



# Greenwood County Community Indicators Project

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## *Community Needs Assessment Survey Analysis*

*Assessing a community's greatest needs is the initial process of Greenwood County Community Indicators Project. The assessment process was conducted in two parts: 1) Community Forums and 2) Community Needs Assessment Surveys. This report includes the analysis of the community needs assessment surveys.*

*6/18/2014*

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## *Project Manager Summary*

*Building a healthy community requires constant nurturing and persistence, and to ensure we have a roadmap that is conducive to the true well-being of Greenwood County as a whole, we solicited the support and input from county residents. Residents were asked to identify possible indicators and focus areas necessary to make Greenwood County a better place to live for all its residents. It is evident from the number of survey respondents and the responses given, that residents are committed to making Greenwood County a viable and healthy community, not only for current residents, but future residents and visitors as well.*

*Residents believe that focusing on Education, Public Health, Economic Development, Public Safety, and our Youth is the key to building a healthy and vibrant community. It was apparent through many of the comments that residents found it challenging to identify key areas that were “most important,” since they believe ALL areas are important. So to ensure that “Quality of Life” aspects of the community were included in the process, they raised their voices and stated in the comments section (Question 35) that Arts and Culture, Parks and Recreation, and Animal Well-being and Upkeep were essential in building a healthy community. In fact, Quality of Life goes hand in hand with the key focus areas identified and if included, would enhance the outcome of community efforts in achieving a positive collective impact in Greenwood County.*

*Though the majority of survey respondents were affluent Caucasian females, their ideas for building a healthy community transcend all racial, ethnic and socio-economic lines and is representative of their dedication and commitment to building a community for today’s children and families. Through the community’s collaborative efforts, tomorrow’s children will continue to benefit and can rest assured their families are healthy, educated, and equipped to achieve financial stability to last throughout their retirement in a community filled with endless possibilities.*

*Wendi Andrews  
Director of Community Partnerships  
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## **METHODOLOGY**

The Community Needs Assessment of Greenwood was used to collect data related to the community needs necessary to make Greenwood County a more viable and vibrant community. The survey included 35 questions covering topics such as; population demographics, education, economic development, healthcare, national environment, family and youth, crime and safety, arts and culture, and overall community quality and vitality. The survey was developed through an analysis of previous surveys to determine types of questions and specific wording to generate information important to the process. A survey draft was electronically submitted to all 25 Co-Conveners representing 12 community sectors to obtain input in order to capture the unique needs of community partners, which resulted in several revisions of the survey instrument. The survey was provided in English only, and was available online using Survey Monkey and in paper form.

Survey responses were collected from April 28, 2014 until May 31, 2014. The surveys were self-administered. A link to the survey was provided to all 25 Co-Conveners and Community Indicators Project Committee members to distribute to all of their email contacts, colleagues, business associates, board members, employees, family members, friends, neighbors, and church members. A link to the survey was also posted on Greenwood County Community Foundation's website. A video with the survey link was placed on GreenwoodCalendar.org and available on Facebook. In addition, paper surveys were given to a total of 14 county nonprofits, high schools (except Ware Shoals High School), churches, and the Towns of Ninety Six and Ware Shoals for distribution. Paper survey responses were also collected at the Community Action Day hosted by Gleamns Human Resource Commission. The majority of Survey Respondents were residents of Greenwood County which included; Greenwood, Ninety Six, Ware Shoals, Promised Land, Hodges, Verdery, Bradley, and Troy areas. 1427 online surveys were completed using Survey Monkey and 438 paper surveys were collected for a total of 1,865 surveys; however, only 1,688 surveys were used for analysis. The paper surveys were manually entered in Survey Monkey for data collection and analysis. Only 30% of Greenwood High School and Ninety Six High School student survey responses were inputted, and 20% of Alston Wilkes survey responses were inputted.

## **RESULTS OF THE COMMUNITY NEEDS ASSESSMENT SURVEY**

### **Participant Demographics**

The Community Needs Assessment survey was developed to provide insight into the needs of residents living in Greenwood County. A total of 1,865 surveys were received from the public as a result of intense effort through collaborations. Survey data cleaning was performed. The final data sample included 1,688 surveys because 177 surveys were removed from the data sample for two main reasons: (1) convenience sampling of paper surveys collected and (2) blank surveys or those with a significant amount of missing information.

