

INFORMATION SOURCES

The survey examined the respondent’s usage of 21 information sources that Cary employs to communicate with its citizens. A 9-point scale was used that ranged from never use (1) to frequently use (9). Table 39 indicates the most frequently used information sources this year (in order) were word-of-mouth (6.34), Cary’s website (5.51), BUD (4.95), television (3.71), Facebook (3.48), the Cary Citizen website (3.22), Raleigh News & Observer (3.14) and Parks and Recreation brochure (3.03). These were the only information sources with a mean above 3.00.

The lesser used information sources with means between 2.00 and 3.00 were Nextdoor (2.92), radio (2.75), Cary email list services (2.67) and homeowners’ association (2.43). The least used sources of those examined were Snapchat (1.31), Block Leader Program (1.37) and LinkedIn (1.45).

There were changes within the usage of the top ten information sources from 2016 (Table 40). While the top information source remained word-of-mouth, Cary’s website moved from 3rd to 2nd this year as BUD fell (2nd to 3rd). Information sources moving up more than one place in the ratings were Facebook (9th to 5th), Parks and Recreation Brochure (11th to 8th), Nextdoor (16th to 9th), Twitter (17th to 15th), Independent Weekly (18th to 16th) and Instagram (20th to 17th). The sources falling more than two places were radio (8th to 10th), Cary TV Channel 11 (12th to 14th), LinkedIn (14th to 19th) and Block Leader Program (15th to 20th). The trend continues that traditional media sources of television, radio and newspaper continue to show a decline while social and online media gain importance.

Of the new information sources included this year, Triangle Business Journal ranked the highest at 13th, while Snapchat finished last or 21st. Tables 40-49 show all the information sources’ usage in previous years. See Appendix B for selected information sources crosstabulations (B299-B305).

Table 39. Most Used Information Sources in 2018 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Word-of-Mouth	6.34	63.0
Cary’s Website	5.51	52.9
BUD	4.95	49.5
Television	3.71	27.3
Facebook	3.48	27.4
Cary Citizen Website	3.22	25.4
Raleigh News & Observer	3.14	22.5
Parks & Rec. Brochure	3.03	19.8
Nextdoor	2.92	24.9
Radio	2.75	12.2
Cary Email List Services	2.67	17.9
Homeowners’ Association	2.43	12.8
Triangle Business Journal	1.84	5.1
Cary TV Channel 11	1.79	8.3
Twitter	1.72	9.2
Independent Weekly	1.67	2.6
Instagram	1.61	5.6
YouTube	1.60	5.3
LinkedIn	1.45	2.6
Block Leader Program	1.37	1.8
Snapchat	1.31	2.6

Table 40. Most Used Information Sources in 2016 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Word-of-Mouth	6.63	68.7
BUD	5.30	54.9
Cary's Website	5.27	51.4
Cary News	4.54	41.3
Television	4.18	33.6
Raleigh News & Observer	3.94	34.1
Cary Citizen Website	3.54	30.1
Radio	3.10	21.0
Facebook	2.93	19.5
Cary Email List Services	2.67	17.2
Parks & Rec. Brochure	2.42	12.4
Cary TV Channel 11	2.34	12.5
Homeowners' Association	2.28	9.9
LinkedIn	1.87	8.4
Block Leader Program	1.80	5.8
Nextdoor	1.80	8.6
Twitter	1.74	6.1
Independent Weekly	1.66	4.6
YouTube	1.59	4.6
Instagram	1.57	5.6

Table 41. Most Used Information Sources in 2014 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Word-of-Mouth	6.14	59.8
Cary News	5.58	58.2
Television	5.08	47.4
BUD	4.78	46.3
Raleigh News & Observer	4.70	44.5
Cary's Website	4.03	31.8
Radio	3.40	22.9
Parks & Rec. Brochure	3.07	21.1
Cary Citizen Website	2.40	13.8
Cary TV Channel 11	2.32	12.6
Homeowners' Association	2.31	10.6
Facebook	2.24	13.6
Cary Email List Services	2.10	11.9
Independent Weekly	1.95	6.6
Block Leader Program	1.71	5.3
YouTube	1.58	6.3
Twitter	1.42	4.3

Table 42. Most Used Information Sources in 2012 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Cary News	5.97	61.3
Word-of-Mouth	5.67	51.5
BUD	5.59	57.2
Television	5.43	48.2
Raleigh News & Observer	5.03	48.7
Cary's Website	5.02	46.9
Radio	3.69	21.5
Parks & Rec. Brochure	3.38	21.7
Cary Email List Services	2.90	19.3
Cary TV Channel 11	2.46	11.3
Cary Citizen Website	2.44	15.0
Homeowners' Association	2.40	13.2
Independent Weekly	1.77	4.9
Block Leader Program	1.49	3.4
Twitter	1.45	4.1

Table 43. Most Used Information Sources in 2010 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Cary News	5.62	57.6
Word-of-Mouth	5.57	54.8
Raleigh News & Observer	5.54	55.0
BUD	5.47	56.4
Television	5.23	51.4
Cary's Website	4.56	40.9
Radio	3.28	17.3
Parks & Rec. Brochure	3.12	23.4
Cary TV Channel 11	3.12	19.9
Cary Email List Services	2.68	18.6
Homeowners' Association	1.88	7.1
Independent Weekly	1.84	6.0
Block Leader Program	1.37	2.4

