

NEWS LIST

Survey Says Citizens Continue to be Highly Satisfied with Cary Town Staff, Services and Operations

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Cary, NC – **The Town of Cary earns an A- from its citizens when it comes to Town-provided services and operations, according to the results of the 2014 Biennial Citizen Satisfaction Survey.** The survey gave a group of Cary residents the opportunity to rate their government and community on topics like safety, appearance, Town employees’ customer service, quality of life, solid waste/recycling, taxes and much more. The Town uses this scientific poll to help provide guidance on where it might make changes to enhance Cary citizens’ quality of life.

Some of this year’s outstanding results (letter grade equivalent of “A” or higher) included:

- Courteous, fair and competent Fire Department
- Overall ease of parks, recreation and cultural resources registration, program quality and facility quality
- Improved Christmas tree collection

“This year’s overall results are our third highest since we began conducting the survey in 1998, and I am grateful for the good work our staff continues to put forth for our citizens,” said Town Manager Ben Shivar. “Even so, ratings are down in a few areas, and, as always, we will be reviewing them in detail to see how we might improve. As always, we very much appreciate our citizens’ feedback and support as we strive to keep Cary one of the best places in America.”

In addition to customer service and operations, the 2014 survey included questions on broad, Town Council focus areas established during the 2010 annual Council-Staff retreat; these results help the Council track citizen satisfaction with progress in core areas:

FOCUS AREA	PERCENT SATISFIED (2012)	PERCENT SATISFIED (2014)
Environmental Protection	88.6%	89.1%
Keeping Cary the best place to live, work and raise a family	93.1%	87.1%
Downtown Revitalization	71.3%	68.7%
Transportation	80.8%	79.9%
Planning and Development	75.6%	72.6%
Parks & Recreation	91.2%	90.5%

The 2014 survey also revealed that:

- Nine out of 10 citizens (92.1%) believe that the quality of life in Cary has remained the same or improved over the past two years
- A majority (66.9%) of residents feels that Cary’s tax rate is “about right”
- The most important issues identified by Cary citizens are growth, road improvements, schools and downtown revitalization
- Over three-fourths (85.6%) have visited downtown Cary in the last year
- Almost all citizens (97.2%) have access to the internet via home, work and/or a mobile device
- Over half (60.1%) have college degrees, with 4.8% of those having a Ph.D, JD, or MD

A total of 405 Cary households were randomly selected for the survey and interviewed by telephone (listed, unlisted and cell numbers) from January 11-February 4, 2014. Just like Gallop, Nielsen, and other international pollsters, consultants for the Town utilized scientifically developed sampling techniques and statistical analysis that allow the survey results to be generalized over the entire population even though not everyone in Cary is called. The margin of error for the 2014 survey was +/- 5 percent.

As a follow-up to the survey, the Town plans to conduct two focus groups later this month. Comprised of randomly selected participants of the telephone survey, these focus groups will provide an opportunity for the Town to probe specific survey findings in greater detail.

The Town contracted with BKL Research of Salem, VA to conduct the study (survey and focus groups) at a cost of \$34,760. Representatives from BKL made a formal presentation of the findings at the April 10 regular Cary Town Council meeting which can be viewed by searching "Cary TV" at www.townofcary.org or on the Town's YouTube Channel, www.youtube.com/townofcarychannel.

Find the full survey report by searching "Surveys and Research" at www.townofcary.org.

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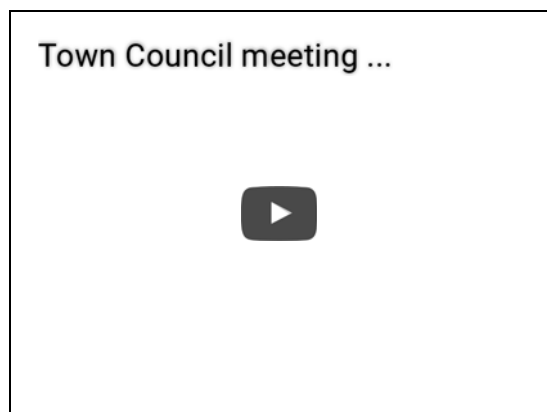
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