



**PUBLIC BROADCASTING
AWARENESS, USAGE AND
IMAGE TRACKING STUDY**
(May, 2011)

Prepared for:

ARIZONA PUBLIC MEDIA

Tucson, Arizona

Prepared by:

FMR ASSOCIATES, INC.

Tucson, Arizona

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PUBLIC BROADCASTING AWARENESS, USAGE AND IMAGE TRACKING STUDY

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Introduction and Goals

This Awareness, Usage and Image Tracking Study, conducted for Arizona Public Media, was designed to evaluate the awareness, tune-in appeals and image associations of KUAT-TV, KUAT-FM and KUAZ-AM/FM as they relate to adult (35 years or older) male and female media (television and/or radio) users in the Tucson metro area.

This project was specifically designed to track radio and television usage and tune-in patterns and preferences, as well as the “brand” identity of Public Broadcasting – including program-station association and the “language of the marketplace” (how users refer to specific stations they watch or listen to), as well as usage of Public Radio and Public Television and funding of Public Broadcasting.

Where possible and relevant, results of this project were compared to the 2006 study conducted for the KUAT Communications Group among a slightly older demographic (40 and older).

Areas of Investigation – The following areas of investigation were considered the central points for this Public Broadcasting Awareness, Usage and Image Tracking Study:

1. **Television Usage** – Do television viewers receive their signal “over the air,” or do they subscribe to cable or satellite services? If so, which ones?
2. **Broadcasting Identities and Brands** – What stations are associated with a variety of television shows and radio programs or types of music? Which radio stations are preferred most for music or news and information? How are these television channels and radio stations – particularly KUAT-TV, KUAT-FM and KUAZ-FM/AM – referred to? Which channel number is associated with various television networks?
3. **Public Radio/Television Usage** – How often do respondents listen to Public Radio? Among those who listen, why do they listen? Why do non-listeners not tune in? How often do respondents view Public Television? Why do viewers tune-in? Why do non-viewers not watch?

4. **Public Broadcasting Brand Identity** – How do respondents refer to the Tucson television channel they watch most often for Public Broadcasting programs? Are respondents aware of Arizona Public Media? On a top-of-mind basis, what images are associated with Arizona Public Media? What channels are associated with Arizona Public Media? Have those aware of Arizona Public Media visited the group's website?
5. **Funding of Public Broadcasting** – How do respondents perceive the means by which Public Broadcasting is funded? Do they think there is not enough (or too much) Federal funding for original, locally-produced public broadcast programming? Do they support continuing Federal funding for this purpose?

Methodology Overview

To accomplish the goals of this study, a random sampling of adult media users in the Tucson metro area was interviewed by telephone during May, 2011. The specific procedures used to select the sample are explained in detail in the Appendix of this report.

Respondent Characteristics

The following tables (I-1 to I-6) reflect the characteristics of the final completed in-tab sample of 400 Public Broadcasting-oriented men and women.

Table I-1 Type of Respondent

	6/06 Total	5/11 Total	Men	Women	35-49	50-59	60-69	70+
List	51%	52%	46%	57%	39%	44%	52%	72%
Random	49%	48%	54%	43%	61%	56%	48%	28%
	N=413	N=400	N=189	N=211	N=114	N=90	N=92	N=104

	Public Broadcasting Membership		
	Current	Lapsed	Non
List	88%	20%	9%
Random	12%	80%	91%
	N=204	N=92	N=104

Table I-2

Sex of Respondents

	6/06 Total	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
Men	41%	47%	42%	53%	42%	55%	51%
Women	59%	53%	58%	47%	58%	45%	49%
	N=413	N=400	N=207	N=193	N=204	N=92	N=104

Table I-3

Age of Respondents

	6/06 Total	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
35 to 39	–	10%	9%	11%	9%	4%	17%
40 to 49	9%	18%	13%	25%	13%	25%	24%
50 to 59	18%	22%	19%	26%	22%	22%	23%
60 to 69	35%	23%	23%	23%	21%	37%	15%
70 or older	38%	26%	36%	15%	35%	12%	20%
	N=413	N=400	N=207	N=193	N=204	N=92	N=104

Table I-4

Education Level of Respondents

	6/06 Total	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
Some high school or less	2%	1%	0%	3%	0%	1%	4%
Completed high school/ Trade school	13%	8%	4%	12%	4%	10%	14%
Some college	26%	22%	17%	27%	19%	26%	25%
College graduate	28%	34%	32%	36%	33%	38%	32%
A graduate degree	30%	33%	44%	22%	43%	25%	20%
Refused/No answer	1%	2%	3%	1%	1%	0%	6%
	N=413	N=400	N=207	N=193	N=204	N=92	N=104

Table I-5

Public Broadcasting Membership

	6/06 Total	5/11 Total	Type of Respondent	
			List	Random
By sending money within past year	55%	51%	87%	12%
Longer than 12 months ago	22%	23%	9%	38%
Never	22%	24%	1%	49%
Don't remember/Not sure	2%	2%	3%	1%
	N=413	N=400	N=207	N=193

Table I-6

Political Orientation of Respondents

	5/11 Total	Type of Respondent		Public Broadcasting Membership		
		List	Random	Current	Lapsed	Non
Democrat	28%	38%	16%	36%	17%	19%
Independent	26%	22%	31%	26%	26%	28%
Republican	17%	11%	24%	8%	28%	24%
Liberal	8%	11%	4%	12%	1%	5%
Conservative	6%	3%	9%	4%	11%	6%
Progressive	5%	8%	2%	7%	5%	1%
Libertarian	2%	0%	4%	2%	3%	1%
Centrist	2%	1%	3%	2%	1%	1%
Something else	2%	1%	4%	2%	2%	5%
Refused/No answer	5%	5%	5%	2%	4%	11%
	N=400	N=207	N=193	N=204	N=92	N=104

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Executive Summary

1. **Member Profile** – Taking into account the sample composition of random surveys and those contacted randomly from the Membership lists, the profile of the “typical” Arizona Public Media audience member is: a woman, in her 50’s (or older), who holds a graduate degree and is a self-described political Democrat or Independent. She is a cable television subscriber (either Comcast or Cox). This reflects a younger and more highly educated profile than we found in 2006 (when current members skewed older [60+] and tended to be college graduates).
2. **Public Television Program Viewership and Methods of Station Identification** – The most well-known television programs among the audience continue to be Public Television programs, specifically (of those tested): *Arizona Illustrated* (75%, up from 68% in 2006), *Antiques Roadshow* (73%, up from 67%), *Masterpiece Theater* (67%) and *Sesame Street* (62%, up from 48%). As we found in 2006, the most common top-of-mind method of referral for the station that airs these programs is “Channel 6” (45%, 45%, 50% and 44%, respectively). In each case, the “secondary method of referral” is again “PBS.” In fact, secondary usage of “PBS” has increased significantly for *Antiques Roadshow* (from 30% to 45%) and *Arizona Illustrated* (from 28% to 43%). Station call-letter method of identification is only 2%-7% (down from 11%-15%), and just a few refer to “Arizona Public Media” (0%-2%).
3. **Commercial Television Viewership and Methods of Station Identification** – In line with 2006 findings, for seven of the eight commercial television programs evaluated, viewers consistently think of the station that airs the program by its channel “number.” On a secondary basis, the station’s network affiliation (CBS, NBC, ABC and Fox) is far more likely to be referred to than are station call-letters. In fact, there is almost no mention of station call-letters. For Fox’s “Glee,” network mention comes first, followed by the channel number and alphanumeric “Fox 11.” Network recall of commercial programs is significantly higher among subscribers of DirecTV (especially compared to Dish subscribers).
4. **KUAT Television Branding Analysis** – There has been a dramatic drop in referral to KUAT by its call-letters since 2006. It is now very similar to commercial station recall and referral patterns. As with commercial network programs, channel number or network affiliation (PBS) are much stronger top-of-mind station “identities.”

5. **Music Radio Listenership and Methods of Identification** – Among the target audience, and consistent with 2006 findings, KUAT-FM (90.5) is the favorite music station (on an unaided basis) by a two-to-one margin over the next most preferred station (KIIM). Among these KUAT music radio station fans, three of ten (down significantly from two-thirds in 2006) think of the station by its call-letters (“KUAT”) – without any specific referral to FM or AM frequency. An additional 6% refer to the station on a top-of-mind basis as “KUAT-FM.” Instead, two of ten fans of KUAT-FM each refer to the station as “90.5” (20%) or “Classical 90.5” (19%). Meanwhile, most music fans of KUAZ-FM/AM refer to the station as “89.1” (34%, up significantly from 17%), followed by “NPR” (28%, down from 34%). Fewer use call-letters: “KUAZ-FM” (14%, up from 10%), “KUAZ” (7%, down from 31%) or “KUAZ-AM” (unchanged at 3%). Three commercial music stations mentioned as a favorite for music are referred to most often by their digital frequency: KTUC-AM (89% mention “1400”), KMXZ-FM (72% mention “94.9”) and KLPX-FM (60% “96.1”). KXCI-FM is typically known by its call-letters (85%), while KIIM-FM is referred to significantly by “name” (38% mention “Kim,” up from 34%), call-letters (32%, up from 23%) and digital frequency (29% mention “99.5,” down from 41%).
6. **News/Information Radio Listenership and Methods of Identification** – KUAZ-FM/AM remains the clear leader in terms of preferred radio listenership for news and information (23%, up from 20%). The primary method of identification is digital frequency (39% mention “89.1,” up significantly from 14%), followed by “word” referrals: “NPR” (26%, down from 38%) or the KUAZ call-letters (24%, down from 38%). Compared to 2006, KUAT-FM has some increased news and information preference (14%, up from 8%) – identified primarily as “NPR” (36%, up from 13%) or “KUAT” (32%, down from 52%). The only prominent commercial news station mentioned, KNST, is referred to primarily as “790” (60%, up from 57%) by its fans.
7. **KUAT Radio Branding Analysis** – Based on this study, it is clear that the KUAT “brand” has declined significantly. Meanwhile, KUAZ has increased in “top-of-mind” referral – as has the identity of “AZ Public Media.”
8. **Public Radio/Television Usage** – Three of four target audience respondents tune-in at least infrequently to Public Radio, including four of ten who do so daily. These daily Public Radio listeners tend to be women, progressively more formally educated and self-described political Democrats, Liberals or Progressives – with few differences based on age. Those who listen to Public Radio do so for the “news and information programs” that are perceived to be “in-depth” and “balanced,” with a variety of topics and “quality of the programs” in general. Specifically, Public Radio listeners mention “All Things Considered,” “Click and Clack,” “Diane Rehm” and “A Prairie Home Companion.” In terms of music, one

of ten mention “Classical music.” More generally, some refer to “different types of music” or a “wide variety of music.” Respondents who do not tune-in Public Radio typically are not in the radio listening environment, are simply “not interested” or feel the programming is “too liberal for me.”

Only 6% do not watch Public Television. Seven of ten watch weekly, including one-third who tune-in daily. Daily Public Television viewership is balanced between men and women, but skews older (60+) and more highly educated (college graduates or better) – with increased daily tune-in among self-described Democrats, Liberals and Progressives. Those who watch Public Television typically appreciate the “higher quality programming” that is “intelligent” and “educational,” including *Masterpiece Theater*, *Antiques Roadshow*, *Arizona Illustrated*, *Nova* and “British comedies.” “News” is also mentioned, including “not biased,” “in-depth coverage.” The few who do not tune-in to Public Television generally “don’t watch much TV,” while a few dislike the programming or are opposed to the “taxpayer funding” aspect.

9. **“Arizona Public Media” Imaging and Branding Associations** – Two-thirds indicate that they have heard of Arizona Public Media. What does it mean? The most common response is “Public Broadcasting” or “PBS” (as was the case for “KUAT Communications Group” in 2006). Other top-of-mind associations relate to “NPR,” Channel 6, Public Radio and/or Public Television. Some (especially non-members) relate “Arizona Public Media” to “local” or “news from Arizona.” There are also several references to “educational” or “quality” programs or programming.

On an aided basis, those familiar with Arizona Public Media most often associate it with PBS World (71%) and PBS Kids (57%), followed by Create TV (31%). Few associate V-Me with Arizona Public Media. Among cable subscribers familiar with the term, 41% associate the UA Channel with Arizona Public Media. Importantly, a majority of randomly selected respondents still are not familiar with the term “Arizona Public Media” (58%).

10. **Arizona Public Media Website Usage** – Only 30% of those familiar with it have ever visited the website. This translates to 20% of the entire sample, including only 3% of the random audience. Importantly, there is a strong, direct relationship between website visitation and membership – none of the non-members familiar with Arizona Public Media have visited the website, compared to 13% of lapsed members and 40% of current members.

11. **Funding of Public Broadcasting** – When asked how they think Public Broadcasting is funded, target audience members offer a variety of responses that can be condensed into three general categories: donations/fundraising, government sources and corporations/foundations. The latter two are most often mentioned in conjunction with other sources. When informed of current funding levels, the majority perceives it to be “too little” (52%) – especially current members (70%). One of four indicates the funding is “about right,” while just one of ten says this level of funding is “too much.” In line with these findings, 77% indicate they support the continuation of Federal funding of Public Broadcasting, including nine of ten current Public Broadcast members. Just 17% do not support continued Federal funding. Opinions vary by political orientation, with the greatest support among self-reporting Democrats, Liberals and Progressives. The majority of self-described Conservatives are opposed to continued Federal funding.

Details of the Findings

Television Usage

Source of Television Reception – The majority of respondents indicate that they subscribe to cable television (54%, down from 60% in 2006), regardless of respondent type or Public Broadcasting membership. One-third are satellite television subscribers – up from just 21% in 2006. Lapsed members are more apt to be satellite television subscribers. Overall, just 10% say they receive their television signal over-the-air (down from 18%) – more often random-dialed respondents and non-members.

Table 1 Source of Television Reception

	6/06 Total	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
Cable	60%	54%	55%	53%	53%	52%	57%
Satellite	21%	32%	32%	33%	31%	45%	24%
Over the air	18%	10%	12%	8%	14%	1%	11%
Not sure/Don't know	–	4%	1%	6%	2%	2%	9%
	N=407	N=400	N=207	N=193	N=204	N=92	N=104

Cable/Satellite Service Subscribership – The majority of all cable subscribers are Cox Communications customers (61%, up from 46% in 2006), more often non-members. Fewer now subscribe to Comcast (from 48% to 38%), although these are more apt to be list respondents and current Public Broadcasting members.

