

# 2025 Transylvania County

C O M P R E H E N S I V E P L A N

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## Appendix C

### 2025 Comprehensive Plan Survey Report and Review

2025  Transylvania County  
C O M P R E H E N S I V E P L A N

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**Summary Survey Report**  
**2025 Comprehensive Plan Survey Results**

**Planning and Community Development**  
**Thursday, November 5, 2015**

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# Overview and Summary of Findings

## *What is a Comprehensive Plan?*

A comprehensive plan is a long-range guide for making development and policy decisions based upon the growth preferences of the public and elected officials of Transylvania County. The comprehensive plan evaluates existing conditions, projects growth and development patterns, and identifies needs and assets of the community. Furthermore, the comprehensive plan establishes a vision for the County and sets goals and objectives to achieve this vision. The comprehensive plan considers all seven of the basic planning elements (population, housing, economic development, natural resources, transportation, community facilities and services, and land use) as well as defines character traits that are unique to Transylvania County (e.g. recreation, tourism, health). The comprehensive plan is not a regulatory document, but is a guide for policy and development decisions over the next 10 years.

The comprehensive plan has three components, an **Existing Conditions Report**, **Public Participation**, and an **Action Plan**. It answers 3 questions: (1) what is the current condition of Transylvania County; (2) what do we want Transylvania County look and feel like in 10 years; and (3) what needs to happen to achieve this?

## *Public Participation – Creating a Survey*

Planning Board and staff recruited more than 40 “Community Advocates” to assist with the Public Participation component for the 2025 Comprehensive Plan. It was also decided to conduct an online survey as part of the Public Participation component to get citizen input. An initial step was meeting with Dr. Dan Moore at Brevard College to discuss different types of surveys and how to develop a valid methodology for the 2025 Comprehensive Plan.

An initial design of the survey was drafted in early December 2014 by staff and Planning Board. Community Advocates, County Commissioners and the County Manager were then asked to review questions and format. Staff used SurveyMonkey to create the survey and the final survey was approved by the Planning Board on April 16, 2015. The Planning Board and staff released the 2025 Comprehensive Plan Survey immediately following the April 28<sup>th</sup> Public Input Meeting.

The online survey was administered through the Planning and Community Development website linking to SurveyMonkey. The print survey was made available to the public through a newspaper insert from the *Transylvania Times* and at several locations throughout the County including the Transylvania County Community Services Building, Transylvania County Administration Building and at every drop box location which included Galloway’s in Balsam Grove, NC, McNeely’s Store in Sapphire, NC, Rise and Shine Freedom School, Rosman Town Hall, Transylvania County Library and the Transylvania County Parks and Recreation Activity Center. The survey was also translated in Spanish with the help of Mr. Rodrigo Vargas and Ms. Judy Nebrig and was distributed in print throughout Hispanic communities.

The survey was open for over 100 days (April 29, 2015 – August 15, 2015) and was heavily promoted by both staff and Planning Board members through a variety of means. Promotional methods included public/board presentations, the creation of a promotional video, the April 28<sup>th</sup> Public Input Meeting, Community Open Houses, special events including the White Squirrel Festival, July 4<sup>th</sup> Celebration, and Rosenwald Block Party, door-to-door solicitation, email marketing, google skip advertisements, Transylvania County Tax Bill inserts and newspaper ads.

## Survey Results

In all there were 2,113 total responses to the survey, 1,812 complete responses. 1,922 surveys were taken online through SurveyMonkey. 179 of the surveys were collected from drop box locations, mail or delivered in person and entered in manually by staff.

Although, the Planning Board's goal was to reach an ambitious 3,000 surveys completed, the total number of responses included 6.4% of the County's total population.

### *2010 Census Data Comparison*

On June 17, 2015, Planning Board and Staff compared the demographic profile of the respondent population to the 2010 Census data. Comparing the survey respondent population gave Planning Board and staff means to figure ways to reach areas of the County that were not participating.

When the survey was complete, the final respondent information was then compared again to the 2010 Census Data. Here is a summary of the findings:

- The township of Brevard which includes the Brevard, Brevard ETJ and Pisgah Forest contributed to 48.2% of the respondents. Hogback and Little River townships response percentages aligned well with Census data.
- With respect to age, there were slightly more respondents from the 20-44 age range than predicted by the census data. There was a significant increase in respondents in the 60-74 age range and may correlate to retirees who live in Transylvania County six months out of the year (during which time the survey was conducted).
- While there was less than 1% of Black / African American respondents, Hispanic / Latino respondents increased .7% from June to August.
- The responses included a higher percentage of women.
- The distribution of annual household income shows an increase in response percentage for household income over \$50,000. There were significantly fewer households with income less than \$35,000 among the respondents. While over 8% of households that have income less than \$15,000 according to the US Census, only approximately 2% participated in the survey.

See **Appendix A** for 2010 Census Data Compared to Survey Responses.

### *2025 Comprehensive Plan Survey Findings*

The survey was designed to identify strengths, weaknesses, and opportunities as well as needs, wants, and desires of County citizens. The survey contained 26 questions relating to the seven basic planning elements: population, housing, economic trends, transportation, natural resources, community services and facilities, and land use. The Planning Board and staff developed the questions to be open-ended, multiple choice, and ranking.

Citizen input revealed several common assets, needs and top priorities:

- Assets: natural resources, library, the people, and schools
- Needs: jobs, bike lanes, infrastructure (sewer/water/internet), and road improvements
- Top Priorities: jobs/businesses, young families/children, education and bike lanes/routes

The open-ended responses to questions Q1, Q4, Q5, Q7, Q9, Q10, Q11, Q12, Q18, Q20, Q21, Q23 and Q26 enabled Planning Board and staff to collect a rich pool of genuine opinions from citizens. These full responses are included in **Appendix B** to this report.

The people of Transylvania County truly appreciate and would like to preserve the area's natural resources and beauty, the abundance of outdoor recreation opportunities, and the overall friendly small-town feel.

*62.88 % of citizens that were polled liked the Small Town/ Rural Atmosphere in Transylvania County. 54.31% liked the Scenic Beauty, while listing parks, waterfalls and forests as the most important assets to be supported or maintained.*

*Citizens top favorite activities to do in forest, parks and cultural facilities included walking, biking and picnicking.*

There is a large emphasis on the need for more job opportunities including jobs that offer more than minimum wage.

*When asked in the next 10 years, what businesses in Transylvania County would like to see more of, citizens ranked small business as a high priority. A common theme when asked what would you like to see in the County that is not here now or what would you like to see changed was better or higher paying jobs. A "living wage"<sup>1</sup> was also ranked high in importance.*

In the future they would like to see more road improvements, including more bike lanes for safety due to the increasing cyclist population. They also would like more regional public transportation opportunities.

*51.55 % citizens out of the 1,755 responses feel that routine road and bridge maintenance is a high priority. Safety improvements to roads and bridges as well as bike lanes on roadways were also highly ranked.*

Other common requests included more recreational opportunities for the youth, improved broadband / internet access, more affordable housing<sup>1</sup>, and more attractions/incentives for younger people to move/stay here.

A large number of respondents expressed their frustration with too many "plans" and too many "surveys." While it might be an over simplification, most would probably suggest that it's time to actually press forward with new plans.

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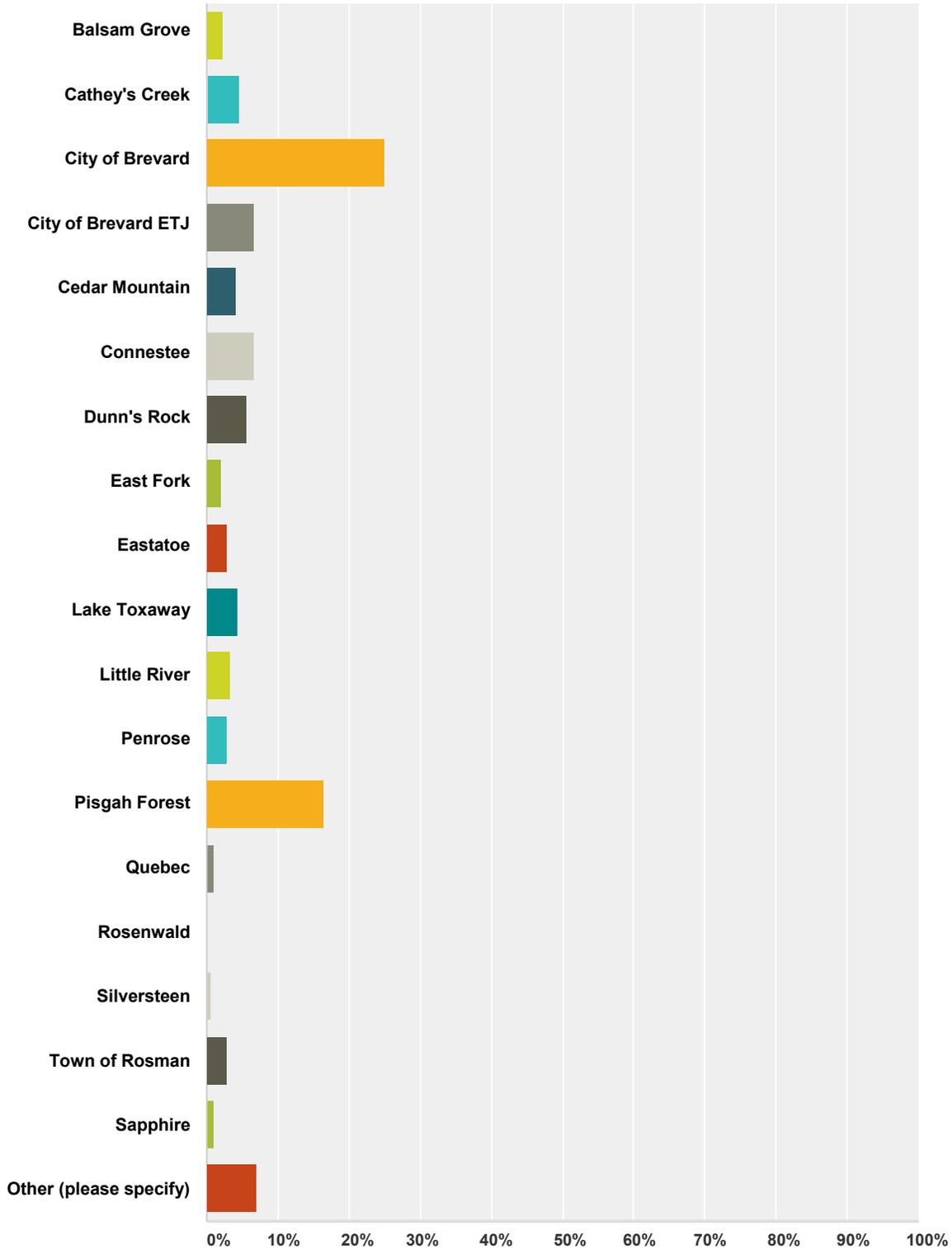
<sup>1</sup> Planning Board will define this term as they develop goals and the comprehensive plan.

## Summary of Responses by Question

What follows is a summary analysis of each question response using graphs and tables. For open-ended responses, keywords and categories were identified as well as examples in full context.

### Q1 In what part of the County (community) do you live?

Answered: 2,093 Skipped: 20



Answer Choices	Responses
Balsam Grove	2.34% 49
Cathey's Creek	4.54% 95
City of Brevard	24.99% 523
City of Brevard ETJ	6.59% 138
Cedar Mountain	4.11% 86
Connestee	6.64% 139
Dunn's Rock	5.59% 117
East Fork	2.10% 44
Eastatoe	2.96% 62
Lake Toxaway	4.30% 90
Little River	3.39% 71
Penrose	2.87% 60
Pisgah Forest	16.58% 347
Quebec	1.00% 21
Rosenwald	0.29% 6
Silversteen	0.62% 13
Town of Rosman	3.01% 63
Sapphire	1.05% 22
Other (please specify)	7.02% 147
<b>Total</b>	<b>2,093</b>

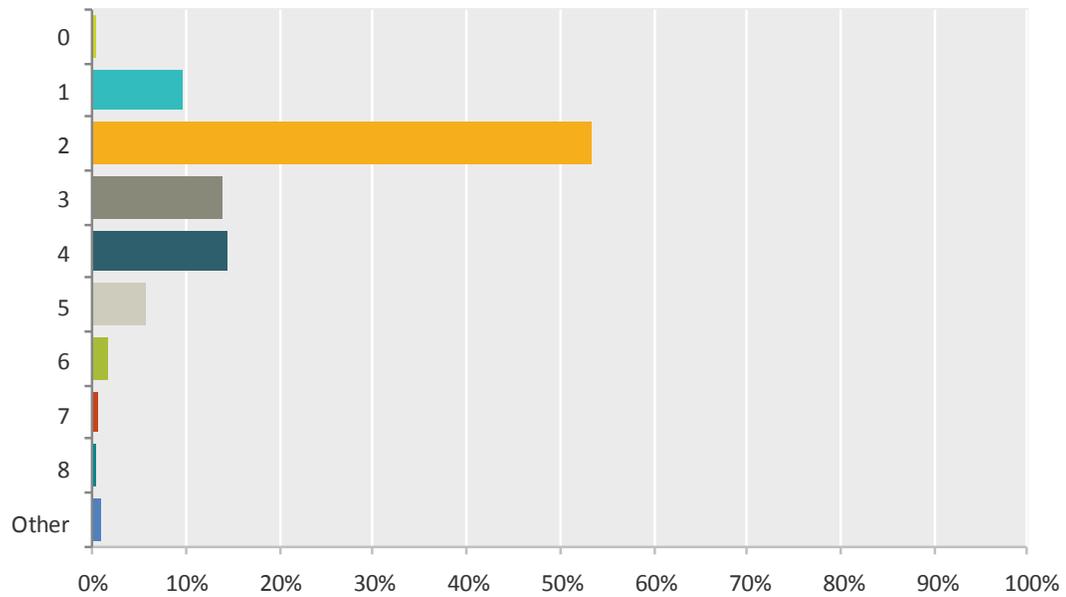
**Other (please specify):**

The top five responses identified were Cherryfield, Boyd, Eagle Lake, Henderson County and Jackson County. The Detailed table is available in **Appendix B**.

**Discussion** – All areas of the County are represented in the survey responses. Nearly 32% of the respondents identified as being from Brevard or the City of Brevard ETJ. Based on census data, we would expect the total number to be closer to 24%.

## Q2 How many people, including you, live in your household?

Answered: 2,094 Skipped: 19

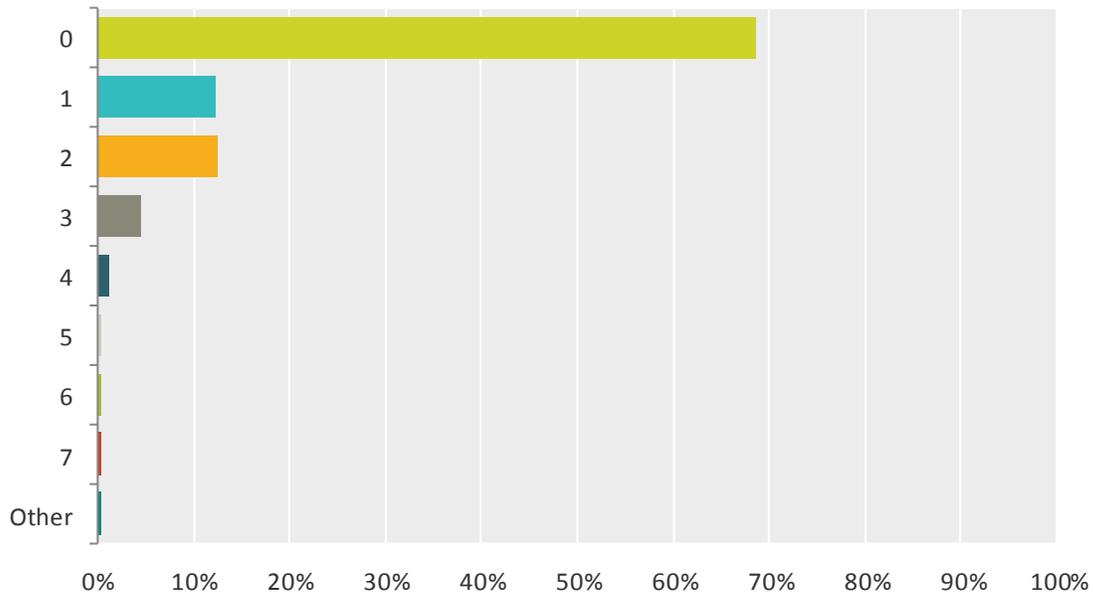


Answer Choices	Responses	
0	0.14%	3
1	9.55%	200
2	53.25%	1115
3	13.90%	291
4	14.47%	303
5	5.54%	116
6	1.58%	33
7	0.48%	10
8	0.29%	6
Other	0.81%	17
<b>Total</b>		<b>2,094</b>

**Discussion** – Planning Board members noted that 55% of the respondents live in a two – person household. This percentage reflects the large number of retired couples living in the County. Interestingly, the number of households with more than two individuals is nearly 36% of the total.

### Q3 How many children live in your household (18 years old and younger)?

Answered: 2,057 Skipped: 56

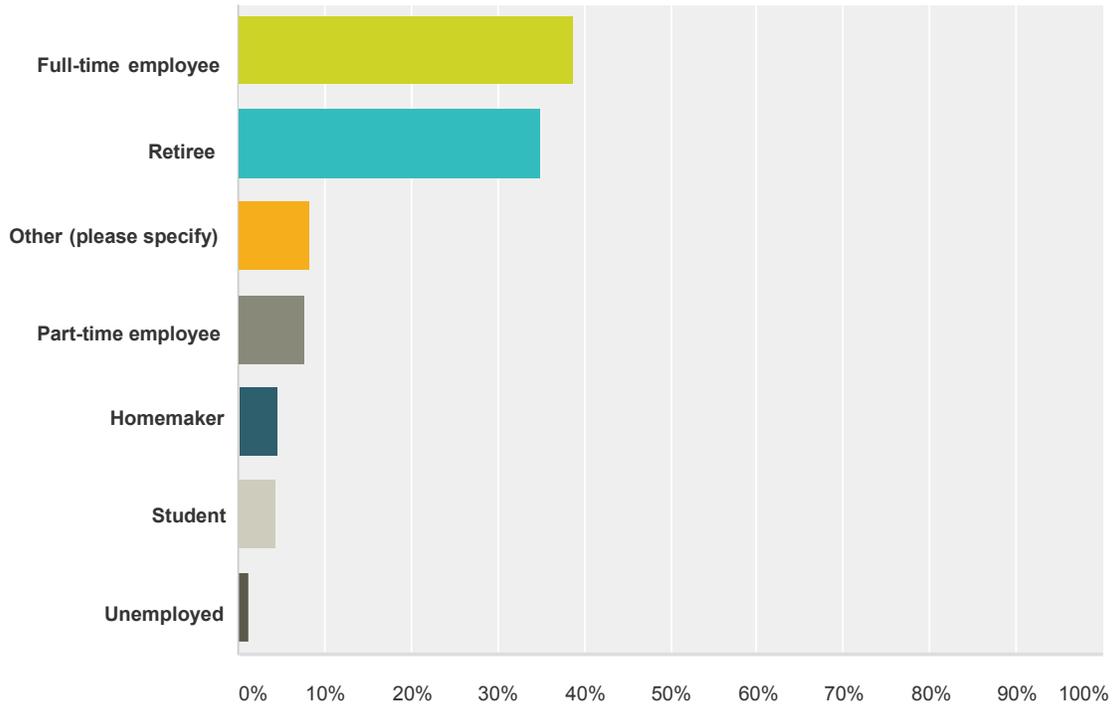


Answer Choices	Responses
0	68.64% 1412
1	12.35% 254
2	12.54% 258
3	4.42% 91
4	1.22% 25
5	0.39% 8
6	0.15% 3
7	0.05% 1
Other	0.24% 5
<b>Total</b>	<b>2,057</b>

**Discussion** – Nearly one-third of the respondents live in a household with a child that is 18 years older or younger.

## Q4 Please select from the following that best describes you:

Answered: 2,093 Skipped: 20



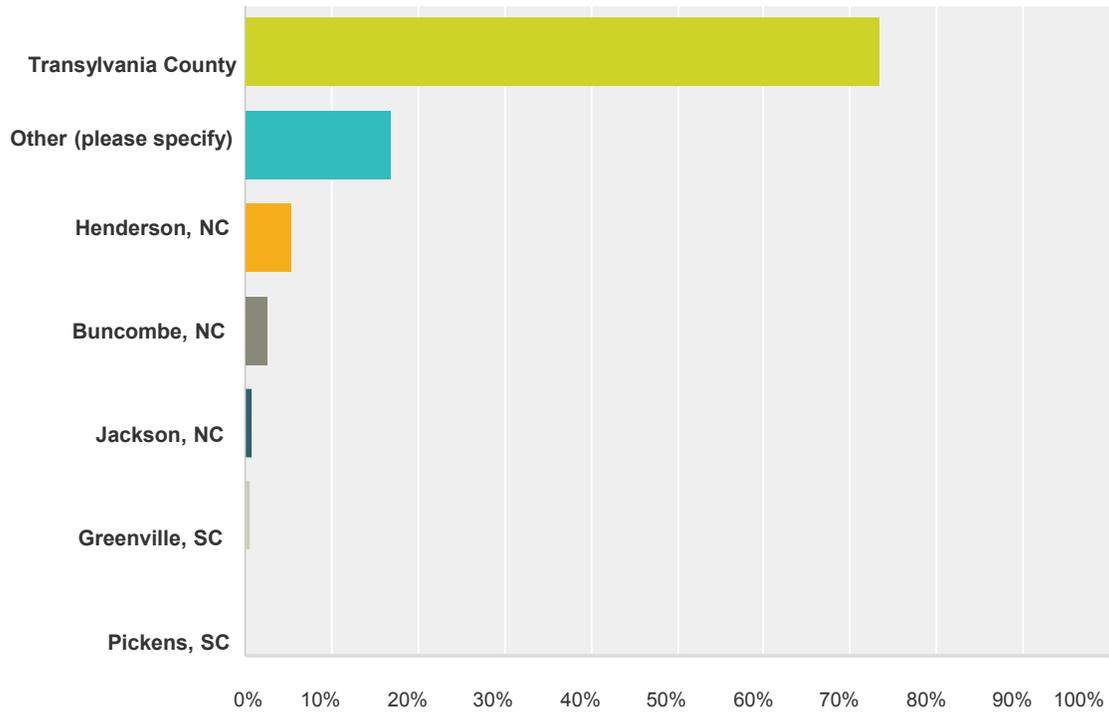
Answer Choices	Responses	Count
Full-time employee	38.80%	812
Retiree	35.02%	733
Other (please specify)	8.31%	174
Part-time employee	7.69%	161
Homemaker	4.54%	95
Student	4.40%	92
Unemployed	1.24%	26
<b>Total</b>		<b>2,093</b>

### Other (please specify):

The top five responses identified were Self-Employed, Business Owner, Disabled, Retired and Part-Time Employee. The Detailed table is available in **Appendix B**.

