



Town of Knightdale

Recreation & Quality of Life Survey Report

Conducted October 2008

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Town of Knightdale

Recreation & Quality of Life Survey Report

Purpose and Scope:

Survey research represents one method of collecting important opinion information from your citizens. Properly conducted survey research helps convert citizen opinion information into clear “messages” to you about what your citizens expect from you and believe about you as a supplier of services.

The purpose of this survey is to obtain citizen opinion information regarding services provided by the Town of Knightdale, and to help identify important “messages” from your citizens that can assist you in decision making. Specifically, the principle goals of this survey might be summarized as follows:

- ◆ Identify what people like about living in Knightdale These have a positive influence on citizen satisfaction, and are the things you want to retain.
- ◆ Identify areas for improvement that can negatively impact citizen satisfaction.
- ◆ Identify some things that are most important to the citizens of Knightdale.
- ◆ Establish a baseline of citizen opinions that can be trended over time to determine if and how opinions are changing.

The ability of survey results to assist you in decision making can be enhanced by looking at the survey data from different perspectives or ‘views’. Each view contributes to a more complete understanding of the true opinions underlying people’s responses to the survey questions. Looking at multiple views is part of the process of transforming relatively meaningless ‘data’ into useful ‘information’. Consequently, the results presented in this report are often shown in various levels of detail in order to provide you with different views of the data. For example, in some cases the results summarize the opinions of *all* of the people who responded to the survey taken together. In other cases, the survey data is segmented into *groups* of respondents who differ from one another along one or more dimensions (*See Table Below*). This segmentation of the data enables you to determine if different groups of people answered questions differently based on questions like these:

• Which neighborhood do you live in?
• How often do you use the Town's recreation facilities?
• Which best describes your ethnic background?
• Ages of household members.
• Your highest level of education is...
• What was your total household income in 2007?

In this report, we will refer to respondents, citizens and customers interchangeably.

Survey Description:

The survey is divided into three principle parts:

1. *Background Questions*
2. *Citizen Opinion Statements and Questions*
3. *Open Ended Questions.*

1. Background information was collected to understand what types of people responded to the survey. This information enables important differences in people's responses to be examined based on these questions:

Which neighborhood do you live in?	♦ List of neighborhoods to choose from was given.	
How often do you use the Town's recreation facilities?	♦ Translated into times per year	
Your highest level of education is...	♦ Some high school ♦ High school graduate ♦ Some college but no degree	♦ Vocational or 2 yr. degree ♦ College graduate (BA or BS) ♦ Graduate degree
Ages of household members	♦ Under 6 ♦ 6-12 ♦ 13-17 ♦ 18-30	♦ 31-45 ♦ 46-55 ♦ 56-65 ♦ 66+
Which best describes your ethnic background?	♦ African American ♦ Native American ♦ Caucasian ♦ Latin American	♦ Asian American ♦ Pacific Island American ♦ Other _____
What was your total household income in 2007?	♦ Under \$20,000 ♦ \$20-29,000 ♦ \$30-39,000 ♦ \$40-49,000 ♦ \$50-59,000 ♦ \$60-69,000	♦ \$70-79,000 ♦ \$80-89,000 ♦ \$90-99,000 ♦ \$100-124,000 ♦ \$125-149,000 ♦ \$150,000 or more

2. Several rated statements were included in the survey to provide a general scope of respondents' opinions of the Town. One example would be:

I feel that Knightdale is a good place to raise a family.
3. Comments were also captured. Comments provide an opportunity for respondents to reveal information of importance that was not specifically asked for in the survey. They also lend value to the interpretation of ratings by providing a better sense of context or supportive evidence that enriches the interpretation.

The two open-ended questions were:

What one thing would you like to see done to make Knightdale a better place to live?

Please tell us anything else you'd like to see or see done in Knightdale.

Survey Construction:

Care has been taken in the construction of this survey to help ensure citizen opinion information is gathered in an appropriate manner. In particular, the following characteristics of surveys, which are known to influence the accuracy of the information received, were considered during construction. These include:

1. Wording of Statements	<ul style="list-style-type: none">◆ Statements are kept brief to reduce the amount of reading required.◆ Statements are reviewed for ambiguity to ensure they convey only one meaning where possible.◆ Statements are designed to be neutral or slightly positive.◆ Each statement ideally covers only one idea to be rated.
2. Statement Order	<ul style="list-style-type: none">◆ When possible, statements are put in order from the most general to the most specific. This is done to avoid raising specific issues early that may positively or negatively influence responses on more general statements that follow.◆ Statements are grouped with other statements into similar categories.◆ More emotionally charged statements to be rated are generally placed toward the end of a category, or the end of the survey since they can influence ratings on other less emotionally charged issues.
3. Instructions	<ul style="list-style-type: none">◆ Instructions provided at the beginning of the survey clearly indicate the purpose for the survey. The instructions also assure respondents that confidentiality will be preserved, and described when and how to return the survey.
4. Rating Scale	<ul style="list-style-type: none">◆ A 7 point scale is used for rating purposes. This type of scale supports a multitude of parametric statistical tests that are most useful in evaluating and prioritizing the strengths and areas for improvement.

◆ ***A copy of the survey used is presented near the end of this report.***

Survey Distribution:

Approximately 4100 surveys were distributed to citizens/customers of the Town of Knightdale via first class US Mail. The surveys were mailed by Insight Research, Inc. Any undeliverable envelopes should have been returned to the Town by the USPS. A few surveys were distributed at apartment complexes in Knightdale.

In order to alert citizens that a survey was forthcoming, a pre-survey postcard was mailed to survey recipients a few days before the actual survey itself was mailed.

A cover letter was included with the survey. The letter included:

- ◆ The reason for the survey
- ◆ How and when to complete the survey
- ◆ Guarantee of anonymity by using an independent research firm

Recipients were given a postage-paid Business Reply envelope for return of their survey to Insight Research.

SURVEY RESULTS

Response Profile:

Of the approximately 4100 surveys delivered, 936 surveys were returned, for a total response rate of approximately 23%. This is a good and expected response rate, given that surveys of this type very often yield response rates of between 15 and 30 percent.

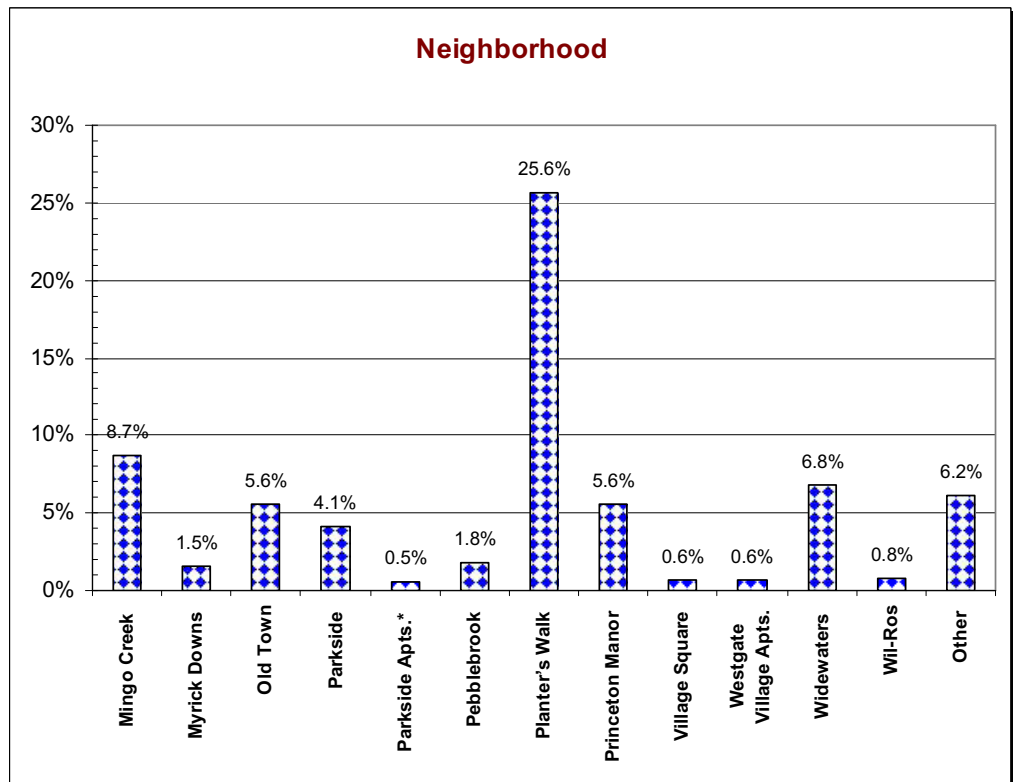
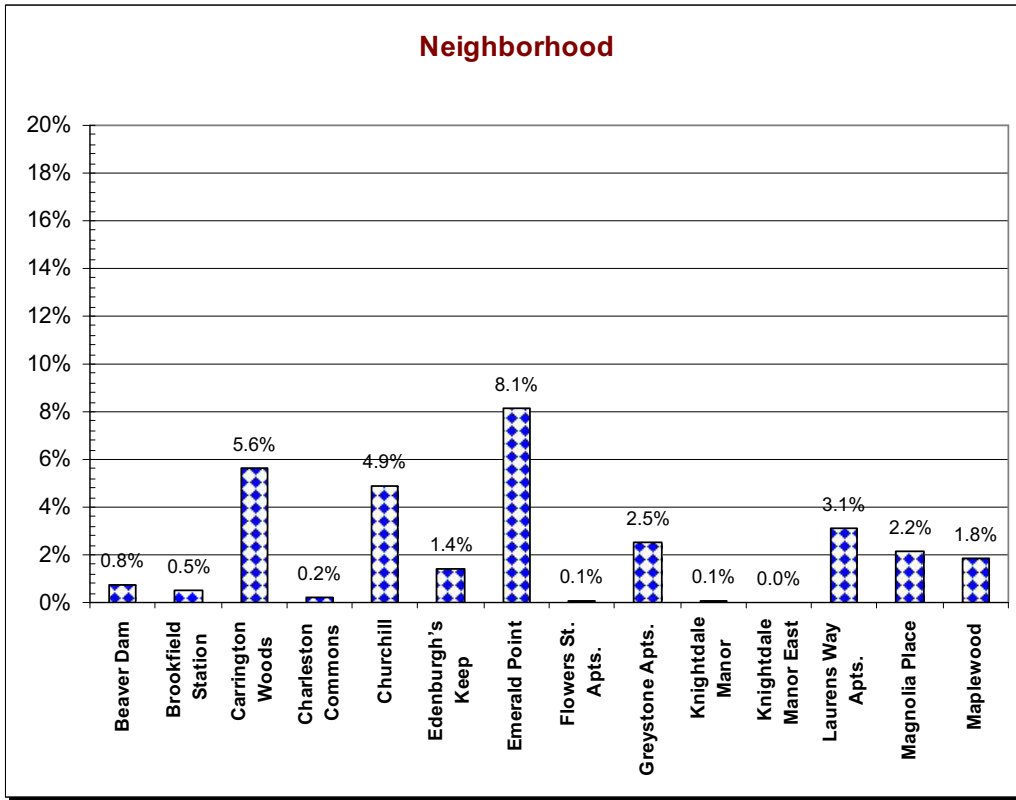
Which neighborhood do you live in?

Please note: Not every respondent answers every question.

Neighborhood	Count	Percent of Responses
1. Beaver Dam	7	0.8%
2. Brookfield Station	5	0.5%
3. Carrington Woods	52	5.6%
4. Charleston Commons	2	0.2%
5. Churchill	45	4.9%
6. Edinburgh's Keep	13	1.4%
7. Emerald Point	75	8.1%
8. Flowers St. Apts.	1	0.1%
9. Greystone Apts.	23	2.5%
10. Knightdale Manor	1	0.1%
11. Knightdale Manor East	0	0.0%
12. Laurens Way Apts.	29	3.1%
13. Magnolia Place	20	2.2%
14. Maplewood	17	1.8%
15. Mingo Creek	80	8.7%
16. Myrick Downs	14	1.5%
17. Old Town	52	5.6%
18. Parkside	38	4.1%
19. Park Place Apts.	5	0.5%
20. Pebblebrook	17	1.8%
21. Planter's Walk	237	25.6%
22. Princeton Manor	52	5.6%
23. Village Square	6	0.6%
24. Westgate Village Apts.	6	0.6%
25. Widewaters	63	6.8%
26. Wil-Ros	7	0.8%
27. Other (See Comment Section)	57	6.2%
Totals	924	100.0%

Continued on Next Page →

Which neighborhood do you live in? (Continued)



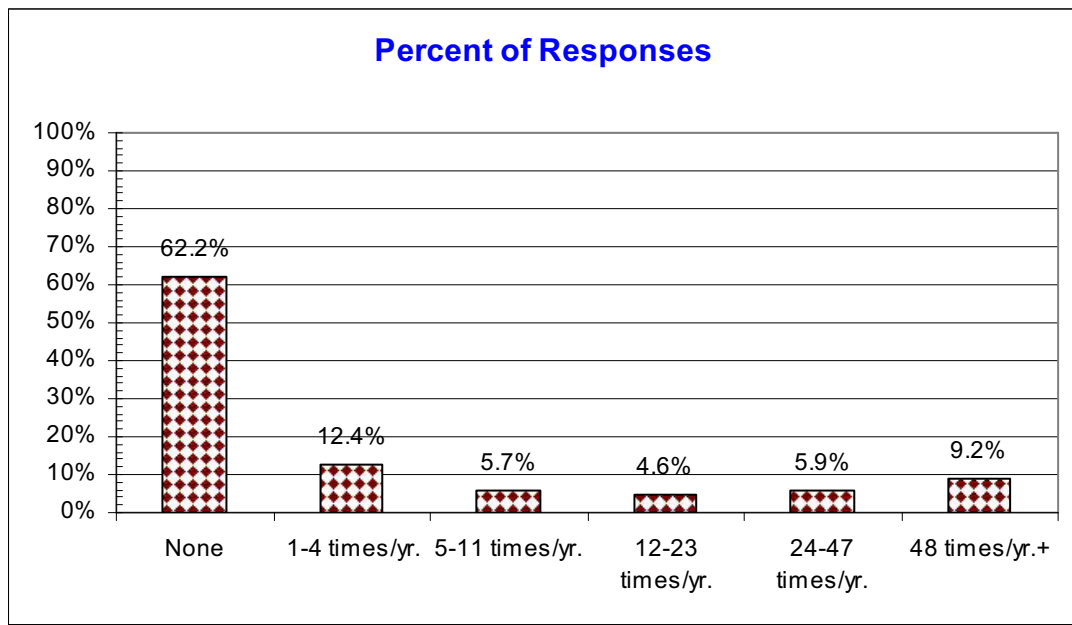
About how often do you use the Town's recreation facilities?

