

The Listening Project 3 Partnerships and Community Service

Introduction

For the past three years an annual research project has been conducted to monitor the progress of the newly created public media organization, **ideastream**, as it put in place a strategic model for connecting and communicating with the community.

The results of the first two years of *The Listening Project* provided perspective, understanding of trends and new ideas that helped public broadcasters 90.3 WCPN and WVIZ/PBS better serve their Northeast Ohio community. Through this research, **ideastream** found that public perceptions about the community were a critical tool for shaping programming priorities. The research validated the hypothesis that public broadcasting can work most effectively when it operates in partnership with the institutions and the citizenry of a community that seeks to improve itself.

Executive Summary

As was done for the earlier research projects, *The Listening Project 3* asked about people's views of community assets and challenges, social trust and community satisfaction, and the role of **ideastream** in the community. The results, compared over time, provide valuable perspectives on how both the community and **ideastream** are changing.

The Listening Project 3 provides evidence of a community that recognizes that it has increasing challenges but also appreciates its strong assets. People surveyed felt that they can have a positive impact on those community challenges. And they also increasingly believed that **ideastream** can have a positive impact in the community.

- While the list of critical community challenges identified remained unchanged from the first two reports, their prioritization changed in degree of magnitude. The community is now focused principally on the Economy and Jobs. Education, formerly a very close number two challenge, is now a much more distant second. Politics grew significantly as a perceived problem. Crime has also risen as a problem, noted most by the 18-49 year old respondents.

- People/Families and Community Values, an asset that increased after 9/11, continued to grow as a perceived community asset among all populations. Culture's value stayed high, as it had for the previous two years. Location declined a bit as an asset for all but the 65+ and General Population respondents. Cost of Living increased as an asset, most notably among younger respondents.
- Community satisfaction eroded among all age groups, with the 50 and over respondents down by double-digit percentages. Overall, the percentage of respondents saying they didn't want/expect to be here in 2009 has stayed the same, but 18-34 year old respondents continue to be least likely to think they'll be around in five years.
- Social trust took a downturn for the second year in a row as more respondents said, "Most people are just out for themselves" as opposed to "Most people can be trusted to do the right thing." Levels of reported participation in neighborhood enhancement activities and socialization were similar to the previous two years, except among the 18-34 segment, which showed a substantial decline. There was, however, substantial growth among respondents of all ages who believe that "Persons like myself" have great potential to make a "Big" positive impact on the community.
- The percentage of respondents saying that public radio has a potential "Big Impact" to benefit the community increased markedly in all samples. Growth in "Big Impact" assessments for public radio was largest among younger respondents (18-49).
- The percentage of respondents saying that public television has a potential "Big Impact" maintained a slight (but decreasing) edge over Public Radio – except among Radio Members. The sample with the biggest boost in "Big Impact" assessment for public TV this year is the General Population sample.
- In 2003, TV and Radio Members were more likely than in previous surveys to say 90.3 WCPN listening experiences were either "Valuable" or "Very Valuable." The "Valuable" and "Very Valuable" listening experiences of Radio Members increased to 80% of the responses compared to 68% in 2002.
- Awareness of **ideastream** remained highest for Radio Members. TV Members and the General Population had increased awareness of **ideastream**.

Report of Findings

Purpose, Design and Background

The defining feature in this project has been direct communication with the public via different media: **ideastream** communicated with citizens via town meetings; television and radio programming; and surveys conducted by mail and phone. **ideastream**'s message was that local public broadcasting is "Listening to the Community and Looking for What Matters."

In the fall of 2003, **ideastream** conducted the third *Listening Project* to again better understand the community and the role of the organization in best serving it. The project included replication of the annual 600 respondent Telephone Survey. The sample was again comprised of 150 Television Member respondents, 150 Radio Member respondents, a 300 respondent random sample from the local population, as well as 240 respondents to an Internet questionnaire that was promoted on public radio and television. (See Appendix for details.) The Telephone Survey was performed by the Communication Research Center at Cleveland State University. *The Listening Project 3* research was designed by TRAC Media Services and the data was analyzed and reported by TRAC Media and **ideastream**. (The first two years of *The Listening Project* research were conducted by TRAC Media Services.)

