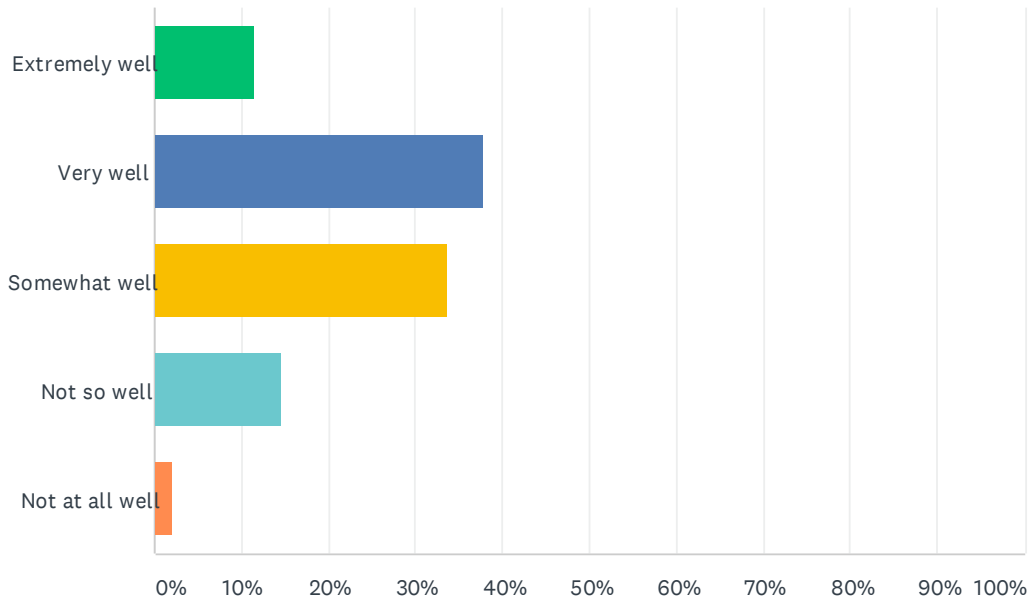


Q1 Overall, how well does our website meet your needs?

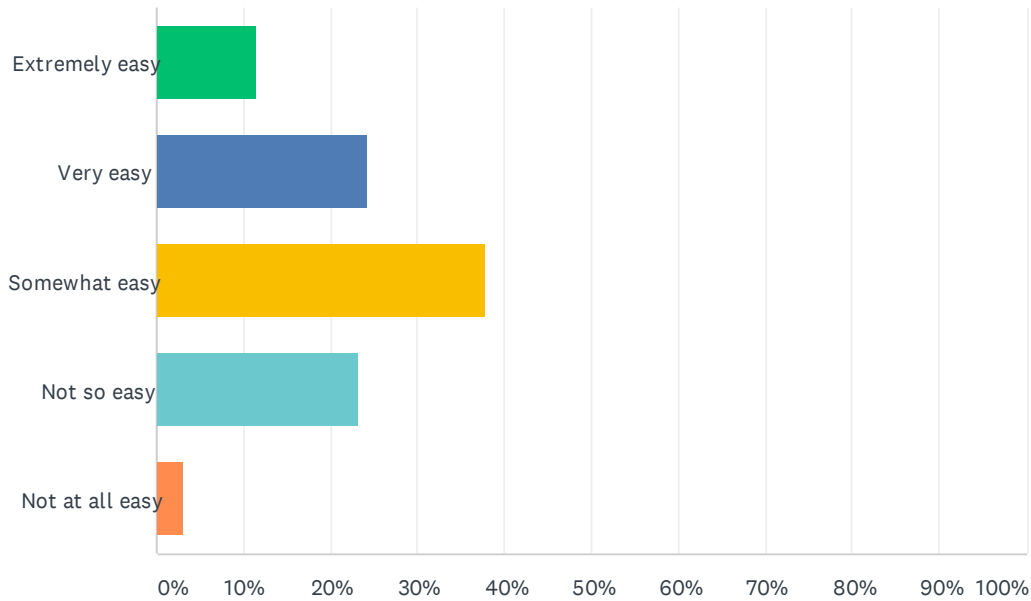
Answered: 95 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely well	11.58%	11
Very well	37.89%	36
Somewhat well	33.68%	32
Not so well	14.74%	14
Not at all well	2.11%	2
TOTAL		95

Q2 How easy is it to find what you are looking for on our website?

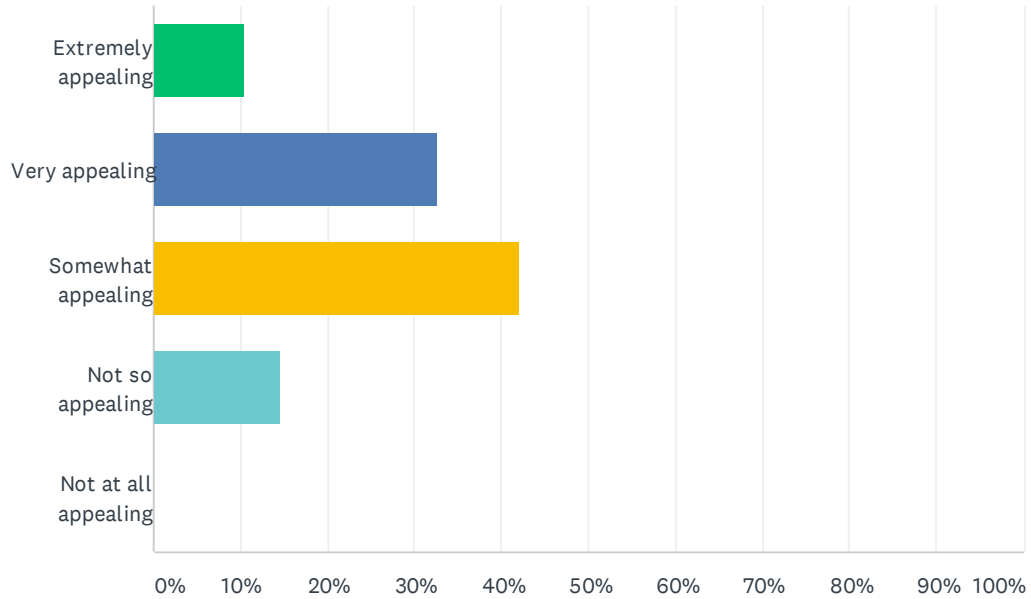
Answered: 95 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely easy	11.58%	11
Very easy	24.21%	23
Somewhat easy	37.89%	36
Not so easy	23.16%	22
Not at all easy	3.16%	3
TOTAL		95

