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Opinion Research for Decision Making  
in Politics and Public Affairs

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**A TABULATION OF  
SURVEY RESULTS AMONG  
ADULTS IN THE STATE OF TEXAS**

**February 12-17, 2004**

**A Confidential Report  
Prepared by  
Baselice & Associates, Inc.**

## SURVEY OVERVIEW

Baselice & Associates, Inc. is pleased to present the results of this survey. This report contains the results of a statewide telephone survey of N=806 adults in the state of Texas. Responses to this survey were gathered February 12-17, 2004.

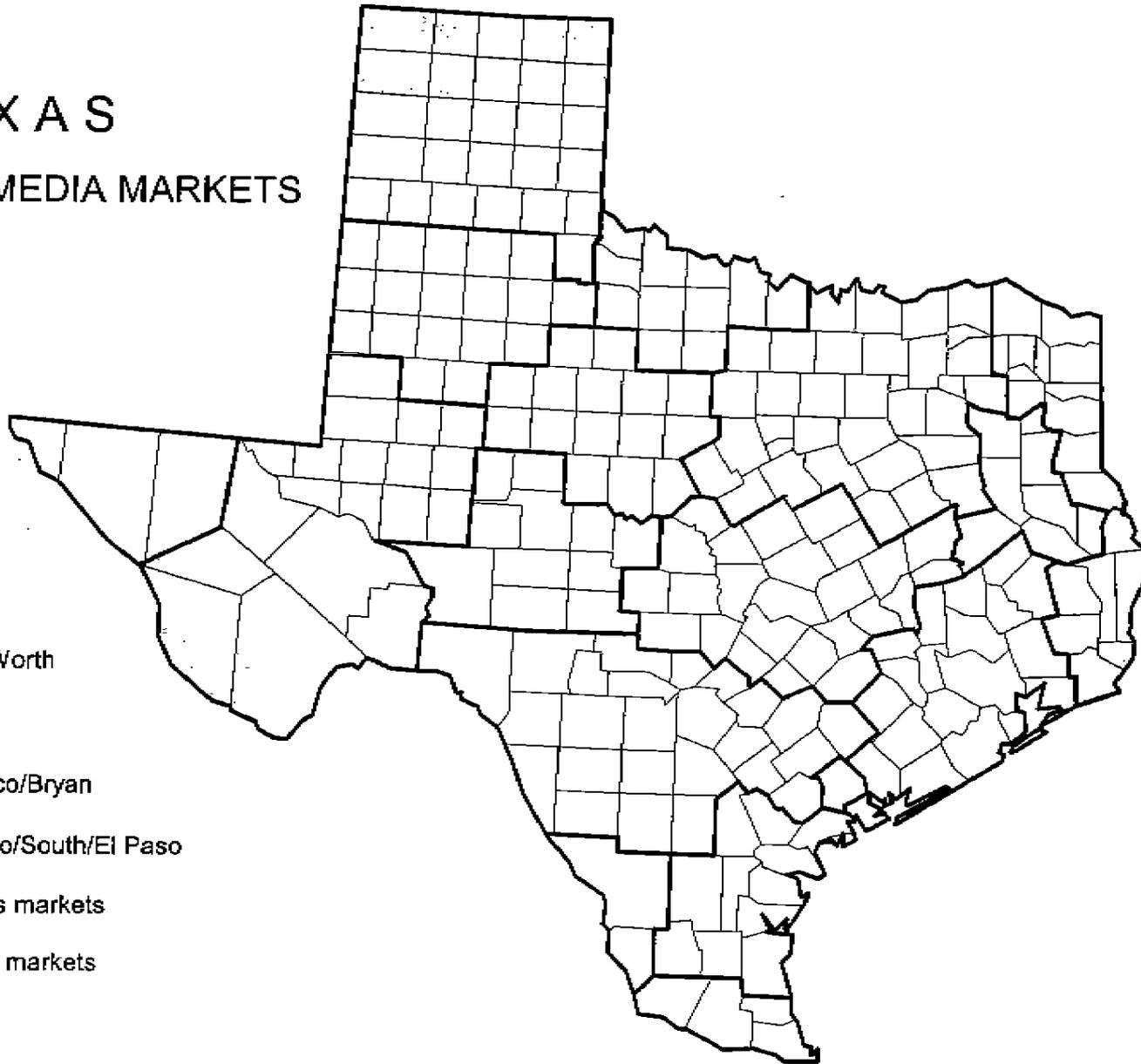
All respondents interviewed in this study were part of a fully representative sample based on the adult population for each region in the state. The confidence interval associated with a sample of this type is such that 95% of the time the results will be within  $\pm 3.5\%$  of the "true values" where "true values" refer to the results obtained if it were possible to interview every adult in the state.

Twenty-three percent (23%) of all interviews were conducted with households with unlisted numbers. The mean number of dials for each completed interview was 45.31 with a refusal to completion ratio of 4.08 to 1. The incidence of interviewing was 74.8%.

