

METROEAST COMMUNITY TELEVISION

COMMUNITY NEEDS STUDY

JULY, 2006

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INTRODUCTION

This research was conducted for **MetroEast Community Television (MetroEast)** so that programming can be responsive to the community they serve. The report represents the tenth execution of the Community Needs survey undertaken for MetroEast to track local community needs.

The project was conducted by **Market Decisions Corporation (MDC)**, an independent and impartial research organization headquartered in Portland, Oregon.

OBJECTIVES

Responding to the above directive, the survey assesses the nature, degree and scope of special needs, interests and concerns of the residents of the MetroEast service area. Specifically, the survey was designed to:

- Define the major concerns of cable subscribers based on their perceptions; and
- Query for community needs and for information that can be used in L.O. programming produced by Multnomah Community Television.

Results of this tenth survey are compared to prior Community Needs Survey results where appropriate.

STUDY METHODOLOGY

All interviews were administered by Market Decisions' trained interviewers from MDC's in-house telephone facility in Portland, Oregon. All interviews in this wave of fielding were conducted in June and July 2006. A total of two hundred (200) interviews were completed in the current wave; this sample size yields a maximum sampling variability of $\pm 6.9\%$ at the 95% confidence level.

The sample was drawn from a list of cable subscribers who are residents of the area served by MetroEast. The sample was obtained through a reputable telephone sampling vendor.

Additional information about the research design is presented in Appendix A of this report.

REPORTING FORMAT

This report is presented in Market Decisions Corporation's summary format, and consists of two primary sections: the Study Findings and the Appendices. Section titles and brief descriptions of section contents appear below.

The **STUDY FINDINGS** section is the body of the report and presents an analysis of the research findings. It is divided into these subsections:

- East County Issues and Resident Interests; and,
- MetroEast Programming Service to the Community.

The study **APPENDIX A** contains the research design and the questionnaire. The computer cross-tabulations were delivered under a separate cover. These tabulations have been furnished to enable a more detailed understanding of each question, and are considered an integral part of the reporting process.

Do not hesitate to contact your Market Decisions Corporation Account Executive for assistance in interpreting these findings, or to request additional services.

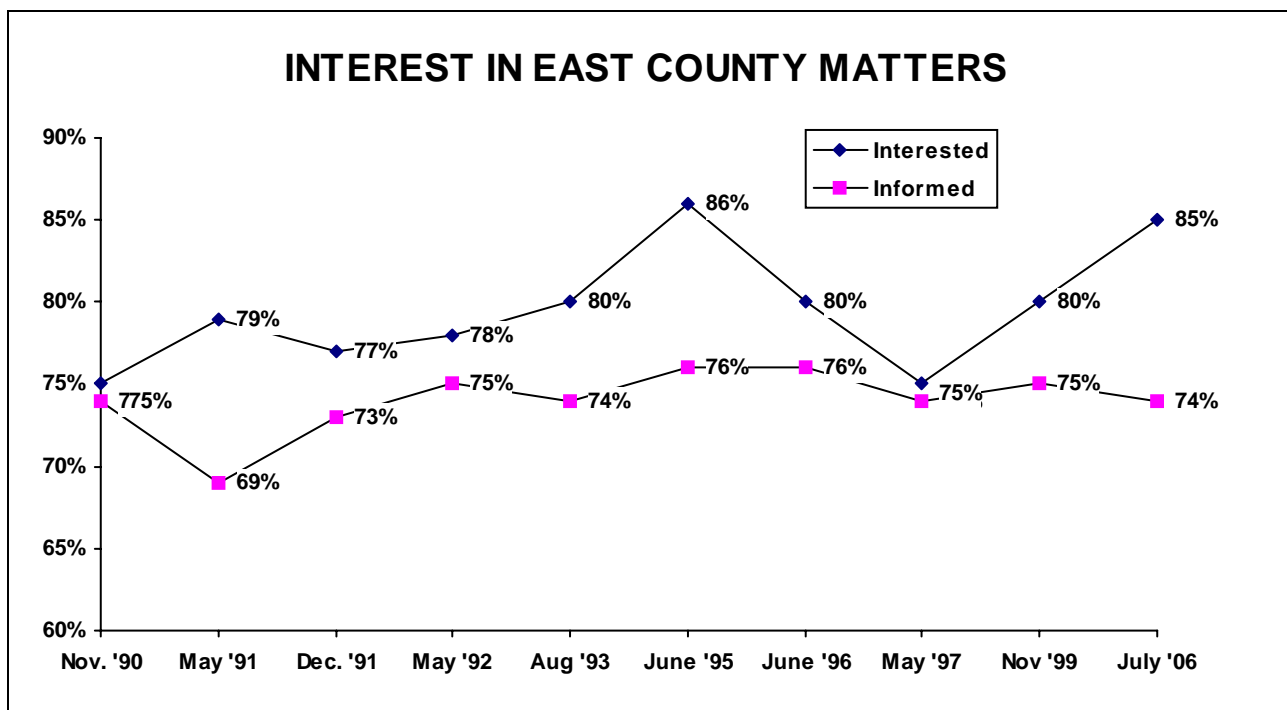
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EAST COUNTY ISSUES & RESIDENT INTERESTS

Awareness and Interest in Community Affairs

Awareness and interest in East County affairs were initially measured with two questions. The first question measures the degree to which residents of East Multnomah County feel *informed* about community issues. The second question measures their *interest* in issues impacting the county. From these responses, a group of "highly interested" residents were identified; and the views of this group were related to other information gathered in the study.

The following chart tracks the percent of residents "somewhat" or "very interested" in East County matters as well as the percent who feel they are "somewhat" or "very well informed."



While residents' "feelings of being informed" have remained relatively unchanged, they appear slightly more interested in East County affairs for July 2006 (85%) when compared to November 1999 (80%). This continues a trend of rising interest since May 1997 (75%).

- Respondents in the 18 to 44 age category were significantly less likely to rate themselves “very well” informed about local issues than older respondents. Only four percent (4%) of respondents between 18 and 44 years of age gave this rating, compared to seventeen percent (17%) of respondents over 44 years old.
- Those who have watched MetroEast programming in the last six months express higher interest in East County events and issues. Over nine in ten (95%) respondents who have watched MetroEast are interested in East County events and issues compared with three in four (76%) who have not watched MetroEast in the past six months.

Issues of Interest

Respondents were asked to name the two or three most important issues facing residents of East Multnomah County, and then they were asked what issues are important to them personally. These “top of mind” responses identify areas of high interest among residents. In 2006, “school quality,” “taxes,” “growth,” “crime,” and “traffic problems” are the five issues receiving the most mentions.

“School quality” and “high taxes” were mentioned significantly more often in 2006 than in 1999 as issues of importance to *all East County residents*, as were “health care” and “jobs/unemployment.”

Fewer respondents are concerned about how “school quality,” “growth,” and “crime” affect *them personally*, but show about as much personal concern for “high taxes” and “traffic problems.”

“Property taxes” were mentioned significantly more often in 2006 than in 1999 as an issue of *personal* importance.

MAJOR EAST COUNTY ISSUES (UNAIDED)				
	For All Residents (2006: n=200)	For All Residents (1999: n=204)	For Me Personally (2006: n=200)	For Me Personally (1999: n=204)
School quality (extracurricular/ bussing, etc.)	38%	27%	18%	15%
High taxes (in general)	22	10	20	15
Too many new buildings/ growth/overpopulation	22	25	16	15
Crime	20	26	12	14
Traffic problems	16	23	16	16
Drugs/gangs	10	5	4	2
Health care	6	1	7	5
Jobs/unemployment	6	1	4	1
Property taxes	5	3	6	1
Judicial system	5	2	2	1
Multnomah County Itax	5	--	3	--
Housing costs (high rent)	4	4	4	7
Social issues (homeless/welfare)	4	2	4	3
Government spending (overspending)	4	2	1	<1
Immigration	4	1	4	1
Poor distribution of funds	4	--	2	--
Local govt. not working optimally	4	--	4	--
Community values (morality)	2	4	3	4
All other issues (<i>see next page</i>)	26	21	22	12
None/don't know	14	22	19	29

**Shaded cells indicate significantly higher percentage than in comparison year.*

Other Issues

(Mentioned by less than 3% of respondents for both questions)

- 1) Lack of emergency services
- 2) School/public education funding
- 3) Abuse of authority (public officials, police)
- 4) Land use restrictions
- 5) Road quality
- 6) Environmental issues
- 7) Funding for services
- 8) Gambling establishments
- 9) Public transportation
- 10) Gasoline prices/taxes
- 11) High cost of living
- 12) Property values

Several subgroups within the sample mention certain issues facing *all residents* more frequently than other groups:

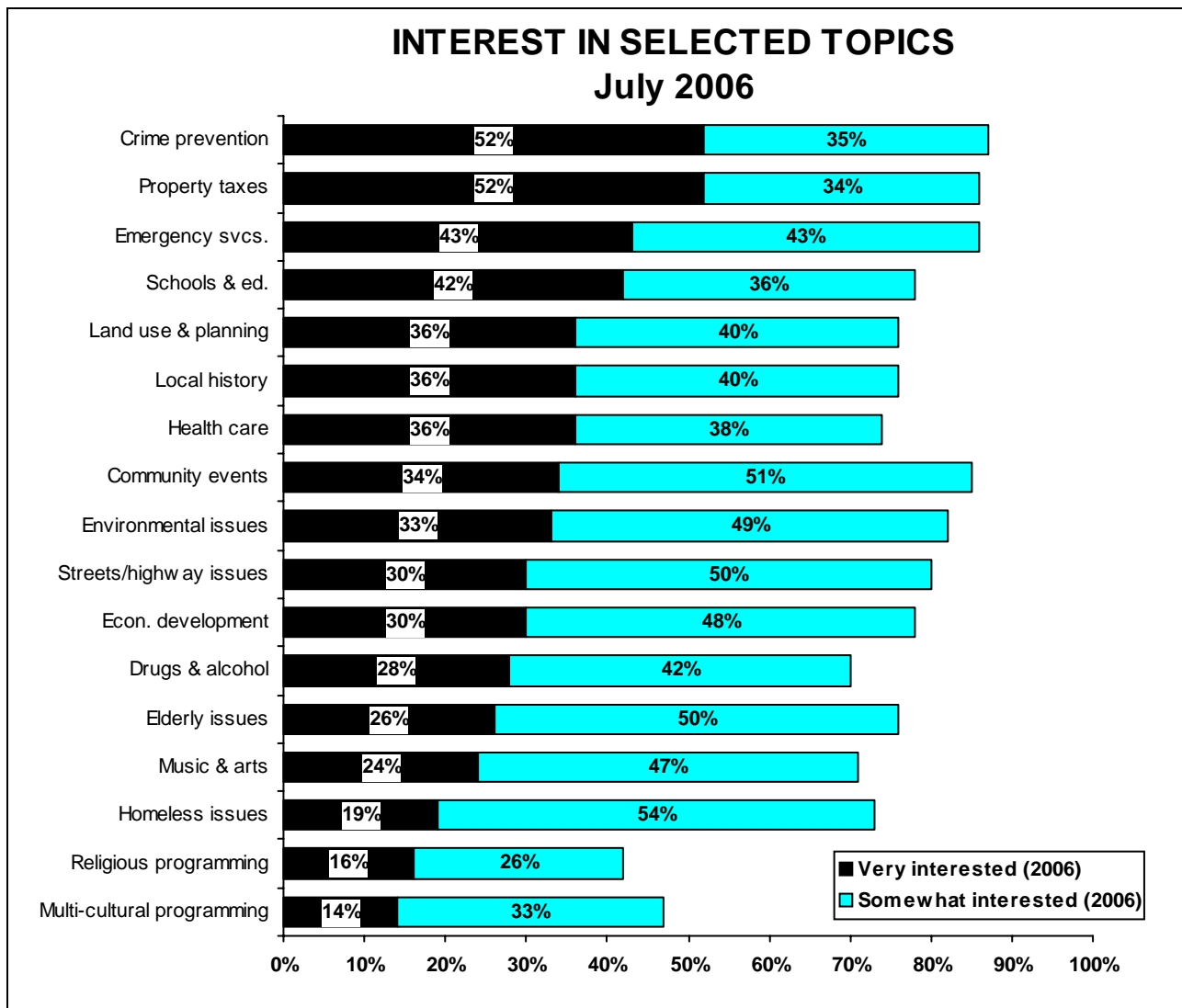
- Those with annual incomes over \$75,000 are more concerned about “growth” and “high taxes” than other income groups.
- Respondents with children in the household are more concerned about school quality than those with no children at home.

Similarly, certain segments within the sample mention some issues facing *them personally* more frequently than other groups:

- Those with annual incomes over \$75,000 are more concerned about “high taxes” than other income groups, as are those with no children in the home.
- Respondents with children in the household are more concerned about “school quality” than those with no children at home. The same is true for those under the age of 45.
- Women are nearly three times as likely as men to mention “crime” as a personal concern.
- Those over the age of 44 are more likely than younger respondents to be personally concerned about “health care.” Respondents with incomes under \$45,000 are also more likely to express concern about “health care.”

Importance of community issues was also measured using an "aided" technique. Respondents were asked to rate seventeen (17) topics, indicating their level of interest on a four-point scale from "very interested" (4) to "not at all interested" (1).

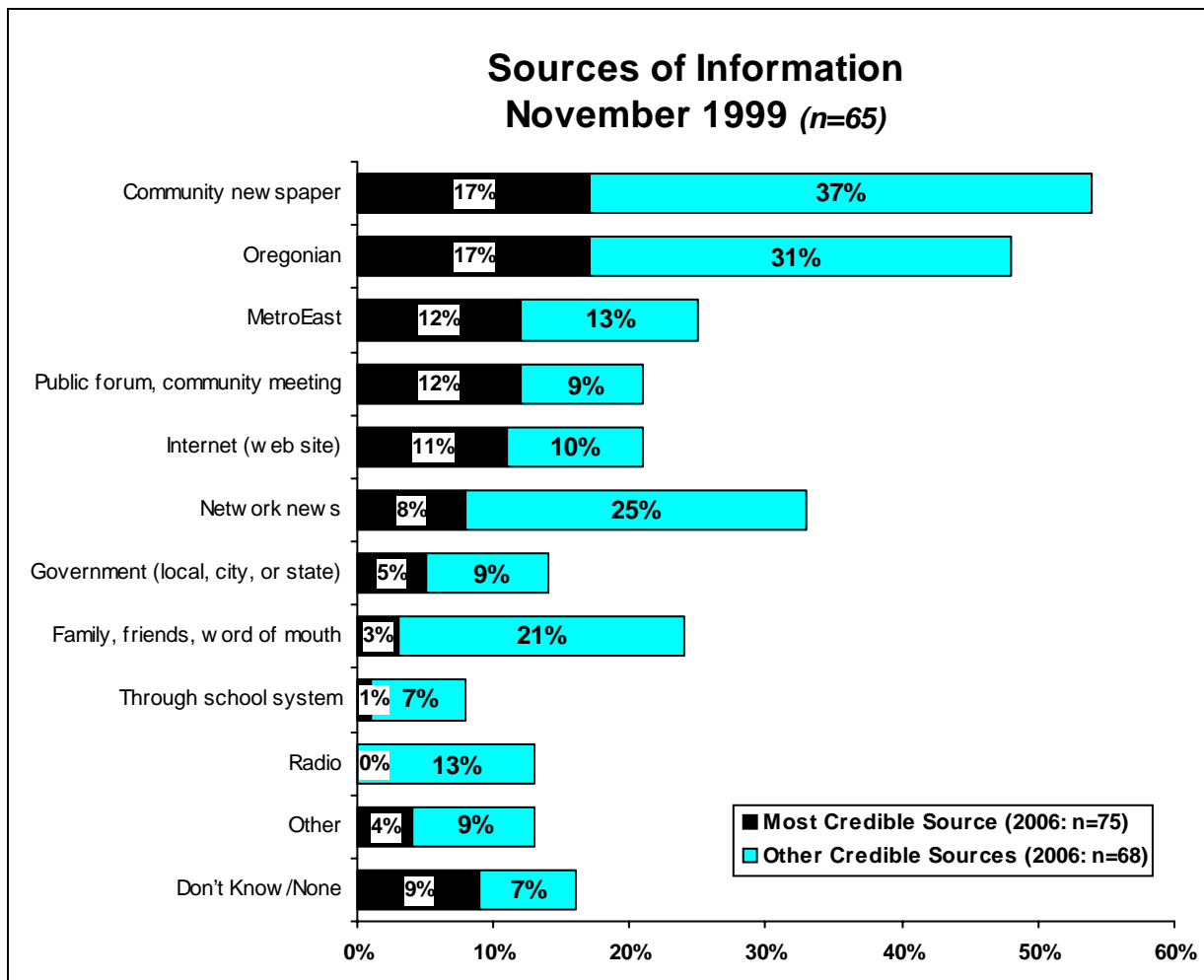
Among aided issues, "crime prevention," "property taxes," "emergency services," and "schools and public education" remain of greatest interest to East Multnomah County residents. Ratings for all issues have remained remarkably consistent over time. For July 2006, "crime prevention" and "property taxes" are still the topics residents are most interested in, with about half (52%) "very interested" in each. The following graph displays each topic's rank ordered by the percent "very interested."



One in six (16%) indicate interest in a topic not listed. Of those 31 respondents, 23% each report interest in "local government issues," "community outreach/involvement," and "sports/recreational activities." Other topics mentioned by more than one person include "police/crime" (13%), "environmental issues" (10%), "health care" (6%), and "community health/safety" (6%).

Sources of Information

Respondents were asked if they seek out information on local political or community events. Thirty-eight percent (38%) do so. That group was also asked where they found the most credible information on local political and community events, and what other sources they have for credible information. The results are presented in the graph below, ordered by “most credible source.”



“Community newspapers” and “The Oregonian” are still the top mentions for credible sources of information, though selected slightly less often than in 1999. Additionally, one in three (33%) respondents mention “network news” as a source of credible information. However, only eight percent (8%) list it as their “most credible source.”

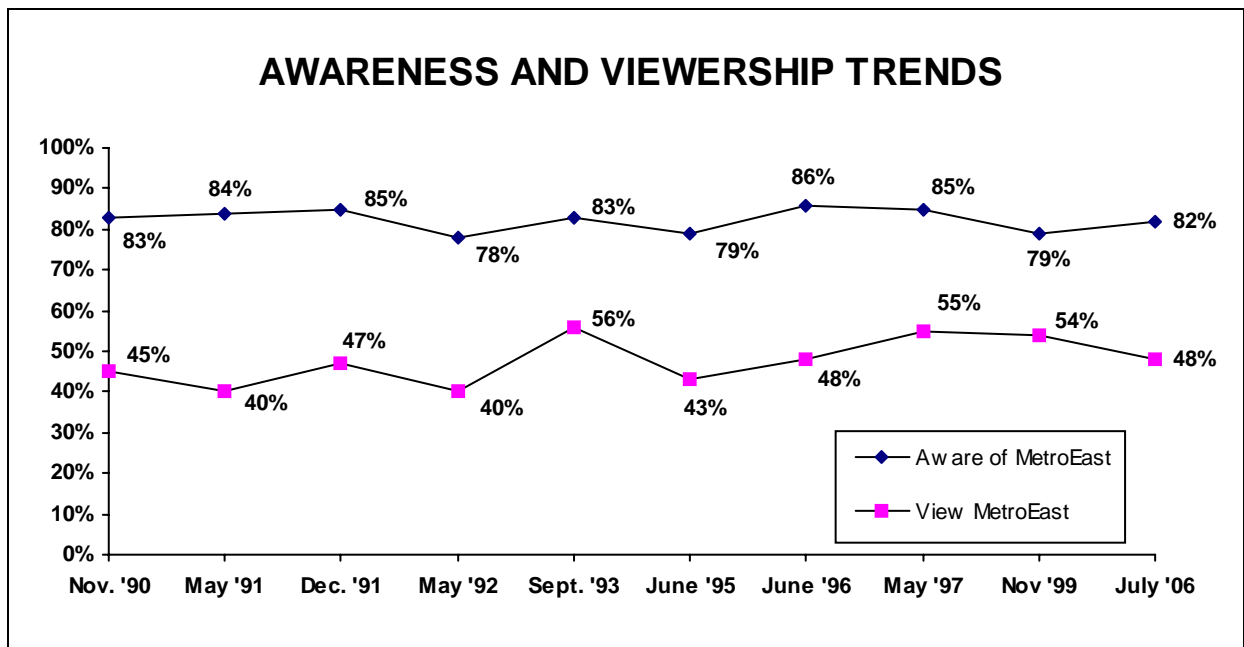
- MetroEast is mentioned slightly (but not significantly) more often in 2006 as the single most credible source of information (12% vs. 9% in 1999).
- The Internet is the only response mentioned significantly more often in 2006. One in five (21%) say it is a credible source compared with only 2% in 1999.

PROGRAMMING SERVICE TO THE COMMUNITY

MetroEast Awareness and Viewership

Three factors were measured in order to evaluate residents' MetroEast "awareness." Respondents were asked if they are aware that MetroEast Community Television (or MCTV) provides local programming on cable, providing a measure of residents who have heard of MetroEast. This was followed by a question about the current name of this community television station, and respondents were then asked if they have watched MetroEast/MCTV in the past six months.

The graph below presents awareness and viewership levels for all ten studies.



Over eight in ten (82%) Comcast subscribers are aware of MetroEast; slightly higher than the measurement in 1999.

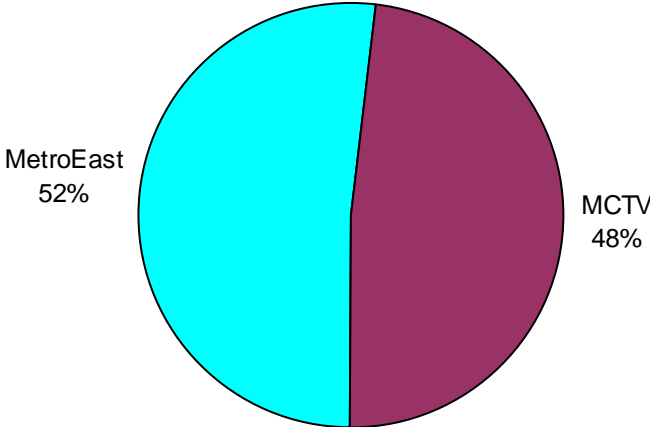
- Respondents with an income over \$45,000 are more aware of MetroEast (86%) than those with lower incomes (66%).

