

Information Sources

The survey examined the respondent’s usage of 14 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). The most frequently used information sources in order were Raleigh News & Observer, television, word-of-mouth, Cary News, BUD, radio, and Cary’s website (Table 40). The only changes in usage among the top sources since 2006 were the slight increase in usage for word-of-mouth (4th to 3rd) and decrease for Cary News (3rd to 4th). Blogs/message boards/social media was a new information source examined this year. This source had limited usage finishing 11th in the rankings; although, it was used more than the Independent Weekly, 24-Hour Phone Service, and the Block Leader Program. Tables 41-45 show all the information sources’ usage in previous years.

Table 40. Most Used Information Sources in 2008 (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	6.41	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. Program	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 E-Mail 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-Hour 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 41. Most Used Information Sources in 2006 (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	6.10	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
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 E-Mail 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-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 42. 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 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-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 43. 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 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-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 44. 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 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-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 45. 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 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-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
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

The respondents were also asked about their internet access. Table 46 indicates internet access has continued to increase this year. There were only 4.0% of the respondents who did not have any internet access this year compared to 5.7% in 2006. In addition, internet access at both the home and office continued to grow slightly with 58.8% (58.4% in 2006) indicating they had dual access this year. Table 47 indicates that high speed access has grown significantly in the past two years with 93.8% (84.2% in 2006) indicating such access while dial-up continues to fall (7.6% to 2.3%).

Table 46. Internet Access.

Year	At Home	At Office	Both	Neither
08	36.7	0.5	58.8	4.0
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 47. High Speed or Dial-Up Internet Access.

Year	High Speed	Dial-Up	Both
08	93.8	2.3	3.9
06	84.2	7.6	8.2

Another series of questions examined the viewing of Town’s local programming on Time-Warner Cable. Table 48 shows that 77.0% of the respondents subscribed to Time-Warner Cable. The subscribers were then asked several questions in relation to the Town’s local programs. The most viewed program was the meetings of the Town Council, School Board, or Wake County Board of Commissioner on Cary TV Channel 11 (Table 49).

There were 54.3% of the subscribers who watched these meetings at some time during the year with the most frequent usage several times a year (22.0%). Table 50 shows the percentages for a similar question asked in 2004 and 2002. Note the scaling used this year was more precise. Although direct comparisons are not possible due to the scaling, the percentages in the frequent viewing categories are higher this year with the never percentages being virtually identical. The next most watched local program was the Cary TV's Electronic Bulletin Board Messages (Table 51). In this case, 33.5% watched sometime during the year with the most frequent usage several times a year (13.7%). Since 2004, viewership has declined in that those who watched sometime during the year fell from 40.2% to 33.5%. However, there was a level of growth in frequent viewers. Note the increases for at least once every month (3.1% to 5.8%) and several times every month (0.5% to 6.7%). As for the Monthly News Magazine Program BUD-TV (Table 52), there was only 27.8% watching the program at sometime during the year with the most frequent usage several times a year (8.9%) and at least once a year (8.0%). There has been a large decline in viewing since 2004. There were 37.6% who watched the BUD-TV sometime during the year in 2004 compared 27.8% this year. Finally, there was also low viewership for Wink which airs live rush hour traffic camera images (Table 53). There were only 27.2% of the subscribers who watched Wink sometime during the year. The most frequent usage was several times a year (7.3%), at least once every month (7.0%), and several times every month (7.0%). The 7.0% who watched several times every month represents a core group of more frequency users, albeit a smaller group.

Table 48. Time-Warner Usage.

Year	% Yes	% No
08	77.0	23.0

Table 49. How Often Watch Meetings of Cary Town Council, School Board, or Wake County Board of Commissioner on Cary TV Channel 11.

Year	Never	At Least Once a Year	Several Times a Year	At Least Once Every Month	Several Times Every Month
08	45.7	12.5	22.0	11.8	8.0

Table 50. Watching Town Council Meetings on the Town's Cable Access Channel.

Year	Never	Now and Then	Occasionally	Almost Always	Always
04	45.8	27.0	20.9	3.8	2.5

02	51.9	28.3	15.4	3.7	0.7
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Table 51. How Often Watch Cary's Electronic Bulletin Board Messages.

Year	Never	At Least Once a Year	Several Times a Year	At Least Once Every Month	Several Times Every Month
08	66.5	7.3	13.7	5.8	6.7
04	59.8	24.7	8.8	3.1	0.5

Table 52. How Often Watch the Station's Monthly News Magazine Program BUD-TV.

Year	Never	At Least Once a Year	Several Times a Year	At Least Once Every Month	Several Times Every Month
08	72.2	8.0	8.9	6.1	4.8
04	62.4	7.7	13.4	11.6	3.6

Table 53. How Often Watch Wink (live rush hour traffic camera images).

Year	Never	At Least Once a Year	Several Times a Year	At Least Once Every Month	Several Times Every Month
08	72.8	5.9	7.3	7.0	7.0

The survey also included a question to ascertain if the respondents watched (in part or whole) the 2007 Cary Community Candidate Forum (Table 54). This year 30.5% of the respondents indicated they watched the forum representing a significant increase from 14.3% in 2006.

Table 54. Watching 2005 Cary Community Candidate Forums on Cary Cable TV 11.

