

DOWNTOWN CARY

A set of questions examined visitation to downtown Cary. The respondents were first asked if they had visited downtown in the past year and 89.0% indicated they had gone to the area, up from 79.4% in 2016. Those who had visited downtown were then asked what drew them there (Appendix N). There were 574 total comments (many respondents gave multiple reasons), and the key downtown draws were restaurants (87 comments), shops/shopping (43 comments) and visiting/fun/pleasure (40 comments). Table 68 shows the other main reasons included the water fountain (32 comments), business/work (31 comments), art/art center (31 comments), everything/numerous reasons (30 comments), events (23 comments), walkability (22 comments) and the library (20 comments).

There were several changes in what drew respondents to downtown since 2016 (Table 69). These were the growing importance of restaurants (60 to 87 comments), while shops/shopping declined to some degree (55 to 43 comments). It appears the addition of the water fountain was a significant draw to downtown (32 comments). Other changes were the growing impact of the art/art center (19 to 31 comments), 22 new comments for the downtown’s walkability this year, and everything/numerous reasons increased from 11 to 30 comments. There were also 11 new comments for the park this year. Those who had not visited downtown were then asked why (Appendix O). There were 44 total comments, and the key explanation was schedule/work/too busy (17 comments). Other reasons included retired/elderly (five comments), prefer Raleigh/Apex (five comments), no reason (four comments) and no interest/don’t like it (three comments). See Appendix B for selected visiting downtown Cary crosstabulations (B437-B443).

Table 68. What Drew Respondents to Downtown Cary - 2018

2018 DOWNTOWN ACTIVITIES	# MENTIONED
Restaurants	87
Shops/Shopping	43
Visiting/Fun/Pleasure	40
Water Fountain	32
For Business/Work	31
Art/Art Center	31
Everything/Numerous Reasons	30
Events	23
Walkability	22
Library	20
Theater	19
Nothing in Particular	15
Quaintness/Historic Feel/ Atmosphere	14
Church	12
Drug Store/Ashworth	12
Live In or Around the Area	11
Brewery/Beer Store	11
Park	11
Driving/Passing Through	10
Festivals	10

Table 69. What Drew Respondents to Downtown Cary - 2016

2016 DOWNTOWN ACTIVITIES	# MENTIONED
Restaurants	60
Shops/Shopping	55
Visiting/Fun/Pleasure	47
For Business/Work	32
Library	26
Theater	20
Art/Art Center	19
Driving/Passing through	19
Events	17
Drug Store/Ashworth	17
Post Office	17
Festivals	14
Everything/Numerous Reasons	11
Church	10
Live In or Around the Area	10
Lazy Daze	9
Quaintness/Historic Feel/ Atmosphere	9
Parade/Christmas Parade	7
Supporting Local Businesses	7
Bank	6