

# Town of Cary 2012 Biennial Citizen Survey Report

## Methodology

The Town of Cary's 2012 Biennial Citizen Survey was conducted from January 2<sup>nd</sup> through January 20<sup>th</sup> of 2012. BKL Research administered the telephone survey to 402 residents of the Town of Cary. This resulted in a  $\pm 5\%$  margin of error. Both listed and unlisted telephone numbers including cell phones 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 Cary residence and over the age of 18. The average survey completion time was 18 to 21 minutes and the refusal rate was 26.4%. The survey instrument is included in Appendix A.

The survey consisted of 47 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, information dissemination, opportunities to participate in decision-making, citizen involvement barriers, new media usage, and potential internet-based services. Another series of questions examined Town Council focus areas in relation to issues such as keeping Cary best place to live, environmental protection, downtown revitalization, transportation, planning & development, and parks & recreation. The respondents were also asked actions that could improve dissatisfaction with these focus areas. There were questions examining new amenities/activities for downtown, farmer's market, sustainable practices, plug-in vehicles, smart phones, internet access, and home telephone service. The respondents were primarily asked to use a 9-point scale. There were open-ended questions examining streets/roads and public areas needing attention and most important issues. The survey incorporated 9 demographic questions.

## Demographic Characteristics of the Sample

The demographic profiles of the sample are exhibited in Figures 1-6. The age profile of the sample is illustrated in Figure 1. A large percentage of the respondents (67.8%) fell between the ages of 26 to 55 with the largest portion (28.5%) in the 36-45 year-old category. Figure 2 represents the number of years the respondents had lived in the Town of Cary. As for years of residency, 73.1% of the

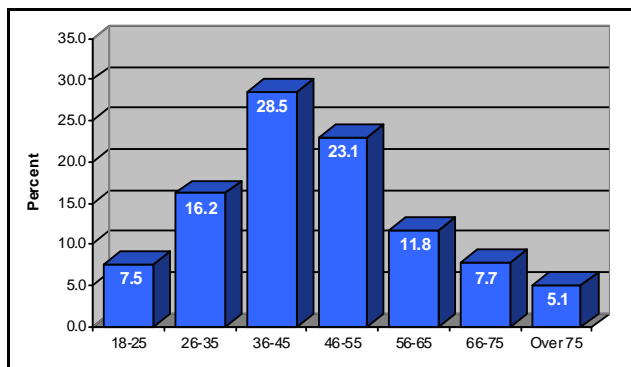


Figure 1. Sample: Age Distribution.

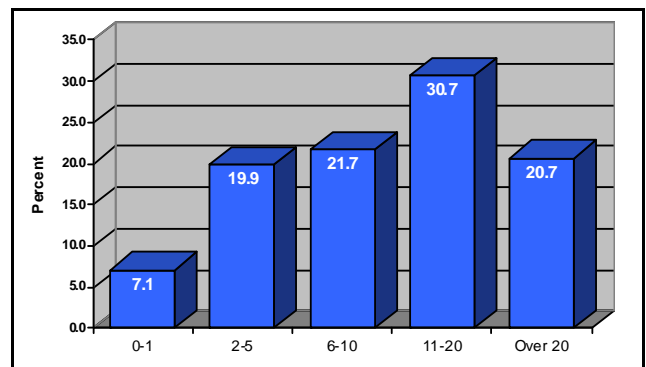
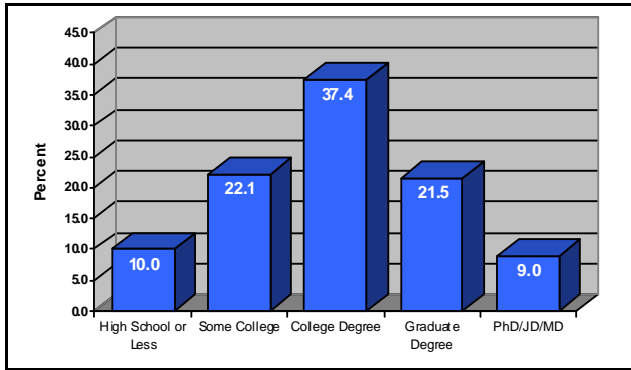
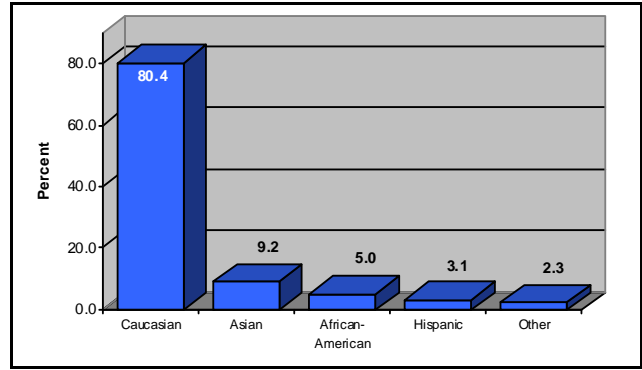


Figure 2. Sample: Years Lived in Cary.

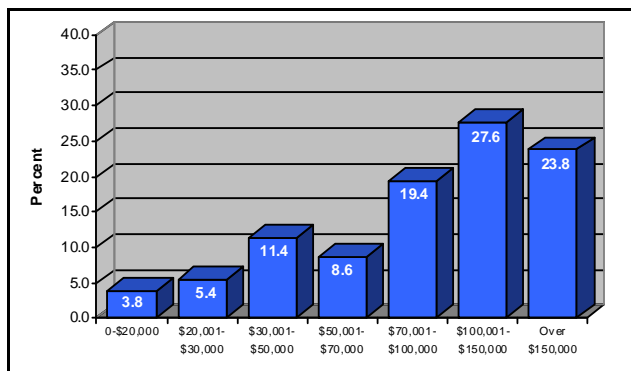


**Figure 3. Sample: Educational Level.**

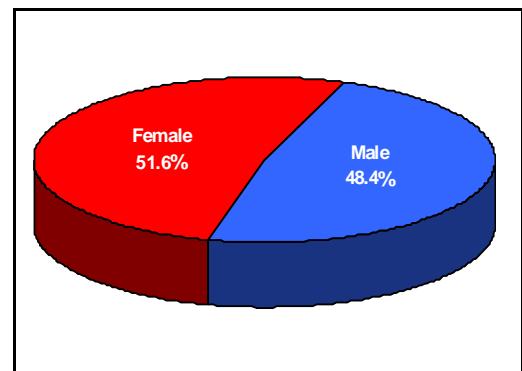


**Figure 4. Sample: Race.**

respondents had lived in Cary for 6 years or more. There was also a large percentage who had lived in the Town for only 2-5 years (19.9%). Figure 3 shows the sample to be a highly educated group. Most of the respondents had graduated with a college degree (67.9%) with 21.5% of those earning a graduate degree and 9.0% a PhD, JD, or MD degree. Figure 4 details the racial breakdown of the sample showing 80.4% of the respondents were Caucasian, 9.2% were Asian, 5.0% were African-American, and 3.1% were Hispanic. There were high levels of household income for the sample (Figure 5). This is illustrated in the high percentage of respondents in the \$100,001-\$150,000 (27.6%) and over \$150,000 (23.8%) income categories. In terms of gender, 51.6% of the sample were female and 48.4% were male (Figure 6). The largest percentage of the respondents (84.1%)



**Figure 5. Sample: Income.**



**Figure 6. Sample: Gender.**

resided in single family home, 8.9% in an apartment, and 6.6% in a townhouse/condominium/duplex. There were 87.4% (compared to 93.7% in 2010) of the respondents who indicated they were registered voters and 55.0% (compared to 61.0% in 2010) of those voted in the 2011 local elections. Selected crosstabulations on years in Cary (B317-B323), housing type (B324-B330), voter status (B331-B338), voted in 2011 local elections (B339-B346) are included in Appendix B. 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 1. This was done for those questions 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 35.5% of the respondents agreed to participate in a session. This reflects the citizen's strong involvement and concern for the Town.

The report will include selected crosstabulations expressly chosen by the Town for specific 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. It is difficult to interpret crosstabulations with small sample sizes for a specific demographic subgrouping. For that reason, sample sizes with less than 10 respondents in a subgroupings will not be discussed. Keep in mind that any of the crosstabulations with a sample size this small 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 \$100,001-\$150,000 income level.

**Table 1. Grading Scale.**

<b>Rating (%)</b>	<b>Grade</b>
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 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 (high school degree/some college, college degree, PhD/JD/MD), income (0-\$50,000, \$50,001-\$100,000, \$100,001-\$150,000, over \$150,000), race (Caucasian, Asian, African-American, Hispanic, Other), and years in Cary (0-1, 2-5, 6-10, over 10). All the tables are displayed in percentages unless otherwise stated.

Significance tests were conducted on the mean differences for the 2010 and 2012 surveys. Any service dimension which was measured in both years was compared with statistical analysis. No assumption of homogeneity of variance was assumed since the sample sizes for the service dimensions generally differed for the two measurement periods. For that reason, a Welch's t-test was utilized with a two-tailed test at the .05 confidence level to determine significance. This statistical method will test the null hypothesis that the two population means are equal while correcting for unequal variances. A two-tailed test was employed due to the fact the mean difference could be higher or lower. An asterisk will be placed after any mean in the tables that is statistically significant (for example 8.53<sup>\*</sup>). Appendix V lists the significance tests for all the Town's service dimensions comparing changes from 2010 to 2012.

## Town Government Staff

The performance of the Town Government staff was assessed with a set of seven items or questions. These questions were only administered to those respondents who had contact with the Town Government in the past two years. There were 20.6% (compared to 26.4% in 2010) or 83 respondents who indicated they had contact within that time frame. A 9-point grading scale from very poor (1) to excellent (9) was used to rate performance. The results of the 1998, 2000, 2002, 2004, 2006, 2008, and 2010 Cary Biennial Surveys will be included in tables throughout the report when applicable. The incorporation of the previous survey results facilitates comparisons between survey periods to reveal trends.

The results show high ratings for the Town Government staff in 2012 with a slight improvement from 2010. All the means increased for the four items common to both surveys including a grade increase from B+ to A- for *courteous*. Two new service dimensions, *overall quality of customer service* and *helpful*, were added this year, both earning positive results. Tables 2-7 placed in descending order of ratings indicate high marks for *courteous* (A-), *professionalism* (B+), *overall quality of customer service* (B+), *knowledgeable* (B+), *helpful* (B+), and *promptness of response* (B+). Although the grade did not improve from B+, the mean of 7.84 for *promptness of response* represents the highest earned for this service dimension by the Town.

To summarize, the Town Government staff earned impressive scores with a level of improvement from 2010 with all four means that were common to 2010 and 2012 increasing and one of the grades improving including high marks for two new service dimensions.

**Table 2. Town Government Staff: Courteous.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.11</b>	<b>2.4</b>	<b>0.0</b>	<b>1.2</b>	<b>1.2</b>	<b>3.6</b>	<b>4.8</b>	<b>3.6</b>	<b>21.4</b>	<b>61.9</b>	<b>A-</b>
10	7.98	2.9	0.0	0.0	1.0	3.8	5.8	10.6	20.2	55.8	B+
08	8.35	0.0	1.1	0.0	0.0	1.1	2.3	10.2	25.0	60.2	A-
06	7.77	2.9	0.0	0.0	1.0	5.9	4.9	14.7	27.5	43.1	B
04	8.33	1.0	0.0	0.0	0.0	2.0	5.1	5.1	25.3	61.6	A-
02	7.81	3.0	0.0	1.0	0.0	6.9	1.0	8.9	35.6	43.6	B+
00	7.98	1.2	2.3	1.2	1.2	3.5	3.5	8.1	23.3	55.8	B+
98	7.63	2.4	0.8	0.0	2.4	4.0	1.6	19.8	39.7	29.4	B+

**Table 3. Town Government Staff: Professionalism.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.02</b>	<b>2.4</b>	<b>0.0</b>	<b>1.2</b>	<b>1.2</b>	<b>3.6</b>	<b>6.0</b>	<b>6.0</b>	<b>21.4</b>	<b>58.3</b>	<b>B+</b>
10	7.99	2.9	0.0	0.0	1.0	3.8	6.7	6.7	24.8	54.3	B+
08	8.14	0.0	0.0	2.2	0.0	4.4	4.4	11.1	18.9	58.9	A-
06	7.57	2.0	1.0	1.0	2.0	6.9	3.9	22.5	20.6	40.2	B
04	8.10	2.0	1.0	0.0	1.0	5.0	1.0	9.0	21.0	60.0	A-
02	7.55	3.0	1.0	0.0	1.0	7.9	3.0	17.8	32.7	33.7	B
00	7.73	1.2	2.3	1.2	0.0	3.5	7.0	19.8	19.8	45.3	B
98	7.32	3.2	1.6	3.2	0.8	4.0	2.4	27.0	31.7	26.2	B-

**Table 4. Town Government Staff: Overall Quality of Customer Service.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
12	8.01	2.4	0.0	1.2	1.2	4.8	4.8	3.6	25.3	56.6	B+

**Table 5. Town Government Staff: Knowledgeable.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
12	7.98	2.4	1.2	1.2	1.2	3.6	4.8	3.6	25.3	56.6	B+
10	7.84	2.9	1.0	0.0	1.0	4.8	7.7	8.7	22.1	51.9	B+
08	8.12	0.0	0.0	0.0	2.2	5.6	2.2	12.4	22.5	55.1	A-
06	7.54	2.9	1.0	2.0	0.0	7.8	3.9	18.6	23.5	40.2	B
04	7.95	2.0	1.0	0.0	0.0	4.1	4.1	15.3	22.4	51.0	B+
02	7.44	4.0	0.0	0.0	3.0	10.1	2.0	17.2	27.3	36.4	B-
00	7.70	2.4	1.2	1.2	2.4	2.4	2.4	21.2	24.7	42.4	B
98	7.30	1.6	2.4	1.6	1.6	6.3	9.4	20.5	29.1	27.6	B-

**Table 6. Town Government Staff: Helpful.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
12	7.94	4.8	1.2	0.0	0.0	3.6	4.8	3.6	22.9	59.0	B+

**Table 7. Town Government Staff: Promptness of Response.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
12	7.84	3.7	1.2	1.2	1.2	3.7	3.7	7.3	24.4	53.7	B+
10	7.79	3.9	0.0	0.0	1.9	4.9	4.9	13.6	19.4	51.5	B+
08	7.75	3.5	1.2	0.0	1.2	7.1	1.2	14.1	22.4	49.4	B
06	7.27	2.9	2.0	2.0	2.0	9.8	3.9	19.6	24.5	33.3	B-
04	7.79	2.1	1.0	2.1	2.1	7.2	3.1	5.2	25.8	51.5	B+
02	7.32	4.9	1.0	0.0	1.0	8.8	1.0	21.6	35.3	26.5	B-
00	7.45	3.6	3.6	1.2	0.0	3.6	6.0	18.1	25.3	38.6	B-
98	7.26	4.8	0.0	0.8	1.6	4.0	8.0	24.0	35.2	21.6	B-

The respondents who gave lower marks (below 5) to any of the service dimensions were subsequently asked what they recalled about the interaction. There were only 6 total comments and they are shown in Appendix C.

#### Town Government Staff Crosstabulations

The crosstabulations (Appendix B) were conducted on selected demographic variables (age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary). As mentioned earlier, any subgroupings with sample sizes less than 10 will not be discussed in the report due to excessive margins of error. The breakdowns for contact with the Town Government are shown in Tables B1-B9. The highest levels of contact (in order) were over 65 age

group (38.0%), 2-5 year residents (29.1%), and voter in 2011 local elections (25.5%). The lowest levels of contact with the Town Government were Hispanics (8.3%), 18-25 age group (10.3%), those not registered to vote (14.0%), nonvoter in 2011 local elections (14.1%), and apartment dwellers (14.3%).

## Streets and Roads

The *maintenance of streets and roads* was assessed using a same 9-point grading scale ranging from very poor (1) to excellent (9). The results show a level of improvement from 2010 (Table 8). This year the mean increased from 6.58 to 6.85 representing a grade increase from C- to C. This is the highest mean the Town has earned on maintenance of streets and roads. This mean increase was large enough to reach statistical significance. Although this is an area the Town earns some of its lower marks overall, there has been marked improvement this year. Keep in mind, streets and roads will likely be a challenging area for any municipality with growth and traffic to earn higher marks.

**Table 8. How Well Cary Maintains Streets and Roads.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>6.85*</b>	<b>0.7</b>	<b>0.5</b>	<b>1.7</b>	<b>5.2</b>	<b>9.0</b>	<b>14.4</b>	<b>34.6</b>	<b>20.9</b>	<b>12.9</b>	<b>C</b>
10	6.58	2.5	2.0	2.8	7.0	12.3	10.1	27.1	22.4	13.8	C-
08	6.61	1.7	2.0	2.7	4.0	14.8	11.4	30.1	22.0	11.4	C-
06	6.55	2.0	0.7	3.7	4.5	16.9	12.9	27.0	19.4	12.9	C-
04	6.66	1.7	2.7	3.5	3.0	11.4	13.7	28.1	22.1	13.7	C
02	6.72	1.7	0.7	1.7	4.7	13.5	10.3	35.4	19.7	12.3	C
00	6.50	3.0	1.5	2.2	4.0	15.2	11.5	32.4	22.4	7.7	C-
98	6.04	2.2	2.7	4.7	9.0	15.5	17.7	27.9	15.0	5.2	D+

### Streets and Roads Needing Attention

The respondents who rated the streets and roads below 5 were asked to name specific streets/roads that need more attention and the problem(s). The problems cited for most of the areas were potholes and poor pavement. The streets/roads mentioned most often were Maynard Road (11 times), Kildaire Farm Road (5 times), Walnut Street (5 times), Green Level Church Road (5 times), and High House Road (3 times). There were much fewer comments about roads needing attention this year compared to the last survey in 2010. In 2010, Kildaire Farm Road had 34 comments and Maynard Road had 23 comments. See Appendix D for all the streets/roads mentioned and their problems.

### Streets and Roads Crosstabulations

The crosstabulations for streets and roads were performed on age, housing type, income, and years in Cary (Tables B10-B13). The grades for *maintenance of streets and roads* were mostly in the C range across subgroups. The lowest marks were given by 18-25 age group (D). In addition, there were a couple of C- grades given by \$50,001-\$100,000 income level and 56-65 age group. The highest grades were from over \$150,000 income level and 0-1 year residents both giving the Town a solid grade of B-.

## Cleanliness and Appearance of Public Areas

The cleanliness and appearance of public areas was assessed by a set of five questions. The respondents were first asked about the Town’s success at keeping Cary *clean and forever green*. This was followed by a series of four questions examining the cleanliness and appearance of several public areas including *streets, median/roadsides, parks, and greenways*. Again, the same 9-point scale from very poor (1) to excellent (9) was used.

The respondents continue to be very positive concerning the Town’s success at keeping Cary *clean and forever green*. This relates to Cary’s litter reduction and beautification efforts around Town. The mean was virtually unchanged from 2010. Table 9 indicates the respondents felt the Town was very effective in keeping the area *clean and forever green* giving the Town an impressive mean of 8.11. The grade remains unchanged at the A- level. Note that 40.5% of the respondents answered “excellent” to the question.

**Table 9. Success at Keeping Cary Clean and Forever Green.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
12	8.11	0.0	0.0	0.0	0.5	2.6	2.9	14.0	39.5	40.5	A-
10	8.12	0.0	0.5	0.0	0.3	2.3	2.3	13.3	41.1	40.4	A-

The cleanliness and appearance of several public areas also received very high marks. The results shown in Tables 10-13 (placed in descending mean order) indicated the respondents were very satisfied with the cleanliness and appearance of *parks, greenways, median/roadsides, and streets*. The means increased for all the public areas and a grade improved for one of the areas. The cleanliness and appearance of *parks* earned the highest mark improving from A- to A. The grade for *greenways* remained an A- while the grades for *median/roadsides* and *streets* stayed at the B+ level but now border on moving up to the A- range. In addition, the mean increases for *median/roadsides* and *streets* was large enough to reach statistical significance. These are the highest grades earned thus far for cleanliness and appearance of public areas. Overall, combining these ratings with the marks for *keeping Cary clean and forever green*, this ranks as Cary’s most successful year for cleanliness and appearance of public areas.

**Table 10. Cleanliness and Appearance of Parks.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
12	8.47	0.0	0.0	0.0	0.0	1.6	0.5	7.5	30.2	60.2	A
10	8.41	0.0	0.0	0.0	0.0	1.6	1.8	8.3	31.0	57.4	A-
08	8.14	0.0	0.0	0.0	0.8	1.9	1.6	15.7	38.7	41.3	A-
06	7.88	0.5	0.3	1.4	0.3	4.1	4.4	15.9	34.9	38.2	B+
04	8.03	0.8	0.0	0.3	0.3	3.4	3.4	14.1	34.7	42.9	B+
02	7.99	0.5	0.0	0.0	0.5	4.0	2.1	15.7	40.7	36.4	B+
00	7.86	0.0	0.0	0.3	0.6	2.5	5.4	21.1	40.8	29.3	B+
98	7.42	3.9	0.0	0.5	1.0	2.6	5.4	26.6	39.0	20.9	B-



**Table 11. Cleanliness and Appearance of Greenways.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.38</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.3</b>	<b>1.8</b>	<b>1.6</b>	<b>6.6</b>	<b>33.9</b>	<b>55.6</b>	<b>A-</b>
10	8.34	0.0	0.3	0.0	0.0	1.3	2.4	9.0	33.8	53.3	A-
08	8.05	0.3	0.0	0.0	0.3	3.3	2.2	15.2	41.0	37.7	B+
06	7.78	0.6	0.3	1.4	0.3	4.9	4.3	17.3	37.9	32.9	B
04	7.86	0.9	0.0	0.9	0.0	3.0	6.3	17.1	36.8	35.0	B+
02	7.70	0.3	0.0	0.6	1.4	6.9	4.6	19.0	37.4	29.9	B
00	7.64	0.6	1.2	0.3	0.3	4.0	7.4	21.9	36.7	27.5	B
98	7.32	4.5	0.3	1.1	0.8	3.7	6.3	25.1	36.4	21.9	B-

**Table 12. Cleanliness and Appearance of Median/Roadsides.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.03*</b>	<b>0.5</b>	<b>0.0</b>	<b>0.2</b>	<b>0.5</b>	<b>3.0</b>	<b>3.7</b>	<b>16.4</b>	<b>33.1</b>	<b>42.5</b>	<b>B+</b>
10	7.87	0.0	0.0	0.3	0.3	2.8	6.5	19.6	39.8	30.7	B+
08	7.61	0.2	0.7	0.7	1.5	4.2	5.9	24.9	36.0	25.7	B
06	7.31	1.3	0.5	2.0	2.0	7.3	7.0	23.6	36.1	20.3	B-
04	7.48	1.0	0.3	1.5	1.0	6.3	7.3	25.6	30.3	26.8	B-
02	7.16	1.0	0.3	2.3	2.5	8.3	9.3	28.0	31.3	17.3	B-
00	7.30	1.0	1.0	0.8	0.8	5.0	11.0	29.6	34.8	16.0	B-
98	7.16	0.5	1.0	0.2	2.0	7.7	13.2	31.3	28.6	15.4	B-

**Table 13. Cleanliness and Appearance of Streets.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.01*</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.5</b>	<b>3.0</b>	<b>3.2</b>	<b>16.2</b>	<b>36.7</b>	<b>39.4</b>	<b>B+</b>
10	7.79	0.0	0.5	0.3	0.8	5.0	5.0	18.6	39.9	29.9	B+
08	7.66	0.0	0.0	0.5	1.0	5.2	4.4	27.4	37.3	24.2	B
06	7.35	0.7	0.7	1.2	1.2	9.7	6.5	22.6	37.1	20.1	B-
04	7.44	0.7	0.7	1.7	1.0	6.5	9.5	21.9	30.9	26.9	B-
02	7.28	1.5	0.0	1.0	2.0	6.5	7.7	30.8	33.3	17.2	B-
00	7.43	0.8	0.0	0.5	0.5	4.8	8.8	30.5	39.8	14.5	B-
98	7.45	0.0	0.2	0.5	1.0	4.7	10.9	29.4	34.6	18.7	B-

**Public Areas Needing Attention**

The respondents who gave ratings below 5 were asked to give specific examples of public areas needing attention. There were only 13 responses with no pattern to the comments (Appendix E).

**Public Areas Crosstabulations**

Crosstabulations were conducted on age, housing type, income, and years in Cary for the cleanliness and appearance of public areas. The grades were high and generally consistent for *clean and forever green* (Tables B14-B17), *parks* (Tables B18-B21), *greenways* (Tables B22-B25), *median/roadsides* (Tables B26-B29), and *streets* (Tables B30-B33). Note that no grades fell into the C range this year.

## Police Department

The performance of the Cary Police Department was assessed with a set of seven questions. These questions were only administered to those respondents who had contact with the Police Department in the past two years. In this case, it was 30.8% (compared to 29.9% in 2010) or 124 respondents. Table 14 indicates most of the respondents had contact with an officer (85.2%) or dispatcher (16.4%). There was more limited contact with a clerk (4.9%), animal control (3.3%), detective (1.6%), and district commander (1.6%). The results in the table represent several multiple contacts with different Police personnel by the same individual.

**Table 14. Police Department: Person Contacted.**

Person Contacted	Number	Percentage
Officer	104	85.2
Dispatcher	20	16.4
Clerk	6	4.9
Animal Control	4	3.3
Detective	2	1.6
District Commander	2	1.6
Not Sure	1	0.8

The Police Department was assessed on five service dimensions (*courteous, competence, response time, fairness, and problem solving*) on the same 9-point grading scale from very poor (1) to excellent (9) placed in descending mean order (Tables 15-19). The Police continue to have an excellent profile which has improved since 2010. This year all the means increased and one of the grades improved which was the grade for *courteous* which increased from an A- to an A. These were the highest ratings to date for all the Police service dimensions. In addition, the means for *competence, fairness, problem solving, and response time* all border on moving into the A range. Overall, the Police earned very strong marks again in 2012 with improvement in all the service dimensions from the 2010 survey.

**Table 15. Police Department: Courteous.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
12	8.53	0.8	0.0	0.0	0.8	1.6	1.6	4.8	15.3	75.0	A
10	8.40	1.7	0.8	1.7	0.8	0.8	0.0	3.4	16.8	73.9	A-
08	8.43	1.0	0.0	0.0	1.0	0.0	2.9	9.8	15.7	69.6	A
06	7.98	2.4	0.0	0.8	1.6	6.3	2.4	11.1	15.9	59.5	B+
04	8.11	3.2	2.4	0.0	1.6	3.2	0.8	4.0	15.9	69.0	A-
02	8.24	0.8	0.8	1.5	0.8	2.3	3.0	6.8	20.3	63.9	A-
00	7.95	1.5	2.3	0.8	1.5	5.3	3.0	7.6	19.7	58.3	B+
98	7.72	3.3	1.1	2.2	2.2	3.9	4.4	9.9	21.0	51.9	B

**Table 16. Police Department: Competence.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.40</b>	<b>1.7</b>	<b>0.9</b>	<b>0.0</b>	<b>0.9</b>	<b>0.9</b>	<b>2.6</b>	<b>6.9</b>	<b>11.2</b>	<b>75.0</b>	<b>A-</b>
10	8.32	1.7	0.0	1.7	0.8	3.4	1.7	3.4	14.4	72.9	A-
08	8.36	1.0	0.0	0.0	0.0	1.9	3.9	8.7	19.4	65.0	A-
06	7.99	1.7	0.0	0.8	1.7	7.5	0.8	11.7	18.3	57.5	B+
04	8.13	2.6	1.7	0.9	0.9	3.4	2.6	4.3	15.4	68.4	A-
02	8.23	0.0	0.8	0.0	1.5	3.8	3.1	10.0	20.8	60.0	A-
00	7.89	3.1	2.4	0.8	0.0	2.4	5.5	7.1	24.4	54.3	B+
98	7.62	2.2	2.2	2.2	5.5	3.9	2.8	9.4	21.5	50.3	B

**Table 17. Police Department: Fairness.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.39</b>	<b>1.7</b>	<b>0.0</b>	<b>0.9</b>	<b>0.0</b>	<b>1.7</b>	<b>3.4</b>	<b>5.1</b>	<b>14.5</b>	<b>72.6</b>	<b>A-</b>
10	8.19	3.4	1.7	0.8	0.8	2.5	0.0	4.2	15.1	71.4	A-
08	8.32	1.1	0.0	2.2	1.1	0.0	1.1	11.0	15.4	68.1	A-
06	7.87	1.7	0.9	0.9	2.6	6.9	1.7	11.2	19.8	54.3	B+
04	8.10	3.5	1.7	2.6	0.0	1.7	0.9	4.3	15.7	69.6	A-
02	8.18	0.8	1.6	0.8	1.6	3.1	3.1	4.7	21.1	63.3	A-
00	7.74	3.9	3.1	2.4	1.6	3.9	1.6	4.7	20.5	58.3	B
98	7.49	3.9	2.8	2.2	3.4	7.3	1.7	8.4	18.5	51.7	B-

**Table 18. Police Department: Problem Solving.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.38</b>	<b>1.8</b>	<b>0.9</b>	<b>0.9</b>	<b>0.0</b>	<b>0.9</b>	<b>2.7</b>	<b>5.5</b>	<b>12.7</b>	<b>74.5</b>	<b>A-</b>
10	8.09	3.6	0.0	0.9	0.9	2.7	0.9	10.8	17.1	63.1	A-
08	7.83	5.6	2.2	0.0	0.0	2.2	6.7	6.7	13.5	62.9	B+
06	7.70	1.0	1.9	0.0	4.8	10.6	3.8	7.7	15.4	54.8	B
04	7.69	3.6	4.5	0.0	2.7	4.5	1.8	9.1	14.5	59.1	B
02	7.79	3.3	0.0	0.8	1.7	3.3	6.6	14.9	18.2	51.2	B+
00	7.56	4.2	4.2	0.8	0.8	2.5	4.2	14.4	19.5	49.2	B
98	7.05	6.3	1.1	5.1	3.4	7.4	4.0	14.8	18.2	39.8	C+

**Table 19. Police Department: Response Time.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.36</b>	<b>2.6</b>	<b>0.0</b>	<b>1.3</b>	<b>1.3</b>	<b>1.3</b>	<b>1.3</b>	<b>5.3</b>	<b>9.2</b>	<b>77.6</b>	<b>A-</b>
10	8.31	1.1	0.0	1.1	2.1	2.1	1.1	8.4	15.8	68.4	A-
08	8.18	1.1	0.0	1.1	1.1	1.1	4.4	14.3	15.4	61.5	A-
06	7.75	1.9	2.9	1.0	1.9	5.8	5.8	9.7	13.6	57.3	B
04	7.90	2.8	1.9	0.9	1.9	7.5	2.8	4.7	12.1	65.4	B+
02	7.99	0.0	1.7	0.9	0.0	6.1	3.5	13.9	20.9	53.0	B+
00	7.59	4.4	2.7	0.9	1.8	0.9	5.3	15.0	23.0	46.0	B
98	7.30	5.4	2.4	2.4	3.6	4.2	2.4	14.3	25.6	39.9	B-

## Police Department Crosstabulations

The crosstabulations (age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary) for contact with the Police Department are shown in Tables B34-B42 in Appendix B. The highest levels of contact (in order) were African-Americans (42.1%), 56-65 age group (39.1%), and over \$150,000 income level (38.7%). The lowest levels of contact were from Asians (17.1%), 18-25 age group (17.2%), 0-1 year residents (21.4%), and over 65 age group (24.0%).

## Fire Department

The performance of the Cary Fire Department was assessed with a set of six questions regarding contact with the Department and their service dimensions. These questions were only administered to those respondents who had contact with the Fire Department in the past two years. In this case, it was 10.9% (compared to 11.8% in 2010) or 44 respondents. The same 9-point grading scale from very poor (1) to excellent (9) was used to rate their performance. The results shown in Tables 20-24 (placed in descending mean order) indicate that the Fire Department continues to have superior ratings with all the dimensions earning a grade of A+. This year, the grade improved for *response time* from A to A+ earning a perfect rating of 9.00. While the mean was unchanged for *problem solving*, there were slight mean decreases for the other dimensions of *courteous*, *fairness*, and *competence*. However, the grades remained excellent at the A+ level. Overall, the Fire Department continues to earn the highest marks for any department with all A+ grades.

**Table 20. Fire Department: Response Time.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>9.00</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>100.0</b>	<b>A+</b>
10	8.61	2.6	0.0	0.0	0.0	0.0	2.6	0.0	10.5	84.2	A
08	8.87	0.0	0.0	0.0	0.0	0.0	3.3	0.0	3.3	93.3	A+
06	8.50	3.1	0.0	0.0	0.0	0.0	0.0	6.3	12.5	78.1	A
04	8.40	2.9	0.0	0.0	0.0	5.7	0.0	0.0	14.3	77.1	A-
02	8.50	0.0	2.2	0.0	0.0	0.0	4.3	6.5	8.7	78.3	A
00	8.56	0.0	0.0	3.7	0.0	0.0	0.0	0.0	22.2	74.1	A

**Table 21. Fire Department: Problem Solving.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.86</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.8</b>	<b>0.0</b>	<b>0.0</b>	<b>2.8</b>	<b>94.4</b>	<b>A+</b>
10	8.86	0.0	0.0	0.0	0.0	0.0	0.0	2.3	9.1	88.6	A+
08	8.87	0.0	0.0	0.0	0.0	0.0	3.3	0.0	3.3	93.3	A+
06	8.31	3.1	0.0	0.0	0.0	3.1	0.0	6.3	18.8	68.8	A-
04	8.39	3.0	0.0	3.0	0.0	3.0	0.0	0.0	6.1	84.8	A-
02	8.67	0.0	0.0	0.0	0.0	0.0	0.0	6.1	20.4	73.5	A
00	8.55	0.0	0.0	0.0	0.0	3.4	3.4	3.4	13.8	75.9	A

**Table 22. Fire Department: Courteous.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.78</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>4.9</b>	<b>0.0</b>	<b>0.0</b>	<b>2.4</b>	<b>92.7</b>	<b>A+</b>
10	8.92	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	91.5	A+
08	8.68	0.0	2.9	0.0	0.0	0.0	2.9	0.0	2.9	91.2	A
06	8.68	0.0	0.0	0.0	0.0	0.0	0.0	8.1	16.2	75.7	A
04	8.48	2.5	2.5	0.0	0.0	2.5	0.0	0.0	5.0	87.5	A
02	8.61	0.0	1.9	0.0	0.0	1.9	0.0	1.9	13.5	80.8	A
00	8.73	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.7	73.3	A+

**Table 23. Fire Department: Fairness.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.78</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>5.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.5</b>	<b>92.5</b>	<b>A+</b>
10	8.89	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.4	88.6	A+
08	8.84	0.0	0.0	0.0	0.0	0.0	3.2	0.0	6.5	90.3	A+
06	8.71	0.0	0.0	0.0	0.0	0.0	0.0	3.2	22.6	74.2	A+
04	8.54	0.0	0.0	2.9	0.0	5.7	0.0	0.0	5.7	85.7	A
02	8.69	0.0	0.0	0.0	0.0	2.1	0.0	2.1	18.8	77.1	A+
00	8.73	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.7	73.3	A+

**Table 24. Fire Department: Competence.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.78</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>5.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.5</b>	<b>92.5</b>	<b>A+</b>
10	8.82	0.0	0.0	0.0	0.0	2.2	0.0	0.0	8.9	88.9	A+
08	8.88	0.0	0.0	0.0	0.0	0.0	3.1	0.0	3.1	93.8	A+
06	8.46	2.9	0.0	0.0	0.0	2.9	0.0	2.9	14.3	77.1	A
04	8.64	0.0	0.0	0.0	0.0	8.3	0.0	0.0	2.8	88.9	A
02	8.78	0.0	0.0	0.0	0.0	0.0	0.0	2.0	18.4	79.6	A+
00	8.66	0.0	0.0	0.0	0.0	0.0	3.4	0.0	24.1	72.4	A

Fire Department Crosstabulations

The crosstabulations for the Fire Department were conducted on age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The breakdowns for contact with the Fire Department are shown in Tables B43-B51 in Appendix B. They indicate the highest levels of contact (in order) with the Fire Department were for Asians (17.1%), 2-5 year residents (16.5%), and the over 65 age group (16.0%). The lowest levels of contact were for Hispanics (0.0%), 56-65 age group (4.3%), and townhouse/condo dwellers (7.7%).

## Parks & Recreation and Cultural Programs

A series of eight questions in the survey specifically examined Parks & Recreation and Cultural programs. Initially, the respondents were asked if they had participated in a Parks & Recreation program. They were also asked to name which program(s) they were involved and the location. In addition, the respondents were asked to rate various aspects of the program(s) including *program quality, facility quality, cost or fee, overall experience, ease of registration, and instructor quality*. The same 9-point grading scale was utilized.

The results showed that 24.1% or 97 of the respondents (compared to 36.4% in 2010) indicated someone in their household had participated in a Parks & Recreation or Cultural Program in the past two years. This represents a decline in participation from 2010. The programs they participated in and locations are illustrated in Appendix F. The most commonly mentioned were basketball, Lazy Daze, sports/ athletics, art/art classes, events, baseball/T-ball, parks, softball, and tennis.

The ratings for the six service dimensions examined for the Parks & Recreation and Cultural programs are shown in Tables 25-30 (placed in descending mean order). This year, the dimensions received very high ratings with a significant degree of improvement from 2010. The means increased for all six service dimensions. These mean increases were relatively large and this resulted in three of the grades improving this year from A- to A for *ease of registration, instructor quality, and program quality*. These means represent the highest means to this point for the service dimensions with four of them (*overall experience, ease of registration, instructor quality, and program quality*) now border on moving into the A+ range. The mean increases for *overall experience, ease of registration, instructor quality, and program quality* were large enough to be statistically significant. Overall, Parks & Recreation earned very high marks with five A grades and one A- grade.

**Table 25. Parks & Recreation: Overall Experience.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
12	8.68*	0.0	0.0	0.0	0.0	0.0	1.1	7.5	14.0	77.4	A
10	8.43	0.0	0.7	0.0	0.7	2.1	0.7	8.3	21.5	66.0	A
08	8.21	0.0	0.0	0.8	0.0	1.6	3.2	13.5	31.0	50.0	A-
06	8.14	0.0	0.0	0.0	0.0	0.9	6.6	14.2	34.0	44.3	A-
04	8.30	0.0	0.0	0.7	0.7	0.0	2.8	12.5	29.2	54.2	A-
02	8.11	0.0	0.0	0.0	2.0	3.9	1.3	13.7	32.7	46.4	A-
00	8.11	0.0	0.0	0.0	0.0	5.3	2.6	13.2	33.3	45.6	A-
98	7.88	0.7	0.0	0.0	0.7	0.7	5.8	22.6	37.2	32.1	B+

**Table 26. Parks & Recreation: Ease of Registration.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
12	8.64*	0.0	0.0	0.0	0.0	0.0	2.2	6.6	16.5	74.7	A
10	8.36	0.0	0.8	0.0	0.8	2.3	2.3	8.3	22.6	63.2	A-
08	8.26	0.0	0.0	2.7	0.0	1.8	2.7	11.8	19.1	61.8	A-
06	8.20	0.0	0.0	0.0	1.0	2.0	5.1	10.2	30.6	51.0	A-
04	8.32	0.8	0.0	0.8	0.0	2.5	3.3	7.5	21.7	63.3	A-

**Table 27. Parks & Recreation: Instructor Quality.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.62*</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.4</b>	<b>9.6</b>	<b>15.1</b>	<b>74.0</b>	<b>A</b>
10	8.30	0.9	0.9	0.0	1.7	1.7	0.9	10.4	18.3	65.2	A-
08	8.31	0.0	0.0	1.9	0.0	0.9	0.9	15.0	21.5	59.8	A-
06	8.22	1.1	0.0	0.0	0.0	2.1	2.1	12.8	28.7	53.2	A-
04	8.21	0.9	0.0	0.9	0.0	2.7	1.8	14.3	22.3	57.1	A-

**Table 28. Parks & Recreation: Program Quality.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.62*</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>12.1</b>	<b>11.0</b>	<b>75.8</b>	<b>A</b>
10	8.35	0.0	0.7	0.0	0.0	2.1	2.1	11.9	21.7	61.5	A-
08	8.23	0.0	0.0	0.8	0.0	2.4	1.6	15.2	27.2	52.8	A-
06	8.03	0.0	0.0	0.0	1.0	3.8	3.8	17.1	31.4	42.9	B+
04	8.36	0.0	0.0	0.0	0.7	0.7	2.9	10.7	27.9	57.1	A-
02	8.01	0.0	0.0	0.0	1.3	4.5	3.9	15.6	31.2	43.5	B+
00	7.97	0.0	0.0	0.0	0.0	4.4	6.2	15.9	35.4	38.1	B+
98	7.85	0.7	0.0	0.0	0.7	0.7	5.8	22.6	37.2	32.1	B+

**Table 29. Parks & Recreation: Facility Quality.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.54</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>8.3</b>	<b>16.7</b>	<b>72.9</b>	<b>A</b>
10	8.44	0.0	0.7	0.0	0.0	1.4	2.1	8.3	22.2	65.3	A
08	8.11	0.0	0.0	1.5	0.8	3.8	0.8	15.4	27.7	50.0	A-
06	8.18	0.0	0.0	0.9	0.0	1.9	4.7	13.1	29.0	50.5	A-
04	8.30	0.0	0.7	0.0	0.0	3.5	4.9	7.7	20.4	62.7	A-
02	8.06	0.0	0.0	0.0	0.7	4.6	3.3	17.1	28.3	46.1	A-
00	7.59	0.0	1.8	0.0	0.0	5.3	9.7	24.8	28.3	30.1	B
98	7.72	0.7	0.0	0.7	0.7	2.2	7.4	27.2	28.7	32.4	B

**Table 30. Parks & Recreation: Cost or Amount of Fee.**

Year	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
<b>12</b>	<b>8.40</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.9</b>	<b>1.5</b>	<b>13.2</b>	<b>17.6</b>	<b>64.7</b>	<b>A-</b>
10	8.25	0.0	0.8	0.8	0.8	1.7	3.3	10.8	21.7	60.0	A-
08	8.09	0.0	0.0	0.8	0.0	4.2	5.1	16.1	21.2	52.5	A-
06	8.12	0.0	0.0	1.0	1.0	1.0	5.1	15.3	26.5	50.0	A-
04	8.10	0.8	0.0	0.0	0.8	4.0	8.0	10.4	19.2	56.8	A-
02	7.99	0.0	0.0	0.0	0.0	9.7	2.1	17.9	20.7	49.7	B+
00	8.01	0.0	0.9	0.0	0.0	4.7	6.6	10.4	33.0	44.3	B+
98	7.67	4.4	1.5	2.2	0.7	2.2	3.7	14.8	20.7	49.6	B



## Parks & Recreation Crosstabulations

The crosstabulations (age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary) for participation in Parks & Recreation programs are shown in Tables B52-B60 in Appendix B. The highest levels of participation (in order) were for over \$150,000 income level (40.0%), those with PhD/JD/MD degree (40.0%), voter in 2011 local elections (30.6%), and \$100,001-\$150,000 income level (29.9%). The lowest levels of participation were for the 0-1 year age group (7.1%), 0-\$50,000 income level (7.7%), townhouse/condo dwellers (7.7%), Hispanics (8.3%), and those with high school degree/some college (12.8%).

## Cary Overall as a Place to Live

The respondents were asked to rate Cary overall as a place to live using a 9-point scale from very undesirable (1) to very desirable (9). Table 31 indicates that Cary was perceived as a very good place to live. Although not in a traditional grading scale format, if converted to a grade, then the rating would remain an A- again this year. The mean is down slightly but essentially the same at 8.25 (8.28 in 2010). This year 98.6% were on the “desirable” side of the scale (above 5) compared to 96.5% in 2010. There were only 0.3% of the responses on the “undesirable” side of the scale (below 5). The mean of 8.25 is the third highest mean earned by the Town. To gather more insight into the lower ratings, the respondents who answered with a rating below 5 were asked the reason for the low rating. This year, there were no comments.

**Table 31. Cary Overall as a Place to Live.**

Year	Mean	Very Undesirable 1	2	3	4	Average 5	6	7	8	Very Desirable 9	Grade
<b>12</b>	<b>8.25</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>1.3</b>	<b>2.0</b>	<b>14.0</b>	<b>35.3</b>	<b>47.3</b>	<b>A-</b>
10	8.28	0.0	0.0	0.3	0.5	2.8	0.8	12.5	30.1	53.1	A-
08	8.10	0.0	0.0	0.5	1.0	4.0	4.2	12.1	29.6	48.6	A-
06	8.09	0.5	0.0	0.7	0.5	2.5	2.7	12.7	37.1	43.3	A-
04	8.31	0.5	0.5	0.2	0.2	2.2	2.2	10.3	22.6	61.2	A-
02	7.79	0.2	0.2	0.7	1.0	5.7	4.4	22.1	27.8	37.8	B+
00	7.63	1.3	0.3	0.5	2.5	3.8	9.0	20.1	27.6	34.9	B
98	7.61	0.0	0.3	0.8	1.0	3.0	8.0	30.6	30.3	26.1	B

## Cary Overall as a Place to Live Crosstabulations

Crosstabulations for Cary as a place to live were conducted on age, housing type, income, race, and years in Cary (Tables B61-B65) in Appendix B. The means were generally consistent and high across all the subgroups. The highest mean was for the over 65 age group (8.48 or A). There was only one mean below 8.00 and this was for Hispanics (7.92 or B+).

## Quality of Life in Cary

The perception of the quality of life in Cary over the past two years was assessed with a 5-point scale. The response categories for this question were much worse (1), somewhat worse (2), the same (3), somewhat better (4), and much better (5).

Overall, a very large percentage of the respondents (70.9%) perceived the quality of life in Cary as the “same” over the past two years (Table 32). This year, the mean has increased to 3.22 from 3.11 in 2010. This indicates an increase in the perception that the quality of life was “better” from the last survey. Keep in mind, higher means indicate perceptions of an improvement in the quality of life. This mean increase reached statistical significance. It is also important to note the percentage on the “better” side (above the midpoint of 3) of the scale exceeded the percentage on the “worse” side (below 3) of the scale 23.9% to 5.3%

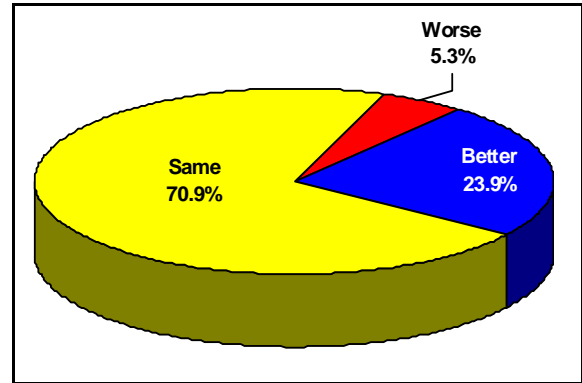


Figure 7. Quality of Life.

(Figure 7). This is an improvement from 2010 when the ratio was 15.3% “better” compared to 7.5% “worse”. To gain more insight into the lower ratings, the respondents who answered with a rating below 3 were asked the reason for the low rating (Appendix G). There were only 19 total comments and the primary reasons for the lower quality of life ratings were growth issues (4 comments), traffic (3 comments), overdevelopment (2 comments), road conditions (2 comments), and crime (2 comments).

Table 32. Quality of Life in Cary.

Year	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Below 3	% Above 3
12	3.22*	0.0	5.3	70.9	20.9	3.0	5.3	23.9
10	3.11	0.0	7.5	77.1	12.3	3.0	7.5	15.3
08	3.01	0.8	25.3	51.0	18.1	4.8	26.1	22.9
06	3.24	1.9	10.2	57.3	22.9	7.7	12.1	30.6
04	3.44	0.5	7.9	50.0	30.6	11.0	8.4	41.6
02	3.18	1.0	18.6	49.0	23.9	7.5	19.6	31.4
00	3.05	1.6	22.8	49.2	22.0	4.4	24.4	26.4

## Quality of Life Crosstabulations

The crosstabulations for age, housing type, income, race, and years in Cary are shown in Tables B66-B70 in Appendix B. The subgroups with the highest means were over \$150,000 income level (3.36), 56-65 age group (3.35), townhouse/condo dwellers (3.35), Hispanics (3.33), and \$100,001-\$150,000 income level (3.30). The lowest means were for the 0-1 year residents (3.08), 18-25 age group (3.10), Asians (3.14), and 6-10 year residents (3.17). In the 20 crosstabulations conducted this year, the “better” percentages exceeded the “worse” percentages by 20 to 0. This highlights the shift in the perception that the quality of life has improved in the past two years.

## **Most Important Issue Facing Cary**

An open-ended question asked respondents what they feel is the most important issue facing the Town of Cary (Appendix H). The responses show that problems related to growth were again perceived as the key issue just as they were in 2010. There were 87 comments concerning controlling growth. In addition, there were other growth-related issues of overpopulation (31 comments), overdevelopment (17 comments), and construction (2 comments). This resulted in 137 total comments directly related to the growth issue. The key issue besides growth was traffic/improving roads (59 comments). Schools ranked third with a total of 47 comments. Other issues mentioned were safety/crime (12 comments), revitalizing downtown (11 comments), high taxes (11 comments), budget (9 comments), economy (8 comments), saving trees (6 comments), losing the small town feel/charm (6 comments), cost of living (5 comments), infrastructure (5 comments), and water rates (5 comments). There were also 57 not sure responses and 26 no issues/can't think of any comments. This has a positive component to it considering that major issues did not come to mind immediately.

For a comparison basis, the most important issues in 2010 were growth issues (161 comments), school issues (53 comments) traffic/improving roads (35 comments), attracting new businesses/jobs (12 comments), budget (11 comments), and safety/crime (10 comments).

Overall, growth continues to be the most important issue but it has decreased somewhat in importance. Traffic/improving roads has increased in importance and now ranks second while school issues have fallen to third with slightly fewer comments than 2010.