In the two previous *Listening Project* surveys, responses varied little among the different sampling techniques. In *The Listening Project 3*, responses varied on a number of survey questions. The sample overall was somewhat younger: nearly 60% of the General Population and Internet samples were under the age of 50. Previous surveys did not include a large Internet Sample. This year's Internet Sample was more male and the most educated sample by far, with almost 50% of the respondents claiming post-graduate education. The response of the Internet Sample on community satisfaction, and viewing and listening were distinct and did not track other samples.

The Northeast Ohio Community

Community resources and assets. Again in 2003, **ideastream** asked the people of Northeast Ohio why they like living here. What’s most attractive to you about your region and community? People/Families/Community Values overwhelmed all others as the primary asset valued by people in Northeast Ohio. After 9/11 this asset began to move up in the ranking of assets, and this year it was the most often mentioned asset – not necessarily the first mentioned, but named more often than any other. In difficult times, family and values are important.

Community Assets Compared: 2001-2003

2001	2002
Culture	Location/Environment
Location/Environment	People/Families/Community Values
People/Families/Community Values	Culture
Local Activities	Cost of Living/Economy
Lake Erie	Activities
Cost of Living/Economy	Lake Erie

2003

- People/Families/Community Values
- Location/Environment
- Culture
- Cost of Living/Economy
- Lake Erie
- Activities

Here are the Top 3 assets as identified by the age of the respondents. Note that the 65+ group has a different prioritization. In 2002, Culture didn’t appear on either the 18-34 or 35-49 lists.

18-34		35-49		50-64		65+	
Asset	% Resp	Asset	% Resp	Asset	% Resp	Asset	% Resp
People	28.8	People	30.9	People	28.4	Location	30.6
Culture	18.6	Culture	18.4	Culture	24.9	People	26.9
Location	17.5	Location	17.5	Location	16.1	Culture	20.2

Data offered in the previous rankings are for percentage of total mentions (some respondents named up to three assets). Culture moved from second place to the top of the Radio Members' list of assets this year. As in previous surveys, TV Members and, especially, General Population respondents, were less likely to value Culture as a top community asset. The **Number One Asset** named by the various groups in the sample showed a wide variation not observed in previous research:

Number One Asset of the Community

Samples

Radio Members	Culture and People/Families/Community Values (Tie)
TV Members	People/Families/Community Values
General Population	Location/Environment
Internet Sample	Culture

By Age

18-34 Year Olds	People/Families/Community Values
35-49	People/Families/Community Values
50-64	Culture and People/Families/Community Values (Tie)
65+	Location/Environment

Respondents were asked whether their appreciation of People, Families and Community Values had changed over the past year. As occurred in the 2002 research, the correlation with age is a negative one: the most growth has occurred among the under 50 year old population, with the largest increase in the 18-34 years of age category. This year, however, the increases were smaller, reflecting, perhaps, maintenance of the large degree of growth a year ago.

**Appreciation of People, Families and Community Values
 2002 and 2003 Compared**

	Total		18-34		35-49		50-64		65+	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
Increased	50%	33%	60%	43%	55%	38%	48%	30%	41%	24%
Decreased	13%	17%	13%	13%	15%	21%	8%	18%	15%	15%
Same	35%	47%	26%	40%	28%	39%	41%	50%	41%	57%

Problems and challenges. In 2001, respondents identified two areas as primary “challenges” for Northeast Ohio. One was Economy/Jobs, the other was Education, and they were neck-in-neck in the survey and in town meetings. In 2002, Economy pulled ahead of Education as a community challenge. In 2003, the Economy was by far the primary challenge identified by respondents.

Challenges: 2003

Challenge	% of Responses
Economy/Jobs	46.0%
Education	15.2%
Politics	10.0%
Crime	8.7%
Population/Urban Growth	7.6%
Environment	3.4%

The Top 3 problems varied slightly among different age demographics, as shown below along with the percent of mention for each:

2003 Top 3 Challenge Areas by Demographic Group

18-34		35-49		50-64		65+	
Economy	41%	Economy	45%	Economy	46%	Economy	51%
Education	12%	Education	16%	Education	18%	Education	14%
Population (tie)	11%	Crime	10%	Politics	11%	Politics	10%
Crime (tie)	11%						

Clearly, among people of all ages, the Economy and Jobs is far and away the most pressing local challenge.

