

**CTTV**  
**City of Tampa**  
**Television**



**Viewership Survey**  
**March 2009**

**This document presents data, analysis and  
interpretation of study findings by Group W Communications,  
L.L.C.**

**It is intended for the use of City of Tampa Television**

## **Introduction & Study Methodology**

During the period February 25 – March 5, 2009, 600 completed interviews were conducted by telephone survey. Interviews were administered to a sample of Bright House Networks and Verizon cable subscribers in the city of Tampa, Florida drawn at random from active residential phone numbers.

The telephone interviews were conducted utilizing computer assisted telephone interviewing and data collection methods with trained, professional telephone interviewers and validated by on-site supervisors.

The survey was designed to allow for analysis of the entire sample and also to allow for analysis of various subsets of the sample. Cross tabulation analysis was also conducted utilizing various demographic information provided by the respondents.

The margin of error for city wide analysis using a random sample of this type and size is approximately 4% at the 95% level of confidence, meaning that in 95 out of 100 cases, the responses indicated will be within +/-4% of the responses if the entire universe (all Bright House and Verizon cable subscriber households in the city of Tampa with a residential phone) were interviewed. The margin of error for analysis of any sub-samples will be greater.

As with all survey research, when reviewing these data, care must be taken to draw inferences only to the universe sampled, specifically, households in

the city of Tampa that are subscribers to the Bright House Networks or Verizon cable TV system.

It is also important to note that the very nature of survey research is such that respondents' opinions and attitudes, while statistically valid within the margin of error quantified above, are measured at a particular point in time, similar in concept to a photographic "snapshot." As a respondent's information, knowledge and field of reference change so, too, may the respondent's opinions and attitudes regarding the subjects and areas tested. It is, therefore, useful and valuable to undertake future comparative measurements to get a more complete longitudinal picture of the sample universe and to use a variety of research methods or “tools” to gain a more in depth understanding of opinions and attitudes.

Finally, all interviews were inspected and the data electronically transferred to allow for computerized statistical analysis, graphics and table production.

## Summary of Findings

In addition to probing general levels of awareness of City of Tampa Television (CTTV), this telephone survey of Bright House Networks and Verizon FiOS cable subscribers in the City of Tampa asked questions regarding subscriber viewership habits, as well as, interest in a host of specific CTTV programs and programming categories. Questions were also asked regarding the respondents' opinions and attitudes about the value of various services, their interest in possible future services and how well CTTV provides these services. Comparisons, where helpful, have also been made to previous viewership surveys.

### General Observations

- Awareness of CTTV remains above 50% after the Bright House Networks channel relocation
  - About 53% of all cable subscribers in the City of Tampa are aware of CTTV.
  - Those who are aware of CTTV:
    - Report higher levels of household income
    - Are more likely to be male
- About one-third of all subscribers have watched CTTV programming.
  - Due to this channel relocation, this 32.5% viewership level is a slight but significant decrease in viewership from 2007 levels. Questions probing this channel relocation show:
    - About 60% of viewers on Bright House Networks watched CTTV on channel 15, but have not yet watched on channel 615.
    - Of those who have watched both channel 15 and channel 615, 60% say they watched more when it was channel 15.
  - About 64% of all viewers first became aware of CTTV by “channel surfing.”
  - Almost half of all viewers watch at least a few times per month. Almost one-fourth watch at least a few times per week.
  - The CTTV viewership base (those who watch at least monthly) appears to be loyal and stable, as well as, interested in and knowledgeable about the program offerings:
    - When they watch, about three-fourths usually watch for more than 10 minutes.
    - About half watch during the "prime time" period (5pm-11pm).

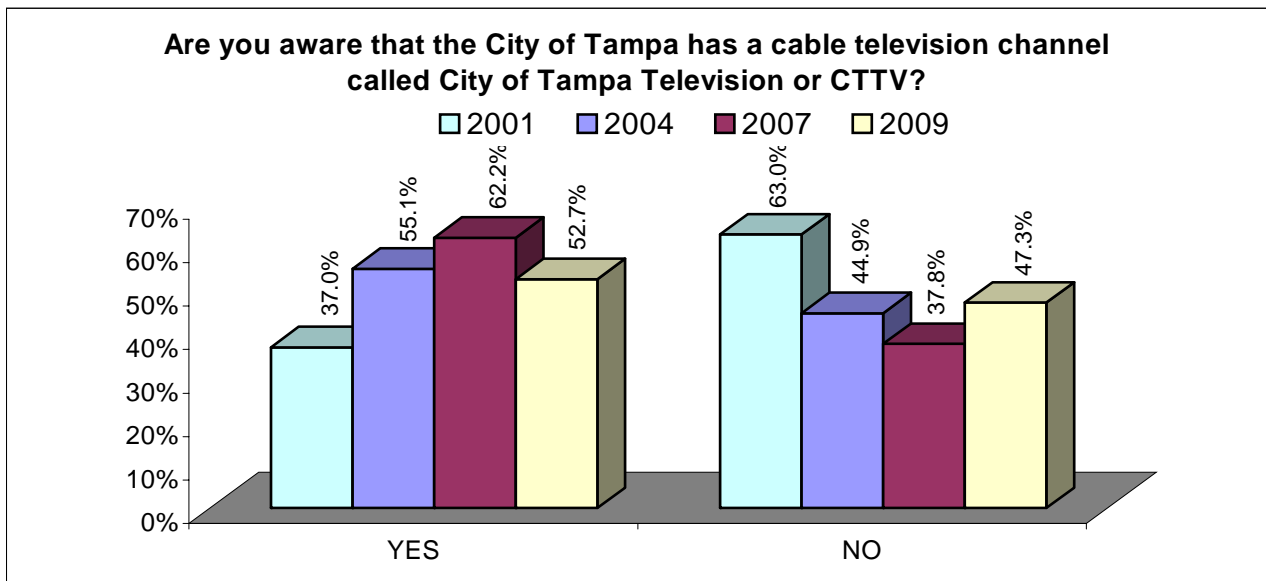
City of Tampa Television – CTTV – Viewership Survey 2009

- About half usually find out about the programs they watch by channel surfing; almost one-fourth use the City/CTTV website.
- *Tampa City Council Meetings* are the most watched program as over 80% of all viewers report having seen these meetings. This program was followed by *The Mayor's Hour* seen by almost 60% of all CTTV viewers and *Friday Extra! Concert Series* seen by almost half. *Spotlight Tampa* and *Wildlife at Tampa's Lowry Park Zoo* have both been seen by more than one-third of CTTV viewers.
- In general, viewers have a very high regard for CTTV and the services provided by it. Specifically:
  - All five "report card" service statements tested received grades of "A" from 30% or more of all CTTV viewers with one statement, *provides a valuable community service*, receiving an "A" grade from half of all viewers. A significant increase over 2007 levels.
  - 60% or more of all viewers gave a grade of "A" or "B" to all five statements tested. Two statements, *provides a valuable community service* and *provides programming that deals with local issues* received a grade of "A" or "B" from over 70% of all CTTV viewers, again a significant improvement over 2007 levels.
  - Less than 5% of all viewers gave a grade of "E" to any statement tested.
- When asked how interested they would be in watching each of 10 different categories of programming, all subscribers are most interested in watching *emergency information* followed by *neighborhood information* and *programs about Tampa's history* for CTTV viewers with the last two programming categories reversed for non-viewers. Viewers are also interested in *election programming* and *children's programs*; non-viewers are interested in *senior programs* and *election programming*.
- Three-fourths of all respondents have access to a computer that they use to access the Internet:
  - About 8% of these computer users report having seen the CTTV website, a slight increase over 2007 levels.
  - Almost one-fourth either would or might be interested in watching archived CTTV programs on-line.
  - About 5% either would or might be interested in downloading CTTV programs to an IPOD or similar device for viewing.
- About 60% of all subscribers have a high definition television.

## General Awareness & Knowledge of CTTV

Over half of all cable subscribers (52.7%) are “aware that the City of Tampa has a cable television channel called City of Tampa Television or CTTV;” a decrease from 2007 levels, in line with awareness levels measured in 2004 and significantly above levels measured in 2001.

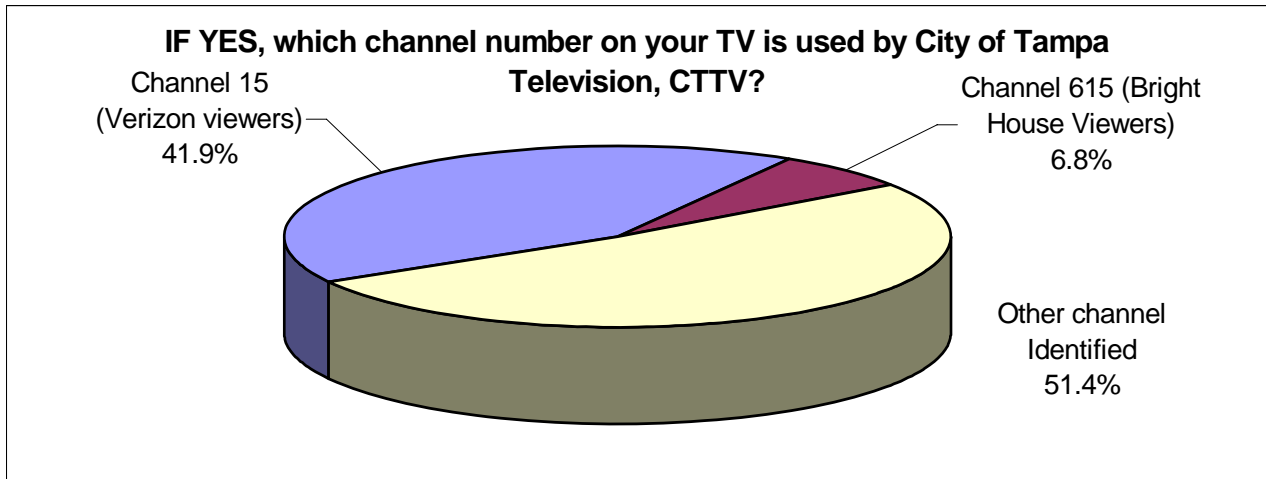
However this decrease, while statistically significant, is not unexpected. In December of 2007, City of Tampa Television was relocated from channel 15 on the Bright House Networks cable lineup to channel 615. As Bright House Networks accounts for well over half of all cable subscriber households in the City of Tampa, the disruption and confusion caused by this channel change has been material. The graph below illustrates.



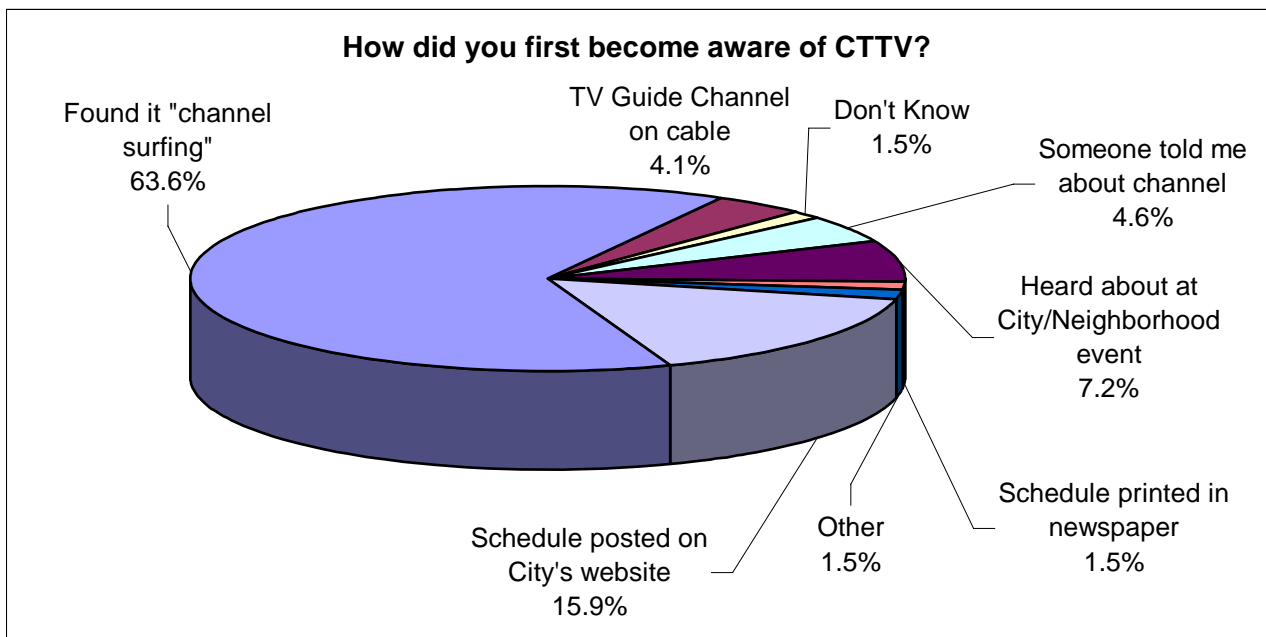
Those subscribers who are aware of CTTV were then asked if they could recall which channel number is used by it. 23.4% of these respondents said they could recall the channel number.

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As shown by the graph below, just under half (48.7%) of these respondents did, in fact, correctly identify channel 15 (41.9%) or channel 615 (6.8%).

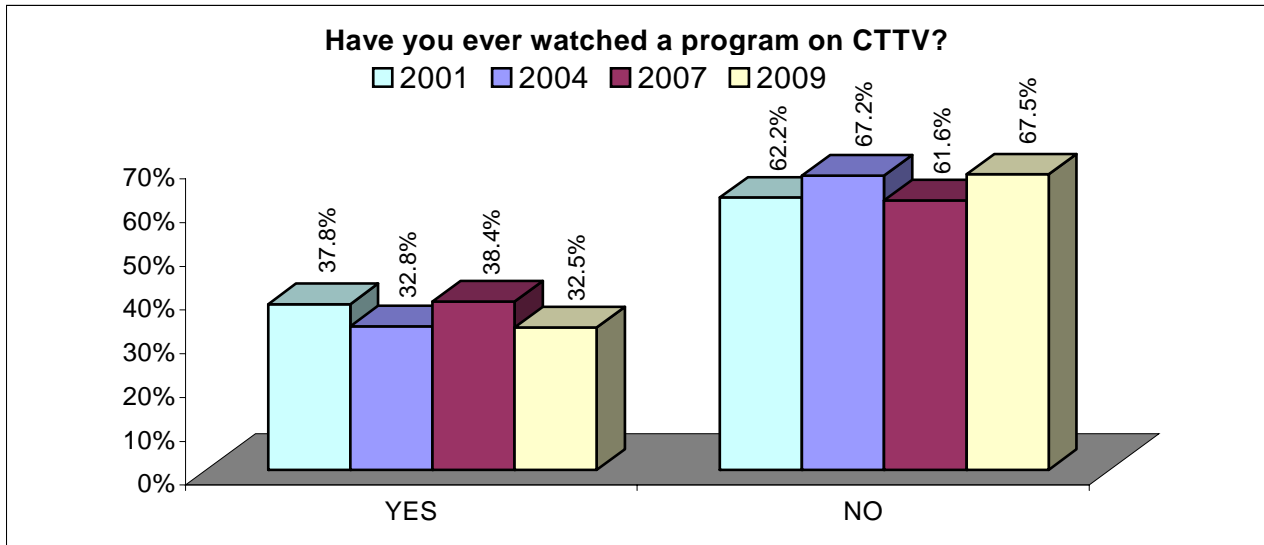


Subscribers who are aware of CTTV were then asked how they first became aware of it. As shown below, 63.6% of viewers first “found” CTTV by “channel surfing.” 15.9% became aware of CTTV on the City website, while 7.2% "heard about it at a City related event."



