

Gunnison County Metropolitan Recreation District

2020 Television Viewership Survey Results

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2020 Television Viewership Survey

OVERVIEW | The 2020 Television Viewership Survey is the third viewership survey conducted by Met Rec since its inception. Results are used to help the Board and staff better understand the demographics and satisfaction of current service users and potential new users. Previous surveys were conducted in 2016 and 2005. Where possible, previous years' survey results are shared in this report for comparison purposes.

SUMMARY OF RESULTS

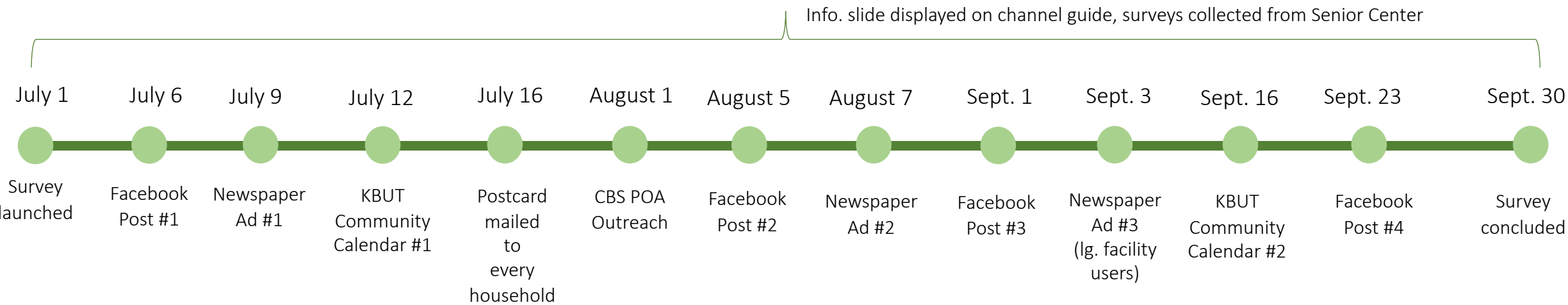
- **316 households** reported to currently use the Met Rec television service.
- **581 individual viewers** were reported to reside within the 316 current households (87% 18+ years old).
- 71% of households reported to use the service daily.
- 86% of households reported to be very satisfied (35%) to somewhat satisfied (51%) with the television service.
- 85% of households reported to be very satisfied (58%) to somewhat satisfied (29%) with their interaction with Met Rec staff in regards to the service.
- The most common response when asked *why* users utilize the Met Rec television service was, ***that it is an affordable (tax funded) alternative to satellite/cable television services.***

SURVEY METHODOLOGY

SURVEY OUTREACH | The goal of the survey outreach was to make **every** household within Met Rec’s Service Area aware of the survey, including how to participate. Several outreach mechanisms were utilized to inform the public of the Survey.

Outreach methods included:

- A July postcard mailer to **every residential address** within Met Rec’s Service Area (using USPS Every Door Direct Mail service).
- Two weeks of print advertising in the Gunnison Times, Crested Butte News and Gunnison Shopper.
- A series of four Facebook posts on Met Rec’s Facebook page.
- An informational slide displayed on the television Channel Guide for the duration of the Survey (July - September).
- Survey outreach information shared by Crested Butte Property Owners Association to Crested Butte South residents.
- Hard copies of survey provided to Gunnison Senior Center for distribution (completed surveys collected and entered in online data base).
- Outreach to property management entities to inquire about potential use of service at large facilities (phone and Newspaper print advertising).
- Two announcements on KBUT Community Radio’s Community Calendar.



SURVEY METHODOLOGY

SURVEY DESIGN | The survey was conducted using an interactive survey platform on Met Rec's website. In addition to the online survey, the public could respond by telephone by calling the Met Rec office. Telephone survey responses were entered into the online platform.

