



Introduction:

The purpose of the cable TV feedback survey was to gauge student satisfaction of current on-campus television options and gain input on use of other media for television viewing. Housing and Residence Life use this data to make decisions on line-up changes and future media needs.

Survey Method:

Email invitations were sent to all Spring 2009 residents that have a contract for University Park for Fall 2009. Participation in this web survey was limited to satisfaction questions with service, opinion on channel options, and use of other media to watch television in their rooms. Twenty four of the questions were multiple choice format and the remaining three questions were open-ended based on other responses.

The survey was sent out to 7,870 students. 1,623 persons responded to the survey, for a return rate of 20.6%.

Key Themes:

- Students seem overall satisfied with the current on-campus cable TV system. The few issues mentioned were either about not having certain sports channels or picture/sound quality.
- Students would be most interested in receiving Comcast Sports Net, AMC, or Versus. The additions of sports channels that show hockey (Versus) or Philadelphia teams was mentioned multiple times.
- Students are not watching Channel 21 and are not watching channel 72 as often as perceived.
- Students were not aware of the HD channels offered and only half of the respondents have HD TVs.
- Students are not regularly viewing TV content on their computers, mostly because of bandwidth limitations.
- Students will continue to bring TVs to their residence hall rooms for at least the next 2 years.

Respondents Spring 2009 Semester Standing

- 01-02: 653 or 40%
- 03-04: 408 or 25%
- 05-06: 283 or 17%
- 07-08: 103 or 6%
- 09-10: 31 or 2%
- Graduate: 0 or 0%
- Non-Degree/Other: 12 or .7%

Findings:

Students were asked about their satisfaction with the current on-campus television offerings:

- For all questions in this section, including channel content, picture & sound quality, reliability, and overall satisfaction, responses stayed stable. Approximately 60-65% said they were very satisfied to satisfied and 23% to 30% were somewhat satisfied. (see chart #1 for comparison and appendix #1-3 for full results)
- It is likely that if students were satisfied, dissatisfied, etc..., that was the true for all satisfaction questions (see chart #1.)

- When asked why students were dissatisfied or very dissatisfied (approximately 10-13% for each question), responses were primarily about the reception or wanting different sports options (VERSUS and Philadelphia options).
- Comments include: "the sound frequently drops out," "the cable flashes on and off...., cable stations displaying "...[experiencing] difficulties," and channels having missing pictures.

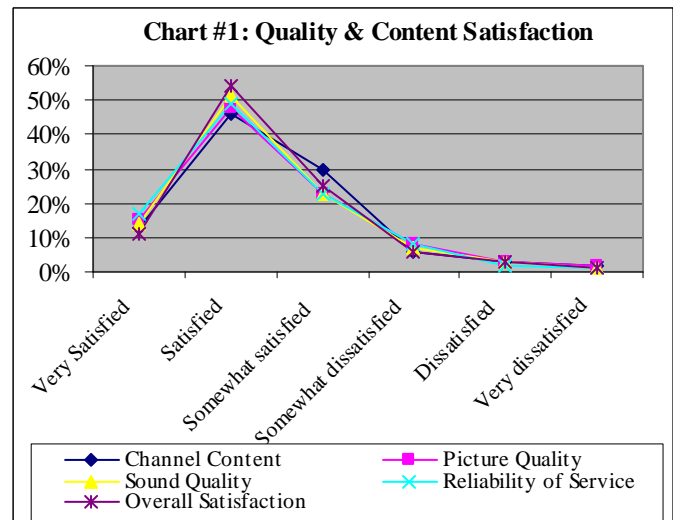


Chart #2: How often do you watch...

	Channel 21	Channel 72
Not at all/rarely	96%	32%
Once per week	2%	31%
Several times per week	1%	29%
Once per day	0%	4%
Several times per day	0%	4%

Students were asked about options specific to the Penn State System such as Channel 72 and Channel 21:

- 60% of students are unlikely to very unlikely to order a premium movie channel at their expense if it was offered.
- 59% of students are unlikely to very unlikely to use a pay-per-view movie option if offered.

Students were asked their opinion on changes to the current cable content:

- Respondents were able to select up to 3 options out of 10 given. Comcast Sports Net received the highest response with 15%, followed by AMC with 14% and Versus with 13% (see appendix #4).
- Students were asked about other channels they would like to see with 31 different written responses given with premium movie channels (HBO, Showtime, etc.) being the highest responses.

