



Public, Educational, and Governmental (PEG) Access Channel Survey

City of Negaunee
2018



Public, Educational, and Governmental (PEG) Access Channel Survey

The City of Negaunee recently surveyed community residents on their interests regarding a PEG television channel. The following report provides information gauging the level of community support for this potential resource. A PEG channel is a public access TV channel with a range of community purposes, including local government news and education. It is not a requirement for cable providers to offer PEG channels to communities, and has a nominal fee associated therewith; however, if presented with compelling evidence that this channel is valuable to residents and customers, the provider may accommodate its use.

Executive Summary

The *Community Needs Assessment Survey* sought the City of Negaunee residents' opinion on the desire for a PEG TV channel and the programming that would be valuable to be included on this channel. Based on the information gleaned from the survey results, it is recommended that a PEG television channel be provided because there is community support for such a channel.

The survey was mailed to 1551 households with addresses in the City of Negaunee and 135 surveys were returned. Among the age groups of respondents, the largest share of residents, about 70%, fell within the age range of 51-80 years old. Residents in this age group make up a large share of Negaunee residents overall, and are assumed to be the most likely users of a PEG channel due to the demographic's habits regarding traditional news sources, while younger generations tend to receive/follow news and events through social media. Additional consideration with regard to this age group as it relates to a PEG channel is that a PEG may be one of the few accessible sources for local news and events for this group.

The same results indicated a high level of interest for a PEG channel for community news and events with 84.2% responding in support. Similar to responses overall, respondents in the 51-80 age groups indicated 83% support for a PEG channel. Among respondents voicing support for a PEG channel, 84% stated their interest in seeing City Council meetings as the top choice for programming. In descending order of importance, respondents noted other possibilities for programming: community announcements (81%), community calendars (77%), high school sports (64%), educational programs (47%), other government meetings (44%), planning commission meetings (42%), and high school graduations (34%). The results suggest that residents' interest is primarily on staying informed of news and activities as they occur within the City, with secondary interest in entertainment and educational content.

Residents were asked general questions about their service provider, although no information regarding a specific cable provider was sought. Responses to nearly all service-related questions were rated high (4) or highest (5), indicating a strong level of satisfaction with providers. The only outlier from this was a question on *Cost*, which scored an average rating of medium (3) overall. It is assumed that by providing a PEG channel as an additional service to customers, the value for cost of service may increase, as the provider could bring an addition benefit to local customers looking for more local news.

Although the number of responses overall may not be a sufficient sample size to arrive at a conclusive determination, the level of support from respondents is high enough to warrant further consideration. Evidence suggests that there are large segments of the Negaunee population who would see a significant benefit from having improved access to local news and events; particularly the demographic of residents ages 51-80 who may not receive news through contemporary methods like social media. A

PEG channel would facilitate keeping this demographic connected and informed of activities and happenings in the City of Negaunee.

Data Collection and Methods

A two-page paper survey was mailed in September, 2018 to all 1551 households within the City of Negaunee explaining the potential for a PEG TV channel. The survey included 24 multiple choice questions regarding age of the respondent, their interest and support for a PEG TV channel, and additional service provider satisfaction questions. Residents were given two weeks to complete the survey and by the end of the month, the city had received a total of 135 responses from households. Responses were anonymous and no information gathered from this survey will be used for tracking residents.

The City contracted with Central U.P. Planning & Development (CUPPAD) to process the results of the survey and produce this report. Answers were tabulated and analyzed for trends and potential need for this resource.

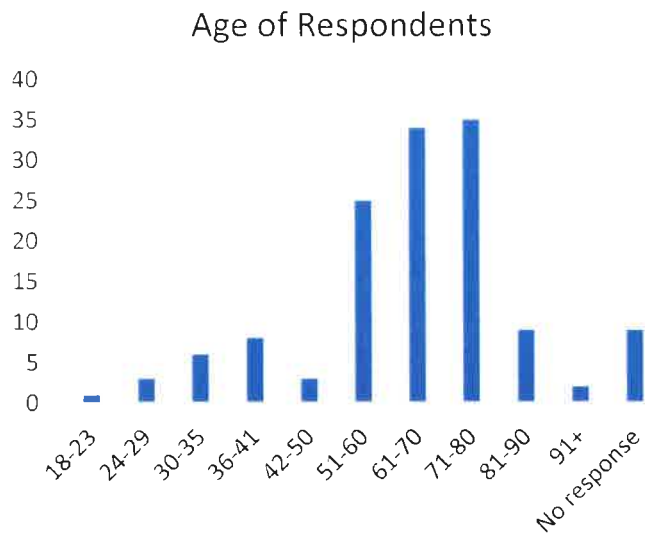
Community Demographics Relative to Responses

