

Below you will find multiple sections to this paper - General Info, Summary, Detailed Analysis and the respondents' Comments. The Summary will give you the broad brush view. The Detailed Analysis digs deeper into the statistics of each answer. The Comments section is very important since only there can you see the items that the respondents feel most strongly about.

## General Info

By guaranteeing the respondents privacy we have been left with only summary data to be analyzed. This means that an answer to any particular question cannot be compared to an answer by that same person to another question. Using summary data means that we can only make general statements about the respondents.

There were a total of 170 surveys and some people did not respond to each question.

## Summary

- The typical respondent claimed to be Anglo (over 59%) with 12.9% claiming Other.
- Not surprisingly over 97% live in a home where English is spoken.
- Nearly 70% fell in the age blocks of 45 to over 65 with the peak in the 55-65 category.
- Income fell into one of two groups - either less than \$15,000 (17.6%) or between \$35,000 and \$50,000 (15.2%). Twenty-seven percent did not respond.
- The majority (77.5%) have at least some college all the way up through advanced degree.
- Their initial exposure to AT came primarily through word of mouth or by accident.
- They mostly interact with AT by watching the channels however a significant number submitted programming or appeared as a guest or talent.
- Most (74%) watch the channels between 2 and 3 times per month. They watch the channels while the show is being cablecast (49.4%) or through time shifting (7.6%).
- For questions involving assigning a rating (1 was high and 10 was low) there may have been some confusion. In spite of that it appears that the most popular programming seemed to be Documentaries, the Arts and music and Free Speech TV.
- More than 66% have attended at least one class here. After the Orientation, the next most popular classes were Introduction to Access Production (66.3%), Studio Production (58.1%) and Basic Studio Camera Operation (54.5%). The respondents stated age was probably the reason that the Kids program was the least popular (70% fell in the age blocks of 45 to over 65).
- There was no clear answer to their desire for more specific classes however the trend was for improving current skills. New classes mentioned were Lighting, Editing, Writing and Animation.
- Most feel comfortable or very comfortable with technology but the vast majority said they were looking for more training in the current stable of classes.
- When it came to the budget crisis 88.8% said they were either somewhat aware or very aware of the reduced budget.

- Donating to AT had 38.2% saying yes while 25.8% said they already do.
- When asked how much they would donate there were widely varying amounts stated. However of the amounts that were stated, the average was over \$100.00 annually.
- Only 10% were willing to contribute through automatic withdrawal but giving voluntarily appeared to yield \$120.00 per year.
- "Individually thinking" and "Thinking as part of the community" were both 1 to 10 choices. In both cases the greatest responses were for Production Classes and the Cablecast of local programs.
- If funding were available, most would like Script writing/directing and Photoshop/image processing.
- Most of the respondents would feel comfortable volunteering for Studio with significantly less for both Teaching and Front Desk Reception. Very low on the list is Website management assistance and Media encoding/uploading, perhaps due to a lack of knowledge in those areas.
- Predominantly the respondents live in the city limits (nearly 65%).
- When it came to ward residence 12.3% did not know. The other numbers were: Ward 1 – (7.0%), Wards 2 & 5 - (4.7% each), Ward 3 - (14.1%), Ward 4 - (5.2%), Ward 6 - (14.7%). The remainder (37%) who did not respond, is approximately equal to the number who said they lived outside the city limits.

## Detailed Analysis

1. In the first item: "How have you interacted with Access Tucson (check all that apply)?" there were 161 respondents who made a total of 505 "checkmarks". This would indicate that the respondents, on average, interacted with AT in more than three ways each. More than 75% of the respondents watched the channels - the highest response. Since individual responses are not available, only a general statement can be made about participation. However I can infer from the data that 66% of the responses (not respondents) submitted programming, produced programming as an individual, appeared as a guest or talent on a show or watched the channels. I conclude that the majority of the respondents did more than just watch the channels. The lowest two responses were to the questions about use of the Internet computers and "other".

2. Most of the people who responded to the question about how they first heard about AT appear to have gotten the information either accidentally or from personal sources and not from any advertising.

3. The respondents said (74%) that they watched AT between 1 and 3 times per month. A full 20% said they never watch.

4. Only 15% of the respondents watch AT through Internet streaming while 57% watch on cable either at the time of broadcast or through time-shifting. There were over 27% who made no response.

5. Why don't you watch. More than 55% did not respond to this question. More than 19% don't get Cox or Comcast cable. Not getting all of the available channels garnered 10%. The "other" category accounted for almost 15%. Of the 25 written responses 9 said they did not get cable, 5 appear to not watch much TV and 5 said they didn't like AT's programming.