Two-thirds of satellite television subscribers are DirecTV customers (66%, up from 44%), especially current or non-members. The remaining one-third are Dish Network customers (34%, down from 54%), more often lapsed members.

Table 1a

Cable Service Subscribed To
(Among Cable TV Subscribers)

	6/06 Total	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
Cox Communications	46%	61%	57%	65%	56%	62%	68%
Comcast	48%	38%	42%	34%	44%	33%	32%
Not sure/Don't know	–	1%	1%	1%	0%	4%	0%
	N=248	N=216	N=114	N=102	N=109	N=48	N=59

Table 1b

Satellite Service Subscribed To
(Among Satellite TV Subscribers)

	6/06 Total	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
DirecTV	44%	66%	65%	67%	75%	51%	68%
Dish Network	54%	34%	35%	33%	25%	49%	32%
	N=92	N=129	N=66	N=63	N=63	N=41	N=25

Broadcasting Identities and Brands

Association of Television Shows With Stations/Channels – To determine how television viewers “think” about the names of television stations or channels, respondents were read a series of commercial and non-commercial television programs and asked – on an unaided basis – to name the television station or channel they would tune to in order to watch the program, if any. As indicated in Table 2, seven of ten think of KUAT Channel 6 when they are interested in watching *Masterpiece Theater*, *Antiques Roadshow* (up from 65% in 2006) or *Arizona Illustrated* (up from 65%). Six of ten (up from 47%) think of KUAT/Channel 6 when looking for *Sesame Street*.

Among the commercial programs and channels evaluated, the highest level of channel/station association was for the KOLD/Channel 13 programs *NCIS* (30% correct association) and *Hawaii Five-O* (28% correct association), as well as KGUN/Channel 9’s *Dancing With the Stars* (29% correct association).

Table 2 Association of Television Shows With Television Channels/Stations

(5/11 N=400) (6/06 N=407)	Unknown	KUAT Ch. 6	KGUN Ch. 9	KMSB Ch. 11	KOLD Ch. 13	KVOA Ch. 4	Other
<i>Masterpiece Theater</i>							
5/11	27%	72%	1%	–	1%	–	0%
<i>Antiques Roadshow</i>							
5/11	27%	71%	–	1%	1%	–	1%
6/06	33%	65%	1%	0%	–	1%	1%
<i>Arizona Illustrated</i>							
5/11	25%	71%	1%	1%	1%	1%	1%
6/06	32%	65%	1%	1%	0%	0%	1%
<i>Sesame Street</i>							
5/11	38%	61%	0%	–	0%	–	1%
6/06	52%	47%	0%	0%	0%	0%	–
<i>Castle</i>							
5/11	73%	1%	20%	–	5%	2%	0%
<i>Dancing With the Stars</i>							
5/11	58%	1%	29%	4%	2%	6%	0%
<i>American Idol</i>							
5/11	67%	0%	7%	20%	2%	4%	1%
6/06	74%	1%	3%	18%	2%	2%	1%
<i>Glee</i>							
5/11	76%	1%	3%	16%	1%	2%	–
<i>Hawaii Five-O</i>							
5/11	62%	1%	3%	2%	28%	3%	2%
<i>NCIS</i>							
5/11	54%	2%	4%	1%	30%	5%	5%
<i>The Office</i>							
5/11	73%	0%	2%	2%	3%	19%	1%
<i>30 Rock</i>							
5/11	74%	–	2%	2%	2%	20%	1%

Methods of Identifying Channels/Stations Associated With Television Shows – The primary reason for asking about channel (or station) viewership for specific shows was to determine how television viewers refer to the stations they watch. As indicated in Table 2a, for every program tested (with the exception of Fox’s *Glee*), the primary method of identification is channel number (followed by network association). As an example, 45% of *Arizona Illustrated* viewers refer to Channel 6 as the “station” they would tune to in order to watch the program, while an additional 43% refer to “PBS.” Only 7% refer to the station as “KUAT.” This same pattern of identification is used for the *Sesame Street* and *Masterpiece Theater*. Meanwhile, *Antiques Roadshow* is equally identified as being on “Channel 6” or PBS (45% each). Significantly, these patterns of identification are similar regardless of Public Broadcasting membership. Very few associate these Public Broadcasting television shows with “Arizona Public Media.”

For nearly all of the commercial network programs evaluated (8 of 9), a majority of viewers referred to the station by its channel number. This is especially true for the KGUN Channel 9 program *Castle* (63%). Only KMSB/Channel 11 program *Glee* is more often identified with the network “name” (Fox) (44%) than by channel number (33%). An additional 20% of *Glee* viewers identify the channel as “Fox 11.”

As with the Public Broadcasting programs, the second method of referral for the commercial network shows is the network “name.” Very few ever refer to a commercial television station by its call-letters – and typically less than the “KUAT” method of identification used by Public Broadcasting program viewers.

Table 2a Methods of Identification of Channels Associated With Television Shows

	6/06 Total	5/11 Total		6/06 Total	5/11 Total
American Idol			Hawaii Five-O		
Channel 11	50%	42%	Channel 13	–	45%
Fox	38%	40%	CBS	–	39%
Fox 11	7%	17%	CBS13	–	10%
KMSB	–	1%	KOLD	–	6%
	N=72	N=81			N=111
Antiques Roadshow			Masterpiece Theater		
Channel 6	51%	45%	Channel 6	–	50%
PBS	30%	45%	PBS	–	41%
KUAT	15%	4%	KUAT	–	3%
Arizona Public Media	–	2%	PBS Kids	–	2%
PBS Kids	–	1%	Arizona Public Media	–	1%
Channel 27	–	1%	UA Channel	–	1%
PBS World	–	1%	Other	–	1%
Other	4%	1%			N=288
	N=266	N=283	NCIS		
Arizona Illustrated			Channel 13	–	52%
Channel 6	55%	45%	CBS	–	38%
PBS	28%	43%	CBS13	–	7%
KUAT	13%	7%	KOLD	–	3%
PBS Kids	–	1%			N=122
NPR	–	1%	Sesame Street		
Arizona Public Media	–	1%	Channel 6	49%	44%
Other	–	2%	PBS	34%	33%
	N=265	N=284	PBS Kids	1%	19%
Castle			KUAT	11%	2%
Channel 9	–	63%	Other	4%	1%
ABC	–	36%		N=193	N=245
ABC9	–	1%	The Office		
		N=78	Channel 4	–	49%
Dancing With the Stars			NBC	–	44%
Channel 9	–	53%	KVOA	–	4%
ABC	–	39%	NBC 4	–	3%
ABC 9	–	3%			N=77
KGUN	–	3%	30 Rock		
Other	–	2%	Channel 4	–	49%
		N=117	NBC	–	44%
Glee			NBC 4	–	5%
Fox	–	44%	Other	–	3%
Channel 11	–	33%			N=78
Fox 11	–	20%			
KMSB	–	2%			
Other	–	2%			
		N=66			

Channel Numbers Associated With Television Networks – As a “counter” test of identification, survey respondents were simply asked to mention the channel number they associate with various national television and cable networks or channels. As summarized in Table 6, the strongest correct channel number association is for PBS and Channel 6 (84% correct association, up slightly from 81% in 2006). As in 2006, this is especially true among current (88%) and lapsed (89%) Public Broadcasting members (compared to 69% of non-members). The next highest level of correct channel recall/ association is for NBC – Channel 4 (66%, down from 71%). There is some confusion (clearly related to cable channel number assignments) for the CBS channel – 51% say Channel 13 (up from 48%); 11% say Channel 7 (down from 17%); and 25% are not sure.

Table 3 Channel Number Associated With Various Television Networks

(5/11 N=400) (6/06 N=407)	Don't Know	Ch. 04	Ch. 06	Ch 07	Ch. 9	Ch. 11	Ch. 13	Ch. 200	Ch. 301
ABC									
5/11	24%	8%	0%	3%	60%	0%	2%	0%	–
6/06	25%	5%	0%	2%	63%	1%	4%	–	–
CBS									
5/11	25%	3%	2%	11%	6%	0%	51%	–	–
6/06	23%	4%	1%	17%	4%	2%	48%	–	–
Fox									
5/11	26%	–	–	–	1%	60%	2%	0%	0%
6/06	26%	–	0%	0%	1%	60%	1%	–	–
HBO									
5/11	82%	–	–	–	–	–	–	4%	6%
6/06	89%	–	–	–	–	–	–	2%	4%
NBC									
5/11	23%	66%	1%	1%	2%	0%	4%	0%	–
6/06	21%	71%	0%	1%	2%	0%	3%	–	–
PBS									
5/11	12%	0%	84%	1%	–	0%	1%	0%	–
6/06	14%	0%	81%	1%	–	–	1%	0%	–

Favorite Music Radio Station – When asked to name the radio station that they listen to most for music on an unaided basis, 18% select KUAT-FM (down from 22% in 2006). In a distant “second place” is KIIM-FM (8%, down from 11%), followed by KUAZ-FM/AM (unchanged at 7%), KXCI-FM (5%), KMXZ-FM (4%, down from 6%), KTUC-AM (4%, down from 8%) and KLPX-FM (4%). Among current members, 29% (unchanged from 2006) select KUAT-FM; while only 3% of non-members prefer KUAT-FM. KUAT-FM music fans are balanced between men and women, with a progressively older (and more highly educated) skew. Overall, 24% (up from 19%) say that they typically do not listen to radio for music programming.

Table 4

Favorite Music Radio Station

	6/06 Total	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
KUAT-FM	22%	18%	28%	8%	29%	12%	3%
KIIM-FM	11%	8%	1%	17%	2%	15%	16%
KUAZ-FM/AM	7%	7%	13%	1%	12%	2%	2%
KXCI-FM	–	5%	6%	4%	6%	1%	6%
KMXZ-FM	6%	4%	3%	6%	3%	8%	4%
KTUC-AM	8%	4%	5%	4%	5%	5%	3%
KLPX-FM	–	4%	3%	5%	5%	4%	1%
None/Don't listen to music on the radio	19%	24%	24%	24%	22%	25%	28%
	N=396	N=400	N=207	N=193	N=204	N=92	N=104

Methods of Identifying Favorite Music Station – Again, the primary reason for asking radio music station preference was to record how listeners refer to their favorite stations, including KUAT-FM and KUAZ-FM/AM, as well as other stations in the market. As reflected in Table 4a, KUAT-FM is most often referred to by its listeners as “KUAT” (29%, down significantly from 63% in 2006). Instead, two of ten each now think of the station as “90.5” (up from 15%) or “Classical 90.5” (19%, up from 6%). Another 14% refer to the station as “NPR” (up from just 1% in 2006), while less than one of ten mention “Arizona Public Media” (7%) or “KUAT-FM” (6%, down from 10%). Meanwhile, KUAZ listeners most often refer to the station as 89.1 (34%, up from 17%), followed by “NPR” (28%, down from 34%) and “KUAZ-FM” (14%, up from 10%). Less than one of ten think of it as “KUAZ” (7%, down from 31%). Only 3% each refer to the station as “KUAZ-AM,” “1550” or “Arizona Public Media.” There are no real differences in method of referral to either KUAT-FM or KUAZ-FM/AM based on membership.

Of the five most listened to community or commercial music stations, three are primarily referred to by their digital frequency. Nine of ten KTUC-AM listeners continue to refer to the station as “1400.” Seven of ten KMXZ listeners refer to the station as “94.9” (72%, down from 82%), and six of ten KLPX listeners primarily refer to the station as “96.1.” Meanwhile, 85% of KXCI-FM listeners refer to the station by its call-letters. At the same time, KIIM is primarily referred to in terms of its “name” “Kim” (38%, up from 34%), followed by call-letters (32%, up from 23%) and digital frequency “99.5” (29%, down from 41%).

Table 4a

Method of Identification of Favorite Music Radio Station

	6/06 Total	5/11 Total		6/06 Total	5/11 Total
KUAT-FM			KXCI-FM		
KUAT	63%	29%	KXCI-FM	–	85%
90.5	15%	20%	Community Radio	–	15%
Classical 90.5	6%	19%			N=20
NPR	1%	14%	KMXZ-FM		
Arizona Public Media	–	7%	94.9	82%	72%
KUAT-FM	10%	6%	“Mix”	14%	28%
89.7	2%	3%		N=22	N=18
Other	–	3%	KTUC-AM		
	N=86	N=73	1400	90%	89%
KIIM-FM			KTUC-AM	10%	11%
“Kim”	34%	38%		N=31	N=18
KIIM-FM	23%	32%	KLPX-FM		
99.5	41%	29%	96.1	–	60%
	N=44	N=34	KLPX-FM	–	20%
KUAZ-FM/AM			96 Rock	–	20%
89.1	17%	34%			N=15
NPR	34%	28%			
KUAZ-FM	10%	14%			
KUAZ	31%	7%			
KUAZ-AM	3%	3%			
1550	3%	3%			
Arizona Public Media	–	3%			
Other	–	7%			
	N=29	N=29			

Favorite News/Information Radio Station – Survey respondents were also asked their favorite radio station for news and information. Overall, 34% (down from 44% in 2006) say that they have no favorite news/information station or do not listen to radio for news and information. Among the rest, KUAZ-FM/AM is the clear favorite (23%, up slightly from 20%), followed by KUAT-FM (14%, up from 8%) and KNST-AM (9%, down from 11%). Among current members, KUAZ is preferred by 35% (up from 31%), and KUAT-FM by 22% (up from 11%). KNST-AM remains the favorite news radio station among both lapsed and non-members.

Women, college graduates or better and self-described political Democrats, Liberals or Progressives are more apt to be KUAT-FM/AM news fans with little difference based on age. KUAT-FM news fans skew older (60+), with appeal among both men and women.

Table 5

Favorite News and Information Radio Station

	6/06 Total	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
KUAZ-FM/AM	20%	23%	36%	9%	35%	14%	8%
KUAT-FM	8%	14%	22%	5%	22%	9%	3%
KNST-AM	11%	9%	4%	14%	4%	21%	10%
None/Don't listen to news/ Information on the radio	44%	34%	28%	42%	27%	34%	50%
	N=396	N=400	N=207	N=193	N=204	N=92	N=104

Methods of Identifying Favorite News/Information Station –

As displayed in Table 5a, the principal method of referral for KUAZ is “89.1” (39%, up from just 14% in 2006) – followed by “NPR” (26%, down from 38%), “KUAZ” (14%, down from 22%) and “KUAZ-FM” (8%, down from 11%). Just 2% of the station’s news fans refer to KUAZ as “KUAZ-AM.” KUAT, meanwhile, is most often referred to as “NPR” (36%, up from 13%) or “KUAT” (32%, down from 52%). Unchanged from 2006, one of ten KUAT news fans think of the digital frequencies “90.5” or “89.7.” Only 4% of its news fans refer to the station as “KUAT-FM” (down from 6%).

