

# Town of Cary 2002 Biennial Citizen Survey

## Methodology

The Town of Cary’s 2002 Biennial Citizen Survey was conducted from January 5<sup>th</sup> through January 18<sup>th</sup> of 2002. The survey instrument is included in Appendix A. BKL Research administered the telephone survey to 407 residents of the Town of Cary. This resulted in a  $\pm 5\%$  margin of error. Both listed and unlisted telephone numbers with Cary exchanges were included in the sampling frame and contacted using a random selection process. A minimum of four separate callbacks was attempted on each number that was not previously eliminated from the sampling frame. The potential respondents were screened with regards to residence in Cary and whether they were over the age of 18. The average survey completion time was between 17 and 20 minutes. The refusal rate for the survey was 29%.

The survey consisted of 46 core questions with related subparts to several of the questions. Respondents were asked to rate the Town Government staff and operation, Police Department, Fire Department, Parks & Recreation, safety, and quality of life items. The survey also examined several other key issues including informational sources, tax rates, managing growth, senior citizen services, public transportation, voting behavior, recycling, participation in decision-making opportunities, and achievement of Town goals. The respondents were primarily asked to use a nine-point scale with a midpoint of five (5). There was also a “Don’t Know” category for those who lacked the necessary knowledge or desire to respond to a question. Open-ended questions were included for three areas including additional services the Police Department could provide, the most important issue facing Cary, and actions to improve the Town. The descriptive statistics are included in Appendix B.

## Demographic Characteristics of the Sample

The demographic profile of the sample is exhibited in Figures 1-7 and Table 1. The age profile of the sample is illustrated in Figure 1. Approximately 73% of the respondents were between the ages of 26-55 with approximately 33% in the 36-45 year-old category. Figure 2 represents the number of years the respondents have lived in the Town of Cary. Most of the sample had lived in the Cary from 2 to 5 years (31.9%) or from 6 to 10 years (26.2%). There was also a large percentage of long-time residents

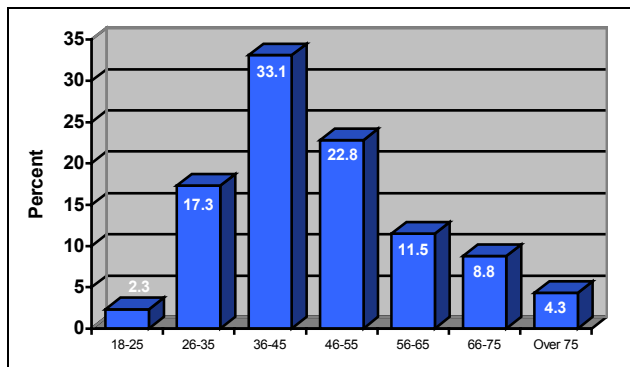


Figure 1. Sample: Age Distribution.

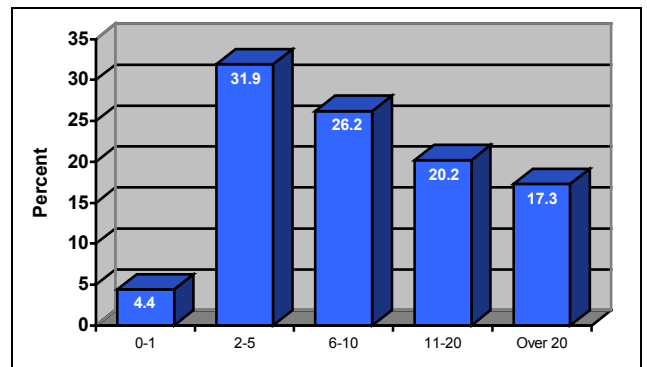


Figure 2. Sample: Years Lived in Cary

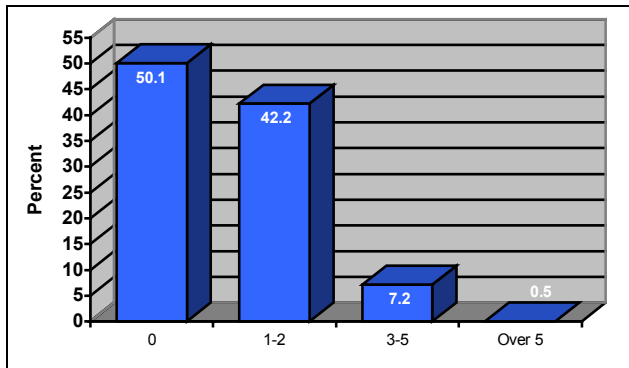


Figure 3. Sample: Children Under 18 in Household.

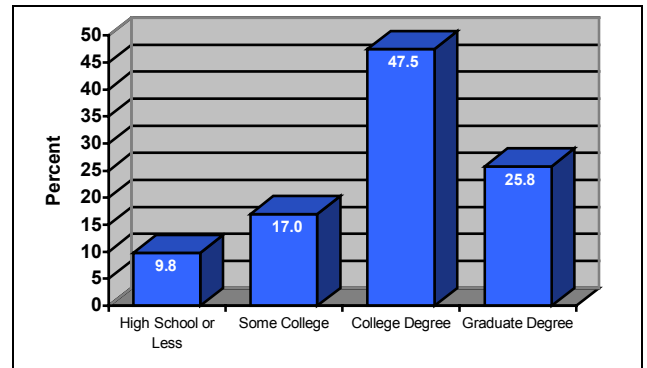


Figure 4. Sample: Educational Level.

who had lived in Town for over 20 years (17.3%). Figure 3 illustrates the number of children under the age of 18 living in the household. Approximately 50% of the sample had no children under 18 at home, 42.2% had 1 or 2 children, and 7.2% had 3 to 5 children. The sample was a highly educated group (Figure 4). Most of the respondents had graduated with a college degree (47.5%) or graduate degree (25.8%). Figure 5 shows the racial breakdown of the sample. Approximately 89% of the respondents were Caucasian, 3.3% were African-American, and 2.5% were Asian. There were high levels of household income for the sample. This is illustrated in the high percentage of respondents in the \$70,001 to \$100,000 (26.8%) and the over \$100,000 (32.3%) household income categories (Figure 6). Finally, approximately 61% of the sample were female and 39% male (Figure 7). This is a common occurrence in telephone surveying. Females are much more likely to answer the telephone in a married household. Table 1 exhibits the job classifications for the sample. Technical (20.1%), retired (15.7%), and professionals (14.7%) were the classifications that were most represented in the sample. The streets and closest intersection for the respondents are listed in Appendix C.

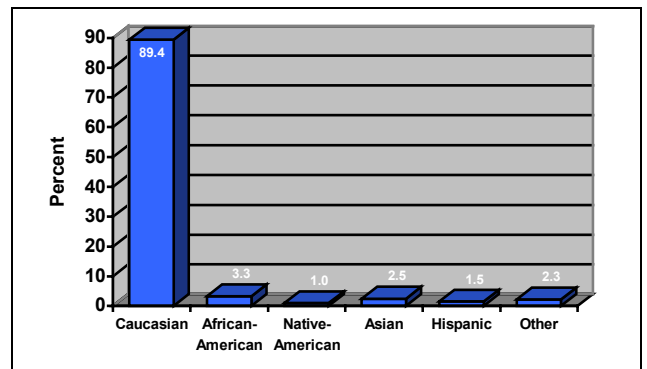


Figure 5. Sample: Race.

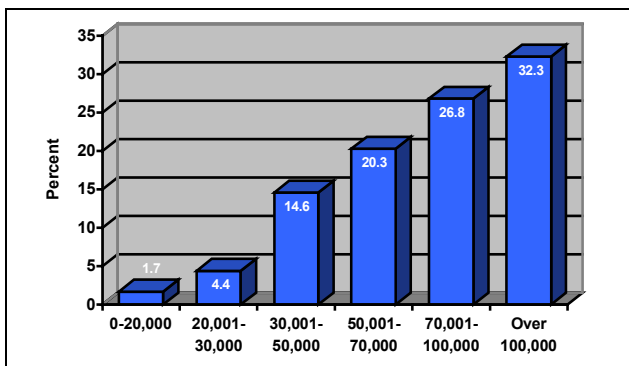


Figure 6. Sample: Income Level.

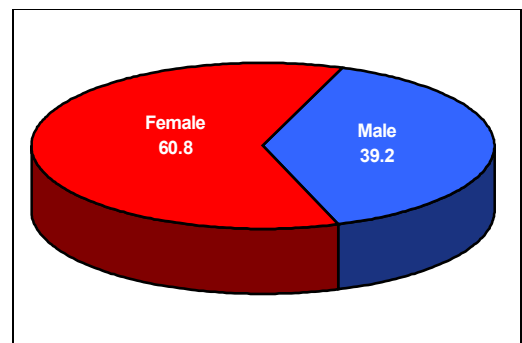


Figure 7. Sample: Gender.

**Table 1. Sample: Job Classifications (Categories below 0.5% not included).**

Job Classification	%	Job Classification	%
Technical	20.1	Administrators	2.1
Retired	15.7	Clerical & Support	1.5
Professionals	14.7	Self-Employed	1.5
Homemakers	12.6	Communication & Cultural Arts	1.3
Education	6.7	Unemployed	1.3
Managers	6.2	Craft & Kindred	1.0
Service Workers	5.2	Personal Service Workers	1.0
Sales Workers	4.4	Students	1.0
Laborers	2.8	Religion	0.5

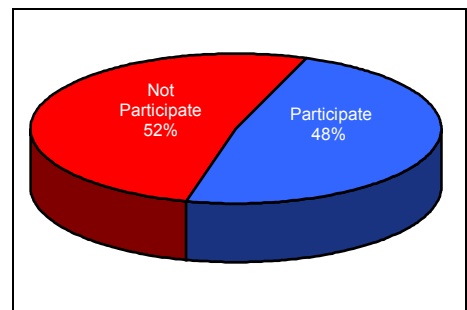
Several of the means for service dimensions in the survey were converted into grades. The mean score was converted into a percentage (using 9 as the denominator) and compared to a grading scale shown in Table 2. This was primarily done only for questions that rated services on the 9-point scale using the “very poor” to “excellent” descriptors. Grades tend to be easier to understand and use in goal setting for planning cycles.

It is important to recognize a couple of extraneous events that have the potential to impact the results of this study. First, during the survey period Cary experienced a significant snowfall that may influence a respondent’s opinions on some Town services. Second, the Town embarked on a public relations campaign concerning growth management and quality of life issues. This campaign did overlap with a few of the survey calling period days in January.

Respondents were asked if they would agree to participate in a focus group session. The goal of the focus groups is to give Cary even more insight into their citizen’s opinions and attitudes. Approximately 48% of the respondents indicated they would agree to participate in one of the sessions. This is virtually the same percentage as 2000 (49%). This reflects strong involvement and concern of the citizens with their community.

**Table 2. Grading Scale.**

Rating (%)	Grade
97-100	A+
94-96	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
Below 60	F



**Figure 8. Focus Group Participation.**

## Town Government

The performance of the Town Government staff was assessed with a set of five items or questions. These questions were only administered to those respondents who had contact with the Town Government in the past two years. Approximately 25% or 103 respondents indicated they had contact within the past two years. This compares to 22% two years ago. A nine-point scale from “very poor” (1) to “excellent” (9) was used to measure performance.

The results of the 1998, 2000, and 2002 Cary Biennial Surveys will be included in tables throughout the report when applicable. The 2002 Biennial Survey covered more areas and was inclusive of more questions. Tables with no comparisons represent new items to the 2002 version. The incorporation of the previous survey facilitates comparisons between survey periods to examine trends.

The results shown in Tables 3-7 indicated continued positive ratings for the Town Government staff. However, a slight decrease was noted in the means for all service areas from 2000 to 2002. The tables are placed in descending order of ratings. The grades for all services were relatively good, especially *courteousness* (B+). The grades for *professionalism* (B) and *promptness of response* (B-) were unchanged from 2000. The service dimension that was rated with the lowest grade was *ability to resolve issues*. The mean for this service has declined slightly from 2000, but the grade remained unchanged in the C+ range. This is still a relatively good rating considering it is difficult to resolve all issues to the satisfaction of every citizen and the inclement weather may have impacted this measure as well as the others. One area, *knowledgeable*, showed a rather large drop in the mean score and the grade decreased from a B in 2000 to a B- in 2002. This represents the biggest area of concern.

**Table 3. Town Government Staff: Courteous.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.63	2.4	0.8	0.0	2.4	4.0	1.6	19.8	39.7	29.4	B
00	7.98	1.2	2.3	1.2	1.2	3.5	3.5	8.1	23.3	55.8	B+
<b>02</b>	<b>7.81</b>	<b>3.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>6.9</b>	<b>1.0</b>	<b>8.9</b>	<b>35.6</b>	<b>43.6</b>	<b>B+</b>

**Table 4. Town Government Staff: Professionalism.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.32	3.2	1.6	3.2	0.8	4.0	2.4	27.0	31.7	26.2	B-
00	7.73	1.2	2.3	1.2	0.0	3.5	7.0	19.8	19.8	45.3	B
<b>02</b>	<b>7.55</b>	<b>3.0</b>	<b>1.0</b>	<b>0.0</b>	<b>1.0</b>	<b>7.9</b>	<b>3.0</b>	<b>17.8</b>	<b>32.7</b>	<b>33.7</b>	<b>B</b>

**Table 5. Town Government Staff: Knowledgeable.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.30	1.6	2.4	1.6	1.6	6.3	9.4	20.5	29.1	27.6	B-
00	7.70	2.4	1.2	1.2	2.4	2.4	2.4	21.2	24.7	42.4	B
<b>02</b>	<b>7.44</b>	<b>4.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.0</b>	<b>10.1</b>	<b>2.0</b>	<b>17.2</b>	<b>27.3</b>	<b>36.4</b>	<b>B-</b>

**Table 6. Town Government Staff: Promptness of Response.**

<b>Year</b>	<b>Mean</b>	<b>Very Poor 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Average 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Excellent 9</b>	<b>Grade</b>
98	7.26	4.8	0.0	0.8	1.6	4.0	8.0	24.0	35.2	21.6	B-
00	7.45	3.6	3.6	1.2	0.0	3.6	6.0	18.1	25.3	38.6	B-
<b>02</b>	<b>7.32</b>	<b>4.9</b>	<b>1.0</b>	<b>0.0</b>	<b>1.0</b>	<b>8.8</b>	<b>1.0</b>	<b>21.6</b>	<b>35.3</b>	<b>26.5</b>	<b>B-</b>

**Table 7. Town Government Staff: Ability to Resolve Issues.**

<b>Year</b>	<b>Mean</b>	<b>Very Poor 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Average 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Excellent 9</b>	<b>Grade</b>
98	6.77	8.2	0.0	3.3	4.1	6.6	4.1	28.7	21.3	23.8	C
00	7.12	5.1	5.1	1.3	1.3	3.8	6.4	23.1	16.7	37.2	C+
<b>02</b>	<b>7.06</b>	<b>8.3</b>	<b>0.0</b>	<b>1.0</b>	<b>2.1</b>	<b>8.3</b>	<b>5.2</b>	<b>16.7</b>	<b>28.1</b>	<b>30.2</b>	<b>C+</b>

## Maintenance of Streets & Roads

The maintenance of streets and roads was assessed by a set of five questions. Again, the nine-point scale was used from “very poor” (1) to “excellent” (9). Two crosstabulations were conducted on years lived in Cary and income level. It is important to exercise caution in the interpretation of crosstabulations. They will act to slice up the sample size and in turn increase the margin of error for that question. For example, it is difficult to interpret crosstabulations for the race variable because over 89% of the sample is Caucasian. This resulted in sample cell sizes that were too low to adequately examine the crosstabulations for other racial groups to any great extent.