6. There were 10 categories in the "type of programming you value most". There was likely some misunderstanding regarding the ranking here. Some respondents may have assumed that a rating of 10 was good while a rating of 1 was poor. In spite of that, the analysis appears to say that the most value is placed in the documentaries and informationals, the arts and music and Free Speech TV while the least value is placed in the religious programming, classic arts TV and youth. Some of these rankings appear to be at odds with each other. I personally doubt that we can depend on this question to give us very valuable information.

7. The Access Tucson training question had more than 66% saying yes. There were over 6% who did not respond.

8. Almost all of the respondents (98.1%) indicated that they took the Orientation class. The next most popular classes were Introduction to Access Production (66.3%), Studio Production (58.1%) and Basic Studio Camera Operation (54.5%). The smallest responses were for Kids Summer class and Other. The total for these last two was 9%.

9. Of the 170 respondents 99 responded to the question about what type of classes would you like to see offered. The answers were all over the map. Generalizations are difficult here however some things do appear fairly frequently. More advanced classes in all areas of video production and refresher classes appear to be strongly supported. Lighting, editing, writing and animation were some additional subjects. Other items mentioned frequently include children, teens and schools. Streaming, journalism and YouTube were noted as well as democracy and free speech. Bringing up the bottom of the list with one mention each were carpentry, home maintenance, auto repair and Bible classes.

10. There were 154 responses to the question about feeling comfortable with media communication technology. Seventy-five percent stated they were either somewhat comfortable or very comfortable with it.

11. Eighty-two people wrote responses to the question about becoming more comfortable and confident with the technology. The vast majority cited their need for greater training. Mostly the classes already being offered were what they are looking for.

12. The budget crisis was responded to in more than 90% of the surveys. By far the most (88.8%) said they were either somewhat aware or very aware of the reduced budget.

13. With regard to donating to AT the "yes" response was 38.2% of the total and the "no" response was 24.7%. Forty-four people or 25.8% said they already donate. The no response category was 11.1% of the total.

14. When asked how much they would be willing to donate annually the 56 answers were all over the map. The highest amount was \$500 and the lowest was zero. Responses like "2% of my income" and "1/20 of my income" cannot be analyzed. I added the amounts that were given taking only the lower of any entries that contained a range and came up with \$4485.00. The amount somewhat surprised me. Of the 43 amounts that were stated this totals over \$100 annually apiece!

15-16. Only 10% of the respondents were willing to contribute via automatic withdrawal. Interestingly, most of those respondents were willing to contribute \$10 per month or \$120 per year.

17. The question about the 2010-2011 priorities while "Thinking as an individual" was another 1 to 10 choice. The responses showed that they felt Production classes were the most important while the Cablecast of local programs and Individual access to production equipment were close behind. The least valuable were Meeting space, Free public Internet computers and Cablecast of programs outside Tucson.

18. When the question was asked about "Thinking as part of the larger community" the rankings were somewhat similar. Again Production classes were the most important while the Cablecast of local programs was next. Production services for non-profits slightly edged out Individual access to production equipment. The least valuable ranking was the same as for the previous question.

19-20. New services, depending on funding, was much more evenly rated than the prior two questions. Script writing/directing and Photoshop/image processing led the pack with a tie for third place between Green screen/special effects and Digital storytelling. At the bottom of the list we find Curated blocks of programming, Animation and After-school programs. For this question the difference - ranking score - between the top item and the bottom item was 1.8. The ranking score for the previous two questions were 3.9 and 3.8 respectively.

21. The next question asked about volunteering and in what areas they would be most comfortable. This was a multi-response question where each person could check more than one item. There were 109 individual responses with 272 check marks. The top three areas in descending sequence were Studios, Teaching and Front desk reception. Studios had 50% more check marks than Teaching. The bottom two areas were Web site management assistance and Media encoding/uploading. The other three areas - Editing, Field equip checkout and Writing for eNewsletter or web site were in descending sequence and closer together.

22. When it came to age we see a slightly skewed bell curve that peaks in the 55-65 range (52 responses). In the over 65 column we find 34 responses and there were 32 people who claimed to be between 45 and 54. Even though this was an anonymous survey, there were 22 people who did not respond. No one claimed to be less than 18 and only 3 claimed to be between 18 and 25.

23. The question about ethnicity - What ethnic group do you identify with – yielded some interesting write-in responses. There were 22 that did not check any block and presumably those 22 were the ones who wrote their own descriptions. Answers such as Global Citizen; Why?; All of them!; We are all people who God's son died for. I'm a Christian; and Mutt may indicate that not everyone understands what ethnicity means. There were 101 people or 59.4% of the responses who claimed to identify with Anglo. The responses for Black, Hispanic, Native American and Asian totaled only 21 or 12.3%. The Other and No Responses came up to 48 or 28.1%.