As for the one most mentioned commercial news radio station, KNST, the majority of its fans continue to refer to it as “790” (60%, up slightly from 57%), with most of the rest calling it by its full “KNST-AM” (27%, down from 36%). Finally, 14% refer to the station by its slogan, “Newstalk Radio” (up from 7%).

Table 5a Method of Identification of Favorite News and Information Radio Station

	6/06 Total	5/11 Total
KUAZ-FM/AM		
89.1	14%	39%
NPR	38%	26%
KUAZ	22%	14%
KUAZ-FM	11%	8%
Arizona Public Media	–	5%
1550	9%	4%
KUAZ-AM	5%	2%
Other	–	1%
	N=79	N=92
KNST-AM		
790	57%	60%
KNST-AM	36%	27%
Newstalk Radio	7%	14%
	N=42	N=37
KUAT-FM		
NPR	13%	36%
KUAT	52%	32%
90.5	10%	9%
89.7	10%	9%
KUAT-FM	6%	4%
Arizona Public Media	–	4%
Classical 90.5	3%	2%
Other	–	5%
	N=31	N=56

Radio Station Associations With Types of Programming Descriptions – Similar to the television program series, survey respondents were asked to unaidedly name the radio station that they would tune to for various types of programming or programs. As reflected in Table 6, KUAT remains the station most likely to thought of for Classical Music (32%, down from 38% in 2006). This includes 42% of current members (down from 50%), as well as 27% of lapsed members (down from 33%). KUAZ-FM/AM is the radio station most strongly connected to the NPR newsmagazines, *All Things Considered* (34%, up from 26%) and *Morning Edition* (26%, up from 23%). There is an elevated association for both programs among current members, especially *ATC* (50%). Meanwhile, 20% connect KUAZ-FM/AM with Jazz music (up from 15%) – including only one-third of current members. Most of the rest simply have no interest or station that they tune to for Jazz music (67%, down from 76%).

As comparative “benchmarks,” 22% (down from 25%) say that they tune to KIIM-FM for Country music. No more than one of ten identify any individual Classic Rock station – most often KLPX (11%) or KHYT (8%).

Table 6 Association of Types of Radio Programming With Radio Stations

(5/11 N=400) (6/06 N=396)	Unaware of Station	KUAT FM	KUAZ FM/AM	KIIM FM	KHYT FM	KLPX FM	Other
Classical music							
5/11	52%	32%	9%	–	–	–	7%
6/06	52%	38%	7%	0%	0%	–	3%
Country music							
5/11	72%	–	0%	22%	0%	–	4%
6/06	71%	1%	0%	25%	0%	0%	3%
<i>All Things Considered</i>							
5/11	53%	7%	34%	–	–	–	6%
6/06	60%	10%	26%	1%	0%	–	3%
Jazz music							
5/11	67%	6%	20%	–	–	–	7%
6/06	76%	6%	15%	–	1%	–	3%
Classic Rock & Roll							
5/11	66%	1%	0%	–	8%	11%	10%
6/06	79%	1%	–	0%	7%	3%	10%
<i>Morning Edition</i>							
5/11	64%	4%	26%	1%	1%	1%	4%
6/06	69%	4%	23%	–	0%	–	4%

Methods of Identifying Radio Stations Associated With Different Types of Programming/Programs – Consistent with its strong identity among its overall music and news/information fans, those who think of KUAT-FM for Classical music on the radio refer to it primarily as “KUAT” (39%, down from 56% in 2006). There is strong (and growing) secondary referral to the station as “90.5” (30%, up from 22%) – with some mentions of “KUAT-FM” (9%, down slightly from 11%). Just 6% of Classical Music listeners refer to the station as “Classical 90.5” (up from 1% in 2006).

KUAZ’s identity among its listeners depends on what they are seeking from the station. Those who tune to it for news and information (i.e., the NPR newsmagazines), refer to it primarily as “NPR” (50%-51%, up from 43%). Others think of it as either “89.1” (25%-31%, up from 16%-23%). Only 6-9% refer to the station as “KUAZ-FM,” “KUAZ” or “KUAZ-AM.” Jazz listeners also primarily think of KUAZ as “NPR” (36%, up from 27%) or “89.1” (33%, up from 23%), but remain more apt to mention “KUAZ” (15%, down from 35%). One of ten also associate “Jazz” with “KUAZ-FM” (9%, up slightly from 7%).

Those who seek either Country or Classic Rock music on Tucson area radio stations refer to them primarily by the digital frequency – KIIM-FM is primarily called “99.5” (46%, up slightly from 43%) among those tuning to it for Country music. KHYT (88%, up from 73%) and KLPX (64%, down from 77%) are also thought of first by their frequencies among those looking for Classic Rock music.

Table 6a

Methods of Identification of Radio Stations
Associated With Types of Radio Programming

	6/06 Total	5/11 Total		6/06 Total	5/11 Total
<i>Classical music</i>			<i>Jazz music</i>		
KUAT-FM			KUAZ-FM/AM		
KUAT	56%	39%	NPR	27%	36%
90.5	22%	30%	89.1	23%	33%
KUAT-FM	11%	9%	KUAZ	35%	15%
89.7	3%	7%	KUAZ-FM	7%	9%
NPR	1%	7%	KUAZ-AM	5%	2%
Classical 90.5	1%	6%	Z-89	–	2%
Arizona Public Media	–	2%	1550	3%	1%
	N=149	N=127	Other	–	1%
				N=60	N=81
<i>Country music</i>			<i>Classic Rock & Roll</i>		
KIIM-FM			KHYT-FM		
99.5	43%	46%	107.5	73%	88%
KIIM-FM	26%	31%	K-Hit 107.5	4%	12%
“Kim”	30%	17%		N=26	N=32
Hot Country	1%	2%	KLPX-FM		
Other	–	4%	96.1	77%	64%
	N=98	N=90	KLPX-FM	8%	23%
<i>All Things Considered</i>			96 Rock	15%	14%
KUAZ-FM/AM				N=13	N=44
NPR	43%	50%	<i>Morning Edition</i>		
89.1	23%	25%	KUAZ-FM/AM		
KUAZ-FM	5%	8%	NPR	43%	51%
KUAZ	19%	8%	89.1	16%	31%
KUAZ-AM	2%	6%	KUAZ-FM	4%	9%
1550	7%	2%	KUAZ	29%	9%
Arizona Public Media	–	1%		N=90	N=105
Other	–	1%			
	N=104	N=136			

**Public Radio/
Television
Usage**

Listenership to Public Radio – Nearly four of ten respondents indicate that they listen to Public Radio “nearly every day” (38%), including the majority of current members (57%). Another 18% overall listen “occasionally during the week,” and an identical share listen “infrequently.” Nearly one-half of lapsed members listen at least occasionally (47%), while most non-listeners tune-in at least infrequently (54%). Overall, one of four are non-listeners – most often lapsed (32%) or non-members (46%). Daily Public Radio listeners tend to be women, progressively more formally educated and self-described as political Democrats, Liberals or Progressives – with few differences based on age.

Table 7

Listenership to Public Radio

	5/11 Total	Type of Respondent		Public Broadcasting Membership		
		List	Random	Current	Lapsed	Non
Nearly every day	38%	58%	16%	57%	26%	11%
Occasionally during the week	18%	16%	20%	18%	21%	15%
Infrequently	18%	12%	25%	12%	22%	28%
Never	25%	12%	39%	12%	32%	46%
Unfamiliar/Don’t know	1%	1%	0%	1%	0%	0%
	N=400	N=207	N=193	N=204	N=92	N=104

Reasons for Listening to Public Radio – Respondents who listen at least infrequently to Public Radio most often listen for the “news and info programs,” particularly “news in the morning” (“news and intelligent information,” “what’s going on in the world,” “better news,” “news without stupidity,” “good coverage of everything”) (23%), including specific references to “the most in-depth coverage” (10%) and “balanced news” (“get both sides of the story,” “news where you hear both sides of the story with as little bias as possible”) (6%). Others appreciate the “different topics” (7%) covered on the station, as well as the “quality of the programs” in general (5%) and an appreciation for the “talk programs” (5%). “All Things Considered,” “Click and Clack,” “Diane Rehm” and “A Prairie Home Companion” are among the programs mentioned specifically by respondents.

In terms of music, one of ten mention “Classical music.” More generally, some refer to “different types of music” or a “wide variety of music.”

Overall, some listeners mention “fewer” or “no commercials” on Public Radio (5%).

Turn to pages V1-V7 for a complete listing of reasons for listening to Public Radio.

Table 7a

Reasons for Listening to Public Radio
(Among Public Radio Listeners)
(See Verbatims in the Appendix V1-V7)

	5/11 Total	Public Radio Listenership		
		Daily	Occasionally	Infrequently
News/News in the morning	23%	22%	22%	23%
Enjoy the music	11%	11%	15%	7%
In-depth information	10%	13%	6%	10%
Classical music	9%	8%	7%	15%
Variety	8%	9%	12%	4%
Like the topics/Subjects	7%	6%	6%	12%
Unbiased reporting	6%	6%	4%	7%
No/Fewer commercials	5%	7%	4%	3%
Quality programming	5%	7%	7%	1%
Like the talk shows	5%	3%	7%	8%
Interesting	5%	4%	4%	8%
	N=297	N=151	N=72	N=74

Reasons for Not Listening to Public Radio – As summarized on pages V8-V9 in the Appendix, respondents who do not listen at all to Public Radio most often say that they “don’t listen to much radio” or aren’t in the radio listening environment (“don’t have time,” “I don’t drive around as much,” “only listen to CD’s in the car,” “I don’t get reception,” “listen to satellite radio”). Among the rest, some indicate they are “not interested” (“they don’t do much for me,” “I’d rather listen to music”). Some perceive that Public Radio “leans to the left” (“much too liberal for me,” “it’s too political,” “it does not represent my views,” “slanted too far to the left”).

Table 7b

Reasons for Not Listening to Public Radio
(Among Public Radio Non-Listeners)
(See Verbatims in the Appendix V8-V9)

	5/11 Total
Just don’t listen	12%
Not interested in radio/Dislike radio	11%
Not interested/Doesn’t interest me	6%
Leans to the left	6%
Only want music	5%
Too liberal	5%
Dislike the slant on the news coverage	5%
No specific reason	16%
	N=101

Public Television Viewership – One-third of respondents indicate they watch Public Television “nearly every day,” especially current members (50%). Another 37% report watching Public Television “occasionally each week.” Most of the rest are infrequent (23%) rather than non-viewers (6%). Daily Public Television viewership is balanced between men and women, but skews older (60+) and more highly educated (college graduates or better) – with increased daily tune-in among self-described Democrats, Liberals and Progressives.

Table 8 Viewership of Public Television

	5/11 Total	Type of Respondent		Public Broadcasting Membership		
		List	Random	Current	Lapsed	Non
Nearly every day	33%	49%	17%	50%	24%	8%
Occasionally during the week	37%	38%	36%	39%	39%	33%
Infrequently	23%	12%	36%	9%	28%	46%
Never	6%	1%	11%	2%	9%	12%
	N=400	N=207	N=193	N=204	N=92	N=104

Reasons for Watching Public Television – Survey respondents who watch Public Television most often appreciate the “higher quality programming” (“great shows,” “nice to have programs with intelligent people,” “has the best, most interesting shows”) (17%). Specifically, viewers frequently mention *Masterpiece Theater*, *Antiques Roadshow*, *Arizona Illustrated*, *Nova* and “British comedies.” Some add that the programming is “intelligent” and “educational” (“insightful, makes you think,” “stimulating to the mind”). “News” programming is also mentioned frequently, including “in-depth coverage” and news that is “not biased, straight-forward.” As with radio, a few mention that there is “no commercials or anything annoying.”

Refer to pages V10-V18 in the Appendix for verbatim comments regarding the appeal of Public Television.

Table 8a

Reasons for Watching Public Television
(Among Public Television Viewers)
(See Verbatims in the Appendix V10-V18)

	5/11 Total	Public Television Viewership		
		Daily	Occasionally	Infrequently
Quality programming	17%	22%	20%	6%
News/News in the morning	13%	25%	8%	4%
Masterpiece Theater	10%	14%	10%	6%
Intelligent/Educational	8%	5%	12%	6%
All the programs	8%	8%	10%	4%
Interesting	6%	5%	7%	8%
Antiques Roadshow	6%	2%	9%	5%
No/Fewer commercials	6%	4%	9%	3%
Arizona Illustrated	4%	4%	5%	3%
Nova	4%	4%	5%	3%
British shows/Comedy	4%	3%	5%	3%
No specific reason	6%	3%	1%	17%
	N=375	N=133	N=149	N=93

Reasons for Not Watching Public Television – The few who report not watching Public Television generally “don’t watch much TV,” say there is “not enough time in my day” or do not own a TV. A few indicate they “do not like all the programming,” “have no desire to watch” Public Television or dislike the “taxpayer funding” aspect.

Table 8b

Reasons for Not Watching Public Television
(Among Public Television Non-Viewers)
(See Verbatims in the Appendix V19)

	5/11 Total
Don’t watch much TV	17%
Just don’t watch	17%
No time/Too busy/At work	12%
Not interested/Doesn’t interest me	8%
No desire to watch	8%
Not fond of taxpayer funding	8%
	N=24

**Public
Broadcasting
Brand Identity**

Method of Identification of KUAT-TV as Most Watched Public Television Channel – Overall, 72% of survey respondents name KUAT-TV Channel 6 as the television station they watch most for Public Broadcasting programs (down only slightly from 75% in 2006). The majority of these viewers refer to the station as “Channel 6” (basically unchanged at 57%). This continues to be especially true among non-members (74%). Meanwhile, current (27%) and lapsed (25%) members are among those who are most likely to think of the station as “KUAT” (23% overall, down from 31% in 2006). Overall, 17% refer to the station as “PBS,” up from 12%.

Table 9 Methods of Identification of KUAT as Most Watched Public Broadcasting Channel

	6/06 Total	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
Channel 6	56%	57%	57%	57%	52%	57%	74%
KUAT-TV	31%	23%	26%	18%	27%	25%	2%
PBS	12%	17%	16%	20%	17%	14%	23%
Other	–	2%	1%	4%	3%	2%	0%
	N=311	N=290	N=180	N=110	N=180	N=63	N=47

Awareness of Arizona Public Media – Two-thirds of survey respondents indicate that they have heard of Arizona Public Media. Not surprisingly, this is particularly true among current Public Broadcasting members (87%). Lapsed members (50%) are more apt to be aware of Arizona Public Media than non-members (38%).

