



# 2021 Forsyth County Community Survey Findings Report

Presented to Forsyth County,  
North Carolina  
January 2022



**ETC**  
INSTITUTE



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# Executive Summary

# 2021 Forsyth County Community Survey

## Executive Summary



### Purpose

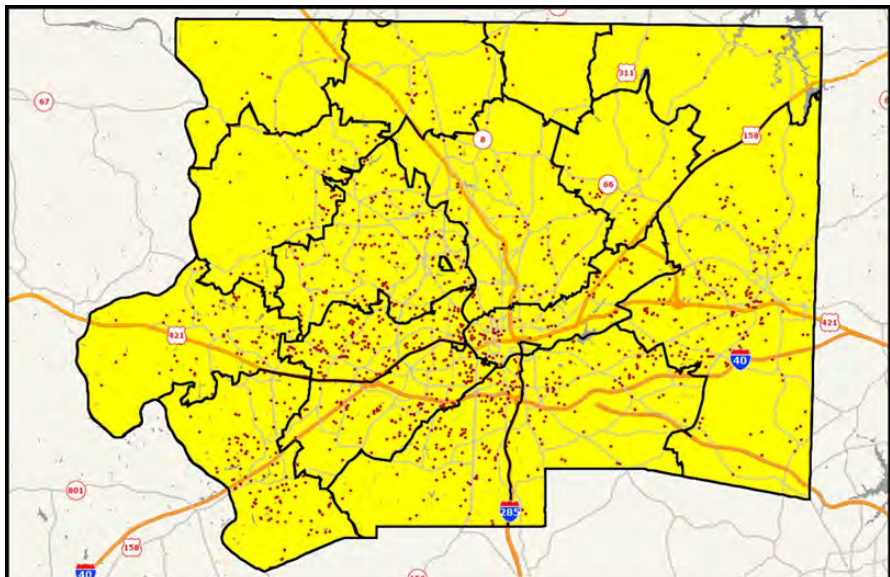
ETC Institute administered a survey to residents of Forsyth County during the fall of 2021. The purpose of the survey was to gather resident opinion and feedback in order to evaluate and improve programs and determine the needs of residents. This is the first community survey ETC Institute has administered for Forsyth County.

### Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in Forsyth County. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey.

To prevent people who were not residents of Forsyth County from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 1,200 residents. The sample was broken down geographically into two planning areas. The goal for each of these areas was met, and the overall goal was far exceeded, with a total of 1,404 residents completing the survey. The overall results for the sample of 1,404 households have a precision of at least +/- 2.6% at the 95% level of confidence. To understand how well services are being delivered in different areas of the County, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the survey based on the location of their home.



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The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Forsyth County with the results from other communities where ETC Institute has conducted a citizen survey. Since the number of “don’t know” responses often reflects the utilization and awareness of County services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey,
- benchmarking data that show how the results for Forsyth County compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the County to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

## Overall Ratings of Forsyth County

Most of the residents surveyed (86%), *who had an opinion*, rated Forsyth County as an “excellent” or “good” place to live; 9% gave a “neutral” rating, and 5% rated the County as “below average” or “poor.” Other areas in which residents gave “excellent” or “good” ratings include: as a place to work (74%), as a place to raise children (74%), and as a place to attend college or a university (71%),

## Satisfaction With Major County Services

The major categories of County services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of Library services and programs (76%), quality of emergency medical services (EMS) (75%), quality of emergency 911 services (75%), quality of parks and recreation opportunities (74%), and quality of services provided by the Sheriff’s Office (68%). Residents were least satisfied with the quality of the Smith Reynolds Airport (29%).

Based on the sum of their top three choices, the County services that residents thought should receive the most emphasis over the next two years were: 1) quality of K-12 education buildings, 2) County efforts to ensure the community is prepared for a natural disaster or crisis, and 3) communication with the public.

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### Maintenance

Sixty-eight percent (68%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the condition of the Forsyth County Government Building. Other areas in which residents were “very satisfied” or “satisfied” include: condition of Forsyth Technical Community College facilities (67%), quality of landscaping around County buildings (59%), and cleanliness of County buildings (57%).

Based on the sum of their top three choices, the maintenance services that residents thought should receive the most emphasis over the next two years were: 1) efforts to repair/remove substandard/dilapidated housing, 2) condition of Winston-Salem Forsyth County K-12 public school buildings, and 3) accessibility of public buildings/ease of entry access.

### County Communication

Fifty-four percent (54%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the ease of locating information on the County’s website; 44% were “very satisfied” or “satisfied” with their experience engaging with the County government process.

More than two-thirds (68%) of residents surveyed indicated the primary source of information they use to learn about Forsyth County news, events, and other County information was the local TV news. Other sources include: friends/family-word of mouth (55%), the Forsyth County website (51%), the Winston-Salem Journal (46%), and Facebook (40%). Based on the sum of their top three choices, the sources that residents *most prefer* to use to get County information were: 1) local TV news, 2) the Forsyth County website, and 3) the Winston-Salem Journal.

### Parks and Recreation Services

Eighty-one percent (81%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of Tanglewood Park’s Festival of Lights. Other areas in which residents were “very satisfied” or “satisfied” include: maintenance of County parks (71%), availability of open space/natural areas (70%), availability of active recreation equipment (69%), and quality and availability of event facilities (67%).

Based on the sum of their top three choices, the parks and recreation services that residents thought should receive the most emphasis over the next two years were: 1) overall feeling of safety in County parks, 2) maintenance of County parks, and 3) availability and access of walking and biking trails.

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### Sheriff's Office

Seventy-four percent (74%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of sheriff protection in Forsyth County. Other areas in which residents were “very satisfied” or “satisfied” include: professionalism of Sheriff's Office employees (73%), accessibility/responsiveness of the Sheriff's Office (68%), response time by the Sheriff's Office to emergencies (66%), and cultural sensitivity of Sheriff's Office employees (63%).

Based on the sum of their top three choices, the Sheriff's Office services that residents thought should receive the most emphasis over the next two years were: 1) overall quality of sheriff protection, 2) visibility of Sheriff's Deputies in the community, and 3) response time by the Sheriff's Office to emergencies.

### Emergency Services

Of the residents who indicated they had contact with Forsyth County Emergency Services during the last year, 90% *who had an opinion* were “very satisfied” or “satisfied” overall with Fire Division services. Other areas in which residents were “very satisfied” or “satisfied” include: professionalism of 911 operator (86%), professionalism of EMS staff (86%), efficiency of 911 operator (85%), and overall quality of Emergency Medical Services (84%).

### Additional Findings

- Residents were asked to provide reasons why they choose to live in Forsyth County. The top responses were: close to family/friends (57%), access to health care services (49%), housing options (41%), close to work/school (40%), and parks and open space options (40%). *Multiple selections could be made for this question.*

Based on the sum of their top three choices, the items that residents indicated will have the biggest impact on their decision to stay in Forsyth County over the next five years were: 1) close to family/friends, 2) access to health care services, and 3) local tax rate and cost of living.

- Most residents surveyed (95%), *who had an opinion*, believe health care access will be “very important” or “somewhat important” to the overall quality of life in the County over the next 20 years. Other issues that residents indicated will be “very important” or “somewhat important” include: safety, low crime (95%), housing (88%), natural open space (87%), parks and trails (87%), and job training and workforce development (84%).

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Based on the sum of their top three choices, the issues that residents indicated will be most important for the County to address over the next 20 years were: 1) safety, low crime, 2) health care access, and 3) public education (K-12).

- One-fourth (25%) of the residents surveyed, *who had an opinion*, think the overall quality of life in the County is getting better; 43% think it is staying the same, and 32% think the overall quality of life in the County is getting worse.
- Sixty-four percent (64%) of the residents surveyed, *who had an opinion*, indicated they will be living in Forsyth County five years from now; 9% will not be living in the County in five years, and 27% were unsure.
- The parks visited most by households during the past year were Tanglewood Park (62%), Triad Park (27%), and Kernersville Lake Park (20%). When residents were asked to rate the condition of all park facilities they had visited during the past year, the ones rated highest, based upon the combined responses of “excellent” and “good” among those *who had an opinion*, were: Triad Park (97%), Tanglewood Park (96%), Joanie Moser Memorial Park (95%), and CG Hill Memorial Park (94%).
- Thirty-nine percent (39%) of the residents surveyed indicated their household had contacted County employees or visited the County’s website to seek services, ask a question, or file a complaint during the past year. Of those, 80% *who had an opinion* were “very satisfied” or “satisfied” with the courtesy of County employees; 75% were “very satisfied” or “satisfied” with the appropriateness of County employees’ response, and 74% were “very satisfied” or “satisfied” with the accuracy of the information they were given.
- The libraries visited most by households during the past year were Central Library (25%), Clemmons (16%), the Library’s website (16%), and Lewisville (15%). When residents were asked to rate the condition of all libraries they had visited during the past year, the ones rated highest, based upon the combined responses of “excellent” and “good” among those *who had an opinion*, were: Lewisville (98%), Central Library (96%), Walkertown (95%), and Paddison Memorial in Kernersville (95%).



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### How Forsyth County Compares to Other Communities Regionally

Satisfaction ratings for Forsyth County **rated at or above the Atlantic regional average in 15 of the 25 areas** that were assessed. The Atlantic Region includes the states of North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey. Forsyth County rated significantly higher than the Southeast regional average (difference of 5% or more) in 9 of these areas. The table below shows how Forsyth County compares to the Atlantic regional average:

Service	Forsyth County	Atlantic Region	Difference	Category
Quality of Aquatic Center	59%	26%	32%	Parks and Recreation
Quality of parks and recreation opportunities	74%	61%	14%	Major Categories of County Services
Quality of athletic fields	59%	48%	11%	Parks and Recreation
As a place to work	74%	63%	11%	Overall Ratings of the County
As a place to live	86%	76%	9%	Overall Ratings of the County
Overall quality of sheriff protection	74%	67%	7%	Sheriff's Office
Customer service from County employees	59%	53%	6%	Major Categories of County Services
Efforts to ensure community is prepared for natural disaster/crisis	52%	46%	6%	Major Categories of County Services
As a place to retire	67%	61%	6%	Overall Ratings of the County
As a place to visit	64%	61%	4%	Overall Ratings of the County
Availability/access of walking and biking trails	66%	64%	3%	Parks and Recreation
Enforcement of codes and ordinances	45%	43%	2%	Major Categories of County Services
Quality of Library services and programs	76%	74%	2%	Major Categories of County Services
Overall feeling of safety in County parks	65%	64%	1%	Parks and Recreation
Ease of locating information on County's website	54%	54%	0%	County Communication
As a place to raise children	74%	76%	-2%	Overall Ratings of the County
Overall quality of Emergency Medical Services	84%	88%	-4%	Emergency Services
Overall satisfaction with Fire Division services	90%	95%	-5%	Emergency Services
Communication with the public	52%	58%	-6%	Major Categories of County Services
Overall EMS response time	78%	86%	-8%	Emergency Services
Visibility of Sheriff's Deputies in the community	61%	71%	-9%	Sheriff's Office
Level of public involvement in local decisions	27%	40%	-12%	County Communication
Response time by Sheriff's Office to emergencies	66%	79%	-13%	Sheriff's Office
Quality of animal services	51%	72%	-21%	Sheriff's Office
County efforts to inform about local issues	37%	62%	-25%	County Communication

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### How Forsyth County Compares to Other Communities Nationally

Satisfaction ratings for Forsyth County **rated above the national average in 18 of the 25 areas** that were assessed. Forsyth County rated significantly higher than the national average (difference of 5% or more) in 9 of these areas. The table below shows how Forsyth County compares to the national average:

Service	Forsyth County	U.S.	Difference	Category
Quality of Aquatic Center	59%	36%	23%	Parks and Recreation
Quality of parks and recreation opportunities	74%	59%	15%	Major Categories of County Services
As a place to work	74%	60%	15%	Overall Ratings of the County
As a place to live	86%	73%	12%	Overall Ratings of the County
Overall quality of sheriff protection	74%	64%	11%	Sheriff's Office
As a place to retire	67%	57%	10%	Overall Ratings of the County
Customer service from County employees	59%	51%	8%	Major Categories of County Services
Quality of athletic fields	59%	53%	6%	Parks and Recreation
Overall satisfaction with Fire Division services	90%	85%	5%	Emergency Services
Ease of locating information on County's website	54%	50%	4%	County Communication
Communication with the public	52%	48%	4%	Major Categories of County Services
Availability/access of walking and biking trails	66%	63%	4%	Parks and Recreation
Overall quality of Emergency Medical Services	84%	81%	3%	Emergency Services
As a place to raise children	74%	71%	3%	Overall Ratings of the County
As a place to visit	64%	62%	2%	Overall Ratings of the County
Quality of Library services and programs	76%	74%	2%	Major Categories of County Services
Overall feeling of safety in County parks	65%	64%	1%	Parks and Recreation
Response time by Sheriff's Office to emergencies	66%	65%	1%	Sheriff's Office
Visibility of Sheriff's Deputies in the community	61%	62%	-1%	Sheriff's Office
Efforts to ensure community is prepared for natural disaster/crisis	52%	53%	-1%	Major Categories of County Services
Overall EMS response time	78%	80%	-2%	Emergency Services
Quality of animal services	51%	55%	-3%	Sheriff's Office
Enforcement of codes and ordinances	45%	52%	-7%	Major Categories of County Services
Level of public involvement in local decisions	27%	38%	-11%	County Communication
County efforts to inform about local issues	37%	51%	-14%	County Communication



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### Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the County identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each County service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with County services over the next two years. If the County wants to improve its overall satisfaction rating, the County should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

**Overall Priorities for the County by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of County services. This analysis was conducted to help set the overall priorities for the County. Based on the results of this analysis, the services that are recommended as the top priorities in order to raise the County's overall satisfaction rating are listed below:

- Quality of K-12 education buildings (IS=0.2124)
- County efforts to ensure the community is prepared for a natural disaster or crisis (IS=0.1589)
- Communication with the public (IS=0.1451)
- Enforcement of codes and ordinances (IS=0.1006)

The table on the following page shows the Importance-Satisfaction rating for all 17 major categories of County services that were rated.

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<b>Importance-Satisfaction Rating</b>						
<b>Forsyth County, NC</b>						
<b>Overall</b>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Quality of K-12 education buildings	35%	1	39%	14	0.2124	1
<b><u>High Priority (IS .10-.20)</u></b>						
Efforts to ensure community is prepared for natural disaster/crisis	33%	2	52%	10	0.1589	2
Communication with the public	30%	3	52%	9	0.1451	3
Enforcement of codes and ordinances	18%	7	45%	12	0.1006	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of public health services	28%	4	65%	6	0.0952	5
Quality of services from Dept. of Social Services	14%	9	38%	15	0.0891	6
Quality of services provided by Sheriff's Office	20%	6	68%	5	0.0639	7
Quality of parks and recreation opportunities	22%	5	74%	4	0.0558	8
Customer service from County employees	13%	10	59%	7	0.0534	9
Quality of services by Environmental Assistance & Protection	8%	12	34%	16	0.0526	10
Quality of tax administration services	7%	13	41%	13	0.0414	11
Quality of emergency medical services (EMS)	15%	8	75%	2	0.0385	12
Quality of the Smith Reynolds Airport	5%	15	29%	17	0.0343	13
Quality of emergency 911 services	12%	11	75%	3	0.0294	14
Quality of Library services and programs	7%	14	76%	1	0.0164	15
Quality of Tax Parcel Viewer & Geo Data Explorer online	4%	16	56%	8	0.0157	16
Quality of North Carolina Cooperative Extension services	2%	17	46%	11	0.0081	17

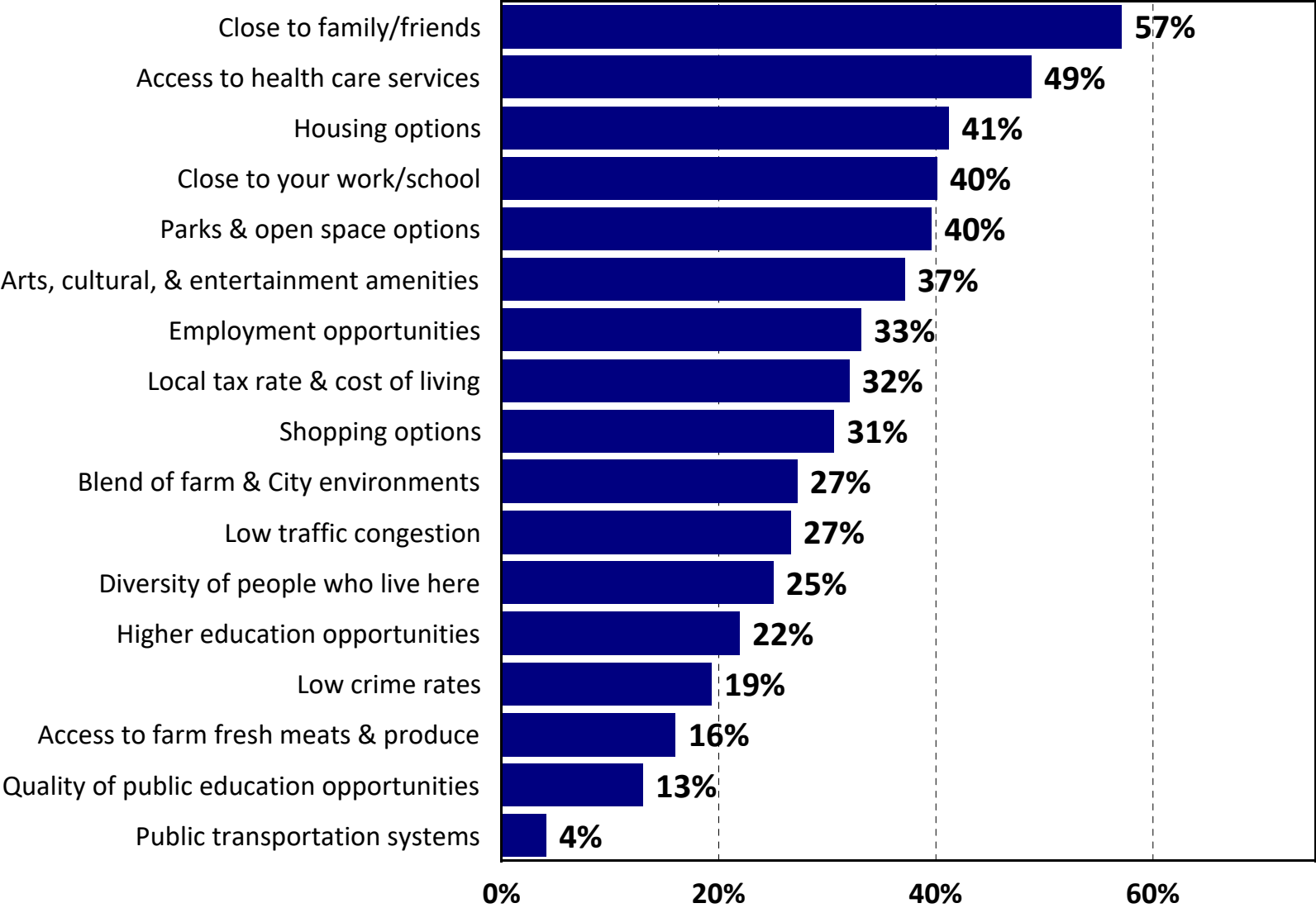




# Charts and Graphs:

# Q1. Reasons For Living in Forsyth County

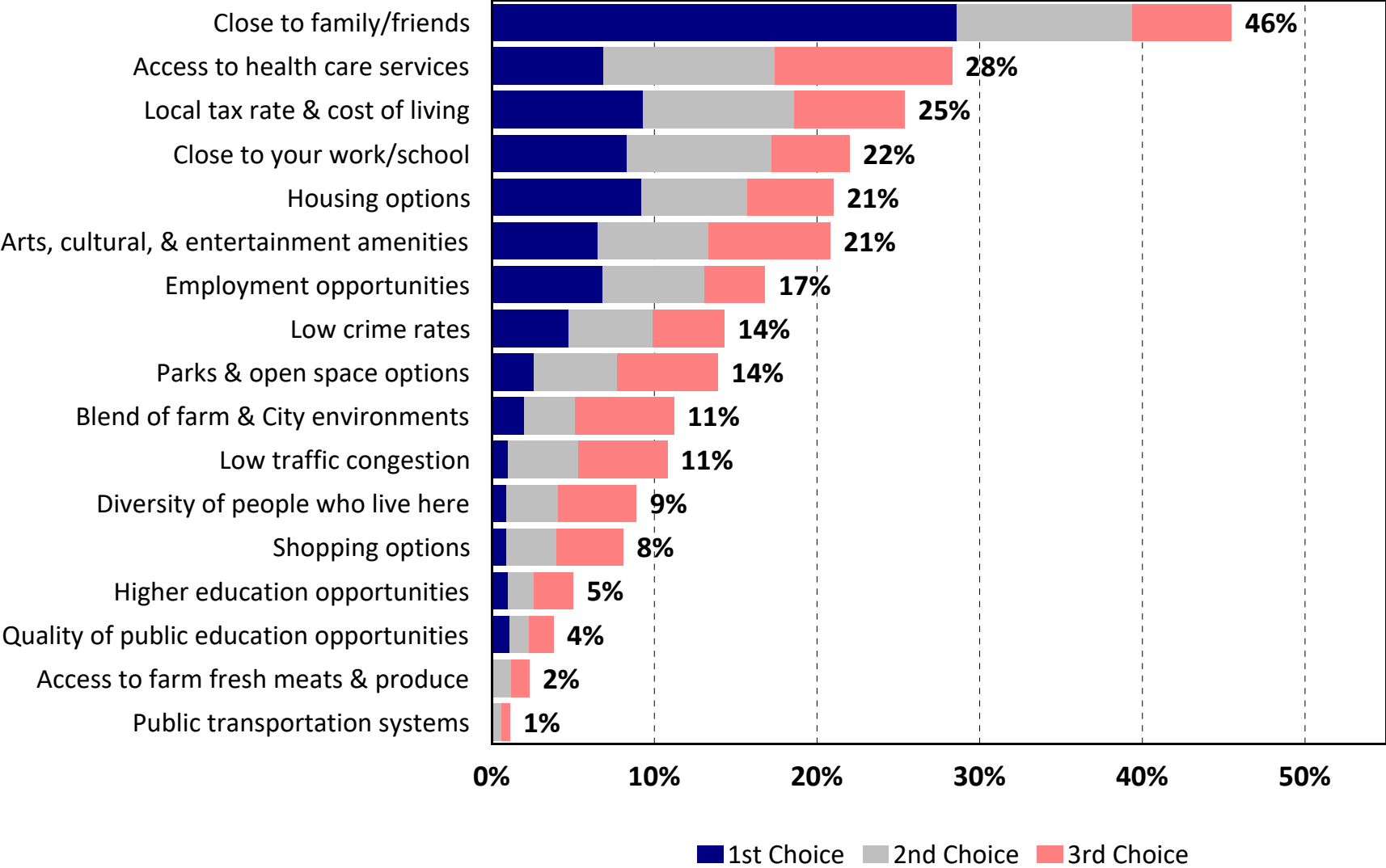
by percentage of respondents (multiple selections could be made)





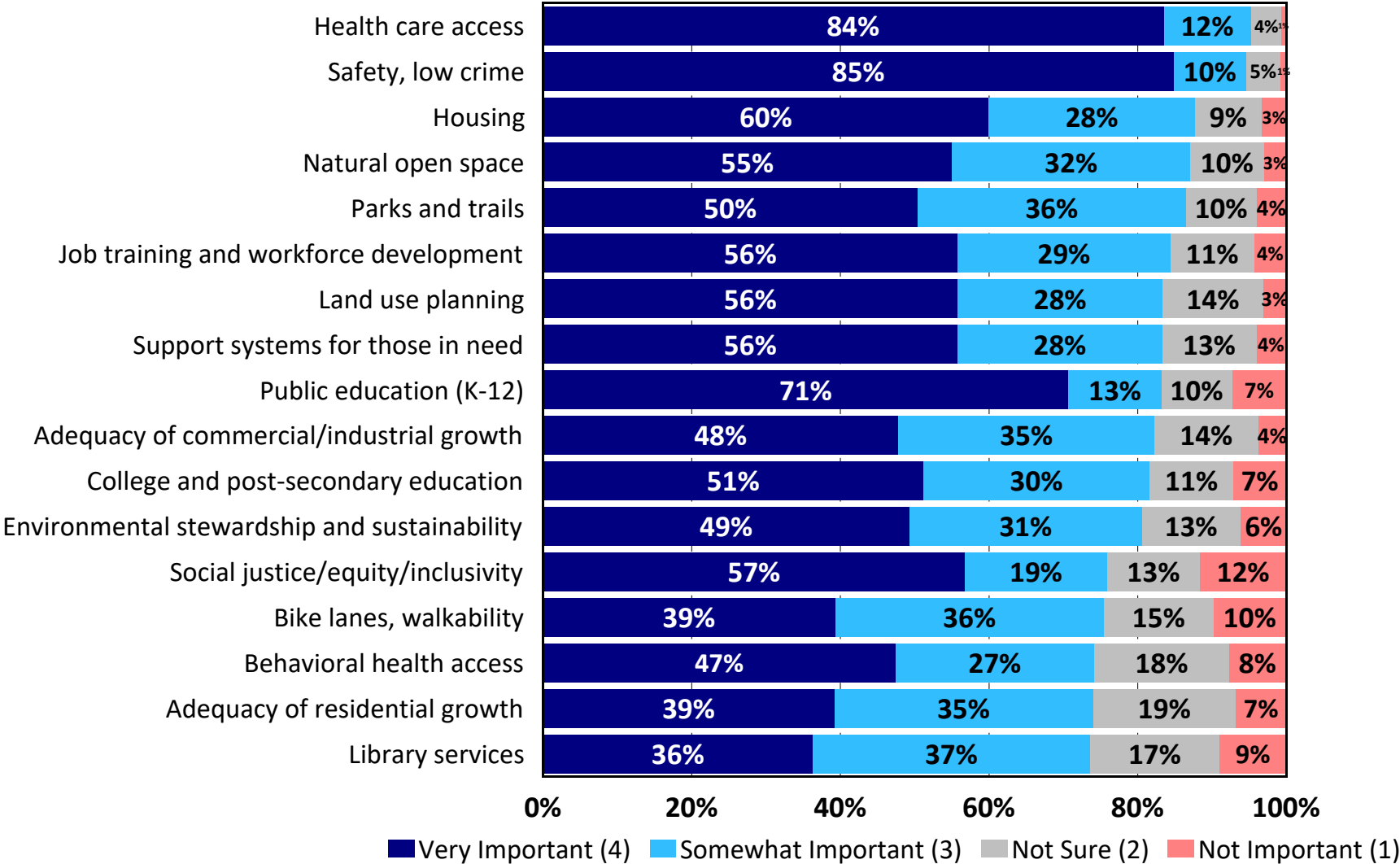
# Q2. Items That Will Have the Biggest Impact on Decision to Stay in Forsyth County Over the Next Five Years

by percentage of respondents who selected the item as one of their top three choices



# Q3. How Important Residents Believe Each of the Following Will Be to the Overall Quality of Life in the County Over the Next 20 Years

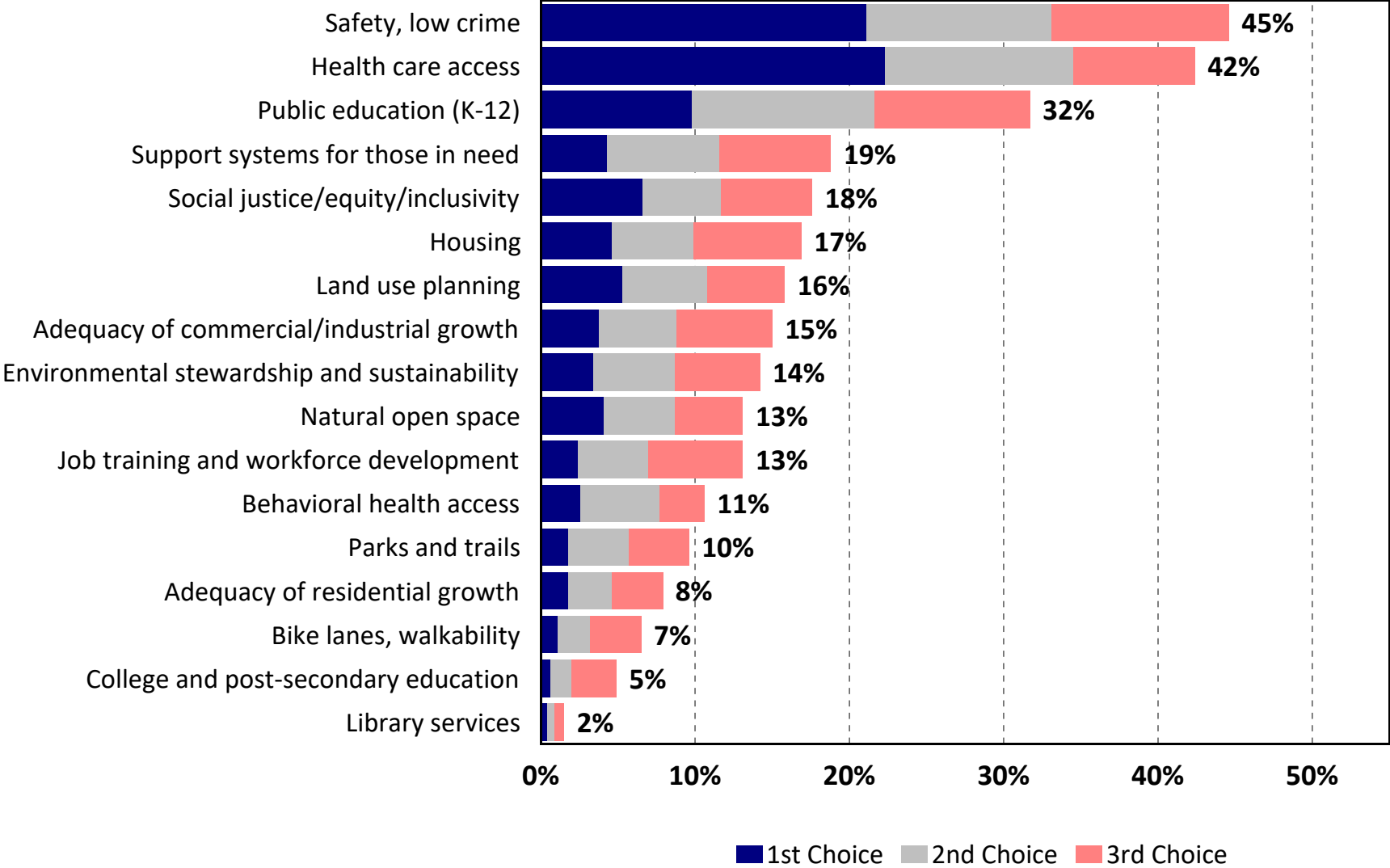
by percentage of respondents (excluding don't knows)





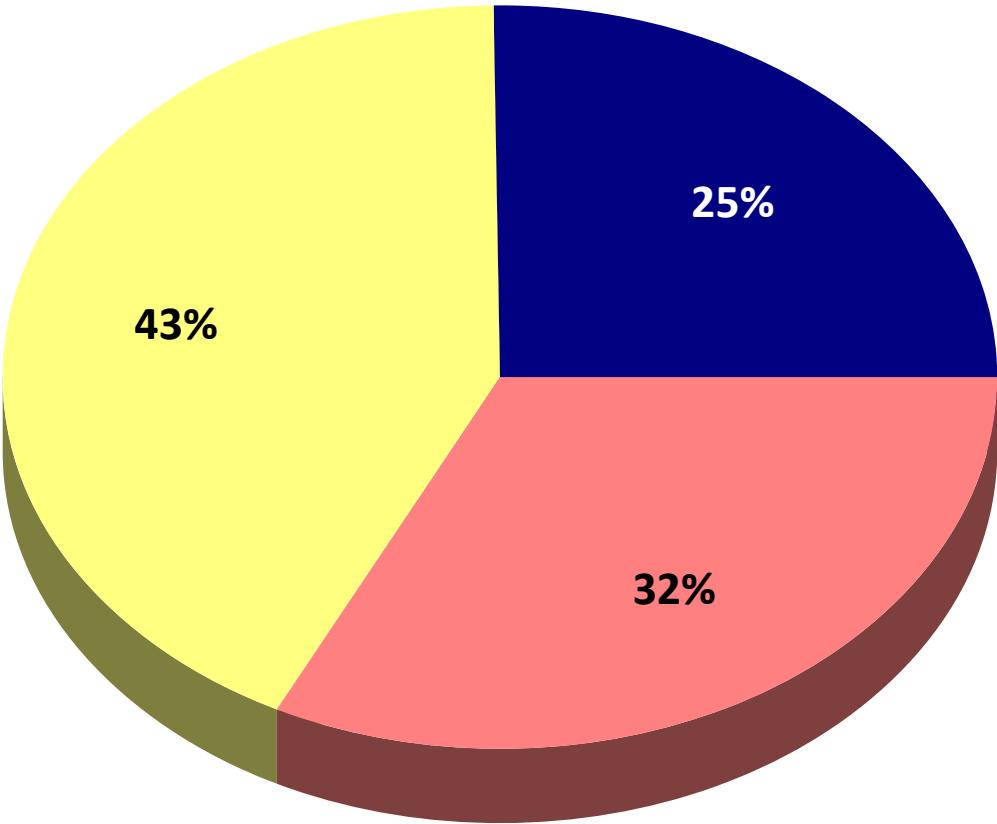
# Q4. Issues That Will Be Most Important for the County to Address Over the Next 20 Years

by percentage of respondents who selected the item as one of their top three choices



# Q5. How Residents Think the Overall Quality of Life in the County Has Changed

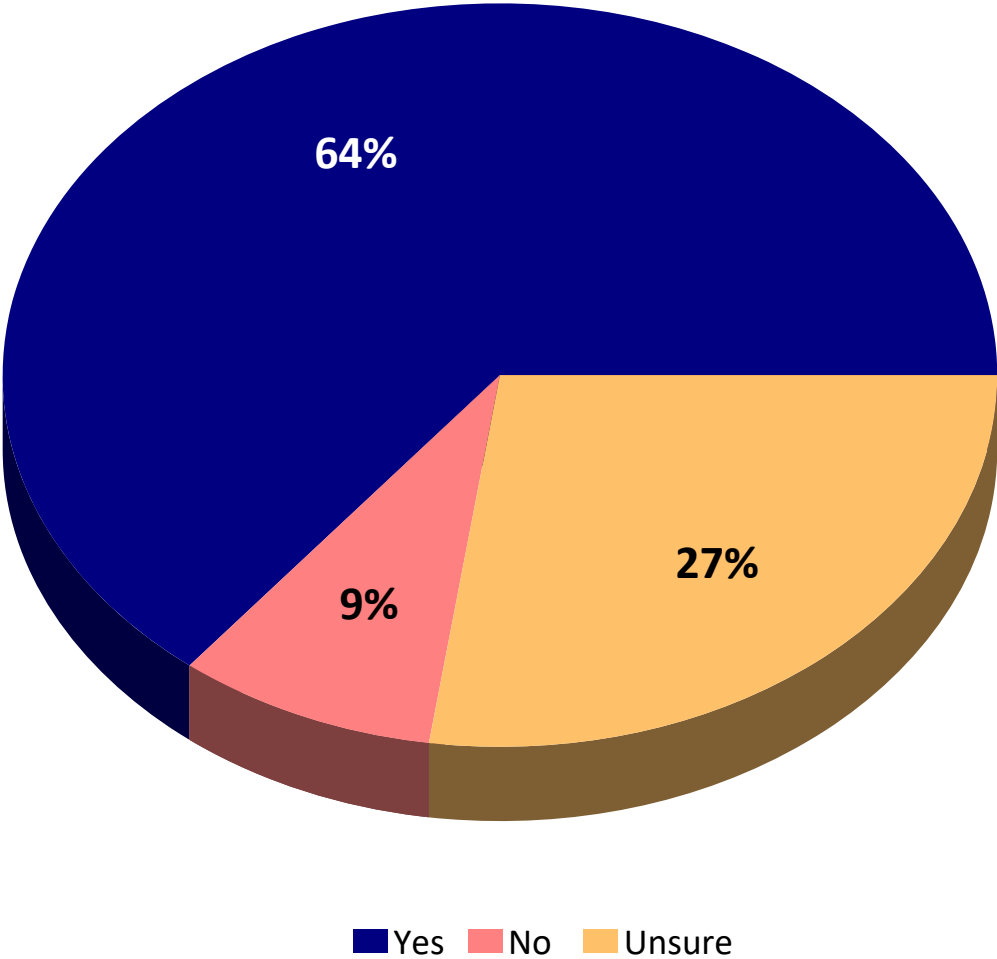
by percentage of respondents (excluding not provided)



