

EXECUTIVE SUMMARY

The results for the Town of Cary's 2018 Biennial Citizen Survey were exceptionally positive for the town. A total of 401 residents were surveyed, and the resulting margin of error was $\pm 4.89\%$. The telephone survey methodology included listed, unlisted and wireless numbers in the sampling frame with 87.8% of the numbers contacted being wireless.

The **Town Government staff** received very high marks for the six service dimensions with no grades falling below B+. The grades remained unchanged for courteous (A-), overall quality of customer service (A-), professionalism (A-), knowledgeable (A-), helpful (A-) and promptness of response (B+).

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The **cleanliness and appearance of public areas** continued to earn strong ratings from the respondents. The grades for parks (A), greenways (A), streets (B+) and median/roadsides (B+) were impressive and remained unchanged. However, the grades decreased for streets and median/roadsides from A- to B+ this year. Bus shelters were rated for the first time this year and earned a B+. The Town's rating for **maintenance of streets/roads** remained a C+, but the mean was the highest to date. The maintenance of sidewalks and traffic signals both earned a solid grade of B. This was the first time these two areas were rated. The streets and roads mentioned most frequently as needing attention were Cary Parkway, High House Road and Maynard Road. The major concerns were generally potholes and rough pavement.

The **Cary Police Department** garnered very strong ratings. The grades remained high and unchanged for courteous (A-), fairness (A-) and problem solving (B+). The grade improved this year for competence from B+ to A-. One area of concern was the grade decline for response time from A- to B+. The **Cary Fire Department** continued to earn the highest marks for any department examined in the survey. The Department earned A+ grades for response time, competence, courteous, fairness and problem solving. Even more impressive was that all the service dimensions earned a rating of 9 on the 9-point scale. The **Parks and Recreation Department** received excellent ratings that have improved this year. The grades improved from A- to A for ease of registration, facility quality, program quality, instructor quality and overall experience. In addition, cost or amount of fee improved from a B+ to A-.

The respondents were positive in their rating of **Cary as a place to live** giving the town a mean score of 8.15 on the 9-point scale. This would equate to a grade of A-. There were 97.3% of the responses on the "desirable" side of the scale and only 1.2% on the "undesirable" side. The respondents also perceived the **quality of life** in Cary as improving. While most of the respondents (56.9%) perceived the quality of life as unchanged, the percentage on the "better" side of the scale exceeded the "worse" side 30.2% versus 12.9%. The **overall quality of the services provided** by Cary earned a grade of B, and the overall value of the services provided for the taxes and fees paid earned at B-. The respondents were asked if they would **recommend Cary as a place to relocate**. There were 90.0% who would recommend Cary with 6.5% responding "maybe" and only 3.5% responding "no".

When asked the **most important issue facing Cary**, the primary response was growth-related concerns with 147 comments. Other key issues were traffic (75 comments), schools (32 comments), street/roads (19 comments), crime/safety (18 comments) and infrastructure concerns (18 comments). In 2016, the key issues were growth-related (126 comments), traffic (64 comments), crime/safety (34 comments), schools (31 comments) and infrastructure (17 comments). The key changes were the growing importance of growth and traffic issues while crime/safety declined in importance.

There was an increasing **perception of safety** in Cary, especially in Cary overall this year. The mean was 8.22 with 97.7% answering on the "safe" side of the scale. This mean has increased significantly from 8.06 in 2016. The respondents also felt safe in public places around Cary with the mean increasing from 7.89 to 8.19 this year with 97.8% on "safe" side of the scale.

The top 10 major **information sources** (in order) used by the respondents include word-of-mouth, Cary's website, BUD, television, Facebook, the Cary Citizen website, Raleigh News & Observer, Parks and Recreation Brochure, Nextdoor and radio. There were a few changes from 2016, reflecting the growing importance of social media. Cary's website moved from third to second switching places with BUD. Among the top 10 gaining importance as an information source was television, Facebook, the Cary Citizen website, Parks and Recreation Brochure and Nextdoor. The largest gains were for Facebook, Nextdoor and the Parks and Recreation Brochure. Declining in importance was Raleigh News & Observer and radio. Two sources examined for the first time this year ranked low in usage, including Triangle Business Journal (13th) and Snapchat (21st). There were four new potential social media sources examined this year. These were podcasts, Pinterest, Reddit and SpokeHub. All had very low means for usage with the highest being podcasts, with a mean of only 1.98 on a 9-point scale.

There has been an improvement in the **effectiveness of Cary's communication efforts** with citizens as compared to 2016. There was a strong level of satisfaction for Cary making information available to citizens concerning important services, projects, issues and programs. This year's mean was 7.49 with 87.2% on the "satisfied" side of the scale. This mean represents the highest mean the Town has earned to date. The respondents were also satisfied with the opportunities Cary gives them to participate in the decision-making process. The mean also rose this year from 6.67 to 6.98 with 71.4% on the "satisfied" side of the scale, which is the second highest mean the Town has earned.

Solid Waste Services continued to receive very good marks this year, but there has been a slight level of decline. On the positive side, the grade for curbside garbage collection remained an A-. However, the grades have fallen for curbside recycling collection (A- to B+), yard waste collection (A- to B+) and loose leaf collection (A- to B), which had the largest overall decline. In the most important issue facing Cary question, there were several comments focusing specifically on recycling issues.

The **Town Council focus areas** continued to earn very good ratings this year. The highest level of satisfaction was for the overall job the Town is doing on recreational facilities. The mean this year was 8.02, improving from 8.00 in 2016. There were 93.8% of the respondents on the "satisfied" side of the scale. The respondents were also satisfied with the Town Council being effective in keeping Cary the best place to live, work and raise a family. The mean increased from 7.72 to 7.75, with 91.7% on the "effective" side of the scale. There was a slight decline for the job the Town is doing on environmental protection. The mean fell from 7.74 to 7.64 with 90.0% on the "satisfied" side of the scale. There was an increase in the level of satisfaction with the job the Town is doing on transportation. The mean increased from 7.20 to 7.36 with 84.6% on the "satisfied" side of the scale. This is the highest mean the Town has earned for transportation. Finally, the job the Town is doing on planning and development showed a slight decline with the mean falling from 7.16 to 6.97 with 79.8% on the "satisfied" side of the scale.

This year, the respondents were asked questions about **characteristics of their home neighborhood**. The highest rated aspect was neighborhood safety (feel safe, presence of safety programs), which rated an A-. This was followed by neighborhood desirability (attractive, want to live there), which rated a B+, neighborhood strength (adapt to change, visually interesting) rated a B and neighborhood community connection (I know people, social interaction) was rated the lowest at B-.

The respondents were also asked about the job the Town is doing in providing housing choices to accommodate different preferences. The Town rated highest for providing for households

with children (B), followed by households without children (B-). The other housing choices all rated with a C+ for members of the local workforce, young professionals, seniors and multigenerational households.

There were 89.0% of the respondents who had visited **downtown** in the past year, up from 79.4% in 2016. The two major reasons they visited downtown was for restaurants and shopping. Other prominent reasons included visiting the area/fun/pleasure, water fountain, business/work, art/art center, everything/numerous reasons, events, walkability and library. Those who had not visited downtown indicated the major reason was schedule/work/too busy.

Finally, the respondents were asked is it important to me to **give back to my community**. There was overwhelming support for this statement with a mean of 8.43 and 97.2% on the "agree" side of the scale. The respondents were also asked are you or someone you know routinely impacted by flooding or runoff? There were 9.3% who responded "yes" to this statement.

This year's ratings represent the best results the Town has earned, exceeding the previous "gold standard" of the year 2012.

In conclusion, there were seven grades that improved this year, 17 grades that remained unchanged and only three grades that declined among the 27 common service dimensions. Looking only at the grades does not tell the whole story. Even more impressive is that fact that 20 means improved while only seven declined this year. This included two of the mean increases that were statistically significant and two mean decreases also reached significance. The final average for the 27 graded Cary service dimensions was 8.37, remaining a grade of A- but now bordering on a grade of A. For comparison, the final average on the common service dimensions in 2016 was 8.30 (A-). In previous years, the mean in 2014 was 8.18 (A-), 2012 was 8.36 (A-), 2010 was 8.25 (A-), in 2008 was 8.19 (A-) and in 2006 was 7.92 (B+). Overall, the Town of Cary continues to receive an excellent report card from its citizens with 21 grades in the A range, five grades in the B range and only one grade in the C range for maintenance of streets and roads. This year's ratings represent the best results the Town has earned, exceeding the previous "gold standard" of the year 2012.

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METHODOLOGY

The Town of Cary’s 2018 Biennial Citizen Survey was conducted from March 3 through March 25 of 2018. BKL Research administered the telephone survey to 401 residents of the Town of Cary. This resulted in a ± 4.89% margin of error. Both listed, unlisted and wireless telephone numbers within Cary census tracts were included in the sampling frame and contacted using a random selection process. This year, 87.8% of the numbers contacted were wireless. A minimum of four callbacks was attempted on each number not screened from the sampling frame. The potential respondents were screened with regards to Cary residence and over the age of 18. The average survey completion time was between 13-17 minutes, and the refusal rate was 24.6%.

The survey instrument consisted of 35 core questions with related subparts to several of the questions (Appendix A). Respondents were asked to rate the Town Government staff, Police Department, Fire Department, Parks & Recreation programs, solid waste services, perceptions of safety, quality of life, service quality/value and Cary as a place to live. The survey also examined respondent information sources, information dissemination, opportunities to participate in decision-making and social media usage. Another series of questions examined Town Council focus areas, such as keeping Cary the best place to live, environmental protection, transportation, planning and development and recreational facilities. They are also asked if they would recommend Cary as a place to relocate and the importance of giving back to their community. Finally, questions were included to examine neighborhood strength and housing choices. The respondents were primarily asked to use a 9-point scale. There were open-ended questions examining streets/roads and public areas needing attention and most important issues. The survey incorporated nine demographic questions.

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Figure 1. Sample: Age Distribution

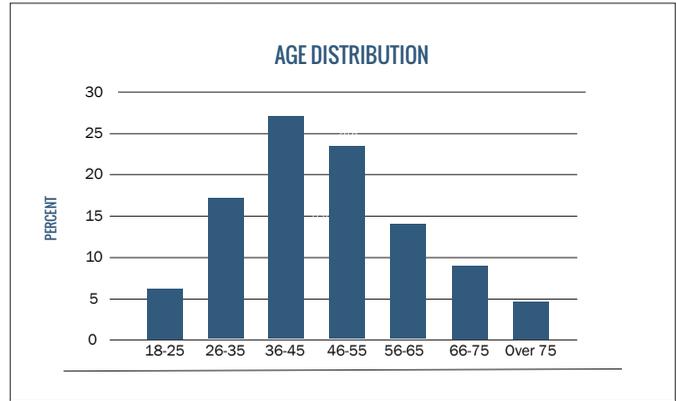


Figure 2. Sample: Years Lived in Cary

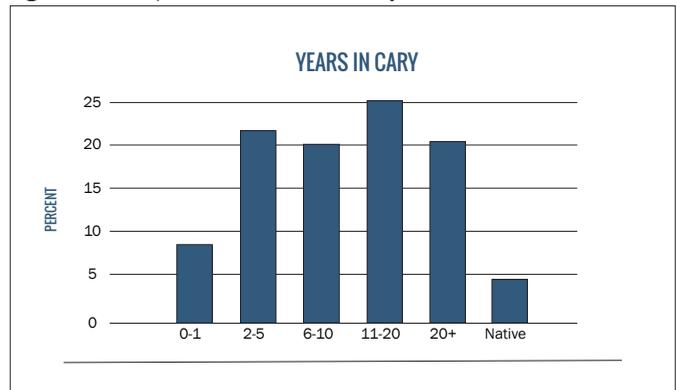


Figure 3. Sample: Education Level

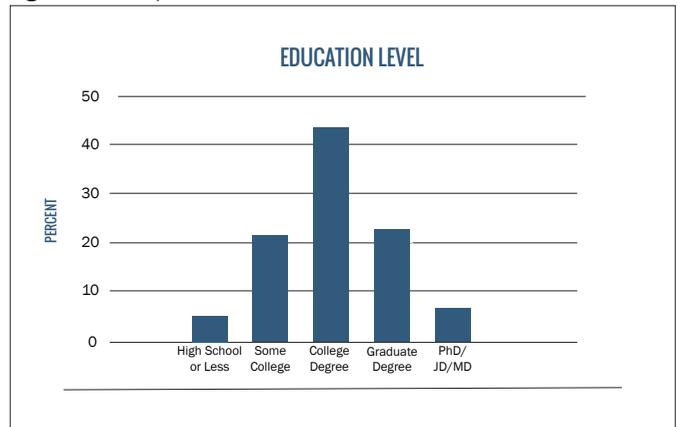


Figure 4. Sample: Race

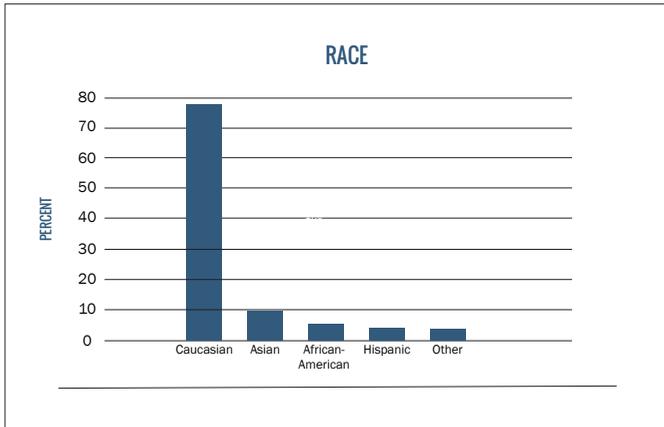
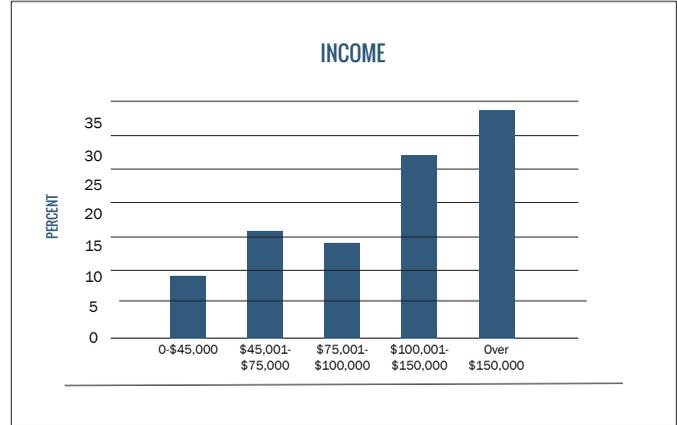
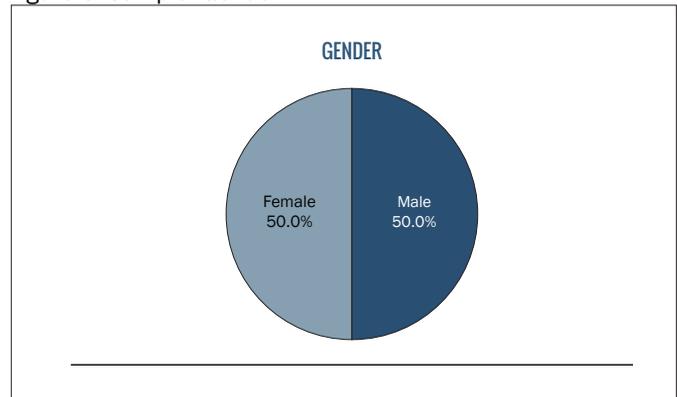


Figure 5. Sample: Income



The demographic profiles of the sample are exhibited in Figures 1-6. The age profile of the sample is illustrated in Figure 1. A large percentage of the respondents (67.1%) fell between the ages of 26 to 55 with the largest portion in the 36-45 (26.8%) and 46-55 (23.3%) age categories. Figure 2 shows the number of years the respondents had lived in Cary. There were large percentages for living in Town for 11-20 years (24.8%), 2-5 years (21.5%), and over 20 years (20.3%). In addition, there were 20.0% who lived in Cary for 6-10 years, while 4.8% were native to the Town. In terms of education, a large percentage (73.2%) of the respondents graduated with a college degree, including 22.9% earning a graduate degree and 6.8% a PhD, JD or MD degree (Figure 3). The racial breakdown shown in Figure 4 illustrates 77.7% of the respondents were Caucasian, 9.7% were Asian, 5.4% were African-American and 3.8% were Hispanic. There were high levels of household income for the sample (Figure 5). This is illustrated in the large percentage of respondents in the over \$150,000 (33.8%) and \$100,001-\$150,000 (27.1%) income categories. In terms of gender, 50.0% of the sample were male and 50.0% were female (Figure 6). Most of the respondents (76.8%) resided in single family homes, 11.6% in a townhouse/condominium and 9.3% in an apartment. This year, there were 90.5% (91.9% in 2016) of the respondents who indicated they were registered voters, and 56.6% (50.0% in 2016) of those voted in the 2017 local elections.

Figure 6. Sample: Gender



Selected demographic crosstabulations on age (B462-B467), education (B468-B473), gender (B474-B478), housing type (B479-B484), income (B485-B490), race (B491-B496), voter status (B497-B503), voted in 2017 local elections (B504-B510) and years in Cary (B511-B516) are included in Appendix B.

Several of the means for the service dimensions in the survey were converted into grades. The mean score was changed into a percentage (using 9 as the denominator) and compared to the grading scale shown in Table 1. This was done for those questions that rated the services on the 9-point scale using the very poor (1) to excellent (9) response set. Grades tend to be easier to understand and use in setting goals. The respondents were also asked if they would agree to participate in a focus group session to give Cary even more insight into their citizen's opinions and attitudes with 46.0% of the respondents agreeing to participate in a session.

The report will include selected crosstabulations expressly chosen by the Town for specific questions in the survey (Appendix B). It is important to exercise caution in the interpretation of crosstabulations. They will act to segment or partition the sample size and, in turn, increase the margin of error for a question. For that reason, it is difficult to interpret crosstabulations with small sample sizes for a specific demographic subgrouping.

Table 1. Grading Scale

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

The percentages in the tables are rounded off to one decimal place. Due to rounding, this may result in row totals that do not always add up to exactly 100.0%. The demographic recodes for the crosstabulations were age (18-25, 26-55, 56-65, over 65), education (high school degree/some college, college degree, PhD/JD/MD), housing (single family, apartment, town-house/ condo, other), income (0-\$45,000, \$45,001-\$100,000, \$100,001-\$150,000, over \$150,000), race (Caucasian, Asian, African-American, Hispanic, other) and years in Cary (0-1, 2-5, 6-10, over 10, native). For clarification, other housing includes mobile homes, duplexes and any other living arrangement such as assisted living. Other races include all respondents selecting other as to their race and Native Americans due to their limited number. All the tables are displayed in percentages unless otherwise stated.

In regards to the $\pm 4.89\%$ margin of error, this reflects the level of sampling error for the survey. Sampling error indicates the difference in measurement which will invariably occur when using a sample instead of surveying the entire population (i.e., census). The degree of sampling error is minimized by larger sample sizes. In this instance, the sample size of 400 indicates the likelihood the results of the survey are within $\pm 4.89\%$ of what one would expect to obtain if the entire population were surveyed. The 95% confidence level refers to the probability that the observed results from the survey were not the product of sampling error alone. In other words, if we repeated the study 100 times with random samples, then 95 of the samples would demonstrate similar results. In summary, we are 95% confident the results are within $\pm 4.89\%$ of the population parameters.

The results between the survey periods may show an upward or downward trend between the survey periods. However, it is important to examine these changes for statistical significance. For that reason, significance tests were conducted on the mean differences for the 2016 and 2018 surveys. Any question with a mean score which was measured in both years was compared with statistical analysis. No assumption of homogeneity of variance was assumed since the sample sizes for the service dimensions generally differed for the two measurement periods. For that reason, a Welch's t-test was utilized with a two-tailed test at the .05 significance level to determine significance. This statistical method will test the null hypothesis that the two population means are equal while correcting for unequal variances. A two-tailed test was employed due to the fact the mean difference could be higher or lower. A significant result would indicate the differences in the two means would be more (or less) than would be expected by chance. An asterisk will be placed after any means in the tables that are statistically significant such as 8.53*. Appendix P lists the significance tests for all the Town's service dimensions comparing changes from 2016 to 2018.



TOWN GOVERNMENT STAFF

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The performance of the Town Government staff was assessed with a set of seven items or questions. These questions were only administered to those respondents who had contact with the Town Government in the past two years. There were 22.8% (19.7% in 2016) or 91 respondents who indicated they had contact within that time frame. A 9-point grading scale from very poor (1) to excellent (9) was used to rate performance. The results of the 1998-2016 Cary Biennial Surveys will be included in the tables throughout the report when applicable. The incorporation of the previous survey results facilitates comparisons between survey periods to reveal possible trends.

The results shown in order of ratings indicate continued high marks for the Town Government staff that have improved since 2016 (Tables 2-7). The means improved for five of the six service dimensions with all of the grades remaining unchanged at their previously high levels. The means increased for courteous, overall quality of customer service, professionalism, knowledgeable and helpful. The mean increases were generally small and none reached statistical significance, while the grades remained at the A- level. However, this year's means represent the highest earned to date for all five of these service dimensions. There was a slight mean decline for promptness of response from 8.04 to 7.98 with the grade remaining at the B+ level. Even with the decline, it represents the second highest mean earned for promptness of response. Note there is room for more improvement in these service dimensions in that the "very poor" percentages were somewhat elevated from previous years. In summary, the Town Government staff earned its best overall performance for any year with five of the six means increasing and all the grades remaining at their same high level. See Appendix B for selected Town Government crosstabulations (B1-B51).

The respondents who gave lower scores (below 5) to any of the service dimensions were then asked their concerns with the interaction. There were only eight total comments, and the two main concerns were not responding to calls (three comments) and not resolving the issue (two comments) are shown in Appendix C.