Table 10

Awareness of Arizona Public Media

	5/11 Total	Type of Respondent		Public Broadcasting Membership		
		List	Random	Current	Lapsed	Non
Yes	66%	88%	42%	87%	50%	38%
No	34%	12%	58%	13%	50%	62%
	N=400	N=207	N=193	N=204	N=92	N=104

Top-of-Mind Image and Associations of Arizona Public Media – Those aware of Arizona Public Media (66% of the total sample) were asked to describe it in a few words. As summarized in Table 11 (as well as pages V20-V25 in the Appendix), the most common association is with “Public Broadcasting” and/or PBS (19%). Others mention “NPR” (9%) and KUAT or “Channel 6” (6% each). Some also think of it as “both TV and radio” (“Public TV and Radio”) (6%). Several images (especially among non-members) relate to “news from Arizona” or “local, Tucson” programming. Other image associations relate to quality programming (“quality that I could not live without,” “positive, informative information,” “quality broadcasting for television and radio,” “variety of programs and wide selection”). A few mention “no commercials.”

Table 11 **Top-of-Mind Images and Associations of Arizona Public Media**
(Among Those Aware of Arizona Public Media)
(See Verbatims in the Appendix V20-V25)

	6/06 Total*	5/11 Total	Type of Respondent		Public Broadcasting Membership		
			List	Random	Current	Lapsed	Non
Public Broadcasting/PBS	19%	19%	19%	17%	20%	19%	15%
NPR	–	9%	11%	2%	12%	2%	0%
Channel 6	5%	6%	6%	9%	7%	4%	5%
TV and radio station	4%	6%	8%	1%	8%	2%	3%
KUAT	–	6%	6%	5%	5%	11%	3%
Statewide/All about Arizona	–	5%	3%	11%	3%	2%	20%
Local reporting/News	–	5%	4%	6%	4%	2%	10%
Good programs	9%	5%	6%	2%	4%	0%	10%
Fewer/No commercials	–	4%	6%	1%	4%	6%	0%
Local/Tucson channel	–	4%	4%	2%	4%	0%	5%
Quality	–	4%	5%	1%	6%	0%	0%
Not sure/Nothing comes to mind	14%	7%	4%	14%	3%	6%	23%
	N=413	N=263	N=183	N=80	N=178	N=46	N=39

* Was “KUAT Communications Group,” and among the total sample (6/06).

Channels Associated With Arizona Public Media – Respondents familiar with Arizona Public Media were read a series of television channel names and asked if they associated each with Arizona Public Media. As summarized in Table 12, the majority associate PBS World (71%) and PBS Kids (57%) with Arizona Public Media – particularly current or lapsed members. Overall, three of ten connect Create TV with Arizona Public Media (31%), while just 9% associate it with V-Me. Among cable subscribers (N=143), 41% associate the UA Channel with Arizona Public Media – most often non-members (50%).

Table 12

Channels Associated With Arizona Public Media
(Among Those Aware of Arizona Public Media)

	5/11 Total	Type of Respondent		Public Broadcasting Membership		
		List	Random	Current	Lapsed	Non
PBS World	71%	69%	75%	72%	70%	67%
PBS Kids	57%	56%	58%	60%	61%	38%
UA Channel (Cable subscribers only)	41%	43%	37%	40%	39%	50%
Create TV	31%	30%	34%	30%	26%	41%
V-Me	9%	8%	12%	11%	9%	0%
	N=263	N=183	N=80	N=178	N=46	N=39

Visitation of Arizona Public Media Website – Three of ten who are aware of Arizona Public Media indicate they have visited the group’s AZPM.org website, especially current members (40%). Few lapsed members have visited the site (13%), while no non-members report visiting the site.

Table 13

Visitation of Arizona Public Media Website
(Among Those Aware of Arizona Public Media)

	5/11 Total	Type of Respondent		Public Broadcasting Membership		
		List	Random	Current	Lapsed	Non
Yes	30%	40%	6%	40%	13%	0%
No	70%	60%	94%	60%	87%	100%
	N=263	N=183	N=80	N=178	N=46	N=39

Perception of How Public Broadcasting Is Funded – Respondents were asked on a top-of-mind basis how they think Public Broadcasting is funded. As reflected in Table 14 (as well as pages V26-V34 in the Appendix), the sources named can be condensed into three general categories: donations (including “public funding,” “contributions” and “fundraising”), government sources (including “Federal money,” “taxes” and “grants”) and corporations/foundations. The latter two categories are usually mentioned in conjunction with other sources: “grants and donations,” “donations from people, businesses and government,” “Federal money, listeners, sponsors,” “through taxpayers and donation drives.” Non-members are particularly apt to refer to government sources as “taxes” or “taxpayer dollars” (14%; 6% overall).

Table 14

Perception of How Public Broadcasting Is Funded
(See Verbatims in the Appendix V26-V34)

	5/11 Total	Type of Respondent		Public Broadcasting Membership		
		List	Random	Current	Lapsed	Non
Donations	40%	38%	43%	40%	47%	36%
The public/People/Viewers	32%	36%	28%	33%	40%	21%
Government	24%	31%	16%	29%	28%	10%
Federal money/Funding	15%	20%	9%	19%	12%	10%
Grants	10%	9%	10%	10%	9%	9%
Contributions	9%	13%	5%	13%	5%	3%
Private contributions	8%	11%	4%	11%	8%	1%
Big companies/Corporations	8%	10%	5%	10%	5%	5%
Fundraisers/Drives/Pledges	7%	7%	7%	8%	4%	8%
Taxpayers/Tax dollars	6%	1%	11%	2%	6%	14%
Foundations	6%	7%	5%	9%	4%	1%
	N=400	N=207	N=193	N=204	N=92	N=104

Evaluation of Federal Funding for Original Locally-Produced Public Broadcast Programming – Survey respondents were informed that “the Federal government provides \$1.30 per person per year for original locally-produced public broadcast programming” and asked if that was too much, about right or too little. As reflected in Table 15, the majority perceives this level of funding to be “too little” (52%) – especially current members (70%) and political Democrats (67%), Progressives (70%) and Liberals (80%). One-third of lapsed and non-members think this amount of funding is “too little” as well. One of four indicates the funding is “about right,” particularly lapsed members (34%). Just one of ten says this level of funding is “too much” – more often lapsed (20%) or non-members (15%). The remaining 13% are not sure or have no opinion on the level of Federal funding, more often non-members (24%) and self-described political Conservatives (46%).

Table 15

Evaluation of Federal Funding for Original
Locally-Produced Public Broadcast Programming

	5/11 Total	Type of Respondent		Public Broadcasting Membership		
		List	Random	Current	Lapsed	Non
Too much	10%	4%	17%	4%	20%	15%
About right	25%	21%	29%	20%	34%	27%
Too little	52%	65%	38%	70%	34%	34%
Not sure/No opinion	13%	10%	16%	7%	13%	24%
	N=400	N=207	N=193	N=204	N=92	N=104

Support for Continuing Federal Funding for Original Locally-Produced Public Broadcast Programming – When asked if funding from the Federal government for original locally-produced public broadcast programming should be continued, 77% say “yes” – including nine of ten current Public Broadcast members. Around two-thirds of lapsed and non-members support continuing funding as well. Just 17% do not support continued federal funding, including one-third of lapsed members. The remaining 6% are not sure whether they support continuing Federal funding.

Opinions vary by political orientation. Specifically, more than nine of ten Democrats (93%), Liberals (93%) and Progressives (95%) support continued Federal funding of Public Broadcast programming. Meanwhile, most Conservatives do not favor continued funding (54%). Twice as many Republicans support funding (65%) than not (32%). Independents are similar to overall patters (75% support/21% do not).

Table 16

Support for Continuing Federal Funding for Original Locally-Produced Public Broadcast Programming

	5/11 Total	Type of Respondent		Public Broadcasting Membership		
		List	Random	Current	Lapsed	Non
Yes	77%	87%	66%	90%	63%	64%
No	17%	7%	27%	7%	33%	22%
Not sure/Don't know	6%	5%	7%	3%	4%	14%
	N=400	N=207	N=193	N=204	N=92	N=104

**PUBLIC BROADCASTING AWARENESS,
USAGE AND IMAGE TRACKING STUDY**
(May, 2011)

Appendix

**Survey
Methodology
and Sample
Selection**

This survey consists of a 400-person, randomly-selected and statistically-projectable sample of adult (35 years or older) male and female media (television and/or radio) users in the Tucson metro area.

All interviews were conducted by telephone, during May 2011. The fielding was conducted utilizing a computer-assisted predictive dialing system. The sample is comprised of randomly-selected respondents taken from Arizona Public Media membership database lists and random-digit dialing (based on hot zips). This technique ensures that area residents who are not yet listed in a telephone directory (or choose not to be listed) are still eligible for selection. Each telephone interview lasted approximately 11 minutes on average. Neither the interviewer nor the interviewee had any knowledge of the study sponsor. All interviews were conducted and validated by the FMR Field staff.

Cell Phone Only Households – To address “cell phone only” households (households without a land line that utilize a cell phone exclusively), FMR interviewers manually dialed randomly-generated cell phone numbers (based on known cell phone exchanges) and attempted to interview these households. Potential respondents reached through manually dialing were given three options: to proceed with the interview using their cell phone provider’s calling plan minute allocations; allow for a call-back at a mutually arranged time on a land line; or to call the cell phone back when minutes are “free” (i.e., weekends, evenings, etc.).

Statistical Reliability

The statistics in this report are subject to a degree of variation that is determined by sample (or sub-sample) size. All research data are subject to a certain amount of variation for this reason. This does not mean that the figures represented in the various tables are wrong. It means that each percentage represents a possible “range” of response. This is because the random sampling process, as well as human behavior itself, can never be perfect. For this sample (N=400, rounded), the statistical variation is $\pm 4.9\%$ under the most extreme circumstances – with a 95% confidence level. That is, when the percentages shown in the tables are near 50% (the most conservative situation), the actual behavior or attitude may range from 45.1% to 54.9%. The 95% confidence level means that if the survey were repeated 100 times, in 95 cases the same range of response would result. Those percentages that occur at either extreme (for example, 10% or 90%) are subject to a smaller degree of statistical fluctuation (in this case, $\pm 2.9\%$).

Sub-samples, such as sex or age groups, have a higher degree of statistical fluctuation due to the smaller number of respondents in those groupings.

Confidence Intervals for a Given Percent
(at the 95% confidence level)

N=	Reported Percentage				
(Base for %)	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
400	2.9%	3.9%	4.5%	4.8%	4.9%
300	3.3%	4.5%	5.1%	5.5%	5.7%
250	3.8%	5.0%	5.8%	6.2%	6.3%
200	4.2%	5.5%	6.4%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%

Example: If the table shows that 20% of all respondents (when N=400) have a positive or negative attitude about a question category, the chances are 95 out of 100 that the true value is 20% ± 3.9 percentage points; that is, the range of response would be 16.1% to 23.9%.

Significance of Difference Between Percentages
(at the 95% confidence level)

Average of the Bases of Percentages Being Compared	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
250	5.2%	7.1%	8.1%	8.6%	8.8%
200	5.9%	7.8%	8.9%	9.6%	9.8%
150	6.8%	9.1%	10.3%	11.0%	11.3%
100	8.3%	11.0%	12.7%	13.6%	13.9%
50	11.7%	15.7%	18.0%	19.2%	19.7%
25	16.7%	22.2%	25.5%	27.2%	27.7%

Example: If a table indicates that 34% of list respondents have a positive attitude toward a category of response, and that 25% of random respondents have the same attitude, the following procedure should be used to determine if this attitude is due to chance:

The average base is 200 for the reported percentages $(207+193)/2=200$. The average of the percentages is 30.0% – $(34+25)/2=29.5\%$. The difference between the percentages is 9%. Since 9% is greater than 8.9% (the figure in the table for this base and this percentage), the chances are 95 out of 100 that the attitude is significantly different between list and random respondents.

**PUBLIC BROADCASTING AWARENESS,
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VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

<u>Table 7a.</u>	Reasons for Listening to Public Radio (Among Public Radio Listeners)	V1
<u>Table 7b.</u>	Reasons for Not Listening to Public Radio (Among Public Radio Non-Listeners)	V8
<u>Table 8a.</u>	Reasons for Watching Public Television (Among Public Television Viewers)	V10
<u>Table 8b.</u>	Reasons for Not Watching Public Television (Among Public Television Non-Viewers)	V19
<u>Table 11.</u>	Top-of-Mind Images and Associations of Arizona Public Media (Among Those Aware of Arizona Public Media)	V20
<u>Table 14.</u>	Perception of How Public Broadcasting Is Funded	V26