Current MetroEast viewership (48%) is down slightly from Nov 1999 (54%).

- Respondents with an income over \$75,000 are more likely to have watched MetroEast programming in the past 6 months (58%) than those with incomes under \$45,000 (36%).
- Those who expressed low/no interest in issues affecting East Multnomah County are less likely to have viewed MetroEast programming (17% vs. 54% for those "very" or "somewhat" interested).

With the recent change in name from Multnomah Community Television (MCTV) to MetroEast Community Television, the current survey was modified to inquire about residents' knowledge of the new name. Respondents are split on their perceptions of the current name of the community television station, with roughly half (48%) selecting the old name, and half (52%) selecting MetroEast.

PERCIEVED CURRENT NAME OF COMMUNITY TELEVISION STATION (n=200)



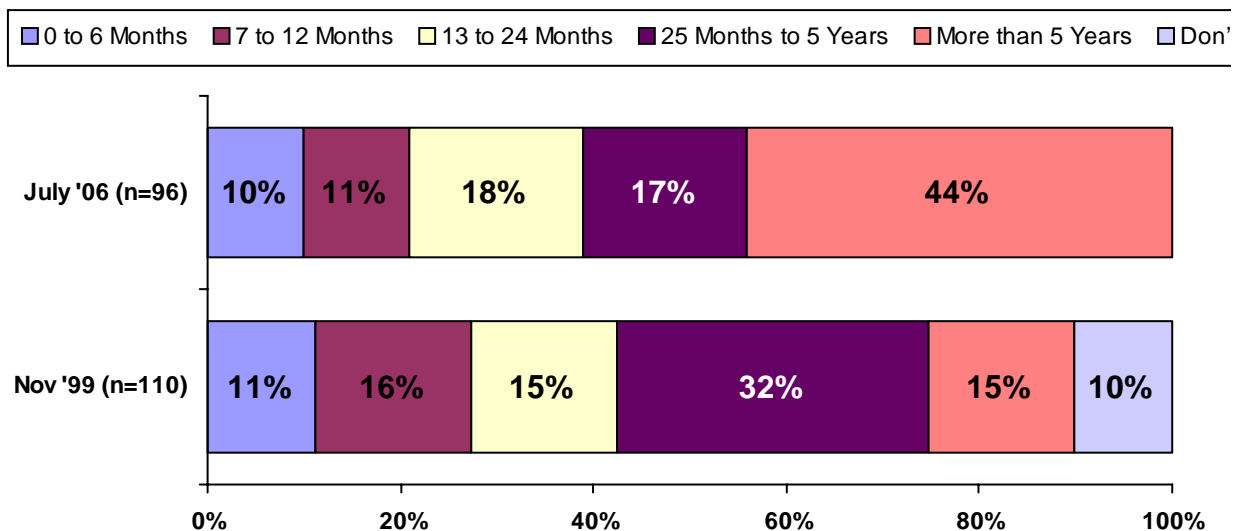
Viewer Satisfaction and Habits

Most viewers were satisfied with the quality of the programs that they watched on MetroEast. Of the ninety-six people (96) who have watched MetroEast in the past six months, seventeen percent (17%) are “very” satisfied, and eighty-one percent (81%) are either “very” or “somewhat” satisfied.

Viewers most commonly watch MetroEast from 6:00pm to 9:00pm, with two in three viewers (66%) reporting that they watch during this time period. An additional one in four (27%) watch from 9:00pm to midnight, and three in ten (30%) watch from noon to 6:00pm. Only one in six (17%) report viewing during morning hours (from midnight to noon). Seven percent (7%) say that they do not watch MetroEast at any particular time.

There are more long-time viewers of community television in East Multnomah County than ever before. As shown in the graph below, more than four in ten (44%) of MetroEast viewers have been watching for more than five years, a significant increase since 1999.

LENGTH OF TIME VIEWERS HAVE BEEN WATCHING METROEAST



Only one in ten (10%) have been watching for six months or less. The median length of viewership is 47.5 months, compared to 27.5 months in 1999.

MetroEast Programming Information

MetroEast viewers were asked how they learned about the programming available on MetroEast, in order to help identify the most effective channels for communicating programming information. The responses are presented in the table below and compared to findings from previous Community Needs surveys.

METROEAST PROGRAMMING INFORMATION SOURCES										
(MetroEast Viewers)	Jul 06 (96)	Nov 99 (110)	May 97 (110)	Jun 96 (96)	Jun 95 (87)	Sept 93 (111)	May 92 (81)	Dec 91 (93)	May 91 (81)	Nov 90 (181)
Flip through the channels	54%	45%	56%	54%	60%	58%	40%	31%	32%	42%
"On screen" program guide	42	25	34	32	28	32	36	33	33	27
Family; friends; word-of-mouth	10	3	5	5	9	5	4	6	3	6
Oregonian's TV Click	9	11	12	9	18	17	2	9	4	6
Internet/web site	6									
MetroEast newsletter/monthly program guide	3	--	--	2	1	4	4	1	4	1
Local newspaper	2	2								
TV Host Magazine	1	19	13	17	16	24	28	22	32	23
School notices	--	2								
Other sources	6	5	5	6	6	1	7	13	5	8
Don't recall	5	7	3	2	2	2	2	4	3	9

"Channel surfing" remains the most popular method of programming knowledge, though the "on screen program guide" has gained a significant percentage of users since 1999 (42% in 2006 vs. 25% in 1999).

"Word of mouth" is also a more popular vehicle for programming knowledge (10% in 2006 vs. 3% in 1999), and "the Internet" was mentioned in sufficient numbers (6%) to warrant a separate code for the first time in 2006.

- Respondents with incomes over \$75,000 are more likely to use "onscreen guides" than those with incomes under \$45,000 (51% vs. 22%, respectively).

Programming of Interest

Respondents were asked which MetroEast programs they watch and what programs they would like to see.

METROEAST PROGRAMMING VIEWED AND SUGGESTED				
	MetroEast Programs Viewed (2006: n=96)	MetroEast Programs Viewed (1999: n=110)	Suggested Programming (1999: n=200)	Suggested Programming (1999: n=204)
Government meetings	61%	39%	8%	3%
Community issues	31	31	12	6
Arts & entertainment	12	18	4	6
Educational	6	11	1	10
Religious/inspirational	6	9	2	1
Political opinions/discussions	4		1	
Sports/health/fitness	3	4	2	--
Youth programming (K-12)	3	2	2	4
Multi-cultural programming	2	5	1	1
History	2		2	
Environmental issues	1	7	<1	3
School related issues	1	5	5	3
Current affairs/local news	1	2	4	1
Better produced/quality shows	--		2	
Alternative news sources	--		2	
Senior issues	--	3	--	--
Family entertainment	--	--	<1	3
Other	7	6	6	7
Don't know	11	18	62	63

**Shaded cells indicate significantly higher percentage than in comparison year.*

As in 1999, "government meetings" and "community issues" are the most-frequently watched MetroEast program types. In fact, "government meetings" are mentioned even more often in 2006 (61%) than in 1999 (39%).

- College graduates are significantly more likely to watch “government meetings” than those without a degree. Three in four college graduates (74%) watched government meetings, while only half of those without degrees (53%) did so.
- Similarly, those expressing interest in East Multnomah County issues are more likely to watch “government meetings” (64%) than those little or no interest (20%).

Though a majority of respondents (69%) have no suggestions for new types of programming, “community issues” (12%) and “government meetings” (8%) receive more mentions than any other topic. This represents a significant change from 1999 findings, when “educational” programming topped the list at 10%.

- Respondents who are “very interested” East Multnomah County issues are more likely to desire an increase in “community issues” programming (20%) than those little or no interest (3%).
- Those who have watched MetroEast in the past six months are also more likely to want more “government meeting” programming (12% vs. 3% for non-viewers).

Only one in twenty-five (4%) viewers have ever called into a MetroEast program, down from 5% in 1999.

In 1999, in addition to being asked what programs they watch on MetroEast, viewers were asked what types of *non-MetroEast* programs they watch on television. In 2006, both viewers and non-viewers were asked about non-MetroEast programming. The results are presented in the table below.

NON-METROEAST PROGRAMMING VIEWED			
	MetroEast Non-viewers 2006: n=104	MetroEast Viewers 2006: n=96	MetroEast Viewers 1999: n=110
News	51%	42%	42%
Prime-time dramas	32	41	16
Educational (Discovery channel, Learning channel)	24	32	25
History (History channel)	12	24	14
Sports	25	21	26
Comedy (Sitcoms)	19	20	19
Movies	19	15	22
News magazines (20/20, 60 Minutes)	6	11	7
PBS (OPB)	9	10	6
Reality shows	10	9	
Entertainment (arts, music, etc.)	14	6	3
Documentary	2	5	3
Gardening/home improvement	6	4	
Talk shows	4	4	4
Game shows	2	3	8
A&E Biography	1	3	8
Network television	1	2	
Travel & adventure	--	1	5
Science (Science channel)	--	--	2
Don't know	2	2	18

**Shaded cells indicate significantly higher percentage than in comparison year.*

- Men are significantly more likely to mention watching sports programs than are women. Over a third (36%) of male respondents mentioned sports programming, while just over one in ten (13%) females mentioned watching sports.
- Women are more likely to watch prime-time dramas (43%) than are men (27%), and also more likely to watch home and gardening shows (8% vs. 1%).
- College graduates are more likely to watch educational programming (37%) compared to non-graduates (22%). Non-graduates are more likely to watch comedy programming (27%) than are college graduates (8%).
- Those with incomes under \$45,000 are more likely to report watching movies (28%) than those with incomes over \$75,000 (12%)
- Respondents under the age of 45 are more likely to watch “entertainment and culture” programming (19% vs. 7% of those 45 or older), as are those with incomes under \$45,000 (18% vs. 5% for those with incomes from \$45,000 to \$75,000).

Usage and Awareness of Video Equipment, Studio, and Broadcast Services

Five people (2% of respondents) have used MetroEast's video equipment, studio, or broadcast services.

- Two learned how to use the equipment, and two announced or promoted a program.
- Three of the five (60%) found out about them because someone at MetroEast approached them. Two also mentioned finding out via MetroEast programming, and one mentioned word of mouth.

One in seven (14%) of all respondents know somebody who uses the video equipment, studio, or broadcast services.

On the following two pages, the demographic profiles of MetroEast viewers are compared to the general population of cable subscribers.

RESPONDENT PROFILES		
	Total (n=200)	MetroEast Viewers (n=96)
AGE		
18 - 24	2%	1%
25 - 34	8	4
35 - 44	17	19
45 - 54	31	38
55 - 64	22	19
65 and over	18	19
Refused	1	1
Median Age	52.3	51.8
INCOME		
Under \$20,000	7%	8%
\$20,000 - \$34,999	11	5
\$35,000 - \$54,999	21	23
\$55,000 - \$74,999	17	14
\$75,000 and above	32	39
Refused	12	11
Median Income**	\$61,176	\$66,538
GENDER		
Male	42%	48%
Female	58	52

Note: Some totals may not equal exactly 100% due to accumulated rounding error.

**Median income is significantly higher than in 1999 (\$42,800 for the total sample, and \$43,100 for MetroEast viewers)

RESPONDENT PROFILES		
	Total (n=200)	MetroEast Viewers (n=96)
HIGHEST LEVEL OF EDUCATION COMPLETED		
Less than high school graduate	2%	1%
High school graduate	24	20
Some college	36	39
College graduate	25	25
Post graduate work or degree	13	16
NUMBER IN HOUSEHOLD		
One	14%	16%
Two	38	39
Three	22	21
Four	15	15
Five	6	5
Six or More	5	4
Median Household Size	2.94	2.88
NUMBER OF CHILDREN (Among 2 Person+ Households)		
None	63%	69%
One	13	5
Two	16	20
Three	4	2
Four or more	4	4
Median Number Per Household (among respondents with children)	2.32	2.53

Note: Total percentages may not equal exactly 100% due to rounding error.

APPENDIX A
Research Design

RESEARCH DESIGN

The research undertaken by Market Decisions Corporation (MDC) for MetroEast Community Television (MetroEast) was specifically designed to fulfill the objectives stated in the Introduction of this report. The elements of this design are presented in detail below.

Study Methodology

All interviews were administered by MDC-trained interviewers from Market Decisions' in-house telephone facility in Portland, Oregon. Interviews were conducted in June and July 2006. In general, all procedures from the previous studies were replicated in this execution.

Sample Frame

The sample frame was a list of cable subscriber phone numbers within zip codes serviced by MetroEast, furnished by a telephone sample vendor. An interval selection was taken from the list to define the households to be contacted in order to produce a representative sample reflecting the opinions of East County Paragon subscribers.

Sample Screeners

The initial questions in the survey ensured that respondents were 18 years and older, a head of their household and a current subscriber to Comcast Cable TV.

A quota target of an equal number of men and women was established.

Questionnaire Design

The content of the study questionnaire was cooperatively designed by Market Decisions Corporation and MetroEast Community Television. The questionnaire was based on the initial version, and the changes made have been in response to changing circumstances in the market and viewers' options.

Sampling Variability

When a sample (a portion of a population) is the audience for a study rather than a census (the entire population), the findings are subject to uncertainty. The amount of uncertainty is called the sampling variability or sampling error. This variability can be calculated, and depends on the sample size and confidence level.

The confidence level can be arbitrarily set at any figure, but 95% is the convention for most market research. The 95% confidence level means that if a study were replicated one hundred times using different groups (samples) of respondents, in ninety-five of the studies the results would not vary by more than the indicated sampling error. The following table reflects the ranges of variability at the 95% confidence level for various sample sizes.

The ranges vary for each sample size according to the response percentage.

MAXIMUM RANGES OF VARIABILITY (95% Confidence Level)			
Response Percentage	200 Cases	100 Cases	50 Cases
50%	±7.1%	±10.0%	±14.2%
40% or 60%	±7.0	±9.8	±13.9
30% or 70%	±6.5	±9.2	±13.0
20% or 80%	±5.7	±8.0	±11.4
10% or 90%	±4.3	±6.0	±8.5
5% or 95%	±3.1	±4.4	±6.2

The range itself is expressed as a plus-or-minus value (e.g., ±7.1%), which means that the sampling variability actually covers a range of 14.2%. For example, with a sample size of 200, for a 50% response, the sampling variability is not more than 7.1%, as shown above. In ninety-five out of a hundred surveys, the response would fall within the range of 42.9% to 57.1% (50% ±7.1%).

Quality Control

Interviews were monitored by MDC supervisory personnel and all executed questionnaires were edited for completeness and accuracy.

All clerical phases of the project were carefully supervised to avoid non-sampling error and data was thoroughly reviewed before final computer tabulations and analysis.

APPENDIX B
Questionnaire & Cross-tabulations

**MCTV/MetroEast
Community Needs Study**

June 22, 2006

INTRODUCTION

Hello, my name is _____, calling from MDC Research, an independent research firm in Portland. We're doing a brief study to identify the community needs, interests and concerns of Multnomah County residents and would like to include your household's opinions.

SCREENING

S2. Are you 18 years of age or older, and one of the heads of the household?

- 1 Yes
- 2 No → **Get referral to head of household or terminate**

S1. RECORD GENDER

- 1 Male (**QUOTA MIN 95 MAX105**)
- 2 Female (**QUOTA MIN 95 MAX105**)

S2a. Can I confirm that you live within the city limits of [CITY from sample]? IF NEEDED: I'm referring to your physical location, not your mailing address.

IP NOTE: IF CITY FROM SAMPLE IS PORTLAND, DISPLAY CITY AS GRESHAM.

- 1 Yes
- 2 No, live in a different city → **Ask S2b**

S2b. In which city do you live? I'm referring to your physical location, not your mailing address.

[EXCLUDE CITY FROM SAMPLE]

- 1 Gresham
- 2 Troutdale
- 3 Fairview
- 4 Wood Village
- 5 Portland → **Terminate**
- 6 Other → **Terminate**

S2c. Can I confirm that your zip code is [ZIP from sample]?

- 1 Yes
- 2 No, have a different ZIP code → **Ask S2d**

S2d. What is your zip code? **[EXCLUDE ZIP FROM SAMPLE]**

- 1 97024 (Fairview)
- 2 97030 (Gresham)
- 3 97060 (Troutdale/Wood Village)
- 4 97080 (Gresham)
- 5 97230 (Gresham/Portland)
- 6 97233 (Gresham/Portland)
- 7 97236 (Gresham/Portland)
- 8 Other → **Terminate**

S3. What cable television company do you subscribe to?

- 11 Comcast
- 12 TCI → **Terminate**
- 13 AT&T → **Terminate**
- 14 Paragon → **Terminate**
- 99 Other (**Specify**) _____ → **Terminate**
- 97 Don't know → **Probe for response; terminate**
- 88 Don't subscribe/no cable → **Ask S4**

(ASK S4 IF CODE 88 IN S3, NOT A CABLE SUBSCRIBER; ALL OTHERS GO TO Q1)

S4. How long ago did you discontinue this service?

- RECORD:** _____ months ago → **Thank and politely terminate**
- 88 Never had it → **Thank and politely terminate**
 - 97 Don't know → **Thank and politely terminate**

QUESTION BASE

Q1. How well informed do you feel you are about the social trends, and political and community activities, that have an impact on East Multnomah County - would you say you're very well informed, somewhat well informed, not too well informed, or not at all informed?

- 4 Very well informed
- 3 Somewhat well informed
- 2 Not too well informed
- 1 Not at all informed
- 7 **(DO NOT READ)** Don't know

Q2. And how interested would you say you are about the social trends, and political and community activities, that have an impact on East Multnomah County - very interested, somewhat interested, not too interested, or not at all interested?

- 4 Very interested
- 3 Somewhat interested
- 2 Not too interested
- 1 Not at all interested
- 7 **(DO NOT READ)** Don't know

Q3. What would you say are the two or three most important issues facing the residents of East Multnomah County? **(DO NOT READ LIST. PROBE AND CLARIFY UP TO 3 MENTIONS)**

- 10 Crime
- 14 Drugs/Gangs
- 15 School quality (including extracurricular/busing)
- 16 Too many new buildings (excessive growth/overpopulation)
- 17 Jobs/unemployment
- 19 Social issues (homeless/welfare)
- 20 High taxes (general/unspecified -- **Put specific tax issues in other**)
- 21 Environmental issues (recycling)
- 23 Judicial System (jail space/sentencing/not as lenient)
- 24 Traffic problems/congestion/speeding
- 25 Housing costs/high rent
- 26 Community values/morality
- 27 Health care
- 28 Government spending/overspending
- 99 Other (**Specify**) _____
- 97 Don't know

Q4. As a resident of East Multnomah County, what would you say are the most important issues affecting you, personally? **(DO NOT READ LIST. PROBE AND CLARIFY UP TO 3 MENTIONS)**

- 10 Crime
- 14 Drugs/Gangs
- 15 School quality (including extracurricular/busing)
- 16 Too many new buildings (excessive growth/overpopulation)
- 17 Jobs/unemployment
- 19 Social issues (homeless/welfare)
- 20 High taxes (general/unspecified -- **Put specific tax issues in other**)
- 21 Environmental issues (recycling)
- 23 Judicial System (jail space/sentencing/not as lenient)
- 24 Traffic problems/congestion/speeding
- 25 Housing costs/high rent
- 26 Community values/morality
- 27 Health care
- 28 Government spending/overspending
- 99 Other (**Specify**) _____
- 97 Don't know

Q5. Do you seek out information on local political or community events, such as city council meetings, school board meetings or community forums?

- 1 Yes
- 2 No → **Go to Q8**

Q6. What source do you find most credible for information on local political and community events? **(DO NOT READ LIST. SINGLE MENTION)**

- 11 Oregonian
- 12 Community newspaper
- 13 Network/local news
- 14 MCTV/MetroEast
- 99 Other **(Specify)** _____
- 97 Don't know → **Go to Q8**

Q7. And what other sources do you find credible for information on local political and community events? **(DO NOT READ LIST. PROBE AND CLARIFY UP TO 5 MENTIONS)**

- 11 Oregonian
- 12 Community newspaper
- 13 Network news
- 14 MCTV/MetroEast
- 99 Other **(Specify)** _____
- 97 Don't know

Q8. One source of information about local events is Multnomah Community Television, also known as MCTV or MetroEast Community Television. Are you aware that MCTV or MetroEast provides local programming on your cable TV channel?

- 1 Yes
- 2 No

Q8a. To the best of your knowledge, what is the current name of this community television station, MCTV (Multnomah Community Television) or MetroEast?

- 1 MCTV
- 2 MetroEast

IP NOTE – throughout remainder of survey, insert wording chosen in Q8a into blue font text.

Q9. During the past six months, have you watched any programming from (MCTV/MetroEast), which can be seen on channels 11, 21, 22, 23, and 27 through 30.

