



Viewership and Impact
of
CACTUS Member Community TV Stations

Goals of Survey

The purpose of this survey is to determine how often not-for-profit community TV channels that are members of CACTUS are viewed and to provide a sense of:

- Their overall impact in the community
- How important residents think they are.

Methodology

Surveyed Communities

1. Random calls were undertaken by students to in seven communities where CACTUS has member community TV stations in order to evaluate their viewership to the local CACTUS member channel as well as their perception of the channel's role and impact in the community. The communities were:

St. Andrews, NB
Neepawa, MB
Arichat, NS
Chetwynd and Dawson Creek, BC
Valemount, BC
Hay River, NWT
Wikwemikong, ON

Volume and Margin of Error

2. The target was to obtain 40 completed surveys per community, which would have achieved a margin of error $\pm 6.66\%$ for the group (280 calls).
3. Due to the use of student part-time callers, October and November exam schedules, and the Christmas holidays, a total of 91 surveys have been completed so far, with some communities weighted more strongly in the sample than others. Where responses to particular questions varied significantly among communities, community responses are presented separately.
4. The results should therefore be regarded as preliminary, as the study is on-going¹. If additional calls yield significantly different results by the time of the oral component of the hearing or the Reply comments, CACTUS will update the Commission.

¹ It is relevant to note that CACTUS could not afford to hire a survey company with dedicated full-time callers due to the risk that the research might not be compensated by the Broadcasting Participation Fund, to which it was not possible to file an interim cost claim at the time the survey was initiated. We note the BPF has recently announced that it will entertain interim claims in future. CREO offers a cost-effective alternative as student project managers undertake work with clients in part as a learning experience.

How Respondents Get News and Local Information

Q. Where do you get most of the information about your local community?

	<u>LOCAL PAPER</u>	<u>INTERNET</u>	<u>LOCAL RADIO</u>	<u>COMMUNITY TV</u>	<u>OTHER TV</u>	<u>Other</u>
% of Respondents	69.23%	44.87%	43.59%	28.21%	16.67%	20.51%

A common response under “other” included “word of mouth”.

Twenty-nine (29%) of respondents said that the community TV channel was a “preferred” source of local information because it provided information specific to the region; for example “[the channel provided] good information about Cape Breton” or “gives local news, instead of news about far away places”. Some cited the quality of the information: “There’s up to date info that’s not even in the paper” or that they like to watch the council meetings.

Others said that it was easier to obtain information online or on Facebook, as a more immediate source, pointing to the importance for community TV organizations to leverage the Internet as an additional platform.

Other callers cited challenges for accessing the channel (“a mountain is in the way”), that the channel is not on satellite, or not on the phone, making it an inconvenient source.

A few respondents said they don’t watch TV, or the range of content wasn’t relevant to them.

Community Channel Viewership

Q. How often do you watch the community channel?

How often:	Daily	Few times a week	Once a week	Few times a month	Once a month or less
% respondents	22.22%	13.13%	11.11%	15.15%	37.37%

Q. On average, for any given week how many hours do you watch...

	Community TV Channel	Public TV Channels	Commercial TV Channels
avg hours/week	2.44	4.84	7.62

Q. What kind of programming does your family watch on the community channel?

Program Type	Percentage of Respondents' Families Who Watch
Local news and events	57.95%
Artistic and cultural programming	29.54%
Municipal council meetings and public affairs	29.54%
Sport	21.59%
Religious	14.77%
Seniors	23.86%
Youth and Children's	6.82%
Telebingo	31.82%
Educational or documentaries	17.05%
Other	11.36%

The majority of respondents' families watched "local news and events". The most common reason being was the fact that the local channel provided good coverage of local events and respondents could "find out what is happening".

Others cited include job postings and town council meetings.

Of those who responded favorably to artistic and cultural programming, various examples were cited, ranging from local school events to "country music Fridays" and the "St. Andrews Community Garden"

Of those who watch public affairs programming, a reason given was the ability to view reruns of council meetings, "debates" and "important affairs after the fact".