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 7a: Reasons For Listening to Public Radio
(Among Public Radio Listeners)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
PUBLIC RADIO LISTENERSHIP: Daily			
F	35-39	Current	The different shows and the variety.
F	35-39	Current	Balanced news, I like a lot of the culture stuff on there.
F	35-39	Current	Information and entertainment.
F	35-39	Non	The music.
F	40-49	Current	Diverse shows, info about the arts and news.
F	40-49	Current	A world view.
F	40-49	Current	Like everything about it: news, information and talk shows.
F	50-59	Current	It's full of good news that is unbiased, and also there are game shows on the weekends such as "A Prairie Home Companion," etc.
F	50-59	Current	News and intelligent information.
F	50-59	Current	I love "Science Friday," "All Things Considered," Diane Rehm, "A Prairie Home Companion." Don't like the stuff after 7 - Jazz or the talking, information-oriented programs.
F	50-59	Current	They don't have useless chit chat that other stations have. Like that they have news.
F	50-59	Current	News and info programs. Most balanced coverage. Stories you won't hear anywhere else.
F	50-59	Current	Informational and timely.
F	50-59	Current	It has the most in-depth coverage.
F	50-59	Current	It's public, commercial-free. I like the "Talking Heads" host. Personalities are low-key, not incendiary, don't sensationalize.
F	50-59	Current	Gives more balanced and in-depth coverage.
F	50-59	Current	Different programs, info.
F	50-59	Current	I get the news, interesting programming.
F	50-59	Current	In-depth coverage, no sound bites, objectiveness; they don't scream at you like other stations. Varied programming on all kinds of different subjects.
F	50-59	Lapsed	Just to have something on around the house.
F	50-59	Lapsed	Enjoy all the programs, especially news.
F	50-59	Non	News, a lot of factual info.
F	60-69	Current	Contrary to Fox, Public Radio is fair and balanced, not prejudicial.
F	60-69	Current	Everything: news, book reviews, in-depth interviews.
F	60-69	Current	Good mix of news and Talkradio.
F	60-69	Current	I enjoy the news and interviews in the morning. I like the Jazz music at night.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 7a: Reasons For Listening to Public Radio
(Among Public Radio Listeners)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	60-69	Current	No commercials, like the music.
F	60-69	Current	Like the current information and interviews, it's a companion.
F	60-69	Current	Programming and information.
F	60-69	Current	Diane Rehm, Wall Street News, "All Things Considered," "Wait, Wait Don't Tell Me."
F	60-69	Current	It has the most comprehensive and unbiased news, I learn all sorts of things. I love "Science Friday," Garrison Keillor on Sundays. I love the information.
F	60-69	Current	I listen to talk and info.
F	60-69	Current	The features are informative, programming and news well-balanced.
F	60-69	Current	The truth.
F	60-69	Current	I like the car guys, love "A Prairie Home Companion."
F	60-69	Current	I like the information and I trust the broadcasting. They have the best comedy.
F	60-69	Lapsed	Classical music.
F	60-69	Lapsed	Topics are very pertinent.
F	60-69	Lapsed	What's going on in the world.
F	60-69	Lapsed	Better programs, better news.
F	60-69	Non	News in the morning, my husband always has it on in the morning.
F	60-69	Non	It has a broad range of programming.
F	60-69	Non	Nice, wide range variety of music. Very interesting politics, reports news in a different way.
F	70+	Current	Like the programming, not biased, thorough.
F	70+	Current	For current events and variety.
F	70+	Current	I like the music and the NPR part.
F	70+	Current	The quality of the programs is great.
F	70+	Current	Not boring, more interesting music and commentary.
F	70+	Current	Intelligent and objective, love Classical music.
F	70+	Current	I enjoy the news and the people they interview, also the music they play at night.
F	70+	Current	News and music. Enjoy their analysis. Listen for the entertainment value.
F	70+	Current	Classical music.
F	70+	Current	It's accurate, it's current. I can believe what they say, it's the only station I trust, they tell the truth.
F	70+	Current	News and issues.
F	70+	Current	I think it's calm and gives me information. I've been listening to it for fifty years.
F	70+	Current	They get both sides of the story, it's never one side being heard.
F	70+	Current	Classical music.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 7a: Reasons For Listening to Public Radio
(Among Public Radio Listeners)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	70+	Current	Intelligent conversation, different people with different points of view, not one-sided. Car Talk is informative and funny. "A Prairie Home Companion" is also great.
F	70+	Current	It's very interesting.
F	70+	Current	Accurate.
F	70+	Current	Classical music.
F	70+	Lapsed	I want to know what the weather will be like, also for international news.
F	70+	Lapsed	The Classical music only.
F	70+	Non	Sean Hannity.
M	40-49	Current	News without stupidity.
M	50-59	Current	Like the fact that it's longer, good objectivity.
M	50-59	Current	The wide variety of programming, like the method of programming, keeps me aware.
M	50-59	Current	It's up-to-date and it's not biased.
M	50-59	Current	National broadcast same as other locations.
M	50-59	Current	It's low-key, less commercial. I listen to evening chatter.
M	50-59	Current	Like the music selection, as well as interviewing. Not a lot of advertising, love their programming.
M	50-59	Lapsed	News stimulates me.
M	50-59	Lapsed	Variety, up-to-date news stories, human interest stories, science programs.
M	60-69	Current	Integrity.
M	60-69	Current	It's more intelligent.
M	60-69	Current	News junkie.
M	60-69	Current	I see it as news where you hear both sides of the story with as little bias as possible.
M	60-69	Current	More comprehensive news than TV.
M	60-69	Current	Objective, very valuable, good coverage of everything.
M	60-69	Current	It offers the best balance of information in news and political stands.
M	60-69	Current	It has a lot of interesting information.
M	60-69	Current	It's the most accurate recording. It's objective, educational and mind-expanding.
M	60-69	Lapsed	Music, I listen to it every day in the car.
M	60-69	Lapsed	It tends to have an agenda that isn't typically political. It has a very large range of topics. I enjoy the arts part of it.
M	60-69	Lapsed	The relaxation of Classical music.
M	60-69	Lapsed	"Click and Clack" talk show for automotive, NPR pre-show. I listen to them on

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 7a: Reasons For Listening to Public Radio
(Among Public Radio Listeners)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
			a podcast.
M	60-69	Lapsed	Current events.
M	60-69	Non	I like the in-depth information.
M	60-69	DK	I want to know the news, intelligent coverage.
M	70+	Current	It's straight, not a lot of politics. I like the commentary, it's the only sane station. I like Leann Hanson.
M	70+	Current	Variety.
M	70+	Current	Because I don't have satellite.
M	70+	Current	News on the hour, PBS on the 1/2 hour, weekends have news radio, "Click and Clack."
M	70+	Current	There's more honesty on there and the lack of commercials.
M	70+	Current	I listen to Public Radio because of the subjects they have.
M	70+	Current	Because I like it.
M	70+	Current	Enjoy listening to the music and the commentaries.
M	70+	Current	Convenient.
M	70+	Current	Like the Classical music, with few commercials like other stations.
M	70+	Current	I enjoy that it's on an adult level and it's good to listen to the humor that other people talk about.
M	70+	Current	It's smart, fair and intelligent.
M	70+	Current	Seems to have what I want to hear, Classical music.
M	70+	Current	Coverage, no bias.
M	70+	Lapsed	Intelligent speakers and it's educational.
M	70+	Lapsed	It provides news programs that are unbiased and in-depth, as well as humorous to a degree.
M	70+	Lapsed	No commercials and quality programming.
M	70+	Non	I like the news.

PUBLIC RADIO LISTENERSHIP: Occasional

F	35-39	Non	Great programming.
F	40-49	Lapsed	John Justice, Michael Savage.
F	40-49	Non	Information, updates on news.
F	50-59	Current	News and commentary.
F	50-59	Current	News.
F	50-59	Current	I like some of the new artists and some of the discussion programs.
F	50-59	Lapsed	Classical music.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 7a: Reasons For Listening to Public Radio
(Among Public Radio Listeners)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	50-59	Lapsed	Political commentaries.
F	50-59	Lapsed	Different topics.
F	50-59	Non	I listen on XM Radio.
F	50-59	Non	It's by pure accident that I get on this station.
F	60-69	Current	The variety of the programming.
F	60-69	Current	I feel like I get more than one side of the news.
F	60-69	Current	Like news and talk on the station.
F	60-69	Current	Opinions that are not reflective of commercial sponsors.
F	60-69	Lapsed	Stories.
F	70+	Current	No ads.
F	70+	Current	"All Things Considered."
F	70+	Current	Because I can get news and because of their facts.
F	70+	Current	I trust it.
F	70+	Current	Lawrence Welk.
F	70+	Current	News. "Click and Clack."
F	70+	Current	They have some intelligent programs, it's the only music I like on the radio.
F	70+	Lapsed	Can't get any other station.
F	70+	Lapsed	Just the Classical music.
F	70+	Lapsed	I like to listen to it for a few minutes then I love to turn it off.
F	70+	Lapsed	I like the different programs that are on.
F	70+	Lapsed	No ads.
F	70+	Non	Just hear the noise. I enjoy KIIM.
F	70+	DK	I like to listen to music on Public Radio.
M	35-39	Current	News.
M	35-39	Lapsed	Different music.
M	40-49	Current	Like the talk programs and music.
M	40-49	Lapsed	Different types of music and news.
M	50-59	Current	I listen to the talk.
M	50-59	Current	Sports.
M	50-59	Lapsed	Classical music.
M	50-59	Non	There's a good variety.
M	60-69	Current	Unbiased reporting, Diane Rehm.
M	60-69	Current	Like to hear the talk shows and commentary. I listen while I drive. Garrison Keillor on Sundays.
M	60-69	Current	Biased reporting.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 7a: Reasons For Listening to Public Radio
(Among Public Radio Listeners)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	60-69	Current	It has a variety of material.
M	60-69	Current	They don't lie.
M	60-69	Lapsed	I watch the news, that's basically it.
M	60-69	Non	Because Public Radio interests me on the weekends. I enjoy the variety.
M	70+	Current	I can't stand commercial radio.
M	70+	Current	Classical music.
M	70+	Current	I like the informational programs, interviews, Classical music.
M	70+	Current	Enjoy the music.
M	70+	Lapsed	Quality information.
M	70+	Lapsed	Weather reports during traveling.
M	70+	Non	Different topics, interesting people.
M	70+	Non	News.

PUBLIC RADIO LISTENERSHIP: Infrequent

F	35-39	Non	Do not really listen, Talkradio is sometimes interesting.
F	40-49	Non	A lot of political news and views.
F	40-49	Non	The news, interesting stories.
F	40-49	Non	Basically for news and weather, that is it.
F	50-59	Current	The commentary.
F	50-59	Current	Like the variety.
F	50-59	Non	Classical music is found on the station.
F	60-69	Current	Like the news on it.
F	60-69	Current	It was on in the car for a second.
F	60-69	Current	I enjoy the information.
F	60-69	Current	News.
F	60-69	Lapsed	Up-to-date events.
F	60-69	Non	Know what people talk about.
F	60-69	Non	I listen generally for the talk shows.
F	60-69	Non	Non-biased opinions.
F	60-69	Non	News.
F	70+	Current	I like the news I get on Public Radio. Political discussions.
F	70+	Current	The music, Classical.
F	70+	Current	Less commercial, unbiased news.
F	70+	Current	Like the music, news and info.
F	70+	Current	Enjoy the news very much.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 7a: Reasons For Listening to Public Radio
(Among Public Radio Listeners)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	70+	Current	Enjoy the programs on Saturday morning. "Click and Clack."
F	70+	Lapsed	Only in the car on long trips.
F	70+	Non	I like "Car Talk," the programming and stories.
M	35-39	Non	Different things, weather, news, traffic updates.
M	40-49	Lapsed	I like when they talk to figures that other media outlets won't give a voice to.
M	40-49	Lapsed	Calm and even-keeled.
M	40-49	Lapsed	World news and events.
M	40-49	Non	I like Science Fridays.
M	50-59	Lapsed	The Wildcats Football, Classical music.
M	50-59	Lapsed	Sometimes come up with old R & B if I get really lucky.
M	50-59	Non	The news is unbiased and fair, they don't exaggerate.
M	50-59	Non	Information.
M	50-59	Non	It is what I listen to in the car.
M	50-59	Non	Once in a while I just try to find something I like.
M	50-59	Non	It is different.
M	60-69	Current	Interesting to listen to.
M	60-69	Current	Classical music.
M	60-69	Current	I like the Classical music info the station gives me.
M	60-69	Lapsed	If you want to hear Classical music, that's the only station that plays it.
M	60-69	Lapsed	Because the subjects are interesting sometimes, if not I don't listen.
M	70+	Current	Don't have any favorite station, like to listen to talk shows.
M	70+	Current	Sometimes I watch the talk shows.
M	70+	Current	Better quality, more thorough newscast.
M	70+	Current	Only the music, I don't agree with the issues they stand with.
M	70+	Lapsed	News and talk, don't like it as much as I used to because the station changed.
M	70+	Lapsed	Classical music.
M	70+	Non	I like Garrison Keillor.
M	70+	Non	Nice music.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 7b: Reasons For Not Listening to Public Radio
(Among Public Radio Non-Listeners)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	35-39	Non	Haven't given it a chance. I heard it's good, but never got around to it.
F	40-49	Lapsed	Don't know the stations. Don't really listen to the radio, only in the car.
F	40-49	Lapsed	Disagree with it.
F	40-49	Non	Don't have time.
F	40-49	Non	I don't drive around as much.
F	50-59	Current	Does not interest me.
F	50-59	Lapsed	Don't like talking, if I turn on the radio I just want music.
F	50-59	Lapsed	I'd rather listen to music.
F	50-59	Non	It's boring.
F	50-59	Non	Don't care for the slant on the news.
F	50-59	Non	Why would I, it's liberal, screw that.
F	60-69	Current	Only listen to CD's in the car.
F	60-69	Current	I think they are biased and too liberal.
F	60-69	Current	I don't get reception.
F	60-69	Current	It's too political.
F	60-69	Current	I don't listen to the radio anymore unless I'm in the car and that is 94.9.
F	60-69	Lapsed	Rarely listen to radio.
F	60-69	Lapsed	Not interested, into music not debates.
F	60-69	Lapsed	We both listen to Country music and it's on in the car not in the house.
F	60-69	Non	Government run.
F	70+	Current	Because I'm doing other things, like reading. If I listen to music it's on a CD.
F	70+	Current	Just don't listen to any radio.
F	70+	Current	Not listening to radio.
F	70+	Current	More neutral.
F	70+	Lapsed	Too distracting.
F	70+	Non	I listen to satellite.
F	70+	Non	I listen to satellite radio.
F	70+	DK	Don't listen to much radio.
F	70+	DK	Not interested in the radio.
M	40-49	Lapsed	I just don't like it that much.
M	40-49	Non	No desire to listen to it.
M	50-59	Non	Liberal.
M	50-59	Non	Because it does not represent my views.
M	50-59	Non	They don't do much for me. Not much that interests me.
M	60-69	Current	Don't listen to Public Radio, what is that?

