

TOWN of CARY

> Home > Departments > Town Manager's Office > Public Information > Surveys and Research > 2006 Biennial Survey > Information Sources

Information Sources

Information Sources

The survey examined the respondent's usage of 15 information sources Cary employs to communicate with its citizens. A nine-point scale was used ranging from "never use" to "frequently use." The most frequently used information sources in order were Raleigh News & Observer, television, Cary News, word-of-mouth, BUD, radio, and Cary's website (Table 36). Since 2004, Cary News (6th to 3rd) and Cary's website (9th to 7th) have gained usage while word-of-mouth (3rd to 4th) and radio (4th to 6th) have declined slightly. In addition, internet e-mail with Cary slipped as a source (8th to 11th), while direct mail increased slightly (11th to 9th). The two new sources examined this year, Independent Weekly and CaryNow.com, finished 12th and 13th overall. Information sources such as the Block Leader Program and Cary's 24-hour phone service continue to have lowest usage. Tables 37-40 show all the information sources' usage in previous years.

Table 36. Most Used Information Sources in 2006 (In Order of Usage).

| Information Source | Mean | Never Use | | | | Average | | | | Frequently | % |
|---------------------------|------|-----------|------|------|-----|---------|------|------|------|------------|---------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Above 5 |
| 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. Program | 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 |
| Govt. Access Cable Ch. 11 | 3.06 | 46.1 | 10.1 | 9.0 | 4.1 | 13.7 | 3.9 | 4.9 | 3.9 | 4.4 | 17.1 |
| Internet E-Mail | 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-Hour 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 |

Table 37. Most Used Information Sources in 2004 (In Order of Usage).

| Information Source | Mean | Never Use 1 | 2 | 3 | 4 | Average 5 | 6 | 7 | 8 | Frequently 9 | % Above 5 |
|---------------------------|------|-------------|------|------|-----|-----------|------|------|------|--------------|-----------|
| 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. Program | 3.62 | 43.0 | 7.0 | 6.4 | 4.5 | 11.5 | 4.8 | 9.6 | 4.3 | 8.8 | 27.5 |
| Internet E-mail | 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 |
| Govt. Access Cable Ch. 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-Hour Ph. 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 38. Most Used Information Sources in 2002 (In Order of Usage).

| Information Source | Mean | Never Use 1 | 2 | 3 | 4 | Average 5 | 6 | 7 | 8 | Frequently 9 | % Above 5 |
|-------------------------|------|-------------|-----|-----|-----|-----------|------|------|-----|--------------|-----------|
| 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. Program | 3.78 | 40.0 | 5.5 | 8.5 | 5.5 | 11.5 | 5.5 | 7.8 | 6.8 | 9.0 | 29.1 |
| Internet E-mail | 3.06 | 56.4 | 5.8 | 5.0 | 4.8 | 6.8 | 2.8 | 5.3 | 3.0 | 10.3 | 21.4 |

| | | | | | | | | | | | |
|---------------------------|------|------|------|------|-----|------|-----|-----|-----|-----|------|
| Govt. Access Cable Ch. 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-Hour Ph. 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 |

Table 39. Most Used Information Sources in 2000 (In Order of Usage).

| Information Source | Mean | Never Use 1 | 2 | 3 | 4 | Average 5 | 6 | 7 | 8 | Frequently 9 | % Above 5 |
|---------------------------|------|-------------|-----|-----|-----|-----------|------|------|------|--------------|-----------|
| 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 & 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 E-mail | 2.78 | 67.6 | 3.1 | 2.6 | 2.0 | 3.8 | 2.0 | 3.8 | 5.1 | 9.9 | 20.8 |
| Govt. Access Cable Ch. 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-Hour Ph. 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 40. Most Used Information Sources in 1998 (In Order of Usage).