About how often do you use the Town's recreation facilities? _____ times per _____
 (If Never, write "0" in the first blank)

Note: The answers were translated into times per year.

When we grouped the answers together, we arrived at the following.

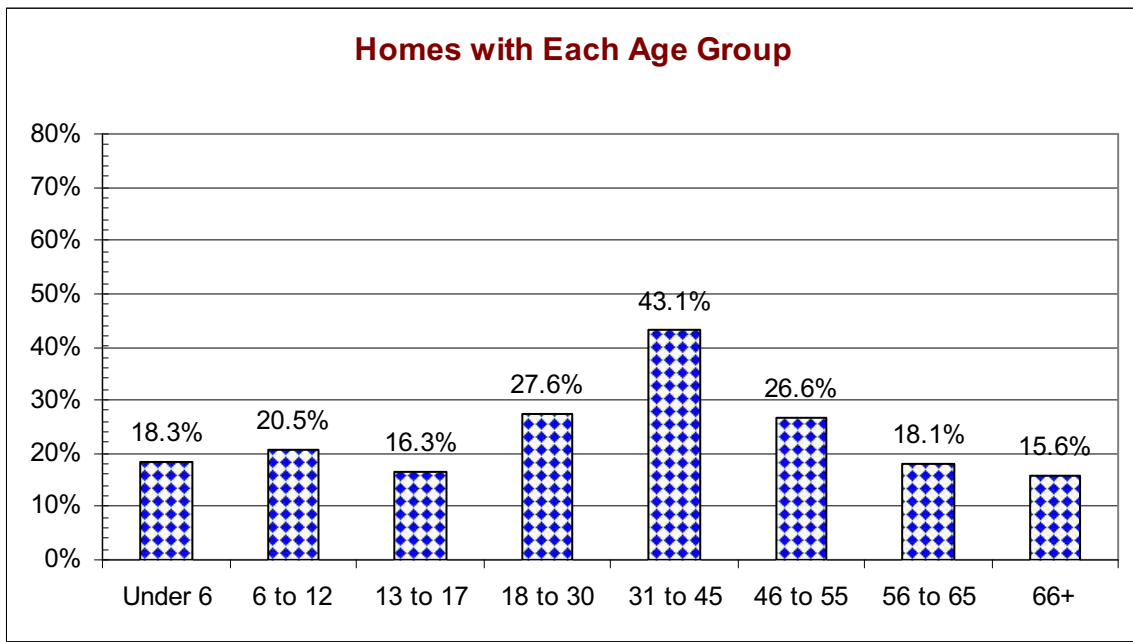
How Often	Count	Percent of Responses
None	568	62.2%
1-4 times/yr.	113	12.4%
5-11 times/yr.	52	5.7%
12-23 times/yr.	42	4.6%
24-47 times/yr.	54	5.9%
48 times/yr.+	84	9.2%
Total	913	100.0%



**What ages are the members of your household?
(Check all that apply)**

- | | | | |
|----------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> Under 6 | <input type="checkbox"/> 13-17 | <input type="checkbox"/> 31-45 | <input type="checkbox"/> 56-65 |
| <input type="checkbox"/> 6-12 | <input type="checkbox"/> 18-30 | <input type="checkbox"/> 46-55 | <input type="checkbox"/> 66+ |

Age Ranges	Count	% of the 936 Respondents
Under 6	171	18.3%
6 to 12	192	20.5%
13 to 17	153	16.3%
18 to 30	258	27.6%
31 to 45	403	43.1%
46 to 55	249	26.6%
56 to 65	169	18.1%
66+	146	15.6%
Total No of Responses	1741	NA

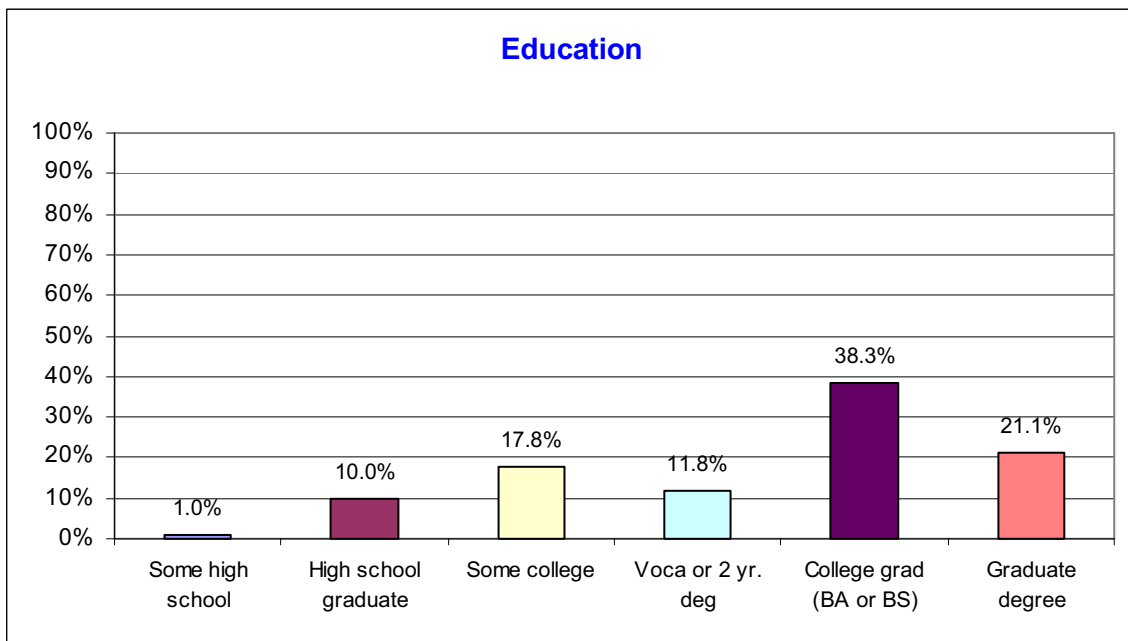


Your highest level of education is...

Your highest level of education is... **(Check one)**

- | | |
|---|--|
| <input type="checkbox"/> Some high school | <input type="checkbox"/> Vocational or 2 yr. degree |
| <input type="checkbox"/> High school graduate | <input type="checkbox"/> College graduate (BA or BS) |
| <input type="checkbox"/> Some college but no degree | <input type="checkbox"/> Graduate degree |

Education	Count	Percent of Responses
Some high school	9	1.0%
High school graduate	88	10.0%
Some college	157	17.8%
Voca or 2 yr. deg	104	11.8%
College grad (BA or BS)	338	38.3%
Graduate degree	186	21.1%
Totals	882	100.0%

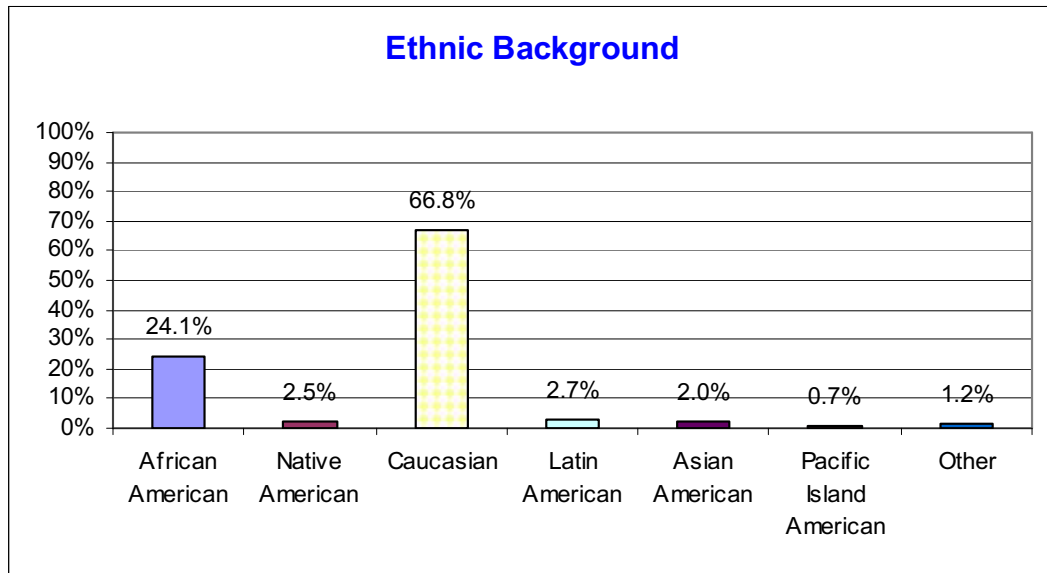


Which best describes your ethnic background?

Which best describes your ethnic background?
(Check one)

- | | | |
|---|---|--|
| <input type="checkbox"/> African American | <input type="checkbox"/> Caucasian | <input type="checkbox"/> Asian American |
| <input type="checkbox"/> Native American | <input type="checkbox"/> Latin American | <input type="checkbox"/> Pacific Island American |
| | | <input type="checkbox"/> Other |

Ethnic Background	Count	Percent of Responses
African American	214	24.1%
Native American	22	2.5%
Caucasian	594	66.8%
Latin American	24	2.7%
Asian American	18	2.0%
Pacific Island American	6	0.7%
Other (See Comment Section)	11	1.2%
Totals	889	100.0%

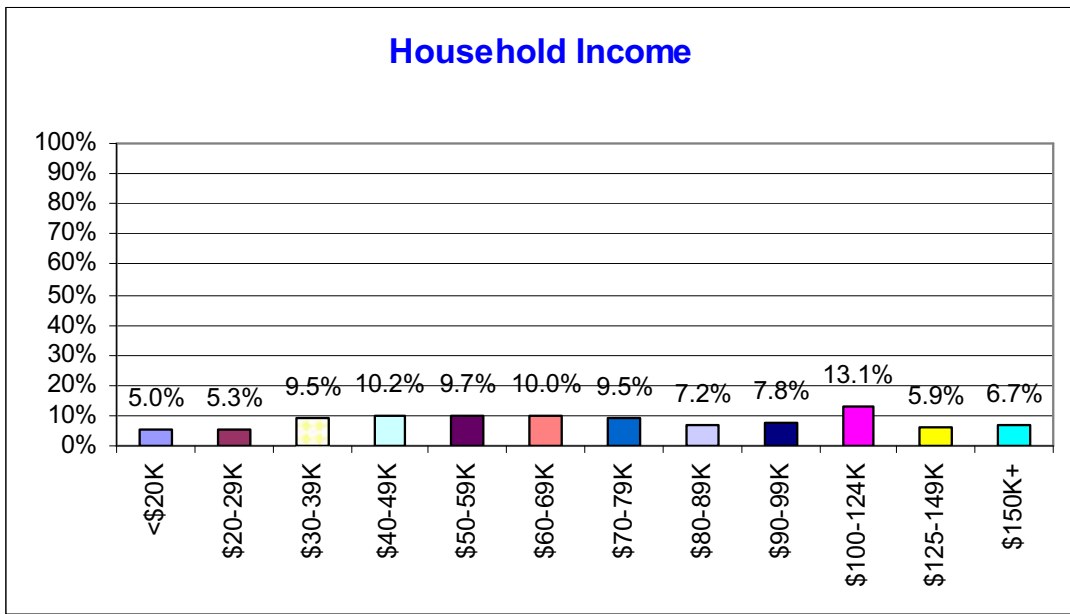


What was your total household income in 2007?