## Q5 In what county do you work, go to school or own your business?

Answered: 1,820 Skipped: 293



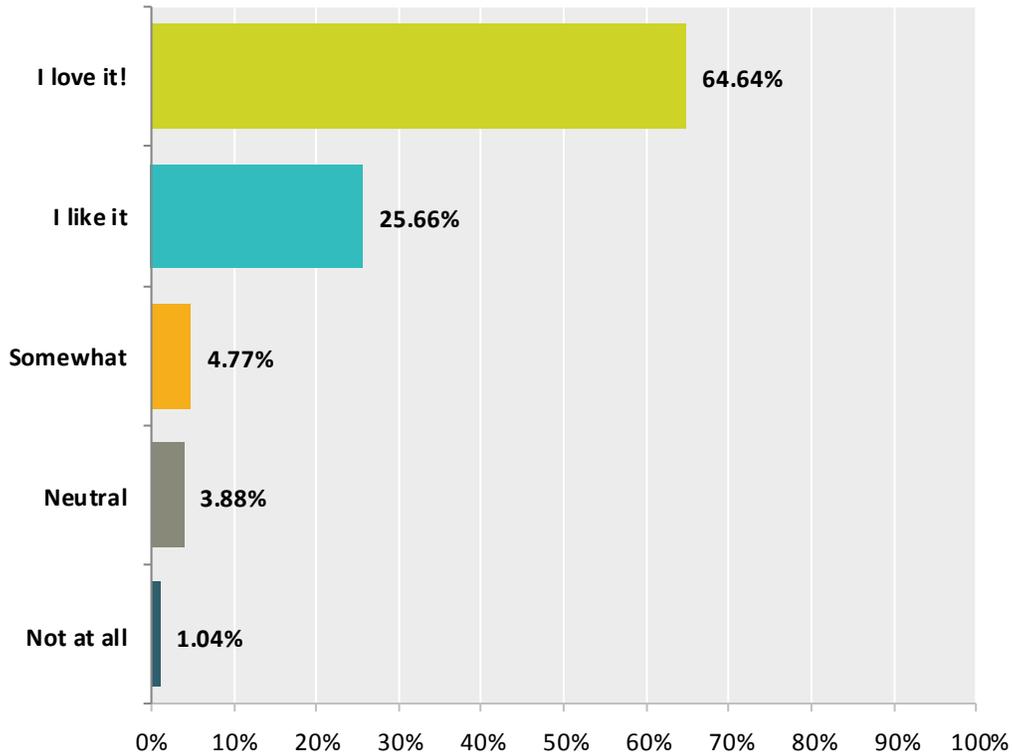
Answer Choices	Responses	
Transylvania County	73.46%	1,337
Other (please specify)	16.98%	309
Henderson, NC	5.44%	99
Buncombe, NC	2.64%	48
Jackson, NC	0.77%	14
Greenville, SC	0.60%	11
Pickens, SC	0.11%	2
<b>Total</b>		<b>1,820</b>

### Other (please specify):

The top five responses identified were Retired, N/A, None, None of the above, and Unemployed. The Detailed table is available in **Appendix B**.

## Q6 Do you like living in Transylvania County?

Answered: 2,011 Skipped: 102



### Answers sorted by Community for Somewhat and Not at All

Answer Choices / Keyword	Responses
<b>Somewhat</b>	
City of Brevard	20.83% 20
Pisgah Forest	18.75% 18
Town of Rosman	7.29% 7
City of Brevard ETJ	7.29% 7
Cathey's Creek	6.25% 6
Balsam Grove	5.21% 5
Dunn's Rock	5.21% 5
Other (please specify)	4.17% 4
Penrose	4.17% 4
Eastatoe	4.17% 4
East Fork	3.13% 3
Connestee	3.13% 3
Lake Toxaway	2.08% 2
Sapphire	2.08% 2
Little River	2.08% 2
Cedar Mountain	2.08% 2
(blank)	1.04% 1
Quebec	1.04% 1

<b>Not at all</b>			
City of Brevard	19.05%		4
Other (please specify)	14.29%		3
Pisgah Forest	14.29%		3
Penrose	9.52%		2
Dunn's Rock	9.52%		2
Lake Toxaway	9.52%		2
Rosenwald	4.76%		1
Cathey's Creek	4.76%		1
Town of Rosman	4.76%		1
Cedar Mountain	4.76%		1
Balsam Grove	4.76%		1
<b>Total</b>			<b>2,011</b>

### Answers sorted by Age for Somewhat and Not at All

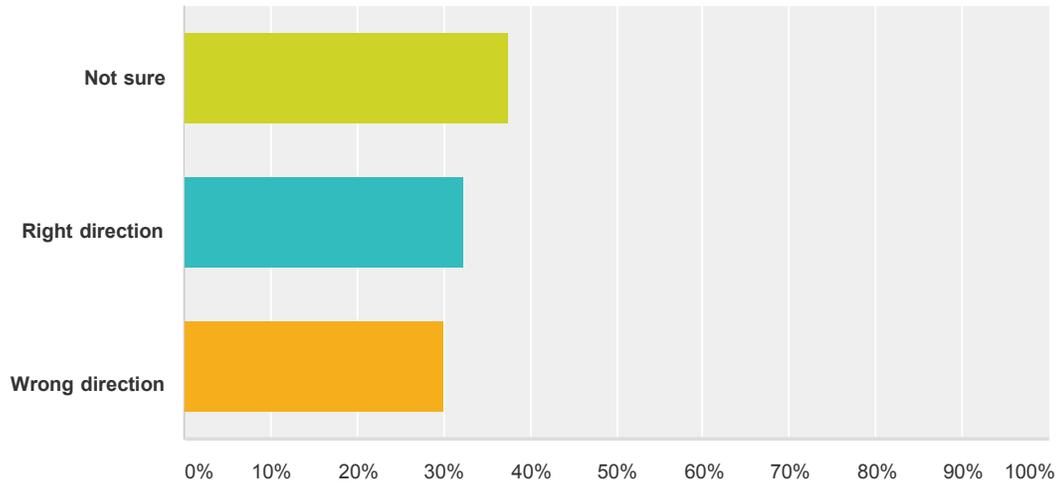
Answer Choices	Age Range							Responses	
	15-19	20-44	45-59	60-74	75-Up	Other	Blank		
<b>Somewhat</b>	14.29%	33.33%	14.29%	9.52%	0.00%	0.00%	28.57%	4.77%	96
	3	7	3	2	0	0	6		
<b>Not at All</b>	3.13%	39.58%	23.96%	11.46%	3.13%	0.00%	18.75%	1.04%	21
	3	38	23	11	3	0	18		
<b>Total</b>									<b>117</b>

**Discussion** – What does this tells us? The vast majority of respondents “love” or “like” living in Transylvania County – some 90%. Of the six percent that are somewhat like living here or don’t like it at all, the largest group is in the age group 20-44.

Is there a conflict in the responses to questions Q6 and Q7? Inherently no. In many instances respondents identified with Transylvania County and the natural environment – the attributes that make this place so special. At the same time, these same individuals do not necessarily like the direction they think the County is heading.

## Q7 Generally speaking, would you say Transylvania County is heading in the right or wrong direction?

Answered: 2,018 Skipped: 95



In this open-ended question, respondents most frequently mentioned Jobs, Growth, Tourism, Planning and Community when asked if Transylvania County is heading in the right or wrong direction.

Example responses from each of these categories include:

**Jobs:** “We need Industry and Jobs!”

**Growth:** “Citizens stay involved and desire growth without harming the things that make this place special.”

**Tourism:** “The increase in tourism is good for the economy here, but it comes with downsides (impact on infrastructure, noise, foot and auto traffic, etc.).”

**Planning:** “Some of the leaders are giving more realistic thought to planning for the future of the county.”

**Community:** “I love the focus on community and the outdoors!”

**Answers sorted by keyword for Not Sure, Right Direction and Wrong Direction**

<b>Answer Choices / Keyword</b>	<b>Responses / Frequency</b>	
<b>Not Sure</b>	<b>37.61%</b>	<b>759</b>
Businesses	12.36%	99
Jobs	12.23%	98
People	9.99%	80
Live	7.87%	63
Industry	7.24%	58
Growth	7.12%	57
Plan	6.99%	56
Area	6.74%	54
Community	6.37%	51
Much	6.12%	49
Moving	5.74%	46
Town	5.62%	45
Tourism	5.62%	45
<b>Right direction</b>	<b>32.41%</b>	<b>654</b>
Businesses	10.68%	58
People	9.39%	51
Growth	9.02%	49
Community	8.29%	45
Tourism	8.10%	44
Planning	7.92%	43
Outdoor	7.92%	43
Natural Resources	7.55%	41
Growing	5.71%	31
Development	5.52%	30
Moving	5.16%	28
Recreational	5.16%	28
Attract	4.97%	27
Industry	4.60%	25
<b>Wrong direction</b>	<b>29.98%</b>	<b>605</b>
Jobs	26.14%	258
People	13.27%	131
Industry	12.97%	128
Tourism	9.02%	89
Living	7.70%	76
Young People	7.19%	71
Attract	6.28%	62
Families	6.18%	61
Working	6.08%	60
Growth	5.17%	51
<b>Total</b>		<b>2,018</b>



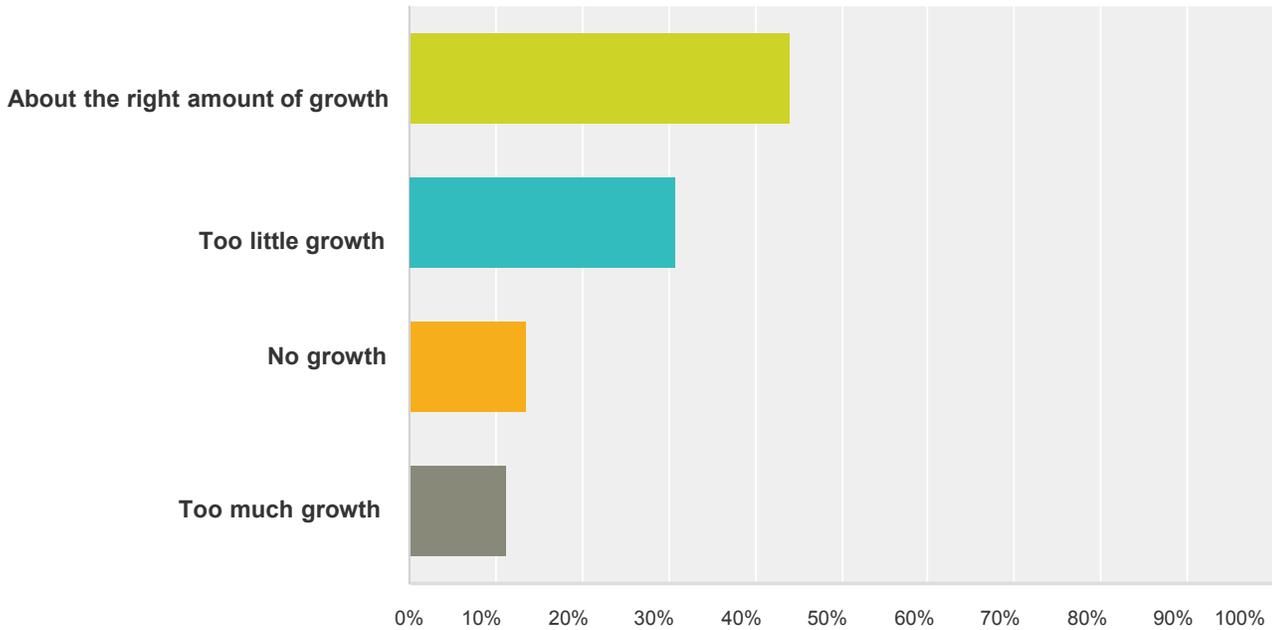
**Answers sorted by Community for Not Sure, Right Direction and Wrong Direction  
(Community Ratio as a percent of Community Total)**

Answer Choices	Percent of Community	
<b>Not Sure</b>		
City of Brevard	181	34.61%
Pisgah Forest	125	36.02%
Other (please specify)	65	44.22%
Connestee	59	42.45%
Dunn's Rock	50	42.74%
City of Brevard ETJ	44	31.88%
Cedar Mountain	31	36.05%
Lake Toxaway	31	34.44%
Cathey's Creek	30	31.58%
Little River	23	32.39%
Town of Rosman	23	36.51%
Eastatoe	23	37.10%
Penrose	21	35.00%
Balsam Grove	18	36.73%
East Fork	17	38.64%
Quebec	6	28.57%
Rosenwald	4	66.67%
Sapphire	4	18.18%
BLANK	2	
Silversteen	2	15.38%
<b>Right direction</b>		
City of Brevard	222	42.45%
Pisgah Forest	108	31.12%
Connestee	57	41.01%
City of Brevard ETJ	54	39.13%
Other (please specify)	37	25.17%
Dunn's Rock	35	29.91%
Cedar Mountain	24	27.91%
Cathey's Creek	19	20.00%
Little River	18	25.35%
Penrose	15	25.00%
Town of Rosman	14	22.22%
Lake Toxaway	11	12.22%
Balsam Grove	9	18.37%
Eastatoe	9	14.52%
Sapphire	6	27.27%
East Fork	5	11.36%
Quebec	4	19.05%
Silversteen	3	23.08%
BLANK	3	
Rosenwald	1	16.67%

<b>Wrong direction</b>		
Pisgah Forest	106	30.55%
City of Brevard	99	18.93%
Cathey's Creek	46	48.42%
Lake Toxaway	42	46.67%
Other (please specify)	36	24.49%
City of Brevard ETJ	36	26.09%
Dunn's Rock	28	23.93%
Little River	28	39.44%
Eastatoe	28	45.16%
Cedar Mountain	27	31.40%
Town of Rosman	21	33.33%
Penrose	20	33.33%
Connestee	20	14.39%
Balsam Grove	19	38.78%
East Fork	18	40.91%
Quebec	11	52.38%
Sapphire	9	40.91%
Silversteen	7	53.85%
BLANK	3	
Rosenwald	1	16.67%

## Q8 How would you characterize the rate of growth in Transylvania County today?

Answered: 2,005 Skipped: 108

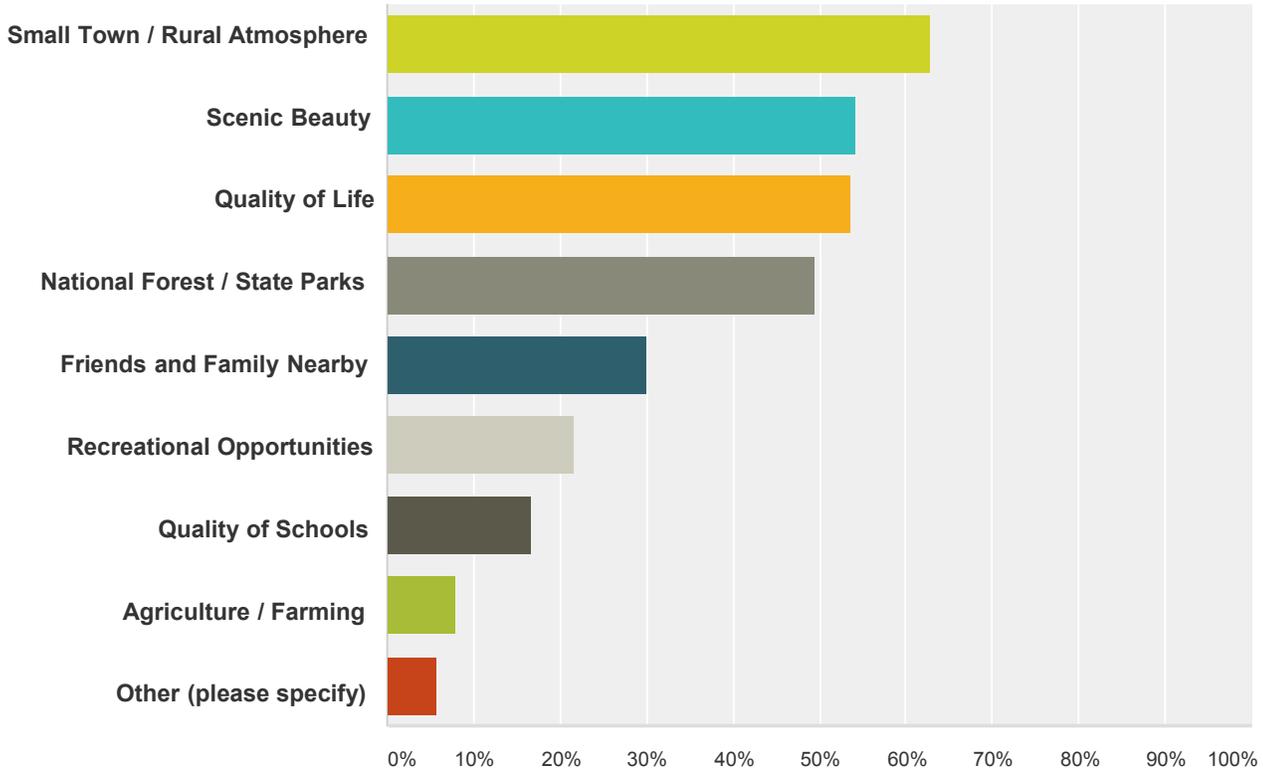


Answer Choices	Age Range							Responses		
	15 - 19	20-44	45-59	60-74	75-Up	Other	Blank			
About the right amount of growth	2.71%	23.53%	17.65%	33.71%	8.60%	0.79%	13.01%	44.09%	884	
	24	208	156	298	76	7	115			
Too little growth	2.90%	26.13%	20.00%	30.65%	5.32%	0.65%	14.35%	30.92%	620	
	18	162	124	190	33	4	89			
No growth	1.82%	28.47%	20.07%	27.74%	4.74%	1.09%	16.06%	13.67%	274	
	5	78	55	76	13	3	44			
Too much growth	1.32%	29.07%	15.86%	26.87%	8.37%	1.32%	17.18%	11.32%	227	
	3	66	36	61	19	3	39			
<b>Total</b>								<b>2,005</b>		

**Discussion** – The majority of respondents (44%) characterize the rate of growth as “About the right amount of growth.” Interestingly, the age range 60-74 led this overall discussion followed by 20-44 year olds.

## Q9 What do you like best about Transylvania County? (Select 3)

Answered: 1,891 Skipped: 222



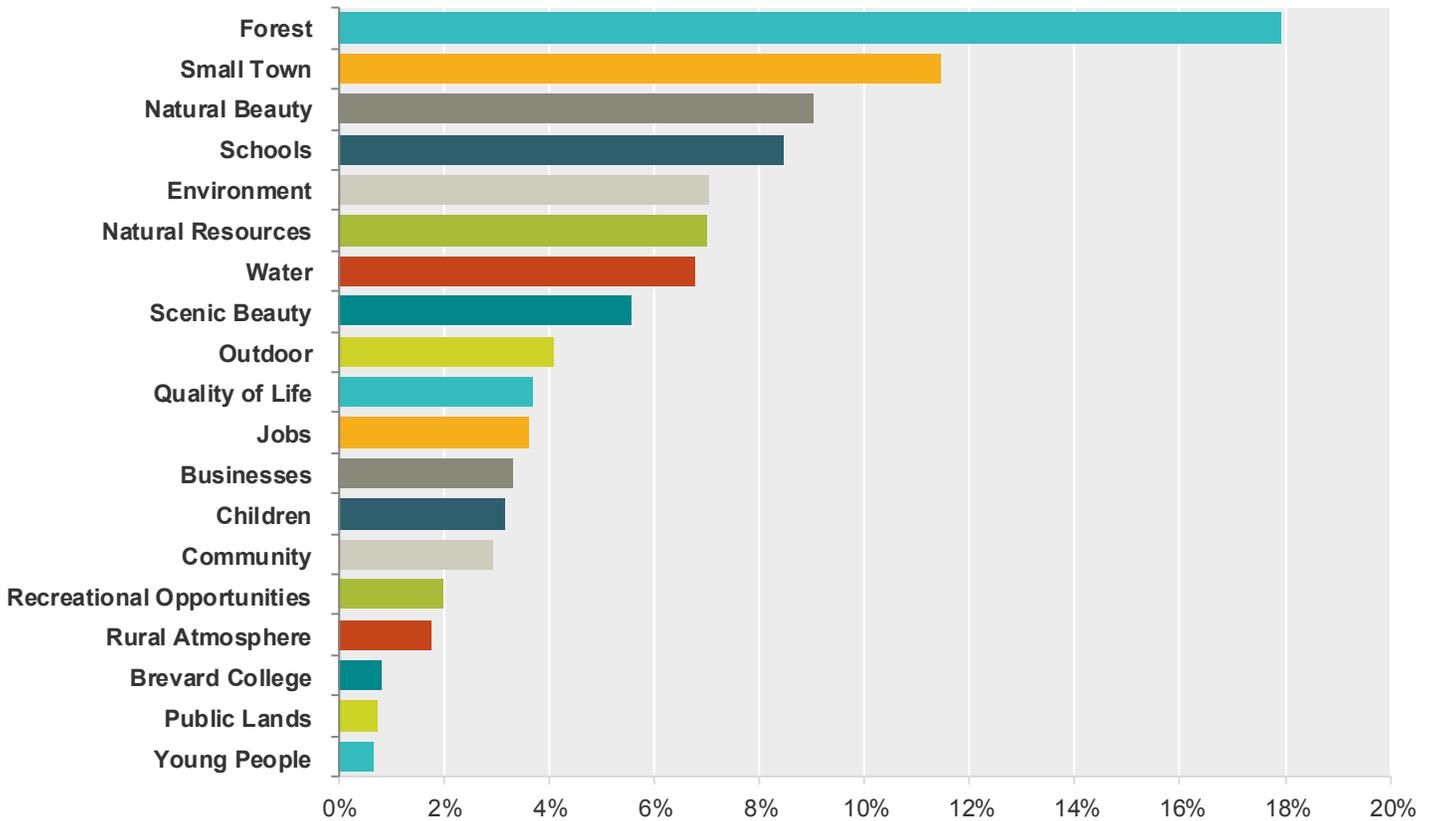
Answer Choices	Responses
Small Town / Rural Atmosphere	62.88% 1,189
Scenic Beauty	54.31% 1,027
Quality of Life	53.68% 1,015
National Forest / State Parks	49.55% 937
Friends and Family Nearby	30.09% 569
Recreational Opportunities	21.79% 412
Quality of Schools	16.71% 316
Agriculture / Farming Opportunities	7.99% 151
Other (please specify)	5.92% 112
<b>Total</b>	<b>1,891</b>

### Other (please specify):

The top five responses identified were Arts, Brevard Music Center, Library, Music and Community. The Detailed table is available in **Appendix B**.