Table 44. Most Used Information Sources in 2008 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Raleigh News & Observer	6.41	67.1
Television	5.89	59.7
Word-Of-Mouth	5.63	53.6
Cary News	5.33	50.9
BUD	5.02	45.7
Radio	4.09	31.6
Cary's Website	3.96	30.2
Parks & Rec. Brochure	3.17	21.4
Cary TV Channel 11	2.67	12.1
Internet Email with Cary	2.40	14.7
Blogs/Msg. Boards/ Social Media	1.89	5.1
Independent Weekly	1.87	5.1
24-Hr. Phone Service	1.46	2.1
Block Leader Program	1.37	2.5

Table 45. Most Used Information Sources in 2006 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Raleigh News & Observer	6.10	59.3
Television	5.78	58.6
Cary News	5.40	49.5
Word-of-Mouth	5.27	47.7
BUD	5.19	51.4
Radio	4.53	38.2
Cary's Website	4.07	31.9
Parks & Rec. Brochure	3.75	31.2
Direct Mail	3.70	30.4
Cary TV Channel 11	3.06	17.1
Internet Email with Cary	2.73	17.9
Independent Weekly	2.72	17.7
CaryNow.com	2.55	16.3
24-Hr. Phone Service	1.79	6.2
Block Leader Program	1.55	5.5

Table 46. Most Used Information Sources in 2004 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Raleigh News & Observer	6.54	66.8
Television	6.49	64.0
Word-Of-Mouth	5.67	55.8
Radio	5.15	44.3
BUD	5.07	48.3
Cary News	4.64	41.9
Parks & Rec. Brochure	3.62	27.5
Internet Email with Cary	3.53	29.1
Cary's Website	3.52	27.9
Cary TV Channel 11	3.37	24.3
Direct Mail	3.19	20.6
24-Hr. Phone Service	1.93	7.5
Block Leader Program	1.59	4.5

Table 47. Most Used Information Sources in 2002 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Raleigh News & Observer	6.47	65.2
Television	6.03	58.6
Word-of-Mouth	5.29	47.2
BUD	5.08	47.6
Radio	4.96	43.4
Cary News	4.56	39.9
Direct Mail	3.87	27.3
Parks & Rec. Brochure	3.78	29.1
Internet Email with Cary	3.06	21.4
Cary TV Channel 11	2.96	15.4
Cary's Website	2.98	17.7
24-Hr. Phone Service	1.94	8.4
Block Leader Program	1.59	5.4

Table 48. Most Used Information Sources in 2000 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Raleigh News & Observer	6.87	71.4
Television	6.59	69.0
Water and Sewer Bills	5.73	55.6
Word-of-Mouth	5.54	48.4
Radio	5.36	49.4
Cary News	4.78	43.9
Direct Mail	4.64	40.6
Internet Email with Cary	2.78	20.8
Cary TV Channel 11	2.73	15.4
Cary's Website	2.30	11.9
24-Hr. Phone Service	1.91	8.5
Block Leader Program	1.66	5.8

Table 49. Most Used Information Sources in 1998 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Raleigh News & Observer	6.70	70.1
Television	6.16	62.9
Word-of-Mouth	5.33	41.5
Cary News	5.15	48.1
Water and Sewer Bills	5.06	48.6
Radio	4.92	43.5
Direct Mail	4.08	32.7
Internet Email with Cary	2.06	10.4
24-Hr. Phone Service	1.99	8.4
Cary TV Channel 11	1.92	6.4
Block Leader Program	1.59	5.3
Cary's Website	1.58	4.9

The survey also examined the respondent’s potential usage of four social media sources to communicate with citizens (Table 50). The new social media sources examined included podcasts, Pinterest, Reddit and SpokeHub. It would appear that podcasts (1.98) and Pinterest (1.86) have the most potential as an information source. However, the percentages on the above 5 side of the scale are low for all these social media sources. The highest was for Pinterest at 9.2% and podcasts at 6.1%. There would be more limited use of Reddit and SpokeHub. Tables 51-54 show the new media sources examined from previous years. See Appendix B for selected social media sources crosstabulations (B306-B312).

Table 50. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2018 (In Order of Usage)

INFO SOURCES	MEAN	% ABOVE 5
Podcasts	1.98	6.1
Pinterest	1.86	9.2
Reddit	1.60	3.7
SpokeHub	1.39	1.3

Table 51. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2016 (In Order of Usage)

INFO SOURCES	MEAN	% ABOVE 5
Pinterest	2.12	12.2
Snapchat	1.90	9.6
Reddit	1.68	5.6
Tumblr	1.63	6.5

Table 52. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2014 (In Order of Usage)

INFO SOURCES	MEAN	% ABOVE 5
Google Plus	2.31	14.2
Instagram	1.92	9.3
Tumblr	1.42	3.3
Nextdoor	1.41	3.4

Table 53. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2012 (In Order of Usage)

INFO SOURCES	MEAN	% ABOVE 5
Facebook	3.19	23.7
YouTube	2.06	10.5
Google Plus	1.78	8.7
LinkedIn	1.46	4.3
Flickr	1.32	2.9
Ustream	1.25	2.9

Table 54. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2010 (In Order of Usage)

INFO SOURCES	MEAN	% ABOVE 5
Facebook	2.54	16.6
YouTube	1.78	6.1
Twitter	1.69	8.1
LinkedIn	1.54	4.9
MySpace	1.48	4.4
Flickr	1.39	2.8