- 1 Yes
- 2 No → **Skip to Q15 and Q16, then go to Q18**
- 7 Don't know → **Skip to Q15 and Q16, then go to Q18**

Q10. **[ASK IF Q9=1]** How long have you been watching programs on (MCTV/MetroEast)? **(IP – SHOW CONVERSIONS: 1 yr=12 mos, 2 yr=24 mos, 3 yr=36 mos, 4 yr=48 mos, 5 yr=60 mos)**

RECORD: _____ months
000 Less than one

997 Don't know
 Q11. **[ASK IF Q9=1]** What times of day do you typically watch programs on (MCTV/MetroEast)?
(PROBE AND CLARIFY UP TO 3 MENTIONS – USE LIST TO CLARIFY)

- 1 4:01 AM – 7 AM
- 2 7:01 AM – Noon
- 3 12:01 PM – 3 PM
- 4 3:01 PM – 6 PM
- 5 6:01 PM – 9 PM
- 6 9:01 PM – Midnight
- 9 12:01 AM – 4 AM
- 7 Don't know
- 8 (PROBE BEFORE USING) No particular time (EXCLUSIVE MENTION)

Q12. **[ASK IF Q9=1]** Through what source or sources do you learn what programs are available through (MCTV/MetroEast)? **(DO NOT READ LIST. PROBE AND CLARIFY UP TO 5 MENTIONS)**

- 11 TV Host magazine
- 12 "Onscreen" program listings by cable co. **Clarify ONSCREEN**
- 13 MCTV or MetroEast monthly printed program guide **Clarify paper printed guide**
- 14 Oregonian's "TV Click"
- 15 Family/friends/word of mouth
- 16 Flip through channels/"channel surfing"
- 99 Other **(Specify)** _____
- 97 Don't know

Q13. **[ASK IF Q9=1]** Overall, how satisfied are you with the quality of the programs you watch on (MCTV/MetroEast)? Would you say you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

- 4 Very satisfied
- 3 Somewhat satisfied
- 2 Not too satisfied
- 1 Not at all satisfied
- 7 **(DO NOT READ)** Don't know

Q14. **[ASK IF Q9=1]** What types of programs do you watch on (MCTV/MetroEast)? **(DO NOT READ LIST. PROBE AND CLARIFY UP TO 3 MENTIONS)**

- 11 Environmental issues
- 12 Seniors/Senior issues (Aging services, etc.)
- 13 Arts & Entertainment (music, art, art gallery, etc.)
- 14 Youth programming (K-12)
- 15 Government meetings (City planning, City Council, County Commission)
- 16 Community issues (county issues, neighborhood associations, etc.)
- 17 Multi-cultural programming (Hispanic, ethnic programming, etc.)
- 18 Educational
- 19 Sports/health/fitness
- 20 Religious/inspirational
- 99 Other **(Specify)** _____

97 Don't know

Q15. Is there a particular type of programming you would like to see more of on (MCTV/MetroEast)? **(DO NOT READ LIST. PROBE & CLARIFY UP TO 3 MENTIONS)**

- 11 Environmental issues
- 12 Seniors/Senior issues (Aging services, etc.)
- 13 Arts & Entertainment (music, art, art gallery, etc.)
- 14 Youth programming (K-12)
- 15 Government meetings (City planning, City Council, County Commission)
- 16 Community issues (county issues, neighborhood associations, etc.)
- 17 Multi-cultural programming (Hispanic, ethnic programming, etc.)
- 18 Educational
- 19 Sports/health/fitness
- 20 Religious/inspirational
- 99 Other (**Specify**) _____
- 97 Don't know

Q16. What types of programs do you watch on non-(MCTV/MetroEast) television? **(DO NOT READ LIST. PROBE AND CLARIFY UP TO 3 MENTIONS)**

- 11 A&E Biography
- 12 Comedy (sitcoms)
- 13 Documentary
- 14 Educational (Discovery Channel, Learning Channel, etc.)
- 15 Entertainment/culture (arts, music, etc)
- 16 Game shows
- 17 History (History Channel)
- 18 Movies
- 19 News
- 20 News magazines (20/20, 60 Minutes)
- 21 PBS/OPB
- 22 Prime-time dramas
- 23 Reality shows
- 24 Sports
- 25 Talk shows
- 26 Travel and adventure
- 99 Other (**Specify**)
- 97 Don't know

Q17. **[ASK IF Q9=1]** Have you ever called into an (MCTV/MetroEast) program?

- 1 Yes
- 2 No
- 7 Don't know

Q18. Have you ever used (MCTV/MetroEast)'s video equipment or studios?

- 1 Yes
- 2 No → **Go to Q21**

7 DK → **Go to Q21**

Q19. What did you use them for? **(PROBE AND CLARIFY)**

Q20. How did you find out about (MCTV/MetroEast)'s community broadcasting services? **(DO NOT READ LIST. PROBE AND CLARIFY UP TO 3 MENTIONS)**

- 11 Watching MCTV/MetroEast)
- 12 Saw in newspaper
- 13 Called city government and got information from them
- 14 Called MCTV/MetroEast and asked them how to get on the air
- 15 Word of mouth (friend/relative/neighbor)
- 16 Mount Hood Community College
- 99 Other **(Specify)** _____
- 97 Don't know

Q21. Do you have friends who use (MCTV/MetroEast)'s community broadcasting or studio services?

- 1 Yes
- 2 No

Q22. I'm going to read you a list of topics, and for each one, I'd like to know how interested you would be in learning more about them as they relate to East Multnomah County. Would you be very interested, somewhat interested, not too interested, or not at all interested in learning more about **(INSERT ISSUE; ROTATE)?**

- 4 Very interested
- 3 Somewhat interested
- 2 Not too interested
- 1 Not at all interested
- 7 **(DO NOT READ)** Don't know

- A. Schools and public education
- B. Environmental issues
- C. Land use planning policies and actions
- D. Economic development activities
- E. Homeless families and individuals
- F. Health care availability and affordability
- G. Abuse of drugs and alcohol
- H. Property taxes
- I. Streets and highway issues
- J. Local community events
- K. Problems and opportunities for the elderly
- L. Emergency services in the community
- M. Crime prevention
- N. Local history
- O. Music and the arts
- P. Religious programming
- Q. Multi-cultural programming

Q23. Is there any other topic or issue I didn't mention that would be of special interest to you regarding East Multnomah County?

- 1 Yes
- 2 No → **Go to D1**
- 7 Don't know → **Go to D1**

Q24. What topic would be of interest to you? **(PROBE AND CLARIFY UP TO 3 MENTIONS)**

DEMOGRAPHICS

D1. Now, I have a few questions for classification purposes. Including yourself, how many people live in your household?

- 1 One → **Go to D3**
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six or more
- 8 Refused

D2. How many children under 18 live in this household?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six or more
- 7 NONE
- 8 Refused

D3. What was the highest grade in school you've had a chance to complete?

- 1 Less than high school graduate
- 2 High school graduate
- 3 Some college
- 4 College graduate
- 5 Post graduate work or degree
- 8 Refused

D4. What is your age, please?

- 1 18 - 24
- 2 25 - 34
- 3 35 - 44
- 4 45 - 54
- 5 55 - 64
- 6 65 or older
- 8 Refused

D5. How would you describe your ethnic background? **(SINGLE MENTION – USE LIST TO CLARIFY)**

- 11 African American
- 12 Asian/Pacific Islander
- 13 Caucasian/White
- 14 Hispanic
- 15 Native American
- 99 Other *(Specify)* _____
- 98 Refused

D6. What was your approximate total household income for last year? Was it... **(READ LIST)**

- 11 Less than \$10,000
- 12 \$10,000 - \$14,999
- 13 \$15,000 - \$19,999
- 14 \$20,000 - \$24,999
- 15 \$25,000 - \$34,999
- 16 \$35,000 - \$44,999
- 17 \$45,000 - \$54,999
- 18 \$55,000 - \$74,999
- 19 \$75,000 or more
- 98 Refused

V1. May I verify that I have reached you at **(INSERT PHONE NUMBER)**?

RECORD PHONE

V2. May I have your first name only, please, to show that we spoke with someone in your household?

RECORD FIRST NAME

Thank you for your time and opinions!

METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

S2. ARE YOU 18 YEARS OF AGE OR OLDER, AND ONE OF THE HEADS OF THE HOUSEHOLD?

	-----S1-----		-----D4-----		-----D6-----			Q9	Q8	-----Q2-----			-----D2-----		-----D3-----			
	GENDER		AGE		INCOME			METROE	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION			
(TOT)	MALE	FMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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 COMMUNITY NEEDS STUDY
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 JUNE 2006

RECORD GENDER

	-----S1-----		-----D4-----		-----D6-----			Q9	Q8	-----Q2-----			-----D2-----		-----D3-----			
	GENDER		AGE		INCOME			METROE	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION			
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MALE	83	83	-	24	59	17	26	30	46	36	10	22	52	8	23	52	50	33
	42%	100%		44%	41%	34%	43%	47%	48%	36%	29%	44%	43%	28%	37%	44%	40%	43%
									j				n					
FEMALE	117	-	117	30	85	33	35	34	50	64	25	28	68	21	39	65	74	43
	58%		100%	56%	59%	66%	57%	53%	52%	64%	71%	56%	57%	72%	63%	56%	60%	57%
									i				m					

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

S2A.CAN I CONFIRM THAT YOU LIVE WITHIN THE CITY LIMITS OF <CITY>?

	-----S1-----			-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER			AGE		INCOME			METROE		METROE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
YES	185	79	106	49	134	41	58	63	90	91	31	48	113	23	55	112	112	73	
	92%	95%	91%	91%	93%	82%	95%	98%	94%	91%	89%	96%	94%	79%	89%	96%	90%	96%	
						F	F					N	n					q	
NO, LIVE IN A DIFFERENT CITY	15	4	11	5	10	9	3	1	6	9	4	2	7	6	7	5	12	3	
	8%	5%	9%	9%	7%	18%	5%	2%	6%	9%	11%	4%	6%	21%	11%	4%	10%	4%	
						GH								Lm			r		

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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S2B. IN WHICH CITY DO YOU LIVE? I'M REFERRING TO YOUR PHYSICAL LOCATION,
 NOT YOUR MAILING ADDRESS.

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	METROE VIEWER	NON-METROE VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(QS2A. LIVES IN DIFFERENT CITY FROM SAMPLE)	15	4	11	5	10	9	3	1	6	9	4	2	7	6	7	5	12	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
GRESHAM	7	2	5	5	2	5	-	1	1	6	2	1	2	4	5	1	6	1
	47%	50%	45%	100%	20%	56%		100%	17%	67%	50%	50%	29%	67%	71%	20%	50%	33%
				E				F		I					P			
WOOD VILLAGE	4	1	3	-	4	3	1	-	3	1	1	1	2	1	1	2	3	1
	27%	25%	27%		40%	33%	33%		50%	11%	25%	50%	29%	17%	14%	40%	25%	33%
									j									
FAIRVIEW	3	-	3	-	3	1	1	-	1	2	1	-	2	1	1	1	2	1
	20%		27%		30%	11%	33%		17%	22%	25%		29%	17%	14%	20%	17%	33%
TROUTDALE	1	1	-	-	1	-	1	-	1	-	-	-	1	-	-	1	1	-
	7%	25%			10%		33%		17%				14%			20%	8%	

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.
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 COMMUNITY NEEDS STUDY
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 JUNE 2006

S2C. CAN I CONFIRM THAT YOUR ZIP CODE IS <ZIP>?

	-----S1-----		-----D4-----		-----D6-----			Q9	Q8	-----Q2-----			-----D2-----		-----D3-----			
	GENDER		AGE		INCOME			METROE	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION			
(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	186	78	108	50	134	42	58	63	90	92	33	48	113	24	56	112	113	73
	93%	94%	92%	93%	93%	84%	95%	98%	94%	92%	94%	96%	94%	83%	90%	96%	91%	96%
							f	F				n						
NO, HAVE A DIFFERENT ZIP CODE	14	5	9	4	10	8	3	1	6	8	2	2	7	5	6	5	11	3
	7%	6%	8%	7%	7%	16%	5%	2%	6%	8%	6%	4%	6%	17%	10%	4%	9%	4%
						gH								1				

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

S2D. WHAT IS YOUR ZIP CODE?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K- \$75K	\$75K+	METROE VIEWER	NON- VIEWER	NON- AWARE	VERY	SOME- WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(QS2C. HAS A DIFFERENT ZIP CODE FROM SAMPLE)	14	5	9	4	10	8	3	1	6	8	2	2	7	5	6	5	11	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
97030 (GRESHAM)	5	1	4	1	4	4	1	-	3	2	1	2	2	1	2	1	4	1
	36%	20%	44%	25%	40%	50%	33%		50%	25%	50%	100%	29%	20%	33%	20%	36%	33%
												MN						
97080 (GRESHAM)	5	3	2	3	2	3	-	1	1	4	-	-	2	3	3	2	4	1
	36%	60%	22%	75%	20%	38%		100%	17%	50%			29%	60%	50%	40%	36%	33%
				E				F										
97024 (FAIRVIEW)	3	-	3	-	3	1	1	-	1	2	1	-	2	1	1	1	2	1
	21%		33%		30%	12%	33%		17%	25%	50%		29%	20%	17%	20%	18%	33%
97060 (TROUTDALE/WOOD VILLAGE)	1	1	-	-	1	-	1	-	1	-	-	-	1	-	-	1	1	-
	7%	20%			10%		33%		17%				14%			20%	9%	

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

S3. WHAT CABLE TELEVISION COMPANY DO YOU SUBSCRIBE TO?

	-----S1-----		-----D4-----		-----D6-----			Q9	Q8	-----Q2-----			-----D2-----		-----D3-----			
	GENDER		AGE		INCOME			METROE	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION			
(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
COMCAST	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

11010/BB/AP/SH

METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q1. HOW WELL INFORMED DO YOU FEEL YOU ARE ABOUT THE SOCIAL TRENDS, AND
 POLITICAL AND COMMUNITY ACTIVITIES, THAT HAVE AN IMPACT ON EAST MULTNOMAH
 COUNTY - WOULD YOU SAY YOU'RE VERY WELL INFORMED, SOMEWHAT WELL INFORMED,
 NOT TOO WELL INFORMED, OR NOT AT ALL INFORMED.

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY WELL INFORMED	27	14	13	2	25	6	7	11	16	9	2	14	11	2	5	22	16	11
	14%	17%	11%	4%	17%	12%	11%	17%	17%	9%	6%	28%	9%	7%	8%	19%	13%	14%
					D							MN				O		
3 -SOMEWHAT WELL INFORMED	120	48	72	34	84	27	40	39	56	62	19	30	77	12	39	67	70	50
	60%	58%	62%	63%	58%	54%	66%	61%	58%	62%	54%	60%	64%	41%	63%	57%	56%	66%
												N						
2 -NOT TOO WELL INFORMED	46	19	27	14	32	15	12	14	22	24	12	4	31	11	16	24	32	14
	23%	23%	23%	26%	22%	30%	20%	22%	23%	24%	34%	8%	26%	38%	26%	21%	26%	18%
												L	L					
1 -NOT AT ALL INFORMED	5	2	3	4	1	2	1	-	-	5	1	-	1	4	2	3	4	1
	2%	2%	3%	7%	1%	4%	2%			5%	3%		1%	14%	3%	3%	3%	1%
				e									M					
MEAN	2.9	2.9	2.8	2.6	2.9	2.7	2.9	3.0	2.9	2.8	2.6	3.2	2.8	2.4	2.8	2.9	2.8	2.9
STANDARD DEVIATION					D			f	j			MN	N					
MEDIAN	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.6	0.6	0.6	0.8	0.6	0.7	0.7	0.6
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0
DON'T KNOW	2	-	2	-	2	-	1	-	2	-	1	2	-	-	-	1	2	-
	1%		2%		1%		2%		2%		3%	4%				1%	2%	

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

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11010/BB/AP/SH

METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q2. AND HOW INTERESTED WOULD YOU SAY YOU ARE ABOUT THE SOCIAL TRENDS, AND POLITICAL AND COMMUNITY ACTIVITIES, THAT HAVE AN IMPACT ON EAST MULTNOMAH COUNTY - VERY INTERESTED, SOMEWHAT INTERESTED, NOT TOO INTERESTED, OR NOT AT ALL INTERESTED?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-METROE VIEWER	NON-AWARE	VERY	SOMEWHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	50	22	28	9	41	10	16	18	30	19	7	50	-	-	12	31	28	22
	25%	27%	24%	17%	28%	20%	26%	28%	31%	19%	20%	100%			19%	26%	23%	29%
					d				J									
3 -SOMEWHAT INTERESTED	120	52	68	35	83	31	38	38	61	57	21	-	120	-	42	67	74	46
	60%	63%	58%	65%	58%	62%	62%	59%	64%	57%	60%		100%		68%	57%	60%	61%
2 -NOT TOO INTERESTED	20	5	15	7	13	7	4	5	4	16	5	-	-	20	5	13	15	5
	10%	6%	13%	13%	9%	14%	7%	8%	4%	16%	14%			69%	8%	11%	12%	7%
				b					I									
1 -NOT AT ALL INTERESTED	9	3	6	3	6	2	2	3	1	7	2	-	-	9	3	5	7	2
	4%	4%	5%	6%	4%	4%	3%	5%	1%	7%	6%			31%	5%	4%	6%	3%
					I				I									
MEAN	3.1	3.1	3.0	2.9	3.1	3.0	3.1	3.1	3.2	2.9	2.9	4.0	3.0	1.7	3.0	3.1	3.0	3.2
STANDARD DEVIATION									J			N	N					q
MEDIAN	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.6	0.8	0.8	0.0	0.0	0.5	0.7	0.7	0.8	0.7
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	2.0	3.0	3.0	3.0	3.0
DON'T KNOW	1	1	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-	1
	*%	1%			1%		2%			1%					1%		1%	

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q3. WHAT WOULD YOU SAY ARE THE TWO OR THREE MOST IMPORTANT ISSUES FACING THE RESIDENTS OF EAST MULTNOMAH COUNTY?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SCHOOL QUALITY (INCLUDING EXTRACURRICULAR/BUSING)	75	32	43	25	50	16	22	30	40	34	8	21	48	5	32	39	45	30
	38%	39%	37%	46%	35%	32%	36%	47%	42%	34%	23%	42%	40%	17%	52%	33%	36%	39%
												N	N		P			
TOO MANY NEW BUILDINGS (EXCESSIVE GROWTH/OVERPOPULATION)	44	13	31	12	31	4	12	23	19	24	9	13	28	3	19	21	24	20
	22%	16%	26%	22%	22%	8%	20%	36%	20%	24%	26%	23%	23%	10%	31%	18%	19%	26%
				b			f	FG				n	n		p			
HIGH TAXES (GENERAL/UNSPECIFIED)	44	26	18	9	34	6	14	18	24	20	6	11	24	8	13	30	26	18
	22%	31%	15%	17%	24%	12%	23%	28%	25%	20%	17%	22%	20%	28%	21%	26%	21%	24%
								F										
CRIME	39	15	24	9	29	8	9	14	20	19	4	12	24	3	9	26	24	15
	20%	18%	21%	17%	20%	16%	15%	22%	21%	19%	11%	24%	20%	10%	15%	22%	19%	20%
												n						
TRAFFIC PROBLEMS/CONGESTION/SPEEDING	33	18	15	6	27	10	8	14	18	14	7	6	26	1	6	24	18	15
	16%	22%	13%	11%	19%	20%	13%	22%	19%	14%	20%	12%	22%	3%	10%	21%	15%	20%
												N			O			
DRUGS/GANGS	20	5	15	5	15	3	7	7	12	8	3	4	13	3	6	12	13	7
	10%	6%	13%	9%	10%	6%	11%	11%	12%	8%	9%	8%	11%	10%	10%	10%	10%	9%
JOB/UNEMPLOYMENT	12	6	6	5	7	3	5	3	1	11	3	3	7	2	3	8	7	5
	6%	7%	5%	9%	5%	6%	8%	5%	1%	11%	9%	6%	6%	7%	5%	7%	6%	7%
										I								
HEALTH CARE	11	4	7	1	10	4	4	1	5	5	1	4	7	-	3	7	8	3
	6%	5%	6%	2%	7%	8%	7%	2%	5%	5%	3%	8%	6%		5%	6%	6%	4%
					d													
JUDICIAL SYSTEM (JAIL SPACE/SENTENCING/NOT AS LENIENT)	10	8	2	2	8	3	5	2	6	4	2	6	4	-	1	6	6	4
	5%	10%	2%	4%	6%	6%	8%	3%	6%	4%	6%	12%	3%		2%	5%	5%	5%
												m						
MULTNOMAH COUNTY ITAX/SCHOOL TAX	10	7	3	4	6	2	3	2	3	7	1	1	7	2	2	7	5	5
	5%	8%	3%	7%	4%	4%	5%	3%	3%	7%	3%	2%	6%	7%	3%	6%	4%	7%

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METROEAST COMMUNITY MEDIA
COMMUNITY NEEDS STUDY
CONDUCTED BY MARKET DECISIONS CORP
JUNE 2006

Q3. WHAT WOULD YOU SAY ARE THE TWO OR THREE MOST IMPORTANT ISSUES FACING THE RESIDENTS OF EAST MULTNOMAH COUNTY?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----			
	GENDER		AGE		INCOME			METROE	NON-	NON-	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION			
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	AWARE	VERY	SOME-WHAT	LOW	INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
PROPERTY TAXES	10 5%	6 7%	4 3%	1 2%	9 6%	1 2%	3 5%	4 6%	6 6%	4 4%	-	2 4%	7 6%	1 3%	2 3%	8 7%	7 6%	3 4%	
POOR DISTRIBUTION OF FUNDS	9 4%	7 8% C	2 2%	3 6%	6 4%	-	2 3%	4 6%	7 7% J	2 2%	-	5 10% M	3 2%	1 3%	2 3%	6 5%	5 4%	4 5%	
GOVERNMENT SPENDING/ OVERSPENDING	9 4%	6 7%	3 3%	2 4%	7 5%	1 2%	4 7%	3 5%	5 5%	4 4%	2 6%	3 6%	6 5%	-	4 6%	5 4%	5 4%	4 5%	
IMMIGRATION	8 4%	4 5%	4 3%	1 2%	7 5%	3 6%	2 3%	2 3%	5 5%	3 3%	2 6%	5 10% M	3 2%	-	-	4 3%	4 3%	4 5%	
LOCAL GOVERNMENT NOT WORKING OPTIMALLY	8 4%	6 7% C	2 2%	1 2%	7 5%	-	3 5%	5 8%	7 7% J	1 1%	1 3%	6 12% M	2 2%	-	2 3%	6 5%	4 3%	4 5%	
HOUSING COSTS/HIGH RENT	7 4%	3 4%	4 3%	2 4%	5 3%	2 4%	3 5%	1 2%	1 1%	5 5%	3 9%	1 2%	4 3%	2 7%	2 3%	5 4%	4 3%	3 4%	
SOCIAL ISSUES (HOMELESS/ WELFARE)	7 4%	2 2%	5 4%	1 2%	6 4%	2 4%	3 5%	2 3%	3 3%	3 3%	-	3 6%	3 2%	1 3%	3 5%	2 2%	6 5%	1 1%	
LACK OF POLICE/FIRE/ EMERGENCY SERVICES	5 2%	1 1%	4 3%	-	5 3%	2 4%	1 2%	1 2%	1 1%	4 4%	2 6%	3 6%	2 2%	-	-	4 3%	3 2%	2 3%	
SCHOOL/PUBLIC EDUCATION FUNDING	5 2%	2 2%	3 3%	-	5 3%	1 2%	2 3%	2 3%	2 2%	2 2%	1 3%	-	4 3%	1 3%	3 5%	1 1%	2 2%	3 4%	
ABUSE OF AUTHORITY (PUBLIC OFFICIALS, POLICE)	5 2%	4 5%	1 1%	2 4%	3 2%	2 4%	2 3%	-	2 2%	3 3%	-	-	4 3%	1 3%	1 2%	3 3%	4 3%	1 1%	
LAND USE RESTRICTIONS	4 2%	1 1%	3 3%	1 2%	3 2%	1 2%	2 3%	1 2%	1 1%	3 3%	-	3 6%	-	1 3%	1 2%	3 3%	-	4 5%	
ROAD QUALITY	4 2%	2 2%	2 2%	-	3 2%	-	3 5%	-	4 4%	-	-	1 2%	3 2%	-	-	4 3%	2 2%	2 3%	

