
TOWN of CARY

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Methodology

Methodology

The Town of Cary's 2006 Biennial Citizen Survey was conducted from January 6th through January 23rd of 2006. The survey instrument is included in Appendix A. 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 separate callbacks was attempted on each number not screened (eliminated) 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 between 18 and 21 minutes. The refusal rate for the survey was 31.5%.

The survey consisted of 44 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, streets/roads, perceptions of safety, quality of life items, and management of Cary. The survey also examined other issues including information sources, tax rates, solid waste/recycling services, storm drain knowledge, internet access, opportunities to participate in decision-making, and achievement of Town goals. Other sections of the survey examined the Community Candidates Forums, emergency preparedness, wireless internet or Wi-Fi zones, and aquatic programming/facility. The respondents were primarily asked to use a nine-point scale with a midpoint of five. Three open-ended questions were included in the survey to examine additional services the Police Department could provide, the most important issue facing Cary, and actions to improve the Town of Cary. The survey also incorporated 11 demographic breakdown questions.



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