

INFORMATION SOURCES





THE SURVEY EXAMINED THE RESPONDENT’S USAGE OF 24 INFORMATION SOURCES THAT CARY EMPLOYS TO COMMUNICATE WITH ITS CITIZENS. A 9-POINT RATING SCALE WAS USED THAT RANGED FROM NEVER USE (1) TO FREQUENTLY USE (9).

Table 43 indicates the most frequently used information sources this year (in order) were **word-of-mouth** (5.73), **Cary’s website** (5.23), **television** (3.68), **BUD** (3.46), **Facebook** (3.35), **Cary email subscriptions** (3.24), **Nextdoor** (3.04), and **Cary Magazine** (3.01). 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 **radio** (2.48), **Parks, Recreation, and Cultural Resources Brochure** (2.41), **Raleigh News & Observer** (2.40), **Homeowners’ Association** (2.38), **Cary Citizen website** (2.27), and **Text/SMS** (2.26). The least used sources of those examined this year were **311** (1.16), **WAZE** (1.35), **YouTube** (1.46), and **Linkedin** (1.46).

There was only one change in the top five information sources in that **television** moved from 4th to 3rd swapping places with **BUD**. The only other increase (two spots or more) was for **Cary email subscriptions** (11th to 6th). There were three information sources rated for the first time showing varying levels of effectiveness including **Cary Magazine** (8th), **text/SMS** (14th), and **smart devices** (20th).

The larger decreases (two spots or more) among the information sources were for **Raleigh News & Observer** (7th to 11th), **Cary Citizen website** (9th to 13th), **Instagram** (15th to 18th), and **311** (20th to 24th). Falling exactly two spots were **Independent Weekly** (17th to 19th) and **YouTube** (19th to 21st). Finally, there was a very large decrease for **WAZE** (12th to 23rd) as an information source. Tables (44–55 show the most used information sources from 2020 back to 1998. See Appendix B for selected information sources cross tabulations (B397–B405).

INFORMATION SOURCES

Table 43. Most Used Information Sources in 2022 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Word-of-Mouth	5.73	11.6	3.6	6.2	5.9	14.7	7.8	23.3	13.4	13.4	57.9
Cary's website	5.23	20.4	3.8	9.7	4.1	9.2	10.7	14.0	11.7	16.3	52.7
Television	3.68	41.9	9.1	6.9	4.3	7.1	6.1	8.9	5.6	10.2	30.8
BUD	3.46	52.1	4.4	6.0	2.6	5.4	3.6	8.0	9.3	8.5	29.4
Facebook	3.35	56.0	2.6	3.6	2.8	6.6	4.9	7.4	7.2	9.0	28.5
Cary email subscriptions	3.24	57.1	4.1	3.1	2.3	6.9	3.6	8.7	5.4	8.9	26.6
Nextdoor	3.04	59.2	2.6	4.1	4.6	7.2	4.1	4.4	6.7	7.2	22.4
Cary Magazine	3.01	49.2	8.2	6.7	8.5	9.0	4.4	6.2	3.4	4.4	18.4
Radio	2.48	60.9	8.7	5.4	4.1	7.2	3.3	5.6	2.0	2.8	13.7
Parks & Rec. Brochure	2.41	69.3	4.1	4.3	2.3	3.3	2.3	6.9	4.3	3.1	16.6
Raleigh News & Observer	2.40	66.8	4.3	5.1	3.0	7.6	3.3	4.6	0.8	4.6	13.3
Homeowners' Association	2.38	71.2	3.6	2.8	3.3	2.8	2.3	5.7	4.1	4.1	16.2
Cary Citizen website	2.27	73.8	1.8	3.6	2.1	3.6	3.3	5.1	3.6	3.1	15.1
Text/SMS	2.26	72.6	3.8	2.8	3.1	3.8	2.8	3.6	3.3	4.1	13.8
Triangle Business Journal	1.99	72.8	6.4	6.2	2.1	3.1	2.1	2.6	2.8	2.1	9.6
Twitter	1.87	81.6	2.6	1.0	2.0	2.6	2.6	3.1	2.0	2.6	10.3
Cary TV Channel 11	1.71	82.6	3.3	1.5	2.8	2.0	1.8	3.1	1.8	1.0	7.7
Instagram	1.70	86.2	1.8	1.3	0.8	1.3	0.8	2.8	3.3	1.8	8.7
Independent Weekly	1.67	78.5	6.1	4.3	2.3	3.8	1.3	1.8	1.5	0.3	4.9
Smart devices	1.50	87.9	1.0	2.3	1.5	3.1	0.8	1.3	1.0	1.0	4.1
LinkedIn	1.46	88.9	1.8	2.1	1.0	1.0	1.0	1.5	2.1	0.5	5.1
YouTube	1.46	88.2	1.3	2.8	1.8	1.8	1.3	0.8	1.3	0.8	4.2
WAZE	1.35	90.5	2.6	1.0	1.5	0.8	1.3	0.5	0.8	1.0	3.6
311	1.16	94.9	2.1	1.0	0.5	0.3	0.3	0.0	0.5	0.5	1.3

