

TealTV Viewer Opinion Survey

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TealTV values the opinions of our viewers. In order to gain a better understanding of our viewer base for our program, SEAHAWK CENTRAL NEWS, and we would like you to complete the following brief survey questions as honestly as you can. Your participation is voluntary. The answers that you provide will be kept confidential and will be used only to inform our programming decisions. If you have any questions, you may contact us at www.tealTV.org. Thank you, in advance, for your participation.

For questions 1-9, please select the BEST answer.

1. How many hours of television do you watch per week?*

2. What is your main source of news?*

- newspaper
 news websites
 broadcast/cable television
 email news bulletins
 Other, please specify

3. Where did you first hear about Seahawk Central News?*

- email news bulletin
 scanning TV channels
 UNCW sponsored event
 Internet search engine
 word of mouth
 Other, please specify

4. Where do you normally view Seahawk Central News?*

-- Please Select -- ▼

5. If you watch Seahawk Central News on television, which networks do you watch in on?*

-- Please Select -- ▼

6. If you watch Seahawk Central News online, what device do you normally use?*

-- Please Select -- ▼

7. Which answer BEST describes how often you watch Seahawk Central News?*

-- Please Select -- ▼

8. Do you follow TealTV on Twitter?*

Yes No

9. Have you visited the TealTV Facebook page?*

Yes No

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Thinking of your MOST RECENTLY VIEWED EPISODE of Seahawk Central News, please answer the following questions by selecting the appropriate number.

10. On a scale of 1 - 10 where 1 = NOT AT ALL and 10 = VERY MUCH, how much do you ENJOY the following segments of the program?*

	1	2	3	4	5	6	7	8	9	10
General News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk on the Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Critics on Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend Update	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. On a scale of 1 - 10 where 1 = NOT AT ALL RELEVANT and 10 = VERY RELEVANT, how would you rate the RELEVANCE OF THE INFORMATION PROVIDED TO YOU on the following segments of the program?*

	1	2	3	4	5	6	7	8	9	10
General News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk on the Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Critics on Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend Update	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. On a scale of 1 - 10 where 1 = NOT AT ALL ACCURATE and 10 = VERY ACCURATE, how would you rate the ACCURACY OF THE INFORMATION PROVIDED on the following segments of the program?*

	1	2	3	4	5	6	7	8	9	10
General News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk on the Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Critics on Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend Update	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. On a scale of 1 - 10 where 1 = NOT AT ALL PROFESSIONAL and 10 = VERY PROFESSIONAL, how would you rate the PROFESSIONALISM of the NEWS ANCHORS/MAIN HOSTS on the following elements?*

	1	2	3	4	5	6	7	8	9	10
Appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-camera performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transitions between news topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. On a scale of 1 - 10 where 1 = NOT AT ALL PROFESSIONAL and 10 = VERY PROFESSIONAL, how would you rate the PROFESSIONALISM of the FIELD REPORTERS on the following elements?*

	1	2	3	4	5	6	7	8	9	10
Appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-camera performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transitions between news topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. On a scale of 1 - 10 where 1 = NOT AT ALL CREDIBLE and 10 = HIGHLY CREDIBLE, how would you rate the CREDIBILITY of the following?*

	1	2	3	4	5	6	7	8	9	10
Seahawk Central News anchors/hosts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seahawk Central News field reporters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. On a scale of 1 - 10 where 1 = NOT AT ALL and 10 = VERY, how would you rate the GRAPHICS used on Seahawk Central News?*

	1	2	3	4	5	6	7	8	9	10
Relatable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distracting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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17. On a scale of 1 to 10 where 1 = NOT AT ALL LIKELY and 10 = VERY LIKELY, how LIKELY are you to*

	1	2	3	4	5	6	7	8	9	10
become a regular viewer of Seahawk Central News?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recommend Seahawk Central News to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer these final questions about yourself.

18. What is your affiliation with UNCW?*

19. If you are a current student, what is your classification?

20. What is your age?*

Please fill in the appropriate number.

21. Gender?*

Thank you for completing this survey for TeaTV.