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Survey of Cable Subscribers: View Preferences for Channels 4, 13 and 19

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SURVEY OF CABLE SUBSCRIBERS
VIEWING PREFERENCES FOR
CHANNELS 4, 13, and 19

Prepared by



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February, 1985

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EXECUTIVE SUMMARY

This study analyzed data obtained from a telephone survey of Cox Cable subscribers. The survey provided information about viewers and non-viewers of channels 4, 13, and 19.

The major findings of the study are summarized below:

- Of the 433 Cox Cable subscribers interviewed, 62 (14.4 percent) indicated they had watched channels 4, 13, and 19 one or more times.
- The majority of non-viewers indicated the reason for not watching channels 4, 13, and 19 was they never heard of them.
- The majority of viewers preferred to watch channels 4, 13, and 19 from 2:00 p.m. to 10:00 p.m. on weekdays and weekends.
- The preferred program length was 30 minutes for more than 60 percent of viewers.
- More than 60 percent of both non-viewers and viewers preferred Cox Cable magazine and the World-Herald Sunday Entertainment section for cable programming information.
- More than 75 percent of viewers of channels 4, 13, and 19 rated them either very good or good.
- The greatest interest in TV credit courses was for the subjects of computers and the natural sciences.
- The majority of viewers expressed no preference for length (number of weeks) of educational and other programs on channel 19.
- Few differences were found in the demographic data on viewers and non-viewers. Viewers tended to report higher educational levels, and viewers' household size was smaller than the non-viewers'.

SURVEY OF CABLE SUBSCRIBERS

Introduction

This is a report of the results of a telephone survey of a sample of Cox Cable subscribers. The purpose of the survey was to provide information on viewers and non-viewers of channels 4, 13, and 19. The survey generated data on the awareness of these channels, reasons for viewing or not viewing them, sources of information about these channels, viewer evaluations of programming, and demographic characteristics of viewers and non-viewers.

Methods

Respondents for the survey were identified through two sources. The goal was to survey 400 Cox Cable viewers. A list of approximately 1,500 telephone numbers for Omaha, Nebraska was drawn at random from the Northwestern Bell Omaha telephone directory. This list was the major source of respondents for the survey. The other source was coupons completed by cable subscribers that provided a small amount of information about their viewing habits as well as an indication of their willingness to participate in the telephone survey.

Table 1 gives a summary of participation in the survey. Out of 996 respondents, 451 or 45.3 percent were Cox Cable subscribers, 505 or 50.7 percent were non-subscribers, and 40 or 4.0 percent refused to participate.

The actual surveys were conducted during December, 1984 and January, 1985.

TABLE 1
OVERALL SURVEY RESULTS

Characteristics	Number	Percent
Subscribers	451	45.3
Non-subscribers	505	50.7
Refused or unable to answer	40	4.0
Total	996	100.0

Findings

Information on the viewing frequency of channels 4, 13, and 19 was provided by 433 respondents and is summarized in Table 2. The total will vary from one table to the next due to incomplete responses, etc. Of these respondents, 371 (85.7 percent) indicated that they never viewed one or more of these channels, 37 (8.7 percent) indicated that they seldom viewed these channels, 21 (4.8 percent) indicated that they sometimes viewed one of these channels, and 4 (.9 percent) indicated that they viewed these channels frequently.

TABLE 2
VIEWING FREQUENCY OF HEALTH AND EDUCATION RELATED PROGRAMS
(Channels 4, 13, and 19)

Viewing Frequency	Number	Percent
Never	371	85.7
Seldom	37	8.7
Sometimes	21	4.8
Frequently	4	0.9
Total	433	100.1

Non-viewers

Reasons for not watching these channels were provided by 359 non-viewers. These reasons along with the frequency that they were given are

presented in Table 3. The most frequently given reason was that they had never heard of the channels (n=131 or 36.5 percent). A preference for other channels was the second most frequently given reason (n=85 or 23.7 percent) followed by an indication that they were in the habit of watching other channels (n=79 or 22.0 percent).

