



INFORMATION SOURCES

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The survey examined the respondent’s usage of 23 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 42 indicates the most frequently used information sources this year (in order) were word-of-mouth (6.11), Cary’s website (4.83), BUD (4.42), television (3.78), Facebook (3.53), and Nextdoor (3.32). These were the only information sources with a mean above 3.00.

The somewhat lesser used information sources with means between 2.00 and 3.00 were Raleigh News & Observer (2.80), radio (2.60), Cary Citizen website (2.56), Parks & Recreation Brochure (2.53), and Cary email list services (2.36). The least used sources of those examined were Snapchat (1.24), LinkedIn (1.24), Block Leader Program (1.26), and 311 (1.33).

The top five information sources were unchanged compared to 2018. The biggest changes among the top ten was the increase for Nextdoor (9th to 6th) and radio (10th to 8th), while there was a decrease for Cary Citizen website(6th to 9th) and Parks & Recreation Brochure (8th to 10th). The larger changes among the other information sources outside the top ten was the increase for Instagram (17th to 15th) and the decline for Cary TV Channel 11 (14th to 18th) and LinkedIn (19th to 22nd).Tables 43-53 show the most used information sources from 1998-2018.

There were two new information sources examined this year. WAZE rated relatively high tied at 12th position, while 311 was rated 20th overall. However, 311 was only made available approximately two weeks before the surveying started which limited its impact. See Appendix B for selected information sources crosstabulations (B298-B306).

Table 42. Most Used Information Sources in 2020 (In Order of Usage)

INFO SOURCE	MEAN	% ABOVE 5
Word-of-Mouth	6.11	56.8
Cary’s Website	4.83	40.4
BUD	4.42	39.4
Television	3.78	25.6
Facebook	3.53	28.2
Nextdoor	3.32	26.5
Raleigh News & Observer	2.80	17.1
Radio	2.60	11.8
Cary Citizen Website	2.56	16.8
Parks & Rec. Brochure	2.53	16.1
Cary Email List Services	2.36	14.3
Homeowners’ Association	1.84	6.8
WAZE	1.84	9.6
Triangle Business Journal	1.83	5.1
Instagram	1.70	5.9
Twitter	1.68	4.6
Independent Weekly	1.48	2.9
Cary TV Channel 11	1.47	3.7
YouTube	1.40	1.8
311	1.33	1.4
Block Leader Program	1.26	1.4
LinkedIn	1.24	0.3
Snapchat	1.24	1.8

Table 43. 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 44. 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 45. 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 46. 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 47. 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' Associations	1.88	7.1
Independent Weekly	1.84	6.0
Block Leader Program	1.37	2.4

Table 48. 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 49. 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 50. 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	41.8
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 51. 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 52. 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 53. 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

CARY'S EFFORTS AT MAKING INFORMATION AVAILABLE AND PARTICIPATE IN DECISIONS

A set of two questions examined information dissemination and opportunities for involvement in decision making. The respondents were first asked about Cary making information available to citizens about Town services, projects, issues, and programs using a 9-point rating scale ranging from very dissatisfied (1) to very satisfied (9). Table 54 indicates the respondents felt very satisfied about the matters that affect them. The mean was 7.69 with 91.2% on the "satisfied" side of the scale (above 5) versus only 2.3% on the "dissatisfied" side (Figure 10). The mean has increased from 7.49 and this increase was statistically significant. This also represents the highest mean earned by the Town. The respondent's comments when deciding on their rating are shown in Appendix J. There were 14 total comments with 5 comments focused on not seeing information disseminated and 5 comments of not knowing where to find the information.

Figure 10. Cary Making Information Available