### **Geographical Composition**

According to the 2010 Census, Greenwood County has a population of 69,661. The population includes residents in Ware Shoals (2,170, 2010 census), Ninety Six (1,936, 2000 census), Hodges (158, 2000 census), Troy (105, 2000 census), and Greenwood (23,222, 2010 census). The majority of survey respondents reside in the city of Greenwood (68.98%). Respondents residing in Ninety Six represented (10.52%). Ware Shoals and Hodges respondents were 3.92% and 3.57%, respectively. 8.73% (147 respondents) reside outside of Greenwood County. Analysis of respondents living outside of Greenwood County is included in the reported results.

### **Racial Composition**

The majority of survey respondents were Caucasian (82.35%) followed by Black/African American (13.90%), Multi-racial (1.90%), Hispanic/Latino (1.43%), American Indian or Alaskan Native (0.24%), and Asian/Pacific Islander at (0.18%).

According to the 2012 Census Quick Facts, the racial distribution in Greenwood County included Caucasians making up 65.5% of the county's population, followed by Black/African American making up (31.9%), Hispanic/Latino (5.7%), Multi-racial (1.1%), Asian/Pacific Islander (0.9%), and American Indian or Alaskan Native (0.1%).

The Caucasian population is significantly over represented; The Black/African American, Hispanic/Latino, and Asian/Pacific Islander are underrepresented (see Figure 1).

### **Age Distribution of Survey Respondents**

The age distribution from survey respondents were 41-60 years old (47.59%) followed by 21-40 years old (25.01%), 61-80 years old (17.94%), Under 18 years old (4.10%), older than 81 years (2.85%) and finally 18-20 years old (2.67%). This age distribution translated to an average age of approximately 48 years. According to the 2010 U. S. Census, the median age of the Greenwood County population was 37.9 years old, which is clearly significantly younger than the average person in the survey sample. For this reason, the results of the survey should be interpreted cautiously and mindfully.

### **Gender Orientation**

The majority of the survey respondents were females (70.11%) followed by males (29.89%). According to the 2010 U. S. Census, 53.1% of the population living in Greenwood County is female and 46.9% are male. Women were significantly overrepresented in this study.

### **Marital Status**

The majority of respondents are married (64.65%). Single respondents represented (19.49%), with Head of Household respondents represented (6.83%) of total survey responses. Dependent respondents represented (4.81%) of analyzed survey responses. Other respondents were Widow (2.20%), Separated (1.54%) and partnered (0.48%). According to the 2010 U. S. Census, 44.4% of residents of Greenwood County were married and 27.9% have never been married. Our sample has slightly more married and individuals than the general population. This may be the result of overrepresentation of the older population in the study.

### **Educational Attainment**

The majority of respondents have completed higher education learning. The majority of respondents have attained a Postgraduate degree (35.06%) or Bachelor degree (28.40%). Respondents reported attending some college (13.13%), and others were able to attain an Associates degree (11.11%). Respondents who received a high school degree (3.80%), respondents currently in high school (6.24%), and respondents who did not complete high school (1.13%). According to the 2008-2012 Quick Facts, 79.4% of persons age 25+ attained a High School degree in Greenwood County, and 21.8% of the persons age 25+ attained a Bachelors degree or higher in Greenwood County. For the latter, our sample has slightly more Bachelor degrees and a significantly higher level of postgraduate degree respondents than the general population.

**Annual Income**

The survey indicated that the majority of survey respondents have an annual household income of \$90,001-\$200,000 (24.41%). \$70,001-\$90,000 (18.73%), \$50,001-\$70,000 (17.49%), \$30,001-\$50,000 (17.89%), \$20,001-\$30,000 (9.07%), \$10,000-\$20,000. Under \$10,000 and over \$200,000 were comparably represented at 4.18% and 4.24%, respectively. The median income of survey respondents is \$74,770. According to 2012 American Community Survey, the median household income for Greenwood County residents is \$37,911. See chart below.