Q3 How visually appealing is our website?

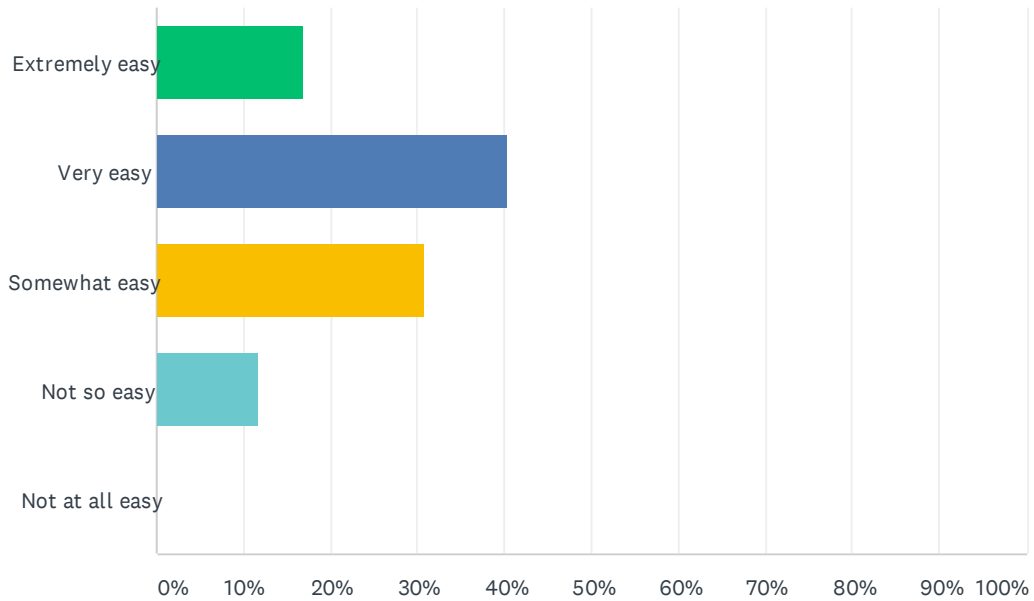
Answered: 95 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely appealing	10.53%	10
Very appealing	32.63%	31
Somewhat appealing	42.11%	40
Not so appealing	14.74%	14
Not at all appealing	0.00%	0
TOTAL		95

Q4 How easy is it to understand the information on our website?

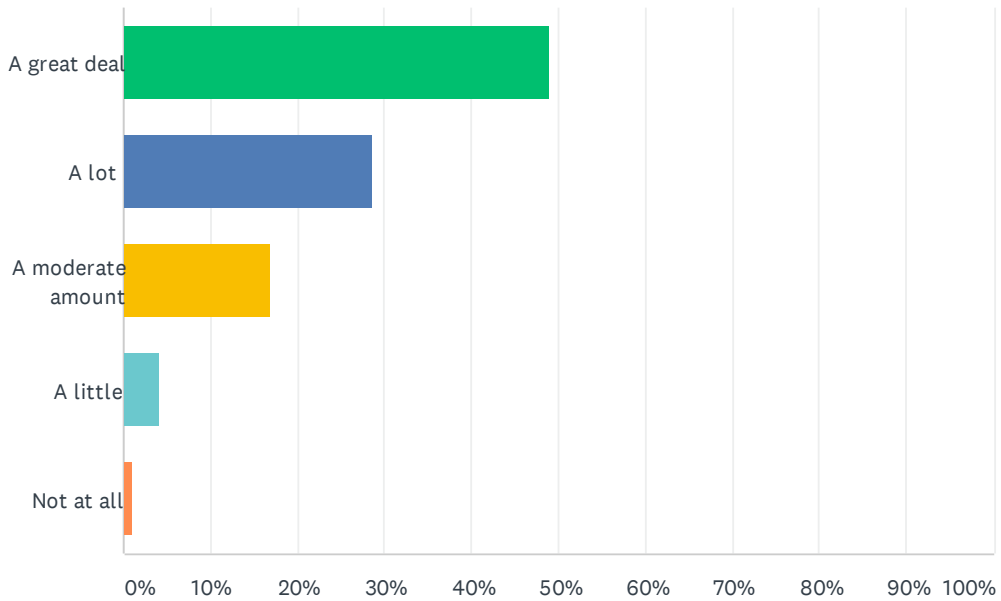
Answered: 94 Skipped: 1



ANSWER CHOICES	RESPONSES	
Extremely easy	17.02%	16
Very easy	40.43%	38
Somewhat easy	30.85%	29
Not so easy	11.70%	11
Not at all easy	0.00%	0
TOTAL		94

Q5 How much do you trust the information on our website?