# TEXAS

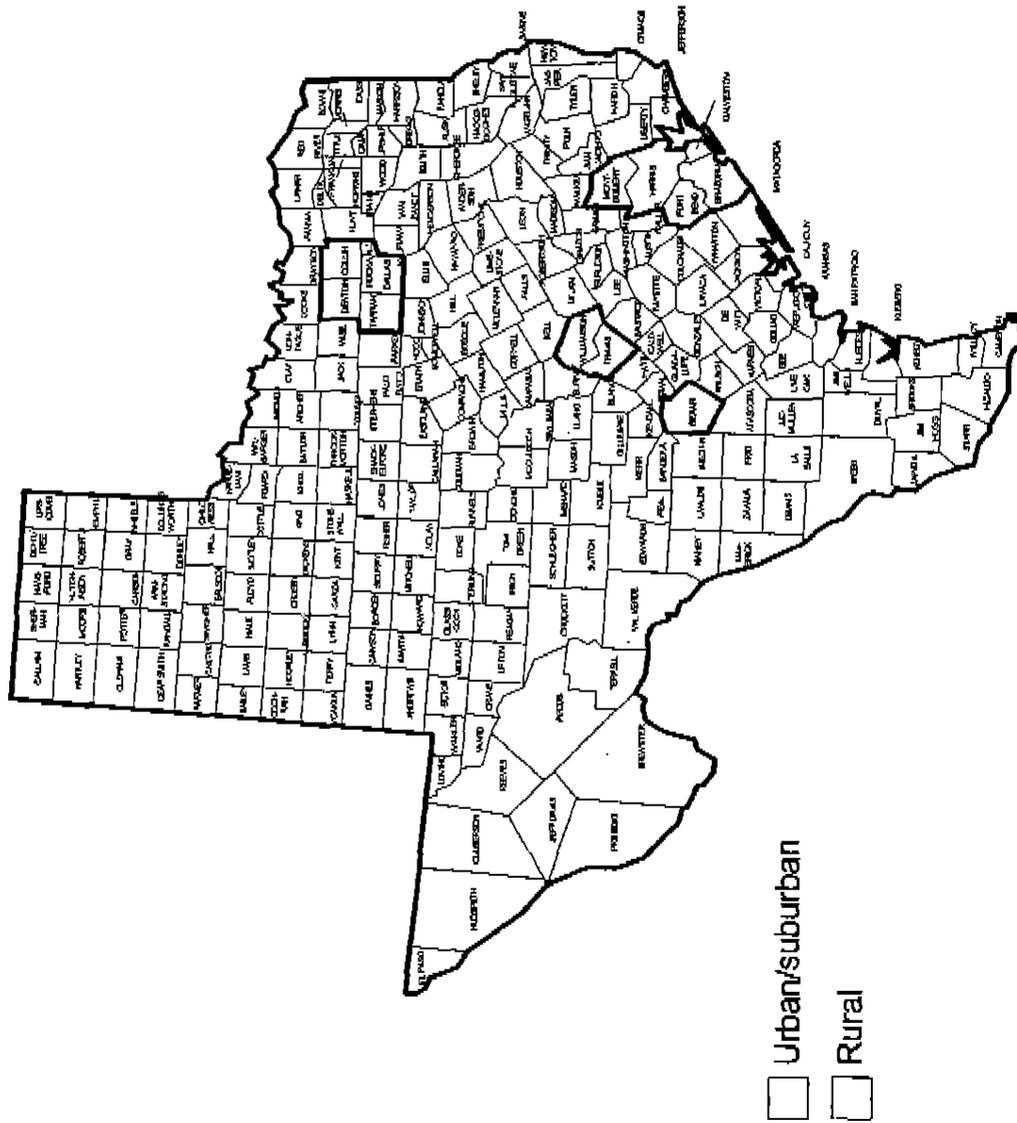
## COMBINED MEDIA MARKETS

-  Dallas-Ft. Worth
-  Houston
-  Austin/Waco/Bryan
-  San Antonio/South/EI Paso
-  West Texas markets
-  East Texas markets



RRRAD108.PRL

# TEXAS COUNTIES SEGMENTED INTO URBAN/SUBURBAN OR RURAL CLASSIFICATION



# Questionnaire with percentages

**TEXAS SURVEY**

BASELICE & ASSOCIATES, INC.  
CONFIDENTIAL DOCUMENT  
N=806 adults

STUDY # 04622.q%TAB

Hello, I am \_\_\_\_\_ of Baselice & Associates, a national survey research firm, and we're talking to people long distance today about issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other people such as yourself.

A. Are you a resident of \_\_\_\_\_ County and 18 years of age or older?

**If No, ask:** Is there someone else at home who is a resident of \_\_\_\_\_ County and at least 18?  
**(If Yes, ask: May I speak with him/her? And return to Introduction)**

Yes (continue)

No (thank & terminate)

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B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official?

Yes (thank & terminate)

No (continue)

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NOTE: ALL CLOSE-ENDED RESULTS ROUNDED TO THE NEAREST WHOLE PERCENTAGE

\* DENOTES LESS THAN ONE PERCENT

B1. Thinking now about radio and television – Do you believe local radio and television stations have a responsibility to promote community events, help raise money for charitable causes, and provide information on public service activities? (Record only)

86% Yes  
10% No  
4% Unsure / refused (vol)

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B2. Which of the following best describes how frequently you see or hear an announcement for a charitable cause, community event or fundraiser on the radio or television? (Read and rotate choices top-to-bottom / bottom-to-top)

19% Daily  
24% Several times a week  
13% Once a week  
19% A few times a month  
17% Once a month or less  
5% Never  
3% Unsure / refused (vol)

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B3. Which of the following best describes how frequently you participate in or support charitable causes, community events or fundraisers you heard about on local radio or television stations? (Read and rotate choices top-to-bottom / bottom-to-top)

27% Once a month  
29% Once every six months  
20% Once a year  
21% Never  
3% Unsure / refused (vol)

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B4. Which of the following best describes how frequently you rely on local radio and television stations for information on news, weather, traffic, sports and community events? (Read and rotate choices top-to-bottom / bottom-to-top)

66% Daily  
16% Several times a week  
6% Once a week  
4% A few times a month  
5% Once a month or less  
2% Never  
1% Unsure / refused (vol)

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- B5. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that local radio and television stations provide a variety of news, entertainment and other programming to serve most segments of your community? **Prompt if necessary:** Is that strongly or somewhat (agree / disagree)?

50%	Strongly agree
35%	Somewhat agree
86%	TOTAL AGREE
5%	Somewhat disagree
6%	Strongly disagree
11%	TOTAL DISAGREE
1%	Neutral
2%	Unsure / refused (vol)

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- B6. Considering recent emergencies or natural disasters affecting your community and neighboring towns, do you consider your local radio and television stations successful or unsuccessful at providing information before, during and after these emergencies? **Prompt if necessary:** Is that strongly or somewhat (successful / unsuccessful)?