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METROEAST COMMUNITY MEDIA
COMMUNITY NEEDS STUDY
CONDUCTED BY MARKET DECISIONS CORP
JUNE 2006

Q3. WHAT WOULD YOU SAY ARE THE TWO OR THREE MOST IMPORTANT ISSUES FACING THE RESIDENTS OF EAST MULTNOMAH COUNTY?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	METROE	NON-	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	NON-	VERY	SOME-	LOW	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
ENVIRONMENTAL ISSUES (RECYCLING)	3 2%	2 2%	1 1%	1 2%	2 1%	-	2 3%	1 2%	3 3%	-	-	-	3 2%	-	1 2%	2 2%	2 2%	1 1%
FUNDING FOR SERVICES	3 2%	1 1%	2 2%	2 4%	1 1%	1 2%	1 2%	1 2%	2 2%	1 1%	1 3%	1 2%	2 2%	-	2 3%	-	2 2%	1 1%
COMMUNITY VALUES/ MORALITY	3 2%	2 2%	1 1%	-	3 2%	-	-	1 2%	2 2%	1 1%	-	2 4%	1 1%	-	-	2 2%	2 2%	1 1%
GAMBLING ESTABLISHMENTS (CASINOS, DOG TRACK, ETC.)	2 1%	-	2 2%	-	2 1%	-	1 2%	1 2%	2 2%	-	-	-	1 1%	1 3%	1 2%	1 1%	1 1%	1 1%
PUBLIC TRANSPORTATION	1 *%	-	1 1%	-	1 1%	-	-	1 2%	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-
GASOLINE PRICES/TAXES	1 *%	1 1%	-	-	1 1%	-	1 2%	-	-	1 1%	-	1 2%	-	-	-	1 1%	-	1 1%
OTHER	19 10%	5 6%	14 12%	3 6%	16 11%	7 14%	5 8%	4 6%	11 11%	8 8%	4 11%	3 6%	14 12%	2 7%	5 8%	12 10%	9 7%	10 13%
DON'T KNOW	29 14%	5 6%	24 21%	11 20%	18 12%	12 24%	10 16%	3 5%	10 10%	18 18%	9 26%	4 8%	14 12%	11 38%	9 15%	15 13%	23 19%	6 8%
			B			H	H							LM			R	

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 JUNE 2006

Q4. AS A RESIDENT OF EAST MULTNOMAH COUNTY, WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES AFFECTING YOU, PERSONALLY?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
HIGH TAXES (GENERAL/ UNSPECIFIED)	41	25	16	10	31	4	11	18	24	17	2	11	22	7	9	31	22	19
	20%	30%	14%	19%	22%	8%	18%	28%	25%	17%	6%	22%	18%	24%	15%	26%	18%	25%
			C					F								O		
SCHOOL QUALITY (INCLUDING EXTRACURRICULAR/BUSING)	37	14	23	17	20	9	13	11	21	16	4	12	21	4	20	15	23	14
	18%	17%	20%	31%	14%	18%	21%	17%	22%	16%	11%	24%	18%	14%	32%	13%	19%	18%
				E											P			
TOO MANY NEW BUILDINGS (EXCESSIVE GROWTH/ OVERPOPULATION)	31	9	22	8	23	4	12	11	17	14	4	9	18	4	13	15	17	14
	16%	11%	19%	15%	16%	8%	20%	17%	18%	14%	11%	18%	15%	14%	21%	13%	14%	18%
							f											
TRAFFIC PROBLEMS/ CONGESTION/SPEEDING	31	11	20	8	22	7	8	12	17	14	5	10	19	2	9	20	18	13
	16%	13%	17%	15%	15%	14%	13%	19%	18%	14%	14%	20%	16%	7%	15%	17%	15%	17%
												n						
CRIME	24	5	19	7	17	9	9	4	12	12	4	8	11	5	9	10	14	10
	12%	6%	16%	13%	12%	18%	15%	6%	12%	12%	11%	16%	9%	17%	15%	9%	11%	13%
			B			h												
HEALTH CARE	14	5	9	1	13	7	3	1	8	5	2	5	8	1	2	11	11	3
	7%	6%	8%	2%	9%	14%	5%	2%	8%	5%	6%	10%	7%	3%	3%	9%	9%	4%
				D		H										o		
PROPERTY TAXES	13	5	8	3	10	1	5	5	8	5	3	4	8	1	3	10	6	7
	6%	6%	7%	6%	7%	2%	8%	8%	8%	5%	9%	8%	7%	3%	5%	9%	5%	9%
IMMIGRATION	9	5	4	2	7	2	3	1	6	3	2	5	2	2	1	4	7	2
	4%	6%	3%	4%	5%	4%	5%	2%	6%	3%	6%	10%	2%	7%	2%	3%	6%	3%
												m						
SOCIAL ISSUES (HOMELESS/ WELFARE)	8	3	5	2	6	4	3	-	5	3	-	2	6	-	3	3	6	2
	4%	4%	4%	4%	4%	8%	5%		5%	3%		4%	5%		5%	3%	5%	3%
JOBS/UNEMPLOYMENT	7	3	4	4	3	2	3	2	3	4	-	1	5	1	1	5	4	3
	4%	4%	3%	7%	2%	4%	5%	3%	3%	4%		2%	4%	3%	2%	4%	3%	4%

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JUNE 2006

Q4. AS A RESIDENT OF EAST MULTNOMAH COUNTY, WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES AFFECTING YOU, PERSONALLY?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	NON-	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	AWARE	VERY	SOME-	LOW	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
LOCAL GOVERNMENT NOT WORKING OPTIMALLY	7 4%	5 6%	2 2%	1 2%	6 4%	- 5%	3 6%	4 6%	5 5%	2 2%	-	4 8%	2 2%	-	3 5%	4 3%	5 4%	2 3%
DRUGS/GANGS	7 4%	3 4%	4 3%	3 6%	4 3%	1 2%	4 7%	2 3%	5 5%	2 2%	-	2 4%	5 4%	-	3 5%	4 3%	2 2%	5 7%
HOUSING COSTS/HIGH RENT	7 4%	4 5%	3 3%	2 4%	5 3%	2 4%	3 5%	2 3%	2 2%	5 5%	1 3%	-	5 4%	1 3%	3 5%	4 3%	4 3%	3 4%
MULTNOMAH COUNTY ITAX/ SCHOOL TAX	6 3%	5 6%	1 1%	2 4%	4 3%	2 4%	2 3%	1 2%	2 2%	4 4%	-	1 2%	4 3%	1 3%	1 2%	4 3%	3 2%	3 4%
COMMUNITY VALUES/ MORALITY	6 3%	3 4%	3 3%	-	6 4%	-	3 5%	1 2%	3 3%	3 3%	-	3 6%	2 2%	1 3%	-	5 4%	6 5%	-
SCHOOL/PUBLIC EDUCATION FUNDING	5 2%	2 2%	3 3%	-	5 3%	2 4%	1 2%	1 2%	3 3%	2 2%	-	2 4%	2 2%	1 3%	1 2%	2 2%	2 2%	3 4%
GAMBLING ESTABLISHMENTS (CASINOS, DOG TRACK, ETC.)	4 2%	1 1%	3 3%	1 2%	3 2%	-	2 3%	2 3%	2 2%	2 2%	1 3%	-	4 3%	-	2 3%	2 2%	1 1%	3 4%
HIGH COST OF LIVING	4 2%	2 2%	2 2%	-	4 3%	2 4%	-	-	2 2%	2 2%	1 3%	1 2%	2 2%	1 3%	-	3 3%	4 3%	-
JUDICIAL SYSTEM (JAIL SPACE/SENTENCING/NOT AS LENIENT)	4 2%	3 4%	1 1%	1 2%	3 2%	-	2 3%	2 3%	2 2%	2 2%	2 6%	3 6%	1 1%	-	-	4 3%	3 2%	1 1%
GASOLINE PRICES/TAXES	3 2%	2 2%	1 1%	2 4%	1 1%	1 2%	1 2%	1 2%	2 2%	1 1%	-	-	2 2%	1 3%	3 5%	-	2 2%	1 1%
LAND USE RESTRICTIONS	3 2%	-	3 3%	-	3 2%	1 2%	1 2%	1 2%	3 3%	-	1 3%	2 4%	1 1%	-	-	3 3%	1 1%	2 3%
LACK OF POLICE/FIRE/ EMERGENCY SERVICES	3 2%	2 2%	1 1%	-	3 2%	2 4%	-	1 2%	-	3 3%	1 3%	1 2%	1 1%	1 3%	-	3 3%	2 2%	1 1%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

11010/BB/AP/SH

METROEAST COMMUNITY MEDIA
COMMUNITY NEEDS STUDY
CONDUCTED BY MARKET DECISIONS CORP
JUNE 2006

Q4. AS A RESIDENT OF EAST MULTNOMAH COUNTY, WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES AFFECTING YOU, PERSONALLY?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	METROE VIEWER	NON-METROE VIEWER	NON-AWARE	INTEREST IN EAST COUNTY	SOME-LOW INTER	CHILDREN IN HOUSEHOLD	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
POOR DISTRIBUTION OF FUNDS	3 2%	2 2%	1 1%	-	3 2%	1 2%	-	1 2%	2 2%	1 1%	-	-	3 2%	-	-	3 3%	2 2%	1 1%
GOVERNMENT SPENDING/ OVERSPENDING	2 1%	2 2%	-	1 2%	1 1%	-	2 3%	-	1 1%	1 1%	-	-	2 2%	-	1 2%	1 1%	2 2%	-
PROPERTY VALUES	2 1%	1 1%	1 1%	1 2%	1 1%	-	-	2 3%	-	2 2%	-	-	2 2%	-	2 3%	-	-	2 3%
FUNDING FOR SERVICES	2 1%	1 1%	1 1%	2 4%	-	-	1 2%	1 2%	1 1%	1 1%	-	2 4%	-	-	2 3%	-	-	2 3%
ROAD QUALITY	2 1%	2 2%	-	-	2 1%	1 2%	1 2%	-	1 1%	1 1%	-	2 4%	-	-	-	2 2%	-	2 3%
ENVIRONMENTAL ISSUES (RECYCLING)	1 *%	-	1 1%	1 2%	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 2%	-	1 1%	-
PUBLIC TRANSPORTATION	1 *%	-	1 1%	-	1 1%	-	-	1 2%	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-
ABUSE OF AUTHORITY (PUBLIC OFFICIALS, POLICE)	1 *%	1 1%	-	-	1 1%	1 2%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	-
OTHER	12 6%	7 8%	5 4%	2 4%	10 7%	3 6%	3 5%	5 8%	7 7%	5 5%	2 6%	2 4%	9 8%	1 3%	5 8%	5 4%	6 5%	6 8%
DON'T KNOW	38 19%	9 11%	29 25%	10 19%	27 19%	12 24%	13 21%	9 14%	8 8%	27 27%	16 46%	3 6%	27 22%	8 28%	10 16%	22 19%	27 22%	11 14%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q5. DO YOU SEEK OUT INFORMATION ON LOCAL POLITICAL OR COMMUNITY EVENTS,
 SUCH AS CITY COUNCIL MEETINGS, SCHOOL BOARD MEETINGS OR COMMUNITY FORUMS?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION			
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	VIEWER	NON-	NON-	VERY	SOME-	LOW	INTER	YES	NO	<COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
YES	75	31	44	17	58	16	24	29	50	24	4	29	39	7	24	47	42	33	
	38%	37%	38%	31%	40%	32%	39%	45%	52%	24%	11%	58%	32%	24%	39%	40%	34%	43%	
									J			MN							
NO	125	52	73	37	86	34	37	35	46	76	31	21	81	22	38	70	82	43	
	62%	63%	62%	69%	60%	68%	61%	55%	48%	76%	89%	42%	68%	76%	61%	60%	66%	57%	
									I			L	L						

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 Independent T-Test for Means, Independent Z-Test for Percentages
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

Q6. WHAT SOURCE DO YOU FIND MOST CREDIBLE FOR INFORMATION ON LOCAL POLITICAL AND COMMUNITY EVENTS?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN			CHILDREN IN		EDUCATION	
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(Q5. SEEKS OUT INFORMATION ON LOCAL POLITICAL AND COMMUNITY EVENTS)	75	31	44	17	58	16	24	29	50	24	4	29	39	7	24	47	42	33
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
OREGONIAN	13	8	5	3	10	3	4	4	6	7	1	4	8	1	4	8	7	6
	17%	26%	11%	18%	17%	19%	17%	14%	12%	29%	25%	14%	21%	14%	17%	17%	17%	18%
COMMUNITY NEWSPAPER	13	3	10	4	9	1	6	4	9	4	-	6	6	1	8	5	6	7
	17%	10%	23%	24%	16%	6%	25%	14%	18%	17%		21%	15%	14%	33%	11%	14%	21%
MCTV/METROEAST	9	4	5	-	9	2	2	4	7	2	-	5	4	-	2	5	5	4
	12%	13%	11%		16%	12%	8%	14%	14%	8%		17%	10%		8%	11%	12%	12%
PUBLIC FORUMS/ NEIGHBORHOOD MEETINGS	9	5	4	3	6	-	2	7	6	2	-	3	4	2	3	6	5	4
	12%	16%	9%	18%	10%		8%	24%	12%	8%		10%	10%	29%	12%	13%	12%	12%
INTERNET/WEBSITE	8	2	6	1	7	3	3	2	4	4	-	4	4	-	2	6	4	4
	11%	6%	14%	6%	12%	19%	12%	7%	8%	17%		14%	10%		8%	13%	10%	12%
NETWORK/LOCAL NEWS	6	3	3	2	4	2	1	3	4	2	1	1	3	2	1	5	5	1
	8%	10%	7%	12%	7%	12%	4%	10%	8%	8%	25%	3%	8%	29%	4%	11%	12%	3%
LOCAL/CITY/STATE GOVT. (VOTER PAMPHLETS, MAILINGS, ETC.)	4	2	2	1	3	1	2	1	3	1	-	3	1	-	1	3	3	1
	5%	6%	5%	6%	5%	6%	8%	3%	6%	4%		10%	3%		4%	6%	7%	3%
FAMILY/FRIENDS/WORD OF MOUTH	2	-	2	2	-	1	-	1	1	1	-	-	2	-	2	-	1	1
	3%		5%	12%		6%		3%	2%	4%			5%		8%		2%	3%
INFORMATION THROUGH SCHOOL SYSTEM	1	-	1	1	-	-	1	-	1	-	-	-	1	-	1	-	-	1
	1%		2%	6%			4%		2%				3%		4%			3%
OTHER	3	2	1	-	3	1	-	1	3	-	1	1	2	-	-	3	1	2
	4%	6%	2%		5%	6%		3%	6%		25%	3%	5%		6%	2%	6%	
DON'T KNOW	7	2	5	-	7	2	3	2	6	1	1	2	4	1	-	6	5	2
	9%	6%	11%		12%	12%	7%	12%	12%	4%	25%	7%	10%	14%		13%	12%	6%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

Q7. AND WHAT OTHER SOURCES DO YOU FIND CREDIBLE FOR INFORMATION ON LOCAL
 POLITICAL AND COMMUNITY EVENTS?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN			CHILDREN IN		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	NON-	NON-	VERY	SOME-	LOW	INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(Q6. NAMED SOURCE)	68	29	39	17	51	14	21	27	44	23	3	27	35	6	24	41	37	31	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
COMMUNITY NEWSPAPER	25	12	13	5	20	4	7	11	19	6	1	9	15	1	9	15	14	11	
	37%	41%	33%	29%	39%	29%	33%	41%	43%	26%	33%	33%	43%	17%	38%	37%	38%	35%	
OREGONIAN	21	7	14	7	14	4	6	9	12	9	-	5	13	3	9	11	11	10	
	31%	24%	36%	41%	27%	29%	29%	33%	27%	39%		19%	37%	50%	38%	27%	30%	32%	
												1							
NETWORK/LOCAL NEWS	17	6	11	5	12	3	8	4	7	10	1	7	8	2	6	10	10	7	
	25%	21%	28%	29%	24%	21%	38%	15%	16%	43%	33%	26%	23%	33%	25%	24%	27%	23%	
							h			i									
FAMILY/FRIENDS/WORD OF MOUTH	14	2	12	3	11	4	5	4	7	7	1	3	9	2	6	7	6	8	
	21%	7%	31%	18%	22%	29%	24%	15%	16%	30%	33%	11%	26%	33%	25%	17%	16%	26%	
			B																
RADIO	9	5	4	2	7	2	-	6	4	5	1	1	7	1	4	5	5	4	
	13%	17%	10%	12%	14%	14%		22%	9%	22%	33%	4%	20%	17%	17%	12%	14%	13%	
													L						
MCTV/METROEAST	9	8	1	3	6	1	3	5	9	-	-	1	8	-	4	5	6	3	
	13%	28%	3%	18%	12%	7%	14%	19%	20%			4%	23%		17%	12%	16%	10%	
		C											L						
INTERNET/WEBSITE	7	5	2	2	5	2	2	1	4	3	1	2	5	-	2	5	4	3	
	10%	17%	5%	12%	10%	14%	10%	4%	9%	13%	33%	7%	14%		8%	12%	11%	10%	
LOCAL/CITY/STATE GOVT. (VOTER PAMPHLETS, MAILINGS, ETC.)	6	1	5	1	5	2	3	1	3	3	-	3	3	-	1	4	5	1	
	9%	3%	13%	6%	10%	14%	14%	4%	7%	13%		11%	9%		4%	10%	14%	3%	
PUBLIC FORUMS/ NEIGHBORHOOD MEETINGS	6	3	3	2	4	-	5	1	4	2	-	4	2	-	3	3	3	3	
	9%	10%	8%	12%	8%		24%	4%	9%	9%		15%	6%		12%	7%	8%	10%	
							H												
INFORMATION THROUGH SCHOOL SYSTEM	5	-	5	1	4	1	1	2	3	2	-	1	3	1	4	1	2	3	
	7%		13%	6%	8%	7%	5%	7%	7%	9%		4%	9%	17%	17%	2%	5%	10%	
															P				

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COMMUNITY NEEDS STUDY
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JUNE 2006

Q7. AND WHAT OTHER SOURCES DO YOU FIND CREDIBLE FOR INFORMATION ON LOCAL
POLITICAL AND COMMUNITY EVENTS?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	(TOT)	MALE	FMAL	18-44	45+	<\$45K	\$75K-	\$75K+	METROE VIEWER	NON- VIEWER	METROE NON- AWARE	INTEREST IN EAST COUNTY	SOME- LOW	INTER	CHILDREN IN HOUSEHOLD	YES	NO	<COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
LIBRARY	2 3%	-	2 5%	1 6%	1 2%	1 7%	1 5%	-	1 2%	1 4%	-	-	2 6%	-	2 8%	-	1 3%	1 3%
OTHER	4 6%	2 7%	2 5%	3 18%	1 2%	1 7%	2 10%	1 4%	3 7%	1 4%	1 33%	1 4%	3 9%	-	2 8%	2 5%	3 8%	1 3%
DON'T KNOW	5 7%	3 10%	2 5%	1 6%	4 8%	1 7%	-	4 15%	3 7%	1 4%	-	3 11%	1 3%	1 17%	1 4%	4 10%	1 3%	4 13%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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Lower case letters indicate significance at the 90% level.

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

Q8. ONE SOURCE OF INFORMATION ABOUT LOCAL EVENTS IS MULTNOMAH COMMUNITY TELEVISION, ALSO KNOWN AS MCTV OR METROEAST COMMUNITY TELEVISION. ARE YOU AWARE THAT MCTV OR METROEAST PROVIDES LOCAL PROGRAMMING ON YOUR CABLE TV CHANNEL?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	NON-	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
(TOT)	MALE	FMALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	VIEWER	VIEWER	AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	165	73	92	45	118	33	54	53	90	72	-	43	99	22	49	102	102	63
	82%	88%	79%	83%	82%	66%	89%	83%	94%	72%		86%	82%	76%	79%	87%	82%	83%
			c				F	F	J									
NO	35	10	25	9	26	17	7	11	6	28	35	7	21	7	13	15	22	13
	18%	12%	21%	17%	18%	34%	11%	17%	6%	28%	100%	14%	18%	24%	21%	13%	18%	17%
			b			GH				I								

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q8A. TO THE BEST OF YOUR KNOWLEDGE, WHAT IS THE CURRENT NAME OF THIS
 COMMUNITY TELEVISION STATION, MCTV (MULTNOMAH COMMUNITY TELEVISION) OR
 METROEAST?

	-----S1-----			-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	METROE VIEWER	NON- VIEWER	METROE NON- AWARE	VERY	SOME- WHAT	LOW INTER	YES	NO	<COLL	COLL	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
METROEAST	103	37	66	23	79	33	24	32	41	59	25	26	59	17	29	60	67	36	
	52%	45%	56%	43%	55%	66%	39%	50%	43%	59%	71%	52%	49%	59%	47%	51%	54%	47%	
			b			Gh				I									
MCTV	97	46	51	31	65	17	37	32	55	41	10	24	61	12	33	57	57	40	
	48%	55%	44%	57%	45%	34%	61%	50%	57%	41%	29%	48%	51%	41%	53%	49%	46%	53%	
		c				F	f		J										

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

11010/BB/AP/SH

METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q9. DURING THE PAST SIX MONTHS, HAVE YOU WATCHED ANY PROGRAMMING FROM (MCTV/METROEAST), WHICH CAN BE SEEN ON CHANNELS 11, 21, 22, 23, AND 27 THROUGH 30.

