free cable service to one television set for 30 days. That includes 20 basic channels, Home Box Office, Cinemax, and The Disney Channel. At the end of the 30-day period, as a continuation of our study, we will give you a friendly phone call to ask you a few questions about your experience with cable TV. Also, we will find out if you wish to continue your cable television service on a monthly billing basis, with no installation charge, or if you prefer to have it disconnected.

Is there a convenient part of the day, morning, afternoon, or evening, tomorrow, or in the next few days that we could have an installer come to your home?

DAY \_\_\_\_\_ DATE \_\_\_\_\_ MORNING \_\_\_\_\_  
AFTERNOON \_\_\_\_\_  
EVENING \_\_\_\_\_

A Horizon Cablevision installer will call to set up an exact time with you.

May I please have your full name, address, and phone number for our records of free service?

NAME OF PERSON INTERVIEWED \_\_\_\_\_

NAME FOR RECORDS (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

| ADDRESS | CITY | ZIP |
|---------|------|-----|
|         |      |     |

PHONE (HOME) \_\_\_\_\_ PHONE (WORK) \_\_\_\_\_

(INTERVIEWER. INSTALLERS WILL PROVIDE INFORMATION REGARDING ADDITIONAL OUTLETS)

44. (INTERVIEWER, PLEASE NOTE:)

- \_\_\_\_\_ (1) HOUSE OR DUPLEX  
 \_\_\_\_\_ (2) APARTMENT OR CONDO  
 \_\_\_\_\_ (3) MOBILE HOME  
 \_\_\_\_\_ (4) OTHER \_\_\_\_\_  
 (SPECIFY)  
 \_\_\_\_\_ (9) DK/MISSING

(50)

(INTERVIEWER, PLEASE FILL IN INFORMATION ON LAST PAGE AND GIVE PAGE TO RESPONDENT WITH HORIZON CHANNEL LISTING AND HBO GUIDE)



DATE \_\_\_\_\_ INTERVIEWER'S INITIALS \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE (HOME) \_\_\_\_\_

PHONE (WORK) \_\_\_\_\_

You will receive free installation and free cable service to one television set for 30 days. That includes 20 basic channels, Home Box Office, Cinemax, and The Disney Channel. At the end of the 30-day period, as a continuation of our study, we will give you a friendly phone call to ask you a few questions about your experience with cable TV. Also, we will find out if you wish to continue your cable television service on a monthly billing basis, with no installation charge, or if you prefer to have it disconnected.

## INSTALLATION:

DAY \_\_\_\_\_ DATE \_\_\_\_\_ MORNING \_\_\_\_\_  
AFTERNOON \_\_\_\_\_  
EVENING \_\_\_\_\_

A Horizon Cablevision installer will call to set up an exact time with you.

Please call if you have any questions or comments.

ENJOY YOUR FREE CABLE SERVICE!!

HORIZON CABLEVISION  
2598 Lansing Road  
Charlotte, Michigan 48813  
(517) 645-2661

## **APPENDIX E**

## APPENDIX E

### SAMPLE SARANAC PHASE I QUESTIONNAIRE

HORIZON CABLEVISION STUDY ADDRESS \_\_\_\_\_  
CAROL MACKEY 517/393-4424 CITY \_\_\_\_\_ (1)  
ALAN BAIRD 517/645-2661 INTERVIEW # \_\_\_\_\_ (2-5)  
DATE \_\_\_\_\_ INTERVIEWER \_\_\_\_\_ (6-8)

=====

INTERVIEWER INSTRUCTIONS: DO NOT READ ANY OF THE CAPITALIZED WORDS. IN THE CASE OF SCALED ANSWERS OR RANKING QUESTIONS, REPEAT SCALE CATEGORIES OR ITEMS TO RANK AS NECESSARY.

=====

INTRODUCTION: Hello, my name is ( NAME ). I am a student from Michigan State University working with Horizon Cablevision. We are doing a study of television viewing in your area. For our study, we need to speak to people who do not have cable TV. Our records show that you are not a subscriber. Is that correct?

=====

IF YES, CONTINUE WITH INTRODUCTION.

=====

IF NO, SAY: Thank you for your time. (GIVE HORIZON INFORMATION.)

=====

IF RESPONDENT LOOKS UNDER 18, SAY: At this household, I'm supposed to speak with someone 18 years of age or older. Is there someone here I can talk to? ...REPEAT INTRO WHEN PROPER RESPONDENT COMES TO THE DOOR.

=====

IF RESPONDENT HAS NO TV, SAY: Thank you for your time.

=====

Your household has been selected to receive free cable TV for a month if you are willing to answer a few questions for our research project. Your answers are very important to us. May I come in for a few minutes? The questions will take less than half an hour, and your responses will remain confidential.

=====

IF R SAYS: "I DON'T WATCH MUCH TV," SAY: We are very interested in how you feel about television in general. You will be helping us very much.

=====

IF R SAYS: "I DON'T KNOW TOO MUCH," SAY: This is not a test and there are no right or wrong answers. We just want to know what you think about important matters.

=====

IF R SAYS: "I DON'T HAVE TIME," SAY: We can finish in 15 or 20 minutes and you will be helping us a great deal.

=====

IF R PERSISTS, SAY: Can someone from our project come back at a more convenient time? It is very important that we talk with you.

=====

IF R ASKS: "WHO'S IN CHARGE OF THIS STUDY?" SAY: Carol Mackey, a graduate student at MSU, and Mr. Alan Baird from Horizon Cablevision. You may call them if you like. (PHONE NUMBERS ABOVE)

=====

ENTER RESPONDENT'S HOME AND ESTABLISH A COMFORTABLE SETTING.

=====

Please remember that this is not a test. There are no right or wrong answers. We just want to know what you think.

I'd like to start by finding out about how you watch television. First...

1. On a typical weekday, how many hours of television do you watch?  
 \_\_\_\_\_ (ROUND TO NEAREST HALF) (7-9)  
 (999) DK/REFUSED
2. Counting yourself, how many television viewers are there in your household?  
 1 2 3 4 5 6 7 8+ (9) DK/REFUSED (10)
3. How many television sets are there in your household?  
 1 2 3 4 5 6 7 8+ (9) DK/REFUSED (11)
4. Is the TV set you usually watch a Black & White or Color set?  
 \_\_\_\_\_ (1) BLACK & WHITE  
 \_\_\_\_\_ (2) COLOR  
 \_\_\_\_\_ (3) BOTH  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (12)
5. Do you usually watch television alone or with others?  
 \_\_\_\_\_ (1) ALONE  
 \_\_\_\_\_ (2) WITH OTHERS  
 \_\_\_\_\_ (3) HALF & HALF  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (13)
6. With the programming offered by the three major networks, would you say you are...  
 \_\_\_\_\_ (1) very satisfied,  
 \_\_\_\_\_ (2) satisfied,  
 \_\_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_\_ (4) not satisfied?  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (14)
7. How about with the overall programming on channels other than the three networks? Would you say you are...  
 \_\_\_\_\_ (1) very satisfied,  
 \_\_\_\_\_ (2) satisfied,  
 \_\_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_\_ (4) not satisfied?  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (15)
8. Here is a list of words that are used to describe television. On each line there are two words that are opposites. There are five spaces in-between. Please pick the space that best describes television for you. There is an example at the top of the page for you to see.

(INTERVIEWER, TURN TO NEXT PAGE AND HAND THIS QUESTIONNAIRE TO RESPONDENT.)

PLEASE PICK THE SPACE THAT BEST DESCRIBES TELEVISION FOR YOU.

EXAMPLE:

TELEVISION IS:

hot \_\_\_\_: \_\_\_\_: \_\_\_\_: ☒: \_\_\_\_ cold

---

TELEVISION IS:

A. boring \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ interesting \_\_\_\_ (16)

TELEVISION IS:

B. unimportant \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ important \_\_\_\_ (17)

TELEVISION IS:

C. exciting \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ relaxing \_\_\_\_ (18)

TELEVISION IS:

D. confusing \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ not confusing \_\_\_\_ (19)

TELEVISION IS:

E. pleasant \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ unpleasant \_\_\_\_ (20)

TELEVISION IS:

F. good \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ bad \_\_\_\_ (21)

TELEVISION IS:

G. gentle \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ violent \_\_\_\_ (22)

TELEVISION IS:

H. repetitive \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ varied \_\_\_\_ (23)

TELEVISION IS:

I. unique \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ commonplace \_\_\_\_ (24)

TELEVISION IS:

J. influential \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ not influential \_\_\_\_ (25)

PLEASE RETURN THIS QUESTIONNAIRE TO THE INTERVIEWER - THANK YOU.

9. If 10 describes a kind of show you would like a great deal and zero describes a kind of show you would not like at all, how would you rate your enjoyment of the following types of shows, on a scale of 0 to 10?

|                                |       |                         |       |         |
|--------------------------------|-------|-------------------------|-------|---------|
| (26-27) old movies             | _____ | rock music shows        | _____ | (52-53) |
| (28-29) new movies             | _____ | classical music shows   | _____ | (54-55) |
| (30-31) sports events          | _____ | country music shows     | _____ | (56-57) |
| (32-33) national news          | _____ | science shows           | _____ | (58-59) |
| (34-35) state & local news     | _____ | dance shows             | _____ | (60-61) |
| (36-37) weather                | _____ | theatre on TV           | _____ | (62-63) |
| (38-39) soap operas            | _____ | cartoons                | _____ | (64-65) |
| (40-41) talk shows             | _____ | local & community shows | _____ | (66-67) |
| (42-43) situation comedies     | _____ | shows about health      | _____ | (68-69) |
| (44-45) action/adventure shows | _____ | shows about business    | _____ | (70-71) |
| (46-47) religious shows        | _____ | shows about government  | _____ | (72-73) |
| (48-49) documentaries          | _____ | reruns of old series    | _____ | (74-75) |
| (50-51) game shows             | _____ | stock & commodity news  | _____ | (76-77) |

CARD 2

10. From what source do you get most of your TV program schedule information? BLANK (1-6)

\_\_\_\_\_ (1) NEWSPAPER GUIDE  
 \_\_\_\_\_ (2) WORD OF MOUTH  
 \_\_\_\_\_ (3) TV GUIDE MAGAZINE  
 \_\_\_\_\_ (4) TV ITSELF/CHANNEL CHANGING  
 \_\_\_\_\_ (5) OTHER \_\_\_\_\_  
 (SPECIFY)  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (7)

11. How important to you are complete and accurate program listings? Would you say...

\_\_\_\_\_ (1) very important,  
 \_\_\_\_\_ (2) important,  
 \_\_\_\_\_ (3) somewhat important, or  
 \_\_\_\_\_ (4) not important?  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (8)

12. Which newspapers do you buy or have delivered regularly?

\_\_\_\_\_

\_\_\_\_\_

(INTERVIEWER, COUNT...) \_\_\_\_\_ (9-10)

5

13. Which magazines do you buy or have delivered regularly?

\_\_\_\_\_  
 \_\_\_\_\_

(INTERVIEWER, COUNT...)

\_\_\_\_ (11-12)

14. How many movies, at a theatre or drive-in, have you been to in the past month?

\_\_\_\_\_

(13-14)

15. Have you ever subscribed to cable television?

\_\_\_\_ (1) YES  
 \_\_\_\_ (2) NO (SKIP TO Q. 16)  
 \_\_\_\_ (9) DK/REFUSED (SKIP TO Q. 16)

\_\_\_\_ (15)

15a. Where were you a subscriber? (RECORD AS STATED)

\_\_\_\_\_

\_\_\_\_ (16)

15b. Why did you discontinue your service?

\_\_\_\_\_  
 (RECORD AS STATED)

\_\_\_\_ (17-18)

16. Why don't you presently subscribe to cable television? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_ (19-20)

17. What could be done to cable television that would make you more likely to subscribe? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_ (21-22)

18. Do you have a friend or relative that has cable television?

\_\_\_\_ (1) YES  
 \_\_\_\_ (2) NO  
 \_\_\_\_ (9) DK/REFUSED

\_\_\_\_ (23)

19. Have you ever watched cable television at the home of a friend or relative?

\_\_\_\_ (1) YES  
 \_\_\_\_ (2) NO  
 \_\_\_\_ (9) DK/REFUSED

\_\_\_\_ (24)

20. Have you received any literature about cable television?

- ☐ (1) YES  
☐ (2) NO  
☐ (9) DK/REFUSED \_\_\_\_\_ (25)

21. Have you ever been contacted by phone or in-person by Horizon Cablevision?

- ☐ (1) YES  
☐ (2) NO  
☐ (9) DK/REFUSED \_\_\_\_\_ (26)

22. Why do you think someone would pay for cable television? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_ (27-28)

23. How much do you think it would cost to have cable television installed in your home? If you're not sure, please give me your best estimate.

\$ \_\_\_\_\_ (ROUND TO NEAREST DOLLAR) (29-31)

24. How much do you think is the average monthly fee for cable television? Again, if you're not sure, please give me your best estimate.

\$ \_\_\_\_\_ (ROUND TO NEAREST DOLLAR) (32-34)

25. (INTERVIEWER, DID RESPONDENT DISTINGUISH BETWEEN BASIC AND PAY-TV?)

