



City known as the Town of
GREENFIELD, MASSACHUSETTS



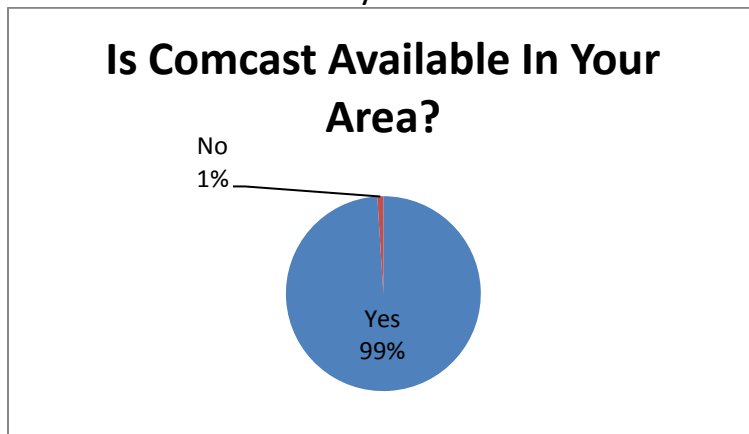
Cable Advisory Committee

Town Hall, 14 Court Sq. • Greenfield, MA 01301
Phone 413-475-1210 • Email cac@greenfield-ma.gov
www.greenfield-ma.gov

CAC Survey Summary

102 Respondents as of 4pm – 7/28/16

Is Comcast Available in your area?



How do you get TV?

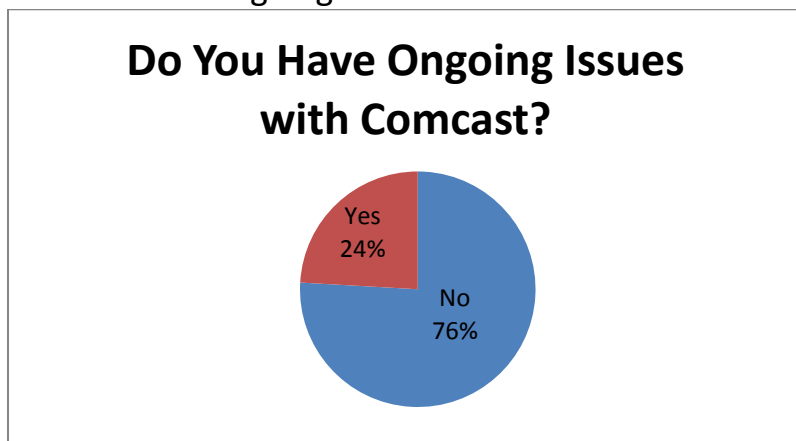
- 69% say by Cable TV
- 19% say by a combination of Cable TV and Internet Streaming
- 21% say by Internet Streaming Only
- 4% say they do not watch TV
- 1% say by Satellite Dish

Service & Pricing Importance

- Sound & Picture Quality
 - 47% of respondents rated this as Most Important
- Channel Selection
 - 48% of respondents rated this as Most Important
- Pricing
 - 51% of respondents rated this as Most Important
- Customer Service

- 46% of respondents rated this as Most Important
- Comcast Responsiveness to Need
 - 48% of respondents rated this as Most Important
- Billing Accuracy
 - 48% of respondents rated this as Most Important
- Repair Service
 - 36% of respondents rated this as Most Important
- Compatibility with Cable Ready Home Equipment
 - 44% of respondents rated this as Most Important

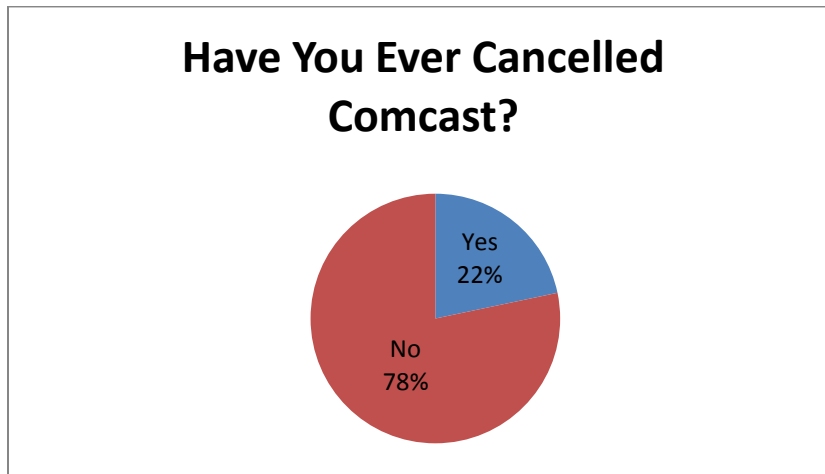
Do You Have Ongoing Issues With Comcast?



Some comments of those who had issues - (all comments available online in the Cable Advisory Committee section at www.greenfield-ma.gov)

- Some HDTV channels break up constantly and can't be watched.
- Their streaming service crashing. I also think our connection speed is slower than promised.
- They charged me for a cable modem I had returned. Had to dig the return receipt out of old records-- miraculously still had it, but I didn't appreciate the wasting of my time with no apology or accountability
- They need to allow community access to broadcast in HD
- very expensive, mediocre customer service, Comcast inserted advertising
- The local Comcast people in Greenfield are nice. However, I find Comcast central to be very underhanded in their pricing schemes. They don't have options for lower income people. They're basically a monopoly and jerks.
- Phone support worst
- reliability of showing up for service calls
- Comcast is nearly impossible to work with and is wildly expensive.
- Picture Quality

Have You Ever Cancelled Comcast?

