

2005 MCA-TV Utilization Survey Results

| |
|---------------------------------|
| 7504 surveys distributed |
| 1044 completed surveys received |
| 14% response rate |

Please Note: Not all respondents answered every question on the survey; therefore, the total number of responses varies from question to question.

1. MCA-TV is available through Comcast on Channel 14. Can you watch this television channel in your home?

| | | |
|-------|------|--------|
| Yes | 944 | 90.4% |
| No | 100 | 9.6% |
| Total | 1044 | 100.0% |

2. Have you watched any MCA-TV programs within the last 12 months?

| | | |
|-------|-----|--------|
| Yes | 827 | 87.4% |
| No | 119 | 12.6% |
| Total | 946 | 100.0% |

3. In a typical week, approximately how much do you watch MCA-TV?

| | | |
|-----------------|-----|--------|
| 0 hours (none) | 101 | 12.1% |
| 1-2 hours | 587 | 70.3% |
| 3-4 hours | 125 | 15.0% |
| 5 hours or more | 22 | 2.6% |
| Total | 835 | 100.0% |

4. What time of day do you most often watch MCA-TV?

| | | |
|-------------------------|-----|--------|
| Morning (6am-11am) | 100 | 11.3% |
| Lunchtime (11am-2pm) | 35 | 3.9% |
| Afternoon (2pm-6pm) | 91 | 10.2% |
| Evening (6pm and later) | 662 | 75.0% |
| Total | 888 | 100.0% |

5. Have you or others in your family watched any of the following MCA-TV programs within the last 12 months?

Government-Produced Programming

| | | |
|-------------------------------|-----|-------|
| Moon Supervisors Meetings | 868 | 46.9% |
| Moon School Board Meetings | 881 | 47.6% |
| Government Education Programs | 258 | 14.0% |

Education-Produced Programming

| | | |
|--------------------|-----|-------|
| Moon School Events | 847 | 45.8% |
| Moon Sports | 801 | 45.5% |

Public-Produced Programming

| | | |
|---------------------------|-----|-------|
| Youth Sports | 470 | 25.4% |
| Religious Programming | 328 | 17.7% |
| Exercise Programming | 237 | 12.8% |
| Talk Shows | 233 | 12.6% |
| Demonstration Programming | 199 | 10.8% |
| Music Programming | 159 | 8.6% |
| Children's Programming | 88 | 4.8% |
| Community Events | 452 | 24.4% |

6. What are your favorite MCA-TV programs?

Note: This was a write-in question, and respondents could name as many programs as they wished. Below are the types of programs listed, ranked in order of frequency of mention. See Appendix A for more details, including specific program titles named.

| | |
|--|-----|
| 1. School Board Meetings | 144 |
| 2. Supervisors Meetings | 124 |
| 3. Moon Sports | 105 |
| 4. Moon School Events | 87 |
| 5. Exercise Programs | 32 |
| 6. Community Events | 29 |
| 7. Sports (did not specify high school or youth) | 26 |
| 8. Religious Programs | 21 |
| 9. Government Education Programs | 18 |
| 10. Demonstration Programs | 15 |
| 11. Youth Sports | 14 |
| 11. Music Programs | 14 |
| 11. Medical Programs | 14 |
| 12. Talk Shows | 12 |
| 13. Children's Programs | 5 |
| 13. Community Bulletin Board | 5 |
| 14. Political Programs | 3 |
| 14. School Closings/Delays | 3 |

7. If available, what type of programming would you be interested in watching more of?

Educational

| | | |
|----------------|-----|--------|
| Interested | 515 | 75.1% |
| Not Interested | 171 | 24.9% |
| Total | 686 | 100.0% |

Governmental

| | | |
|----------------|-----|--------|
| Interested | 520 | 76.1% |
| Not Interested | 163 | 23.9% |
| Total | 683 | 100.0% |

Public-Produced

| | | |
|----------------|-----|--------|
| Interested | 366 | 58.0% |
| Not Interested | 265 | 42.0% |
| Total | 631 | 100.0% |

8. Do you watch the Community Bulletin Board for information about public events and notices?

| | | |
|-------|-----|--------|
| Yes | 673 | 83.5% |
| No | 133 | 16.5% |
| Total | 806 | 100.0% |

9. Are you aware that you can produce your very own TV show at the MCA-TV station, as long as you are a Moon resident?

| | | |
|-------|-----|--------|
| Yes | 381 | 46.8% |
| No | 433 | 53.2% |
| Total | 814 | 100.0% |

10. Are you aware the Community Bulletin Board is available to publicize yours or your organization's event, free of charge?

| | | |
|-------|-----|--------|
| Yes | 627 | 76.7% |
| No | 190 | 23.3% |
| Total | 817 | 100.0% |

11. How do you obtain information on MCA-TV program scheduling?

| | | |
|---------------------------------|-----|--------|
| Moon Township web site | 120 | 12.4% |
| Community Bulletin Board scroll | 459 | 47.4% |
| TV Guide channel | 231 | 23.8% |
| Other | 159 | 16.4% |
| Total | 969 | 100.0% |

12. Would you find it valuable to have the MCA-TV schedule published in a local newspaper?

| | | |
|-------|-----|--------|
| Yes | 535 | 55.7% |
| No | 426 | 44.3% |
| Total | 961 | 100.0% |

