

# Town of Carrboro

# 2026 Community Survey



TOWN OF CARRBORO • NC

PRESENTED BY



MAY 2026



# Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



# Purpose

- **To objectively assess resident satisfaction with the delivery of major Town services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the Town's performance with other communities regionally and nationally**

# Methodology

- **Survey Description**

- Six-page survey; takes approximately 15-20 minutes to complete
- 3<sup>rd</sup> Community Survey conducted for Carrboro

- **Method of Administration**

- By mail and online to randomly selected sample of Town residents

- **Sample Size**

- 440 completed surveys (goal was 400)
- Margin of error: +/- 4.6% at the 95% level of confidence
- Demographics of survey respondents reflects the actual population of Carrboro

# What We Learned

- **Residents Have a Very Positive Perception of the Town of Carrboro**
  - **96% Rated Carrboro as an Excellent or Good Place to Live**
  - **92% Rated Carrboro as an Excellent or Good Place to Raise Children**
- **Carrboro Is Moving in the Right Direction**
  - **Satisfaction Ratings Have Increased in 70 of 96 Areas Since 2024**
  - **15 Areas Had a Significant Increase (5% or more) in Satisfaction Since 2024**

# What We Learned

- **Satisfaction with City Services Is Much Higher in Carrboro Than Other Communities**
  - Carrboro Rates Significantly Higher Than the U.S. Average in *ALL 33 Areas*
  - Satisfaction with the Overall Quality of Town Services Rates 43% Above the U.S. Average
  - Satisfaction with Customer Service Provided by City Employees Rates 40% Above the U.S. Average
- **Top Overall Priorities for Town Services**
  - Transportation Infrastructure
  - Housing and Community Services
  - Economic Development

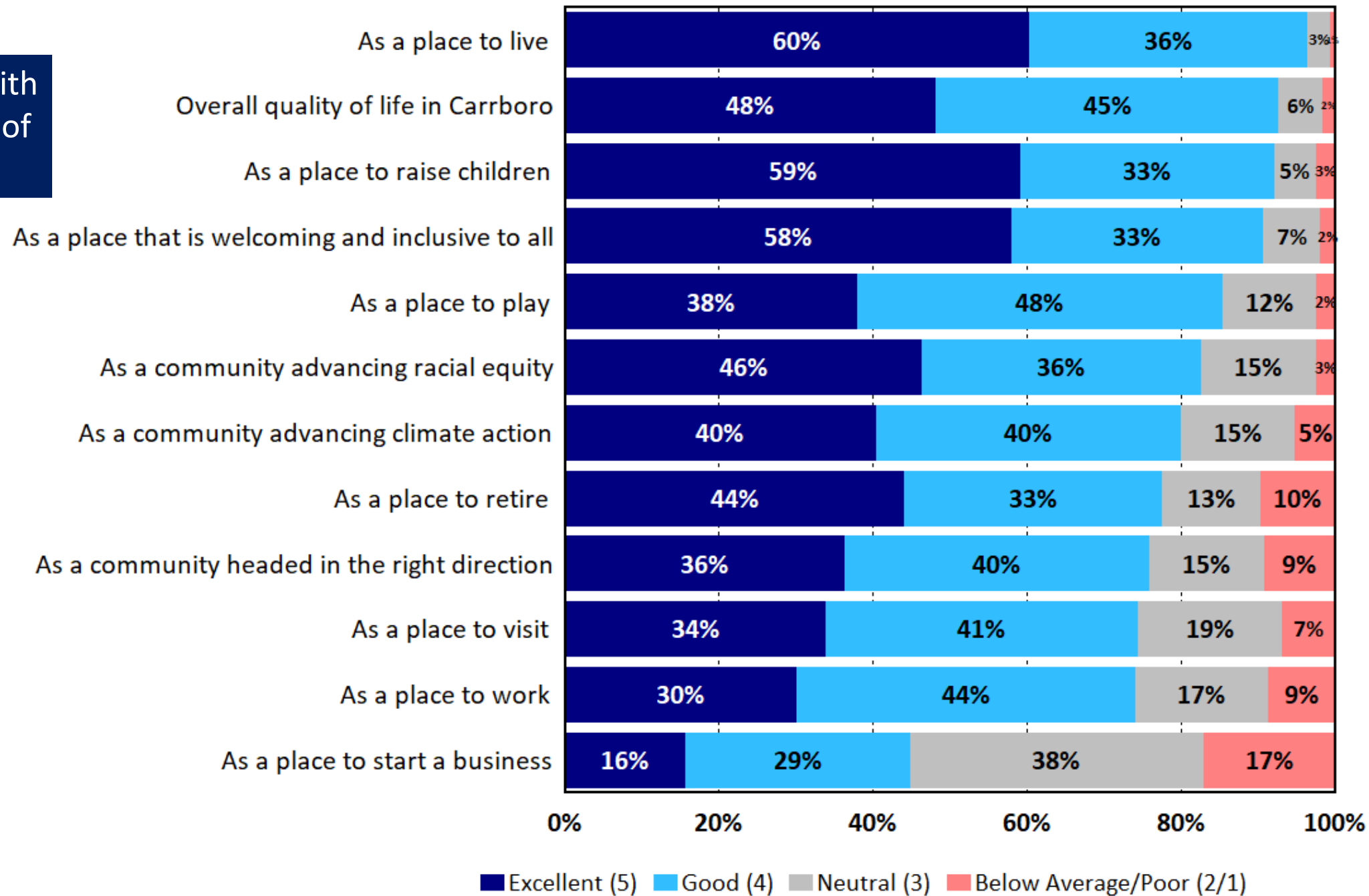
# Topic #1

**Residents Have a Very Positive Perception  
of Carrboro**

# Q1. Ratings of Quality of Life in the Town

by percentage of respondents (excluding don't knows)