Table 2. Town Government Staff: Courteous

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.37 | A- |
| 16 | 8.26 | A- |
| 14 | 8.06 | A- |
| 12 | 8.11 | A- |
| 10 | 7.98 | B+ |
| 08 | 8.35 | A- |
| 06 | 7.77 | B |
| 04 | 8.33 | A- |
| 02 | 7.81 | B+ |
| 00 | 7.98 | B+ |

Table 3. Town Government Staff: Overall Quality of Customer Service

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.36 | A- |
| 16 | 8.08 | A- |
| 14 | 7.76 | B |
| 12 | 8.01 | B+ |

Table 4. Town Government Staff: Professionalism

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.34 | A- |
| 16 | 8.13 | A- |
| 14 | 7.97 | B+ |
| 12 | 8.02 | B+ |
| 10 | 7.99 | B+ |
| 08 | 8.14 | A- |
| 06 | 7.57 | B |
| 04 | 8.10 | A- |
| 02 | 7.55 | B |
| 00 | 7.73 | B |

Table 5. Town Government Staff: Knowledgeable

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.23 | A- |
| 16 | 8.12 | A- |
| 14 | 7.77 | B |
| 12 | 7.98 | B+ |
| 10 | 7.84 | B+ |
| 08 | 8.12 | A- |
| 06 | 7.54 | B |
| 04 | 7.95 | B+ |
| 02 | 7.44 | B- |
| 00 | 7.70 | B |

Table 6. Town Government Staff: Helpful

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.11 | A- |
| 16 | 8.08 | A- |
| 14 | 7.82 | B+ |
| 12 | 7.94 | B+ |

Table 7. Town Government Staff: Promptness of Response

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 7.98 | B+ |
| 16 | 8.04 | B+ |
| 14 | 7.84 | B+ |
| 12 | 7.84 | B+ |
| 10 | 7.79 | B+ |
| 08 | 7.75 | B |
| 06 | 7.27 | B- |
| 04 | 7.79 | B+ |
| 02 | 7.32 | B- |
| 00 | 7.45 | B- |

Table 2. Town Government Staff: Courteous

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.37 | 4.2 | 0.0 | 0.0 | 1.1 | 0.0 | 1.1 | 2.1 | 16.8 | 74.7 | A- |
| 16 | 8.26 | 1.3 | 0.0 | 1.3 | 0.0 | 2.6 | 1.3 | 9.2 | 22.4 | 61.8 | A- |
| 14 | 8.06 | 2.1 | 2.1 | 0.0 | 0.0 | 1.1 | 3.2 | 11.7 | 24.5 | 55.3 | A- |
| 12 | 8.11 | 2.4 | 0.0 | 1.2 | 1.2 | 3.6 | 4.8 | 3.6 | 21.4 | 61.9 | A- |
| 10 | 7.98 | 2.9 | 0.0 | 0.0 | 1.0 | 3.8 | 5.8 | 10.6 | 20.2 | 55.8 | B+ |
| 08 | 8.35 | 0.0 | 1.1 | 0.0 | 0.0 | 1.1 | 2.3 | 10.2 | 25.0 | 60.2 | A- |
| 06 | 7.77 | 2.9 | 0.0 | 0.0 | 1.0 | 5.9 | 4.9 | 14.7 | 27.5 | 43.1 | B |
| 04 | 8.33 | 1.0 | 0.0 | 0.0 | 0.0 | 2.0 | 5.1 | 5.1 | 25.3 | 61.6 | A- |
| 02 | 7.81 | 3.0 | 0.0 | 1.0 | 0.0 | 6.9 | 1.0 | 8.9 | 35.6 | 43.6 | B+ |
| 00 | 7.98 | 1.2 | 2.3 | 1.2 | 1.2 | 3.5 | 3.5 | 8.1 | 23.3 | 55.8 | B+ |

Table 3: Town Government Staff: Overall Quality of Customer Service

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.36 | 3.2 | 0.0 | 2.1 | 0.0 | 1.1 | 0.0 | 2.1 | 17.9 | 73.7 | A- |
| 16 | 8.08 | 1.3 | 1.3 | 1.3 | 0.0 | 2.7 | 1.3 | 16.0 | 17.3 | 58.7 | A- |
| 14 | 7.76 | 3.1 | 1.0 | 0.0 | 1.0 | 5.2 | 7.3 | 10.4 | 22.9 | 49.0 | B |
| 12 | 8.01 | 2.4 | 0.0 | 1.2 | 1.2 | 4.8 | 4.8 | 3.6 | 25.3 | 56.6 | B+ |

Table 4. Town Government Staff: Professionalism

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.34 | 4.2 | 1.1 | 0.0 | 0.0 | 0.0 | 1.1 | 2.1 | 17.9 | 73.7 | A- |
| 16 | 8.13 | 1.3 | 1.3 | 0.0 | 0.0 | 1.3 | 6.5 | 10.4 | 22.1 | 57.1 | A- |
| 14 | 7.97 | 3.2 | 2.1 | 0.0 | 1.1 | 2.1 | 2.1 | 9.6 | 23.4 | 56.4 | B+ |
| 12 | 8.02 | 2.4 | 0.0 | 1.2 | 1.2 | 3.6 | 6.0 | 6.0 | 21.4 | 58.3 | B+ |
| 10 | 7.99 | 2.9 | 0.0 | 0.0 | 1.0 | 3.8 | 6.7 | 6.7 | 24.8 | 54.3 | B+ |
| 08 | 8.14 | 0.0 | 0.0 | 2.2 | 0.0 | 4.4 | 4.4 | 11.1 | 18.9 | 58.9 | A- |
| 06 | 7.57 | 2.0 | 1.0 | 1.0 | 2.0 | 6.9 | 3.9 | 22.5 | 20.6 | 40.2 | B |
| 04 | 8.10 | 2.0 | 1.0 | 0.0 | 1.0 | 5.0 | 1.0 | 9.0 | 21.0 | 60.0 | A- |
| 02 | 7.55 | 3.0 | 1.0 | 0.0 | 1.0 | 7.9 | 3.0 | 17.8 | 32.7 | 33.7 | B |
| 00 | 7.73 | 1.2 | 2.3 | 1.2 | 0.0 | 3.5 | 7.0 | 19.8 | 19.8 | 45.3 | B |

Table 5: Town Government Staff: Knowledgeable

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.23 | 3.2 | 1.1 | 1.1 | 1.1 | 0.0 | 0.0 | 7.4 | 17.9 | 68.4 | A- |
| 16 | 8.12 | 1.4 | 0.0 | 0.0 | 1.4 | 2.7 | 4.1 | 12.2 | 23.0 | 55.4 | A- |
| 14 | 7.77 | 3.2 | 1.1 | 0.0 | 2.1 | 5.3 | 5.3 | 8.5 | 25.5 | 48.9 | B |
| 12 | 7.98 | 2.4 | 1.2 | 1.2 | 1.2 | 3.6 | 4.8 | 3.6 | 25.3 | 56.6 | B+ |
| 10 | 7.84 | 2.9 | 1.0 | 0.0 | 1.0 | 4.8 | 7.7 | 8.7 | 22.1 | 51.9 | B+ |
| 08 | 8.12 | 0.0 | 0.0 | 0.0 | 2.2 | 5.6 | 2.2 | 12.4 | 22.5 | 55.1 | A- |
| 06 | 7.54 | 2.9 | 1.0 | 2.0 | 0.0 | 7.8 | 3.9 | 18.6 | 23.5 | 40.2 | B |
| 04 | 7.95 | 2.0 | 1.0 | 0.0 | 0.0 | 4.1 | 4.1 | 15.3 | 22.4 | 51.0 | B+ |
| 02 | 7.44 | 4.0 | 0.0 | 0.0 | 3.0 | 10.1 | 2.0 | 17.2 | 27.3 | 36.4 | B- |
| 00 | 7.70 | 2.4 | 1.2 | 1.2 | 2.4 | 2.4 | 2.4 | 21.2 | 24.7 | 42.4 | B |
| 98 | 7.30 | 1.6 | 2.4 | 1.6 | 1.6 | 6.3 | 9.4 | 20.5 | 29.1 | 27.6 | B- |

Table 6. Town Government Staff: Helpful

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.11 | 6.3 | 0.0 | 0.0 | 0.0 | 3.2 | 1.1 | 4.2 | 14.7 | 70.5 | A- |
| 16 | 8.08 | 1.4 | 0.0 | 1.4 | 1.4 | 1.4 | 4.1 | 13.5 | 21.6 | 55.4 | A- |
| 14 | 7.82 | 3.2 | 1.1 | 0.0 | 2.1 | 4.3 | 4.3 | 10.6 | 23.4 | 51.1 | B+ |
| 12 | 7.94 | 4.8 | 1.2 | 0.0 | 0.0 | 3.6 | 4.8 | 3.6 | 22.9 | 59.0 | B+ |

Table 7: Town Government Staff: Promptness of Response

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 7.98 | 6.5 | 0.0 | 1.1 | 2.2 | 1.1 | 1.1 | 3.2 | 19.4 | 65.6 | B+ |
| 16 | 8.04 | 2.7 | 1.3 | 0.0 | 0.0 | 2.7 | 5.3 | 9.3 | 20.0 | 58.7 | B+ |
| 14 | 7.84 | 3.2 | 0.0 | 0.0 | 1.1 | 6.5 | 2.2 | 14.0 | 24.7 | 48.4 | B+ |
| 12 | 7.84 | 3.7 | 1.2 | 1.2 | 1.2 | 3.7 | 3.7 | 7.3 | 24.4 | 53.7 | B+ |
| 10 | 7.79 | 3.9 | 0.0 | 0.0 | 1.9 | 4.9 | 4.9 | 13.6 | 19.4 | 51.5 | B+ |
| 08 | 7.75 | 3.5 | 1.2 | 0.0 | 1.2 | 7.1 | 1.2 | 14.1 | 22.4 | 49.4 | B |
| 06 | 7.27 | 2.9 | 2.0 | 2.0 | 2.0 | 9.8 | 3.9 | 19.6 | 24.5 | 33.3 | B- |
| 04 | 7.79 | 2.1 | 1.0 | 2.1 | 2.1 | 7.2 | 3.1 | 5.2 | 25.8 | 51.5 | B+ |
| 02 | 7.32 | 4.9 | 1.0 | 0.0 | 1.0 | 8.8 | 1.0 | 21.6 | 35.3 | 26.5 | B- |
| 00 | 7.45 | 3.6 | 3.6 | 1.2 | 0.0 | 3.6 | 6.0 | 18.1 | 25.3 | 38.6 | B- |
| 98 | 7.26 | 4.8 | 0.0 | 0.8 | 1.6 | 4.0 | 8.0 | 24.0 | 35.2 | 21.6 | B- |



CLEANLINESS AND APPEARANCE OF PUBLIC AREAS

CLEANLINESS AND APPEARANCE OF PUBLIC AREAS

The cleanliness and appearance of public areas was assessed by a set of five questions. The questions examined the cleanliness and appearance of several public areas, including streets, median/roadsides, parks and greenways. This year a new public area was added to the survey for bus shelters. Again, the same 9-point scale from very poor (1) to excellent (9) was used.

The cleanliness and appearance of public areas continued to receive very high marks. The results shown in Tables 8-12 (in descending mean order) indicated the respondents were very satisfied with the cleanliness and appearance of parks, greenways, streets, median/roadsides and bus shelters. However, there was a slight decline from 2016 ratings. There were very small mean decreases for parks and greenways with the grades (A) remaining unchanged and this year’s means represent the second highest earned for both these areas. However, there was a somewhat larger mean decrease for streets (8.27 to 7.99) and median/roadsides (8.27 to 7.96) with both grades declining from A- to B+, and these declines were statistically significant. Even with the decline, the means were among some of the higher ones earned for these areas. Finally, the cleanliness and appearance of bus shelters was rated very high with a grade of B+. Overall, there was a slight decline this year for cleanliness and appearance of public areas. It is important to keep in mind that the grades remain very impressive. See Appendix B for selected cleanliness and appearance crosstabulations (B52-B81).



Table 8. Cleanliness and Appearance of Parks

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.52 | A |
| 16 | 8.54 | A |
| 14 | 8.41 | A- |
| 12 | 8.47 | A |
| 10 | 8.41 | A- |
| 08 | 8.14 | A- |
| 06 | 7.88 | B+ |
| 04 | 8.03 | B+ |
| 02 | 7.99 | B+ |
| 00 | 7.86 | B+ |

Table 9. Cleanliness and Appearance of Greenways

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.50 | A |
| 16 | 8.53 | A |
| 14 | 8.37 | A- |
| 12 | 8.38 | A- |
| 10 | 8.34 | A- |
| 08 | 8.05 | B+ |
| 06 | 7.78 | B |
| 04 | 7.86 | B+ |
| 02 | 7.70 | B |
| 00 | 7.64 | B |

Table 10. Cleanliness and Appearance of Streets

| YEAR | MEAN | GRADE |
|------|-------|-------|
| 18 | 7.99* | B+ |
| 16 | 8.27 | A- |
| 14 | 8.05 | B+ |
| 12 | 8.01 | B+ |
| 10 | 7.79 | B+ |
| 08 | 7.66 | B |
| 06 | 7.35 | B- |
| 04 | 7.44 | B- |
| 02 | 7.28 | B- |
| 00 | 7.43 | B- |

Public Areas Needing Attention

The respondents who gave ratings below 5 were asked to give specific examples of public areas needing attention. There were only 2 responses given (Appendix D).

Table 11. Cleanliness and Appearance of Medians/Roadsides

| YEAR | MEAN | GRADE |
|------|-------|-------|
| 18 | 7.96* | B+ |
| 16 | 8.27 | A- |
| 14 | 8.06 | A- |
| 12 | 8.03 | B+ |
| 10 | 7.87 | B+ |
| 08 | 7.61 | B |
| 06 | 7.31 | B- |
| 04 | 7.48 | B- |
| 02 | 7.16 | B- |
| 00 | 7.30 | B- |

Table 12. Cleanliness and Appearance of Bus Shelters

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 7.79 | B+ |

MAINTENANCE OF STREETS, SIDEWALKS AND TRAFFIC SIGNALS

A set of three questions examined how Cary maintains streets, sidewalks and traffic signals. This was assessed using a same 9-point grading scale ranging from very poor (1) to excellent (9). In regards to streets, the mean has improved this year from 6.95 to 7.09 while the grade remains a C+ (Table 13). This is the first time the mean has passed an overall rating of 7.00. Keep in mind that streets and roads will likely remain a challenging area for the Town as it continues to experience elevated levels of growth and traffic. The maintenance of sidewalks earned a mean of 7.76 and a solid grade of B (Table 14). Finally, the maintenance of traffic signals was also rated with a solid grade of B with a mean of 7.63. This was the first year for assessing these two areas. See Appendix B for selected maintenance crosstabulations (B82-B99).

Table 13. How Well Cary Maintains Streets

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 7.09 | C+ |
| 16 | 6.95 | C+ |
| 14 | 6.83 | C |
| 12 | 6.85 | C |
| 10 | 6.58 | C- |
| 08 | 6.61 | C- |
| 06 | 6.55 | C- |
| 04 | 6.66 | C |
| 02 | 6.72 | C |
| 00 | 6.50 | C- |

Table 14. How Well Cary Maintains Sidewalks

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 7.76 | B |

Table 15. How Well Cary Maintains Traffic Signals

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 7.63 | B |

Streets and Roads Needing Attention

The respondents who rated the streets below 5 were asked to name specific streets/roads that need more attention and the problem(s) associated with that area. In this instance, the problems or issues cited for most of the streets were potholes and/or rough pavement. The streets/roads mentioned most often by the respondents were Cary Parkway, High House Road and Maynard Road. These three streets were mentioned nine times each. Morrisville Parkway was mentioned four times while Harrison Avenue and Highway 55 were mentioned three times. In 2016, the streets mentioned the most often were Maynard Road (13 times), Cary Parkway (five times) and Kildaire Farm Road (four times). See Appendix E for all the streets/roads mentioned and their associated problems.

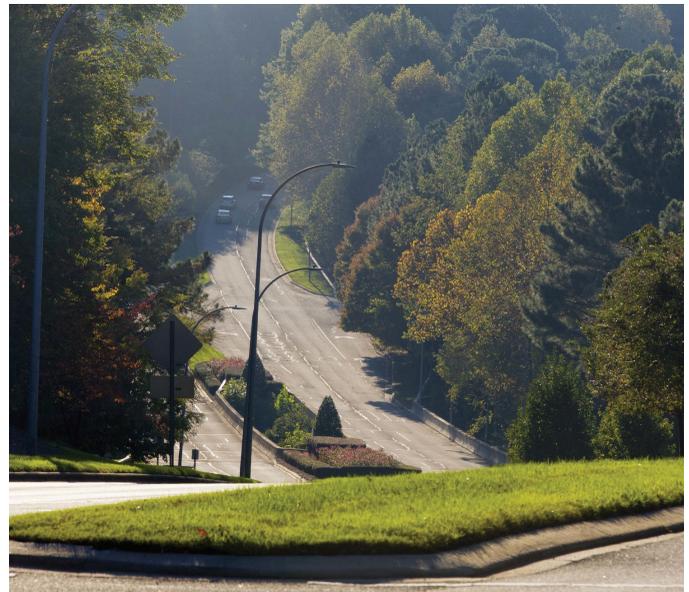


Table 8. Cleanliness and Appearance of Parks

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.52 | 0.3 | 0.0 | 0.0 | 0.3 | 1.5 | 0.3 | 5.6 | 27.2 | 65.0 | A |
| 16 | 8.54 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 1.0 | 6.3 | 27.9 | 64.1 | A |
| 14 | 8.41 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 1.5 | 9.3 | 27.6 | 59.6 | A- |
| 12 | 8.47 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.5 | 7.5 | 30.2 | 60.2 | A |
| 10 | 8.41 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 1.8 | 8.3 | 31.0 | 57.4 | A- |
| 08 | 8.14 | 0.0 | 0.0 | 0.0 | 0.8 | 1.9 | 1.6 | 15.7 | 38.7 | 41.3 | A- |
| 06 | 7.88 | 0.5 | 0.3 | 1.4 | 0.3 | 4.1 | 4.4 | 15.9 | 34.9 | 38.2 | B+ |
| 04 | 8.03 | 0.8 | 0.0 | 0.3 | 0.3 | 3.4 | 3.4 | 14.1 | 34.7 | 42.9 | B+ |
| 02 | 7.99 | 0.5 | 0.0 | 0.0 | 0.5 | 4.0 | 2.1 | 15.7 | 40.7 | 36.4 | B+ |
| 00 | 7.86 | 0.0 | 0.0 | 0.3 | 0.6 | 2.5 | 5.4 | 21.1 | 40.8 | 29.3 | B+ |
| 98 | 7.42 | 3.9 | 0.0 | 0.5 | 1.0 | 2.6 | 5.4 | 26.6 | 39.0 | 20.9 | B- |

Table 9. Cleanliness and Appearance of Greenways

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.50 | 0.0 | 0.0 | 0.0 | 0.3 | 1.5 | 1.3 | 5.7 | 27.6 | 63.7 | A |
| 16 | 8.53 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 1.8 | 5.3 | 29.1 | 63.4 | A |
| 14 | 8.37 | 0.3 | 0.0 | 0.0 | 0.0 | 2.6 | 1.8 | 7.4 | 30.9 | 57.0 | A- |
| 12 | 8.38 | 0.0 | 0.0 | 0.3 | 0.3 | 1.8 | 1.6 | 6.6 | 33.9 | 55.6 | A- |
| 10 | 8.34 | 0.0 | 0.3 | 0.0 | 0.0 | 1.3 | 2.4 | 9.0 | 33.8 | 53.3 | A- |
| 08 | 8.05 | 0.3 | 0.0 | 0.0 | 0.3 | 3.3 | 2.2 | 15.2 | 41.0 | 37.7 | B+ |
| 06 | 7.78 | 0.6 | 0.3 | 1.4 | 0.3 | 4.9 | 4.3 | 17.3 | 37.9 | 32.9 | B |
| 04 | 7.86 | 0.9 | 0.0 | 0.9 | 0.0 | 3.0 | 6.3 | 17.1 | 36.8 | 35.0 | B+ |
| 02 | 7.70 | 0.3 | 0.0 | 0.6 | 1.4 | 6.9 | 4.6 | 19.0 | 37.4 | 29.9 | B |
| 00 | 7.64 | 0.6 | 1.2 | 0.3 | 0.3 | 4.0 | 7.4 | 21.9 | 36.7 | 27.5 | B |
| 98 | 7.32 | 4.5 | 0.3 | 1.1 | 0.8 | 3.7 | 6.3 | 25.1 | 36.4 | 21.9 | B- |

Table 10. Cleanliness and Appearance of Streets

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|-------|----------------|-----|-----|-----|--------------|------|------|------|----------------|-------|
| 18 | 7.99* | 0.0 | 0.0 | 0.5 | 1.0 | 4.7 | 4.2 | 15.5 | 30.7 | 43.4 | B+ |
| 16 | 8.27 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 3.0 | 13.5 | 31.7 | 50.6 | A- |
| 14 | 8.05 | 0.0 | 0.0 | 0.2 | 0.0 | 3.5 | 5.7 | 14.7 | 32.8 | 43.0 | B+ |
| 12 | 8.01 | 0.0 | 0.0 | 1.0 | 0.5 | 3.0 | 3.2 | 16.2 | 36.7 | 39.4 | B+ |
| 10 | 7.79 | 0.0 | 0.5 | 0.3 | 0.8 | 5.0 | 5.0 | 18.6 | 39.9 | 29.9 | B+ |
| 08 | 7.66 | 0.0 | 0.0 | 0.5 | 1.0 | 5.2 | 4.4 | 27.4 | 37.3 | 24.2 | B |
| 06 | 7.35 | 0.7 | 0.7 | 1.2 | 1.2 | 9.7 | 6.5 | 22.6 | 37.1 | 20.1 | B- |
| 04 | 7.44 | 0.7 | 0.7 | 1.7 | 1.0 | 6.5 | 9.5 | 21.9 | 30.9 | 26.9 | B- |
| 02 | 7.28 | 1.5 | 0.0 | 1.0 | 2.0 | 6.5 | 7.7 | 30.8 | 33.3 | 17.2 | B- |
| 00 | 7.43 | 0.8 | 0.0 | 0.5 | 0.5 | 4.8 | 8.8 | 30.5 | 39.8 | 14.5 | B- |
| 98 | 7.45 | 0.0 | 0.2 | 0.5 | 1.0 | 4.7 | 10.9 | 29.4 | 34.6 | 18.7 | B- |

Table 11. Cleanliness and Appearance of Median/Roadsides

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|-------|----------------|-----|-----|-----|--------------|------|------|------|----------------|-------|
| 18 | 7.96* | 0.0 | 0.0 | 0.2 | 0.5 | 5.2 | 4.5 | 18.2 | 29.2 | 42.1 | B+ |
| 16 | 8.27 | 0.0 | 0.0 | 0.0 | 0.3 | 1.0 | 4.0 | 13.8 | 28.5 | 52.5 | A- |
| 14 | 8.06 | 0.0 | 0.0 | 0.0 | 0.5 | 3.5 | 5.0 | 17.0 | 29.2 | 44.9 | A- |
| 12 | 8.03 | 0.5 | 0.0 | 0.2 | 0.5 | 3.0 | 3.7 | 16.4 | 33.1 | 42.5 | B+ |
| 10 | 7.87 | 0.0 | 0.0 | 0.3 | 0.3 | 2.8 | 6.5 | 19.6 | 39.8 | 30.7 | B+ |
| 08 | 7.61 | 0.2 | 0.7 | 0.7 | 1.5 | 4.2 | 5.9 | 24.9 | 36.0 | 25.7 | B |
| 06 | 7.31 | 1.3 | 0.5 | 2.0 | 2.0 | 7.3 | 7.0 | 23.6 | 36.1 | 20.3 | B- |
| 04 | 7.48 | 1.0 | 0.3 | 1.5 | 1.0 | 6.3 | 7.3 | 25.6 | 30.3 | 26.8 | B- |
| 02 | 7.16 | 1.0 | 0.3 | 2.3 | 2.5 | 8.3 | 9.3 | 28.0 | 31.3 | 17.3 | B- |
| 00 | 7.30 | 1.0 | 1.0 | 0.8 | 0.8 | 5.0 | 11.0 | 29.6 | 34.8 | 16.0 | B- |
| 98 | 7.16 | 0.5 | 1.0 | 0.2 | 2.0 | 7.7 | 13.2 | 31.3 | 28.6 | 15.4 | B- |

Table 12. Cleanliness and Appearance of Bus Shelters

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|-----|------|----------------|-------|
| 18 | 7.79 | 0.4 | 0.8 | 0.4 | 0.4 | 13.3 | 6.3 | 9.8 | 17.2 | 51.6 | B+ |

Table 13. How Well Cary Maintains Streets

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|------|------|------|----------------|-------|
| 18 | 7.09 | 0.5 | 1.0 | 1.5 | 2.8 | 11.5 | 13.0 | 23.8 | 24.5 | 21.5 | C+ |
| 16 | 6.95 | 1.0 | 1.5 | 0.7 | 3.5 | 9.5 | 12.5 | 33.7 | 21.7 | 16.0 | C+ |
| 14 | 6.83 | 0.5 | 1.0 | 2.0 | 3.2 | 11.9 | 15.3 | 30.4 | 24.0 | 11.9 | C |
| 12 | 6.85 | 0.7 | 0.5 | 1.7 | 5.2 | 9.0 | 14.4 | 34.6 | 20.9 | 12.9 | C |
| 10 | 6.58 | 2.5 | 2.0 | 2.8 | 7.0 | 12.3 | 10.1 | 27.1 | 22.4 | 13.8 | C- |
| 08 | 6.61 | 1.7 | 2.0 | 2.7 | 4.0 | 14.8 | 11.4 | 30.1 | 22.0 | 11.4 | C- |
| 06 | 6.55 | 2.0 | 0.7 | 3.7 | 4.5 | 16.9 | 12.9 | 27.0 | 19.4 | 12.9 | C- |
| 04 | 6.66 | 1.7 | 2.7 | 3.5 | 3.0 | 11.4 | 13.7 | 28.1 | 22.1 | 13.7 | C |
| 02 | 6.72 | 1.7 | 0.7 | 1.7 | 4.7 | 13.5 | 10.3 | 35.4 | 19.7 | 12.3 | C |
| 00 | 6.50 | 3.0 | 1.5 | 2.2 | 4.0 | 15.2 | 11.5 | 32.4 | 22.4 | 77.7 | C- |
| 98 | 6.04 | 2.2 | 2.7 | 4.7 | 9.0 | 15.5 | 17.7 | 27.9 | 15.0 | 5.2 | D+ |

Table 14. How Well Cary Maintains Sidewalks

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 7.76 | 0.0 | 0.0 | 0.0 | 1.3 | 5.8 | 6.9 | 20.6 | 33.0 | 32.5 | B |

Table 15. How Well Cary Maintains Traffic Signals

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 7.63 | 0.5 | 0.0 | 1.0 | 0.5 | 6.3 | 8.3 | 21.1 | 32.2 | 30.2 | B |



PUBLIC SAFETY

POLICE DEPARTMENT

The performance of the Cary Police Department was assessed with a set of seven questions. These questions were only administered to those respondents who had contact with the Police Department in the past two years. In this case it was 22.0% (31.7% in 2016) or 88 respondents. Table 16 indicates most of the respondents had contact with an officer (76.7%) or dispatcher (11.7%). There was more limited contact with a clerk (4.9%), Animal Control (2.9%), detective (2.9%) or District Commander (1.0%). The results in the table may represent several multiple contacts with different Police personnel by the same individual.

Table 16. Police Department: Person Contacted

| PERSON CONTACTED | NUMBER | PERCENTAGE |
|--------------------|--------|------------|
| Officer | 79 | 76.7 |
| Dispatcher | 12 | 11.7 |
| Clerk | 5 | 4.9 |
| Animal Control | 3 | 2.9 |
| Detective | 3 | 2.9 |
| District Commander | 1 | 1.0 |

The Police Department was assessed on five service dimensions (courteous, competence, response time, fairness and problem solving) on the same 9-point grading scale from very poor (1) to excellent (9) placed in descending mean order (Tables 17-21). The Police continued to have a very good overall profile. This year, three means improved while two decreased. The means increased for courteous, fairness and competence. Although none of the increases were statistically significant, the grade improved for competence (B+ to A-) while the grades remained at the A- level for courteous and fairness. As for the decreases, the mean for problem solving fell very slightly this year (7.91 to 7.88) while the grade remained unchanged at the B+ level. There was an area of concern in response time where the mean fell from 8.40 to 7.82 this year. Although this decrease was not quite statistically significant, the grade declined from A- to B+. See Appendix B for selected Police crosstabulations (B100-B148).