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 7b: Reasons For Not Listening to Public Radio
(Among Public Radio Non-Listeners)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	60-69	Lapsed	Much too liberal for me.
M	60-69	Lapsed	Too slanted.
M	60-69	Lapsed	Normally listen to music or Talkradio.
M	60-69	Non	Don't listen to radio.
M	60-69	Non	Slanted too far to the left.
M	60-69	Non	Leans to the left.
M	60-69	Non	Not fond of Public Radio or NPR.
M	70+	Current	Because I like 97.7 better.
M	70+	Current	Do not have a radio.
M	70+	Current	I'd rather listen to music than NPR.
M	70+	Current	I just don't listen to the radio.
M	70+	Current	I like watching C-Span.
M	70+	Lapsed	Normally just TV and CD's.
M	70+	Lapsed	Not interested.
M	70+	Non	We just listen to old-timer music.
M	70+	Non	I don't listen to the radio at all.
M	70+	Non	Never been interested, so I don't listen.
M	70+	Non	It's not really news. I don't regard them as news. They have a different approach that's different from mine.
M	70+	DK	Don't have a radio, only listen to radio when driving which is hardly ever.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8a: Reasons For Watching Public Television
(Among Public Television Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
PUBLIC TELEVISION VIEWERSHIP: Daily			
F	35-39	Current	Nature programs and current events.
F	35-39	Non	Nova.
F	50-59	Current	Higher quality programming, informative, literary.
F	50-59	Current	No commercials, good programming, good documentaries.
F	50-59	Current	Format.
F	50-59	Current	Great shows such as nature shows, news, weather, British comedy, travel shows etc. It's overall quality is great, no commercials or anything annoying.
F	50-59	Current	News and Nova, anything with Ken Burns I watch religiously.
F	50-59	Lapsed	Tells me what's going on.
F	50-59	Lapsed	Enjoy in-depth coverage of issues and the professionalism.
F	50-59	Lapsed	Nature and the like, also concerts.
F	50-59	Lapsed	Some of the programs, keeping up with the news and weather.
F	50-59	Non	Particularly like the British dramas, Laurence Welk. I'm drawn to it because they broadcast British films.
F	60-69	Current	Lack of commercials, news is less entertainment and flash.
F	60-69	Current	The British comedy and the children's programming. "Frontline," "Arizona Illustrated" and the political shows. Like to watch documentaries.
F	60-69	Current	Love PBS.
F	60-69	Current	Not a lot of distraction, calm and civil discussion.
F	60-69	Current	Lawrence Welk, world news, music programs, concerts, Oldies.
F	60-69	Current	Trust the point of view, quality of the programming and great in-depth news programs.
F	60-69	Current	For the news.
F	60-69	Current	Interesting programs, arts, news and science.
F	60-69	Current	News, Jim Lehrer, "Arizona Illustrated," informative, "Masterpiece Theater."
F	60-69	Current	"Arizona Illustrated," "The McNeil Report" and "Masterpiece Theater" especially.
F	60-69	Current	I enjoy the news.
F	60-69	Current	History, literature, "Masterpiece Theater."
F	60-69	Current	That's all I get.
F	60-69	Current	Good evening news, world and national.
F	60-69	Lapsed	"Masterpiece Theater," cooking shows, "Sherlock Holmes."
F	60-69	Lapsed	There are different daytime programs I like, "Sherlock Holmes."
F	60-69	Lapsed	News.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8a: Reasons For Watching Public Television
(Among Public Television Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	60-69	Lapsed	Better programming.
F	60-69	Non	The depth that the news goes into as well as the history, Nova and others of the like.
F	70+	Current	News is very fair, more analysis, not for entertainment like the other channels.
F	70+	Current	The quality of programs are good.
F	70+	Current	I like the news and "Masterpiece Theater." I like the Newshour and "Arizona Illustrated."
F	70+	Current	British soap-operas.
F	70+	Current	The variety and the news shows.
F	70+	Current	It isn't slanted, it seems to a fair presentation on both sides.
F	70+	Current	Very interesting station.
F	70+	Current	For the quality of the programs.
F	70+	Current	It's more interesting.
F	70+	Current	I like "As Time Goes By."
F	70+	Current	News and I watch the cooking show once a week.
F	70+	Current	Interesting, informative.
F	70+	Current	I enjoy the programs. I like and trust the news. I love "Masterpiece Theater."
F	70+	Current	The Newshour.
F	70+	Current	Quality of the programming.
F	70+	Current	Informative news.
F	70+	Current	"Arizona Illustrated," "Masterpiece Theater."
F	70+	Current	The music.
F	70+	Current	McNeil-Lehrer report.
F	70+	Current	Quality and variety.
F	70+	Current	I enjoy it because there is not so much advertising.
F	70+	Current	Nice to have programs with intelligent people, not Reality TV. It enriches me and I learn a lot.
F	70+	Current	News programs. They give all sides of the issue.
F	70+	Current	I like the "Masterpiece Theater" and the news.
F	70+	Current	It's intelligent and balanced.
F	70+	Lapsed	I like to watch "Masterpiece Theater" and that's it.
F	70+	DK	They have good programs.
M	35-39	Current	The programming.
M	35-39	Lapsed	News.
M	40-49	Current	Good programming.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8a: Reasons For Watching Public Television
(Among Public Television Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	40-49	Current	Nature programs.
M	50-59	Current	"Curious George," "Masterpiece Theater."
M	50-59	Current	Interesting programming, politics, history, new technology.
M	50-59	Lapsed	Programs that are not just "shoot em up" stupid things.
M	50-59	Non	Sports and ESPN.
M	60-69	Current	It's basically the most informative for politics, news and educational programming.
M	60-69	Current	"Masterpiece Theater," PBS report, all programs.
M	60-69	Current	Same as radio, I can get more in-depth on the main stories of the day from the news hour. I like the fact that they do unbiased analysis where you hear both sides equally.
M	60-69	Current	All programs, Hawaii Five O," "Magnum PI."
M	60-69	Current	Very few commercials. Like the programs: history, news, "Masterpiece Theater."
M	60-69	Current	Quality programming, news programs more thorough, good science programs.
M	60-69	Current	PBS news, Charlie Rose.
M	60-69	Current	It's more intelligent.
M	60-69	Current	Their programming.
M	60-69	Lapsed	Has classic movies, art and music.
M	60-69	Lapsed	I like the local shows such as "Arizona Illustrated." The political agenda is not so obvious. I enjoy the hosts, Gwen Iffell.
M	60-69	Lapsed	I like information, programming.
M	70+	Current	Weekend news.
M	70+	Current	Has the best, most interesting shows.
M	70+	Current	Because I trust the people on the television and they ask a lot of questions.
M	70+	Current	I like the news hour at 7 o'clock. Mark Hills and David Brooks on Friday nights.
M	70+	Current	Smartest thing in the media.
M	70+	Current	Quality.
M	70+	Current	"Masterpiece Theater," "Antiques Roadshow."
M	70+	Current	Variety, facts, convenience.
M	70+	Current	"Masterpiece Theater" and Newshour are my favorite shows.
M	70+	Current	The news and the other programs.
M	70+	Current	I like it.
M	70+	Current	No commercials, great programs.
M	70+	Current	Just got used to it years back, but I watch NBC for news.
M	70+	Current	No commercials, intelligent programming.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8a: Reasons For Watching Public Television
(Among Public Television Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	70+	Current	Watch the Newshour report, "Masterpiece Theatre" and nature shows.
M	70+	Current	History station.
M	70+	Current	Things that appeal to me.
M	70+	Lapsed	Intelligent speakers and it's educational.
M	70+	Lapsed	News and weather, and occasionally for special programs such as "Masterpiece Theater." Suitable programs for children.
M	70+	DK	News, "Antiques Roadshow."
PUBLIC TELEVISION VIEWERSHIP: Occasional			
F	35-39	Current	News specials.
F	35-39	Non	About the news.
F	35-39	Non	Educational.
F	35-39	Non	Programming they offer, "Arizona Illustrated."
F	40-49	Current	The programming is diverse and no commercials.
F	40-49	Current	Like "Frontline" and "Independent Lens."
F	40-49	Current	Art and entertainment.
F	40-49	Lapsed	We like nature and "Desert Speaks."
F	40-49	Lapsed	I watch Public Television because they have "Masterpiece Theater" and the nature programs. There's a variety of programs that you can't get anywhere else. Informative, they don't tell you what to think.
F	40-49	Non	They have different types of programming, it's not all Hollywood blab. It's just good programming.
F	40-49	Non	I only watch it on certain days.
F	40-49	Non	I like the informative nature of the programs.
F	50-59	Current	It's intelligent.
F	50-59	Current	The programming.
F	50-59	Current	Interesting and more educational shows.
F	50-59	Current	Quality of programming.
F	50-59	Current	History and "Masterpiece Theater."
F	50-59	Current	Documentaries without commercials, dramatic theater and other shows.
F	50-59	Current	Interesting programming, insightful, makes you think, tasteful.
F	50-59	Current	More for the programs like "Arizona Illustrated" and "Masterpiece Theater."
F	50-59	Current	Good programs, "This Old House" on Saturdays, and the English comedies on Saturday nights.
F	50-59	Lapsed	All different shows.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8a: Reasons For Watching Public Television
(Among Public Television Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	50-59	Lapsed	"Antiques Roadshow."
F	50-59	Lapsed	I like the historical programs.
F	50-59	Non	Like Nova and "Antiques Roadshow."
F	50-59	Non	Good quality programming.
F	60-69	Current	Some of the older shows and nature shows.
F	60-69	Current	I enjoy the fact that it doesn't have commercials and the news that they air is of higher quality.
F	60-69	Current	I like the Classical music, travel, Christmas music. They have a lot of good things.
F	60-69	Current	It's real life.
F	60-69	Current	Excellent programming.
F	60-69	Current	"Masterpiece Theater," "Antiques Roadshow," news.
F	60-69	Current	It's intelligent, diverse. It doesn't have a lot of reality shows. It is a step above other stations.
F	60-69	Current	"Masterpiece Theater."
F	60-69	Current	I enjoy watching the musicals and their programming. Very interesting topics I enjoy.
F	60-69	Current	PBS Newshour, Alice Stewart.
F	60-69	Lapsed	The programming.
F	60-69	Lapsed	Like their dramas.
F	60-69	Lapsed	I like "Antiques Roadshow."
F	60-69	Lapsed	Shows they have on Public Television I am not going to find on other stations. No to few commercials.
F	60-69	Non	A wide variety of music, educational and entertaining, stimulating to the mind.
F	60-69	Non	Enjoy watching nice programming such as cooking.
F	60-69	Non	Variety, educational benefits.
F	60-69	Non	Whatever show is on, "This Old House."
F	60-69	Non	I enjoy "Masterpiece Theater," also the musical programs.
F	70+	Current	The lack of commercials. The content. Not a lot of garbage. I like the Newshour, the British comedies, "Masterpiece Theater" and the science programs.
F	70+	Current	I like Charley Rose, it's news and musical theater.
F	70+	Current	The intelligent shows they run.
F	70+	Current	"Washington Week" Fridays at 8pm.
F	70+	Current	Like the unique shows, American experience and concerts.
F	70+	Current	Educational, you can learn about animals. Good plays.
F	70+	Current	Celtic Woman.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8a: Reasons For Watching Public Television
(Among Public Television Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	70+	Current	The quality in the programming.
F	70+	Current	Programming, history, cultural.
F	70+	Current	I beleive it, the stories don't get distorted.
F	70+	Current	British shows on Saturday and "Antiques Roadshow."
F	70+	Current	Like that I don't get only advertising, more shows, info.
F	70+	Current	For Lawrence Welk.
F	70+	Lapsed	I think it's good programming.
F	70+	Lapsed	Facts, no commercials and some things other channels don't have.
F	70+	Lapsed	"Masterpiece Theater."
F	70+	Lapsed	I enjoy the "Masterpiece Theater."
F	70+	Lapsed	Wide variety of shows, history, special concerts.
F	70+	Lapsed	Like "Mi-5" science programming.
F	70+	Lapsed	I like watching the Lawrence Welk Show on Saturday nights.
F	70+	Lapsed	"Antiques Roadshow."
F	70+	Non	I like the "Antiques Roadshow," "Desert Speaks" and sometimes the news.
F	70+	Non	I like programs such as "Antiques Roadshow," comedy shows and educational shows.
F	70+	Non	Watch Channel 6 for the Irish shows. Enjoy Public Television because it's more realistic.
F	70+	Non	I like the nature programs. I like "Arizona Illustrated," cooking.
F	70+	Non	I like that I can tune in to it to find out things that are going on.
F	70+	Non	I like the stock market.
F	70+	DK	Musicals or Broadway.
M	40-49	Lapsed	Classical, programming more about the arts and for more intelligent people.
M	50-59	Current	We love the programming.
M	50-59	Current	Range of fresh shows, variety, commercial free.
M	50-59	Current	The programming is interesting.
M	50-59	Lapsed	Depends on what is on.
M	50-59	Lapsed	Primarily for non-fiction, I like Nova.
M	50-59	Lapsed	Have some really good programs that I love.
M	50-59	Non	McLaughlin Report.
M	50-59	Non	Only because of "Masterpiece Theater," enjoy the quality.
M	60-69	Current	Creativity of programming.
M	60-69	Current	The variety of programs is very interesting.
M	60-69	Current	Enjoy the Nova and science programs.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8a: Reasons For Watching Public Television
(Among Public Television Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	60-69	Current	Shows interest me. Quality of programming, news is not biased, straight-forward.
M	60-69	Current	I like Nova, it's educational and informative.
M	60-69	Current	Interesting, fits my interest.
M	60-69	Current	Like the British comedies.
M	60-69	Current	I watch it for science and documentaries, and news sometimes.
M	60-69	Current	The educational value of the programs.
M	60-69	Lapsed	Because of the programs.
M	60-69	Lapsed	It is entertaining and commercial free.
M	60-69	Lapsed	I like some of the travel programs, and "Masterpiece Theater."
M	60-69	Lapsed	Programming.
M	60-69	Lapsed	There are programs I occasionally watch, such as Classic Rock and Roll shows.
M	60-69	Non	The history and special programs.
M	70+	Current	Lawrence Welk, "Arizona Illustrated," "Antiques Roadshow," "Masterpiece Theater."
M	70+	Current	I enjoy certain programs.
M	70+	Current	Good programs, news, "Arizona Illustrated," "Antiques Roadshow."
M	70+	Current	Programs that are not found on other networks.
M	70+	Current	I like "Antiques Roadshow" and "This Old House." I like the British comedy and the educational programs.
M	70+	Current	I like the news programs, "Masterpiece Theater."
M	70+	Current	I enjoy the lack of commercials breaks.
M	70+	Lapsed	Great programming.
M	70+	Lapsed	The sports.
M	70+	Non	I like the "Antiques Roadshow" and the news.
M	70+	Non	Decent shows, no filthy stuff.
M	70+	DK	There are some things I like and some I don't. I like PBS.

