

From: Chris Keating and Jake Martin, Keating Research, Inc.
To: Jeff Dolan, Comcast Xfinity
Subject: 10 Key Findings From the Comcast Denver Ascertainment Issues Survey
Date: May 17, 2023



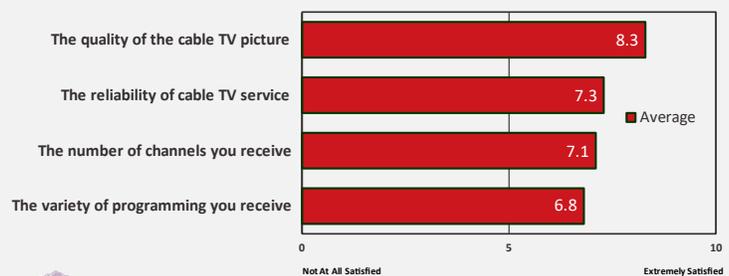
#1. Customer satisfaction with Comcast Xfinity cable TV is strong.

When asked to rate their overall satisfaction with Comcast Xfinity cable TV service, a two-thirds majority are satisfied with their cable TV service (68% rate it a 6-10 on a 0-10 scale with an average rating of 6.5), while only 18% are dissatisfied (0-4 rating on a 0-10 scale), and 14% are neutral (5 rating on a 0-10 scale). Satisfaction with Comcast Xfinity cable TV service is equally strong among women (6.6 average) and men (6.4 average), younger age 18-54 (6.4 average) and older age 55+ (6.6 average), and all across Denver: in the Southeast (6.6 average), West (6.5 average), and in the East/Northeast (6.2 average).

#2. Quality of picture and reliability drive satisfaction with Comcast Xfinity.

When customers are asked about various aspects of their cable TV service, they give Comcast Xfinity strong ratings on *the quality of the cable TV picture* (8.3 average rating) and *the reliability of their cable TV service* (7.3 average), *the number of channels they receive* (7.1 average), *the variety of programming they receive* (6.8 average).

Ratings of Various Aspects of Comcast Xfinity Service



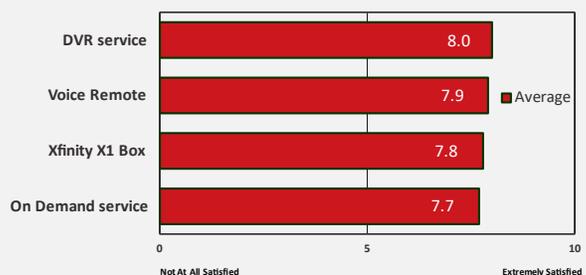
#3. Customers are satisfied with the customer service provided by Comcast Xfinity.

The majority – 58% – of customers have contacted a Comcast Xfinity customer service representative by telephone about their cable TV service over the past 12 months. Among those who had contact by telephone, 63% are satisfied with the quality of customer service provided (average rating of 6.3). In addition, 72% are satisfied with the job that Comcast Xfinity does in restoring their cable TV service after an outage (average rating of 6.7).

#4. Customers using Comcast Xfinity DVR service, Voice Remote, Xfinity X1 Box, and On Demand service are extremely satisfied with these services.

