

City of Tampa Television - CTTV Viewership Survey - March 2009

Age, Income & Gender Crosstabs

N=600	<u>Total</u>	<u>Age</u>			<u>Income</u>			<u>Gender</u>	
		<u>Under 45</u>	<u>45 - 64</u>	<u>65 or older</u>	<u>Under \$40,000</u>	<u>\$40,000 to \$99,999</u>	<u>\$100,000 or more</u>	<u>Male</u>	<u>Female</u>
<u>Do you currently subscribe to Bright House Networks or Verizon FiOS cable TV service?</u>									
Bright House	321 53.9%	87 42.2%	127 57.2%	107 63.7%	114 51.4%	112 54.6%	64 48.1%	156 53.2%	165 53.7%
Verizon	275 46.1%	119 57.8%	95 42.8%	61 36.3%	108 48.6%	93 45.4%	69 51.9%	137 46.8%	142 46.3%

Are you aware that the City of Tampa has a cable television channel called City of Tampa Television or CTTV?

Yes	314 52.7%	123 59.7%	118 53.2%	73 43.5%	97 43.7%	112 54.6%	90 67.7%	168 57.3%	148 48.2%
No	282 47.3%	83 40.3%	104 46.8%	95 56.5%	125 56.3%	93 45.4%	43 32.3%	125 42.7%	159 51.8%

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<u>Aggregate CTTV Viewership</u>									
Watch BH 615, not BH 15	13 2.2%	0 0.0%	6 2.7%	7 4.2%	4 1.8%	2 1.0%	4 3.0%	5 1.7%	8 2.6%
Have watched BH 15, not BH 615	65 10.9%	23 11.2%	28 12.6%	14 8.3%	25 11.3%	33 16.1%	6 4.5%	32 10.9%	33 10.7%
Have watched both BH 615 & 15	30 5.0%	7 3.4%	12 5.4%	11 6.5%	12 5.4%	11 5.4%	2 1.5%	15 5.1%	15 4.9%
Watch Verizon 15	85 14.3%	32 15.5%	29 13.1%	24 14.3%	30 13.5%	28 13.7%	27 20.3%	53 18.1%	34 11.1%
Haven't Watched CTTV	403 67.6%	144 69.9%	147 66.2%	112 66.7%	151 68.0%	131 63.9%	94 70.7%	188 64.2%	217 70.7%
<u>Viewership Status</u>									
CTTV Viewer	193 32.4%	62 30.1%	75 33.8%	56 33.3%	71 32.0%	74 36.1%	39 29.3%	105 35.8%	90 29.3%
Non-viewer	403 67.6%	144 69.9%	147 66.2%	112 66.7%	151 68.0%	131 63.9%	94 70.7%	188 64.2%	217 70.7%

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

10 Minutes or Less	12 14.6%	7 36.8%	3 9.7%	2 6.3%	4 11.1%	4 13.3%	4 23.5%	5 10.6%	7 18.9%
More than 10 Minutes	60 73.2%	12 63.2%	24 77.4%	24 75.0%	29 80.6%	23 76.7%	9 52.9%	32 68.1%	30 81.1%
Don't Know	10 12.2%	0 0.0%	4 12.9%	6 18.8%	3 8.3%	3 10.0%	4 23.5%	10 21.3%	0 0.0%

Friday Extra! Concert Series - Live concerts from Tampa's Lowry Park Bandshell

Haven't Seen	82 53.2%	37 64.9%	27 46.6%	18 46.2%	24 36.9%	32 58.2%	19 73.1%	40 47.1%	42 59.2%
Have Seen	72 46.8%	20 35.1%	31 53.4%	21 53.8%	41 63.1%	23 41.8%	7 26.9%	45 52.9%	29 40.8%

The Mayor's Hour

Haven't Seen	63 40.6%	31 57.4%	23 39.0%	9 21.4%	17 27.4%	30 54.5%	11 36.7%	33 38.4%	30 42.3%
Have Seen	92 59.4%	23 42.6%	36 61.0%	33 78.6%	45 72.6%	25 45.5%	19 63.3%	53 61.6%	41 57.7%

