

Town of Cary 2000 Biennial Citizen Survey

Methodology

The Town of Cary's 2000 Biennial Citizen Survey was conducted from January 6th through February 21st of 2000. The survey instrument is included in [Appendix A](#). BKL Research administered the telephone survey to 403 residents of the Town of Cary. This resulted in a 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 approximately 15 to 17 minutes. The refusal rate for the survey was 17%.

The survey consisted of 41 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 and Recreation, safety, and quality of life items. The survey also examined several current issues including informational sources, tax rates, managing growth, senior citizen services, public transportation, internet services, government access cable programming, campaign fund matching, open space funding, and Council meeting times. 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 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 72.2% of the respondents were between the ages of 26-55 with approximately 30% 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 (34.4%) or from 6 to 10 years (22.4%). There was also a large percentage of long-time residents

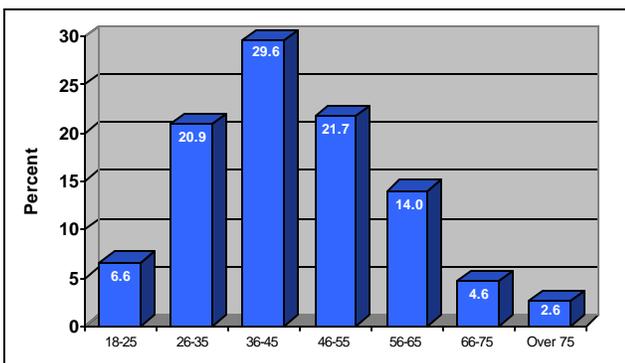


Figure 1. Sample: Age Distribution.

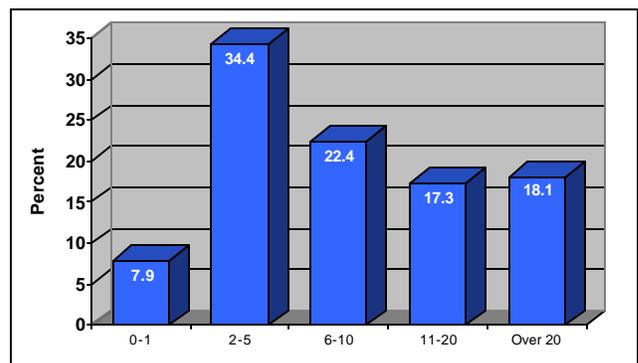


Figure 2. Sample: Years Lived in Cary

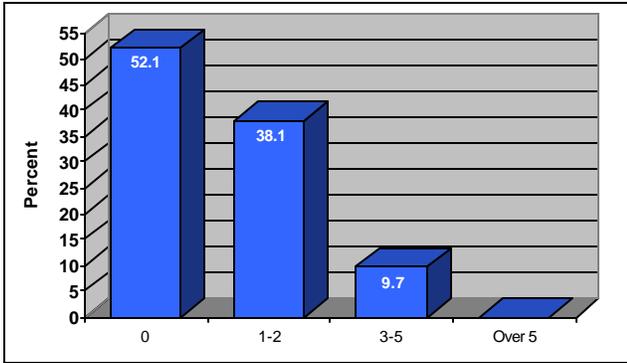


Figure 3. Sample: Children Under 18 in Household.

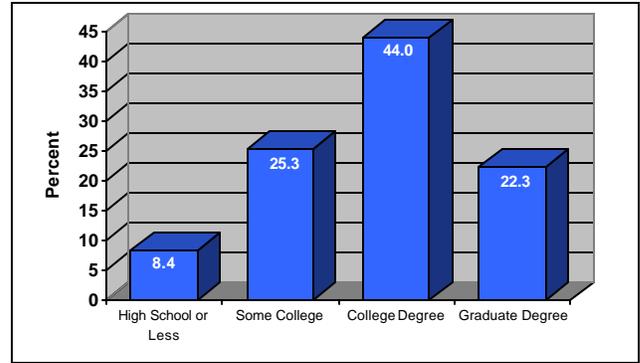


Figure 4. Sample: Educational Level.

who had lived in Town over 20 years (18.1%). Figure 3 illustrates the number of children under the age of 18 living in the household. Approximately 52% of the sample had no children under 18 at home, 38.1% had between 1 and 2 children, and 9.7% had 3 to 5 children. The sample was a highly educated group (Figure 4). Most of the respondents had graduated with a college degree (44.0%) or graduate degree (22.3%). Figure 5 shows the racial breakdown of the sample. Approximately 89% of the respondents were Caucasian, 6.1% were African-American, and 2.1% were Asian. There were high levels of household income for the sample. This is illustrated in high percentage of respondents in the \$70,001 to \$100,000 (27.1%) and the over \$100,000 (26.5%) household income categories (Figure 6). Finally, 62% of the sample were female and 38% 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 (19.4%), service workers (17.1%) and managers (12.1%) were the classifications that were most represented in the sample. The streets and closest intersection for the respondents are listed in [Appendix C](#).

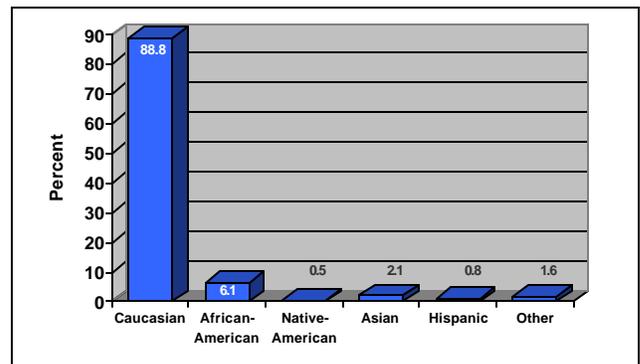


Figure 5. Sample: Race.

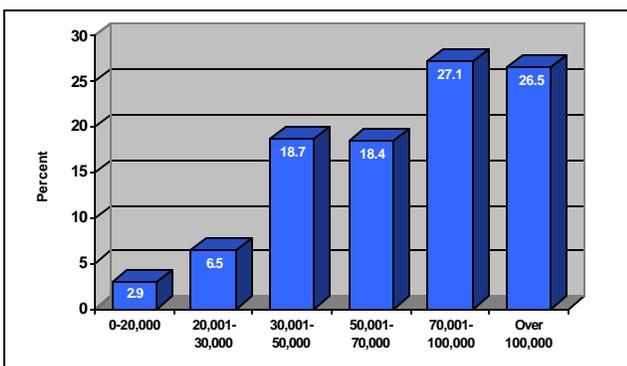


Figure 6. Sample: Income Level.

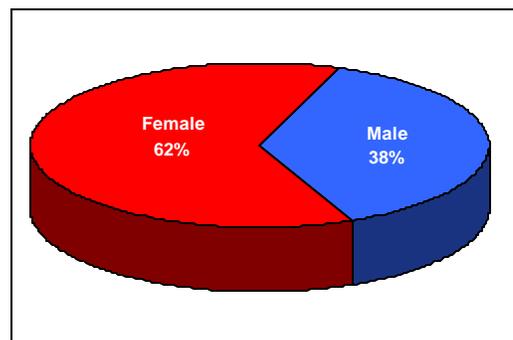


Figure 7. Sample: Gender.

Table 1. Sample: Job Classifications.

Job Classification	%	Job Classification	%
Technical	19.4	Self-Employed	3.1
Service Workers	17.1	Personal Service Workers	2.6
Managers	12.1	Laborers	1.8
Homemakers	10.3	Students	1.8
Retired	8.5	Communication & Cultural Arts	1.0
Professionals	7.0	Unemployed	1.0
Sales Workers	5.7	Transport Operatives	0.8
Clerical & Support	3.9	Craft & Kindred	0.3
Administrators	3.4	Protective Service Workers	0.3

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 22% or 88 respondents indicated they had contact within the past two years. A nine-point scale from “very poor” (1) to “excellent” (9) was used to measure performance.

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

The results shown in Tables 2-6 indicated very positive ratings for the Town Government staff. The tables are placed in descending order of ratings. The means for all services were high, especially *courteousness* (7.98) and *professionalism* (7.73). The service dimension that was rated the lowest was *ability to resolve issues*, but it was only slightly lower at 7.12. This is still a good rating considering it is difficult to resolve all issues to the satisfaction of every citizen. Note the high percentages in the “excellent” response category, especially for *courteousness* (55.8%). All of the service dimensions were rated higher on the 2000 survey versus the 1998 survey demonstrating continuing improvement. Overall a very good rating and impressive gains over the past two years for the Town Government staff.

Table 2. Town Government Staff: Courteous.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.63	2.4	0.8	0.0	2.4	4.0	1.6	19.8	39.7	29.4	90.5
00	7.98	1.2	2.3	1.2	1.2	3.5	3.5	8.1	23.3	55.8	90.7

Table 3. Town Government Staff: Professionalism.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.32	3.2	1.6	3.2	0.8	4.0	2.4	27.0	31.7	26.2	87.3
00	7.73	1.2	2.3	1.2	0.0	3.5	7.0	19.8	19.8	45.3	91.9

Table 4. Town Government Staff: Knowledgeable.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.30	1.6	2.4	1.6	1.6	6.3	9.4	20.5	29.1	27.6	86.6
00	7.70	2.4	1.2	1.2	2.4	2.4	2.4	21.2	24.7	42.4	90.7

Table 5. Town Government Staff: Promptness of Response.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.26	4.8	0.0	0.8	1.6	4.0	8.0	24.0	35.2	21.6	88.8
00	7.45	3.6	3.6	1.2	0.0	3.6	6.0	18.1	25.3	38.6	88.0

Table 6. Town Government Staff: Ability to Resolve Issues.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	6.77	8.2	0.0	3.3	4.1	6.6	4.1	28.7	21.3	23.8	77.9
00	7.12	5.1	5.1	1.3	1.3	3.8	6.4	23.1	16.7	37.2	83.4

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” to “excellent”. 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. This is especially true for the race variable because 89% of the sample is Caucasian. This resulted in sample cell sizes that were too low to adequately discuss crosstabulations for Native-Americans, Asians, or Hispanics. For that reason, only Caucasians and African-Americans will be discussed in the analysis.