INFORMATION SOURCES

Table 44. Most Used Information Sources in 2020 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Word-of-Mouth	6.11	4.0	1.5	6.3	5.5	25.9	11.8	14.8	12.1	18.1	56.8
Cary's website	4.83	20.9	4.8	9.3	9.3	15.3	6.8	11.8	9.5	12.3	40.4
BUD	4.42	35.4	3.0	6.1	3.8	12.4	5.8	11.1	9.1	13.4	39.4
Television	3.78	31.8	8.0	14.0	9.0	11.8	5.8	6.5	6.0	7.3	25.6
Facebook	3.53	48.9	3.8	5.5	3.8	9.8	8.6	7.8	4.5	7.3	28.2
Nextdoor	3.32	52.9	3.3	4.5	3.8	9.1	5.5	7.6	7.6	5.8	26.5
Raleigh News & Observer	2.80	60.2	3.5	3.8	5.5	9.8	3.8	4.8	3.0	5.5	17.1
Radio	2.60	49.1	13.1	12.1	7.8	6.0	2.5	4.5	2.8	2.0	11.8
Cary Citizen Website	2.56	65.2	3.3	4.5	3.8	6.3	4.0	5.5	4.3	3.0	16.8
Parks & Rec. Brochure	2.53	67.0	3.0	4.0	2.3	7.6	3.5	5.3	3.0	4.3	16.1
Cary Email List Services	2.36	70.1	3.8	5.3	2.5	4.0	2.3	3.5	3.0	5.5	14.3
Homeowners' Association	1.84	76.6	6.3	3.6	2.3	4.3	1.3	1.5	1.5	2.5	6.8
WAZE	1.84	81.1	2.8	2.3	1.5	2.8	3.0	2.3	1.5	2.8	9.6
Triangle Business Journal	1.83	73.5	4.8	8.1	3.8	4.8	2.0	1.0	0.8	1.3	5.1
Instagram	1.70	81.2	3.5	2.8	2.0	4.8	1.8	1.8	1.5	0.8	5.9
Twitter	1.68	79.7	4.1	3.5	3.0	5.1	1.5	1.8	0.8	0.5	4.6
Independent Weekly	1.48	84.4	3.3	3.5	4.3	1.8	0.0	2.3	0.3	0.3	2.9
Cary TV Channel 11	1.47	85.3	3.3	5.3	1.3	1.3	0.8	0.8	0.8	1.3	3.7
YouTube	1.40	83.6	5.8	4.8	2.3	1.8	0.5	0.5	0.5	0.3	1.8
311	1.33	88.4	2.3	3.0	3.0	2.0	0.8	0.3	0.3	0.0	1.4
Block Leader Program	1.26	91.2	1.5	2.8	1.8	1.5	0.3	0.8	0.3	0.0	1.4
LinkedIn	1.24	88.9	4.0	3.5	1.3	2.0	0.0	0.3	0.0	0.0	0.3
Snapchat	1.24	91.7	2.5	2.3	1.0	0.8	0.5	1.0	0.0	0.3	1.8

