
Background

The City of St. Petersburg commissioned OpinionWorks to conduct a public opinion survey among residents of St. Petersburg to gauge public awareness and viewership of WSPF-TV, the City's government access channel.

OpinionWorks worked with a team from the City to develop the survey questionnaire. They were Beth Herendeen, Marketing Director; Robert Danielson, Assistant Director of the Marketing Department; and Mike Ramsey, Station Manager of WSPF-TV.

OpinionWorks drew a random sample of adult residents of St. Petersburg and completed a total of 400 interviews by telephone July 2 – 13, 2008. A sample of this size yields a maximum margin of sampling error of $\pm 5.0\%$ at the 95% confidence level, meaning the reader can be sure the true results would fall within this range at least 95% of the time if every adult resident of the City had been interviewed.

Interviews averaged six minutes in length. After the interviews were collected, the sample was weighted to reflect as closely as possible the underlying demographics for St. Petersburg for race/ethnicity, gender, and age, based on the latest population estimates from the U.S. Census Bureau according to the 2006 American Community Survey.

A narrative summary of the survey's findings follow.

Executive Summary

There is good awareness of the City Channel in St. Petersburg at 75% of the public, though much of that awareness seems to have been built through ad hoc means such as channel surfing. Actual active viewership appears to be about one-quarter of the City's residents.

Primarily, the channel is used to view city meetings. Other specific programs do not have significant recall in their own right. There is a good level of trust in the information that is provided through the City Channel.

The channel number change by Bright House from 15 to 615 has definitely hurt the visibility and availability of the City Channel. More than one-third of Bright House customers said they are watching the channel less as a result of this change.

Certain pockets of the City are being reached to a lesser degree than others by the City Channel. Non-white residents and seniors are two segments that are tuning in less frequently. Satellite customers are also much less engaged by the City Channel, but on other measures too they seem to have less interest in local civic life.

The City's Web site is fairly heavily used and well-liked for the information it contains. The ability to view the City Channel over the Internet is having a noticeable impact on increasing viewership. Making content available to cable customers on-demand could also have a significant impact on increasing the reach of the channel, particularly among those who view the channel today, but do so only occasionally.

Utility bill flyers are useful to some, with women and residents between the ages of 50 and 64 most interested in the information those flyers contain. The flyers are also seen as much more helpful by those who watch the City Channel frequently.

Overall, most St. Petersburg residents find that it is easy to find the information they need from the City. Full, detailed results for all the survey's questions follow.

Viewership of the City Channel

Early in the survey, we established for respondents that the government access channel is sometimes called "the City Channel." For clarity and ease of survey administration, throughout the survey thereafter we referred to WSPF as "the City Channel."

Level of Penetration

Three-quarters (75%) of the public in St. Petersburg is aware of the existence of the City Channel. About two-thirds of those, or 52% of residents overall, said they have "ever watched" the City Channel.

It appears that the actual active viewership of the City Channel might amount to about one-quarter of the City's residents. That is the number (23%) who said they watch "at least a few times a month" or more frequently, and it is also the number (26%) who said that when they do watch, they tend to do so for a block of more than ten minutes.

There is some viewership over the Internet, with 7% of citizens saying they have watched online. All of these numbers are summarized in the table below.

Penetration of the City Channel

	% of All Adults
Aware of the City Channel	75%
Have "ever watched" the City Channel	52%
Watch at least a few times per month	23%
Watch at least a few times per week	10%
Usually watch for more than 10 minutes	26%
Has watched the City Channel on the Web	7%

"Are you aware that the City of St. Petersburg has a government access TV channel, sometimes called WSPF or the 'city channel?'"

"You can tell the city channel apart from other government access channels because of the pelican logo in the lower right corner. Have you ever watched the city channel?"

"How often do you watch the city channel? Daily, a few times per week, a few times per month, rarely, or never?"

"When you watch the city channel, do you usually watch for (*rotate*): [more than 10 minutes (or) or 10 minutes or less?]"

"Have you ever watched the city government access channel over the Web?"

Two-thirds (66%) of those who are aware of the City Channel said they first became aware of it through channel surfing. In second place is word of mouth at 11%, followed by the newspaper (4%), the City's Web site (1%), and the on-screen guide.

Who is Watching

- Basic awareness of the City Channel is highest among residents aged 50 – 64 (84%), men (80%), and residents who rely on broadcast television (86%). Awareness is lowest among seniors (64%) and satellite television customers (64%).
- Whites are twice as likely as non-white residents to watch the City Channel on a regular basis. Thirteen percent (13%) of white residents said they watch the City Channel at least once a week, compared to 6% of non-white residents.
- Residents who have visited the City's Web site are twice as likely as those who have not to watch the channel weekly – 16% to 8%.
- Residents aged 50 – 64 may be somewhat more prone than other age groups to watch the City Channel for a dedicated block of time. In that age group, 62% of those who watch the City Channel at all usually do so for at least ten minutes at a time, compared to 46% of seniors and 53% of those under age 50.
- That said, seniors are actually more likely than other age groups to say they have watched over the Internet. Ten percent of all seniors said they have watched the City Channel that way, compared to 7% of City residents in general.