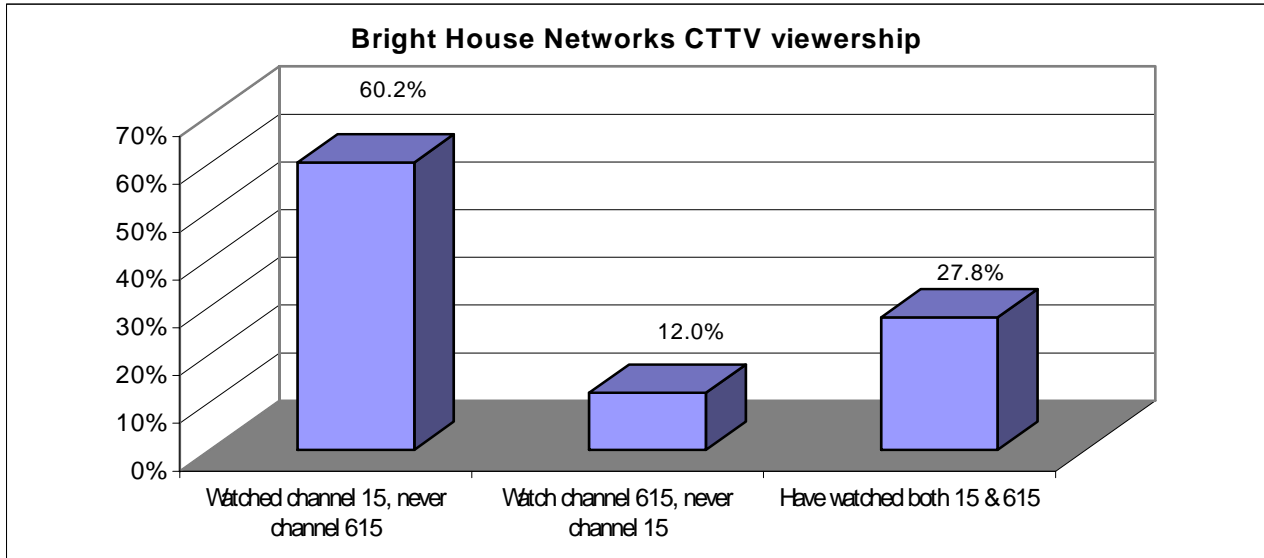
## Viewership of CTTV

As shown below, 32.5% of all subscribers said that they had watched programming on CTTV, City of Tampa Television.”

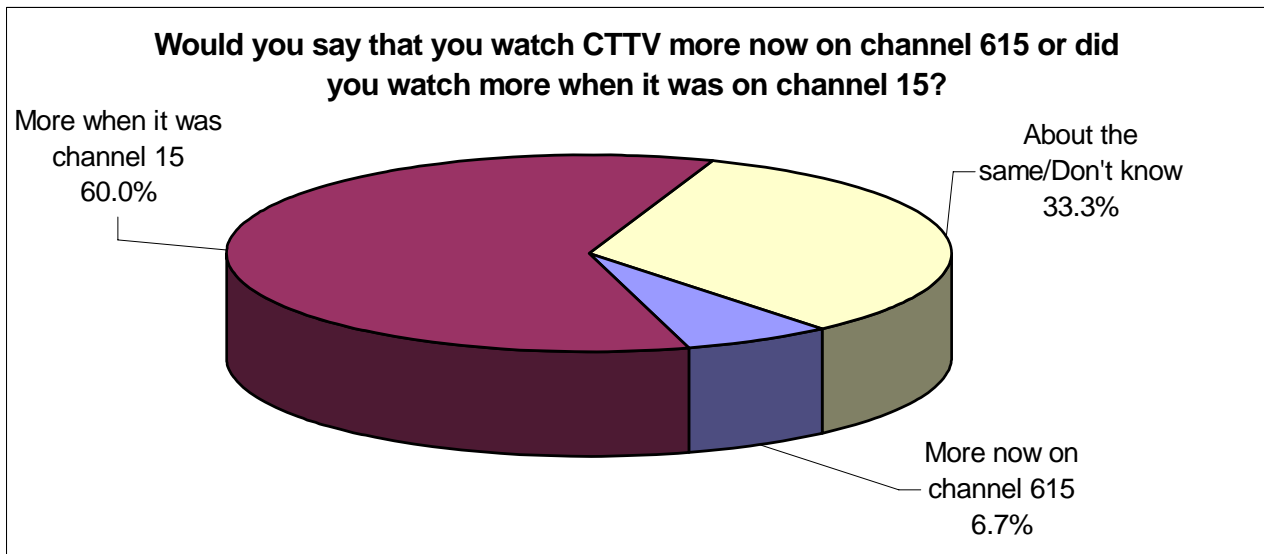


While this is a decrease from 2007 levels, due to the Bright House Networks channel relocation discussed above, it is not unexpected. Further, to better understand and help to quantify this channel relocation issue, additional questions and analysis were conducted on CTTV viewers on the Bright House Networks cable system.

As shown by the graph on the following page, 60.2% of Bright House Networks subscribers who have watched CTTV programming did so when CTTV was channel 15 but have not watched CTTV on channel 615, while just 12% have watched channel 615 but not channel 15. The balance have watched CTTV programming on both channels.

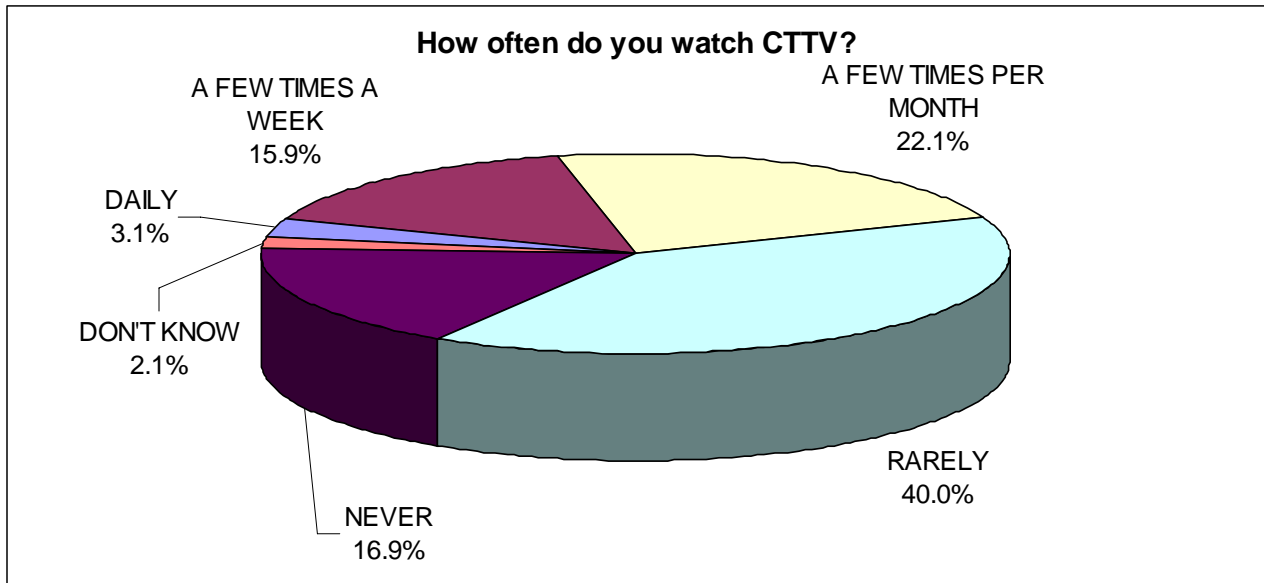


An additional question was asked of those Bright House viewers who have watched CTTV programming on both channels 15 and 615. As shown below, 60% of these CTTV viewers watched "more when it was on channel 15."



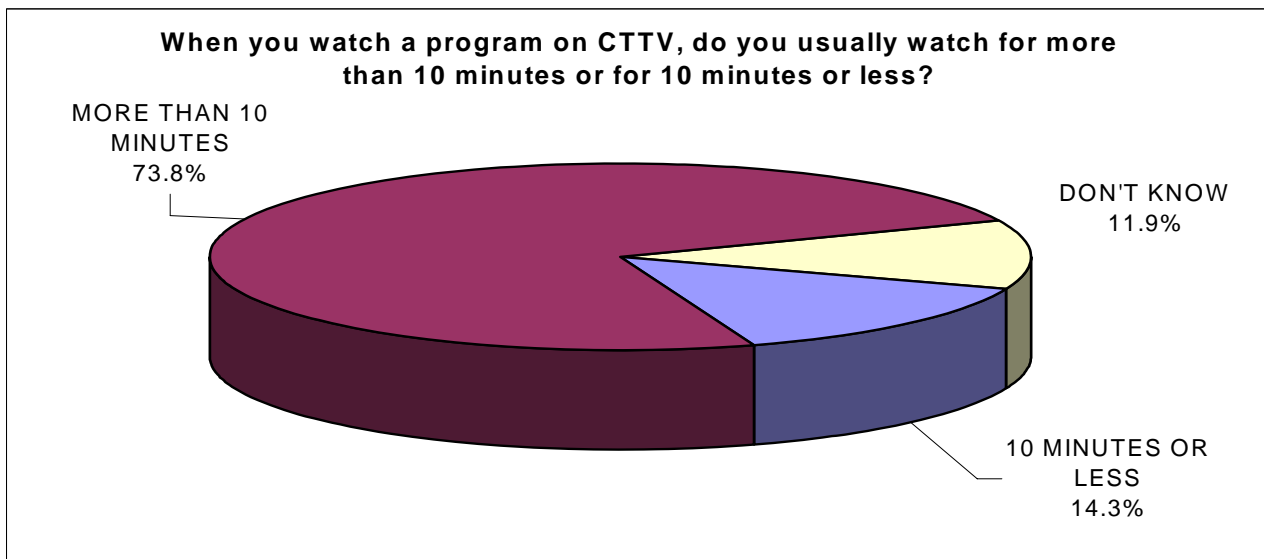
Viewers of CTTV on both Bright House Networks and Verizon were then asked several questions about their viewership patterns and habits. 19% of these viewers

watch CTTV "daily" (3.1%) or "a few times per week" (15.9%) and over four out of 10 (41.1%) watch at least "a few times per month."



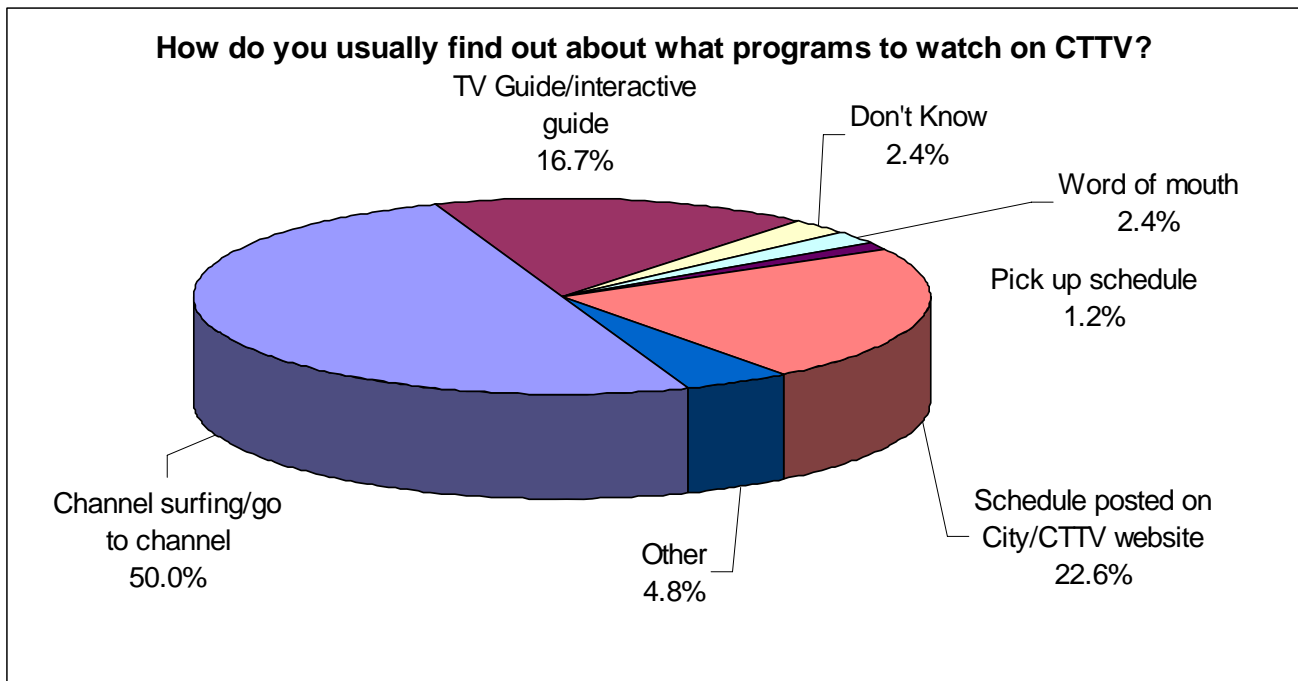
46.4% of all viewers usually watch CTTV between 5pm and 11pm, 10.7% watch between 8am and noon, while another 10.7% watch between noon and 5pm. One fourth "watch at different times."

As shown below, when viewers watch a program on CTTV almost three-fourths (73.8%) usually watch for more than 10 minutes.



This shows that the vast majority of viewers aren't simply "clicking through" CTTV to get to another channel or using it as a "pit stop" while the channel they are viewing has a commercial break, but rather programming on the channel has captured their attention and they have settled in to watch for a period of time.

Finally, half of all CTTV viewers "channel surf" to find out what programs to watch, while almost one-fourth (22.6%) use the City/CTTV website. 16.7% use the TV Guide Channel or interactive guide on their cable system. The graph below illustrates.



Viewers were then asked if they had ever watched each of 14 different programs on CTTV and if so, whether they watch the program regularly. *Tampa City Council Meetings* is the program seen by more viewers than any other, as 82.7% of all viewers say they have seen it with 17.9% of them saying they watch City Council meetings regularly.