TABLE 3

REASONS FOR NOT VIEWING EDUCATION AND HEALTH RELATED PROGRAMS

Reason	Number	Percent
Never heard of them	131	36.5
Prefer other channel	85	23.7
In the habit of watching other channels	79	22.0
Picture quality	4	1.1
Programs are dull and uninteresting	9	2.5
Inconvenient time	11	3.1
Other	7	1.9
No reason	33	9.2
Total	359	100.0

Thirty-three (9.2 percent) non-viewers gave no reason, 11 (3.1 percent) indicated inconvenience of time, nine (2.5 percent) indicated that the programs are dull and uninteresting, and four (1.1 percent) indicated that picture quality was the reason for not watching the channels. Seven non-viewers gave various other reasons that were classified as "other."

Non-viewers were asked to identify the most important source of information that they used on cable programming and 344 responded. On Cable magazine was given as the most common source (n=164 or 47.6 percent). The World-Herald Sunday Entertainment section was the second most frequently mentioned source (n=110 or 32.0 percent). This was followed by the World-herald daily TV listings (n=26 or 7.6 percent), the electronic cable listings on channel 2 (n=16 or 4.7 percent), friends or relatives (n=3 or .9 percent),

and other printed information (n=2 or .6 percent). Twenty-three respondents (6.7 percent) gave a variety of other sources which were classified as "other." (See Table 4.)

TABLE 4
SOURCES FOR CABLE TV PROGRAMMING INFORMATION
(Non-viewers)

Sources	Number	Percent
Cox's own <i>On Cable</i> magazine	164	47.6
<i>World-Herald</i> daily TV listings	26	7.6
<i>World-Herald</i> Sunday Entertainment section	110	32.0
Electronic cable listings on channel 2	16	4.7
Printed information from the programming agencies	2	0.6
A friend or relative	3	0.9
Other	23	6.7
Total	344	100.1

Data on preferred time for watching education and health related programs were also collected. Non-viewers were asked to indicate their preferences for weekdays, Saturday, and Sunday. These preferences are summarized in Table 5.

TABLE 5
PREFERRED TIME TO WATCH EDUCATION AND HEALTH RELATED PROGRAMS
ON COX CABLE
(Non-viewers)

Time	Weekday		Saturday		Sunday	
	Number	Percent	Number	Percent	Number	Percent
6:00 a.m. - 10:00 a.m.	31	9.3	14	4.4	11	3.5
10:00 a.m. - 2:00 p.m.	8	2.4	12	3.8	13	4.1
2:00 p.m. - 6:00 p.m.	36	10.8	61	19.2	62	19.7
6:00 p.m. - 10:00 p.m.	207	62.0	122	38.4	115	36.5
10:00 p.m. - 6:00 a.m.	20	6.0	17	5.3	22	7.0
No preference	27	8.1	66	20.8	65	20.6
Not interested at all	5	1.5	26	8.2	27	8.6
Total	334	100.1	318	100.1	315	100.0

Non-viewers most frequently gave the 6:00 p.m.-10:00 p.m. time period as their preference for weekdays, Saturday, and Sunday. The 2:00 p.m.-6:00 p.m. time period was next in terms of frequency for weekdays, Saturday, and

Sunday. In terms of percentages, nearly twice as many viewers indicated this time period for Saturday and Sunday than for weekdays (19.2 percent and 19.7 percent versus 10.8 percent). A substantial proportion of non-viewers indicated that they had no preference for a time period for weekdays (8.1 percent), Saturday (20.8 percent), and Sunday (20.6 percent). Another time period that should be noted is 6:00 a.m.-10:00 a.m. on weekdays. Thirty-one non-viewers or 9.3 percent gave this as their preferred viewing time.

Preferences for program length are summarized in Table 6. No preference was the most frequent response (n=113 or 31.8 percent). This was followed by one hour (n=112 or 31.5 percent), 30 minutes (n=88 or 24.8 percent), over one hour (n=32 or 9.0 percent), and 15 minutes (n=4 or 1.1 percent).