## Q10 What is Transylvania County's most important asset to be supported or maintained?

Answered: 1,779 Skipped: 334



In this open-ended question, respondents most frequently mentioned Forest, Small Town, Natural Beauty, Schools and Environment as the most important asset to be supported or maintained.

Example responses from each of these categories include:

- **Forest:** “National Forests” or “The Forests.”
- **Small Town:** “Small town/ Rural Atmosphere.”
- **Natural Beauty:** “Natural beauty and outdoor recreation.”
- **Schools:** “It’s small town, family friendly atmosphere - and this includes excellent schools.”
- **Environment:** “The natural environment.”

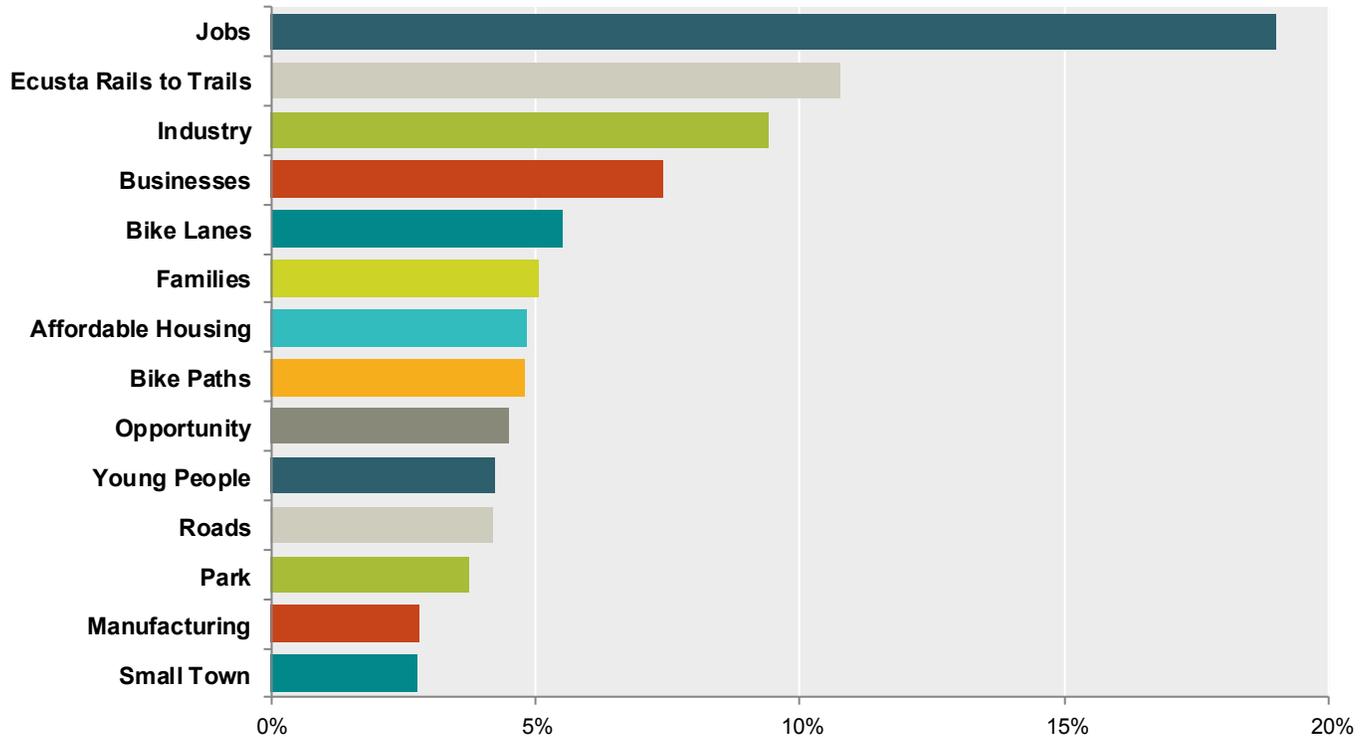
*Keyword summary results*

Keyword	Frequency	
Forest	17.93%	244
Small Town	11.46%	156
Natural Beauty	9.04%	123
Schools	8.45%	115
Environment	7.05%	96
Natural Resources	6.98%	95
Water	6.76%	92
Scenic Beauty	5.58%	76
Outdoor	4.11%	56
Quality of Life	3.67%	50
Jobs	3.60%	49
Businesses	3.31%	45
Children	3.16%	43
Community	2.94%	40
Recreational Opportunities	1.98%	27
Rural Atmosphere	1.76%	24
Brevard College	0.81%	11
Public Lands	0.73%	10
Young People	0.66%	9
<b>Total</b>		<b>1,361</b>



## Q11 Thinking about the next 10 years, what would you like to see in the County that is not here now? Please list:

Answered: 1,771 Skipped: 342



In this open-ended question, respondents most frequently mentioned Jobs, Ecusta Rails to Trails, Industry, Businesses, Bike Lanes and Families as things they would like to see in the County that is not here now.

Example responses from each of these categories include:

- **Jobs:** “More jobs to help young locals stay here to raise families that will be more than minimum wage.”
- **Ecusta Rails to Trails:** “Ecusta Trail and the growth that would naturally accompany it.”
- **Industry:** “Clean industry that brings jobs and young people.”
- **Businesses:** “More businesses.”
- **Bike Lanes:** “More bike lanes to increase safety.”
- **Families:** “More opportunities available for young families.”

### Keyword summary results

Keyword	Frequency	
Jobs	19.02%	515
Ecusta Rails to Trails	10.75%	291
Industry	9.42%	255
Businesses	7.43%	201
Bike Lanes	5.50%	149
Families	5.06%	137
Affordable Housing	4.84%	131
Bike Paths	4.77%	129
Opportunity	4.47%	121
Young People	4.21%	114
Roads	4.17%	113
Park	3.73%	101
Manufacturing	2.81%	76
Small Town	2.77%	75
<b>Total</b>		<b>2,707</b>

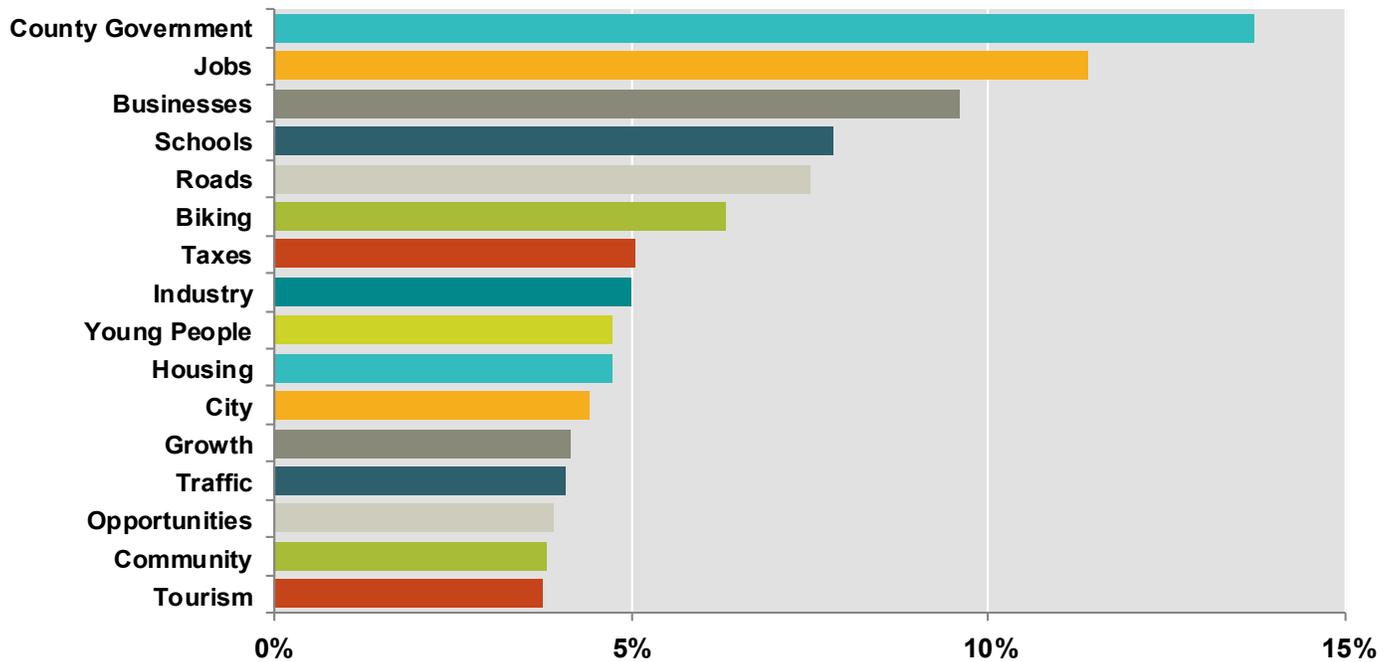
**Q11. Thinking about the next 10 years, what would you like to see in the County that is not here now? Please list:**

**Seven Planning Elements**

Population	Housing	Economic / Business	Transportation	Natural Resources	Community Services/Facilities	Land Use / Environment	Other
Families	Housing	Jobs	Bike		Schools		
More Young Families	Affordable Housing	Better / High Paying Jobs	Bike Lanes		Better Schools		
		Better Jobs	Bike Paths		YMCA		
		Good Jobs	Roads				
		Industry	Bike Lanes / Paths				
		Clean Industry	Better Roads				
		New Industry	Infrastructure				
		Light Industry	Trails				
		Business	Ecusta Trail				
		More Businesses	Bike Trail				
		More Small Businesses					
		Restaurants					
		More Restaurants					
		Family Restaurants					
		Sit-Down Restaurants					
		Non-Fast Food Restaurants					
		Ecusta Site					
		Ecusta Trail					
		New Business					
		Development					

## Q12 Similarly, thinking about the next 10 years, what would you like to see changed in the County? Please list:

Answered: 1,554 Skipped: 559



In this open-ended question, respondents most frequently mentioned County Government, Jobs, Businesses, Schools and Roads as what they would like to see changed in the County.

Example responses from each of these categories include:

- **County Government:** “Better collaboration between county and city government.”
- **Jobs:** “Jobs availability, jobs for locals, Jobs for our KIDS, jobs other than service industry, Jobs that Families can stay in the area they grew up in rather than having to move to out of the area to find work Jobs that help people make a good wage to support their family.”
- **Businesses:** “More support for local businesses. More support for local farmers and farmers markets. More support for maintaining the heritage of our community.”
- **Roads:** “Better roads.”

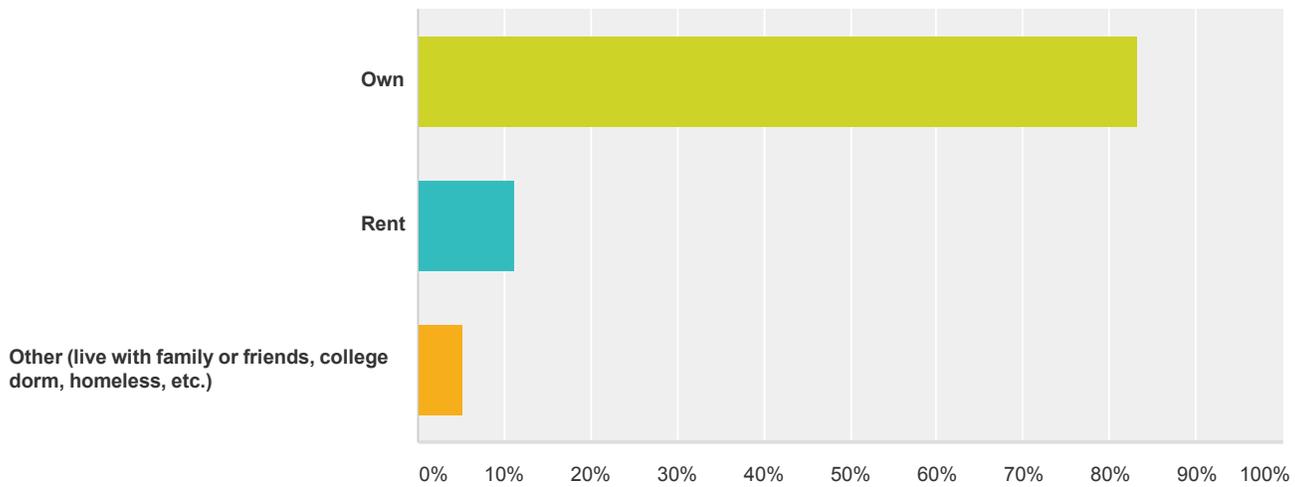
### Keyword summary results

Keyword	Frequency	
County Government	13.72%	252
Jobs	11.38%	209
Businesses	9.58%	176
Schools	7.84%	144
Roads	7.51%	138
Biking	6.31%	116
Taxes	5.06%	93
Industry	5.01%	92
Housing	4.74%	87
Young People	4.74%	87
City	4.41%	81
Growth	4.14%	76
Traffic	4.08%	75
Opportunities	3.92%	72
Community	3.81%	70
Tourism	3.76%	69
<b>Total</b>		<b>1,837</b>



## Q13 Do you own or rent your residence?

Answered: 1,855 Skipped: 258

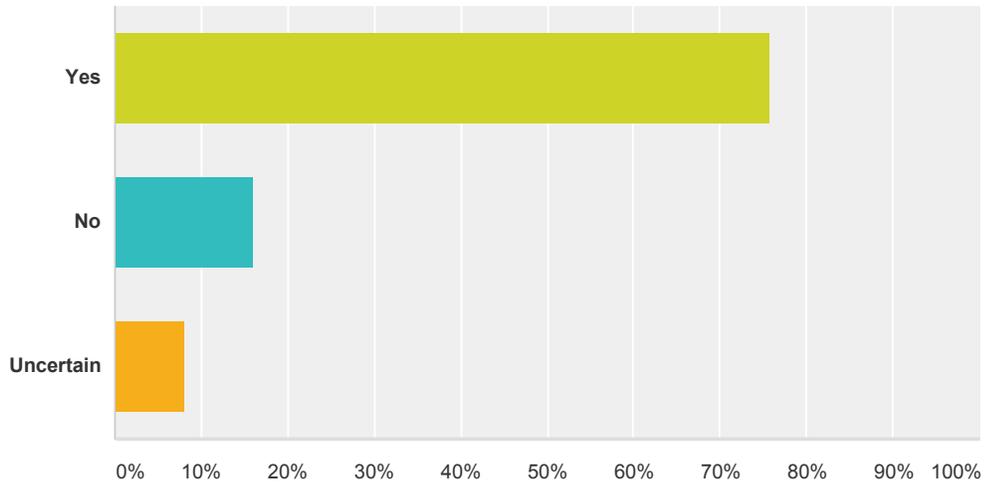


Answer Choices	Responses	
Own	83.34%	1,546
Rent	11.37%	211
Other (live with family or friends, college dorm, homeless, etc.)	5.28%	98
<b>Total</b>		<b>1,855</b>

**Discussion** – Over 83% of the respondents indicated that they own their own residence. According to the US Census, 76.3% own their own residence. The reality is that Transylvania County has one of the highest rates of ownership in western North Carolina. This presents both opportunities and concerns that should be explored in the 2025 Comprehensive Plan.

## Q14 Based on your income, are you able to find adequate housing for you and your family in Transylvania County?

Answered: 1,832 Skipped: 281

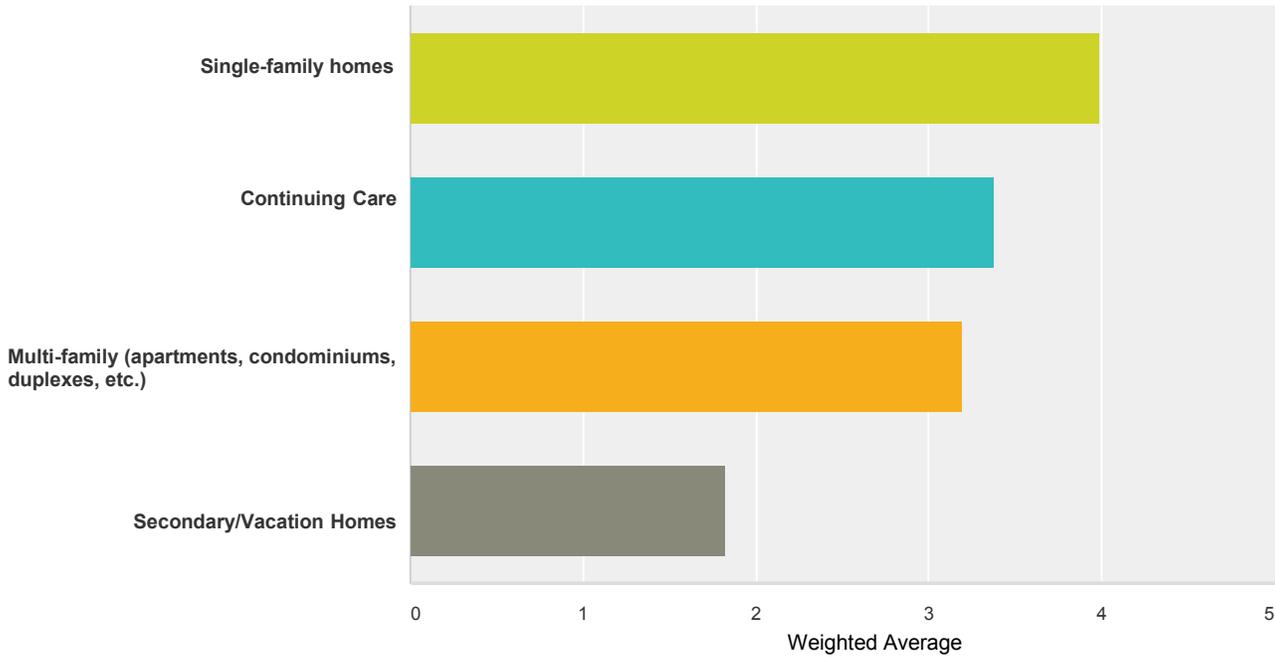


		Approximate Household Income Less than \$35,000						
Answer Choices	Responses	Less than \$10,000	\$10,000 to \$14,999	\$15,000 to \$24,999	\$25,000 to \$34,999	Total		
Yes	<b>75.71%</b> 1,387	<b>8.77%</b> 10	<b>8.77%</b> 10	<b>31.58%</b> 36	<b>50.88%</b> 58	<b>39.3%</b>	114	
No	<b>16.16%</b> 296	<b>14.88%</b> 18	<b>11.57%</b> 14	<b>36.36%</b> 44	<b>37.19%</b> 45	<b>41.7%</b>	121	
Uncertain	<b>8.13%</b> 149	<b>12.73%</b> 7	<b>12.73%</b> 7	<b>23.64%</b> 13	<b>50.91%</b> 28	<b>18.9%</b>	55	

**Discussion** – When we looked at the answer choice compared to the response to approximate household income (less than \$35,000) the number of “yes” responses is nearly the same as “no.” Of those who said “no”, the majority make between \$15,000 and \$34,999 annually.