Residents are much more likely to watch over the Web if they have broadcast television (21%), or satellite (13%). Web watchers are also much more likely to be regular viewers of the channel, with 19% of those who watch the City Channel at least weekly having done so at some point in the past over the Internet.

Trust in the Information Provided

There is solid public trust in the information being provided by the City Channel. More than two-thirds (69%) of those who are aware of the City Channel trust the information it provides. Twelve percent (12%) have little or no trust in the information provided by the City Channel. Another 18% are not sure – most of whom never watch the channel.

Breaking it down further, one-third (32%) trust the City Channel “a great deal,” 37% trust it “somewhat,” 5% trust it “not very much,” and 7% “not at all.”

Confidence in the City Channel is higher among younger residents, non-whites, women, and of course those who watch the channel most often. This table breaks down the numbers of those who say they trust the information on the City Channel “a great deal.”

Trust in Information Provided by the City Channel
Asked among Those Who are Aware of the City Channel

	% with a “Great Deal” of Trust
All	32%
Aged Less than 50	38%
50 – 64	32%
65 or Older	18%
Non-White	50%
White	29%
Female	38%
Male	26%
Watch at Least Weekly	45%

“Would you say that you trust the information on the city channel a great deal, somewhat, not very much, or not at all?”

Knowledge of Channel Position

One-third (32%) of City residents who were aware of the City Channel could name a channel position – whether or not they named the correct channel:

- **Among Bright House subscribers, 16% said Channel 15 (the former channel position), 2% said Channel 615 (the new channel position), and the rest were incorrect (14%) or did not know (68%).**
- Nine percent of Knology or Verizon cable customers named Channel 15, while 16% were incorrect and 75% did not know.
- Seventeen percent of broadcast television viewers named Channel 35, 5% named Channel 15, while 23% named another channel and 54% did not know.

What They are Watching

It appears that most people are watching the City Channel to see the proceedings of municipal meetings. Of those who watch the channel, 43% mentioned watching meetings. Next most cited was the general category of feature programs at 8%. One in five (19%) said they just surf and do not really watch programs on the City Channel, and another one-quarter (24%) were just not sure at all.

Programs Watched on the City Channel

Meetings/ City Council, etc.....	43%
Feature programs (general)	8%
Code Compliance/ Enforcement	4%
Educational/ Workshops	2%
“This Week in St. Pete”	2%
Bulletin Board.....	1%
Florida News Network.....	1%
News conferences.....	1%
“District by District”	*%
The Florida Channel.....	*%
“It’s Your Business”	*%
Other (<i>single response answers</i>)	4%
None/ Just surf/ Don’t watch programs	19%
Not sure.....	24%

“When you watch the city channel, what programs do you watch?” (*Asked of those who watch “rarely” or more often. Respondents could offer more than one answer.*)

Among Web viewers of the City Channel, the numbers are similar with 32% saying they watch City meetings. The rest were not sure or said they were just surfing and not really watching a program.

Eighty-five percent (85%) could not think of anything that is missing from the City Channel that they would especially like to see. Of the rest, the leading response was knowing what is happening in the City/community events at 4%. At 2% was receiving more information directly from elected officials, knowing more about how the City spends its money, and more information of a public service nature such as the quality of City water. Unedited responses for this and all other open-ended questions on the survey are found at the end of the survey questionnaire, behind Tab 2 of this report.

Two-thirds (68%) of the people who watch the City Channel find out about its programming simply through channel surfing. Fifteen percent (15%) use the on-screen program guide, 4% said the schedule is mailed to them, 4% rely on the City’s Web site for that information, and 2% said they look in the newspaper. The remainder offered scattered responses, with another 8% saying they do *not* find out about specific programming on the channel.

As one might expect, the vast majority (68%) of viewers are focused on the evening hours, with 11% watching primarily during the afternoon and 5% mainly during the morning. About one in seven viewers (14%) said they watch at various times of the day. Only 2% said they typically watch overnight.

One-third (34%) of cable subscribers in the City would be interested in watching City programs on-demand. Almost one-in-ten (9%) would be “very interested,” and 24% would be “somewhat interested” in on-demand City programming. The number who are interested rises among younger residents and particularly among *infrequent* watchers of the City Channel – suggesting there may be some scheduling demands that are driving this interest, *and* suggesting that on-demand programming may be a great way to increase viewership among people who are already at least marginally tuned in to the channel.

Interest in On-Demand City Programming
Asked among Cable Subscribers

	Very + Somewhat Interested
All	34%
Aged Less than 50	40%
50 – 64	37%
65 or Older	18%
Watch City Channel at Least Weekly	36%
Watch Monthly	50%
Watch Rarely	49%
Watch Never	23%

“Would you be interested in watching city programs on an “on-demand” channel on your cable service, meaning you could order city meetings and other programs for free and watch them on your own schedule?” (If yes): “Would you be very or only somewhat interested in that?”

Bright House Cable

Based on the survey responses, nearly three-quarters (71%) of St. Petersburg households appear to subscribe to Bright House Cable. Slightly more than one-half of them (55%) said they can receive Channel 615, the new location for the City Channel. But 31% of Bright House customers said they cannot receive Channel 615. The rest were not sure.

It appears that the move to Channel 615 may have hurt viewership of the City Channel considerably. Almost four in ten Bright House customers (38%) said they now watch the City Channel less frequently since it has moved from Channel 15 to 615. Less than one percent said they watch *more* frequently because of the channel change, with the rest saying it made no difference or they were not sure.