On viewer mentioned watching kids' sports.

A viewer to religious programming mentioned that it reminded her to go to church.

Viewers to seniors programming cited seniors exercise programs, interviews with seniors about local history, and "SpindrifTERS, group for 50-plus in St. Andrews"

Respondents who viewed Telebingo did so because their family enjoyed it, or that "it was fun".

In the educational category, two viewers cited a show called "Submersed in Science". Others cited educational documentaries.

Q. What does your family like most about community TV programming?

Most responses focused on coverage of local events, including events residents had missed in person such as school concerts. One respondent said the community channel offered “Information about rapid changes in the world. Adjusting to changes and learning from them. Being informed.” Another said the community channel is “localized to the area. It's good to know what's happening nearby.”

Others respondents appreciated council coverage. Some found information on the community bulletin board useful; for example “phone numbers to important places” and “job postings”, while others complained about the “looping information”.

Q. Do you have a favourite community TV program?

Twenty-five (25) out of 83 respondents to this question named a favorite community TV program, including:

- Telebingo (“fun”)
- community council meetings “because you can see who says what and why”
- seniors exercise programs
- music programs (although 'repetitive')
- “Submersed in Science” because it was informative,
- “The Basement Files” as an “alternative take on the news”
- “Chili Cookoff”
- various event “especially for kids”
- “any LOCAL events”

Q. Are there ways in which the community channel could improve?

<u>Suggestions</u>	<u>Percentage of Respondents</u>
More Relevant Content	25.00%
More Media Training Opportunities	2.27%
Distribute Programs on More Platforms	25.00%
Better Quality	15.91%
Better Management	11.36%
Better Advertising for Programs	18.18%
More Staff or Resources	0.00%

When asked to elaborate about the quality of the programs, most respondents were positive, stating that they were “very happy”, that the “programs were good quality”, “good because of concert coverage” and so on.

A few respondents made comments such as “not great, not bad”. One respondent commented that the quality had “gotten better”. Another said the programming was “not very professionally done. People who do interviewing have poor interviewing skills”, while another said the “quality they produce for the esouces they have is excellent” and “programming done by volunteers is surprisingly good.”

A few commented negatively on the amount of repeats.

Q. How do you usually watch community TV programming?

<u>Method</u>	<u>Respondents</u>	<u>%</u>
Over the air	14	17.50%
With a cable subscription	36	45.00%
With a satellite subscription	27	33.75%
On the internet	3	3.75%

Those who watched community TV programming on the Internet said they appreciated the ability to watch programs at any time.

Q. Has access to the community TV channel been a factor in your decision to purchase different TV packages?*

<u>Strength of factor</u>	<u>Respondents</u>	<u>%</u>
Not a factor	55	63.22%
One of several factors	14	16.10%
An important factor	12	13.80%
Major factor	6	6.90%

The results of this question are difficult to interpret, as the CACTUS member channels in the communities surveyed (except Wikwemikong) are all available on Bell ExpressVu as well as on the local cable network if there is one, but not on Shaw and not on Bell's newer product lineups. Further, the channel in Wikwemikong is available only on cable, and in some communities, there is no cable network (for example Chetwynd/Dawson Creek, Valemount, and Hay River).

Q. Would you watch community TV if it were available on your phone or tablet?

Thirty-six percent (36%) of respondents said “yes”.

Q. Do you think it's important that the whole community can access the community channel, regardless of how they access the services?

Seventy-nine percent (79%) of respondents said “yes”, and 20.73% said “no”.

Common reasons for those who responded “yes” included:

- The importance of staying informed about events within their local area
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- The fact that the community channel helps bring people together and creates an “inclusive environment”
- That the community channel can bring the community together, and has “more personality than the newspaper “
- The immediacy of the community channel: “Sometimes there are things that are happening (eg. sports events on the weekend). The paper only comes out on Monday and Wednesday. Important info can be missed if last minute events come up such as funerals. If someone passes away on a Wednesday, you don't get info about it in the newspaper. Community channel is the only way to get this info about.

