

PUBLIC COMMUNICATIONS STUDY

FINAL SURVEY REPORT

CONDUCTED FOR THE
CITY OF VENTURA'S CIVIC ENGAGEMENT DIVISION

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True North
RESEARCH

741 GARDEN VIEW COURT SUITE 208
ENCINITAS, CALIFORNIA 92024
PHONE 760.632.9900 FAX 760.632.9993
WEB WWW.TN-RESEARCH.COM



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INTRODUCTION

Located in Ventura County, the City of San Buenaventura (hereafter referred to as “Ventura”) is currently home to an estimated 106,710 residents.¹ Founded in 1782 and incorporated in 1866, the City’s team of full-time and part-time employees provides a full suite of services through nine departments—City Attorney, City Manager, Community Development, Community Services, Finance & Information Technology, Fire/Inspection Services, Human Resources, Police, and Public Works.

The City of Ventura is committed to partnering with Ventura residents to fulfill the vision of an involved community. City Council and staff feel strongly that an involved community—one where diversity and creative problem solving are embraced—will lead to a better Ventura. Accordingly, the City established a Civic Engagement Division (Division) within the City Manager’s Office for the purpose of promoting and fostering Ventura’s development as a national model of civic engagement, accountable government and smart growth. The Division works closely with all City departments to develop effective communication and outreach strategies, promote civic engagement, and strengthen collaborative ties between the City and other community institutions.

PURPOSE OF STUDY The primary purpose this study was to gather information that will aid the Division in its efforts to strengthen City-resident communication and civic engagement. What sources of information do residents rely upon for information about Ventura? On which topics and issues do residents want additional information from the City? What methods of communication do residents perceive to be the most effective? Answers to questions like these will provide the Division with the information it needs to develop improved communication strategies in terms of both content and methods.

To assist it in this effort, the City selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- Measure resident satisfaction with the City’s communication efforts
- Identify topics and issues for which residents desire more information from the City
- Profile the sources that residents rely upon for information about Ventura
- Profile residents’ use of—and opinions about—publications and programs that are directly managed by the City, *and*
- Gauge the effectiveness of various methods of communicating with residents

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 46). In brief, a total of 400 randomly selected adult residents participated in the survey between August 31 and September 8, 2006. Telephone interviews averaged 18 minutes in length and were conducted in English or Spanish, depending on the respondent’s preference.

1. California Department of Finance estimate, January 2006.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North would like to thank the staff at the City of Ventura who contributed their valuable input during the design stage of this study. Their collective experience and insight improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Ventura. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 400 survey research studies for public agencies—including more than 250 studies for California municipalities and special districts.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

GENERAL COMMUNICATION

- Overall, 76% of respondents indicated that they were satisfied with City's efforts to communicate with residents through newsletters, the Internet, or other means, with 31% indicating that they were *very* satisfied. The remaining respondents were either dissatisfied with the City's efforts in this respect (18%) or unsure of their opinion (6%).
- Just over one-third (37%) of residents indicated that there was a particular topic or issue that they'd like to receive more information about from the City. When asked to describe the issue, the most commonly mentioned topics were planning, growth and development, housing/real estate, crime/public safety, City budget/spending priorities, environmental issues, and information about the City Council/public meetings.

INFORMATION SOURCES

- More than two-thirds (69%) of Ventura residents rely on newspapers for most of their information about the City. The remaining sources—Internet (10%), television (9%), and radio (9%)—were collectively identified by about one-third of residents as being their *primary* source of information about news and events in the City.
- The *Ventura County Star* has by far the greatest number of readers, as well as the most consistent readership, among Ventura residents—with 41% of those surveyed indicating that they read it six to seven times per week. By comparison, just 2% of residents indicated that they read the *Ventura County Reporter* at least six times per week.
- Among all residents, 22% always read the *Time Out* section of the *Ventura County Star*, 24% sometimes read it, 15% rarely read it, and just over one-third of residents never read the *Time Out* section.
- Fifty-nine percent (59%) of Ventura residents watch local news programs on television, with 26% indicating that they watch these programs at least six days per week.
- Forty-seven percent (47%) of Ventura residents listen to local news programs on the radio, with 21% indicating that they listen to these programs at least six days per week.
- The television channels most often watched by Ventura residents for local news and events were KEYT Channel 3, followed by ABC Channel 7 and NBC Channel 4.
- The radio stations most often listened to by Ventura residents for local news and events were 1520 AM KVTA, followed by 100.7 FM KHAY and 88.3 FM KCLU NPR.

CITY NEWSLETTER

- Just under half (47%) of those who participated in the survey recalled receiving the *Future Focus* newsletter in the 12 months prior to the interview.

- Among all residents, 21% indicated that they always read the *Future Focus Newsletter*, 17% stated that they sometimes read the newsletter, 7% offered that they rarely read the newsletter, and 55% reported that they either did not receive the newsletter or received it, but never read it.
- More than half (55%) of respondents recalled receiving the first issue of *My Ventura*, and 42% indicated that they read the August issue.
- Readers of *My Ventura* were generally impressed by the first issue, as 86% rated the content and quality of the publication as either excellent or good.

LOCAL TV PROGRAMMING

- Fifty-four percent (54%) of households surveyed indicated that they subscribe to cable television.
- Just over half (53%) of cable subscribers indicated that they had watched Channel 6 in the six months prior to the interview. The corresponding figure for Channel 15 was 30%.
- The proportion of cable subscribers who watched Channels 6 and 15 on a *weekly* basis during the six months prior to the interview was 15% and 12%, respectively.
- Twenty percent (20%) of cable subscribers were aware of the *Ventura's Environment* program on Channel 15.
- When asked if they wanted more programming of particular types shown on Channels 6 and 15, demand was greatest for local news, followed by a calendar of City events, a monthly spotlight on City programs and services, and coverage of special events, activities and sports.

INTERNET-BASED COMMUNICATIONS

- Seventy-eight percent (78%) of residents indicated that their household contains at least one computer that is connected to the Internet.
- Most residents use a high speed connection such as DSL (50%) or cable (27%) to connect their computer to the Internet. Approximately 20% use a slower dial-up connection.
- Approximately one-third (31%) of residents with in-home Internet access indicated that, in the past three months, they have used their computers to watch videos that are streamed on the Internet.
- Over one-third (34%) of respondents had visited the City's website in the 12 months prior to the interview.
- When asked if they would use three services the City is considering making available online to residents, expected use was highest for a proposed system for paying permits, tickets and water bills online (52%), followed by an email subscription newsletter (42%) and streaming of City Council meetings (28%).
- Nine percent (9%) of adults in Ventura currently listen to or view podcasts.
- The most common site used by Ventura podcasters was iTunes.

- More than half of podcasters (6% of all adults) indicated that they would be interested in a City of Ventura podcast on local affairs and events.
- Forty-three percent (43%) of residents expressed interest in receiving a free email newsletter from the City.
- When asked their level of interest in five possible topics for future newsletters, public safety information generated the most interest, followed by information about downtown cultural district opportunities and housing/new development news.
- Five percent (5%) of Ventura residents were interested in receiving text news and information from the City on their cell phone or pda.

EFFECTIVENESS OF COMMUNICATION

- When asked to rate 15 different methods of communication in terms of their effectiveness for city-resident communication, traditional print methods of communication were rated by respondents as the most effective means for the City to communicate with them. Specifically, newsletters mailed separately to residents' homes were rated the most effective, followed by letters and postcards, and advertisements in local newspapers.
- The topics of water conservation (83%), ways to protect oneself from crime (78%), and emergency preparedness (73%) received the highest proportion of respondents indicating that they were at least somewhat informed on the topic.
- At the other end of the spectrum, respondents indicated that they were least informed—as a group—about ways to participate in volunteer programs (50%) and ways to get involved in local government (51%).
- For environmental issues, how informed Ventura residents feel on a topic is positively correlated with the receipt of information from the City on the topic.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to gather information that would aid Ventura's Civic Engagement Division in its efforts to strengthen city-resident communication and civic engagement. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

How well is the City performing in meeting residents' expectations for city-resident communication?

The City of Ventura is currently doing a solid job of communicating with residents through its newsletters, the Internet and other means. Moreover, when compared to a 2005 survey of Ventura residents, the City appears to have substantially improved its communication efforts in the past year.

More than three-quarters (76%) of adult residents in Ventura indicated that they were satisfied with the City's efforts to communicate with residents through traditional print media, as well as television and internet-based technologies. The level of satisfaction expressed by residents as a whole was also shared by virtually every subgroup of resident. Regardless of age, neighborhood, length of residence, gender or home ownership status, for example, at least 65% of residents in every subgroup stated that they were satisfied with the City's efforts to communicate with them.

Equally important, the City of Ventura's efforts to improve city-resident communication in the past year have not gone unnoticed. Indeed, the high levels of satisfaction found in this survey for city-resident communication are, in part, a reflection of the City's recent efforts to improve communication. The overall levels of satisfaction recorded in this survey are 11% higher than those recorded in a similar resident survey conducted in 2005.²

The City's efforts to communicate on specific topics has clearly shaped resident awareness and knowledge. In general, the greater the proportion of residents who recalled receiving information from the City on a topic, the more informed residents felt on the topic. This was especially true with respect to environmental issues and services. The findings also suggest that the City has yet to tap the potential for civic engagement and volunteering, as when compared to other topics residents felt least informed about ways to get involved in local government and City volunteer programs. Fortunately, the City is well positioned to take advantage of this opportunity to improve both awareness and engagement through

2. See *Resident Satisfaction & Civic Engagement: Final Survey Report*, prepared by True North for the City of Ventura in 2005.

the dissemination of its recent publication *Your Guide to Volunteering* and related materials.

What sources of information are currently the most effective for communicating with residents?

One of the more interesting results from this study is that despite the wide range of information sources available to Ventura residents, traditional print media dominate the market for information about Ventura news and events. When asked which was their *primary* source of information about news and events in the City, more than two-thirds (69%) of respondents mentioned newspapers. Television, radio and the Internet were collectively identified by less than one-third of respondents as a primary source for this type of information. Among newspapers, moreover, the *Ventura County Star* clearly dominates the rest, having by far the greatest number of readers, as well as the most consistent readership.

Residents' general preference for print media also extends to city-resident communications. When presented with 15 different methods of city-resident communication that spanned print, television, telephone, in-person and internet-based types, respondents rated newsletters mailed separately to residents' homes as the *most* effective means of reaching them, followed closely by letters and postcards, and advertisements in local papers. It is worth noting, moreover, that this pattern held regardless of resident age or the language preferred by the respondent for the interview.

One of the obvious implications of the above is that the City is on the right path in its recent decision to invest in changing both the nature of the City's newsletter and the manner in which it is distributed. Until recently, the City of Ventura distributed its newsletter entitled *Future Focus* as a periodic insert in residents' water bills. The survey results indicate that less than half (47%) of Ventura households recalled receiving the newsletter in the year prior to the interview, and readership was inconsistent. By switching to a direct-mailed newsletter (*My Ventura*) and improving the quality of the publication, the City will increase both the penetration of the newsletter and readership. It is promising that the first issue of *My Ventura* was received and read by more households than the comparable figures for *Future Focus* over the entire past year.

Are there opportunities to expand the City's communication strategies in areas other than traditional print media?

Yes. Although traditional print media currently dominate the market for information about news and events in the City, the survey results suggest that residents are receptive to a variety of other communication methods as well. Electronic newsletters, Town Hall meetings and the City's website were viewed by at least half of all respondents as being at least somewhat effective methods that the City could use to communicate with them. Most residents also listen to or view local news programs on a select few stations and channels, which means that advertising or programming could be done more cost-effectively in Ventura than in

some other cities where the market is divided among many stations and channels.

The study also suggests that there opportunities to make some existing communication methods more effective. Although just one-third (34%) of residents had visited the City's website in the past year, for example, more than half indicated that they would use a system for paying permits, tickets and water bills online if it were offered by the City. Providing this and other additional services online could thus serve the instrumental purpose of driving more residents to the City's website and improving city-resident communication. Once on the site, it is likely that many visitors would find additional links that are relevant and interesting.

Another enhancement to the City's website that would likely improve overall city-resident communication is the ability to stream videos online—including live and recorded Council meetings. Far more residents have in-home Internet access (78%) when compared to cable television (54%), which means that streaming video online has the potential for greater penetration than the City's cable television channel. It is worth noting, moreover, that Council has approved moving forward with this enhancement (in concept) and that more than one-in-four residents indicated that they would view streamed Council meetings if the service were available.

Do resident subgroups vary in their preference for and/or use of information sources?

Yes. It is important to recognize that although some methods of communication work well in general, they do not work equally well for all subgroups of Ventura residents. Readership of the City's newsletter, for example, was found to vary dramatically by age group. Whereas more than half of residents over the age of 55 indicated that they read *Future Focus* at least sometimes, the corresponding figure for those under 25 was just 7%. Likewise, seniors are clearly less comfortable than their younger counterparts with certain Internet-based technologies. Less than 5% of seniors had watched a streamed video online in the three months prior to the interview, for example, whereas the corresponding figure among those under 25 was 45%. The detailed results of the survey can thus be helpful to the City in understanding which means of communication will work best when a message is to be targeted to a particular demographic group.

What topics should the City address in future communications?

Although there is a tendency to focus on *methods* of communication when attempting to improve city-resident communication, message *content* is arguably an even more important factor in shaping a City's success in this respect. Put simply, in an age of information overload and limited time, the challenge is less about how to get a message to an audience than it is about how to peak their interest so that they choose to read/view/listen to the message. Focusing on topics that are relevant

to residents is arguably the single most effective strategy for improving city-resident communication.

Fortunately, the survey results indicated that there is a healthy demand among residents for additional information from the City, and the survey provided clear direction as to topics of interest. With respect to city-resident communication, residents are most interested in planning, growth and development issues, housing and real estate, crime and public safety, City budget and spending priorities, environmental issues, downtown cultural district opportunities, and local news.

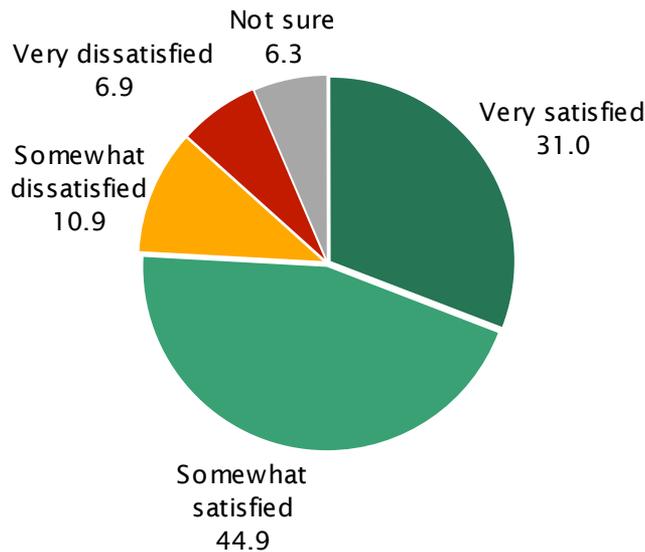
GENERAL COMMUNICATION

The opening series of questions in the survey was designed to measure respondents' current levels of satisfaction with the City's efforts to communicate with residents, as well as identify the topics on which residents are most interested in receiving additional information from the City.

OVERALL SATISFACTION Question 2 of the survey asked residents to report their overall satisfaction with city-resident communication in the City of Ventura. Overall, 76% of respondents indicated that they were satisfied with City's efforts to communicate with residents through newsletters, the Internet, or other means, with 31% indicating that they were *very* satisfied (Figure 1). The remaining respondents were either dissatisfied with the City's efforts in this respect (18%) or unsure of their opinion (6%). It is worth noting that the City appears to have made great progress in that past year with respect to improving city-resident communication, as the levels of satisfaction expressed in a prior study were significantly lower at 66%.³

Question 2 *Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means?*

FIGURE 1 SATISFACTION WITH COMMUNICATION



The following figures display how overall satisfaction with the City's efforts to communicate with residents varied by length of residence, whether the household recalled receiving the *Future Focus* Newsletter in the year prior to the interview, cable subscribership, whether the respondent had visited the City's website in the year prior to the interview, age, presence of a child in the home, home ownership, neighborhood, gender and the language of the interview. Although levels of satisfaction did vary by some characteristics—most notably length of residence, age, and neighborhood—the most striking pattern is the relative consistency of the results. At least 65% of respondents in every subgroup indicated that they were satisfied with the City's communication efforts (see Figures 2-4).

3. See *Resident Satisfaction & Civic Engagement: Final Survey Report*, prepared by True North for the City of Ventura in 2005.

FIGURE 2 SATISFACTION WITH COMMUNICATION BY YEARS IN VENTURA, HOUSEHOLD RECEIVES FUTURE FOCUS NEWSLETTER, HOUSEHOLD CABLE TV SUBSCRIPTION & VISITED CITY WEBSITE IN PAST 12 MONTHS

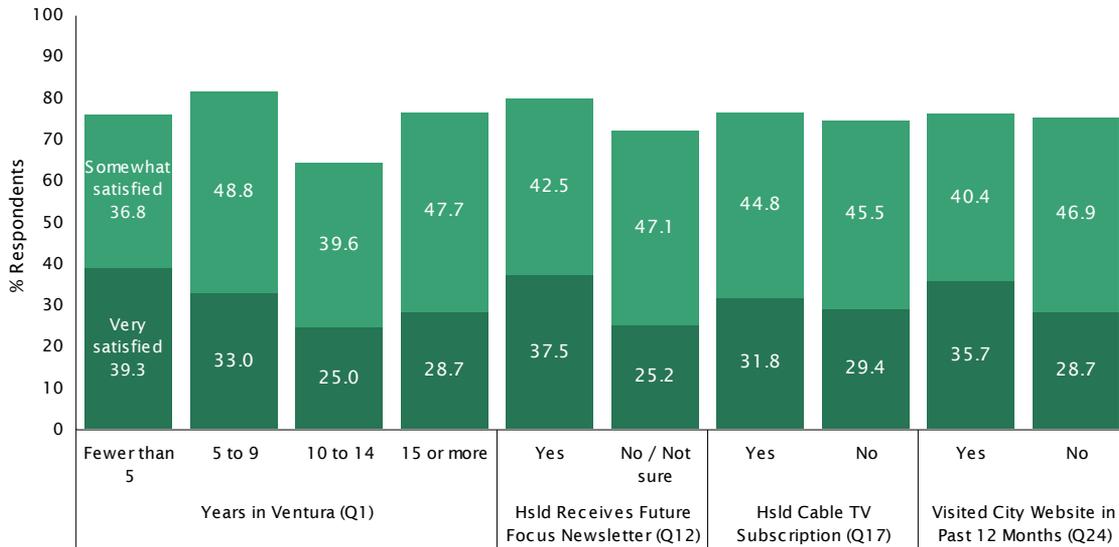


FIGURE 3 SATISFACTION WITH COMMUNICATION BY AGE, CHILD IN HOME & HOME OWNERSHIP STATUS

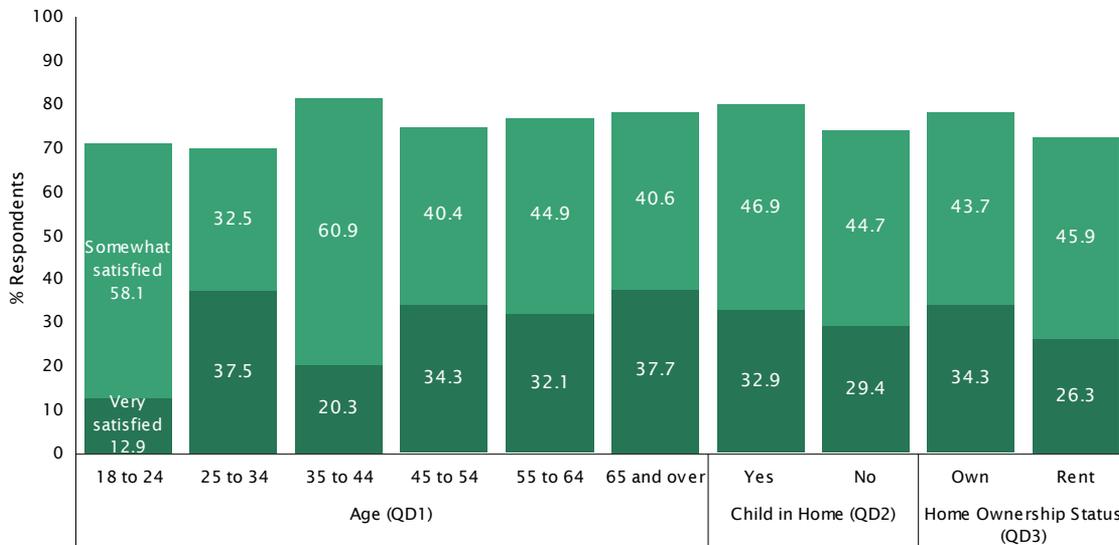
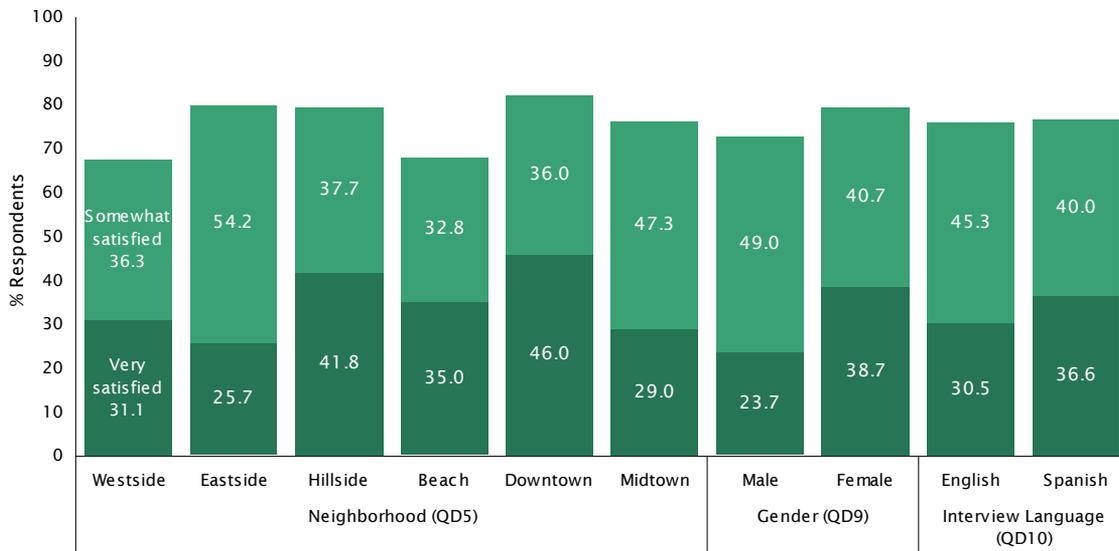


