

BREAKDOWN OF RESPONSES

City Access Channel 18 - Spring 2004 Survey

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Amount of time subscribed to cable at current address

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	396	29	46	59	101	63	98	37	12	24	17	37	36	358	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Less than 1 year	42	9	12	5	9	4	3	8	1	3	3	5	1	34	8
	10.6	31.0	26.1	8.5	8.9	6.3	3.1	21.6	8.3	12.5	17.6	13.5	2.8	9.5	25.0
1 to 3 years	89	10	21	21	16	15	6	12	6	8	6	3	9	78	10
	22.5	34.5	45.7	35.6	15.8	23.8	6.1	32.4	50.0	33.3	35.3	8.1	25.0	21.8	31.2
More than 3 years	265	10	13	33	76	44	89	17	5	13	8	29	26	246	14
	66.9	34.5	28.3	55.9	75.2	69.8	90.8	45.9	41.7	54.2	47.1	78.4	72.2	68.7	43.8
NO ANSWER	5	1	-	-	3	-	1	1	-	-	-	-	-	5	-

City Access Channel 18 - Spring 2004 Survey

Aware of City TV Channel 18

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
YES	353	24	32	53	99	58	87	27	10	20	14	34	35	329	19
	88.0	80.0	69.6	89.8	95.2	92.1	87.9	71.1	83.3	83.3	82.4	91.9	97.2	90.6	59.4
NO	47	6	14	6	5	5	11	11	2	4	3	3	1	33	13
	11.7	20.0	30.4	10.2	4.8	7.9	11.1	28.9	16.7	16.7	17.6	8.1	2.8	9.1	40.6
DK/NR	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-
	0.2						1.0							0.3	

City Access Channel 18 - Spring 2004 Survey

How often Channel 18 watched in household

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	353	24	32	53	99	58	87	27	10	20	14	34	35	329	19
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Daily	20	1	-	2	10	5	2	4	1	1	1	2	2	18	2
	5.7	4.2		3.8	10.1	8.6	2.3	14.8	10.0	5.0	7.1	5.9	5.7	5.5	10.5
Weekly	91	4	7	13	29	17	21	7	3	6	2	8	10	83	6
	25.8	16.7	21.9	24.5	29.3	29.3	24.1	25.9	30.0	30.0	14.3	23.5	28.6	25.2	31.6
Monthly	56	7	10	8	12	6	13	4	-	6	6	5	7	50	5
	15.9	29.2	31.2	15.1	12.1	10.3	14.9	14.8		30.0	42.9	14.7	20.0	15.2	26.3
Less than once a month	87	5	6	14	23	17	22	4	2	5	2	10	11	85	2
	24.6	20.8	18.8	26.4	23.2	29.3	25.3	14.8	20.0	25.0	14.3	29.4	31.4	25.8	10.5
Never	95	7	9	16	23	13	27	8	4	2	3	9	4	90	4
	26.9	29.2	28.1	30.2	23.2	22.4	31.0	29.6	40.0	10.0	21.4	26.5	11.4	27.4	21.1
DK/NR	4	-	-	-	2	-	2	-	-	-	-	-	1	3	-
	1.1				2.0		2.3						2.9	0.9	
NO ANSWER	48	6	14	6	5	5	12	11	2	4	3	3	1	34	13