This program was followed by *The Mayor's Hour* and *Friday Extra! Concert Series* seen by 58% and 45.7%, respectively, of CTTV viewers. *Spotlight Tampa* and *Wildlife at Tampa's Lowry Park Zoo* have been seen by at least one-third of CTTV viewers (40.1% and 34.6%, respectively).

About one-fourth of CTTV viewers have seen *City of Tampa News Conferences* (28.4%) and *First Look at Tampa's Redevelopment* (23.5%). *Que Pasa Tampa?* and *Ybor Flavors* have both been seen by 18.5% of all CTTV viewers.

*On Scene with Tampa Fire Rescue*, *On Duty with the Tampa Police Department*, and *Focus on the Basics* have been seen by 15.4%, 13.6% and 13.6%, respectively, of all CTTV viewers.

Finally, a little over one out of 10 CTTV viewers have seen *Mayor's Book Talk* (11.7%) and *From the Corps* (10.5%). The table on the following page illustrates these findings.

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**QUESTIONS 17 -- 30**

**O.K., now I'm going to read a short list of regular programs that are shown on CTTV. After each, please tell me if you have ever watched the program. IF YES, do you watch this program on a regular basis?**

*Ranked by Total Viewership- Most to Least  
(combined Seen , Watch Regularly % + Seen, Don't Watch Regularly %)*

	Seen, Watch Regularly	Seen, Don't Watch Regularly	Haven't Seen	Don't Know or Don't Remember
Tampa City Council Meetings	29 17.9%	105 64.8%	27 16.7%	1 0.6%
The Mayor's Hour	15 9.3%	79 48.8%	63 38.9%	5 3.1%
Friday Extra! Concert Series	23 14.2%	51 31.5%	82 50.6%	6 3.7%
Spotlight Tampa	9 5.6%	56 34.6%	88 54.3%	9 5.6%
Wildlife at Tampa's Lowry Park Zoo	9 5.6%	47 29.0%	105 64.8%	1 0.6%
City of Tampa News Conferences	5 3.1%	41 25.3%	110 67.9%	6 3.7%
First Look at Tampa's Redevelopment	13 8.0%	25 15.4%	117 72.2%	7 4.3%
Ybor Flavors	4 2.5%	26 16.0%	130 80.2%	2 1.2%
Que Pasa Tampa?	4 2.5%	26 16.0%	130 80.2%	2 1.2%
On Scene with Tampa Fire Rescue	2 1.2%	23 14.2%	136 84.0%	1 0.6%
On Duty with the Tampa Police Department	7 4.3%	15 9.3%	135 83.3%	5 3.1%
Focus on the Basics	7 4.3%	15 9.3%	136 84.0%	4 2.5%
Mayor's Book Talk	4 2.5%	15 9.3%	139 85.8%	4 2.5%
From the Corps	1 0.6%	16 9.9%	139 85.8%	6 3.7%

## **Attitudes about CTTV Services, Importance & Value**

CTTV viewers were given a series of statements and asked to grade how well each statement described “the services provided by CTTV.” An A,B,C,D,E grading scale was used with an “A” meaning “extremely well” and an “E” meaning “not at all.”

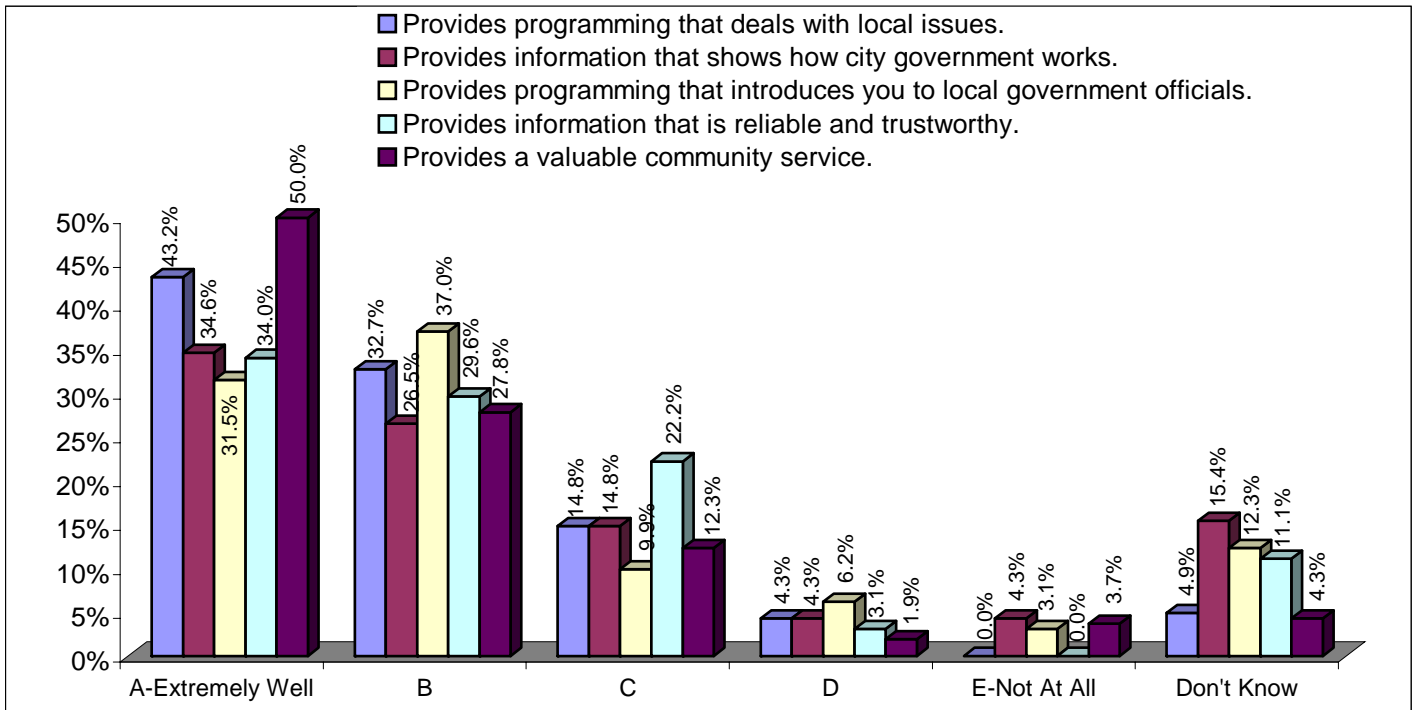
In general, viewers appear to have an extremely high regard for CTTV and the services provided by it. More than 30% of CTTV viewers gave a grade of “A” when asked to grade each of the five statements tested with one statement, *provides a valuable community service*, receiving an “A” grade from fully half of all viewers. This is a significant improvement from already high levels measured in previous surveys. By contrast, no statement tested received a grade of "E" from more than about 5% of CTTV viewers.

When combining the "A" and "B" grades, over 60% of all viewers gave a grade of “A” or “B” to all five statements tested, again, a significant improvement over levels measured in the 2007 survey . Two statements tested, *provides a valuable community service* and *provides programming that deals with local issues*, received a grade of “A” or “B” from over 70% of all CTTV viewers.

The graph on the following page illustrates.

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**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 CTTV.**



## Opinions about Future Programming Content

All 600 respondents were asked to rate their level of interest in each of a series of programming categories on a scale of 1 to 5 with a “5” being “very interested” and a “1” being “not interested at all.” The programming category receiving the greatest level of interest, generally, and across all subgroups is *emergency information* with 44.7% of all respondents giving it a "5-Very Interested" rating. When combining the “5-Very Interested” rating and the “4” rating to gauge a more general level of interest, again, *emergency information* is the programming category receiving the greatest level of general interest as about six out of 10 (60.2%) of all respondents rated it a "5" or a "4."

Following *emergency information* in general levels of interest ("5-Very Interested" and "4" ratings combined) are *neighborhood information & issues* (54.3%), *candidate debates & election information* (45%) and *programs about Tampa's history* (44%).

In addition, to better understand viewership dynamics and to facilitate management discussion of future audience and viewership growth for CTTV, analysis was conducted by dividing the sample into three separate groups, as follows.

The first group are respondents who have seen programming on CTTV. These “viewers” of CTTV account for 195 respondents out of the total of 600 and represent 32.5% of the sample. The second group are respondents who are aware of CTTV, but are not viewers. These respondents who are “aware but non-viewers” of CTTV account for 162 respondents out of the total of 600 and represent 27% of the sample. The third group are respondents who are both unaware of CTTV and are not viewers. These respondents who are “unaware & non-viewers” of CTTV account for 243 respondents out of the total of 600 and represent 30.4% of the sample.

CTTV Viewership Study - 2009

When looking at these subgroups, substantial commonality emerges especially between those who are "viewers" and those who are "aware but non-viewers" as both groups appear interested in similar programming categories. This commonality of interest can be seen, for example, by looking at the top five programming categories for all three subgroups ranked both by percent giving a "5" or "very interested" answer and by combining the "4" and "5" answers to gauge a more general level of interest. The tables below illustrate.

**Viewers                      Aware / Non-viewers      Unaware / Non-viewers**

**Ranking based upon % giving a "5-Very Interested" rating**

1. Emergency Information 42.6%	1. Emergency Information 47.5%	1. Emergency Information 44.4%
2. Tampa History Prgms 39.5%	2. Tampa History Prgms 31.5%	2. Senior programming 26.7%
3. Neighborhood Info 38.5%	3. Neighborhood Info 29%	3. Neighborhood Info 26.3%
4. Candidate/Election Info 33.3%	4. Candidate/Election Info 23.5%	4. Health & Fitness Prgms 23.9%
5. Health & Fitness Prgms 20.5%	5. Health & Fitness Prgms 16%	5. Military News 21.4%

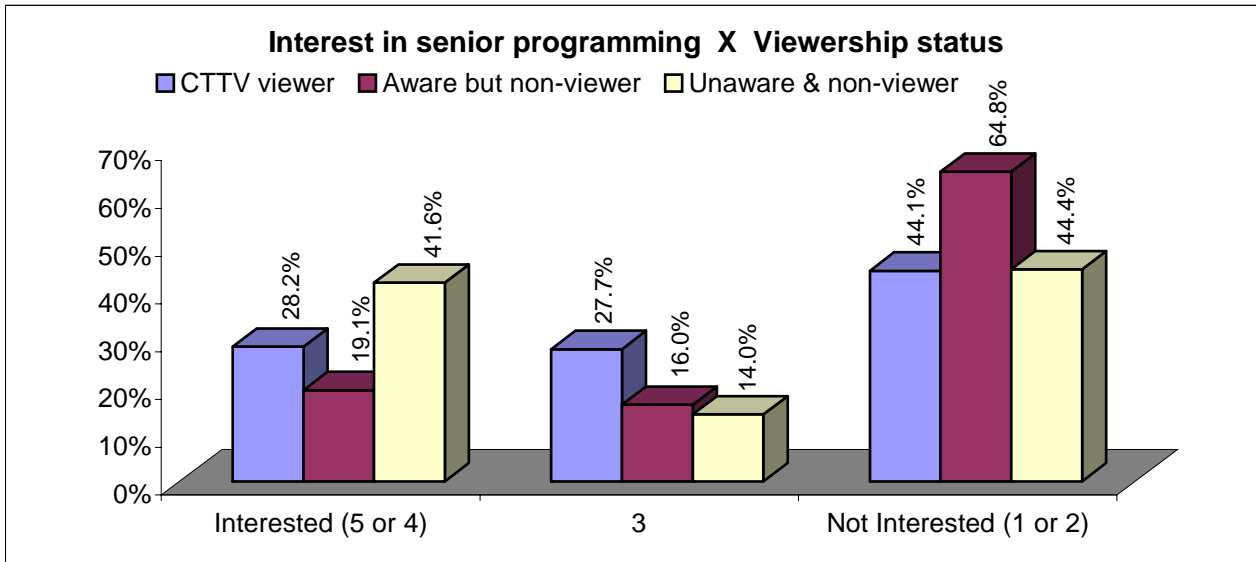
**Ranking based upon % giving a "5-Very Interested" or "4" rating**

1. Emergency Information 60.5%	1. Emergency Information 57.4%	1. Emergency Information 61.7%
1. Neighborhood Info 60.5%	2. Neighborhood Info 48.8%	2. Neighborhood Info 53.1%
3. Tampa History Prgms 57.9%	3. Tampa History Prgms 42%	3. Senior programming 41.6%
4. Candidate/Election Info 55.9%	4. Candidate/Election Info 41.4%	4. Health & Fitness Prgms 39.1%
5. Health & Fitness Prgms 38.5%	5. Health & Fitness Prgms 30.9%	5. Candidate/Election Info 38.7%

As noted previously and as can be seen above, respondents across all three subgroups in both tables are most interested in *emergency information*, followed by *neighborhood information & issues*.

## CTTV Viewership Study - 2009

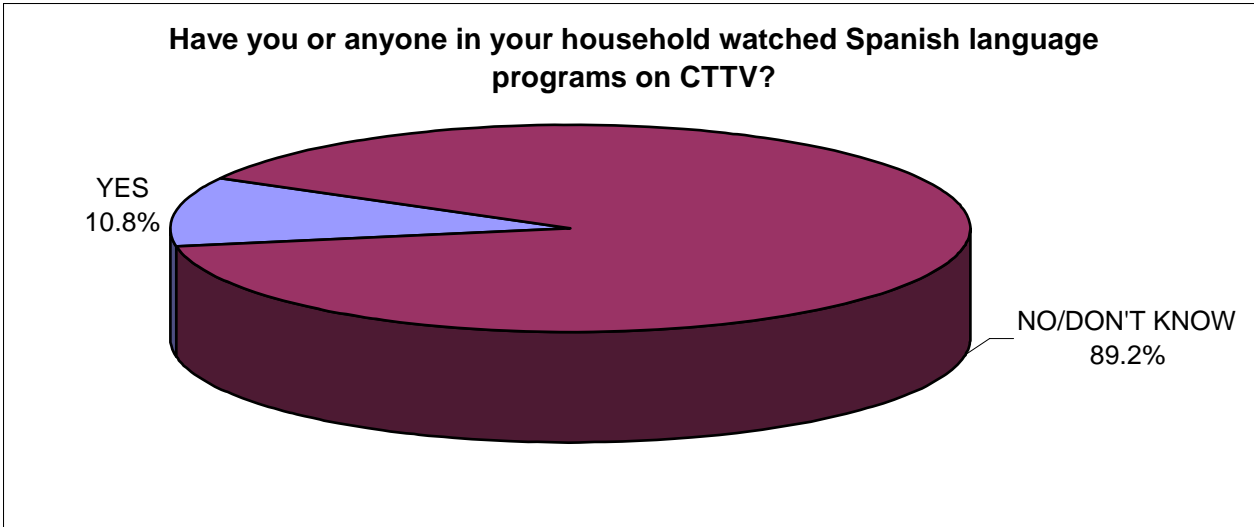
However, differences in category interest do emerge, especially among those who are "unaware & non-viewers" as *retired persons & senior citizen programs* and *military news* both appear to hold greater interest with these respondents than with those who are aware of CTTV. The graph below illustrates.