FIGURE 4 SATISFACTION WITH COMMUNICATION BY NEIGHBORHOOD, GENDER & INTERVIEW LANGUAGE



TOPICS OF INTEREST Respondents were next asked if there was a particular topic or issue that they'd like to receive more information about from the City. Just over one-third (37%) of residents answered Question 3 in the affirmative (Figure 5). As shown in Figure 6, moreover, interest in receiving additional information from the City on a particular topic was related to respondent age, length of residence, and interview language. When compared to their respective counterparts, interest was greatest among those between the ages of 35 and 44, those who have resided in the City between 10 and 14 years, and Spanish speakers.

Question 3 *Is there a particular topic or issue that you'd like to receive more information about from the City?*

FIGURE 5 DESIRE INFORMATION ON ADDITIONAL TOPICS OR ISSUES

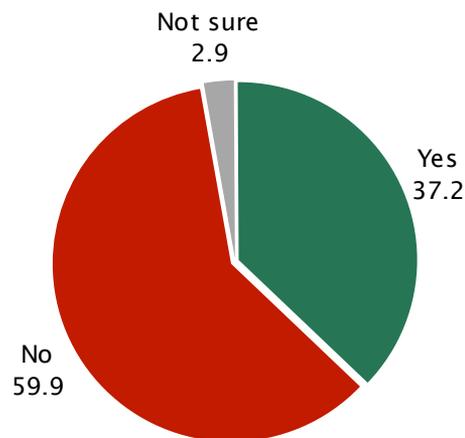
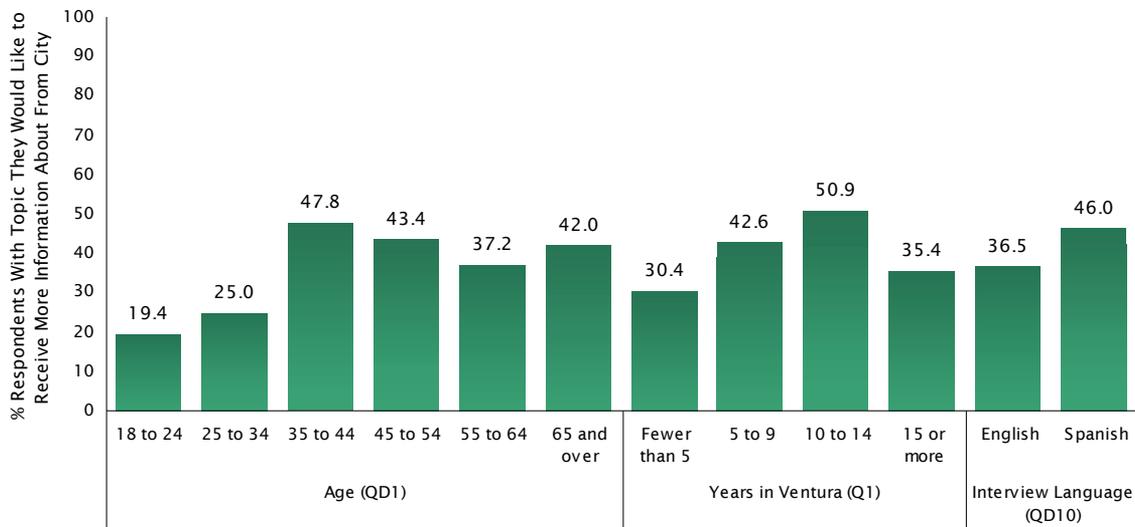


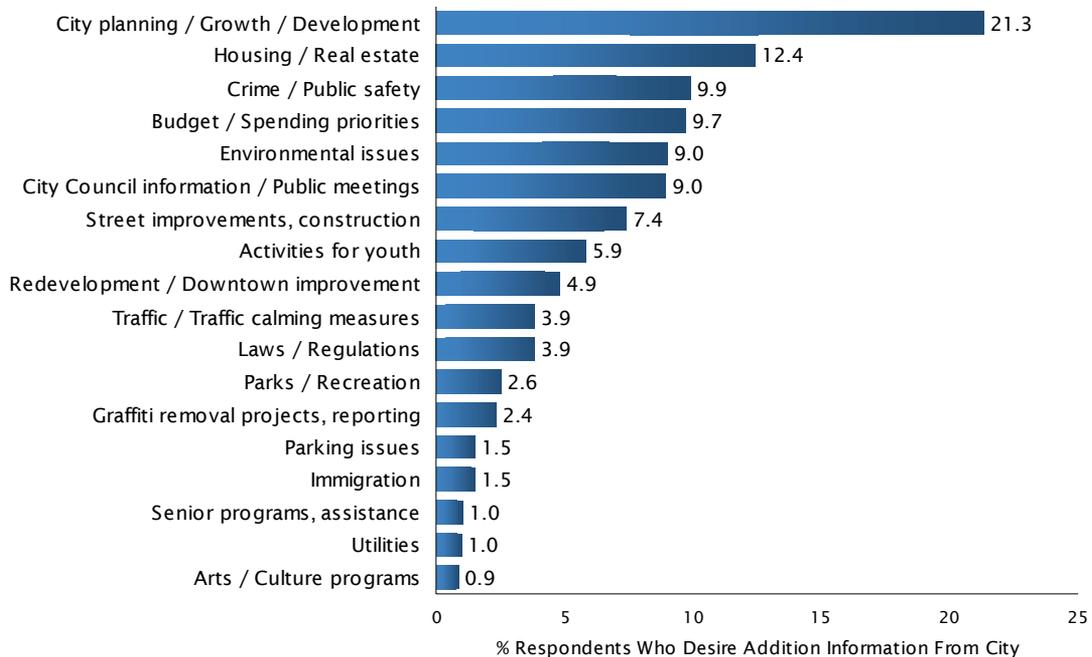
FIGURE 6 DESIRE INFORMATION ON ADDITIONAL TOPICS OR ISSUES BY AGE, YEARS IN VENTURA & INTERVIEW LANGUAGE



Respondents who expressed interest in receiving additional information from the City were subsequently asked to briefly describe the topic. This question (Question 4) was posed in an open-ended manner, meaning that respondents were at liberty to mention any topic that came to mind without being prompted by—or restricted to—a particular list of topics. The verbatim responses were later reviewed by True North and grouped into the categories shown in Figure 7. Respondents were allowed to mention up to three issues, so the percentage results shown in the figure indicate the percentage of respondents who mentioned each topic.

Question 4 *Please briefly describe the topic.*

FIGURE 7 ADDITIONAL TOPICS AND ISSUES OF INTEREST



The related issues of planning, growth and development were the most commonly mentioned topics in response to Question 4, being mentioned by 21% of those who expressed an interest in receiving additional information from the City. Other frequently mentioned topics included housing/real estate (12%), crime/public safety (10%), City budget/spending priorities (10%), environmental issues (9%), and information about the City Council/public meetings (9%).

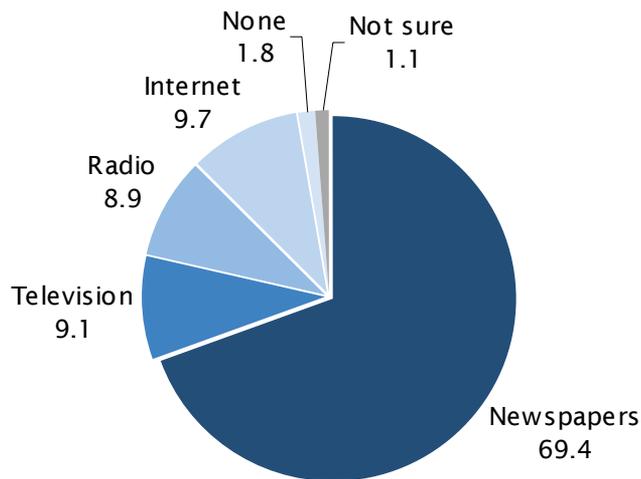
INFORMATION SOURCES

Having measured residents' overall satisfaction with the City's current communication efforts, as well as their interest in receiving additional information on specific topics, the survey next focused on the information sources that residents use to learn about news and events in the City of Ventura.

PRIMARY INFORMATION SOURCE The first question in this series asked residents to identify which medium—newspapers, television, radio, or the Internet—is their *primary* source for information about news and events in the City of Ventura. As shown below in Figure 8, more than two-thirds (69%) of Ventura residents rely on newspapers for most of their information about the City. The remaining sources—Internet (10%), television (9%), and radio (9%)—were collectively identified by about one-third of residents as being their primary source of information about news and events in the City.

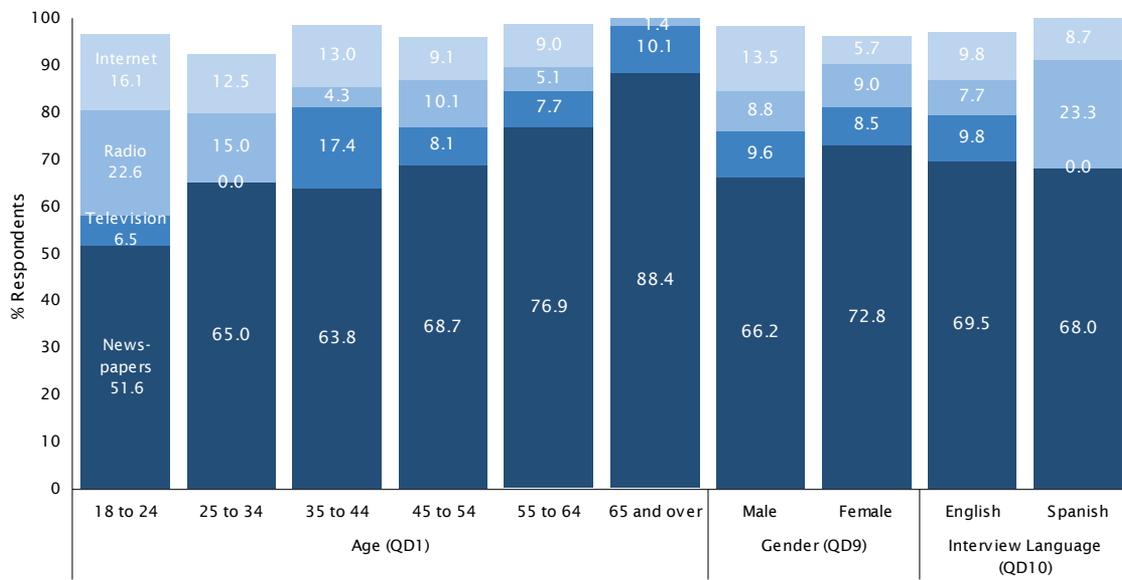
Question 5 *Which of the following would you say is your primary source for information about news and events in the City of Ventura? Newspapers, television, radio, or the Internet?*

FIGURE 8 PRIMARY SOURCE FOR VENTURA INFORMATION



Not surprisingly, resident age was strongly related to residents' choice of primary information sources. At the extremes, for example, 52% of adults under 24 mentioned newspapers as their primary source, whereas the corresponding percentage for seniors was 88%. Likewise, 16% of adults under 24 cited the Internet as their primary source for information about Ventura news and events, whereas 0% of seniors identified the Internet as their primary source for this type of information (see Figure 9).

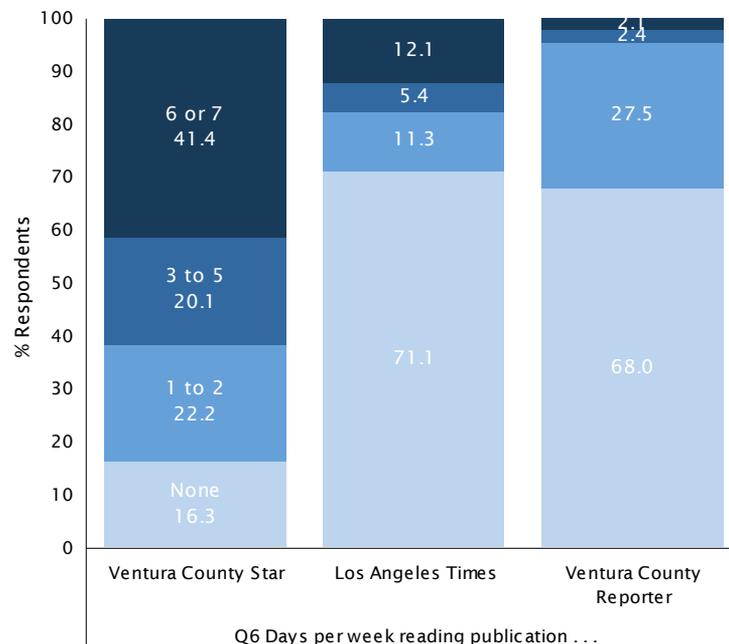
FIGURE 9 PRIMARY SOURCE FOR VENTURA INFORMATION BY AGE, GENDER & INTERVIEW LANGUAGE



NEWSPAPERS Having identified each respondent’s primary information source for Ventura news and events, the survey proceeded to profile respondents’ newspaper readership, television viewership, and radio listening habits. With respect to newspapers, respondents were first asked to identify how many days in a typical week they read the *Ventura County Star*, *Los Angeles Times*, and *Ventura County Reporter*, respectively. The results for each paper are shown below in Figure 10.

Question 6 *In a typical week, how many days do you read: _____, or do you not read this newspaper?*

FIGURE 10 DAYS PER WEEK READING LOCAL AND REGIONAL PUBLICATIONS



The *Ventura County Star* had by far the greatest number of readers, as well as the most consistent readership, among Ventura residents—with 41% indicating that they read it six to seven times per week. By comparison, just 2% of residents indicated that they read the *Ventura County Reporter* at least six times per week.

TABLE 1 AVERAGE DAYS PER WEEK READING LOCAL AND REGIONAL PUBLICATIONS BY YEARS IN VENTURA, AGE, GENDER & INTERVIEW LANGUAGE

	Ventura County Star	Los Angeles Times	Ventura County Reporter
Overall	4.0	1.2	0.5
Years in Ventura (Q1)			
Fewer than 5	3.1	1.0	0.3
5 to 9	3.5	1.0	0.5
10 to 14	3.5	1.2	0.5
15 or more	4.5	1.3	0.6
Age (QD1)			
18 to 24	3.3	1.1	0.4
25 to 34	3.0	0.8	0.6
35 to 44	3.5	1.0	0.6
45 to 54	3.8	1.4	0.7
55 to 64	4.7	1.1	0.8
65 and over	5.7	1.8	0.2
Gender (QD9)			
Male	3.8	1.5	0.6
Female	4.2	0.8	0.5
Interview Language (QD10)			
English	4.1	1.2	0.5
Spanish	3.1	0.9	0.6

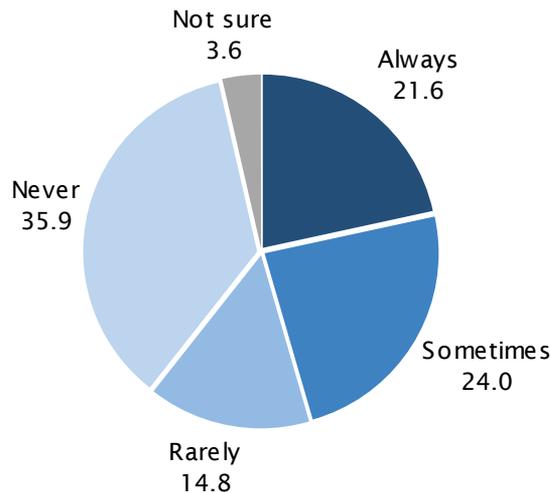
For the interested reader, Table 1 shows the average days of readership per week among Ventura residents for each of the three papers tested in Question 6 by length of residence in the City, age, gender, and interview language. When compared to their respective counterparts, readership of the *Ventura County Star* was more frequent among long-time residents (15+ years), seniors, females, and those who were administered the interview in English.

Respondents who read the *Ventura County Star* were also asked how often they read the *Time Out* section, which appears in the Thursday edition. Factoring in those residents who indicated that they do not read the *Ventura County Star*, Figure 11 shows that among all residents 22% always read the *Time Out* section, 24% sometimes read

it, 15% rarely read it, and just over one-third of residents never read the *Time Out* section.

Question 7 *How often do you read the Time Out section of the Star, which appears in the Thursday edition? Would you say you read it always, sometimes, rarely or never?*

FIGURE 11 READERSHIP OF TIME OUT SECTION OF THE VENTURA COUNTY STAR



Figures 12 and 13 display how reported readership of the *Time Out* section of the *Ventura County Star* varied by length of residence, age, ethnicity, gender, presence of children in the home, and home ownership status among *all* residents. When compared to their respective counterparts, self-reported readership of the *Time Out* section was greatest among those who have lived in the City between 10 and 14 years, seniors, those who identified with an ethnic group other than Caucasian and Latino, females, those without children in the home, and home owners.