The survey results indicated good ratings for the maintenance of streets and roads. The mean for the total sample (Table 7) was 6.50. Though this means score is not as high as the previous Town Administration ratings, it is important to note that a relatively large number of the responses (74%) were above 5 and that a small percentage fell below 5 or “average” (10.7%). When you couple this with the high ratings in the next section for cleanliness and appearance of the public areas which includes streets, medians, and roadsides (Tables 10 and 11), it indicates an overall positive rating for all aspects relating to streets and roads. Comparing the means from 1998 (6.04) and 2000 (6.50) it evident that this has been an area of improvement over the past two years. The crosstabulations (Tables 8 and 9) indicated that residents who have lived in Cary six or more years tended to rate the maintenance of streets and roads lower than residents of five years or less. In regards to income levels, households with incomes under \$50,000 tended to rate the maintenance levels higher than households with incomes over \$50,000.

Table 7. How Well Cary Maintains Streets & Roads.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	6.04	2.2	2.7	4.7	9.0	15.5	17.7	27.9	15.0	5.2	65.8
00	6.50	3.0	1.5	2.2	4.0	15.2	11.5	32.4	22.4	7.7	74.0

Table 8. 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	% Above 5
0-1	31	7.19	0.0	0.0	0.0	3.2	12.9	6.5	32.3	29.0	16.1	83.9
2-5	135	6.72	3.7	1.5	1.5	2.2	9.6	8.9	37.8	27.4	7.4	81.5
6-10	88	6.32	3.4	0.0	3.4	5.7	18.2	12.5	29.5	22.7	4.5	69.2
11-20	67	6.49	0.0	3.0	3.0	7.5	17.9	7.5	32.8	14.9	13.4	68.6
Over 20	70	6.51	5.7	1.4	2.9	2.9	21.4	17.1	27.1	17.1	4.3	65.6

Table 9. 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	% Above 5
0-20,000	8	6.88	0.0	0.0	0.0	12.5	12.5	0.0	25.0	50.0	0.0	75.0
20,001-30,000	20	6.70	0.0	5.0	5.0	0.0	25.0	5.0	20.0	10.0	30.0	65.0
30,001-50,000	58	6.81	3.4	0.0	0.0	3.4	8.6	13.8	36.2	25.9	8.6	84.5
50,001-70,000	57	6.63	3.5	1.8	0.0	3.5	12.3	3.5	52.6	14.0	8.8	78.9
70,001-100,000	84	6.25	3.6	2.4	3.6	3.6	14.3	14.3	34.5	21.4	2.4	72.6
Over 100,000	82	6.15	6.1	0.0	3.7	7.3	15.9	12.2	29.3	19.5	6.1	67.1

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” to “excellent” was used.

The results shown in Tables 10-13 (placed in descending order by ratings) indicated that the respondents are very pleased with the cleanliness and appearance of the Town’s public areas. The percentages in the above 5 response categories were all over the 90th percentile range. Respondents were especially pleased with the *cleanliness and appearance of Town parks* (Table 10). The mean in this case was 7.86 with 96.6% of the respondents rating above 5. Over the past two years, the cleanliness and appearance of *medians & roadsides, parks, and greenways* have shown improvement. Whereas, the cleanliness and appearance of streets over that period has remained stable. This is evident in the improvement in the means between 1998 and 2000. Overall this was a very strong positive response.

Table 10. Cleanliness and Appearance of Parks.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.42	3.9	0.0	0.5	1.0	2.6	5.4	26.6	39.0	20.9	91.9
00	7.86	0.0	0.0	0.3	0.6	2.5	5.4	21.1	40.8	29.3	96.6

Table 11. Cleanliness and Appearance of Greenways.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.32	4.5	0.3	1.1	0.8	3.7	6.3	25.1	36.4	21.9	89.7
00	7.64	0.6	1.2	0.3	0.3	4.0	7.4	21.9	36.7	27.5	93.5

Table 12. Cleanliness and Appearance of Streets.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.45	0.0	0.2	0.5	1.0	4.7	10.9	29.4	34.6	18.7	93.6
00	7.43	0.8	0.0	0.5	0.5	4.8	8.8	30.5	39.8	14.5	93.6

Table 13. Cleanliness and Appearance of Median & Roadsides.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.16	0.5	1.0	0.2	2.0	7.7	13.2	31.3	28.6	15.4	88.5
00	7.30	1.0	1.0	0.8	0.8	5.0	11.0	29.6	34.8	16.0	91.4

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 131 respondents indicated they had contact within the past two years. The nine-point scale from “very poor” to “excellent” was used.

The respondents rated the performance of the Police Department (Tables 14-18 placed in descending order of ratings) very positively for *courteousness*, *competence*, *fairness*, *response time*, and *problem solving*. These are dimensions that have the potential to garner lower ratings. The means and percentages above 5 are high for all dimensions measured. Note the high percentages in the “excellent” category. The clerks, dispatchers, and animal control officers contacted (Table 19) were rated high on *efficiency*, *competence*, and *courteousness* (Tables 20-22). Overall, the Cary Police Department had very good ratings. Since the 1998 survey, the ratings on Police performance have increased in virtually all of the service dimensions measured.

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 15 times). This was followed by increased speeding enforcement in residential areas (12), a quicker response time (5), and increased neighborhood watch assistance (4).

Table 14. Police Department: Courteous.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.72	3.3	1.1	2.2	2.2	3.9	4.4	9.9	21.0	51.9	87.2
00	7.95	1.5	2.3	0.8	1.5	5.3	3.0	7.6	19.7	58.3	88.6

Table 15. Police Department: Competence.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.62	2.2	2.2	2.2	5.5	3.9	2.8	9.4	21.5	50.3	84.0
00	7.89	3.1	2.4	0.8	0.0	2.4	5.5	7.1	24.4	54.3	91.3

Table 16. Police Department: Fairness.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.49	3.9	2.8	2.2	3.4	7.3	1.7	8.4	18.5	51.7	80.3
00	7.74	3.9	3.1	2.4	1.6	3.9	1.6	4.7	20.5	58.3	85.1

Table 17. Police Department: Response Time.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.30	5.4	2.4	2.4	3.6	4.2	2.4	14.3	25.6	39.9	82.2
00	7.59	4.4	2.7	0.9	1.8	0.9	5.3	15.0	23.0	46.0	89.3

Table 18. Police Department: Problem Solving.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.05	6.3	1.1	5.1	3.4	7.4	4.0	14.8	18.2	39.8	76.8
00	7.56	4.2	4.2	0.8	0.8	2.5	4.2	14.4	19.5	49.2	87.3

Table 19. Police Department: Person Contacted.

Person Contacted	Number	Percentage
Clerk	7	12.3
Dispatcher	44	77.2
Animal Control Officer	6	10.5

Table 20. Police Department: Efficiency of Person Contacted at Department.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.60	6.1	0.0	2.4	1.2	6.1	2.4	4.9	29.3	47.6	84.2
00	8.20	1.8	0.0	0.0	0.0	3.6	3.6	10.9	18.2	61.8	94.5

Table 21. Police Department: Competence of Person Contacted at Department.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.79	3.7	0.0	2.5	1.2	4.9	3.7	7.4	24.7	51.9	87.7
00	8.09	1.8	0.0	1.8	0.0	5.5	1.8	7.3	23.6	58.2	90.9

Table 22. Police Department: Courteousness of Person Contacted at Department.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.38	2.5	1.2	0.0	0.0	3.7	7.4	11.1	24.7	49.4	92.6
00	8.04	5.5	0.0	1.8	0.0	1.8	1.8	3.6	21.8	63.6	90.8

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 that had contact with the Fire Department in the past two years. In this case, approximately 7.4% or 30 respondents indicated they had contact with the Department within that time period. The nine-point scale from “very poor” to “excellent” was used to rate the performance.

The results shown in Tables 23-27 (placed in descending order of ratings) indicate that the Cary Fire Department had superior ratings from those respondents who had contact with them in the past two years. All dimensions including *courteousness*, *fairness*, *competency*, *problem solving*, and *response time* were rated with very high means. Even more impressive are the very high response percentages in the “excellent” category. No comparisons were made with the 1998 data because data was not collected on the Fire Department in that particular study.

Table 23. Fire Department: Courteous.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
00	8.73	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.7	73.3	100.0

Table 24. Fire Department: Fairness.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
00	8.73	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.7	73.3	100.0

Table 25. Fire Department: Competent.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
00	8.66	0.0	0.0	0.0	0.0	0.0	3.4	0.0	24.1	72.4	100.0

Table 26. Fire Department: Response Time.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
00	8.56	0.0	0.0	3.7	0.0	0.0	0.0	0.0	22.2	74.1	96.3

Table 27. Fire Department: Problem Solving.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
00	8.55	0.0	0.0	0.0	0.0	3.4	3.4	3.4	13.8	75.9	96.5

Town Parks

The survey included a question that asked the respondents their overall perception of the Town's parks on the same nine-point scale from "very poor" to "excellent". Two crosstabulations were also conducted on years lived in Cary and income to gain insight into the perceptions of these demographic groupings.

The overall perception of the Town's parks in the total sample was very high (Table 28). The mean was 7.89 with 97.1% of the responses above 5 including 30.7% in the "excellent" category. There has also been a small degree of improvement in the overall perception since 1998. The crosstabulations (Tables 29 and 30) showed few differences within years lived in Cary or income levels. All the ratings were consistently high.

Table 28. Overall Perception of Town Parks.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.63	1.6	0.0	0.5	0.3	3.2	7.2	23.1	39.8	24.4	94.5
00	7.89	0.0	0.0	0.3	0.3	2.2	6.1	19.8	40.5	30.7	97.1

Table 29. Crosstabulation: Overall Perception of Town Parks 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	% Above 5
0-1	24	7.88	0.0	0.0	0.0	0.0	4.2	8.3	16.7	37.5	33.3	95.8
2-5	123	7.80	0.0	0.0	0.8	0.8	0.8	7.3	23.6	39.0	27.6	97.5
6-10	82	7.95	0.0	0.0	0.0	0.0	1.2	4.9	20.7	43.9	29.3	98.8
11-20	62	7.90	0.0	0.0	0.0	0.0	4.8	4.8	21.0	33.9	35.5	95.2
Over 20	59	8.00	0.0	0.0	0.0	0.0	1.7	6.8	11.9	49.2	30.5	98.4

Table 30. Crosstabulation: Overall Perception of Town Parks Crossed by Income.