An interesting rationale that was cited twice was the value of staying informed about the local community, even after leaving.

Of those who responded “no”, a common rationale was their ability to get information in an easier and more convenient form on the Internet. However, callers from Hay River emphasized how the community TV station was important because it was a “non-internet way to bring people together”, and cited the fact that not everybody has Internet or other news sources.

Direct Community Participation

Q. Are you aware that you can obtain training and contribute to program production at the community TV channel?

Community	% who said "yes"
Arichat	10%
Dawson Creek/Chetwynd	0%
Hay River	67%
Neepawa	43%
St. Andrews	80%
Valemount	46%
Wiwemikong	0%

The figures have been separated by community for the questions in this section because awareness about the possibility of volunteering varied widely, and we note that the sample size in Dawson Creek-Chetwynd and Wikwemikong is small and not necessarily indicative of the level of direct participation in the community channels in these communities that will emerge by the end of the study.

Greater emphasis on training and outreach may be indicated as additional staff resources at these channels become available.

Q. Have you ever participated in a community TV program?

Community	Participation Rate
Arichat	10%
Dawson Creek-Chetwynd	0%
Hay River	33%
Neepawa	43%
St. Andrews	60%
Valemount	23%
Wiwemikong	0%

Those who had experience volunteering or participating directly described the experience as:

Positive	94%
Educational	47%
Good for meeting and working with other people	26%
Unsatisfying	11%

Of the people who had volunteered at a CACTUS member channel, feedback was almost universally positive. Most elaborated by describing their roles within the production they volunteered for.

Challenges experienced by volunteers:

One respondent mentioned a communication problem among the volunteers at their community channel, but that everybody was open to working together to work past it.

Overall Impressions of CACTUS Member Channels and Impact

Q. On a scale of 1 - 5 (1 - not at all; 5 - very) please indicate the extent to which community television programming and other local sources provide:

Type of Service	Community TV Programming (average score)	Other Local Sources (average score)
local news and event coverage	3.29	3.40
local weather and emergency info	2.94	3.22
info about local jobs, businesses, and economic opportunities	2.82	2.71
coverage of local culture and environment	2.88	2.93
visibility for community organizations	3.13	2.87
expression of diverse points of view	2.66	3.26
media training, opportunities for participation in production	2.80	2.33

CACTUS member channels fared overall on average compared to other local sources as a provider of local communication services according to the quantitative measurement employed in this question.

The relatively small spread in the figures for the different roles or services (for both the community TV channel and other local sources) suggests that not all respondents may have understood the question. For example, recognition for both the community TV channel and other local sources for coverage of local news and events is only slightly higher than other categories, yet viewership to local news and event programming was more than twice that of other categories in the similar question regarding viewership to different program categories earlier in the survey.

Q. Has the presence of the community TV channel...:

	Percentage of respondents who answered “yes”, as opposed to “no” or “I don’t know”
...helped preserve and celebrate local heritage?	35.23%
...helped the community achieve its goals?	32.95%
...stimulated the local economy?	34.10%
...created a more cohesive community by integrating more vulnerable members?	42.05%
...influenced local government decisions or policies?	20.45%
...strengthened social networks?	32.95%
...contributed to the education of community members?	30.68%

It is important to contextualize the question and data above. What is presented is the proportion of residents who responded “yes”, who would often go on to volunteer an example of how their local channel helped or impacted their community. Because of the way the survey was designed, it is impossible to distinguish between residents who responded “no”, as opposed to “I don’t know”. Therefore, the proportion of surveyees who did not respond “yes” is composed of an indeterminate mix of “no” responses, and responses in which the resident could not answer (“not applicable” or “do not know”).