INFORMATION SOURCES

Table 45. Most Used Information Sources in 2018 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Word-of-Mouth	6.34	2.5	4.1	5.3	6.6	18.5	9.1	18.8	13.5	21.6	63.0
Cary's website	5.51	13.9	7.8	8.8	6.1	10.6	7.6	10.9	12.9	21.5	52.9
BUD	4.95	29.5	2.8	5.9	2.8	9.4	7.6	14.2	11.2	16.5	49.5
Television	3.71	36.9	9.8	10.1	6.3	9.6	7.1	4.8	4.0	11.4	27.3
Facebook	3.48	54.6	2.0	3.6	2.8	9.6	4.1	4.3	6.6	12.4	27.4
Cary Citizen website	3.22	55.8	5.1	5.3	2.0	6.3	4.1	5.3	5.8	10.2	25.4
Raleigh News & Observer	3.14	54.8	5.6	4.3	3.3	9.6	3.5	7.6	2.8	8.6	22.5
Parks & Rec. Brochure	3.03	52.3	7.4	6.3	4.6	9.6	4.8	4.6	3.8	6.6	19.8
Nextdoor	2.92	65.2	2.0	2.8	1.5	3.6	3.3	8.1	6.9	6.6	24.9
Radio	2.75	45.3	14.2	13.2	7.1	8.1	3.5	2.3	1.3	5.1	12.2
Cary email list services	2.67	64.6	5.1	5.1	2.8	4.6	2.3	4.1	2.3	9.2	17.9
Homeowners' Association	2.43	65.4	4.8	7.1	2.8	7.1	1.3	4.1	3.1	4.3	12.8
Triangle Business Journal	1.84	78.6	0.8	4.8	2.8	7.9	0.8	1.5	1.8	1.0	5.1
Cary TV Channel 11	1.79	81.7	3.0	2.5	1.0	3.3	2.0	2.5	1.5	2.3	8.3
Twitter	1.72	85.7	1.8	1.5	0.3	1.5	2.6	1.8	2.0	2.8	9.2
Independent Weekly	1.67	77.4	5.8	5.6	2.5	6.1	0.3	1.0	0.0	1.3	2.6
Instagram	1.61	86.3	1.5	1.3	1.5	3.8	1.0	1.3	2.3	1.0	5.6
YouTube	1.60	86.5	0.8	2.5	0.8	4.1	1.3	0.5	2.5	1.0	5.3
LinkedIn	1.45	87.8	1.0	3.6	1.3	3.8	0.5	0.3	0.8	1.0	2.6
Block Leader Program	1.37	89.8	0.8	2.0	1.5	4.1	1.0	0.0	0.3	0.5	1.8
Snapchat	1.31	92.4	0.5	1.8	0.5	2.3	0.8	0.5	1.3	0.0	2.6

INFORMATION SOURCES

Table 46. Most Used Information Sources in 2016 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Word-of-Mouth	6.63	2.3	2.3	4.3	5.6	17.0	12.2	17.7	9.9	28.9	68.7
BUD	5.30	29.6	3.3	3.8	3.0	5.5	6.0	12.3	8.8	27.8	54.9
Cary's website	5.27	25.6	5.0	5.5	5.5	7.0	5.3	9.8	9.0	27.3	51.4
Cary News	4.54	38.3	1.8	4.5	4.5	9.5	3.8	9.5	8.5	19.5	41.3
Television	4.18	33.9	8.3	9.3	5.0	9.8	3.8	8.0	5.0	16.8	33.6
Raleigh News & Observer	3.94	49.2	2.0	3.3	2.3	9.0	2.0	8.0	9.3	14.8	34.1
Cary Citizen website	3.54	55.0	2.6	4.3	1.8	6.1	4.6	5.6	3.8	16.1	30.1
Radio	3.10	48.4	14.9	4.6	3.5	7.6	3.3	5.1	3.5	9.1	21.0
Facebook	2.93	60.8	2.0	3.5	3.0	11.1	4.5	5.5	2.0	7.5	19.5
Cary email list services	2.67	71.6	0.8	1.8	1.5	7.1	0.3	2.5	2.0	12.4	17.2
Parks & Rec. Brochure	2.42	66.1	5.0	4.3	3.0	9.3	1.8	4.3	3.0	3.3	12.4
Cary TV Channel 11	2.34	67.4	8.7	4.9	2.6	3.8	1.8	1.0	1.0	8.7	12.5
Homeowners' Association	2.28	66.9	4.5	4.8	3.8	10.1	3.0	3.3	1.3	2.3	9.9
LinkedIn	1.87	83.8	0.8	1.0	0.0	6.1	1.3	1.0	1.0	5.1	8.4
Block Leader Program	1.80	81.3	2.8	1.0	0.8	8.3	1.0	1.5	0.5	2.8	5.8
Nextdoor	1.80	84.9	0.5	1.3	0.0	4.8	2.3	1.8	0.5	4.0	8.6
Twitter	1.74	83.5	1.8	1.3	0.8	6.6	2.0	1.0	0.3	2.8	6.1
Independent Weekly	1.66	79.8	4.8	4.8	1.3	4.8	1.8	1.0	0.8	1.0	4.6
YouTube	1.59	85.9	0.8	3.5	0.5	4.8	1.0	1.3	0.0	2.3	4.6
Instagram	1.57	88.4	0.8	0.5	0.3	4.5	1.8	1.3	0.0	2.5	5.6

