

2026 Town of Carrboro Community Survey Findings Report

Presented to the Town of
Carrboro, North Carolina

April 2026



Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis.....	58
Section 3: Importance-Satisfaction Analysis.....	68
Section 4: Tabular Data.....	79
Section 5: Survey Instrument.....	127



Executive Summary

2026 Town of Carrboro Community Survey

Executive Summary



Purpose

ETC Institute administered a survey to residents of the Town of Carrboro between February and April 2026. The purpose of the survey was to gather resident opinion and feedback in order to evaluate and improve Town services and determine the needs of residents. This is the third community survey ETC Institute has administered for Carrboro; the first was conducted in 2021.

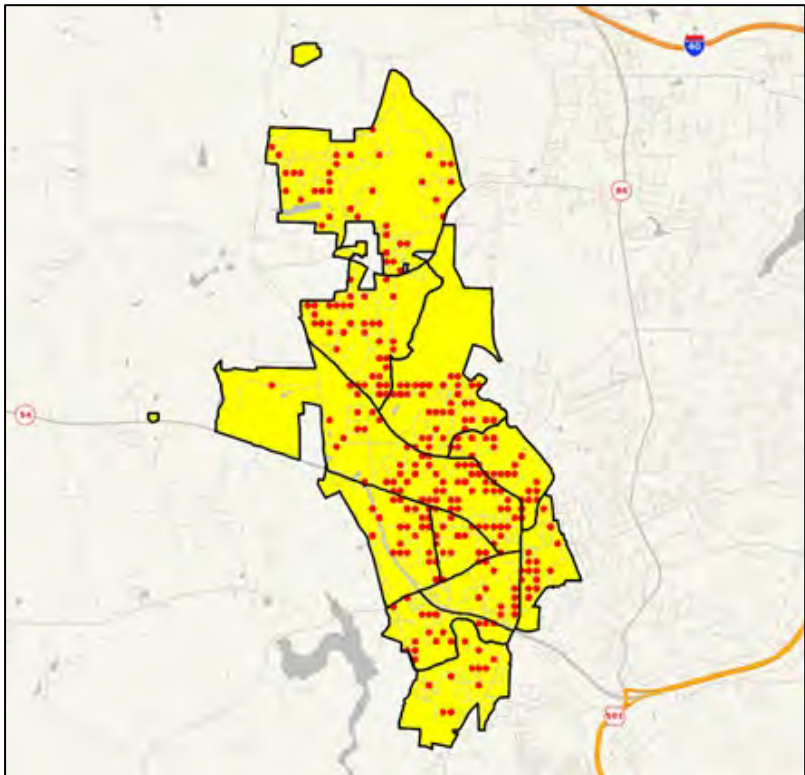
Methodology

The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in Carrboro. 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 follow-up text messages to the households that received the survey to encourage participation. The texts 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 Carrboro 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 400 residents. This goal was met, with a total of 440 residents completing the survey. The overall results for the sample of 440 households have a precision of at least +/-4.6% at the 95% level of confidence.

To better understand how well services are being delivered in different parts of the City, the home address of survey respondents was geocoded. The map to the right shows the physical distribution of respondents to the survey based on the location of their home.



2026 Town of Carrboro Community Survey

Executive Summary



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 the Town of Carrboro 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 Town 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, as well as comparisons to the 2021 and 2024 survey results
- benchmarking analysis comparing Carrboro to national and regional averages,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the Town 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.

Quality of Life in the Town

Nearly all (96%) of the residents surveyed, *who had an opinion*, rated the Town of Carrboro as “excellent” or “good” as a place to live. Other areas in which residents rated the Town as “excellent” or “good” include: overall quality of life (93%), as a place to raise children (92%), and as a place that is welcoming and inclusive to all (91%).

Perceptions of the Community

The overall perceptions of the Town of Carrboro 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: availability of festivals and community events (89%), availability of cultural activities and the arts (86%), and access to parks and green space (82%).

Major Town Services

The major categories of Town 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: fire services (94%), public works (trash/yard waste collection) (89%), recreation and cultural programs (85%), and police services (85%).

2026 Town of Carrboro Community Survey

Executive Summary



Based on the sum of their top three choices, the major categories of Town services that residents thought were most important were: 1) transportation infrastructure, 2) parks and recreation facilities, and 3) housing and community services.

Satisfaction With Key Indicators

Eighty-six percent (86%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of services provided by the Town; 78% were satisfied with the quality of customer service from Town employees, and 57% were satisfied with the value received for Town tax dollars and fees.

Recreation, Parks and Cultural Resources

The recreation, parks and cultural resources 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: maintenance of Town parks (89%), Town special events (July 4th, Music Festival) (86%), availability of diverse cultural events (78%), quality of outdoor athletic fields (78%), and ease of registering for programs (77%).

Based on the sum of their top three choices, the recreation, parks and cultural resources that residents thought were most important were: 1) number of walking and biking trails, 2) maintenance of Town parks, and 3) Town special events.

Perceptions of Safety

The perceptions of safety that had the highest levels of satisfaction, based upon the combined percentage of “very safe” and “safe” responses among residents *who had an opinion*, were: in neighborhoods (96%), overall feeling of safety in Carrboro (93%), and in shopping and dining areas (93%).

Public Safety

The public safety 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: overall effectiveness of Carrboro Fire Department (96%), respectfulness of fire personnel toward people (94%), timeliness of fire department response to emergencies (93%), visibility of the Fire Department in the community (91%), and Fire Department responsiveness to community concerns (90%).

Based on the sum of their top three choices, the public safety services that residents thought were most important were: 1) overall effectiveness of Carrboro Fire Department, 2) overall effectiveness of Carrboro Police Department, and 3) timeliness of police department response to emergencies.

2026 Town of Carrboro Community Survey

Executive Summary



Transportation

The transportation 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: ease of walking in Carrboro (82%), availability of bicycle parking (71%), adequacy of street lighting (69%), and availability of greenways/multi-use paths (68%).

Based on the sum of their top three choices, the transportation services that residents thought were most important were: 1) ease of walking in Carrboro, 2) availability of parking downtown, and 3) availability of sidewalks.

Maintenance

The maintenance 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: maintenance of street signs (84%), maintenance of Town buildings and facilities (83%), and maintenance of Downtown Carrboro (83%).

Based on the sum of their top three choices, the maintenance services that residents thought were most important were: 1) maintenance and cleanliness of streets/public areas, 2) maintenance of Downtown Carrboro, and 3) Town efforts to mitigate draining/flooding in public areas.

Local Economy and Development

The local economy and development items 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: access to shopping (63%), quality of new commercial development (33%), and new company growth (28%).

Based on the sum of their top two choices, the local economy and development items that residents thought were most important were: 1) quality of new commercial development and 2) access to shopping.

Housing

The aspects of housing 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: availability of a range of housing types (43%) and efforts of the Town to expand and preserve affordable housing (25%). The most important aspect of housing to Carrboro residents was the availability of housing options by price.

2026 Town of Carrboro Community Survey

Executive Summary



Communication and Engagement

The aspects of Town communication and engagement 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: availability of emergency information (76%), availability of information about Town programs and services (70%), and availability of information and services in languages other than English (69%).

Based on the sum of their top two choices, the aspects of Town communication and engagement that residents thought were most important were: 1) quality of transparent, trusted, and clear Town communication and 2) availability of information about Town programs and services.

Other Findings

- Sixty percent (60%) of the residents surveyed indicated they or someone in their household rides a bicycle. Of those who ride a bicycle, 84% do so for recreation.
- Forty-two percent (42%) of the residents surveyed indicated they or someone in their household uses the Chapel Hill Transit system. Of those, 42% use it to go to and from work. Of the 58% of respondents surveyed who do not use the Chapel Hill Transit system, 60% indicated it is because they prefer to drive/bike/walk.
- Fifty-seven percent (57%) of the residents surveyed indicated their primary source for Town news and information is friends/colleagues/word of mouth. Other sources include: the Town of Carrboro website (51%), outdoor signage (48%), Town emails (38%), and communications received at home (38%).

2026 Town of Carrboro Community Survey

Executive Summary



Trends Since 2024

Ratings for the Town of Carrboro **stayed the same or improved in 68 of the 93 areas** that were assessed in 2024 and 2026. The Town showed significant improvement (5% or more) in 13 of these areas. The areas with the largest increases and decreases since 2024 are listed below:

Largest Increases Since 2024

- Availability of parking downtown (+17.9%)
- Public parking (+17.6%)
- Availability of information and services in languages other than English (+15.9%)
- Respectfulness of police personnel toward people (+10.6%)
- Current state of race relations (+10.5%)
- Responsiveness to community concerns – police (+9.5%)
- The Town as a community advancing climate action (+7.3%)

Largest Decreases Since 2024

- The Town's adult programs (-3%)
- Access to information about current/proposed private development projects (-3.2%)
- Quality of new development in Carrboro (-3.6%)
- Quality of new commercial development (-5.1%)
- The Town as a place to start a business (-6.3%)
- New company growth (-11.1%)
- Job growth (-14.9%)

2026 Town of Carrboro Community Survey

Executive Summary



How the Town of Carrboro Compares to Other Communities in the Region

The Town of Carrboro **rated above the Atlantic regional average** in all 33 areas that were assessed. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia. Carrboro rated significantly higher than the Atlantic regional average (5% or more above) in 32 of these areas. The table below shows how the Town of Carrboro compares to communities in the Atlantic Region.

Service	Carrboro	Atlantic Region	Difference	Category
Quality of services provided by the Town	85.6%	46.2%	39.4%	Key Indicators
As a place to live	96.4%	59.3%	37.1%	Ratings of Quality of Life
As a community advancing racial equity	82.6%	45.8%	36.8%	Ratings of Quality of Life
Quality of customer service from Town employees	78.1%	41.4%	36.7%	Key Indicators
In shopping and dining areas	92.9%	56.3%	36.6%	Perceptions of Safety
Maintenance & cleanliness of streets/public areas	80.5%	45.9%	34.6%	Maintenance
Public works (trash/yard waste collection)	89.2%	56.0%	33.2%	Major Categories of Town Services
In Town parks and facilities	89.1%	56.7%	32.4%	Perceptions of Safety
Maintenance of Downtown	82.5%	50.2%	32.3%	Maintenance
Overall feeling of safety	93.2%	62.1%	31.1%	Perceptions of Safety
Maintenance of Town buildings and facilities	82.6%	53.9%	28.7%	Maintenance
As a place to raise children	92.1%	63.8%	28.3%	Ratings of Quality of Life
As a place to retire	77.5%	49.8%	27.7%	Ratings of Quality of Life
Maintenance of street signs	84.3%	57.6%	26.7%	Maintenance
Fire prevention/hazard preparedness/safety education programs	81.7%	55.7%	26.0%	Public Safety Services
Police services	84.6%	59.4%	25.2%	Major Categories of Town Services
Communication and engagement	66.9%	43.7%	23.2%	Major Categories of Town Services
Value received for Town tax dollars and fees	56.8%	35.0%	21.8%	Key Indicators
Timeliness of police dept. response to emergencies	87.5%	66.1%	21.4%	Public Safety Services
Transportation infrastructure	60.2%	39.2%	21.0%	Major Categories of Town Services
Landscaping & maintenance in parks/medians/public areas	78.0%	57.1%	20.9%	Maintenance
Availability of information about Town programs and services	69.9%	49.3%	20.6%	Communication and Engagement
Visibility of Police in the community	80.0%	59.7%	20.3%	Public Safety Services
As a place to work	74.1%	54.4%	19.7%	Ratings of Quality of Life
Fire services	93.7%	74.6%	19.1%	Major Categories of Town Services
As a place to visit	74.4%	56.7%	17.7%	Ratings of Quality of Life
Ease of locating information on Town website	61.4%	44.7%	16.7%	Communication and Engagement
Timeliness of fire dept. response to emergencies	93.3%	76.7%	16.6%	Public Safety Services
Accessibility of public areas/facilities for persons with disabilities	66.3%	52.5%	13.8%	Maintenance
Enforcement of local traffic laws	67.4%	55.6%	11.8%	Public Safety Services
Town efforts to keep residents informed	61.9%	51.6%	10.3%	Communication and Engagement
Level of public involvement in local decision-making	50.7%	41.6%	9.1%	Communication and Engagement
Stormwater management	57.9%	54.9%	3.0%	Major Categories of Town Services

2026 Town of Carrboro Community Survey

Executive Summary



How the Town of Carrboro Compares to Other Communities in the U.S.

The Town of Carrboro **rated significantly above the National average** (5% or more above) in all 33 areas that were assessed. The table below shows how the Town of Carrboro compares to communities in the U.S.

Service	Carrboro	U.S.	Difference	Category
Quality of services provided by the Town	85.6%	42.9%	42.7%	Key Indicators
As a place to live	96.4%	54.7%	41.7%	Ratings of Quality of Life
Quality of customer service from Town employees	78.1%	38.0%	40.1%	Key Indicators
Public works (trash/yard waste collection)	89.2%	50.1%	39.1%	Major Categories of Town Services
Maintenance of Downtown	82.5%	44.9%	37.6%	Maintenance
In Town parks and facilities	89.1%	52.4%	36.7%	Perceptions of Safety
Overall feeling of safety	93.2%	57.3%	35.9%	Perceptions of Safety
Timeliness of police dept. response to emergencies	87.5%	51.7%	35.8%	Public Safety Services
In shopping and dining areas	92.9%	57.2%	35.7%	Perceptions of Safety
Police services	84.6%	49.0%	35.6%	Major Categories of Town Services
As a place to raise children	92.1%	56.7%	35.4%	Ratings of Quality of Life
As a community advancing racial equity	82.6%	47.6%	35.0%	Ratings of Quality of Life
Maintenance & cleanliness of streets/public areas	80.5%	49.2%	31.3%	Maintenance
Maintenance of Town buildings and facilities	82.6%	51.5%	31.1%	Maintenance
As a place to retire	77.5%	47.3%	30.2%	Ratings of Quality of Life
Maintenance of street signs	84.3%	54.4%	29.9%	Maintenance
Fire prevention/hazard preparedness/safety education programs	81.7%	51.9%	29.8%	Public Safety Services
Communication and engagement	66.9%	37.2%	29.7%	Major Categories of Town Services
Visibility of Police in the community	80.0%	50.3%	29.7%	Public Safety Services
Landscaping & maintenance in parks/medians/public areas	78.0%	49.3%	28.7%	Maintenance
As a place to work	74.1%	46.7%	27.4%	Ratings of Quality of Life
Timeliness of fire dept. response to emergencies	93.3%	66.4%	26.9%	Public Safety Services
Availability of information about Town programs and services	69.9%	44.1%	25.8%	Communication and Engagement
Fire services	93.7%	68.0%	25.7%	Major Categories of Town Services
Value received for Town tax dollars and fees	56.8%	32.7%	24.1%	Key Indicators
Transportation infrastructure	60.2%	37.5%	22.7%	Major Categories of Town Services
As a place to visit	74.4%	52.3%	22.1%	Ratings of Quality of Life
Enforcement of local traffic laws	67.4%	46.6%	20.8%	Public Safety Services
Accessibility of public areas/facilities for persons with disabilities	66.3%	46.2%	20.1%	Maintenance
Town efforts to keep residents informed	61.9%	42.0%	19.9%	Communication and Engagement
Ease of locating information on Town website	61.4%	42.4%	19.0%	Communication and Engagement
Level of public involvement in local decision-making	50.7%	34.7%	16.0%	Communication and Engagement
Stormwater management	57.9%	48.5%	9.4%	Major Categories of Town Services

2026 Town of Carrboro Community Survey

Executive Summary



Investment Priorities

Recommended Priorities. In order to help the Town identify investment priorities for the future, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each Town 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 Town services in the future. If the Town wants to improve its overall satisfaction rating, the Town 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 Town by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Town services. This analysis was conducted to help set the overall priorities for the Town. Based on the results of this analysis, the services that are recommended as the top priorities in order to raise the Town's overall satisfaction rating are listed below:

- Transportation infrastructure (I-S = 0.1863)
- Housing and community services (I-S = 0.1747)
- Economic development (I-S = 0.1164)

The table on the following page shows the Importance-Satisfaction rating for all 12 major categories of Town services that were rated.

2026 Town of Carrboro Community Survey Executive Summary



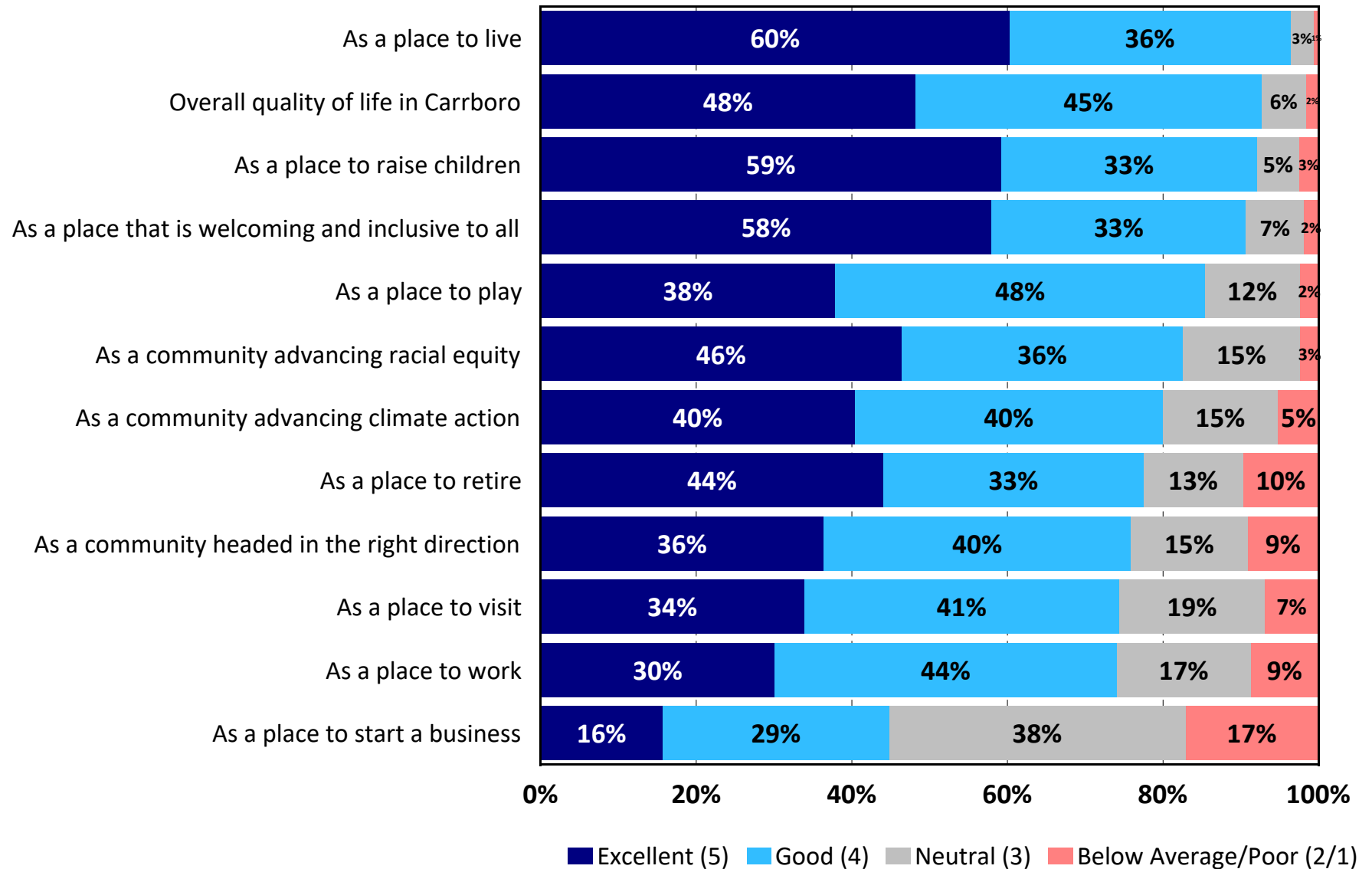
Importance-Satisfaction Rating						
Town of Carrboro, NC						
Overall						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Transportation infrastructure	47%	1	60%	8	0.1863	1
Housing and community services	34%	3	48%	10	0.1747	2
Economic development	22%	4	47%	11	0.1164	3
<i>Medium Priority (IS <.10)</i>						
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



Charts and Graphs

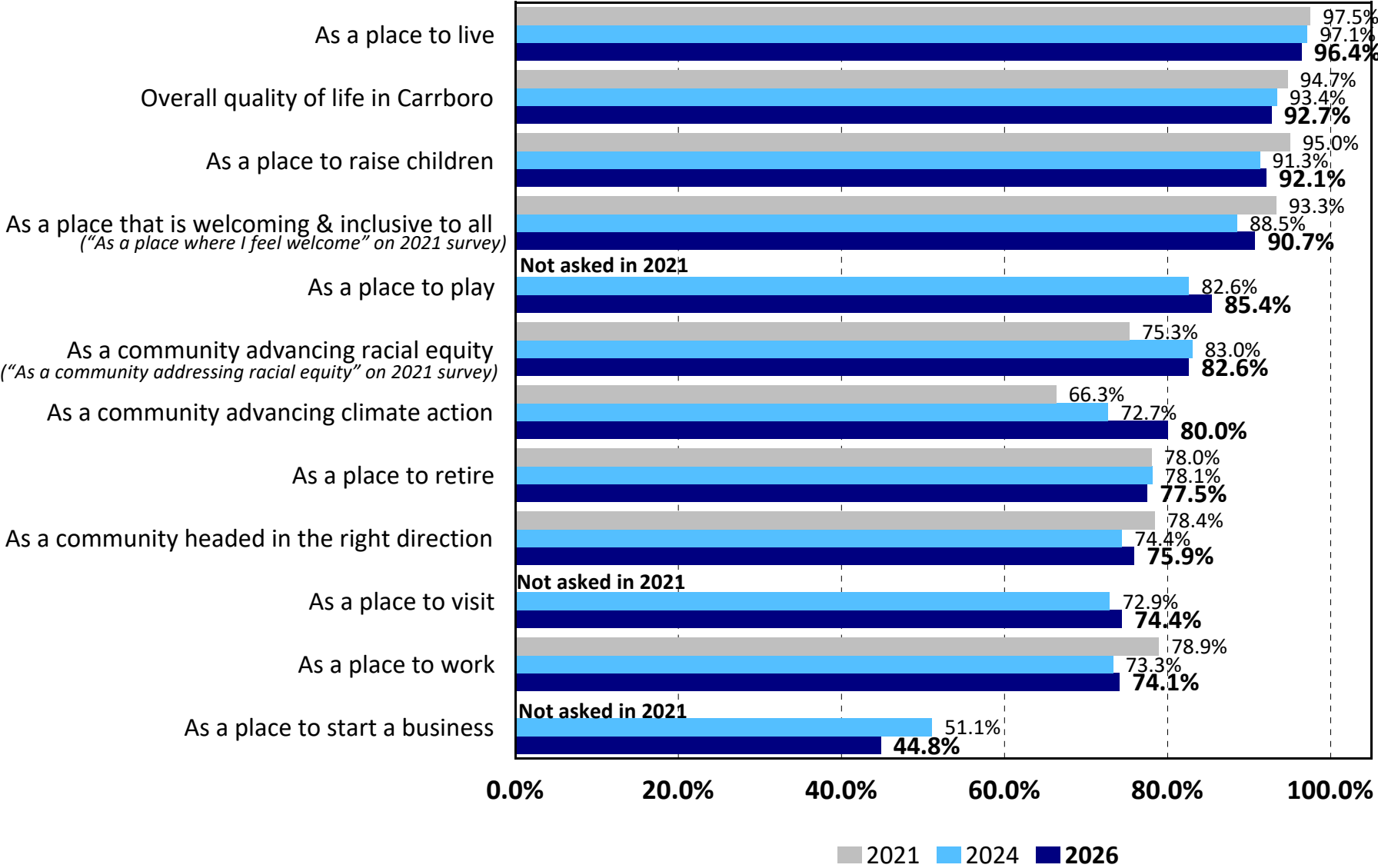
Q1. Ratings of Quality of Life in the Town

by percentage of respondents (excluding don't knows)



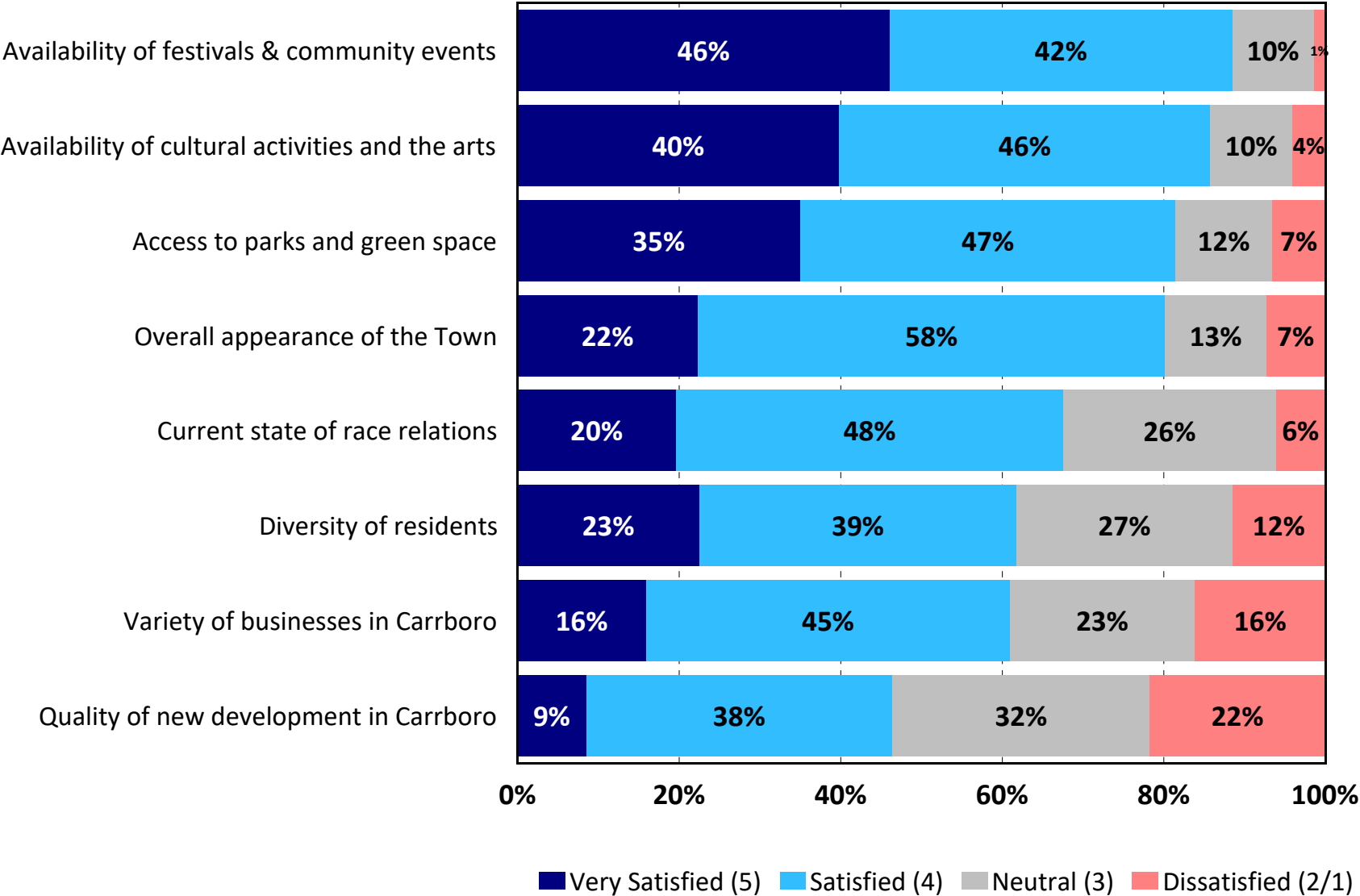
TRENDS: Ratings of Quality of Life in the Town 2021 to 2026

by percentage of respondents (excluding don't knows)



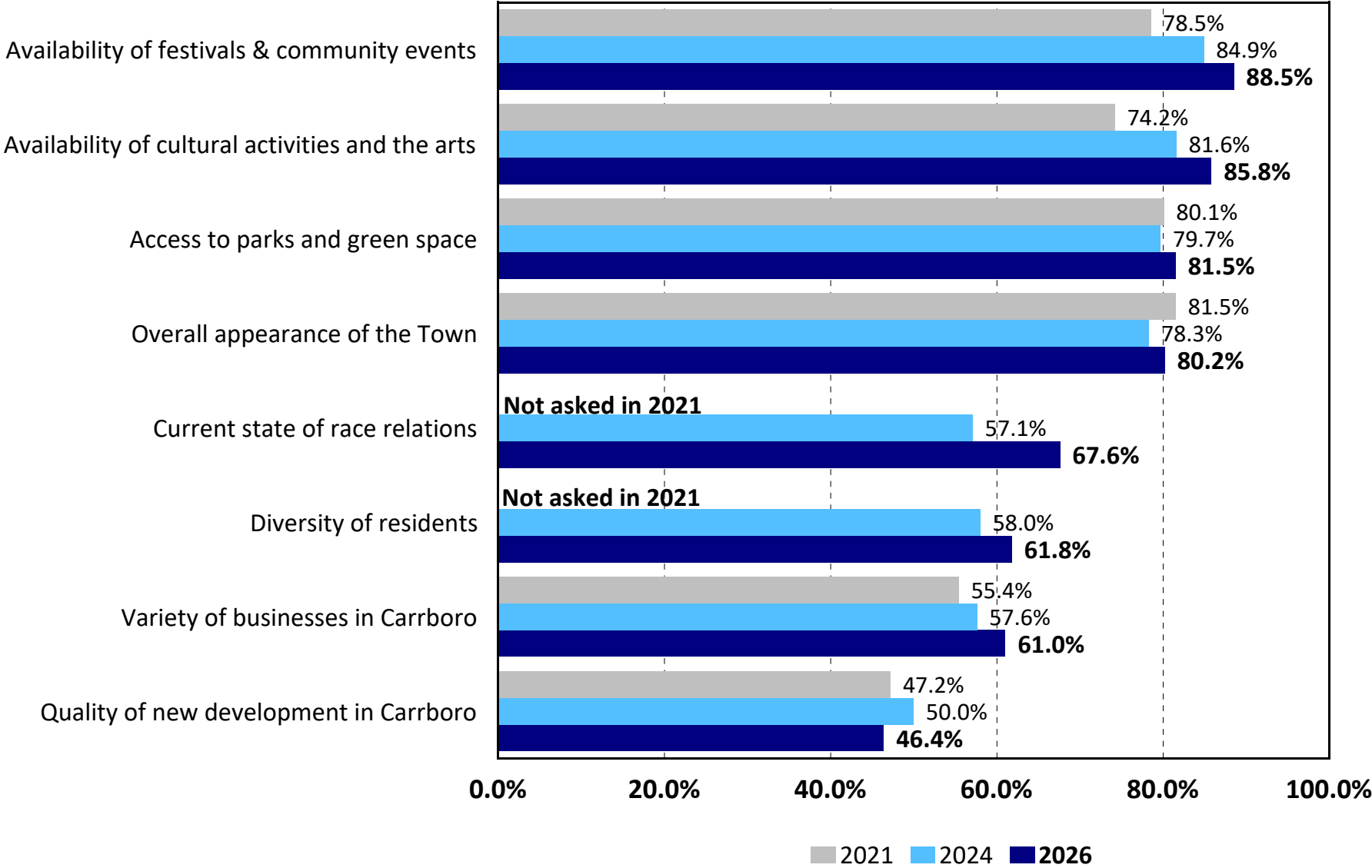
Q2. Satisfaction with Perceptions of Carrboro

by percentage of respondents (excluding don't knows)



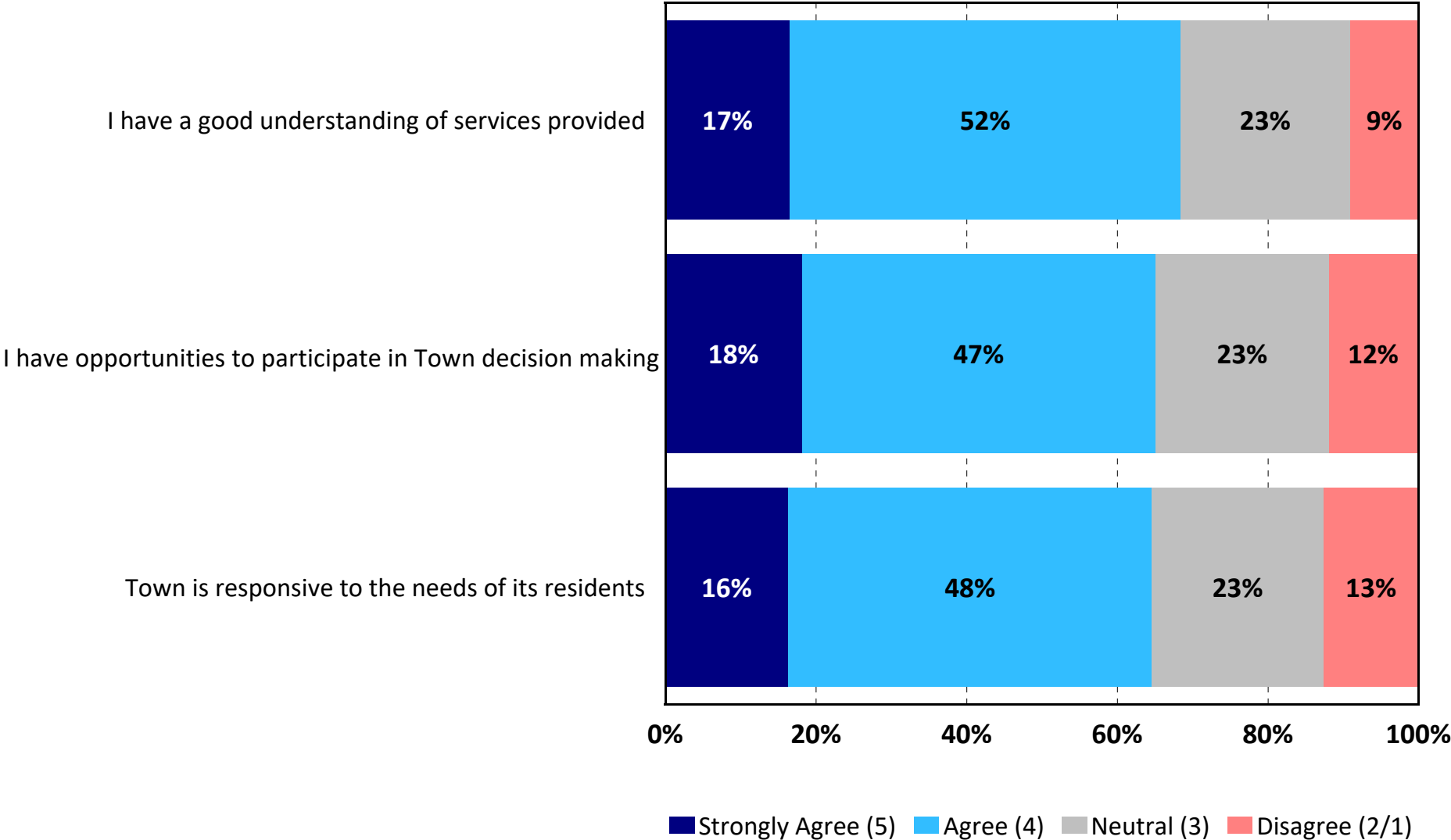
TRENDS: Satisfaction with Perceptions of Carrboro 2021 to 2026

by percentage of respondents (excluding don't knows)



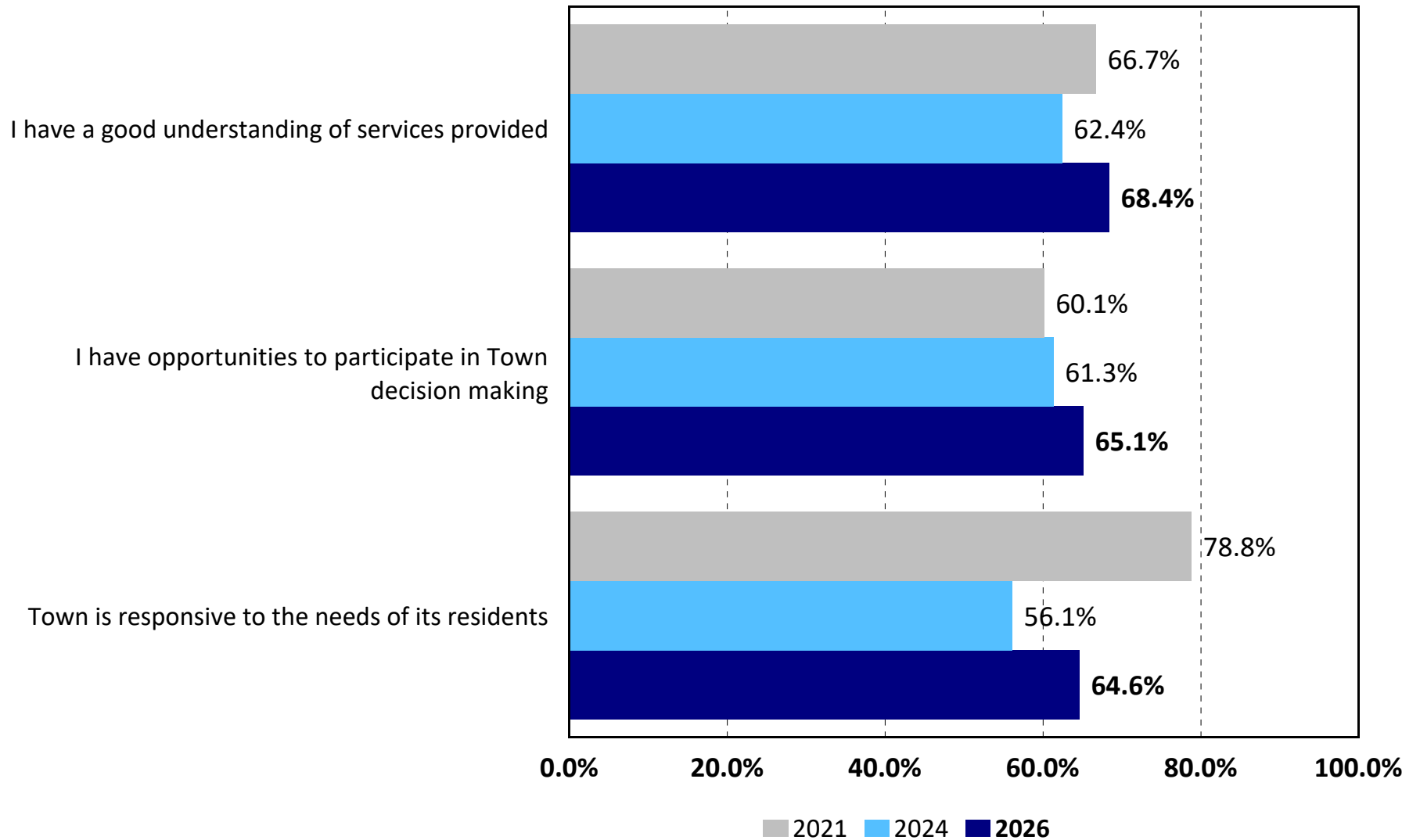
Q3. Agreement With the Following Statements Regarding Town Leadership

by percentage of respondents (excluding don't knows)



