

ACCESS TUCSON - Viewership Survey - May 2006

	Yes	No/Don't know	Total
Is your home located in the City of Tucson?	400 100.0%	0 0.0%	400 100.0%
Do you currently subscribe to the Cox cable TV service?	400 100.0%	0 0.0%	400 100.0%

Are you aware of Access Tucson and the cable channels they operate?

	Number	Percent
Yes	233	58.3 %
No/Don't know	167	41.8 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

Do you recall which channel numbers on your TV are used by Access Tucson, the public access channels?

	Number	Percent
Yes	87	37.3 %
No/Don't know	146	62.7 %
Total	233	100.0 %

Missing Cases = 167
Response Percent = 58.3 %

ACCESS TUCSON - Viewership Survey - May 2006

<u>IF YES: Specify Channel</u>	<u>Number</u>	<u>Percent</u>
97,98,99	12	13.8 %
97,98	2	2.3 %
98,99	2	2.3 %
97	6	6.9 %
97 or 99	1	1.1 %
98	1	1.1 %
in the 90's	5	5.7 %
upper 90's	1	1.1 %
12, 97, 98, 99	1	1.1 %
96	1	1.1 %
95	1	1.1 %
94	1	1.1 %
91,92	1	1.1 %
92	1	1.1 %
90	1	1.1 %
89 90	1	1.1 %
12	15	17.2 %
11	1	1.1 %
11, 12	1	1.1 %
2,4,9,13,11	1	1.1 %
11 through 14	1	1.1 %
6	2	2.3 %
6,71	2	2.3 %
7,10, and upper range	1	1.1 %
18, 19	1	1.1 %
19,20	1	1.1 %
26	1	1.1 %
5,41 & 42	2	2.3 %
60	1	1.1 %
in the 60's	1	1.1 %
63	1	1.1 %
69 - 73	1	1.1 %
in the 60's and 70's	2	2.3 %
in the 70's	2	2.3 %
70	1	1.1 %
78	1	1.1 %
high defintion - up to 188, skip to 706-716	1	1.1 %
<u>Don't Know/Not Sure/No Response</u>	9	10.3 %
Total	87	100.0 %

Missing Cases = 313

Response Percent = 21.8 %

ACCESS TUCSON - Viewership Survey - May 2006

Have you ever watched a program on one of the Access Tucson cable channels - Channel 97, Channel 98 or Channel 99?

	<u>Number</u>	<u>Percent</u>
Yes	117	29.3 %
No	251	62.8 %
<u>Don't Know</u>	32	8.0 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

How often do you watch one of these Access Tucson channels?

	<u>Number</u>	<u>Percent</u>
Daily	6	5.1 %
Few times a week	27	23.1 %
Few times a month	27	23.1 %
Rarely	55	47.0 %
Never	2	1.7 %
<u>Don't Know</u>	0	0.0 %
Total	117	100.0 %

Missing Cases = 283
Response Percent = 29.3 %

When you watch a program on one of these channels, do you usually watch for more than 10 minutes or for 10 minutes or less?

	<u>Number</u>	<u>Percent</u>
10 minutes or less	40	34.8 %
More than 10 minutes	67	58.3 %
<u>Don't Know</u>	8	7.0 %
Total	115	100.0 %

Missing Cases = 285
Response Percent = 28.8 %

ACCESS TUCSON - Viewership Survey - May 2006

Would you say that over the past year or two

<u>Access Tucson has:</u>	<u>Number</u>	<u>Percent</u>
Gotten Better	20	17.4 %
Stayed about the same	51	44.3 %
Gotten worse	9	7.8 %
<u>Don't Know</u>	<u>35</u>	<u>30.4 %</u>
Total	115	100.0 %

Missing Cases = 285

Response Percent = 28.8 %

Using an A,B,C,D,E grading scale -- where "A" means "extremely well" and "E" means "not at all" - please give a grade for how well each of the following statements describe the services provided by Access Tucson.

	A- Extrem- ely Well	B	C	D	E-Not At All	Don't Know	Total
Provides programming that deals with local issues.	30 26.1%	35 30.4%	26 22.6%	9 7.8%	3 2.6%	12 10.4%	115 100.0%
Provides programming or production assistance so local groups can publicize their services.	37 32.2%	29 25.2%	24 20.9%	1 0.9%	3 2.6%	21 18.3%	115 100.0%
Provides an outlet for individuals to freely express themselves.	48 41.7%	30 26.1%	17 14.8%	0 0.0%	2 1.7%	18 15.7%	115 100.0%
Provides programming that shows diverse points of view	45 39.1%	34 29.6%	16 13.9%	2 1.7%	1 0.9%	17 14.8%	115 100.0%
Provides a valuable community service.	39 33.9%	32 27.8%	22 19.1%	9 7.8%	3 2.6%	10 8.7%	115 100.0%

ACCESS TUCSON - Viewership Survey - May 2006

How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools and local government. Would you say that it is very important, somewhat important, not very important or not important at all?