## How Safe Residents Feel in Cary

The survey included a set of three questions that examine the respondent’s perceptions of safety in Cary overall, in their home neighborhood, and around public places in Town. The respondents were first asked how safe they feel in the Town of Cary overall. A 9-point scale that ranged from extremely unsafe (1) to extremely safe (9) was utilized. The results indicate the respondents perceived an exceptionally high degree of safety in the Town (Table 33). The mean was 8.22 with an impressive 98.7% responding on the “safe” side (above 5) of the scale including 47.6% who answered they felt extremely safe. There was only 0.6% on the “unsafe” side of the scale (Figure 8). The mean decreased slightly from 8.29 in 2010; however, the mean of 8.22 this year represents the third highest mean for feeling safe overall in Cary earned by the Town.

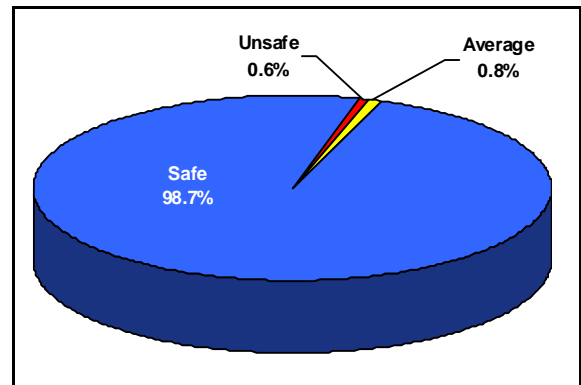


Figure 8. Safe in Cary.

Table 33. How Safe Do You Feel in Cary Overall.

Year	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
12	8.22	0.0	0.0	0.3	0.3	0.8	2.5	15.9	32.7	47.6	98.7
10	8.29	0.0	0.0	0.0	0.0	1.2	0.7	12.0	39.4	46.6	98.7
08	8.09	0.0	0.2	0.0	0.2	1.2	1.7	19.5	38.5	38.5	98.2
06	8.10	0.0	0.0	0.0	0.5	2.0	2.2	17.3	38.6	39.4	97.5
04	8.23	0.0	0.0	0.2	0.2	2.0	2.2	12.2	34.0	49.1	97.5
02	7.99	0.0	0.2	0.2	0.0	4.7	2.7	17.0	37.3	37.8	94.8
00	7.93	0.3	0.0	0.0	0.3	2.0	4.0	22.5	39.0	32.0	97.5
98	7.55	0.0	0.0	1.0	0.8	2.5	8.8	30.7	37.5	18.6	95.6

The respondents were also asked how safe they feel in their home neighborhood (Table 34). The perception of safety was even higher in their neighborhoods with a mean of 8.38 and 97.4% responding on the “safe” side of the scale including 60.7% responding extremely safe. The “unsafe” side of the scale garnered only 1.6% of the responses (Figure 9). The perception of safety in their neighborhood has decreased very slightly from 2010 when the mean was 8.41. This year’s mean is the second highest mean earned for how safe respondents felt in their home neighborhood.

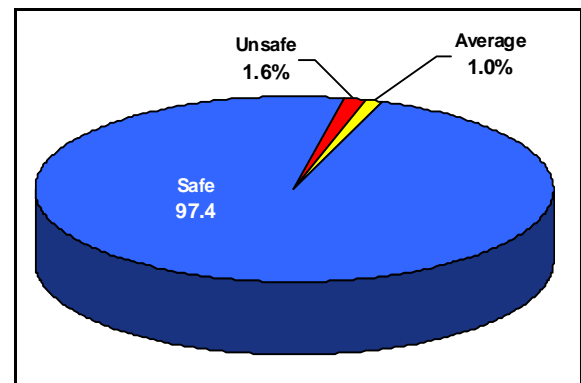
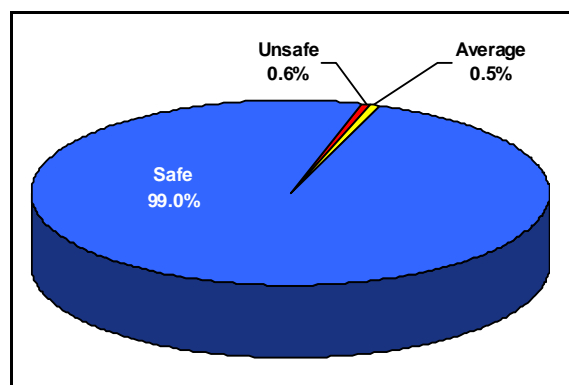


Figure 9. Safe in Home Neighborhood.

**Table 34. How Safe Do You Feel in Your Home Neighborhood.**

Year	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
<b>12</b>	<b>8.38</b>	<b>0.3</b>	<b>0.0</b>	<b>0.8</b>	<b>0.5</b>	<b>1.0</b>	<b>1.5</b>	<b>9.3</b>	<b>25.9</b>	<b>60.7</b>	<b>97.4</b>
10	8.41	0.0	0.0	0.0	0.2	1.5	1.0	7.2	34.2	55.9	98.3
08	8.29	0.0	0.0	0.0	0.0	0.7	2.7	11.1	37.3	48.1	99.2
06	8.22	0.2	0.0	0.2	1.0	1.5	1.5	13.2	33.1	49.3	97.1

Finally, the respondents were asked about how safe they feel in public places around Cary. This would include such activities as shopping, eating out, or going to the movies (Table 35). The mean was 8.19 with 99.0% responding on the “safe” side of the scale including 45.1% in the extremely safe category. There was only 0.6% on the “unsafe” side (Figure 10). This mean is virtually unchanged from 2010 when it was 8.18. The mean represents the highest safety rating thus far for safe in public places. Overall, the respondents perceived a high degree of safety in all areas including overall in Cary, their neighborhood, and in public places.



**Figure 10. Safe in Public Places.**

**Table 35. How Safe Do You Feel in Public Places Around Cary (Shopping, Out to Eat, Movies).**

Year	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
<b>12</b>	<b>8.19</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.3</b>	<b>0.5</b>	<b>2.5</b>	<b>17.1</b>	<b>34.3</b>	<b>45.1</b>	<b>99.0</b>
10	8.18	0.0	0.0	0.0	0.2	2.5	1.0	17.0	34.4	44.9	97.3
08	8.04	0.0	0.2	0.0	0.2	1.7	2.2	20.5	38.3	36.8	97.8
06	7.90	0.0	0.3	0.3	0.5	3.0	4.8	21.5	35.5	34.3	96.1

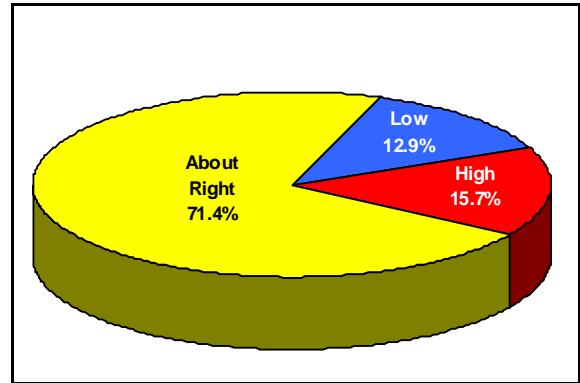
**How Safe Residents Feel in Cary Crosstabulations**

Crosstabulations for this set of questions were conducted for age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The breakdowns for how safe the respondents feel in Cary are shown in Tables B71-B79 in Appendix B. The means for the subgroups were generally high and consistent. Even the lowest perceptions of safety were relatively high and these were for Asians (7.83) and Hispanics (8.00). The highest were for 18-25 age group (8.52), apartment dwellers (8.50), and the over 65 age group (8.46). The crosstabulations for how safe respondents feel in their home neighborhoods are shown in Tables B80-B88. These means were also high and consistent. The lowest mean was for African-Americans at 7.95. The highest means were for 18-25 age group (8.69) and those not registered to vote (8.56). Finally, the crosstabulations for how safe respondents feel in public places around Cary are shown in Tables B89-B97. The means were generally high for most of the breakdowns. Overall, the highest means were given by 18-25 age group (8.52), those with high school degree/some college (8.37), 0-\$50,000 income level (8.35), and over 65 age group (8.35). The lowest means were from Asians (7.83), Hispanics (7.92), and those with PhD/JD/MD degrees (7.97). These were the only means to fall below 8.00.

## Cary Municipal Tax Rate

The survey examined Cary’s municipal tax rate of 33 cents per \$100 of property valuation as compared to other localities (Charlotte, Raleigh, and Durham). A 5-point scale was employed using the response categories of very low (1), somewhat low (2), about right (3), somewhat high (4), and very high (5).

The results for the total sample are shown in Table 36. A majority (71.4%) of the respondents felt that the tax rate was “about right” in Cary. This percentage has increased slightly from 71.1% in 2010. This is the second highest percentage the Town has earned for taxes being “about right”. Questions such as this will tend to have a slight skewing to the higher side because these questions are often perceived as a potential justification for a tax increase. Overall, there was less skewing this year as the mean decreased from 3.10 to 3.02 as fewer respondents perceive the taxes to be on the “high” side of the scale. What drove this mean decrease was the percentage of responses on the “high” side declining from 18.8% to 15.7% while the percentage on the “low” side has increased from 10.2% to 12.9% (Figure 11). Overall, taxes are perceived at “about right” in Cary and the previous slight leaning to the “high” side has declined to its lowest point to date.



**Figure 11. Municipal Tax Rate.**

**Table 36. Cary Municipal Tax Rate.**

Year	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Below 3	% Above 3
12	3.02	2.0	10.9	71.4	14.4	1.3	12.9	15.7
10	3.10	2.3	7.9	71.1	15.5	3.3	10.2	18.8
08	3.06	2.6	10.6	68.0	16.3	2.6	13.2	18.9
06	3.26	1.9	5.6	64.6	21.2	6.9	7.5	28.1
04	3.34	0.8	3.6	64.8	21.9	8.9	4.4	30.8
02	3.20	0.5	6.3	69.5	20.4	3.3	6.8	23.7
00	3.30	0.5	3.6	66.4	24.0	5.2	4.1	29.2
98	3.13	0.5	7.3	73.7	15.9	2.5	7.8	18.4

The respondents were also asked how many pennies they would support adding to the current tax rate of 33 cents over the next ten years to support major Town projects. These projects included widening roads, building new parks/greenways/community centers, extending sidewalks, adding fire stations, and revitalizing downtown. The respondents were informed the projects were designed to help maintain Cary’s high quality of life and the total cost of the projects would be over \$196 million. The results show a relatively strong degree of support for a tax increase to fund the projects. Table 37 shows that 69.6% would support some level of tax increase while 30.4% would prefer no tax increases. There were 46.0% of the respondents indicating that between 1 and 3 cents was acceptable, especially a 2 cent increase chosen by 21.7% of the respondents. Note that 4 cents (6.1%) and 5 cents (10.0%) also had some level of support, albeit small. Finally, even the 9 cent tax increase showed some level of acceptance with 5.9% of the respondents supporting this increase.

**Table 37. How Many Pennies Would You Support Being Added to Cary’s 33 Cents Tax Rate Over the Next Ten Years to Fund Projects to Maintain Cary’s High Quality of Life.**

Year	No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
12	30.4	13.8	21.7	10.5	6.1	10.0	0.8	0.8	0.0	5.9

#### Cary Municipal Tax Rate Crosstabulations

The crosstabulations for Cary municipal tax rate were conducted on age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary (Appendix B). As for the perceptions of the municipal tax rate (Tables B98-B106), the subgroups who perceived the tax rate on the higher side (higher means) were Hispanics (3.50), African-Americans (3.21), those not registered to vote (3.19), and the over 65 age group (3.17). The subgroups who perceived the tax rate on the lower side (lower means) were 18-25 age group (2.92), \$100,001-\$150,000 income level (2.97), and Caucasians (2.99). These were the only means to fall below 3.00.

The crosstabulations for the tax increase to support major projects were conducted on the same set of demographic variables. The most support for a tax increase (lowest percentages for no tax increase) was from \$100,001-\$150,000 income level (12.8%), those with PhD/JD/JD degrees (22.9%), townhouse/condo dwellers (23.1%), and 56-65 age group (23.9%). The least support for a tax increase (highest percentages for no tax increase) was from apartment dwellers (60.6%), Hispanics (58.3%), 18-25 age group (55.2%), those not registered to vote (52.0%), and African-Americans (50.0%). These were the only subgroups to have percentages over 50.0%.



## Barriers to Citizen Involvement

The survey included a set of questions designed to examine nine barriers to the respondent's involvement in Town government. The scaling utilized ranged from not a barrier at all (1) to very significant barrier (9). Table 38 shows that the most significant barrier type was *too busy, don't have time* with a mean of 5.08 with 47.2% of the responses on the "barrier" side (above 5). Even though it was the most important barrier, note that 38.2% of the responses were on the side of "not a barrier" (below 5). There were two other key barriers to involvement including *don't know about the opportunities* (4.09 with 29.2% on the "barrier" side) and *timing is inconvenient* (3.63 with 23.2% on the "barrier" side). Several other potential barriers were not significant hindrances to involvement including *topics don't interest me* (2.47), *issues don't affect me* (2.35), *don't feel qualified to offer input* (2.02), *don't understand government processes* (1.70), *waste of time – one person cannot make a difference* (1.57), and *don't have transportation* (1.19). There have been a few changes since 2010 (Table 39). The top two barriers of *too busy, don't have time* and *don't know about the opportunities* have grown to be stronger barriers as evidenced by their mean increases. The bottom six continue to be insignificant barriers with low means. The main differences in the ordering was that *don't feel qualified to offer input* (8<sup>th</sup> to 6<sup>th</sup>), *don't understand government processes* (6<sup>th</sup> to 7<sup>th</sup>), and *waste of time – one person can't make a difference* (7<sup>th</sup> to 8<sup>th</sup>).

**Table 38. Barriers to Involvement in Town Government (In Descending Mean Order) – 2012.**

Barrier Type	Mean	Not a Barrier at All 1	2	3	4	Average 5	6	7	8	Very Significant Barrier 9	% Above 5
Too busy; don't have time	5.08	30.9	3.4	2.6	1.3	14.7	4.9	9.3	7.0	26.0	47.2
Don't know about opportunities	4.09	37.2	4.4	4.4	2.8	22.1	5.4	7.2	3.8	12.8	29.2
Timing is inconvenient	3.63	43.8	5.7	3.9	3.6	19.7	4.1	4.9	4.4	9.8	23.2
Topics don't interest me	2.47	59.5	9.2	4.4	4.4	13.1	2.6	2.1	0.5	4.4	9.6
Issues don't affect me	2.35	64.2	3.4	8.8	3.9	10.8	2.8	1.8	0.5	3.9	9.0
Don't feel qualified to offer input	2.02	67.4	9.8	5.4	3.3	9.5	0.0	1.5	0.5	2.6	4.6
Don't understand government processes	1.70	73.5	11.3	3.9	2.1	6.2	0.8	1.0	0.3	1.0	3.1
Waste of time; one person can't make a difference	1.57	79.9	6.9	4.4	1.5	4.4	0.8	0.5	0.0	1.5	2.8
Don't have transportation	1.19	94.1	1.8	0.8	0.0	2.6	0.3	0.3	0.0	0.3	0.9

**Table 39. Barriers to Involvement in Town Government (In Descending Mean Order) – 2010.**

Barrier Type	Mean	Not a Barrier at All 1	2	3	4	Average 5	6	7	8	Very Significant Barrier 9	% Above 5
Too busy; don't have time	4.63	29.0	6.6	9.3	5.1	8.3	6.8	7.6	8.6	18.7	41.7
Don't know about opportunities	3.84	39.5	3.6	7.5	3.1	20.2	5.2	7.0	4.1	9.8	26.1
Timing is inconvenient	3.73	36.0	9.3	9.1	6.5	12.4	5.2	8.0	5.7	7.8	26.7
Topics don't interest me	2.59	55.8	11.8	4.1	3.3	12.6	4.6	2.8	1.0	3.9	12.3
Issues don't affect me	2.21	63.0	10.0	4.6	3.1	12.3	2.6	2.1	0.8	1.5	7.0
Don't understand government processes	1.93	64.8	12.9	5.9	4.4	8.2	2.3	0.5	0.5	0.5	3.8
Waste of time; 1 person can't make a difference	1.78	72.8	6.4	6.9	4.4	6.4	1.5	0.8	0.0	0.8	3.1
Don't feel qualified to offer input	1.76	68.6	13.6	6.9	2.3	4.9	1.3	1.0	0.8	0.5	3.6
Don't have transportation	1.25	91.0	3.9	1.5	0.5	1.8	0.0	0.0	0.5	0.8	1.3

## Barriers to Involvement Crosstabulations

Crosstabulations for the barriers to involvement in Town government were conducted on age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The breakdowns are shown in Tables B116-B124 of Appendix B. *Too busy, don't have time* was ranked as the top barrier to involvement. It ranked 1<sup>st</sup> in 26 of 28 subgroups (the "other" category in races was omitted due to small sample size). The only subgroups it ranked 2<sup>nd</sup> was the \$50,001-\$100,000 income level and 0-1 year residents which rated *don't know about the opportunities* as 1<sup>st</sup> overall. In most of the other subgroups, it was *don't know about opportunities* which usually ranked 2<sup>nd</sup> finishing that way in 25 of the subgroups. *Timing is inconvenient* generally finished 3<sup>rd</sup> and did so in 25 of the subgroups. This barrier to involvement only placed higher in the 18-25 age group (2<sup>nd</sup>). *Topics don't interest me* was usually ranked 4<sup>th</sup> and did so in 19 of the 28 subgroups. Its highest impact as a barrier was a ranking of 3<sup>rd</sup> for both African-Americans and 18-25 age group.

The impact of the remaining barriers was more limited. They finished at the bottom of most of the subgroups. Occasionally they did serve as a higher barrier in specific subgroups. For example, the highest impact as a barrier for *issues don't affect me* was 4<sup>th</sup> for Asians, \$100,001-\$150,000 income level, those with a college degree, and apartment dwellers. The highest ranking for *don't feel qualified to offer input* was 3<sup>rd</sup> for 0-1 year residents and 4<sup>th</sup> for those not registered to vote, Hispanics, and over 65 age group. The highest ranking for *don't understand government processes* was 5<sup>th</sup> for Hispanics. *Waste of time – one person cannot make a difference* ranked near the bottom for all subgroups. Finally, *don't have transportation* was also at the bottom or next to the bottom of every subgroup indicating its exceptionally low impact as a barrier.

## Information Sources

The survey examined the respondent's usage of 15 information sources that Cary employs to communicate with its citizens. A 9-point scale was used that ranged from never use (1) to frequently use (9). Table 40 indicates the most frequently used information sources in order were Cary News (5.97), word-of-mouth (5.67), BUD (5.59), television (5.43), Raleigh News & Observer (5.03), and Cary's website (5.02). There were a few changes from 2010 (Table 41) including increase for BUD (4<sup>th</sup> to 3<sup>rd</sup>) and television (5<sup>th</sup> to 4<sup>th</sup>) while Raleigh News & Observer moved down from 3<sup>rd</sup> to 5<sup>th</sup> overall. Note that Raleigh News & Observer, which was the top information source from 1998-2008, fell to 3<sup>rd</sup> in 2010, and now 5<sup>th</sup> this year. Twitter and Cary's Citizen website were two new information sources examined this year. Twitter finished last or 15<sup>th</sup> overall while Cary's Citizen website finished 11<sup>th</sup> edging out four other information sources for a relatively good showing. Tables 41-47 show all the information sources' usage in previous years.

**Table 40. Most Used Information Sources in 2012 (In Order of Usage).**

Information Source	Mean	Never Use									Frequently Use 9	% Above 5
		1	2	3	4	5	6	7	8			
Cary News	5.97	19.6	5.5	3.0	3.0	7.5	6.0	7.8	11.1	36.4	61.3	
Word-of-mouth	5.67	6.6	4.6	8.9	6.1	22.3	15.2	11.4	7.1	17.8	51.5	
BUD	5.59	24.9	2.8	5.0	3.0	7.1	6.8	7.3	13.6	29.5	57.2	
Television	5.43	10.4	9.8	9.6	7.8	14.1	5.8	13.4	7.8	21.2	48.2	
Raleigh News & Observer	5.03	30.7	5.0	5.3	3.8	6.5	4.3	8.5	9.8	26.1	48.7	
Cary's website	5.02	24.7	6.8	7.3	5.0	9.3	6.5	10.1	7.1	23.2	46.9	
Radio	3.69	25.6	16.2	11.4	10.4	14.9	5.3	6.8	3.3	6.1	21.5	
Parks & Rec. Program	3.38	41.4	7.3	10.6	6.8	12.1	4.0	8.3	4.3	5.1	21.7	
Cary email list services	2.90	59.1	6.6	5.6	3.5	6.1	2.3	2.8	3.3	10.9	19.3	
Cary TV Channel 11	2.46	54.2	15.7	7.8	3.8	7.1	3.0	3.0	1.5	3.8	11.3	
Cary's Citizen website	2.44	68.9	4.8	4.3	1.8	5.1	2.0	4.3	1.3	7.4	15.0	
Homeowners' Association	2.40	65.7	5.8	5.8	3.0	6.6	3.8	2.8	1.0	5.6	13.2	
Independent Weekly	1.77	75.7	6.3	6.1	3.0	4.1	1.3	0.8	0.3	2.5	4.9	
Block Leader Program	1.49	84.3	4.8	3.3	1.3	3.0	0.5	1.3	0.3	1.3	3.4	
Twitter	1.45	90.2	1.3	0.8	1.0	2.8	0.8	1.0	0.3	2.0	4.1	

**Table 41. Most Used Information Sources in 2010 (In Order of Usage).**

Information Source	Mean	Never Use									Frequently Use 9	% Above 5
		1	2	3	4	5	6	7	8			
Cary News	5.62	19.6	4.5	5.8	3.0	9.5	7.8	13.1	12.3	24.4	57.6	
Word-of-mouth	5.57	9.4	3.8	7.7	9.4	14.8	14.5	16.6	12.0	11.7	54.8	
Raleigh News & Observer	5.54	22.5	3.8	5.5	3.3	10.0	5.5	11.0	12.0	26.5	55.0	
BUD	5.47	24.4	2.0	5.5	2.3	9.3	7.8	12.1	13.6	22.9	56.4	
Television	5.23	12.1	4.5	10.1	8.8	13.1	18.3	15.3	6.5	11.3	51.4	
Cary's website	4.56	26.8	7.0	6.3	5.5	13.5	11.8	8.3	9.5	11.3	40.9	
Radio	3.28	28.4	21.1	12.6	11.3	9.3	5.3	5.0	2.0	5.0	17.3	
Parks & Rec. Program	3.12	51.6	7.8	6.5	5.0	5.8	4.8	6.8	5.5	6.3	23.4	
Cary TV Channel 11	3.12	45.8	10.3	7.8	6.8	9.3	4.0	7.6	4.0	4.3	19.9	
Cary email list services	2.68	62.9	6.5	3.5	2.0	6.5	5.5	2.5	4.3	6.3	18.6	
Homeowners' Association	1.88	75.9	6.5	4.0	1.0	5.5	1.3	1.8	1.0	3.0	7.1	
Independent Weekly	1.84	74.4	7.5	4.5	3.5	4.0	1.0	1.5	1.0	2.5	6.0	
Block Leader Program	1.37	86.9	4.3	2.3	1.8	2.5	1.3	0.5	0.3	0.3	2.4	

**Table 42. Most Used Information Sources in 2008 (In Order of Usage).**

Information Source	Mean	Never Use 1	2	3	4	5	6	7	8	Frequently Use 9	% Above 5
Raleigh News & Observer	6.41	14.2	3.5	3.0	1.7	10.4	5.7	12.4	10.7	38.3	67.1
Television	5.89	13.2	3.0	7.0	5.7	11.4	11.9	11.2	10.7	25.9	59.7
Word-of-mouth	5.63	7.3	4.8	6.5	6.3	21.6	15.0	16.8	10.3	11.5	53.6
Cary News	5.33	23.1	5.2	4.2	3.5	12.9	6.7	11.9	7.2	25.1	50.9
BUD	5.02	21.9	7.0	5.5	7.2	12.7	8.5	11.9	5.2	20.1	45.7
Radio	4.09	24.1	14.4	12.4	5.2	12.2	6.0	12.4	5.2	8.0	31.6
Cary's website	3.96	28.3	10.2	9.7	7.2	14.4	10.4	9.4	5.2	5.2	30.2
Parks & Rec. Program	3.17	48.8	6.2	8.0	4.2	11.4	4.2	7.7	6.5	3.0	21.4
Cary TV Channel 11	2.67	51.1	10.4	10.4	6.5	9.4	3.2	3.0	3.2	2.7	12.1
Internet email with Cary	2.40	63.7	7.5	5.5	2.0	6.7	5.2	5.5	2.0	2.0	14.7
Blogs/Msg. Boards/Social Media	1.89	70.9	8.5	6.8	2.8	6.0	0.8	1.3	1.0	2.0	5.1
Independent Weekly	1.87	71.3	7.5	6.2	4.0	5.7	1.2	2.7	0.2	1.0	5.1
24-Hr. Phone Service	1.46	82.0	8.2	2.7	1.5	3.2	0.2	0.7	0.7	0.5	2.1
Block Leader Program	1.37	87.3	5.0	1.5	1.3	2.5	1.0	1.0	0.0	0.5	2.5

**Table 43. Most Used Information Sources in 2006 (In Order of Usage).**

Information Source	Mean	Never Use 1	2	3	4	5	6	7	8	Frequently Use 9	% Above 5
Raleigh News & Observer	6.10	13.1	4.1	7.5	3.9	12.1	5.9	7.7	10.1	35.6	59.3
Television	5.78	12.6	8.3	4.8	3.0	12.8	10.1	12.8	12.3	23.4	58.6
Cary News	5.40	17.9	5.9	6.4	4.9	15.6	8.2	9.0	7.7	24.6	49.5
Word-of-mouth	5.27	9.0	10.0	7.7	6.4	19.2	11.3	15.1	12.1	9.2	47.7
BUD	5.19	23.8	5.3	4.8	5.9	8.8	7.8	12.8	10.7	20.1	51.4
Radio	4.53	20.4	13.4	10.2	7.9	9.9	8.6	8.4	7.1	14.1	38.2
Cary's website	4.07	28.7	9.8	11.4	7.0	11.1	7.2	9.0	7.2	8.5	31.9
Parks & Rec. Program	3.75	43.0	6.3	7.2	2.9	9.5	4.3	11.5	5.7	9.7	31.2
Direct mail	3.70	41.5	9.4	6.3	4.5	8.0	7.1	6.8	6.0	10.5	30.4
Cary TV Channel 11	3.06	46.1	10.1	9.0	4.1	13.7	3.9	4.9	3.9	4.4	17.1
Internet email with Cary	2.73	58.5	7.8	6.7	2.7	6.5	3.8	5.4	2.2	6.5	17.9
Independent Weekly	2.72	54.7	12.1	5.4	3.9	6.0	3.6	6.9	5.1	2.1	17.7
CaryNow.com	2.55	64.6	4.7	6.6	2.5	5.3	2.5	5.0	5.0	3.8	16.3
24-Hr. Phone Service	1.79	77.7	4.8	3.7	3.1	4.5	1.4	2.0	1.7	1.1	6.2
Block Leader Program	1.55	83.4	5.2	2.4	1.7	1.7	2.8	1.0	1.0	0.7	5.5

**Table 44. Most Used Information Sources in 2004 (In Order of Usage).**

Information Source	Mean	Never Use 1	2	3	4	5	6	7	8	Frequently Use 9	% Above 5
Raleigh News & Observer	6.54	11.8	5.7	3.2	2.2	10.3	5.7	7.4	8.1	45.6	66.8
Television	6.49	6.9	5.0	6.2	4.7	13.2	7.2	8.4	8.4	40.0	64.0
Word-of-mouth	5.67	9.8	4.5	6.0	6.8	17.3	14.0	15.0	13.0	13.8	55.8
Radio	5.15	19.0	8.5	9.0	6.5	12.7	5.0	8.7	4.2	26.4	44.3
BUD	5.07	24.9	8.0	6.0	4.5	8.3	3.5	12.1	11.1	21.6	48.3
Cary News	4.64	34.3	6.4	5.7	3.2	8.4	2.7	7.4	10.1	21.7	41.9
Parks & Rec. Program	3.62	43.0	7.0	6.4	4.5	11.5	4.8	9.6	4.3	8.8	27.5
Internet email with Cary	3.53	50.4	5.8	4.3	4.8	5.6	5.1	5.3	4.8	13.9	29.1
Cary's website	3.52	42.9	7.7	9.5	3.7	8.2	6.7	7.5	7.0	6.7	27.9
Cary TV Channel 11	3.37	41.3	11.3	10.3	4.9	7.9	5.6	6.9	5.6	6.2	24.3
Direct mail	3.19	50.1	6.0	5.5	5.2	12.5	3.9	6.5	3.7	6.5	20.6
24-Hr. Phone Service	1.93	74.0	6.3	3.9	4.2	3.9	1.0	3.1	0.8	2.6	7.5
Block Leader Program	1.59	82.3	4.3	3.9	1.3	3.6	1.6	1.3	0.3	1.3	4.5

**Table 45. Most Used Information Sources in 2002 (In Order of Usage).**

Information Source	Mean	Never Use 1	2	3	4	5	6	7	8	Frequently Use 9	% Above 5
Raleigh News & Observer	6.47	12.8	2.2	4.0	2.5	13.3	5.2	10.9	8.1	41.0	65.2
Television	6.03	12.4	5.7	4.2	3.7	15.4	6.0	13.4	8.2	31.0	58.6
Word-of-mouth	5.29	10.2	6.0	9.0	8.2	19.4	11.2	16.9	8.2	10.9	47.2
BUD	5.08	25.1	3.2	6.5	5.5	12.2	8.5	10.0	8.5	20.6	47.6
Radio	4.96	22.3	8.5	4.5	7.8	13.8	5.5	11.8	6.3	19.8	43.4
Cary News	4.56	34.0	6.7	6.7	2.0	10.8	4.2	7.6	4.2	23.9	39.9
Direct mail	3.87	37.0	4.8	8.6	7.6	14.7	4.8	7.6	5.3	9.6	27.3
Parks & Rec. Program	3.78	40.0	5.5	8.5	5.5	11.5	5.5	7.8	6.8	9.0	29.1
Internet email with Cary	3.06	56.4	5.8	5.0	4.8	6.8	2.8	5.3	3.0	10.3	21.4
Cary TV Channel 11	2.96	46.0	10.0	11.4	7.7	9.5	2.5	4.7	4.0	4.2	15.4
Cary's website	2.98	48.6	9.4	6.7	6.2	11.4	4.5	7.2	2.0	4.0	17.7
24-Hr. Phone Service	1.94	74.4	6.6	3.5	3.3	3.8	1.8	2.3	2.0	2.3	8.4
Block Leader Program	1.59	84.1	5.0	1.6	1.0	2.9	0.8	2.3	0.5	1.8	5.4

**Table 46. Most Used Information Sources in 2000 (In Order of Usage).**

Information Source	Mean	Never Use 1	2	3	4	5	6	7	8	Frequently Use 9	% Above 5
Raleigh News & Observer	6.87	8.6	3.3	3.8	2.8	10.1	5.3	8.6	10.9	46.6	71.4
Television	6.59	7.1	4.3	4.6	4.3	10.9	8.4	13.2	10.9	36.5	69.0
Water and sewer bills	5.73	16.9	4.1	4.4	3.3	15.6	6.9	12.8	11.3	24.6	55.6
Word-of-mouth	5.54	9.0	3.6	6.4	6.7	25.9	11.8	13.8	11.0	11.8	48.4
Radio	5.36	15.7	5.3	9.9	5.3	14.2	7.1	14.2	8.6	19.5	49.4
Cary News	4.78	35.2	6.8	3.8	2.3	8.1	3.8	5.1	4.6	30.4	43.9
Direct mail	4.64	30.4	6.5	5.2	3.1	14.1	5.5	9.7	8.1	17.3	40.6
Internet email with Cary	2.78	67.6	3.1	2.6	2.0	3.8	2.0	3.8	5.1	9.9	20.8
Cary TV Channel 11	2.73	52.6	9.5	9.5	4.9	8.2	5.1	4.1	2.6	3.6	15.4
Cary's Website	2.30	64.1	9.9	5.9	4.1	4.1	2.3	3.3	2.5	3.8	11.9
24-Hr. Phone Service	1.91	75.6	5.4	4.9	1.0	4.6	2.8	1.5	2.1	2.1	8.5
Block Leader Program	1.66	83.8	3.8	2.7	0.8	3.0	0.5	0.8	1.3	3.2	5.8

**Table 47. Most Used Information Sources in 1998 (In Order of Usage).**

Information Source	Mean	Never Use								Frequently Use 9	% Above 5
		1	2	3	4	5	6	7	8		
Raleigh News & Observer	6.70	7.5	2.8	4.0	3.8	12.0	9.5	9.8	12.5	38.3	70.1
Television	6.16	9.2	4.7	3.7	5.5	13.9	9.5	14.9	13.9	24.6	62.9
Word-of-mouth	5.33	6.0	4.2	10.7	10.0	27.6	10.7	14.2	5.2	11.4	41.5
Cary News	5.15	28.2	5.5	5.7	4.2	8.2	3.0	7.2	9.0	28.9	48.1
Water and sewer bills	5.06	23.1	5.8	5.3	5.3	12.0	9.3	12.3	10.5	16.5	48.6
Radio	4.92	19.9	7.5	6.7	7.7	14.7	8.0	12.9	9.2	13.4	43.5
Direct mail	4.08	36.7	6.5	6.7	5.2	12.2	4.5	7.5	9.0	11.7	32.7
Internet email with Cary	2.06	76.3	4.2	4.0	1.7	3.2	1.0	1.7	1.5	6.2	10.4
24-Hr. Phone Service	1.99	72.1	7.7	3.5	2.0	6.2	2.0	2.7	2.5	1.2	8.4
Cary TV Channel 11	1.92	69.9	10.7	4.7	2.5	5.7	1.2	2.5	1.2	1.5	6.4
Block Leader Program	1.59	82.3	5.3	3.3	1.0	3.0	2.5	0.5	1.3	1.0	5.3
Cary's Website	1.58	81.3	7.2	2.0	1.2	3.2	2.0	1.7	0.2	1.0	4.9

The survey also examined the respondent's usage of new media sources if Cary were to use them to communicate with its citizens (Table 48). The new media sources examined included Facebook, Ustream, LinkedIn, YouTube, Flickr and Google Plus. Facebook would have the most potential usage with a mean of 3.19. This mean has increased from 2.54 in 2010 (Table 49). The other new media sources had more limited usage with the highest being YouTube at 2.06 (up from 1.78 in 2010). Two new media sources examined for the first time this year were Google Plus and Ustream. The means for both were low at 1.78 and 1.25, respectively. Overall, Facebook continues to have the highest potential as a communication method among the new media sources.

**Table 48. Potential Use of New Media Sources if Cary Used Them to Communication With Citizens in 2012 (In Order of Usage).**

New Media Source	Mean	Never Use								Frequently Use 9	% Above 5
		1	2	3	4	5	6	7	8		
Facebook	<b>3.19</b>	<b>60.1</b>	<b>3.5</b>	<b>3.3</b>	<b>1.5</b>	<b>7.8</b>	<b>3.0</b>	<b>3.3</b>	<b>1.5</b>	<b>15.9</b>	<b>23.7</b>
YouTube	<b>2.06</b>	<b>77.9</b>	<b>3.6</b>	<b>2.5</b>	<b>1.0</b>	<b>4.6</b>	<b>1.3</b>	<b>1.3</b>	<b>0.8</b>	<b>7.1</b>	<b>10.5</b>
Google Plus	<b>1.78</b>	<b>85.7</b>	<b>2.3</b>	<b>1.3</b>	<b>0.3</b>	<b>1.8</b>	<b>0.5</b>	<b>1.3</b>	<b>0.5</b>	<b>6.4</b>	<b>8.7</b>
LinkedIn	<b>1.46</b>	<b>90.6</b>	<b>1.3</b>	<b>1.5</b>	<b>0.8</b>	<b>1.5</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>	<b>3.8</b>	<b>4.3</b>
Flickr	<b>1.32</b>	<b>92.9</b>	<b>1.8</b>	<b>0.8</b>	<b>0.3</b>	<b>1.5</b>	<b>0.0</b>	<b>0.3</b>	<b>0.3</b>	<b>2.3</b>	<b>2.9</b>
Ustream	<b>1.25</b>	<b>94.9</b>	<b>1.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.3</b>	<b>0.3</b>	<b>0.0</b>	<b>2.3</b>	<b>2.9</b>

**Table 49. Potential Use of New Media Sources if Cary Used Them to Communication With Citizens in 2010 (In Order of Usage).**

New Media Source	Mean	Never Use								Frequently Use 9	% Above 5
		1	2	3	4	5	6	7	8		
Facebook	2.54	67.8	1.3	5.0	2.8	6.5	3.5	5.0	3.8	4.3	16.6
YouTube	1.78	77.7	4.3	5.0	3.5	3.5	1.5	1.3	1.5	1.8	6.1
Twitter	1.69	84.9	1.8	2.3	1.0	2.0	2.3	2.5	1.0	2.3	8.1
LinkedIn	1.54	86.7	2.3	2.5	0.8	3.0	0.8	1.0	1.3	1.8	4.9
MySpace	1.48	88.7	1.8	1.5	1.3	2.5	0.8	0.8	1.3	1.5	4.4
Flickr	1.39	89.0	3.0	0.8	2.3	2.3	0.5	0.5	0.5	1.3	2.8

A set of questions was included in the survey to examine smart phone ownership, type, and usage. The first question asked the respondents if they own or plan to buy a smart phone in the next year. Table 50 indicates 54.5% own or plan to buy a smart phone while 42.7% do not, and 2.8% may buy one within the year.

**Table 50. Own or Plan to Buy a Smart Phone in the Next Year.**

Year	Yes	No	Maybe
12	54.5	42.7	2.8

The respondents who owned a smart phone were subsequently asked their type of phone. Table 51 shows that most were iPhones (51.6%) followed by Android (25.3%), Blackberry (14.5%), and other types (5.9%). In addition, there were 2.7% of the respondents who indicated they own more than one type of smart phone.

**Table 51. Type of Smart Phone.**

Year	iPhone	Android	Blackberry	Other	More Than One Type
12	51.6	25.3	14.5	5.9	2.7

The smart phone owners were then asked if they would use their smart phone to do their banking or buy things (Table 52). There was a rather large percentage (41.0%) who would use their smart phone for banking or purchasing. However, a slightly larger percentage (45.4%) responded they would not while 13.5% answered “maybe” they would use it for that purpose.

**Table 52. Using the Smart Phone for Banking or Buying Things.**

Year	Yes	No	Maybe
12	41.0	45.4	13.5

The respondents were also asked how they receive their phone calls at home. Table 53 indicates 78.5% have a combination of 2 or more services from among cell phone service, traditional landline service, or voice over internet service. There were 10.9% who had cell phone service only, 8.8% with traditional landline only, and 0.3% with voice over internet service only. Finally, 1.5% responded they had all three services.

**Table 53. How Respondent Receives Phone Calls at Home.**

Year	Cell Phone Service Only	Traditional Landline Service Only	Voice Over Internet Service Only	Have All Three	Have a Combination of 2 or More
12	10.9	8.8	0.3	1.5	78.5

Another question in this set asked the respondents what percentage of their daily internet activity is spent on the following devices used to access the internet including mobile phone, tablet, desktop computer, or laptop computer. Table 54 shows that most of the respondent’s activity was spent on either laptop computers (41.8%) or desktop computers (33.6%). There was also a level of activity on mobile phones (17.4%) with smaller usage of a tablet (7.2%).

**Table 54. Percentage Daily Internet Activity Spent on the Following Devices.**

Year	% Mobile Phone	% Tablet	% Desktop Computer	% Laptop Computer
<b>12</b>	<b>17.4</b>	<b>7.2</b>	<b>33.6</b>	<b>41.8</b>

The survey also included a question to ascertain if the respondents watched (in part or whole) the 2011 Cary Community Candidate Forum (Table 55). This year only 9.4% of the respondents indicated they watched the Forum representing a decrease from 17.0% in 2010. The percentage watching the Candidate Forum has continued to slide downward since a high of 30.5% in 2008.

**Table 55. Watching 2011 Cary Community Candidate Forum on Cary TV 11.**

Year	% Yes	% No
<b>12</b>	<b>9.4</b>	<b>90.6</b>
10	17.0	83.0
08	30.5	69.5
06	14.3	85.7

### Information Sources Crosstabulations

Crosstabulations for the information sources were conducted on age, education, housing type, income, voter status, voted in 2011 local elections, and years in Cary are shown in Appendix B (Tables B125-B131). Instead of examining each demographic variable separately, it would be more informative to examine where each information source was effective in the 22 subgroups. The information sources will be discussed in order of overall ranking by the total sample. To avoid confusion, overall rankings by the total sample are written out (such as ninth) and ranking in the subgroups are numerical (such as 9<sup>th</sup>).

The two top information sources were the Cary News and word-of-mouth. Cary News was a broad-based effective information source. It was ranked 1<sup>st</sup> in 14 of the 22 subgroups and in the top three in a total of 18 of them. The only subgroups with slightly less usage of Cary News were 0-1 year residents (5<sup>th</sup>) and the 18-25 age group (6<sup>th</sup>).

Word of mouth was quite as effective as Cary News, but was the second most used information source. This source was ranked 1<sup>st</sup> in 7 subgroups including 18-25 age group, those with high school degree/some college, apartment dwellers, 0-\$50,000 income level, those not registered to vote, nonvoters in 2011 local elections, and 0-1 year residents. In addition, it also ranked 2<sup>nd</sup> in 2 subgroups and 3<sup>rd</sup> in 6 others. Its lowest level of usage was with townhouse/condo dwellers (6<sup>th</sup>).



BUD was ranked third overall by the total sample. This source's highest ranking was 2<sup>nd</sup> in 8 subgroups including 56-65 age group, those with a college degree, those with PhD/JD/MD degree, single family households, \$100,001-\$150,000 income level, registered voters, voters in 2011 local elections, and over 10 year residents. BUD was also ranked 3<sup>rd</sup> in 2 subgroups and 4<sup>th</sup> in 8 others. The lowest level of usage was in the apartment dwellers ranking 11<sup>th</sup> overall. Television was ranked fourth overall by the respondents. This source did not rank 1<sup>st</sup> in any subgroup. However, it was rated 2<sup>nd</sup> in 9 subgroups including over 65 age group, those with high school degree/some college, apartment dwellers, 0-\$50,000 income level, \$50,001-\$100,000 income level, those not registered to vote, nonvoters in 2011 local elections, 0-1 year residents, and 6-10 year residents. This source also ranked 3<sup>rd</sup> in 3 subgroups and 4<sup>th</sup> in 5 subgroups demonstrating its widespread effectiveness as an information source. The lowest usage for television was for those with PhD/JD/MD degree (6<sup>th</sup>).

The Raleigh News & Observer was the fifth ranked information source declining from previous years. This source was mostly commonly ranked 5<sup>th</sup> (in 6 subgroups) and 6<sup>th</sup> (in 8 subgroups). However, this source had a strong level of usage in certain subgroups – townhouse/condo dwellers (1<sup>st</sup>) and older residents including ranking 3<sup>rd</sup> in the 56-65 and over 65 age groups. Conversely, its lowest usage was with the youngest age group of 18-25 (8<sup>th</sup>). Cary's website which ranked sixth overall demonstrated a larger variation in its appeal as an information source. This source ranked 5<sup>th</sup> in 4 subgroups and 6<sup>th</sup> in 6 subgroups. More importantly, it ranked 2<sup>nd</sup> in 2 subgroups (18-25 age group and over \$150,000 income level) and 3<sup>rd</sup> in 6 subgroups (26-55 age group, those with PhD/JD/MD degree, apartment dwellers, \$100,001-\$150,000 income level, 0-1 year residents, and 2-5 year residents). This source's lowest usage was with the over 65 age group (8<sup>th</sup>) and 0-\$50,000 income level (7<sup>th</sup>). Radio ranked seventh overall by the respondents. This was also usually the case within the subgroups. This source was one of the most consistent of all the information sources ranking 7<sup>th</sup> in 15 of the subgroups. The highest impact for this source was 5<sup>th</sup> for the 18-25 age group and apartment dwellers. Its lowest usage was ranking 8<sup>th</sup> for those with a PhD/JD/MD degree and 6-10 year residents.

Parks & Recreation Program was the eighth ranked information source by the total sample. Just as with radio, this source was also very consistent within the subgroups garnering an 8<sup>th</sup> place ranking in 14 of them. The strongest impact was a 7<sup>th</sup> place ranking in 4 subgroups including 18-25 age group, those with PhD/JD/MD degree, apartment dwellers, and 6-10 year residents. The least impact for this source was for older residents ranking 10<sup>th</sup> for 56-65 and over 65 age groups. Cary's email list service was ranked ninth overall by the respondents. It was also consistently ranked 9<sup>th</sup> in 15 of the subgroups. The highest impact for this source was an 8<sup>th</sup> ranking in 3 subgroups including 56-65 age group, those with high school degree/some college, and apartment dwellers. The lowest usage was for 0-1 year residents rating it 12<sup>th</sup> overall.

Cary TV Channel 11 was ranked tenth by the total sample. Within the subgroups this source rated at the lower end of the subgroups falling mostly 10<sup>th</sup> (7 subgroups), 11<sup>th</sup> (6 subgroups), or 12<sup>th</sup> (5 subgroups). However, there was one higher ranking of 6<sup>th</sup> with the over 65 age group. The lowest impact was 13<sup>th</sup> for those with PhD/JD/MD degree. The eleventh ranked information source was Cary's Citizen website. This source generally ranked 10<sup>th</sup> through 12<sup>th</sup> in 19 subgroups (12<sup>th</sup> was its lowest overall ranking). Its highest usage was 8<sup>th</sup> for 0-1 year residents and 9<sup>th</sup> for those not registered to vote and 6-10 year residents.

Homeowners' Associations ranked twelfth overall by the respondents. Within the subgroups, this source generally ranked 10<sup>th</sup> through 12<sup>th</sup> in 19 of the subgroups. The highest ranking was 9<sup>th</sup> in the 56-65 age group and lowest was 15<sup>th</sup> for apartment dwellers. The Independent Weekly was the thirteenth ranked information source. There was little variability within the subgroups for this source. It was ranked 13<sup>th</sup> in 20 of the 22 subgroups. The highest ranking was only 12<sup>th</sup> for those PhD/JD/MD degree and the lowest ranking was 14<sup>th</sup> for 0-\$50,000 income level.

The Block Leader Program was ranked fourteenth overall by the total sample indicating its limited impact. Within the subgroups, this source ranked either 14<sup>th</sup> (13 subgroups) or 15<sup>th</sup> (9 subgroups). Finally, the lowest rated information source was Twitter by the respondents. This source was generally ranked 14<sup>th</sup> (7 subgroups) or 15<sup>th</sup> (12 subgroups). However, this source did have a slightly higher impact with younger individuals in the 18-25 age group (11<sup>th</sup>) and apartment dweller (12<sup>th</sup>).

The crosstabulations for new media sources are shown in Tables B132-B136 broken down by age, education, gender, housing type and income. The new media sources will be discussed in order of overall ranking by the total sample. There were 16 total subgroups for these sources. The highest ranked was Facebook by a significant margin. This source was 1<sup>st</sup> in 15 of the 16 subgroups. YouTube was ranked second by the respondents. Within the subgroups, this source was 2<sup>nd</sup> in 12 of the subgroups and 3<sup>rd</sup> in 3 others. Its lowest impact was with the over 65 age group (5<sup>th</sup>). Google Plus ranked third for the overall sample. This source ranked 2<sup>nd</sup> for three subgroups (those with PhD/JD/MD degree, townhouse/condo dwellers, and over \$150,000 income level). In addition, Google Plus ranked 3<sup>rd</sup> for 8 subgroups but it also ranked last in 4 subgroups. LinkedIn was ranked fourth by the total sample. This source generally ranked 3<sup>rd</sup> (4 subgroups) or 4<sup>th</sup> (12 subgroups). Flickr was ranked fifth overall by the respondents. This source had more variability in its impact. It ranked 4<sup>th</sup> in 3 subgroups and 5<sup>th</sup> in 10 subgroups. However, it ranked 1<sup>st</sup> for over 65 age group. Finally, Ustream was the lowest rated new media source. This source generally ranked 5<sup>th</sup> (5 subgroups) or 6<sup>th</sup> (10 subgroups). Its highest ranking was 3<sup>rd</sup> for the over 65 age group.

The crosstabulations for ownership or plans to purchase a smart phone in the next year are shown in Tables B137-B145. The breakdowns include age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The highest ownership/plans to own are for over \$150,000 income level (86.7%), those with PhD/JD/MD degree (77.1%), 18-25 age group (75.9%), 0-1 year residents (63.0%), 26-55 age group (62.7%), those not registered to vote (62.0%), 6-10 year residents (61.6%), and those with a college degree (60.0%). These were the only subgroups above 60.0%. The lowest ownership/plans to own were for over 65 age group (18.0%), African-Americans (31.6%), 0-\$50,000 income level (33.8%), townhouse/condo dwellers (34.6%), 56-65 age group (37.0%), and those with high school degree/some college (38.7%).

The crosstabulations for planning to use their smart phone for online banking/purchases are shown in Tables B146-B154. The breakdowns are for age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The subgroups most likely to bank/purchase online were ranked by combining "yes" and "maybe" percentages. The highest were the 2-5 year residents (69.8%), over \$150,000 income level (66.7%), 0-1 year residents (66.7%), apartment dwellers (64.7%), 0-\$50,000 income level (60.9%), males (60.7%), and 6-10 year residents (60.3%). These were the only subgroups over 60.0% with a sample size over 10. The least likely subgroups ranked by "no" responses were 56-65 age group (63.2%), over 10 year residents (56.5%), 18-25 age group (52.2%), females (51.4%), and those with high school degree/some college (51.0%). These were the only subgroups over 50.0% with a sample size over 10.