Table 17. Police Department: Courteous

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.26 | A- |
| 16 | 8.14 | A- |
| 14 | 8.09 | A- |
| 12 | 8.53 | A |
| 10 | 8.40 | A- |
| 08 | 8.43 | A |
| 06 | 7.98 | B+ |
| 04 | 8.11 | A- |
| 02 | 8.24 | A- |
| 00 | 7.95 | B+ |

Table 18. Police Department: Fairness

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.17 | A- |
| 16 | 8.06 | A- |
| 14 | 7.89 | B+ |
| 12 | 8.39 | A- |
| 10 | 8.19 | A- |
| 08 | 8.32 | A- |
| 06 | 7.87 | B+ |
| 04 | 8.10 | A- |
| 02 | 8.18 | A- |
| 00 | 7.74 | B |

Table 19. Police Department: Competence

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.06 | A- |
| 16 | 7.97 | B+ |
| 14 | 7.93 | B+ |
| 12 | 8.40 | A- |
| 10 | 8.32 | A- |
| 08 | 8.36 | A- |
| 06 | 7.99 | B+ |
| 04 | 8.13 | A- |
| 02 | 8.23 | A- |
| 00 | 7.89 | B+ |

Table 21. Police Department: Response Time

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 7.82 | B+ |
| 16 | 8.40 | A- |
| 14 | 8.01 | B+ |
| 12 | 8.36 | A- |
| 10 | 8.31 | A- |
| 08 | 8.18 | A- |
| 06 | 7.75 | B |
| 04 | 7.90 | B+ |
| 02 | 7.99 | B+ |
| 00 | 7.59 | B |

Table 20. Police Department: Problem Solving

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 7.88 | B+ |
| 16 | 7.91 | B+ |
| 14 | 7.76 | B |
| 12 | 8.38 | A- |
| 10 | 8.09 | A- |
| 08 | 7.83 | B+ |
| 06 | 7.70 | B |
| 04 | 7.69 | B |
| 02 | 7.79 | B+ |
| 00 | 7.56 | B |

FIRE DEPARTMENT

The performance of the Cary Fire Department was assessed with a set of six questions regarding contact with the department and rating their service dimensions. These questions were only administered to those respondents who had contact with the Fire Department in the past two years. In this case, it was 7.2% (9.0% in 2016) or 29 respondents. The same 9-point grading scale from very poor (1) to excellent (9) was used.

The results shown in Tables 22-26 indicate the Fire Department continued to have excellent ratings, earning an A+ for response time, competence, courteous, fairness and problem solving. Even more impressive was the fact the Fire Department earned perfect scores of 9.00 across all the service dimensions. This was the first time that competence, courteous, fairness and problem solving earned a 9.00 from the respondents; although, response time earned a perfect score once in 2012. Overall, the Fire Department continued to earn the highest marks for any department in the Town and even improved this year. See Appendix B for selected Fire Department crosstabulations (B149-B190).



Table 22. Fire Department: Response Time

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 9.00 | A+ |
| 16 | 8.96 | A+ |
| 14 | 8.70 | A+ |
| 12 | 9.00 | A+ |
| 10 | 8.61 | A |
| 08 | 8.87 | A+ |
| 06 | 8.50 | A |
| 04 | 8.40 | A- |
| 02 | 8.50 | A |
| 00 | 8.56 | A |

Table 23. Fire Department: Competence

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 9.00 | A+ |
| 16 | 8.91 | A+ |
| 14 | 8.78 | A+ |
| 12 | 8.78 | A+ |
| 10 | 8.82 | A+ |
| 08 | 8.88 | A+ |
| 06 | 8.46 | A |
| 04 | 8.64 | A |
| 02 | 8.78 | A+ |
| 00 | 8.66 | A |

Table 24. Fire Department: Courteous

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 9.00 | A+ |
| 16 | 8.91 | A+ |
| 14 | 8.78 | A+ |
| 12 | 8.78 | A+ |
| 10 | 8.92 | A+ |
| 08 | 8.68 | A- |
| 06 | 8.68 | A |
| 04 | 8.48 | A |
| 02 | 8.61 | A |
| 00 | 8.73 | A+ |

Table 26. Fire Department: Problem Solving

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 9.00 | A+ |
| 16 | 8.91 | A+ |
| 14 | 8.76 | A+ |
| 12 | 8.86 | A+ |
| 10 | 8.86 | A+ |
| 08 | 8.87 | A+ |
| 06 | 8.31 | A- |
| 04 | 8.39 | A- |
| 02 | 8.67 | A |
| 00 | 8.55 | A |

Table 25. Fire Department: Fairness

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 9.00 | A+ |
| 16 | 8.91 | A+ |
| 14 | 8.76 | A+ |
| 12 | 8.78 | A+ |
| 10 | 8.89 | A+ |
| 08 | 8.84 | A+ |
| 06 | 8.71 | A+ |
| 04 | 8.54 | A |
| 02 | 8.69 | A+ |
| 00 | 8.73 | A+ |

Table 17. Police Department: Courteous

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.26 | 4.5 | 0.0 | 1.1 | 0.0 | 0.0 | 1.1 | 5.6 | 16.9 | 70.8 | A- |
| 16 | 8.14 | 3.2 | 1.6 | 1.6 | 1.6 | 1.6 | 0.8 | 4.8 | 13.6 | 71.2 | A- |
| 14 | 8.09 | 5.1 | 0.0 | 0.8 | 2.5 | 0.0 | 1.7 | 5.1 | 16.9 | 67.8 | A- |
| 12 | 8.53 | 0.8 | 0.0 | 0.0 | 0.8 | 1.6 | 1.6 | 4.8 | 15.3 | 75.0 | A |
| 10 | 8.40 | 1.7 | 0.8 | 1.7 | 0.8 | 0.8 | 0.0 | 3.4 | 16.8 | 73.9 | A- |
| 08 | 8.43 | 1.0 | 0.0 | 0.0 | 1.0 | 0.0 | 2.9 | 9.8 | 15.7 | 69.6 | A |
| 06 | 7.98 | 2.4 | 0.0 | 0.8 | 1.6 | 6.3 | 2.4 | 11.1 | 15.9 | 59.5 | B+ |
| 04 | 8.11 | 3.2 | 2.4 | 0.0 | 1.6 | 3.2 | 0.8 | 4.0 | 15.9 | 69.0 | A- |
| 02 | 8.24 | 0.8 | 0.8 | 1.5 | 0.8 | 2.3 | 3.0 | 6.8 | 20.3 | 63.9 | A- |
| 00 | 7.95 | 1.5 | 2.3 | 0.8 | 1.5 | 5.3 | 3.0 | 7.6 | 19.7 | 58.3 | B+ |
| 98 | 7.72 | 3.3 | 1.1 | 2.2 | 2.2 | 3.9 | 4.4 | 9.9 | 21.0 | 51.9 | B |

Table 18. Police Department: Fairness

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.17 | 4.5 | 0.0 | 1.1 | 0.0 | 2.2 | 2.2 | 4.5 | 15.7 | 69.7 | A- |
| 16 | 8.06 | 3.2 | 1.6 | 2.4 | 0.8 | 3.2 | 0.0 | 7.2 | 11.2 | 70.2 | A- |
| 14 | 7.89 | 5.1 | 0.9 | 0.9 | 3.4 | 0.9 | 6.0 | 3.4 | 13.7 | 65.8 | B+ |
| 12 | 8.39 | 1.7 | 0.0 | 0.9 | 0.0 | 1.7 | 3.4 | 5.1 | 14.5 | 72.6 | A- |
| 10 | 8.19 | 3.4 | 1.7 | 0.8 | 0.8 | 2.5 | 0.0 | 4.2 | 15.1 | 71.4 | A- |
| 08 | 8.32 | 1.1 | 0.0 | 2.2 | 1.1 | 0.0 | 1.1 | 11.0 | 15.4 | 68.1 | A- |
| 06 | 7.87 | 1.7 | 0.9 | 0.9 | 2.6 | 6.9 | 1.7 | 11.2 | 19.8 | 54.3 | B+ |
| 04 | 8.10 | 3.5 | 1.7 | 2.6 | 0.0 | 1.7 | 0.9 | 4.3 | 15.7 | 69.6 | A- |
| 02 | 8.18 | 0.8 | 1.6 | 0.8 | 1.6 | 3.1 | 3.1 | 4.7 | 21.1 | 63.3 | A- |
| 00 | 7.74 | 3.9 | 3.1 | 2.4 | 1.6 | 3.9 | 1.6 | 4.7 | 20.5 | 58.3 | B |
| 98 | 7.49 | 3.9 | 2.8 | 2.2 | 3.4 | 7.3 | 1.7 | 8.4 | 18.5 | 51.7 | B- |

Table 19. Police Department: Competence

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.06 | 5.6 | 0.0 | 1.1 | 0.0 | 2.2 | 4.5 | 3.4 | 13.5 | 69.7 | A- |
| 16 | 7.97 | 4.0 | 1.6 | 2.4 | 3.2 | 1.6 | 0.8 | 4.8 | 11.2 | 70.4 | B+ |
| 14 | 7.93 | 5.1 | 0.8 | 0.8 | 1.7 | 2.5 | 3.4 | 5.9 | 14.4 | 65.3 | B+ |
| 12 | 8.40 | 1.7 | 0.9 | 0.0 | 0.9 | 0.9 | 2.6 | 6.9 | 11.2 | 75.0 | A- |
| 10 | 8.32 | 1.7 | 0.0 | 1.7 | 0.8 | 3.4 | 1.7 | 3.4 | 14.4 | 72.9 | A- |
| 08 | 8.36 | 1.0 | 0.0 | 0.0 | 0.0 | 1.9 | 3.9 | 8.7 | 19.4 | 65.0 | A- |
| 06 | 7.99 | 1.7 | 0.0 | 0.8 | 1.7 | 7.5 | 0.8 | 11.7 | 18.3 | 57.5 | B+ |
| 04 | 8.13 | 2.6 | 1.7 | 0.9 | 0.9 | 3.4 | 2.6 | 4.3 | 15.4 | 68.4 | A- |
| 02 | 8.23 | 0.0 | 0.8 | 0.0 | 1.5 | 3.8 | 3.1 | 10.0 | 20.8 | 60.0 | A- |
| 00 | 7.89 | 3.1 | 2.4 | 0.8 | 0.0 | 2.4 | 5.5 | 7.1 | 24.4 | 54.3 | B+ |
| 98 | 7.62 | 2.2 | 2.2 | 2.2 | 5.5 | 3.9 | 2.8 | 9.4 | 21.5 | 50.3 | B |

Table 20. Police Department: Problem Solving

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 7.88 | 5.7 | 1.1 | 2.3 | 0.0 | 3.4 | 3.4 | 4.5 | 12.5 | 67.0 | B+ |
| 16 | 7.91 | 5.0 | 1.7 | 2.5 | 2.5 | 2.5 | 0.0 | 4.2 | 11.7 | 70.0 | B+ |
| 14 | 7.76 | 6.0 | 0.9 | 0.9 | 1.7 | 2.6 | 4.3 | 9.5 | 13.8 | 60.3 | B |
| 12 | 8.38 | 1.8 | 0.9 | 0.9 | 0.0 | 0.9 | 2.7 | 5.5 | 12.7 | 74.5 | A- |
| 10 | 8.09 | 3.6 | 0.0 | 0.9 | 0.9 | 2.7 | 0.9 | 10.8 | 17.1 | 63.1 | A- |
| 08 | 7.83 | 5.6 | 2.2 | 0.0 | 0.0 | 2.2 | 6.7 | 6.7 | 13.5 | 62.9 | B+ |
| 06 | 7.70 | 1.0 | 1.9 | 0.0 | 4.8 | 10.6 | 3.8 | 7.7 | 15.4 | 54.8 | B |
| 04 | 7.69 | 3.6 | 4.5 | 0.0 | 2.7 | 4.5 | 1.8 | 9.1 | 14.5 | 59.1 | B |
| 02 | 7.79 | 3.3 | 0.0 | 0.8 | 1.7 | 3.3 | 6.6 | 14.9 | 18.2 | 51.2 | B+ |
| 00 | 7.56 | 4.2 | 4.2 | 0.8 | 0.8 | 2.5 | 4.2 | 14.4 | 19.5 | 49.2 | B |
| 98 | 7.05 | 6.3 | 1.1 | 5.1 | 3.4 | 7.4 | 4.0 | 14.8 | 18.2 | 39.8 | C+ |

Table 21. Police Department: Response Time

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 7.82 | 9.3 | 0.0 | 1.9 | 1.9 | 0.0 | 1.9 | 1.9 | 14.8 | 68.5 | B+ |
| 16 | 8.40 | 1.4 | 1.4 | 1.4 | 1.4 | 0.0 | 4.3 | 2.9 | 4.3 | 82.9 | A- |
| 14 | 8.01 | 3.9 | 0.0 | 1.3 | 1.3 | 5.2 | 1.3 | 5.2 | 18.2 | 63.6 | B+ |
| 12 | 8.36 | 2.6 | 0.0 | 1.3 | 1.3 | 1.3 | 1.3 | 5.3 | 9.2 | 77.6 | A- |
| 10 | 8.31 | 1.1 | 0.0 | 1.1 | 2.1 | 2.1 | 1.1 | 8.4 | 15.8 | 68.4 | A- |
| 08 | 8.18 | 1.1 | 0.0 | 1.1 | 1.1 | 1.1 | 4.4 | 14.3 | 15.4 | 61.5 | A- |
| 06 | 7.75 | 1.9 | 2.9 | 1.0 | 1.9 | 5.8 | 5.8 | 9.7 | 13.6 | 57.3 | B |
| 04 | 7.90 | 2.8 | 1.9 | 0.9 | 1.9 | 7.5 | 2.8 | 4.7 | 12.1 | 65.4 | B+ |
| 02 | 7.99 | 0.0 | 1.7 | 0.9 | 0.0 | 6.1 | 3.5 | 13.9 | 20.9 | 53.0 | B+ |
| 00 | 7.59 | 4.4 | 2.7 | 0.9 | 1.8 | 0.9 | 5.3 | 15.0 | 23.0 | 46.0 | B |
| 98 | 7.30 | 5.4 | 2.4 | 2.4 | 3.6 | 4.2 | 2.4 | 14.3 | 25.6 | 39.9 | B- |

Table 22. Fire Department: Response Time

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|-----|------|----------------|-------|
| 18 | 9.00 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | A+ |
| 16 | 8.96 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.6 | 96.4 | A+ |
| 14 | 8.70 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.8 | 86.5 | A+ |
| 12 | 9.00 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | A+ |
| 10 | 8.61 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 | 10.5 | 84.2 | A |
| 08 | 8.87 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.3 | 0.0 | 3.3 | 93.3 | A+ |
| 06 | 8.50 | 3.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.3 | 12.5 | 78.1 | A |
| 04 | 8.40 | 2.9 | 0.0 | 0.0 | 0.0 | 5.7 | 0.0 | 0.0 | 14.3 | 77.1 | A- |
| 02 | 8.50 | 0.0 | 2.2 | 0.0 | 0.0 | 0.0 | 4.3 | 6.5 | 8.7 | 78.3 | A |
| 00 | 8.56 | 0.0 | 0.0 | 3.7 | 0.0 | 0.0 | 0.0 | 0.0 | 22.2 | 74.1 | A |

Table 23. Fire Department; Competence

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|-----|------|----------------|-------|
| 18 | 9.00 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | A+ |
| 16 | 8.91 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.6 | 91.4 | A+ |
| 14 | 8.78 | 0.0 | 0.0 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 8.7 | 89.1 | A+ |
| 12 | 8.78 | 0.0 | 0.0 | 0.0 | 0.0 | 5.0 | 0.0 | 0.0 | 2.5 | 92.5 | A+ |
| 10 | 8.82 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 | 0.0 | 0.0 | 8.9 | 88.9 | A+ |
| 08 | 8.88 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 | 0.0 | 3.1 | 93.8 | A+ |
| 06 | 8.46 | 2.9 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 2.9 | 14.3 | 77.1 | A |
| 04 | 8.64 | 0.0 | 0.0 | 0.0 | 0.0 | 8.3 | 0.0 | 0.0 | 2.8 | 88.9 | A |
| 02 | 8.78 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 18.4 | 79.6 | A+ |
| 00 | 8.66 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.4 | 0.0 | 24.1 | 72.4 | A |

Table 24. Fire Department: Courteous

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|-----|------|----------------|-------|
| 18 | 9.00 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | A+ |
| 16 | 8.91 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.6 | 91.4 | A+ |
| 14 | 8.78 | 0.0 | 0.0 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 8.7 | 89.1 | A+ |
| 12 | 8.78 | 0.0 | 0.0 | 0.0 | 0.0 | 4.9 | 0.0 | 0.0 | 2.4 | 92.7 | A+ |
| 10 | 8.92 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.5 | 91.5 | A+ |
| 08 | 8.68 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 2.9 | 91.2 | A |
| 06 | 8.68 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.1 | 16.2 | 75.7 | A |
| 04 | 8.48 | 2.5 | 2.5 | 0.0 | 0.0 | 2.5 | 0.0 | 0.0 | 5.0 | 87.5 | A |
| 02 | 8.61 | 0.0 | 1.9 | 0.0 | 0.0 | 1.9 | 0.0 | 1.9 | 13.5 | 80.8 | A |
| 00 | 8.73 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 26.7 | 73.3 | A+ |

Table 25. Fire Department: Fairness

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|-----|------|----------------|-------|
| 18 | 9.00 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | A+ |
| 16 | 8.91 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.6 | 91.4 | A+ |
| 14 | 8.76 | 0.0 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.7 | 89.1 | A+ |
| 12 | 8.78 | 0.0 | 0.0 | 0.0 | 0.0 | 5.0 | 0.0 | 0.0 | 2.5 | 92.5 | A+ |
| 10 | 8.89 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.4 | 88.6 | A+ |
| 08 | 8.84 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.2 | 0.0 | 6.5 | 90.3 | A+ |
| 06 | 8.71 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.2 | 22.6 | 74.2 | A+ |
| 04 | 8.54 | 0.0 | 0.0 | 2.9 | 0.0 | 5.7 | 0.0 | 0.0 | 5.7 | 85.7 | A |
| 02 | 8.69 | 0.0 | 0.0 | 0.0 | 0.0 | 2.1 | 0.0 | 2.1 | 18.8 | 77.1 | A+ |
| 00 | 8.73 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 26.7 | 73.3 | A+ |

Table 26. Fire Department Problem Solving

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|-----|------|----------------|-------|
| 18 | 9.00 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | A+ |
| 16 | 8.91 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.8 | 91.2 | A+ |
| 14 | 8.76 | 0.0 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.7 | 89.1 | A+ |
| 12 | 8.86 | 0.0 | 0.0 | 0.0 | 0.0 | 2.8 | 0.0 | 0.0 | 2.8 | 94.4 | A+ |
| 10 | 8.86 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 | 9.1 | 88.6 | A+ |
| 08 | 8.87 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.3 | 0.0 | 3.3 | 93.3 | A+ |
| 06 | 8.31 | 3.1 | 0.0 | 0.0 | 0.0 | 3.1 | 0.0 | 6.3 | 18.8 | 68.8 | A- |
| 04 | 8.39 | 3.0 | 0.0 | 3.0 | 0.0 | 3.0 | 0.0 | 0.0 | 6.1 | 84.8 | A- |
| 02 | 8.67 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.1 | 20.4 | 73.5 | A |
| 00 | 8.55 | 0.0 | 0.0 | 0.0 | 0.0 | 3.4 | 3.4 | 3.4 | 13.8 | 75.9 | A |



PARKS, RECREATION AND CULTURAL PROGRAMS

PARKS, RECREATION AND CULTURAL PROGRAMS

A series of eight questions in the survey specifically examined Parks, Recreation and Cultural programs. Initially, the respondents were asked if they had participated in a Parks and Recreation program and to name the program(s) and the location. The respondents were subsequently asked to rate various aspects of the program(s), including program quality, facility quality, cost or fee, overall experience, ease of registration and instructor quality. Again, the same 9-point grading scale from very poor (1) to excellent (9) was utilized. There were 29.9% or 120 of the respondents (29.5% in 2016) who indicated someone in their household had participated in a Parks, Recreation or Cultural Program in the past two years. The programs they participated in and locations are shown in Appendix F. The most commonly mentioned programs (in order) were festivals/events, camps, Lazy Daze, baseball/t-ball/softball, youth sports/activities, art/art classes, basketball and tennis.

The ratings for the six service dimensions examined for Parks and Recreation programs are shown in Tables 27-32 (in descending mean order). This year, all six of the service dimensions received mean increases from 2016. The mean increases resulted in a grade improvement from A- to A for ease of registration, facility quality, program quality, instructor quality and overall experience. In addition, the increases were statistically significant for ease of registration and program quality. The grade for cost or amount of fee also improved from B+ to A-. Overall, the ratings for Parks and Recreation were exceptional representing among the highest means earned to date for each service dimension. See Appendix B for selected Parks and Recreation crosstabulations (B191-B239).