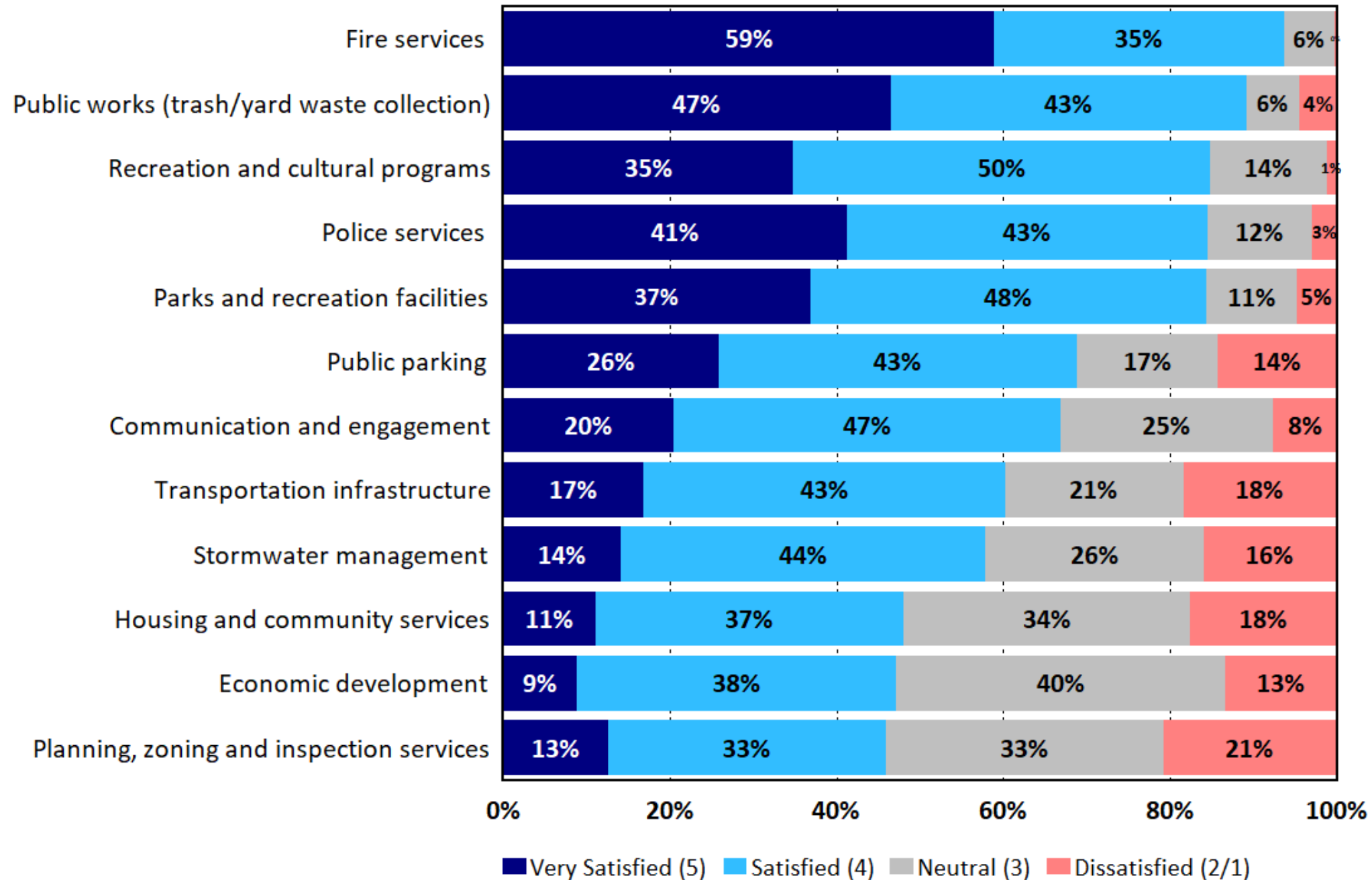
93% Are Satisfied with the Overall Quality of Life in Carrboro



Over 90% of Respondents Are Satisfied with Carrboro as a Place to Live and Raise Children

# Q4. Satisfaction with Major Categories of Town Services

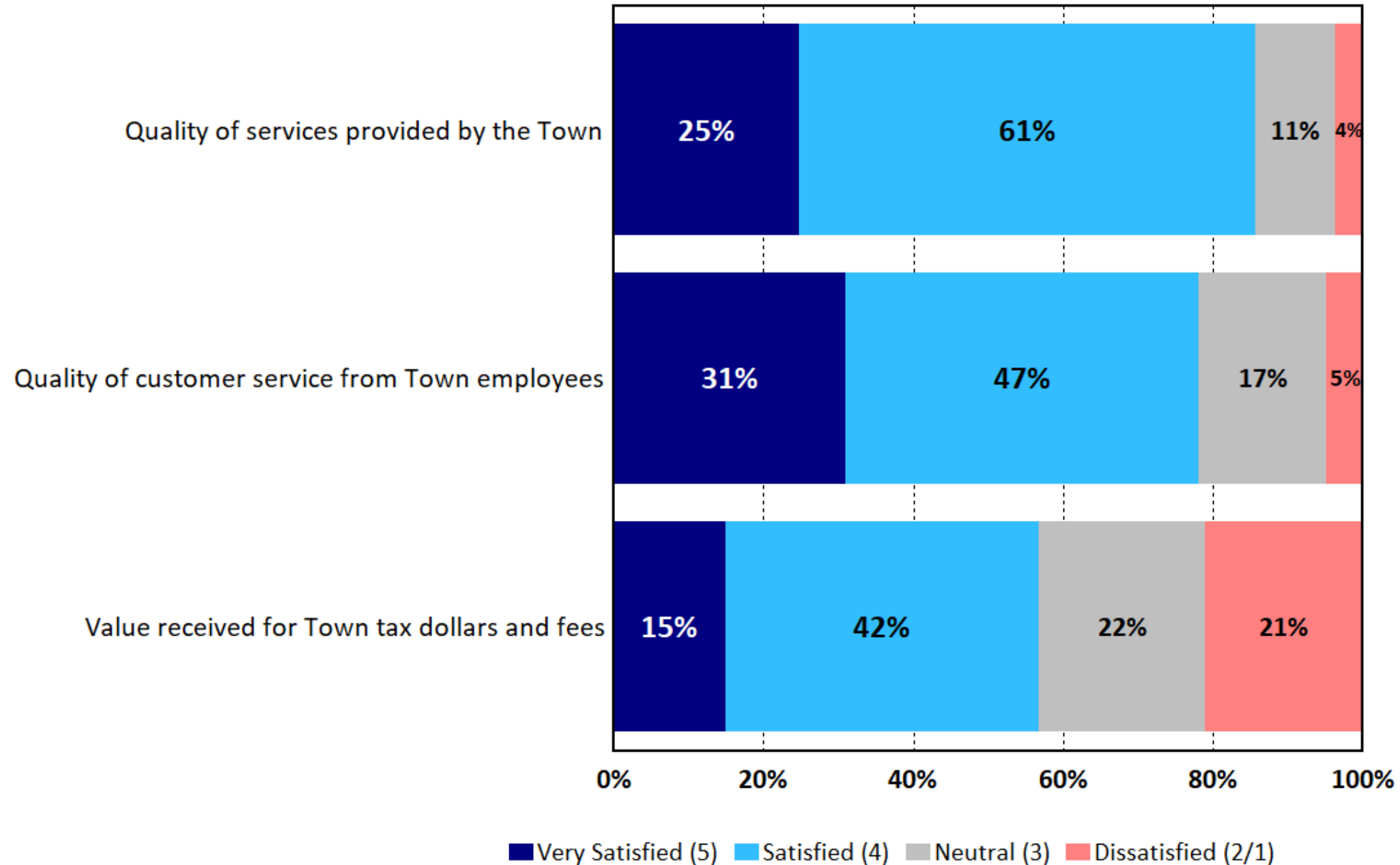
by percentage of respondents (excluding don't knows)