59%	Strongly successful
31%	Somewhat successful
90%	TOTAL SUCCESSFUL
4%	Somewhat unsuccessful
3%	Strongly unsuccessful
6%	TOTAL UNSUCCESSFUL
1%	Neutral
2%	Unsure / refused (vol)

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- B7. Which of the following best describes your level of satisfaction with your local radio and television stations' news, weather, information and entertainment programming? (Read and rotate choices top-to-bottom / bottom-to-top)

39%	Very satisfied
49%	Somewhat satisfied
88%	TOTAL SATISFIED
6%	Somewhat unsatisfied
5%	Very unsatisfied
10%	TOTAL DISSATISFIED
0%	Neutral (vol)
2%	Unsure / refused (vol)

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- B8. Are you more satisfied or less satisfied with your local radio and television stations than you were five years ago? **Prompt if necessary:** Is that strongly or somewhat (successful / unsuccessful)?

54%	More satisfied
21%	Less satisfied
20%	About the same / no diff (vol)
5%	Unsure / refused (vol)

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Now just a few questions to make sure we have a representative sample of respondents –

D1. What is your age, please? (i.e. Record 48 years old as 0 4 8)  
(Record Unsure/Refused as 9 9 9)

7%	18-24
7%	25-29
7%	30-34
8%	35-39
10%	40-44
14%	45-49
10%	50-54
8%	55-59
7%	60-64
7%	65-69
6%	70-74
4%	75-79
2%	80-84
1%	85-89
*	90 or over
2%	Unsure / Refused

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D2. What is the highest level of education you have completed? (Do not read, record only)

7%	Less than high school
25%	High school grad / vocational school
25%	Some college
25%	College graduate
16%	Post graduate (masters or higher)
*	Unsure
1%	Refused

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D3. Do you have any children under the age of 18?

36%	Yes
63%	No
0%	Unsure (vol)
1%	Refused (vol)

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D6. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

16%	Yes
83%	No
*	Unsure (vol)
2%	Refused (vol)

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D7. And is your race Anglo, African-American, Asian, or some other race?

66%	Anglo / White
11%	African-American / Black
2%	Asian
11%	Hispanic (vol)
1%	American Indian (vol)
7%	Other (vol)
*	Unsure (vol)
3%	Refused (vol)

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D8. Sex (**By observation**) Ask of everyone: Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

34%	Male / employed
14%	Male / not-employed
1%	Male / unsure - refused to say
28%	Female / employed
23%	Female / not-employed
1%	Female / unsure - refused to say

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D9. Are you registered to vote? (**Record only**)

86%	Yes
11%	No
2%	Unsure / refused

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IF VALUE 1 IN QUESTION D9, ASK:

D10. Thinking about past November general elections for a moment -- which party's candidates have you tended to vote for most often...

(**Rotate first two choices**) [Note: Record libertarian, reform party or other parties as value 3]

37%	Republican
35%	Democrat
21%	Or do you vote independent of party
8%	Unsure / Refused ( <b>vol</b> )