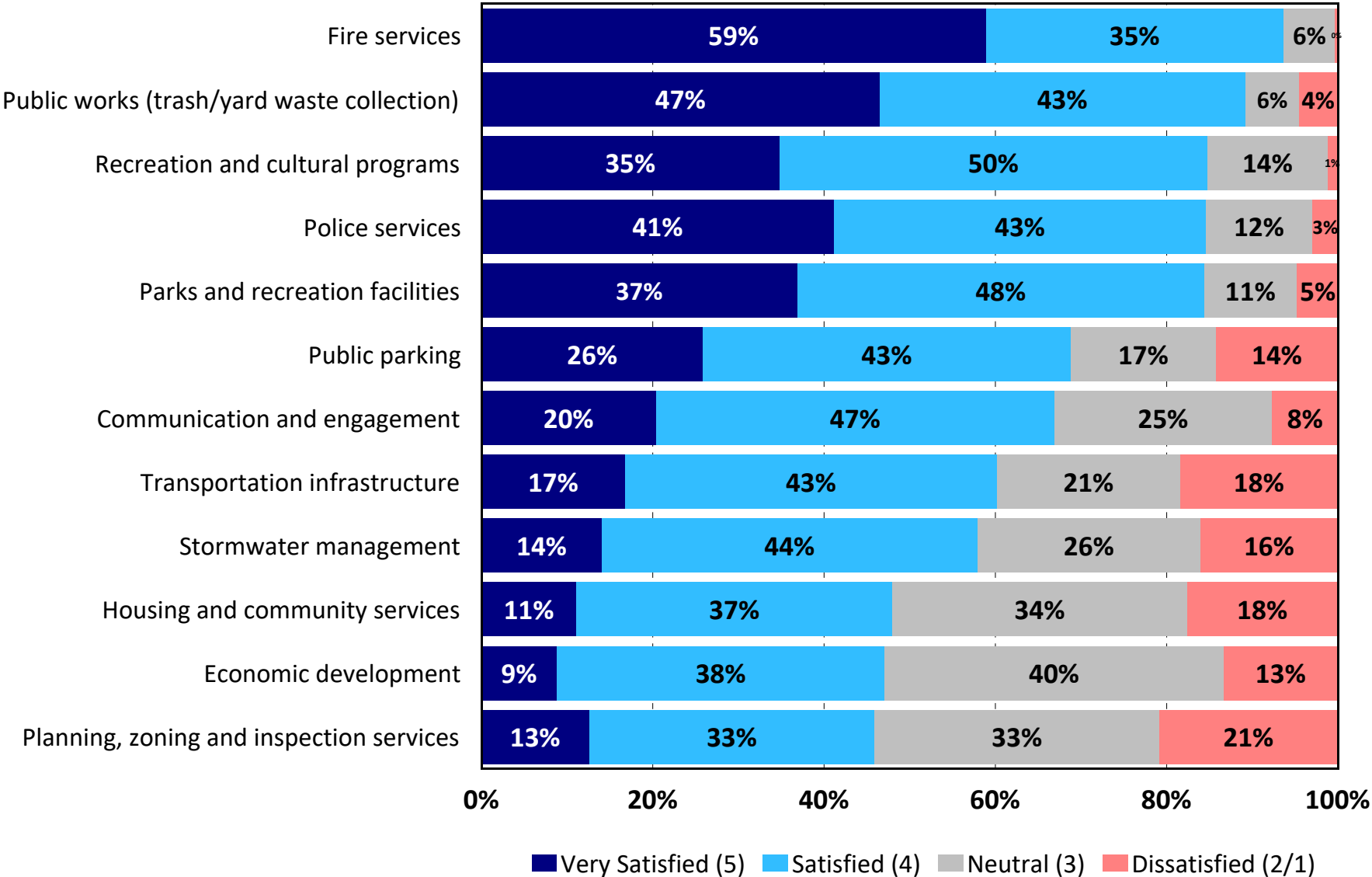
TRENDS: Agreement With the Following Statements Regarding Town Leadership - 2021 to 2026

by percentage of respondents (excluding don't knows)



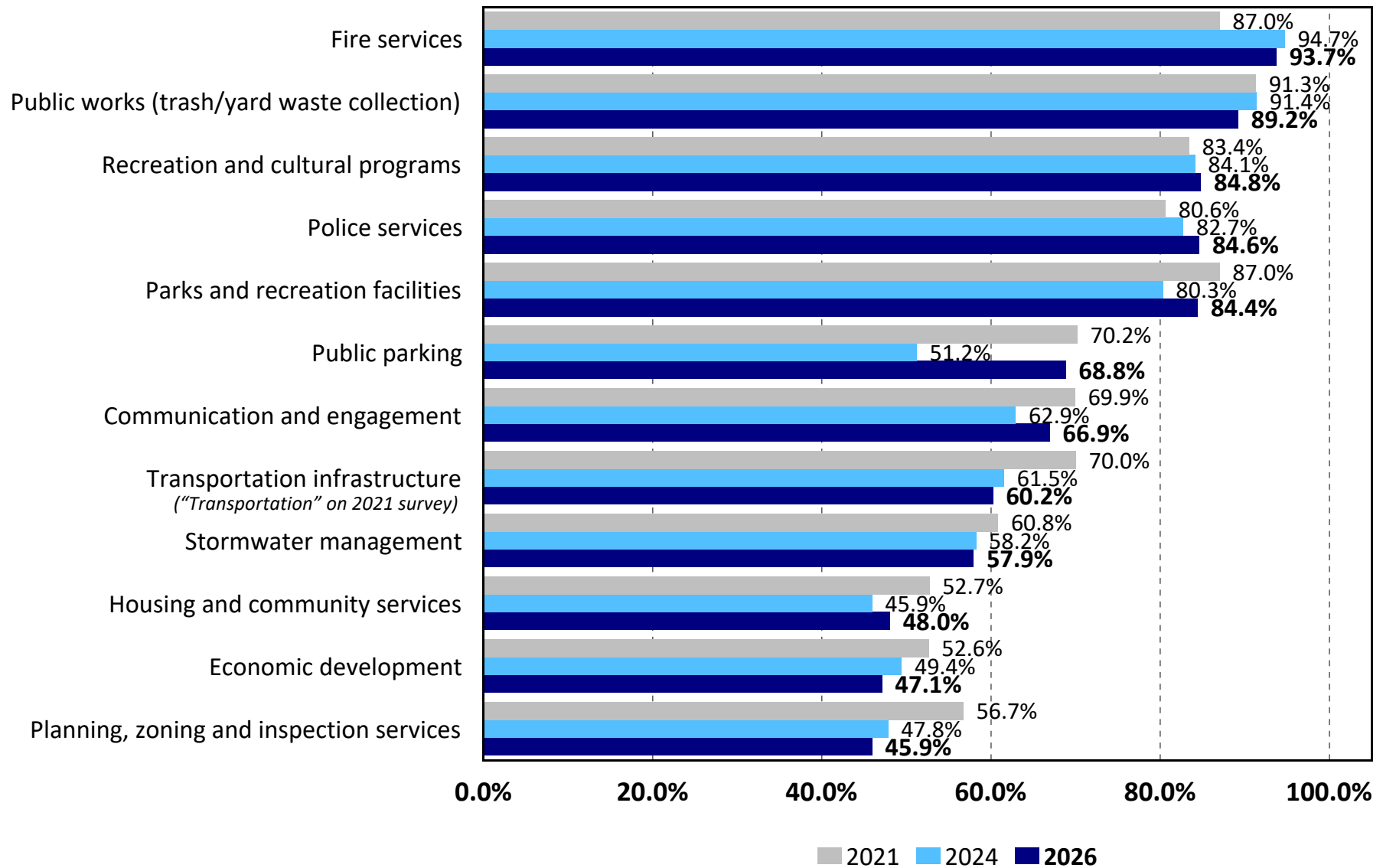
Q4. Satisfaction With Major Categories of Town Services

by percentage of respondents (excluding don't knows)



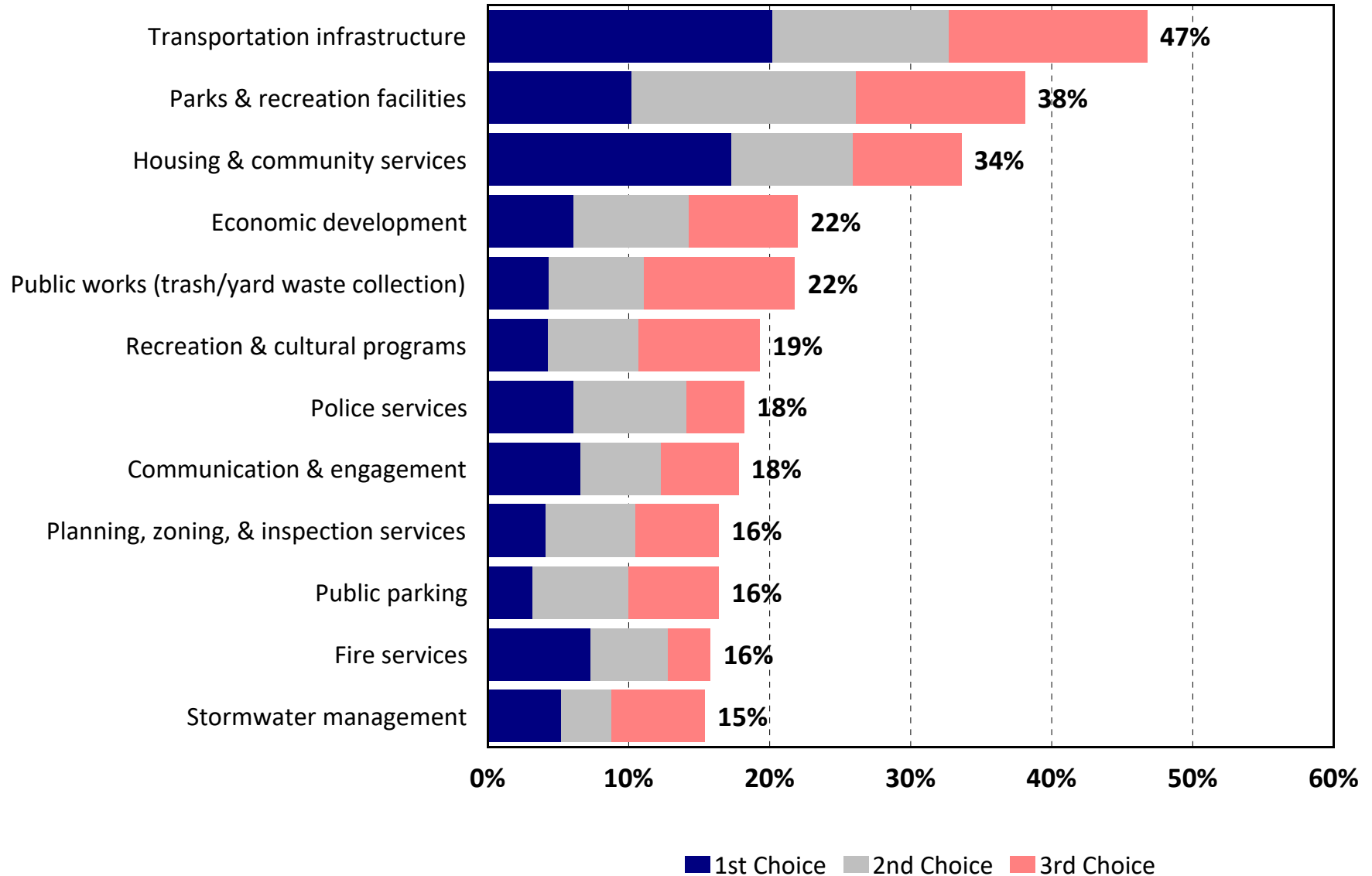
TRENDS: Satisfaction With Major Categories of Town Services - 2021 to 2026

by percentage of respondents (excluding don't knows)



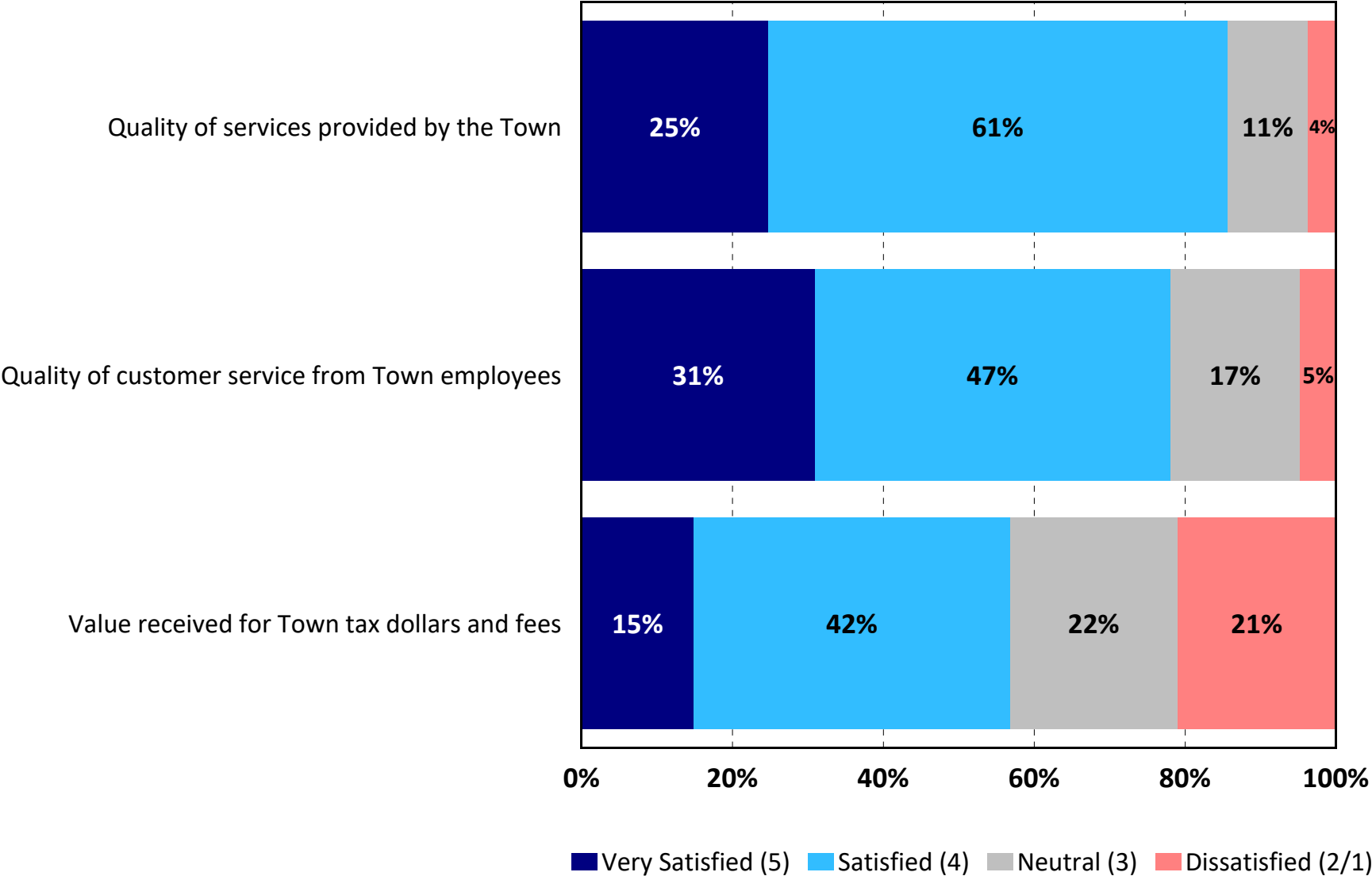
Q5. Town Services That Are Most Important to Residents

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



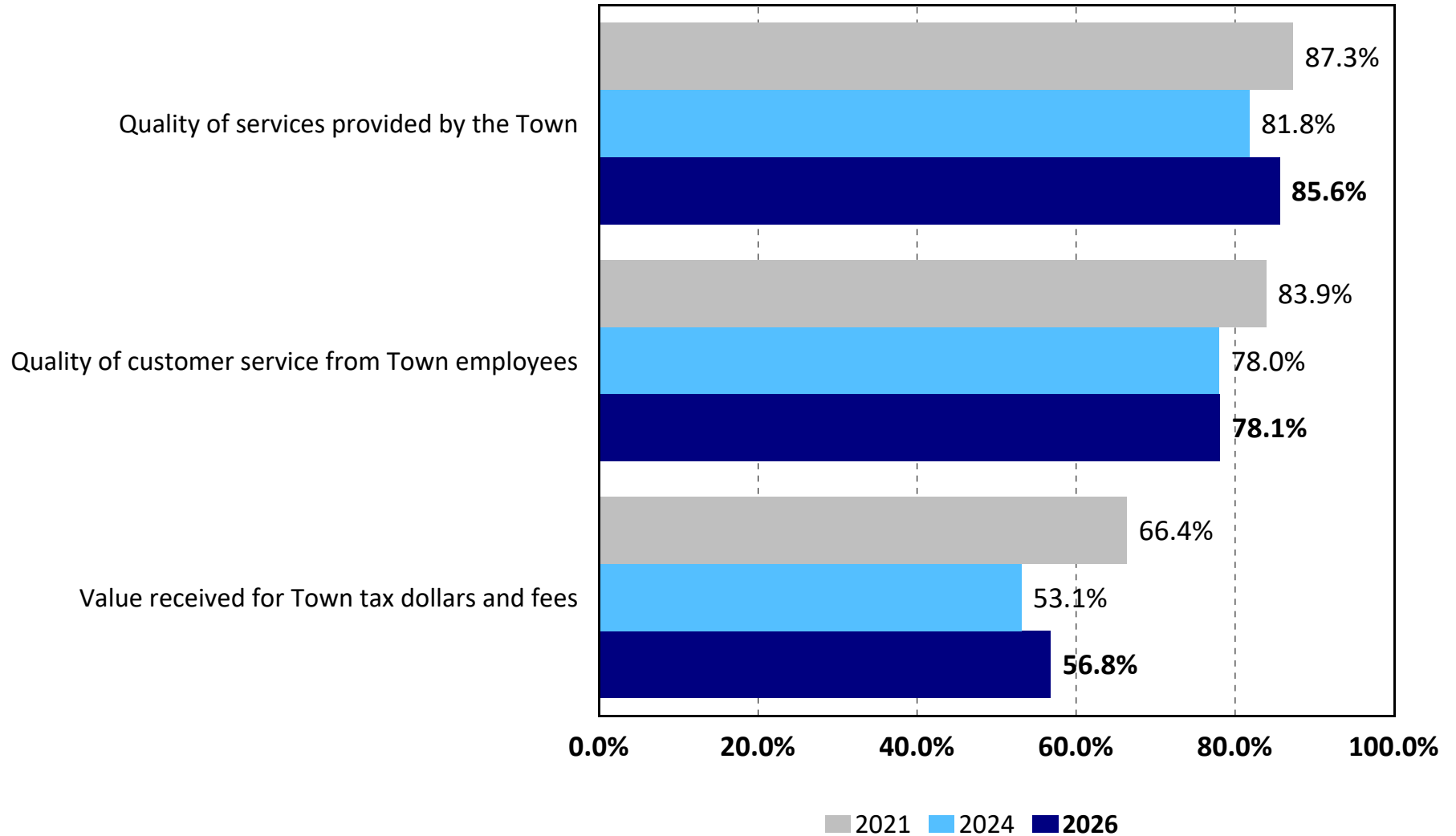
Q6. Satisfaction With the Following Key Indicators

by percentage of respondents (excluding don't knows)



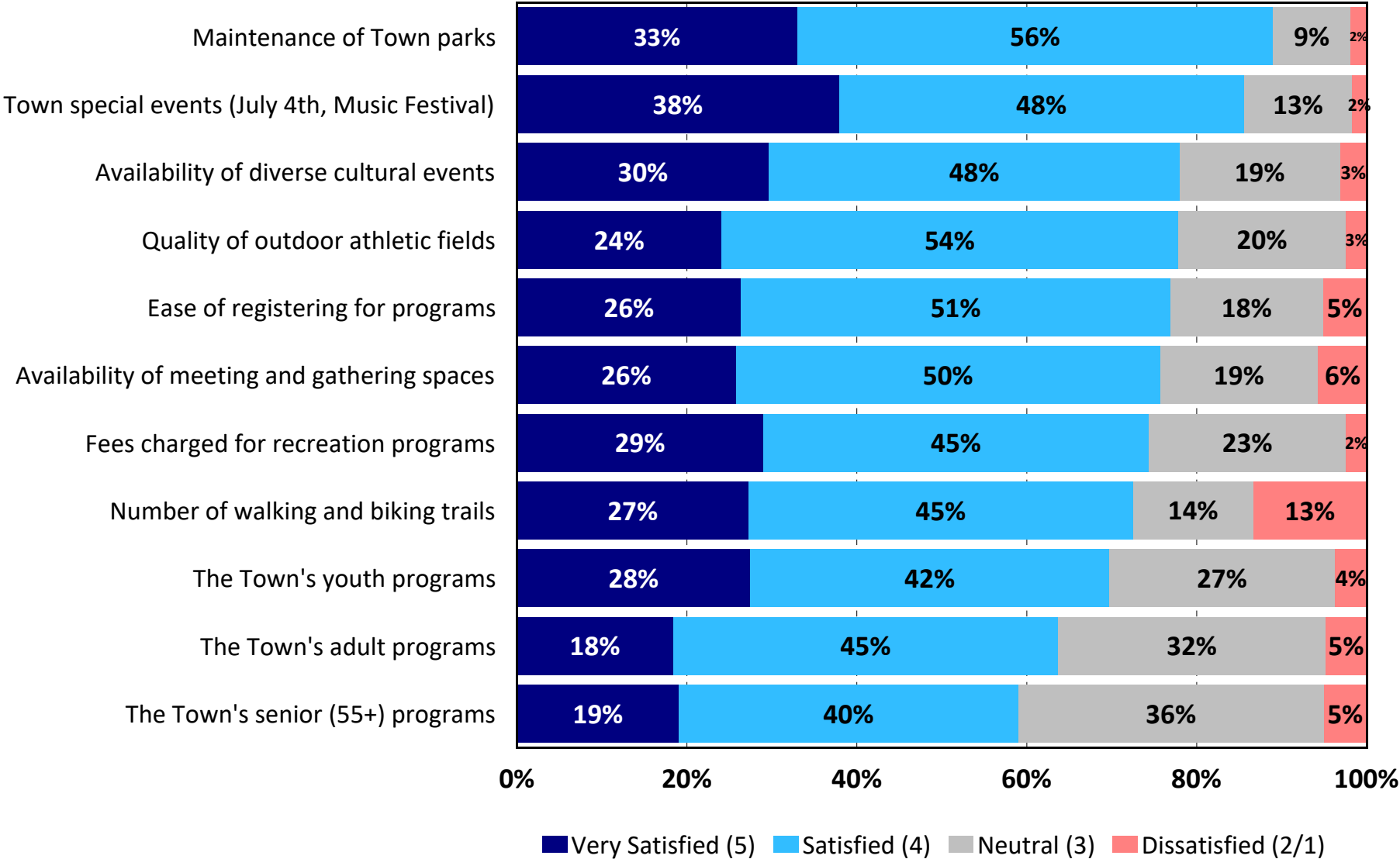
TRENDS: Satisfaction With the Following Key Indicators 2021 to 2026

by percentage of respondents (excluding don't knows)



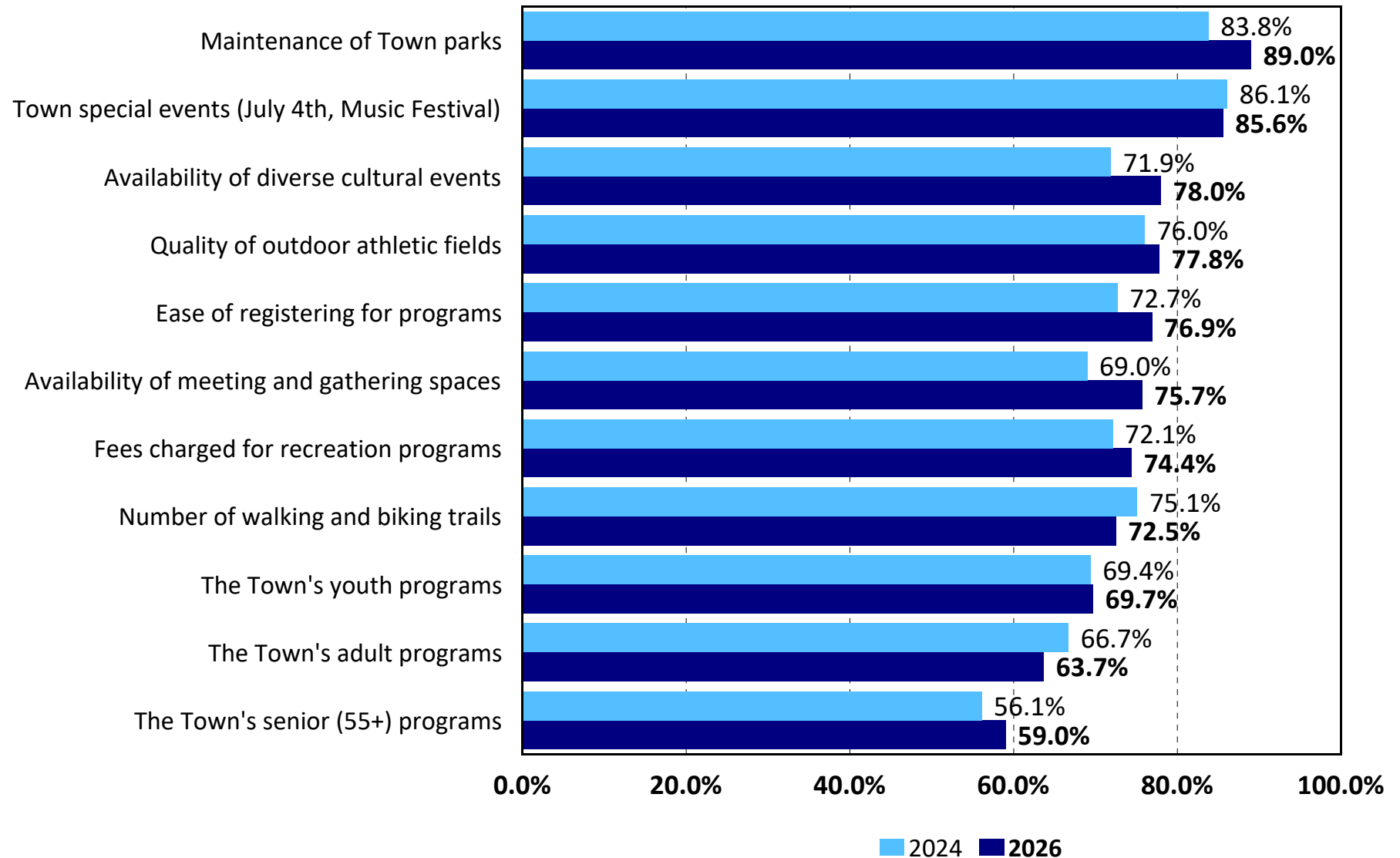
Q7. Satisfaction with Recreation, Parks and Cultural Resources

by percentage of respondents (excluding don't knows)



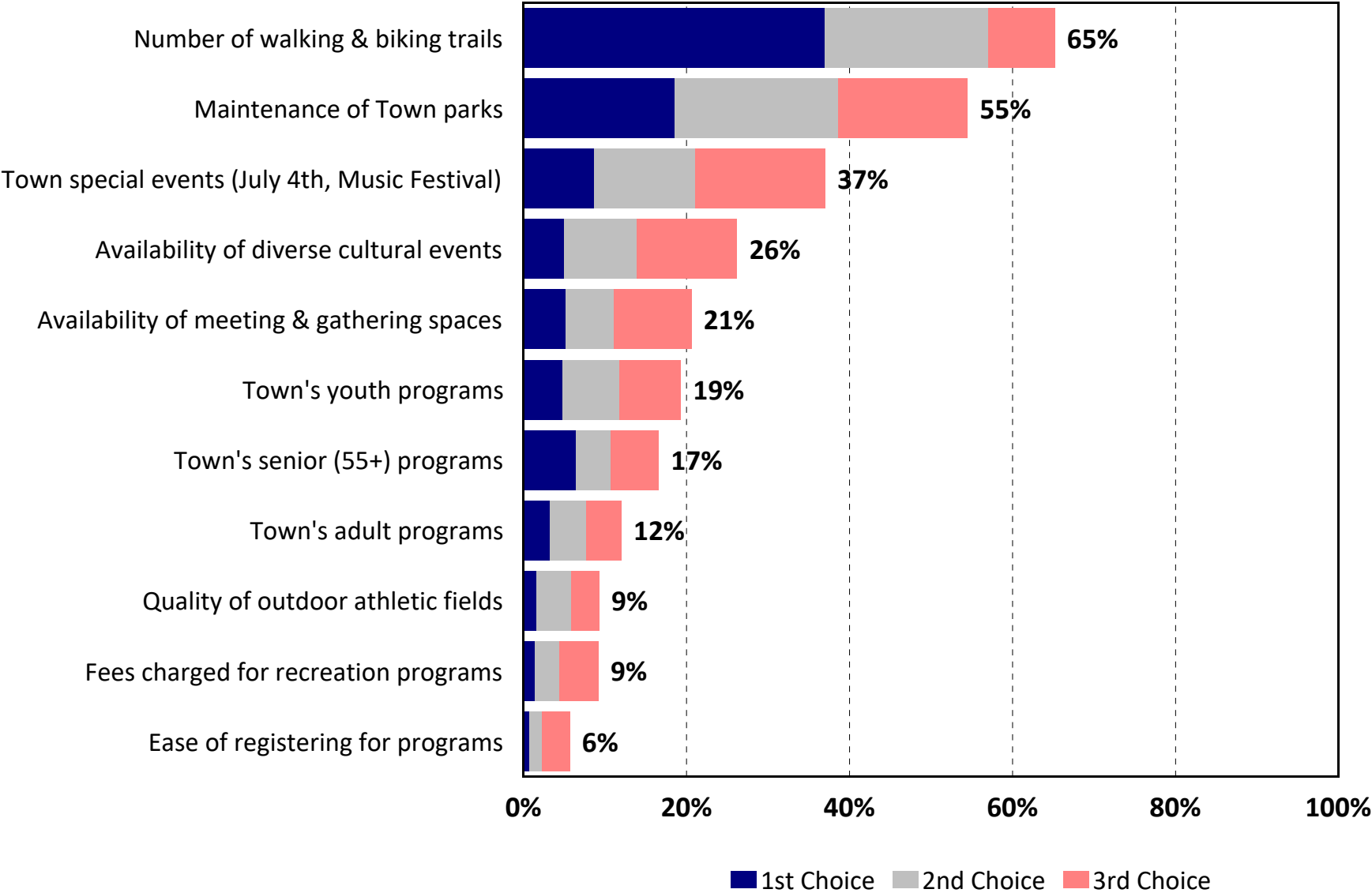
TRENDS: Satisfaction with Recreation, Parks and Cultural Resources - 2024 vs. 2026

by percentage of respondents (excluding don't knows)



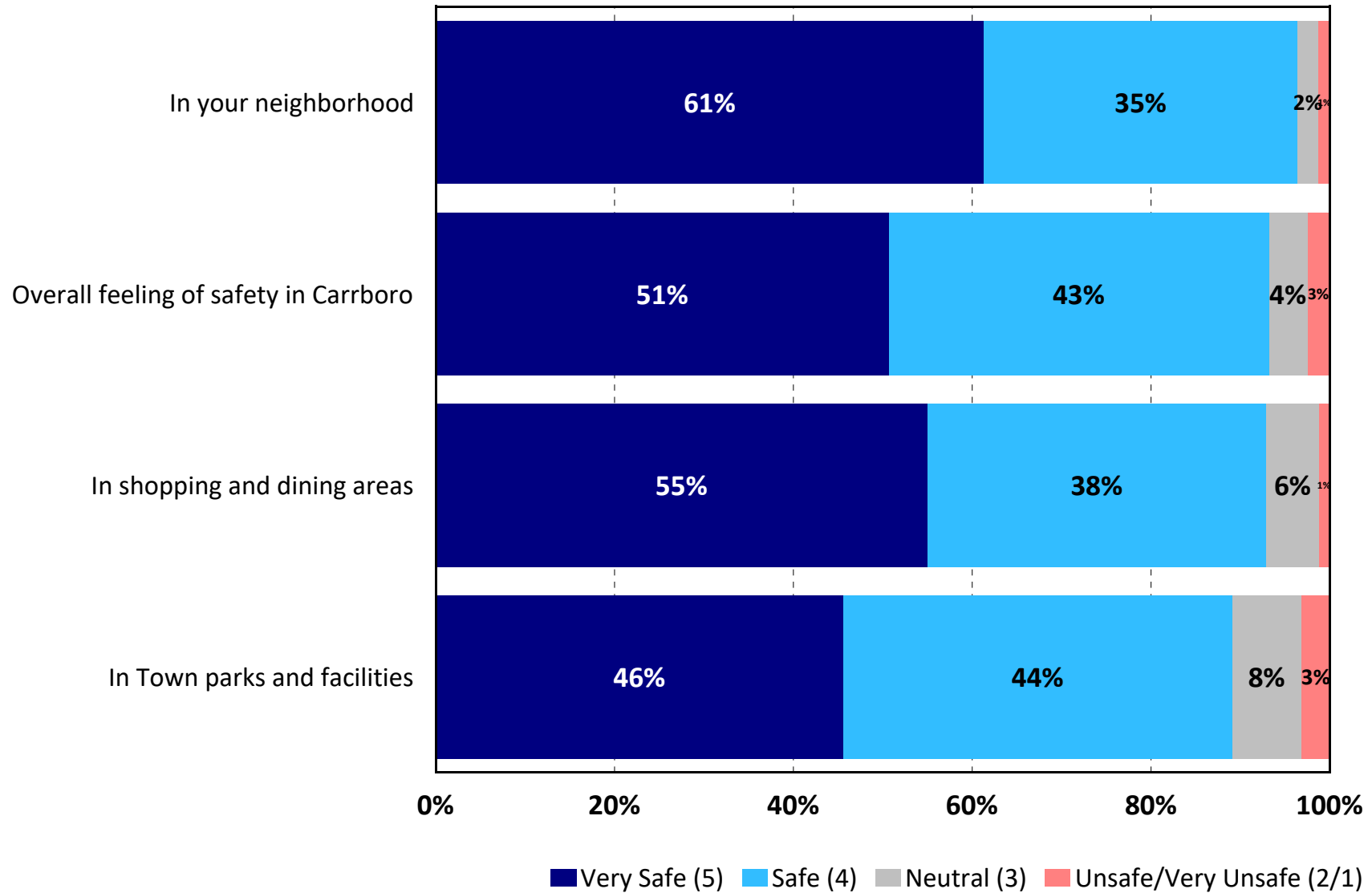
Q8. Recreation, Parks and Cultural Resources That Are Most Important to Residents

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



Q9. Perceptions of Safety in Carrboro

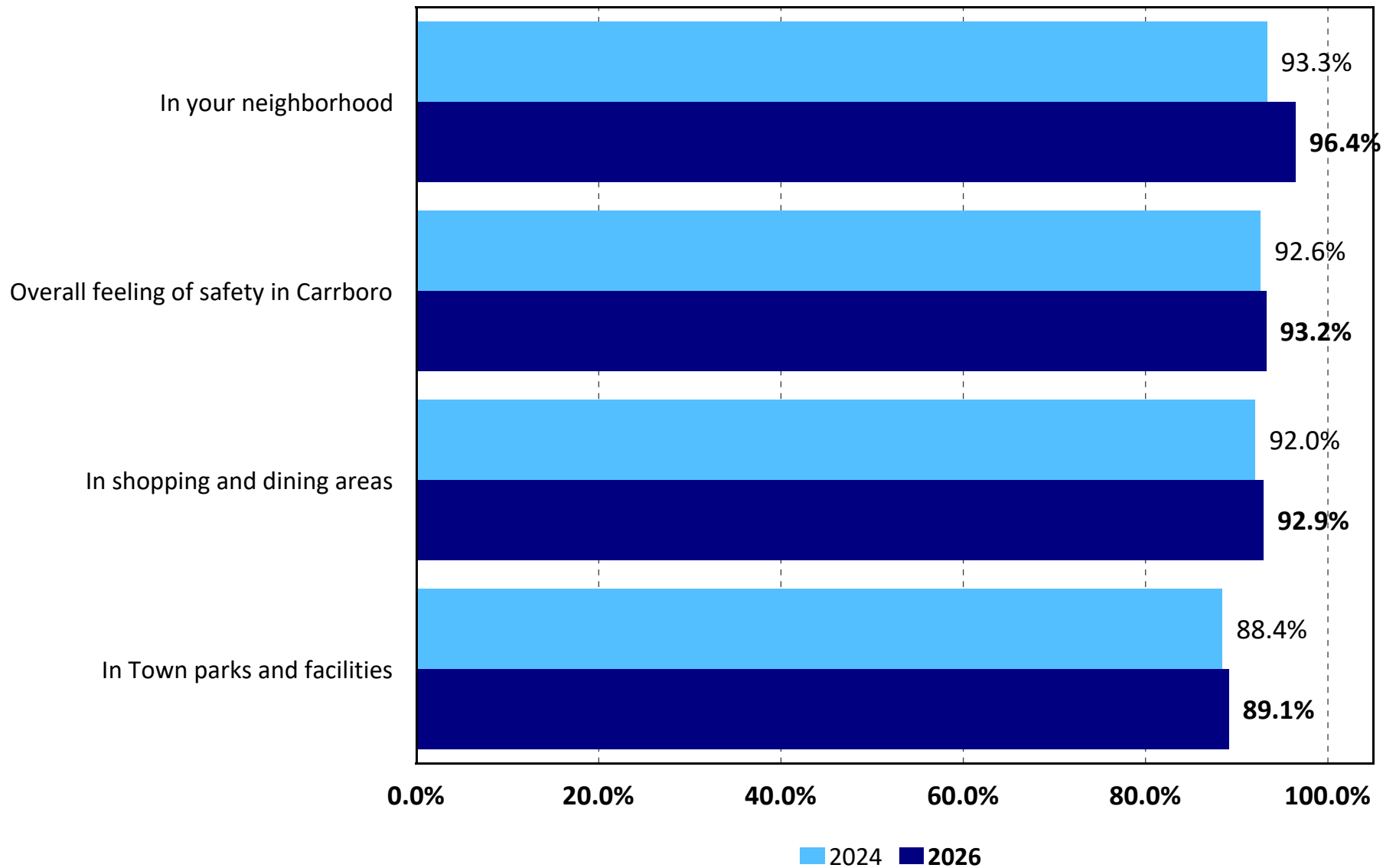
by percentage of respondents (excluding don't knows)



TRENDS: Perceptions of Safety in Carrboro

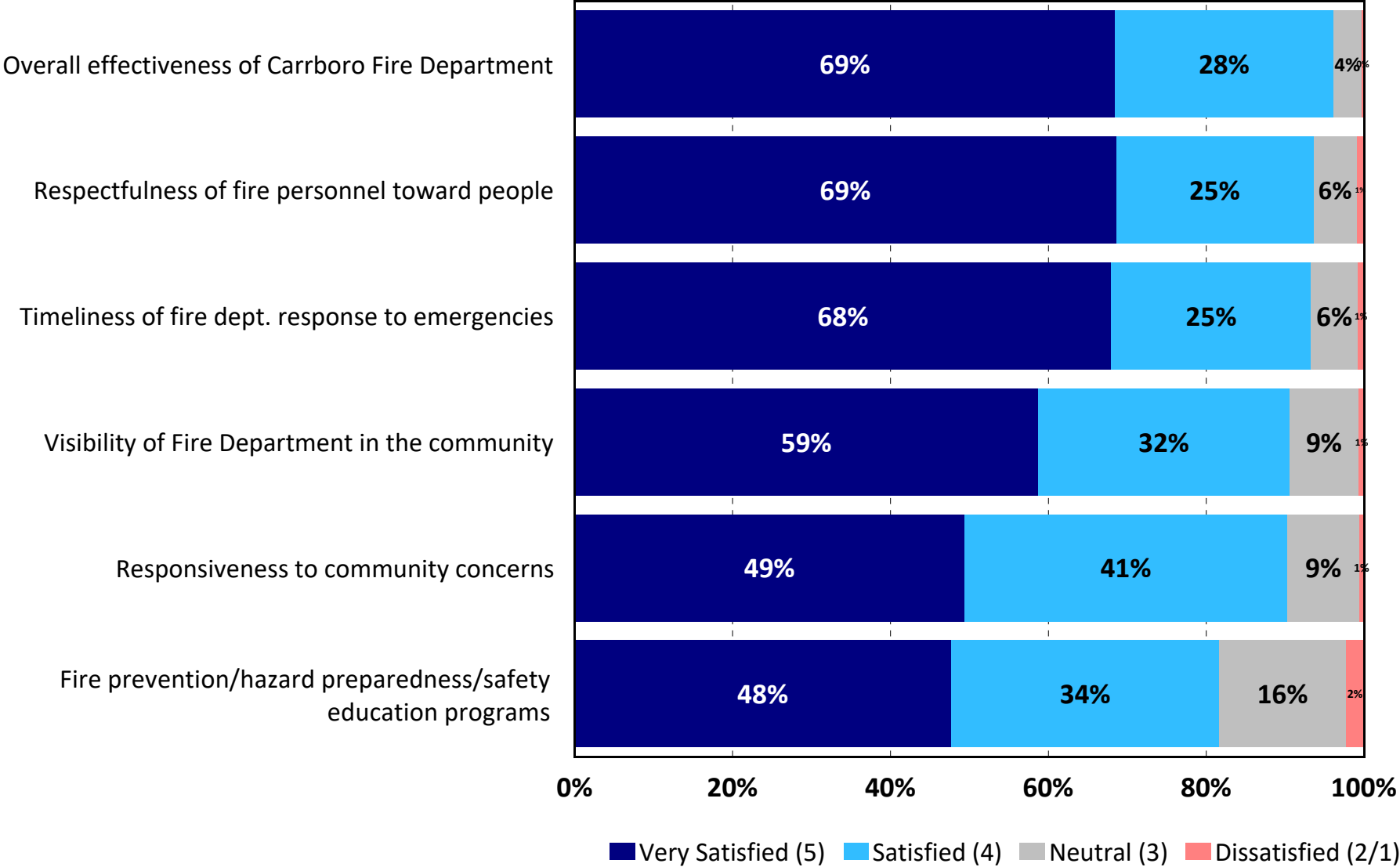
2024 vs. 2026

by percentage of respondents (excluding don't knows)



