

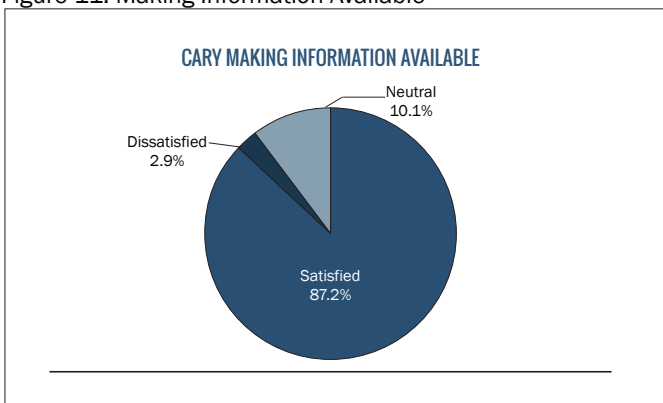
CARY'S EFFORTS AT MAKING INFORMATION AVAILABLE AND PARTICIPATE IN DECISIONS

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 them concerning Town services, projects, issues and programs using a 9-point rating scale ranging from very dissatisfied (1) to very satisfied (9). Table 55 indicates the respondents felt very satisfied about the matters that affect them. The mean was 7.49 with 87.2% on the "satisfied" side of the scale (above 5) versus only 2.9% on the "dissatisfied" side (Figure 11). The mean has increased from 7.33 in 2016. Though not statistically significant, it represents the highest mean earned to date. Note the "satisfied" percentages grew from 83.6% to 87.2% this year, while the "dissatisfied" percentages fell slightly from 3.0% to 2.9%. The respondent's comments when deciding on their rating are shown in Appendix K. There were 22 total comments and five comments focused on the respondent's general perception of not feeling very well informed. There were also three comments for unaware of the information being available.

Table 55. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs

YEAR	MEAN	% ABOVE 5
18	7.49	87.2
16	7.33	83.6
14	7.07	78.2
12	7.33	80.4
10	6.95	75.4
08	6.87	77.8
06	6.63	74.0
04	7.15	80.0
02	6.27	63.1

Figure 11. Making Information Available



The respondents were then asked to rate their satisfaction with the opportunities the Town gives them to participate in the decision-making process. The same 9-point satisfaction rating scale was used. Table 56 shows a mean of 6.98 this year with 71.4% on the "satisfied" side of the scale and only 3.9% on the "dissatisfied" side (Figure 12). The mean has increased from 6.67 in 2016, and this increase was statistically significant. This year's mean is the second highest earned to date. Driving the mean increase was the reduction on the "dissatisfied" side from 6.2% in 2016 to 3.9% this year. Appendix L shows the respondent's comments when deciding on their rating. There were 26 total comments given by the respondents. The most frequent comment was the respondent was unaware of the opportunities (14 comments). There were also four comments for the Town already made up its mind/will not listen to citizens. See Appendix B for selected Cary's efforts at making information available and opportunities to participate in decision making crosstabulations (B313-B330).

Figure 12. Opportunities to Participate in Decision Making

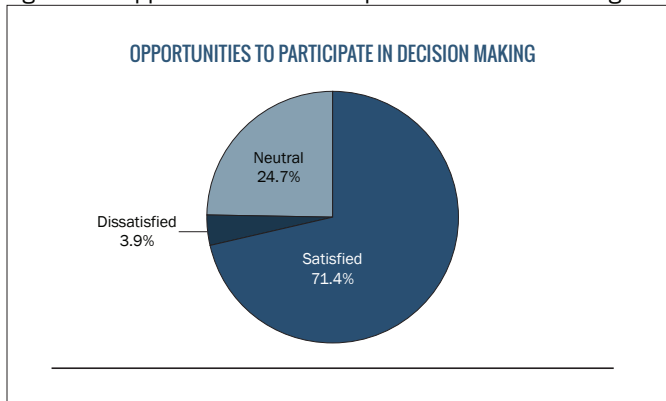


Table 56. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process

YEAR	MEAN	% ABOVE 5
18	6.98*	71.4
16	6.67	69.2
14	6.56	65.0
12	7.01	75.4
10	6.68	67.1
08	6.36	66.4
06	6.19	64.5
04	6.62	69.0
02	5.92	56.6

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
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

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
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

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
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

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
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

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
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

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
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/Msg. Boards/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

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 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. 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

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 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. 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 47. Most Used Information Sources in 2002 (In Order of Usage)

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 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. 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

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 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 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 49. Most Used Information Sources in 1998 (In Order of Usage)

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 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 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