DOLLARS)	Estimate	Margin of Error	Percent	% Margin of Error
<b>Total households</b>	26,288	+/-458	26,288	(X)
<b>Less than \$10,000</b>	2,342	+/-331	8.9%	+/-1.2
<b>\$10,000 to \$14,999</b>	2,334	+/-354	8.9%	+/-1.3
<b>\$15,000 to \$24,999</b>	4,143	+/-452	15.8%	+/-1.7
<b>\$25,000 to \$34,999</b>	3,324	+/-341	12.6%	+/-1.2
<b>\$35,000 to \$49,999</b>	4,017	+/-463	15.3%	+/-1.8
<b>\$50,000 to \$74,999</b>	4,111	+/-387	15.6%	+/-1.5
<b>\$75,000 to \$99,999</b>	2,799	+/-373	10.6%	+/-1.4
<b>\$100,000 to \$149,999</b>	2,240	+/-279	8.5%	+/-1.1
<b>\$150,000 to \$199,999</b>	531	+/-154	2.0%	+/-0.6
<b>\$200,000 or more</b>	447	+/-141	1.7%	+/-0.5
<b>Median household income (dollars)</b>	37,911	+/-1,700	(X)	(X)
<b>Mean household income (dollars)</b>	52,932	+/-2,352	(X)	(X)

**Average Household Size**

The majority (59.71%) of respondents reported 2 adults with no children living in the households and 40.79% respondents 2 adults with one child living in the household. According to the 2010 Census, the average household size in Greenwood County was 2.43 and the average family size was 2.96. The average household size of survey respondents is 2.9. 55.84% respondents reported the age of the child(ren) living in the home to be 13-18 years of age. 40.72% of respondents reported the age of the child(ren) in the home is between 7-12 years of age. The average age of the children living in the home of survey respondents is 13.5 years old.

## Q5

- All needs listed in question 5 are viewed as important among the survey respondents (All above 3.5 / 5).
- The most important of these needs are as follows:
  1. **Jobs** – Qualified Workers, job payment and benefits (4.49 / 5)
  2. **Public Safety** (4.47 / 5)
  3. **Accessible Health and Wellness Services** (4.46 / 5)
  4. **Youth Services** (4.46 / 5)
- Especially topics concerning arts and culture are not viewed as particularly important to the respondents.

## Q6

- While all of the presented issues facing our youth community can be considered important, there are some topics which stand out as highly important.
  1. **Parenting** is by far the most highly regarded issue (4.56 / 5).
  2. **Education** is also regarded as very important (4.42 / 5)
  3. **Violence and Criminal Activity** are also vital to the community (4.38 and 4.36 / 5)
- Topics such as summer job opportunities and activities are considered least important to the respondents.

## Q7

- Average results for this question have created a good representation of the general needs and issues our community is facing.
- Specifically, 5 of the 8 topics presented in this question received high recognition, while 3 of them were generally considered as least important to the community.
  - **Education** had the highest ranking (6.74 / 8)
  - **Healthcare, Crime & Safety, Children & Youth, and Jobs/Economic Development** were all considered important with rankings ranging from 5.93 – 6.17 / 8.
  - **Natural Environment, Arts & Culture, and Public Transportation** are least important to the participants, with scores ranging from 3.27 – 4.25 / 8.
- While all of these issues can be considered vital to the community in their own sense, the rankings developed from the respondents' opinions should be taken into account when determining importance and urgency.

## Q8

- Question 8 presented the respondents with a range of personal needs as it relates to him/her individually or the family as a whole. On average, the respondents ranked these personal needs with significantly lower importance than the overall needs of the county (Questions 5 and 6). Regardless of this, some needs did stand out as being more important to the survey participants than others.
  1. **Dental Healthcare** was viewed as the most important personal need (3.89 / 5)
  2. **Nutrition Healthcare** was also considered important to personal and family life (3.72 / 5)
  3. **Education Assistance** is also of high importance to families in particular (3.28 / 5)

## Q9

- Question 9 allows respondents to select concerns which they felt have an impact on the lack of self-sufficiency of individuals. While all of these issues should be taken into account, some specific issues stand out as being the most common obstacles in our community.
  - **Lack of Employment Opportunities** is the obstacle which was selected the most (69.2% of all respondents).
  - **Addiction** was also seen as a major problem in Greenwood County (by 63.3% of all respondents).
  - **Lack of Adequate Income** is also an obstacle which many Greenwood residents seem to be worried about (61.2% of all respondents).
- Issues such as **Lack of Transportation**, **Credit Challenges**, and **Lack of Affordable Housing** were considered least important as obstacles facing the Greenwood community.