## Q15 What types of housing does Transylvania County need?

Answered: 1,811 Skipped: 302

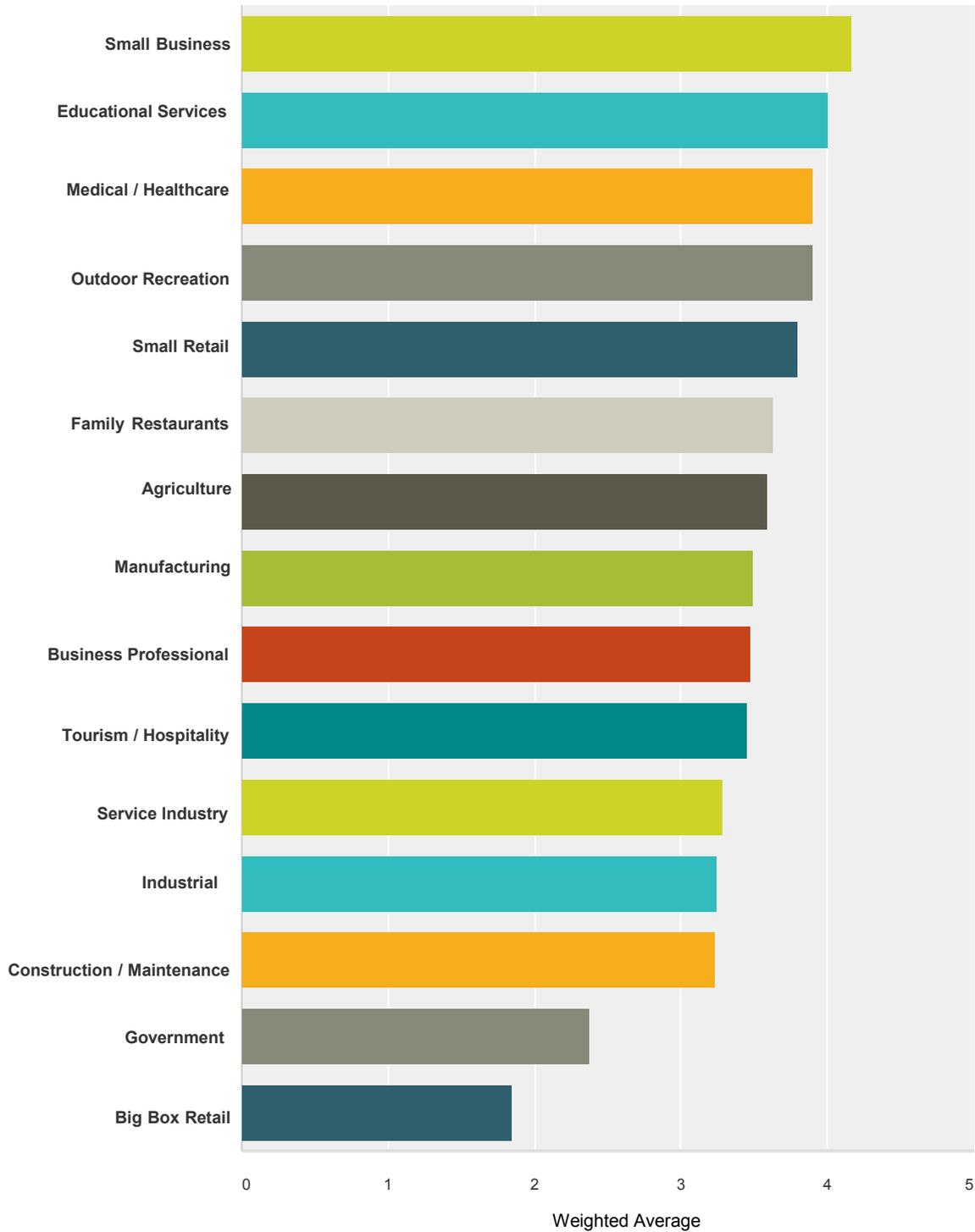


Answer Choices	Low Priority	Low-Medium Priority	Medium Priority	Medium-High Priority	High Priority	Total	Weighted Average
Single-family homes	4.46% 79	4.75% 84	22.54% 399	23.73% 420	44.52% 788	1,770	3.99
Continuing Care	8.80% 150	10.56% 180	36.85% 628	20.95% 357	22.83% 389	1,704	3.38
Multi-family (apartments, condominiums, duplexes, etc.)	15.09% 259	13.34% 229	30.30% 520	20.28% 348	20.98% 360	1,716	3.19
Secondary/Vacation Homes	54.43% 910	19.68% 329	17.58% 294	4.84% 81	3.47% 58	1,672	1.83

**Discussion** – If we were to explore age with this question, it is likely that “Continuing Care” is probably more important for those people ages 60-74 and the need for Multi-family housing would be among the 20-44 age group.

# Q16 In the next 10 years, what businesses in Transylvania County would you like to see more of?

Answered: 1,836 Skipped: 277



Answer Choices	Low Priority	Low-Medium Priority	Medium Priority	Medium-High Priority	High Priority	Total	Weighted Average
Small Business	2.67% 47	4.42% 78	15.83% 279	26.94% 475	50.14% 884	1,763	4.17
Educational Services	3.02% 52	4.65% 80	23.29% 401	26.60% 458	42.45% 731	1,722	4.01
Medical / Healthcare	3.34% 58	5.59% 97	25.36% 440	29.51% 512	36.20% 628	1,735	3.90
Outdoor Recreation	7.22% 126	5.85% 102	19.77% 345	24.47% 427	42.69% 745	1,745	3.90
Small Retail	5.14% 88	7.76% 133	24.17% 414	27.44% 470	35.49% 608	1,713	3.80
Family Restaurants	7.48% 130	10.64% 185	25.99% 452	23.52% 409	32.37% 563	1,739	3.63
Agriculture	6.57% 112	8.16% 139	34.92% 595	20.83% 355	29.52% 503	1,704	3.59
Manufacturing	13.67% 238	12.23% 213	19.36% 337	20.33% 354	34.41% 599	1,741	3.50
Business Professional	5.57% 95	11.61% 198	34.43% 587	25.87% 441	22.52% 384	1,705	3.48
Tourism / Hospitality	13.88% 234	10.14% 171	23.61% 398	21.65% 365	30.72% 518	1,686	3.45
Service Industry	7.93% 134	13.32% 225	37.18% 628	24.51% 414	17.05% 288	1,689	3.29
Industrial	18.54% 321	14.50% 251	20.28% 351	16.64% 288	30.04% 520	1,731	3.25
Construction / Maintenance	5.39% 92	15.29% 261	43.82% 748	20.74% 354	14.76% 252	1,707	3.24
Government	29.75% 498	22.76% 381	32.32% 541	9.80% 164	5.38% 90	1,674	2.38
Big Box Retail	55.88% 941	17.52% 295	17.04% 287	5.29% 89	4.28% 72	1,684	1.85

**Other (please specify):**

The top five responses identified were Restaurant, Industry, Businesses, Jobs and Manufacturing. The Detailed table is available in **Appendix B**.

**Top 5 Responses**  
Weighted Average

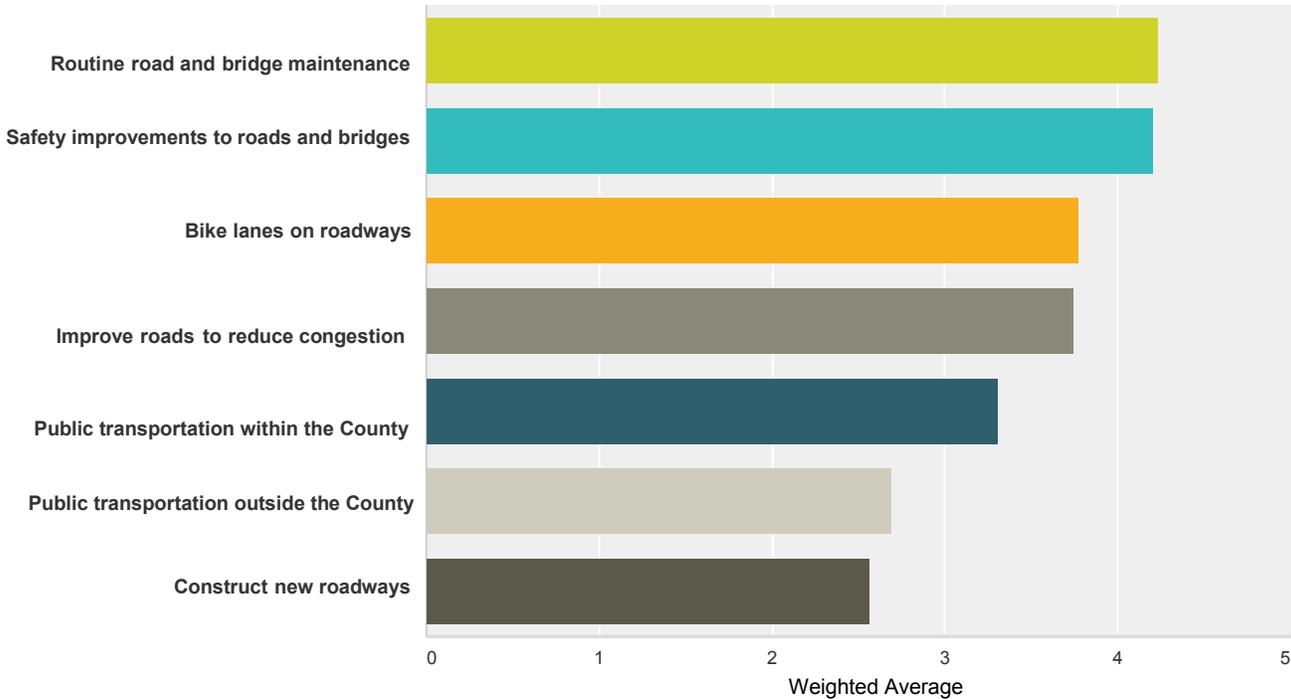
- 1) Small Business
- 2) Educational Services
- 3) Medical / Healthcare
- 4) Outdoor Recreation
- 5) Small Retail

**Top 5 Responses**  
Medium-High and High Priority Combined

- 1) Small Business
- 2) Educational Services
- 3) Outdoor Recreation
- 4) Medical / Healthcare
- 5) Small Retail

## Q17 Where do you think Transylvania County should concentrate its resources in supporting safe and efficient transportation?

Answered: 1,829 Skipped: 284

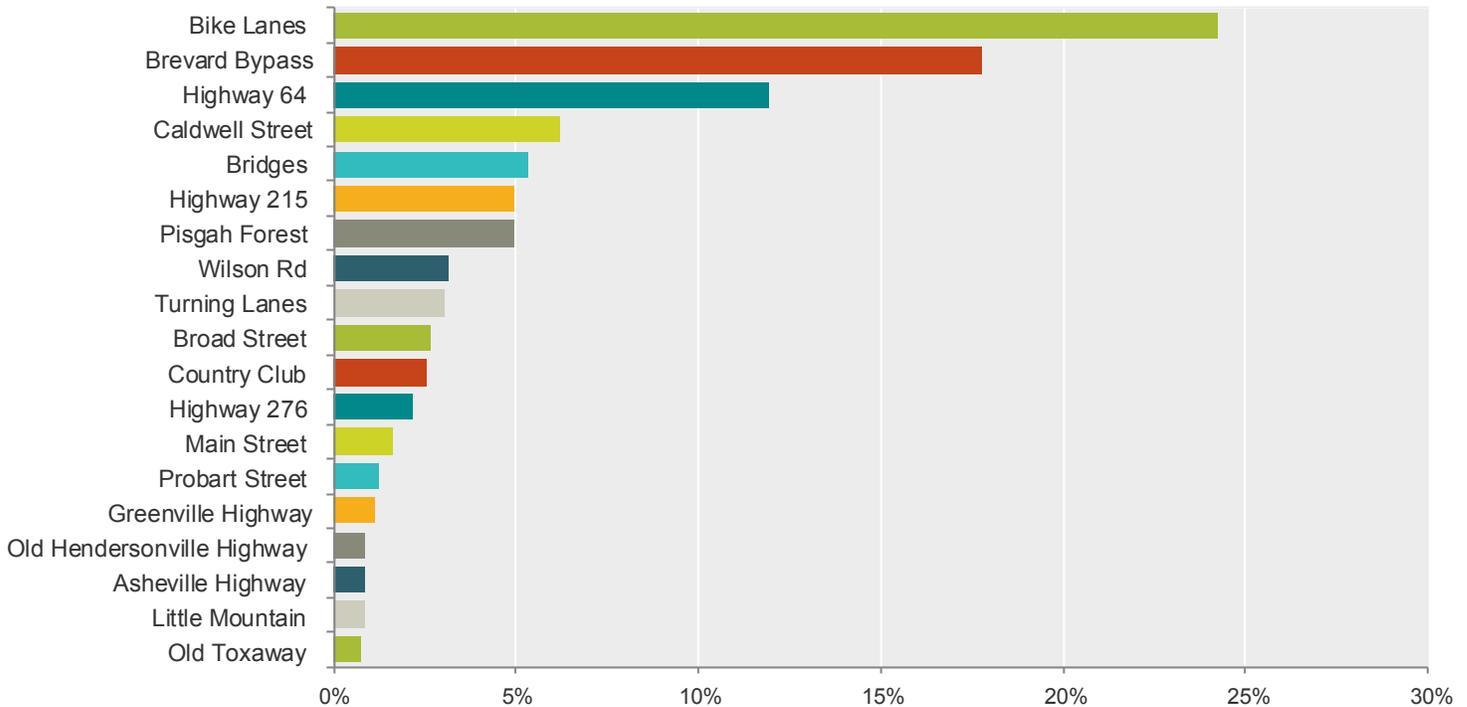


Answer Choices	Low Priority	Low-Medium Priority	Medium Priority	Medium-High Priority	High Priority	Total	Weighted Average
Routine road and bridge maintenance	1.30% 23	2.93% 52	18.25% 324	25.97% 461	51.55% 915	1,775	4.24
Safety improvements to roads and bridges	1.87% 33	3.85% 68	17.91% 316	24.55% 433	51.81% 914	1,764	4.21
Bike lanes on roadways	15.05% 268	5.73% 102	14.49% 258	15.55% 277	49.19% 876	1,781	3.78
Improve roads to reduce congestion	7.03% 123	9.66% 169	22.70% 397	22.76% 398	37.85% 662	1,749	3.75
Public transportation within the County	15.17% 266	12.44% 218	26.30% 461	18.82% 330	27.27% 478	1,753	3.31
Public transportation outside the County	28.51% 493	19.32% 334	22.73% 393	13.82% 239	15.62% 270	1,729	2.69
Construct new roadways	27.37% 467	20.93% 357	30.13% 514	10.32% 176	11.25% 192	1,706	2.57

**Discussion** – Respondents overwhelmingly said that they want existing roads and bridges to be maintained and improved. Bike lanes on roadways had the third highest weighted average. The majority of the respondents who ranked Bike lanes as “High Priority” live in Brevard and are between ages 20-44.

## Q18 Road improvement and construction requires many years to plan. In your opinion, what one road or road improvement is needed in 10 years?

Answered: 1,388 Skipped: 725



In this open-ended question, respondents most frequently mentioned Bike Lanes, Brevard Bypass, Highway 64, Caldwell Street and Congestion as what one road or road improvement is needed in 10 years.

Example responses from each of these categories include:

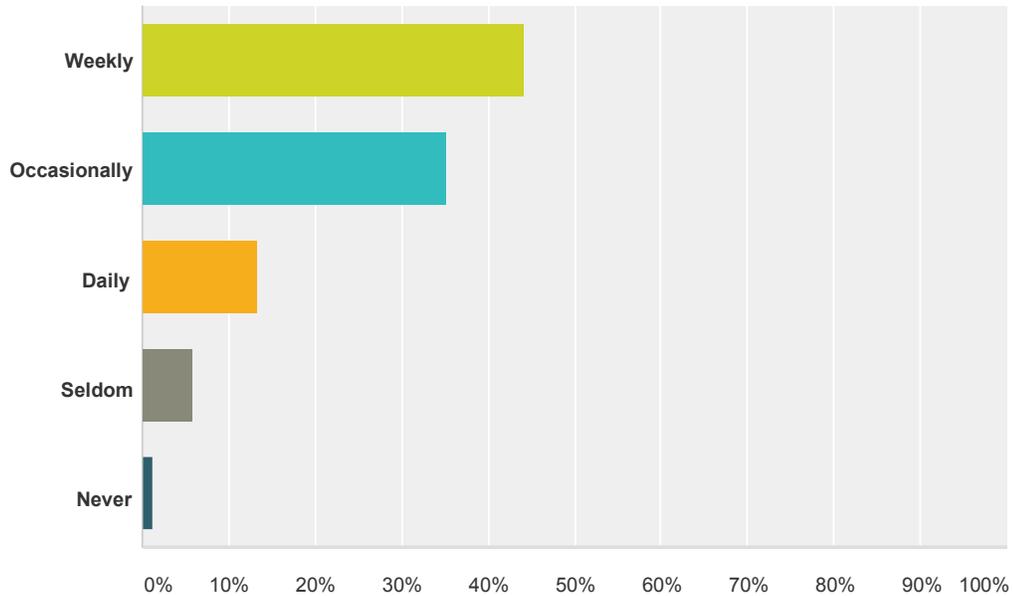
- **Bike Lanes:** “Bike Lanes on Roadways.”
- **Brevard Bypass:** “City of Brevard Bypass that reroutes traffic away from center of Brevard.”
- **Highway 64:** “Highway 64 between Rosman and Sylva.”
- **Caldwell Street:** “Broad and Caldwell streets....improve traffic flow; it's too congested.”
- **Congestion:** “Traffic congestion seems to be increasing every year at certain locations (Ingles, Walmart), changes to traffic patterns or alternate routes, lanes would be great.”

*Keyword summary results*

<b>Keyword</b>	<b>Frequency</b>	
Bike Lanes	24.24%	191
Brevard Bypass	17.77%	140
Highway 64	11.93%	94
Caldwell Street	6.22%	49
Congestion	5.33%	42
Bridges	4.95%	39
Highway 215	4.95%	39
Pisgah Forest	3.55%	28
Wilson Rd	3.17%	25
Turning Lanes	3.05%	24
Broad Street	2.66%	21
Country Club	2.54%	20
Highway 276	2.16%	17
Main Street	1.65%	13
Probart Street	1.27%	10
Greenville Hwy	1.14%	9
Old Hendersonville Highway	0.89%	7
Asheville Highway	0.89%	7
Little Mountain	0.89%	7
Old Toxaway	0.76%	6
<b>Total</b>		<b>788</b>

## Q19 How often do you use the forests, parks and cultural facilities in Transylvania County?

Answered: 1,823 Skipped: 290

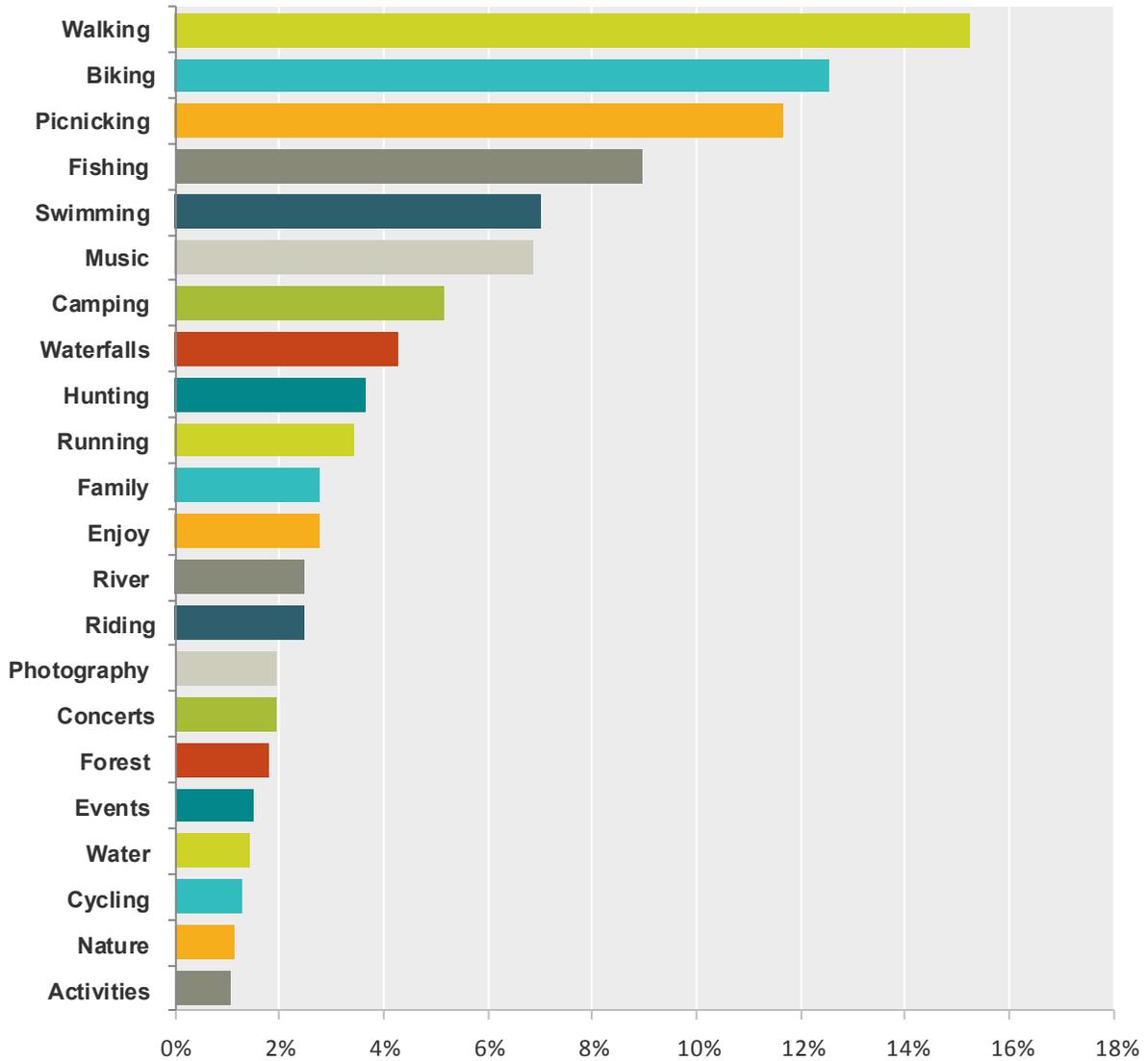


Answer Choices	Age Range							Responses	
	15 - 19	20-44	45-59	60-74	75-Up	Other	Blank		
Weekly	1.37%	31.06%	18.63%	36.15%	7.08%	0.87%	4.84%	44.16%	805
	11	250	150	291	57	7	39		
Occasionally	3.74%	21.96%	24.45%	32.87%	9.81%	1.09%	6.07%	35.22%	642
	24	141	157	211	63	7	39		
Daily	3.67%	33.47%	20.41%	32.24%	6.12%	0.82%	3.27%	13.44%	245
	9	82	50	79	15	2	8		
Seldom	3.74%	35.51%	12.15%	36.45%	5.61%	0.93%	5.61%	5.87%	107
	4	38	13	39	6	1	6		
Never	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	1.32%	24
	2	6	5	5	3	1	2		
<b>Total</b>								<b>1,823</b>	

**Discussion** – 44% of the respondents indicated that they use the forests, parks and cultural facilities in Transylvania County on a weekly basis. Approximately 36% of those were between the ages of 60 and 74.

## Q20 What is your favorite activity to do in forests, parks and cultural facilities in Transylvania County?

Answered: 1,749 Skipped: 364



In this open-ended question, respondents most frequently mentioned Walking, Biking, Picnicking, Fishing and Swimming as their favorite activity to do in forests, parks and cultural facilities in Transylvania County.