INFORMATION SOURCES

Table 47. Most Used Information Sources in 2014 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Word-of-Mouth	6.14	5.5	1.3	6.5	10.6	16.4	10.1	15.9	13.6	20.2	59.8
Cary News	5.58	27.8	3.0	3.0	2.0	6.0	5.3	10.5	9.8	32.6	58.2
Television	5.08	17.5	13.3	8.5	3.5	9.8	6.3	12.0	8.5	20.6	47.4
BUD	4.78	32.6	5.0	3.0	4.5	8.5	7.5	9.5	9.5	19.8	46.3
Raleigh News & Observer	4.70	39.1	3.0	3.8	3.0	6.8	2.8	7.8	7.8	26.1	44.5
Cary's website	4.03	32.6	9.3	8.5	7.5	10.3	6.0	8.3	7.0	10.5	31.8
Radio	3.40	39.2	17.1	8.3	4.3	8.3	2.0	7.3	2.0	11.6	22.9
Parks & Rec. Brochure	3.07	51.4	10.0	7.0	2.0	8.5	4.3	5.0	3.3	8.5	21.1
Cary Citizen website	2.40	65.8	7.5	3.3	2.3	7.3	4.5	3.0	1.0	5.3	13.8
Cary TV Channel 11	2.32	65.1	10.1	5.3	2.0	5.0	2.5	3.5	0.8	5.8	12.6
Homeowners' Association	2.31	62.7	13.0	4.8	2.8	6.3	1.0	2.0	1.8	5.8	10.6
Facebook	2.24	75.2	3.5	2.3	2.3	3.3	2.5	1.3	1.8	8.0	13.6
Cary email list services	2.10	76.6	3.5	3.3	0.5	4.3	2.0	2.8	1.8	5.3	11.9
Independent Weekly	1.95	68.1	13.1	5.5	1.8	5.0	1.0	2.0	0.3	3.3	6.6
Block Leader Program	1.71	79.3	6.8	3.0	1.3	4.3	0.5	1.5	0.3	3.0	5.3
YouTube	1.58	89.2	0.8	0.8	0.8	2.3	1.3	0.5	0.5	4.0	6.3
Twitter	1.42	92.0	0.8	0.0	1.0	2.0	0.5	0.5	1.3	2.0	4.3

INFORMATION SOURCES

Table 48. Most Used Information Sources in 2012 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Cary News	5.97	19.6	5.5	3.0	3.0	7.5	6.0	7.8	11.1	36.4	61.3
Word-of-Mouth	5.67	6.6	4.6	8.9	6.1	22.3	15.2	11.4	7.1	17.8	51.5
BUD	5.59	24.9	2.8	5.0	3.0	7.1	6.8	7.3	13.6	29.5	57.2
Television	5.43	10.4	9.8	9.6	7.8	14.1	5.8	13.4	7.8	21.2	48.2
Raleigh News & Observer	5.03	30.7	5.0	5.3	3.8	6.5	4.3	8.5	9.8	26.1	48.7
Cary's website	5.02	24.7	6.8	7.3	5.0	9.3	6.5	10.1	7.1	23.2	46.9
Radio	3.69	25.6	16.2	11.4	10.4	14.9	5.3	6.8	3.3	6.1	21.5
Parks & Rec. Brochure	3.38	41.4	7.3	10.6	6.8	12.1	4.0	8.3	4.3	5.1	21.7
Cary email list services	2.90	59.1	6.6	5.6	3.5	6.1	2.3	2.8	3.3	10.9	19.3
Cary TV Channel 11	2.46	54.2	15.7	7.8	3.8	7.1	3.0	3.0	1.5	3.8	11.3
Cary Citizen website	2.44	68.9	4.8	4.3	1.8	5.1	2.0	4.3	1.3	7.4	15.0
Homeowners' Association	2.40	65.7	5.8	5.8	3.0	6.6	3.8	2.8	1.0	5.6	13.2
Independent Weekly	1.77	75.7	6.3	6.1	3.0	4.1	1.3	0.8	0.3	2.5	4.9
Block Leader Program	1.49	84.3	4.8	3.3	1.3	3.0	0.5	1.3	0.3	1.3	3.4
Twitter	1.45	90.2	1.3	0.8	1.0	2.8	0.8	1.0	0.3	2.0	4.1