Answered: 94 Skipped: 1



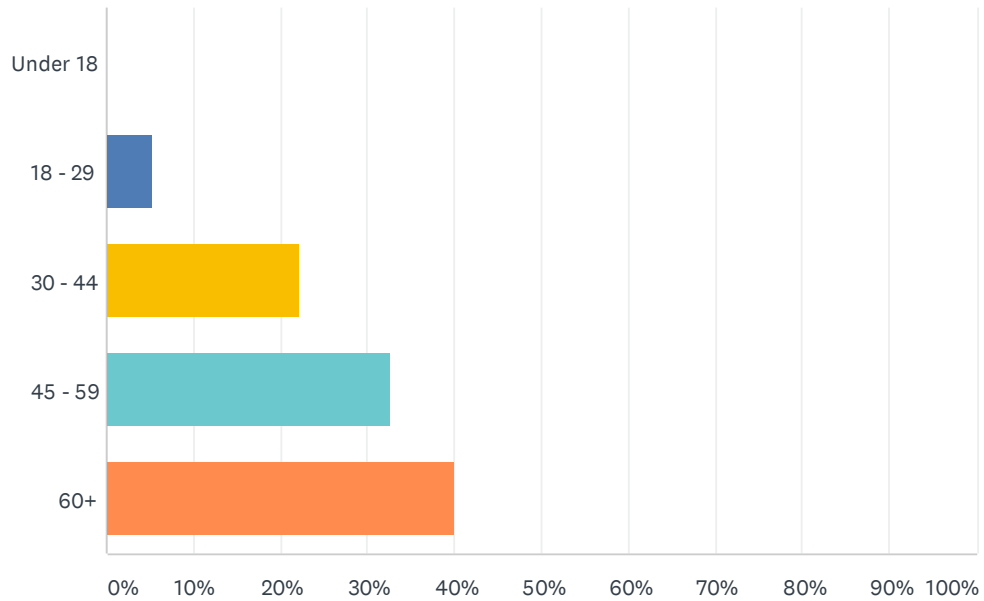
ANSWER CHOICES	RESPONSES	
A great deal	48.94%	46
A lot	28.72%	27
A moderate amount	17.02%	16
A little	4.26%	4
Not at all	1.06%	1
TOTAL		94

Q6 Do you have any other comments about how we can improve our website?

Answered: 62 Skipped: 33

Q7 What is your age?

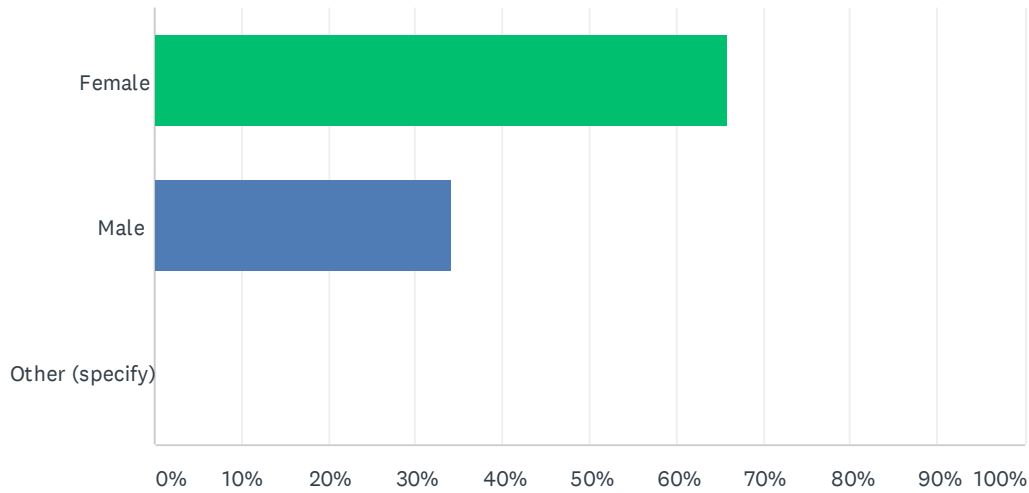
Answered: 95 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18 - 29	5.26%	5
30 - 44	22.11%	21
45 - 59	32.63%	31
60+	40.00%	38
TOTAL		95

Q8 What is your gender?

