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FOR IMMEDIATE RELEASE

2010 CITIZEN SURVEY RESULTS NOW AVAILABLE

WAKE FOREST, NC – February 4, 2011 – The results of the Town of Wake Forest’s 2010 Citizen Survey are available online at www.wakeforestnc.gov/survey.aspx.

For the past several years Wake Forest has conducted an annual survey of its citizens. The results are utilized by the board of commissioners and staff to measure the quality of Town services and determine future budget priorities. The survey also helps further the Town’s efforts to involve residents in local government.

This year’s questionnaire was designed to determine citizens’ satisfaction levels with Town departments and the customer service they receive when interacting with them. Since 2007 when these questions were last asked, every Town department showed an improvement in citizen satisfaction ratings.

Two different groups of citizens responded to the same survey questions. A randomly selected group was chosen to provide a representative sample of the Town’s population with regard to length of residence in Wake Forest, income levels, and race. The second group was comprised of citizens who voluntarily chose to respond to the survey.

The Town randomly selected 2,300 of an estimated 20,000 housing units to participate. Approximately 200 of the selected addresses were undeliverable to the address on record, making the official sample size 2,100. Of that total, 372 randomly selected participants completed the survey - a response rate of 17.7%.

The survey was also made available to town residents who were not selected for the random sample. The survey link was posted on the Town’s website, and 112 citizens voluntarily completed the survey.

Altogether, a total of 484 citizens participated in the 2010 Citizen Survey.

Wake Forest’s citizen survey is an independently-conducted, scientifically-valid survey administered by Developmental Associates of Raleigh, NC.

Survey results are posted online at www.wakeforestnc.gov/survey.aspx and will be reported in an upcoming issue of Our Town, the Town of Wake Forest's bi-monthly newsletter. A copy of the results is also available at the Wake Forest Town Hall, 301 S. Brooks St.

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For more information about the Town of Wake Forest, contact Public Information Officer Bill Crabtree at (919) 435-9421 or bcrabtree@wakeforestnc.gov.