Satisfaction Is High for Town Services

## Q6. Satisfaction with the Following Key Indicators

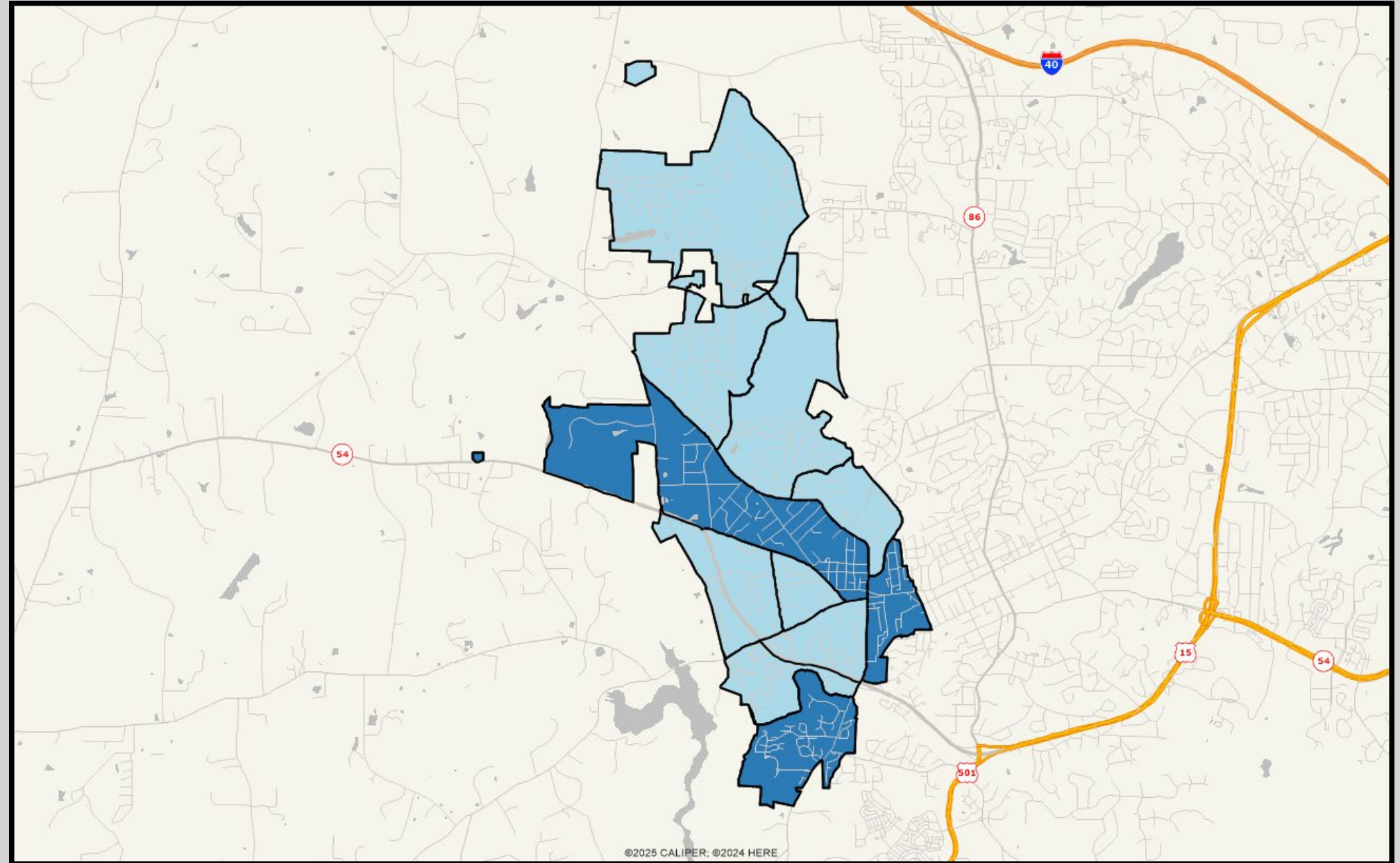
by percentage of respondents (excluding don't knows)



86% Are Satisfied with the Overall Quality of Town Services; Only 4% Are Dissatisfied