24. It appears that 97.2% (140) of respondents indicated that English was spoken in their home. Seven responses (4.8%) listed Spanish while 9 (6.2%) checked Other. The written responses for the Other category consisted of Cantonese, Russian, Gaelic, German and Italian. There were two that wrote "XXX" and one said "No Answer".

25. When asked where the individual lives 64.7% said within the city limits. Those living outside the city limits totaled 21.1% and the rest (14.1%) did not respond.

26. In the question about which ward the individual resides in, 12.3% said they didn't know! Ward 6 garnered 25 votes (14.7%). Ward 3 had 24 votes (14.1%). Wards 2 & 5 had 8 votes each (4.7%). Ward 5 had 9 votes (5.2%). There were 63 (37%) who did not respond which approximates the number who said they lived outside the city limits.

27. The household income question drew 46 (27%) No responses. The largest number of responses (30 or 17.6%) claimed to be under \$15,000. The second largest response came in the \$35,000 to \$50,000 category (26 or 15.2%). The others were within 5 votes of each other.

28. Education showed a slightly skewed bell curve with the peak (48 responses or 28.2%) being a 4-year college graduate while 47 said they had an advanced degree. There were 37 (21.7%) who replied to having some college or a 2-year college. High school or less had 11 responses (6.4%). Trade school showed 3 responses (1.7%). Twenty-four or 14.1% gave no response.

## **Respondent Comments**

In these turbulent economic times I think it is important for Access Tucson to stick to the essentials like Channel 12 programming only. The City Council meetings, things to do in our city, ways to volunteer within the city, neighborhood meetings announcements, and local programming are the best ways for residents to keep in touch with what is going on in our community.

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Access Tucson should consider investing in going HD. All of the broadcast stations have already gone (KOLD, KVOA) or are going to (KGUN, KMSB) go HD. Perhaps there could also be a Trinity system in Studio B and the truck and some Chyron graphics in studios A, B, and the truck, some Quantel graphics in studios A, B, and the truck, some Quanta graphics in studios A, B, and the truck, and perhaps the checkout cameras could go HD, too. Oh, and an Avid editing system for the computers in addition to Final Cut Pro and Final Cut Express.

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I believe Access Tucson is having trouble gaining funding because there is a world wide public access channel now called the World Wide Web. What can be done about that? Perhaps branching out more into facilitating and training local people to communicate globally by way of Youtube, Skype, Facebook, etc. The cable companies are nothing compared to those platforms. Beef up Access Tucson's internet presence. Is there a studio in the box for the internet available? Are their expert advisors who can show people how to get the best out of their programming on the internet? Teaching local people what to do with their ability to communicate with the world might make a new niche for access.

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ACCESS Tucson must be open to the entire community. Still, I wish ACCESS Tucson could help its community producers to raise the level of quality of their shows—technical quality, writing, theatrical quality, community interest. I respect your hands-off policy, and your readiness to help when producers ask for your help. Still, many ACCESS shows seem pure ego, but perhaps not intentionally so, and I wonder whether your producers would be willing to accept some coaching and directing just to improve the way their messages get across to help them think about what the audience might want. And I wish that the ACCESS Tucson staff could find practical ways to encourage their best producers to do more shows. The best example is Ghetto Gourmet--everybody I know wishes that Gregory Reed would do many more shows.

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I will probably not use any of the proposed new services, so could not rank them. Income reported does not represent my standard of living, as I have investments and some inherited money that does not count officially as income, but provides for comfortable living and travel expenses.

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I think alternative media will become more and more important as corporate control over mainstream media increases.

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You are asking way too many questions which are not pertinent and not enough which are !

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The city council should be sent to a re-education camp to reinstall all human values that they currently collectively do not exhibit. "They" are the problem and knot Access Tucson. My question to "them" is "At what percentage point of any city's budget does it become a Police State?" May I suggest 40% max and these nefarious bastards have dedicated 63% and climbing. Will this necessitate in me acquiring some jackboots and goose-stepping if I come to use Access Tucson facilities? Pissed off at these common political criminals doesn't even scratch the surface of my ire & loathing of these corporate scum sucking pimps. Thank you for ALL you do butt the raping and neutralization of Access Tucson is now part of the legacy in this faux Democrap alcove in this fascist fundamentalist blood red racist state. Profound & thoughtful quotes:

<http://www.blackcrayon.com/library/quotes/>

<http://www.positiveatheism.org/hist/quotes/russell.htm>

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I completed this form because I have watched Access deal with City budget cuts year after year and continue to survive and thrive. Access proved that out of adversity comes our greatest strength.