The crosstabulations for percentage of daily internet activity on computer devices broken down by age, housing type, and income are shown in Tables B155-B157. The heaviest users of mobile phones to access the internet are 18-25 age group (31.6%) and \$50,001-\$100,000 income level (21.0%). The lowest were the over 65 age group at 8.6%. The heaviest tablet users for internet access were over \$150,000 income level (10.7%), 26-55 age group (8.9%), and \$100,001-\$150,000 income level (8.5%). The lowest were 18-25 age group (2.2%), townhouse/condo dwellers (2.6%), 0-\$50,000 income level (3.5%), and 56-65 age group (3.8%). The heaviest desktop users for internet access were over 65 age group (60.2%) and 0-\$50,000 income level (41.9%). The lowest were 18-25 age group (13.5%), over \$150,000 income level (22.7%), \$100,001-\$150,000 income level (27.7%), and apartment dwellers (29.0%). Finally, the heaviest laptop users for internet access were 18-25 age group (52.7%), over \$150,000 income level (47.9%), apartment dwellers (47.9%), and \$100,001-\$150,000 income level (47.5%). The lowest users were over 65 age group (26.6%), \$50,001-\$100,000 income level (34.9%), and 0-\$50,000 income level (35.5%).

Tables B158-B166 shows the type of home telephone service broken down by age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The subgroups most likely to have cell phone service only were 18-25 age group (44.8%), apartment dwellers (29.4%), and 0-\$50,000 income level (23.1%). The least likely subgroups would be the older respondents including over 65 age group (0.0%) and 56-65 age group (2.2%). The most likely subgroups to have traditional landline service only were over 65 age group (34.7%), townhouse/condo dwellers (19.2%), 0-\$50,000 income level (18.5%), and apartment dwellers (17.6%). The lowest were 18-25 age group (0.0%), Asians (2.9%), \$100,001-\$150,000 income level (3.5%), and 26-55 age group (4.9%). The percentages for voice over internet only and have all three services were too low to make any differentiations. The most likely to have two or more of the services were 56-65 age group (89.1%), \$100,001-\$150,000 income level (87.2%), those with PhD/JD/MD degree (85.7%), over \$150,000 income level (85.3%), and voter in 2011 local elections (85.0%). The least likely to have two or more services were apartment dwellers (50.0%), 18-25 age group (55.2%), and 0-\$50,000 income level (58.5%).

The final crosstabulations for this section were for viewership of 2011 Cary Community Candidate Forum. These are shown in Tables B167-B175 conducted on age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The highest viewership of the Forum was from over 65 age group (16.3%), African-Americans (15.8%), 56-65 age group (13.0%), voter in 2011 local elections (12.1%), townhouse/condo dwellers (12.0%), and over 10 year residents (11.8%). The lowest viewership was from 18-25 age group (0.0%), Hispanics (0.0%), 0-1 year residents (3.8%), over \$150,000 income level (4.1%), and those not registered to vote (4.2%).

## Cary's Efforts at Keeping Residents Informed and Involved in Decisions

A set of three questions examined information dissemination and opportunities for involvement in decision making. The respondents were first asked *how informed they feel about Town services, issues, and programs that affect them*. A 9-point rating scale ranging from not at all informed (1) to very well informed (9) was used. Table 56 indicates the respondents felt relatively well informed about matters that affect them. The mean was 6.88 with 76.1% on the “informed” side of the scale above 5 versus only 8.6% on the “not informed” side (Figure 12). This represents a statistically significant improvement from 2010 when the mean was 6.59. In fact, this year represents the highest rating for the Town. The previous high was 6.63 in 2004. The respondent’s comments on what projects, activities, or issues came to mind when they decided on their rating are shown Appendix I.

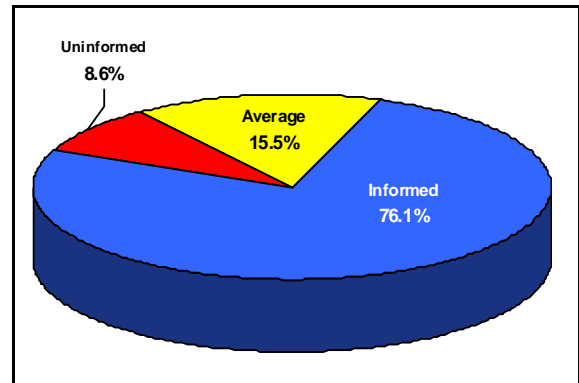


Figure 12. Informed About Government Services.

Table 56. How Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them.

Year	Mean	Not At All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
12	6.88*	1.8	1.5	3.0	2.3	15.5	9.0	25.5	18.8	22.8	76.1
10	6.59	1.8	1.3	4.3	3.8	20.0	12.0	20.0	18.5	18.5	69.0
08	6.09	2.2	2.7	4.2	7.5	21.6	13.9	26.4	10.7	10.7	61.7
06	5.78	4.6	4.3	5.8	6.8	23.5	13.2	20.0	12.4	9.4	55.0
04	6.63	2.1	1.6	2.6	5.7	18.8	11.5	21.9	12.2	23.7	69.3
02	5.73	5.0	3.0	6.7	5.7	24.1	15.7	22.4	9.0	8.5	55.6

The respondents were next asked their level of satisfaction with *Cary making information available to them concerning Town services, projects, issues, and programs*. A 9-point rating scale from very dissatisfied (1) to very satisfied (9) was used. Table 57 indicates a high degree of satisfaction with Cary’s efforts. The mean has improved from 6.95 to 7.33. This mean increase is statistically significant and is the highest rating the Town has earned in a Biennial survey. There were 80.4% on the “satisfied” side of the scale versus only 5.1% on the “dissatisfied” side (Figure 13). The respondent’s comments on what projects, activities, or issues came to mind when they decided on their rating are shown in Appendix J. Note that among the comments were 10 respondents who indicated it was their fault they were not informed because they did not pay attention or seek information. Since most of the ratings were lower for these individuals, it would seem plausible the actual satisfaction mean is much higher.

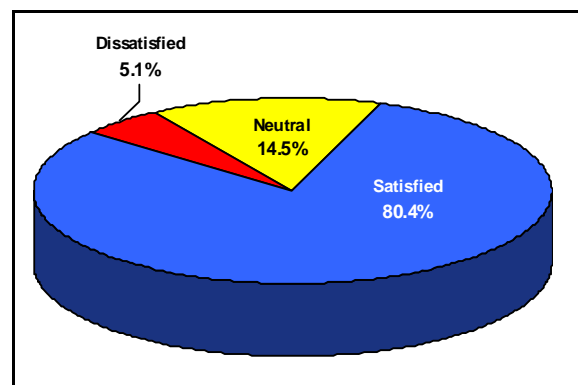
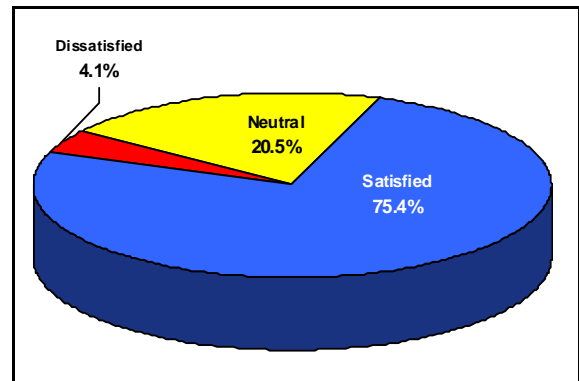


Figure 13. Cary Making Information Available.

**Table 57. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	7.33*	0.5	0.3	1.8	2.5	14.5	5.0	19.0	27.3	29.1	80.4
10	6.95	0.8	0.8	2.0	1.0	20.1	11.3	22.1	18.6	23.4	75.4
08	6.87	0.7	0.0	2.7	2.7	15.9	12.9	27.1	20.4	17.4	77.8
06	6.63	2.1	1.0	0.8	2.6	19.5	13.8	28.7	19.2	12.3	74.0
04	7.15	0.8	1.0	2.1	2.1	14.1	12.6	18.7	17.4	31.3	80.0
02	6.27	2.7	1.2	2.5	7.9	22.6	11.2	24.3	15.9	11.7	63.1

Finally, the respondents were asked to rate their satisfaction with the *opportunities the Town gives them to participate in the decision-making process*. The same 9-point satisfaction rating scale was used. Table 58 indicates the level of satisfaction has improved from 6.68 to 7.01 this year. This represents the highest mean earned by the Town and the increase is statistically significant. The percentage on the “satisfied” side of the scale of 75.4% exceeded the “dissatisfied” side of 4.1% (Figure 14). Appendix K shows the respondent’s comments on what projects, activities, or issues came to mind when deciding on their rating.



**Figure 14. Opportunities to Participate in Decision Making.**

**Table 58. Satisfaction with Opportunities the Town Gives to Participate in the Decision Making Process.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	7.01*	1.3	0.3	1.0	1.5	20.5	6.8	24.2	23.2	21.2	75.4
10	6.68	1.5	1.5	3.0	2.0	24.8	8.9	18.2	18.5	21.5	67.1
08	6.36	2.0	1.3	2.5	4.6	23.2	12.0	28.5	15.0	10.9	66.4
06	6.19	2.9	1.3	2.1	3.7	25.4	15.2	27.3	15.0	7.0	64.5
04	6.62	4.0	2.9	4.3	1.6	18.2	9.7	18.0	13.7	27.6	69.0
02	5.92	3.2	4.0	5.9	6.1	24.2	11.7	21.5	13.6	9.8	56.6

### Resident Informed and Involved Crosstabulations

The crosstabulations on how informed respondents felt about government projects, issues, and programs are shown in Tables B176-B184. Breakdowns were performed on age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary (Appendix B). Overall, there is a relatively high degree of consistency across the subgroups. Those who felt the most informed about government projects, issues, and programs were Asians (7.46), over 65 age group (7.44), Hispanics (7.17), and over \$150,000 income level (7.08). The subgroups that felt less informed (lower means) were apartment dwellers (5.94), 0-1 year residents (6.11), African-Americans (6.21), and 18-25 age group (6.38).

The crosstabulations for making information available to citizens about important Town services, projects, issues, and programs are shown in Tables B185-B193. Again, the means were relatively consistent across groupings. The most satisfied were over 65 age group (8.06), Hispanics (7.75), Asians (7.74), townhouse/condo dwellers (7.58), those with high school degree/some college (7.53), voters in 2011 local elections (7.51), and females (7.50). The respondents somewhat less satisfied (lower means) with Cary making information available were African-Americans (6.74), 0-1 year residents (6.68), apartment dwellers (6.83), and 18-25 age group (6.89).

The crosstabulations for opportunities for residents to participate in the decision-making process are shown in Tables B194-B202. The most satisfied with opportunities to participate were over 65 age group (7.45), Asians (7.34), Hispanics (7.33), and those with high school degree/some college (7.21). Those least satisfied were 0-1 year residents (6.50), apartment dwellers (6.51), and African-Americans (6.63).

## Solid Waste Services

A set of questions was included in the survey to examine the respondent’s satisfaction with five curbside solid waste services. The services examined include *curbside garbage collection*, *curbside recycling collection*, *curbside yard waste collection*, *curbside leaf collection*, and *curbside Christmas Tree collection*. A 9-point scale from very dissatisfied (1) to very satisfied (9) was used to rate these collection services. The solid waste services are discussed in order of ratings highest to lowest in order of means.

The results indicate the respondents continue to be very satisfied with *curbside garbage collection*. The mean this year was 8.46 declining from 8.58 in 2010 (Table 59). Even with the decline, this represents the second highest rating earned by the Department. Figure 15 shows the percentages on the “satisfied” side (above 5) of the scale were 98.4% versus only 0.9% on the “dissatisfied” side (below 5). This scaling is not traditionally a grading type scale, but if this mean was converted into a grade curbside garbage collection would continue to earn a very solid grade of A.

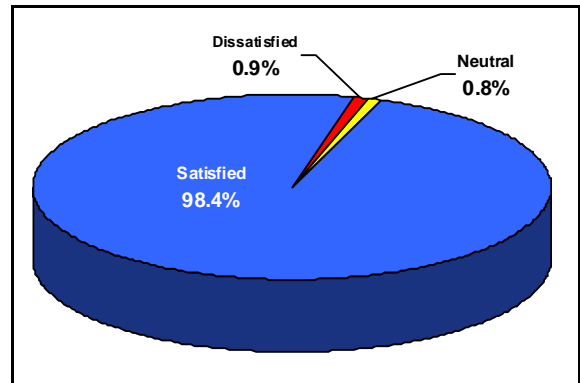


Figure 15. Curbside Garbage Satisfaction.

Table 59. Satisfaction with Curbside Garbage Collection (n=374).

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	8.46	0.3	0.3	0.3	0.0	0.8	2.9	6.7	23.5	65.3	98.4
10	8.58	0.0	0.0	0.0	0.0	2.4	1.6	4.6	18.2	73.2	97.6
08	8.19	0.5	0.5	0.0	0.5	3.7	3.4	8.4	28.2	54.6	94.6
06	7.61	3.8	1.2	1.5	0.3	4.7	5.0	14.0	28.4	41.2	88.6
04	7.91	1.2	1.8	1.5	1.8	4.6	2.1	8.3	26.3	52.3	89.0

The level of satisfaction with the *curbside Christmas Tree collection* was also very high again this year (Table 60). The mean was 8.37 declining somewhat from 8.50 in 2010. Even with the decline, this was the second highest rating earned by the Department for this curbside service. This year, there were 96.2% on the “satisfied” side of the scale and only 1.2% on the “dissatisfied” side (Figure 16). If this were to be converted into a grade the mark would be an A-. This represents a slight decline from 2010 when the grade translated to an A.

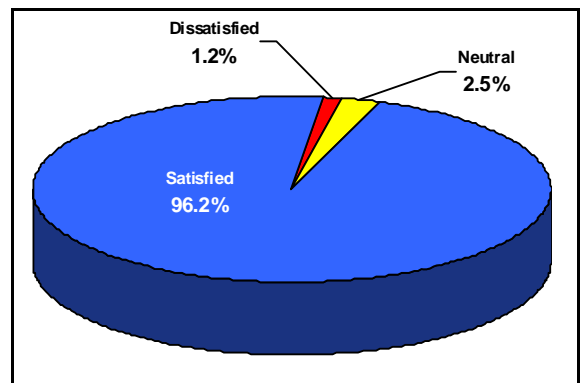
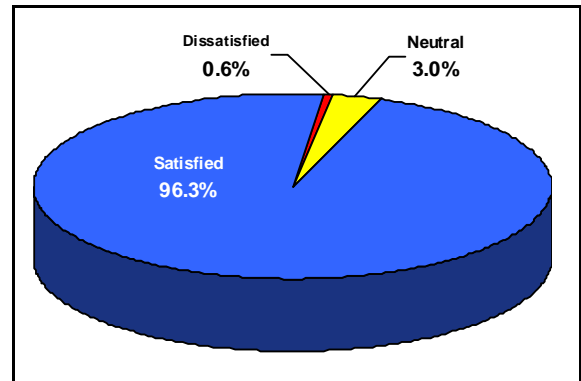


Figure 16. Curbside Christmas Tree Satisfaction.

**Table 60. Satisfaction with Curbside Christmas Tree Collection (n=158).**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	8.37	0.0	0.6	0.0	0.6	2.5	1.9	8.2	22.8	63.3	96.2
10	8.50	0.0	0.0	0.0	0.0	3.6	2.2	7.1	14.7	72.3	96.3
08	--	--	--	--	--	--	--	--	--	--	--
06	7.60	1.3	1.0	1.3	1.3	5.3	5.6	19.6	24.9	39.5	89.6
04	7.70	1.6	1.2	1.2	1.6	7.7	6.1	10.9	22.7	47.0	86.7

Similarly, the mean for *curbside yard waste collection* declined somewhat this year. The mean decreased from 8.37 to 8.25 (Table 61). However, just as with the other collection services, the mean this year is the second highest the Department has earned to date with only 2010 being higher. There were 96.3% of the respondents on the “satisfied” side of the scale versus only 0.6% on the “dissatisfied” side (Figure 17). If the yard waste collection mean were converted to a grade, then it would convert to a grade of A- which is the same as the grade earned in 2010.

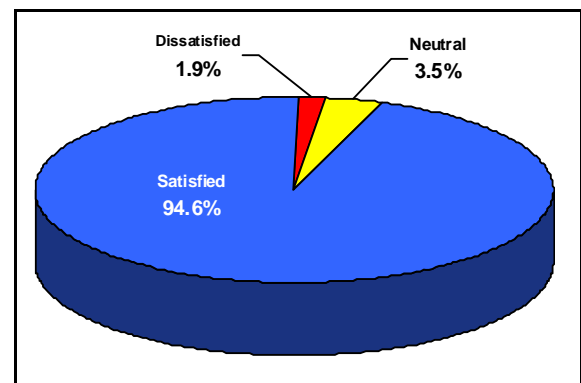


**Figure 17. Curbside Yard Waste Satisfaction.**

**Table 61. Satisfaction with Curbside Yard Waste Collection (n=346).**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	8.25	0.0	0.3	0.0	0.3	3.0	3.4	11.1	26.9	54.9	96.3
10	8.37	0.0	0.9	0.0	0.3	3.8	2.3	8.1	17.1	67.6	95.1
08	--	--	--	--	--	--	--	--	--	--	--
06	7.65	1.3	1.0	1.3	1.3	5.3	5.6	19.6	24.9	39.5	89.6
4	7.72	1.4	0.6	1.4	2.0	5.2	8.0	12.9	23.2	45.3	89.4

The respondent’s level of satisfaction with *curbside recycling collection* has also decreased this year. The mean declined from the all time high of 8.37 in 2010 to 8.24 this year (Table 62). Although the mean declined, again this rating represents the second highest overall mean earned by the Department for this curbside service. There were 94.6% of the responses on the “satisfied” side of the scale versus only 1.9% on the “dissatisfied” side (Figure 18). If converted to a grade, then the grade for curbside recycling collection would have been in the A- range which is the same as 2010.



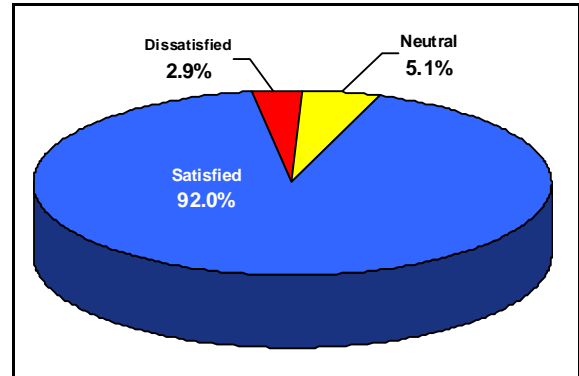
**Figure 18. Curbside Recycling Satisfaction.**



**Table 62. Satisfaction with Curbside Recycling (n=373).**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
<b>12</b>	<b>8.24</b>	<b>0.3</b>	<b>0.8</b>	<b>0.3</b>	<b>0.5</b>	<b>3.5</b>	<b>2.7</b>	<b>10.4</b>	<b>21.1</b>	<b>60.4</b>	<b>94.6</b>
10	8.37	0.5	0.0	0.5	0.3	3.8	2.4	7.2	17.7	67.6	94.9
08	7.74	0.8	1.6	1.3	1.9	4.3	5.1	16.7	24.7	43.5	90.0
06	7.56	3.3	0.9	0.6	1.2	6.3	6.9	15.1	25.3	40.4	87.7
04	7.88	1.8	0.9	1.2	0.6	4.9	5.2	12.5	20.2	52.6	90.5

As with the other services, *curbside leaf collection* saw a decline as well. The mean decrease was larger than the other services falling from 8.18 to 7.95 this year (Table 63). This was the only mean from Solid Waste Services to drop below 8.00. This decrease was statistically significant. On the positive side, the mean still represents the second highest mean earned by the Department thus far. There were 92.0% on the “satisfied” side of the scale versus only 2.9% on the “dissatisfied” side (Figure 19). The decline in the mean would equate to a grade decline from A- to B+ this year.



**Figure 19. Curbside Leaf Satisfaction.**

**Table 63. Satisfaction with Curbside Leaf Collection (n=317).**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
<b>12</b>	<b>7.95*</b>	<b>0.4</b>	<b>0.7</b>	<b>0.4</b>	<b>1.4</b>	<b>5.1</b>	<b>5.8</b>	<b>12.6</b>	<b>24.9</b>	<b>48.7</b>	<b>92.0</b>
10	8.18	0.3	0.0	0.9	1.6	3.2	4.4	12.0	15.8	61.8	94.0
08	--	--	--	--	--	--	--	--	--	--	--
06	7.49	0.9	0.9	4.7	2.3	4.7	5.1	16.3	20.5	44.7	86.6
04	7.40	1.9	1.9	1.6	2.3	6.1	9.4	16.2	24.6	35.9	86.1

Overall, the curbside collection of Solid Waste Services continued to earn very good marks. Even showing a degree of decline in the means from 2010, the rankings represented the second best ratings the department has earned for all the services. The grades remained high and the unchanged for *curbside garbage collection* (A), *curbside yard waste collection* (A-), and *curbside recycling collection* (A-). The grades declined for *curbside Christmas tree collection* (A to A-) and *curbside leaf collection* (A- to B+).

#### Solid Waste Services Crosstabulations

Crosstabulations were conducted for age, housing type, income, and years in Cary for the set of solid waste curbside services (Appendix B). The crosstabulations for curbside garbage collection are shown in Tables B203-B206. They were generally consistent and high. The only subgroups with somewhat lower means were apartment dwellers (8.25) and \$50,001-\$100,000 income level (8.29). These were the two lowest means nevertheless they are still very high and would rate an A-. The crosstabulations for Christmas Tree collection are shown in Tables B207-B210. The only lower

mean was for \$50,001-\$100,000 income level (8.14) and this would rate very strong as an A-. Curbside yard waste collection crosstabulations are shown in Tables B211-B214. The only lower means were for 0-1 year residents (7.82) and apartment dwellers (7.90). These means would equate to a grade of B+. The crosstabulations for curbside recycling collection are shown in Tables B215-B218. The lowest means were for apartment dwellers (7.85) and 0-1 year residents (8.00) which would also translate to a B+. Finally, the crosstabulations for curbside leaf collection are shown in Tables B219-B222. The means were lower for this service overall. The lowest rating came from \$50,001-\$100,000 income level (7.56) which would translate to a grade of B. Overall, the ratings for the curbside services were very good and even the lowest means given within individual subgroups were high.

## Storm Drains

The next set of questions examined the respondent's knowledge of materials that are acceptable to be placed in storm drains (Table 64). Keep in mind that rainwater is the only acceptable material that can enter storm drains. The material the respondents deemed most acceptable for the storm drains was correctly identified as *rainwater from a home's gutters* by 70.4% of the respondents. However, there was a degree of inaccuracy in the respondent's percentages for *water from draining a swimming pool*. The inaccurate "yes" percentage has increased from 11.6% in 2010 to 16.8% this year. On the positive side, there was slightly higher accuracy for *grass clippings, leaves, and other natural vegetation* (the "yes" percentage decreased from 10.5% to 3.0%). *Grease and oil* (0.3%) and *paint* (0.3%) remain accurately perceived as unacceptable materials. Tables 65-68 show the results from previous Biennial surveys for comparisons. Overall, public knowledge of what is acceptable to go into storm drains remained somewhat similar to 2010. The only area of concern is the increased inaccurate percentages for *water from draining a swimming pool* (16.8%). Take into account that many of the respondents answering this question may not own a swimming pool which could limit their knowledge. This will be evident in the upcoming crosstabulations for the least accurate breakdown for this material.

**Table 64. Acceptable Materials for Storm Drains - 2012.**

Materials	Yes	No	Not Sure
Rainwater from a home's gutters	<b>70.4</b>	<b>19.0</b>	<b>10.6</b>
Water from draining a swimming pool	<b>16.8</b>	<b>67.3</b>	<b>16.0</b>
Grass clippings, leaves, and other natural vegetation	<b>3.0</b>	<b>86.3</b>	<b>10.6</b>
Grease and oil	<b>0.3</b>	<b>99.5</b>	<b>0.3</b>
Paint	<b>0.3</b>	<b>99.7</b>	<b>0.0</b>

**Table 65. Acceptable Materials for Storm Drains - 2010.**

Materials	Yes	No	Not Sure
Rainwater from a home's gutters	70.1	23.4	6.5
Water from draining a swimming pool	11.6	66.5	21.9
Grass clippings, leaves, and other natural vegetation	10.5	83.5	6.0
Grease and oil	0.5	98.2	1.3
Paint	0.3	98.5	1.3

**Table 66. Acceptable Materials for Storm Drains - 2008.**

Materials	Yes	No	Not Sure
Rainwater from a home's gutters	68.6	25.5	5.9
Water from draining a swimming pool	17.6	68.7	13.6
Grass clippings, leaves, and other natural vegetation	8.2	86.9	5.0
Grease and oil	0.2	98.3	1.5
Paint	0.2	98.3	1.5

**Table 67. Acceptable Materials for Storm Drains - 2006.**

<b>Materials</b>	<b>Yes</b>	<b>No</b>	<b>Not Sure</b>
Rainwater from a home's gutters	87.6	9.5	3.0
Runoff from sprinklers and irrigation systems	68.1	23.7	8.2
Rinse water from washing a car	49.6	39.4	11.0
Water from draining a swimming pool	28.1	55.5	16.4
Grass clippings, leaves, and other natural vegetation	6.5	89.6	4.0
Grease and oil	1.2	97.5	1.2
Paint	1.0	98.0	1.0

**Table 68. Acceptable Materials for Storm Drains - 2004.**

<b>Materials</b>	<b>Yes</b>	<b>No</b>	<b>Not Sure</b>
Rainwater from a home's gutters	88.7	8.0	3.4
Runoff from sprinklers and irrigation systems	84.5	11.7	3.9
Rinse water from washing a car	63.1	25.3	11.6
Water from draining a swimming pool	28.1	55.7	16.2
Grass clippings, leaves, and other natural vegetation	17.5	74.0	8.5
Grease and oil	0.8	98.5	0.8
Paint	0.3	99.0	0.8

### Storm Drains Crosstabulations

The crosstabulations for acceptable materials to put in storm drains were conducted for age, education, housing type, income, and years in Cary (Tables B223-B227). The least accurate for *water from swimming pool* was from 18-25 age group (27.6%), those with high school degree/some college (23.4%), townhouse/condo dwellers (23.1%), 0-1 year residents (22.2%), apartment dwellers (20.6%), and 0-\$50,000 income level (20.0%). The least accurate for *grass, leaves, and natural vegetation* was apartment dwellers (11.8%) and 0-\$50,000 income level (9.2%). The accuracy for *grease, oil, and paints* were very good for all the subgroups.

## Disposal of Used Cooking Oil and Grease

The survey contained a set of seven questions examining the respondent's knowledge of proper ways to dispose of used household cooking oils and grease. The respondents were given seven options or methods for disposal. The proper way to dispose of the cooking oils and grease is to *save it and call the Town to come and pick it up*. Table 69 shows that only 21.4% of the respondents answered this correctly which is a concern. Compounding the problem is that this percentage has declined from 28.3% in 2010 (Table 70). Another area of concern is the higher percentage for *put it in your recycling cart or bin for collection* (47.4%). This has increased significantly from 14.3% in 2010. On the positive side, there has been major improvement in the percentages for *put it in your garbage cart or bin for collection* (decreased from 53.0% to 1.8%). Also improving were *pour it down the kitchen sink drain* (decreased from 25.3% to 15.6%) and *pour it out in the yard* (decreased from 25.0% to 17.1%). The respondents continue to remain accurate on *flush it down the toilet* (0.5%) and *pour it down the storm drain* (0.3%).

**Table 69. Proper Disposal of Used Household Cooking Oils and Grease - 2012.**

Disposal Methods	Yes	No	Not Sure
Put it in your garbage cart or bin for collection	1.8	93.4	4.9
Save it and call the Town to come and pick it up	21.4	57.5	21.1
Pour it down the kitchen sink drain	15.6	83.9	0.5
Pour it out in the yard	17.1	80.6	2.3
Put it in your recycling cart or bin for collection	47.4	43.8	8.7
Flush it down the toilet	0.5	99.0	0.5
Pour it down the storm drain	0.3	98.5	1.3

**Table 70. Proper Disposal of Used Household Cooking Oils and Grease - 2010.**

Disposal Methods	Yes	No	Not Sure
Put it in your garbage cart or bin for collection	53.0	41.3	5.8
Save it and call the Town to come and pick it up	28.3	59.8	12.0
Pour it down the kitchen sink drain	25.3	72.2	2.5
Pour it out in the yard	25.0	65.8	9.3
Put it in your recycling cart or bin for collection	14.3	77.0	8.8
Flush it down the toilet	1.3	97.0	1.8
Pour it down the storm drain	0.0	98.0	2.0

## Disposal of Used Cooking Oil and Grease Crosstabulations

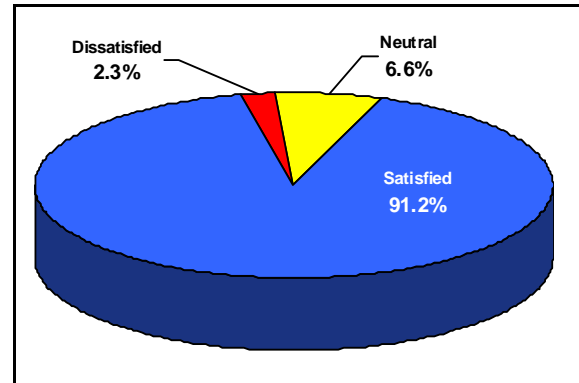
Crosstabulations (B228-B232) for disposal of used cooking oils and grease were conducted on age, education, housing type, income, and years in Cary (Appendix B). The least accurate (lower percentages) for the proper disposal method *save it and call the Town to come and pick it up* was apartment dwellers (5.9%), townhouse/condo dwellers (11.5%), 0-\$50,000 income level (13.8%), \$50,001-\$100,000 income level (13.8%), and 0-1 year residents (14.8%). The least accurate (higher percentages) for *put it in your garbage cart for collection* was 0-1 year residents (65.4%), over \$150,000 income level (64.0%), and those with PhD/JD/MD degree (60.0%). The least accurate (higher percentages) for *pour it down the kitchen sink drain* was 0-\$50,000 income level (33.8%), \$50,001-\$100,000 income level (25.0%), and over 10 year residents (19.4%). The least accurate

(higher percentages) for *pour it out in the yard* was 0-\$50,000 income level (33.8%), \$50,001-\$100,000 income level (25.0%), those with high school degree/some college (21.8%), 56-65 age group (21.7%), 2-5 year residents (21.5%), and over 65 age group (20.8%). The accuracy for *put it in your recycling cart for collection* was high across the subgroups. The least accurate (higher percentages) was 0-\$50,000 income level at only 4.7%. Finally, all the subgroups correctly identified not to *flush it down the toilet* nor *pour it down the storm drain*.

## Town Council Focus Areas

The survey included several questions examining specific focus areas of the Town Council. The respondents were asked to rate their satisfaction with the Town’s efforts in several areas including *environmental protection; keeping Cary the best place to live, work, and raise a family; downtown revitalization; transportation; planning & development; and parks, recreation, & cultural issues*. A 9-point scale from very dissatisfied (1) to very satisfied (9) was used for all the areas examined with the exception of a 9-point effectiveness scale used for *keeping Cary the best place to live, work, and raise a family*. The aspects are listed in order of mean scores indicating higher levels of satisfaction and/or effectiveness from the respondents.

The job the Town is doing with *parks, recreation, and cultural issues* continued to earn the highest rating of any of the focus areas just as in 2010. The respondents were asked to consider several factors in their rating. These include quality/quantity of existing parks, greenways, and community centers; how close these facilities are located to their home; planning for the aquatics center and performing arts center; building new parks, community centers, greenways, and trails. Table 71 shows the very positive results from the respondents. The mean was 7.87 with 91.2% on the “satisfied” side (above 5) of the scale while there were only 2.3% of the responses on the “dissatisfied” side (Figure 20). This represents a solid degree of improvement from 2010 when the mean was 7.68. This is the highest mean earned to date for *parks, recreation, and cultural resources* by the Town.



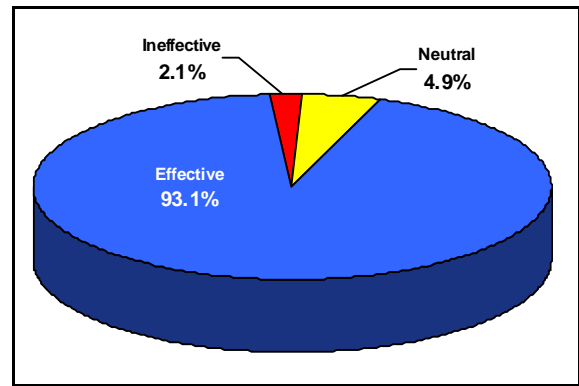
**Figure 20. Satisfaction with Job Town is Doing on Parks & Recreation.**

**Table 71. Satisfaction with Overall Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	7.87	0.5	0.5	0.3	1.0	6.6	4.1	15.0	30.7	41.4	91.2
10	7.68	0.0	0.0	0.3	1.3	9.8	4.0	21.0	31.5	32.3	88.8
08	7.46	0.0	0.2	0.0	0.7	11.4	7.7	25.9	27.9	26.1	87.6

The respondents who gave the Town a rating below 5 (“dissatisfied” side) were subsequently asked what actions the Town could take to make them more satisfied with *parks, recreation, and cultural resource issues*. All the comments are shown in Appendix L. Due to the higher levels of satisfaction, there were only 13 comments which makes it difficult to establish a theme or central issue due to the limited number of responses.

The second highest rated of the focus areas was how effective the Town Council was in *keeping Cary the best place to live, work, and raise a family*. This question did not use the satisfaction rating scale but a 9-point effectiveness scale ranging from very ineffective (1) to very effective (9). The respondents were very positive and supportive of the Town’s efforts rewarding the Town a mean of 7.83 (Table 72). The mean has improved from 2010 when it was 7.65. There were 93.1% of the responses on the “effective” side of the scale and only 2.1% on the “ineffective” side (Figure 21). This is the highest mean the Town has earned for this focus area. The respondents who gave the Town a rating below 5 were asked what actions the Town could take to make them more satisfied with *keeping Cary the best place to live, work, and raise a family* (Appendix M). Due to the high levels of satisfaction, there were only 14 comments given this year with no common theme among those comments.

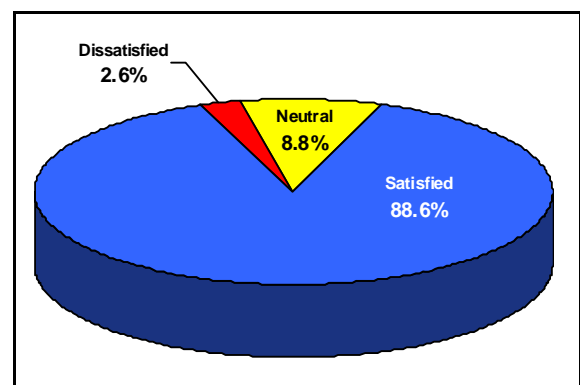


**Figure 21. Effectiveness in Keeping Cary the Best Place to Live, Work, & Raise a Family.**

**Table 72. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work, and Raise a Family.**

Year	Mean	Very Ineffective 1	2	3	4	Neutral 5	6	7	8	Very Effective 9	% Above 5
12	7.83	0.8	0.3	0.5	0.5	4.9	3.9	17.0	38.8	33.4	93.1
10	7.65	0.3	0.3	0.3	0.3	9.3	4.3	21.1	36.1	28.3	89.8
08	6.85	1.3	0.3	0.5	2.0	19.0	12.3	28.8	20.1	15.8	77.0

The respondents were also satisfied with the job the Town is doing on issues related to *environmental protection*. They were asked to consider the Town’s environmental efforts such as recycling, open space preservation, water conservation, sustainability, and erosion control. The respondents gave the Town high marks with a mean of 7.62. The mean is similar to 2010 with a slight decline from 7.67 (Table 73). There were 88.6% of the responses on the “satisfied” side of the scale and only 2.6% on the “dissatisfied” side indicating a strong level of support (Figure 22). The respondents who gave the Town a rating below 5 were asked what actions the Town could take to make them more satisfied with *environmental protection* (Appendix N). Again, due to the higher levels of satisfaction there were only 12 comments given this year with the only areas earning more than one comment were erosion control and cutting down too many trees.



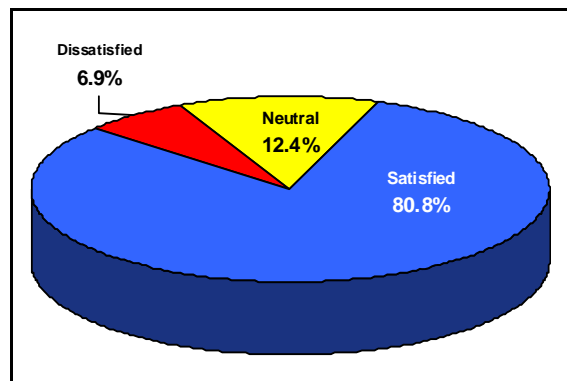
**Figure 22. Effectiveness with Job Town is Doing on Environmental Protection.**



**Table 73. Satisfaction with the Job the Town is Doing on Environmental Protection.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	7.62	1.3	0.0	0.5	0.8	8.8	5.3	19.4	30.8	33.1	88.6
10	7.67	0.5	0.0	0.8	0.5	7.0	5.3	19.5	39.8	26.8	91.4
08	7.04	1.0	0.0	1.0	1.5	16.6	11.8	25.4	22.4	20.4	80.0

The respondents indicated a much higher level of satisfaction with the Town’s *transportation* efforts. The respondents were asked to consider issues like widening roads, offering C-Tran bus service, synchronizing signal lights, adding bike lanes/greenways/sidewalks. The mean improved from 6.73 to 7.07 this year and this increase was statistically significant (Table 74). This is the first time the mean has broken 7.00. There were 80.8% on the “satisfied” side of the scale and 6.9% on the “dissatisfied” side (Figure 23). This represents a much stronger rating for what has been a contentious issue in the past. The respondents who gave the Town a rating below 5 were asked what actions the Town could take to make them more satisfied with *transportation* (Appendix O). The 31 total comments focused on issues such as improving traffic lights (9 comments), improving turn lanes (6 comments), improving bus service (4 comments), concerns about bicycles in traffic (3 comments), adding sidewalks (3 comments), C-Tran concerns (3 comments), and traffic (3 comments).

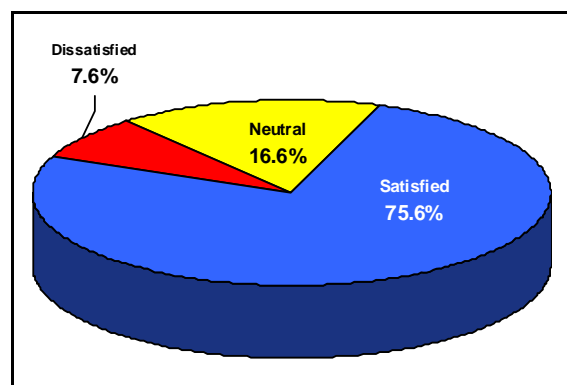


**Figure 23. Effectiveness with Job Town is Doing on Transportation.**

**Table 74. Satisfaction with the Job the Town is Doing on Transportation.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	7.07*	1.3	0.8	1.8	3.0	12.4	9.8	22.0	28.5	20.5	80.8
10	6.73	1.3	1.5	2.5	2.8	20.0	9.3	23.3	23.5	16.0	72.1
08	6.66	0.7	0.5	1.7	8.2	15.9	12.2	24.1	24.9	11.7	72.9

The respondents were asked to rate the job the Town is doing with *planning & development*. They were asked to consider issues such as developing land use plans for specific areas, ensuring new development is high quality and compatible with existing development, and making sure the infrastructure can support growth. The results show an improved mean increasing from 6.73 to 6.82 this year (Table 75). This is also the highest mean the Town has earned for *planning & development*. There were 75.6% on the “satisfied” side of the scale and 7.6% on the “dissatisfied” side (Figure 24). The respondents who gave the Town



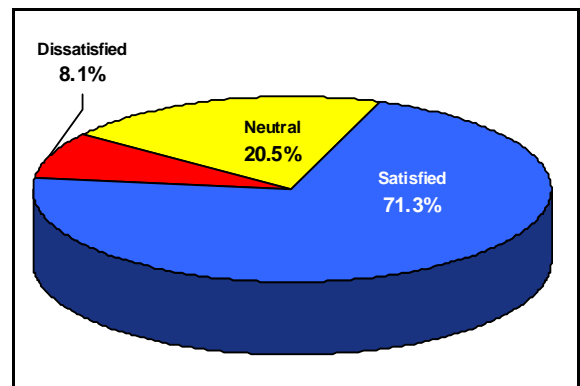
**Figure 24. Effectiveness with Job Town is Doing on Planning & Development.**

a rating below 5 were asked what actions the Town could take to make them more satisfied with *planning & development* (Appendix P). There were 36 total suggestions that focused on improving planning for growth (9 comments), roads/traffic (5 comments), overdevelopment (3 comments), and schools (3 comments).

**Table 75. Satisfaction with the Job the Town is Doing on Planning & Development.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	6.82	1.0	1.8	2.0	2.8	16.6	11.7	22.4	24.2	17.3	75.6
10	6.73	0.3	1.0	1.3	2.5	19.1	14.1	30.2	18.1	13.4	75.8
08	5.93	3.1	2.6	3.8	8.9	20.4	18.1	24.2	12.2	6.6	61.1

There were also positive results on the job the Town is doing with *downtown revitalization*. The respondents were asked to consider issues such as converting old Cary Elementary into an arts space, renovating the movie theater, expanding the train depot, and hiring a downtown manager. The results indicated the respondents were generally satisfied with the Town’s *downtown revitalization* efforts (Table 76). The mean improved from 6.64 to 6.80 with 71.3% responding on the “satisfied” side and 8.1% on the “dissatisfied” side (Figure 25). As with many of the percentages this year, this represent the highest mean the Town has earned thus far. The respondents who gave the Town a rating below 5 were then asked what actions the Town could take to make them more satisfied with *downtown revitalization* (Appendix Q). There were 41 total comments which focused on waste of time/money (11 comments), can’t see any changes (7 comments), no reason to go there (6 comments), be more like downtown Apex (5 comments), and need more restaurants (3 comments).



**Figure 25. Satisfaction with Job Town is Doing on Downtown Revitalization.**

**Table 76. Satisfaction with the Job the Town is Doing on Downtown Revitalization.**

Year	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
12	6.80	1.5	0.5	2.8	3.3	20.5	9.5	18.2	23.3	20.3	71.3
10	6.64	2.0	1.3	1.5	2.5	21.5	10.3	25.8	21.8	13.5	71.4
08	6.55	0.8	0.8	2.0	3.3	23.5	13.0	26.3	18.9	11.5	69.7

### Town Council Focus Areas Crosstabulations

The crosstabulations for the focus areas were conducted on subgroupings of age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. First, the crosstabulations for satisfaction with the job the Town is doing with parks, recreation, and cultural programs are shown in Tables B233-B241. The subgroups showing the lowest levels of satisfaction were the 56-65 age group (7.51), apartment dwellers (7.52), and African-Americans (7.56) The

highest levels of satisfaction were from Hispanics (8.25), 18-25 age group (8.24), those not registered to vote (8.14), 6-10 year residents (8.12), and those with high school degree/some college (8.09).

The crosstabulations for the effectiveness of Town Council in working to keep Cary the best place to live, work, and raise a family are shown in Tables B242-B245. The breakdowns were for age, housing type, income, and years in Cary. The only subgroups indicating slightly lower levels of effectiveness were townhouse/condo dwellers (7.62) and 0-\$50,000 income level (7.69). The highest means were from over \$150,000 income level (8.17), 0-1 year residents (8.08), 2-5 year residents (8.06), and \$100,001-\$150,000 income level (8.02).

The crosstabulations for satisfaction with the job the Town is doing with environmental protection are shown in Tables B246-B254. The breakdowns were for age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The means were generally consistent and positive; however, a few areas did indicate lower levels of satisfaction. These included the 0-1 year residents (6.96), apartment dwellers (7.29), 18-25 age group (7.33), and African-Americans (7.33). The highest levels of satisfaction were from over \$150,000 income level (8.00), 2-5 year residents (7.91), Asians (7.83), and those with a PhD/JD/MD degree (7.82).

The crosstabulations for satisfaction with the job the Town is doing with transportation are shown in Tables B255-B263. The breakdowns were for age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. Although most of the means were supportive, there were several subgroups with somewhat lower levels of satisfaction including 0-1 year residents (6.70), 18-25 age group (6.74), 0-\$50,000 income level (6.81), apartment dwellers (6.82), and African-Americans (6.83). The highest satisfaction was from those with PhD/JD/MD degree (7.78), over 65 age group (7.56), and 2-5 year residents (7.42).

The crosstabulations for satisfaction with the job the Town is doing with planning & development are shown in Tables B264-B272. The breakdowns were for age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The subgroups were generally consistent in their levels of satisfaction. The only areas demonstrating lower levels of satisfaction were those with college degree (6.54) and \$50,001-\$100,000 income level (6.66). The highest levels of satisfaction were for those with high school degree/some college (7.39), and 0-\$50,000 income level (7.16).

The crosstabulations for satisfaction with the job the Town is doing with downtown revitalization are shown in Tables B273-B281. The breakdowns were for age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The levels of satisfaction were generally positive and consistent for the breakdowns. The only subgroups showing lower levels of satisfaction were 18-25 age group (6.52), over \$150,000 income level (6.53), and those with a college degree (6.58). The highest levels of satisfaction were for those with high school degree/some college (7.19), apartment dwellers (7.18), 56-65 age group (7.13), 0-\$50,000 income level (7.12), African-Americans (7.12), and 0-1 year residents (7.07).

## Downtown Revitalization

A set of questions was included in the survey asking the respondents how Cary could create a more vibrant downtown area. The respondents were first asked if they had visited downtown in the last year and 78.9% indicated they had visited the area. Those who answered “yes” were then asked what drew them to downtown (Appendix R). There were 429 comments (there could be more than one reason) and the two key reasons were shops/shopping (72 comments) and restaurants (56 comments). Other prominent reasons included just driving through (34 comments), art/art center (33 comments), and the library (32 comments). Other reasons included the post office (17 comments), Lazy Daze (17 comments), drug store (16 comments), festivals (12 comments), just visiting the area (12 comment), church (11 comments), live around the area (11 comments), and parades (10 comments). Those who responded “no” they had not visited downtown were then asked why not (Appendix S). The most prevalent comment was no reason to visit/nothing there (48 comments). Other reasons given include schedule/work/too busy (18 comments) and not interested (11 comments).

The respondents were then asked to rate how likely various amenities (or activities) would be effective in bringing them to downtown Cary. A 9-point scale was used from not likely at all (1) to extremely likely (9). The survey examined a total of 17 different prospective amenities or activities. Table 77 shows cafes/restaurants would be the most likely amenity to draw the respondents downtown with a mean of 7.48. Shopping opportunities (6.61) and festivals (6.26) were the next most effective amenities after a rather large drop in the means. Other amenities with a degree of drawing power were concerts (5.97), museums (5.76), coffee shop (5.66), public plaza (5.56), 1,100 seat performance art center (5.56), movie theater (5.54), and ice cream shop (5.54). The amenities with the lowest means were artist working studio space (4.18), additional art exhibition space (4.72), and historical walking tour (4.89). There were 70 responses given to the “other” category for amenities (Appendix T). The most frequent were to improve parking (13 comments), add a grocery store (3 comments), and need all of them (3 comments).

**Table 77. The Likelihood of Amenities or Activities in Bringing Respondents to Downtown Cary (In Order of Usage).**

Amenities/Activities	Mean	Not Likely at All 1	2	3	4	5	6	7	8	Extremely Likely 9	% Above 5
Cafes/Restaurants	7.48	4.1	1.5	1.3	2.0	11.7	3.3	10.2	14.2	51.8	79.5
Shopping opportunities	6.61	8.4	3.3	5.1	3.6	11.4	6.6	11.2	12.7	37.8	68.3
Festivals	6.26	9.1	5.1	4.5	2.5	15.9	7.6	14.1	11.6	29.5	62.8
Concerts	5.97	13.9	3.8	4.3	4.8	13.4	9.6	11.1	11.6	27.5	59.8
Museums	5.76	12.9	5.6	6.1	3.8	15.5	8.1	14.0	11.2	22.8	56.1
Coffee shop	5.66	18.0	6.1	4.8	4.1	11.9	7.6	10.6	6.8	30.1	55.1
Public plaza	5.56	12.3	6.4	7.9	5.1	18.9	6.9	11.5	8.7	22.3	49.4
1,100 seat performance center	5.56	14.0	8.1	3.6	6.1	16.8	9.1	9.9	9.6	22.8	51.4
Movie theater	5.54	17.4	8.6	4.8	3.0	12.1	7.6	10.6	10.1	25.8	54.1
Ice cream shop	5.54	16.2	8.1	5.1	4.6	13.9	7.1	10.6	8.6	25.8	52.1
Parks	5.31	15.7	7.8	6.6	7.6	15.4	7.6	10.1	7.1	22.2	47.0
Public art	5.24	17.6	8.1	6.1	4.3	14.2	10.9	10.7	8.7	19.3	49.6
Preserve/reuse historic building	5.11	15.7	9.9	6.6	7.8	17.2	6.1	10.6	7.6	18.5	42.8
Wine shop	4.91	25.6	9.6	4.8	3.8	10.9	6.8	9.6	5.6	23.3	45.3
Historical walking tour	4.89	20.3	9.9	6.1	5.6	16.5	5.1	12.9	7.6	16.0	41.6
Additional art exhibition space	4.72	22.2	10.6	7.1	4.8	14.9	8.3	9.8	5.8	16.4	40.3
Artist working studio space	4.18	32.9	7.3	8.4	5.1	13.9	6.6	6.6	3.8	15.4	32.4

## Downtown Revitalization Crosstabulations

Crosstabulations were conducted on visiting downtown in the past year on age, education, gender, income, race, and years in Cary are shown in Tables B282-B287. The highest level of downtown visitation was from those with PhD/JD/MD degree (91.4%), Hispanics (83.3%), over 10 year residents (82.8%), over 65 age group (82.0%), 6-10 year residents (81.4%), \$50,001-\$100,000 income level (80.7%), and 0-\$50,000 income level (80.0%). The lowest levels of downtown visitation were from 0-1 year residents (67.9%), African Americans (68.4%), and 2-5 year residents (70.9%).