The survey results indicated relatively good ratings for the maintenance of streets and roads. The grade for the total sample (Table 8) was C. Though this grade is not as high as many other Town service grades, it represents an improvement since 2000 (C-) and 1998 (D+). This is an especially positive note considering the weather issues in January. The crosstabulations (Tables 9 and 10) indicated that longer tenured residents who have lived in Cary 11 or more years tended to rate the maintenance of streets and roads somewhat lower than residents of 10 years or less, although the 2-5 year residents are also slightly lower. As for the income levels, the \$20,001-\$30,000 gave the highest grade (B-) and the under \$20,000 gave the lowest mark (D-).

**Table 8. How Well Cary Maintains Streets & Roads.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	6.04	2.2	2.7	4.7	9.0	15.5	17.7	27.9	15.0	5.2	D+
00	6.50	3.0	1.5	2.2	4.0	15.2	11.5	32.4	22.4	7.7	C-
<b>02</b>	<b>6.72</b>	<b>1.7</b>	<b>0.7</b>	<b>1.7</b>	<b>4.7</b>	<b>13.5</b>	<b>10.3</b>	<b>35.4</b>	<b>19.7</b>	<b>12.3</b>	<b>C</b>

**Table 9. Crosstabulation: How Well Cary Maintains Streets & Roads Crossed by Years Lived in Cary.**

Years Lived in Cary	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	18	7.56	0.0	0.0	0.0	0.0	0.0	11.1	44.4	22.2	22.2	B
2-5	129	6.83	3.1	0.8	0.0	3.1	10.1	10.1	38.8	23.3	10.9	C
6-10	106	7.17	0.0	0.0	2.8	2.8	8.5	7.5	34.9	25.5	17.9	B-
11-20	82	6.24	2.4	1.2	2.4	8.6	17.1	13.4	34.1	13.4	7.3	D+
Over 20	70	6.71	1.4	1.4	2.9	7.1	27.1	10.0	30.0	10.0	10.0	C

**Table 10. Crosstabulation: How Well Cary Maintains Streets & Roads Crossed By Income.**

Income (\$)	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-20,000	5	5.60	20.0	0.0	0.0	20.0	20.0	0.0	0.0	0.0	40.0	D-
20,001-30,000	13	7.31	0.0	0.0	0.0	0.0	15.4	0.0	23.1	61.5	0.0	B-
30,001-50,000	43	6.47	2.3	0.0	2.3	11.6	16.3	9.3	25.6	18.6	14.0	C-
50,001-70,000	60	6.92	1.7	1.7	3.3	1.7	8.3	10.0	35.0	21.7	16.7	C+
70,001-100,000	79	6.85	1.3	1.3	0.0	1.3	10.1	13.9	44.3	19.0	8.9	C
Over 100,000	95	6.64	2.1	1.1	3.2	5.3	12.6	7.4	37.9	17.9	12.6	C

## Cleanliness and Appearance of Public Areas

The cleanliness and appearance of several public areas including *streets, median & roadsides, parks,* and *greenways* was assessed by a set of four questions in the survey. Again, the same nine-point scale from “very poor” (1) to “excellent” (9) was used.

The results shown in Tables 11-14 (placed in descending order by ratings) indicated that the respondents are generally pleased with the cleanliness and appearance of the Town’s public areas. Respondents were especially pleased with the *cleanliness and appearance of Town parks* (Table 11). The grade in this case remained a B+ but the mean increased from 7.86 in 2000 to 7.99 in 2002. Over the past two years, the *cleanliness and appearance of greenways* have shown improvement. The grade remains a B, but the mean has also increased slightly. The *cleanliness and appearance of streets* and *cleanliness and appearance of median & roadsides* have had slight decreases in the means in the past two years, but their grades also remained stable. Overall, the ratings are basically unchanged from 2000.

**Table 11. Cleanliness and Appearance of Parks.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.42	3.9	0.0	0.5	1.0	2.6	5.4	26.6	39.0	20.9	B-
00	7.86	0.0	0.0	0.3	0.6	2.5	5.4	21.1	40.8	29.3	B+
<b>02</b>	<b>7.99</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>4.0</b>	<b>2.1</b>	<b>15.7</b>	<b>40.7</b>	<b>36.4</b>	<b>B+</b>

**Table 12. Cleanliness and Appearance of Greenways.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.32	4.5	0.3	1.1	0.8	3.7	6.3	25.1	36.4	21.9	B-
00	7.64	0.6	1.2	0.3	0.3	4.0	7.4	21.9	36.7	27.5	B
<b>02</b>	<b>7.70</b>	<b>0.3</b>	<b>0.0</b>	<b>0.6</b>	<b>1.4</b>	<b>6.9</b>	<b>4.6</b>	<b>19.0</b>	<b>37.4</b>	<b>29.9</b>	<b>B</b>

**Table 13. Cleanliness and Appearance of Streets.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.45	0.0	0.2	0.5	1.0	4.7	10.9	29.4	34.6	18.7	B-
00	7.43	0.8	0.0	0.5	0.5	4.8	8.8	30.5	39.8	14.5	B-
<b>02</b>	<b>7.28</b>	<b>1.5</b>	<b>0.0</b>	<b>1.0</b>	<b>2.0</b>	<b>6.5</b>	<b>7.7</b>	<b>30.8</b>	<b>33.3</b>	<b>17.2</b>	<b>B-</b>

**Table 14. Cleanliness and Appearance of Median & Roadsides.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.16	0.5	1.0	0.2	2.0	7.7	13.2	31.3	28.6	15.4	B-
00	7.30	1.0	1.0	0.8	0.8	5.0	11.0	29.6	34.8	16.0	B-
<b>02</b>	<b>7.16</b>	<b>1.0</b>	<b>0.3</b>	<b>2.3</b>	<b>2.5</b>	<b>8.3</b>	<b>9.3</b>	<b>28.0</b>	<b>31.3</b>	<b>17.3</b>	<b>B-</b>

## Police Department

The performance of the Cary Police Department was assessed with a set of 10 questions, including one open-ended item. These questions were only administered to those respondents who had contact with the Police Department in the past two years. Approximately 33% or 133 respondents indicated they had contact within the past two years. This is the same percentage as two years ago. The nine-point scale from “very poor” (1) to “excellent” (9) was used.

This Department had the most significant increases in grades over the past two years. The respondents rated the performance of the Police Department (Tables 15-19 placed in descending order of ratings) exceptionally positive for *courteousness* (A-), *competence* (A-), *fairness* (A-), *response time* (B+), and *problem solving* (B+). These are dimensions that have the potential for lower ratings. The grades increased for all service dimensions measured since 2000, especially *fairness* which increased from a B to A-. Note the high percentages in the “excellent” category for these dimensions. The clerks, dispatchers, and animal control officers contacted (Table 20) were also rated very high (A-) on *efficiency*, *competence*, and *courteousness* (Tables 21-23). Overall, the Cary Police Department had excellent ratings. The gains since the 2000 survey have been commendable.

An open-ended question (Appendix D) asked respondents to “list services they would like from the Cary Police Department that are not now being provided or should be provided with greater support.” The most common response was to increase neighborhood patrols and visibility (mentioned 22 times). This was followed by increasing speed limit enforcement (12) and stopping people from running red lights (5).

**Table 15. Police Department: Courteous.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.72	3.3	1.1	2.2	2.2	3.9	4.4	9.9	21.0	51.9	B
00	7.95	1.5	2.3	0.8	1.5	5.3	3.0	7.6	19.7	58.3	B+
<b>02</b>	<b>8.24</b>	<b>0.8</b>	<b>0.8</b>	<b>1.5</b>	<b>0.8</b>	<b>2.3</b>	<b>3.0</b>	<b>6.8</b>	<b>20.3</b>	<b>63.9</b>	<b>A-</b>

**Table 16. Police Department: Competence.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.62	2.2	2.2	2.2	5.5	3.9	2.8	9.4	21.5	50.3	B
00	7.89	3.1	2.4	0.8	0.0	2.4	5.5	7.1	24.4	54.3	B+
<b>02</b>	<b>8.23</b>	<b>0.0</b>	<b>0.8</b>	<b>0.0</b>	<b>1.5</b>	<b>3.8</b>	<b>3.1</b>	<b>10.0</b>	<b>20.8</b>	<b>60.0</b>	<b>A-</b>

**Table 17. Police Department: Fairness.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.49	3.9	2.8	2.2	3.4	7.3	1.7	8.4	18.5	51.7	B-
00	7.74	3.9	3.1	2.4	1.6	3.9	1.6	4.7	20.5	58.3	B
<b>02</b>	<b>8.18</b>	<b>0.8</b>	<b>1.6</b>	<b>0.8</b>	<b>1.6</b>	<b>3.1</b>	<b>3.1</b>	<b>4.7</b>	<b>21.1</b>	<b>63.3</b>	<b>A-</b>



**Table 18. Police Department: Response Time.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.30	5.4	2.4	2.4	3.6	4.2	2.4	14.3	25.6	39.9	B-
00	7.59	4.4	2.7	0.9	1.8	0.9	5.3	15.0	23.0	46.0	B
<b>02</b>	<b>7.99</b>	<b>0.0</b>	<b>1.7</b>	<b>0.9</b>	<b>0.0</b>	<b>6.1</b>	<b>3.5</b>	<b>13.9</b>	<b>20.9</b>	<b>53.0</b>	<b>B+</b>

**Table 19. Police Department: Problem Solving.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.05	6.3	1.1	5.1	3.4	7.4	4.0	14.8	18.2	39.8	C+
00	7.56	4.2	4.2	0.8	0.8	2.5	4.2	14.4	19.5	49.2	B
<b>02</b>	<b>7.79</b>	<b>3.3</b>	<b>0.0</b>	<b>0.8</b>	<b>1.7</b>	<b>3.3</b>	<b>6.6</b>	<b>14.9</b>	<b>18.2</b>	<b>51.2</b>	<b>B+</b>

**Table 20. Police Department: Person Contacted.**

Person Contacted	Number	Percentage
Clerk	6	11.1
Dispatcher	38	70.4
Animal Control Officer	10	18.5

**Table 21. Police Department: Efficiency of Person Contacted at Department.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.60	6.1	0.0	2.4	1.2	6.1	2.4	4.9	29.3	47.6	B
00	8.20	1.8	0.0	0.0	0.0	3.6	3.6	10.9	18.2	61.8	A-
<b>02</b>	<b>8.25</b>	<b>0.0</b>	<b>0.0</b>	<b>2.0</b>	<b>0.0</b>	<b>4.1</b>	<b>2.0</b>	<b>8.2</b>	<b>24.5</b>	<b>59.2</b>	<b>A-</b>

**Table 22. Police Department: Competence of Person Contacted at Department.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.79	3.7	0.0	2.5	1.2	4.9	3.7	7.4	24.7	51.9	B+
00	8.09	1.8	0.0	1.8	0.0	5.5	1.8	7.3	23.6	58.2	A-
<b>02</b>	<b>8.25</b>	<b>0.0</b>	<b>0.0</b>	<b>2.0</b>	<b>0.0</b>	<b>2.0</b>	<b>6.1</b>	<b>6.1</b>	<b>24.5</b>	<b>59.2</b>	<b>A-</b>

**Table 23. Police Department: Courteousness of Person Contacted at Department.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.38	2.5	1.2	0.0	0.0	3.7	7.4	11.1	24.7	49.4	B-
00	8.04	5.5	0.0	1.8	0.0	1.8	1.8	3.6	21.8	63.6	B+
<b>02</b>	<b>8.29</b>	<b>0.0</b>	<b>2.1</b>	<b>0.0</b>	<b>0.0</b>	<b>2.1</b>	<b>4.2</b>	<b>4.2</b>	<b>27.1</b>	<b>60.4</b>	<b>A-</b>

## Fire Department

The performance of the Cary Fire Department was assessed with a set of 5 questions concerning their service dimensions. These questions were only administered to those respondents who had contact with the Fire Department in the past two years. In this case, 12.8% or 51 respondents (7.4% in 2000) indicated they had contact with the Department within that time period. The nine-point scale from “very poor” (1) to “excellent” (9) was used to rate the performance.

The results shown in Tables 24-28 (placed in descending order of ratings) indicate that the Cary Fire Department continues to have superior ratings. All service dimensions including *competence* (A+), *fairness* (A+), *problem solving* (A), *courteousness* (A), and *response time* (A) were rated with exceptional marks. Also impressive are the very high response percentages in the “excellent” category.

**Table 24. Fire Department: Competent.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
00	8.66	0.0	0.0	0.0	0.0	0.0	3.4	0.0	24.1	72.4	A
02	<b>8.78</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.0</b>	<b>18.4</b>	<b>79.6</b>	<b>A+</b>

**Table 25. Fire Department: Fairness.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
00	8.73	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.7	73.3	A+
02	<b>8.69</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.1</b>	<b>0.0</b>	<b>2.1</b>	<b>18.8</b>	<b>77.1</b>	<b>A+</b>

**Table 26. Fire Department: Problem Solving.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
00	8.55	0.0	0.0	0.0	0.0	3.4	3.4	3.4	13.8	75.9	A
02	<b>8.67</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>6.1</b>	<b>20.4</b>	<b>73.5</b>	<b>A</b>

**Table 27. Fire Department: Courteous.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
00	8.73	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.7	73.3	A+
02	<b>8.61</b>	<b>0.0</b>	<b>1.9</b>	<b>0.0</b>	<b>0.0</b>	<b>1.9</b>	<b>0.0</b>	<b>1.9</b>	<b>13.5</b>	<b>80.8</b>	<b>A</b>

**Table 28. Fire Department: Response Time.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
00	8.56	0.0	0.0	3.7	0.0	0.0	0.0	0.0	22.2	74.1	A
02	<b>8.50</b>	<b>0.0</b>	<b>2.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>4.3</b>	<b>6.5</b>	<b>8.7</b>	<b>78.3</b>	<b>A</b>

## Parks & Recreation and Cultural Programs

There were six questions that specifically examined Parks & Recreation and Cultural programs. The survey asked respondents if they had participated in the programs, which one(s) they were involved, and then they rated various aspects of the program including *program quality*, *facility quality*, *cost*, and *overall experience*.

The results showed that approximately 39% or 157 of the respondents indicated someone in their household had participated in a Parks & Recreation or Cultural Program in the past two years. This is up from 32% two years ago. The programs they participated in are illustrated in Appendix E. The most commonly mentioned were Lazy Days, baseball, arts & crafts, basketball, Jordan Hall Arts, YMCA, and Bon Park Festival. Tables 29-32 (placed in descending order of rating) specifically examined performance dimensions related to the Parks & Recreation and Cultural programs. These tables illustrate a very good and solid program. *Overall experience* (A-), *facility quality* (A-), *program quality* (B+), and *cost* (B+) had high marks and numerous responses in the “excellent” category. A key indicator of the high regard that respondents have for the Parks & Recreation and Cultural programs is the consistent high ratings (A-) given for *overall experience* (Table 29). One very positive note is that *facility quality* improved from a B to an A- in the past two years (Table 30). This reversed a downward trend demonstrated in the 1998 and 2000 ratings.