One in five Bright House customers (21%) said the change in the channel line-up has required them to “upgrade to a new digital cable box so you could watch the programs you wanted.”

HDTV

Four in ten St. Petersburg households (41%) reported that they own a high definition television set. There are widely varying numbers available about HDTV penetration nationally, but this 41% number appears to be in the generally-accepted range today.

Somewhat more likely to have an HDTV set are Bright House (47%) and satellite customers (51%), while households that still rely on broadcast television are much less likely to own a high definition television set (17%). Viewership of the City Channel does not seem to track with HDTV ownership, but visiting the City’s Web site does – with 53% of those who have visited StPete.org saying they own an HDTV set.

The City’s Website

One-half (49%) of City residents said they are aware of the City’s Web site. Four out of five of those have visited the site, meaning 38% of the City’s residents have visited StPete.org.

- Not surprisingly, visits to the City’s Web site are much higher among relatively younger residents. While 50% of those under age 50 have visited the site, only 12% of those over 65 have done so.
- White residents appear to have been a little more likely than non-whites to have visited, which is perhaps a vestige of the remaining socio-economic digital divide.
- Bright House customers and residents who still rely on broadcast television have visited the Web site in roughly equal numbers, but satellite customers – who are clustered in the 50 – 64 age bracket and are clearly not technology-averse – are significantly less likely to have visited the site. This suggests that satellite customers may be less connected civically and less interested in the local content such a channel can provide.
- Those who watch the City Channel regularly are much more likely to have visited StPete.org, as well.

Have Visited the City’s Web Site

	% Who Have Visited
All	38%
Aged Less than 50	50%
50 – 64	39%
65 or Older	12%
White	43%
Non-White	31%
Bright House Customers	41%
Rely on Broadcast	39%
Satellite Customers	24%
Watch City Channel at Least Weekly	56%

“Have you ever visited the city website?”

Among those who have visited, the City's Web site earns extremely positive scores for usefulness. Nine out of ten (89%) find the information useful, with half overall (49%) giving the Web site the highest possible score of "very useful." Only 6% said the information on the site was not very useful or not useful at all.

Utility Bill Flyers

Most residents we interviewed (84%) said they receive a City utility bill. Of those, two-thirds (66%) can recall seeing information flyers in the bills. Most of *those* (58%) find the utility bill flyers helpful.

Residents who tend to find the inserts most helpful are between the ages of 50 and 64, women, and frequent City Channel viewers.

Find the Utility Bill Flyers Helpful
As a Percentage of Those Who Remember the Flyers

	% Who Find the Flyers Helpful
All	58%
Aged Less than 50	55%
50 – 64	67%
65 or Older	56%
Female	65%
Male	49%
Watch City Channel at Least Weekly	80%
Watch Monthly	73%
Watch Rarely	55%
Watch Never	48%

"Do you find them helpful?"

General Accessibility of Information from the City

Three-quarters (74%) of the public in St. Petersburg believes "you can easily get the information you need from your city government." Fifteen percent (15%) do not think information is easily available, and 12% do not know.

Following up with those who think information is not easily available or are not sure, most (63%) cannot think of anything else that the City should be doing. The remainder offer a wide variety of comments, summarized below. Full, unedited comments are available following the survey questionnaire behind Tab 2 of this report.

What Else the City Should be Doing to Make Information Easily Available

Not sure/Can't think of anything	63%
Should be more honest/ informative/ open/ less secretive.....	6%
Treat citizens fairly	6%
Make website more user-friendly/ update it	4%
Make more accessible/ easier to understand.....	3%
Provide more help to/ information for citizens	3%
Advertise City channel more	3%
Should be less bureaucracy in City.....	3%
Need more/ better recycling program(s)	2%
Lower taxes/ don't raise utility fees	2%
Other	8%
Refused to say	1%

“What else should they be doing (to make information more easily available)?”

Closing

The survey questionnaire, unedited verbatim comments for the survey's open-ended questions, and cross-tabulated results for a number of population subgroups, are found in the following sections of this report.

Introduction and Screening

Hello, my name is _____ calling from OpinionWorks, an independent research firm. We are conducting a brief survey for the City of St. Petersburg. May I please speak with the youngest adult member of the household who is at home right now?

(If necessary):

S1. Are you at least 18 years old?

Yes

No/Not sure *(Seek another qualifying household resident.)*

(All):

1. Do you live in the City of St. Petersburg?

Yes

No *(Thank and terminate.)*

Not sure/Refused *(Thank and terminate.)*

2. At your home, do have cable, satellite, or broadcast TV? *(If cable or satellite):* What company provides that service? *(If more than one):* Which do you watch most of the time?

Total Cable.....	85%
Cable – Bright House	71%
Cable – Knology	8%
Cable – Verizon	2%
Cable – Unsure of provider	4%
Cable – Other Provider	*%
Total Satellite	4%
Satellite – Direct TV	3%
Satellite – Dish Network	1%
Broadcast	9%
Do not have TV/ Not sure/ Refused	3%

City Channel Awareness and Viewing

3. Are you aware that the City of St. Petersburg has a government access TV channel, sometimes called WSPF or the “city channel?”

