


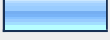
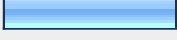




San Francisco Public Access TV Survey

1. Please provide the name of a San Francisco Neighborhood where you live or work and a Zip Code. These questions require an answer. (If you do not live or work in San Francisco, please answer "None")

		Response Percent	Response Count
San Francisco Neighborhood:		100.0%	91
ZIP/Postal Code:		100.0%	91
		<i>answered question</i>	91
		<i>skipped question</i>	44

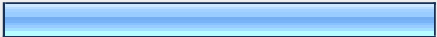
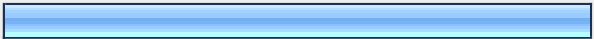

2. Please pick one phrase that best describes your relationship with Access SF. This question requires an answer.

		Response Percent	Response Count
Program Producer		40.7%	37
Attended Training Workshop(s)		11.0%	10
Employee or Volunteer		18.7%	17
Regular or Occasional Channel Viewer		23.1%	21
No Experience with Access SF		6.6%	6
		Other (please specify)	10
		<i>answered question</i>	91
		<i>skipped question</i>	44

3. In the past year, how often have you used the following Access SF services?						
	Weekly	Monthly	6-11 Times	1-5 Times	None	Response Count
Reserved Production Facilities	16.9% (10)	16.9% (10)	8.5% (5)	18.6% (11)	39.0% (23)	59
Completed a Training Workshop	1.6% (1)	6.5% (4)	4.8% (3)	59.7% (37)	27.4% (17)	62
Provided a Video for Airing	22.4% (13)	25.9% (15)	3.4% (2)	20.7% (12)	27.6% (16)	58
	<i>answered question</i>					66
	<i>skipped question</i>					69

4. If you used Access SF services in the past year, skip this question and go to Question 3. If you answered "None" to all of the above questions, please check the box that best describes you, and continue to the following page.			
		Response Percent	Response Count
I have never used Access SF, and I have no desire to use the facilities.	<input type="checkbox"/>	14.3%	2
I have never used Access SF, but I may be interested in using the facilities in the future.	<input checked="" type="checkbox"/>	57.1%	8
I have used Access SF facilities in the past, but no longer do so.	<input type="checkbox"/>	28.6%	4
If you have used the facilities in the past, but no longer do so, please explain why you stopped using the facilities.			6
	<i>answered question</i>		14
	<i>skipped question</i>		121

5. If you have used Access SF services in the past year, please check each type of service that you used in that time.

		Response Percent	Response Count
Edit Equipment		47.4%	27
Main Studio & Control Room		64.9%	37
Flash Studio		19.3%	11
Field Cameras		36.8%	21
Multi-Purpose Room		29.8%	17
Submitted Program for Airing on the Channel		63.2%	36
Volunteered as Production Staff		57.9%	33
Took a Training Workshop		75.4%	43
		Other (please specify)	6
		answered question	57
		skipped question	78

6. Please rate the comparative value to you of each of the following Access SF services, from 1 (lowest value) to 10 (highest value). If you have no experience with a service, please leave that box blank.

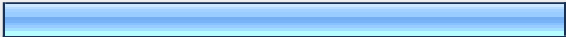
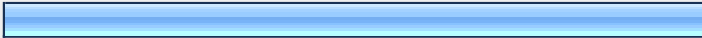
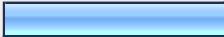
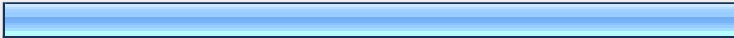
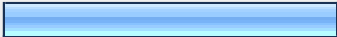

		Response Average	Response Total	Response Count
Edit Equipment		8.88	373	42
Main Studio & Control Room		8.61	396	46
Flash Studio		7.03	204	29
Field Cameras		8.05	298	37
Multi-Purpose Room		7.18	244	34
Airing Programs on the Channel		9.17	440	48
Volunteer as Production Staff		8.14	358	44
Training Workshops		9.17	486	53
		answered question	58	58
		skipped question	77	77



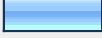

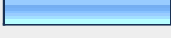
7. On a scale from 1 (lowest) to 10 (highest) please rate the potential of each of the following communication tools as a possible alternative for Access SF. If you have no experience with a service, please leave the box blank.



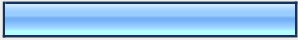

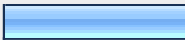
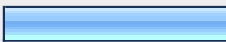

	Response Average	Response Total	Response Count
Internet Video (Such as "YouTube")	5.19	363	70
Video Blogging	4.36	301	69
Social Networking	3.85	254	66
Cable Video on Demand	5.44	359	66
	<i>answered question</i>		74
	<i>skipped question</i>		61

8. Please identify any other communications tools or innovations that may be employed to help reduce the cost of public access in San Francisco.

	Response Count
	42
	<i>answered question</i>
	42
	<i>skipped question</i>
	93

9. Please indicate below all of the different ways you watch television or video programming.			Response Percent	Response Count
Over the Air Broadcasting			62.0%	49
Cable			77.2%	61
Satellite			24.1%	19
Internet (iTunes, YouTube, etc.)			81.0%	64
Video on Demand			36.7%	29
I Never Watch Television Programming			1.3%	1
Other (please specify)				16
			answered question	79
			skipped question	56

10. Choose the response below that best describes how often you watch Access SF programming.			Response Percent	Response Count
I watch it every day.			40.3%	31
I watch it once a week.			28.6%	22
I rarely watch it (less than once or twice a month).			10.4%	8
I never watch it.			2.6%	2
I do not subscribe to cable, so it's not available to me.			18.2%	14
If you don't watch Access SF regularly (less than once a week), why not?				14
			answered question	77
			skipped question	58

11. Describe how you usually decide what television programs to watch (Check all that apply).			Response Percent	Response Count
Newspaper TV listings			22.2%	18
Internet TV listings			37.0%	30
Interactive program guide			32.1%	26
Channel surfing			69.1%	56
I only watch certain programs, so I don't use a schedule			19.8%	16
I watch programs online or on video on demand, so I don't use a schedule			24.7%	20
I don't watch television			2.5%	2
		Other (please specify)		12
		answered question		81
		skipped question		54

12. Describe in detail any changes or improvements that would make Access SF programming more appealing to viewers.			Response Count
			50
		answered question	50
		skipped question	85

13. Please provide any other comments and suggestions for improving Access SF services below.			Response Count
			47
		answered question	47
		skipped question	88