



ISBER, 2201 North Hall
University of California, Santa Barbara
Santa Barbara, CA 93106-2150



**GOVERNMENT ACCESS CHANNEL
CITY-TV 18**

SURVEY

MARCH 2005

The Social Science Survey Center and Benton Survey Research Laboratory

Mission

Public opinion polls, and the underlying scientific methods upon which the best polls are based, were first developed in the late 1930's to find out what ordinary people think. Today, survey research is increasingly used by academic researchers to study theoretical issues in fields as diverse as sociology, economics, psychology, communication and political science; by government agencies to assess such things as unemployment, population demographics, and health care needs; by marketers to test the waters before releasing—or even developing—new products; and by public officials to determine public support for new or existing policies. Because the science of survey research has advanced considerably over the years, we are more and more capable of inferring what large numbers of people do, feel, or think on the basis of a relatively small number of structured interviews. Public universities have been central to the growth of survey research.

Here at UCSB, the recently created Social Science Survey Center (SSSC) was developed to enhance interdisciplinary collaboration on both theoretical and methodological planes. The SSSC has three central goals: (1) assisting faculty with their funded research projects; (2) providing practical experience for graduate and undergraduate students in survey research; and (3) creating new knowledge in the area of survey methodology.

Faculty Projects

A central goal of the SSSC exists to assist faculty (both at UCSB and elsewhere) in the development and execution of their funded survey research projects. As such, it can increase faculty chances of securing funding for survey research projects, as well as provide a local resource for the development of survey instruments and interviewing. The SSSC is currently running 9 computer-aided telephone interviewing stations, although it will ultimately be equipped with a full complement of 20 stations.

Education and Training

SSSC is also a place for hands on learning for both undergraduate and graduate students. In our facility, the Benton Social Research Laboratory, students enrolled in research design classes can gain practical experience in research techniques through the use of modern tools such as computer-aided telephone interviewing systems. Graduate student support in the form of research assistantships is also available throughout the center. Graduate research assistants at SSSC learn the day to day operations of a modern survey research organization in addition to being actively engaged in the creation of new knowledge—both context specific in terms of specific studies contracted through the SSSC, and also in the development of new methodological innovations.

Methodological Innovation

In addition to collecting data for individual projects, the SSSC's long term goals include the development of knowledge and innovations to increase the quality of survey research. For example, part of the work of the SSSC is to better understand issues such as: the presence of response effects in surveys, the reasons for and solutions to survey non-response and improving the validity of survey measurement.

Methodology

This survey was designed to provide Santa Barbara Government Access Channel CITY TV 18 with a profile of its current audience. The survey examines respondents' television viewing habits with a particular focus on viewership of CITY TV programming. Currently 29,592 households in Santa Barbara subscribe to cable television, representing a 71% penetration rate in the area.

The survey was conducted by telephone from October 11 to November 4, 2004. Telephone numbers were dialed at random, ensuring that both listed and unlisted numbers had equal chances to be called. Telephone exchanges were selected among seven zip codes that primarily comprise the City of Santa Barbara. Approximately 400 interviews were completed.^a

ZIP CODES SAMPLED
93101
93102
93103
93105*
93108
93109
93110*

**Some households in this zip code lie outside Santa Barbara City limits, and were therefore eliminated by screening*

Each interview took approximately 7 minutes to complete. Interviews were conducted in English. To reduce potential bias from respondents who were relatively easy to reach by telephone, a minimum of five call attempts were made on every viable telephone number. All respondents who initially declined the survey were called back by experienced interviewers who attempted to convince them to participate in the study.

^a The margin of sampling error for each individual question in the survey is +/- 4.9 percentage points, with a 95% level of confidence.

A pre-test was conducted on October 11, 2004 with 20 respondents. The pre-test ensured that questions were clearly and completely understood by all respondents and that questions were eliciting logical responses in line with the pre-coded answer categories.

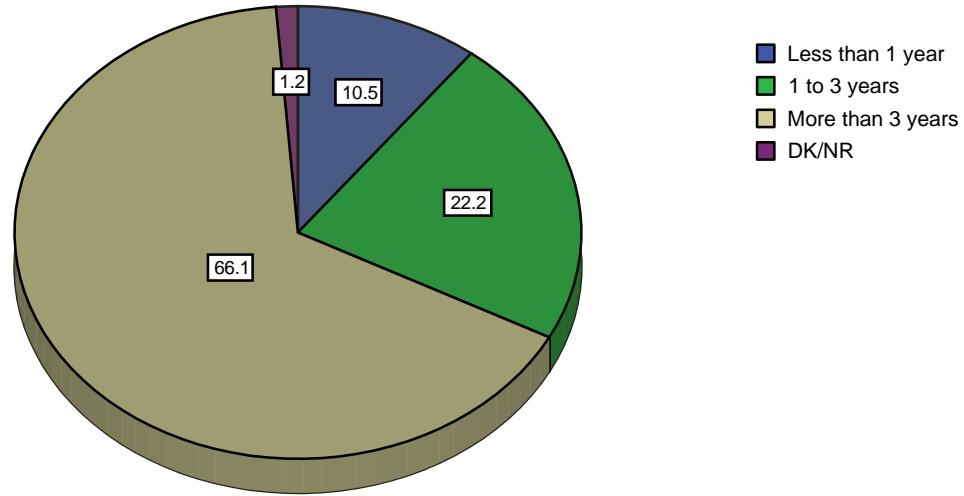
Survey Questions

- How long have you subscribed to cable television at your current address?
- Are you aware that the City of Santa Barbara has its own Government Access Channel, CITY TV Channel 18, on the Cox Communications Cable system?
- How often would you say that the City of Santa Barbara Government Access Channel, channel 18, is watched in your household?
- How did you first learn about CITY TV programming?
- I will now read you a list of programs on the Government Access Channel. For each one, please tell me if you or members of your household have watched it in the last few weeks:
- Do you or members of your household use the Spanish language translation service (SAP or "Second Audio Program") when viewing City Council meetings?
- Do you or members of your household use "Closed Captioning" when viewing City Council Meetings?
- Would you say that members of your household would watch the Government Access Channel, channel 18, more frequently if...?
- Would you be interested in seeing the Government Access Channel, channel 18, streamed from the City's website?
- I'm going now to read you a few programming options available to you through Cox Cable. Please tell me which channels or categories of programming you currently watch.
- On the average, how many total hours per day do you and the members of your household watch television?