Yes, aware

75%

No, not aware/ Not sure *(Skip to Q. 14 or 17.)*.....

25%

(If aware; N=297):

4. Do you recall which channel number on your TV is used by the city channel? (If more than one): Which channel is it on your own TV?

Channel 15.....	13%
Channel 35.....	4%
Channel 615.....	1%
Other channel number (Specify).....	13%
Channel 3.....	1%
Channel 14.....	3%
Channel 16.....	2%
Channel 17.....	2%
Channel 18.....	1%
Other (single responses for other channels).....	3%
Not sure.....	68%

5. You can tell the city channel apart from other government access channels because of the pelican logo in the lower right corner. Have you ever watched the city channel?

Yes.....	69%
No (Skip to Q. 12.).....	29%
Not sure (Skip to Q. 12.).....	3%

(If has watched; N=202):

6. How often do you watch the city channel? (Read list.)

Daily.....	3%
A few times per week.....	18%
A few times per month.....	24%
Rarely.....	48%
Never (Skip to Q. 12.).....	6%
Not sure.....	1%

(If watches more than never; N=188)

7. When you watch the city channel, what programs do you watch? *(DO NOT READ LIST. Allow multiple responses.)*

Meetings/ City Council, etc.....	43%
Feature programs (general)	8%
Code Compliance/ Enforcement	4%
Educational/ Workshops	2%
“This Week in St. Pete”	2%
Bulletin Board.....	1%
Florida News Network.....	1%
News conferences.....	1%
“District by District”	*%
The Florida Channel.....	*%
“It’s Your Business”	*%
Other <i>(single response answers)</i>	4%
None/ Just surf/ Don’t watch programs	19%
Not sure.....	24%

8. Is there anything missing from the city channel that you would especially like to see? *(Open-ended. See verbatim responses at end of questionnaire.)*

Not sure/Can’t think of anything	85%
Mentions something <i>(Specify.)</i>	15%
City plans/ What’s happening in City/ Community events	4%
More information directly from local elected officials.....	2%
Information on government waste/ more open about what’s happening in government.....	2%
More public service info/ Info on quality of City water	2%
Other <i>(single response answers)</i>	6%

9. How do you usually find out about what programs to watch on the city channel? *(DO NOT READ LIST. Allow multiple responses but do not probe.)*

Channel surfing.....	68%
On-screen channel guide	15%
On mailing list for TV schedule	4%
Website	4%
Newspaper	2%
Self/ family member works for City.....	1%
Word of mouth.....	1%
Other <i>(single response answers)</i>	1%
Not sure/Do not find out	8%

10. At what time of day do you usually watch the city channel? (*DO NOT READ LIST. Allow multiple responses but do not probe.*)

6AM to Noon/ Morning	5%
Noon to 5PM/ Afternoon.....	11%
5PM to 11PM/ Evening	68%
11PM to 6AM/ Overnight.....	2%
Watch at various times/ All the time	14%
Not sure.....	5%

11. When you watch the city channel, do you usually watch for (*rotate*): [more than 10 minutes (or) or 10 minutes or less?]

More than 10 minutes	54%
10 minutes or less.....	37%
Not sure.....	10%

(All who are aware of city channel in Q.3; N=297):

12. How did you first become aware of the city channel? (*Open-ended. DO NOT READ LIST.*)

Channel surfing.....	66%
Word of mouth.....	11%
Newspaper	4%
Website	1%
Television/ On-screen guide	1%
Always been aware/ watched it elsewhere	1%
Current/ former City employee	1%
Through Bright House	1%
Needed info from it/ Interested in something on it.....	1%
Other (<i>single response answers</i>)	1%
Not sure.....	12%

13. Would you say that you trust the information on the city channel a great deal, somewhat, not very much, or not at all?

A great deal.....	32%
Somewhat	37%
<i>Total that trust</i>	<i>69%</i>
Not very much.....	5%
Not at all	7%
<i>Total with little/no trust</i>	<i>12%</i>
Not sure.....	18%

(All except Bright House cable customers skip to Q17.)

Bright House Cable

(All with Bright House Cable in Q.2; N=282):

14. Recently the city channel changed location on Bright House Cable to Channel 615. Can you receive Channel 615?

Yes 55%
No..... 31%
Not sure..... 14%

15. Since Bright House moved it from Channel 15 to 615, would you say you watch the city channel (*rotate*): [more, less], or hasn't it made a difference?

Less..... 38%
No difference..... 54%
More..... *%
Not sure..... 8%

16. Did the change to the channel line-up on Bright House require you to upgrade to a new digital cable box so you could watch the programs you wanted, or didn't it require that?

Required upgrade 21%
Did not require upgrade 68%
Not sure..... 11%

Other Issues

(All; N=401):

17. There is a fairly new technology called High Definition TV which requires a special TV set. Do you have a High Definition TV and watch programs in high definition?

