

Demographic Characteristics of the Sample

The demographic profiles of the sample are exhibited in Tables 1A-1G and Table 2. The age profile of the sample is illustrated in Figure 1A. A large percentage of the respondents (70.9%) fell between the ages of 26 to 55 with the largest portion (29.4%) in the 36-45 year-old category. Figure 1B represents the number of years the respondents had lived in the Town of Cary. As for years of residency, 69.0% the respondents had lived in Cary for 6 years or more. There was also a large percentage who had lived in the Town for only 2 to 5 years (21.3%).

Table 1A Sample: Age Distribution.

Age Groups	%
18-25	6.7
26-35	20.1
36-45	29.4
46-55	21.4
56-65	10.9
66-75	7.2
Over 75	4.2

Table 1B. Sample: Years Lived in Cary.

Years in Cary	%
0-1	9.7
2-5	21.3
6-10	19.8
11-20	30.4
Over 20	18.8

Figure 1C illustrates the number of children under the age of 18 living in the household. There were 53.6% of the sample who had no children under 18 living at home, 38.5% had 1-2 children, and 7.9% had 3-5 children. The sample represented a highly educated group (Figure 1D). Most of the respondents had graduated with a college degree (69.8%) with 22.6% of those earning a graduate degree and 5.5% a Ph.D., JD, or MD degree. Figure 1E details the racial breakdown of the sample showing 85.4% of the respondents were Caucasian, 6.5% were African-American, 5.3% were Asian, and 0.5% were Hispanic.

Table 1C. Sample: Children Under 18 in HH.

Children in Household	%
0	53.6
1-2	38.5
3-5	7.9
Over 5	0.0

Table 1D. Sample: Educational Level.

Education	%
High School or Less	4.7
Some College	25.6
College Degree	41.7
Graduate Degree	22.6
PhD/JD/MD	5.5

Table 1E: Sample: Race.

Race	%
Caucasian	85.4
African-American	6.5
Asian	5.3
Hispanic	0.5
Other	2.3

There were high levels of household income for the sample (Figure 1F). This is illustrated in the high percentage of respondents in the over \$100,000 (49.4%) and \$70,001-\$100,000 (24.7%) income categories. In terms of gender, 53.3% of the sample were female and 46.7% were male (Figure 1G). The largest percentage of the respondents resided in single family dwellings (82.9%), 8.7% in a townhouse/ condominium, 7.7% in an apartment, and 0.5% in a duplex. 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 2. This was done for those question 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 goal setting for planning cycles. 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. Approximately 50% of the respondents agreed to participate in a session. This reflects the citizen's strong involvement and concern for Cary.

Table 1F Sample: Income Level.

Income Levels	%
0-\$20,000	1.4
\$20,001-\$30,000	3.7
\$30,001-\$50,000	10.1
\$50,001-\$70,000	10.6
\$70,001-\$100,000	24.7
Over \$100,000	49.4

Table 1G. Sample: Gender.

Gender	%
Male	46.7
Female	53.3

Table 2. 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 report will include selected crosstabulations specifically chosen by the Town for questions in the survey (Appendix B). It is important to exercise caution in the interpretation of crosstabulations. They will act to segment or slice up the sample size and in turn increase the margin of error for a question. For example, it is difficult to interpret crosstabulations with small sample sizes. For that reason, sample sizes less than 10 in subgroupings will not be discussed in crosstabulations. Keep in mind that even crosstabulations with a sample this size will have exceptionally high margins of error. As for terminology, a subgroup would be a specific breakout category in a particular group such as 18-25 age group or \$20,001-\$30,000 income level.

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 (no college degree, college degree), children in household under 18 (no children, children), race (Caucasian, African-American, Asian, Hispanic, Other), internet (no access, access), literacy (all literate, one or more illiterate), and years in Cary (0-1, 2-5, 6-10, over 10).