- ☐ (1) YES  
☐ (2) NO  
☐ (9) DK/MISSING \_\_\_\_\_ (35)

26. How many channels do you think you could receive if you had cable TV? Again, your best estimate is fine.

\_\_\_\_\_ (36-38)

27. The following are cable television channels or services. Please tell me if you have ever heard of them.

|   | <u>YES</u> | <u>NO</u> | <u>DK/RF</u> |      |
|---|------------|-----------|--------------|------|
| A. ESPN, The Entertainment and Sports Programming Network | 1          | 2         | 9            | (39) |
| B. The Nashville Network                                  | 1          | 2         | 9            | (40) |
| C. USA Network  | 1          | 2         | 9            | (41) |
| D. Cinemax  | 1          | 2         | 9            | (42) |
| E. WTBS, the Atlanta Superstation                         | 1          | 2         | 9            | (43) |
| F. Lifetime   | 1          | 2         | 9            | (44) |
| G. HBO, Home Box Office                                   | 1          | 2         | 9            | (45) |





7

|  | <u>YES</u> | <u>NO</u> | <u>DK/RF</u> |      |
|--|------------|-----------|--------------|------|
| H. CNN, Cable News Network                 | 1          | 2         | 9            | (46) |
| I. Nickelodeon/Arts                        | 1          | 2         | 9            | (47) |
| J. The Disney Channel                      | 1          | 2         | 9            | (48) |
| K. MTV, Music Television                   | 1          | 2         | 9            | (49) |
| L. CBN, The Christian Broadcasting Network | 1          | 2         | 9            | (50) |

To make it easy to answer the next few questions...we will use a card with a set of answers I would like you to pick from.

(INTERVIEWER, HAND BLUE CARD TO RESPONDENT.)

Take a look at the card for a moment. We will use side A first.

Now...is everything clear?

28. The following are things that cable television offers. Please tell me how important each one would be in making cable more attractive to you. The categories are...very important, important, somewhat important, and not important.

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| A. Improved television reception  | 1         | 2        | 3         | 4         | 9            | (51) |
| B. Entertainment and information programs<br>24 hours a day.                                    | 1         | 2        | 3         | 4         | 9            | (52) |
| C. 20 or more channels of TV.   | 1         | 2        | 3         | 4         | 9            | (53) |
| D. Movie channels, such as HBO.   | 1         | 2        | 3         | 4         | 9            | (54) |
| E. Independent TV stations, such as<br>WTBS from Atlanta.                                       | 1         | 2        | 3         | 4         | 9            | (55) |
| F. News and information channels like<br>Cable News Network and the 24 hour<br>weather channel. | 1         | 2        | 3         | 4         | 9            | (56) |

Now, we will use side B of the card. Please take a look at that side for a moment.

Is everything clear?

29. Will you please rate your interest in the following types of cable TV channels as very interested, interested, somewhat interested, or not interested.

|  | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|--|-----------|----------|-----------|-----------|--------------|------|
| A. Daily coverage of the House of Representatives, Congressional and Senate hearings, public affairs call-in shows from Washington, D.C. | 1         | 2        | 3         | 4         | 9            | (57) |
| B. Chicago-area sports and news, plus old movies and comedy series.  | 1         | 2        | 3         | 4         | 9            | (58) |
| C. Programs with black performers in leading roles, Black oriented films, series, specials and sports.                                   | 1         | 2        | 3         | 4         | 9            | (59) |
| D. Continuously updated National and International newscasts, 24 hours a day.  | 1         | 2        | 3         | 4         | 9            | (60) |
| E. New York-area sports and news, plus old movies and comedy series.   | 1         | 2        | 3         | 4         | 9            | (61) |
| F. Live, continuously updated National and Local weather reports with short, weather-related feature stories.                            | 1         | 2        | 3         | 4         | 9            | (62) |
| G. Health and science programs with information on exercise, diet and medical care.  | 1         | 2        | 3         | 4         | 9            | (63) |
| H. Atlanta-area sports and news, plus old movies and comedy series.  | 1         | 2        | 3         | 4         | 9            | (64) |
| I. Business news with stock exchange and commodity reports.  | 1         | 2        | 3         | 4         | 9            | (65) |
| J. Inspirational and family oriented programs, classic movies, series and religious talk shows.  | 1         | 2        | 3         | 4         | 9            | (66) |
| K. A public access channel featuring programs produced by local citizens and community groups.   | 1         | 2        | 3         | 4         | 9            | (67) |

30. Next, will you please rate your interest in the following pay-TV channels as very interested, interested, somewhat interested, or not interested.

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| A. <u>Bravo</u> . International cinema, drama, opera, ballet and dance. Jazz music and film festivals. Commercial-free, 24 hours a day. | 1         | 2        | 3         | 4         | 9            | (68) |

9

|  | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|--|-----------|----------|-----------|-----------|--------------|------|
| B. <u>The Playboy Channel</u> . Adult entertainment, interviews, comedy and music specials. R-rated, sensually-oriented films. Commercial-free, 8pm - 2am each night.              | 1         | 2        | 3         | 4         | 9            | (69) |
| C. <u>Showtime</u> . Recent hit movies, comedy, Broadway theatre and concerts, classic and foreign movies, and late night entertainment. Commercial-free, 24 hours a day.          | 1         | 2        | 3         | 4         | 9            | (70) |
| D. <u>Home Theater Network</u> . Recent hit movies, all with a G or PG rating, musical specials and The Travel Channel. Commercial-free, 24 hours a day.                           | 1         | 2        | 3         | 4         | 9            | (71) |
| E. <u>The Disney Channel</u> . Family entertainment, children's shows and G-rated movies from the Walt Disney library. Commercial-free, 7am - 11pm each day.                       | 1         | 2        | 3         | 4         | 9            | (72) |
| F. <u>PASS. Pro Am Sports System</u> featuring 80 Detroit Tiger games and other regional sports, including Pistons basketball and Big Ten events. One major sports event each day. | 1         | 2        | 3         | 4         | 9            | (73) |

CARD 3

BLANK (1-6)

31. Will you please rate your interest in the following possible cable services as very interested, interested, somewhat interested, or not interested.

|                                       | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---------------------------------------|-----------|----------|-----------|-----------|--------------|------|
| A. Remote Control Channel Selector    | 1         | 2        | 3         | 4         | 9            | (7)  |
| B. Additional FM Radio Stations       | 1         | 2        | 3         | 4         | 9            | (8)  |
| C. Cable Guide with complete listings | 1         | 2        | 3         | 4         | 9            | (9)  |
| D. Discounts on retail merchandise    | 1         | 2        | 3         | 4         | 9            | (10) |
| E. Closed circuit/live special events | 1         | 2        | 3         | 4         | 9            | (11) |
| F. Home security/alarm system         | 1         | 2        | 3         | 4         | 9            | (12) |
| G. Home shopping                      | 1         | 2        | 3         | 4         | 9            | (13) |
| H. Home banking                       | 1         | 2        | 3         | 4         | 9            | (14) |
| I. Video games network                | 1         | 2        | 3         | 4         | 9            | (15) |

(INTERVIEWER, PLEASE RETRIEVE BLUE CARD FROM RESPONDENT.)

Just a few more questions...

32. How long have you lived in this area?

\_\_\_\_\_ (TRANSLATE INTO MONTHS AFTER INTERVIEW...) \_\_\_\_\_ (16-18)  
(RECORD AS STATED)

33. Do you own your home, lease or rent?

\_\_\_\_\_ (1) OWN  
\_\_\_\_\_ (2) LEASE OR RENT  
\_\_\_\_\_ (3) OTHER \_\_\_\_\_  
(SPECIFY)  
\_\_\_\_\_ (9) DK/REFUSED (19)

34. Are you married?

\_\_\_\_\_ (1) YES  
\_\_\_\_\_ (2) NO  
\_\_\_\_\_ (9) DK/REFUSED (20)

35. Counting yourself, how many people live in your household?

\_\_\_\_\_ (IF ONLY 1, SKIP TO Q. 36) (21-22)

↓  
35a. Do you have any children under age 12 in your household?

\_\_\_\_\_ (1) YES  
\_\_\_\_\_ (2) NO  
\_\_\_\_\_ (9) DK/REFUSED (23)

36. What is the highest level of education you have completed?

\_\_\_\_\_ (1) LESS THAN HIGH SCHOOL  
\_\_\_\_\_ (2) HIGH SCHOOL GRADUATE  
\_\_\_\_\_ (3) SOME COLLEGE OR TECHNICAL SCHOOL  
\_\_\_\_\_ (4) COLLEGE GRADUATE +  
\_\_\_\_\_ (5) OTHER \_\_\_\_\_  
(SPECIFY)  
\_\_\_\_\_ (9) DK/REFUSED (24)

37. Will you please tell me your age?

\_\_\_\_\_ (25-26)  
\_\_\_\_\_ (99) DK/REFUSED

38. What are the occupations of the major wage earners in your household?  
(RECORD AS STATED...IF NO OCCUPATION, SKIP TO Q. 39)

A. \_\_\_\_\_ (27-28)

B. \_\_\_\_\_ (29-30)

↓  
38a. Do they work in (NAME OF TOWN) or commute to work elsewhere?

A. \_\_\_\_\_ (1) IN TOWN  
 \_\_\_\_\_ (2) ELSEWHERE  
 \_\_\_\_\_ (3) BOTH  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (31)

B. \_\_\_\_\_ (1) IN TOWN  
 \_\_\_\_\_ (2) ELSEWHERE  
 \_\_\_\_\_ (3) BOTH  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (32)

38b. What are the normal working hours of each wage earner?  
(RECORD AS STATED)

A. \_\_\_\_\_ (33)

B. \_\_\_\_\_ (34)

39. Is your total annual household income more than \$15,000?

\_\_\_\_\_ (-) YES (GO TO Q. 39a)  
 \_\_\_\_\_ (1) NO (SKIP TO Q. 40)  
 \_\_\_\_\_ (9) DK/REFUSED (SKIP TO Q. 40)

39a. Is it more than \$25,000?

\_\_\_\_\_ (-) YES (GO TO Q. 39b)  
 \_\_\_\_\_ (2) NO (SKIP TO Q. 40)

39b. Finally, is it more than \$35,000?

\_\_\_\_\_ (4) YES  
 \_\_\_\_\_ (3) NO (35)

40. (INTERVIEWER, RECORD SEX:)

\_\_\_\_\_ (1) FEMALE  
 \_\_\_\_\_ (2) MALE  
 \_\_\_\_\_ (9) DK/MISSING (36)

41. (INTERVIEWER, PLEASE RECORD INTERVIEW LENGTH...)

\_\_\_\_\_ MINUTES (37)

GO TO NEXT PAGE.....

42. (INTERVIEWER, PLEASE NOTE:)

- Now, I would like to schedule your free cable installation and service.

May I please have your full name, address and phone number for our records?

(INTERVIEWER, INSTALLERS WILL PROVIDE INFORMATION REGARDING ADDITIONAL OUTLETS.)

(INTERVIEWER, PLEASE FILL IN INFORMATION ON LAST PAGE AND GIVE PAGE TO RESPONDENT WITH HORIZON CHANNEL LISTING AND HBO GUIDE.)

DATE \_\_\_\_\_

INTERVIEWER'S INITIALS \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE (HOME) \_\_\_\_\_

PHONE (WORK) \_\_\_\_\_

You will receive free installation and free cable service to one television set for 30 days. That includes 20 basic channels, Home Box Office, Cinemax, and the Disney Channel. At the end of the 30-day period, as a continuation of our study, we will give you a friendly phone call to ask you a few questions about your experience with cable TV. Also, we will find out if you wish to continue your cable television service on a monthly billing basis, with no installation charge, or if you prefer to have it disconnected.

## INSTALLATION:

DAY \_\_\_\_\_ DATE \_\_\_\_\_ MORNING \_\_\_\_\_

AFTERNOON \_\_\_\_\_

EVENING \_\_\_\_\_

A Horizon Cablevision installer will call to set up an exact time with you.

Please call if you have any questions or comments.

ENJOY YOUR FREE CABLE SERVICE!

HORIZON CABLEVISION  
P.O. Box 294  
Saranac, Michigan 48881  
(616) 642-6802



## **APPENDIX F**

|                           |                   |       |
|---------------------------|-------------------|-------|
| HORIZON CABLEVISION STUDY | ADDRESS _____     |       |
| CAROL MACKEY 517/393-4424 | CITY _____        | (1)   |
| ALAN BAIRD 517/645-2661   | INTERVIEW # _____ | (2-5) |
| DATE _____                | INTERVIEWER _____ | (6-8) |

=====

INTERVIEWER INSTRUCTIONS: DO NOT READ ANY OF THE CAPITALIZED WORDS. IN THE CASE OF SCALED ANSWERS OR RANKING QUESTIONS, REPEAT SCALE CATEGORIES OR ITEMS TO RANK AS NECESSARY.

=====

INTRODUCTION: Hello, my name is ( NAME ). I am a student from Michigan State University working with Horizon Cablevision. We are doing a study of television viewing in your area. For our study, we need to speak to people who do not have cable TV. Our records show that you are not a subscriber. Is that correct?