Yes 41%
No..... 53%
Not sure..... 6%

18. On the Internet, are you aware of the website run by the City of St. Petersburg, www.stpete.org?

Yes, aware 49%
No, not aware/Not sure (*Auto-code Q. 19 as no and skip to Q.21*)..... 51%

(If aware):

19. Have you ever visited the city website?

Yes 38%
No (*Skip to Q.21.*) 10%
Not aware of website in Q.18 (*Skip to Q.21.*)..... 51%
Not sure (*Skip to Q.21.*) *%

(If yes; N=135):

20. How useful is the information you find there? Very useful, somewhat useful, not very useful, or not useful at all?

Very useful	49%
Somewhat useful.....	40%
<i>Total useful.....</i>	<i>89%</i>
Not very useful	5%
Not useful at all	1%
<i>Total not useful.....</i>	<i>6%</i>
Not sure.....	5%

(All; N=401):

21. Have you ever watched the city government access channel over the Web?

Yes	7%
No (<i>Skip to Q.23.</i>)	92%
Not sure (<i>Skip to Q.23.</i>)	1%

(If yes; N=20):

22. What programs have you watched over the Web? (*DO NOT READ LIST. Allow multiple responses.*)

Meetings/ City Council, etc.....	32%
None/ Just surf/ Don't watch programs	5%
Not sure.....	62%

(All; N=401):

23. Do you receive a city utility bill?

Yes	84%
No (<i>Skip to Q.26.</i>)	14%
Not sure (<i>Skip to Q.26.</i>)	2%

(If yes; N=334):

24. Do you ever see information flyers in the bill?

Yes	66%
No (<i>Skip to Q.26.</i>)	25%
Not sure (<i>Skip to Q.26.</i>)	9%

(If yes; N=217):

25. Do you find them helpful?

Yes	58%
No.....	37%
Not sure.....	6%

(All; N=401):

26. In general, do you feel you can easily get the information you need from your city government?

Yes *(Skip to Q.28 or 29.)*..... 74%
 No..... 15%
 Not sure..... 12%

(If no or not sure; N=103):

27. What else should they be doing? *(Open-ended. See verbatim responses at end of Questionnaire.)*

Should be more honest/ informative/ open/ less secretive..... 6%
 Treat citizens fairly 6%
 Make website more user-friendly/ update it 4%
 Make more accessible/ easier to understand..... 3%
 Provide more help to/ information for citizens 3%
 Advertise City channel more 3%
 Should be less bureaucracy in City 3%
 Need more/ better recycling program(s) 2%
 Lower taxes/ don't raise utility fees 2%
 Other 8%
 Not sure/Can't think of anything 63%
 Refused..... 1%

(If cable in Q.2; N=341):

28. Would you be interested in watching city programs on an “on-demand” channel on your cable service, meaning you could order city meetings and other programs for free and watch them on your own schedule? *(If yes):* Would you be very or only somewhat interested in that?

Yes, very interested 9%
 Yes, somewhat interested..... 24%
 Total Interested 34%
 Not interested..... 61%
 Not sure..... 6%

Classification

(All; N=401):

29. The last few questions are asked to classify the survey only. What is your age? Is it less than 35, 35 to 49, 50 to 64, or 65 or over?

< 35 12%
 35 – 49 39%
 50 – 64 25%
 65+ 20%
 Not sure/ Refused 4%

30. Is English the primary language spoken in your household? (If no): What language is it?

Yes, English 95%
Other language, Other (Specify.) 2%
Not sure/ Refused 3%

31. What is your 5-digit zip code at home? (A complete breakdown of zip codes is within the Cross-Tabulated Results.)

32. What is your race or ethnicity? Is it (randomize): [White, African-American or Black, Hispanic, Asian, Mixed Race], or some other?

White 71%
African-American/Black 15%
Hispanic 3%
Mixed Race 3%
Asian 1%
Other 1%
Not sure/Refused 6%

(By observation):

33. Gender

Female 52%
Male 48%

That's all the questions I have. Thank you for your time. Good bye.

Q7. When you watch the city channel, what programs do you watch? (Responses to "Other")

AWARD CEREMONIES.
BOARD OF ADJUSTMENTS
CARTOONS AND KIDS SHOWS. DOCUMENTARY AND STUFF LIKE THAT.
CODE COMPLIANCE
CODE ENFORCEMENT
CODE ENFORCEMENT STUFF
CODE ENFORCEMENT. BUILDINGS AND THINGS LIKE THAT. WHO GOT SUMMONED FOR NOT TAKING CARE OF THINGS.
CODE VIOLATIONS AND I HAVE FRIENDS ON THE CITY COUNCIL. I HAVE A NEIGHBOR THAT HAS CODE VIOLATIONS. HE HAS VIOLATIONS FOR - YOU NAME IT. HE HAS IT FLYING ITEMS, JUNKET BOATS. YOU NAME IT. I ACTUALLY KIND OF GIVE HIM A LITTLE SLACK BECAUSE I DON'T THINK HE IS ALL THERE.
CODES OR HOUSING STUFF. QUESTIONS ABOUT HOUSING. CODE ENFORCEMENT REGARDING HOUSES
EDUCATIONAL
GOLF
HISTORY AND CODES
LOCAL USF CHANNEL
SCHOOL.
THE GOLDEN GIRL. THE HISTORY CHANNEL. THE COPS TV SHOW.
THE HISTORY. ON THE CITY ITSELF FROM EARLY 1900'S
WORKSHOPS. ANY OF THE SUBJECTS THEY HOLD WORKSHOPS ON.

Q8. Is there anything missing from the city channel that you would especially like to see?

