

## Methodology

The Town of Cary's 2010 Biennial Citizen Survey was conducted from January 23<sup>rd</sup> through February 19<sup>th</sup> of 2010. BKL Research administered the telephone survey to 401 residents of the Town of Cary. This resulted in a  $\pm 5\%$  margin of error. Both listed and unlisted telephone numbers including cell phones with Cary exchanges were included in the sampling frame and contacted using a random selection process. 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 18 to 21 minutes. The refusal rate for the survey was 15.6%. The survey instrument is included in Appendix A.

The survey consisted of 50 core questions with related subparts to several of the questions. Respondents were asked to rate the Town Government staff, Police Department, Fire Department, Parks & Recreation programs, streets/roads, perceptions of safety, quality of life, and solid waste/ recycling services. The survey also examined other issues including information sources, tax rates, information dissemination, opportunities to participate in decision-making, citizen involvement barriers, social media usage, and potential internet-based services. Another series of questions examined Town Council focus areas in relation to issues such as environmental protection, schools, downtown revitalization, transportation, planning & development, and parks & recreation. The respondents were primarily asked to use a 9-point scale. There were open-ended questions examining what respondents liked best and least, streets/roads/public areas needing attention, desirability of Cary, quality of life, most important issues, informational aspects, and tax increases. Other open-ended questions asked for suggestions to improve environmental protection, Cary as a place to live, work, and raise a family, school issues, downtown revitalization, transportation, planning & development, and parks & recreation. The survey incorporated 9 demographic questions.