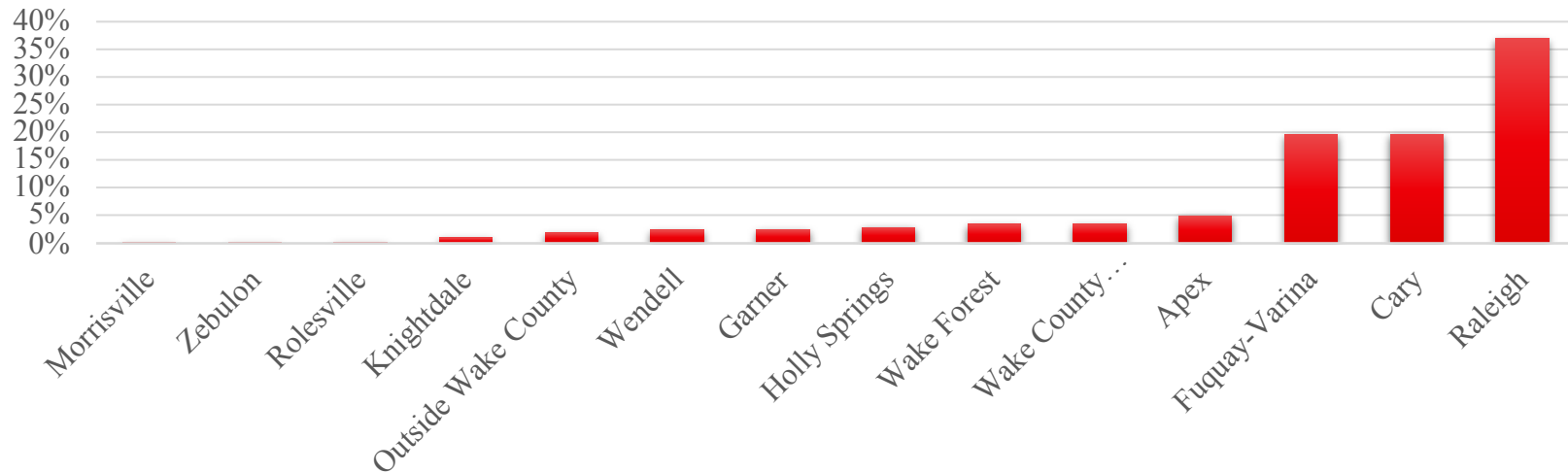


Resident Survey

The resident survey closed with 1,044 responses from across Wake County.

- Raleigh had 37% of all responses
- Cary and Fuquay-Varina had 20% each for a total of 40% of all responses
- Apex made up 5% of all responses
- All other communities made up less than 5% each.

Please select the community where you live:



Resident Survey

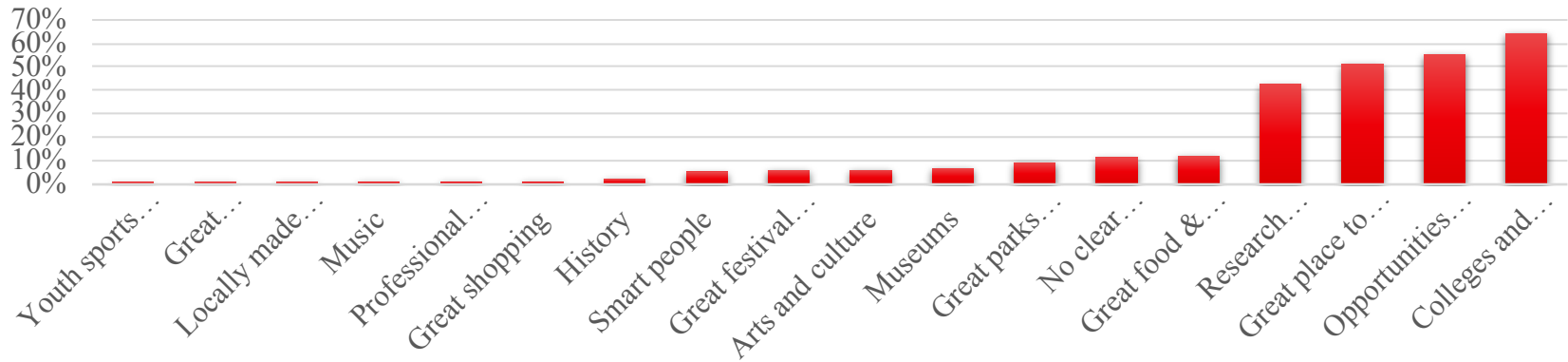
Most open ended responses were “nice”