What was your total household income in 2007? (Check one)

- | | |
|---|--|
| <input type="checkbox"/> Under \$20,000 | <input type="checkbox"/> \$70-79,000 |
| <input type="checkbox"/> \$20-29,000 | <input type="checkbox"/> \$80-89,000 |
| <input type="checkbox"/> \$30-39,000 | <input type="checkbox"/> \$90-99,000 |
| <input type="checkbox"/> \$40-49,000 | <input type="checkbox"/> \$100-124,000 |
| <input type="checkbox"/> \$50-59,000 | <input type="checkbox"/> \$125-149,000 |
| <input type="checkbox"/> \$60-69,000 | <input type="checkbox"/> \$150,000 or more |

Household Income	Count	Percent of Responses
< \$20,000	42	5.0%
\$20-29,000	45	5.3%
\$30-39,000	80	9.5%
\$40-49,000	86	10.2%
\$50-59,000	82	9.7%
\$60-69,000	84	10.0%
\$70-79,000	80	9.5%
\$80-89,000	61	7.2%
\$90-99,000	66	7.8%
\$100-124,000	110	13.1%
\$125-149,000	50	5.9%
\$150,000 +	56	6.7%
Totals	842	100.0%



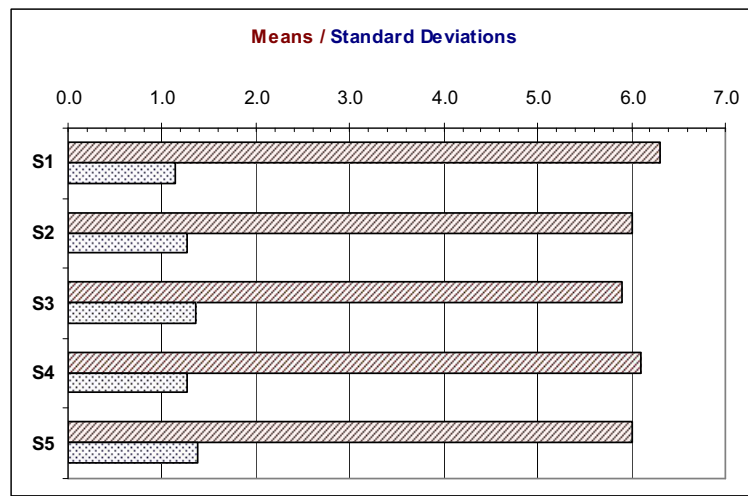
Findings (Opinion Results)

The following section of this report is designed to provide information about the results for each statement on the survey that was rated on the 7-point scale. Both a table and graph of the results are provided for each category of statements.

Table Description: The following information is included in the Tables:

<i>Valid N</i>	◆ Refers to the ‘Number’ of people responding to the statement.
<i>Mean</i>	◆ Refers to the ‘Average’ rating received from all respondents who rated the statement.
<i>Median</i>	◆ Refers to the ‘Middlemost’ score in a list of rank ordered scores, above and below which 50% of the scores lie.
<i>Standard Deviation</i>	◆ Refers to a measure of the amount of variability there is in the responses above and below the average. For example, a smaller standard deviation indicates less variability, and thus more agreement among respondents than a larger standard deviation indicates. (See Appendix B for more detailed description of the Standard Deviation).

Graph Description: A graph of the *average ratings* for each statement is presented in the form of horizontal bars to assist in identifying patterns of importance. The thin lines extending to the left and right of each horizontal bar represent the *standard deviations* for their respective statements.



Interpreting the Ratings

Two questions often asked in survey research are; “What is a good score, and how do I know where my real areas for improvement are?” Although every organization is different, a general theme in the opinion research literature indicates that “good” is not always “good enough”. That is to say, although an average rating of a ‘4’ on a 7-point scale may be perceived to be a “neutral” or even a “good” rating, it actually takes a much higher average rating to increase the likelihood that people are satisfied. Consequently, it is good practice to aim for the highest average possible.

At Insight Research, Inc., we have found it useful to set a target average of 5.5 or better for satisfaction statements. Scores lower than 5.5 do not necessarily indicate a problem, but should be considered as areas for potential improvement that are worthy of attention.

In addition, as mentioned earlier, low standard deviations reflect more agreement among respondents. As a result, it is most desirable to have a high “average” rating and a low “standard deviation”. This would indicate that most people agree that the rating should be high. A good rule of thumb suggests that standard deviations of about 1.2 or less are desirable. The following diagram illustrates the relationship between the “average” and “standard deviation” with blocks 1 to 4 reflecting “Least Desirable” to “Most Desirable” in that order.

	1	2	3	4
<i>Average Rating</i> →	Low	Low	High	High
<i>Std. Deviation</i> →	Low	High	High	Low

Ratings of Statements

The following table and graph reflect the ratings of the 4 rated statements on the survey.

The results indicate that, in general, most people enjoy living in the Knightdale area (**Statement 1** had a **mean** or **average** rating of 5.90). The **median** (middlemost answer) of '6' tells us at least 50 percent of the respondents rated this statement a '6' on the 7-point scale.

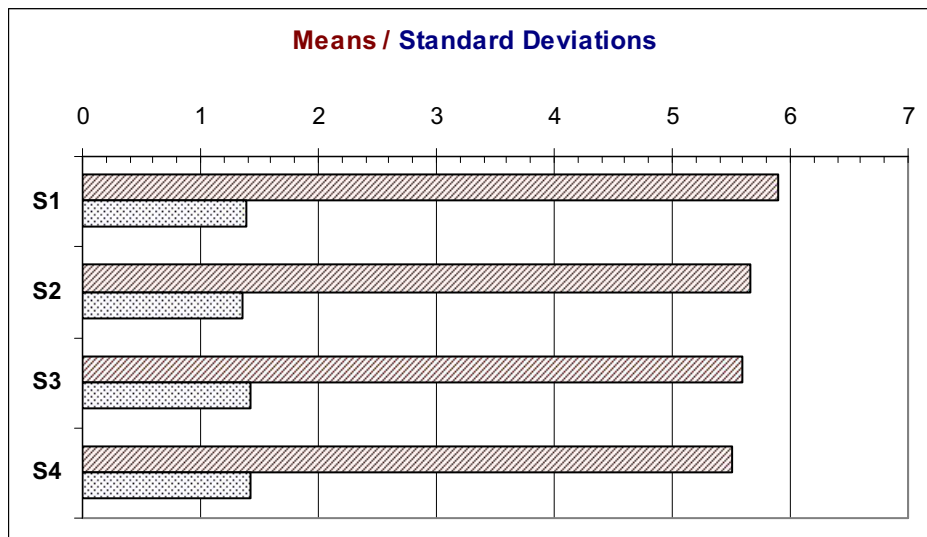
The comments will likely help in further interpreting the results found on this page.

All of the statements in this Category met or exceeded our suggested target of 5.5.

See the Distributions of Ratings, on the following page.

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S1	Overall, I enjoy living in the Knightdale area.	921	5.90	6.0	1.38
S2	In general, Knightdale has a good quality of life.	901	5.67	6.0	1.35
S3	I feel that Knightdale is a good place to raise a family.	877	5.60	6.0	1.43
S4	I feel that Knightdale is a business-friendly town.	873	5.50	6.0	1.42

1 = Strongly Disagree and 7 = Strongly Agree



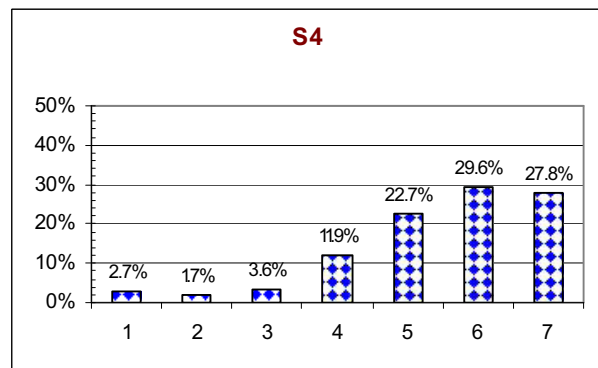
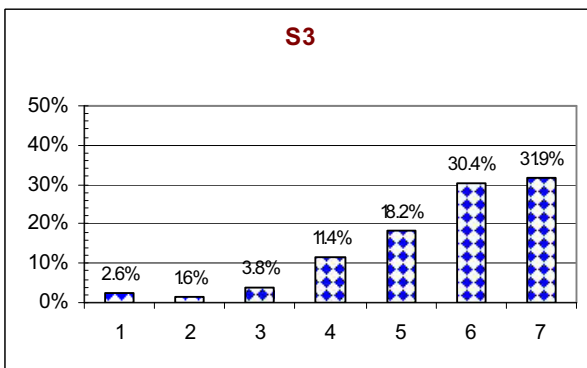
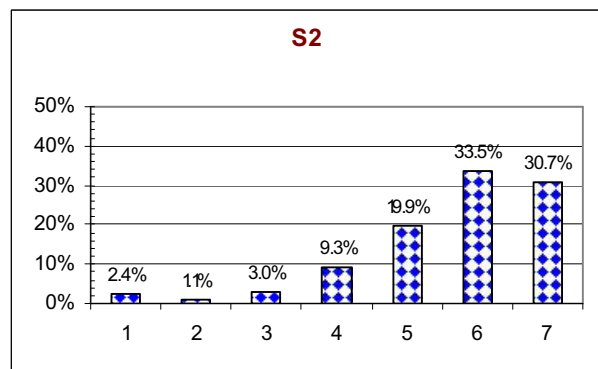
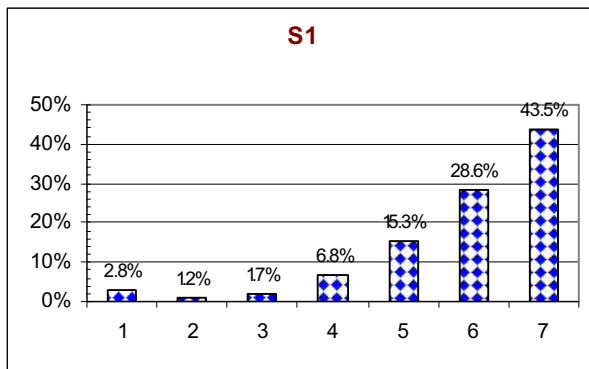
Distributions of Statement Ratings

The following graphs are presented to show the percentage of respondents who rated each statement either a 1, 2, 3, 4, 5, 6, or 7. By showing the distributions of responses in this manner, you can gain a better appreciation for the 'standard deviation' associated with each statement. Thus, for example, the distribution of ratings for a statement with a smaller standard deviation will show a lot of respondents rating that statement similarly (within a point or two). The distribution will be more spread out across the 1 to 7 scale when a statement has a *large* standard deviation.

➤ You might want to compare Statements 1 and 2 regarding their distributions of ratings.

General:

Statements	
S1	Overall, I enjoy living in the Knightdale area.
S2	In general, Knightdale has a good quality of life.
S3	I feel that Knightdale is a good place to raise a family.
S4	I feel that Knightdale is a business-friendly town.

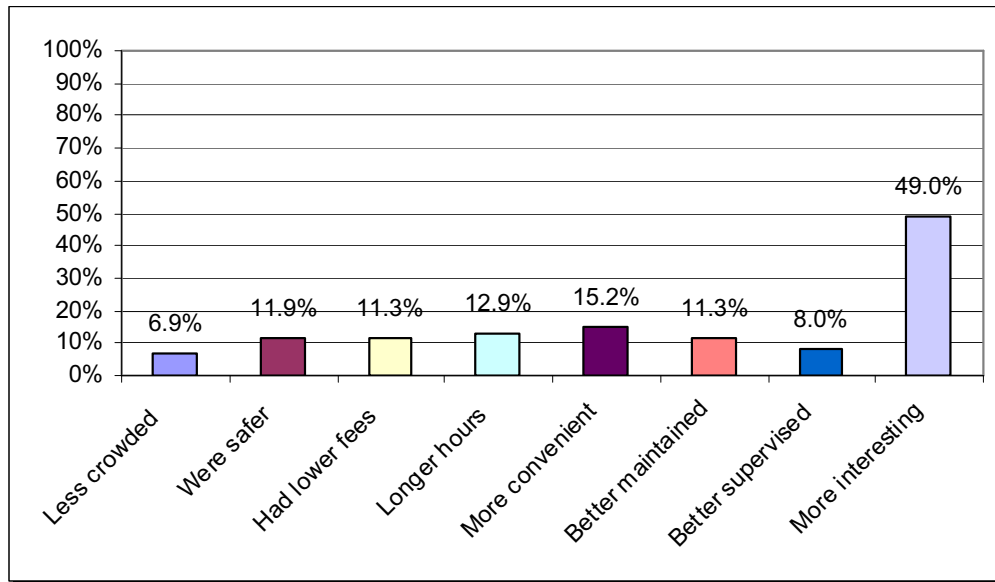


Other Opinion Findings

Members of your household would use the Town's recreation facilities more if they... (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Were less crowded
<input type="checkbox"/> Were safer
<input type="checkbox"/> Had lower fees
<input type="checkbox"/> Were open longer hours | <input type="checkbox"/> Were more conveniently located
<input type="checkbox"/> Were better maintained
<input type="checkbox"/> Were better supervised
<input type="checkbox"/> Offered more interesting things to do |
|---|---|