=====

IF YES, CONTINUE WITH INTRODUCTION.

=====

IF NO, SAY: Thank you for your time. (GIVE HORIZON INFORMATION.)

=====

IF RESPONDENT LOOKS UNDER 18, SAY: At this household, I'm supposed to speak with someone 18 years of age or older. Is there someone here I can talk to? ...REPEAT INTRO WHEN PROPER RESPONDENT COMES TO THE DOOR.

=====

IF RESPONDENT HAS NO TV, SAY: Thank you for your time.

=====

Your household has been selected to receive free cable TV for a month if you are willing to answer a few questions for our research project. Your answers are very important to us. May I come in for a few minutes? The questions will take less than half an hour, and your responses will remain confidential.

=====

IF R SAYS: "I DON'T WATCH MUCH TV," SAY: We are very interested in how you feel about television in general. You will be helping us very much.

=====

IF R SAYS: "I DON'T KNOW TOO MUCH," SAY: This is not a test and there are no right or wrong answers. We just want to know what you think about important matters.

=====

IF R SAYS: "I DON'T HAVE TIME," SAY: We can finish in 15 or 20 minutes and you will be helping us a great deal.

=====

IF R PERSISTS, SAY: Can someone from our project come back at a more convenient time? It is very important that we talk with you.

=====

IF R ASKS: "WHO'S IN CHARGE OF THIS STUDY?" SAY: Carol Mackey, a graduate student at MSU, and Mr. Alan Baird from Horizon Cablevision. You may call them if you like. (PHONE NUMBERS ABOVE)

=====

ENTER RESPONDENT'S HOME AND ESTABLISH A COMFORTABLE SETTING.

=====

Please remember that this is not a test. There are no right or wrong answers. We just want to know what you think.

I'd like to start by finding out about how you watch television. First...

1. On a typical weekday, how many hours of television do you watch?  
 \_\_\_\_\_ (ROUND TO NEAREST HALF) (7-9)  
 (999) DK/REFUSED
2. Counting yourself, how many television viewers are there in your household?  
 1 2 3 4 5 6 7 8+ (9) DK/REFUSED (10)
3. How many television sets are there in your household?  
 1 2 3 4 5 6 7 8+ (9) DK/REFUSED (11)
4. Is the TV set you usually watch a Black & White or Color set?  
 \_\_\_\_\_ (1) BLACK & WHITE  
 \_\_\_\_\_ (2) COLOR  
 \_\_\_\_\_ (3) BOTH  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (12)
5. Do you usually watch television alone or with others?  
 \_\_\_\_\_ (1) ALONE  
 \_\_\_\_\_ (2) WITH OTHERS  
 \_\_\_\_\_ (3) HALF & HALF  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (13)
6. With the programming offered by the three major networks, would you say you are...  
 \_\_\_\_\_ (1) very satisfied,  
 \_\_\_\_\_ (2) satisfied,  
 \_\_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_\_ (4) not satisfied?  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (14)
7. How about with the overall programming on channels other than the three networks? Would you say you are...  
 \_\_\_\_\_ (1) very satisfied,  
 \_\_\_\_\_ (2) satisfied,  
 \_\_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_\_ (4) not satisfied?  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (15)
8. Here is a list of words that are used to describe television. On each line there are two words that are opposites. There are five spaces in-between. Please pick the space that best describes television for you. There is an example at the top of the page for you to see.

(INTERVIEWER, TURN TO NEXT PAGE AND HAND THIS QUESTIONNAIRE TO RESPONDENT.)

PLEASE PICK THE SPACE THAT BEST DESCRIBES TELEVISION FOR YOU.

EXAMPLE:

TELEVISION IS:

hot \_\_\_\_: \_\_\_\_: \_\_\_\_: ☒: \_\_\_\_ cold

---

TELEVISION IS:

A. boring \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ interesting \_\_\_\_ (16)

TELEVISION IS:

B. unimportant \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ important \_\_\_\_ (17)

TELEVISION IS:

C. exciting \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ relaxing \_\_\_\_ (18)

TELEVISION IS:

D. confusing \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ not confusing \_\_\_\_ (19)

TELEVISION IS:

E. pleasant \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ unpleasant \_\_\_\_ (20)

TELEVISION IS:

F. good \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ bad \_\_\_\_ (21)

TELEVISION IS:

G. gentle \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ violent \_\_\_\_ (22)

TELEVISION IS:

H. repetitive \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ varied \_\_\_\_ (23)

TELEVISION IS:

I. unique \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ commonplace \_\_\_\_ (24)

TELEVISION IS:

J. influential \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ not influential \_\_\_\_ (25)

PLEASE RETURN THIS QUESTIONNAIRE TO THE INTERVIEWER - THANK YOU.

9. If 10 describes a kind of show you would like a great deal and zero describes a kind of show you would not like at all, how would you rate your enjoyment of the following types of shows, on a scale of 0 to 10?

|         |                        |       |                         |       |         |
|---------|------------------------|-------|-------------------------|-------|---------|
| (26-27) | old movies             | _____ | rock music shows        | _____ | (52-53) |
| (28-29) | new movies             | _____ | classical music shows   | _____ | (54-55) |
| (30-31) | sports events          | _____ | country music shows     | _____ | (56-57) |
| (32-33) | national news          | _____ | science shows           | _____ | (58-59) |
| (34-35) | state & local news     | _____ | dance shows             | _____ | (60-61) |
| (36-37) | weather                | _____ | theatre on TV           | _____ | (62-63) |
| (38-39) | soap operas            | _____ | cartoons                | _____ | (64-65) |
| (40-41) | talk shows             | _____ | local & community shows | _____ | (66-67) |
| (42-43) | situation comedies     | _____ | shows about health      | _____ | (68-69) |
| (44-45) | action/adventure shows | _____ | shows about business    | _____ | (70-71) |
| (46-47) | religious shows        | _____ | shows about government  | _____ | (72-73) |
| (48-49) | documentaries          | _____ | reruns of old series    | _____ | (74-75) |
| (50-51) | game shows             | _____ | stock & commodity news  | _____ | (76-77) |

CARD 2

10. From what source do you get most of your TV program schedule information? BLANK (1-6)

\_\_\_\_\_(1) NEWSPAPER GUIDE  
 \_\_\_\_\_(2) WORD OF MOUTH  
 \_\_\_\_\_(3) TV GUIDE MAGAZINE  
 \_\_\_\_\_(4) TV ITSELF/CHANNEL CHANGING  
 \_\_\_\_\_(5) OTHER \_\_\_\_\_  
 (SPECIFY)  
 \_\_\_\_\_(9) DK/REFUSED \_\_\_\_\_(7)

11. How important to you are complete and accurate program listings? Would you say...

\_\_\_\_\_(1) very important,  
 \_\_\_\_\_(2) important,  
 \_\_\_\_\_(3) somewhat important, or  
 \_\_\_\_\_(4) not important?  
 \_\_\_\_\_(9) DK/REFUSED \_\_\_\_\_(8)

12. Which newspapers do you buy or have delivered regularly?

\_\_\_\_\_

\_\_\_\_\_

(INTERVIEWER, COUNT...) \_\_\_\_\_(9-10)

5

13. Which magazines do you buy or have delivered regularly?

\_\_\_\_\_  
 \_\_\_\_\_

(INTERVIEWER, COUNT...)

\_\_\_\_ (11-12)

14. How many movies, at a theatre or drive-in, have you been to in the past month?

\_\_\_\_\_

(13-14)

15. Have you ever subscribed to cable television?

- \_\_\_\_ (1) YES  
 \_\_\_\_ (2) NO (SKIP TO Q. 16)  
 \_\_\_\_ (9) DK/REFUSED (SKIP TO Q. 16)

\_\_\_\_ (15)

15a. Where were you a subscriber? (RECORD AS STATED)

\_\_\_\_\_

\_\_\_\_ (16)

15b. Why did you discontinue your service?

\_\_\_\_\_

\_\_\_\_ (17-18)

(RECORD AS STATED)

16. Why don't you presently subscribe to cable television? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_ (19-20)

17. What could be done to cable television that would make you more likely to subscribe? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_ (21-22)

18. Do you have a friend or relative that has cable television?

- \_\_\_\_ (1) YES  
 \_\_\_\_ (2) NO  
 \_\_\_\_ (9) DK/REFUSED

\_\_\_\_ (23)

19. Have you ever watched cable television at the home of a friend or relative?

- \_\_\_\_ (1) YES  
 \_\_\_\_ (2) NO  
 \_\_\_\_ (9) DK/REFUSED

\_\_\_\_ (24)

20. Have you received any literature about cable television?
- \_\_\_\_ (1) YES  
 \_\_\_\_ (2) NO  
 \_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (25)
21. Have you ever been contacted by phone or in-person by Horizon Cablevision?
- \_\_\_\_ (1) YES  
 \_\_\_\_ (2) NO  
 \_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (26)
22. Why do you think someone would pay for cable television? (RECORD AS STATED)
- \_\_\_\_\_  
 \_\_\_\_\_ (27-28)
23. How much do you think it would cost to have cable television installed in your home? If you're not sure, please give me your best estimate.
- \$ \_\_\_\_\_ (ROUND TO NEAREST DOLLAR) (29-31)
24. How much do you think is the average monthly fee for cable television? Again, if you're not sure, please give me your best estimate.
- \$ \_\_\_\_\_ (ROUND TO NEAREST DOLLAR) (32-34)
25. (INTERVIEWER, DID RESPONDENT DISTINGUISH BETWEEN BASIC AND PAY-TV?)
- \_\_\_\_ (1) YES  
 \_\_\_\_ (2) NO  
 \_\_\_\_ (9) DK/MISSING \_\_\_\_\_ (35)
26. How many channels do you think you could receive if you had cable TV? Again, your best estimate is fine.
- \_\_\_\_\_ (36-38)
27. The following are cable television channels or services. Please tell me if you have ever heard of them.
- |   | <u>YES</u> | <u>NO</u> | <u>DK/RF</u> |      |
|---|------------|-----------|--------------|------|
| A. ESPN, The Entertainment and Sports Programming Network | 1          | 2         | 9            | (39) |
| B. The Nashville Network                                  | 1          | 2         | 9            | (40) |
| C. USA Network  | 1          | 2         | 9            | (41) |
| D. Cinemax  | 1          | 2         | 9            | (42) |
| E. WTBS, the Atlanta Superstation                         | 1          | 2         | 9            | (43) |
| F. Lifetime   | 1          | 2         | 9            | (44) |
| G. HBO, Home Box Office                                   | 1          | 2         | 9            | (45) |

7

|  | <u>YES</u> | <u>NO</u> | <u>DK/RF</u> |      |
|--|------------|-----------|--------------|------|
| H. CNN, Cable News Network                 | 1          | 2         | 9            | (46) |
| I. Nickelodeon/Arts                        | 1          | 2         | 9            | (47) |
| J. The Disney Channel                      | 1          | 2         | 9            | (48) |
| K. MTV, Music Television                   | 1          | 2         | 9            | (49) |
| L. CBN, The Christian Broadcasting Network | 1          | 2         | 9            | (50) |

To make it easy to answer the next few questions...we will use a card with a set of answers I would like you to pick from.

(INTERVIEWER, HAND BLUE CARD TO RESPONDENT.)

Take a look at the card for a moment. We will use side A first.

Now...is everything clear?

28. The following are things that cable television offers. Please tell me how important each one would be in making cable more attractive to you. The categories are...very important, important, somewhat important, and not important.

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| A. Improved television reception  | 1         | 2        | 3         | 4         | 9            | (51) |
| B. Entertainment and information programs<br>24 hours a day.                                    | 1         | 2        | 3         | 4         | 9            | (52) |
| C. 20 or more channels of TV.   | 1         | 2        | 3         | 4         | 9            | (53) |
| D. Movie channels, such as HBO.   | 1         | 2        | 3         | 4         | 9            | (54) |
| E. Independent TV stations, such as<br>WTBS from Atlanta.                                       | 1         | 2        | 3         | 4         | 9            | (55) |
| F. News and information channels like<br>Cable News Network and the 24 hour<br>weather channel. | 1         | 2        | 3         | 4         | 9            | (56) |

Now, we will use side B of the card. Please take a look at that side for a moment.

Is everything clear?