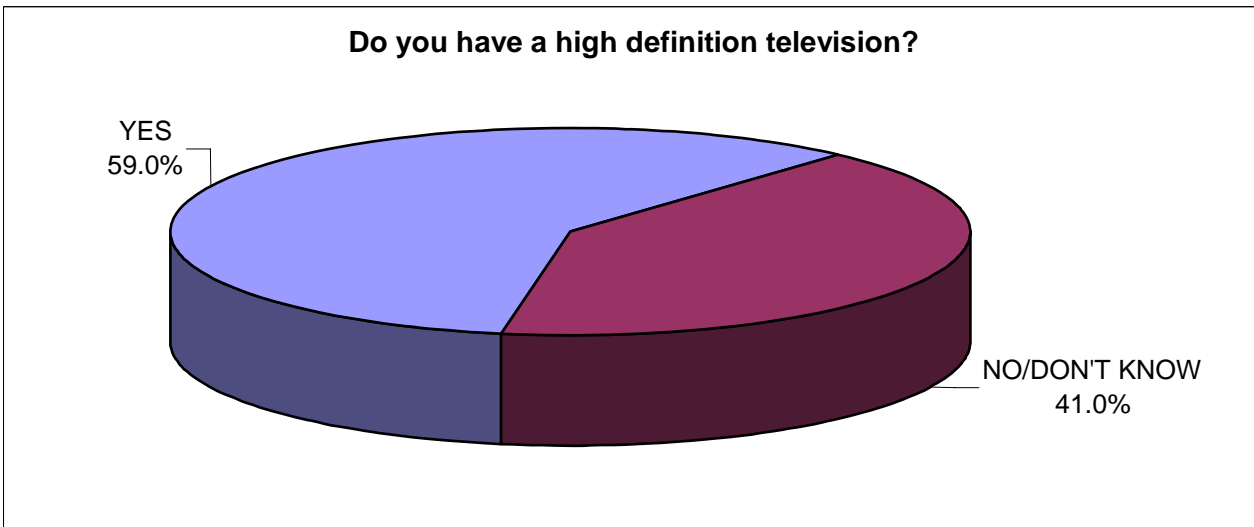
Finally, respondents were then given the opportunity to name a particular type or category of programming not mentioned. 22.3% mentioned programming they would like to see. All responses can be seen under Tab 3. Generally, however, localized community and City programming, e.g., city services, local events & attractions, local sports, etc. appear to be most popular.

## Spanish Language Programming/ HDTV Ownership

As shown below, 10.8% of all subscribers say they or someone in their household have watched Spanish Language programming on CTTV.

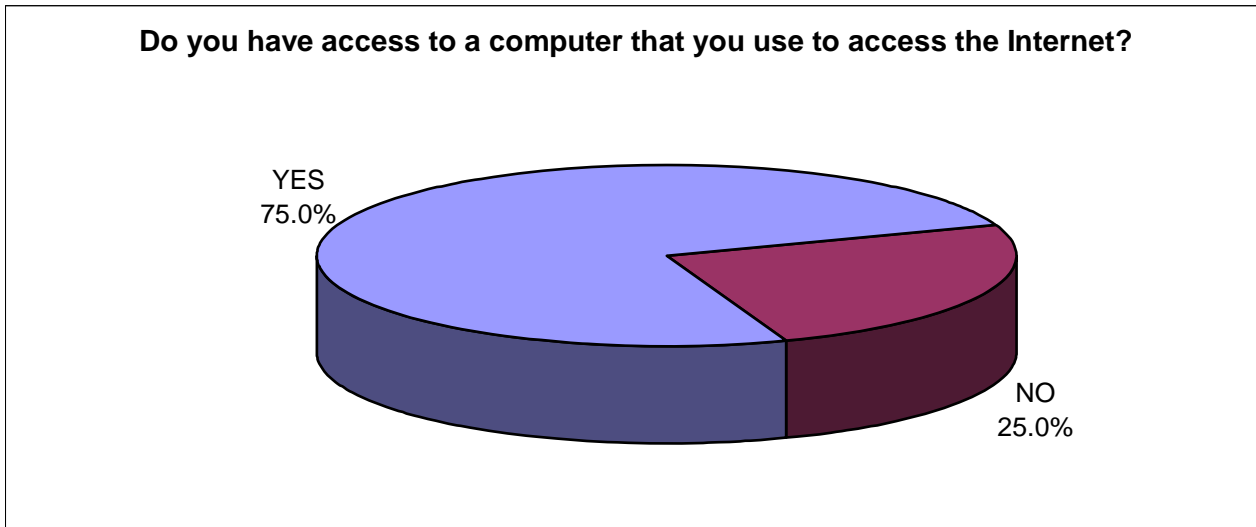


Almost six out of 10 (59%) of all subscribers have a high definition television. The graph below illustrates.



## Computer & Internet Awareness & Use

Three-fourths (75%) of all respondents have access to a computer that they use to access the Internet.

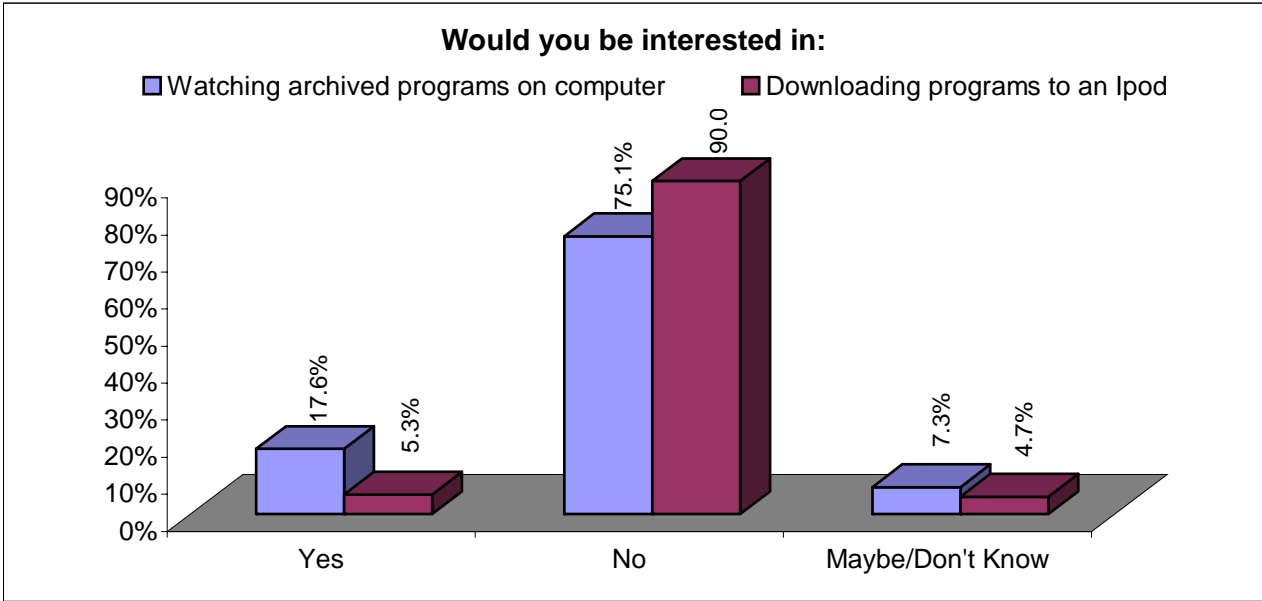


Several questions were then asked of these respondents. First, 7.6% of these respondents who access the Internet have seen the CTTV website, a slight increase over the 2007 viewership survey. 29.4% of those who have seen the CTTV website first became aware of it by "surfing." 20.6% found it from a link on the City of Tampa website and 14.7% found it from a search engine.

20.6% of those who have seen the CTTV website have watched CTTV as a streaming video.

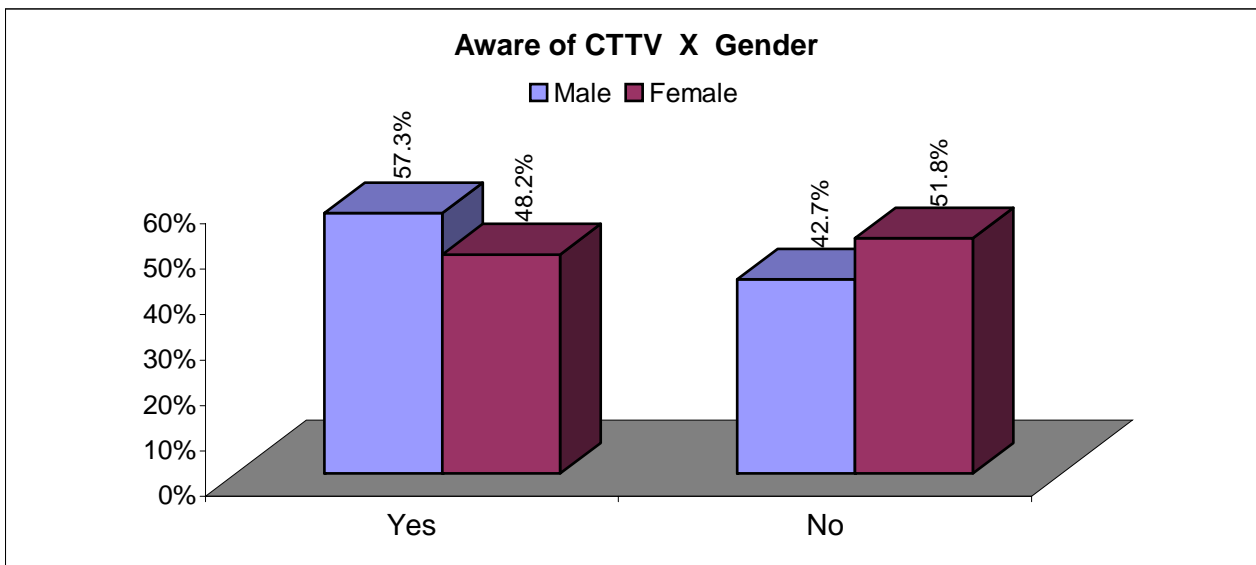
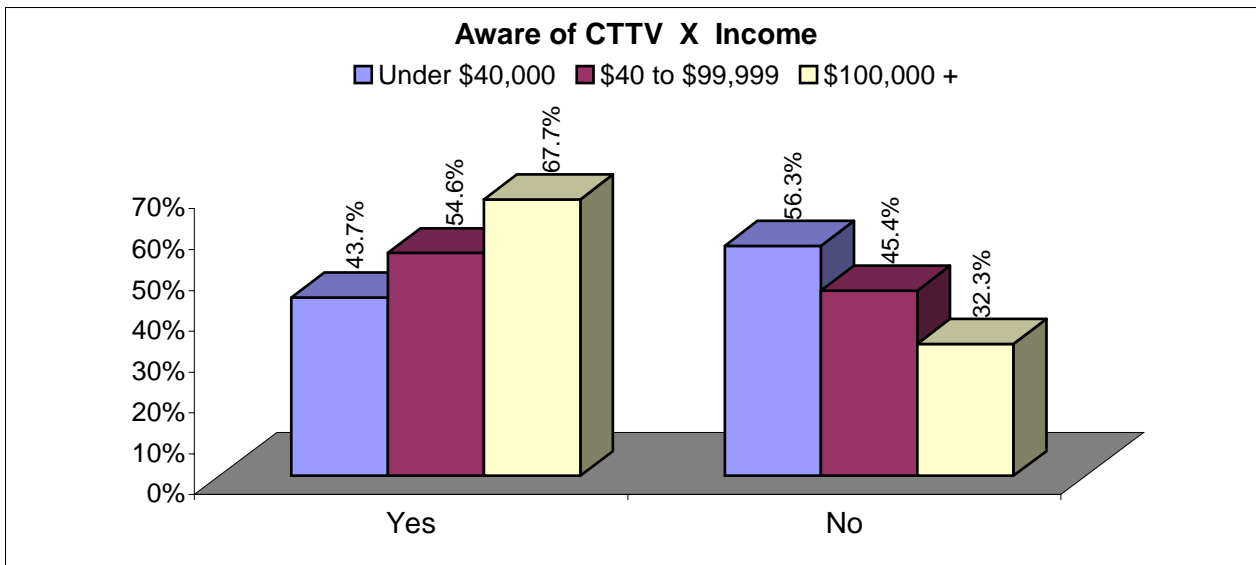
24.9% of all respondents with a computer either would be interested (17.6%) or might be interested (7.3%) in watching archived CTTV programs. 10% either would be interested (5.3%) or might be interested (4.7%) in downloading and viewing CTTV programs on an Ipod or similar portable device. The graph below illustrates.

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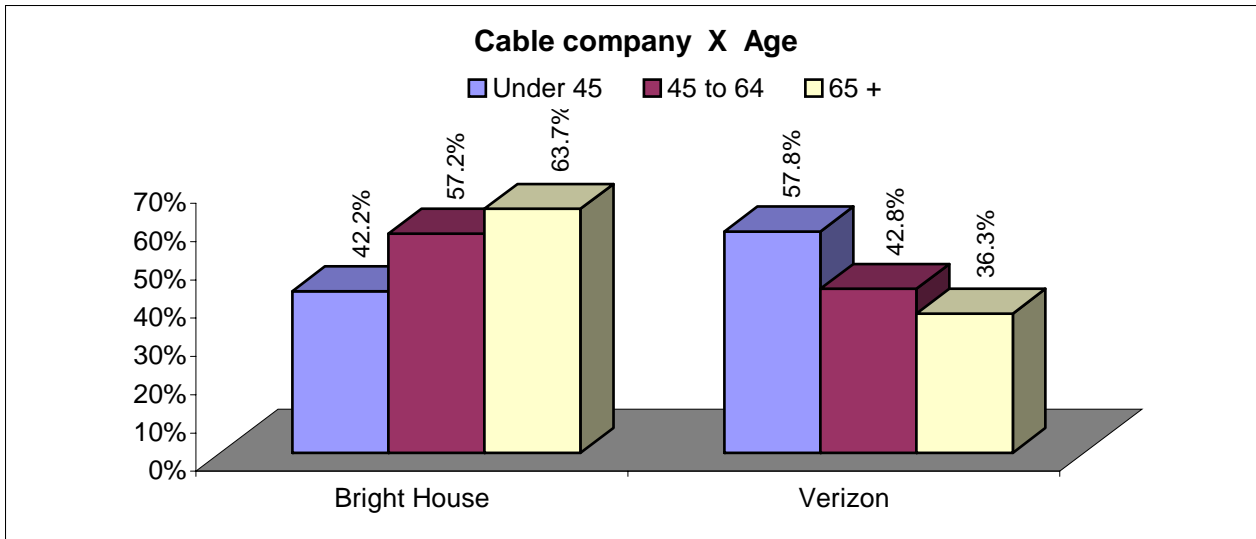
## Demographics

Several demographic questions were asked of all survey respondents so that the interviews could be grouped and some commonality found among these demographic groupings. For example, as shown in the two graphs below and consistent with the 2007 viewership survey, respondents reporting higher levels of income and male respondents are both more likely to be aware of CTTV.