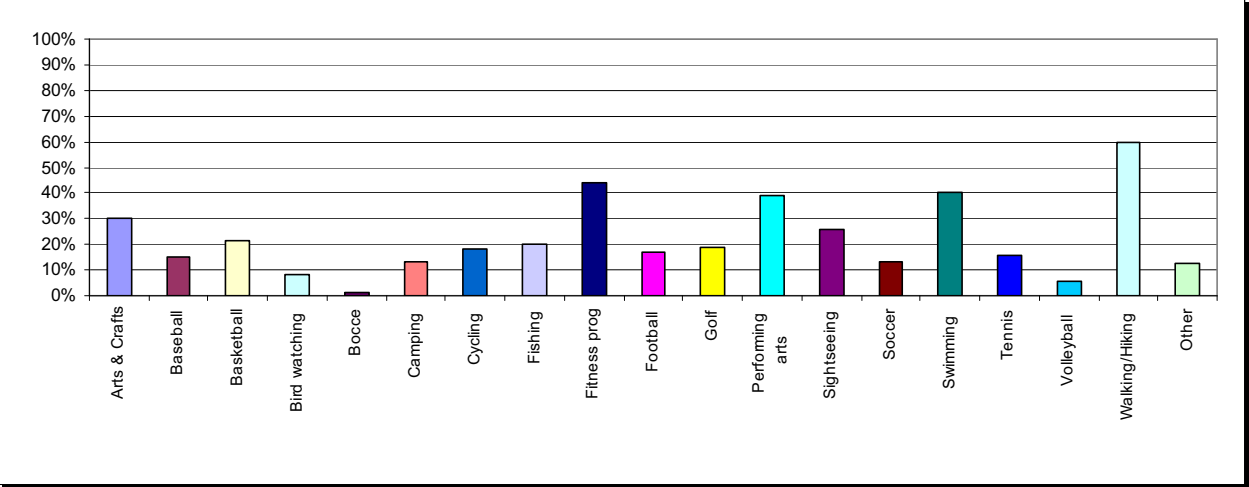
Factor	Count	% of the 936 Respondents
Less crowded	65	6.9%
Were safer	111	11.9%
Had lower fees	106	11.3%
Longer hours	121	12.9%
More convenient	142	15.2%
Better maintained	106	11.3%
Better supervised	75	8.0%
More interesting	459	49.0%
Total No of Answers	1185	NA



Please check your household's 5 most preferred recreation activities. (Choose up to 5 items)

- | | | |
|--|--|--|
| <input type="checkbox"/> Arts & Crafts | <input type="checkbox"/> Cycling | <input type="checkbox"/> Sightseeing trips |
| <input type="checkbox"/> Baseball | <input type="checkbox"/> Fishing | <input type="checkbox"/> Soccer |
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Fitness programs | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Bird watching | <input type="checkbox"/> Football | <input type="checkbox"/> Tennis |
| <input type="checkbox"/> Bocce | <input type="checkbox"/> Golf | <input type="checkbox"/> Volleyball |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Performing arts (dance, theater, singing) | <input type="checkbox"/> Walking/Hiking |
| | | <input type="checkbox"/> Other |

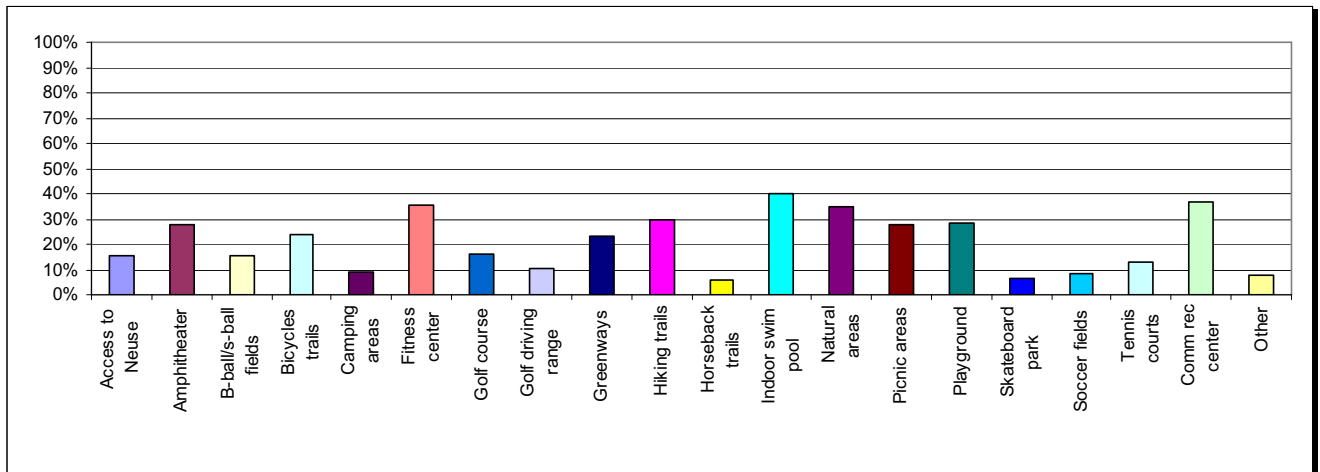
Activity	Count	% of the 936 Respondents
Arts & Crafts	284	30.3%
Baseball	140	15.0%
Basketball	200	21.4%
Bird watching	76	8.1%
Bocce	13	1.4%
Camping	121	12.9%
Cycling	170	18.2%
Fishing	191	20.4%
Fitness programs	412	44.0%
Football	161	17.2%
Golf	176	18.8%
Performing arts	364	38.9%
Sightseeing trips	244	26.1%
Soccer	123	13.1%
Swimming	375	40.1%
Tennis	150	16.0%
Volleyball	54	5.8%
Walking/Hiking	557	59.5%
Other (See Comment Section)	117	12.5%
Total No of Answers	3928	NA



**Please check your household's 5 most preferred recreation facilities.
(Choose up to 5 items)**

- | | |
|---|---|
| <input type="checkbox"/> Access areas to Neuse River
<input type="checkbox"/> Amphitheater (open air theater)
<input type="checkbox"/> Baseball/softball fields
<input type="checkbox"/> Bicycles trails
<input type="checkbox"/> Camping areas (RV or Tent)
<input type="checkbox"/> Fitness center
<input type="checkbox"/> Golf course
<input type="checkbox"/> Golf driving range
<input type="checkbox"/> Greenways
<input type="checkbox"/> Hiking trails
<input type="checkbox"/> Horseback trails | <input type="checkbox"/> Indoor swimming pool
<input type="checkbox"/> Natural areas, open areas, garden areas
<input type="checkbox"/> Picnic areas
<input type="checkbox"/> Playground
<input type="checkbox"/> Skateboard park
<input type="checkbox"/> Soccer fields
<input type="checkbox"/> Tennis courts
<input type="checkbox"/> Community recreation center (crafts, educational classes, meeting rooms, gym)
<input type="checkbox"/> Other |
|---|---|

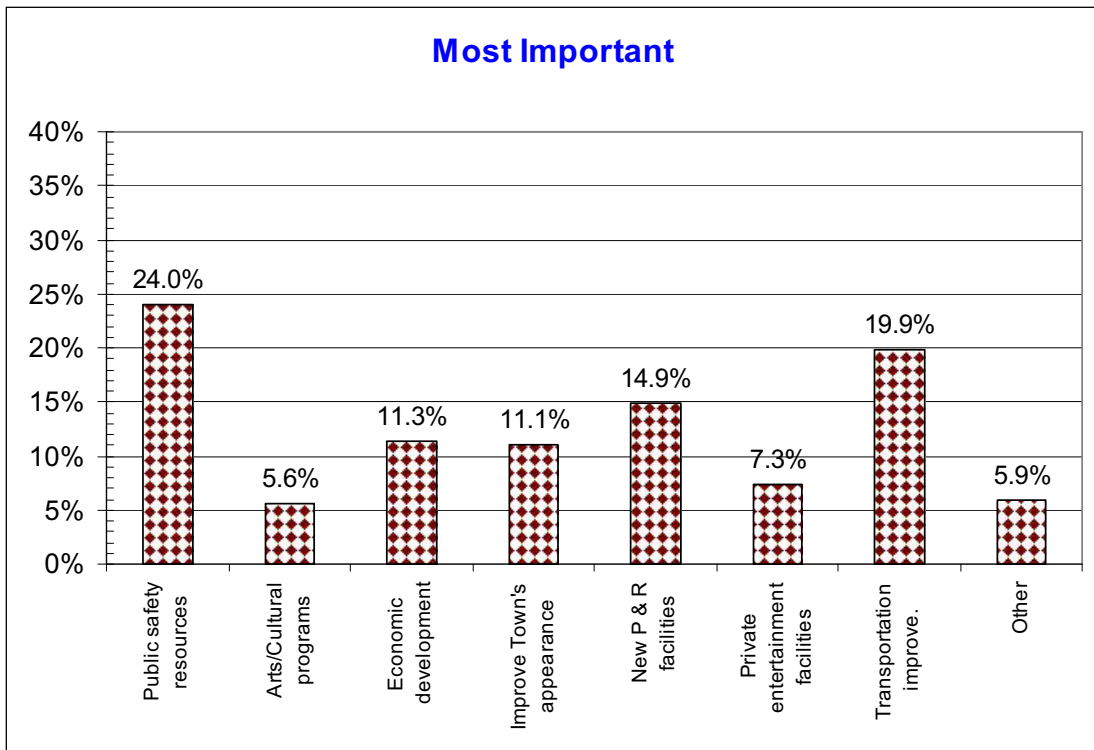
Recreation Facility	Count	% of the 936 Respondents
Access to Neuse River	147	15.7%
Amphitheater	257	27.5%
Baseball/softball fields	144	15.4%
Bicycles trails	226	24.1%
Camping areas	82	8.8%
Fitness center	330	35.3%
Golf course	150	16.0%
Golf driving range	98	10.5%
Greenways	215	23.0%
Hiking trails	280	29.9%
Horseback trails	52	5.6%
Indoor swim pool	372	39.7%
Natural areas	325	34.7%
Picnic areas	257	27.5%
Playground	267	28.5%
Skateboard park	58	6.2%
Soccer fields	79	8.4%
Tennis courts	123	13.1%
Community rec center	344	36.8%
Other (See Comment Section)	70	7.5%
Total No of Answers	3876	NA



Which of these items is most important to you? (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Additional public safety resources
<input type="checkbox"/> Arts/Cultural programs
<input type="checkbox"/> Economic development
<input type="checkbox"/> Improve the appearance of the Town | <input type="checkbox"/> New Parks and Recreation facilities
<input type="checkbox"/> Privately-owned family entertainment facilities
<input type="checkbox"/> Transportation improvements (streets, sidewalks, public transportation services, greenways)
<input type="checkbox"/> Other, please list _____ |
|--|---|

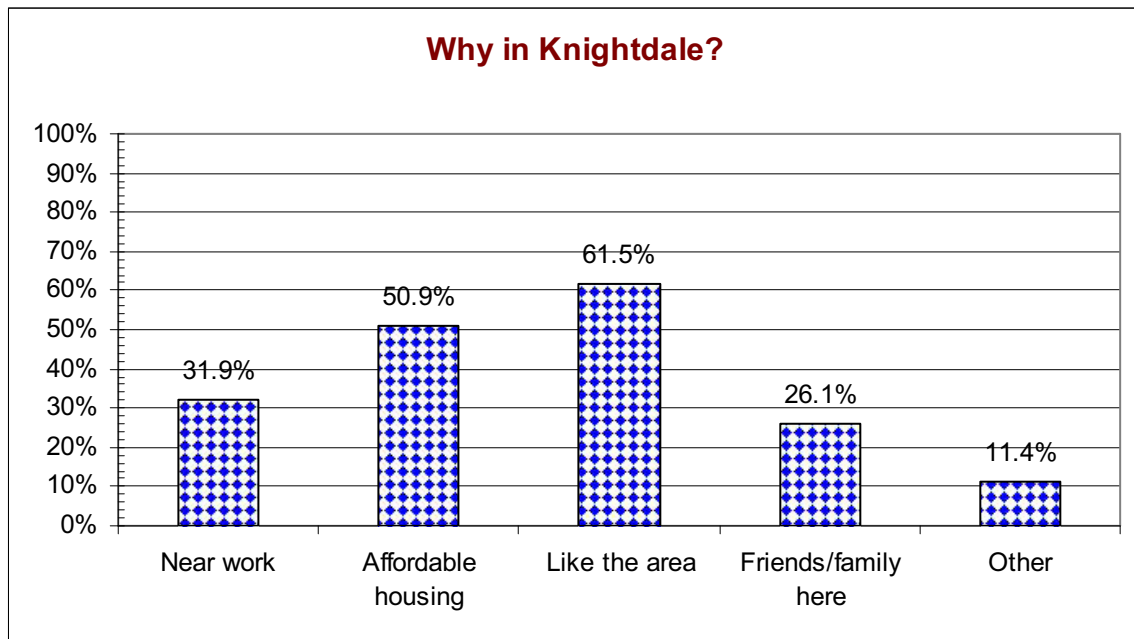
Item	Count	% of Responses
Public safety resources	180	24.0%
Arts/Cultural programs	42	5.6%
Economic development	85	11.3%
Improve Town's appearance	83	11.1%
New P & R facilities	112	14.9%
Private entertainment facilities	55	7.3%
Transportation improvements	149	19.9%
Other (See Comment Section)	44	5.9%
Totals	750	100.0%



Why do you choose to live in Knightdale? (Check all that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> Near work | <input type="checkbox"/> Like the area | <input type="checkbox"/> Other, please list |
| <input type="checkbox"/> Affordable housing | <input type="checkbox"/> Friends/family here | |

