TOWN of CARY

Wi-Fi

Town-Wide Wi-Fi Service in Cary

A set of questions was included in the survey to examine the respondents support for creating Wi-Fi or an internet wireless zones where residents with wireless computers can access the internet remotely. The first question asked the respondents the importance of having town-wide Wi-Fi in Cary (Table 72). A nine-point scale was used from "not important at all" to "very important." The results indicate a degree of support for the service. The means was 5.97 and 28.3% responded with "very important" to the question. More support for the service can be seen in the 57.7% who answered above the midpoint of 5 (*important* side of the scale) compared to the 22.4% who answered below the midpoint (*not important* side of the scale). Overall, there was a measure of support for adding the service.

The respondents were next asked who was best suited to build, operate, and pay for the Wi-Fi service if it were initiated in Cary (Table 73). A very high percentage (70.9%) indicated it should be the shared responsibility of Town Government and private business. Only 10.0% felt it should be the responsibility of the Town alone.

Table 72. Importance of Town-Wide Wi-Fi Service in Cary.

Year	Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
06	5.97	16.3	1.0	2.3	2.8	20.3	7.3	13.8	8.3	28.3	57.7

Table 73. Who is Best Suited to Build, Operate, and Pay for Wi-Fi Service in Cary.

Year	% Town Government	% Private Business	% Shared Responsibility
06	10.0	19.2	70.9

The final section in this set of questions examining various areas of the Town as potential sites for installing Wi-Fi. These sites included Town parks, Town Community Centers, facilities like Koka Booth Amphitheatre/SAS Soccer Stadium, downtown Cary, C-Tran, and Cary shopping centers. The respondents were asked what impact Wi-Fi would have on them visiting those areas (Tables 74-79). A five-point scale was used from "significantly decrease" to "significantly increase" with a midpoint of "no impact" to assess the impact on their visitation. The areas were ranked according to the combined "somewhat increase" and "significantly increase" percentages. The area most positively impacted by Wi-Fi in regards to visitation would be downtown Cary with a 34.7% combined increase percentage. This was followed by Town Community Centers (33.7%), Town parks (31.4%), Cary shopping centers (30.1%), facilities like Koka Booth Amphitheatre/SAS Soccer Stadium (26.6%), and C-Tran (25.3%).

Table 74. Impact of Wi-Fi Service on Visiting Downtown Cary.

Year	Significantly Decrease	Somewhat Decrease %	No Impact %	Somewhat Increase	Significantly Increase	Combined Increase

	%			%	%	%
06	1.0	0.3	64.1	25.4	9.3	34.7

Table 75. Impact of Wi-Fi Service on Visiting Town Community Centers.

Year	Significantly Decrease %	Somewhat Decrease %	No Impact %	Somewhat Increase %	Significantly Increase %	Combined Increase %
06	1.0	0.5	64.8	26.9	6.8	33.7

Table 76. Impact of Wi-Fi Service on Visiting Town Parks.

Year	Significantly Decrease %	Somewhat Decrease %	No Impact %	Somewhat Increase %	Significantly Increase %	Combined Increase %
06	1.0	0.5	67.1	23.9	7.5	31.4

Table 77. Impact of Wi-Fi Service on Visiting Cary Shopping Centers.

Year	Significantly Decrease %	Somewhat Decrease %	No Impact %	Somewhat Increase %	Significantly Increase %	Combined Increase %
06	1.0	0.8	68.1	21.1	9.0	30.1

Table 78. Impact of Wi-Fi Service on Visiting Facilities Like Koka Booth Amphitheatre or SAS Soccer Stadium.

Year	Significantly Decrease %	Somewhat Decrease %	No Impact %	Somewhat Increase %	Significantly Increase %	Combined Increase %
06	1.0	0.5	71.9	20.1	6.5	26.6

Table 79. Impact of Wi-Fi Service on Visiting C-Tran.

Year	Significantly Decrease %	Somewhat Decrease %	No Impact %	Somewhat Increase %	Significantly Increase %	Combined Increase %
06	1.0	0.3	73.4	18.8	6.5	25.3

Town-Wide Wi-Fi Service Crosstabulations

The crosstabulations for Wi-Fi service were conducted on age, children in household under 18, housing type, income, race, and zip code. The importance of town-wide Wi-Fi crosstabulations are shown in Tables B412-B417. The highest level of support (largest means) came from African-Americans (7.27) and households with children (6.57). The least support (lowest means) came from 0-$20,000 incomes (4.56), households without children (5.45), and $20,001-$30,000 incomes (5.47).

The crosstabulations for responsibility to build, operate, and pay for Wi-Fi service are shown in Tables B418-B423. The percentages for shared responsibility are generally high for all groupings. The highest support for the Town Government to be responsible was from the 56-65 age group (20.5%) and over 65 age group (14.7%). The highest levels of support for private business to bear the responsibility came from other races (40.0%), 0-$20,000 income level (33.3%) and 18-25 age group (30.0%).

The crosstabulations for age, children in household under 18, housing type, income, race, and zip code for increased visitation to selected areas of Cary are shown in Tables B424-B459. The breakdowns for downtown Cary are shown in Tables B424-B429. The use of Wi-Fi service in the downtown area would result in most increased visitation (combined increase percentage) from the over $100,000 incomes (47.4%), African-Americans (46.7%), other races (45.5%), households with children (42.0%), and $30,001-$50,000 incomes (41.3%).

The use of Wi-Fi service in the Town Community Centers would impact several groups with increased visits (Tables B430-B435). These include other races (45.5%), over $100,000 incomes (43.0%), Asians (42.9%), households with children (40.8%), African-Americans (40.0%), $30,001-$50,000 incomes (39.1%), $70,001-$100,000 incomes (38.0%), and 27513 zip code (37.4%).

The Town parks visitation crosstabulations are shown in Tables B436-B441. The groupings that would have the most increased visitations would be other races (54.6%), $30,001-$50,000 income level (47.8%), African-Americans (46.6%), and Asians (42.9%).

The crosstabulations for Cary shopping centers are shown in Tables B442-B447. The use of Wi-Fi in shopping centers would increase visitation most from other races (54.6%), African-Americans (46.6%), Asians (42.8%), $30,001-$50,000 incomes (41.3%), $50,001-$70,000 incomes (38.5%), and over $100,000 incomes (36.0%).

Facilities like Koka Booth Amphitheatre and SAS Soccer Stadium would also have increased visits with the use of Wi-Fi (Tables B448-B453). The largest increases would be from other races (54.6%), over $100,000 incomes (36.8%), Asians (33.3%), 27519 zip code (33.3%), $30,001-$50,000 incomes (32.6%), and households with children (32.1%).

Finally, the crosstabulations for C-Tran are shown in Tables B454-B459. The highest levels of increased visits would come from the other races (45.5%), African-Americans (40.0%), $30,001-$50,000 incomes (32.6%), $70,001-$100,000 incomes (31.0%), and over $100,000 incomes (30.7%).