

Survey Summaries

Viewership Survey, 2006 → Taken by Group W Communications, LLC
(Telephone survey of Cox Communications cable subscribers in the City of Tucson)

- Almost 30% of all Cox cable subscribers are Access Tucson viewers. (Represents over 30,000 households.)
 - Almost 30% watch at least a few times per week.
 - Over ½ watch at least a few times per month.
 - Almost 60% watch for more than 10 minutes.
- Real value placed on community programming. More than 75% of all respondents think it is either Very or Somewhat Important to have cable channels that feature local community programming.
- By a better than 2-to-1 margin, viewers say Access Tucson has *Gotten Better*, rather than *Gotten Worse*.
- 69→57% give grades of A or B when asked if Access Tucson provides “programming that shows different points of view,” “an outlet for individuals to freely express themselves,” “valuable community service,” programming assistance so local groups can publicize their services,” and “programming that deals with local issues.”
- When respondents are asked how much of their monthly cable bill should go to support local programming, about 60% felt that some portion of their cable bill should be used and just under half felt at least two dollars should be used. The average or mean of all responses was \$1.70.
- Almost 60% of all cable subscribers in the City of Tucson are aware of Access Tucson.
- Those who are aware of Access Tucson are more likely to be: younger, report higher levels of household income and be regular voters.
- Although not high in quantity, viewership of Access Tucson channels appears to be quite strong and stable.
- When asked how interested viewers would be in watching each of 10 different categories of programming, respondents are, generally, most interested in watching *political debates & election information*, followed closely by *live concert programs* and *programs about local history*. Note: *Free speech & personal opinion programs, church services & spiritual programs, & live call-in shows* (in that order) were rated last in viewer interest.
- Access Tucson channels received statistically comparable levels of awareness as Spike TV and is watched by about as many cable subscribers as Cox 7 Arizona and more cable subscribers, generally, than The Military Channel.
- About 2/3 of all respondents have access to a computer that they use to access the Internet. About 7% of these respondents report having seen the Access Tucson website. Approx 1/3 of Internet users either are (or might be) interested in viewing previous Access Tucson programs on-line. (Personal comment. Note that these % numbers are over a year old, and, with the increase of computers & electronic usage, will likely have increased by now.)

Nielsen Household Ratings (8p-9p) from Feb. '05 → Jun. '06

(Personal note: I found the graphs given by Nielsen/Cox very difficult to read & make any sense out of, so I'm making my best guesses on the following statement....)

Access Tucson (ch 99) received 0.4% (or 512 households) of viewership in Feb. '05, increasing to 0.5% (or 640 households) in Jun. '06. Those figures are comparable to ch 12, Fox Sports Net AZ, and all other PEG channels combined.

Note that the Nielsen Household Ratings findings and the Group W Communications, LLC findings cannot be compared, as they are apples and oranges: Different methodology, different viewership questions. Also note that both of these surveys are approximately one year old.

Respectively submitted,

J. Lisa Jones, 10/8/07