FIGURE 12 READERSHIP OF TIME OUT SECTION OF THE VENTURA COUNTY STAR BY YEARS IN VENTURA & AGE

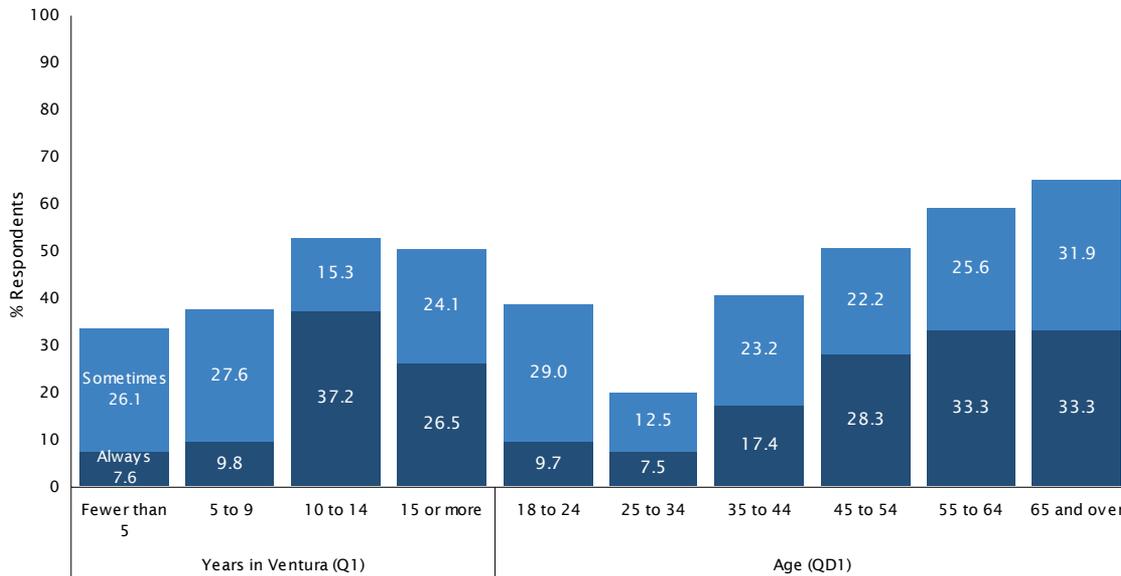
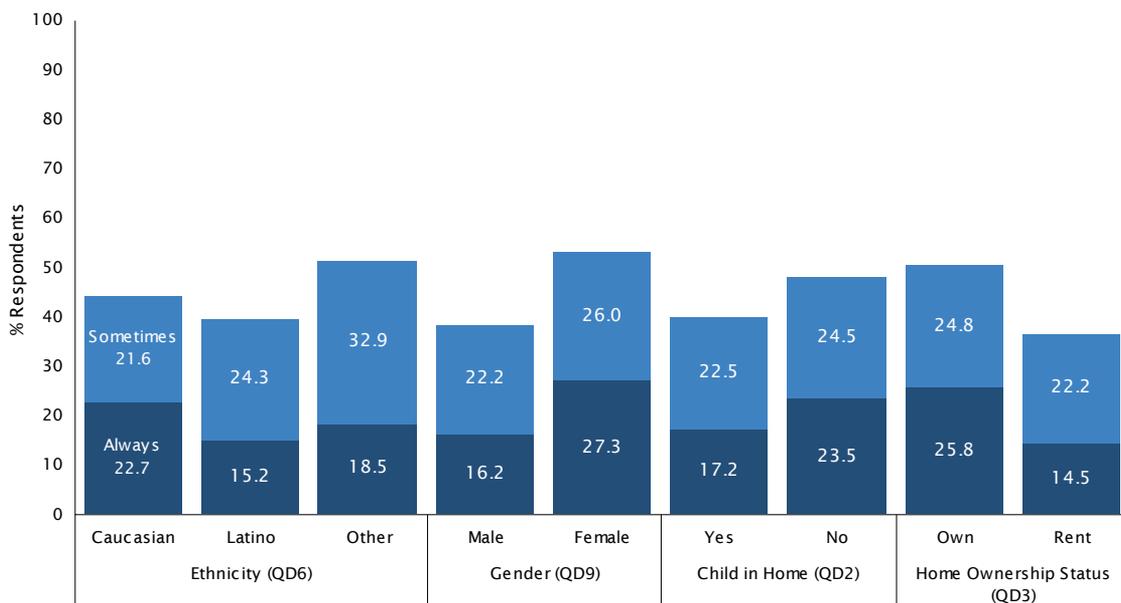


FIGURE 13 READERSHIP OF TIME OUT SECTION OF THE VENTURA COUNTY STAR BY ETHNICITY, GENDER, CHILD IN HOME & HOME OWNERSHIP STATUS

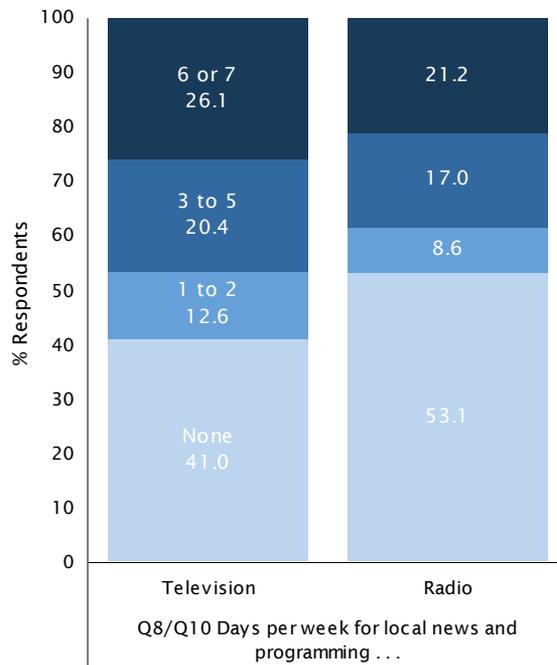


TELEVISION In a manner similar to that previously described for newspapers, the survey next profiled respondents' viewership of local news programs on television (Question 8), as well as their radio listening habits for Ventura news and programming (Question 10). Figure 14 presents the results to both of these questions for respondents as a whole. As shown in the figure, television was more widely utilized for local news programs when compared to radio, with 59% indicating that they watch it at least once per week and 26% stating that they watch it at least six days per week. The corresponding figures for radio were 47% and 21%, respectively.

Question 8 *In a typical week, how many days do you watch local news programs on television, or do you not watch local news on TV?*

Question 10 *In a typical week, how many days do you listen to local news programs on the radio, or do you not listen to local news on the radio?*

FIGURE 14 DAYS PER WEEK FOR LOCAL NEW PROGRAMS



For the interested reader, Table 2 presents the average number of days that Ventura residents watch local news on television and listen to a local news program on the radio, respectively, by length of residence in the City, age, gender, and interview language. For the most part, the frequency of television viewership by subgroups paralleled that found for newspapers (see Table 1 on page 17 for comparison). When compared to their respective counterparts, the frequency was highest among long-time residents, seniors and females. The exception to this pattern was found for interview language, as those administered the interview in Spanish reported watching local news on television more frequently than their English counterparts. The subgroup patterns for radio listening were also different, most notably with respect to age.

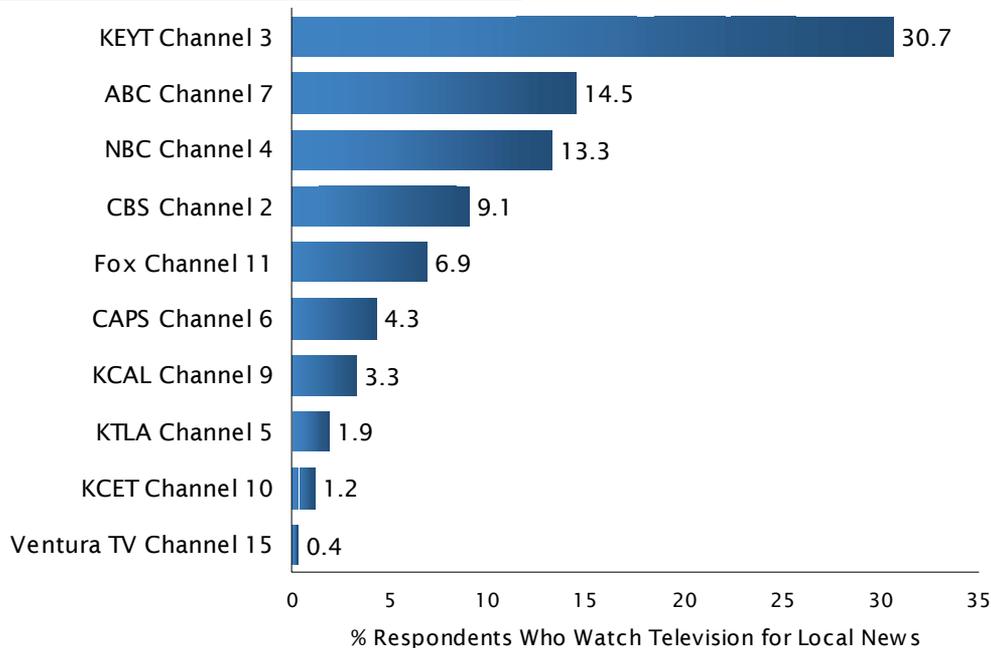
TABLE 2 AVERAGE DAYS PER WEEK FOR LOCAL NEWS BY YEARS IN VENTURA, AGE, GENDER & INTERVIEW LANGUAGE

	Television	Radio
Overall	2.9	2.3
Years in Ventura (Q1)		
Fewer than 5	2.5	2.5
5 to 9	2.6	1.7
10 to 14	2.4	2.5
15 or more	3.1	2.4
Age (QD1)		
18 to 24	2.8	1.7
25 to 34	2.4	1.7
35 to 44	2.4	2.4
45 to 54	2.7	2.6
55 to 64	2.8	3.0
65 and over	4.1	2.2
Gender (QD9)		
Male	2.5	2.3
Female	3.2	2.4
Interview Language (QD10)		
English	2.8	2.3
Spanish	3.2	2.8

Respondents who indicated that they watch local news on television and/or listen to it on the radio were next asked to indicate the stations that they watch/listen to most often for this type of programming. KEYT Channel 3 was mentioned by nearly one-third (31%) of respondents as their primary TV station (Figure 15), followed by ABC Channel 7 (15%) and NBC Channel 4 (13%).

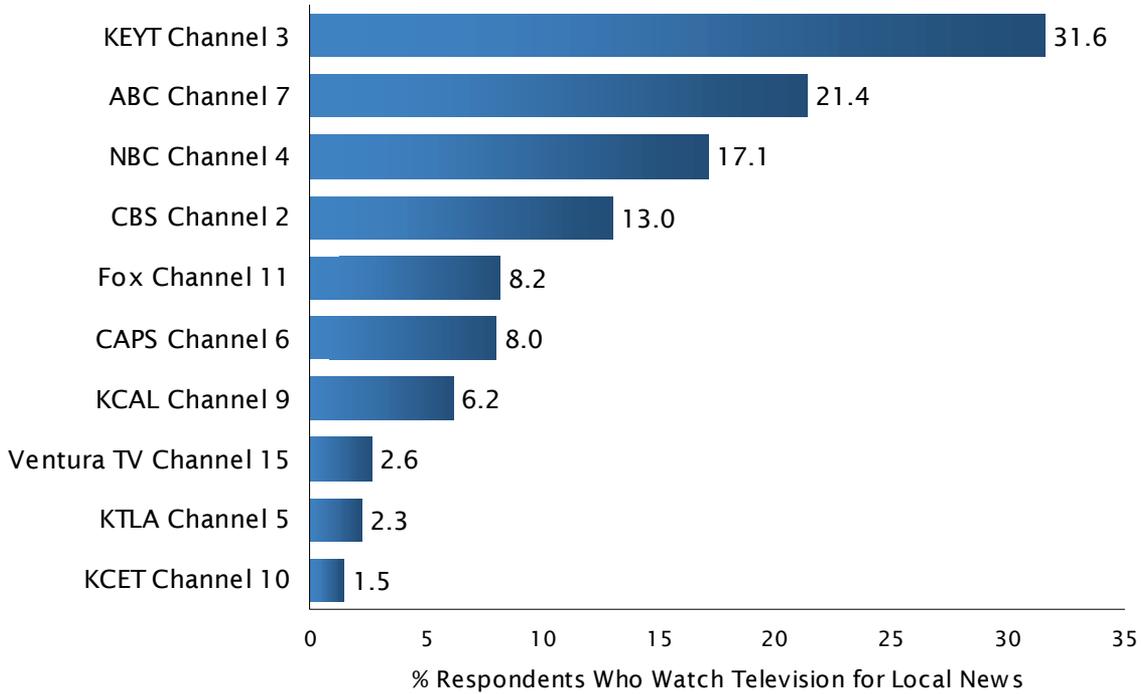
Question 9 *What station do you watch most often for local news and events?*

FIGURE 15 TV CHANNELS WATCHED FOR LOCAL NEWS: FIRST MENTION



Whereas Figure 15 presents the *primary* station (first mention), Figure 16 shows the proportion of respondents who mentioned each station in their top three most frequently viewed stations for local news. Once again, KEYT Channel 3 was mentioned most often (32%), followed by ABC Channel 7 (21%) and NBC Channel 4 (17%).

FIGURE 16 TV CHANNELS WATCHED FOR LOCAL NEWS: ALL MENTIONS



Figures 17 and 18 present the corresponding information for the radio stations that residents listen to for local news and events in Ventura. Among Ventura residents who listen to radio for local news, 1520 AM KVTA was mentioned most often (21%) as their primary station, followed by 100.7 FM KHAY (14%) and 88.3 FM KCLU NPR (11%). The same three stations were also mentioned most often when one considers the top three stations per respondent (see Figure 18), although the order changes slightly with 1520 AM KVTA mentioned most often (26%), followed by 88.3 FM KCLU NPR (18%) and 100.7 FM KHAY (16%).

Question 11 What station do you listen to most often for local news and events?

FIGURE 17 RADIO STATIONS LISTENED TO FOR LOCAL NEWS: FIRST MENTION

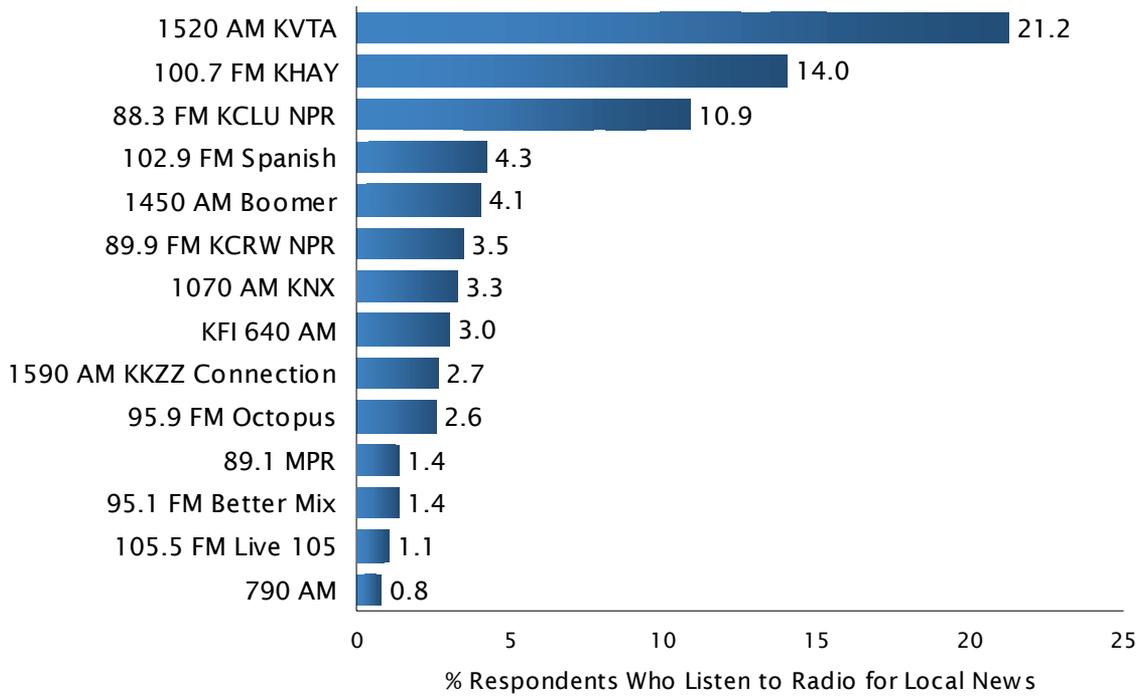
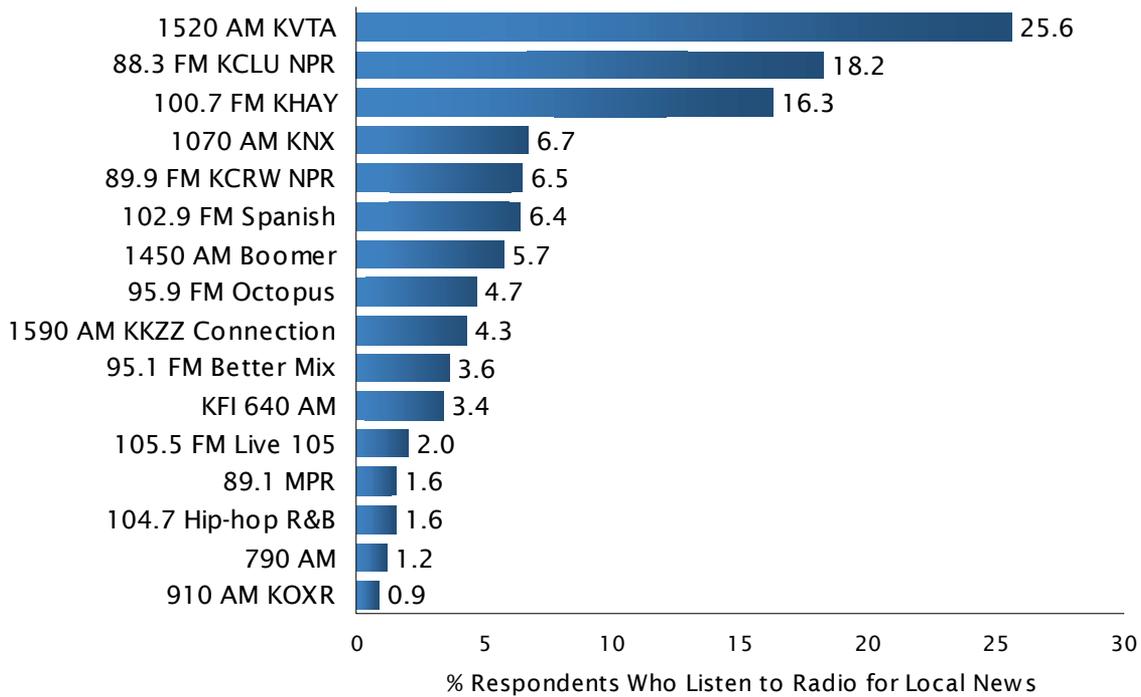


FIGURE 18 RADIO STATIONS LISTENED TO FOR LOCAL NEWS: ALL MENTIONS



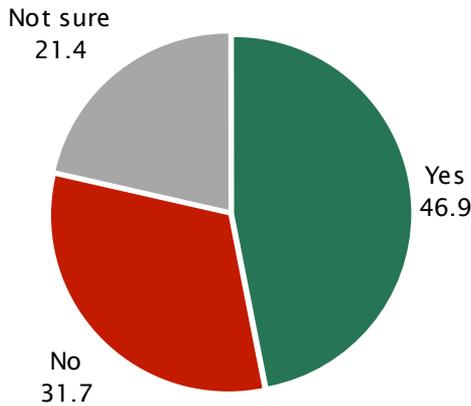
CITY NEWSLETTER

At this point, the survey began to focus on City-sponsored sources of information. In this section, we present the results of several questions that addressed residents' readership and opinions of the City's newsletters—both past and present.