A significant majority of household responses, approximately 70%, indicated they fell within the ages of 51-80. Less than 16% of responses came from age groups 50 and below, while about 8% of responses were included in the 81 and over age groups. Less than 7% of respondents provided no answer the answer regarding their age.

Among those age groups in the 51-80 block, about 19% were from residents 51-60, 25% from 61-70, and 26% from 71-80. This suggests the possibility that these age cohorts make up a larger share of residents in the City of Negaunee and that these residents have strong opinions regarding the potential for this channel, therefore, completed and returned a survey.

Noting this trend, this report will include a focus on responses from the 51-80 age cohort, as they may be the demographic that is most likely to benefit from and use a PEG channel in their daily lives. For younger generations 50 and below, the most

common source for community news and events tends to be the internet and social media; however, those 51 and above are more likely than younger generations to acquire their local news through more traditional means like print newspaper and television. Additional consideration for those age groups should be given as a PEG TV channel may be a primary information source for individuals who have not yet conquered the digital divide.



Local Support for a PEG Access Channel

A question was posed on the survey inquiring: Do you support the City of Negaunee Receiving its own PEG channel. 127 responses were received on this question, with 107 answers or 84.3% responding Yes and 20 or 15.8% responding No. Eight respondents chose not to answer and were not factored into the total responses for the purpose of this question.

Among the focus cohort of respondents age 51-80 with a total of 94 answers, 78 answers amounting to 83% responded *Yes* while 16 answers, or about 17% responded *No*. The answers from these demographics are roughly equal to the shares of responses overall and show no significant difference in support.

Overall, when asked *If the City was granted a PEG Channel, please place a check next to the programming you would be interested in*, residents were allowed to select multiple answers and responded in the following way, in order of interest:

City programming interest	# of responses (multiple answers per response)
City Council meetings	90 (84%)
Community announcements	87 (81%)
Community calendars	82 (77%)
High school sports	68 (64%)
Educational programs	50 (47%)
Other government meetings	47 (44%)
Planning commission meetings	45 (42%)
High school graduations	36 (34%)
None (not in support)	17