Table 27. Parks & Recreation: Ease of Registration

| YEAR | MEAN | GRADE |
|------|-------|-------|
| 18 | 8.63* | A |
| 16 | 8.34 | A- |
| 14 | 8.48 | A |
| 12 | 8.64 | A |
| 10 | 8.36 | A- |
| 08 | 8.26 | A- |
| 06 | 8.20 | A- |
| 04 | 8.32 | A- |

Table 28. Parks & Recreation: Facility Quality

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.59 | A |
| 16 | 8.36 | A- |
| 14 | 8.44 | A |
| 12 | 8.54 | A |
| 10 | 8.44 | A |
| 08 | 8.11 | A- |
| 06 | 8.18 | A- |
| 04 | 8.30 | A- |
| 02 | 8.06 | A- |
| 00 | 7.59 | B |

Table 29. Parks & Recreation: Program Quality

| YEAR | MEAN | GRADE |
|------|-------|-------|
| 18 | 8.56* | A |
| 16 | 8.29 | A- |
| 14 | 8.46 | A |
| 12 | 8.62 | A |
| 10 | 8.35 | A- |
| 08 | 8.23 | A- |
| 06 | 8.03 | B+ |
| 04 | 8.36 | A- |
| 02 | 8.01 | B+ |
| 00 | 7.97 | B+ |

Table 31. Parks & Recreation: Overall Experience

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.54 | A |
| 16 | 8.37 | A- |
| 14 | 8.41 | A- |
| 12 | 8.68 | A |
| 10 | 8.43 | A |
| 08 | 8.21 | A- |
| 06 | 8.14 | A- |
| 04 | 8.30 | A- |
| 02 | 8.11 | A- |
| 00 | 8.11 | A- |

Table 30. Parks & Recreation: Instructor Quality

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.56 | A |
| 16 | 8.40 | A- |
| 14 | 8.37 | A- |
| 12 | 8.62 | A |
| 10 | 8.30 | A- |
| 08 | 8.31 | A- |
| 06 | 8.22 | A- |
| 04 | 8.21 | A- |

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

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.34 | A- |
| 16 | 8.00 | B+ |
| 14 | 8.28 | A- |
| 12 | 8.40 | A- |
| 10 | 8.25 | A- |
| 08 | 8.09 | A- |
| 06 | 8.12 | A- |
| 04 | 8.10 | A- |
| 02 | 7.99 | B+ |
| 00 | 8.01 | B+ |

Table 27. Parks & Recreation: Ease of Registration

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|-------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.63* | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 7.1 | 16.1 | 75.0 | A |
| 16 | 8.34 | 0.0 | 0.0 | 0.0 | 2.3 | 2.3 | 1.2 | 10.5 | 20.9 | 62.8 | A- |
| 14 | 8.48 | 0.0 | 0.0 | 0.0 | 0.9 | 0.9 | 2.8 | 5.7 | 23.6 | 66.0 | A |
| 12 | 8.64 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 | 6.6 | 16.5 | 74.7 | A |
| 10 | 8.36 | 0.0 | 0.8 | 0.0 | 0.8 | 2.3 | 2.3 | 8.3 | 22.6 | 63.2 | A- |
| 08 | 8.26 | 0.0 | 0.0 | 2.7 | 0.0 | 1.8 | 2.7 | 11.8 | 19.1 | 61.8 | A- |
| 06 | 8.20 | 0.0 | 0.0 | 0.0 | 1.0 | 2.0 | 5.1 | 10.2 | 30.6 | 51.0 | A- |
| 04 | 8.32 | 0.8 | 0.0 | 0.8 | 0.0 | 2.5 | 3.3 | 7.5 | 21.7 | 63.3 | A- |

Table 28. Parks & Recreation: Facility Quality

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.59 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 4.2 | 3.4 | 18.6 | 72.9 | A |
| 16 | 8.36 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 2.6 | 12.3 | 24.6 | 58.8 | A- |
| 14 | 8.44 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 0.9 | 12.6 | 24.3 | 61.3 | A |
| 12 | 8.54 | 1.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 | 8.3 | 16.7 | 72.9 | A |
| 10 | 8.44 | 0.0 | 0.7 | 0.0 | 0.0 | 1.4 | 2.1 | 8.3 | 22.2 | 65.3 | A |
| 08 | 8.11 | 0.0 | 0.0 | 1.5 | 0.8 | 3.8 | 0.8 | 15.4 | 27.7 | 50.0 | A- |
| 06 | 8.18 | 0.0 | 0.0 | 0.9 | 0.0 | 1.9 | 4.7 | 13.1 | 29.0 | 50.5 | A- |
| 04 | 8.30 | 0.0 | 0.7 | 0.0 | 0.0 | 3.5 | 4.9 | 7.7 | 20.4 | 62.7 | A- |
| 02 | 8.06 | 0.0 | 0.0 | 0.0 | 0.7 | 4.6 | 3.3 | 17.1 | 28.3 | 46.1 | A- |
| 00 | 7.59 | 0.0 | 1.8 | 0.0 | 0.0 | 5.3 | 9.7 | 24.8 | 28.3 | 30.1 | B |
| 98 | 7.72 | 0.7 | 0.0 | 0.7 | 0.7 | 2.2 | 7.4 | 27.2 | 28.7 | 32.4 | B |

Table 29. Parks & Recreation: Program Quality

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|-------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.56* | 0.0 | 0.8 | 0.0 | 0.8 | 0.8 | 0.0 | 6.7 | 17.5 | 73.3 | A |
| 16 | 8.29 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 4.3 | 17.2 | 19.8 | 57.8 | A- |
| 14 | 8.46 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.9 | 9.1 | 25.5 | 62.7 | A |
| 12 | 8.62 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 12.1 | 11.0 | 75.8 | A |
| 10 | 8.35 | 0.0 | 0.7 | 0.0 | 0.0 | 2.1 | 2.1 | 11.9 | 21.7 | 61.5 | A- |
| 08 | 8.23 | 0.0 | 0.0 | 0.8 | 0.0 | 2.4 | 1.6 | 15.2 | 27.2 | 52.8 | A- |
| 06 | 8.03 | 0.0 | 0.0 | 0.0 | 1.0 | 3.8 | 3.8 | 17.1 | 31.4 | 42.9 | B+ |
| 04 | 8.36 | 0.0 | 0.0 | 0.0 | 0.7 | 0.7 | 2.9 | 10.7 | 27.9 | 57.1 | A- |
| 02 | 8.01 | 0.0 | 0.0 | 0.0 | 1.3 | 4.5 | 3.9 | 15.6 | 31.2 | 43.5 | B+ |
| 00 | 7.97 | 0.0 | 0.0 | 0.0 | 0.0 | 4.4 | 6.2 | 15.9 | 35.4 | 38.1 | B+ |
| 98 | 7.85 | 0.7 | 0.0 | 0.0 | 0.7 | 0.7 | 5.8 | 22.6 | 37.2 | 32.1 | B+ |

Table 30. Parks & Recreation: Instructor Quality

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.56 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 1.3 | 6.4 | 16.7 | 73.1 | A |
| 16 | 8.40 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 1.4 | 7.1 | 27.1 | 61.4 | A- |
| 14 | 8.37 | 0.0 | 1.2 | 0.0 | 0.0 | 3.7 | 0.0 | 6.1 | 28.0 | 61.0 | A- |
| 12 | 8.62 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 | 9.6 | 15.1 | 74.0 | A |
| 10 | 8.30 | 0.9 | 0.9 | 0.0 | 1.7 | 1.7 | 0.9 | 10.4 | 18.3 | 65.2 | A- |
| 08 | 8.31 | 0.0 | 0.0 | 1.9 | 0.0 | 0.9 | 0.9 | 15.0 | 21.5 | 59.8 | A- |
| 06 | 8.22 | 1.1 | 0.0 | 0.0 | 0.0 | 2.1 | 2.1 | 12.8 | 28.7 | 53.2 | A- |
| 04 | 8.21 | 0.9 | 0.0 | 0.9 | 0.0 | 2.7 | 1.8 | 14.3 | 22.3 | 57.1 | A- |

Table 31. Parks & Recreation: Overall Experience

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.54 | 0.0 | 0.8 | 0.0 | 0.8 | 1.7 | 0.8 | 5.0 | 16.8 | 73.9 | A |
| 16 | 8.37 | 0.0 | 0.0 | 0.9 | 0.0 | 0.9 | 2.6 | 10.4 | 25.2 | 60.0 | A- |
| 14 | 8.41 | 0.0 | 0.0 | 0.9 | 0.0 | 2.7 | 0.0 | 8.1 | 26.1 | 62.2 | A- |
| 12 | 8.68 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 7.5 | 14.0 | 77.4 | A |
| 10 | 8.43 | 0.0 | 0.7 | 0.0 | 0.7 | 2.1 | 0.7 | 8.3 | 21.5 | 66.0 | A |
| 08 | 8.21 | 0.0 | 0.0 | 0.8 | 0.0 | 1.6 | 3.2 | 13.5 | 31.0 | 50.0 | A- |
| 06 | 8.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 6.6 | 14.2 | 34.0 | 44.3 | A- |
| 04 | 8.30 | 0.0 | 0.0 | 0.7 | 0.7 | 0.0 | 2.8 | 12.5 | 29.2 | 54.2 | A- |
| 02 | 8.11 | 0.0 | 0.0 | 0.0 | 2.0 | 3.9 | 1.3 | 13.7 | 32.7 | 46.4 | A- |
| 00 | 8.11 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 2.6 | 13.2 | 33.3 | 45.6 | A- |

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

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.34 | 1.1 | 2.1 | 1.1 | 0.0 | 2.1 | 1.1 | 5.3 | 14.7 | 72.6 | A- |
| 16 | 8.00 | 1.1 | 0.0 | 0.0 | 2.2 | 5.4 | 1.1 | 17.2 | 21.5 | 51.6 | B+ |
| 14 | 8.28 | 0.0 | 0.0 | 0.0 | 0.0 | 5.4 | 1.1 | 8.7 | 29.3 | 55.4 | A- |
| 12 | 8.40 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 1.5 | 13.2 | 17.6 | 64.7 | A- |
| 10 | 8.25 | 0.0 | 0.8 | 0.8 | 0.8 | 1.7 | 3.3 | 10.8 | 21.7 | 60.0 | A- |
| 08 | 8.09 | 0.0 | 0.0 | 0.8 | 0.0 | 4.2 | 5.1 | 16.1 | 21.2 | 52.5 | A- |
| 06 | 8.12 | 0.0 | 0.0 | 1.0 | 1.0 | 1.0 | 5.1 | 15.3 | 26.5 | 50.0 | A- |
| 04 | 8.10 | 0.8 | 0.0 | 0.0 | 0.8 | 4.0 | 8.0 | 10.4 | 19.2 | 56.8 | A- |
| 02 | 7.99 | 0.0 | 0.0 | 0.0 | 0.0 | 9.7 | 2.1 | 17.9 | 20.7 | 49.7 | B+ |
| 00 | 8.01 | 0.0 | 0.9 | 0.0 | 0.0 | 4.7 | 6.6 | 10.4 | 33.0 | 44.3 | B+ |
| 98 | 7.67 | 4.4 | 1.5 | 2.2 | 0.7 | 2.2 | 3.7 | 14.8 | 20.7 | 49.6 | B |



CARY OVERALL AS A PLACE TO LIVE

CARY OVERALL AS A PLACE TO LIVE

The respondents were asked to rate Cary overall as a place to live using a 9-point scale from very undesirable (1) to very desirable (9). Table 33 indicates that Cary was perceived as a very desirable place to live. The mean has increased from 8.11 in 2016 to 8.15 this year. Although not in a traditional grading scale format, if the mean (8.15) were converted to a grade, then the rating would remain a very strong A- this year. This year, 97.3% were on the “desirable” side of the scale or above 5. More telling was the fact that only 1.2% of the responses were on the “undesirable” side. Although this mean increase was not statistically significant, this breaks a streak of three consecutive survey periods that the mean for Cary as a place to live has declined. To gather more insight into any lower ratings, the respondents who answered with a rating below 5 were asked the reason for the low rating (Appendix G). There were only six respondents who made comments with two comments focusing on the cost of living being too high. See Appendix B for selected Cary overall as a place to live crosstabulations (B240-B248).

Table 33. Cary Overall as a Place to Live

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 8.15 | A- |
| 16 | 8.11 | A- |
| 14 | 8.23 | A- |
| 12 | 8.25 | A- |
| 10 | 8.28 | A- |
| 08 | 8.10 | A- |
| 06 | 8.09 | A- |
| 04 | 8.31 | A- |
| 02 | 7.79 | B+ |
| 00 | 7.63 | B |

QUALITY OF LIFE IN CARY

The perception of the quality of life in Cary over the past two years was assessed with a 5-point scale. The response categories for this question were much worse (1), somewhat worse (2), the same (3), somewhat better (4) and much better (5).

Overall, a large proportion of the respondents (56.9%) perceived the quality of life in Cary as the “same” over the past two years (Table 34). The mean has increased this year from 3.16 to 3.21 but was not statistically significant. Keep in mind, higher means (above 3.00) indicate perceptions of an improvement in the quality of life. This year, the percentage on the “better” side (above the midpoint of 3) of the scale exceeded the percentage on the “worse” side (below 3) by 30.2% to 12.9% (Figure 7). This better/worse percentage in 2016 was 22.9% to 8.9%, illustrating the level of improvement this year. There is some concern the “worse” side increased from 8.9% to 12.9% this year. However, this was offset by the large gain for the “better” side from 22.9% to 30.2%. See Appendix B for selected quality of life crosstabulations (B249-B257).

To gain more insight into those giving lower ratings, the respondents who answered with a rating below 3 were asked the reason for the low rating (Appendix H). There were 77 total comments, and the primary reasons for lower quality of life ratings were traffic (14 comments), overdevelopment (eight comments), crime (seven comments), overcrowded (seven comments), construction (six comments), cutting down trees (six comments), growth issues (five comments), high-density housing (4 comments), schools overcrowded (four comments) and streets/roads (four comments). The major changes from 2016 were for overdevelopment moving into second (five to eight comments), while crime (11 to seven comments) dropped to third. Cutting down trees was a growing concern with six comments.

Figure 7. Quality of Life

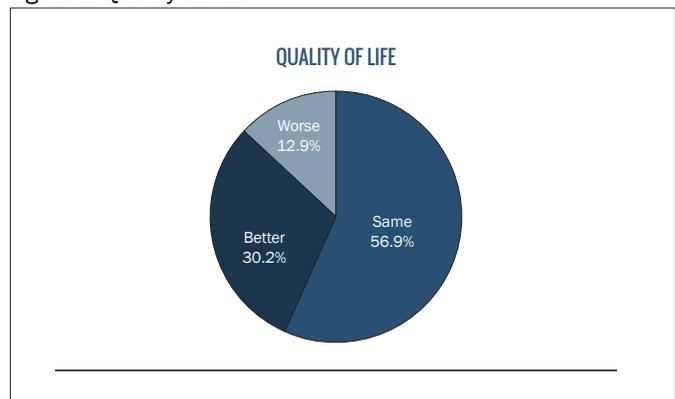


Table 34. Quality of Life in Cary

| YEAR | MEAN | % BELOW 3 | % ABOVE 3 |
|------|------|-----------|-----------|
| 18 | 3.21 | 12.9 | 30.2 |
| 16 | 3.16 | 8.9 | 22.9 |
| 14 | 3.23 | 7.9 | 25.7 |
| 12 | 3.22 | 5.3 | 23.9 |
| 10 | 3.11 | 7.5 | 15.3 |
| 08 | 3.01 | 26.1 | 22.9 |
| 06 | 3.24 | 12.1 | 30.6 |
| 04 | 3.44 | 8.4 | 41.6 |
| 02 | 3.18 | 19.6 | 31.4 |
| 00 | 3.05 | 24.4 | 26.4 |

QUALITY AND VALUE OF SERVICES PROVIDED

There were two new questions this year asking the respondents to rate the quality and value of the services provided by the Town using the 9-point scale from very poor (1) to excellent (9). As for the overall quality of the services provided, Cary received a solid mark of B with a mean of 7.71 (Table 35). There were 91.4% above 5 (average) versus only 1.6% below 5. Table 36 indicates the overall value of the services provided by the Town for the taxes and fees paid to live in Cary earned a slightly lower but solid grade of B-. The mean was 7.34 with 85.7% above 5 (average) versus only 4.1% below 5. See Appendix B for selected quality and value of services provided crosstabulations (B258-B275).

Table 35. Overall Quality of the Services Provided by Cary

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 7.71 | B |

Table 36. Overall Value of the Services Provided by Cary

| YEAR | MEAN | GRADE |
|------|------|-------|
| 18 | 7.34 | B- |

RECOMMEND CARY AS A PLACE TO RELOCATE

The respondents were also asked if they would recommend Cary as a place to relocate. There was overwhelming support for recommending Cary with 90.0% of the respondents answering “yes” and 6.5% answering “maybe” (Figure 8). More impressive was the fact that only 3.5% of the respondents answered “no”. See Appendix B for selected recommend Cary as a place to relocate crosstabulations (B276-B284).

Those who responded “no” were then asked the reason they would not recommend Cary for others to relocate (Appendix I). There were 40 total comments and the primary reasons mentioned were overcrowded (10 comments), due to growth issues (8 comments), cost of living (6 comments) and affordable housing (3 comments). In addition, there were two comments focusing on relocating only if they buy a house and not build. Finally, traffic also garnered two comments.

Figure 8. Recommend Cary as a Place to Relocate

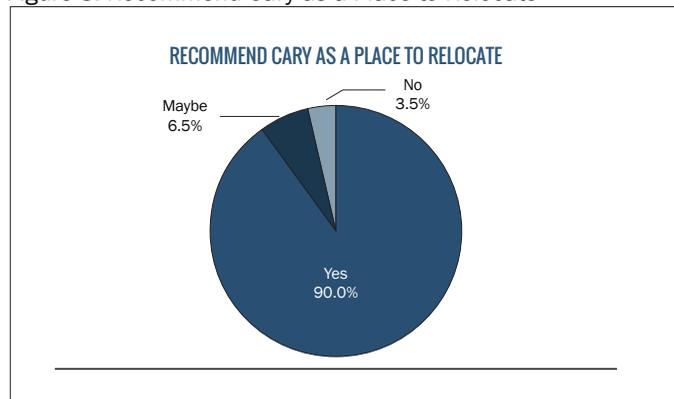


Table 33. Cary Overall as a Place to Live

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 8.15 | 0.0 | 0.0 | 0.2 | 1.0 | 1.5 | 2.7 | 15.5 | 33.7 | 45.4 | A- |
| 16 | 8.11 | 0.0 | 0.3 | 0.0 | 0.3 | 2.0 | 2.8 | 19.3 | 31.0 | 44.5 | A- |
| 14 | 8.23 | 0.2 | 0.0 | 0.2 | 0.0 | 2.0 | 1.5 | 15.7 | 30.1 | 50.2 | A- |
| 12 | 8.25 | 0.0 | 0.0 | 0.0 | 0.3 | 1.3 | 2.0 | 14.0 | 35.3 | 47.3 | A- |
| 10 | 8.28 | 0.0 | 0.0 | 0.3 | 0.5 | 2.8 | 0.8 | 12.5 | 30.1 | 53.1 | A- |
| 08 | 8.10 | 0.0 | 0.0 | 0.5 | 1.0 | 4.0 | 4.2 | 12.1 | 29.6 | 48.6 | A- |
| 06 | 8.09 | 0.5 | 0.0 | 0.7 | 0.5 | 2.5 | 2.7 | 12.7 | 37.1 | 43.3 | A- |
| 04 | 8.31 | 0.5 | 0.5 | 0.2 | 0.2 | 2.2 | 2.2 | 10.3 | 22.6 | 61.2 | A- |
| 02 | 7.79 | 0.2 | 0.2 | 0.7 | 1.0 | 5.7 | 4.4 | 22.1 | 27.8 | 37.8 | B+ |
| 00 | 7.63 | 1.3 | 0.3 | 0.5 | 2.5 | 3.8 | 9.0 | 20.1 | 27.6 | 34.9 | B |
| 98 | 7.61 | 0.0 | 0.3 | 0.8 | 1.0 | 3.0 | 8.0 | 30.6 | 30.3 | 26.1 | B |

Table 34. Quality of Life in Cary

| YEAR | MEAN | MUCH WORSE 1 | SOMEWHAT WORSE 2 | THE SAME 3 | SOMEWHAT BETTER 4 | MUCH BETTER 5 | % BELOW 3 | % ABOVE 3 |
|------|------|-----------------|------------------------|---------------|-------------------------|------------------|--------------|--------------|
| 18 | 3.21 | 0.5 | 12.4 | 56.9 | 25.6 | 4.6 | 12.9 | 30.2 |
| 16 | 3.16 | 0.7 | 8.2 | 68.1 | 20.2 | 2.7 | 8.9 | 22.9 |
| 14 | 3.23 | 0.7 | 7.2 | 66.4 | 19.2 | 6.5 | 7.9 | 25.7 |
| 12 | 3.22 | 0.0 | 5.3 | 70.9 | 20.9 | 3.0 | 5.3 | 23.9 |
| 10 | 3.11 | 0.0 | 7.5 | 77.1 | 12.3 | 3.0 | 7.5 | 15.3 |
| 08 | 3.01 | 0.8 | 25.3 | 51.0 | 18.1 | 4.8 | 26.1 | 22.9 |
| 06 | 3.24 | 1.9 | 10.2 | 57.3 | 22.9 | 7.7 | 12.1 | 30.6 |
| 04 | 3.44 | 0.5 | 7.9 | 50.0 | 30.6 | 11.0 | 8.4 | 41.6 |
| 02 | 3.18 | 1.0 | 18.6 | 49.0 | 23.9 | 7.5 | 19.6 | 31.4 |
| 00 | 3.05 | 1.6 | 22.8 | 49.2 | 22.0 | 4.4 | 24.4 | 26.4 |

Table 35. Overall Quality of Services Provided by Cary

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 7.71 | 0.5 | 0.0 | 0.3 | 0.8 | 7.1 | 5.6 | 21.8 | 30.6 | 33.4 | B |

Table 36. Overall Value of the Services Provided by Cary

| YEAR | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| 18 | 7.34 | 0.8 | 0.8 | 1.0 | 1.5 | 10.2 | 8.6 | 25.9 | 22.8 | 28.4 | B- |



MOST IMPORTANT ISSUE FACING CARY

MOST IMPORTANT ISSUE FACING CARY

An open-ended question asked respondents what they feel is the most important issue facing the Town of Cary (Appendix J). The responses show that problems related to growth were again perceived as the key issue. This year there were 116 comments concerning controlling growth/overdevelopment. In addition, there was also the growth-related issue of overpopulation with 31 comments. This resulted in 147 total comments directly related to concerns about growth. The key issues besides growth were traffic (75 comments), schools (32 comments), streets/roads (19 comments), crime/safety (18 comments), infrastructure concerns (18 comments) and affordable housing (14 comments). In addition, there were 51 none/no issues/can't think of any issues comments and 12 not sure comments. These responses have a positive component considering that major issues did not come to mind immediately. There were also 10 comments for satisfied with Cary/doing a good job. Finally, it should also be noted there was a somewhat large number of comments (13 total comments) concerning issues with recycling, including seven of them focusing on the need to increase the frequency of recycling collection. Other recycling comments included the need to accept cardboard, adding recycling bins, recycling at apartment complexes and accepting batteries.

For a comparison basis, the most important issues in 2016 were growth issues (126 comments), traffic (64 comments), crime/safety (34 comments), schools (31 comments) and infrastructure concerns (17 comments).

In summary, growth continued to be the most important issue, and it has increased somewhat in importance since 2016. The number of comments rose from 126 to 147. Traffic remained second, but it has also increased in importance as well (64 to 75 comments). Schools now rank third (fourth in 2016) with approximately the same number of comments from 31 to 32. Streets/roads ranked fourth this year. Perhaps the biggest change was the decline for crime/safety moving from third to fifth with the number of comments declining from 34 to 18.

HOW SAFE RESIDENTS FEEL IN CARY

The survey included a set of two questions that examine the respondent's perceptions of safety in Cary overall and around public places in Town. The respondents were first asked how safe they feel in the Town of Cary overall. A 9-point scale that ranged from extremely unsafe (1) to extremely safe (9) was utilized. The results indicate the respondents perceived a very high level of safety in the Town overall (Table 37). The mean was 8.22 with an impressive 97.7% responding on the "safe" side (above 5) of the scale, including 48.6% who answered they felt "extremely safe." There were no responses on the "unsafe" side

of the scale (Figure 9). The mean increased from 8.06 in 2016, and the increase was statistically significant. This is tied for the third highest mean earned to date and this increase breaks a three-year decline for feeling safe in Cary overall.

Figure 9. Safe in Cary Overall

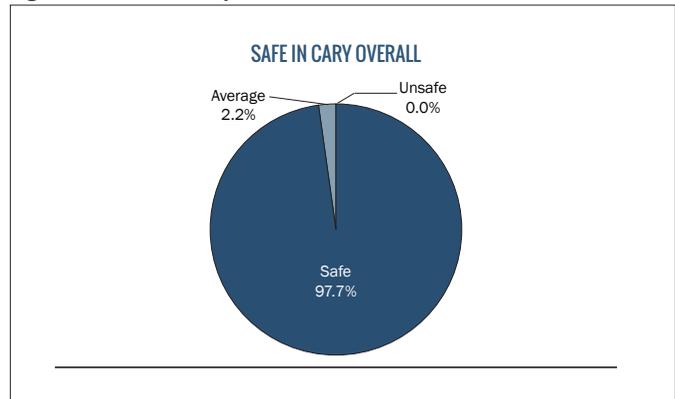


Table 37. How Safe Do You Feel in Cary Overall

| YEAR | MEAN | GRADE |
|------|-------|-------|
| 18 | 8.22* | 97.7 |
| 16 | 8.06 | 96.0 |
| 14 | 8.15 | 96.8 |
| 12 | 8.22 | 98.7 |
| 10 | 8.29 | 98.7 |
| 08 | 8.09 | 98.2 |
| 06 | 8.10 | 97.5 |
| 04 | 8.23 | 97.5 |
| 02 | 7.99 | 94.8 |
| 00 | 7.93 | 97.5 |

The respondents were asked about how safe they feel in public places around Cary. This would include such activities as shopping, eating out or going to the movies (Table 38). This year, the mean was 8.19 with 97.8% responding on the "safe" side of the scale, including 48.5% in the "extremely safe" category. There were only 1.0% on the "unsafe" side of the scale (Figure 10). The mean has increased from 7.89 in 2016, and this level of increase was statistically significant. In addition, the mean this year is tied for the highest mean earned for safe in public places.

Figure 10. Safe in Public Places

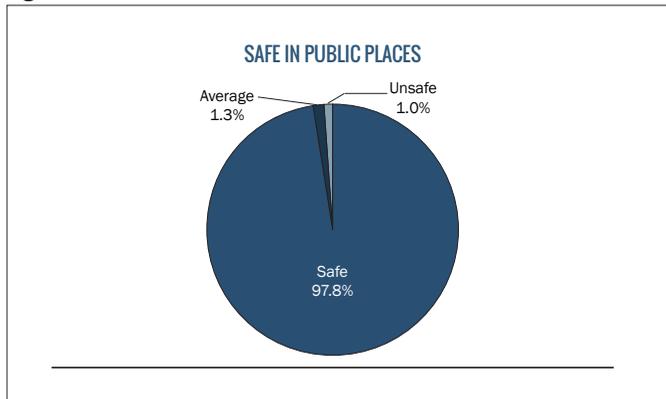


Table 38. How Safe Do You Feel in Public Places Around Cary (Shopping, Out to Eat, Movies)

| YEAR | MEAN | GRADE |
|------|-------|-------|
| 18 | 8.19* | 97.8 |
| 16 | 7.89 | 93.5 |
| 14 | 7.87 | 94.7 |
| 12 | 8.19 | 99.0 |
| 10 | 8.18 | 97.3 |
| 08 | 8.04 | 97.8 |
| 06 | 7.90 | 96.1 |

In summary, the respondents felt very safe in Cary overall and in public places around Cary. This coincides with the decline in crime/safety when respondents were asked the most important issue facing Cary. See Appendix B for selected safe in Cary overall and safe in public places around Cary crosstabulations (B285-B298).