INFORMATION SOURCES

Table 49. Most Used Information Sources in 2010 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Cary News	5.62	19.6	4.5	5.8	3.0	9.5	7.8	13.1	12.3	24.4	57.6
Word-of-Mouth	5.57	9.4	3.8	7.7	9.4	14.8	14.5	16.6	12.0	11.7	54.8
Raleigh News & Observer	5.54	22.5	3.8	5.5	3.3	10.0	5.5	11.0	12.0	26.5	55.0
BUD	5.47	24.4	2.0	5.5	2.3	9.3	7.8	12.1	13.6	22.9	56.4
Television	5.23	12.1	4.5	10.1	8.8	13.1	18.3	15.3	6.5	11.3	51.4
Cary's website	4.56	26.8	7.0	6.3	5.5	13.5	11.8	8.3	9.5	11.3	40.9
Radio	3.28	28.4	21.1	12.6	11.3	9.3	5.3	5.0	2.0	5.0	17.3
Parks & Rec. Brochure	3.12	51.6	7.8	6.5	5.0	5.8	4.8	6.8	5.5	6.3	23.4
Cary TV Channel 11	3.12	45.8	10.3	7.8	6.8	9.3	4.0	7.6	4.0	4.3	19.9
Cary email list services	2.68	62.9	6.5	3.5	2.0	6.5	5.5	2.5	4.3	6.3	18.6
Homeowners' Association	1.88	75.9	6.5	4.0	1.0	5.5	1.3	1.8	1.0	3.0	7.1
Independent Weekly	1.84	74.4	7.5	4.5	3.5	4.0	1.0	1.5	1.0	2.5	6.0
Block Leader Program	1.37	86.9	4.3	2.3	1.8	2.5	1.3	0.5	0.3	0.3	2.4

INFORMATION SOURCES

Table 50. Most Used Information Sources in 2008 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Raleigh News & Observer	6.41	14.2	3.5	3.0	1.7	10.4	5.7	12.4	10.7	38.3	67.1
Television	5.89	13.2	3.0	7.0	5.7	11.4	11.9	11.2	10.7	25.9	59.7
Word-of-Mouth	5.63	7.3	4.8	6.5	6.3	21.6	15.0	16.8	10.3	11.5	53.6
Cary News	5.33	23.1	5.2	4.2	3.5	12.9	6.7	11.9	7.2	25.1	50.9
BUD	5.02	21.9	7.0	5.5	7.2	12.7	8.5	11.9	5.2	20.1	45.7
Radio	4.09	24.1	14.4	12.4	5.2	12.2	6.0	12.4	5.2	8.0	31.6
Cary's Website	3.96	28.3	10.2	9.7	7.2	14.4	10.4	9.4	5.2	5.2	30.2
Parks & Rec. Brochure	3.17	48.8	6.2	8.0	4.2	11.4	4.2	7.7	6.5	3.0	21.4
Cary TV Channel 11	2.67	51.1	10.4	10.4	6.5	9.4	3.2	3.0	3.2	2.7	12.1
Internet Email with Cary	2.40	63.7	7.5	5.5	2.0	6.7	5.2	5.5	2.0	2.0	14.7
Blogs/Social Media	1.89	70.9	8.5	6.8	2.8	6.0	0.8	1.3	1.0	2.0	5.1
Independent Weekly	1.87	71.3	7.5	6.2	4.0	5.7	1.2	2.7	0.2	1.0	5.1
24-Hr. Phone Service	1.46	82.0	8.2	2.7	1.5	3.2	0.2	0.7	0.7	0.5	2.1
Block Leader Program	1.37	87.3	5.0	1.5	1.3	2.5	1.0	1.0	0.0	0.5	2.5