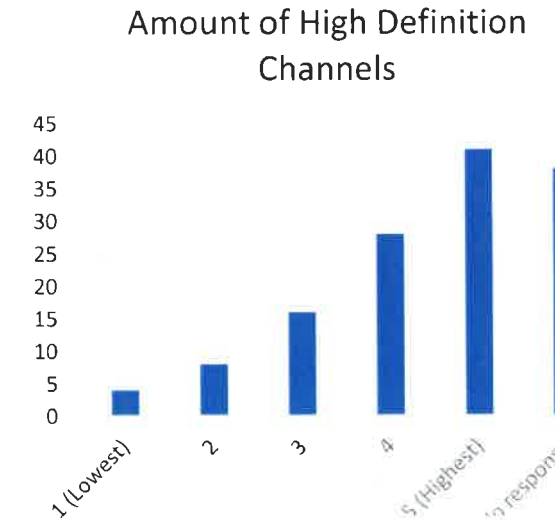
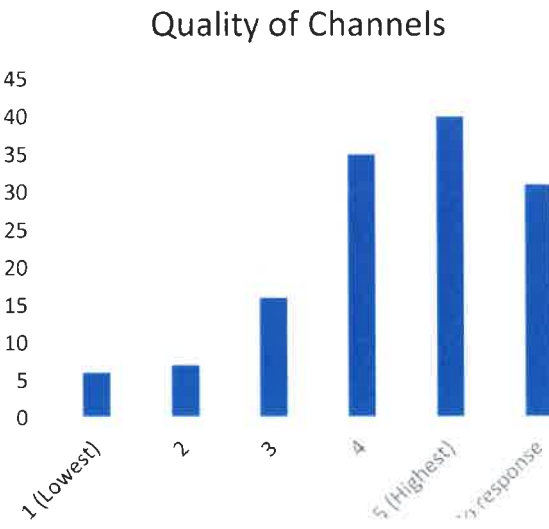
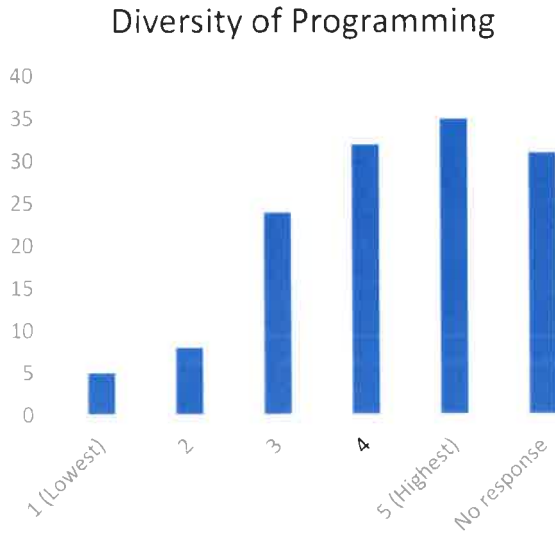
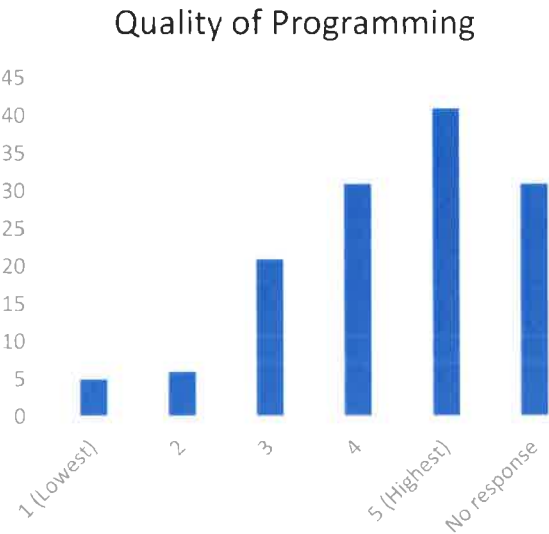
Among the 51-80 age group, responses only slightly differed from overall responses, with *Planning Commission meetings* ranking slightly higher than *Other government meetings*. Responses indicated the following order of interest:

City programming interest	# of responses (multiple answers per response)
City Council meetings	68
Community announcements	62
Community calendars	61
High school sports	48
Educational programs	31
<i>Planning commission meetings</i>	31
<i>Other government meetings</i>	29
High school graduations	23
None (not in support)	16

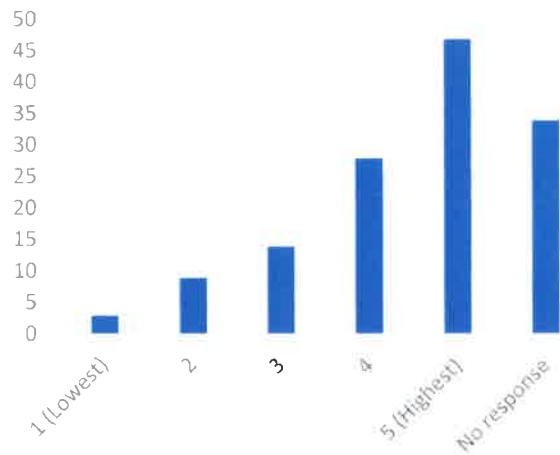
In a review of the data, it has been determined that there are ***no significant differences*** in responses between residents overall and the age group of residents 51-80 year old.

Feedback on Cable Provider Services and Satisfaction

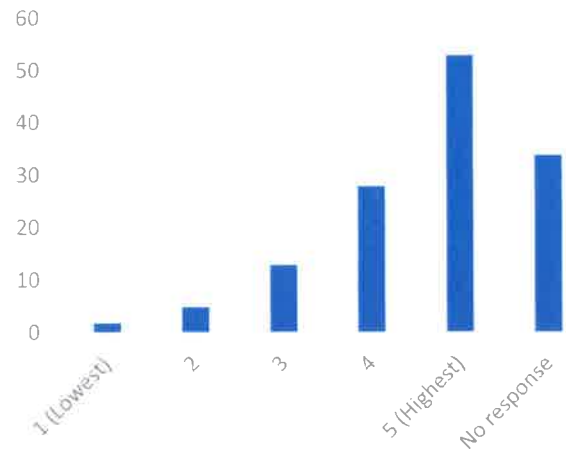
Additional questions were asked regarding the satisfaction of residents regarding their cable provider. No question was asked as to the specific provider a resident was subscribed to. 135 Negaunee City residents were given a scale of 1 (lowest) to 5 (highest) to rate a range of characteristics of their service. Scores were provided in the following manner:



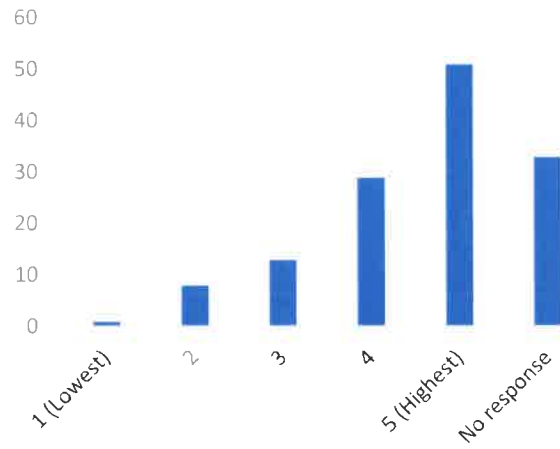
Accuracy of the program guide



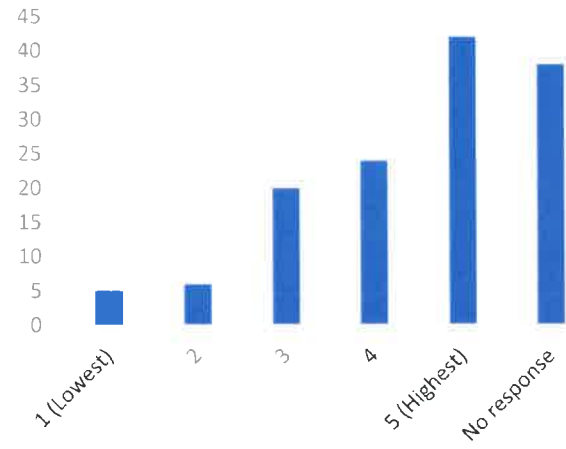
Picture Quality



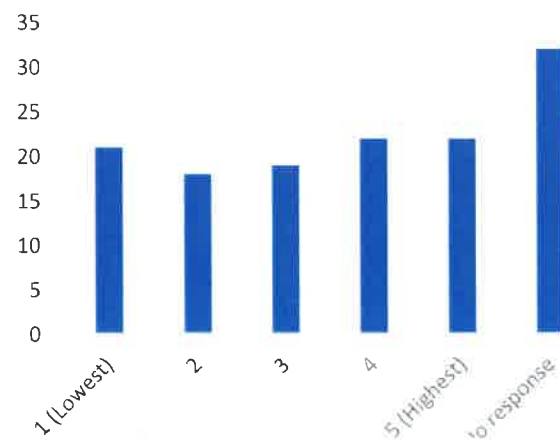
Sound/Audio Quality



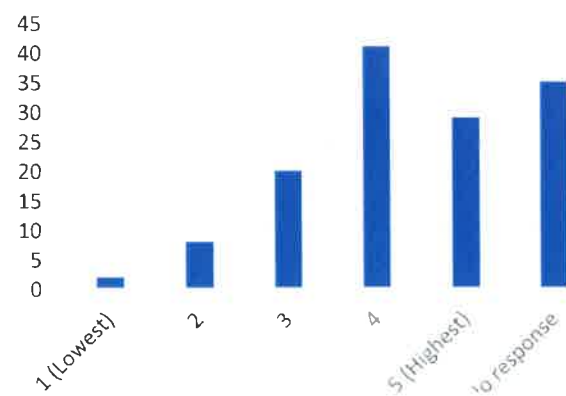
On-Air Signal Quality