FUTURE FOCUS Until recently, the City of Ventura distributed its newsletter entitled *Future Focus* as a periodic insert in residents' water bills. To establish several baselines by which to compare the effectiveness of the City's new newsletter (*My Ventura*) and its method of distribution, the survey asked residents whether they recalled receiving the *Future Focus* Newsletter in the past year (Question 12) and, if yes, how frequently they read the newsletter during this period.

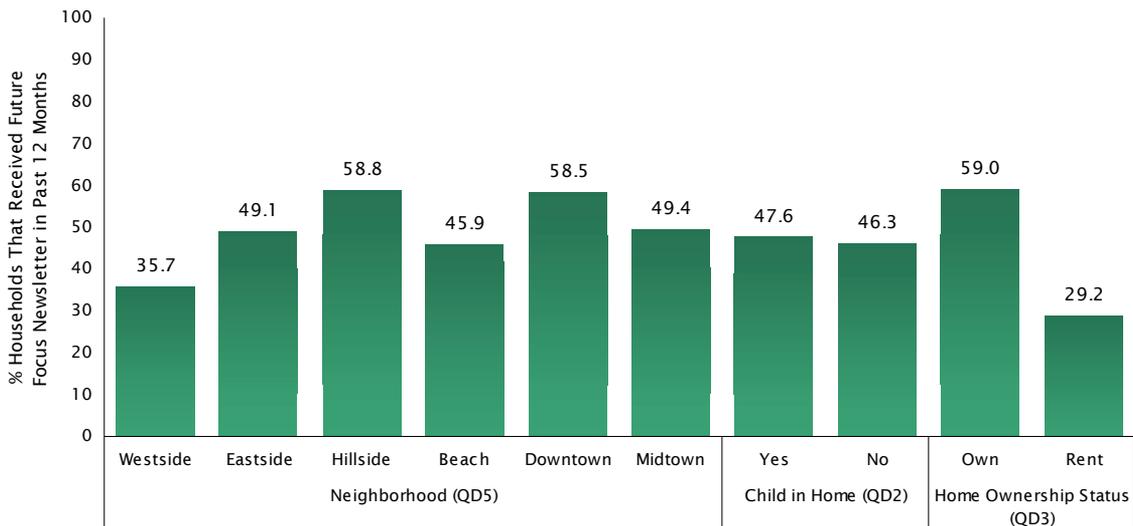
Question 12 *In the past year, did your household receive the City of Ventura's Future Focus Newsletter, which used to come with the water bill?*

FIGURE 19 HOUSEHOLD RECEIVED FOCUS NEWSLETTER IN PAST YEAR



As shown in Figure 19, less than half (47%) of those who participated in the survey recalled receiving the *Future Focus* newsletter in the 12 months prior to the interview. When compared to their respective counterparts, residents of the Hillside and Downtown neighborhoods, as well as those who own their homes, were the most likely to recall receiving the newsletter (Figure 20).

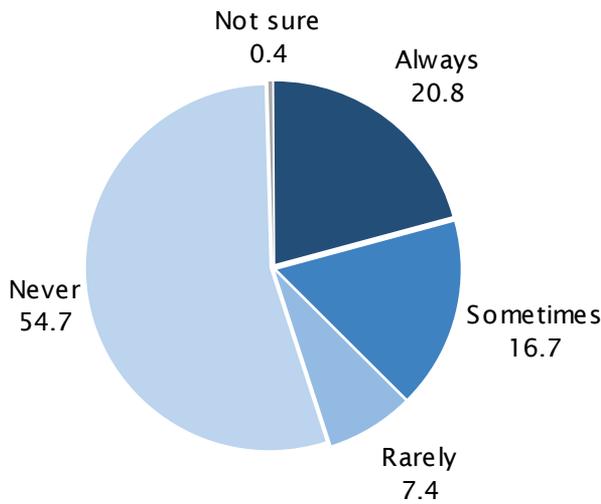
FIGURE 20 HOUSEHOLD RECEIVED FOCUS NEWSLETTER IN PAST YEAR BY NEIGHBORHOOD, CHILD IN HOME & HOME OWNERSHIP STATUS



In terms of frequency of readership, Figures 21-23 combine the results of Questions 12 and 13 to display the results for *all* residents, not just those who recalled receiving the newsletter. Among all residents, 21% indicated that they always read the *Future Focus Newsletter*, 17% stated that they sometimes read the newsletter, 7% offered that they rarely read the newsletter, and 55% reported that they either did not receive the newsletter or received it, but never read it.

Question 13 *How often would you say that you read the City's Future Focus Newsletter? Would you say that you always read it, sometimes read it, rarely read it, or never read it?*

FIGURE 21 FREQUENCY OF READING FUTURE FOCUS NEWSLETTER



For the interested reader, Figures 24 and 25 show how the proportion of residents who stated they always or sometimes read the *Future Focus* newsletter varied by key demographic traits such as length of residence, age, ethnicity, gender, presence of children in the home, and home ownership. The most pronounced relationships appeared with respect to length of residence, age and homeownership, as long-time residents, those over the age of 45, and home owners were substantially more likely to be frequent readers of the newsletter when compared to their respective counterparts.

FIGURE 22 FREQUENCY OF READING FUTURE FOCUS NEWSLETTER BY YEARS IN VENTURA & AGE

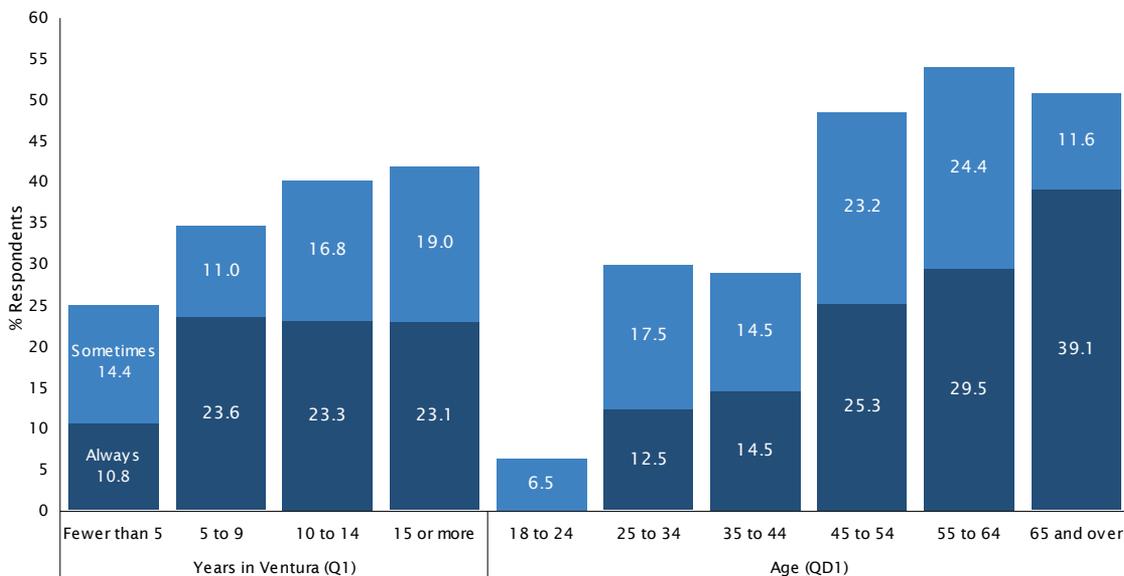
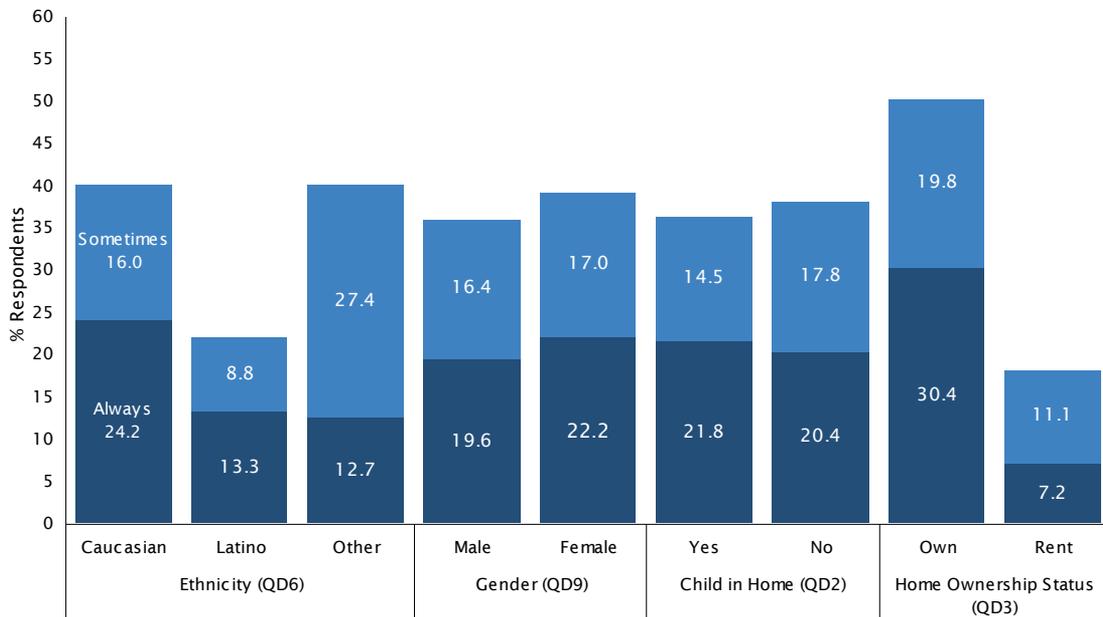


FIGURE 23 FREQUENCY OF READING FUTURE FOCUS NEWSLETTER BY ETHNICITY, GENDER, CHILD IN HOME & HOME OWNERSHIP STATUS

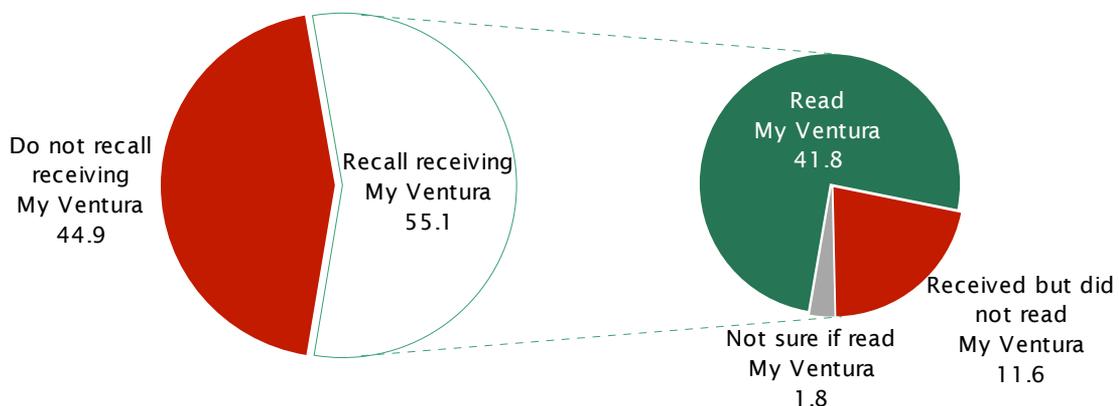


MY VENTURA In August, the City changed the format and method of distributing the City’s newsletter, as well as the name. The new publication—*My Ventura*—is a joint newsletter and recreation guide that is mailed directly to resident households on a quarterly basis. All residents were asked whether they recalled receiving the first issue of the new publication, as well as whether they read *My Ventura*. Figure 24 combines the responses to both questions. More than half (55%) of respondents recalled receiving the first issue of *My Ventura*, and 42% indicated that they read the August issue.

Question 14 *Recently, the City Newsletter and the Recreation Guide were combined into a single publication called My Ventura. In August, do you recall receiving the My Ventura publication in the mail?*

Question 15 *Did you read the My Ventura publication?*

FIGURE 24 RECEIPT AND READERSHIP OF MY VENTURA PUBLICATION



Figures 25 and 26 show the proportion of residents who indicated that they read the first issue of *My Ventura* by key demographic traits. When compared to their respective counterparts, newer residents (less than 5 years), those between 55 and 64 years of age, those identifying with ethnic groups other than Caucasian and Latino, females, and home owners were the most likely to have read the August issue of *My Ventura*. Conversely, those who have resided in the City between 5 and 9 years, adults under 25, Latinos, males, and renters reported the lowest rates of readership.

FIGURE 25 READERSHIP OF MY VENTURA BY YEARS IN VENTURA & AGE

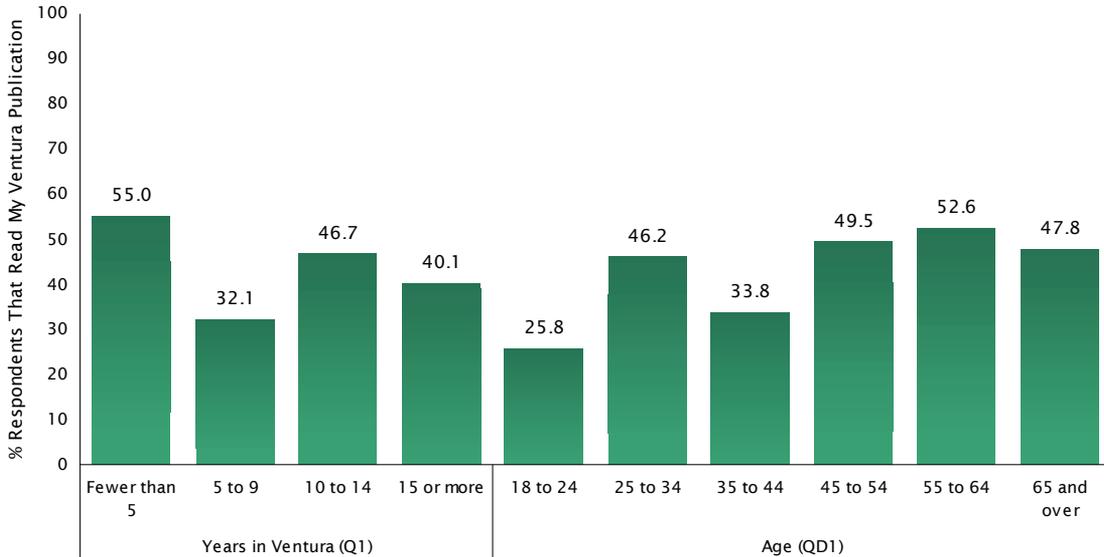
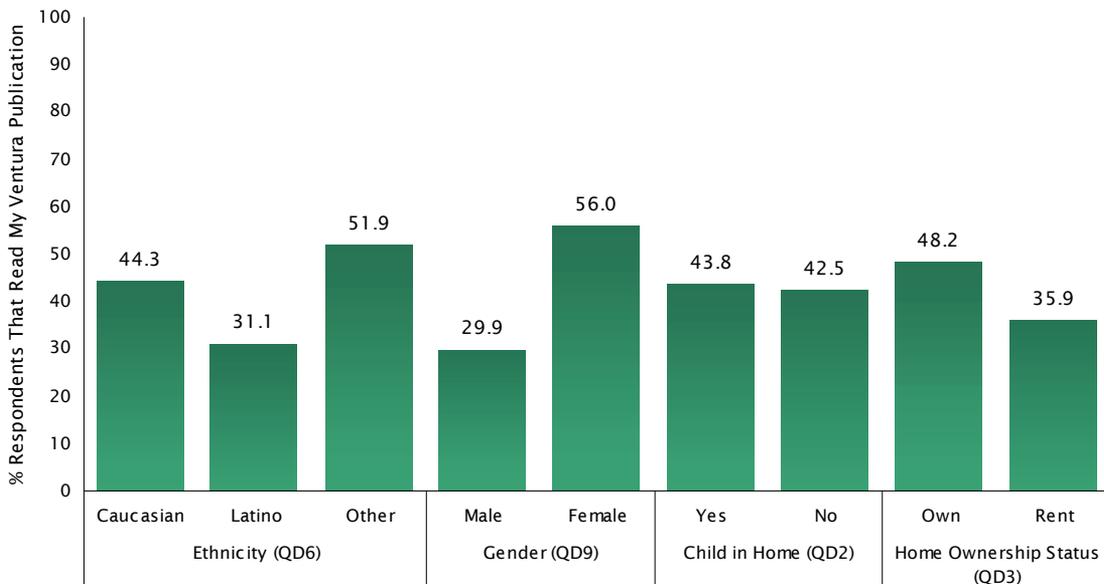


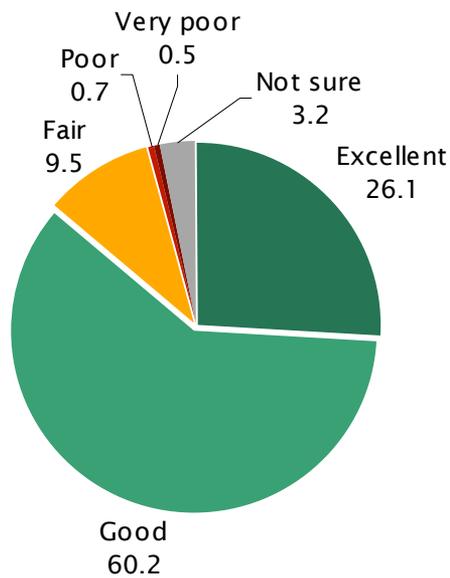
FIGURE 26 READERSHIP OF MY VENTURA BY ETHNICITY, GENDER, CHILD IN HOME & HOME OWNERSHIP STATUS



For those who read the August issue of *My Ventura*, the survey asked that they rate the content and quality of the publication using a five-point scale of excellent, good, fair, poor or very poor. As shown in 27 below, readers were generally impressed by the first issue, with 86% rating it as either excellent (26%) or good (60%). Approximately 10% rated the publication as fair, and just 1% used 'poor' or 'very poor' to describe the content and quality of the August issue.

Question 16 Overall, how would you rate the content and quality of the *My Ventura* publication? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 27 RATING THE QUALITY OF MY VENTURA PUBLICATION



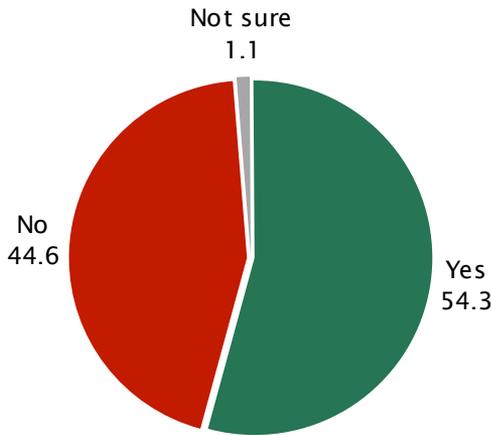
LOCAL TV PROGRAMMING

The City of Ventura has two cable television channels that are dedicated to local programming. The first, Channel 6, is a public access channel that features programs from various community groups and public service announcements. The second, Channel 15, is known as Ventura TV as it shows live and recorded City Council meetings, School Board meetings, a calendar of community events, and other programs about the City of Ventura.

CABLE SUBSCRIBERSHIP Channel 6 and Channel 15 are only available to cable subscribers—they are not accessible to those who only subscribe to a satellite television service. Accordingly, the first question in this series asked respondents whether they subscribe to cable television. Overall, 54% of those surveyed indicated that their household does currently subscribe to cable television (Figure 28).