City Access Channel 18 - Spring 2004 Survey

How first learn about CITY TV programming

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Channel surfing using remote control	171	16	21	24	53	28	29	16	4	14	8	19	23	155	14
	67.3	94.1	91.3	64.9	71.6	62.2	50.0	84.2	66.7	77.8	72.7	76.0	76.7	65.7	93.3
Santa Barbara News Press TV Listings	10	-	-	-	1	1	8	-	-	-	-	1	3	10	-
	3.9				1.4	2.2	13.8					4.0	10.0	4.2	
The TV Guide Channel (72)	7	-	1	1	1	2	2	-	-	-	1	-	-	7	-
	2.8		4.3	2.7	1.4	4.4	3.4				9.1			3.0	
Digital Cable TV Guide	2	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	0.8			2.7		2.2								0.4	
Word of Mouth (From Friends)	33	1	1	5	7	9	10	3	1	1	1	3	3	32	1
	13.0	5.9	4.3	13.5	9.5	20.0	17.2	15.8	16.7	5.6	9.1	12.0	10.0	13.6	6.7
OTHER	26	-	-	5	12	3	6	-	1	3	1	2	1	26	-
	10.2			13.5	16.2	6.7	10.3		16.7	16.7	9.1	8.0	3.3	11.0	
DK/NR	5	-	-	1	-	1	3	-	-	-	-	-	-	5	-
	2.0			2.7		2.2	5.2							2.1	
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: City council meetings

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	133	15	16	21	28	19	34	10	3	11	5	14	20	126	7
	52.4	88.2	69.6	56.8	37.8	42.2	58.6	52.6	50.0	61.1	45.5	56.0	66.7	53.4	46.7
Selected	121	2	7	16	46	26	24	9	3	7	6	11	10	110	8
	47.6	11.8	30.4	43.2	62.2	57.8	41.4	47.4	50.0	38.9	54.5	44.0	33.3	46.6	53.3
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Planning Commission Meetings

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	149	14	15	22	38	21	39	11	3	13	7	15	21	139	8
	58.7	82.4	65.2	59.5	51.4	46.7	67.2	57.9	50.0	72.2	63.6	60.0	70.0	58.9	53.3
Selected	105	3	8	15	36	24	19	8	3	5	4	10	9	97	7
	41.3	17.6	34.8	40.5	48.6	53.3	32.8	42.1	50.0	27.8	36.4	40.0	30.0	41.1	46.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Parks & Recreation Commission
Meetings

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	215	13	17	33	57	41	54	10	4	12	11	21	27	210	4
	84.6	76.5	73.9	89.2	77.0	91.1	93.1	52.6	66.7	66.7	100.0	84.0	90.0	89.0	26.7
Selected	39	4	6	4	17	4	4	9	2	6	-	4	3	26	11
	15.4	23.5	26.1	10.8	23.0	8.9	6.9	47.4	33.3	33.3		16.0	10.0	11.0	73.3
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Harbor Commission Meetings

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	225	15	21	31	65	37	56	15	6	16	10	21	29	211	11
	88.6	88.2	91.3	83.8	87.8	82.2	96.6	78.9	100.0	88.9	90.9	84.0	96.7	89.4	73.3
Selected	29	2	2	6	9	8	2	4	-	2	1	4	1	25	4
	11.4	11.8	8.7	16.2	12.2	17.8	3.4	21.1		11.1	9.1	16.0	3.3	10.6	26.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Design Review Boards (ABR & HLC) Meetings

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	159	16	18	20	39	23	43	14	5	11	8	17	19	146	12
	62.6	94.1	78.3	54.1	52.7	51.1	74.1	73.7	83.3	61.1	72.7	68.0	63.3	61.9	80.0
Selected	95	1	5	17	35	22	15	5	1	7	3	8	11	90	3
	37.4	5.9	21.7	45.9	47.3	48.9	25.9	26.3	16.7	38.9	27.3	32.0	36.7	38.1	20.0
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Transportation & Circulation
Committee Meetings

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	219	11	19	33	64	40	52	10	4	17	9	22	28	210	7
	86.2	64.7	82.6	89.2	86.5	88.9	89.7	52.6	66.7	94.4	81.8	88.0	93.3	89.0	46.7
Selected	35	6	4	4	10	5	6	9	2	1	2	3	2	26	8
	13.8	35.3	17.4	10.8	13.5	11.1	10.3	47.4	33.3	5.6	18.2	12.0	6.7	11.0	53.3
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Creeks Restoration/Water
Quality Advisory Committee