■ Getting better ■ Staying the same ■ Getting worse

# Q6. Will you be living in Forsyth County five years from now?

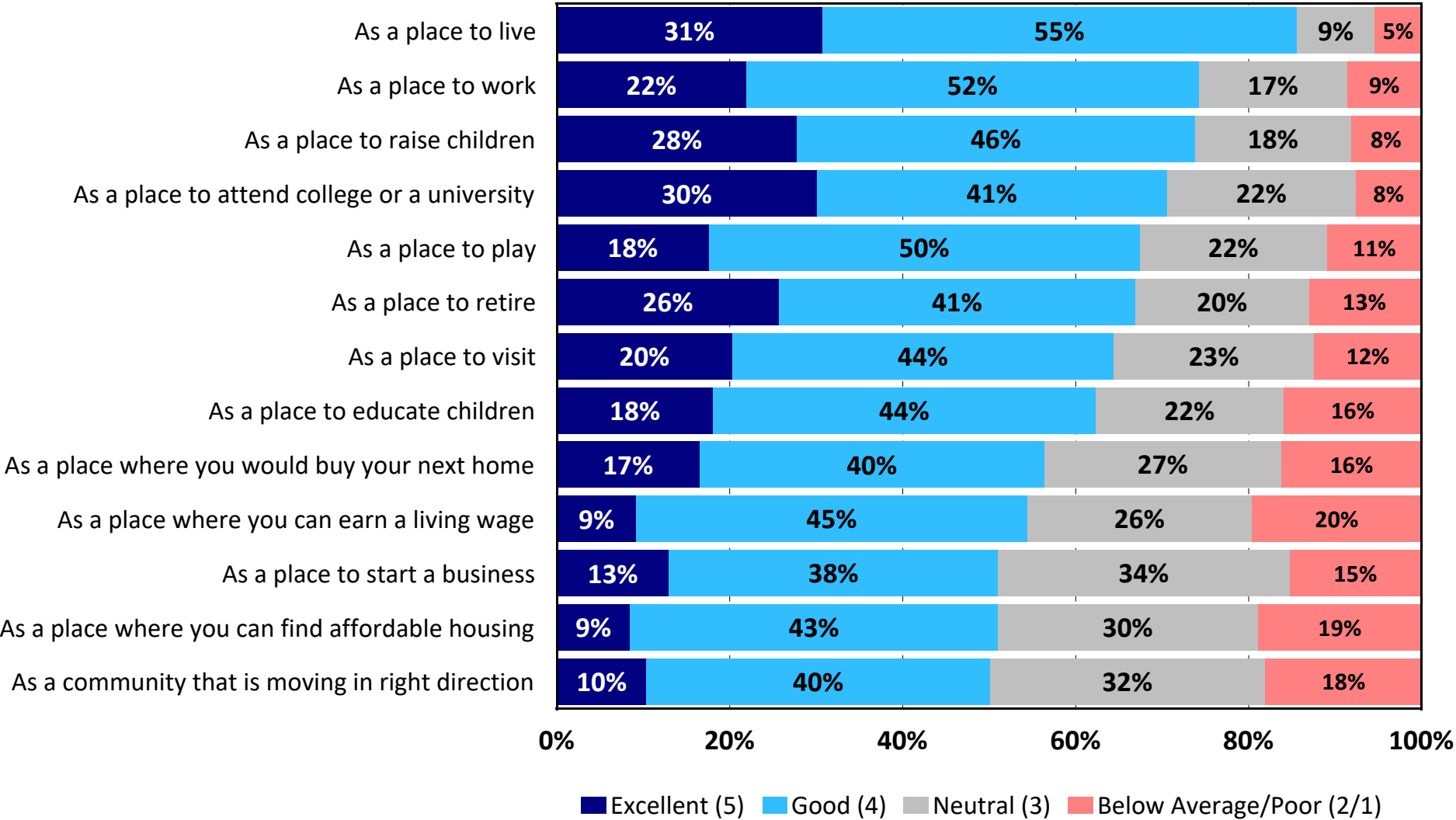
by percentage of respondents (excluding not provided)





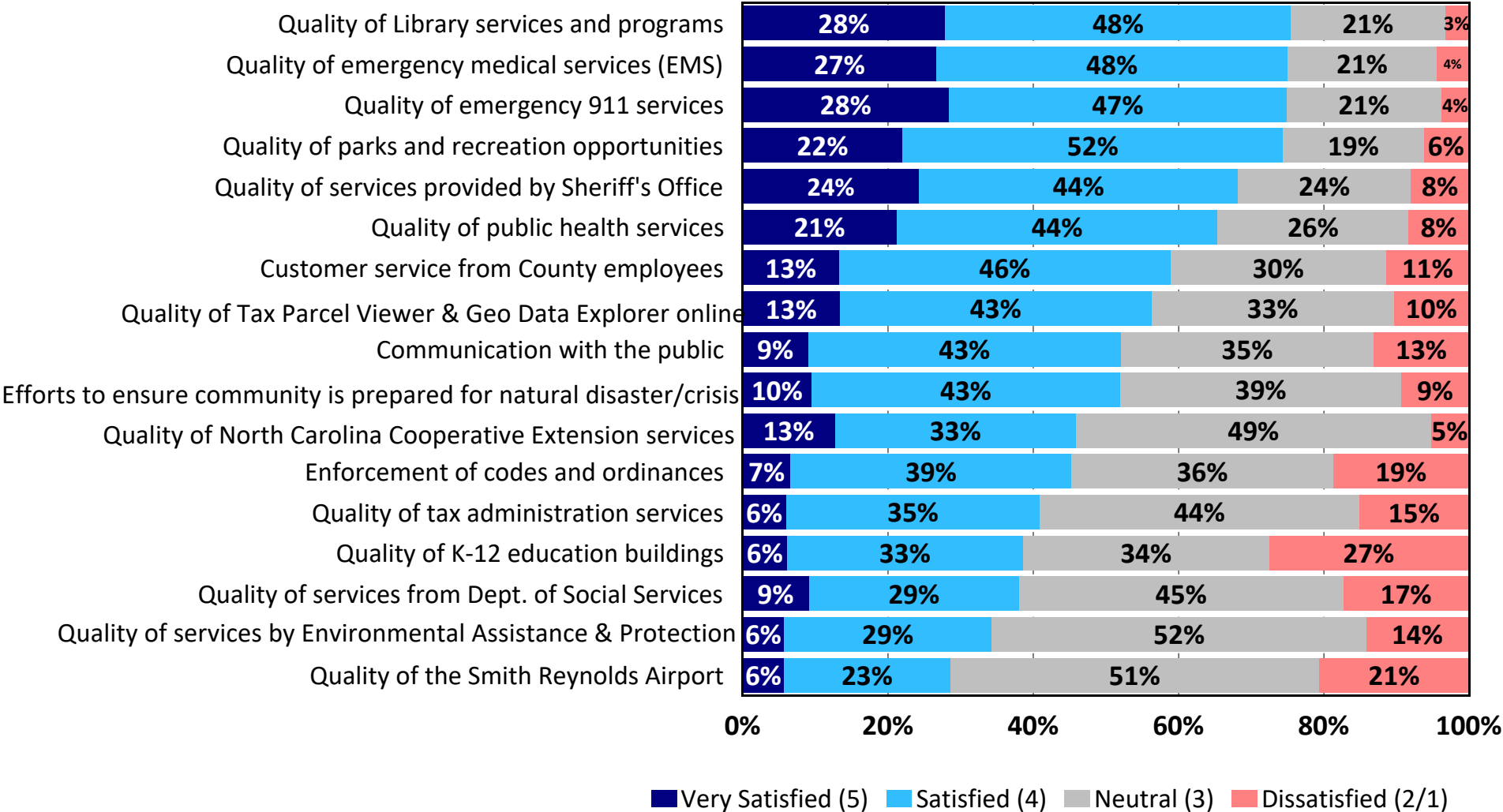
# Q7. Overall Ratings of Forsyth County

by percentage of respondents (excluding don't knows)



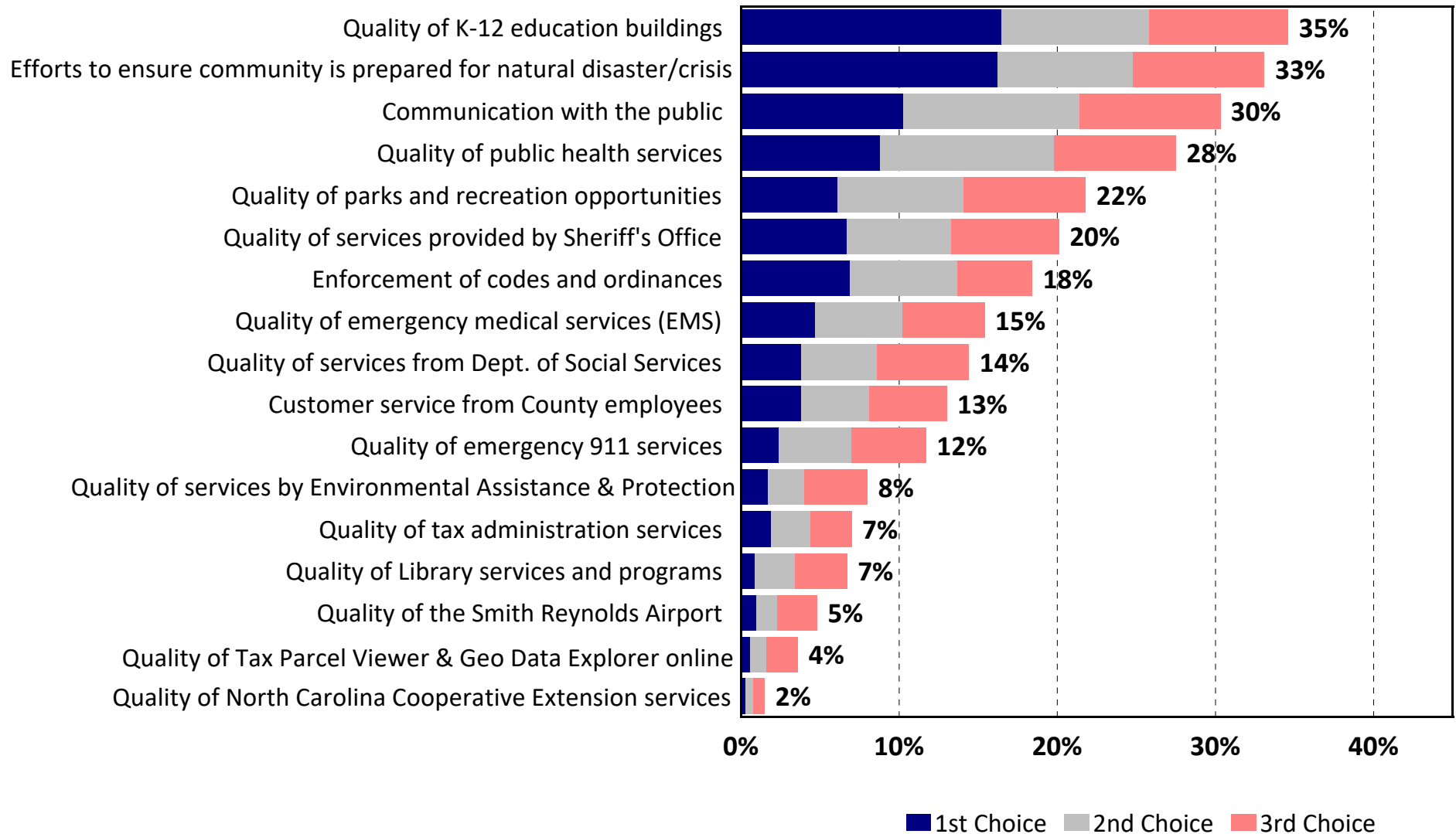
# Q8. Satisfaction With Major Categories of County Services

by percentage of respondents (excluding don't knows)



# Q9. County Services That Should Receive the Most Emphasis Over the Next Two Years

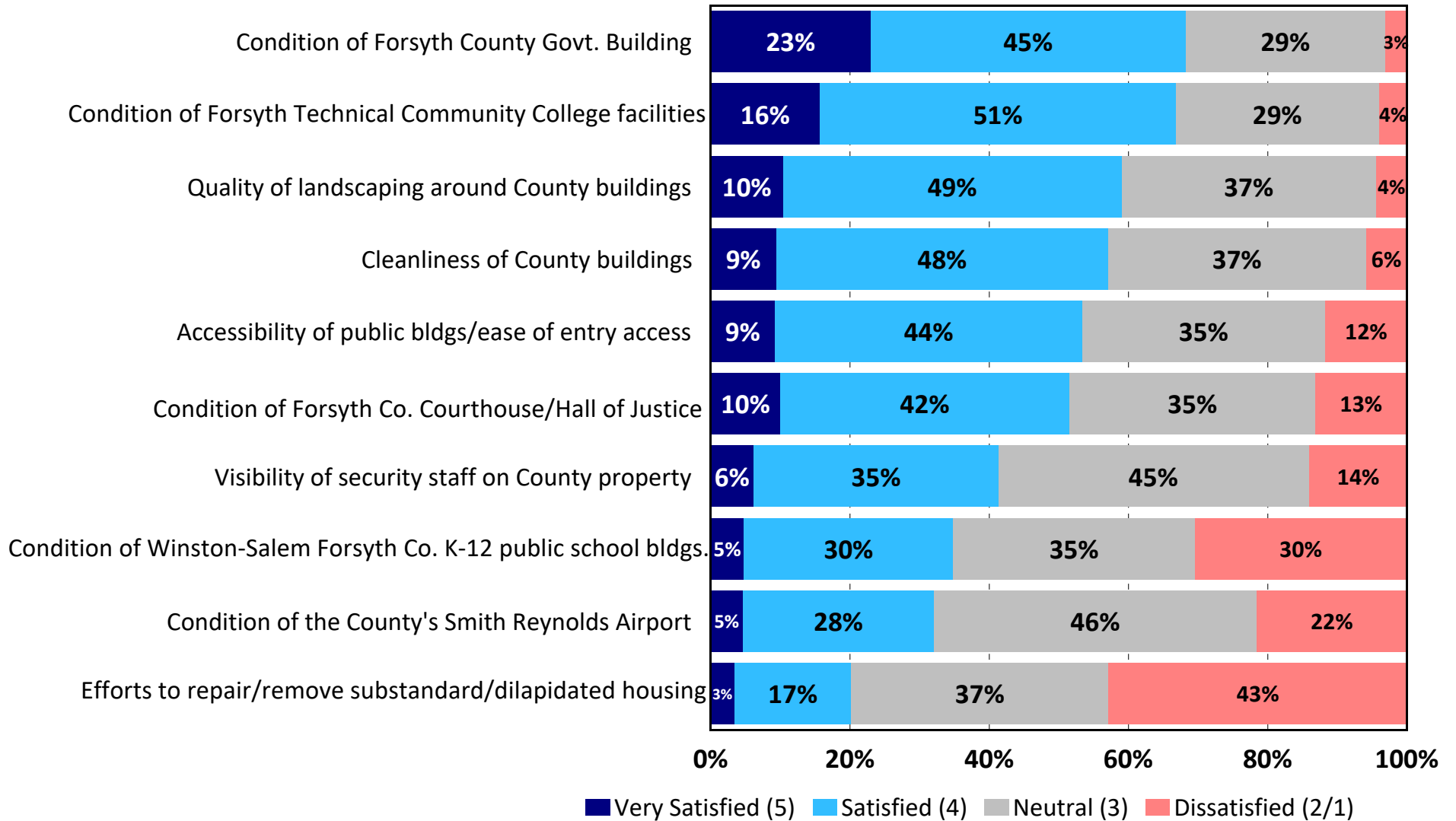
by percentage of respondents who selected the item as one of their top three choices





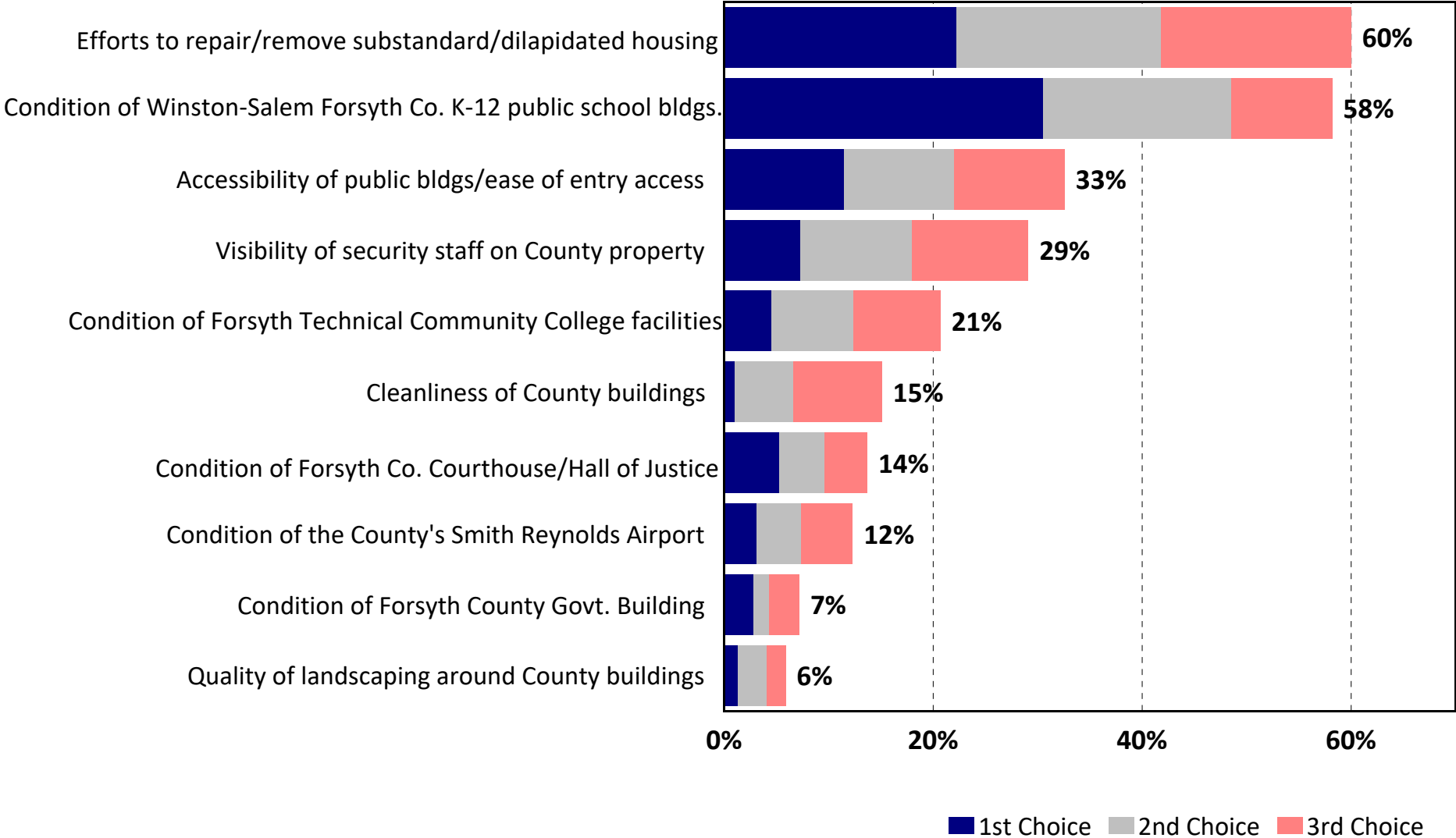
# Q10. Satisfaction with Maintenance

by percentage of respondents (excluding don't knows)



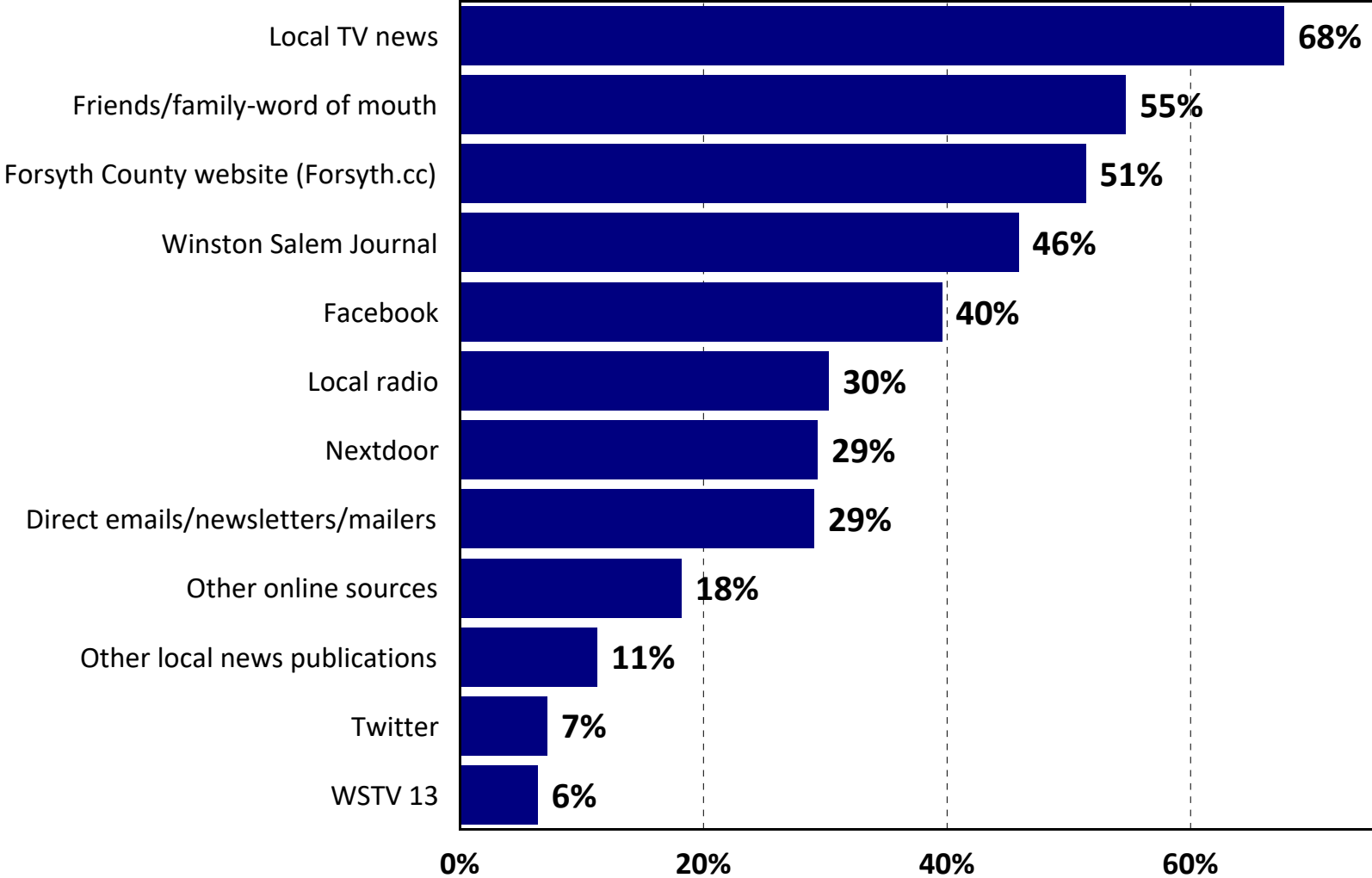
# Q11. Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



# Q12. Sources That Households Use to Learn About Forsyth County News, Events, and Other County Information

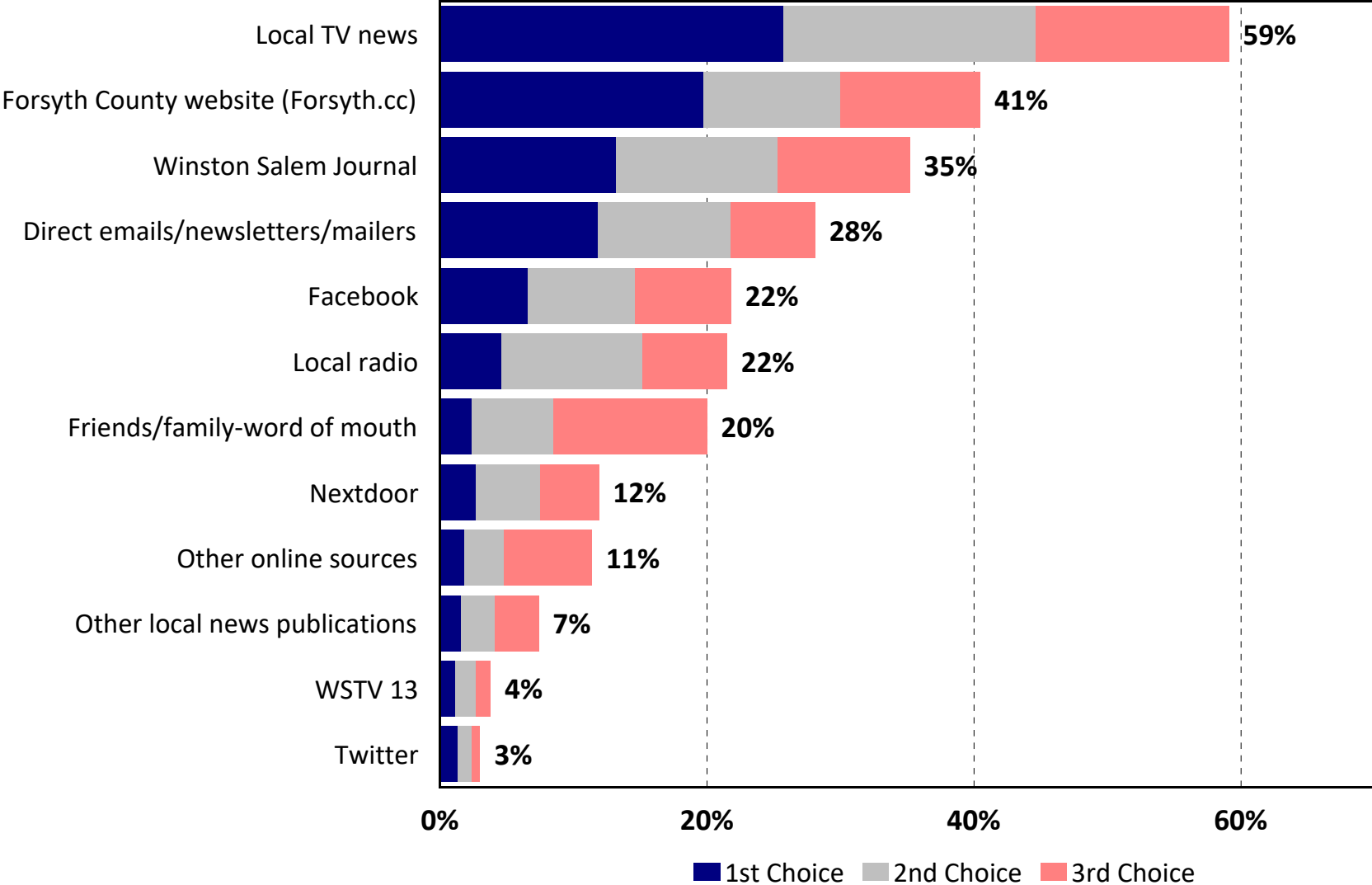
by percentage of respondents (multiple selections could be made)





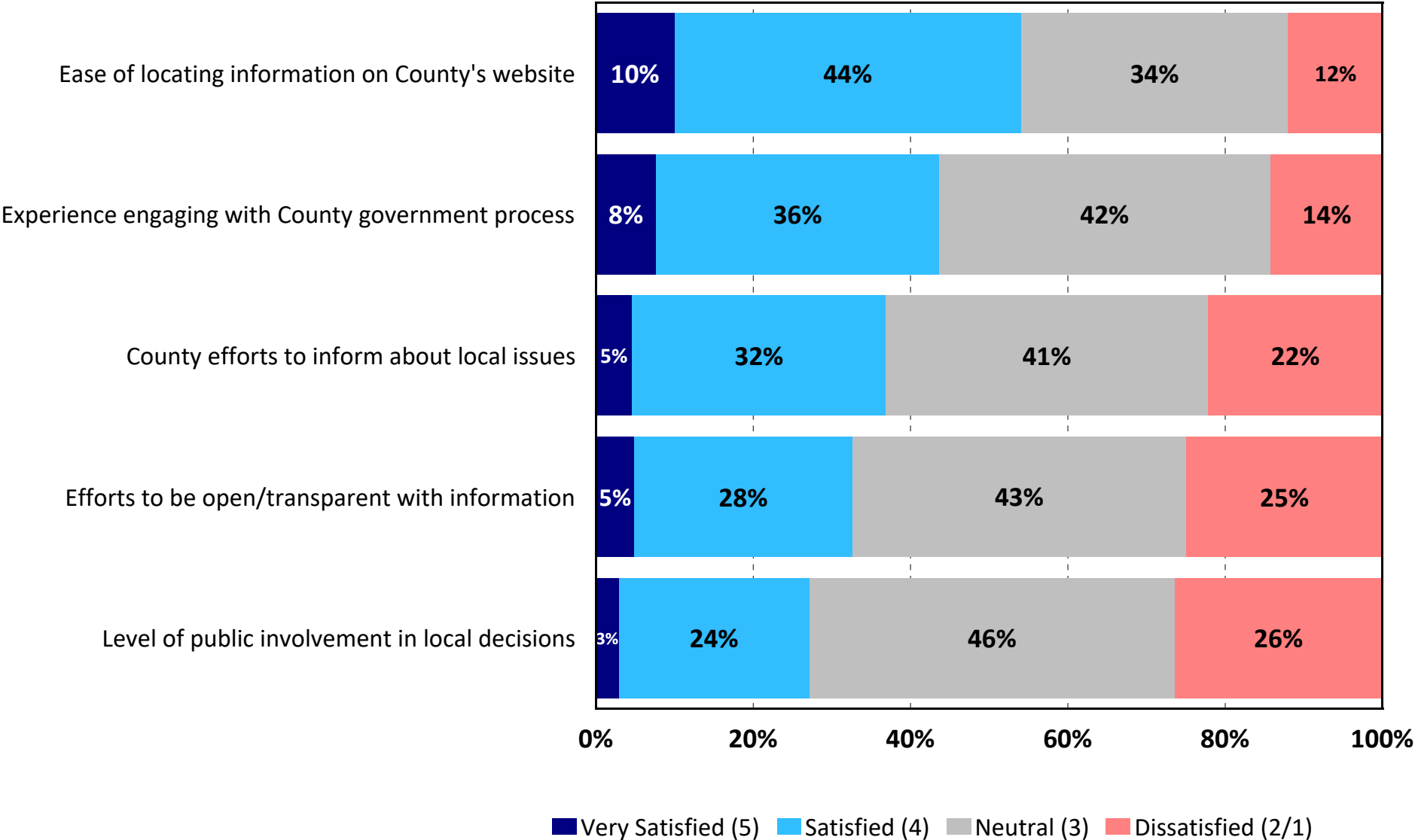
# Q13. Sources That Residents Most Prefer to Use to Get Information on County News, Events, and Other County Information

by percentage of respondents who selected the item as one of their top three choices



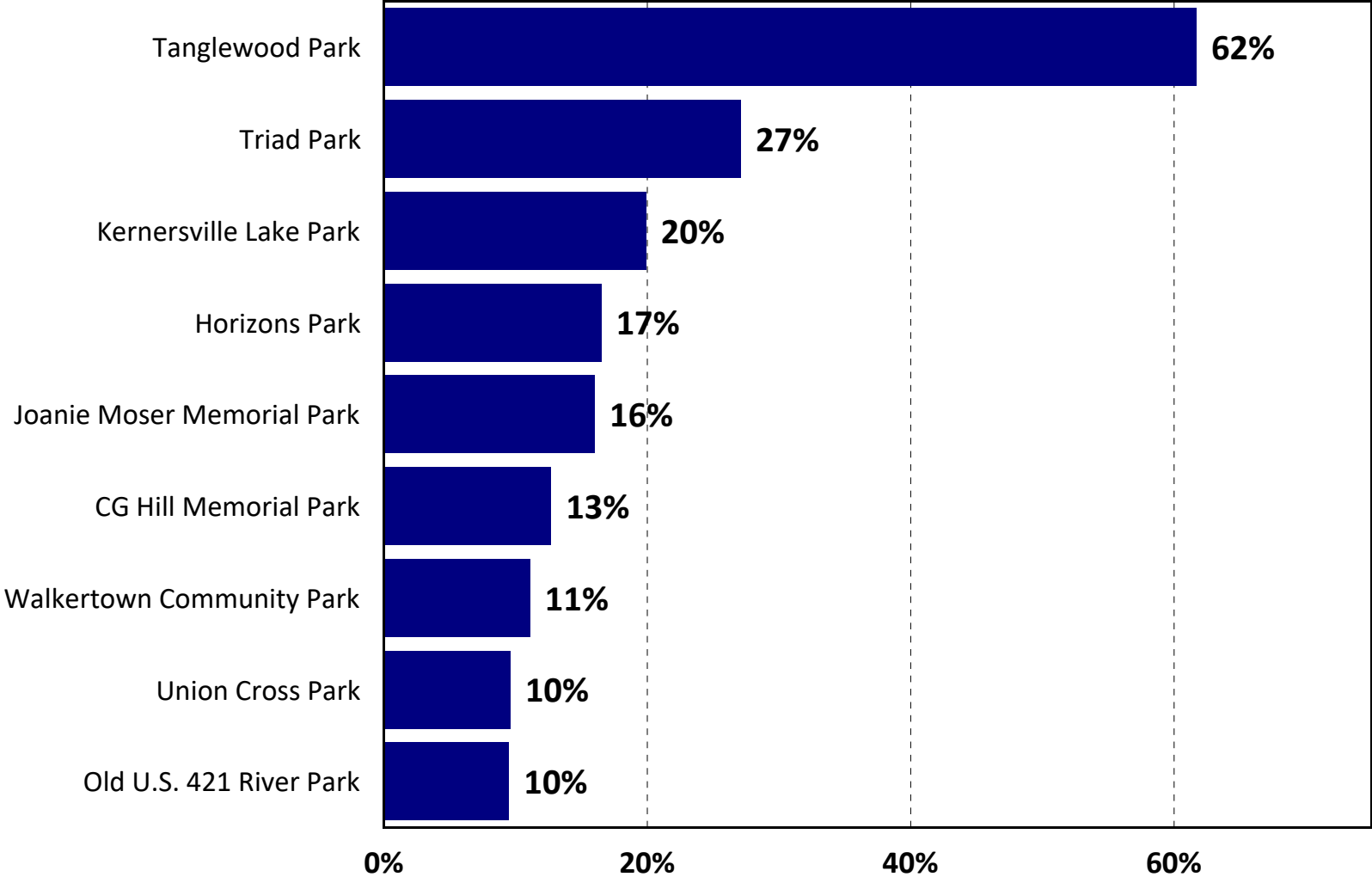
# Q14. Satisfaction with County Communication

by percentage of respondents (excluding don't knows)