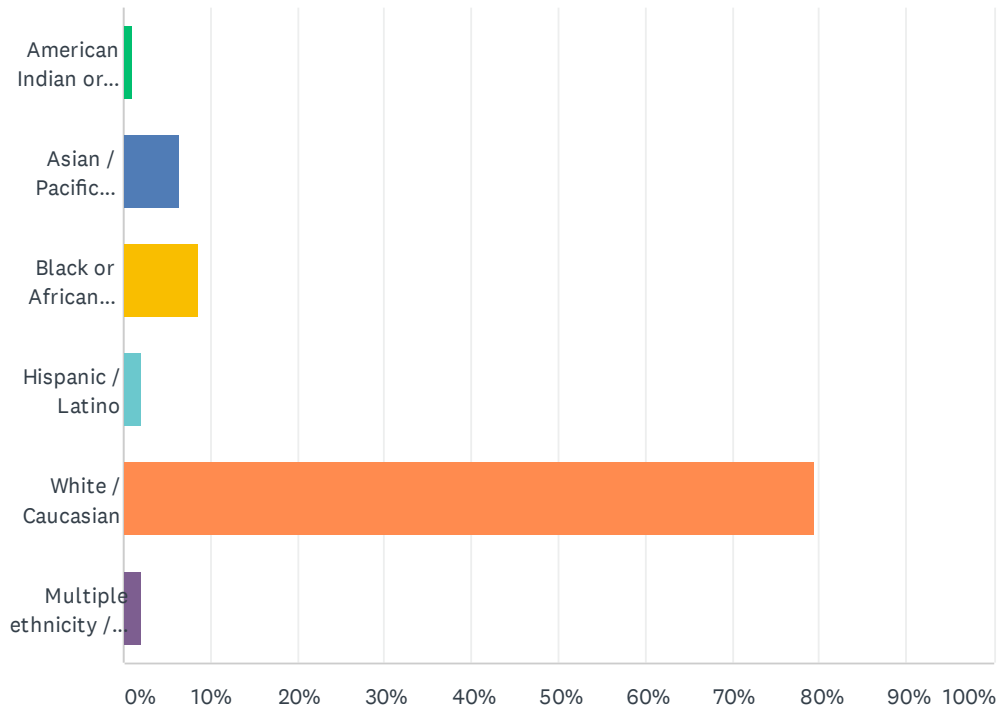
Answered: 94 Skipped: 1



ANSWER CHOICES	RESPONSES	
Female	65.96%	62
Male	34.04%	32
Other (specify)	0.00%	0
TOTAL		94

Q9 Which race/ethnicity best describes you?

Answered: 93 Skipped: 2



ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	1.08%	1
Asian / Pacific Islander	6.45%	6
Black or African American	8.60%	8
Hispanic / Latino	2.15%	2
White / Caucasian	79.57%	74
Multiple ethnicity / Other (please specify)	2.15%	2
TOTAL		93

Q6 Do you have any other comments about how we can improve our website?

Answered: 62 Skipped: 33

#	RESPONSES	DATE
1	No	8/8/2021 3:52 PM
2	no	8/8/2021 11:46 AM
3	I would like to see more painting classes.	8/8/2021 7:34 AM
4	Great job!	8/7/2021 7:50 PM
5	no	8/6/2021 8:14 PM
6	Decrease page loading time	8/6/2021 7:53 PM
7	Is the senior center open?	8/6/2021 4:43 PM
8	Make sure that all the necessary links are there as well as an email link for someone to reach out to. I am looking at the Carrboro WISE program and the link to find pre-qualified contractors for an assessment is not present and there is no email to reach out to contact someone to find more information.	8/6/2021 3:47 PM
9	/	8/6/2021 12:32 PM
10	I appreciate the timely sharing of news, such as the recent shootings, with the community via this site. Please continue to do so.	8/6/2021 12:07 PM
11	I pretty much only come to find the town council agendas and live stream. That can be a bit buried. I've bookmarked so I don't have to search every time.	8/6/2021 11:48 AM
12	I really like how the Chapelboro publication alerts me to information that I find of interest.	8/6/2021 11:32 AM
13	test improvements and possibilities, especially with people 55+ years of age.	8/5/2021 7:46 PM
14	More detailed Heading	8/5/2021 8:54 AM
15	Not intuitive for signing up for programs (sports, camps, etc).	8/4/2021 4:34 PM
16	It would be nice if the listings for camps indicated how many spots were filled and how many spots remained open.	8/4/2021 4:20 PM
17	Very nice job with this website.	8/4/2021 3:50 PM
18	Thanks for providing a comprehensive, beautiful easy to use site.	8/4/2021 11:22 AM
19	no	8/4/2021 9:06 AM
20	Keep it going.	8/4/2021 6:07 AM
21	Couldn't find what I needed left multiple voicemails with no response. When couldn't find what I needed on website	8/3/2021 3:18 PM
22	I can find basic information (on parks and their location, for example) but the information I am actually seeking is tougher to find (how to reserve a park pavilion)	8/3/2021 1:23 PM
23	Could you also give links to or start/continue to provide updates on disruptions to traffic (e.g., fiber internet installations, Greensboro/Estes roundabout) and perhaps also repair/construction work on streets/sewers/infrastructure that is noisy/disruptive and goes on for several days? I do appreciate the updates you had given on the E Main roadwork, the previous phases of the Greensboro/Estes roundabout!	8/3/2021 1:18 PM
24	I get email updates and many times when I click through to read the rest of the story that was in the email I do not get taken to that story.	8/3/2021 12:21 PM