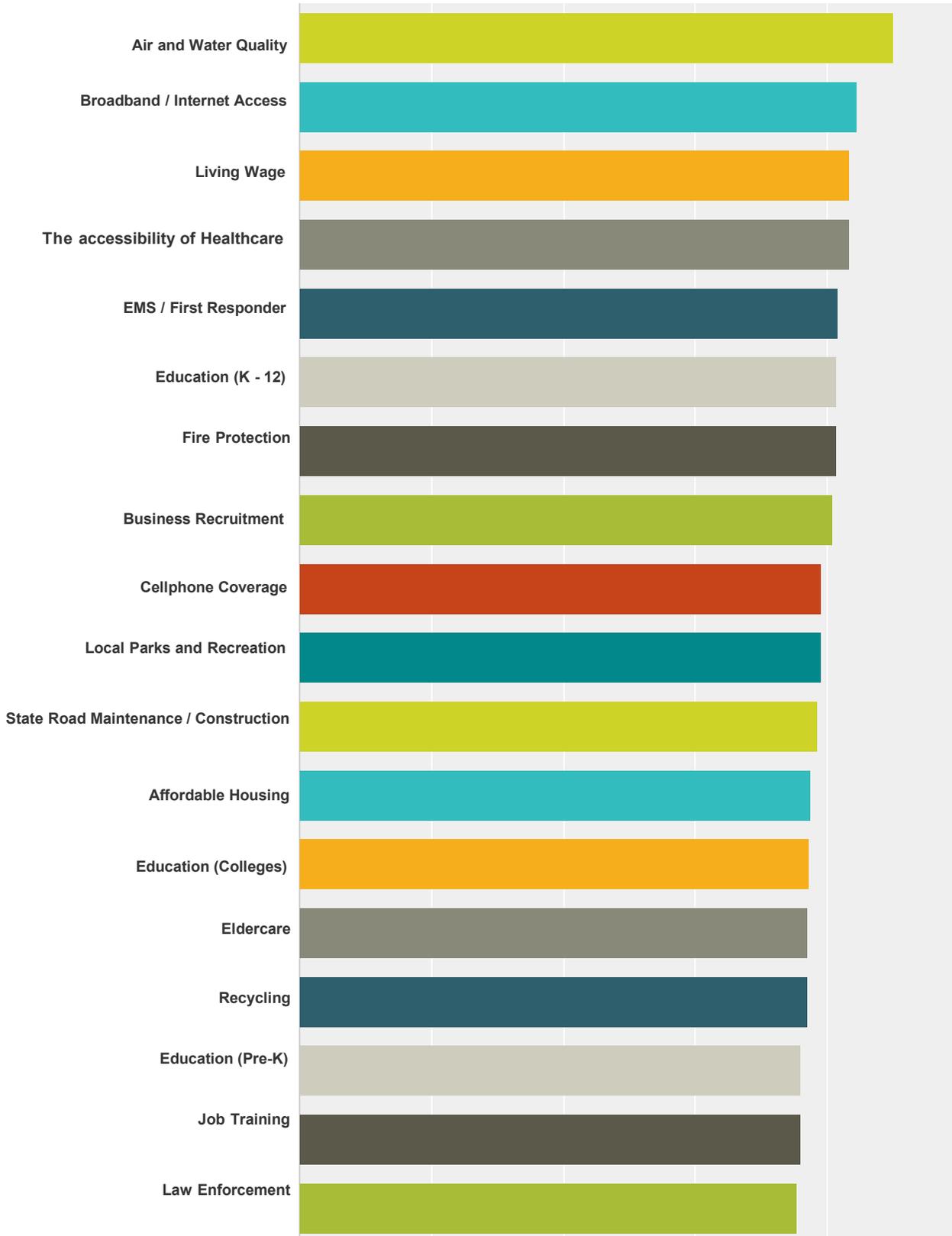
*Keyword summary results*

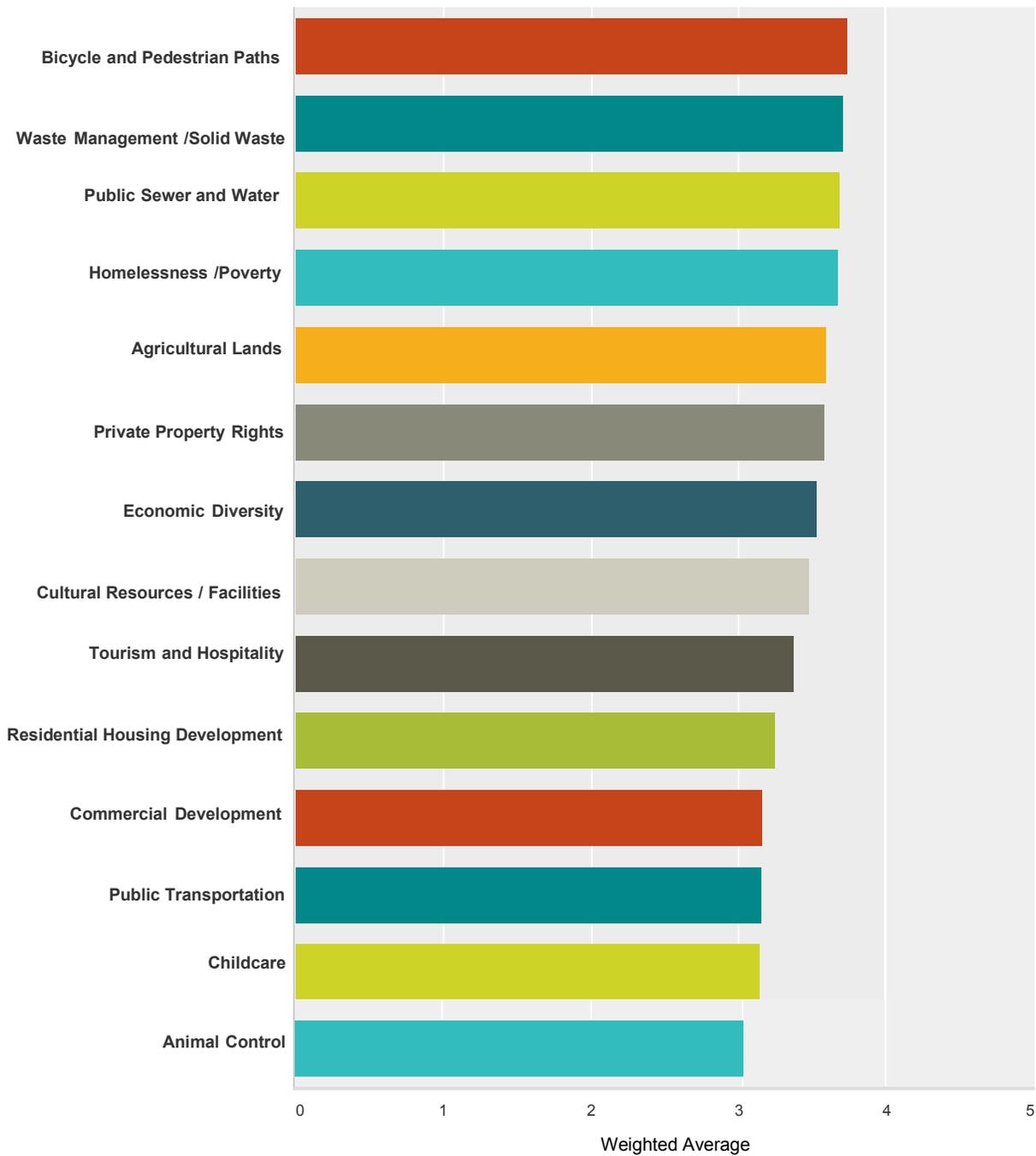
Keyword	Frequency	
Walking	15.24%	204
Biking	12.55%	168
Picnicking	11.65%	156
Fishing	8.96%	120
Swimming	7.02%	94
Music	6.87%	92
Camping	5.15%	69
Waterfalls	4.26%	57
Hunting	3.66%	49
Running	3.44%	46
Enjoy	2.76%	37
Family	2.76%	37
Riding	2.46%	33
River	2.46%	33
Photography	1.94%	26
Concerts	1.94%	26
Forest	1.79%	24
Events	1.49%	20
Water	1.42%	19
Cycling	1.27%	17
Nature	1.12%	15
Activities	1.05%	14
<b>Total</b>		<b>1,339</b>



**Q21 Looking at the next 10 years, please indicate how important each of the following is to you:**

Answered: 1,811 Skipped: 302





	Low Priority	Low-Medium Priority	Medium Priority	Medium-High Priority	High Priority	Total	Weighted Average
Air and Water Quality	1.97% 35	2.37% 42	9.19% 163	16.40% 291	70.07% 1,243	1,774	4.50
Broadband / Internet Access	3.80% 67	3.97% 70	14.50% 256	20.62% 364	57.11% 1,008	1,765	4.23
Living Wage	5.22% 91	3.61% 63	15.38% 268	20.94% 365	54.85% 956	1,743	4.17
The accessibility of Healthcare	2.39% 42	3.48% 61	18.97% 333	26.15% 459	49.00% 860	1,755	4.16
EMS / First Responder	1.78% 31	4.07% 71	22.32% 389	28.51% 497	43.32% 755	1,743	4.08

Education (K - 12)	<b>8.35%</b> 146	<b>4.46%</b> 78	<b>15.27%</b> 267	<b>16.13%</b> 282	<b>55.78%</b> 975	1,748	4.07
Fire Protection	<b>1.56%</b> 27	<b>4.40%</b> 76	<b>22.89%</b> 395	<b>27.64%</b> 477	<b>43.51%</b> 751	1,726	4.07
Business Recruitment	<b>4.98%</b> 87	<b>6.12%</b> 107	<b>18.09%</b> 316	<b>21.06%</b> 368	<b>49.74%</b> 869	1,747	4.04
Cellphone Coverage	<b>4.94%</b> 87	<b>6.02%</b> 106	<b>20.97%</b> 369	<b>23.81%</b> 419	<b>44.26%</b> 779	1,760	3.96
Local Parks and Recreation	<b>5.62%</b> 98	<b>5.45%</b> 95	<b>20.30%</b> 354	<b>24.25%</b> 423	<b>44.38%</b> 774	1,744	3.96
State Road Maintenance / Construction	<b>2.12%</b> 37	<b>4.81%</b> 84	<b>27.22%</b> 475	<b>29.68%</b> 518	<b>36.16%</b> 631	1,745	3.93
Affordable Housing	<b>9.00%</b> 158	<b>6.44%</b> 113	<b>19.70%</b> 346	<b>17.88%</b> 314	<b>46.98%</b> 825	1,756	3.87
Education (Colleges)	<b>8.26%</b> 143	<b>6.76%</b> 117	<b>19.86%</b> 344	<b>20.84%</b> 361	<b>44.28%</b> 767	1,732	3.86
Eldercare	<b>4.99%</b> 87	<b>7.05%</b> 123	<b>22.92%</b> 400	<b>28.02%</b> 489	<b>37.02%</b> 646	1,745	3.85
Recycling	<b>6.08%</b> 106	<b>7.52%</b> 131	<b>22.03%</b> 384	<b>24.27%</b> 423	<b>40.10%</b> 699	1,743	3.85
Education (Pre-K)	<b>10.88%</b> 188	<b>7.52%</b> 130	<b>18.46%</b> 319	<b>17.48%</b> 302	<b>45.66%</b> 789	1,728	3.80
Job Training	<b>5.33%</b> 92	<b>7.54%</b> 130	<b>24.17%</b> 417	<b>27.59%</b> 476	<b>35.36%</b> 610	1,725	3.80
Law Enforcement	<b>5.11%</b> 89	<b>8.16%</b> 142	<b>27.46%</b> 478	<b>23.21%</b> 404	<b>36.07%</b> 628	1,741	3.77
Bicycle and Pedestrian Paths	<b>14.02%</b> 249	<b>7.49%</b> 133	<b>14.36%</b> 255	<b>18.64%</b> 331	<b>45.50%</b> 808	1,776	3.74
Waste Management / Solid Waste	<b>4.93%</b> 84	<b>7.86%</b> 134	<b>29.62%</b> 505	<b>26.92%</b> 459	<b>30.67%</b> 523	1,705	3.71
Public Sewer and Water	<b>8.69%</b> 150	<b>8.16%</b> 141	<b>25.48%</b> 440	<b>21.71%</b> 375	<b>35.96%</b> 621	1,727	3.68
Homelessness / Poverty	<b>7.68%</b> 134	<b>11.06%</b> 193	<b>23.95%</b> 418	<b>21.03%</b> 367	<b>36.28%</b> 633	1,745	3.67
Agricultural Lands	<b>6.86%</b> 118	<b>9.88%</b> 170	<b>31.05%</b> 534	<b>22.27%</b> 383	<b>29.94%</b> 515	1,720	3.59
Private Property Rights	<b>10.05%</b> 174	<b>12.47%</b> 216	<b>23.67%</b> 410	<b>16.57%</b> 287	<b>37.24%</b> 645	1,732	3.58
Economic Diversity	<b>9.45%</b> 162	<b>9.98%</b> 171	<b>26.55%</b> 455	<b>25.85%</b> 443	<b>28.18%</b> 483	1,714	3.53
Cultural Resources / Facilities	<b>8.94%</b> 154	<b>10.74%</b> 185	<b>28.98%</b> 499	<b>25.61%</b> 441	<b>25.73%</b> 443	1,722	3.48
Tourism and Hospitality	<b>14.29%</b> 248	<b>10.83%</b> 188	<b>24.71%</b> 429	<b>23.56%</b> 409	<b>26.61%</b> 462	1,736	3.37
Residential Housing Development	<b>10.56%</b> 182	<b>14.34%</b> 247	<b>33.95%</b> 585	<b>22.11%</b> 381	<b>19.04%</b> 328	1,723	3.25
Commercial Development	<b>14.63%</b> 252	<b>14.87%</b> 256	<b>31.48%</b> 542	<b>17.94%</b> 309	<b>21.08%</b> 363	1,722	3.16
Public Transportation	<b>16.24%</b> 284	<b>15.61%</b> 273	<b>27.50%</b> 481	<b>17.95%</b> 314	<b>22.70%</b> 397	1,749	3.15

Childcare	19.00% 327	12.55% 216	26.96% 464	18.19% 313	23.30% 401	1,721	3.14
Animal Control	12.03% 209	18.99% 330	37.69% 655	15.82% 275	15.48% 269	1,738	3.04

Top 5 Responses  
Weighted Average

- 1) Air and Water Quality
- 2) Broadband / Internet Access
- 3) Living Wage
- 4) The accessibility of Healthcare
- 5) EMS / First Responder

Top 5 Responses  
Medium-High and High Priority Combined

- 1) Air and Water Quality
- 2) Broadband / Internet Access
- 3) Living Wage
- 4) The accessibility of Healthcare
- 5) Education (K - 12)

In this open-ended question, respondents most frequently mentioned Business, Jobs, Affordable Housing, Water and Zoning as being important.

Example responses from each of these categories include:

- **Business:** “Promote small business, shop local.”
- **Jobs:** “Good paying jobs - most of these items take care of themselves.”
- **Affordable Housing:** “This was hard to answer because I can’t answer just for myself. Even though I am a senior citizen I know how important pre-K programs are, and even though I can afford my own home, I know how important decent, affordable housing is too many who are not so fortunate and the strength of this community lies in the web of support it maintains for all its residents.”
- **Water:** “#1 Consolidate countywide water treatment. “
- **Zoning:** “Need zoning.”

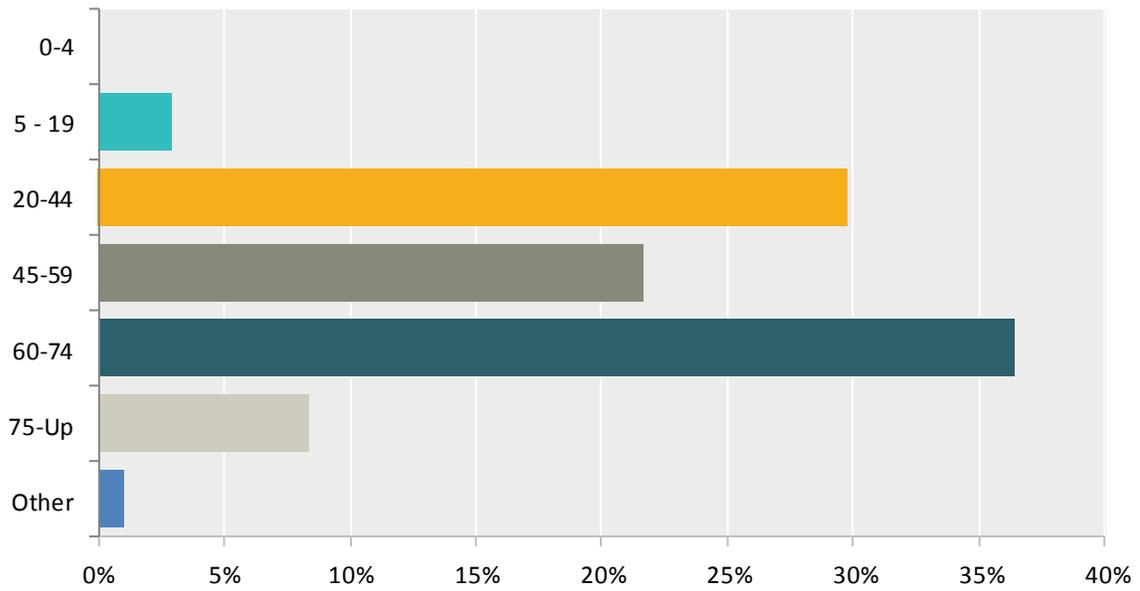
Other (please specify): *Keyword summary results.*

Keyword	Frequency
Business	16.42% 11
Jobs	16.42% 11
Affordable Housing	10.45% 7
Water	8.96% 6
Development	5.97% 4
Zoning	5.97% 4
High Priority	4.48% 3
Bike Lanes	4.48% 3
Infrastructure	4.48% 3
Library	4.48% 3
Ecusta Bike	2.99% 2

Environmental	2.99%	2
Food	2.99%	2
Health	2.99%	2
Power	2.99%	2
<b>Total</b>		<b>67</b>

## Q22 What is your age?

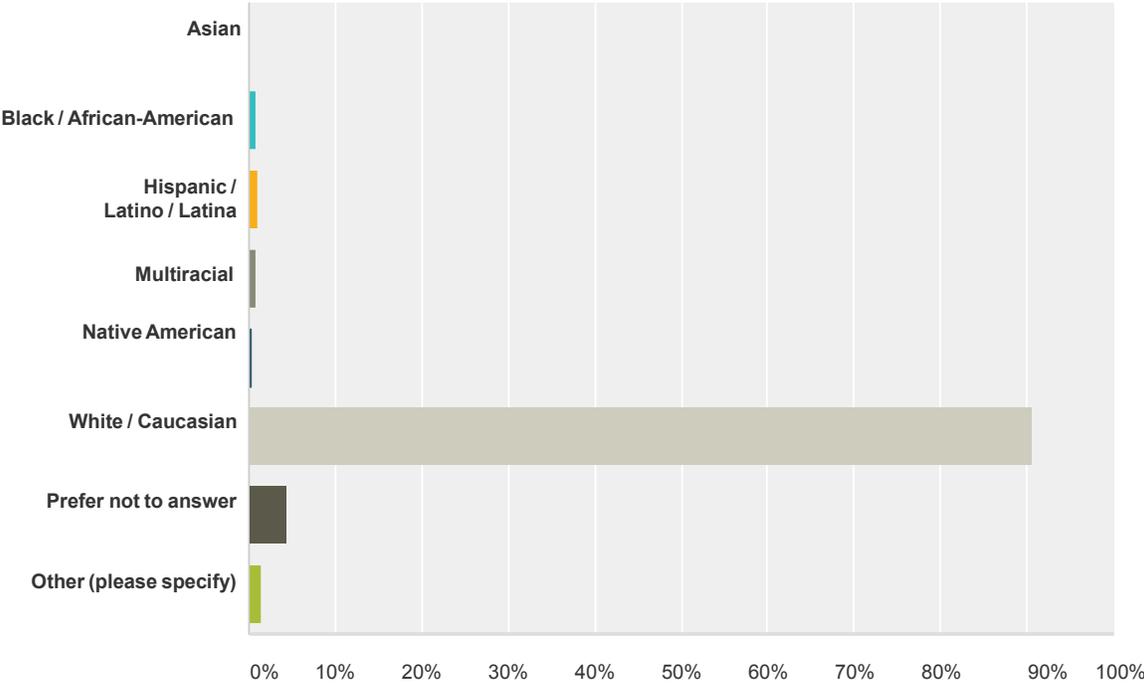
Answered: 1,743 Skipped: 370



Answer Choices	Responses
0 - 4	0.00% 0
5 - 19	2.87% 50
20 - 44	29.78% 519
45 - 59	21.63% 377
60 - 74	36.43% 635
75 - Up	8.32% 145
Other	0.98% 17
<b>Total</b>	<b>1,743</b>

### Q23 Do you consider yourself...

Answered: 1,783 Skipped: 330



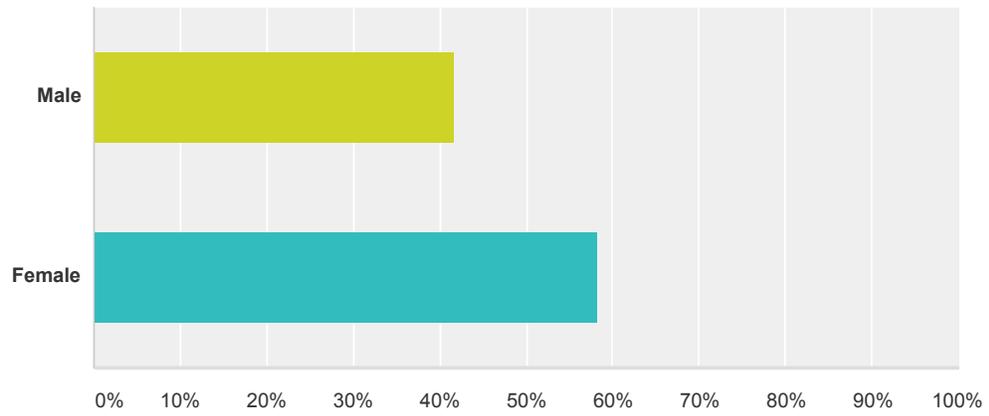
Answer Choices	Responses
Asian	0.22% 4
Black / African-American	0.90% 16
Hispanic / Latino / Latina	1.01% 18
Multiracial	0.79% 14
Native American	0.39% 7
White / Caucasian	90.69% 1,617
Prefer not to answer	4.49% 80
Other (please specify)	1.51% 27
<b>Total</b>	<b>1,783</b>

**Other (please specify):**

The top three responses identified were American, European American and No. The Detailed table is available in **Appendix B**.