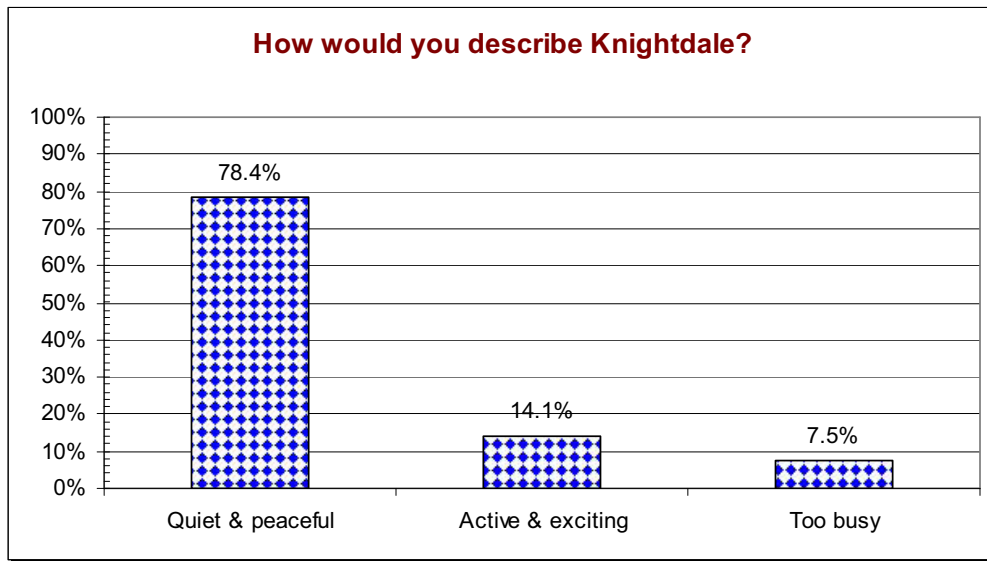
	Count	% of the 936 Respondents
Near work	299	31.9%
Affordable housing	476	50.9%
Like the area	576	61.5%
Friends/family here	244	26.1%
Other (See Comment Section)	107	11.4%
Total Responses	1702	NA



Which of the following best describes Knightdale to you? (Check one)

Quiet & peaceful Active & exciting Too busy

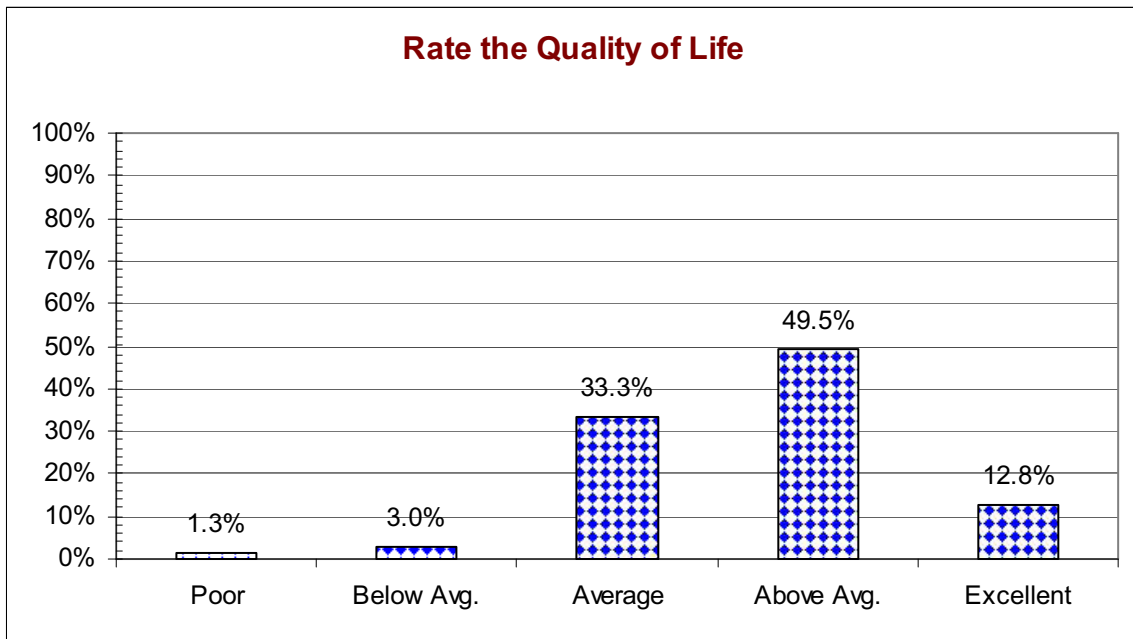
Describe Knightdale	Count	% of Responses
Quiet & peaceful	702	78.4%
Active & exciting	126	14.1%
Too busy	67	7.5%
Totals	895	100.0%



Overall, how would you rate the quality of life in Knightdale?
(Check one)

Poor Below Avg. Average Above Avg. Excellent

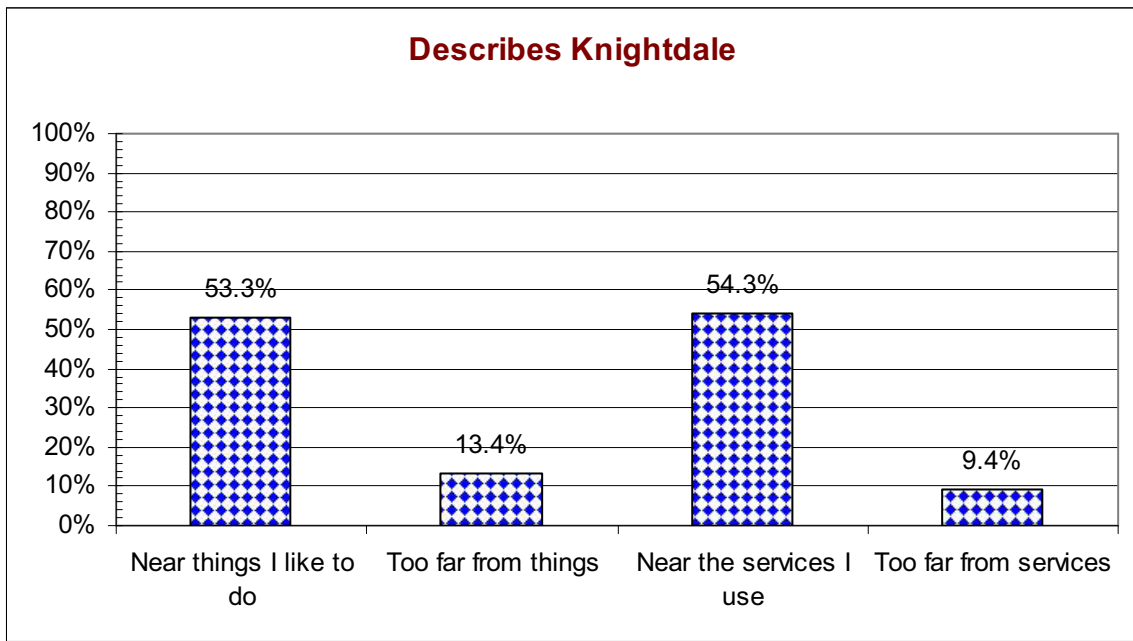
Quality of Life	Count	% of Responses
Poor	12	1.3%
Below Avg.	28	3.0%
Average	307	33.3%
Above Avg.	456	49.5%
Excellent	118	12.8%
Total Responses	921	100.0%



**Which of these phrases describes Knightdale?
(Check all that apply)**

- | | |
|--|--|
| <input type="checkbox"/> Near the things I like to do
<input type="checkbox"/> Too far from the things I like to do | <input type="checkbox"/> Near the services I or my family use
<input type="checkbox"/> Too far from the services I or my family use |
|--|--|

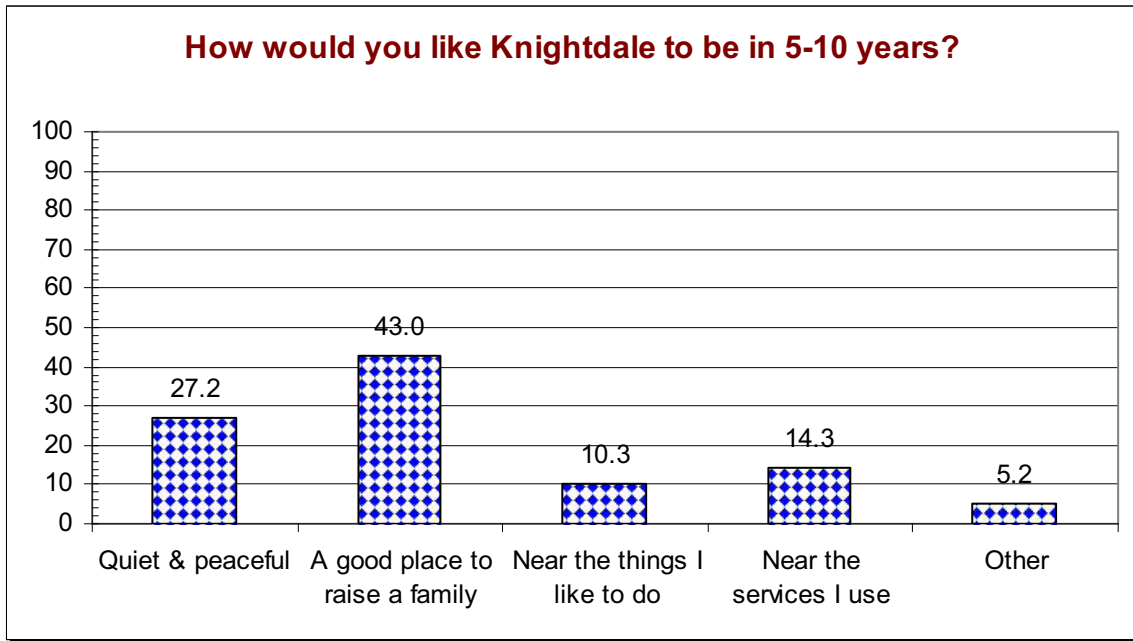
Item	Count	% of the 936 Respondents
Near the things I like to do	499	53.3%
Too far from the things I like to do	125	13.4%
Near the services I or my family use	508	54.3%
Too far from services	88	9.4%
Total No of Responses	1220	NA



Which of these phrases best describes how you would like Knightdale to be in 5-10 years? (Check only one)

- Quiet & peaceful
- A good place to raise a family
- Near the things I like to do
- Near the services I or my family use
- Other _____

	Count	% of Responses
Quiet & peaceful	221	27.2
A good place to raise a family	349	43.0
Near the things I like to do	84	10.3
Near the services I or my family use	116	14.3
Other	42	5.2
Total Responses	812	100.0



Differences Between Groups

Although the findings presented thus far are revealing, it is often helpful to perform more fine-grained analyses of the data to determine if any particular groups of respondents rate the statements significantly different from other groups. Consequently, various breakouts of the data and additional analyses called “Analyses of Variance” were performed on the data, to determine if any differences could be found among respondents based on:

- | |
|---|
| • Ages of Household members |
| • Where is your residence located? |
| • How often do you use the Town’s recreation facilities? |
| • Level of Education |
| • Ethnic Grouping |
| • Household Income |

If analyses of this type show significant differences along one or more of these dimensions, then the Town should consider taking these differences in citizen responses into account when deriving plans for continuous improvement.

Continued on Next Page →

Please check your household's 5 most preferred recreation activities. (Households having members under age 6)

- | | | |
|--|--|--|
| <input type="checkbox"/> Arts & Crafts | <input type="checkbox"/> Cycling | <input type="checkbox"/> Sightseeing trips |
| <input type="checkbox"/> Baseball | <input type="checkbox"/> Fishing | <input type="checkbox"/> Soccer |
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Fitness programs | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Bird watching | <input type="checkbox"/> Football | <input type="checkbox"/> Tennis |
| <input type="checkbox"/> Bocce | <input type="checkbox"/> Golf | <input type="checkbox"/> Volleyball |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Performing arts (dance, theater, singing) | <input type="checkbox"/> Walking/Hiking |
| | | <input type="checkbox"/> Other |

Please check your household's 5 most preferred recreation facilities. (Households having members under age 6)

- | | |
|--|---|
| <input type="checkbox"/> Access areas to Neuse River | <input type="checkbox"/> Indoor swimming pool |
| <input type="checkbox"/> Amphitheater (open air theater) | <input type="checkbox"/> Natural areas, open areas, garden areas |
| <input type="checkbox"/> Baseball/softball fields | <input type="checkbox"/> Picnic areas |
| <input type="checkbox"/> Bicycles trails | <input type="checkbox"/> Playground |
| <input type="checkbox"/> Camping areas (RV or Tent) | <input type="checkbox"/> Skateboard park |
| <input type="checkbox"/> Fitness center | <input type="checkbox"/> Soccer fields |
| <input type="checkbox"/> Golf course | <input type="checkbox"/> Tennis courts |
| <input type="checkbox"/> Golf driving range | <input type="checkbox"/> Community recreation center educational classes, meeting rooms, gym) |
| <input type="checkbox"/> Greenways | <input type="checkbox"/> Other |
| <input type="checkbox"/> Hiking trails | |
| <input type="checkbox"/> Horseback trails | |

Activity	Count	Percent
Arts & Crafts	57	33.5%
Baseball	39	22.9%
Basketball	44	25.9%
Bird watching	12	7.1%
Bocce	1	0.6%
Camping	31	18.2%
Cycling	34	20.0%
Fishing	41	24.1%
Fitness programs	64	37.6%
Football	38	22.4%
Golf	30	17.6%
Performing arts	66	38.8%
Sightseeing trips	33	19.4%
Soccer	47	27.6%
Swimming	89	52.4%
Tennis	22	12.9%
Volleyball	7	4.1%
Walking/Hiking	107	62.9%
Other	23	13.5%

Rec Facility	Count	% of Respondents
Access to Neuse River	28	16.47%
Amphitheater	39	22.94%
Baseball/softball fields	37	21.76%
Bicycles trails	44	25.88%
Camping areas	20	11.76%
Fitness center	50	29.41%
Golf course	21	12.35%
Golf driving range	21	12.35%
Greenways	36	21.18%
Hiking trails	44	25.88%
Horseback trails	9	5.29%
Indoor swim pool	80	47.06%
Natural areas	61	35.88%
Picnic areas	47	27.65%
Playground	122	71.76%
Skateboard park	13	7.65%
Soccer fields	23	13.53%
Tennis courts	13	7.65%
Community rec center	62	36.47%
Other	15	8.82%

