

[Station Viewership Survey]

The station in this example produces/distributes content across multiple areas of interest.

Thank you for agreeing to participate!

Thank you for clicking the link! The [Station] is committed to sharing the stories of the My community region. Being the local community convener, [Station] also serves to bring issues, ideas, and celebrations of community importance to light. As a viewer, we would like to know what you have learned from our programming and would ask that you answer a series of questions. Should you have questions about this survey, please feel free to contact [person in charge of community engagement and/or evaluation.]

Education

Please indicate how strongly you agree with the following questions.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
Young people are our greatest resource.						
Economic development of our region depends on having a skilled and educated workforce.						

Youth need to know we care about them.						
It is the responsibility of the community to prepare youth for life after high school.						
The high school dropout rate does not affect the community.						
Youth need to believe in themselves to be successful.						
I'm aware that kids drop out of school, but there isn't a drop out crisis.						
A high school education is critical for the future success of youth.						
Youth need a caring,						

consistent adult in their lives if they are going to be successful.						
High school graduation rates won't significantly improve without community support.						
I am concerned about youth dropping out of school.						
It is important to hear the voice of youth.						
Early childhood education is critical to a youth's ability to complete their education.						
It is important that youth be involved in solutions to the dropout crisis.						

Public Media can help improve graduation rates.						
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Because of [Station]'s programming:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I am more aware of possible solutions to the dropout crisis.					
I know how I can get involved with youth to help them stay in school.					
I understand the impact of early childhood education on a youth's chances to complete their education.					

I understand the impact on youth of having a caring, consistent adult in their life.					
I am aware of the impact of a quality education on the future life of a youth.					
I better understand what makes up a quality education.					

Do you support youth in some manner? Please click all those things you do to support youth.

I mentor

I donate resources

I volunteer my time

I teach

I am a parent

Other:

Would you like to learn more about how you can support youth in your area in the near future?

Yes

No

Contact Information

First Name:

Last Name:

Street Address:

City:

State:

Zip:

Email Address:

Phone Number:

The Arts

Tell us how strongly you agree to the following statements?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
My community has a vibrant arts community.						
My community supports the arts.						
My community is one of the top cities in the country for the arts.						

I'm proud of our arts community.						
I know what I can find at [location].						
I understand the importance of the arts to my community's economy.						
I understand the importance of the arts to my community's culture.						
[Location] has a wide range of low cost activities and venues.						
The shows and activities at [Location] appeal to a diverse population.						
I see the value of [Location] venues working together.						

[Location] is a vibrant arts destination.						
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When you think of the arts, what comes to mind?

Tell us how strongly you agree with these statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Watching [Station]'s programming has increased my awareness of the arts culture in My community.					
[Station]'s programming has made me more knowledgeable about art.					
Because of [Station]'s shows, I better understand the impact of the arts on the local economy.					

I have access to arts I normally would not be able to view or attend.					
I am considering visiting or have visited somewhere to view the arts.					

Sustainability

Tell us how strongly you agree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
Cleaner, greener environments increase property values.						
Greener environments attract new business investments.						
Using less energy leads to less water use.						

Our wetlands are important to our drinking water.						
My community has the best tasting water in the country.						
I currently have or am considering building a rain garden.						

Because of [Station]'s programming

- I am more aware of the connection between healthy water and healthy land.
- My awareness of the ties between land health and water health have increased.
- I am more aware of the effect of water quality on the region's economy.
- I better understand the relationship between healthy land and healthy water.
- I better understand the relationship between water quality and population health.
- I better understand the impact of water quality on the health of the region's economy.
- I better understand how rain gardens affect regional water quality.
- I better understand how trees impact regional water quality.

Health and Healthcare

How strongly do you agree with the following statements?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
I know what a health disparity is.						
I understand the economic impact of health disparities in the United States.						
I understand how the Affordable Care Act (Obamacare) will affect health disparities.						
I understand how I can get insurance using the insurance market place.						
I understand the importance of having a primary care physician.						
I know why I take the						

medications I take.						
I know how healthy my lifestyle is.						
I feel I can talk to my doctor and understand what they are saying.						
I am aware of how important getting a regular check-up is with my doctor.						
I understand the difference between a nurse practitioner and a doctor.						

Because of [Station]'s programming on health

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I am aware of the impact of the Affordable					

Care Act (ACA) on my life.					
I better understand the potential impact of ACA on the health of people in the My community region.					
I am more aware of what medical support is available to me.					
I better understand what roles different people (e.g. Medical Doctors, Nurses, Nurse Practitioners) take in my care.					



Science and Technology

How strongly do you agree with the following statements?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
My community has a strong history in science and technology.					
My community is a leading city for science.					
New technology is being created in My community.					
My community is attractive to new technology firms.					
Entrepreneurism is strong in the My community region.					
Science and technology firms are critical to the My community economy.					

A Little About You

Logo of programming

Have you ever seen the logo above or heard about the [program]?

Yes

No

Don't Know

Have you ever heard of the website: [program].com

Yes and Have Visited It

Yes

No

Don't Know

Logo of programming

Have you ever seen the logo above?

Yes

No

Don't Know

Have you heard of the [program] website?

Yes and Have Visited It

Yes

No

Don't Know

Have you heard of Healthcare.gov?

Yes and Have Visited It

Yes

No

Don't Know

Which of the [Station] channels do you watch in a typical week? (Check all that apply)

Digital Channel 1

Digital Channel 2

Digital Channel 3

Digital Channel 4

What days of the week and times of day do you usually watch any of [Station]'s channels? (check all that apply)

Weekdays (Monday through Friday)

Weekends (Saturday and Sunday)

Midnight to 5 am

5 am to 7 am

7 am to 5:30 pm

5:30 pm to 7 pm

7 pm to 10 pm

10 pm to Midnight

Have you done any of the following? (Check all that apply)

Visited the [Station]'s website

Watched one of the [Station]'s Youtube videos

Watched the live stream of a [Station] show

Followed [Station] on Facebook

Followed a Twitter feed associated with one of the [Station]'s shows

Which of the following [Station] shows have you watched in the past 4 months?

List of station shows of interest

Highest level of education achieved

12th grade or less

Graduated high school or equivalent

Some college, no degree

Associate degree

Bachelor's degree

Post-graduate degree

What is your age?

under 18

18-24

25-34

35-54

55-64

65+

What is your race?

Asian/Pacific Islander

Black/African-American

Caucasian

Hispanic

Native American/Alaska Native

Other/Multi-Racial

Decline to Respond

What is your employment status?

Not Employed

Part-Time Employment

Full-Time Employment

Homemaker

Student

Retired

Other:

Your Thoughts

When you think of seeing the Arts, what places do you think of going?

What does the dropout crisis mean to you?

What should we do about the dropout crisis?

What are your thoughts about the future of youth in your community?

What are your thoughts on environmental issues in our region? What should we focus on (if anything)?

Tell us one thing you are proud of in your neighborhood.

If you could change one thing about the healthcare system, what would it be?

Is there anything else you would like to share?

Thank You!

Thank you for your thoughts. Should you have any questions or comments about the survey, please feel free to contact [person in charge of community engagement and/or evaluation].