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	METROE VIEWER	NON-METROE VIEWER	NON-AWARE	VERY INTEREST	SOMEWHAT INTEREST	LOW INTEREST	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	96	46	50	23	72	18	30	37	96	-	6	30	61	5	25	62	57	39
	48%	55%	43%	43%	50%	36%	49%	58%	100%		17%	60%	51%	17%	40%	53%	46%	51%
			c					F				N	N					
NO	100	36	64	31	68	31	29	26	-	100	28	19	57	23	37	52	64	36
	50%	43%	55%	57%	47%	62%	48%	41%		100%	80%	38%	48%	79%	60%	44%	52%	47%
						H								LM	P			
DON'T KNOW	4	1	3	-	4	1	2	1	-	-	1	1	2	1	-	3	3	1
	2%	1%	3%		3%	2%	3%	2%			3%	2%	2%	3%		3%	2%	1%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

Q10. HOW LONG HAVE YOU BEEN WATCHING PROGRAMS ON (MCTV/METROEAST)?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(Q9. HAS WATCHED MCTV/ METROEAST PROGRAMMING IN PAST 6 MONTHS)	96	46	50	23	72	18	30	37	96	-	6	30	61	5	25	62	57	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%
1-6 MONTHS	7	3	4	2	5	1	2	4	7	-	3	1	4	2	2	5	2	5
	7%	7%	8%	9%	7%	6%	7%	11%	7%		50%	3%	7%	40%	8%	8%	4%	13%
														1				
7-12 MONTHS	11	3	8	5	6	3	4	3	11	-	1	2	9	-	4	7	6	5
	11%	7%	16%	22%	8%	17%	13%	8%	11%		17%	7%	15%		16%	11%	11%	13%
13-24 MONTHS	17	6	11	3	13	4	5	7	17	-	1	5	12	-	5	9	8	9
	18%	13%	22%	13%	18%	22%	17%	19%	18%		17%	17%	20%		20%	15%	14%	23%
25 MONTHS TO FIVE YEARS	16	9	7	5	11	4	7	5	16	-	-	3	13	-	3	12	10	6
	17%	20%	14%	22%	15%	22%	23%	14%	17%			10%	21%		12%	19%	18%	15%
MORE THAN FIVE YEARS	42	24	18	8	34	6	10	17	42	-	1	19	21	2	11	26	29	13
	44%	52%	36%	35%	47%	33%	33%	46%	44%		17%	63%	34%	40%	44%	42%	51%	33%
												M					r	
MEAN	77.4	83.1	72.0	51.1	86.9	61.6	58.1	76.1	77.4	-	28.3	92.4	71.6	50.0	77.9	73.7	87.4	62.9
STANDARD DEVIATION					d													
MEDIAN	76.1	62.7	87.2	40.9	83.3	53.9	49.0	64.7	76.1		45.6	64.6	82.1	56.6	100.6	63.5	83.0	63.3
	60.0	72.0	42.0	48.0	60.0	54.0	42.0	60.0	60.0		9.0	96.0	48.0	39.0	60.0	60.0	72.0	36.0
LESS THAN ONE MONTH	3	1	2	-	3	-	2	1	3	-	-	-	2	1	-	3	2	1
	3%	2%	4%		4%		7%	3%	3%				3%	20%		5%	4%	3%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

Q11. WHAT TIMES OF DAY DO YOU TYPICALLY WATCH PROGRAMS ON (MCTV/
 METROEAST)?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN			CHILDREN IN		EDUCATION		
	=====		=====		=====			METROE		NON-		EAST COUNTY			HOUSEHOLD		=====		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	VIEWER	NON-	NON-	VERY	WHAT	LOW	INTER	YES	NO	<COLL
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
(Q9. HAS WATCHED MCTV/ METROEAST PROGRAMMING IN PAST 6 MONTHS)	96	46	50	23	72	18	30	37	96	-	6	30	61	5	25	62	57	39	
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
7:01 AM - NOON	13	7	6	1	12	6	2	5	13	-	1	4	9	-	2	9	7	6	
	14%	15%	12%	4%	17%	33%	7%	14%	14%		17%	13%	15%		8%	15%	12%	15%	
					D	G													
12:01 PM - 3 PM	16	8	8	2	14	5	7	3	16	-	-	4	12	-	2	10	12	4	
	17%	17%	16%	9%	19%	28%	23%	8%	17%			13%	20%		8%	16%	21%	10%	
						h	h												
3:01 PM - 6 PM	13	6	7	5	8	6	3	2	13	-	2	4	9	-	3	8	9	4	
	14%	13%	14%	22%	11%	33%	10%	5%	14%		33%	13%	15%		12%	13%	16%	10%	
						gH													
6:01 PM - 9 PM	63	33	30	13	50	11	16	28	63	-	3	19	40	4	17	41	36	27	
	66%	72%	60%	57%	69%	61%	53%	76%	66%		50%	63%	66%	80%	68%	66%	63%	69%	
								g											
9:01 PM - MIDNIGHT	26	12	14	8	18	2	11	9	26	-	-	9	17	-	9	16	15	11	
	27%	26%	28%	35%	25%	11%	37%	24%	27%			30%	28%		36%	26%	26%	28%	
							F												
12:01 AM - 4 AM	3	1	2	1	2	-	2	1	3	-	-	1	2	-	1	2	1	2	
	3%	2%	4%	4%	3%		7%	3%	3%			3%	3%		4%	3%	2%	5%	
DON'T KNOW	1	-	1	-	1	-	1	-	1	-	1	1	-	-	-	1	1	-	
	1%		2%		1%		3%		1%		17%	3%			2%	2%			
NO PARTICULAR TIME	7	3	4	2	4	1	1	2	7	-	1	3	3	1	3	3	3	4	
	7%	7%	8%	9%	6%	6%	3%	5%	7%		17%	10%	5%	20%	12%	5%	5%	10%	

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Q12. THROUGH WHAT SOURCE OR SOURCES DO YOU LEARN WHAT PROGRAMS ARE AVAILABLE THROUGH (MCTV/METROEAST)?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	NON-	INTEREST IN EAST COUNTY			HOUSEHOLD		EDUCATION			
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	VIEWER	METROE	NON-	NON-	SOME-	LOW	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(Q9. HAS WATCHED MCTV/ METROEAST PROGRAMMING IN PAST 6 MONTHS)	96	46	50	23	72	18	30	37	96	-	6	30	61	5	25	62	57	39	
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	
FLIP THROUGH CHANNELS/ "CHANNEL SURFING"	52	27	25	12	40	11	18	16	52	-	4	12	38	2	14	33	29	23	
	54%	59%	50%	52%	56%	61%	60%	43%	54%		67%	40%	62%	40%	56%	53%	51%	59%	
												L							
ONSCREEN PROGRAM LISTINGS BY CABLE CO.	40	18	22	9	30	4	12	19	40	-	1	14	23	3	10	27	22	18	
	42%	39%	44%	39%	42%	22%	40%	51%	42%		17%	47%	38%	60%	40%	44%	39%	46%	
											F								
FAMILY/FRIENDS/WORD OF MOUTH	10	2	8	2	8	2	5	2	10	-	2	1	9	-	3	7	6	4	
	10%	4%	16%	9%	11%	11%	17%	5%	10%		33%	3%	15%		12%	11%	11%	10%	
			b									L							
OREGONIAN'S "TV CLICK"	9	3	6	-	9	3	-	5	9	-	-	4	4	1	-	8	6	3	
	9%	7%	12%		12%	17%		14%	9%			13%	7%	20%		13%	11%	8%	
INTERNET/WEBSITE	6	3	3	1	5	-	1	3	6	-	-	5	1	-	1	5	4	2	
	6%	7%	6%	4%	7%		3%	8%	6%			17%	2%		4%	8%	7%	5%	
											M								
MCTV OR METROEAST MONTHLY PRINTED PROGRAM GUIDE	3	1	2	1	2	-	2	1	3	-	-	-	3	-	1	2	3	-	
	3%	2%	4%	4%	3%		7%	3%	3%				5%		4%	3%	5%		
LOCAL NEWSPAPERS	2	1	1	-	2	-	-	2	2	-	1	1	1	-	1	1	1	1	
	2%	2%	2%		3%			5%	2%		17%	3%	2%		4%	2%	2%	3%	
TV HOST MAGAZINE	1	-	1	-	1	-	-	1	1	-	-	-	1	-	-	1	1	-	
	1%		2%		1%			3%	1%				2%			2%	2%		
OTHER	6	3	3	1	5	2	-	3	6	-	-	1	4	1	1	4	4	2	
	6%	7%	6%	4%	7%	11%		8%	6%			3%	7%	20%	4%	6%	7%	5%	
DON'T KNOW	5	2	3	3	2	1	2	1	5	-	1	2	2	1	3	2	4	1	
	5%	4%	6%	13%	3%	6%	7%	3%	5%		17%	7%	3%	20%	12%	3%	7%	3%	

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 JUNE 2006

Q13. OVERALL, HOW SATISFIED ARE YOU WITH THE QUALITY OF THE PROGRAMS YOU WATCH ON (MCTV/METROEAST)? WOULD YOU SAY YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, NOT TOO SATISFIED, OR NOT AT ALL SATISFIED?

	-----S1-----			-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----	
	(TOT)	GENDER		AGE		INCOME			METROE	NON-	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	VIEWER	NON-	NON-	VERY	SOME-	LOW	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(Q9. HAS WATCHED MCTV/ METROEAST PROGRAMMING IN PAST 6 MONTHS)	96 100%	46 100%	50 100%	23 100%	72 100%	18 100%	30 100%	37 100%	96 100%	-	6 100%	30 100%	61 100%	5 100%	25 100%	62 100%	57 100%	39 100%
4 -VERY SATISFIED	16 17%	8 17%	8 16%	3 13%	13 18%	5 28%	3 10%	7 19%	16 17%	-	2 33%	7 23%	9 15%	-	3 12%	12 19%	10 18%	6 15%
3 -SOMEWHAT SATISFIED	62 65%	32 70%	30 60%	15 65%	46 64%	11 61%	20 67%	23 62%	62 65%	-	3 50%	19 63%	41 67%	2 40%	18 72%	37 60%	37 65%	25 64%
2 -NOT TOO SATISFIED	11 11%	4 9%	7 14%	1 4%	10 14%	1 6%	5 17%	4 11%	11 11%	-	-	3 10%	7 11%	1 20%	1 4%	10 16%	6 11%	5 13%
1 -NOT AT ALL SATISFIED	4 4%	2 4%	2 4%	2 9%	2 3%	1 6%	1 3%	2 5%	4 4%	-	1 17%	-	2 3%	2 40%	2 8%	2 3%	3 5%	1 3%
MEAN	3.0	3.0	2.9	2.9	3.0	3.1	2.9	3.0	3.0	-	3.0	3.1	3.0	2.0	2.9	3.0	3.0	3.0
STANDARD DEVIATION	0.7	0.7	0.7	0.8	0.7	0.8	0.6	0.7	0.7		1.1	0.6	0.6	1.0	0.7	0.7	0.7	0.6
MEDIAN	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0		3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0
DON'T KNOW	3 3%	-	3 6%	2 9%	1 1%	-	1 3%	1 3%	3 3%	-	-	1 3%	2 3%	-	1 4%	1 2%	1 2%	2 5%

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 JUNE 2006

Q14. WHAT TYPES OF PROGRAMS DO YOU WATCH ON (MCTV/METROEAST)?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN			CHILDREN IN		EDUCATION		
	(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-	\$75K	\$75K+	VIEWER	NON-	NON-	VERY	SOME-	LOW	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(Q9. HAS WATCHED MCTV/ METROEAST PROGRAMMING IN PAST 6 MONTHS)	96	46	50	23	72	18	30	37	96	-	6	30	61	5	25	62	57	39	
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	
GOVERNMENT MEETINGS (CITY PLANNING, CITY COUNCIL, COUNTY COMMISSION)	59	28	31	12	46	13	15	25	59	-	-	22	36	1	15	38	30	29	
	61%	61%	62%	52%	64%	72%	50%	68%	61%			73%	59%	20%	60%	61%	53%	74%	
												N	N					Q	
COMMUNITY ISSUES (COUNTY ISSUES, NEIGHBORHOOD ASSOCIATIONS, ETC.)	30	13	17	7	23	7	10	9	30	-	1	8	22	-	7	19	19	11	
	31%	28%	34%	30%	32%	39%	33%	24%	31%		17%	27%	36%		28%	31%	33%	28%	
ARTS & ENTERTAINMENT (MUSIC, ART, ART GALLERY, ETC.)	12	8	4	2	10	3	5	4	12	-	1	4	7	1	4	6	9	3	
	12%	17%	8%	9%	14%	17%	17%	11%	12%		17%	13%	11%	20%	16%	10%	16%	8%	
EDUCATIONAL	6	3	3	4	2	2	1	3	6	-	1	2	3	1	2	4	3	3	
	6%	7%	6%	17%	3%	11%	3%	8%	6%		17%	7%	5%	20%	8%	6%	5%	8%	
				e															
RELIGIOUS/INSPIRATIONAL	6	4	2	2	4	1	2	3	6	-	1	1	4	1	2	3	3	3	
	6%	9%	4%	9%	6%	6%	7%	8%	6%		17%	3%	7%	20%	8%	5%	5%	8%	
POLITICAL OPINIONS/ DISCUSSIONS	4	1	3	-	4	1	1	1	4	-	1	-	3	1	-	3	3	1	
	4%	2%	6%		6%	6%	3%	3%	4%		17%		5%	20%		5%	5%	3%	
YOUTH PROGRAMMING (K-12)	3	-	3	2	1	-	2	1	3	-	-	-	3	-	2	1	1	2	
	3%		6%	9%	1%		7%	3%	3%				5%		8%	2%	2%	5%	
SPORTS/HEALTH/FITNESS	3	3	-	1	2	1	2	-	3	-	-	1	2	-	-	3	3	-	
	3%	7%		4%	3%	6%	7%		3%			3%	3%			5%	5%		
HISTORY	2	1	1	-	2	1	-	1	2	-	1	-	2	-	-	2	2	-	
	2%	2%	2%		3%	6%		3%	2%		17%		3%			3%	4%		
MULTI-CULTURAL PROGRAMMING (HISPANIC, ETHNIC PROGRAMMING, ETC.)	2	2	-	-	2	-	1	1	2	-	-	1	1	-	-	2	1	1	
	2%	4%			3%		3%	3%	2%			3%	2%			3%	2%	3%	

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COMMUNITY NEEDS STUDY
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JUNE 2006

Q14. WHAT TYPES OF PROGRAMS DO YOU WATCH ON (MCTV/METROEAST)?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	VIEWER	VIEWER	NON-AWARE	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TRAVEL	1 1%	1 2%	-	-	1 1%	1 6%	-	-	1 1%	-	1 17%	-	1 2%	-	-	1 2%	1 2%	-
CURRENT AFFAIRS/LOCAL NEWS	1 1%	-	1 2%	-	1 1%	-	1 3%	-	1 1%	-	-	1 3%	-	-	-	1 2%	1 2%	-
SCHOOL RELATED ISSUES	1 1%	-	1 2%	-	1 1%	-	1 3%	-	1 1%	-	-	-	1 2%	-	1 4%	-	-	1 3%
ENVIRONMENTAL ISSUES	1 1%	1 2%	-	-	1 1%	1 6%	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-
OTHER	6 6%	3 7%	3 6%	1 4%	4 6%	-	3 10%	2 5%	6 6%	-	-	3 10%	2 3%	1 20%	1 4%	5 8%	2 4%	4 10%
DON'T KNOW	11 11%	5 11%	6 12%	3 13%	8 11%	1 6%	4 13%	3 8%	11 11%	-	2 33%	4 13%	6 10%	1 20%	4 16%	6 10%	9 16%	2 5%
NONE	1 1%	-	1 2%	-	1 1%	-	-	1 3%	1 1%	-	-	-	1 2%	-	-	1 2%	-	1 3%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

11010/BB/AP/SH

METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q15. IS THERE A PARTICULAR TYPE OF PROGRAMMING YOU WOULD LIKE TO SEE MORE OF ON (MCTV/METROEAST)?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN			CHILDREN IN		EDUCATION	
	MALE FEMALE		18-44 45+		\$45K- \$75K+ \$75K+			VIEWER VIEWER		NON- NON-		EAST COUNTY			HOUSEHOLD		<COLL COLL	
	(TOT)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
COMMUNITY ISSUES (COUNTY ISSUES, NEIGHBORHOOD ASSOCIATIONS, ETC.)	23	10	13	6	17	5	9	8	16	7	5	10	12	1	7	15	14	9
	12%	12%	11%	11%	12%	10%	15%	12%	17%	7%	14%	20%	10%	3%	11%	13%	11%	12%
									J			N						
GOVERNMENT MEETINGS (CITY PLANNING, CITY COUNCIL, COUNTY COMMISSION)	15	8	7	2	13	6	4	4	12	3	-	8	7	-	3	12	10	5
	8%	10%	6%	4%	9%	12%	7%	6%	12%	3%		16%	6%		5%	10%	8%	7%
									J			m						
SCHOOL RELATED ISSUES	10	4	6	5	5	3	5	2	6	4	-	4	5	1	5	4	4	6
	5%	5%	5%	9%	3%	6%	8%	3%	6%	4%		8%	4%	3%	8%	3%	3%	8%
CURRENT AFFAIRS/LOCAL NEWS	7	3	4	1	6	2	2	2	4	3	-	2	4	1	2	5	3	4
	4%	4%	3%	2%	4%	4%	3%	3%	4%	3%		4%	3%	3%	3%	4%	2%	5%
ARTS & ENTERTAINMENT (MUSIC, ART, ART GALLERY, ETC.)	7	4	3	1	6	3	3	1	4	3	2	-	7	-	1	5	5	2
	4%	5%	3%	2%	4%	6%	5%	2%	4%	3%	6%		6%		2%	4%	4%	3%
SPORTS/HEALTH/FITNESS	4	4	-	-	4	1	1	2	4	-	-	2	2	-	1	2	3	1
	2%	5%			3%	2%	2%	3%	4%			4%	2%		2%	2%	2%	1%
BETTER PRODUCED/QUALITY SHOWS	4	-	4	-	4	1	-	1	3	1	1	2	1	1	-	2	3	1
	2%		3%		3%	2%		2%	3%	1%	3%	4%	1%	3%		2%	2%	1%
YOUTH PROGRAMMING (K-12)	3	2	1	1	2	1	1	1	3	-	-	2	1	-	2	1	3	-
	2%	2%	1%	2%	1%	2%	2%	2%	3%			4%	1%		3%	1%	2%	
ALTERNATIVE NEWS SOURCES	3	1	2	2	1	-	1	2	-	3	-	2	1	-	2	1	1	2
	2%	1%	2%	4%	1%		2%	3%		3%		4%	1%		3%	1%	1%	3%
RELIGIOUS/INSPIRATIONAL	3	1	2	-	3	1	-	1	2	-	1	2	1	-	-	1	2	1
	2%	1%	2%		2%	2%		2%	2%		3%	4%	1%			1%	2%	1%
HISTORY	3	1	2	-	3	-	1	1	3	-	-	2	1	-	-	2	2	1
	2%	1%	2%		2%		2%	2%	3%			4%	1%			2%	2%	1%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
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METROEAST COMMUNITY MEDIA
COMMUNITY NEEDS STUDY
CONDUCTED BY MARKET DECISIONS CORP
JUNE 2006

Q15. IS THERE A PARTICULAR TYPE OF PROGRAMMING YOU WOULD LIKE TO SEE MORE OF ON (MCTV/METROEAST)?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	METROE VIEWER	NON-METROE VIEWER	NON-AWARE	INTEREST IN EAST COUNTY	SOME-LOW	VERY INTER	CHILDREN IN HOUSEHOLD	YES	NO	<COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
MULTI-CULTURAL PROGRAMMING (HISPANIC, ETHNIC PROGRAMMING, ETC.)	2 1%	-	2 2%	1 2%	1 1%	1 2%	1 2%	-	1 1%	1 1%	-	-	1 1%	1 3%	1 2%	1 1%	-	2 3%
EDUCATIONAL	2 1%	-	2 2%	1 2%	1 1%	2 4%	-	-	-	2 2%	1 3%	-	1 1%	1 3%	1 2%	1 1%	2 2%	-
POLITICAL OPINIONS/ DISCUSSIONS	2 1%	1 1%	1 1%	1 2%	1 1%	1 2%	1 2%	-	1 1%	1 1%	-	1 2%	1 1%	-	-	1 1%	1 1%	1 1%
SCIENCE PROGRAMS	2 1%	1 1%	1 1%	-	2 1%	-	1 2%	1 2%	1 1%	1 1%	-	2 4%	-	-	-	2 2%	-	2 3%
ENVIRONMENTAL ISSUES	1 *%	1 1%	-	-	1 1%	-	1 2%	-	1 1%	-	-	1 2%	-	-	-	1 1%	1 1%	-
TRAVEL	1 *%	-	1 1%	-	1 1%	1 2%	-	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	-
FAMILY ENTERTAINMENT	1 *%	-	1 1%	1 2%	-	-	-	1 2%	-	1 1%	1 3%	1 2%	-	-	1 2%	-	-	1 1%
OTHER	9 4%	4 5%	5 4%	1 2%	8 6%	2 4%	4 7%	2 3%	2 2%	7 7%	3 9%	4 8%	4 3%	1 3%	1 2%	6 5%	4 3%	5 7%
DON'T KNOW	124 62%	47 57%	77 66%	39 72%	83 58%	30 60%	39 64%	38 59%	49 51%	73 73%	25 71%	21 42%	82 68%	21 72%	44 71%	67 57%	75 60%	49 64%
NONE	13 6%	7 8%	6 5%	1 2%	12 8%	2 4%	3 5%	6 9%	9 9%	3 3%	-	3 6%	7 6%	2 7%	1 2%	12 10%	12 10%	1 1%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q16. WHAT TYPES OF PROGRAMS DO YOU WATCH ON NON-(MCTV/METROEAST) TELEVISION?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NEWS	93	42	51	23	69	26	24	29	40	51	19	25	54	13	28	57	55	38
	46%	51%	44%	43%	48%	52%	39%	45%	42%	51%	54%	50%	45%	45%	45%	49%	44%	50%
PRIME-TIME DRAMAS	72	22	50	18	53	13	28	21	39	32	6	18	42	12	20	47	46	26
	36%	27%	43%	33%	37%	26%	46%	33%	41%	32%	17%	36%	35%	41%	32%	40%	37%	34%
EDUCATIONAL (DISCOVERY CHANNEL, LEARNING CHANNEL, ETC.)	55	23	32	13	41	13	14	22	31	24	11	15	36	4	17	33	27	28
	28%	28%	27%	24%	28%	26%	23%	34%	32%	24%	31%	30%	30%	14%	27%	28%	22%	37%
SPORTS	45	30	15	11	33	9	15	15	20	25	4	15	23	6	11	31	29	16
	22%	36%	13%	20%	23%	18%	25%	23%	21%	25%	11%	30%	19%	21%	18%	26%	23%	21%
COMEDY (SITCOMS)	39	19	20	18	21	11	16	7	19	19	7	7	27	5	13	21	33	6
	20%	23%	17%	33%	15%	22%	26%	11%	20%	19%	20%	14%	22%	17%	21%	18%	27%	8%
MOVIES	35	15	20	9	24	14	9	8	14	19	5	10	21	4	10	20	19	16
	18%	18%	17%	17%	17%	28%	15%	12%	15%	19%	14%	20%	18%	14%	16%	17%	15%	21%
HISTORY (HISTORY CHANNEL)	35	19	16	5	30	8	9	14	23	12	4	14	17	4	7	23	18	17
	18%	23%	14%	9%	21%	16%	15%	22%	24%	12%	11%	28%	14%	14%	11%	20%	15%	22%
ENTERTAINMENT/CULTURE (ARTS, MUSIC, ETC)	20	6	14	10	10	9	3	6	6	14	8	3	13	4	14	4	16	4
	10%	7%	12%	19%	7%	18%	5%	9%	6%	14%	23%	6%	11%	14%	23%	3%	13%	5%
PBS/OPB	20	8	12	4	16	4	6	7	10	9	3	3	14	3	6	12	10	10
	10%	10%	10%	7%	11%	8%	10%	11%	10%	9%	9%	6%	12%	10%	10%	10%	8%	13%
REALITY SHOWS	19	5	14	7	12	5	6	6	9	10	4	1	14	4	5	11	13	6
	10%	6%	12%	13%	8%	10%	10%	9%	9%	10%	11%	2%	12%	14%	8%	9%	10%	8%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
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METROEAST COMMUNITY MEDIA
COMMUNITY NEEDS STUDY
CONDUCTED BY MARKET DECISIONS CORP
JUNE 2006