Town of Carrboro Website Survey

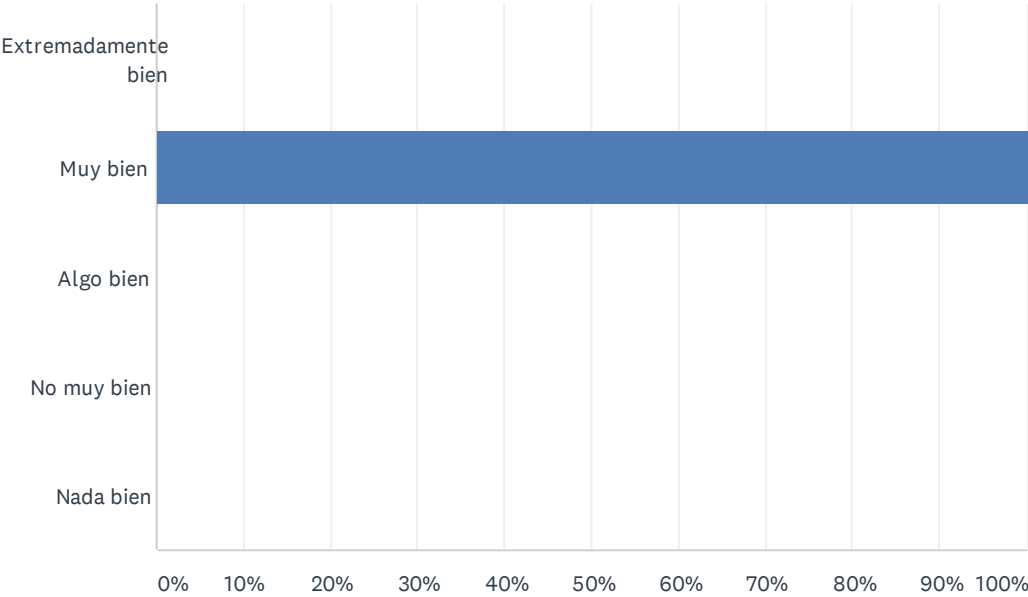
25	Links in emails usually land on a website page, which requires 1 or more additional navigations to retrieve what is often a pdf. These extra navigation steps are cumbersome. In many cases you get dropped on a page with multiple unrelated links to the original message. This is especially true with agendas and other meeting materials. Some areas of the site, such as ordinances, are arranged as multiple pdf pages, which require substantially more navigation to retrieve. Pages often require download and are not displayed inline. In general the website is poorly adaptive for mobile devices and has low accessibility scores.	8/3/2021 11:07 AM
26	I am looking for Adult classes. It would be nice if the site was interactive so that I could sign up on line from the catalog.	8/3/2021 8:22 AM
27	To be honest, I haven't seen it yet. This is my first time. I'm not even from NC or living in NC. One of my ancestors fought the British in North Carolina. So I don't think anything I have answered is applicable to what you're trying to accomplish. Sorry. I wish you all the best. Cheers!	8/2/2021 10:45 PM
28	I just wanted to find about the thing advertised on the board outside town hall and still have no idea what it is. Why not make that front and center in the website?	8/2/2021 9:58 PM
29	Make it easier to search and find documents.	8/2/2021 5:29 PM
30	I tend to favor less busy websites but everything I need is there. Maybe the calendar of events could be higher on the page...I just noticed that it was there at the bottom.	8/1/2021 2:05 PM
31	I wish there were slide presentation with price and ages..	8/1/2021 11:43 AM
32	not really	7/31/2021 10:44 PM
33	Include more up to date photos of: land mass, commerce, internet connectivity / access, .edu, work, real estate, etc. in which case, the web site would be consistently excellent.	7/31/2021 9:14 PM
34	not really. thanks. it is much better than a few years ago.	7/31/2021 5:56 PM
35	I couldn't find the trash/recycle collection dates on mobile. The map loaded and I found my address, but from there it wasn't clear how to interpret the color coding.	7/31/2021 2:59 PM
36	When you click on a staff person's email, it opens up an iTerm app (on my Macbook, at least) rather than an email composition. You have to look at the tiny alt text in the corner to see what their address actually is.	7/30/2021 4:35 PM
37	Create an "Around the Town" gallery of photos page imaging diverse engagement and hometown vibe.	7/30/2021 4:10 PM
38	I think you do a good job for a complex situation - so no problems here	7/30/2021 2:20 PM
39	Make it easier to navigate	7/30/2021 1:03 PM
40	Information good; presentation bad.	7/30/2021 11:49 AM
41	How can I find the schedule for council meetings when they resume and videos of past meetings.	7/30/2021 11:45 AM
42	no suggestions	7/30/2021 11:28 AM
43	no	7/30/2021 8:54 AM
44	I really like getting weekly emails to my inbox on what is happening in town (resident for 7+ years, my spouse 13+) these emails help me stay informed with what is going on in our community. I see that you have already put this on the front page of the website but maybe there is another way to promote this? Just a thought. Thanks! :)	7/30/2021 6:52 AM
45	The content is very good. Some routine spring cleaning to move out old material and update broken links would be good. Probably are next gen web tools to employ	7/30/2021 4:24 AM
46	No	7/29/2021 10:22 PM
47	The town of Hillsborough has a slightly easier layout to follow. On Carrboro's site, it is hard to find information about events - a simple calendar would be great. Also, alot of Carrboro town information ends up in pdfs that are uploaded to the site. It is difficult to read information in pdf format on a phone. Finally, there's alot of focus on biking and not other methods of getting around like walking and buses. The poorer parts of Carrboro do not have good sidewalks.	7/29/2021 9:58 PM

Town of Carrboro Website Survey

48	It is a little busy and doesn't work so well on small screen.	7/29/2021 9:20 PM
49	just one simple but very telling example of may I could give. If you enter Carrboro connects in the search field on the site, it does not give the first result as the page for the Comprehensive Plan. and why is that a whole separate URL. Good grief.	7/29/2021 8:03 PM
50	mention the Carrboro Music Festival	7/29/2021 6:23 PM
51	The 2 basic problems are (1) having to go through too many links to find simple information; (2) information not up to date; and (3) broken links. The website and the emails from the town require too much work from the user.	7/29/2021 6:12 PM
52	When sending notices by text or email, reduce number of clicks to arrive at the information you want me to read. Also, make it easier to find the live video of council meetings.	7/29/2021 5:03 PM
53	Fewer clicks necessary. Use simpler language in agendas, etc.	7/29/2021 3:31 PM
54	Improve the search option	7/29/2021 2:50 PM
55	No	7/29/2021 1:59 PM
56	The overall navigation on the site could be improved. The search engine needs improvement as well so it doesn't return as many irrelevant links	7/29/2021 1:49 PM
57	Please make it bilingual English - Spanish since we have many community members who need to access information in Spanish AND have 2 dual language programs! Also, simplify language and make sure the format is designed for smartphones. For example, instead of "getting around Carrboro" call it transportation with all the icons and then link straight to maps/routes and the feedback/complaint form since that's what most people want to know. The current website has way too much clicking around menus and language.	7/29/2021 1:44 PM
58	When links to the website are sent out via email or social media, too many clicks are required to view the entire text.	7/29/2021 1:23 PM
59	Would prefer to find what I'm looking for by doing a Google search, rather than guessing which series of links to click on your site. But Google searches reveal lots and lots of options. Maybe need to remove some of your pages and/or optimize the more desirable pages to push them up search engine results. Thanks for considering	7/29/2021 1:06 PM
60	I don't like the fact that the website us not secure.	7/29/2021 1:03 PM
61	It is extremely slow compared to other sites.	7/29/2021 1:02 PM
62	No	7/29/2021 12:46 PM

Q1 En general, ¿qué tan bien nuestro sitio web satisface sus necesidades?