## Q24 What is your gender?

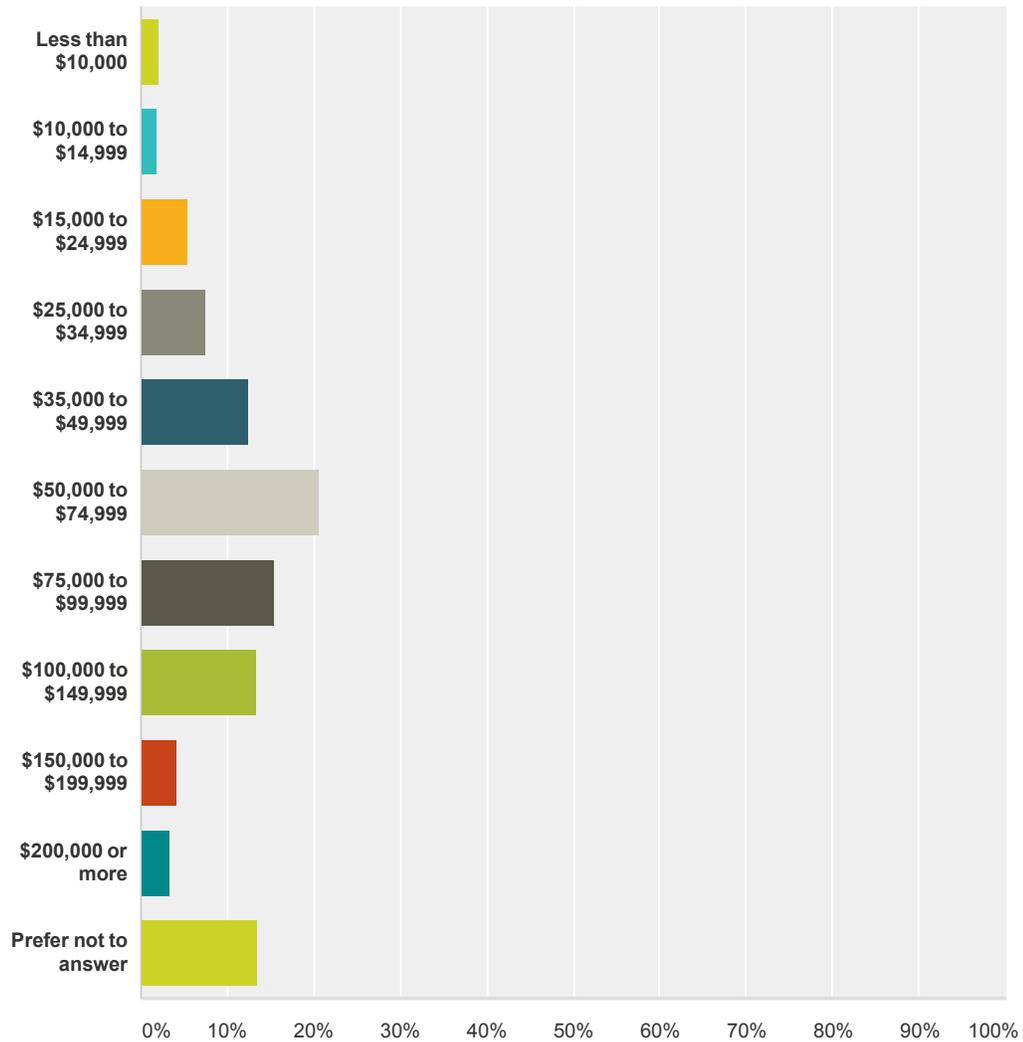
Answered: 1,750 Skipped: 363



Answer Choices	Responses
Male	41.83% 732
Female	58.17% 1,018
<b>Total</b>	<b>1,750</b>

## Q25 What is your approximate annual household income?

Answered: 1,761 Skipped: 352

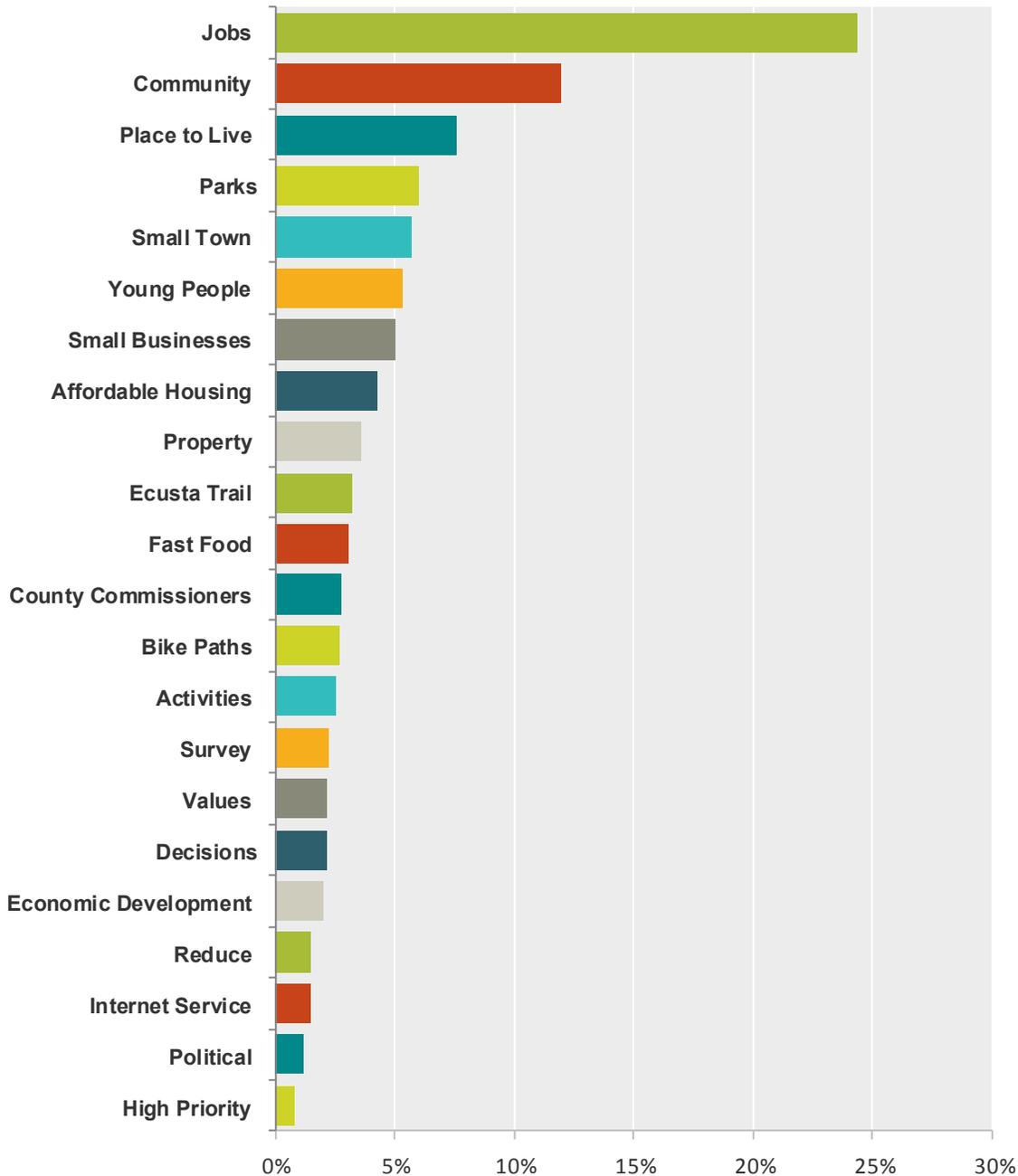


Answer Choices	Responses	Count
Less than \$10,000	2.10%	37
\$10,000 to \$14,999	1.82%	32
\$15,000 to \$24,999	5.39%	95
\$25,000 to \$34,999	7.61%	134
\$35,000 to \$49,999	12.49%	220
\$50,000 to \$74,999	20.67%	364
\$75,000 to \$99,999	15.50%	273
\$100,000 to \$149,999	13.29%	234

\$150,000 to \$199,999	4.26%	75
\$200,000 or more	3.29%	58
Prefer not to answer	13.57%	239
<b>Total</b>		<b>1,761</b>

## Q26 What other comments or suggestions, if any, do you have for making Transylvania County a better place to live, work, and visit?

Answered: 871 Skipped: 1,242



In this open-ended question, respondents most frequently mentioned Jobs, Community, Place to Live, Parks and Small Town as keyword comments or suggestions for making Transylvania County a better place to live, work, and visit.

Example responses from each of these categories include:

- **Jobs:** “Jobs, jobs, jobs! With more jobs, higher income, everything else will fall into place with general maintenance. Your focus should be on jobs, plants, factories, etc. Look how Greenville, SC is prospering!
- **Community:** “Community support for young families with children.”
- **Place to Live:** “Transylvania County is already a great place to visit! Let's make it a better place for people to live and work in year round.”
- **Parks:** “A position to make sure the French Broad and parks are maintained regularly.”
- **Small Town:** “We love the small town/neighborly feeling here and beautiful natural resources and surroundings. We support growth of our county services but not at the expense of the above assets.”

*Keyword summary results*

Keyword	Frequency	
Jobs	24.34%	183
Community	11.97%	90
Place to Live	7.58%	57
Parks	5.98%	45
Small Town	5.72%	43
Young People	5.32%	40
Small Businesses	5.05%	38
Affordable Housing	4.26%	32
Property	3.59%	27
Ecusta Trail	3.19%	24
Fast Food	3.06%	23
County Commissioners	2.79%	21
Bike Paths	2.66%	20
Activities	2.53%	19
Survey	2.26%	17
Values	2.13%	16
Decisions	2.13%	16
Economic Development	1.99%	15
Internet Service	1.46%	11
Political	1.20%	9
High Priority	0.80%	6
<b>Total</b>		<b>752</b>



## Conclusion

2,113 individuals participated in the 2025 Comprehensive Plan Survey. These individuals represent:

- 6.4% of the 1990 US Census for Transylvania County *or*
- 9% of registered voters in 2015 *or*
- 11% of total households identified by the US Census (2014)

Individuals who took the survey were very helpful in sharing their views about the County. Further, many took a great deal of time to articulate specific concerns and/or opportunities the Planning Board should consider when drafting the 2025 Comprehensive Plan. As Planning Board members noted, there were over 227 pages of “written comments” shared by respondents.

Many different opinions and perspectives surfaced throughout the survey and are listed in the report. Different ideas about zoning and land use regulations, tourism, taxes, and the types of businesses to attract to the County were also identified. Similarly, many individuals from more rural areas noted there should be greater attention by the County to their needs.

One item discussed by Planning Board members was the number of times in the written comments, negative references were made that focused on “outsiders” or “others” or “natives.” The success of any future comprehensive plan will inherently rely on the “greater community” finding a way to move beyond this divide.

Finally, many respondents expressed a desire for better collaboration between county and city government; the need to see action from their survey and report participation; and a genuine desire to preserve the uniqueness of Transylvania County while supporting job creation and new work opportunities.

## Index

The open-ended full responses to questions Q1, Q4, Q5, Q7, Q9, Q10, Q11, Q12, Q18, Q20, Q21, Q23 and Q26 are included in **Appendix B** to this report.

Q1. 1-2	Q16. 136-138
Q4. 3-4	Q18. 139-164
Q5. 5-6	Q20. 165-178
Q7. 7-58	Q21. 179-180
Q9. 59-60	Q23. 181
Q10. 61-76	Q26. 182-227
Q11. 77-105	
Q12. 106-135	

# 10 Minutes for 10 Years of Growth Survey Results

Wednesday, June 17, 2015 **Survey 1,159 Total Responses – 1,030 Complete Responses**

Saturday, August 15, 2015 **Survey 2,113 Total Responses – 1,812 Complete Responses**

## Q1: In what part of the County (community) do you live?

June 17, 2015: Answered: 1,150 Skipped: 9

Final: Answered: 2,093 Skipped: 20

Answer Options	June 17, 2015 Response Percent	Final Response Percent	2010 Census Percent
<b>Boyd</b>	<b>2.2%</b>	<b>2.9%</b>	<b>11.2%</b>
Penrose	2.2%	2.9%	
<b>Brevard</b>	<b>49.1%</b>	<b>48.2%</b>	<b>35.1%</b>
City of Brevard	24.1%	25.0%	
City of Brevard ETJ	7.0%	6.6%	
Pisgah Forest	18.0%	16.6%	
<b>Cathey's Creek</b>	<b>5.0%</b>	<b>4.5%</b>	<b>11.5%</b>
Cathey's Creek	5.0%	4.5%	
<b>Dunn's Rock</b>	<b>15.3%</b>	<b>12.2%</b>	<b>14.7%</b>
Connestee	8.4%	6.6%	
Dunn's Rock	6.9%	5.6%	
<b>Eastatoe</b>	<b>7.2%</b>	<b>8.1%</b>	<b>9.0%</b>
Town of Rosman	1.6%	3.0%	
Eastatoe	3.5%	3.0%	
East Fork	2.1%	2.1%	
<b>Gloucester</b>	<b>2.0%</b>	<b>2.9%</b>	<b>4.0%</b>
Silversteen	0.3%	0.6%	
Balsam Grove	1.7%	2.3%	
<b>Hogback</b>	<b>3.7%</b>	<b>6.4%</b>	<b>6.7%</b>
Sapphire	0.3%	1.1%	
Quebec	0.8%	1.0%	
Lake Toxaway	2.6%	4.3%	
<b>Little River</b>	<b>8.4%</b>	<b>7.5%</b>	<b>7.7%</b>
Cedar Mountain	4.7%	4.1%	
Little River	3.7%	3.4%	

## Q22: What is your age?

June 17, 2015: Answered: 1004 Skipped: 155

Final: Answered: **1,743** Skipped: **370**

Answer Options	June 17, 2015 Response Count	Final Response Percent	2010 Census Percent
0 - 4	0.0%	0.0%	4.6%
5 - 19	4.4%	2.9%	15.9%
20 - 44	25.3%	29.8%	24.6%
45 - 59	22.6%	21.6%	21.0%
60 -74	38.9%	36.4%	22.1%
75 - Up	8.0%	8.3%	11.8%
Other	0.8%	1.0%	-

## Q23: Do you consider yourself...

June 17, 2015: Answered: 1,018 Skipped: 141

Final: Answered: **1,783** Skipped: **330**

Answer Options	June 17, 2015 Response Count	Final Response Percent	2010 Census Percent
Asian	0.3%	0.2%	0.4%
Black / African-American	1.0%	0.9%	3.8%
Hispanic / Latino / Latina	0.3%	1.0%	2.8%
Multiracial	0.7%	0.8%	1.6%
Native American	0.1%	0.4%	0.3%
White / Caucasian	91.9%	90.7%	89.8%
Prefer not to answer	4.5%	4.5%	-
Other (please specify)	1.2%	1.5%	1.2%

## Q24: What is your gender?

June 17, 2015: Answered: 995 Skipped: 164

Final: Answered: **1,750** Skipped: **363**

Answer Options	June 17, 2015 Response Count	Final Response Percent	2010 Census Percent
Male	38.8%	41.8%	48.3%
Female	61.2%	58.2%	51.7%

## Q25: What is your approximate annual household income?

June 17, 2015: Answered: 1,007 Skipped: 152

**Final: Answered: 1,761 Skipped: 352**

Answer Options	June 17, 2015 Response Count	Final Response Percent	2010 Census Percent
Less than \$10,000	1.5%	<b>2.1%</b>	8.1%
\$10,000 to \$14,999	1.6%	<b>1.8%</b>	8.3%
\$15,000 to \$24,999	5.1%	<b>5.4%</b>	12.1%
\$25,000 to \$34,999	7.8%	<b>7.6%</b>	14.5%
\$35,000 to \$49,999	12.4%	<b>12.5%</b>	16.8%
\$50,000 to \$74,999	20.0%	<b>20.7%</b>	18.3%
\$75,000 to \$99,999	17.4%	<b>15.5%</b>	10.3%
\$100,000 to \$149,999	13.3%	<b>13.3%</b>	8.0%
\$150,000 to \$199,999	4.6%	<b>4.3%</b>	1.7%
\$200,000 or more	3.7%	<b>3.3%</b>	1.9%
Prefer not to answer	12.7%	<b>13.6%</b>	-



# 2025

## 2025 Comprehensive Plan

### Survey Question 11

“Thinking about the next 10 years, what would you like to see in the County that is not here now? Please List:”

Answered by 1,771      Skipped by 342

### Survey Question 12

“Similarly, thinking about the next 10 years, what would you like to see changed in the County? Please list:”

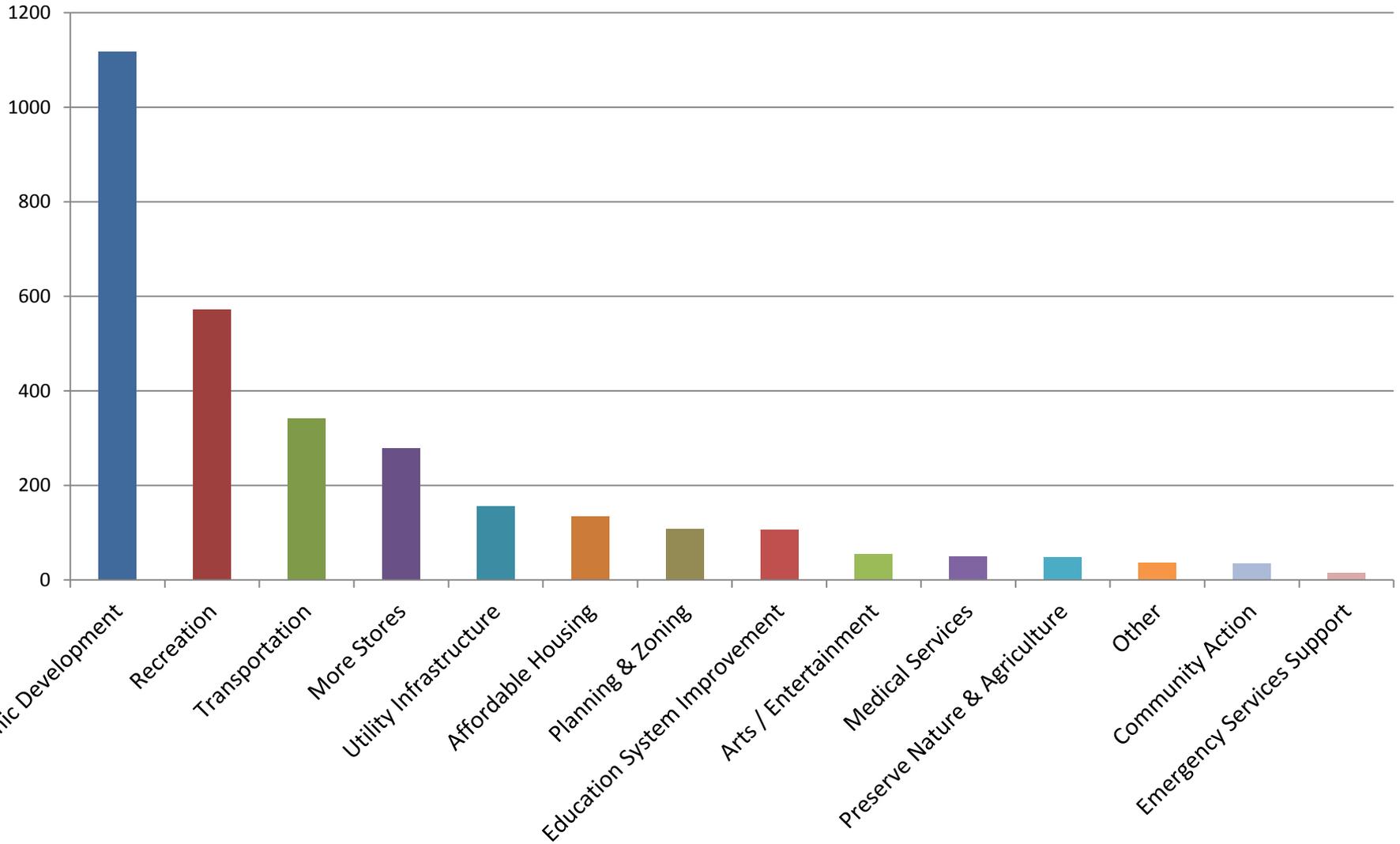
Answered by 1,554      Skipped by 559

As draft goals and strategies for the 2025 Comprehensive Plan have been discussed, the Planning Board has requested more information regarding the use of certain words by survey respondents. To assess more fully what the survey respondents said, the open-ended questions were reviewed in depth. Many of the write-in responses addressed multiple subjects which were separated out into categories. The results of the data review for questions #11 and #12 follows:

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# Question 11: What's not here now that you want?