INFORMATION SOURCES

Table 51. Most Used Information Sources in 2006 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Raleigh News & Observer	6.10	13.1	4.1	7.5	3.9	12.1	5.9	7.7	10.1	35.6	59.3
Television	5.78	12.6	8.3	4.8	3.0	12.8	10.1	12.8	12.3	23.4	58.6
Cary News	5.40	17.9	5.9	6.4	4.9	15.6	8.2	9.0	7.7	24.6	49.5
Word-of-Mouth	5.27	9.0	10.0	7.7	6.4	19.2	11.3	15.1	12.1	9.2	47.7
BUD	5.19	23.8	5.3	4.8	5.9	8.8	7.8	12.8	10.7	20.1	51.4
Radio	4.53	20.4	13.4	10.2	7.9	9.9	8.6	8.4	7.1	14.1	38.2
Cary's website	4.07	28.7	9.8	11.4	7.0	11.1	7.2	9.0	7.2	8.5	31.9
Parks & Rec. Brochure	3.75	43.0	6.3	7.2	2.9	9.5	4.3	11.5	5.7	9.7	31.2
Direct mail	3.70	41.5	9.4	6.3	4.5	8.0	7.1	6.8	6.0	10.5	30.4
Cary TV Channel 11	3.06	46.1	10.1	9.0	4.1	13.7	3.9	4.9	3.9	4.4	17.1
Internet email with Cary	2.73	58.5	7.8	6.7	2.7	6.5	3.8	5.4	2.2	6.5	17.9
Independent Weekly	2.72	54.7	12.1	5.4	3.9	6.0	3.6	6.9	5.1	2.1	17.7
CaryNow.com	2.55	64.6	4.7	6.6	2.5	5.3	2.5	5.0	5.0	3.8	16.3
24-Hr. Phone Service	1.79	77.7	4.8	3.7	3.1	4.5	1.4	2.0	1.7	1.1	6.2
Block Leader Program	1.55	83.4	5.2	2.4	1.7	1.7	2.8	1.0	1.0	0.7	5.5

INFORMATION SOURCES

Table 52. Most Used Information Sources in 2004 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Raleigh News & Observer	6.54	11.8	5.7	3.2	2.2	10.3	5.7	7.4	8.1	45.6	66.8
Television	6.49	6.9	5.0	6.2	4.7	13.2	7.2	8.4	8.4	40.0	64.0
Word-of-Mouth	5.67	9.8	4.5	6.0	6.8	17.3	14.0	15.0	13.0	13.8	55.8
Radio	5.15	19.0	8.5	9.0	6.5	12.7	5.0	8.7	4.2	26.4	44.3
BUD	5.07	24.9	8.0	6.0	4.5	8.3	3.5	12.1	11.1	21.6	48.3
Cary News	4.64	34.3	6.4	5.7	3.2	8.4	2.7	7.4	10.1	21.7	41.9
Parks & Rec. Brochure	3.62	43.0	7.0	6.4	4.5	11.5	4.8	9.6	4.3	8.8	27.5
Internet email with Cary	3.53	50.4	5.8	4.3	4.8	5.6	5.1	5.3	4.8	13.9	29.1
Cary's website	3.52	42.9	7.7	9.5	3.7	8.2	6.7	7.5	7.0	6.7	27.9
Cary TV Channel 11	3.37	41.3	11.3	10.3	4.9	7.9	5.6	6.9	5.6	6.2	24.3
Direct mail	3.19	50.1	6.0	5.5	5.2	12.5	3.9	6.5	3.7	6.5	20.6
24-Hr. Phone Service	1.93	74.0	6.3	3.9	4.2	3.9	1.0	3.1	0.8	2.6	7.5
Block Leader Program	1.59	82.3	4.3	3.9	1.3	3.6	1.6	1.3	0.3	1.3	4.5