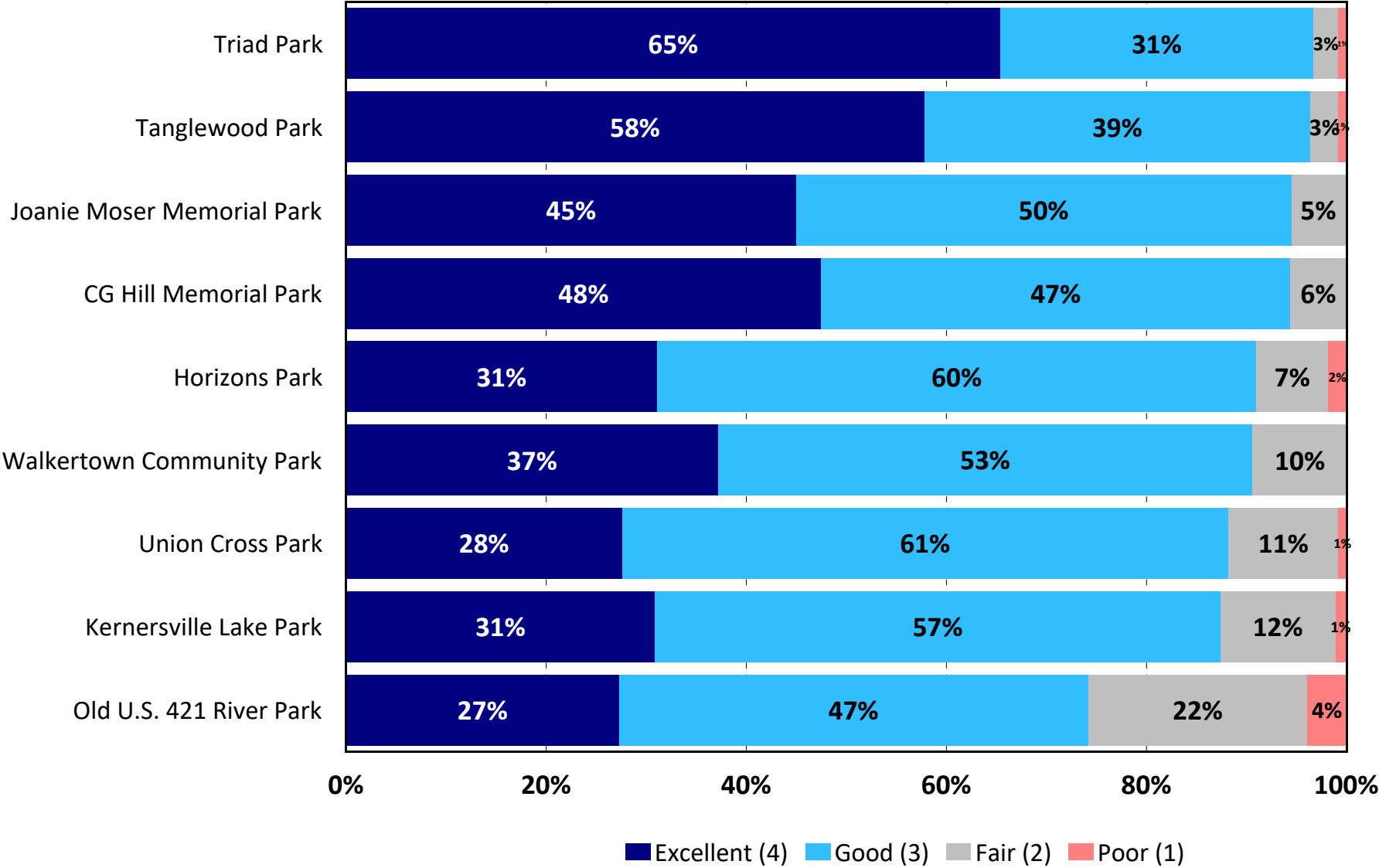
# Q15[1]. Parks That Households Have Visited During the Past Year

by percentage of respondents who visited the park (multiple selections could be made)



# Q15[2]. Ratings of the Condition of the Facilities

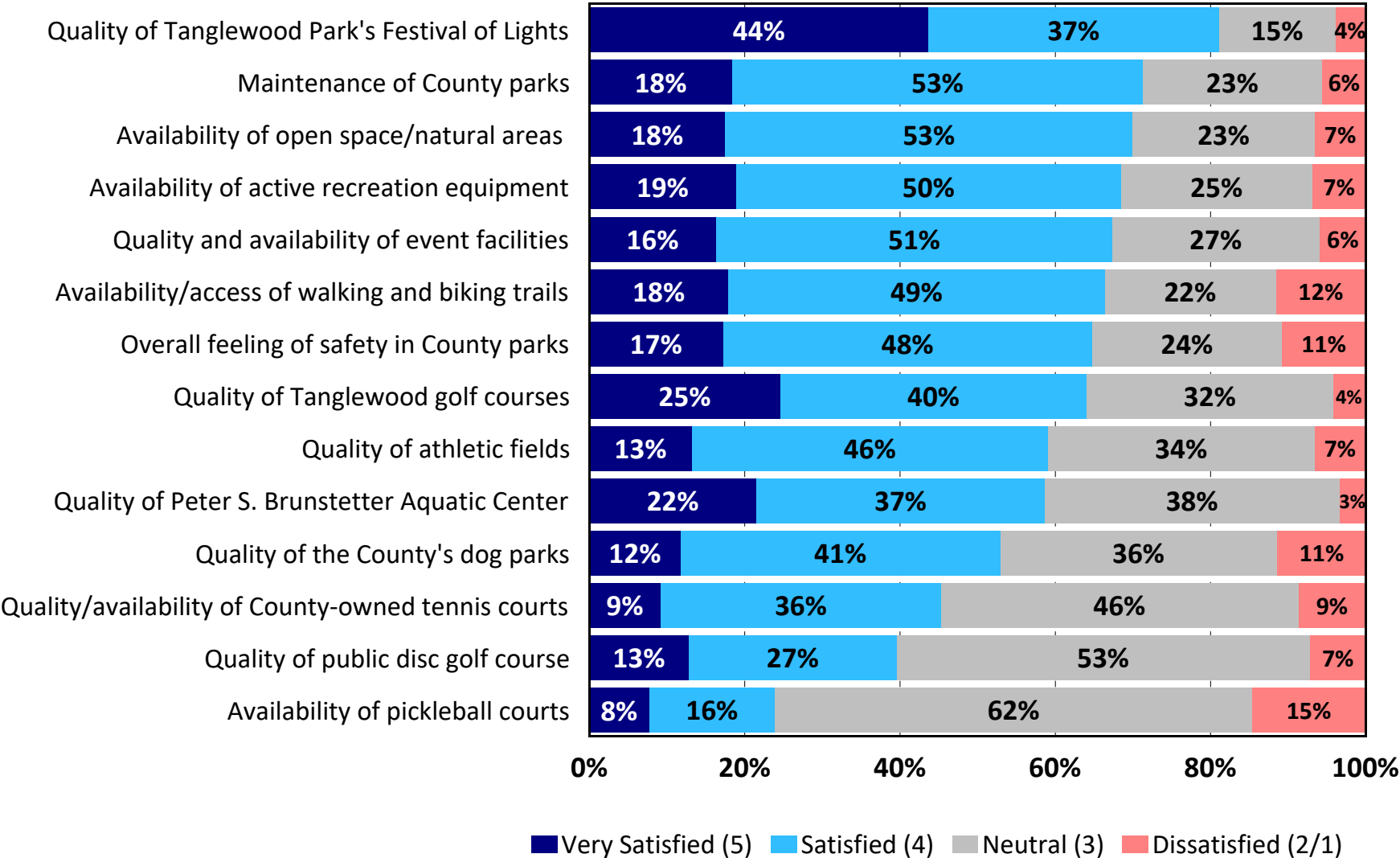
by percentage of respondents who visited the park during the past year (excluding don't knows)





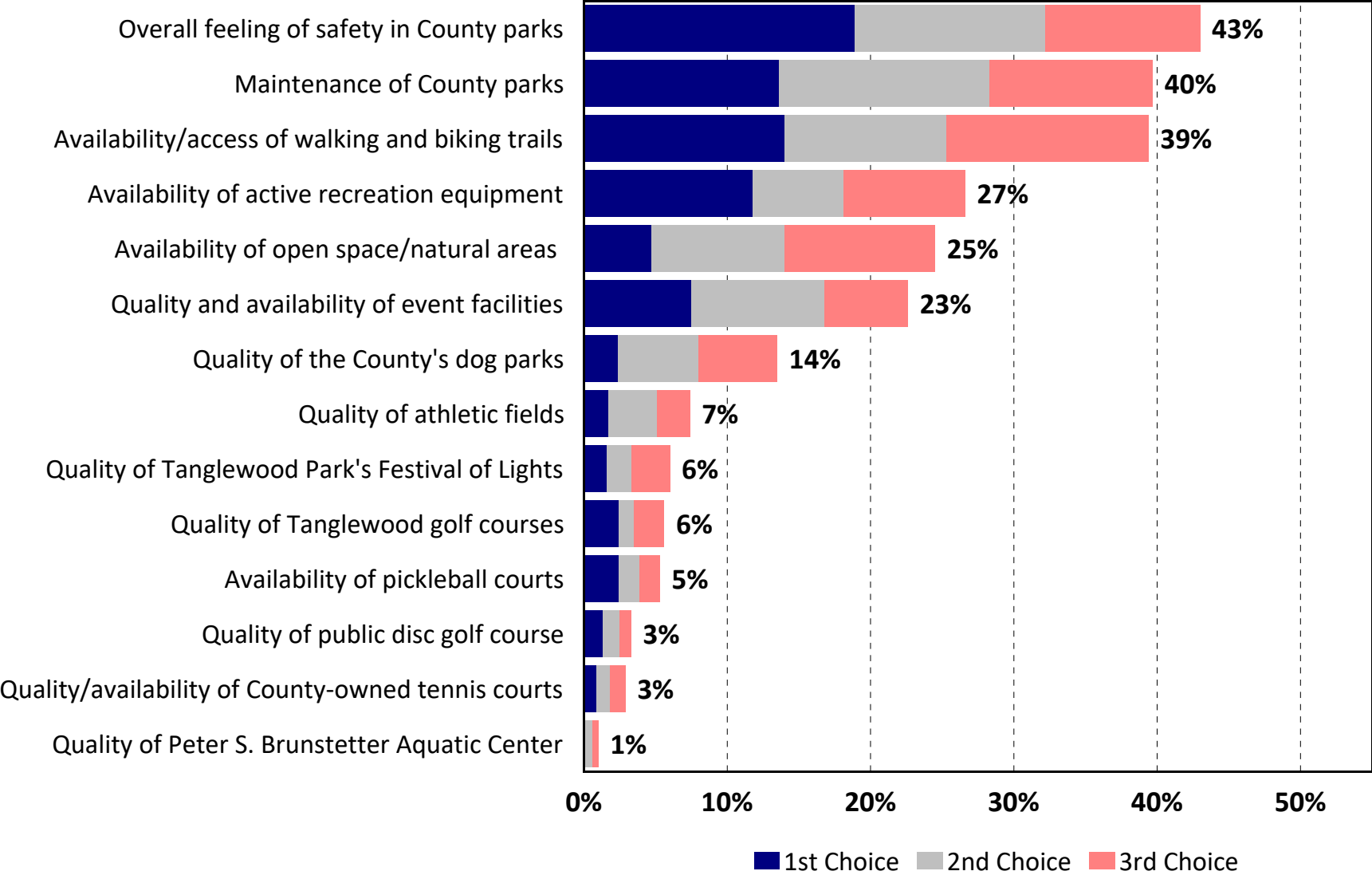
# Q16. Satisfaction with Parks and Recreation Services

by percentage of respondents (excluding don't knows)



# Q17. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices

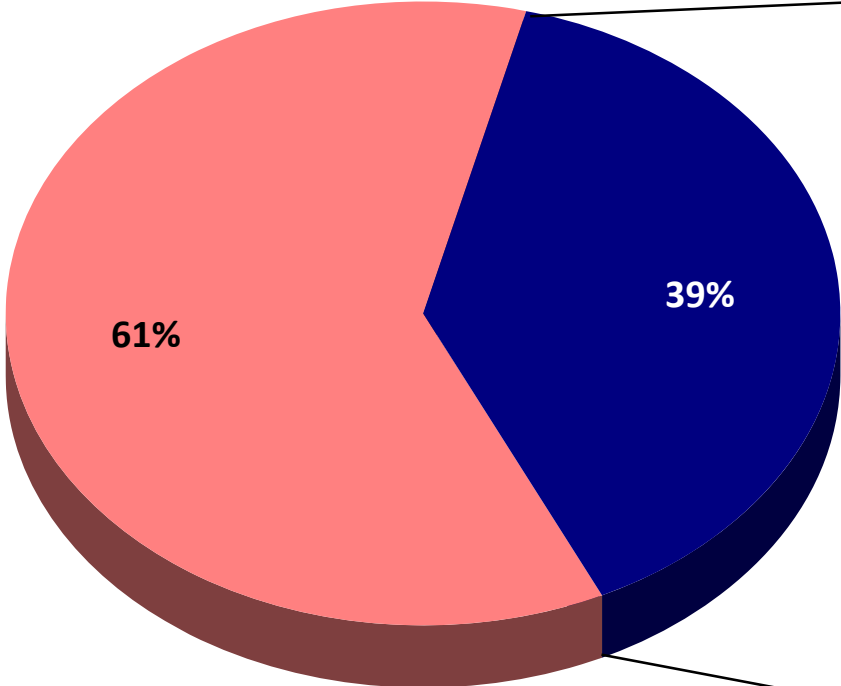


# Q18. During the past year, have you or other members of your household contacted employees of Forsyth County or visited the County’s website to seek services, ask a question, or file a complaint?

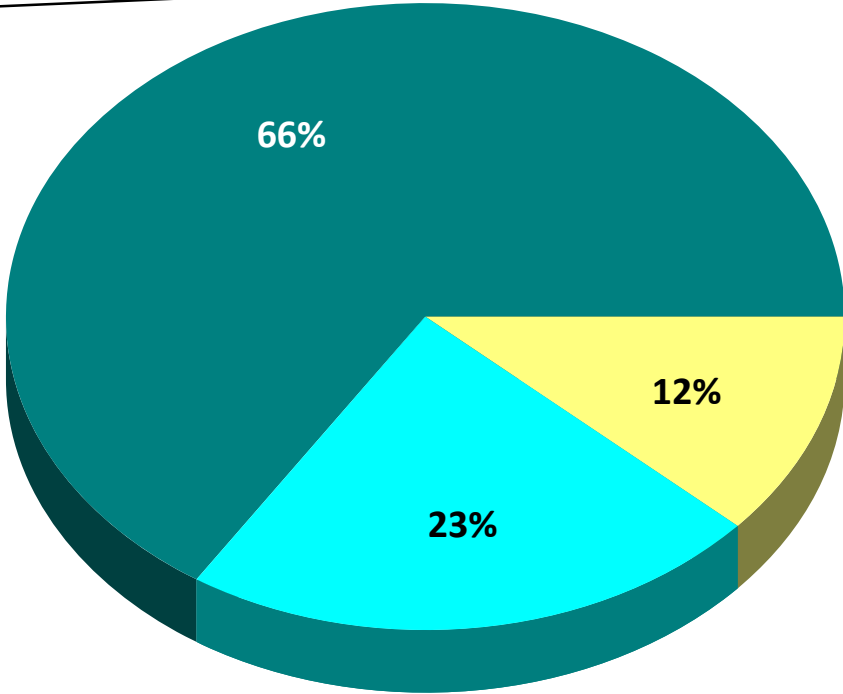
by percentage of respondents

## Q18a. How did you most recently contact the County?

by percentage of respondents who contacted the County (excluding not provided)



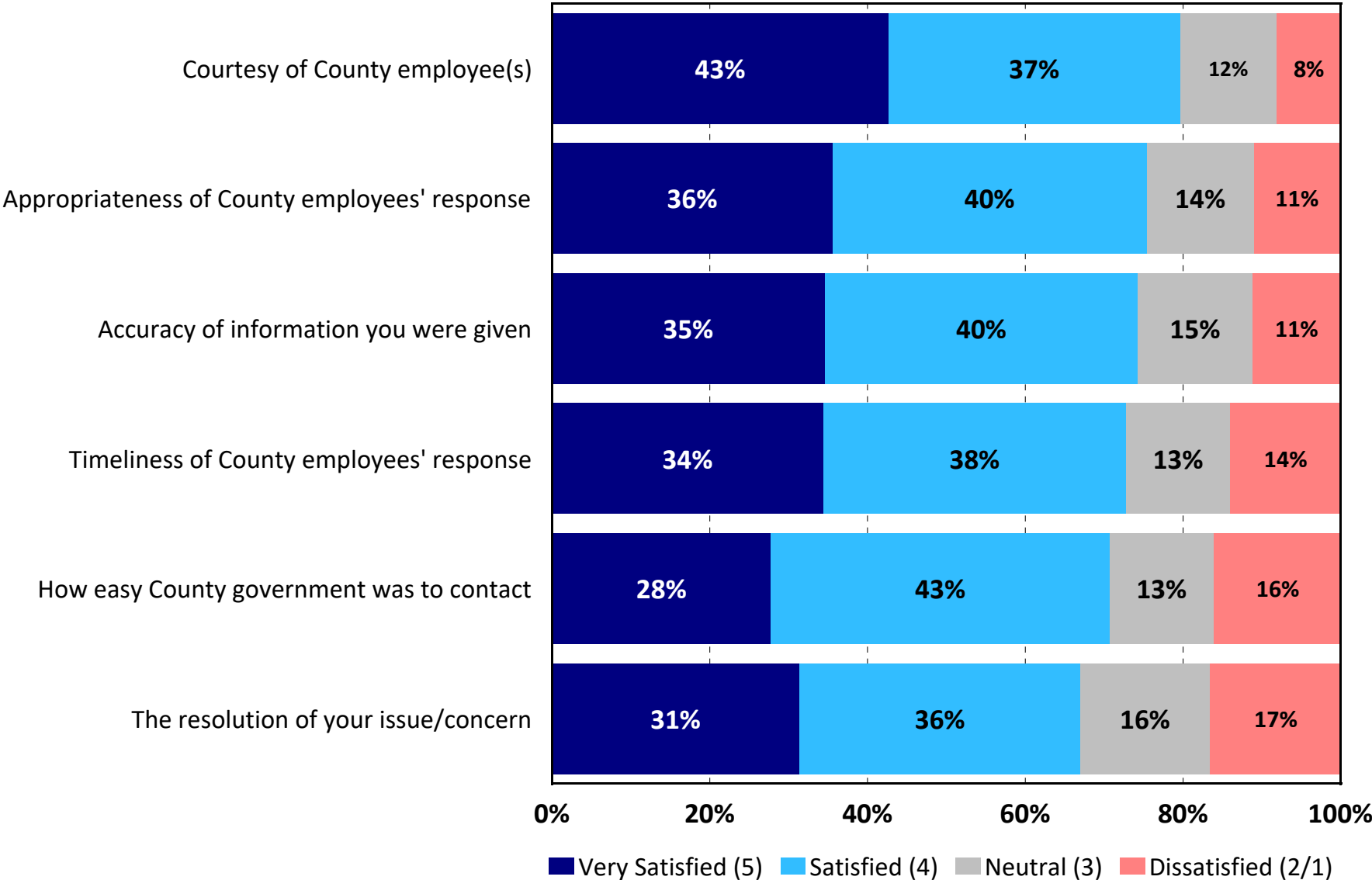
■ Yes ■ No



■ Phone ■ Email ■ In-person

# Q18b. Satisfaction with Aspects of Customer Service from County Government

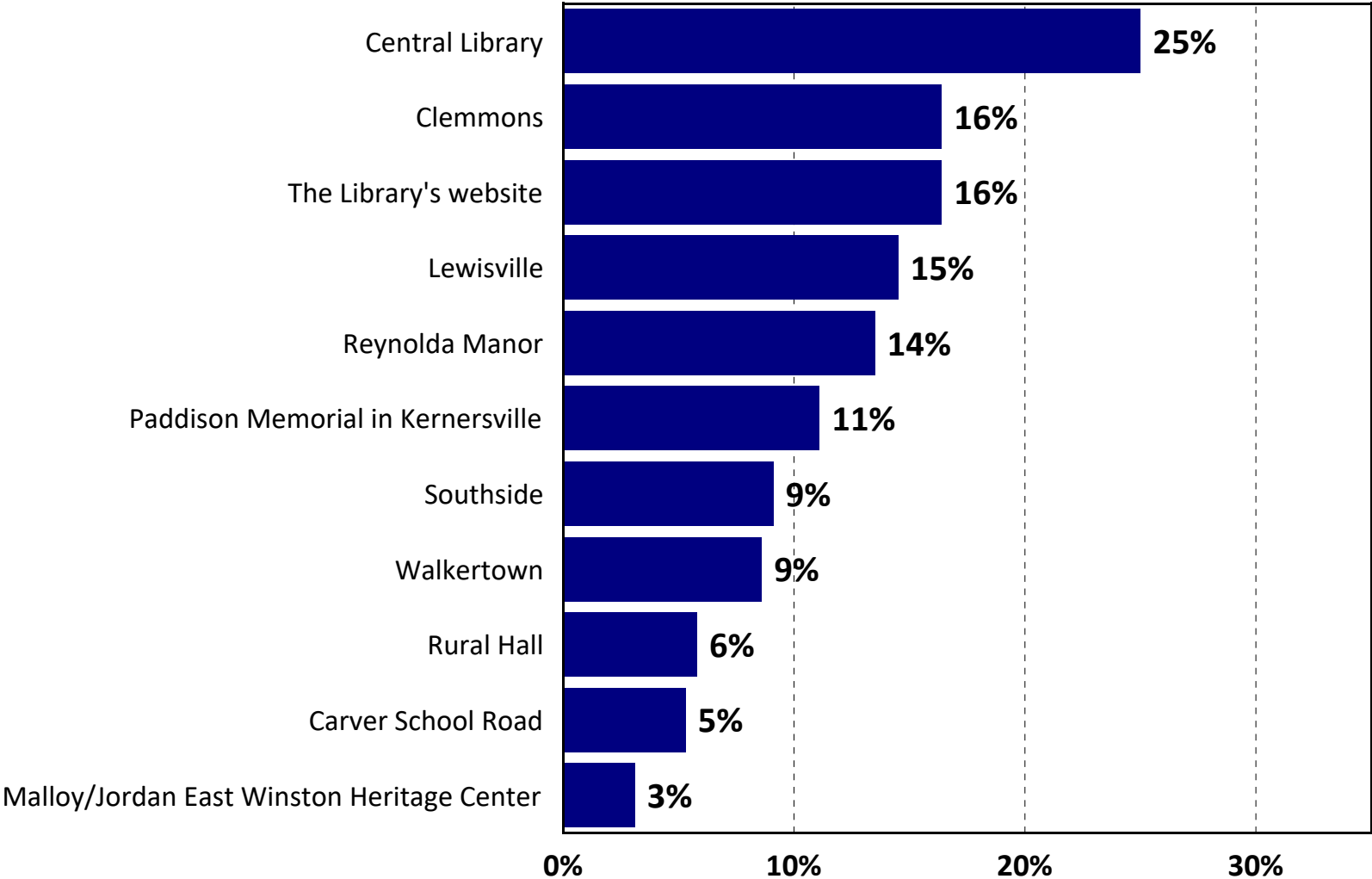
by percentage of respondents who contacted the County (excluding don't knows)





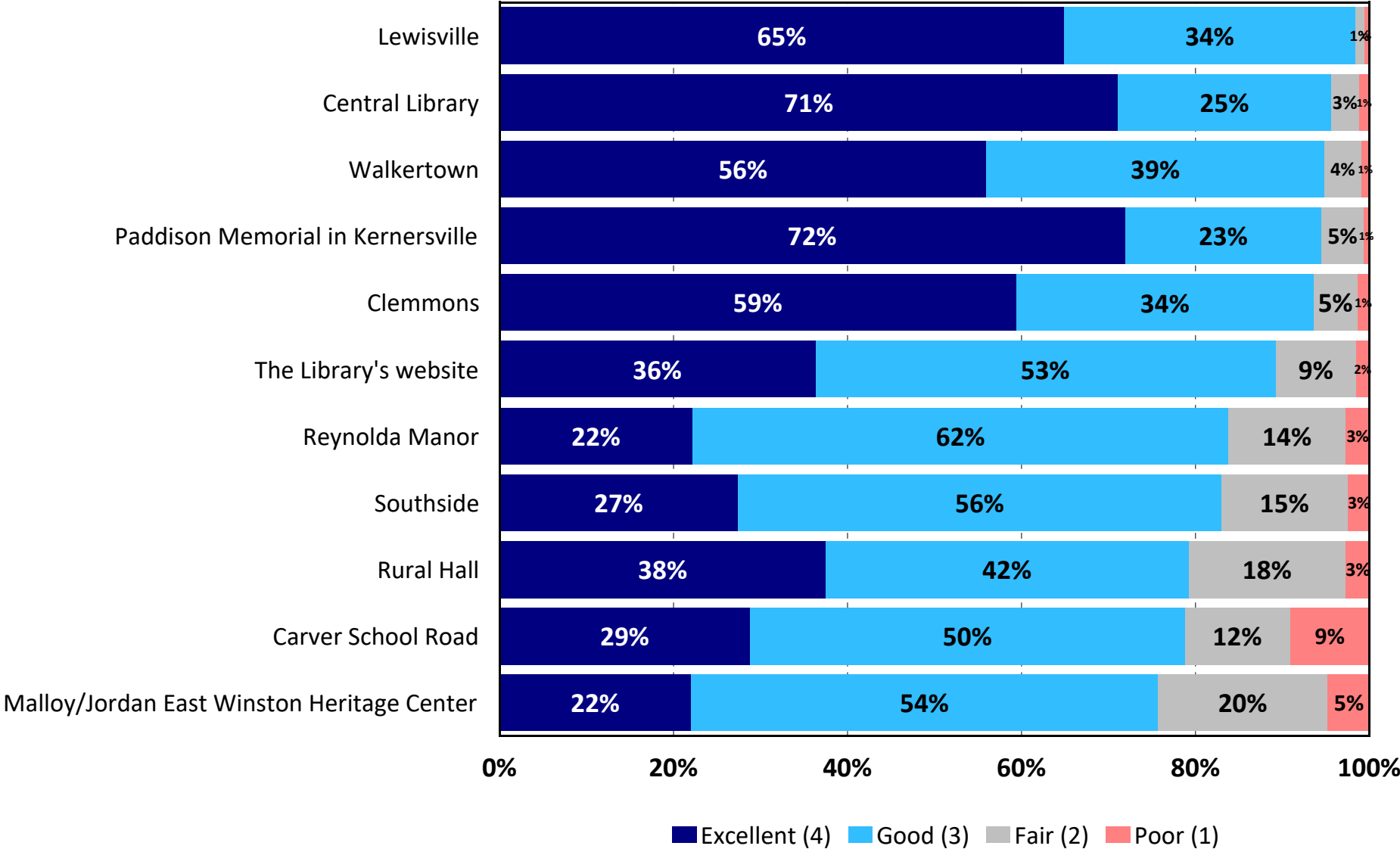
# Q19[1]. Libraries That Households Have Visited During the Past Year

by percentage of respondents who visited the library (multiple selections could be made)



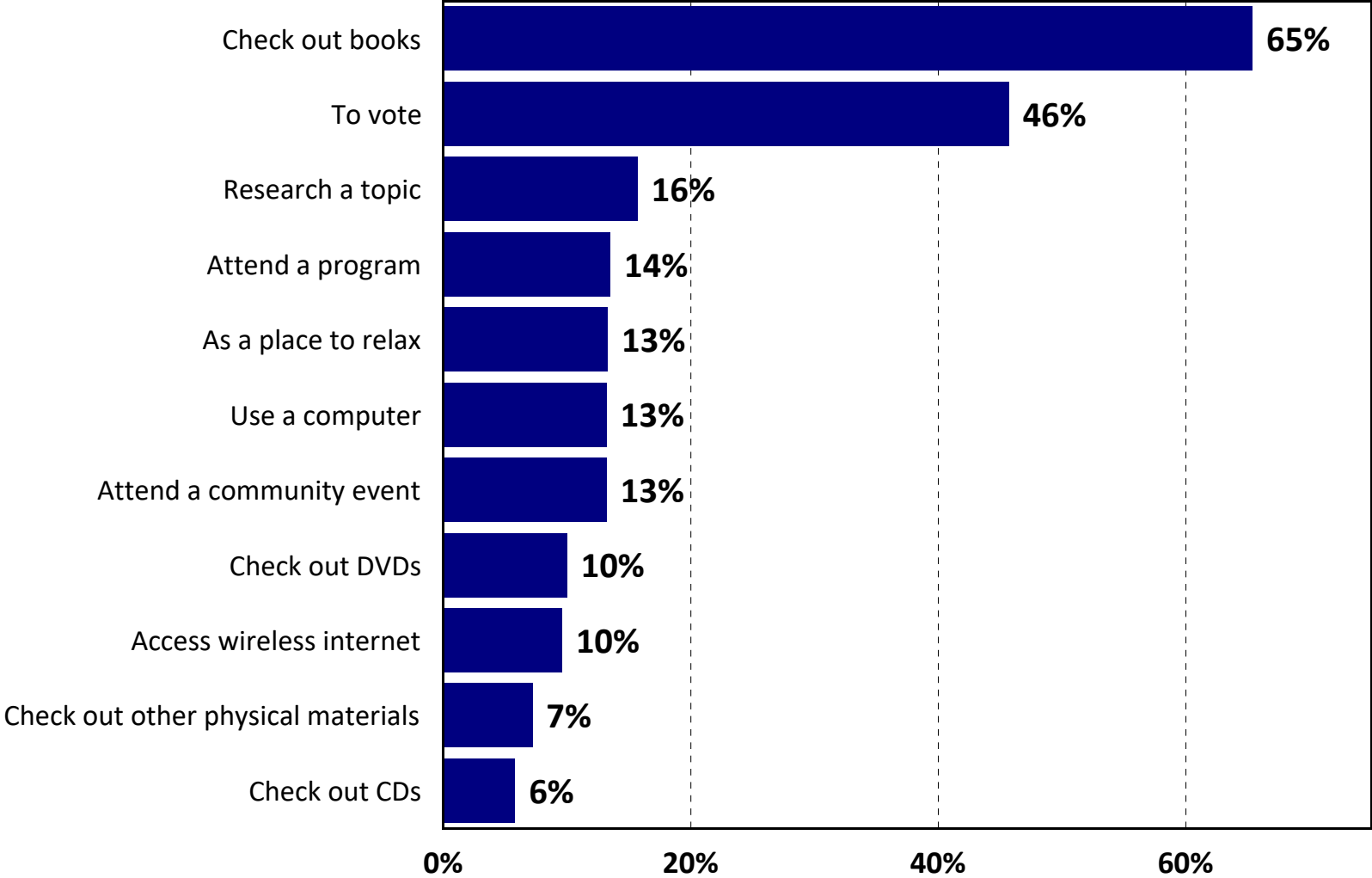
# Q19[2]. Ratings of the Condition of the Libraries

by percentage of respondents who visited or used the library during the past year (excluding don't knows)



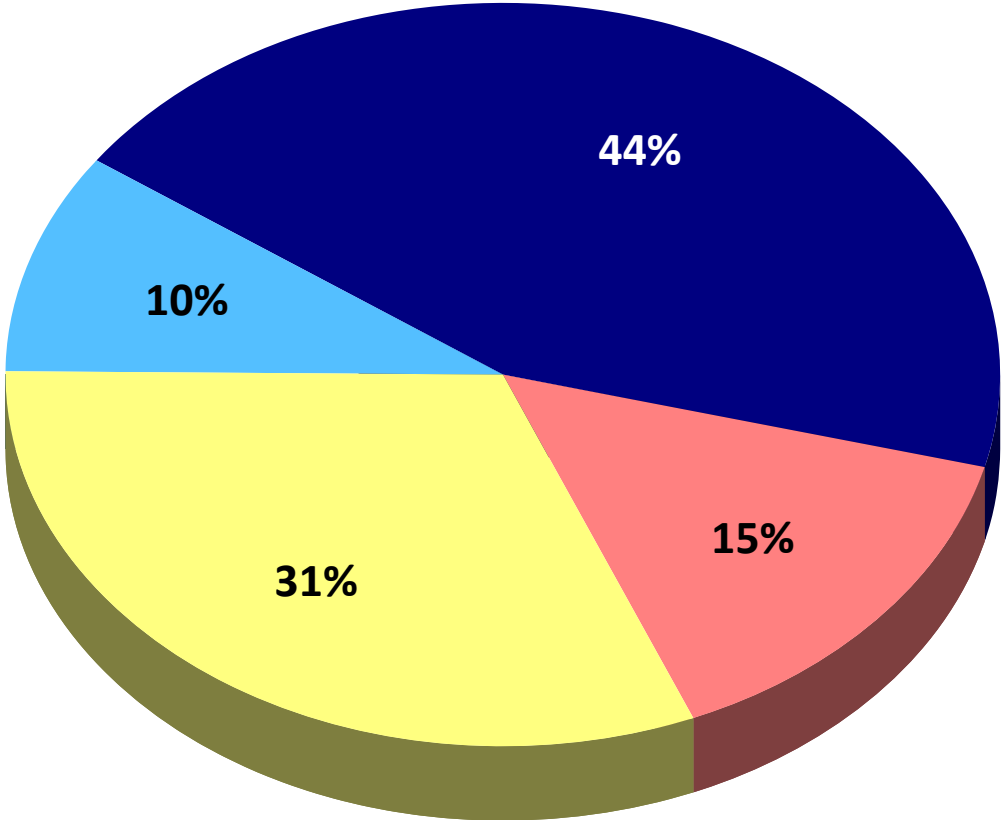
# Q19a. Reasons Why Households Have Visited or Used a Forsyth County Library During the Past Year

by percentage of respondents who visited or used a library (multiple selections could be made)



# Q19b. Formats Most Preferred When Accessing Forsyth County Library Materials

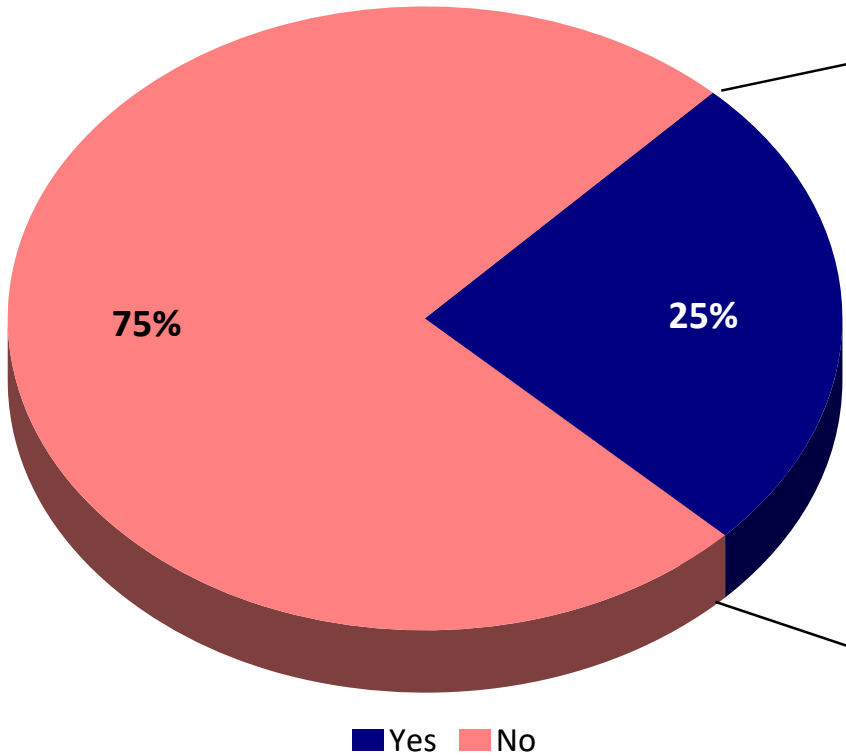
by percentage of respondents who visited or used a library (excluding not provided)