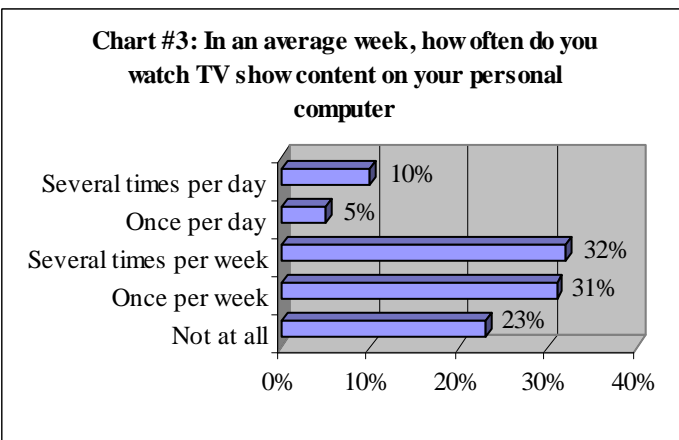
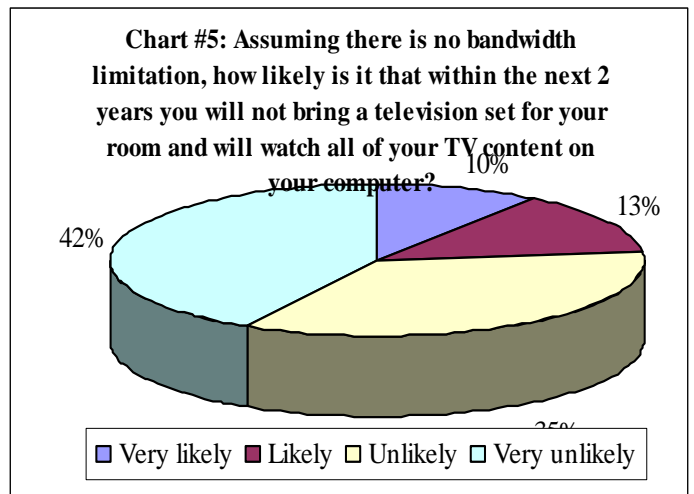
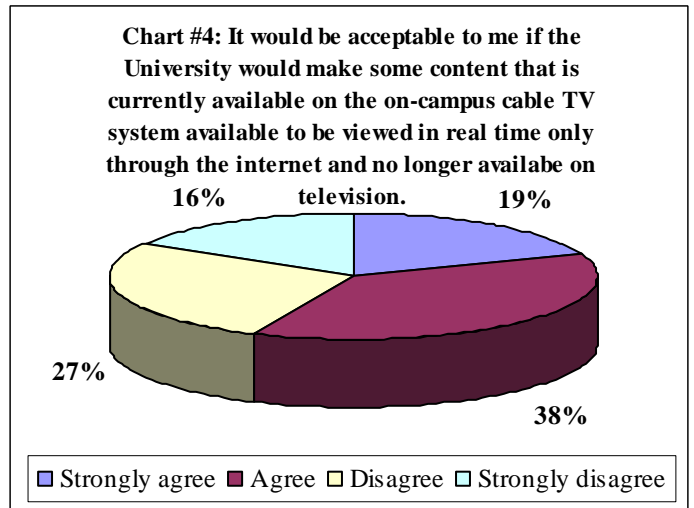
- Respondents were asked if channels had to be eliminated to make room on the cable system to receive new ones, which ones would they be willing to give up. Students could select up to 5 options. 43 options were listed (the majority of the channel options) and responses ranged from 0% to 8%. Research Channel (8%) NASA TV (8%), CMT (7%), FOX Soccer World (5%), and G4 (5%) received the highest response rate.

Students were next asked about their feedback on the High-Definition (HD) options offered and feedback on future changes.

- The majority of respondents (58%) were not aware there was HD content available. 30% were able to receive the channels, 25% were not, and 45% had not checked to see if they could view them.
- Of the respondents that said they are not able to receive HD channels, 84% said they do not have a TV that received HD and 16% said they do not have their HD TV set up to receive them.
- Of those respondents that do receive the HD channels, 52% are very satisfied to satisfied and 38% are somewhat satisfied with the quality.
- There were mixed results when asked about whether it was important to continue to make content that is delivered on HD also available on analog (45% very important or important) and whether additional HD channels be added to the content (48% very important or important).
- Sports channels were the most requested by broadcast in HD (53%).
- 54% of respondents report having a TV that is high definition.

The next questions asked about students use of the internet to watch television content.

- Students report that they do not often use their computer to watch TV show content, 54% not at all to once per week (see chart #3 for results). Also, it appears that students are not using their computers to watch TV content for long periods (90% watch less than an hour at one sitting).
- When asked what factors would change their behavior to watch a video clip for a longer time, higher bandwidth was ranked highest (62%), then more content variety (16%), and better picture quality (15%). Those that chose other as an option (7%) had a variety of reasons, most being screen size and discomfort in watching TV at



a desk.

For the last set of questions, students were asked 2 hypothetical questions about their TV viewing and the internet.

- 56% of respondents strongly agreed or agreed that it would be acceptable if the University made some content viewable only on the internet instead of on the cable system (see chart #4)
- Within in the next 2 years, it is unlikely (77%) that students will stop bringing TVs and watch all their TV content on their computers (see chart #5).