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# Executive Summary

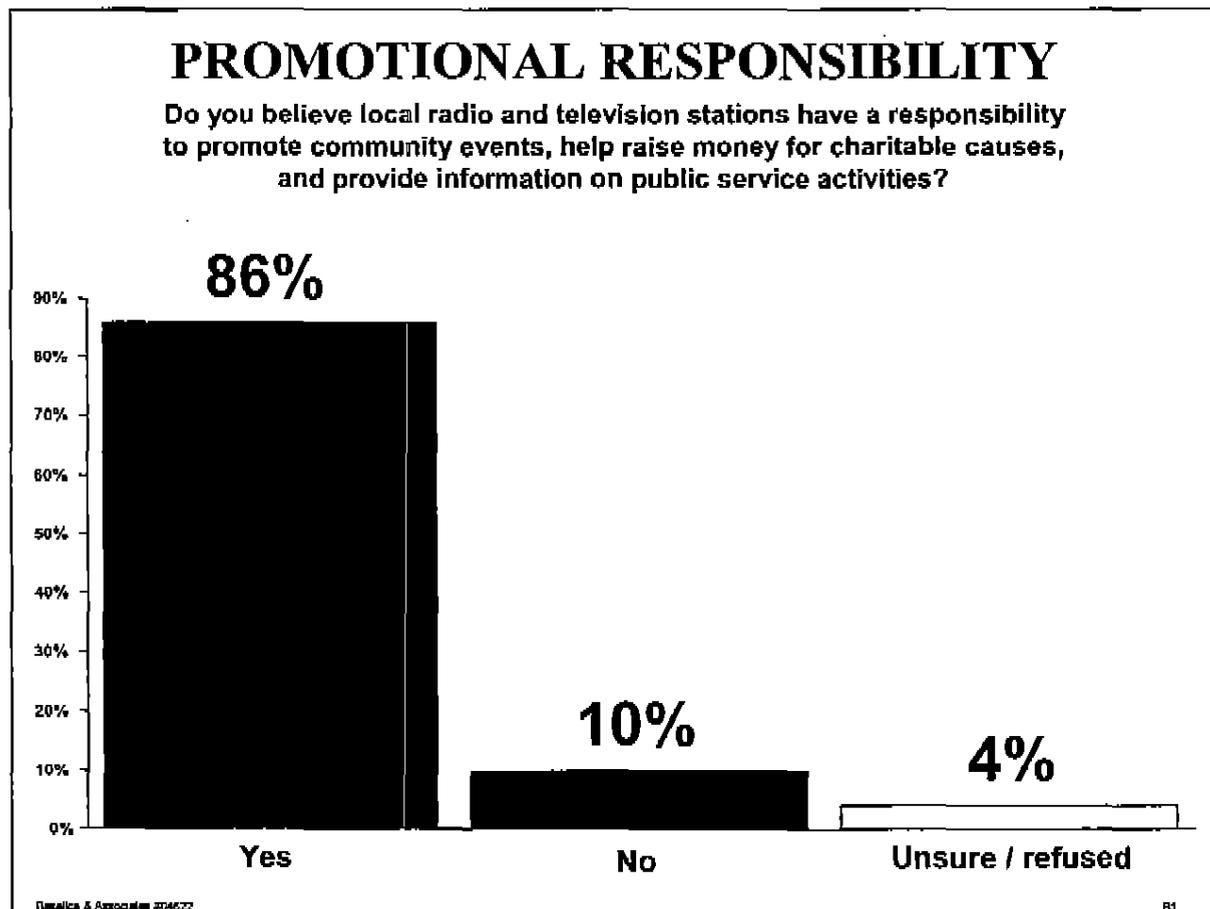
## Orientation

Baselice & Associates, Inc. was retained to conduct survey research for the purpose of studying attitudes and opinions of Texas adults. This survey was conducted among N=806 randomly selected adults on February 12-17, 2004. The margin of error for a sample of this size is  $\pm 3.5\%$  at the .95 test level.

## Promotional Responsibility

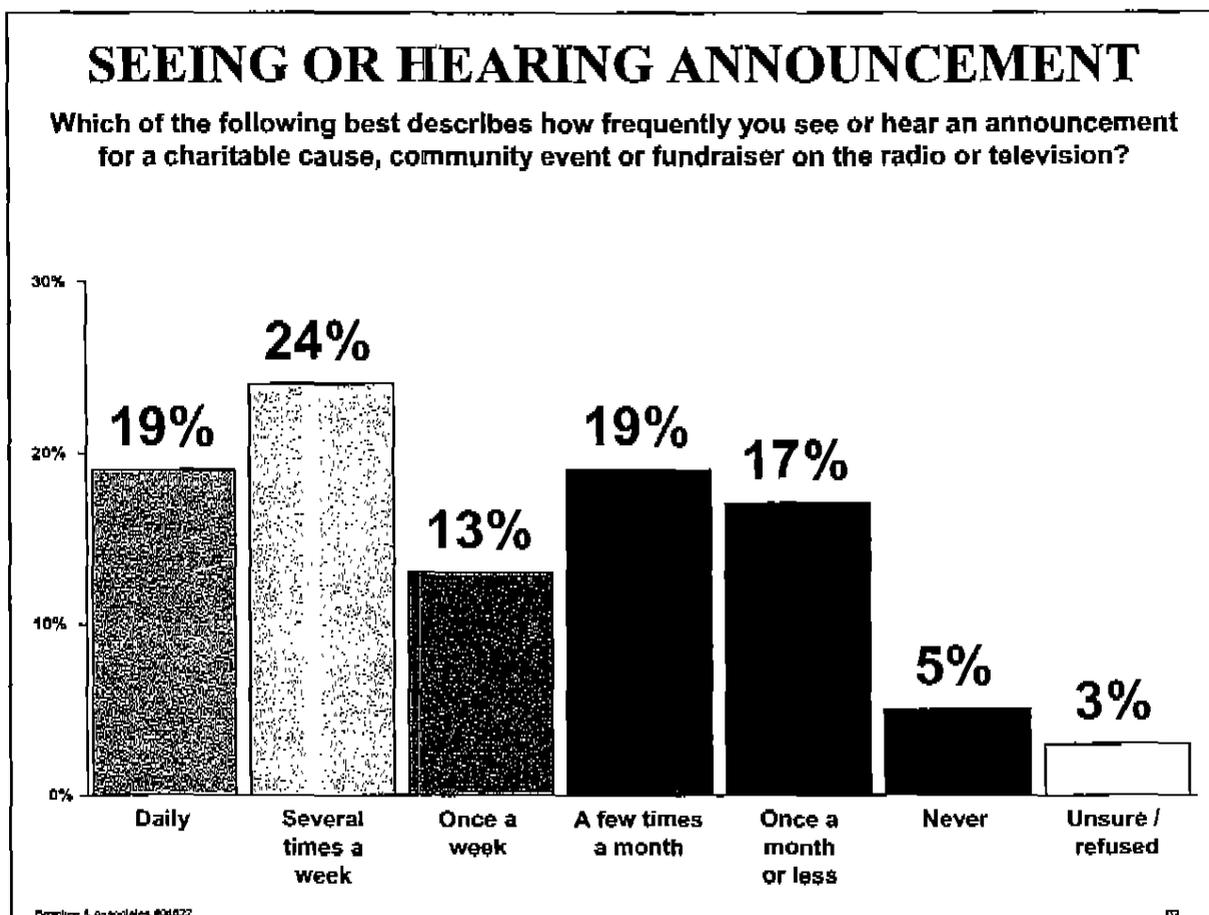
A large majority of respondents (86%) believe local radio and television stations have a responsibility to promote community events, help raise money for charitable causes, and provide information on public service activities.

Hispanic respondents (94%) are more apt than Anglo (86%) or African-American respondents (85%) to believe local radio and television stations have such a responsibility.