- Good place to live
- Good schools
- Affordable
- Family values

There were a few comments around the political climate

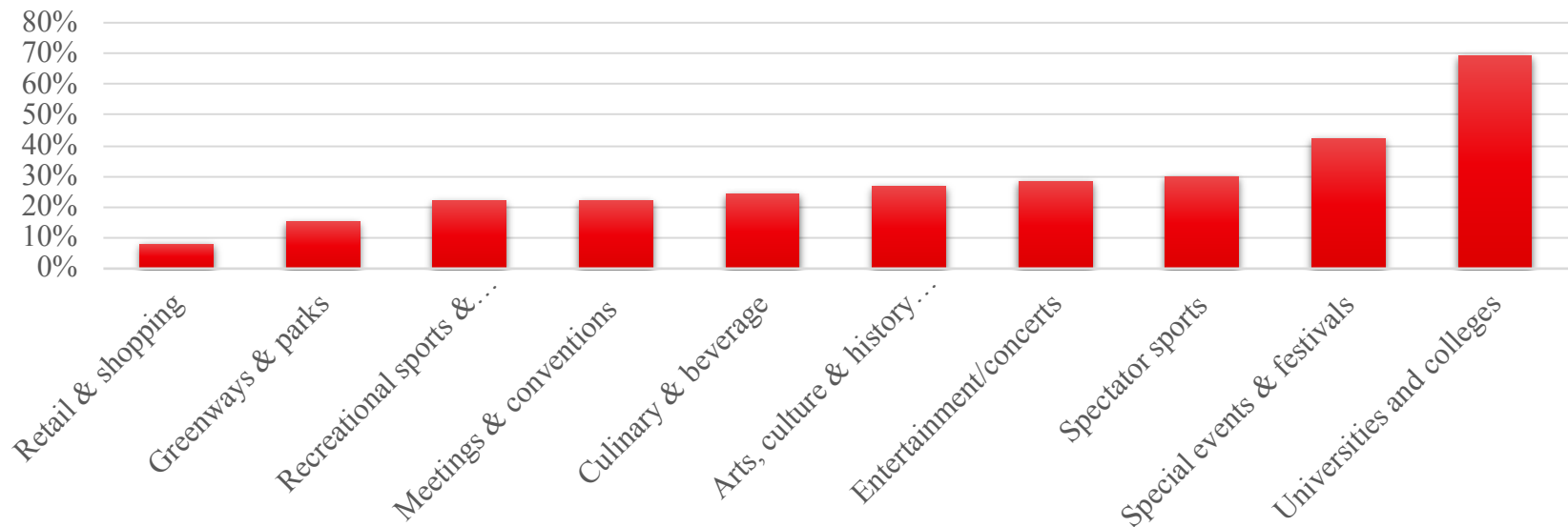
- Backwards politics
- Perception of negative conservatism

In your opinion, what do you believe people living in other places think about Raleigh/Wake County? Please select your top three perceptions.