The crosstabulations for the likelihood of amenities/activities to bring respondents downtown were conducted on age, education, gender, income, race, and years in Cary (Tables B288-B293). Instead of examining each demographic variable separately, it would be more informative to look at each amenity separately and its likelihood at bringing respondents downtown. There are a total of 21 subgroups (the “other” category in race was omitted due to small sample size). The amenities will be discussed in order of overall ranking by the total sample. To avoid confusion, overall rankings by the total sample are written out (such as ninth) and ranking in the subgroups are numerical (such as 9<sup>th</sup>).

The top-rated amenity/activity was cafes/restaurants by the total sample. This amenity was ranked 1<sup>st</sup> in all 21 subgroups and the means were generally much higher than the second place amenities indicating its effectiveness as a key downtown drawing card. Shopping opportunities was ranked second overall by the total sample. This amenity was rated 2<sup>nd</sup> in 14 of the subgroups and 3<sup>rd</sup> in 4 others. The lowest ranking for shopping opportunities was 5<sup>th</sup> for 0-1 year residents.

Festivals were ranked third overall by the respondents. Within the subgroups, this amenity ranked 2<sup>nd</sup> in 5 subgroups and 3<sup>rd</sup> in 11 others. The subgroups where festivals finished 2<sup>nd</sup> were those with PhD/JD/MD degree, males, over \$150,000 income level, Hispanics, and 2-5 year residents. The lowest ranking was in the 56-65 age group (7<sup>th</sup>). Concerts ranked next at fourth overall by the total sample. There was a degree of variability for this amenity. It ranked 3<sup>rd</sup> in 3 subgroups and 4<sup>th</sup> in 9 subgroups. Concerts highest ranking was a 2<sup>nd</sup> place rating in 18-25 age group and 0-1 year residents. The lowest ranking was for over 65 age group (13<sup>th</sup>) and 56-65 age group (10<sup>th</sup>).

Museums ranked fifth overall in the total sample. In the subgroups, this amenity was ranked 5<sup>th</sup> in 7 subgroups and 6<sup>th</sup> in 5 others. The highest ranking was 3<sup>rd</sup> for those with PhD/JD/MD degree. The lowest was 11<sup>th</sup> in the 18-25 age group. Coffee shop was ranked sixth overall by the respondents. This amenity had a degree of variability ranking from a high of 3<sup>rd</sup> to low of 12<sup>th</sup> in the subgroups. It was most effective with older residents including 56-65 and over 65 age groups ranking 3<sup>rd</sup> in both. The lowest rankings were for over \$150,000 income level and 6-10 year residents.

Ranking seventh overall in the total sample was a public plaza. This amenity ranked 8<sup>th</sup> in 5 subgroups, 6<sup>th</sup> in 4 subgroups, and 9<sup>th</sup> in 4 others. Its highest impact was in 56-65 age group, those with a college degree, \$50,001-\$100,000 income level, and Hispanics. The lowest impact was an 11<sup>th</sup> place finish for those with PhD/JD/MD degree. The 1,100 seat performance art center ranked eighth overall by the respondents. This amenity had a higher degree of variability. Within the subgroups, the amenity finished 6<sup>th</sup> in 4 subgroups and 9<sup>th</sup> in 4 subgroups. The highest ranking was 5<sup>th</sup> for those with PhD/JD/MD degree and 6-10 year residents. The lowest was 13<sup>th</sup> for 56-65 age group and 12<sup>th</sup> for African-Americans.

The movie theater was ranked ninth overall from the respondents. Within the subgroups, the rankings demonstrated a dichotomy. This amenity was ranked 5<sup>th</sup> for 5 subgroups while ranking 10<sup>th</sup> for 5 other subgroups. There was a high level of desirability among certain subgroups. A movie theater was viewed as more effective as a downtown draw by 0-1 year residents (4<sup>th</sup>), males (5<sup>th</sup>), 0-\$50,000 income level (5<sup>th</sup>), 18-25 age group (5<sup>th</sup>), African-Americans (5<sup>th</sup>), and Hispanics (5<sup>th</sup>). The lowest rankings were given by those with PhD/JD/MD degree (12<sup>th</sup>), over \$150,000 income level (11<sup>th</sup>), and 6-10 year residents (11<sup>th</sup>). The ice cream shop ranked tenth overall from the total sample. This amenity also demonstrated a degree of variability within its ratings in the subgroups ranging from 5<sup>th</sup> to 15<sup>th</sup> including 5 subgroups ranking it 7<sup>th</sup> overall. The highest ranking was from over \$150,000 income level (5<sup>th</sup>) and over 10 year residents (5<sup>th</sup>). The lowest were from 0-1 year residents (15<sup>th</sup>), \$100,001-\$150,000 income level (12<sup>th</sup>), and 2-5 year residents (12<sup>th</sup>).

Ranking eleventh overall by the respondents were parks. In the subgroup breakdowns, most of the ratings ranged between 9<sup>th</sup> and 11<sup>th</sup> (14 subgroups). The highest rankings were from 18-25 age group (6<sup>th</sup>) and Asians (7<sup>th</sup>). The lowest rankings of 15<sup>th</sup> were from the older residents including the 56-65 and over 65 age groups. Public art was the twelfth ranked amenity by the total sample. Within the crosstabulations, this amenity was also rated 12<sup>th</sup> by 9 subgroups. The highest ranking was 8<sup>th</sup> by over 65 age group, over \$150,000 income level, and 6-10 year residents. The lowest ratings were by over 10 year residents (14<sup>th</sup>), 18-25 age group (13<sup>th</sup>), \$50,001-\$100,000 income level (13<sup>th</sup>), and 0-1 year residents (13<sup>th</sup>).

Preservation and reuse of historic buildings was ranked thirteenth overall by the respondents. Within the breakdowns, it was similarly ranked 13<sup>th</sup> by 11 subgroups. The highest rating was 7<sup>th</sup> by over 65 residents and 8<sup>th</sup> by 56-65 age group. The lowest rating of 16<sup>th</sup> was given by those with PhD/JD/MD degree and Hispanics. A wine shop in downtown was ranked fourteenth overall by the total sample. Within the subgroups, this amenity ranked 14<sup>th</sup> by 5 subgroups and 15<sup>th</sup> by 7 subgroups. The highest ranking was 5<sup>th</sup> by 56-65 age group. The lowest ranking was 17<sup>th</sup> by 18-25 age group and 16<sup>th</sup> by those with high school degree/some college, Asians, and 6-10 year residents.

Historical walking tour ranked fifteenth overall by the respondents. This amenity generally ranked 14<sup>th</sup> (11 subgroups) or 15<sup>th</sup> (6 subgroups) within the breakdowns. The highest ranking was only 13<sup>th</sup> by those with PhD/JD/MD degree and over \$150,000 income level. The lowest was 16<sup>th</sup> by \$50,001-\$100,000 income level and 0-1 year residents. Ranking sixteenth overall was additional art exhibition space. This amenity generally ranked 15<sup>th</sup> (4 subgroups) or 16<sup>th</sup> (12 subgroups). The highest ranking came from over 65 age group and 0-1 year residents ranking it 12<sup>th</sup>. The final amenity was working studio space for artists which ranked seventeenth or last among all the amenities. It finished 17<sup>th</sup> or last in 19 of the 21 subgroups. The highest rating was 15<sup>th</sup> by Hispanics.

## Support for a Farmer’s Market

The respondents were asked their level of support for using taxpayer dollars to pay for the infrastructure to create and maintain a Farmer’s Market in Cary. There was a relatively solid level of support for the initiative (Table 78). The mean was 6.93 with 73.5% on the “support” side of the scale and only 9.5% on the “not support” side. Note that 32.5% indicated they were very supportive of the Town funding the infrastructure for a Farmer’s Market.

**Table 78. Support for Using Taxpayer Dollars to Pay for the Infrastructure to Create and Maintain a Farmer’s Market in Cary.**

Year	Mean	No at All Supportive 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
12	6.93	5.0	1.0	2.0	1.5	16.9	5.8	19.6	15.6	32.5	73.5

### Farmer’s Market Crosstabulations

The crosstabulations for support for the Town of Cary maintaining the infrastructure for a Farmer’s Market are shown in Tables B294-B302 in Appendix B. The breakdowns were conducted on age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The highest levels of support came from Hispanics (7.58), those with PhD/JD/MD degree (7.65), 0-1 year residents (7.33), townhouse/condo dwellers (7.31), and Asians (7.29). The lowest levels of support were from 18-25 age group (6.04), 0-\$50,000 (6.60), those not registered to vote (6.60), 6-10 year residents (6.65), and males (6.69).

## Support for Sustainable Practices

The respondents were also asked about their support for the Town incorporating sustainable practices in its buildings and operations. The respondents were told that sustainable practices would include hybrid vehicles, conserving energy, or investing in renewable energy products like solar, wind, and biomass. There was a level of support for this Town initiative. The mean was 6.71 including 66.9% of the responses on the “support” side of the scale with 30.6% answering they were very supportive (Table 79). There were only 9.4% on the “not support” side for this initiative as well as a somewhat large number of neutral responses at 23.7%. The respondents who answered on the “not support” side (below 5) were asked why they did not support the initiative (Appendix U). There were 32 total comments and the main theme was waste of money/not cost effective (25 comments). The only other prevalent comment was that it was not needed at this time (6 comments).

**Table 79. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations.**

Year	Mean	No at All Supportive 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
12	6.71	5.6	1.0	2.0	0.8	23.7	8.8	12.9	14.6	30.6	66.9

The respondents were then asked if they currently have or plan to purchase/lease a plug-in vehicle in the next two years. Table 80 shows there was little ownership or plans to own a plug-in vehicle in that time frame. There were only 2.5% of the respondents who indicated they own or plan to purchase a plug-in vehicle while 3.3% answered “maybe”. The primary response was “no” by 94.2% of the respondents.

**Table 80. Own or Plan to Purchase or Lease a Plug-In Vehicle in the Next Two Years.**

Year	Yes	No	Maybe
12	2.5	94.2	3.3

### Support for Sustainable Practices Crosstabulations

The crosstabulations for support for the Town incorporating sustainable practices in its buildings and operations are shown in Tables B303-B311 in Appendix B. The breakdowns were conducted on age, education, gender, housing type, income, race, voter status, voted in 2011 local elections, and years in Cary. The highest levels of support came from Hispanics (7.58), Asians (7.31), townhouse/condo dwellers (7.08), 0-1 year residents (7.07), 6-10 year residents (7.01), nonvoters in 2011 local elections (7.00), and those with PhD/JD/MD degree (7.00). There was especially low levels of support from older residents including the over 65 (5.82) and 56-65 (6.02) age groups. Other subgroups with lower levels of support included apartment dwellers (6.41), voters in 2011 local elections (6.45), over 10 year residents (6.52) and those with high school degree/some college (6.54).



## Appendix A

### Town of Cary 2012 Biennial Citizen Survey

Hello, my name is \_\_\_\_\_ and I am calling for the Town of Cary. On a regular basis Cary conducts a citizen survey so that we can improve the services that the Town offers you. Your opinion is very important to Cary.

Are you a resident of the Town of Cary?

- Yes (Continue)                       No (Stop and thank the respondent)

Are you over the age of 18?

- Yes (Continue)                       No (Ask politely to speak with someone over 18)

1. How would you rate Cary overall as a place to live? Use a 9-point scale this time where 1 is very undesirable and 9 is very desirable, 5 is average.

1	2	3	4	5	6	7	8	9
Very Undesirable				Average				Very Desirable

(For responses below 5) Please tell us specifically what about Cary you're finding undesirable?

---

2. In the past two years, do you feel that the quality of life in the Town of Cary is? (Read choices)

1	2	3	4	5
Much Worse	Somewhat Worse	The Same	Somewhat Better	Much Better

(For responses below 3) Please tell us which aspects of the quality of life in Cary seems worse?

---

3. What do you feel is the one most important issue facing the Town of Cary?

---

4. Overall, how would you rate the Town's success at keeping Cary clean and forever green, that is, the Town's litter reduction and beautification efforts? Use the same 9-point scale from very poor to excellent.

1	2	3	4	5	6	7	8	9
Very Poor				Average				Excellent

5. On a scale of 1 to 9 with 1 being very dissatisfied to 9 being very satisfied, rate your level of satisfaction with the following Town of Cary solid waste services. If you have not used any of the services respond with not applicable.

	1	2	3	4	5	6	7	8	9	NA
	Very Dissatisfied				Neutral			Very Satisfied		
5a. Curbside recycling collection	1	2	3	4	5	6	7	8	9	NA
5b. Curbside garbage collection	1	2	3	4	5	6	7	8	9	NA
5c. Curbside yard waste collection	1	2	3	4	5	6	7	8	9	NA
5d. Curbside leaf collection	1	2	3	4	5	6	7	8	9	NA
5e. Curbside Christmas Tree collection	1	2	3	4	5	6	7	8	9	NA

6. Please rate the cleanliness and appearance of the following public areas. Use a 9-point scale where 1 is very poor and 9 is excellent, 5 is average.

	Very Poor			Average			Excellent		
6a. Streets?	1	2	3	4	5	6	7	8	9
6b. Median and roadsides?	1	2	3	4	5	6	7	8	9
6c. Parks?	1	2	3	4	5	6	7	8	9
6d. Greenways?	1	2	3	4	5	6	7	8	9

(For responses below 5) Can you provide specific examples of public areas that need more attention (ask to spell street name and then ask the problem)?

Area \_\_\_\_\_ Problem \_\_\_\_\_  
 Area \_\_\_\_\_ Problem \_\_\_\_\_

7. How well does the Town of Cary maintain streets and roads with regard to paving, potholes, etc.? Use the same scale.

1	2	3	4	5	6	7	8	9
Very Poor				Average				Excellent

(For responses below 5) Can you provide specific examples of roads that need more attention (ask to spell street name and then ask the problem)?

Street \_\_\_\_\_ Problem \_\_\_\_\_  
 Street \_\_\_\_\_ Problem \_\_\_\_\_

8. How effectively do you feel the Cary Town Council is working together to keep Cary the best place to live, work, and raise a family? Use a 9-point scale where 1 is very ineffective and 9 is very effective.

1	2	3	4	5	6	7	8	9
Very Ineffective				Neutral				Very Effective

(For responses below 5) Could you please tell us specific actions the Council could take to be more effective?

\_\_\_\_\_

9. Thinking about the Town's environmental efforts such as recycling, open space preservation, water conservation, sustainability, and erosion control, how satisfied are you with the job the Town is doing with environmental protection? Use a 9-point satisfaction scale where 1 is very dissatisfied and 9 is very satisfied.

1	2	3	4	5	6	7	8	9
Very Dissatisfied				Neutral				Very Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

\_\_\_\_\_

10. The Town is working to create a more vibrant downtown including converting old Cary Elementary into an arts center, renovating the community's first movie theater, expanding the train depot, and hiring a downtown manager. Using the same 9-point satisfaction scale, how satisfied are you with the job the Town is doing with downtown revitalization?

1                      2                      3                      4                      5                      6                      7                      8                      9  
Very                      Neutral                      Very  
Dissatisfied                      Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

---

11. Thinking now about the Town's efforts with transportation like widening roads, offering C-Tran bus service, synchronizing signal lights, adding bike lanes, greenways and sidewalks as alternatives to driving. How satisfied would you say you are overall with the job the Town is doing with transportation? Use the same 9-point satisfaction scale.

1                      2                      3                      4                      5                      6                      7                      8                      9  
Very                      Neutral                      Very  
Dissatisfied                      Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

---

12. Next we'd like your opinion on how the Town is doing with planning and development issues like developing land use plans for specific areas of Town, ensuring that new development is high quality and compatible with existing development, making sure that the infrastructure like roads, water, and sewer is in place to support growth. Using the same 9-point satisfaction scale, how satisfied would you say you are overall with the job the Town is doing with planning and development?

1                      2                      3                      4                      5                      6                      7                      8                      9  
Very                      Neutral                      Very  
Dissatisfied                      Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

---

13. We'd like your opinion on how the Town is doing with parks, recreation, and cultural arts issues such as the quality and quantity of existing parks, greenways, and community centers, how close these facilities are located to your home, planning for a recreational aquatics center, a performing arts center, and building new parks, community centers, greenways and trails. How satisfied are you with the overall job the Town is doing with parks, recreation, and cultural resources issues using the same 9-point scale?

1                      2                      3                      4                      5                      6                      7                      8                      9  
Very                      Neutral                      Very  
Dissatisfied                      Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

---

14. Have you had any direct contact with any Town Government staff in the past two years?

- Yes (Continue)                       No (Skip to #16)

15. Please tell us your opinion regarding that contact with Town Government using a 9-point scale where 1 is very poor and 9 is excellent, 5 is average.

	Very Poor				Average				Excellent
15a. Overall quality of customer service?	1	2	3	4	5	6	7	8	9
15b. Promptness of response?	1	2	3	4	5	6	7	8	9
15c. Professionalism?	1	2	3	4	5	6	7	8	9
15d. Knowledgeable?	1	2	3	4	5	6	7	8	9
15e. Courteous?	1	2	3	4	5	6	7	8	9
15f. Helpful?	1	2	3	4	5	6	7	8	9

(For responses below 5) Please tell us specifically what you recall about this interaction.

---

16. Have you had any contact with the Cary Police Department in the past two years?

- Yes (Continue)                       No (Skip to #19)

17. Was the person you contacted at the Police?

- Police Officer     
 Clerk     
 Dispatcher     
 Animal Control     
 Detective     
 District Commander     
 Not Sure

18. Using the same 9-point scale from very poor to excellent, please tell us your opinion regarding that contact with Cary Police.

	Very Poor				Average				Excellent
18a. Courteous?	1	2	3	4	5	6	7	8	9
18b. Fairness?	1	2	3	4	5	6	7	8	9
18c. Competence?	1	2	3	4	5	6	7	8	9
18d. Problem solving?	1	2	3	4	5	6	7	8	9
18e. Response time?	1	2	3	4	5	6	7	8	9

NA

19. Have you had contact with the Cary Fire Department in the past two years?

- Yes (Continue)                       No (Skip to #21)

20. Using the same 9-point scale from very poor to excellent, please tell us your opinion regarding that contact with Cary Fire Department.

	Very Poor				Average				Excellent
20a. Courteous?	1	2	3	4	5	6	7	8	9
20b. Fairness?	1	2	3	4	5	6	7	8	9
20c. Competence?	1	2	3	4	5	6	7	8	9
20d. Problem solving?	1	2	3	4	5	6	7	8	9
20e. Response time?	1	2	3	4	5	6	7	8	9

NA

21. Have you or anyone in your household participated in a Town of Cary Parks, Recreation & Cultural Resources' Department Program in the past two years?

- Yes (Continue)                       No (Skip to #24)

22. Please tell me which program you or a member of your household most frequently participated in and where?

Program \_\_\_\_\_ Location \_\_\_\_\_  
 Program \_\_\_\_\_ Location \_\_\_\_\_

23. Using the 9-point scale from very poor to excellent, please give an overall rating to various aspects of the program.

	Very Poor			Average			Excellent		
23a. Program quality?	1	2	3	4	5	6	7	8	9
23b. Facility quality?	1	2	3	4	5	6	7	8	9
23c. Cost or amount of fee?	1	2	3	4	5	6	7	8	9 NA
23d. Overall experience?	1	2	3	4	5	6	7	8	9
23e. Ease of registration?	1	2	3	4	5	6	7	8	9
23f. Instructor or coach quality?	1	2	3	4	5	6	7	8	9 NA

24. Cary's municipal tax rate is 33 cents per \$100 of property valuation. So a home valued at \$100,000 will have a tax of \$330. By comparison the same home will have a tax of about \$437 in Charlotte, \$374 in Raleigh, and \$558 in Durham. For the services provided, do you feel the Cary tax rate is? (Read choices)

1                      2                      3                      4                      5  
 Very Low          Somewhat Low      About Right        Somewhat High    Very High

25. Have you visited downtown in the last year?

Yes – what drew you to downtown? \_\_\_\_\_  
 No – why not? \_\_\_\_\_

26. The Town is working hard to create a more vibrant downtown. For each of the following amenities or activities, please tell us how effective it would be in bringing your downtown more often. Use a 9-point scale from 1 which is not likely at all to 9 which is extremely likely, 5 is neutral.

	Not Likely at All			Neutral			Extremely Likely		
26a. Festivals	1	2	3	4	5	6	7	8	9
26b. Additional art exhibition space	1	2	3	4	5	6	7	8	9
26c. Concerts	1	2	3	4	5	6	7	8	9
26d. Working studio space for artists	1	2	3	4	5	6	7	8	9
26e. Parks	1	2	3	4	5	6	7	8	9
26f. Movie theater	1	2	3	4	5	6	7	8	9
26g. Public plaza	1	2	3	4	5	6	7	8	9
26h. Preservation/adaptive reuse of historic building	1	2	3	4	5	6	7	8	9
26i. Cafes and restaurants	1	2	3	4	5	6	7	8	9
26j. Historical walking tour	1	2	3	4	5	6	7	8	9
26k. Shopping opportunities	1	2	3	4	5	6	7	8	9
26l. Public art	1	2	3	4	5	6	7	8	9
26m. Museums	1	2	3	4	5	6	7	8	9
26n. 1,100 seat performance art center	1	2	3	4	5	6	7	8	9
26o. Coffee shop	1	2	3	4	5	6	7	8	9
26p. Wine shop	1	2	3	4	5	6	7	8	9
26q. Ice cream shop	1	2	3	4	5	6	7	8	9
26r. Other _____	1	2	3	4	5	6	7	8	9

27. How supportive are you of the Town using taxpayer dollars to pay for the infrastructure to create and maintain a farmer's market? Use a 9-point scale from 1 which is not at all supportive to 9 which is very supportive and 5 is neutral.

1      2      3      4      5      6      7      8      9  
Not at All      Neutral      Very  
Supportive      Supportive

28. How supportive are you of the Town incorporating sustainable practices in its buildings and operations, things like hybrid vehicles, conserving energy, or investing in renewable energy products like solar, wind or biomass? Use the same 9-point supportive scale.

1      2      3      4      5      6      7      8      9  
Not at All      Neutral      Very  
Supportive      Supportive

29. Does anyone in your home currently have or have plans to purchase or lease a plug-in vehicle in the next two years?

Yes                                       No                                       Not Sure

30. Overall, how well informed do you feel about Town government services, projects, issues, and programs affecting you? Use a 9-point scale where 1 is not at all informed and 9 is very well informed, 5 is average.

1      2      3      4      5      6      7      8      9  
Not at All      Average      Very Well  
Informed      Informed

What specific projects, services, or issues came to mind when you decided on that rating?

---

31. How satisfied are you with the Town of Cary making information available to citizens about important Town services, projects, issues, and programs? Use a 9-point scale where 1 is very dissatisfied and 9 is very satisfied, 5 is neutral.

1      2      3      4      5      6      7      8      9  
Very      Neutral      Very  
Dissatisfied      Satisfied

Again, what specific projects, services, or issues came to mind when you decided on that rating?

---

32. Using the same scale, how satisfied are you with the opportunities the Town gives you to participate in the decision-making process.

1      2      3      4      5      6      7      8      9  
Very      Neutral      Very  
Dissatisfied      Satisfied

Again, what specific projects, services, or issues came to mind when you decided on that rating?

---

33. The Town would like more involvement from its citizens such as volunteering for an advisory board, attending community meetings, or commenting on proposed projects. For the following items, please tell us if it is a barrier or hinders your involvement in Town government. Use a 9-point scale where 1 is not a barrier at all and 9 is a very significant barrier, 5 is neutral.

	Not a Barrier At All				Neutral				Very Significant Barrier
33a. Don't know about opportunities	1	2	3	4	5	6	7	8	9
33b. Topics don't interest me	1	2	3	4	5	6	7	8	9
33c. Issues don't affect me	1	2	3	4	5	6	7	8	9
33d. Too busy; don't have time	1	2	3	4	5	6	7	8	9
33e. Timing of opportunities is inconvenient	1	2	3	4	5	6	7	8	9
33f. Don't have transportation	1	2	3	4	5	6	7	8	9
33g. Waste of time; 1 person can't make a difference	1	2	3	4	5	6	7	8	9
33h. Don't understand government processes	1	2	3	4	5	6	7	8	9
33i. Don't feel qualified to offer input	1	2	3	4	5	6	7	8	9
33j. Other? _____									

34. To help the Town provide you with timely information most efficiently, we would like to ask you several questions about how you receive information. What percent of your daily internet activity would you say you do on each of the following devices? I will read four types of devices so you think about one compared to the others.

\_\_\_\_\_ % Mobile phone    \_\_\_\_\_ % Tablet    \_\_\_\_\_ % Desktop computer    \_\_\_\_\_ % Laptop computer

35. Do you have a smart phone or plan to buy one in the next year?

- Yes (Continue)                       No (Skip to # 38)

36. Which type of smart phone?

- iPhone                       Android                       Blackberry                       Other

37. Do you or would you do your banking or buy things using your smart phone?

- Yes     No

38. Please indicate how much you use the following information sources that Cary uses to communicate with its citizens. Use a 9-point scale from 1 never use to 9 frequently use.

	Never Use				Average				Frequently Use
38a. Cary News	1	2	3	4	5	6	7	8	9
38b. Raleigh News & Observer	1	2	3	4	5	6	7	8	9
38c. Television	1	2	3	4	5	6	7	8	9
38d. Radio	1	2	3	4	5	6	7	8	9
38e. The Town's website	1	2	3	4	5	6	7	8	9
38f. The Town's email list services	1	2	3	4	5	6	7	8	9
38g. Word of mouth (friends/neighbors)	1	2	3	4	5	6	7	8	9
38h. CARY TV 11, Cary's Govt. Access Cable Ch.	1	2	3	4	5	6	7	8	9
38i. BUD (Cary's water & sewer bill newsletter)	1	2	3	4	5	6	7	8	9
38j. The Town's Block Leader Program	1	2	3	4	5	6	7	8	9
38k. Parks & Recreation Program Brochure	1	2	3	4	5	6	7	8	9
38l. Independent Weekly	1	2	3	4	5	6	7	8	9
38m. Homeowners' Association	1	2	3	4	5	6	7	8	9
38n. Twitter	1	2	3	4	5	6	7	8	9
38o. Cary's Citizen website	1	2	3	4	5	6	7	8	9

39. Please indicate how much you would use the following new media sources if Cary used them to communicate with its citizens. Use the same 9-point scale from 1 never use to 9 frequently use.

	Never Use	1	2	3	4	Average	5	6	7	8	Frequently Use	9
39a. Facebook	1	2	3	4	5	6	7	8	9			
39b. Ustream	1	2	3	4	5	6	7	8	9			
39c. Linked In	1	2	3	4	5	6	7	8	9			
39e. YouTube	1	2	3	4	5	6	7	8	9			
39f. FlickrR	1	2	3	4	5	6	7	8	9			
39g. Google Plus	1	2	3	4	5	6	7	8	9			

40. Please tell us how safe you feel in Cary, overall? Use a 9-point scale where 1 is extremely unsafe and 9 is extremely safe, 5 is average.

1	2	3	4	5	6	7	8	9
Extremely Unsafe				Average				Extremely Safe

41. Specifically, how safe do you feel in your home neighborhood?

1	2	3	4	5	6	7	8	9
Extremely Unsafe				Average				Extremely Safe

42. How about at public places around Cary, like when you're shopping, out to eat, or at the movies. How safe do you feel, using the same 9-point scale?

1	2	3	4	5	6	7	8	9
Extremely Unsafe				Average				Extremely Safe

43. Which of the following best describes how you receive telephone calls at home? (Read choices)

- Cell phone service only
- Traditional land line service only
- Voice over internet service only
- I have all three types of service in my home
- I have a combination of 2 or more of these types of service
- Not sure

44. Did you watch, in whole or in part, the 2011 Cary Community Candidate Forum this past fall either on TV or on the Internet?

- Yes                       No

45. We're interested in learning what Cary citizens know about storm drains, those openings and grates located in the curb along streets. For each item, please tell us yes or no if it is acceptable to put it in a storm drain.

45a. Grass clippings, leaves, and other natural vegetative matter	Yes	No	NS
45b. Paint	Yes	No	NS
45c. Grease and oil	Yes	No	NS
45d. Rainwater from your home's gutters	Yes	No	NS
45e. Water from draining your swimming pool	Yes	No	NS



46. We would like to know what Cary citizens know about the proper ways to dispose of used household cooking oils and grease like you get from frying. For each of the following, please tell us yes or no if it is an acceptable way to dispose of used cooking oils and grease.

46a. Pour it down the kitchen sink drain.....	Yes	No	NS
46b. Flush it down the toilet.....	Yes	No	NS
46c. Pour it out in the yard.....	Yes	No	NS
46d. Save it up, and call the Town to come pick it up.....	Yes	No	NS
46e. Put it in your recycling cart or bin for collection.....	Yes	No	NS
46f. Put it in your garbage cart or bin for collection.....	Yes	No	NS
46g. Pour it down the storm drain.....	Yes	No	NS

47. This is our last question and it is a bit long, but it is very important we get your opinion. To help maintain Cary's high quality of life, the Town has compiled a list of projects that would need to be undertaken over the next 10 years, things like widening roads, building new parks, greenways, and community centers, extending sidewalks, adding fire stations, and revitalizing downtown. The total cost for these projects is over \$196 million. Given these needs, the Town would like to know how much more you might be willing to pay each year in property taxes to help afford these projects over the next decade. As a frame of reference, Cary's tax rate of 33 cents is the lowest in Wake County. Adding one cent on the tax rate would mean that a homeowner with a house valued at \$100,000 would pay an additional \$10 per year in taxes. Town-wide, that extra penny would pay for about \$20 million worth of the \$196 million in needs over 10 years. So, how many pennies would you support being added to Cary's 33 cents tax rate over the next 10 years to address these needs?

- 0/No Increase  
  1 Cent  
  2 Cents  
  3 Cents  
  4 Cents  
  5 Cents  
  6 Cents  
  7 Cents  
  8 Cents  
  9 Cents

That concludes our questions about the Town of Cary. Now tell us a little about yourself.

48. How many years have you lived in the Town of Cary?

- 0-1  
  2-5  
  6-10  
  11-20  
  More than 20

49. Which of the following best describes where you live?

- Single family detached home
- Apartment
- Townhouse
- Condominium
- Mobile home
- Duplex
- Other \_\_\_\_\_

50. Stop me when I reach the age group you fall in.

- 18-25  
  26-35  
  36-45  
  46-55  
  56-65  
  66-75  
  Over 75

51. Please tell me the last grade or degree completed in school.

- High School or less  
  Some College or Technical  
  Bachelors Degree  
  Masters Degree  
  PhD, JD, MD

52. May I ask your race?

- Caucasian       African-American       Native-American       Asian       Hispanic       Other

53. Are you a registered voter?

- Yes       No

54. Did you vote in the 2011 local elections this past fall?

- Yes       No

55. Stop me when I reach your household income level?

- 0- \$20,000       \$20,001-\$30,000       30,001-\$50,000       50,001-\$70,000       70,001-\$100,000       \$100,001-\$150,000       Over \$150,000

56. By voice:       Male       Female

*Thank you for participating in the survey. After we compile and analyze this survey, the Town of Cary will also be conducting focus groups to get an even better understanding of how our citizen's feelings and concerns. Would you be willing to participate in one of our sessions that will last about an hour? You would be compensated for participation.*

- Yes, Can I ask your first name \_\_\_\_\_       No

## Appendix B: Crosstabulations

### Town Government: Contact Crosstabulations

**Table B1. Contact with the Town Government by Age.**

Age	n	Yes	No
18-25	29	10.3	89.7
26-55	264	18.9	81.1
56-65	46	19.6	80.4
Over 65	50	38.0	62.0

**Table B2. Contact with the Town Government by Education.**

Education	n	Yes	No
HS/Some College	125	18.4	81.6
College Degree	230	22.2	77.8
PhD/JD/MD	35	17.1	82.9

**Table B3. Contact with the Town Government by Gender.**

Gender	n	Yes	No
Male	44	22.7	77.3
Female	38	18.4	81.6

**Table B4. Contact with the Town Government by Housing Type.**

Housing Type	n	Yes	No
Single Family	332	21.7	78.3
Apartment	35	14.3	85.7
Townhouse/Condo	26	19.2	80.8

**Table B5. Contact with the Town Government by Income.**

Income	n	Yes	No
0-\$50,000	65	15.4	84.6
\$50,001-\$100,000	88	18.2	81.8
\$100,001-\$150,000	87	25.3	74.7
Over \$150,000	75	17.3	82.7

**Table B6. Contact with the Town Government by Race.**

Race	n	Yes	No
Caucasian	307	21.8	78.2
Asian	35	17.1	82.9
African-American	19	15.8	84.2
Hispanic	12	8.3	91.7
Other	9	33.3	66.7

**Table B7. Contact with the Town Government by Voter Status.**

Voter Status	n	Yes	No
Registered	346	21.7	78.3
Not Registered	50	14.0	86.0

**Table B8. Contact with the Town Government by Voted in 2011 Local Elections.**

Voting Action	n	Yes	No
Voter	216	25.5	74.5
Nonvoter	177	14.1	85.9

**Table B9. Contact with the Town Government by Years in Cary.**

Years in Cary	n	Yes	No
0-1	28	14.3	85.7
2-5	79	29.1	70.9
6-10	86	17.4	82.6
Over 10	204	19.6	80.4

## Maintenance of Streets and Roads Crosstabulations

**Table B10. Maintenance of Streets and Roads by Age.**

Age	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	29	5.97	3.4	0.0	6.9	13.8	17.2	17.2	17.2	10.3	13.8	D
26-55	264	7.05	0.0	0.0	0.8	3.4	7.6	13.3	39.8	23.9	11.4	C+
56-65	46	6.41	0.0	4.3	4.3	8.7	10.9	19.6	17.4	21.7	13.0	C-
Over 65	50	6.78	4.0	0.0	2.0	8.0	8.0	6.0	36.0	16.0	20.0	C

**Table B11. Maintenance of Streets and Roads by Housing Type.**

Housing Type	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Single Family	332	6.86	0.9	0.6	1.8	5.1	7.5	14.8	35.2	21.1	13.0	C
Apartment	35	6.97	0.0	0.0	0.0	2.9	17.1	14.3	31.4	14.3	20.0	C+
Townhouse/Condo	26	6.62	0.0	0.0	3.8	11.5	15.4	3.8	26.9	30.8	7.7	C

**Table B12. Maintenance of Streets and Roads by Income.**

Income	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-\$50,000	65	6.75	3.1	0.0	1.5	3.1	15.4	12.3	26.2	24.6	13.8	C
\$50,001-\$100,000	88	6.32	0.0	1.1	3.4	12.5	13.6	11.4	36.4	15.9	5.7	C-
\$100,001-\$150,000	87	7.13	0.0	0.0	0.0	3.4	2.3	16.1	42.5	27.6	8.0	C+
Over \$150,000	75	7.45	0.0	1.3	1.3	0.0	4.0	9.3	34.7	24.0	25.3	B-

**Table B13. Maintenance of Streets and Roads by Years in Cary.**

Years in Cary	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	28	7.29	0.0	0.0	0.0	0.0	21.4	10.7	14.3	25.0	28.6	B-
2-5	79	7.11	0.0	0.0	1.3	5.1	8.9	13.9	24.1	30.4	16.5	C+
6-10	86	6.99	1.2	0.0	1.2	8.1	8.1	8.1	32.6	22.1	18.6	C+
Over 10	204	6.64	1.0	1.0	2.5	4.9	7.4	17.2	42.2	16.7	7.4	C

## Success at Keeping Cary Clean and Forever Green Crosstabulations

**Table B14. Success at Keeping Cary Clean and Forever Green by Age.**

Age	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	27	7.89	0.0	0.0	0.0	0.0	11.1	3.7	11.1	33.3	40.7	B+
26-55	255	8.15	0.0	0.0	0.0	0.4	1.6	2.4	12.9	44.3	38.4	A-
56-65	44	8.05	0.0	0.0	0.0	0.0	2.3	4.5	22.7	27.3	43.2	B+
Over 65	47	8.15	0.0	0.0	0.0	2.1	4.3	2.1	8.5	34.0	48.9	A-

**Table B15. Success at Keeping Cary Clean and Forever Green by Housing Type.**

Housing Type	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Single Family	316	8.08	0.0	0.0	0.0	0.6	2.8	2.5	14.6	40.8	38.6	A-
Apartment	34	8.29	0.0	0.0	0.0	0.0	0.0	2.9	14.7	32.4	50.0	A-
Townhouse/Condo	26	8.19	0.0	0.0	0.0	0.0	3.8	7.7	3.8	34.6	50.0	A-

**Table B16. Success at Keeping Cary Clean and Forever Green by Income.**

Income	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-\$50,000	61	8.08	0.0	0.0	0.0	3.3	3.3	4.9	9.8	27.9	50.8	A-
\$50,001-\$100,000	85	8.05	0.0	0.0	0.0	0.0	2.4	2.4	18.8	41.2	35.3	B+
\$100,001-\$150,000	83	8.21	0.0	0.0	0.0	0.0	0.0	2.4	12.0	48.2	37.3	A-
Over \$150,000	73	8.26	0.0	0.0	0.0	0.0	1.4	1.4	11.0	42.5	43.8	A-

**Table B17. Success at Keeping Cary Clean and Forever Green by Years in Cary.**

Years in Cary	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	27	8.37	0.0	0.0	0.0	0.0	3.7	0.0	11.1	25.9	59.3	A-
2-5	78	8.15	0.0	0.0	0.0	0.0	1.3	3.8	10.3	47.4	37.2	A-
6-10	82	8.10	0.0	0.0	0.0	0.0	4.9	2.4	13.4	36.6	42.7	A-
Over 10	193	8.06	0.0	0.0	0.0	1.0	2.1	3.1	15.5	39.9	38.3	A-

## Cleanliness and Appearance of Parks Crosstabulations

**Table B18. Cleanliness and Appearance of Parks by Age.**

Age	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	29	8.31	0.0	0.0	0.0	0.0	10.3	0.0	0.0	27.6	62.1	A-
26-55	288	8.46	0.0	0.0	0.0	0.0	0.8	0.8	7.8	33.3	57.4	A
56-65	44	8.61	0.0	0.0	0.0	0.0	0.0	0.0	2.3	34.1	63.6	A
Over 65	45	8.73	0.0	0.0	0.0	0.0	0.0	0.0	6.7	13.3	80.0	A+

**Table B19. Cleanliness and Appearance of Parks by Housing Type.**

Housing Type	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Single Family	321	8.52	0.0	0.0	0.0	0.0	0.9	0.0	6.5	31.5	61.1	A
Apartment	32	8.16	0.0	0.0	0.0	0.0	3.1	6.3	12.5	28.1	50.0	A-
Townhouse/Condo	25	8.52	0.0	0.0	0.0	0.0	4.0	0.0	4.0	24.0	68.0	A

**Table B20. Cleanliness and Appearance of Parks by Income.**

Income	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-\$50,000	61	8.51	0.0	0.0	0.0	0.0	1.6	0.0	9.8	23.0	65.6	A
\$50,001-\$100,000	86	8.52	0.0	0.0	0.0	0.0	1.2	1.2	2.3	34.9	60.5	A
\$100,001-\$150,000	85	8.48	0.0	0.0	0.0	0.0	0.0	0.0	9.4	32.9	57.6	A
Over \$150,000	73	8.52	0.0	0.0	0.0	0.0	1.4	0.0	6.8	28.8	63.0	A

**Table B21. Cleanliness and Appearance of Parks by Years in Cary.**

Years in Cary	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	24	8.50	0.0	0.0	0.0	0.0	4.2	4.2	8.3	4.2	79.2	A
2-5	78	8.51	0.0	0.0	0.0	0.0	1.3	1.3	6.4	26.9	64.1	A
6-10	85	8.52	0.0	0.0	0.0	0.0	1.2	0.0	1.2	41.2	56.5	A
Over 10	195	8.46	0.0	0.0	0.0	0.0	1.0	0.0	9.7	30.3	59.0	A

## Cleanliness and Appearance of Greenways Crosstabulations

**Table B22. Cleanliness and Appearance of Greenways by Age.**

Age	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	28	8.21	0.0	0.0	0.0	0.0	10.7	0.0	3.6	28.6	57.1	A-
26-55	252	8.41	0.0	0.0	0.0	0.0	1.2	1.2	6.3	38.1	53.2	A-
56-65	43	8.30	0.0	0.0	2.3	0.0	0.0	7.0	0.0	34.9	55.8	A-
Over 65	46	8.52	0.0	0.0	0.0	2.2	2.2	0.0	6.5	15.2	73.9	A

**Table B23. Cleanliness and Appearance of Greenways by Housing Type.**

Housing Type	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Single Family	316	8.40	0.0	0.0	0.3	0.3	1.6	1.6	5.1	35.4	55.7	A-
Apartment	32	8.19	0.0	0.0	0.0	0.0	3.1	3.1	12.5	34.4	46.9	A-
Townhouse/Condo	24	8.50	0.0	0.0	0.0	0.0	4.2	0.0	8.3	16.7	70.8	A

**Table B24. Cleanliness and Appearance of Greenways by Income.**

Income	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-\$50,000	62	8.31	0.0	0.0	0.0	0.0	4.8	3.2	6.5	27.4	58.1	A-
\$50,001-\$100,000	82	8.45	0.0	0.0	0.0	0.0	1.2	2.4	2.4	37.8	56.1	A
\$100,001-\$150,000	83	8.48	0.0	0.0	0.0	0.0	0.0	1.2	6.0	36.1	56.6	A
Over \$150,000	72	8.38	0.0	0.0	0.0	0.0	1.4	1.4	8.3	36.1	52.8	A-

**Table B25. Cleanliness and Appearance of Greenways by Years in Cary.**

Years in Cary	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	24	8.54	0.0	0.0	0.0	0.0	4.2	0.0	4.2	20.8	70.8	A
2-5	75	8.49	0.0	0.0	0.0	0.0	1.3	1.3	5.3	30.7	61.3	A
6-10	82	8.49	0.0	0.0	0.0	0.0	1.2	1.2	1.2	40.2	56.1	A
Over 10	195	8.29	0.0	0.0	0.5	0.5	2.1	2.1	8.7	33.8	52.3	A-



## Cleanliness and Appearance of Median/Roadsides Crosstabulations

**Table B26. Cleanliness and Appearance of Median/Roadsides by Age.**

Age	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	29	7.55	0.0	0.0	3.4	0.0	17.2	0.0	10.3	34.5	34.5	B
26-55	264	8.03	0.8	0.0	0.0	0.0	1.9	4.5	18.2	33.3	41.3	B+
56-65	46	7.89	0.0	0.0	0.0	4.3	2.2	6.5	17.4	26.1	43.5	B+
Over 65	50	8.48	0.0	0.0	0.0	0.0	0.0	0.0	6.0	40.0	54.0	A

**Table B27. Cleanliness and Appearance of Median/Roadsides by Housing Type.**

Housing Type	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Single Family	332	8.02	0.6	0.0	0.3	0.6	2.4	3.6	16.6	34.9	41.0	B+
Apartment	35	8.00	0.0	0.0	0.0	0.0	2.9	8.6	22.9	17.1	48.6	B+
Townhouse/Condo	26	8.19	0.0	0.0	0.0	0.0	11.5	0.0	0.0	34.6	53.8	A-

**Table B28. Cleanliness and Appearance of Median/Roadsides by Income.**

Income	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-\$50,000	65	8.06	0.0	0.0	1.5	0.0	4.6	3.1	16.9	23.1	50.8	A-
\$50,001-\$100,000	88	8.03	0.0	0.0	0.0	1.1	2.3	2.3	21.6	31.8	40.9	B+
\$100,001-\$150,000	87	8.01	1.1	0.0	0.0	1.1	1.1	5.7	12.6	36.8	41.4	B+
Over \$150,000	75	8.08	1.3	0.0	0.0	0.0	1.3	2.7	18.7	30.7	45.3	A-

**Table B29. Cleanliness and Appearance of Median/Roadsides by Years in Cary.**

Years in Cary	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	28	8.36	0.0	0.0	0.0	0.0	3.6	3.6	10.7	17.9	64.3	A-
2-5	79	8.00	0.0	0.0	0.0	1.3	3.8	6.3	15.2	29.1	44.3	B+
6-10	86	8.17	0.0	0.0	1.2	0.0	1.2	2.3	11.6	40.7	43.0	A-
Over 10	204	7.94	1.0	0.0	0.0	0.5	3.4	3.4	19.1	33.3	39.2	B+

## Cleanliness and Appearance of Streets Crosstabulations

**Table B30. Cleanliness and Appearance of Streets by Age.**

Age	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
18-25	29	7.55	0.0	0.0	3.4	0.0	13.8	3.4	13.8	31.0	34.5	B
26-55	264	8.07	0.0	0.0	0.8	0.0	1.5	3.8	16.3	38.3	39.4	A-
56-65	45	7.73	0.0	0.0	2.2	2.2	8.9	0.0	15.6	35.6	35.6	B
Over 65	50	8.22	0.0	0.0	0.0	2.0	0.0	2.0	12.0	38.0	46.0	A-

**Table B31. Cleanliness and Appearance of Streets by Housing Type.**

Housing Type	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
Single Family	331	8.00	0.0	0.0	0.9	0.6	3.0	2.7	16.6	37.8	38.4	B+
Apartment	35	8.06	0.0	0.0	0.0	0.0	2.9	5.7	17.1	31.4	42.9	A-
Townhouse/Condo	26	8.04	0.0	0.0	3.8	0.0	3.8	7.7	0.0	34.6	50.0	B+

**Table B32. Cleanliness and Appearance of Streets by Income.**

Income	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-\$50,000	65	7.92	0.0	0.0	3.1	1.5	3.1	0.0	20.0	29.2	43.1	B+
\$50,001-\$100,000	87	7.97	0.0	0.0	1.1	1.1	1.1	4.6	17.2	37.9	36.8	B+
\$100,001-\$150,000	87	8.08	0.0	0.0	0.0	0.0	2.3	4.6	16.1	36.8	40.2	A-
Over \$150,000	75	8.21	0.0	0.0	0.0	0.0	4.0	1.3	8.0	42.7	44.0	A-

**Table B33. Cleanliness and Appearance of Streets by Years in Cary.**

Years in Cary	n	Mean	Very Poor 1	2	3	4	Average 5	6	7	8	Excellent 9	Grade
0-1	28	8.25	0.0	0.0	0.0	0.0	3.6	3.6	17.9	14.3	60.7	A-
2-5	79	8.08	0.0	0.0	1.3	0.0	2.5	3.8	10.1	43.0	39.2	A-
6-10	86	8.15	0.0	0.0	1.2	0.0	2.3	1.2	11.6	41.9	41.9	A-
Over 10	203	7.90	0.0	0.0	1.0	1.0	3.4	3.9	19.2	35.5	36.0	B+

## Police Department: Contact Crosstabulations

**Table B34. Contact with the Police Department by Age.**

Age	n	Yes	No
18-25	29	17.2	82.8
26-55	264	32.2	67.8
56-65	46	39.1	60.9
Over 65	50	24.0	76.0

**Table B35. Contact with the Police Department by Education.**

Education	n	Yes	No
HS/Some College	125	28.8	71.2
College Degree	230	32.2	67.8
PhD/JD/MD	35	31.4	68.6

**Table B36. Contact with the Police Department by Gender.**

Gender	n	Yes	No
Male	194	26.8	73.2
Female	207	34.3	65.7

**Table B37. Contact with the Police Department by Housing Type.**

Housing Type	n	Yes	No
Single Family	332	31.6	68.4
Apartment	35	28.6	71.4
Townhouse/Condo	26	26.9	73.1

**Table B38. Contact with the Police Department by Income.**

Income	n	Yes	No
0-\$50,000	65	30.8	69.2
\$50,001-\$100,000	88	34.1	65.9
\$100,001-\$150,000	87	26.4	73.6
Over \$150,000	75	38.7	61.3

**Table B39. Contact with the Police Department by Race.**

Race	n	Yes	No
Caucasian	307	31.3	68.7
Asian	35	17.1	82.9
African-American	19	42.1	57.9
Hispanic	12	33.3	66.7
Other	9	22.2	77.8

**Table B40. Contact with the Police Department by Voter Status.**

Voter Status	n	Yes	No
Registered	346	30.6	69.4
Not Registered	50	32.0	68.0

**Table B41. Contact with the Police Department by Voted in 2011 Local Elections.**

Voting Action	n	Yes	No
Voter	216	33.8	66.2
Nonvoter	177	26.6	73.4

**Table B42. Contact with the Police Department by Years in Cary.**

Years in Cary	n	Yes	No
0-1	28	21.4	78.6
2-5	79	35.4	64.6
6-10	86	30.2	69.8
Over 10	204	30.4	69.6

## Fire Department: Contact Crosstabulations

**Table B43. Contact with the Fire Department by Age.**

Age	n	Yes	No
18-25	29	13.8	86.2
26-55	264	11.0	89.0
56-65	46	4.3	95.7
Over 65	50	16.0	84.0

**Table B44. Contact with the Fire Department by Education.**

Education	n	Yes	No
HS/Some College	125	8.0	92.0
College Degree	230	12.6	87.4
PhD/JD/MD	35	14.3	85.7

**Table B45. Contact with the Fire Department by Gender.**

Gender	n	Yes	No
Male	194	10.8	89.2
Female	207	11.1	88.9

**Table B46. Contact with the Fire Department by Housing Type.**

Housing Type	n	Yes	No
Single Family	332	11.1	88.9
Apartment	35	14.3	85.7
Townhouse/Condo	26	7.7	92.3

**Table B47. Contact with the Fire Department by Income.**

Income	n	Yes	No
0-\$50,000	65	9.2	90.8
\$50,001-\$100,000	88	9.1	90.9
\$100,001-\$150,000	87	12.6	87.4
Over \$150,000	75	10.7	89.3

**Table B48. Contact with the Fire Department by Race.**

Race	n	Yes	No
Caucasian	307	10.7	89.3
Asian	35	17.1	82.9
African-American	19	10.5	89.5
Hispanic	12	0.0	100.0
Other	9	11.1	88.9

**Table B49. Contact with the Fire Department by Voter Status.**

Voter Status	n	Yes	No
Registered	346	10.7	89.3
Not Registered	50	14.0	86.0

**Table B50. Contact with the Fire Department by Voted in 2011 Local Elections.**

Voting Action	n	Yes	No
Voter	216	9.7	90.3
Nonvoter	177	13.0	87.0

**Table B51. Contact with the Fire Department by Years in Cary.**

Years in Cary	n	Yes	No
0-1	28	10.7	89.3
2-5	79	16.5	83.5
6-10	86	11.6	88.4
Over 10	204	8.8	91.2