Please check your household's 5 most preferred activities. (Households having members age 6-12)

- | | | |
|--|---|---|
| <input type="checkbox"/> Arts & Crafts
<input type="checkbox"/> Baseball
<input type="checkbox"/> Basketball
<input type="checkbox"/> Bird watching
<input type="checkbox"/> Bocce
<input type="checkbox"/> Camping | <input type="checkbox"/> Cycling
<input type="checkbox"/> Fishing
<input type="checkbox"/> Fitness programs
<input type="checkbox"/> Football
<input type="checkbox"/> Golf
<input type="checkbox"/> Performing arts (dance, theater, singing) | <input type="checkbox"/> Sightseeing trips
<input type="checkbox"/> Soccer
<input type="checkbox"/> Swimming
<input type="checkbox"/> Tennis
<input type="checkbox"/> Volleyball
<input type="checkbox"/> Walking/Hiking
<input type="checkbox"/> Other |
|--|---|---|

Please check your household's 5 most preferred recreation facilities. (Households having members age 6-12)

- | | |
|---|--|
| <input type="checkbox"/> Access areas to Neuse River
<input type="checkbox"/> Amphitheater (open air theater)
<input type="checkbox"/> Baseball/softball fields
<input type="checkbox"/> Bicycles trails
<input type="checkbox"/> Camping areas (RV or Tent)
<input type="checkbox"/> Fitness center
<input type="checkbox"/> Golf course
<input type="checkbox"/> Golf driving range
<input type="checkbox"/> Greenways
<input type="checkbox"/> Hiking trails
<input type="checkbox"/> Horseback trails | <input type="checkbox"/> Indoor swimming pool
<input type="checkbox"/> Natural areas, open areas, garden areas
<input type="checkbox"/> Picnic areas
<input type="checkbox"/> Playground
<input type="checkbox"/> Skateboard park
<input type="checkbox"/> Soccer fields
<input type="checkbox"/> Tennis courts
<input type="checkbox"/> Community recreation center educational classes, meeting rooms, gym)
<input type="checkbox"/> Other |
|---|--|

Activity	Count	Percent
Arts & Crafts	56	29.2%
Baseball	52	27.1%
Basketball	64	33.3%
Bird watching	6	3.1%
Bocce	1	0.5%
Camping	35	18.2%
Cycling	41	21.4%
Fishing	36	18.8%
Fitness programs	75	39.1%
Football	44	22.9%
Golf	32	16.7%
Performing arts	76	39.6%
Sightseeing trips	34	17.7%
Soccer	60	31.3%
Swimming	104	54.2%
Tennis	35	18.2%
Volleyball	16	8.3%
Walking/Hiking	106	55.2%
Other	20	10.4%

Rec Facility	Count	% of Respondents
Access to Neuse River	28	14.58%
Amphitheater	42	21.88%
Baseball/softball fields	57	29.69%
Bicycles trails	55	28.65%
Camping areas	18	9.38%
Fitness center	61	31.77%
Golf course	29	15.10%
Golf driving range	21	10.94%
Greenways	41	21.35%
Hiking trails	46	23.96%
Horseback trails	8	4.17%
Indoor swim pool	102	53.13%
Natural areas	50	26.04%
Picnic areas	54	28.13%
Playground	98	51.04%
Skateboard park	26	13.54%
Soccer fields	38	19.79%
Tennis courts	24	12.50%
Community rec center	65	33.85%
Other	13	6.77%

Please check your household's 5 most preferred recreation activities. (Households having members age 13-17)

- | | | |
|--|--|--|
| <input type="checkbox"/> Arts & Crafts | <input type="checkbox"/> Cycling | <input type="checkbox"/> Sightseeing trips |
| <input type="checkbox"/> Baseball | <input type="checkbox"/> Fishing | <input type="checkbox"/> Soccer |
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Fitness programs | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Bird watching | <input type="checkbox"/> Football | <input type="checkbox"/> Tennis |
| <input type="checkbox"/> Bocce | <input type="checkbox"/> Golf | <input type="checkbox"/> Volleyball |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Performing arts (dance, theater, singing) | <input type="checkbox"/> Walking/Hiking |
| | | <input type="checkbox"/> Other |

Please check your household's 5 most preferred recreation facilities. (Households having members age 13-17)

- | | |
|--|---|
| <input type="checkbox"/> Access areas to Neuse River | <input type="checkbox"/> Indoor swimming pool |
| <input type="checkbox"/> Amphitheater (open air theater) | <input type="checkbox"/> Natural areas, open areas, garden areas |
| <input type="checkbox"/> Baseball/softball fields | <input type="checkbox"/> Picnic areas |
| <input type="checkbox"/> Bicycles trails | <input type="checkbox"/> Playground |
| <input type="checkbox"/> Camping areas (RV or Tent) | <input type="checkbox"/> Skateboard park |
| <input type="checkbox"/> Fitness center | <input type="checkbox"/> Soccer fields |
| <input type="checkbox"/> Golf course | <input type="checkbox"/> Tennis courts |
| <input type="checkbox"/> Golf driving range | <input type="checkbox"/> Community recreation center educational classes, meeting rooms, gym) |
| <input type="checkbox"/> Greenways | <input type="checkbox"/> Other |
| <input type="checkbox"/> Hiking trails | |
| <input type="checkbox"/> Horseback trails | |

Activity	Count	Percent
Arts & Crafts	46	30.1%
Baseball	25	16.3%
Basketball	49	32.0%
Bird watching	6	3.9%
Bocce	1	0.7%
Camping	25	16.3%
Cycling	33	21.6%
Fishing	33	21.6%
Fitness programs	67	43.8%
Football	29	19.0%
Golf	30	19.6%
Performing arts	59	38.6%
Sightseeing trips	23	15.0%
Soccer	34	22.2%
Swimming	80	52.3%
Tennis	33	21.6%
Volleyball	17	11.1%
Walking/Hiking	87	56.9%
Other	17	11.1%

Rec Facility	Count	% of the Respondents
Access to Neuse River	24	15.69%
Amphitheater	44	28.76%
Baseball/softball fields	30	19.61%
Bicycles trails	41	26.80%
Camping areas	17	11.11%
Fitness center	51	33.33%
Golf course	24	15.69%
Golf driving range	20	13.07%
Greenways	31	20.26%
Hiking trails	52	33.99%
Horseback trails	13	8.50%
Indoor swim pool	83	54.25%
Natural areas	40	26.14%
Picnic areas	33	21.57%
Playground	40	26.14%
Skateboard park	22	14.38%
Soccer fields	23	15.03%
Tennis courts	25	16.34%
Community rec center	54	35.29%
Other	8	5.23%

Please check your household's 5 most preferred recreation activities. (Households having members age 18-30)

- | | | |
|--|---|---|
| <input type="checkbox"/> Arts & Crafts
<input type="checkbox"/> Baseball
<input type="checkbox"/> Basketball
<input type="checkbox"/> Bird watching
<input type="checkbox"/> Bocce
<input type="checkbox"/> Camping | <input type="checkbox"/> Cycling
<input type="checkbox"/> Fishing
<input type="checkbox"/> Fitness programs
<input type="checkbox"/> Football
<input type="checkbox"/> Golf
<input type="checkbox"/> Performing arts (dance, theater, singing) | <input type="checkbox"/> Sightseeing trips
<input type="checkbox"/> Soccer
<input type="checkbox"/> Swimming
<input type="checkbox"/> Tennis
<input type="checkbox"/> Volleyball
<input type="checkbox"/> Walking/Hiking
<input type="checkbox"/> Other |
|--|---|---|

Please check your household's 5 most preferred recreation facilities. (Households having members age 18-30)

- | | |
|---|---|
| <input type="checkbox"/> Access areas to Neuse River
<input type="checkbox"/> Amphitheater (open air theater)
<input type="checkbox"/> Baseball/softball fields
<input type="checkbox"/> Bicycles trails
<input type="checkbox"/> Camping areas (RV or Tent)
<input type="checkbox"/> Fitness center
<input type="checkbox"/> Golf course
<input type="checkbox"/> Golf driving range
<input type="checkbox"/> Greenways
<input type="checkbox"/> Hiking trails
<input type="checkbox"/> Horseback trails | <input type="checkbox"/> Indoor swimming pool
<input type="checkbox"/> Natural areas, open areas, garden areas
<input type="checkbox"/> Picnic areas
<input type="checkbox"/> Playground
<input type="checkbox"/> Skateboard park
<input type="checkbox"/> Soccer fields
<input type="checkbox"/> Tennis courts
<input type="checkbox"/> Community recreation center educational classes, meeting rooms, gym
<input type="checkbox"/> Other |
|---|---|

Activity	Count	Percent
Arts & Crafts	60	23.3%
Baseball	47	18.2%
Basketball	72	27.9%
Bird watching	13	5.0%
Bocce	3	1.2%
Camping	44	17.1%
Cycling	47	18.2%
Fishing	63	24.4%
Fitness programs	121	46.9%
Football	62	24.0%
Golf	62	24.0%
Performing arts	90	34.9%
Sightseeing trips	53	20.5%
Soccer	35	13.6%
Swimming	108	41.9%
Tennis	52	20.2%
Volleyball	16	6.2%
Walking/Hiking	155	60.1%
Other	36	14.0%

Rec Facility	Count	% of Respondents
Access to Neuse River	51	19.77%
Amphitheater	72	27.91%
Baseball/softball fields	47	18.22%
Bicycles trails	58	22.48%
Camping areas	30	11.63%
Fitness center	98	37.98%
Golf course	59	22.87%
Golf driving range	35	13.57%
Greenways	60	23.26%
Hiking trails	79	30.62%
Horseback trails	17	6.59%
Indoor swim pool	93	36.05%
Natural areas	91	35.27%
Picnic areas	77	29.84%
Playground	77	29.84%
Skateboard park	12	4.65%
Soccer fields	20	7.75%
Tennis courts	42	16.28%
Community rec center	81	31.40%
Other	24	9.30%

Please check your household's 5 most preferred recreation activities. (Households having members age 31-45)

- | | | |
|--|---|---|
| <input type="checkbox"/> Arts & Crafts
<input type="checkbox"/> Baseball
<input type="checkbox"/> Basketball
<input type="checkbox"/> Bird watching
<input type="checkbox"/> Bocce
<input type="checkbox"/> Camping | <input type="checkbox"/> Cycling
<input type="checkbox"/> Fishing
<input type="checkbox"/> Fitness programs
<input type="checkbox"/> Football
<input type="checkbox"/> Golf
<input type="checkbox"/> Performing arts (dance, theater, singing) | <input type="checkbox"/> Sightseeing trips
<input type="checkbox"/> Soccer
<input type="checkbox"/> Swimming
<input type="checkbox"/> Tennis
<input type="checkbox"/> Volleyball
<input type="checkbox"/> Walking/Hiking
<input type="checkbox"/> Other |
|--|---|---|

Please check your household's 5 most preferred recreation facilities. (Households having members age 31-45)

- | | |
|---|--|
| <input type="checkbox"/> Access areas to Neuse River
<input type="checkbox"/> Amphitheater (open air theater)
<input type="checkbox"/> Baseball/softball fields
<input type="checkbox"/> Bicycles trails
<input type="checkbox"/> Camping areas (RV or Tent)
<input type="checkbox"/> Fitness center
<input type="checkbox"/> Golf course
<input type="checkbox"/> Golf driving range
<input type="checkbox"/> Greenways
<input type="checkbox"/> Hiking trails
<input type="checkbox"/> Horseback trails | <input type="checkbox"/> Indoor swimming pool
<input type="checkbox"/> Natural areas, open areas, garden areas
<input type="checkbox"/> Picnic areas
<input type="checkbox"/> Playground
<input type="checkbox"/> Skateboard park
<input type="checkbox"/> Soccer fields
<input type="checkbox"/> Tennis courts
<input type="checkbox"/> Community recreation center educational classes, meeting rooms, gym)
<input type="checkbox"/> Other |
|---|--|

Activity	Count	Percent
Arts & Crafts	120	29.8%
Baseball	81	20.1%
Basketball	118	29.3%
Bird watching	17	4.2%
Bocce	4	1.0%
Camping	55	13.6%
Cycling	72	17.9%
Fishing	85	21.1%
Fitness programs	170	42.2%
Football	86	21.3%
Golf	75	18.6%
Performing arts	160	39.7%
Sightseeing trips	84	20.8%
Soccer	84	20.8%
Swimming	181	44.9%
Tennis	73	18.1%
Volleyball	29	7.2%
Walking/Hiking	243	60.3%
Other	46	11.4%

Rec Facility	Count	% of Respondents
Access to Neuse River	68	16.87%
Amphitheater	112	27.79%
Baseball/softball fields	90	22.33%
Bicycles trails	101	25.06%
Camping areas	38	9.43%
Fitness center	135	33.50%
Golf course	62	15.38%
Golf driving range	44	10.92%
Greenways	87	21.59%
Hiking trails	116	28.78%
Horseback trails	20	4.96%
Indoor swim pool	178	44.17%
Natural areas	134	33.25%
Picnic areas	109	27.05%
Playground	167	41.44%
Skateboard park	33	8.19%
Soccer fields	56	13.90%
Tennis courts	56	13.90%
Community rec center	140	34.74%
Other	29	7.20%

Please check your household's 5 most preferred recreation activities. (Households having members age 46-55)