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	195	14	18	30	53	35	45	10	3	14	9	19	25	187	6
	76.8	82.4	78.3	81.1	71.6	77.8	77.6	52.6	50.0	77.8	81.8	76.0	83.3	79.2	40.0
Selected	59	3	5	7	21	10	13	9	3	4	2	6	5	49	9
	23.2	17.6	21.7	18.9	28.4	22.2	22.4	47.4	50.0	22.2	18.2	24.0	16.7	20.8	60.0
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Nuestra Ciudad

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	232	16	15	35	68	42	56	12	4	16	11	22	27	228	2
	91.3	94.1	65.2	94.6	91.9	93.3	96.6	63.2	66.7	88.9	100.0	88.0	90.0	96.6	13.3
Selected	22	1	8	2	6	3	2	7	2	2	-	3	3	8	13
	8.7	5.9	34.8	5.4	8.1	6.7	3.4	36.8	33.3	11.1		12.0	10.0	3.4	86.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Inside Santa Barbara

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	135	6	6	18	36	26	43	3	2	9	6	10	16	130	5
	53.1	35.3	26.1	48.6	48.6	57.8	74.1	15.8	33.3	50.0	54.5	40.0	53.3	55.1	33.3
Selected	119	11	17	19	38	19	15	16	4	9	5	15	14	106	10
	46.9	64.7	73.9	51.4	51.4	42.2	25.9	84.2	66.7	50.0	45.5	60.0	46.7	44.9	66.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Impressions in Time

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	228	16	21	33	66	39	53	14	6	17	10	22	29	215	11
	89.8	94.1	91.3	89.2	89.2	86.7	91.4	73.7	100.0	94.4	90.9	88.0	96.7	91.1	73.3
Selected	26	1	2	4	8	6	5	5	-	1	1	3	1	21	4
	10.2	5.9	8.7	10.8	10.8	13.3	8.6	26.3		5.6	9.1	12.0	3.3	8.9	26.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Bulletin board

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	185	13	15	24	53	32	48	8	5	14	8	15	23	178	6
	72.8	76.5	65.2	64.9	71.6	71.1	82.8	42.1	83.3	77.8	72.7	60.0	76.7	75.4	40.0
Selected	69	4	8	13	21	13	10	11	1	4	3	10	7	58	9
	27.2	23.5	34.8	35.1	28.4	28.9	17.2	57.9	16.7	22.2	27.3	40.0	23.3	24.6	60.0
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: The California Channel (State legislature)

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	206	14	20	32	55	35	50	12	5	15	10	19	24	193	12
	81.1	82.4	87.0	86.5	74.3	77.8	86.2	63.2	83.3	83.3	90.9	76.0	80.0	81.8	80.0
Selected	48	3	3	5	19	10	8	7	1	3	1	6	6	43	3
	18.9	17.6	13.0	13.5	25.7	22.2	13.8	36.8	16.7	16.7	9.1	24.0	20.0	18.2	20.0
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Government Access programs: Other

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	210	14	21	29	65	35	46	18	5	13	10	22	23	195	12
	82.7	82.4	91.3	78.4	87.8	77.8	79.3	94.7	83.3	72.2	90.9	88.0	76.7	82.6	80.0
Selected	44	3	2	8	9	10	12	1	1	5	1	3	7	41	3
	17.3	17.6	8.7	21.6	12.2	22.2	20.7	5.3	16.7	27.8	9.1	12.0	23.3	17.4	20.0
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Use Spanish language translation service (SAP) when view
City Council mtgs

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Yes	13	-	4	2	5	2	-	7	1	-	-	1	-	3	9
	5.1		17.4	5.4	6.8	4.4		36.8	16.7			4.0		1.3	60.0
No	143	4	7	19	46	29	38	7	2	10	7	13	15	139	2
	56.3	23.5	30.4	51.4	62.2	64.4	65.5	36.8	33.3	55.6	63.6	52.0	50.0	58.9	13.3
Does Not Watch	93	12	12	15	23	13	18	4	2	8	3	11	15	90	3
	36.6	70.6	52.2	40.5	31.1	28.9	31.0	21.1	33.3	44.4	27.3	44.0	50.0	38.1	20.0
DK/NR	5	1	-	1	-	1	2	1	1	-	1	-	-	4	1
	2.0	5.9		2.7		2.2	3.4	5.3	16.7		9.1			1.7	6.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Use Closed Captioning when viewing City Council mtgs