The survey collected information on the following topics:

- Name, mailing address, physical address, telephone number, e-mail
- Residence (full or part-time)
- User, non-user or potential user of television service
- Household demographics (# of adults, # of teens, # of children)
- Translator site used
- Antenna type used (indoor, outdoor)
- Satisfaction level with service
- Satisfaction level with contacting Met Rec about the television service
- Approximate television viewing time (including number of hours per day)
- Utilization of other television services in addition to Met Rec television (cable, internet for streaming Hulu, Netflix, etc.)
- Why viewers choose to use Met Rec television service

DEMOGRAPHICS

SURVEY RESPONSES | A total of 408 responses were received. Three types of responses were collected; current users of the television service, non-users wanting to use the service (potential new households), and non-viewers. Responses were reviewed to remove any duplicates submitted by the same household.

Total Survey Responses			
Response Types	# of Respondents 2020	# of Respondents 2016	# of Respondents 2005
Total Responses	408	482	513 - 668
Duplicates Removed	17	38	N/A
Current Households	316	389	513 - 668
Potential New Households	30	40	N/A
Non-Viewers	45	15	N/A

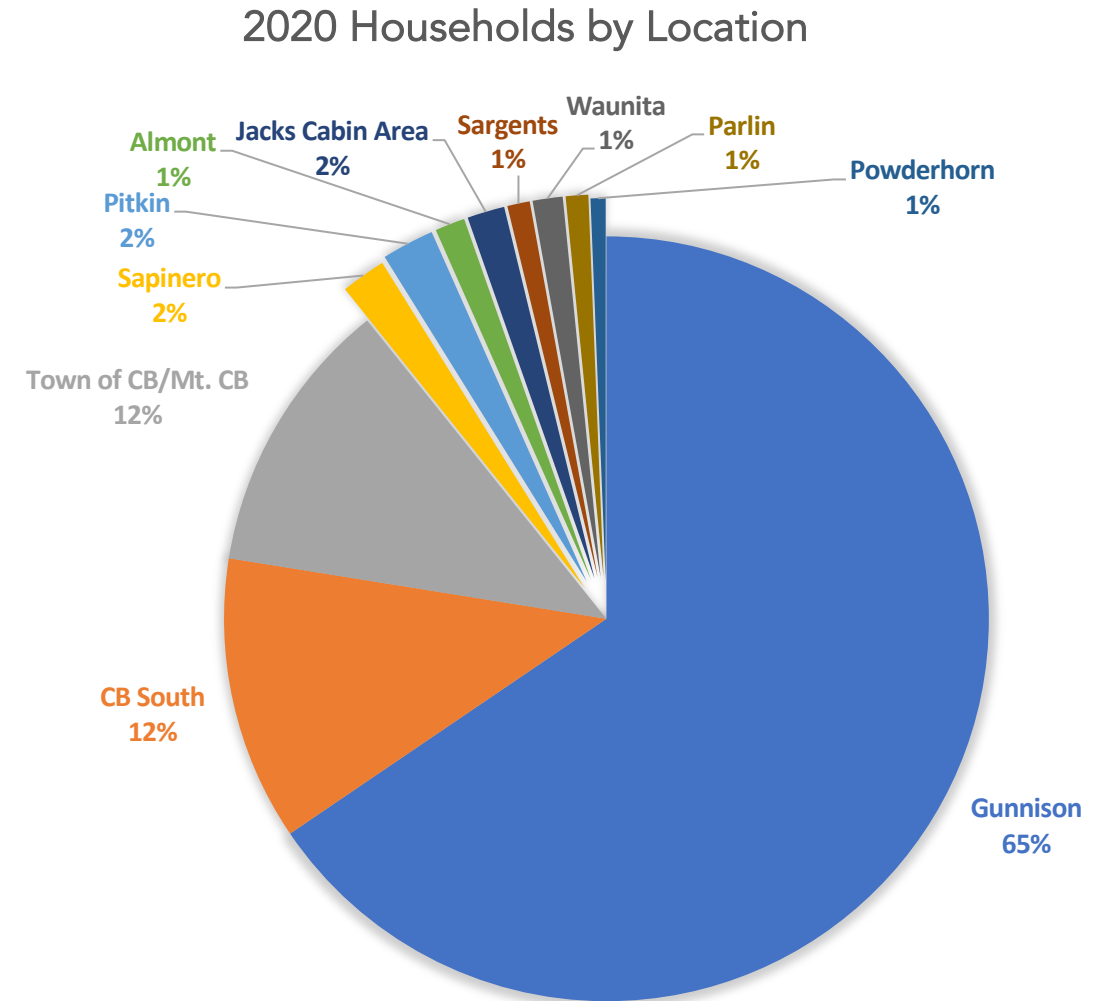
Note: 2005 numbers are approximate due to the lack of existing information about the survey methodology.