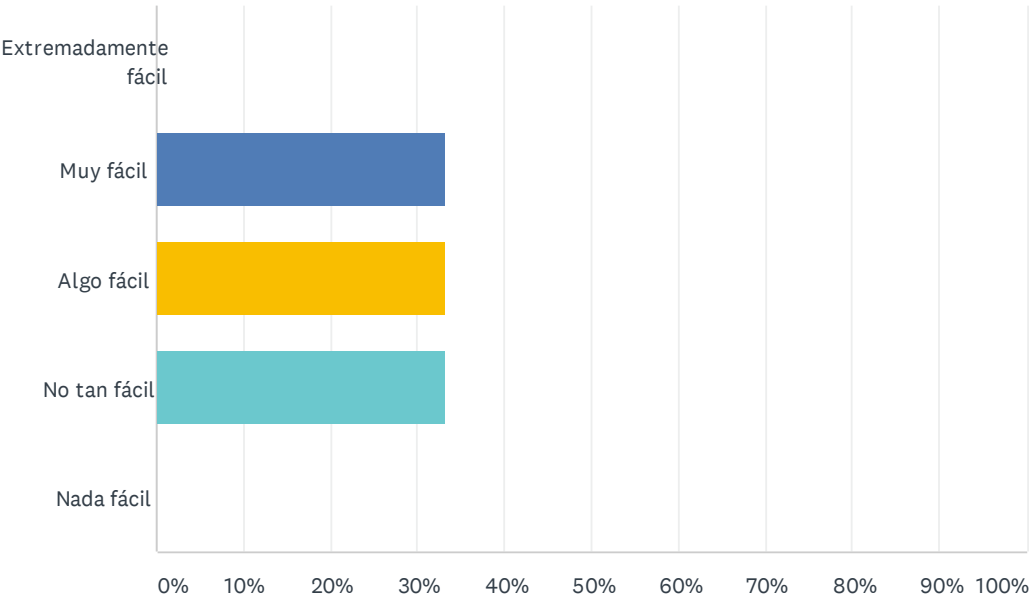
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremadamente bien	0.00%	0
Muy bien	100.00%	3
Algo bien	0.00%	0
No muy bien	0.00%	0
Nada bien	0.00%	0
TOTAL		3

Q2 ¿Qué tan fácil es encontrar lo que usted busca en nuestro sitio web?

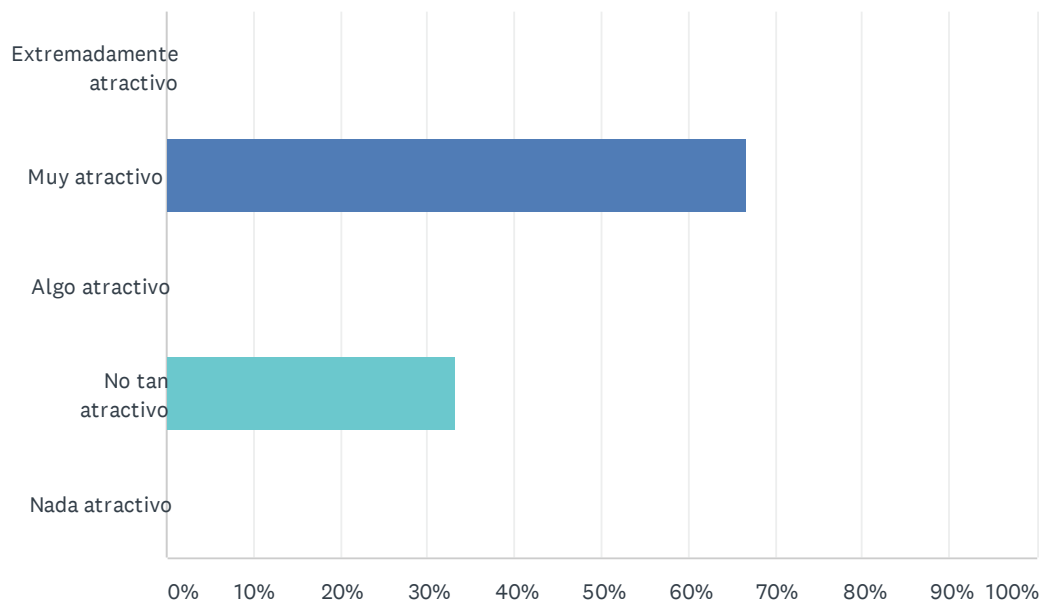
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremadamente fácil	0.00%	0
Muy fácil	33.33%	1
Algo fácil	33.33%	1
No tan fácil	33.33%	1
Nada fácil	0.00%	0
TOTAL		3

Q3 ¿Qué tan atractivo visualmente es nuestro sitio web?