Resident Survey

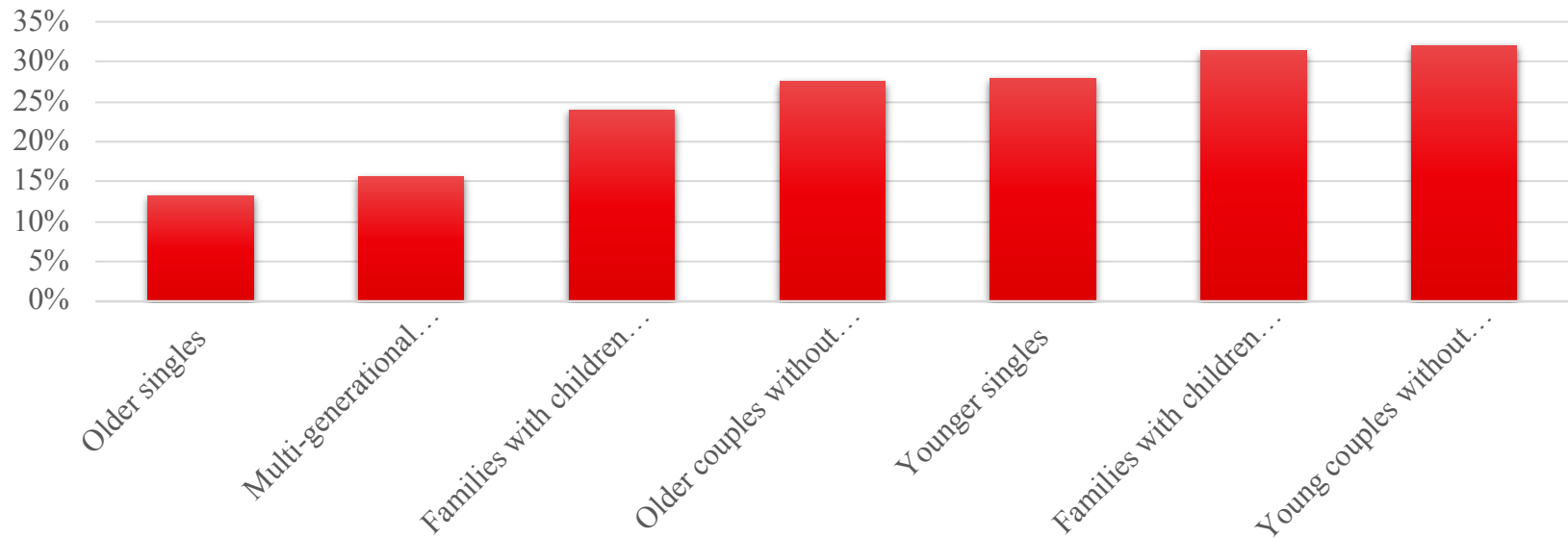
The following list includes various attractions that draw visitors to Raleigh/Wake County. Based on your perceptions of their appeal to potential visitors, please select what you feel are the top three drivers.



Visiting friends and family was the highest open ended response.

Resident Survey

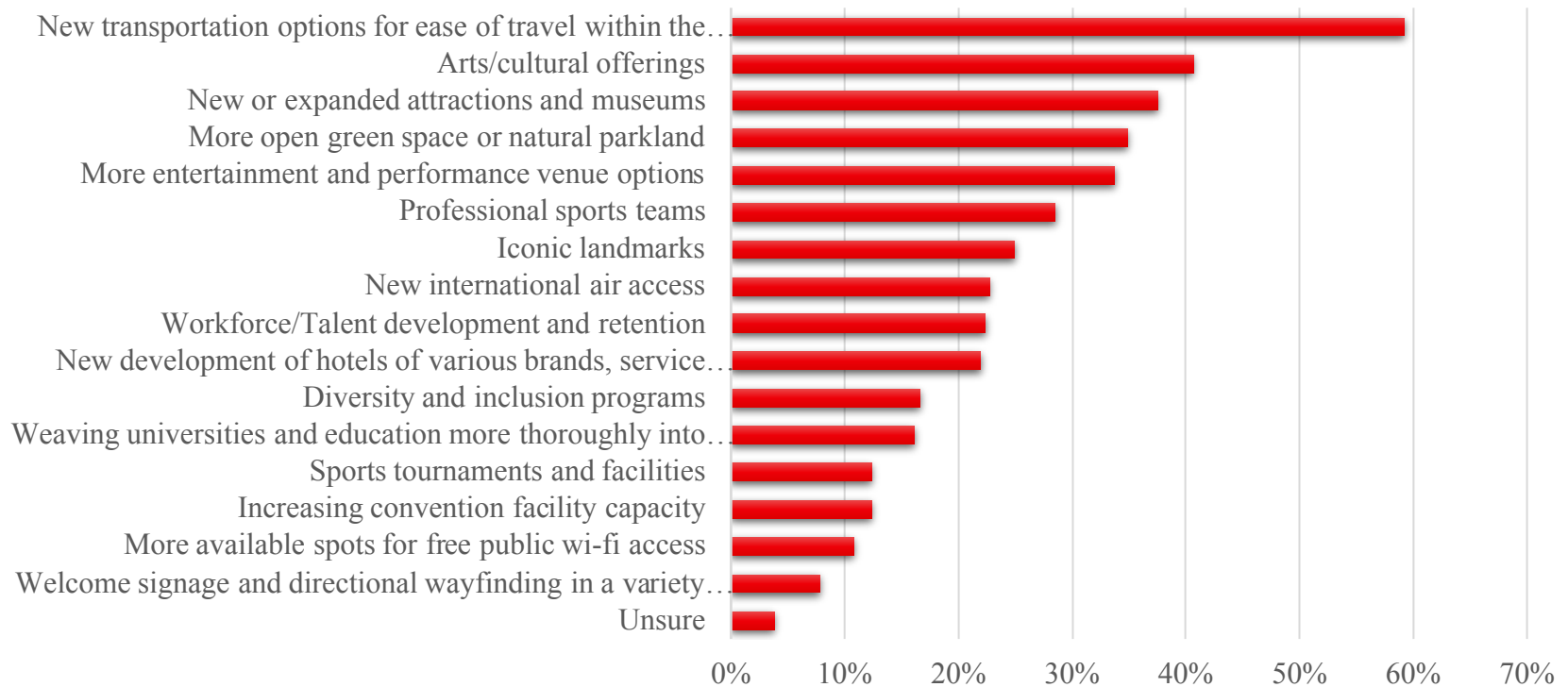
What group of travelers do you feel are the most prominent type of overnight visitors to Raleigh/Wake County?
Please select up to two.