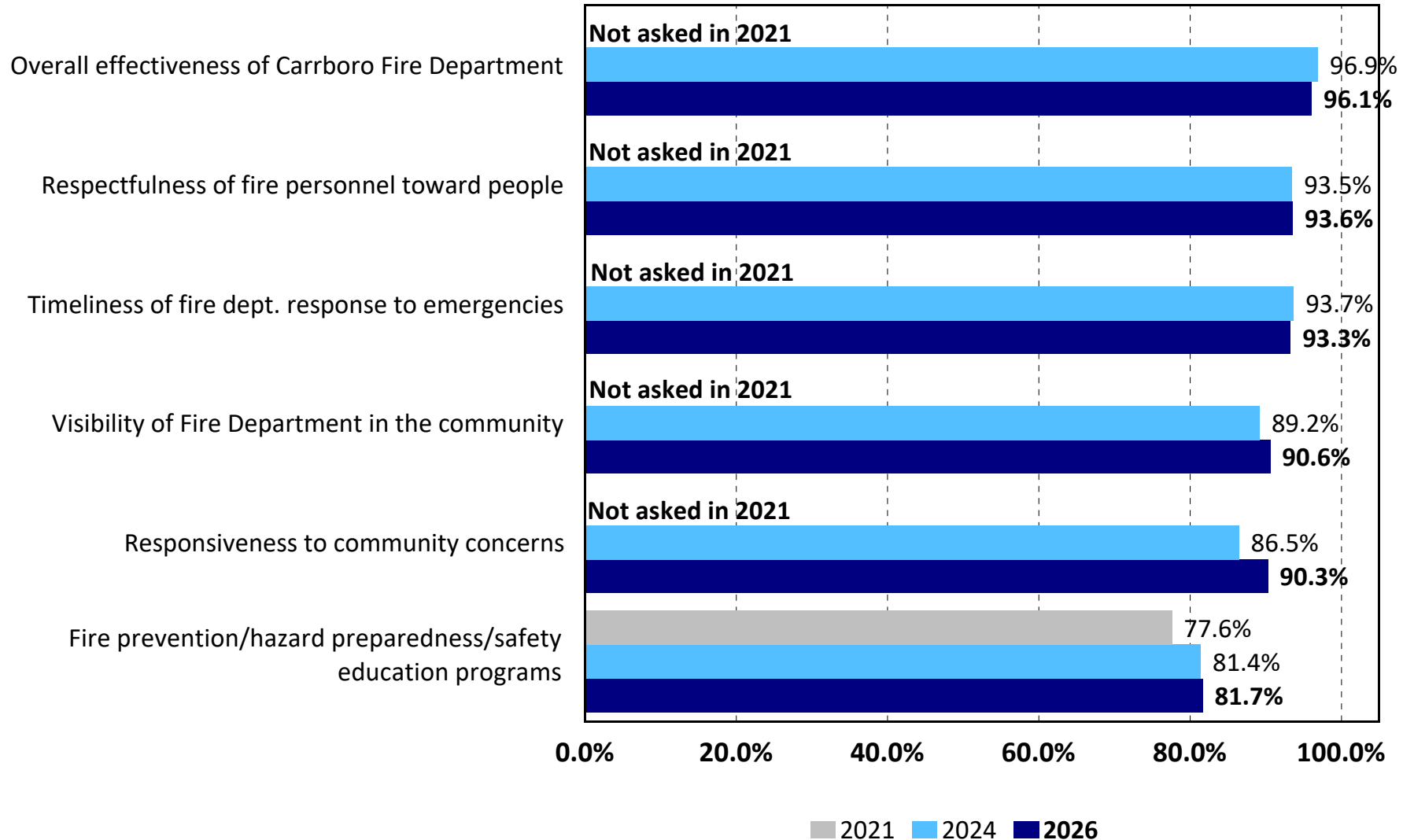
Q10[1-6]. Satisfaction with Fire Services

by percentage of respondents (excluding don't knows)



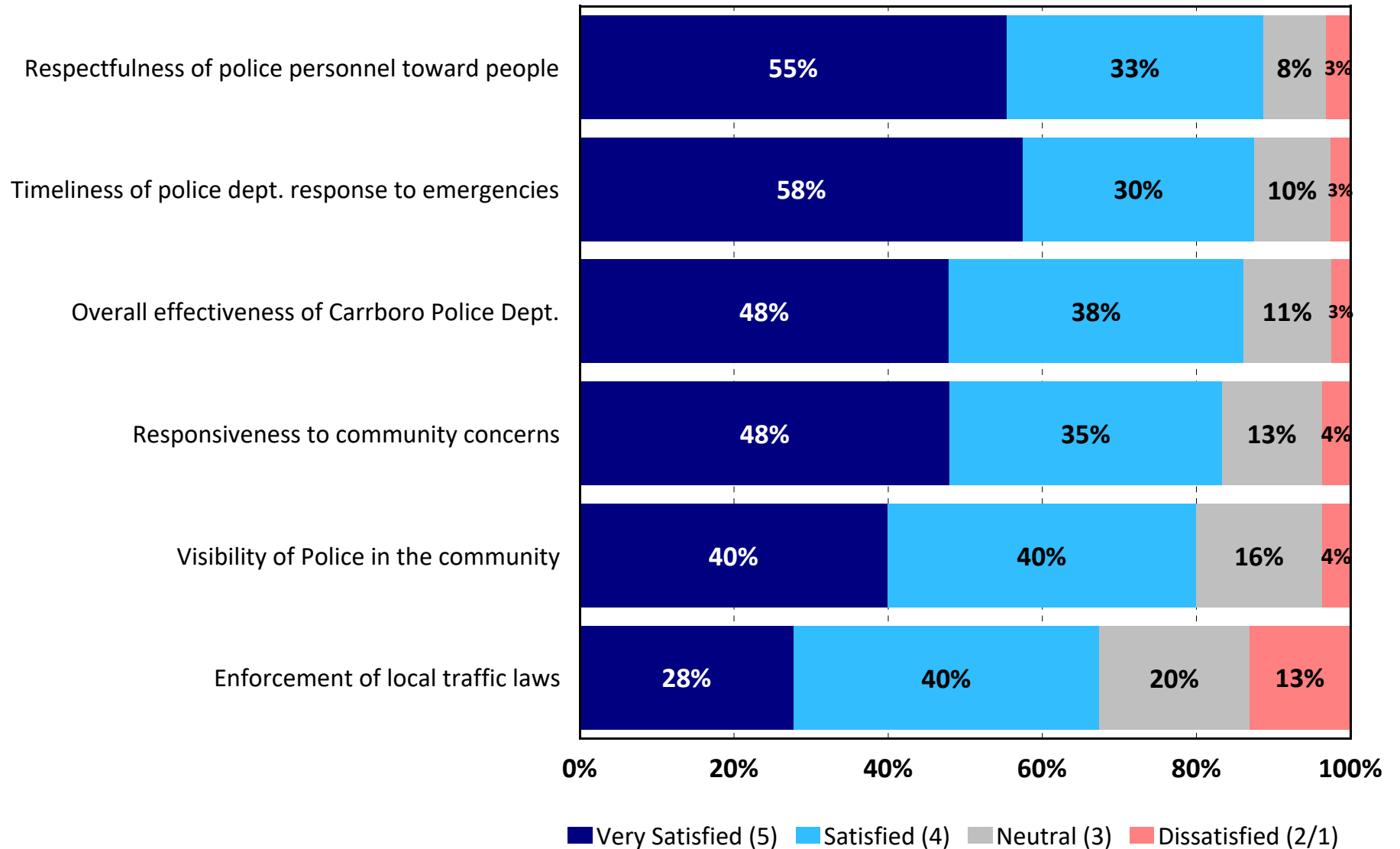
TRENDS: Satisfaction with Fire Services 2021 to 2026

by percentage of respondents (excluding don't knows)



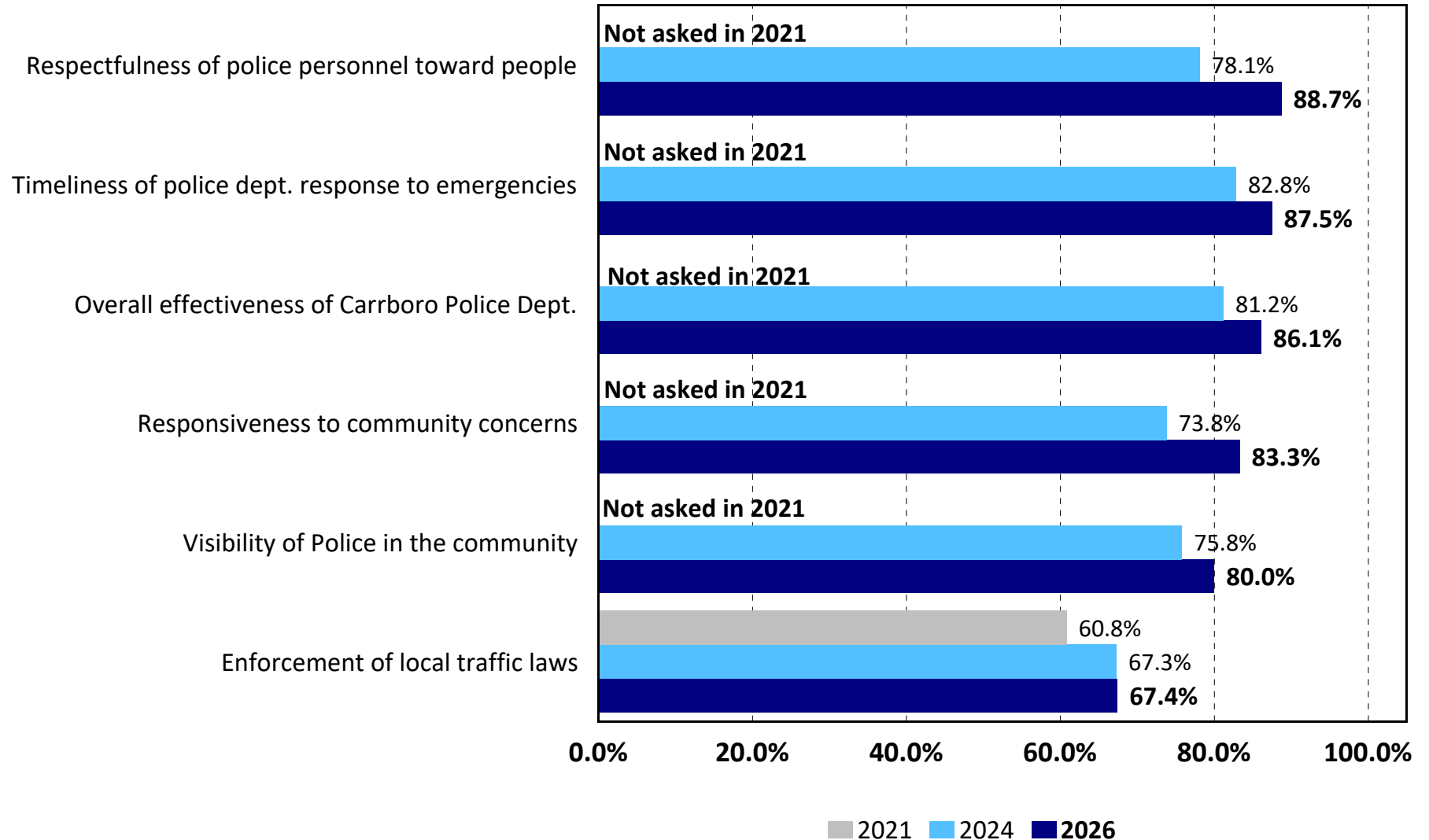
Q10[7-12]. Satisfaction with Police Services

by percentage of respondents (excluding don't knows)



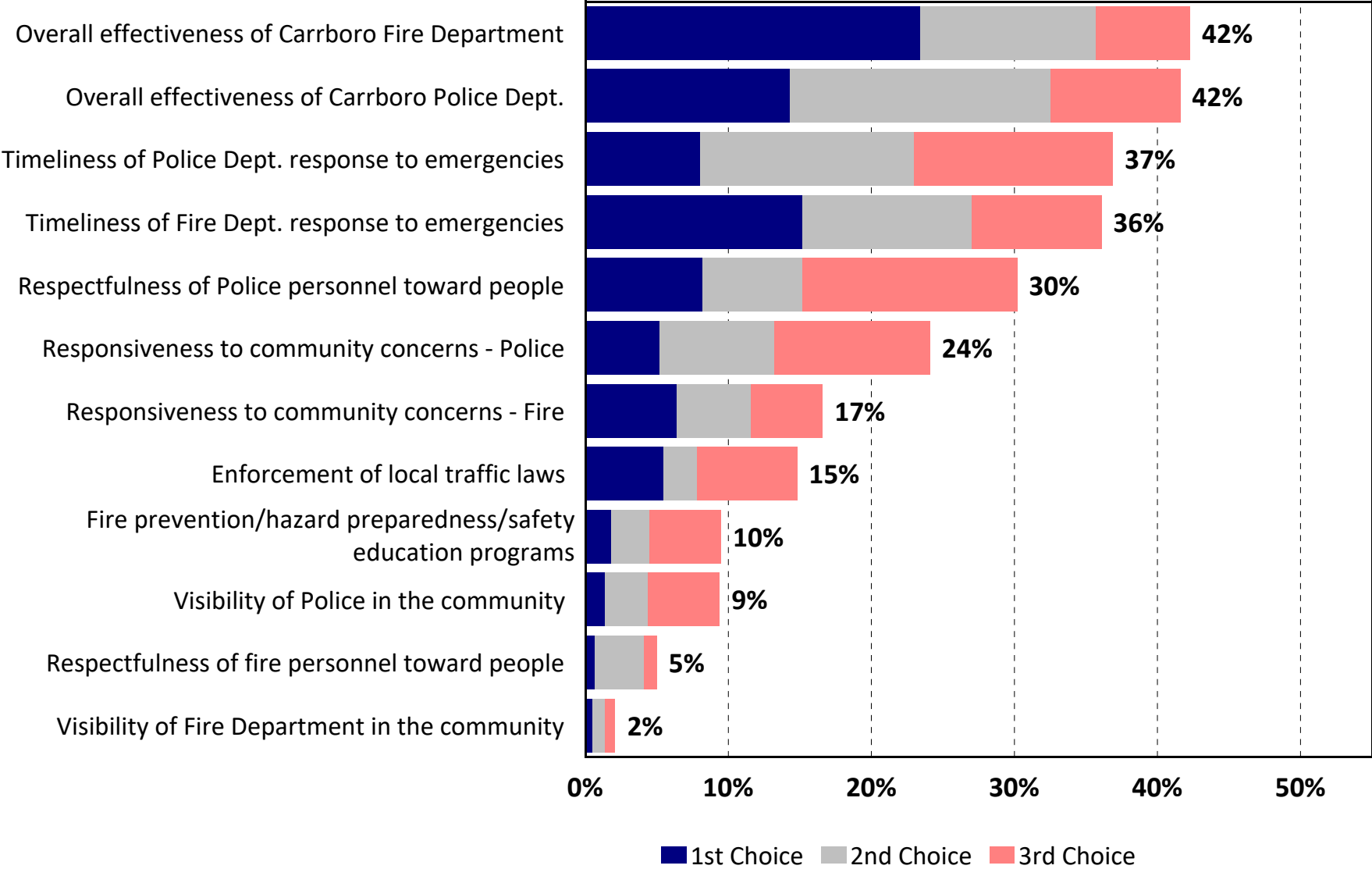
TRENDS: Satisfaction with Police Services 2021 to 2026

by percentage of respondents (excluding don't knows)



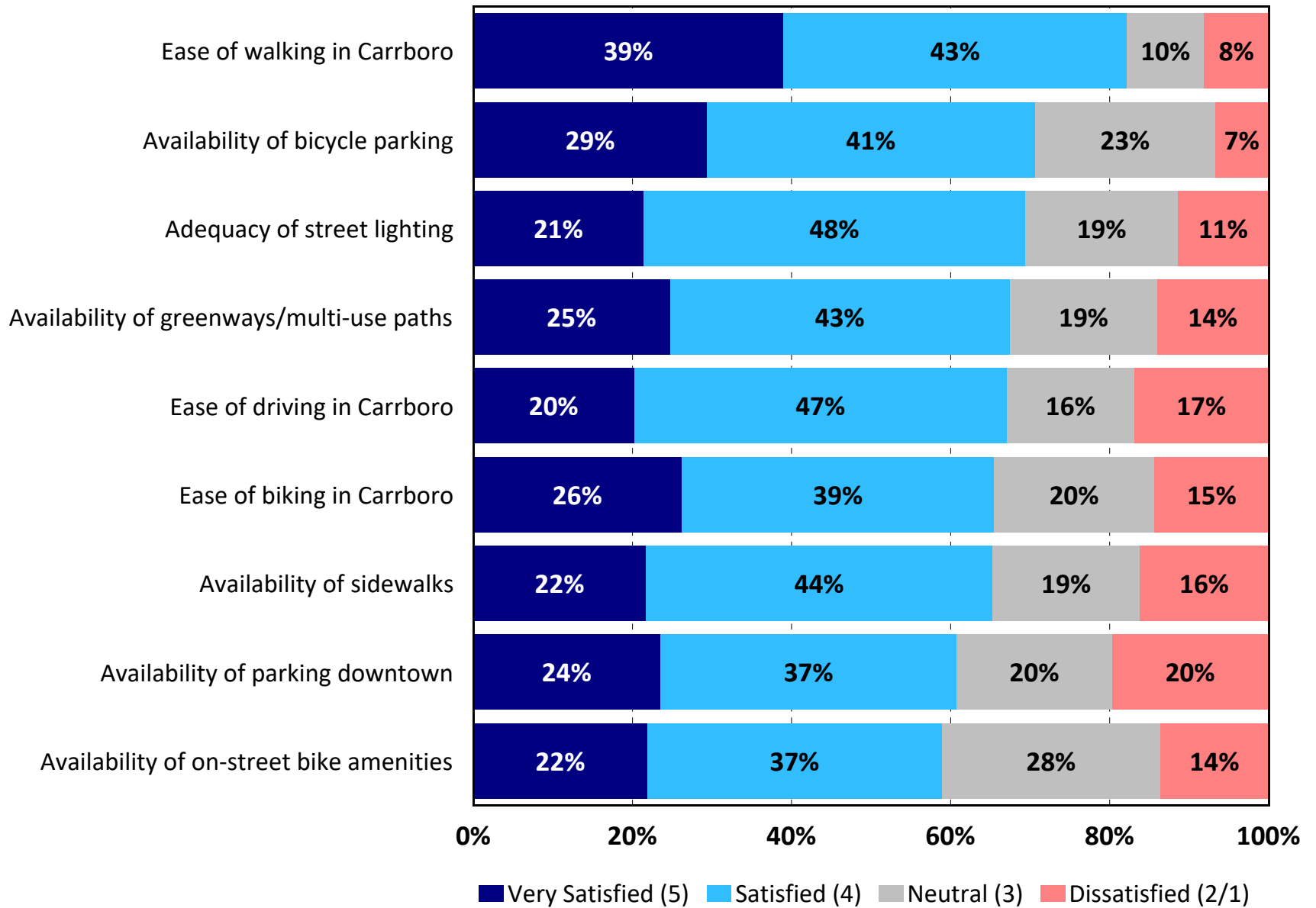
Q11. Public Safety Services That Are Most Important to Residents

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



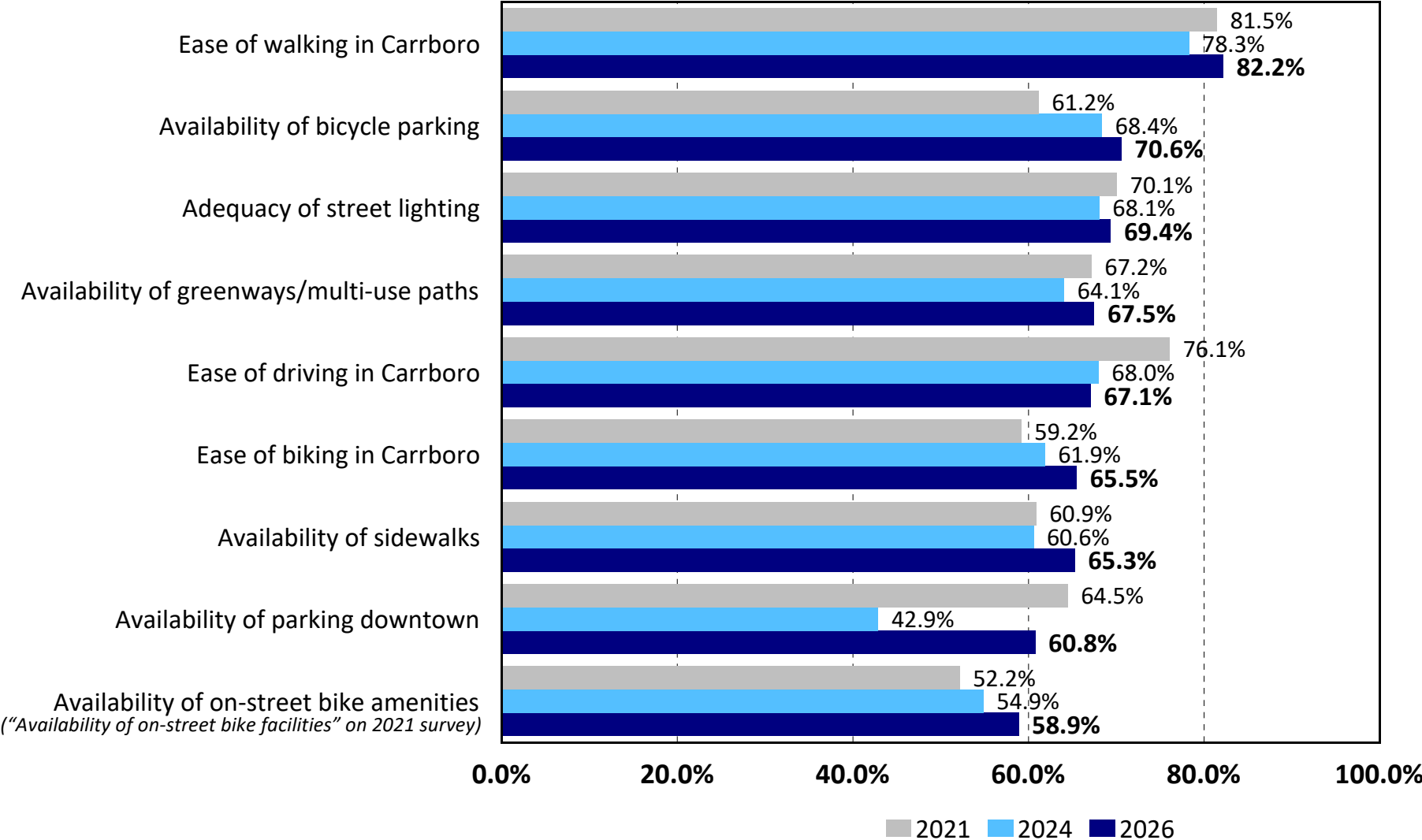
Q12. Satisfaction with Transportation

by percentage of respondents (excluding don't knows)



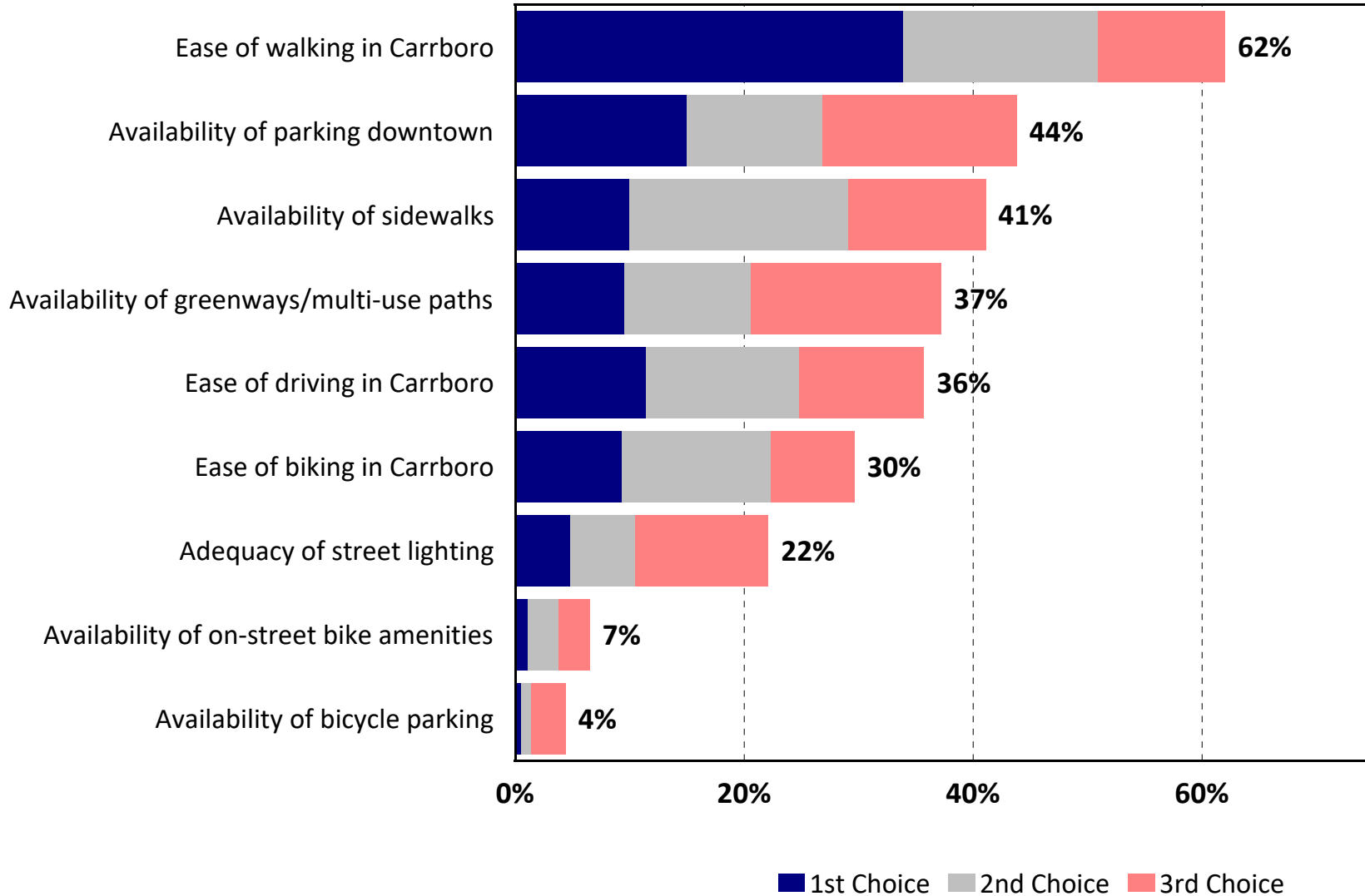
TRENDS: Satisfaction With Transportation 2021 to 2026

by percentage of respondents (excluding don't knows)



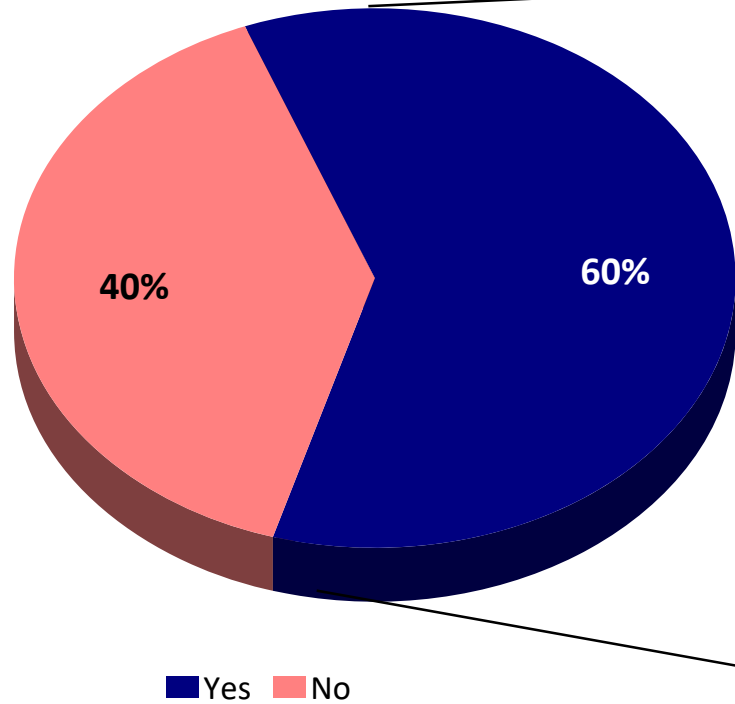
Q13. Transportation Services That Are Most Important to Residents

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



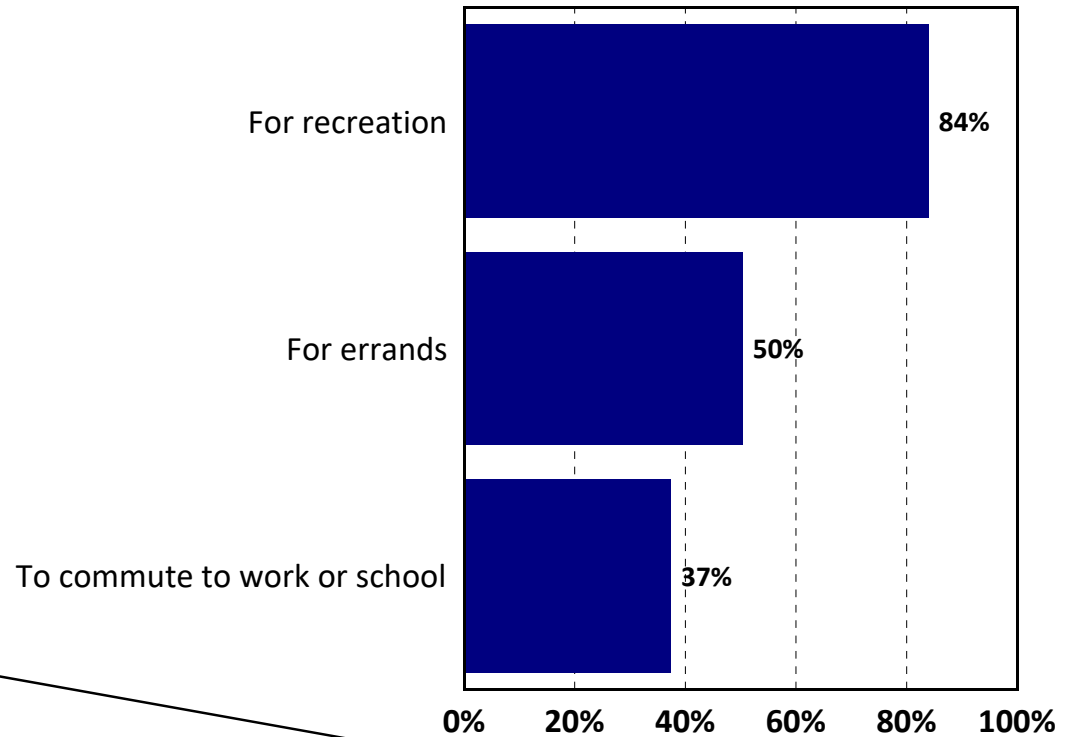
Q14. Does anyone in your household ride a bicycle?

by percentage of respondents (excluding "not provided")



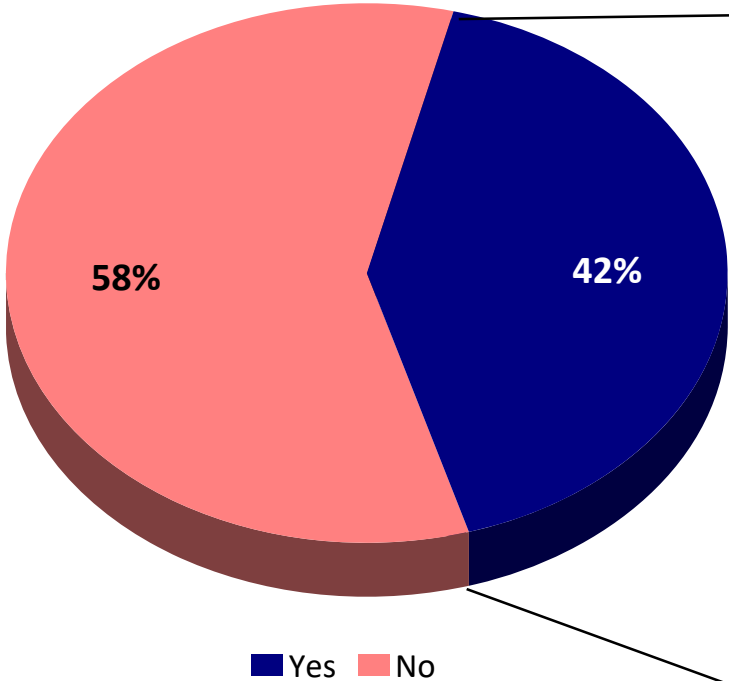
Q14a. Why do they ride a bicycle?

by percentage of household members who ride a bicycle (multiple selections could be made)



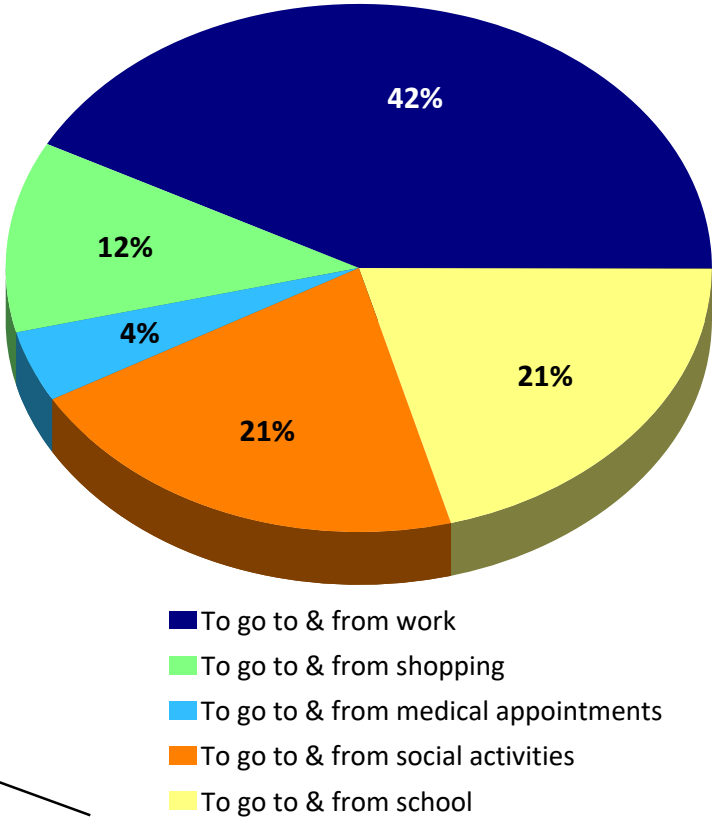
Q15. Do you or any members of your household use the Chapel Hill Transit system?

by percentage of respondents (excluding "not provided")



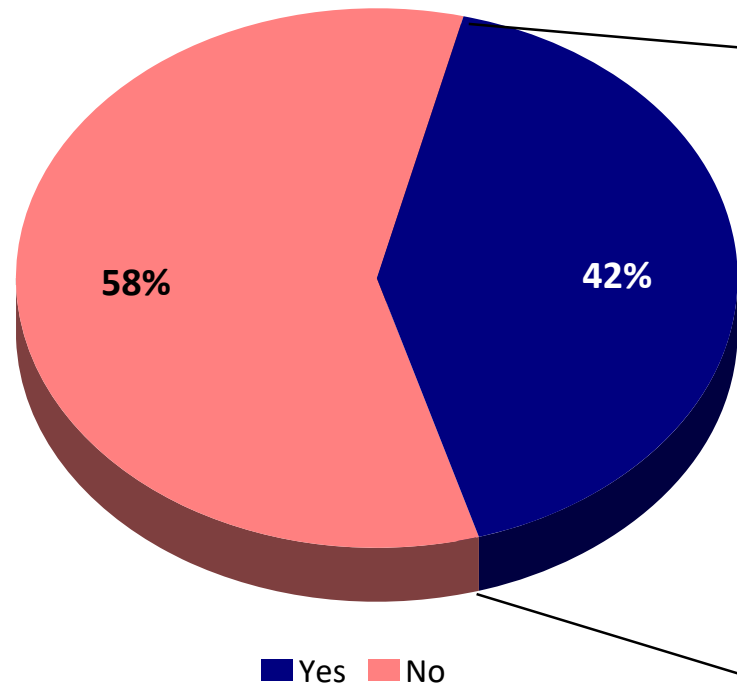
Q15a. What is the primary reason for taking the bus?

by percentage of household members who use the Chapel Hill Transit system (excluding "not provided")



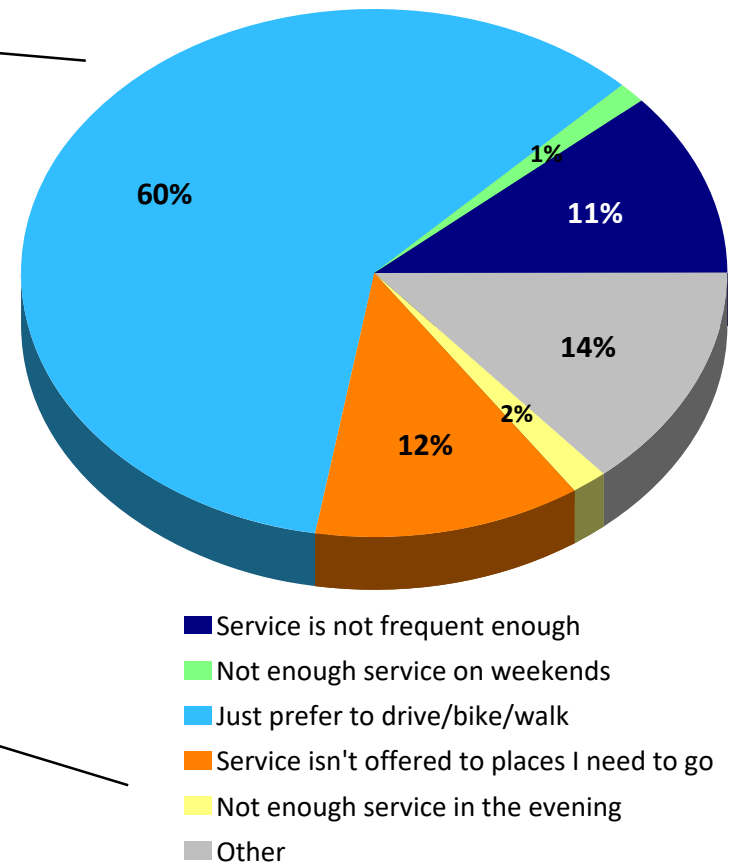
Q15. Do you or any members of your household use the Chapel Hill Transit system?