## Participation in Parks & Recreation Program Crosstabulations

**Table B52. Participation in Parks & Recreation Program by Age.**

Age	n	Yes	No
18-25	29	17.2	82.8
26-55	264	27.7	72.3
56-65	46	15.2	84.8
Over 65	50	18.0	82.0

**Table B53. Participation in Parks & Recreation Program by Education.**

Education	n	Yes	No
HS/Some College	125	12.8	87.2
College Degree	230	28.3	71.7
PhD/JD/MD	35	40.0	60.0

**Table B54. Participation in Parks & Recreation Program by Gender.**

Gender	n	Yes	No
Male	194	27.3	72.7
Female	207	21.3	78.7

**Table B55. Participation in Parks & Recreation Program by Housing Type.**

Housing Type	n	Yes	No
Single Family	332	26.8	73.2
Apartment	35	14.3	85.7
Townhouse/Condo	26	7.7	92.3

**Table B56. Participation in Parks & Recreation Program by Income.**

Income	n	Yes	No
0-\$50,000	65	7.7	92.3
\$50,001-\$100,000	88	18.2	81.8
\$100,001-\$150,000	87	29.9	70.1
Over \$150,000	75	40.0	60.0

**Table B57. Participation in Parks & Recreation Program by Race.**

Race	n	Yes	No
Caucasian	307	25.7	74.3
Asian	35	20.0	80.0
African-American	19	15.8	84.2
Hispanic	12	8.3	91.7
Other	9	0.0	100.0

**Table B58. Participation in Parks & Recreation Program by Voter Status.**

Voter Status	n	Yes	No
Registered	346	25.4	74.6
Not Registered	50	16.0	84.0

**Table B59. Participation in Parks & Recreation Program by Voted in 2011 Local Elections.**

Voting Action	n	Yes	No
Voter	216	30.6	69.4
Nonvoter	177	16.4	83.6

**Table B60. Participation in Parks & Recreation Program by Years in Cary.**

Years in Cary	n	Yes	No
0-1	28	7.1	92.9
2-5	79	24.1	75.9
6-10	86	26.7	73.3
Over 10	204	25.5	74.5



## Cary as a Place to Live Crosstabulations

**Table B61. Rating Cary as a Place to Live by Age.**

Age	n	Mean	Very Undesirable 1	2	3	4	Average 5	6	7	8	Very Desirable 9	% Above 5
18-25	29	8.07	0.0	0.0	0.0	0.0	6.9	3.4	13.8	27.6	48.3	93.1
26-55	263	8.24	0.0	0.0	0.0	0.4	0.8	1.1	14.1	39.9	43.7	98.8
56-65	45	8.22	0.0	0.0	0.0	0.0	2.2	2.2	17.8	26.7	51.1	97.8
Over 65	50	8.48	0.0	0.0	0.0	0.0	0.0	6.0	4.0	26.0	64.0	100.0

**Table B62. Rating Cary as a Place to Live by Housing Type.**

Housing Type	n	Mean	Very Undesirable 1	2	3	4	Average 5	6	7	8	Very Desirable 9	% Above 5
Single Family	330	8.26	0.0	0.0	0.0	0.3	0.9	1.8	13.6	36.7	46.7	98.8
Apartment	35	8.11	0.0	0.0	0.0	0.0	2.9	5.7	14.3	31.4	45.7	97.1
Townhouse/Condo	26	8.25	0.0	0.0	0.0	0.0	3.8	0.0	11.5	26.9	57.7	96.1

**Table B63. Rating Cary as a Place to Live by Income.**

Income	n	Mean	Very Undesirable 1	2	3	4	Average 5	6	7	8	Very Desirable 9	% Above 5
0-\$50,000	65	8.15	0.0	0.0	0.0	0.0	4.6	6.2	9.2	29.2	50.8	95.4
\$50,001-\$100,000	87	8.21	0.0	0.0	0.0	1.1	2.3	1.1	13.8	33.3	48.3	96.5
\$100,001-\$150,000	87	8.30	0.0	0.0	0.0	0.0	0.0	0.0	13.8	42.5	43.7	100.0
Over \$150,000	75	8.25	0.0	0.0	0.0	0.0	0.0	1.3	13.3	44.0	41.3	99.9

**Table B64. Rating Cary as a Place to Live by Race.**

Race	n	Mean	Very Undesirable 1	2	3	4	Average 5	6	7	8	Very Desirable 9	% Above 5
Caucasian	305	8.29	0.0	0.0	0.0	0.0	1.0	2.3	12.5	35.1	49.2	99.1
Asian	35	8.11	0.0	0.0	0.0	0.0	0.0	0.0	22.9	42.9	34.3	100.1
African-American	19	8.11	0.0	0.0	0.0	5.3	0.0	5.3	15.8	15.8	57.9	94.8
Hispanic	12	7.92	0.0	0.0	0.0	0.0	8.3	0.0	16.7	41.7	33.3	91.7
Other	9	8.22	0.0	0.0	0.0	0.0	11.1	0.0	0.0	33.3	55.6	88.9

**Table B65. Rating as a Place to Live by Years in Cary.**

Years in Cary	n	Mean	Very Undesirable 1	2	3	4	Average 5	6	7	8	Very Desirable 9	% Above 5
0-1	28	8.32	0.0	0.0	0.0	0.0	3.6	3.6	10.7	21.4	60.7	96.4
2-5	79	8.10	0.0	0.0	0.0	0.0	1.3	1.3	20.3	40.5	36.7	98.8
6-10	86	8.15	0.0	0.0	0.0	1.2	2.3	2.3	10.5	41.9	41.9	96.6
Over 10	202	8.34	0.0	0.0	0.0	0.0	0.5	2.0	12.9	32.2	52.5	99.6

## Quality of Life in Cary Crosstabulations

**Table B66. Quality of Life in Cary by Age.**

Age	n	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Below 3	% Above 3
18-25	29	3.10	0.0	3.4	86.2	6.9	3.4	3.4	10.3
26-55	261	3.22	0.0	5.4	70.1	22.2	2.3	5.4	24.5
56-65	46	3.35	0.0	6.5	58.7	28.3	6.5	6.5	34.8
Over 65	49	3.20	0.0	6.1	71.4	18.4	4.1	6.1	22.5

**Table B67. Quality of Life in Cary by Housing Type.**

Housing Type	n	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Below 3	% Above 3
Single Family	328	3.20	0.0	6.1	70.1	21.0	2.7	6.1	23.7
Apartment	35	3.26	0.0	0.0	74.3	25.7	0.0	0.0	25.7
Townhouse/Condo	26	3.35	0.0	3.8	69.2	15.4	11.5	3.8	26.9

**Table B68. Quality of Life in Cary by Income.**

Income	n	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Below 3	% Above 3
0-\$50,000	65	3.20	0.0	4.6	73.8	18.5	3.1	4.6	21.6
\$50,001-\$100,000	88	3.25	0.0	6.8	64.8	25.0	3.4	6.8	28.4
\$100,001-\$150,000	86	3.30	0.0	4.7	62.8	30.2	2.3	4.7	32.5
Over \$150,000	74	3.36	0.0	6.8	75.7	14.9	2.7	6.8	17.6

**Table B69. Quality of Life in Cary by Race.**

Race	n	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Below 3	% Above 3
Caucasian	303	3.23	0.0	5.0	71.3	19.8	4.0	5.0	23.8
Asian	35	3.14	0.0	11.4	62.9	25.7	0.0	11.4	25.7
African-American	19	3.21	0.0	5.3	68.4	26.3	0.0	5.3	26.3
Hispanic	12	3.33	0.0	0.0	66.7	33.3	0.0	0.0	33.3
Other	9	3.11	0.0	11.1	66.7	22.2	0.0	11.1	22.2

**Table B70. Quality of Life in Cary by Years in Cary.**

Years in Cary	n	Mean	Much Worse 1	Somewhat Worse 2	The Same 3	Somewhat Better 4	Much Better 5	% Below 3	% Above 3
0-1	26	3.08	0.0	0.0	92.3	7.7	0.0	0.0	7.7
2-5	79	3.27	0.0	3.8	67.1	27.8	1.3	3.8	29.1
6-10	86	3.17	0.0	3.5	77.9	16.3	2.3	3.5	18.6
Over 10	202	3.24	0.0	7.4	65.8	22.3	4.5	7.4	26.8

## How Safe Respondents Feel in Cary Crosstabulations

**Table B71. How Safe Respondents Feel in Cary by Age.**

Age	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
18-25	29	8.52	0.0	0.0	0.0	0.0	0.0	3.4	3.4	31.0	62.1	99.9
26-55	263	8.14	0.0	0.0	0.0	0.4	1.1	3.0	19.0	32.3	44.1	98.4
56-65	46	8.28	0.0	0.0	2.2	0.0	0.0	0.0	13.0	32.6	52.2	97.8
Over 65	50	8.46	0.0	0.0	0.0	0.0	0.0	0.0	8.0	38.0	54.0	100.0

**Table B72. How Safe Respondents Feel in Cary by Education.**

Education	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
HS/Some College	123	8.40	0.0	0.0	0.0	0.0	0.0	1.6	13.8	27.6	56.9	99.9
College Degree	230	8.17	0.0	0.0	0.4	0.4	1.3	2.2	15.7	35.2	44.8	97.9
PhD/JD/MD	35	8.06	0.0	0.0	0.0	0.0	0.0	5.7	20.0	37.1	37.1	99.9

**Table B73. How Safe Respondents Feel in Cary by Gender.**

Gender	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Male	191	8.29	0.0	0.0	0.0	0.0	0.5	3.1	15.2	28.8	52.4	99.5
Female	206	8.16	0.0	0.0	0.5	0.5	1.0	1.9	16.5	36.4	43.2	98.0

**Table B74. How Safe Respondents Feel in Cary by Housing Type.**

Housing Type	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Single Family	331	8.21	0.0	0.0	0.3	0.0	0.6	2.4	16.3	35.0	45.3	99.0
Apartment	34	8.50	0.0	0.0	0.0	2.9	0.0	0.0	8.8	17.6	70.6	97.0
Townhouse/Condo	26	8.12	0.0	0.0	0.0	0.0	3.8	7.7	15.4	19.2	53.8	96.1

**Table B75. How Safe Respondents Feel in Cary by Income.**

Income	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
0-\$50,000	65	8.37	0.0	0.0	0.0	0.0	0.0	1.5	13.8	30.8	53.8	99.9
\$50,001-\$100,000	88	8.25	0.0	0.0	1.1	0.0	0.0	3.4	18.2	21.6	55.7	98.9
\$100,001-\$150,000	87	8.26	0.0	0.0	0.0	0.0	1.1	0.0	16.1	36.8	46.0	98.9
Over \$150,000	75	8.15	0.0	0.0	0.0	0.0	2.7	4.0	14.7	33.3	45.3	97.3

**Table B76. How Safe Respondents Feel in Cary by Race.**

Race	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Caucasian	306	8.29	0.0	0.0	0.3	0.3	1.0	1.6	12.7	33.3	50.7	98.3
Asian	35	7.83	0.0	0.0	0.0	0.0	0.0	5.7	40.0	20.0	34.3	100.0
African-American	19	8.11	0.0	0.0	0.0	0.0	0.0	5.3	21.1	31.6	42.1	100.1
Hispanic	12	8.00	0.0	0.0	0.0	0.0	0.0	8.3	25.0	25.0	41.7	100.0
Other	9	8.00	0.0	0.0	0.0	0.0	0.0	11.1	11.1	44.4	33.3	99.9

**Table B77. How Safe Respondents Feel in Cary by Voter Status.**

Voter Status	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Registered	345	8.22	0.0	0.0	0.3	0.3	0.9	2.3	15.4	33.3	47.5	98.5
Not Registered	50	8.24	0.0	0.0	0.0	0.0	0.0	4.0	18.0	28.0	50.0	100.0

**Table B78. How Safe Respondents Feel in Cary by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Voter	215	8.23	0.0	0.0	0.0	0.0	0.5	2.3	17.2	33.5	46.5	99.5
Nonvoter	177	8.21	0.0	0.0	0.6	0.6	1.1	2.8	14.1	31.6	49.2	97.7

**Table B79. How Safe Respondents Feel in Cary by Years in Cary.**

Years in Cary	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
0-1	27	8.37	0.0	0.0	0.0	3.7	3.7	0.0	7.4	14.8	70.4	92.6
2-5	79	8.10	0.0	0.0	0.0	0.0	0.0	5.1	20.3	34.2	40.5	100.1
6-10	85	8.25	0.0	0.0	0.0	0.0	1.2	4.7	11.8	32.9	49.4	98.8
Over 10	204	8.25	0.0	0.0	0.5	0.0	0.5	1.0	16.7	34.3	47.1	99.1

## How Safe Respondents Feel in Home Neighborhood Crosstabulations

**Table B80. How Safe Respondents Feel in Home Neighborhood by Age.**

Age	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
18-25	29	8.69	0.0	0.0	0.0	0.0	0.0	3.4	0.0	20.7	75.9	100.0
26-55	263	8.32	0.4	0.0	0.8	0.4	0.8	1.5	11.0	28.5	56.7	97.7
56-65	46	8.37	0.0	0.0	2.2	2.2	2.2	0.0	8.7	13.0	71.7	93.4
Over 65	50	8.54	0.0	0.0	0.0	0.0	2.0	0.0	4.0	30.0	64.0	98.0

**Table B81. How Safe Respondents Feel in Home Neighborhood by Education.**

Education	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
HS/Some College	123	8.46	0.8	0.0	0.8	0.0	1.6	1.6	4.9	21.1	69.1	96.7
College Degree	230	8.35	0.0	0.0	0.9	0.4	0.9	1.3	10.9	28.7	57.0	97.9
PhD/JD/MD	35	8.40	0.0	0.0	0.0	2.9	0.0	0.0	11.4	22.9	62.9	97.2

**Table B82. How Safe Respondents Feel in Home Neighborhood by Gender.**

Gender	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Male	191	8.48	0.0	0.0	0.0	0.0	0.5	2.1	9.9	24.1	63.4	99.5
Female	206	8.29	0.5	0.0	1.5	1.0	1.5	1.0	8.7	27.7	58.3	95.7

**Table B83. How Safe Respondents Feel in Home Neighborhood by Housing Type.**

Housing Type	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Single Family	331	8.42	0.0	0.0	0.3	0.6	0.9	1.2	8.8	28.4	59.8	98.2
Apartment	34	8.24	2.9	0.0	2.9	0.0	0.0	0.0	8.8	17.6	67.6	94.0
Townhouse/Condo	26	8.19	0.0	0.0	3.8	0.0	3.8	7.7	7.7	3.8	73.1	92.3

**Table B84. How Safe Respondents Feel in Home Neighborhood by Income.**

Income	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
0-\$50,000	65	8.37	1.5	0.0	1.5	0.0	1.5	0.0	6.2	23.1	66.2	95.5
\$50,001-\$100,000	88	8.34	0.0	0.0	0.0	1.1	1.1	2.3	11.4	26.1	58.0	97.8
\$100,001-\$150,000	87	8.45	0.0	0.0	0.0	0.0	1.1	0.0	9.2	32.2	57.5	98.9
Over \$150,000	75	8.44	0.0	0.0	1.3	1.3	1.3	1.3	4.0	24.0	66.7	96.0

**Table B85. How Safe Respondents Feel in Home Neighborhood by Race.**

Race	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Caucasian	306	8.42	0.0	0.0	1.0	0.7	1.3	1.3	7.5	24.8	63.4	97.0
Asian	35	8.23	0.0	0.0	0.0	0.0	0.0	0.0	20.0	37.1	42.9	100.0
African-American	19	7.95	5.3	0.0	0.0	0.0	0.0	5.3	15.8	15.8	57.9	94.8
Hispanic	12	8.33	0.0	0.0	0.0	0.0	0.0	0.0	25.0	16.7	58.3	100.0
Other	9	8.44	0.0	0.0	0.0	0.0	0.0	11.1	0.0	22.2	66.7	100.0

**Table B86. How Safe Respondents Feel in Home Neighborhood by Voter Status.**

Voter Status	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Registered	345	8.36	0.3	0.0	0.9	0.6	1.2	1.4	9.6	25.8	60.3	97.1
Not Registered	50	8.56	0.0	0.0	0.0	0.0	0.0	2.0	6.0	26.0	66.0	100.0

**Table B87. How Safe Respondents Feel in Home Neighborhood by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Voter	215	8.40	0.0	0.0	0.9	0.5	0.5	1.4	10.2	25.6	60.9	98.1
Nonvoter	177	8.36	0.6	0.0	0.6	0.6	1.7	1.7	7.9	26.0	61.0	96.6

**Table B88. How Safe Respondents Feel in Home Neighborhood by Years in Cary.**

Years in Cary	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
0-1	27	8.26	0.0	0.0	7.4	0.0	0.0	0.0	11.1	7.4	74.1	92.6
2-5	79	8.24	1.3	0.0	0.0	0.0	1.3	6.3	3.8	34.2	53.2	97.5
6-10	85	8.47	0.0	0.0	0.0	1.2	1.2	1.2	5.9	27.1	63.5	97.7
Over 10	204	8.42	0.0	0.0	0.5	0.5	1.0	0.0	12.3	24.5	61.3	98.1

## How Safe Respondents Feel in Public Places Around Cary Crosstabulations

**Table B89. How Safe Respondents Feel in Public Places Around Cary (Shopping, Out to Eat, Movies) by Age.**

Age	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
18-25	29	8.52	0.0	0.0	0.0	0.0	0.0	3.4	0.0	37.9	58.6	99.9
26-55	264	8.14	0.0	0.0	0.0	0.4	0.8	2.3	19.7	34.5	42.4	98.9
56-65	46	8.13	0.0	0.0	2.2	0.0	0.0	0.0	21.7	30.4	45.7	97.8
Over 65	49	8.35	0.0	0.0	0.0	0.0	0.0	4.1	8.2	36.7	51.0	100.0

**Table B90. How Safe Respondents Feel in Public Places Around Cary (Shopping, Out to Eat, Movies) by Education.**

Education	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
HS/Some College	124	8.37	0.0	0.0	0.0	0.0	0.0	2.4	10.5	34.7	52.4	100.0
College Degree	230	8.16	0.0	0.0	0.4	0.4	0.9	2.2	17.8	33.5	44.8	98.3
PhD/JD/MD	35	7.97	0.0	0.0	0.0	0.0	0.0	0.0	31.4	40.0	28.6	100.0

**Table B91. How Safe Respondents Feel in Public Places Around Cary (Shopping, Out to Eat, Movies) by Gender.**

Gender	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Male	191	8.23	0.0	0.0	0.0	0.0	1.0	2.6	18.3	28.8	49.2	98.9
Female	206	8.16	0.0	0.0	0.5	0.5	0.0	2.4	16.0	39.3	41.3	99.0

**Table B92. How Safe Respondents Feel in Public Places Around Cary (Shopping, Out to Eat, Movies) by Housing Type.**

Housing Type	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Single Family	332	8.19	0.0	0.0	0.3	0.0	0.3	2.4	17.2	36.1	43.7	99.4
Apartment	33	8.30	0.0	0.0	0.0	3.0	0.0	3.0	9.1	27.3	57.6	97.0
Townhouse/Condo	26	8.19	0.0	0.0	0.0	0.0	3.8	3.8	15.4	23.1	53.8	96.1

**Table B93. How Safe Respondents Feel in Public Places Around Cary (Shopping, Out to Eat, Movies) by Income.**

Income	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
0-\$50,000	65	8.35	0.0	0.0	0.0	0.0	0.0	1.5	12.3	35.4	50.8	100.0
\$50,001-\$100,000	88	8.26	0.0	0.0	1.1	0.0	0.0	3.4	14.8	27.3	53.4	98.9
\$100,001-\$150,000	87	8.17	0.0	0.0	0.0	0.0	2.3	1.1	18.4	33.3	44.8	97.6
Over \$150,000	75	8.23	0.0	0.0	0.0	0.0	0.0	1.3	20.0	33.3	45.3	99.9

**Table B94. How Safe Respondents Feel in Public Places Around Cary (Shopping, Out to Eat, Movies) by Race.**

Race	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Caucasian	306	8.25	0.0	0.0	0.3	0.3	0.3	2.3	15.7	32.4	48.7	99.1
Asian	35	7.83	0.0	0.0	0.0	0.0	2.9	2.9	31.4	34.3	28.6	97.2
African-American	19	8.11	0.0	0.0	0.0	0.0	0.0	5.3	15.8	42.1	36.8	100.0
Hispanic	12	7.92	0.0	0.0	0.0	0.0	0.0	8.3	33.3	16.7	41.7	100.0
Other	9	8.22	0.0	0.0	0.0	0.0	0.0	0.0	11.1	55.6	33.3	100.0

**Table B95. How Safe Respondents Feel in Public Places Around Cary (Shopping, Out to Eat, Movies) by Voter Status.**

Voter Status	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Registered	345	8.19	0.0	0.0	0.3	0.3	0.6	2.3	17.7	33.3	45.5	98.8
Not Registered	50	8.24	0.0	0.0	0.0	0.0	0.0	4.0	12.0	40.0	44.0	100.0

**Table B96. How Safe Respondents Feel in Public Places Around Cary (Shopping, Out to Eat, Movies) by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
Voter	216	8.20	0.0	0.0	0.0	0.0	0.0	2.3	19.0	34.7	44.0	100.0
Nonvoter	176	8.18	0.0	0.0	0.6	0.6	1.1	2.8	14.8	33.5	46.6	97.7

**Table B97. How Safe Respondents Feel in Public Places Around Cary (Shopping, Out to Eat, Movies) by Years in Cary.**

Years in Cary	n	Mean	Extremely Unsafe 1	2	3	4	Average 5	6	7	8	Extremely Safe 9	% Above 5
0-1	27	8.22	0.0	0.0	0.0	3.7	0.0	0.0	14.8	29.6	51.9	96.3
2-5	79	8.17	0.0	0.0	0.0	0.0	0.0	6.3	13.9	36.7	43.0	99.9
6-10	85	8.13	0.0	0.0	0.0	0.0	2.4	3.5	15.3	36.5	42.4	97.7
Over 10	204	8.23	0.0	0.0	0.5	0.0	0.0	1.0	19.1	32.8	46.6	99.5



## Cary Municipal Tax Rate Crosstabulations

**Table B98. Cary Municipal Tax Rate by Age.**

Age	n	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Below 3	% Above 3
18-25	26	2.92	3.8	15.4	65.4	15.4	0.0	19.2	15.4
26-55	262	3.03	1.5	9.2	75.6	12.2	1.5	10.7	13.7
56-65	46	2.94	4.3	19.6	56.5	17.4	2.2	23.9	19.6
Over 65	48	3.17	2.1	6.3	64.6	27.1	0.0	8.4	27.1

**Table B99. Cary Municipal Tax Rate by Education.**

Education	n	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Below 3	% Above 3
HS/Some College	121	3.04	2.5	9.1	70.2	18.2	0.0	11.6	18.2
College Degree	227	3.00	2.2	11.5	72.7	11.9	1.8	13.7	13.7
PhD/JD/MD	35	3.11	0.0	14.3	62.9	20.0	2.9	14.3	22.9

**Table B100. Cary Municipal Tax Rate by Gender.**

Gender	n	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Below 3	% Above 3
Male	189	3.02	1.6	12.2	70.4	14.8	1.1	13.8	15.9
Female	205	3.03	2.4	9.3	72.7	14.1	1.5	11.7	15.6

**Table B101. Cary Municipal Tax Rate by Housing Type.**

Housing Type	n	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Below 3	% Above 3
Single Family	326	3.01	2.1	11.0	71.8	13.5	1.5	13.1	15.0
Apartment	34	3.09	0.0	8.8	73.5	17.6	0.0	8.8	17.6
Townhouse/Condo	26	3.08	3.8	7.7	65.4	23.1	0.0	11.5	23.1

**Table B102. Cary Municipal Tax Rate by Income.**

Income	n	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Below 3	% Above 3
0-\$50,000	63	3.00	3.2	11.1	68.3	17.5	0.0	14.3	17.5
\$50,001-\$100,000	86	3.04	1.2	9.3	75.6	12.8	1.2	10.5	14.0
\$100,001-\$150,000	87	2.97	2.3	10.3	77.0	9.2	1.1	12.6	10.3
Over \$150,000	74	3.07	1.4	14.9	60.8	21.6	1.4	16.3	23.0

**Table B103. Cary Municipal Tax Rate by Race.**

Race	n	Mean	Very Low 1	Somewhat Low 2	About Right 3	Somewhat High 4	Very High 5	% Below 3	% Above 3
Caucasian	302	2.99	2.3	11.9	71.2	13.9	0.7	14.2	14.6
Asian	34	3.09	0.0	5.9	79.4	14.7	0.0	5.9	14.7
African-American	19	3.21	0.0	5.3	73.7	15.8	5.3	5.3	21.1
Hispanic	12	3.50	0.0	0.0	58.3	33.3	8.3	0.0	41.6
Other	8	3.00	12.5	0.0	62.5	25.0	0.0	12.5	25.0

**Table B104. Cary Municipal Tax Rate by Voter Status.**

<b>Voter Status</b>	<b>n</b>	<b>Mean</b>	<b>Very Low 1</b>	<b>Somewhat Low 2</b>	<b>About Right 3</b>	<b>Somewhat High 4</b>	<b>Very High 5</b>	<b>% Below 3</b>	<b>% Above 3</b>
Registered	341	3.00	2.3	11.4	71.3	13.8	1.2	13.7	15.0
Not Registered	48	3.19	0.0	6.3	70.8	20.8	2.1	6.3	22.9

**Table B105. Cary Municipal Tax Rate by Voted in 2011 Local Elections.**

<b>Voting Action</b>	<b>n</b>	<b>Mean</b>	<b>Very Low 1</b>	<b>Somewhat Low 2</b>	<b>About Right 3</b>	<b>Somewhat High 4</b>	<b>Very High 5</b>	<b>% Below 3</b>	<b>% Above 3</b>
Voter	213	3.01	2.8	11.3	70.0	14.1	1.9	14.1	16.0
Nonvoter	173	3.04	1.2	10.4	72.3	15.6	0.6	11.6	16.2

**Table B106. Cary Municipal Tax Rate by Years in Cary.**

<b>Years in Cary</b>	<b>n</b>	<b>Mean</b>	<b>Very Low 1</b>	<b>Somewhat Low 2</b>	<b>About Right 3</b>	<b>Somewhat High 4</b>	<b>Very High 5</b>	<b>% Below 3</b>	<b>% Above 3</b>
0-1	28	3.04	0.0	10.7	75.0	14.3	0.0	10.7	14.3
2-5	78	3.06	2.6	6.4	74.4	15.4	1.3	9.0	16.7
6-10	85	3.02	0.0	14.1	71.8	11.8	2.4	14.1	14.2
Over 10	199	3.01	3.0	11.1	69.3	15.6	1.0	14.1	16.6

## Tax Increase (Pennies) Over Next Ten Years to Support Town Projects Crosstabulations

**Table B107. How Many Pennies Would You Support Being Added to Cary's 33 Cent Tax Rate Over the Next Ten Years to Support Town Projects by Age.**

Age	n	0/No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
18-25	29	55.2	10.3	13.8	3.4	0.0	13.8	0.0	0.0	0.0	3.4
26-55	259	27.0	14.3	22.8	11.6	7.7	9.3	0.8	1.2	0.0	5.4
56-65	46	23.9	13.0	26.1	10.9	8.7	6.5	0.0	0.0	0.0	10.9
Over 65	50	42.0	16.0	20.0	6.0	0.0	10.0	2.0	0.0	0.0	4.0

**Table B108. How Many Pennies Would You Support Being Added to Cary's 33 Cent Tax Rate Over the Next Ten Years to Support Town Projects by Education.**

Education	n	0/No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
HS/Some College	122	41.8	15.6	21.3	5.7	2.5	6.6	0.8	0.0	0.0	5.7
College Degree	228	25.9	12.3	21.9	14.5	7.5	10.5	0.9	0.4	0.0	6.1
PhD/JD/MD	35	22.9	20.0	20.0	0.0	11.4	14.3	0.0	5.7	0.0	5.7

**Table B109. How Many Pennies Would You Support Being Added to Cary's 33 Cent Tax Rate Over the Next Ten Years to Support Town Projects by Gender.**

Gender	n	0/No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
Male	188	31.9	13.3	20.7	9.6	6.9	10.1	1.1	1.1	0.0	5.3
Female	203	29.1	14.3	22.7	11.3	5.4	9.9	0.5	0.5	0.0	6.4

**Table B110. How Many Pennies Would You Support Being Added to Cary's 33 Cent Tax Rate Over the Next Ten Years to Support Town Projects by Housing Type.**

Housing Type	n	0/No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
Single Family	329	28.0	14.3	22.5	10.6	6.7	9.7	0.9	0.9	0.0	6.4
Apartment	33	60.6	9.1	15.2	3.0	3.0	6.1	0.0	0.0	0.0	3.0
Townhouse/Condo	26	23.1	11.5	23.1	15.4	3.8	19.2	0.0	0.0	0.0	3.8

**Table B111. How Many Pennies Would You Support Being Added to Cary's 33 Cent Tax Rate Over the Next Ten Years to Support Town Projects by Income.**

Income	n	0/No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
0-\$50,000	63	46.0	17.5	12.7	7.9	1.6	9.5	0.0	0.0	0.0	4.8
\$50,001-\$100,000	88	27.3	13.6	27.3	9.1	5.7	8.0	1.1	0.0	0.0	8.0
\$100,001-\$150,000	86	12.8	15.1	30.2	15.1	14.0	5.8	0.0	2.3	0.0	4.7
Over \$150,000	74	27.0	13.5	20.3	12.2	4.1	10.8	1.4	1.4	0.0	9.5

**Table B112. How Many Pennies Would You Support Being Added to Cary's 33 Cent Tax Rate Over the Next Ten Years to Support Town Projects by Race.**

Race	n	0/No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
Caucasian	303	27.1	13.2	24.4	10.9	5.9	10.6	1.0	0.7	0.0	6.3
Asian	35	31.4	17.1	20.0	14.3	11.4	0.0	0.0	0.0	0.0	5.7
African-American	18	50.0	11.1	5.6	5.6	5.6	11.1	0.0	5.6	0.0	5.6
Hispanic	12	58.3	16.7	8.3	0.0	0.0	16.7	0.0	0.0	0.0	0.0
Other	9	55.6	11.1	0.0	11.1	0.0	11.1	0.0	0.0	0.0	11.1

**Table B113. How Many Pennies Would You Support Being Added to Cary's 33 Cent Tax Rate Over the Next Ten Years to Support Town Projects by Voter Status.**

Voter Status	n	0/No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
Registered	341	27.3	13.5	23.5	10.3	6.2	11.1	0.9	0.9	0.0	6.5
Not Registered	50	52.0	16.0	10.0	12.0	6.0	2.0	0.0	0.0	0.0	2.0

**Table B114. How Many Pennies Would You Support Being Added to Cary's 33 Cent Tax Rate Over the Next Ten Years to Support Town Projects by Voted in 2011 Local Elections.**

Voting Action	n	0/No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
Voter	214	26.2	13.1	21.5	11.2	7.0	12.1	1.4	0.9	0.0	6.5
Nonvoter	174	35.6	14.9	22.4	9.2	5.2	7.5	0.0	0.6	0.0	4.6

**Table B115. How Many Pennies Would You Support Being Added to Cary's 33 Cent Tax Rate Over the Next Ten Years to Support Town Projects by Years in Cary.**

Years in Cary	n	0/No Increase	1 Cent	2 Cents	3 Cents	4 Cents	5 Cents	6 Cents	7 Cents	8 Cents	9 Cents
0-1	27	33.3	14.8	22.2	7.4	11.1	7.4	0.0	0.0	0.0	3.7
2-5	79	29.1	16.5	25.3	6.3	5.1	13.9	0.0	0.0	0.0	3.8
6-10	85	29.4	15.3	23.5	9.4	5.9	9.4	0.0	0.0	0.0	7.1
Over 10	200	31.0	12.0	19.5	13.0	6.0	9.0	1.5	1.5	0.0	6.5

## Barriers to Citizen Involvement Crosstabulations

**Table B116. Barriers to Involvement in Town Government by Age (In Descending Mean Order).**

<b>18-25</b> (n=28)	<b>26-55</b> (n=254)	<b>56-65</b> (n=45)	<b>Over 65</b> (n=48)
Too busy (5.89)	Too busy (5.46)	Too busy (4.78)	Too busy (2.94)
Timing inconvenient (4.11)	Don't know opportunities (4.30)	Don't know opportunities (4.17)	Don't know opportunities (2.81)
Topics don't interest me (3.61)	Timing inconvenient (3.76)	Timing inconvenient (3.71)	Timing inconvenient (2.42)
Don't know opportunities (3.57)	Topics don't interest me (2.31)	Topics don't interest me (2.48)	Don't feel qualified (1.96)
Issues don't affect me (3.00)	Issues don't affect me (2.30)	Issues don't affect me (2.18)	Topics don't interest me (1.94)
Don't understand process (2.89)	Don't feel qualified (1.97)	Don't feel qualified (1.72)	Issues don't affect me (1.90)
Don't feel qualified (2.86)	Don't understand process (1.62)	Waste of time (1.63)	Don't understand process (1.46)
Waste of time (1.64)	Waste of time (1.51)	Don't understand process (1.39)	Waste of time (1.44)
Don't have transportation (1.18)	Don't have transportation (1.22)	Don't have transportation (1.22)	Don't have transportation (1.02)

**Table B117. Barriers to Involvement in Town Government by Education (In Descending Mean Order).**

<b>HS/Some College</b> (n=117)	<b>College Degree</b> (n=226)	<b>PhD/JD/MD</b> (n=32)
Too busy (4.69)	Too busy (5.20)	Too busy (5.97)
Don't know opportunities (3.99)	Don't know opportunities (4.04)	Don't know opportunities (4.82)
Timing inconvenient (3.42)	Timing inconvenient (3.74)	Timing inconvenient (3.53)
Topics don't interest me (2.90)	Issues don't affect me (2.37)	Topics don't interest me (1.85)
Issues don't affect me (2.42)	Topics don't interest me (2.30)	Issues don't affect me (1.67)
Don't understand process (2.07)	Don't feel qualified (1.84)	Don't feel qualified (1.62)
Don't feel qualified (2.50)	Don't understand process (1.56)	Don't understand process (1.27)
Waste of time (1.70)	Waste of time (1.55)	Waste of time (1.18)
Don't have transportation (1.31)	Don't have transportation (1.13)	Don't have transportation (1.18)

**Table B118. Barriers to Involvement in Town Government by Gender (In Descending Mean Order).**

<b>Male</b> (n=189)	<b>Female</b> (n=196)
Too busy (5.49)	Too busy (4.69)
Don't know opportunities (4.18)	Don't know opportunities (3.99)
Timing inconvenient (3.56)	Timing inconvenient (3.69)
Topics don't interest me (2.44)	Topics don't interest me (2.51)
Issues don't affect me (2.34)	Issues don't affect me (2.36)
Don't feel qualified (1.83)	Don't feel qualified (2.19)
Don't understand process (1.52)	Don't understand process (1.87)
Waste of time (1.44)	Waste of time (1.69)
Don't have transportation (1.17)	Don't have transportation (1.20)

**Table B119. Barriers to Involvement in Town Government by Housing Type (In Descending Mean Order).**

<b>Single Family (n=321)</b>	<b>Apartment (n=33)</b>	<b>Townhouse/Condo (n=25)</b>
Too busy (5.06)	Too busy (5.27)	Too busy (4.96)
Don't know opportunities (3.99)	Don't know opportunities (4.36)	Don't know opportunities (4.46)
Timing inconvenient (3.66)	Timing inconvenient (3.21)	Timing inconvenient (3.56)
Topics don't interest me (2.39)	Issues don't affect me (2.91)	Topics don't interest me (2.62)
Issues don't affect me (2.27)	Topics don't interest me (2.85)	Don't feel qualified (2.62)
Don't feel qualified (1.94)	Don't feel qualified (2.27)	Issues don't affect me (2.27)
Don't understand process (1.70)	Waste of time (1.88)	Waste of time (1.58)
Waste of time (1.53)	Don't understand process (1.70)	Don't understand process (1.50)
Don't have transportation (1.16)	Don't have transportation (1.36)	Don't have transportation (1.27)

**Table B120. Barriers to Involvement in Town Government by Income (In Descending Mean Order).**

<b>0-\$50,000 (n=64)</b>	<b>\$50,001-\$100,000 (n=86)</b>	<b>\$100,001-\$150,000 (n=85)</b>	<b>Over \$150,000 (n=71)</b>
Too busy (4.45)	Don't know opportunities (4.05)	Too busy (5.44)	Too busy (6.46)
Don't know opportunities (4.13)	Too busy (4.02)	Don't know opportunities (3.94)	Don't know opportunities (4.77)
Timing inconvenient (2.97)	Timing inconvenient (2.97)	Timing inconvenient (3.73)	Timing inconvenient (3.89)
Topics don't interest me (2.92)	Topics don't interest me (2.12)	Issues don't affect me (2.29)	Topics don't interest me (2.07)
Don't feel qualified (2.59)	Issues don't affect me (1.98)	Topics don't interest me (2.06)	Issues don't affect me (1.99)
Issues don't affect me (2.47)	Don't feel qualified (1.61)	Don't feel qualified (2.02)	Don't feel qualified (1.76)
Don't understand process (2.38)	Don't understand process (1.52)	Waste of time (1.62)	Waste of time (1.43)
Waste of time (1.72)	Waste of time (1.33)	Don't understand process (1.57)	Don't understand process (1.31)
Don't have transportation (1.40)	Don't have transportation (1.11)	Don't have transportation (1.18)	Don't have transportation (1.07)

**Table B121. Barriers to Involvement in Town Government by Race (In Descending Mean Order).**

<b>Caucasian (n=298)</b>	<b>Asian (n=34)</b>	<b>African-American (n=16)</b>	<b>Hispanic (n=12)</b>	<b>Other (n=9)</b>
Too busy (4.90)	Too busy (5.65)	Too busy (4.88)	Too busy (6.00)	Too busy (6.56)
Don't know opportunities (3.83)	Don't know opportunities (5.32)	Don't know opportunities (4.77)	Don't know opportunities (4.92)	Don't know opportunities (4.89)
Timing inconvenient (3.48)	Timing inconvenient (5.06)	Topics don't interest me (3.53)	Timing inconvenient (3.50)	Timing inconvenient (3.89)
Topics don't interest me (2.28)	Issues don't affect me (2.82)	Timing inconvenient (3.18)	Don't feel qualified (3.17)	Waste of time (2.44)
Issues don't affect me (2.22)	Don't feel qualified (2.77)	Issues don't affect me (2.82)	Don't understand process (2.50)	Don't feel qualified (2.11)
Don't feel qualified (1.86)	Topics don't interest me (2.62)	Don't feel qualified (2.65)	Issues don't affect me (2.33)	Topics don't interest me (2.00)
Don't understand process (1.56)	Don't understand process (2.44)	Don't understand process (1.94)	Topics don't interest me (2.17)	Don't understand process (1.56)
Waste of time (1.46)	Waste of time (1.56)	Waste of time (1.94)	Waste of time (1.92)	Don't have transportation (1.11)
Don't have transportation (1.16)	Don't have transportation (1.24)	Don't have transportation (1.38)	Don't have transportation (1.67)	Issues don't affect me (1.00)

**Table B122. Barriers to Involvement in Town Government by Voter Status (In Descending Mean Order).**

<b>Registered (n=335)</b>	<b>Not Registered (n=47)</b>
Too busy (4.95)	Too busy (5.98)
Don't know opportunities (4.03)	Don't know opportunities (4.38)
Timing inconvenient (3.59)	Timing inconvenient (3.73)
Topics don't interest me (2.37)	Don't feel qualified (3.00)
Issues don't affect me (2.32)	Topics don't interest me (2.88)
Don't feel qualified (1.88)	Don't understand process (2.33)
Don't understand process (1.60)	Issues don't affect me (2.31)
Waste of time (1.55)	Waste of time (1.60)
Don't have transportation (1.17)	Don't have transportation (1.30)

**Table B123. Barriers to Involvement in Town Government by Voted in 2011 Local Elections (In Descending Mean Order).**

<b>Voter (n=204)</b>	<b>Nonvoter (n=173)</b>
Too busy (4.85)	Too busy (5.33)
Don't know opportunities (3.69)	Don't know opportunities (4.53)
Timing inconvenient (3.51)	Timing inconvenient (3.73)
Topics don't interest me (2.17)	Topics don't interest me (2.73)
Issues don't affect me (2.17)	Issues don't affect me (2.52)
Don't feel qualified (1.68)	Don't feel qualified (2.42)
Waste of time (1.48)	Don't understand process (1.95)
Don't understand process (1.46)	Waste of time (1.64)
Don't have transportation (1.15)	Don't have transportation (1.23)

**Table B124. Barriers to Involvement in Town Government by Years in Cary (In Descending Mean Order).**

<b>0-1 (n=27)</b>	<b>2-5 (n=78)</b>	<b>6-10 (n=81)</b>	<b>Over 10 (n=197)</b>
Don't know opportunities (5.19)	Too busy (5.35)	Too busy (5.00)	Too busy (4.98)
Too busy (5.15)	Don't know opportunities (3.97)	Don't know opportunities (4.18)	Don't know opportunities (3.91)
Don't feel qualified (3.19)	Timing inconvenient (3.81)	Timing inconvenient (3.48)	Timing inconvenient (3.71)
Topics don't interest me (2.85)	Topics don't interest me (2.18)	Topics don't interest me (2.43)	Topics don't interest me (2.50)
Timing inconvenient (2.63)	Don't feel qualified (2.10)	Issues don't affect me (2.34)	Issues don't affect me (2.46)
Issues don't affect me (2.26)	Issues don't affect me (1.99)	Don't feel qualified (1.96)	Don't feel qualified (1.85)
Don't understand process (1.63)	Don't understand process (1.60)	Don't understand process (1.90)	Don't understand process (1.65)
Don't have transportation (1.44)	Waste of time (1.50)	Waste of time (1.56)	Waste of time (1.61)
Waste of time (1.37)	Don't have transportation (1.25)	Don't have transportation (1.31)	Don't have transportation (1.08)

## Cary Information Source Usage Crosstabulations

**Table B125. Information Source Usage by Age (In Descending Mean Order).**

<b>18-25</b> (n=29)	<b>26-55</b> (n=260)	<b>56-65</b> (n=46)	<b>Over 65</b> (n=50)
Word-of-Mouth (5.90)	Cary News (5.85)	Cary News (7.04)	Cary News (7.12)
Cary's Website (4.00)	Word-of-Mouth (5.61)	BUD (6.70)	Television (7.06)
Television (3.79)	Cary's Website (5.51)	News & Observer (6.35)	News & Observer (6.58)
BUD (3.72)	BUD (5.41)	Television (5.83)	BUD (6.42)
Radio (3.66)	Television (5.23)	Word-of-Mouth (5.80)	Word-of-Mouth (5.78)
Cary News (3.55)	News & Observer (4.79)	Cary's Website (4.52)	Cary TV 11 (3.50)
Parks & Rec. Program (3.07)	Radio (3.77)	Radio (3.61)	Radio (3.34)
News & Observer (2.59)	Parks & Rec. Program (3.61)	Cary Email List Service (3.20)	Cary's Website (3.22)
Cary Email List Service (1.93)	Cary Email List Service (2.87)	Homeowners' Assoc. (3.15)	Cary Email List Service (3.18)
Cary TV 11 (1.90)	Cary Citizen website (2.62)	Parks & Rec. Program (3.09)	Parks & Rec. Program (2.70)
Twitter (1.79)	Homeowners' Assoc. (2.36)	Cary TV 11 (2.80)	Homeowners' Assoc. (2.34)
Cary Citizen website (1.76)	Cary TV 11 (2.28)	Cary Citizen website (2.24)	Cary Citizen website (1.96)
Independent Weekly (1.55)	Independent Weekly (1.81)	Independent Weekly (1.78)	Independent Weekly (1.56)
Homeowners' Assoc. (1.24)	Twitter (1.53)	Block Leader Program (1.63)	Block Leader Program (1.30)
Block Leader Program (1.17)	Block Leader Program (1.51)	Twitter (1.26)	Twitter (1.00)

**Table B126. Information Source Usage by Education (In Descending Mean Order).**

<b>HS/Some College</b> (n=122)	<b>College Degree</b> (n=228)	<b>PhD/JD/MD</b> (n=35)
Word-of-Mouth (6.09)	Cary News (6.35)	Cary News (6.31)
Television (5.62)	BUD (5.94)	BUD (5.43)
Cary News (5.14)	Word-of-Mouth (5.58)	Cary's Website (5.26)
BUD (5.11)	Television (5.42)	Word-of-Mouth (5.23)
News & Observer (4.80)	Cary's Website (5.23)	News & Observer (5.11)
Cary's Website (4.64)	News & Observer (5.20)	Television (4.71)
Radio (3.96)	Radio (3.65)	Parks & Rec. Program (3.57)
Cary Email List Service (3.32)	Parks & Rec. Program (3.49)	Radio (3.23)
Parks & Rec. Program (3.15)	Cary Email List Service (2.79)	Cary Email List Service (2.40)
Cary TV 11 (2.92)	Homeowners' Assoc. (2.59)	Cary Citizen website (2.40)
Cary Citizen website (2.67)	Cary TV 11 (2.34)	Homeowners' Assoc. (2.34)
Homeowners' Assoc. (2.00)	Cary Citizen website (2.33)	Independent Weekly (1.80)
Independent Weekly (1.62)	Independent Weekly (1.83)	Cary TV 11 (1.71)
Twitter (1.46)	Block Leader Program (1.53)	Twitter (1.46)
Block Leader Program (1.43)	Twitter (1.45)	Block Leader Program (1.46)



**Table B127. Information Source Usage by Housing Type (In Descending Mean Order).**

<b>Single Family (n=329)</b>	<b>Apartment (n=34)</b>	<b>Townhouse/Condo (n=26)</b>
Cary News (6.21)	Word-of-Mouth (6.06)	News & Observer (6.04)
BUD (6.01)	Television (5.74)	Cary News (5.39)
Word-of-Mouth (5.71)	Cary's Website (4.21)	Television (5.35)
Television (5.45)	Cary News (4.15)	Cary's Website (5.08)
Cary's Website (5.11)	Radio (4.00)	BUD (5.04)
News & Observer (5.11)	News & Observer (3.59)	Word-of-Mouth (5.00)
Radio (3.68)	Parks & Rec. Program (2.47)	Radio (3.73)
Parks & Rec. Program (3.49)	Cary Email List Service (2.32)	Parks & Rec. Program (3.50)
Cary Email List Service (2.93)	Cary TV 11 (2.18)	Cary Email List Service (3.42)
Cary TV 11 (2.53)	Cary Citizen website (1.91)	Homeowners' Assoc. (2.31)
Homeowners' Assoc. (2.52)	BUD (1.85)	Cary Citizen website (2.12)
Cary Citizen website (2.51)	Twitter (1.77)	Cary TV 11 (2.08)
Independent Weekly (1.79)	Independent Weekly (1.50)	Independent Weekly (1.89)
Block Leader Program (1.52)	Block Leader Program (1.32)	Block Leader Program (1.31)
Twitter (1.44)	Homeowners' Assoc. (1.27)	Twitter (1.15)

**Table B128. Information Source Usage by Income (In Descending Mean Order).**

<b>0-\$50,000 (n=64)</b>	<b>\$50,001-\$100,000 (n=87)</b>	<b>\$100,001-\$150,000 (n=86)</b>	<b>Over \$150,000 (n=74)</b>
Word-of-Mouth (5.77)	Cary News (6.16)	Cary News (6.30)	Cary News (6.32)
Television (5.68)	Television (6.07)	BUD (5.76)	Cary's Website (5.73)
BUD (4.83)	BUD (5.93)	Cary's Website (5.61)	Word-of-Mouth (5.48)
Cary News (4.37)	Word-of-Mouth (5.62)	Word-of-Mouth (5.28)	BUD (5.23)
News & Observer (4.28)	News & Observer (5.57)	Television (5.26)	Television (4.92)
Radio (4.08)	Cary's Website (4.96)	News & Observer (5.10)	News & Observer (4.92)
Cary's Website (3.82)	Radio (3.95)	Radio (3.62)	Radio (3.85)
Parks & Rec. Program (3.02)	Parks & Rec. Program (3.58)	Parks & Rec. Program (3.44)	Parks & Rec. Program (3.47)
Cary TV 11 (2.75)	Cary Email List Service (3.42)	Cary Email List Service (3.05)	Cary Email List Service (2.72)
Cary Email List Service (2.19)	Cary TV 11 (2.81)	Cary Citizen website (2.70)	Cary Citizen website (2.67)
Homeowners' Assoc. (2.00)	Cary Citizen website (2.78)	Homeowners' Assoc. (2.54)	Homeowners' Assoc. (2.25)
Cary Citizen website (1.97)	Homeowners' Assoc. (2.47)	Cary TV 11 (2.02)	Cary TV 11 (1.96)
Twitter (1.59)	Independent Weekly (2.06)	Independent Weekly (1.78)	Independent Weekly (1.83)
Independent Weekly (1.44)	Twitter (1.69)	Block Leader Program (1.37)	Twitter (1.57)
Block Leader Program (1.25)	Block Leader Program (1.67)	Twitter (1.21)	Block Leader Program (1.56)

**Table B129. Information Source Usage by Voter Status (In Descending Mean Order).**

<b>Registered (n=343)</b>	<b>Not Registered (n=49)</b>
Cary News (6.21)	Word-of-Mouth (5.65)
BUD (5.85)	Television (4.46)
Word-of-Mouth (5.67)	Cary News (4.32)
Television (5.58)	Cary's Website (3.98)
News & Observer (5.28)	BUD (3.78)
Cary's Website (5.17)	Radio (3.64)
Radio (3.70)	News & Observer (3.40)
Parks & Rec. Program (3.46)	Parks & Rec. Program (2.90)
Cary Email List Service (3.06)	Cary Citizen website (2.12)
Cary TV 11 (2.55)	Cary TV 11 (1.82)
Homeowners' Assoc. (2.51)	Cary Email List Service (1.80)
Cary Citizen website (2.48)	Homeowners' Assoc. (1.47)
Independent Weekly (1.81)	Independent Weekly (1.39)
Block Leader Program (1.53)	Twitter (1.22)
Twitter (1.48)	Block Leader Program (1.18)