- Physical
- Digital
- Both physical & digital
- I don't usually visit library to access any materials

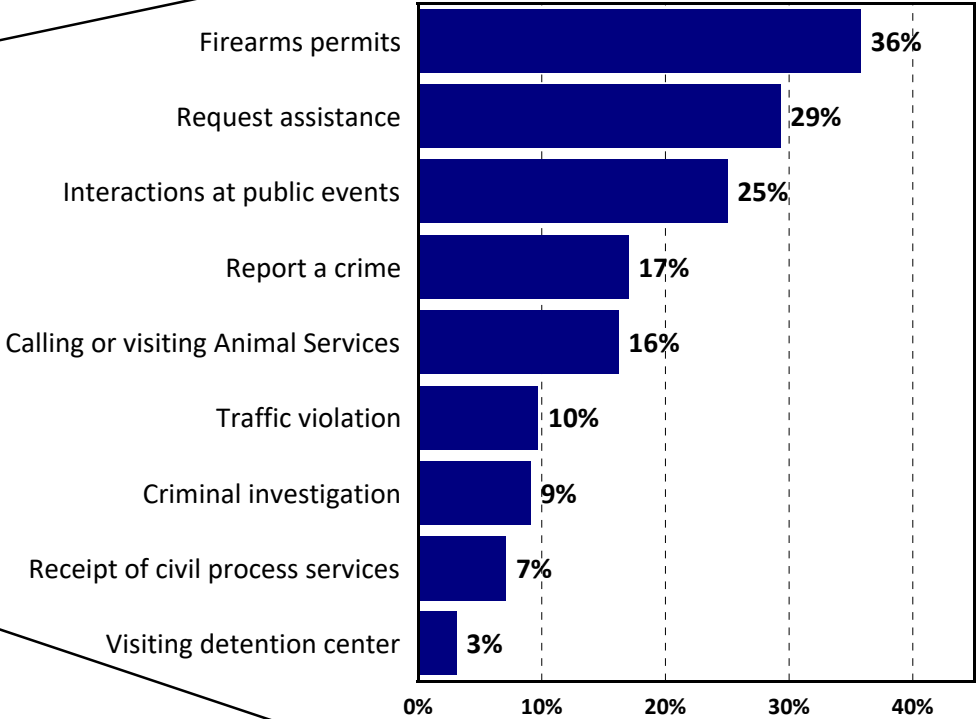
# Q20. During the past year, have you or other members of your household had contact with the Forsyth County Sheriff's Office?

by percentage of respondents



## Q20a. Types of Contact Households Have Had With the Sheriff's Office

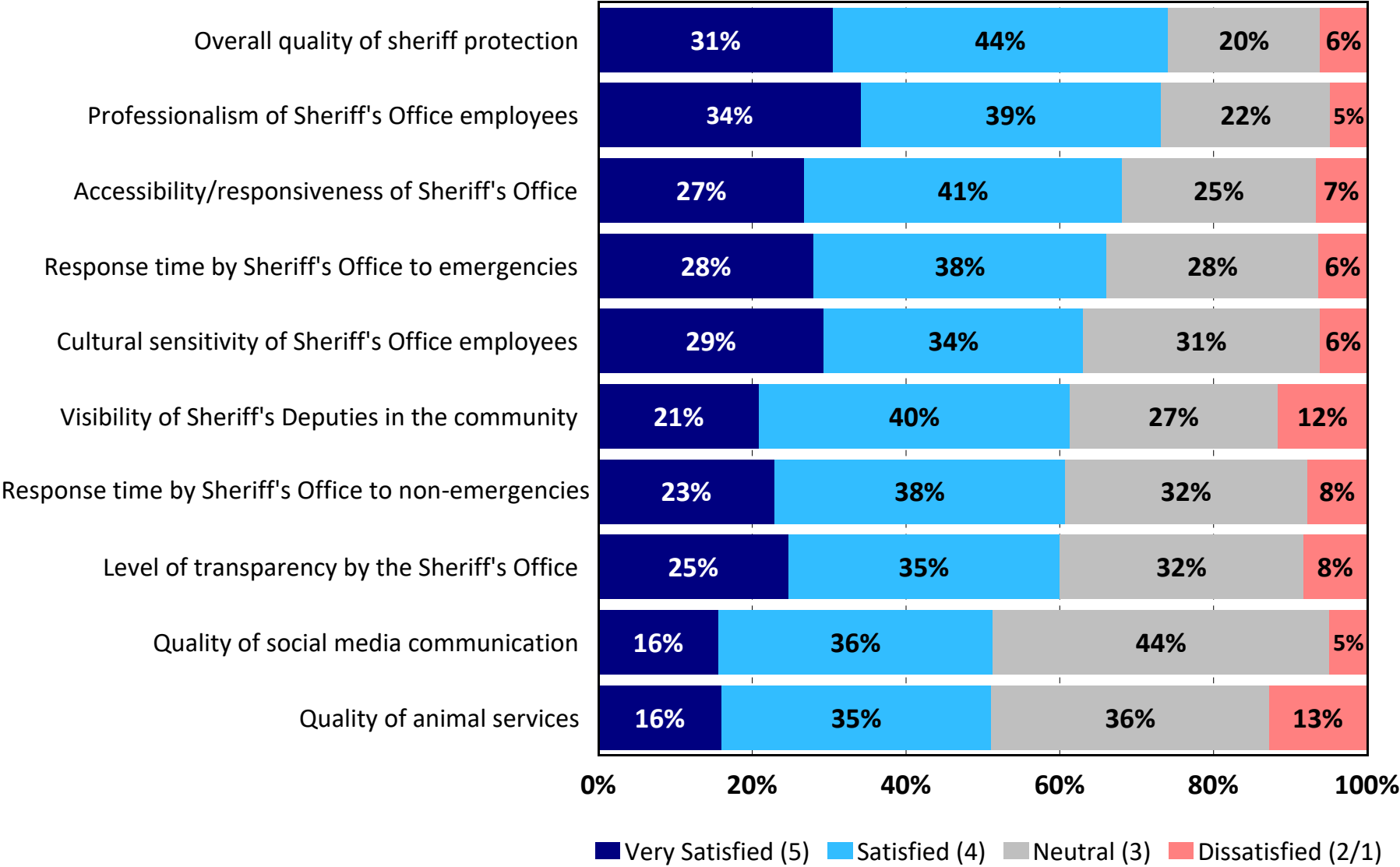
by percentage of respondents who had contact with the Sheriff's Office (multiple selections could be made)





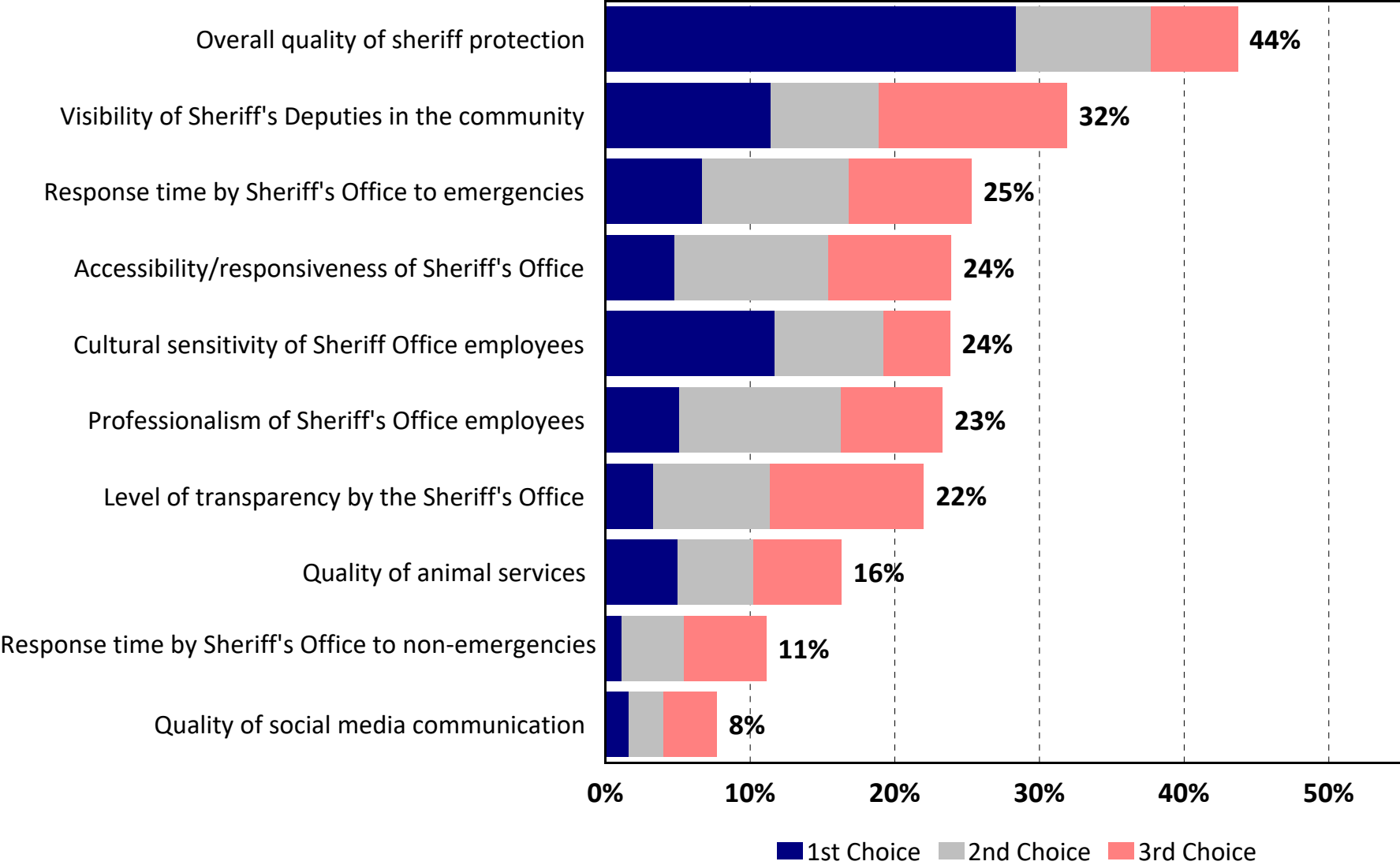
# Q21. Satisfaction with the Forsyth County Sheriff's Office

by percentage of respondents (excluding don't knows)



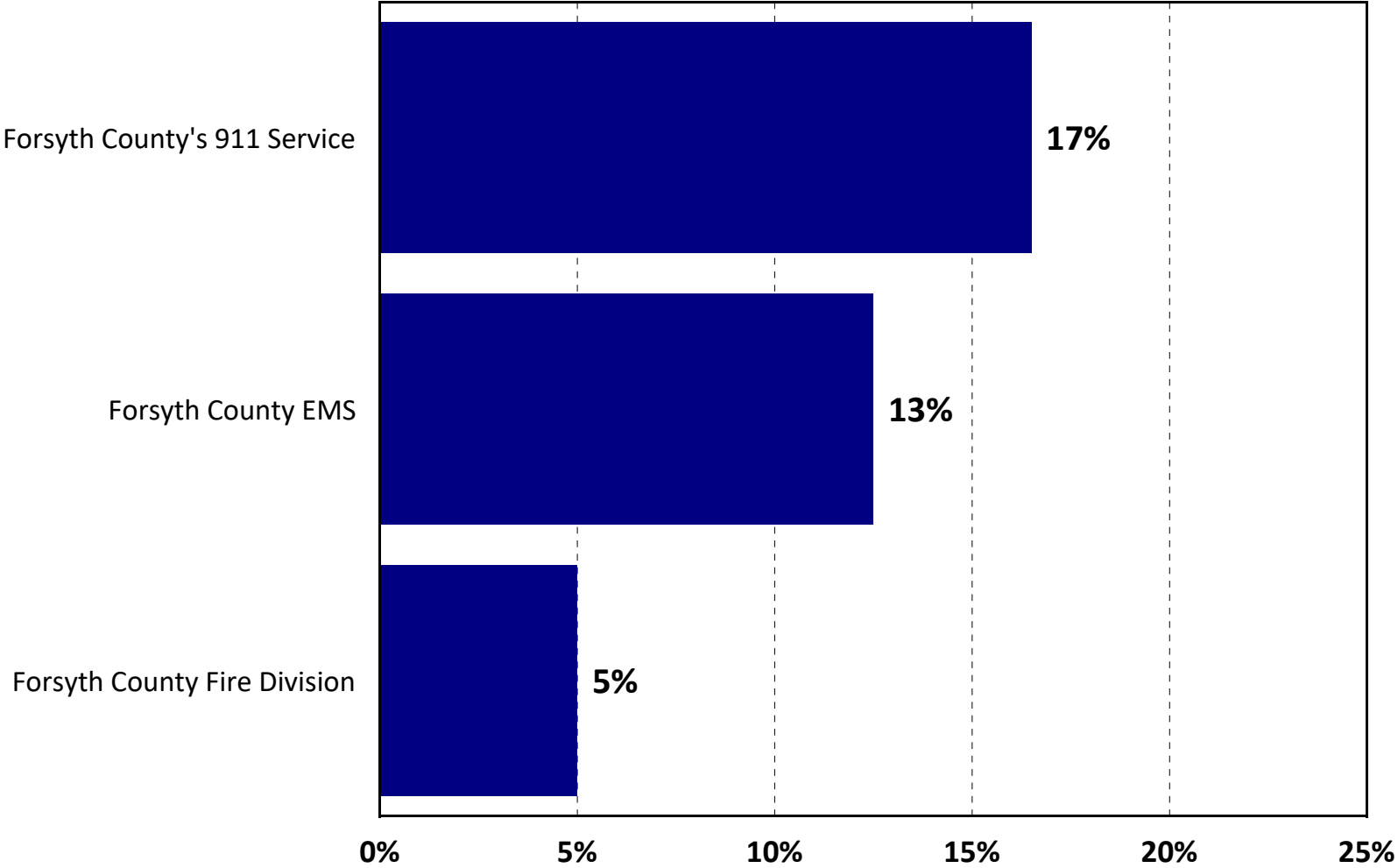
# Q22. Sheriff’s Office Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



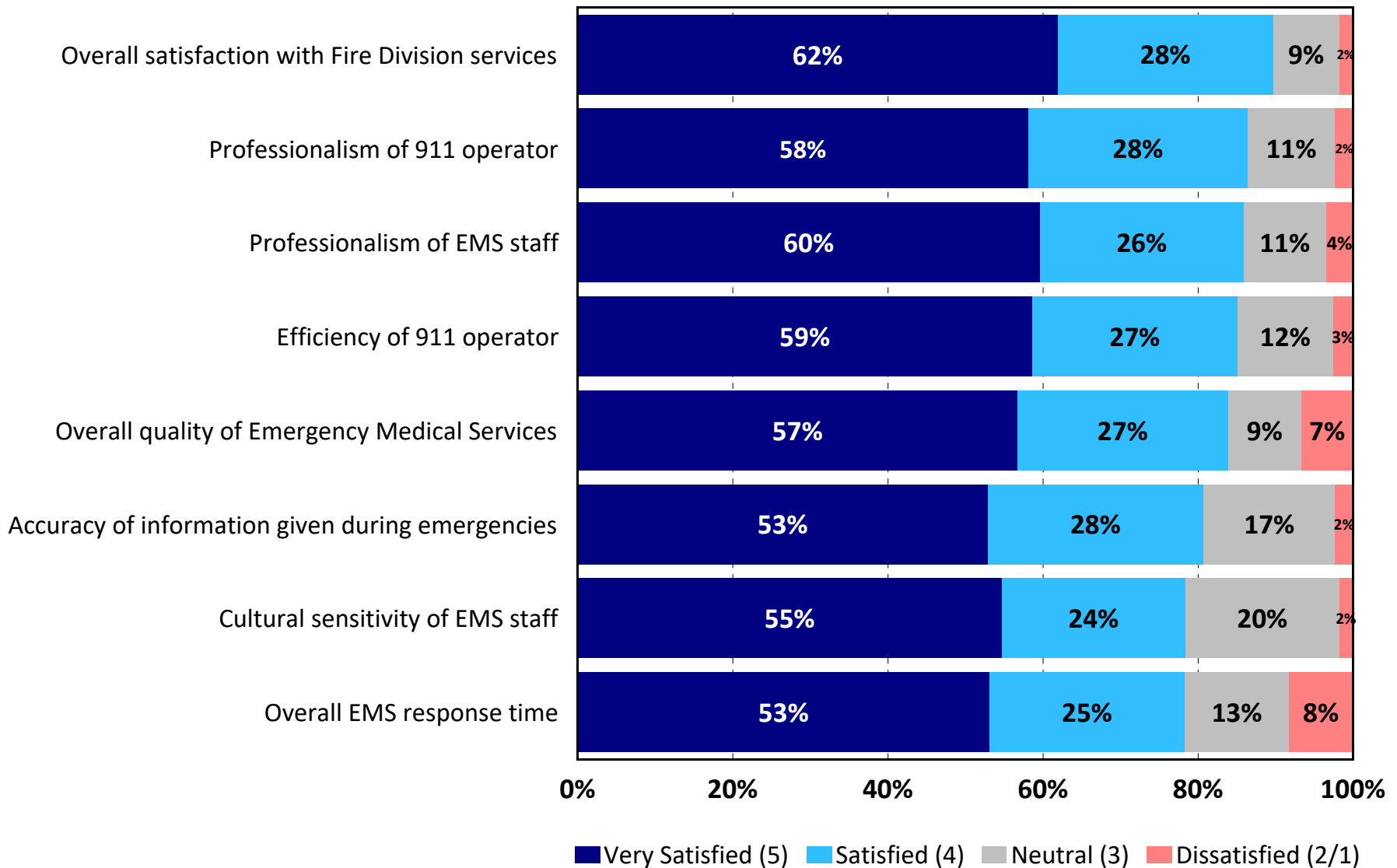
# Q23. Forsyth County Emergency Services That Households Have Had Contact With During the Last Year

by percentage of respondents who had contact with Forsyth County Emergency Services  
(multiple selections could be made)



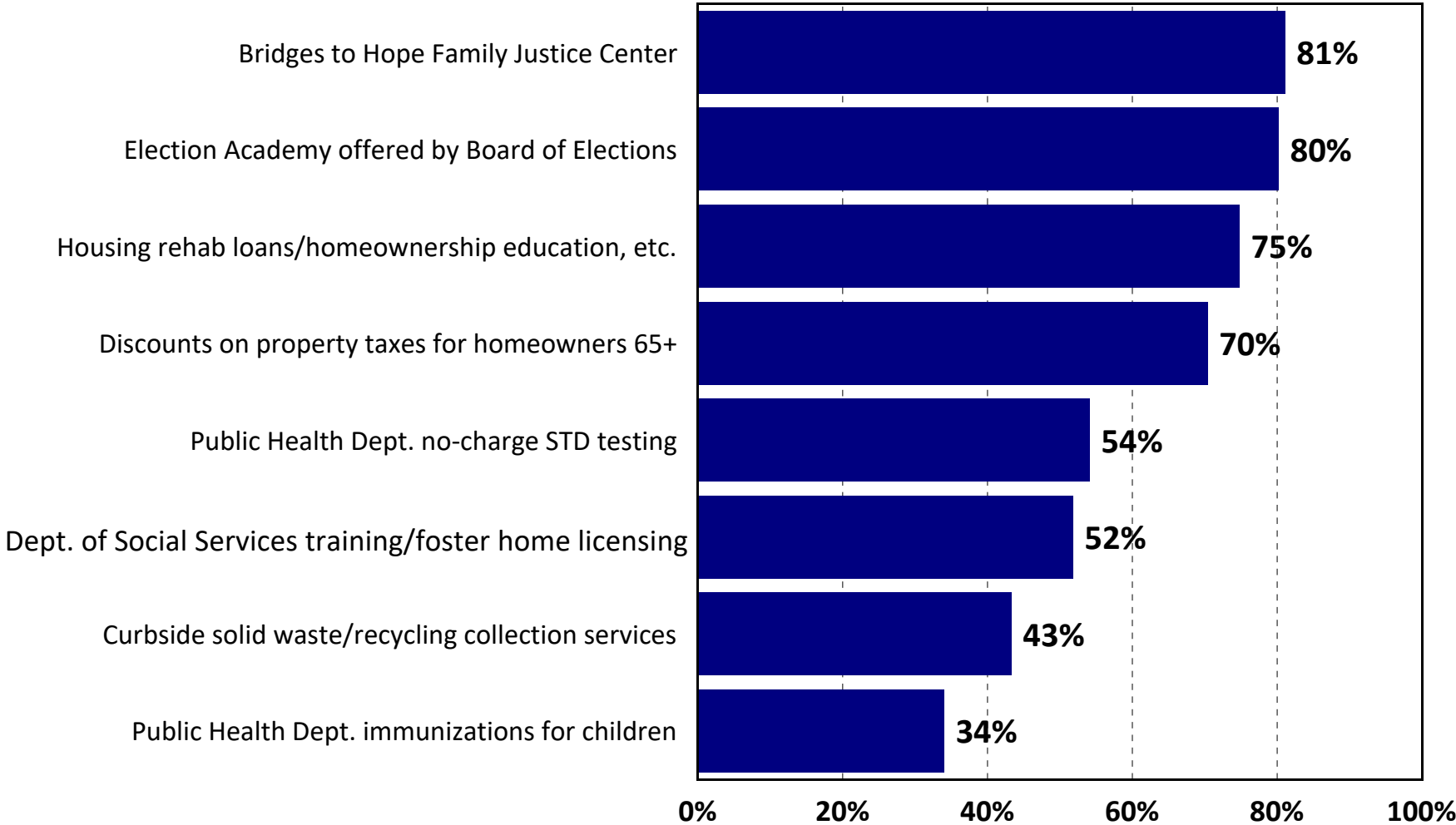
# Q23a. Satisfaction with Forsyth County Emergency Services

by percentage of respondents who had contact with Forsyth County Emergency Services (excluding don't knows)



# Q24. Awareness of the Following Services

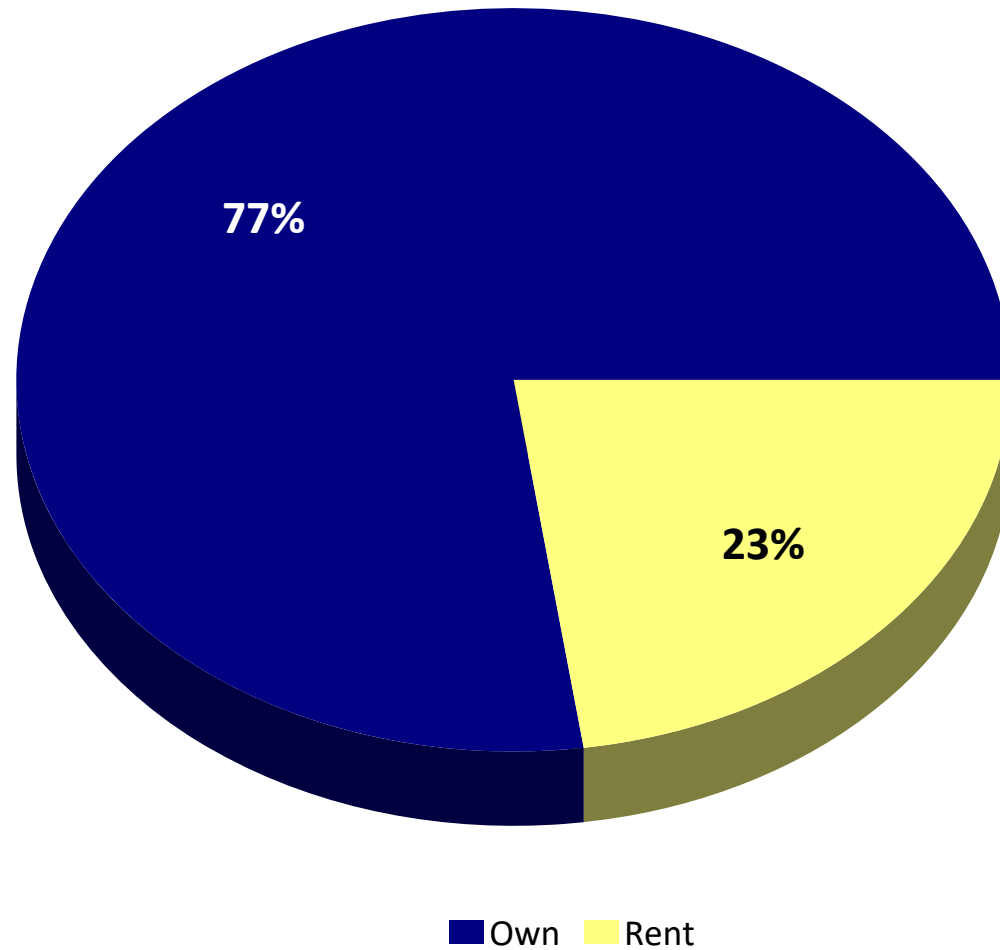
by percentage of respondents who are aware of the service (excluding not provided - multiple selections could be made)





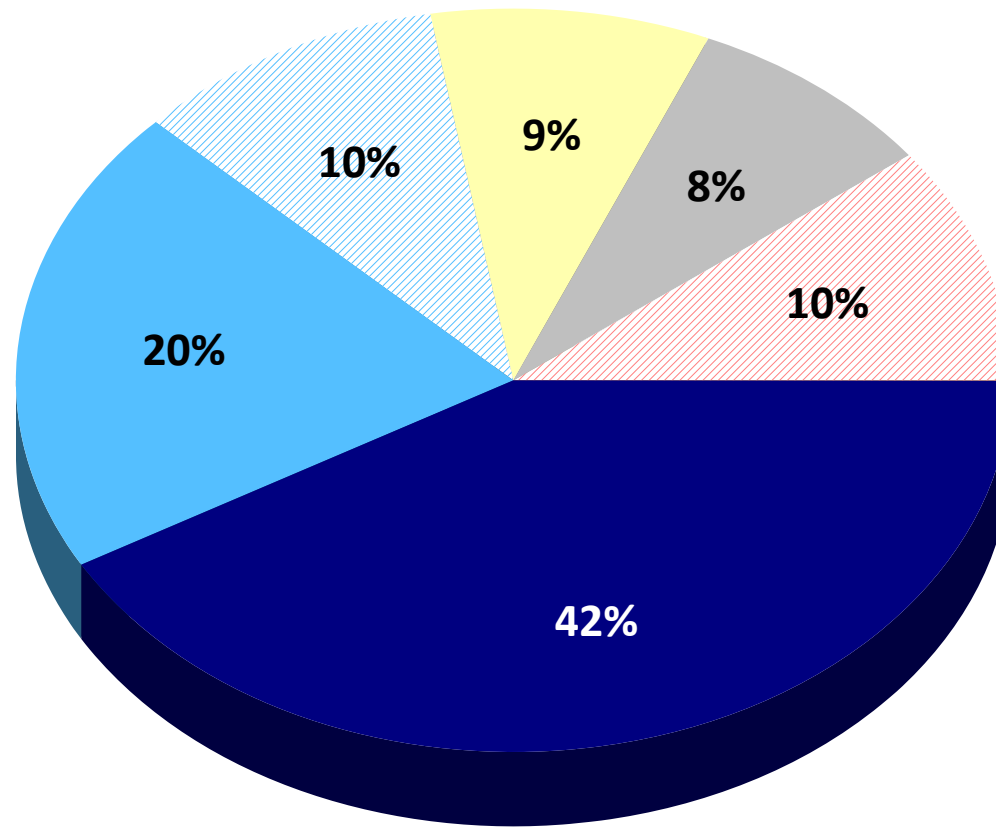
## Q25. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding not provided)



# Q26. Demographics: Approximately how many years have you lived in Forsyth County?

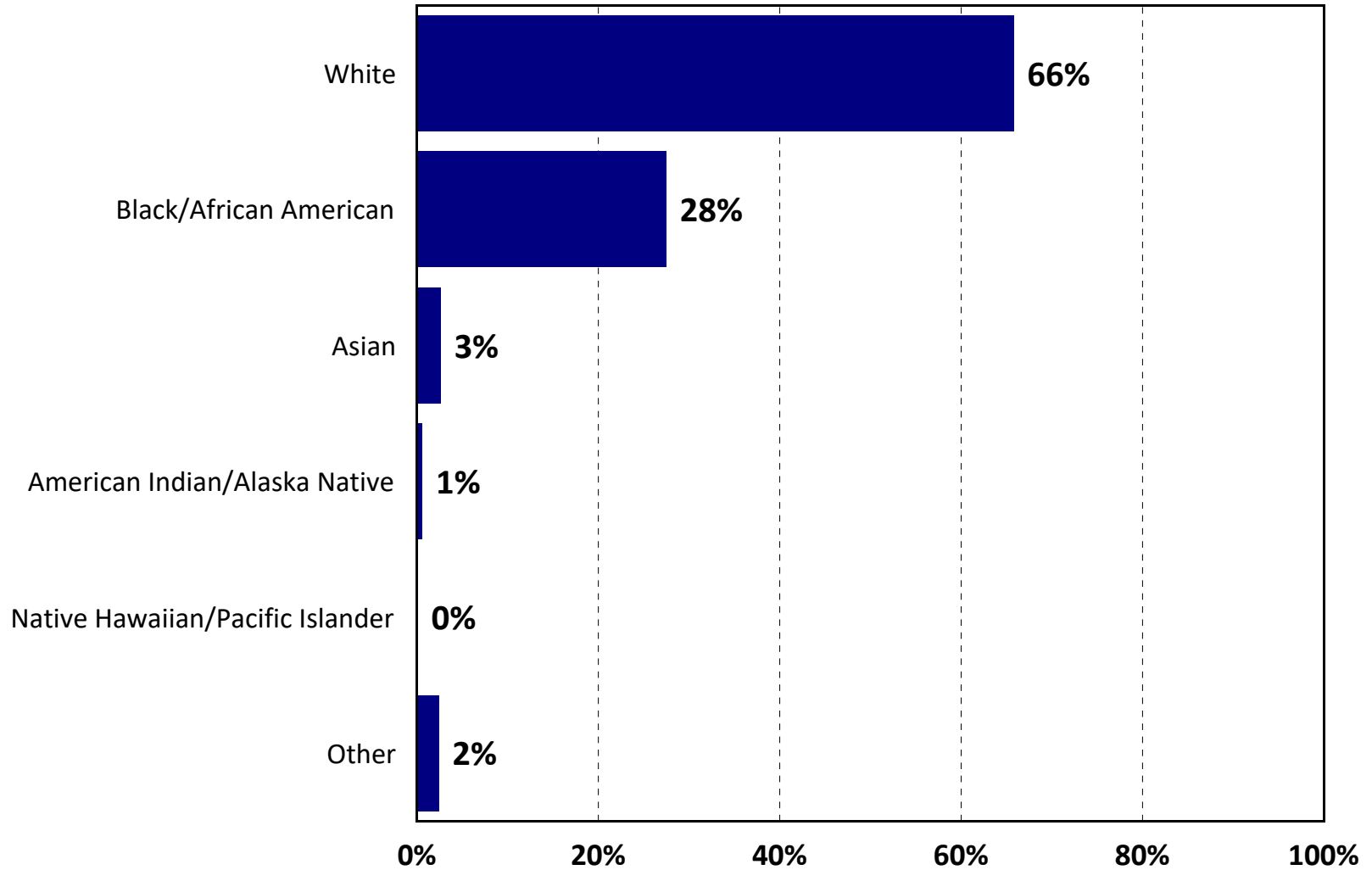
by percentage of respondents (excluding not provided)



5 years or less    6-10 years    11-15 years  
16-20 years    21-30 years    31+ years

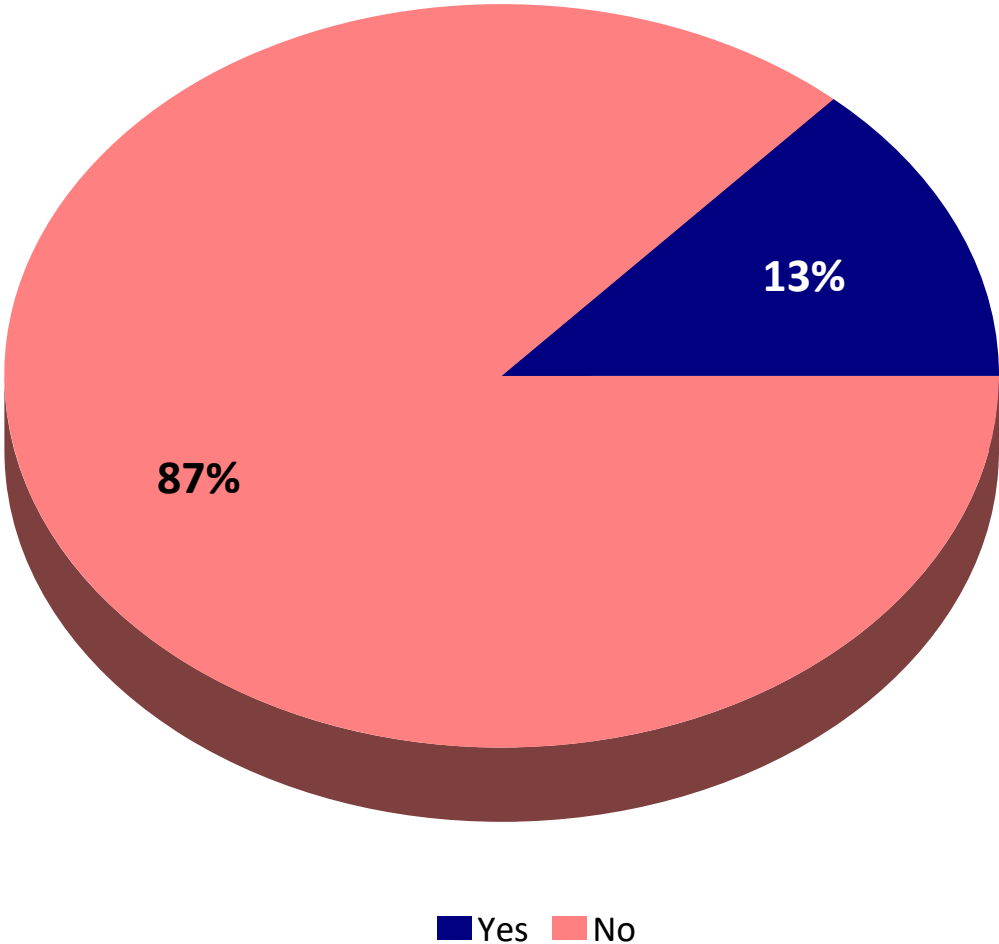
## Q27. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