**Table 29. Parks & Recreation: Overall Experience.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.88	0.7	0.0	0.0	0.7	0.7	5.8	22.6	37.2	32.1	B+
00	8.11	0.0	0.0	0.0	0.0	5.3	2.6	13.2	33.3	45.6	A-
<b>02</b>	<b>8.11</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.0</b>	<b>3.9</b>	<b>1.3</b>	<b>13.7</b>	<b>32.7</b>	<b>46.4</b>	<b>A-</b>

**Table 30. Parks & Recreation: Facility Quality.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.72	0.7	0.0	0.7	0.7	2.2	7.4	27.2	28.7	32.4	B
00	7.59	0.0	1.8	0.0	0.0	5.3	9.7	24.8	28.3	30.1	B
<b>02</b>	<b>8.06</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>4.6</b>	<b>3.3</b>	<b>17.1</b>	<b>28.3</b>	<b>46.1</b>	<b>A-</b>

**Table 31. Parks & Recreation: Program Quality.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.85	0.7	0.0	0.0	0.7	0.7	5.8	22.6	37.2	32.1	B+
00	7.97	0.0	0.0	0.0	0.0	4.4	6.2	15.9	35.4	38.1	B+
<b>02</b>	<b>8.01</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.3</b>	<b>4.5</b>	<b>3.9</b>	<b>15.6</b>	<b>31.2</b>	<b>43.5</b>	<b>B+</b>

**Table 32. Parks & Recreation: Cost or Amount of Fee.**

<b>Year</b>	<b>Mean</b>	<b>Very Poor 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Average 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Excellent 9</b>	<b>Grade</b>
98	7.67	4.4	1.5	2.2	0.7	2.2	3.7	14.8	20.7	49.6	B
00	8.01	0.0	0.9	0.0	0.0	4.7	6.6	10.4	33.0	44.3	B+
<b>02</b>	<b>7.99</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>9.7</b>	<b>2.1</b>	<b>17.9</b>	<b>20.7</b>	<b>49.7</b>	<b>B+</b>

## Overall Operation or Management of Cary

The respondents were asked to rate the overall operation or management of the Town of Cary. The aforementioned nine-point scale from “very poor” (1) to “excellent” (9) was employed. This question was also broken down by all seven demographic variables – years lived in Cary, number of children in household under 18, age, education, race, income, and gender. These crosstabulations will give a better understanding of any attitudinal differences within these groupings.

The results from the total sample (Table 33) indicated a relatively positive rating for the management of the Town of Cary by the respondents. The mean was 7.11 translates to a C+. This is the same grade as last year, however; the mean has increased from 6.95 to 7.11. The percentage of “excellent” responses has increased as well from 9.9 in 2000 to 13.7 in 2002. Overall, this indicates a positive trend.

The crosstabulations (Tables 34-40) revealed consistent results across the demographic groupings. The only groupings who gave somewhat lower grades include respondents in the 46-55 and 66-75 age groups, Native Americans (however the sample size was low), and males.

**Table 33. Operation or Management of Cary.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	6.46	1.5	1.0	2.1	5.1	14.4	20.0	31.0	17.2	7.7	C-
00	6.95	0.8	1.0	1.6	2.3	7.5	13.2	37.1	26.5	9.9	C+
02	7.11	1.0	0.5	1.3	2.5	7.6	10.2	33.0	30.2	13.7	C+

**Table 34. Crosstabulation: Operation or Management of Cary Crossed by Years Lived in Cary.**

Years Lived In Cary	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	17	7.47	0.0	0.0	0.0	0.0	5.9	11.8	35.3	23.5	23.5	B-
2-5	122	7.18	1.6	0.8	0.8	0.8	5.7	10.7	32.8	33.6	13.1	B-
6-10	103	7.22	0.0	0.0	2.9	1.0	5.8	8.7	37.9	30.1	13.6	B-
11-20	81	6.91	1.2	1.2	0.0	3.7	11.1	7.4	38.3	28.4	8.6	C+
Over 20	69	6.93	1.4	0.0	1.4	7.2	10.1	14.5	18.8	29.0	17.4	C+

**Table 35. Crosstabulation: Operation or Management of Cary Crossed by Children in Household Under 18.**

Children in Household Under 18	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0	193	6.98	1.6	0.5	1.0	4.7	8.3	11.9	28.5	30.1	13.5	C+
1-2	166	7.20	0.0	0.6	1.8	0.6	7.8	8.4	37.3	30.7	12.7	B-
3-5	29	7.31	3.4	0.0	0.0	0.0	3.4	10.3	31.0	34.5	17.2	B-
Over 5	2	8.00	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	50.0	B+

**Table 36. Crosstabulation: Operation or Management of Cary Crossed by Age.**

Age	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	9	7.98	0.0	0.0	0.0	0.0	0.0	11.1	22.2	33.3	33.3	B+
26-35	68	7.38	0.0	0.0	1.5	0.0	4.4	11.8	33.8	32.4	16.2	B-
36-45	127	7.13	1.6	0.8	0.8	0.8	5.5	7.9	41.7	30.7	10.2	C+
46-55	87	6.86	0.0	1.1	2.3	3.4	10.3	12.6	35.6	24.1	10.3	C
56-65	46	7.28	0.0	0.0	0.0	6.5	4.3	8.7	26.1	43.5	10.9	B-
66-75	34	6.44	5.9	0.0	2.9	8.8	11.8	14.7	14.7	26.5	14.7	C-
Over 75	16	7.81	0.0	0.0	0.0	0.0	12.5	6.3	12.5	25.0	43.8	B+

**Table 37. Crosstabulation: Operation or Management of Cary Crossed by Education.**

Education	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
High School or Less	37	7.30	0.0	0.0	0.0	5.4	5.4	10.8	27.0	35.1	16.2	B-
Some College	66	7.24	1.5	0.0	1.5	3.0	9.1	7.6	22.7	34.8	19.7	B-
College Degree	184	6.94	1.6	1.1	2.2	2.7	7.1	9.8	37.0	27.7	10.9	C+
Graduate Degree	100	7.26	0.0	0.0	0.0	1.0	8.0	13.0	34.0	30.0	14.0	B-

**Table 38. Crosstabulation: Operation or Management of Cary Crossed by Race.**

Race	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Caucasian	343	7.10	0.9	0.6	1.2	2.9	7.9	9.9	32.9	30.3	13.4	C+
African-American	13	7.39	0.0	0.0	7.7	0.0	0.0	0.0	46.2	23.1	23.1	B-
Native-American	4	6.50	25.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	25.0	C-
Asian	9	7.11	0.0	0.0	0.0	0.0	11.1	11.1	33.3	44.4	0.0	C+
Hispanic	9	7.00	0.0	0.0	0.0	0.0	0.0	33.3	33.3	33.3	0.0	C+
Other	9	7.44	0.0	0.0	0.0	0.0	11.1	22.2	11.1	22.2	33.3	B-

**Table 39. Crosstabulation: Operation or Management of Cary Crossed by Income.**

Income (\$)	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-20,000	5	7.40	0.0	0.0	0.0	20.0	0.0	0.0	0.0	60.0	20.0	B-
20,001-30,000	10	7.70	0.0	0.0	0.0	0.0	0.0	0.0	50.0	30.0	20.0	B
30,001-50,000	42	6.95	2.4	0.0	0.0	2.4	9.5	16.7	31.0	23.8	14.3	C+
50,001-70,000	60	7.23	0.0	1.7	0.0	1.7	6.7	11.7	33.3	28.3	16.7	B-
70,001-100,000	78	7.04	0.0	0.0	1.3	3.8	6.4	11.5	38.5	32.1	6.4	C+
Over 100,000	93	7.12	2.2	0.0	1.1	0.0	8.6	8.6	37.6	29.0	12.9	C+

**Table 40. Crosstabulation: Operation or Management of Cary Crossed by Gender.**

Gender	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Male	156	6.87	1.3	0.0	2.6	2.6	10.9	11.5	36.5	23.7	10.9	C
Female	237	7.27	0.8	0.8	0.4	2.5	5.5	9.3	30.4	34.6	15.6	B-

## Cary Overall as a Place to Live

The respondents were asked to rate Cary overall as a place to live using the nine-point scale from “very poor” (1) to “excellent” (9). This question was also broken down by crosstabulations representing the seven demographic variables – years in lived in Cary, number of children in household under 18, age, education, race, income, and gender.

The following tables indicate that Cary is perceived as a very good place to live and the grade has improved from a B in 2000 to a B+ for 2002 (Table 41). The total sample was very positive with a mean of 7.79 and 37.8% responding “excellent”.

The crosstabulations (Tables 42-48) showed few differences across groupings. The crosstabulations on each grouping including years lived in Cary, number of children in household under 18, race, and gender were very similar. There were a few areas where slight differences were observed. Only two groupings gave grades lower than a B. These were respondents who were relatively new to Cary (0-1 years) and those who have lived in Town for over 20 years. Both these groups gave marks of B- to the question. Overall, Cary is perceived by the respondents as a very good place to live and the Town is improving over the past two years.

**Table 41. Cary Overall as a Place to Live.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
98	7.61	0.0	0.3	0.8	1.0	3.0	8.0	30.6	30.3	26.1	B
00	7.63	1.3	0.3	0.5	2.5	3.8	9.0	20.1	27.6	34.9	B
<b>02</b>	<b>7.79</b>	<b>0.2</b>	<b>0.2</b>	<b>0.7</b>	<b>1.0</b>	<b>5.7</b>	<b>4.4</b>	<b>22.1</b>	<b>27.8</b>	<b>37.8</b>	<b>B+</b>

**Table 42. Crosstabulation: Cary Overall as a Place to Live Crossed by Years Lived in Cary.**

Years Lived In Cary	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	18	7.33	0.0	0.0	0.0	0.0	5.6	16.7	33.3	27.8	16.7	B-
2-5	129	8.02	0.0	0.8	0.0	0.0	1.6	2.3	26.4	26.4	42.6	B+
6-10	106	7.93	0.0	0.0	0.0	0.9	5.7	4.7	16.0	33.0	39.6	B+
11-20	82	7.65	0.0	0.0	1.2	2.4	7.3	3.7	23.2	29.3	32.9	B
Over 20	70	7.43	1.4	0.0	2.9	1.4	11.4	5.7	18.6	21.4	37.1	B-

**Table 43. Crosstabulation: Cary Overall as a Place to Live Crossed by Children in Household Under 18.**

Children in Household Under 18	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0	202	7.61	0.5	0.0	1.5	1.0	8.9	5.9	22.3	23.3	36.6	B
1-2	170	7.92	0.0	0.6	0.0	1.2	2.9	2.9	21.8	33.5	37.1	B+
3-5	29	8.21	0.0	0.0	0.0	0.0	0.0	3.4	20.7	27.6	48.3	A-
Over 5	2	8.00	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	50.0	B+

**Table 44. Crosstabulation: Cary Overall as a Place to Live Crossed by Age.**

Age	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	9	8.00	0.0	0.0	0.0	0.0	11.1	0.0	22.2	11.1	55.6	B+
26-35	69	7.80	0.0	1.4	0.0	0.0	2.9	4.3	24.6	36.2	30.4	B+
36-45	132	7.98	0.0	0.0	0.0	0.8	0.8	6.8	25.0	25.0	41.7	B+
46-55	91	7.54	0.0	0.0	3.3	2.2	8.8	2.2	22.0	29.7	31.9	B
56-65	46	7.78	0.0	0.0	0.0	2.2	6.5	4.3	17.4	37.0	32.6	B
66-75	35	7.74	2.9	0.0	0.0	0.0	11.4	2.9	14.3	20.0	48.6	B
Over 75	17	7.94	0.0	0.0	0.0	0.0	11.8	5.9	17.6	5.9	58.8	B+

**Table 45. Crosstabulation: Cary Overall as a Place to Live Crossed by Education.**

Education	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
High School or Less	39	8.05	0.0	0.0	0.0	0.0	10.3	0.0	15.4	23.1	51.3	B+
Some College	68	7.87	0.0	1.5	2.9	2.9	5.9	0.0	14.7	17.6	54.4	B+
College Degree	190	7.71	0.5	0.0	0.5	0.5	4.7	6.8	23.7	32.1	31.1	B
Graduate Degree	103	7.84	0.0	0.0	0.0	1.0	3.9	4.9	26.2	29.1	35.0	B+

**Table 46. Crosstabulation: Cary Overall as a Place to Live Crossed by Race.**

Race	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Caucasian	345	7.77	0.0	0.3	0.8	1.1	5.9	4.5	22.6	27.4	37.3	B
African-American	13	7.69	7.7	0.0	0.0	0.0	0.0	0.0	23.1	23.1	46.2	B
Native-American	4	8.75	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0	75.0	A+
Asian	10	7.80	0.0	0.0	0.0	0.0	20.0	0.0	10.0	20.0	50.0	B+
Hispanic	6	7.67	0.0	0.0	0.0	0.0	0.0	33.3	0.0	33.3	33.3	B
Other	9	8.22	0.0	0.0	0.0	0.0	0.0	0.0	22.2	33.3	44.4	A-

**Table 47. Crosstabulation: Cary Overall as a Place to Live Crossed by Income.**

Income (\$)	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-20,000	5	7.60	0.0	0.0	0.0	0.0	20.0	0.0	20.0	20.0	40.0	B
20,001-30,000	13	7.62	0.0	0.0	0.0	7.7	7.7	0.0	23.1	23.1	38.5	B
30,001-50,000	43	7.77	0.0	0.0	0.0	0.0	7.0	2.3	30.2	27.9	32.6	B
50,001-70,000	60	7.83	0.0	0.0	1.7	1.7	5.0	3.3	20.0	28.3	40.0	B+
70,001-100,000	79	7.87	0.0	1.3	1.3	1.3	1.3	6.3	16.5	32.9	39.2	B+
Over 100,000	95	7.88	0.0	0.0	0.0	1.1	1.1	6.3	27.4	28.4	35.8	B+

**Table 48. Crosstabulation: Cary Overall as a Place to Live Crossed by Gender.**

Gender	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Male	159	7.61	0.6	0.0	0.0	2.5	6.9	4.4	26.4	27.7	31.4	B
Female	247	7.91	0.0	0.4	1.2	0.0	4.9	4.5	19.0	27.9	42.1	B+



## **Most Important Issue Facing Cary and Suggestions to Improve Cary**

An open-ended question asked respondents what they feel is the most important issue facing the Town of Cary. The responses shown in Appendix F show that problems related to rapid growth were perceived as the most important issue. This was by far the most mentioned issue. In fact, it was mentioned over 178 times (200 times in 2000) by the respondents. This was followed by traffic/roads (108), the need for new schools/education (35), water issues (24), and over-development (11). Obviously, these areas are peripheral issues related to the larger issue of managing growth. These issues are very similar to the ones mentioned in the 2000 survey. The biggest difference is that traffic/roads now rates second and water issues drops from second to fourth.

The respondents were also asked what was the next most important issue aside from parks, roads, and schools. These are shown in Appendix G. The predominate response was too much growth/development (mentioned 109 times). This was followed by improving the water situation (43), improving traffic/road problems (23), reducing taxes (11), and public safety (11).