## Q10

- Question 10 allows respondents to report how often they shop outside of Greenwood County on a monthly basis.
- The majority of respondents (28.61%) reported they shop outside of Greenwood County at least once a month. 21.42% of respondents reported shopping outside of Greenwood County 5 or more times a month, while 19.86% respondents reported shopping outside of Greenwood County twice a month.
- 4.68% respondents reported they never shop outside of Greenwood County.

### Q11

- Question 11 allows respondents to report for what type of items they shopped for outside of Greenwood County. The top four items are listed below.
  1. **Clothing (84.70%)**
  2. **Electronics (50.09%)**
  3. **Food (40.87%)**
  4. **Books (37.02%)**

### Q12

- In question 12, respondents are able to share how “satisfied” or “dissatisfied” they are with a variety of aspects of Greenwood County by using a scale of 1 (least satisfied) – 5 (most satisfied). The highest percentages of responses were right down the middle, receiving a “3” ranking representing “satisfied”.
- **The number of retail businesses in the city** received the highest percentage ranking (14.32%) under **Least Satisfied**, with **Vitality of aging neighborhoods** receiving the second highest percentage ranking (14.03%) under **Least Satisfied**.
- **The overall appearance of your neighborhood** received the highest percentage ranking (24.89%) for **most satisfied** with **the overall appearance of your city** receiving a distant second ranking of 15.23% for **most satisfied**.

### Q13

- Question 13 allows respondents to rank the importance (as it relates to the respondent) of each issue regarding education. It is evident from the rating range of 3.71-4.39 that respondents view all issues as very important. The top five ranking issues are listed below.
  1. **Parent Engagement - 4.39**
  2. **Affordable higher education (college or university) – 4.39**
  3. **Teacher to Student ratio – 4.28**
  4. **High School Prep/Advanced courses for college credit – 4.25**
  5. **Availability of fields of study within Gwd County colleges and universities – 4.15**
- The lowest average ratings were given to **Remedial Education** and **Tutoring** – 3.71 and 3.77, respectively

#### Q14

- Question 14 allows respondents to report the importance of the natural environment as it relates to them. The top 3 issues are listed below.
  1. **Clean Air – 72.87%**
  2. **Waste Management/Recycling – 52.90%**
  3. **Green Space (Protected Land) – 50.33%**
- **Agriculture** received the lowest percentage – 41.37%

#### Q15 & 16

- Respondents were able to report if all adults and children in the household have Health Care coverage. The majority of respondents (91.25%) and children (92.93%) in the household have health care coverage.
- Of those uninsured, 49.17% respondents themselves are uninsured, with 24.86% respondents reporting the children in the household are uninsured, and 23.20% reporting his/her spouse is uninsured.

#### Q17

- Question 17 allows respondents to identify their primary means of transportation. 95.98% respondents reported a personal vehicle as their primary means of transportation.

#### Q18

- Question 18 allows respondents to identify major housing concerns from a selected list. 55.09% reported having **no concerns**. 34.36% respondents reported **“Utilities too high”** as their major housing concern, and another 11.90% reported **“Rent too high.”**

#### Q19 & 20

- Questions 19 and 20 allow respondents to identify a language other than English that is spoken in their household. 5.13% of respondents reported speaking a language other than English. Of the 84 respondents, 46 reported speaking Spanish.
- 10 responses were discounted due to responding “none”

## Q21

- Question 21 allows respondents to report their employment status. The majority of respondents **(62.0%) are working full time on one job.**
- 14.30% respondents are **retired.**
- 8.2% respondents are **working more than one job.**
- 6.94% respondents are **working part time.**

## Q22 & 23

- Questions 22 and 23 allow respondents to report if anyone in the family is a veteran and to state if local services are satisfactory. These questions did not allow for respondents to state what services are not satisfactory.
- 26.88% of respondents or a family member is a veteran. 50.39% respondents reported local veteran services satisfactory, and 49.61% reported local veteran services are not satisfactory.