Table 37. How Safe Do You Feel in Cary Overall

| YEAR | MEAN | EXTREMELY UNSAFE 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXTREMELY SAFE 9 | GRADE |
|------|-------|--------------------|-----|-----|-----|-----------|-----|------|------|------------------|-------|
| 18 | 8.22* | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 | 3.0 | 14.2 | 31.9 | 48.6 | 97.7 |
| 16 | 8.06 | 0.5 | 0.0 | 0.3 | 0.3 | 3.0 | 5.0 | 14.8 | 31.1 | 45.1 | 96.0 |
| 14 | 8.15 | 0.3 | 0.0 | 0.5 | 0.0 | 2.5 | 2.0 | 12.6 | 39.2 | 43.0 | 96.8 |
| 12 | 8.22 | 0.0 | 0.0 | 0.3 | 0.3 | 0.8 | 2.5 | 15.9 | 32.7 | 47.6 | 98.7 |
| 10 | 8.29 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 0.7 | 12.0 | 39.4 | 46.6 | 98.7 |
| 08 | 8.09 | 0.0 | 0.2 | 0.0 | 0.2 | 1.2 | 1.7 | 19.5 | 38.5 | 38.5 | 98.2 |
| 06 | 8.10 | 0.0 | 0.0 | 0.0 | 0.5 | 2.0 | 2.2 | 17.3 | 38.6 | 39.4 | 97.5 |
| 04 | 8.23 | 0.0 | 0.0 | 0.2 | 0.2 | 2.0 | 2.2 | 12.2 | 34.0 | 49.1 | 97.5 |
| 02 | 7.99 | 0.0 | 0.2 | 0.2 | 0.0 | 4.7 | 2.7 | 17.0 | 37.3 | 37.8 | 94.8 |
| 00 | 7.93 | 0.3 | 0.0 | 0.0 | 0.3 | 2.0 | 4.0 | 22.5 | 39.0 | 32.0 | 97.5 |
| 98 | 7.55 | 0.0 | 0.0 | 1.0 | 0.8 | 2.5 | 8.8 | 30.7 | 37.5 | 18.6 | 95.6 |

Table 38. How Safe Do You Feel in Public Places Around Cary (Shopping, Out to Eat, Movies)

| YEAR | MEAN | EXTREMELY UNSAFE 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXTREMELY SAFE 9 | GRADE |
|------|-------|--------------------|-----|-----|-----|-----------|-----|------|------|------------------|-------|
| 18 | 8.19* | 0.0 | 0.0 | 0.5 | 0.5 | 1.3 | 3.0 | 15.8 | 30.5 | 48.5 | 97.8 |
| 16 | 7.89 | 0.5 | 0.0 | 0.0 | 0.3 | 5.8 | 6.8 | 16.4 | 29.2 | 41.1 | 93.5 |
| 14 | 7.87 | 0.0 | 0.3 | 0.5 | 0.3 | 4.3 | 5.3 | 19.6 | 34.9 | 34.9 | 94.7 |
| 12 | 8.19 | 0.0 | 0.0 | 0.3 | 0.3 | 0.5 | 2.5 | 17.1 | 34.3 | 45.1 | 99.0 |
| 10 | 8.18 | 0.0 | 0.0 | 0.0 | 0.2 | 2.5 | 1.0 | 17.0 | 34.4 | 44.9 | 97.3 |
| 08 | 8.04 | 0.0 | 0.2 | 0.0 | 0.2 | 1.7 | 2.2 | 20.5 | 38.3 | 36.8 | 97.8 |
| 06 | 7.90 | 0.0 | 0.3 | 0.3 | 0.5 | 3.0 | 4.8 | 21.5 | 35.5 | 34.3 | 96.1 |



INFORMATION SOURCES

INFORMATION SOURCES

The survey examined the respondent’s usage of 21 information sources that Cary employs to communicate with its citizens. A 9-point scale was used that ranged from never use (1) to frequently use (9). Table 39 indicates the most frequently used information sources this year (in order) were word-of-mouth (6.34), Cary’s website (5.51), BUD (4.95), television (3.71), Facebook (3.48), the Cary Citizen website (3.22), Raleigh News & Observer (3.14) and Parks and Recreation brochure (3.03). These were the only information sources with a mean above 3.00.

The lesser used information sources with means between 2.00 and 3.00 were Nextdoor (2.92), radio (2.75), Cary email list services (2.67) and homeowners’ association (2.43). The least used sources of those examined were Snapchat (1.31), Block Leader Program (1.37) and LinkedIn (1.45).

There were changes within the usage of the top ten information sources from 2016 (Table 40). While the top information source remained word-of-mouth, Cary’s website moved from 3rd to 2nd this year as BUD fell (2nd to 3rd). Information sources moving up more than one place in the ratings were Facebook (9th to 5th), Parks and Recreation Brochure (11th to 8th), Nextdoor (16th to 9th), Twitter (17th to 15th), Independent Weekly (18th to 16th) and Instagram (20th to 17th). The sources falling more than two places were radio (8th to 10th), Cary TV Channel 11 (12th to 14th), LinkedIn (14th to 19th) and Block Leader Program (15th to 20th). The trend continues that traditional media sources of television, radio and newspaper continue to show a decline while social and online media gain importance.

Of the new information sources included this year, Triangle Business Journal ranked the highest at 13th, while Snapchat finished last or 21st. Tables 40-49 show all the information sources’ usage in previous years. See Appendix B for selected information sources crosstabulations (B299-B305).

Table 39. Most Used Information Sources in 2018 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|---------------------------|------|-----------|
| Word-of-Mouth | 6.34 | 63.0 |
| Cary’s Website | 5.51 | 52.9 |
| BUD | 4.95 | 49.5 |
| Television | 3.71 | 27.3 |
| Facebook | 3.48 | 27.4 |
| Cary Citizen Website | 3.22 | 25.4 |
| Raleigh News & Observer | 3.14 | 22.5 |
| Parks & Rec. Brochure | 3.03 | 19.8 |
| Nextdoor | 2.92 | 24.9 |
| Radio | 2.75 | 12.2 |
| Cary Email List Services | 2.67 | 17.9 |
| Homeowners’ Association | 2.43 | 12.8 |
| Triangle Business Journal | 1.84 | 5.1 |
| Cary TV Channel 11 | 1.79 | 8.3 |
| Twitter | 1.72 | 9.2 |
| Independent Weekly | 1.67 | 2.6 |
| Instagram | 1.61 | 5.6 |
| YouTube | 1.60 | 5.3 |
| LinkedIn | 1.45 | 2.6 |
| Block Leader Program | 1.37 | 1.8 |
| Snapchat | 1.31 | 2.6 |

Table 40. Most Used Information Sources in 2016 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|--------------------------|------|-----------|
| Word-of-Mouth | 6.63 | 68.7 |
| BUD | 5.30 | 54.9 |
| Cary's Website | 5.27 | 51.4 |
| Cary News | 4.54 | 41.3 |
| Television | 4.18 | 33.6 |
| Raleigh News & Observer | 3.94 | 34.1 |
| Cary Citizen Website | 3.54 | 30.1 |
| Radio | 3.10 | 21.0 |
| Facebook | 2.93 | 19.5 |
| Cary Email List Services | 2.67 | 17.2 |
| Parks & Rec. Brochure | 2.42 | 12.4 |
| Cary TV Channel 11 | 2.34 | 12.5 |
| Homeowners' Association | 2.28 | 9.9 |
| LinkedIn | 1.87 | 8.4 |
| Block Leader Program | 1.80 | 5.8 |
| Nextdoor | 1.80 | 8.6 |
| Twitter | 1.74 | 6.1 |
| Independent Weekly | 1.66 | 4.6 |
| YouTube | 1.59 | 4.6 |
| Instagram | 1.57 | 5.6 |

Table 41. Most Used Information Sources in 2014 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|--------------------------|------|-----------|
| Word-of-Mouth | 6.14 | 59.8 |
| Cary News | 5.58 | 58.2 |
| Television | 5.08 | 47.4 |
| BUD | 4.78 | 46.3 |
| Raleigh News & Observer | 4.70 | 44.5 |
| Cary's Website | 4.03 | 31.8 |
| Radio | 3.40 | 22.9 |
| Parks & Rec. Brochure | 3.07 | 21.1 |
| Cary Citizen Website | 2.40 | 13.8 |
| Cary TV Channel 11 | 2.32 | 12.6 |
| Homeowners' Association | 2.31 | 10.6 |
| Facebook | 2.24 | 13.6 |
| Cary Email List Services | 2.10 | 11.9 |
| Independent Weekly | 1.95 | 6.6 |
| Block Leader Program | 1.71 | 5.3 |
| YouTube | 1.58 | 6.3 |
| Twitter | 1.42 | 4.3 |

Table 42. Most Used Information Sources in 2012 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|--------------------------|------|-----------|
| Cary News | 5.97 | 61.3 |
| Word-of-Mouth | 5.67 | 51.5 |
| BUD | 5.59 | 57.2 |
| Television | 5.43 | 48.2 |
| Raleigh News & Observer | 5.03 | 48.7 |
| Cary's Website | 5.02 | 46.9 |
| Radio | 3.69 | 21.5 |
| Parks & Rec. Brochure | 3.38 | 21.7 |
| Cary Email List Services | 2.90 | 19.3 |
| Cary TV Channel 11 | 2.46 | 11.3 |
| Cary Citizen Website | 2.44 | 15.0 |
| Homeowners' Association | 2.40 | 13.2 |
| Independent Weekly | 1.77 | 4.9 |
| Block Leader Program | 1.49 | 3.4 |
| Twitter | 1.45 | 4.1 |

Table 43. Most Used Information Sources in 2010 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|--------------------------|------|-----------|
| Cary News | 5.62 | 57.6 |
| Word-of-Mouth | 5.57 | 54.8 |
| Raleigh News & Observer | 5.54 | 55.0 |
| BUD | 5.47 | 56.4 |
| Television | 5.23 | 51.4 |
| Cary's Website | 4.56 | 40.9 |
| Radio | 3.28 | 17.3 |
| Parks & Rec. Brochure | 3.12 | 23.4 |
| Cary TV Channel 11 | 3.12 | 19.9 |
| Cary Email List Services | 2.68 | 18.6 |
| Homeowners' Association | 1.88 | 7.1 |
| Independent Weekly | 1.84 | 6.0 |
| Block Leader Program | 1.37 | 2.4 |

Table 44. Most Used Information Sources in 2008 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|---------------------------------|------|-----------|
| Raleigh News & Observer | 6.41 | 67.1 |
| Television | 5.89 | 59.7 |
| Word-Of-Mouth | 5.63 | 53.6 |
| Cary News | 5.33 | 50.9 |
| BUD | 5.02 | 45.7 |
| Radio | 4.09 | 31.6 |
| Cary's Website | 3.96 | 30.2 |
| Parks & Rec. Brochure | 3.17 | 21.4 |
| Cary TV Channel 11 | 2.67 | 12.1 |
| Internet Email with Cary | 2.40 | 14.7 |
| Blogs/Msg. Boards/ Social Media | 1.89 | 5.1 |
| Independent Weekly | 1.87 | 5.1 |
| 24-Hr. Phone Service | 1.46 | 2.1 |
| Block Leader Program | 1.37 | 2.5 |

Table 45. Most Used Information Sources in 2006 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|--------------------------|------|-----------|
| Raleigh News & Observer | 6.10 | 59.3 |
| Television | 5.78 | 58.6 |
| Cary News | 5.40 | 49.5 |
| Word-of-Mouth | 5.27 | 47.7 |
| BUD | 5.19 | 51.4 |
| Radio | 4.53 | 38.2 |
| Cary's Website | 4.07 | 31.9 |
| Parks & Rec. Brochure | 3.75 | 31.2 |
| Direct Mail | 3.70 | 30.4 |
| Cary TV Channel 11 | 3.06 | 17.1 |
| Internet Email with Cary | 2.73 | 17.9 |
| Independent Weekly | 2.72 | 17.7 |
| CaryNow.com | 2.55 | 16.3 |
| 24-Hr. Phone Service | 1.79 | 6.2 |
| Block Leader Program | 1.55 | 5.5 |

Table 46. Most Used Information Sources in 2004 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|--------------------------|------|-----------|
| Raleigh News & Observer | 6.54 | 66.8 |
| Television | 6.49 | 64.0 |
| Word-Of-Mouth | 5.67 | 55.8 |
| Radio | 5.15 | 44.3 |
| BUD | 5.07 | 48.3 |
| Cary News | 4.64 | 41.9 |
| Parks & Rec. Brochure | 3.62 | 27.5 |
| Internet Email with Cary | 3.53 | 29.1 |
| Cary's Website | 3.52 | 27.9 |
| Cary TV Channel 11 | 3.37 | 24.3 |
| Direct Mail | 3.19 | 20.6 |
| 24-Hr. Phone Service | 1.93 | 7.5 |
| Block Leader Program | 1.59 | 4.5 |

Table 47. Most Used Information Sources in 2002 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|--------------------------|------|-----------|
| Raleigh News & Observer | 6.47 | 65.2 |
| Television | 6.03 | 58.6 |
| Word-of-Mouth | 5.29 | 47.2 |
| BUD | 5.08 | 47.6 |
| Radio | 4.96 | 43.4 |
| Cary News | 4.56 | 39.9 |
| Direct Mail | 3.87 | 27.3 |
| Parks & Rec. Brochure | 3.78 | 29.1 |
| Internet Email with Cary | 3.06 | 21.4 |
| Cary TV Channel 11 | 2.96 | 15.4 |
| Cary's Website | 2.98 | 17.7 |
| 24-Hr. Phone Service | 1.94 | 8.4 |
| Block Leader Program | 1.59 | 5.4 |

Table 48. Most Used Information Sources in 2000 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|--------------------------|------|-----------|
| Raleigh News & Observer | 6.87 | 71.4 |
| Television | 6.59 | 69.0 |
| Water and Sewer Bills | 5.73 | 55.6 |
| Word-of-Mouth | 5.54 | 48.4 |
| Radio | 5.36 | 49.4 |
| Cary News | 4.78 | 43.9 |
| Direct Mail | 4.64 | 40.6 |
| Internet Email with Cary | 2.78 | 20.8 |
| Cary TV Channel 11 | 2.73 | 15.4 |
| Cary's Website | 2.30 | 11.9 |
| 24-Hr. Phone Service | 1.91 | 8.5 |
| Block Leader Program | 1.66 | 5.8 |

Table 49. Most Used Information Sources in 1998 (In Order of Usage)

| INFO SOURCE | MEAN | % ABOVE 5 |
|--------------------------|------|-----------|
| Raleigh News & Observer | 6.70 | 70.1 |
| Television | 6.16 | 62.9 |
| Word-of-Mouth | 5.33 | 41.5 |
| Cary News | 5.15 | 48.1 |
| Water and Sewer Bills | 5.06 | 48.6 |
| Radio | 4.92 | 43.5 |
| Direct Mail | 4.08 | 32.7 |
| Internet Email with Cary | 2.06 | 10.4 |
| 24-Hr. Phone Service | 1.99 | 8.4 |
| Cary TV Channel 11 | 1.92 | 6.4 |
| Block Leader Program | 1.59 | 5.3 |
| Cary's Website | 1.58 | 4.9 |

The survey also examined the respondent’s potential usage of four social media sources to communicate with citizens (Table 50). The new social media sources examined included podcasts, Pinterest, Reddit and SpokeHub. It would appear that podcasts (1.98) and Pinterest (1.86) have the most potential as an information source. However, the percentages on the above 5 side of the scale are low for all these social media sources. The highest was for Pinterest at 9.2% and podcasts at 6.1%. There would be more limited use of Reddit and SpokeHub. Tables 51-54 show the new media sources examined from previous years. See Appendix B for selected social media sources crosstabulations (B306-B312).

Table 50. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2018 (In Order of Usage)

| INFO SOURCES | MEAN | % ABOVE 5 |
|--------------|------|-----------|
| Podcasts | 1.98 | 6.1 |
| Pinterest | 1.86 | 9.2 |
| Reddit | 1.60 | 3.7 |
| SpokeHub | 1.39 | 1.3 |

Table 51. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2016 (In Order of Usage)

| INFO SOURCES | MEAN | % ABOVE 5 |
|--------------|------|-----------|
| Pinterest | 2.12 | 12.2 |
| Snapchat | 1.90 | 9.6 |
| Reddit | 1.68 | 5.6 |
| Tumblr | 1.63 | 6.5 |

Table 52. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2014 (In Order of Usage)

| INFO SOURCES | MEAN | % ABOVE 5 |
|--------------|------|-----------|
| Google Plus | 2.31 | 14.2 |
| Instagram | 1.92 | 9.3 |
| Tumblr | 1.42 | 3.3 |
| Nextdoor | 1.41 | 3.4 |

Table 53. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2012 (In Order of Usage)

| INFO SOURCES | MEAN | % ABOVE 5 |
|--------------|------|-----------|
| Facebook | 3.19 | 23.7 |
| YouTube | 2.06 | 10.5 |
| Google Plus | 1.78 | 8.7 |
| LinkedIn | 1.46 | 4.3 |
| Flickr | 1.32 | 2.9 |
| Ustream | 1.25 | 2.9 |

Table 54. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2010 (In Order of Usage)

| INFO SOURCES | MEAN | % ABOVE 5 |
|--------------|------|-----------|
| Facebook | 2.54 | 16.6 |
| YouTube | 1.78 | 6.1 |
| Twitter | 1.69 | 8.1 |
| LinkedIn | 1.54 | 4.9 |
| MySpace | 1.48 | 4.4 |
| Flickr | 1.39 | 2.8 |

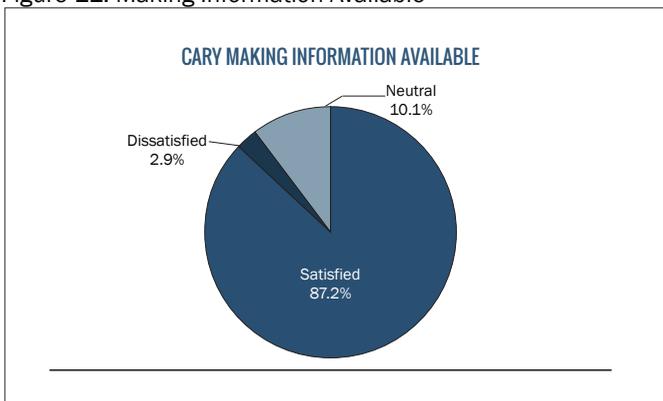
CARY'S EFFORTS AT MAKING INFORMATION AVAILABLE AND PARTICIPATE IN DECISIONS

A set of two questions examined information dissemination and opportunities for involvement in decision making. The respondents were first asked about Cary making information available to them concerning Town services, projects, issues and programs using a 9-point rating scale ranging from very dissatisfied (1) to very satisfied (9). Table 55 indicates the respondents felt very satisfied about the matters that affect them. The mean was 7.49 with 87.2% on the “satisfied” side of the scale (above 5) versus only 2.9% on the “dissatisfied” side (Figure 11). The mean has increased from 7.33 in 2016. Though not statistically significant, it represents the highest mean earned to date. Note the “satisfied” percentages grew from 83.6% to 87.2% this year, while the “dissatisfied” percentages fell slightly from 3.0% to 2.9%. The respondent’s comments when deciding on their rating are shown in Appendix K. There were 22 total comments and five comments focused on the respondent’s general perception of not feeling very well informed. There were also three comments for unaware of the information being available.

Table 55. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs

| YEAR | MEAN | % ABOVE 5 |
|------|------|-----------|
| 18 | 7.49 | 87.2 |
| 16 | 7.33 | 83.6 |
| 14 | 7.07 | 78.2 |
| 12 | 7.33 | 80.4 |
| 10 | 6.95 | 75.4 |
| 08 | 6.87 | 77.8 |
| 06 | 6.63 | 74.0 |
| 04 | 7.15 | 80.0 |
| 02 | 6.27 | 63.1 |

Figure 11. Making Information Available



The respondents were then asked to rate their satisfaction with the opportunities the Town gives them to participate in the decision-making process. The same 9-point satisfaction rating scale was used. Table 56 shows a mean of 6.98 this year with 71.4% on the “satisfied” side of the scale and only 3.9% on the “dissatisfied” side (Figure 12). The mean has increased from 6.67 in 2016, and this increase was statistically significant. This year’s mean is the second highest earned to date. Driving the mean increase was the reduction on the “dissatisfied” side from 6.2% in 2016 to 3.9% this year. Appendix L shows the respondent’s comments when deciding on their rating. There were 26 total comments given by the respondents. The most frequent comment was the respondent was unaware of the opportunities (14 comments). There were also four comments for the Town already made up its mind/will not listen to citizens. See Appendix B for selected Cary’s efforts at making information available and opportunities to participate in decision making crosstabulations (B313-B330).

Figure 12. Opportunities to Participate in Decision Making

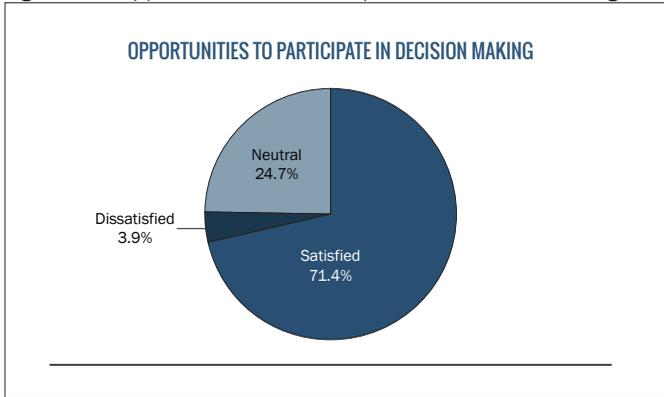


Table 56. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process

| YEAR | MEAN | % ABOVE 5 |
|------|-------|-----------|
| 18 | 6.98* | 71.4 |
| 16 | 6.67 | 69.2 |
| 14 | 6.56 | 65.0 |
| 12 | 7.01 | 75.4 |
| 10 | 6.68 | 67.1 |
| 08 | 6.36 | 66.4 |
| 06 | 6.19 | 64.5 |
| 04 | 6.62 | 69.0 |
| 02 | 5.92 | 56.6 |

Table 39. Most Used Information Sources in 2018 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|---------------------------|------|----------------|------|------|-----|------|-----|------|------|------------------------|-----------|
| Word-of-Mouth | 6.34 | 2.5 | 4.1 | 5.3 | 6.6 | 18.5 | 9.1 | 18.8 | 13.5 | 21.6 | 63.0 |
| Cary's Website | 5.51 | 13.9 | 7.8 | 8.8 | 6.1 | 10.6 | 7.6 | 10.9 | 12.9 | 21.5 | 52.9 |
| BUD | 4.95 | 29.5 | 2.8 | 5.9 | 2.8 | 9.4 | 7.6 | 14.2 | 11.2 | 16.5 | 49.5 |
| Television | 3.71 | 36.9 | 9.8 | 10.1 | 6.3 | 9.6 | 7.1 | 4.8 | 4.0 | 11.4 | 27.3 |
| Facebook | 3.48 | 54.6 | 2.0 | 3.6 | 2.8 | 9.6 | 4.1 | 4.3 | 6.6 | 12.4 | 27.4 |
| Cary Citizen Website | 3.22 | 55.8 | 5.1 | 5.3 | 2.0 | 6.3 | 4.1 | 5.3 | 5.8 | 10.2 | 25.4 |
| Raleigh News & Observer | 3.14 | 54.8 | 5.6 | 4.3 | 3.3 | 9.6 | 3.5 | 7.6 | 2.8 | 8.6 | 22.5 |
| Parks & Rec. Brochure | 3.03 | 52.3 | 7.4 | 6.3 | 4.6 | 9.6 | 4.8 | 4.6 | 3.8 | 6.6 | 19.8 |
| Nextdoor | 2.92 | 65.2 | 2.0 | 2.8 | 1.5 | 3.6 | 3.3 | 8.1 | 6.9 | 6.6 | 24.9 |
| Radio | 2.75 | 45.3 | 14.2 | 13.2 | 7.1 | 8.1 | 3.5 | 2.3 | 1.3 | 5.1 | 12.2 |
| Cary Email List Services | 2.67 | 64.6 | 5.1 | 5.1 | 2.8 | 4.6 | 2.3 | 4.1 | 2.3 | 9.2 | 17.9 |
| Homeowners' Association | 2.43 | 65.4 | 4.8 | 7.1 | 2.8 | 7.1 | 1.3 | 4.1 | 3.1 | 4.3 | 12.8 |
| Triangle Business Journal | 1.84 | 78.6 | 0.8 | 4.8 | 2.8 | 7.9 | 0.8 | 1.5 | 1.8 | 1.0 | 5.1 |
| Cary TV Channel 11 | 1.79 | 81.7 | 3.0 | 2.5 | 1.0 | 3.3 | 2.0 | 2.5 | 1.5 | 2.3 | 8.3 |
| Twitter | 1.72 | 85.7 | 1.8 | 1.5 | 0.3 | 1.5 | 2.6 | 1.8 | 2.0 | 2.8 | 9.2 |
| Independent Weekly | 1.67 | 77.4 | 5.8 | 5.6 | 2.5 | 6.1 | 0.3 | 1.0 | 0.0 | 1.3 | 2.6 |
| Instagram | 1.61 | 86.3 | 1.5 | 1.3 | 1.5 | 3.8 | 1.0 | 1.3 | 2.3 | 1.0 | 5.6 |
| YouTube | 1.60 | 86.5 | 0.8 | 2.5 | 0.8 | 4.1 | 1.3 | 0.5 | 2.5 | 1.0 | 5.3 |
| LinkedIn | 1.45 | 87.8 | 1.0 | 3.6 | 1.3 | 3.8 | 0.5 | 0.3 | 0.8 | 1.0 | 2.6 |
| Block Leader Program | 1.37 | 89.8 | 0.8 | 2.0 | 1.5 | 4.1 | 1.0 | 0.0 | 0.3 | 0.5 | 1.8 |
| Snapchat | 1.31 | 92.4 | 0.5 | 1.8 | 0.5 | 2.3 | 0.8 | 0.5 | 1.3 | 0.0 | 2.6 |