13. How valuable are the following types of services provided by MCA-TV?

Having MCA-TV in Moon Township.

| | | | |
|-------------------|-----|--------|--------|
| No Value | 70 | 7.3% | |
| Not Very Valuable | 39 | 4.1% | 11.4% |
| Neither | 61 | 6.4% | 6.4% |
| Valuable | 449 | 46.8% | |
| Very Valuable | 339 | 35.4% | 82.2% |
| Total | 958 | 100.0% | 100.0% |

The ability of Moon residents to produce their own shows.

| | | | |
|-------------------|-----|--------|--------|
| No Value | 115 | 12.3% | |
| Not Very Valuable | 96 | 10.3% | 22.6% |
| Neither | 205 | 21.9% | 21.9% |
| Valuable | 373 | 39.8% | |
| Very Valuable | 147 | 15.7% | 55.5% |
| Total | 936 | 100.0% | 100.0% |

The ability of non-profit organizations to produce their own TV shows.

| | | | |
|-------------------|-----|--------|--------|
| No Value | 79 | 8.1% | |
| Not Very Valuable | 54 | 5.6% | 13.7% |
| Neither | 180 | 18.5% | 18.5% |
| Valuable | 442 | 45.6% | |
| Very Valuable | 215 | 22.2% | 67.8% |
| Total | 970 | 100.0% | 100.0% |

The ability to publicize events on the Community Bulletin Board free of charge.

| | | | |
|-------------------|-----|--------|--------|
| No Value | 51 | 5.4% | |
| Not Very Valuable | 22 | 2.3% | 7.7% |
| Neither | 46 | 4.9% | 4.9% |
| Valuable | 403 | 42.6% | |
| Very Valuable | 424 | 44.8% | 87.4% |
| Total | 946 | 100.0% | 100.0% |

14. If you had a chance to volunteer for MCA-TV, in which services would you be interested in participating?

Producing/hosting television shows

| | | |
|----------------|-----|--------|
| Interested | 98 | 12.3% |
| Not Interested | 698 | 87.7% |
| Total | 796 | 100.0% |

Assisting with audio/visual equipment in taping events

| | | |
|----------------|-----|--------|
| Interested | 88 | 10.9% |
| Not Interested | 722 | 89.1% |
| Total | 810 | 100.0% |

Editing, assisting in post production

| | | |
|----------------|-----|--------|
| Interested | 73 | 9.0% |
| Not Interested | 741 | 91.0% |
| Total | 814 | 100.0% |

Office work, updating the bulletin board

| | | |
|----------------|-----|--------|
| Interested | 117 | 13.7% |
| Not Interested | 735 | 86.3% |
| Total | 852 | 100.0% |

15. If you are seriously interested in working with MCA-TV, please provide your name and phone number or email.

| | | |
|--------------------------------|------|--------|
| Provided name and contact info | 60 | 5.7% |
| Did not respond to question | 984 | 94.3% |
| Total | 1044 | 100.0% |

16. Would you be interested in taking classes from the MCA-TV staff at the television station if the following types of classes were available?

Home video production

| | | |
|----------------|-----|--------|
| Interested | 152 | 17.1% |
| Not Interested | 738 | 82.9% |
| Total | 890 | 100.0% |

Video editing

| | | |
|----------------|-----|--------|
| Interested | 132 | 17.1% |
| Not Interested | 642 | 82.9% |
| Total | 774 | 100.0% |

Audio production

| | | |
|----------------|-----|--------|
| Interested | 115 | 15.2% |
| Not Interested | 644 | 84.8% |
| Total | 759 | 100.0% |

Video and computers

| | | |
|----------------|-----|--------|
| Interested | 252 | 28.9% |
| Not Interested | 620 | 71.1% |
| Total | 872 | 100.0% |

Other topics

| | | |
|----------------|-----|--------|
| Interested | 28 | 4.3% |
| Not Interested | 619 | 95.7% |
| Total | 647 | 100.0% |

17. Including yourself, how many people (total) live in your household?

| | |
|------------------------------|------|
| Total Number | 2773 |
| Number Responding | 944 |
| Avg. Residents per Household | 2.9 |

18. Including yourself, how many members of your household fall into each gender category below?

| | | |
|---------|------|--------|
| Males | 1357 | 48.9% |
| Females | 1416 | 51.1% |
| Total | 2773 | 100.0% |

19. Including yourself, how many members of your household fall into each age category below?

| | | |
|--------------------|------|--------|
| 0-6 years old | 190 | 7.4% |
| 7-12 years old | 197 | 7.6% |
| 13-17 years old | 238 | 9.2% |
| 18-24 years old | 220 | 8.5% |
| 25-34 years old | 181 | 7.0% |
| 35-50 years old | 632 | 24.4% |
| 51-64 years old | 513 | 19.8% |
| 65 years and older | 414 | 16.1% |
| Total | 2585 | 100.0% |

20. If you have any additional suggestions, comments, or concerns about MCA-TV and its services, please write them in the space below.

Note: This was a write-in question. Survey respondents submitted 221 comments. See Appendix B for a complete list of comments.