A SIDE FROM A NEW MAYOR AND COUNCIL
ANY NEW ENHANCEMENTS. ANYTHING LIKE THE THING WHEN THE RACE TRIED TO PITCH THEIR PROJECTS. I WANT TO SEE PLANS BEFORE IT HAPPENS. HOW'S THE INVESTIGATION GOING BEFORE IT HAPPENS AND THE SUPER BOWL AND THE OLYMPICS
ANYTHING THAT HAS TO DO WITH CIVIL UNION. I WOULD LIKE TO SEE THAT THERE ARE SOME - ANY PEOPLE FROM THE GOVERNMENT.
BETTER ABILITY TO KNOW WHO THE PEOPLE ARE , VERY POOR GRAPHICS
COMMUNITY ACCESS
COMMUNITY EVENTS. THINGS HAPPENING DURING THE WEEKENDS. TELL US BEFORE HAND
GOVERNMENT WASTE AND KEEP THE CONSUMERS INFORMED ABOUT WATER QUALITY. THINGS THAT ARE WASTEFUL AND WHEN THEY SPEND OUR MONEY ON THINGS WE NEED INSTEAD OF THINGS WE DON'T NEED.
I JUST WANT TO KNOW WHAT IS GOING ON. THAT'S WHY I TURN IT ON EVERY NOW AND THEN.
I WOULD LIKE TO SEE IT BACK ON TV FOR FREE. ON CHANNEL FIFTEEN.
I WOULD LIKE TO SEE SOME RESPONSIBILITY IN THE CITY COUNCIL. I WOULD LIKE TO SEE THEM HOLD THE POSITION THAT THEY HOLD WITH PRIDE. THEY ARE DOING A CRUMMY JOB. THE CITY OF ST PETE. YOU CANT PREACH BUT THEY LET SEVENTEEN THOUSAND HOMO SEXUAL WALK UP AND DOWN THE STREET. I HATE THAT.
I'D LIKE TO SEE MORE ABOUT WHAT THEY PLAN TO DO- LIKE SAFETY STUFF, WHAT THE DEVELOPMENT PLAN IS. WHAT THEY ARE GOING TO DO WITH THE TROPICANA FIELD. ITS NOT THAT THEY DON'T COVER IT, I WOULD JUST LIKE MORE EXTENSIVE COVERAGE
LITTLE BIT MORE FOCUS ON LOCAL BUSINESSES
MAYBE MORE PUBLIC SERVICE INFORMATION. ABOUT PROGRAMS. SOCIAL SERVICE PROGRAMS FOR US CITIZENS
MAYBE MORE THINGS THAT'S GOING ON LIKE EVENTS AND ANNOUNCEMENTS FOR THE UPCOMING EVENTS.
MORE ABOUT CITY WATER. WHAT'S GOING ON WITH THE CITY WATER SYSTEMS - ARE WE RUNNING OUT?
MORE INFORMATION ON GOLF. TOURNAMENT RESULTS ACTIVITIES THAT ARE GOING ON AROUND THE GOLF COURSES
MORE JOB POSTING. INSTEAD OF GOING ON THE INTERNET MAYBE THE CITY COULD HAVE LIKE AN HOUR OF JOB ADS OR SOMETHING.
MORE OF THE WORKSHOPS TELEVISED. ALL GOVERNMENT MEETINGS AND WORKSHOPS TELEVISED

MORE ON THE DIFFERENT CANDIDATES. MORE INFORMATION ON THE ELECTIONS. CITY ELECTIONS TOO
REAL NEWS ABOUT ST PETERSBURG - UNBIASED BY CITY INTERESTS
SERVICE ORGANIZATIONS THAT DO THINGS FOR THE CITY LIKE THE ROTARY, THE PILOT CLUB, HIGH SCHOOL SERVICE ORGANIZATIONS WITHIN THE CITY
SOMETHING WITH THE CRIMINALS. THEY USE TO HAVE ANYONE THAT HAS BEEN ARRESTED FOR DRUG POSSESSION R WHO HAD BEEN ARRESTED AND SEXUAL PREDATORS WHEN EVER I TURN IT ON ITS NEVER ON.
THE MAYOR SHOW UP MORE OFTEN. THAT'S IT
THE PARK. MORE HISTORY. MORE ABOUT THE PARK.
THE TRUTH AND NOT THE PROPAGANDA.
THEY SHOULD BE A LITTLE MORE OPEN LIKE ON THE NEWS . I THINK THEY SHOULD BE MORE OPEN AND ALL THE FACTS ABOUT THE STADIUM AND ALL THE FACTS I THINK THE SUNSHINE LAW SHOULD FIX THAT. .
WHEN YOUR NEIGHBORS ARE GOING TO HAVE A CURB SIDE PICK UP.
WHERE I CAN BUY CHEAP GAS. I KNOW EVERY COUNTY AND TOWN IS DIFFERENT IN THEIR GAS PRICES.