Table 40. Most Used Information Sources in 2016 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|--------------------------|------|----------------|------|-----|-----|------|------|------|-----|------------------------|-----------|
| Word-of-Mouth | 6.63 | 2.3 | 2.3 | 4.3 | 5.6 | 17.0 | 12.2 | 17.7 | 9.9 | 28.9 | 68.7 |
| BUD | 5.30 | 29.6 | 3.3 | 3.8 | 3.0 | 5.5 | 6.0 | 12.3 | 8.8 | 27.8 | 54.9 |
| Cary's Website | 5.27 | 25.6 | 5.0 | 5.5 | 5.5 | 7.0 | 5.3 | 9.8 | 9.0 | 27.3 | 51.4 |
| Cary News | 4.54 | 38.3 | 1.8 | 4.5 | 4.5 | 9.5 | 3.8 | 9.5 | 8.5 | 19.5 | 41.3 |
| Television | 4.18 | 33.9 | 8.3 | 9.3 | 5.0 | 9.8 | 3.8 | 8.0 | 5.0 | 16.8 | 33.6 |
| Raleigh News & Observer | 3.94 | 49.2 | 2.0 | 3.3 | 2.3 | 9.0 | 2.0 | 8.0 | 9.3 | 14.8 | 34.1 |
| Cary Citizen Website | 3.54 | 55.0 | 2.6 | 4.3 | 1.8 | 6.1 | 4.6 | 5.6 | 3.8 | 16.1 | 30.1 |
| Radio | 3.10 | 48.4 | 14.9 | 4.6 | 3.5 | 7.6 | 3.3 | 5.1 | 3.5 | 9.1 | 21.0 |
| Facebook | 2.93 | 60.8 | 2.0 | 3.5 | 3.0 | 11.1 | 4.5 | 5.5 | 2.0 | 7.5 | 19.5 |
| Cary Email List Services | 2.67 | 71.6 | 0.8 | 1.8 | 1.5 | 7.1 | 0.3 | 2.5 | 2.0 | 12.4 | 17.2 |
| Parks & Rec. Brochure | 2.42 | 66.1 | 5.0 | 4.3 | 3.0 | 9.3 | 1.8 | 4.3 | 3.0 | 3.3 | 12.4 |
| Cary TV Channel 11 | 2.34 | 67.4 | 8.7 | 4.9 | 2.6 | 3.8 | 1.8 | 1.0 | 1.0 | 8.7 | 12.5 |
| Homeowners' Association | 2.28 | 66.9 | 4.5 | 4.8 | 3.8 | 10.1 | 3.0 | 3.3 | 1.3 | 2.3 | 9.9 |
| LinkedIn | 1.87 | 83.8 | 0.8 | 1.0 | 0.0 | 6.1 | 1.3 | 1.0 | 1.0 | 5.1 | 8.4 |
| Block Leader Program | 1.80 | 81.3 | 2.8 | 1.0 | 0.8 | 8.3 | 1.0 | 1.5 | 0.5 | 2.8 | 5.8 |
| Nextdoor | 1.80 | 84.9 | 0.5 | 1.3 | 0.0 | 4.8 | 2.3 | 1.8 | 0.5 | 4.0 | 8.6 |
| Twitter | 1.74 | 83.5 | 1.8 | 1.3 | 0.8 | 6.6 | 2.0 | 1.0 | 0.3 | 2.8 | 6.1 |
| Independent Weekly | 1.66 | 79.8 | 4.8 | 4.8 | 1.3 | 4.8 | 1.8 | 1.0 | 0.8 | 1.0 | 4.6 |
| YouTube | 1.59 | 85.9 | 0.8 | 3.5 | 0.5 | 4.8 | 1.0 | 1.3 | 0.0 | 2.3 | 4.6 |
| Instagram | 1.57 | 88.4 | 0.8 | 0.5 | 0.3 | 4.5 | 1.8 | 1.3 | 0.0 | 2.5 | 5.6 |

Table 41. Most Used Information Sources in 2014 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|--------------------------|------|----------------|------|-----|------|------|------|------|------|------------------------|-----------|
| Word-of-Mouth | 6.14 | 5.5 | 1.3 | 6.5 | 10.6 | 16.4 | 10.1 | 15.9 | 13.6 | 20.2 | 59.8 |
| Cary News | 5.58 | 27.8 | 3.0 | 3.0 | 2.0 | 6.0 | 5.3 | 10.5 | 9.8 | 32.6 | 58.2 |
| Television | 5.08 | 17.5 | 13.3 | 8.5 | 3.5 | 9.8 | 6.3 | 12.0 | 8.5 | 20.6 | 47.4 |
| BUD | 4.78 | 32.6 | 5.0 | 3.0 | 4.5 | 8.5 | 7.5 | 9.5 | 9.5 | 19.8 | 46.3 |
| Raleigh News & Observer | 4.70 | 39.1 | 3.0 | 3.8 | 3.0 | 6.8 | 2.8 | 7.8 | 7.8 | 26.1 | 44.5 |
| Cary's Website | 4.03 | 32.6 | 9.3 | 8.5 | 7.5 | 10.3 | 6.0 | 8.3 | 7.0 | 10.5 | 31.8 |
| Radio | 3.40 | 39.2 | 17.1 | 8.3 | 4.3 | 8.3 | 2.0 | 7.3 | 2.0 | 11.6 | 22.9 |
| Parks & Rec. Brochure | 3.07 | 51.4 | 10.0 | 7.0 | 2.0 | 8.5 | 4.3 | 5.0 | 3.3 | 8.5 | 21.1 |
| Cary Citizen Website | 2.40 | 65.8 | 7.5 | 3.3 | 2.3 | 7.3 | 4.5 | 3.0 | 1.0 | 5.3 | 13.8 |
| Cary TV Channel 11 | 2.32 | 65.1 | 10.1 | 5.3 | 2.0 | 5.0 | 2.5 | 3.5 | 0.8 | 5.8 | 12.6 |
| Homeowners' Association | 2.31 | 62.7 | 13.0 | 4.8 | 2.8 | 6.3 | 1.0 | 2.0 | 1.8 | 5.8 | 10.6 |
| Facebook | 2.24 | 75.2 | 3.5 | 2.3 | 2.3 | 3.3 | 2.5 | 1.3 | 1.8 | 8.0 | 13.6 |
| Cary Email List Services | 2.10 | 76.6 | 3.5 | 3.3 | 0.5 | 4.3 | 2.0 | 2.8 | 1.8 | 5.3 | 11.9 |
| Independent Weekly | 1.95 | 68.1 | 13.1 | 5.5 | 1.8 | 5.0 | 1.0 | 2.0 | 0.3 | 3.3 | 6.6 |
| Block Leader Program | 1.71 | 79.3 | 6.8 | 3.0 | 1.3 | 4.3 | 0.5 | 1.5 | 0.3 | 3.0 | 5.3 |
| YouTube | 1.58 | 89.2 | 0.8 | 0.8 | 0.8 | 2.3 | 1.3 | 0.5 | 0.5 | 4.0 | 6.3 |
| Twitter | 1.42 | 92.0 | 0.8 | 0.0 | 1.0 | 2.0 | 0.5 | 0.5 | 1.3 | 2.0 | 4.3 |

Table 42. Most Used Information Sources in 2012 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|--------------------------|------|----------------|------|------|------|------|------|------|------|------------------------|-----------|
| Cary News | 5.97 | 19.6 | 5.5 | 3.0 | 3.0 | 7.5 | 6.0 | 7.8 | 11.1 | 36.4 | 61.3 |
| Word-of-Mouth | 5.67 | 6.6 | 4.6 | 8.9 | 6.1 | 22.3 | 15.2 | 11.4 | 7.1 | 17.8 | 51.5 |
| BUD | 5.59 | 24.9 | 2.8 | 5.0 | 3.0 | 7.1 | 6.8 | 7.3 | 13.6 | 29.5 | 57.2 |
| Television | 5.43 | 10.4 | 9.8 | 9.6 | 7.8 | 14.1 | 5.8 | 13.4 | 7.8 | 21.2 | 48.2 |
| Raleigh News & Observer | 5.03 | 30.7 | 5.0 | 5.3 | 3.8 | 6.5 | 4.3 | 8.5 | 9.8 | 26.1 | 48.7 |
| Cary's Website | 5.02 | 24.7 | 6.8 | 7.3 | 5.0 | 9.3 | 6.5 | 10.1 | 7.1 | 23.2 | 46.9 |
| Radio | 3.69 | 25.6 | 16.2 | 11.4 | 10.4 | 14.9 | 5.3 | 6.8 | 3.3 | 6.1 | 21.5 |
| Parks & Rec. Brochure | 3.38 | 41.4 | 7.3 | 10.6 | 6.8 | 12.1 | 4.0 | 8.3 | 4.3 | 5.1 | 21.7 |
| Cary Email List Services | 2.90 | 59.1 | 6.6 | 5.6 | 3.5 | 6.1 | 2.3 | 2.8 | 3.3 | 10.9 | 19.3 |
| Cary TV Channel 11 | 2.46 | 54.2 | 15.7 | 7.8 | 3.8 | 7.1 | 3.0 | 3.0 | 1.5 | 3.8 | 11.3 |
| Cary Citizen Website | 2.44 | 68.9 | 4.8 | 4.3 | 1.8 | 5.1 | 2.0 | 4.3 | 1.3 | 7.4 | 15.0 |
| Homeowners' Association | 2.40 | 65.7 | 5.8 | 5.8 | 3.0 | 6.6 | 3.8 | 2.8 | 1.0 | 5.6 | 13.2 |
| Independent Weekly | 1.77 | 75.7 | 6.3 | 6.1 | 3.0 | 4.1 | 1.3 | 0.8 | 0.3 | 2.5 | 4.9 |
| Block Leader Program | 1.49 | 84.3 | 4.8 | 3.3 | 1.3 | 3.0 | 0.5 | 1.3 | 0.3 | 1.3 | 3.4 |
| Twitter | 1.45 | 90.2 | 1.3 | 0.8 | 1.0 | 2.8 | 0.8 | 1.0 | 0.3 | 2.0 | 4.1 |

Table 43. Most Used Information Sources in 2010 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|--------------------------|------|----------------|------|------|------|------|------|------|------|------------------------|-----------|
| Cary News | 5.62 | 19.6 | 4.5 | 5.8 | 3.0 | 9.5 | 7.8 | 13.1 | 12.3 | 24.4 | 57.6 |
| Word-of-Mouth | 5.57 | 9.4 | 3.8 | 7.7 | 9.4 | 14.8 | 14.5 | 16.6 | 12.0 | 11.7 | 54.8 |
| Raleigh News & Observer | 5.54 | 22.5 | 3.8 | 5.5 | 3.3 | 10.0 | 5.5 | 11.0 | 12.0 | 26.5 | 55.0 |
| BUD | 5.47 | 24.4 | 2.0 | 5.5 | 2.3 | 9.3 | 7.8 | 12.1 | 13.6 | 22.9 | 56.4 |
| Television | 5.23 | 12.1 | 4.5 | 10.1 | 8.8 | 13.1 | 18.3 | 15.3 | 6.5 | 11.3 | 51.4 |
| Cary's Website | 4.56 | 26.8 | 7.0 | 6.3 | 5.5 | 13.5 | 11.8 | 8.3 | 9.5 | 11.3 | 40.9 |
| Radio | 3.28 | 28.4 | 21.1 | 12.6 | 11.3 | 9.3 | 5.3 | 5.0 | 2.0 | 5.0 | 17.3 |
| Parks & Rec. Brochure | 3.12 | 51.6 | 7.8 | 6.5 | 5.0 | 5.8 | 4.8 | 6.8 | 5.5 | 6.3 | 23.4 |
| Cary TV Channel 11 | 3.12 | 45.8 | 10.3 | 7.8 | 6.8 | 9.3 | 4.0 | 7.6 | 4.0 | 4.3 | 19.9 |
| Cary Email List Services | 2.68 | 62.9 | 6.5 | 3.5 | 2.0 | 6.5 | 5.5 | 2.5 | 4.3 | 6.3 | 18.6 |
| Homeowners' Association | 1.88 | 75.9 | 6.5 | 4.0 | 1.0 | 5.5 | 1.3 | 1.8 | 1.0 | 3.0 | 7.1 |
| Independent Weekly | 1.84 | 74.4 | 7.5 | 4.5 | 3.5 | 4.0 | 1.0 | 1.5 | 1.0 | 2.5 | 6.0 |
| Block Leader Program | 1.37 | 86.9 | 4.3 | 2.3 | 1.8 | 2.5 | 1.3 | 0.5 | 0.3 | 0.3 | 2.4 |

Table 44. Most Used Information Sources in 2008 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|--------------------------------|------|----------------|------|------|-----|------|------|------|------|------------------------|-----------|
| Raleigh News & Observer | 6.41 | 14.2 | 3.5 | 3.0 | 1.7 | 10.4 | 5.7 | 12.4 | 10.7 | 38.3 | 67.1 |
| Television | 5.89 | 13.2 | 3.0 | 7.0 | 5.7 | 11.4 | 11.9 | 11.2 | 10.7 | 25.9 | 59.7 |
| Word-of-Mouth | 5.63 | 7.3 | 4.8 | 6.5 | 6.3 | 21.6 | 15.0 | 16.8 | 10.3 | 11.5 | 53.6 |
| Cary News | 5.33 | 23.1 | 5.2 | 4.2 | 3.5 | 12.9 | 6.7 | 11.9 | 7.2 | 25.1 | 50.9 |
| BUD | 5.02 | 21.9 | 7.0 | 5.5 | 7.2 | 12.7 | 8.5 | 11.9 | 5.2 | 20.1 | 45.7 |
| Radio | 4.09 | 24.1 | 14.4 | 12.4 | 5.2 | 12.2 | 6.0 | 12.4 | 5.2 | 8.0 | 31.6 |
| Cary's Website | 3.96 | 28.3 | 10.2 | 9.7 | 7.2 | 14.4 | 10.4 | 9.4 | 5.2 | 5.2 | 30.2 |
| Parks & Rec. Brochure | 3.17 | 48.8 | 6.2 | 8.0 | 4.2 | 11.4 | 4.2 | 7.7 | 6.5 | 3.0 | 21.4 |
| Cary TV Channel 11 | 2.67 | 51.1 | 10.4 | 10.4 | 6.5 | 9.4 | 3.2 | 3.0 | 3.2 | 2.7 | 12.1 |
| Internet Email with Cary | 2.40 | 63.7 | 7.5 | 5.5 | 2.0 | 6.7 | 5.2 | 5.5 | 2.0 | 2.0 | 14.7 |
| Blogs/Msg. Boards/Social Media | 1.89 | 70.9 | 8.5 | 6.8 | 2.8 | 6.0 | 0.8 | 1.3 | 1.0 | 2.0 | 5.1 |
| Independent Weekly | 1.87 | 71.3 | 7.5 | 6.2 | 4.0 | 5.7 | 1.2 | 2.7 | 0.2 | 1.0 | 5.1 |
| 24-Hr. Phone Service | 1.46 | 82.0 | 8.2 | 2.7 | 1.5 | 3.2 | 0.2 | 0.7 | 0.7 | 0.5 | 2.1 |
| Block Leader Program | 1.37 | 87.3 | 5.0 | 1.5 | 1.3 | 2.5 | 1.0 | 1.0 | 0.0 | 0.5 | 2.5 |

Table 45. Most Used Information Sources in 2006 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|--------------------------|------|----------------|------|------|-----|------|------|------|------|------------------------|-----------|
| Raleigh News & Observer | 6.10 | 13.1 | 4.1 | 7.5 | 3.9 | 12.1 | 5.9 | 7.7 | 10.1 | 35.6 | 59.3 |
| Television | 5.78 | 12.6 | 8.3 | 4.8 | 3.0 | 12.8 | 10.1 | 12.8 | 12.3 | 23.4 | 58.6 |
| Cary News | 5.40 | 17.9 | 5.9 | 6.4 | 4.9 | 15.6 | 8.2 | 9.0 | 7.7 | 24.6 | 49.5 |
| Word-of-Mouth | 5.27 | 9.0 | 10.0 | 7.7 | 6.4 | 19.2 | 11.3 | 15.1 | 12.1 | 9.2 | 47.7 |
| BUD | 5.19 | 23.8 | 5.3 | 4.8 | 5.9 | 8.8 | 7.8 | 12.8 | 10.7 | 20.1 | 51.4 |
| Radio | 4.53 | 20.4 | 13.4 | 10.2 | 7.9 | 9.9 | 8.6 | 8.4 | 7.1 | 14.1 | 38.2 |
| Cary's Website | 4.07 | 28.7 | 9.8 | 11.4 | 7.0 | 11.1 | 7.2 | 9.0 | 7.2 | 8.5 | 31.9 |
| Parks & Rec. Brochure | 3.75 | 43.0 | 6.3 | 7.2 | 2.9 | 9.5 | 4.3 | 11.5 | 5.7 | 9.7 | 31.2 |
| Direct Mail | 3.70 | 41.5 | 9.4 | 6.3 | 4.5 | 8.0 | 7.1 | 6.8 | 6.0 | 10.5 | 30.4 |
| Cary TV Channel 11 | 3.06 | 46.1 | 10.1 | 9.0 | 4.1 | 13.7 | 3.9 | 4.9 | 3.9 | 4.4 | 17.1 |
| Internet Email with Cary | 2.73 | 58.5 | 7.8 | 6.7 | 2.7 | 6.5 | 3.8 | 5.4 | 2.2 | 6.5 | 17.9 |
| Independent Weekly | 2.72 | 54.7 | 12.1 | 5.4 | 3.9 | 6.0 | 3.6 | 6.9 | 5.1 | 2.1 | 17.7 |
| CaryNow.com | 2.55 | 64.6 | 4.7 | 6.6 | 2.5 | 5.3 | 2.5 | 5.0 | 5.0 | 3.8 | 16.3 |
| 24-Hr. Phone Service | 1.79 | 77.7 | 4.8 | 3.7 | 3.1 | 4.5 | 1.4 | 2.0 | 1.7 | 1.1 | 6.2 |
| Block Leader Program | 1.55 | 83.4 | 5.2 | 2.4 | 1.7 | 1.7 | 2.8 | 1.0 | 1.0 | 0.7 | 5.5 |

Table 46. Most Used Information Sources in 2004 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|--------------------------|------|----------------|------|------|-----|------|------|------|------|------------------------|-----------|
| Raleigh News & Observer | 6.54 | 11.8 | 5.7 | 3.2 | 2.2 | 10.3 | 5.7 | 7.4 | 8.1 | 45.6 | 66.8 |
| Television | 6.49 | 6.9 | 5.0 | 6.2 | 4.7 | 13.2 | 7.2 | 8.4 | 8.4 | 40.0 | 64.0 |
| Word-of-Mouth | 5.67 | 9.8 | 4.5 | 6.0 | 6.8 | 17.3 | 14.0 | 15.0 | 13.0 | 13.8 | 55.8 |
| Radio | 5.15 | 19.0 | 8.5 | 9.0 | 6.5 | 12.7 | 5.0 | 8.7 | 4.2 | 26.4 | 44.3 |
| BUD | 5.07 | 24.9 | 8.0 | 6.0 | 4.5 | 8.3 | 3.5 | 12.1 | 11.1 | 21.6 | 48.3 |
| Cary News | 4.64 | 34.3 | 6.4 | 5.7 | 3.2 | 8.4 | 2.7 | 7.4 | 10.1 | 21.7 | 41.9 |
| Parks & Rec. Brochure | 3.62 | 43.0 | 7.0 | 6.4 | 4.5 | 11.5 | 4.8 | 9.6 | 4.3 | 8.8 | 27.5 |
| Internet Email with Cary | 3.53 | 50.4 | 5.8 | 4.3 | 4.8 | 5.6 | 5.1 | 5.3 | 4.8 | 13.9 | 29.1 |
| Cary's Website | 3.52 | 42.9 | 7.7 | 9.5 | 3.7 | 8.2 | 6.7 | 7.5 | 7.0 | 6.7 | 27.9 |
| Cary TV Channel 11 | 3.37 | 41.3 | 11.3 | 10.3 | 4.9 | 7.9 | 5.6 | 6.9 | 5.6 | 6.2 | 24.3 |
| Direct Mail | 3.19 | 50.1 | 6.0 | 5.5 | 5.2 | 12.5 | 3.9 | 6.5 | 3.7 | 6.5 | 20.6 |
| 24-Hr. Phone Service | 1.93 | 74.0 | 6.3 | 3.9 | 4.2 | 3.9 | 1.0 | 3.1 | 0.8 | 2.6 | 7.5 |
| Block Leader Program | 1.59 | 82.3 | 4.3 | 3.9 | 1.3 | 3.6 | 1.6 | 1.3 | 0.3 | 1.3 | 4.5 |

Table 47. Most Used Information Sources in 2002 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|--------------------------|------|----------------|------|------|-----|------|------|------|-----|------------------------|-----------|
| Raleigh News & Observer | 6.47 | 12.8 | 2.2 | 4.0 | 2.5 | 13.3 | 5.2 | 10.9 | 8.1 | 41.0 | 65.2 |
| Television | 6.03 | 12.4 | 5.7 | 4.2 | 3.7 | 15.4 | 6.0 | 13.4 | 8.2 | 31.0 | 58.6 |
| Word-of-Mouth | 5.29 | 10.2 | 6.0 | 9.0 | 8.2 | 19.4 | 11.2 | 16.9 | 8.2 | 10.9 | 47.2 |
| BUD | 5.08 | 25.1 | 3.2 | 6.5 | 5.5 | 12.2 | 8.5 | 10.0 | 8.5 | 20.6 | 47.6 |
| Radio | 4.96 | 22.3 | 8.5 | 4.5 | 7.8 | 13.8 | 5.5 | 11.8 | 6.3 | 19.8 | 43.4 |
| Cary News | 4.56 | 34.0 | 6.7 | 6.7 | 2.0 | 10.8 | 4.2 | 7.6 | 4.2 | 23.9 | 39.9 |
| Direct Mail | 3.87 | 37.0 | 4.8 | 8.6 | 7.6 | 14.7 | 4.8 | 7.6 | 5.3 | 9.6 | 27.3 |
| Parks & Rec. Brochure | 3.78 | 40.0 | 5.5 | 8.5 | 5.5 | 11.5 | 5.5 | 7.8 | 6.8 | 9.0 | 29.1 |
| Internet Email with Cary | 3.06 | 56.4 | 5.8 | 5.0 | 4.8 | 6.8 | 2.8 | 5.3 | 3.0 | 10.3 | 21.4 |
| Cary TV Channel 11 | 2.96 | 46.0 | 10.0 | 11.4 | 7.7 | 9.5 | 2.5 | 4.7 | 4.0 | 4.2 | 15.4 |
| Cary's Website | 2.98 | 48.6 | 9.4 | 6.7 | 6.2 | 11.4 | 4.5 | 7.2 | 2.0 | 4.0 | 17.7 |
| 24-Hr. Phone Service | 1.94 | 74.4 | 6.6 | 3.5 | 3.3 | 3.8 | 1.8 | 2.3 | 2.0 | 2.3 | 8.4 |
| Block Leader Program | 1.59 | 84.1 | 5.0 | 1.6 | 1.0 | 2.9 | 0.8 | 2.3 | 0.5 | 1.8 | 5.4 |

Table 48. Most Used Information Sources in 2000 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 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 Email with Cary | 2.78 | 67.6 | 3.1 | 2.6 | 2.0 | 3.8 | 2.0 | 3.8 | 5.1 | 9.9 | 20.8 |
| Cary TV Channel 11 | 2.73 | 52.6 | 9.5 | 9.5 | 4.9 | 8.2 | 5.1 | 4.1 | 2.6 | 3.6 | 15.4 |
| Cary's Website | 2.30 | 64.1 | 9.9 | 5.9 | 4.1 | 4.1 | 2.3 | 3.3 | 2.5 | 3.8 | 11.9 |
| 24-Hr. 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 49. Most Used Information Sources in 1998 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 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 Email with Cary | 2.06 | 76.3 | 4.2 | 4.0 | 1.7 | 3.2 | 1.0 | 1.7 | 1.5 | 6.2 | 10.4 |
| 24-Hr. Phone Service | 1.99 | 72.1 | 7.7 | 3.5 | 2.0 | 6.2 | 2.0 | 2.7 | 2.5 | 1.2 | 8.4 |
| Cary TV Channel 11 | 1.92 | 69.9 | 10.7 | 4.7 | 2.5 | 5.7 | 1.2 | 2.5 | 1.2 | 1.5 | 6.4 |
| Block Leader Program | 1.59 | 82.3 | 5.3 | 3.3 | 1.0 | 3.0 | 2.5 | 0.5 | 1.3 | 1.0 | 5.3 |
| Cary's Website | 1.58 | 81.3 | 7.2 | 2.0 | 1.2 | 3.2 | 2.0 | 1.7 | 0.2 | 1.0 | 4.9 |