PUBLIC TELEVISION VIEWERSHIP: Infrequent

F	35-39	Non	Some of the broadcasting is interesting.
F	40-49	Lapsed	Travel TV, England.
F	40-49	Non	Tell stories, no bias.
F	40-49	Non	It's informative and interesting.
F	50-59	Current	Documentaries and "Masterpiece Theatre."
F	50-59	Current	I love their programs, they're interesting, I like "Masterpiece Theater."
F	50-59	Current	Like music only.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8a: Reasons For Watching Public Television
(Among Public Television Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	50-59	Current	Educational.
F	50-59	Lapsed	Good source of informational TV.
F	50-59	Non	I like the "Antiques Roadshow."
F	50-59	Non	I enjoy nothing about Public TV, I only watch "Antiques Roadshow."
F	60-69	Current	History, music, specials.
F	60-69	Current	Sometimes they have special programs on such as music shows like 60's singers and whatnot, or fundraising programs.
F	60-69	Current	I watch it when the President speaks to the nation.
F	60-69	Current	Like the type of programming, has a diversity of subjects and is accurate. Also like it late at night for British broadcasting on KUAZ.
F	60-69	Lapsed	If there is something I want to see or if company wants to see it.
F	60-69	Lapsed	Informational, learning a lot about different people and places.
F	60-69	Lapsed	PBS, all the programs.
F	60-69	Lapsed	No commercials, animals and wildlife.
F	60-69	Non	The things they sell. Look at the judges.
F	60-69	Non	Certain programs, news.
F	70+	Lapsed	Some of the music, Saturday night programming.
F	70+	Lapsed	Because there are no ads. I like the drama, they're serious. "Masterpiece Classic."
F	70+	Non	They have decent programs. Some are interesting to me. They have educational programs.
F	70+	Non	Political news.
M	35-39	Non	Public news, weather, city updates, advertising, local events.
M	40-49	Lapsed	Documentaries and nature shows. Educational.
M	40-49	Lapsed	Shows for children.
M	40-49	Lapsed	Like the science programs, Nova.
M	40-49	Non	Enjoys the programs.
M	50-59	Current	I like the news.
M	50-59	Current	Good comedies.
M	50-59	Non	I can't stand commercials.
M	50-59	Non	"Masterpiece Theater."
M	50-59	Non	Rarely watch it.
M	50-59	Non	Nothing better on.
M	50-59	Non	Sometimes they have conflicts on at night and political talks. The people are level-headed and honest.
M	50-59	Non	I watch the old shows.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8a: Reasons For Watching Public Television
(Among Public Television Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	50-59	Non	They have a Rock concert.
M	60-69	Lapsed	No specific reason, just like it.
M	60-69	Lapsed	Every once in a while I catch the fundraisers or watch the "do wop" guys on the "Mama and Papa" show.
M	60-69	Lapsed	Nova.
M	60-69	Non	Only if something interests me, enjoy the unique coverage.
M	60-69	Non	It all depends on the programming.
M	60-69	Non	"Antiques Roadshow," "Arizona Illustrated."
M	60-69	Non	Musical programs with bands from the 60's to 80's.
M	60-69	DK	Quality of the programs. Good information and analysis.
M	70+	Current	"Antiques Roadshow," "Arizona Illustrated," political stuff I don't like.
M	70+	Current	I like the authenticity.
M	70+	Current	Music.
M	70+	Lapsed	Civil War, Washington Week, different outlook on news.
M	70+	Lapsed	Used to like Bill Moyers, but he's not on the TV anymore. Don't like how the TV programs are now.
M	70+	Lapsed	Concerts are good.
M	70+	Lapsed	They have things other channels don't have.
M	70+	Non	Interesting topics.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 8b: Reasons For Not Watching Public Television
(Among Public Television Non-Viewers)

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	35-39	Current	I do not like it.
F	40-49	Lapsed	Do not like all the programming, watch very little.
F	40-49	Non	Not enough time in my day.
F	50-59	Current	Don't like watching TV.
F	50-59	Lapsed	Just don't watch much TV.
F	50-59	Non	I don't have the time, and if I do have the time it's not of interest to me.
F	60-69	Lapsed	Nothing interesting.
F	60-69	Non	I don't have a TV.
M	40-49	Lapsed	Because I don't watch that much TV.
M	40-49	Non	I don't like it.
M	40-49	Non	Have no desire to watch it.
M	50-59	Lapsed	Whatever I get is on the Internet, no TV.
M	60-69	Non	Not fond of taxpayer funding.
M	70+	Lapsed	I'm more interested in other stations.
M	70+	Non	Too much info I don't need.
M	70+	Non	I don't feel it gives me a competitive view of the world. I prefer Fox.
M	70+	Non	Just like Animal Planet, cops, and stuff like that.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 11: Top-of-Mind Imaging of Arizona Public Media

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	35-39	Current	NPR, local.
F	35-39	Current	A variety of content.
F	35-39	Current	Both Arizona NPR and PBS stations at the U of A.
F	40-49	Current	Local channel.
F	40-49	Current	Generally Public Broadcasting is free for everyone.
F	40-49	Current	PBS comes to mind. Anything that has to do with Arizona.
F	40-49	Lapsed	Sounds like news to me, informational.
F	40-49	Non	Community opportunities, spots from local hospitals.
F	40-49	Non	It has all the programming on that station that pertains to Arizona.
F	50-59	Current	KUAZ, KUAT, media on campus.
F	50-59	Current	NPR, broadcasts from the University.
F	50-59	Current	Joint marketing of KUAT-FM, KUAZ-AM and KUAT-TV.
F	50-59	Current	NPR and PBS associations.
F	50-59	Current	They bring me NPR.
F	50-59	Current	KUAT.
F	50-59	Current	PBS.
F	50-59	Current	I associate Public Broadcasting with both radio and television.
F	50-59	Current	Different part of the PBS Broadcasting.
F	50-59	Current	Looking for money.
F	50-59	Current	Send us e-mails and ask for money.
F	50-59	Current	My overall image is the local info you can get on a daily basis. There are shows that are not on regular TV such as "Democracy Now," etc.
F	50-59	Current	No advertising, educational, funded by donations.
F	50-59	Current	Public Broadcasting.
F	50-59	Current	Quality that I could not live without.
F	50-59	Current	I associate it with Public TV and radio.
F	50-59	Current	I associate it with both TV and radio.
F	50-59	Lapsed	TV, Public Broadcasting, commercial-free.
F	50-59	Lapsed	Basically news from Arizona.
F	50-59	Lapsed	I don't know what it is.
F	50-59	Non	Associate it with the news in Tucson, Arizona.
F	50-59	Non	News, local, Tucson.
F	60-69	Current	Radio, TV deals with headquarters at U of A.
F	60-69	Current	The University of Arizona.
F	60-69	Current	Public Radio comes to mind.
F	60-69	Current	I enjoy it.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 11: Top-of-Mind Imaging of Arizona Public Media

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	60-69	Current	National Public Radio.
F	60-69	Current	The positive, informative info.
F	60-69	Current	Channel 6.
F	60-69	Current	Supported by listeners.
F	60-69	Current	Channel 6 and the radio and websites.
F	60-69	Current	Local interest.
F	60-69	Current	Sesame Street. No commercials is nice and the fact that there are interesting, impartial stories.
F	60-69	Current	Like the programs.
F	60-69	Current	Research and broadcasting.
F	60-69	Current	Like a Public Broadcasting station.
F	60-69	Current	Shows about Tucson living.
F	60-69	Current	Channel 6.
F	60-69	Current	Objective, in-depth reporting.
F	60-69	Current	U of A, KUAT, all of the programs I watch.
F	60-69	Current	KUAT, Channel 6. It's well done and very interesting. I miss Bill Buckmaster.
F	60-69	Current	Intelligent conversations.
F	60-69	Current	Quality broadcasting.
F	60-69	Lapsed	KUAT.
F	60-69	Lapsed	PBS Channel 6.
F	60-69	Lapsed	Multiple programming that is suitable for all ages.
F	60-69	Lapsed	News.
F	60-69	Lapsed	Show about Arizona.
F	60-69	Lapsed	TV and radio.
F	60-69	Non	Public information.
F	60-69	Non	Another public channel out there.
F	60-69	Non	I associate it with KUAT.
F	70+	Current	I think of PBS, quality of the programming.
F	70+	Current	Overall image is very good.
F	70+	Current	Honesty and knowledge.
F	70+	Current	Overall image is PBS describing all its different facets.
F	70+	Current	PBS station.
F	70+	Current	Quality broadcasting for television and radio.
F	70+	Current	Umbrella for TV and Public Radio.
F	70+	Current	It means that I might get some unbiased political news.
F	70+	Current	All PBS.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 11: Top-of-Mind Imaging of Arizona Public Media

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	70+	Current	Intelligent.
F	70+	Current	The money that we send to them, what would we do without it?
F	70+	Current	PBS and NPR.
F	70+	Current	KUAT.
F	70+	Current	It means they run PBS programs.
F	70+	Current	The one who does the "Arizona Illustrated" public television.
F	70+	Current	Talks about Arizona news, has a new host.
F	70+	Current	Nature.
F	70+	Current	Public Broadcasting station.
F	70+	Current	Donations.
F	70+	Current	It's the radio and TV stations, it's the head organization.
F	70+	Current	The Public Television and Radio with no commercials.
F	70+	Current	Classical music, TV.
F	70+	Current	Good programs, it's one of the best in the states.
F	70+	Current	The variety of programs and wide selection. I contribute every year.
F	70+	Current	Local reporting.
F	70+	Current	NPR.
F	70+	Current	I don't like when they talk too much about donating.
F	70+	Current	It's a public, rather than a private station.
F	70+	Current	Quality, intelligent, varied choices.
F	70+	Lapsed	Public Broadcasting.
F	70+	Lapsed	University, history of The Bible, love the History Channel.
F	70+	Lapsed	I think that includes news, Classical music station and Channel 6.
F	70+	Lapsed	News from the State Legislature.
F	70+	Lapsed	For the people, no commercials, creative.
F	70+	Non	Associate it with Channel 6, and State of Arizona.
F	70+	Non	The public programs such as televised meetings, school board meetings.
F	70+	Non	Local news.
F	70+	DK	Some of the programs.
F	70+	DK	Buying music.
F	70+	DK	I like to hear what they're saying about Arizona.
M	35-39	Current	NPR, channel 6, PBS.
M	35-39	Non	Arizona news, events.
M	40-49	Current	Combination of Public TV and Radio.
M	40-49	Current	Bill Buckmaster.
M	40-49	Lapsed	Bill Buckmaster, but he's no longer there. Backstabbers, no loyalty to long time

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 11: Top-of-Mind Imaging of Arizona Public Media

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
			employees.
M	40-49	Lapsed	Has to do with news and PBS radio.
M	50-59	Current	NPR.
M	50-59	Current	NPR, PBS, locally generated programs.
M	50-59	Current	Like the stations and what they carry. The "Lehrer Report," "Masterpiece Theater," Saturday night British comedy.
M	50-59	Current	Access to NPR.
M	50-59	Current	Channel 6 or PBS.
M	50-59	Current	NPR, local news.
M	50-59	Current	Professional, excellent job.
M	50-59	Current	Quality programming.
M	50-59	Lapsed	NPR, PBS.
M	50-59	Lapsed	Don't really know what it's about.
M	50-59	Lapsed	News, informative, eating contests to festivals.
M	50-59	Non	Public Television.
M	50-59	Non	Good PBS channels.
M	60-69	Current	Public news, Jim Lehrer.
M	60-69	Current	Public Radio or Public Television.
M	60-69	Current	PBS comes to mind, news hour, great performances, world journal, international news.
M	60-69	Current	Liberal viewpoint.
M	60-69	Current	It's National Public Radio, also PBS Television. I believe it's University of Arizona's Classical music radio station.
M	60-69	Current	Public programs, PBS, the TV station and FM station.
M	60-69	Current	It's programming that is done for the public interest.
M	60-69	Current	The overall image is it represents the access to the honesty of the media, that is basically the essence of it.
M	60-69	Current	Public TV.
M	60-69	Current	Usually asking for money, programming schedule.
M	60-69	Current	Public Broadcasting and generally better balance of programming.
M	60-69	Current	More liberal programs.
M	60-69	Current	Eclectic Classical music, intelligent news programs.
M	60-69	Current	Both television and radio.
M	60-69	Current	PBS reports, local reporting.
M	60-69	Lapsed	My overall image is that it is not controlled as much by advertisers.
M	60-69	Lapsed	KUAT, important to humanity.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 11: Top-of-Mind Imaging of Arizona Public Media

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	60-69	Lapsed	Public correctness. I don't know why they keep changing it, it's a meaningless thing.
M	60-69	Lapsed	Public Broadcasting.
M	60-69	Lapsed	KUAT-FM.
M	60-69	Non	Associate it with Public Radio/Television.
M	70+	Current	Overall image.
M	70+	Current	System of Public Broadcasting, Channel 6 KUAT, KUAZ, 90.5 FM.
M	70+	Current	A lot of the dance shows.
M	70+	Current	Simply the best, smartest, most current.
M	70+	Current	Doesn't have that many commercials.
M	70+	Current	Know from Public Radio.
M	70+	Current	Usually asking for more money.
M	70+	Current	Overall format.
M	70+	Current	KUAT, Channel 6.
M	70+	Current	Local news program.
M	70+	Current	Channel 6.
M	70+	Current	Public Radio.
M	70+	Current	Whatever is on Channel 6, I watch it a lot.
M	70+	Current	I think of Channel 6.
M	70+	Current	I think of NPR as a program for adults, there are good subjects as well.
M	70+	Current	Non-commercial radio.
M	70+	Current	Know which stations and frequencies are on that, good things are on there.
M	70+	Current	It's a local station.
M	70+	Current	KUAT and stuff, I send them money often.
M	70+	Current	Good nature programs, news about Arizona.
M	70+	Current	Specifically about Arizona.
M	70+	Current	Channels that convey less ads, more documentaries.
M	70+	Current	I wish they would get some professional people.
M	70+	Lapsed	University sponsored.
M	70+	Lapsed	Interesting back stories.
M	70+	Lapsed	State news.
M	70+	Lapsed	KUAT.
M	70+	Lapsed	With the state schools, public services.
M	70+	Lapsed	Umbrella operation for the media, both radio and television.
M	70+	Non	Statewide journal talks about Arizona.
M	70+	Non	The fund drives.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 11: Top-of-Mind Imaging of Arizona Public Media

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	70+	Non	News, that's why I don't watch it, I like sports.
M	70+	DK	It would be the same thing as PBS.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 14: Perception of How Public Broadcasting Is Funded