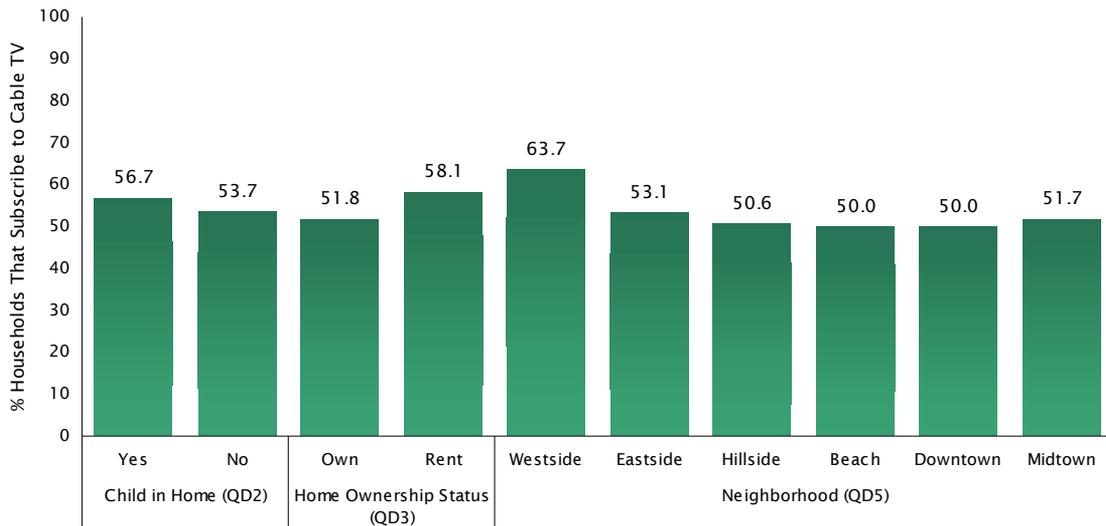
Question 17 *Does your household currently subscribe to cable television?*

FIGURE 28 HOUSEHOLD CABLE TV SUBSCRIBERSHIP



In general, the proportion of Ventura households that subscribe to cable television did not vary significantly across demographic traits such as the presence of children in the home, home ownership status, or neighborhood within the City (Figure 29).

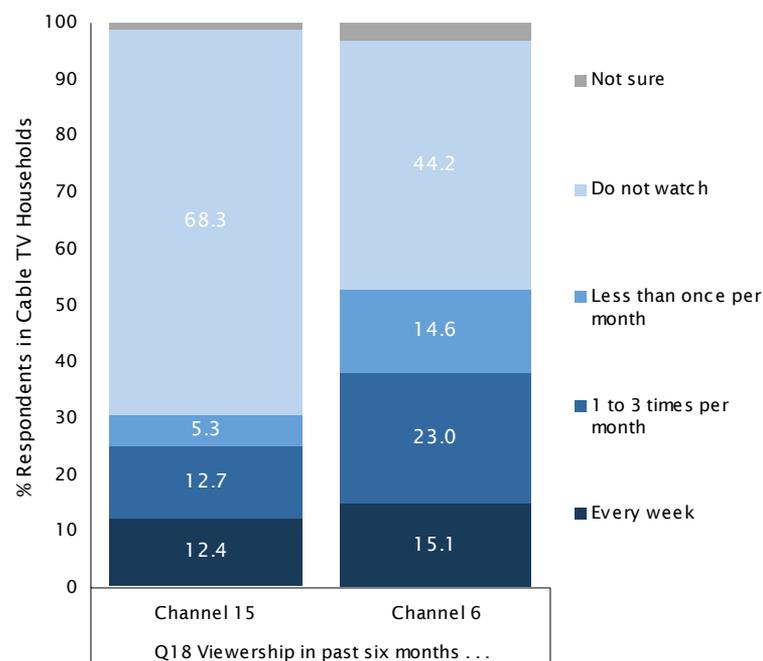
FIGURE 29 HOUSEHOLD CABLE TV SUBSCRIBERSHIP BY CHILD IN HOME, HOME OWNERSHIP STATUS & NEIGHBORHOOD



CHANNEL VIEWERSHIP All cable subscribers were next asked whether—in the six months prior to the interview—they had personally watched Channel 6 and Channel 15, respectively, as well as how frequently they watched each channel. The results for both channels are combined in Figure 30. Overall, just over half (53%) of cable subscribers indicated that they had watched Channel 6 during this period, whereas the corresponding figure for Channel 15 was 30%. In terms of *regular* viewers, however, the channels were quite similar. The proportion of subscribers who watched Channels 6 and 15 on a weekly basis during this period was 15% and 12%, respectively.

Question 18 *In the past six months, have you watched: _____? Would you say you watch this channel every week, one to three times per month, or less than once per month?*

FIGURE 30 VIEWERSHIP OF LOCAL PROGRAMMING IN PAST SIX MONTHS



PROGRAMMING All subscribers—regardless of past viewership—were next asked two questions with respect to the programming that is offered on Channels 6 and 15. The first simply asked whether, prior to taking the survey, they were aware that there is a show called *Ventura's Environment* on Channel 15. As shown in Figure 31 on the next page, approximately one-in-five subscribers (20%) were aware of the program. Awareness of *Ventura's Environment* was notably higher among new (less than 5 years) and long-time (15+ years) residents, as well as those under the age of 25 (see Figure 32).

Question 19 Prior to taking this survey, were you aware that there is a show called Ventura's Environment on Channel 15?

FIGURE 31 AWARENESS OF VENTURA'S ENVIRONMENT PROGRAM

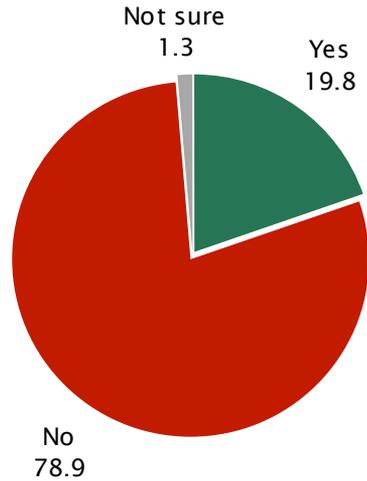
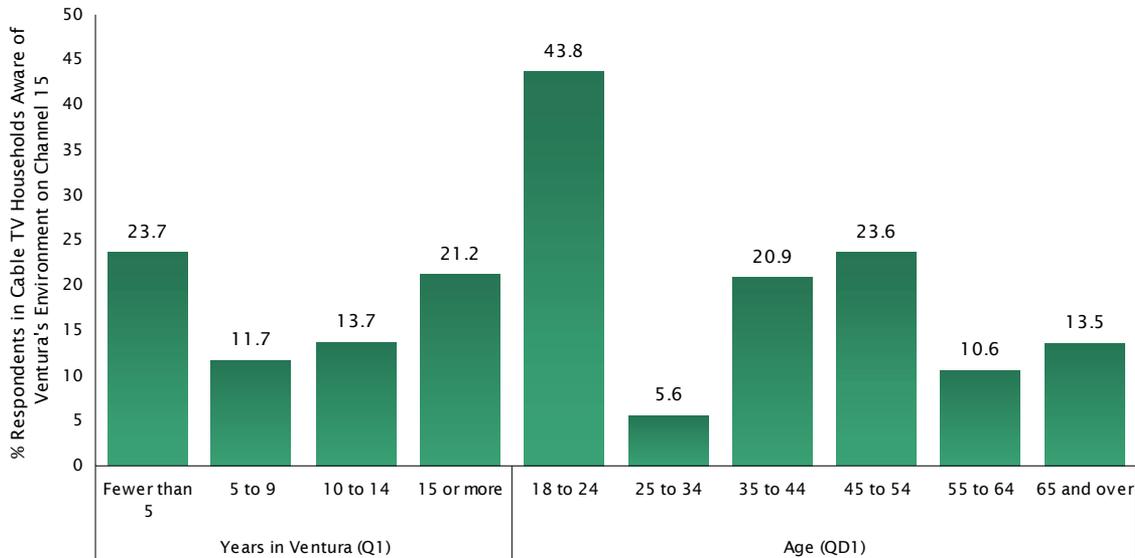


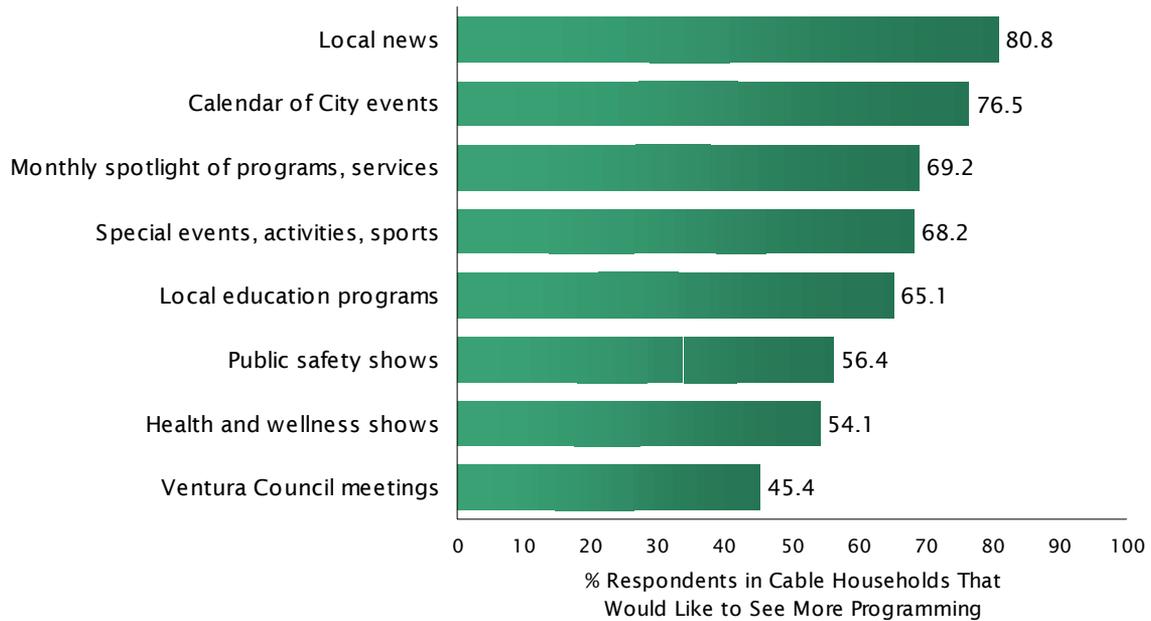
FIGURE 32 AWARENESS OF VENTURA'S ENVIRONMENT PROGRAM BY YEARS IN VENTURA & AGE



The second question (Question 20) presented cable subscribers with the list of program types shown on the left of Figure 33 and asked, for each, whether they would like to see more programming of this type offered on Channels 6 and 15. Overall, the unmet demand was greatest for local news (81%), followed by a calendar of City events (77%), a monthly spotlight of City programs and services (69%), and coverage of special events, activities and sports (68%).

Question 20 *As I read the following categories of programming, please tell me whether you would like to see more programming of this type offered on Channels 6 and 15.*

FIGURE 33 PREFERENCE FOR LOCAL PROGRAMMING



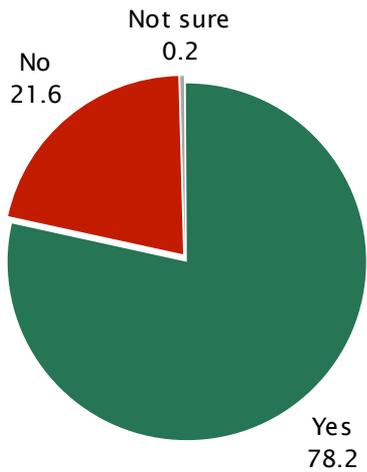
INTERNET - BASED COMMUNICATIONS

Having measured residents' use of traditional media including newspapers, television, and radio, the survey next focused on residents' access to—and use of—a variety of internet-based communication tools.

INTERNET ACCESS The first question in this series (Question 21) was designed to measure the penetration rate for Internet access among Ventura households.

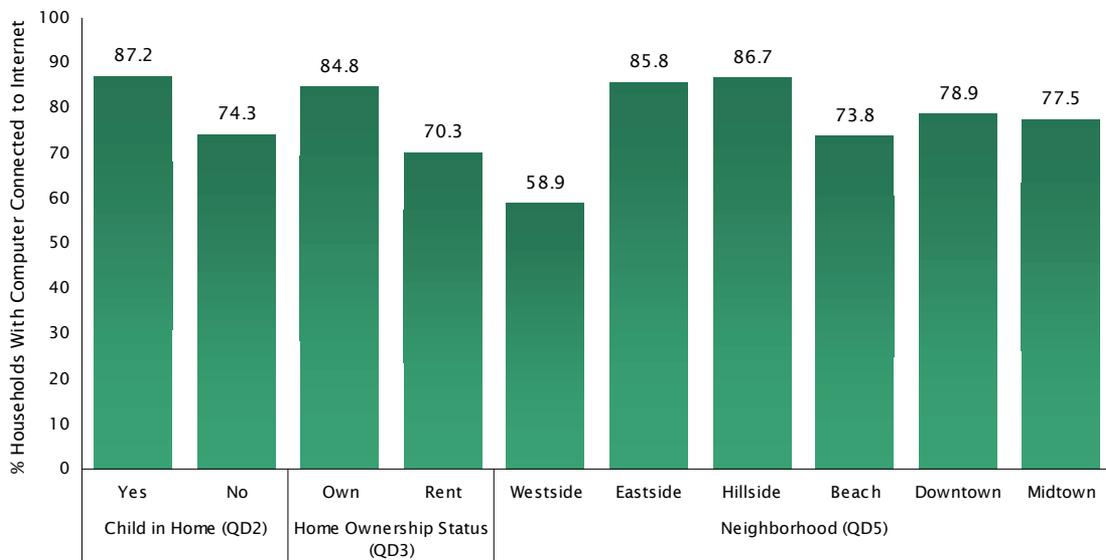
Question 21 *Do you have a computer in the home that is connected to the Internet?*

FIGURE 34 HOUSEHOLD COMPUTER INTERNET CONNECTION



Overall, 78% of residents reported that their household has a computer that is connected to the Internet (Figure 34). As expected, Internet access was related to certain household characteristics including the presence of children in the home, home ownership status, and neighborhood. Households with children, owner occupied households, and those in the Eastside and Hillside neighborhoods reported the highest rates of Internet access.

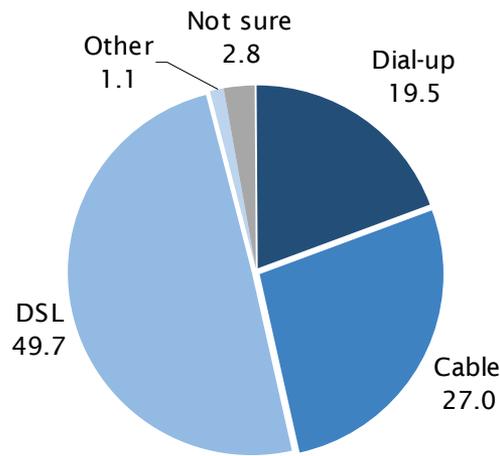
FIGURE 35 HOUSEHOLD COMPUTER INTERNET CONNECTION BY CHILD IN HOME, HOME OWNERSHIP STATUS & NEIGHBORHOOD



The type of connection that a computer employs for Internet access will shape the user’s experience while online, especially with respect to the speed with which files can be downloaded/uploaded. High-speed connections such as DSL and Cable allow the user to watch streamed videos with minimal delays, for example, whereas attempting to do so while using a dial-up connection can be a frustrating exercise. Question 22 was designed to profile the type of connections that Ventura households use for Internet access. By far the most commonly used connection is DSL (50%), followed by cable (27%). Approximately one-in-five households (20%) that are connected to the Internet use a slower dial-up connection.

Question 22 *How is the computer connected to the Internet?*

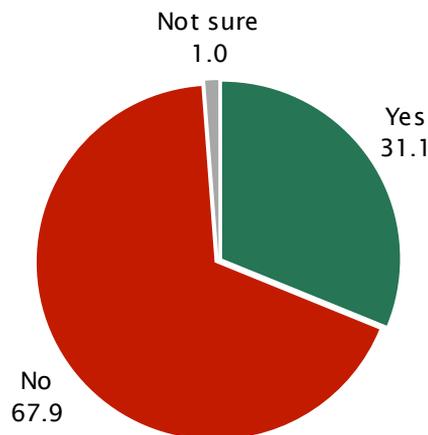
FIGURE 36 TYPE OF INTERNET CONNECTION



STREAMING VIDEO Approximately one-third (31%) of respondents with Internet access indicated that they have used their computer to watch videos that are streamed on the Internet in the past three months (Figure 37).

Question 23 *In the past three months, have you used your computer to watch videos that are streamed on the Internet?*

FIGURE 37 WATCHED STREAMING INTERNET VIDEOS IN PAST THREE MONTHS



Viewing streamed videos online was strongly related to certain respondent and household characteristics, including age, gender, ethnicity, employment status, and presence of children in the home. In general, those under 55, males, ethnic groups other than Latinos, those who are employed or a student/homemaker, and those with children in their home were substantially more likely to have watched streamed Internet videos in the three months prior to the interview (see Figures 38 and 39).

FIGURE 38 WATCHED STREAMING INTERNET VIDEOS IN PAST THREE MONTHS BY YEARS IN VENTURA & AGE

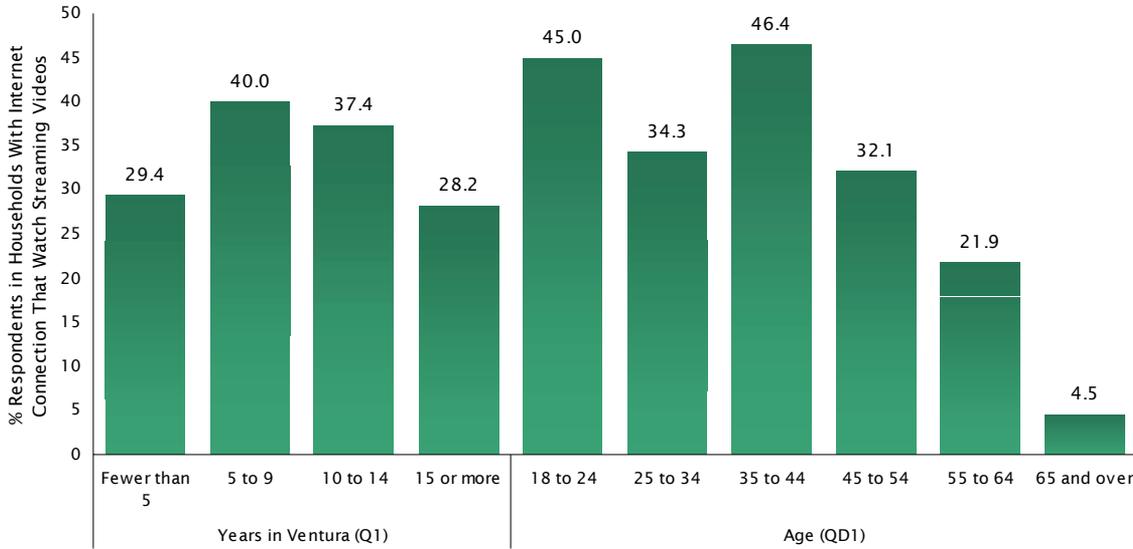
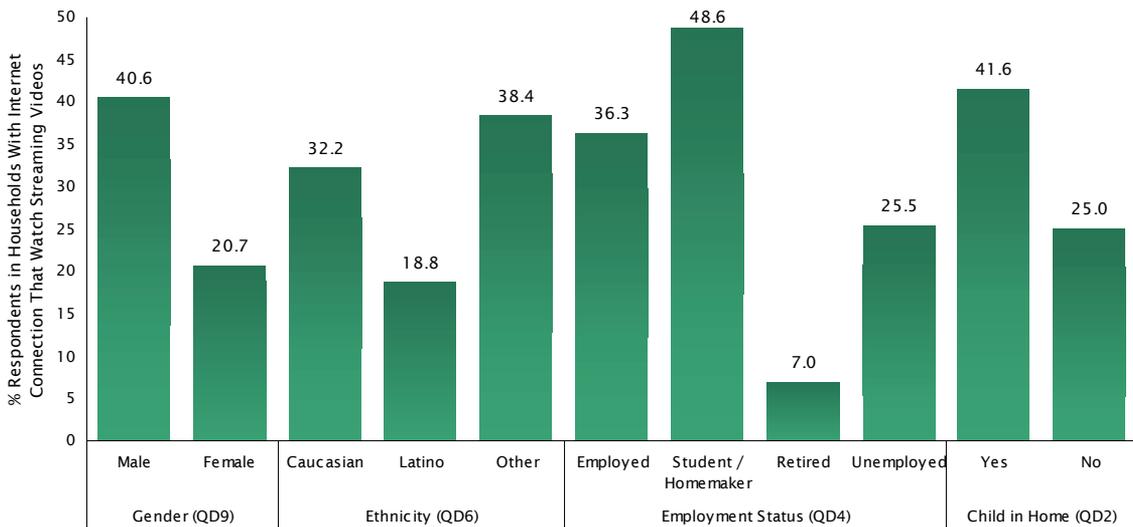


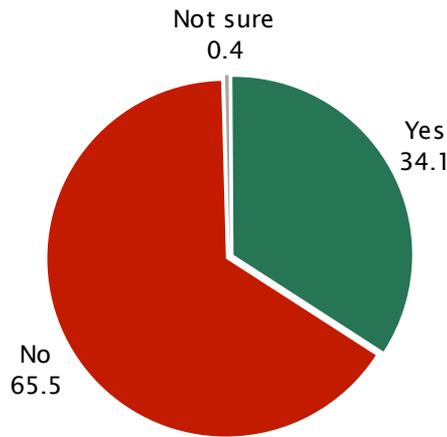
FIGURE 39 WATCHED STREAMING INTERNET VIDEOS IN PAST THREE MONTHS BY GENDER, ETHNICITY, EMPLOYMENT STATUS & CHILD IN HOME



CITY'S WEBSITE All respondents, regardless of in-home access to the Internet, were next asked whether they had visited the City of Ventura's website in the 12 months prior to the interview. Overall, just over one-third (34%) of respondents stated that they had visited the site during this period (Figure 40). The rate of visitation was greatest among females, those who were administered the interview in Spanish, respondents from households with children, and students/homemakers (Figure 41).