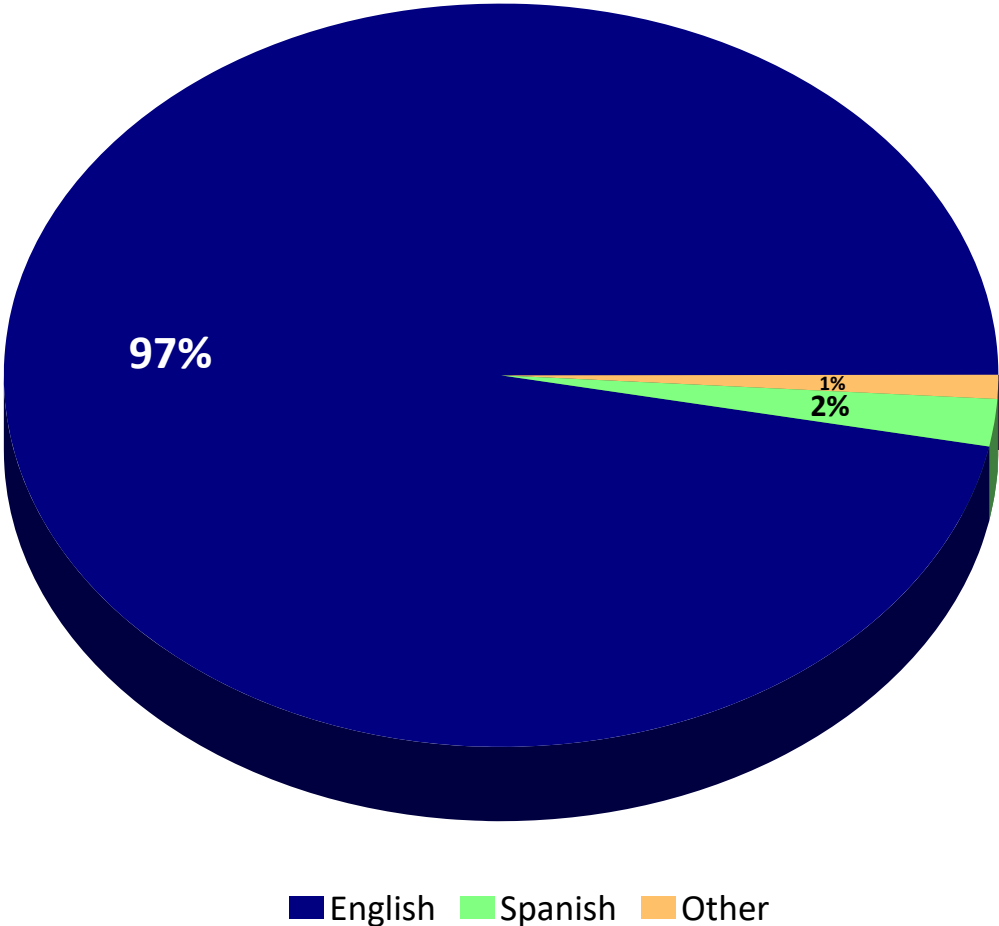
# Q28. Demographics: Are you of Hispanic, Latino, or other Spanish ancestry?

by percentage of respondents (excluding not provided)



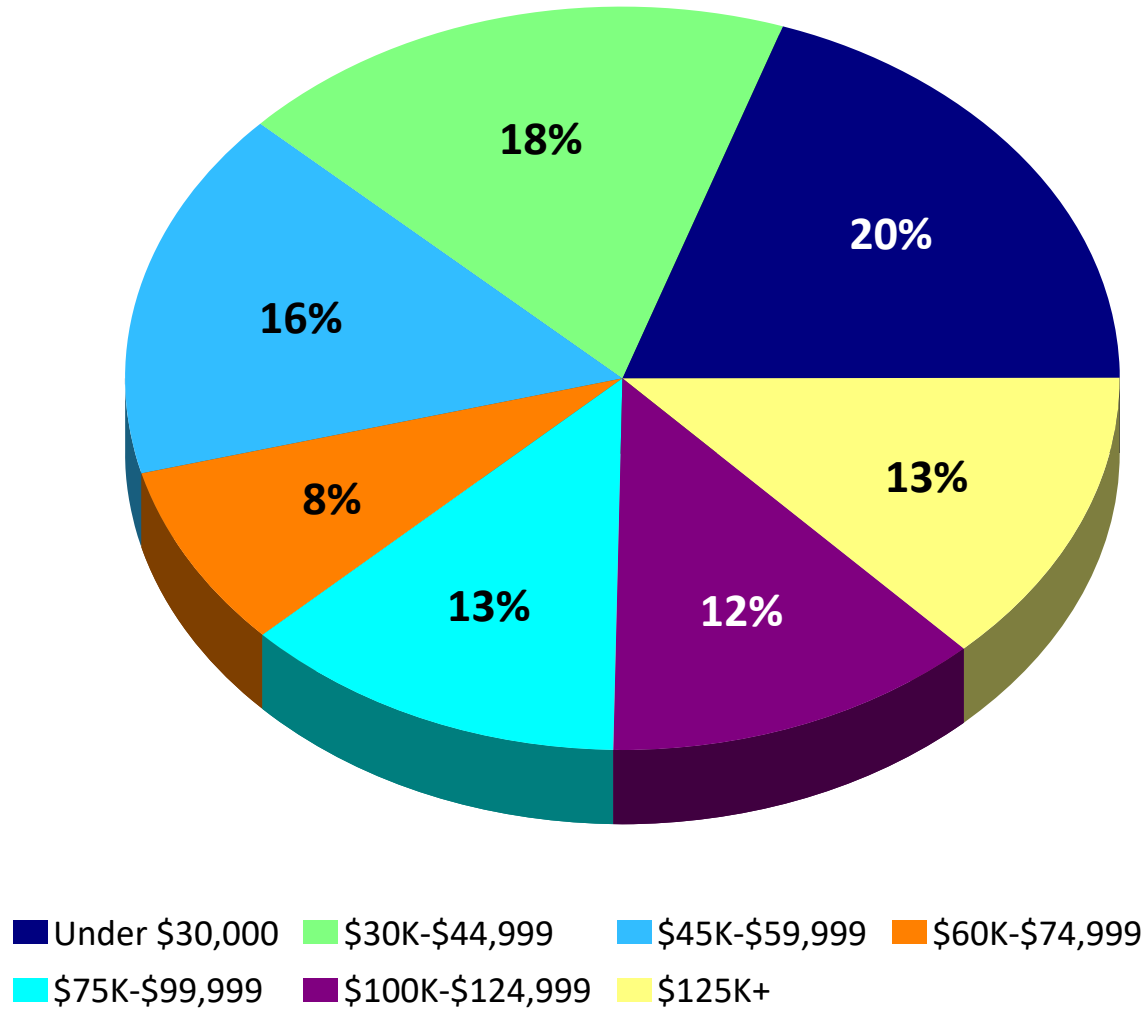
# Q29. Demographics: What is the primary language spoken in your home?

by percentage of respondents (excluding not provided)



# Q30. Demographics: Total Annual Household Income

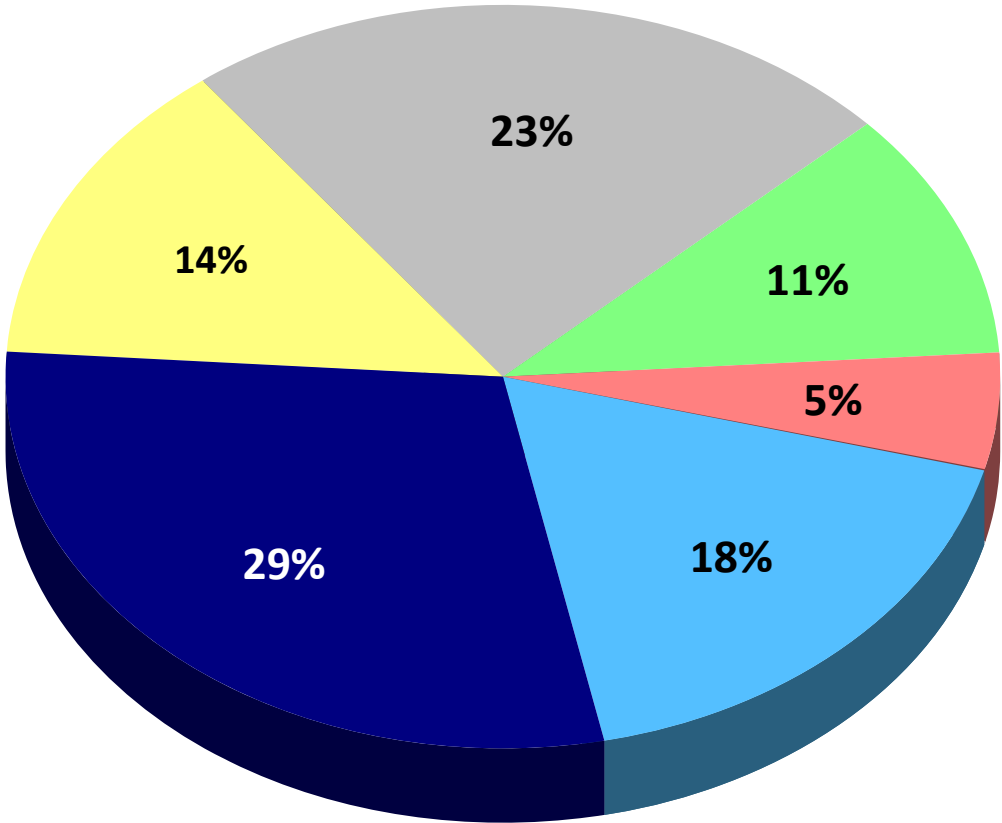
by percentage of respondents (excluding not provided)





# Q31. Demographics: Highest Level of Education Completed

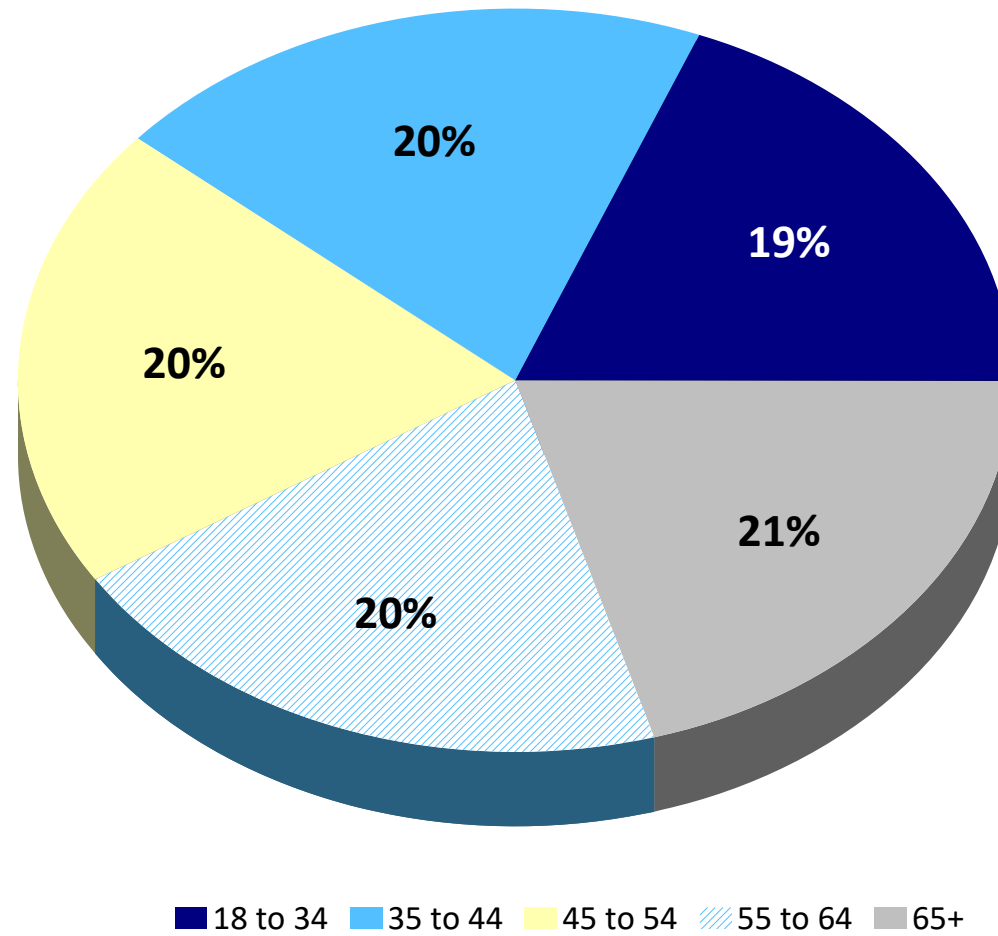
by percentage of respondents (excluding not provided)



- Some high school, no diploma
- High school diploma or equivalent
- Some college but no degree
- Associate's degree
- Bachelor's degree
- Graduate degree or higher

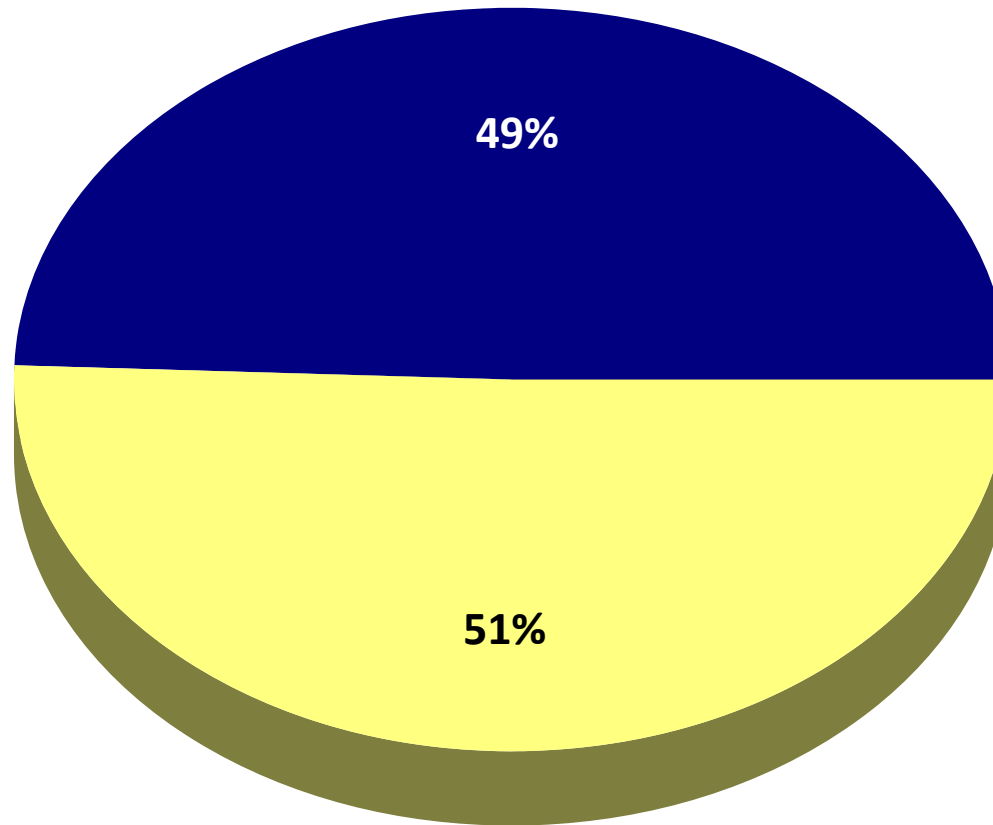
## Q32. Demographics: Age of Respondent

by percentage of respondents (excluding not provided)



## Q33. Demographics: Gender Identity

by percentage of respondents (excluding not provided)



■ Male ■ Female

*0.3% selected "prefer to self-describe"*



# 2 Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 49 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2020 to a random sample of over 5,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of more than 300 residents in the Atlantic Region of the United States during the summer of 2020. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 5,000 residents; the “Atlantic Regional Average” shown in the charts reflects the results of the regional survey of more than 300 residents in the Atlantic Region.

# National Benchmarks

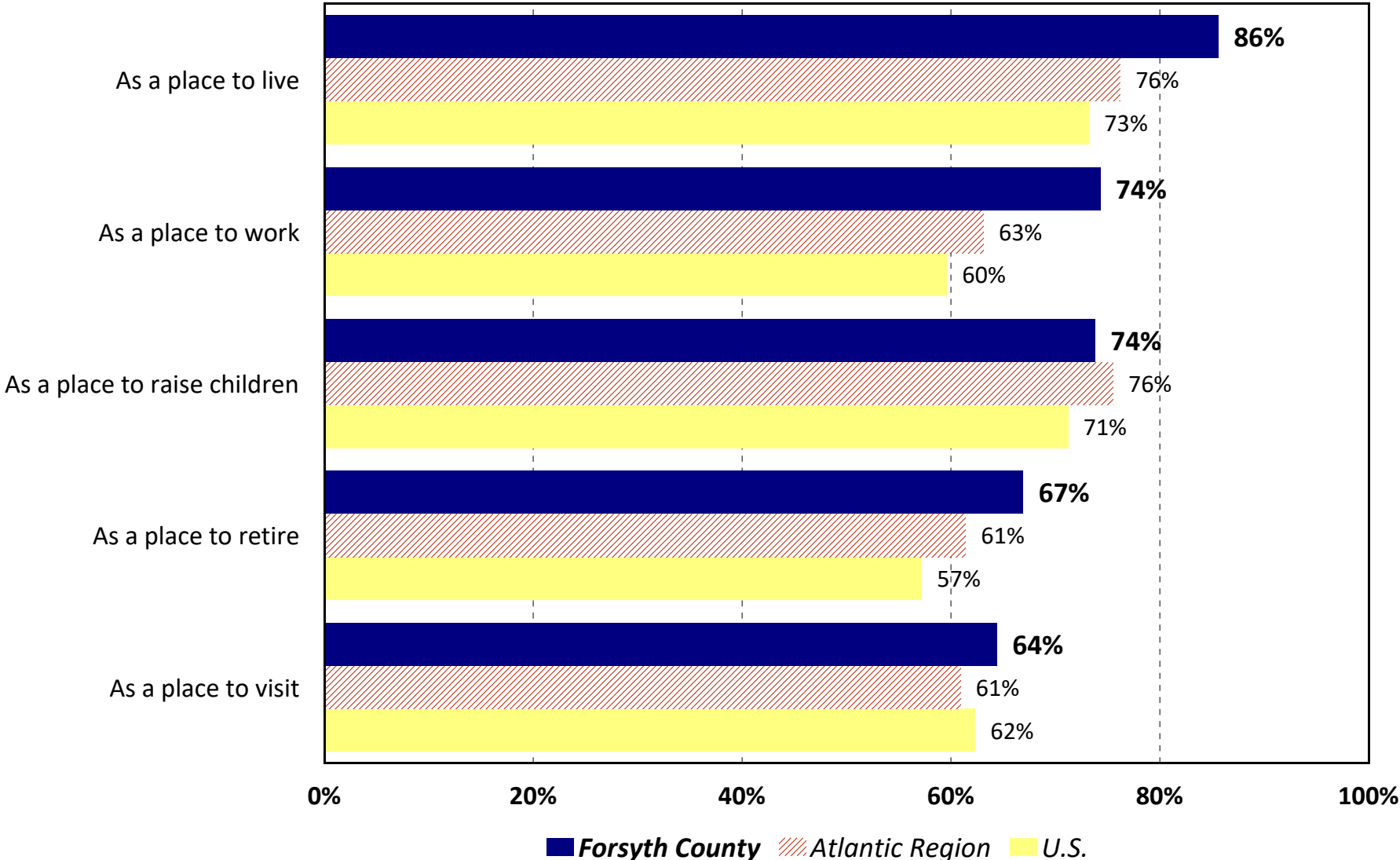
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Forsyth County, North Carolina is not authorized without written consent from ETC Institute.**



# Overall Ratings of the County

## Forsyth County vs. Atlantic Region vs. the U.S.

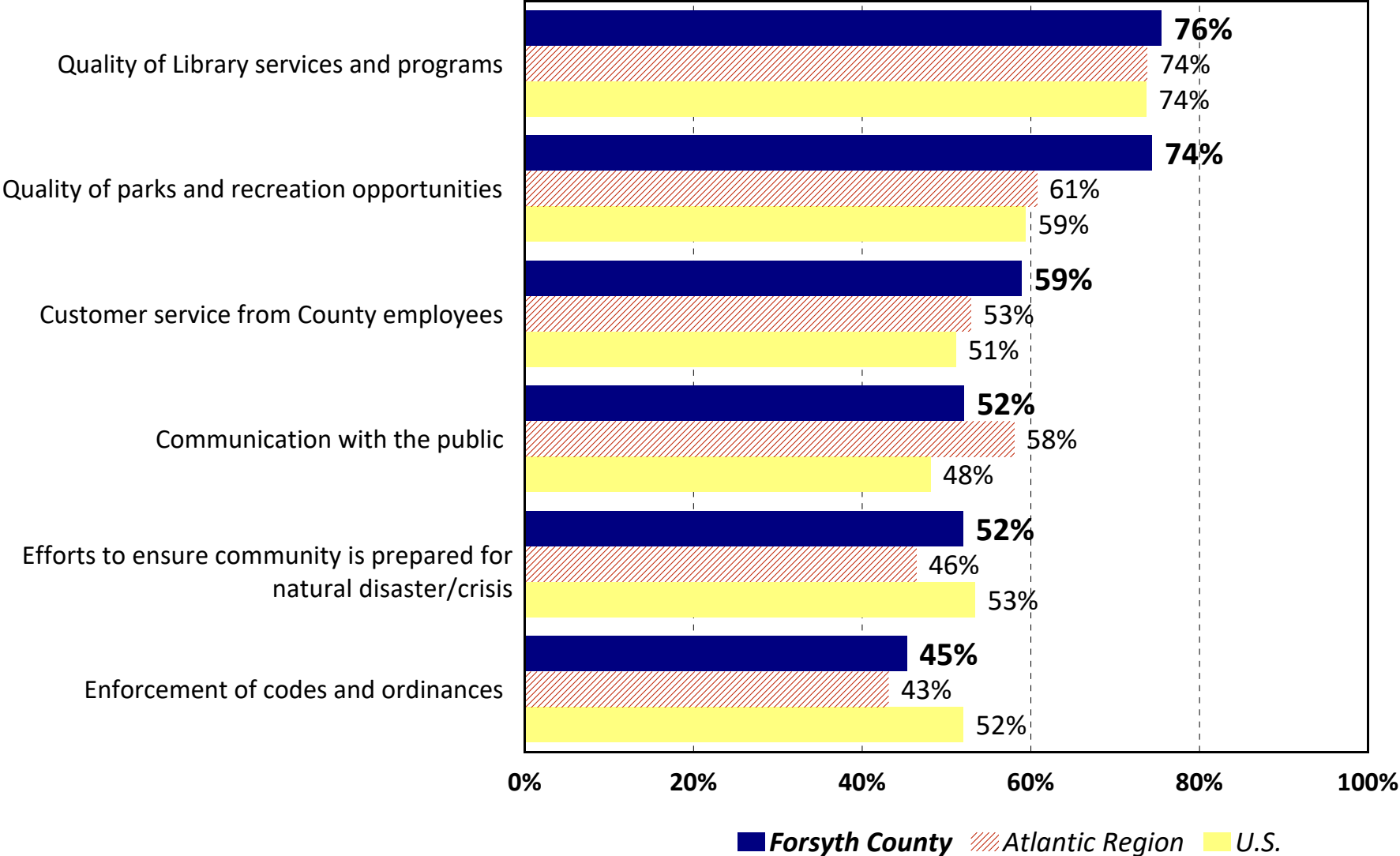
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



# Overall Satisfaction with Major Categories of County Services

## Forsyth County vs. Atlantic Region vs. the U.S.

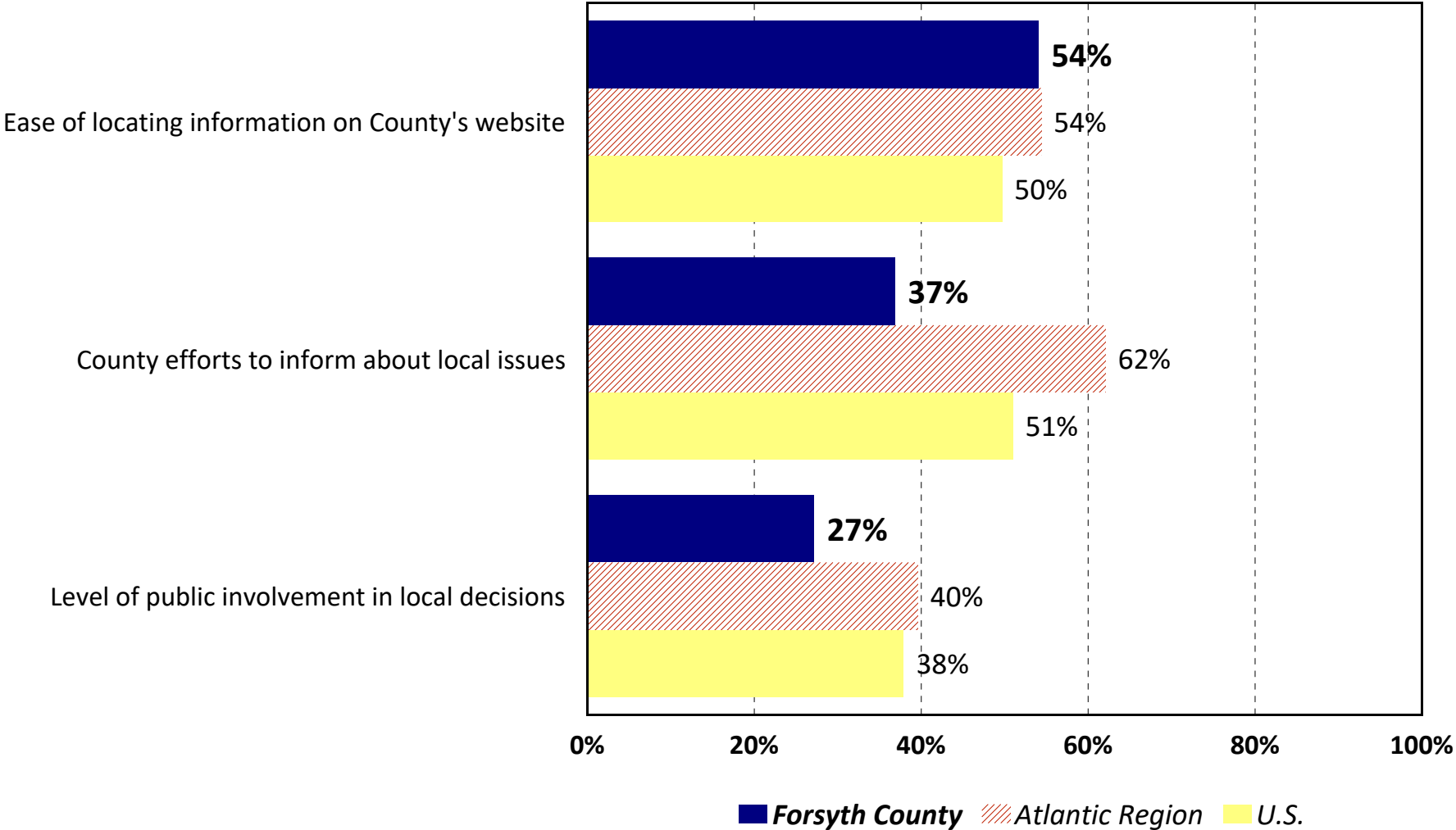
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Satisfaction with County Communication

## Forsyth County vs. Atlantic Region vs. the U.S.

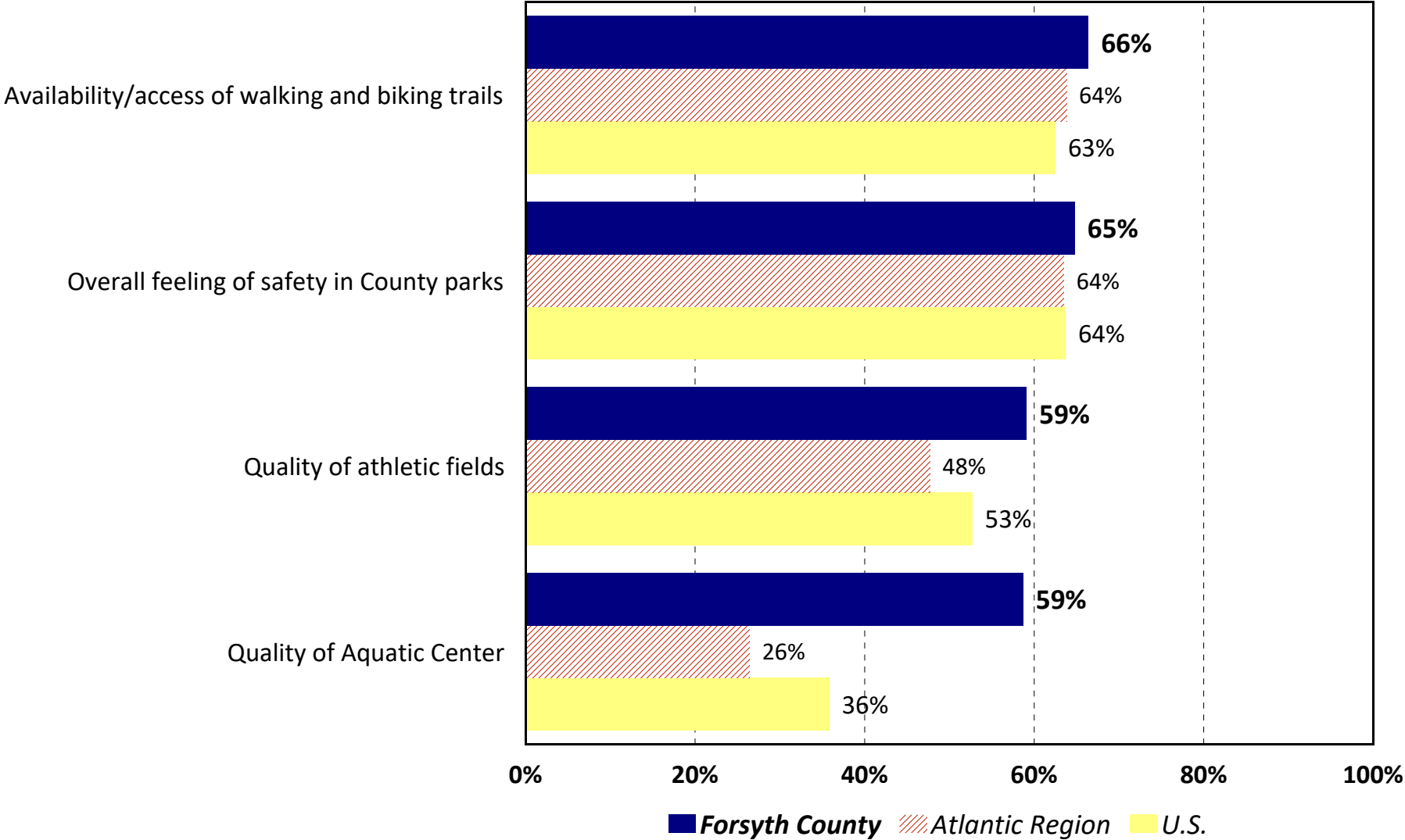
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Satisfaction with Parks and Recreation

## Forsyth County vs. Atlantic Region vs. the U.S.

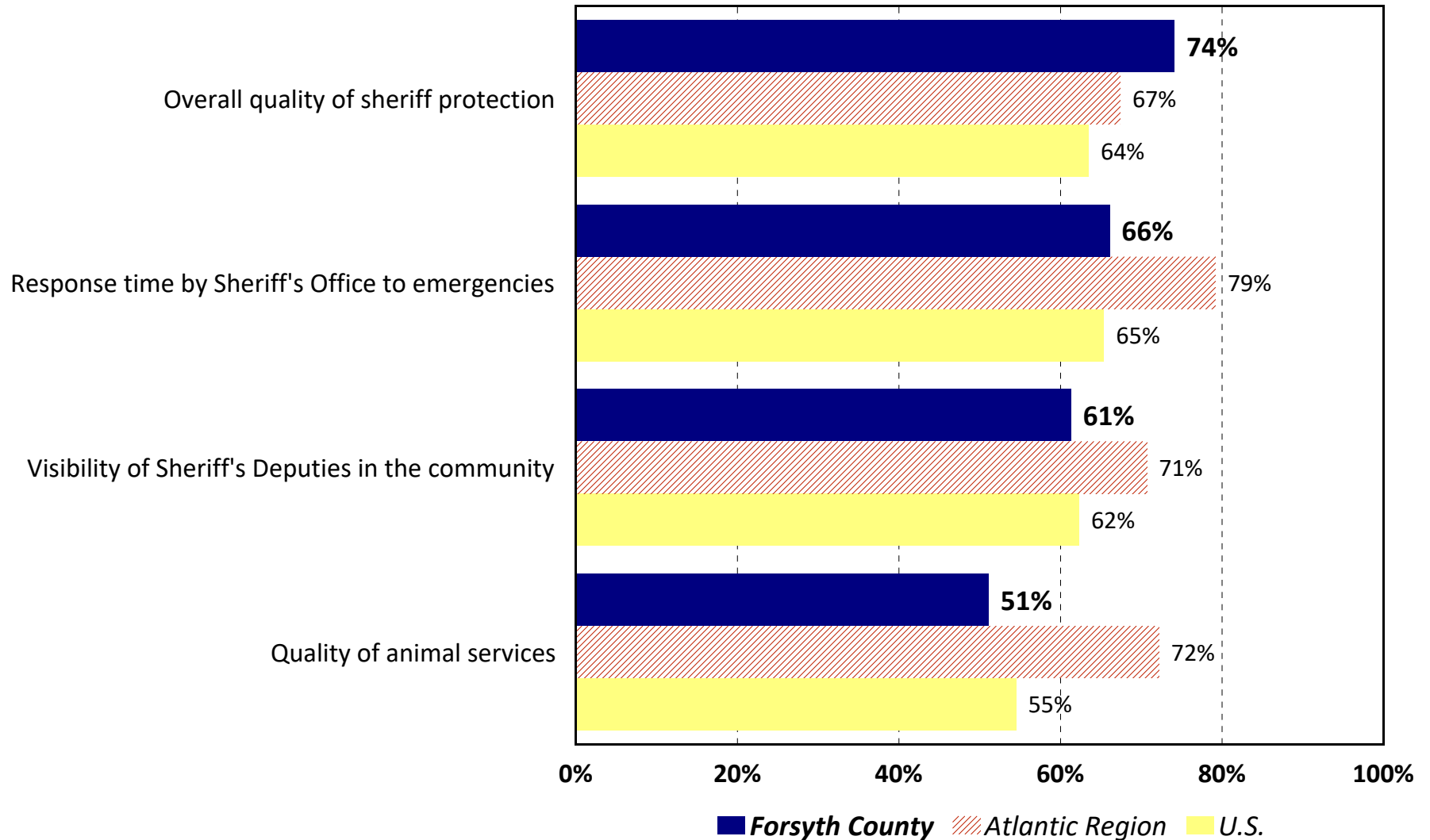
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Satisfaction with the Sheriff's Office

## Forsyth County vs. Atlantic Region vs. the U.S.

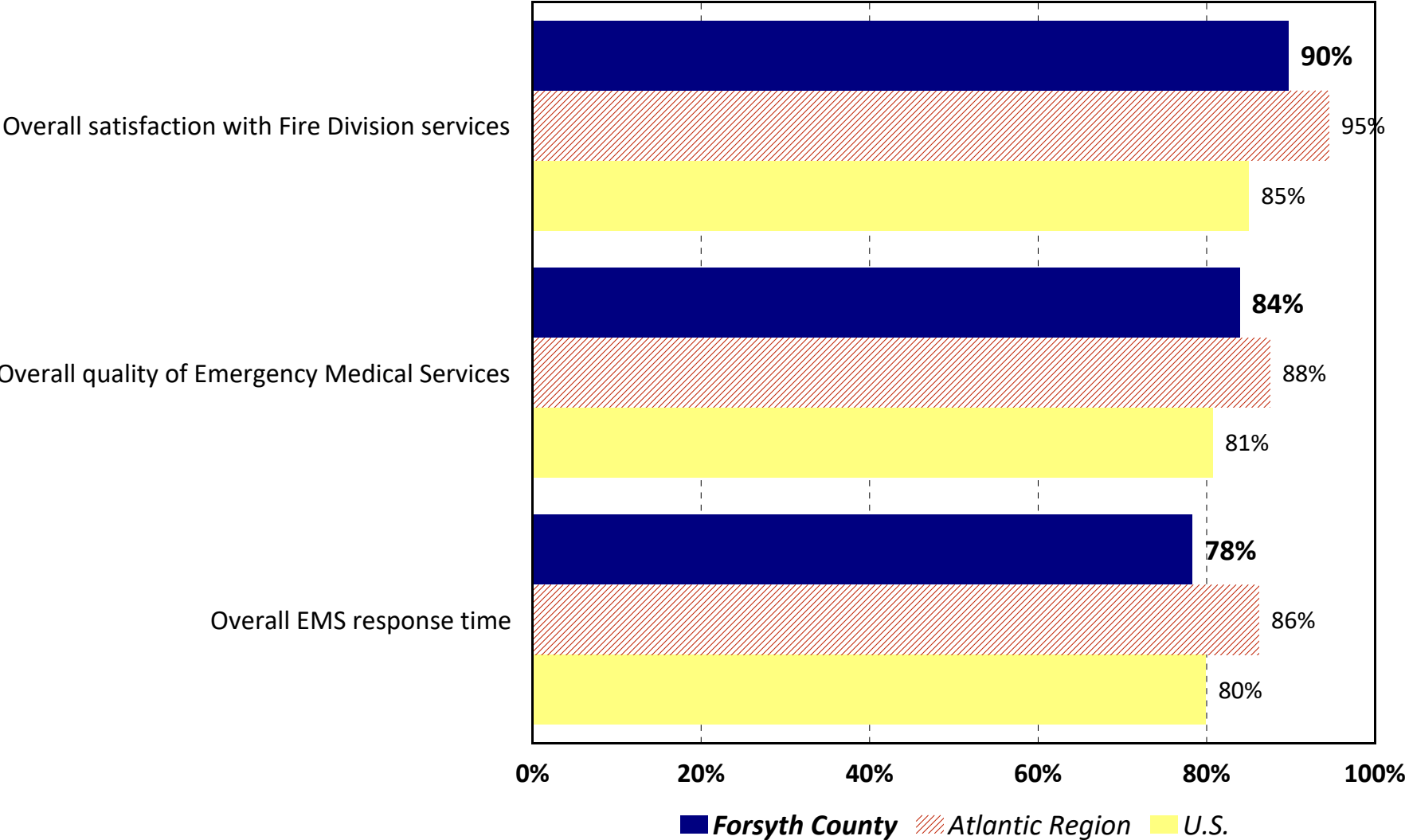
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Satisfaction with Emergency Services

## Forsyth County vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



A graphic consisting of a white circle with a dark blue outline containing the number '3', followed by a dark blue horizontal bar containing the text 'Importance-Satisfaction Analysis' in white.