by percentage of respondents (excluding "not provided")



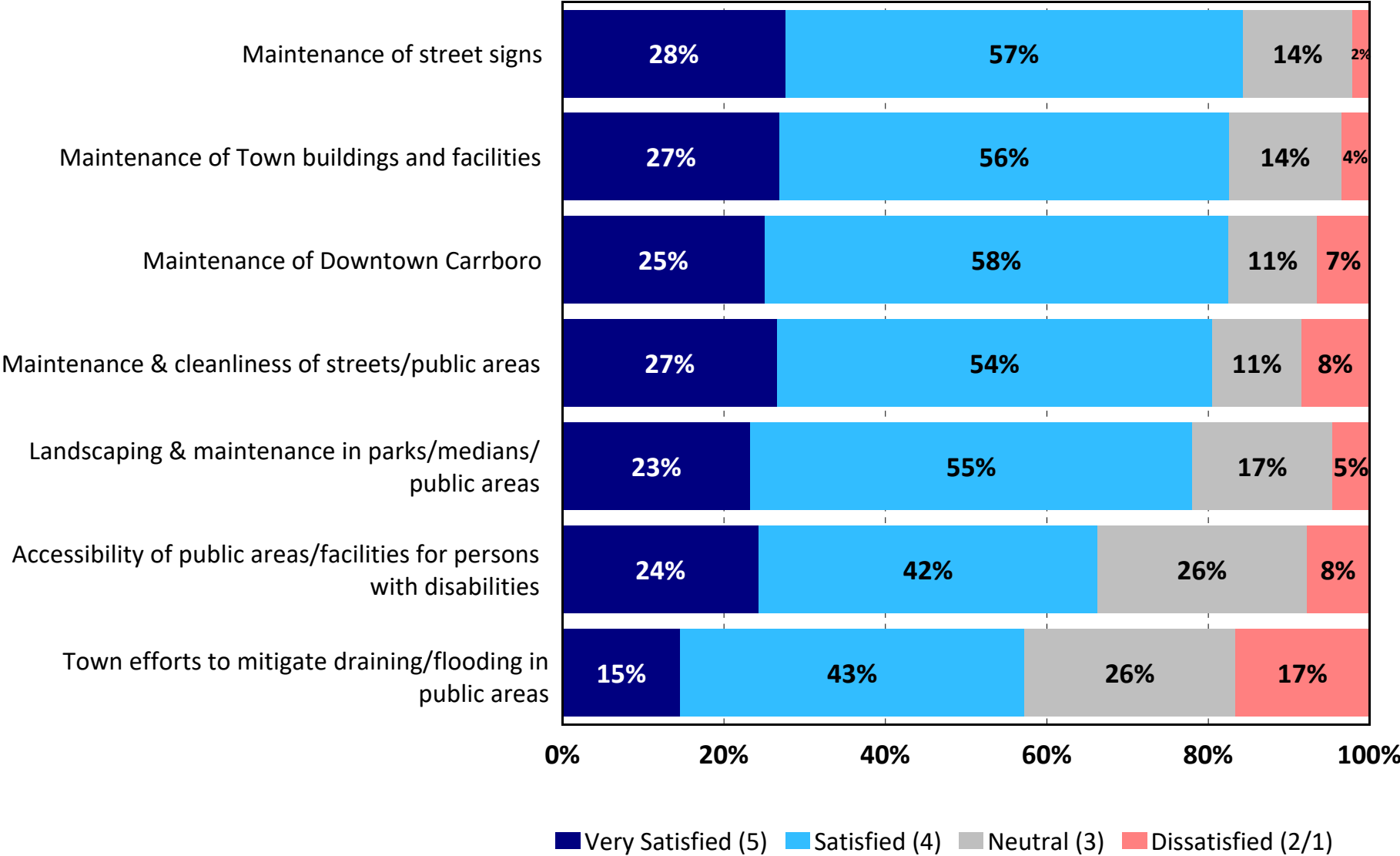
Q15b. What is the primary reason for not taking the bus?

by percentage of household members who do not use the Chapel Hill Transit system (excluding "not provided")



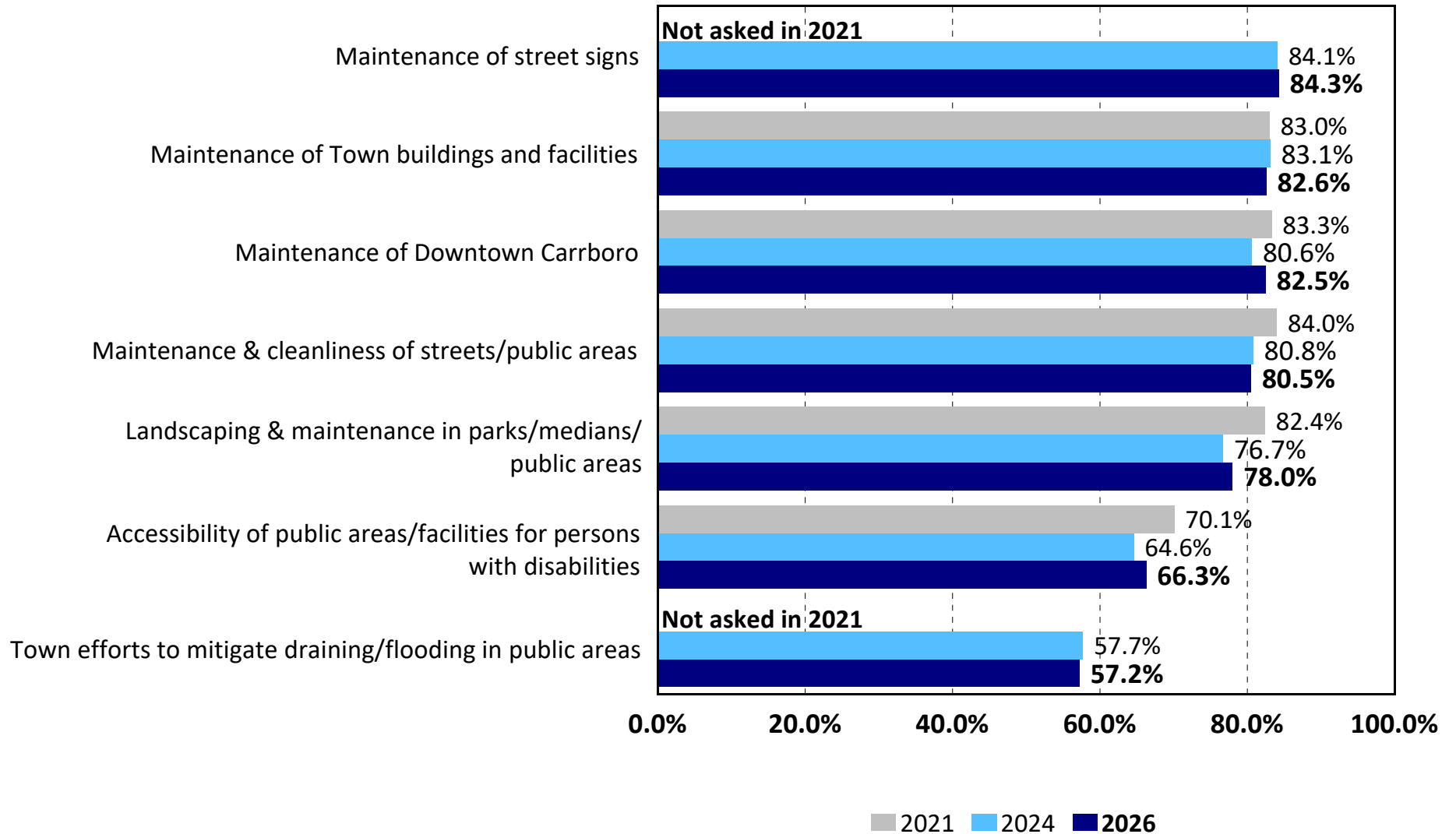
Q16. Satisfaction with Maintenance

by percentage of respondents (excluding don't knows)



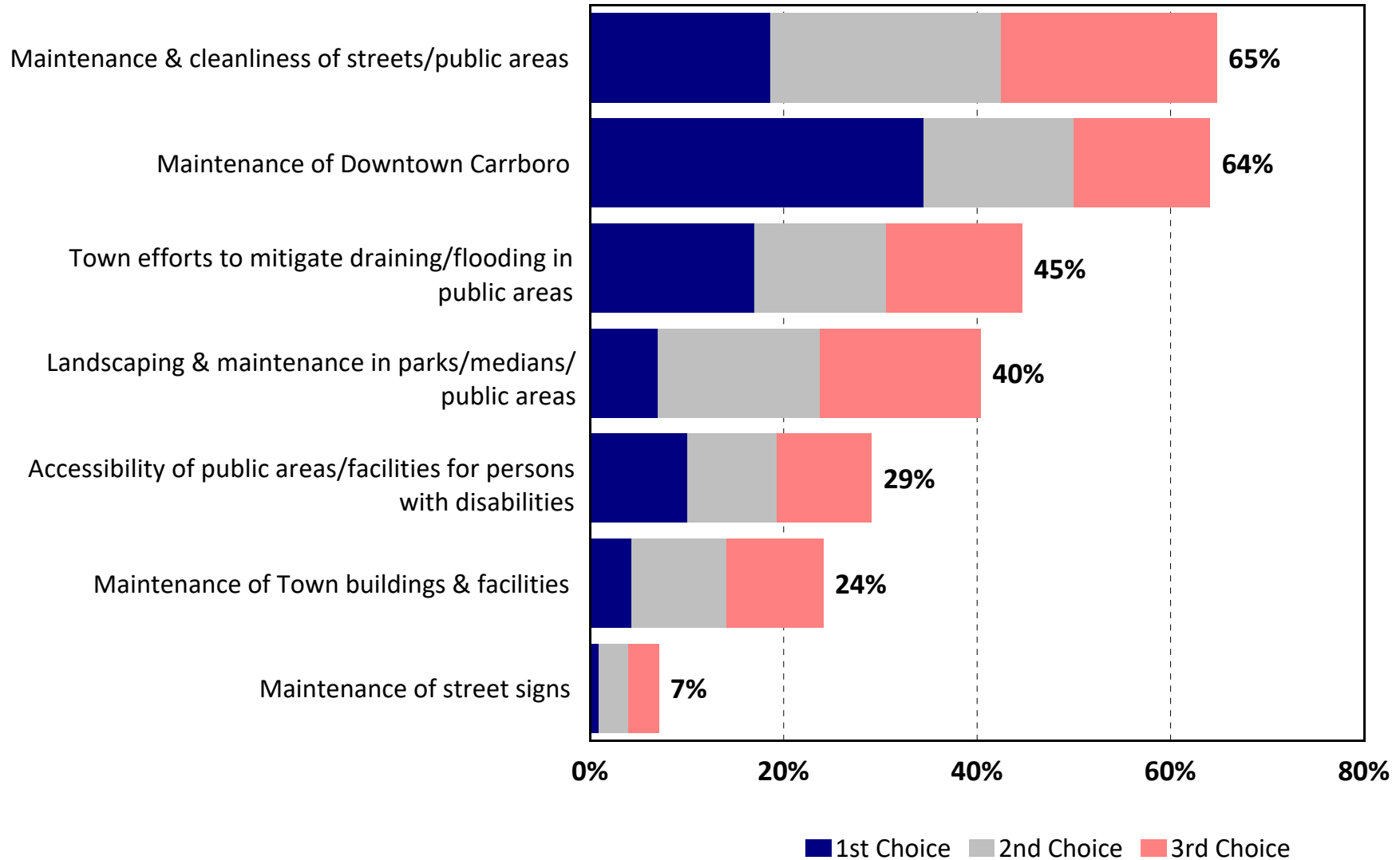
TRENDS: Satisfaction with Maintenance 2021 to 2026

by percentage of respondents (excluding don't knows)



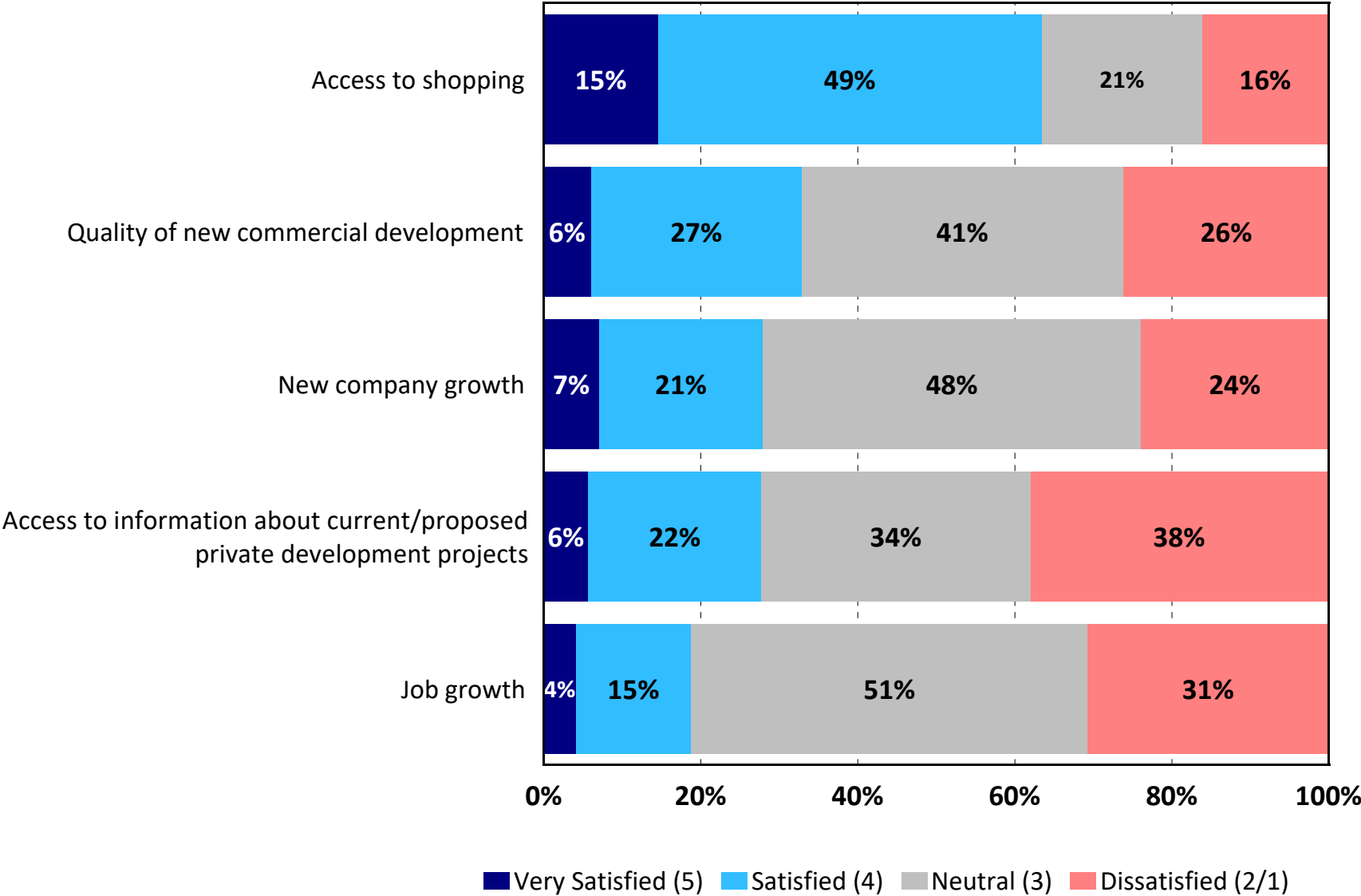
Q17. Maintenance Services That Are Most Important to Residents

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



Q18. Satisfaction with Local Economy and Development

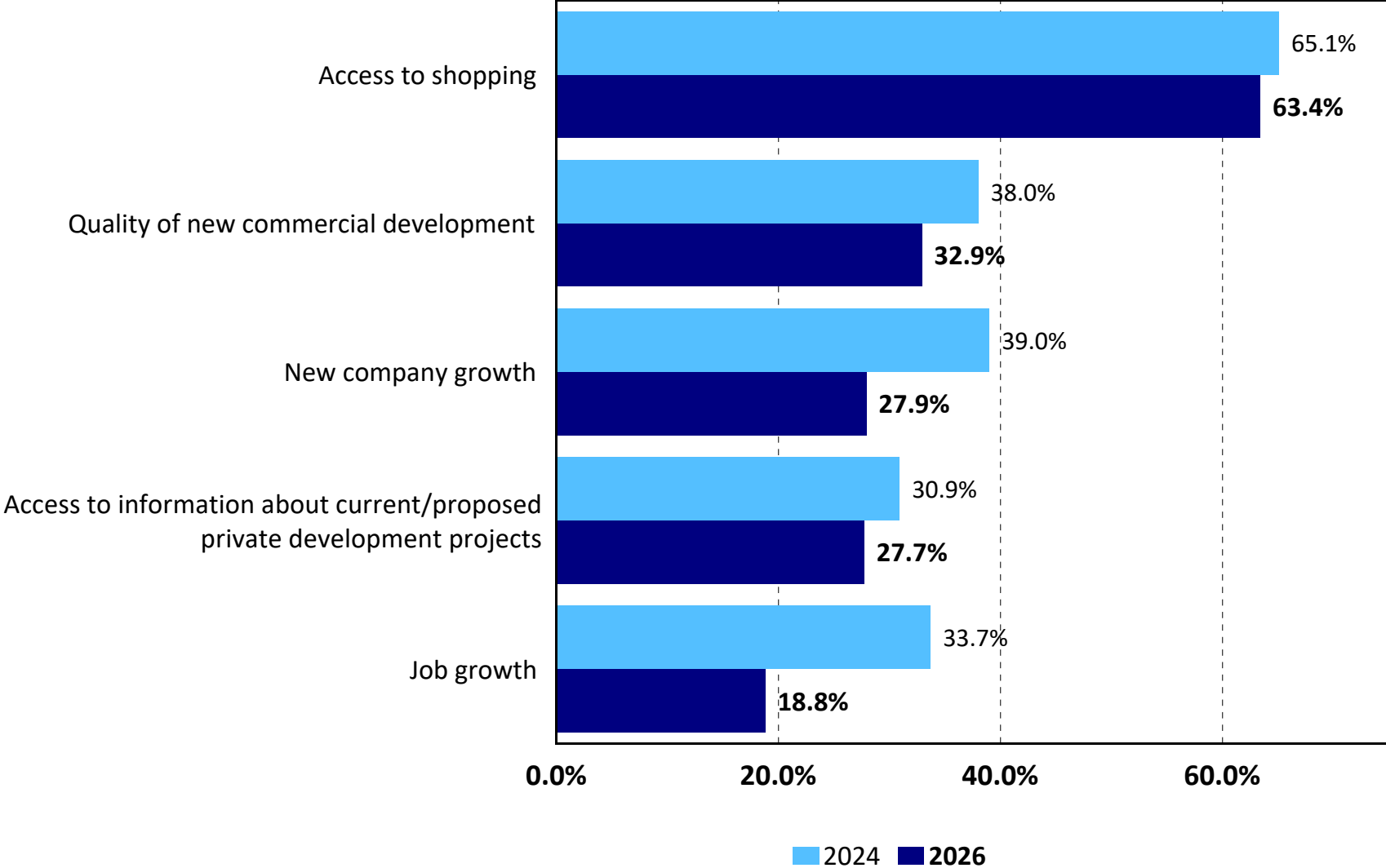
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Local Economy and Development

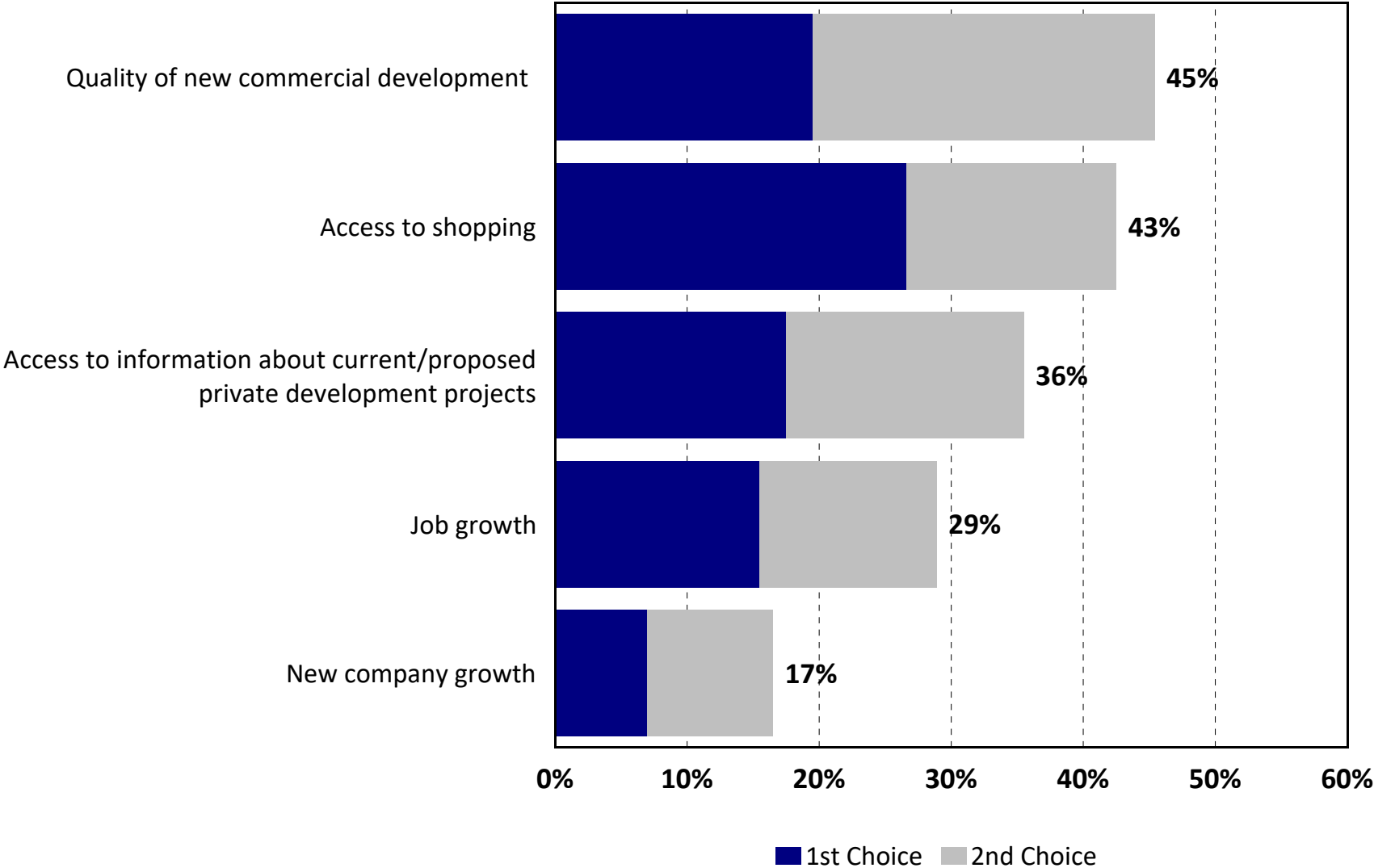
2024 vs. 2026

by percentage of respondents (excluding don't knows)



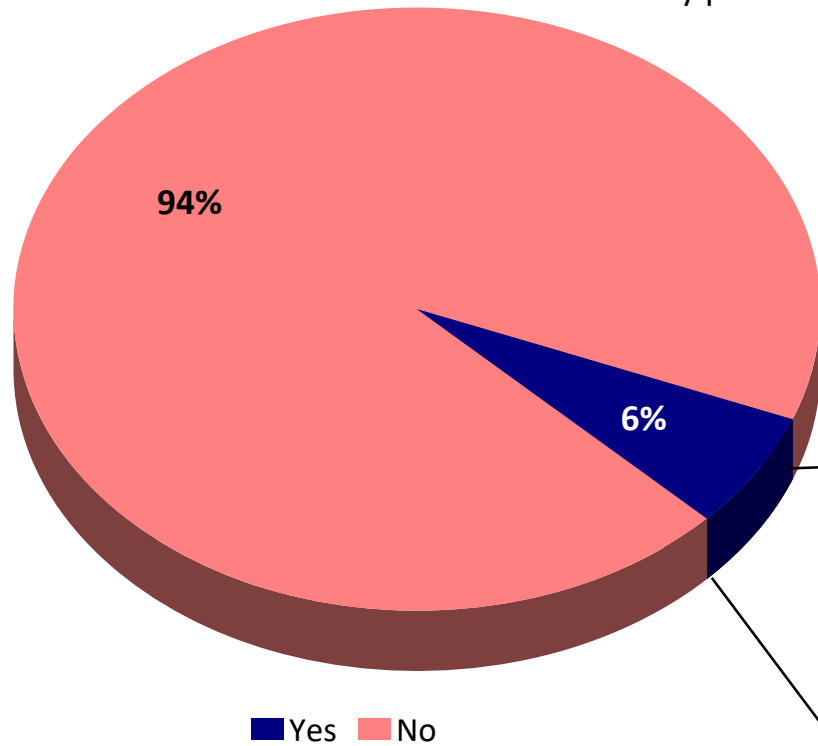
Q19. Local Economy and Development Items That Are Most Important to Residents

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

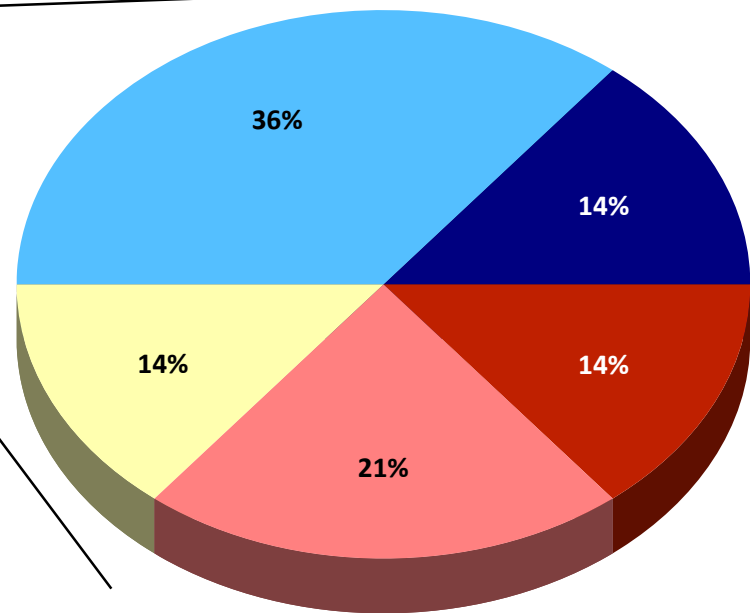


Q20. Have you applied for any planning, development or building permits in the last 12 months?

by percentage of respondents

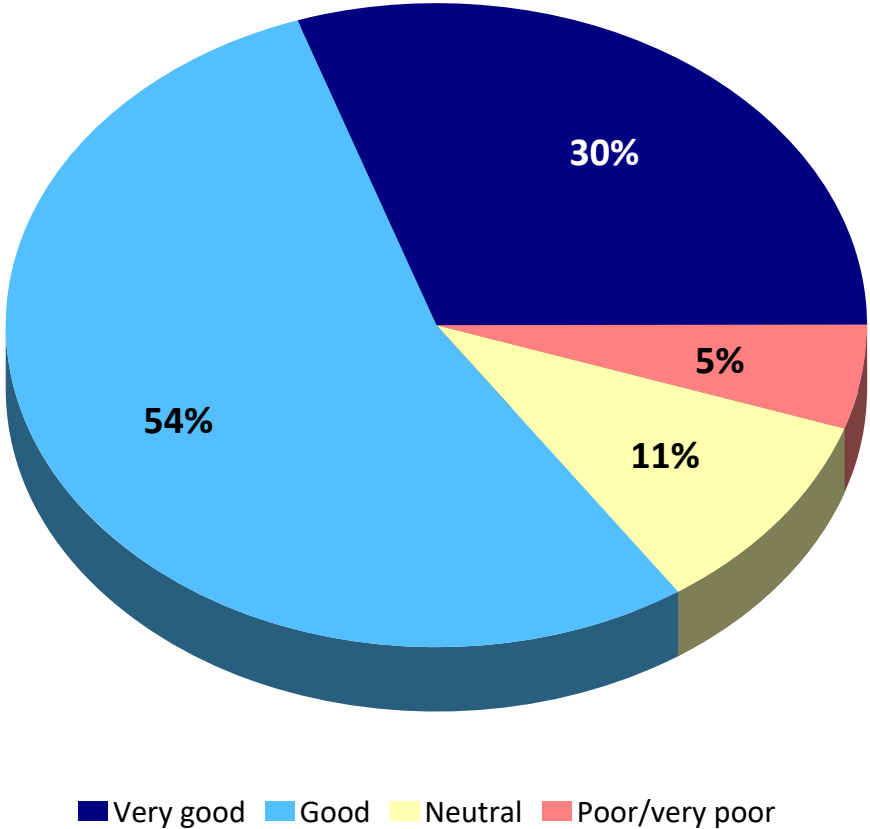


Q20a. How would you rate your overall experience?



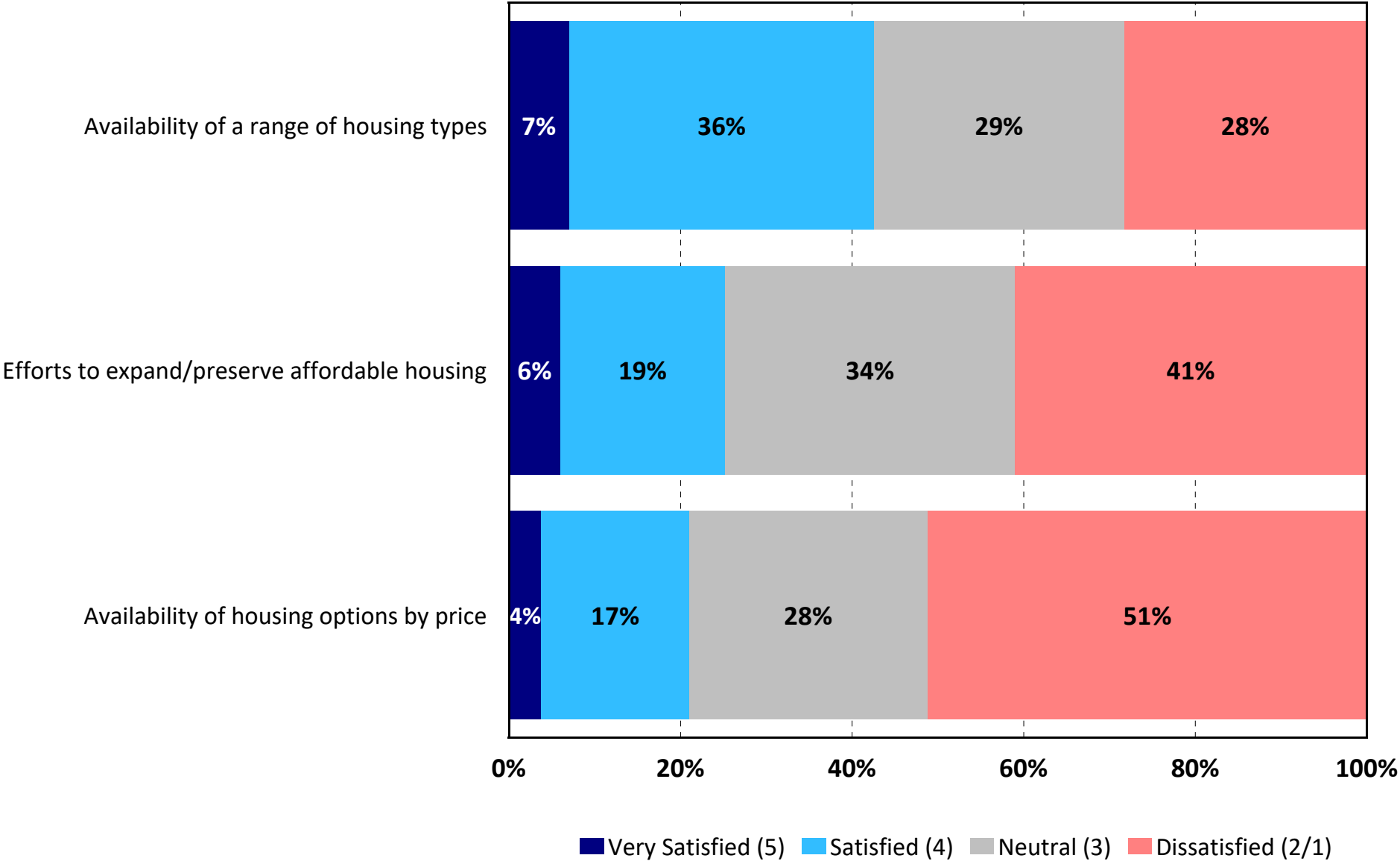
Q21. How would you rate the overall quality of the downtown?

by percentage of respondents (excluding “not provided”)



Q23. Satisfaction with Housing

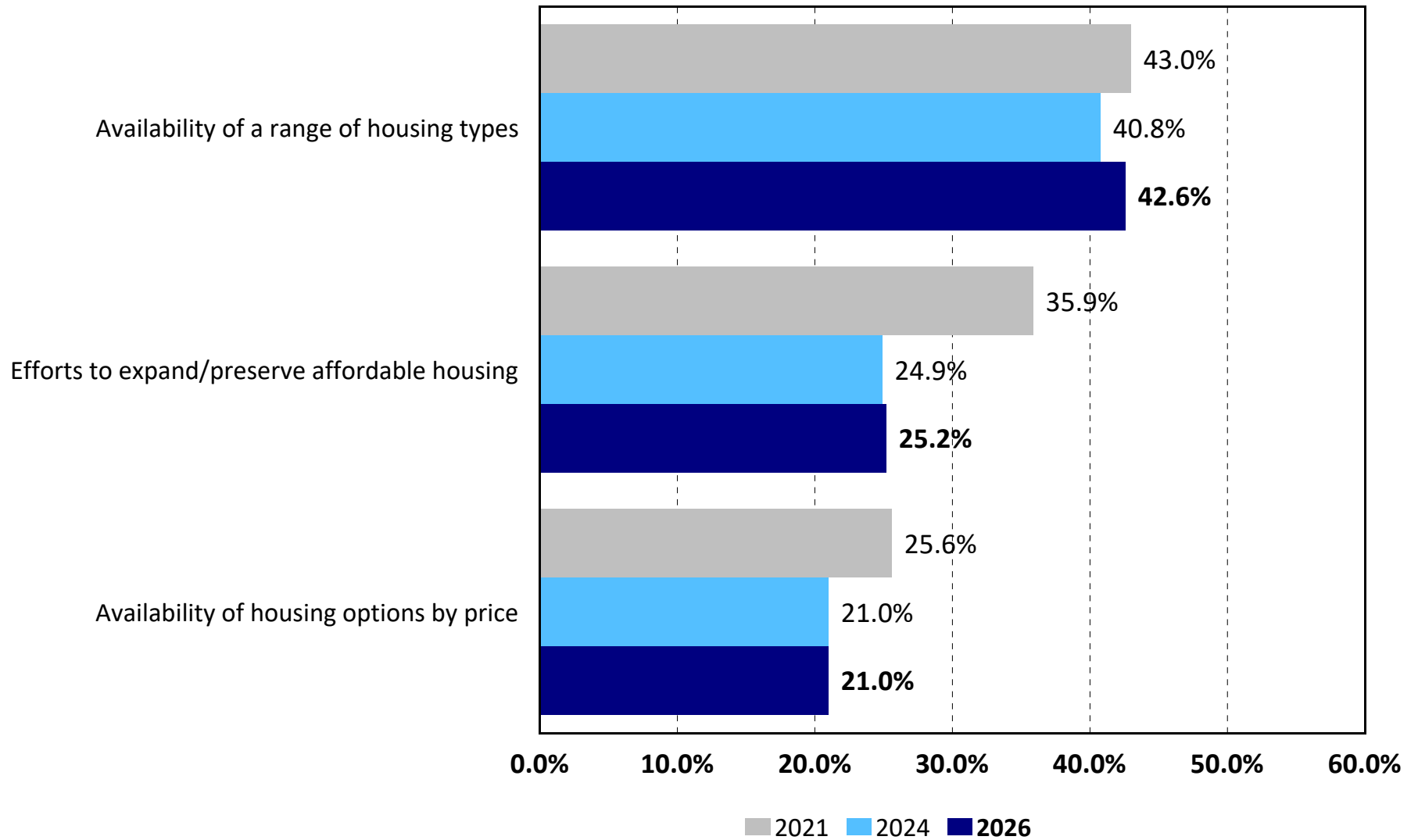
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Housing

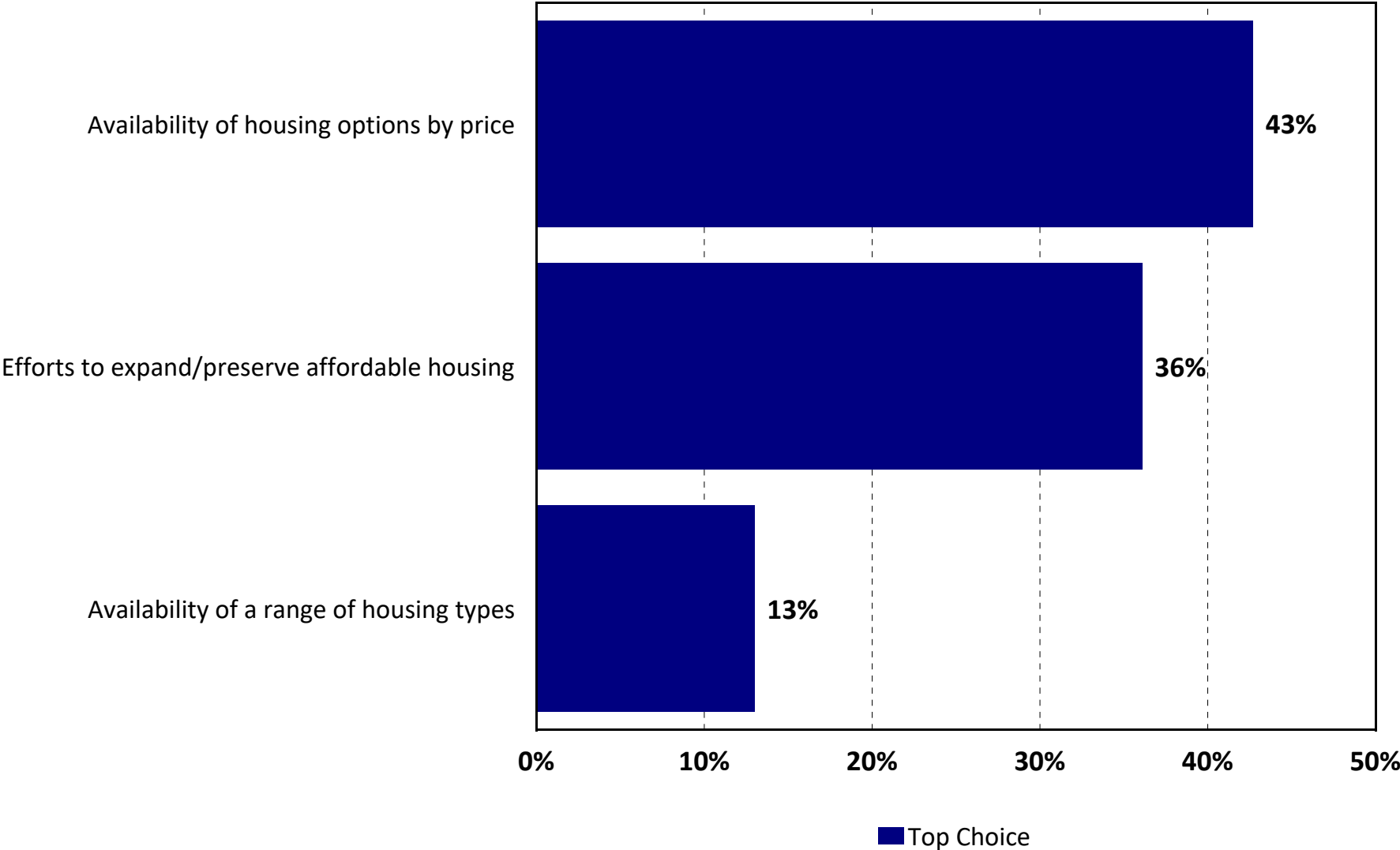
2021 to 2026

by percentage of respondents (excluding don't knows)