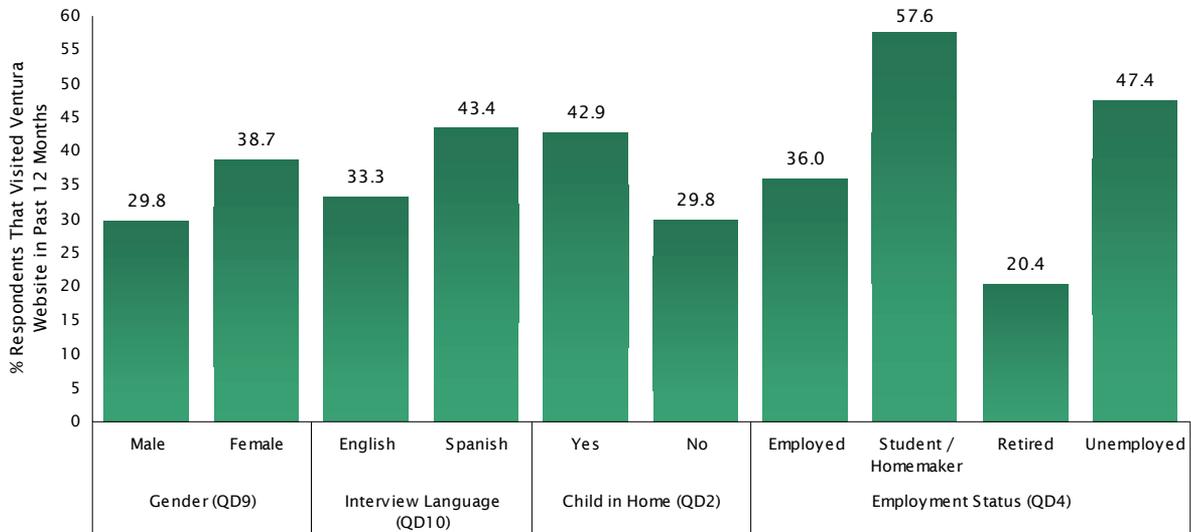
Question 24 *In the past 12 months, have you visited the City of Ventura's website?*

FIGURE 40 VISITED CITY OF VENTURA WEBSITE IN PAST 12 MONTHS



VISITED CITY OF VENTURA WEBSITE IN PAST 12 MONTHS BY YEARS IN VENTURA & AGE

FIGURE 41 VISITED CITY OF VENTURA WEBSITE IN PAST 12 MONTHS BY GENDER, INTERVIEW LANGUAGE, CHILD IN HOME & EMPLOYMENT STATUS



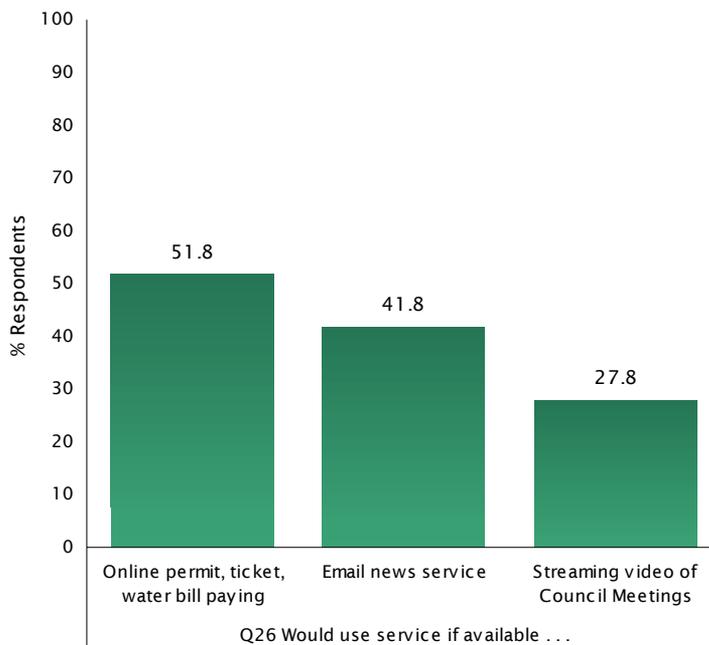
Question 25 *Is there a particular service or type of information that you would like added to the City's website?*

Those who had personally visited the City's website in the year prior to the interview were provided an open-ended opportunity in Question 25 to suggest a particular service or type of information that they would like added to the City's website. Only 15% of site visitors indicated that the site could be improved in this respect, although the specific suggestions varied widely. The list of suggested improvements is as follows: updates on public works projects, calendar of local events, feedback/comments box, City Council reports, information about City-sponsored programs, code enforcement information/violations, parks/recreation information, forms, and information about crime/public safety. No more than three individuals mentioned a particular addition.

Whereas Question 25 provided site visitors with an open-ended opportunity to suggest improvements to the City's website, in Question 26 all respondents were asked whether they would use three new services that the City is considering adding to the site. The services tested, as well as respondents' answers, are presented in Figure 42 below. The ability to pay for permits, tickets and water bills online was the most popular of the potential services tested, with 52% of residents indicating that they would use the service if it were made available. The corresponding figures for an email news service and streaming of City Council Meetings were 42% and 28%, respectively.

Question 26 *The City of Ventura is considering adding a number of online features and services. As I read each of the following, please tell me whether you would use the service if it were made available.*

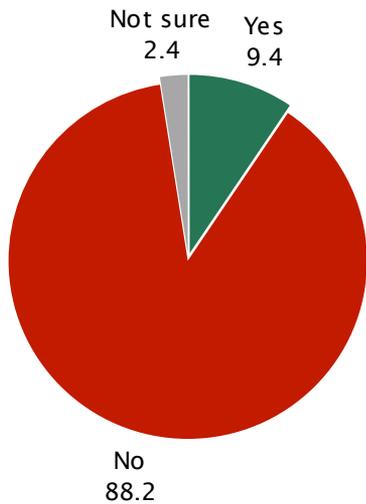
FIGURE 42 USE OF PROPOSED ONLINE SERVICES



PODCASTS Podcasting is the method of distributing multimedia files, such as audio or video programs, over the Internet using syndication feeds, for playback on mobile devices and personal computers. Podcasting's initial appeal was to allow individuals to distribute their own "radio shows," but the system has quickly become used in a wide variety of other ways, including the distribution of school lessons, official and unofficial audio tours of museums, conference meeting alerts and updates, and by police departments to distribute public safety messages.

Question 27 Do you currently listen to or view podcasts online?

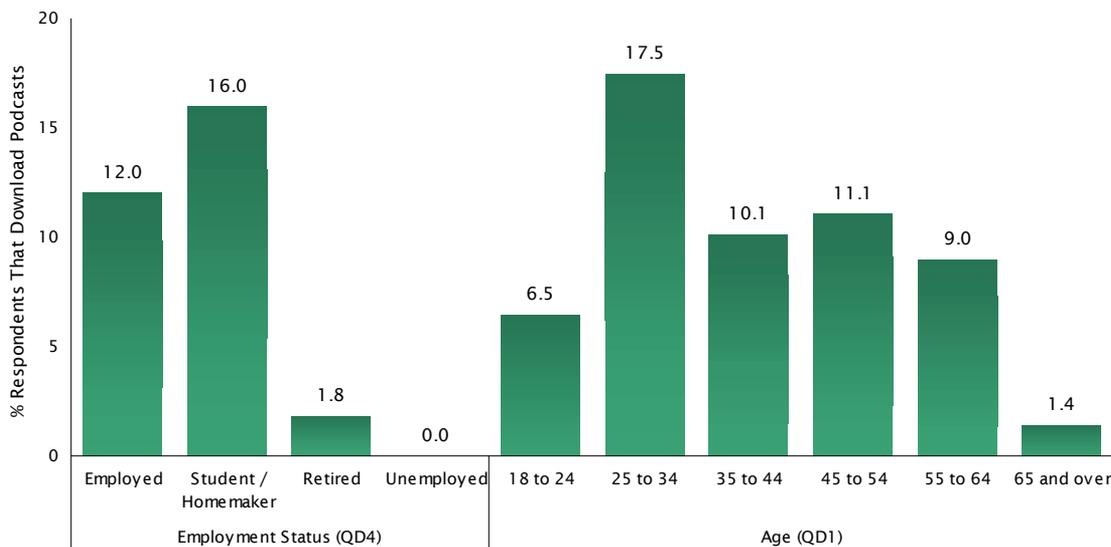
FIGURE 43 CURRENTLY DOWNLOAD PODCASTS



The survey included several questions regarding this relatively new method of communication, including whether residents currently listen to or view podcasts, the sites they typically use for podcasts, as well as their interest in receiving a podcast regarding local affairs and events from the City of Ventura.⁴

As shown in Figure 43, less than one-in-ten (9%) adults in Ventura currently listen to or view podcasts—although the use of podcasts is significantly more common among the employed, students/homemakers, and those between the ages of 25 and 34 (see Figure 44).

FIGURE 44 CURRENTLY DOWNLOAD PODCASTS BY EMPLOYMENT STATUS & AGE



4. Source: *Wikipedia*, the free online encyclopedia.

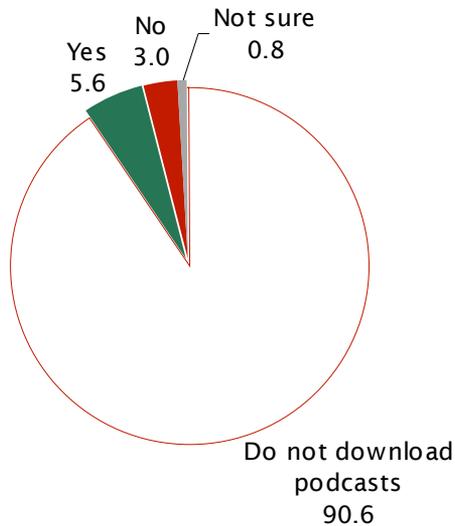
Question 28 Which sites do you typically use for podcasts?

When asked which sites they typically use, six Ventura podcasters mentioned iTunes. Other sites mentioned by three or fewer podcasters included MSN, NPR, Personal websites, AT&T, Yahoo!, KCRW, Weather Channel, Adelphia, LA Times, Ventura County Star, Air America, CNN, ABC, KPFK, KTLK, CANDN, and KLUC.

Respondents who reported that they currently podcast in Question 27 were also asked whether they would be interested in receiving a City of Ventura podcast on affairs and events in the City. Figure 45 places the results to Question 29 in the context of the results to Question 27. Among the 9% of Ventura adults who currently podcast, 6% indicated that they would be interested in a City of Ventura podcast.

Question 29 Would you be interested in a City of Ventura podcast on local affairs and events?

FIGURE 45 INTEREST IN CITY OF VENTURA PODCASTS



EMAIL SUBSCRIPTION SERVICE All respondents were next asked if they would be interested in subscribing to a free email newsletter that the City of Ventura is considering offering in the future. Overall, 43% of Ventura residents expressed interest in the service (see Figure 46). When compared to their respective counterparts, interest in a city-provided email newsletter service was greatest among residents who have lived in Ventura between 5 and 9 years, those under 25 years of age, residents with children in the home, students/homemakers, males, and those who were administered the interview in Spanish (see Figures 47 and 48).

Question 30 *If the City of Ventura provided a free email newsletter subscription service, would you be interested in signing up?*

FIGURE 46 INTEREST IN EMAIL SUBSCRIPTION SERVICE

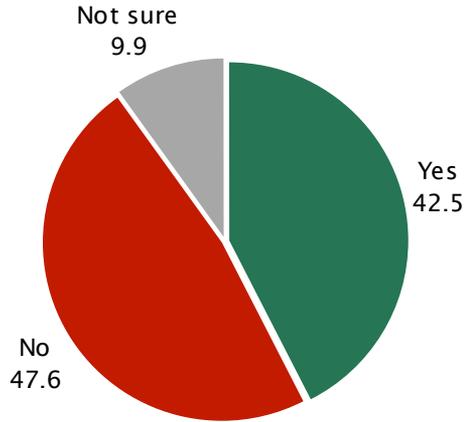


FIGURE 47 INTEREST IN EMAIL SUBSCRIPTION SERVICE BY YEARS IN VENTURA & AGE

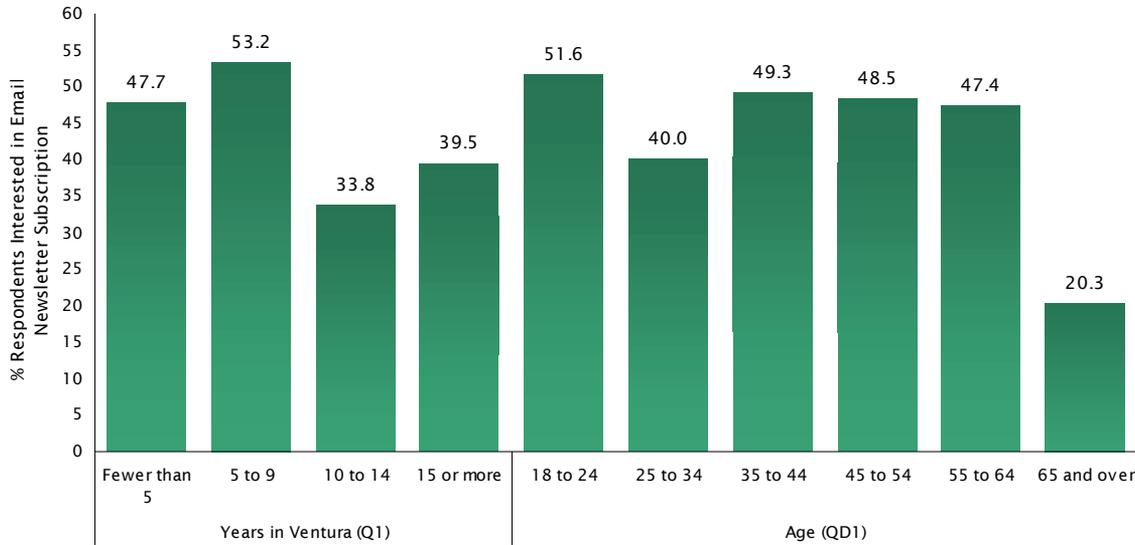
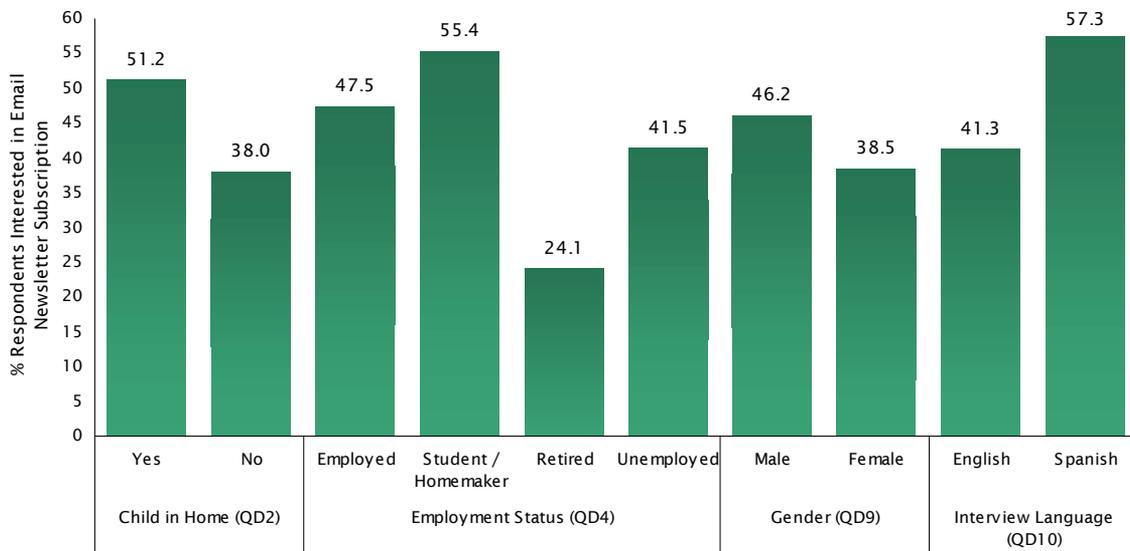


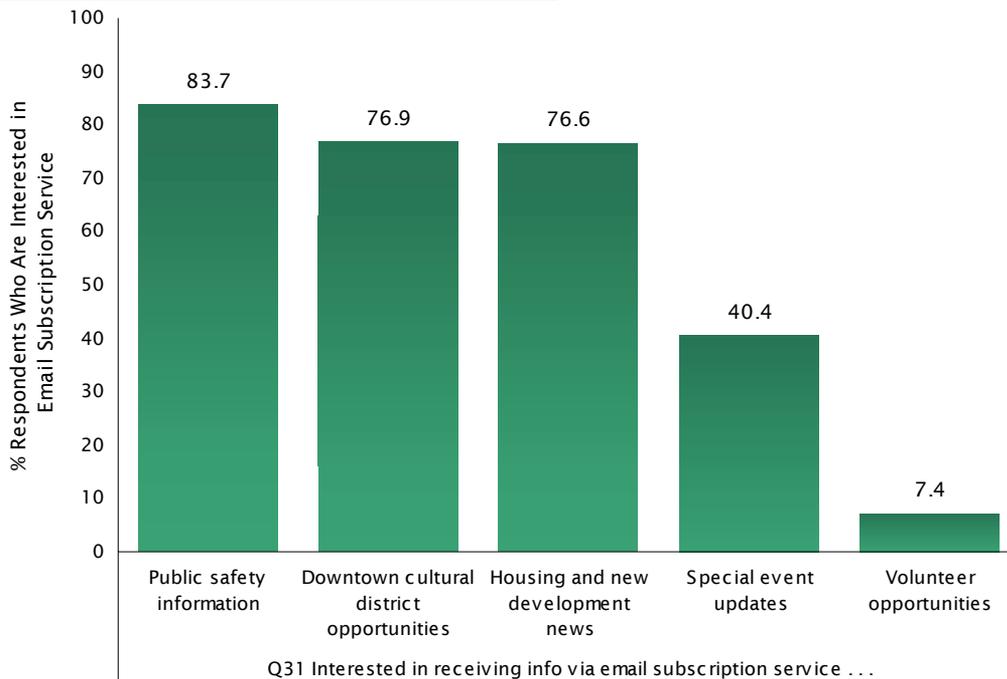
FIGURE 48 INTEREST IN EMAIL SUBSCRIPTION SERVICE BY CHILD IN HOME, EMPLOYMENT STATUS, GENDER & INTERVIEW LANGUAGE



The survey followed-up with respondents who expressed a general interest in subscribing to a City of Ventura email newsletter by asking them to rate their interest in the specific topics shown in Figure 49. Public safety information generated the most interest (84%), followed by news about downtown cultural district opportunities (77%), and housing/new development news (77%).