- How long have you lived in Santa Barbara?
- Do you own or rent your home?
- What is your age?
- What is the primary language spoken in your home?
- What is the highest level of education you've completed?
- What was the total income of your household before taxes in 2003?
- We would also like to know your racial or ethnic background. Are you ...:

RESULTS

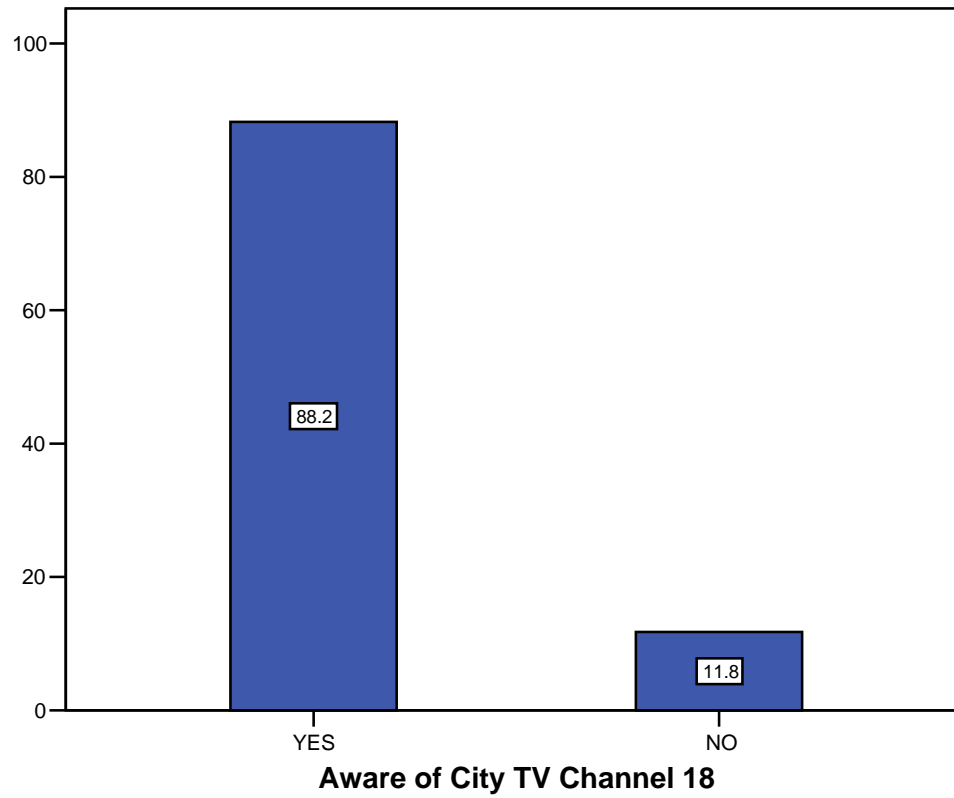
How long have you subscribed to cable television at your current address?



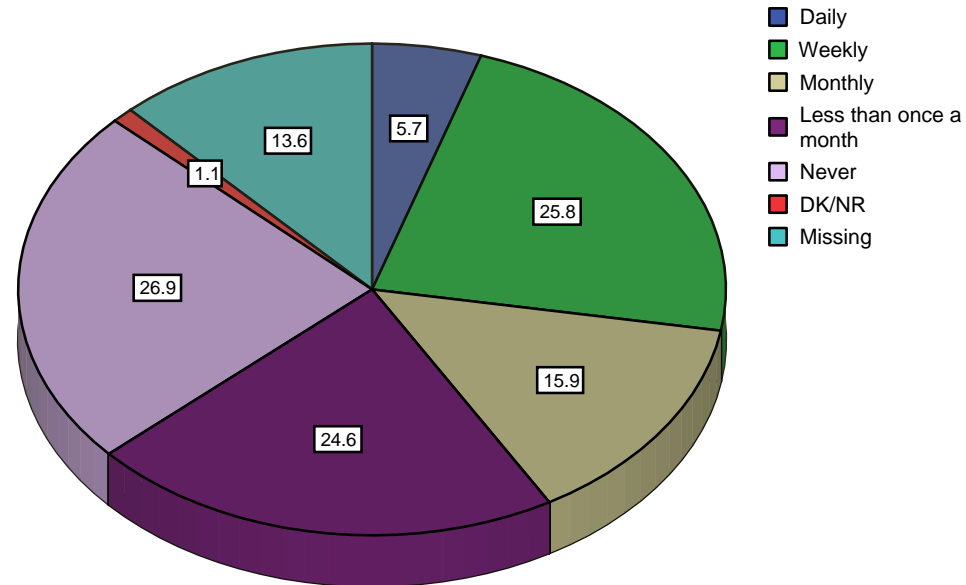
Amount of time subscribed to cable at current address

Santa Barbara Government Access Channel CITY-TV 18 Survey

Are you aware that the City of Santa Barbara has its own Government Access Channel, CITY TV Channel 18, on the Cox Communications Cable system?