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		<u>Under 45</u>	<u>45 - 64</u>	<u>65 or older</u>	<u>Under \$40,000</u>	<u>\$40,000 to \$99,999</u>	<u>\$100,000 or more</u>	<u>Male</u>	<u>Female</u>
<u>First Look at Tampa's Redevelopment</u>									
Haven't Seen	115 75.2%	46 80.7%	45 83.3%	24 57.1%	41 66.1%	43 81.1%	24 80.0%	66 75.9%	51 75.0%
Have Seen	38 24.8%	11 19.3%	9 16.7%	18 42.9%	21 33.9%	10 18.9%	6 20.0%	21 24.1%	17 25.0%
<u>Spotlight Tampa</u>									
Haven't Seen	86 57.0%	28 53.8%	38 66.7%	20 47.6%	35 55.6%	29 52.7%	17 63.0%	44 53.0%	44 62.9%
Have Seen	65 43.0%	24 46.2%	19 33.3%	22 52.4%	28 44.4%	26 47.3%	10 37.0%	39 47.0%	26 37.1%
<u>Tampa City Council meetings</u>									
Haven't Seen	27 17.0%	9 15.8%	10 16.9%	8 18.6%	18 27.3%	5 9.1%	2 6.7%	15 16.9%	12 16.7%
Have Seen	132 83.0%	48 84.2%	49 83.1%	35 81.4%	48 72.7%	50 90.9%	28 93.3%	74 83.1%	60 83.3%
<u>Wildlife at the Tampa's Lowry Park Zoo</u>									
Haven't Seen	105 66.0%	44 77.2%	41 69.5%	20 46.5%	44 66.7%	29 52.7%	24 80.0%	57 64.0%	48 66.7%
Have Seen	54 34.0%	13 22.8%	18 30.5%	23 53.5%	22 33.3%	26 47.3%	6 20.0%	32 36.0%	24 33.3%

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<u>On Scene with Tampa Fire Rescue</u>									
Haven't Seen	134 84.3%	54 94.7%	50 84.7%	30 69.8%	55 83.3%	48 87.3%	24 80.0%	77 86.5%	59 81.9%
Have Seen	25 15.7%	3 5.3%	9 15.3%	13 30.2%	11 16.7%	7 12.7%	6 20.0%	12 13.5%	13 18.1%
<u>Focus on the Basics</u>									
Haven't Seen	134 85.9%	57 100.0%	48 84.2%	29 69.0%	50 76.9%	49 92.5%	28 93.3%	77 87.5%	59 84.3%
Have Seen	22 14.1%	0 0.0%	9 15.8%	13 31.0%	15 23.1%	4 7.5%	2 6.7%	11 12.5%	11 15.7%
<u>From the Corps - the Mayor's youth corps show</u>									
Haven't Seen	137 89.0%	57 100.0%	45 78.9%	35 87.5%	54 84.4%	49 89.1%	26 96.3%	85 98.8%	54 77.1%
Have Seen	17 11.0%	0 0.0%	12 21.1%	5 12.5%	10 15.6%	6 10.9%	1 3.7%	1 1.2%	16 22.9%
<u>Mayor's Book Talk</u>									
Haven't Seen	137 87.8%	57 100.0%	47 79.7%	33 82.5%	52 78.8%	53 96.4%	24 88.9%	81 94.2%	58 80.6%
Have Seen	19 12.2%	0 0.0%	12 20.3%	7 17.5%	14 21.2%	2 3.6%	3 11.1%	5 5.8%	14 19.4%

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<u>Que Pasa Tampa?</u>										
Haven't Seen	130 82.3%	54 94.7%	48 81.4%	28 66.7%	52 80.0%	44 80.0%	26 86.7%	73 82.0%	57 80.3%	
Have Seen	28 17.7%	3 5.3%	11 18.6%	14 33.3%	13 20.0%	11 20.0%	4 13.3%	16 18.0%	14 19.7%	
<u>On Duty with the Tampa Police Department</u>										
Haven't Seen	133 85.8%	54 94.7%	49 83.1%	30 76.9%	52 80.0%	50 90.9%	24 88.9%	79 91.9%	56 78.9%	
Have Seen	22 14.2%	3 5.3%	10 16.9%	9 23.1%	13 20.0%	5 9.1%	3 11.1%	7 8.1%	15 21.1%	
<u>Ybor Flavors</u>										
Haven't Seen	130 82.3%	45 78.9%	51 86.4%	34 81.0%	54 83.1%	40 72.7%	26 86.7%	76 85.4%	54 76.1%	
Have Seen	28 17.7%	12 21.1%	8 13.6%	8 19.0%	11 16.9%	15 27.3%	4 13.3%	13 14.6%	17 23.9%	
<u>City of Tampa News Conferences</u>										
Haven't Seen	108 70.1%	45 78.9%	42 73.7%	21 52.5%	40 62.5%	41 74.5%	20 74.1%	70 81.4%	40 57.1%	
Have Seen	46 29.9%	12 21.1%	15 26.3%	19 47.5%	24 37.5%	14 25.5%	7 25.9%	16 18.6%	30 42.9%	