Another open-ended question asked the respondents if they could act as the Mayor, Town Manager, and Town Council all rolled into one, what one action would they take to improve Cary. The responses shown in Appendix H indicate two primary actions including to slow growth and development mentioned 67 times (148 times in 2000) and improve roads/traffic mentioned 65 times (41 in 2000). Other recommended actions include improving education/schools (13), managing water better (13), and faster school development (8).

## Quality of Life in Cary

The quality of life for Cary residents over the past two years was assessed with five-point scale. The response categories were “much worse”, somewhat worse”, “the same”, “somewhat better” and “much better” for this question.

In the total sample (Table 49), most respondents saw the quality of life in Cary as “the same” over the past two years. However, there has been a positive slant. Note the mean of 3.18 in 2002 is an increase over the 2000 mean of 3.05. Higher means indicate perceptions of an improvement in the quality of life. In 2002, more respondents indicated the quality of life is “much better” (7.5% versus 4.4%) or “somewhat better” (23.9% versus 22.0%). Overall, 31.4% responded the quality of life is “somewhat better” or “much better”, while only 19.6% responded it is “somewhat worse” or “much worse”. In 2000, the percentages were 26.4% on the “better” side versus 24.4% on the “worse” side. This is a definite improvement.

This same technique of combining the categories that fall above and below “the same” category will be used to examine the crosstabulations (Tables 50-56). Again, this would combine the percentages for “somewhat worse” and “much worse” and compare this with the combined percentages for “somewhat better” and “much better” to look for differences. In the final analysis only three of the demographic groupings indicated more “worse” percentages than “better” percentages for quality of life over the past two years. Respondents who have lived in Cary 11-20 years replied with 29.6% was on the “better” side versus 30.9% on the “worse” side. In addition, two of the age groups perceived the quality of life as decreasing. These were the 46-55 year old age group (22.2% “better” versus 27.8% “worse”) and the 66-75 year old age group (25.7% “better” versus 34.3% “worse”). Other than these three groupings, the other crosstabulations indicated more of a positive slant.

**Table 49. Quality of Life in Cary.**

Year	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Above 3
00	3.05	1.6	22.8	49.2	22.0	4.4	26.4
02	3.18	1.0	18.6	49.0	23.9	7.5	31.4

**Table 50. Crosstabulation: Quality of Life in Cary Crossed by Years Lived in Cary.**

Years Lived in Cary	N	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Above 3
0-1	15	3.27	0.0	0.0	80.0	13.3	6.7	20.0
2-5	125	3.30	0.8	9.6	56.8	24.0	8.8	32.8
6-10	105	3.18	0.0	20.0	47.6	26.7	5.7	32.4
11-20	81	3.04	2.5	28.4	39.5	22.2	7.4	29.6
Over 20	70	3.10	1.4	25.7	42.9	21.4	8.6	30.0

**Table 51. Crosstabulation: Quality of Life in Cary Crossed by Children in Household Under 18.**

Children in Household Under 18	N	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Above 3
0	197	3.12	2.0	20.3	49.7	19.8	8.1	27.9
1-2	166	3.27	0.0	15.7	48.8	28.3	7.2	35.5
3-5	29	3.14	0.0	24.1	44.8	24.1	6.9	31.0
Over 5	2	2.50	0.0	50.0	50.0	0.0	0.0	0.0

**Table 52. Crosstabulation: Quality of Life in Cary Crossed by Age.**

Age	N	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Above 3
18-25	9	3.33	11.1	0.0	55.6	11.1	22.2	33.3
26-35	67	3.20	0.0	9.0	62.7	28.4	0.0	28.4
36-45	126	3.28	0.0	18.3	44.4	28.6	8.7	37.3
46-55	90	2.97	2.2	25.6	50.0	17.8	4.4	22.2
56-65	46	3.26	2.2	15.2	47.8	23.9	10.9	34.8
66-75	35	3.09	0.0	34.3	40.0	8.6	17.1	25.7
Over 75	17	3.47	0.0	11.8	41.2	35.3	11.8	47.1

**Table 53. Crosstabulation: Quality of Life in Cary Crossed by Education.**

Education	N	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Above 3
High School or Less	38	3.55	0.0	18.4	28.9	31.6	21.1	52.7
Some College	67	3.19	3.0	14.9	49.3	25.4	7.5	32.9
College Degree	188	3.10	1.1	22.9	47.3	22.9	5.9	28.8
Graduate Degree	98	3.18	0.0	14.3	59.2	20.4	6.1	26.5

**Table 54. Crosstabulation: Quality of Life in Cary Crossed by Race.**

Race	N	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Above 3
Caucasian	346	3.15	1.2	19.4	50.0	22.5	6.9	29.4
African-American	13	3.39	0.0	30.8	23.1	23.1	23.1	46.2
Native-American	4	4.00	0.0	0.0	25.0	50.0	25.0	75.0
Asian	10	3.00	0.0	20.0	60.0	20.0	0.0	20.0
Hispanic	5	3.60	0.0	0.0	60.0	20.0	20.0	40.0
Other	9	3.56	0.0	0.0	55.6	33.3	11.1	44.4

**Table 55. Crosstabulation: Quality of Life in Cary Crossed by Income.**

<b>Income (\$)</b>	<b>N</b>	<b>Mean</b>	<b>Much Worse 1</b>	<b>Somewhat Worse 2</b>	<b>The Same 3</b>	<b>Somewhat Better 4</b>	<b>Much Better 5</b>	<b>% Above 3</b>
0-20,000	5	3.6	20.0	0.0	20.0	20.0	40.0	60.0
20,001-30,000	12	3.17	0.0	33.3	25.0	33.3	8.3	41.6
30,001-50,000	42	3.31	0.0	16.7	45.2	28.6	9.5	38.1
50,001-70,000	60	3.13	1.7	11.7	65.0	15.0	6.7	21.7
70,001-100,000	78	3.15	1.3	14.1	56.4	24.4	3.8	28.2
Over 100,000	91	3.18	0.0	22.0	46.2	24.2	7.7	31.9

**Table 56. Crosstabulation: Quality of Life in Cary Crossed by Gender.**

<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Much Worse 1</b>	<b>Somewhat Worse 2</b>	<b>The Same 3</b>	<b>Somewhat Better 4</b>	<b>Much Better 5</b>	<b>% Above 3</b>
Male	156	3.07	.6	24.4	47.4	22.4	5.1	27.5
Female	241	3.25	1.2	14.9	50.2	24.5	9.1	33.6

## Information Sources

The survey contained a question that asked respondents to rate thirteen information sources in regards to their usage. A nine-point scale was used that ranged from “never use” (1) to “frequently use” (9). Table 57 shows the results in order of usage. The most frequently used sources in order were Raleigh News & Observer, television, word-of-mouth, BUD (water and sewer bills), and radio. This virtually mirrors last year. Sources such as the Block Leader Program, Cary’s 24-hour phone line, Cary’s website, and Cary’s Government Access Cable Channel continue to have low usage and may need to be publicized more. Tables 58 & 59 show 2000 and 1998 information source usage.

Internet access has continued to increase (Table 60). Only 12.1% do not have access to the internet. Most have access at both home and office (54.1%). Table 61 indicates most respondents are infrequent viewers, at best, of Town Council meetings on the Town’s Cable Access Channel. Approximately 28% view the meetings “now and then” and 15% view them “occasionally”, while 52% “never” watch them.

**Table 57. 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.	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 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 58. 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 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 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.	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 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 59. Most Used Information Sources in 1998 (In Order of Usage).**

<b>Information Source</b>	<b>Mean</b>	<b>Never Use 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Average 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Frequently 9</b>	<b>% Above 5</b>
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 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 Phone 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.	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 60. Internet Access.**

<b>Year</b>	<b>At Home</b>	<b>At Office</b>	<b>Both</b>	<b>Neither</b>
98	17.0	15.0	45.3	22.8
00	20.9	9.0	54.5	15.6
<b>02</b>	<b>27.4</b>	<b>6.4</b>	<b>54.1</b>	<b>12.1</b>

**Table 61. Watching Town Council Meetings on the Town's Cable Access Channel.**

<b>Year</b>	<b>Never</b>	<b>Now and Then</b>	<b>Occasionally</b>	<b>Almost Always</b>	<b>Always</b>
02	51.9	28.3	15.4	3.7	0.7

## How Safe Residents Feel in Cary.

The respondents were asked how safe do they feel in Cary. A nine-point scale that ranged from “extremely unsafe” (1) to extremely safe” (9) was utilized. Crosstabulations were conducted on years lived in Cary, age, race, and gender for this question. The results from the total sample (Table 62) indicate most respondents feel a high degree of safety in Cary. The mean was high at 7.99 with 94.8% responding above 5 with 37.8% feeling “very safe”. This represents an improvement since 2000.

The crosstabulations (Tables 63-66) illustrated very few differences. Notice that all have relatively high means and felt safe in Town. Respondents who have lived in Cary longer (11-20 and over 20 years) had slightly lower means (7.88 and 7.80) than shorter tenured residents of 0-1, 2-5, and 6-10 years (8.22, 8.05, and 8.07, respectively). The younger age groups also felt slightly safer than the older age groups. The only exception was the over 75 age group who felt very safe. Note that African-Americans (7.62), Native Americans (7.50), and Hispanics (7.50) felt somewhat safer than Caucasians (8.00) and Asians (8.00). As with previous crosstabulations, the sample sizes for these groups are too limited to make any generalizations. Finally, males (8.14) felt slightly safer than females (7.89).

**Table 62. How Safe Do You Feel in Cary.**

Year	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
98	7.55	0.0	0.0	1.0	0.8	2.5	8.8	30.7	37.5	18.6	95.6
00	7.93	0.3	0.0	0.0	0.3	2.0	4.0	22.5	39.0	32.0	97.5
<b>02</b>	<b>7.99</b>	<b>0.0</b>	<b>0.2</b>	<b>0.2</b>	<b>0.0</b>	<b>4.7</b>	<b>2.7</b>	<b>17.0</b>	<b>37.3</b>	<b>37.8</b>	<b>94.8</b>

**Table 63. Crosstabulation: How Safe Do You Feel in Cary Crossed by Years Lived in Cary.**

Years Lived in Cary	N	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
0-1	18	8.22	0.0	0.0	0.0	0.0	0.0	5.6	0.0	61.1	33.3	100.0
2-5	129	8.05	0.0	0.8	0.0	0.0	2.3	3.1	14.7	41.9	37.2	96.9
6-10	105	8.07	0.0	0.0	0.0	0.0	1.9	1.9	22.9	34.3	39.0	98.1
11-20	81	7.88	0.0	0.0	1.2	0.0	6.2	3.7	17.3	34.6	37.0	92.6
Over 20	70	7.80	0.0	0.0	0.0	0.0	12.9	1.4	17.1	30.0	38.6	87.1

**Table 64. Crosstabulation: How Safe Do You Feel in Cary Crossed by Age.**

Age	N	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
18-25	9	8.56	0.0	0.0	0.0	0.0	0.0	0.0	0.0	44.4	55.6	100.0
26-35	69	7.93	0.0	0.0	0.0	0.0	4.3	7.2	8.7	50.7	29.0	95.6
36-45	132	8.14	0.0	0.0	0.0	0.0	1.5	0.8	24.2	29.5	43.9	98.4
46-55	89	7.91	0.0	0.0	0.0	0.0	5.6	3.4	18.0	40.4	32.6	94.4
56-65	46	7.85	0.0	2.2	2.2	0.0	4.3	2.2	15.2	34.8	39.1	91.3
66-75	35	7.91	0.0	0.0	0.0	0.0	8.6	2.9	14.3	37.1	37.1	91.4
Over 75	17	8.12	0.0	0.0	0.0	0.0	5.9	0.0	17.6	29.4	47.1	94.1

**Table 65. Crosstabulation: How Safe Do You Feel in Cary Crossed by Race.**

<b>Race</b>	<b>N</b>	<b>Mean</b>	<b>Extremely Unsafe 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Average 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Extremely Safe 9</b>	<b>% Above 5</b>
Caucasian	352	8.00	0.0	0.0	0.3	0.0	4.3	2.8	17.0	38.6	36.9	95.3
African-American	13	7.62	0.0	7.7	0.0	0.0	7.7	0.0	15.4	23.1	46.2	84.7
Native-American	4	7.50	0.0	0.0	0.0	0.0	25.0	0.0	25.0	0.0	50.0	75.0
Asian	10	8.00	0.0	0.0	0.0	0.0	10.0	0.0	20.0	20.0	50.0	90.0
Hispanic	6	7.50	0.0	0.0	0.0	0.0	16.7	0.0	33.3	16.7	33.3	83.3
Other	9	8.33	0.0	0.0	0.0	0.0	0.0	0.0	11.2	44.4	44.4	100.0

**Table 66. Crosstabulation: How Safe Do You Feel in Cary Crossed by Gender.**

<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Extremely Unsafe 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Average 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Extremely Safe 9</b>	<b>% Above 5</b>
Male	158	8.14	0.0	0.0	0.6	0.0	1.9	2.5	12.7	41.8	40.5	97.5
Female	246	7.89	0.0	0.4	0.0	0.0	6.5	2.8	19.9	34.1	36.2	93.0



## Cary Tax Rate

The survey examined the Cary municipal tax rate of .42 per \$100 of property valuation as compared to other localities (Charlotte, Raleigh, Chapel Hill, Greensboro, and Durham). A five-point scale was used. The response categories were “very low”, “somewhat low”, “about right”, “somewhat high”, and “very high”.

The results for the total sample are shown in Table 67. A majority (69.5%) of the respondents felt that the tax rate was “about right” in Cary. A slight skewing or slant on the high side is to be expected because these questions are often perceived as a justification for a tax increase. That may be the case here in that 23.7% answered it was “somewhat high” or “very high” while 6.8% answered it was “somewhat low” or “very low”. This is also evident in the mean of 3.20 (remember that “about right” is the midpoint at 3.00). One important thing to note is that this is a decrease in the proportion of respondents who perceive taxes on the high side from 2000. In that year, 29.2% responded “somewhat high” or “very high” and only 4.1% responded “somewhat low” or “very low”. Overall, taking this into account most see the tax rate as appropriate for the services rendered and fewer perceive them as too high.

Crosstabulations (Tables 68-74) were computed for all demographic variables on this question. A few of the groupings perceived the tax to be especially on the high side. These include individuals who had lived in Cary for 11-20 and over 20 years, especially the over 20 years group that had 33.8% of the responses indicating taxes were “somewhat high” or “very high”. The older age groups of 66-75 and over 75, respondents with income levels below \$70,000, and African-Americans (however sample sizes are low) were also more likely to perceive the taxes as being on the high side.