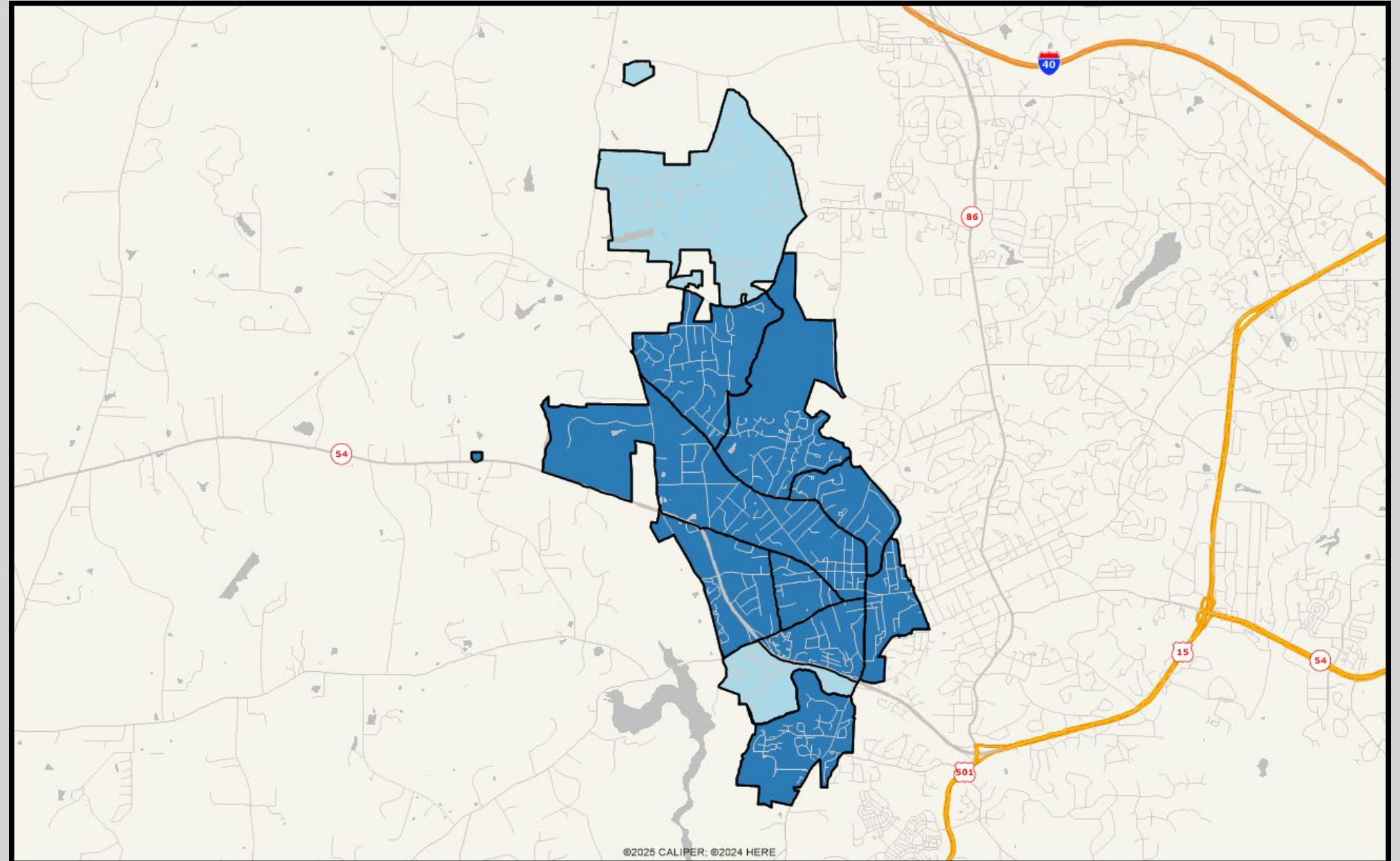
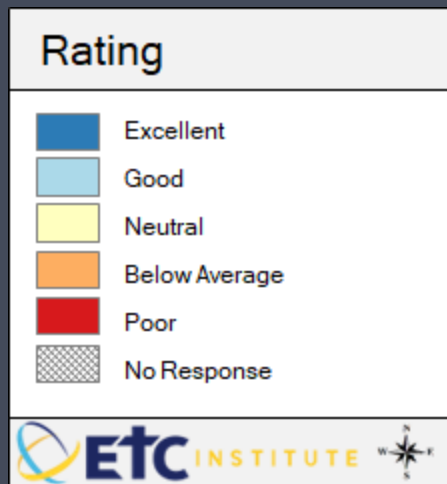
# Overall Quality of Town Services

ALL Areas Are in Blue, Indicating That Residents in All Parts of Carrboro Are Satisfied with the Overall Quality of Town Services



# Overall Quality of Life in Carrboro

ALL Areas Are in Blue, Indicating That Residents in All Parts of Carrboro Are Satisfied with the Overall Quality of Life in Carrboro



## Topic #2

**Carrboro Is Moving in the Right Direction**

# Trend Analysis

- **Since 2024, Satisfaction Ratings Have.....**
  - ***Increased*** in 70 of 96 Areas
  - **Stayed the Same** in 1 of 96 Areas
  - ***Decreased*** in 25 of 96 Areas

**15 Areas Had a *Significant Increase* (5% or more) in Satisfaction; Only 4 Areas Had a Significant Decrease**

# Trend Analysis

- **Significant Increases in Satisfaction Since 2024:**
  - **Availability of Parking Downtown (+18%)**
  - **Public Parking (+18%)**
  - **Availability of Information and Services in Languages Other Than English (+16%)**
  - **Respectfulness of Police Personnel Toward People (+11%)**
  - **Current State of Race Relations (+11%)**
  - **Responsiveness to Community Concerns (+10%)**