29. Will you please rate your interest in the following types of cable TV channels as very interested, interested, somewhat interested, or not interested.

|  | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|--|-----------|----------|-----------|-----------|--------------|------|
| A. Daily coverage of the House of Representatives, Congressional and Senate hearings, public affairs call-in shows from Washington, D.C. | 1         | 2        | 3         | 4         | 9            | (57) |
| B. Chicago-area sports and news, plus old movies and comedy series.  | 1         | 2        | 3         | 4         | 9            | (58) |
| C. Programs with black performers in leading roles, Black oriented films, series, specials and sports.                                   | 1         | 2        | 3         | 4         | 9            | (59) |
| D. Continuously updated National and International newscasts, 24 hours a day.  | 1         | 2        | 3         | 4         | 9            | (60) |
| E. New York-area sports and news, plus old movies and comedy series.   | 1         | 2        | 3         | 4         | 9            | (61) |
| F. Live, continuously updated National and Local weather reports with short, weather-related feature stories.                            | 1         | 2        | 3         | 4         | 9            | (62) |
| G. Health and science programs with information on exercise, diet and medical care.  | 1         | 2        | 3         | 4         | 9            | (63) |
| H. Atlanta-area sports and news, plus old movies and comedy series.  | 1         | 2        | 3         | 4         | 9            | (64) |
| I. Business news with stock exchange and commodity reports.  | 1         | 2        | 3         | 4         | 9            | (65) |
| J. Inspirational and family oriented programs, classic movies, series and religious talk shows.  | 1         | 2        | 3         | 4         | 9            | (66) |
| K. A public access channel featuring programs produced by local citizens and community groups.   | 1         | 2        | 3         | 4         | 9            | (67) |

30. Next, will you please rate your interest in the following pay-TV channels as very interested, interested, somewhat interested, or not interested.

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| A. Bravo. International cinema, drama, opera, ballet and dance. Jazz music and film festivals. Commercial-free, 24 hours a day. | 1         | 2        | 3         | 4         | 9            | (68) |

9

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| B. <u>The Playboy Channel</u> . Adult entertainment, interviews, comedy and music specials. R-rated, sensually-oriented films. Commercial-free, 8pm - 2am each night.               | 1         | 2        | 3         | 4         | 9            | (69) |
| C. <u>Showtime</u> . Recent hit movies, comedy, broadway theatre and concerts, classic and foreign movies, and late night entertainment. Commercial-free, 24 hours a day.           | 1         | 2        | 3         | 4         | 9            | (70) |
| D. <u>Home Theater Network</u> . Recent hit movies, all with a G or PG rating, musical specials and The Travel Channel. Commercial-free, 24 hours a day.                            | 1         | 2        | 3         | 4         | 9            | (71) |
| E. <u>The Disney Channel</u> . Family entertainment, children's shows and G-rated movies from the Walt Disney library. Commercial-free, 7am - 11pm each day.                        | 1         | 2        | 3         | 4         | 9            | (72) |
| F. <u>PASS</u> . Pro Am Sports System featuring 80 Detroit Tiger games and other regional sports, including Pistons basketball and Big Ten events. One major sports event each day. | 1         | 2        | 3         | 4         | 9            | (73) |

CARD 3

BLANK (1-6)

31. Will you please rate your interest in the following possible cable services as very interested, interested, somewhat interested, or not interested.

|                                       | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---------------------------------------|-----------|----------|-----------|-----------|--------------|------|
| A. Remote Control Channel Selector    | 1         | 2        | 3         | 4         | 9            | (7)  |
| B. Additional FM Radio Stations       | 1         | 2        | 3         | 4         | 9            | (8)  |
| C. Cable Guide with complete listings | 1         | 2        | 3         | 4         | 9            | (9)  |
| D. Discounts on retail merchandise    | 1         | 2        | 3         | 4         | 9            | (10) |
| E. Closed circuit/live special events | 1         | 2        | 3         | 4         | 9            | (11) |
| F. Home security/alarm system         | 1         | 2        | 3         | 4         | 9            | (12) |
| G. Home shopping                      | 1         | 2        | 3         | 4         | 9            | (13) |
| H. Home banking                       | 1         | 2        | 3         | 4         | 9            | (14) |
| I. Video games network                | 1         | 2        | 3         | 4         | 9            | (15) |

(INTERVIEWER, PLEASE RETRIEVE BLUE CARD FROM RESPONDENT.)

Just a few more questions...

32. How long have you lived in this area?

\_\_\_\_\_ (TRANSLATE INTO MONTHS AFTER INTERVIEW...) \_\_\_\_\_ (16-18)  
(RECORD AS STATED)

33. Do you own your home, lease or rent?

\_\_\_\_\_ (1) OWN  
\_\_\_\_\_ (2) LEASE OR RENT  
\_\_\_\_\_ (3) OTHER \_\_\_\_\_  
(SPECIFY)  
\_\_\_\_\_ (9) DK/REFUSED (19)

34. Are you married?

\_\_\_\_\_ (1) YES  
\_\_\_\_\_ (2) NO  
\_\_\_\_\_ (9) DK/REFUSED (20)

35. Counting yourself, how many people live in your household?

\_\_\_\_\_ (IF ONLY 1, SKIP TO Q. 36) (21-22)

↓  
35a. Do you have any children under age 12 in your household?

\_\_\_\_\_ (1) YES  
\_\_\_\_\_ (2) NO  
\_\_\_\_\_ (9) DK/REFUSED (23)

36. What is the highest level of education you have completed?

\_\_\_\_\_ (1) LESS THAN HIGH SCHOOL  
\_\_\_\_\_ (2) HIGH SCHOOL GRADUATE  
\_\_\_\_\_ (3) SOME COLLEGE OR TECHNICAL SCHOOL  
\_\_\_\_\_ (4) COLLEGE GRADUATE +  
\_\_\_\_\_ (5) OTHER \_\_\_\_\_  
(SPECIFY)  
\_\_\_\_\_ (9) DK/REFUSED (24)

37. Will you please tell me your age?

\_\_\_\_\_ (25-26)  
(99) DK/REFUSED

38. What are the occupations of the major wage earners in your household?  
(RECORD AS STATED...IF NO OCCUPATION, SKIP TO Q. 39)

A. \_\_\_\_\_ (27-28)

B. \_\_\_\_\_ (29-30)



38a. Do they work in (NAME OF TOWN) or commute to work elsewhere?

A. \_\_\_\_\_ (1) IN TOWN  
 \_\_\_\_\_ (2) ELSEWHERE  
 \_\_\_\_\_ (3) BOTH  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (31)

B. \_\_\_\_\_ (1) IN TOWN  
 \_\_\_\_\_ (2) ELSEWHERE  
 \_\_\_\_\_ (3) BOTH  
 \_\_\_\_\_ (9) DK/REFUSED \_\_\_\_\_ (32)

38b. What are the normal working hours of each wage earner?  
(RECORD AS STATED)

A. \_\_\_\_\_ (33)

B. \_\_\_\_\_ (34)

39. Is your total annual household income more than \$15,000?

\_\_\_\_\_ (-) YES (GO TO Q. 39a)  
 \_\_\_\_\_ (1) NO (SKIP TO Q. 40)  
 \_\_\_\_\_ (9) DK/REFUSED (SKIP TO Q. 40)

39a. Is it more than \$25,000?

\_\_\_\_\_ (-) YES (GO TO Q. 39b)  
 \_\_\_\_\_ (2) NO (SKIP TO Q. 40)

39b. Finally, is it more than \$35,000?

\_\_\_\_\_ (4) YES  
 \_\_\_\_\_ (3) NO (35)

40. (INTERVIEWER, RECORD SEX:)

\_\_\_\_\_ (1) FEMALE  
 \_\_\_\_\_ (2) MALE  
 \_\_\_\_\_ (9) DK/MISSING (36)

41. (INTERVIEWER, PLEASE RECORD INTERVIEW LENGTH...)

\_\_\_\_\_ MINUTES (37)

GO TO NEXT PAGE.....

I'd like to thank you for your cooperation. This is the end of the survey.

42. (INTERVIEWER, PLEASE NOTE:)

\_\_\_\_\_ (1) HOUSE OR DUPLEX  
 \_\_\_\_\_ (2) APARTMENT OR CONDO  
 \_\_\_\_\_ (3) MOBILE HOME  
 \_\_\_\_\_ (4) OTHER \_\_\_\_\_ (9) DK/MISSING \_\_\_\_\_ (38)  
 (SPECIFY)

Now, I would like to schedule your free cable installation and service.

You will receive free installation and free cable service to one television set for 30 days. That includes 20 basic channels, Home Box Office, Cinemax and The Disney Channel. At the end of the 30-day period, as a continuation of our study, we will give you a friendly phone call to ask you a few questions about your experience with cable TV. Also, we will find out if you wish to continue your cable television service on a monthly billing basis, with no installation charge, or if you prefer to have it disconnected.

Is there a convenient day, in the next few days, and before (LAST DATE ALLOWED) that we could have an installer come to your home? In the evening is fine.

DAY \_\_\_\_\_ DATE \_\_\_\_\_ MORNING \_\_\_\_\_  
 AFTERNOON \_\_\_\_\_  
 EVENING \_\_\_\_\_

A Horizon Cablevision installer will call to set up an exact time with you.

May I please have your full name, address and phone number for our records?

NAME OF PERSON INTERVIEWED \_\_\_\_\_

NAME FOR RECORDS (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (HOME) \_\_\_\_\_ PHONE (WORK) \_\_\_\_\_

(INTERVIEWER, INSTALLERS WILL PROVIDE INFORMATION REGARDING ADDITIONAL OUTLETS.)

43. (INTERVIEWER, PLEASE RECORD...ACCEPTS FREE CABLE?)

\_\_\_\_\_ (1) YES \_\_\_\_\_ (39)  
 \_\_\_\_\_ (2) NO  
 \_\_\_\_\_ (3) MAYBE \_\_\_\_\_  
 (PLEASE SPECIFY TERMS OF INSTALLATION)

(INTERVIEWER, PLEASE FILL IN INFORMATION ON LAST PAGE AND GIVE PAGE TO RESPONDENT WITH HORIZON CHANNEL LISTING AND HBO GUIDE.)

DATE \_\_\_\_\_

INTERVIEWER'S INITIALS \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE (HOME) \_\_\_\_\_

PHONE (WORK) \_\_\_\_\_

You will receive free installation and free cable service to one television set for 30 days. That includes 20 basic channels, Home Box Office, Cinemax, and the Disney Channel. At the end of the 30-day period, as a continuation of our study, we will give you a friendly phone call to ask you a few questions about your experience with cable TV. Also, we will find out if you wish to continue your cable television service on a monthly billing basis, with no installation charge, or if you prefer to have it disconnected.

## INSTALLATION:

DAY \_\_\_\_\_ DATE \_\_\_\_\_ MORNING \_\_\_\_\_

AFTERNOON \_\_\_\_\_

EVENING \_\_\_\_\_

A Horizon Cablevision installer will call to set up an exact time with you.

Please call if you have any questions or comments.

ENJOY YOUR FREE CABLE SERVICE!

## HORIZON CABLEVISION

110 Hammond Street  
Union City, Michigan 49094

(517) 741-9305  
1-800-626-9775

## **APPENDIX G**

APPENDIX G

SAMPLE BLUE CARD

SIDE A

VERY IMPORTANT TO ME

IMPORTANT TO ME

SOMEWHAT IMPORTANT TO ME

NOT IMPORTANT TO ME

SIDE B

I AM VERY INTERESTED

I AM INTERESTED

I AM SOMEWHAT INTERESTED

I AM NOT INTERESTED



## **APPENDIX H**

## APPENDIX H

### SAMPLE POTTERVILLE/DIMONDALE PHASE II QUESTIONNAIRE

HORIZON CABLEVISION STUDY CITY \_\_\_\_\_ (1)  
CAROL MACKEY 517/355-7554 INTERVIEW # \_\_\_\_\_ (2-4)  
ALAN BAIRD 517/645-2661 CROSS-REF. # \_\_\_\_\_ (5-7)  
DATE \_\_\_\_\_ INTERVIEWER \_\_\_\_\_ (8-9)

-----  
INTERVIEWER: DO NOT READ ANY OF THE CAPITALIZED WORDS. IN THE CASE OF SCALED ANSWERS  
OR RANKING QUESTIONS, REPEAT THE SCALE CATEGORIES OR ITEMS TO BE RANKED AS NECESSARY.  
-----

Hello, may I please speak with \_\_\_\_\_ ?  
(RESPONDENT'S NAME - TAKEN FROM PHONE TALLY SHEET.)

INTRODUCTION: Hello, my name is ( NAME ). I am a student from Michigan State  
University working with Horizon Cablevision. I am calling to ask you  
a few questions about your free cable TV service.

- 
1. First, since you have had cable television, on a typical weekday, how many  
hours of television do you watch?  
\_\_\_\_\_ (ROUND TO NEAREST HALF) (10-12)
2. Do you now watch more, less, or about the same amount of TV as before cable?  
\_\_\_\_ (1) MORE \_\_\_\_ (2) LESS \_\_\_\_ (3) SAME \_\_\_\_ (9) DK/REFUSED (13)
3. Do you usually watch cable TV alone or with others?  
\_\_\_\_ (1) ALONE \_\_\_\_ (2) WITH OTHERS \_\_\_\_ (3) BOTH \_\_\_\_ (9) DK/REFUSED (14)
4. On a scale of 1 to 5, if 1 means boring and 5 means interesting, how would  
you rate cable television?
- A. BORING (1) : (2) : (3) : (4) : (5) INTERESTING (15)  
If 1 means unimportant and 5 means important, how would you rate cable TV?
- B. UNIMPORTANT (1) : (2) : (3) : (4) : (5) IMPORTANT (16)  
If 1 means exciting, and 5 means relaxing, how would you rate cable TV?
- C. EXCITING (1) : (2) : (3) : (4) : (5) RELAXING (17)  
If 1 means confusing and 5 means not confusing, how would you rate cable TV?
- D. CONFUSING (1) : (2) : (3) : (4) : (5) NOT CONFUSING (18)

If 1 means pleasant and 5 means unpleasant, how would you rate cable TV?