DEMOGRAPHICS

HOUSEHOLDS BY LOCATION | Household locations were determined by respondent's physical address and translator site utilized.

Location	# of Households 2020	# of Potential Households 2020	# of Households 2016	# of Households 2005
Gunnison	207	6	240	372 - 527
Almont Cable System	4	4	15	21
Jack's Cabin	5	2		
CB South	38	2		
Town of CB/Mt. CB	37	14	98	42
Pitkin	7	0		
Parlin	3	1	7	7
Waunita	4	0	0	
Powderhorn	2	1	4	3
Sapinero	6	0	0	2
Sargents	3	0	6	8
TOTAL	316	30	384	513 - 668

Note: 5 addresses removed in 2016 because they were located out of the service area.

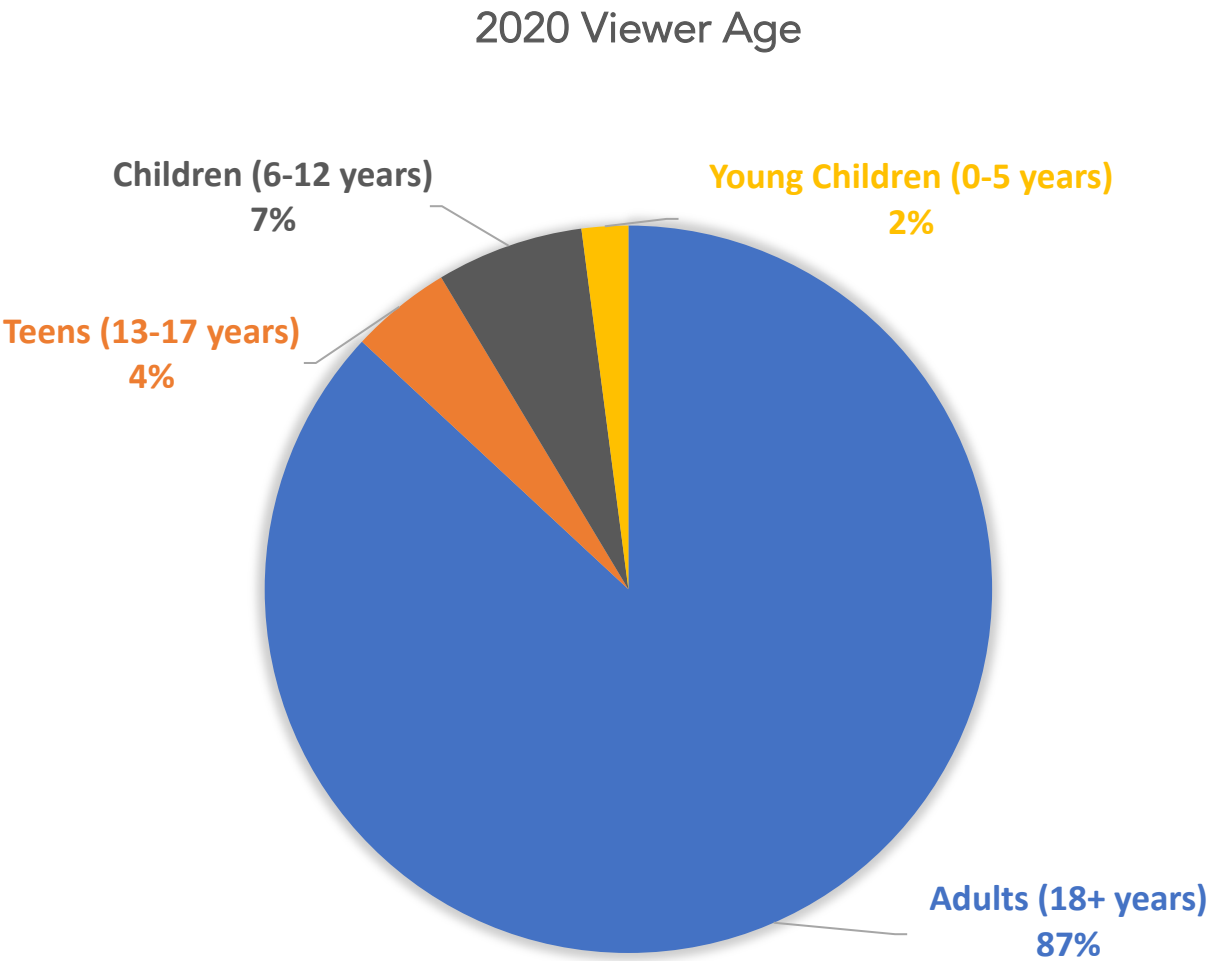


92% of current viewers reside in the Gunnison – Mt. Crested Butte corridor.

DEMOGRAPHICS

VIEWER AGE | The survey asked for the breakdown of the household by number of viewers and age of viewers.

Viewer Age Range	# of Viewers 2020	# of Viewers 2016
Adults (18 years and older)	505	656
Teens (13-17 years old)	26	45
Children (6-12 years old)	38	56
Young Children (0-5 years old)	12	47
TOTAL	581	804

