

# TOWN METHODOLOGY





### **THE TOWN OF CARY'S 2022 BIENNIAL CITIZEN SURVEY WAS CONDUCTED FROM JANUARY 3 THROUGH FEBRUARY 26 OF 2022. BKL RESEARCH ADMINISTERED THE TELEPHONE SURVEY TO 400 RESIDENTS OF THE TOWN OF CARY.**

This resulted in a  $\pm 4.89\%$  margin of error. Both listed, unlisted, and wireless telephone numbers within Cary census tracts were included in the sampling frame and contacted using a random selection process. This year, 94.0% of the numbers contacted were wireless. A minimum of eight callbacks were attempted on each number not screened from the sampling frame. The potential respondents were screened with regards to Cary residence and over the age of 18. The average survey completion time was between 15–20 minutes and the refusal rate was 43.4%.

The survey instrument consisted of 33 core questions with related subparts to several of the questions (Appendix A). Respondents were asked to rate the Town Government staff, Police Department, Fire Department, Parks, Recreation,

and Cultural Resources programs, Solid Waste services, perceptions of safety, quality of life, service quality/value, and Cary as a place to live. The survey also examined information sources, information dissemination, and opportunities to participate in decision-making. Another series of questions examined Town Council focus areas such as keeping Cary the best place to live, environmental protection, transportation, planning & development, and recreational facilities. The respondents were also asked if they would recommend Cary as a place to relocate, bicycling in Town, and prioritizing selected environmental focus areas. Finally, questions were included to examine neighborhood strength and housing choices. The survey instrument primarily used a 9-point scale. There were also open-ended questions examining streets/roads and public areas needing attention and the most important issue facing Cary. The survey incorporated 9 demographic questions.