**Table 67. Municipal Tax Rate in Cary.**

Year	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Above 3
98	3.13	0.5	7.3	73.7	15.9	2.5	18.4
00	3.30	0.5	3.6	66.4	24.0	5.2	29.2
<b>02</b>	<b>3.20</b>	<b>0.5</b>	<b>6.3</b>	<b>69.5</b>	<b>20.4</b>	<b>3.3</b>	<b>23.7</b>

**Table 68. Crosstabulation: Municipal Tax Rate in Cary Crossed by Years Lived in Cary.**

Years Lived In Cary	N	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Above 3
0-1	17	2.88	0.0	11.8	88.2	0.0	0.0	0.0
2-5	125	3.18	0.8	5.6	71.2	20.0	2.4	22.4
6-10	104	3.17	0.0	6.7	74.0	14.4	4.8	19.2
11-20	81	3.25	1.2	4.9	65.4	24.7	3.7	28.4
Over 20	68	3.30	0.0	7.4	58.8	30.9	2.9	33.8

**Table 69. Crosstabulation: Municipal Tax Rate in Cary Crossed by Children in Household Under 18.**

Children in Household Under 18	N	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Above 3
0	193	3.23	0.5	5.2	68.4	22.3	3.6	25.9
1-2	169	3.17	0.6	8.3	68.6	18.9	3.6	22.5
3-5	29	3.10	0.0	3.4	82.8	13.8	0.0	13.8
Over 5	2	3.50	0.0	0.0	50.0	50.0	0.0	50.0

**Table 70. Crosstabulation: Municipal Tax Rate in Cary Crossed by Age.**

Age	N	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Above 3
18-25	8	3.00	0.0	12.5	75.0	12.5	0.0	12.5
26-35	68	3.10	0.0	7.4	76.5	14.7	1.5	16.2
36-45	130	3.23	0.0	5.4	71.5	17.7	5.4	23.1
46-55	89	3.26	0.0	5.6	70.8	19.1	4.5	23.6
56-65	46	3.13	2.2	10.9	60.9	23.9	2.2	26.1
66-75	35	3.31	0.0	5.7	57.1	37.1	0.0	37.1
Over 75	13	3.31	0.0	0.0	69.2	30.8	0.0	30.8

**Table 71. Crosstabulation: Municipal Tax Rate in Cary Crossed by Education.**

Education	N	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Above 3
High School or Less	38	3.21	0.0	2.6	76.3	18.4	2.6	21.0
Some College	67	3.33	0.0	1.5	71.6	19.4	7.5	26.9
College Degree	185	3.21	0.5	8.6	63.8	23.8	3.2	27.0
Graduate Degree	100	3.11	0.0	7.0	76.0	16.0	1.0	17.0

**Table 72. Crosstabulation: Municipal Tax Rate in Cary Crossed by Race.**

Race	N	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Above 3
Caucasian	345	3.20	0.6	6.4	69.3	20.0	3.8	23.8
African-American	13	3.39	0.0	0.0	61.5	38.5	0.0	38.5
Native-American	4	3.50	0.0	0.0	50.0	50.0	0.0	50.0
Asian	10	3.00	0.0	10.0	80.0	10.0	0.0	10.0
Hispanic	5	3.00	0.0	0.0	100.0	0.0	0.0	0.0
Other	9	3.00	0.0	0.0	100.0	0.0	0.0	0.0

**Table 73. Crosstabulation: Municipal Tax Rate in Cary Crossed by Income.**

Income (\$)	N	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Above 3
0-20,000	4	3.50	0.0	0.0	50.0	50.0	0.0	50.0
20,001-30,000	13	3.39	0.0	0.0	69.2	23.1	7.7	30.8
30,001-50,000	41	3.27	0.0	4.9	65.9	26.8	2.4	29.2
50,001-70,000	60	3.33	0.0	3.3	63.3	30.0	3.3	33.3
70,001-100,000	78	3.10	0.0	9.0	75.6	11.5	3.8	15.3
Over 100,000	94	3.16	0.0	5.3	76.6	14.9	3.2	18.1

**Table 74. Crosstabulation: Municipal Tax Rate in Cary Crossed by Gender.**

<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Very Low 1</b>	<b>Somewhat Low 2</b>	<b>About Right 3</b>	<b>Somewhat High 4</b>	<b>Very High 5</b>	<b>% Above 3</b>
Male	158	3.17	0.6	7.0	70.9	18.4	3.2	21.6
Female	238	3.22	0.4	5.9	68.5	21.8	3.4	25.2

## Neighborhood Crime

A question was included in the survey to examine resident's perceptions of crime in their neighborhood. A three-point scale was used with the response categories of "decreasing", "stable", and "increasing". The results (Table 75) indicate most of the sample (86.3%) viewed crime as stable in their neighborhoods. However, the percentage that perceived crime as increasing was higher than in 2000 (8.8% versus 4.5%). Overall, a large majority indicated crime was stable in their neighborhoods, but there is also a slight indication of an increase in crime from a minority of the respondents who should be recognized.

**Table 75. What Best Describes Crime in Your Neighborhood.**

<b>Year</b>	<b>Mean</b>	<b>Decreasing 1</b>	<b>Stable 2</b>	<b>Increasing 3</b>	<b>Not Sure</b>
98	2.03	2.8	77.4	15.2	4.6
00	1.98	6.2	84.1	4.5	5.2
<b>02</b>	<b>2.05</b>	<b>4.7</b>	<b>86.3</b>	<b>8.8</b>	<b>0.3</b>

## Managing Growth in Cary

The growth rate in the Town of Cary prompted a set of eleven questions regarding the Town’s growth management efforts over the past two years. Respondents were first asked to rate the Town’s efforts at managing growth on a nine-point scale from “very poor” (1) to “excellent” (9). Crosstabulations were conducted for all demographic groupings on this question. Another series of questions examined the respondent’s interest on where emphasis should be placed in controlling growth. Eleven options or alternatives for controlling growth were presented for the respondent to rate. These options were only asked if the respondent replied with a 4 or lower on the previous question regarding Cary’s efforts at managing growth. A nine-point scale ranging from “not interested” (1) to “very interested” (9) was employed on these growth options.

The results from the total sample (Table 76) indicate that the respondents see Cary’s efforts to manage growth as relatively poor (D+), but improving significantly since 2000. Note the mean has increased from 4.90 in 2000 to 6.02 in 2002. The crosstabulations conducted on this question (Tables 77-83) indicated that most groupings rated Cary’s efforts in the D range. The respondents who were most positive about Cary’s growth management efforts include those who have lived in Cary 2-5 years (C-), those with 3-5 children (C), the age groups of 18-25 and over 75 (C and C-), those with graduate degrees (C-), and those with incomes over \$100,000 (C-). Table 84 shows the respondent’s level of interest on ten alternatives to control growth. The table illustrates that greater emphasis should be placed on *water quality and other environment factors affect by growth*. This was the most desired alternative that maintained the highest level of interest. This was the first year this alternative was examined. This was followed by *reducing costs for citizens, increased regional solutions, air quality and other environmental factors affected by growth, slowing commercial development, and slowing residential development*. The biggest changes in the interest levels occurred for *building new schools* that was rated third in 2000 and dropped to seventh in 2002 and *increased regional solutions* fell from first in 2000 to third in 2002.

**Table 76. Cary’s Efforts to Manage Growth.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
00	4.90	9.7	8.4	8.9	9.1	24.8	10.7	19.3	5.5	3.7	F
02	6.02	4.6	3.0	3.0	3.8	24.3	12.2	29.6	10.1	9.4	D+

**Table 77. Crosstabulation: Cary’s Efforts to Manage Growth Crossed by Years Lived in Cary.**

Years Lived In Cary	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	16	6.25	0.0	0.0	6.3	0.0	31.3	25.0	12.5	12.5	12.5	D+
2-5	125	6.29	0.8	2.4	2.4	4.0	26.4	13.6	28.0	11.2	11.2	C-
6-10	102	5.99	6.9	2.9	1.0	5.9	20.6	12.7	31.4	6.9	11.8	D+
11-20	81	5.63	6.2	6.2	4.9	3.7	23.5	12.3	27.2	11.1	4.9	D-
Over 20	69	5.93	7.2	1.4	4.3	1.4	26.1	5.8	37.7	8.7	7.2	D

**Table 78. Crosstabulation: Cary's Efforts to Manage Growth Crossed by Children in Household Under 18.**

Children in Household Under 18	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0	194	5.93	4.1	2.6	2.1	4.6	29.4	12.4	28.9	7.7	8.2	D
1-2	166	6.00	5.4	4.2	4.2	3.0	19.3	13.3	29.5	10.8	10.2	D+
3-5	29	6.66	3.4	0.0	3.4	0.0	20.7	3.4	37.9	17.2	13.8	C
Over 5	2	5.00	0.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0	0.0	F

**Table 79. Crosstabulation: Cary's Efforts to Manage Growth Crossed by Age.**

Age	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	9	6.44	0.0	0.0	11.1	0.0	11.1	22.2	33.3	11.1	11.1	C-
26-35	67	6.05	4.5	1.5	1.5	7.5	19.4	11.9	38.8	11.9	3.0	D+
36-45	128	5.98	3.9	4.7	4.7	3.1	21.9	11.7	31.3	8.6	10.2	D
46-55	89	5.69	7.9	2.2	3.4	4.5	27.0	15.7	22.5	10.1	6.7	D-
56-65	45	6.24	2.2	4.4	0.0	4.4	31.1	8.9	22.2	8.9	17.8	D+
66-75	35	6.11	5.7	2.9	2.9	0.0	28.6	8.6	28.6	8.6	14.3	D+
Over 75	14	6.86	0.0	0.0	0.0	0.0	21.4	7.1	50.0	7.1	14.3	C

**Table 80. Crosstabulation: Cary's Efforts to Manage Growth Crossed by Education.**

Education	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
High School or Less	38	5.79	2.6	2.6	5.3	5.3	31.6	15.8	21.1	7.9	7.9	D
Some College	64	5.88	12.5	0.0	4.7	0.0	20.3	14.1	26.6	12.5	9.4	D
College Degree	188	5.96	3.2	3.7	2.7	5.9	23.9	12.2	33.5	7.4	7.4	D
Graduate Degree	99	6.30	3.0	4.0	2.0	2.0	24.2	10.1	28.3	12.1	14.1	C-

**Table 81. Crosstabulation: Cary's Efforts to Manage Growth Crossed by Race.**

Race	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Caucasian	344	5.96	4.9	3.5	3.2	3.8	24.7	11.3	29.7	9.9	9.0	D
African-American	13	6.62	0.0	0.0	0.0	7.7	23.1	15.4	30.8	0.0	23.1	C
Native-American	4	7.50	0.0	0.0	0.0	0.0	0.0	0.0	75.0	0.0	25.0	B-
Asian	9	5.89	0.0	0.0	11.1	0.0	44.4	0.0	22.2	22.2	0.0	D
Hispanic	5	5.60	20.0	0.0	0.0	0.0	20.0	20.0	20.0	0.0	20.0	D-
Other	9	6.89	0.0	0.0	0.0	0.0	0.0	44.4	33.3	11.1	11.1	C+

**Table 82. Crosstabulation: Cary's Efforts to Manage Growth Crossed by Income.**

Income (\$)	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-20,000	5	6.00	0.0	0.0	0.0	0.0	20.0	60.0	20.0	0.0	0.0	D+
20,001-30,000	11	6.19	9.1	0.0	0.0	0.0	9.1	36.4	27.3	9.1	9.1	D+
30,001-50,000	42	6.12	2.4	0.0	4.8	2.4	31.0	7.1	38.1	7.1	7.1	D+
50,001-70,000	59	5.39	8.5	3.4	3.4	8.5	33.9	6.8	22.0	6.8	6.8	D-
70,001-100,000	77	6.16	6.5	2.6	1.3	1.3	22.1	14.3	28.6	11.7	11.7	D+
Over 100,000	92	6.30	1.1	5.4	2.2	5.4	17.4	13.0	30.4	13.0	12.0	C-

**Table 83. Crosstabulation: Cary's Efforts to Manage Growth Crossed by Gender.**

Gender	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Male	155	6.05	4.5	4.5	1.9	6.5	18.7	13.5	27.7	12.9	9.7	D+
Female	239	6.00	4.6	2.1	3.8	2.1	28.0	11.3	31.0	7.9	9.2	D+

**Table 84. Growth Alternatives (In Order of Interest) in 2002.**

Growth Alternative Emphasis	Mean	Not Interested 1	2	3	4	Average 5	6	7	8	Very Interested 9	% Above 5
Water Quality Environmental	7.59	5.6	1.9	0.0	5.6	3.7	3.7	7.4	14.8	57.4	83.3
Reduce Costs For Citizens	7.53	5.9	2.0	3.9	0.0	5.9	0.0	11.8	15.7	54.9	82.4
Increase Regional Solutions	7.42	1.9	3.8	3.8	3.8	7.5	7.5	5.7	11.3	54.7	79.2
Air Quality/Environmental	7.15	3.8	1.9	7.5	1.9	11.3	3.8	9.4	11.3	49.1	73.6
Slow Commercial Development	6.87	10.9	5.5	3.6	3.6	5.5	3.6	3.6	7.3	56.4	70.9
Slow Residential Development	6.75	12.7	7.3	3.6	1.8	5.5	0.0	7.3	5.5	56.4	69.2
Building New Schools	6.72	5.7	5.7	1.9	3.8	11.3	11.3	15.1	3.8	41.5	71.7
Parks, Greenways, Open Spaces	6.68	3.8	1.9	7.5	5.7	9.4	11.3	11.3	20.8	28.3	71.7
Widening Roads	6.00	12.7	3.6	3.6	3.6	16.4	9.1	14.5	10.9	25.5	60.0
Mass Transit	5.76	18.9	3.8	5.7	3.8	15.1	1.9	11.3	5.7	34.0	52.9
Technology/Telecommuting	5.49	23.5	0.0	3.9	3.9	17.6	5.9	7.8	15.7	21.6	51.0

**Table 85. Growth Alternatives (In Order of Interest) in 2000.**

Growth Alternative Emphasis	Mean	Not Interested 1	2	3	4	Average 5	6	7	8	Very Interested 9	% Above 5
Increase Regional Solutions	7.63	2.3	2.3	1.5	0.0	4.5	9.0	17.3	14.3	48.9	89.5
Reduce Costs For Citizens	7.56	2.2	1.5	1.5	0.7	7.4	1.8	13.3	22.2	43.0	80.3
Building New Schools	7.34	4.4	3.7	1.5	1.5	8.9	8.1	7.4	13.3	51.1	79.9
Air Quality/Environmental	7.24	1.5	1.5	2.2	1.5	11.0	11.0	19.9	16.9	34.6	82.4
Slow Residential Development	7.19	6.5	1.4	4.3	2.2	8.6	2.9	11.5	15.8	46.8	77.0
Slow Commercial Development	6.92	6.6	2.2	3.7	2.9	10.3	5.1	15.4	15.4	38.2	74.1
Parks, Greenways, Open Spaces	6.65	4.5	3.0	3.7	2.2	14.9	6.7	24.6	15.7	24.6	71.6
Widening Roads	6.57	8.1	2.9	3.7	3.7	11.8	9.6	14.0	13.2	33.1	69.9
Mass Transit	6.29	6.9	4.4	4.4	2.9	13.2	8.1	16.2	13.2	27.9	65.4
Technology/Telecommuting	5.93	13.3	3.3	5.0	2.5	16.7	5.8	17.5	15.0	20.8	59.1

## Senior Citizen’s Services

A set of seven questions explored the efforts of Cary in providing services to its senior citizens. The respondents were first asked to rate the Town’s efforts at providing senior citizen services in the past two years. A nine-point scale from “very poor” (1) to “excellent” (9) was used. Crosstabulations were conducted on this question for years lived in Cary, age, race, income, and gender. Another series of questions was asked of those respondents who replied with a 4 or below on the previous question concerning Cary’s efforts in providing services to seniors. They were asked to rate six different actions that could potentially increase the services available to seniors in the community.