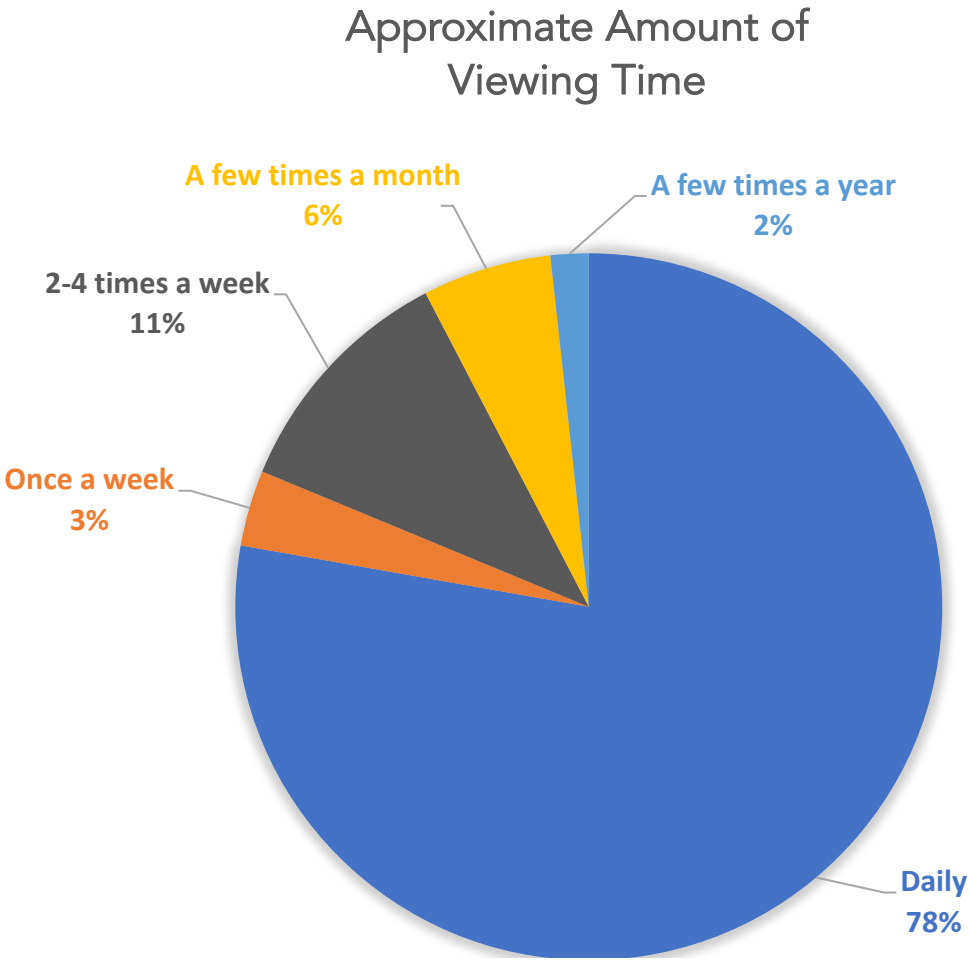


VIEWERSHIP TIME

APPROXIMATE AMOUNT OF VIEWING TIME | Respondents were asked to estimate the amount of time they utilize the television service. Respondents that answered “Daily”, were asked approximately how many hours a day they utilize the service.

Approximate Amount of Viewing Time	# of Households
Daily	223
Once a Week	10
2 – 4 times a Week	32
A few times a Month	17
A few times a Year	5

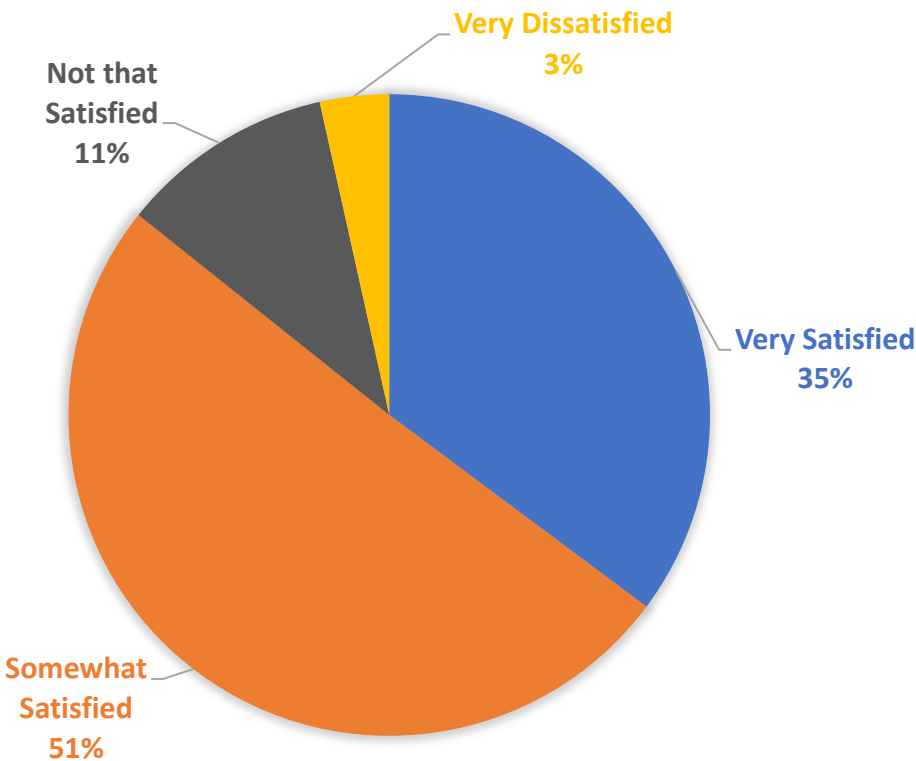
# of Hours/Day	# of Households
1 Hour	46
2 Hours	61
3 Hours	59
4+ Hours	58



SERVICE SATISFACTION

TV SERVICE SATISFACTION LEVEL | Current users of the television service were asked to rank their satisfaction level with the service. Below is a breakdown of viewership satisfaction levels. Also displayed is the antenna type (outdoor or indoor) used by viewers of different satisfaction levels.

Household Satisfaction Level with TV Service



Satisfaction Level	Indoor Antenna Users Satisfaction Level	Outdoor Antenna Users Satisfaction Level
Very Satisfied	25%	40%
Somewhat Satisfied	54%	49%
Not that Satisfied	14%	8%
Very Dissatisfied	7%	3%

SERVICE SATISFACTION

SATISFACTION WITH TELEVISION SERVICE | Survey participants that responded being “Somewhat Satisfied,” “Not that Satisfied” or “Very Dissatisfied” with the television service were asked to provide a brief explanation describing their dissatisfaction. Four themes were prevalent among the 42 narrative responses.