# Trend Analysis

- **Significant Increases in Satisfaction Since 2024 (continued):**
  - **Town Is Responsive to the Needs of Its Residents (+9%)**
  - **As a Community Advancing Climate Action (+7%)**
  - **Availability of Meeting and Gathering Spaces (+7%)**
  - **Level of Public Involvement in Local Decision Making (+6%)**
  - **Availability of Diverse Cultural Events (+6%)**
  - **Residents' Understanding of Services Provided by the Town (+6%)**
  - **Maintenance of Town Parks (+5%)**
  - **Recreation and Cultural Programs (+5%)**
  - **Availability of Information About Town Programs and Services (+5%)**

# Trend Analysis

- Significant Decreases in Satisfaction Since 2024:
  - Job Growth (-15%)
  - New Company Growth (-11%)
  - Carrboro as a Place to Start a Business (-6%)
  - Quality of New Commercial Development (-5%)

## Topic #3

**Satisfaction with Town Services Is Much Higher  
in Carrboro Than Other Cities**

# Benchmarking Analysis

**Carrboro Rates *Significantly* Higher (5% or More) Than the U.S. Average in *ALL 33 Areas***

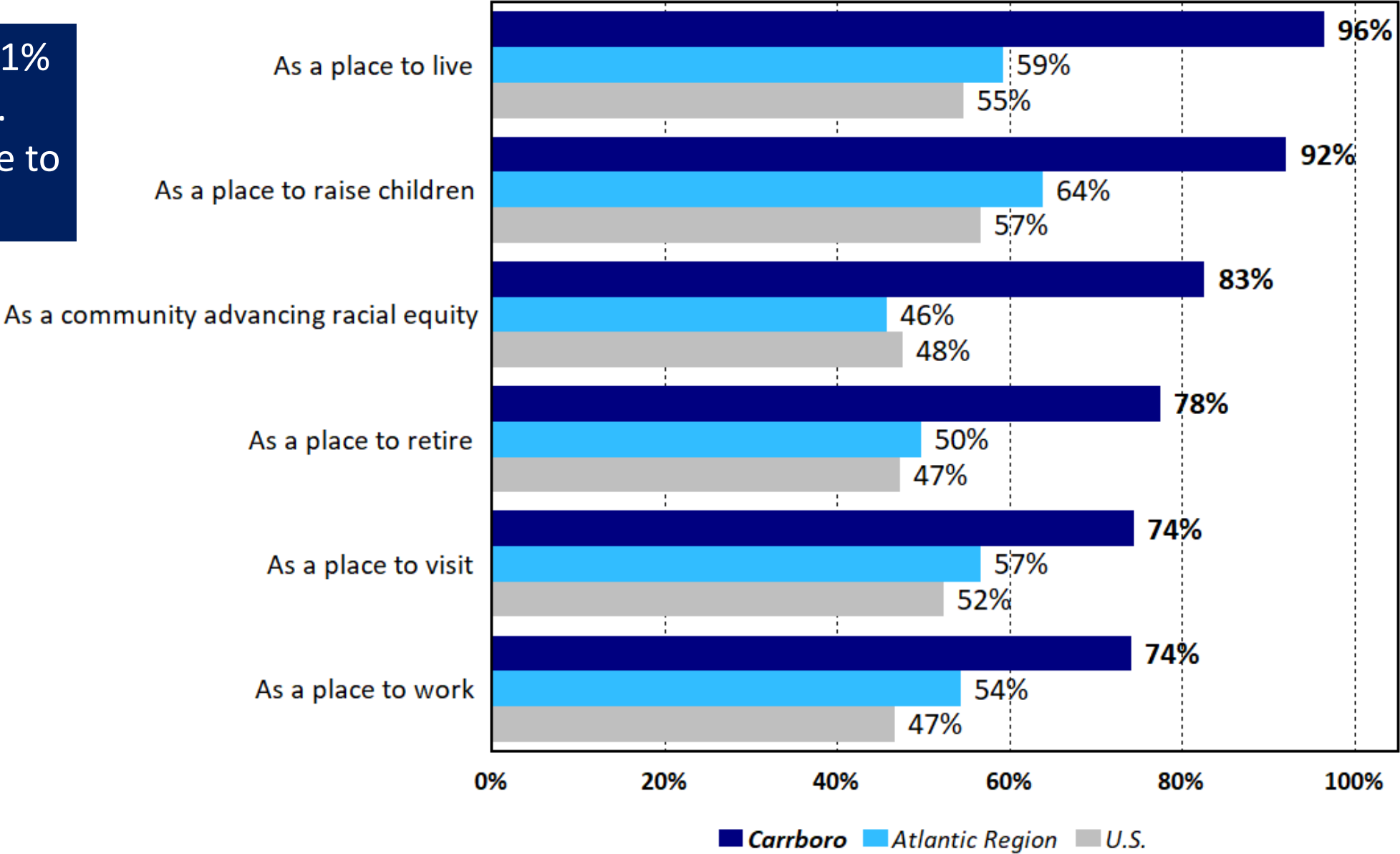
**Carrboro Rates *Significantly* Higher (5% or More) Than the Regional Average in 32 of 33 Areas**