## Announcements

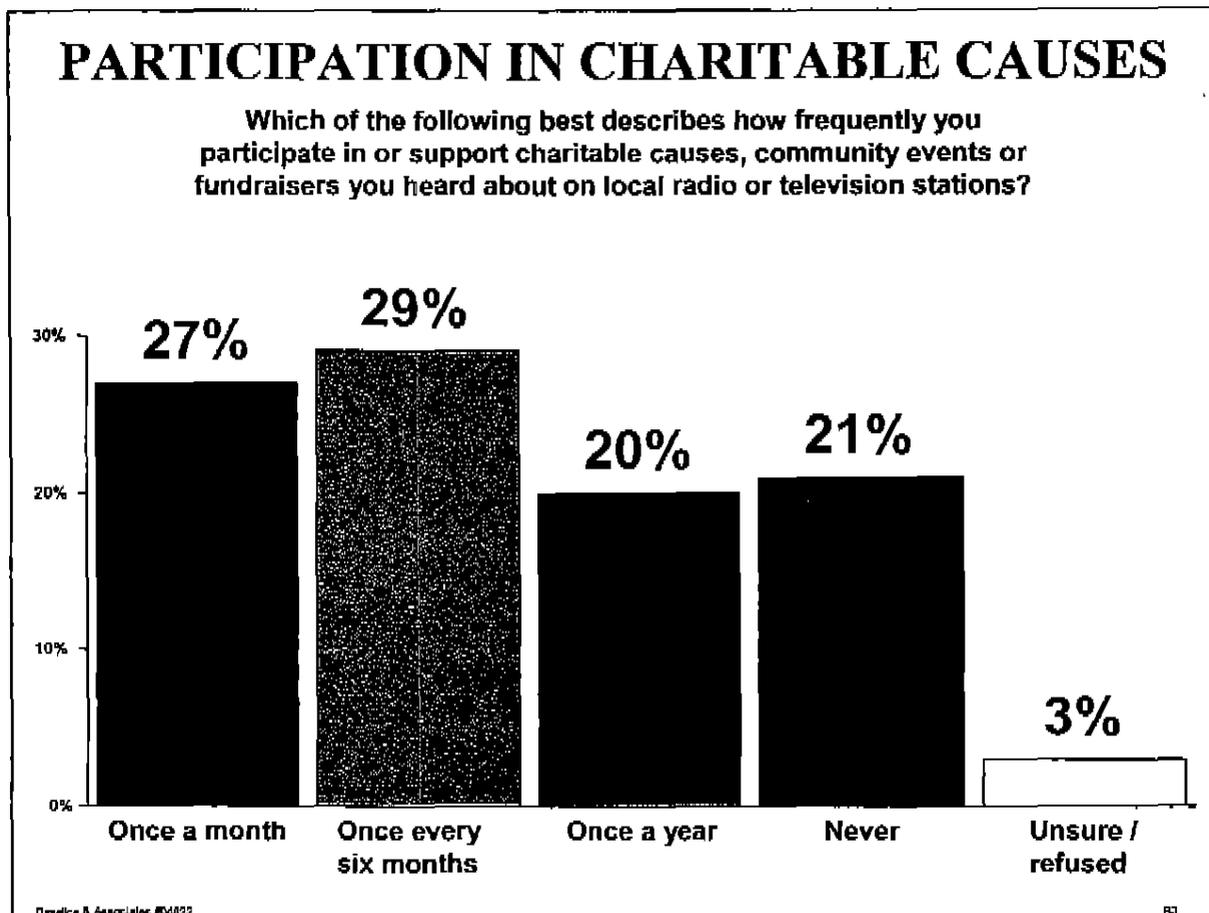
Fifty-seven percent (57%) of respondents claim to see or hear an announcement for a charitable cause, community event or fundraiser on the radio or television at least once a week.



Hispanic respondents (61%) indicate they are more inclined than African-Americans (50%) to have seen or heard an announcement at least once a week.

## Charitable Causes

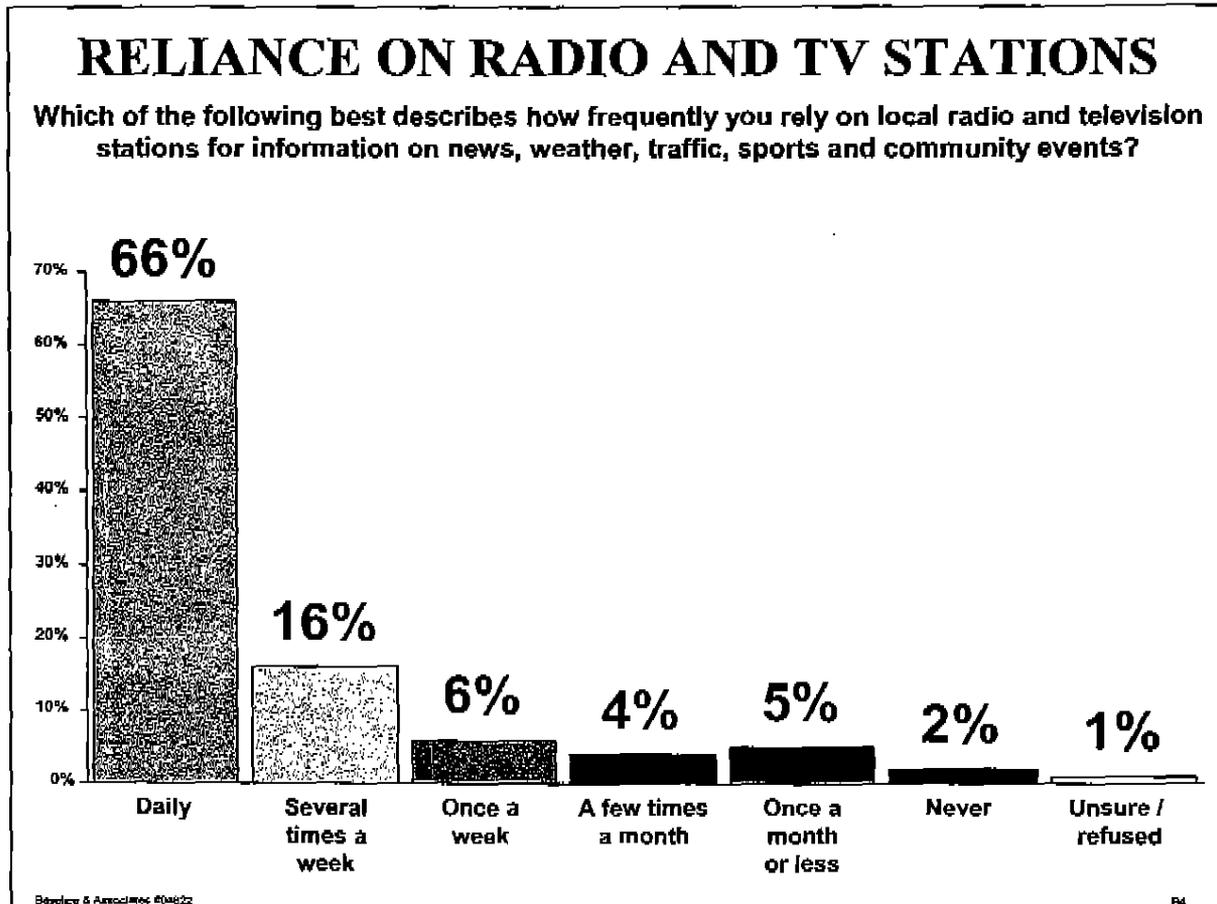
At least one-fourth (27%) of respondents claim to participate in or support charitable causes, community events or fundraisers they heard about on local radio or television stations.