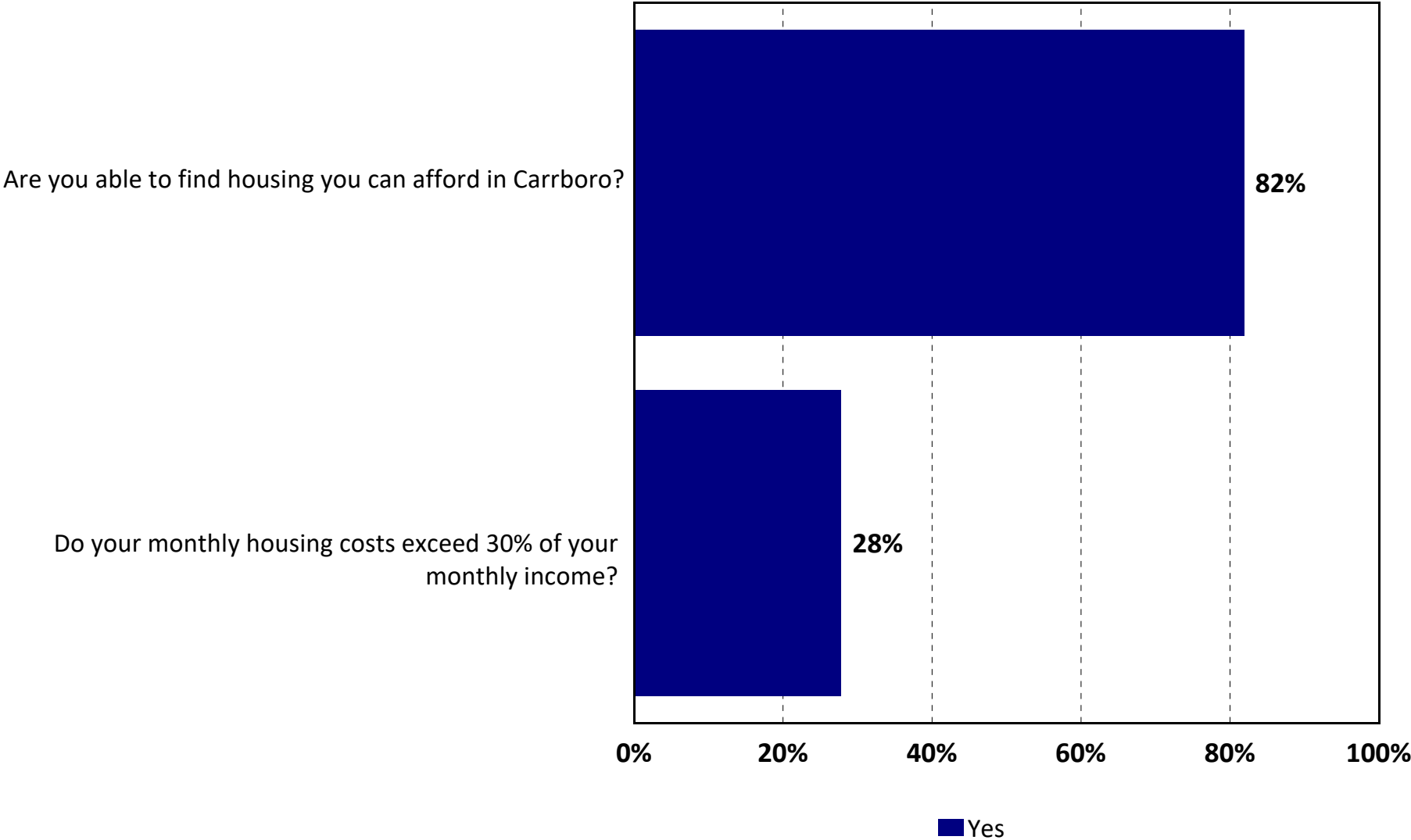
Q24. Aspects of Housing That Are Most Important to Residents

by percentage of respondents who selected the item as their top choice



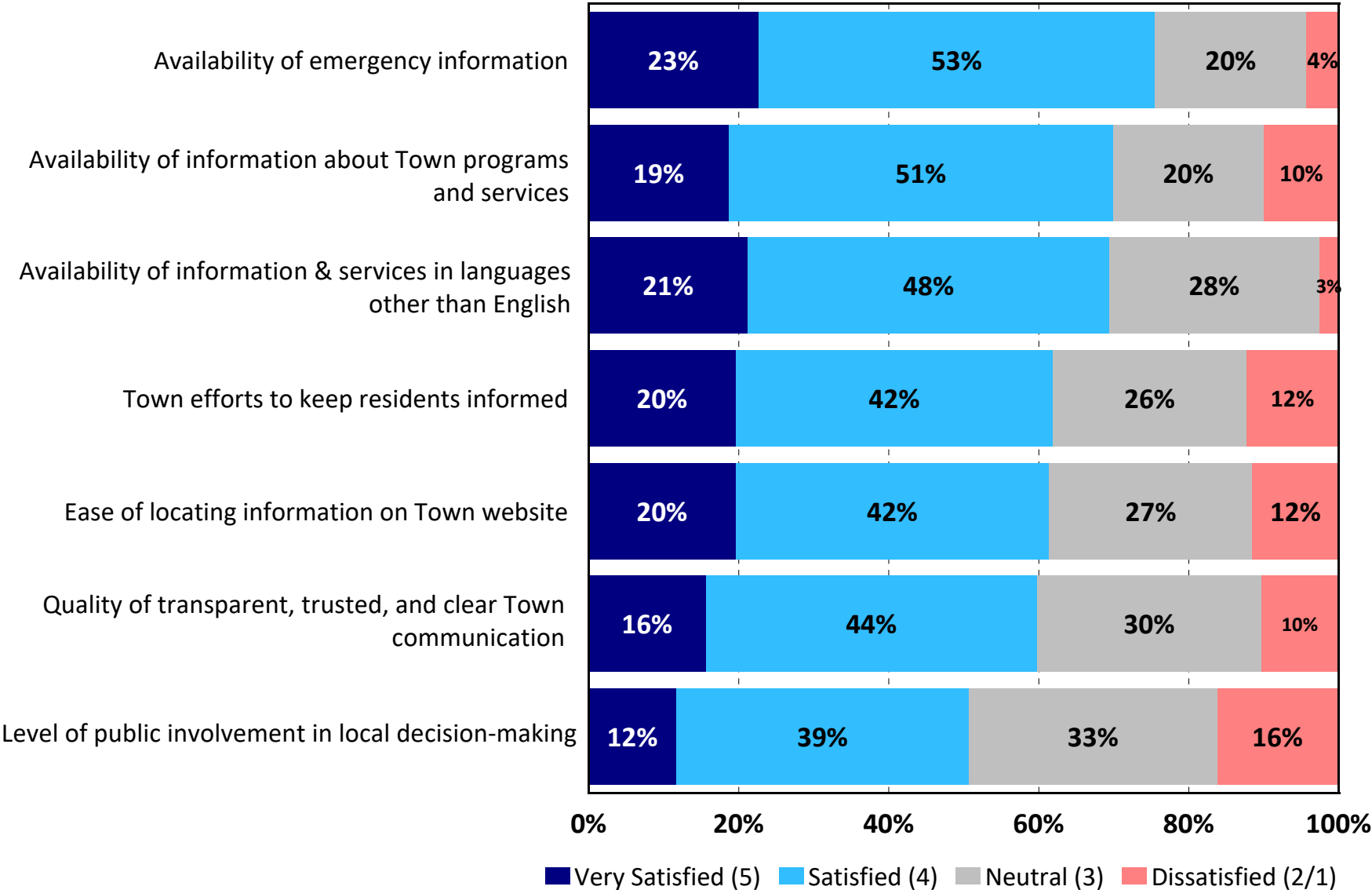
Q25. Please answer the following questions

by percentage of respondents who answered "yes" (excluding "not provided")



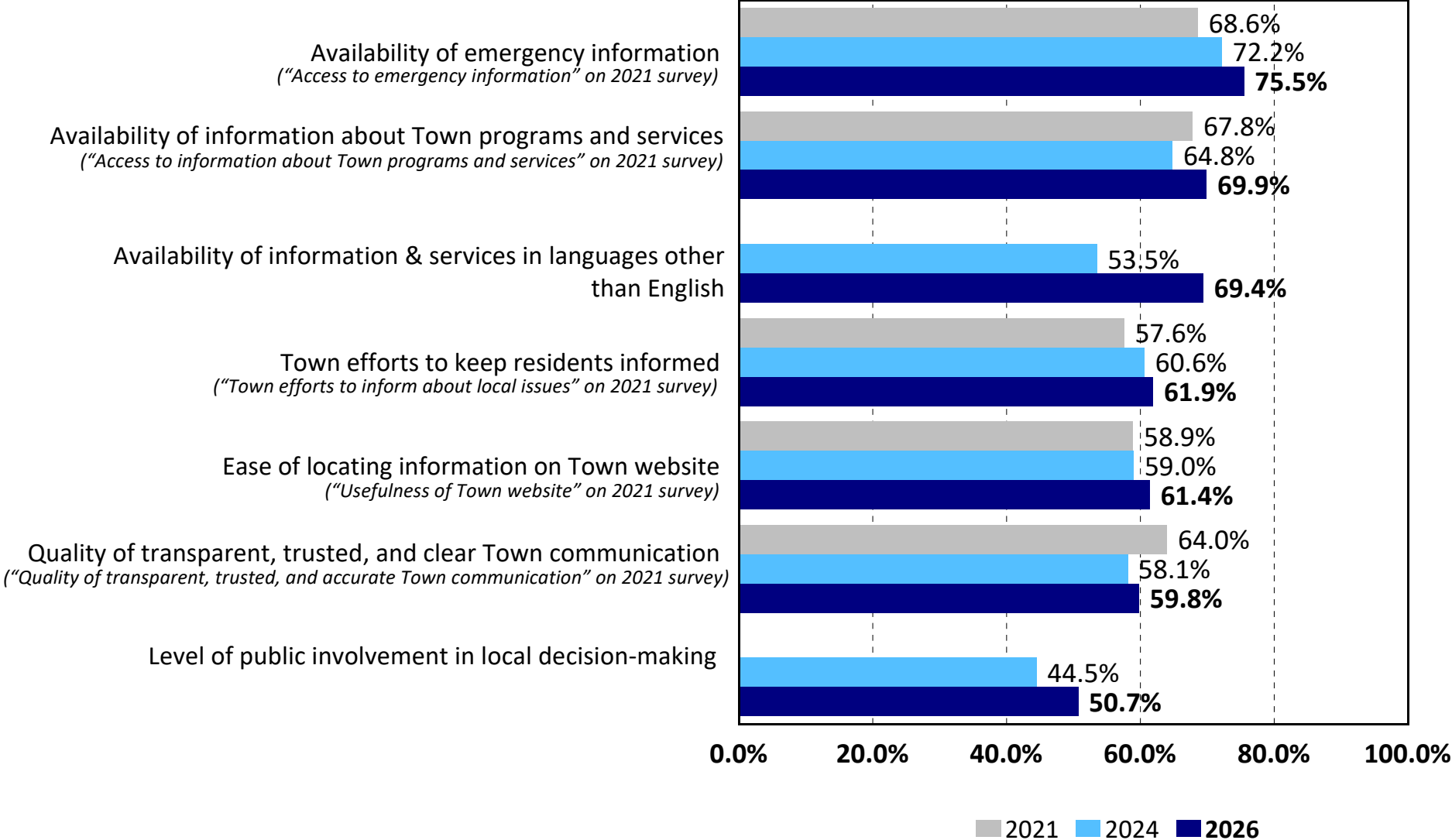
Q26. Satisfaction with Town Communication and Engagement

by percentage of respondents (excluding don't knows)



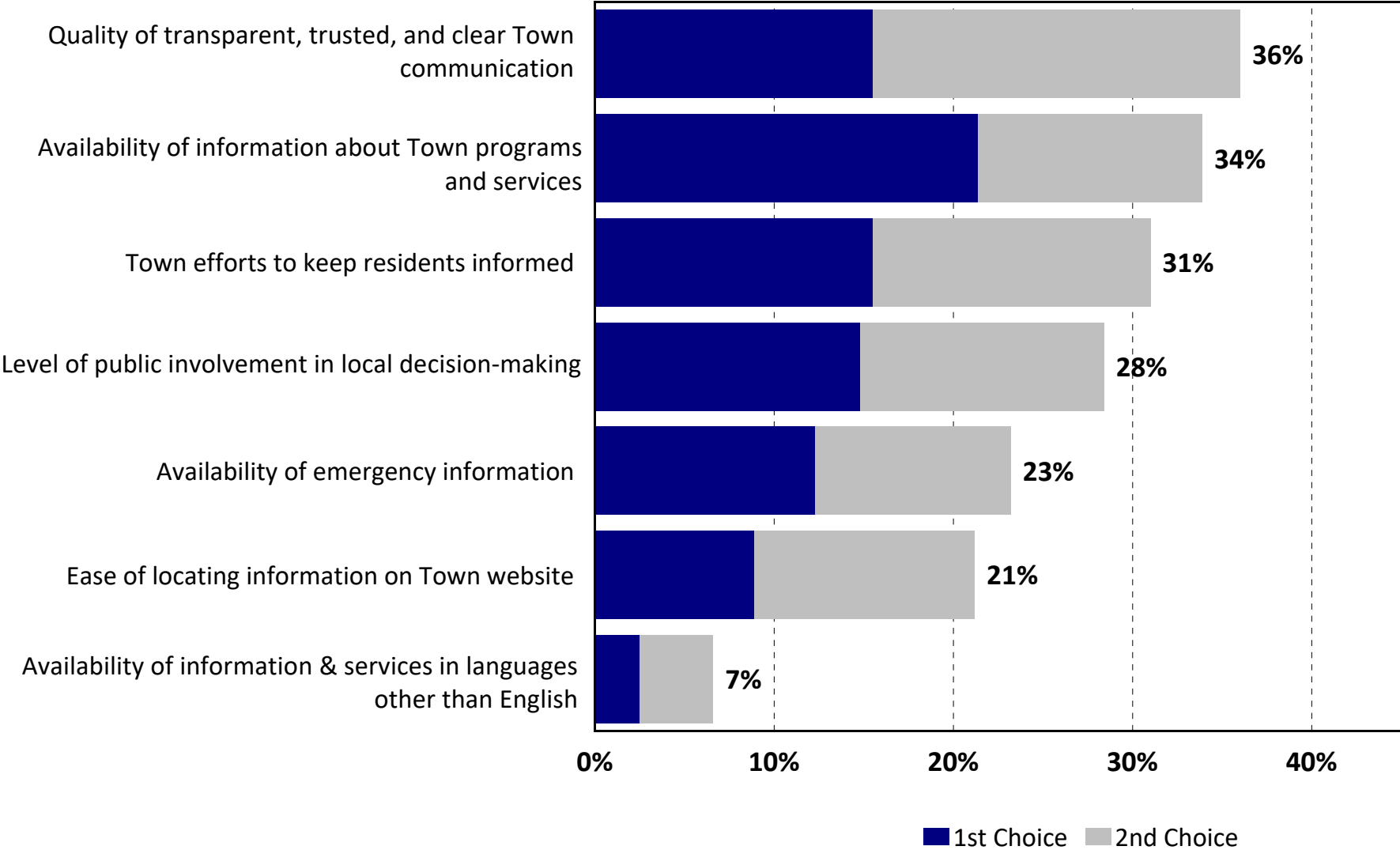
TRENDS: Satisfaction with Town Communication and Engagement - 2021 to 2026

by percentage of respondents (excluding don't knows)



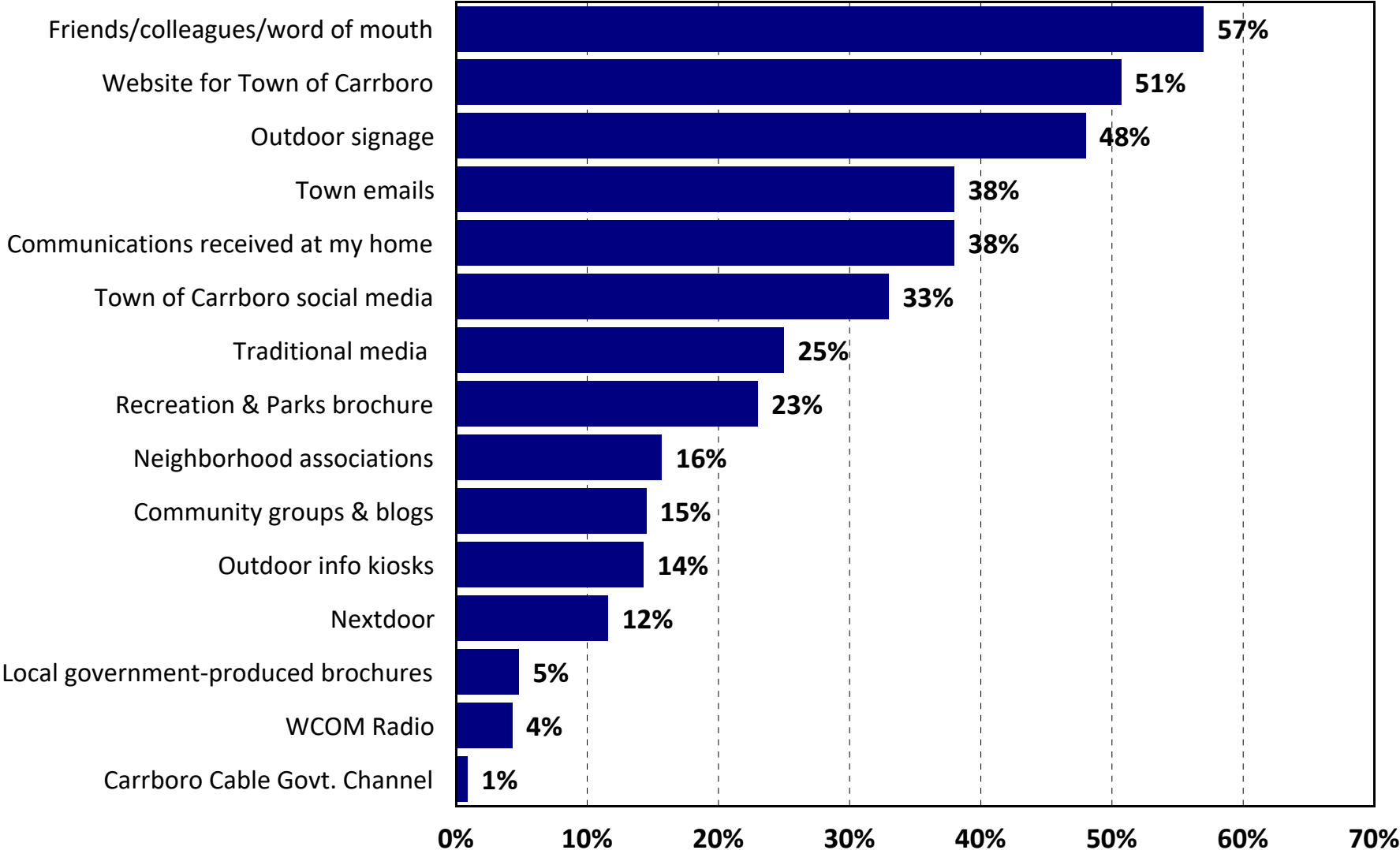
Q27. Aspects of Town Communication and Engagement That Are Most Important to Residents

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



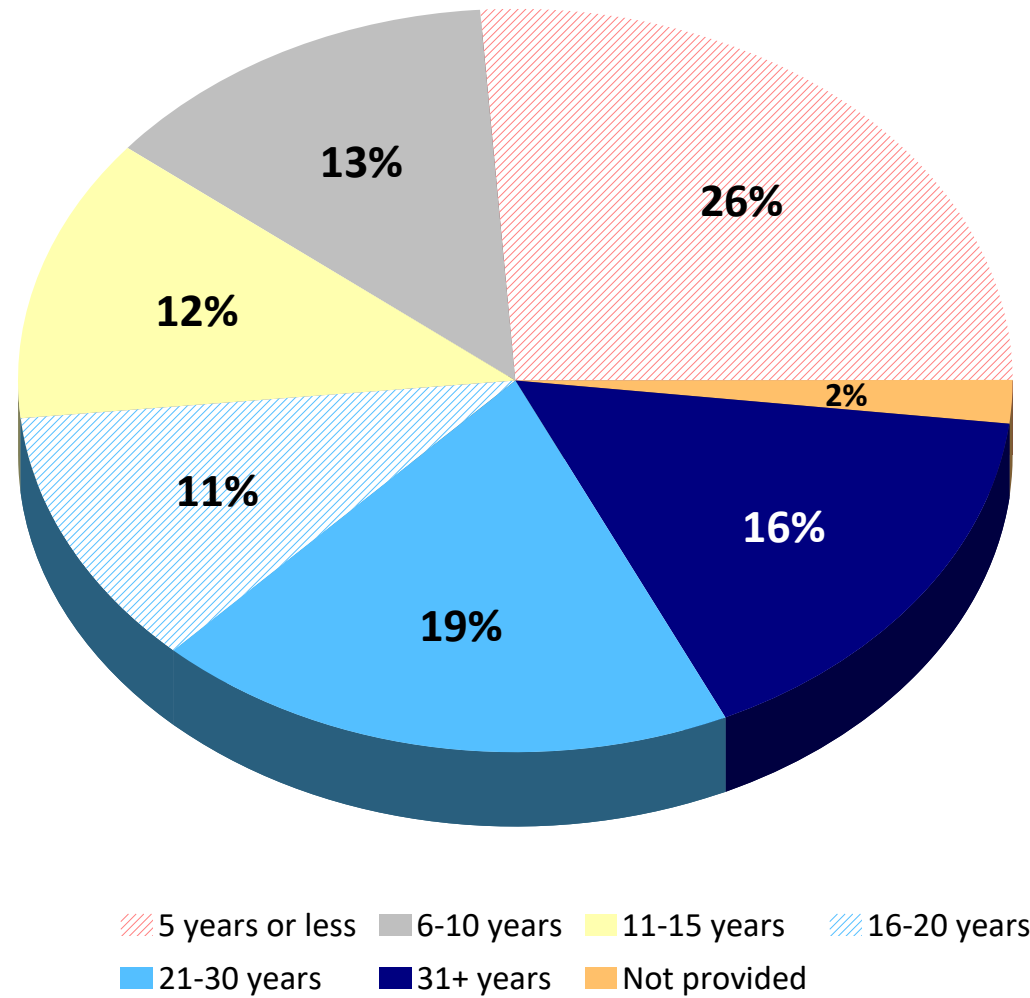
Q28. Sources for Town of Carrboro News and Information

by percentage of respondents (multiple selections could be made)



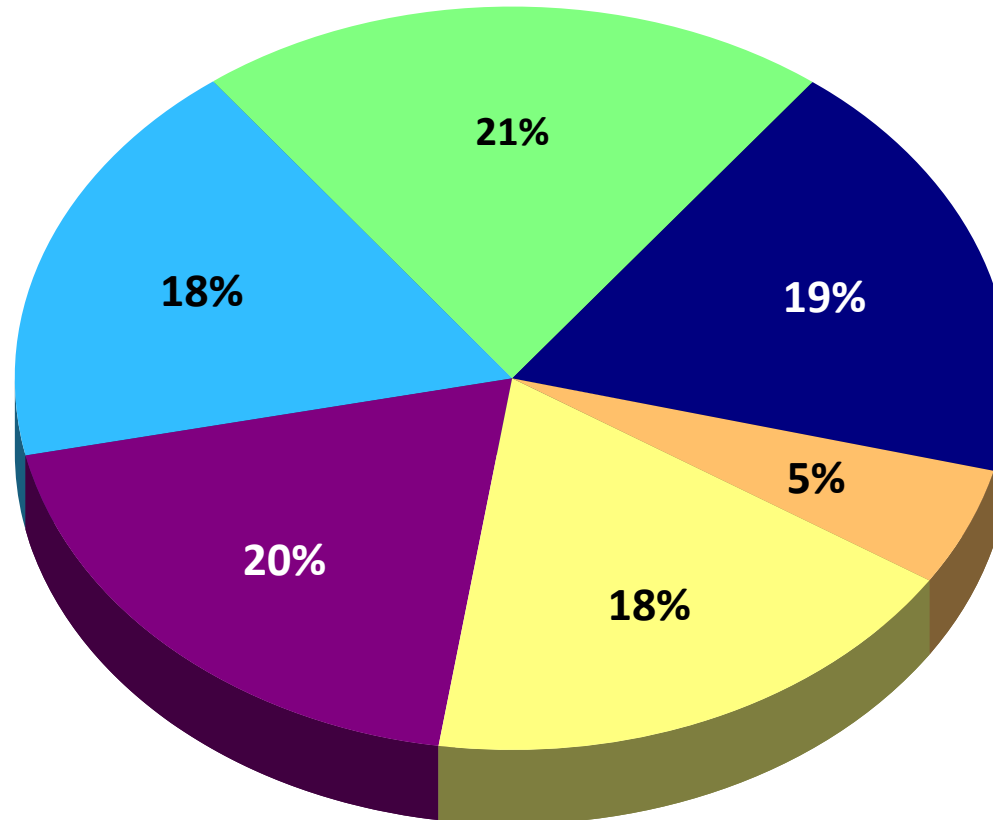
Q31. Demographics: How many years have you lived in Carrboro?

by percentage of respondents



Q32. Demographics: Age of Respondent

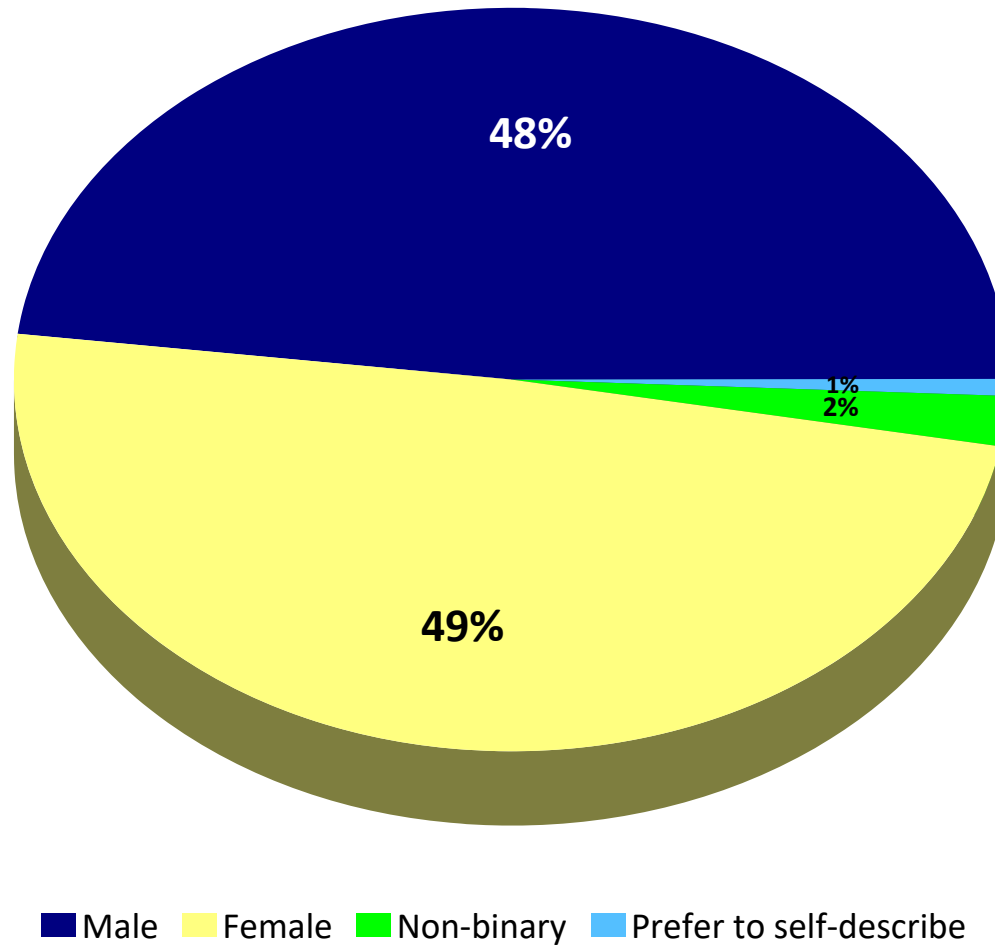
by percentage of respondents



■ 18 to 34 ■ 35 to 44 ■ 45 to 54 ■ 55 to 64 ■ 65+ ■ Not provided

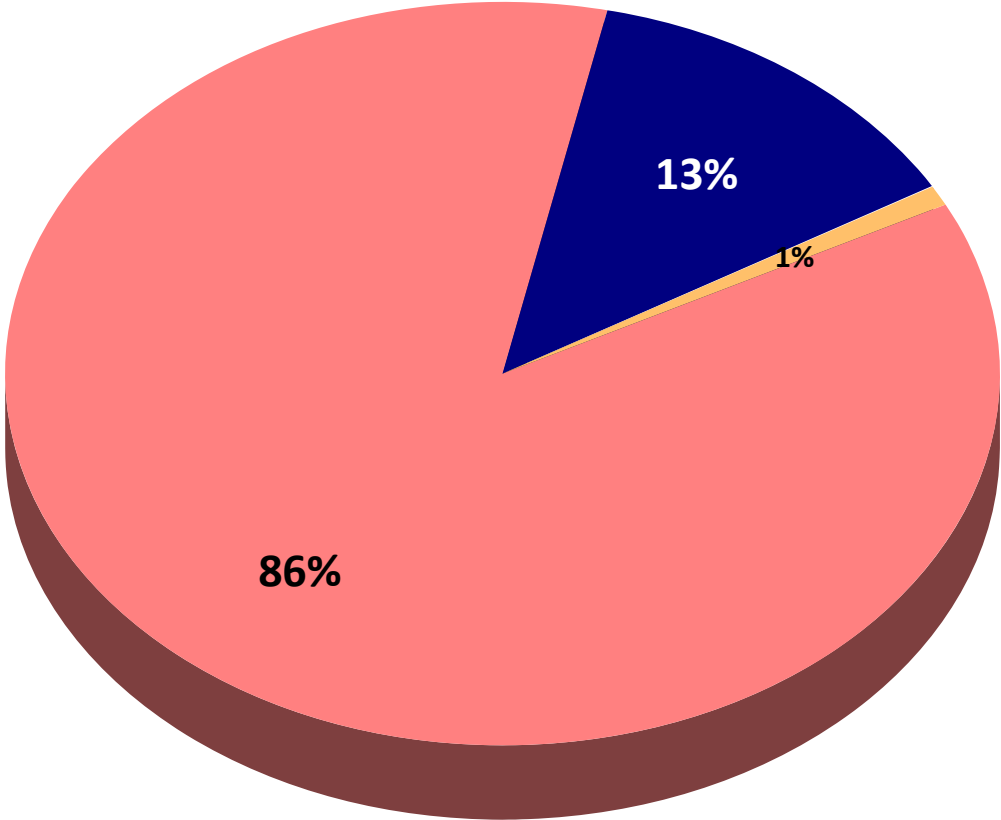
Q33. Demographics: Gender Identity

by percentage of respondents



Q34. Demographics: Are you or any members of your family of Hispanic or Latino ancestry?

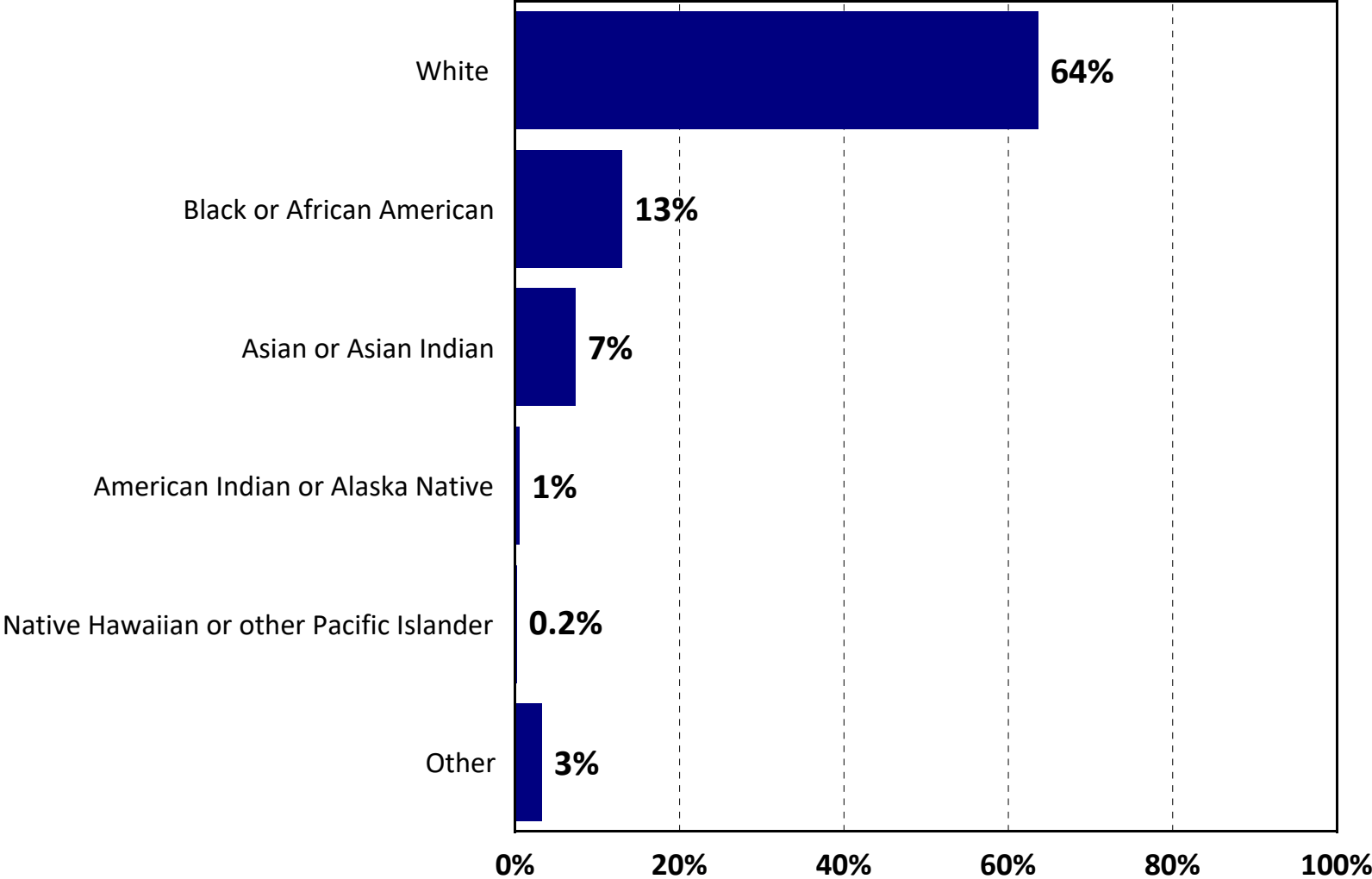
by percentage of respondents



■ Yes ■ No ■ Not provided

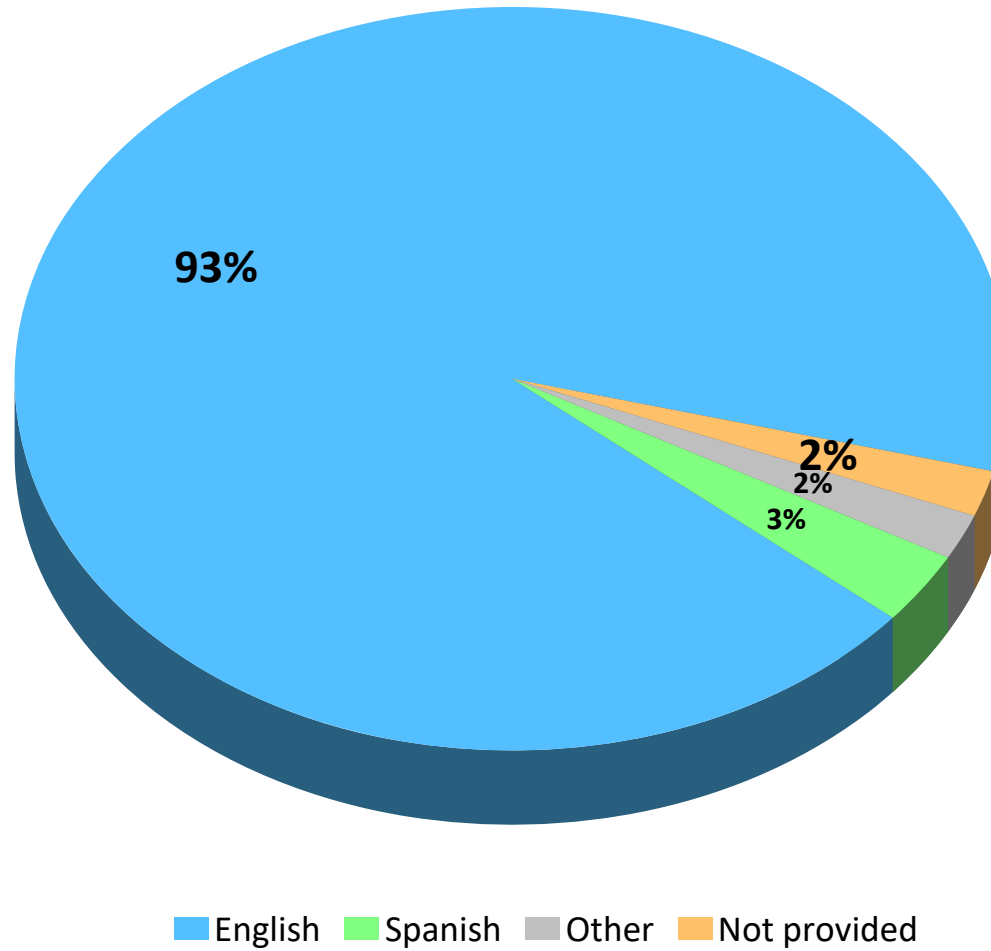
Q35. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



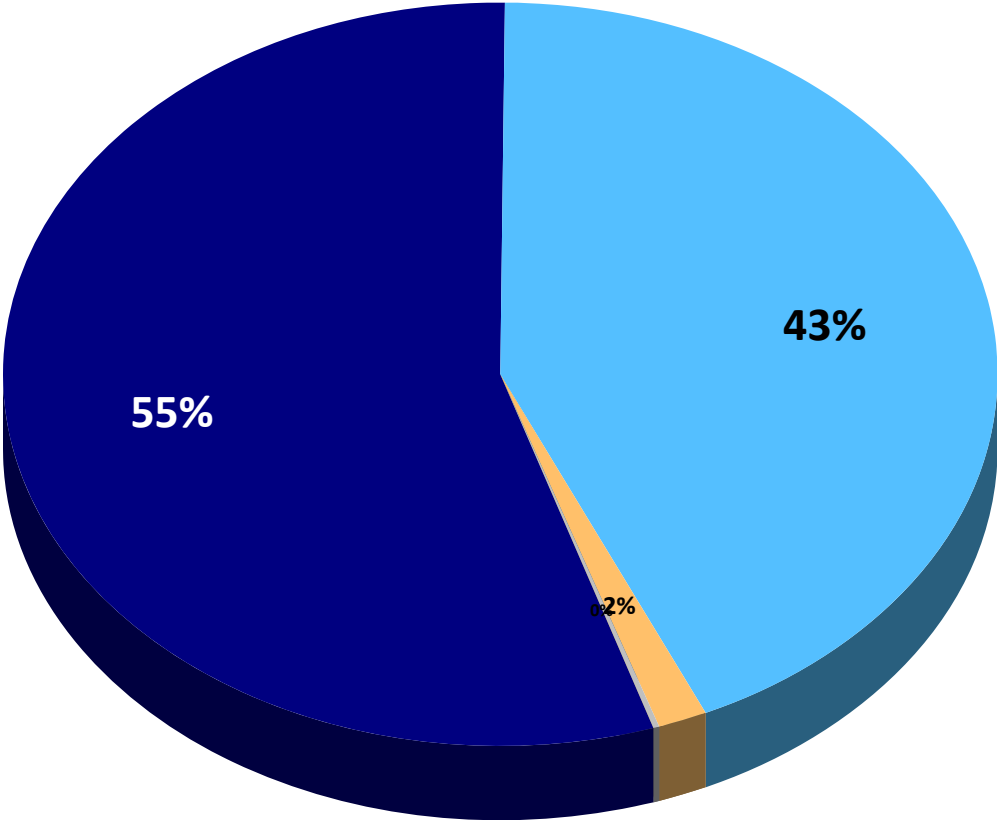
Q36. Demographics: Primary Language Used in Household

by percentage of respondents



Q37. Demographics: Do you rent or own your home?