Categories of the 1,771 write-in responses:



June 9, 2016

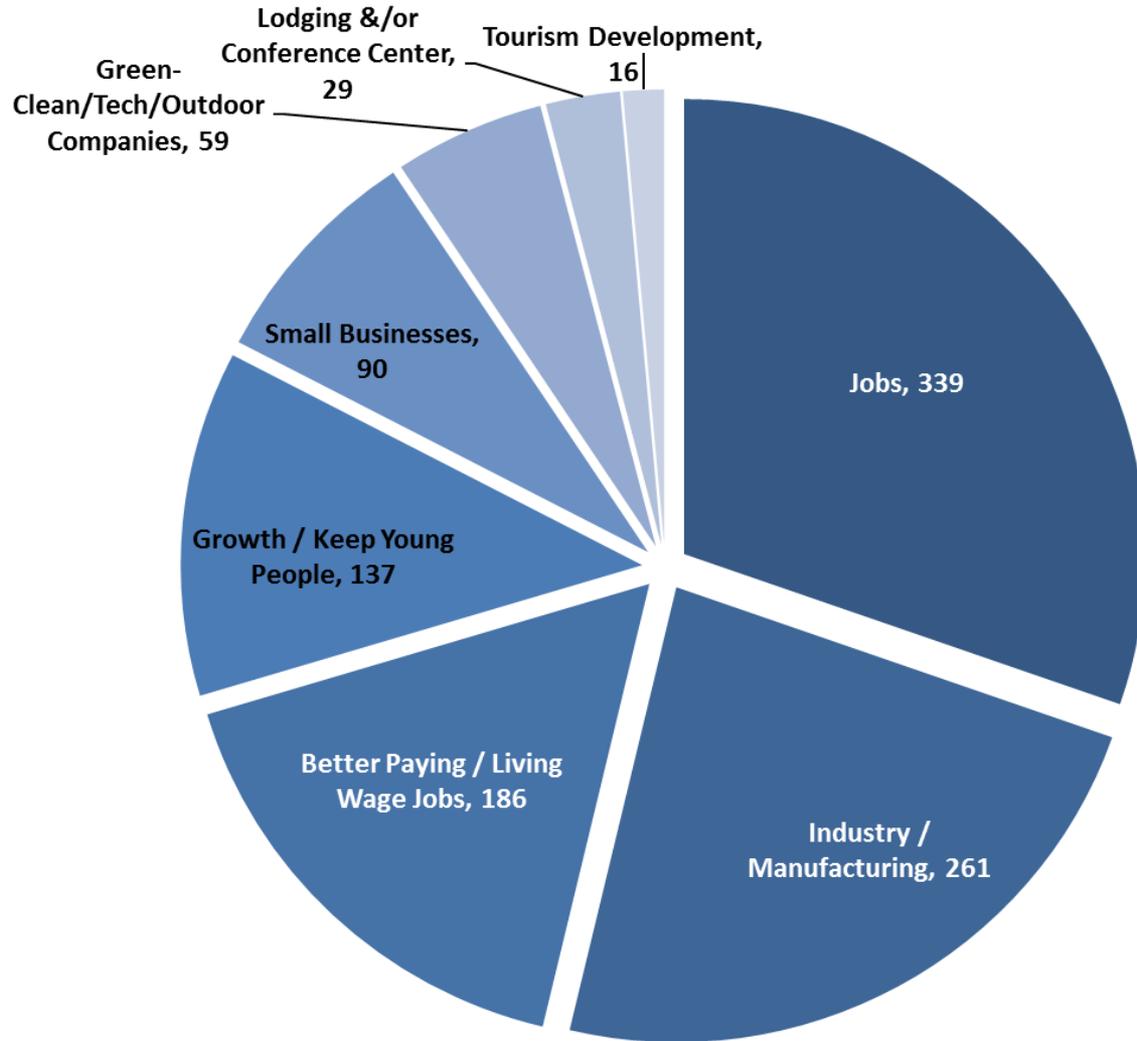
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2025

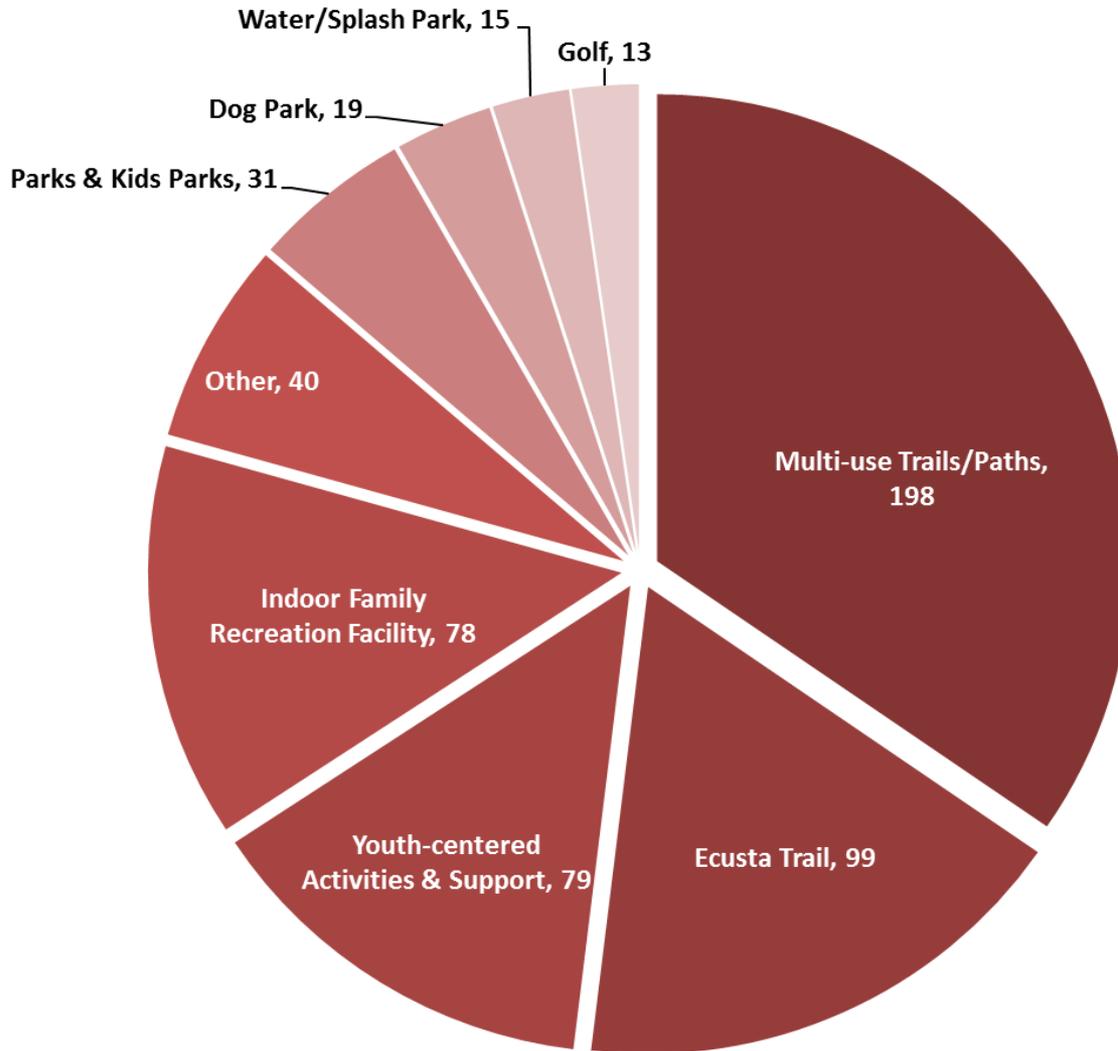
### Question 11: What's not here now that you want?...

Out of 1,771 total responses to question 11, there were 1,117 (63%) write-in responses regarding Economic Development:



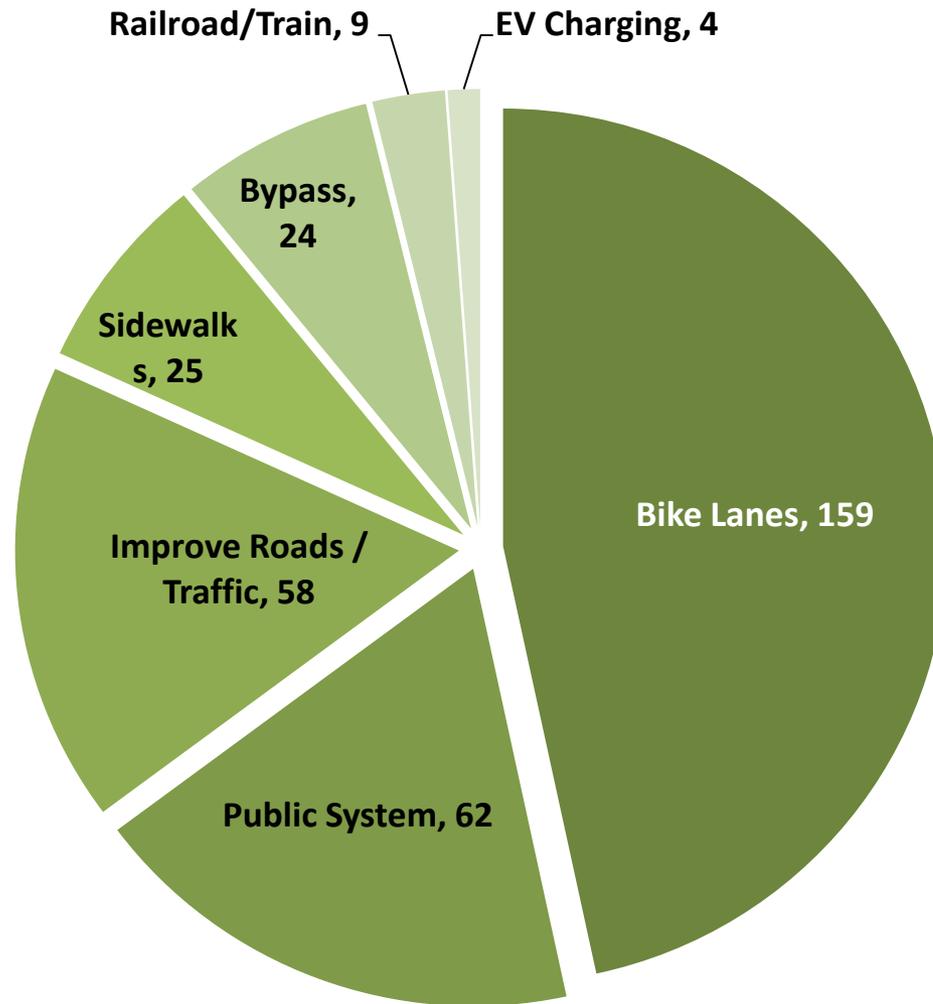
**Question 11: What's not here now that you want?...**

Out of 1,771 total responses to question 11, there were 572 (32%) write-in responses regarding Recreation:



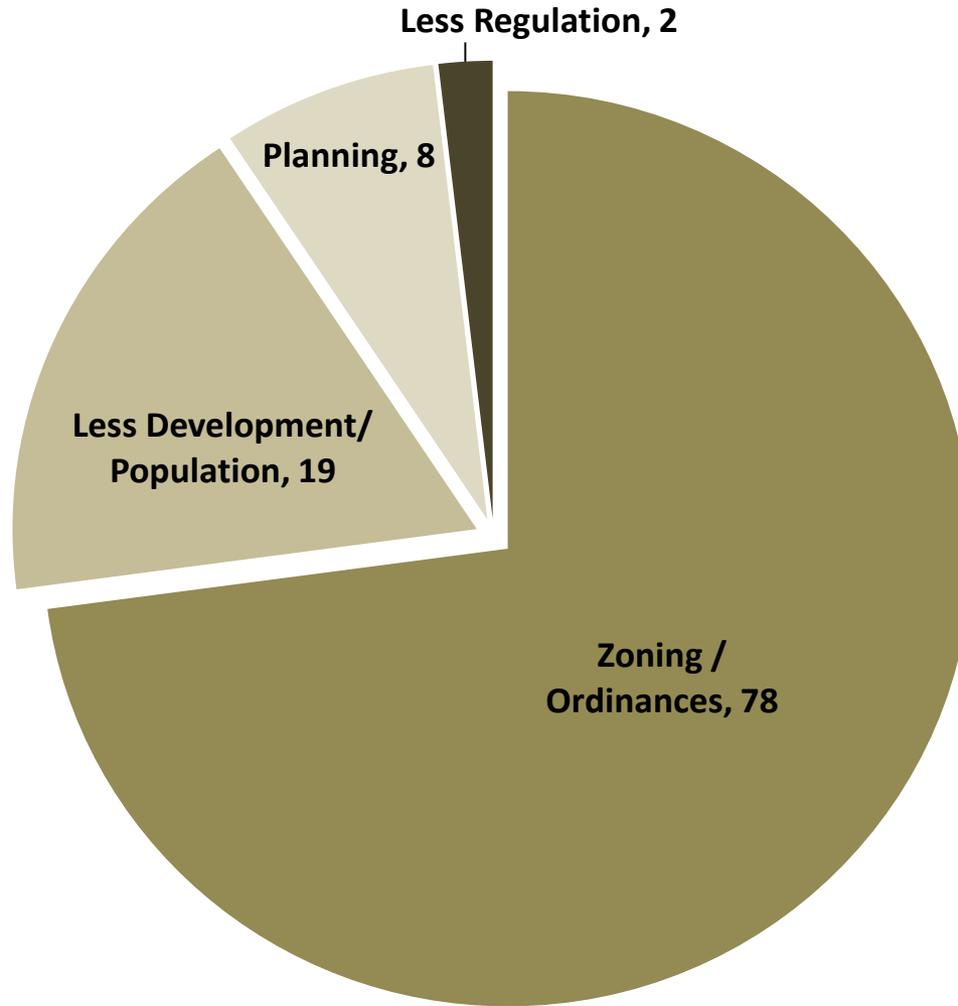
**Question 11: What's not here now that you want?...**

Out of 1,771 total responses to question 11, there were 342 (19%) write-in responses regarding Transportation:



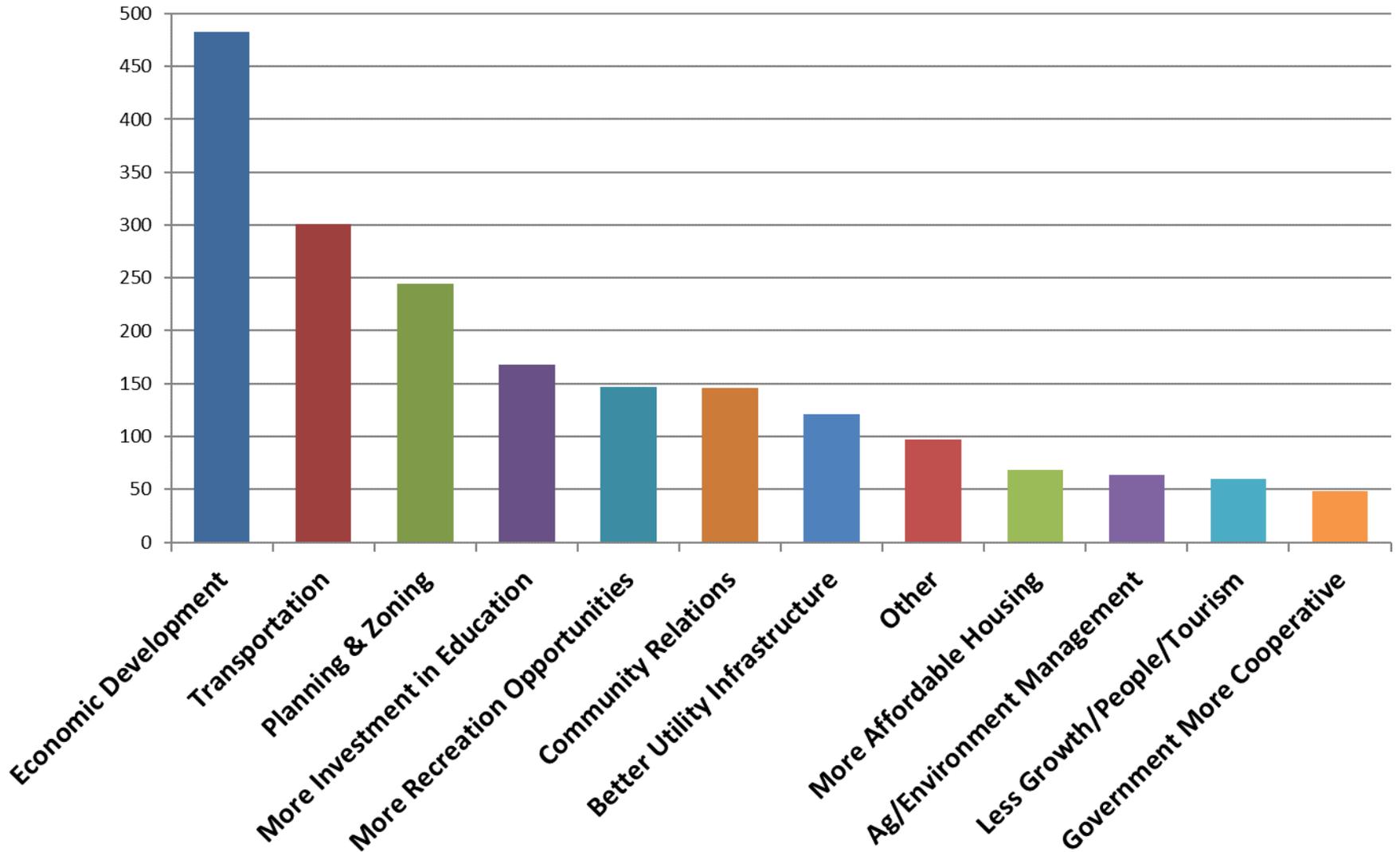
**Question 11: What's not here now that you want?...**

Out of 1,771 total responses to question 11, there were 107 (6%) write-in responses regarding Planning & Zoning:



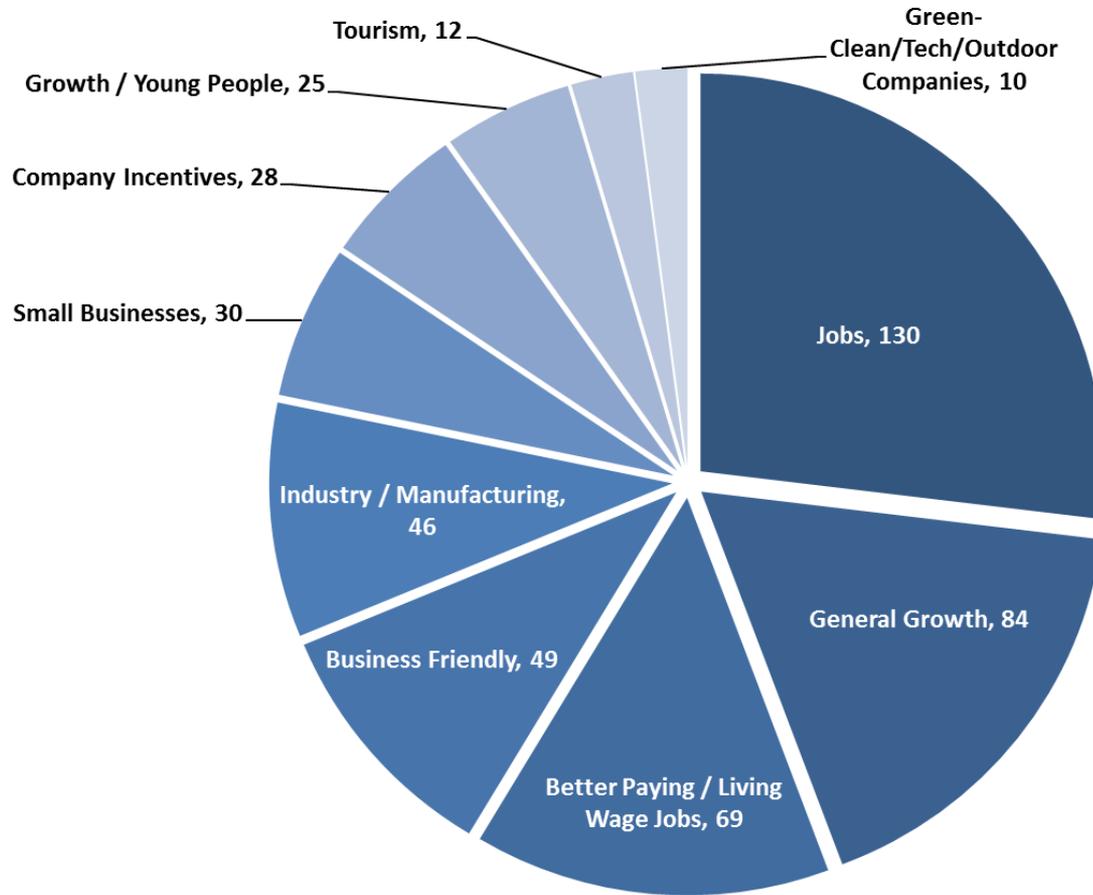
## Question 12: What would you like to see changed?

Categories of the 1,554 write-in responses:



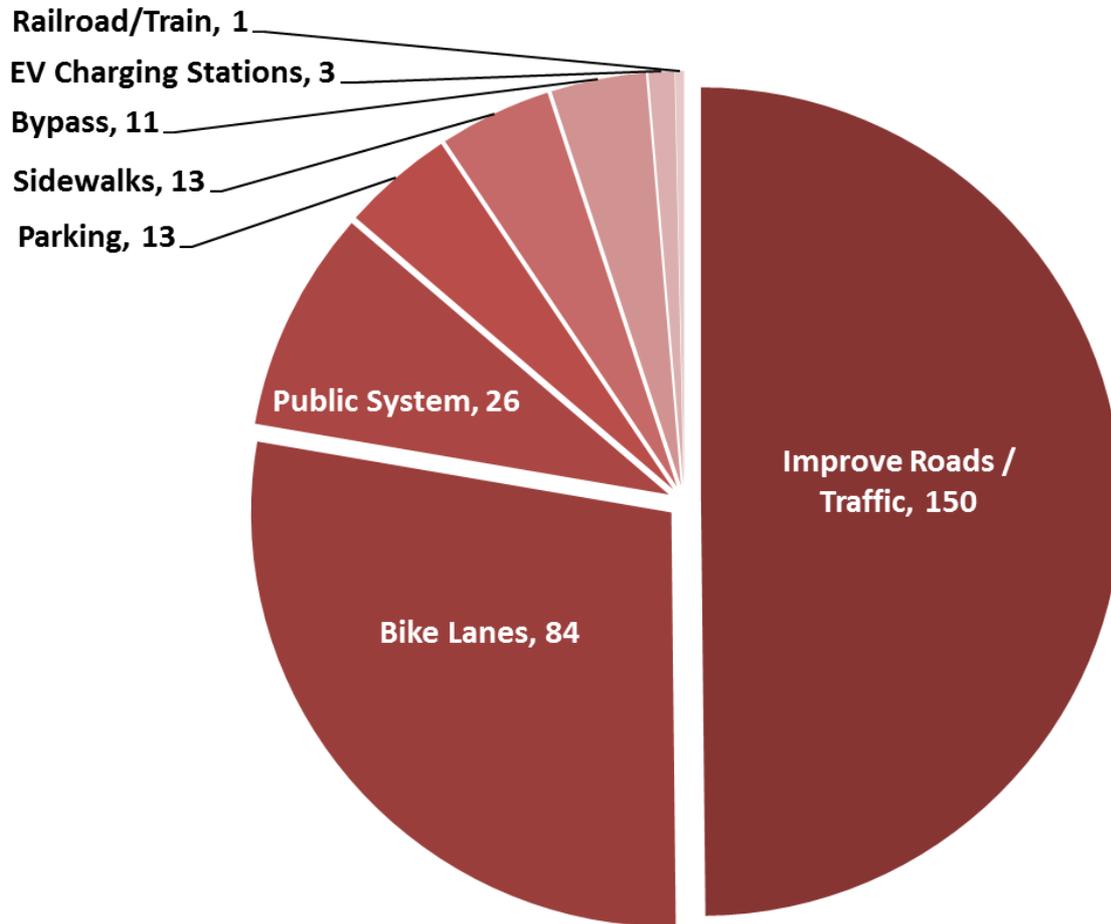
### Question 12: What would you like to see changed?...