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Live, local programming is what separates Access from other media outlets like youtube or Ch12. Without local, live access I do not see a need for Access in Tucson.

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Glad that you survived the cuts and have a plan involving education. I would love to get more involvement in Access for our school and look forward to doing just that in the future!

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Comcast does not offer any Free Speech TV in it's Basic price level. So unless the change is made to one of the dish services those programs are not available to those of us who only have basic. I do not know about the more expensive levels.

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I think Access TV would be providing a valuable service to have more Free Speech TV programs available. Naturally, during those hours when local programs are not being aired.

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I think it would be a good idea for members/volunteers to have more involvement with the day-to-day operation of this organization, and more input in what happens to it. They are the ones it is supposed to serve. I don't support making it more about internet services: Youtube, Facebook, Twitter, etc. Those are other resources to learn how to use those programs. There aren't many resources for the community to produce quality television about what is important and relevant to them.

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I'm an ACM member organization local access center manager and am happy that you have been able to move in a positive direction for the future. I didn't answer many of your questions for obvious reasons but like your survey. Best of luck with your efforts!

BJ Lohmuller

College Access TeleVision

Fort Wayne, Indiana

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Nice to see Access taking a new direction ... hope U can figure out a way to equitably allocate broadcast time for all projects.

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\* consider fund raising like a major artist with local connections (Linda Ronstadt, Paul McCartney)

\* consider fund raising like PBS

\* consider taping Tucson Vision at night

\* consider expanding into a radio station just like Access Tucson has been (community shows, member produced shows, training, classes, etc.) or changing from TV to radio to save money

\* explain what happens to donations if Access Tucson ends tomorrow (that is my fear and my reason for not donating to date)

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No additional comments.

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I have gone to PAAA and noted that most Access stations now charge a users fee. Some of them charge a higher users fee for those who do not live inside the city limits. I Think that this is fair and am willing to pay more then what the Tucson city dwellers do.

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Tyranny Sucks  
TTRT

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I hate when bad shows are on like that black lady with the kids-was a real waste of time-I think there should be a small standard of excellence so people will see someone interesting even if they are weird it shouldn't just be kids running around looking stupid. I hate religious recruiting as well.

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I have been involved with Access for almost 10 years. I have made life long friends with members and staff. I believe in free speech but I do feel that some of your show content shouldn't be aired publicly. Some of your content on shows is offensive and even gang related in videos. There have been live shows were people were on drugs and downright drunk. I can see why the city wouldn't want to promote these types of programs. Don't get me wrong, you have A LOT of good quality shows. I like the truck shoots of city wide events and performances. I like your political and even some religious shows.

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Best of luck. Lisa is doing a great job.

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I am looking forward to Access Tucson's living and growing in the next few years. I am planning to be there and do what ever I can to support that happening. Thanks for the chance to have a say in what comes next.

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You should allow back buttons on this survey because I was not able to complete some screens because I went back to attempt to change an answer

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I love Democracy Now!--a news organization that actually checks it's facts before reporting a story to the audience. Real depth.

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I cannot live without Democracy Now and Amy Goodman and Juan Gonzales. Tucson cannot live without a public channel that is free to create. This is a living breathing democracy.

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I am 79 1/2 and do not have good health. I'd rather not make more commitments at this age.

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Thanks to all the staff for educating us in all aspects of tv/cable production through thick and thin times.

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Access should seek funding through business sponsorship of programming similar to KUAT and other non profit media.

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I think the whole goal should be re-assessed so I don't hear comments about AT such as "It's weird", "It's a religious channel." I think AT is no longer relevant to the community at large

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All funding must stop. The city is not mandated to fund Access Tucson. When the city treasury has been built back up, full funding should be restored. We've all had to cut back on things we like.

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I have Direct TV. When printing future surveys, please use lighter weight paper.

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not able to donate or volunteer at this time

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Local Tucson event coverage is most important.

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I rarely watch but when I do, I watch via the website. I would donate but I have very limited income right now. Local event coverage is important.

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more local event coverage

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I hope Access Tucson can continue despite the budget. I feel you have something of value. Let's keep it going.

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Highest priority should be on keeping the Broadway building and making full use of it as a community hub. Secondly, empower people in communications and broadcast programs over the internet.

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I don't watch the channels right now but I am getting a computer soon. I thank you all very much and I hope I draw you closer to God then away. You know I certainly don't want to draw no one away, but closer to our Lord and only savior Jesus. May God richly bless us all.

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no job, no money. Became a member to support by numbers of people in membership. If you charge as I have heard I will not be able to afford membership support by the numbers as I am on a very fixed income and just barely make my bills, food and roof over my head.

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Access Tucson is not available where I live-in the county. I wish it were available through dish network.

**End of comments**