Report Parameters

From Date: 3/1/2010 12:00:00 AM
To Date: 5/23/2010 12:00:00 AM

Search: (None)

Require:

Comments: Displayed
Graphs: Displayed

Scope: Town of Cary Media Contact Survey

Questions

Question: Unsolicited
Type: Free Text

Project: Town of Cary Media Contact Survey

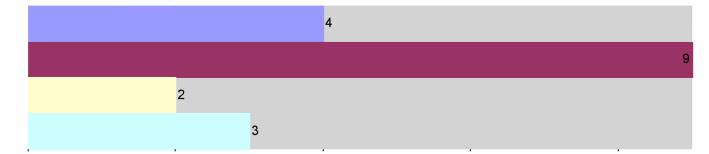
Sequence Question/Response Respondent Zip Code Category Date Received

Unsolicited

Question: 1. My current position is with the following (Please mark all that apply)

Type: Choose Any

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
1	Choose Any	Public	1. My current position is with the following (Please mark all that apply)	15			N/A
			Print		4	26.67 %	
			Television		9	60.00 %	
			Radio		2	13.33 %	
			Internet		3	20.00 %	

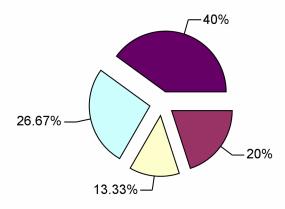


Question: 2. How many years have you worked in this business professionally?

Type: Choose One

Project: Town of Cary Media Contact Survey

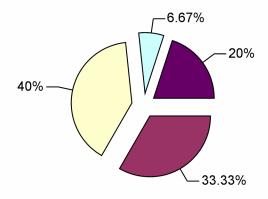
Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
2	Choose One	Public	2. How many years have you worked in this business professionally?	15	15		N/A
			Less than a year		0	0.00 %	
			1-5 years		3	20.00 %	
			6-10 years		2	13.33 %	
			11-15 years		4	26.67 %	
			16 or more years		6	40.00 %	



Question: 3. How long have you worked in this market?

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
3	Choose One	Public	3. How long have you worked in this market?	15	15		N/A
			Less than a year		0	0.00 %	
			1-5 years		5	33.33 %	
			6-10 years		6	40.00 %	
			11-15 years		1	6.67 %	
			16 or more years		3	20.00 %	

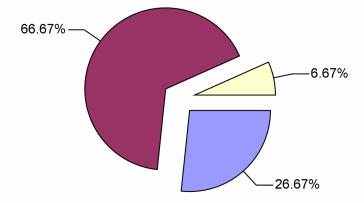


Question: 4. Which of the following categories best fits your current position?

Type: Choose One

Project: Town of Cary Media Contact Survey

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
4	Choose One	Public	4. Which of the following categories best fits your current position?	15	15		N/A
			Reporter, Anchor, DJ/On-Air		4	26.67 %	
			Editor, Director, Producer, Publisher, Assignments		10	66.67 %	
			Videographer, Photographer, Graphics/Layout, Engineer, Research		1	6.67 %	



Question: For questions 5-20, please rate your level of agreement with the following statements on a scale from 1-9, with 9 meaning that you strongly agree and 1 meaning that you strongly disagree. Enter "NA" for not applicable.

5. The information I received was accurate.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
5	Choose One	Public	For questions 5-20, please rate your level of agreement with the following statements on a scale from 1-9, with 9 meaning that you strongly agree and 1 meaning that you strongly disagree. Enter "NA" for not applicable. 5. The information I received was accurate.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		1	6.67 %	
			8		2	13.33 %	
			9 (Strongly Agree)		12	80.00 %	
			N/A		0	0.00 %	
			80%	-13.33%	6		

Question: 6. Town staff I've dealt with were courteous.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
6	Choose One	Public	6. Town staff I've dealt with were courteous.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		0	0.00 %	
			8		2	13.33 %	
			9 (Strongly Agree)		13	86.67 %	
			N/A		0	0.00 %	
			86.67%	13.339	%		

Question: 7. Town staff I've dealt with were professional.

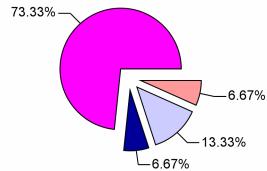
Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
7	Choose One	Public	7. Town staff I've dealt with were professional.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		0	0.00 %	
			8		3	20.00 %	
			9 (Strongly Agree)		12	80.00 %	
			N/A		0	0.00 %	
			80%	20%			

Question: 8. Town staff met my request for information and/or services in a timely manner.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
8	Choose One	Public	Town staff met my request for information and/or services in a timely manner.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		1	6.67 %	
			6		0	0.00 %	
			7		2	13.33 %	
			8		1	6.67 %	
			9 (Strongly Agree)		11	73.33 %	
			N/A		0	0.00 %	
			73.33%				