African-Americans (38%) and Hispanics (34%) state they participate in such causes, events or fundraisers at rates levels higher than those of Anglos (22%).

## Reliance of Radio and Television

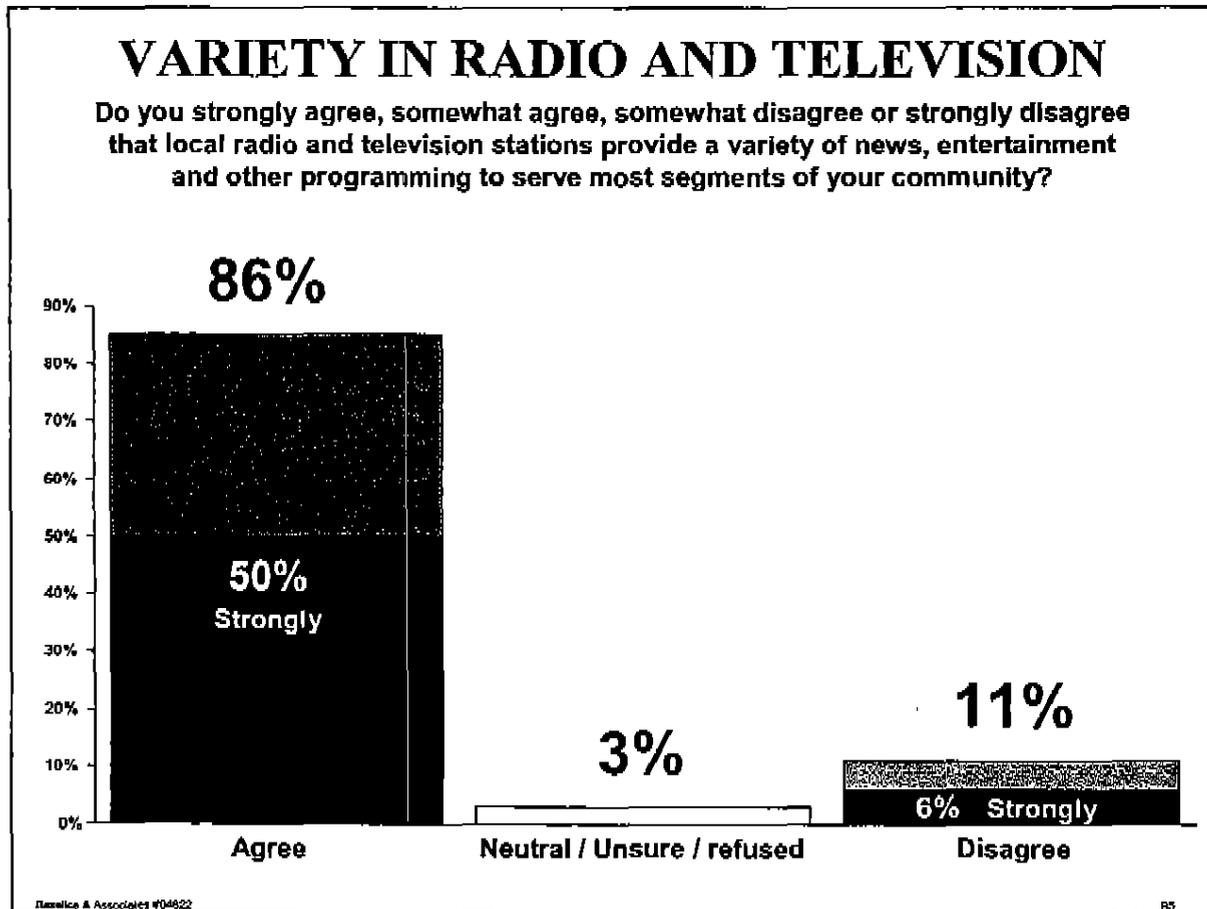
Two out of three respondents (66%) rely on local radio and television stations for information on news, weather, traffic, sports and community events on a daily basis.



Females 50 or older (75%), respondents in the Austin/Waco/Bryan media markets (76%), West Texans (73%) and Anglo females (73%) are among those respondents who, more than average, rely on local radio and television for information on a daily basis.