The results for the total sample (Table 86) indicate the community feels the Town is doing a better than average job (C+) at providing senior services. More important is the fact this has improved significantly since 2000 when the grade was a C-. The crosstabulations (Tables 87-91) revealed a few differences in the groupings. The respondents who gave the higher marks were those who have lived in Cary over 20 years (B-), have incomes between \$20,001-\$30,000 (B), \$30,001-\$50,000 (B-) or over \$100,000 (B-), and females (B-). The lower marks came from respondents who lived in Cary 11-20 years (C-) and those between the ages of 26-35 (C-). Perhaps the key indicator for this question is the grade given by the older respondents. The marks from these groups were relatively good including a B- from the 56-65 age group, a B- from the 66-75 age group, and a B+ for the over 75 age group

Table 92 shows the respondent’s interest in six options or actions designed to improve services to senior citizens. The table illustrates that *more support for groups that help seniors* was the most desired option with the highest mean overall (7.70). This was followed by *more transportation for seniors*, *more senior services*, *more affordable housing for seniors*, and *more senior facilities* in that order. The only difference from 2000 is that *more senior services* moved up from fifth to third.

**Table 86. Cary’s Efforts to Provide Services to Senior Citizens.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
00	6.39	1.6	1.6	1.6	5.3	19.0	16.9	29.6	14.8	9.5	C-
02	7.03	0.8	0.0	2.1	1.2	18.6	9.1	26.4	17.8	24.0	C+

**Table 87. Crosstabulation: Cary’s Efforts to Provide Services to Senior Citizens Crossed by Years Lived in Cary.**

Years Lived In Cary	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	7	7.00	0.0	0.0	14.3	0.0	28.6	0.0	0.0	0.0	57.1	C+
2-5	66	7.06	1.5	0.0	0.0	0.0	19.7	6.1	33.3	18.2	21.2	C+
6-10	65	7.15	0.0	0.0	1.5	1.5	15.4	16.9	18.5	18.5	27.7	C+
11-20	46	6.61	0.0	0.0	6.5	2.2	26.1	10.9	17.4	17.4	19.6	C-
Over 20	57	7.18	1.8	0.0	0.0	1.8	14.0	3.5	36.8	19.3	22.8	B-



**Table 88. Crosstabulation: Cary's Efforts to Provide Services to Senior Citizens Crossed by Age.**

Age	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	3	8.33	0.0	0.0	0.0	0.0	0.0	0.0	33.3	0.0	66.7	A-
26-35	31	6.61	3.2	0.0	0.0	3.2	22.6	12.9	29.0	9.7	19.4	C-
36-45	74	6.92	0.0	0.0	2.7	2.7	17.6	13.5	25.7	16.2	21.6	C+
46-55	51	6.78	0.0	0.0	3.9	0.0	27.5	3.9	23.5	29.4	11.8	C
56-65	32	7.28	0.0	0.0	3.1	0.0	9.4	15.6	31.3	6.3	34.4	B-
66-75	31	7.23	3.2	0.0	0.0	0.0	16.1	3.2	32.3	12.9	32.3	B-
Over 75	16	7.94	0.0	0.0	0.0	0.0	12.5	0.0	12.5	31.3	43.8	B+

**Table 89. Crosstabulation: Cary's Efforts to Provide Services to Senior Citizens Crossed by Race.**

Race	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Caucasian	209	7.00	0.5	0.0	1.4	1.4	20.6	8.6	26.8	18.7	22.0	C+
African-American	9	7.22	11.1	0.0	0.0	0.0	11.1	11.1	0.0	11.1	55.6	B-
Native-American	2	9.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	A+
Asian	7	7.14	0.0	0.0	0.0	0.0	14.3	14.3	42.9	0.0	28.6	C+
Hispanic	4	8.25	0.0	0.0	0.0	0.0	0.0	25.0	0.0	0.0	75.0	A-
Other	7	6.71	0.0	0.0	14.3	0.0	0.0	14.3	28.6	42.9	0.0	C

**Table 90. Crosstabulation: Cary's Efforts to Provide Services to Senior Citizens Crossed by Income.**

Income (\$)	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-20,000	3	7.00	0.0	0.0	0.0	0.0	33.3	0.0	33.3	0.0	33.3	C+
20,001-30,000	7	7.57	0.0	0.0	0.0	0.0	14.3	14.3	14.3	14.3	42.9	B
30,001-50,000	28	7.25	0.0	0.0	0.0	3.6	17.9	3.6	32.1	10.7	32.1	B-
50,001-70,000	35	6.86	0.0	0.0	2.9	2.9	25.7	5.7	22.9	17.1	22.9	C
70,001-100,000	46	6.89	2.2	0.0	2.2	0.0	19.6	10.9	21.7	26.1	17.4	C+
Over 100,000	48	7.19	0.0	0.0	2.1	0.0	16.7	12.5	22.9	18.8	27.1	B-

**Table 91. Crosstabulation: Cary's Efforts to Provide Services to Senior Citizens Crossed by Gender.**

Gender	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Male	89	6.75	2.2	0.0	2.2	1.1	20.2	12.4	25.8	18.0	18.0	C
Female	152	7.18	0.0	0.0	2.0	1.3	17.8	7.2	26.3	17.8	27.6	B-

**Table 92. Senior Citizen Services Alternatives (In Order of Interest) in 2002.**

<b>Senior Citizen Services Alternatives</b>	<b>Mean</b>	<b>Not Interested 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Average 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Very Interested 9</b>	<b>% Above 5</b>
More Support for Help Groups	7.70	0.0	0.0	0.0	0.0	10.0	10.0	10.0	40.0	30.0	90.0
More Transportation for Seniors	7.27	9.1	0.0	0.0	0.0	9.1	0.0	9.1	45.5	27.3	81.9
More Senior Services	7.27	9.1	0.0	0.0	0.0	9.1	0.0	18.2	27.3	36.4	81.9
More Affordable Housing	7.00	9.1	0.0	0.0	0.0	9.1	18.2	9.1	18.2	36.4	81.9
More Senior Facilities	6.55	9.1	0.0	0.0	0.0	27.3	9.1	9.1	18.2	27.3	63.7

**Table 93. Senior Citizen Services Alternatives (In Order of Interest) in 2000.**

<b>Senior Citizen Services Alternatives</b>	<b>Mean</b>	<b>Not Interested 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Average 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Very Interested 9</b>	<b>% Above 5</b>
More Support for Help Groups	7.81	6.3	0.0	0.0	0.0	12.5	0.0	0.0	18.8	62.5	81.3
More Transportation for Seniors	7.77	11.8	0.0	0.0	0.0	0.0	0.0	5.9	17.6	64.7	88.2
More Senior Facilities	7.24	11.8	0.0	0.0	0.0	5.9	0.0	17.6	23.5	41.2	82.3
More Affordable Housing	7.24	11.8	0.0	0.0	0.0	11.8	0.0	5.9	23.5	47.1	76.5
More Senior Services	7.06	17.6	0.0	0.0	0.0	0.0	0.0	17.6	17.6	47.1	82.3

## Funding Public Bus Service in Cary

Respondents were asked their support for funding public bus service in Cary on a nine-point scale from “totally against” (1) to “totally supportive” (9). Crosstabulations were conducted on all demographic variables.

The results for the total sample (Table 94) indicated relatively good support for public bus service. Notice that 60.4% of the responses were above 5 with 29.9% “totally support”. However, it appears support has declined slightly since 2000. The mean has dropped from 6.63 to 6.27 over that time period. Crosstabulations (Tables 95-97) revealed higher support in the 18-25 (6.89) and over 75 (7.29) age groups. Higher support was also evident in the income groupings, \$20,001-\$30,000 (7.17), \$30,001-\$50,000 (6.87), and \$50,001-\$70,000 (6.75), while the over \$100,000 group had less support (5.91). Additionally, females were more supportive than males (6.67 versus 5.69). Very low levels of support were evident in the 0-\$20,000 age group but the sample size for the crosstabulation was very low (4).

**Table 94. Support for Cary Funding Public Bus Service.**

Year	Mean	Totally Against 1	2	3	4	Neutral 5	6	7	8	Totally Support 9	% Above 5
00	6.63	6.7	0.5	4.0	4.0	18.0	7.0	15.6	10.5	33.6	66.7
02	6.27	8.9	1.8	3.9	2.9	22.0	7.9	14.7	7.9	29.9	60.4

**Table 95. Crosstabulation: Support for Cary Funding Public Bus Service Crossed by Age.**

Age	N	Mean	Totally Against 1	2	3	4	Average 5	6	7	8	Totally Support 9	% Above 5
18-25	9	6.89	11.1	0.0	0.0	0.0	22.2	11.1	0.0	0.0	55.6	66.7
26-35	65	6.08	9.2	3.1	1.5	4.6	23.1	10.8	15.4	9.2	23.1	58.5
36-45	126	6.22	7.1	2.4	6.3	3.2	22.2	8.7	13.5	7.9	28.6	58.7
46-55	85	6.37	9.4	0.0	3.5	3.5	20.0	8.2	17.6	9.4	28.2	63.4
56-65	43	6.51	14.0	2.3	4.7	0.0	11.6	4.7	11.6	9.3	41.9	67.5
66-75	31	5.97	12.9	0.0	0.0	3.2	35.5	0.0	19.4	3.2	25.8	48.4
Over 75	14	7.29	0.0	0.0	7.1	0.0	21.4	7.1	7.1	7.1	50.0	71.3

**Table 96. Crosstabulation: Support for Cary Funding Public Bus Service Crossed by Income.**

Income (\$)	N	Mean	Totally Against 1	2	3	4	Average 5	6	7	8	Totally Support 9	% Above 5
0-20,000	4	4.00	50.0	0.0	0.0	0.0	25.0	0.0	0.0	0.0	25.0	25.0
20,001-30,000	12	7.17	0.0	0.0	8.3	8.3	16.7	0.0	8.3	8.3	50.0	66.6
30,001-50,000	38	6.87	5.3	2.6	0.0	0.0	21.1	13.2	7.9	13.2	36.8	71.1
50,001-70,000	56	6.75	5.5	0.0	1.8	3.6	19.6	12.5	14.3	8.9	33.9	69.6
70,001-100,000	76	6.42	5.3	1.3	5.3	3.9	23.7	3.9	17.1	14.5	25.0	60.5
Over 100,000	91	5.91	11.0	3.3	5.5	3.3	19.8	6.6	22.0	5.5	23.1	57.2

**Table 97. Crosstabulation: Support for Cary Funding Public Bus Service Crossed by Gender.**

<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Totally Against 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Average 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Totally Support 9</b>	<b>% Above 5</b>
Male	150	5.69	13.3	2.7	7.3	4.7	15.3	10.0	20.0	7.3	19.3	56.6
Female	230	6.67	6.1	1.3	1.7	1.7	26.5	6.5	11.3	8.3	36.5	62.6

## Usage of Public Bus Service in Cary

The respondents were asked to estimate their usage of public bus service if it were available and the fares were reasonable and the level of service was high. The response categories for this question were “every day”, “several times a week”, “at least once a week”, “several times a month”, “at least once a month”, “rarely if ever”, and “never”. Crosstabulations were conducted on age, income, and gender.

Table 98 indicates that 8.0% will use the service several times a week and only 2.2% will use it every day. If you combine the first three categories (“every day”, “several times a week”, and “at least once a month”), then it will tell what percentage of the respondents will ride the public bus service at least once a week. In this case it is 18.7%. As for the nonusers, 63.9% of the sample will “rarely if ever” or “never use” the service if available. These are departures from 2000 figures. In that year, 30.1% would ride public bus service at least once a week and 56.8% would “rarely if ever” or “never use” public bus service. This indicates decreased usage for the service. The crosstabulations (Tables 99-101) revealed no significant differences in age groups. In regards to income levels, it was the \$20,001-\$30,000 (30.8%) who indicated the most weekly usage and the over \$100,000 (11.9%) with the least. Finally, females (21.5%) will be more frequent weekly users than males (14.6%). This represents a reversal for gender since 2000 when males would be the more frequent users.

**Table 98. Usage of Public Bus Service If Available in Cary.**

Year	Every Day	Several Times a Week	At Least Once a Week	Several Times a Month	At Least Once a Month	Rarely If Ever	Never
00	3.3	13.9	12.9	7.7	5.4	26.2	30.6
02	2.2	8.0	8.5	7.5	10.0	33.7	30.2

**Table 99. Crosstabulation: Usage of Public Bus Service If Available in Cary Crossed By Age.**

Age	N	Every Day	Several Times a Week	At Least Once a Week	Several Times a Month	At Least Once a Month	Rarely If Ever	Never
18-25	9	0.0	0.0	11.1	22.2	11.1	33.3	22.2
26-35	68	2.9	5.9	8.8	4.4	13.2	36.8	27.9
36-45	131	2.3	9.9	6.9	9.9	9.2	35.9	26.0
46-55	89	3.4	5.6	12.4	9.0	12.4	28.1	29.2
56-65	46	2.2	8.7	4.3	2.2	6.5	39.1	37.0
66-75	34	0.0	14.7	5.9	5.9	5.9	29.4	38.2
Over 75	17	0.0	5.9	11.8	5.9	5.9	29.4	41.2

**Table 100. Crosstabulation: Usage of Public Bus Service If Available in Cary Crossed By Income.**

Income	N	Every Day	Several Times a Week	At Least Once a Week	Several Times a Month	At Least Once a Month	Rarely If Ever	Never
0-20,000	5	0.0	20.0	0.0	0.0	20.0	0.0	60.0
20,001-30,000	13	15.4	15.4	0.0	7.7	0.0	30.8	30.8
30,001-50,000	42	2.4	11.9	7.1	7.1	11.9	33.3	26.2
50,001-70,000	60	3.3	10.0	10.0	8.3	18.3	28.3	21.7
70,001-100,000	78	2.6	9.0	10.3	11.5	12.8	35.9	17.9
Over 100,000	93	0.0	5.4	6.5	6.5	8.6	35.5	37.6

**Table 101. Crosstabulation: Usage of Public Bus Service If Available in Cary Crossed By Gender.**

<b>Gender</b>	<b>N</b>	<b>Every Day</b>	<b>Several Times a Week</b>	<b>At Least Once a Week</b>	<b>Several Times a Month</b>	<b>At Least Once a Month</b>	<b>Rarely If Ever</b>	<b>Never</b>
Male	157	2.5	6.4	5.7	10.8	11.5	29.9	33.1
Female	243	2.1	9.1	10.3	5.3	9.1	35.8	28.4

## Usage of Rail Service in Cary

The respondents were also asked to estimate their usage of rail service if it was available and the fares were reasonable and the level of service was high. The response categories were the same as for bus service - “every day”, “several times a week”, “at least once a week”, “several times a month”, “at least once a month”, “rarely if ever”, and “never”. Again, crosstabulations were conducted on age, income, and gender for this question.

The results indicate slightly stronger support for rail service than for bus service. The findings for the total sample (Table 102) indicate that approximately 6.5% (compared to 2.2% for bus) will use the service every day. Again, by combining the first three categories it reveals that 21.7% of the respondents will use the rail service at least once a week compared to 18.7% for bus service. As for the nonusers, 60.9% of the sample will “rarely if ever” or “never use” the service if available.