- | | | |
|--|---|---|
| <input type="checkbox"/> Arts & Crafts
<input type="checkbox"/> Baseball
<input type="checkbox"/> Basketball
<input type="checkbox"/> Bird watching
<input type="checkbox"/> Bocce
<input type="checkbox"/> Camping | <input type="checkbox"/> Cycling
<input type="checkbox"/> Fishing
<input type="checkbox"/> Fitness programs
<input type="checkbox"/> Football
<input type="checkbox"/> Golf
<input type="checkbox"/> Performing arts (dance, theater, singing) | <input type="checkbox"/> Sightseeing trips
<input type="checkbox"/> Soccer
<input type="checkbox"/> Swimming
<input type="checkbox"/> Tennis
<input type="checkbox"/> Volleyball
<input type="checkbox"/> Walking/Hiking
<input type="checkbox"/> Other |
|--|---|---|

Please check your household's 5 most preferred recreation facilities. (Households having members age 46-55)

- | | |
|---|--|
| <input type="checkbox"/> Access areas to Neuse River
<input type="checkbox"/> Amphitheater (open air theater)
<input type="checkbox"/> Baseball/softball fields
<input type="checkbox"/> Bicycles trails
<input type="checkbox"/> Camping areas (RV or Tent)
<input type="checkbox"/> Fitness center
<input type="checkbox"/> Golf course
<input type="checkbox"/> Golf driving range
<input type="checkbox"/> Greenways
<input type="checkbox"/> Hiking trails
<input type="checkbox"/> Horseback trails | <input type="checkbox"/> Indoor swimming pool
<input type="checkbox"/> Natural areas, open areas, garden areas
<input type="checkbox"/> Picnic areas
<input type="checkbox"/> Playground
<input type="checkbox"/> Skateboard park
<input type="checkbox"/> Soccer fields
<input type="checkbox"/> Tennis courts
<input type="checkbox"/> Community recreation center educational classes, meeting rooms, gym)
<input type="checkbox"/> Other |
|---|--|

Activity	Count	Percent
Arts & Crafts	75	30.1%
Baseball	34	13.7%
Basketball	55	22.1%
Bird watching	20	8.0%
Bocce	4	1.6%
Camping	31	12.4%
Cycling	58	23.3%
Fishing	58	23.3%
Fitness programs	103	41.4%
Football	39	15.7%
Golf	49	19.7%
Performing arts	102	41.0%
Sightseeing trips	68	27.3%
Soccer	25	10.0%
Swimming	104	41.8%
Tennis	49	19.7%
Volleyball	20	8.0%
Walking/Hiking	156	62.7%
Other	36	14.5%

Rec Facility	Count	% of Respondents
Access to Neuse River	35	14.06%
Amphitheater	75	30.12%
Baseball/softball fields	36	14.46%
Bicycles trails	76	30.52%
Camping areas	26	10.44%
Fitness center	91	36.55%
Golf course	44	17.67%
Golf driving range	21	8.43%
Greenways	66	26.51%
Hiking trails	81	32.53%
Horseback trails	10	4.02%
Indoor swim pool	97	38.96%
Natural areas	82	32.93%
Picnic areas	64	25.70%
Playground	48	19.28%
Skateboard park	15	6.02%
Soccer fields	20	8.03%
Tennis courts	35	14.06%
Community rec center	94	37.75%
Other	17	6.83%

Please check your household's 5 most preferred recreation activities. (Households having members age 56-65)

- | | | |
|--|--|--|
| <input type="checkbox"/> Arts & Crafts | <input type="checkbox"/> Cycling | <input type="checkbox"/> Sightseeing trips |
| <input type="checkbox"/> Baseball | <input type="checkbox"/> Fishing | <input type="checkbox"/> Soccer |
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Fitness programs | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Bird watching | <input type="checkbox"/> Football | <input type="checkbox"/> Tennis |
| <input type="checkbox"/> Bocce | <input type="checkbox"/> Golf | <input type="checkbox"/> Volleyball |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Performing arts (dance, theater, singing) | <input type="checkbox"/> Walking/Hiking |
| | | <input type="checkbox"/> Other |

Please check your household's 5 most preferred recreation facilities. (Households having members age 56-65)

- | | |
|--|---|
| <input type="checkbox"/> Access areas to Neuse River | <input type="checkbox"/> Indoor swimming pool |
| <input type="checkbox"/> Amphitheater (open air theater) | <input type="checkbox"/> Natural areas, open areas, garden areas |
| <input type="checkbox"/> Baseball/softball fields | <input type="checkbox"/> Picnic areas |
| <input type="checkbox"/> Bicycles trails | <input type="checkbox"/> Playground |
| <input type="checkbox"/> Camping areas (RV or Tent) | <input type="checkbox"/> Skateboard park |
| <input type="checkbox"/> Fitness center | <input type="checkbox"/> Soccer fields |
| <input type="checkbox"/> Golf course | <input type="checkbox"/> Tennis courts |
| <input type="checkbox"/> Golf driving range | <input type="checkbox"/> Community recreation center educational classes, meeting rooms, gym) |
| <input type="checkbox"/> Greenways | <input type="checkbox"/> Other |
| <input type="checkbox"/> Hiking trails | |
| <input type="checkbox"/> Horseback trails | |

Activity	Count	Percent
Arts & Crafts	58	34.3%
Baseball	17	10.1%
Basketball	26	15.4%
Bird watching	21	12.4%
Bocce	4	2.4%
Camping	17	10.1%
Cycling	23	13.6%
Fishing	44	26.0%
Fitness programs	77	45.6%
Football	27	16.0%
Golf	19	11.2%
Performing arts	68	40.2%
Sightseeing trips	60	35.5%
Soccer	10	5.9%
Swimming	57	33.7%
Tennis	19	11.2%
Volleyball	5	3.0%
Walking/Hiking	103	60.9%
Other	22	13.0%

Rec Facility	Count	% of Respondents
Access to Neuse River	27	15.98%
Amphitheater	49	28.99%
Baseball/softball fields	20	11.83%
Bicycles trails	28	16.57%
Camping areas	14	8.28%
Fitness center	60	35.50%
Golf course	14	8.28%
Golf driving range	12	7.10%
Greenways	39	23.08%
Hiking trails	55	32.54%
Horseback trails	12	7.10%
Indoor swim pool	67	39.64%
Natural areas	61	36.09%
Picnic areas	46	27.22%
Playground	37	21.89%
Skateboard park	7	4.14%
Soccer fields	4	2.37%
Tennis courts	15	8.88%
Community rec center	82	48.52%
Other	13	7.69%

Please check your household's 5 most preferred activities. (Households having members age 66+)

- | | | |
|--|---|---|
| <input type="checkbox"/> Arts & Crafts
<input type="checkbox"/> Baseball
<input type="checkbox"/> Basketball
<input type="checkbox"/> Bird watching
<input type="checkbox"/> Bocce
<input type="checkbox"/> Camping | <input type="checkbox"/> Cycling
<input type="checkbox"/> Fishing
<input type="checkbox"/> Fitness programs
<input type="checkbox"/> Football
<input type="checkbox"/> Golf
<input type="checkbox"/> Performing arts (dance, theater, singing) | <input type="checkbox"/> Sightseeing trips
<input type="checkbox"/> Soccer
<input type="checkbox"/> Swimming
<input type="checkbox"/> Tennis
<input type="checkbox"/> Volleyball
<input type="checkbox"/> Walking/Hiking
<input type="checkbox"/> Other |
|--|---|---|

Please check your household's 5 most preferred recreation facilities. (Households having members age 66+)

- | | |
|---|---|
| <input type="checkbox"/> Access areas to Neuse River
<input type="checkbox"/> Amphitheater (open air theater)
<input type="checkbox"/> Baseball/softball fields
<input type="checkbox"/> Bicycles trails
<input type="checkbox"/> Camping areas (RV or Tent)
<input type="checkbox"/> Fitness center
<input type="checkbox"/> Golf course
<input type="checkbox"/> Golf driving range
<input type="checkbox"/> Greenways
<input type="checkbox"/> Hiking trails
<input type="checkbox"/> Horseback trails | <input type="checkbox"/> Indoor swimming pool
<input type="checkbox"/> Natural areas, open areas, garden areas
<input type="checkbox"/> Picnic areas
<input type="checkbox"/> Playground
<input type="checkbox"/> Skateboard park
<input type="checkbox"/> Soccer fields
<input type="checkbox"/> Tennis courts
<input type="checkbox"/> Community recreation center educational classes, meeting rooms, gym
<input type="checkbox"/> Other |
|---|---|

Activity	Count	Percent
Arts & Crafts	46	31.5%
Baseball	15	10.3%
Basketball	15	10.3%
Bird watching	23	15.8%
Bocce	3	2.1%
Camping	10	6.8%
Cycling	15	10.3%
Fishing	18	12.3%
Fitness programs	57	39.0%
Football	12	8.2%
Golf	20	13.7%
Performing arts	52	35.6%
Sightseeing trips	62	42.5%
Soccer	11	7.5%
Swimming	43	29.5%
Tennis	9	6.2%
Volleyball	6	4.1%
Walking/Hiking	81	55.5%
Other	16	11.0%

Rec Facility	Count	% of Respondents
Access to Neuse River	18	12.33%
Amphitheater	41	28.08%
Baseball/softball fields	11	7.53%
Bicycles trails	19	13.01%
Camping areas	8	5.48%
Fitness center	50	34.25%
Golf course	13	8.90%
Golf driving range	8	5.48%
Greenways	24	16.44%
Hiking trails	34	23.29%
Horseback trails	3	2.05%
Indoor swim pool	49	33.56%
Natural areas	53	36.30%
Picnic areas	42	28.77%
Playground	25	17.12%
Skateboard park	2	1.37%
Soccer fields	6	4.11%
Tennis courts	8	5.48%
Community rec center	57	39.04%
Other	14	9.59%

Differences based on their answer to:

Where is your residence located?

- None of the four rated statements had statistically significant differences, based on location. However, we have provided these averages for your perusal.

	Statements	Mean
	1 = Strongly Disagree; 7 = Strongly Agree	(Average Rating)
S1	Overall, I enjoy living in the Knightdale area.	5.90
S2	In general, Knightdale has a good quality of life.	5.67
S3	I feel that Knightdale is a good place to raise a family.	5.60
S4	I feel that Knightdale is a business-friendly town.	5.50

	Number of Respondents	S1	S2	S3	S4
1. Beaver Dam	7	5.7	5.7	5.6	5.7
2. Brookfield Station	5	6.6	6.4	6.4	6.4
3. Carrington Woods	52	6.2	5.9	5.8	5.6
4. Charleston Commons	2	6.5	6.5	6.0	5.5
5. Churchill	45	5.9	5.9	5.7	5.5
6. Edenburgh's Keep	13	6.4	5.8	5.8	5.8
7. Emerald Point	75	5.9	5.7	5.6	5.4
8. Flowers St. Apts.	1	7.0	6.0	7.0	6.0
9. Greystone Apts.	23	6.0	5.9	5.8	5.6
10. Knightdale Manor	1	4.0	4.0		
11. Knightdale Manor East	0	6.1	6.0	6.1	5.5
12. Laurens Way Apts.	29	5.5	5.3	5.2	5.1
13. Magnolia Place	20	6.0	5.5	5.4	5.6
14. Maplewood	17	6.2	6.0	5.9	5.9
15. Mingo Creek	80	5.8	5.4	5.4	5.1
16. Myrick Downs	14	6.0	5.6	5.7	5.5
17. Old Town	52	5.4	5.3	5.4	5.2
18. Parkside	38	6.4	6.4	6.4	6.0
19. Park Place Apts.	5	5.9	5.7	5.6	5.7
20. Pebblebrook	17	5.9	5.7	5.6	5.5
21. Planter's Walk	237	5.7	5.5	5.4	5.3
22. Princeton Manor	52	5.2	5.2	5.4	4.8
23. Village Square	6	6.7	6.3	6.7	6.7
24. Westgate Village Apts.	6	5.6	5.3	5.1	5.3
25. Widewaters	63	6.6	6.0	5.8	6.0
26. Wil-Ros	7	5.7	5.4	5.4	5.4
27. Other (See Comment Section)	57	5.9	5.7	5.6	5.5

*Should have said Park Place Apts.