**Table B130. Information Source Usage by Voted in 2011 Local Elections (In Descending Mean Order).**

<b>Voter (n=213)</b>	<b>Nonvoter (n=175)</b>
Cary News (6.78)	Word-of-Mouth (5.58)
BUD (6.19)	Television (4.97)
Television (5.84)	Cary News (4.95)
News & Observer (5.84)	BUD (4.80)
Word-of-Mouth (5.73)	Cary's Website (4.70)
Cary's Website (5.26)	News & Observer (4.02)
Radio (3.91)	Radio (3.44)
Parks & Rec. Program (3.59)	Parks & Rec. Program (3.09)
Cary Email List Service (3.33)	Cary Email List Service (2.33)
Homeowners' Assoc. (2.77)	Cary Citizen website (2.22)
Cary TV 11 (2.75)	Cary TV 11 (2.11)
Cary Citizen website (2.59)	Homeowners' Assoc. (1.94)
Independent Weekly (1.97)	Independent Weekly (1.48)
Block Leader Program (1.62)	Block Leader Program (1.30)
Twitter (1.61)	Twitter (1.26)

**Table B131. Information Source Usage by Years in Cary (In Descending Mean Order).**

<b>0-1 (n=27)</b>	<b>2-5 (n=78)</b>	<b>6-10 (n=86)</b>	<b>Over 10 (n=202)</b>
Word-of-Mouth (5.56)	Cary News (5.54)	Cary News (5.78)	Cary News (6.57)
Television (4.30)	Word-of-Mouth (5.42)	Television (5.42)	BUD (6.43)
Cary's Website (4.11)	Cary's Website (4.95)	Word-of-Mouth (5.34)	Word-of-Mouth (5.93)
BUD (3.56)	Television (4.73)	BUD (5.26)	News & Observer (5.92)
Cary News (3.33)	News & Observer (4.49)	Cary's Website (5.16)	Television (5.87)
Radio (3.04)	BUD (4.48)	News & Observer (4.20)	Cary's Website (5.10)
News & Observer (2.82)	Radio (3.46)	Parks & Rec. Program (3.64)	Radio (3.95)
Cary Citizen website (2.11)	Parks & Rec. Program (3.18)	Radio (3.52)	Parks & Rec. Program (3.56)
Parks & Rec. Program (1.93)	Cary Email List Service (2.91)	Cary Citizen website (2.53)	Cary Email List Service (3.25)
Homeowners' Assoc. (1.82)	Cary Citizen website (2.19)	Cary Email List Service (2.47)	Cary TV 11 (2.85)
Cary TV 11 (1.70)	Cary TV 11 (1.99)	Homeowners' Assoc. (2.41)	Homeowners' Assoc. (2.65)
Cary Email List Service (1.59)	Homeowners' Assoc. (1.86)	Cary TV 11 (2.20)	Cary Citizen website (2.53)
Independent Weekly (1.41)	Independent Weekly (1.53)	Independent Weekly (1.85)	Independent Weekly (1.86)
Block Leader Program (1.07)	Block Leader Program (1.33)	Twitter (1.71)	Block Leader Program (1.64)
Twitter (1.00)	Twitter (1.29)	Block Leader Program (1.41)	Twitter (1.46)

## Potential New Media Source Usage Crosstabulations

**Table B132. Potential Use of New Media if Cary Used Them to Communicate With Citizens by Age (In Descending Mean Order).**

18-25 (n=28)	26-55 (n=259)	56-65 (n=46)	Over 65 (n=50)
Facebook (4.45)	Facebook (3.56)	Facebook (2.48)	FlickrR (1.94)
YouTube (3.07)	YouTube (2.18)	YouTube (1.74)	Facebook (1.22)
LinkedIn (1.69)	LinkedIn (1.54)	LinkedIn (1.44)	Ustream (1.00)
FlickrR (1.52)	FlickrR (1.39)	FlickrR (1.22)	LinkedIn (1.00)
Ustream (1.28)	Ustream (1.32)	Ustream (1.17)	YouTube (1.00)
Google Plus (1.22)	Google Plus (1.00)	Google Plus (1.00)	Google Plus (1.00)

**Table B133. Potential Use of New Media if Cary Used Them to Communicate With Citizens by Education (In Descending Mean Order).**

HS/Some College (n=122)	College Degree (n=227)	PhD/JD/MD (n=35)
Facebook (3.59)	Facebook (3.18)	Facebook (2.03)
YouTube (2.40)	YouTube (1.97)	Google Plus (1.69)
Google Plus (1.91)	Google Plus (1.72)	YouTube (1.43)
LinkedIn (1.39)	LinkedIn (1.55)	LinkedIn (1.23)
FlickrR (1.28)	FlickrR (1.40)	Ustream (1.00)
Ustream (1.22)	Ustream (1.31)	FlickrR (1.00)

**Table B134. Potential Use of New Media if Cary Used Them to Communicate With Citizens by Gender (In Descending Mean Order).**

Male (n=189)	Female (n=203)
Facebook (2.94)	Facebook (3.42)
YouTube (2.12)	YouTube (2.01)
Google Plus (1.65)	Google Plus (1.90)
LinkedIn (1.48)	LinkedIn (1.45)
FlickrR (1.30)	FlickrR (1.34)
Ustream (1.23)	Ustream (1.27)

**Table B135. Potential Use of New Media if Cary Used Them to Communicate With Citizens by Housing Type (In Descending Mean Order).**

Single Family (n=328)	Apartment (n=34)	Townhouse/Condo (n=25)
Facebook (3.05)	Facebook (4.38)	Facebook (3.31)
YouTube (1.93)	YouTube (3.62)	Google Plus (1.96)
Google Plus (1.70)	Google Plus (2.53)	YouTube (1.73)
LinkedIn (1.38)	LinkedIn (2.35)	LinkedIn (1.44)
FlickrR (1.26)	FlickrR (1.88)	FlickrR (1.36)
Ustream (1.19)	Ustream (1.79)	Ustream (1.32)

**Table B136. Potential Use of New Media if Cary Used Them to Communicate With Citizens by Income (In Descending Mean Order).**

<b>0-\$50,000</b> (n=64)	<b>\$50,001-\$100,000</b> (n=88)	<b>\$100,001-\$150,000</b> (n=85)	<b>Over \$150,000</b> (n=74)
Facebook (3.45)	Facebook (3.73)	Facebook (2.95)	Facebook (3.39)
YouTube (2.42)	YouTube (2.51)	YouTube (1.56)	Google Plus (2.31)
Google Plus (1.78)	LinkedIn (2.15)	Google Plus (1.37)	YouTube (2.04)
LinkedIn (1.41)	Google Plus (2.11)	LinkedIn (1.15)	LinkedIn (1.54)
FlickrR (1.41)	Ustream (1.61)	FlickrR (1.15)	FlickrR (1.39)
Ustream (1.23)	FlickrR (1.60)	Ustream (1.04)	Ustream (1.35)

## Own or Plan to Purchase a Smart Phone in the Next Year Crosstabulations

**Table B137. Do You Own a Smart Phone or Plan to Buy One in the Next Year by Age.**

Age	n	Yes	No	Maybe
18-25	29	75.9	24.1	0.0
26-55	263	62.7	34.2	3.0
56-65	46	37.0	58.7	4.3
Over 65	50	18.0	80.0	2.0

**Table B138. Do You Own a Smart Phone or Plan to Buy One in the Next Year by Education.**

Education	n	Yes	No	Maybe
HS/Some College	124	38.7	59.7	1.6
College Degree	230	60.0	37.0	3.0
PhD/JD/MD	35	77.1	20.0	2.9

**Table B139. Do You Own a Smart Phone or Plan to Buy One in the Next Year by Gender.**

Gender	n	Yes	No	Maybe
Male	190	57.4	39.5	3.2
Female	207	51.7	45.9	2.4

**Table B140. Do You Own a Smart Phone or Plan to Buy One in the Next Year by Housing Type.**

Housing Type	n	Yes	No	Maybe
Single Family	332	56.9	39.8	3.3
Apartment	34	47.1	52.9	0.0
Townhouse/Condo	26	34.6	65.4	0.0

**Table B141. Do You Own a Smart Phone or Plan to Buy One in the Next Year by Income.**

Income	n	Yes	No	Maybe
0-\$50,000	65	33.8	66.2	0.0
\$50,001-\$100,000	88	45.5	48.9	5.7
\$100,001-\$150,000	87	59.8	37.9	2.3
Over \$150,000	75	86.7	12.0	1.3

**Table B142. Do You Own a Smart Phone or Plan to Buy One in the Next Year by Race.**

Race	n	Yes	No	Maybe
Caucasian	306	56.2	41.2	2.6
Asian	35	54.3	37.1	8.6
African-American	19	31.6	68.4	0.0
Hispanic	12	50.0	50.0	0.0
Other	9	66.7	33.3	0.0

**Table B143. Do You Own a Smart Phone or Plan to Buy One in the Next Year by Voter Status.**

Voter Status	n	Yes	No	Maybe
Registered	345	53.3	43.5	3.2
Not Registered	50	62.0	38.0	0.0

**Table B144. Do You Own a Smart Phone or Plan to Buy One in the Next Year by Voted in 2011 Local Elections.**

Voting Action	n	Yes	No	Maybe
Voter	215	53.0	44.2	2.8
Nonvoter	177	55.9	41.2	2.8

**Table B145. Do You Own a Smart Phone or Plan to Buy One in the Next Year by Years in Cary.**

Years in Cary	n	Yes	No	Maybe
0-1	27	63.0	37.0	0.0
2-5	79	54.4	45.6	0.0
6-10	86	61.6	33.7	4.7
Over 10	203	50.2	46.3	3.4

## Using or Planning to Use Smart Phone for Online Banking or Purchases Crosstabulations

**Table B146. Do You or Would You Do Your Banking or Buy Things With Your Smart Phone by Age.**

Age	n	Yes	No	Maybe
18-25	23	39.1	52.2	8.7
26-55	174	43.7	40.2	16.1
56-65	19	31.6	63.2	5.3
Over 65	9	22.2	77.8	0.0

**Table B147. Do You or Would You Do Your Banking or Buy Things With Your Smart Phone by Education.**

Education	n	Yes	No	Maybe
HS/Some College	51	39.2	51.0	9.8
College Degree	145	39.3	46.2	14.5
PhD/JD/MD	28	57.1	28.6	14.3

**Table B148. Do You or Would You Do Your Banking or Buy Things With Your Smart Phone by Gender.**

Gender	n	Yes	No	Maybe
Male	117	45.3	39.3	15.4
Female	111	36.9	51.4	11.7

**Table B149. Do You or Would You Do Your Banking or Buy Things With Your Smart Phone by Housing Type.**

Housing Type	n	Yes	No	Maybe
Single Family	200	41.0	46.5	12.5
Apartment	17	52.9	35.3	11.8
Townhouse/Condo	9	22.2	44.4	33.3

**Table B150. Do You or Would You Do Your Banking or Buy Things With Your Smart Phone by Income.**

Income	n	Yes	No	Maybe
0-\$50,000	23	52.2	39.1	8.7
\$50,001-\$100,000	45	37.8	46.7	15.6
\$100,001-\$150,000	53	45.3	41.5	13.2
Over \$150,000	66	48.5	33.3	18.2



**Table B151. Do You or Would You Do Your Banking or Buy Things With Your Smart Phone by Race.**

Race	n	Yes	No	Maybe
Caucasian	180	40.6	47.2	12.2
Asian	23	43.5	39.1	17.4
African-American	6	50.0	33.3	16.7
Hispanic	6	16.7	50.0	33.3
Other	6	50.0	33.3	16.7

**Table B152. Do You or Would You Do Your Banking or Buy Things With Your Smart Phone by Voter Status.**

Voter Status	n	Yes	No	Maybe
Registered	195	40.5	45.6	13.8
Not Registered	32	43.8	43.8	12.5

**Table B153. Do You or Would You Do Your Banking or Buy Things With Your Smart Phone by Voted in 2011 Local Elections.**

Voting Action	n	Yes	No	Maybe
Voter	119	37.0	48.7	14.3
Nonvoter	106	46.2	40.6	13.2

**Table B154. Do You or Would You Do Your Banking or Buy Things With Your Smart Phone by Years in Cary.**

Years in Cary	n	Yes	No	Maybe
0-1	18	38.9	33.3	27.8
2-5	43	55.8	30.2	14.0
6-10	58	43.1	39.7	17.2
Over 10	108	34.3	56.5	9.3

## Percentage of Daily Internet Activity on Computer Devices Crosstabulations

**Table B155. Percentage of Daily Internet Activity Spent on the Following Computer Devices by Age.**

Age	n	Mobile Phone	Tablet	Desktop	Laptop
18-25	28	31.6	2.2	13.5	52.7
26-55	259	18.3	8.9	30.6	42.3
56-65	44	14.3	3.8	37.8	44.0
Over 65	41	8.6	4.6	60.2	26.6

**Table B156. Percentage of Daily Internet Activity Spent on the Following Computer Devices by Housing Type.**

Housing Type	n	Mobile Phone	Tablet	Desktop	Laptop
Single Family	323	17.5	7.9	33.3	41.4
Apartment	29	18.7	4.4	29.0	47.9
Townhouse/Condo	23	16.4	2.6	38.3	42.8

**Table B157. Percentage of Daily Internet Activity Spent on the Following Computer Devices by Income.**

Income	n	Mobile Phone	Tablet	Desktop	Laptop
0-\$50,000	57	19.0	3.5	41.9	35.5
\$50,001-\$100,000	88	21.0	5.6	38.5	34.9
\$100,001-\$150,000	85	16.3	8.5	27.7	47.5
Over \$150,000	75	18.6	10.7	22.7	47.9

## Type of Home Telephone Service Crosstabulations

**Table B158. Which Best Describes How You Receive Telephone Calls At Home by Age.**

Age	n	Cell Phone Only	Traditional Land Line Only	Voice Over Internet Only	Have All Three Services	Have Two or More Services	Not Sure
18-25	29	44.8	0.0	0.0	0.0	55.2	--
26-55	263	11.0	4.9	0.4	1.9	81.7	--
56-65	46	2.2	8.7	0.0	0.0	89.1	--
Over 65	49	0.0	34.7	0.0	2.0	63.3	--

**Table B159. Which Best Describes How You Receive Telephone Calls At Home by Education.**

Education	n	Cell Phone Only	Traditional Land Line Only	Voice Over Internet Only	Have All Three Services	Have Two or More Services	Not Sure
HS/Some College	124	17.7	13.7	0.0	0.8	67.7	--
College Degree	229	8.3	5.7	0.4	1.7	83.8	--
PhD/JD/MD	35	2.9	8.6	0.0	2.9	85.7	--

**Table B160. Which Best Describes How You Receive Telephone Calls At Home by Gender.**

Gender	n	Cell Phone Only	Traditional Land Line Only	Voice Over Internet Only	Have All Three Services	Have Two or More Services	Not Sure
Male	190	13.2	9.5	0.5	2.1	74.7	--
Female	206	8.7	8.3	0.0	1.0	82.0	--

**Table B161. Which Best Describes How You Receive Telephone Calls At Home by Housing Type.**

Housing Type	n	Cell Phone Only	Traditional Land Line Only	Voice Over Internet Only	Have All Three Services	Have Two or More Services	Not Sure
Single Family	331	9.4	7.3	0.3	1.2	81.9	--
Apartment	34	29.4	17.6	0.0	2.9	50.0	--
Townhouse/Condo	26	7.7	19.2	0.0	3.8	69.2	--

**Table B162. Which Best Describes How You Receive Telephone Calls At Home by Income.**

Income	n	Cell Phone Only	Traditional Land Line Only	Voice Over Internet Only	Have All Three Services	Have Two or More Services	Not Sure
0-\$50,000	65	23.1	18.5	0.0	0.0	58.5	--
\$50,001-\$100,000	88	13.6	6.8	0.0	1.1	78.4	--
\$100,001-\$150,000	86	4.7	3.5	1.2	3.5	87.2	--
Over \$150,000	75	5.3	6.7	0.0	2.7	85.3	--

**Table B163. Which Best Describes How You Receive Telephone Calls At Home by Race.**

Race	n	Cell Phone Only	Traditional Land Line Only	Voice Over Internet Only	Have All Three Services	Have Two or More Services	Not Sure
Caucasian	305	10.2	9.8	0.0	1.6	78.4	--
Asian	35	11.4	2.9	2.9	2.9	80.0	--
African-American	19	21.1	15.8	0.0	0.0	63.2	--
Hispanic	12	16.7	8.3	0.0	0.0	75.0	--
Other	9	11.1	0.0	0.0	0.0	88.9	--

**Table B164. Which Best Describes How You Receive Telephone Calls At Home by Voter Status.**

<b>Voter Status</b>	<b>n</b>	<b>Cell Phone Only</b>	<b>Traditional Land Line Only</b>	<b>Voice Over Internet Only</b>	<b>Have All Three Services</b>	<b>Have Two or More Services</b>	<b>Not Sure</b>
Registered	344	9.9	9.3	0.3	1.5	79.1	--
Not Registered	50	18.0	6.0	0.0	2.0	74.0	--

**Table B165. Which Best Describes How You Receive Telephone Calls At Home by Voted in 2011 Local Elections.**

<b>Voting Action</b>	<b>n</b>	<b>Cell Phone Only</b>	<b>Traditional Land Line Only</b>	<b>Voice Over Internet Only</b>	<b>Have All Three Services</b>	<b>Have Two or More Services</b>	<b>Not Sure</b>
Voter	214	6.1	7.9	0.0	0.9	85.0	--
Nonvoter	177	16.9	10.2	0.6	2.3	70.1	--

**Table B166. Which Best Describes How You Receive Telephone Calls At Home by Years in Cary.**

<b>Years in Cary</b>	<b>n</b>	<b>Cell Phone Only</b>	<b>Traditional Land Line Only</b>	<b>Voice Over Internet Only</b>	<b>Have All Three Services</b>	<b>Have Two or More Services</b>	<b>Not Sure</b>
0-1	27	14.8	7.4	0.0	3.7	74.1	--
2-5	79	15.2	8.9	0.0	1.3	74.7	--
6-10	85	14.1	8.2	1.2	1.2	75.3	--
Over 10	203	7.4	9.4	0.0	1.5	81.8	

## Viewership of 2011 Cary Community Candidate Forum Crosstabulations

**Table B167. Watched the 2011 Cary Community Candidate Forum by Age.**

Age	n	Yes	No
18-25	29	0.0	100.0
26-55	261	8.4	91.6
56-65	46	13.0	87.0
Over 65	49	16.3	83.7

**Table B168. Watched the 2011 Cary Community Candidate Forum by Education.**

Education	n	Yes	No
HS/Some College	121	9.1	90.9
College Degree	229	10.5	89.5
PhD/JD/MD	35	5.7	94.3

**Table B169. Watched the 2011 Cary Community Candidate Forum by Gender.**

Gender	n	Yes	No
Male	187	10.2	89.8
Female	205	8.8	91.2

**Table B170. Watched the 2011 Cary Community Candidate Forum by Housing Type.**

Housing Type	n	Yes	No
Single Family	331	9.4	90.6
Apartment	32	6.3	93.8
Townhouse/Condo	25	12.0	88.0

**Table B171. Watched the 2011 Cary Community Candidate Forum by Income.**

Income	n	Yes	No
0-\$50,000	65	10.8	89.2
\$50,001-\$100,000	86	9.3	90.7
\$100,001-\$150,000	86	9.3	90.7
Over \$150,000	74	4.1	95.9

**Table B172. Watched the 2011 Cary Community Candidate Forum by Race.**

Race	n	Yes	No
Caucasian	304	9.2	90.8
Asian	34	8.8	91.2
African-American	19	15.8	84.2
Hispanic	12	0.0	100.0
Other	9	11.1	88.9

**Table B173. Watched the 2011 Cary Community Candidate Forum by Voter Status.**

Voter Status	n	Yes	No
Registered	344	10.2	89.8
Not Registered	48	4.2	95.8

**Table B174. Watched the 2011 Cary Community Candidate Forum by Voted in 2011 Local Elections.**

Voting Action	n	Yes	No
Voter	215	12.1	87.9
Nonvoter	174	6.3	93.7

**Table B175. Watched the 2011 Cary Community Candidate Forum by Years in Cary.**

Years in Cary	n	Yes	No
0-1	26	3.8	96.2
2-5	77	6.5	93.5
6-10	86	8.1	91.9
Over 10	203	11.8	88.2

## Cary's Efforts at Keeping Residents Informed Crosstabulations

**Table B176. How Well Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them by Age.**

Age	n	Mean	Not at All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
18-25	29	6.38	3.4	3.4	3.4	3.4	31.0	0.0	17.2	13.8	24.1	55.1
26-55	263	6.82	1.5	1.1	3.4	2.7	14.4	11.4	27.4	17.5	20.5	76.8
56-65	46	6.76	4.3	2.2	0.0	0.0	23.9	4.3	19.6	26.1	19.6	69.6
Over 65	50	7.44	0.0	2.0	4.0	0.0	6.0	6.0	28.0	20.0	34.0	88.0

**Table B177. How Well Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them by Education.**

Education	n	Mean	Not at All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
HS/Some College	125	6.98	3.2	3.2	1.6	1.6	16.8	3.2	20.0	19.2	31.2	73.6
College Degree	230	6.77	1.3	0.9	3.5	3.0	15.2	11.3	29.1	17.4	18.3	76.1
PhD/JD/MD	35	7.03	0.0	0.0	5.7	0.0	14.3	14.3	20.0	22.9	22.9	80.1

**Table B178. How Well Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them by Gender.**

Gender	n	Mean	Not at All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
Male	192	6.80	0.5	1.0	3.1	2.6	17.2	10.4	28.6	19.8	16.7	75.5
Female	207	6.94	2.9	1.9	2.9	1.9	14.0	7.7	22.7	17.4	28.5	76.3

**Table B179. How Well Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them by Housing Type.**

Housing Type	n	Mean	Not at All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
Single family	332	6.98	1.5	0.3	3.0	2.1	14.8	9.3	26.5	19.3	23.2	78.3
Apartment	35	5.94	5.7	8.6	0.0	5.7	25.7	5.7	20.0	11.4	17.1	54.2
Townhouse/Condo	26	6.65	0.0	7.7	7.7	0.0	11.5	7.7	23.1	19.2	23.1	73.1

**Table B180. How Well Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them by Income.**

Income	n	Mean	Not at All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
0-\$50,000	65	6.59	6.2	3.1	0.0	3.1	21.5	3.1	21.5	16.9	24.6	66.1
\$50,001-\$100,000	88	6.89	0.0	1.1	3.4	4.5	17.0	10.2	19.3	22.7	21.6	73.8
\$100,001-\$150,000	87	7.01	0.0	0.0	3.4	1.1	12.6	11.5	34.5	18.4	18.4	82.8
Over \$150,000	75	7.08	1.3	0.0	2.7	1.3	14.7	12.0	22.7	18.7	26.7	80.1

**Table B181. How Well Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them by Race.**

Race	n	Mean	Not at All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
Caucasian	306	6.81	1.6	1.6	3.6	2.3	16.0	8.8	27.1	17.0	21.9	74.8
Asian	35	7.46	0.0	0.0	0.0	0.0	11.4	8.6	31.4	20.0	28.6	88.6
African-American	19	6.21	10.5	0.0	0.0	5.3	21.1	0.0	31.6	21.1	10.5	63.2
Hispanic	12	7.17	0.0	8.3	0.0	0.0	8.3	25.0	0.0	16.7	41.7	83.4
Other	9	7.67	0.0	0.0	0.0	0.0	22.2	0.0	0.0	44.4	33.3	77.7

**Table B182. How Well Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them by Voter Status.**

Voter Status	n	Mean	Not at All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
Registered	345	6.86	1.7	1.2	3.5	2.3	14.8	9.6	26.7	18.8	21.4	76.5
Not Registered	50	6.98	2.0	4.0	0.0	0.0	22.0	6.0	18.0	16.0	32.0	72.0

**Table B183. How Well Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Not at All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
Voter	215	7.00	0.9	1.4	2.8	2.3	13.0	11.2	24.7	19.5	24.2	79.6
Nonvoter	177	6.71	2.8	1.7	3.4	1.7	19.2	6.8	26.0	16.9	21.5	71.2

**Table B184. How Well Informed Respondents Feel About Government Services, Projects, Issues, and Programs That Affect Them by Years in Cary.**

Years in Cary	n	Mean	Not at All Informed 1	2	3	4	Average 5	6	7	8	Very Well Informed 9	% Above 5
0-1	28	6.11	3.6	3.6	3.6	3.6	35.7	7.1	10.7	10.7	21.4	49.9
2-5	79	6.79	2.5	1.3	2.5	2.5	13.9	10.1	32.9	12.7	21.5	77.2
6-10	86	6.97	0.0	1.2	2.3	4.7	16.3	8.1	25.6	17.4	24.4	75.5
Over 10	203	6.96	2.0	1.5	3.4	1.0	13.3	9.4	24.6	22.2	22.7	78.9



## Cary's Efforts at Making Information Available to Citizens Crosstabulations

**Table B185. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	28	6.89	0.0	0.0	3.6	0.0	35.7	0.0	14.3	17.9	28.6	60.8
26-55	263	7.27	0.8	0.4	1.9	3.0	12.2	5.7	21.7	28.9	25.5	81.8
56-65	46	7.06	0.0	0.0	0.0	2.2	26.1	8.7	13.0	26.1	23.9	71.7
Over 65	50	8.06	0.0	0.0	2.0	0.0	6.0	0.0	16.0	26.0	50.0	92

**Table B186. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs by Education.**

Education	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
HS/Some College	124	7.53	0.0	0.0	0.8	1.6	17.7	3.2	13.7	25.8	37.1	79.8
College Degree	230	7.20	0.9	0.4	2.6	3.0	13.9	5.2	20.0	27.8	26.1	79.1
PhD/JD/MD	35	7.29	0.0	0.0	0.0	2.9	11.4	8.6	28.6	28.6	20.0	85.8

**Table B187. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs by Gender.**

Gender	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Male	192	7.14	0.5	0.0	1.6	3.6	16.7	5.2	20.8	30.2	21.4	77.6
Female	206	7.50	0.5	0.5	1.9	1.5	12.6	4.9	17.5	24.3	36.4	83.1

**Table B188. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	331	7.35	0.6	0.3	1.8	2.4	13.6	4.8	19.6	26.9	29.9	81.2
Apartment	35	6.83	0.0	0.0	2.9	2.9	31.4	0.0	17.1	25.7	20.0	62.8
Townhouse/Condo	26	7.58	0.0	0.0	0.0	3.8	7.7	11.5	11.5	34.6	30.8	88.4

**Table B189. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	64	7.16	0.0	0.0	0.0	1.6	28.1	1.6	18.8	21.9	28.1	70.4
\$50,001-\$100,000	88	7.23	0.0	0.0	4.5	3.4	13.6	8.0	9.1	36.4	25.0	78.5
\$100,001-\$150,000	87	7.49	0.0	0.0	2.3	0.0	11.5	3.4	27.6	25.3	29.9	86.2
Over \$150,000	75	7.36	1.3	1.3	0.0	2.7	12.0	6.7	17.3	28.0	30.7	82.7

**Table B190. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs by Race.**

Race	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Caucasian	305	7.27	0.7	0.3	2.3	2.3	15.4	4.9	18.7	26.2	29.2	79.0
Asian	35	7.74	0.0	0.0	0.0	0.0	8.6	5.7	20.0	34.3	31.4	91.4
African-American	19	6.74	0.0	0.0	0.0	5.3	26.3	0.0	31.6	31.6	5.3	68.5
Hispanic	12	7.75	0.0	0.0	0.0	0.0	8.3	8.3	16.7	33.3	33.3	91.6
Other	9	7.89	0.0	0.0	0.0	11.1	0.0	0.0	11.1	33.3	44.4	88.8

**Table B191. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs by Voter Status.**

Voter Status	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Registered	344	7.33	0.6	0.3	2.0	2.6	13.4	5.2	18.9	27.9	29.1	81.1
Not Registered	50	7.30	0.0	0.0	0.0	0.0	24.0	4.0	20.0	22.0	30.0	76.0

**Table B192. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Voter	215	7.51	0.0	0.0	0.9	2.8	11.2	6.5	18.6	27.9	32.1	85.1
Nonvoter	176	7.10	1.1	0.6	2.8	1.7	19.3	3.4	19.3	25.6	26.1	74.4

**Table B193. Satisfaction with Cary Making Information Available to Citizens About Important Town Services, Projects, Issues and Programs by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	28	6.68	0.0	0.0	3.6	3.6	32.1	3.6	17.9	17.9	21.4	60.8
2-5	79	7.41	1.3	0.0	1.3	1.3	10.1	6.3	21.5	32.9	25.3	86.0
6-10	86	7.37	0.0	0.0	0.0	3.5	16.3	2.3	26.7	19.8	31.4	80.2
Over 10	202	7.35	0.5	0.5	2.5	2.5	13.4	5.9	14.9	29.2	30.7	80.7

## Cary's Efforts at Involving Citizens in Decisions Crosstabulations

**Table B194. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	28	6.75	0.0	0.0	0.0	0.0	39.3	0.0	25.0	17.9	17.9	60.8
26-55	262	6.98	1.5	0.0	1.1	1.1	19.1	7.6	27.1	23.7	18.7	77.1
56-65	45	6.71	0.0	2.2	0.0	4.4	26.7	15.6	8.9	20.0	22.2	66.7
Over 65	49	7.45	2.0	0.0	2.0	0.0	12.2	0.0	26.5	24.5	32.7	83.7

**Table B195. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process by Education.**

Education	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
HS/Some College	123	7.21	0.0	0.0	0.8	1.6	22.8	3.3	22.0	21.1	28.5	74.9
College Degree	229	6.87	2.2	0.4	1.3	1.3	19.7	9.2	24.5	23.6	17.9	75.2
PhD/JD/MD	34	7.00	0.0	0.0	0.0	0.0	23.5	5.9	32.4	23.5	14.7	76.5

**Table B196. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process by Gender.**

Gender	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Male	191	6.87	1.0	0.0	1.0	1.6	24.6	6.8	24.6	22.5	17.8	71.7
Female	204	7.13	1.5	0.5	1.0	1.5	16.7	6.9	24.0	23.5	24.5	78.9

**Table B197. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	328	7.03	1.5	0.3	0.9	1.2	19.2	7.6	23.5	24.7	21.0	76.8
Apartment	35	6.51	0.0	0.0	2.9	2.9	37.1	2.9	22.9	14.3	17.1	57.2
Townhouse/Condo	26	7.15	0.0	0.0	0.0	3.8	19.2	3.8	30.8	15.4	26.9	76.9

**Table B198. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	64	6.94	0.0	0.0	0.0	1.6	29.7	6.3	21.9	17.2	23.4	68.8
\$50,001-\$100,000	88	6.94	1.1	0.0	2.3	3.4	20.5	5.7	19.3	28.4	19.3	72.7
\$100,001-\$150,000	87	7.14	1.1	0.0	1.1	0.0	13.8	8.0	34.5	21.8	19.5	83.8
Over \$150,000	74	7.12	1.4	0.0	0.0	0.0	21.6	8.1	21.6	23.0	24.3	77.0

**Table B199. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process by Race.**

Race	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Caucasian	304	6.97	1.6	0.3	1.3	1.6	19.1	7.9	24.3	23.0	20.7	75.9
Asian	35	7.34	0.0	0.0	0.0	0.0	17.1	2.9	28.6	31.4	20.0	82.9
African-American	19	6.63	0.0	0.0	0.0	0.0	36.8	0.0	31.6	26.3	5.3	63.2
Hispanic	12	7.33	0.0	0.0	0.0	0.0	16.7	8.3	33.3	8.3	33.3	83.2
Other	9	6.78	0.0	0.0	0.0	11.1	33.3	0.0	11.1	11.1	33.3	55.5

**Table B200. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process by Voter Status.**

Voter Status	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Registered	341	6.98	1.5	0.3	1.2	1.8	19.1	7.6	24.9	23.5	20.2	76.2
Not Registered	50	7.14	0.0	0.0	0.0	0.0	30.0	2.0	20.0	20.0	28.0	70.0

**Table B201. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Voter	212	7.01	1.4	0.5	0.9	1.9	18.9	7.5	25.5	20.8	22.6	76.4
Nonvoter	176	6.98	1.1	0.0	1.1	1.1	22.7	6.3	22.7	25.0	19.9	73.9

**Table B202. Satisfaction with Opportunities the Town Gives to Participate in the Decision-Making Process by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	28	6.50	0.0	0.0	3.6	3.6	32.1	14.3	10.7	17.9	17.9	60.8
2-5	79	7.08	1.3	0.0	1.3	2.5	17.7	3.8	26.6	26.6	20.3	77.3
6-10	86	7.04	2.3	0.0	0.0	0.0	23.3	5.8	23.3	20.9	24.4	74.4
Over 10	199	7.02	1.0	0.5	1.0	1.5	19.1	7.5	25.6	23.1	20.6	76.8

## Solid Waste: Curbside Garbage Collection Crosstabulations

**Table B203. Satisfaction with Curbside Garbage Collection by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	27	8.44	0.0	0.0	0.0	0.0	3.7	0.0	3.7	33.3	59.3	96.3
26-55	247	8.44	0.4	0.0	0.4	0.0	0.4	2.8	7.3	25.9	62.8	98.8
56-65	45	8.47	0.0	2.2	0.0	0.0	2.2	2.2	6.7	8.9	77.8	95.6
Over 65	44	8.73	0.0	0.0	0.0	0.0	0.0	2.3	2.3	15.9	79.5	100.0

**Table B204. Satisfaction with Curbside Garbage Collection by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	330	8.48	0.0	0.3	0.3	0.0	0.9	2.7	6.4	23.9	65.5	98.5
Apartment	12	8.25	0.0	0.0	0.0	0.0	0.0	8.3	16.7	16.7	58.3	100.0
Townhouse/Condo	25	8.40	4.0	0.0	0.0	0.0	0.0	4.0	0.0	16.0	76.0	96.0

**Table B205. Satisfaction with Curbside Garbage Collection by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	52	8.71	0.0	0.0	0.0	0.0	0.0	1.9	1.9	19.2	76.9	99.9
\$50,001-\$100,000	85	8.29	1.2	1.2	0.0	0.0	0.0	3.5	8.2	25.9	60.0	97.6
\$100,001-\$150,000	86	8.43	0.0	0.0	1.2	0.0	1.2	2.3	5.8	26.7	62.8	97.6
Over \$150,000	74	8.54	0.0	0.0	0.0	0.0	0.0	2.7	8.1	21.6	67.6	100.0

**Table B206. Satisfaction with Curbside Garbage Collection by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	20	8.70	0.0	0.0	0.0	0.0	0.0	0.0	10.0	10.0	80.0	100.0
2-5	70	8.37	1.4	0.0	1.4	0.0	0.0	4.3	2.9	24.3	65.7	97.2
6-10	80	8.45	0.0	0.0	0.0	0.0	2.5	1.3	3.8	33.8	58.8	97.7
Over 10	200	8.48	0.0	0.5	0.0	0.0	0.5	3.5	8.0	20.0	67.5	99.0

## Solid Waste: Curbside Christmas Tree Collection Crosstabulations

**Table B207. Satisfaction with Curbside Christmas Tree Collection by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	13	8.31	0.0	0.0	0.0	0.0	7.7	0.0	7.7	23.1	61.5	92.3
26-55	106	8.35	0.0	0.0	0.0	0.9	2.8	2.8	8.5	23.6	61.3	96.2
56-65	16	8.38	0.0	6.3	0.0	0.0	0.0	0.0	0.0	18.8	75.0	93.8
Over 65	17	8.71	0.0	0.0	0.0	0.0	0.0	0.0	5.9	17.6	76.5	100.0

**Table B208. Satisfaction with Curbside Christmas Tree Collection by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	139	8.37	0.0	0.7	0.0	0.7	2.9	2.2	6.5	23.7	63.3	95.7
Apartment	6	8.33	0.0	0.0	0.0	0.0	0.0	0.0	16.7	33.3	50.0	100.0
Townhouse/Condo	11	8.64	0.0	0.0	0.0	0.0	0.0	0.0	18.2	0.0	81.8	100.0

**Table B209. Satisfaction with Curbside Christmas Tree Collection by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	25	8.44	0.0	0.0	0.0	0.0	4.0	4.0	4.0	20.0	68.0	96.0
\$50,001-\$100,000	37	8.14	0.0	2.7	0.0	0.0	5.4	2.7	10.8	16.2	62.2	91.9
\$100,001-\$150,000	30	8.40	0.0	0.0	0.0	3.3	0.0	0.0	13.3	16.7	66.7	96.7
Over \$150,000	30	8.60	0.0	0.0	0.0	0.0	0.0	3.3	0.0	30.0	66.7	100.0

**Table B210. Satisfaction with Curbside Christmas Tree Collection by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	6	8.67	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	83.3	100.0
2-5	28	8.43	0.0	0.0	0.0	3.6	0.0	0.0	7.1	25.0	64.3	96.4
6-10	34	8.32	0.0	0.0	0.0	0.0	5.9	0.0	5.9	32.4	55.9	94.2
Over 10	88	8.38	0.0	1.1	0.0	0.0	2.3	3.4	8.0	19.3	65.9	96.6

## Solid Waste: Curbside Yard Waste Collection Crosstabulations

**Table B211. Satisfaction with Curbside Yard Waste Collection by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	20	8.20	0.0	0.0	0.0	0.0	0.0	5.0	10.0	45.0	40.0	100.0
26-55	194	8.22	0.0	0.0	0.0	0.5	3.6	3.6	10.8	28.4	53.1	95.9
56-65	38	8.67	0.0	2.6	0.0	0.0	0.0	0.0	13.2	18.4	65.8	97.4
Over 65	34	8.50	0.0	0.0	0.0	0.0	2.9	2.9	2.9	23.5	67.6	96.9

**Table B212. Satisfaction with Curbside Yard Waste Collection by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	269	8.28	0.0	0.4	0.0	0.4	2.2	3.0	11.2	27.5	55.4	97.1
Apartment	10	7.90	0.0	0.0	0.0	0.0	10.0	10.0	10.0	20.0	50.0	90.0
Townhouse/Condo	10	8.00	0.0	0.0	0.0	0.0	20.0	0.0	0.0	20.0	60.0	80.0

**Table B213. Satisfaction with Curbside Yard Waste Collection by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	42	8.48	0.0	0.0	0.0	0.0	0.0	2.4	9.5	26.2	61.9	100.0
\$50,001-\$100,000	68	8.06	0.0	1.5	0.0	0.0	5.9	7.4	7.4	23.5	54.4	92.7
\$100,001-\$150,000	63	8.38	0.0	0.0	0.0	0.0	1.6	1.6	11.1	28.6	57.1	98.4
Over \$150,000	58	8.17	0.0	0.0	0.0	1.7	3.4	1.7	15.5	24.1	53.4	94.7

**Table B214. Satisfaction with Curbside Yard Waste Collection by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	11	7.82	0.0	0.0	0.0	0.0	18.2	0.0	18.2	9.1	54.5	81.8
2-5	46	8.02	0.0	0.0	0.0	2.2	8.7	6.5	2.2	28.3	52.2	89.2
6-10	64	8.20	0.0	0.0	0.0	0.0	1.6	1.6	15.6	37.5	43.8	98.5
Over 10	171	8.37	0.0	0.6	0.0	0.0	1.2	2.9	10.5	24.0	60.8	98.2

## Solid Waste: Curbside Recycling Collection Crosstabulations

**Table B215. Satisfaction with Curbside Recycling Collection by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	27	8.15	0.0	0.0	0.0	3.7	7.4	0.0	7.4	22.2	59.3	88.9
26-55	246	8.17	0.4	0.4	0.4	0.4	4.1	3.7	11.8	22.0	56.9	94.4
56-65	45	8.33	0.0	4.4	0.0	0.0	2.2	0.0	4.4	17.8	71.1	93.3
Over 65	44	8.68	0.0	0.0	0.0	0.0	0.0	2.3	4.5	15.9	77.3	100.0

**Table B216. Satisfaction with Curbside Recycling Collection by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	328	8.24	0.0	0.9	0.3	0.6	3.4	3.0	9.8	22.3	59.8	94.9
Apartment	13	7.85	7.7	0.0	0.0	0.0	0.0	0.0	23.1	7.7	61.5	92.3
Townhouse/Condo	25	8.44	0.0	0.0	0.0	0.0	8.0	0.0	8.0	8.0	76.0	92.0

**Table B217. Satisfaction with Curbside Recycling Collection by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	52	8.46	1.9	0.0	0.0	1.9	0.0	0.0	5.8	17.3	73.1	96.2
\$50,001-\$100,000	84	8.10	0.0	2.4	0.0	0.0	4.8	3.6	13.1	17.9	58.3	92.9
\$100,001-\$150,000	85	8.18	0.0	0.0	1.2	1.2	3.5	3.5	11.8	21.2	57.6	94.1
Over \$150,000	74	8.26	0.0	0.0	0.0	0.0	5.4	5.4	6.8	23.0	59.5	94.7

**Table B218. Satisfaction with Curbside Recycling Collection by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	20	8.00	0.0	0.0	0.0	0.0	15.0	5.0	10.0	5.0	65.0	85.0
2-5	70	8.26	1.4	0.0	1.4	1.4	1.4	1.4	10.0	17.1	65.7	94.2
6-10	81	8.12	0.0	1.2	0.0	1.2	6.2	1.2	6.2	32.1	51.9	91.4
Over 10	198	8.32	0.0	1.0	0.0	0.0	2.0	3.5	11.6	19.2	62.6	96.9



## Solid Waste: Curbside Leaf Collection Crosstabulations

**Table B219. Satisfaction with Curbside Leaf Collection by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	22	7.86	0.0	0.0	0.0	4.5	4.5	4.5	13.6	31.8	40.9	90.8
26-55	182	7.88	0.5	0.5	0.5	1.6	4.9	7.1	12.6	25.8	46.2	91.7
56-65	32	7.88	0.0	3.1	0.0	0.0	9.4	3.1	15.6	12.5	56.3	87.5
Over 65	30	8.53	0.0	0.0	0.0	0.0	3.3	0.0	3.3	26.7	66.7	96.7

**Table B220. Satisfaction with Curbside Leaf Collection by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	254	7.95	0.4	0.8	0.4	1.6	4.7	5.5	12.6	25.2	48.8	92.1
Apartment	8	7.88	0.0	0.0	0.0	0.0	12.5	12.5	0.0	25.0	50.0	87.5
Townhouse/Condo	7	7.71	0.0	0.0	0.0	0.0	14.3	14.3	14.3	0.0	57.1	85.7

**Table B221. Satisfaction with Curbside Leaf Collection by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	35	7.97	2.9	0.0	0.0	0.0	5.7	2.9	11.4	25.7	51.4	91.4
\$50,001-\$100,000	66	7.56	0.0	1.5	1.5	4.5	7.6	12.1	12.1	10.6	50.0	84.8
\$100,001-\$150,000	60	8.27	0.0	0.0	0.0	0.0	1.7	3.3	11.7	33.3	50.0	98.3
Over \$150,000	57	7.90	0.0	1.8	0.0	0.0	5.3	7.0	17.5	21.1	47.4	93.0

**Table B222. Satisfaction with Curbside Leaf Collection by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	8	8.13	0.0	0.0	0.0	0.0	12.5	0.0	12.5	12.5	62.5	87.5
2-5	44	7.73	0.0	2.3	0.0	2.3	11.4	6.8	6.8	20.5	50.0	84.1
6-10	61	7.85	0.0	0.0	1.6	1.6	4.9	3.3	16.4	34.4	37.7	91.8
Over 10	159	8.04	0.6	0.6	0.0	1.3	3.1	6.9	11.9	22.6	52.8	94.2

## Acceptable Materials for Storm Drains Crosstabulations

**Table B223. Acceptable Materials for Storm Drains by Age.**

<b>Materials</b>	<b>18-25 % Yes (n=29)</b>	<b>26-55 % Yes (n=262)</b>	<b>56-65 % Yes (n=46)</b>	<b>Over 65 % Yes (n=50)</b>
Grass, leaves, natural vegetation	0.0	3.8	0.0	4.0
Paint	0.0	0.4	0.0	0.0
Grease and oil	0.0	0.4	0.0	0.0
Rainwater from gutters	55.2	71.1	76.1	76.0
Water from swimming pool	27.6	16.4	15.2	14.0

**Table B224. Acceptable Materials for Storm Drains by Education.**

<b>Materials</b>	<b>HS/Some College % Yes (n=124)</b>	<b>College Degree % Yes (n=229)</b>	<b>PhD/JD/MD % Yes (n=35)</b>
Grass, leaves, natural vegetation	4.8	1.7	2.9
Paint	0.8	0.0	0.0
Grease and oil	0.8	0.0	0.0
Rainwater from gutters	66.1	71.7	77.1
Water from swimming pool	23.4	14.0	5.7

**Table B225. Acceptable Materials for Storm Drains by Housing Type.**

<b>Materials</b>	<b>Single Family % Yes (n=331)</b>	<b>Apartment % Yes (n=34)</b>	<b>Townhouse/ Condo % Yes (n=26)</b>
Grass, leaves, natural vegetation	2.1	11.8	3.8
Paint	0.0	2.9	0.0
Grease and oil	0.0	2.9	0.0
Rainwater from gutters	71.7	61.8	65.4
Water from swimming pool	16.0	20.6	23.1

**Table B226. Acceptable Materials for Storm Drains by Income.**

<b>Materials</b>	<b>0-\$50,000 % Yes (n=65)</b>	<b>\$50,001- \$100,000 % Yes (n=88)</b>	<b>\$100,001- \$150,000 % Yes (n=87)</b>	<b>Over \$150,000 % Yes (n=75)</b>
Grass, leaves, natural vegetation	9.2	3.4	1.1	1.3
Paint	1.5	0.0	0.0	0.0
Grease and oil	1.5	0.0	0.0	0.0
Rainwater from gutters	61.5	71.6	77.0	80.0
Water from swimming pool	20.0	19.3	14.9	16.0

**Table B227. Acceptable Materials for Storm Drains by Years in Cary.**

<b>Materials</b>	<b>0-1 % Yes (n=27)</b>	<b>2-5 % Yes (n=79)</b>	<b>6-10 % Yes (n=86)</b>	<b>Over 10 % Yes (n=202)</b>
Grass, leaves, natural vegetation	3.7	5.1	4.7	1.5
Paint	0.0	0.0	1.2	0.0
Grease and oil	0.0	0.0	1.2	0.0
Rainwater from gutters	74.1	65.8	70.9	71.4
Water from swimming pool	22.2	19.0	14.0	16.3

## Disposal Methods for Used Household Cooking Oils and Grease Crosstabulations

**Table B228. Proper Disposal Methods of Used Household Cooking Oil and Grease by Age.**

Disposal Method	18-25 % Yes (n=29)	26-55 % Yes (n=259)	56-65 % Yes (n=46)	Over 65 % Yes (n=47)
Put it in your garbage cart for collection	41.4	51.3	43.5	40.4
Save it and call the Town to pick it up	20.7	20.1	26.1	25.5
Pour it down the kitchen sink drain	10.3	16.4	17.4	12.5
Pour it out in the yard	10.3	16.4	21.7	20.8
Put it in your recycling cart for collection	0.0	2.7	0.0	0.0
Flush it down the toilet	0.0	0.8	0.0	0.0
Pour it down the storm drain	0.0	0.4	0.0	0.0

**Table B229. Proper Disposal Methods of Used Household Cooking Oil and Grease by Education.**

Disposal Method	HS/Some College % Yes (n=123)	College Degree % Yes (n=226)	PhD/JD/MD % Yes (n=35)
Put it in your garbage cart for collection	48.0	46.0	60.0
Save it and call the Town to pick it up	20.3	20.9	32.4
Pour it down the kitchen sink drain	15.3	15.4	14.3
Pour it out in the yard	21.8	16.3	2.9
Put it in your recycling cart for collection	1.6	1.8	2.9
Flush it down the toilet	0.0	0.9	0.0
Pour it down the storm drain	0.0	0.4	0.0

**Table B230. Proper Disposal Methods of Used Household Cooking Oil and Grease by Housing Type.**

Disposal Method	Single Family % Yes (n=325)	Apartment % Yes (n=32)	Townhouse/ Condo % Yes (n=26)
Put it in your garbage cart for collection	48.0	40.6	46.2
Save it and call the Town to pick it up	23.4	5.9	11.5
Pour it down the kitchen sink drain	17.3	5.9	7.7
Pour it out in the yard	17.3	14.7	19.2
Put it in your recycling cart for collection	2.1	0.0	0.0
Flush it down the toilet	0.6	0.0	0.0
Pour it down the storm drain	0.3	0.0	0.0

**Table B231. Proper Disposal Methods of Used Household Cooking Oil and Grease by Income.**

<b>Disposal Method</b>	<b>0-\$50,000 % Yes (n=64)</b>	<b>\$50,001- \$100,000 % Yes (n=87)</b>	<b>\$100,001- \$150,000 % Yes (n=85)</b>	<b>Over \$150,000 % Yes (n=74)</b>
Put it in your garbage cart for collection	40.6	47.1	47.1	64.0
Save it and call the Town to pick it up	13.8	13.8	25.9	23.0
Pour it down the kitchen sink drain	33.8	25.0	14.9	2.7
Pour it out in the yard	33.8	25.0	14.9	8.0
Put it in your recycling cart for collection	4.7	1.1	2.3	1.3
Flush it down the toilet	0.0	1.1	1.1	0.0
Pour it down the storm drain	0.0	0.0	1.1	0.0

**Table B232. Proper Disposal Methods of Used Household Cooking Oil and Grease by Years in Cary.**

<b>Disposal Method</b>	<b>0-1 % Yes (n=26)</b>	<b>2-5 % Yes (n=78)</b>	<b>6-10 % Yes (n=85)</b>	<b>Over 10 % Yes (n=201)</b>
Put it in your garbage cart for collection	65.4	52.6	47.1	43.3
Save it and call the Town to pick it up	14.8	20.5	19.0	23.6
Pour it down the kitchen sink drain	7.4	11.4	12.9	19.4
Pour it out in the yard	7.4	21.5	17.6	16.4
Put it in your recycling cart for collection	0.0	1.3	2.4	2.0
Flush it down the toilet	0.0	0.0	1.2	0.5
Pour it down the storm drain	0.0	0.0	1.2	0.0