E. PLEASANT (1) : (2) : (3) : (4) : (5) UNPLEASANT (19)

If 1 means good and 5 means bad, how would you rate cable TV?

F. GOOD (1) : (2) : (3) : (4) : (5) BAD (20)

If 1 means gentle and 5 means violent, how would you rate cable TV?

G. GENTLE (1) : (2) : (3) : (4) : (5) VIOLENT (21)

If 1 means repetitive and 5 means varied, how would you rate cable TV?

H. REPETITIVE (1) : (2) : (3) : (4) : (5) VARIED (22)

If 1 means unique and 5 means commonplace, how would you rate cable TV?

I. UNIQUE (1) : (2) : (3) : (4) : (5) COMMONPLACE (23)

If 1 means influential and 5 means not influential, how would you rate cable TV?

J. INFLUENTIAL (1) : (2) : (3) : (4) : (5) NOT INFLUENTIAL (24)

5. From what source do you get most of your cable program information?

\_\_\_\_(1) NEWSPAPER GUIDE \_\_\_\_ (2) WORD OF MOUTH \_\_\_\_ (3) TV GUIDE MAGAZINE  
 \_\_\_\_ (4) HORIZON PACKET/CHANNEL GUIDE \_\_\_\_ (5) TV ITSELF/CHANGING CHANNELS  
 \_\_\_\_ (6) OTHER \_\_\_\_\_ (9) DK/REFUSED (25)  
 (SPECIFY)

6. Now that you have cable TV, how important to you are complete and accurate program listings? Would you say... (READ CATEGORIES)

\_\_\_\_(1) very important, \_\_\_\_ (2) important, \_\_\_\_ (3) somewhat important, or  
 \_\_\_\_ (4) not important? \_\_\_\_ (9) DK/REFUSED (26)

7. How many movies, at a theatre or drive-in, have you been to in the past month?

\_\_\_\_ (27-28)

8. The following are cable television channels or services. Please tell me if you have ever heard of them.

|   | YES | NO | DK/RF |      |
|---|-----|----|-------|------|
| A. ESPN, The Entertainment and Sports Programming Network | 1   | 2  | 9     | (29) |
| B. The Nashville Network                                  | 1   | 2  | 9     | (30) |
| C. USA Network  | 1   | 2  | 9     | (31) |
| D. Cinemax  | 1   | 2  | 9     | (32) |
| E. WTBS, The Atlanta Superstation                         | 1   | 2  | 9     | (33) |

3

|  | <u>YES</u> | <u>NO</u> | <u>DK/RF</u> |      |
|--|------------|-----------|--------------|------|
| F. Lifetime                                | 1          | 2         | 9            | (34) |
| G. HBO, Home Box Office                    | 1          | 2         | 9            | (35) |
| H. CNN, Cable News Network                 | 1          | 2         | 9            | (36) |
| I. Nickelodeon/Arts                        | 1          | 2         | 9            | (37) |
| J. The Disney Channel                      | 1          | 2         | 9            | (38) |
| K. MTV, Music Television                   | 1          | 2         | 9            | (39) |
| L. CBN, The Christian Broadcasting Network | 1          | 2         | 9            | (40) |

9. The following are things that cable television offers. Please tell me how important each one is in making cable more attractive to you. The categories are...very important, important, somewhat important and not important.

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| A. Improved television reception.   | 1         | 2        | 3         | 4         | 9            | (41) |
| B. Entertainment and information programs 24 hours a day.                                 | 1         | 2        | 3         | 4         | 9            | (42) |
| C. 20 or more channels of TV.   | 1         | 2        | 3         | 4         | 9            | (43) |
| D. Movie channels, such as HBO.   | 1         | 2        | 3         | 4         | 9            | (44) |
| E. Independent TV stations, such as WTBS from Atlanta.                                    | 1         | 2        | 3         | 4         | 9            | (45) |
| F. News and information channels like Cable News Network and the 24 hour weather channel. | 1         | 2        | 3         | 4         | 9            | (46) |

10. We want to know which channels people remember watching when they have cable. Will you please name the channels you recall watching on cable TV? (INTERVIEWER, PROBE TWICE..."Any others?" TO GET AS EXHAUSTIVE A LIST AS POSSIBLE. CHECK (✓) EACH CHANNEL MENTIONED.)

|      |  |  |      |
|------|--|--|------|
| (47) | A. _____ CH 2 - ESPN                     | I. _____ CH 10 - LOCAL ACCESS                | (55) |
| (48) | B. _____ CH 3 - CNN                      | J. _____ CH 11 - WFSL (LANSING 47)           | (56) |
| (49) | C. _____ CH 4 - WTBS (ATLANTA)           | K. _____ CH 12 - WILX (LANSING NBC 10)       | (57) |
| (50) | D. _____ CH 5 - HBO                      | L. _____ CH 13 - WLNS (LANSING CBS 6 (WJIM)) | (58) |
| (51) | E. _____ CH 6 - CBN                      | M. _____ CH 17 - DISNEY                      | (59) |
| (52) | F. _____ CH 7 - WGN (CHICAGO)            | N. _____ CH 19 - CINEMAX                     | (60) |
| (53) | G. _____ CH 8 - WUHQ (BATTLE CREEK 41)   | O. _____ CH 23 - NICKELODEON/ARTS            | (61) |
| (54) | H. _____ CH 9 - WKAR (E. LANSING PBS 23) |  |      |

4

- |      |                                 |   |      |
|------|---------------------------------|---|------|
| (62) | P. _____ CH 24 - USA            | U. _____ CH 29 - WKZO (KALAMAZOO CBS 3) | (67) |
| (63) | Q. _____ CH 25 - MTV            | V. _____ CH 30 - WOTV (GRAND RAPIDS 8)  | (68) |
| (64) | R. _____ CH 26 - NASHVILLE      | W. _____ CH 31 - WWMA (GRAND RAPIDS 17) | (69) |
| (65) | S. _____ CH 27 - LIFETIME       | X. _____ OTHER _____                    | (70) |
| (66) | T. _____ CH 28 - WOR (NEW YORK) | (SPECIFY)                               |      |

CARD 2

11. Since you have had cable, which channels do you watch the most? BLANK (1-9)

\_\_\_\_\_

\_\_\_\_\_

(INTERVIEWER, COUNT HOW MANY...) \_\_\_\_\_ (10-11)

12. How many days in a typical week would you say (NAME EACH CHANNEL) is watched in your household?

- |  |            |      |
|--|------------|------|
| A. Ch. 2 - ESPN, Sports Network                      | _____ DAYS | (12) |
| B. Ch. 3 - CNN, Cable News Network                   | _____ DAYS | (13) |
| C. Ch. 4 - WTBS, The Atlanta Superstation            | _____ DAYS | (14) |
| D. Ch. 5 - HBO, Home Box Office                      | _____ DAYS | (15) |
| E. Ch. 6 - CBN, Christian Broadcasting Network       | _____ DAYS | (16) |
| F. Ch. 7 - WGN, The Chicago Superstation             | _____ DAYS | (17) |
| G. Ch. 8 - WUHQ, Battle Creek Independent Channel 41 | _____ DAYS | (18) |
| H. Ch. 9 - WKAR, East Lansing PBS Channel 23         | _____ DAYS | (19) |
| I. Ch. 10 - Local Access                             | _____ DAYS | (20) |
| J. Ch. 11 - WFSL, Lansing Independent Channel 47     | _____ DAYS | (21) |
| K. Ch. 12 - WILX, Lansing Channel 10 NBC             | _____ DAYS | (22) |
| L. Ch. 13 - WLNS Lansing Channel 6 CBS (WJIM)        | _____ DAYS | (23) |
| M. Ch. 17 - The Disney Channel                       | _____ DAYS | (24) |
| N. Ch. 19 - Cinemax                                  | _____ DAYS | (25) |
| O. Ch. 23 - Nickelodeon/Arts                         | _____ DAYS | (26) |
| P. Ch. 24 - USA Network                              | _____ DAYS | (27) |
| Q. Ch. 25 - MTV, Music Television                    | _____ DAYS | (28) |
| R. Ch. 26 - The Nashville Network                    | _____ DAYS | (29) |

- S. Ch. 27 - Lifetime, Health Channel \_\_\_\_\_ DAYS (30)
- T. Ch. 28 - WOR, The New York Superstation \_\_\_\_\_ DAYS (31)
- U. Ch. 29 - WKZO, Kalamazoo Channel 3 CBS \_\_\_\_\_ DAYS (32)
- V. Ch. 30 - WOTV, Grand Rapids Channel 8 NBC \_\_\_\_\_ DAYS (33)
- W. Ch. 31 - WWMA, Grand Rapids Independent Channel 17 \_\_\_\_\_ DAYS (34)

13. Which are your favorite channels? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_

INTERVIEWER, COUNT HOW MANY... \_\_\_\_\_ (35-36)

14. With the overall programming offered on HBO, Home Box Office, would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (37)

15. How about with the overall programming offered on Cinemax? Would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (38)

16. With the overall programming offered on The Disney Channel, would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (39)

17. With the overall programming on the (remaining) basic cable channels, would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (40)

18. And, with the overall service provided by Horizon Cablevision, would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (41)

19. What is most appealing to you about cable television? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_

(42-43)

20. What do you think could be done to improve cable television?  
(RECORD AS STATED)

\_\_\_\_\_  
\_\_\_\_\_

(44-45)

21. Would you like to continue receiving cable television in your home?

\_\_\_\_ (1) YES (GO TO NEXT PAGE)      \_\_\_\_ (2) NO (GO TO Q. 22)

(46)



22. Will you please tell me the primary reason you have for not continuing your cable service? (RECORD AS STATED)

\_\_\_\_\_  
\_\_\_\_\_

(47-48)

23. Finally, do you think you will ever subscribe to cable in the future?

\_\_\_\_ (1) YES      \_\_\_\_ (2) NO      \_\_\_\_ (9) DK/REFUSED

(49)

Thank you very much for your help in our study. We will have your cable service disconnected and have a Horizon Cablevision representative contact you in the next few days to arrange a time to pick-up your converter box.\*

\* DELETE PICK-UP INFORMATION FOR THOSE WITH CABLE-READY TVs.

INTERVIEWER, PLEASE RECORD INTERVIEW LENGTH ON FINAL PAGE. THANK YOU!

23. Which services would you like to continue?  
(INTERVIEWER, READ SERVICES AND RATES. CHECK (✓) THOSE REQUESTED.)

\_\_\_\_\_ Basic Service @ \$ \_\_\_\_\_/month (50)

\_\_\_\_\_ HBO @ \$ \_\_\_\_\_/month (51)

\_\_\_\_\_ Full Service @ \$ \_\_\_\_\_/month (52)

\_\_\_\_\_ Cinemax @ \$ \_\_\_\_\_/month (53)

\_\_\_\_\_ Disney @ \$ \_\_\_\_\_/month (54)

I would like to verify your name, address and phone number for our records please...  
(INTERVIEWER, READ INFORMATION BELOW, MAKE ANY NECESSARY ADDITIONS AND/OR CORRECTIONS.)

NAME OF PERSON INTERVIEWED \_\_\_\_\_

NAME FOR RECORDS (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

ADDRESS \_\_\_\_\_ P.O. BOX \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (HOME) \_\_\_\_\_ PHONE (WORK) \_\_\_\_\_

(IF NO P.O. BOX NUMBER LISTED, ASK: "Is there a Post Office Box number?")

Thank you very much for your help in our study. Someone from Horizon Cablevision will be in touch with you in the next few days to give you billing information.

INTERVIEWER, PLEASE RECORD INTERVIEW LENGTH..... \_\_\_\_\_ MINUTES (55-56)





## **APPENDIX I**

## APPENDIX I

### SAMPLE SARANAC PHASE II QUESTIONNAIRE

HORIZON CABLEVISION STUDY CITY \_\_\_\_\_ (1)  
CAROL MACKEY 517/355-7554 INTERVIEW # \_\_\_\_\_ (2-4)  
ALAN BAIRD 517/645-2661 CROSS-REF. # \_\_\_\_\_ (5-7)  
DATE \_\_\_\_\_ INTERVIEWER \_\_\_\_\_ (8-9)

=====

INTERVIEWER: DO NOT READ ANY OF THE CAPITALIZED WORDS. IN THE CASE OF SCALED ANSWERS  
OR RANKING QUESTIONS, REPEAT THE SCALE CATEGORIES OR ITEMS TO BE RANKED AS NECESSARY.

=====

Hello, may I please speak with \_\_\_\_\_ ?  
(RESPONDENT'S NAME - TAKEN FROM PHONE TALLY SHEET.)

INTRODUCTION: Hello, my name is ( NAME ). I am a student from Michigan State  
University working with Horizon Cablevision. I am calling to ask you  
a few questions about your free cable TV service.

