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**FOR IMMEDIATE RELEASE**

### **2009 CITIZEN SURVEY RESULTS NOW AVAILABLE**

**WAKE FOREST, NC – January 25, 2010** – Results of the Town of Wake Forest’s 2009 Citizen Survey are now available online at [www.wakeforestnc.gov/survey.aspx](http://www.wakeforestnc.gov/survey.aspx).

For the past several years, the Town 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 survey was designed to determine citizens’ satisfaction levels with the “sense of place” for the Town of Wake Forest. Quality of life concerns, such as traffic flow and Town programming, along with items related to how new development fits the image of the Town were included in the survey.

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 1,250 households (6.25%) of an estimated 20,000 housing units to participate. A total of 295 randomly selected participants completed the survey, a response rate of 23.6%. Experts in the survey field consider a 20 percent response rate as high.

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 189 citizens voluntarily completed the survey.

Altogether, a total of 484 citizens completed the citizen survey.

The 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](http://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, 401 Elm Ave.

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For more information about the Town of Wake Forest, contact Public Information Officer [Bill Crabtree](#) at (919) 554-6196.