Q9. How do you usually find out about what programs to watch on the city channel? (Responses to "Other")

HUSBAND IS A CITY EMPLOYEE. TELLS ME.
HUSBAND WATCHES IT ALSO
I WORK FOR THE CITY
IF THERE IS AN ISSUE IN THE NEWS AND IT WILL BE ON THAT CHANNEL I WATCH IT
IN THE NEWSPAPER
NEWSPAPER
NEWSPAPER
NEWSPAPER AND RECORDING EVERYTHING MOSTLY ON THURSDAY
ST. PETE TIMES (NEWSPAPER)
WORD OF MOUTH
WORD OF MOUTH

Q12. How did you first become aware of the city channel? (Responses to "Other")

ADVERTISED ON TV
ALWAYS BEEN AWARE BEEN ON CITY COUNCIL
BRIGHT HOUSE
BY THE LOGO IN THE CORNER
I HAVE ALWAYS KNOWN IT IS THERE
I USED TO WORK FOR THEM.
I WORK FOR THE CITY
KNEW ABOUT FROM BRIGHT HOUSE CABLE
LOCAL COMMUNITY
ON SCREEN GUIDE
SAW IT ON A NEWS CHANNEL
SCHOOL
SCHOOL BOARD MEETINGS
TELEVISION
WATCHED IN MANATEE COUNTY
WATER BILLS
WHEN I HAD TO DO JURY DUTY
WORKED FOR THE CITY

Q27. What else should they be doing?

BE MORE ACCESSIBLE. THAT'S IT. WELL, WHEN YOU TRY TO CALL THEM, THEY PUT YOU ON HOLD FOR A HALF HOUR. I USUALLY HANG UP BY THAT POINT.

BE MORE INFORMATIVE INSTEAD OF SO SECRETIVE.

GET RID OF RICK BAKER AND START OVER. IF YOU DON'T LIVE IN MID TOWN YOU DON'T GET ANYTHING AND THAT HAS BEEN HIS JURISDICTION AND IT'S ALL HE CARES ABOUT IS MID TOWN HELPING PEOPLE MORE. I THINK, AS FAR AS MYSELF I NEED SOME HELP FOR SOME MEDICAL STUFF AND NO ONE SEEMS TO WANT TO HELP. THEY JUST KEEP GIVING ME THE RUN AROUND.

HOW ABOUT OBEYING THE LAW. THEY PUT LIENS ON PEOPLES HOUSES AND THAT IS AGAINST THE LAW. AND WE DON'T GET A DAY IN COURT.

I DON'T REALLY KNOW CAUSE I DON'T REALLY WATCH

I DON'T THINK THE WEBSITE IS VERY USER FRIENDLY. MOST THE TIME YOU HAVE TO FOLLOW UP WITH A CALL TO THE CITY.

I LEAVE IT ALONE. I DON'T KNOW HOW TO DO ALL THAT . I PAY MY BILL AND THAT'S IT. I DON'T TALK TO NOBODY I DON'T WANT ANYBODY TO BOTHER ME

I THINK ALL THE FACTS THAT THEY ARE HIDING. I THINK THEY SHOULD ALL BE BROUGHT OUT IN THE OPEN. THERE ARE ONLY ABOUT FIVE IN A HALF OF THEIR WORK HERE IN ST.. PETE AND I THINK THEY SHOULD MOVE THAT'S IT.

I THINK THEY SHOULD BE HELPING THE PEOPLE. LISTENING TO THE PEOPLE. MORE ABOUT PROBLEMS GOING ON IN THE COUNTRY. ITS HARD TO LIVE. ITS HARD TO MAKE ENDS MEET.

I WISH THEY WERE NOT TRYING TO BUILD AN EXPENSIVE STADIUM. I THINK THEY SHOULD BE VERY CAUTIOUS OF THEIR SPENDING

I WOULD SAY TARGET THEIR COMMUNICATION ON OTHER CHANNELS. ADVERTISE LIKE COCA COLA. I'M SATISFIED LIVING HERE. MAYBE RECYCLING PLASTIC. MAYBE DOING MORE LIKE A RECYCLING PROGRAM. I THINK THE PROGRAMS, THE CONVENIENCES ESPECIALLY THE BUS IS TERRIFIC. YOU CAN GET ANYWHERE WITH JUST WALKING A BLOCK. I'M FROM CHICAGO AND THEY DO RECYCLING PROGRAMS FOR PLASTIC, ALUMINUM, NEWSPAPER. I THINK IT WOULD HELP AN AWFUL LOT.

IM VERY UPSET WITH THE CITY GOVERNMENT SO WE WILL NOT DISCUSS THAT INFORMATION THAT WOULD BE A BIG HELP FOR OLD PEOPLE WOULD BE A GOOD IDEA. IF THEY KNOW WHERE THE SHOPS ARE, THE NEW SHOPS OR CONVENIENCES OR THE SUPERMARKETS THAT HAVE LOWER PRICES OR ARE HAVING SALES. WE JUST DON'T KNOW THAT INFORMATION.

IT IS A LOT OF THINGS. I DON'T KNOW IF ITS THE CITY GOVERNMENT TO HELP SINGLE PARENTS OUT AND TO TAKE A LOOK AT THE GOVERNMENT PROGRAM FOR BENEFITS AND THEIR HELPING OUT WRONG PEOPLE. ITS A LOT OF ISSUES WITH GOVERNMENT

IT NEEDS TO BE IN THE NEWSPAPER

LESS BUREAUCRACY. NEED TO MAKE IT EASIER TO ENGAGE WITH THEM FOR STUFF LIKE BUILDING PERMITS.