Income (\$)	N	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
0-20,000	8	8.63	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.5	62.5	100.0
20,001-30,000	18	8.17	0.0	0.0	0.0	0.0	0.0	5.6	22.2	22.2	50.0	100.0
30,001-50,000	47	7.94	0.0	0.0	0.0	0.0	0.0	12.8	14.9	38.3	34.0	100.0
50,001-70,000	54	8.06	0.0	0.0	0.0	0.0	1.9	9.3	7.4	44.4	37.0	98.1
70,001-100,000	81	7.75	0.0	0.0	1.2	1.2	3.7	3.7	24.7	35.8	29.6	93.8
Over 100,000	73	7.77	0.0	0.0	0.0	0.0	4.1	4.1	26.0	42.5	23.3	95.9

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 Parks & Recreation programs, which ones, and then they rated various aspects of the program including *program quality*, *facility quality*, *cost*, and *overall experience*.

The results showed that approximately 32% or 127 of the respondents indicated someone in their household had participated in a Parks & Recreation or Cultural Program in the past two years. The programs they participated in are illustrated in [Appendix E](#). The most commonly mentioned were baseball, basketball, sports (in general), softball, and Lazy Days. Tables 31-34 (placed in descending order of ranking) specifically examined performance dimensions related to the Parks & Recreation or Cultural programs. These tables illustrate a very solid program. *Overall experience*, *cost*, *program quality*, and *facility quality* had high means 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 impressive ratings given for *overall experience* (Table 31). Since 1998, *program quality*, *cost*, and *overall experience* have increased slightly in respondent ratings. The only area that decreased was *facility quality* that received slightly lower ratings (7.72 in 1998 to 7.59 in 2000).

Table 31. Parks & Recreation: Overall Experience.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.88	0.7	0.0	0.0	0.7	0.7	5.8	22.6	37.2	32.1	97.7
00	8.11	0.0	0.0	0.0	0.0	5.3	2.6	13.2	33.3	45.6	94.7

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

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.67	4.4	1.5	2.2	0.7	2.2	3.7	14.8	20.7	49.6	88.8
00	8.01	0.0	0.9	0.0	0.0	4.7	6.6	10.4	33.0	44.3	94.3

Table 33. Parks & Recreation: Program Quality.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.85	0.7	0.0	0.0	0.7	0.7	5.8	22.6	37.2	32.1	97.7
00	7.97	0.0	0.0	0.0	0.0	4.4	6.2	15.9	35.4	38.1	95.6

Table 34. Parks & Recreation: Facility Quality.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.72	0.7	0.0	0.7	0.7	2.2	7.4	27.2	28.7	32.4	95.7
00	7.59	0.0	1.8	0.0	0.0	5.3	9.7	24.8	28.3	30.1	92.9

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” to “excellent” 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 35) indicated a positive rating for the management of the Town of Cary by the respondents. The mean was 6.95 with 86.7% of the responses above 5. The only area that could be a target for improvement would be to increase the percentage of “excellent” responses from its present 9.9%. Compared to the 1998 results, respondents indicated a degree of improvement in the Town’s operation or management. The mean in 1998 was 6.46 compared to 6.95 in 2000. Note that 86.7% of the responses are 6 or above in 2000 compared to only 75.9% in 1998.

The crosstabulations (Tables 36-42) revealed few differences across the demographic groupings. The years in Cary breakdown all had similar means falling in the range from 6.85 to 7.01. Education, race, and number of children in households under 18 all had similar means. In the age breakdown, there were few differences with the exception of the 56-65 and over 75 groupings that gave somewhat higher means for the operation or management of Cary. Finally, the higher income grouping of over \$100,000 gave slightly lower ratings to this question. But all the means were still very positive and the differences that did exist were small.

Table 35. Operation or Management of Cary.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	6.46	1.5	1.0	2.1	5.1	14.4	20.0	31.0	17.2	7.7	75.9
00	6.95	0.8	1.0	1.6	2.3	7.5	13.2	37.1	26.5	9.9	86.7

Table 36. 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	% Above 5
0-1	27	6.93	0.0	0.0	0.0	0.0	18.5	11.1	37.0	25.9	7.4	81.4
2-5	130	7.09	0.0	0.8	2.3	0.8	5.4	11.5	45.4	21.5	12.3	90.7
6-10	86	6.85	2.3	0.0	1.2	7.0	8.1	9.3	31.4	31.4	9.3	81.4
11-20	64	6.91	0.0	1.6	1.6	3.1	7.8	17.2	31.3	28.1	9.4	86.0
Over 20	69	6.90	1.4	2.9	1.4	0.0	5.8	17.4	31.9	30.4	8.7	88.4

Table 37. 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	% Above 5
0	198	6.93	1.0	0.5	2.5	1.5	7.6	13.1	37.4	27.8	8.6	86.9
1-2	140	6.92	0.7	2.1	0.7	3.6	9.3	12.1	32.9	25.7	12.9	83.6
3-5	37	7.11	0.0	0.0	0.0	2.7	2.7	16.2	45.9	24.3	8.1	94.5

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

Age	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
18-25	26	6.96	0.0	0.0	0.0	0.0	15.4	11.5	46.2	15.4	11.5	84.6
26-35	79	6.96	0.0	1.3	2.5	2.5	2.5	8.9	55.7	19.0	7.6	91.2
36-45	109	6.84	0.9	1.8	0.9	3.7	8.3	16.5	32.1	25.7	10.1	84.4
46-55	84	6.76	2.4	0.0	2.4	3.6	8.3	17.9	28.6	28.6	8.3	83.4
56-65	51	7.28	0.0	0.0	2.0	0.0	11.8	3.9	31.4	39.2	11.8	86.3
66-75	18	6.89	0.0	5.6	0.0	0.0	5.6	22.2	27.8	27.8	11.1	88.9
Over 75	9	8.11	0.0	0.0	0.0	0.0	0.0	0.0	22.3	44.4	33.3	100.0

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

Education	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
High School or Less	32	7.75	0.0	0.0	0.0	0.0	6.3	6.3	18.8	43.8	25.0	93.9
Some College	95	7.00	0.0	2.1	0.0	1.1	8.4	14.7	37.9	26.3	9.5	88.4
College Degree	163	6.82	1.2	0.6	2.5	3.7	7.4	14.7	37.4	22.1	10.4	84.6
Graduate Degree	85	6.89	0.0	1.2	2.4	2.4	8.2	10.6	41.2	29.4	4.7	85.9

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

Race	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
Caucasian	321	6.94	0.9	1.2	1.9	2.8	6.2	12.5	37.7	26.8	10.0	87.0
African-American	23	6.87	0.0	0.0	0.0	0.0	13.0	30.4	21.7	26.1	8.7	86.9
Native-American	2	6.00	0.0	0.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0	50.0
Asian	6	7.00	0.0	0.0	0.0	0.0	16.7	16.7	33.3	16.7	16.7	83.4
Hispanic	2	7.50	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	50.0	100.0
Other	6	7.33	0.0	0.0	0.0	0.0	16.7	0.0	33.3	33.3	16.7	83.3

Table 41. Crosstabulation: Operation or Management of Cary Crossed by Income.

Income (\$)	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
0-20,000	9	7.78	0.0	0.0	0.0	0.0	0.0	11.1	22.2	44.4	22.3	100.0
20,001-30,000	20	7.65	0.0	0.0	0.0	5.0	5.0	5.0	35.0	5.0	45.0	90.0
30,001-50,000	56	6.91	1.8	1.8	0.0	0.0	10.7	12.5	35.7	30.4	7.1	85.7
50,001-70,000	54	7.26	0.0	0.0	0.0	5.6	7.4	1.9	37.0	37.0	11.1	87.0
70,001-100,000	81	6.93	0.0	0.0	2.5	2.5	7.4	14.8	39.5	23.5	9.9	87.7
Over 100,000	78	6.54	2.6	2.6	2.6	2.6	9.0	17.9	32.1	25.6	5.1	80.7

Table 42. Crosstabulation: Operation or Management of Cary Crossed by Gender.

Gender	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
Male	140	6.81	1.4	0.7	3.6	2.9	5.7	14.3	35.0	30.7	5.7	85.7
Female	224	7.01	0.4	1.3	0.4	2.2	8.9	12.9	36.2	25.0	12.5	86.6

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” to “excellent”. 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. The total sample (Table 43) was very positive with a mean of 7.63 and 91.6% responding above 5. There was little change in the 1998 survey and the 2000 survey with regards to this question. The means were virtually identical, 7.61 versus 7.63.

The crosstabulations (Tables 44-50) 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. Respondents with high school degrees or less and those in the lower (0-\$30,000) and mid (\$50,001-\$70,000) household income levels gave slightly higher ratings. The older age segments (56 and up) were higher in their perception of Cary as a place to live, whereas one of the age groups, 46-55, gave somewhat lower ratings. Respondents in the higher income levels (\$70,000 and up), African-Americans, those that lived in Cary one year or less and those with graduate degrees had slightly lower means. Again these crosstabulation differences were slight and the ratings are still quite positive. Overall, Cary is perceived by the respondents as a very good place to live.

Table 43. Cary Overall as a Place to Live.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
98	7.61	0.0	0.3	0.8	1.0	3.0	8.0	30.6	30.3	26.1	95.0
00	7.63	1.3	0.3	0.5	2.5	3.8	9.0	20.1	27.6	34.9	91.6

Table 44. 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	% Above 5
0-1	31	7.42	0.0	0.0	0.0	6.5	9.7	9.7	12.9	32.3	29.0	83.9
2-5	134	7.61	0.0	0.7	0.7	3.7	1.5	8.2	22.4	35.1	27.6	93.3
6-10	88	7.63	3.4	0.0	0.0	0.0	2.3	8.0	25.0	27.3	34.1	94.4
11-20	67	7.85	0.0	0.0	0.0	0.0	4.5	11.9	19.4	22.4	41.8	95.5
Over 20	69	7.58	1.4	0.0	1.4	4.3	5.8	10.1	14.5	17.4	44.9	86.9

Table 45. 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	% Above 5
0	199	7.62	1.0	0.0	1.0	3.5	2.0	10.6	22.1	22.6	37.2	92.5
1-2	149	7.62	1.3	0.0	0.0	2.0	6.0	8.7	18.8	29.5	33.6	90.6
3-5	38	7.76	0.0	2.6	0.0	0.0	2.6	2.6	21.1	44.7	26.3	94.7