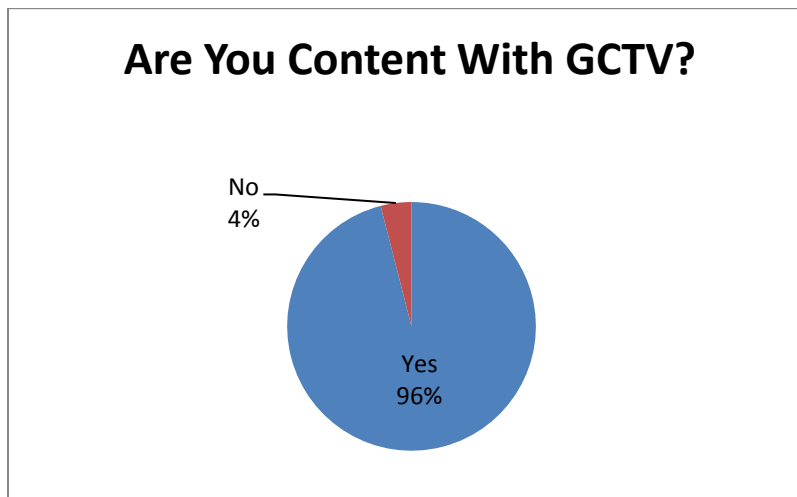


If so, why? Some comments - (all comments available online in the Cable Advisory Committee section at www.greenfield-ma.gov)

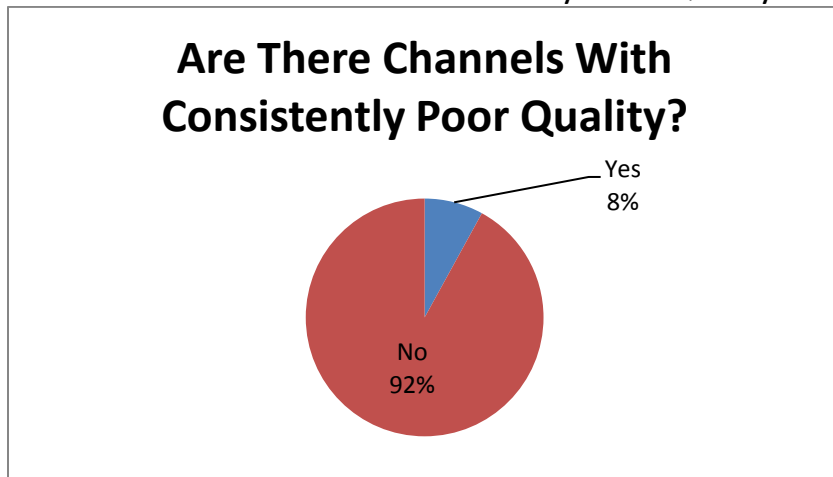
- Price was too high
- Price was too high
- Dissatisfied with programming, Price was too high
- Poor technical quality, Unsatisfactory customer service, Dissatisfied with programming, Price was too high, Can't get service in my area
- Unsatisfactory customer service, Price was too high
- Poor technical quality, Price was too high

Of those who responded 73% said prices were too high. 43% of respondents were dissatisfied with Customer Service.

Are You Content With GCTV?



Are There Channels With Consistently Poor Quality?



Channels Listed As Consistently Low Quality

- GCTV
- The CW
- Syfy
- Velo
- HGTV

Desired Channels or Networks

- Turner Classic Movies
- Spike
- POP
- ESPN Classic

What Comcast Does Well

- Internet and TV quality is usually pretty good!
- Generally I've had few problems. The online customer service is pretty good but if you call it is awful - get different answers.
- internet speeds
- Consistent service.
- Internet bandwidth seems to keep improving, and I appreciate you not being picky about total usage of bandwidth per month.
- I can't think of anything to say here.
- Dominate market through political connections
- The local service agents in Greenfield are kind and helpful. Any support Comcast provides to local stations like Greenfield Community Television are much appreciated!

Additional Comments

Some comments - (all comments available online in the Cable Advisory Committee section at www.greenfield-ma.gov)

- They provide great local access to ongoing local news needed by the community
- HD should not cost more. Should be able to select only the channels you want. Volume on ads is nonvariable and pinned to max. Cost for TV is way too high but no viable alternatives. There should be no temp teaser rates that increase dramatically over time and services and choice should not be bundled.
- GCTV is a great community asset. They do a great job promoting Greenfield area events and advancing public concerns. They also provide excellent technical support and equipment for occasional video producers such as myself. The team is helpful; they know their stuff technically and are consistently friendly and responsive.
- Customer service is poor especially is their office in greenfield
- GCTV studio is too small, esp for important town council meetings.
- I am angry and frustrated to be forced to pay for sports programming, when all I want is Turner Classic Movies.
- Monopolies are bad.
- Comcast needs to provide GCTV with a better connection to Comcast's signal. RF noise gets into the current connection. GCTV has HD equipment, but the high quality GCTV signal is downgraded before it gets to viewers.
- GCTV is a huge asset to the county, providing great programming that is engaging and thought provoking.

