

## Recommending Cary

A new set of questions asked the respondents how likely they would be to recommend Cary overall as a place to live, as a place to visit, and as a place to do business (Tables 33-35). A 9-point scale from very unlikely (1) to very likely (9) was utilized. The respondents were very likely to recommend to others Cary as a place to live. The mean was 8.27 with 95.0% of the responses on the “likely” side (above the midpoint of 5) of the scale with only 1.9% on the “unlikely” side (below 5). The respondents were somewhat less likely to recommend Cary as a place to visit. The mean was 7.06 with 75.4% on the “likely” side of the scale. This time there were 9.3% on the “unlikely” end of the scale. Finally, the respondents were more likely to recommend Cary as a place to do business than visit. The mean was 7.64 with 86.8% on the “likely” side of the scale and only 2.1% on the “unlikely” side.

**Table 33. Recommending Cary as a Place to Live.**

Year	Mean	Very Unlikely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above 5
10	8.27	1.0	0.0	0.2	0.7	3.0	2.0	9.5	22.7	60.8	95.0

**Table 34. Recommending Cary as a Place to Visit.**

Year	Mean	Very Unlikely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above 5
10	7.06	1.5	0.5	3.8	3.5	15.3	11.8	15.0	12.0	36.6	75.4

**Table 35. Recommending Cary as a Place to do Business.**

Year	Mean	Very Unlikely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above 5
10	7.64	0.3	1.0	0.8	0.0	11.3	6.0	19.5	20.8	40.5	86.8

### Recommending Cary Crosstabulations

Crosstabulations for recommending Cary were conducted on age, housing type, income, race, and years in Cary (Appendix B). The crosstabulations for recommending Cary as a place to live (B230-B234) were high and relatively consistent across the subgroups. The

highest means were from Asians (8.68), Hispanics (8.67), townhouse/condo dwellers (8.53), \$50,001-\$70,000 income level (8.48), and \$50,001-\$70,000 income level (8.45). The lowest means were from apartment dwellers (7.87), African-Americans (7.94), and 56-65 age group (8.05). The crosstabulations for recommending Cary as a place to visit were slightly less consistent across the subgroupings (B235-B239). The highest means were from Hispanics (8.33), townhouse/condo dwellers (7.78), and \$30,001-\$50,000 income level (7.57). The lowest means were from 18-25 age group (6.76), Caucasians (6.43), and over \$100,000 income level (6.82). The crosstabulations for recommending Cary as a place to do business are shown in Tables B240-B244. The means were generally high and consistent. The highest means were given by Hispanics (8.17), 0-1 year residents (8.00), Asians (7.91), and townhouse/condo dwellers (7.84). The lowest means were given by apartment dwellers (7.42) and 56-65 age group (7.43).