## Q30-33

- Questions 30-33 allow respondents to report having access to internet and social media sites used.
- 92.84% of respondents have access to the internet in their homes where 51.30% of respondents connect to the internet the most. 32.55% respondents access the internet at work.
- 76.69% respondents use social media. The top 3 sites used are as follows:
  1. **Facebook – 94.24%**
  2. **Pinterest – 45.29%**
  3. **Twitter – 31.75%**

## Q34

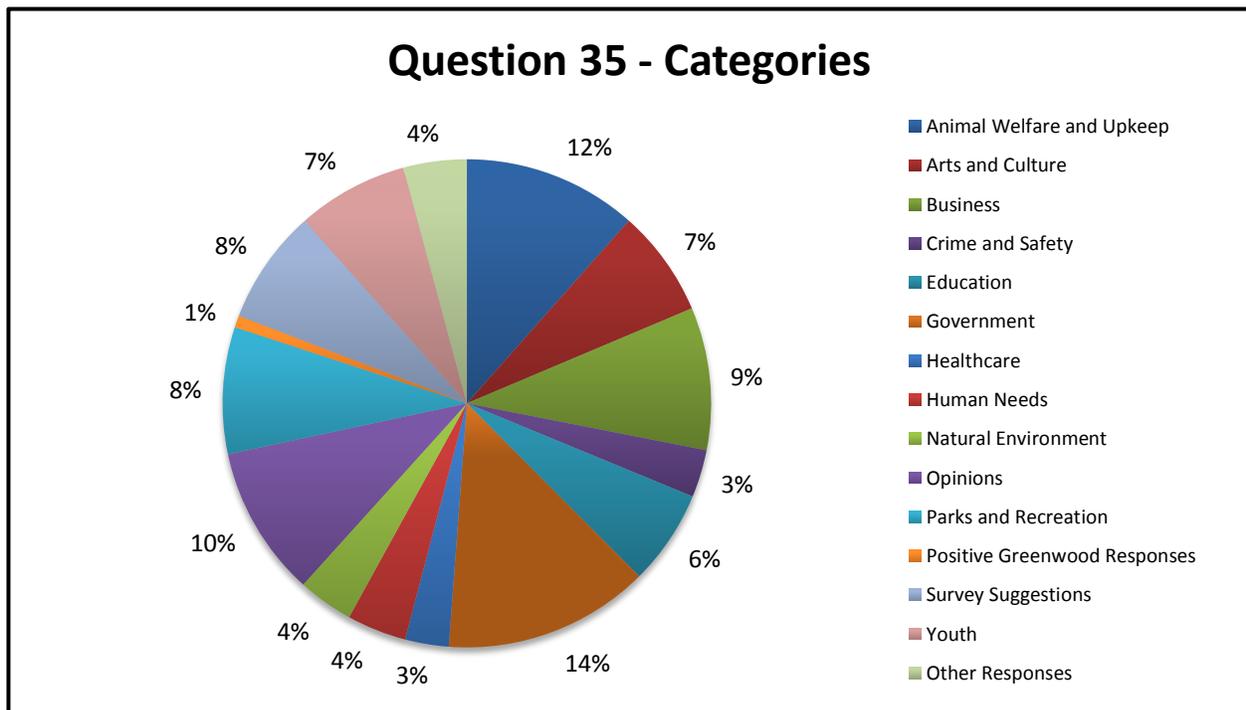
- Question 34 allows respondents to select the facilitated convening session (community forum) they were invited to attend (or most identified with). The top 5 communities listed are as follows:
  1. **Education – 19.8%**
  2. **Youth – 12.64%**
  3. **Faith – 12.45%**
  4. **Nonprofit – 10.78%**
  5. **Neighborhood – 8.64%**

## Q35 – Personal Opinions and Comments

Question 35 gives respondents the opportunity to express their personal viewpoints and comments regarding Greenwood County. Of the total 1,688 participants that successfully submitted the survey, 328 (19.43% of total) provided us with opinions and ideas. While these responses cover a multitude of topics and affairs concerning Greenwood County, they can be organized into a number of fundamental categories. Overall, 15 categories have been established, in which all of the opinions have been classified based on their nature. (Please note that some responses cover a wide range of areas, and have therefore been categorized into multiple categories accordingly.)