- 
1. First, since you have had cable television, on a typical weekday, how many  
hours of television do you watch?  
\_\_\_\_\_ (ROUND TO NEAREST HALF) (10-12)
2. Do you now watch more, less, or about the same amount of TV as before cable?  
\_\_\_\_ (1) MORE \_\_\_\_ (2) LESS \_\_\_\_ (3) SAME \_\_\_\_ (9) DK/REFUSED (13)
3. Do you usually watch cable TV alone or with others?  
\_\_\_\_ (1) ALONE \_\_\_\_ (2) WITH OTHERS \_\_\_\_ (3) BOTH \_\_\_\_ (9) DK/REFUSED (14)
4. On a scale of 1 to 5, if 1 means boring and 5 means interesting, how would  
you rate cable television?
- A. BORING (1) : (2) : (3) : (4) : (5) INTERESTING (15)
- If 1 means unimportant and 5 means important, how would you rate cable TV?
- B. UNIMPORTANT (1) : (2) : (3) : (4) : (5) IMPORTANT (16)
- If 1 means exciting, and 5 means relaxing, how would you rate cable TV?
- C. EXCITING (1) : (2) : (3) : (4) : (5) RELAXING (17)
- If 1 means confusing and 5 means not confusing, how would you rate cable TV?
- D. CONFUSING (1) : (2) : (3) : (4) : (5) NOT CONFUSING (18)

If 1 means pleasant and 5 means unpleasant, how would you rate cable TV?

E. PLEASANT (1) : (2) : (3) : (4) : (5) UNPLEASANT (19)

If 1 means good and 5 means bad, how would you rate cable TV?

F. GOOD (1) : (2) : (3) : (4) : (5) BAD (20)

If 1 means gentle and 5 means violent, how would you rate cable TV?

G. GENTLE (1) : (2) : (3) : (4) : (5) VIOLENT (21)

If 1 means repetitive and 5 means varied, how would you rate cable TV?

H. REPETITIVE (1) : (2) : (3) : (4) : (5) VARIED (22)

If 1 means unique and 5 means commonplace, how would you rate cable TV?

I. UNIQUE (1) : (2) : (3) : (4) : (5) COMMONPLACE (23)

If 1 means influential and 5 means not influential, how would you rate cable TV?

J. INFLUENTIAL (1) : (2) : (3) : (4) : (5) NOT INFLUENTIAL (24)

5. From what source do you get most of your cable program information?

\_\_\_\_ (1) NEWSPAPER GUIDE \_\_\_\_ (2) WORD OF MOUTH \_\_\_\_ (3) TV GUIDE MAGAZINE  
 \_\_\_\_ (4) HORIZON PACKET/CHANNEL GUIDE \_\_\_\_ (5) TV ITSELF/CHANGING CHANNELS  
 \_\_\_\_ (6) OTHER \_\_\_\_\_ (9) DK/REFUSED (25)  
 (SPECIFY)

6. Now that you have cable TV, how important to you are complete and accurate program listings? Would you say... (READ CATEGORIES)

\_\_\_\_ (1) very important, \_\_\_\_ (2) important, \_\_\_\_ (3) somewhat important, or  
 \_\_\_\_ (4) not important? \_\_\_\_ (9) DK/REFUSED (26)

7. How many movies, at a theatre or drive-in, have you been to in the past month?

\_\_\_\_ (27-28)

8. The following are cable television channels or services. Please tell me if you have ever heard of them.

|   | YES | NO | DK/RF |      |
|---|-----|----|-------|------|
| A. ESPN, The Entertainment and Sports Programming Network | 1   | 2  | 9     | (29) |
| B. The Nashville Network                                  | 1   | 2  | 9     | (30) |
| C. USA Network  | 1   | 2  | 9     | (31) |
| D. Cinemax  | 1   | 2  | 9     | (32) |
| E. WTBS, The Atlanta Superstation                         | 1   | 2  | 9     | (33) |

3

|  | <u>YES</u> | <u>NO</u> | <u>DK/RF</u> |      |
|--|------------|-----------|--------------|------|
| F. Lifetime                                | 1          | 2         | 9            | (34) |
| G. HBO, Home Box Office                    | 1          | 2         | 9            | (35) |
| H. CNN, Cable News Network                 | 1          | 2         | 9            | (36) |
| I. Nickelodeon/Arts                        | 1          | 2         | 9            | (37) |
| J. The Disney Channel                      | 1          | 2         | 9            | (38) |
| K. MTV, Music Television                   | 1          | 2         | 9            | (39) |
| L. CBN, The Christian Broadcasting Network | 1          | 2         | 9            | (40) |

9. The following are things that cable television offers. Please tell me how important each one is in making cable more attractive to you. The categories are...very important, important, somewhat important and not important.

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| A. Improved television reception.   | 1         | 2        | 3         | 4         | 9            | (41) |
| B. Entertainment and information programs 24 hours a day.                                 | 1         | 2        | 3         | 4         | 9            | (42) |
| C. 20 or more channels of TV.   | 1         | 2        | 3         | 4         | 9            | (43) |
| D. Movie channels, such as HBO.   | 1         | 2        | 3         | 4         | 9            | (44) |
| E. Independent TV stations, such as WTBS from Atlanta.                                    | 1         | 2        | 3         | 4         | 9            | (45) |
| F. News and information channels like Cable News Network and the 24 hour weather channel. | 1         | 2        | 3         | 4         | 9            | (46) |

10. We want to know which channels people remember watching when they have cable. Will you please name the channels you recall watching on cable TV? (INTERVIEWER, PROBE TWICE..."Any others?" TO GET AS EXHAUSTIVE A LIST AS POSSIBLE. CHECK ( ) EACH CHANNEL MENTIONED.)

|      |   |   |      |
|------|---|---|------|
| (47) | A. _____ CH 2 - ESPN                      | I. _____ CH 10 - WWMA (GRAND RAPIDS 17)     | (55) |
| (48) | B. _____ CH 3 - LOCAL ACCESS              | J. _____ CH 11 - WZZM (GRAND RAPIDS ABC 13) | (56) |
| (49) | C. _____ CH 4 - WKZO (KALAMAZOO CBS 3)    | K. _____ CH 12 - CBN                        | (57) |
| (50) | D. _____ CH 5 - HBO                       | L. _____ CH 13 - WGN                        | (58) |
| (51) | E. _____ CH 6 - WGBC (GRAND RAPIDS 35)    | M. _____ CH 17 - DISNEY                     | (59) |
| (52) | F. _____ CH 7 - WOTV (GRAND RAPIDS NBC 8) | N. _____ CH 19 - CINEMAX                    | (60) |
| (53) | G. _____ CH 8 - CNN                       | O. _____ CH 23 - NICK/ARTS                  | (61) |
| (54) | H. _____ CH 9 - WTBS                      |   |      |

4

- (62) P. \_\_\_\_\_ CH 24 - USA U. \_\_\_\_\_ CH 29 - LIFETIME (67)  
 (63) Q. \_\_\_\_\_ CH 25 - MTV V. \_\_\_\_\_ CH 30 - WOR (68)  
 (64) R. \_\_\_\_\_ CH 26 - NASHVILLE W. \_\_\_\_\_ CH 32 - WFSL (LANSING 47) (69)  
 (65) S. \_\_\_\_\_ CH 27 - WLNS (LANSING CBS 6) X. \_\_\_\_\_ OTHER \_\_\_\_\_ (70)  
 (66) T. \_\_\_\_\_ CH 28 - WILX (LANSING NBC 10) (SPECIFY)

11. Since you have had cable, which channels do you watch the most?

CARD 2

BLANK (1-9)

(INTERVIEWER, COUNT HOW MANY...) \_\_\_\_\_

(10-11)

12. How many days in a typical week would you say (NAME EACH CHANNEL) is watched in your household?

- A. Ch. 2 - ESPN, Sports Network \_\_\_\_\_ DAYS (12)  
 B. Ch. 3 - Local Access \_\_\_\_\_ DAYS (13)  
 C. Ch. 4 - WKZO, Kalamazoo Channel 3 CBS \_\_\_\_\_ DAYS (14)  
 D. Ch. 5 - HBO, Home Box Office \_\_\_\_\_ DAYS (15)  
 E. Ch. 6 - WGBC, Grand Rapids Channel 35 \_\_\_\_\_ DAYS (16)  
 F. Ch. 7 - WOTV, Grand Rapids Channel 8 NBC \_\_\_\_\_ DAYS (17)  
 G. Ch. 8 - CNN, Cable News Network \_\_\_\_\_ DAYS (18)  
 H. Ch. 9 - WTBS, The Atlanta Superstation \_\_\_\_\_ DAYS (19)  
 I. Ch. 10 - WWMA, Grand Rapids Independent Channel 17 \_\_\_\_\_ DAYS (20)  
 J. Ch. 11 - WZZM, Grand Rapids Channel 13 ABC \_\_\_\_\_ DAYS (21)  
 K. Ch. 12 - CBN, Christian Broadcasting Network \_\_\_\_\_ DAYS (22)  
 L. Ch. 13 - WGN, The Chicago Superstation \_\_\_\_\_ DAYS (23)  
 M. Ch. 17 - The Disney Channel \_\_\_\_\_ DAYS (24)  
 N. Ch. 19 - Cinemax \_\_\_\_\_ DAYS (25)  
 O. Ch. 23 - Nickelodeon/Arts \_\_\_\_\_ DAYS (26)  
 P. Ch. 24 - USA Network \_\_\_\_\_ DAYS (27)  
 Q. Ch. 25 - MTV, Music Television \_\_\_\_\_ DAYS (28)  
 R. Ch. 26 - The Nashville Network \_\_\_\_\_ DAYS (29)

5

|  |            |      |
|--|------------|------|
| S. Ch. 27 - WLNS, Lansing Channel 6 CBS (WJIM)   | _____ DAYS | (30) |
| T. Ch. 28 - WILX, Lansing Channel 10 NBC         | _____ DAYS | (31) |
| U. Ch. 29 - Lifetime, Health Channel             | _____ DAYS | (32) |
| V. Ch. 30 - WOR, The New York Superstation       | _____ DAYS | (33) |
| W. Ch. 32 - WFSL, Lansing Independent Channel 47 | _____ DAYS | (34) |

13. Which are your favorite channels? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_

INTERVIEWER, COUNT HOW MANY... \_\_\_\_\_ (35-36)

14. With the overall programming offered on HBO, Home Box Office, would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (37)

15. How about with the overall programming offered on Cinemax? Would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (38)

16. With the overall programming offered on The Disney Channel, would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (39)

17. With the overall programming on the (remaining) basic cable channels, would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (40)

18. And, with the overall service provided by Horizon Cablevision, would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
 \_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (41)

19. What is most appealing to you about cable television? (RECORD AS STATED)

\_\_\_\_\_  
 \_\_\_\_\_

(42-43)

20. What do you think could be done to improve cable television?  
(RECORD AS STATED)

---

---

(44-45)

21. Would you like to continue receiving cable television in your home?

\_\_\_\_(1) YES (GO TO NEXT PAGE)      \_\_\_\_ (2) NO (GO TO Q. 22)

(46)



22. Will you please tell me the primary reason you have for not continuing your cable service? (RECORD AS STATED)

---

---

(47-48)

23. Finally, do you think you will ever subscribe to cable in the future?

\_\_\_\_(1) YES    \_\_\_\_ (2) NO    \_\_\_\_ (9) DK/REFUSED

(49)

Thank you very much for your help in our study. We will have your cable service disconnected and have a Horizon Cablevision representative contact you in the next few days to arrange a time to pick-up your converter box.\*

\* DELETE PICK-UP INFORMATION FOR THOSE WITH CABLE-READY TVs.

INTERVIEWER, PLEASE RECORD INTERVIEW LENGTH ON FINAL PAGE. THANK YOU!



23. Which services would you like to continue?  
(INTERVIEWER, READ SERVICES AND RATES. CHECK (✓) THOSE REQUESTED.)

\_\_\_\_\_ Basic Service @ \$ \_\_\_\_\_/month (50)

\_\_\_\_\_ HBO @ \$ \_\_\_\_\_/month (51)

\_\_\_\_\_ Full Service @ \$ \_\_\_\_\_/month (52)

\_\_\_\_\_ Cinemax @ \$ \_\_\_\_\_/month (53)

\_\_\_\_\_ Disney @ \$ \_\_\_\_\_/month (54)

I would like to verify your name, address and phone number for our records please...  
(INTERVIEWER, READ INFORMATION BELOW, MAKE ANY NECESSARY ADDITIONS AND/OR CORRECTIONS.)