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<u>Provides programming that deals with local issues.</u>									
Combined A & B	121 75.6%	46 80.7%	46 78.0%	29 65.9%	59 89.4%	39 70.9%	19 63.3%	74 83.1%	49 67.1%
C	24 15.0%	7 12.3%	10 16.9%	7 15.9%	5 7.6%	12 21.8%	5 16.7%	7 7.9%	17 23.3%
Combined D & E	7 4.4%	4 7.0%	2 3.4%	1 2.3%	0 0.0%	4 7.3%	1 3.3%	3 3.4%	4 5.5%
Don't Know	8 5.0%	0 0.0%	1 1.7%	7 15.9%	2 3.0%	0 0.0%	5 16.7%	5 5.6%	3 4.1%

Provides information that shows how city government works.

Combined A & B	97 60.6%	37 64.9%	35 59.3%	25 56.8%	54 81.8%	24 43.6%	15 50.0%	60 67.4%	39 53.4%
C	24 15.0%	10 17.5%	7 11.9%	7 15.9%	5 7.6%	13 23.6%	6 20.0%	7 7.9%	17 23.3%
Combined D & E	14 8.8%	4 7.0%	7 11.9%	3 6.8%	2 3.0%	7 12.7%	3 10.0%	6 6.7%	8 11.0%
Don't Know	25 15.6%	6 10.5%	10 16.9%	9 20.5%	5 7.6%	11 20.0%	6 20.0%	16 18.0%	9 12.3%

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Provides programming that introduces you to local government officials.

Combined A & B	109 68.1%	50 87.7%	38 64.4%	21 47.7%	56 84.8%	31 56.4%	18 60.0%	63 70.8%	48 65.8%
C	16 10.0%	3 5.3%	6 10.2%	7 15.9%	3 4.5%	8 14.5%	5 16.7%	7 7.9%	9 12.3%
Combined D & E	15 9.4%	4 7.0%	7 11.9%	4 9.1%	4 6.1%	7 12.7%	0 0.0%	8 9.0%	7 9.6%
Don't Know	20 12.5%	0 0.0%	8 13.6%	12 27.3%	3 4.5%	9 16.4%	7 23.3%	11 12.4%	9 12.3%

Provides information that is reliable and trustworthy.

Combined A & B	101 63.1%	35 61.4%	39 66.1%	27 61.4%	43 65.2%	38 69.1%	15 50.0%	58 65.2%	45 61.6%
C	36 22.5%	15 26.3%	13 22.0%	8 18.2%	13 19.7%	14 25.5%	7 23.3%	18 20.2%	18 24.7%
Combined D & E	5 3.1%	0 0.0%	3 5.1%	2 4.5%	2 3.0%	2 3.6%	0 0.0%	3 3.4%	2 2.7%
Don't Know	18 11.3%	7 12.3%	4 6.8%	7 15.9%	8 12.1%	1 1.8%	8 26.7%	10 11.2%	8 11.0%

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<u>Provides a valuable community service.</u>									
Combined A & B	124 77.5%	49 86.0%	42 71.2%	33 75.0%	59 89.4%	38 69.1%	23 76.7%	77 86.5%	49 67.1%
C	20 12.5%	4 7.0%	11 18.6%	5 11.4%	7 10.6%	9 16.4%	2 6.7%	2 2.2%	18 24.7%
Combined D & E	9 5.6%	4 7.0%	5 8.5%	0 0.0%	0 0.0%	7 12.7%	0 0.0%	5 5.6%	4 5.5%
Don't Know	7 4.4%	0 0.0%	1 1.7%	6 13.6%	0 0.0%	1 1.8%	5 16.7%	5 5.6%	2 2.7%
<u>Programs about Tampa's history</u>									
Interested (4 & 5)	260 43.6%	65 31.6%	124 55.9%	71 42.3%	96 43.2%	100 48.8%	58 43.6%	131 44.7%	133 43.3%
3	188 31.5%	95 46.1%	52 23.4%	41 24.4%	71 32.0%	69 33.7%	32 24.1%	97 33.1%	91 29.6%
Not Interested (1 & 2)	148 24.8%	46 22.3%	46 20.7%	56 33.3%	55 24.8%	36 17.6%	43 32.3%	65 22.2%	83 27.0%