Ways cited that the community channel helped preserve and celebrate local heritage included:

- airing archival footage
- history programs
- advertising museum events
- promoting events for seniors
- keeping an audio-visual record of the community
- a show in which architects describe public buildings (St. Andrews)

Ways cited that the community channel helped the community achieve its goals included:

- promoting a fundraising campaign to create a park for children
- fundraising for Girl Scouts
- by advertising upcoming events
- by developing talent in young people (“Care for the future generation and put forth the productivity that the community has yet to offer”)

Ways cited that the community channel helps stimulate the local economy:

- Job postings
- Getting people out to events
- Advertising local services and stores
- Promoting fundraising activities
- By providing information about tourism (e.g. Snowmobiling)

Ways cited that the community channel created a more cohesive community included:

- televising high school students who won scholarships for university (4 respondents cited high school concerts and events)
- “Grandma spends some evenings playing tv bingo with other seniors” (13 respondents cited the promotion of events for seniors)
- **by promoting events for “newcomers”**
- **by advertising “groups and clubs”**
- **by letting people know that “anyone can come” (to events)**
- **by making “everyone feel like it’s a community”**

Ways cited that the community channel influenced local government decisions or policies included:

- **by broadcasting debates**
- **by broadcasting council meetings (cited by 9 respondents)**
- **by providing election coverage**

Ways cited that the community channel strengthened social networks included:

- **getting people out to events, where they made friends and contacts**
- **promoting charitable causes**

Ways cited that the community channel contributed to the education of community members included:

- media training through volunteering
- through televised baking and other courses
- through museum presentations
- through nature programming
- through airing council meetings
- through “finding out what others are doing”

Q. In general, please describe the quality of your community TV channel.

Respondents had to rate quality on a scale of 1-5 for “very poor” to “very good” . The find average rating across all the communities. Was 3.5.

Q. Has the community TV channel had other positive impacts? Respondents said:

- “It's nice to see the amazing things everyone is doing.”
- “Time and weather”
- “Provide learning institution to the community and provide for the exchange of information in rural areas”

Q. Are there any memorable moments of community life that you can think of that involved the local community channel and its programming? Repondents said:

- that the community TV channel helping to fundraise for a new park in the area.
- how their grandson's high school graduation and concerts were televised
- winning Telebingo
- promoting local events such as a Canada Day parade (mentioned by 2 respondents)
- “all the elementary concerts, rodeo, mud races...”
- gospel group performances “are really good”
- “political issues and info have big impacts”
- “skating”, “skiing at Camp Creek”
- “visitors know what's available”
- “hockey games”

Q. When you watch the community TV channel, do you either identify more strongly with the community or feel more pride in the community?

Forty-four percent of respondents reported identifying more strongly with the community, and 56% reported feeling more pride in the community as a result of the presence of the community channel. Respondents explained the stronger connection as follows:

- “When local events are shown, indicates how we are all a community”
- “It's cool how everyone knows everyone and comes together”
- “realize what is important in the community”
- “it promotes diversity”
- “more personal than newspaper “
- “Being able to share information within the community has strengthened it.”
- “There are things on there that you weren't previously aware of. You feel part of a community because you can go on there and see everything that's going on in the community.”

Explanations for feeling more pride in their community included the advertisement of local events and awards.

Q. On a scale of 1-5, how important is community television channel in your community?

The average score was 3.56. Of those who responded positively, they reported that the community TV channel :

- is a “moderating influence”
- creates a sense of community, in addition to providing local information in a platform that was widely accessible.
- “encourages participation”
- “It's a small community. It's important for younger kids in the community to identify with their community. It's easier for younger kids to watch the community channel than reading a local newspaper, for example.
- Community TV is about and for the community, good way to share info about issues and interesting people.
- Community TV is a “focus for info sharing and an opportunity for dialogue”