Question: 9. Town staff provide easy access to public information.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
9	Choose One	Public	9. Town staff provide easy access to public information.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		2	13.33 %	
			8		2	13.33 %	
			9 (Strongly Agree)		11	73.33 %	
			N/A		0	0.00 %	
			73.33%	—13.33%			

Question: 10. Town staff have dealt with me fairly and equitably on issues involving other media.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
10	Choose One	Public	10. Town staff have dealt with me fairly and equitably on issues involving other media.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		1	6.67 %	
			8		1	6.67 %	
			9 (Strongly Agree)		9	60.00 %	
			N/A		4	26.67 %	
			60%	-26.67% -6.67%	%		

Question: 11. To help ensure the accuracy of the survey, please answer 6 for this question.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
11	Choose One	Public	11. To help ensure the accuracy of the survey, please answer 6 for this question.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		15	100.00 %	
			7		0	0.00 %	
			8		0	0.00 %	
			9 (Strongly Agree)		0	0.00 %	
			N/A		0	0.00 %	
			100%				

Question: 12. Town staff members are prepared when appointments for interviews have been made with them.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
12	Choose One	Public	12. Town staff members are prepared when appointments for interviews have been made with them.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		1	6.67 %	
			7		0	0.00 %	
			8		3	20.00 %	
			9 (Strongly Agree)		9	60.00 %	
			N/A		2	13.33 %	
			60%	<u> </u>			

Question: 13. The Town of Cary has created a pleasant working environment for me as a member of the media.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
13	Choose One	Public	13. The Town of Cary has created a pleasant working environment for me as a member of the media.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		1	6.67 %	
			7		0	0.00 %	
			8		2	13.33 %	
			9 (Strongly Agree)		11	73.33 %	
			N/A		1	6.67 %	
			73.33%	6.679 			

Question: 14. News releases and PSA's are written effectively for my needs.

Type: Choose One

Project: Town of Cary Media Contact Survey

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
14	Choose One	Public	14. News releases and PSA's are written effectively for my needs.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		1	6.67 %	
			6		2	13.33 %	
			7		1	6.67 %	
			8		2	13.33 %	
			9 (Strongly Agree)		9	60.00 %	
			N/A		0	0.00 %	
			60%				

-6.67%

13.33%

Question: 15. News releases and PSA's are timed appropriately for my needs.

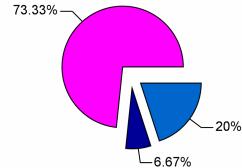
Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
15	Choose One	Public	15. News releases and PSA's are timed appropriately for my needs.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		3	20.00 %	
			6		0	0.00 %	
			7		2	13.33 %	
			8		3	20.00 %	
			9 (Strongly Agree)		6	40.00 %	
			N/A		1	6.67 %	
			20%	—6.67%			

Question: 16. Town staff are available to me when I need them.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
16	Choose One	Public	16. Town staff are available to me when I need them.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		3	20.00 %	
			7		0	0.00 %	
			8		1	6.67 %	
			9 (Strongly Agree)		11	73.33 %	
			N/A		0	0.00 %	
			73.33%				



Question: 17. Town staff appear to possess the appropriate skills/training to deal effectively with the media.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
17	Choose One	Public	17. Town staff appear to possess the appropriate skills/training to deal effectively with the media.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		1	6.67 %	
			6		2	13.33 %	
			7		0	0.00 %	
			8		3	20.00 %	
			9 (Strongly Agree)		9	60.00 %	
			N/A		0	0.00 %	
			20%	—6.67% 3.33%			

Question: 18. Town staff routinely give me appropriate feedback about my work, good or bad.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
18	Choose One	Public	18. Town staff routinely give me appropriate feedback about my work, good or bad.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		1	6.67 %	
			6		2	13.33 %	
			7		3	20.00 %	
			8		1	6.67 %	
			9 (Strongly Agree)		3	20.00 %	
			N/A		5	33.33 %	
			20% 6.67%	6.67% 3.33%			

Question: 19. Overall, Town of Cary staff I've dealt with in the last 12 months have provided excellent service.

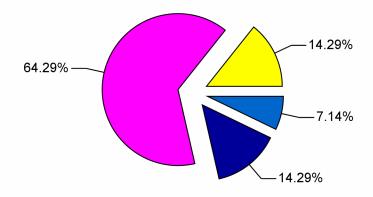
Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
19	Choose One	Public	19. Overall, Town of Cary staff I've dealt with in the last12 months have provided excellent service.	15	15		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		2	13.33 %	
			8		1	6.67 %	
			9 (Strongly Agree)		12	80.00 %	
			N/A		0	0.00 %	
			80%	∵ 13.33%			

Question: 20. Overall, the Town of Cary's customer service to the media is excellent compared to other Triangle governments, including city, county, state, and federal agencies in our area.