| Information Source | Mean | Never Use 1 | 2 | 3 | 4 | Average 5 | 6 | 7 | 8 | Frequently 9 | % Above 5 |
|-------------------------|------|-------------|-----|------|------|-----------|------|------|------|--------------|-----------|
| 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 & 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 E-mail | 2.06 | 76.3 | 4.2 | 4.0 | 1.7 | 3.2 | 1.0 | 1.7 | 1.5 | 6.2 | 10.4 |
| 24-Hour Ph. Service | 1.99 | 72.1 | 7.7 | 3.5 | 2.0 | 6.2 | 2.0 | 2.7 | 2.5 | 1.2 | 8.4 |
| Govt. Access Cable Ch. 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 |

The respondents were also asked about their internet access availability. Table 41 indicates internet access has continued to increase and fewer respondents were without any access to the internet. This year only 5.7% of the respondents did not have any internet access compared to 9.7% in 2004. Note that 58.4% (54.5% in 2004) of the respondents had access to the internet at both home and office this year, while 34.2 (32.9% in 2004) had access only at home. Only 1.7% of the respondents had internet access only at the office this year. Table 42 indicates that 84.2% of the respondents had high speed internet access while 7.6% had dial-up access and 8.2% had both.

The survey also included a question to ascertain if the respondents watched (in part or whole) the 2005 Cary Community Candidate Forums which were cablecast on Cary TV 11 (Table 43). Approximately 14% watched some portion of the cablecasts on Cary TV 11 in 2006.

Table 41. Internet Access.

| Year | At Home | At Office | Both | Neither |
|------|---------|-----------|------|---------|
| 06 | 34.2 | 1.7 | 58.4 | 5.7 |
| 04 | 32.9 | 3.0 | 54.5 | 9.7 |
| 02 | 27.4 | 6.4 | 54.1 | 12.1 |
| 00 | 20.9 | 9.0 | 54.5 | 15.6 |
| 98 | 17.0 | 15.0 | 45.3 | 22.8 |

Table 42. High Speed or Dial-Up Internet Access.

| Year | High Speed | Dial-Up | Both |
|------|------------|---------|------|
| 06 | 84.2 | 7.6 | 8.2 |

Table 43. Watching 2005 Cary Community Candidate Forums on Cary Cable TV 11.

| Year | % Yes | % No |
|------|-------|------|
| 06 | 14.3 | 85.7 |

Crosstabulations were conducted on age, children in household under 18, housing type, income, internet access, race, years in Cary, and zip code (Tables B255-B262). Instead of examining each grouping separately, it would be more informative to examine where each information source was most effective. To accomplish this, each source was rated either *excellent*, *very good*, *good*, or *fair* by its ranking within a grouping. If the information source finished in the 1st or 2nd spot within a group, then it rated *excellent*, 3rd or 4th rated *very good*, 5th or 6th rated *good*, and 7th and 8th rated *fair*.

The two top information sources were the News & Observer and television. The News & Observer was generally effective across every grouping. It garnered *excellent* ratings in virtually all the groupings and was the most effective source to use to disseminate information across all the groups. Similar to News & Observer in effectiveness was television. It also had mostly *excellent* ratings across all groups indicating it finished first or second repeatedly. However, the News & Observer tended to finish first much more often than television making it the best overall source.

Cary News received *excellent* ratings in the over 65 age group and single family households. It also had a *very good* rating for reaching the 26-55 age group, households without children, higher income levels (\$50,001-\$70,000, \$70,001-\$100,000, over \$100,000), those with internet access, Caucasians, Asians, almost all years in Cary (0-1, 2-5, over 10 years), and within all the major zip codes (27511, 27513, 27519). Overall, this is a very strong information source but somewhat less effective than the News & Observer and television.

Word-of-mouth received one *excellent* rating this year in those with no internet access. It was rated *very good* for 18-25 age group, over 65 age group, households with children, apartment dwellers, townhouse/condo residents, \$20,001-\$30,000 incomes, \$30,001-\$50,000 incomes, and among 6-10 year residents. In addition, word-of-mouth received numerous *good* ratings in 15 of the other groupings. It is apparent many residents derive information secondhand from this method.