	<u>Number</u>	<u>Percent</u>
Very Important	146	36.5 %
Somewhat Important	160	40.0 %
Not Very Important	52	13.0 %
Not Important at All	37	9.3 %
<u>Don't Know/No Opinion</u>	<u>5</u>	<u>1.3 %</u>
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

How much of your current monthly cable bill do you think should be set aside and used to create local community programming about organizations, individuals, events, schools and local government. Four dollars, three dollars, two dollars, one dollar, nothing, or some other amount?

	<u>Number</u>	<u>Percent</u>
\$1 dollar	56	14.0 %
\$2 dollars	77	19.3 %
\$3 dollars	40	10.0 %
\$4 dollars	46	11.5 %
Nothing	73	18.3 %
Other	24	6.0 %
<u>Don't Know/No Opinion</u>	<u>84</u>	<u>21.0 %</u>
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>If other, Specify</u>	<u>Number</u>	<u>Percent</u>
Twenty five dollars	2	7.4 %
Ten dollars	3	11.1 %
Eight dollars	1	3.7 %
Six dollars	1	3.7 %
Five dollars	11	40.7 %
Over four dollars	2	7.4 %
Ten percent	2	7.4 %
Less than a dollar	1	3.7 %
<u>Fifty cents</u>	<u>1</u>	<u>3.7 %</u>
Total	24	100.0 %

Missing Cases = 376

Response Percent = 6.0%

ACCESS TUCSON - Viewership Survey - May 2006

O.K., I'm going to read a brief list of categories or types of programming that are shown or could be shown on Access Tucson channels. After each, please tell me whether you would be interested in watching this type of programming on a scale of "1" to "5" with "5" being "Very Interested" and "1" being "Not Interested at All."

	1 - Not Interest- ed at All	2	3	4	5 - Very Interest- ed	Don't Know	Total
Information on local community service organizations	97 24.3%	52 13.0%	113 28.3%	71 17.8%	61 15.3%	6 1.5%	400 100.0%
Ethnic & cultural programs	117 29.3%	57 14.3%	107 26.8%	56 14.0%	61 15.3%	2 0.5%	400 100.0%
Programs about local History	59 14.8%	51 12.8%	100 25.0%	99 24.8%	90 22.5%	1 0.3%	400 100.0%
Health and fitness programs	86 21.5%	49 12.3%	108 27.0%	76 19.0%	80 20.0%	1 0.3%	400 100.0%
Live call-in shows	209 52.3%	63 15.8%	70 17.5%	25 6.3%	26 6.5%	7 1.8%	400 100.0%
Free speech & personal opinion programs	156 39.0%	65 16.3%	76 19.0%	51 12.8%	47 11.8%	5 1.3%	400 100.0%
Programs about local arts & artists	77 19.3%	59 14.8%	115 28.8%	84 21.0%	64 16.0%	1 0.3%	400 100.0%
Church services & spiritual programs	149 37.3%	62 15.5%	87 21.8%	57 14.3%	43 10.8%	2 0.5%	400 100.0%
Live concert programs	70 17.5%	31 7.8%	118 29.5%	86 21.5%	91 22.8%	4 1.0%	400 100.0%
Political debates & election information	99 24.8%	50 12.5%	87 21.8%	68 17.0%	94 23.5%	2 0.5%	400 100.0%

ACCESS TUCSON - Viewership Survey - May 2006

Do you know that you can be trained by
Access Tucson staff free of charge to make
programs to show on Access Tucson channels?

	Number	Percent
Yes	77	19.3 %
No/Don't Know	323	80.8 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

Would you be interested in taking this training?	Number	Percent
Yes	28	7.0 %
No	350	87.5 %
Don't Know	22	5.5 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

	Yes	No	Total
Are you aware of Spike TV and the cable channel they operate?	229 57.3%	171 42.8%	400 100.0%
Are you aware of Cox 7 Arizona and the cable channel they operate?	139 34.8%	261 65.3%	400 100.0%
Are you aware of the Military Channel and the cable channel they operate?	80 47.3%	89 52.7%	169 100.0%

	Yes	No	Don't Know	Total
Have you ever watched a program on Spike TV - Channel 48?	197 49.3%	158 39.5%	45 11.3%	400 100.0%
Have you ever watched a program on Cox 7 Arizona - Channel 7?	130 32.5%	221 55.3%	49 12.3%	400 100.0%
Have you ever watched a program on the Military Channel - Channel 105?	68 40.2%	96 56.8%	5 3.0%	169 100.0%

ACCESS TUCSON - Viewership Survey - May 2006

Do you have access to a computer that you use to access the Internet?