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
20	Choose One	Public	20. Overall, the Town of Cary's customer service to the media is excellent compared to other Triangle governments, including city, county, state, and federal agencies in our area.	14	14		N/A
			1 (Strongly Disagree)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		1	7.14 %	
			7		0	0.00 %	
			8		2	14.29 %	
			9 (Strongly Agree)		9	64.29 %	
			N/A		2	14.29 %	



Question: For the following, On a scale of 1 to 9, with 9 being "very effective" and 1 being "not effective", please rate the effectiveness for each of the following questions. Please enter "NA" if the question is not applicable.

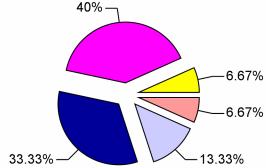
Town Web site
Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
21	Choose One	Public	For the following, On a scale of 1 to 9, with 9 being "very effective" and 1 being "not effective", please rate the effectiveness for each of the following questions. Please enter "NA" if the question is not applicable. Town Web site	15	15		N/A
			1 (Not Effective)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		2	13.33 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		5	33.33 %	
			8		3	20.00 %	
			9 (Very Effective)		5	33.33 %	
			N/A		0	0.00 %	
			33.33%	3% — 13.33%			

Question: Town news releases, PSA's, media advisories

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
22	Choose One	Public	Town news releases, PSA's, media advisories	15	15		N/A
			1 (Not Effective)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		1	6.67 %	
			6		0	0.00 %	
			7		2	13.33 %	
			8		5	33.33 %	
			9 (Very Effective)		6	40.00 %	
			N/A		1	6.67 %	
			40%				



Question: Town staff
Type: Choose One

Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
Choose One	Public	Town staff	15	15		N/A
		1 (Not Effective)		0	0.00 %	
		2		0	0.00 %	
		3		0	0.00 %	
		4		0	0.00 %	
		5		0	0.00 %	
		6		1		
		7		1		
		N/A		2	13.33 %	
		60%	— 13.33% — 6.67% - 6.67%			
	Choose	Choose Public	Choose One Public Town staff 1 (Not Effective) 2 3 4 5 6 7 8 9 (Very Effective) N/A	Type Publish Question Submissions Choose One Public Town staff 15 1 (Not Effective) 2 3 4 5 6 7 8 9 (Very Effective) N/A	Type Publish Question Submissions Answered Choose One Public Town staff 15 1 (Not Effective) 0 2 0 3 0 4 0 5 0 6 1 7 1 8 2 9 (Very Effective) 9 N/A 2	Type Publish Question Submissions Answered Percentage Choose One Public Town staff 15 15 0 0.00 % 0.00 % 0 0.00 % 0.00 % 0 0.00 % 0.00 % 0 0.00 % 0.00 % 0 0.00 % 0.00 % 0 0.00 %

Question: Town elected officials

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
24	Choose One	Public	Town elected officials	15	15		N/A
			1 (Not Effective)		0	0.00 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		2	13.33 %	
			6		1	6.67 %	
			7		2	13.33 %	
			8		2	13.33 %	
			9 (Very Effective)		4	26.67 %	
			N/A		4	26.67 %	
			13.33%	5.67% 13.33% %			

Question: Town utility bill inserts - BUD

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
25	Choose One	Public	Town utility bill inserts - BUD	15	15		N/A
			1 (Not Effective)		0	0.00 %	
			2		1	6.67 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		0	0.00 %	
			8		0	0.00 %	
			9 (Very Effective)		1	6.67 %	
			N/A		13	86.67 %	
			86.67%	6.67° 7 6.67%	%		

Question: Town newspaper advertising – Cary Connections

Type: Choose One

Sequence	Type	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
26	Choose One	Public	Town newspaper advertising – Cary Connections	14	14		N/A
			1 (Not Effective)		0	0.00 %	
			2		0	0.00 %	
			3		1	7.14 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		0	0.00 %	
			8		0	0.00 %	
			9 (Very Effective)		1	7.14 %	
			N/A		12	85.71 %	
			85.71%	7.14% 7.14%	%		

Question: Town cable access channel programming - Cary TV

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
27	Choose One	Public	Town cable access channel programming – Cary TV	15	15		N/A
			1 (Not Effective)		1	6.67 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		0	0.00 %	
			8		0	0.00 %	
			9 (Very Effective)		2	13.33 %	
			N/A		12	80.00 %	
			80%	6.679 7 —13.33%	%		

Question: For the following, On a scale of 1 to 9, with 9 being "frequently use" and 1 being "rarely use", please rate your use (frequency of use) for each of the following questions. Please enter "NA" if the question is not applicable.

