



# DOWNTOWN CARY

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A set of questions examined visitation to downtown Cary. The respondents were first asked if they had visited downtown in the past year and 87.3% (89.0% in 2018) indicated they had done so. Those who had visited downtown were then asked what drew them downtown (Table 69). There were 631 total comments (many respondents gave multiple reasons) and the key downtown draws were restaurants (130 comments), library (74 comments), shops/shopping (50 comments), brewery/beer store (35 comments), events (28 comments), parks (24 comments), and visiting/pleasure/fun (24 comments). Other reasons included the Art/Art Center (22 comments), water fountain (22 comments), quaint/historic feel/atmosphere (20 comments), and business/work (18 comments). See Appendix M for all reasons.

There were several changes in what drew respondents to downtown among the top ten since 2018. The largest increases included the growing importance of restaurants which remained 1st but the comments increased from 87 to 130 comments. Other increases were the library which moved from 10th to 2nd (20 to 74 comments), brewery/beer store moved from 16th to 4th (11 to 35 comments), parks moved from 16th to 6th (11 to 24 comments), events moved from 8th to 5th (23 to 28 comments), and finally quaint/historic feel/atmosphere rose from 13th to 10th (14 to 20 comments). The largest declines were the fountain moving from 4th to 8th (32 to 22 comments), visiting/pleasure/fun fell from 3rd to 6th (40 to 24 comments), Art/Art Center fell from 5th to 8th (31 to 22 comments), and shops/shopping declined slightly from 2nd to 3rd (43 to 50 comments).

Those who had not visited downtown were then asked why (Appendix N). There were 50 total comments and the key reasons were no interest/don't like it (10 comments), too distant from West Cary (9 comments), schedule/work/busy (7 comments), and not much downtown and need things to draw people (6 comments). See Appendix B for selected visiting downtown Cary crosstabulations (B439-B447).

Table 69.1. What Drew Respondents to Downtown Cary - 2020

| 2020 DOWNTOWN ACTIVITIES        | # MENTIONED |
|---------------------------------|-------------|
| Restaurants                     | 130         |
| Library                         | 74          |
| Shops/Shopping                  | 50          |
| Brewery/Beer Store              | 35          |
| Events                          | 28          |
| Parks                           | 24          |
| Visiting/Pleasure/Fun           | 24          |
| Art/Art Center                  | 22          |
| Water Fountain                  | 22          |
| Quaint/Historic Feel/Atmosphere | 20          |
| For Business/Work               | 18          |
| Everything/Numerous Reasons     | 16          |
| Live in or Around the Area      | 13          |
| Walkability                     | 13          |
| Festivals                       | 12          |
| Theater                         | 11          |
| Drug Stores/Ashworth            | 10          |
| Ice Cream                       | 9           |
| Church                          | 8           |
| Meet Friends                    | 7           |

Table 69.2. 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 69.3. 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           |