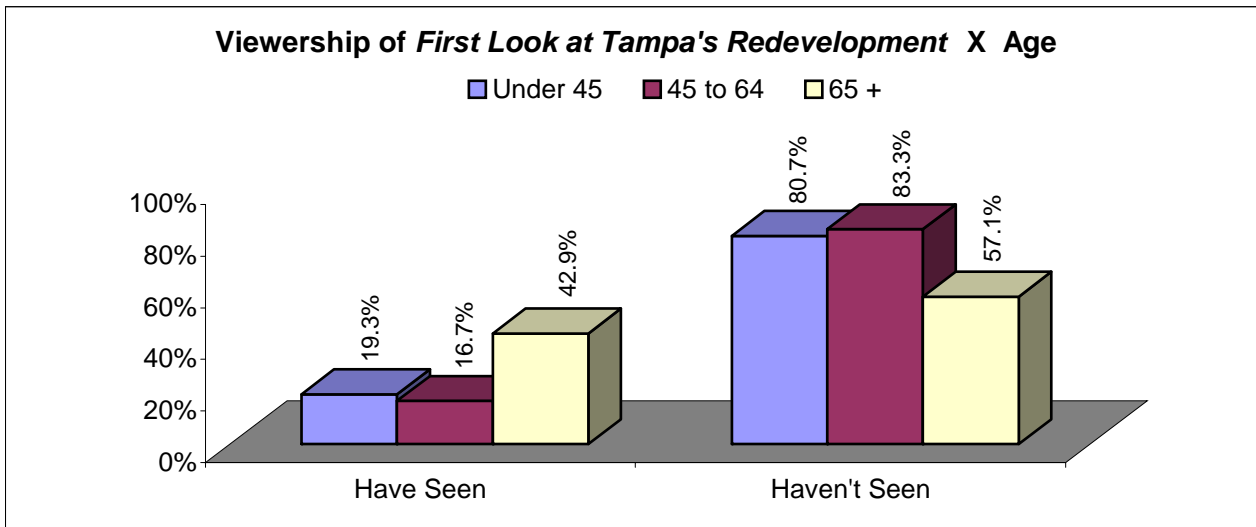


## CTTV Viewership Study - 2009

As shown below, younger respondents are more likely to be Verizon FiOS subscribers.

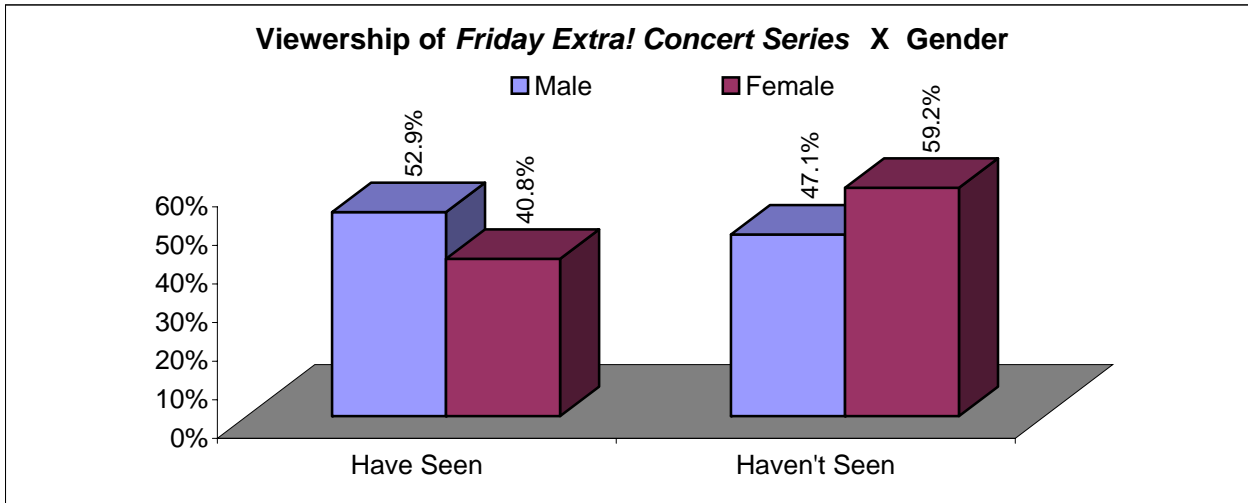


Older viewers, generally, appear to more regularly watch specific CTTV programs than younger CTTV viewers. The graph below is representative.

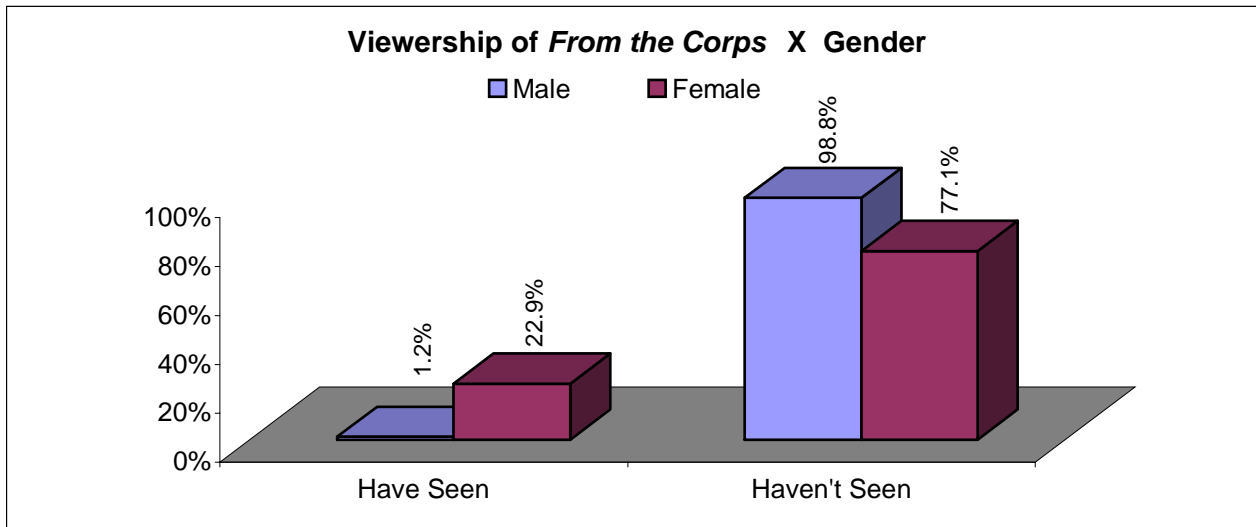


Male viewers appear to more regularly watch *Friday Extra! Concert Series* and *Spotlight Tampa*. The graph on the following page illustrates.

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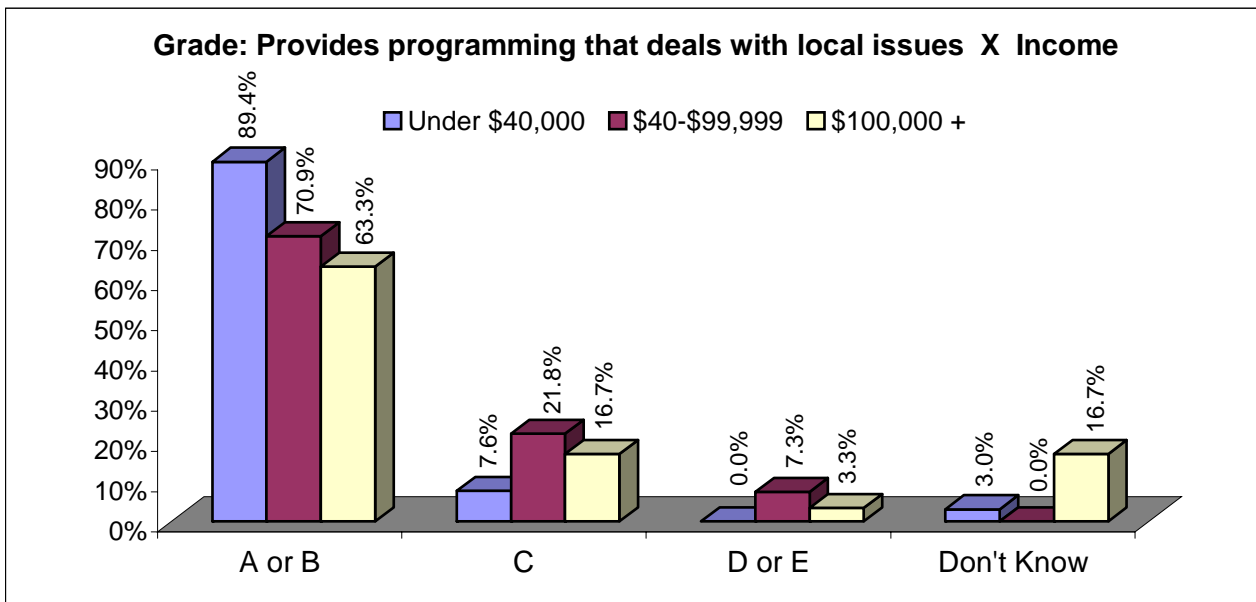
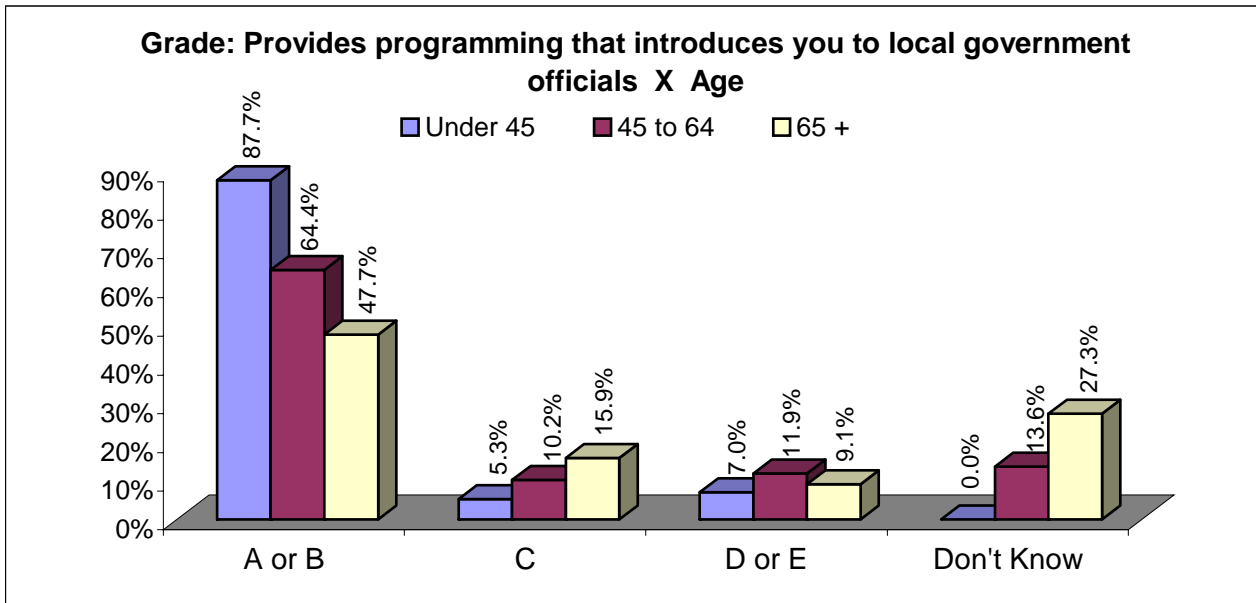


Female viewers appear to more regularly watch *From the Corps*, *Mayor's Book Talk*, *Ybor Flavors*, *On Duty with the Tampa Police Department* and *City of Tampa News Conferences*. The graph below is representative.

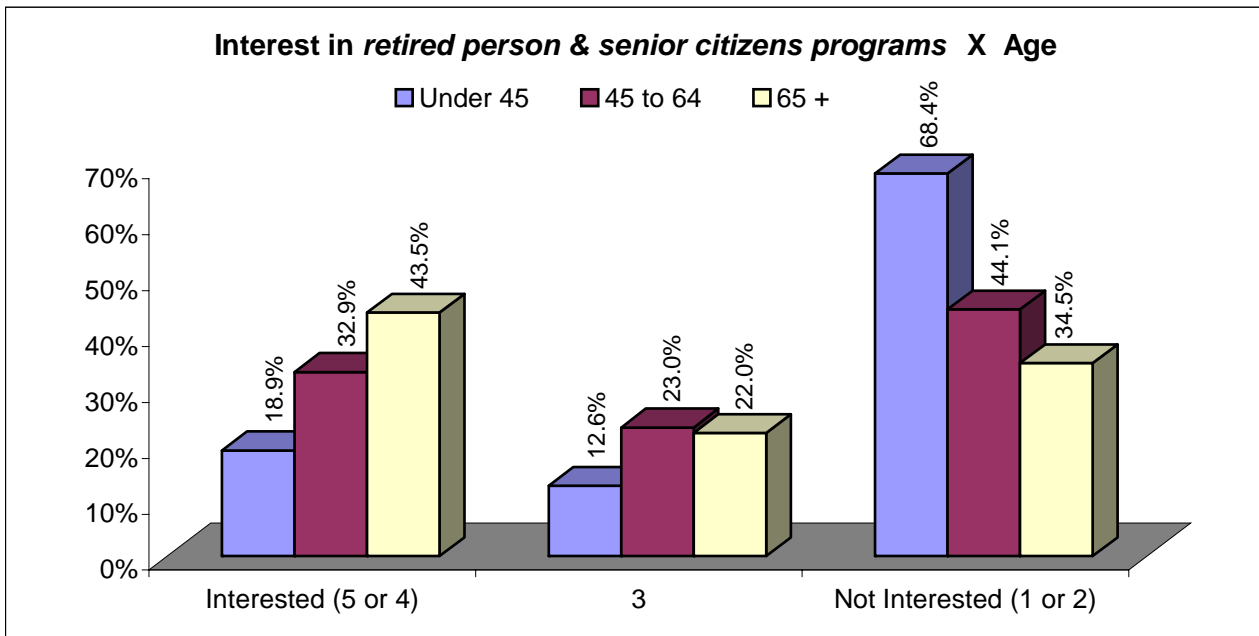
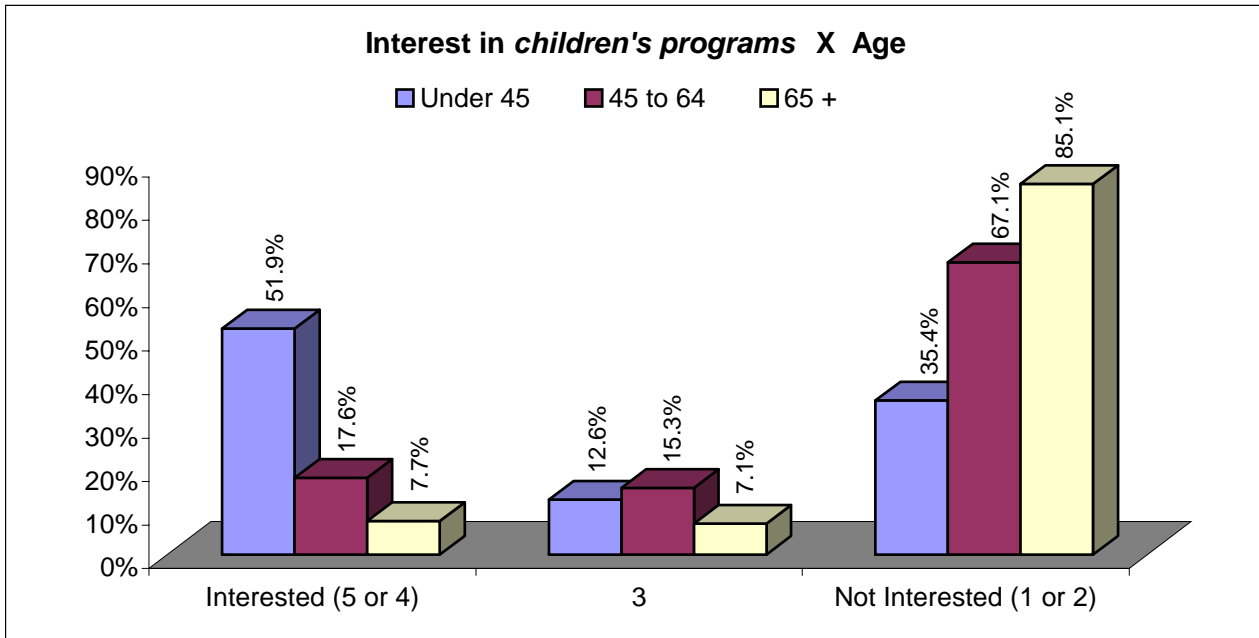


Younger viewers and viewers reporting lower levels of household income, generally, give higher grades to how well CTTV provides each of the five services tested. The graphs on the following page are representative.