Just as for bus service, the 2002 percentages of potential usage of rail service have declined from two years ago. In 2000, 8.5% (compared to 6.5% in 2002) indicated they would use the bus service “every day” and 17.0% (compared to 8.0% in 2002) indicated they would use it “several times a week”. The overall percentages that would use rail service at least once a week was 34.8% in 2000 and is now down to 21.7%.

The crosstabulations (Tables 103-105) reveal the greatest usage (at least once a week) will be in the 18-25 (22.2%), 26-35 (26.5%), 36-45 (26.0%), and 46-55 (20.2%). After the age of 56 the percentages using the service at least once a week declines. In regards to income levels, there were very few differences. Note that when the categories are combined, the 0-\$20,000 grouping indicates that 0.0% would use rail service at least once a week. However, the sample size for this particular crosstabulation was very low. Finally, there were few gender differences.

**Table 102. Usage of Rail Service If Available in Cary.**

Year	Every Day	Several Times a Week	At Least Once a Week	Several Times a Month	At Least Once a Month	Rarely If Ever	Never
00	8.5	17.0	9.3	10.6	6.7	20.1	27.8
02	6.5	8.0	7.2	10.4	7.0	28.1	32.8

**Table 103. Crosstabulation: Usage of Rail Service If Available in Cary Crossed By Age.**

Age	N	Every Day	Several Times a Week	At Least Once a Week	Several Times a Month	At Least Once a Month	Rarely If Ever	Never
18-25	9	11.1	11.1	0.0	22.2	0.0	44.4	11.1
26-35	68	5.9	14.7	5.9	10.3	13.2	27.9	22.1
36-45	131	6.9	7.6	11.5	11.5	8.4	31.3	22.9
46-55	89	6.7	7.9	5.6	13.5	5.6	19.1	41.6
56-65	46	8.7	2.2	4.3	2.2	0.0	34.8	47.8
66-75	34	5.9	2.9	2.9	8.8	8.8	20.6	50.0
Over 75	17	0.0	11.8	0.0	11.8	0.0	29.4	47.1

**Table 104. Crosstabulation: Usage of Rail Service If Available in Cary Crossed By Income.**

<b>Income</b>	<b>N</b>	<b>Every Day</b>	<b>Several Times a Week</b>	<b>At Least Once a Week</b>	<b>Several Times a Month</b>	<b>At Least Once a Month</b>	<b>Rarely If Ever</b>	<b>Never</b>
0-20,000	5	0.0	0.0	0.0	40.0	0.0	0.0	60.0
20,001-30,000	13	7.7	7.7	7.7	0.0	0.0	46.2	30.8
30,001-50,000	42	7.1	7.1	7.1	14.3	7.1	28.6	28.6
50,001-70,000	59	11.9	6.8	5.1	13.6	8.5	22.0	32.2
70,001-100,000	78	6.4	6.4	6.4	11.5	7.7	33.3	28.2
Over 100,000	93	4.3	8.6	8.6	9.7	8.6	26.9	33.3

**Table 105. Crosstabulation: Usage of Rail Service If Available in Cary Crossed By Gender.**

<b>Gender</b>	<b>N</b>	<b>Every Day</b>	<b>Several Times a Week</b>	<b>At Least Once a Week</b>	<b>Several Times a Month</b>	<b>At Least Once a Month</b>	<b>Rarely If Ever</b>	<b>Never</b>
Male	156	9.0	6.4	5.8	10.9	5.1	28.2	34.6
Female	245	4.9	9.0	8.2	10.2	8.2	27.8	31.8



## Voting Behavior

The survey included a series of questions examining the voting behavior of the respondents. The focus was on improving the turnout of voters in local elections. The respondents were first asked if they voted in local elections and the “yes” percentage was 85.6%. Several factors could lead to the inflated nature of this number. First, a large percentage of nonvoters were not captured due to refusals. Second, the existence of social desirability in the responses to appear more civic-minded. Third, the respondent may consider voting occasionally as a positive response. A nine-point scale was used where 1 is “no impact at all” and 9 is “very high impact”, 5 is “neutral”.

After determining the nonvoters, they were asked what factors impacted their nonvoting behavior. Table 106 indicates the *lack of information on candidates* was the factor that had the most impact. This was followed by *no interest in government issues*, *satisfaction with current leaders*, *I do not feel voting is important*, and *lack of information about dates/times/locations*. The overriding theme is the lack of information on the process whether it be about the candidates, why voting behavior is important, or dates/times/locations. The high mean for *no interest in government issues* is disturbing, but possibly also linked to lack of information concerning how government issues impact their lives.

An additional set of questions were asked of all respondents concerning seven initiatives to increase voter turnout. The respondents were asked how they felt these initiatives would impact voter turnout. Table 107 shows that *online voting* was far and away the initiative that would have the most impact. This was followed by *more information about elections in advance*, *helping citizens see the importance of voting*, and *better candidates*. Note that *more conveniently located polling places* and *improving the way campaigns are financed* rated very low in impact. Tables 108 and 109 shows the crosstabulations on the initiatives broken down by voters and nonvoters. There were key differences between these groups. While both indicated *online voting* would have the biggest impact, the nonvoters had a higher mean (7.74 versus 7.15) indicating even more impact on them. Additionally, the voters placed *more times and days to vote* as fifth, the nonvoters placed in third. Both groups placed *more information about elections in advance* second, but the nonvoters gave it a higher mean signifying more impact. Overall, the nonvoters stressed convenience and information as the keys to increasing their involvement.

**Table 106. Factors That Impact Nonvoting Respondents (In Order of Impact).**

Factors that impact why respondent did not vote	Mean	No Impact At All 1	2	3	4	Neutral 5	6	7	8	Very High Impact 9	% Above 5
Lack of information on candidates	5.51	21.6	5.4	0.0	5.4	18.9	2.7	8.1	10.8	27.0	48.6
No interest in government issues	5.00	17.6	11.8	2.9	8.8	26.5	0.0	2.9	2.9	26.5	32.3
Satisfaction with current leaders	4.83	20.0	8.6	2.9	2.9	28.6	5.7	14.3	5.7	11.4	37.1
I do not feel voting is important	4.54	29.7	10.8	5.4	2.7	10.8	5.4	10.8	5.4	18.9	40.5
Lack of info about dates, times, and locations	4.35	37.8	5.4	0.0	0.0	24.3	2.7	5.4	8.1	16.2	32.4
Lack of good candidates	3.97	40.6	9.4	0.0	0.0	18.8	9.4	3.1	3.1	15.6	31.2
Dissatisfaction with the way campaigns are financed	3.20	53.3	3.3	10.0	0.0	10.0	10.0	0.0	0.0	13.3	23.3
Not able to get to polling place due to transportation or work	2.68	67.6	0.0	8.8	0.0	8.8	0.0	0.0	2.9	11.8	14.7

**Table 107. Total Sample: Impact of Initiatives to Increase Voter Turnout (In Order of Impact).**

<b>Initiatives to increase voter turnout</b>	<b>Mean</b>	No Impact At All <b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	Neutral <b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	Very High Impact <b>9</b>	<b>% Above 5</b>
Online voting	7.19	9.9	1.1	0.6	1.1	7.9	5.4	11.5	14.1	48.5	79.5
More information about elections in advance	6.21	10.1	3.6	3.0	2.2	18.0	8.2	17.8	11.7	25.4	63.1
Helping citizens see the importance of voting	6.05	9.7	5.0	3.6	5.2	16.6	7.7	16.3	12.7	23.2	59.9
Better candidates	5.86	8.9	2.9	4.0	6.3	28.2	7.8	11.8	7.2	23.0	49.8
More times or days to vote	5.81	13.9	5.7	2.4	4.9	17.1	5.7	16.3	10.9	23.1	56.0
Improving the way campaigns are financed	5.52	13.1	6.1	4.3	4.9	23.5	6.1	13.8	10.1	18.0	48.0
More conveniently located polling places	4.55	22.9	11.0	3.9	5.5	24.0	5.5	8.0	5.8	13.5	32.8

**Table 108. Voters: Impact of Initiatives to Increase Voter Turnout (In Order of Impact).**

<b>Initiatives to increase voter turnout</b>	<b>Mean</b>	No Impact At All <b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	Neutral <b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	Very High Impact <b>9</b>	<b>% Above 5</b>
Online voting	7.15	10.8	0.9	0.6	0.9	7.7	5.2	11.7	14.8	47.4	79.1
More information about elections in advance	6.18	10.4	3.9	3.3	2.1	17.6	8.4	17.3	11.3	25.7	62.7
Helping citizens see the importance of voting	6.11	9.6	4.2	3.6	5.4	16.2	7.8	16.5	13.2	23.4	60.9
Better candidates	5.93	8.5	2.5	3.5	6.3	28.4	7.6	12.3	7.6	23.3	50.8
More times or days to vote	5.82	13.9	5.6	2.4	4.5	16.9	6.2	17.2	10.1	23.1	56.6
Improving the way campaigns are financed	5.56	13.0	5.7	4.3	5.4	23.1	6.0	13.0	10.4	19.1	48.5
More conveniently located polling places	4.52	24.0	10.5	3.9	5.4	23.1	6.0	7.5	6.0	13.5	33.0

**Table 109. Nonvoters: Impact of Initiatives to Increase Voter Turnout (In Order of Impact).**

<b>Initiatives to increase voter turnout</b>	<b>Mean</b>	No Impact At All <b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	Neutral <b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	Very High Impact <b>9</b>	<b>% Above 5</b>
Online voting	7.74	0.0	3.7	0.0	3.7	11.1	3.7	11.1	3.7	63.0	81.5
More information about elections in advance	6.57	7.1	0.0	0.0	3.6	25.0	7.1	14.3	17.9	25.0	64.3
More times or days to vote	5.71	14.3	7.1	3.6	10.7	14.3	0.0	7.1	17.9	25.0	50.0
Helping citizens see the importance of voting	5.62	11.5	11.5	3.8	3.8	15.4	7.7	15.4	7.7	23.1	53.9
Improving the way campaigns are financed	5.16	16.0	8.0	4.0	0.0	24.0	8.0	24.0	8.0	8.0	48.0
Better candidates	5.11	14.3	7.1	10.7	3.6	25.0	10.7	3.6	3.6	21.4	39.3
More conveniently located polling places	4.78	11.1	18.5	3.7	7.4	29.6	0.0	11.1	3.7	14.8	29.6

## Recycling Behaviors

This year’s survey included a set of six questions examining recycling in Cary. The respondents were asked the impact that six factors had on recycling behaviors. A nine-point scale was used where 1 is “no impact at all” to 9 is “very high impact”, 5 is “neutral”.

The respondents indicated that *people forget to do it* as the factor that had the most impact (Table 110). This was followed by *limits on types of products collected*, *lack of information about what and how to recycle*, and *the feeling that recycling is not important any more*. The factors, *Cary’s programs does not fit citizen needs* and *the program is difficult to participate in*, both ranked somewhat low. Obviously increased reminders and information on how to recycle would be appropriate.

**Table 110. Factors That Impact Curbside Recycling (In Order of Impact).**

<b>Factors that impact curbside recycling</b>	<b>Mean</b>	<b>No Impact At All 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Neutral 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Very High Impact 9</b>	<b>% Above 5</b>
People forget to do it	6.12	10.8	3.2	4.1	4.9	15.9	7.3	15.1	14.1	24.6	61.1
Limits on types of products collected	5.70	8.6	4.5	8.0	8.6	20.9	7.8	11.2	9.4	21.1	49.5
Lack of information about what and how to recycle	5.59	14.6	4.3	5.1	5.1	19.7	8.0	13.0	9.8	20.5	51.3
The feeling that recycling is not important any more	5.09	19.5	7.9	7.9	4.3	15.4	6.8	10.6	7.6	20.1	45.1
Cary’s programs does not fit citizen needs	3.90	23.2	13.6	15.0	8.2	18.5	4.4	4.1	3.3	9.8	21.6
The program is difficult to participate in	3.09	39.2	17.2	7.6	9.3	12.3	3.0	2.5	2.2	6.8	14.5

## Cary's Efforts at Keeping Residents Informed and Involved in Decisions

A set of three questions examined information dissemination and opportunities for involvement in decision making by the respondents. The sample was first asked to rate how informed they feel about government services, issues, and programs that affect them. A nine-point scale was used where 1 is "not informed at all" and 9 is "very well informed", 5 is "neutral". Crosstabulations were calculated for age, income, and gender.

The results (Table 111) indicate many of the respondents do not feel especially well informed about matters that affect them. Note the mean of 5.73 and that only 8.5% felt "very well informed". Although these are not in the "very poor" to "excellent" scaling, if converted into grades, the mark would rate a D. The crosstabulations reveal very few differences (Tables 112-114). One difference is that the younger age groups (18-25 and 26-35) felt less informed than the older ones. This is evident in the lower means for these age groups. Additionally, income levels of 0-\$20,000 and \$30,001-\$50,000 demonstrated slightly lower means to this question.

The respondents were next asked their satisfaction with Cary making information available to them concerning Town services, projects, issues, and programs. A nine-point scale was used where 1 is "very dissatisfied" and 9 is "very satisfied", 5 is neutral. Table 115 indicates a moderate degree of satisfaction with Cary's efforts. The mean is 6.27 with 63.1% responding above 5. If converted into grades, then it would rate a C-. The crosstabulations (Tables 116-118) were mostly consistent among the groupings. The only areas demonstrating slightly lower means were the 26-35 year old age group and the income levels of 0-\$20,000, \$30,001-\$50,000, and \$50,001-\$70,000.

Finally, the respondents were asked to rate their satisfaction with the opportunities the Town of Cary gives to participate in the decision-making process. The mean of 5.92 indicates most of the respondents were only slightly satisfied with their opportunities for involvement (Table 119). Note that only 9.8% were "very satisfied" and 56.6% replied above 5. If this were converted into a grade, then the mark would be a D. The crosstabulations (Tables 120-122) were mostly consistent among the groupings. The only means that were somewhat lower include the 26-35 year olds, 0-\$20,000, and \$50,000-\$70,000 income levels. Additionally, males also were slightly less satisfied with their opportunities to participate in decision making than females.