BUD was an especially strong information source for older, higher income, longer tenured residents of Cary. It earned *excellent* ratings from the 56-65 age group, \$50,001-\$70,000 incomes, \$70,001-\$100,000 incomes, other races, 6-10 year residents, and over 10 years residents. In addition, it had numerous *very good* ratings in 15 of the other groupings indicating BUD is a very effective information source.

Radio was not a broad-based primary information source. For a few groups, it did earn an *excellent* rating including the 18-25 age group and African-Americans. It also rated *very good* for apartment dwellers, \$20,001-30,000 incomes, and 0-1 year residents while it earned *good* ratings in 11 other groupings. Radio would seem to function well to reach specific target groups or as a supplement to other primary information sources.

Cary's website received no *excellent* ratings this year. It did receive *very good* ratings for African-Americans and *good* ratings for \$50,001-\$70,000 incomes, over \$100,000 incomes, and Asians. In addition, there were *fair* ratings for 26-55 age group, households with children, single family households, 2-5 years residents, 6-10 year residents, and the 27513 zip code.

The Parks & Recreation Program received no *excellent* ratings within the groups. It did receive a *very good* rating for 56-65 age group and a *good* rating for households with children, over 65 age group, \$20,001-\$30,000 incomes, other races, 6-10 year residents, over 10 year residents, and 27511 zip code. There were also *fair* ratings in 12 other groupings. In all, this source ended up being a surprising effective information source.

Direct mail did not receive any *excellent* ratings. It did receive a *very good* rating from Asians and other races. In addition, there were *good* ratings from 18-25 age group, apartment dwellers, townhouse/condo residents, 0-\$20,000 incomes, African-Americans, 0-1 year residents, and the 27519 zip code. There were also 11 *fair* ratings. Overall, an effective method to reach selected groups.

Independent Weekly did not receive any *excellent* or *very good* ratings. It was rated *good* in 56-65 year olds and apartment dwellers. There were also *fair* ratings in 18-25 year olds, households without children, and 27519 zip code.

There were no *excellent* ratings for CaryNow.com. It did receive one *very good* rating from 0-\$20,000 incomes. While there were no *good*

ratings, it did earn *fair* ratings from 56-65 age group and \$50,001-\$70,000 income level.

Block Leader Program did not receive any *excellent* or *very good* ratings. It did receive a *good* rating from 0-\$20,000 income level. In addition, it earned several *fair* ratings including \$30,001-\$50,000 incomes, those without internet access, and African-Americans.

Cary TV 11, Cary 24-hour phone service, and internet e-mail with Cary did not receive any *excellent*, *very good*, or *good* ratings. However, Cary TV 11 did receive a *fair* rating in the over 65 age group and \$20,001-\$30,000 income level, while internet e-mail received a *fair* rating from 18-25 year olds.

Internet Access Crosstabulations

The internet access crosstabulations were conducted on age, children in household under 18, housing type, race, and zip code (Tables B263-B267). The groups with the least internet access (in order) were over 65 age group (29.7%), other races (20.0%), 18-25 age group (17.4%), apartment dwellers (14.3%), townhouse/condo residents (13.6%), and African-Americans (12.5%). In addition, those without children (8.6%) and 27511 zip code (7.9%) were slightly higher in percentages for lack of internet access.

Cary Community Candidate Forums Crosstabulations

The crosstabulations for watching the 2005 Cary Community Candidate Forums are shown in Tables B268-B273. The breakdowns were conducted on age, education, housing type, internet access, years in Cary, and zip code. The highest viewership of the Candidate Forums was from 6-10 year residents (19.7%), over 10 year residents (17.8%), those without access to the internet (17.4%), and the 27513 zip code (17.0%). The lowest viewership was from the 18-25 year olds (4.5%), 2-5 years residents (8.8%), townhouse/condo residents (9.3%), and those without college degrees (10.0%).



Cary Town Hall, 316 N. Academy St., Cary, NC 27513 (919) 469-4000
[About the Site](#) | [Privacy & Security](#) | [Feedback](#)