### Variety in Radio and Television

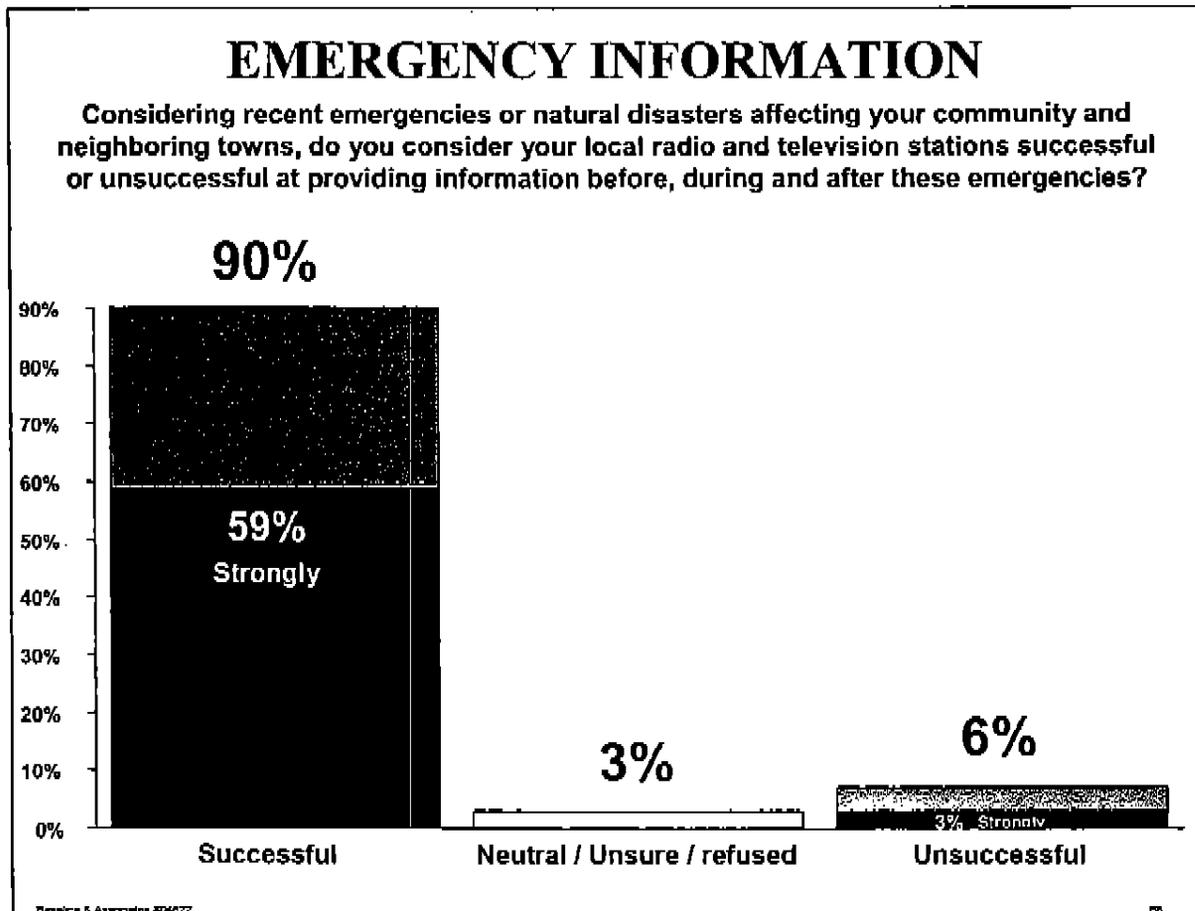
By nearly an eight to one ratio (86% to 11%), respondents agree that local radio and television stations provide a variety of news, entertainment and other programming to serve most segments of their communities. Those respondents who strongly agree or disagree (50% to 6%) are at a similar eight to one ratio.



Strong agreement ranges from 46% to 47% in the Dallas / Fort Worth and Houston media markets, respectively, to 63% in East Texas.

## Emergency Information

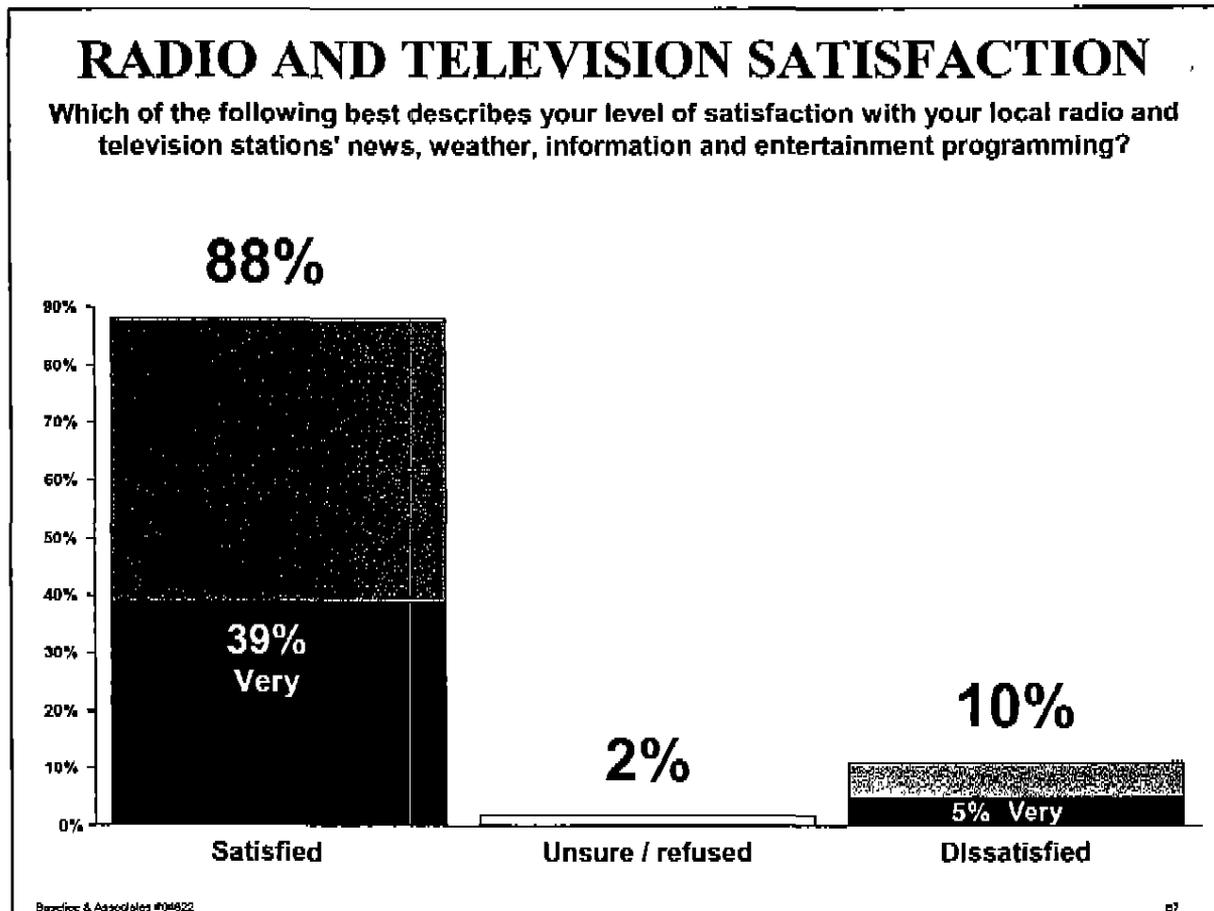
Nine out of ten (90%) respondents consider their local radio and television stations successful at providing information before, during and after recent emergencies or natural disasters affecting their communities and neighboring towns. Three out of five respondents (59%) indicate their local radio and television stations have been strongly successful at providing such information.



