

## SUMMING UP – AN EXECUTIVE SUMMARY

Although this list is not exhaustive, here are some of the items from your recent survey that we thought were interesting and/or important. Please review the entire report, and read from your many written comments to gain additional insight.

### Items of Note:

- There was a good response to the citizen survey, with 936 surveys returned in time to be included in the report of the approximately 4100 distributed. This is a 23% response rate.
- About 38% of respondents use the Town's recreation facilities, with over 20% using them 12 or more times per year.
- About 26% of respondents lived in Planter's Walk, the largest neighborhood represented.
- 24% of respondents were African American, while 67% were Caucasian. (See p. 10)
- The respondents were grouped all along the household income spectrum. (See p. 11) About 30% earned less than 50K per year, 44% were 50-99K and 26% were above 100K per year.
- Concerning the quality of life in Knightdale, the Town received good ratings. (See pages 14, 21 & 22)
- When asked how to get more people to use the recreation facilities (See p. 16), respondents answered:

More interesting	49%	Longer hours	13%
More convenient	15%	Safer	12%
- The most favored recreation activities by respondents (See p. 17) were:

Walking/Hiking	60%	Swimming	40%
Fitness programs	44%	Performing arts	39%
- The most favored facilities by respondents (See p. 18) were:

Indoor swimming pool	40%	Fitness center	35%
Community recreation center	37%	Natural areas	35%
- The primary reasons given for living in Knightdale were "Like the area" and "Affordable housing" (See p. 20).
- You received comments from about 85% of your respondents, an excellent response. These could be very useful. For example, many respondents wish the town had a movie theatre.

We hope this information will help you make good decisions. If you have any questions at any time, please let me know. We look forward to working with you in the future.

Tollie Mitchell, Program Director  
**Insight Research, Inc.**