Town Web site
Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
28	Choose One	Public	For the following, On a scale of 1 to 9, with 9 being "frequently use" and 1 being "rarely use", please rate your use (frequency of use) for each of the following questions. Please enter "NA" if the question is not applicable.	15	15		N/A
			Town Web site				
			1 (Rarely Use)		2	13.33 %	
			2		2	13.33 %	
			3		1	6.67 %	
			4		0	0.00 %	
			5		1	6.67 %	
			6		3	20.00 %	
			7		1	6.67 %	
			8		0	0.00 %	
			9 (Frequently Use)		3	20.00 %	
			N/A		2	13.33 %	
			6.67% 20% 6.67% 13.33%	- 13.33% - 13.33%			

Question: Town news releases, PSA's, media advisories

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
29	Choose One	Public	Town news releases, PSA's, media advisories	15	15		N/A
			1 (Rarely Use)		2	13.33 %	
			2		1	6.67 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		2	13.33 %	
			7		1	6.67 %	
			8		2	13.33 %	
			9 (Frequently Use)		6	40.00 %	
			N/A		1	6.67 %	
			40%				
			13.33%	-6.67% 13.33%			

Question: Town staff
Type: Choose One

Project: Town of Cary Media Contact Survey

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
30	Choose One	Public	Town staff	15	15		N/A
			1 (Rarely Use)		1	6.67 %	
			2		1	6.67 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		2	13.33 %	
			6		3	20.00 %	
			7		3	20.00 %	
			8		2	13.33 %	
			9 (Frequently Use)		3	20.00 %	
			N/A		0	0.00 %	
			20%	0% -6.67%			

-6.67%

—13.33%

Question: Town elected officials

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
31	Choose One	Public	Town elected officials	15	15		N/A
			1 (Rarely Use)		2	13.33 %	
			2		0	0.00 %	
			3		0	0.00 %	
			4		2	13.33 %	
			5		2	13.33 %	
			6		5	33.33 %	
			7		0	0.00 %	
			8		3	20.00 %	
			9 (Frequently Use)		0	0.00 %	
			N/A		1	6.67 %	
			33.33%	—6.67% —13.33%			

Question: Town utility bill inserts - BUD

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
32	Choose One	Public	Town utility bill inserts - BUD	15	15		N/A
			1 (Rarely Use)		5	33.33 %	
			2		2	13.33 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		1	6.67 %	
			6		0	0.00 %	
			7		0	0.00 %	
			8		0	0.00 %	
			9 (Frequently Use)		0	0.00 %	
			N/A		7	46.67 %	
			6.67%	3%			

Question: Town newspaper advertising – Cary Connections

Type: Choose One

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
33	Choose One	Public	Town newspaper advertising – Cary Connections	15	15		N/A
			1 (Rarely Use)		7	46.67 %	
			2		1	6.67 %	
			3		0	0.00 %	
			4		0	0.00 %	
			5		1	6.67 %	
			6		0	0.00 %	
			7		0	0.00 %	
			8		0	0.00 %	
			9 (Frequently Use)		0	0.00 %	
			N/A		6	40.00 %	
			6.67%				

Question: Town cable access channel programming – Cary TV

Type: Choose One

Project: Town of Cary Media Contact Survey

Sequence	Туре	Publish	Question	Total Submissions	Total Answered	Percentage	Comments Submitted
34	Choose One	Public	Town cable access channel programming – Cary TV	15	15		N/A
			1 (Rarely Use)		7	46.67 %	
			2		0	0.00 %	
			3		1	6.67 %	
			4		0	0.00 %	
			5		0	0.00 %	
			6		0	0.00 %	
			7		1	6.67 %	
			8		0	0.00 %	
			9 (Frequently Use)		0	0.00 %	
			N/A		6	40.00 %	
			6.67%				

Question: Please provide any additional comments, concerns, or suggestions about how we are meeting your public information needs.

46.67%

Type: Free Text

Sequence	Question/Response	Respondent	Zip Code	Category	Date Received
35	Please provide any additional comments, concerns, or suggestions about how we are meeting your public information needs.				
	Captain Mike Williams and Susan Moran are always very helpful.				3/24/2010 1:40:45 PM
	Cary is possibly the greatest town I've ever had to deal with as a media representive. I worked with Susan Moran when she was in Pitt County and I was thrilled to see was at the helm here. I wish every town/city could take note of Cary's policies. I love covering stories there. Even when you can't disclose much information, you at least tell us that. Most cities just brush us off and tell us to go away. Your town gets the game. Keep up the good work. I always look forward to covering news in Caryand I always hope it's good news for all involved.	David McCorkle			3/30/2010 4:29:48 PM
	Deal with Cary only once every few years, but those times have been good. Staff/elected officials responded quickly enough for my needs over the years and were helpful.	Paul Woolverton			3/30/2010 5:43:40 PM