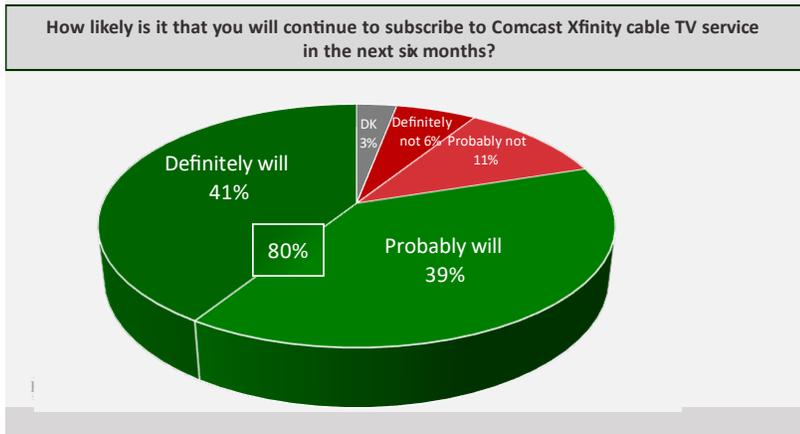
Customers are pleased with the Comcast Xfinity services they are using including the *Voice Remote* (64% have used in the past 12 months and 87% are satisfied), *On Demand service* (63% have used in the past 12 months and 83% are satisfied), *Streaming services through the X1 TV Box* (52% have used in the past 12 months and 90% are satisfied), *DVR service* (50% have used in the past 12 months and 92% are satisfied).

Ratings of Various Comcast Xfinity Services



#5. 8-of-10 customers say they will continue to subscribe to Comcast Xfinity in the next six months.

Given the strong level of customer satisfaction with Comcast Xfinity, it is no surprise that when asked how likely they will continue to subscribe to Comcast Xfinity cable TV service in the next six months, 80% say they *definitely* (41%) or *probably* (39%) will, while only 17% say they *definitely* (6%) or *probably* (11%) will not.

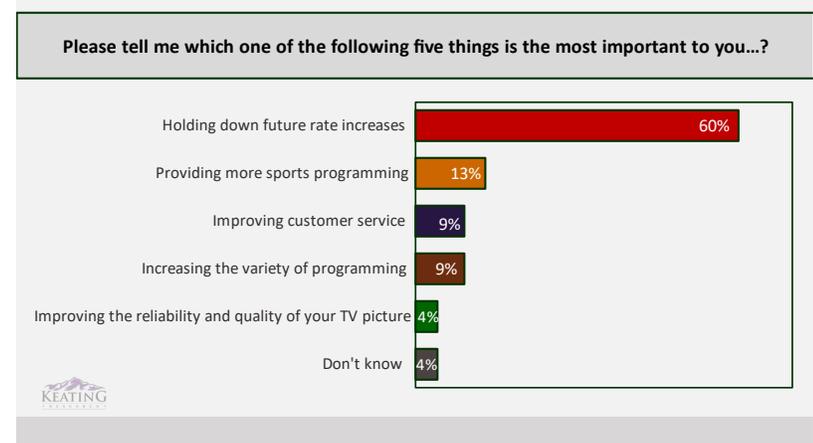


#6. News, weather, movie and entertainment channels are most popular with Comcast customers.

Comcast customers are the most likely to watch the programming on *News & Weather Channels* (65% watch at least once per week), followed by programming on *Movie & Entertainment Channels* (56% watch at least once per week). Less than half of Comcast Xfinity customers watch *Sports Channels* every week (45% watch at least once per week). Comcast Xfinity customers are less likely to watch *Children & Family Channels* (22% watch at least once per week) and least likely to watch *Community Access Channels* (10% watch at least once per week).

#7. Holding down future rate increases is the most important to customers.

When customers are asked what is the most important of five things that Comcast Xfinity can do regarding their local cable TV service, the majority – 60% – say **holding down future rate increases**. The least important of the five items is **improving the reliability and quality** of their cable TV picture - mentioned by 4% of customers.