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

Age	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
18-25	26	7.62	0.0	0.0	0.0	0.0	11.5	15.4	7.7	30.8	34.6	88.5
26-35	82	7.79	0.0	0.0	0.0	1.2	2.4	7.3	23.2	36.6	29.3	96.4
36-45	116	7.59	1.7	0.9	0.0	3.4	2.6	9.5	18.1	29.3	34.5	91.4
46-55	84	7.27	2.4	0.0	0.0	4.8	3.6	13.1	26.2	23.8	26.2	89.3
56-65	53	7.89	0.0	0.0	1.9	1.9	3.8	1.9	22.6	24.5	43.4	92.4
66-75	17	7.94	0.0	0.0	5.9	0.0	0.0	11.8	11.8	11.8	58.8	94.2
Over 75	10	7.90	0.0	0.0	0.0	0.0	10.0	10.0	20.0	0.0	60.0	90.0

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

Education	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
High School or Less	32	7.94	0.0	0.0	0.0	0.0	12.5	3.1	9.4	28.1	46.9	87.5
Some College	98	7.63	1.0	0.0	1.0	2.0	5.1	10.2	16.3	28.6	35.7	90.8
College Degree	170	7.69	0.0	0.0	0.6	2.9	2.9	8.2	24.1	28.2	32.9	93.4
Graduate Degree	87	7.47	2.3	1.1	0.0	3.4	0.0	12.6	23.0	25.3	32.2	93.1

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

Race	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
Caucasian	328	7.64	0.6	0.3	0.6	2.7	3.4	9.1	20.7	29.0	33.5	92.3
African-American	23	7.22	4.3	0.0	0.0	4.3	4.3	13.0	26.1	13.0	34.8	86.9
Native-American	2	8.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0
Asian	8	7.13	12.5	0.0	0.0	0.0	0.0	12.5	12.5	25.0	37.5	87.5
Hispanic	3	9.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
Other	6	8.17	0.0	0.0	0.0	0.0	0.0	0.0	33.3	16.7	50.0	100.0

Table 49. Crosstabulation: Cary Overall as a Place to Live Crossed by Income.

Income (\$)	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
0-20,000	9	8.00	0.0	0.0	0.0	0.0	11.1	0.0	22.2	11.1	55.6	88.9
20,001-30,000	20	7.85	0.0	0.0	0.0	0.0	0.0	20.0	20.0	15.0	45.0	100.0
30,001-50,000	58	7.62	1.7	0.0	3.4	0.0	1.7	12.1	19.0	22.4	39.7	93.2
50,001-70,000	55	7.86	0.0	0.0	0.0	1.8	3.6	9.1	20.0	23.6	41.8	94.5
70,001-100,000	84	7.52	0.0	1.2	0.0	6.0	2.4	9.5	15.5	40.5	25.0	90.5
Over 100,000	82	7.42	3.7	0.0	0.0	2.4	3.7	9.8	24.4	24.4	31.7	90.3

Table 50. Crosstabulation: Cary Overall as a Place to Live Crossed by Gender.

Gender	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
Male	142	7.50	2.1	0.7	0.7	2.1	4.2	10.6	18.3	28.2	33.1	90.2
Female	233	7.68	0.9	0.0	0.4	3.0	3.4	8.6	21.0	26.2	36.5	92.3

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](#) indicate that problems related to rapid growth were seen as the most important issue. This was by far the most mentioned issue. In fact, it was mentioned over 200 times by the respondents. This was followed by water concerns (86), traffic/roads (63), the need for new schools/education (46), improving the infrastructure (7), and affordable housing (5). These appear to be peripheral issues related to the larger issue of managing growth. These issues virtually mirror those given in the 1998 survey. The only difference overall was the school issues ranked second, not fourth. The others are in the same order. In that survey, rapid growth was mentioned a total of 196 times.

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 G](#) indicated the primary action was to slow growth (mentioned 148 times). Other recommended actions include improving the water system (50), building more schools/education (42), improving roads and traffic (41), better communication with the community (10), build a better infrastructure (10), affordable housing (7), less taxes (7), allow citizens more input on growth issues (6), and keeping the streets clean (6).

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 51), most respondents saw the quality of life in Cary as basically unchanged (49.2%) over the past two years. Approximately 26.4% saw the quality of life as “somewhat” or “much” better, while 24.4% indicated that it was “somewhat” or “much” worse” overall. Looking inside those numbers, only 4.4% of the responses fell in the “much better” category and an even smaller percentage (1.6%) fell in the “much worse” category.

An enlightening way to examine the crosstabulations (Tables 52-58) is to combine the categories that fall above and below “the same” category. This would be combining “somewhat worse” and “much worse” and combining “somewhat better” and “much better” to look for differences. Remember that in the total sample, 24.4% replied below and 26.4% replied above. There were quite a few differences revealed in the crosstabulations. Respondents who have lived in Cary one year or less and 6-10 years perceived an improving quality of life (33.3% and 36.8% somewhat or much better). Longer-term respondents who have lived in Cary 11-20 years and over 20 years perceived it a little more negatively (30.9% and 38.5% somewhat or much worse). Additionally, larger households with 3-5 children under 18 years perceived an improving quality of life (39.4% somewhat or much better). Two age groupings showed differences, the 18-25 year olds were more positive (50.0% somewhat or much better), while 46-55 year olds were slightly negative (34.9% somewhat or much worse). Those with high school degrees or less and African-Americans indicated an improving quality of life (46.9% and 34.7% somewhat or much better). Also middle household income levels of \$30,001-\$50,000 and \$50,001-\$70,000 perceived improvement (30.3% and 31.6% somewhat or much better), while the over \$100,000 household income level were more negative (30.4% somewhat or much worse). There were little or no differences in gender. Please note that throughout the demographic groupings the predominant answer was “the same” in virtually all groupings.

Table 51. 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

Table 52. 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	24	3.33	0.0	8.3	58.3	25.0	8.3	33.3
2-5	129	3.11	0.8	15.5	58.9	21.7	3.1	24.8
6-10	87	3.20	2.3	21.8	39.1	27.6	9.2	36.8
11-20	68	2.96	1.5	29.4	44.1	22.1	2.9	25.0
Over 20	70	2.79	1.4	37.1	44.3	15.7	1.4	17.1

Table 53. Crosstabulation: Quality of Life in Cary 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	194	3.06	1.5	19.1	54.6	21.1	3.6	24.7
1-2	143	3.00	1.4	29.4	43.4	19.6	6.3	25.9
3-5	38	3.21	0.0	21.1	39.5	36.8	2.6	39.4

Table 54. 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	26	3.50	0.0	7.7	42.3	42.3	7.7	50.0
26-35	79	3.10	0.0	16.5	68.0	19.0	3.8	22.8
36-45	112	3.05	2.7	24.1	43.8	24.1	5.4	29.5
46-55	83	2.87	2.4	32.5	44.6	16.9	3.6	20.5
56-65	51	3.02	0.0	27.5	47.1	21.6	3.9	25.5
66-75	17	3.18	0.0	11.8	64.7	17.6	5.9	23.5
Over 75	9	3.00	0.0	22.2	55.6	22.2	0.0	22.2

Table 55. 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	32	3.38	0.0	15.6	37.5	40.6	6.3	46.9
Some College	94	3.09	0.0	19.1	57.4	19.1	4.3	23.4
College Degree	166	3.02	1.2	27.7	45.2	19.9	6.0	25.9
Graduate Degree	84	2.99	2.4	21.4	52.4	22.6	1.2	23.8

Table 56. 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	319	3.03	1.6	23.5	49.5	21.6	3.8	25.4
African-American	23	3.30	0.0	17.4	47.8	21.7	13.0	34.7
Native-American	1	3.00	0.0	0.0	100.0	0.0	0.0	0.0
Asian	8	2.63	0.0	50.0	37.5	12.5	0.0	12.5
Hispanic	3	2.67	0.0	33.3	66.7	0.0	0.0	0.0
Other	6	3.33	0.0	16.7	50.0	16.7	16.7	33.4

Table 57. Crosstabulation: Quality of Life in Cary Crossed by Income.

Income (\$)	N	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Above 3
0-20,000	7	2.86	0.0	28.6	57.1	14.3	0.0	14.3
20,001-30,000	20	3.15	0.0	15.0	60.0	20.0	5.0	25.0
30,001-50,000	56	3.16	0.0	21.4	48.2	23.2	7.1	30.3
50,001-70,000	57	3.12	0.0	22.8	45.6	28.1	3.5	31.6
70,001-100,000	79	3.01	2.5	24.1	45.6	25.3	2.5	27.8
Over 100,000	79	2.99	3.8	26.6	43.0	20.3	6.3	26.6

Table 58. Crosstabulation: Quality of Life in Cary Crossed by Gender.

Gender	N	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Above 3
Male	142	3.09	2.1	20.4	47.9	25.4	4.2	29.6
Female	222	3.03	0.9	24.8	49.1	21.2	4.1	25.3

Information Sources

The survey contained a question that asked respondents to rate twelve information sources in regards to their usage. A nine-point scale was used that ranged from “never use” to “frequently use”. Table 59 shows the results in order of usage. The most frequently used sources in order were Raleigh News & Observer, television, water and sewer bills, word-of-mouth, and radio. Sources such as the Block Leader Program, Cary’s 24-hour phone line, Cary’s website, and Cary’s Government Access Cable Channel may need to be publicized more. Several residents gave them low “never use” scores but often indicated they did not know these were available.

There has been increased usage in most of the sources since 1998. The largest net gains (by examining means) are by Cary’s Government Access Cable Channel, Cary’s website, internet e-mail, and the water & sewer bills. Usage of Cary News and the Cary’s 24-hour phone service have decreased slightly.

Table 59. 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 60. Most Used Information Sources in 1998 (In Order of Usage).

Information Source	Mean	Never Use 1	2	3	4	Average 5	6	7	8	Frequently 9	% Above 5
Raleigh News & Observer	6.70	7.5	2.8	4.0	3.8	12.0	9.5	9.8	12.5	38.3	70.1
Television	6.16	9.2	4.7	3.7	5.5	13.9	9.5	14.9	13.9	24.6	62.9
Word of Mouth	5.33	6.0	4.2	10.7	10.0	27.6	10.7	14.2	5.2	11.4	41.5
Cary News	5.15	28.2	5.5	5.7	4.2	8.2	3.0	7.2	9.0	28.9	48.1
Water 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

How Safe Residents Feel in Cary.

The respondents were asked how safe do they feel in the Town of Cary. A nine-point scale that ranged from “extremely unsafe” to extremely safe” was employed. Crosstabulations were conducted on years lived in Cary, age, race, and gender for this question.

The results from the total sample (Table 61) indicate most respondents feel a high degree of safety in Cary. The mean was very high at 7.93 with 97.5% responding above 5 with 32.0% feeling “very safe”. This represents an improvement in the ratings since 1998. In that year, the mean was 7.55 with 95.6% responding above 5, but only 18.6% feeling “very safe”.