**Town Council Focus Areas: Satisfaction with Overall Job Town is Doing  
with Parks, Recreation, and Cultural Programs Crosstabulations**

**Table B233. Satisfaction with Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	29	8.24	0.0	0.0	0.0	0.0	3.4	3.4	6.9	37.9	48.3	96.5
26-55	262	7.91	0.0	0.0	0.0	1.1	6.1	4.6	16.8	31.7	39.7	92.8
56-65	45	7.51	2.2	4.4	2.2	0.0	6.7	2.2	11.1	31.1	40.0	84.4
Over 65	48	7.89	2.1	0.0	0.0	0.0	10.4	4.2	8.3	22.9	52.1	87.5

**Table B234. Satisfaction with Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues by Education.**

Education	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
HS/Some College	122	8.09	0.8	0.0	0.0	0.0	8.2	2.5	9.0	26.2	53.3	91.0
College Degree	227	7.78	0.4	0.9	0.4	0.9	5.7	5.3	17.2	32.6	36.6	91.7
PhD/JD/MD	34	7.85	0.0	0.0	0.0	2.9	5.9	2.9	14.7	38.2	35.3	91.1

**Table B235. Satisfaction with the Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues by Gender.**

Gender	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Male	188	7.73	0.5	0.0	0.0	1.1	8.0	3.7	17.6	39.4	29.8	90.5
Female	205	8.01	0.5	1.0	0.5	1.0	4.9	4.4	12.7	22.9	52.2	92.2

**Table B236. Satisfaction with Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	326	7.95	0.6	0.6	0.3	0.9	4.3	4.0	14.1	31.9	43.3	93.3
Apartment	33	7.52	0.0	0.0	0.0	0.0	15.2	9.1	18.2	24.2	33.3	84.8
Townhouse/Condo	26	7.65	0.0	0.0	0.0	0.0	19.2	0.0	15.4	26.9	38.5	80.8

**Table B237. Satisfaction with Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	64	7.80	1.6	0.0	0.0	0.0	10.9	4.7	10.9	28.1	43.8	87.5
\$50,001-\$100,000	88	7.73	1.1	2.3	0.0	0.0	8.0	2.3	17.0	29.5	39.8	88.6
\$100,001-\$150,000	86	7.94	0.0	0.0	0.0	1.2	7.0	3.5	15.1	31.4	41.9	91.9
Over \$150,000	74	7.97	0.0	0.0	0.0	2.7	4.1	5.4	12.2	32.4	43.2	93.2

**Table B238. Satisfaction with the Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues by Race.**

Race	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Caucasian	303	7.87	0.7	0.7	0.3	1.0	6.3	4.0	15.2	29.0	42.9	91.1
Asian	35	7.89	0.0	0.0	0.0	0.0	5.7	5.7	14.3	42.9	31.4	94.3
African-American	18	7.56	0.0	0.0	0.0	0.0	16.7	5.6	16.7	27.8	33.3	83.4
Hispanic	12	8.25	0.0	0.0	0.0	0.0	0.0	0.0	16.7	41.7	41.7	100.1
Other	9	8.22	0.0	0.0	0.0	0.0	11.1	0.0	0.0	33.3	55.6	88.9

**Table B239. Satisfaction with Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues by Voter Status.**

Voter Status	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Registered	339	7.85	0.6	0.6	0.3	0.9	6.8	3.8	15.6	29.8	41.6	90.8
Not Registered	50	8.14	0.0	0.0	0.0	0.0	4.0	6.0	6.0	40.0	44.0	96.0

**Table B240. Satisfaction with Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Voter	213	7.84	0.5	0.0	0.5	0.9	7.0	4.2	16.9	30.5	39.4	91.0
Nonvoter	173	7.95	0.6	1.2	0.0	0.6	5.8	4.0	11.6	30.6	45.7	91.9

**Table B241. Satisfaction with Job the Town is Doing on Parks, Recreation, and Cultural Resources Issues by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	26	7.69	0.0	0.0	0.0	0.0	11.5	3.8	23.1	26.9	34.6	88.4
2-5	79	7.89	0.0	0.0	0.0	1.3	8.9	7.6	12.7	21.5	48.1	89.9
6-10	84	8.12	0.0	0.0	0.0	1.2	3.6	1.2	11.9	40.5	41.7	95.3
Over 10	200	7.82	1.0	1.0	0.5	0.5	6.0	4.0	15.0	31.5	40.5	91.0

**Town Council Focus Areas: Satisfaction with Keeping Cary the Best Place to Live, Work, and Raise a Family Crosstabulations**

**Table B242. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work, and Raise a Family by Age.**

Age	n	Mean	Very Ineffective 1	2	3	4	Neutral 5	6	7	8	Very Effective 9	% Above 5
18-25	27	7.85	0.0	0.0	0.0	0.0	7.4	3.7	14.8	44.4	29.6	92.5
26-55	256	7.88	0.8	0.4	0.0	0.0	4.3	3.5	16.8	42.2	32.0	94.5
56-65	44	7.71	2.3	0.0	2.3	2.3	2.3	2.3	20.5	29.5	38.6	90.9
Over 65	50	7.80	0.0	0.0	2.0	0.0	10.0	4.0	12.0	32.0	40.0	88.0

**Table B243. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work, and Raise a Family by Housing Type.**

Housing Type	n	Mean	Very Ineffective 1	2	3	4	Neutral 5	6	7	8	Very Effective 9	% Above 5
Single family	320	7.87	0.9	0.0	0.6	0.3	4.4	2.8	16.6	41.3	33.1	93.8
Apartment	34	7.71	0.0	0.0	0.0	0.0	11.8	5.9	17.6	29.4	35.3	88.2
Townhouse/Condo	26	7.62	0.0	3.8	0.0	3.8	3.8	7.7	11.5	30.8	38.5	88.5

**Table B244. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work, and Raise a Family by Income.**

Income	n	Mean	Very Ineffective 1	2	3	4	Neutral 5	6	7	8	Very Effective 9	% Above 5
0-\$50,000	62	7.69	3.2	0.0	0.0	0.0	8.1	3.2	12.9	37.1	35.5	88.7
\$50,001-\$100,000	87	7.76	0.0	1.1	0.0	1.1	6.9	4.6	17.2	34.5	34.5	90.8
\$100,001-\$150,000	86	8.02	0.0	0.0	0.0	0.0	1.2	3.5	18.6	45.3	31.4	98.8
Over \$150,000	69	8.17	0.0	0.0	0.0	0.0	2.9	0.0	10.1	50.7	36.2	97.0

**Table B245. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work, and Raise a Family by Years in Cary.**

Years in Cary	n	Mean	Very Ineffective 1	2	3	4	Neutral 5	6	7	8	Very Effective 9	% Above 5
0-1	26	8.08	0.0	0.0	0.0	0.0	7.7	0.0	11.5	38.5	42.3	92.3
2-5	79	8.06	0.0	0.0	0.0	1.3	3.8	2.5	15.2	34.2	43.0	94.9
6-10	81	7.86	1.2	0.0	0.0	0.0	7.4	1.2	14.8	40.7	34.6	91.3
Over 10	198	7.71	1.0	0.5	1.0	0.5	4.0	5.1	18.2	40.9	28.8	93.0



## Town Council Focus Areas: Satisfaction with Environmental Protection Crosstabulations

**Table B246. Satisfaction with the Job the Town is Doing on Environmental Protection by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	27	7.33	0.0	0.0	0.0	0.0	22.2	7.4	11.1	33.3	25.9	77.7
26-55	261	7.63	0.8	0.0	0.4	0.8	7.3	6.5	22.2	31.8	30.3	90.8
56-65	46	7.67	2.2	0.0	2.2	2.2	8.7	2.2	8.7	32.6	41.3	84.8
Over 65	50	7.76	4.0	0.0	0.0	0.0	6.0	2.0	18.0	26.0	44.0	90.0

**Table B247. Satisfaction with the Job the Town is Doing on Environmental Protection by Education.**

Education	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
HS/Some College	122	7.67	1.6	0.0	0.0	1.6	13.9	3.3	10.7	24.6	44.3	82.9
College Degree	228	7.59	1.3	0.0	0.9	0.4	5.7	6.6	23.2	33.8	28.1	91.7
PhD/JD/MD	34	7.82	0.0	0.0	0.0	0.0	5.9	5.9	20.6	35.3	32.4	94.2

**Table B248. Satisfaction with the Job the Town is Doing on Environmental Protection by Gender.**

Gender	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Male	191	7.55	1.0	0.0	0.5	0.5	10.5	3.7	22.0	34.0	27.7	87.4
Female	204	7.70	1.5	0.0	0.5	1.0	6.9	6.9	17.2	27.9	38.2	90.2

**Table B249. Satisfaction with the Job the Town is Doing on Environmental Protection by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	327	7.69	1.5	0.0	0.6	0.6	6.7	4.3	19.3	33.9	33.0	90.5
Apartment	34	7.29	0.0	0.0	0.0	0.0	14.7	17.6	20.6	17.6	29.4	85.2
Townhouse/Condo	26	7.58	0.0	0.0	0.0	3.8	15.4	3.8	15.4	19.2	42.3	80.7

**Table B250. Satisfaction with the Job the Town is Doing on Environmental Protection by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	62	7.52	3.2	0.0	0.0	1.6	11.3	4.8	12.9	29.0	37.1	83.8
\$50,001-\$100,000	88	7.65	0.0	0.0	1.1	1.1	10.2	4.5	19.3	29.5	34.1	87.4
\$100,001-\$150,000	87	7.66	0.0	0.0	1.1	1.1	5.7	5.7	26.4	28.7	31.0	91.8
Over \$150,000	73	8.00	0.0	0.0	0.0	0.0	5.5	5.5	13.7	34.2	41.1	94.5

**Table B251. Satisfaction with the Job the Town is Doing on Environmental Protection by Race.**

Race	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Caucasian	302	7.65	1.7	0.0	0.7	1.0	8.6	4.6	17.2	30.5	35.8	88.1
Asian	35	7.83	0.0	0.0	0.0	0.0	2.9	2.9	28.6	40.0	25.7	97.2
African-American	18	7.33	0.0	0.0	0.0	0.0	5.6	22.2	22.2	33.3	16.7	94.4
Hispanic	12	7.67	0.0	0.0	0.0	0.0	8.3	8.3	25.0	25.0	33.3	91.6
Other	9	7.00	0.0	0.0	0.0	0.0	33.3	11.1	0.0	33.3	22.2	66.6

**Table B252. Satisfaction with the Job the Town is Doing on Environmental Protection by Voter Status.**

Voter Status	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Registered	340	7.65	1.5	0.0	0.6	0.9	7.4	5.3	19.4	31.2	33.8	89.7
Not Registered	50	7.54	0.0	0.0	0.0	0.0	16.0	6.0	16.0	32.0	30.0	84.0

**Table B253. Satisfaction with the Job the Town is Doing on Environmental Protection by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Voter	213	7.69	2.3	0.0	0.5	0.5	5.2	5.6	18.8	32.4	34.7	91.5
Nonvoter	174	7.58	0.0	0.0	0.6	1.1	12.6	5.2	19.0	29.3	32.2	85.7

**Table B254. Satisfaction with the Job the Town is Doing on Environmental Protection by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	27	6.96	3.7	0.0	0.0	0.0	25.9	7.4	18.5	11.1	33.3	70.3
2-5	79	7.91	0.0	0.0	0.0	0.0	6.3	5.1	19.0	30.4	39.2	93.7
6-10	85	7.71	0.0	0.0	1.2	2.4	5.9	3.5	17.6	41.2	28.2	90.5
Over 10	200	7.60	2.0	0.0	0.5	0.5	8.0	6.0	19.5	30.0	33.5	89.0

## Town Council Focus Areas: Satisfaction with Transportation Crosstabulations

**Table B255. Satisfaction with the Job the Town is Doing on Transportation by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	27	6.74	3.7	0.0	11.1	0.0	11.1	3.7	22.2	29.6	18.5	74.0
26-55	261	7.01	0.8	0.4	1.1	3.1	14.2	11.5	24.5	28.0	16.5	80.5
56-65	46	7.04	4.3	2.2	0.0	6.5	6.5	4.3	21.7	30.4	23.9	80.3
Over 65	50	7.56	0.0	2.0	2.0	2.0	8.0	10.0	8.0	30.0	38.0	86.0

**Table B256. Satisfaction with the Job the Town is Doing on Transportation by Education.**

Education	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
HS/Some College	122	7.22	1.6	0.8	4.1	3.3	10.7	4.1	17.2	28.7	29.5	79.5
College Degree	228	6.99	1.3	0.9	0.9	3.1	12.7	12.3	24.6	26.8	17.5	81.2
PhD/JD/MD	34	7.78	0.0	0.0	0.0	0.0	11.8	17.6	20.6	41.2	8.8	88.2

**Table B257. Satisfaction with the Job the Town is Doing on Transportation by Gender.**

Gender	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Male	192	7.01	0.5	0.5	0.5	4.7	15.1	9.9	23.4	27.6	17.7	78.6
Female	203	7.14	2.0	1.0	3.0	1.5	9.4	9.9	20.7	29.6	23.2	83.4

**Table B258. Satisfaction with the Job the Town is Doing on Transportation by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	327	7.10	1.2	0.9	1.5	3.4	10.7	10.1	22.0	30.3	19.9	82.3
Apartment	34	6.82	2.9	0.0	5.9	0.0	14.7	11.8	20.6	23.5	20.6	76.5
Townhouse/Condo	26	7.31	0.0	0.0	0.0	0.0	23.1	3.8	23.1	19.2	30.8	76.9

**Table B259. Satisfaction with the Job the Town is Doing on Transportation by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	62	6.81	1.6	1.6	4.8	1.6	22.6	3.2	17.7	22.6	24.2	67.7
\$50,001-\$100,000	88	7.01	1.1	1.1	1.1	5.7	11.4	11.4	19.3	28.4	20.5	79.6
\$100,001-\$150,000	86	7.29	0.0	0.0	1.2	2.3	9.3	14.0	19.8	33.7	19.8	87.3
Over \$150,000	74	7.08	0.0	0.0	0.0	1.4	14.9	16.2	25.7	25.7	16.2	83.8

**Table B260. Satisfaction with the Job the Town is Doing on Transportation by Race.**

Race	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Caucasian	302	7.09	1.7	0.7	1.7	2.6	11.6	11.3	19.9	30.1	20.5	81.8
Asian	35	7.31	0.0	0.0	0.0	0.0	5.7	14.3	40.0	22.9	17.1	94.3
African-American	18	6.83	0.0	5.6	0.0	5.6	16.7	0.0	27.8	27.8	16.7	72.3
Hispanic	12	7.00	0.0	0.0	0.0	8.3	25.0	0.0	16.7	25.0	25.0	66.7
Other	9	6.67	0.0	0.0	11.1	11.1	22.2	0.0	0.0	22.2	33.3	55.5

**Table B261. Satisfaction with the Job the Town is Doing on Transportation by Voter Status.**

Voter Status	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Registered	341	7.10	1.2	0.6	1.5	3.5	11.4	11.1	21.1	29.0	20.5	81.7
Not Registered	49	6.94	2.0	2.0	4.1	0.0	16.3	2.0	26.5	26.5	20.4	75.4

**Table B262. Satisfaction with the Job the Town is Doing on Transportation by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Voter	213	7.12	1.4	0.0	0.9	3.8	13.6	8.0	23.0	27.7	21.6	80.3
Nonvoter	174	7.02	1.1	1.7	2.9	2.3	10.3	12.6	19.5	29.9	19.5	81.5

**Table B263. Satisfaction with the Job the Town is Doing on Transportation by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	27	6.70	3.7	0.0	3.7	3.7	18.5	11.1	22.2	7.4	29.6	70.3
2-5	79	7.42	0.0	0.0	1.3	1.3	12.7	8.9	22.8	21.5	31.6	84.8
6-10	85	7.11	0.0	1.2	2.4	3.5	12.9	7.1	20.0	36.5	16.5	80.1
Over 10	200	6.99	2.0	1.0	1.5	3.5	10.5	11.5	22.0	31.0	17.0	81.5

## Town Council Focus Areas: Satisfaction with Planning & Development Crosstabulations

**Table B264. Satisfaction with the Job the Town is Doing on Planning & Development by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	26	6.77	0.0	0.0	3.8	0.0	30.8	0.0	23.1	30.8	11.5	65.4
26-55	259	6.82	0.4	1.2	1.2	2.3	18.5	13.9	23.9	24.3	14.3	76.4
56-65	46	6.94	2.2	4.3	0.0	6.5	8.7	10.9	19.6	19.6	28.3	78.4
Over 65	49	6.80	4.1	2.0	6.1	4.1	8.2	8.2	16.3	26.5	24.5	75.5

**Table B265. Satisfaction with the Job the Town is Doing on Planning & Development by Education.**

Education	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
HS/Some College	120	7.39	0.8	0.8	0.0	2.5	13.3	4.2	18.3	33.3	26.7	82.5
College Degree	228	6.54	1.3	2.2	2.6	2.6	19.3	15.4	24.1	19.7	12.7	71.9
PhD/JD/MD	33	6.97	0.0	0.0	3.0	3.0	12.1	15.2	24.2	27.3	15.2	81.9

**Table B266. Satisfaction with the Job the Town is Doing on Planning & Development by Gender.**

Gender	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Male	189	6.75	1.1	1.6	3.2	1.6	19.0	9.5	24.3	24.9	14.8	73.5
Female	202	6.90	1.0	2.0	1.0	4.0	13.9	13.9	20.8	23.8	19.8	78.3

**Table B267. Satisfaction with the Job the Town is Doing on Planning & Development by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	323	6.83	0.9	1.9	1.9	3.1	15.5	12.4	22.3	26.0	16.1	76.8
Apartment	34	6.88	0.0	0.0	0.0	2.9	26.5	14.7	14.7	17.6	23.5	70.5
Townhouse/Condo	26	6.73	3.8	3.8	3.8	0.0	19.2	0.0	26.9	15.4	26.9	69.2

**Table B268. Satisfaction with the Job the Town is Doing on Planning & Development by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	61	7.16	0.0	1.6	0.0	1.6	19.7	4.9	18.0	34.4	19.7	77.0
\$50,001-\$100,000	88	6.66	2.3	1.1	1.1	3.4	18.2	14.8	23.9	19.3	15.9	73.9
\$100,001-\$150,000	87	6.82	0.0	0.0	3.4	2.3	19.5	13.8	21.8	23.0	16.1	74.7
Over \$150,000	72	6.88	0.0	4.2	1.4	1.4	12.5	13.9	27.8	20.8	18.1	80.6

**Table B269. Satisfaction with the Job the Town is Doing on Planning & Development by Race.**

Race	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Caucasian	299	6.84	1.0	2.3	2.3	1.0	17.1	11.7	22.4	24.7	17.4	76.2
Asian	35	6.89	0.0	0.0	0.0	8.6	11.4	14.3	25.7	28.6	11.4	80.0
African-American	18	6.83	0.0	0.0	0.0	11.1	22.2	5.6	22.2	11.1	27.8	66.7
Hispanic	12	6.67	0.0	0.0	0.0	8.3	16.7	25.0	16.7	16.7	16.7	75.1
Other	9	6.67	11.1	0.0	0.0	0.0	22.2	0.0	11.1	33.3	22.2	66.6

**Table B270. Satisfaction with the Job the Town is Doing on Planning & Development by Voter Status.**

Voter Status	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Registered	337	6.82	0.9	2.1	2.1	3.0	15.7	12.2	22.6	24.6	16.9	76.3
Not Registered	49	6.94	2.0	0.0	0.0	2.0	22.4	8.2	20.4	24.5	20.4	73.5

**Table B271. Satisfaction with the Job the Town is Doing on Planning & Development by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Voter	211	6.76	0.9	2.4	1.9	2.8	17.1	13.7	21.8	21.3	18.0	74.8
Nonvoter	172	6.94	1.2	1.2	1.7	2.9	15.1	9.3	23.3	28.5	16.9	78.0

**Table B272. Satisfaction with the Job the Town is Doing on Planning & Development by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	27	7.04	0.0	0.0	0.0	0.0	29.6	7.4	25.9	3.7	33.3	70.3
2-5	79	6.86	0.0	3.8	1.3	1.3	20.3	6.3	25.3	22.8	19.0	73.4
6-10	83	6.84	0.0	0.0	3.6	3.6	19.3	4.8	27.7	28.9	12.0	73.4
Over 10	198	6.80	2.0	2.0	1.5	3.5	12.1	17.2	18.2	26.3	17.2	78.9

## Town Council Focus Areas: Satisfaction with Downtown Revitalization Crosstabulations

**Table B273. Satisfaction with the Job the Town is Doing on Downtown Revitalization by Age.**

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
18-25	27	6.52	3.7	0.0	3.7	7.4	22.2	11.1	3.7	29.6	18.5	62.9
26-55	257	6.79	0.4	0.0	2.3	2.7	23.0	10.9	22.6	21.0	17.1	71.6
56-65	45	7.13	2.2	2.2	4.4	4.4	6.7	4.4	15.6	33.3	26.7	80.0
Over 65	49	6.67	6.1	2.0	4.1	2.0	20.4	6.1	6.1	22.4	30.6	65.2

**Table B274. Satisfaction with the Job the Town is Doing on Downtown Revitalization by Education.**

Education	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
HS/Some College	121	7.19	0.8	0.0	3.3	1.7	17.4	6.6	15.7	25.6	28.9	76.8
College Degree	224	6.58	2.2	0.9	2.2	4.0	22.8	10.7	20.1	21.4	15.6	67.8
PhD/JD/MD	34	6.97	0.0	0.0	5.9	2.9	14.7	11.8	14.7	29.4	20.6	76.5

**Table B275. Satisfaction with the Job the Town is Doing on Downtown Revitalization by Gender.**

Gender	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Male	188	6.67	2.1	0.5	2.7	3.2	20.7	11.7	20.2	21.8	17.0	70.7
Female	201	6.94	1.0	0.5	3.0	3.5	19.9	7.5	16.4	24.9	23.4	72.2

**Table B276. Satisfaction with the Job the Town is Doing on Downtown Revitalization by Housing Type.**

Housing Type	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Single family	323	6.79	1.5	0.6	3.4	3.4	19.2	9.0	19.5	24.5	18.9	71.9
Apartment	33	7.18	0.0	0.0	0.0	0.0	24.2	15.2	6.1	27.3	27.3	75.9
Townhouse/Condo	25	6.68	4.0	0.0	0.0	4.0	28.0	12.0	12.0	8.0	32.0	64.0

**Table B277. Satisfaction with the Job the Town is Doing on Downtown Revitalization by Income.**

Income	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-\$50,000	61	7.12	1.6	0.0	3.3	3.3	18.0	1.6	18.0	26.2	27.9	73.7
\$50,001-\$100,000	88	6.94	1.1	1.1	1.1	2.3	21.6	9.1	15.9	25.0	22.7	72.7
\$100,001-\$150,000	83	6.92	0.0	1.2	1.2	3.6	20.5	9.6	19.3	25.3	19.3	73.5
Over \$150,000	73	6.53	0.0	0.0	5.5	5.5	23.3	13.7	15.1	21.9	15.1	65.8

**Table B278. Satisfaction with the Job the Town is Doing on Downtown Revitalization by Race.**

Race	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Caucasian	298	6.83	1.7	0.7	3.0	2.7	19.5	10.1	17.4	24.8	20.1	72.4
Asian	35	6.86	0.0	0.0	0.0	5.7	22.9	11.4	20.0	20.0	20.0	71.4
African-American	17	7.12	0.0	0.0	0.0	0.0	29.4	5.9	17.6	17.6	29.4	70.5
Hispanic	12	6.92	0.0	0.0	0.0	8.3	25.0	8.3	16.7	8.3	33.3	66.6
Other	8	5.75	12.5	0.0	12.5	0.0	12.5	12.5	12.5	37.5	0.0	62.5

**Table B279. Satisfaction with the Job the Town is Doing on Downtown Revitalization by Voter Status.**

Voter Status	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Registered	334	6.82	1.5	0.6	3.3	3.3	19.8	8.7	18.0	24.6	20.4	71.7
Not Registered	50	6.76	2.0	0.0	0.0	2.0	24.0	16.0	18.0	18.0	20.0	72.0

**Table B280. Satisfaction with the Job the Town is Doing on Downtown Revitalization by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
Voter	211	6.69	2.4	0.5	4.7	2.4	21.3	9.0	17.5	20.9	21.3	68.7
Nonvoter	170	6.96	0.6	0.6	0.6	4.1	19.4	10.0	18.2	27.1	19.4	74.7

**Table B281. Satisfaction with the Job the Town is Doing on Downtown Revitalization by Years in Cary.**

Years in Cary	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above 5
0-1	27	7.07	0.0	0.0	0.0	0.0	29.6	11.1	14.8	11.1	33.3	70.3
2-5	78	6.77	0.0	1.3	2.6	3.8	25.6	12.8	12.8	12.8	28.2	66.6
6-10	83	6.89	0.0	0.0	2.4	6.0	18.1	8.4	18.1	32.5	14.5	73.5
Over 10	197	6.77	3.0	0.5	3.6	2.0	17.8	8.6	20.3	25.9	18.3	73.1



## Visiting Downtown in the Past Year Crosstabulations

**Table B282. Have You Visited Downtown in the Past Year by Age.**

Age	n	Yes	No
18-25	29	72.4	27.6
26-55	264	79.2	20.8
56-65	46	78.3	21.7
Over 65	50	82.0	18.0

**Table B283. Have You Visited Downtown in the Past Year by Education.**

Education	n	Yes	No
HS/Some College	125	75.2	24.8
College Degree	230	79.1	20.9
PhD/JD/MD	35	91.4	8.6

**Table B284. Have You Visited Downtown in the Past Year by Gender.**

Gender	n	Yes	No
Male	194	79.9	20.1
Female	207	77.8	22.2

**Table B285. Have You Visited Downtown in the Past Year by Income.**

Income	n	Yes	No
0-\$50,000	65	80.0	20.0
\$50,001-\$100,000	88	80.7	19.3
\$100,001-\$150,000	87	79.3	20.7
Over \$150,000	75	78.7	21.3

**Table B286. Have You Visited Downtown in the Past Year by Race.**

Race	n	Yes	No
Caucasian	307	79.8	20.2
Asian	35	74.3	25.7
African-American	19	68.4	31.6
Hispanic	12	83.3	16.7
Other	9	77.8	22.2

**Table B287. Have You Visited Downtown in the Past Year by Years in Cary.**

<b>Years in Cary</b>	<b>n</b>	<b>Yes</b>	<b>No</b>
0-1	28	67.9	32.1
2-5	79	70.9	29.1
6-10	86	81.4	18.6
Over 10	204	82.8	17.2

## Effectiveness of Potential Downtown Amenities or Activities Crosstabulations

**Table B288. How Likely Would the Following Amenities or Activities Be In Bringing You Downtown by Age (In Descending Mean Order).**

18-25 (n=29)	26-55 (n=262)	56-65 (n=45)	Over 65 (n=48)
Cafes and restaurants (7.66)	Cafes and restaurants (7.86)	Cafes and restaurants (7.33)	Cafes and restaurants (5.56)
Concerts (6.83)	Shopping opportunities (7.02)	Shopping opportunities (6.50)	Shopping opportunities (4.88)
Shopping opportunities (6.21)	Festivals (6.77)	Coffee shop (5.96)	Coffee shop (4.48)
Festivals (6.10)	Concerts (6.47)	Museums (5.78)	Festivals (4.31)
Movie theater (5.86)	Museums (6.22)	Wine shop (5.62)	Museums (4.13)
Parks (4.93)	1,100 seat performance art center (6.02)	Public plaza (5.60)	1,100 seat performance art center (4.02)
Ice cream shop (4.79)	Ice cream shop (6.01)	Festivals (5.53)	Preserve/reuse historic building (3.96)
Public plaza (4.76)	Public plaza (5.98)	Preserve/reuse historic building (5.44)	Public art (3.92)
Coffee shop (4.66)	Movie theater (5.95)	Movie theater (5.42)	Public plaza (3.88)
1,100 seat performance art center (4.31)	Coffee shop (5.94)	Concerts (5.36)	Wine shop (3.79)
Museums (4.24)	Parks (5.74)	Ice cream shop (5.36)	Ice cream shop (3.65)
Preserve/reuse historic building (3.97)	Public art (5.58)	Public art (5.31)	Additional art exhibition space (3.54)
Public art (3.93)	Preserve/reuse historic building (5.37)	1,100 seat performance art center (5.24)	Concerts (3.48)
Historical walking tour (3.62)	Historical walking tour (5.26)	Historical walking tour (5.07)	Historical walking tour (3.42)
Additional art exhibition space (3.45)	Wine shop (5.18)	Parks (4.96)	Parks (3.35)
Working studio space for artists (3.45)	Additional art exhibition space (5.00)	Additional art exhibition space (4.78)	Movie theater (3.10)
Wine shop (3.21)	Working studio space for artists (4.43)	Working studio space for artists (4.27)	Working studio space for artists (2.92)

**Table B289. How Likely Would the Following Amenities or Activities Be In Bringing You Downtown by Education (In Descending Mean Order).**

HS/Some College (n=124)	College Degree (n=225)	PhD/JD/MD (n=35)
Cafes and restaurants (7.44)	Cafes and restaurants (7.52)	Cafes and restaurants (7.49)
Shopping opportunities (6.60)	Shopping opportunities (6.72)	Festivals (6.60)
Festivals (6.18)	Festivals (6.30)	Museums (6.17)
Concerts (6.05)	Concerts (6.04)	Shopping opportunities (6.11)
Coffee shop (5.73)	Museums (5.85)	1,100 seat performance art center (6.11)
Museums (5.51)	Public plaza (5.74)	Ice cream shop (6.06)
Ice cream shop (5.44)	Movie theater (5.69)	Coffee shop (5.83)
Movie theater (5.41)	1,100 seat performance art center (5.65)	Concerts (5.74)
Public plaza (5.33)	Coffee shop (5.65)	Parks (5.54)
1,100 seat performance art center (5.24)	Ice cream shop (5.56)	Public art (5.38)
Parks (5.05)	Parks (5.41)	Public plaza (5.34)
Public art (5.04)	Public art (5.32)	Movie theater (5.17)
Preserve/reuse historic building (4.89)	Preserve/reuse historic building (5.28)	Historical walking tour (5.11)
Historical walking tour (4.75)	Wine shop (5.24)	Additional art exhibition space (5.09)
Additional art exhibition space (4.50)	Historical walking tour (4.96)	Wine shop (5.00)
Wine shop (4.42)	Additional art exhibition space (4.76)	Preserve/reuse historic building (4.91)
Working studio space for artists (4.19)	Working studio space for artists (4.12)	Working studio space for artists (4.56)

**Table B290. How Likely Would the Following Amenities or Activities Be In Bringing You Downtown by Gender (In Descending Mean Order).**

<b>Male (n=191)</b>	<b>Female (n=204)</b>
Cafes and restaurants (7.21)	Cafes and restaurants (7.73)
Festivals (6.05)	Shopping opportunities (7.30)
Concerts (5.89)	Festivals (6.47)
Shopping opportunities (5.87)	Coffee shop (6.40)
Movie theater (5.30)	Museums (6.27)
Museums (5.22)	Ice cream shop (6.16)
Public plaza (5.13)	Concerts (6.06)
1,100 seat performance art center (5.02)	1,100 seat performance art center (6.06)
Parks (4.97)	Public plaza (5.97)
Coffee shop (4.88)	Movie theater (5.76)
Ice cream shop (4.86)	Public art (5.76)
Public art (4.68)	Parks (5.63)
Preserve/reuse historic building (4.64)	Preserve/reuse historic building (5.55)
Historical walking tour (4.43)	Wine shop (5.42)
Wine shop (4.39)	Historical walking tour (5.33)
Additional art exhibition space (4.31)	Additional art exhibition space (5.09)
Working studio space for artists (3.72)	Working studio space for artists (4.61)

**Table B291. How Likely Would the Following Amenities or Activities Be In Bringing You Downtown by Income (In Descending Mean Order).**

<b>0-\$50,000 (n=65)</b>	<b>\$50,001-\$100,000 (n=88)</b>	<b>\$100,001-\$150,000 (n=86)</b>	<b>Over \$150,000 (n=75)</b>
Cafes and restaurants (7.31)	Cafes and restaurants (7.55)	Cafes and restaurants (7.56)	Cafes and restaurants (7.85)
Shopping opportunities (6.26)	Shopping opportunities (6.64)	Shopping opportunities (6.64)	Festivals (7.01)
Festivals (6.08)	Concerts (6.18)	Festivals (6.55)	Shopping opportunities (7.01)
Concerts (5.99)	Coffee shop (6.15)	Concerts (6.23)	Museums (6.53)
Movie theater (5.66)	Festivals (5.99)	Museums (6.11)	Ice cream shop (6.29)
Ice cream shop (5.59)	Public plaza (5.92)	1,100 seat performance art center (6.00)	Concerts (6.28)
Coffee shop (5.40)	Museums (5.92)	Public plaza (5.81)	1,100 seat performance art center (6.24)
Museums (5.14)	Ice cream shop (5.88)	Movie theater (5.77)	Public art (6.07)
Parks (4.95)	1,100 seat performance art center (5.85)	Public art (5.64)	Parks (6.05)
Public plaza (4.86)	Movie theater (5.75)	Parks (5.62)	Public plaza (6.03)
1,100 seat performance art center (4.83)	Preserve/reuse historic building (5.43)	Coffee shop (5.54)	Movie theater (5.96)
Public art (4.66)	Parks (5.30)	Ice cream shop (5.45)	Coffee shop (5.88)
Preserve/reuse historic building (4.60)	Public art (5.25)	Preserve/reuse historic building (5.28)	Historical walking tour (5.69)
Historical walking tour (4.52)	Wine shop (5.15)	Wine shop (5.27)	Preserve/reuse historic building (5.68)
Wine shop (4.34)	Additional art exhibition space (5.09)	Historical walking tour (5.08)	Wine shop (5.52)
Additional art exhibition space (4.28)	Historical walking tour (5.07)	Additional art exhibition space (4.64)	Additional art exhibition space (5.17)
Working studio space for artists (4.09)	Working studio space for artists (4.41)	Working studio space for artists (4.04)	Working studio space for artists (4.76)

**Table B292. How Likely Would the Following Amenities or Activities Be In Bringing You Downtown by Race (In Descending Mean Order).**

<b>Caucasian (n=304)</b>	<b>Asian (n=35)</b>	<b>African-American (n=19)</b>	<b>Hispanic (n=12)</b>	<b>Other (n=9)</b>
Cafes and restaurants (7.40)	Cafes and restaurants (7.78)	Cafes and restaurants (7.84)	Cafes and restaurants (7.50)	Cafes and restaurants (7.78)
Shopping opportunities (6.53)	Shopping opportunities (6.94)	Shopping opportunities (6.90)	Festivals (6.25)	Shopping opportunities (7.78)
Festivals (6.24)	Festivals (6.57)	Concerts (6.79)	Shopping opportunities (6.08)	Museums (6.33)
Concerts (5.96)	Museums (6.26)	Festivals (6.21)	Concerts (5.75)	1,100 seat perf. art center (6.33)
Museums (5.69)	Concerts (6.11)	Movie theater (5.74)	Movie theater (5.58)	Public art (6.11)
Coffee shop (5.67)	1,100 seat perf. art center (6.09)	Museums (5.68)	Public plaza (5.50)	Public plaza (6.00)
1,100 seat perf. art center (5.55)	Parks (5.89)	Coffee shop (5.58)	Ice cream shop (5.42)	Historical walking tour (6.00)
Public plaza (5.52)	Ice cream shop (5.66)	Public plaza (5.44)	Parks (5.25)	Preserve/reuse historic building (5.78)
Ice cream shop (5.52)	Public plaza (5.57)	Parks (5.26)	Museums (5.25)	Coffee shop (5.78)
Movie theater (5.51)	Movie theater (5.54)	Ice cream shop (5.26)	Coffee shop (4.83)	Festivals (5.67)
Parks (5.23)	Coffee shop (5.54)	Public art (4.84)	1,100 seat perf. art center (4.67)	Concerts (5.67)
Public art (5.18)	Public art (5.46)	1,100 seat perf. art center (4.68)	Public art (4.50)	Wine shop (5.67)
Preserve/reuse historic building (5.12)	Additional art exhibit space (5.20)	Preserve/reuse historic building (4.63)	Wine shop (4.33)	Parks (5.22)
Wine shop (4.91)	Preserve/reuse historic building (5.17)	Historical walking tour (4.47)	Historical walking tour (4.00)	Ice cream shop (5.11)
Historical walking tour (4.86)	Historical walking tour (5.00)	Wine shop (4.47)	Working studio space (3.42)	Working studio space (4.78)
Additional art exhibit space (4.71)	Wine shop (4.91)	Additional art exhibit space (4.16)	Preserve/reuse historic building (3.33)	Additional art exhibit space (4.56)
Working studio space (4.11)	Working studio space (4.51)	Working studio space (4.05)	Additional art exhibit space (3.25)	Movie theater (4.33)

**Table B293. How Likely Would the Following Amenities or Activities Be In Bringing You Downtown by Years in Cary (In Descending Mean Order).**

<b>0-1 (n=27)</b>	<b>2-5 (n=79)</b>	<b>6-10 (n=85)</b>	<b>Over 10 (n=200)</b>
Cafes and restaurants (7.33)	Cafes and restaurants (7.69)	Cafes and restaurants (7.71)	Cafes and restaurants (7.33)
Concerts (6.56)	Festivals (6.68)	Shopping opportunities (7.04)	Shopping opportunities (6.52)
Festivals (6.41)	Shopping opportunities (6.67)	Festivals (6.84)	Festivals (5.85)
Movie theater (5.85)	Concerts (6.29)	Concerts (6.44)	Coffee shop (5.79)
Shopping opportunities (5.81)	Museums (5.76)	1,100 seat performance art center (6.31)	Ice cream shop (5.68)
Coffee shop (5.70)	Movie theater (5.73)	Museums (6.15)	Museums (5.63)
Museums (5.63)	Public plaza (5.70)	Ice cream shop (5.92)	Concerts (5.61)
Public plaza (5.52)	Coffee shop (5.35)	Public art (5.87)	Public plaza (5.46)
1,100 seat performance art center (5.33)	1,100 seat performance art center (5.33)	Parks (5.73)	1,100 seat performance art center (5.37)
Parks (5.00)	Parks (5.32)	Public plaza (5.73)	Movie theater (5.36)
Wine shop (4.82)	Public art (5.22)	Movie theater (5.72)	Parks (5.16)
Additional art exhibition space (4.70)	Ice cream shop (5.18)	Coffee shop (5.67)	Preserve/reuse historic building (5.07)
Public art (4.70)	Preserve/reuse historic building (4.85)	Preserve/reuse historic building (5.61)	Wine shop (5.06)
Preserve/reuse historic building (4.52)	Historical walking tour (4.81)	Historical walking tour (5.59)	Public art (5.04)
Ice cream shop (4.41)	Wine shop (4.34)	Additional art exhibition space (5.41)	Historical walking tour (4.72)
Historical walking tour (4.12)	Additional art exhibition space (4.27)	Wine shop (5.14)	Additional art exhibition space (4.57)
Working studio space for artists (3.67)	Working studio space for artists (3.82)	Working studio space for artists (4.75)	Working studio space for artists (4.14)

## Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer's Market Crosstabulations

**Table B294. Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer's Market by Age.**

Age	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
18-25	28	6.04	10.7	0.0	0.0	3.6	39.3	3.6	7.1	10.7	25.0	46.4
26-55	261	7.10	2.3	1.1	2.3	1.5	14.6	6.9	22.2	19.2	29.9	78.2
56-65	46	6.78	13.0	2.2	0.0	2.2	10.9	2.2	15.2	10.9	43.5	71.8
Over 65	50	6.84	8.0	0.0	2.0	0.0	24.0	4.0	12.0	8.0	42.0	66.0

**Table B295. Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer's Market by Education.**

Education	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
HS/Some College	122	6.84	4.9	0.8	1.6	1.6	24.6	4.9	13.9	11.5	36.1	66.4
College Degree	229	6.89	6.1	0.9	1.7	1.7	14.0	6.6	21.4	18.3	29.3	75.6
PhD/JD/MD	34	7.56	0.0	2.9	2.9	0.0	8.8	2.9	23.5	14.7	44.1	85.2

**Table B296. Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer's Market by Gender.**

Gender	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Male	191	6.69	5.2	1.6	1.6	2.1	19.4	6.8	22.5	15.7	25.1	70.1
Female	205	7.18	4.9	0.5	2.0	1.0	14.6	4.9	17.1	15.6	39.5	77.1

**Table B297. Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer's Market by Housing Type.**

Housing Type	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Single family	328	6.91	5.8	1.2	2.1	1.5	15.5	5.5	19.5	16.2	32.6	73.8
Apartment	34	7.00	2.9	0.0	0.0	0.0	23.5	11.8	14.7	17.6	29.4	73.5
Townhouse/Condo	26	7.31	0.0	0.0	0.0	3.8	19.2	3.8	26.9	7.7	38.5	76.9

**Table B298. Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer's Market by Income.**

Income	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
0-\$50,000	65	6.60	4.6	1.5	0.0	1.5	33.8	4.6	12.3	10.8	30.8	58.5
\$50,001-\$100,000	88	7.02	4.5	0.0	2.3	1.1	19.3	3.4	17.0	20.5	31.8	72.7
\$100,001-\$150,000	87	7.25	3.4	1.1	0.0	1.1	8.0	6.9	31.0	18.4	29.9	86.2
Over \$150,000	73	7.08	2.7	2.7	2.7	4.1	11.0	6.8	17.8	13.7	38.4	76.7

**Table B299. Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer’s Market by Race.**

Race	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Caucasian	304	6.91	5.6	1.0	2.0	2.0	16.8	4.9	19.4	15.5	32.9	72.7
Asian	35	7.29	0.0	0.0	0.0	0.0	14.3	11.4	28.6	22.9	22.9	85.8
African-American	19	6.90	0.0	5.3	0.0	0.0	26.3	5.3	21.1	10.5	31.6	68.5
Hispanic	12	7.58	0.0	0.0	0.0	0.0	25.0	0.0	8.3	25.0	41.7	75.0
Other	9	6.78	11.1	0.0	0.0	0.0	22.2	11.1	0.0	11.1	44.4	66.6

**Table B300. Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer’s Market by Voter Status.**

Voter Status	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Registered	342	6.99	5.6	0.9	1.8	1.8	14.9	5.6	19.3	16.1	34.2	75.2
Not Registered	50	6.60	2.0	2.0	2.0	0.0	30.0	8.0	20.0	14.0	22.0	64.0

**Table B301. Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer’s Market by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Voter	213	7.06	6.1	0.9	1.4	1.9	12.2	4.7	21.1	15.5	36.2	77.5
Nonvoter	176	6.80	4.0	1.1	2.3	1.1	22.2	6.8	17.6	16.5	28.4	69.3

**Table B302. Support for the Town Using Taxpayer Dollars to Create and Maintain a Farmer’s Market by Years in Cary.**

Years in Cary	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
0-1	27	7.33	0.0	0.0	0.0	0.0	22.2	11.1	14.8	14.8	37.0	77.7
2-5	79	7.07	2.5	2.5	1.3	0.0	17.7	6.3	21.5	13.9	34.2	75.9
6-10	86	6.65	7.0	1.2	1.2	2.3	19.8	9.3	15.1	15.1	29.1	68.6
Over 10	200	6.96	6.0	0.5	2.5	2.0	14.5	3.5	21.0	17.0	33.0	74.5

## Support for the Town Incorporating Sustainable Practices in its Buildings and Operations Crosstabulations

**Table B303. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations by Age.**

Age	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
18-25	29	6.72	3.4	0.0	0.0	0.0	41.4	3.4	10.3	3.4	37.9	55.0
26-55	260	6.97	2.7	1.2	2.3	1.2	19.2	10.8	13.8	16.5	32.3	73.4
56-65	46	6.02	13.0	2.2	2.2	0.0	28.3	6.5	10.9	10.9	26.1	54.4
Over 65	49	5.82	14.3	0.0	2.0	0.0	38.8	6.1	2.0	14.3	22.4	44.8

**Table B304. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations by Education.**

Education	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
HS/Some College	121	6.54	6.6	0.0	0.0	0.8	34.7	5.0	10.7	14.0	28.1	57.8
College Degree	229	6.71	5.7	1.7	2.6	0.9	19.7	10.5	13.1	15.3	30.6	69.5
PhD/JD/MD	34	7.00	2.9	0.0	5.9	0.0	14.7	11.8	17.6	11.8	35.3	76.5

**Table B305. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations by Gender.**

Gender	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Male	192	6.61	5.2	2.1	3.1	0.5	25.5	7.3	12.0	13.5	30.7	63.5
Female	203	6.79	5.9	0.0	1.0	1.0	22.2	10.3	13.8	15.3	30.5	69.9

**Table B306. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations by Housing Type.**

Housing Type	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Single family	328	6.68	6.7	1.2	2.4	0.9	20.7	8.5	13.4	14.9	31.1	67.9
Apartment	34	6.41	0.0	0.0	0.0	0.0	52.9	5.9	8.8	11.8	20.6	47.1
Townhouse/Condo	25	7.08	0.0	0.0	0.0	0.0	28.0	20.0	8.0	4.0	40.0	72.0

**Table B307. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations by Income.**

Income	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
0-\$50,000	64	6.64	6.3	0.0	0.0	3.1	34.4	3.1	3.1	17.2	32.8	56.2
\$50,001-\$100,000	88	6.81	5.7	0.0	0.0	0.0	26.1	10.2	11.4	15.9	30.7	68.2
\$100,001-\$150,000	86	6.99	0.0	2.3	2.3	0.0	22.1	11.6	16.3	15.1	30.2	73.2
Over \$150,000	73	6.62	6.8	2.7	4.1	1.4	15.1	13.7	11.0	9.6	35.6	69.9



**Table B308. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations by Race.**

Race	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Caucasian	303	6.62	5.6	1.3	2.3	1.0	24.8	9.2	11.2	15.5	29.0	64.9
Asian	35	7.31	0.0	0.0	2.9	0.0	11.4	14.3	22.9	17.1	31.4	85.7
African-American	19	6.63	5.3	0.0	0.0	0.0	42.1	0.0	10.5	5.3	36.8	52.6
Hispanic	12	7.58	0.0	0.0	0.0	0.0	16.7	8.3	16.7	16.7	41.7	83.4
Other	9	7.22	11.1	0.0	0.0	0.0	22.2	0.0	0.0	0.0	66.7	66.7

**Table B309. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations by Voter Status.**

Voter Status	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Registered	341	6.67	6.2	1.2	2.3	0.9	22.9	8.8	12.3	14.4	31.1	66.6
Not Registered	50	6.84	2.0	0.0	0.0	0.0	32.0	10.0	14.0	14.0	28.0	66.0

**Table B310. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations by Voted in 2011 Local Elections.**

Voting Action	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
Voter	213	6.45	8.0	1.4	2.8	1.4	22.5	8.9	13.1	14.6	27.2	63.8
Nonvoter	175	7.00	2.9	0.6	1.1	0.0	25.7	9.1	10.9	14.3	35.4	69.7

**Table B311. Support for the Town Incorporating Sustainable Practices in its Buildings and Operations by Years in Cary.**

Years in Cary	n	Mean	Not Supportive at All 1	2	3	4	Neutral 5	6	7	8	Very Supportive 9	% Above 5
0-1	27	7.07	0.0	0.0	3.7	0.0	29.6	7.4	7.4	14.8	37.0	66.6
2-5	79	6.66	3.8	2.5	3.8	0.0	20.3	11.4	16.5	15.2	26.6	69.7
6-10	84	7.01	3.6	0.0	1.2	1.2	21.4	8.3	16.7	13.1	34.5	72.6
Over 10	201	6.52	8.0	1.0	1.5	1.0	25.9	8.5	10.0	14.4	29.9	62.8

## Plans to Purchase or Lease a Plug-In Vehicle in the Next Two Years Crosstabulations

**Table B312. Plans to Purchase or Lease a Plug-In Vehicle in the Next Two Years by Age.**

Age	N	Yes	No	Not Sure
18-25	29	0.0	100.0	0.0
26-55	261	3.4	93.1	3.4
56-65	46	2.2	91.3	6.5
Over 65	50	0.0	98.0	2.0

**Table B313. Plans to Purchase or Lease a Plug-In Vehicle in the Next Two Years by Education.**

Education	n	Yes	No	Not Sure
HS/Some College	124	0.8	95.2	4.0
College Degree	228	3.1	93.9	3.1
PhD/JD/MD	35	5.7	91.4	2.9

**Table B314. Plans to Purchase or Lease a Plug-In Vehicle in the Next Two Years by Housing Type.**

Housing Type	n	Yes	No	Not Sure
Single Family	329	3.0	93.6	3.3
Apartment	35	0.0	100.0	0.0
Townhouse/Condo	26	0.0	96.2	3.8

**Table B315. Plans to Purchase or Lease a Plug-In Vehicle in the Next Two Years by Income.**

Income	n	Yes	No	Not Sure
0-\$50,000	64	3.1	95.3	1.6
\$50,001-\$100,000	87	3.4	92.0	4.6
\$100,001-\$150,000	86	1.2	97.7	1.2
Over \$150,000	75	1.3	93.3	5.3

**Table B316. Plans to Purchase or Lease a Plug-In Vehicle in the Next Two Years by Years in Cary.**

Years in Cary	n	Yes	No	Not Sure
0-1	28	0.0	96.4	3.6
2-5	79	1.3	96.2	2.5
6-10	86	3.5	93.0	3.5
Over 10	201	3.0	93.5	3.5

## Years in Cary Crosstabulations

**Table B317. Years in Cary by Age.**

Age	n	0-1	2-5	6-10	Over 10
18-25	29	6.9	20.7	24.1	48.3
26-55	264	7.2	21.6	24.6	46.6
56-65	46	6.5	10.9	13.0	69.6
Over 65	50	6.0	20.0	12.0	62.0

**Table B318. Years in Cary by Education.**

Education	n	0-1	2-5	6-10	Over 10
HS/Some College	125	10.4	21.6	14.4	53.6
College Degree	230	5.2	20.0	23.0	51.7
PhD/JD/MD	35	8.6	14.3	31.4	45.7