Question 31 *Let me read you five possible topic areas for the email subscription service, and for each, please tell me if you would be interested in receiving information on that topic.*

FIGURE 49 TOPICS OF INTEREST FOR EMAIL SUBSCRIPTION SERVICE



CELL & PDA COMMUNICATIONS The final question in this series (Question 32) asked all respondents whether they would be interested in receiving text news and information from the City on their cell phone or PDA. Interest in this service was confined to just 5% of respondents overall (Figure 50), although it was substantially higher among residents under the age of 25 and Latinos (Figure 51).

Question 32 *Would you be interested in receiving text news and information on your cell phone or PDA?*

FIGURE 50 INTEREST IN RECEIVING VENTURA NEWS AND INFORMATION VIA CELL PHONE OR PDA

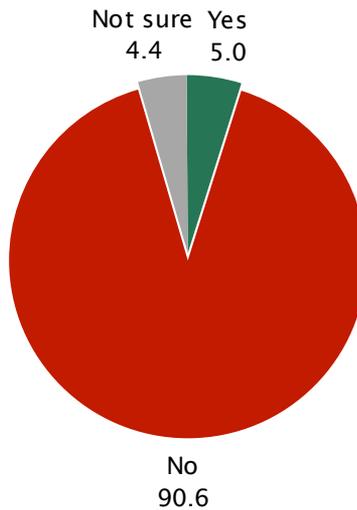
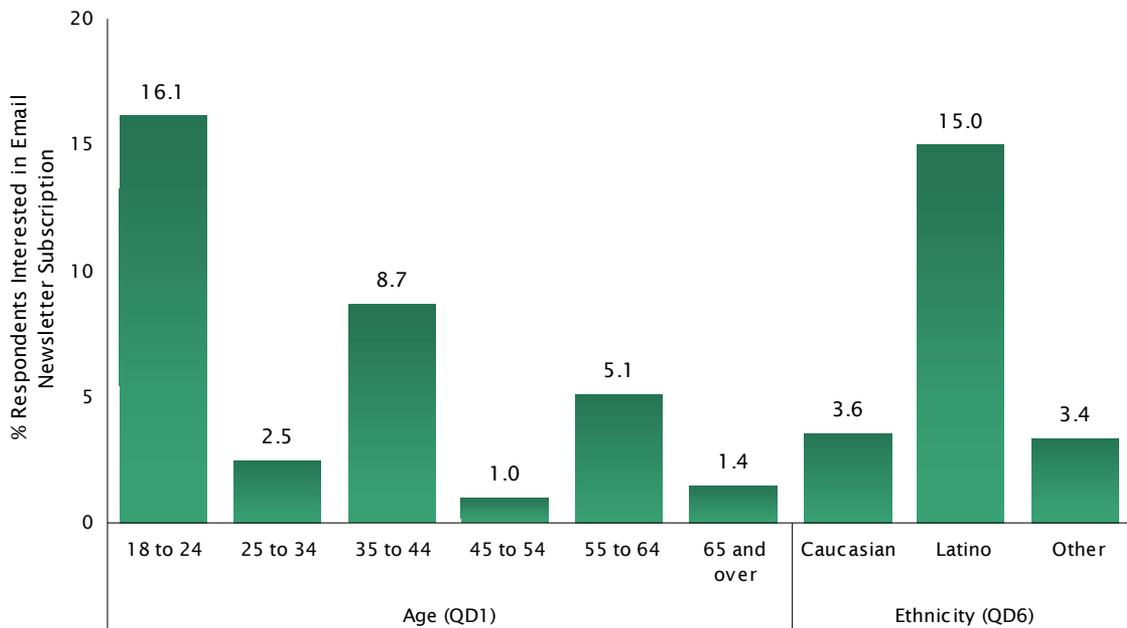


FIGURE 51 INTEREST IN RECEIVING VENTURA NEWS AND INFORMATION VIA CELL PHONE OR PDA BY AGE & ETHNICITY



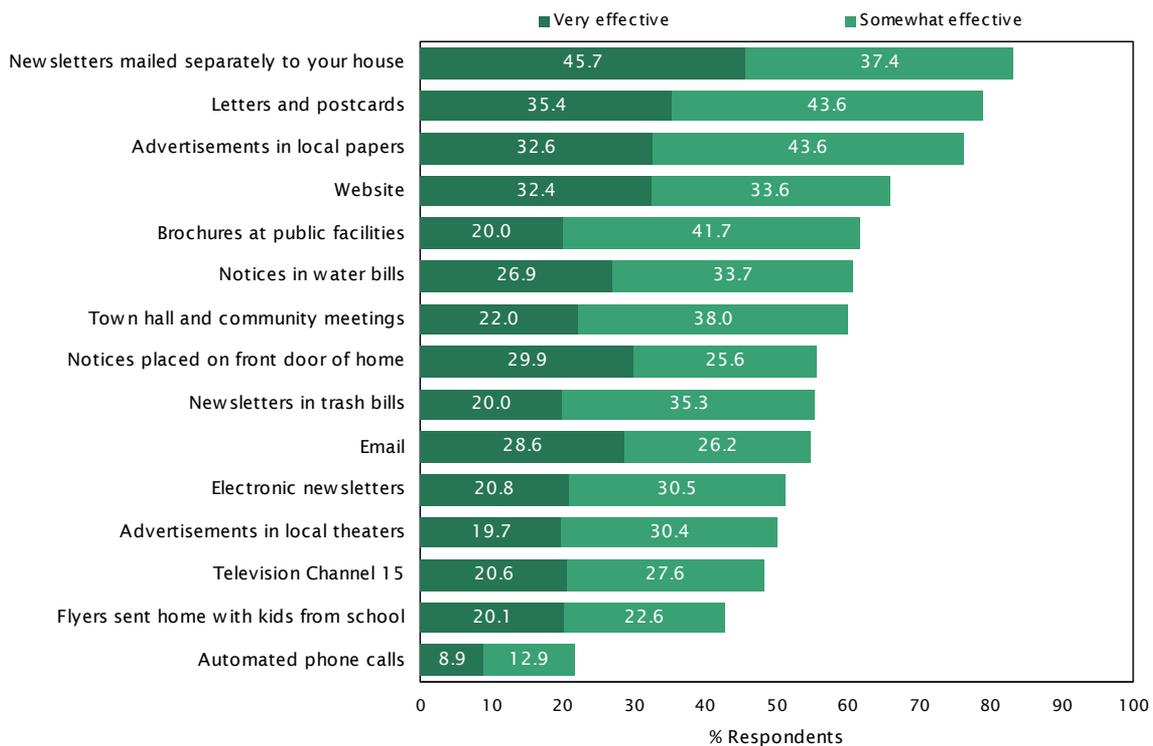
EFFECTIVENESS OF COMMUNICATION

Prior sections of the survey focused on profiling the types of information sources residents currently use, as well as their interest in select city-provided information services. In the final substantive section of the survey, the questions turned to measuring the *effectiveness* of city-resident communications both in terms of the existing and potential methods that could be used by the City, as well as specific messages that have been conveyed in recent outreach efforts.

METHODS Question 33 asked residents to rate the list of communication methods shown in Figure 52 in terms of their *effectiveness* for city-resident communication. That is, would each method be an effective way for the City to communicate with the respondent?

Question 33 *As I read the following ways that the City of Ventura can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective or not at all effective way for the City to communicate with you.*

FIGURE 52 EFFECTIVENESS OF COMMUNICATION METHODS



As shown in Figure 52, traditional print methods were rated as the most effective by respondents overall, with direct-mail newsletters (83%), letters and postcards (79%), and advertisements in local papers (76%) being viewed as effective by at least three-quarters of Ventura residents. Two-thirds of residents (66%) indicated that they City’s website is an effective way for the City to communicate with them, followed closely by brochures at public facilities (62%), notices inserted into water bills (61%), and Town Hall/community meetings (60%). When compared to the full spectrum of communication methods tested in Question 33, automated phone calls (22%), flyers sent

home with children from school (43%), and Channel 15 (48%) were viewed as the least effective overall.

For the interested reader, Table 3 displays the top-five most effective methods of communication by respondent age and the language used for the interview. For most subgroups, direct mail newsletters, advertisements in local papers, and letters and postcards were the top-ranked methods. Exceptions to this pattern were found among those under 25 who rated brochures at public facilities as the most effective method, and those between the ages of 45 and 54 who rated the City’s website in the top three most effective methods.

TABLE 3 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE & INTERVIEW LANGUAGE: TOP FIVE METHODS

Age (QD1)						Interview Language (QD10)	
18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	English	Spanish
Brochures at public facilities	Newsletters mailed separately to your house	Newsletters mailed separately to your house	Letters and postcards	Newsletters mailed separately to your house	Newsletters mailed separately to your house	Newsletters mailed separately to your house	Letters and postcards
Letters and postcards	Advertisements in local papers	Letters and postcards	Newsletters mailed separately to your house	Letters and postcards	Letters and postcards	Letters and postcards	Newsletters mailed separately to your house
Newsletters mailed separately to your house	Letters and postcards	Advertisements in local papers	Website	Advertisements in local papers			
Advertisements in local papers	Website	Website	Advertisements in local papers	Website	Newsletters in trash bills	Website	Newsletters in trash bills
Website	Email	Notices in water bills	Brochures at public facilities	Notices in water bills	Notices in water bills	Brochures at public facilities	Notices in water bills

MESSAGES The City of Ventura has devoted considerable resources to raising public awareness and knowledge about issues that directly affect the quality of life in the City, including conservation, environmental protection, emergency preparedness, crime prevention, and local volunteer opportunities. The objectives of Questions 34 and 35 were to gauge how informed residents feel about each of the topics listed at the bottom of Figure 52, as well as identify the proportion of residents that recalled being exposed to information provided by the City on each topic. The answers to both questions are combined in the figure. The bars indicate the proportion of respondents who indicated that they felt somewhat or well-informed on the topic, whereas the value shown in the diamond denotes the percentage of respondents who recalled receiving information from the City on said topic.

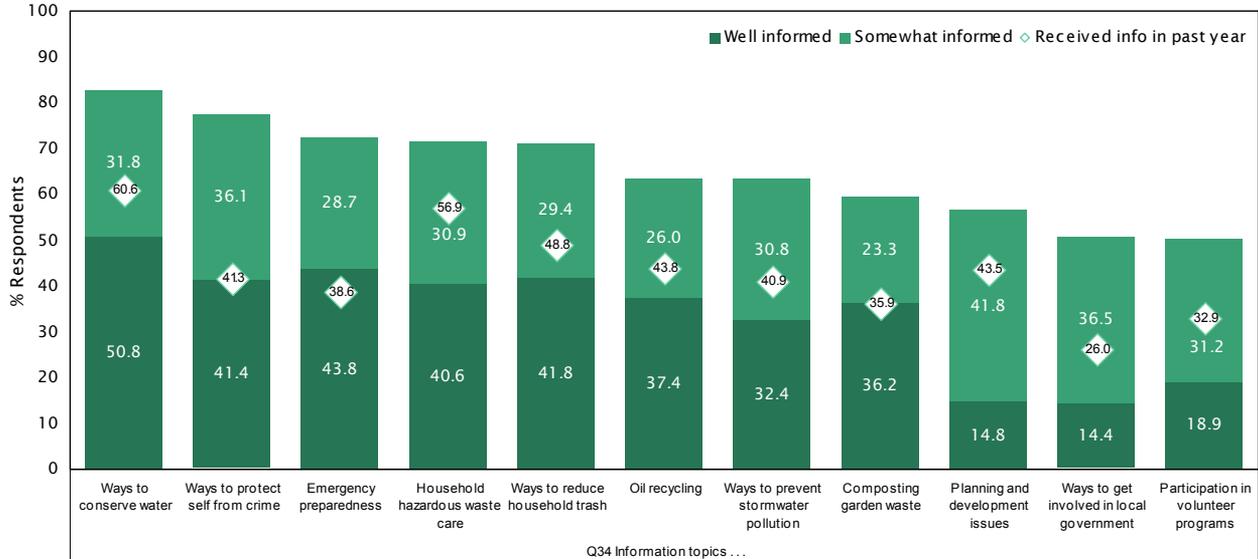
Perhaps the most striking pattern that appears in the figure is that—for environmental issues—how informed Ventura residents feel on a topic is positively correlated with the receipt of information from the City on the topic. In other words, the higher the proportion of respondents who recalled receiving information from the City on an environmental issue, the higher the proportion of respondents who felt informed about the topic.

Overall, the topics of water conservation (83%), ways to protect oneself from crime (78%), and emergency preparedness (73%) received the highest proportion of respondents indicating that they were at least somewhat informed. At the other end of the spectrum, respondents indicated that they were least informed—as a group—about ways to participate in volunteer programs (50%) and ways to get involved in local government (51%).

Question 34 *As I read the following topics, I'd like to know how informed you feel about each. Here is the (first/next) topic: _____. Would you say you feel well informed, somewhat informed, slightly informed, or not at all informed about this topic?*

Question 35 *In the past year, do you recall receiving information from the City of Ventura about: _____?*

FIGURE 53 INFORMATION TOPICS AND EXPOSURE





BACKGROUND & DEMOGRAPHICS

TABLE 4 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	400
Q1 Years in Ventura	
Less than 1	2.6
1 to 2	8.1
3 to 4	8.2
5 to 9	15.1
10 to 14	10.9
15 or more	55.1
QD1 Age	
18 to 24	10.0
25 to 34	18.1
35 to 44	22.4
45 to 54	18.7
55 to 64	10.7
65 and over	16.5
Refused	3.5
QD2 Child in home	
Yes	33.7
No	65.0
Not sure	0.0
Refused	1.3
QD3 Home ownership status	
Own	59.2
Rent	36.4
Live with family/friends	2.1
Refused	2.3
QD4 Employment status	
Employed full-time	53.9
Employed part-time	10.2
Student	3.6
Homemaker	4.5
Retired	20.4
In-between jobs	4.1
Refused	3.3
QD5 Neighborhood	
Westside	9.4
Eastside	40.7
Hillside	7.6
Beach	8.3
Downtown	4.6
Midtown	21.4
Not sure	6.1
Refused	1.8
QD6 Ethnicity	
Caucasian/White	72.5
Latino/Hispanic	13.8
Af American/Black	0.8
Am Indian/Alaskan Native	2.0
Asian American	2.0
Mixed	2.9
Not sure	2.0
Refused	4.0
QD9 Gender	
Male	51.4
Female	48.6
QD10 Interview language	
English	92.5
Spanish	7.5

Table 4 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in this study (see *Sample* on page 46 for more information), the results shown in the table are representative of adults in the City of Ventura. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT & TRANSLATION Dr. McLarney of True North Research worked closely with the City of Ventura to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Once the survey was finalized, it was professionally translated into Spanish to allow individuals who preferred to take the interview in Spanish the opportunity to do so.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the live interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City of Ventura prior to formally beginning the survey.

SAMPLE Households within the City of Ventura were chosen for this study using a random digit dial (RDD) sampling method. An RDD sample is drawn by first selecting all of the active phone exchanges (first three digits in a seven digit phone number) and working blocks that service the City. After estimating the number of listed households within each phone exchange that are located within the City, a sample of randomly selected phone numbers is generated with the number of phone numbers per exchange being proportional to the estimated number of households within each exchange in the City. This method ensures that both listed and unlisted households are included in the sample. It also ensures that new residents and new developments have an opportunity to participate in the study, which is not true if the sample were based on a telephone directory.

Although the RDD method is widely used for community surveys, the method also has several known limitations that must be adjusted for to ensure representative data. Research has shown, for example, that individuals with certain demographic profiles (e.g., older women) are more likely to be at home and are more likely to answer the phone even when other members of the household are available. If this tendency is not adjusted for, the RDD sampling method will produce a survey that is biased in favor of women—particularly older women. To adjust for this behavioral tendency, the survey included a screening question which initially asked to speak to the youngest male available in the home. If a male was not available, then the interviewer was instructed to speak to the youngest female currently available. This protocol was followed—to the extent needed—to ensure a representative sample. In addition to following this protocol, the sample demographics were monitored as the interviewing proceeded to make sure they were within certain tolerances.

Additionally, because the City of Ventura shares phone exchanges with neighboring communities, potential respondents were initially asked the ZIP code of their residence (Question SC1). All adults in ZIP codes 93001, 93002, 93003, 93004, 93005, 93006, 93007, 93009 who lived in the City of Ventura were eligible to participate.

WEIGHTING Once all data were collected and processed, the demographic characteristics of the sample were compared with the adult population identified in the most recent Census data available. Based on this information, True North determined that the final sample slightly under-represented residents between 18 and 39 years of age. To correct for this age discrepancy, the final data were weighted to accurately represent the adult population of Ventura.

MARGIN OF ERROR DUE TO SAMPLING By using an RDD probability-based sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the resulting sample was representative of adults in the City of Ventura. The results of the sample can thus be used to estimate the opinions of *all* adults in the City. Because not every adult in the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 400 adults for a particular question and what would have been found if all of the estimated 75,654 adults in the City had been interviewed.

For example, in estimating the percentage of adult residents who have visited the City's website in the past 12 months (Question 27), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below:

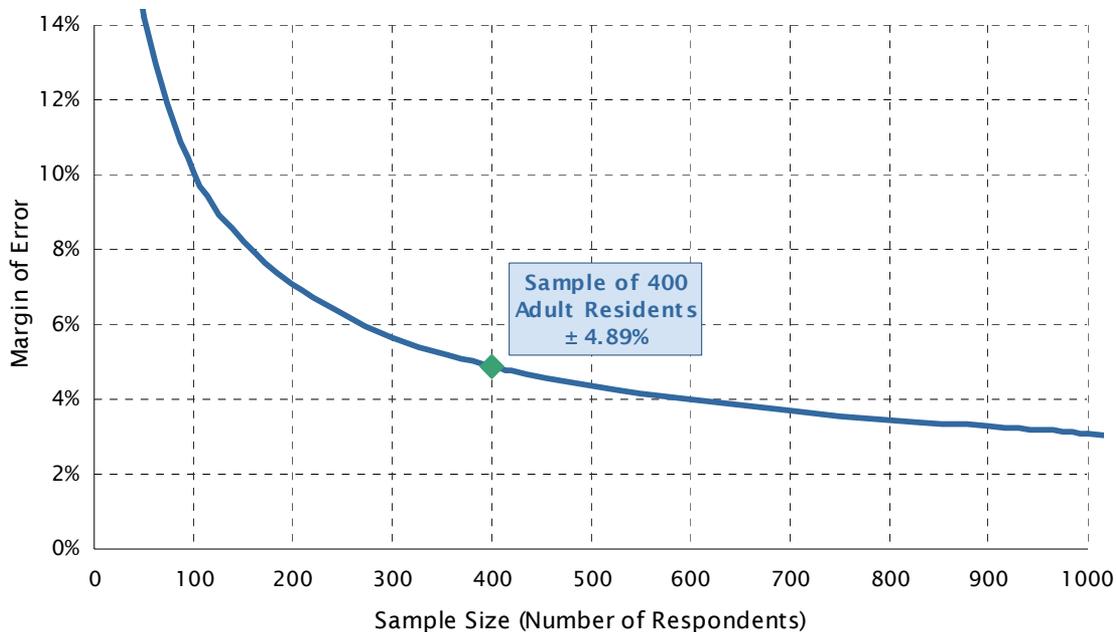
$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where \hat{p} is the proportion of adult residents who have visited the City's website in the past 12 months (0.34 for 34%, for example), N is the population size of all adult residents (75,654), n is the sample size that received the question (400), and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving this equation using these values reveals a margin of error of $\pm 4.64\%$. This means that, with 34% of adult residents indicating they had visited the City's website in the past 12 months, we can be 95% confident that the actual percentage of all adult residents who visited the website during this period is between 29% and 39%.