The crosstabulations (Tables 62-65) illustrated a few differences in the groupings. But note that all had relatively high means and felt safe in Town. Respondents who have lived in Cary longer (6-10, 11-20 and over 20 years) had slightly lower means (7.85, 7.90, 7.82, respectively) than the newer residents of 0-1 and 2-5 years (8.13 and 8.01). The residents over 75 had a somewhat lower mean (7.60) than the other age groupings. The 18-25 year olds (8.39) had higher perceptions of safety than other age groups, while the over 75 groups had the lowest perceptions (7.60). Caucasians (7.90) and African-Americans (7.87) had similar perceptions of feeling safe. Males (8.17) felt safer than females (7.76) in the sample.

Table 61. 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

Table 62. 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	31	8.13	0.0	0.0	0.0	0.0	0.0	3.2	19.4	38.7	38.7	100.0
2-5	135	8.01	0.0	0.0	0.0	0.0	1.5	1.5	23.0	43.0	31.1	98.6
6-10	88	7.85	1.1	0.0	0.0	1.1	1.1	4.5	20.5	40.9	30.7	96.6
11-20	68	7.90	0.0	0.0	0.0	0.0	2.9	2.9	26.5	36.8	30.9	97.1
Over 20	71	7.82	0.0	0.0	0.0	0.0	2.8	9.9	22.5	32.4	32.4	97.2

Table 63. 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	26	8.39	0.0	0.0	0.0	0.0	0.0	0.0	7.7	46.2	46.2	100.0
26-35	82	7.94	0.0	0.0	0.0	0.0	0.0	3.7	25.6	43.9	26.8	100.0
36-45	116	7.88	0.0	0.0	0.0	0.0	5.2	3.4	20.7	39.7	31.0	94.8
46-55	85	7.85	1.2	0.0	0.0	0.0	0.0	7.1	28.2	28.2	35.3	98.8
56-65	55	7.95	0.0	0.0	0.0	0.0	0.0	3.6	25.5	43.6	27.3	100.0
66-75	18	7.89	0.0	0.0	0.0	0.0	5.6	5.6	11.1	50.0	27.8	94.5
Over 75	10	7.60	0.0	0.0	0.0	10.0	10.0	0.0	10.0	30.0	40.0	80.0

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

Race	N	Mean	Extremely Unsafe	2	3	4	Average	6	7	8	Extremely Safe	% Above 5
			1				5				9	
Caucasian	332	7.90	0.3	0.0	0.0	0.3	2.1	3.9	22.3	41.0	30.1	97.3
African-American	23	7.87	0.0	0.0	0.0	0.0	4.3	8.7	26.1	17.4	43.5	95.7
Native-American	2	7.50	0.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0
Asian	8	7.88	0.0	0.0	0.0	0.0	0.0	0.0	37.5	37.5	25.0	100.0
Hispanic	3	9.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
Other	6	8.17	0.0	0.0	0.0	0.0	0.0	0.0	16.7	50.0	33.3	100.0

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

Gender	N	Mean	Extremely Unsafe	2	3	4	Average	6	7	8	Extremely Safe	% Above 5
			1				5				9	
Male	142	8.17	0.7	0.0	0.0	0.0	0.0	0.7	18.3	38.7	41.5	99.2
Female	235	7.76	0.0	0.0	0.0	0.4	3.4	6.4	25.1	38.7	26.0	96.2

Cary Tax Rate

The survey examined the Cary municipal tax rate of .54 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 66. A majority (66.4%) 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 29.2% answered it was “somewhat high” or “very high” and only 4.1% answered it was “somewhat low” or “very low”. Overall, taking this into account most see the tax rate as appropriate for the services rendered. The 2000 results showed a slight trend toward taxes being on the high side. Note that 18.4% responded above 3 in 1998 whereas 29.2% did so in 2000.

Crosstabulations (Tables 67-73) were computed for all demographic variables on this question. There were few differences within the groupings overall. The only groupings that expressed higher means or the perception that taxes are on the high side for the services rendered were 18-25 year olds (3.48), high school or less (3.48), African-Americans (3.44), and \$20,001-\$30,000 income levels (3.50). The only grouping that indicated a lower mean was the over 75 age group (2.83).

Table 66. 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

Table 67. 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	28	3.39	0.0	0.0	64.3	32.1	3.6	35.7
2-5	130	3.26	0.0	5.4	67.7	22.3	4.6	26.9
6-10	84	3.39	2.4	3.6	60.7	23.8	8.3	32.1
11-20	66	3.32	0.0	4.5	68.2	18.2	9.1	27.3
Over 20	69	3.29	0.0	0.0	71.0	29.0	0.0	29.0

Table 68. 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	189	3.30	0.5	1.1	69.3	25.9	3.2	29.1
1-2	148	3.32	0.7	5.4	69.5	21.6	8.8	30.4
3-5	37	3.22	0.0	8.1	64.9	24.3	2.7	27.0

Table 69. 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	23	3.48	0.0	0.0	60.9	30.4	8.7	39.1
26-35	79	3.33	0.9	3.8	67.1	21.5	7.6	29.1
36-45	114	3.25	0.0	5.3	68.4	19.3	6.1	25.4
46-55	84	3.37	0.0	3.6	61.9	28.6	6.0	34.6
56-65	54	3.32	0.0	1.9	64.8	33.3	0.0	33.3
66-75	16	3.06	0.0	0.0	93.8	6.3	0.0	6.3
Over 75	6	2.83	16.7	0.0	66.7	16.7	0.0	16.7

Table 70. 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	29	3.48	0.0	0.0	51.7	48.3	0.0	48.3
Some College	95	3.26	0.0	4.2	71.6	17.9	6.3	24.2
College Degree	166	3.35	0.0	3.0	67.5	23.5	5.4	28.9
Graduate Degree	85	3.22	2.4	4.7	65.9	22.4	4.7	27.1

Table 71. 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	316	3.30	0.6	3.5	68.0	22.5	5.1	27.6
African-American	23	3.44	0.0	4.3	52.2	39.1	4.3	43.4
Native-American	2	3.50	0.0	0.0	50.0	50.0	0.0	50.0
Asian	8	3.13	0.0	0.0	87.5	12.5	0.0	12.5
Hispanic	3	3.67	0.0	0.0	33.3	66.7	0.0	66.7
Other	6	3.50	0.0	16.7	50.0	0.0	33.3	33.3

Table 72. 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	6	3.17	0.0	0.0	83.3	16.7	0.0	16.7
20,001-30,000	18	3.50	0.0	0.0	61.1	27.8	11.1	38.9
30,001-50,000	55	3.38	0.0	1.8	61.8	32.7	3.6	36.3
50,001-70,000	57	3.25	0.0	3.5	75.4	14.0	7.0	21.0
70,001-100,000	81	3.31	1.2	3.7	63.0	27.2	4.9	32.1
Over 100,000	81	3.26	1.2	7.4	64.2	18.5	8.6	27.1

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

Gender	N	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Above 3
Male	138	3.26	0.7	4.3	67.4	23.2	4.3	27.5
Female	223	3.35	0.4	2.7	65.9	25.1	5.4	30.5

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 74) indicated most of the sample (84.1%) saw crime as stable in their neighborhoods. A small percentage viewed crime as increasing (4.5%) or decreasing (6.2%). This is an improvement from 1998 when 77.4% indicated that crime in their neighborhood was stable, but 15.2% saw it as increasing.

Table 74. What Best Describes Crime in Your Neighborhood.

Year	Mean	Decreasing 1	Stable 2	Increasing 3	Not Sure
98	2.03	2.8	77.4	15.2	4.6
00	1.98	6.2	84.1	4.5	5.2

Managing Growth in Cary

The exceptional growth occurring in Cary prompted a set of eleven questions regarding Cary's efforts at managing growth 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" to "excellent". 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. Ten 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" to "very interested" was employed on these growth options.

The results from the total sample (Table 75) indicate that the respondents see Cary's efforts to manage growth as average (4.90). The crosstabulations conducted on this question (Tables 76-82) indicated that respondents that had lived in Cary 11-20 years and over 20 years gave the Town lower ratings to managing growth (4.58 and 4.62), while those who had lived in Town one year or less gave higher ratings (5.54). The over 75 age group rated Cary's performance higher (5.71) than any other age group. The high school educated or less also gave higher ratings (5.84), as did the 0-\$20,000 and \$20,001-\$30,000 income groups (6.57 and 5.55). The over \$100,000 income groups gave a much lower rating for managing growth (4.47). Table 83 shows the respondent's level of interest on ten alternatives to control growth. The table illustrates that a *greater emphasis on increased regional solutions* was the most desired alternative that had the highest mean overall. This was followed by *greater emphasis on reducing costs to citizens*, *greater emphasis on building new schools*, *greater emphasis on air quality and other environmental factors affected by growth*, *greater emphasis on slowing residential development*, and *greater emphasis on slowing commercial development*.

Table 75. Cary's Efforts to Manage Growth.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
00	4.90	9.7	8.4	8.9	9.1	24.8	10.7	19.3	5.5	3.7	39.2

Table 76. 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	% Above 5
0-1	28	5.54	3.6	10.7	3.6	7.1	25.0	10.7	17.9	17.9	3.6	50.1
2-5	131	5.01	9.2	5.3	6.1	6.9	32.1	10.7	22.1	3.8	3.8	40.4
6-10	84	4.83	8.3	8.3	14.3	13.1	17.9	8.3	19.0	6.0	4.8	38.1
11-20	66	4.58	16.7	9.1	7.6	7.6	21.2	12.1	18.2	4.5	3.0	37.8
Over 20	68	4.62	8.8	10.3	10.3	11.8	25.0	13.2	16.2	2.9	1.5	33.8

Table 77. 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	% Above 5
0	192	4.85	10.9	7.8	8.9	8.9	22.9	12.0	21.9	4.2	2.6	40.7
1-2	146	4.89	10.3	8.9	7.5	8.9	26.7	10.3	15.8	7.5	4.1	37.7
3-5	36	5.11	2.8	5.6	13.9	13.9	25.0	8.3	22.2	5.6	2.8	38.9

Table 78. Crosstabulation: Cary's Efforts to Manage Growth Crossed by Age.