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<u>Neighborhood Information & issues</u>									
Interested (4 & 5)	324 54.4%	123 59.7%	120 54.1%	81 48.2%	108 48.6%	135 65.9%	68 51.1%	168 57.3%	158 51.5%
3	125 21.0%	32 15.5%	54 24.3%	39 23.2%	48 21.6%	44 21.5%	26 19.5%	55 18.8%	70 22.8%
Not Interested (1 & 2)	147 24.7%	51 24.8%	48 21.6%	48 28.6%	66 29.7%	26 12.7%	39 29.3%	70 23.9%	79 25.7%
<u>Ethnic & cultural programs</u>									
Interested (4 & 5)	169 28.6%	74 35.9%	55 24.9%	40 24.4%	87 40.1%	63 30.7%	20 15.0%	71 24.4%	100 32.9%
3	168 28.4%	58 28.2%	68 30.8%	42 25.6%	61 28.1%	46 22.4%	44 33.1%	89 30.6%	79 26.0%
Not Interested (1 & 2)	254 43.0%	74 35.9%	98 44.3%	82 50.0%	69 31.8%	96 46.8%	69 51.9%	131 45.0%	125 41.1%
<u>Health & fitness programs</u>									
Interested (4 & 5)	218 36.6%	100 48.5%	67 30.2%	51 30.4%	110 49.5%	75 36.6%	27 20.3%	106 36.2%	114 37.1%
3	138 23.2%	36 17.5%	65 29.3%	37 22.0%	36 16.2%	51 24.9%	37 27.8%	69 23.5%	69 22.5%
Not Interested (1 & 2)	240 40.3%	70 34.0%	90 40.5%	80 47.6%	76 34.2%	79 38.5%	69 51.9%	118 40.3%	124 40.4%

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<u>Children's programs</u>									
Interested (4 & 5)	159 26.7%	107 51.9%	39 17.6%	13 7.7%	73 32.9%	50 24.4%	31 23.3%	73 24.9%	88 28.7%
3	72 12.1%	26 12.6%	34 15.3%	12 7.1%	15 6.8%	27 13.2%	17 12.8%	35 11.9%	37 12.1%
Not Interested (1 & 2)	365 61.2%	73 35.4%	149 67.1%	143 85.1%	134 60.4%	128 62.4%	85 63.9%	185 63.1%	182 59.3%
<u>Spanish language programs</u>									
Interested (4 & 5)	60 10.2%	20 10.1%	30 13.5%	10 6.0%	29 13.5%	18 8.8%	12 9.0%	29 10.1%	33 10.7%
3	77 13.1%	40 20.1%	28 12.6%	9 5.4%	41 19.1%	28 13.7%	8 6.0%	46 16.1%	31 10.1%
Not Interested (1 & 2)	452 76.7%	139 69.8%	164 73.9%	149 88.7%	145 67.4%	159 77.6%	113 85.0%	211 73.8%	243 79.2%
<u>Candidate debates & election information</u>									
Interested (4 & 5)	268 45.0%	105 51.0%	98 44.1%	65 38.7%	91 41.0%	98 47.8%	65 48.9%	133 45.4%	137 44.6%
3	122 20.5%	38 18.4%	55 24.8%	29 17.3%	35 15.8%	46 22.4%	34 25.6%	67 22.9%	55 17.9%
Not Interested (1 & 2)	206 34.6%	63 30.6%	69 31.1%	74 44.0%	96 43.2%	61 29.8%	34 25.6%	93 31.7%	115 37.5%