# Ratings of Quality of Life in the Town

## Carrboro 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)

Carrboro Rates 41% Above the U.S. Average as a Place to Raise Children



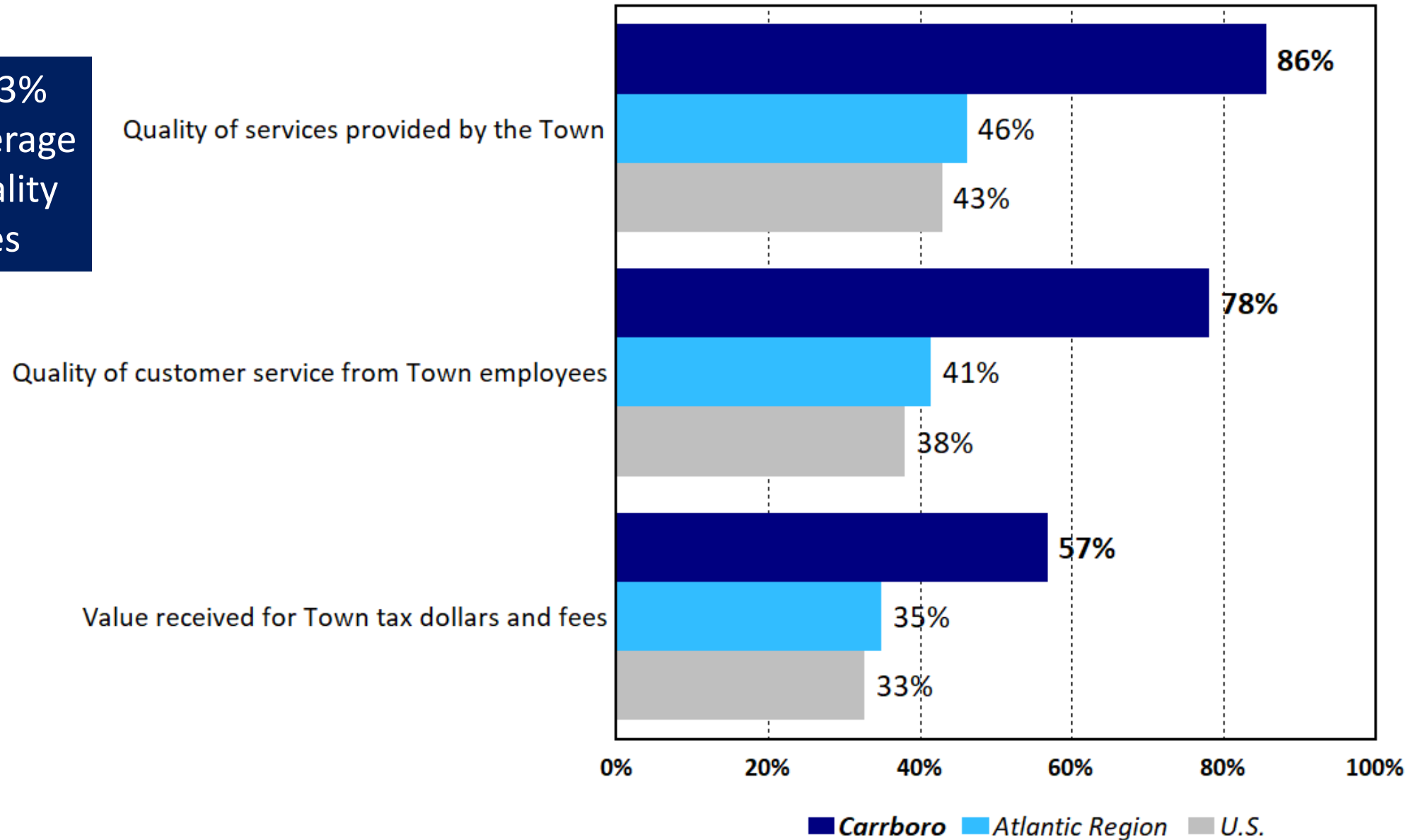
Carrboro Rates 35% Above the U.S. Average for as a Place to Raise Children

# Satisfaction with Key Indicators

## Carrboro 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)

Carrboro Rates 43% Above the U.S. Average in the Overall Quality of Town Services