Civic Engagement. Social trust is frequently used in community research to summarize community attributes and health; social trust has a positive correlation with aspects of civic engagement and social capital in a community. Almost immediately after 9/11, social trust and community challenge and community asset responses on these surveys changed (War and Terrorism suddenly appeared as challenges and People, Family, and Community Values rose quickly up the list of assets).

The dimension of social trust used in *The Listening Project* research, “People can be trusted....” continued to erode in Northeast Ohio this year. This fact has ramifications – it may be taken as a sign of disarray, disillusionment and break-down; or it can be a signal of a community in transition – a community struggling to make positive change. Whichever the case, this trend is important in viewing results of the survey and the relevance of the findings for local public broadcasting.

Radio Members showed least erosion in their view of Social Trust compared to previous years, but even here, the increase in “Out for themselves” growth was substantial.

**Social Trust
 2001, 2002, 2003 Comparison**

	TV			Radio			General			Internet
	Members			Members			Population			
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003
Can Be Trusted	87%	75%	62%	90%	73%	70%	74%	67%	55%	62%
Out for Themselves	9%	22%	28%	7%	16%	23%	21%	28%	38%	27%
Don't Know	4%	3%	10%	3%	11%	7%	5%	5%	7%	11%

Further information was sought about this trend by looking at its relationship to age. Decrease in social mistrust was not relegated to any specific age, but the substantial drop among 65+ respondents is particularly compelling. This may be related to the erosion of social trust among TV Members above; the TV Member group is the oldest sample.

**Social Trust (By Age)
 2002 and 2003 Compared**

	18-34		35-49		50-64		65+	
	2002	2003	2002	2003	2002	2003	2002	2003
Can Be Trusted	59%	50%	66%	65%	76%	67%	74%	64%
Out for Themselves	36%	38%	28%	27%	19%	23%	18%	24%
Don't Know	5%	12%	6%	8%	5%	10%	8%	12%

Community Satisfaction. Again in 2003, participants were asked to rate their communities as places to live. Members of public broadcasting stations are more likely to describe their communities as “an excellent place to live” than the general population. That was true last year, the year before, and it remains true this year – though with a much smaller margin. In previous years, members were more likely to say “Excellent.” In 2003, “Good” overwhelmed “Excellent.”

How Would You Rate Your Community as a Place To Live?

	TV			Radio			General			Internet	
	Members			Members			Population				
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003	
Excellent	35%	53%	49%	41%	49%	52%	42%	45%	44%	38%	23%
Good	49%	41%	46%	51%	47%	40%	50%	49%	48%	46%	52%
Fair	14%	5%	4%	7%	4%	7%	7%	5%	8%	14%	22%
Poor	2%	1%	1%	1%	0%	1%	1%	1%	0%	2%	3%

Internet respondents had a unique response to this question, offering significantly fewer “Excellent” and far more “Fair” rankings. Rating communities as “Excellent” places to live suffered declines across all demographics with the youngest age group revealing the most discontent.

**How Would You Rate Your Community as a Place to Live?
 (By Age)**

2002 and 2003 Compared

	Total		18-34		35-49		50-64		65+	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
Excellent	44%	35%	29%	24%	43%	36%	47%	34%	52%	41%
Good	46%	49%	58%	56%	45%	47%	43%	50%	45%	47%
Fair	9%	14%	11%	18%	11%	15%	10%	14%	3%	10%
Poor	1%	2%	2%	2%	1%	2%	0%	2%	0%	2%

In answer to the question of whether they want to be here in five years? Only the 18-34 year olds maintained their 2002 “Would Like to Be Here” level (61%). The “Want to Leave” category stayed at a 13% average, thanks mostly to the 65+ year olds, of whom only 6% responded that they’d like to pack their bags and leave. The “Depends” category was often chosen by 18-34, 35-49, and 50-64 year olds.

**Want to Be Here in Five Years? (By Age)
 2002 and 2003 Compared**

	Total		18-34		35-49		50-64		65+	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
Yes	80%	70%	61%	61%	78%	67%	83%	66%	90%	84%
No	13%	13%	31%	18%	12%	18%	12%	12%	5%	6%
Depends	NA	10%	NA	19%	NA	14%	NA	19%	NA	8%
Don't Know	7%	7%	8%	2%	10%	1%	5%	3%	5%	2%

People surveyed have a strong feeling that they can remedy local problems. When asked to describe the potential impact of “people like me” to solve local problems and improve life in the community, the perceptions of “Big Potential Personal Impact” were very high and, in fact, increased since the 2001 survey.