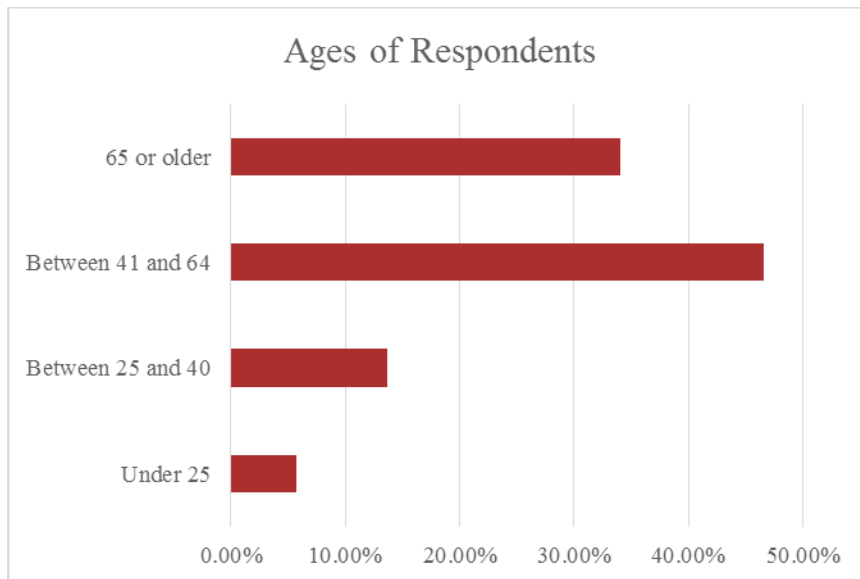
Among those who responded less positively, they suggested:

- community TV had potential but that the content needed to be more relevant
- it needs to be more widely advertised
- or that better resourced sources were superior.

About the Survey Respondents

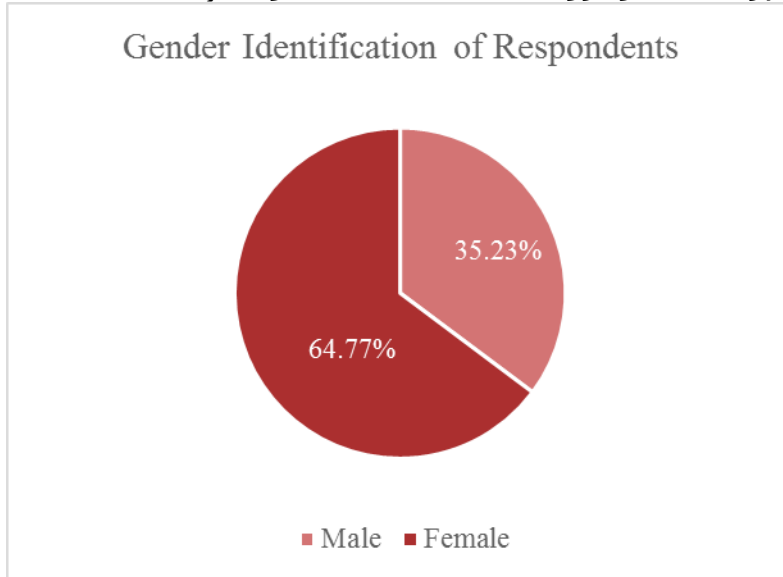
Age:

<u>Age range</u>	<u>Percentage of Respondents</u>
Under 25	5.68%
Between 25 and 40	13.64%
Between 41 and 64	46.60%
65 or older	34.09%