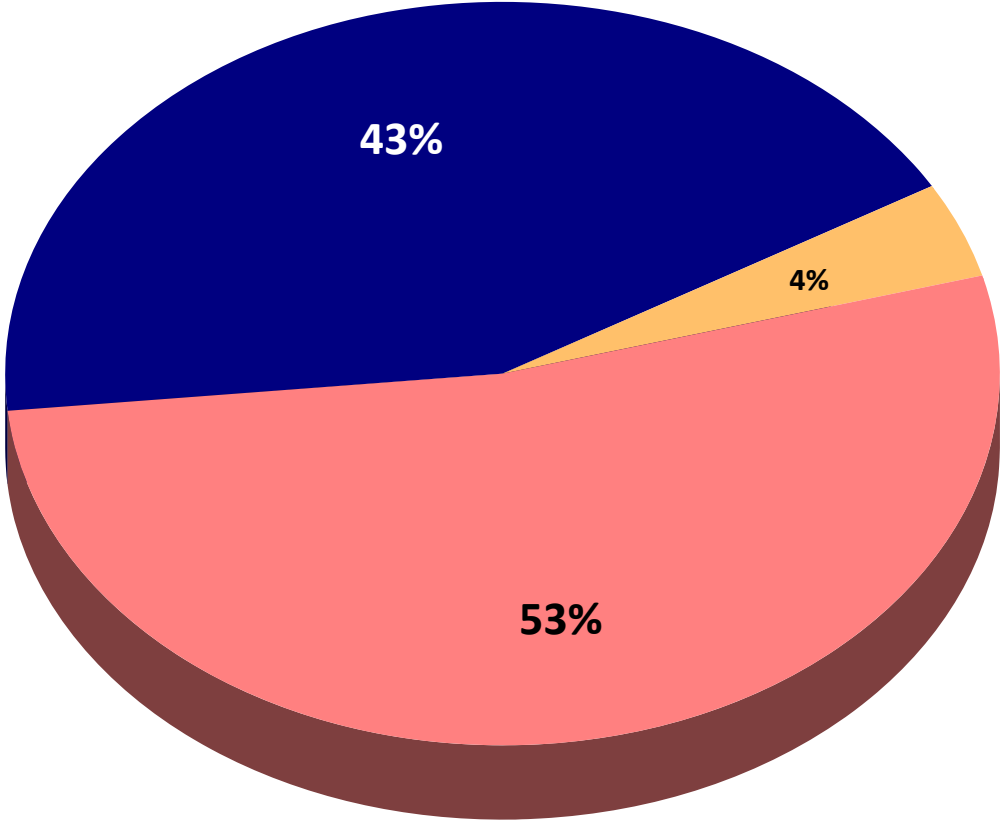
by percentage of respondents



■ Rent ■ Own ■ Other ■ Not provided

Q37a. Demographics: If you rent, do you live with roommates to reduce rent costs?

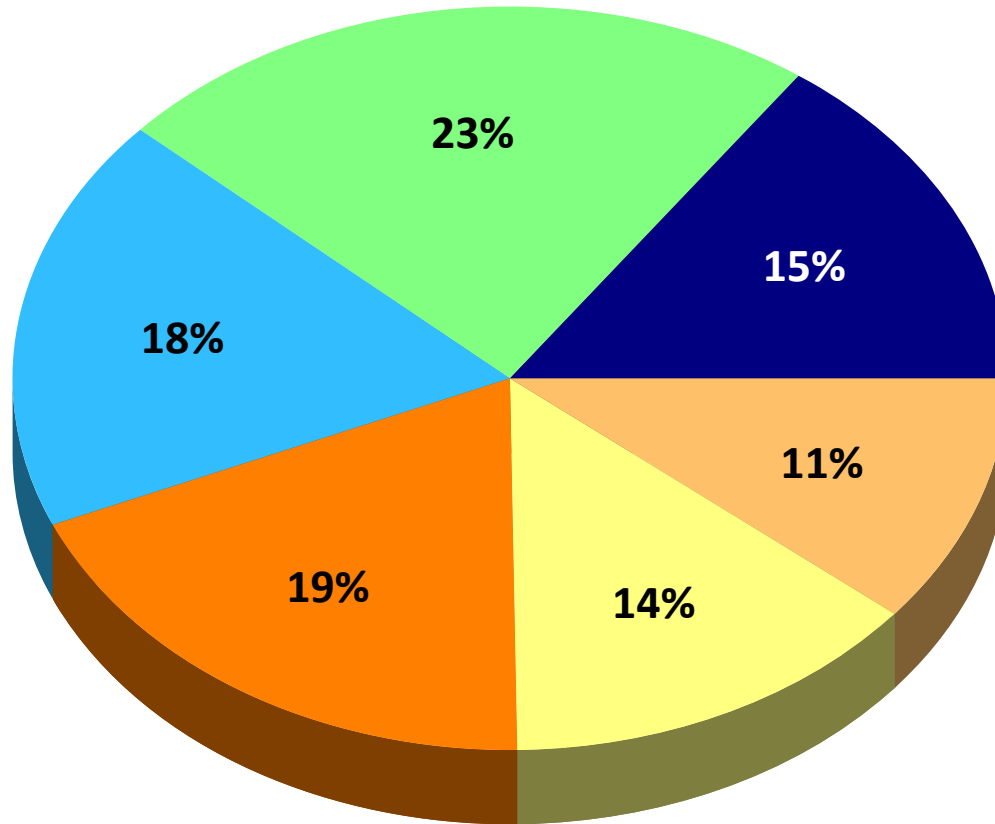
by percentage of respondents who rent their home



■ Yes ■ No ■ Not provided

Q38. Demographics: Total Household Income

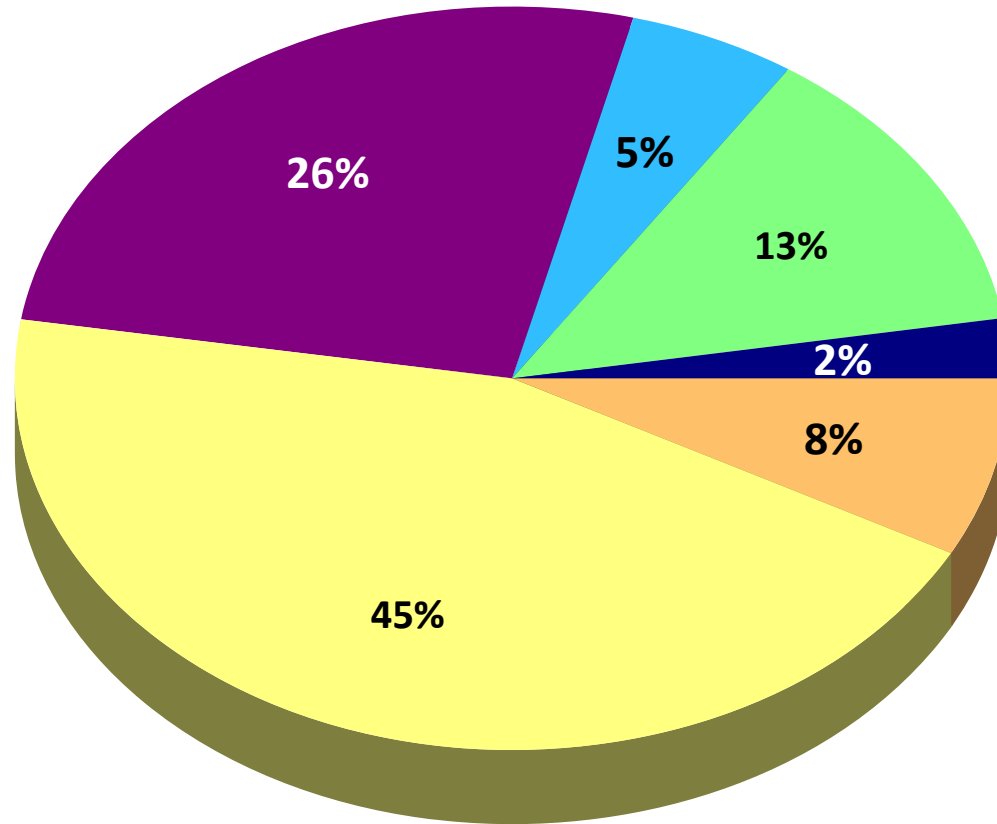
by percentage of respondents



■ Under \$30,000 ■ \$30K-\$59,999 ■ \$60K-\$99,999
■ \$100K-\$149,999 ■ \$150K+ ■ Not provided

Q39. Demographics: Highest Level of Education Completed

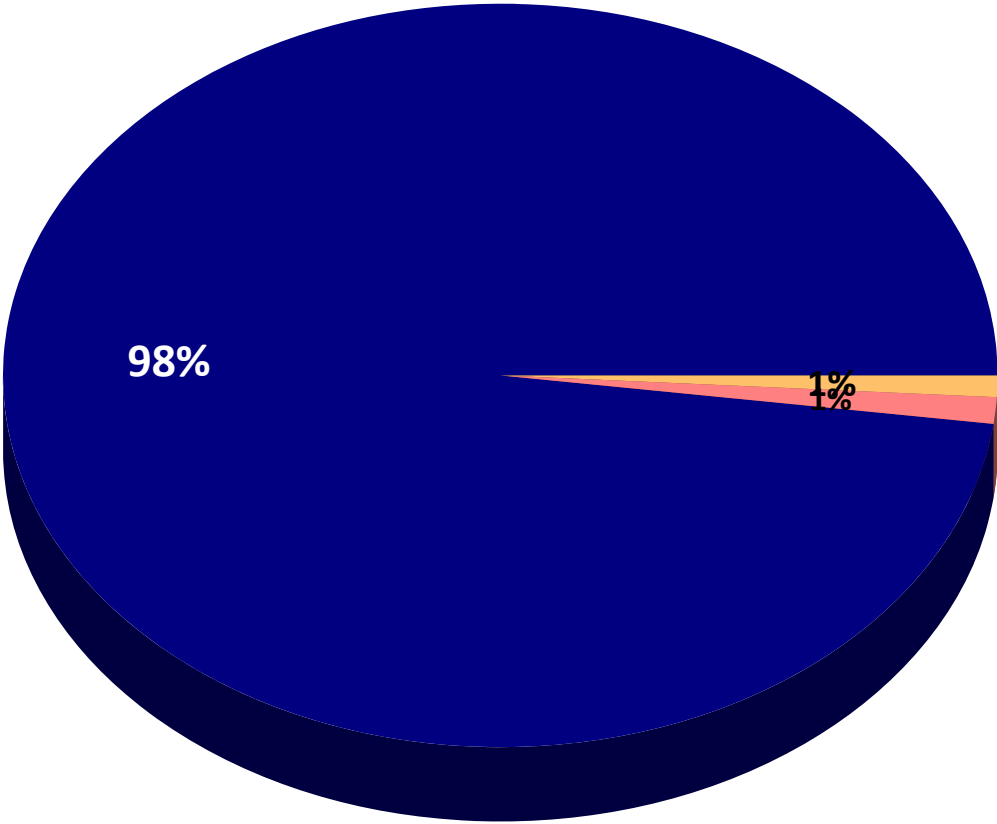
by percentage of respondents



■ Less than high school ■ High school ■ Some college
■ 4-year college ■ Graduate degree ■ Not provided

Q40. Demographics: Do you have access to the internet at home?

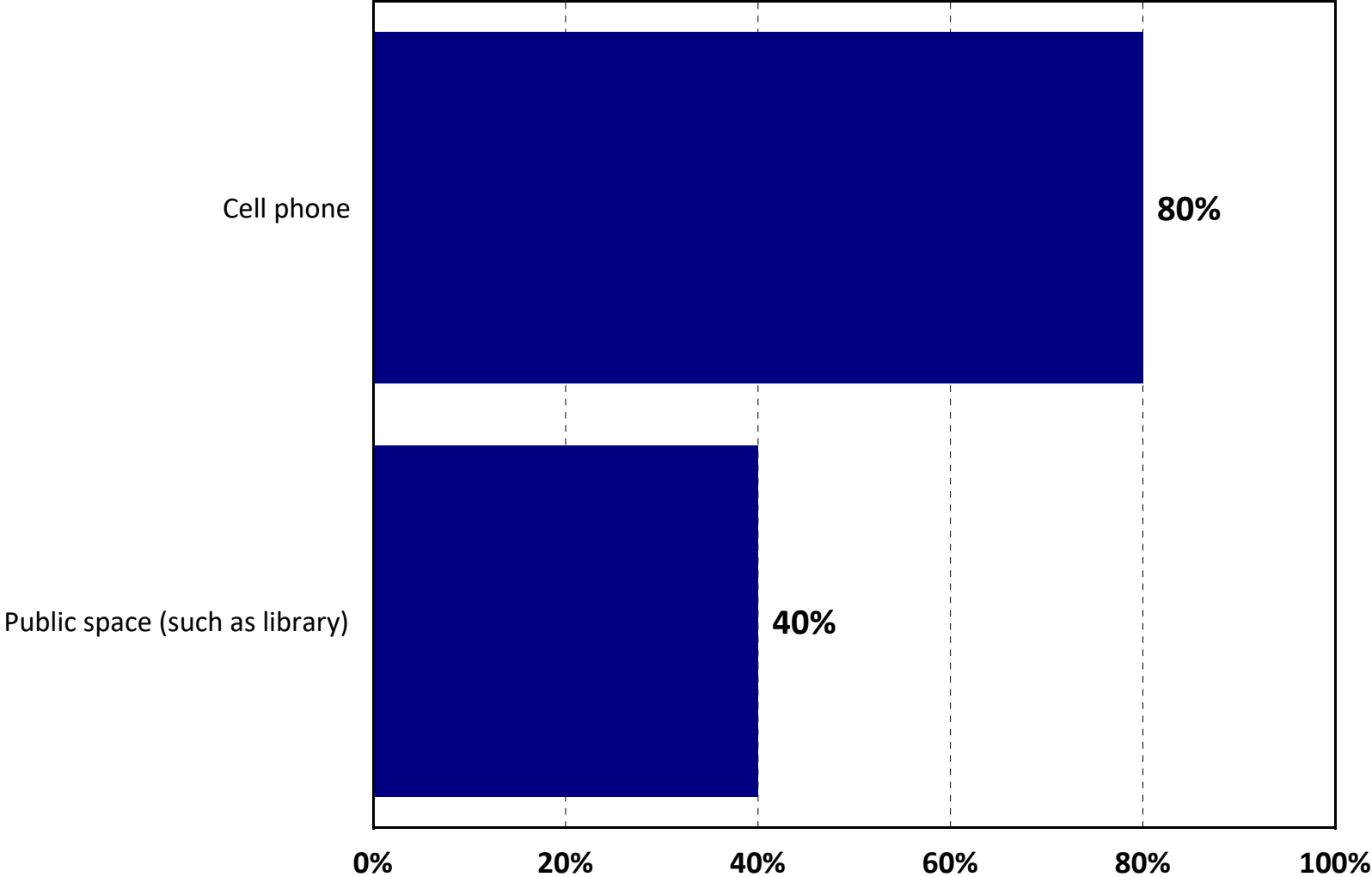
by percentage of respondents



■ Yes ■ No ■ Not provided

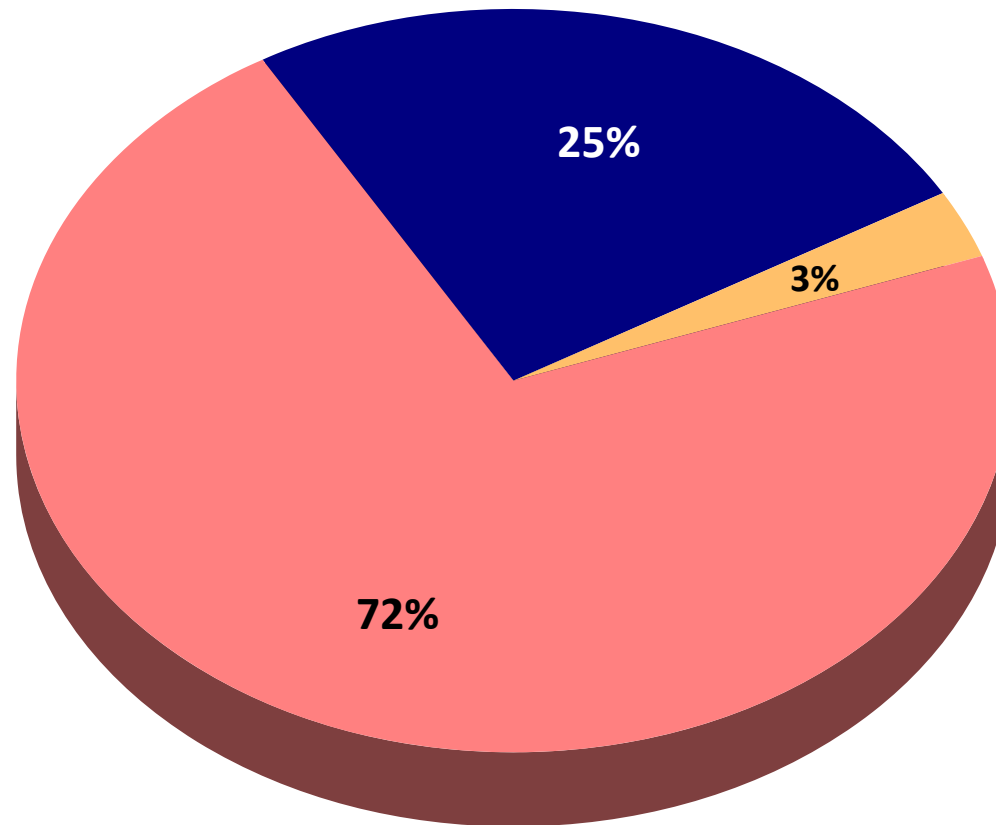
Q40a. Demographics: Where/how do you regularly access the internet?

by percentage of respondents who do not have internet access at home (multiple selections could be made)



Q41. Demographics: Do you work in Carrboro?

by percentage of respondents



■ Yes ■ No ■ Not provided



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 1,000 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 2025 to a random sample of residents in the continental United States. The second source is from a regional survey administered to a random sample of residents in the Atlantic Region of the United States during the summer of 2025. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia.

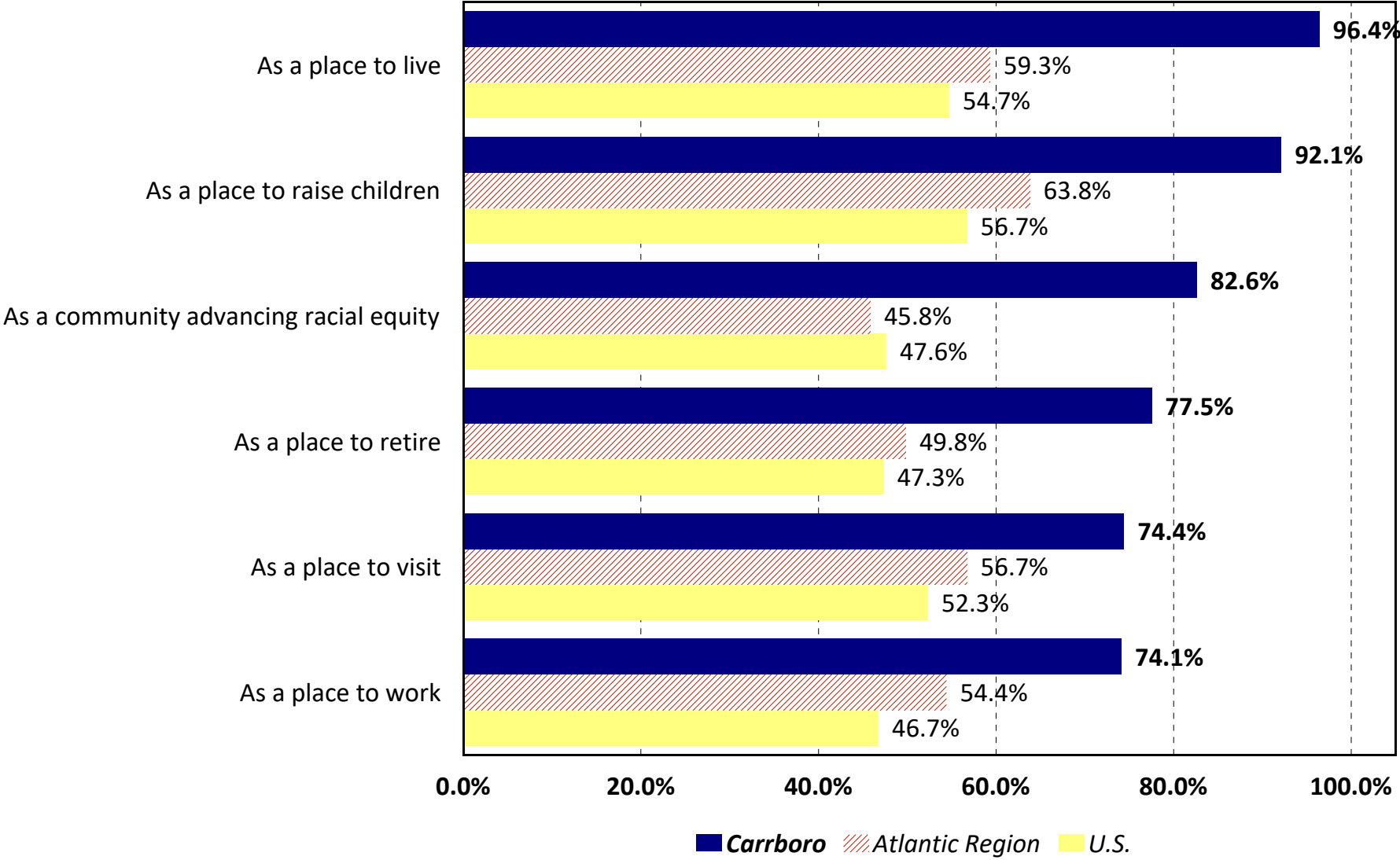
The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of residents; the “Atlantic Regional Average” shown in the charts reflects the results of the regional survey of residents in the Atlantic Region.

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 the Town of Carrboro, NC is not authorized without written consent from ETC Institute.

Ratings of Quality of Life in the Town *Carrboro vs. Atlantic Region vs. the U.S.*

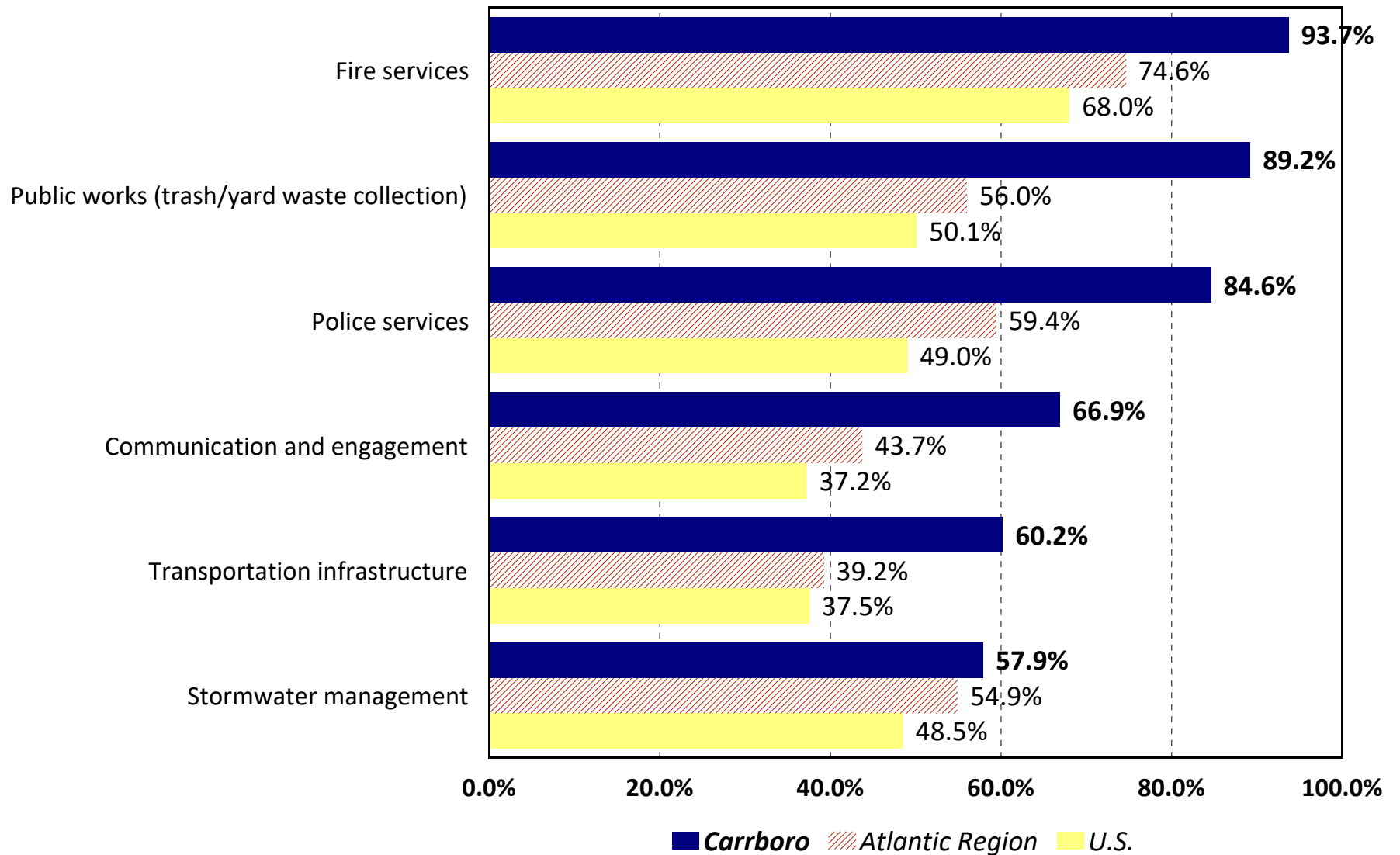
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Major Categories of Town Services

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

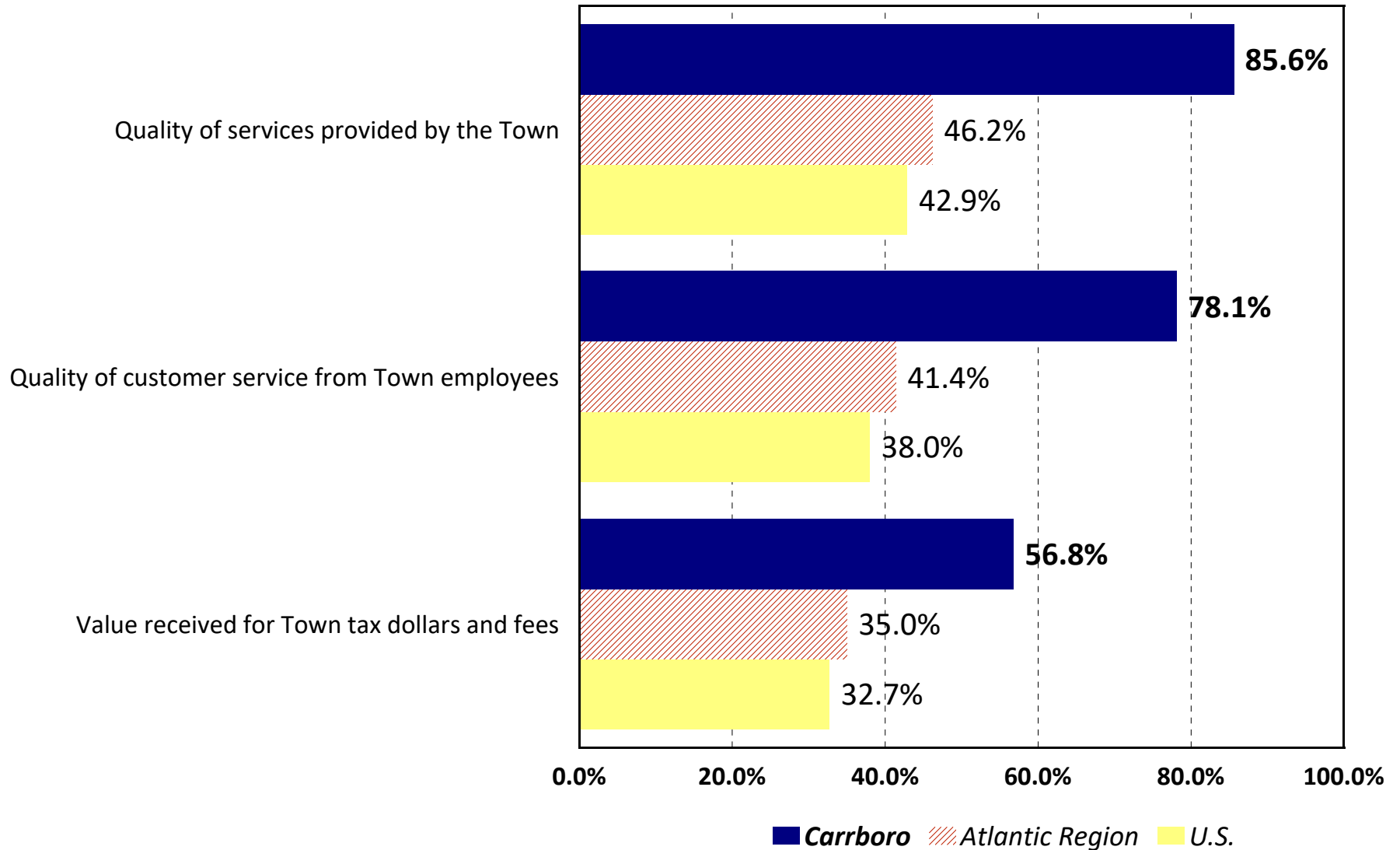
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with the Following Key Indicators

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

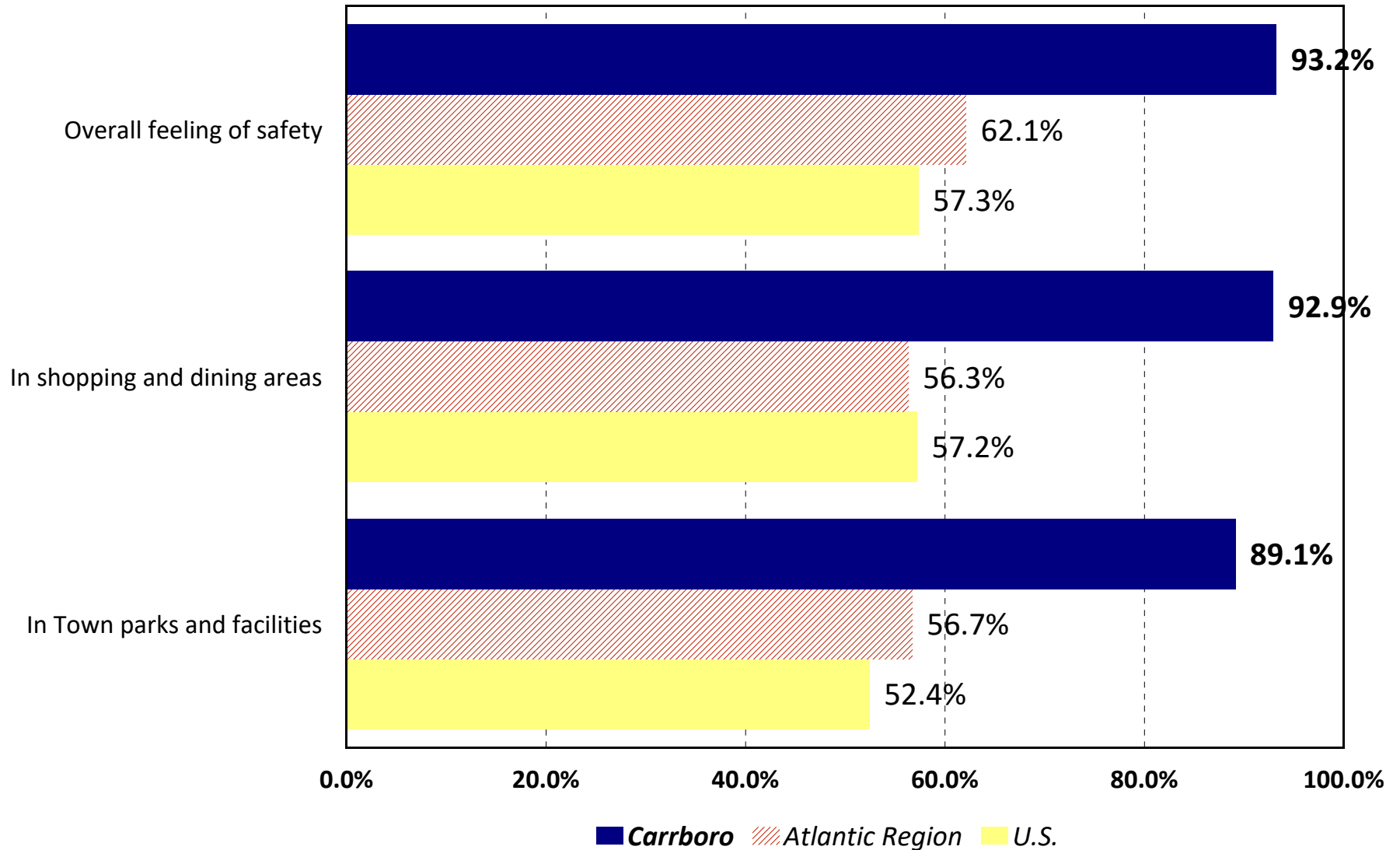
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Perceptions of Safety in the Community

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

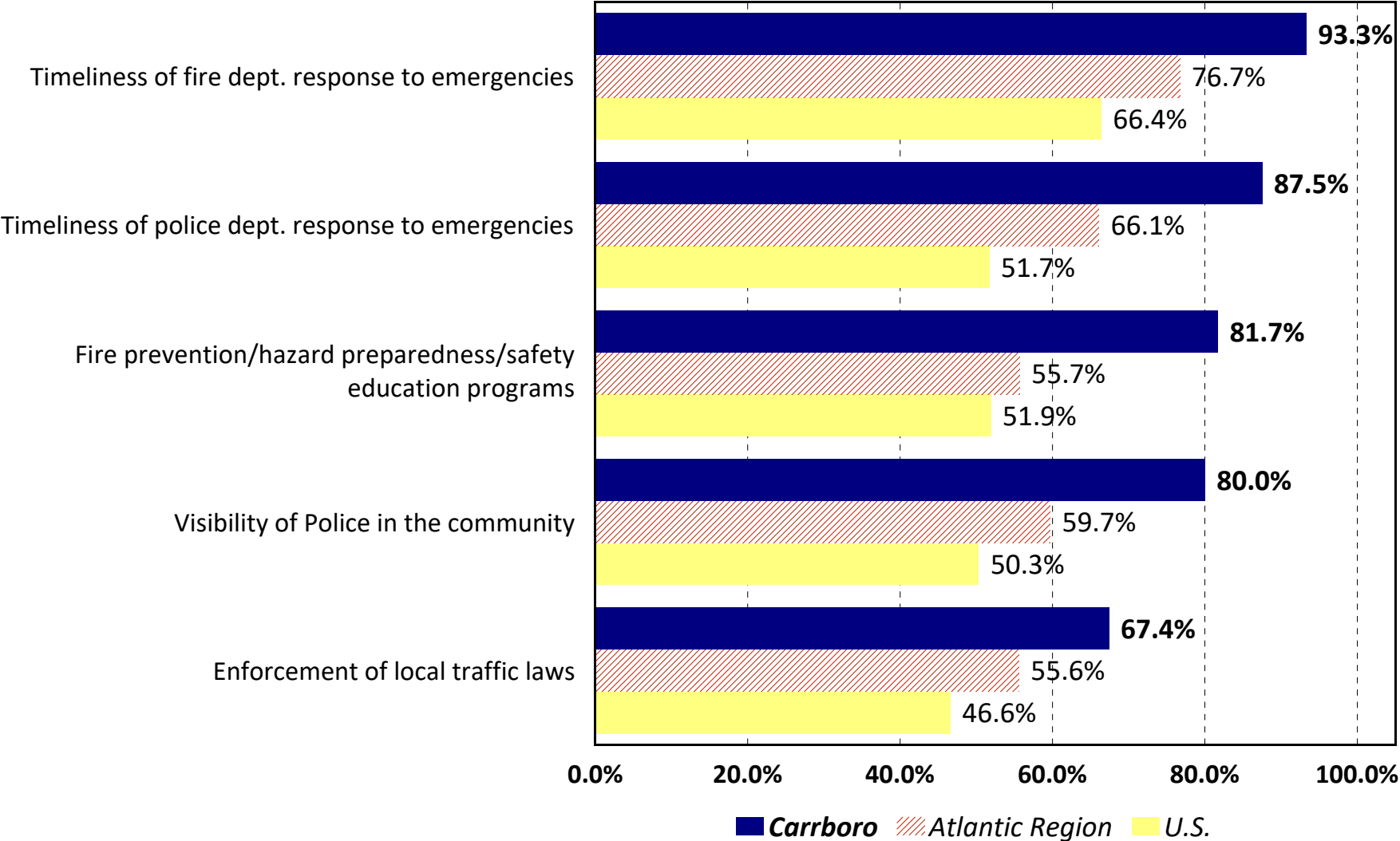
by percentage of respondents who rated the item 3 or 4 on a 4-point scale where 4 was "very safe" and 1 was "unsafe" (excluding don't knows)



Satisfaction with Public Safety Services

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

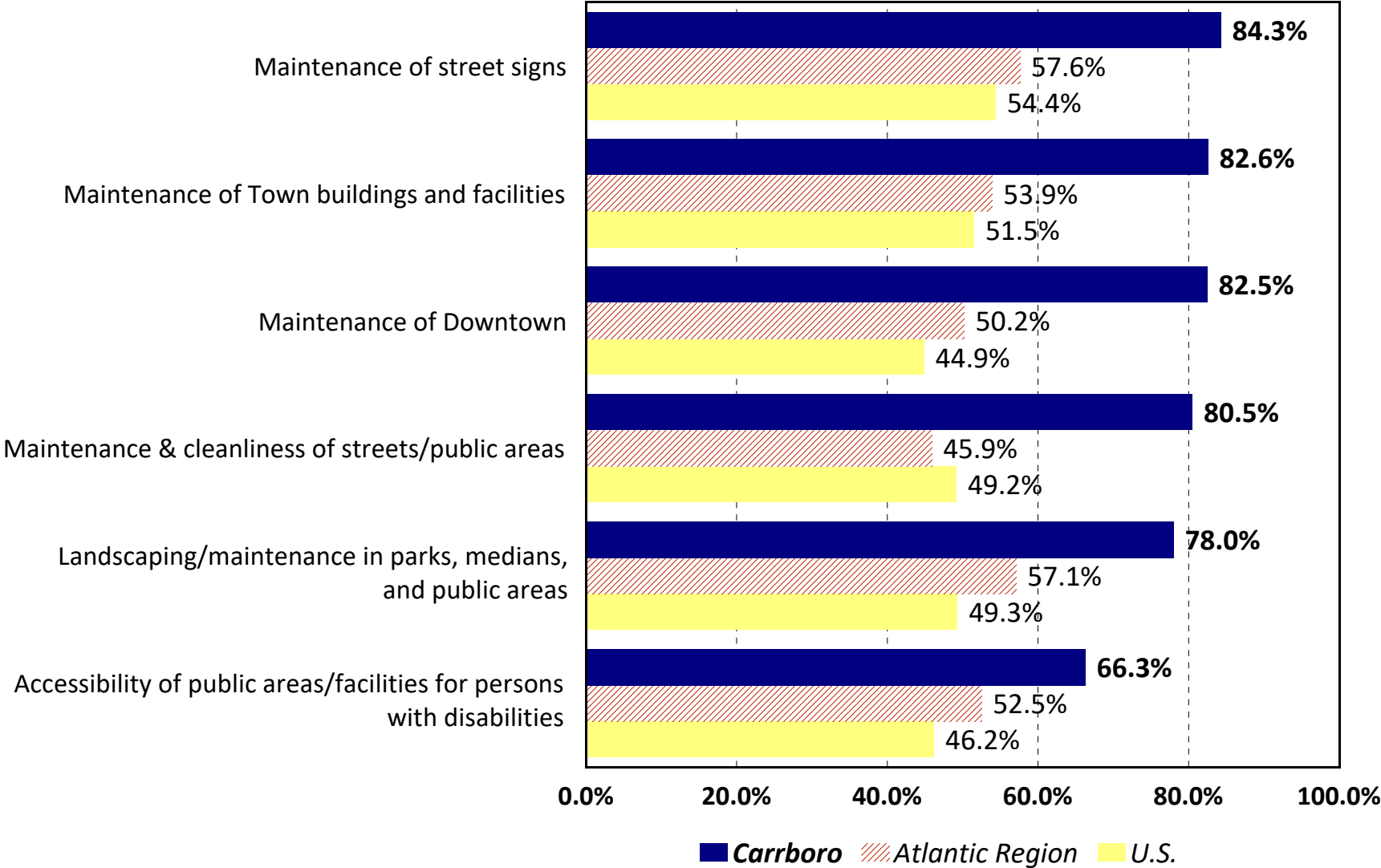
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Maintenance

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

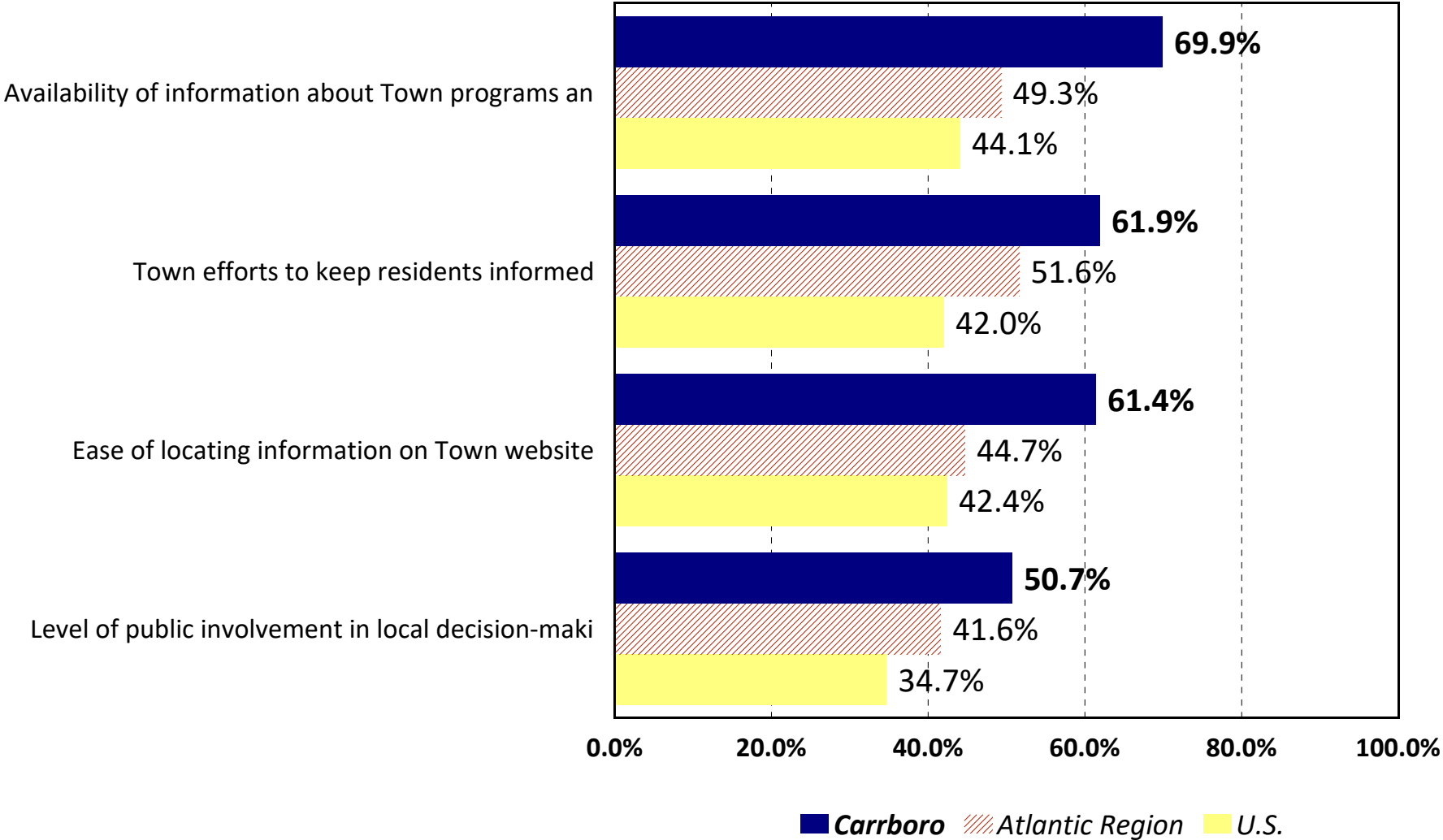
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Communication and Engagement

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)





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 Town to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the Town'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 categories of Town services that were most important. Nearly half (46.8%) of the residents surveyed selected "*transportation infrastructure*" as one of the most important services to their household.