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Yes	15	-	2	4	6	2	1	4	-	-	1	1	2	11	4
	5.9		8.7	10.8	8.1	4.4	1.7	21.1			9.1	4.0	6.7	4.7	26.7
No	140	3	9	17	45	29	37	9	3	10	6	13	13	130	7
	55.1	17.6	39.1	45.9	60.8	64.4	63.8	47.4	50.0	55.6	54.5	52.0	43.3	55.1	46.7
Does Not Watch	94	13	12	15	23	13	18	5	2	8	3	11	15	91	3
	37.0	76.5	52.2	40.5	31.1	28.9	31.0	26.3	33.3	44.4	27.3	44.0	50.0	38.6	20.0
DK/NR	5	1	-	1	-	1	2	1	1	-	1	-	-	4	1
	2.0	5.9		2.7		2.2	3.4	5.3	16.7		9.1			1.7	6.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Watch channel 18 if: had programming guide/knew what was on

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	96	4	10	7	28	18	29	5	2	9	2	8	10	90	5
	37.8	23.5	43.5	18.9	37.8	40.0	50.0	26.3	33.3	50.0	18.2	32.0	33.3	38.1	33.3
Selected	158	13	13	30	46	27	29	14	4	9	9	17	20	146	10
	62.2	76.5	56.5	81.1	62.2	60.0	50.0	73.7	66.7	50.0	81.8	68.0	66.7	61.9	66.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Watch channel 18 if: programming content was expanded

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	99	3	8	11	22	20	35	6	2	7	3	8	13	95	4
	39.0	17.6	34.8	29.7	29.7	44.4	60.3	31.6	33.3	38.9	27.3	32.0	43.3	40.3	26.7
Selected	155	14	15	26	52	25	23	13	4	11	8	17	17	141	11
	61.0	82.4	65.2	70.3	70.3	55.6	39.7	68.4	66.7	61.1	72.7	68.0	56.7	59.7	73.3
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Watch channel 18 if: quality of production was improved

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	136	4	8	17	39	29	39	8	1	9	3	14	13	133	3
	53.5	23.5	34.8	45.9	52.7	64.4	67.2	42.1	16.7	50.0	27.3	56.0	43.3	56.4	20.0
Selected	118	13	15	20	35	16	19	11	5	9	8	11	17	103	12
	46.5	76.5	65.2	54.1	47.3	35.6	32.8	57.9	83.3	50.0	72.7	44.0	56.7	43.6	80.0
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Watch channel 18 if: Other

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	212	15	18	30	61	39	49	14	5	13	11	23	26	198	11
	83.5	88.2	78.3	81.1	82.4	86.7	84.5	73.7	83.3	72.2	100.0	92.0	86.7	83.9	73.3
Selected	42	2	5	7	13	6	9	5	1	5	-	2	4	38	4
	16.5	11.8	21.7	18.9	17.6	13.3	15.5	26.3	16.7	27.8		8.0	13.3	16.1	26.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Watch channel 18 if: None of the above

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	224	17	23	35	67	39	43	19	5	15	11	22	26	207	14
	88.2	100.0	100.0	94.6	90.5	86.7	74.1	100.0	83.3	83.3	100.0	88.0	86.7	87.7	93.3
Selected	30	-	-	2	7	6	15	-	1	3	-	3	4	29	1
	11.8			5.4	9.5	13.3	25.9		16.7	16.7		12.0	13.3	12.3	6.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Interested in streamed Channel 18 from Citys website