TABLE 6

PREFERRED PROGRAM LENGTH ON EDUCATION AND HEALTH

Program Length	Number	Non-viewers	
			Percent
15 minutes	4		1.1
30 minutes	88		24.8
One hour	112		31.5
Over one hour	32		9.0
No preference	113		31.8
Not interested	6		1.7
Don't know	0		0.0
Total	355		99.9

Viewers

Viewers were asked to indicate the time that they preferred to watch telecourses or classes. For weekdays, 6:00 p.m.-10:00 p.m. was the most preferred time period (n=18 or 32.1 percent) followed by 2:00 p.m.-6:00 p.m.

(n=15 or 26.8 percent), 6:00 a.m.-10:00 a.m. (n=6 or 10.7 percent), and 10:00 a.m.-2:00 p.m. (n=3 or 5.4 percent). Thirteen viewers (23.2 percent) expressed no preference for a time period for weekdays. (See Table 7.)

TABLE 7
PREFERRED TIME TO WATCH TELECOURSES OR CLASSES
(Viewers)

Time	Weekday		Saturday		Sunday	
	Number	Percent	Number	Percent	Number	Percent
6:00 a.m. - 10:00 a.m.	6	10.7	8	13.8	4	7.3
10:00 a.m. - 2:00 p.m.	3	5.4	8	13.8	8	14.5
2:00 p.m. - 6:00 p.m.	15	26.8	9	15.5	9	16.4
6:00 p.m. - 10:00 p.m.	18	32.1	7	12.1	8	14.5
10:00 p.m. - 6:00 a.m.					2	3.6
No preference	13	23.2	18	31.0	16	29.1
Not interested at all	1	1.8	8	13.8	8	14.5
Total	56	100.0	58	100.0	55	99.9

The preferred time most frequently given for Saturday was 2:00 p.m.-6:00 p.m. (n=9 or 15.5 percent) followed by 6:00 p.m.-10:00 p.m. (n=7 or 12.1 percent) with the third most preferred time period being a tie between 6:00 a.m.-10:00 a.m. (n=8 or 13.8 percent) and 10:00 a.m.-2:00 p.m. (n=8 or 13.8 percent). Eighteen (31.0 percent) viewers had no special time preference for Saturday.

The time period most preferred for Sunday was 2:00 p.m.-6:00 p.m. (n=9 or 16.4 percent) followed by a tie between 10:00 a.m.-2:00 p.m. (n=8 or 14.5 percent) and 6:00 p.m.-10:00 p.m. (n=8 or 14.5 percent). The time period 6:00 a.m.-10:00 a.m. was preferred by four (7.3 percent) viewers, and 10:00 p.m.-6:00 a.m. was preferred by two (3.6 percent) viewers.

Viewers were also asked to give preferred times for watching general information programs. These preferences are given in Table 8. The time most

frequently given for weekdays was 6:00 p.m.-10:00 p.m. (n=19 or 33.9 percent) followed by 2:00 p.m.-6:00 p.m. (n=13 or 23.2 percent), 6:00 a.m.-10:00 a.m. (n=11 or 19.6 percent), 10:00 a.m.-2:00 p.m. (n=1 or 1.8 percent). Eight viewers (14.3 percent) gave no preference.

TABLE 8

PREFERRED TIME TO WATCH GENERAL INFORMATION PROGRAMS
(Viewers)

Time	Weekday		Saturday		Sunday	
	Number	Percent	Number	Percent	Number	Percent
6:00 a.m. - 10:00 a.m.	11	19.6	9	16.7	8	15.7
10:00 a.m. - 2:00 p.m.	3	5.4	8	14.8	5	9.8
2:00 p.m. - 6:00 p.m.	13	23.2	9	16.7	8	15.7
6:00 p.m. - 10:00 p.m.	19	33.9	11	20.4	12	23.5
10:00 p.m. - 6:00 a.m.	1	1.8				
No preference	8	14.3	12	22.2	13	25.5
Not interested at all	1	1.8	5	9.3	5	9.8
Total	56	100.0	54	100.1	51	100.0

The Saturday time period most preferred for watching general information programs was 6:00 p.m.-10:00 p.m. (n=11 or 20.4 percent). The second most preferred time period was a tie between 2:00 p.m.-6:00 p.m. (n=9 or 16.7 percent) and 6:00 a.m.-10:00 a.m. (n=9 or 16.7 percent). This was followed by 10:00 a.m.-2:00 p.m. (n=8 or 14.8 percent). Twelve viewers (22.2 percent) expressed no preference.