NAME OF PERSON INTERVIEWED \_\_\_\_\_

NAME FOR RECORDS (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

ADDRESS \_\_\_\_\_ P.O. BOX \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_

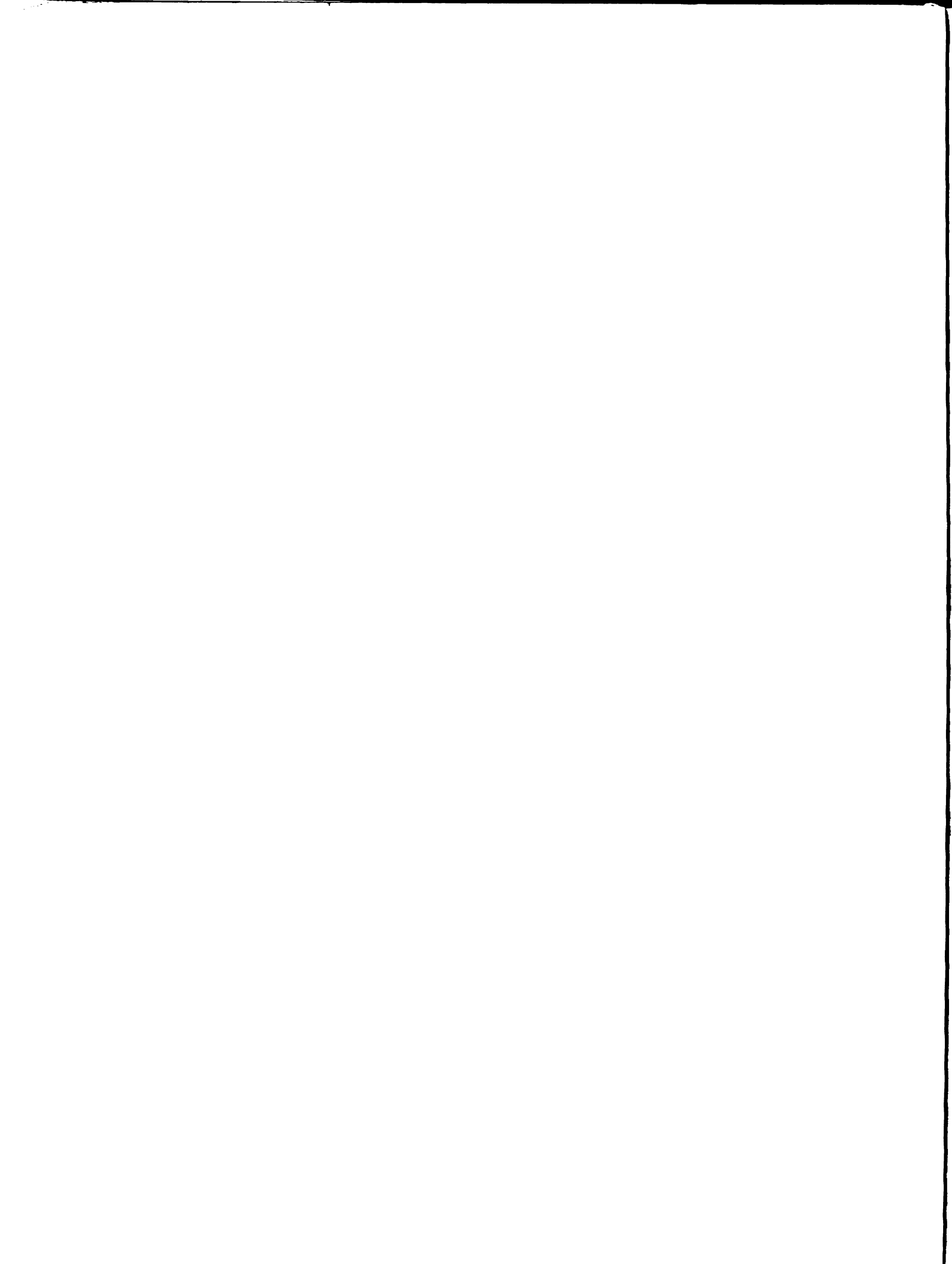
PHONE (HOME) \_\_\_\_\_ PHONE (WORK) \_\_\_\_\_

(IF NO P.O. BOX NUMBER LISTED, ASK: "Is there a Post Office Box number?")

Thank you very much for your help in our study. Someone from Horizon Cablevision will be in touch with you in the next few days to give you billing information.

INTERVIEWER, PLEASE RECORD INTERVIEW LENGTH..... \_\_\_\_\_ MINUTES (55-56)

## **APPENDIX J**



APPENDIX J

SAMPLE UNION CITY/ATHENS PHASE II QUESTIONNAIRE

HORIZON CABLEVISION STUDY CITY \_\_\_\_\_ (1)  
CAROL MACKEY 517/393-4424 INTERVIEW # \_\_\_\_\_ (2-4)  
ALAN BAIRD 517/645-2661 CROSS-REF. # \_\_\_\_\_ (5-7)  
DATE \_\_\_\_\_ INTERVIEWER \_\_\_\_\_ (8-9)

=====

INTERVIEWER: DO NOT READ ANY OF THE CAPITALIZED WORDS. IN THE CASE OF SCALED ANSWERS  
OR RANKING QUESTIONS, REPEAT THE SCALE CATEGORIES OR ITEMS TO BE RANKED AS NECESSARY.

=====

Hello, may I please speak with \_\_\_\_\_?  
(RESPONDENT'S NAME - TAKEN FROM PHONE TALLY SHEET.)

INTRODUCTION: Hello, my name is ( \_\_\_\_\_ NAME \_\_\_\_\_ ). I am a student from Michigan  
State University working with Horizon Cablevision. I am calling to  
ask you a few questions about your free cable TV service.

1. First, since you have had cable television, on a typical weekday, how many hours  
of television do you watch?  
\_\_\_\_\_ (ROUND TO NEAREST HALF) (10-12)
2. Do you now watch more, less, or about the same amount of TV as before cable?  
\_\_\_\_ (1) MORE \_\_\_\_ (2) LESS \_\_\_\_ (3) SAME \_\_\_\_ (9) DK/REFUSED (13)
3. Do you usually watch cable TV alone or with others?  
\_\_\_\_ (1) ALONE \_\_\_\_ (2) WITH OTHERS \_\_\_\_ (3) BOTH \_\_\_\_ (9) DK/REFUSED (14)
4. On a scale of 1 to 5, if 1 means boring and 5 means interesting, how would  
you rate cable television?  
A. BORING (1) : (2) : (3) : (4) : (5) INTERESTING (15)  
If 1 means unimportant and 5 means important, how would you rate cable TV?  
B. UNIMPORTANT (1) : (2) : (3) : (4) : (5) IMPORTANT (16)

If 1 means exciting, and 5 means relaxing, how would you rate cable TV?

C.           EXCITING (1) : (2) : (3) : (4) : (5) RELAXING (17)

If 1 means confusing and 5 means not confusing, how would you rate cable TV?

D.           CONFUSING (1) : (2) : (3) : (4) : (5) NOT CONFUSING (18)

If 1 means pleasant and 5 means unpleasant, how would you rate cable TV?

E.           PLEASANT (1) : (2) : (3) : (4) : (5) UNPLEASANT (19)

If 1 means good and 5 means bad, how would you rate cable TV?

F.           GOOD (1) : (2) : (3) : (4) : (5) BAD (20)

If 1 means gentle and 5 means violent, how would you rate cable TV?

G.           GENTLE (1) : (2) : (3) : (4) : (5) VIOLENT (21)

If 1 means repetitive and 5 means varied, how would you rate cable TV?

H.           REPETITIVE (1) : (2) : (3) : (4) : (5) VARIED (22)

If 1 means unique and 5 means commonplace, how would you rate cable TV?

I.           UNIQUE (1) : (2) : (3) : (4) : (5) COMMONPLACE (23)

If 1 means influential and 5 means not influential, how would you rate cable TV?

J.           INFLUENTIAL (1) : (2) : (3) : (4) : (5) NOT INFLUENTIAL (24)

5. From what source do you get most of your cable program information?

\_\_\_\_(1) NEWSPAPER GUIDE   \_\_\_\_(2) WORD OF MOUTH   \_\_\_\_(3) TV GUIDE MAGAZINE  
\_\_\_\_(4) HORIZON PACKET/CHANNEL GUIDE   \_\_\_\_(5) TV ITSELF/CHANGING CHANNELS  
\_\_\_\_(6) OTHER \_\_\_\_\_ (SPECIFY)   \_\_\_\_(9) DK/REFUSED (25)

6. Now that you have cable TV, how important to you are complete and accurate program listings? Would you say... (READ CATEGORIES)

\_\_\_\_(1) very important,   \_\_\_\_(2) important,   \_\_\_\_(3) somewhat important, or  
\_\_\_\_(4) not important?   \_\_\_\_(9) DK/REFUSED (26)

7. How many movies, at a theatre or drive-in, have you been to in the past month?

\_\_\_\_\_

(27-28)

8. The following are cable television channels or services. Please tell me if you have ever heard of them.

|   | <u>YES</u> | <u>NO</u> | <u>DK/RF</u> |      |
|---|------------|-----------|--------------|------|
| A. ESPN, The Entertainment and Sports Programming Network | 1          | 2         | 9            | (29) |
| B. The Nashville Network                                  | 1          | 2         | 9            | (30) |
| C. USA Network  | 1          | 2         | 9            | (31) |
| D. Cinemax  | 1          | 2         | 9            | (32) |
| E. WTBS, The Atlanta Superstation                         | 1          | 2         | 9            | (33) |
| F. Lifetime   | 1          | 2         | 9            | (34) |
| G. HBO, Home Box Office                                   | 1          | 2         | 9            | (35) |
| H. CNN, Cable News Network                                | 1          | 2         | 9            | (36) |
| I. Nickelodeon/Arts                                       | 1          | 2         | 9            | (37) |
| J. The Disney Channel                                     | 1          | 2         | 9            | (38) |
| K. MTV, Music Television                                  | 1          | 2         | 9            | (39) |
| L. CBN, The Christian Broadcasting Network                | 1          | 2         | 9            | (40) |

9. The following are things that cable television offers. Please tell me how important each one is in making cable more attractive to you. The categories are...very important, important, somewhat important and not important.

|   | <u>VI</u> | <u>I</u> | <u>SI</u> | <u>NI</u> | <u>DK/RF</u> |      |
|---|-----------|----------|-----------|-----------|--------------|------|
| A. Improved television reception.   | 1         | 2        | 3         | 4         | 9            | (41) |
| B. Entertainment and information programs 24 hours a day.                                 | 1         | 2        | 3         | 4         | 9            | (42) |
| C. 20 or more channels of TV.   | 1         | 2        | 3         | 4         | 9            | (43) |
| D. Movie channels, such as HBO.   | 1         | 2        | 3         | 4         | 9            | (44) |
| E. Independent TV stations, such as WTBS from Atlanta.                                    | 1         | 2        | 3         | 4         | 9            | (45) |
| F. News and information channels like Cable News Network and the 24 hour weather channel. | 1         | 2        | 3         | 4         | 9            | (46) |

10. We want to know which channels people remember watching when they have cable. Will you please name the channels you recall watching on cable TV? (INTERVIEWER, PROBE TWICE..."Any others?" TO GET AS EXHAUSTIVE A LIST AS POSSIBLE. CHECK (✓) EACH CHANNEL MENTIONED.)

- |    |  |  |      |
|----|--|--|------|
| 7) | A. _____ CH 2 - ESPN                       | M. _____ CH 17 - DISNEY                      | (59) |
| 8) | B. _____ CH 3 - CNN                        | N. _____ CH 19 - CINEMAX                     | (60) |
| 9) | C. _____ CH 4 - WTBS (ATLANTA)             | O. _____ CH 23 - NICKELODEON/ARTS            | (61) |
| 0) | D. _____ CH 5 - HBO                        | P. _____ CH 24 - USA                         | (62) |
| 1) | E. _____ CH 6 - CBN                        | Q. _____ CH 25 - MTV                         | (63) |
| 2) | F. _____ CH 7 - WGN (CHICAGO)              | R. _____ CH 26 - NASHVILLE                   | (64) |
| 3) | G. _____ CH 8 - WUHQ (BATTLE CREEK 41)     | S. _____ CH 27 - LIFETIME                    | (65) |
| 4) | H. _____ CH 9 - WKAR (E. LANSING PBS 23)   | T. _____ CH 28 - WOR (NEW YORK)              | (66) |
| 5) | I. _____ CH 10 - LOCAL ACCESS              | U. _____ CH 29 - WLNS (LANSING CBS 6 (WJIM)) | (67) |
| 6) | J. _____ CH 11 - WDMA (GRAND RAPIDS 17)    | V. _____ CH 30 - WILX (JACKSON NBC 10)       | (68) |
| 7) | K. _____ CH 12 - WOTV (GRAND RAPIDS NBC 8) | W. _____ CH 31 - WFSL (LANSING IND 47)       | (69) |
| 8) | L. _____ CH 13 - WKZO (KALAMAZOO CBS 3)    | X. _____ OTHER _____                         | (70) |
- (SPECIFY)

11. Since you have had cable, which channels do you watch the most?

CARD 2

BLANK (1-9)

(INTERVIEWER, COUNT HOW MANY...) \_\_\_\_\_

(10-11)

12. Which are your favorite channels? (RECORD AS STATED)

(INTERVIEWER, COUNT HOW MANY...) \_\_\_\_\_

(12-13)

13. With the overall programming offered on HBO, Home Box Office, would you say you are... (READ CATEGORIES)

\_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
\_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED

(14)

14. How about with the overall programming offered on Cinemax? Would you say you are... (READ CATEGORIES)

\_\_\_\_ (1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
\_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED

(15)

15. With the overall programming offered on The Disney Channel, would you say you are... (READ CATEGORIES)
- \_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
\_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (16)
16. With the overall programming on the (remaining) basic cable channels, would you say you are... (READ CATEGORIES)
- \_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
\_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (17)
17. And, with the overall service provided by Horizon Cablevision, would you say you are... (READ CATEGORIES)
- \_\_\_\_(1) very satisfied, \_\_\_\_ (2) satisfied, \_\_\_\_ (3) somewhat satisfied, or  
\_\_\_\_ (4) not satisfied? \_\_\_\_ (9) DK/REFUSED (18)
18. What is most appealing to you about cable television? (RECORD AS STATED)
- \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (19-20)
19. What do you think could be done to improve cable television? (RECORD AS STATED)
- \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (21-22)
20. Would you like to continue receiving cable television in your home?
- \_\_\_\_(1) YES (GO TO NEXT PAGE) \_\_\_\_ (2) NO (GO TO Q. 21) (23)
21. Will you please tell me the primary reason you have for not continuing your cable service? (RECORD AS STATED)
- \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (24-25)
22. Finally, do you think you will ever subscribe to cable in the future?
- \_\_\_\_(1) YES \_\_\_\_ (2) NO \_\_\_\_ (9) DK/REFUSED (26)

Thank you very much for your help in our study. We will have your cable service disconnected and have a Horizon Cablevision representative contact you in the next few days to arrange a time to pick-up your converter box.\*

\* DELETE PICK-UP INFORMATION FOR THOSE WITH CABLE-READY TVs.