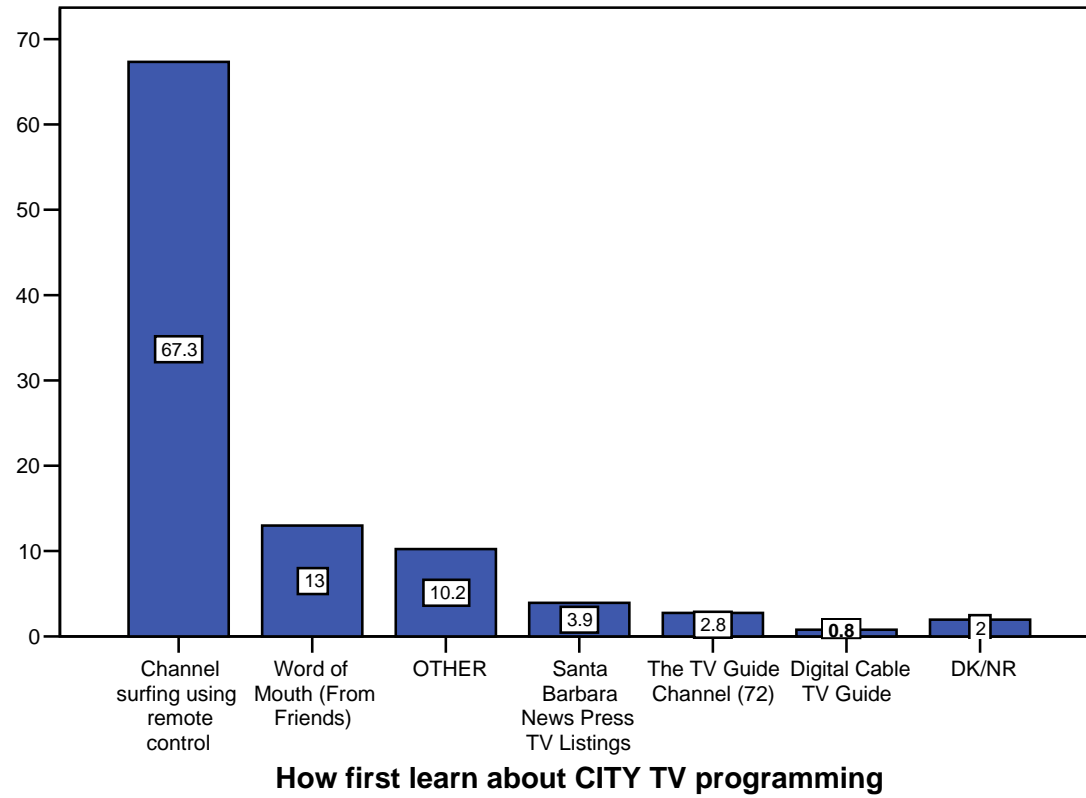


How often would you say that the City of Santa Barbara Government Access Channel, channel 18, is watched in your household?



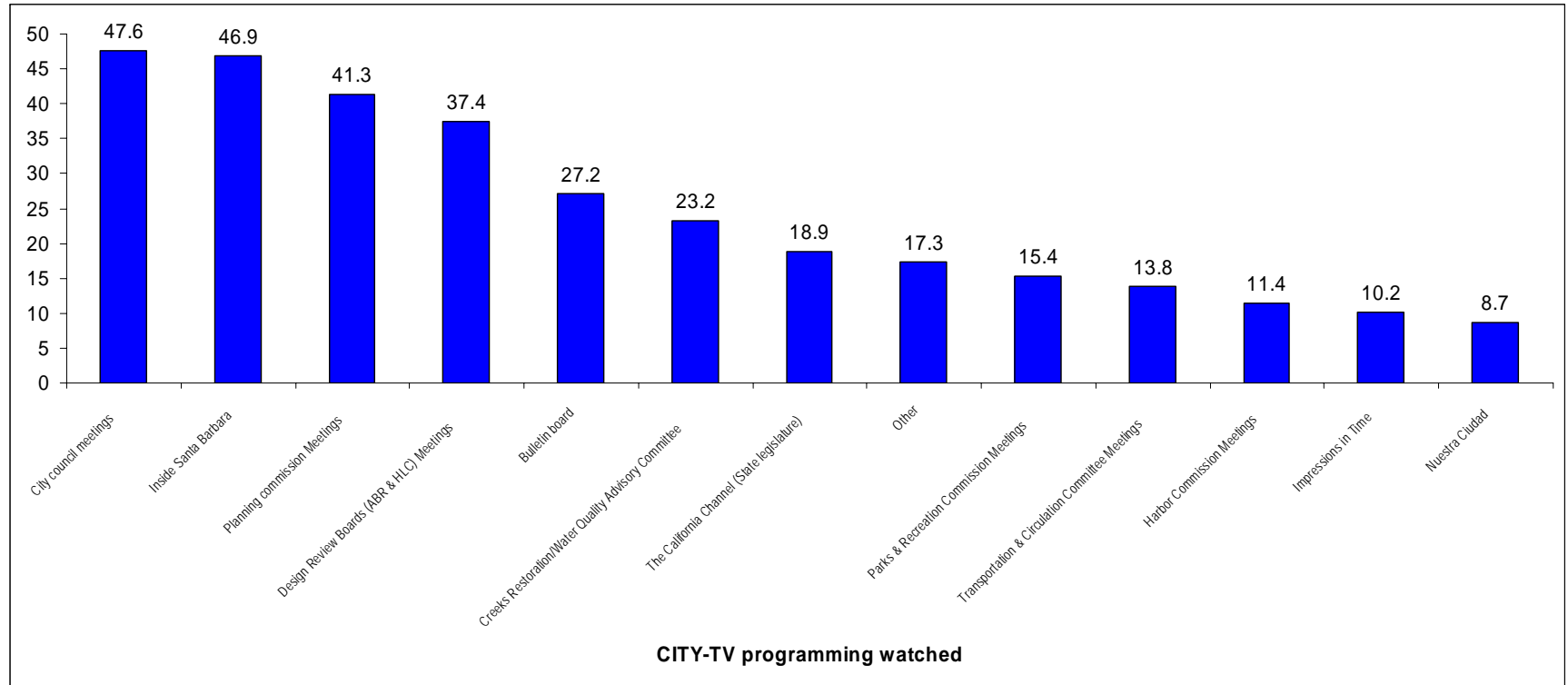
How often Channel 18 watched in household

How did you first learn about CITY TV programming?