# 3 Importance-Satisfaction Analysis



# Importance-Satisfaction Analysis



## Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the County to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the County's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the major County services that should receive the most emphasis over the next two years. One-third (33.1%) of households selected *"County efforts to ensure the community is prepared for a natural disaster or crisis"* as one of the most important services for the County to emphasize.

With regard to satisfaction, 52% of respondents surveyed rated *"County efforts to ensure the community is prepared for a natural disaster or crisis"* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 33.1% was multiplied by 48% (1-0.52). This calculation yielded an I-S rating of 0.1589, which ranked second out of seventeen categories of major County services analyzed.

# Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for Forsyth County are provided on the following pages.

# Importance-Satisfaction Rating

## Forsyth County, NC

### Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Quality of K-12 education buildings	35%	1	39%	14	0.2124	1
<b><u>High Priority (IS .10-.20)</u></b>						
Efforts to ensure community is prepared for natural disaster/crisis	33%	2	52%	10	0.1589	2
Communication with the public	30%	3	52%	9	0.1451	3
Enforcement of codes and ordinances	18%	7	45%	12	0.1006	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of public health services	28%	4	65%	6	0.0952	5
Quality of services from Dept. of Social Services	14%	9	38%	15	0.0891	6
Quality of services provided by Sheriff's Office	20%	6	68%	5	0.0639	7
Quality of parks and recreation opportunities	22%	5	74%	4	0.0558	8
Customer service from County employees	13%	10	59%	7	0.0534	9
Quality of services by Environmental Assistance & Protection	8%	12	34%	16	0.0526	10
Quality of tax administration services	7%	13	41%	13	0.0414	11
Quality of emergency medical services (EMS)	15%	8	75%	2	0.0385	12
Quality of the Smith Reynolds Airport	5%	15	29%	17	0.0343	13
Quality of emergency 911 services	12%	11	75%	3	0.0294	14
Quality of Library services and programs	7%	14	76%	1	0.0164	15
Quality of Tax Parcel Viewer & Geo Data Explorer online	4%	16	56%	8	0.0157	16
Quality of North Carolina Cooperative Extension services	2%	17	46%	11	0.0081	17

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Forsyth County, NC

### Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Efforts to repair/remove substandard/dilapidated housing	60%	1	20%	10	0.4788	1
Condition of Winston-Salem Forsyth Co. K-12 public school bldgs.	58%	2	35%	8	0.3795	2
<b><u>High Priority (IS .10-.20)</u></b>						
Visibility of security staff on County property	29%	4	41%	7	0.1708	3
Accessibility of public bldgs/ease of entry access	33%	3	53%	5	0.1519	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Condition of the County's Smith Reynolds Airport	12%	8	32%	9	0.0835	5
Condition of Forsyth Technical Community College facilities	21%	5	67%	2	0.0687	6
Condition of Forsyth Co. Courthouse/Hall of Justice	14%	7	52%	6	0.0664	7
Cleanliness of County buildings	15%	6	57%	4	0.0648	8
Quality of landscaping around County buildings	6%	10	59%	3	0.0242	9
Condition of Forsyth County Govt. Building	7%	9	68%	1	0.0229	10

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Forsyth County, NC

### Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Overall feeling of safety in County parks	43%	1	65%	7	0.1514	1
Availability/access of walking and biking trails	39%	3	66%	6	0.1324	2
Maintenance of County parks	40%	2	71%	2	0.1139	3
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Availability of active recreation equipment	27%	4	69%	4	0.0838	4
Quality and availability of event facilities	23%	6	67%	5	0.0737	5
Availability of open space/natural areas	25%	5	70%	3	0.0735	6
Quality of the County's dog parks	14%	7	53%	11	0.0636	7
Availability of pickleball courts	5%	11	24%	14	0.0403	8
Quality of athletic fields	7%	8	59%	9	0.0303	9
Quality of Tanglewood golf courses	6%	10	64%	8	0.0201	10
Quality of public disc golf course	3%	12	40%	13	0.0199	11
Quality/availability of County-owned tennis courts	3%	13	45%	12	0.0159	12
Quality of Tanglewood Park's Festival of Lights	6%	9	81%	1	0.0113	13
Quality of Peter S. Brunstetter Aquatic Center	1%	14	59%	10	0.0041	14

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Forsyth County, NC

### Sheriff's Office

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Visibility of Sheriff's Deputies in the community	32%	2	61%	6	0.1235	1
Overall quality of sheriff protection	44%	1	74%	1	0.1132	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Level of transparency by the Sheriff's Office	22%	7	60%	8	0.0880	3
Cultural sensitivity of Sheriff Office employees	24%	5	63%	5	0.0878	4
Response time by Sheriff's Office to emergencies	25%	3	66%	4	0.0858	5
Quality of animal services	16%	8	51%	10	0.0797	6
Accessibility/responsiveness of Sheriff's Office	24%	4	68%	3	0.0762	7
Professionalism of Sheriff's Office employees	23%	6	73%	2	0.0624	8
Response time by Sheriff's Office to non-emergencies	11%	9	61%	7	0.0436	9
Quality of social media communication	8%	10	51%	9	0.0375	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.



**4**

# Tabular Data



**Q1. Please CHECK ALL of the reasons why you choose to live in Forsyth County.**

Q1. All the reasons why you choose to live in Forsyth County	Number	Percent
Arts, cultural, & entertainment amenities	521	37.1 %
Housing options	579	41.2 %
Parks & open space options	556	39.6 %
Shopping options	430	30.6 %
Higher education opportunities	307	21.9 %
Public transportation systems	58	4.1 %
Diversity of people who live here	351	25.0 %
Employment opportunities	465	33.1 %
Local tax rate & cost of living	449	32.0 %
Low crime rates	271	19.3 %
Low traffic congestion	373	26.6 %
Close to family/friends	802	57.1 %
Close to your work/school	563	40.1 %
Access to health care services	685	48.8 %
Access to farm fresh meats & produce	224	16.0 %
Quality of public education opportunities	183	13.0 %
Blend of farm & City environments	382	27.2 %
Other	92	6.6 %
Total	7291	

**Q1-18. Other**

- Atmosphere of culture
- BEEN HERE ALL MY LIFE
- Born and raised here
- born here
- breweries
- Came here for employment.
- CHURCH HOME
- Church opportunities
- Churches and all the blessings that come with them from Christian schools to their ministry in the community.
- clean water
- climate
- Climate to experience all seasons without severe droughts, earthquakes, hurricanes or tornadoes. Also close to great mountains and beaches
- Close to lake
- close to my church
- Close to one family member
- Coming from a small town in VA, I wanted a place that felt small (Kernersville), but still had access to the entertainment, shopping, & other amenities that are available nearby.
- Cost and inconveniences in moving
- Diverse politics but getting marginal as illegals and other Democrats flood the county.
- Family has lived in FC for 100 years. No other place is Family
- Family has lived in Forsyth Co for generations. Forsyth Co is where I went to school, met my wife and worked for WSPD until I retired.
- FAMILY PROPERTY
- Forums like this website, public input to features of new libraries, new names of streets, etc. These things do a lot to let people know they personally really do count if they want to.
- golf courses
- good choice of retirement facilities
- Grew up here and now own property here that was passed down. Not sure what brought my parents to Forsyth county
- HARD TO ANSWER BECAUSE I WAS BORN, RAISED AND STILL HERE WITH WIFE OF 62 YEARS
- Have lived in Winston Salem for 45 years and have been happy ...but if it gets any more Liberal I'll most likely move !
- Home ownership
- I grew up here.
- I grow up here and it's home and don't see myself moving.
- I have no choice at the moment. Soon as I can move to another county I will.
- I was born and raised here
- I was born here and just never relocated.
- I was born in Forsyth Co and majority of family lives here
- I was employed in Charlotte and Winston Salem and lived in Salisbury to easily commute to both jobs.
- I'm stuck here by circumstance.
- It is where I was born and raised.
- I've lived in Forsyth Co., Winston-Salem 1949-1969, Kernersville 1969-2021, all my life. I've traveled much, but always came home.

**Q1-18. Other**

- job
- Job offer for spouse
- Job opportunity
- JOB TRANSFERED HERE
- LOW SOCIAL JUSTICE RATE
- Married a man that lived here
- Medical Treatment for my Son.
- Montessori school
- My church is here.
- My husband already lived before we were married and had a home.
- My husband won't move
- open land
- Pure Chance
- RESTAURANTS
- RETIRED
- Spouse's job relocation
- THE HOUSE WE BOUGHT WAS HERE
- This is where I was born.
- Took a job here
- Unfortunately, circumstances have me trapped here.
- volunteer spirit
- We toured 120 communities before moving here this summer. We picked WS because the people were kind. It radiates kindness.
- We're only still here because our parents are here.
- Wholesome Christian
- Work

**Q2. Which THREE of the items listed in Question 1 will have the BIGGEST IMPACT on your decision to stay in Forsyth County over the next five years?**

Q2. Top choice	Number	Percent
Arts, cultural, & entertainment amenities	91	6.5 %
Housing options	129	9.2 %
Parks & open space options	37	2.6 %
Shopping options	12	0.9 %
Higher education opportunities	14	1.0 %
Public transportation systems	1	0.1 %
Diversity of people who live here	13	0.9 %
Employment opportunities	95	6.8 %
Local tax rate & cost of living	131	9.3 %
Low crime rates	66	4.7 %
Low traffic congestion	14	1.0 %
Close to family/friends	401	28.6 %
Close to your work/school	116	8.3 %
Access to health care services	97	6.9 %
Access to farm fresh meats & produce	2	0.1 %
Quality of public education opportunities	15	1.1 %
Blend of farm & City environments	28	2.0 %
Other	39	2.8 %
None chosen	103	7.3 %
Total	1404	100.0 %

**Q2. Which THREE of the items listed in Question 1 will have the BIGGEST IMPACT on your decision to stay in Forsyth County over the next five years?**

Q2. 2nd choice	Number	Percent
Arts, cultural, & entertainment amenities	95	6.8 %
Housing options	91	6.5 %
Parks & open space options	72	5.1 %
Shopping options	43	3.1 %
Higher education opportunities	23	1.6 %
Public transportation systems	7	0.5 %
Diversity of people who live here	45	3.2 %
Employment opportunities	89	6.3 %
Local tax rate & cost of living	130	9.3 %
Low crime rates	73	5.2 %
Low traffic congestion	60	4.3 %
Close to family/friends	151	10.8 %
Close to your work/school	125	8.9 %
Access to health care services	148	10.5 %
Access to farm fresh meats & produce	15	1.1 %
Quality of public education opportunities	17	1.2 %
Blend of farm & City environments	44	3.1 %
Other	20	1.4 %
None chosen	156	11.1 %
Total	1404	100.0 %

**Q2. Which THREE of the items listed in Question 1 will have the BIGGEST IMPACT on your decision to stay in Forsyth County over the next five years?**

Q2. 3rd choice	Number	Percent
Arts, cultural, & entertainment amenities	105	7.5 %
Housing options	74	5.3 %
Parks & open space options	87	6.2 %
Shopping options	58	4.1 %
Higher education opportunities	33	2.4 %
Public transportation systems	7	0.5 %
Diversity of people who live here	68	4.8 %
Employment opportunities	52	3.7 %
Local tax rate & cost of living	96	6.8 %
Low crime rates	62	4.4 %
Low traffic congestion	77	5.5 %
Close to family/friends	86	6.1 %
Close to your work/school	68	4.8 %
Access to health care services	153	10.9 %
Access to farm fresh meats & produce	16	1.1 %
Quality of public education opportunities	21	1.5 %
Blend of farm & City environments	85	6.1 %
Other	24	1.7 %
None chosen	232	16.5 %
Total	1404	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the items listed in Question 1 will have the BIGGEST IMPACT on your decision to stay in Forsyth County over the next five years? (top 3)**

Q2. Sum of top 3 choices	Number	Percent
Arts, cultural, & entertainment amenities	291	20.7 %
Housing options	294	20.9 %
Parks & open space options	196	14.0 %
Shopping options	113	8.0 %
Higher education opportunities	70	5.0 %
Public transportation systems	15	1.1 %
Diversity of people who live here	126	9.0 %
Employment opportunities	236	16.8 %
Local tax rate & cost of living	357	25.4 %
Low crime rates	201	14.3 %
Low traffic congestion	151	10.8 %
Close to family/friends	638	45.4 %
Close to your work/school	309	22.0 %
Access to health care services	398	28.3 %
Access to farm fresh meats & produce	33	2.4 %
Quality of public education opportunities	53	3.8 %
Blend of farm & City environments	157	11.2 %
Other	83	5.9 %
None chosen	103	7.3 %
Total	3824	

**Q3. Visioning. Please indicate how important you believe each of the following will be to the overall quality of life in Forsyth County over the next 20 years using a scale of 4 to 1, where 4 means "Very Important," and 1 means "Not Important."**

(N=1404)

	Very important	Somewhat important	Not sure	Not important
Q3-1. Health care access	83.5%	11.8%	4.0%	0.6%
Q3-2. Behavioral health access	47.4%	26.8%	18.1%	7.7%
Q3-3. Support systems for those in need	55.8%	27.5%	12.7%	3.9%
Q3-4. Natural open space	55.0%	32.1%	9.9%	3.0%
Q3-5. Parks & trails	50.4%	36.1%	9.5%	4.0%
Q3-6. Library services	36.3%	37.3%	17.4%	9.0%
Q3-7. Public education (K-12)	70.7%	12.5%	9.5%	7.3%
Q3-8. College & post-secondary education	51.2%	30.4%	11.3%	7.1%
Q3-9. Environmental stewardship & sustainability	49.3%	31.3%	13.2%	6.3%
Q3-10. Land use planning	55.8%	27.6%	13.5%	3.1%
Q3-11. Bike lanes, walkability	39.3%	36.2%	14.7%	9.8%
Q3-12. Adequacy of residential growth to meet needs of County	39.2%	34.8%	19.2%	6.8%
Q3-13. Adequacy of commercial/industrial growth to meet job opportunity needs of County	47.8%	34.5%	13.9%	3.8%
Q3-14. Job training & workforce development (post-secondary education & training)	55.8%	28.6%	11.3%	4.3%
Q3-15. Housing	60.0%	27.7%	9.0%	3.3%
Q3-16. Safety, low crime	84.9%	9.7%	4.6%	0.9%
Q3-17. Social justice/equity/inclusivity	56.8%	19.1%	12.5%	11.6%

**Q4. Which THREE of the issues listed in Question 3 do you think will be the most important for the County to address over the next 20 years?**

Q4. Top choice	Number	Percent
Health care access	313	22.3 %
Behavioral health access	37	2.6 %
Support systems for those in need	60	4.3 %
Natural open space	58	4.1 %
Parks & trails	25	1.8 %
Library services	5	0.4 %
Public education (K-12)	138	9.8 %
College & post-secondary education	8	0.6 %
Environmental stewardship & sustainability	48	3.4 %
Land use planning	74	5.3 %
Bike lanes, walkability	15	1.1 %
Adequacy of residential growth to meet needs of County	25	1.8 %
Adequacy of commercial/industrial growth to meet job opportunity needs of County	54	3.8 %
Job training & workforce development (post-secondary education & training)	34	2.4 %
Housing	65	4.6 %
Safety, low crime	296	21.1 %
Social justice/equity/inclusivity	93	6.6 %
None chosen	56	4.0 %
Total	1404	100.0 %

**Q4. Which THREE of the issues listed in Question 3 do you think will be the most important for the County to address over the next 20 years?**

Q4. 2nd choice	Number	Percent
Health care access	171	12.2 %
Behavioral health access	72	5.1 %
Support systems for those in need	102	7.3 %
Natural open space	65	4.6 %
Parks & trails	55	3.9 %
Library services	7	0.5 %
Public education (K-12)	165	11.8 %
College & post-secondary education	20	1.4 %
Environmental stewardship & sustainability	74	5.3 %
Land use planning	77	5.5 %
Bike lanes, walkability	30	2.1 %
Adequacy of residential growth to meet needs of County	40	2.8 %
Adequacy of commercial/industrial growth to meet job opportunity needs of County	70	5.0 %
Job training & workforce development (post-secondary education & training)	65	4.6 %
Housing	75	5.3 %
Safety, low crime	169	12.0 %
Social justice/equity/inclusivity	71	5.1 %
None chosen	76	5.4 %
Total	1404	100.0 %

**Q4. Which THREE of the issues listed in Question 3 do you think will be the most important for the County to address over the next 20 years?**

Q4. 3rd choice	Number	Percent
Health care access	111	7.9 %
Behavioral health access	41	2.9 %
Support systems for those in need	101	7.2 %
Natural open space	62	4.4 %
Parks & trails	55	3.9 %
Library services	9	0.6 %
Public education (K-12)	142	10.1 %
College & post-secondary education	41	2.9 %
Environmental stewardship & sustainability	77	5.5 %
Land use planning	70	5.0 %
Bike lanes, walkability	46	3.3 %
Adequacy of residential growth to meet needs of County	47	3.3 %
Adequacy of commercial/industrial growth to meet job opportunity needs of County	87	6.2 %
Job training & workforce development (post-secondary education & training)	86	6.1 %
Housing	98	7.0 %
Safety, low crime	162	11.5 %
Social justice/equity/inclusivity	83	5.9 %
None chosen	86	6.1 %
Total	1404	100.0 %

**SUM OF TOP 3 CHOICES**

**Q4. Which THREE of the issues listed in Question 3 do you think will be the most important for the County to address over the next 20 years? (top 3)**

Q4. Sum of top 3 choices	Number	Percent
Health care access	595	42.4 %
Behavioral health access	150	10.7 %
Support systems for those in need	263	18.7 %
Natural open space	185	13.2 %
Parks & trails	135	9.6 %
Library services	21	1.5 %
Public education (K-12)	445	31.7 %
College & post-secondary education	69	4.9 %
Environmental stewardship & sustainability	199	14.2 %
Land use planning	221	15.7 %
Bike lanes, walkability	91	6.5 %
Adequacy of residential growth to meet needs of County	112	8.0 %
Adequacy of commercial/industrial growth to meet job opportunity needs of County	211	15.0 %
Job training & workforce development (post-secondary education & training)	185	13.2 %
Housing	238	17.0 %
Safety, low crime	627	44.7 %
Social justice/equity/inclusivity	247	17.6 %
None chosen	56	4.0 %
Total	4050	



**Q5. Do you think the overall quality of life in Forsyth County is getting better, staying the same, or getting worse?**

Q5. What do you think about overall quality of life in

Forsyth County	Number	Percent
Getting better	339	24.1 %
Staying the same	572	40.7 %
Getting worse	434	30.9 %
Not provided	59	4.2 %
Total	1404	100.0 %

**WITHOUT "NOT PROVIDED"****Q5. Do you think the overall quality of life in Forsyth County is getting better, staying the same, or getting worse? (without "not provided")**

Q5. What do you think about overall quality of life in

Forsyth County	Number	Percent
Getting better	339	25.2 %
Staying the same	572	42.5 %
Getting worse	434	32.3 %
Total	1345	100.0 %

**Q6. Do you think you will be living in Forsyth County five years from now?**Q6. Will you be living in Forsyth County five years  
from now

	Number	Percent
Yes	881	62.7 %
No	116	8.3 %
Unsure	373	26.6 %
Not provided	34	2.4 %
Total	1404	100.0 %

**WITHOUT "NOT PROVIDED"****Q6. Do you think you will be living in Forsyth County five years from now? (without "not provided")**Q6. Will you be living in Forsyth County five years  
from now

	Number	Percent
Yes	881	64.3 %
No	116	8.5 %
Unsure	373	27.2 %
Total	1370	100.0 %

**Q7. Overall Ratings of Forsyth County. Using a scale of 5 to 1, where 5 means "Excellent," and 1 means "Poor," please rate Forsyth County with regard to the following.**

(N=1404)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q7-1. As a place to live	30.3%	54.1%	8.8%	4.0%	1.4%	1.4%
Q7-2. As a place to work	20.2%	48.3%	15.7%	5.5%	2.4%	7.9%
Q7-3. As a place to play	16.7%	47.4%	20.7%	7.8%	2.7%	4.7%
Q7-4. As a place to raise children	25.2%	41.7%	16.5%	4.3%	3.0%	9.3%
Q7-5. As a place to educate children	16.5%	40.4%	19.9%	9.5%	5.0%	8.7%
Q7-6. As a place to retire	24.5%	39.2%	19.2%	7.8%	4.4%	4.8%
Q7-7. As a place to visit	19.7%	42.8%	22.5%	8.8%	3.3%	3.0%
Q7-8. As a place to start a business	10.3%	30.1%	26.8%	8.1%	3.9%	20.7%
Q7-9. As a community that is moving in the right direction	9.8%	37.7%	30.1%	12.0%	5.2%	5.1%
Q7-10. As a place where you can earn a living wage	8.4%	41.2%	23.7%	12.5%	5.3%	8.8%
Q7-11. As a place where you can find affordable housing	8.0%	39.9%	28.2%	11.9%	5.8%	6.2%
Q7-12. As a place where you would buy your next home	14.8%	35.8%	24.6%	8.0%	6.6%	10.3%
Q7-13. As a place to attend college or a university	27.6%	37.1%	19.9%	3.8%	3.1%	8.3%

**WITHOUT "DON'T KNOW"****Q7. Overall Ratings of Forsyth County. Using a scale of 5 to 1, where 5 means "Excellent," and 1 means "Poor," please rate Forsyth County with regard to the following. (without "don't know")**

(N=1404)

	Excellent	Good	Neutral	Below average	Poor
Q7-1. As a place to live	30.7%	54.9%	9.0%	4.0%	1.4%
Q7-2. As a place to work	21.9%	52.4%	17.1%	6.0%	2.6%
Q7-3. As a place to play	17.6%	49.8%	21.7%	8.1%	2.8%
Q7-4. As a place to raise children	27.8%	46.0%	18.1%	4.7%	3.3%
Q7-5. As a place to educate children	18.1%	44.2%	21.8%	10.4%	5.5%
Q7-6. As a place to retire	25.7%	41.2%	20.1%	8.2%	4.6%
Q7-7. As a place to visit	20.3%	44.1%	23.2%	9.0%	3.4%
Q7-8. As a place to start a business	13.0%	38.0%	33.8%	10.2%	4.9%
Q7-9. As a community that is moving in the right direction	10.4%	39.7%	31.8%	12.7%	5.5%
Q7-10. As a place where you can earn a living wage	9.2%	45.2%	26.0%	13.7%	5.9%
Q7-11. As a place where you can find affordable housing	8.5%	42.5%	30.1%	12.7%	6.2%
Q7-12. As a place where you would buy your next home	16.5%	39.9%	27.4%	8.9%	7.3%
Q7-13. As a place to attend college or a university	30.1%	40.5%	21.8%	4.2%	3.4%

**Q8. Major Categories of County Services. Please rate your satisfaction with each of the major categories of services provided by Forsyth County listed below.**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. County efforts to ensure the community is prepared for a natural disaster or crisis	7.3%	32.9%	30.0%	5.7%	1.5%	22.6%
Q8-2. Communication with the public	8.3%	40.0%	32.3%	9.0%	3.1%	7.2%
Q8-3. Enforcement of codes & ordinances	5.7%	33.5%	31.1%	11.3%	4.9%	13.5%
Q8-4. Customer service you receive from County employees	11.5%	39.4%	25.7%	7.1%	2.8%	13.5%
Q8-5. Quality of library services & programs	22.4%	38.2%	17.0%	2.1%	0.5%	19.9%
Q8-6. Quality of parks & recreation opportunities	20.7%	49.1%	18.2%	4.7%	1.1%	6.2%
Q8-7. Quality of public health services	17.0%	35.3%	21.0%	4.8%	1.9%	20.1%
Q8-8. Quality of services from Department of Social Services	5.1%	16.2%	24.9%	6.4%	3.2%	44.3%
Q8-9. Quality of tax administration services	4.7%	27.1%	34.2%	7.9%	3.8%	22.2%
Q8-10. Quality of emergency medical services (EMS)	21.1%	38.1%	16.2%	2.1%	1.3%	21.2%
Q8-11. Quality of services provided by Sheriff's Office	19.6%	35.3%	19.2%	4.3%	2.1%	19.5%
Q8-12. Quality of emergency 911 services	21.3%	34.8%	16.0%	2.0%	0.9%	25.1%
Q8-13. Quality of Smith Reynolds Airport	2.9%	11.8%	26.2%	6.6%	4.1%	48.4%
Q8-14. Quality of North Carolina Cooperative Extension services	6.4%	16.7%	24.6%	1.6%	0.9%	49.6%
Q8-15. Quality of K-12 education buildings	4.6%	24.3%	25.4%	15.2%	5.3%	25.3%

**Q8. Major Categories of County Services. Please rate your satisfaction with each of the major categories of services provided by Forsyth County listed below.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-16. Quality of services provided by Environmental Assistance & Protection	3.0%	14.9%	26.9%	5.1%	2.2%	47.9%
Q8-17. Quality of Tax Parcel Viewer & Geo Data Explorer online	8.6%	27.7%	21.6%	4.8%	1.8%	35.5%

**WITHOUT "DON'T KNOW"****Q8. Major Categories of County Services. Please rate your satisfaction with each of the major categories of services provided by Forsyth County listed below. (without "don't know")**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. County efforts to ensure the community is prepared for a natural disaster or crisis	9.5%	42.5%	38.7%	7.4%	1.9%
Q8-2. Communication with the public	9.0%	43.1%	34.8%	9.7%	3.4%
Q8-3. Enforcement of codes & ordinances	6.6%	38.7%	36.0%	13.0%	5.7%
Q8-4. Customer service you receive from County employees	13.3%	45.6%	29.7%	8.2%	3.2%
Q8-5. Quality of library services & programs	27.9%	47.6%	21.2%	2.6%	0.6%
Q8-6. Quality of parks & recreation opportunities	22.0%	52.4%	19.4%	5.0%	1.1%
Q8-7. Quality of public health services	21.2%	44.2%	26.3%	6.0%	2.3%
Q8-8. Quality of services from Department of Social Services	9.1%	29.0%	44.6%	11.5%	5.8%
Q8-9. Quality of tax administration services	6.0%	34.9%	44.0%	10.2%	4.9%
Q8-10. Quality of emergency medical services (EMS)	26.7%	48.3%	20.6%	2.7%	1.6%
Q8-11. Quality of services provided by Sheriff's Office	24.3%	43.9%	23.8%	5.3%	2.7%
Q8-12. Quality of emergency 911 services	28.4%	46.5%	21.3%	2.7%	1.1%
Q8-13. Quality of Smith Reynolds Airport	5.7%	22.9%	50.8%	12.7%	7.9%
Q8-14. Quality of North Carolina Cooperative Extension services	12.7%	33.2%	48.9%	3.3%	1.8%
Q8-15. Quality of K-12 education buildings	6.1%	32.5%	33.9%	20.3%	7.1%
Q8-16. Quality of services provided by Environmental Assistance & Protection	5.7%	28.6%	51.6%	9.8%	4.2%
Q8-17. Quality of Tax Parcel Viewer & Geo Data Explorer online	13.4%	42.9%	33.4%	7.5%	2.8%

**Q9. Which THREE of the major categories of services listed in Question 8 do you think should receive the MOST EMPHASIS from the County over the next TWO years?**

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
County efforts to ensure the community is prepared for a natural disaster or crisis	228	16.2 %
Communication with the public	145	10.3 %
Enforcement of codes & ordinances	97	6.9 %
Customer service you receive from County employees	53	3.8 %
Quality of library services & programs	12	0.9 %
Quality of parks & recreation opportunities	86	6.1 %
Quality of public health services	123	8.8 %
Quality of services from Department of Social Services	53	3.8 %
Quality of tax administration services	26	1.9 %
Quality of emergency medical services (EMS)	66	4.7 %
Quality of services provided by Sheriff's Office	94	6.7 %
Quality of emergency 911 services	33	2.4 %
Quality of Smith Reynolds Airport	14	1.0 %
Quality of North Carolina Cooperative Extension services	4	0.3 %
Quality of K-12 education buildings	232	16.5 %
Quality of services provided by Environmental Assistance & Protection	24	1.7 %
Quality of Tax Parcel Viewer & Geo Data Explorer online	8	0.6 %
None chosen	106	7.5 %
Total	1404	100.0 %

**Q9. Which THREE of the major categories of services listed in Question 8 do you think should receive the MOST EMPHASIS from the County over the next TWO years?**

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
County efforts to ensure the community is prepared for a natural disaster or crisis	121	8.6 %
Communication with the public	156	11.1 %
Enforcement of codes & ordinances	95	6.8 %
Customer service you receive from County employees	60	4.3 %
Quality of library services & programs	35	2.5 %
Quality of parks & recreation opportunities	113	8.0 %
Quality of public health services	155	11.0 %
Quality of services from Department of Social Services	68	4.8 %
Quality of tax administration services	35	2.5 %
Quality of emergency medical services (EMS)	77	5.5 %
Quality of services provided by Sheriff's Office	93	6.6 %
Quality of emergency 911 services	64	4.6 %
Quality of Smith Reynolds Airport	18	1.3 %
Quality of North Carolina Cooperative Extension services	7	0.5 %
Quality of K-12 education buildings	130	9.3 %
Quality of services provided by Environmental Assistance & Protection	32	2.3 %
Quality of Tax Parcel Viewer & Geo Data Explorer online	14	1.0 %
None chosen	131	9.3 %
Total	1404	100.0 %

**Q9. Which THREE of the major categories of services listed in Question 8 do you think should receive the MOST EMPHASIS from the County over the next TWO years?**

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
County efforts to ensure the community is prepared for a natural disaster or crisis	116	8.3 %
Communication with the public	125	8.9 %
Enforcement of codes & ordinances	66	4.7 %
Customer service you receive from County employees	69	4.9 %
Quality of library services & programs	46	3.3 %
Quality of parks & recreation opportunities	108	7.7 %
Quality of public health services	108	7.7 %
Quality of services from Department of Social Services	81	5.8 %
Quality of tax administration services	36	2.6 %
Quality of emergency medical services (EMS)	73	5.2 %
Quality of services provided by Sheriff's Office	96	6.8 %
Quality of emergency 911 services	66	4.7 %
Quality of Smith Reynolds Airport	35	2.5 %
Quality of North Carolina Cooperative Extension services	10	0.7 %
Quality of K-12 education buildings	124	8.8 %
Quality of services provided by Environmental Assistance & Protection	56	4.0 %
Quality of Tax Parcel Viewer & Geo Data Explorer online	28	2.0 %
<u>None chosen</u>	<u>161</u>	<u>11.5 %</u>
Total	1404	100.0 %

**SUM OF TOP 3 CHOICES**

**Q9. Which THREE of the major categories of services listed in Question 8 do you think should receive the MOST EMPHASIS from the County over the next TWO years? (top 3)**

<u>Q9. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
County efforts to ensure the community is prepared for a natural disaster or crisis	465	33.1 %
Communication with the public	426	30.3 %
Enforcement of codes & ordinances	258	18.4 %
Customer service you receive from County employees	182	13.0 %
Quality of library services & programs	93	6.6 %
Quality of parks & recreation opportunities	307	21.9 %
Quality of public health services	386	27.5 %
Quality of services from Department of Social Services	202	14.4 %
Quality of tax administration services	97	6.9 %
Quality of emergency medical services (EMS)	216	15.4 %
Quality of services provided by Sheriff's Office	283	20.2 %
Quality of emergency 911 services	163	11.6 %
Quality of Smith Reynolds Airport	67	4.8 %
Quality of North Carolina Cooperative Extension services	21	1.5 %
Quality of K-12 education buildings	486	34.6 %
Quality of services provided by Environmental Assistance & Protection	112	8.0 %
Quality of Tax Parcel Viewer & Geo Data Explorer online	50	3.6 %
<u>None chosen</u>	<u>106</u>	<u>7.5 %</u>
Total	3920	