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

INFO SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
Podcasts	1.98	74.8	2.3	3.6	2.5	10.7	1.8	2.5	0.0	1.8	6.1
Pinterest	1.86	81.7	1.8	2.3	0.3	4.8	2.3	2.8	1.3	2.8	9.2
Reddit	1.60	85.7	1.8	1.3	1.0	6.6	0.3	0.8	0.0	2.6	3.7
SpokeHub	1.39	89.3	1.3	1.5	0.8	5.9	0.3	0.0	0.0	1.0	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 SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
Pinterest	2.12	80.9	0.0	0.5	0.8	5.8	1.8	1.8	1.8	6.8	12.2
Snapchat	1.90	84.6	0.3	0.3	0.5	4.8	1.3	1.5	1.0	5.8	9.6
Reddit	1.68	86.9	0.3	0.8	0.3	6.3	0.8	1.0	0.0	3.8	5.6
Tumblr	1.63	88.7	0.0	0.3	0.3	4.3	1.5	1.5	0.0	3.5	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 SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
Google Plus	2.31	73.7	3.3	2.8	2.5	3.8	1.8	1.8	3.8	6.8	14.2
Instagram	1.92	81.7	2.0	1.8	2.0	3.3	0.5	2.0	1.3	5.5	9.3
Tumblr	1.42	90.2	1.8	0.5	1.0	3.3	0.5	0.5	0.0	2.3	3.3
Nextdoor	1.41	91.5	1.0	0.5	1.0	2.8	0.0	0.3	0.3	2.8	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 SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
Facebook	3.19	60.1	3.5	3.3	1.5	7.8	3.0	3.3	1.5	15.9	23.7
YouTube	2.06	77.9	3.6	2.5	1.0	4.6	1.3	1.3	0.8	7.1	10.5
Google Plus	1.78	85.7	2.3	1.3	0.3	1.8	0.5	1.3	0.5	6.4	8.7
LinkedIn	1.46	90.6	1.3	1.5	0.8	1.5	0.0	0.5	0.0	3.8	4.3
Flickr	1.32	92.9	1.8	0.8	0.3	1.5	0.0	0.3	0.3	2.3	2.9
Ustream	1.25	94.9	1.8	0.0	0.0	0.5	0.3	0.3	0.0	2.3	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 SOURCE	MEAN	NEVER USE 1	2	3	4	5	6	7	8	FREQUENTLY USE 9	% ABOVE 5
Facebook	2.54	67.8	1.3	5.0	2.8	6.5	3.5	5.0	3.8	4.3	16.6
YouTube	1.78	77.7	4.3	5.0	3.5	3.5	1.5	1.3	1.5	1.8	6.1
Twitter	1.69	84.9	1.8	2.3	1.0	2.0	2.3	2.5	1.0	2.3	8.1
LinkedIn	1.54	86.7	2.3	2.5	0.8	3.0	0.8	1.0	1.3	1.8	4.9
MySpace	1.48	88.7	1.8	1.5	1.3	2.5	0.8	0.8	1.3	1.5	4.4
Flickr	1.39	89.0	3.0	0.8	2.3	2.3	0.5	0.5	0.5	1.3	2.8

Table 55. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs

YEAR	MEAN	VERY DIS- SATISFIED 1	2	3	4	NEUTRAL 5	6	7	8	VERY SATISFIED 9	% ABOVE 5
18	7.49	0.3	0.5	0.8	1.3	10.1	7.8	20.2	30.7	28.5	87.2
16	7.33	1.0	1.0	0.0	1.0	13.5	6.5	22.0	29.3	25.8	83.6
14	7.07	1.3	0.5	1.0	1.8	17.3	10.0	19.3	26.8	22.1	78.2
12	7.33	0.5	0.3	1.8	2.5	14.5	5.0	19.0	27.3	29.1	80.4
10	6.95	0.8	0.8	2.0	1.0	20.1	11.3	22.1	18.6	23.4	75.4
08	6.87	0.7	0.0	2.7	2.7	15.9	12.9	27.1	20.4	17.4	77.8
06	6.63	2.1	1.0	0.8	2.6	19.5	13.8	28.7	19.2	12.3	74.0
04	7.15	0.8	1.0	2.1	2.1	14.1	12.6	18.7	17.4	31.3	80.0
02	6.27	2.7	1.2	2.5	7.9	22.6	11.2	24.3	15.9	11.7	63.1

Table 56. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process

YEAR	MEAN	VERY DIS-SATISFIED 1	2	3	4	NEUTRAL 5	6	7	8	VERY SATISFIED 9	% ABOVE 5
18	6.98*	0.5	0.3	2.1	1.0	24.7	6.8	16.6	26.2	21.8	71.4
16	6.67	3.3	0.8	1.3	0.8	24.8	8.5	24.1	17.3	19.3	69.2
14	6.56	2.0	0.5	1.8	0.3	30.6	9.3	20.1	22.1	13.5	65.0
12	7.01	1.3	0.3	1.0	1.5	20.5	6.8	24.2	23.2	21.2	75.4
10	6.68	1.5	1.5	3.0	2.0	24.8	8.9	18.2	18.5	21.5	67.1
08	6.36	2.0	1.3	2.5	4.6	23.2	12.0	28.5	15.0	10.9	66.4
06	6.19	2.9	1.3	2.1	3.7	25.4	15.2	27.3	15.0	7.0	64.5
04	6.62	4.0	2.9	4.3	1.6	18.2	9.7	18.0	13.7	27.6	69.0
02	5.92	3.2	4.0	5.9	6.1	24.2	11.7	21.5	13.6	9.8	56.6