Personal Impact on Community Enhancement

	Big/Moderate Impact	Small/No Impact
18-34 year olds	72%	28%
35-49 year olds	76%	23%
50-64 year olds	74%	24%
65+	72%	24%

Public Broadcasting in the Community

Impact of Public Broadcasting. In 2001, 2002 and again in 2003, respondents were asked about the potential positive impact of public broadcasting on the community. Respondents in previous years had a great deal of confidence that public broadcasting had a large potential for making the community a better place in which to live. And that remains stable in 2003.

TV Members, Radio Members and the General Population Sample showed substantial increases in the percentage of respondents stating 90.3 WCPN had a potentially “Big Impact” to make Northeast Ohio a better place in which to live.

**Public Radio's Potential Impact
 2001, 2002, 2003 Comparison**

	TV			Radio			General			Internet
	Members			Members			Population			
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003
Big Impact	21%	27%	31%	41%	44%	49%	10%	23%	31%	36%
Moderate	40%	41%	18%	43%	41%	30%	39%	35%	29%	44%
Small Impact	19%	18%	7%	12%	13%	18%	19%	28%	25%	16%
No Impact	3%	5%	7%	1%	1%	1%	5%	6%	7%	3%
Don't Know	17%	9%	37%	3%	1%	2%	27%	8%	8%	1%

The General Population data is worth noting - in 2002 these respondents were *more than two and a half times more likely* to perceive a potential for large impact than in 2001. This trend continues to upward in 2003, a positive for future growth of 90.3 WCPN.

The percentage of respondents indicating potential “Big Impact” for WVIZ/PBS also grew, although at a slower rate in 2003. Again, greatest growth was among the General Population. As in 2002, Public Radio Members saw more potential in the medium they chose to financially support than they saw in Public TV, and the Internet sample also saw more potential impact by Public Radio than by Public TV.

**Public TV's Potential Impact
 2001, 2002, 2003 Comparison**

	TV			Radio			General			Internet
	Members			Members			Population			
	2001	2002	2003	2001	2002	2003	2001	2002	2003	
Big Impact	30%	40%	42%	34%	39%	35%	24%	30%	37%	28%
Moderate	52%	43%	33%	48%	39%	33%	47%	41%	28%	43%
Small Impact	11%	11%	19%	12%	18%	21%	15%	18%	25%	24%
No Impact	1%	3%	3%	1%	1%	3%	3%	7%	8%	3%
Don't Know	6%	3%	3%	5%	3%	8%	11%	4%	2%	2%

Reported usage of public broadcasting Radio Members listened to 90.3 WCPN more than the General Population and TV Members, but the Internet sample exceeded all other samples by a wide margin. Here are the average listening hours by sample:

Average Listening to 90.3 WCPN

General Population	1.79	hours per week
Radio Members	12.14	hours per week
TV Members	3.71	hours per week
Internet	17.78	hours per week

Radio usage data shows decreased usage among TV Members in 2003; stability among Radio Members; and significant growth among General Population respondents.

The question of whether a person is listening more or less than last year continues the positive trend shown in previous surveys. Unfortunately, the questions in the 2003 survey dealing with viewing/listening use and value were all affected by a large increase in “Don’t Know” responses. It is apparent that the questions were likely asked differently than previous years, unfortunately making precise year-to-year comparisons difficult.

**More or Less 90.3 WCPN Listening than Last Year (By Age)
 2002 and 2003 Compared**

	Total		18-34		35-49		50-64		65+	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
More Listening	25%	23%	29%	27%	28%	22%	27%	31%	24%	15%
Less Listening	19%	8%	26%	9%	17%	8%	19%	7%	17%	6%
Same Amount	34%	29%	23%	20%	33%	33%	35%	33%	34%	27%
Don't Know	22%	40%	22%	44%	22%	37%	19%	29%	25%	52%

TV Members again reported most usage of WVIZ/PBS. Here are the reported comparisons of mean number of programs viewed per week by sample:

Average Viewing of WVIZ/PBS

General Population	3.27 programs per week
Radio Members	3.28 programs per week
TV Members	5.33 programs per week
Internet	3.61 programs per week

Does age influence perceptions of use? In 2002, younger viewers, those from 18-49, were much more likely to say they watched WVIZ/PBS “More this Year” than were the other age cohorts. This was again true in 2003, although the percentages of “More Viewing” are far lower than last year.