The Sunday pattern was similar to Saturday. The Sunday time period most preferred was 6:00 a.m.-10:00 a.m. (n=12 or 23.5 percent). This was followed by a tie between 6:00 a.m.-10:00 a.m. (n=8 or 15.7 percent) and 6:00 a.m.-10:00 a.m. (n=8 or 15.7 percent).

The time period least preferred was 10:00 a.m.-2:00 p.m. (n=5 or 15.7 percent).

Preferred program length for telecourse programs is another area in which data were collected. The distribution of preference is provided in Table 9. Most viewers (n=40 or 63.5 percent) indicated that they preferred 30 minute programs. One hour programs were next in popularity (n=8 or 12.7 percent) followed by 15 minute programs (n=7 or 11.1 percent). Seven viewers (11.1 percent) expressed no preference in regard to program length.

TABLE 9

PREFERRED TELECOURSE PROGRAM LENGTH

Telecourse Program Length	Viewers	
	Number	Percent
15 minutes	7	11.1
30 minutes	40	63.5
One hour	8	12.7
Over one hour		
No preference	7	11.1
Not interested	1	1.6
Don't know		
Total	63	100.0

The frequency of use of alternative sources of information on cable television programming was about the same for viewers as it was for non-viewers. Table 10 gives the distribution for both viewers and non-viewers. Viewers gave On Cable magazine as the most important source of programming information (n=23 or 42.6 percent). The World-Herald Sunday Entertainment section was the second most important source for viewers (n=11 or 20.4 percent). Nine viewers (16.7 percent) gave various sources that were placed into the category "other." Eight (14.8 percent) gave the World-Herald daily TV listings as their most important source.

TABLE 10
SOURCES FOR CABLE TV PROGRAMMING INFORMATION

Sources	Viewers		Non-viewers	
	Number	Percent	Number	Percent
Cox's own <i>On Cable</i> magazine	23	42.6	164	47.6
<i>World-Herald</i> daily TV listings	8	14.8	26	7.6
<i>World-Herald</i> Sunday Entertainment section	11	20.4	110	32.0
Electronic cable listings on channel 2	3	5.6	16	4.7
Printed information from the programming agencies			2	0.6
A friend or relative			3	0.9
Other	9	16.7	23	6.7
Total	54	100.1	344	100.1

Channel 4

A total of 30 viewers indicated they watched channel 4 at least once a week. Ten (10 or 33.3 percent) indicated they watched it once during the week, eight (26.7 percent) said they had watched it twice, and eight (26.7 percent) said three times. Two respondents (6.7 percent) indicated they watched it eight or more times during the week. (See Table 11.)

TABLE 11
FREQUENCY OF VIEWING CHANNELS 4, 13, AND 19

Times per Week	Channel 4		Channel 13		Channel 19	
	Number	Percent	Number	Percent	Number	Percent
One	10	33.3	6	21.4	7	43.8
Two	8	26.7	10	35.7	5	31.3
Three	8	26.7	8	28.6		
Four			2	7.1	4	25.0
Five	2	6.7	2	7.1		
Six						
Seven						
Eight or more	2	6.7				
Total	30	100.1	28	99.9	16	100.1

Thirty-five viewers were asked if they would be interested in programs allowing call-in questions. Fifteen (42.9 percent) indicated yes, 16 (45.7 percent) indicated no, and four (11.4 percent) didn't know. (See Table 12.)