Future Considerations:

- Consider the addition of one non-sports channel and one sports channel to the line-up. If a sports channel is added, it should fill a need currently not covered by other channels.
- When making changes, take into consideration those students who have a niche need that may not be the majority voice, such as AMC for film students or Oxygen for female students.
- Drop two or three channels, with consideration to the Research Channel, NASA, or G4 based only on the responses given. There may be additional reasons to keep these channels such as being used in academic classes or by science students.
- Create a marketing campaign for the HD channels including a web site to provide feedback on the channels and HD line-up. HD options should be slowly phased in as more students have HD capable TVs.
- Begin looking at moving certain channels onto the internet to make room for new channels. Bandwidth violations because of watching the moved channels could be waived.
- Combine channels 21 and 72 and create a strong marketing campaign for services offered on both.
- Create targeted focus groups to get stronger feedback on the use of the international channels, which channels to drop, and program line-up on channel 72.



Appendix #1

How satisfied are you with the channel content that is being provided?

	Total	What is your current semester standing?						
		01-02	03-04	05-06	07-08	09-10	Graduate	Non-degree/Other
	1623	653	408	283	103	31	0	12
Very satisfied	210 13%	94	61	24	10	3	0	1
Satisfied	749 46%	308	185	127	53	12	0	7
Somewhat satisfied	482 30%	194	109	102	29	11	0	1
Somewhat dissatisfied	104 6%	39	29	17	4	3	0	3
Dissatisfied	44 3%	11	13	5	5	1	0	0
Very dissatisfied	34 2%	7	11	8	2	1	0	0

How satisfied are you with the quality of the picture?

	Total	What is your current semester standing?						
		01-02	03-04	05-06	07-08	09-10	Graduate	Non-degree/Other
	1612	653	408	283	103	31	0	12
Very satisfied	247 15%	109	60	39	13	5	0	1
Satisfied	773 48%	326	192	129	52	15	0	4
Somewhat satisfied	369 23%	142	90	72	27	8	0	2
Somewhat dissatisfied	130 8%	43	41	25	8	1	0	4
Dissatisfied	54 3%	19	11	12	3	1	0	1
Very dissatisfied	39 2%	14	14	6	0	1	0	0



Appendix #2

How satisfied are you with the quality of the sound?

	Total	What is your current semester standing?						
		01-02	03-04	05-06	07-08	09-10	Graduate	Non-degree/Other
	1608	653	408	283	103	31	0	12
Very satisfied	231 14%	104	55	33	12	5	0	0
Satisfied	825 51%	335	210	147	57	18	0	5
Somewhat satisfied	373 23%	135	98	74	26	5	0	3
Somewhat dissatisfied	105 7%	50	23	17	4	2	0	4
Dissatisfied	51 3%	22	17	7	3	0	0	0
Very dissatisfied	23 1%	7	5	5	1	1	0	0

How satisfied are you with the reliability of the service?

	Total	What is your current semester standing?						
		01-02	03-04	05-06	07-08	09-10	Graduate	Non-degree/Other
	1600	653	408	283	103	31	0	12
Very satisfied	277 17%	123	68	43	14	8	0	2
Satisfied	787 49%	317	197	145	60	14	0	5
Somewhat satisfied	362 23%	139	92	70	25	7	0	2
Somewhat dissatisfied	124 8%	51	37	19	3	2	0	3
Dissatisfied	29 2%	15	7	3	1	0	0	0
Very dissatisfied	21 1%	8	7	3	0	0	0	0



Appendix #3:

Please rate your overall satisfaction with the service

	Total	What is your current semester standing?						
		01-02	03-04	05-06	07-08	09-10	Graduate	Non-degree/Other
	1598	653	408	283	103	31	0	12
Very satisfied	180 11%	79	47	25	8	5	0	1
Satisfied	861 54%	369	219	142	62	13	0	4
Somewhat satisfied	397 25%	157	92	86	27	8	0	4
Somewhat dissatisfied	98 6%	27	32	19	4	3	0	3
Dissatisfied	47 3%	16	14	8	2	2	0	0
Very dissatisfied	15 1%	5	4	3	0	0	0	0

Appendix #4

What new channels would you like to see?

	Total	What is your current semester standing?						
		01-02	03-04	05-06	07-08	09-10	Graduate	Non-degree/Other
	3816	1592	973	716	248	72	0	28
AMC	546 14%	225	134	111	36	9	0	2
Comcast Sports Net	558 15%	270	143	82	27	14	0	3
Hallmark	209 5%	78	48	44	15	6	0	3
Local affiliate channels (such as local Scranton, Philadelphia, etc...)	350 9%	149	94	73	19	5	0	2
Logo	42 1%	17	12	8	3	1	0	0
MSNBC	363 10%	154	90	62	26	10	0	2
Oxygen	361 9%	146	98	68	15	4	0	5
TMC	294 8%	116	62	75	23	3	0	2
Versus	503 13%	209	151	79	40	10	0	3
Other	590 15%	228	141	114	44	10	0	6