

Frequencies

Data are weighted to reflect the population parameters for age.

As you may be aware, the North Carolina legislature is studying the possibility of a state government channel on television that would air the state legislative sessions, as well as legislative committee hearings. How [interested or uninterested] are you in a television channel that would broadcast North Carolina state government? Would you say you are: [not at all interested, somewhat interested, or very interested]?

| | Percent |
|-------------------------|---------|
| NOT AT ALL INTERESTED | 25.9 |
| SOMEWHAT INTERESTED | 42.1 |
| VERY INTERESTED | 28.9 |
| DON T CARE ABOUT IT (v) | 1.6 |
| DON T KNOW (v) | 1.5 |
| REFUSED (v) | 0.1 |
| Total (N=477; +/- 4.58) | 100.0 |

A new state government channel would likely televise other programs about state government . . . What types of programs, if any, would you have an interest in seeing on a state government channel? (open ended, and asked only of respondents indicating “somewhat interested” or “very interested” to previous question)

| Program | Percent |
|---|----------------|
| GOVERNMENT PROCEEDINGS (LEGISLATURE, PRESS CONFERENCES, COURTS, UTILITIES, COMMITTEE MEETINGS, ETC) | 16.2 |
| ECONOMIC DEVELOPMENT (JOBS ADVERTISEMENTS, JOB ADVICE, TRAINING, AND BUSINESS RECRUITMENT, ETC.) | 9.3 |
| EDUCATION ISSUES (UNC SYSTEM, COMMUNITY COLLEGES, ELEMENTARY AND SECONDARY SCHOOLS, ETC.) | 8.5 |
| ELECTION/PUBLIC AFFAIRS PROGRAMS (DEBATES, PUBLIC TALKS, POLITICAL EXPERTS, ETC.) | 8.2 |
| CULTURE PROGRAMS (INCLUDING TRAVEL & TOURISM, HISTORY, MUSEUMS, STATE PARKS, ETC.) | 6.0 |
| HUMAN SERVICES (HEALTH CARE ADVICE, IMMUNIZATION INFORMATION, HEALTH CODES, ETC.) | 5.5 |
| ENVIRONMENTAL PROGRAMS (CONSERVATION ISSUES, REDUCE/REUSE/RECYCLE INSTRUCTIONS, ETC.) | 4.8 |
| TRANSPORTATION PROGRAMS (NEW MODES, CHANGES IN ROUTES, HIGHWAY CONSTRUCTION, NEW ROADS, ETC.) | 2.1 |
| OTHER | 9.1 |
| DON'T KNOW | 22.7 |
| DON'T CARE ABOUT THE CONENT ON THIS CHANNEL | 4.2 |
| TOTAL (N=339; +/- 5.43)* | |

*multiple responses permitted; does not total 100%