Out of 1,554 total responses to question 12, there were 483 (31%) write-in responses regarding Economic Development:



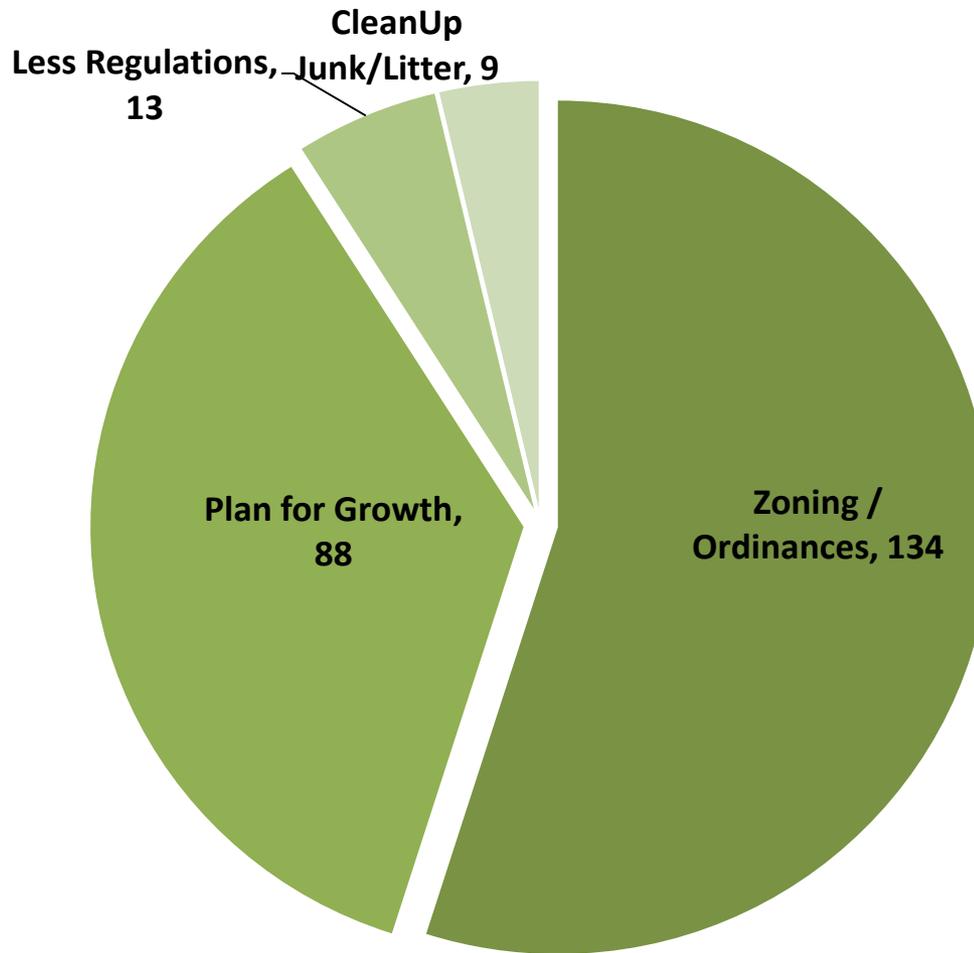
### Question 12: What would you like to see changed?...

Out of 1,554 total responses to question 12, there were 301 (19%) write-in responses regarding Transportation:



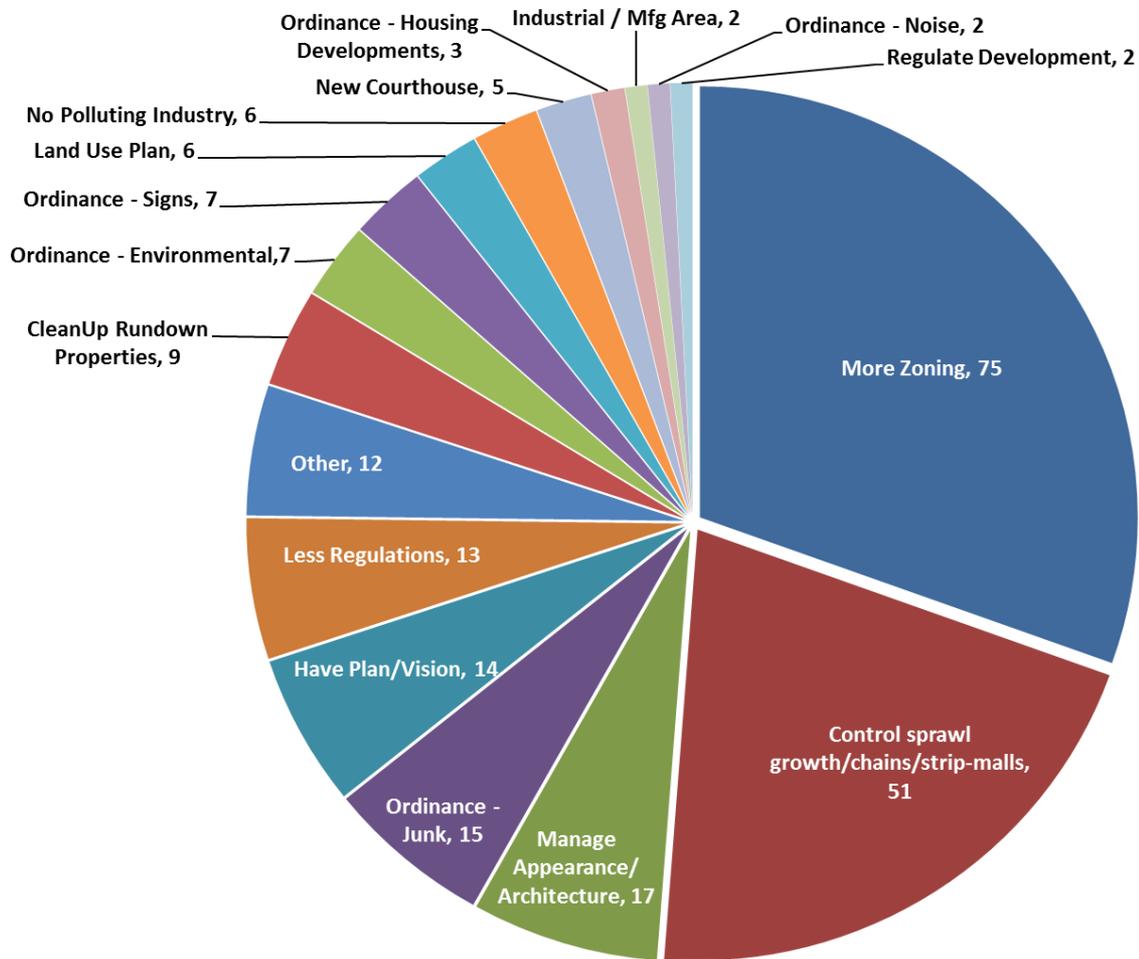
### Question 12: What would you like to see changed?...

Out of 1,554 total responses to question 12, the OVERVIEW of the 244 (16%) write-in responses regarding Planning & Zoning:



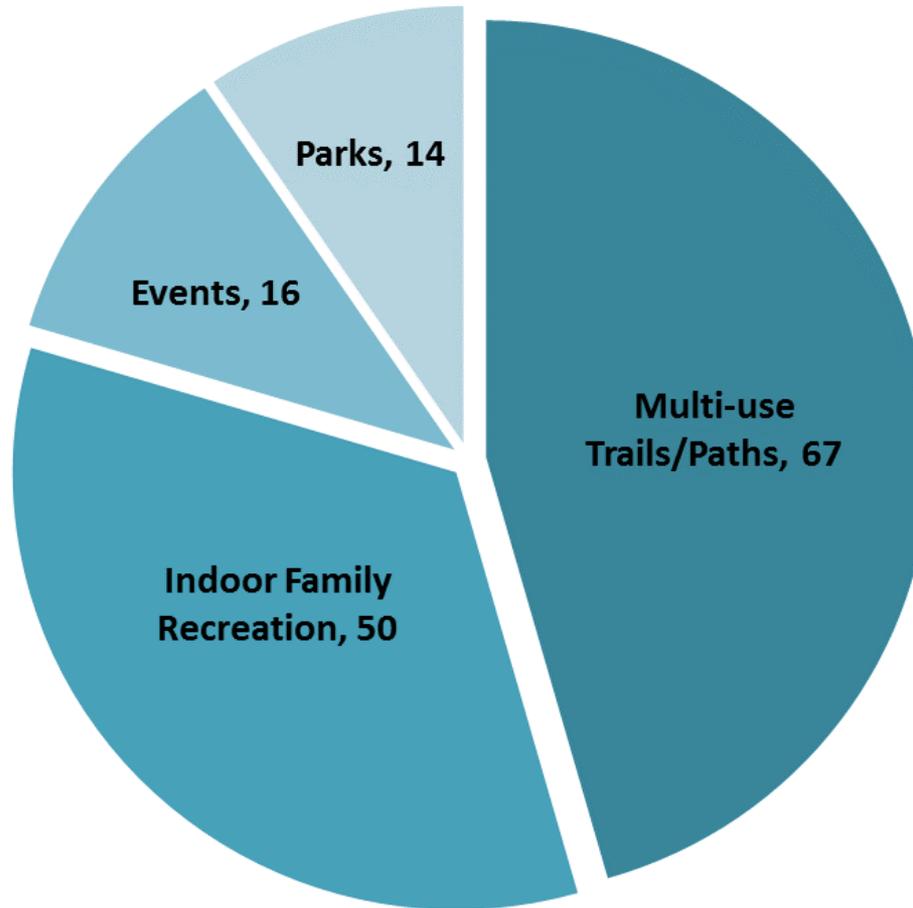
### Question 12: What would you like to see changed?...

The DETAILED review of the 244 (16%) write-in responses regarding Planning & Zoning in question12:  
(Same responses with more detail)



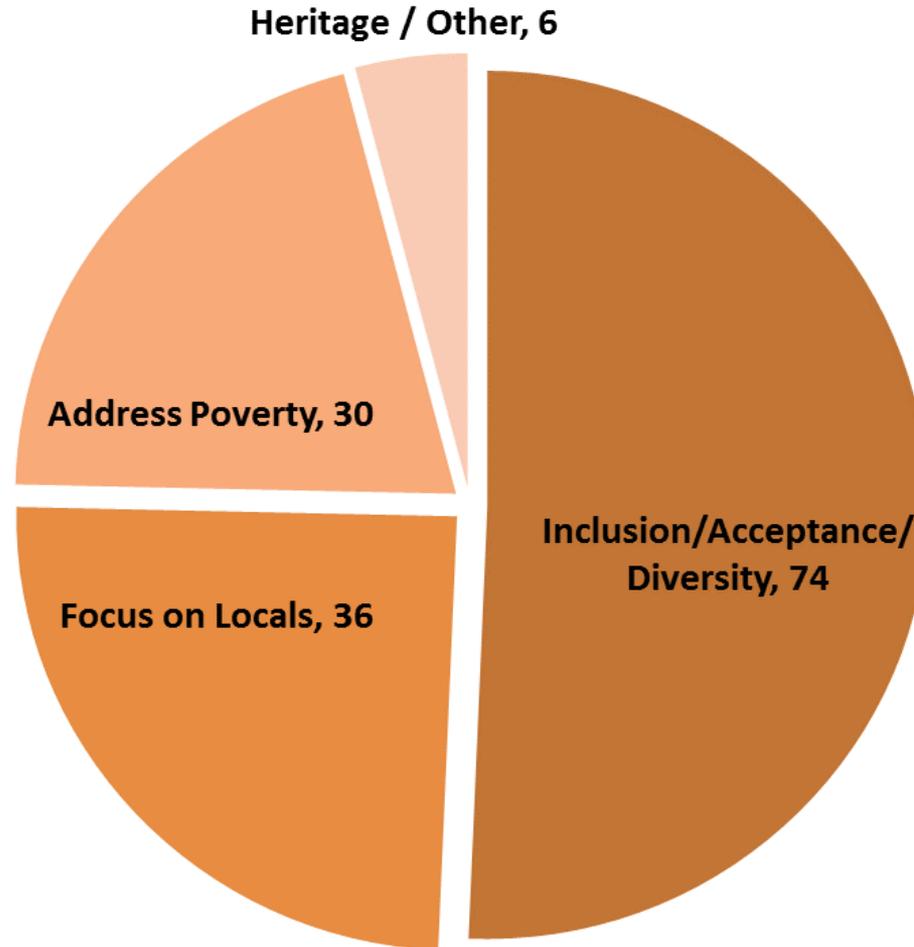
**Question 12: What would you like to see changed?...**

Out of 1,554 total responses to question 12, there were 147 (9%) write-in responses regarding Recreation:



**Question 12: What would you like to see changed?...**

Out of 1,554 total responses to question 12, there were 146 (9%) write-in responses regarding Community Relations:





# 2025

## 2025 Comprehensive Plan

### Survey Question 21

“Looking at the next 10 years, please indicate how important each of the following is to you:”

Answered by 1,741 on average

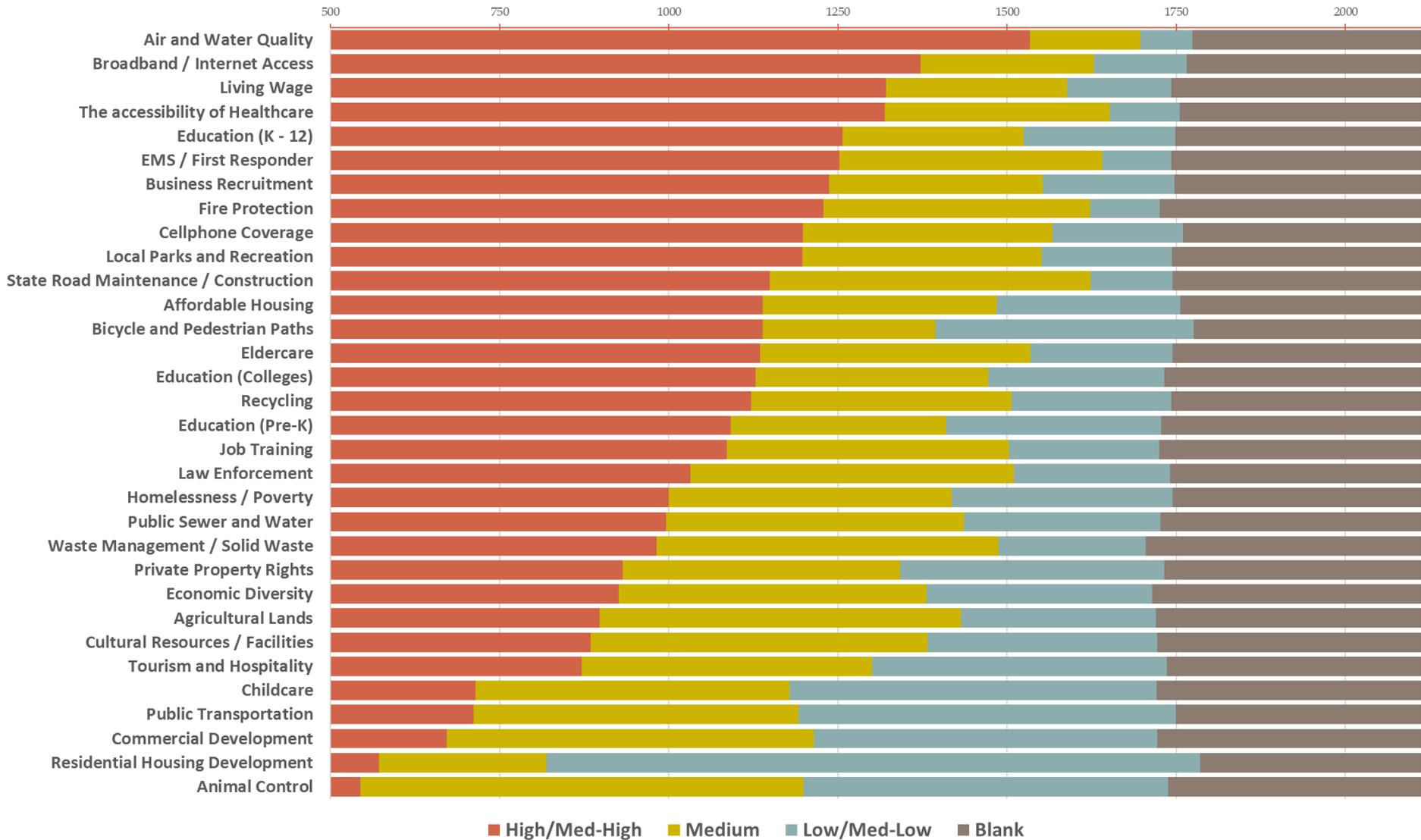
Skipped by 372 on average, some skipping only certain topics

As draft goals and strategies for the 2025 Comprehensive Plan have been discussed, the Planning Board has requested more information.

In preparation for the June 16<sup>th</sup> Planning Board Meeting, Question 21 has been broken down into more detail.

# Question 21: Looking at the next 10 years, please indicate how important each of the following is:

From provided list of topics, respondents were asked to rate each topic on a scale of 1 (Low Priority) to 5 (High Priority).

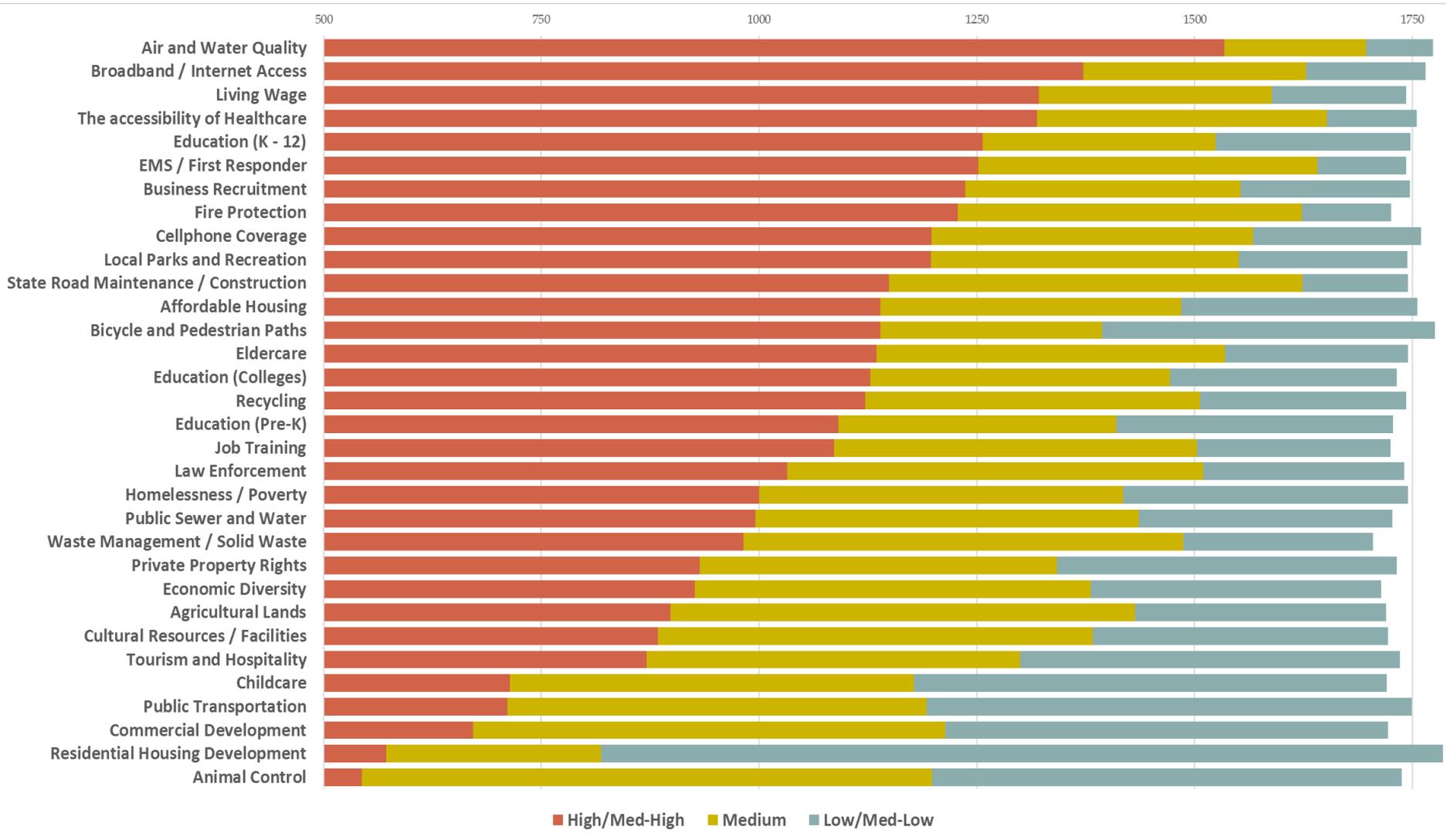


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# Question 21: Looking at the next 10 years, please indicate how important each of the following is:

From provided list of topics, respondents were asked to rate each topic on a scale of 1 (Low Priority) to 5 (High Priority).



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