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N=600	Total	Age			Income			Gender	
		Under 45	45 - 64	65 or older	Under \$40,000	\$40,000 to \$99,999	\$100,000 or more	Male	Female
<u>Military News</u>									
Interested (4 & 5)	169 28.4%	52 25.2%	65 29.3%	52 31.0%	67 30.2%	71 34.6%	24 18.0%	89 30.4%	82 26.7%
3	111 18.6%	40 19.4%	50 22.5%	21 12.5%	37 16.7%	41 20.0%	30 22.6%	69 23.5%	42 13.7%
Not Interested (1 & 2)	316 53.0%	114 55.3%	107 48.2%	95 56.5%	118 53.2%	93 45.4%	79 59.4%	135 46.1%	183 59.6%
<u>Retired persons & senior citizens programs</u>									
Interested (4 & 5)	185 31.0%	39 18.9%	73 32.9%	73 43.5%	102 45.9%	46 22.4%	16 12.0%	89 30.4%	98 31.9%
3	114 19.1%	26 12.6%	51 23.0%	37 22.0%	36 16.2%	53 25.9%	19 14.3%	51 17.4%	63 20.5%
Not Interested (1 & 2)	297 49.8%	141 68.4%	98 44.1%	58 34.5%	84 37.8%	106 51.7%	98 73.7%	153 52.2%	146 47.6%
<u>Emergency information</u>									
Interested (4 & 5)	357 59.9%	123 59.7%	135 60.8%	99 58.9%	134 60.4%	136 66.3%	70 52.6%	177 60.4%	184 59.9%
3	101 16.9%	43 20.9%	42 18.9%	16 9.5%	25 11.3%	34 16.6%	34 25.6%	46 15.7%	55 17.9%
Not Interested (1 & 2)	138 23.2%	40 19.4%	45 20.3%	53 31.5%	63 28.4%	35 17.1%	29 21.8%	70 23.9%	68 22.1%

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<u>Do you have access to a computer that you use to access the Internet?</u>									
Yes	448 75.2%	190 92.2%	179 80.6%	79 47.0%	139 62.6%	167 81.5%	121 91.0%	224 76.5%	226 73.6%
No	148 24.8%	16 7.8%	43 19.4%	89 53.0%	83 37.4%	38 18.5%	12 9.0%	69 23.5%	81 26.4%
<u>Have you seen the CTTV, website on the Internet?</u>									
Yes	34 7.6%	11 5.8%	16 8.9%	7 8.9%	5 3.6%	16 9.6%	11 9.1%	11 4.9%	23 10.2%
No / Don't Know	414 92.4%	179 94.2%	163 91.1%	72 91.1%	134 96.4%	151 90.4%	110 90.9%	213 95.1%	203 89.8%
<u>Would you be interested in accessing previously shown City of Tampa Council meetings or watching CTTV programs on your computer?</u>									
Yes	79 17.7%	42 22.1%	27 15.2%	10 12.7%	25 18.0%	28 16.9%	24 19.8%	44 19.6%	35 15.6%
No	335 74.9%	132 69.5%	141 79.2%	62 78.5%	101 72.7%	125 75.3%	91 75.2%	164 73.2%	173 76.9%
Maybe/Don't Know	33 7.4%	16 8.4%	10 5.6%	7 8.9%	13 9.4%	13 7.8%	6 5.0%	16 7.1%	17 7.6%

City of Tampa Television - CTTV Viewership Survey - March 2009

Age, Income & Gender Crosstabs

N=600	<u>Total</u>	<u>Age</u>			<u>Income</u>			<u>Gender</u>	
		<u>Under 45</u>	<u>45 - 64</u>	<u>65 or older</u>	<u>Under \$40,000</u>	<u>\$40,000 to \$99,999</u>	<u>\$100,000 or more</u>	<u>Male</u>	<u>Female</u>

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

Yes	24 5.4%	10 5.3%	9 5.0%	5 6.3%	11 7.9%	6 3.6%	7 5.8%	17 7.6%	7 3.1%
No	403 90.0%	166 87.4%	167 93.3%	70 88.6%	126 90.6%	151 90.4%	105 86.8%	190 84.8%	215 95.1%
Maybe/Don't Know	21 4.7%	14 7.4%	3 1.7%	4 5.1%	2 1.4%	10 6.0%	9 7.4%	17 7.6%	4 1.8%

Do you have a high definition television?

Yes	352 59.1%	120 58.3%	144 64.9%	88 52.4%	124 55.9%	100 48.8%	105 78.9%	184 62.8%	170 55.4%
No/Don't Know	244 40.9%	86 41.7%	78 35.1%	80 47.6%	98 44.1%	105 51.2%	28 21.1%	109 37.2%	137 44.6%