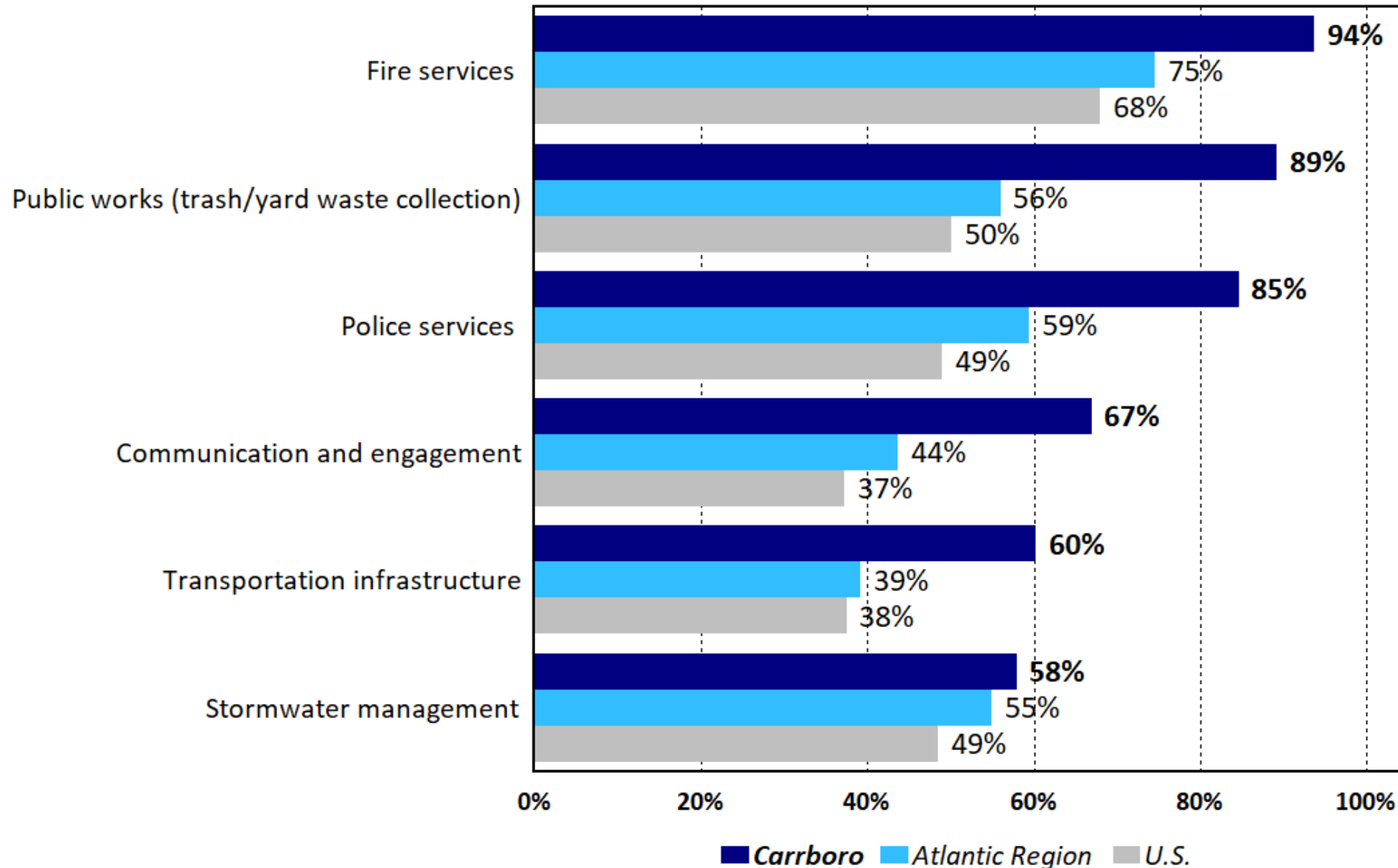


Carrboro Rates 40% Above the U.S. Average in Customer Service Provided by Town Employees

# Satisfaction with Major Categories of Town Services

## Carrboro 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)

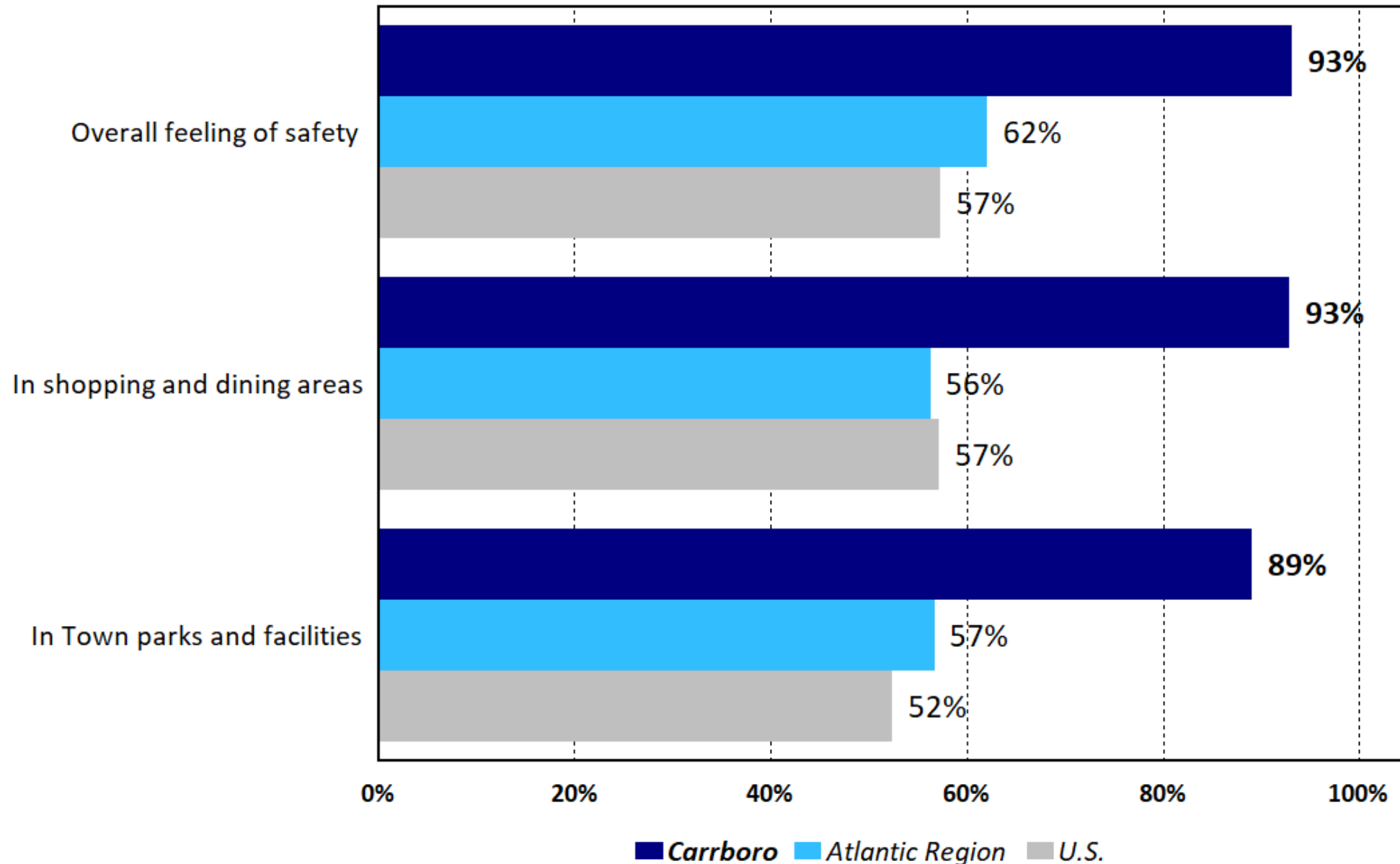


Carrboro Rates Significantly Above the U.S. Average for All Major Categories of Town Services

# Perceptions of Safety in the Community

## Carrboro vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 3 or 4 on a 4-point scale where 4 was "very safe" and 1 was "unsafe" (excluding don't knows)