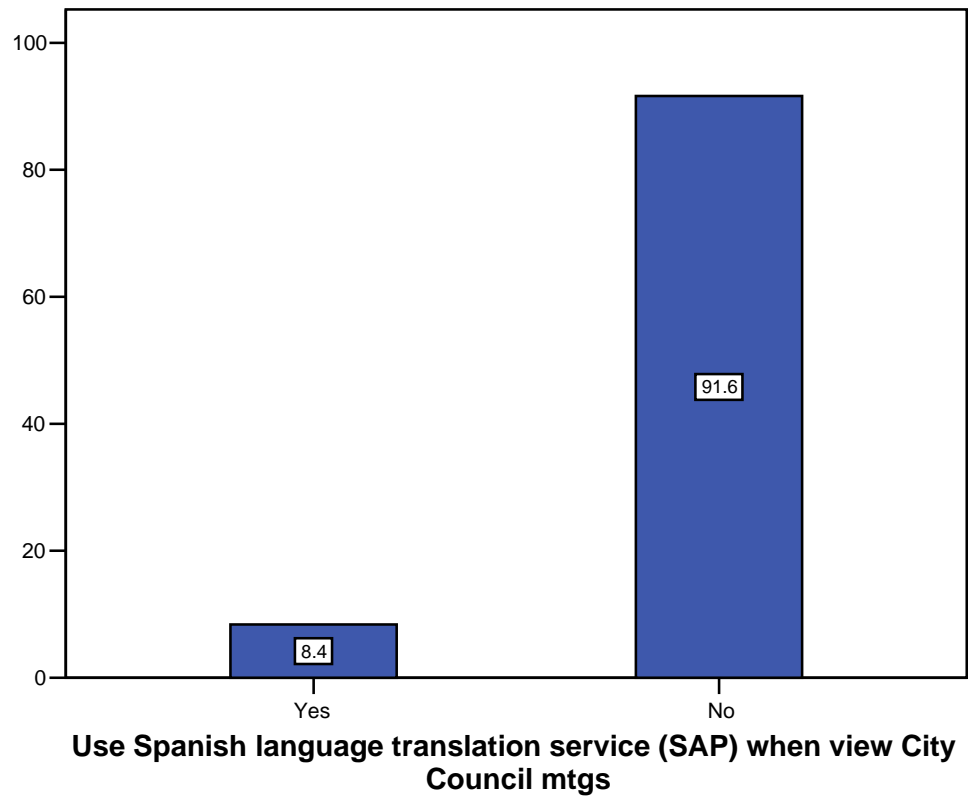


Santa Barbara Government Access Channel CITY-TV 18 Survey

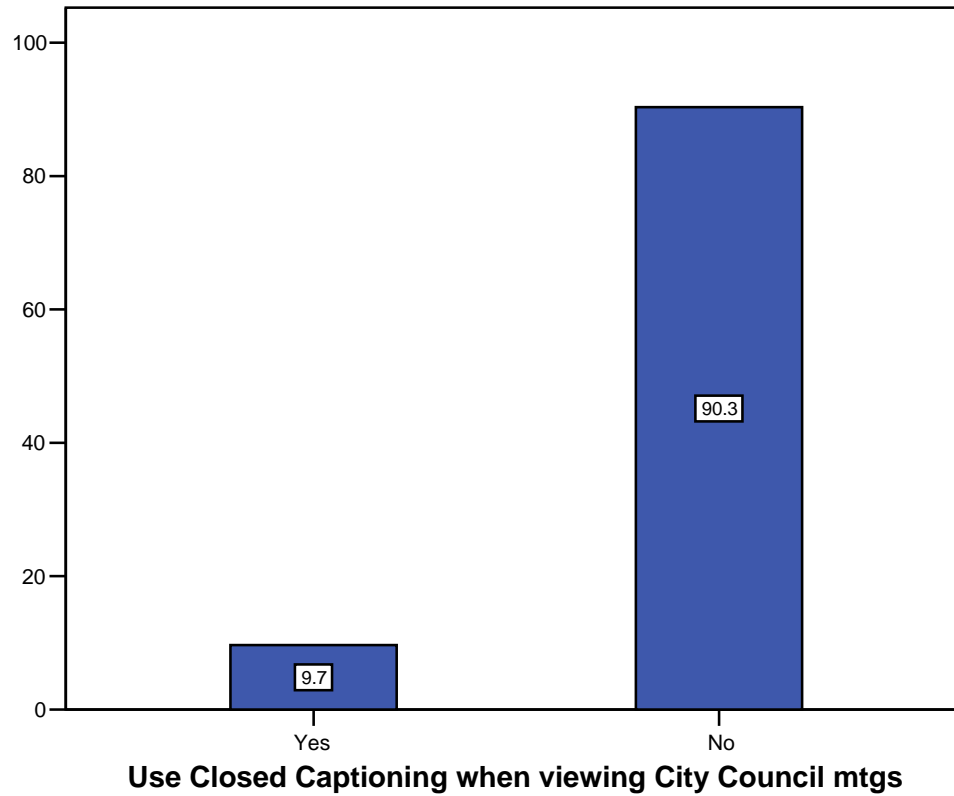
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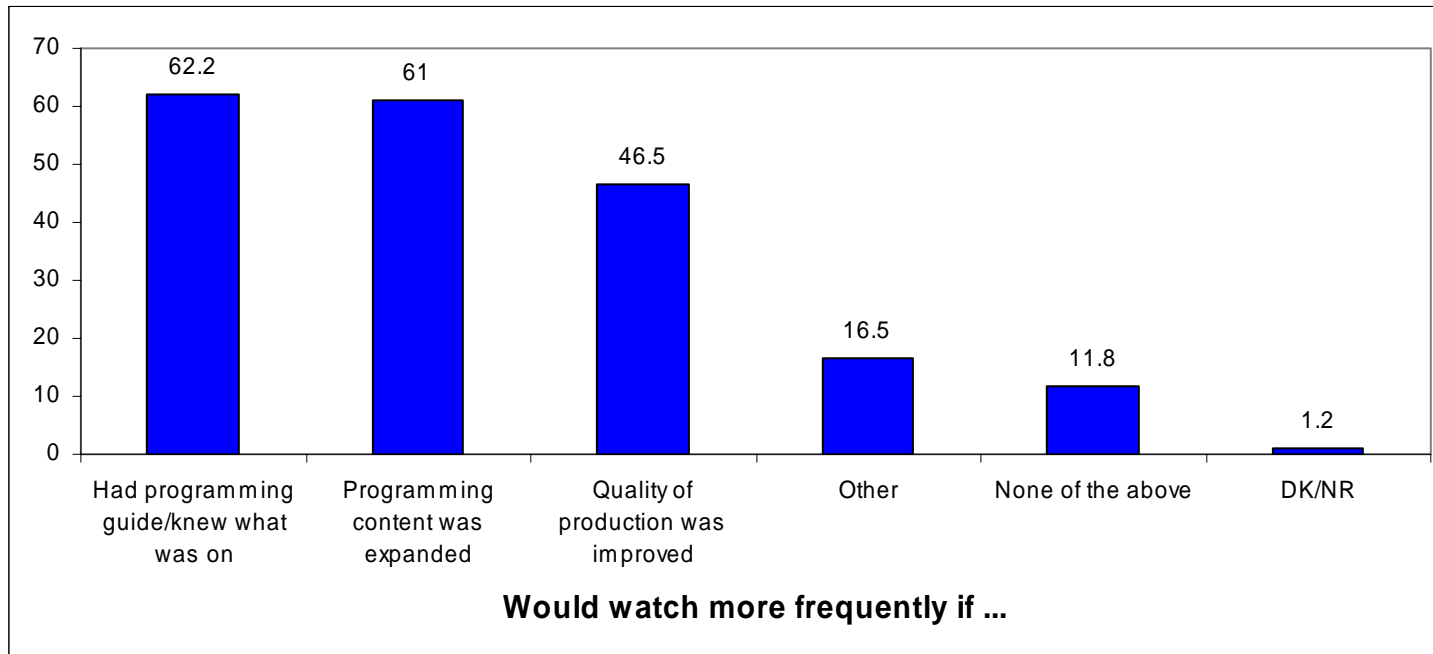
Do you or members of your household use the Spanish language translation service (SAP or "Second Audio Program") when viewing City Council meetings?