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	254	17	23	37	74	45	58	19	6	18	11	25	30	236	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
YES	82	13	8	15	19	18	9	8	1	9	2	8	8	74	5
	32.3	76.5	34.8	40.5	25.7	40.0	15.5	42.1	16.7	50.0	18.2	32.0	26.7	31.4	33.3
NO	154	4	14	20	46	26	44	10	4	9	8	15	22	145	9
	60.6	23.5	60.9	54.1	62.2	57.8	75.9	52.6	66.7	50.0	72.7	60.0	73.3	61.4	60.0
DK/NR	18	-	1	2	9	1	5	1	1	-	1	2	-	17	1
	7.1		4.3	5.4	12.2	2.2	8.6	5.3	16.7		9.1	8.0		7.2	6.7
NO ANSWER	147	13	23	22	30	18	41	19	6	6	6	12	6	127	17

City Access Channel 18 - Spring 2004 Survey

Programming watch: Network broadcast

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	54	4	11	5	12	9	13	9	3	2	3	2	1	44	10
	13.5	13.3	23.9	8.5	11.5	14.3	13.1	23.7	25.0	8.3	17.6	5.4	2.8	12.1	31.2
Selected	347	26	35	54	92	54	86	29	9	22	14	35	35	319	22
	86.5	86.7	76.1	91.5	88.5	85.7	86.9	76.3	75.0	91.7	82.4	94.6	97.2	87.9	68.8

City Access Channel 18 - Spring 2004 Survey

Programming watch: Sports

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	183	11	22	23	46	27	54	18	10	14	6	10	15	162	17
	45.6	36.7	47.8	39.0	44.2	42.9	54.5	47.4	83.3	58.3	35.3	27.0	41.7	44.6	53.1
Selected	218	19	24	36	58	36	45	20	2	10	11	27	21	201	15
	54.4	63.3	52.2	61.0	55.8	57.1	45.5	52.6	16.7	41.7	64.7	73.0	58.3	55.4	46.9

City Access Channel 18 - Spring 2004 Survey

Programming watch: Local programming

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	159	15	24	19	32	26	43	20	5	10	8	10	9	142	15
	39.7	50.0	52.2	32.2	30.8	41.3	43.4	52.6	41.7	41.7	47.1	27.0	25.0	39.1	46.9
Selected	242	15	22	40	72	37	56	18	7	14	9	27	27	221	17
	60.3	50.0	47.8	67.8	69.2	58.7	56.6	47.4	58.3	58.3	52.9	73.0	75.0	60.9	53.1

City Access Channel 18 - Spring 2004 Survey

Programming watch: News

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	52	3	9	6	9	14	11	7	4	1	3	3	1	46	5
	13.0	10.0	19.6	10.2	8.7	22.2	11.1	18.4	33.3	4.2	17.6	8.1	2.8	12.7	15.6
Selected	349	27	37	53	95	49	88	31	8	23	14	34	35	317	27
	87.0	90.0	80.4	89.8	91.3	77.8	88.9	81.6	66.7	95.8	82.4	91.9	97.2	87.3	84.4

City Access Channel 18 - Spring 2004 Survey

Programming watch: Variety

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	96	9	10	15	14	10	38	12	4	6	4	6	6	83	12
	23.9	30.0	21.7	25.4	13.5	15.9	38.4	31.6	33.3	25.0	23.5	16.2	16.7	22.9	37.5
Selected	305	21	36	44	90	53	61	26	8	18	13	31	30	280	20
	76.1	70.0	78.3	74.6	86.5	84.1	61.6	68.4	66.7	75.0	76.5	83.8	83.3	77.1	62.5

City Access Channel 18 - Spring 2004 Survey

Programming watch: Religious

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	349	29	42	51	89	56	82	32	9	20	14	30	34	317	26
	87.0	96.7	91.3	86.4	85.6	88.9	82.8	84.2	75.0	83.3	82.4	81.1	94.4	87.3	81.2
Selected	52	1	4	8	15	7	17	6	3	4	3	7	2	46	6
	13.0	3.3	8.7	13.6	14.4	11.1	17.2	15.8	25.0	16.7	17.6	18.9	5.6	12.7	18.8

