

## 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)

<b>Program</b>	<b>Percent</b>
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%