Individual business traveler was singled out in the comments.

Resident Survey

What do you feel is needed to make Raleigh/Wake County an even more attractive destination for future visitors? Please select your top five.



Resident Survey

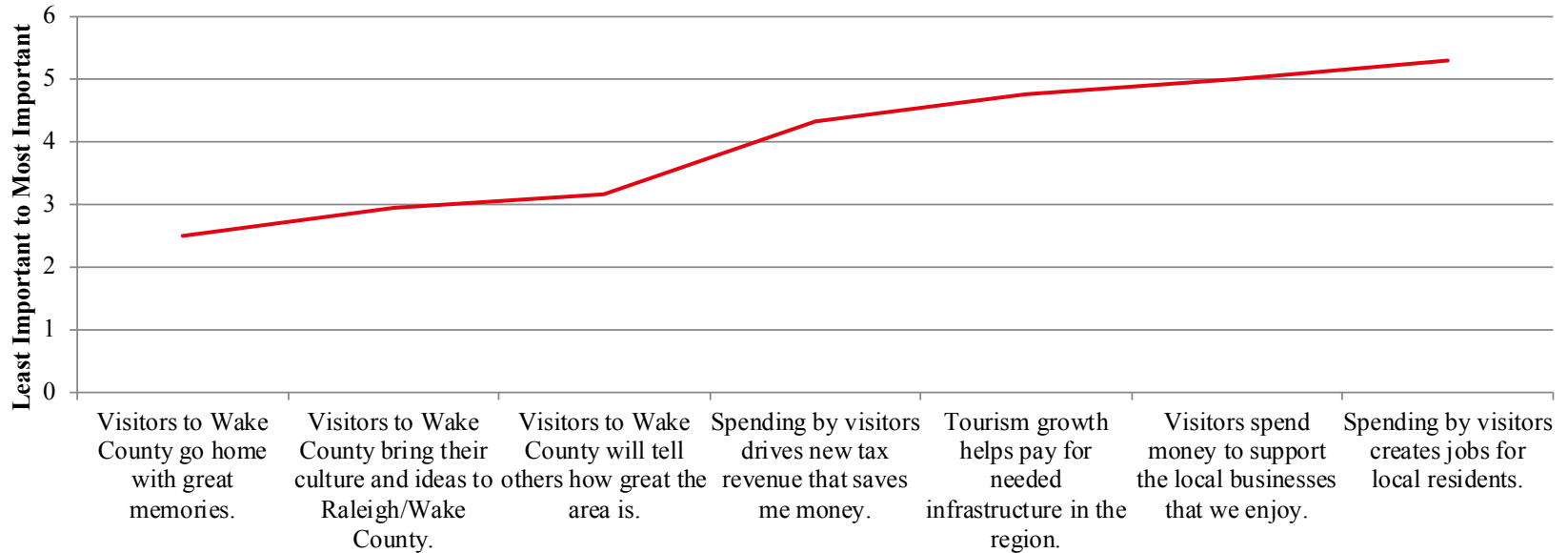
Concentration of phrases and words from the open-ended responses to the previous question.

- Most interesting is the outdoor aspect
- Outdoor, mountain bike, festivals and trails make up 41% of the captured phrases

Affordable Housing Town **Restaurants** Scene **Roads** Flights
Arts Festivals **Outdoor** Places
Public Transportation Culinary
Downtown clean **Parking** Legislature
Raleigh Events **Food** Fun **Mountain Bike** Impact
Family Sports **Shopping** Trails **Traffic**

Resident Survey

Please rank your perceptions regarding why residents of Raleigh/Wake County should care about tourism?



Resident Survey

Visitors attend many different events throughout Raleigh/Wake County. Please tell us the types of events that you find interesting as a resident and/or those types of events that have appeal to draw visitors. If an event is appealing to both residents a