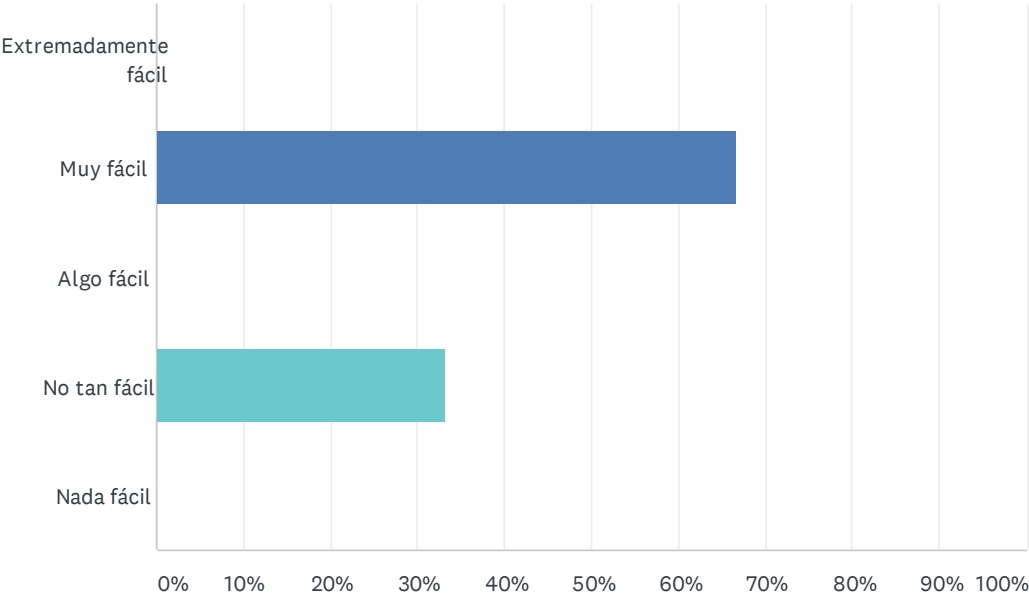
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremadamente atractivo	0.00%	0
Muy atractivo	66.67%	2
Algo atractivo	0.00%	0
No tan atractivo	33.33%	1
Nada atractivo	0.00%	0
TOTAL		3

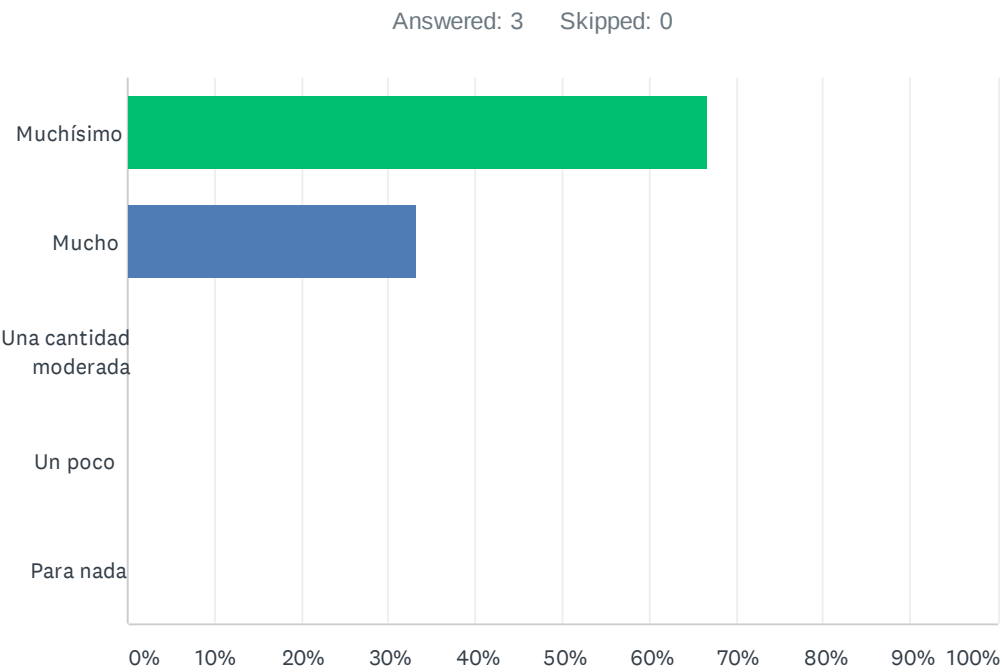
Q4 ¿Qué tan fácil es comprender la información en nuestro sitio web?

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremadamente fácil	0.00%	0
Muy fácil	66.67%	2
Algo fácil	0.00%	0
No tan fácil	33.33%	1
Nada fácil	0.00%	0
TOTAL		3

Q5 ¿Cuánto confía usted en la información de nuestro sitio web?



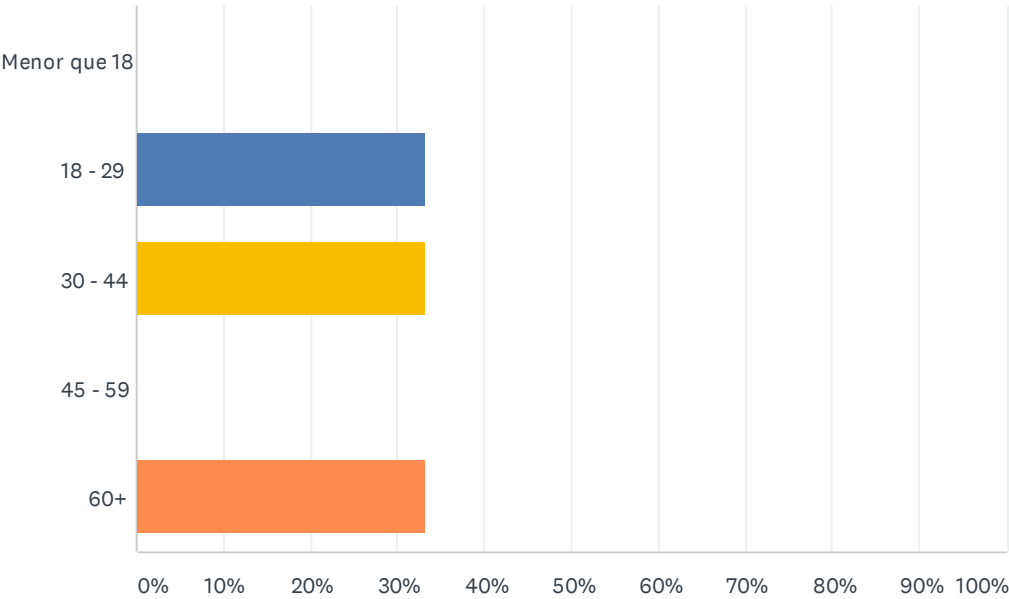
ANSWER CHOICES	RESPONSES	
Muchísimo	66.67%	2
Mucho	33.33%	1
Una cantidad moderada	0.00%	0
Un poco	0.00%	0
Para nada	0.00%	0
TOTAL		3