Q16. WHAT TYPES OF PROGRAMS DO YOU WATCH ON NON-(MCTV/METROEAST) TELEVISION?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	METROE VIEWER	NON-METROE VIEWER	NON-AWARE	INTEREST IN EAST COUNTY	SOME-LOW INTER	CHILDREN IN HOUSEHOLD	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
NEWS MAGAZINES (20/20, 60 MINUTES)	17 8%	7 8%	10 9%	6 11%	11 8%	4 8%	5 8%	8 12%	11 11%	6 6%	2 6%	6 12%	8 7%	3 10%	5 8%	11 9%	11 9%	6 8%
GARDENING/HOME IMPROVEMENT	10 5%	1 1%	9 8% B	2 4%	8 6%	1 2%	3 5%	4 6%	4 4%	6 6%	2 6%	5 10%	5 4%	-	2 3%	7 6%	8 6%	2 3%
TALK SHOWS	9 4%	2 2%	7 6%	5 9%	4 3%	2 4%	4 7%	2 3%	4 4%	4 4%	3 9%	2 4%	5 4%	2 7%	4 6%	5 4%	4 3%	5 7%
DOCUMENTARY	8 4%	3 4%	5 4%	2 4%	6 4%	2 4%	5 8% h	1 2%	5 5%	2 2%	-	1 2%	6 5%	1 3%	4 6%	3 3%	5 4%	3 4%
GAME SHOWS	5 2%	1 1%	4 3%	-	5 3%	3 6%	2 3%	-	3 3%	2 2%	2 6%	1 2%	4 3%	-	1 2%	3 3%	2 2%	3 4%
A&E BIOGRAPHY	4 2%	2 2%	2 2%	-	4 3%	1 2%	2 3%	1 2%	3 3%	1 1%	-	1 2%	3 2%	-	-	3 3%	3 2%	1 1%
NETWORK TELEVISION	3 2%	1 1%	2 2%	1 2%	2 1%	-	1 2%	2 3%	2 2%	1 1%	-	1 2%	2 2%	-	-	2 2%	1 1%	2 3%
TRAVEL AND ADVENTURE	1 *%	1 1%	-	-	1 1%	1 2%	-	-	1 1%	-	1 3%	-	1 1%	-	-	1 1%	1 1%	-
OTHER	12 6%	4 5%	8 7%	1 2%	11 8% D	3 6%	5 8%	2 3%	6 6%	5 5%	2 6%	1 2%	9 8% 1	2 7%	1 2%	9 8% O	10 8% r	2 3%
DON'T KNOW	4 2%	2 2%	2 2%	2 4%	2 1%	-	1 2%	3 5%	2 2%	2 2%	-	1 2%	3 2%	-	3 5%	-	2 2%	2 3%
NONE	1 *%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 2%	-	-	-	1 1%	1 1%	-

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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 JUNE 2006

Q17. HAVE YOU EVER CALLED INTO AN (MCTV/METROEAST) PROGRAM?

	-----S1-----		-----D4-----		-----D6-----			Q9	Q8	-----Q2-----			-----D2-----		-----D3-----			
	GENDER		AGE		INCOME			METROE	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION			
	(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-	\$75K+	METROE VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(Q9. HAS WATCHED MCTV/ METROEAST PROGRAMMING IN PAST 6 MONTHS)	96	46	50	23	72	18	30	37	96	-	6	30	61	5	25	62	57	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%
YES	4	4	-	1	3	-	-	3	4	-	-	1	3	-	1	3	2	2
	4%	9%		4%	4%			8%	4%			3%	5%		4%	5%	4%	5%
NO	92	42	50	22	69	18	30	34	92	-	6	29	58	5	24	59	55	37
	96%	91%	100%	96%	96%	100%	100%	92%	96%		100%	97%	95%	100%	96%	95%	96%	95%
			B			h	h							m				

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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Q18. HAVE YOU EVER USED (MCTV/METROEAST)'S VIDEO EQUIPMENT OR STUDIOS?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-METROE VIEWER	NON-METROE AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	5	2	3	1	4	3	1	1	3	2	-	2	3	-	1	3	3	2
	2%	2%	3%	2%	3%	6%	2%	2%	3%	2%		4%	2%		2%	3%	2%	3%
NO	195	81	114	53	140	47	60	63	93	98	35	48	117	29	61	114	121	74
	98%	98%	97%	98%	97%	94%	98%	98%	97%	98%	100%	96%	98%	100%	98%	97%	98%	97%

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 JUNE 2006

Q19. WHAT DID YOU USE THEM FOR?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(Q18. HAS USED (MCTV/ METROEAST)'S VIDEO EQUIPMENT OR STUDIOS)	5	2	3	1	4	3	1	1	3	2	-	2	3	-	1	3	3	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%		100%	100%	100%	100%
LEARNED TO USE EQUIPMENT	2	1	1	1	1	1	-	1	1	1	-	-	2	-	1	1	1	1
	40%	50%	33%	100%	25%	33%		100%	33%	50%			67%		100%	33%	33%	50%
				E				F							P			
ANNOUNCE/PROMOTE A PROGRAM	2	1	1	-	2	1	1	-	2	-	-	1	1	-	-	1	2	-
	40%	50%	33%		50%	33%	100%		67%			50%	33%			33%	67%	
							F											
OTHER	1	-	1	-	1	1	-	-	-	1	-	1	-	-	-	1	-	1
	20%		33%		25%	33%				50%		50%				33%		50%

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METROEAST COMMUNITY MEDIA
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 JUNE 2006

Q20. HOW DID YOU FIND OUT ABOUT (MCTV/METROEAST)'S COMMUNITY BROADCASTING SERVICES?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	VIEWER	NON-AWARE	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(Q18. HAS USED (MCTV/METROEAST)'S VIDEO EQUIPMENT OR STUDIOS)	5	2	3	1	4	3	1	1	3	2	-	2	3	-	1	3	3	2	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%		100%	100%	100%	100%	
MCTV APPROACHED ME/MY GROUP	3	1	2	-	3	2	1	-	2	1	-	2	1	-	-	2	2	1	
	60%	50%	67%		75%	67%	100%		67%	50%		100%	33%			67%	67%	50%	
WATCHING MCTV/METROEAST	2	2	-	-	2	-	1	1	2	-	-	-	2	-	-	2	1	1	
	40%	100%			50%		100%	100%	67%				67%			67%	33%	50%	
WORD OF MOUTH (FRIEND/RELATIVE/NEIGHBOR)	1	1	-	-	1	-	-	1	1	-	-	-	1	-	-	1	-	1	
	20%	50%			25%			100%	33%				33%			33%		50%	
OTHER	1	-	1	1	-	1	-	-	-	1	-	-	1	-	1	-	1	-	
	20%		33%	100%		33%				50%			33%		100%		33%		

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

11010/BB/AP/SH

METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q21. DO YOU HAVE FRIENDS WHO USE (MCTV/METROEAST)'S COMMUNITY BROADCASTING OR STUDIO SERVICES?

	-----S1-----			-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	METROE VIEWER	NON-METROE VIEWER	METROE AWARE	NON-METROE AWARE	VERY	SOME-WHAT	LOW INTER	HOUSEHOLD YES	HOUSEHOLD NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
YES	29	9	20	8	21	8	9	8	16	13	-	11	15	3	10	16	17	12	
	14%	11%	17%	15%	15%	16%	15%	12%	17%	13%		22%	12%	10%	16%	14%	14%	16%	
NO	171	74	97	46	123	42	52	56	80	87	35	39	105	26	52	101	107	64	
	86%	89%	83%	85%	85%	84%	85%	88%	83%	87%	100%	78%	88%	90%	84%	86%	86%	84%	

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q22. I'M GOING TO READ YOU A LIST OF TOPICS, AND FOR EACH ONE, I'D LIKE TO KNOW HOW INTERESTED YOU WOULD BE IN LEARNING MORE ABOUT THEM AS THEY RELATE TO EAST MULTNOMAH COUNTY. WOULD YOU BE VERY INTERESTED, SOMEWHAT INTERESTED, NOT TOO INTERESTED, OR NOT AT ALL INTERESTED IN LEARNING MORE ABOUT

A. SCHOOLS AND PUBLIC EDUCATION

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METRO	NON-	METRO	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	GRAD	COLL	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	84	31	53	27	57	23	24	30	48	33	17	29	52	3	39	37	54	30
	42%	37%	45%	50%	40%	46%	39%	47%	50%	33%	49%	58%	43%	10%	63%	32%	44%	39%
									J			mN	N		P			
3 -SOMEWHAT INTERESTED	71	31	40	18	53	13	24	26	30	41	6	15	40	15	18	50	40	31
	36%	37%	34%	33%	37%	26%	39%	41%	31%	41%	17%	30%	33%	52%	29%	43%	32%	41%
								f						lm		o		
2 -NOT TOO INTERESTED	26	16	10	5	21	9	5	7	13	13	6	5	17	4	2	19	14	12
	13%	19%	9%	9%	15%	18%	8%	11%	14%	13%	17%	10%	14%	14%	3%	16%	11%	16%
																O		
1 -NOT AT ALL INTERESTED	19	5	14	4	13	5	8	1	5	13	6	1	11	7	3	11	16	3
	10%	6%	12%	7%	9%	10%	13%	2%	5%	13%	17%	2%	9%	24%	5%	9%	13%	4%
						h	H			i			L	Lm			R	
MEAN	3.1	3.1	3.1	3.3	3.1	3.1	3.0	3.3	3.3	2.9	3.0	3.4	3.1	2.5	3.5	3.0	3.1	3.2
STANDARD DEVIATION	1.0	0.9	1.0	0.9	1.0	1.0	1.0	0.7	0.9	1.0	1.2	0.8	1.0	1.0	0.8	0.9	1.0	0.8
MEDIAN	3.0	3.0	3.0	3.5	3.0	3.0	3.0	3.0	3.5	3.0	3.0	4.0	3.0	3.0	4.0	3.0	3.0	3.0

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q22. I'M GOING TO READ YOU A LIST OF TOPICS, AND FOR EACH ONE, I'D LIKE TO KNOW HOW INTERESTED YOU WOULD BE IN LEARNING MORE ABOUT THEM AS THEY RELATE TO EAST MULTNOMAH COUNTY. WOULD YOU BE VERY INTERESTED, SOMEWHAT INTERESTED, NOT TOO INTERESTED, OR NOT AT ALL INTERESTED IN LEARNING MORE ABOUT

B. ENVIRONMENTAL ISSUES

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METRO	NON-	METRO	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	MALE FEMALE		18-44 45+		\$45K- \$75K \$75K+			VIEWER	VIEWER	NON-	VERY	SOME-	LOW	YES	NO	<COLL	COLL	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	66	25	41	18	48	15	25	20	42	22	11	26	35	5	20	36	41	25
	33%	30%	35%	33%	33%	30%	41%	31%	44%	22%	31%	52%	29%	17%	32%	31%	33%	33%
									J			MN						
3 -SOMEWHAT INTERESTED	98	39	59	22	75	26	26	33	43	53	19	20	67	11	31	60	59	39
	49%	47%	50%	41%	52%	52%	43%	52%	45%	53%	54%	40%	56%	38%	50%	51%	48%	51%
												ln						
2 -NOT TOO INTERESTED	21	13	8	9	12	5	6	8	8	13	1	4	10	7	6	12	14	7
	10%	16%	7%	17%	8%	10%	10%	12%	8%	13%	3%	8%	8%	24%	10%	10%	11%	9%
		c											lm					
1 -NOT AT ALL INTERESTED	15	6	9	5	9	4	4	3	3	12	4	-	8	6	5	9	10	5
	8%	7%	8%	9%	6%	8%	7%	5%	3%	12%	11%		7%	21%	8%	8%	8%	7%
									I				m					
MEAN	3.1	3.0	3.1	3.0	3.1	3.0	3.2	3.1	3.3	2.9	3.1	3.4	3.1	2.5	3.1	3.1	3.1	3.1
STANDARD DEVIATION									J			MN	N					
MEDIAN	0.9	0.9	0.8	0.9	0.8	0.9	0.9	0.8	0.8	0.9	0.9	0.6	0.8	1.0	0.9	0.8	0.9	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

Q22. I'M GOING TO READ YOU A LIST OF TOPICS, AND FOR EACH ONE, I'D LIKE TO KNOW HOW INTERESTED YOU WOULD BE IN LEARNING MORE ABOUT THEM AS THEY RELATE TO EAST MULTNOMAH COUNTY. WOULD YOU BE VERY INTERESTED, SOMEWHAT INTERESTED, NOT TOO INTERESTED, OR NOT AT ALL INTERESTED IN LEARNING MORE ABOUT

C. LAND USE PLANNING POLICIES AND ACTIONS

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METRO	NON-	METRO	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW	INTER	YES	NO	<COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	73	30	43	18	55	16	24	23	44	28	9	31	36	6	23	41	44	29
	36%	36%	37%	33%	38%	32%	39%	36%	46%	28%	26%	62%	30%	21%	37%	35%	35%	38%
									J			MN						
3 -SOMEWHAT INTERESTED	80	34	46	18	62	17	21	34	38	41	15	16	57	7	23	52	46	34
	40%	41%	39%	33%	43%	34%	34%	53%	40%	41%	43%	32%	48%	24%	37%	44%	37%	45%
									FG			LN						
2 -NOT TOO INTERESTED	23	12	11	11	12	9	8	3	6	16	5	3	14	6	11	10	14	9
	12%	14%	9%	20%	8%	18%	13%	5%	6%	16%	14%	6%	12%	21%	18%	9%	11%	12%
				E		H	h			I				l	p			
1 -NOT AT ALL INTERESTED	24	7	17	7	15	8	8	4	8	15	6	-	13	10	5	14	20	4
	12%	8%	15%	13%	10%	16%	13%	6%	8%	15%	17%		11%	34%	8%	12%	16%	5%
													M				R	
MEAN	3.0	3.0	3.0	2.9	3.1	2.8	3.0	3.2	3.2	2.8	2.8	3.6	3.0	2.3	3.0	3.0	2.9	3.2
STANDARD DEVIATION								F	J			MN	N				q	
MEDIAN	1.0	0.9	1.0	1.0	0.9	1.1	1.0	0.8	0.9	1.0	1.0	0.6	0.9	1.2	0.9	1.0	1.1	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	2.0	3.0	3.0	3.0	3.0

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METROEAST COMMUNITY MEDIA
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Q22. I'M GOING TO READ YOU A LIST OF TOPICS, AND FOR EACH ONE, I'D LIKE TO KNOW HOW INTERESTED YOU WOULD BE IN LEARNING MORE ABOUT THEM AS THEY RELATE TO EAST MULTNOMAH COUNTY. WOULD YOU BE VERY INTERESTED, SOMEWHAT INTERESTED, NOT TOO INTERESTED, OR NOT AT ALL INTERESTED IN LEARNING MORE ABOUT

D. ECONOMIC DEVELOPMENT ACTIVITIES

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METRO		METRO	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	MALE FEMALE		18-44 45+		\$45K- \$75K \$75K+			VIEWER VIEWER		NON- NON-	VERY WHAT INTER			YES NO		<COLL COLL		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	59	24	35	18	41	14	16	21	33	24	11	23	33	3	19	30	34	25
	30%	29%	30%	33%	28%	28%	26%	33%	34%	24%	31%	46%	28%	10%	31%	26%	27%	33%
												MN	N					
3 -SOMEWHAT INTERESTED	97	41	56	25	70	20	30	35	49	46	12	22	66	8	33	57	61	36
	48%	49%	48%	46%	49%	40%	49%	55%	51%	46%	34%	44%	55%	28%	53%	49%	49%	47%
													N					
2 -NOT TOO INTERESTED	28	12	16	7	21	9	11	6	9	19	7	4	13	11	6	20	17	11
	14%	14%	14%	13%	15%	18%	18%	9%	9%	19%	20%	8%	11%	38%	10%	17%	14%	14%
										i			LM					
1 -NOT AT ALL INTERESTED	16	6	10	4	12	7	4	2	5	11	5	1	8	7	4	10	12	4
	8%	7%	9%	7%	8%	14%	7%	3%	5%	11%	14%	2%	7%	24%	6%	9%	10%	5%
						H							LM					
MEAN	3.0	3.0	3.0	3.1	3.0	2.8	3.0	3.2	3.1	2.8	2.8	3.3	3.0	2.2	3.1	2.9	2.9	3.1
STANDARD DEVIATION	0.9	0.9	0.9	0.9	0.9	1.0	0.8	0.7	0.8	0.9	1.0	0.7	0.8	1.0	0.8	0.9	0.9	0.8
MEDIAN	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0

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E. HOMELESS FAMILIES AND INDIVIDUALS

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW	INTER	YES	NO	GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	38	10	28	9	29	12	12	10	16	20	7	13	21	4	14	17	25	13
	19%	12%	24%	17%	20%	24%	20%	16%	17%	20%	20%	26%	18%	14%	23%	15%	20%	17%
			B															
3 -SOMEWHAT INTERESTED	107	46	61	29	76	25	30	38	56	50	18	27	69	10	35	65	61	46
	54%	55%	52%	54%	53%	50%	49%	59%	58%	50%	51%	54%	58%	34%	56%	56%	49%	61%
			n									n						
2 -NOT TOO INTERESTED	25	14	11	7	18	5	11	5	10	15	3	7	13	5	5	17	16	9
	12%	17%	9%	13%	12%	10%	18%	8%	10%	15%	9%	14%	11%	17%	8%	15%	13%	12%
							h											
1 -NOT AT ALL INTERESTED	30	13	17	9	21	8	8	11	14	15	7	3	17	10	8	18	22	8
	15%	16%	15%	17%	15%	16%	13%	17%	15%	15%	20%	6%	14%	34%	13%	15%	18%	11%
												1	LM					
MEAN	2.8	2.6	2.9	2.7	2.8	2.8	2.8	2.7	2.8	2.8	2.7	3.0	2.8	2.3	2.9	2.7	2.7	2.8
STANDARD DEVIATION												N	N					
MEDIAN	0.9	0.9	0.9	0.9	0.9	1.0	0.9	0.9	0.9	0.9	1.0	0.8	0.9	1.1	0.9	0.9	1.0	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0

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F. HEALTH CARE AVAILABILITY AND AFFORDABILITY

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	METRO VIEWER	NON-METRO VIEWER	METRO AWARE	VERY INTERESTED	SOMEWHAT INTERESTED	LOW INTERESTED	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	72	24	48	20	52	25	22	17	34	36	17	24	40	8	26	37	47	25
	36%	29%	41%	37%	36%	50%	36%	27%	35%	36%	49%	48%	33%	28%	42%	32%	38%	33%
			b			H						mn						
3 -SOMEWHAT INTERESTED	75	30	45	16	58	17	22	29	36	37	10	16	51	8	19	49	50	25
	38%	36%	38%	30%	40%	34%	36%	45%	38%	37%	29%	32%	42%	28%	31%	42%	40%	33%
2 -NOT TOO INTERESTED	29	17	12	8	21	5	11	8	16	13	4	8	16	5	9	18	14	15
	14%	20%	10%	15%	15%	10%	18%	12%	17%	13%	11%	16%	13%	17%	15%	15%	11%	20%
		c																
1 -NOT AT ALL INTERESTED	24	12	12	10	13	3	6	10	10	14	4	2	13	8	8	13	13	11
	12%	14%	10%	19%	9%	6%	10%	16%	10%	14%	11%	4%	11%	28%	13%	11%	10%	14%
						f						l	lm					
MEAN	3.0	2.8	3.1	2.9	3.0	3.3	3.0	2.8	3.0	3.0	3.1	3.2	3.0	2.6	3.0	2.9	3.1	2.8
STANDARD DEVIATION			B			gh						N	N					
MEDIAN	1.0	1.0	1.0	1.1	0.9	0.9	1.0	1.0	1.0	1.0	1.0	0.9	1.0	1.2	1.0	1.0	1.0	1.0
	3.0	3.0	3.0	3.0	3.0	3.5	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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11010/BB/AP/SH

METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q22. I'M GOING TO READ YOU A LIST OF TOPICS, AND FOR EACH ONE, I'D LIKE TO KNOW HOW INTERESTED YOU WOULD BE IN LEARNING MORE ABOUT THEM AS THEY RELATE TO EAST MULTNOMAH COUNTY. WOULD YOU BE VERY INTERESTED, SOMEWHAT INTERESTED, NOT TOO INTERESTED, OR NOT AT ALL INTERESTED IN LEARNING MORE ABOUT