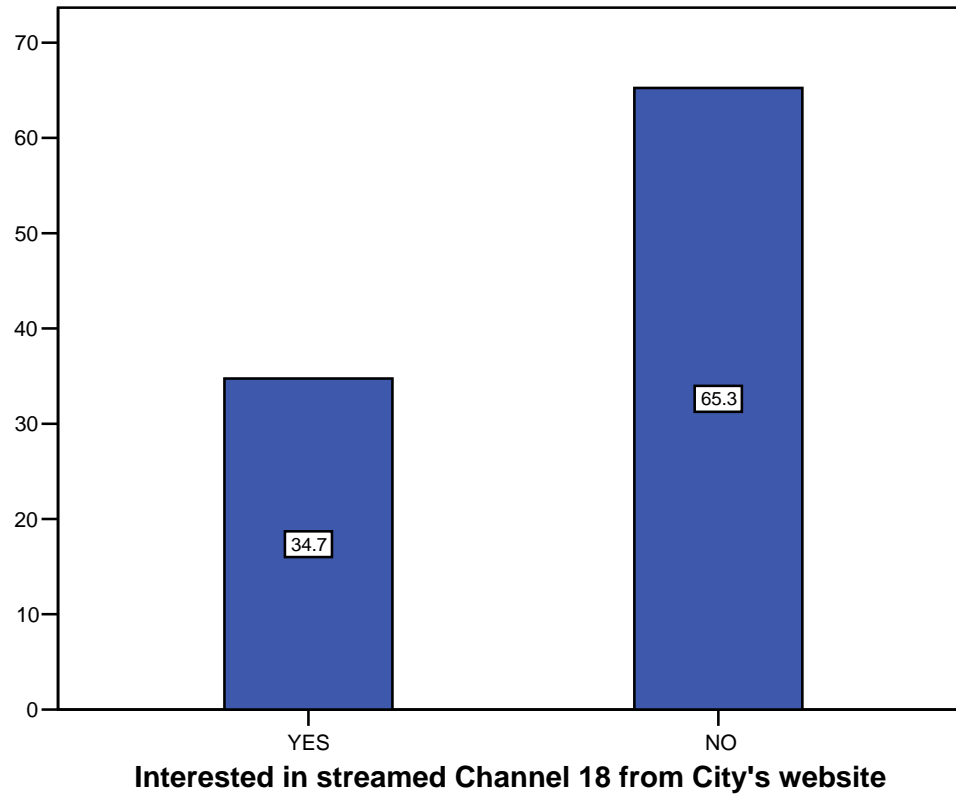
Do you or members of your household use "Closed Captioning" when viewing City Council Meetings?



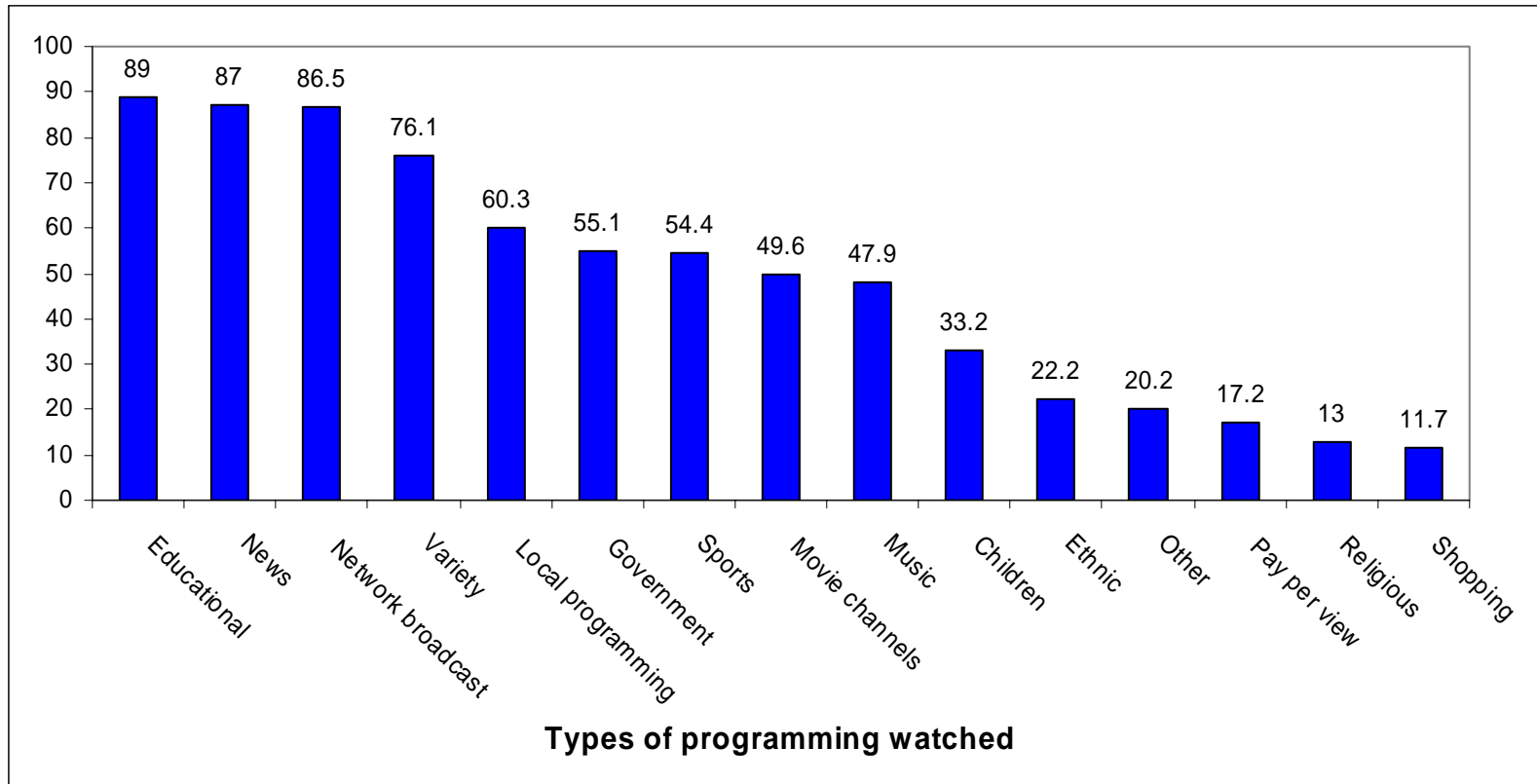
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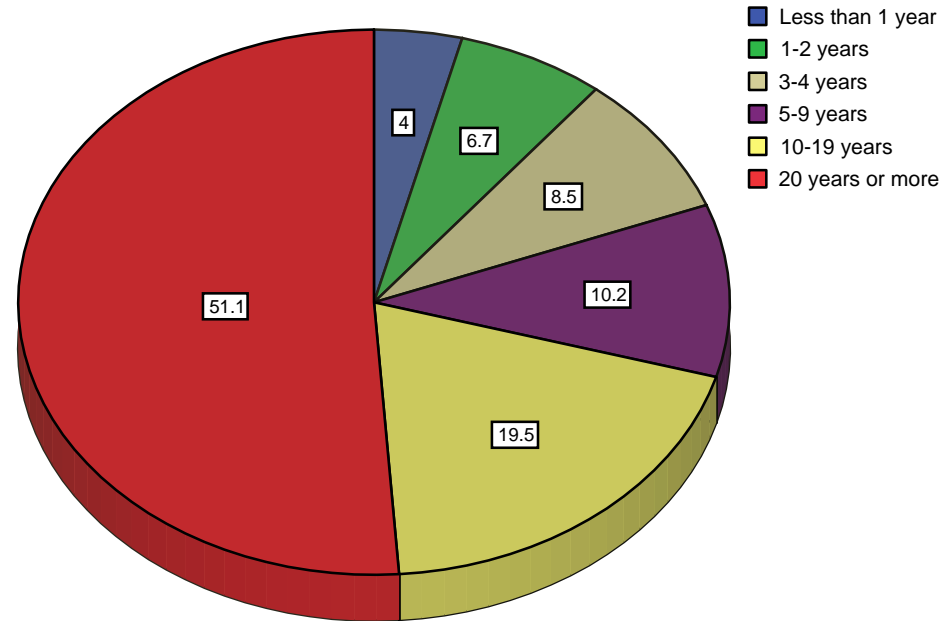


