



# SURVEY RESULTS

To solicit initial public input for the Comprehensive Plan update process, the Town of Smithfield distributed a survey that was open for responses between October 2020 and February 2021. There were a total of 454 responses, representing 5% of Smithfield’s 8,475 residents. In the pages following is a synopsis of the 17 question resident survey regarding demographics, conditions, needs and feelings towards various Town services and policies.

## Zip Code Location of Residents

Of the total survey respondents, 80% reside within the 23430 Zip Code, 11% reside within the 23314 zip code and the remaining 9% reside within other zip codes.

## Why Smithfield?

Out of the surveys submitted requesting whether they lived, work, shop or just visit Smithfield, 45% of respondents indicated that they lived in or near the Town, 32% stated that they shop within the Town, and the remaining 23% are divided between working within the Town and simply visiting.

The next question asked if those responding were residents of the Town, lived near the Town or were strictly visitors to the Town. Of those responses, 75% reside in the Town, 23% live close to the Town and the remaining 2% were strictly visitors.

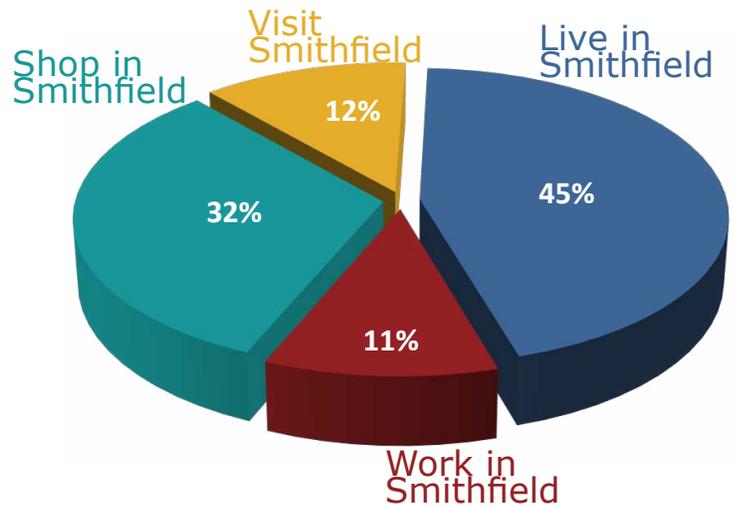


Figure 1: Live, Work, Visit, Shop

## Owners and Renters

Of the survey respondents who live in Town, 96.5% own their home and 3.5% rent their residence. In response to “Why do you choose to live in Smithfield?”, the top 3 answers were “The feeling of small town closeness”, “The quality of life” and “the Town’s history and architecture.” “Proximity to where they work”, “the Town’s waterfront location”, and “Chose to retire in Smithfield” were other common responses.

## Age, Gender, and Children

Of the survey respondents, 20.2% are 65 and over, 34.9% are between 50 and 64, 39.6% are between the ages of 30 and 49, and 5.3% are between 18 and 29 years of age. Of those who answered the survey that reside in the Town, 69% of the survey respondents were female and 31% were male. Of the total resident respondents, 57% did not have children living in the home and 43% did.

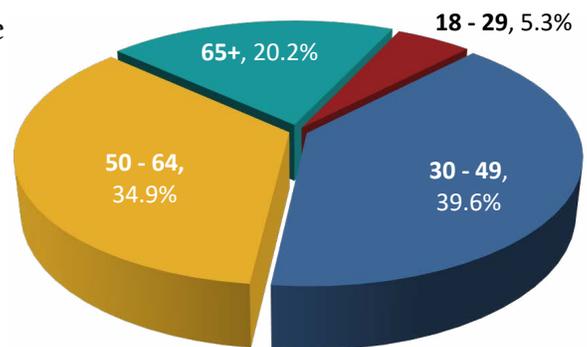


Figure 2: Age of Survey Respondents





## Quality of Life in Town

The next set of questions covered life in the Town, ranging in scope from housing, employment opportunities, bike/pedestrian accessibility, public transportation, and so on. The word cloud below depicts the level of concern that respondents indicated on a variety of topics. The items of greatest concern are shown in large red letters, with other items being shown in size corresponding to respondents' levels of concern.