LISTENING TO HOME OWNERS. CODE VIOLATIONS FOR COMPANIES AND INDIVIDUALS, THEY GIVE THEM MONTHS OR YEARS TO CORRECT THE PROBLEM

LORD ONLY KNOWS WHAT THEY SHOULD BE DOING. THE GOVERNMENT IS SUPPOSED TO BE WORKING ON MY HOUSE. THE CITY PUT A ROOF ON AND THE TEAM AND THEY DID A HALF ASS JOB AND THEY COVERED MY WINDOW SHUT SO I CANT LET AIR IN.

LOW END UTILITY BILLS, I DON'T FEEL LIKE THAT IN TODAY'S TIME THEY NED TO RAISE THE BILLS ANY. PEOPLE ARE HAVING TO DECIDE BETWEEN THEIR MEDICINE AND THEIR FOOD.

LOWER TAXES. REDUCE OUR TAXES

MAKE IT EASIER FOR PEOPLE TO RECEIVE WHAT'S GOING ON IN AN EASIER LANGUAGE. A LOT OF THE TIMES THE WAY THAT IT IS WRITTEN IS HARD TO UNDERSTAND

MAKE PEOPLE AWARE OF THE CHANNEL. IT USED TO BE IN THE LOW NUMBER. SKIP OVER THEM IF THEIR IS SOMETHING INTERESTING. YOU STOP AND WATCH. I THINK I HAVE WATCHED A FEW OF THE LEGISLATORS

MAKING THINGS SIMPLER ON THEIR WEBSITE. GO TO THE WEBSITE AND SEE ITS CLUTTER. IT HAS SO MUCH INFORMATION. ITS REDUNDANT. YOU HAVE SOMETHING ON THIS SITE AND YOU CLICK ON SOMETHING AND IT SAYS THE SAME THING, IN OTHER WORDS, IT KEEPS REPEATING ITSELF ABOUT THE SAME THING.

MORE RECYCLING PROGRAMS. MORE OF A RELAY OF RECYCLING THINGS. MORE OF A VARIETY OF THINGS LIKE ALUMINUM CANS PAPER, BOXES MILK CARTONS, EGG CARTONS, WOOD THINGS

MORE UP FRONT. NO I WON'T CLARIFY THAT

NEED A PERMIT ON HOT TUB

NOTHING REALLY .

OPEN MEETINGS. EMPLOYEES SHOULD HAVE RESUMES PUBLISHED IN THE NEWSPAPERS

PROTECTING THEIR CITIZENS NOT THE CRIMINALS. PROTECTING THE VICTIMS RIGHTS.
RETURNING MY CALLS WOULD BE NICE. I MADE A REQUEST ONCE TO FIND OUT WHERE THEY DID A
SHREDDING PROJECT - SHREDDING PEOPLE DOCUMENTS TO PREVENT IDENTITY THEFT. THAT'S ALL
STOP MAKING SECRET DEALS WITH BIG COMPANIES AND NOT TELL THE PEOPLE ABOUT IT TELL AFTER
THEY APPROVED IT
SUPPORTING THE GOVERNMENT ON DEPORTING ILLEGAL ALIENS. NO, I JUST FEEL LIKE THE CITY
PROBABLY IS NOT ACTIVELY PURSUING THAT. JUST AN OPINION NOT BASED ON FACTS.
THE CITY IS ARROGANT DEALING WITH. THEIR OFFICIALS ARE RIDICULOUS. THE CODE ENFORCEMENT
IS OUT OF CONTROL. NOPE THAT'S ALL
THEY BELONG IN JAIL BECAUSE THEY ARE CRIMINALS AND THEY MANIPULATE THE SYSTEM. CONSENT
AGENDA.
THEY COULD HAVE BETTER RIDING ON THERE STREETS. WELL STATE PARKWAY
THEY GOT TO PAY ATTENTION TO THE LITTLE PEOPLE. I TRIED TO CALL CODE AND I GUESS HE WAS A
MOVIE STAR CAUSE HE NEVER ANSWERED. THE LANDLORD NEXT TO MY PLACE CUT DOWN MY STUFF
INSTEAD OF MY NEXT DOOR NEIGHBOR. I HAD TO TELL THE MORONS WERE TO CUT. THEY PLAIN OUT
TREAT US BAD. I DON'T LIKE THEM. NO.
THEY SHOULD BE MORE RECEPTIVE TO THEIR CITIZENS AND THE BASIC NEEDS OF THE CITY. THAT'S IT
THEY SHOULD DO WHAT THEY SAY THEY DO WHICH THEY DON'T SEEM TO DO. LIKE IF YOU TRY TO GET
A PERMIT FOR A SHED FOR YOUR YARD - GOOD LUCK.
THEY SHOULD NOT BE CLOSING THE PLACE WHERE YOU TAKE TO PAY YOUR BILLS.
UPDATE THE WEBSITE. THE INFORMATION IS ACCURATE JUST OUT OF DATE. UPDATE IT MORE
FREQUENTLY
WELL FIRST OF ALL THE NUMBERS ON THE WEBSITE - YOU NEED TO BE MUCH MORE SPECIFIC.

Q30. Is English the primary language spoken in your household? (Response to "Other Language, Other")

ALBANIA
REFUSED
SERBIAN
VIETNAMESE