Q6 ¿Tiene usted algún otro comentario sobre cómo podemos mejorar nuestro sitio web?

Answered: 2 Skipped: 1

Q7 How old are you?

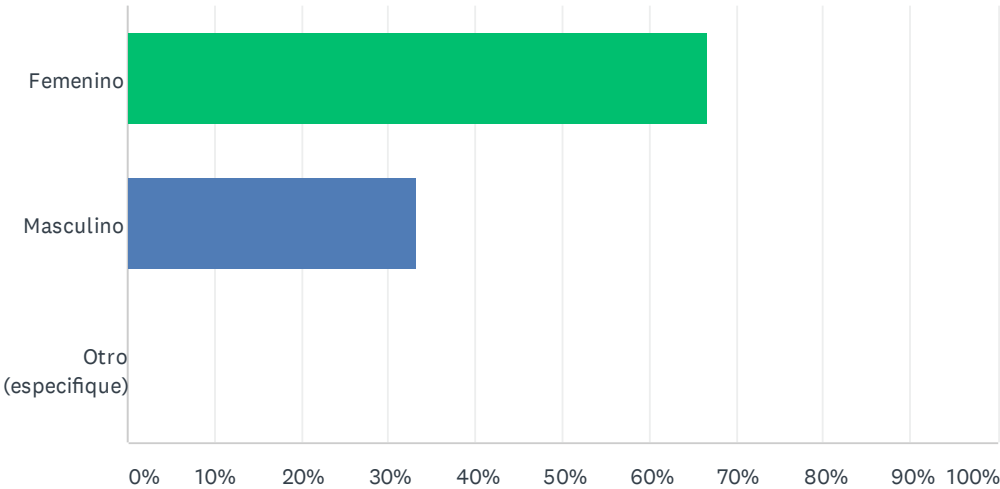
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Menor que 18	0.00%	0
18 - 29	33.33%	1
30 - 44	33.33%	1
45 - 59	0.00%	0
60+	33.33%	1
TOTAL		3

Q8 ¿Cuál es su género?

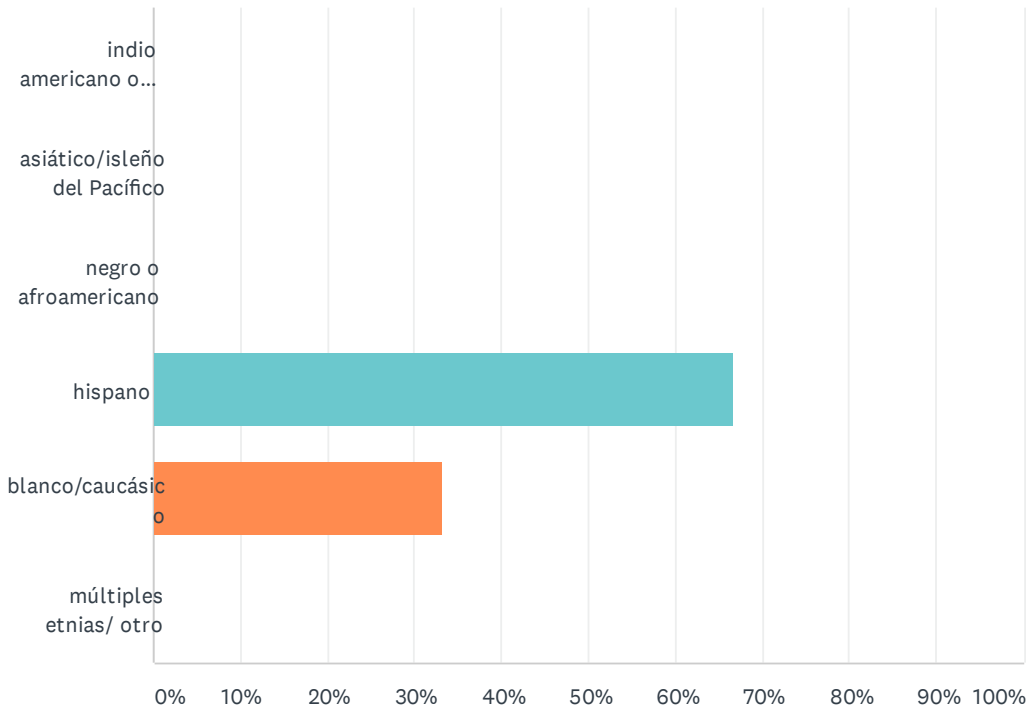
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Femenino	66.67%	2
Masculino	33.33%	1
Otro (especifique)	0.00%	0
TOTAL		3

Q9 ¿Qué raza/etnia lo describe mejor a usted?

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
indio americano o nativo de Alaska	0.00%	0
asiático/isleño del Pacífico	0.00%	0
negro o afroamericano	0.00%	0
hispano	66.67%	2
blanco/caucásico	33.33%	1
múltiples etnias/ otro	0.00%	0
TOTAL		3