City Access Channel 18 - Spring 2004 Survey

Programming watch: Educational

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	44	7	6	3	8	8	12	7	3	4	3	2	2	34	9
	11.0	23.3	13.0	5.1	7.7	12.7	12.1	18.4	25.0	16.7	17.6	5.4	5.6	9.4	28.1
Selected	357	23	40	56	96	55	87	31	9	20	14	35	34	329	23
	89.0	76.7	87.0	94.9	92.3	87.3	87.9	81.6	75.0	83.3	82.4	94.6	94.4	90.6	71.9

City Access Channel 18 - Spring 2004 Survey

Programming watch: Music

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	209	5	19	27	44	44	70	14	4	9	9	18	13	190	16
	52.1	16.7	41.3	45.8	42.3	69.8	70.7	36.8	33.3	37.5	52.9	48.6	36.1	52.3	50.0
Selected	192	25	27	32	60	19	29	24	8	15	8	19	23	173	16
	47.9	83.3	58.7	54.2	57.7	30.2	29.3	63.2	66.7	62.5	47.1	51.4	63.9	47.7	50.0

City Access Channel 18 - Spring 2004 Survey

Programming watch: Government

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	180	17	26	26	40	27	44	21	6	10	8	15	7	157	21
	44.9	56.7	56.5	44.1	38.5	42.9	44.4	55.3	50.0	41.7	47.1	40.5	19.4	43.3	65.6
Selected	221	13	20	33	64	36	55	17	6	14	9	22	29	206	11
	55.1	43.3	43.5	55.9	61.5	57.1	55.6	44.7	50.0	58.3	52.9	59.5	80.6	56.7	34.4

City Access Channel 18 - Spring 2004 Survey

Programming watch: Children

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	268	16	19	25	69	51	88	13	6	19	11	24	19	255	9
	66.8	53.3	41.3	42.4	66.3	81.0	88.9	34.2	50.0	79.2	64.7	64.9	52.8	70.2	28.1
Selected	133	14	27	34	35	12	11	25	6	5	6	13	17	108	23
	33.2	46.7	58.7	57.6	33.7	19.0	11.1	65.8	50.0	20.8	35.3	35.1	47.2	29.8	71.9

City Access Channel 18 - Spring 2004 Survey

Programming watch: Movie channels

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	202	12	18	32	50	30	60	15	4	14	10	27	15	184	15
	50.4	40.0	39.1	54.2	48.1	47.6	60.6	39.5	33.3	58.3	58.8	73.0	41.7	50.7	46.9
Selected	199	18	28	27	54	33	39	23	8	10	7	10	21	179	17
	49.6	60.0	60.9	45.8	51.9	52.4	39.4	60.5	66.7	41.7	41.2	27.0	58.3	49.3	53.1

City Access Channel 18 - Spring 2004 Survey

Programming watch: Pay per view

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	332	25	34	43	82	55	93	30	8	23	14	31	31	301	26
	82.8	83.3	73.9	72.9	78.8	87.3	93.9	78.9	66.7	95.8	82.4	83.8	86.1	82.9	81.2
Selected	69	5	12	16	22	8	6	8	4	1	3	6	5	62	6
	17.2	16.7	26.1	27.1	21.2	12.7	6.1	21.1	33.3	4.2	17.6	16.2	13.9	17.1	18.8

City Access Channel 18 - Spring 2004 Survey

Programming watch: Ethnic

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	312	24	21	40	85	55	87	17	5	18	12	31	27	309	1
	77.8	80.0	45.7	67.8	81.7	87.3	87.9	44.7	41.7	75.0	70.6	83.8	75.0	85.1	3.1
Selected	89	6	25	19	19	8	12	21	7	6	5	6	9	54	31
	22.2	20.0	54.3	32.2	18.3	12.7	12.1	55.3	58.3	25.0	29.4	16.2	25.0	14.9	96.9