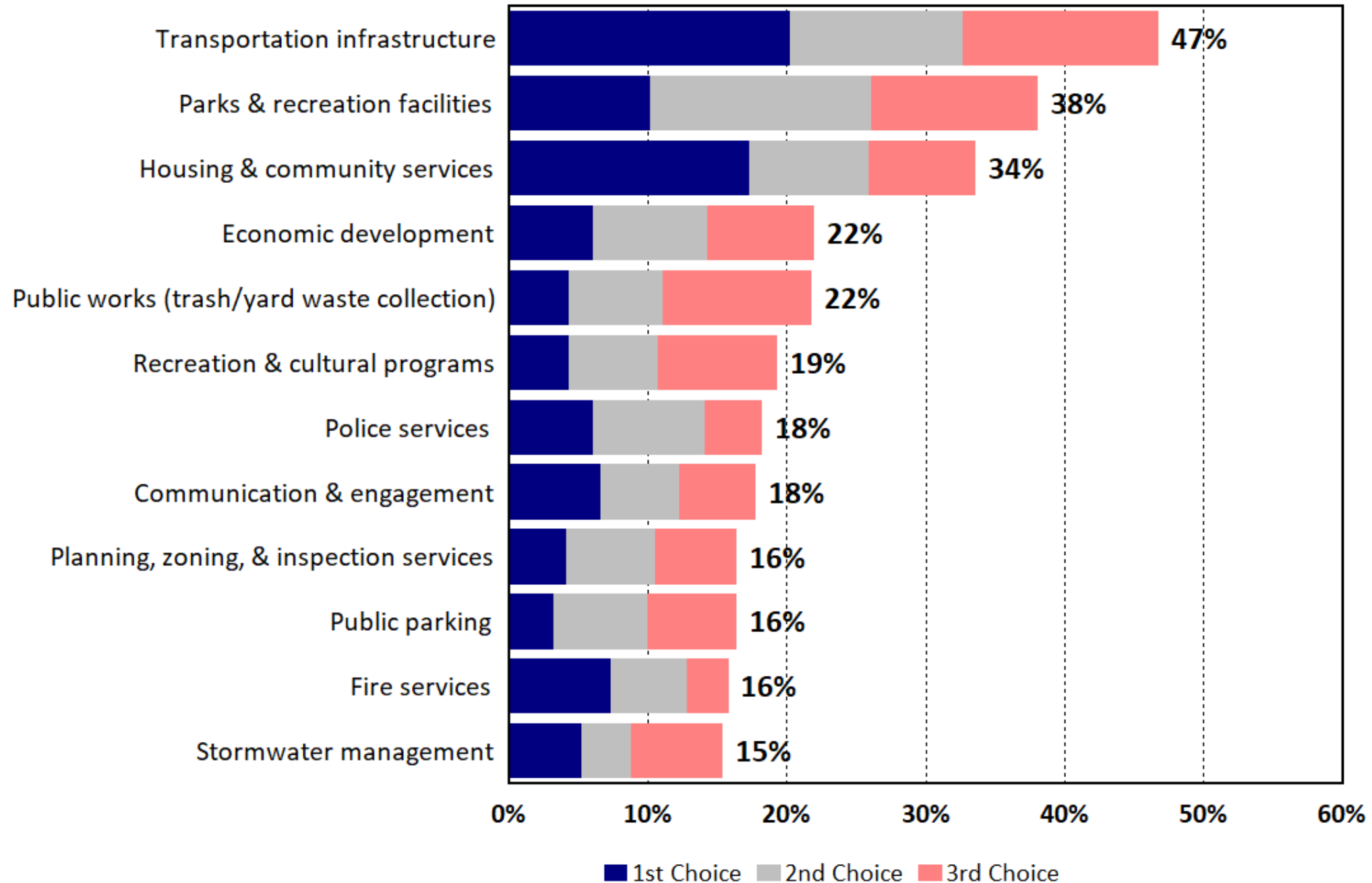
Carrboro Rates Significantly Above the U.S. Average in All Areas Related to Feeling of Safety

# Topic #4

## Top Priorities

# Q5. Town Services That Are Most Important to Residents

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



# Importance-Satisfaction Rating

Town of Carrboro, NC

## Overall

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>						
Transportation infrastructure	47%	1	60%	8	0.1863	1
Housing and community services	34%	3	48%	10	0.1747	2
Economic development	22%	4	47%	11	0.1164	3
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Planning, zoning and inspection services	16%	9	46%	12	0.0887	4
Stormwater management	15%	12	58%	9	0.0648	5
Parks and recreation facilities	38%	2	84%	5	0.0594	6
Communication and engagement	18%	8	67%	7	0.0589	7
Public parking	16%	10	69%	6	0.0512	8
Recreation and cultural programs	19%	6	85%	3	0.0293	9
Police services	18%	7	85%	4	0.0280	10
Public works (trash/yard waste collection)	22%	5	89%	2	0.0235	11
Fire services	16%	11	94%	1	0.0100	12

Overall Priorities

# Importance-Satisfaction Rating

Town of Carrboro, NC

## Transportation

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>						
Availability of parking downtown	44%	2	61%	8	0.1717	1
Availability of sidewalks	41%	3	65%	7	0.1426	2
Availability of greenways/multi-use paths	37%	4	68%	4	0.1209	3
Ease of driving in Carrboro	36%	5	67%	5	0.1175	4
Ease of walking in Carrboro	62%	1	82%	1	0.1104	5
Ease of biking in Carrboro	30%	6	66%	6	0.1021	6
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Adequacy of street lighting	22%	7	69%	3	0.0676	7
Availability of on-street bike amenities	7%	8	59%	9	0.0267	8
Availability of bicycle parking	4%	9	71%	2	0.0129	9

# Importance-Satisfaction Rating

Town of Carrboro, NC

## Housing

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Availability of housing options by price	43%	1	21%	3	0.3373	1
Efforts to expand/preserve affordable housing	36%	2	25%	2	0.2700	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Availability of a range of housing types	13%	3	43%	1	0.0746	3

# Importance-Satisfaction Rating

Town of Carrboro, NC

## Local Economy and Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Quality of new commercial development	45%	1	33%	2	0.3046	<b>1</b>
Access to information about current/proposed private development projects	36%	3	28%	4	0.2567	<b>2</b>
Job growth	29%	4	19%	5	0.2347	<b>3</b>
<b><i>High Priority (IS .10-.20)</i></b>						
Access to shopping	43%	2	63%	1	0.1556	<b>4</b>
New company growth	17%	5	28%	3	0.1190	<b>5</b>

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# Questions?

## Thank You!!