On the average, how many total hours per day do you and the members of your household watch television?

Mean	3.69
Mode	2

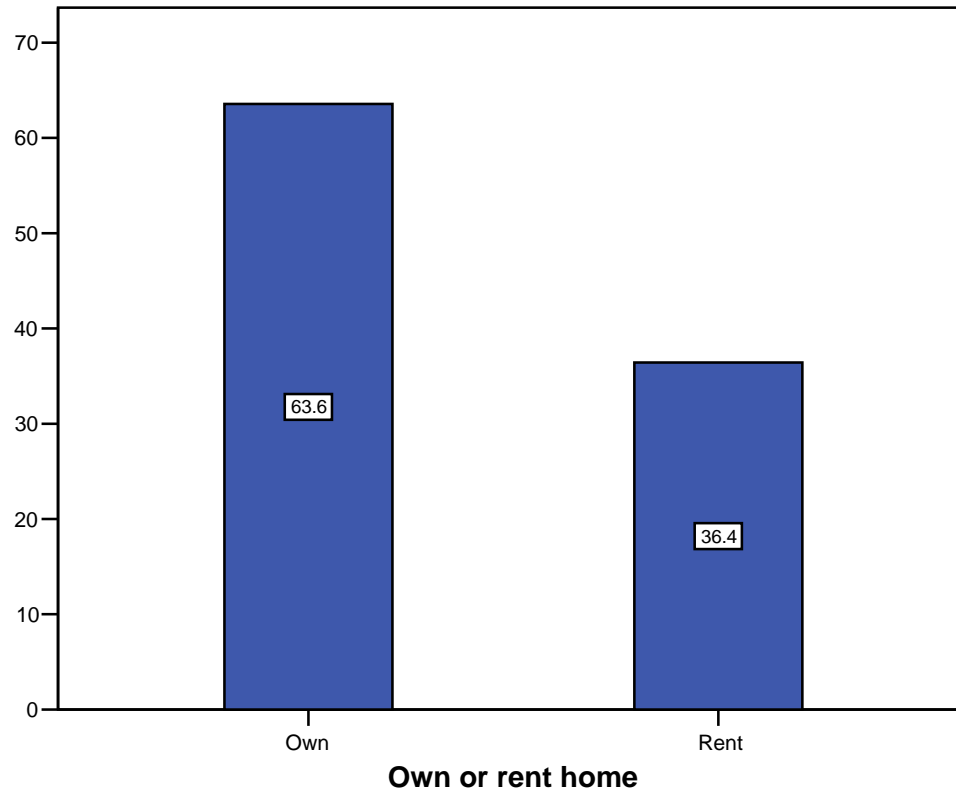
Average number hours TV watched in household

How long have you lived in Santa Barbara?