Age	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
18-25	25	5.04	12.0	8.0	8.0	4.0	28.0	12.0	12.0	4.0	12.0	40.0
26-35	79	4.85	8.9	3.8	12.7	11.4	27.8	10.1	17.7	7.6	0.0	35.4
36-45	113	4.81	8.0	12.4	7.1	11.5	23.0	9.7	24.0	6.2	1.8	41.7
46-55	85	4.82	15.3	5.9	7.1	5.9	25.9	14.1	16.5	3.5	5.9	40.0
56-65	52	5.02	7.7	7.7	7.7	9.6	26.9	11.5	21.2	3.8	3.8	43.0
66-75	15	5.00	6.7	6.7	20.0	6.7	13.3	6.7	33.3	6.7	0.0	46.7
Over 75	7	5.71	0.0	14.3	0.0	14.3	14.3	0.0	42.9	14.3	0.0	57.2

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

Education	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
High School or Less	31	5.84	6.5	0.0	6.5	6.5	22.6	12.9	29.0	6.5	9.7	58.1
Some College	95	4.90	7.4	12.6	6.3	8.4	26.3	10.5	21.1	4.2	3.2	39.0
College Degree	165	4.78	12.7	6.1	10.3	9.7	23.0	10.9	18.2	6.1	3.0	38.2
Graduate Degree	84	4.80	7.1	9.5	9.5	10.7	28.6	10.7	16.7	6.0	1.2	34.6

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

Race	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
Caucasian	318	4.82	10.4	8.2	9.1	9.4	25.8	10.4	18.2	5.3	3.1	37.0
African-American	23	5.13	8.7	13.0	0.0	8.7	21.7	13.0	26.1	4.3	4.3	47.7
Native-American	2	6.50	0.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	0.0	100.0
Asian	8	4.38	12.5	0.0	12.5	12.5	37.5	25.0	0.0	0.0	0.0	25.0
Hispanic	2	6.00	0.0	0.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0	50.0
Other	6	6.67	0.0	0.0	0.0	0.0	33.3	16.7	16.7	16.7	16.7	66.8

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

Income (\$)	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
0-20,000	7	6.57	0.0	0.0	0.0	0.0	42.9	14.3	14.3	0.0	28.6	57.2
20,001-30,000	20	5.55	10.0	5.0	5.0	0.0	30.0	5.0	30.0	5.0	10.0	50.0
30,001-50,000	58	5.17	8.6	5.2	8.6	8.6	25.9	5.2	27.6	8.6	1.7	43.1
50,001-70,000	55	4.60	9.1	9.1	7.3	16.4	23.6	20.0	10.9	1.8	1.8	34.5
70,001-100,000	82	4.93	12.2	8.5	9.8	6.1	18.3	11.0	23.2	8.5	2.4	45.1
Over 100,000	81	4.47	8.6	12.3	11.1	11.1	29.6	12.3	7.4	4.9	2.5	27.1

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

Gender	N	Mean	Very Poor	2	3	4	Average	6	7	8	Excellent	%
			1				5				9	Above 5
Male	136	4.82	13.2	9.6	7.4	8.8	20.6	11.8	16.9	5.1	6.6	40.4
Female	225	4.97	8.4	7.6	8.4	9.3	26.7	10.2	20.9	6.2	2.2	39.5

Table 83. Growth Alternatives (In Order of Interest).

Growth Alternative Emphasis	Mean	Not Interested	2	3	4	Average	6	7	8	Very Interested	% Above 5
		1				5				9	
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” to “excellent” 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 84) indicate that the community feels that the Town is doing a good job at providing these services. Note that 70.8% answered above 5 and only 10.1% answered with 4 or below. The crosstabulations (Tables 85-89) revealed a few differences in the groupings. Those who have lived in Cary one year or less gave slightly higher ratings than longer-tenured residents. In regards to income levels, the 0-\$20,000 and \$50,001-\$70,000 gave higher ratings (7.40 and 6.69), while the \$70,001-\$100,000 and over \$100,000 income groupings gave lower ratings (6.11 and 5.89). Perhaps the key indicator for this question is the 66-75 and over 75 age categories. Both of these gave impressive ratings (6.67 and 8.14, respectively) to the Town’ efforts.

Table 90 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 (7.81). This was followed by *more transportation for seniors*, *more senior facilities*, *more affordable housing for seniors*, and *more senior services* in that order.

Table 84. Cary’s Efforts to Provide Services to Senior Citizens.

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	% Above 5
00	6.39	1.6	1.6	1.6	5.3	19.0	16.9	29.6	14.8	9.5	70.8

Table 85. 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	% Above 5
0-1	15	6.73	0.0	0.0	0.0	13.3	13.3	13.3	26.7	13.3	20.0	73.3
2-5	57	6.28	0.0	5.3	1.8	5.3	15.8	17.5	35.1	12.3	7.0	71.9
6-10	43	6.44	0.0	0.0	2.3	4.7	30.2	11.6	25.6	11.6	14.0	62.8
11-20	30	6.23	6.7	0.0	3.3	6.7	16.7	13.3	23.3	16.7	13.3	66.6
Over 20	41	6.39	2.4	0.0	0.0	2.4	17.1	26.8	31.7	17.1	2.4	78.0

Table 86. 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	% Above 5
18-25	10	6.30	0.0	0.0	0.0	0.0	30.0	30.0	20.0	20.0	0.0	70.0
26-35	35	6.26	0.0	5.7	2.9	8.6	14.3	8.6	40.0	11.4	8.6	68.6
36-45	57	6.23	3.5	1.8	1.8	7.0	17.5	15.8	31.6	10.5	10.5	68.4
46-55	33	6.36	0.0	0.0	3.0	3.0	21.2	24.2	30.3	12.1	6.1	72.7
56-65	32	6.25	3.1	0.0	0.0	6.3	25.0	21.9	15.6	21.9	6.3	65.7
66-75	12	6.67	0.0	0.0	0.0	0.0	25.0	8.3	41.7	25.0	0.0	75.0
Over 75	7	8.14	0.0	0.0	0.0	0.0	0.0	14.3	14.3	14.3	57.1	100.0

Table 87. 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	% Above 5
Caucasian	156	6.37	1.3	1.9	1.9	5.1	18.6	17.3	30.1	16.0	7.7	71.1
African-American	10	6.40	10.0	0.0	0.0	0.0	20.0	20.0	20.0	0.0	30.0	70.0
Native-American	1	8.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0
Asian	1	7.00	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0
Hispanic	3	7.67	0.0	0.0	0.0	0.0	0.0	0.0	66.7	0.0	33.3	100.0
Other	3	5.00	0.0	0.0	0.0	33.3	33.3	33.3	0.0	0.0	0.0	33.3

Table 88. 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	% Above 5
0-20,000	5	7.40	0.0	0.0	0.0	0.0	20.0	0.0	40.0	0.0	40.0	80.0
20,001-30,000	12	6.50	0.0	0.0	8.3	16.7	0.0	16.7	25.0	16.7	16.7	75.1
30,001-50,000	34	6.38	0.0	0.0	0.0	2.9	26.5	20.6	32.4	14.7	2.9	70.6
50,001-70,000	29	6.69	0.0	3.4	0.0	3.4	10.3	20.7	31.0	24.1	6.9	82.7
70,001-100,000	37	6.11	5.4	2.7	0.0	0.0	27.0	16.2	29.7	10.8	8.1	64.8
Over 100,000	36	5.89	2.8	0.0	5.6	13.9	16.7	16.7	27.8	13.9	2.8	61.2

Table 89. 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	% Above 5
Male	61	6.53	1.6	0.0	1.6	4.9	19.7	18.0	24.6	18.0	11.5	72.1
Female	116	6.35	1.7	2.6	0.9	5.2	18.1	17.2	32.8	12.9	8.6	71.5

Table 90. Senior Citizen Services Alternatives (In Order of Interest).

Senior Citizen Services Alternatives	Mean	Not Interested 1	2	3	4	Average 5	6	7	8	Very Interested 9	% Above 5
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” to “totally supportive”. Crosstabulations were conducted on all demographic variables.

The results for the total sample (Table 91) indicated relatively good support for public bus service. Notice that 66.7% of the responses were above 5 with 33.6% “totally supportive”. Crosstabulations (Tables 92-94) revealed higher means for the 18-25 (7.24), 66-75 (7.40), and over 75 (8.33) age groups. Only the 26-35 group had a lower degree for support (6.30). Higher support was also evident in the income groupings 0-\$20,000 (8.00), \$20,001-\$30,000 (7.35), and \$30,001-\$50,000 (7.18), while the over \$100,000 group had lower support (6.21). Finally, females were more supportive than males.

Table 91. 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

Table 92. 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	25	7.24	4.0	0.0	0.0	4.0	24.0	0.0	8.0	12.0	48.0	68.0
26-35	80	6.30	7.5	0.0	10.0	5.0	15.0	7.5	17.5	7.5	30.0	62.5
36-45	108	6.48	5.6	1.9	5.6	2.8	16.7	9.3	22.2	8.3	27.8	67.6
46-55	80	6.65	10.0	0.0	0.0	7.5	15.0	6.3	12.5	13.8	35.0	67.6
56-65	49	6.78	4.1	0.0	2.0	0.0	28.6	10.0	12.2	8.2	34.7	65.1
66-75	15	7.40	6.7	0.0	0.0	0.0	20.0	0.0	0.0	26.7	46.7	73.4
Over 75	9	8.33	0.0	0.0	0.0	0.0	11.1	0.0	0.0	22.2	66.7	88.9

Table 93. 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	7	8.00	0.0	0.0	0.0	0.0	14.3	0.0	14.3	14.3	57.1	85.7
20,001-30,000	20	7.35	5.0	0.0	0.0	10.0	10.0	5.0	5.0	10.0	55.0	75.0
30,001-50,000	55	7.18	1.8	1.8	3.6	1.8	14.5	9.1	12.7	12.7	41.8	76.3
50,001-70,000	55	6.60	12.7	0.0	3.6	3.6	7.3	7.3	21.8	3.6	40.0	72.7
70,001-100,000	77	6.51	9.1	0.0	2.6	3.9	22.1	2.6	16.9	11.7	31.2	62.4
Over 100,000	81	6.21	4.9	0.0	6.2	2.5	29.6	8.6	18.5	8.6	21.0	56.7

Table 94. Crosstabulation: Support for Cary Funding Public Bus Service Crossed by Gender.

Gender	N	Mean	Totally Against 1	2	3	4	Average 5	6	7	8	Totally Support 9	% Above 5
Male	133	6.43	8.3	0.8	3.8	4.5	17.3	7.5	18.0	12.8	27.1	65.4
Female	219	6.84	5.9	0.5	3.2	3.2	18.3	6.4	14.2	10.0	38.4	69.0

Usage of Public Bus Service in Cary

The respondents were asked to estimate their usage of public bus service if it was 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 for this question.