Table 50. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2018 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|-------------|------|----------------|-----|-----|-----|------|-----|-----|-----|------------------------|-----------|
| Podcasts | 1.98 | 74.8 | 2.3 | 3.6 | 2.5 | 10.7 | 1.8 | 2.5 | 0.0 | 1.8 | 6.1 |
| Pinterest | 1.86 | 81.7 | 1.8 | 2.3 | 0.3 | 4.8 | 2.3 | 2.8 | 1.3 | 2.8 | 9.2 |
| Reddit | 1.60 | 85.7 | 1.8 | 1.3 | 1.0 | 6.6 | 0.3 | 0.8 | 0.0 | 2.6 | 3.7 |
| SpokeHub | 1.39 | 89.3 | 1.3 | 1.5 | 0.8 | 5.9 | 0.3 | 0.0 | 0.0 | 1.0 | 1.3 |

Table 51. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2016 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|-------------|------|----------------|-----|-----|-----|-----|-----|-----|-----|------------------------|-----------|
| Pinterest | 2.12 | 80.9 | 0.0 | 0.5 | 0.8 | 5.8 | 1.8 | 1.8 | 1.8 | 6.8 | 12.2 |
| Snapchat | 1.90 | 84.6 | 0.3 | 0.3 | 0.5 | 4.8 | 1.3 | 1.5 | 1.0 | 5.8 | 9.6 |
| Reddit | 1.68 | 86.9 | 0.3 | 0.8 | 0.3 | 6.3 | 0.8 | 1.0 | 0.0 | 3.8 | 5.6 |
| Tumblr | 1.63 | 88.7 | 0.0 | 0.3 | 0.3 | 4.3 | 1.5 | 1.5 | 0.0 | 3.5 | 6.5 |

Table 52. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2014 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|-------------|------|----------------|-----|-----|-----|-----|-----|-----|-----|------------------------|-----------|
| Google Plus | 2.31 | 73.7 | 3.3 | 2.8 | 2.5 | 3.8 | 1.8 | 1.8 | 3.8 | 6.8 | 14.2 |
| Instagram | 1.92 | 81.7 | 2.0 | 1.8 | 2.0 | 3.3 | 0.5 | 2.0 | 1.3 | 5.5 | 9.3 |
| Tumblr | 1.42 | 90.2 | 1.8 | 0.5 | 1.0 | 3.3 | 0.5 | 0.5 | 0.0 | 2.3 | 3.3 |
| Nextdoor | 1.41 | 91.5 | 1.0 | 0.5 | 1.0 | 2.8 | 0.0 | 0.3 | 0.3 | 2.8 | 3.4 |

Table 53. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2012 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|-------------|------|----------------|-----|-----|-----|-----|-----|-----|-----|------------------------|-----------|
| Facebook | 3.19 | 60.1 | 3.5 | 3.3 | 1.5 | 7.8 | 3.0 | 3.3 | 1.5 | 15.9 | 23.7 |
| YouTube | 2.06 | 77.9 | 3.6 | 2.5 | 1.0 | 4.6 | 1.3 | 1.3 | 0.8 | 7.1 | 10.5 |
| Google Plus | 1.78 | 85.7 | 2.3 | 1.3 | 0.3 | 1.8 | 0.5 | 1.3 | 0.5 | 6.4 | 8.7 |
| LinkedIn | 1.46 | 90.6 | 1.3 | 1.5 | 0.8 | 1.5 | 0.0 | 0.5 | 0.0 | 3.8 | 4.3 |
| Flickr | 1.32 | 92.9 | 1.8 | 0.8 | 0.3 | 1.5 | 0.0 | 0.3 | 0.3 | 2.3 | 2.9 |
| Ustream | 1.25 | 94.9 | 1.8 | 0.0 | 0.0 | 0.5 | 0.3 | 0.3 | 0.0 | 2.3 | 2.9 |

Table 54. Potential Use of Social Media Sources if Cary Used Them to Communicate with Citizens in 2010 (In Order of Usage)

| INFO SOURCE | MEAN | NEVER USE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | FREQUENTLY USE 9 | % ABOVE 5 |
|-------------|------|----------------|-----|-----|-----|-----|-----|-----|-----|------------------------|-----------|
| Facebook | 2.54 | 67.8 | 1.3 | 5.0 | 2.8 | 6.5 | 3.5 | 5.0 | 3.8 | 4.3 | 16.6 |
| YouTube | 1.78 | 77.7 | 4.3 | 5.0 | 3.5 | 3.5 | 1.5 | 1.3 | 1.5 | 1.8 | 6.1 |
| Twitter | 1.69 | 84.9 | 1.8 | 2.3 | 1.0 | 2.0 | 2.3 | 2.5 | 1.0 | 2.3 | 8.1 |
| LinkedIn | 1.54 | 86.7 | 2.3 | 2.5 | 0.8 | 3.0 | 0.8 | 1.0 | 1.3 | 1.8 | 4.9 |
| MySpace | 1.48 | 88.7 | 1.8 | 1.5 | 1.3 | 2.5 | 0.8 | 0.8 | 1.3 | 1.5 | 4.4 |
| Flickr | 1.39 | 89.0 | 3.0 | 0.8 | 2.3 | 2.3 | 0.5 | 0.5 | 0.5 | 1.3 | 2.8 |

Table 55. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs

| YEAR | MEAN | VERY DIS- SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | % ABOVE 5 |
|------|------|-----------------------------|-----|-----|-----|--------------|------|------|------|------------------------|-----------|
| 18 | 7.49 | 0.3 | 0.5 | 0.8 | 1.3 | 10.1 | 7.8 | 20.2 | 30.7 | 28.5 | 87.2 |
| 16 | 7.33 | 1.0 | 1.0 | 0.0 | 1.0 | 13.5 | 6.5 | 22.0 | 29.3 | 25.8 | 83.6 |
| 14 | 7.07 | 1.3 | 0.5 | 1.0 | 1.8 | 17.3 | 10.0 | 19.3 | 26.8 | 22.1 | 78.2 |
| 12 | 7.33 | 0.5 | 0.3 | 1.8 | 2.5 | 14.5 | 5.0 | 19.0 | 27.3 | 29.1 | 80.4 |
| 10 | 6.95 | 0.8 | 0.8 | 2.0 | 1.0 | 20.1 | 11.3 | 22.1 | 18.6 | 23.4 | 75.4 |
| 08 | 6.87 | 0.7 | 0.0 | 2.7 | 2.7 | 15.9 | 12.9 | 27.1 | 20.4 | 17.4 | 77.8 |
| 06 | 6.63 | 2.1 | 1.0 | 0.8 | 2.6 | 19.5 | 13.8 | 28.7 | 19.2 | 12.3 | 74.0 |
| 04 | 7.15 | 0.8 | 1.0 | 2.1 | 2.1 | 14.1 | 12.6 | 18.7 | 17.4 | 31.3 | 80.0 |
| 02 | 6.27 | 2.7 | 1.2 | 2.5 | 7.9 | 22.6 | 11.2 | 24.3 | 15.9 | 11.7 | 63.1 |

Table 56. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | % ABOVE 5 |
|------|-------|-------------------------|-----|-----|-----|--------------|------|------|------|---------------------|-----------|
| 18 | 6.98* | 0.5 | 0.3 | 2.1 | 1.0 | 24.7 | 6.8 | 16.6 | 26.2 | 21.8 | 71.4 |
| 16 | 6.67 | 3.3 | 0.8 | 1.3 | 0.8 | 24.8 | 8.5 | 24.1 | 17.3 | 19.3 | 69.2 |
| 14 | 6.56 | 2.0 | 0.5 | 1.8 | 0.3 | 30.6 | 9.3 | 20.1 | 22.1 | 13.5 | 65.0 |
| 12 | 7.01 | 1.3 | 0.3 | 1.0 | 1.5 | 20.5 | 6.8 | 24.2 | 23.2 | 21.2 | 75.4 |
| 10 | 6.68 | 1.5 | 1.5 | 3.0 | 2.0 | 24.8 | 8.9 | 18.2 | 18.5 | 21.5 | 67.1 |
| 08 | 6.36 | 2.0 | 1.3 | 2.5 | 4.6 | 23.2 | 12.0 | 28.5 | 15.0 | 10.9 | 66.4 |
| 06 | 6.19 | 2.9 | 1.3 | 2.1 | 3.7 | 25.4 | 15.2 | 27.3 | 15.0 | 7.0 | 64.5 |
| 04 | 6.62 | 4.0 | 2.9 | 4.3 | 1.6 | 18.2 | 9.7 | 18.0 | 13.7 | 27.6 | 69.0 |
| 02 | 5.92 | 3.2 | 4.0 | 5.9 | 6.1 | 24.2 | 11.7 | 21.5 | 13.6 | 9.8 | 56.6 |



SOLID WASTE SERVICES

SOLID WASTE SERVICES

A set of questions was included in the survey to examine the respondent’s satisfaction with four curbside solid waste collection services. The services examined include curbside recycling collection, curbside garbage collection, curbside yard waste collection and curbside loose leaf collection. A 9-point scale from very dissatisfied (1) to very satisfied (9) was used to rate these collection services. The solid waste services are discussed in order of ratings from highest to lowest in order of means.

The results indicate the respondents continue to be very satisfied with curbside garbage collection. The mean this year was 8.41. This represents a slight increase from 8.38 in 2016 (Table 57). This represents one of the highest ratings earned by the department to date. Figure 13 shows the percentages on the “satisfied” side (above 5) of the scale were 98.4% with only 0.8% on the “dissatisfied” side. If this mean were converted into a grade, then curbside garbage collection would continue to earn the same A- grade as in 2016. However, the mean of 8.41 borders very closely on moving to a grade of A.

Figure 13. Garbage Collection Satisfaction

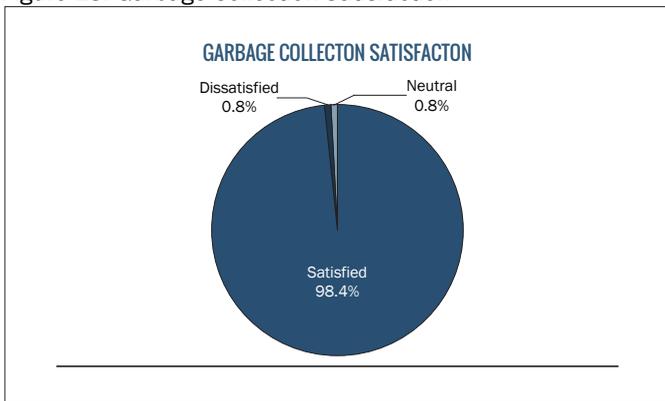


Table 57. Satisfaction with Curbside Garbage Collection

| YEAR | MEAN | % ABOVE 5 |
|------|------|-----------|
| 18 | 8.41 | 98.4 |
| 16 | 8.38 | 97.0 |
| 14 | 8.41 | 97.6 |
| 12 | 8.46 | 98.4 |
| 10 | 8.58 | 97.6 |
| 08 | 8.19 | 94.6 |
| 06 | 7.61 | 88.6 |
| 04 | 7.91 | 89.0 |

The respondent’s level of satisfaction with curbside recycling collection declined slightly from 2016. The mean was 8.03 this year versus 8.11 two years ago (Table 58). There were 93.9% of the responses on the “satisfied” side of the scale, which actually improved from 93.3% in 2016. The “dissatisfied” side also improved from 3.3% to 3.1% this year (Figure 14). The reduction in the mean came from the “very satisfied” responses dropping from 55.6% to 51.4%. If converted to a grade, then the grade for curbside recycling collection would equate to a B+. This represents a decline in the grade from an A- in 2016.

Figure 14. Recycling Collection Satisfaction

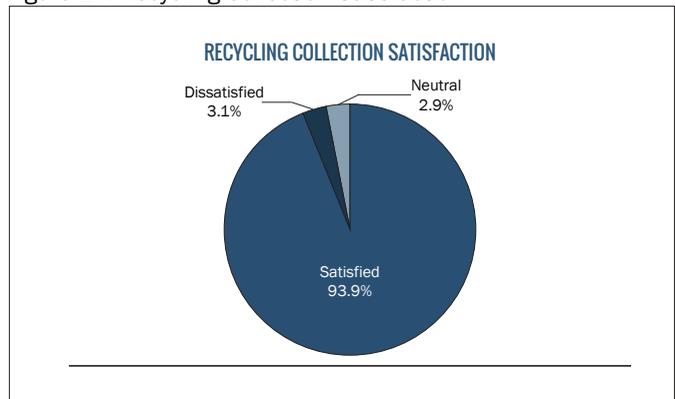


Table 58. Satisfaction with Curbside Recycling Collection

| YEAR | MEAN | % ABOVE 5 |
|------|------|-----------|
| 18 | 8.03 | 93.9 |
| 16 | 8.11 | 93.3 |
| 14 | 8.12 | 94.2 |
| 12 | 8.24 | 94.6 |
| 10 | 8.37 | 94.9 |
| 08 | 7.74 | 90.0 |
| 06 | 7.56 | 87.7 |
| 04 | 7.88 | 90.5 |

Table 59. Satisfaction with Curbside Yard Waste Collection

| YEAR | MEAN | % ABOVE 5 |
|------|-------|-----------|
| 18 | 8.00* | 92.9 |
| 16 | 8.32 | 95.9 |
| 14 | 8.19 | 94.8 |
| 12 | 8.25 | 96.3 |
| 10 | 8.37 | 95.1 |
| 08 | -- | -- |
| 06 | 7.65 | 89.6 |
| 04 | 7.72 | 89.4 |

The Town continues to earn very good marks for curbside yard waste collection. However, there has been a rather large decline in the ratings since 2016. The mean has decreased from 8.32 to 8.00 this year, and this level of decrease was statistically significant (Table 59). Figure 15 shows there were 92.9% of the respondents on the “satisfied” side of the scale down from 95.9% in 2016. The percentages on the “dissatisfied” side increased from 1.5% to 3.7% this year. Driving the decrease was the drop off in the number of respondents answering with a 9 or “very satisfied” from 59.9% to 55.1%. In addition, there was also a reduction in respondents answering with 8 on the scale from 25.7% to 19.9%. It appears more of the respondents were answering with a lower rating of 6 or 7 this year. If the yard waste collection mean was converted to a grade, then the grade would have been a B+. In 2016, the grade would have translated to an A-.

The rating for curbside loose leaf collection has declined to a large degree this year. The mean decreased from 8.24 to 7.73, and this was statistically significant (Table 60). This represents the third lowest mean this service has earned. There were 87.1% on the “satisfied” side of the scale, down from 94.6% in 2016. The percentages on the “dissatisfied” side increased from 2.6% to 5.2% (Figure 16). Note the respondents who answered with “very satisfied” has fallen sharply from 58.1% to 48.4%. If this mean were converted into a grade, then it would earn the mark of B this year. The grade in 2016 equated to an A-.

Figure 15. Yard Waste Collection Satisfaction

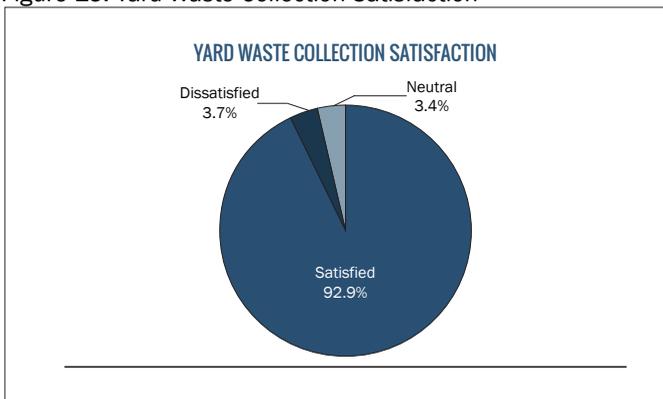


Figure 16. Loose Leaf Collection Satisfaction

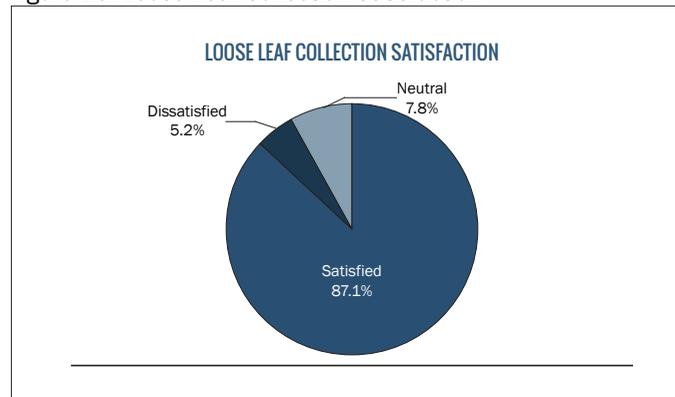


Table 60. Satisfaction with Curbside Loose Leaf Collection

| YEAR | MEAN | % ABOVE 5 |
|------|-------|-----------|
| 18 | 7.73* | 87.1 |
| 16 | 8.24 | 94.6 |
| 14 | 8.11 | 93.2 |
| 12 | 7.95 | 92.0 |
| 10 | 8.18 | 94.0 |
| 08 | -- | -- |
| 06 | 7.49 | 86.6 |
| 04 | 7.40 | 86.1 |

In summary, the curbside collection of Solid Waste Services continued to earn very good overall marks. However, there is concern that the means decreased for three of the services, including curbside recycling collection, curbside yard waste collection and curbside loose leaf collection. This resulted in the grades declining for all three of these services. On the positive side, the mean for curbside garbage collection (A-) increased slightly. Even with the decline, the ratings remained at a very good level. See Appendix B for selected Solid Waste Services crosstabulations (B331-B354).

Table 57. Satisfaction with Curbside Garbage Collection

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | GRADE |
|------|------|-------------------------|-----|-----|-----|--------------|-----|------|------|---------------------|-------|
| 18 | 8.41 | 0.5 | 0.0 | 0.0 | 0.3 | 0.8 | 1.6 | 6.5 | 32.0 | 58.3 | 98.4 |
| 16 | 8.38 | 0.0 | 0.5 | 0.5 | 0.3 | 1.6 | 1.4 | 6.8 | 29.6 | 59.2 | 97.0 |
| 14 | 8.41 | 0.0 | 0.0 | 0.3 | 0.0 | 2.1 | 1.6 | 9.7 | 25.0 | 61.3 | 97.6 |
| 12 | 8.46 | 0.3 | 0.3 | 0.3 | 0.0 | 0.8 | 2.9 | 6.7 | 23.5 | 65.3 | 98.4 |
| 10 | 8.58 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 1.6 | 4.6 | 18.2 | 73.2 | 97.6 |
| 08 | 8.19 | 0.5 | 0.5 | 0.0 | 0.5 | 3.7 | 3.4 | 8.4 | 28.2 | 54.6 | 94.6 |
| 06 | 7.61 | 3.8 | 1.2 | 1.5 | 0.3 | 4.7 | 5.0 | 14.0 | 28.4 | 41.2 | 88.6 |
| 04 | 7.91 | 1.2 | 1.8 | 1.5 | 1.8 | 4.6 | 2.1 | 8.3 | 26.3 | 52.3 | 89.0 |

Table 58. Satisfaction with Curbside Recycling Collection

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | GRADE |
|------|------|-------------------------|-----|-----|-----|--------------|-----|------|------|---------------------|-------|
| 18 | 8.03 | 0.3 | 0.3 | 1.4 | 1.1 | 2.9 | 5.7 | 13.2 | 23.6 | 51.4 | 93.9 |
| 16 | 8.11 | 0.3 | 0.6 | 1.8 | 0.6 | 3.6 | 3.6 | 9.8 | 24.3 | 55.6 | 93.3 |
| 14 | 8.12 | 0.5 | 0.0 | 1.1 | 0.3 | 4.0 | 3.8 | 12.3 | 23.9 | 54.2 | 94.2 |
| 12 | 8.24 | 0.3 | 0.8 | 0.3 | 0.5 | 3.5 | 2.7 | 10.4 | 21.1 | 60.4 | 94.6 |
| 10 | 8.37 | 0.5 | 0.0 | 0.5 | 0.3 | 3.8 | 2.4 | 7.2 | 17.7 | 67.6 | 94.9 |
| 08 | 7.74 | 0.8 | 1.6 | 1.3 | 1.9 | 4.3 | 5.1 | 16.7 | 24.7 | 43.5 | 90.0 |
| 06 | 7.56 | 3.3 | 0.9 | 0.6 | 1.2 | 6.3 | 6.9 | 15.1 | 25.3 | 40.4 | 87.7 |
| 04 | 7.88 | 1.8 | 0.9 | 1.2 | 0.6 | 4.9 | 5.2 | 12.5 | 20.2 | 52.6 | 90.5 |

Table 59. Satisfaction with Curbside Yard Waste Collection

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | GRADE |
|------|-------|-------------------------|-----|-----|-----|--------------|-----|------|------|---------------------|-------|
| 18 | 8.00* | 1.1 | 0.4 | 0.7 | 1.5 | 3.4 | 6.7 | 11.2 | 19.9 | 55.1 | 92.9 |
| 16 | 8.32 | 0.3 | 0.6 | 0.3 | 0.3 | 2.5 | 0.9 | 9.4 | 25.7 | 59.9 | 95.9 |
| 14 | 8.19 | 0.3 | 1.3 | 0.3 | 0.6 | 2.8 | 3.8 | 10.0 | 22.2 | 58.8 | 94.8 |
| 12 | 8.25 | 0.0 | 0.3 | 0.0 | 0.3 | 3.0 | 3.4 | 11.1 | 26.9 | 54.9 | 96.3 |
| 10 | 8.37 | 0.0 | 0.9 | 0.0 | 0.3 | 3.8 | 2.3 | 8.1 | 17.1 | 67.6 | 95.1 |
| 08 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 06 | 7.65 | 1.3 | 1.0 | 1.3 | 1.3 | 5.3 | 5.6 | 19.6 | 24.9 | 39.5 | 89.6 |
| 04 | 7.72 | 1.4 | 0.6 | 1.4 | 2.0 | 5.2 | 8.0 | 12.9 | 23.2 | 45.3 | 89.4 |

Table 60. Satisfaction with Curbside Loose Leaf Collection

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | GRADE |
|------|-------|-------------------------|-----|-----|-----|--------------|-----|------|------|---------------------|-------|
| 18 | 7.73* | 1.6 | 0.4 | 1.2 | 2.0 | 7.8 | 5.9 | 13.3 | 19.5 | 48.4 | 87.1 |
| 16 | 8.24 | 0.3 | 0.7 | 0.3 | 1.3 | 2.7 | 2.0 | 8.6 | 25.9 | 58.1 | 94.6 |
| 14 | 8.11 | 0.6 | 1.0 | 1.0 | 0.3 | 3.9 | 3.5 | 10.3 | 22.6 | 56.8 | 93.2 |
| 12 | 7.95 | 0.4 | 0.7 | 0.4 | 1.4 | 5.1 | 5.8 | 12.6 | 24.9 | 48.7 | 92.0 |
| 10 | 8.18 | 0.3 | 0.0 | 0.9 | 1.6 | 3.2 | 4.4 | 12.0 | 15.8 | 61.8 | 94.0 |
| 08 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 06 | 7.49 | 0.9 | 0.9 | 4.7 | 2.3 | 4.7 | 5.1 | 16.3 | 20.5 | 44.7 | 86.6 |
| 04 | 7.40 | 1.9 | 1.9 | 1.6 | 2.3 | 6.1 | 9.4 | 16.2 | 24.6 | 35.9 | 86.1 |



TOWN COUNCIL FOCUS AREAS

TOWN COUNCIL FOCUS AREAS

The survey included several questions examining specific focus areas of the Town Council. The respondents were asked to rate their satisfaction with the Town’s efforts in several focus areas, including environmental protection; keeping Cary the best place to live, work and raise a family; transportation; planning and development; and recreational facilities. A 9-point scale from very dissatisfied (1) to very satisfied (9) was used for all the areas examined with the exception of a 9-point effectiveness scale used for keeping Cary the best place to live, work and raise a family. The focus areas are listed in order of mean scores indicating higher levels of satisfaction and/or effectiveness from the respondents.

The job the Town is doing with recreational facilities continued to earn the highest rating of any of the focus areas. The respondents were asked to consider the overall job the Town is doing in terms of developing, maintaining and operating recreational facilities, including parks, greenways and community centers. Table 61 shows the impressive results for the overall job the Town is doing. The mean was 8.02 with 93.8% on the “satisfied” side of the scale (above 5) while only 1.4% of the responses on the “dissatisfied” side of below 5 (Figure 17). This is a slight increase from 2016 when the mean was 8.00. One of the key differences was the gain in the respondents who answered they were “very satisfied,” increasing from 37.6% to 41.5% this year. Overall, this ranks as the highest overall rating the Town has earned for their efforts with parks, greenways and community centers.