Of all the areas covered, general Government affairs stand out as being a primary concern among the respondents with 14 percent of all responses to Question 35 being of political nature. Issues include concerns regarding insufficient public building and road maintenance, a lack of public transport, and tax issues. With a 12 percent share of total responses, animal welfare has also proven to be a topic of concern to the participants of this survey, the majority of which state their wish for renovated animal shelter facilities. Almost 10 percent of participants approached topics concerning the business community of Greenwood County. Specifically, a desire for an increase and improvement in the current shopping facility availabilities stands out among the opinions. A number of respondents also commented on a lack of employment opportunities available in Greenwood County.

The remaining comments covered topics such as Arts & Culture, Crime and Safety, Education, Healthcare, and Parks and Recreation, among others. A detailed summary of the participants' responses can be found on the following pages.



**Question 35 - Categories**

<b>Categories</b>	<b>No. of Responses</b>	<b>% of (Sub-)Total</b>
<b>Animal Welfare and Upkeep</b>	<b>44</b>	<b>12%</b>
Renovation of Animal Shelter Facilities	22	50% *
Improve Education on Animal Treatment	14	32%
Control Animal Population (Spaying/Neutering Initiative)	8	18%
<b>Arts and Culture</b>	<b>27</b>	<b>7%</b>
Improve Support and Awareness of the Arts	14	52%
Increase No. of Community Events (Festivals, Concerts, etc.)	9	33%
Support Greenwood Theater	4	15%
<b>Business</b>	<b>36</b>	<b>9%</b>
Increase/ Improve Shopping Facilities	20	56%
Lack of Employment Opportunities	14	39%
Increase No. of Dining Facilities	2	6%
<b>Crime and Safety</b>	<b>12</b>	<b>3%</b>
Overall Concern of Personal Safety	6	50%
Drug Abuse Problems	4	33%
Domestic Violence Problems	2	17%
<b>Education</b>	<b>24</b>	<b>6%</b>
Overall Quality of Education	11	46%
Lack of Parental Involvement	7	29%
Poor Teacher: Student Ratio	4	17%
Lack of Teen Sexual Education	2	8%
<b>Government</b>	<b>52</b>	<b>14%</b>
Insufficient Public Building & Road Maintenance	16	31%
Lack of Public Transport	6	12%
Lack of Cleanliness	6	12%
Tax Issues	5	10%
Lack of Affordable/ Suitable Housing	5	10%
Neglect of Ninety-Six Region	3	6%
Alcohol Abuse Issues	3	6%
Inadequate Police Services	3	6%
Other	5	10%

\* Represents proportion of category total

<b>Categories</b>	<b>No. of Responses</b>	<b>% of (Sub-)Total</b>
<b>Healthcare</b>	<b>11</b>	<b>3%</b>
Improve Drug & Alcohol Addiction Assistance	3	27%
Obesity Concerns	3	27%
Lack of Sexual Education / Birth Control	2	18%
Other	3	27%
<b>Human Needs</b>	<b>15</b>	<b>4%</b>
Improve Family Growth & Development Education	8	53%
Increase Victim & Homeless Assistance	4	27%
Other	3	20%
<b>Natural Environment</b>	<b>14</b>	<b>4%</b>
Issues Regarding Lake Greenwood	7	50%
Environmental Preservation Concerns	6	43%
Other	1	7%
<b>Opinions</b>	<b>38</b>	<b>10%</b>
<b>Parks and Recreation</b>	<b>32</b>	<b>8%</b>
Increase No. of Parks	12	38%
Increase No. of Public Recreational Facilities	8	25%
Develop Bike & Walk Paths	5	16%
Renovation of Civic Center	3	9%
Other	4	13%
<b>Positive Greenwood Responses</b>	<b>3</b>	<b>1%</b>
<b>Survey Suggestions</b>	<b>29</b>	<b>8%</b>
<b>Youth</b>	<b>28</b>	<b>7%</b>
Improve Youth Education & Mentoring	10	36%
Increase No. of Youth Activities/ Programs	10	36%
Improve Youth Facilities	5	18%
Youth Crime Concerns	3	11%
<b>Other Responses</b>	<b>16</b>	<b>4%</b>