**Q10. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Condition of Forsyth County Government Building at 201 N. Chestnut St. in Winston-Salem	13.6%	26.8%	17.0%	1.1%	0.8%	40.7%
Q10-2. Condition of Forsyth County Courthouse/Hall of Justice	6.2%	25.6%	21.9%	5.6%	2.4%	38.2%
Q10-3. Accessibility of public buildings/ease of entry access	6.6%	31.9%	25.1%	7.1%	1.4%	27.8%
Q10-4. Quality of landscaping around County buildings	8.2%	38.2%	28.8%	2.4%	1.0%	21.4%
Q10-5. Condition of Forsyth Technical Community College facilities	10.0%	32.6%	18.7%	1.9%	0.6%	36.1%
Q10-6. Condition of County's Smith Reynolds Airport	2.2%	13.2%	22.3%	7.4%	3.0%	51.9%
Q10-7. Condition of Winston-Salem Forsyth County K-12 public school buildings	3.5%	21.9%	25.4%	16.5%	5.6%	27.0%
Q10-8. Visibility of security staff on County property	3.8%	21.8%	27.7%	7.4%	1.4%	37.8%
Q10-9. Cleanliness of County buildings	6.3%	31.8%	24.7%	3.0%	0.9%	33.3%
Q10-10. County efforts to repair or remove substandard & dilapidated housing in County	2.3%	11.3%	24.9%	20.7%	8.3%	32.5%

**WITHOUT "DON'T KNOW"**

**Q10. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Condition of Forsyth County Government Building at 201 N. Chestnut St. in Winston-Salem	23.0%	45.2%	28.7%	1.8%	1.3%
Q10-2. Condition of Forsyth County Courthouse/Hall of Justice	10.0%	41.5%	35.4%	9.1%	3.9%
Q10-3. Accessibility of public buildings/ease of entry access	9.2%	44.2%	34.8%	9.9%	2.0%
Q10-4. Quality of landscaping around County buildings	10.4%	48.6%	36.6%	3.1%	1.3%
Q10-5. Condition of Forsyth Technical Community College facilities	15.7%	51.1%	29.2%	3.0%	1.0%
Q10-6. Condition of County's Smith Reynolds Airport	4.6%	27.5%	46.3%	15.4%	6.2%
Q10-7. Condition of Winston-Salem Forsyth County K-12 public school buildings	4.8%	30.0%	34.8%	22.6%	7.7%
Q10-8. Visibility of security staff on County property	6.2%	35.1%	44.6%	11.9%	2.3%
Q10-9. Cleanliness of County buildings	9.4%	47.7%	37.0%	4.5%	1.4%
Q10-10. County efforts to repair or remove substandard & dilapidated housing in County	3.4%	16.8%	36.9%	30.6%	12.4%

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years?**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of Forsyth County Government Building at 201 N. Chestnut St. in Winston-Salem	39	2.8 %
Condition of Forsyth County Courthouse/Hall of Justice	74	5.3 %
Accessibility of public buildings/ease of entry access	161	11.5 %
Quality of landscaping around County buildings	18	1.3 %
Condition of Forsyth Technical Community College facilities	63	4.5 %
Condition of County's Smith Reynolds Airport	44	3.1 %
Condition of Winston-Salem Forsyth County K-12 public school buildings	428	30.5 %
Visibility of security staff on County property	102	7.3 %
Cleanliness of County buildings	14	1.0 %
County efforts to repair or remove substandard & dilapidated housing in County	311	22.2 %
None chosen	150	10.7 %
Total	1404	100.0 %

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of Forsyth County Government Building at 201 N. Chestnut St. in Winston-Salem	21	1.5 %
Condition of Forsyth County Courthouse/Hall of Justice	61	4.3 %
Accessibility of public buildings/ease of entry access	147	10.5 %
Quality of landscaping around County buildings	39	2.8 %
Condition of Forsyth Technical Community College facilities	111	7.9 %
Condition of County's Smith Reynolds Airport	61	4.3 %
Condition of Winston-Salem Forsyth County K-12 public school buildings	253	18.0 %
Visibility of security staff on County property	150	10.7 %
Cleanliness of County buildings	78	5.6 %
County efforts to repair or remove substandard & dilapidated housing in County	275	19.6 %
None chosen	208	14.8 %
Total	1404	100.0 %

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years?**

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of Forsyth County Government Building at 201 N. Chestnut St. in Winston-Salem	41	2.9 %
Condition of Forsyth County Courthouse/Hall of Justice	58	4.1 %
Accessibility of public buildings/ease of entry access	149	10.6 %
Quality of landscaping around County buildings	25	1.8 %
Condition of Forsyth Technical Community College facilities	117	8.3 %
Condition of County's Smith Reynolds Airport	69	4.9 %
Condition of Winston-Salem Forsyth County K-12 public school buildings	136	9.7 %
Visibility of security staff on County property	156	11.1 %
Cleanliness of County buildings	119	8.5 %
County efforts to repair or remove substandard & dilapidated housing in County	255	18.2 %
None chosen	279	19.9 %
Total	1404	100.0 %

**SUM OF TOP 3 CHOICES**

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years? (top 3)**

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Condition of Forsyth County Government Building at 201 N. Chestnut St. in Winston-Salem	101	7.2 %
Condition of Forsyth County Courthouse/Hall of Justice	193	13.7 %
Accessibility of public buildings/ease of entry access	457	32.5 %
Quality of landscaping around County buildings	82	5.8 %
Condition of Forsyth Technical Community College facilities	291	20.7 %
Condition of County's Smith Reynolds Airport	174	12.4 %
Condition of Winston-Salem Forsyth County K-12 public school buildings	817	58.2 %
Visibility of security staff on County property	408	29.1 %
Cleanliness of County buildings	211	15.0 %
County efforts to repair or remove substandard & dilapidated housing in County	841	59.9 %
None chosen	150	10.7 %
Total	3725	

**Q12. Communication. Please CHECK ALL of the sources listed below that you and members of your household use to learn about Forsyth County news, events, and to get other County information.**

Q12. All the sources your household uses to learn about Forsyth County news, events, & other County information

	Number	Percent
Forsyth County website (Forsyth.cc)	722	51.4 %
Nextdoor	413	29.4 %
Twitter	101	7.2 %
Facebook	556	39.6 %
Direct emails/newsletters/mailers from specific County departments	408	29.1 %
WSTV 13	90	6.4 %
Winston Salem Journal	645	45.9 %
Other local news publications	158	11.3 %
Local radio	425	30.3 %
Local TV news	951	67.7 %
Friends/family-word of mouth	768	54.7 %
Other online sources	256	18.2 %
Other	26	1.9 %
Total	5519	

**Q12-8. Other local news publications:**

<u>Q12-8. Which local news publications</u>	<u>Number</u>	<u>Percent</u>
Kernersville News	8	16.7 %
The Chronicle	7	14.6 %
Kernersville Newspaper	4	8.3 %
Greensboro News & Record	2	4.2 %
FOX 8	2	4.2 %
City Scene, Winston-Salem Monthly	1	2.1 %
Triad City Beat	1	2.1 %
Social media	1	2.1 %
Clemmons Courier	1	2.1 %
Spectrum news and weather channel	1	2.1 %
Lewisville News	1	2.1 %
Kernersville Tuesday News	1	2.1 %
Local newspapers	1	2.1 %
Newspaper	1	2.1 %
Instagram	1	2.1 %
Lewisville newsletter	1	2.1 %
Triad Business Journal	1	2.1 %
Forsyth County Magazine	1	2.1 %
Flyers, posters downtown, advertising signage	1	2.1 %
Winston Salem Magazine and Triad Business	1	2.1 %
Local magazines, Forsyth Woman, Our State	1	2.1 %
Library notices	1	2.1 %
Kernersville Magazine	1	2.1 %
Channel 12 news	1	2.1 %
NPR	1	2.1 %
Specific magazines free	1	2.1 %
Triad City Beat, The Chronicle	1	2.1 %
Forsyth Woman, Forsyth Family magazines	1	2.1 %
WFDD Radio, Triad City Beat	1	2.1 %
Journal	1	2.1 %
Total	48	100.0 %

**Q12-13. Other:**

<u>Q12-13. Other</u>	<u>Number</u>	<u>Percent</u>
EXPAND TO INCLUDE RADIO-102 JAMZX, INSTAGRAM	1	7.1 %
Own observation	1	7.1 %
News	1	7.1 %
FOX news	1	7.1 %
Courier Newspaper	1	7.1 %
COMPUTER	1	7.1 %
CITY LINK	1	7.1 %
WALL STREET JOURNAL	1	7.1 %
Instagram	1	7.1 %
CITY/COUNTY WATER BILL INSERTS	1	7.1 %
CITY NEWS WEBSITE	1	7.1 %
Mail	1	7.1 %
City Link 311	1	7.1 %
<u>Via text messages</u>	<u>1</u>	<u>7.1 %</u>
Total	14	100.0 %

**Q13. Which THREE of the information sources from Question 12 do you MOST PREFER to use to get information on County news, events, and other County information?**

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Forsyth County website (Forsyth.cc)	276	19.7 %
Nextdoor	38	2.7 %
Twitter	18	1.3 %
Facebook	92	6.6 %
Direct emails/newsletters/mailers from specific County departments	166	11.8 %
WSTV 13	16	1.1 %
Winston Salem Journal	185	13.2 %
Other local news publications	23	1.6 %
Local radio	64	4.6 %
Local TV news	361	25.7 %
Friends/family-word of mouth	33	2.4 %
Other online sources	25	1.8 %
Other	11	0.8 %
None chosen	96	6.8 %
Total	1404	100.0 %

**Q13. Which THREE of the information sources from Question 12 do you MOST PREFER to use to get information on County news, events, and other County information?**

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Forsyth County website (Forsyth.cc)	145	10.3 %
Nextdoor	68	4.8 %
Twitter	16	1.1 %
Facebook	112	8.0 %
Direct emails/newsletters/mailers from specific County departments	141	10.0 %
WSTV 13	23	1.6 %
Winston Salem Journal	170	12.1 %
Other local news publications	35	2.5 %
Local radio	149	10.6 %
Local TV news	265	18.9 %
Friends/family-word of mouth	86	6.1 %
Other online sources	42	3.0 %
Other	7	0.5 %
None chosen	145	10.3 %
Total	1404	100.0 %



**Q13. Which THREE of the information sources from Question 12 do you MOST PREFER to use to get information on County news, events, and other County information?**

Q13. 3rd choice	Number	Percent
Forsyth County website (Forsyth.cc)	147	10.5 %
Nextdoor	62	4.4 %
Twitter	8	0.6 %
Facebook	101	7.2 %
Direct emails/newsletters/mailers from specific County departments	89	6.3 %
WSTV 13	16	1.1 %
Winston Salem Journal	139	9.9 %
Other local news publications	46	3.3 %
Local radio	88	6.3 %
Local TV news	204	14.5 %
Friends/family-word of mouth	162	11.5 %
Other online sources	93	6.6 %
Other	20	1.4 %
None chosen	229	16.3 %
Total	1404	100.0 %

**SUM OF TOP 3 CHOICES**

**Q13. Which THREE of the information sources from Question 12 do you MOST PREFER to use to get information on County news, events, and other County information? (top 3)**

Q13. Sum of top 3 choices	Number	Percent
Forsyth County website (Forsyth.cc)	568	40.5 %
Nextdoor	168	12.0 %
Twitter	42	3.0 %
Facebook	305	21.7 %
Direct emails/newsletters/mailers from specific County departments	396	28.2 %
WSTV 13	55	3.9 %
Winston Salem Journal	494	35.2 %
Other local news publications	104	7.4 %
Local radio	301	21.4 %
Local TV news	830	59.1 %
Friends/family-word of mouth	281	20.0 %
Other online sources	160	11.4 %
Other	38	2.7 %
None chosen	96	6.8 %
Total	3838	

**Q14. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Ease of locating information on County's website	8.0%	35.1%	27.0%	7.7%	1.9%	20.3%
Q14-2. Your experience engaging with County government process	5.7%	26.6%	31.2%	7.8%	2.7%	26.0%
Q14-3. Level of public involvement in local decisions with County	2.1%	17.7%	33.8%	13.9%	5.3%	27.2%
Q14-4. County efforts to keep you informed about local issues	3.9%	27.6%	35.0%	14.7%	4.3%	14.5%
Q14-5. County efforts to be open & transparent with information about County issues, services, & performance	4.1%	22.8%	35.0%	15.0%	5.6%	17.6%

**WITHOUT "DON'T KNOW"**

**Q14. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Ease of locating information on County's website	10.0%	44.1%	33.9%	9.7%	2.4%
Q14-2. Your experience engaging with County government process	7.7%	35.9%	42.2%	10.6%	3.7%
Q14-3. Level of public involvement in local decisions with County	2.9%	24.3%	46.4%	19.1%	7.3%
Q14-4. County efforts to keep you informed about local issues	4.6%	32.3%	40.9%	17.2%	5.1%
Q14-5. County efforts to be open & transparent with information about County issues, services, & performance	4.9%	27.7%	42.5%	18.2%	6.7%

**Q15. Parks And Recreation. Please indicate if you or other members of your household have visited each of the parks during the past year.**

(N=1404)

	Yes	No
Q15-1. CG Hill Memorial Park	12.7%	87.3%
Q15-2. Horizons Park	16.5%	83.5%
Q15-3. Joanie Moser Memorial Park	16.0%	84.0%
Q15-4. Kernersville Lake Park	19.9%	80.1%
Q15-5. Old US 421 River Park	9.5%	90.5%
Q15-6. Tanglewood Park	61.7%	38.3%
Q15-7. Triad Park	27.1%	72.9%
Q15-8. Union Cross Park	9.6%	90.4%
Q15-9. Walkertown Community Park	11.1%	88.9%

**Q15. If "Yes," please rate the condition of the facility based on your most recent experience.**

(N=1132)

	Excellent	Good	Fair	Poor	Not provided
Q15-1. CG Hill Memorial Park	47.2%	46.6%	5.6%	0.0%	0.6%
Q15-2. Horizons Park	29.9%	57.6%	6.9%	1.7%	3.9%
Q15-3. Joanie Moser Memorial Park	44.4%	48.9%	5.3%	0.0%	1.3%
Q15-4. Kernersville Lake Park	29.7%	54.5%	11.1%	1.1%	3.6%
Q15-5. Old US 421 River Park	26.1%	44.8%	20.9%	3.7%	4.5%
Q15-6. Tanglewood Park	56.4%	37.6%	2.8%	0.7%	2.5%
Q15-7. Triad Park	63.2%	30.3%	2.4%	0.8%	3.4%
Q15-8. Union Cross Park	25.9%	57.0%	10.4%	0.7%	5.9%
Q15-9. Walkertown Community Park	35.3%	50.6%	9.0%	0.0%	5.1%

**WITHOUT "NOT PROVIDED"****Q15. If "Yes," please rate the condition of the facility based on your most recent experience. (without "not provided")**

(N=1132)

	Excellent	Good	Fair	Poor
Q15-1. CG Hill Memorial Park	47.5%	46.9%	5.6%	0.0%
Q15-2. Horizons Park	31.1%	59.9%	7.2%	1.8%
Q15-3. Joanie Moser Memorial Park	45.0%	49.5%	5.4%	0.0%
Q15-4. Kernersville Lake Park	30.9%	56.5%	11.5%	1.1%
Q15-5. Old US 421 River Park	27.3%	46.9%	21.9%	3.9%
Q15-6. Tanglewood Park	57.8%	38.6%	2.8%	0.7%
Q15-7. Triad Park	65.4%	31.3%	2.5%	0.8%
Q15-8. Union Cross Park	27.6%	60.6%	11.0%	0.8%
Q15-9. Walkertown Community Park	37.2%	53.4%	9.5%	0.0%

**Q16. Please rate your satisfaction with each of the parks and recreation services provided by Forsyth County.**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Availability of active recreation equipment (e.g., playgrounds, all-age fitness equipment)	14.0%	36.8%	18.2%	4.0%	1.1%	25.9%
Q16-2. Availability of pickleball courts	2.6%	5.4%	20.5%	3.6%	1.2%	66.7%
Q16-3. Quality of public disc golf course	5.1%	10.5%	20.9%	2.1%	0.7%	60.6%
Q16-4. Quality & availability of event facilities (e.g., picnic shelters, indoor facilities)	12.0%	37.5%	19.5%	3.3%	1.1%	26.6%
Q16-5. Maintenance of County parks	14.7%	42.2%	18.4%	3.4%	1.0%	20.3%
Q16-6. Overall feeling of safety in County parks	14.0%	38.8%	19.9%	6.3%	2.4%	18.5%
Q16-7. Quality of athletic fields (soccer, baseball/softball)	8.0%	27.8%	20.7%	2.6%	1.4%	39.5%
Q16-8. Quality & availability of County-owned tennis courts	4.3%	17.1%	21.8%	3.0%	1.1%	52.6%
Q16-9. Availability of open space & natural areas in County parks	13.4%	40.1%	17.9%	3.8%	1.3%	23.6%
Q16-10. Quality of Tanglewood Park's Festival of Lights	32.3%	27.6%	11.1%	1.5%	1.4%	26.1%
Q16-11. Quality of Peter S. Brunstetter Aquatic Center at Tanglewood Park	7.8%	13.4%	13.7%	0.8%	0.4%	64.0%
Q16-12. Quality of Tanglewood golf courses	10.0%	16.2%	13.0%	1.0%	0.7%	59.1%

**Q16. Please rate your satisfaction with each of the parks and recreation services provided by Forsyth County.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-13. Quality of County's dog parks	5.6%	19.4%	16.8%	4.1%	1.2%	52.9%
Q16-14. Availability & access of walking & biking trails	13.5%	36.6%	16.6%	6.2%	2.6%	24.5%

**WITHOUT "DON'T KNOW"****Q16. Please rate your satisfaction with each of the parks and recreation services provided by Forsyth County. (without "don't know")**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Availability of active recreation equipment (e.g., playgrounds, all-age fitness equipment)	18.9%	49.6%	24.6%	5.4%	1.5%
Q16-2. Availability of pickleball courts	7.7%	16.2%	61.5%	10.9%	3.6%
Q16-3. Quality of public disc golf course	12.8%	26.8%	53.2%	5.4%	1.8%
Q16-4. Quality & availability of event facilities (e.g., picnic shelters, indoor facilities)	16.3%	51.1%	26.6%	4.5%	1.6%
Q16-5. Maintenance of County parks	18.4%	52.9%	23.1%	4.3%	1.3%
Q16-6. Overall feeling of safety in County parks	17.2%	47.6%	24.4%	7.8%	3.0%
Q16-7. Quality of athletic fields (soccer, baseball/softball)	13.2%	45.9%	34.3%	4.4%	2.2%
Q16-8. Quality & availability of County-owned tennis courts	9.2%	36.1%	46.0%	6.3%	2.4%
Q16-9. Availability of open space & natural areas in County parks	17.5%	52.5%	23.4%	4.9%	1.7%
Q16-10. Quality of Tanglewood Park's Festival of Lights	43.7%	37.4%	15.0%	2.0%	1.8%
Q16-11. Quality of Peter S. Brunstetter Aquatic Center at Tanglewood Park	21.5%	37.2%	37.9%	2.2%	1.2%
Q16-12. Quality of Tanglewood golf courses	24.6%	39.5%	31.7%	2.4%	1.7%
Q16-13. Quality of County's dog parks	11.8%	41.1%	35.7%	8.8%	2.6%
Q16-14. Availability & access of walking & biking trails	17.9%	48.5%	22.0%	8.2%	3.4%



**Q17. Which THREE of the parks and recreation services listed in Question 16 do you think should receive the MOST EMPHASIS from the County over the next TWO years?**

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of active recreation equipment (e.g., playgrounds, all-age fitness equipment)	165	11.8 %
Availability of pickleball courts	33	2.4 %
Quality of public disc golf course	18	1.3 %
Quality & availability of event facilities (e.g., picnic shelters, indoor facilities)	106	7.5 %
Maintenance of County parks	191	13.6 %
Overall feeling of safety in County parks	265	18.9 %
Quality of athletic fields (soccer, baseball/softball)	24	1.7 %
Quality & availability of County-owned tennis courts	13	0.9 %
Availability of open space & natural areas in County parks	66	4.7 %
Quality of Tanglewood Park's Festival of Lights	23	1.6 %
Quality of Peter S. Brunstetter Aquatic Center at Tanglewood Park	2	0.1 %
Quality of Tanglewood golf courses	34	2.4 %
Quality of County's dog parks	33	2.4 %
Availability & access of walking & biking trails	196	14.0 %
None chosen	235	16.7 %
<b>Total</b>	<b>1404</b>	<b>100.0 %</b>

**Q17. Which THREE of the parks and recreation services listed in Question 16 do you think should receive the MOST EMPHASIS from the County over the next TWO years?**

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of active recreation equipment (e.g., playgrounds, all-age fitness equipment)	89	6.3 %
Availability of pickleball courts	21	1.5 %
Quality of public disc golf course	17	1.2 %
Quality & availability of event facilities (e.g., picnic shelters, indoor facilities)	130	9.3 %
Maintenance of County parks	206	14.7 %
Overall feeling of safety in County parks	187	13.3 %
Quality of athletic fields (soccer, baseball/softball)	48	3.4 %
Quality & availability of County-owned tennis courts	12	0.9 %
Availability of open space & natural areas in County parks	130	9.3 %
Quality of Tanglewood Park's Festival of Lights	24	1.7 %
Quality of Peter S. Brunstetter Aquatic Center at Tanglewood Park	7	0.5 %
Quality of Tanglewood golf courses	15	1.1 %
Quality of County's dog parks	78	5.6 %
Availability & access of walking & biking trails	158	11.3 %
None chosen	282	20.1 %
<b>Total</b>	<b>1404</b>	<b>100.0 %</b>

**Q17. Which THREE of the parks and recreation services listed in Question 16 do you think should receive the MOST EMPHASIS from the County over the next TWO years?**

Q17. 3rd choice	Number	Percent
Availability of active recreation equipment (e.g., playgrounds, all-age fitness equipment)	120	8.5 %
Availability of pickleball courts	20	1.4 %
Quality of public disc golf course	11	0.8 %
Quality & availability of event facilities (e.g., picnic shelters, indoor facilities)	81	5.8 %
Maintenance of County parks	160	11.4 %
Overall feeling of safety in County parks	151	10.8 %
Quality of athletic fields (soccer, baseball/softball)	32	2.3 %
Quality & availability of County-owned tennis courts	15	1.1 %
Availability of open space & natural areas in County parks	147	10.5 %
Quality of Tanglewood Park's Festival of Lights	38	2.7 %
Quality of Peter S. Brunstetter Aquatic Center at Tanglewood Park	5	0.4 %
Quality of Tanglewood golf courses	29	2.1 %
Quality of County's dog parks	77	5.5 %
Availability & access of walking & biking trails	198	14.1 %
None chosen	320	22.8 %
Total	1404	100.0 %

**SUM OF TOP 3 CHOICES**

**Q17. Which THREE of the parks and recreation services listed in Question 16 do you think should receive the MOST EMPHASIS from the County over the next TWO years? (top 3)**

Q17. Sum of top 3 choices	Number	Percent
Availability of active recreation equipment (e.g., playgrounds, all-age fitness equipment)	374	26.6 %
Availability of pickleball courts	74	5.3 %
Quality of public disc golf course	46	3.3 %
Quality & availability of event facilities (e.g., picnic shelters, indoor facilities)	317	22.6 %
Maintenance of County parks	557	39.7 %
Overall feeling of safety in County parks	603	42.9 %
Quality of athletic fields (soccer, baseball/softball)	104	7.4 %
Quality & availability of County-owned tennis courts	40	2.8 %
Availability of open space & natural areas in County parks	343	24.4 %
Quality of Tanglewood Park's Festival of Lights	85	6.1 %
Quality of Peter S. Brunstetter Aquatic Center at Tanglewood Park	14	1.0 %
Quality of Tanglewood golf courses	78	5.6 %
Quality of County's dog parks	188	13.4 %
Availability & access of walking & biking trails	552	39.3 %
None chosen	235	16.7 %
Total	3610	

**Q18. During the past year, have you or other members of your household contacted employees of Forsyth County or visited the County's website to seek services, ask a question, or file a complaint?**

Q18. Has your household contacted employees of Forsyth County or visited County's website to seek services, ask a question, or file a complaint during past year

	Number	Percent
Yes	550	39.2 %
No	854	60.8 %
Total	1404	100.0 %

**Q18a. How did you most recently contact the County?**

Q18a. How did you most recently contact County	Number	Percent
Phone	351	63.8 %
Email	120	21.8 %
In-person	62	11.3 %
Not provided	17	3.1 %
Total	550	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q18a. How did you most recently contact the County? (without "not provided")**

Q18a. How did you most recently contact County	Number	Percent
Phone	351	65.9 %
Email	120	22.5 %
In-person	62	11.6 %
Total	533	100.0 %

**Q18b. Customer Service. Using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the county government department(s) you contacted.**

(N=550)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18b-1. How easy County government was to contact	26.9%	41.5%	12.7%	10.7%	4.9%	3.3%
Q18b-2. Courtesy of County employee(s) you interacted with	40.4%	34.9%	11.6%	4.9%	2.7%	5.5%
Q18b-3. Accuracy of information you were given	32.5%	37.3%	13.6%	7.3%	3.3%	6.0%
Q18b-4. Appropriateness of County employees' response	33.8%	37.8%	12.9%	6.5%	3.8%	5.1%
Q18b-5. Timeliness of County employees' response	32.5%	36.4%	12.5%	8.5%	4.7%	5.3%
Q18b-6. Resolution of your issue/concern	29.8%	33.8%	15.6%	8.9%	6.9%	4.9%

**WITHOUT "DON'T KNOW"**

**Q18b. Customer Service. Using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the county government department(s) you contacted. (without "don't know")**

(N=550)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18b-1. How easy County government was to contact	27.8%	42.9%	13.2%	11.1%	5.1%
Q18b-2. Courtesy of County employee(s) you interacted with	42.7%	36.9%	12.3%	5.2%	2.9%
Q18b-3. Accuracy of information you were given	34.6%	39.7%	14.5%	7.7%	3.5%
Q18b-4. Appropriateness of County employees' response	35.6%	39.8%	13.6%	6.9%	4.0%
Q18b-5. Timeliness of County employees' response	34.4%	38.4%	13.2%	9.0%	5.0%
Q18b-6. Resolution of your issue/concern	31.4%	35.6%	16.4%	9.4%	7.3%

**Q19. Library. Please indicate if you or other members of your household have visited each of the libraries during the past year.**

(N=1404)

	Yes	No
Q19-1. Carver School Road	5.3%	94.7%
Q19-2. Central Library	25.0%	75.0%
Q19-3. Clemmons	16.4%	83.6%
Q19-4. Paddison Memorial in Kernersville	11.1%	88.9%
Q19-5. Lewisville	14.5%	85.5%
Q19-6. Malloy/Jordan East Winston Heritage Center	3.1%	96.9%
Q19-7. Reynolda Manor	13.5%	86.5%
Q19-8. Rural Hall	5.8%	94.2%
Q19-9. Southside	9.1%	90.9%
Q19-10. Walkertown	8.6%	91.4%
Q19-11. Library's website	16.4%	83.6%
Q19-12. Other	0.9%	99.1%

**Q19. If "Yes," please rate the condition of the facility based on your most recent experience.**

(N=941)

	Excellent	Good	Fair	Poor	Not provided
Q19-1. Carver School Road	25.7%	44.6%	10.8%	8.1%	10.8%
Q19-2. Central Library	69.5%	23.9%	3.1%	1.1%	2.3%
Q19-3. Clemmons	56.5%	32.6%	4.8%	1.3%	4.8%
Q19-4. Paddison Memorial in Kernersville	67.3%	21.2%	4.5%	0.6%	6.4%
Q19-5. Lewisville	61.1%	31.5%	1.0%	0.5%	5.9%
Q19-6. Malloy/Jordan East Winston Heritage Center	20.5%	50.0%	18.2%	4.5%	6.8%
Q19-7. Reynolda Manor	21.6%	60.0%	13.2%	2.6%	2.6%
Q19-8. Rural Hall	33.3%	37.0%	16.0%	2.5%	11.1%
Q19-9. Southside	25.0%	50.8%	13.3%	2.3%	8.6%
Q19-10. Walkertown	53.7%	37.2%	4.1%	0.8%	4.1%
Q19-11. Library's website	32.2%	47.0%	8.3%	1.3%	11.3%
Q19-12. Other	58.3%	25.0%	8.3%	0.0%	8.3%

**WITHOUT "NOT PROVIDED"**

**Q19. If "Yes," please rate the condition of the facility based on your most recent experience. (without "not provided")**

(N=941)

	Excellent	Good	Fair	Poor
Q19-1. Carver School Road	28.8%	50.0%	12.1%	9.1%
Q19-2. Central Library	71.1%	24.5%	3.2%	1.2%
Q19-3. Clemmons	59.4%	34.2%	5.0%	1.4%
Q19-4. Paddison Memorial in Kernersville	71.9%	22.6%	4.8%	0.7%
Q19-5. Lewisville	64.9%	33.5%	1.0%	0.5%
Q19-6. Malloy/Jordan East Winston Heritage Center	22.0%	53.7%	19.5%	4.9%
Q19-7. Reynolda Manor	22.2%	61.6%	13.5%	2.7%
Q19-8. Rural Hall	37.5%	41.7%	18.1%	2.8%
Q19-9. Southside	27.4%	55.6%	14.5%	2.6%
Q19-10. Walkertown	56.0%	38.8%	4.3%	0.9%
Q19-11. Library's website	36.3%	52.9%	9.3%	1.5%
Q19-12. Other	63.6%	27.3%	9.1%	0.0%

**Q19-12. Other**

<u>Q19-12. Other</u>	<u>Number</u>	<u>Percent</u>
Kernersville	10	83.3 %
Central	1	8.3 %
Downtown Winston Salem	1	8.3 %
Total	12	100.0 %



**Q19a. If "Yes" to any of the items in Question 19, please CHECK ALL of the reasons that you visited or used a Forsyth County Library during the past year.**

Q19a. All the reasons you visited or used a Forsyth County library during past year

	Number	Percent
To vote	430	45.7 %
Check out books	615	65.4 %
Check out CDs	55	5.8 %
Check out DVDs	94	10.0 %
Check out other physical materials	68	7.2 %
Access wireless internet	90	9.6 %
Use a computer	124	13.2 %
Attend a program	127	13.5 %
Attend a community event	124	13.2 %
Research a topic	148	15.7 %
As a place to relax	125	13.3 %
Other	39	4.1 %
Total	2039	

**Q19a-12. Other**

<u>Q19a-12. Other</u>	<u>Number</u>	<u>Percent</u>
Meetings	2	5.1 %
To update library card/membership	1	2.6 %
Tutor	1	2.6 %
Get tax forms	1	2.6 %
Get access to state e-library	1	2.6 %
Study	1	2.6 %
Used space for public meeting	1	2.6 %
Access online books	1	2.6 %
Work and study	1	2.6 %
Take children	1	2.6 %
Sign up	1	2.6 %
Meeting space	1	2.6 %
Recycle batteries	1	2.6 %
To read without taking books home in a quiet space	1	2.6 %
See what all is available	1	2.6 %
I work at one of the branches	1	2.6 %
Use the fax	1	2.6 %
Donated books	1	2.6 %
Copy old 8mm movies	1	2.6 %
Reserve room for meeting	1	2.6 %
NEW LIBRARY	1	2.6 %
CHILDREN'S COMPUTER AND STORY AREAS	1	2.6 %
PRINTER USE	1	2.6 %
WORKED THERE A WHILE	1	2.6 %
WORK	1	2.6 %
Home school study atmosphere	1	2.6 %
Tax info	1	2.6 %
To scan slides	1	2.6 %
Quiet place to work	1	2.6 %
Audio books	1	2.6 %
VISIT	1	2.6 %
Kids activities	1	2.6 %
Buy books, Tai Chi and Yoga	1	2.6 %
Information	1	2.6 %
Take used books	1	2.6 %
Studio	1	2.6 %
A course	1	2.6 %
Tax books	1	2.6 %
Total	39	100.0 %

**Q19b. When accessing Forsyth County library materials, which format do you MOST prefer?**

Q19b. Which format do you most prefer when accessing Forsyth County library materials

	Number	Percent
Physical (e.g., print book, magazines, CD, DVD, audiobooks)	396	42.1 %
Digital (e.g., eBook, eAudio, eVideo, eMagazines)	86	9.1 %
Both physical & digital	280	29.8 %
I don't usually visit library to access any materials	134	14.2 %
Not provided	45	4.8 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q19b. When accessing Forsyth County library materials, which format do you MOST prefer? (without "not provided")**

Q19b. Which format do you most prefer when accessing Forsyth County library materials

	Number	Percent
Physical (e.g., print book, magazines, CD, DVD, audiobooks)	396	44.2 %
Digital (e.g., eBook, eAudio, eVideo, eMagazines)	86	9.6 %
Both physical & digital	280	31.3 %
I don't usually visit library to access any materials	134	15.0 %
Total	896	100.0 %

**Q20. During the past year, have you or other members of your household had contact with the Forsyth County Sheriff's Office?**

Q20. Has your household had contact with Forsyth County Sheriff's Office during past year	Number	Percent
Yes	352	25.1 %
No	1052	74.9 %
Total	1404	100.0 %

**Q20a. Please CHECK ALL of the types of contact that you or the members of your household have had with the Forsyth County Sheriff's Office during the past year.**

Q20a. All types of contact your household has had with Forsyth County Sheriff's Office during past year	Number	Percent
Traffic violation	34	9.7 %
Criminal investigation	32	9.1 %
Visiting detention center	11	3.1 %
Receipt of civil process services	25	7.1 %
Firearms permits	126	35.8 %
Report a crime	60	17.0 %
Request assistance	103	29.3 %
Interactions at public events	88	25.0 %
Calling or visiting Animal Services	57	16.2 %
Total	536	

**Q21. Forsyth County Sheriff's Office. Please rate your satisfaction with each of the services provided by the Forsyth County Sheriff's office.**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Overall quality of Sheriff protection	19.9%	28.5%	13.0%	2.5%	1.5%	34.6%
Q21-2. Cultural sensitivity of Sheriff's Office employees	16.2%	18.7%	17.0%	2.1%	1.3%	44.6%
Q21-3. Professionalism of Sheriff's Office employees	21.1%	24.1%	13.6%	1.9%	1.1%	38.2%
Q21-4. Quality of Animal Services	7.2%	15.8%	16.3%	3.8%	1.9%	55.0%
Q21-5. Quality of social media communication (e. g., Twitter, Facebook, Instagram)	7.5%	17.1%	20.9%	1.5%	0.9%	52.1%
Q21-6. Accessibility & responsiveness of Sheriff's Office	14.7%	22.7%	13.9%	2.3%	1.4%	44.9%
Q21-7. Level of transparency by Sheriff's Office	14.0%	20.0%	18.0%	3.3%	1.4%	43.2%
Q21-8. Response time by Sheriff's Office to emergencies	13.0%	17.7%	12.8%	1.9%	1.0%	53.6%
Q21-9. Response time by Sheriff's Office to non-emergencies	10.5%	17.4%	14.5%	2.6%	1.0%	54.1%
Q21-10. Visibility of Sheriff's Deputies in your community	14.8%	28.6%	19.2%	5.7%	2.5%	29.3%

**WITHOUT "DON'T KNOW"****Q21. Forsyth County Sheriff's Office. Please rate your satisfaction with each of the services provided by the Forsyth County Sheriff's office. (without "don't know")**