G. ABUSE OF DRUGS AND ALCOHOL

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METRO	NON-	METRO	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW	INTER	YES	NO	GRAD	GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	57	23	34	14	43	16	21	14	29	27	10	17	33	7	20	29	43	14
	28%	28%	29%	26%	30%	32%	34%	22%	30%	27%	29%	34%	28%	24%	32%	25%	35%	18%
																		R
3 -SOMEWHAT INTERESTED	83	37	46	27	55	18	26	26	38	43	14	22	54	6	31	45	48	35
	42%	45%	39%	50%	38%	36%	43%	41%	40%	43%	40%	44%	45%	21%	50%	38%	39%	46%
												N	N					
2 -NOT TOO INTERESTED	34	14	20	6	27	11	8	13	16	18	7	7	18	9	5	26	15	19
	17%	17%	17%	11%	19%	22%	13%	20%	17%	18%	20%	14%	15%	31%	8%	22%	12%	25%
													lm		O			Q
1 -NOT AT ALL INTERESTED	26	9	17	7	19	5	6	11	13	12	4	4	15	7	6	17	18	8
	13%	11%	15%	13%	13%	10%	10%	17%	14%	12%	11%	8%	12%	24%	10%	15%	15%	11%
														1				
MEAN	2.9	2.9	2.8	2.9	2.8	2.9	3.0	2.7	2.9	2.9	2.9	3.0	2.9	2.4	3.0	2.7	2.9	2.7
STANDARD DEVIATION							H					N	N		P			
MEDIAN	1.0	0.9	1.0	0.9	1.0	1.0	0.9	1.0	1.0	1.0	1.0	0.9	1.0	1.1	0.9	1.0	1.0	0.9
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0

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H. PROPERTY TAXES

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	METRO VIEWER	NON-METRO VIEWER	METRO NON-AWARE	VERY INTERESTED	SOMEWHAT INTERESTED	LOW INTERESTED	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	105	46	59	31	72	21	31	39	63	40	14	36	64	5	37	56	63	42
	52%	55%	50%	57%	50%	42%	51%	61%	66%	40%	40%	72%	53%	17%	60%	48%	51%	55%
								F	J			MN	N					
3 -SOMEWHAT INTERESTED	68	26	42	15	53	21	22	19	24	43	15	10	43	14	15	48	43	25
	34%	31%	36%	28%	37%	42%	36%	30%	25%	43%	43%	20%	36%	48%	24%	41%	35%	33%
									I			L	L		O			
2 -NOT TOO INTERESTED	12	5	7	2	10	5	3	2	4	8	2	3	6	3	3	7	7	5
	6%	6%	6%	4%	7%	10%	5%	3%	4%	8%	6%	6%	5%	10%	5%	6%	6%	7%
1 -NOT AT ALL INTERESTED	15	6	9	6	9	3	5	4	5	9	4	1	7	7	7	6	11	4
	8%	7%	8%	11%	6%	6%	8%	6%	5%	9%	11%	2%	6%	24%	11%	5%	9%	5%
													LM					
MEAN	3.3	3.3	3.3	3.3	3.3	3.2	3.3	3.5	3.5	3.1	3.1	3.6	3.4	2.6	3.3	3.3	3.3	3.4
STANDARD DEVIATION	0.9	0.9	0.9	1.0	0.9	0.9	0.9	0.8	J	0.9	1.0	mN	N	2.6	3.3	3.3	3.3	3.4
MEDIAN	4.0	4.0	4.0	4.0	3.5	3.0	4.0	4.0	4.0	3.0	3.0	4.0	4.0	3.0	4.0	3.0	4.0	4.0

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I. STREETS AND HIGHWAY ISSUES

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METRO	NON-	METRO	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
(TOT)	MALE	FMAL	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	NON-	NON-	VERY	WHAT	LOW	YES	NO	GRAD	GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	60	28	32	15	45	15	17	19	33	26	9	24	33	3	19	32	36	24
	30%	34%	27%	28%	31%	30%	28%	30%	34%	26%	26%	48%	28%	10%	31%	27%	29%	32%
												MN	N					
3 -SOMEWHAT INTERESTED	99	41	58	26	72	26	29	34	45	52	20	19	65	15	30	62	69	30
	50%	49%	50%	48%	50%	52%	48%	53%	47%	52%	57%	38%	54%	52%	48%	53%	56%	39%
												L					R	
2 -NOT TOO INTERESTED	20	9	11	7	13	4	8	6	12	8	3	5	12	3	8	10	6	14
	10%	11%	9%	13%	9%	8%	13%	9%	12%	8%	9%	10%	10%	10%	13%	9%	5%	18%
																		Q
1 -NOT AT ALL INTERESTED	21	5	16	6	14	5	7	5	6	14	3	2	10	8	5	13	13	8
	10%	6%	14%	11%	10%	10%	11%	8%	6%	14%	9%	4%	8%	28%	8%	11%	10%	11%
			b							i				LM				
MEAN	3.0	3.1	2.9	2.9	3.0	3.0	2.9	3.0	3.1	2.9	3.0	3.3	3.0	2.4	3.0	3.0	3.0	2.9
STANDARD DEVIATION												MN	N					
MEDIAN	0.9	0.8	1.0	0.9	0.9	0.9	0.9	0.8	0.8	0.9	0.8	0.8	0.8	1.0	0.9	0.9	0.9	1.0
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

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J. LOCAL COMMUNITY EVENTS

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	METROE VIEWER	NON-METROE VIEWER	METROE NON-AWARE	VERY INTERESTED	SOMEWHAT INTERESTED	LOW INTERESTED	HOUSEHOLD YES	HOUSEHOLD NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	68	20	48	19	49	20	19	23	43	23	10	26	38	4	25	36	42	26
	34%	24%	41%	35%	34%	40%	31%	36%	45%	23%	29%	52%	32%	14%	40%	31%	34%	34%
			B						J			MN	N					
3 -SOMEWHAT INTERESTED	102	45	57	24	76	25	31	34	44	56	17	23	63	16	27	64	65	37
	51%	54%	49%	44%	53%	50%	51%	53%	46%	56%	49%	46%	52%	55%	44%	55%	52%	49%
2 -NOT TOO INTERESTED	21	12	9	8	13	4	8	4	7	14	5	1	16	4	8	12	10	11
	10%	14%	8%	15%	9%	8%	13%	6%	7%	14%	14%	2%	13%	14%	13%	10%	8%	14%
												L	1					
1 -NOT AT ALL INTERESTED	9	6	3	3	6	1	3	3	2	7	3	-	3	5	2	5	7	2
	4%	7%	3%	6%	4%	2%	5%	5%	2%	7%	9%		2%	17%	3%	4%	6%	3%
									i				M					
MEAN	3.1	3.0	3.3	3.1	3.2	3.3	3.1	3.2	3.3	3.0	3.0	3.5	3.1	2.7	3.2	3.1	3.1	3.1
STANDARD DEVIATION			B						J			MN	N					
MEDIAN	0.8	0.8	0.7	0.9	0.8	0.7	0.8	0.8	0.7	0.8	0.9	0.5	0.7	0.9	0.8	0.8	0.8	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0

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K. PROBLEMS AND OPPORTUNITIES FOR THE ELDERLY

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METRO	NON-	METRO	INTEREST IN EAST COUNTY			HOUSEHOLD		EDUCATION		
(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW	INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	53	13	40	6	47	14	17	14	29	23	10	17	31	5	14	29	43	10
	26%	16%	34%	11%	33%	28%	28%	22%	30%	23%	29%	34%	26%	17%	23%	25%	35%	13%
			B		D							n					R	
3 -SOMEWHAT INTERESTED	101	40	61	27	72	26	32	34	46	52	17	27	60	14	32	65	59	42
	50%	48%	52%	50%	50%	52%	52%	53%	48%	52%	49%	54%	50%	48%	52%	56%	48%	55%
2 -NOT TOO INTERESTED	26	17	9	13	13	4	7	10	13	13	2	5	17	4	8	15	9	17
	13%	20%	8%	24%	9%	8%	11%	16%	14%	13%	6%	10%	14%	14%	13%	13%	7%	22%
		C		E														Q
1 -NOT AT ALL INTERESTED	20	13	7	8	12	6	5	6	8	12	6	1	12	6	8	8	13	7
	10%	16%	6%	15%	8%	12%	8%	9%	8%	12%	17%	2%	10%	21%	13%	7%	10%	9%
		C										L	L					
MEAN	2.9	2.6	3.1	2.6	3.1	3.0	3.0	2.9	3.0	2.9	2.9	3.2	2.9	2.6	2.8	3.0	3.1	2.7
STANDARD DEVIATION			B		D							MN					R	
MEDIAN	0.9	0.9	0.8	0.9	0.9	0.9	0.9	0.9	0.9	0.9	1.0	0.7	0.9	1.0	0.9	0.8	0.9	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

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L. EMERGENCY SERVICES IN THE COMMUNITY

	-----S1-----			-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----	
	(TOT)	GENDER		AGE		INCOME			METRO VIEWER	NON-METRO VIEWER	METRO AWARE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	MALE	FMAL	18-44	45+	<\$45K	\$75K-	\$75K+				VERY	SOME-WHAT	LOW	YES	NO	<COLL	COLL	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	86	28	58	20	65	26	22	25	44	40	18	28	48	10	26	48	57	29
	43%	34%	50%	37%	45%	52%	36%	39%	46%	40%	51%	56%	40%	34%	42%	41%	46%	38%
			B			g						mn						
3 -SOMEWHAT INTERESTED	86	42	44	26	59	18	29	32	41	43	10	20	56	9	28	52	51	35
	43%	51%	38%	48%	41%	36%	48%	50%	43%	43%	29%	40%	47%	31%	45%	44%	41%	46%
			c															
2 -NOT TOO INTERESTED	19	10	9	5	14	3	7	6	9	10	4	2	13	4	6	12	8	11
	10%	12%	8%	9%	10%	6%	11%	9%	9%	10%	11%	4%	11%	14%	10%	10%	6%	14%
												l						q
1 -NOT AT ALL INTERESTED	9	3	6	3	6	3	3	1	2	7	3	-	3	6	2	5	8	1
	4%	4%	5%	6%	4%	6%	5%	2%	2%	7%	9%		2%	21%	3%	4%	6%	1%
										i			M				R	
MEAN	3.2	3.1	3.3	3.2	3.3	3.3	3.1	3.3	3.3	3.2	3.2	3.5	3.2	2.8	3.3	3.2	3.3	3.2
STANDARD DEVIATION	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.7	0.9	1.0	0.6	0.7	1.1	0.8	0.8	0.8	0.7
MEDIAN	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	4.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0

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Q22. I'M GOING TO READ YOU A LIST OF TOPICS, AND FOR EACH ONE, I'D LIKE TO KNOW HOW INTERESTED YOU WOULD BE IN LEARNING MORE ABOUT THEM AS THEY RELATE TO EAST MULTNOMAH COUNTY. WOULD YOU BE VERY INTERESTED, SOMEWHAT INTERESTED, NOT TOO INTERESTED, OR NOT AT ALL INTERESTED IN LEARNING MORE ABOUT

M. CRIME PREVENTION

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	METRO VIEWER	NON-METRO VIEWER	METRO AWARE	VERY INTERESTED	SOMEWHAT INTERESTED	LOW INTERESTED	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	104	37	67	27	77	26	34	29	53	49	19	29	67	8	35	55	68	36
	52%	45%	57%	50%	53%	52%	56%	45%	55%	49%	54%	58%	56%	28%	56%	47%	55%	47%
			b									N	N					
3 -SOMEWHAT INTERESTED	70	32	38	17	51	17	19	28	32	37	11	16	42	11	20	45	40	30
	35%	39%	32%	31%	35%	34%	31%	44%	33%	37%	31%	32%	35%	38%	32%	38%	32%	39%
2 -NOT TOO INTERESTED	13	8	5	5	8	5	3	4	6	7	3	4	4	5	3	9	6	7
	6%	10%	4%	9%	6%	10%	5%	6%	6%	7%	9%	8%	3%	17%	5%	8%	5%	9%
														m				
1 -NOT AT ALL INTERESTED	13	6	7	5	8	2	5	3	5	7	2	1	7	5	4	8	10	3
	6%	7%	6%	9%	6%	4%	8%	5%	5%	7%	6%	2%	6%	17%	6%	7%	8%	4%
														L				
MEAN	3.3	3.2	3.4	3.2	3.4	3.3	3.3	3.3	3.4	3.3	3.3	3.5	3.4	2.8	3.4	3.3	3.3	3.3
STANDARD DEVIATION			b									N	N					
MEDIAN	0.9	0.9	0.8	1.0	0.8	0.8	0.9	0.8	0.8	0.9	0.9	0.7	0.8	1.1	0.9	0.9	0.9	0.8
	4.0	3.0	4.0	3.5	4.0	4.0	4.0	3.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0	3.0	4.0	3.0

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

11010/BB/AP/SH

METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

Q22. I'M GOING TO READ YOU A LIST OF TOPICS, AND FOR EACH ONE, I'D LIKE TO KNOW HOW INTERESTED YOU WOULD BE IN LEARNING MORE ABOUT THEM AS THEY RELATE TO EAST MULTNOMAH COUNTY. WOULD YOU BE VERY INTERESTED, SOMEWHAT INTERESTED, NOT TOO INTERESTED, OR NOT AT ALL INTERESTED IN LEARNING MORE ABOUT

N. LOCAL HISTORY

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL	COLL	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	71	28	43	12	58	19	25	19	49	21	8	24	42	5	22	41	47	24
	36%	34%	37%	22%	40%	38%	41%	30%	51%	21%	23%	48%	35%	17%	35%	35%	38%	32%
					D				J			N	N					
3 -SOMEWHAT INTERESTED	80	36	44	22	58	20	22	29	35	44	15	22	48	10	21	48	51	29
	40%	43%	38%	41%	40%	40%	36%	45%	36%	44%	43%	44%	40%	34%	34%	41%	41%	38%
2 -NOT TOO INTERESTED	26	12	14	13	13	7	6	9	6	20	7	2	19	5	11	15	13	13
	13%	14%	12%	24%	9%	14%	10%	14%	6%	20%	20%	4%	16%	17%	18%	13%	10%	17%
				E					I			L	1					
1 -NOT AT ALL INTERESTED	23	7	16	7	15	4	8	7	6	15	5	2	11	9	8	13	13	10
	12%	8%	14%	13%	10%	8%	13%	11%	6%	15%	14%	4%	9%	31%	13%	11%	10%	13%
									I				LM					
MEAN	3.0	3.0	3.0	2.7	3.1	3.1	3.0	2.9	3.3	2.7	2.7	3.4	3.0	2.4	2.9	3.0	3.1	2.9
STANDARD DEVIATION					D				J			MN	N					
MEDIAN	1.0	0.9	1.0	1.0	1.0	0.9	1.0	0.9	0.9	1.0	1.0	0.7	0.9	1.1	1.0	1.0	1.0	1.0
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

Q22. I'M GOING TO READ YOU A LIST OF TOPICS, AND FOR EACH ONE, I'D LIKE TO KNOW HOW INTERESTED YOU WOULD BE IN LEARNING MORE ABOUT THEM AS THEY RELATE TO EAST MULTNOMAH COUNTY. WOULD YOU BE VERY INTERESTED, SOMEWHAT INTERESTED, NOT TOO INTERESTED, OR NOT AT ALL INTERESTED IN LEARNING MORE ABOUT

O. MUSIC AND THE ARTS

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----						
	GENDER		AGE		INCOME			METROE	NON-	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION						
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	VIEWER	VIEWER	NON-	NON-	VERY	SOME-	LOW	INTER	YES	NO	<COLL	COLL	GRAD	GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)				
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	49	14	35	8	41	14	14	15	30	18	10	19	26	4	14	29	32	17				
	24%	17%	30%	15%	28%	28%	23%	23%	31%	18%	29%	38%	22%	14%	23%	25%	26%	22%				
			B		D				J			MN										
3 -SOMEWHAT INTERESTED	94	37	57	25	68	26	33	28	47	44	14	22	60	12	31	53	54	40				
	47%	45%	49%	46%	47%	52%	54%	44%	49%	44%	40%	44%	50%	41%	50%	45%	44%	53%				
2 -NOT TOO INTERESTED	27	15	12	10	17	7	6	8	7	20	3	4	17	6	8	17	14	13				
	14%	18%	10%	19%	12%	14%	10%	12%	7%	20%	9%	8%	14%	21%	13%	15%	11%	17%				
									I													
1 -NOT AT ALL INTERESTED	30	17	13	11	18	3	8	13	12	18	8	5	17	7	9	18	24	6				
	15%	20%	11%	20%	12%	6%	13%	20%	12%	18%	23%	10%	14%	24%	15%	15%	19%	8%				
			c					F									R					
MEAN	2.8	2.6	3.0	2.6	2.9	3.0	2.9	2.7	3.0	2.6	2.7	3.1	2.8	2.4	2.8	2.8	2.8	2.9				
STANDARD DEVIATION			B		D		h		J			mN	n									
MEDIAN	1.0	1.0	0.9	1.0	0.9	0.8	0.9	1.0	0.9	1.0	1.1	0.9	0.9	1.0	1.0	1.0	1.0	0.8				
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0				

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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P. RELIGIOUS PROGRAMMING

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE	NON-	METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	=====		=====		=====			METROE	NON-	METROE	=====			=====		=====		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	WHAT	LOW	INTER	YES	NO	GRAD
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	33	8	25	9	24	11	8	9	18	14	10	11	18	4	14	13	23	10
	16%	10%	21%	17%	17%	22%	13%	14%	19%	14%	29%	22%	15%	14%	23%	11%	19%	13%
			B												P			
3 -SOMEWHAT INTERESTED	51	24	27	12	39	13	18	15	27	24	7	14	33	4	15	32	33	18
	26%	29%	23%	22%	27%	26%	30%	23%	28%	24%	20%	28%	28%	14%	24%	27%	27%	24%
												n						
2 -NOT TOO INTERESTED	46	26	20	13	33	11	11	16	20	24	9	8	30	8	14	30	27	19
	23%	31%	17%	24%	23%	22%	18%	25%	21%	24%	26%	16%	25%	28%	23%	26%	22%	25%
		C																
1 -NOT AT ALL INTERESTED	70	25	45	20	48	15	24	24	31	38	9	17	39	13	19	42	41	29
	35%	30%	38%	37%	33%	30%	39%	38%	32%	38%	26%	34%	32%	45%	31%	36%	33%	38%
MEAN	2.2	2.2	2.3	2.2	2.3	2.4	2.2	2.1	2.3	2.1	2.5	2.4	2.2	2.0	2.4	2.1	2.3	2.1
STANDARD DEVIATION	1.1	1.0	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.2	1.1	1.1	1.2	1.0	1.1	1.1
MEDIAN	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.5	2.0	2.0	2.0	2.0	2.0	2.0

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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Q. MULTI-CULTURAL PROGRAMMING

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METRO	NON-	METRO	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-	\$75K+	VIEWER	VIEWER	NON-	NON-	VERY	SOME-	LOW	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 -VERY INTERESTED	27	5	22	6	21	8	9	7	13	13	6	6	15	6	11	13	18	9
	14%	6%	19%	11%	15%	16%	15%	11%	14%	13%	17%	12%	12%	21%	18%	11%	15%	12%
			B															
3 -SOMEWHAT INTERESTED	66	31	35	20	46	18	19	24	35	29	8	22	43	1	23	38	37	29
	33%	37%	30%	37%	32%	36%	31%	38%	36%	29%	23%	44%	36%	3%	37%	32%	30%	38%
												N	N					
2 -NOT TOO INTERESTED	60	26	34	17	43	15	18	17	27	33	12	15	35	10	19	35	36	24
	30%	31%	29%	31%	30%	30%	30%	27%	28%	33%	34%	30%	29%	34%	31%	30%	29%	32%
1 -NOT AT ALL INTERESTED	47	21	26	11	34	9	15	16	21	25	9	7	27	12	9	31	33	14
	24%	25%	22%	20%	24%	18%	25%	25%	22%	25%	26%	14%	22%	41%	15%	26%	27%	18%
													Lm		O			
MEAN	2.4	2.2	2.5	2.4	2.4	2.5	2.4	2.3	2.4	2.3	2.3	2.5	2.4	2.0	2.6	2.3	2.3	2.4
STANDARD DEVIATION												N	n		P			
MEDIAN	1.0	0.9	1.0	0.9	1.0	1.0	1.0	1.0	1.0	1.0	1.1	0.9	1.0	1.1	1.0	1.0	1.0	0.9
	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.5	2.0	2.0	3.0	2.0	2.0	3.0	2.0	2.0	2.5