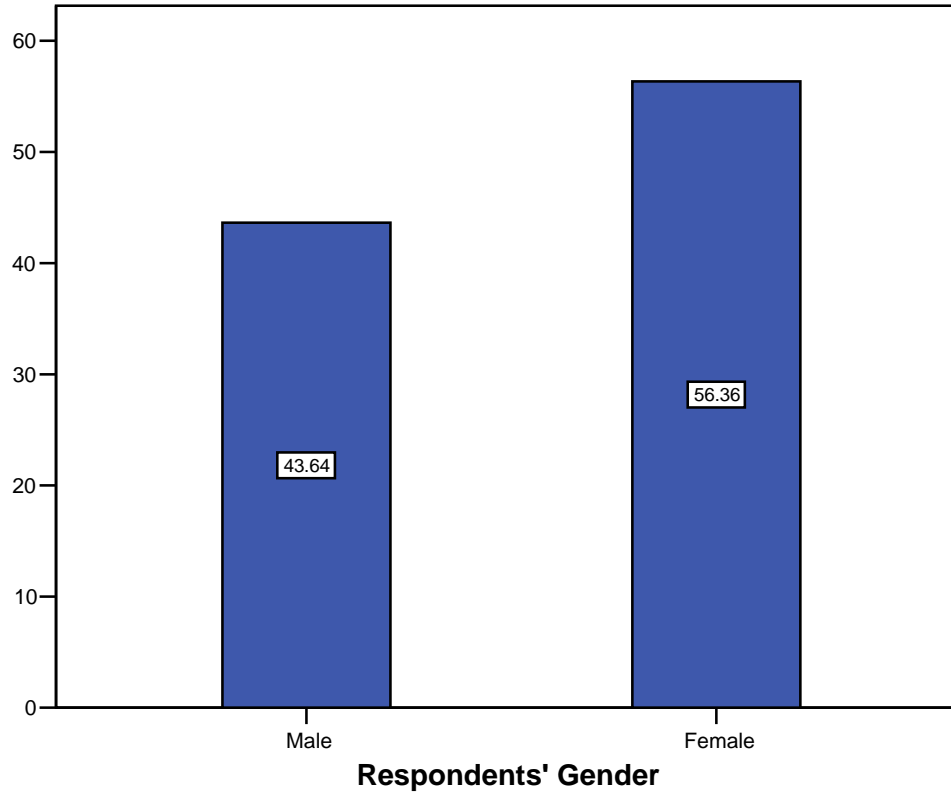


Length of time lived in Santa Barbara

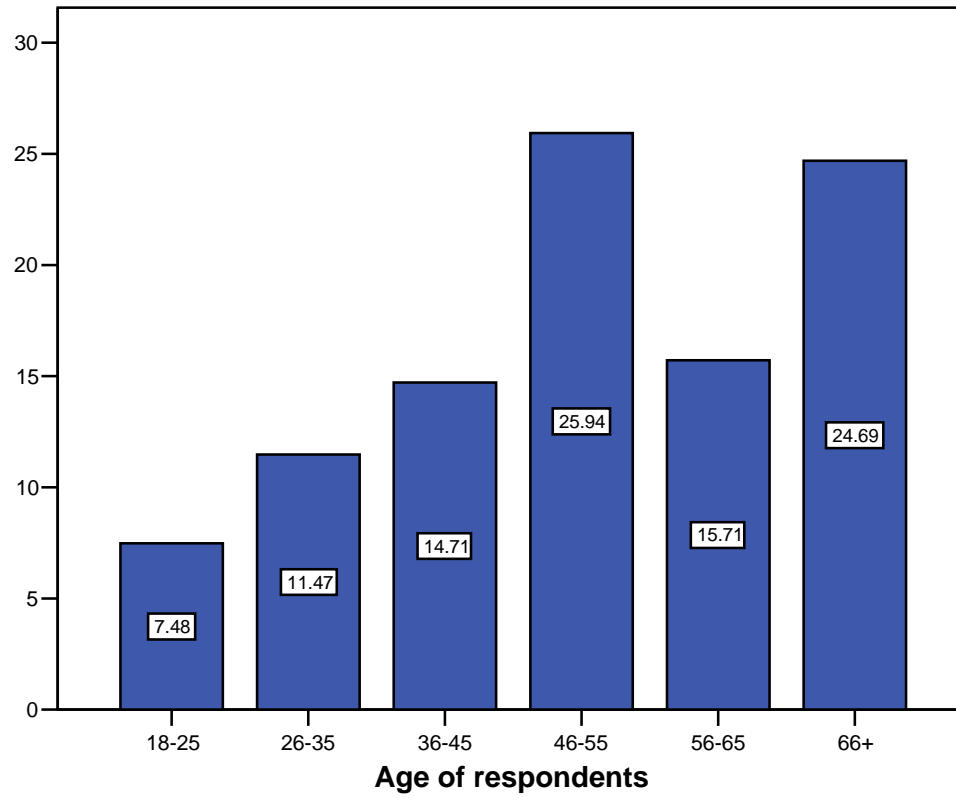
Do you own or rent your home?



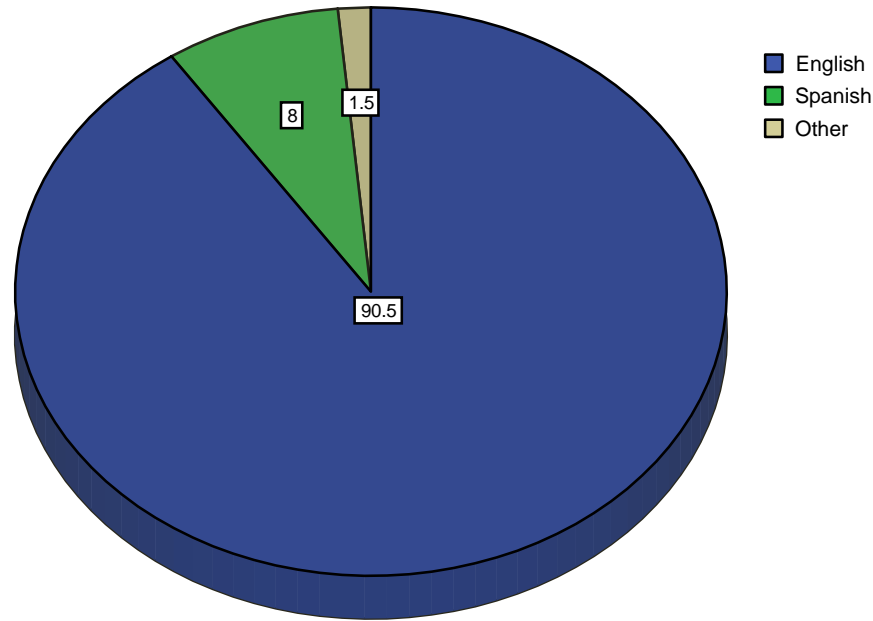
Respondent's gender.



What is your age?