Figure 17. Satisfaction with Job Town is Doing on Parks and Recreation

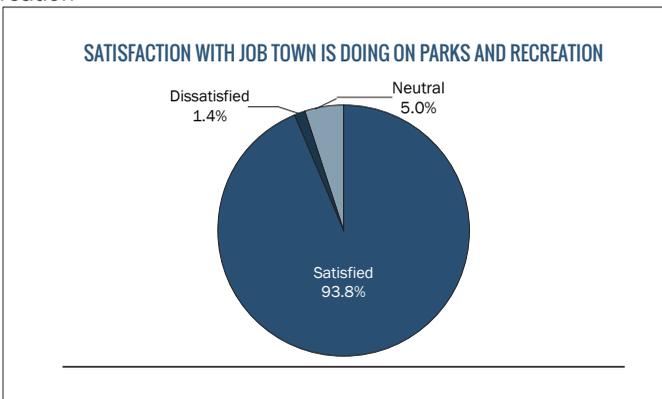


Table 61. Satisfaction with the Overall Job the Town is Doing of Developing, Managing and Operating Recreational Facilities

| YEAR | MEAN | % ABOVE 5 |
|------|------|-----------|
| 18 | 8.02 | 93.8 |
| 16 | 8.00 | 95.2 |
| 14 | 7.61 | 90.5 |
| 12 | 7.87 | 91.2 |
| 10 | 7.68 | 88.8 |
| 08 | 7.46 | 87.6 |

The respondents who gave the Town a rating below 5 (“dissatisfied” side) were subsequently asked what actions the Town could take to make them more satisfied with developing, managing and operating recreational facilities. All the comments are shown in Appendix M. This year, there were only 10 total comments from the respondents. There were only two suggestions mentioned more than once. These were to preserve green-space/stop taking down trees (three comments) and to improve the tennis facilities (two comments).

The second highest rated of the focus areas was how effective the Town Council was in keeping Cary the best place to live, work and raise a family. This question used a 9-point effectiveness scale ranging from very ineffective (1) to very effective (9). The respondents remained very supportive of the Town’s efforts with a mean rating of 7.75 (Table 62). This represents the second highest mean earned by the Town. The mean has also improved slightly from 7.72 in 2016. There were 91.7% of the responses on the “effective” side of the scale with only 1.9% on the “ineffective” side (Figure 18).

Figure 18. Effectiveness in Keeping Cary the Best Place to Live, Work and Raise a Family

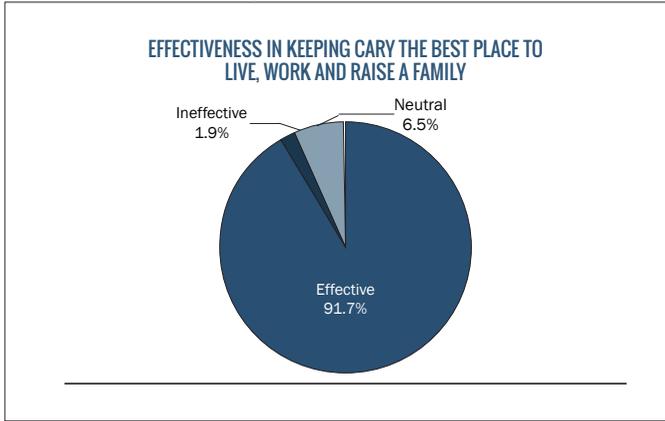


Table 62. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work and Raise a Family

| YEAR | MEAN | % ABOVE 5 |
|------|------|-----------|
| 18 | 7.75 | 91.7 |
| 16 | 7.72 | 92.3 |
| 14 | 7.49 | 87.1 |
| 12 | 7.83 | 93.1 |
| 10 | 7.65 | 89.8 |
| 08 | 6.85 | 77.0 |

The respondents were also satisfied with the job the Town is doing on issues related to environmental protection. They were asked to consider the Town’s environmental efforts, such as recycling, open space preservation, water conservation, sustainability, erosion control, stormwater and litter reduction. The respondents gave the Town high marks with a mean of 7.64 (Table 63). The mean has decreased from 7.74 in 2016 though, not statistically significant. There were 90.0% of the responses on the “satisfied” side of the scale, down from 95.5% with only 1.8% on the “dissatisfied” side, improving slightly from 1.9% (Figure 19).

Figure 19. Satisfaction with Job Town is Doing on Environmental Protection

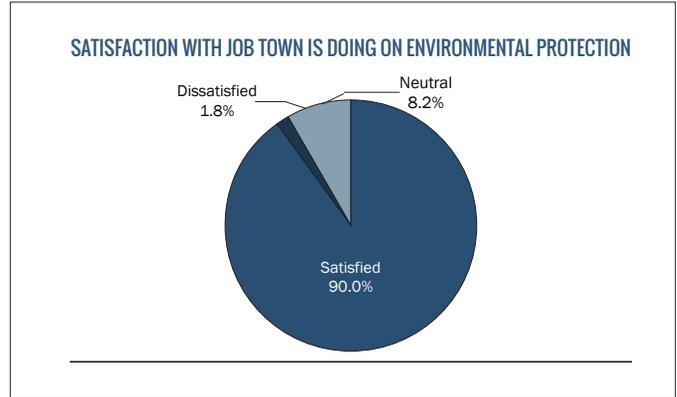


Table 63. Satisfaction with the Job the Town is Doing on Environmental Protection

| YEAR | MEAN | % ABOVE 5 |
|------|------|-----------|
| 18 | 7.64 | 90.0 |
| 16 | 7.74 | 95.5 |
| 14 | 7.53 | 89.1 |
| 12 | 7.62 | 88.6 |
| 10 | 7.67 | 91.4 |
| 08 | 7.04 | 80.0 |

The respondent’s satisfaction with the Town’s transportation efforts increased again this year. The respondents were asked to consider issues like widening roads, GoCary, synchronizing signal lights and adding bike lanes/greenways/sidewalks. The mean this year was 7.36, and it has increased from 7.20 in 2016 (Table 64). Though not statistically significant, it represents the highest mean the Town has earned for transportation. There were 84.6% on the “satisfied” side of the scale and only 3.8% on the “dissatisfied” side (Figure 20). Note the “dissatisfied” side fell from 5.9% in 2016.

Figure 20. Satisfaction with Job Town is Doing on Transportation

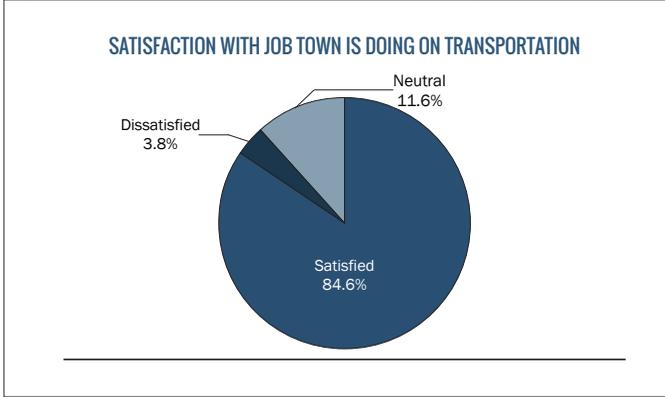


Table 64. Satisfaction with the Job the Town is Doing on Transportation

| YEAR | MEAN | % ABOVE 5 |
|------|------|-----------|
| 18 | 7.36 | 84.6 |
| 16 | 7.20 | 84.1 |
| 14 | 6.94 | 79.9 |
| 12 | 7.07 | 80.8 |
| 10 | 6.73 | 72.1 |
| 08 | 6.66 | 72.9 |

Figure 21. Satisfaction with Job Town is Doing on Planning and Development

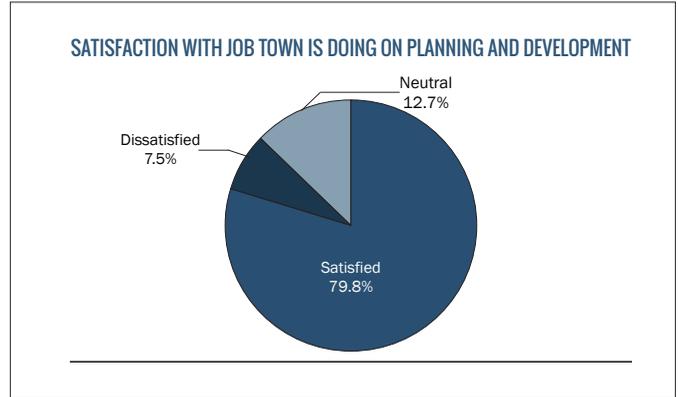


Table 65. Satisfaction with the Job the Town is Doing on Planning and Development

| YEAR | MEAN | % ABOVE 5 |
|------|------|-----------|
| 18 | 6.97 | 79.8 |
| 16 | 7.16 | 83.4 |
| 14 | 6.60 | 72.6 |
| 12 | 6.82 | 75.6 |
| 10 | 6.73 | 75.8 |
| 08 | 5.93 | 61.1 |

Finally, the respondents rated the job the Town is doing with planning and development. They were asked to consider issues such as guiding growth, focusing on mixed use development and ensuring high-quality development compatible with existing development. The results show a decrease in the mean from 7.16 to 6.97 that was not statistically significant (Table 65). There were 79.8% on the “satisfied” side of the scale, down from 83.4%, while the “dissatisfied” responses increased from 4.6% to 7.5% (Figure 21). Even with the decline, this rating represents the second highest ranking for this focus area. See Appendix B for selected focus area crosstabulations (B355-B399).

Table 61. Satisfaction with the Overall Job the Town is Doing of Developing, Managing and Operating Recreational Facilities

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | GRADE |
|------|------|-------------------------|-----|-----|-----|--------------|-----|------|------|---------------------|-------|
| 18 | 8.02 | 0.3 | 0.8 | 0.3 | 0.0 | 5.0 | 3.3 | 10.8 | 38.2 | 41.5 | 93.8 |
| 16 | 8.00 | 0.0 | 0.5 | 0.0 | 0.0 | 4.3 | 3.0 | 16.0 | 38.6 | 37.6 | 95.2 |
| 14 | 7.61 | 0.2 | 0.5 | 0.0 | 0.5 | 8.2 | 6.0 | 21.9 | 35.9 | 26.7 | 90.5 |
| 12 | 7.87 | 0.5 | 0.5 | 0.3 | 1.0 | 6.6 | 4.1 | 15.0 | 30.7 | 41.4 | 91.2 |
| 10 | 7.68 | 0.0 | 0.0 | 0.3 | 1.3 | 9.8 | 4.0 | 21.0 | 31.5 | 32.3 | 88.8 |
| 08 | 7.46 | 0.0 | 0.2 | 0.0 | 0.7 | 11.4 | 7.7 | 25.9 | 27.9 | 26.1 | 87.6 |

Table 62. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work and Raise a Family

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | GRADE |
|------|------|-------------------------|-----|-----|-----|--------------|------|------|------|---------------------|-------|
| 18 | 7.75 | 0.5 | 0.3 | 0.3 | 0.8 | 6.5 | 3.8 | 17.8 | 41.0 | 29.1 | 91.7 |
| 16 | 7.72 | 0.3 | 0.3 | 1.3 | 0.8 | 5.3 | 3.5 | 20.0 | 41.3 | 27.5 | 92.3 |
| 14 | 7.49 | 0.5 | 0.0 | 0.7 | 0.7 | 10.9 | 6.0 | 21.9 | 33.8 | 25.4 | 87.1 |
| 12 | 7.83 | 0.8 | 0.3 | 0.5 | 0.5 | 4.9 | 3.9 | 17.0 | 38.8 | 33.4 | 93.1 |
| 10 | 7.65 | 0.3 | 0.3 | 0.3 | 0.3 | 9.3 | 4.3 | 21.1 | 36.1 | 28.3 | 89.8 |
| 08 | 6.85 | 1.3 | 0.3 | 0.5 | 2.0 | 19.0 | 12.3 | 28.8 | 20.1 | 15.8 | 77.0 |

Table 63. Satisfaction with the Job the Town is Doing on Environmental Protection

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | GRADE |
|------|------|-------------------------|-----|-----|-----|--------------|------|------|------|---------------------|-------|
| 18 | 7.64 | 0.0 | 0.5 | 0.5 | 0.8 | 8.2 | 6.4 | 18.8 | 36.0 | 28.8 | 90.0 |
| 16 | 7.74 | 0.3 | 0.3 | 0.8 | 0.5 | 2.8 | 7.2 | 21.3 | 40.5 | 26.5 | 95.5 |
| 14 | 7.53 | 0.5 | 0.5 | 0.5 | 1.0 | 8.5 | 5.3 | 22.0 | 37.5 | 24.3 | 89.1 |
| 12 | 7.62 | 1.3 | 0.0 | 0.5 | 0.8 | 8.8 | 5.3 | 19.4 | 30.8 | 33.1 | 88.6 |
| 10 | 7.67 | 0.5 | 0.0 | 0.8 | 0.5 | 7.0 | 5.3 | 19.5 | 39.8 | 26.8 | 91.4 |
| 08 | 7.04 | 1.0 | 0.0 | 1.0 | 1.5 | 16.6 | 11.8 | 25.4 | 22.4 | 20.4 | 80.0 |

Table 64. Satisfaction with the Job the Town is Doing on Transportation

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | GRADE |
|------|------|-------------------------|-----|-----|-----|--------------|------|------|------|---------------------|-------|
| 18 | 7.36 | 0.5 | 0.5 | 1.0 | 1.8 | 11.6 | 7.6 | 22.2 | 27.5 | 27.3 | 84.6 |
| 16 | 7.20 | 0.8 | 0.3 | 1.8 | 3.0 | 10.1 | 9.8 | 25.7 | 24.9 | 23.7 | 84.1 |
| 14 | 6.94 | 0.5 | 0.5 | 2.2 | 3.2 | 13.7 | 12.0 | 26.2 | 26.2 | 15.5 | 79.9 |
| 12 | 7.07 | 1.3 | 0.8 | 1.8 | 3.0 | 12.4 | 9.8 | 22.0 | 28.5 | 20.5 | 80.8 |
| 10 | 6.73 | 1.3 | 1.5 | 2.5 | 2.8 | 20.0 | 9.3 | 23.3 | 23.5 | 16.0 | 72.1 |
| 08 | 6.66 | 0.7 | 0.5 | 1.7 | 8.2 | 15.9 | 12.2 | 24.1 | 24.9 | 11.7 | 72.9 |

Table 65. Satisfaction with the Job the Town is Doing on Planning and Development

| YEAR | MEAN | VERY DIS-SATISFIED 1 | 2 | 3 | 4 | NEUTRAL 5 | 6 | 7 | 8 | VERY SATISFIED 9 | GRADE |
|------|------|-------------------------|-----|-----|-----|--------------|------|------|------|---------------------|-------|
| 18 | 6.97 | 1.0 | 2.1 | 0.8 | 3.6 | 12.7 | 12.1 | 23.0 | 24.5 | 20.2 | 79.8 |
| 16 | 7.16 | 1.0 | 1.3 | 1.5 | 0.8 | 12.0 | 12.2 | 22.4 | 24.9 | 23.9 | 83.4 |
| 14 | 6.60 | 1.5 | 2.0 | 1.5 | 2.0 | 20.4 | 14.0 | 24.7 | 22.2 | 11.7 | 72.6 |
| 12 | 6.82 | 1.0 | 1.8 | 2.0 | 2.8 | 16.6 | 11.7 | 22.4 | 24.2 | 17.3 | 75.6 |
| 10 | 6.73 | 0.3 | 1.0 | 1.3 | 2.5 | 19.1 | 14.1 | 30.2 | 18.1 | 13.4 | 75.8 |
| 08 | 5.93 | 3.1 | 2.6 | 3.8 | 8.9 | 20.4 | 18.1 | 24.2 | 12.2 | 6.6 | 61.1 |



HOME NEIGHBORHOOD CHARACTERISTICS

HOME NEIGHBORHOOD CHARACTERISTICS

The survey included four questions to examine home neighborhoods. The respondents were asked to rate their neighborhoods on four characteristics. These were desirability (attractive, want to live there), safety (feel safe, presence of safety programs), strength (adapt to change, visually interesting) and community connection (I know people, there is social interaction). The respondents were explained the definition of these concepts before answering the question. A 9-point grading scale from very poor (1) to excellent (9) was used to rate their neighborhoods. The respondents rated all the characteristics very positively with safety being the highest rated of the four (Table 66). The mean for safety was 8.21, which is equivalent to an impressive grade of A-. There were 96.8% responded above the midpoint of 5 while only 1.1% responded below 5. Desirability rated second earning a mean of 7.92 and a grade of B+ with 92.9% responding above the midpoint and only 1.5% below the midpoint. Strength rated third, earning a grade of B on a mean of 7.69 with 91.4% above 5 and only 2.4% below it. Finally, the lowest rating was for community connection. The mean was 7.22 which equates to a B- with 79.1% above the midpoint and 8.0% below it. Note that all the percentages below 5 were relatively low for all characteristics. See Appendix B for selected home neighborhood characteristics crosstabulations (B400-B427).

Table 66. Ratings of Home Neighborhood Characteristics (In Order of Ratings)

| NEIGHBORHOOD ASPECTS | MEAN | GRADE |
|----------------------|------|-------|
| Safety | 8.21 | A- |
| Desirability | 7.92 | B+ |
| Strength | 7.69 | B |
| Community Connection | 7.22 | B- |

The respondents were asked how the Town is doing in providing housing choices that can accommodate a variety of lifestyles, households, ages, cultures and market preferences. The housing types examined were for seniors, multigenerational households, households with children, households without children, young professionals and members of the local workforce. The respondents indicated the Town was doing the most effective job with households with children (Table 67). The mean was 7.73, which translates to a grade of B. Households without children was rated second with a grade of B- on a mean of 7.42. The only other housing choice with a mean above 7.00 was for members of the local workforce at 7.05, which equates to a C+ grade. The other three housing choices were also rated with a C+ with slightly lower means including young professionals (6.97), seniors (6.93) and multigenerational households (6.91). See Appendix B for selected housing choices crosstabulations (B428-B436).

Table 67. Ratings of Available Housing Choices in Cary (In Order of Ratings)

| NEIGHBORHOOD ASPECTS | MEAN | GRADE |
|------------------------------|------|-------|
| Households with Children | 7.73 | B |
| Households without Children | 7.42 | B- |
| Members of Local Workforce | 7.05 | C+ |
| Young Professionals | 6.97 | C+ |
| Seniors | 6.93 | C+ |
| Multigenerational Households | 6.91 | C+ |

Table 66. Ratings of Home Neighborhood Characteristics (In Order of Ratings)

| NEIGHBORHOOD ASPECTS | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|----------------------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| Safety | 8.21 | 0.0 | 0.3 | 0.3 | 0.5 | 2.3 | 3.8 | 11.6 | 29.6 | 51.8 | A- |
| Desirability | 7.92 | 0.0 | 0.0 | 0.5 | 1.0 | 5.6 | 4.5 | 18.7 | 26.8 | 42.9 | B+ |
| Strength | 7.69 | 0.3 | 0.3 | 0.8 | 1.0 | 6.3 | 8.9 | 21.3 | 23.5 | 37.7 | B |
| Community Connection | 7.22 | 1.0 | 1.5 | 2.0 | 3.5 | 12.8 | 9.6 | 15.1 | 19.1 | 35.3 | B- |

Table 67. Ratings of Available Housing Choices in Cary (In Order of Ratings)

| NEIGHBORHOOD ASPECTS | MEAN | VERY POOR 1 | 2 | 3 | 4 | AVERAGE 5 | 6 | 7 | 8 | EXCELLENT 9 | GRADE |
|------------------------------|------|----------------|-----|-----|-----|--------------|-----|------|------|----------------|-------|
| Households with Children | 7.73 | 0.8 | 0.3 | 1.6 | 1.1 | 10.0 | 4.0 | 12.1 | 28.2 | 42.0 | B |
| Households Without Children | 7.42 | 0.5 | 0.3 | 1.9 | 1.6 | 15.6 | 6.3 | 14.0 | 23.8 | 36.0 | B- |
| Members of Local Workforce | 7.05 | 1.1 | 0.8 | 2.9 | 2.7 | 15.8 | 9.6 | 18.4 | 21.1 | 27.5 | C+ |
| Young Professionals | 6.97 | 1.3 | 1.3 | 4.2 | 2.7 | 17.2 | 7.4 | 15.6 | 22.0 | 28.1 | C+ |
| Seniors | 6.93 | 1.1 | 0.8 | 6.1 | 3.4 | 18.4 | 5.9 | 14.5 | 18.7 | 31.0 | C+ |
| Multigenerational Households | 6.91 | 1.1 | 0.5 | 3.0 | 1.4 | 24.3 | 8.7 | 15.0 | 18.0 | 27.9 | C+ |



DOWNTOWN CARY

DOWNTOWN CARY

A set of questions examined visitation to downtown Cary. The respondents were first asked if they had visited downtown in the past year and 89.0% indicated they had gone to the area, up from 79.4% in 2016. Those who had visited downtown were then asked what drew them there (Appendix N). There were 574 total comments (many respondents gave multiple reasons), and the key downtown draws were restaurants (87 comments), shops/shopping (43 comments) and visiting/fun/pleasure (40 comments). Table 68 shows the other main reasons included the water fountain (32 comments), business/work (31 comments), art/art center (31 comments), everything/numerous reasons (30 comments), events (23 comments), walkability (22 comments) and the library (20 comments).

There were several changes in what drew respondents to downtown since 2016 (Table 69). These were the growing importance of restaurants (60 to 87 comments), while shops/shopping declined to some degree (55 to 43 comments). It appears the addition of the water fountain was a significant draw to downtown (32 comments). Other changes were the growing impact of the art/art center (19 to 31 comments), 22 new comments for the downtown’s walkability this year, and everything/numerous reasons increased from 11 to 30 comments. There were also 11 new comments for the park this year. Those who had not visited downtown were then asked why (Appendix O). There were 44 total comments, and the key explanation was schedule/work/too busy (17 comments). Other reasons included retired/elderly (five comments), prefer Raleigh/Apex (five comments), no reason (four comments) and no interest/don’t like it (three comments). See Appendix B for selected visiting downtown Cary crosstabulations (B437-B443).

Table 68. What Drew Respondents to Downtown Cary - 2018

| 2018 DOWNTOWN ACTIVITIES | # MENTIONED |
|--------------------------------------|-------------|
| Restaurants | 87 |
| Shops/Shopping | 43 |
| Visiting/Fun/Pleasure | 40 |
| Water Fountain | 32 |
| For Business/Work | 31 |
| Art/Art Center | 31 |
| Everything/Numerous Reasons | 30 |
| Events | 23 |
| Walkability | 22 |
| Library | 20 |
| Theater | 19 |
| Nothing in Particular | 15 |
| Quaintness/Historic Feel/ Atmosphere | 14 |
| Church | 12 |
| Drug Store/Ashworth | 12 |
| Live In or Around the Area | 11 |
| Brewery/Beer Store | 11 |
| Park | 11 |
| Driving/Passing Through | 10 |
| Festivals | 10 |

Table 69. What Drew Respondents to Downtown Cary - 2016

| 2016 DOWNTOWN ACTIVITIES | # MENTIONED |
|---|-------------|
| Restaurants | 60 |
| Shops/Shopping | 55 |
| Visiting/Fun/Pleasure | 47 |
| For Business/Work | 32 |
| Library | 26 |
| Theater | 20 |
| Art/Art Center | 19 |
| Driving/Passing through | 19 |
| Events | 17 |
| Drug Store/Ashworth | 17 |
| Post Office | 17 |
| Festivals | 14 |
| Everything/Numerous Reasons | 11 |
| Church | 10 |
| Live In or Around the Area | 10 |
| Lazy Daze | 9 |
| Quaintness/Historic Feel/ Atmosphere | 9 |
| Parade/Christmas Parade | 7 |
| Supporting Local Businesses | 7 |
| Bank | 6 |



GIVING BACK TO THE COMMUNITY AND IMPACTED BY FLOODING

GIVING BACK TO THE COMMUNITY

The respondents were asked to rate the importance for them to give back to their community. Table 70 shows there was a very high degree of agreement with this statement. The mean was 8.43 with 97.2% of the respondents on the “agree” side of the scale. There was only 0.6% on the “disagree” side. See Appendix B for selected giving back to the community crosstabulations (B444-B452).

Table 70. Importance of Giving Back to My Community

| YEAR | MEAN | STRONGLY DISAGREE 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | STRONGLY AGREE 9 | % ABOVE 5 |
|------|------|------------------------|-----|-----|-----|-----|-----|------|------|---------------------|-----------|
| 18 | 8.43 | 0.3 | 0.3 | 0.0 | 0.0 | 2.3 | 1.5 | 11.3 | 17.6 | 66.8 | 97.2 |

IMPACTED BY FLOODING

Finally, the respondents were asked a question concerning flooding and runoff in Cary. They were asked if they had been personally impacted by flooding or runoff or do they know of someone who was impacted by flooding or runoff. There were 9.3% or 37 respondents who answered yes to this question. See Appendix B for selected impacted by flooding or runoff crosstabulations (B453-B461).

Figure 22. Impacted by Flooding in Cary