With regard to satisfaction, 60.2% of the residents surveyed rated "*transportation infrastructure*" 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, 46.8% was multiplied by 39.8% (1-0.602). This calculation yielded an I-S rating of 0.1863, which ranked first out of twelve categories of major Town 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 in the future. 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 the Town of Carrboro are provided on the following pages.

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
<i>High Priority (IS .10-.20)</i>						
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
<i>Medium Priority (IS <.10)</i>						
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

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 were most important.

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

Town of Carrboro, NC

Recreation, Parks and Cultural Resources

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Number of walking and biking trails	65%	1	73%	8	0.1793	1
<i>Medium Priority (IS <.10)</i>						
The Town's senior (55+) programs	17%	7	59%	11	0.0681	2
Maintenance of Town parks	55%	2	89%	1	0.0600	3
The Town's youth programs	19%	6	70%	9	0.0585	4
Availability of diverse cultural events	26%	4	78%	3	0.0576	5
Town special events (July 4th, Music Festival)	37%	3	86%	2	0.0533	6
Availability of meeting and gathering spaces	21%	5	76%	6	0.0501	7
The Town's adult programs	12%	8	64%	10	0.0436	8
Fees charged for recreation programs	9%	10	74%	7	0.0236	9
Quality of outdoor athletic fields	9%	9	78%	4	0.0206	10
Ease of registering for programs	6%	11	77%	5	0.0132	11

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 were most important.

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

Town of Carrboro, NC

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS <.10)</i>						
Overall effectiveness of Carrboro Police Dept.	42%	2	86%	8	0.0578	1
Enforcement of local traffic laws	15%	8	67%	12	0.0482	2
Timeliness of police dept. response to emergencies	37%	3	88%	7	0.0461	3
Responsiveness to community concerns - Police	24%	6	83%	9	0.0402	4
Respectfulness of police personnel toward people	30%	5	89%	6	0.0341	5
Timeliness of fire dept. response to emergencies	36%	4	93%	3	0.0242	6
Visibility of Police in the community	9%	10	80%	11	0.0188	7
Fire prevention/hazard preparedness/safety education program	10%	9	82%	10	0.0174	8
Overall effectiveness of Carrboro Fire Department	42%	1	96%	1	0.0165	9
Responsiveness to community concerns - Fire	17%	7	90%	5	0.0161	10
Respectfulness of fire personnel toward people	5%	11	94%	2	0.0032	11
Visibility of Fire Department in the community	2%	12	91%	4	0.0020	12

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 and second most important responses for each item. Respondents were asked to identify the services they thought were most important.

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

Town of Carrboro, NC

Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
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
<i>Medium Priority (IS <.10)</i>						
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

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 were most important.

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

Town of Carrboro, NC

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Town efforts to mitigate draining/flooding in public areas	45%	7	57%	7	0.1913	1
Maintenance & cleanliness of streets/public areas	65%	2	81%	4	0.1264	2
Maintenance of Downtown Carrboro	64%	1	83%	3	0.1122	3
<i>Medium Priority (IS <.10)</i>						
Accessibility of public areas/facilities for persons with disabilities	29%	6	66%	6	0.0981	4
Landscaping & maintenance in parks/medians/public areas	40%	4	78%	5	0.0889	5
Maintenance of Town buildings and facilities	24%	5	83%	2	0.0419	6
Maintenance of street signs	7%	3	84%	1	0.0111	7

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 and second most important responses for each item. Respondents were asked to identify the services they thought were most important.

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

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
<i>Very High Priority (IS >.20)</i>						
Quality of new commercial development	45%	1	33%	2	0.3046	1
Access to information about current/proposed private development projects	36%	3	28%	4	0.2567	2
Job growth	29%	4	19%	5	0.2347	3
<i>High Priority (IS .10-.20)</i>						
Access to shopping	43%	2	63%	1	0.1556	4
New company growth	17%	5	28%	3	0.1190	5

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 and second most important responses for each item. Respondents were asked to identify the services they thought were most important.

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

Town of Carrboro, NC

Housing

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
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
<i>High Priority (IS .10-.20)</i>						
None						
<i>Medium Priority (IS <.10)</i>						
Availability of a range of housing types	13%	3	43%	1	0.0746	3

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

Most Important %:

The "Most Important" percentage represents the most important response for each item. Respondents were asked to identify the service they thought was most important.

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

Town of Carrboro, NC

Town Communication and Engagement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Quality of transparent, trusted, and clear Town communication	36%	1	60%	6	0.1447	1
Level of public involvement in local decision-making	28%	4	51%	7	0.1400	2
Town efforts to keep residents informed	31%	3	62%	4	0.1181	3
Availability of information about Town programs and services	34%	2	70%	2	0.1020	4
<u>Medium Priority (IS <.10)</u>						
Ease of locating information on Town website	21%	6	61%	5	0.0818	5
Availability of emergency information	23%	5	76%	1	0.0568	6
Availability of information & services in languages other than English	7%	7	69%	3	0.0202	7

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 and second most important responses for each item. Respondents were asked to identify the services they thought were most important.

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. Quality of Life. How would you rate the Town of Carrboro...

(N=440)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	60.0%	35.9%	3.0%	0.5%	0.2%	0.5%
Q1-2. As a place to work	21.1%	30.9%	12.0%	4.3%	1.8%	29.8%
Q1-3. As a place to play	36.6%	45.9%	11.8%	1.8%	0.5%	3.4%
Q1-4. As a place to raise children	47.5%	26.4%	4.3%	1.4%	0.7%	19.8%
Q1-5. As a place to retire	33.0%	25.0%	9.5%	5.0%	2.3%	25.2%
Q1-6. As a place to visit	32.5%	38.9%	18.0%	5.0%	1.6%	4.1%
Q1-7. As a place to start a business	8.0%	14.8%	19.3%	5.5%	3.2%	49.3%
Q1-8. As a place that is welcoming & inclusive to all	56.8%	32.0%	7.3%	1.4%	0.5%	2.0%
Q1-9. As a community advancing racial equity	43.4%	33.9%	14.1%	0.9%	1.4%	6.4%
Q1-10. As a community advancing climate action	36.6%	35.9%	13.4%	2.7%	2.0%	9.3%
Q1-11. As a community headed in the right direction	35.5%	38.4%	14.5%	5.0%	3.9%	2.7%
Q1-12. Overall quality of life in Carrboro	48.0%	44.3%	5.7%	0.7%	0.9%	0.5%

WITHOUT "DON'T KNOW"**Q1. Quality of Life. How would you rate the Town of Carrboro... (without "don't know")**

(N=440)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	60.3%	36.1%	3.0%	0.5%	0.2%
Q1-2. As a place to work	30.1%	44.0%	17.2%	6.1%	2.6%
Q1-3. As a place to play	37.9%	47.5%	12.2%	1.9%	0.5%
Q1-4. As a place to raise children	59.2%	32.9%	5.4%	1.7%	0.8%
Q1-5. As a place to retire	44.1%	33.4%	12.8%	6.7%	3.0%
Q1-6. As a place to visit	33.9%	40.5%	18.7%	5.2%	1.7%
Q1-7. As a place to start a business	15.7%	29.1%	38.1%	10.8%	6.3%
Q1-8. As a place that is welcoming & inclusive to all	58.0%	32.7%	7.4%	1.4%	0.5%
Q1-9. As a community advancing racial equity	46.4%	36.2%	15.0%	1.0%	1.5%
Q1-10. As a community advancing climate action	40.4%	39.6%	14.8%	3.0%	2.3%
Q1-11. As a community headed in the right direction	36.4%	39.5%	15.0%	5.1%	4.0%
Q1-12. Overall quality of life in Carrboro	48.2%	44.5%	5.7%	0.7%	0.9%

Q2. Perception of Carrboro. Below are items that may influence your perception of Carrboro. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall appearance of Town	22.3%	57.7%	12.5%	6.1%	1.1%	0.2%
Q2-2. Quality of new development in Carrboro	7.7%	34.5%	29.1%	14.3%	5.5%	8.9%
Q2-3. Access to parks & green space	34.8%	46.1%	11.8%	6.1%	0.5%	0.7%
Q2-4. Diversity of residents	21.8%	38.2%	25.9%	9.8%	1.4%	3.0%
Q2-5. Current state of race relations	16.6%	40.7%	22.3%	4.8%	0.5%	15.2%
Q2-6. Variety of businesses in Carrboro	15.7%	44.5%	22.5%	14.5%	1.6%	1.1%
Q2-7. Availability of cultural activities & the arts	39.3%	45.5%	10.0%	3.2%	0.9%	1.1%
Q2-8. Availability of festivals & community events	45.7%	42.0%	10.0%	0.9%	0.5%	0.9%

WITHOUT "DON'T KNOW"**Q2. Perception of Carrboro. Below are items that may influence your perception of Carrboro. How satisfied are you with... (without "don't know")**

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall appearance of Town	22.3%	57.9%	12.5%	6.2%	1.1%
Q2-2. Quality of new development in Carrboro	8.5%	37.9%	31.9%	15.7%	6.0%
Q2-3. Access to parks & green space	35.0%	46.5%	11.9%	6.2%	0.5%
Q2-4. Diversity of residents	22.5%	39.3%	26.7%	10.1%	1.4%
Q2-5. Current state of race relations	19.6%	48.0%	26.3%	5.6%	0.5%
Q2-6. Variety of businesses in Carrboro	15.9%	45.1%	22.8%	14.7%	1.6%
Q2-7. Availability of cultural activities & the arts	39.8%	46.0%	10.1%	3.2%	0.9%
Q2-8. Availability of festivals & community events	46.1%	42.4%	10.1%	0.9%	0.5%

Q3. Town Leadership. How much do you agree...

(N=440)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q3-1. Town is responsive to the needs of its residents	14.1%	41.8%	19.8%	7.7%	3.2%	13.4%
Q3-2. I have opportunities to participate in Town decision making	15.2%	39.5%	19.3%	7.3%	2.7%	15.9%
Q3-3. I have a good understanding of the services provided by Town	15.7%	49.3%	21.4%	8.4%	0.2%	5.0%

WITHOUT "DON'T KNOW"

Q3. Town Leadership. How much do you agree... (without "don't know")

(N=440)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-1. Town is responsive to the needs of its residents	16.3%	48.3%	22.8%	8.9%	3.7%
Q3-2. I have opportunities to participate in Town decision making	18.1%	47.0%	23.0%	8.6%	3.2%
Q3-3. I have a good understanding of the services provided by Town	16.5%	51.9%	22.5%	8.9%	0.2%

Q4. Major Categories of Services. How satisfied are you with the overall quality of...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Communication & engagement	19.8%	45.0%	24.5%	5.7%	1.8%	3.2%
Q4-2. Economic development	7.5%	32.7%	33.9%	9.8%	1.6%	14.5%
Q4-3. Fire services	51.1%	30.2%	5.2%	0.2%	0.0%	13.2%
Q4-4. Housing & community services	8.9%	29.5%	27.5%	11.1%	3.0%	20.0%
Q4-5. Parks & recreation facilities	36.6%	47.0%	10.7%	4.3%	0.5%	0.9%
Q4-6. Planning, zoning, & inspection services	9.1%	24.1%	24.1%	10.5%	4.5%	27.7%
Q4-7. Police services	37.0%	39.1%	11.1%	2.0%	0.7%	10.0%
Q4-8. Public parking	25.7%	42.5%	16.8%	11.6%	2.5%	0.9%
Q4-9. Public works (trash/yard waste collection)	45.0%	41.4%	6.1%	3.4%	0.9%	3.2%
Q4-10. Recreation & cultural programs	33.4%	48.0%	13.4%	0.9%	0.2%	4.1%
Q4-11. Stormwater management	11.8%	36.6%	21.8%	9.5%	3.9%	16.4%
Q4-12. Transportation infrastructure (sidewalks, bike lanes)	16.6%	43.0%	21.1%	15.2%	3.0%	1.1%

WITHOUT "DON'T KNOW"**Q4. Major Categories of Services. How satisfied are you with the overall quality of... (without "don't know")**

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Communication & engagement	20.4%	46.5%	25.4%	5.9%	1.9%
Q4-2. Economic development	8.8%	38.3%	39.6%	11.4%	1.9%
Q4-3. Fire services	58.9%	34.8%	6.0%	0.3%	0.0%
Q4-4. Housing & community services	11.1%	36.9%	34.4%	13.9%	3.7%
Q4-5. Parks & recreation facilities	36.9%	47.5%	10.8%	4.4%	0.5%
Q4-6. Planning, zoning, & inspection services	12.6%	33.3%	33.3%	14.5%	6.3%
Q4-7. Police services	41.2%	43.4%	12.4%	2.3%	0.8%
Q4-8. Public parking	25.9%	42.9%	17.0%	11.7%	2.5%
Q4-9. Public works (trash/yard waste collection)	46.5%	42.7%	6.3%	3.5%	0.9%
Q4-10. Recreation & cultural programs	34.8%	50.0%	14.0%	0.9%	0.2%
Q4-11. Stormwater management	14.1%	43.8%	26.1%	11.4%	4.6%
Q4-12. Transportation infrastructure (sidewalks, bike lanes)	16.8%	43.4%	21.4%	15.4%	3.0%

Q5. Which THREE of the services listed in Question 4 are most important to you?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Communication & engagement	29	6.6 %
Economic development	27	6.1 %
Fire services	32	7.3 %
Housing & community services	76	17.3 %
Parks & recreation facilities	45	10.2 %
Planning, zoning, & inspection services	18	4.1 %
Police services	27	6.1 %
Public parking	14	3.2 %
Public works (trash/yard waste collection)	19	4.3 %
Recreation & cultural programs	19	4.3 %
Stormwater management	23	5.2 %
Transportation infrastructure (sidewalks, bike lanes)	89	20.2 %
None chosen	22	5.0 %
Total	440	100.0 %

Q5. Which THREE of the services listed in Question 4 are most important to you?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Communication & engagement	25	5.7 %
Economic development	36	8.2 %
Fire services	24	5.5 %
Housing & community services	38	8.6 %
Parks & recreation facilities	70	15.9 %
Planning, zoning, & inspection services	28	6.4 %
Police services	35	8.0 %
Public parking	30	6.8 %
Public works (trash/yard waste collection)	30	6.8 %
Recreation & cultural programs	28	6.4 %
Stormwater management	16	3.6 %
Transportation infrastructure (sidewalks, bike lanes)	55	12.5 %
None chosen	25	5.7 %
Total	440	100.0 %

Q5. Which THREE of the services listed in Question 4 are most important to you?

Q5. 3rd choice	Number	Percent
Communication & engagement	24	5.5 %
Economic development	34	7.7 %
Fire services	13	3.0 %
Housing & community services	34	7.7 %
Parks & recreation facilities	53	12.0 %
Planning, zoning, & inspection services	26	5.9 %
Police services	18	4.1 %
Public parking	28	6.4 %
Public works (trash/yard waste collection)	47	10.7 %
Recreation & cultural programs	38	8.6 %
Stormwater management	29	6.6 %
Transportation infrastructure (sidewalks, bike lanes)	62	14.1 %
None chosen	34	7.7 %
Total	440	100.0 %

SUM OF TOP 3 CHOICES**Q5. Which THREE of the services listed in Question 4 are most important to you? (top 3)**

Q5. Sum of top 3 choices	Number	Percent
Communication & engagement	78	17.7 %
Economic development	97	22.0 %
Fire services	69	15.7 %
Housing & community services	148	33.6 %
Parks & recreation facilities	168	38.2 %
Planning, zoning, & inspection services	72	16.4 %
Police services	80	18.2 %
Public parking	72	16.4 %
Public works (trash/yard waste collection)	96	21.8 %
Recreation & cultural programs	85	19.3 %
Stormwater management	68	15.5 %
Transportation infrastructure (sidewalks, bike lanes)	206	46.8 %
None chosen	22	5.0 %
Total	1261	

Q6. Overall Satisfaction. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Overall quality of services provided by Town	24.3%	59.5%	10.5%	2.5%	1.1%	2.0%
Q6-2. Overall quality of customer service from Town employees	25.9%	39.5%	14.3%	3.0%	1.1%	16.1%
Q6-3. Overall value received for Town tax dollars & fees	14.1%	39.5%	20.9%	12.7%	7.0%	5.7%

WITHOUT "DON'T KNOW"**Q6. Overall Satisfaction. How satisfied are you with... (without "don't know")**

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Overall quality of services provided by Town	24.8%	60.8%	10.7%	2.6%	1.2%
Q6-2. Overall quality of customer service from Town employees	30.9%	47.2%	17.1%	3.5%	1.4%
Q6-3. Overall value received for Town tax dollars & fees	14.9%	41.9%	22.2%	13.5%	7.5%

Q7. Recreation, Parks & Cultural Resources. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance of Town parks	31.4%	53.2%	8.6%	1.6%	0.2%	5.0%
Q7-2. Number of walking & biking trails	26.6%	44.1%	13.9%	11.1%	1.8%	2.5%
Q7-3. Quality of outdoor athletic fields	17.7%	39.5%	14.5%	1.6%	0.2%	26.4%
Q7-4. Town's youth programs	13.6%	20.9%	13.2%	1.6%	0.2%	50.5%
Q7-5. Town's adult programs	11.1%	27.5%	19.1%	2.3%	0.7%	39.3%
Q7-6. Town's senior (55+) programs	7.7%	16.1%	14.5%	1.6%	0.5%	59.5%
Q7-7. Town special events (e.g., July 4th, Music Festival)	35.2%	44.3%	11.8%	1.1%	0.5%	7.0%
Q7-8. Ease of registering for programs	17.7%	33.9%	12.0%	2.0%	1.4%	33.0%
Q7-9. Fees charged for recreation programs	19.3%	30.2%	15.5%	0.7%	0.9%	33.4%
Q7-10. Availability of diverse cultural events	26.4%	43.0%	16.8%	2.3%	0.5%	11.1%
Q7-11. Availability of meeting & gathering spaces	21.1%	40.9%	15.2%	4.5%	0.2%	18.0%

WITHOUT "DON'T KNOW"**Q7. Recreation, Parks & Cultural Resources. How satisfied are you with... (without "don't know")**

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance of Town parks	33.0%	56.0%	9.1%	1.7%	0.2%
Q7-2. Number of walking & biking trails	27.3%	45.2%	14.2%	11.4%	1.9%
Q7-3. Quality of outdoor athletic fields	24.1%	53.7%	19.8%	2.2%	0.3%
Q7-4. Town's youth programs	27.5%	42.2%	26.6%	3.2%	0.5%
Q7-5. Town's adult programs	18.4%	45.3%	31.5%	3.7%	1.1%
Q7-6. Town's senior (55+) programs	19.1%	39.9%	36.0%	3.9%	1.1%
Q7-7. Town special events (e. g., July 4th, Music Festival)	37.9%	47.7%	12.7%	1.2%	0.5%
Q7-8. Ease of registering for programs	26.4%	50.5%	18.0%	3.1%	2.0%
Q7-9. Fees charged for recreation programs	29.0%	45.4%	23.2%	1.0%	1.4%
Q7-10. Availability of diverse cultural events	29.7%	48.3%	18.9%	2.6%	0.5%
Q7-11. Availability of meeting & gathering spaces	25.8%	49.9%	18.6%	5.5%	0.3%

Q8. Which THREE of the services listed in Question 7 are most important to you?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks	82	18.6 %
Number of walking & biking trails	163	37.0 %
Quality of outdoor athletic fields	7	1.6 %
Town's youth programs	21	4.8 %
Town's adult programs	14	3.2 %
Town's senior (55+) programs	28	6.4 %
Town special events (e.g., July 4th, Music Festival)	38	8.6 %
Ease of registering for programs	3	0.7 %
Fees charged for recreation programs	6	1.4 %
Availability of diverse cultural events	22	5.0 %
Availability of meeting & gathering spaces	23	5.2 %
None chosen	33	7.5 %
Total	440	100.0 %

Q8. Which THREE of the services listed in Question 7 are most important to you?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks	88	20.0 %
Number of walking & biking trails	88	20.0 %
Quality of outdoor athletic fields	19	4.3 %
Town's youth programs	31	7.0 %
Town's adult programs	20	4.5 %
Town's senior (55+) programs	19	4.3 %
Town special events (e.g., July 4th, Music Festival)	55	12.5 %
Ease of registering for programs	7	1.6 %
Fees charged for recreation programs	13	3.0 %
Availability of diverse cultural events	39	8.9 %
Availability of meeting & gathering spaces	26	5.9 %
None chosen	35	8.0 %
Total	440	100.0 %

Q8. Which THREE of the services listed in Question 7 are most important to you?

Q8. 3rd choice	Number	Percent
Maintenance of Town parks	70	15.9 %
Number of walking & biking trails	36	8.2 %
Quality of outdoor athletic fields	15	3.4 %
Town's youth programs	33	7.5 %
Town's adult programs	19	4.3 %
Town's senior (55+) programs	26	5.9 %
Town special events (e.g., July 4th, Music Festival)	70	15.9 %
Ease of registering for programs	15	3.4 %
Fees charged for recreation programs	21	4.8 %
Availability of diverse cultural events	54	12.3 %
Availability of meeting & gathering spaces	42	9.5 %
None chosen	39	8.9 %
Total	440	100.0 %

SUM OF TOP 3 CHOICES**Q8. Which THREE of the services listed in Question 7 are most important to you? (top 3)**

Q8. Sum of top 3 choices	Number	Percent
Maintenance of Town parks	240	54.5 %
Number of walking & biking trails	287	65.2 %
Quality of outdoor athletic fields	41	9.3 %
Town's youth programs	85	19.3 %
Town's adult programs	53	12.0 %
Town's senior (55+) programs	73	16.6 %
Town special events (e.g., July 4th, Music Festival)	163	37.0 %
Ease of registering for programs	25	5.7 %
Fees charged for recreation programs	40	9.1 %
Availability of diverse cultural events	115	26.1 %
Availability of meeting & gathering spaces	91	20.7 %
None chosen	33	7.5 %
Total	1246	

Q9. Safety. How safe do you feel...

(N=440)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q9-1. In your neighborhood	61.1%	35.0%	2.3%	1.4%	0.0%	0.2%
Q9-2. In Town parks & facilities	44.5%	42.5%	7.5%	3.2%	0.0%	2.3%
Q9-3. In shopping & dining areas	54.8%	37.7%	5.9%	0.9%	0.2%	0.5%
Q9-4. Overall feeling of safety in Carrboro	50.5%	42.3%	4.3%	2.5%	0.0%	0.5%

WITHOUT "DON'T KNOW"**Q9. Safety. How safe do you feel... (without "don't know")**

(N=440)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q9-1. In your neighborhood	61.3%	35.1%	2.3%	1.4%	0.0%
Q9-2. In Town parks & facilities	45.6%	43.5%	7.7%	3.3%	0.0%
Q9-3. In shopping & dining areas	55.0%	37.9%	5.9%	0.9%	0.2%
Q9-4. Overall feeling of safety in Carrboro	50.7%	42.5%	4.3%	2.5%	0.0%

Q10(1-6). Fire Services. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Overall effectiveness of Carrboro Fire Department	52.5%	21.1%	2.7%	0.0%	0.2%	23.4%
Q10-2. Responsiveness to community concerns	34.5%	28.6%	6.4%	0.2%	0.2%	30.0%
Q10-3. Respectfulness of fire personnel toward people	53.6%	19.5%	4.3%	0.5%	0.2%	21.8%
Q10-4. Visibility of Fire Department in the community	52.3%	28.4%	7.7%	0.5%	0.2%	10.9%
Q10-5. Fire prevention/hazard preparedness/safety education programs	28.4%	20.2%	9.5%	1.1%	0.2%	40.5%
Q10-6. Timeliness of Fire Department response to emergencies	41.6%	15.5%	3.6%	0.2%	0.2%	38.9%

WITHOUT "DON'T KNOW"

Q10(1-6). Fire Services. How satisfied are you with... (without "don't know")

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Overall effectiveness of Carrboro Fire Department	68.5%	27.6%	3.6%	0.0%	0.3%
Q10-2. Responsiveness to community concerns	49.4%	40.9%	9.1%	0.3%	0.3%
Q10-3. Respectfulness of fire personnel toward people	68.6%	25.0%	5.5%	0.6%	0.3%
Q10-4. Visibility of Fire Department in the community	58.7%	31.9%	8.7%	0.5%	0.3%
Q10-5. Fire prevention/hazard preparedness/safety education programs	47.7%	34.0%	16.0%	1.9%	0.4%
Q10-6. Timeliness of Fire Department response to emergencies	68.0%	25.3%	5.9%	0.4%	0.4%

Q10(7-12). Police Services. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-7. Overall effectiveness of Carrboro Police Department	39.1%	31.1%	9.3%	1.1%	0.9%	18.4%
Q10-8. Responsiveness to community concerns	35.2%	25.9%	9.5%	1.8%	0.9%	26.6%
Q10-9. Respectfulness of Police personnel toward people	46.8%	28.2%	6.8%	1.1%	1.6%	15.5%
Q10-10. Visibility of Police in the community	36.6%	36.8%	15.0%	2.3%	1.1%	8.2%
Q10-11. Enforcement of local traffic laws	23.0%	33.0%	16.1%	7.7%	3.2%	17.0%
Q10-12. Timeliness of Police Department response to emergencies	35.7%	18.6%	6.1%	0.9%	0.7%	38.0%

WITHOUT "DON'T KNOW"

Q10(7-12). Police Services. How satisfied are you with... (without "don't know")

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-7. Overall effectiveness of Carrboro Police Department	47.9%	38.2%	11.4%	1.4%	1.1%
Q10-8. Responsiveness to community concerns	48.0%	35.3%	13.0%	2.5%	1.2%
Q10-9. Respectfulness of Police personnel toward people	55.4%	33.3%	8.1%	1.3%	1.9%
Q10-10. Visibility of Police in the community	39.9%	40.1%	16.3%	2.5%	1.2%
Q10-11. Enforcement of local traffic laws	27.7%	39.7%	19.5%	9.3%	3.8%
Q10-12. Timeliness of Police Department response to emergencies	57.5%	30.0%	9.9%	1.5%	1.1%

Q11. Which THREE of the Public Safety services listed in Question 10 are most important to you?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall effectiveness of Carrboro Fire Department	103	23.4 %
Responsiveness to community concerns - Fire	28	6.4 %
Respectfulness of fire personnel toward people	3	0.7 %
Visibility of Fire Department in the community	2	0.5 %
Fire prevention/hazard preparedness/safety education programs	8	1.8 %
Timeliness of Fire Department response to emergencies	67	15.2 %
Overall effectiveness of Carrboro Police Department	63	14.3 %
Responsiveness to community concerns - Police	23	5.2 %
Respectfulness of Police personnel toward people	36	8.2 %
Visibility of Police in the community	6	1.4 %
Enforcement of local traffic laws	24	5.5 %
Timeliness of Police Department response to emergencies	35	8.0 %
<u>None chosen</u>	<u>42</u>	<u>9.5 %</u>
Total	440	100.0 %

Q11. Which THREE of the Public Safety services listed in Question 10 are most important to you?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall effectiveness of Carrboro Fire Department	54	12.3 %
Responsiveness to community concerns - Fire	23	5.2 %
Respectfulness of fire personnel toward people	15	3.4 %
Visibility of Fire Department in the community	4	0.9 %
Fire prevention/hazard preparedness/safety education programs	12	2.7 %
Timeliness of Fire Department response to emergencies	52	11.8 %
Overall effectiveness of Carrboro Police Department	80	18.2 %
Responsiveness to community concerns - Police	35	8.0 %
Respectfulness of Police personnel toward people	31	7.0 %
Visibility of Police in the community	13	3.0 %
Enforcement of local traffic laws	10	2.3 %
Timeliness of Police Department response to emergencies	66	15.0 %
<u>None chosen</u>	<u>45</u>	<u>10.2 %</u>
Total	440	100.0 %

Q11. Which THREE of the Public Safety services listed in Question 10 are most important to you?

Q11. 3rd choice	Number	Percent
Overall effectiveness of Carrboro Fire Department	29	6.6 %
Responsiveness to community concerns - Fire	22	5.0 %
Respectfulness of fire personnel toward people	4	0.9 %
Visibility of Fire Department in the community	3	0.7 %
Fire prevention/hazard preparedness/safety education programs	22	5.0 %
Timeliness of Fire Department response to emergencies	40	9.1 %
Overall effectiveness of Carrboro Police Department	40	9.1 %
Responsiveness to community concerns - Police	48	10.9 %
Respectfulness of Police personnel toward people	66	15.0 %
Visibility of Police in the community	22	5.0 %
Enforcement of local traffic laws	31	7.0 %
Timeliness of Police Department response to emergencies	61	13.9 %
None chosen	52	11.8 %
Total	440	100.0 %

SUM OF TOP 3 CHOICES**Q11. Which THREE of the Public Safety services listed in Question 10 are most important to you? (top 3)**

Q11. Sum of top 3 choices	Number	Percent
Overall effectiveness of Carrboro Fire Department	186	42.3 %
Responsiveness to community concerns - Fire	73	16.6 %
Respectfulness of fire personnel toward people	22	5.0 %
Visibility of Fire Department in the community	9	2.0 %
Fire prevention/hazard preparedness/safety education programs	42	9.5 %
Timeliness of Fire Department response to emergencies	159	36.1 %
Overall effectiveness of Carrboro Police Department	183	41.6 %
Responsiveness to community concerns - Police	106	24.1 %
Respectfulness of Police personnel toward people	133	30.2 %
Visibility of Police in the community	41	9.3 %
Enforcement of local traffic laws	65	14.8 %
Timeliness of Police Department response to emergencies	162	36.8 %
None chosen	42	9.5 %
Total	1223	

Q12. Transportation. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Ease of walking in Carrboro	38.4%	42.5%	9.5%	6.6%	1.4%	1.6%
Q12-2. Ease of biking in Carrboro	22.3%	33.4%	17.0%	10.0%	2.3%	15.0%
Q12-3. Ease of driving in Carrboro	19.5%	45.5%	15.5%	13.4%	3.0%	3.2%
Q12-4. Availability of sidewalks	21.4%	43.0%	18.2%	12.5%	3.4%	1.6%
Q12-5. Availability of greenways/ multi-use paths	23.6%	40.9%	17.7%	11.6%	1.8%	4.3%
Q12-6. Availability of on-street bike amenities	16.1%	27.3%	20.2%	7.3%	2.7%	26.4%
Q12-7. Availability of bicycle parking	20.9%	29.3%	16.1%	3.6%	1.1%	28.9%
Q12-8. Adequacy of street lighting	20.5%	45.9%	18.4%	10.2%	0.7%	4.3%
Q12-9. Availability of parking downtown	22.7%	36.1%	18.9%	12.7%	6.4%	3.2%

WITHOUT "DON'T KNOW"**Q12. Transportation. How satisfied are you with... (without "don't know")**

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Ease of walking in Carrboro	39.0%	43.2%	9.7%	6.7%	1.4%
Q12-2. Ease of biking in Carrboro	26.2%	39.3%	20.1%	11.8%	2.7%
Q12-3. Ease of driving in Carrboro	20.2%	46.9%	16.0%	13.8%	3.1%
Q12-4. Availability of sidewalks	21.7%	43.6%	18.5%	12.7%	3.5%
Q12-5. Availability of greenways/multi-use paths	24.7%	42.8%	18.5%	12.1%	1.9%
Q12-6. Availability of on-street bike amenities	21.9%	37.0%	27.5%	9.9%	3.7%
Q12-7. Availability of bicycle parking	29.4%	41.2%	22.7%	5.1%	1.6%
Q12-8. Adequacy of street lighting	21.4%	48.0%	19.2%	10.7%	0.7%
Q12-9. Availability of parking downtown	23.5%	37.3%	19.5%	13.1%	6.6%

Q13. Which THREE of the services listed in Question 12 are most important to you?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Ease of walking in Carrboro	149	33.9 %
Ease of biking in Carrboro	41	9.3 %
Ease of driving in Carrboro	50	11.4 %
Availability of sidewalks	44	10.0 %
Availability of greenways/multi-use paths	42	9.5 %
Availability of on-street bike amenities	5	1.1 %
Availability of bicycle parking	2	0.5 %
Adequacy of street lighting	21	4.8 %
Availability of parking downtown	66	15.0 %
None chosen	20	4.5 %
Total	440	100.0 %

Q13. Which THREE of the services listed in Question 12 are most important to you?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Ease of walking in Carrboro	75	17.0 %
Ease of biking in Carrboro	57	13.0 %
Ease of driving in Carrboro	59	13.4 %
Availability of sidewalks	84	19.1 %
Availability of greenways/multi-use paths	49	11.1 %
Availability of on-street bike amenities	12	2.7 %
Availability of bicycle parking	4	0.9 %
Adequacy of street lighting	25	5.7 %
Availability of parking downtown	52	11.8 %
None chosen	23	5.2 %
Total	440	100.0 %

Q13. Which THREE of the services listed in Question 12 are most important to you?

Q13. 3rd choice	Number	Percent
Ease of walking in Carrboro	49	11.1 %
Ease of biking in Carrboro	32	7.3 %
Ease of driving in Carrboro	48	10.9 %
Availability of sidewalks	53	12.0 %
Availability of greenways/multi-use paths	73	16.6 %
Availability of on-street bike amenities	12	2.7 %
Availability of bicycle parking	13	3.0 %
Adequacy of street lighting	51	11.6 %
Availability of parking downtown	75	17.0 %
None chosen	34	7.7 %
Total	440	100.0 %

SUM OF TOP 3 CHOICES**Q13. Which THREE of the services listed in Question 12 are most important to you? (top 3)**

Q13. Sum of top 3 choices	Number	Percent
Ease of walking in Carrboro	273	62.0 %
Ease of biking in Carrboro	130	29.5 %
Ease of driving in Carrboro	157	35.7 %
Availability of sidewalks	181	41.1 %
Availability of greenways/multi-use paths	164	37.3 %
Availability of on-street bike amenities	29	6.6 %
Availability of bicycle parking	19	4.3 %
Adequacy of street lighting	97	22.0 %
Availability of parking downtown	193	43.9 %
None chosen	20	4.5 %
Total	1263	

Q14. Does anyone in your household ride a bicycle?

<u>Q14. Does anyone in your household ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
Yes	262	59.5 %
No	173	39.3 %
Not provided	5	1.1 %
Total	440	100.0 %

WITHOUT "DON'T KNOW"**Q14. Does anyone in your household ride a bicycle? (without "don't know ")**

<u>Q14. Does anyone in your household ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
Yes	262	60.2 %
No	173	39.8 %
Total	435	100.0 %

Q14a. If "Yes" to Question 14, why do they ride a bicycle?

<u>Q14a. Why do they ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
To commute to work or school	98	37.4 %
For errands	132	50.4 %
For recreation	220	84.0 %
Total	450	

Q15. Do you or any members of your household use the Chapel Hill Transit system?