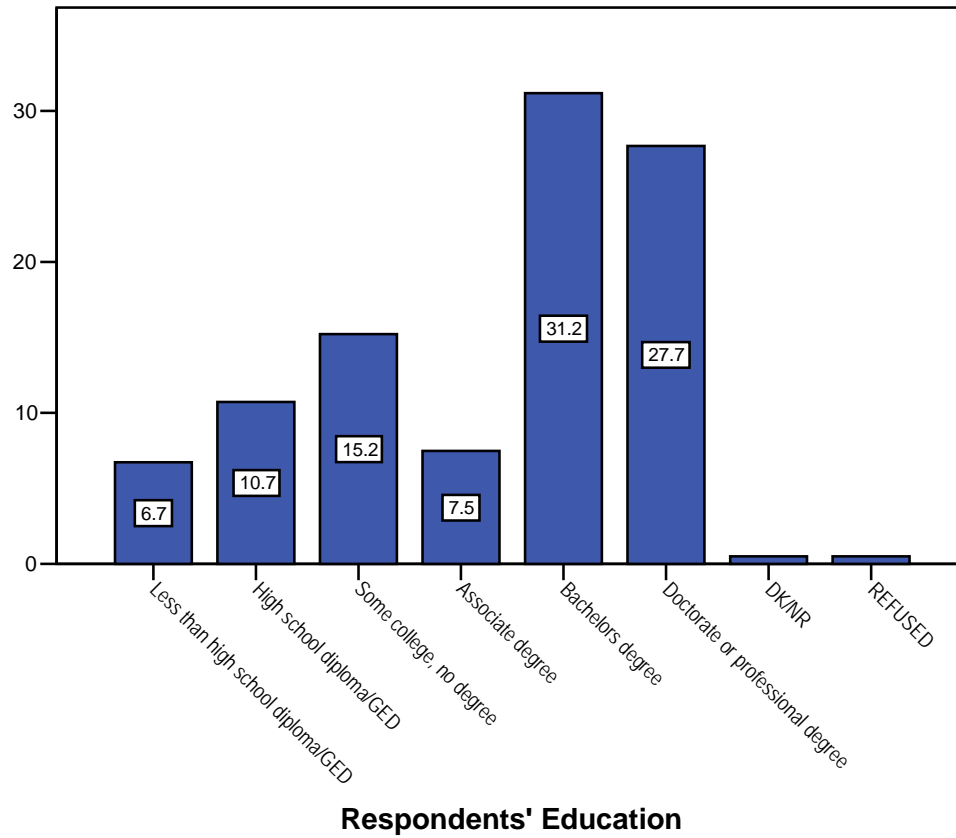


What is the primary language spoken in your home?

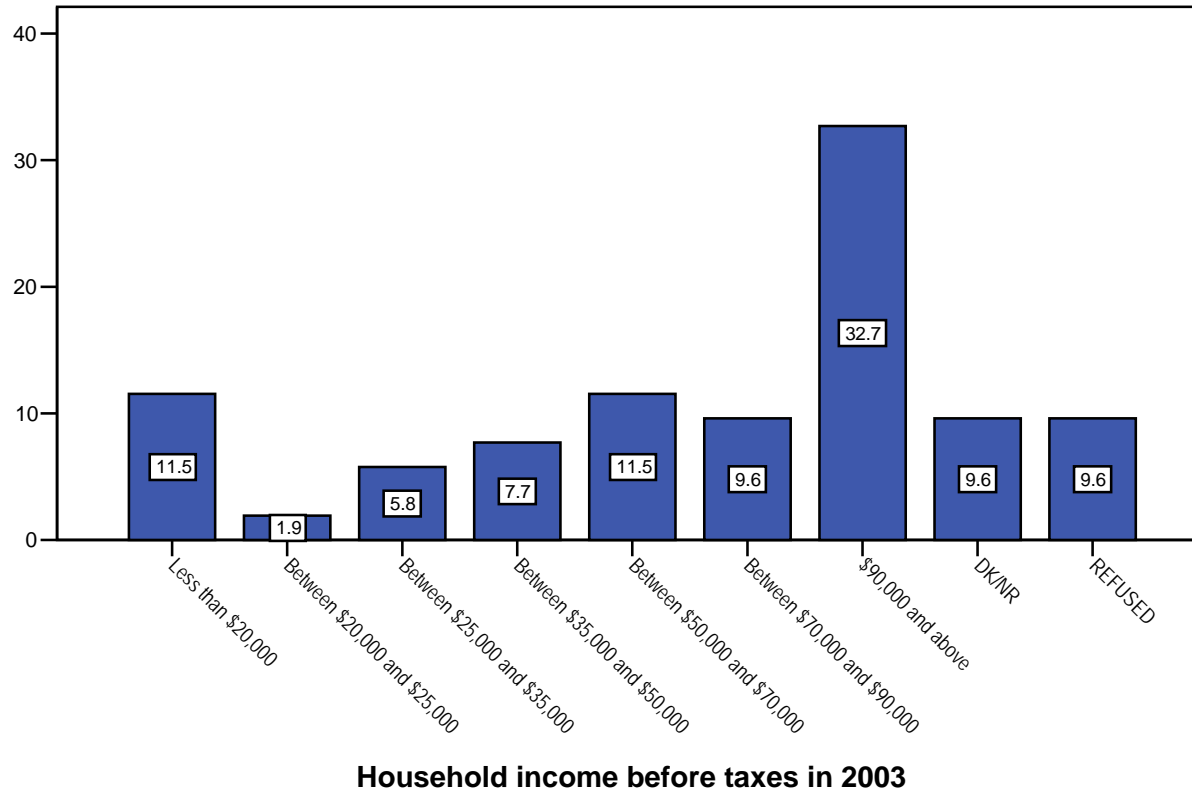


Primary language spoken in home

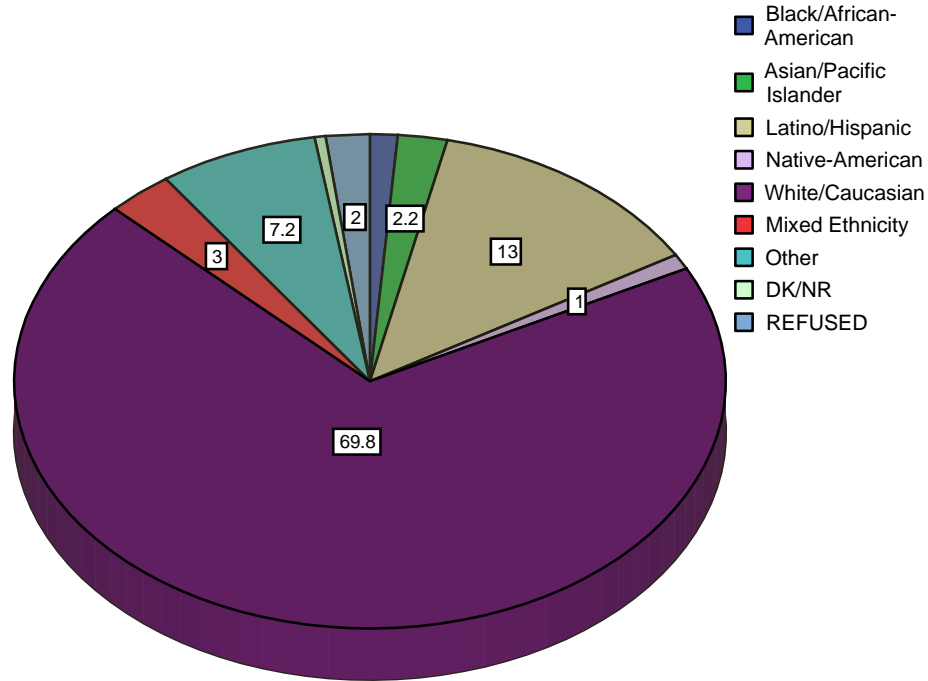
What is the highest level of education you've completed?



What was the total income of your household before taxes in 2003?



We would also like to know your racial or ethnic background. Are you:



Respondents' racial or ethnic background