**Perceived Usage of WVIZ/PBS by Age Demographics
 2002 and 2003 Compared**

	Total		18-34		35-49		50-64		65+	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
More	31%	19%	41%	26%	33%	21%	30%	13%	24%	16%
Less	17%	15%	16%	10%	21%	19%	17%	19%	14%	11%
Same	46%	43%	33%	31%	39%	41%	50%	49%	58%	50%
Don't Know	6%	23%	10%	33%	7%	19%	3%	19%	4%	23%

Radio is a personal medium with higher time spent listening than television. In previous surveys, people who financially supported it were much more likely than other samples to say it was “Very Valuable.” This year 80% of Radio Members rated their listening experience “Valuable” or “Very Valuable.” Both TV Members and the General Population respondents were less likely than last year to describe their listening moments as “Not Valuable.” The Internet sample did not track other samples, with almost the same percentage declaring their radio listening “Not Valuable” as “Very Valuable.”

**Perceived Value of 90.3 WCPN Listening Experiences
 2002 and 2003 Compared**

	TV		Radio		General		Internet
	Members		Members		Population		
	2002	2003	2002	2003	2002	2003	2003
Very Valuable	17%	19%	55%	52%	15%	8%	32%
Valuable	7%	10%	13%	28%	6%	8%	16%
Somewhat Valuable	14%	8%	6%	6%	12%	7%	5%
Not Very Valuable	7%	-----	11%	-----	6%	2%	12%
Not at All Valuable	18%	-----	11%	-----	19%	3%	27%
Don't Know	37%	63%	4%	14%	42%	72%	8%

Again, the large increase in “Don’t Know” responses limit use of this data. **ideastream** and the researchers will correct this for subsequent surveys.

ideastream Community Agenda

Awareness: ideastream. Northeast Ohio has become increasingly aware of **ideastream** in the three years of *Listening Project* surveys. Year-to-year comparison of the percentages of the various samples that said they recognized the name, **ideastream**, is shown below, followed by the percentage of respondents that, in 2003, were able to provide a definition identified as “Partially” or “Fully Accurate”:

Awareness of ideastream

	Awareness		Correct
			Definition
	2002	2003	2003
TV Members	33%	48%	12%
Radio Members	80%	75%	35%
General Population	15%	22%	5%
Internet	----	80%	29%

Public Broadcasting and the Local Economy. When asked whether **ideastream** stations were adequately meeting informational needs about the local economy, close to half of the respondents were positive, with 18-34 year olds the most positive.

**Effectiveness of WVIZ/PBS & 90.3 WCPN in
Addressing Jobs/Economy**

	Total	18-34	35-49	50-64	65+
Adequate/Very	47.0%	53.5%	47.3%	49.7%	36.4%

Public Broadcasting and Culture: Since Culture has always been high on Northeast Ohioans' list of community assets, respondents were asked whether WVIZ/PBS and 90.3 WCPN were adequately providing support for Culture. The answer, it would appear, is yes.

**Effectiveness of WVIZ/PBS & 90.3 WCPN in
Addressing Culture**

	Total	18-34	35-49	50-64	65+
Adequate/Very	61.2%	58.4%	57.7%	63.2%	61.9%

Conclusions

The world continues to change, affecting perceptions and behaviors of Northeast Ohio's populace. The general picture is still that many people like living in Northeast Ohio, they have a strong sense of personal power to get things improved, and they believe public broadcasting can help them do so. Radio has moved up a notch in estimations of impact. Public broadcasting is used and valued as a medium, by members and non-members; and the community has high performance expectations for both public radio and public television.