CTTV Viewership Study - 2009

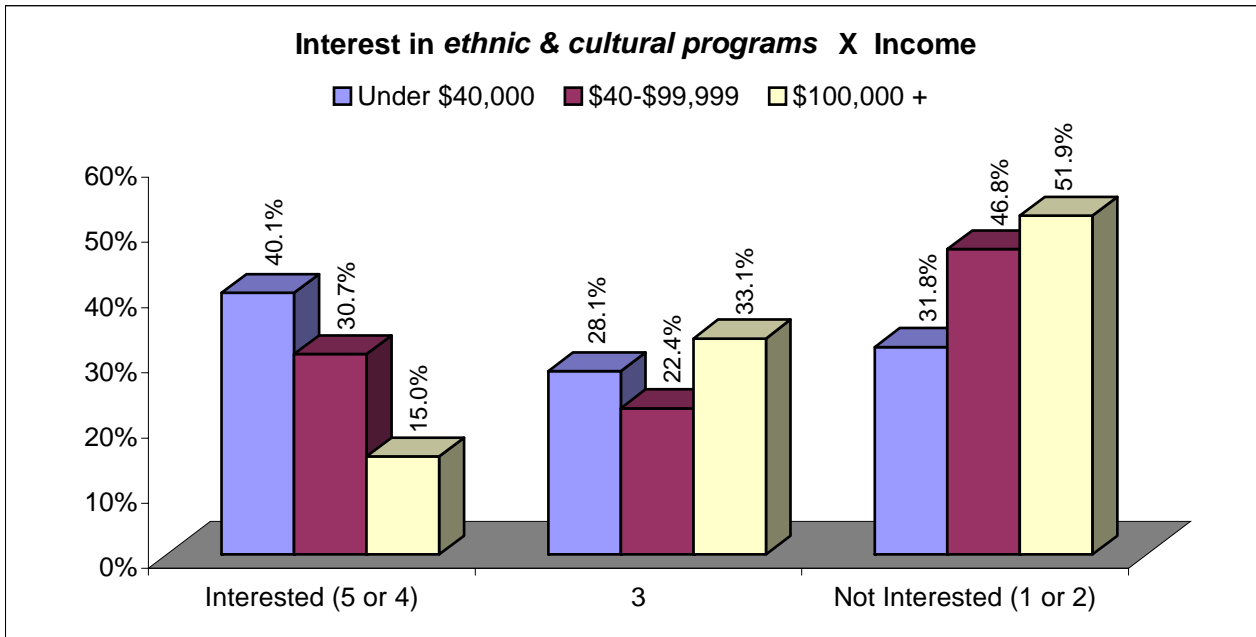


Consistent with expectations and the 2007 viewership survey, younger respondents are more interested in the programming category: *children's programs*, while older respondents are more interested in the programming category: *retired persons & senior citizens programs*. The graphs on the following page illustrate.

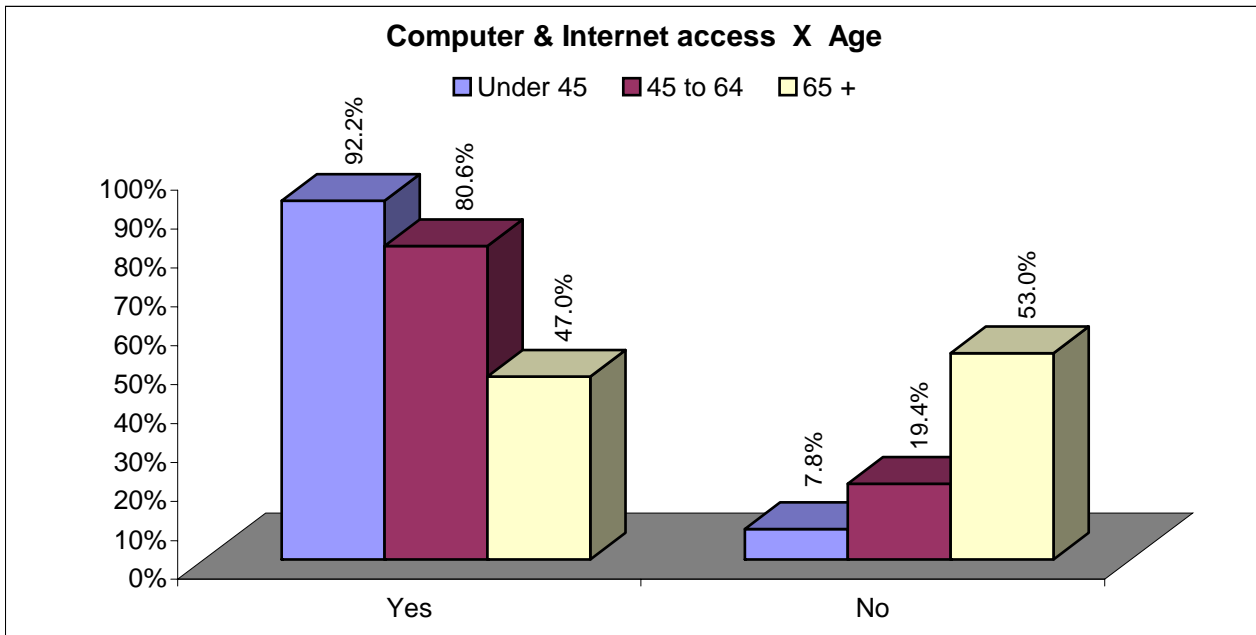


Respondents living in households with less than \$40,000 in household income appear to be more interested in: health & fitness programming, ethnic & cultural programming, children's programming and senior programming. The graph on the following page is representative.

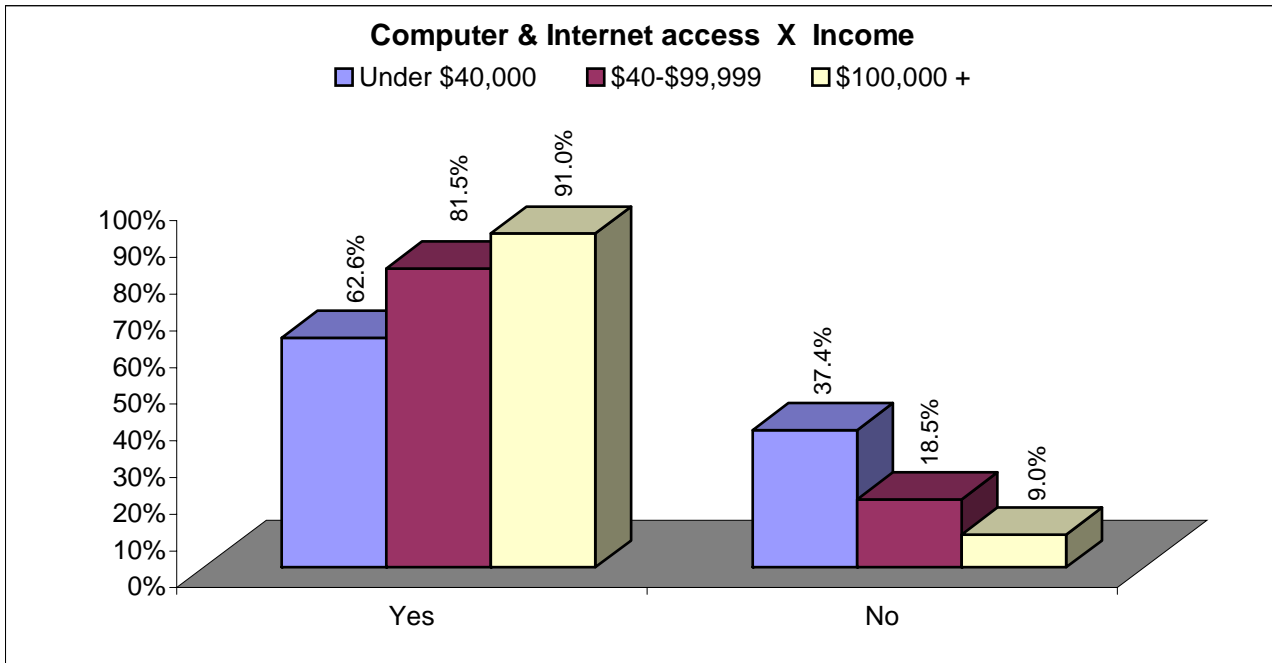
CTTV Viewership Study - 2009



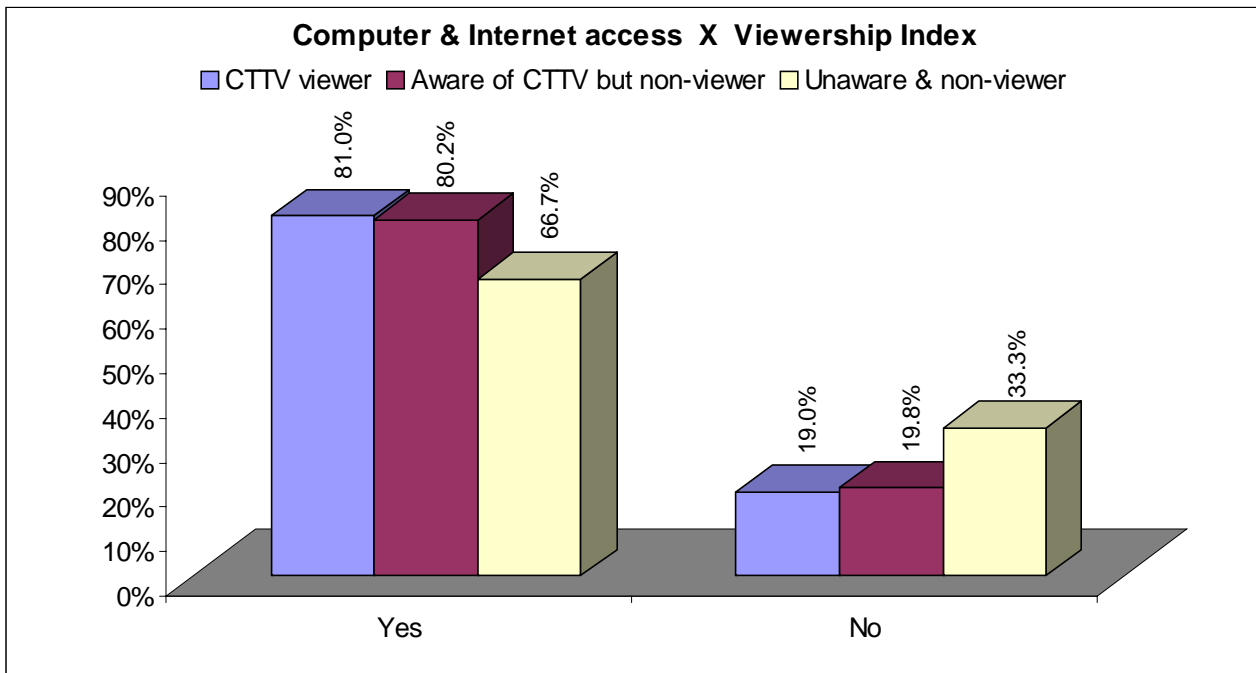
As shown below and on the following page, younger respondents and respondents reporting higher levels of household income are more likely to have access to a computer with Internet access.



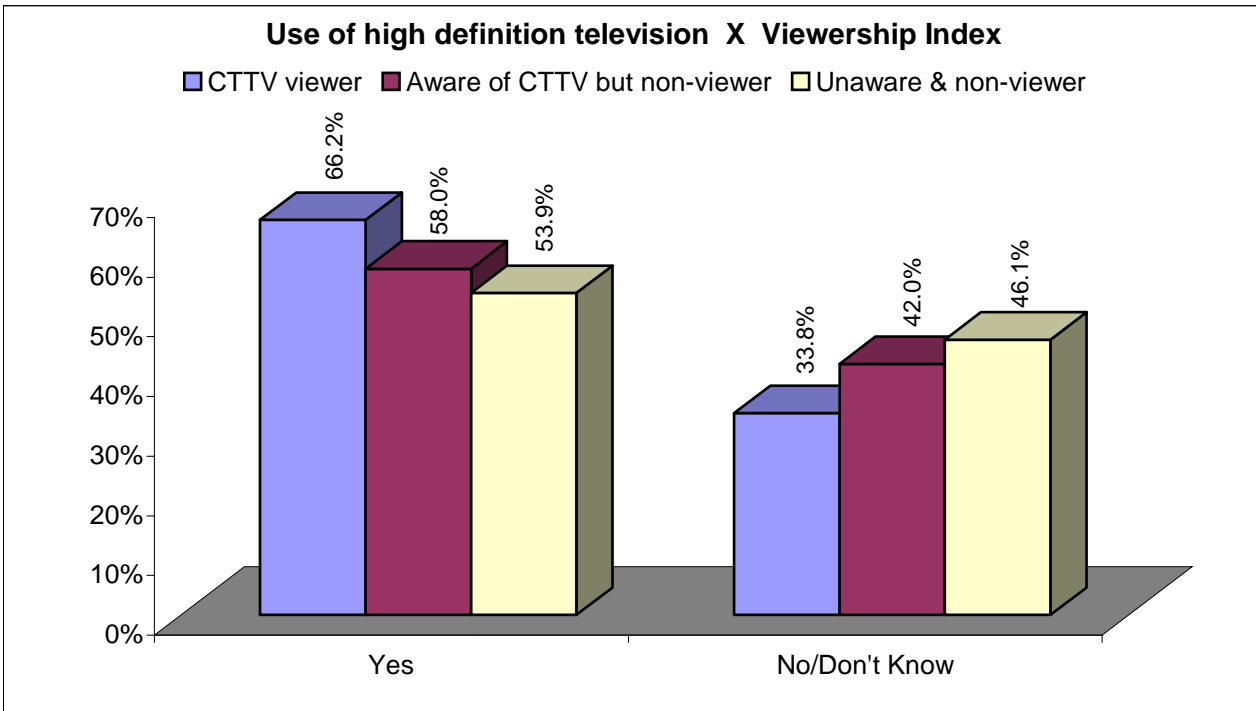
## CTTV Viewership Study - 2009



Finally, as shown by the graphs below and on the following page, subscribers who are CTTV viewers or are aware of CTTV are more likely to have access to a computer to access the Internet and are more likely to have a high definition television.