Figure 54 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e., $\hat{p} = 0.5$). For this survey, the maximum margin of error is $\pm 4.89\%$ for questions answered by all 400 respondents.

Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as age of the respondent and neighborhood of residence. Figure 54 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

FIGURE 54 MAXIMUM MARGIN OF ERROR



DATA COLLECTION The method of data collection was telephone interviewing. Interviews were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between August 31 and September 8, 2006. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. Telephone interviews averaged 18 minutes in length.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-end responses, and preparing frequency analyses and cross-tabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



City of Ventura
 Communications Survey
 Final Toplines
 October 2006

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, a public opinion research company. We're conducting a survey about issues in Ventura (Ven-Ter-Uh) and we would like to get your opinions.

If needed: This is a survey about important issues in Ventura (Ven-Ter-Uh) - I'm NOT trying to sell anything.

If needed: The survey should about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to the measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *(if there is no male currently at home that is at least 18 years of age, then ask):* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

(If there is no adult currently available, then ask for a callback time.)

NOTE: Adjust this screener as needed to match sample quotas on gender & age

SC1 What is the zip code at your residence? *(Read zip code back to them to confirm correct)*

1	93001, 93002, 93003, 93004, 93005, 93006, 93007, 93009	100%	Continue
3	Any Other Zip Code	0%	Terminate

If SC1 = 93001 or 93004, ask SC2. Otherwise, skip to Section 3.

SC2 Do you live within the City of Ventura (Ven-Ter-Uh), or do you live just outside of the City in an area that is governed by the County?

1	Within City of Ventura	100%	Continue
2	Outside, governed by County	0%	Terminate
99	Not sure / Refused	0%	Terminate

Section 3: General City Communication				
Q1	To begin, how long have you lived in the City of Ventura (Ven-Ter-Uh)?			
	1	Less than 1 year	3%	
	2	1 to 2 years	8%	
	3	3 to 4 years	8%	
	4	5 to 9 years	15%	
	5	10 to 14 years	11%	
	6	15 years or longer	55%	
	99	Refused	0%	
Q2	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means? (<i>get answer, then ask</i>): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?			
	1	Very satisfied	31%	
	2	Somewhat satisfied	45%	
	3	Somewhat dissatisfied	11%	
	4	Very dissatisfied	7%	
	98	Not Sure	6%	
	99	Refused	0%	
Q3	Is there a particular topic or issue that you'd like to receive more information about from the City?			
	1	Yes	37%	Ask Q4
	2	No	60%	Skip to Q5
	98	Not sure	3%	Skip to Q5
	99	Refused	0%	Skip to Q5
Q4	Please briefly describe the topic. <i>Probe</i> : Any other topics? <i>Verbatim responses coded into the categories shown below.</i>			
	City planning / Growth / Development		21%	
	Housing / Real estate		12%	
	Crime / Public safety		10%	
	Budget / Spending priorities		10%	
	Environmental issues		9%	
	City Council information / Public meetings		9%	
	Street improvements, construction		7%	
	Activities for youth		6%	
	Redevelopment / Downtown improvement		5%	
	Traffic / Traffic calming measures		4%	

Laws / Regulations	4%
Parks / Recreation	3%
Immigration	2%
Graffiti removal projects, reporting	2%
Parking issues	2%
Utilities	1%
Senior programs, assistance	1%
Arts / Culture programs	1%

Section 4: Information Sources

Q5	Which of the following would you say is your primary source for information about news and events in the City of Ventura (Ven-Ter-Uh)? Newspapers, television, radio, or the Internet?										
	1	Newspapers									69%
	2	Television									9%
	3	Radio									9%
	4	Internet									10%
	5	None/Don't pay attention to news and events in City of Ventura									2%
	98	Not Sure									1%
	99	Refused									0%
Q6	In a typical week, how many days do you read: _____, or do you not read this newspaper? <i>If unsure, ask to estimate.</i>										
	<i>Randomize</i>		Number of Days							Refused	
			0	1	2	3	4	5	6		7
A	The Ventura County Star		16%	14%	8%	6%	8%	6%	2%	40%	0%
B	The Los Angeles Times		71%	7%	4%	3%	2%	1%	0%	12%	0%
C	The Ventura County Reporter		67%	23%	4%	1%	0%	1%	0%	2%	2%
<i>Only ask Q7 if Q6A > 0. Otherwise skip to Q8.</i>											
Q7	How often do you read the Time Out section of the Star, which appears in the Thursday edition? Would you say you read it always, sometimes, rarely or never?										
	1	Always									26%
	2	Sometimes									29%
	3	Rarely									18%
	4	Never									27%
	98	Not Sure									1%
	99	Refused									0%

Q8	In a typical week, how many days do you watch local news programs on television, or do you not watch local news on TV? <i>If unsure, ask to estimate.</i>		
1	One day	5%	Ask Q9
2	Two days	8%	Ask Q9
3	Three days	6%	Ask Q9
4	Four days	5%	Ask Q9
5	Five days	9%	Ask Q9
6	Six days	2%	Ask Q9
7	Seven days	24%	Ask Q9
0	Don't watch local news on TV	41%	Skip to Q10
98	Not sure	1%	Skip to Q10
99	Refused	0%	Skip to Q10
Q9	What station do you watch most often for local news and events? <i>Probe: Do you watch any other stations for local news and events? (Read list if needed. Record up to first 3 responses in order)</i>		
2	CBS Channel 2	13%	
3	KEYT Channel 3	32%	
4	NBC Channel 4	17%	
5	KTLA Channel 5	2%	
6	CAPS Channel 6	8%	
7	ABC Channel 7	21%	
9	KCAL Channel 9	6%	
10	KCET Channel 10	2%	
17	Fox Channel 11	3%	
15	Ventura TV Channel 15	8%	
98	Not sure	23%	
99	Refused	0%	

Q10 In a typical week, how many days do you listen to local news programs on the radio, or do you not listen to local news on the radio? <i>If unsure, ask to estimate.</i>			
1	One day	5%	Ask Q11
2	Two days	4%	Ask Q11
3	Three days	4%	Ask Q11
4	Four days	3%	Ask Q11
5	Five days	9%	Ask Q11
6	Six days	2%	Ask Q11
7	Seven days	19%	Ask Q11
0	Don't listen to local news on radio	53%	Skip to Q12
98	Not sure	0%	Skip to Q12
99	Refused	0%	Skip to Q12
Q11 What station do you listen to most often for local news and events? <i>Probe: Do you listen to any other stations for local news and events? (Read list if needed. Record up to first 3 responses in order)</i>			
1	89.9 FM KCRW NPR	6%	
2	88.3 FM KCLU NPR	18%	
3	95.1 FM Better Mix	4%	
4	95.9 FM Octopus	5%	
5	100.7 FM KHAY	16%	
6	102.9 FM Spanish	6%	
7	104.7 Hip-hop R&B	2%	
8	105.5 FM Live 105	2%	
9	910 AM KOXR	1%	
10	1450 AM Boomer	6%	
11	1520 AM KVTA	26%	
12	1590 AM KKZZ Connection	4%	
14	1070 AM KNX	7%	
15	790 AM	1%	
16	89.1 MPR	2%	
17	KFI 640 AM	3%	
98	Not sure	10%	
99	Refused	0%	

Section 5: City Newsletter			
Q12	In the past year, did your household receive the City of Ventura's (Ven-Ter-Uh) <i>Future Focus</i> Newsletter, which used to come with the water bill?		
	1	Yes	47% Ask Q13
	2	No	32% Skip to Q14
	98	Not sure	21% Skip to Q14
	99	Refused	0% Skip to Q14
Q13	How often would you say that you read the City's <i>Future Focus</i> Newsletter? Would you say that you always read it, sometimes read it, rarely read it, or never read it?		
	1	Always	44%
	2	Sometimes	36%
	3	Rarely	16%
	4	Never	3%
	98	Not sure	1%
	99	Refused	0%
Q14	Recently, the City Newsletter and the Recreation Guide were combined into a single publication called <i>My Ventura</i> . In August, do you recall receiving the <i>My Ventura</i> publication in the mail?		
	1	Yes	55% Ask Q15
	2	No	36% Skip to Q17
	98	Not sure	9% Skip to Q17
	99	Refused	0% Skip to Q17
Q15	Did you read the <i>My Ventura</i> publication?		
	1	Yes	76% Ask Q16
	2	No	21% Skip to Q17
	98	Not sure	3% Skip to Q17
	99	Refused	0% Skip to Q17
Q16	Overall, how would you rate the content and quality of the <i>My Ventura</i> publication? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	26%
	2	Good	60%
	3	Fair	9%
	4	Poor	1%
	5	Very Poor	0%
	98	Not sure	3%
	99	Refused	0%

Section 6: Cable TV								
Q17	Does your household currently subscribe to cable television?							
	1	Yes	54%	Ask Q18				
	2	No	45%	Skip Q21				
	98	Not sure	1%	Skip Q21				
	99	Refused	0%	Skip Q21				
Q18	In the past six months, have you watched: _____? <i>If yes, ask: Would you say you watch this channel every week, one to three times per month, or less than once per month?</i>							
	Randomize		Watch Every Week	Watch 1 to 3 Times per Month	Watch less than once per month	No -- Don't Watch	Not sure	Refused
A	Channel 15 -- Ventura TV. Programs include replays and live City Council meetings, School Board meetings, a calendar of community events, and other programs about the City.		12%	13%	5%	68%	1%	0%
B	Channel 6 -- Local access programs from various community groups and public service announcements.		15%	23%	15%	44%	3%	0%
Q19	Prior to taking this survey, were you aware that there is a show called <i>Ventura's Environment</i> on Channel 15?							
	1	Yes	20%					
	2	No	79%					
	98	Not sure	1%					
	99	Refused	0%					
Q20	As I read the following categories of programming, please tell me whether you would like to see more programming of this type offered on Channels 6 and 15.							
	Randomize		Yes (more)	No (not more)	Not sure	Refused		
A	Ventura City Council meetings		45%	47%	5%	2%		
B	Coverage of special events, activities and sports		68%	27%	3%	2%		
C	Calendar of City events		77%	18%	4%	2%		
D	Local education programs		65%	29%	4%	2%		
E	Monthly spotlight of City programs and services		69%	25%	4%	2%		
F	Public safety shows		56%	36%	6%	2%		
G	Health and wellness shows		54%	40%	4%	2%		
H	Local News		81%	14%	3%	2%		

Section 7: Internet Access & City Website				
Q21	Do you have a computer in the home that is connected to the Internet?			
	1	Yes	78%	Ask Q22
	2	No	22%	Skip to Q24
	98	Not sure	0%	Skip to Q24
	99	Refused	0%	Skip to Q24
Q22	How is the computer connected to the Internet? <i>Read choices if needed.</i>			
	1	Dial-up phone line	20%	
	2	Cable modem/Adelphia High-speed Internet Service	27%	
	3	DSL (Digital Subscriber Line)	50%	
	4	Other type of connection	1%	
	98	Not sure	3%	
	99	Refused	0%	
Q23	In the past three months, have you used your computer to watch videos that are streamed on the Internet?			
	1	Yes	31%	
	2	No	68%	
	98	Not sure	1%	
	99	Refused	0%	
Q24	In the past 12 months, have you visited the City of Ventura's (Ven-Ter-Uhs) website?			
	1	Yes	34%	Ask Q25
	2	No	66%	Skip to Q26
	98	Not sure	0%	Skip to Q26
	99	Refused	0%	Skip to Q26

Q25		Is there a particular service or type of information that you would like added to the City's website? (Number of responses shown below.)			
	Public works updates	3			
	Calendar of local events	3			
	Feedback, comments box	2			
	City Council reports, info	2			
	City-sponsored programs	2			
	Code enforcement, violations	1			
	Parks / Recreation info, forms	1			
	Crime / Public safety	1			
	None	97			
	Not sure	20			
Q26		The City of Ventura is considering adding a number of online features and services. As I read each of the following, please tell me whether you would use the service if it were made available.			
	<i>Randomize</i>	Yes (would use)	No (would not use)	Not sure	Refused
A	Streaming live and recorded City Council Meetings	28%	69%	3%	0%
B	Online permit, ticket and water bill paying	52%	46%	2%	0%
C	Email news service	42%	54%	4%	0%
Q27		Do you currently listen to or view podcasts online?			
	1 Yes	9%	Ask Q28		
	2 No	88%	Skip to Q30		
	98 Not sure	2%	Skip to Q30		
	99 Refused	0%	Skip to Q30		

Q28		Which sites do you typically use for podcasts? (Number of responses shown below.)	
	iTunes		6
	MSN		3
	NPR		2
	Personal websites		2
	AT&T		2
	Yahoo!		2
	KCRW		1
	Weather Channel		1
	Adelphia		1
	LA Times		1
	Ventura County Star		1
	Air America		1
	Business-related sites		1
	CNN		1
	ABC		1
	KPFK		1
	KTLK		1
	CANDN		1
	KLUC		1
Q29		Would you be interested in a City of Ventura podcast on local affairs and events?	
	1	Yes	59%
	2	No	32%
	98	Not sure	8%
	99	Refused	0%
Q30		If the City of Ventura provided a free email newsletter subscription service, would you be interested in signing up?	
	1	Yes	42% Ask Q31
	2	No	48% Skip to Q32
	98	Not sure	8% Skip to Q32
	99	Refused	2% Skip to Q32

Q31	Let me read you five possible topic areas for the email subscription service, and for each, please tell me if you would be interested in receiving information on that topic. <i>Read each and check all that apply. Percentage interested shown below.</i>		
	1	Downtown cultural district opportunities	77%
	2	Housing and new development news	77%
	3	Public safety information	84%
	4	Special event updates	40%
	5	Volunteer opportunities	7%
Q32	Would you be interested in receiving text news and information on your cell phone or PDA?		
	1	Yes	5%
	2	No (not interested/no phone or PDA)	91%
	98	Not sure	2%
	99	Refused	3%

Section 8: Effectiveness of Communication

Q33	As I read the following ways that the City of Ventura (Ven-Ter-Uh) can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective or not at all effective way for the City to communicate with you.				
	<i>Randomize</i>	Very	Somewhat	Not at all	Not sure / Refused
A	Email	29%	26%	45%	1%
B	Electronic Newsletters	21%	30%	47%	2%
C	Brochures available at public facilities	20%	42%	37%	1%
D	Notices inserted into water bills	27%	34%	38%	1%
E	Newsletters inserted into trash bills	20%	35%	42%	3%
F	Web site	32%	34%	33%	1%
G	Letters and postcards	35%	44%	21%	0%
H	Automated phone calls	9%	13%	77%	1%
I	Television Channel 15	21%	28%	48%	3%
J	Flyers sent home with kids from school	20%	23%	54%	3%
K	Notices placed on front door of home	30%	26%	43%	1%
L	Town hall and community meetings	22%	38%	39%	1%
M	Advertisements in local papers	33%	44%	23%	1%
N	Advertisements in local theatres	20%	30%	48%	2%
O	Newsletters mailed separately to your house	46%	37%	17%	0%

Section 9: Topics & Message Exposure							
Q34	As I read the following topics, I'd like to know how informed you feel about each. Here is the (first/next) topic: _____. Would you say you feel well informed, somewhat informed, slightly informed, or not at all informed about this topic?	Well informed	Somewhat informed	Slightly informed	Not at all informed	Not sure	Refused
	Randomize						
A	Ways to conserve water	51%	32%	8%	9%	0%	0%
B	Different types of household hazardous waste and the proper way to dispose of them	41%	31%	13%	16%	0%	0%
C	Composting garden waste	36%	23%	11%	27%	1%	1%
D	Oil recycling	37%	26%	11%	24%	0%	1%
E	Ways to reduce household trash	42%	29%	11%	18%	0%	0%
F	Ways to prevent stormwater pollution	32%	31%	12%	24%	0%	0%
G	What you need to be prepared to remain self-sufficient for 72 hours in an emergency.	44%	29%	12%	14%	0%	1%
H	Ways to protect yourself from crime	41%	36%	11%	11%	0%	0%
I	Ways to participate in City volunteer programs	19%	31%	16%	33%	0%	0%
J	Planning and development issues in the City	15%	42%	13%	29%	1%	0%
K	Ways to get involved in local government	14%	36%	14%	34%	1%	1%
Q35	In the past year, do you recall receiving information from the City of Ventura (Ven-Ter-Uh) about: _____?	Yes	No	Not sure			
	Randomize						
A	Ways to conserve water	61%	36%	4%			
B	Different types of household hazardous waste and the proper way to dispose of them	57%	39%	4%			
C	Composting garden waste	36%	58%	6%			
D	Oil recycling	44%	51%	6%			
E	Ways to reduce household trash	49%	46%	5%			
F	Ways to prevent stormwater pollution	41%	53%	6%			
G	What you need to be prepared to remain self-sufficient in an emergency.	39%	56%	5%			
H	Ways to protect yourself from crime	41%	54%	5%			
I	Ways to participate in City volunteer programs	33%	63%	4%			
J	Planning and development issues in the City	44%	53%	3%			
K	Ways to get involved in local government	26%	68%	6%			

Section 10: Background/Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born?	
	18 to 24	10%
	25 to 34	18%
	35 to 44	22%
	45 to 54	19%
	55 to 64	11%
	65 and over	16%
	Refused	4%
D2	Do you currently have any children under the age of 18 living in your home?	
	1 Yes	34%
	2 No	65%
	99 Refused	0%
D3	Do you own or rent your current residence?	
	1 Own	59%
	2 Rent	36%
	3 Live with family / friends and don't pay rent	2%
	99 Refused	2%
D4	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?	
	1 Employed full-time	54%
	2 Employed part-time	10%
	3 Student	4%
	4 Homemaker	5%
	5 Retired	20%
	6 In-between jobs	4%
	99 Refused	3%

D5	Which of the following neighborhoods is closest to where you live? <i>Read list.</i>		
	1	Westside	9%
	2	Eastside	41%
	3	Hillside	8%
	4	Beach	8%
	5	Downtown	5%
	6	Midtown	21%
	98	Not sure	6%
	99	Refused	2%
D6	What ethnic group do you consider yourself a part of or feel closest to? (<i>Read list if respondent hesitates</i>)		
	1	Caucasian/White	72% <i>Skip to End</i>
	2	Latino/Hispanic	14% <i>Ask D7</i>
	3	African-American/Black	1% <i>Skip to End</i>
	4	American Indian or Alaskan Native	2% <i>Skip to End</i>
	5	Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	2% <i>Ask D7</i>
	6	Pacific Islander	0% <i>Skip to End</i>
	7	Mixed Heritage	3% <i>Ask D7</i>
	98	Other	2% <i>Ask D7</i>
	99	Refused	4% <i>Skip to End</i>
D7	What language is spoken most often in your home?		
	1	English	67% <i>Skip to End</i>
	2	Spanish	21% <i>Ask D8</i>
	3	Other	4% <i>Skip to End</i>
	99	Refused	8% <i>Skip to End</i>
D8	Would you prefer that the City communicate with you in Spanish?		
	1	Yes	78%
	2	No	22%
	98	Not sure	0%
	99	Refused	0%
Those are all of the questions that I have for you. Thanks so much for participating in this important study. This survey was conducted for the City of Ventura (Ven-Ter-Uh).			

Post-Interview Items			
D9	Gender		
	1	Male	51%
	2	Female	49%
D10	Interview language		
	1	English	93%
	2	Spanish	7%