Q15. Do your household members use Chapel Hill

Transit system	Number	Percent
Yes	184	41.8 %
No	256	58.2 %
Total	440	100.0 %

Q15a. If "Yes" to Question 15, what is the primary reason for taking the bus?

Q15a. Primary reason for taking the bus	Number	Percent
To go to & from work	77	41.8 %
To go to & from shopping	21	11.4 %
To go to & from medical appointments	8	4.3 %
To go to & from social activities	38	20.7 %
To go to & from school	38	20.7 %
Not provided	2	1.1 %
Total	184	100.0 %

WITHOUT "NOT PROVIDED"**Q15a. If "Yes" to Question 15, what is the primary reason for taking the bus? (without "not provided")**

Q15a. Primary reason for taking the bus	Number	Percent
To go to & from work	77	42.3 %
To go to & from shopping	21	11.5 %
To go to & from medical appointments	8	4.4 %
To go to & from social activities	38	20.9 %
To go to & from school	38	20.9 %
Total	182	100.0 %

Q15b. If "No" to Question 15, what is the primary reason for not taking the bus?

Q15b. Primary reason for not taking the bus	Number	Percent
Service is not frequent enough	27	10.5 %
Not enough service on weekends	3	1.2 %
Just prefer to drive/bike/walk	143	55.9 %
Service isn't offered to places I need to go	29	11.3 %
Not enough service in the evening	4	1.6 %
Other	33	12.9 %
Not provided	17	6.6 %
Total	256	100.0 %

WITHOUT "NOT PROVIDED"**Q15b. If "No" to Question 15, what is the primary reason for not taking the bus? (without "not provided")**

Q15b. Primary reason for not taking the bus	Number	Percent
Service is not frequent enough	27	11.3 %
Not enough service on weekends	3	1.3 %
Just prefer to drive/bike/walk	143	59.8 %
Service isn't offered to places I need to go	29	12.1 %
Not enough service in the evening	4	1.7 %
Other	33	13.8 %
Total	239	100.0 %

Q15b-6. Other

- Bus stop too far
- Closest bus stop is 1 mile from our house
- convenience
- did not try it yet-just moved here
- Do not feel safe
- Dogs not allowed on the bus.
- Drive
- I used to take the bus as a grad student, carrying a heavy backpack. I don't think I could carry so much now. But probably it is more about the time and planning it takes to get a bus and make sure I have a bus home.
- I used to take transit to work and was happy with the service but am retired now.
- leftover habits from COVID
- Mobility issues
- Most of the time we do not need to use the system but like that it is easily available unlike Durham or other cities.
- My high schooler would have to take a long ride through campus or would have to cross busy hwy 54 entrance/exit ramps and Merritt Mill/S. Greensboro intersection to get home from school since the J bus service route changed. Even with the addition of crosswalks I don't trust drivers. Please reinstate easier J bus access between CHS and downtown Carrboro.
- need to transport items that will not fit on bike
- No buses come anywhere near my home, nor go to anywhere I want or need to go. And for the buses I know of, the service is much to infrequent to be of any use.
- no need
- No regular service provided nearby in my neighborhood.
- no routes in my neighborhood
- No service in neighborhood, park, and ride adds more time than just driving.
- no service near me
- no service to LHE
- No transit service in my Neighborhood
- Not a practical mode for commuting in coordination with child pickup/drop off schedules. Plus if I were interested in not driving I bike rather than use public transit.
- Not enough knowledge of program
- not in the habit of using the bus
- not needed
- Not safe in the evenings.
- Physical disability to and from stops
- Post pandemic didn't return to mass transit
- Service is very slow; it takes 45 mins to commute 2 miles
- Several reasons. The closest bus stop is still a long walk (uphill) from my home. The service is not frequent and there are no easily available schedules.
- too complicated
- Work at Duke, leave at 0600. Off time, we do not dine or shopping in Carrboro much at all. Too much a PITA, plans were never to stay in Carrboro. Just here for the CHSD, last one graduated, so we are working on our property

Q16. Maintenance. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Maintenance of Downtown Carrboro	24.3%	55.9%	10.7%	5.5%	0.9%	2.7%
Q16-2. Maintenance of Town buildings & facilities	24.5%	50.9%	12.7%	1.8%	1.4%	8.6%
Q16-3. Accessibility of public areas/facilities for persons with disabilities	13.4%	23.2%	14.3%	3.6%	0.7%	44.8%
Q16-4. Landscaping & maintenance in parks, medians, & other public areas	22.7%	53.4%	17.0%	4.3%	0.2%	2.3%
Q16-5. Maintenance & cleanliness of streets & public areas	26.1%	53.0%	10.9%	6.8%	1.4%	1.8%
Q16-6. Maintenance of street signs	26.4%	54.1%	13.0%	1.8%	0.2%	4.5%
Q16-7. Town efforts to mitigate draining/flooding in public areas	11.4%	33.2%	20.5%	10.5%	2.5%	22.0%

WITHOUT "DON'T KNOW"**Q16. Maintenance. How satisfied are you with... (without "don't know")**

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Maintenance of Downtown Carrboro	25.0%	57.5%	11.0%	5.6%	0.9%
Q16-2. Maintenance of Town buildings & facilities	26.9%	55.7%	13.9%	2.0%	1.5%
Q16-3. Accessibility of public areas/facilities for persons with disabilities	24.3%	42.0%	25.9%	6.6%	1.2%
Q16-4. Landscaping & maintenance in parks, medians, & other public areas	23.3%	54.7%	17.4%	4.4%	0.2%
Q16-5. Maintenance & cleanliness of streets & public areas	26.6%	53.9%	11.1%	6.9%	1.4%
Q16-6. Maintenance of street signs	27.6%	56.7%	13.6%	1.9%	0.2%
Q16-7. Town efforts to mitigate draining/flooding in public areas	14.6%	42.6%	26.2%	13.4%	3.2%

Q17. Which THREE of the items listed in Question 16 are most important to you?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Downtown Carrboro	152	34.5 %
Maintenance of Town buildings & facilities	19	4.3 %
Accessibility of public areas/facilities for persons with disabilities	44	10.0 %
Landscaping & maintenance in parks, medians, & other public areas	31	7.0 %
Maintenance & cleanliness of streets & public areas	82	18.6 %
Maintenance of street signs	4	0.9 %
Town efforts to mitigate draining/flooding in public areas	75	17.0 %
<u>None chosen</u>	<u>33</u>	<u>7.5 %</u>
Total	440	100.0 %

Q17. Which THREE of the items listed in Question 16 are most important to you?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Downtown Carrboro	68	15.5 %
Maintenance of Town buildings & facilities	43	9.8 %
Accessibility of public areas/facilities for persons with disabilities	41	9.3 %
Landscaping & maintenance in parks, medians, & other public areas	74	16.8 %
Maintenance & cleanliness of streets & public areas	105	23.9 %
Maintenance of street signs	13	3.0 %
Town efforts to mitigate draining/flooding in public areas	60	13.6 %
<u>None chosen</u>	<u>36</u>	<u>8.2 %</u>
Total	440	100.0 %

Q17. Which THREE of the items listed in Question 16 are most important to you?

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Downtown Carrboro	62	14.1 %
Maintenance of Town buildings & facilities	44	10.0 %
Accessibility of public areas/facilities for persons with disabilities	43	9.8 %
Landscaping & maintenance in parks, medians, & other public areas	73	16.6 %
Maintenance & cleanliness of streets & public areas	98	22.3 %
Maintenance of street signs	14	3.2 %
Town efforts to mitigate draining/flooding in public areas	62	14.1 %
<u>None chosen</u>	<u>44</u>	<u>10.0 %</u>
Total	440	100.0 %

SUM OF TOP 3 CHOICES**Q17. Which THREE of the items listed in Question 16 are most important to you? (top 3)**

<u>Q17. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Downtown Carrboro	282	64.1 %
Maintenance of Town buildings & facilities	106	24.1 %
Accessibility of public areas/facilities for persons with disabilities	128	29.1 %
Landscaping & maintenance in parks, medians, & other public areas	178	40.5 %
Maintenance & cleanliness of streets & public areas	285	64.8 %
Maintenance of street signs	31	7.0 %
Town efforts to mitigate draining/flooding in public areas	197	44.8 %
<u>None chosen</u>	<u>33</u>	<u>7.5 %</u>
Total	1240	

Q18. Local Economy and Development. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. New company growth (incubators, start-ups, entrepreneurs)	3.6%	10.7%	24.8%	10.0%	2.3%	48.6%
Q18-2. Job growth	2.0%	7.3%	25.0%	12.0%	3.2%	50.5%
Q18-3. Access to shopping	14.1%	47.0%	19.8%	14.1%	1.4%	3.6%
Q18-4. Quality of new commercial development in Town	4.5%	20.5%	31.1%	14.8%	5.2%	23.9%
Q18-5. Access to information about current/proposed private development projects	4.3%	16.6%	25.9%	20.5%	8.2%	24.5%

WITHOUT "DON'T KNOW"**Q18. Local Economy and Development. How satisfied are you with... (without "don't know")**

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. New company growth (incubators, start-ups, entrepreneurs)	7.1%	20.8%	48.2%	19.5%	4.4%
Q18-2. Job growth	4.1%	14.7%	50.5%	24.3%	6.4%
Q18-3. Access to shopping	14.6%	48.8%	20.5%	14.6%	1.4%
Q18-4. Quality of new commercial development in Town	6.0%	26.9%	40.9%	19.4%	6.9%
Q18-5. Access to information about current/proposed private development projects	5.7%	22.0%	34.3%	27.1%	10.8%

Q19. Which TWO of the items listed in Question 18 is most important to you?

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
New company growth (incubators, start-ups, entrepreneurs)	31	7.0 %
Job growth	68	15.5 %
Access to shopping	117	26.6 %
Quality of new commercial development in Town	86	19.5 %
Access to information about current/proposed private development projects	77	17.5 %
None chosen	61	13.9 %
Total	440	100.0 %

Q19. Which TWO of the items listed in Question 18 is most important to you?

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
New company growth (incubators, start-ups, entrepreneurs)	42	9.5 %
Job growth	59	13.4 %
Access to shopping	70	15.9 %
Quality of new commercial development in Town	114	25.9 %
Access to information about current/proposed private development projects	79	18.0 %
None chosen	76	17.3 %
Total	440	100.0 %

SUM OF TOP 2 CHOICES**Q19. Which TWO of the items listed in Question 18 is most important to you? (top 2)**

<u>Q19. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
New company growth (incubators, start-ups, entrepreneurs)	73	16.6 %
Job growth	127	28.9 %
Access to shopping	187	42.5 %
Quality of new commercial development in Town	200	45.5 %
Access to information about current/proposed private development projects	156	35.5 %
None chosen	61	13.9 %
Total	804	

Q20. Have you applied for any planning, development or building permits in the last 12 months?

Q20. Have you applied for any planning, development or building permits in last 12 months	Number	Percent
Yes	28	6.4 %
No	412	93.6 %
Total	440	100.0 %

Q20a. How would you rate your overall experience?

Q20a. How would you rate your overall experience	Number	Percent
Very satisfied	4	14.3 %
Satisfied	10	35.7 %
Neutral	4	14.3 %
Dissatisfied	6	21.4 %
Very dissatisfied	4	14.3 %
Total	28	100.0 %

Q21. How would you rate the overall quality of the downtown?

Q21. How would you rate overall quality of Downtown	Number	Percent
Very good	129	29.3 %
Good	233	53.0 %
Neutral	45	10.2 %
Poor	18	4.1 %
Very poor	4	0.9 %
Not provided	11	2.5 %
Total	440	100.0 %

WITHOUT "NOT PROVIDED"**Q21. How would you rate the overall quality of the downtown? (without "not provided")**

Q21. How would you rate overall quality of Downtown	Number	Percent
Very good	129	30.1 %
Good	233	54.3 %
Neutral	45	10.5 %
Poor	18	4.2 %
Very poor	4	0.9 %
Total	429	100.0 %

Q23. Housing. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Availability of housing options by price range	3.4%	15.5%	25.0%	32.0%	14.1%	10.0%
Q23-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	6.4%	32.3%	26.4%	18.9%	6.8%	9.3%
Q23-3. Efforts of Town to expand & preserve housing that is affordable	4.8%	15.2%	26.8%	21.8%	10.7%	20.7%

WITHOUT "DON'T KNOW"

Q23. Housing. How satisfied are you with... (without "don't know")

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Availability of housing options by price range	3.8%	17.2%	27.8%	35.6%	15.7%
Q23-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	7.0%	35.6%	29.1%	20.8%	7.5%
Q23-3. Efforts of Town to expand & preserve housing that is affordable	6.0%	19.2%	33.8%	27.5%	13.5%

Q24. Which ONE of the items listed in Question 23 is most important to you?

Q24. Most important item	Number	Percent
Availability of housing options by price range	188	42.7 %
Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	57	13.0 %
Efforts of Town to expand & preserve housing that is affordable	159	36.1 %
None chosen	36	8.2 %
Total	440	100.0 %

Q25. Please answer the following questions by circling either 1 for "Yes" or 2 for "No."

(N=440)

	Yes	No	Not provided
Q25-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your gross monthly income	26.4%	68.4%	5.2%
Q25-2. Are you able to find housing you can afford in Carrboro	75.2%	16.6%	8.2%

WITHOUT "NOT PROVIDED"

Q25. Please answer the following questions by circling either 1 for "Yes" or 2 for "No." (without "not provided")

(N=440)

	Yes	No
Q25-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your gross monthly income	27.8%	72.2%
Q25-2. Are you able to find housing you can afford in Carrboro	81.9%	18.1%

Q26. Town Communication and Engagement. How satisfied are you with...

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Availability of information about Town programs & services	17.5%	48.0%	18.9%	7.3%	2.0%	6.4%
Q26-2. Town efforts to keep you informed	18.6%	40.2%	24.5%	9.3%	2.3%	5.0%
Q26-3. Ease of locating information on Town website	16.6%	35.5%	23.0%	7.0%	2.7%	15.2%
Q26-4. Quality of transparent, trusted, & clear Town communication	13.9%	39.3%	26.6%	5.7%	3.4%	11.1%
Q26-5. Level of public involvement in local decision-making	9.5%	31.8%	27.0%	8.4%	4.8%	18.4%
Q26-6. Availability of emergency information	19.3%	45.2%	17.3%	3.4%	0.2%	14.5%
Q26-7. Availability of information & services in languages other than English	9.3%	21.1%	12.3%	0.7%	0.5%	56.1%

WITHOUT "DON'T KNOW"**Q26. Town Communication and Engagement. How satisfied are you with... (without "don't know")**

(N=440)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Availability of information about Town programs & services	18.7%	51.2%	20.1%	7.8%	2.2%
Q26-2. Town efforts to keep you informed	19.6%	42.3%	25.8%	9.8%	2.4%
Q26-3. Ease of locating information on Town website	19.6%	41.8%	27.1%	8.3%	3.2%
Q26-4. Quality of transparent, trusted, & clear Town communication	15.6%	44.2%	29.9%	6.4%	3.8%
Q26-5. Level of public involvement in local decision-making	11.7%	39.0%	33.1%	10.3%	5.8%
Q26-6. Availability of emergency information	22.6%	52.9%	20.2%	4.0%	0.3%
Q26-7. Availability of information & services in languages other than English	21.2%	48.2%	28.0%	1.6%	1.0%

Q27. Which TWO of the items listed in Question 26 are most important to you?

<u>Q27. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	94	21.4 %
Town efforts to keep you informed	68	15.5 %
Ease of locating information on Town website	39	8.9 %
Quality of transparent, trusted, & clear Town communication	68	15.5 %
Level of public involvement in local decision-making	65	14.8 %
Availability of emergency information	54	12.3 %
Availability of information & services in languages other than English	11	2.5 %
<u>None chosen</u>	<u>41</u>	<u>9.3 %</u>
Total	440	100.0 %

Q27. Which TWO of the items listed in Question 26 are most important to you?

<u>Q27. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	55	12.5 %
Town efforts to keep you informed	68	15.5 %
Ease of locating information on Town website	54	12.3 %
Quality of transparent, trusted, & clear Town communication	90	20.5 %
Level of public involvement in local decision-making	60	13.6 %
Availability of emergency information	48	10.9 %
Availability of information & services in languages other than English	18	4.1 %
<u>None chosen</u>	<u>47</u>	<u>10.7 %</u>
Total	440	100.0 %

SUM OF TOP 2 CHOICES**Q27. Which TWO of the items listed in Question 26 are most important to you? (top 2)**

<u>Q27. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	149	33.9 %
Town efforts to keep you informed	136	30.9 %
Ease of locating information on Town website	93	21.1 %
Quality of transparent, trusted, & clear Town communication	158	35.9 %
Level of public involvement in local decision-making	125	28.4 %
Availability of emergency information	102	23.2 %
Availability of information & services in languages other than English	29	6.6 %
<u>None chosen</u>	<u>41</u>	<u>9.3 %</u>
Total	833	

Q28. How do you hear or receive information about community issues, services, and events?

Q28. How do you hear or receive information about community issues, services, & events	Number	Percent
Town emails	167	38.0 %
Communications received at my home (postcards, mail, doorhangers)	167	38.0 %
Traditional media (TV, newspapers, radio, or their social media)	110	25.0 %
Website for Town of Carrboro	223	50.7 %
Carrboro Cable Govt. Channel	4	0.9 %
WCOM Radio	19	4.3 %
Outdoor signage	211	48.0 %
Outdoor info kiosks	63	14.3 %
Town of Carrboro social media	145	33.0 %
Neighborhood associations	69	15.7 %
Local government-produced brochures	21	4.8 %
Recreation & Parks brochure	101	23.0 %
Friends/colleagues/word of mouth	251	57.0 %
Community groups & blogs	64	14.5 %
Nextdoor	51	11.6 %
Other	8	1.8 %
Total	1674	

Q28-16. Other:

Q28-16. Other	Number	Percent
Carrboro YouTube Channel	1	12.5 %
That giant, orange road sign at the turn of main street	1	12.5 %
Town newsletter	1	12.5 %
Email from elementary school	1	12.5 %
chapelboro.com	1	12.5 %
Reddit	1	12.5 %
Triangle Blog	1	12.5 %
Chapelboro/Triangle Blog	1	12.5 %
Total	8	100.0 %

Q31. How many years have you lived in Carrboro?

Q31. How many years have you lived in Carrboro	Number	Percent
0-5	115	26.1 %
6-10	58	13.2 %
11-15	54	12.3 %
16-20	50	11.4 %
21-30	83	18.9 %
31+	72	16.4 %
Not provided	8	1.8 %
Total	440	100.0 %

WITHOUT "NOT PROVIDED"**Q31. How many years have you lived in Carrboro? (without "not provided")**

Q31. How many years have you lived in Carrboro	Number	Percent
0-5	115	26.6 %
6-10	58	13.4 %
11-15	54	12.5 %
16-20	50	11.6 %
21-30	83	19.2 %
31+	72	16.7 %
Total	432	100.0 %

Q32. What is your age?

Q32. Your age	Number	Percent
18-34	82	18.6 %
35-44	90	20.5 %
45-54	79	18.0 %
55-64	86	19.5 %
65+	80	18.2 %
Not provided	23	5.2 %
Total	440	100.0 %

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

Q32. Your age	Number	Percent
18-34	82	19.7 %
35-44	90	21.6 %
45-54	79	18.9 %
55-64	86	20.6 %
65+	80	19.2 %
Total	417	100.0 %

Q33. What is your gender identity?

Q33. Your gender	Number	Percent
Male	206	46.8 %
Female	210	47.7 %
Non-binary	9	2.0 %
Prefer to self-describe	3	0.7 %
Not provided	12	2.7 %
Total	440	100.0 %

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

Q33. Your gender	Number	Percent
Male	206	48.1 %
Female	210	49.1 %
Non-binary	9	2.1 %
Prefer to self-describe	3	0.7 %
Total	428	100.0 %

Q33-4. Self-describe your gender identity:

Q33-4. Self-describe your gender	Number	Percent
Gender queer	2	66.7 %
Transmale	1	33.3 %
Total	3	100.0 %

Q34. Are you or any members of your family of Hispanic or Latino ancestry?

Q34. Are you or any members of your family of Hispanic or Latino ancestry	Number	Percent
Yes	59	13.4 %
No	377	85.7 %
Not provided	4	0.9 %
Total	440	100.0 %

WITHOUT "NOT PROVIDED"**Q34. Are you or any members of your family of Hispanic or Latino ancestry? (without "not provided")**

Q34. Are you or any members of your family of Hispanic or Latino ancestry	Number	Percent
Yes	59	13.5 %
No	377	86.5 %
Total	436	100.0 %

Q35. Which of the following best describes your race/ethnicity?

Q35. Your race/ethnicity	Number	Percent
Asian or Asian Indian	32	7.3 %
Black or African American	57	13.0 %
American Indian or Alaska Native	2	0.5 %
White	280	63.6 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	14	3.2 %
Total	386	

Q35-6. Self-describe your race/ethnicity:

Q35-6. Self-describe your race/ethnicity	Number	Percent
Mixed	3	21.4 %
Hispanic	2	14.3 %
Jewish	2	14.3 %
Multi-ethnic	1	7.1 %
North Atlantic islander	1	7.1 %
Mixed Latino & Native American	1	7.1 %
Bi-racial Kenyan	1	7.1 %
Mixed Irish, Hispanic, & Native Ancestry	1	7.1 %
Persian American	1	7.1 %
Puerto Rican	1	7.1 %
Total	14	100.0 %

Q36. What is the primary language used in your household?

<u>Q36. Primary language used in your household</u>	<u>Number</u>	<u>Percent</u>
English	408	92.7 %
Spanish	14	3.2 %
Other	9	2.0 %
Not provided	9	2.0 %
Total	440	100.0 %

WITHOUT "NOT PROVIDED"**Q36. What is the primary language used in your household? (without "not provided")**

<u>Q36. Primary language used in your household</u>	<u>Number</u>	<u>Percent</u>
English	408	94.7 %
Spanish	14	3.2 %
Other	9	2.1 %
Total	431	100.0 %

Q36-3. Other:

<u>Q36-3. Other</u>	<u>Number</u>	<u>Percent</u>
Portuguese	2	22.2 %
French	1	11.1 %
Amharic	1	11.1 %
Indonesian	1	11.1 %
Tamil	1	11.1 %
Vietnamese	1	11.1 %
Swedish	1	11.1 %
Chinese	1	11.1 %
Total	9	100.0 %

Q37. Do you rent or own your home?

<u>Q37. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	190	43.2 %
Own	242	55.0 %
Other	1	0.2 %
Not provided	7	1.6 %
Total	440	100.0 %

WITHOUT "NOT PROVIDED"**Q37. Do you rent or own your home? (without "not provided")**

<u>Q37. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	190	43.9 %
Own	242	55.9 %
Other	1	0.2 %
Total	433	100.0 %

Q37-3. Other:

<u>Q37-3. Other</u>	<u>Number</u>	<u>Percent</u>
Apartment	1	100.0 %
Total	1	100.0 %

Q37a. If you answered "Rent," do you live with roommates to reduce rent costs?

<u>Q37a. Do you live with roommates to reduce rent costs</u>	<u>Number</u>	<u>Percent</u>
Yes	82	43.2 %
No	100	52.6 %
Not provided	8	4.2 %
Total	190	100.0 %

WITHOUT "NOT PROVIDED"**Q37a. If you answered "Rent," do you live with roommates to reduce rent costs? (without "not provided")**

<u>Q37a. Do you live with roommates to reduce rent costs</u>	<u>Number</u>	<u>Percent</u>
Yes	82	45.1 %
No	100	54.9 %
Total	182	100.0 %

Q38. Would you say your total annual household income is...

Q38. Your total annual household income	Number	Percent
Under \$30K	67	15.2 %
\$30K to \$59,999	102	23.2 %
\$60K to \$99,999	79	18.0 %
\$100K to \$129,999	83	18.9 %
\$130K+	61	13.9 %
Not provided	48	10.9 %
Total	440	100.0 %

WITHOUT "NOT PROVIDED"**Q38. Would you say your total annual household income is... (without "not provided")**

Q38. Your total annual household income	Number	Percent
Under \$30K	67	17.1 %
\$30K to \$59,999	102	26.0 %
\$60K to \$99,999	79	20.2 %
\$100K to \$129,999	83	21.2 %
\$130K+	61	15.6 %
Total	392	100.0 %

Q39. What is the highest level of education that you have completed?

Q39. Highest level of education you have completed	Number	Percent
Less than high school	11	2.5 %
High school	58	13.2 %
Some college	24	5.5 %
4-year college	116	26.4 %
Graduate degree	197	44.8 %
Not provided	34	7.7 %
Total	440	100.0 %

WITHOUT "NOT PROVIDED"**Q39. What is the highest level of education that you have completed? (without "not provided")**

Q39. Highest level of education you have completed	Number	Percent
Less than high school	11	2.7 %
High school	58	14.3 %
Some college	24	5.9 %
4-year college	116	28.6 %
Graduate degree	197	48.5 %
Total	406	100.0 %

Q40. Do you have access to the internet at home?

Q40. Do you have access to the internet at home	Number	Percent
Yes	431	98.0 %
No	5	1.1 %
Not provided	4	0.9 %
Total	440	100.0 %

WITHOUT "NOT PROVIDED"**Q40. Do you have access to the internet at home? (without "not provided")**

Q40. Do you have access to the internet at home	Number	Percent
Yes	431	98.9 %
No	5	1.1 %
Total	436	100.0 %

Q40a. Where/how do you regularly access the internet?

Q40a. Where/how do you regularly access the internet	Number	Percent
Cell phone	4	80.0 %
Public space (such as library)	2	40.0 %
Total	6	

Q41. Do you work in Carrboro?

Q41. Do you work in Carrboro	Number	Percent
Yes	110	25.0 %
No	319	72.5 %
Not provided	11	2.5 %
Total	440	100.0 %

WITHOUT "NOT PROVIDED"**Q41. Do you work in Carrboro? (without "not provided")**

Q41. Do you work in Carrboro	Number	Percent
Yes	110	25.6 %
No	319	74.4 %
Total	429	100.0 %



5

Survey Instrument



TOWN OF CARRBORO • NC
OFFICE OF THE TOWN MANAGER

February 2026

Dear Carrboro Resident,

You have been randomly selected to participate in the *Town of Carrboro Community Survey*. This is an opportunity to express *your views* on Town of Carrboro local services, programs, and facilities. We will use the results to identify improvements as we plan for the future.

Please take a few minutes to share your opinions and perceptions. Your opinion is very important to us. Your responses to the survey will remain completely confidential.

We have selected ETC Institute to help us with the survey. As our way of thanking everyone who participates, ETC Institute will randomly select one respondent to receive a \$500 Visa gift card. You may return your completed survey by mail using the postage-paid envelope provided, or you can complete the survey online at carrborosurvey.org. Please choose only one option.

A report based on all collective responses will be available later this spring and posted on the Town of Carrboro website at www.carrboronc.gov. If you have questions, please contact Communication and Engagement Director Catherine Lazorko at 919-918-7314 or clazorko@carrboronc.gov

Your voice matters. Your feedback is valuable. Town government improves with input of residents. Thank you for your participation.

Sincerely,

A handwritten signature in blue ink that reads "Patrice Y. Toney".

Patrice Y. Toney
Town Manager



The Town of Carrboro offers free language translation and interpretation services to residents.

Information: 919-918-7391 or info@carrboronc.gov

La Ciudad de Carrboro ofrece servicios gratuitos de traducción e interpretación de idiomas a los residentes.

Información: 919-918-7391 o info@carrboronc.gov





2026 Town of Carrboro Community Survey



SCAN ME

Please take a few minutes to complete this survey. Your input is an important part of the Town of Carrboro's effort to involve residents in service delivery and long-range planning decisions. Return your survey by mail or online at carrborosurvey.org. **Everyone who completes the survey will be given a chance to enter a random drawing for a \$500 Visa gift card!** Responses will remain confidential. Thank you for your participation!

1. Quality of Life.

How would you rate the Town of Carrboro...	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 retire	5	4	3	2	1	9
06. As a place to visit	5	4	3	2	1	9
07. As a place to start a business	5	4	3	2	1	9
08. As a place that is welcoming and inclusive to all	5	4	3	2	1	9
09. As a community advancing racial equity	5	4	3	2	1	9
10. As a community advancing climate action	5	4	3	2	1	9
11. As a community headed in the right direction	5	4	3	2	1	9
12. Overall quality of life in Carrboro	5	4	3	2	1	9

2. Perception of Carrboro. Below are items that may influence your perception of Carrboro.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall appearance of the Town	5	4	3	2	1	9
2. Quality of new development in Carrboro	5	4	3	2	1	9
3. Access to parks and green space	5	4	3	2	1	9
4. Diversity of residents	5	4	3	2	1	9
5. Current state of race relations	5	4	3	2	1	9
6. The variety of businesses in Carrboro	5	4	3	2	1	9
7. Availability of cultural activities and the arts	5	4	3	2	1	9
8. Availability of festivals and community events	5	4	3	2	1	9

3. Town Leadership.

How much do you agree...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. The Town is responsive to the needs of its residents	5	4	3	2	1	9
2. I have opportunities to participate in Town decision making	5	4	3	2	1	9
3. I have a good understanding of the services provided by the Town	5	4	3	2	1	9



The Town of Carrboro offers free language translation and interpretation services to residents.

Information: 919-918-7391 or info@carrboronc.gov

La Ciudad de Carrboro ofrece servicios gratuitos de traducción y interpretación de idiomas a los residentes.

Información: 919-918-7391 o info@carrboronc.gov

4. Major Categories of Services.

How satisfied are you with the overall quality of...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Communication and engagement	5	4	3	2	1	9
02.	Economic development	5	4	3	2	1	9
03.	Fire services	5	4	3	2	1	9
04.	Housing and community services	5	4	3	2	1	9
05.	Parks and recreation facilities	5	4	3	2	1	9
06.	Planning, zoning, and inspection services	5	4	3	2	1	9
07.	Police services	5	4	3	2	1	9
08.	Public parking	5	4	3	2	1	9
09.	Public works (trash/yard waste collection)	5	4	3	2	1	9
10.	Recreation and cultural programs	5	4	3	2	1	9
11.	Stormwater management	5	4	3	2	1	9
12.	Transportation infrastructure (sidewalks, bike lanes)	5	4	3	2	1	9

5. Which THREE of the services listed in Question 4 are most important to you? [Write in your answers below using the numbers from the list in Question 4.]

1st: ____ 2nd: ____ 3rd: ____

6. Overall Satisfaction.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the Town	5	4	3	2	1	9
2.	Overall quality of customer service from Town employees	5	4	3	2	1	9
3.	Overall value received for Town tax dollars and fees	5	4	3	2	1	9

7. Recreation, Parks & Cultural Resources.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of Town parks	5	4	3	2	1	9
02.	Number of walking and biking trails	5	4	3	2	1	9
03.	Quality of outdoor athletic fields	5	4	3	2	1	9
04.	The Town's youth programs	5	4	3	2	1	9
05.	The Town's adult programs	5	4	3	2	1	9
06.	The Town's senior (55+) programs	5	4	3	2	1	9
07.	Town special events (e.g., July 4th, Music Festival)	5	4	3	2	1	9
08.	Ease of registering for programs	5	4	3	2	1	9
09.	Fees charged for recreation programs	5	4	3	2	1	9
10.	Availability of diverse cultural events	5	4	3	2	1	9
11.	Availability of meeting and gathering spaces	5	4	3	2	1	9

8. Which THREE of the services listed in Question 7 are most important to you? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____ 3rd: ____

9. Safety.

How safe do you feel...		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In your neighborhood	5	4	3	2	1	9
2.	In Town parks and facilities	5	4	3	2	1	9
3.	In shopping and dining areas	5	4	3	2	1	9
4.	Overall feeling of safety in Carrboro	5	4	3	2	1	9

10. Public Safety Services.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Fire Services							
01.	Overall effectiveness of Carrboro Fire Department	5	4	3	2	1	9
02.	Responsiveness to community concerns	5	4	3	2	1	9
03.	Respectfulness of fire personnel toward people	5	4	3	2	1	9
04.	Visibility of Fire Department in the community	5	4	3	2	1	9
05.	Fire prevention/hazard preparedness/safety education programs	5	4	3	2	1	9
06.	Timeliness of fire department response to emergencies	5	4	3	2	1	9
Police Services							
07.	Overall effectiveness of Carrboro Police Department	5	4	3	2	1	9
08.	Responsiveness to community concerns	5	4	3	2	1	9
09.	Respectfulness of police personnel toward people	5	4	3	2	1	9
10.	Visibility of Police in the community	5	4	3	2	1	9
11.	Enforcement of local traffic laws	5	4	3	2	1	9
12.	Timeliness of police department response to emergencies	5	4	3	2	1	9

11. Which THREE of the 12 public safety services listed in Question 10 are most important to you? *[Write in your answers below using the numbers from the list in Question 10.]*

1st: ____ 2nd: ____ 3rd: ____

12. Transportation.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of walking in Carrboro	5	4	3	2	1	9
2.	Ease of biking in Carrboro	5	4	3	2	1	9
3.	Ease of driving in Carrboro	5	4	3	2	1	9
4.	Availability of sidewalks	5	4	3	2	1	9
5.	Availability of greenways/multi-use paths	5	4	3	2	1	9
6.	Availability of on-street bike amenities	5	4	3	2	1	9
7.	Availability of bicycle parking	5	4	3	2	1	9
8.	Adequacy of street lighting	5	4	3	2	1	9
9.	Availability of parking downtown	5	4	3	2	1	9

13. Which THREE of the services listed in Question 12 are most important to you? *[Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

14. Does anyone in your household ride a bicycle? ____ (1) Yes *[Answer Q14a.]* ____ (2) No *[Skip to Q14b.]*

14a. If "Yes," why do they ride a bicycle? *[Check all that apply.]*

____ (1) To commute to work or school ____ (2) For errands ____ (3) For recreation

14b. If "No," why not? _____

15. Do you or any member of your household use the Chapel Hill Transit system?

____ (1) Yes *[Answer Q15a.]* ____ (2) No *[Skip to Q15b.]*

15a. If you answered "Yes," what is the primary reason for taking the bus? *[Select only one.]*

____ (1) To go to and from work
 ____ (2) To go to and from shopping
 ____ (3) To go to and from medical appointments
 ____ (4) To go to and from social activities
 ____ (5) To go to and from school

15b. If you answered "No," what is the primary reason for not taking the bus? [Select only one.]

- (1) Service is not frequent enough (4) Service isn't offered to places I need to go
 (2) Not enough service on weekends (5) Not enough service in the evening
 (3) Just prefer to drive/bike/walk (6) Other: _____

16. Maintenance.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of Downtown Carrboro	5	4	3	2	1	9
2. Maintenance of Town buildings and facilities	5	4	3	2	1	9
3. Accessibility of public areas/facilities for persons with disabilities	5	4	3	2	1	9
4. Landscaping and maintenance in parks, medians, and other public areas	5	4	3	2	1	9
5. Maintenance and cleanliness of streets and public areas	5	4	3	2	1	9
6. Maintenance of street signs	5	4	3	2	1	9
7. Town efforts to mitigate draining/flooding in public areas	5	4	3	2	1	9

17. Which THREE of the items listed in Question 16 are most important to you? [Write in your answers below using the numbers from the list in Question 16.]

1st: _____ 2nd: _____ 3rd: _____

18. Local Economy and Development.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. New company growth (incubators, start-ups, entrepreneurs)	5	4	3	2	1	9
2. Job growth	5	4	3	2	1	9
3. Access to shopping	5	4	3	2	1	9
4. Quality of new commercial development in Town	5	4	3	2	1	9
5. Access to information about current/proposed private development projects	5	4	3	2	1	9

19. Which TWO of the items listed in Question 18 are most important to you? [Write in your answer below using the numbers from the list in Question 18, or circle "NONE."]

1st: _____ 2nd: _____ NONE

20. Have you applied for any planning, development or building permits in the last 12 months?

(1) Yes [Answer Q20a.] (2) No [Skip to Q21.]

20a. How would you rate your overall experience?

(5) Very satisfied (3) Neutral (1) Very dissatisfied
 (4) Satisfied (2) Dissatisfied

21. How would you rate the overall quality of the downtown?

(5) Very good (3) Neutral (1) Very poor
 (4) Good (2) Poor

22. What changes would you like to see in downtown Carrboro?

23. Housing.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of housing options by price range	5	4	3	2	1	9
2. Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	5	4	3	2	1	9
3. Efforts of the Town to expand and preserve housing that is affordable	5	4	3	2	1	9

24. Which ONE of the items listed in Question 23 is most important to you? [Write in your answer below using the numbers from the list in Question 23.]

Most important: ____

25. Please answer the following questions by circling either 1 for "Yes" or 2 for "No."

	Yes	No
1. Do your monthly housing costs (rent or mortgage) exceed 30% of your gross monthly income?	1	2
2. Are you able to find housing you can afford in Carrboro?	1	2

26. Town Communication and Engagement.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of information about Town programs and services	5	4	3	2	1	9
2. Town efforts to keep you informed	5	4	3	2	1	9
3. Ease of locating information on the Town website	5	4	3	2	1	9
4. Quality of transparent, trusted, and clear Town communication	5	4	3	2	1	9
5. Level of public involvement in local decision-making	5	4	3	2	1	9
6. Availability of emergency information	5	4	3	2	1	9
7. Availability of information and services in languages other than English	5	4	3	2	1	9

27. Which TWO of the items listed in Question 26 are most important to you? [Write in your answers below using the numbers from the list in Question 26.]

1st: ____ 2nd: ____

28. How do you hear or receive information about community issues, services, and events? [Check all that apply.]

- | | |
|--|--|
| ____(01) Town emails | ____(08) Outdoor info kiosks |
| ____(02) Communications received at my home (postcards, mail, doorhangers) | ____(09) Town of Carrboro social media |
| ____(03) Traditional media (TV, newspapers, radio, or their social media) | ____(10) Neighborhood associations |
| ____(04) Website for Town of Carrboro | ____(11) Local government-produced brochures |
| ____(05) Carrboro Cable Govt. Channel | ____(12) Recreation and Parks brochure |
| ____(06) WCOM Radio | ____(13) Friends/colleagues/word of mouth |
| ____(07) Outdoor signage | ____(14) Community groups and blogs |
| | ____(15) Nextdoor |
| | ____(16) Other: _____ |

29. What do you think are the MOST SIGNIFICANT issues facing Carrboro today?

30. Are there any other comments that you would like to share with the Town of Carrboro?

Demographics

31. How many years have you lived in Carrboro? _____ years

32. What is your age? _____ years

33. What is your gender identity?

____(1) Male

____(3) Non-binary

____(2) Female

____(4) Prefer to self-describe: _____

34. Are you or any members of your family of Hispanic or Latino ancestry?

____(1) Yes

____(2) No

35. Which of the following best describes your race/ethnicity? [Check ALL that apply.]

____(01) Asian or Asian Indian

____(04) White

____(02) Black or African American

____(05) Native Hawaiian or other Pacific Islander

____(03) American Indian or Alaska Native

____(99) Other: _____

36. What is the primary language used in your household?

____(1) English

____(2) Spanish

____(3) Other: _____

37. Do you rent or own your home?

____(1) Rent [Answer Q37a.]

____(2) Own

____(3) Other: _____

37a. If you answered "Rent," do you live with roommates, to reduce rent costs?

____(1) Yes

____(2) No

38. Would you say your total annual household income is...

____(1) Under \$30,000

____(3) \$60,000 to \$99,999

____(5) \$130,000 or more

____(2) \$30,000 to \$59,999

____(4) \$100,000 to \$129,000

39. What is the highest level of education that you have completed?

____(1) Less than high school

____(3) Some college

____(5) Graduate degree

____(2) High school

____(4) 4-year college

40. Do you have access to the internet at home?

____(1) Yes

____(2) No [Answer Q40a.]

40a. Where/how do you regularly access the internet? [Check all that apply.]

____(1) Cell phone

____(4) Public space (such as library)

____(2) Work

____(5) Other: _____

____(3) School

41. Do you work in Carrboro? ____ (1) Yes ____ (2) No

42. Would you like to be entered into a drawing for (1) \$500 Visa gift card for fully completing your survey? (Limited to one per household. Sent via email.)

____(1) Yes [Answer Q42a.] ____ (2) No

42a. Please provide your contact information.

Name: _____ Phone Number: _____

Email Address: _____

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

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you!