

Literacy Campaign for Monterey County – Audience Research
TABLE III. Summary of Audience Survey (March – July 2006)

Table 1: Audience Research conducted March – April 2006 in East Salinas, Castroville, and Seaside

Table 2: Audience Research conducted June – July 2006 in Greenfield, Seaside, and East Salinas

Survey Questions & Possible Answers		Dates and Locations	March-April Groups (TABLE I)	June-July Groups (TABLE II)	TOTALS (TABLE III)
1.Gender	Male		19	46	65
	Female		4	49	53
2.Children	Yes		67	26	93
		0-5 yr.	10	12	22
		6-17 yr.	9	26	35
		18 < yr.	4	24	28
	No		15	32	47
3. Motivation	Read to my children		n/a	7	-
	Read for enjoyment		n/a	2	-
	Read for information		n/a	7	-
	Better career options		n/a	50	-
	Communicate at work		n/a	1	-
	Help others		n/a	4	-
	Maintain culture		n/a	7	-
4.Formal Ed.	Elementary		32	26	58
	Middle School		12	17	29
	High School		25	7	32
	College		12	8	20
	No School		7	19	26
5.Activities to be successful**	Level 0-1 Basic literacy classes (English & Spanish)		13	58	71
	Level 3 How to teach my children how to read		4	16	20
	Level 4 Training to increase skills for work place		49	15	64
	Level 5 How to read/understand nutritional labels		13	12	25
	Level 7 Understanding legal contracts and/or financial services		47	45	92
	Other		7		-

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	6. Know other people interested in participating	Yes		
	< 10	38	20	58
	10-20	17	12	29
	> 20	14	48	62
	No, Ø	30	6	36
7. Participation History**	Currently	28	41	69
	Never	50	3	53
	Started, but stopped	8	1	9
	In the past	13	7	20
8. Who do you turn to for assistance**	Children/family	52	30	82
	Friends/neighbors	23	14	37
	Church	7	9	16
	Community org/agencies	15	18	33
	No one/ myself	11		-
	bilingual coworker	n/a		-
	teacher/classmates	n/a		-
	Other	6		-
9. Best time of day	Morning (before 12 pm)	23	3	26
	Afternoon (12 pm – 6 pm)	3	34	37
	Evening (6 pm – 9 pm)	63	61	124
	Weekends	20	36	56
	Weekdays	n/a	59	-
	No preference	8		-
10. Best months	Winter (Dec.-Feb.)	29	18	47
	Spring (Mar.-May)	21	15	36
	Summer (June – Aug.)	14		-
	Fall (Sept. – Nov.)	12	17	29
	No preference	40	34	74
11. Learn by	listening	n/a	1	-
	doing	n/a	49	-
	observing	n/a	1	-
	a combination	n/a	50	-

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12. Best place to offer**	Church	3		-
	Local School	31	18	49
	Place of employment	3	20	23
	Park	2		-
	Library	8	3	11
	Local Community Center	2	48	50
	Does not matter, as long as near	46	9	55
	Other	13		-
13. If employer encouraged, would you take?	Yes	25	50	75
	No	1	45	46
14. Priorities	See other table	n/a		-
15. Greatest obstacle	Childcare	21	9	30
	Lack of transportation	28	49	77
	Lack of info about classes	31	10	41
	Time Constraints	12	27	39
	Money	25	2	27
	Embarrassed/ intimidated	1	3	4
	Constantly moving	5	1	6
	Classes not offered in Spanish	15	1	16
	No program near where I live	(= other)	1	-
	No program available with my schedule	(= other)	1	-
	Lack of employer incentives	(= other)	1	-
	16. Most effective way to receive info about classes**	Radio	8	23
TV		10	26	36
Personal contact		13	35	48
Newspaper		2	1	3
Church		1	6	7
Employer		0	5	5
Schools (send flyers to parents)		(1 = other)	1	-
Unions			1	-
Internet/e-mail			1	-
Mail/flyers		6	-	

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17. Use internet	No, don't know how to use	n/a	54	-
	No	n/a	5	-
	No, don't have access	n/a	30	-
	Yes	n/a	6	-
	Yes, help with children's homework	n/a	1	-
18. Preferred options	Individual Tutor	14	4	18
	Class	59	78	137
	Combination	9	19	28

Comments:

10. Specifically, March and October. Between November and February, all days of the week are open.

13. No, because I don't have transportation.

No, because there's less stress at school.

15. It is dangerous after 6:00 PM.

16. Use flyers in audience's language