### CTTV Viewership Study - 2009



A complete listing of frequencies for all questions can be found under Tab 3. Cross Tabulation tables can be found under Tab 4.

## **Conclusion**

As with previous viewership surveys, this 2009 Viewership Survey of cable subscribers in the City of Tampa reveals a substantial, knowledgeable and satisfied base of viewers for CTTV. To be sure, there are interesting and useful differences and distinctions to be drawn from a comparison of this survey with those conducted previously, some of which are highlighted in this report. However, it should be remembered that these differences and distinctions take place within the overall context of a community and viewership base indicating it is being well served by and largely satisfied with City of Tampa Television.

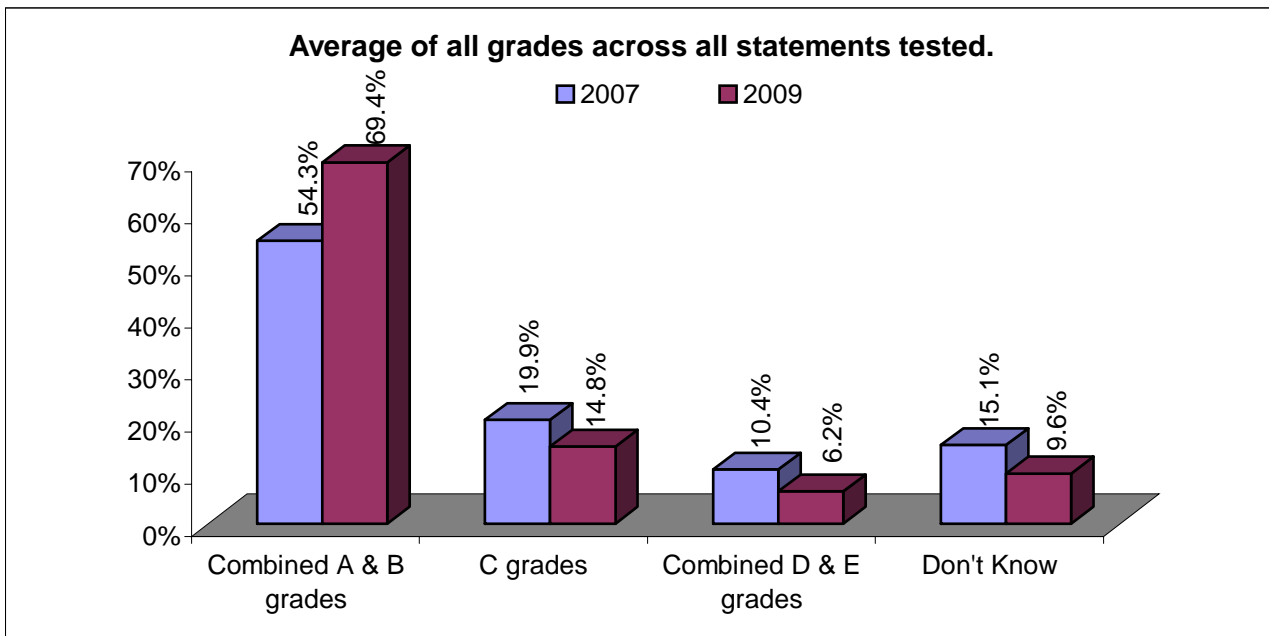
While viewership and awareness levels have dipped from 2007 levels, they have done so on the heels of a major disruption in the day to day viewership habits and behaviors of many CTTV viewers. In December of 2007, CTTV was moved from channel 15 to channel 615 on the Bright House Networks channel lineup.

It is, therefore, important and useful to view current viewership and awareness levels in this environment and recognize these dips in viewership as relative and explainable. Just as a popular Main Street restaurant must rebuild its customer base after relocation to a suburban shopping mall, so too, must CTTV work to recapture those viewers who once watched but are not currently viewing on the higher "suburban" channel location, as well as, continue efforts to attract new viewers. Given the successful CTTV efforts to increase viewership and awareness in the past, it is reasonable to expect gains in the future as continued marketing and public education efforts take place.

It is also important to note that viewership levels in the mid 30% range and awareness levels in the mid 50% range represent very good solid levels. Tens of thousands of Tampa households are aware of and continue to watch City of Tampa Television.

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Further, it is clear that viewers, on balance, continue to value the services and approach employed by CTTV. Indeed, these viewers appear to approve of and value the job CTTV is doing to an even greater extent than shown in previous surveys. As shown by the graph below, when asked to give a grade for how well each of five statements describe the services provided by CTTV (see pages 13-14 for a description of statements utilized), a material improvement in the mean or average grade received was observed in this survey compared to the 2007 viewership survey.



Finally, continued information gathering and viewership research should prove especially valuable in the current economic context of doing more with less while maintaining already high levels of service and should provide valuable guidance as City of Tampa Television examines and refines its programming lineup, services and delivery methods to continue to be relevant to and communicate with more and more residents of this diverse, vibrant community.

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<u>Is your home located in the City of Tampa?</u>	<u>Number</u>	<u>Percent</u>
Yes	600	100.0 %
No/Don't Know	0	0.0 %
Total	600	100.0 %

Missing Cases = 0  
 Response Percent = 100.0 %

<u>Do you currently subscribe to Bright House Networks or Verizon FiOS cable TV service?</u>	<u>Number</u>	<u>Percent</u>
Bright House	321	53.5 %
Verizon	279	46.5 %
No/Don't Know	0	0.0 %
Total	600	100.0 %

Missing Cases = 0  
 Response Percent = 100.0 %

<u>Are you aware that the City of Tampa has a cable television channel called City of Tampa Television or CTTV?</u>	<u>Number</u>	<u>Percent</u>
Yes	316	52.7 %
No	284	47.3 %
Total	600	100.0 %

Missing Cases = 0  
 Response Percent = 100.0 %

CTTV Viewership Study - 2009

Do you recall which channel number on your TV

is used by City of Tampa Television, CTTV?	Number	Percent
15	31	9.8 %
615	5	1.6 %
17	14	4.4 %
45	7	2.2 %
16	3	0.9 %
630	3	0.9 %
3	3	0.9 %
18	2	0.6 %
340	2	0.6 %
22	2	0.6 %
12	1	0.3 %
14	1	0.3 %
No / Don't Know	242	76.6 %
Total	316	100.0 %

Missing Cases = 284

Response Percent = 52.7 %

Aggregate CTTV Viewership	Number	Percent
Have watched BH 15, never watch BH 615	65	10.8 %
Watch BH 615, never watched BH 15	13	2.2 %
Have watched both BH 615 & 15	30	5.0 %
Watch Verizon 15	87	14.5 %
Haven't Watched CTTV	405	67.5 %
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**If Bright House Subscriber and Yes to watching CTTV on both 615 and 15:**

Would you say that you watch CTTV more now on channel 615 or did you watch more when it was on channel 15?

	Number	Percent
More now on channel 615	2	6.7 %
More when it was channel 15	18	60.0 %
About the same/Don't Know	10	33.3 %
Total	30	100.0 %

Missing Cases = 570

Response Percent = 5.0 %

## CTTV Viewership Study - 2009

<u>Viewership Index</u>	<u>Number</u>	<u>Percent</u>
CTTV Viewer	195	32.5 %
Aware of CTTV but non-viewer	162	27.0 %
Unaware and non-viewer	243	40.5 %
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

How did you first become aware of CTTV,  
City of Tampa Television?

<u>City of Tampa Television?</u>	<u>Number</u>	<u>Percent</u>
Found it "channel surfing"	124	63.6 %
Schedule posted on City's website	31	15.9 %
Heard about it at a City event	14	7.2 %
Someone told me about channel	9	4.6 %
TV Guide Channel on cable	8	4.1 %
Schedule printed in newspaper	3	1.5 %
Read article in Newspaper	1	0.5 %
Saw a logo	1	0.5 %
Watch city and county channels to see what's going on	1	0.5 %
Don't Know/Don't Remember	3	1.5 %
Total	195	100.0 %

Missing Cases = 405

Response Percent = 32.5 %

<u>How often do you watch CTTV?</u>	<u>Number</u>	<u>Percent</u>
Daily	6	3.1 %
A Few Times a Week	31	15.9 %
A Few Times a Month	43	22.1 %
Rarely	78	40.0 %
Never	33	16.9 %
Don't Know	4	2.1 %
Total	195	100.0 %

Missing Cases = 405

Response Percent = 32.5 %

## CTTV Viewership Study - 2009

How do you usually find out about what programs to watch on CTTV?

	Number	Percent
Channel surfing/just go to channel to find out	42	50.0 %
Schedule posted on City's/CTTV website	19	22.6 %
TV Guide/interactive guide on cable	14	16.7 %
Word of mouth/talked to someone	2	2.4 %
Pick up schedule	1	1.2 %
Don't Know/Don't Remember	2	2.4 %
Other	4	4.8 %
<b>Total</b>	<b>84</b>	<b>100.0 %</b>

Missing Cases = 516

Response Percent = 14.0 %

When do you usually watch Tampa's CTTV?

	Number	Percent
8am - Noon	9	10.7 %
Noon - 5pm	9	10.7 %
5pm - 11pm	39	46.4 %
11pm - 8am	6	7.1 %
Watch at Different Times	21	25.0 %
Don't Know	0	0.0 %
<b>Total</b>	<b>84</b>	<b>100.0 %</b>

Missing Cases = 516

Response Percent = 14.0 %

When you watch a program on CTTV, do you usually watch for more than 10 minutes or for 10 minutes or less?

	Number	Percent
10 Minutes or Less	12	14.3 %
More than 10 Minutes	62	73.8 %
Don't Know	10	11.9 %
<b>Total</b>	<b>84</b>	<b>100.0 %</b>

Missing Cases = 516

Response Percent = 14.0 %

CTTV Viewership Study - 2009

**O.K., now I'm going to read a short list of regular programs that are shown on CTTV. After each, please tell me if you have ever watched the program. If so, do you watch this program on a regular basis? If you haven't heard of a program or haven't watched it, just say so.**

	Haven't Seen	Seen, Watch Regularly	Seen, Don't Watch Regularly	Don't Know/Don't Remember	Total
Friday Extra! Concert Series - Live concerts from Tampa's Lowry Park Bandshell	82 50.6%	23 14.2%	51 31.5%	6 3.7%	162 100.0%
The Mayor's Hour	63 38.9%	15 9.3%	79 48.8%	5 3.1%	162 100.0%
First Look at Tampa's Redevelopment	117 72.2%	13 8.0%	25 15.4%	7 4.3%	162 100.0%
Spotlight Tampa	88 54.3%	9 5.6%	56 34.6%	9 5.6%	162 100.0%
Tampa City Council meetings	27 16.7%	29 17.9%	105 64.8%	1 0.6%	162 100.0%
Wildlife at the Tampa's Lowry Park Zoo	105 64.8%	9 5.6%	47 29.0%	1 0.6%	162 100.0%
On Scene with Tampa Fire Rescue	136 84.0%	2 1.2%	23 14.2%	1 0.6%	162 100.0%
Focus on the Basics	136 84.0%	7 4.3%	15 9.3%	4 2.5%	162 100.0%
From the Corps - the Mayor's youth corps show	139 85.8%	1 0.6%	16 9.9%	6 3.7%	162 100.0%
Mayor's Book Talk	139 85.8%	4 2.5%	15 9.3%	4 2.5%	162 100.0%
Que Pasa Tampa?	130 80.2%	4 2.5%	26 16.0%	2 1.2%	162 100.0%
On Duty with the Tampa Police Department	135 83.3%	7 4.3%	15 9.3%	5 3.1%	162 100.0%
Ybor Flavors	130 80.2%	4 2.5%	26 16.0%	2 1.2%	162 100.0%
City of Tampa News Conferences	110 67.9%	5 3.1%	41 25.3%	6 3.7%	162 100.0%

CTTV Viewership Study - 2009

**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 CTTV.**

	A - Extrem- ely Well	B	C	D	E - Not at All	Don't Know	Total
Provides programming that deals with local issues.	70 43.2%	53 32.7%	24 14.8%	7 4.3%	0 0.0%	8 4.9%	162 100.0%
Provides information that shows how city government works.	56 34.6%	43 26.5%	24 14.8%	7 4.3%	7 4.3%	25 15.4%	162 100.0%
Provides programming that introduces you to local government officials.	51 31.5%	60 37.0%	16 9.9%	10 6.2%	5 3.1%	20 12.3%	162 100.0%
Provides information that is reliable and trustworthy.	55 34.0%	48 29.6%	36 22.2%	5 3.1%	0 0.0%	18 11.1%	162 100.0%
Provides a valuable community service.	81 50.0%	45 27.8%	20 12.3%	3 1.9%	6 3.7%	7 4.3%	162 100.0%

CTTV Viewership Study - 2009

**O.K., I'm going to read a brief list of categories or types of programming that are shown or could be shown on CTTV. 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."**

	5 - Very Interest- ed	4	3	2	1 - Not Interest- ed at All	Don't Know	Total
Programs about Tampa's history	175 29.2%	89 14.8%	188 31.3%	54 9.0%	94 15.7%	0 0.0%	600 100.0%
Neighborhood Information & issues	186 31.0%	140 23.3%	125 20.8%	34 5.7%	115 19.2%	0 0.0%	600 100.0%
Ethnic & cultural programs	75 12.5%	96 16.0%	168 28.0%	89 14.8%	167 27.8%	5 0.8%	600 100.0%
Health & fitness programs	115 19.2%	105 17.5%	138 23.0%	90 15.0%	152 25.3%	0 0.0%	600 100.0%
Children's programs	109 18.2%	52 8.7%	72 12.0%	60 10.0%	307 51.2%	0 0.0%	600 100.0%
Spanish language programs	37 6.2%	25 4.2%	77 12.8%	58 9.7%	396 66.0%	7 1.2%	600 100.0%
Candidate debates & election information	152 25.3%	118 19.7%	122 20.3%	66 11.0%	142 23.7%	0 0.0%	600 100.0%
Military News	104 17.3%	67 11.2%	111 18.5%	85 14.2%	233 38.8%	0 0.0%	600 100.0%
Retired persons & senior citizens programs	113 18.8%	74 12.3%	114 19.0%	65 10.8%	234 39.0%	0 0.0%	600 100.0%
Emergency information	268 44.7%	93 15.5%	101 16.8%	38 6.3%	100 16.7%	0 0.0%	600 100.0%

CTTV Viewership Study - 2009

Is there a type or category of program that you would like to watch on CTTV that I did not mention?