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	35-39	Current	Public and federal donations.
F	35-39	Current	It's through pledge drives.
F	35-39	Current	Donations and a little bit of federal money, some corporate funding.
F	35-39	Non	From corporate sponsorships.
F	35-39	Non	The public, charities, sponsors.
F	35-39	Non	I don't know.
F	35-39	Non	Donations.
F	40-49	Current	People like me.
F	40-49	Current	Some money comes from government and public funding, and donations.
F	40-49	Current	Through contributions.
F	40-49	Lapsed	Through donations.
F	40-49	Lapsed	Donations.
F	40-49	Lapsed	Tax dollars.
F	40-49	Lapsed	By government grants and people. Also from foundations.
F	40-49	Non	By volunteering and donations.
F	40-49	Non	Donations.
F	40-49	Non	Contributions, viewers, and sponsors.
F	40-49	Non	Public viewers.
F	40-49	Non	Endowments, fund-raising.
F	40-49	Non	I think a lot of it is donated, maybe some state money.
F	40-49	Non	By donations or by the city or state.
F	50-59	Current	Some government funding, mostly by donations.
F	50-59	Current	Corporate sponsorship, public funding and a little government funding.
F	50-59	Current	Public donations and some government money.
F	50-59	Current	Government, private funding and community contributions.
F	50-59	Current	National and local funding.
F	50-59	Current	Donations, grants.
F	50-59	Current	Public.
F	50-59	Current	70% donations, 20% federal funding.
F	50-59	Current	Most of it is donations and a little government funds.
F	50-59	Current	Viewers and some federal funding.
F	50-59	Current	The public donations.
F	50-59	Current	Fundraising.
F	50-59	Current	Contributions and public funding.
F	50-59	Current	From the federal government and donations.
F	50-59	Current	A great deal of it is contributions from the public as well as government funding.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 14: Perception of How Public Broadcasting Is Funded

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	50-59	Current	Mostly through contributions from the public and foundations as well as some government funding.
F	50-59	Current	Funded 3% federal and 70% contributions and rest of percentage is other types of grants between state and private entities.
F	50-59	Current	By donations from foundations and individual contributors. Lately they're losing funding along with Planned Parenthood. The funding is up for grabs.
F	50-59	Current	Mostly by members and also by foundations or public money.
F	50-59	Lapsed	Some is federally funded.
F	50-59	Lapsed	Donations are the major source of funding.
F	50-59	Lapsed	Donations from the public.
F	50-59	Lapsed	By asking viewers.
F	50-59	Lapsed	Public funding.
F	50-59	Lapsed	Grants and donations.
F	50-59	Lapsed	By the public.
F	50-59	Lapsed	Donations.
F	50-59	Lapsed	Grants and donations.
F	50-59	Non	Through contributions, which is 14-20% tax dollars.
F	50-59	Non	Donations.
F	50-59	Non	By private donations.
F	50-59	Non	Public donations, that's about it I think.
F	50-59	Non	Donations from people, businesses and government.
F	50-59	Non	Donations, government, grants.
F	50-59	Non	Donations.
F	60-69	Current	Federal money, listeners, sponsors.
F	60-69	Current	Primarily by viewers and listeners.
F	60-69	Current	Somewhat by federal government and donations.
F	60-69	Current	Contributions.
F	60-69	Current	From grants, foundations and private people.
F	60-69	Current	Through grants and the public.
F	60-69	Current	Government donations, grants.
F	60-69	Current	Federal and private sector funding, but I don't think it should be funded by the government.
F	60-69	Current	People like me.
F	60-69	Current	Most of it is through the people that subscribe.
F	60-69	Current	It's funded by grants and the public. Corporations also.
F	60-69	Current	Donations, general public.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 14: Perception of How Public Broadcasting Is Funded

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	60-69	Current	By donations.
F	60-69	Current	Federal funding, sponsorship, donations.
F	60-69	Current	Through contributions.
F	60-69	Current	Donations, a little bit from government, sponsorships, colleges.
F	60-69	Current	Not well enough by the government and not well enough by the public.
F	60-69	Current	By donations.
F	60-69	Current	Public funding, grants.
F	60-69	Current	I donate money to them every year.
F	60-69	Current	95% is supported by viewers and 5% from government.
F	60-69	Current	Part of it is federally funded, public donations.
F	60-69	Current	Through the people.
F	60-69	Current	I'm not sure.
F	60-69	Current	Through donations and some help from the government.
F	60-69	Current	It is funded by viewers like me. It has sponsors and gets some funding from the federal government.
F	60-69	Current	Grants and donations, tax dollars.
F	60-69	Current	Donations from the public.
F	60-69	Lapsed	Through grants.
F	60-69	Lapsed	By the public.
F	60-69	Lapsed	Donations.
F	60-69	Lapsed	Donations.
F	60-69	Lapsed	Donations, privately, publicly.
F	60-69	Lapsed	Donations.
F	60-69	Lapsed	It's funded by the public and state.
F	60-69	Lapsed	Members it solicits and donations.
F	60-69	Lapsed	Public donations and some ads.
F	60-69	Lapsed	Partly by grants and government.
F	60-69	Lapsed	Donations and government.
F	60-69	Lapsed	Viewers like me.
F	60-69	Lapsed	Some comes from government donations and public donations.
F	60-69	Lapsed	Donations by people and government funding.
F	60-69	Non	Public donations, federal and government funding.
F	60-69	Non	By donations from people.
F	60-69	Non	By donation.
F	60-69	Non	Through the public and nation.
F	60-69	Non	Taxes.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 14: Perception of How Public Broadcasting Is Funded

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	60-69	Non	Donations.
F	60-69	Non	Public contributions.
F	60-69	Non	Donations.
F	60-69	Non	Partially by subscription, public tax dollars, sponsors.
F	60-69	Non	Foundations and grants.
F	70+	Current	From the federal government, fund raising and contributions. A small part is from the government.
F	70+	Current	A lot of fundraisers and public funding.
F	70+	Current	I think it's partially federal funding and privately funded also.
F	70+	Current	By contributions from public and private foundations.
F	70+	Current	Government, viewer donations, foundations.
F	70+	Current	A little from government, fund drives, donations.
F	70+	Current	Federal government.
F	70+	Current	Mostly through donations.
F	70+	Current	People's donations.
F	70+	Current	Funded partially through the government and contributions.
F	70+	Current	By donations.
F	70+	Current	Through federal funding, national endowment for the arts, viewers and listeners. Local businesses and foundations.
F	70+	Current	Donations and sponsors.
F	70+	Current	Contributions from viewers like me.
F	70+	Current	Pledge drives and funding events, federal money.
F	70+	Current	With grants from the government.
F	70+	Current	Publicly, tax money and donations.
F	70+	Current	The government, individuals and companies.
F	70+	Current	By private contributions.
F	70+	Current	Personally by the government and donations.
F	70+	Current	Mostly private funding.
F	70+	Current	It's funded by contributions and by the government.
F	70+	Current	Government, people and ads.
F	70+	Current	Donations.
F	70+	Current	From the community.
F	70+	Current	Through the government and donations.
F	70+	Current	Donations.
F	70+	Current	People.
F	70+	Current	Some government funding and private donations.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 14: Perception of How Public Broadcasting Is Funded

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
F	70+	Current	Donations and a little that comes from the government.
F	70+	Current	It's a mixture of donations of different kinds and some government support.
F	70+	Current	Its funded by the government, also private donations.
F	70+	Current	By the public, organizations, grants and from federal money.
F	70+	Current	Grants from government.
F	70+	Current	Primarily donations and very little from the government.
F	70+	Current	Viewers.
F	70+	Current	Currently by public donations and some from federal government.
F	70+	Current	Viewers and federal government.
F	70+	Lapsed	Through donations from listeners and federal government.
F	70+	Lapsed	Through the government and programs where they raise money. Ads as well.
F	70+	Lapsed	Mostly donations and some federally funded.
F	70+	Lapsed	Local donations and government.
F	70+	Lapsed	Around here it is largely by the public.
F	70+	Lapsed	The government gives them money.
F	70+	Lapsed	By the people.
F	70+	Lapsed	Through taxpayers and donation drives.
F	70+	Lapsed	Donations from viewers.
F	70+	Lapsed	Government, public donations, foundations.
F	70+	Non	By people and the federal government.
F	70+	Non	Donations.
F	70+	Non	Donations.
F	70+	Non	Through the public.
F	70+	Non	By a lot of donations.
F	70+	Non	By donations.
F	70+	Non	By donations.
F	70+	Non	Some funding by grants, some by the state, some from federal government. Fundraising drives.
F	70+	DK	Donations, government and various companies.
F	70+	DK	Through telephone soliciting and pledges.
M	35-39	Current	Private contributions and some from government.
M	35-39	Lapsed	With my tax money.
M	35-39	Non	The city or state.
M	40-49	Current	The public.
M	40-49	Current	From viewers like me.
M	40-49	Lapsed	Generally through grants, foundations, a little through government, Ford

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 14: Perception of How Public Broadcasting Is Funded

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
			Foundation, donations.
M	40-49	Lapsed	Donations and federal and state money.
M	40-49	Lapsed	By government and private donations.
M	40-49	Lapsed	Donations.
M	40-49	Lapsed	Through donations and from public and federal taxes.
M	40-49	Lapsed	Donations.
M	40-49	Non	Taxpayer.
M	40-49	Non	Federally.
M	40-49	Non	It's funded through grants and government money.
M	50-59	Current	Corporations and me.
M	50-59	Current	Mostly by the public and grant money.
M	50-59	Current	Listener donations and the government.
M	50-59	Current	Contributions.
M	50-59	Current	By viewers like me, government, charities, foundations.
M	50-59	Current	Through donations and financing with private firms.
M	50-59	Current	Mostly through donations.
M	50-59	Current	Donations.
M	50-59	Lapsed	By the public.
M	50-59	Lapsed	Government and private donations.
M	50-59	Lapsed	Public and grants.
M	50-59	Lapsed	Through public donations.
M	50-59	Lapsed	By the viewing public, some by the government.
M	50-59	Non	Commercials.
M	50-59	Non	On-air donations.
M	50-59	Non	By donations alone.
M	50-59	Non	Used to be funded by government.
M	50-59	Non	By taxpayers.
M	50-59	Non	Most of the taxpayer money.
M	50-59	Non	By tax dollars.
M	50-59	Non	Through the public and donations.
M	50-59	Non	Grants and viewers, partially by federal government.
M	50-59	Non	Taxpayers.
M	50-59	Non	Taxpayers and donations.
M	60-69	Current	By private donations and some by the government.
M	60-69	Current	It's funded through subscriptions, community contributions, corporate funding and federal funding.

Public Broadcasting Awareness, Usage and Image Tracking Study

Table 14: Perception of How Public Broadcasting Is Funded

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	60-69	Current	It's funded in small part by federal government grants, I know it's primarily from donors.
M	60-69	Current	Through endowments, contributions from viewers and the government, for now anyhow.
M	60-69	Current	Mostly by private contributions.
M	60-69	Current	Through some government funding and private contributions.
M	60-69	Current	Not by the government, by contributions, foundations.
M	60-69	Current	Donations.
M	60-69	Current	Subscribers, donations, grants from endowments, businesses and people like me.
M	60-69	Current	Government money and private donations.
M	60-69	Current	Privately funded with a little bit of money coming from the government.
M	60-69	Current	Private viewers donate and federal funding.
M	60-69	Current	Donations, sponsorship.
M	60-69	Current	By private donations, government funding.
M	60-69	Current	It's pretty much privately funded, as well as corporate sponsors.
M	60-69	Current	Mostly funded by donations and by public broadcasting.
M	60-69	Current	Donations.,
M	60-69	Current	Government, advertising.
M	60-69	Lapsed	Through donations, some federal grants, fundraising.
M	60-69	Lapsed	50% viewer donations.
M	60-69	Lapsed	I think it's funded by private donations and rich people and a sliver of public money as well.
M	60-69	Lapsed	Through the government and donations.
M	60-69	Lapsed	Donations, government support.
M	60-69	Lapsed	Private donations, industry funding and NPR has funding from Congress.
M	60-69	Lapsed	I would imagine most of it is funded by donations.
M	60-69	Lapsed	I believe it is funded by contributions.
M	60-69	Lapsed	Government funds and people donations.
M	60-69	Lapsed	Know that they get government funding, donations.
M	60-69	Lapsed	Publicly.
M	60-69	Non	Individuals.
M	60-69	Non	Donations and grants from government.
M	60-69	Non	A small percentage of federal funding, mostly funded by the people of the city.
M	60-69	Non	Taxpayers, pledge drives.
M	60-69	Non	Mostly private persons like you and I.
M	60-69	Non	Federal, state and local.

Table 14: Perception of How Public Broadcasting Is Funded

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	60-69	Non	Mostly from viewer donations.
M	70+	Current	By the station, the money they get from the people.
M	70+	Current	Funded by the public.
M	70+	Current	From donations from me and federal funding.
M	70+	Current	Corporate donations, public contributions. I think the Public Broadcasting networks have their own funding.
M	70+	Current	Advertising.
M	70+	Current	Donations.
M	70+	Current	It's primarily funded by listeners, government contributes a bit, but most is donations.
M	70+	Current	People like me, federal grants.
M	70+	Current	Donations, a little from federal funds.
M	70+	Current	Public contributions and feds.
M	70+	Current	There's some federal money involved and there are foundations that support it as well.
M	70+	Current	By viewers, corporate sponsors and some by government.
M	70+	Current	Half donations, half grants from companies.
M	70+	Current	Viewers, educational funding.
M	70+	Current	Telethons.
M	70+	Current	United States Government, I'm against it.
M	70+	Current	Funded by public and a bit from tax money, donations from intelligent people.
M	70+	Current	Mostly from contributions by viewers like me.
M	70+	Current	By donations from the public, foundation contributions and from the government.
M	70+	Current	Foundations, public donations.
M	70+	Current	Government and local fundraisers.
M	70+	Current	A lot by donations and grants.
M	70+	Current	By a lot of big companies and people like me.
M	70+	Current	The government and donations.
M	70+	Current	Through contributions and some advertising.
M	70+	Current	Viewers and foundations, government funding, individual viewers.
M	70+	Current	By viewers, companies and government.
M	70+	Lapsed	Usually it's advertising and public information.
M	70+	Lapsed	Viewer contributions and government funding.
M	70+	Lapsed	The public, federal funds.
M	70+	Lapsed	Donations.
M	70+	Lapsed	Primarily by contributions.

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Table 14: Perception of How Public Broadcasting Is Funded

PUBLIC BROADCASTING			
SEX	AGE	MEMBERSHIP	VERBATIM
M	70+	Lapsed	Its limited by funds from the government, and has some corporate sponsors. It gets substantial support from the public.
M	70+	Lapsed	Contributions and advertisements.
M	70+	Lapsed	Funded by public and corporate interests.
M	70+	Non	Tax dollars.
M	70+	Non	Volunteers.
M	70+	Non	Through various ways.
M	70+	Non	From the government and donations.
M	70+	Non	Government money.
M	70+	Non	Donations and fundraisers.
M	70+		Once in a while I buy a CD from them, ways like that.