Table 53. Most Used Information Sources in 2002 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Raleigh News & Observer	6.47	12.8	2.2	4.0	2.5	13.3	5.2	10.9	8.1	41.0	65.2
Television	6.03	12.4	5.7	4.2	3.7	15.4	6.0	13.4	8.2	31.0	58.6
Word-of-Mouth	5.29	10.2	6.0	9.0	8.2	19.4	11.2	16.9	8.2	10.9	47.2
BUD	5.08	25.1	3.2	6.5	5.5	12.2	8.5	10.0	8.5	20.6	47.6
Radio	4.96	22.3	8.5	4.5	7.8	13.8	5.5	11.8	6.3	19.8	43.4
Cary News	4.56	34.0	6.7	6.7	2.0	10.8	4.2	7.6	4.2	23.9	39.9
Direct mail	3.87	37.0	4.8	8.6	7.6	14.7	4.8	7.6	5.3	9.6	27.3
Parks & Rec. Brochure	3.78	40.0	5.5	8.5	5.5	11.5	5.5	7.8	6.8	9.0	29.1
Internet email with Cary	3.06	56.4	5.8	5.0	4.8	6.8	2.8	5.3	3.0	10.3	21.4
Cary TV Channel 11	2.96	46.0	10.0	11.4	7.7	9.5	2.5	4.7	4.0	4.2	15.4
Cary's website	2.98	48.6	9.4	6.7	6.2	11.4	4.5	7.2	2.0	4.0	17.7
24-Hr. Phone Service	1.94	74.4	6.6	3.5	3.3	3.8	1.8	2.3	2.0	2.3	8.4
Block Leader Program	1.59	84.1	5.0	1.6	1.0	2.9	0.8	2.3	0.5	1.8	5.4

INFORMATION SOURCES

Table 54. Most Used Information Sources in 2000 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Raleigh News & Observer	6.87	8.6	3.3	3.8	2.8	10.1	5.3	8.6	10.9	46.6	71.4
Television	6.59	7.1	4.3	4.6	4.3	10.9	8.4	13.2	10.9	36.5	69.0
Water and Sewer Bills	5.73	16.9	4.1	4.4	3.3	15.6	6.9	12.8	11.3	24.6	55.6
Word-of-Mouth	5.54	9.0	3.6	6.4	6.7	25.9	11.8	13.8	11.0	11.8	48.4
Radio	5.36	15.7	5.3	9.9	5.3	14.2	7.1	14.2	8.6	19.5	49.4
Cary News	4.78	35.2	6.8	3.8	2.3	8.1	3.8	5.1	4.6	30.4	43.9
Direct Mail	4.64	30.4	6.5	5.2	3.1	14.1	5.5	9.7	8.1	17.3	40.6
Internet Email with Cary	2.78	67.6	3.1	2.6	2.0	3.8	2.0	3.8	5.1	9.9	20.8
Cary TV Channel 11	2.73	52.6	9.5	9.5	4.9	8.2	5.1	4.1	2.6	3.6	15.4
Cary's Website	2.30	64.1	9.9	5.9	4.1	4.1	2.3	3.3	2.5	3.8	11.9
24-Hr. Phone Service	1.91	75.6	5.4	4.9	1.0	4.6	2.8	1.5	2.1	2.1	8.5
Block Leader Program	1.66	83.8	3.8	2.7	0.8	3.0	0.5	0.8	1.3	3.2	5.8

Table 55. Most Used Information Sources in 1998 (In Order of Usage)

SOURCE	MEAN	1	2	3	4	5	6	7	8	9	%
Raleigh News & Observer	6.70	7.5	2.8	4.0	3.8	12.0	9.5	9.8	12.5	38.3	70.1
Television	6.16	9.2	4.7	3.7	5.5	13.9	9.5	14.9	13.9	24.6	62.9
Word-of-Mouth	5.33	6.0	4.2	10.7	10.0	27.6	10.7	14.2	5.2	11.4	41.5
Cary News	5.15	28.2	5.5	5.7	4.2	8.2	3.0	7.2	9.0	28.9	48.1
Water and Sewer Bills	5.06	23.1	5.8	5.3	5.3	12.0	9.3	12.3	10.5	16.5	48.6
Radio	4.92	19.9	7.5	6.7	7.7	14.7	8.0	12.9	9.2	13.4	43.5
Direct Mail	4.08	36.7	6.5	6.7	5.2	12.2	4.5	7.5	9.0	11.7	32.7
Internet Email with Cary	2.06	76.3	4.2	4.0	1.7	3.2	1.0	1.7	1.5	6.2	10.4
24-Hr. Phone Service	1.99	72.1	7.7	3.5	2.0	6.2	2.0	2.7	2.5	1.2	8.4
Cary TV Channel 11	1.92	69.9	10.7	4.7	2.5	5.7	1.2	2.5	1.2	1.5	6.4
Block Leader Program	1.59	82.3	5.3	3.3	1.0	3.0	2.5	0.5	1.3	1.0	5.3
Cary's Website	1.58	81.3	7.2	2.0	1.2	3.2	2.0	1.7	0.2	1.0	4.9