



# Inter-Departmental Communication

## Office of the City Auditor

**Date:** May 29, 2009

**To:** Mayor Mark Funkhouser

**From:** Gary L. White, City Auditor *Gary L. White*

**Subject:** Survey Question Regarding Channel 2 Viewing

During the May 19<sup>th</sup> City That Works meeting, you asked about a citizen survey question concerning Channel 2 viewership.

Between 2000 and 2003, our annual citizen survey included the following question:

**During the past week, approximately how many minutes did you or other members of your household watch the City's cable television Channel 2?**

- (1) zero/did not watch at all
- (2) less than 15 minutes
- (3) 15-59 minutes
- (4) 1-3 hours
- (5) more than 3 hours
- (9) don't know

Responses for the question were as follows:

Survey Responses	2000	2001	2002	2003
Zero/did not watch at all	65%	64%	62%	63%
Less than 15 minutes	12%	14%	16%	14%
15-59 minutes	12%	12%	10%	12%
1-3 hours	8%	6%	7%	6%
More than 3 hours	3%	3%	4%	5%
Don't know	0%	1%	1%	0%
Total Responses	1205	1201	1200	1210

In 2003, we also surveyed neighborhood leaders. Of the 160 neighborhood leaders that completed the survey, 46 percent responded they did not watch Channel 2. More reported

watching in all the remaining categories; less than 15 minutes (16%); between 15 and 59 minutes (21%); 1 to 3 hours (11%) and more than 3 hours (6%).

A draft of the 2009 survey instrument was distributed to the mayor and City Council on May 27<sup>th</sup>. New questions concerning communications include:

- Have any members of your household attended or watched any Kansas City, Missouri public meetings in the last year? (Yes/No)
- Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel, in the last week? (Yes/No/Not available on my television).

If you have any questions, please contact me at 513-3320.

cc: Members of the City Council  
Wayne A. Cauthen, City Manager