City Access Channel 18 - Spring 2004 Survey

Programming watch: Shopping

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	354	26	38	51	91	57	91	28	9	22	15	32	31	323	25
	88.3	86.7	82.6	86.4	87.5	90.5	91.9	73.7	75.0	91.7	88.2	86.5	86.1	89.0	78.1
Selected	47	4	8	8	13	6	8	10	3	2	2	5	5	40	7
	11.7	13.3	17.4	13.6	12.5	9.5	8.1	26.3	25.0	8.3	11.8	13.5	13.9	11.0	21.9

City Access Channel 18 - Spring 2004 Survey

Programming watch: Other

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Not selected	320	27	40	50	83	48	72	32	9	17	16	31	28	287	29
	79.8	90.0	87.0	84.7	79.8	76.2	72.7	84.2	75.0	70.8	94.1	83.8	77.8	79.1	90.6
Selected	81	3	6	9	21	15	27	6	3	7	1	6	8	76	3
	20.2	10.0	13.0	15.3	20.2	23.8	27.3	15.8	25.0	29.2	5.9	16.2	22.2	20.9	9.4

City Access Channel 18 - Spring 2004 Survey

Average number hours per day household watch TV

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	5	-	-	1	-	-	4	-	-	1	-	-	-	5	-
	100.0			100.0			100.0			100.0			100.0		
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Dont Know/No Response	4	-	-	1	-	-	3	-	-	1	-	-	-	4	-
	80.0			100.0			75.0			100.0				80.0	
Refused	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-
	20.0						25.0							20.0	
NO ANSWER	396	30	46	58	104	63	95	38	12	23	17	37	36	358	32

City Access Channel 18 - Spring 2004 Survey

Length of time lived in Santa Barbara

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Less than 1 year	16	1	5	3	2	2	3	1	-	2	-	2	-	13	3
	4.0	3.3	10.9	5.1	1.9	3.2	3.0	2.6		8.3		5.4		3.6	9.4
1-2 years	27	6	5	6	4	4	2	5	-	3	1	1	2	25	2
	6.7	20.0	10.9	10.2	3.8	6.3	2.0	13.2		12.5	5.9	2.7	5.6	6.9	6.2
3-4 years	34	6	7	7	6	6	2	7	2	2	1	3	2	27	7
	8.5	20.0	15.2	11.9	5.8	9.5	2.0	18.4	16.7	8.3	5.9	8.1	5.6	7.4	21.9
5-9 years	41	7	9	7	6	6	6	3	3	2	4	3	6	40	1
	10.2	23.3	19.6	11.9	5.8	9.5	6.1	7.9	25.0	8.3	23.5	8.1	16.7	11.0	3.1
10-19 years	78	7	13	20	14	7	17	12	3	3	6	4	7	66	11
	19.5	23.3	28.3	33.9	13.5	11.1	17.2	31.6	25.0	12.5	35.3	10.8	19.4	18.2	34.4
20 years or more	205	3	7	16	72	38	69	10	4	12	5	24	19	192	8
	51.1	10.0	15.2	27.1	69.2	60.3	69.7	26.3	33.3	50.0	29.4	64.9	52.8	52.9	25.0

City Access Channel 18 - Spring 2004 Survey

Own or rent home

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Own	253	6	8	40	75	50	74	6	2	7	4	23	24	243	5
	63.1	20.0	17.4	67.8	72.1	79.4	74.7	15.8	16.7	29.2	23.5	62.2	66.7	66.9	15.6
Rent	145	24	38	19	28	13	23	31	10	17	13	14	12	118	26
	36.2	80.0	82.6	32.2	26.9	20.6	23.2	81.6	83.3	70.8	76.5	37.8	33.3	32.5	81.2
DK/NR	2	-	-	-	-	-	2	1	-	-	-	-	-	2	-
	0.5						2.0	2.6						0.6	
REFUSED	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1
	0.2				1.0										3.1