	Number	Percent
Information on local activities/events/attractions	18	13.4 %
Sports shows/local sports	15	11.2 %
Music programs/local music/concerts	5	3.7 %
- Gospel	6	4.5 %
- Latin	2	1.5 %
City services/City government/Council news	11	8.2 %
- Code enforcement	1	0.7 %
- Crime information and prevention	1	0.7 %
Local/Tampa Entertainment	7	5.2 %
- College age entertainment	5	3.7 %
Local business information/programs	8	6.0 %
Classics/old movies/old comedies	7	5.2 %
Animal shows	6	4.5 %
Local arts/theater	6	4.5 %
Local live news in Tampa	5	3.7 %
Fishing/Nature and wildlife programs	5	3.7 %
Christian/religious programs	4	3.0 %
Informative shows about personal success	3	2.2 %
Gardening shows	3	2.2 %
Game shows	3	2.2 %
Restaurants/cooking programs	2	1.5 %
Information on child care	2	1.5 %
Job listings/opportunities	2	1.5 %
Listing of textbooks used in the local schools	1	0.7 %
Sewing programs	1	0.7 %
Something about cleaning up yards in Tampa	1	0.7 %
Legal/health advice for seniors	1	0.7 %
Political, local events, youth events	1	0.7 %
Alternative health	1	0.7 %
Information about the water works	1	0.7 %
Total	134	100.0 %

Missing Cases = 466

Response Percent = 22.3 %

## CTTV Viewership Study - 2009

Have you or anyone in your household watched Spanish language programs on CTTV?

	Number	Percent
Yes	65	10.8 %
No / Don't Know	535	89.2 %
Total	600	100.0 %

Missing Cases = 0  
Response Percent = 100.0 %

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

	Number	Percent
Yes	450	75.0 %
No	150	25.0 %
Total	600	100.0 %

Missing Cases = 0  
Response Percent = 100.0 %

Have you seen the CTTV, website on the Internet?

	Number	Percent
Yes	34	7.6 %
No / Don't Know	416	92.4 %
Total	450	100.0 %

Missing Cases = 150  
Response Percent = 75.0 %

How did you first become aware of the CTTV website?

	Number	Percent
Found it "surfing"	10	29.4 %
Link from City of Tampa website	7	20.6 %
Found it from a search engine	5	14.7 %
Read about it	3	8.8 %
Someone told me/Word of mouth	2	5.9 %
From a TV program on CTTV	1	2.9 %
Council meeting	1	2.9 %
Got it from a blog	1	2.9 %
Don't Know/Don't Remember	4	11.8 %
Total	34	100.0 %

Missing Cases = 566  
Response Percent = 5.7 %

CTTV Viewership Study - 2009

**Have you ever:**

	Yes	No	Don't Know	Total
Watched the live Internet webcast of Tampa's CTTV as a streaming video on your computer?	7 20.6%	25 73.5%	2 5.9%	34 100.0%
Watched archived or previously shown CTTV programming on your computer?	1 2.9%	28 82.4%	5 14.7%	34 100.0%

**Would you be interested in:**

	Yes	No	Maybe/Don't Know	Total
Accessing previously shown City of Tampa Council meetings or watching CTTV programs on your computer?	79 17.6%	337 75.1%	33 7.3%	449 100.0%
Downloading to your computer, CTTV programs to be viewed on an Ipod, cell phone or other similar portable device?	24 5.3%	405 90.0%	21 4.7%	450 100.0%

<u>Do you have a high definition television?</u>	<u>Number</u>	<u>Percent</u>
Yes	354	59.0 %
No/Don't Know	246	41.0 %
Total	600	100.0 %

Missing Cases = 0  
Response Percent = 100.0 %

<u>Age</u>	<u>Number</u>	<u>Percent</u>
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CTTV Viewership Study - 2009

Under 30	71	11.8 %
30 - 44	135	22.5 %
45 - 54	119	19.8 %
55 - 64	103	17.2 %
65 or older	168	28.0 %
REFUSED	4	0.7 %
Total	600	100.0 %

Missing Cases = 0  
 Response Percent = 100.0 %

<u>Income</u>	<u>Number</u>	<u>Percent</u>
Under \$25,000	115	19.2 %
\$25,000 to \$39,999	107	17.8 %
\$40,000 to \$59,999	88	14.7 %
\$60,000 to \$99,999	117	19.5 %
\$100,000 or more	133	22.2 %
REFUSED	40	6.7 %
Total	600	100.0 %

Missing Cases = 0  
 Response Percent = 100.0 %

<u>Gender</u>	<u>Number</u>	<u>Percent</u>
Male	293	48.8 %
Female	307	51.2 %
Total	600	100.0 %

Missing Cases = 0  
 Response Percent = 100.0 %

Hello, my name is \_\_\_\_\_. I'm conducting a survey for the City of Tampa about local cable television programming and services. We're talking with members of randomly selected households. May I please speak to the [female/male] head of the household?

**REPEAT INTRO, AS NEEDED:** This should only take a few minutes.

(**IF NO:** Is there a convenient time for me to call back? \_\_\_\_\_)

1. Is your home located in the City of Tampa?
  1. Yes
  2. No/Don't Know (**TERMINATE INTERVIEW**)
  
2. Do you currently subscribe to Bright House Networks or Verizon FiOS cable TV service?
  1. Bright House
  2. Verizon FiOS (**GO TO QUESTION 9**)
  3. NO/DON'T KNOW (**TERMINATE INTERVIEW**)
  
3. Are you aware that the City of Tampa has a cable television channel called City of Tampa Television or CTTV?
  1. YES
  2. NO (**IF "NO", GO TO QUESTION 5**)
  
4. Do you recall which channel number on your TV is used by City of Tampa Television, CTTV?
  1. YES, CHANNEL #\_\_\_\_\_
  2. NO/DON'T KNOW
  
5. Have you ever watched a program on CTTV - City of Tampa Television - Channel 615?
  1. YES
  2. NO/Don't Know (**GO TO QUESTION 8**)
  
6. Did you ever watch CTTV when it was shown on Channel 15?
  1. YES
  2. NO/Don't Know (**GO TO QUESTION 12**)
  
7. Would you say that you watch CTTV more now on channel615 or did you watch more when it was on channel 15?
  1. More now on channel 615 (**GO TO QUESTION 12**)
  2. More when it was channel 15 (**GO TO QUESTION 12**)
  3. About the same/Don't Know (**GO TO QUESTION 12**)

## CTTV Viewership Study - 2009

8. Did you ever watch CTTV when it was shown on Channel 15?
1. YES (**GO TO QUESTION 12**)
  2. NO/Don't Know (**GO TO QUESTION 36**)
9. Are you aware that the City of Tampa has a cable television channel called City of Tampa Television or CTTV?
1. YES
  2. NO (**IF "NO", GO TO QUESTION 11**)
10. Do you recall which channel number on your TV is used by City of Tampa Television, CTTV?
1. YES, CHANNEL #\_\_\_\_\_
  2. NO/DON'T KNOW
11. Have you ever watched a program on CTTV - City of Tampa Television - Channel 15?
1. YES
  2. NO/Don't Know (**GO TO QUESTION 36**)
12. How did you first become aware of CTTV, City of Tampa Television? (**ONLY PROMPT AS NEEDED**)
1. TV Guide Channel on cable
  2. Schedule printed in newspaper
  3. Read article in newspaper
  4. Schedule posted on City's website
  5. Found it "channel surfing"
  6. Picked up schedule at library, MOSI (Museum of Science & Industry), zoo, art museum, City Hall & other city buildings, history center
  7. Heard about it at a City sponsored event
  8. Someone told me about channel
  9. Other
  10. Don't Know/Don't Remember
13. How often do you watch CTTV?
1. DAILY
  2. A FEW TIMES A WEEK
  3. A FEW TIMES PER MONTH
  4. RARELY (**GO TO QUESTION 17**)
  5. NEVER (**GO TO QUESTION 36**)
  6. DK

## CTTV Viewership Study - 2009

14. How do you usually find out about what programs to watch on CTTV?
1. TV Guide Channel or interactive guide on cable
  2. Schedule printed in Sunday newspaper
  3. Read article in newspaper
  4. Schedule posted on City's/CTTV website
  5. Channel surfing/just go to channel to find out
  6. Pick up schedule at library, MOSI (Museum of Science & Industry), zoo, art museum, City Hall & other city buildings, history center
  7. Schedule is e-mailed/mailed to me
  8. Saw a promo or PSA on TV
  9. Other
  10. Don't Know/Don't Remember

15. When do you usually watch CTTV?
1. 8AM TO NOON
  2. NOON TO 5PM
  3. 5PM TO 11 PM
  4. 11PM TO 8AM
  5. WATCH AT DIFFERENT TIMES (**DON'T READ**)
  6. DK

16. When you watch a program on CTTV, do you usually watch for more than 10 minutes or for 10 minutes or less?
1. 10 MINUTES OR LESS
  2. MORE THAN 10 MINUTES
  3. DK

O.K., now I'm going to read a short list of regular programs that are shown on CTTV. After each, please tell me if you have **ever** watched the program. If so, do you watch this program on a regular basis? If you haven't heard of a program or haven't watched it, just say so. Let's start with: (**ROTATE ORDER**)

	Haven't Seen	Seen, Watch Regularly	Seen, Don't Watch Regularly	Don't Know	Don't Remember
17. Friday Extra! Concert Series - Live concerts from the Lowry Park Bandshell	0	1	2	3	4
18. The Mayor's Hour	0	1	2	3	4
19. First Look at Tampa's Redevelopment	0	1	2	3	4
20. Spotlight Tampa - magazine show	0	1	2	3	4
21. Tampa City Council meetings	0	1	2	3	4

## CTTV Viewership Study - 2009

22.Wildlife at Tampa's Lowry Park Zoo	0	1	2	3	4
23.On Scene with Tampa Fire Rescue	0	1	2	3	4
24.Focus on the Basics	0	1	2	3	4
25.From the Corps - The Mayor's youth corps show	0	1	2	3	4
26.Mayor's Book Talk	0	1	2	3	4
27.Que Pasa Tampa?	0	1	2	3	4
28.On Duty with the Tampa Police Department	0	1	2	3	4
29.Ybor Flavors	0	1	2	3	4
30.City of Tampa News Conferences	0	1	2	3	4

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 CTTV. Let's start with: **(ROTATE ORDER)**

	"A" EXTREMELY WELL	"B"	"C"	"D"	"E" NOT AT ALL	DON'T KNOW
31.Provides programming that deals with local issues.	1	2	3	4	5	6
32.Provides information that shows how city government works.	1	2	3	4	5	6
33.Provides programming that introduces you to local government officials.	1	2	3	4	5	6
34.Provides information that is reliable and trustworthy.	1	2	3	4	5	6
35.Provides a valuable community service.	1	2	3	4	5	6

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O.K., I'm going to read a brief list of categories or types of programming that are shown or could be shown on CTTV. 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." Let's start with: **(ROTATE ORDER)**

	"5" Very Interested	"4"	"3"	"2"	"1" Not Interested at All	Don't Know
36. Programs about Tampa's history	5	4	3	2	1	6
37. Neighborhood Information & issues	5	4	3	2	1	6
38. Ethnic & cultural programs	5	4	3	2	1	6
39. Health & Fitness programs	5	4	3	2	1	6
40. Children's programs	5	4	3	2	1	6
41. Spanish language programs	5	4	3	2	1	6
42. Candidate debates & election information	5	4	3	2	1	6
43. Military news	5	4	3	2	1	6
44. Retired person & senior citizen programs	5	4	3	2	1	6
45. Emergency information	5	4	3	2	1	6

46. Is there a type or category of program that you would like to watch on CTTV that I did not mention?

1. YES **SPECIFY:** \_\_\_\_\_
2. NO

47. Have you or anyone in your household watched Spanish language programs on CTTV?

1. YES
2. NO/DON'T KNOW

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

1. YES
2. NO (**GO TO QUESTION 55**)

City of Tampa Television – CTTV – Viewership Survey 2009

49. Have you seen the CTTV, website on the Internet?

1. YES
2. NO/Don't Know (**GO TO QUESTION 53**)

50. How did you first become aware of the CTTV website? (**ONLY PROMPT AS NEEDED**)

1. Link from City of Tampa website
2. Link from another website **SPECIFY:** \_\_\_\_\_
3. Read about it from CTTV literature
4. Found it "surfing"
5. Found it from an Internet search engine
6. Heard about it from a TV program on CTTV
7. Other **SPECIFY:** \_\_\_\_\_
8. Don't Know/Don't Remember

Have you ever:

	Yes	No	Don't Know
51. Watched the live Internet webcast of Tampa's CTTV as a streaming video on your computer?	1	2	3
52. Watched archived or previously shown CTTV programming on your computer?	1 ( <b>GO TO Q54</b> )	2	3

53. Would you be interested in accessing previously shown City of Tampa Council meetings or watching CTTV programs on your computer?

1. Yes
2. No
3. Maybe/DK

54. Would you be interested in downloading to your computer, CTTV programs to be viewed on an Ipod, cell phone or other similar portable device?

1. Yes
2. No
3. Maybe/DK

55. Do you have a high definition television?

1. Yes
2. No/Don't Know

City of Tampa Television – CTTV – Viewership Survey 2009

Now, just a few questions for statistical purposes. . . . .

56. Please tell me which of the following groupings includes your age:

- 1. Under 30?
- 2. 30 to 44?
- 3. 45 to 54?
- 4. 55 to 64?
- 5. 65 or older?
- 6. REFUSED

57. And finally, could you please tell me which one of the following income groupings comes closest to describing your household income before taxes:

- 1. Under \$25,000?
- 2. \$25,000 to \$39,999?
- 3. \$40,000 to \$59,999?
- 4. \$60,000 to \$99,999?
- 5. \$100,000 or more?
- 6. REFUSED

Thank you very much for your time. **(TERMINATE)**

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58. GENDER:           1. Male  
                          2. Female

59. ZIP CODE:        336\_\_ \_\_