

Methodology

The Town of Cary's 2008 Biennial Citizen Survey was conducted from February 1st through February 23rd of 2008. BKL Research administered the telephone survey to 405 residents of the Town of Cary. This resulted in a $\pm 5\%$ margin of error. Both listed and unlisted telephone numbers with Cary exchanges were included in the sampling frame and contacted using a random selection process. A minimum of four callbacks was attempted on each number not screened from the sampling frame. The potential respondents were screened with regards to residence in Cary and whether they were over the age of 18. The average survey completion time was 17 to 20 minutes. The refusal rate for the survey was 18.0%. The survey instrument is included in Appendix A.

The survey consisted of 46 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, internet access, the Town's cable programming, information dissemination, opportunities to participate in decision-making, instant runoff elections, emergency preparedness, and sense of community. 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 was an open-ended question included to examine the most important issue facing Cary. In addition, the respondents were asked to suggest improvements for streets/public areas, desirability of Cary, quality of life, environmental protection, Cary as a place to live, school issues, downtown revitalization, transportation, planning & development, and parks & recreation. The survey also incorporated 10 demographic breakdown questions.