

**Generally speaking, what is your main source of information about City of Chesapeake services, programs, and activities?**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>
The newspaper*	n/a	56.6%	54.3%	n/a	n/a
The main newspaper		n/a	n/a	32.4%	31.2%
<i>The Clipper</i>		n/a	n/a	23.0%	15.6%
Television (not the City's Ch. 48)		11.6%	14.6%	16.8%	11.0%
Word of mouth/friends/relatives		8.0%	6.8%	6.4%	9.0%
City publications, incl. brochures and flyers		6.8%	4.3%	4.8%	4.7%
The City's cable TV station, WCTV, Ch. 48		4.2%	9.3%	6.4%	8.3%
Calling or going to a City office		4.2%	3.7%	4.4%	1.0%
Radio		1.9%	0.9%	1.2%	0.0%
The Internet		1.0%	1.2%	0.8%	1.3%
The City's Web site		0.0%	1.2%	2.2%	14.6%
Other		<u>5.8%</u>	<u>3.4%</u>	<u>1.6%</u>	<u>3.3%</u>
		100.0%	100.0%	100.0%	100.0%
		(n=311)	(n=322)	(n=500)	(n=301)

\*In 2001, the “newspaper” category was separated into “the main newspaper” and “*The Clipper*.”

**Do you currently subscribe to Cox Cable TV?**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>
Yes	78.7%	77.8%	78.6%	78.0%	74.4%
No	<u>21.3%</u>	<u>22.2%</u>	<u>21.4%</u>	<u>22.0%</u>	<u>25.6%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)

**In the past 12 months, have you watched any programs on Chesapeake's WCTV, which is Channel 48?**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>
Yes	57.0%	48.9%	48.8%	42.2%	44.2%
No	21.7%	28.9%	29.8%	35.8%	30.2%
Do not have cable	<u>21.3%</u>	<u>22.2%</u>	<u>21.4%</u>	<u>22.0%</u>	<u>25.6%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)

**(CABLE SUBSCRIBERS ONLY) In the past 12 months, have you watched any programs on Chesapeake's WCTV, which is Channel 48?**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>
Yes	72.5%	62.8%	62.1%	54.1%	59.4%
No	<u>27.5%</u>	<u>37.2%</u>	<u>37.9%</u>	<u>45.9%</u>	<u>40.6%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=236)	(n=242)	(n=253)	(n=390)	(n=224)

**VIEWERS OF WCTV-CHANNEL 48 PROGRAMS**

**In the past 12 months, have you watched at least part of (fill in) on the City's cable TV station?**

**ALL CITIZENS**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>
A Chesapeake City Council meeting	51.0%	43.7%	42.9%	36.6%	38.2%
A high school sports pgm.	41.0%	28.3%	25.5%	21.8%	24.3%
A WCTV news show about Chesapeake	36.7%	29.6%	32.3%	30.0%	24.9%
Sounding Board	19.0%	21.2%	18.0%	14.4%	16.6%
The WCTV coverage of special events	n/a	n/a	37.9%	n/a	33.6%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)

**CABLE SUBSCRIBERS**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>
A Chesapeake City Council meeting	64.8%	56.2%	54.5%	46.9%	51.3%
A high school sports pgm.	52.1%	36.4%	32.4%	27.9%	32.6%
A WCTV news show about Chesapeake	46.6%	38.0%	41.1%	38.5%	33.5%
Sounding Board	24.2%	27.3%	22.9%	18.5%	22.3%
The WCTV coverage of special events	n/a	n/a	48.2%	n/a	45.1%
	(n=236)	(n=242)	(n=253)	(n=390)	(n=224)

NOTE: Percentages are of those who said "Yes."

**When you describe Chesapeake to someone who has NEVER been here, do you say mostly good things, say some good and some bad things, or say mostly bad things?**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>
Mostly good things	69.0%	69.5%	n/a	n/a	60.8%
Some good and some bad things	26.7%	30.2%			37.9%
Mostly bad things	<u>4.3%</u>	<u>0.3%</u>			<u>1.3%</u>
	100.0%	100.0%			100.0%
	(n=300)	(n=311)			(n=301)