Year	% Yes	% No
08	30.5	69.5
06	14.3	85.7

Crosstabulations for the information sources were conducted on age, children in household under 18, housing type, language, race, and years in Cary (Tables B290-B295). Instead of examining each demographic variable separately, it would be more informative to examine where each information source was most effective. To accomplish this, each source was rated in effectiveness as *excellent*, *very good*, *good*, or *fair* by its ranking within a subgroups. If the information source finished in the 1st or 2nd spot within a subgroup, then it rated *excellent*, 3rd or 4th rated *very good*, 5th or 6th rated *good*, and 7th and 8th rated *fair*. Only subgroups with sample sizes over 10 will be considered. This results in 17 total subgroups used for comparisons.

The two top information sources were the News & Observer and television. The News & Observer was a broad-based (impacted all 17 subgroups) and effective (ranked high within the subgroups) information source to disseminate information. It garnered 16 *excellent* and 1 *very good* ratings among the 17 subgroupings attesting to its effectiveness. Similar to the News & Observer in ratings was television. It earned 14 *excellent* and 3 *very good* ratings making it broad-based and effective as well. Although television had many *excellent* ratings, the News & Observer tended to finish in the first position more often than television making it the best overall information source.

Another relatively effective source was word-of-mouth. This source received 4 *excellent* ratings making it a key information source for the 18-25 age group, households with children, Asians, and 2-5 year Cary residents. It was also received 12 *very good* and 1 *good* rating making this information source broad-based. However, the lower overall ratings indicated word-of-mouth is not as effective as the News & Observer and television. It is apparent many residents derive much of their information from word-of-mouth. Cary News did not receive any *excellent* ratings this year. However, it earned 15 *very good* and 2 *good* ratings making it a good broad-based information source with slightly less effectiveness than word-of-mouth.

BUD was also a relatively good information source. It received 2 *very good* ratings for townhouse/condo dwellers and those living in Cary over 10 years. It also earned 13 *good* and 2 *fair* ratings in the other subgroups making it broad-based with a relatively strong degree of effectiveness. Radio had a similar profile to BUD. It earned only 1 *very good* rating for African-Americans. Radio also earned 11 *good* and 5 *fair* ratings attesting to a level of broad appeal and degree of effectiveness.

Cary's website was broad-based (7 *good* and 10 *fair* ratings) and maintained a degree of effectiveness in selected subgroupings. The website was most effective (*good* ratings) for 26-55 age group, households with children, single family households, apartments, Asians, and 0-1 & 2-5 year Cary residents. The Parks & Recreation Program received no *excellent*, *very good*, or *good* ratings within the subgroups. It did receive 10 *fair* ratings indicating it was relatively broad-based; however, the effectiveness was somewhat limited due to the fact the highest ratings were only *fair*.

Cary TV Channel 11 was broad-based to a degree, but its effectiveness was limited to a total

of 6 subgroups that it earned *fair* ratings. These were the 56-65 & over 65 age groups, households with no children, apartment dwellers, African-Americans, and Asians. The final information sources had very limited usage. Internet e-mail did not rate in any of the subgroupings. Its highest ranking was 9th (out of 14 information sources) in 26-55 age group, households with children, and 2-5 year Cary residents. Blogs/message boards/social media did receive a *fair* rating from the 18-25 age group and ranked 10th for apartment dwellers and 0-1 year Cary residents. Although, its other rankings were lower. Independent Weekly was not ranked in any of the subgroups. Its highest ranking was 9th for townhouse/condo dwellers. The 24-Hour Phone Service and the Block Leader Program consistently finished at the bottom of the rankings.

The internet access crosstabulations were conducted on age, children in household under 18, housing type, income, language, and race (Tables B296-B301). The subgroups with the highest percentages without internet access (in order) were \$20,001-\$30,000 income level (23.1%), over 65 age group (17.8%), \$50,001-\$70,000 income level (16.7%), townhouse/condo dwellers (11.4%), and apartment dwellers (10.0%). Note that the 0-\$20,000 income level had an exceptionally high percentage (60.0%) without internet access, but the sample size was very limited (n=5).

The high speed/dial-up access crosstabulations were conducted on age, children in household under 18, housing type, income, language, and race (Tables B302-B307). High speed access was common across most of the subgroups. The only subgroups with the lower levels of high speed access were over 65 age group (18.9% dial-up) and \$30,001-\$50,000 income level (12.1% dial-up).

The Time-Warner Cable usage crosstabulations were conducted on age, children in household under 18, education, housing type, income, language, and race (Tables B308-B314). The highest levels of usage (in order) were for townhouse/condo dwellers (88.6%), over 65 age group (80.4%), and those with a college degree (80.4%). The lowest levels of usage were for Asians (60.0%), \$20,001-\$30,000 income level (69.2%) and those without a college degree (69.7%).

The viewership of Town Council Meetings, School Board, or Wake County Board of Commissioner on Cary TV Channel 11 crosstabulations were conducted on age, children in household under 18, education, housing type, income, language, and race (Tables B315-B321). The highest viewership (watch sometime during the year) was from Asians (83.3%), 56-65 year olds (67.6%), over 65 age group (62.2%), and those without a college degree (60.5%). The lowest viewership (never watch) was from 18-25 age group (70.0%), townhouse/condo dwellers (64.5%), apartment dwellers (54.2%), households with no children (50.0%) and African-Americans (50.0%).