TABLE 12
INTEREST IN CALL-IN PROGRAMS

Viewing	Channel 4		Channel 13	
	Number	Percent	Number	Percent
Yes	15	42.9	23	74.2
No	16	45.7	5	16.1
Don't know	4	11.4	3	9.7
Total	35	100.0	31	100.0

Seventeen (56.7 percent) indicated they watched channel 4 between the hours of 9:00 a.m. and 1:00 p.m., and 13 (43.3 percent) said they watched it from 6:00 p.m.-10:00 p.m. (See Table 13.)

TABLE 13
VIEWING HOURS ON A TYPICAL WEEKDAY FOR CHANNEL 4

Hours	Number	Percent
9:00 a.m. - 1:00 p.m.	17	56.7
6:00 p.m. - 10:00 p.m.	13	43.3
Total	30	100.0

Ten viewers (29.4 percent) rated the overall programming of channel 4 as very good, 17 (50 percent) rated it good, and seven (20.6 percent) rated it fair. (See Table 14.)

TABLE 14

OVERALL RATING FOR PROGRAMS ON CHANNELS 4, 13, AND 19

Rating	Channel 4		Channel 13		Channel 19	
	Number	Percent	Number	Percent	Number	Percent
Very good	10	29.4	6	21.4	5	22.7
Good	17	50.0	17	60.7	14	63.6
Fair	7	20.6	5	17.9	3	13.6
Poor						
Very poor						
Total	34	100.0	28	100.0	22	99.9

A list of health topics was read to viewers, and they were asked to indicate which would be of interest to them and their families. The most popular was food and nutrition; 23 (79.3 percent) responded yes and six (20.7 percent) responded no. For cancer prevention topics, 23 (76.7 percent) indicated yes, five (16.7 percent) said they were not interested, and two (6.7 percent) didn't know. Exercise and fitness elicited 21 (72.4 percent) positive responses, six (20.7 percent) negative, and two (6.9 percent) didn't know. High blood pressure and heart problems also received 21 (72.4 percent) positive responses, five (17.2 percent) negative, and three (10.3 percent) didn't know. Health for senior citizens received 18 (69.2 percent) positive responses, five (19.2 percent) negative responses, and three (11.5 percent) didn't know. Health care services available was responded to by 16 (64.0 percent) saying yes, eight (32.0 percent) responding no, and one (4.0 percent) saying they didn't know. General health news received 17 (65.4 percent) positive responses, five (19.2 percent) negative, and four (15.4 percent) responding they didn't know. Other topics specified by viewers had five (23.8 percent) positive responses, 12 (57.1 percent) negative responses, and four (19.0 percent) didn't know. (See Table 15.)

TABLE 15
VIEWERS' INTEREST IN HEALTH TOPICS
(Channel 4)

Topic	Yes		No		Don't Know		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Food and nutrition	23	79.3	6	20.7	0	0.0	29	100.0
Child care and family life	8	32.0	16	64.0	1	4.0	25	100.0
Mental health	15	57.7	10	38.5	1	3.8	26	100.0
Exercise and fitness	21	72.4	6	20.7	2	6.9	29	100.0
High blood pressure and heart problems	21	72.4	5	17.2	3	10.3	29	99.9
Cancer prevention	23	76.7	5	16.7	2	6.7	30	100.1
Health for senior citizens	28	69.2	5	19.2	3	11.5	36	99.9
Health care service available	16	64.0	8	32.0	1	4.0	25	100.0
General health news	17	65.4	5	19.2	4	15.4	26	100.0
Other (specify)	5	23.8	12	57.1	4	19.0	21	99.9

Channel 13

Twenty-eight viewers were asked how many times a week they watched channel 13. Six (21.4 percent) indicated they watched channel 13 once a week, 10 (35.7 percent) indicated twice a week, eight (28.6 percent) said three times a week, two (7.1 percent) said four times a week, and two (7.1 percent) said five times a week.

Fifteen (51.7 percent) said they watched channel 13 between the hours of 10:00 a.m.-2:00 p.m. while 14 (48.3 percent) watched it from 6:00 p.m.-10:00 p.m. (See Table 16.)

