

What North Carolinians Think About Development

In the fall of 2021, the N.C. League of Municipalities commissioned Embold Research to conduct a poll of 1,077 adults in North Carolina. What follows are some key findings regarding their thoughts about how development proceeds in their communities and the decision-making that balances growth with local needs.

MANAGING GROWTH

TOTAL AGREE	STRONGLY AGREE	
96%	73%	Balancing growth and the needs of existing residents is a must for local officials. Every group needs to have their voices as growth is considered.
92%	60%	Community character matters, and I expect elected officials to protect it. Every town is different and unique, and that diverse patchwork is a strength of North Carolina
77%	38%	Accommodating and encouraging growth and development is crucial for a town to progress. Elected officials should support residential and commercial growth as long as it is well-managed.
47%	17%	The positives that come from growth and development far outweigh the negatives. It is important that local officials do not pass rules that hinder growth.

DECISION-MAKING

- CITY OR COUNTY GOVERNMENTS
- STATE GOVERNMENT/STATE LEGISLATORS
- NOT SURE

Who would you say has more control over policies that determine how growth and development proceeds in a village, city or town?



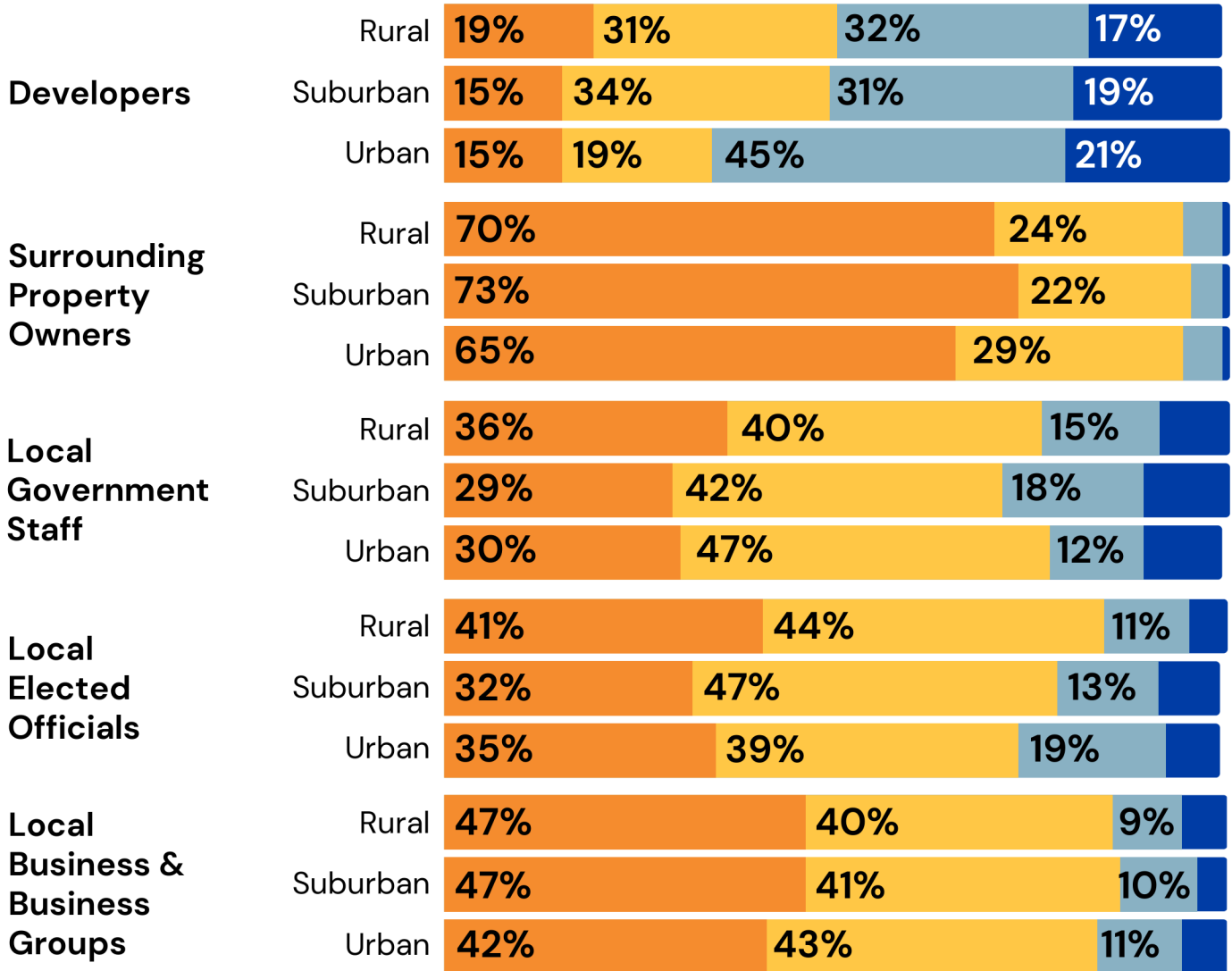
In your opinion, who should have more control over policies that determine how growth proceeds in a city or town?



WHOSE OPINIONS MATTER

● VERY IMPORTANT
 ● SOMEWHAT IMPORTANT
 ● NOT TOO IMPORTANT
 ● NOT IMPORTANT AT ALL

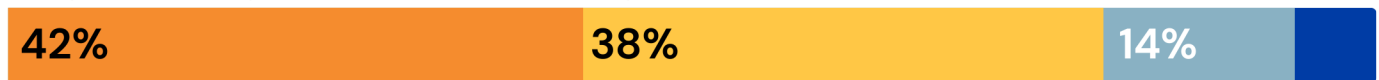
How important should the opinions of each of the following be when making decisions about how growth proceeds?



HOW IMPORTANT ARE THE FOLLOWING WHEN IT COMES TO WHERE YOU CHOOSE TO LIVE?

● VERY IMPORTANT
 ● SOMEWHAT IMPORTANT
 ● NOT TOO IMPORTANT
 ● NOT IMPORTANT AT ALL

Things like parks, greenways and walkable neighborhoods?



Things like scenic beauty and the preservation of trees and open spaces?