Between 55% and 63% of respondents in each major media market region feel strongly that their assessment of local radio and television stations have successfully provided information before, during and after recent emergencies or natural disasters affecting their communities and neighboring towns.

## Radio and Television Satisfaction

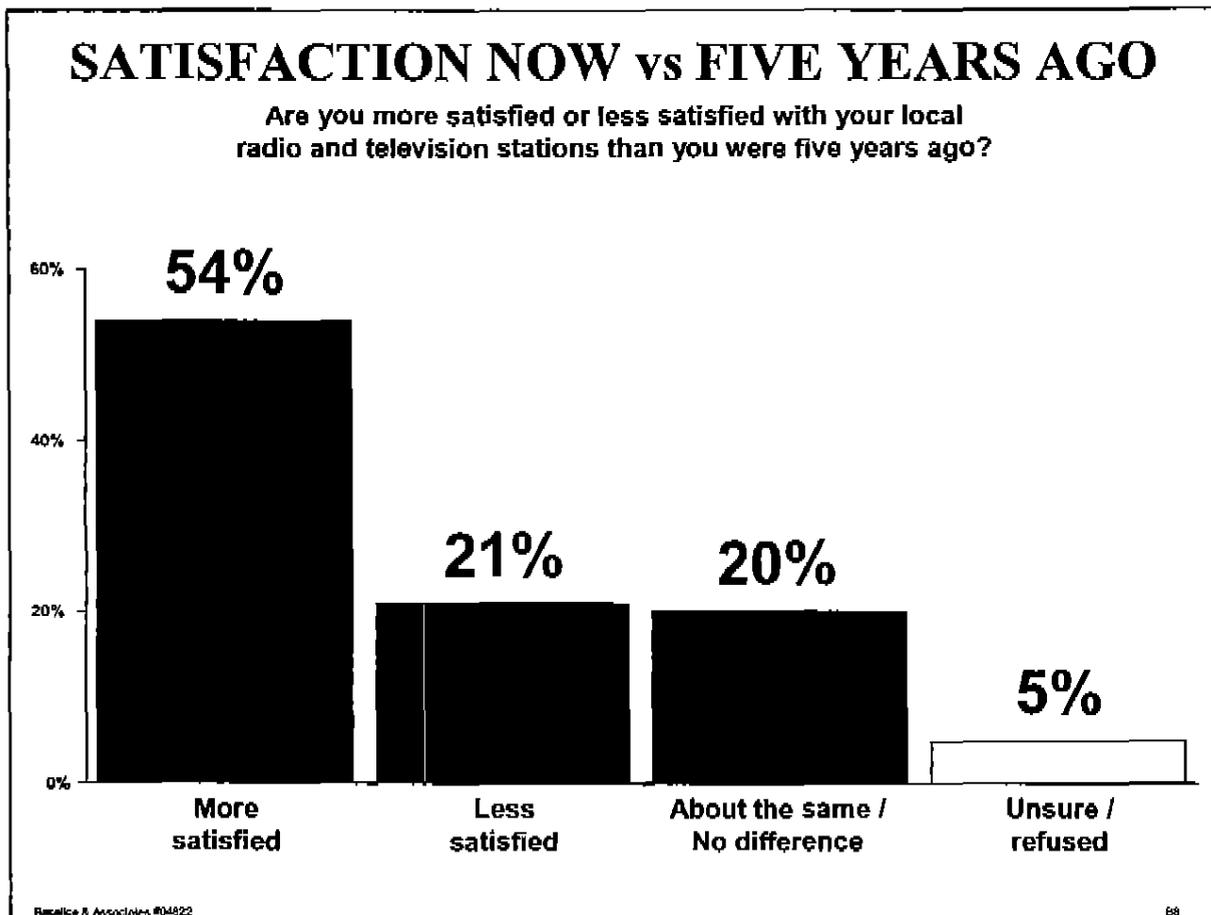
Eight out of nine respondents (88%) are satisfied with their local radio and television stations' news, weather, information and entertainment programming. Two out of five respondents (39%) are very satisfied.



The most intense satisfaction is found among female Hispanics (57%) and respondents 50 years of age or older who are not college graduates (52%).

## Radio and Television Satisfaction

A majority (54%) of respondents are more satisfied with your local radio and television stations than they were five years ago. Conversely, 21% are less satisfied. Another one in five Texans (20%) volunteer they feel about the same.



Led by residents of West (64%) and East (62%) Texas, respondents in rural counties (59%) are more satisfied than average, while approximately one half of respondents in the Houston (48%) and Dallas / Fort Worth (50%) media markets are more satisfied.

African-American (73%) and Hispanic (70%) respondents are more satisfied than they were five years ago whereas 48% of Anglos are more satisfied. Conversely, Anglos are more dissatisfied (24%) than African-Americans (12%) or Hispanics (15%).