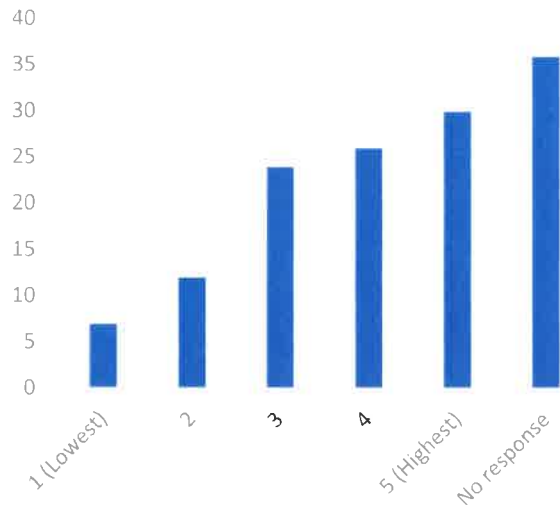
Costs



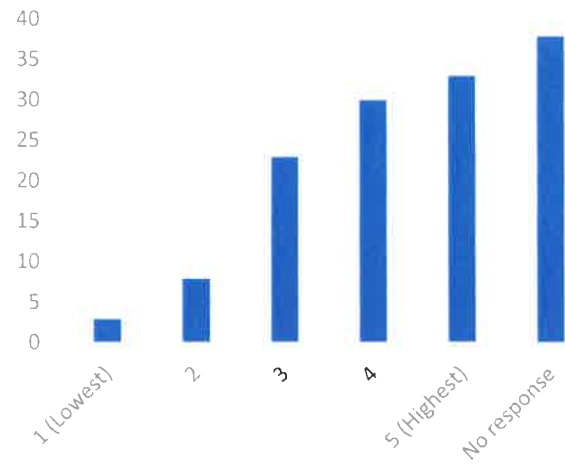
Cable provider customer service



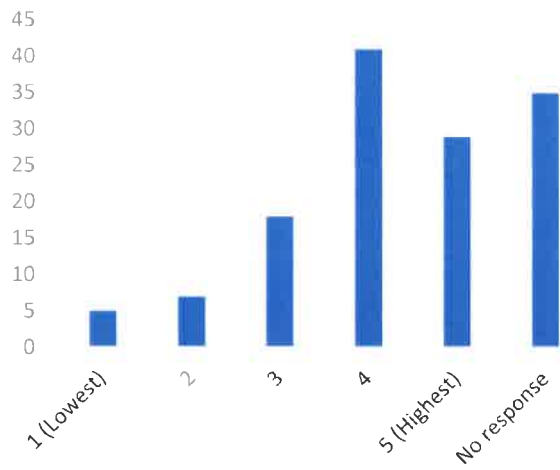
Feel like a valued customer



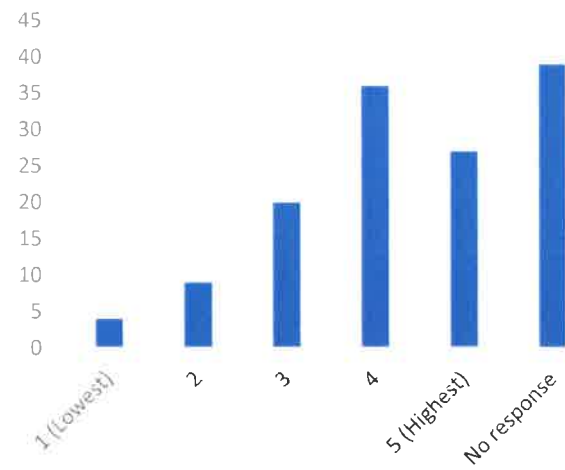
Ability of cable provider to resolve problems