INTERVIEWER, PLEASE RECORD INTERVIEW LENGTH ON FINAL PAGE. THANK YOU!



22. Which services would you like to continue?  
(INTERVIEWER, READ SERVICES AND RATES. CHECK (✓) THOSE REQUESTED.)

\_\_\_\_\_ Basic Service @ \$\_\_\_\_\_/month (27)

\_\_\_\_\_ HBO @ \$\_\_\_\_\_/month (28)

\_\_\_\_\_ Full Service @ \$\_\_\_\_\_/month (29)

\_\_\_\_\_ Cinemax @ \$\_\_\_\_\_/month (30)

\_\_\_\_\_ Disney @ \$\_\_\_\_\_/month (31)

I would like to verify your name, address and phone number for our records please...  
(INTERVIEWER, READ INFORMATION BELOW, MAKE ANY NECESSARY ADDITIONS AND/OR CORRECTIONS.)

NAME OF PERSON INTERVIEWED \_\_\_\_\_

NAME FOR RECORDS (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

ADDRESS \_\_\_\_\_ P.O. BOX \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (HOME) \_\_\_\_\_ PHONE (WORK) \_\_\_\_\_

(IF NO P.O. BOX NUMBER LISTED, ASK: "Is there a Post Office Box number?")

Thank you very much for your help in our study. Someone from Horizon Cablevision will be in touch with you in the next few days to give you billing information.

INTERVIEWER, PLEASE RECORD INTERVIEW LENGTH..... \_\_\_\_\_ MINUTES (32-33)

## **APPENDIX K**

## APPENDIX K

### DEMOGRAPHIC CHARACTERISTICS OF NON-SUBSCRIBERS

#### Length of Residence in Area - Years

| <u>System</u>          | <u>Mean</u> | <u>Median</u> | <u>Mode</u> | <u>Minimum</u> | <u>Maximum</u> |
|------------------------|-------------|---------------|-------------|----------------|----------------|
| Pottersville/Dimondale | 13.8        | 7.9           | 5           | 1mo.           | 75             |
| Saranac                | 16.1        | 7.0           | 2           | 1mo.           | 68             |
| Union City/Athens      | 20.7        | 18.0          | 1mo.        | 1mo.           | 80             |

#### Housing Status

| <u>System</u>          | <u>% Own</u> | <u>% Lease or Rent</u> | <u>% Other</u> |
|------------------------|--------------|------------------------|----------------|
| Pottersville/Dimondale | 69.4         | 29.0                   | 1.6            |
| Saranac                | 57.0         | 41.8                   | 1.3            |
| Union City/Athens      | 67.8         | 31.8                   | .4             |

#### Type of Home

| <u>System</u>          | <u>% House/<br/>Duplex</u> | <u>% Apt/<br/>Condo</u> | <u>% Mobile<br/>Home</u> | <u>% Other</u> |
|------------------------|----------------------------|-------------------------|--------------------------|----------------|
| Pottersville/Dimondale | 79.0                       | 18.5                    | 2.0                      | .5             |
| Saranac                | 68.8                       | 31.2                    | ---                      | --             |
| Union City/Athens      | 73.3                       | 13.1                    | 13.1                     | .4             |

#### Marital Status

| <u>System</u>          | <u>% Married</u> | <u>% Not Married</u> |
|------------------------|------------------|----------------------|
| Pottersville/Dimondale | 70.6             | 29.4                 |
| Saranac                | 54.4             | 45.6                 |
| Union City/Athens      | 62.4             | 37.6                 |

---

Number of People in the Household

| <u>System</u>          | <u>Mean</u> | <u>Median</u> | <u>Mode</u> | <u>Minimum</u> | <u>Maximum</u> |
|------------------------|-------------|---------------|-------------|----------------|----------------|
| Pottersville/Dimondale | 2.96        | 2.81          | 2           | 1              | 7              |
| Saranac                | 2.72        | 2.56          | 1           | 1              | 7              |
| Union City/Athens      | 2.67        | 2.40          | 2           | 1              | 6              |

---

## Children Under 12 in the Household

| <u>System</u>          | <u>% Yes</u> | <u>% No</u> |
|------------------------|--------------|-------------|
| Pottersville/Dimondale | 37.4         | 62.6        |
| Saranac                | 40.3         | 59.7        |
| Union City/Athens      | 36.7         | 63.3        |

---

## Highest Level of Education Completed

## Percent

| <u>Education Level</u>               | <u>Pottersville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
|--------------------------------------|------------------------------------|----------------|-------------------------------|
| Less than High School                | 7.4                                | 17.7           | 28.9                          |
| High School Graduate                 | 38.1                               | 53.2           | 44.9                          |
| Some College                         | 37.7                               | 16.5           | 15.2                          |
| College Graduate + <sup>c</sup><br>d | 16.8                               | 10.1           | 10.5                          |
| Other                                | ----                               | 2.5            | .4                            |

---

## Age of Respondent

| <u>System</u>          | <u>Mean</u> | <u>Median</u> | <u>Mode</u> | <u>Minimum</u> | <u>Maximum</u> |
|------------------------|-------------|---------------|-------------|----------------|----------------|
| Pottersville/Dimondale | 41.3        | 36.4          | 29          | 18             | 92             |
| Saranac                | 40.0        | 34.5          | 27          | 18             | 83             |
| Union City/Athens      | 45.2        | 40.8          | 21          | 18             | 91             |

---

## Sex of Respondent

| <u>System</u>          | <u>% Female</u> | <u>% Male</u> |
|------------------------|-----------------|---------------|
| Pottersville/Dimondale | 55.9            | 44.1          |
| Saranac                | 65.4            | 34.6          |
| Union City/Athens      | 64.4            | 35.6          |

---

---

Annual Household Income

## Percent

| <u>Income Category</u> | <u>Potterville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
|------------------------|-----------------------------------|----------------|-------------------------------|
| Less than \$15,000     | 29.3                              | 48.6           | 55.6                          |
| \$15,000 - \$25,000    | 21.0                              | 26.4           | 27.8                          |
| \$25,001 - \$35,000    | 25.3                              | 12.5           | 8.7                           |
| More than \$35,000     | 24.5                              | 12.5           | 7.9                           |
| <hr/>                  |                                   |                |                               |
| N                      | 229                               | 72             | 241                           |

---

## Occupation of Primary Wage Earner

## Percent

| <u>Occupation</u> | <u>Potterville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
|-------------------|-----------------------------------|----------------|-------------------------------|
| Prof-Tech-Mgr     | 27.9                              | 18.7           | 14.6                          |
| Clerical & Sales  | 11.7                              | 8.0            | 9.8                           |
| Service           | 10.0                              | 12.0           | 8.3                           |
| Agricultural      | 1.7                               | ----           | 2.0                           |
| Processing        | .4                                | ----           | 5.1                           |
| Machine Trade     | 17.5                              | 18.7           | 11.4                          |
| Benchwork         | 4.2                               | 1.3            | 1.6                           |
| Structural Work   | 3.7                               | 6.7            | 5.9                           |
| Miscellaneous     | 20.4                              | 24.0           | 35.4                          |
| Unemployed        | 2.5                               | 10.7           | 5.9                           |
| <hr/>             |                                   |                |                               |
| N                 | 240                               | 75             | 254                           |

---

## Work Location of Primary Wage Earner

| <u>System</u>         | <u>% In Town</u> | <u>% Commute Elsewhere</u> | <u>N</u> |
|-----------------------|------------------|----------------------------|----------|
| Potterville/Dimondale | 19.0             | 81.0                       | 205      |
| Saranac               | 28.6             | 71.4                       | 56       |
| Union City/Athens     | 42.9             | 53.8                       | 156      |

---

h

Working Hours (Shift) of Primary Wage Earner

|                     | Percent                            |                |                               |
|---------------------|------------------------------------|----------------|-------------------------------|
| <u>Shift</u>        | <u>Pottersville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
| Morning             | 72.5                               | 47.3           | 45.7                          |
| Afternoon           | 9.9                                | 12.2           | 4.1                           |
| Night               | 3.9                                | ----           | 1.6                           |
| Part Time           | .5                                 | 1.4            | ----                          |
| On Call             | 1.4                                | 2.7            | .8                            |
| Hours Vary          | 7.3                                | 10.8           | 12.2                          |
| None-Retired-Unemp. | 4.8                                | 25.7           | 35.5                          |
| N                   | 207                                | 74             | 245                           |

Occupation of Secondary Wage Earner

|                   | Percent                            |                |                               |
|-------------------|------------------------------------|----------------|-------------------------------|
| <u>Occupation</u> | <u>Pottersville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
| Prof-Tech-Mgr     | 32.1                               | 18.7           | 14.6                          |
| Clerical & Sales  | 33.3                               | 15.8           | 25.0                          |
| Service           | 12.8                               | 36.8           | 19.2                          |
| Agricultural      | ----                               | ----           | ----                          |
| Processing        | ----                               | 5.3            | 1.9                           |
| Machine Trade     | 10.3                               | 5.3            | 3.8                           |
| Benchwork         | 1.3                                | ----           | 1.9                           |
| Structural Work   | 2.6                                | 10.5           | 1.9                           |
| Miscellaneous     | 6.4                                | 5.3            | 21.2                          |
| Unemployed        | 1.3                                | 5.3            | 5.8                           |
| N                 | 78                                 | 19             | 52                            |

Work Location of Secondary Wage Earner

| <u>System</u>          | <u>% In Town</u> | <u>% Commute Elsewhere</u> | <u>N</u> |
|------------------------|------------------|----------------------------|----------|
| Pottersville/Dimondale | 30.7             | 69.3                       | 75       |
| SARANAC                | 89.4             | 70.6                       | 17       |
| Union City/Athens      | 48.2             | 57.1                       | 39       |



| Working Hours (Shift) of Secondary Wage Earner <sup>h</sup> |                                    |                |                               |
|---|------------------------------------|----------------|-------------------------------|
| Percent   |                                    |                |                               |
| <u>Shift</u>  | <u>Pottersville/<br/>Dimondale</u> | <u>Saranac</u> | <u>Union City/<br/>Athens</u> |
| Morning   | 76.1                               | 65.0           | 67.3                          |
| Afternoon   | 9.9                                | 10.0           | 4.1                           |
| Night   | 4.2                                | 5.0            | 4.1                           |
| Part Time   | ----                               | 5.0            | ----                          |
| On Call   | ----                               | ----           | ----                          |
| Hours Vary  | 8.4                                | 5.0            | 8.2                           |
| None-Retired-Unemp.   | 1.4                                | 10.0           | 16.3                          |
| N   | 71                                 | 20             | 49                            |

<sup>a</sup> Other housing status included "living with parents."

<sup>b</sup> Other types of housing included "trailer" (not large enough to be considered a mobile home).

<sup>c</sup> This category includes post graduate work (e.g. Master's and/or Ph.D.).

<sup>d</sup> "Other" included "technical school" and "special courses."

<sup>e</sup> Minimum age was limited in this study to 18. This explains the differences between the mean and median age in this study and in census data, which includes children.

<sup>f</sup> U.S. Department of Labor, Dictionary of Occupational Titles, 4th ed., (Washington, D.C.: U.S. Government Printing Office, 1977).

<sup>g</sup> "Miscellaneous" included "retired," and the following categories: Motor Freight; Transportation; Packaging and Materials Handling; Advertising Related; Production and Distribution of Utilities; Amusement, Recreation, Motion Picture, Radio and Television.



h

Shifts were determined by the respondent's starting time (i.e. Morning Shift - starting 5:00 a.m. to 11:59 a.m., Afternoon Shift - starting 12:00 p.m. to 6:59 p.m., and Night Shift - starting 7:00 p.m. to 4:59 p.m.).



MICHIGAN STATE UNIV. LIBRARIES



31293106683422