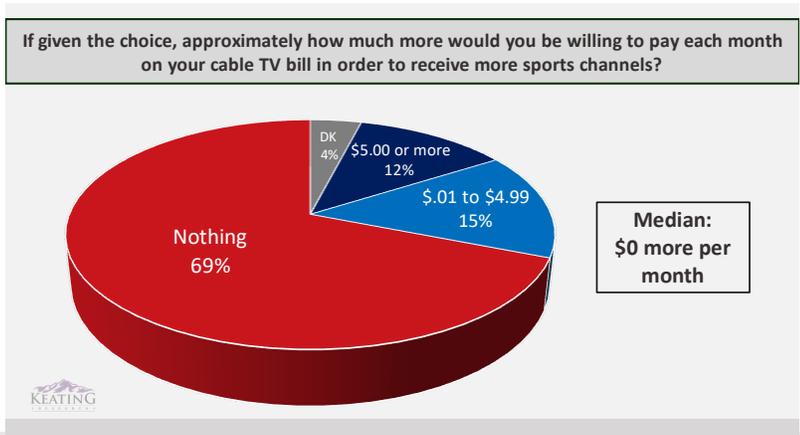


#8. Customers don't want to pay more each month to receive Community Access Programming.

When customers are asked how much more they would be willing to pay each month on their cable TV bill to receive community access programming and to pay for improvements to access facilities and equipment, the median amount they would pay is zero (nothing). Seven-of-ten customers (70%) say they would prefer to pay nothing more each month to receive community access programming and to pay for improvements to access facilities and equipment.

#9. Customers don't want to pay more each month to receive more sports channels.

When customers are asked how much more they would be willing to pay each month on their cable TV bill to receive more sports channels, the median amount they would pay is zero (nothing).



Seven-of-ten customers (69%) say they would prefer to pay nothing more each month to receive more sports channels.

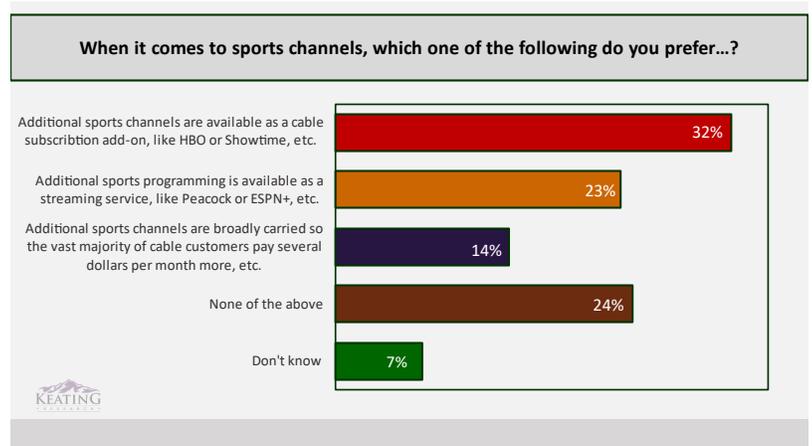
Even when it comes to adding a regional sports channel that shows local sports like the Denver Nuggets and the Colorado Avalanche, the median amount that customers are willing to pay is zero (nothing). In this case, two-thirds (66%) of customers say they would prefer to pay nothing more each month to receive more regional sports channels that show local sports like the Denver Nuggets and the Colorado Avalanche.

More specifically, when it comes to adding the Altitude Sports Channel, the median amount that customers are willing to pay is also zero (nothing). For the Altitude Sports Channel, 62% of customers say they would prefer to pay nothing more each month to receive it.

#10. Customers prefer that additional sports channels are available as a subscription add-on.

When it comes to adding additional sports channels, the majority – 79% – of customers prefer that the additional sports channels are available as a cable subscription add-on (32% prefer), like HBO or Showtime, or that the additional sports channels are made available as a streaming service (23% prefer), like Peacock or ESPN+, or that no additional sports channels are added (24% prefer).

Only 14% of customers would like the additional sports channels to be broadly carried so that the vast majority cable customers pay several dollars more per month for the additional sports channels, even if they are not avid sports fans or rarely watch sports on TV.



This memo is based on a survey of a random sample of 400 Denver Comcast Xfinity subscribers, conducted with live interviewers by telephone. The respondents in this poll are distributed to accurately represent the distribution of Denver Comcast Xfinity subscribers. The worst-case margin of error at the 95% level for the sample of 400 respondents is plus or minus 4.9%. The poll was conducted from March 20-26, 2023, by Keating Research, Inc.