This year's *Listening Project 3* survey has similarities to other recent surveys in this community. Overall, one gets an impression of a community in transition, finding issues that need improvement while maintaining the attitude that things can and should improve. The fact that perceptions have altered somewhat over the past two years isn't a surprise: since the first survey went into the field in 2001, a lot has happened in Northeast Ohio and the world. There was 9/11, the ensuing war on terrorism and the departure of American troops to fight abroad. The economy and jobs have become a burning issue nationally and locally. And the community has become more acutely aware of its challenges.

ideastream remains committed to an enhanced local service agenda and related community activities. For the third year, the results of its work continue to be encouraging. **ideastream** awareness has increased, but there is still much room for growth. Awareness of the "Strengthening the Community" mission of **ideastream** and the judgment of the effectiveness of its programs and services continues to grow as well, but also has much room for improvement. *The Listening Project 3* also makes clear that there is more work to be done to achieve gains in communication and better community service.

Year by year, this research becomes more valuable. It will continue to shape the direction of **ideastream** and be a critical tool to direct its programming priorities. This kind of annual research is exceedingly rare in public broadcasting. A research history is being accumulated which can provide insight and agendas for Northeast Ohio. Other institutions have started research that has some similarities and areas of overlap. As such, it's time to take a new look at what is being collected, by **ideastream** and elsewhere, and focus on how to make the data, and indeed its ongoing acquisition, as useful as possible.

Appendix 1
Demographics of Telephone Survey Respondents

	Age of Respondents									
	TV			Radio			General			Internet
	Members			Members			Population			
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003
Under 35	1%	7%	7%	19%	13%	14%	21%	19%	28%	26%
35-49	15%	26%	14%	40%	31%	23%	30%	30%	29%	32%
50-64	37%	37%	25%	29%	35%	29%	24%	26%	19%	31%
65+	47%	30%	53%	13%	22%	33%	25%	25%	25%	11%

	Gender of Respondents									
	TV			Radio			General			Internet
	Members			Members			Population			
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003
Male	37%	38%	39%	40%	41%	39%	35%	34%	40%	51%
Female	63%	62%	61%	60%	59%	61%	65%	66%	60%	48%

	Education of Respondents									
	TV			Radio			General			Internet
	Members			Members			Population			
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003
Post-Grad	29%	23%	15%	50%	51%	31%	12%	14%	12%	46%
4 Yrs Coll	29%	32%	33%	33%	29%	31%	23%	22%	25%	34%
Some Coll	20%	20%	21%	12%	13%	21%	25%	25%	25%	15%
High School	21%	22%	28%	4%	5%	17%	36%	34%	36%	2%
Less than HS	1%	1%	1%	1%			4%	4%	2%	

	Ethnicity of Respondents									
	TV			Radio			General			Internet
	Members			Members			Population			
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003
Caucasian	93%	90%	93%	94%	86%	90%	83%	88%	85%	84%
Afr Am	3%	5%	5%	3%	8%	3%	8%	8%	10%	5%
Hispanic	1%	1%		1%		1%	2%	1%	2%	2%
Asian	1%	1%		1%	1%	1%	1%	1%	1%	2%
Other	1%	1%		1%	1%	3%	5%		3%	2%

**Appendix 2
 Civic Engagement**

	Voted in Most Recent Election									
	TV Members			Radio Members			General Population			Internet
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003
Yes	93%	83%	94%	90%	87%	91%	86%	75%	82%	96%
No	6%	17%	6%	9%	13%	9%	14%	25%	19%	3%

	Read Newspapers									
	TV Members			Radio Members			General Population			Internet
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003
None	3%	7%	8%	9%	7%	8%	11%	4%	12%	14%
1-3 Days	17%	22%	17%	23%	24%	20%	24%	23%	32%	23%
4-5 Days	3%	10%	9%	11%	11%	7%	10%	11%	9%	12%
6-7 Days	73%	61%	67%	55%	58%	65%	53%	62%	47%	46%

Community Improvement Activities

	Fixed or Improved with Neighbors in Last Two Years									
	TV Members			Radio Members			General Population			Internet
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2003
Yes	37%	33%	31%	33%	42%	43%	29%	34%	33%	41%

**Fixed or Improved with Neighbors in Last Two Years (By Age)
 2002 and 2003 Compared**

	Total		18-34		35-49		50-64		65+	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
Yes	36%	37%	38%	28%	34%	39%	36%	46%	36%	34%