	Number	Percent
Yes	266	66.5 %
No	134	33.5 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

	Yes	No	Total
Have you ever viewed a streaming video Webcast on the Internet?	67 25.2%	199 74.8%	266 100.0%

Have you ever viewed a streaming video Webcast on the Access Tucson website?	8 11.9%	59 88.1%	67 100.0%
--	------------	-------------	--------------

Have you seen the Access Tucson website on the Internet?

	Number	Percent
Yes	19	7.1 %
No/Don't Know	247	92.9 %
Total	266	100.0 %

Missing Cases = 134

Response Percent = 66.5 %

	Interested	Not Interested	Maybe/Don't Know	Total
View Access Tucson programs as a streaming video Webcast on the Internet.	28 10.5%	205 77.1%	33 12.4%	266 100.0%
View past programs and community meetings which were previously shown on one of the Access Tucson Channels.	47 17.7%	178 66.9%	41 15.4%	266 100.0%
Register for training or classes to learn to produce your own programs.	26 9.8%	226 85.0%	14 5.3%	266 100.0%
Make a donation to Access Tucson.	23 8.6%	211 79.3%	32 12.0%	266 100.0%

ACCESS TUCSON - Viewership Survey - May 2006

How many operating TV sets do you have in your home?

	Number	Percent
1	80	20.0 %
2	137	34.3 %
3	97	24.3 %
4	39	9.8 %
5	32	8.0 %
6	9	2.3 %
7	2	0.5 %
8	1	0.3 %
<u>DK</u>	3	0.8 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Do you subscribe to the Digital TV service offered by Cox Cable?

	Number	Percent
Yes	169	42.3 %
No/Don't Know	231	57.8 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Do you have the Cox Cable Digital service connected to all of the TVs in your house, some of the TVs or one TV in your house?

	Number	Percent
All of the TVs	36	21.3 %
Some of the TV's	49	29.0 %
One TV	83	49.1 %
<u>DK</u>	1	0.6 %
Total	169	100.0 %

Missing Cases = 231

Response Percent = 42.3 %

ACCESS TUCSON - Viewership Survey - May 2006

Are you registered to vote in the City of Tucson?

	Number	Percent
Yes	362	90.5 %
No/Don't Know	38	9.5 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

Would you say that you always vote in every election, usually vote in most elections, occasionally vote in some elections or rarely vote in just a few elections?

	Number	Percent
Always	186	51.4 %
Usually	124	34.3 %
Occasionally	38	10.5 %
Rarely	14	3.9 %
Total	362	100.0 %

Missing Cases = 38
Response Percent = 90.5 %

When you think about politics, would you say that you are:

	Number	Percent
Very conservative	47	11.8 %
Somewhat conservative	88	22.0 %
Moderate	134	33.5 %
Somewhat liberal	46	11.5 %
Very Liberal	41	10.3 %
Don't Know	28	7.0 %
REFUSED	16	4.0 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

ACCESS TUCSON - Viewership Survey - May 2006

<u>Age</u>	<u>Number</u>	<u>Percent</u>
Under 30	49	12.3 %
30 - 44	67	16.8 %
45 - 54	72	18.0 %
55 - 64	90	22.5 %
65 or older	115	28.8 %
REFUSED	7	1.8 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

<u>Ethnicity</u>	<u>Number</u>	<u>Percent</u>
Anglo	281	70.3 %
Hispanic	70	17.5 %
African American	17	4.3 %
Native American	12	3.0 %
Asian	6	1.5 %
Other - "American"	2	0.5 %
REFUSED	12	3.0 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

ACCESS TUCSON - Viewership Survey - May 2006

<u>Income</u>	<u>Number</u>	<u>Percent</u>
Under \$25,000	47	11.8 %
\$25,000 to \$39,999	103	25.8 %
\$40,000 to \$59,999	71	17.8 %
\$60,000 to \$99,999	53	13.3 %
\$100,000 or more	28	7.0 %
REFUSED	98	24.5 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

<u>Gender</u>	<u>Number</u>	<u>Percent</u>
Male	176	44.0 %
Female	224	56.0 %
Total	400	100.0 %

Missing Cases = 0
Response Percent = 100.0 %