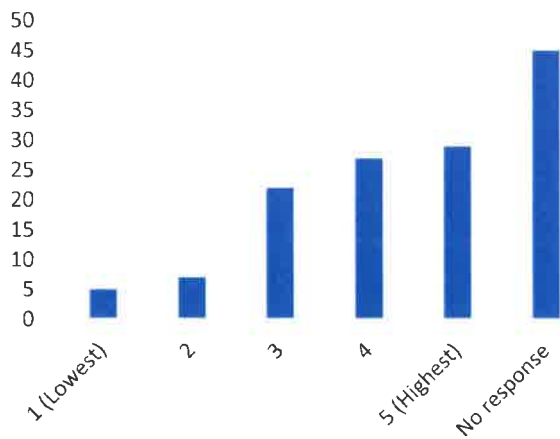
Customer service satisfaction



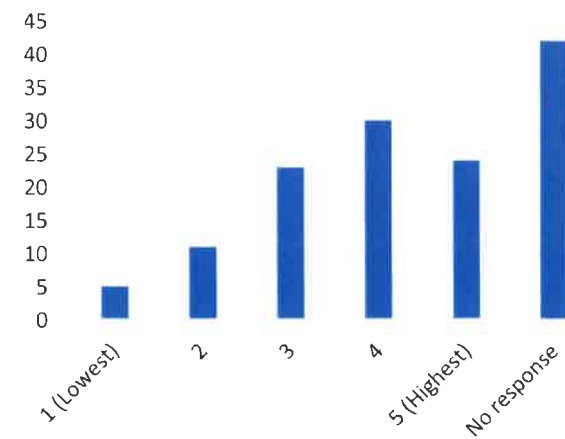
Cable provider meets needs



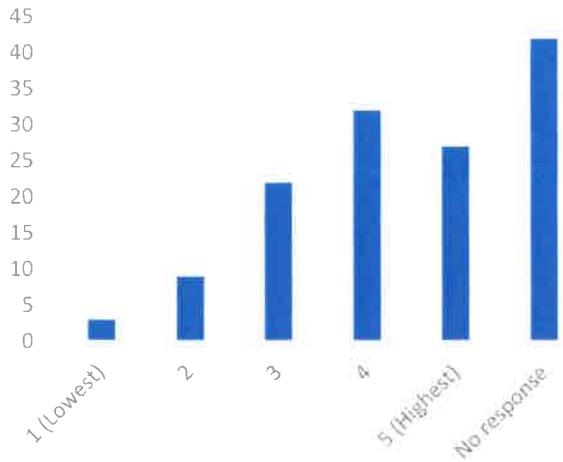
Cable provider responsive to questions



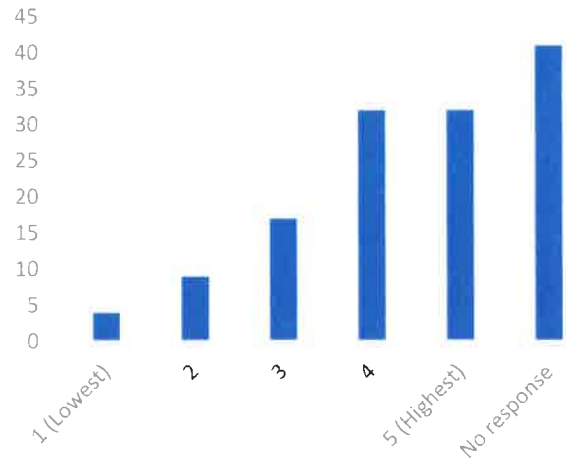
Cable provider made it easy for me to handle my issue



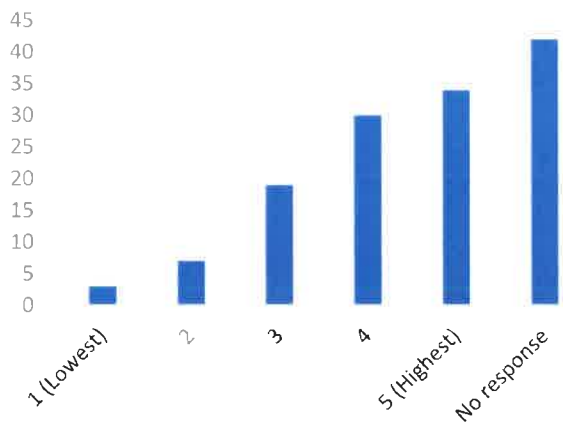
Satisfied with how cable provider handled inquiry



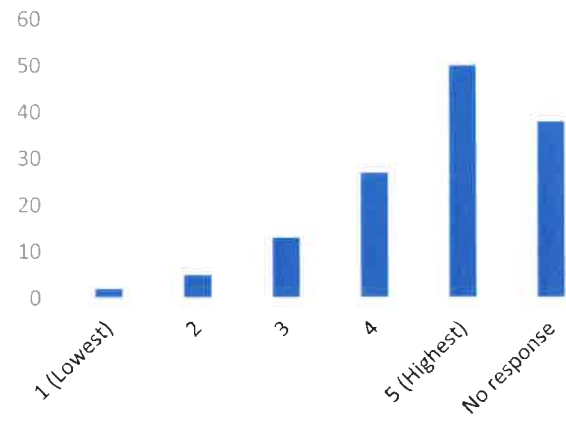
Solution or answer delivered in a timely manner