(N=1404)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Overall quality of Sheriff protection	30.5%	43.6%	19.8%	3.8%	2.3%
Q21-2. Cultural sensitivity of Sheriff's Office employees	29.3%	33.8%	30.7%	3.9%	2.3%
Q21-3. Professionalism of Sheriff's Office employees	34.1%	39.1%	22.0%	3.1%	1.7%
Q21-4. Quality of Animal Services	16.0%	35.1%	36.2%	8.5%	4.1%
Q21-5. Quality of social media communication (e.g., Twitter, Facebook, Instagram)	15.6%	35.7%	43.8%	3.1%	1.8%
Q21-6. Accessibility & responsiveness of Sheriff's Office	26.8%	41.3%	25.2%	4.1%	2.6%
Q21-7. Level of transparency by Sheriff's Office	24.7%	35.3%	31.7%	5.8%	2.5%
Q21-8. Response time by Sheriff's Office to emergencies	28.0%	38.1%	27.6%	4.1%	2.2%
Q21-9. Response time by Sheriff's Office to non-emergencies	22.9%	37.8%	31.5%	5.6%	2.2%
Q21-10. Visibility of Sheriff's Deputies in your community	20.9%	40.4%	27.1%	8.1%	3.5%

**Q22. Which THREE of the Sheriff's Office services listed in Question 21 do you think should receive the MOST EMPHASIS from the County over the next TWO years?**

<u>Q22. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of Sheriff protection	399	28.4 %
Cultural sensitivity of Sheriff's Office employees	164	11.7 %
Professionalism of Sheriff's Office employees	71	5.1 %
Quality of Animal Services	70	5.0 %
Quality of social media communication (e.g., Twitter, Facebook, Instagram)	22	1.6 %
Accessibility & responsiveness of Sheriff's Office	68	4.8 %
Level of transparency by Sheriff's Office	47	3.3 %
Response time by Sheriff's Office to emergencies	94	6.7 %
Response time by Sheriff's Office to non-emergencies	15	1.1 %
Visibility of Sheriff's Deputies in your community	160	11.4 %
None chosen	294	20.9 %
Total	1404	100.0 %

**Q22. Which THREE of the Sheriff's Office services listed in Question 21 do you think should receive the MOST EMPHASIS from the County over the next TWO years?**

<u>Q22. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of Sheriff protection	130	9.3 %
Cultural sensitivity of Sheriff's Office employees	105	7.5 %
Professionalism of Sheriff's Office employees	157	11.2 %
Quality of Animal Services	73	5.2 %
Quality of social media communication (e.g., Twitter, Facebook, Instagram)	33	2.4 %
Accessibility & responsiveness of Sheriff's Office	149	10.6 %
Level of transparency by Sheriff's Office	114	8.1 %
Response time by Sheriff's Office to emergencies	142	10.1 %
Response time by Sheriff's Office to non-emergencies	60	4.3 %
Visibility of Sheriff's Deputies in your community	105	7.5 %
None chosen	336	23.9 %
Total	1404	100.0 %

**Q22. Which THREE of the Sheriff's Office services listed in Question 21 do you think should receive the MOST EMPHASIS from the County over the next TWO years?**

<u>Q22. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of Sheriff protection	84	6.0 %
Cultural sensitivity of Sheriff's Office employees	64	4.6 %
Professionalism of Sheriff's Office employees	98	7.0 %
Quality of Animal Services	86	6.1 %
Quality of social media communication (e.g., Twitter, Facebook, Instagram)	52	3.7 %
Accessibility & responsiveness of Sheriff's Office	119	8.5 %
Level of transparency by Sheriff's Office	149	10.6 %
Response time by Sheriff's Office to emergencies	119	8.5 %
Response time by Sheriff's Office to non-emergencies	80	5.7 %
Visibility of Sheriff's Deputies in your community	183	13.0 %
None chosen	370	26.4 %
Total	1404	100.0 %

**SUM OF TOP 3 CHOICES**

**Q22. Which THREE of the Sheriff's Office services listed in Question 21 do you think should receive the MOST EMPHASIS from the County over the next TWO years? (top 3)**

<u>Q22. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of Sheriff protection	613	43.7 %
Cultural sensitivity of Sheriff's Office employees	333	23.7 %
Professionalism of Sheriff's Office employees	326	23.2 %
Quality of Animal Services	229	16.3 %
Quality of social media communication (e.g., Twitter, Facebook, Instagram)	107	7.6 %
Accessibility & responsiveness of Sheriff's Office	336	23.9 %
Level of transparency by Sheriff's Office	310	22.1 %
Response time by Sheriff's Office to emergencies	355	25.3 %
Response time by Sheriff's Office to non-emergencies	155	11.0 %
Visibility of Sheriff's Deputies in your community	448	31.9 %
None chosen	294	20.9 %
Total	3506	



**Q23. Forsyth County Emergency Services. Please CHECK ALL of the Emergency Services offered by Forsyth County that you or members of your household have had contact with during the last year.**

Q23. All Emergency Services offered by Forsyth County your household has had contact with during last year

	Number	Percent
Forsyth County's 911 Service	232	16.5 %
Forsyth County Fire Division	70	5.0 %
Forsyth County EMS	176	12.5 %
None. I have not used any other public safety services	1011	72.0 %
Total	1489	

**Q23a. Please rate your satisfaction with each of the services provided by Forsyth County.**

(N=300)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23a-1. Overall satisfaction with Fire Division services	46.0%	20.7%	6.3%	1.0%	0.3%	25.7%
Q23a-2. Professionalism of 911 operator	51.3%	25.0%	10.0%	1.7%	0.3%	11.7%
Q23a-3. Efficiency of 911 operator	52.3%	23.7%	11.0%	2.0%	0.3%	10.7%
Q23a-4. Accuracy of information you were given during emergencies	45.7%	24.0%	14.7%	1.7%	0.3%	13.7%
Q23a-5. Overall quality of Emergency Medical Services (EMS)	48.0%	23.0%	8.0%	3.7%	2.0%	15.3%
Q23a-6. Overall EMS response time	45.0%	21.3%	11.3%	4.7%	2.3%	15.3%
Q23a-7. Professionalism of EMS staff	50.7%	22.3%	9.0%	3.0%	0.0%	15.0%
Q23a-8. Cultural sensitivity of EMS staff	42.3%	18.3%	15.3%	0.7%	0.7%	22.7%

**WITHOUT "DON'T KNOW"****Q23a. Please rate your satisfaction with each of the services provided by Forsyth County. (without "don't know")**

(N=300)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23a-1. Overall satisfaction with Fire Division services	61.9%	27.8%	8.5%	1.3%	0.4%
Q23a-2. Professionalism of 911 operator	58.1%	28.3%	11.3%	1.9%	0.4%
Q23a-3. Efficiency of 911 operator	58.6%	26.5%	12.3%	2.2%	0.4%
Q23a-4. Accuracy of information you were given during emergencies	52.9%	27.8%	17.0%	1.9%	0.4%
Q23a-5. Overall quality of Emergency Medical Services (EMS)	56.7%	27.2%	9.4%	4.3%	2.4%
Q23a-6. Overall EMS response time	53.1%	25.2%	13.4%	5.5%	2.8%
Q23a-7. Professionalism of EMS staff	59.6%	26.3%	10.6%	3.5%	0.0%
Q23a-8. Cultural sensitivity of EMS staff	54.7%	23.7%	19.8%	0.9%	0.9%

**Q24. Please answer the following questions by circling either "Yes" or "No."**

(N=1404)

	Yes	No	Not provided
Q24-1. Did you know that there are discounts available on property taxes for homeowners over 65, with income under \$31,500, for individuals permanently disabled, & for individual veterans honorably discharged with permanent disability	29.6%	70.4%	0.0%
Q24-2. Are you aware that Forsyth County Community & Economic Development offers housing rehabilitation loans, homeownership education, down payment assistance for first-time homebuyers, & services for income eligible homeowners	24.8%	73.7%	1.5%
Q24-3. Did you know curbside collection services for solid waste & recycling are available for every single-family residence in unincorporated areas of County for a small fee	55.8%	42.5%	1.7%
Q24-4. Did you know that Bridges to Hope Family Justice Center of Forsyth County provides services at no cost to individuals & families experiencing domestic violence, sexual assault, child maltreatment, elder abuse, & human trafficking	18.6%	79.6%	1.9%
Q24-5. Did you know that Public Health Department provides children with immunizations against vaccine-preventable diseases (e.g., polio, measles, etc.) & helps families connect with services & resources in the community like primary care, dental services, & more	64.9%	33.4%	1.7%
Q24-6. Did you know that Public Health Department offers no-charge testing for sexually transmitted infectious diseases	44.5%	52.5%	3.0%
Q24-7. Did you know Department of Social Services offers training & foster home licensing for people interested in fostering or adopting	46.8%	50.3%	2.9%
Q24-8. Did you know that Board of Elections offers Election Academy for residents to learn about election process	19.3%	78.4%	2.3%

**WITHOUT "NOT PROVIDED"****Q24. Please answer the following questions by circling either "Yes" or "No." (without "not provided")**

(N=1404)

	Yes	No
Q24-1. Did you know that there are discounts available on property taxes for homeowners over 65, with income under \$31,500, for individuals permanently disabled, & for individual veterans honorably discharged with permanent disability	29.6%	70.4%
Q24-2. Are you aware that Forsyth County Community & Economic Development offers housing rehabilitation loans, homeownership education, down payment assistance for first-time homebuyers, & services for income eligible homeowners	25.2%	74.8%
Q24-3. Did you know curbside collection services for solid waste & recycling are available for every single-family residence in unincorporated areas of County for a small fee	56.7%	43.3%
Q24-4. Did you know that Bridges to Hope Family Justice Center of Forsyth County provides services at no cost to individuals & families experiencing domestic violence, sexual assault, child maltreatment, elder abuse, & human trafficking	18.9%	81.1%
Q24-5. Did you know that Public Health Department provides children with immunizations against vaccine-preventable diseases (e.g., polio, measles, etc.) & helps families connect with services & resources in the community like primary care, dental services, & more	66.0%	34.0%
Q24-6. Did you know that Public Health Department offers no-charge testing for sexually transmitted infectious diseases	45.9%	54.1%
Q24-7. Did you know Department of Social Services offers training & foster home licensing for people interested in fostering or adopting	48.2%	51.8%
Q24-8. Did you know that Board of Elections offers Election Academy for residents to learn about election process	19.8%	80.2%

**Q25. Do you own or rent your current residence?**

<u>Q25. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	1075	76.6 %
Rent	318	22.6 %
Not provided	11	0.8 %
Total	1404	100.0 %

**WITHOUT "NOT PROVIDED"****Q25. Do you own or rent your current residence? (without "not provided")**

<u>Q25. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	1075	77.2 %
Rent	318	22.8 %
Total	1393	100.0 %

**Q26. Approximately how many years have you lived in Forsyth County?**

<u>Q26. How many years have you lived in Forsyth County</u>	<u>Number</u>	<u>Percent</u>
0-5	141	10.0 %
6-10	114	8.1 %
11-15	121	8.6 %
16-20	139	9.9 %
21-30	278	19.8 %
31+	570	40.6 %
Not provided	41	2.9 %
Total	1404	100.0 %

**WITHOUT "NOT PROVIDED"****Q26. Approximately how many years have you lived in Forsyth County? (without "not provided")**

<u>Q26. How many years have you lived in Forsyth County</u>	<u>Number</u>	<u>Percent</u>
0-5	141	10.3 %
6-10	114	8.4 %
11-15	121	8.9 %
16-20	139	10.2 %
21-30	278	20.4 %
31+	570	41.8 %
Total	1363	100.0 %

**Q27. Which of the following best describes your race/ethnicity?**

<u>Q27. Which best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian	37	2.6 %
American Indian/Alaska Native	9	0.6 %
Black/African American	386	27.5 %
Native Hawaiian/Pacific Islander	1	0.1 %
White	924	65.8 %
Other	34	2.4 %
Total	1391	

**Q27-6. Self-describe your race/ethnicity:**

<u>Q27-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	20	58.8 %
European	3	8.8 %
Mixed	3	8.8 %
Puerto Rican	2	5.9 %
Norwegian German	1	2.9 %
Multiple races	1	2.9 %
Latino/Hispanic	1	2.9 %
Latino	1	2.9 %
German/Native American	1	2.9 %
Israelite	1	2.9 %
Total	34	100.0 %

**Q28. Are you of Hispanic, Latino, or other Spanish ancestry?**

Q28. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	186	13.2 %
No	1206	85.9 %
Not provided	12	0.9 %
Total	1404	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")**

Q28. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	186	13.4 %
No	1206	86.6 %
Total	1392	100.0 %

**Q29. What is the primary language spoken in your home?**

Q29. What is the primary language spoken in your home	Number	Percent
English	1324	97.5 %
Spanish	29	2.1 %
Norwegian	1	0.1 %
Tagalog	1	0.1 %
Albanian	1	0.1 %
French	1	0.1 %
Swiss German	1	0.1 %
German	1	0.1 %
Total	1359	100.0 %



**Q30. Would you say your total annual household income is...**

<u>Q30. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$15K	89	6.3 %
\$15K-\$29,999	145	10.3 %
\$30K-\$44,999	213	15.2 %
\$45K-\$59,999	189	13.5 %
\$60K-\$74,999	96	6.8 %
\$75K-\$99,999	148	10.5 %
\$100K-\$124,999	145	10.3 %
\$125K+	153	10.9 %
<u>Not provided</u>	<u>226</u>	<u>16.1 %</u>
Total	1404	100.0 %

**WITHOUT "NOT PROVIDED"****Q30. Would you say your total annual household income is... (without "not provided")**

<u>Q30. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$15K	89	7.6 %
\$15K-\$29,999	145	12.3 %
\$30K-\$44,999	213	18.1 %
\$45K-\$59,999	189	16.0 %
\$60K-\$74,999	96	8.1 %
\$75K-\$99,999	148	12.6 %
\$100K-\$124,999	145	12.3 %
<u>\$125K+</u>	<u>153</u>	<u>13.0 %</u>
Total	1178	100.0 %

**Q31. What is the highest level of education you have completed?**

Q31. What is the highest level of education you have completed	Number	Percent
Some high school, no diploma	61	4.3 %
High school diploma or equivalent	134	9.5 %
Some college but no degree	289	20.6 %
Associate's degree	169	12.0 %
Bachelor's degree	361	25.7 %
Graduate degree or higher	221	15.7 %
Not provided	169	12.0 %
Total	1404	100.0 %

**WITHOUT "NOT PROVIDED"****Q31. What is the highest level of education you have completed? (without "not provided")**

Q31. What is the highest level of education you have completed	Number	Percent
Some high school, no diploma	61	4.9 %
High school diploma or equivalent	134	10.9 %
Some college but no degree	289	23.4 %
Associate's degree	169	13.7 %
Bachelor's degree	361	29.2 %
Graduate degree or higher	221	17.9 %
Total	1235	100.0 %

**Q32. What is your age?**

Q32. What is your age	Number	Percent
18-34	253	18.0 %
35-44	261	18.6 %
45-54	267	19.0 %
55-64	271	19.3 %
65+	273	19.4 %
Not provided	79	5.6 %
Total	1404	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. What is your age? (without "not provided")**

Q32. What is your age	Number	Percent
18-34	253	19.1 %
35-44	261	19.7 %
45-54	267	20.2 %
55-64	271	20.5 %
65+	273	20.6 %
Total	1325	100.0 %

**Q33. What is your gender identity?**

Q33. What is your gender identity	Number	Percent
Male	685	48.8 %
Female	701	49.9 %
Prefer to self-describe	4	0.3 %
Not provided	14	1.0 %
Total	1404	100.0 %

**WITHOUT "NOT PROVIDED"****Q33. What is your gender identity? (without "not provided")**

Q33. What is your gender identity	Number	Percent
Male	685	49.3 %
Female	701	50.4 %
Prefer to self-describe	4	0.3 %
Total	1390	100.0 %

**Q33-3. Self-describe your gender identity:**

Q33-3. Self-describe your gender identity	Number	Percent
Non binary	2	66.7 %
Gender fluid	1	33.3 %
Total	3	100.0 %

A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle containing the number '5' in dark blue. To the right of the circle, the text 'Survey Instrument' is written in white, bold, sans-serif font.

**5** Survey Instrument



**FORSYTH  
COUNTY  
GOVERNMENT**

201 North Chestnut Street, Winston-Salem, NC 27101

**Dear Forsyth County Resident,**

**We want to know what you think!** Forsyth County hopes to gain feedback from residents about our community and about our County government.

**You have been randomly selected to participate in Forsyth County's 2021 Community Survey.** Please take a few minutes to fill out the enclosed survey. Your answers will help the Forsyth County Commissioners and staff learn about opportunities and challenges facing our community. **Your participation is very important!**

Please have an adult (anyone 18 years or older) in your household complete this survey. After completion, you can use the enclosed paid postage to return your survey, or you may complete the survey online at: [ForsythCountySurvey.org](http://ForsythCountySurvey.org). Your responses will remain completely anonymous.

If you have any questions about the Forsyth County Community Survey please email [FCsurvey@forsyth.cc](mailto:FCsurvey@forsyth.cc) or call 336.703.2896.

Thank you for your participation. We appreciate your time and effort to help improve the future of Forsyth County!

Sincerely,

**Dudley Watts  
County Manager**

# 2021 Forsyth County Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the County's on-going effort to identify and respond to citizen concerns. If you have questions, please email [FCSurvey@forsyth.cc](mailto:FCSurvey@forsyth.cc). This survey is intended for Forsyth County residents only. If you would like to complete this survey online, please go to [ForsythCountySurvey.org](http://ForsythCountySurvey.org).

**1. Please CHECK ALL of the reasons why you choose to live in Forsyth County.**

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Arts, cultural, and entertainment amenities<br><input type="checkbox"/> (02) Housing options<br><input type="checkbox"/> (03) Parks and open space options<br><input type="checkbox"/> (04) Shopping options<br><input type="checkbox"/> (05) Higher education opportunities<br><input type="checkbox"/> (06) Public transportation systems<br><input type="checkbox"/> (07) Diversity of the people who live here<br><input type="checkbox"/> (08) Employment opportunities<br><input type="checkbox"/> (09) Local tax rate and cost of living | <input type="checkbox"/> (10) Low crime rates<br><input type="checkbox"/> (11) Low traffic congestion<br><input type="checkbox"/> (12) Close to family/friends<br><input type="checkbox"/> (13) Close to your work/school<br><input type="checkbox"/> (14) Access to health care services<br><input type="checkbox"/> (15) Access to farm fresh meats and produce<br><input type="checkbox"/> (16) Quality of public education opportunities<br><input type="checkbox"/> (17) Blend of farm and city environments<br><input type="checkbox"/> (18) Other: _____ |
|---|---|

**2. Which THREE of the items listed in Question 1 will have the BIGGEST IMPACT on your decision to stay in Forsyth County over the next five years? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]**

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_      NONE

**3. Visioning. Please indicate how important you believe each of the following will be to the overall quality of life in Forsyth County over the next 20 years using a scale of 4 to 1, where 4 means "Very Important," and 1 means "Not Important."**

	Visioning	Very Important	Somewhat Important	Not Sure	Not Important
01.	Health care access	4	3	2	1
02.	Behavioral health access	4	3	2	1
03.	Support systems for those in need	4	3	2	1
04.	Natural open space	4	3	2	1
05.	Parks and trails	4	3	2	1
06.	Library services	4	3	2	1
07.	Public education (K-12)	4	3	2	1
08.	College and post-secondary education	4	3	2	1
09.	Environmental stewardship and sustainability	4	3	2	1
10.	Land use planning	4	3	2	1
11.	Bike lanes, walkability	4	3	2	1
12.	Adequacy of residential growth to meet the needs of the County	4	3	2	1
13.	Adequacy of commercial/industrial growth to meet the job opportunity needs of the County	4	3	2	1
14.	Job training and workforce development (post-secondary education and training)	4	3	2	1
15.	Housing	4	3	2	1
16.	Safety, low crime	4	3	2	1
17.	Social justice/equity/inclusivity	4	3	2	1

**4. Which THREE of the issues listed in Question 3 do you think will be the most important for the County to address over the next 20 years? [Write-in your answers using the numbers from the list in Question 3.]**

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_

**5. Do you think the overall quality of life in Forsyth County is getting better, staying the same, or getting worse?**

(1) Getting better       (2) Staying the same       (3) Getting worse

**6. Do you think you will be living in Forsyth County five years from now?**

\_\_\_\_(1)Yes      \_\_\_\_ (2) No      \_\_\_\_ (3) Unsure

**7. Overall Ratings of Forsyth County. Using a scale of 5 to 1, where 5 means "Excellent," and 1 means "Poor," please rate Forsyth County with regard to the following.**

How would you rate Forsyth County...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. As a place to live	5	4	3	2	1	9
02. As a place to work	5	4	3	2	1	9
03. As a place to play	5	4	3	2	1	9
04. As a place to raise children	5	4	3	2	1	9
05. As a place to educate children	5	4	3	2	1	9
06. As a place to retire	5	4	3	2	1	9
07. As a place to visit	5	4	3	2	1	9
08. As a place to start a business	5	4	3	2	1	9
09. As a community that is moving in the right direction	5	4	3	2	1	9
10. As a place where you can earn a living wage	5	4	3	2	1	9
11. As a place where you can find affordable housing	5	4	3	2	1	9
12. As a place where you would buy your next home	5	4	3	2	1	9
13. As a place to attend college or a university	5	4	3	2	1	9

**8. Major Categories of County Services. Please rate your satisfaction with each of the major categories of services provided by Forsyth County listed below.**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. County efforts to ensure the community is prepared for a natural disaster or crisis	5	4	3	2	1	9
02. Communication with the public	5	4	3	2	1	9
03. Enforcement of codes and ordinances	5	4	3	2	1	9
04. Customer service you receive from County employees	5	4	3	2	1	9
05. Quality of Library services and programs	5	4	3	2	1	9
06. Quality of parks and recreation opportunities	5	4	3	2	1	9
07. Quality of public health services	5	4	3	2	1	9
08. Quality of services from the Department of Social Services	5	4	3	2	1	9
09. Quality of tax administration services	5	4	3	2	1	9
10. Quality of emergency medical services (EMS)	5	4	3	2	1	9
11. Quality of services provided by the Sheriff's Office	5	4	3	2	1	9
12. Quality of emergency 911 services	5	4	3	2	1	9
13. Quality of the Smith Reynolds Airport	5	4	3	2	1	9
14. Quality of North Carolina Cooperative Extension services	5	4	3	2	1	9
15. Quality of K-12 education buildings	5	4	3	2	1	9
16. Quality of services provided by Environmental Assistance and Protection	5	4	3	2	1	9
17. Quality of the Tax Parcel Viewer and Geo Data Explorer online	5	4	3	2	1	9

**9. Which THREE of the major categories of services listed in Question 8 do you think should receive the MOST EMPHASIS from the County over the next TWO years? [Write-in your answers using the numbers from the list in Question 8.]**

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_

10. **Maintenance.** For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Condition of The Forsyth County Government Building at 201 N. Chestnut St. in Winston-Salem	5	4	3	2	1	9
02.	Condition of the Forsyth County Courthouse/Hall of Justice	5	4	3	2	1	9
03.	Accessibility of public buildings/ease of entry access	5	4	3	2	1	9
04.	Quality of landscaping around County buildings	5	4	3	2	1	9
05.	Condition of Forsyth Technical Community College facilities	5	4	3	2	1	9
06.	Condition of the County's Smith Reynolds Airport	5	4	3	2	1	9
07.	Condition of Winston-Salem Forsyth County K-12 public school buildings	5	4	3	2	1	9
08.	Visibility of security staff on County property	5	4	3	2	1	9
09.	Cleanliness of County buildings	5	4	3	2	1	9
10.	County efforts to repair or remove substandard and dilapidated housing in the County	5	4	3	2	1	9

11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

12. **Communication.** Please CHECK ALL of the sources listed below that you and members of your household use to learn about Forsyth County news, events, and to get other County information.

- |   |   |
|---|---|
| ____(01) Forsyth County website (Forsyth.cc)                                | ____(07) Winston Salem Journal                |
| ____(02) Nextdoor   | ____(08) Other local news publications: _____ |
| ____(03) Twitter  | ____(09) Local radio                          |
| ____(04) Facebook   | ____(10) Local TV news                        |
| ____(05) Direct emails/newsletters/mailers from specific County departments | ____(11) Friends/family - word of mouth       |
| ____(06) WSTV 13  | ____(12) Other online sources                 |
|   | ____(13) Other: _____                         |

13. Which THREE of the information sources from Question 12 do you MOST PREFER to use to get information on County news, events, and other County information? [Write-in your answers using the numbers from the list in Question 12.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

14. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of locating information on the County's website	5	4	3	2	1	9
2.	Your experience engaging with the County government process	5	4	3	2	1	9
3.	Level of public involvement in local decisions with the County	5	4	3	2	1	9
4.	County efforts to keep you informed about local issues	5	4	3	2	1	9
5.	County efforts to be open and transparent with information about County issues, services, and performance	5	4	3	2	1	9



15. **Parks And Recreation.** Please indicate if you or other members of your household have visited each of the parks during the past year by circling either "Yes" or "No." If "Yes," please rate the condition of the facility based on your most recent experience.

Parks	Has anyone in your household visited?		If "Yes," rate the physical condition of the park.			
	Yes	No	Excellent	Good	Fair	Poor
1. CG Hill Memorial Park	Yes	No	4	3	2	1
2. Horizons Park	Yes	No	4	3	2	1
3. Joanie Moser Memorial Park	Yes	No	4	3	2	1
4. Kernersville Lake Park	Yes	No	4	3	2	1
5. Old U.S. 421 River Park	Yes	No	4	3	2	1
6. Tanglewood Park	Yes	No	4	3	2	1
7. Triad Park	Yes	No	4	3	2	1
8. Union Cross Park	Yes	No	4	3	2	1
9. Walkertown Community Park	Yes	No	4	3	2	1

16. Please rate your satisfaction with each of the parks and recreation services provided by Forsyth County.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Availability of active recreation equipment (e.g., playgrounds, all-age fitness equipment)	5	4	3	2	1	9
02.	Availability of pickleball courts	5	4	3	2	1	9
03.	Quality of public disc golf course	5	4	3	2	1	9
04.	Quality and availability of event facilities (e.g., picnic shelters, indoor facilities)	5	4	3	2	1	9
05.	Maintenance of County parks	5	4	3	2	1	9
06.	Overall feeling of safety in County parks	5	4	3	2	1	9
07.	Quality of athletic fields (soccer, baseball/softball)	5	4	3	2	1	9
08.	Quality and availability of County-owned tennis courts	5	4	3	2	1	9
09.	Availability of open space and natural areas in County parks	5	4	3	2	1	9
10.	Quality of Tanglewood Park's Festival of Lights	5	4	3	2	1	9
11.	Quality of Peter S. Brunstetter Aquatic Center at Tanglewood Park	5	4	3	2	1	9
12.	Quality of Tanglewood golf courses	5	4	3	2	1	9
13.	Quality of the County's dog parks	5	4	3	2	1	9
14.	Availability and access of walking and biking trails	5	4	3	2	1	9

17. Which THREE of the parks and recreation services listed in Question 16 do you think should receive the MOST EMPHASIS from the County over the next TWO years? [Write-in your answers using the numbers from the list in Question 16.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

18. During the past year, have you or other members of your household contacted employees of Forsyth County or visited the County's website to seek services, ask a question, or file a complaint?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No [Skip to Q19.]

- 18a. How did you most recently contact the County?

\_\_\_\_(1) Phone      \_\_\_\_ (2) Email      \_\_\_\_ (3) In-person

**18b. Customer Service.** Using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the county government department(s) you contacted.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy the county government was to contact	5	4	3	2	1	9
2. Courtesy of county employee(s) you interacted with	5	4	3	2	1	9
3. Accuracy of the information you were given	5	4	3	2	1	9
4. Appropriateness of county employees' response	5	4	3	2	1	9
5. Timeliness of county employees' response	5	4	3	2	1	9
6. The resolution of your issue/concern	5	4	3	2	1	9

**19. Library.** Please indicate if you or other members of your household have visited each of the libraries during the past year by circling either "Yes" or "No." If "Yes," please rate the condition of the facility based on your most recent experience.

Library Branch/Location	Has anyone in your household visited?		If "Yes," rate the physical condition of the facility.			
	Yes	No	Excellent	Good	Fair	Poor
01. Carver School Road	Yes	No	4	3	2	1
02. Central Library	Yes	No	4	3	2	1
03. Clemmons	Yes	No	4	3	2	1
04. Paddison Memorial in Kernersville	Yes	No	4	3	2	1
05. Lewisville	Yes	No	4	3	2	1
06. Malloy/Jordan East Winston Heritage Center	Yes	No	4	3	2	1
07. Reynolda Manor	Yes	No	4	3	2	1
08. Rural Hall	Yes	No	4	3	2	1
09. Southside	Yes	No	4	3	2	1
10. Walkertown	Yes	No	4	3	2	1
11. The Library's website	Yes	No	4	3	2	1
12. Other: _____	Yes	No	4	3	2	1

**19a. If "Yes" to any of the items in Question 19, please CHECK ALL of the reasons that you visited or used a Forsyth County Library during the past year.**

- |  |                                  |
|--|----------------------------------|
| ___(01) To vote                            | ___(07) Use a computer           |
| ___(02) Check out books                    | ___(08) Attend a program         |
| ___(03) Check out CDs                      | ___(09) Attend a community event |
| ___(04) Check out DVDs                     | ___(10) Research a topic         |
| ___(05) Check out other physical materials | ___(11) As a place to relax      |
| ___(06) Access wireless internet           | ___(12) Other: _____             |

**19b. When accessing Forsyth County Library materials, which format do you MOST prefer?**

- \_\_\_(1) Physical (e.g., print book, magazines, CD, DVD, audiobooks)  
 \_\_\_(2) Digital (e.g., eBook, eAudio, eVideo, eMagazines)  
 \_\_\_(3) Both physical and digital  
 \_\_\_(4) I don't usually visit the library to access any materials  
 \_\_\_(5) Other: \_\_\_\_\_

**20. During the past year, have you or other members of your household had contact with the Forsyth County Sheriff's Office?**

\_\_\_\_(1) Yes      \_\_\_\_ (2) No *[Skip to Q21.]*

**20a. Please CHECK ALL of the types of contact that you or the members of your household have had with the Forsyth County Sheriff's Office during the past year.**

- |   |   |
|---|---|
| ____(1) Traffic violation                 | ____(6) Report a crime                      |
| ____(2) Criminal investigation            | ____(7) Request assistance                  |
| ____(3) Visiting the detention center     | ____(8) Interactions at public events       |
| ____(4) Receipt of civil process services | ____(9) Calling or visiting Animal Services |
| ____(5) Firearms permits                  |   |

**21. Forsyth County Sheriff's Office. Please rate your satisfaction with each of the services provided by the Forsyth County Sheriff's office.**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of sheriff protection	5	4	3	2	1	9
02. Cultural Sensitivity of Sheriff Office employees	5	4	3	2	1	9
03. Professionalism of Sheriff's Office employees	5	4	3	2	1	9
04. Quality of animal services	5	4	3	2	1	9
05. Quality of social media communication (e.g., Twitter, Facebook, Instagram)	5	4	3	2	1	9
06. Accessibility and Responsiveness of the Sheriff's Office	5	4	3	2	1	9
07. The level of transparency by the Sheriff's Office	5	4	3	2	1	9
08. The response time by the Sheriff's Office to emergencies	5	4	3	2	1	9
09. The response time by the Sheriff's Office to non-emergencies	5	4	3	2	1	9
10. The visibility of Sheriff's Deputies in your community	5	4	3	2	1	9

**22. Which THREE of the Sheriff's Office services listed in Question 21 do you think should receive the MOST EMPHASIS from the County over the next TWO years? *[Write-in your answers using the numbers from the list in Question 21.]***

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_

**23. Forsyth County Emergency Services. Please CHECK ALL of the Emergency Services offered by Forsyth County that you or members of your household have had contact with during the last year.**

- |                                      |  |
|--------------------------------------|--|
| ____(1) Forsyth County's 911 Service | ____(3) Forsyth County EMS   |
| ____(2) Forsyth County Fire Division | ____(4) None, I have not used any other public safety services <i>[Skip to Q24.]</i> |

**23a. Please rate your satisfaction with each of the services provided by Forsyth County.**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall satisfaction with Fire Division services	5	4	3	2	1	9
2. Professionalism of 911 operator	5	4	3	2	1	9
3. Efficiency of 911 operator	5	4	3	2	1	9
4. The accuracy of information you were given during emergencies	5	4	3	2	1	9
5. Overall quality of Emergency Medical Services (EMS)	5	4	3	2	1	9
6. Overall EMS response time	5	4	3	2	1	9
7. Professionalism of EMS staff	5	4	3	2	1	9
8. Cultural sensitivity of EMS staff	5	4	3	2	1	9

**24. Please answer the following questions by circling either "Yes" or "No."**

1.	Did you know that there are discounts available on property taxes for homeowners over 65 years of age, with income under \$31,500, for individuals permanently disabled, and for individual veterans honorably discharged with permanent disability?	Yes	No
2.	Are you aware that Forsyth County Community and Economic Development offers housing rehabilitation loans, homeownership education, down payment assistance for first-time homebuyers, and services for income eligible homeowners?	Yes	No
3.	Did you know curbside collection services for solid waste and recycling are available for every single-family residence in the unincorporated areas of the County for a small fee?	Yes	No
4.	Did you know that the Bridges to Hope Family Justice Center of Forsyth County provides services at no cost to individuals and families experiencing domestic violence, sexual assault, child maltreatment, elder abuse, and human trafficking?	Yes	No
5.	Did you know that the Public Health Department provides children with immunizations against vaccine-preventable diseases (e.g., polio, measles, etc.) and helps families connect with services and resources in the community like primary care, dental services, and more?	Yes	No
6.	Did you know that the Public Health Department offers no-charge testing for sexually transmitted infectious diseases?	Yes	No
7.	Did you know the Department of Social Services offers training and foster home licensing for people interested in fostering or adopting?	Yes	No
8.	Did you know that the Board of Elections offers the Election Academy for residents to learn about the election process?	Yes	No

**25. Do you own or rent your current residence?**      \_\_\_(1) Own      \_\_\_(2) Rent

**26. Approximately how many years have you lived in Forsyth County?**      \_\_\_\_\_ years

**27. Which of the following best describes your race/ethnicity? [Check all that apply.]**

- |                                       |  |
|---------------------------------------|--|
| ___(01) Asian                         | ___(04) Native Hawaiian/Pacific Islander |
| ___(02) American Indian/Alaska Native | ___(05) White                            |
| ___(03) Black/African American        | ___(99) Other: _____                     |

**28. Are you of Hispanic, Latino, or other Spanish ancestry?**      \_\_\_(1) Yes      \_\_\_(2) No

**29. What is the primary language spoken in your home?**      \_\_\_\_\_

**30. Would you say your total annual household income is...**

- |                            |                            |                              |
|----------------------------|----------------------------|------------------------------|
| ___(1) Under \$15,000      | ___(4) \$45,000 - \$59,999 | ___(7) \$100,000 - \$124,999 |
| ___(2) \$15,000 - \$29,999 | ___(5) \$60,000 - \$74,999 | ___(8) \$125,000 or more     |
| ___(3) \$30,000 - \$44,999 | ___(6) \$75,000 - \$99,999 |                              |

**31. What is the highest level of education you have completed?**

- |  |                                  |
|--|----------------------------------|
| ___(1) Some high school, no diploma      | ___(4) Associate's degree        |
| ___(2) High school diploma or equivalent | ___(5) Bachelor's degree         |
| ___(3) Some college but no degree        | ___(6) Graduate degree or higher |

**32. What is your age?**      \_\_\_\_\_ years

**33. What is your gender identity?**

- \_\_\_(1) Male      \_\_\_(2) Female      \_\_\_(3) Prefer to self-describe : \_\_\_\_\_

Your responses will remain anonymous. The information printed to the right will ONLY be used to help identify which areas of the County are having problems with services. If your address is not correct, please provide the correct information. Thank you.

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061