Table 95 indicates that approximately 14% will use the service several times a week and only 3.3% 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 30.1%. As for the nonusers, 56.8% of the sample will “rarely if ever” or “never use” the service if available.

The crosstabulations (Tables 96-98) reveal the greatest usage (at least once a week) will be in the over 75 (50%), 18-25 (42.2%), and 26-35 (34.2%) age groups in that order. In regards to income levels, it was \$20,001-\$30,000 (60%), \$30,001-\$50,000 (34.4%), and 0-\$20,000 (33.3%) in that order. Finally, males (34.5%) will have slightly more frequent usage than females (27.2%).

Table 95. 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

Table 96. 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	26	3.8	34.6	3.8	3.8	7.7	11.5	34.6
26-35	82	4.9	11.0	18.3	7.3	7.3	20.7	30.5
36-45	114	3.5	10.5	13.2	7.9	7.9	28.9	28.1
46-55	83	2.4	13.3	13.3	9.6	3.6	25.3	32.5
56-65	53	3.8	13.2	7.5	5.7	1.9	34.0	34.0
66-75	18	0.0	11.1	11.1	5.6	0.0	44.4	27.8
Over 75	10	0.0	30.0	20.0	10.0	0.0	10.0	30.0

Table 97. 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	9	0.0	22.2	11.1	0.0	0.0	33.3	33.3
20,001-30,000	20	20.0	35.0	5.0	5.0	0.0	10.0	25.0
30,001-50,000	58	3.4	24.1	6.9	10.3	5.2	20.7	29.3
50,001-70,000	55	0.0	16.4	14.5	7.3	9.1	21.8	30.9
70,001-100,000	82	0.0	11.0	13.4	4.9	4.9	35.4	30.5
Over 100,000	82	4.9	2.4	19.5	8.5	7.3	28.0	29.3

Table 98. Crosstabulation: Usage of Public Bus Service If Available in Cary Crossed By Gender.

Gender	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
Male	139	3.6	15.8	15.1	4.3	3.6	28.1	29.5
Female	231	3.0	13.4	10.8	9.1	6.9	24.2	32.5

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 a somewhat stronger support for rail service than for bus service. The results for the total sample (Table 99) indicate that approximately 17% (compared to 13.9 for bus) will use the service several times a week and 8.5% (compared to only 3.3% for bus) will use it every day. Again, by combining the first three categories it reveals that 34.8% of the respondents will use the rail service at least once a week. As for the nonusers, 47.9% of the sample will “rarely if ever” or “never use” the service if available. This too is also a lower percentage than for bus service.

The crosstabulations (Tables 100-102) reveal the greatest usage (at least once a week) will be in the 18-25 (61.5%), 26-35 (40.7%), 46-55 (37.3%), and 36-45 (34.5%) age groups in that order. In regards to income levels, it was \$20,001-\$30,000 (45%), \$70,001-\$100,000 (36.6%), \$30,001-\$50,000 (33.4%) and 0-\$20,000 (33.3%) in that order. Finally, males (37.5%) will have slightly more frequent usage than females (32.8%).

Table 99. 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

Table 100. 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	26	11.5	30.8	19.2	0.0	3.8	15.4	19.2
26-35	81	14.8	16.0	9.9	12.3	8.6	16.0	22.2
36-45	113	6.2	19.5	8.8	12.4	9.7	19.5	23.9
46-55	83	10.8	16.9	9.6	16.9	1.2	16.9	27.7
56-65	53	3.8	11.3	5.7	3.8	7.5	26.4	41.5
66-75	18	0.0	5.6	5.6	0.0	5.6	55.6	27.8
Over 75	10	0.0	0.0	10.0	10.0	10.0	0.0	70.0

Table 101. Crosstabulation: Usage of Rail 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	9	0.0	22.2	11.1	0.0	0.0	22.2	44.4
20,001-30,000	20	15.0	20.0	10.0	15.0	5.0	15.0	20.0
30,001-50,000	57	5.3	22.8	5.3	8.8	8.8	19.3	29.8
50,001-70,000	55	7.3	16.4	5.5	9.1	10.9	14.5	36.4
70,001-100,000	82	6.1	19.5	11.0	9.8	6.1	29.3	18.3
Over 100,000	80	11.3	10.0	11.3	16.3	10.0	16.3	25.0

Table 102. Crosstabulation: Usage of Rail Service If Available in Cary Crossed By Gender.

Gender	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
Male	141	11.3	16.3	9.9	12.1	5.0	22.7	22.7
Female	229	7.0	16.6	9.2	9.6	7.0	18.3	32.3

Internet Services

A set of six questions examined internet usage and potential services that Cary may offer on-line for its residents. Respondents were first asked where they had access to the internet. They were also asked to rate how often they may use five services that potentially be offered over the internet to residents. A nine-point scale from “never” to “always” was utilized.

Table 103 indicates that most residents have access to the internet at both home and the office (54.5%). Only 15.6% do not have any access to the internet at all. The table also shows how internet access has increased since 1998. In that year 22.8% did not have access to the internet at all. The decrease in internet access at the office could reflect employers limiting access at work. Table 104 indicates that the service that would be utilized the most on-line was using *mapping data such as street and property locations*. This was followed by *registering for classes and events; stopping/starting or changing Town services; and paying utility bills, taxes, tickets or fees*. The least desired service was *watching Town Government meetings*.

Table 103. Internet Access.

Year	At Home	At Office	Both	Neither
98	17.0	15.0	45.3	22.8
00	20.9	9.0	54.5	15.6

Table 104. Internet Service Alternatives (In Order of Potential Usage).

Internet Services	Mean	Never 1	2	3	4	5	6	7	8	Always 9	% Above 5
Utilizing mapping data such as street and property locations, etc.	6.08	19.1	1.7	1.9	3.0	10.8	6.1	13.8	12.7	30.9	63.5
Registering for classes, events, seats on boards & commissions.	5.75	23.8	1.9	1.1	2.2	12.1	6.3	13.7	9.3	29.6	58.9
Stopping and starting Town services like water and sewer.	5.53	29.0	0.5	0.8	2.5	10.7	4.9	11.2	13.2	27.1	56.4
Paying bills, taxes, fees, tickets, or permits.	4.59	41.6	1.4	1.6	2.4	7.6	4.6	12.0	8.4	20.4	45.4
Watching Town Council, Planning & Zoning.	3.69	39.8	7.5	7.5	5.5	13.3	5.0	7.5	5.0	9.1	26.6

Cary Government Access Cable Channel Programming

A set of nine questions was included in the survey to examine support for nine types of programming for Cary’s Government Access Cable Channel. A nine-point scale from “no support” to “total support” was employed.

The three most supported programming alternatives were *special events coverage of concerts, plays, and festivals; programs about what to see and do in Cary; and programs about Town services, projects, and activities* (Table 105). The least supported were *call-in interactive shows featuring local officials and community leaders*.

Table 105. Cary Government Access Cable Channel Programming Alternatives (In Order of Support).

Government Access Cable Alternatives	Mean	Never 1	2	3	4	5	6	7	8	Always 9	% Above 5
Special events coverage of concerts, festivals, and plays	6.24	8.0	2.5	5.0	3.6	14.6	9.4	22.9	15.2	19.0	66.5
Programs about what to see and do in Cary	6.15	10.1	3.3	3.8	3.0	13.4	11.5	19.1	17.2	18.6	66.4
Programs about Town services, projects, and activities	5.96	11.0	2.5	2.7	3.0	18.1	13.4	21.1	13.2	15.1	62.8
Crime, crime prevention, fire, and public safety programs	5.81	10.2	3.3	4.7	7.4	16.8	11.8	17.6	11.5	16.8	57.7
How-to classes on arts & crafts, gardening, landscaping, etc.	5.70	13.9	4.6	5.5	5.7	13.1	9.6	15.3	13.1	19.1	57.1
Programs featuring interesting people and groups in Cary	5.61	11.6	5.5	4.4	5.0	19.0	9.6	20.1	11.3	13.5	54.5
Weekly Town news programming	5.50	14.5	3.1	4.5	3.6	23.7	10.0	16.2	11.1	13.4	50.7
Call-in interactive shows featuring local officials	5.14	17.5	4.6	4.6	7.4	19.9	10.7	13.9	9.3	12.0	45.9

Matching Funds to Candidates for Local Office

The respondents were asked their support for a proposal for Cary to match funds of candidates for local office who agree to limit the amount spent in their local campaigns. A nine-point scale from “no support” to “total support” was used. Crosstabulations were conducted on years lived in Cary, children in household under 18, age, education, race, income, and gender.

The results for the total sample (Table 106) shows a mean of 4.47 which is slightly off neutral leaning to less support. This is even more evident in the large percentage (33%) that responded with “no support” to the proposal. The crosstabulations (Tables 107-113) showed quite a few differences in the groupings. Respondents who are resisting the proposal tended to polarize or respond with little variance in the “no support” category. Groupings with high percentages in the “no support” category included those with no children under 18 in household (38.5%), residents in Cary over 20 years (44.1) and 11-20 years (37.5%). Also showing less support were the older age groups of 56-65 (47.1%), 66-75 (44.4%), and 46-55 (40.5%), as well as, African-Americans (43.5%).

There were also pockets of support for the proposal. They did not tend to polarize on the “total support” category, but generally responded above 5. In this case, higher means would indicate higher the support. These include those over 75 years old (5.50), 18-25 years old (5.46), lived in Cary 6-10 years (5.23), graduate degrees (5.16), \$20,001-\$30,000 income levels (5.00), and households with 1-2 children under 18 (4.94). Finally, males (4.99) were more supportive than females (4.16).

Table 106. Support for Matching Funds to Local Candidates.

Year	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
00	4.47	33.0	2.9	4.0	3.2	19.0	7.1	12.7	6.3	11.9	38.0

Table 107. Crosstabulation: Support for Matching Funds to Local Candidates Crossed by Years Lived in Cary.