City Access Channel 18 - Spring 2004 Survey

Respondents Education

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Less than high school diploma/GED	27	2	10	7	1	3	4	12	4	2	1	-	-	7	20
	6.7	6.7	21.7	11.9	1.0	4.8	4.0	31.6	33.3	8.3	5.9			1.9	62.5
High school diploma/GED	43	9	5	5	12	3	9	12	3	3	1	4	3	32	10
	10.7	30.0	10.9	8.5	11.5	4.8	9.1	31.6	25.0	12.5	5.9	10.8	8.3	8.8	31.2
Some college, no degree	61	7	6	4	19	8	17	8	3	3	3	9	6	59	1
	15.2	23.3	13.0	6.8	18.3	12.7	17.2	21.1	25.0	12.5	17.6	24.3	16.7	16.3	3.1
Associate degree	30	1	5	5	12	3	4	1	-	1	4	7	2	29	-
	7.5	3.3	10.9	8.5	11.5	4.8	4.0	2.6		4.2	23.5	18.9	5.6	8.0	
Bachelors degree	125	11	14	19	27	26	28	5	1	10	8	11	14	124	1
	31.2	36.7	30.4	32.2	26.0	41.3	28.3	13.2	8.3	41.7	47.1	29.7	38.9	34.2	3.1
Doctorate or professional degree	111	-	6	19	32	20	34	-	1	4	-	6	11	108	-
	27.7		13.0	32.2	30.8	31.7	34.3		8.3	16.7		16.2	30.6	29.8	
DK/NR	2	-	-	-	-	-	2	-	-	1	-	-	-	2	-
	0.5						2.0			4.2				0.6	
REFUSED	2	-	-	-	1	-	1	-	-	-	-	-	-	2	-
	0.5				1.0		1.0							0.6	

City Access Channel 18 - Spring 2004 Survey

Respondents racial or ethnic background

	Age Groups						Income						Language		
	18-25	26-35	36-45	46-55	56-65	66+	\$20K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K- \$70K	\$70K- \$90K	>\$90K	Engl.	Span.	
	391	30	44	59	100	63	95	38	12	24	16	37	36	353	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	401	30	46	59	104	63	99	38	12	24	17	37	36	363	32
Black/African-American	5	1	-	1	1	1	1	1	-	1	1	-	-	5	-
	1.3	3.3		1.7	1.0	1.6	1.1	2.6		4.2	6.2			1.4	
Asian/Pacific Islander	9	1	2	1	2	1	2	2	-	1	1	-	1	9	-
	2.3	3.3	4.5	1.7	2.0	1.6	2.1	5.3		4.2	6.2		2.8	2.5	
Latino/Hispanic	52	4	18	13	8	5	4	17	6	5	3	8	1	19	30
	13.3	13.3	40.9	22.0	8.0	7.9	4.2	44.7	50.0	20.8	18.8	21.6	2.8	5.4	93.8
Native-American	4	2	-	-	1	-	1	1	-	-	-	1	-	4	-
	1.0	6.7			1.0		1.1	2.6				2.7		1.1	
White/Caucasian	280	17	18	38	80	51	76	13	5	12	8	28	32	279	-
	71.6	56.7	40.9	64.4	80.0	81.0	80.0	34.2	41.7	50.0	50.0	75.7	88.9	79.0	
Mixed Ethnicity	12	2	1	4	3	1	1	2	-	-	2	-	-	12	-
	3.1	6.7	2.3	6.8	3.0	1.6	1.1	5.3			12.5			3.4	
Other	29	3	5	2	5	4	10	2	1	5	1	-	2	25	2
	7.4	10.0	11.4	3.4	5.0	6.3	10.5	5.3	8.3	20.8	6.2		5.6	7.1	6.2
NO ANSWER	10	-	2	-	4	-	4	-	-	-	1	-	-	10	-