

*An August 2008 Access Montgomery Awareness & Image Study** prepared by Hollander, Cohen & McBride illustrated the following results:*

ACCESS MONTGOMERY PROVIDES VALUE

- Among several Montgomery County community cable channels evaluated, awareness of Access Montgomery is **as high as 73%** among residents with cable who are familiar with Channels 19 & 21. Residents are equally as familiar with the Montgomery County Government Channel.

ACCESS MONTGOMERY'S AWARENESS IS GROWING

- Access Montgomery's awareness has grown from **66% in 1988 to 73% in 2008**, according to the study. **
- Over one third of the survey respondents said that they would watch Access Montgomery more if it were available online. Access Montgomery will launch **Video Web Streaming on March 30, 2009**.
- More than one third of the survey respondents said that they would watch Access Montgomery more if it were available on demand. Access Montgomery will launch a **'View it Now,' Video Archiving Service in September 2009**.

RESIDENTS WITH CABLE ARE AFFLUENT

- Residents with cable have lived in Montgomery County for quite some time, averaging 21 years. They are middle-aged, college educated and affluent. They are likely to be married with both spouses working full time.

HOW OUR VIEWERS FIND US

- Residents most often learned of Access Montgomery channels 19 & 21 through channel surfing (73%).

VIEWERS ENJOY OUR CONTENT

- Montgomery County Cable Subscribers are interested in our content including: health (75%), community events (75%), education (74%), humanities (72%), science (70%), the arts discussions and performance (67%), demonstrations and hobbies (60%), personal growth and self help (52%), local sports (51%), ethnic programming (50%) and youth-oriented programming (46%).
- The most popular types of programs watched are public affairs (14%), educational topics (11%), and community topics (10%).