Response Theme	# of Responses
Weak or fluctuating signal level	34
Lack of HD signals	4
Lack of major network channels (at some sites)	4

The majority of responses related to experiencing weak or fluctuating signal levels. Of those respondents, 62% reported to use an indoor antenna. Due to the low power levels allowed for the translators, Met Rec *highly recommends* the use of an outdoor antenna to assure signal levels that will provide consistent service.

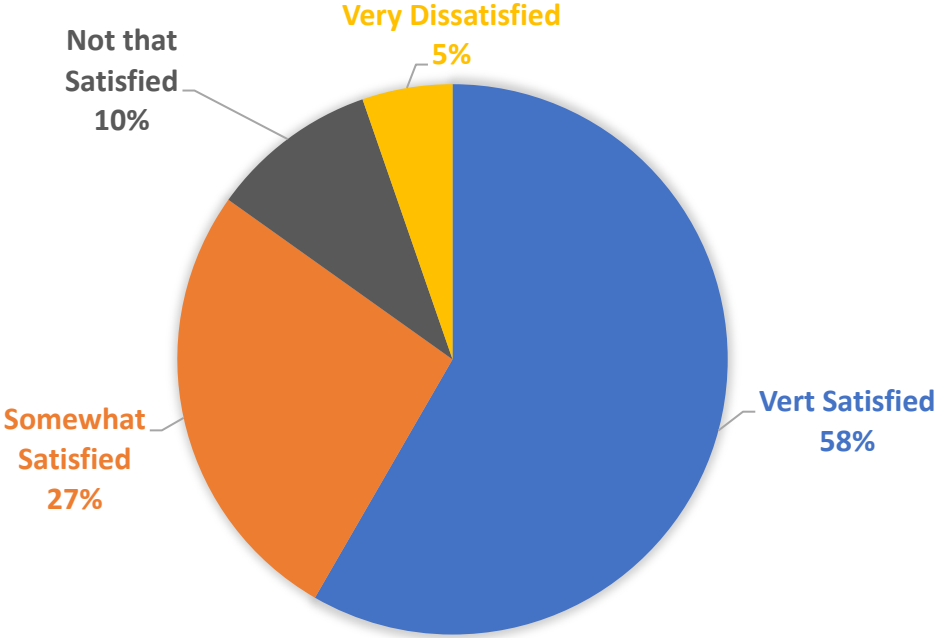
Four respondents requested to have specific channels added to what is broadcast from their translator site, such as CBS and ABC.

Four respondents expressed disappointment that HD channels were not provided. Met Rec currently provides a maximum of four Standard Definition (SD) channels per translator. To provide High Definition (HD) channels would require reducing the number of channels per translator to two or three.

SERVICE SATISFACTION

SATISFACTION LEVEL WITH MET REC CONTACT | Of the total current households utilizing Met Rec’s television service, 45% reported to have previously contacted Met Rec with questions about the service. Respondents were asked to rank their level of satisfaction with the Met Rec contact.

Household Satisfaction Level
with Met Rec Contact



Survey participants that responded being “Somewhat Satisfied,” “Not that Satisfied” or “Very Dissatisfied” with their outreach to Met Rec regarding the television service were asked to provide a brief explanation describing their dissatisfaction. Two themes were prevalent among the 19 narrative responses.

Response Theme	# of Responses
Dissatisfied with feedback provided	11
Lack of response to contact	5