Years Lived In Cary	N	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
0-1	30	4.40	26.7	6.7	0.0	3.3	30.0	10.0	13.3	6.7	3.3	33.3
2-5	133	4.68	28.6	0.8	3.8	5.3	21.8	12.0	10.5	4.5	12.8	39.8
6-10	83	5.23	30.1	1.2	3.6	0.0	12.0	2.4	19.3	12.0	19.3	53.0
11-20	64	4.03	37.5	4.7	3.1	3.1	21.9	1.6	17.2	3.1	7.8	29.7
Over 20	68	3.62	44.1	4.4	7.4	2.9	14.7	7.4	4.4	5.9	8.8	26.5

Table 108. Crosstabulation: Support for Matching Funds to Local Candidates Crossed by Children in Household Under 18.

Children in Household Under 18	N	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
0	192	4.14	38.5	1.0	5.2	4.7	17.2	6.8	10.9	4.7	10.9	33.3
1-2	147	4.94	24.5	6.1	2.7	2.0	19.0	7.5	16.3	9.5	12.2	45.5
3-5	37	4.51	35.1	0.0	2.7	0.0	27.0	8.1	8.1	2.7	16.2	35.1

Table 109. Crosstabulation: Support for Matching Funds of Local Candidates Crossed by Age.

Age	N	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
18-25	24	5.46	12.5	4.2	0.0	0.0	33.3	12.5	20.8	12.5	4.2	50.0
26-35	80	4.68	28.8	1.3	5.0	5.0	20.0	10.0	11.3	6.3	12.5	40.1
36-45	113	4.86	26.5	3.5	5.3	0.0	21.2	8.8	13.3	7.1	14.2	43.4
46-55	84	3.86	40.5	3.6	4.8	8.3	14.3	3.6	11.9	3.6	9.5	28.6
56-65	51	3.84	47.1	3.9	0.0	2.0	17.6	0.0	13.7	3.9	11.8	29.4
66-75	18	4.22	44.4	0.0	5.6	0.0	11.1	11.1	0.0	11.1	16.7	38.9
Over 75	8	5.50	25.0	0.0	0.0	0.0	12.5	12.5	25.0	12.5	12.5	62.5

Table 110. Crosstabulation: Support for Matching Funds of Local Candidates Crossed by Education.

Education	N	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
High School or Less	32	4.00	4.6	0.0	3.1	0.0	34.4	0.0	6.3	6.3	9.4	22.0
Some College	98	4.16	37.8	2.0	5.1	1.0	23.5	3.1	11.2	6.1	10.2	30.6
College Degree	163	4.39	35.0	3.1	3.1	3.1	16.0	9.2	13.5	7.4	9.8	39.9
Graduate Degree	84	5.16	20.2	4.8	4.8	7.1	14.3	10.7	15.5	4.8	17.9	48.9

Table 111. Crosstabulation: Support for Matching Funds of Local Candidates Crossed by Race.

Age	N	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
Caucasian	320	4.47	32.8	3.1	3.8	2.8	19.4	7.8	12.8	5.3	12.2	38.1
African-American	23	3.83	43.5	0.0	8.7	0.0	17.4	4.3	8.7	17.4	0.0	30.4
Native-American	2	8.00	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	50.0	100.0
Asian	7	5.00	0.0	14.3	14.3	14.3	14.3	14.3	14.3	14.3	0.0	42.9
Hispanic	3	4.33	33.3	0.0	0.0	0.0	33.3	0.0	33.3	0.0	0.0	33.3
Other	6	5.83	16.7	0.0	0.0	16.7	16.7	0.0	16.7	0.0	33.3	50.0

Table 112. Crosstabulation: Support for Matching Funds of Local Candidates Crossed by Income.

Income (\$)	N	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
0-20,000	8	4.13	50.0	0.0	0.0	0.0	12.5	0.0	12.5	12.5	12.5	37.5
20,001-30,000	20	5.00	25.0	0.0	0.0	5.0	30.0	0.0	20.0	15.0	5.0	40.0
30,001-50,000	58	4.52	32.8	0.0	5.2	1.7	24.1	5.2	15.5	3.4	12.1	36.2
50,001-70,000	53	4.43	30.2	5.7	5.7	3.8	18.9	9.4	5.7	7.5	13.2	35.8
70,001-100,000	78	4.80	28.2	2.6	0.0	5.1	21.8	9.0	15.4	6.4	11.5	42.3
Over 100,000	82	4.61	29.3	2.4	8.5	2.4	15.9	8.5	14.6	6.1	12.2	41.4

Table 113. Crosstabulation: Support for Matching Funds of Local Candidates Crossed by Gender.

Gender	N	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
Male	139	4.99	27.3	4.3	5.0	2.9	12.2	7.2	14.4	8.6	18.0	48.2
Female	222	4.16	36.9	1.8	2.3	3.6	23.9	7.2	10.8	5.4	8.1	31.5

Open Space Fund

Another proposal examined in the survey was the development of an open-space fund that would acquire environmentally sensitive areas, school parks, recreation areas, and greenways. Respondents were asked to give their support for three options. Option one was to *divert a portion of the current sales tax revenue to the fund* (this would not raise taxes). The second option would *create a \$20 household special fee* and the third would *increase municipal property tax rate by one cent*. A nine-point scale from “no support” to “total support” was used.

The results shown in Tables 114-116 indicate strong support for *diverting a portion of the current sales tax revenue to the fund* (6.88). Note that 34.7% gave this option “total support”. The other two options did not receive nearly the degree of support that this one did.

Table 114. Open Space Option: Diverting a Portion of the Sales Tax Revenue Each Year.

Year	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
00	6.88	6.7	1.3	2.9	2.4	11.5	7.7	17.9	14.9	34.7	75.2

Table 115. Open Space Option: Creating a \$20 Household Special Fee.

Year	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
00	3.79	41.2	6.1	4.3	5.6	12.0	5.9	11.2	6.1	7.5	30.7

Table 116. Open Space Option: Increasing the Municipal Property Tax By One Cent.

Year	Mean	No Support 1	2	3	4	Neutral 5	6	7	8	Total Support 9	% Above 5
00	4.00	37.3	5.6	8.0	2.9	12.3	7.2	10.9	6.7	9.1	33.9

Town Council Meeting Time and Focus Group Participation

The final non-demographic question in the survey asked the respondents how a change in the meeting time from 7:30 p.m. to 7:00 p.m. would affect their ability to attend the meetings. The response categories were “strongly decrease”, “somewhat decrease”, “not affect”, “somewhat increase”, and “strongly increase”. The results (Table 117) indicate changing the times will have virtually no impact on the respondent attendance with 92.1% indicating “not affect”.

Table 117. Changing Town Council meeting times from 7:30 to 7:00.

Year	Strongly Decrease	Somewhat Decrease	Not Affect	Strongly Increase	Strongly Increase
00	0.8	3.9	92.1	1.6	1.6

Finally, 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 49% of the respondents indicated they would agree to participate in one of the sessions. This reflects strong involvement and concern of the citizens with their community.

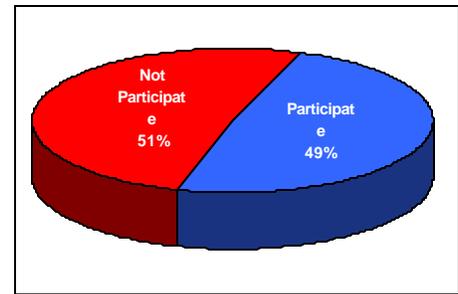


Figure 8. Focus Group Participation.

Summary

The results of Cary's Biennial Citizen Survey were very positive and encouraging for the Town. The respondents rated very favorably the services that Cary offers its residents. The survey also gained insight into citizen's opinions on current issues and future directions for Cary to take.

The Town Government staff, Police Department, and the Fire Department rated high on all service dimensions measured. Virtually every dimension measured for these departments showed improvement from the 1998 survey. The Town was also rated as doing a good job on maintaining streets & roads and it has also improved in the past two years. The Town rated high on the cleanliness and appearance of public areas including parks, greenways, streets, and medians & roadsides. Again these areas showed improvement over the 1998 survey. The overall perception of Town parks was exceptionally positive and the Parks & Recreation and Cultural programs rated high on all dimensions measured. Only one area did not improve from 1998, facility quality had a slight drop off.

The respondents were positive in their rating of the overall operation or management of Cary. Equally important is the considerable improvement from 1998 in their opinions. The responses for Cary as an overall place to live were very positive and equivalent with the 1998 numbers. When asked what was the most important issue facing Cary, the predominant response was the rapid growth rate. Other responses to this question included water concerns, traffic/roads, and the need for new schools. The respondents were also asked what actions they would take to improve Cary. The responses mirrored the problems – slow the growth rate, improve the water system, build more schools, and improve roads & traffic. Most respondents felt that the quality of life in Cary has remained the same over the past two years. Additionally, residents feel very safe in Cary, and the crime rate has remained stable in their neighborhoods over the past two years.

Respondents rated Cary's efforts at controlling growth as about average. They indicated increased regional solutions as the most desirable growth alternative followed by reducing costs to citizens, building new schools, and air quality/environmental concerns (in that order). Cary was rated high in their efforts to provide services to senior citizens. Several alternatives to increase these services were examined and the most desired were more support for help groups, more transportation, more senior facilities, and more affordable housing (in that order). Cary's tax rate was seen as about right when compared to other localities. But since 1998, there has been a slight trend toward seeing it somewhat on the high side.

The major information sources used include Raleigh News & Observer, television, water & sewer bills, word-of-mouth, and radio (in that order). Increased use of Cary's Government Access Cable Channel, Cary's website, and internet e-mail was observed. Only 9% of the respondents did not have access to the internet either at home or office (compared to 15% in 1998). Potential internet services that would be used the most often include mapping data such as street locations, registering for classes & events, and stopping/starting town services (in that order). The sample was asked what programs they would like to see on Cary's Government Access Cable Channel. They responded special events coverage of concerts/festivals/plays, programs about what to do and see in Cary, programs about Town services/projects/activities, and programs on crime prevention/fire/public safety (in that order).

The funding of public bus service had relatively good support. Approximately 30% would use the service once a week or more if it was available and the service level high. Respondents indicated slightly more usage for rail service if it was available and the service level high. Approximately 35% said they would ride rail service once a week or more. Respondents were also asked if Cary should match funds to candidates for local office if they agreed to limit the amount they spend. The support was mixed but leaning toward less support for this funding. One final question examined the impact of changing Council meeting times from 7:30 pm to 7:00 pm and virtually all indicated it would have no impact on their ability to attend.

Overall, the survey indicated that the Town of Cary is being steered on the appropriate course for the past two years. The services offered to the citizens were rated high and have improved since the last Biennial survey. As in 1998, the big issue is controlling the rapid growth in the Town of Cary.