**Table 111. How Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them.**

Year	Mean	Not Informed At All 1	2	3	4	Neutral 5	6	7	8	Very Well Informed 9	% Above 5
02	5.73	5.0	3.0	6.7	5.7	24.1	15.7	22.4	9.0	8.5	55.6

**Table 112. Crosstabulation: How Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them Crossed by Age.**

Age	N	Mean	Not Informed At All 1	2	3	4	Neutral 5	6	7	8	Very Well Informed 9	% Above 5
18-25	9	4.67	0.0	22.2	22.2	0.0	22.2	11.1	11.1	0.0	11.1	33.3
26-35	69	5.14	2.9	5.8	13.0	5.8	29.0	21.7	13.0	7.2	1.4	43.3
36-45	131	5.91	4.6	0.8	6.9	4.6	24.4	14.5	26.7	8.4	9.2	58.8
46-55	90	5.44	10.0	3.3	5.6	11.1	15.6	13.3	24.4	12.2	4.4	54.3
56-65	46	6.43	2.2	4.3	4.3	4.3	10.9	21.7	17.4	17.4	17.4	73.9
66-75	34	6.09	0.0	0.0	0.0	0.0	52.9	11.8	20.6	2.9	11.8	47.1
Over 75	16	6.25	6.3	0.0	0.0	6.3	25.0	6.3	37.5	0.0	18.8	62.6

**Table 113. Crosstabulation: How Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them Crossed by Income.**

Income (\$)	N	Mean	Not Informed At All 1	2	3	4	Neutral 5	6	7	8	Very Well Informed 9	% Above 5
0-20,000	5	4.80	40.0	0.0	0.0	0.0	0.0	20.0	20.0	0.0	20.0	60.0
20,001-30,000	12	6.58	0.0	8.3	0.0	8.3	8.3	25.0	8.3	16.7	25.0	75.0
30,001-50,000	43	5.26	2.3	9.3	14.0	2.3	23.3	18.6	20.9	4.7	4.7	48.9
50,001-70,000	60	5.60	5.0	3.3	8.3	5.0	26.7	15.0	20.0	20.0	6.7	61.7
70,001-100,000	78	5.79	2.6	0.0	7.7	7.7	26.9	16.7	24.4	9.0	5.1	55.2
Over 100,000	94	5.91	4.3	2.1	8.5	6.4	18.1	13.8	25.5	11.7	9.6	60.6

**Table 114. Crosstabulation: How Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them Crossed by Gender.**

Income (\$)	N	Mean	Not Informed At All 1	2	3	4	Neutral 5	6	7	8	Very Well Informed 9	% Above 5
Male	157	5.85	1.9	2.5	6.4	7.0	24.2	17.8	25.5	7.6	7.0	57.8
Female	245	5.66	6.9	3.3	6.9	4.9	24.1	14.3	20.4	9.8	9.4	53.9

**Table 115. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
02	6.27	2.7	1.2	2.5	7.9	22.6	11.2	24.3	15.9	11.7	63.1

**Table 116. Crosstabulation: Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs Crossed by Age.**

Age	N	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	9	6.33	0.0	11.1	0.0	11.1	22.2	0.0	11.1	22.2	22.2	55.5
26-35	68	5.85	4.4	2.9	2.9	7.4	22.1	19.1	20.6	17.6	2.9	60.2
36-45	132	6.30	1.5	0.8	3.8	7.6	22.0	10.6	28.8	14.4	10.6	64.4
46-55	91	6.13	5.5	0.0	1.1	9.9	25.3	8.8	23.1	13.2	13.2	58.3
56-65	45	6.76	0.0	2.2	2.2	8.9	13.3	15.6	13.3	24.4	20.0	73.3
66-75	34	6.47	2.9	0.0	0.0	2.9	29.4	2.9	35.3	17.6	8.8	64.6
Over 75	17	6.65	0.0	0.0	0.0	5.9	29.4	2.9	23.5	5.9	23.5	55.8

**Table 117. Crosstabulation: Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs Crossed by Income.**

Income (\$)	N	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-20,000	5	5.20	20.0	0.0	0.0	0.0	20.0	20.0	40.0	0.0	0.0	60.0
20,001-30,000	13	7.31	0.0	0.0	0.0	0.0	23.1	7.7	7.7	38.5	23.1	77.0
30,001-50,000	42	5.76	4.8	2.4	4.8	7.1	33.3	4.8	21.4	14.3	7.1	47.6
50,001-70,000	60	5.72	5.0	5.0	0.0	10.0	28.3	8.3	26.7	11.7	5.0	51.7
70,001-100,000	79	6.48	3.8	0.0	3.8	6.3	16.5	11.4	24.1	19.0	15.2	69.7
Over 100,000	95	6.42	1.1	0.0	3.2	9.5	18.9	12.6	28.4	12.6	13.7	67.3

**Table 118. Crosstabulation: Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs Crossed by Gender.**

Gender	N	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Male	159	6.25	1.3	0.0	3.1	10.1	27.0	10.1	20.8	16.4	11.3	58.6
Female	244	6.28	3.7	2.0	2.0	6.6	19.7	11.9	26.6	15.6	11.9	66.0

**Table 119. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
02	5.92	3.2	4.0	5.9	6.1	24.2	11.7	21.5	13.6	9.8	56.6

**Table 120. Crosstabulation: Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process Crossed by Age.**

Age	N	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	7	6.86	14.3	0.0	0.0	0.0	14.3	0.0	14.3	14.3	42.9	71.5
26-35	61	5.44	4.9	8.2	6.6	4.9	21.3	18.0	23.0	9.8	3.3	54.1
36-45	125	6.09	2.4	3.2	4.0	5.6	27.2	12.0	18.4	16.0	11.2	57.6
46-55	83	5.69	3.6	3.6	8.4	7.2	25.3	12.0	20.5	12.0	7.2	51.7
56-65	43	6.30	2.3	2.3	7.0	7.0	16.3	9.3	23.3	18.6	14.0	65.2
66-75	35	5.94	2.9	2.9	8.6	8.6	17.1	8.6	31.4	11.4	8.6	60.0
Over 75	15	6.07	0.0	6.7	0.0	0.0	46.7	6.7	13.3	13.3	13.3	46.6

**Table 121. Crosstabulation: Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process Crossed by Income.**

Income (\$)	N	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-20,000	5	5.20	20.0	0.0	0.0	20.0	20.0	0.0	20.0	0.0	20.0	40.0
20,001-30,000	11	5.91	0.0	0.0	9.1	9.1	18.2	18.2	36.4	9.1	0.0	63.7
30,001-50,000	40	5.83	5.0	5.0	5.0	5.0	25.0	5.0	30.0	12.5	7.5	55.0
50,001-70,000	54	5.54	3.7	3.7	11.1	9.3	24.1	11.1	20.4	7.4	9.3	48.2
70,001-100,000	76	5.86	3.9	6.6	6.6	1.3	28.9	5.3	21.1	17.1	9.2	52.7
Over 100,000	87	6.23	1.1	2.3	4.6	9.2	16.1	18.4	21.8	14.9	11.5	66.6

**Table 122. Crosstabulation: Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process Crossed by Gender.**

Gender	N	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Male	151	5.77	4.0	2.6	7.3	11.3	23.8	9.3	17.2	15.2	9.3	51.0
Female	225	6.03	2.7	4.9	4.9	2.7	24.4	13.3	24.4	12.4	10.2	60.3

### Achievement of Goal of “Best Local Government of its Size in NC”

The final question examined the goal of Cary to the best local government of its size in North Carolina. Table 123 indicates some degree of support for this statement. The mean was 6.64 with 76.1% responding with 6 or more. If this were converted into a grade, then the mark would be a C.

The crosstabulations (Tables 124-126) on age, income, and gender show few differences across groupings. As for age groups, only the 26-35 year olds and 46-55 year olds exhibited somewhat lower means (6.47 and 6.27 respectively). The middle-income groups of \$30,001-\$50,000 (6.34) and \$50,001-\$70,000 (6.33) were slightly lower in means than the other age groups. Finally, females (6.78) were slightly more satisfied than males (6.43).

**Table 123. Achievement of Goal of Being Best Local Government of its Size in NC.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
02	6.64	1.6	1.8	2.4	2.9	15.2	15.0	28.3	19.7	13.1	76.1

**Table 124. Crosstabulation: Achievement of Goal of Being Best Local Government of its Size in NC Crossed by Age.**

Age	N	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	8	7.00	0.0	0.0	0.0	25.0	12.5	0.0	12.5	0.0	50.0	62.5
26-35	67	6.47	0.0	1.5	4.5	1.5	13.4	23.9	32.8	16.4	6.0	79.1
36-45	125	6.69	2.4	1.6	0.8	2.4	15.2	13.6	31.2	20.0	12.8	77.6
46-55	79	6.27	2.5	1.3	3.8	3.8	21.5	15.2	26.6	17.7	7.6	67.1
56-65	45	6.80	2.2	0.0	2.2	2.2	8.9	20.0	33.3	15.6	15.6	84.5
66-75	34	6.62	0.0	8.8	2.9	2.9	17.6	5.9	8.8	38.2	14.7	67.6
Over 75	16	7.88	0.0	0.0	0.0	0.0	6.3	0.0	37.5	12.5	43.8	93.8

**Table 125. Crosstabulation: Achievement of Goal of Being Best Local Government of its Size in NC Crossed by Income.**

Income (\$)	N	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-20,000	5	6.80	0.0	0.0	0.0	20.0	20.0	0.0	0.0	40.0	20.0	60.0
20,001-30,000	13	6.77	7.7	0.0	0.0	0.0	7.7	0.0	53.8	23.1	7.7	84.6
30,001-50,000	41	6.34	2.4	4.9	0.0	4.9	17.1	17.1	24.4	19.5	9.8	70.8
50,001-70,000	57	6.33	0.0	1.8	5.3	3.5	22.8	21.1	17.5	15.8	12.3	66.7
70,001-100,000	76	6.64	1.3	1.3	5.3	2.6	9.2	10.5	42.1	18.4	9.2	80.2
Over 100,000	90	6.77	1.1	0.0	0.0	2.2	16.7	17.8	34.4	14.4	13.3	79.9



**Table 126. Crosstabulation: Achievement of Goal of Being Best Local Government of its Size in NC Crossed by Gender.**

<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Very Dissatisfied 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Neutral 5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Very Satisfied 9</b>	<b>% Above 5</b>
Male	151	6.43	2.0	2.6	3.3	2.6	17.9	13.9	27.8	21.2	8.6	71.5
Female	230	6.78	1.3	1.3	1.7	3.0	13.5	15.7	28.7	18.7	16.1	79.2

## Summary

The results of 2002 Cary's Biennial Citizen Survey were positive with numerous several areas of improvement demonstrated from the 2000 survey. A total of 407 residents were surveyed and the resulting margin of error was  $\pm 5\%$ . Overall, the respondents rated very favorably the services that the Town of Cary provides to its residents.

The Town Government staff received good marks for their efforts in *courteousness* (B+), *professionalism* (B), *promptness of response* (B-), and *ability to resolve issues* (C+). These grades were unchanged from 2000; however, a note of caution is that the means dropped in all these areas from the 2000 survey. One area of concern is in *knowledgeable* where the grade dropped from a B to B-.

The Town earned improving marks for the maintenance of streets & roads. The grade increased to a C from a C- in 2000. The Town also garnered good scores for cleanliness and appearance of several areas including *parks* (B+), *greenways* (B), *streets* (B-), and *median & roadsides* (B-). These grades are unchanged from the 2000 survey.

The Cary Police Department showed the greatest improvement of any department in the survey. They had excellent marks for *courteousness* (A-), *competence* (A-), *fairness* (A-), *response time* (B+), and *problem solving* (B+). All of these marks represent letter grade improvements since 2000. The Cary Fire Department maintained their exceptional ratings in 2002 on *competence* (A+), *fairness* (A+), *problem solving* (A), *courteousness* (A), and *response time* (A). The Parks & Recreation Department retained their strong marks on *overall experience* (A-), *program quality* (B+), and *cost or amount of fee* (B+). While these grades were unchanged since 2000, the grade for *facility quality* improved to an A- from a B two years ago.

The respondents were generally positive in their rating of the overall operation or management of Cary. The grade was the same as two years ago (C+), but the mean has increased slightly indicating improvement. The responses for Cary as an overall place to live were very positive (B+) and represent an improvement from the 2000 survey (B). When asked what was the most important issue facing Cary, the predominant response was the rapid growth rate. Other responses to this question included traffic/roads, the need for new schools, and water issues (in that order). Aside from parks, roads, and schools, the respondents indicated that too much growth, improving the water situation, reducing taxes were the next most important issues. The respondents were also asked what actions they would take to improve Cary. The responses coincided with the problems – slow the growth and development, improve the water system, improve roads & traffic, and reduce taxes.

Most respondents felt that the quality of life in Cary has remained the same over the past two years. However, there is a slightly more positive slant to the responses than in the 2000 survey. Additionally, residents feel very safe in Cary with the mean increasing slightly from 2000 indicating a higher perception of safety. Most respondents feel crime is stable in their neighborhoods, although there has been a slight hint that some feel it is increasing. Cary's tax rate was seen as "about right" when compared to other localities. Even more positive is that a slightly lower percentage of respondents perceive it as being on the high side in 2002.

Respondents rated Cary's efforts at controlling growth as improving from F in 2000 to D+ in 2002. Although the grade is low, the mean has improved dramatically. They indicated *water quality factors* as the growth alternative to place emphasis on. This was followed by *reducing costs to citizens*, *increased regional solutions*, *air quality factors*, and *slowing commercial development* (in that order). Cary improved on its efforts to provide services to senior citizens from a C- in 2000 to a C+ in 2002. Several alternatives to increase these services were examined and the most desired were *more support for groups that help seniors*, *more transportation for seniors*, *more senior services*, and *more affordable housing for seniors* (in that order).

The major information sources used by the respondents include Raleigh News & Observer, television, word-of-mouth, BUD, and radio (in that order). These are virtually unchanged since the 2000 survey. Internet access has increased with most respondents having access at both home and office. A majority of the sample rarely viewed the Town Council meeting on the Town's Cable Access Channel.

The funding of public bus service had relatively good support, but this support has declined since the 2000 survey. Approximately 19% (compared to 30% in 2000) would likely use the service once a week or more if it were available and the service level high. Respondents indicated slightly more potential usage for rail service. Approximately 22% said they would ride rail service at least once a week or more if available. This usage of rail service has also declined since 2000 when 35% would use it at least once a week.

Questions regarding voting behaviors indicated the nonvoter's primary reasons for not voting were *lack of information on the candidates*, *no interest in government issues*, *satisfaction with current leadership*, *I do not feel voting is important*, and *lack of information about dates/times/locations* (in that order). The overriding theme was the lack of information either on the candidates, the logistics, or the importance of voting. As for initiatives to increase voter turnout, the respondents (voters and nonvoters) felt *online voting*, *more information about elections in advance*, *helping citizens see the importance of voting*, and *better candidates* (in that order) as the key initiatives to improve voter participation. A separate breakdown of nonvoters on these initiatives indicated they felt strongly that *online voting*, *more information in advance*, *more times and days to vote*, and *helping citizens see the importance of voting* were the key ones. This demonstrates that convenience and information are the important areas to focus on to improve nonvoter's chances of participating.

The respondents indicated the primary factors causing the decline of recycling in Cary are *people forget to do it*, *limits on types of products collected*, *lack of information about what and how to recycle*, and *the feeling that recycling is not important any more* (in that order). It appears reminders and information on how and what to recycle need to be disseminated and reinforced.

Many of the respondents do not feel especially well informed about government services, projects, issues, and programs that affect them. Only 8.5% felt "very well informed" overall. However, there was a moderate degree of satisfaction with Cary making information available to them concerning these issues. It appears the citizens know the information is available, but they are not always taking time or effort to pay attention to it and digest it. Additionally, most of the respondents are only slightly satisfied, at best, with the opportunities Cary gives them to participate in the decision-making process. Only 9.8% indicated they are "very satisfied" with the opportunities.

One final question asked the respondents if they were satisfied that Cary is achieving its goal of being the best local government of its size in North Carolina. Overall, there was some support for this statement. The mean was 6.64 on a 9-point scale.

Overall, the survey indicates that the Town of Cary is being steered in the proper direction and has improved since 2000. The results also point the way to make further proactive changes to move toward a cycle of continual refinement and improvement.