TABLE 16
VIEWING HOURS ON A TYPICAL WEEKDAY FOR CHANNEL 13

Hours	Number	Percent
10:00 a.m. - 2:00 p.m.	15	51.7
6:00 p.m. - 10:00 p.m.	14	48.3
Total	29	100.0

The 28 viewers of channel 13 were asked to rate the overall programming, six (21.4 percent) rated it very good, 17 (60.7 percent) said good, and the remaining five (17.9 percent) said fair. (See Table 14.)

Viewers were asked if they would favor programs that allowed call-in questions. Twenty-three (74.2 percent) said yes, five (16.1 percent) responded no, and three (9.7 percent) said they didn't know. (See Table 13.)

A large majority of the 31 viewers that were asked if they would be interested in programs that provided homework responded positively (n=27, 87.1 percent). Only two (6.5 percent) said no and two (6.5 percent) didn't know. (See Table 17).

TABLE 17
INTEREST IN PROGRAMS THAT PROVIDE HOMEWORK
(Channel 13)

Viewing	Number	Percent
Yes	27	87.1
No	2	6.5
Don't know	2	6.5
Total	31	100.1

Channel 19

Seven viewers (43.8 percent) said they viewed channel 19 once a week, five (31.3 percent) said they viewed it two times a week, and four (25 percent) said they viewed it four times a week. (See Table 11.)

Viewers of channel 19 were asked to indicate the hours that they watched channel 19 on a typical weekday. Table 18 gives the distribution of viewing hours. The time period 6:00 p.m.-10:00 p.m. was the time most frequently reported (n=8 or 44.4 percent). Five (27.8 percent) viewers gave 6:00 a.m.-10:00 a.m., four (22.2 percent) gave 2:00 p.m.-6:00 p.m., and one (5.6 percent) gave 10:00 a.m.-2:00 p.m. (See Table 18.)

TABLE 18
VIEWING HOURS ON A TYPICAL WEEKDAY FOR CHANNEL 19

Hours	Number	Percent
6:00 a.m. - 10:00 a.m.	5	27.8
10:00 a.m. - 2:00 p.m.	1	5.6
2:00 p.m. - 6:00 p.m.	4	22.2
6:00 p.m. - 10:00 p.m.	8	44.4
10:00 p.m. - 6:00 a.m.	—	—
Total	18	100.0

Channel 19 viewers were asked if they would be interested in watching telecourses on Saturday or Sunday. Eight viewers (57.1 percent) indicated that they would be interested in Saturday morning telecourses, three viewers (21.4 percent) indicated an interest in Saturday afternoon telecourses, and three viewers (21.4 percent) indicated an interest in Saturday evening.

Nine viewers (60 percent) indicated that they would be interested in Sunday morning telecourses, four (26.7 percent) indicated an interest in Sunday afternoon, and two (13.3 percent) indicated an interest in Sunday evening. (See Table 19.)

TABLE 19
WEEKEND INTERESTS ON TELECOURSE VIEWING

Time	Saturday		Sunday	
	Number	Percent	Number	Percent
Morning	8	57.1	9	60.0
Afternoon	3	21.4	4	26.7
Evening	3	21.4	2	13.3
Total	14	99.9	15	100.0

When asked to rate channel 19, five viewers (22.7 percent) rated it as very good, 14 (63.6 percent) as good, and three (13.6 percent) as fair. No viewers gave it a poor or very poor rating. (See Table 14.)

Viewers were asked to indicate their familiarity with Adult Continuing Education (ACE) programs as well as their interest in credit and non-credit education programs on cable TV. The responses are summarized in Table 20.