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Q22. TABLE OF AVERAGES MEAN-STANDARD DEVIATION-MEDIAN

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
A. SCHOOLS AND PUBLIC EDUCATION	3.1	3.1	3.1	3.3	3.1	3.1	3.0	3.3	3.3	2.9	3.0	3.4	3.1	2.5	3.5	3.0	3.1	3.2
	1.0	0.9	1.0	0.9	1.0	1.0	0.7	0.9	1.0	1.2	0.8	1.0	1.0	0.8	0.9	1.0	0.8	0.8
	3.0	3.0	3.0	3.5	3.0	3.0	3.0	3.0	3.5	3.0	3.0	4.0	3.0	3.0	4.0	3.0	3.0	3.0
B. ENVIRONMENTAL ISSUES	3.1	3.0	3.1	3.0	3.1	3.0	3.2	3.1	3.3	2.9	3.1	3.4	3.1	2.5	3.1	3.1	3.1	3.1
	0.9	0.9	0.8	0.9	0.8	0.9	0.9	0.8	0.8	0.9	0.9	0.6	0.8	1.0	0.9	0.8	0.9	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0
C. LAND USE PLANNING POLICIES AND ACTIONS	3.0	3.0	3.0	2.9	3.1	2.8	3.0	3.2	3.2	2.8	2.8	3.6	3.0	2.3	3.0	3.0	2.9	3.2
	1.0	0.9	1.0	1.0	0.9	1.1	1.0	0.8	0.9	1.0	1.0	0.6	0.9	1.2	0.9	1.0	1.1	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	2.0	3.0	3.0	3.0	3.0
D. ECONOMIC DEVELOPMENT ACTIVITIES	3.0	3.0	3.0	3.1	3.0	2.8	3.0	3.2	3.1	2.8	2.8	3.3	3.0	2.2	3.1	2.9	2.9	3.1
	0.9	0.9	0.9	0.9	0.9	1.0	0.8	0.7	0.8	0.9	1.0	0.7	0.8	1.0	0.8	0.9	0.9	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0
E. HOMELESS FAMILIES AND INDIVIDUALS	2.8	2.6	2.9	2.7	2.8	2.8	2.8	2.7	2.8	2.8	2.7	3.0	2.8	2.3	2.9	2.7	2.7	2.8
	0.9	0.9	0.9	0.9	0.9	1.0	0.9	0.9	0.9	0.9	1.0	0.8	0.9	1.1	0.9	0.9	1.0	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0
F. HEALTH CARE AVAILABILITY AND AFFORDABILITY	3.0	2.8	3.1	2.9	3.0	3.3	3.0	2.8	3.0	3.0	3.1	3.2	3.0	2.6	3.0	2.9	3.1	2.8
	1.0	1.0	1.0	1.1	0.9	0.9	1.0	1.0	1.0	1.0	1.0	0.9	1.0	1.2	1.0	1.0	1.0	1.0
	3.0	3.0	3.0	3.0	3.0	3.5	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
G. ABUSE OF DRUGS AND ALCOHOL	2.9	2.9	2.8	2.9	2.8	2.9	3.0	2.7	2.9	2.9	2.9	3.0	2.9	2.4	3.0	2.7	2.9	2.7
	1.0	0.9	1.0	0.9	1.0	1.0	0.9	1.0	1.0	1.0	1.0	0.9	1.0	1.1	0.9	1.0	1.0	0.9
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0
H. PROPERTY TAXES	3.3	3.3	3.3	3.3	3.3	3.2	3.3	3.5	3.5	3.1	3.1	3.6	3.4	2.6	3.3	3.3	3.3	3.4
	0.9	0.9	0.9	1.0	0.9	0.9	0.9	0.8	0.8	0.9	1.0	0.7	0.8	1.1	1.0	0.8	0.9	0.8
	4.0	4.0	4.0	4.0	3.5	3.0	4.0	4.0	4.0	3.0	3.0	4.0	4.0	3.0	4.0	3.0	4.0	4.0
I. STREETS AND HIGHWAY ISSUES	3.0	3.1	2.9	2.9	3.0	3.0	2.9	3.0	3.1	2.9	3.0	3.3	3.0	2.4	3.0	3.0	3.0	2.9
	0.9	0.8	1.0	0.9	0.9	0.9	0.9	0.8	0.8	0.9	0.8	0.8	0.8	1.0	0.9	0.9	0.9	1.0
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
 Independent T-Test for Means, Independent Z-Test for Percentages
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METROEAST COMMUNITY MEDIA
COMMUNITY NEEDS STUDY
CONDUCTED BY MARKET DECISIONS CORP
JUNE 2006

Q22. TABLE OF AVERAGES MEAN-STANDARD DEVIATION-MEDIAN

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN			CHILDREN IN		EDUCATION	
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	NON- VIEWER	NON- AWARE	VERY	SOME- WHAT	LOW INTER	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
J. LOCAL COMMUNITY EVENTS	3.1	3.0	3.3	3.1	3.2	3.3	3.1	3.2	3.3	3.0	3.0	3.5	3.1	2.7	3.2	3.1	3.1	3.1
			B					J				MN	N					
	0.8	0.8	0.7	0.9	0.8	0.7	0.8	0.8	0.7	0.8	0.9	0.5	0.7	0.9	0.8	0.8	0.8	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0
K. PROBLEMS AND OPPORTUNITIES FOR THE ELDERLY	2.9	2.6	3.1	2.6	3.1	3.0	3.0	2.9	3.0	2.9	2.9	3.2	2.9	2.6	2.8	3.0	3.1	2.7
			B		D							MN					R	
	0.9	0.9	0.8	0.9	0.9	0.9	0.9	0.9	0.9	0.9	1.0	0.7	0.9	1.0	0.9	0.8	0.9	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
L. EMERGENCY SERVICES IN THE COMMUNITY	3.2	3.1	3.3	3.2	3.3	3.3	3.1	3.3	3.3	3.2	3.2	3.5	3.2	2.8	3.3	3.2	3.3	3.2
												MN	N					
	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.7	0.9	1.0	0.6	0.7	1.1	0.8	0.8	0.8	0.7
	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	4.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0
M. CRIME PREVENTION	3.3	3.2	3.4	3.2	3.4	3.3	3.3	3.3	3.4	3.3	3.3	3.5	3.4	2.8	3.4	3.3	3.3	3.3
			b									N	N					
	0.9	0.9	0.8	1.0	0.8	0.8	0.9	0.8	0.8	0.9	0.9	0.7	0.8	1.1	0.9	0.9	0.9	0.8
	4.0	3.0	4.0	3.5	4.0	4.0	4.0	3.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0	3.0	4.0	3.0
N. LOCAL HISTORY	3.0	3.0	3.0	2.7	3.1	3.1	3.0	2.9	3.3	2.7	2.7	3.4	3.0	2.4	2.9	3.0	3.1	2.9
					D				J			MN	N					
	1.0	0.9	1.0	1.0	1.0	0.9	1.0	0.9	0.9	1.0	1.0	0.7	0.9	1.1	1.0	1.0	1.0	1.0
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
O. MUSIC AND THE ARTS	2.8	2.6	3.0	2.6	2.9	3.0	2.9	2.7	3.0	2.6	2.7	3.1	2.8	2.4	2.8	2.8	2.8	2.9
			B		D		h		J			mN	n					
	1.0	1.0	0.9	1.0	0.9	0.8	0.9	1.0	0.9	1.0	1.1	0.9	0.9	1.0	1.0	1.0	1.0	0.8
	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
P. RELIGIOUS PROGRAMMING	2.2	2.2	2.3	2.2	2.3	2.4	2.2	2.1	2.3	2.1	2.5	2.4	2.2	2.0	2.4	2.1	2.3	2.1
	1.1	1.0	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.2	1.1	1.1	1.2	1.0	1.1	1.1
	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.5	2.0	2.0	2.0	2.0	2.0	2.0
Q. MULTI-CULTURAL PROGRAMMING	2.4	2.2	2.5	2.4	2.4	2.5	2.4	2.3	2.4	2.3	2.3	2.5	2.4	2.0	2.6	2.3	2.3	2.4
												N	n		p			
	1.0	0.9	1.0	0.9	1.0	1.0	1.0	1.0	1.0	1.0	1.1	0.9	1.0	1.1	1.0	1.0	1.0	0.9
	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.5	2.0	2.0	3.0	2.0	2.0	3.0	2.0	2.0	2.5

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

Q23. IS THERE ANY OTHER TOPIC OR ISSUE I DIDN'T MENTION THAT WOULD BE OF SPECIAL INTEREST TO YOU REGARDING EAST MULTNOMAH COUNTY?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE	NON-	METROE	NON-	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K-	\$75K+	VIEWER	VIEWER	AWARE	VERY	SOME-WHAT	LOW	INTER	YES	NO	<COLL	COLL
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	31	15	16	7	24	11	6	9	17	14	4	11	18	2	7	21	16	15
	16%	18%	14%	13%	17%	22%	10%	14%	18%	14%	11%	22%	15%	7%	11%	18%	13%	20%
						g						N						
NO	169	68	101	47	120	39	55	55	79	86	31	39	102	27	55	96	108	61
	84%	82%	86%	87%	83%	78%	90%	86%	82%	86%	89%	78%	85%	93%	89%	82%	87%	80%
							f							L				

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METROEAST COMMUNITY MEDIA
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 JUNE 2006

Q24. WHAT TOPIC WOULD BE OF INTEREST TO YOU?

	-----Q2-----																	
	-----D6-----									Q9	Q8	INTEREST IN			-----D2-----		-----D3-----	
	-----S1-----			-----D4-----		INCOME			METROE			EAST COUNTY			CHILDREN IN		EDUCATION	
	GENDER		AGE		=====			METROE			SOME- LOW			HOUSEHOLD		=====		
(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	NON-AWARE	VERY	WHAT	INTER	YES	NO	<COLL	COLL	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(Q23. OTHER SPECIAL INTEREST ISSUES)	31	15	16	7	24	11	6	9	17	14	4	11	18	2	7	21	16	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LOCAL GOVERNMENT ISSUES	7	3	4	2	5	3	1	2	4	3	1	4	3	-	3	3	2	5
	23%	20%	25%	29%	21%	27%	17%	22%	24%	21%	25%	36%	17%		43%	14%	12%	33%
COMMUNITY OUTREACH/ INVOLVEMENT	7	1	6	2	5	2	1	2	4	3	-	3	4	-	1	6	3	4
	23%	7%	38%	29%	21%	18%	17%	22%	24%	21%		27%	22%		14%	29%	19%	27%
SPORTS/RECREATIONAL ACTIVITIES	7	4	3	1	6	4	1	2	3	4	1	2	5	-	1	6	4	3
	23%	27%	19%	14%	25%	36%	17%	22%	18%	29%	25%	18%	28%		14%	29%	25%	20%
POLICE/CRIME ISSUES	4	2	2	-	4	1	-	3	3	1	1	1	3	-	1	3	2	2
	13%	13%	12%		17%	9%		33%	18%	7%	25%	9%	17%		14%	14%	12%	13%
ENVIRONMENTAL ISSUES	3	1	2	1	2	2	1	-	2	1	-	1	2	-	1	1	-	3
	10%	7%	12%	14%	8%	18%	17%		12%	7%		9%	11%		14%	5%		20%
HEALTHCARE	2	1	1	1	1	1	-	-	1	1	-	-	1	1	1	1	2	-
	6%	7%	6%	14%	4%	9%			6%	7%			6%	50%	14%	5%	12%	
COMMUNITY HEALTH & SAFETY	2	1	1	2	-	1	1	-	1	1	-	1	1	-	1	1	2	-
	6%	7%	6%	29%		9%	17%		6%	7%		9%	6%		14%	5%	12%	
RESOURCES/PROGRAMS	1	-	1	1	-	1	-	-	-	1	-	-	-	1	1	-	1	-
	3%		6%	14%		9%				7%				50%	14%		6%	
TRANSPORTATION	1	-	1	-	1	-	-	-	-	1	-	-	1	-	-	1	1	-
	3%		6%		4%					7%			6%			5%	6%	
OTHER	6	2	4	1	5	3	1	1	3	3	1	1	4	1	-	5	3	3
	19%	13%	25%	14%	21%	27%	17%	11%	18%	21%	25%	9%	22%	50%		24%	19%	20%

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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
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 JUNE 2006

D1. NOW, I HAVE A FEW QUESTIONS FOR CLASSIFICATION PURPOSES. INCLUDING YOURSELF, HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE VIEWER		METROE NON-AWARE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	METROE VIEWER	NON-METROE VIEWER	METROE NON-AWARE	VERY	SOMEWHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ONE	28	16	12	2	26	18	4	4	15	12	8	8	18	2	-	9	20	8
	14%	19%	10%	4%	18%	36%	7%	6%	16%	12%	23%	16%	15%	7%		8%	16%	11%
		c			D	GH												
TWO	76	29	47	9	67	14	29	22	37	36	9	18	46	12	3	73	48	28
	38%	35%	40%	17%	47%	28%	48%	34%	39%	36%	26%	36%	38%	41%	5%	62%	39%	37%
					D	F									O			
THREE	44	20	24	13	29	6	16	16	20	24	9	11	25	8	17	27	24	20
	22%	24%	21%	24%	20%	12%	26%	25%	21%	24%	26%	22%	21%	28%	27%	23%	19%	26%
						f	f											
FOUR	30	11	19	18	12	7	5	15	14	16	5	7	17	5	22	7	18	12
	15%	13%	16%	33%	8%	14%	8%	23%	15%	16%	14%	14%	14%	17%	35%	6%	15%	16%
				E				G							P			
FIVE	11	5	6	6	5	1	4	5	5	6	2	5	5	1	10	1	5	6
	6%	6%	5%	11%	3%	2%	7%	8%	5%	6%	6%	10%	4%	3%	16%	1%	4%	8%
				e											P			
SIX OR MORE	10	2	8	6	4	4	3	2	4	6	2	-	9	1	10	-	8	2
	5%	2%	7%	11%	3%	8%	5%	3%	4%	6%	6%		8%	3%	16%		6%	3%
				e														
REFUSED	1	-	1	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-
	*%		1%		1%				1%			2%					1%	

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D2. HOW MANY CHILDREN UNDER 18 LIVE IN THIS HOUSEHOLD?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(D1. MULTIPLE PERSON HOUSEHOLD)	171	67	104	52	117	32	57	60	80	88	27	41	102	27	62	108	103	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NONE	108	44	64	13	93	18	41	34	55	50	14	29	60	18	-	108	67	41
	63%	66%	62%	25%	79%	56%	72%	57%	69%	57%	52%	71%	59%	67%		100%	65%	60%
					D		h											
ONE	22	10	12	9	13	4	6	10	4	18	5	4	15	3	22	-	13	9
	13%	15%	12%	17%	11%	12%	11%	17%	5%	20%	19%	10%	15%	11%	35%		13%	13%
										I								
TWO	28	10	18	20	8	5	5	15	16	12	7	7	17	4	28	-	14	14
	16%	15%	17%	38%	7%	16%	9%	25%	20%	14%	26%	17%	17%	15%	45%		14%	21%
				E				G										
THREE	6	1	5	5	1	3	2	-	2	4	1	1	4	1	6	-	4	2
	4%	1%	5%	10%	1%	9%	4%		2%	5%	4%	2%	4%	4%	10%		4%	3%
				E														
FOUR	3	1	2	3	-	1	2	-	2	1	-	-	3	-	3	-	3	-
	2%	1%	2%	6%		3%	4%		2%	1%			3%		5%		3%	
FIVE	1	-	1	-	1	-	-	1	-	1	-	-	1	-	1	-	-	1
	1%		1%		1%			2%		1%			1%		2%			1%
SIX OR MORE	2	1	1	1	1	1	1	-	1	1	-	-	2	-	2	-	1	1
	1%	1%	1%	2%	1%	3%	2%		1%	1%			2%		3%		1%	1%
REFUSED	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-
	1%		1%	2%						1%				4%			1%	

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D3. WHAT WAS THE HIGHEST GRADE IN SCHOOL YOU'VE HAD A CHANCE TO COMPLETE?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8		-----Q2-----			-----D2-----		-----D3-----	
	GENDER		AGE		INCOME			METROE		METROE		INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION	
	(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-METROE VIEWER	NON-METROE AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LESS THAN HIGH SCHOOL GRADUATE	4	3	1	2	2	1	1	1	1	3	-	-	2	2	1	3	4	-
	2%	4%	1%	4%	1%	2%	2%	2%	1%	3%			2%	7%	2%	3%	3%	
HIGH SCHOOL GRADUATE	48	20	28	13	34	15	23	5	19	27	12	9	31	8	11	28	48	-
	24%	24%	24%	24%	24%	30%	38%	8%	20%	27%	34%	18%	26%	28%	18%	24%	39%	
						H	H											
SOME COLLEGE	72	27	45	18	54	21	17	22	37	34	10	19	41	12	23	42	72	-
	36%	33%	38%	33%	38%	42%	28%	34%	39%	34%	29%	38%	34%	41%	37%	36%	58%	
COLLEGE GRADUATE	50	20	30	14	36	9	12	26	24	25	9	16	28	6	16	30	-	50
	25%	24%	26%	26%	25%	18%	20%	41%	25%	25%	26%	32%	23%	21%	26%	26%		66%
								FG										
POST GRADUATE WORK OR DEGREE	26	13	13	7	18	4	8	10	15	11	4	6	18	1	11	14	-	26
	13%	16%	11%	13%	12%	8%	13%	16%	16%	11%	11%	12%	15%	3%	18%	12%		34%
													N					

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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METROEAST COMMUNITY MEDIA
 COMMUNITY NEEDS STUDY
 CONDUCTED BY MARKET DECISIONS CORP
 JUNE 2006

D4. WHAT IS YOUR AGE, PLEASE?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	MALE	FALE	18-44	45+	<\$45K	\$75K	\$75K+	METROE VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18 - 24	5	3	2	5	-	2	2	1	1	4	-	-	3	2	3	2	5	-
	2%	4%	2%	9%		4%	3%	2%	1%	4%			2%	7%	5%	2%	4%	
25 - 34	15	9	6	15	-	6	5	2	4	11	3	2	10	3	8	6	10	5
	8%	11%	5%	28%		12%	8%	3%	4%	11%	9%	4%	8%	10%	13%	5%	8%	7%
						h				i					p			
35 - 44	34	12	22	34	-	4	13	16	18	16	6	7	22	5	27	5	18	16
	17%	14%	19%	63%		8%	21%	25%	19%	16%	17%	14%	18%	17%	44%	4%	15%	21%
						F	F								P			
45 - 54	62	24	38	-	62	12	16	28	36	26	9	17	37	8	19	40	36	26
	31%	29%	32%		43%	24%	26%	44%	38%	26%	26%	34%	31%	28%	31%	34%	29%	34%
								FG	j									
55 - 64	45	22	23	-	45	8	15	15	18	25	7	9	28	7	4	36	25	20
	22%	27%	20%		31%	16%	25%	23%	19%	25%	20%	18%	23%	24%	6%	31%	20%	26%
															O			
65 OR OLDER	37	13	24	-	37	18	10	2	18	17	10	15	18	4	1	26	29	8
	18%	16%	21%		26%	36%	16%	3%	19%	17%	29%	30%	15%	14%	2%	22%	23%	11%
						GH	H					Mn			O	R		
REFUSED	2	-	2	-	-	-	-	-	1	1	-	-	2	-	-	2	1	1
	1%		2%						1%	1%			2%			2%	1%	1%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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D5. HOW WOULD YOU DESCRIBE YOUR ETHNIC BACKGROUND?

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----		
	GENDER		AGE		INCOME			METROE		METROE	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION		
	(TOT)	MALE	FALE	18-44	45+	<\$45K	\$45K-\$75K	\$75K+	METROE VIEWER	NON-VIEWER	NON-AWARE	VERY	SOME-WHAT	LOW INTER	YES	NO	<COLL GRAD	COLL GRAD
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CAUCASIAN/WHITE	182	74	108	49	131	42	56	61	87	92	32	43	112	26	56	108	111	71
	91%	89%	92%	91%	91%	84%	92%	95%	91%	92%	91%	86%	93%	90%	90%	92%	90%	93%
								f										
ASIAN/PACIFIC ISLANDER	4	1	3	1	3	2	1	-	2	2	-	1	2	1	1	3	3	1
	2%	1%	3%	2%	2%	4%	2%		2%	2%		2%	2%	3%	2%	3%	2%	1%
HISPANIC	4	1	3	4	-	2	2	-	2	2	-	-	3	1	4	-	2	2
	2%	1%	3%	7%		4%	3%		2%	2%			2%	3%	6%		2%	3%
NATIVE AMERICAN	3	2	1	-	3	1	1	1	1	2	1	2	-	1	-	2	2	1
	2%	2%	1%		2%	2%	2%	2%	1%	2%	3%	4%		3%		2%	2%	1%
AFRICAN AMERICAN	2	2	-	-	2	-	1	1	1	1	-	-	2	-	-	2	2	-
	1%	2%			1%		2%	2%	1%	1%			2%			2%	2%	
MIXED	1	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-	1	-
	*%	1%			1%			2%	1%			2%			2%		1%	
REFUSED	4	2	2	-	4	3	-	-	2	1	2	3	1	-	-	2	3	1
	2%	2%	2%		3%	6%			2%	1%	6%	6%	1%			2%	2%	1%

Comparison Groups: BC/DE/FGH/IJ/LMN/OP/QR
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D6. WHAT WAS YOUR APPROXIMATE TOTAL HOUSEHOLD INCOME FOR LAST YEAR? WAS IT...

	-----S1-----		-----D4-----		-----D6-----			Q9		Q8	-----Q2-----			-----D2-----		-----D3-----			
	GENDER		AGE		INCOME			METROE	NON-	NON-	INTEREST IN EAST COUNTY			CHILDREN IN HOUSEHOLD		EDUCATION			
	(TOT)	MALE	FEMALE	18-44	45+	<\$45K	\$75K	\$75K+	VIEWER	VIEWER	METROE	NON-	NON-	SOME-	LOW	YES	NO	<COLL	COLL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
(TOTAL)	200	83	117	54	144	50	61	64	96	100	35	50	120	29	62	117	124	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
LESS THAN \$10,000	3	1	2	-	3	3	-	-	3	-	-	-	3	-	1	2	2	1	
	2%	1%	2%		2%	6%			3%				2%		2%	2%	2%	1%	
\$10,000 - \$14,999	4	1	3	1	3	4	-	-	2	1	2	-	3	1	-	3	3	1	
	2%	1%	3%	2%	2%	8%			2%	1%	6%		2%	3%		3%	2%	1%	
\$15,000 - \$19,999	7	1	6	2	5	7	-	-	3	4	4	2	4	1	2	1	6	1	
	4%	1%	5%	4%	3%	14%			3%	4%	11%	4%	3%	3%	3%	1%	5%	1%	
			b																
\$20,000 - \$24,999	8	3	5	2	6	8	-	-	2	6	3	2	4	2	2	4	6	2	
	4%	4%	4%	4%	4%	16%			2%	6%	9%	4%	3%	7%	3%	3%	5%	3%	
\$25,000 - \$34,999	14	4	10	3	11	14	-	-	3	11	4	3	9	2	3	8	11	3	
	7%	5%	9%	6%	8%	28%			3%	11%	11%	6%	8%	7%	5%	7%	9%	4%	
									I										
\$35,000 - \$44,999	14	7	7	4	10	14	-	-	5	9	4	3	8	3	6	5	9	5	
	7%	8%	6%	7%	7%	28%			5%	9%	11%	6%	7%	10%	10%	4%	7%	7%	
\$45,000 - \$54,999	27	13	14	7	20	-	27	-	17	10	5	5	20	2	6	18	20	7	
	14%	16%	12%	13%	14%		44%		18%	10%	14%	10%	17%	7%	10%	15%	16%	9%	
													n						
\$55,000 - \$74,999	34	13	21	13	21	-	34	-	13	19	2	11	18	4	10	23	21	13	
	17%	16%	18%	24%	15%		56%		14%	19%	6%	22%	15%	14%	16%	20%	17%	17%	
\$75,000 OR MORE	64	30	34	19	45	-	-	64	37	26	11	18	38	8	26	38	28	36	
	32%	36%	29%	35%	31%			100%	39%	26%	31%	36%	32%	28%	42%	32%	23%	47%	
									j									Q	
REFUSED	25	10	15	3	20	-	-	-	11	14	-	6	13	6	6	15	18	7	
	12%	12%	13%	6%	14%				11%	14%		12%	11%	21%	10%	13%	15%	9%	
					D														

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