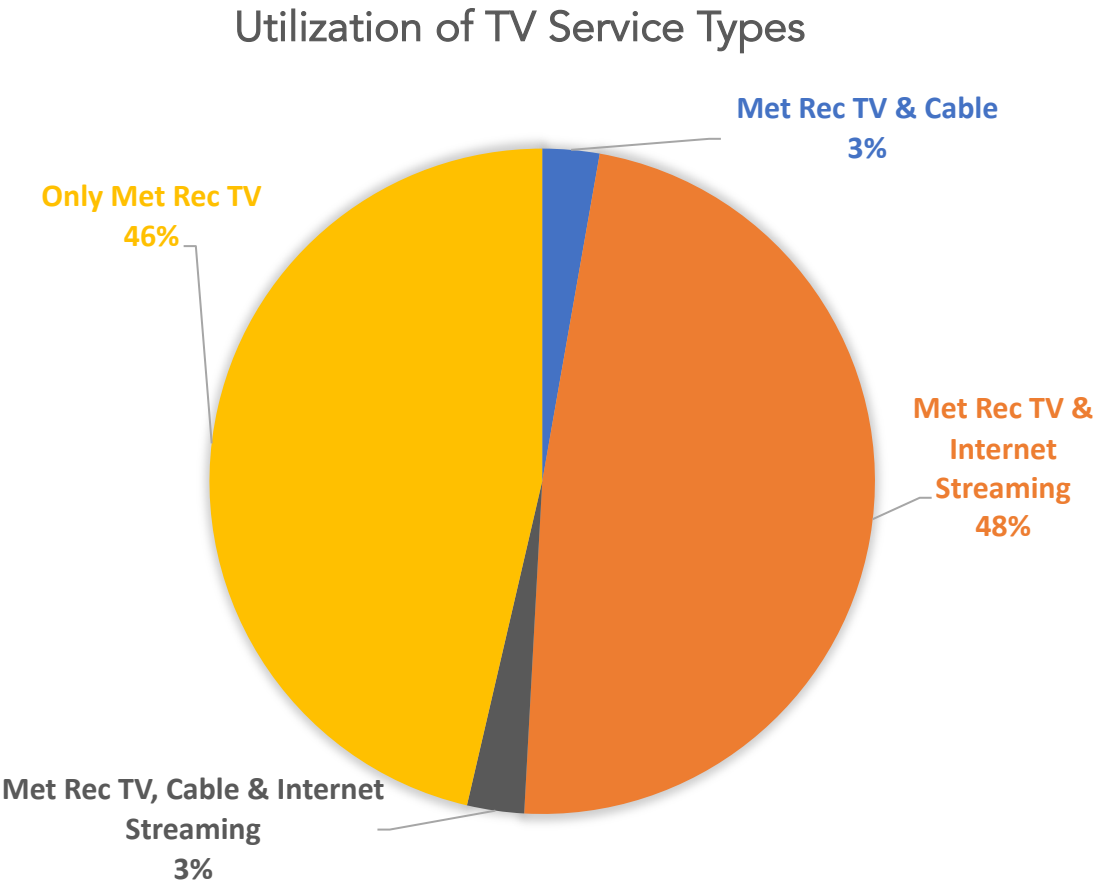
The majority of responses indicated dissatisfaction with the feedback and information provided by Met Rec. Examples include disappointment with Met Rec for not providing antenna installation assistance and disagreement with suggestions offered by Met Rec staff concerning antenna set-ups and upgrades.

Five respondents noted that their calls and/or e-mail outreach was not responded to. Other responses to the question noted dissatisfaction with the television service, not the Met Rec contact.

UTILIZATION OF TV SERVICE TYPES

UTILIZATION OF TV SERVICE TYPES | Current users of Met Rec’s television service were asked if they used other television services in addition to Met Rec’s over-the-air TV, including cable or the internet for streaming.

Service Type(s)	# of Households
Met Rec TV & Cable	8
Met Rec TV & Internet for Streaming (Hulu, Netflix, etc.)	139
Met Rec TV, Cable & Internet for Streaming	8
Only Met Rec TV	134



WHY CONSTITUENTS USE MET REC TV

SHORT ANSWER RESPONSES | Survey respondents were asked, why they use the Met Rec TV service. Six themes were prevalent among the short answer responses.

Response Theme	# of Responses
It is an affordable (tax funded) alternative to satellite/cable television services	141
It provides network channels with regional news coverage (CBS, ABC, NBC, Fox)	40
It provides PBS and Discovery programming	22
It provides Football and other sports programming	14
It provides local weather and programming (CBTV)	16
It is the only television service available (for some rural households)	10

