

2011 MCA-TV Utilization Survey Results

8,476 surveys distributed
 678 completed surveys received
 7.99% response rate

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

1. Do you ever watch MCA-TV programs online through www.mca-tv.com?

Yes	134	19.2%
No	346	49.7%
<u>I did not know about online viewing</u>	<u>217</u>	<u>31.1%</u>
Total	697	100%

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

0 hours (none)	282	44.5%
1-2 hours	288	45.4%
3-4 hours	54	8.5%
<u>5 hours or more</u>	<u>10</u>	<u>1.6%</u>
Total	634	100%

3. Have you or any of your family members watched any of the following MCA-TV programs within the past 12 months?

Governmental Programming

Moon Township Supervisors Meetings	471	66.7%
Moon Area School Board Meetings	444	64.3%
Government Education Programs	133	26.6%

Community-Produced Programming

Youth Sports	241	43.2%
Religion	112	23.1%
Health & Fitness	199	36.9%

Educational Programming

Moon Area School Events	307	51.3%
Moon Area Sports	312	51.5%

4. Which type of programming would you be interested in watching more of?

Educational	190	30.7%
Governmental	149	24.0%
Community-Produced	281	45.3%
Total	620	100%

5. What are your favorite MCA-TV programs?

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

1. Supervisors Meetings	71
2. School Board Meetings	67
3. Health & Fitness Programs	66
4. Sports	54
5. Demonstration Programs	28
6. Religious Programs	19
7. Moon School Events	17
8. Community Events	14
9. Governmental Programs	10
10. Talk Shows	4
11. Educational Programs	3
12. Community Bulletin Board	3

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

Yes	325	53.4%
No	284	46.6%
Total	609	100%

7. How do you find information about MCA-TV news and events?

MCA-TV Website	58	9.1%
Moon Township Website	98	15.4%
Newspapers/Magazines	104	16.3%
MCA-TV	256	40.2%
Posters/Flyers	48	7.5%
Other	73	11.5%
Total	637	100%

- 8. If you are seriously interested in working with MCA-TV, please provide your name and phone number and or e-mail address.**

Provided name and contact info	6	0.9%
Did not respond to question	672	99.1%
Total	678	100%

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

Note: This was a write-in question. Survey Respondents submitted 104 comments. See Appendix B for a complete list of comments.