Which of the following best describes Knightdale to you? (Check one)

All Respondents	Count	% of Responses
Quiet & peaceful	702	78.4%
Active & exciting	126	14.1%
Too busy	67	7.5%
Totals	895	100.0%

	Quiet	Active	Too busy	Totals
ALL RESPONDENTS	702	126	67	895
Beaver Dam	6	0	0	6
Brookfield Station	4	1	0	5
Carrington Woods	38	6	4	48
Charleston Commons	2	0	0	2
Churchill	41	3	1	45
Edenburgh's Keep	12	1	0	13
Emerald Point	53	12	4	69
Flowers St. Apts.	1	0	0	1
Greystone Apts.	18	5	0	23
Knightdale Manor	1	0	0	1
Knightdale Manor East	0	0	0	0
Laurens Way Apts.	20	6	2	28
Magnolia Place	14	4	2	20
Maplewood	16	1	0	17
Mingo Creek	68	9	1	78
Myrick Downs	12	0	0	12
Old Town	38	4	9	51
Parkside	29	5	4	38
Park Place Apts.	4	1	0	5
Pebblebrook	16	1	0	17
Planter's Walk	159	42	25	226
Princeton Manor	42	6	2	50
Village Square	3	0	3	6
Westgate Village Apts.	6	0	0	6
Widewaters	42	12	6	60
Wil-Ros	7	0	0	7
Other	43	6	4	53

Quiet	Active	Too busy	Totals
78.4%	14.1%	7.5%	100.0%
100.0%	0.0%	0.0%	100.0%
80.0%	20.0%	0.0%	100.0%
79.2%	12.5%	8.3%	100.0%
100.0%	0.0%	0.0%	100.0%
91.1%	6.7%	2.2%	100.0%
92.3%	7.7%	0.0%	100.0%
76.8%	17.4%	5.8%	100.0%
100.0%	0.0%	0.0%	100.0%
78.3%	21.7%	0.0%	100.0%
100.0%	0.0%	0.0%	100.0%
71.4%	21.4%	7.1%	100.0%
70.0%	20.0%	10.0%	100.0%
94.1%	5.9%	0.0%	100.0%
87.2%	11.5%	1.3%	100.0%
100.0%	0.0%	0.0%	100.0%
74.5%	7.8%	17.6%	100.0%
76.3%	13.2%	10.5%	100.0%
80.0%	20.0%	0.0%	100.0%
94.1%	5.9%	0.0%	100.0%
70.4%	18.6%	11.1%	100.0%
84.0%	12.0%	4.0%	100.0%
50.0%	0.0%	50.0%	100.0%
100.0%	0.0%	0.0%	100.0%
70.0%	20.0%	10.0%	100.0%
100.0%	0.0%	0.0%	100.0%
81.1%	11.3%	7.5%	100.0%

**Overall, how would you rate the quality of life in Knightdale?
(Check one)**

Quality of Life	Poor	Below Avg.	Average	Above Avg.	Excellent	Total Responses
ALL RESPONDENTS	12	28	307	456	118	921
PERCENT	1.3%	3.0%	33.3%	49.5%	12.8%	100.0%
Beaver Dam	0	0	3	2	2	7
Brookfield Station	0	0	0	5		5
Carrington Woods	2	0	20	23	6	51
Charleston Commons	0	0	0	2	0	2
Churchill	0	2	14	16	12	44
Edinburgh's Keep	0	0	1	9	3	13
Emerald Point	1	1	31	34	7	74
Flowers St. Apts.	0	0	0	1	0	1
Greystone Apts.	0	1	6	15	1	23
Knightdale Manor	0	0	0	0	0	0
Knightdale Manor East	0	0	0	0	0	0
Laurens Way Apts.	1	0	6	17	5	29
Magnolia Place	0	0	6	8	5	19
Maplewood	0	0	4	11	2	17
Mingo Creek	1	1	28	29	18	77
Myrick Downs	0	0	6	4	4	14
Old Town	0	2	21	21	7	51
Parkside	0	1	17	17	3	38
Park Place Apts.	0	0	1	3	1	5
Pebblebrook	0	1	6	10	0	17
Planter's Walk	0	5	73	127	26	231
Princeton Manor	2	3	14	30	2	51
Village Square	0	0	2	4	0	6
Westgate Village Apts.	0	1	2	0	3	6
Widewaters	0	8	17	32	6	63
Wil-Ros	0	0	3	3	1	7
Other	1	2	22	27	4	56

[Continued on Next Page →](#)

**Overall, how would you rate the quality of life in Knightdale?
(Check one)**

Quality of Life	Poor	Below Avg.	Average	Above Avg.	Excellent	Total Responses
ALL RESPONDENTS	1.3%	3.0%	33.3%	49.5%	12.8%	100.0%
Beaver Dam	0.0%	0.0%	42.9%	28.6%	28.6%	100.0%
Brookfield Station	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Carrington Woods	3.9%	0.0%	39.2%	45.1%	11.8%	100.0%
Charleston Commons	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Churchill	0.0%	4.5%	31.8%	36.4%	27.3%	100.0%
Edinburgh's Keep	0.0%	0.0%	7.7%	69.2%	23.1%	100.0%
Emerald Point	1.4%	1.4%	41.9%	45.9%	9.5%	100.0%
Flowers St. Apts.	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Greystone Apts.	0.0%	4.3%	26.1%	65.2%	4.3%	100.0%
Knightdale Manor						NA
Knightdale Manor East						NA
Laurens Way Apts.	3.4%	0.0%	20.7%	58.6%	17.2%	100.0%
Magnolia Place	0.0%	0.0%	31.6%	42.1%	26.3%	100.0%
Maplewood	0.0%	0.0%	23.5%	64.7%	11.8%	100.0%
Mingo Creek	1.3%	1.3%	36.4%	37.7%	23.4%	100.0%
Myrick Downs	0.0%	0.0%	42.9%	28.6%	28.6%	100.0%
Old Town	0.0%	3.9%	41.2%	41.2%	13.7%	100.0%
Parkside	0.0%	2.6%	44.7%	44.7%	7.9%	100.0%
Park Place Apts.	0.0%	0.0%	20.0%	60.0%	20.0%	100.0%
Pebblebrook	0.0%	5.9%	35.3%	58.8%	0.0%	100.0%
Planter's Walk	0.0%	2.2%	31.6%	55.0%	11.3%	100.0%
Princeton Manor	3.9%	5.9%	27.5%	58.8%	3.9%	100.0%
Village Square	0.0%	0.0%	33.3%	66.7%	0.0%	100.0%
Westgate Village Apts.	0.0%	16.7%	33.3%	0.0%	50.0%	100.0%
Widewaters	0.0%	12.7%	27.0%	50.8%	9.5%	100.0%
Wil-Ros	0.0%	0.0%	42.9%	42.9%	14.3%	100.0%
Other	1.8%	3.6%	39.3%	48.2%	7.1%	100.0%

Answers based on:

Level of Education

- None of the four rated statements had statistically significant differences, based on Level of Education.

However, when we asked this question, we found some interesting answers.

How often do you use the Town's recreation facilities? ___ times per ___

(We translated all answers into *times per year*. You will note that the "Some high school" and "Vocational or 2 yr. deg" groups seem to use the recreation facilities less than the others.)

	Count	1 Mean (Ave.)	2 Median	3 Upper Quartile
Some high school	8	3.0	0.0	0.0
High school graduate	85	12.8	0.0	0.0
Some college	154	12.5	0.0	4.0
Voca or 2 yr. deg	102	9.0	0.0	4.0
College grad (BA or BS)	332	12.5	0.0	5.5
Graduate degree	182	11.1	0.0	6.0
All Respondents	913	12.4	0.0	5.0

1. This is the *Average* number of times per year.
2. *Median*: The middle number in an ordered set of data, or the average of the two middle numbers when the set has two middle numbers. This is 0 since 62% of respondents said they don't use the Town's recreation facilities.
3. The *Upper Quartile*. This is the point in a distribution at which 75% of the observations fall below that point and 25% of the observations fall above it.

This table may be helpful as you look at the table above. (All Respondents)

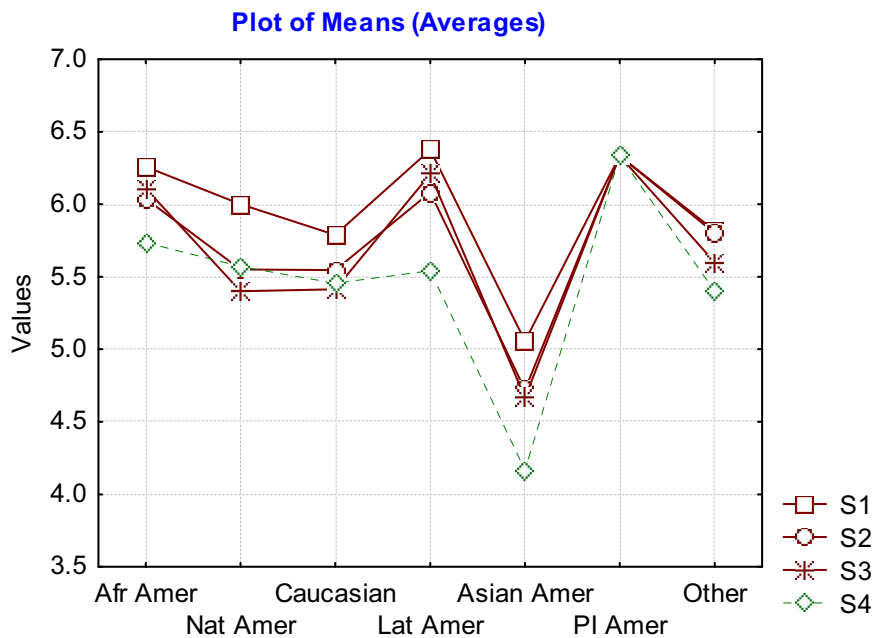
How Often	Count	Percent of Responses
None	568	62.2%
1-4 times/yr.	113	12.4%
5-11 times/yr.	52	5.7%
12-23 times/yr.	42	4.6%
24-47 times/yr.	54	5.9%
48 times/yr.+	84	9.2%
Total	913	100.0%

Differences based on their answer to:

Ethnic Background

- All four rated statements had statistically significant differences, based on Ethnic Grouping. As shown below, Asian Americans tended to give lower ratings than other respondents.

Ethnic Background	Count	Percent of Responses
African American	214	24.1%
Native American	22	2.5%
Caucasian	594	66.8%
Latin American	24	2.7%
Asian American	18	2.0%
Pacific Island American	6	0.7%
Other	11	1.2%
Totals	889	100.0%

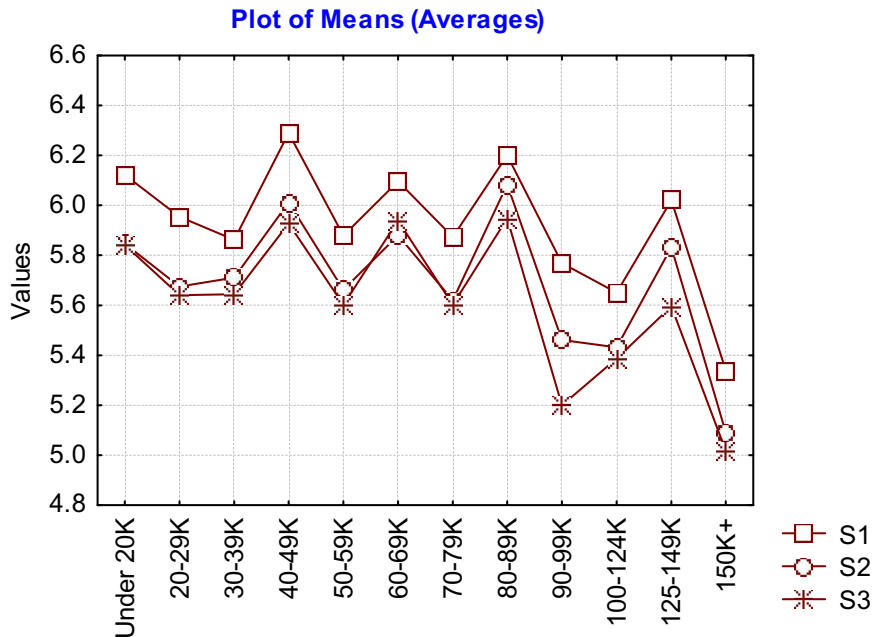


Averages for All Respondents		Mean
1 = Strongly Disagree; 7 = Strongly Agree		(Average Rating)
S1	Overall, I enjoy living in the Knightdale area.	5.90
S2	In general, Knightdale has a good quality of life.	5.67
S3	I feel that Knightdale is a good place to raise a family.	5.60
S4	I feel that Knightdale is a business-friendly town.	5.50

Differences based on their answer to:

Household Income

Statements 1-3 had statistically significant differences, based on Household Income. The analyses indicate that respondents in the highest income group tended to give lower ratings than did other respondents.



	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Mean (Average Rating)
S1	Overall, I enjoy living in the Knightdale area.	5.90
S2	In general, Knightdale has a good quality of life.	5.67
S3	I feel that Knightdale is a good place to raise a family.	5.60
S4	I feel that Knightdale is a business-friendly town.	5.50

Household Income	Count	Percent of Responses
< \$20,000	42	5.0%
\$20-29,000	45	5.3%
\$30-39,000	80	9.5%
\$40-49,000	86	10.2%
\$50-59,000	82	9.7%
\$60-69,000	84	10.0%
\$70-79,000	80	9.5%
\$80-89,000	61	7.2%
\$90-99,000	66	7.8%
\$100-124,000	110	13.1%
\$125-149,000	50	5.9%
\$150,000 +	56	6.7%
Totals	842	100.0%

Correlations and Regression (Predictors of Satisfaction)

Another type of analysis (Multiple Regression Analysis) was also performed to determine which statements are most highly correlated with, and/or have the *greatest predictive value* when considering key general statements.

Another way of thinking about what this analysis means is, “Which *specific* items account for the most variability in a given *general* item?”

This type of analysis can be quite useful when you wish to prioritize areas for improvement and/or identify which areas of strength are most highly linked to satisfaction.

Key General Statement

S1	Overall, I enjoy living in Knightdale.
----	--

- When significant predictors are discovered, you can take these into account when planning for improvement and/or satisfaction retention programs. **The strongest predictors are shown in bold lettering.**

Our analyses indicated that Statements 2, 3 and 4 were all significant predictors of Statement 1, with Statement 2 being by far the strongest predictor.

General Item

S1	Overall, I enjoy living in the Knightdale area.
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Predictors Listed Below

S2	In general, Knightdale has a good quality of life.
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S3	I feel that Knightdale is a good place to raise a family.
----	---

S4	I feel that Knightdale is a business-friendly town.
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