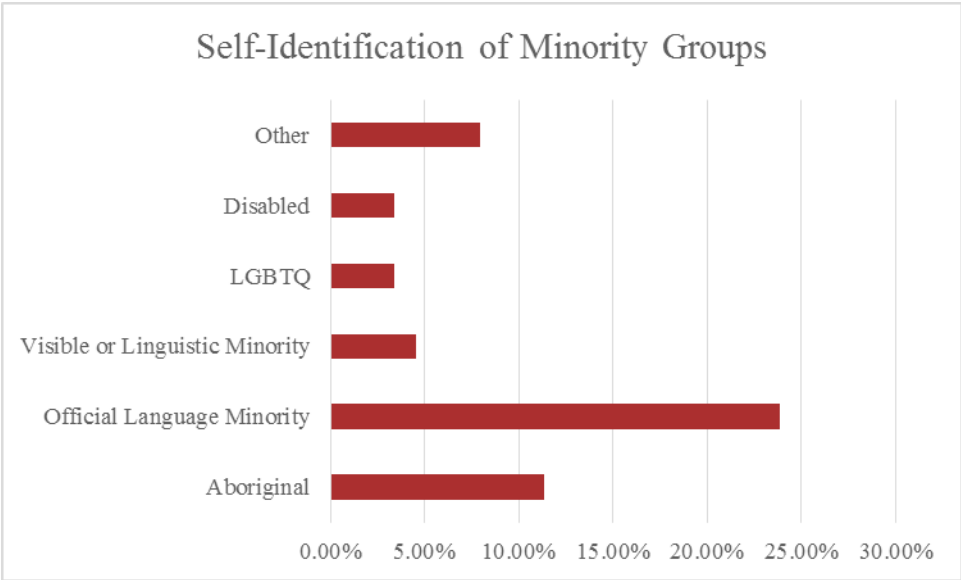
Gender:

Of those surveyed, 31 identified as male (35.23%), and 57 identified as female (64.77%).



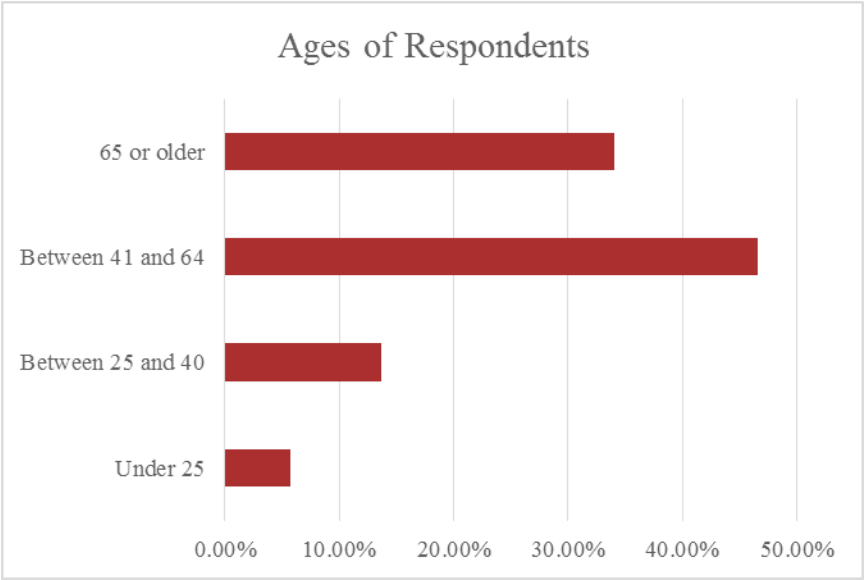
Self-Identification as Belonging to a Minority:

Group	Percentage
Aboriginal	11.364%
Official Language Minority	23.86%
Visible or Linguistic Minority	4.55%
LGBTQ	3.41%
Disabled	3.41%
Other	7.95%



Education

<u>Level of Education</u>	<u>Number of Respondents</u>	<u>Percentage of Respondents</u>
High School or Under	23	27.06%
College	36	42.35%
University	26	30.59%



Average Household Income

<u>Income Range</u>	<u>Number of Respondents</u>	<u>Percentage of Respondents</u>
Under \$25,000	19	24.67%

Between \$25,000 and \$50,000	39	50.64%
Between \$50,000 and \$100,000	16	20.78%
Over \$100,000	3	3.86%