TABLE 20
KNOWLEDGE OF AND INTEREST IN PROGRAMS ON CHANNEL 19

Items	Yes		No		Total	
	Number	Percent	Number	Percent	Number	Percent
Familiarity with adult continuing education	14	63.6	8	36.4	22	100.0
Interest in non-credit education programs on cable TV	14	63.6	8	36.4	22	100.0
Interest in college credit courses on cable TV	15	68.2	7	31.8	22	100.0
Opportunity to meet with instructor in person at least once during the course	15	83.3	3	16.7	18	100.0

Fourteen (63.6 percent) were familiar with ACE programs and expressed an interest in non-credit education programs. Fifteen (68.2 percent) were interested in college credit courses on cable TV, and 15 (83.3 percent) also expressed an interest in meeting the instructor at least once during the course. Conversely, 36.4 percent (n=8) were not familiar with ACE or were not interested in non-credit education courses on cable TV. Three (16.7 percent) were not interested in meeting the instructor at least once, and seven respondents (31.8 percent) were not interested in college credit courses on cable TV.

Table 21 gives the distribution of interest on possible topics for TV credit courses. Courses on computers were the most popular (n=14 or 77.8 percent), followed by natural sciences (n=11 or 61.1 percent), business (n=9 or 50.0 percent), social studies (n=6 or 33.3 percent), humanities (n=5 or 38.5 percent), and "other" (n=5 or 38.5 percent).

TABLE 21
INTEREST IN TV CREDIT COURSES

Course Topic	Yes		No		Total	
	Number	Percent	Number	Percent	Number	Percent
Computers	14	77.8	4	22.2	18	100.0
Business	9	50.0	9	50.0	18	100.0
Social Studies	6	33.3	12	66.7	18	100.0
Humanities	5	27.8	13	72.2	18	100.0
Natural sciences	11	61.1	7	38.9	18	100.0
Other	5	38.5	8	61.5	13	100.0

The respondents were also asked to provide information on "other types" of programming that they would like to see. Only five responded and they gave technical, cooking, general public information, TV classroom, and writing skills as responses. (See Table 22.)

TABLE 22
INTEREST IN PROGRAMS OTHER THAN COURSE ORIENTED

Types of Programs	Number	Percent
Technical	1	20.0
Cooking	1	20.0
General public information	1	20.0
TV classroom	1	20.0
Writing skills	1	20.0
Total	5	100.0

The distribution of preference for length (in weeks) of channel 19 programs is given in Table 23. Most respondents (n=12 or 54.5 percent) expressed no preference. Six (n=6 or 27.3 percent) preferred 13 weeks, one (4.5 percent) preferred 10 weeks, two (9.1 percent) preferred eight weeks, and one (4.5 percent) preferred six weeks. (See Table 23.)

TABLE 23
PREFERENCE FOR LENGTH (NUMBER OF WEEKS) OF EDUCATIONAL
AND OTHER PROGRAMS ON CHANNEL 19

Weeks	Number	Percent
Thirteen weeks	6	27.3
Ten weeks	1	4.5
Eight weeks	2	9.1
Six weeks	1	4.5
Four weeks		
Two weeks		
No preference	12	54.5
Total	22	99.9

Demographic Characteristics of Viewers and Non-viewers

Demographic data on viewers and non-viewers were collected as part of the survey. These data are summarized in Table 24. While comparisons between viewers and non-viewers are made, the relatively small number of viewers limits the generalizability of comparative findings.

The age distribution for both viewers and non-viewers was similar with the exception that viewers tended to be slightly older than non-viewers. This was especially the case with the 50-59 age group which accounted for 23.8 percent of the viewers but only 14.6 percent of the non-viewers. (See Table 24.)

The sex distribution was nearly the same for viewers and non-viewers, with about 40 percent male and 60 percent female.

Some important differences in the education levels of viewers and non-viewers were found. Viewers tended to report higher levels of education than did non-viewers. The modal number (n=23) and percentage (36.5 percent) of viewers reported "some college" while the modal number (n=140) and