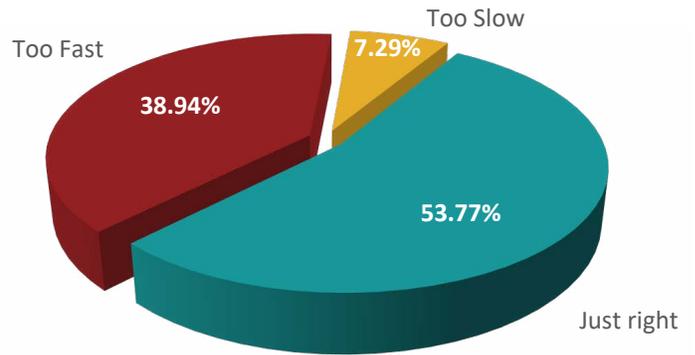


Figure 5: Opinion of Growth Rate

Figure 6: Quality of Life Indicators



## Shopping/Entertainment Needs

Two other questions dealt with specific shopping/entertainment facilities that residents would like to see come to Town as well as specific public infrastructure improvements that they felt the Town needed. The top responses to retail/entertainment opportunities were a movie theater, a Wal-mart, more restaurants, a Target, a Chic-Fil-A and a bowling alley. As for improvements to public infrastructure, there was a tie for more improvements to schools, and more/better broadband internet options. In second came the installation of additional traffic signals, and for third was more bike/walking trails and better/repaired sidewalks.



## Long Range Priorities

Respondents were then asked for their priorities in several categories that relate to planning. The categories with the highest number of responses were “protecting natural resources”, “preserving historic resources”, and “improving public infrastructure”, followed by “additional outdoor recreation/parks” and “working together to achieve common goals”, as shown below in Figure 7.

What should Smithfield's priorities be over the next 5 to 10 years?

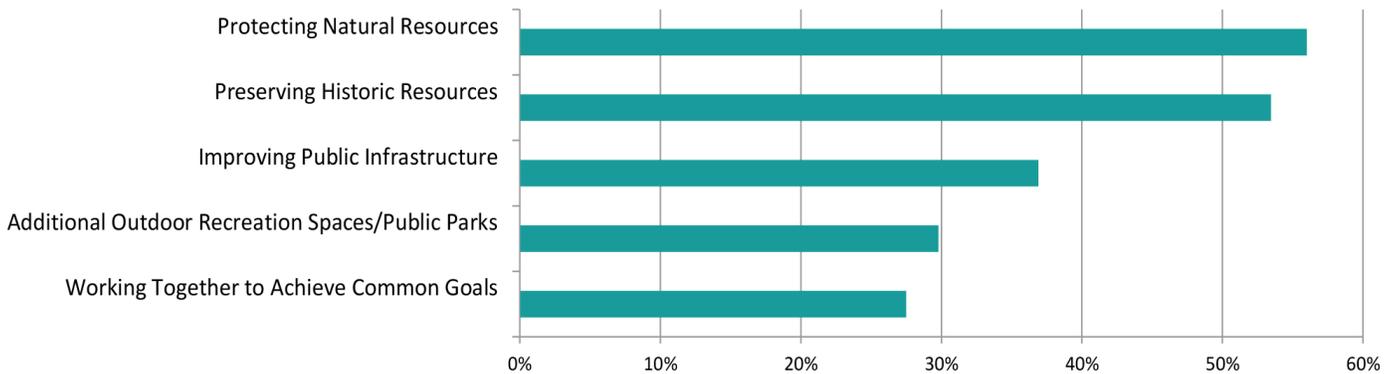


Figure 7: Priorities for Planning

The final survey question was open-ended and asked what services/facilities the Town should prioritize over the next 5 to 10 years. Respondents showed a high level of concern over the removal of recycling services and the lack of high-quality broadband services. Results are shown in Figure 8 to the right.

**Top Priority Services/Facilities for the Town within the next 5 to 10 years:**

- Residential Recycling/Trash Pickup
- Broadband Internet/Cable Services
- High Water Prices
- Code Enforcement
- Local Employment Opportunities
- Walkable Community

Figure 8: Open-ended Priorities

