

FOR IMMEDIATE RELEASE:

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[Follow me](#)TVfreedom.org**NEW HARRIS POLL SHOWS AMERICANS BELIEVE PAY-TV PROVIDERS ARE
“GREEDY,” “HEARTLESS,” AND “UNPLEASANT”***77 percent of Americans believe pay-TV companies care more about profit than quality service*

Washington, D.C. – A new nationwide survey conducted online by Harris Poll on behalf of [TVfreedom](http://TVfreedom.org) further verifies that most Americans are fed up with their pay-TV service. The poll of more than 2,000 U.S. adults ages 18+, including more than 1,500 pay-TV subscribers, found that 77 percent of all respondents believe that pay-TV providers care more about their own profits than ensuring quality service for their customers.

The majority of respondents, when asked which adjectives describe pay-TV providers, chose starkly negative terms, including “Greedy” (52%), “Unpleasant” (22%), or “Heartless” (18%). Additionally, 79 percent of all survey respondents said that monthly DVR/cable box rental fees are too high.

The poll shows that Americans remain very concerned about a host of negligent and indifferent pay-TV practices, including poor service/connection quality issues such as loss of signal or interrupted programming (17%) and complicated billing (10%). Among pay-TV subscribers, 26 percent report “an unsatisfactory customer service experience with my pay-TV provider,” while nearly one-fifth (18%) acknowledged that they had been mistakenly overcharged by their cable or satellite TV provider.

The overwhelming majority of survey respondents (92%) say that, in the event of network service outages, pay-TV companies should provide impacted customers with rebates on their monthly bills. The survey shows that 66 percent of respondents have lost cable or satellite TV service in the past two years due to bad weather (52%), system failure (32%) and faulty equipment (27%).

The poll comes as the Federal Communications Commission (FCC) weighs possible changes to its rules that require pay TV providers and broadcasters to negotiate carriage deals in “good faith.”

“The survey shows that the FCC’s narrow focus on retransmission consent rules is wildly misguided,” said TVfreedom spokesman, Robert C. Kenny. “Instead of rewarding the pay-TV industry for its effort to manufacture a retransmission consent crisis, the FCC should focus on issues truly harming consumers, starting with service outages, excessive rental fees and deplorable customer service that consumers are subjected to every day.”

Please click [here](#) to view the survey summary and results; and [here](#) to view a survey-related infographic.

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ABOUT THE SURVEY: This survey was conducted online within the United States by Harris Poll on behalf of **TVfreedom** from December 28-30, 2015 among 2,047 adults ages 18 and older, of whom, 1,536 subscribe to cable and/or satellite pay TV services. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Robert Kenny, TVfreedom.org at rkenny@tvfreedom.org and 202-412-0976.

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TVfreedom.org is a coalition of local broadcasters, community advocates, network television affiliate associations, multicast networks, manufacturers and other independent broadcaster-related organizations committed to helping protect consumer interests, ensure emergency and weather related programming access, promote the value of broadcast-TV programming, and preserve a fair and free video marketplace.

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