TABLE 24

DEMOGRAPHIC CHARACTERISTICS OF COX CABLE
VIEWERS AND NON-VIEWERS

Characteristics	Viewers		Non-viewers	
	Number	Percent	Number	Percent
Age				
Under 20	4	6.3	23	6.5
20-29	13	20.6	79	22.3
30-39	12	19.0	87	24.5
40-49	9	14.3	56	15.8
50-59	15	23.8	52	14.6
60 or over	10	15.9	58	16.3
Total	63	99.9	355	100.0
Sex				
Male	25	41.0	139	39.6
Female	36	59.0	212	60.4
Total	61	100.0	351	100.0
Education				
Some high school	7	11.1	36	10.3
High school diploma	17	27.0	140	40.1
Some college	23	36.5	78	22.3
College (bachelor's degree)	10	15.9	65	18.6
Master's or specialist's degree	5	7.9	23	6.6
M.D., Ph.D., or J.D.	1	1.6	7	2.0
Total	63	100.0	349	99.9
Income				
Less than \$20,000	14	28.0	73	23.7
More than \$20,000-less than \$30,000	18	36.0	112	36.4
More than \$30,000-less than \$40,000	11	22.0	70	22.7
More than \$40,000	7	14.0	53	17.2
Total	50	100.0	308	100.0
Number of Persons in Household				
One	5	8.1	39	11.0
Two	29	46.8	121	34.1
Three	13	21.0	74	20.8
Four	11	17.7	69	19.4
Five	1	1.6	37	10.4
Six	3	4.8	10	2.8
Seven			4	1.1
Eight			1	0.3
Total	62	100.0	355	99.9
Number of Adults				
One	6	9.7	48	13.6
Two	46	74.2	238	66.5
Three	6	9.7	45	12.8
Four	3	4.8	17	4.8
Five	1	1.6	5	1.4
Six			3	0.9
Total	62	100.0	356	100.0

TABLE 24
 DEMOGRAPHIC CHARACTERISTICS OF COX CABLE
 VIEWERS AND NON-VIEWERS
 (continued)

Characteristics	Viewers		Non-viewers	
	Number	Percent	Number	Percent
Households with Children				
Children K-6 grades	9	18.4	59	23.0
Children 7-9 grades	8	15.7	60	24.0
Children 10-12 grades	9	17.6	37	15.1
Households Owning a Video Recorder				
Yes	15	23.8	92	26.1
No	48	76.2	261	73.9
Total	63	100.0	353	100.0

percentage (40.1 percent) of non-viewers reported a high school diploma as their highest level of education.

The distribution of income was nearly the same for both viewers and non-viewers. Sixty-four percent of the viewers reported incomes of less than \$30,000, and 36 percent reported incomes of over \$30,000. About 60 percent of the non-viewers reported incomes of less than \$30,000 and 40 percent reported incomes over \$30,000.

The household size for viewers was smaller than for non-viewers. Nearly 55 percent of the viewers reported household size as one or two persons; 45 percent of the non-viewers reported household size as one or two persons. In general, the number of adults in the household was the same for viewers and non-viewers. A smaller proportion (9.7 percent) of viewers reported one adult present than did non-viewers (13.6 percent). Just over 74 percent of the viewers reported two adults, while 66.5 percent of the non-viewers reported two adults in the household. Nearly 10 percent of the viewers reported three adults, whereas 12.8 percent of the non-viewers reported three. About 4.8

percent of viewers and non-viewers reported four adults. Less than two percent of viewers and non-viewers reported five or more adults.

Overall, viewers tended to report having fewer school aged children, especially in the lower grades. Of the viewer households with children, 18.4 percent reported having children in grades K-6, 15.7 percent reported children in grades 7-9, and 17.6 percent in grades 10-12. Of the non-viewer households with children, 23 percent reported children in grades K-6, 24 percent in grades 7-9, and 15.1 percent grades 10-12.

Viewers and non-viewers were asked if they had video recorders. The distribution was about the same for both viewers and non-viewers, with 23.8 percent of the viewer households and 26.1 percent of non-viewer households reporting that they had video recorders.

Appendix A

Other Responses, Tables 3, 4, 10, and 15

Table 3

No time

Like T.V. for entertainment

Nothing specific (N=4)

Don't watch T.V.

Table 4

T.V. Guide (N=14)

Nothing specific (N=9)

Table 10

T.V. Guide (N=5)

"Goes through channels"

Nothing specific (N=3)

Table 15

Holistic health

Nothing Specific (N=4)