Cable provider communicates in a clear manner



Cable provider was professional and courteous



Analysis of Cable Provider Service Responses:

Questions overall indicated a high level of satisfaction among responses with a significant amount of responses answering 4 (high) or 5 (highest). The question of *Cost* was the only field residents rated lower on their scale of satisfaction with the average rating of a 3, or *medium* on the scale of satisfaction. Potentially, providing a PEG cable channel to area residents could increase the sense of value for cost of their service, as it would provide another convenient means for receiving community news.

Appendix A: Survey Results

Age Group	# of responses
18-23	1
24-29	3
30-35	6
36-41	8
42-50	3
51-60	25
61-70	34
71-80	35
81-90	9
91+	2
No response	9

Quality of programming	# of responses
1 (Lowest)	5
2	6
3	21
4	31
5 (Highest)	41
No response	31

Diversity of programming	# of responses
1 (Lowest)	5
2	8
3	24
4	32
5 (Highest)	35
No response	31

Quality of channels	# of responses
1 (Lowest)	6
2	7
3	16
4	35
5 (Highest)	40
No response	31

Diversity of channels	# of responses
1 (Lowest)	5
2	10
3	22
4	33

5 (Highest)	35
No response	30

Amount of high definition channels	# of responses
1 (Lowest)	4
2	8
3	16
4	28
5 (Highest)	41
No response	38

Accuracy of the Program Guide	# of responses
1 (Lowest)	3
2	9
3	14
4	28
5 (Highest)	47
No response	34

Picture quality	# of responses
1 (Lowest)	2
2	5
3	13
4	28
5 (Highest)	53
No response	34

Sound/Audio Quality	# of responses
1 (Lowest)	1
2	8
3	13
4	29
5 (Highest)	51
No response	33

On-Air Signal Quality	# of responses
1 (Lowest)	5
2	6
3	20
4	24
5 (Highest)	42
No response	38

Costs	# of responses
1 (Lowest)	21
2	18
3	19
4	22
5 (Highest)	22
No response	32

Support City PEG Channel	# of responses
Yes	107
No	20
No Response	8

City programming interest	# of responses (multiple answers)
City Council meetings	90
Community announcements	87
Community calendars	82
High school sports	68
Educational programs	50
Other government meetings	47
Planning commission meetings	45
High school graduations	36
None	17

Cable Provider Customer Service	# of responses
1 (Lowest)	2
2	8
3	20
4	41
5 (Highest)	29
No response	35

Feel like a valued customer	# of responses
1 (Lowest)	7
2	12
3	24
4	26
5 (Highest)	30
No response	36

Ability of cable provider to resolve problem	# of responses
1 (Lowest)	3
2	8
3	23
4	30
5 (Highest)	33
No response	38

Customer Service Satisfaction	# of responses
1 (Lowest)	5
2	7
3	18
4	41
5 (Highest)	29
No response	35

Cable Provider meets needs	# of responses
1 (Lowest)	4
2	9
3	20
4	36
5 (Highest)	27
No response	39

Cable Provider Responsive to questions	# of responses
1 (Lowest)	5
2	7
3	22
4	27
5 (Highest)	29
No response	45

Cable Provider made it easy for me to handle my issue	# of responses
1 (Lowest)	5
2	11
3	23
4	30
5 (Highest)	24

No response	42
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Satisfied with how cable provider handled inquiry	# of responses
1 (Lowest)	3
2	9
3	22
4	32
5 (Highest)	27
No response	42

Solution / answer delivered in a timely manner	# of responses
1 (Lowest)	4
2	9
3	17
4	32
5 (Highest)	32
No response	41

Cable Provider communicates in a clear manner	# of responses
1 (Lowest)	3
2	7
3	19
4	30
5 (Highest)	34
No response	42

Cable Provider was professional and courteous	# of responses
1 (Lowest)	2
2	5
3	13
4	27
5 (Highest)	50
No response	38