**Table B319. Years in Cary by Housing Type.**

Housing Type	n	0-1	2-5	6-10	Over 10
Single Family	332	4.2	16.9	23.8	55.1
Apartment	35	31.4	34.3	17.1	17.1
Townhouse/Condo	26	7.7	42.3	3.8	46.2

**Table B320. Years in Cary by Income.**

Income	n	0-1	2-5	6-10	Over 10
0-\$50,000	65	13.8	16.9	18.5	50.8
\$50,001-\$100,000	88	5.7	19.3	17.0	58.0
\$100,001-\$150,000	87	5.7	27.6	19.5	47.1
Over \$150,000	75	4.0	18.7	37.3	40.0

**Table B321. Years in Cary by Race.**

Race	n	0-1	2-5	6-10	Over 10
Caucasian	307	6.2	17.9	19.5	56.4
Asian	35	8.6	31.4	37.1	22.9
African-American	19	15.8	31.6	15.8	36.8
Hispanic	12	8.3	25.0	33.3	33.3
Other	9	0.0	22.2	33.3	44.4

**Table B322. Years in Cary by Voter Status.**

Voter Status	n	0-1	2-5	6-10	Over 10
Registered	346	5.8	17.9	19.9	56.4
Not Registered	50	14.0	34.0	34.0	18.0

**Table B323. Years in Cary by Voted in 2011 Local Elections.**

<b>Voting Action</b>	<b>n</b>	<b>0-1</b>	<b>2-5</b>	<b>6-10</b>	<b>Over 10</b>
Voter	216	1.4	17.1	19.0	62.5
Nonvoter	177	13.6	23.7	24.3	38.4

## Housing Type Crosstabulations

**Table B324. Housing Type by Age.**

Age	n	Single Family	Apartment	Townhouse/Condo
18-25	29	82.8	13.8	3.4
26-55	261	86.6	7.7	5.7
56-65	46	82.6	6.5	10.9
Over 65	49	77.6	14.3	8.2

**Table B325. Housing Type by Education.**

Education	n	Single Family	Apartment	Townhouse/Condo
HS/Some College	122	72.1	15.6	12.3
College Degree	230	90.4	5.7	3.9
PhD/JD/MD	35	94.3	2.9	2.9

**Table B326. Housing Type by Income.**

Income	n	Single Family	Apartment	Townhouse/Condo
0-\$50,000	63	65.1	25.4	9.5
\$50,001-\$100,000	88	83.0	9.1	8.0
\$100,001-\$150,000	87	90.8	2.3	6.9
Over \$150,000	75	97.3	1.3	1.3

**Table B327. Housing Type by Race.**

Race	n	Single Family	Apartment	Townhouse/Condo
Caucasian	304	88.2	5.6	6.3
Asian	34	88.2	11.8	0.0
African-American	19	42.1	42.1	15.8
Hispanic	12	66.7	25.0	8.3
Other	9	55.6	22.2	22.2

**Table B328. Housing Type by Voter Status.**

Voter Status	n	Single Family	Apartment	Townhouse/Condo
Registered	343	86.6	7.0	6.4
Not Registered	49	71.4	20.4	8.2

**Table B329. Housing Type by Voted in 2011 Local Elections.**

Voting Action	n	Single Family	Apartment	Townhouse/Condo
Voter	215	89.3	4.2	6.5
Nonvoter	174	78.7	14.4	6.9

**Table B330. Housing Type by Years in Cary.**

<b>Years in Cary</b>	<b>n</b>	<b>Single Family</b>	<b>Apartment</b>	<b>Townhouse/ Condo</b>
0-1	27	51.9	40.7	7.4
2-5	79	70.9	15.2	13.9
6-10	86	91.9	7.0	1.2
Over 10	201	91.0	3.0	6.0

## Registered Voter Crosstabulations

**Table B331. Registered Voter by Age.**

Age	n	Registered Voter	Not Registered Voter
18-25	29	62.1	37.9
26-55	264	87.5	12.5
56-65	46	95.7	4.3
Over 65	50	92.0	8.0

**Table B332. Registered Voter by Education.**

Education	n	Registered Voter	Not Registered Voter
HS/Some College	124	75.8	24.2
College Degree	230	93.5	6.5
PhD/JD/MD	35	85.7	14.3

**Table B333. Registered Voter by Gender.**

Gender	n	Registered Voter	Not Registered Voter
Male	190	86.3	13.7
Female	206	88.3	11.7

**Table B334. Registered Voter by Housing Type.**

Housing Type	n	Registered Voter	Not Registered Voter
Single Family	332	89.5	10.5
Apartment	34	70.6	29.4
Townhouse/Condo	26	84.6	15.4

**Table B335. Registered Voter by Income.**

Income	n	Registered Voter	Not Registered Voter
0-\$50,000	65	75.4	24.6
\$50,001-\$100,000	88	90.9	9.1
\$100,001-\$150,000	87	94.3	5.7
Over \$150,000	75	89.3	10.7

**Table B336. Registered Voter by Race.**

Race	n	Registered Voter	Not Registered Voter
Caucasian	307	95.1	4.9
Asian	35	48.6	51.4
African-American	19	84.2	15.8
Hispanic	12	25.0	75.0
Other	9	77.8	22.2

**Table B337. Registered Voter by Voted in 2011  
Local Elections.**

<b>Voting Action</b>	<b>n</b>	<b>Registered Voter</b>	<b>Not Registered Voter</b>
Voter	216	100.0	0.0
Nonvoter	177	72.3	27.7

**Table B338. Registered Voter by Years in Cary.**

<b>Years in Cary</b>	<b>n</b>	<b>Registered Voter</b>	<b>Not Registered Voter</b>
0-1	27	74.1	25.9
2-5	79	78.5	21.5
6-10	86	80.2	19.8
Over 10	204	95.6	4.4



## Voted in 2011 Local Elections Crosstabulations

**Table B339. Voted in 2011 Local Elections  
by Age.**

Age	n	Voter	Nonvoter
18-25	29	24.1	75.9
26-55	263	52.5	47.5
56-65	46	71.7	28.3
Over 65	49	69.4	30.6

**Table B340. Voted in 2011 Local Elections  
by Education.**

Education	n	Voter	Nonvoter
HS/Some College	124	39.5	60.5
College Degree	227	62.6	37.4
PhD/JD/MD	35	62.9	37.1

**Table B341. Voted in 2011 Local Elections  
by Gender.**

Gender	n	Voter	Nonvoter
Male	188	56.9	43.1
Female	205	53.2	46.8

**Table B342. Voted in 2011 Local Elections  
by Housing Type.**

Housing Type	n	Voter	Nonvoter
Single Family	329	58.4	41.6
Apartment	34	26.5	73.5
Townhouse/Condo	26	53.8	46.2

**Table B343. Voted in 2011 Local Elections  
by Income.**

Income	n	Voter	Nonvoter
0-\$50,000	65	30.8	69.2
\$50,001-\$100,000	88	60.2	39.8
\$100,001-\$150,000	87	56.3	43.7
Over \$150,000	75	64.0	36.0

**Table B344. Voted in 2011 Local Elections  
by Race.**

<b>Race</b>	<b>n</b>	<b>Voter</b>	<b>Nonvoter</b>
Caucasian	305	61.6	38.4
Asian	35	17.1	82.9
African-American	19	52.6	47.4
Hispanic	12	0.0	100.0
Other	9	33.3	66.7

**Table B345. Voted in 2011 Local Elections  
by Voting Status.**

<b>Voter Status</b>	<b>n</b>	<b>Voter</b>	<b>Nonvoter</b>
Registered	344	62.8	37.2
Not Registered	49	0.0	100.0

**Table B346. Voted in 2011 Local Elections  
by Years in Cary.**

<b>Years in Cary</b>	<b>n</b>	<b>Voter</b>	<b>Nonvoter</b>
0-1	27	11.1	88.9
2-5	79	46.8	53.2
6-10	84	48.8	51.2
Over 10	203	66.5	33.5

## Appendix C

### Town Government Staff Interaction

15. Town Government Staff – Please tell us specifically what you recall about this interaction (for responses below 5).
- Signal light issue on Buck Jones Road.
  - Just was not very friendly and did not seem to care.
  - Just not any help; didn't seem to know much.
  - Wake County school issues are embarrassing.
  - They were not able to tell us what is going to happen; we wanted to remodel but wanted to know what was going to happen with the road in front of our house; we got no answers.
  - Stop Police traps on Maynard Road – do them always or never.
  - They told me my water bill was lower than most when I complained.

## Appendix D

### Streets/Roads That Need Attention

7. Can you provide specific examples of streets and roads (# of times mentioned) that need more attention (for responses below 5)?
- Maynard Road (11) – landscaping, potholes (at Kildaire, at Cary Towne), uneven pavement, light takes too long (at Kensington)
  - Kildaire Farm Road (5) – pavement, uneven pavement (to US 1 on Cary Parkway), potholes
  - Walnut (5) – potholes (300-600 block; near park), uneven pavement
  - Green Level Church Road (5) – potholes, pavement (to Durham), uneven pavement
  - In general a lot of roads with potholes and cracks (4)
  - High House (3) – pavement, potholes
  - Davis Drive (2) – potholes (at Chapel Hill Road), pavement
  - Waldo (2) – potholes, uneven pavement
  - Old Apex (2) – potholes, pavement
  - Cary Towne Center (2) – potholes, pavement
  - Buck Jones (2) – potholes, pavement
  - Cary Parkway – pavement (near Evans), pavement (near Heathmoor), sewer problem
  - Chatham Street – number of lanes, pavement
  - Academy Street – number of lanes, pavement
  - Pamilco Drive – pavement
  - Harrison – potholes
  - Castalia – potholes, uneven pavement
  - Lochmere – pavement
  - Wilshire – pavement (1000 block)
  - Creek Park – potholes
  - Aviation Parkway – potholes
  - Cary High School – potholes, pavement
  - Ederlee – potholes, pavement
  - Regency Parkway – potholes, pavement
  - 64 – pothole (coming out of car dealership)
  - Fisher’s Creek Court – pavement.
  - Downtown area – pavement (near library and school)
  - Pavement broken up in front of new museum

## Appendix E

### Public Areas That Need Attention

6. Can you provide specific examples of public areas that need more attention (for responses below 5)?

- South Dixon – cut bushes.
- Need stoplight at Dry and Southwest.
- Cut back shrubs at intersections – can't see to pull out.
- Bachelor Branch – more lights, trashcans, doggie bags, benches.
- Everywhere – too many medians, waste of tax money.
- Highway 1 and 64 – extreme littering.
- Woodwinds off Cary Parkway – sidewalks are in bad shape.
- Downtown not consistent with rest of Cary.
- Cary Parkway, Preston to Harrison, Evans – widen.
- Harris Teeter, Walnut and Maynard – median/parking spot dividers are too wide.
- Green Hope School Road – does not have yard waste collection.
- Melvin Jackson Drive – continuous construction and things left around.
- Remove dead animals on 55.

## Appendix F

### Town Parks & Recreation or Cultural Program Participation

21. Please tell me which program you or a member of your household most frequently participated in and where? (# of times mentioned)

- Basketball (16)  
Location: Various locations, Middle Creek School, Bond Park
- Lazy Daze (10)  
Location: Downtown Cary
- Sports/Athletics (10)  
Location: Bond Park, various locations
- Art and Art class (7)  
Location: Jordan Center
- Events (7)  
Location: Downtown, Bond Park, Page Walker, Tobacco Trail
- Baseball/T-Ball (6)  
Location: Various locations, Bond Park
- Parks (5)  
Location: Various locations
- Softball (5)  
Location: Various locations, Bond Park, Thomas Brooks
- Tennis (5)  
Location: Tennis Park, Middle Creek School
- Concerts/Movies (4)  
Location: Bond Park, amphitheater, Regency
- Youth sports/Activities (4)  
Location: Various locations
- Camps (3)  
Location: Stevens Nature Center, Bond Park
- Classes (3)  
Location: Bond Park, Senior Center
- Dance/Ballet (3)  
Location: Senior Center, Bond Park
- Drama (3)  
Location: Community Center, Senior Center
- Festivals/Events (3)  
Location: Bond Park, Regency Park, downtown
- Softball (3)  
Location: Bond Park, Thomas Brooks Park
- 5K Race/Race (2)  
Location: Amphitheater, downtown
- Activities (2)  
Location: Senior Center
- Children's programs (2)  
Locations: Bond Park, Art Center
- Safety Town (2)  
Location: Herbert Young Center
- Soccer (2)  
Location: Various locations

- Volleyball (2)  
Location: Various locations, Bond Park
- Bridge  
Location: Community Center
- Cycling event  
Location: Bond Park
- Exercise  
Location: Aquatic Center
- Football  
Location: Baseball fields
- Golf  
Location: RGA
- Greenways  
Location: Various locations
- Kiwanians  
Location: Senior Center
- Lacrosse  
Location: Cary Elementary
- Movies  
Location: Not specified
- Table Tennis  
Location: Middle Creek School
- Stretch and Grow  
Location: Bond Park
- Cary Teen Council  
Location: Downtown
- Yoga  
Location: Cary Community Center

## Appendix G

### Reasons for Low Ratings (Below 3) for Quality of Life in Cary

2. Please tell us which aspects of the quality of life in Cary seem worse?
  - Controlling growth. (4)
  - Traffic. (3)
  - Overdevelopment. (3)
  - Roads. (2)
  - Crime rate/break-ins. (2)
  - Economy.
  - Jobs.
  - Some better, some worse.
  - A lot of extra housing, vandalism.
  - Crime.



## Appendix H

### Most Important Issue Facing the Town

3. What do you feel is the one most important issue facing the Town of Cary? (# of comments)
- Managing growth. (87)
  - Not sure. (57)
  - Schools. (47)
  - Traffic. (45)
  - Overpopulation. (31)
  - No issues/Can't think of anything (26)
  - Overdevelopment. (17)
  - Maintaining streets/roads. (14)
  - Crime. (12)
  - Downtown revitalization. (11)
  - High taxes. (11)
  - Budget. (9)
  - Economy. (8)
  - Saving the trees. (6)
  - Losing Cary's charm/small town feel. (6)
  - Cost of living. (5)
  - Infrastructure. (5)
  - Water rates. (5)
  - Recycling. (4)
  - Jobs/unemployment. (4)
  - Sidewalks. (3)
  - Public transportation. (3)
  - Open space preservation. (2)
  - Affordable housing. (2)
  - Parks. (2)
  - Construction. (2)
  - Sewer cost. (2)
  - Cary lacks a Town center; more like urban sprawl; it needs better center downtown.
  - The drainage of greenways near me (Pamlico Drive/Maynard Road) are not being taken care of; I was flooded out by water.
  - Promote traditional family values; preserve marriage.
  - More public spaces.
  - There are three buses that stop in our subdivision but only one child in our subdivision gets on the bus, but tons of parents show up from different areas – we wait 15 minutes at least at 6:30 am.
  - Too many apartments being built.
  - Improvement to parks and greenways.
  - Add football fields; we have none and play on baseball outfield.
  - Cost of living getting higher.
  - No more projects.
  - Leave downtown alone.
  - Need more traffic lights.
  - Being more open to suggestions.
  - Overboard with the sign issue.
  - Real estate taxes don't match the value of the homes.
  - Lack of restaurants.

- Crosswalks.
- Make it more family-friendly (sidewalks and parks).
- Recycling should be every week.
- Cramming apartments and hotels and making Cary too busy.
- Mosquitoes.
- Bigger recycling bins.
- Keeping the high standards for Cary.
- Need more police patrolling.
- Need our children going to schools close to home not shipped out of the area.
- Planning and zoning.
- Downtown area revitalization is a huge thing to work on and get finished; makes a great center and entertainment area for the Town.
- Homeowner's insurance prices are getting high due to break-ins.
- Too much building going on; need to slow things down a bit.
- Taxes for disabled vets should be done away with.
- Need more lighting at West Cary Green Level Church; scary dark – I do not feel comfortable out driving at night.
- School systems are not able to handle the quick growth happening; need to focus on schools.
- Work with Wake County to make schools better.
- Recycling – they mail out too much junk people just throw out; need to use different ways of getting information out and stop wasting paper.
- Don't let Cary lose the small-town feel.
- Schools unorganized with year-round schooling.
- All of the school issues need to be the main focus; the children are the future; rebuilding downtown is nice but not a need.
- Tax too much and spend tax money on unneeded areas.
- Northwest side of Cary does not have any close-by facilities like tennis courts, parks, etc.
- Sex offenders live close by to kids and schools; need to be better or more protection for the children.
- Empty buildings waste tax money.
- Money spent on revitalization is wasted.
- Everything seems great.
- Quality and charm in Cary is becoming non-existent; need to keep McGregor Village – no Costco.
- Too much building – putting the dollar before the quality of life.
- No cell phone service.
- Rail system.
- Services.
- Would like to have more landline options.
- Let all citizens have a voice/vote.
- Housing – don't build anymore apartments.
- Environment.
- Shuffling kids around in school; Wake controls but Cary has all the moving around and changes.
- No good food.
- Multiple issues.
- Gangs.
- Replacing sewer lines.
- Signage getting out of Cary.
- Not much nightlife.
- Have commercial and small business precautions with planning and developing areas without overdoing it.

- Snobbery and stuck up.
- Leaf collection – it takes too long to pick them up; people have to park on their street and leaves are everywhere.
- Lack of interest in protecting nature; trees are being cut down too quickly.
- Developing stores.
- I would like speed bumps at Hidden Oaks Apartments; someone is going to get killed.
- Rules and regulations.
- Having more areas to walk, to bike, and more environmentally right.
- Cary is branching out to other areas too much; need to stay a small town.
- Night street lights are too dark at night.
- Kildaire Farm Road is very dangerous; people are driving in two lanes.
- Zoning.
- Traffic lights are too long.
- Road patterns.

## Appendix I

### Well Informed on Town Government Aspects Services, Projects, Issues, and Programs That Come to Mind

30. What specific projects, activities, or issues came to mind why you decided on that rating?  
(Rating)

- Cary News, Raleigh News & Observer, and Channel 11. (Rated 9)
- Channel 11. (Rated 8)
- Sign ordinance policy change. (Rated 9)
- Water bill and Cary News. (Rated 9)
- BUD and Cary News. (Rated 9)
- Website. (Rated 9)
- Just the way I feel. (Rated 9)
- BUD. (Rated 9)
- A lot of mail. (Rated 9)
- I go online. (Rated 9)
- I read the bulletin. (Rated 9)
- Speed bump approval. (Rated 9)
- BUD. (Rated 9)
- Cary News and BUD. (Rated 9)
- Website for Cary and Wake County site. (Rated 9)
- Movie theater downtown being considered. (Rated 9)
- Tax surplus and C-Tran. (Rated 9)
- Cary News. (Rated 9)
- BUD in water bill. (Rated 9)
- BUD. (Rated 9)
- Town email list. (Rated 9)
- Downtown projects slowed down. (Rated 8)
- None – too busy at home. (Rated 8)
- Permit process. (Rated 8)
- Sidewalk in Kingswood. (Rated 8)
- BUD. (Rated 8)
- I blame myself. (Rated 8)
- Newspaper. (Rated 8)
- BUD. (Rated 8)
- Water bill newsletter and Cary News keeps me informed. (Rated 8)
- They do a good job. (Rated 8)
- Email. (Rated 8)
- Sign changes. (Rated 8)
- Cary website. (Rated 8)
- Sign ordinance. (Rated 7)
- Senior issues. (Rated 7)
- Town emails regularly. (Rated 7)
- Nothing, but I don't look into anything in particular. (Rated 7)
- On the news. (Rated 7)
- Letter about water meters being changed out. (Rated 7)
- The frequency of newsletter. (Rated 7)
- Cary Newspaper. (Rated 7)
- Newsletter. (Rated 7)

- It is just me not getting involved. (Rated 7)
- No need in building up downtown. (Rated 7)
- I read Cary Newspaper. (Rated 7)
- Cary News and BUD. (Rated 7)
- Email from Cary regularly. (Rated 7)
- Building code issues. (Rated 7)
- Need to pass out more information. (Rated 7)
- I have not been that active. (Rated 7)
- Cary News. (Rated 7)
- Public television. (Rated 7)
- I should be more aware, my fault. (Rated 7)
- Cary Times. (Rated 7)
- Online site. (Rated 7)
- Sign changes being considered. (Rated 7)
- Schools are a mess; Cary needs more input. (Rated 7)
- My contact regarding a greenway and not feeling they were listening to me. (Rated 7)
- Need a community center. (Rated 7)
- Newspaper. (Rated 7)
- I have to go to the website; it needs to be more readily available. (Rated 7)
- Proposal to add neon signs to downtown. (Rated 6)
- The intersection of High House and Cary Parkway roundabout and downtown changes. (Rated 6)
- My kids are older, lost touch. (Rated 6)
- Have to look at website. (Rated 6)
- Cary News. (Rated 6)
- Community development. (Rated 6)
- High House and Cary Parkway intersection is bad. (Rated 6)
- I am not that all involved. (Rated 6)
- I just don't pay enough attention. (Rated 6)
- BUD. (Rated 6)
- It is me not paying attention. (Rated 6)
- Not in area too long to know. (Rated 5)
- School related stuff. (Rated 5)
- Not a lot of information out about anything. (Rated 5)
- Our leftover budget – don't just spend it, save it. (Rated 5)
- I blame myself for not being informed. (Rated 5)
- This is my issue. (Rated 5)
- Water problem. (Rated 5)
- Growth plan. (Rated 5)
- I don't know what affects me. (Rated 5)
- Transportation expansions. (Rated 5)
- I never watch Council meetings. (Rated 5)
- Don't use website. (Rated 5)
- The Town is doing what they can. (Rated 5)
- Not sure; I don't get involved. (Rated 5)
- GIS project. (Rated 5)
- My own fault; I don't use the information. (Rated 4)
- I don't look for it. (Rated 4)
- I don't get much information or don't pay attention to it. (Rated 4)
- The amount of things I have learned in this survey. (Rated 4)
- My own apathy. (Rated 4)

- BUD and newspaper – not in-depth enough. (Rated 4)
- I miss out on a lot; I find out after the fact. (Rated 4)
- Cultural Center refurbishing – I only know because I drive through the area. (Rated 4)
- Geo-policing – neighborhood schools and Cary need to be a voice. (Rated 4)
- I'm not into that. (Rated 3)
- It is my own fault I don't keep up with it – too busy. (Rated 3)
- I have to seek out information. (Rated 3)
- I just don't get involved with this stuff. (Rated 3)
- BUD and that is it. (Rated 3)
- Things not available. (Rated 3)
- I have a busy schedule. (Rated 3)
- I don't seek it out. (Rated 3)
- I don't find much in the Cary paper. (Rated 3)
- I don't look. (Rated 3)
- I can't put my finger on the actual event. (Rated 3)
- I don't pay much attention. (Rated 3)
- I don't look for the information. (Rated 2)
- I am too busy; my own fault I am not informed. (Rated 2)
- I do not seek it out. (Rated 2)
- I do not receive papers or have the internet. (Rated 2)
- I do not look into anything. (Rated 2)
- I have been having issues lately; my husband is sick. (Rated 1)
- Mail out programs offered. (Rated 1)
- I don't track anything. (Rated 1)
- Don't have cable. (Rated 1)
- I don't look for information. (Rated 1)
- Need more of it in the paper – more details like old and new, who was arrested, etc., newsletters. (Rated 1)
- I don't know about anything; I never see information about what's going on around the Town. (Rated 1)

## Appendix J

### Satisfaction With Making Information Available to Citizens Services, Projects, Issues, and Programs That Come to Mind

31. What specific projects, activities, or issues came to mind why you decided on that rating?  
(Rating)

- Email, Cary News, online. (Rated 9)
- Cary News. (Rated 9)
- Cary school restoration. (Rated 9)
- Just read the paper. (Rated 9)
- I am happy. (Rated 9)
- TV Channel 11. (Rated 9)
- I go online. (Rated 9)
- I read Cary News. (Rated 9)
- Emails, alerts. (Rated 9)
- They do a good job. (Rated 9)
- Website. (Rated 9)
- Downtown changes. (Rated 9)
- Can we afford downtown changes? (Rated 9)
- Tax surplus from last year. (Rated 8)
- None – I know where to find it. (Rated 8)
- BUD, internet. (Rated 8)
- Television – Council. (Rated 8)
- BUD bill. (Rated 8)
- BUD. (Rated 8)
- I blame myself. (Rated 8)
- Cary News, BUD. (Rated 8)
- Newspaper. (Rated 8)
- Websites. (Rated 8)
- Email and BUD. (Rated 8)
- BUD, newspaper, online. (Rated 8)
- BUD – add more to it; it is where I get most Town information and I always read it. (Rated 8)
- Website has a lot. (Rated 7)
- I get emails from Cary all the time. (Rated 7)
- Cary online, BUD, email online. (Rated 7)
- BUD. (Rated 7)
- They cut down too many trees. (Rated 7)
- The frequency of emails and depth. (Rated 7)
- Website. (Rated 7)
- It is just me not getting involved. (Rated 7)
- It is just me getting information. (Rated 7)
- Internet site for Cary. (Rated 7)
- More flyers. (Rated 7)
- I know who to contact if needed. (Rated 7)
- Internet, BUD. (Rated 7)
- There are plenty of avenues. (Rated 7)
- BUD. (Rated 7)
- Online at Cary. (Rated 7)
- I look online. (Rated 7)

- I have to go to the website; it needs to be more readily available. (Rated 7)
- It is me not paying attention. (Rated 7)
- Webpage is not very user friendly. (Rated 7)
- Emails and make Cary News available without Raleigh News & Observer subscription. (Rated 7)
- My kids are older, lost touch. (Rated 6)
- Have to look at website. (Rated 6)
- Complaints have always been answered. (Rated 6)
- Growth. (Rated 6)
- They don't announce events very well. (Rated 6)
- I just don't pay enough attention. (Rated 6)
- BUD. (Rated 6)
- More through the website and make it more user friendly. (Rated 6)
- This is my issue. (Rated 5)
- Water problem. (Rated 5)
- I liked the book we had at one time. (Rated 5)
- I don't believe it is out there soon enough. (Rated 5)
- Website is very difficult to navigate. (Rated 5)
- I don't really know Council members. (Rated 5)
- I don't get handouts. (Rated 5)
- We have issues that don't get addressed. (Rated 5)
- Not sure – I don't pay attention. (Rated 5)
- Downtown redevelopment needs to be broadened. (Rated 5)
- Don't have cable. (Rated 5)
- More information on the news would be nice. (Rated 5)
- GIS project. (Rated 5)
- Need to do a better job. (Rated 4)
- Website needs improvement; it freezes a lot. (Rated 4)
- My own apathy. (Rated 4)
- I have DirectTV so I don't get the news channels; BUD comes after the fact; I usually miss out on whatever it mentions. (Rated 4)
- Need more in-depth of planning in Town. (Rated 4)
- Direct mail is best. (Rated 4)
- Make more use of internet technology to communicate with us on Cary. (Rated 4)
- I don't use information; I am sure the Town provides plenty of it. (Rated 4)
- I'm not into that. (Rated 3)
- BUD and that is it. (Rated 3)
- I don't receive any information; I have to look for information if interested in something. (Rated 3)
- Things are not available. (Rated 3)
- I would like to have events announced better. (Rated 3)
- I mostly look at the paper; I would like to get more. (Rated 3)
- I have not been communicated to. (Rated 3)
- Don't seem to be concerned about things not affecting us right now. (Rated 2)
- The ice facility at High House and 55 was done under the table – too much hush hush. (Rated 1)
- Not enough information made available. (Rated 1)



## Appendix K

### Satisfaction With Opportunities to Participate in Decision Making Services, Projects, Issues, and Programs That Come to Mind

32. What specific projects, activities, or issues came to mind why you decided on that rating?  
(Rating)

- Meetings well advertised. (Rated 9)
- I have every opportunity. (Rated 9)
- Advertise when there are public forums. (Rated 9)
- I could if I wanted to. (Rated 9)
- They do a good job. (Rated 9)
- Open hearings and I got to speak. (Rated 9)
- Voting. (Rated 8)
- None; overpass at Cary Parkway on 40 before 60 and 1 – there is oversized leaf sculpture across fenced area is attractive – good choice. (Rated 8)
- There is ample opportunity. (Rated 8)
- I see the ads for zoning; I know I have the opportunity. (Rated 8)
- This is my issue. (Rated 8)
- It is if I want it. (Rated 7)
- Generally satisfied; have not participated. (Rated 7)
- I don't go to meetings. (Rated 7)
- It is my issue. (Rated 7)
- I just don't do it. (Rated 7)
- Elect representatives and hope for the best. (Rated 7)
- Town meetings. (Rated 7)
- You don't know or find out at last minute. (Rated 7)
- I would love for Cary to get Verizon FIOS services here – television and internet; I know this is an alternate area but try to get Verizon. (Rated 7)
- BUD. (Rated 7)
- You don't hear about it. (Rated 7)
- Need more notices of hearings and meetings. (Rated 7)
- 64 trying to reroute. (Rated 6)
- Voting. (Rated 6)
- I am not notified. (Rated 6)
- Complaints have always been answered. (Rated 6)
- Not big into politics. (Rated 6)
- They do what they want to regardless. (Rated 5)
- I stay out of it. (Rated 5)
- Information put out too far in advance. (Rated 5)
- Only have vote when the office is up. (Rated 5)
- Water problem. (Rated 5)
- No opportunities except voting that I know of. (Rated 5)
- Listen to us about property being sold. (Rated 5)
- I don't know the opportunities they give me. (Rated 5)
- No opportunities; need to be better informed. (Rated 5)
- I just don't know what decisions we can participate in. (Rated 5)
- My own apathy. (Rated 5)
- I have not done any. (Rated 5)
- I don't have a lot of experience with that. (Rated 5)

- I never participated in any decision. (Rated 5)
- I have not thought about it and have not tried. (Rated 5)
- Need more information on local channels. (Rated 5)
- I don't participate and not aware of. (Rated 5)
- I would like to know whether they are liberal or conservative. (Rated 5)
- Lack of communication on decision making. (Rated 5)
- Ordinances being lifted; more Town center development because it feels abandoned; we need something of a better mall; need more national chains of higher end retail but not limited stores like Scout and Mollys. (Rated 5)
- Need more detail on projects. (Rated 4)
- Never had the opportunity. (Rated 4)
- Attended many meetings but it seemed pointless. (Rated 4)
- Personally just don't take an interest. (Rated 4)
- Plan to create High House and Cary Parkway a mess. (Rated 4)
- Mental health facility in our neighborhood not having any say. (Rated 3)
- Unaware of opportunities. (Rated 3)
- Personally I don't have time and don't know of any opportunities. (Rated 3)
- I'm not into that. (Rated 3)
- Town meetings – no old business, offer opportunity at end of meetings. (Rated 2)
- Stop catering to growth. (Rated 1)
- Town does not really listen. (Rated 1)
- We are not allowed to vote. (Rated 1)
- I did not know I could participate. (Rated 1)
- Immigration camp was to go on 55 and High House; it was approved before community was aware; we had to go to Congressman and Senators; we weren't notified before to vote on it. (Rated 1)

## Appendix L

### Specific Actions the Town Could Take to Improve Satisfaction with Parks, Recreation, and Cultural Issues

13. Could you please tell us specific actions the Town could take to make you more satisfied with parks, recreation, and cultural resources?
- Need more of them near Walnut Street area.
  - Advertise community centers.
  - Need more of them.
  - Town should not have anything to do with aquatic center.
  - I don't use personally.
  - Too many parks; spend money on roads.
  - More trashcans in parks.
  - Need free pool for community.
  - Would like to see more of these closer to the Northwest side.
  - If we can afford it without higher taxes.
  - Need more community centers and parks.
  - More bike paths beside the roads and more greenways.
  - Parks are great; don't need another pool.

## Appendix M

### **Specific Actions the Town Could Take to be More Effective with Keeping Cary the Best Place to Live, Work, and Raise a Family**

8. Could you please tell us specific actions the Town could take to be more effective with keeping Cary the best place to live, work, and raise a family?
- Look out for residents and stop catering to developers.
  - You are missing the big picture and addressing only issues or loud people; stop focusing on bringing focus to rich people and image; benefit the lower income people too.
  - Elections were not on election day, but they should be because I missed them.
  - I don't attend meetings.
  - Managing growth.
  - Improve leaf pickup.
  - School situation is really bad.
  - School Board has to go.
  - They know who they are.
  - The economy has changed and home values have dropped; homes need to be reassessed so residents are taxed fairly.
  - Too much bickering.
  - No benefits to same sex partners; pro-abortion Council members.
  - Stop being so picky – rules are overbearing; stop focusing on what doesn't matter; work on lowering water bill.
  - We should vote in new every term to avoid corruption; they fight too much, can't trust them; they look out for themselves and want money in their pockets.

## Appendix N

### Specific Actions the Town Could Take to Improve Satisfaction with Environmental Protection

9. Could you please tell us specific actions the Town could take to make you more satisfied with the Town is doing with environmental protection?
- Erosion control at new developments.
  - Common ground areas at my subdivision were fixed by maintenance from our subdivision not the Town.
  - Water issues.
  - Need better curbside recycling; more erosion control around construction sites.
  - Stop losing trees.
  - We need additional supply of water.
  - Bachelor Branch – creek floods horribly.
  - Recycling is too limited; need larger or more containers without paying a fee.
  - Slow to improve.
  - Overdoing it.
  - Drainage issue behind home on Fisher Creek Court.
  - Westward expansion toward Chatham County; cutting down too many trees.

## Appendix O

### Specific Actions the Town Could Take to Improve Satisfaction with Transportation

11. Could you please tell us specific actions the Town could take to make you more satisfied with transportation?

- Traffic estimations and signals change monthly.
- Need right hand turn lanes.
- Poor light at Maynard and Kildaire making a left turn.
- Need more bike lanes.
- I don't use Town transportation.
- C-Tran is awesome; concerned about bike lanes.
- Too many bicycles and groups on roads.
- Love adding sidewalks.
- Take away traffic cameras.
- At Christmas time on Walnut to Crossroads the lights are not synchronized.
- A walkway on the other side of Walnut Street is needed at least from the high school.
- Need more street lights and should not have bike lanes on two-lane roads.
- Bikes should ride single file.
- Never see buses in my area.
- Better mass transportation; the current buses are too slow.
- Adding sidewalks where there is really no reason to; on Maynard, there is one sidewalk on one side and they are adding another on the other side; a waste of money.
- More sidewalks.
- Synchronizing lights are very poor; needs a lot of work and better placement.
- More bus service to handle the growth in population.
- Need more public bus service; it helps against pollution too.
- The Town is growing faster than the infrastructure.
- Need more public transportation.
- Police do a good job, but they need to stop stopping people for no reason just to make sure people are not breaking laws; they will follow people around for a long time and then randomly pull people over.
- Way too much traffic and driving conditions make it confusing when you are new to the area.
- There needs to be a better bus system; people don't use it because you can walk faster from one point to another.
- Connecting things together so you don't need a car all the time.
- Greenways create too many swamp areas – a large waste of money.
- There is no indication of where roads go, so people get lost.
- We need right turning lanes or straight and left lanes together because you can't turn right on red so traffic backs up.
- Many intersections need work – Morrisville Parkway and 55.
- C-Tran is a waste of money; no one uses it.
- Do we need more stoplights – are we overdoing it?
- C-Tran needs later hours.
- We are not in New York; we use motor vehicles.
- I don't know about C-Tran.
- Timing is off at left turns and they rarely come on; example – Kildaire Farm and Cary Parkway. Why do we have two right-hand turn lanes? Example – Buck Jones Road and Crossroads to Walnut.

- Put in left arrow from Maynard on Griffiths, so many cars come; we had one before and they took it down, but we need it at peak drive times – too many flashing arrows.
- My area of West Cary – no bike lanes, no greenway, minimal sidewalk; the neighborhoods have no way to connect.
- The sidewalk on Maynard Road – they started it months ago and still aren't finished; it needs to be completed because the road is so busy.
- Crossroads and Cary Mall traffic; need more lanes or something.
- Cameras are more dangerous; money maker for the Town.
- Traffic is awful sometimes because of lights and turning lanes.
- Need more turning lanes and traffic lights need to be shortened.
- Cary Parkway needs widening.

## Appendix P

### Specific Actions the Town Could Take to Improve Satisfaction with Planning and Development

12. Could you please tell us specific actions the Town could take to make you more satisfied with planning and development?
- A new development was sharing my pool and now they went bankrupt and we are paying the cost difference and sharing with 300 more homes; homeowners' associations need Town regulations.
  - Too much growth – five supermarkets in three miles.
  - Enormous restrictions and permit regulation, amount of time.
  - Slow down developing – missing the trees; for example, the new Target area will mess up traffic; widen 54 and Cary Parkway to handle it.
  - Christmas décor this year was great; don't open up the neon signs, but classy larger signs would be okay for businesses; neon signs are tacky; example, shiny diner wasn't neon but was classy, but people complain too much.
  - Don't change the sign policy.
  - Stop cutting down so many trees.
  - Traffic is bad; too much congestion; roads can't handle all of us.
  - Become more stringent on development.
  - Sears Farm development is a nightmare – what is going on there?
  - Raise rates for new construction.
  - No more growth.
  - Too many inspectors.
  - Three story apartments on Old Apex Road are too cramped, too much.
  - Schools need to be thought of more during planning and development.
  - They don't have any structure to the planning; wasting too much money.
  - Unable to handle the overpopulated and over-built up town; no structure.
  - Very, very poor planning; nothing was planned or developed to handle the extreme overgrowth.
  - Too much building.
  - Parking is awful downtown.
  - Tryon/Cary Parkway – hotel or apartment is awful.
  - Too much in such a small area; growing too fast.
  - Overdevelopment – turning into crime.
  - No light rail – center in hub; not enough budget for greenways, etc.
  - Not focusing on current residents; trying to bring in more and it is making life miserable.
  - They will probably widen road in front of my house and my house will probably be taken.
  - Too much growth.
  - Too involved; taking over people's properties.
  - Traffic is still a problem.
  - Sewer lines and street lamps out.
  - Flooding behind us on Fisher Creek Court; Evans Road dumps into the backsides of our homes.
  - Roads are very narrow; Tryon is better but still Walnut and Kildaire between Cary Parkway and Walnut, it is a bottleneck.
  - Schools need to be planned for handling growth.
  - Roads are getting too congested; roads should be widened and turning lanes added before homes and businesses are built.
  - Walnut Street, Crossroads, Cary Mall – traffic is awful.
  - Schools are overpopulated.



## Appendix Q

### Specific Actions the Town Could Take to Improve Satisfaction with Downtown Revitalization

10. Could you please tell us specific actions the Town could take to make you more satisfied with downtown revitalization?
- Restaurants for foot traffic.
  - Compared to downtown Apex, we have no downtown.
  - Need a Town center with shopping, cafes, laundry, bakery/bagels, and coffee.
  - Not aware of anything, so not enough.
  - Silver Horse on Academy is great, classy, and elegant; sculpture in front on Fidelity, man sitting in space, needs to be moved; it is a hideous piece; it brings down Cary with this poor selection.
  - There is no reason to go there – nothing around.
  - It is not publicly owned; just no reason to go there.
  - A waste of money; don't need a manager.
  - Waste of time.
  - There are no shoppers.
  - Leave it alone.
  - Why is all this necessary with the economy the way it is?
  - Need more restaurants.
  - Waste of money.
  - They have not done much to improve it – dumpy.
  - Paying too much for real estate; not spending money responsively.
  - Too much time and money into these projects with little results.
  - Take notes from Apex area downtown; nothing really attracts visitors to the downtown area.
  - I would like to see more sit-down restaurants; currently have too many drug stores and banks.
  - Parking – needs to be more like downtown Apex.
  - Nothing draws anyone down to the area to make the money spent on the revitalization worth it.
  - Nothing makes you want to visit downtown; I would go to Apex's downtown before Cary's downtown.
  - Too slow compared to Apex.
  - Ugly artwork a waste of money.
  - They should implement the plan they had a decade ago sooner.
  - I am not real familiar with what is being done.
  - There isn't much happening.
  - I don't see much difference.
  - Don't do it; economy is bad; waste of money.
  - It is boring; we need a club or two for hanging out.
  - We will never get our money's worth or the investments back in this lifetime.
  - Wasting tax money; not much going on downtown.
  - Too many law offices and business offices; these should not be in downtown; They are not attractions and don't draw people in.
  - Stop wasting money on the downtown area; we have most everything throughout the rest of the Town.
  - I don't see much change.
  - Nothing has really changed since I've been there.
  - I don't see much change.
  - I don't go downtown.
  - They are not doing anything.

- There isn't anything interesting; too many small businesses instead of activities or shops; it is really hard to compete with malls.
- There isn't anything to do; it needs things to be open early till like midnight.

## Appendix R

### What Drew Respondent to Visit Downtown

25. What drew you to visit downtown in the last year?

- Shops/shopping. (72)
- Restaurants. (56)
- Drive/passing through. (34)
- Art/Art Center. (33)
- Library. (32)
- Post office. (17)
- Lazy Daze. (17)
- Drug store/Ashworth. (16)
- Festivals. (12)
- Visiting the area. (12)
- Church. (11)
- Live around the area. (11)
- Parade/Christmas parade. (10)
- Train station. (8)
- Nothing in particular. (8)
- Events. (8)
- Barber/hair dresser. (7)
- Bakery. (6)
- Business offices. (6)
- Work. (5)
- Quaint/historic feel. (5)
- Walking. (4)
- Jewelry store. (3)
- Classes for children. (3)
- Doctor's office. (2)
- Community Center. (2)
- Town Hall meeting. (2)
- Exercise. (2)
- Children's school performance. (2)
- Band Day. (2)
- Down there all the time – shops, Ashworth, the Square – all should model the bank look.
- Bank.
- Tire store.
- Can't remember.
- Theatre opening.
- Teen Council.
- Cary Days.
- Parks.
- The Cary Place.
- Police station on field trip.
- Concerts.
- Meeting at Old Elementary.
- Performances.
- Pay bills.
- I like the way it feels homey; Cary needs to avoid the big city feel like Raleigh.

- Basketball.
- Aquatics.
- Repair shop.
- Recreation Center.
- Ran in a race.
- School.

## Appendix S

### Why Respondent Did Not Visit Downtown Last Year

25. Why did you not visit downtown in the last year?

- No reason. (48)
- Schedule/work/too busy. (18)
- No interest. (11)
- Out of the way for me/too far. (3)
- Just have not gotten around to it. (2)
- Retired and elderly. (2)
- Busy at home with sick husband.
- Dead zone after 5:00 pm.
- Don't like to drive.
- Four kids with lots of activities.
- I don't shop or use restaurants there.
- Going to school outside of Cary; I don't have time to stop in downtown; I do drive through often and it is looking better and better.
- No time, but I know there are lots of activities in the downtown area; I love the growth in entertainment I have read.
- Parking is awful.
- I go to mall area instead.
- Hard to walk around; I use a cane and daughter in wheelchair.
- New to area.
- Out of the area.
- Disabled.
- Would like to be able to walk around and not drive place to place.

## Appendix T

### Amenities for Downtown - Other

#### 26. Other?

- Improve parking. (13)
- Grocery store. (3)
- Need them all. (3)
- Wine shop/bar. (2)
- More youth activities. (2)
- Baseball team.
- Laundry.
- Bakery.
- Upscale café.
- Lazy Daze should go to Bond Park and be two days long.
- Piano bar.
- French restaurant.
- Too much traffic.
- Public art for all ages.
- Costco or somewhere in Cary.
- Lazy Daze over two days and more of them throughout the year.
- Make it like Apex's downtown.
- Line dancing.
- Water fountain.
- Merry-go-round.
- I don't get out much, but all great ideas to young people out in the area.
- All great ideas to get people visiting downtown more often.
- Plays and theater.
- Pure Gold needs to go.
- No more gas stations.
- Lazy Daze should not be in August – it is too hot.
- Just leave it alone.
- More shops and restaurants are desperately needed.
- Redevelopment of parking that looks nice; Apex has a good downtown model.
- There is no going out in the Town of Cary.
- Make pedestrian friendly – add roundabouts and more energy.
- The layout makes it hard to change up – more open space, entertainment, and non-chain restaurants.
- Library expansion.
- More variety in downtown; too much of the same right now.
- Florist and shops depend on the economy; they will not survive if we bring them in; there is too much turnover now with what we have.
- Shops open later; mixed use development like Apex with apartments, affordable housing but market price; don't displace people though.
- More activities to spark interest and make you want to come check it out.
- Gas is too high to travel across town; Morrisville is closer.
- Make it a large mall like outdoor mall and unique to bring people in to check it out.
- Community center with activities for all ages.
- Downtown Apex is closer for me so there would have to be a huge improvement for me to go to Cary.

- Improve parking otherwise the festivals and concerts would be worthless.
- Bus tours.
- Senior activities.
- Needs a nightlife.
- Clean it up.
- It does not matter to me.
- Anything would be nice.
- I would rather go to Raleigh.
- It will create more traffic and more problem parking.
- The stores and restaurants are most important because they are what will keep Cary interesting. The festivals, concerts, and music will only interest people a few days out of the year.
- Things that are open from early morning to late night.

## Appendix U

### Reason for Low Ratings (Below 5) for Support for Town Incorporating Sustainable Practices in its Buildings and Operations

28. Could you please explain your reason for response (below 5), being as specific as possible?

- Too much up-front costs to replace current stuff.
- Don't need it all; too expensive now.
- Use money wisely.
- Those things are too expensive for the return.
- I am concerned about it making my taxes go up.
- Private industry should do that.
- Not necessary.
- We don't have the money at this time to invest; need to prove that it is worth it.
- No need for it at this time, more important things to do.
- I don't feel the payoff is great.
- Waste of taxpayer money.
- Not a good use of money.
- Not the right use of taxpayer dollars.
- Waste of money.
- Waste of time and money.
- Too much going on already; need to finish current projects and not have 50 things going on at once.
- Not needed; waste of money and space.
- Waste of money.
- Waste of money.
- Just more wasted tax money.
- Waste of money; need to drill for more oil and coal.
- They are not the most efficient ways to spend tax money; savings don't happen quick enough.
- The Town doesn't understand these things cost too much to start and will take years to start saving.
- If it is equal or close enough to what we use now and pay off later with a lot of savings.
- No need for it yet; too much investment, not too much return.
- Too expensive.
- I don't want to use my tax dollars for that.
- Initial cost, no recovery.
- Waste of time.
- Use what we have now.
- If it is with tax money, no.
- I don't think it is moneywise.



## Appendix V

### Statistical Significance of the Town's Service Dimensions

Service Dimension	Sample Size 2010/2012	t-value	Statistical Significance
Town Government: Courteous	104/84	.51	No
Town Government: Professionalism	105/84	.14	No
Town Government: Knowledgeable	104/83	.52	No
Town Government: Promptness of Response	103/82	.19	No
<b>Maintenance of Streets and Roads</b>	<b>398/402</b>	<b>2.18</b>	<b>Yes</b>
Town's Success at Keeping Cary Clean and Forever Green	399/385	.13	No
Cleanliness and Appearance of Parks	387/387	1.06	No
Cleanliness and Appearance of Greenways	379/381	.63	No
<b>Cleanliness and Appearance of Median/Roadsides</b>	<b>397/402</b>	<b>1.97</b>	<b>Yes</b>
<b>Cleanliness and Appearance of Streets</b>	<b>398/401</b>	<b>2.63</b>	<b>Yes</b>
Police Department: Courteous	119/124	.79	No
Police Department: Competence	118/116	.38	No
Police Department: Fairness	119/117	.96	No
Police Department: Problem Solving	111/110	1.31	No
Police Department: Response Time	95/76	.21	No
Fire Department: Response Time	38/24	1.76	No
Fire Department: Problem Solving	44/36	.02	No
Fire Department: Courteous	47/41	.94	No
Fire Department: Fairness	44/40	.75	No
Fire Department: Competence	45/40	.27	No
<b>Parks &amp; Recreation: Overall Experience</b>	<b>144/93</b>	<b>2.19</b>	<b>Yes</b>
<b>Parks &amp; Recreation: Ease of Registration</b>	<b>133/91</b>	<b>2.25</b>	<b>Yes</b>
<b>Parks &amp; Recreation: Instructor Quality</b>	<b>115/73</b>	<b>2.08</b>	<b>Yes</b>
<b>Parks &amp; Recreation: Program Quality</b>	<b>143/91</b>	<b>2.24</b>	<b>Yes</b>
Parks & Recreation: Facility Quality	144/96	.71	No
Parks & Recreation: Cost or Amount of Fee	120/68	.89	No
Cary Overall as a Place to Live	399/400	.46	No
<b>Quality of Life in Cary</b>	<b>398/398</b>	<b>2.68</b>	<b>Yes</b>
How Safe Do You Feel In Cary Overall	401/397	1.17	No
How Safe Do You Feel in Your Home Neighborhood	401/397	.49	No
How Safe Do You Feel in Public Places Around Cary	401/397	.24	No
Cary Municipal Tax Rate	394/395	1.65	No
<b>How Informed Respondents Feel About the Town Government</b>	<b>400/400</b>	<b>2.17</b>	<b>Yes</b>
<b>Satisfaction with Cary Making Information Available to Citizens</b>	<b>398/399</b>	<b>3.20</b>	<b>Yes</b>
<b>Satisfaction with Opportunities to Participate in Decision Making</b>	<b>395/396</b>	<b>2.54</b>	<b>Yes</b>
Solid Waste Services: Curbside Garbage Collection	373/375	1.86	No
Solid Waste Services: Curbside Christmas Tree Collection	224/158	1.16	No
Solid Waste Services: Curbside Yard Waste Collection	346/297	1.41	No
Solid Waste Services: Curbside Recycling Collection	373/374	1.37	No
<b>Solid Waste Services: Curbside Leaf Collection</b>	<b>317/277</b>	<b>2.04</b>	<b>Yes</b>
Focus Area: Parks, Recreation, and Cultural Resources	400/394	1.94	No
Focus Area: Best Place to Live, Work, and Raise a Family	399/389	1.83	No
Focus Area: Environmental Protection	400/396	.44	No
<b>Focus Area: Transportation</b>	<b>400/396</b>	<b>2.78</b>	<b>Yes</b>
Focus Area: Planning & Development	397/392	.77	No
Focus Area: Downtown Revitalization	400/390	1.29	No