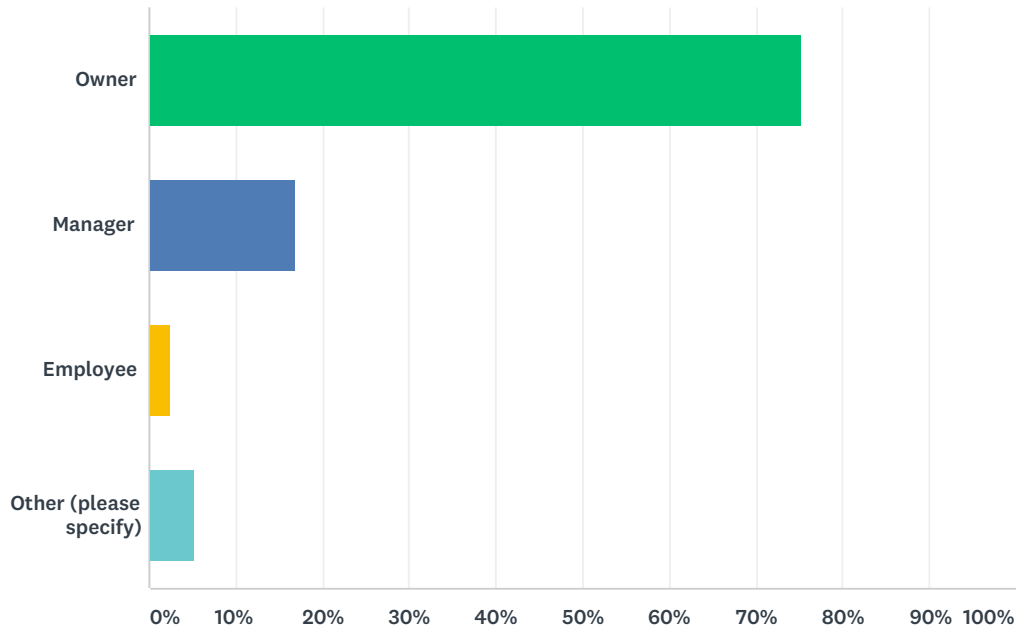


## Q1 What role do you serve in your organization?

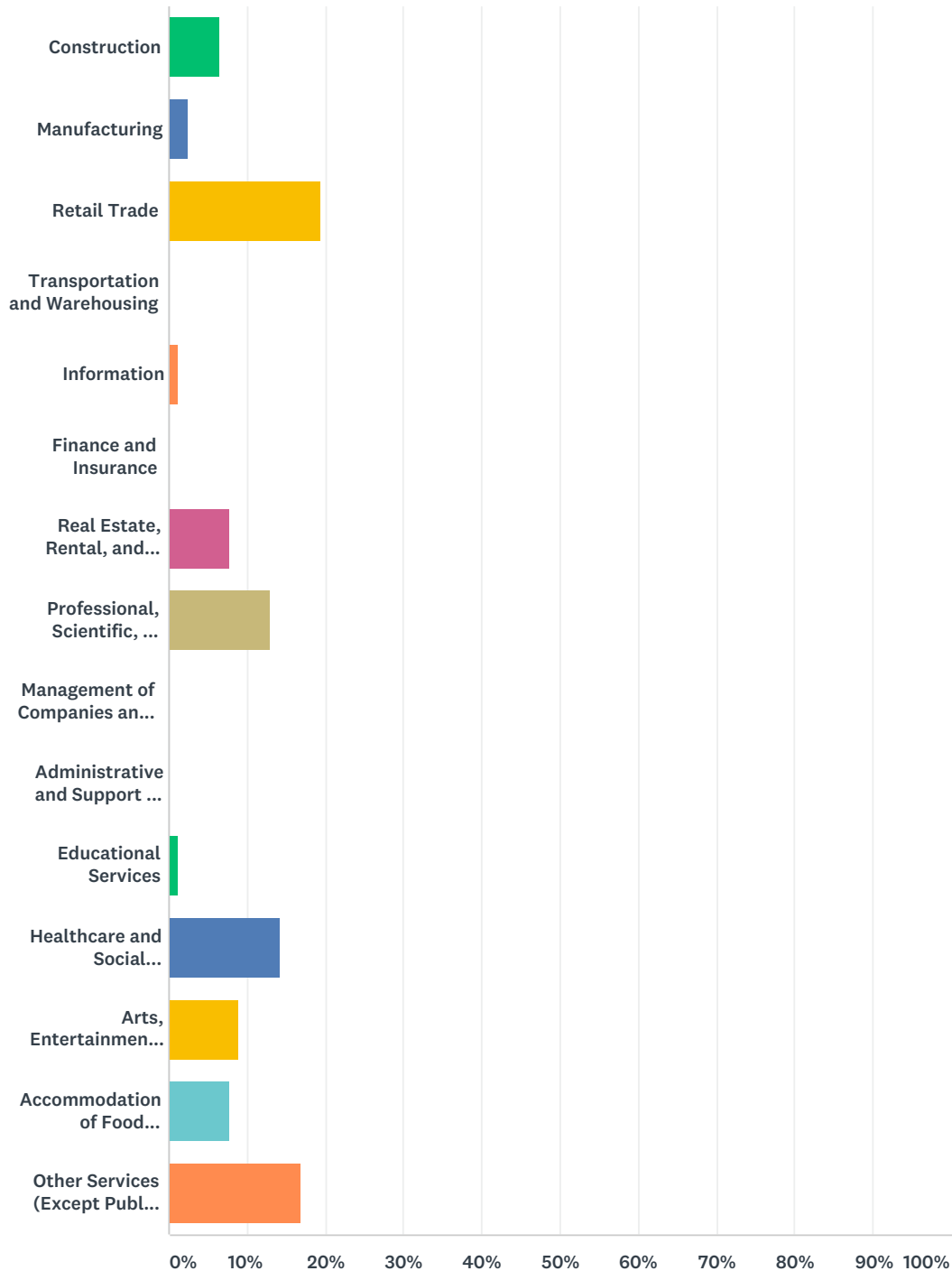
Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
Owner	75.32%	58
Manager	16.88%	13
Employee	2.60%	2
Other (please specify)	5.19%	4
TOTAL		77

## Q2 Which industry best describes the main focus of your place of work or business?

Answered: 77 Skipped: 0



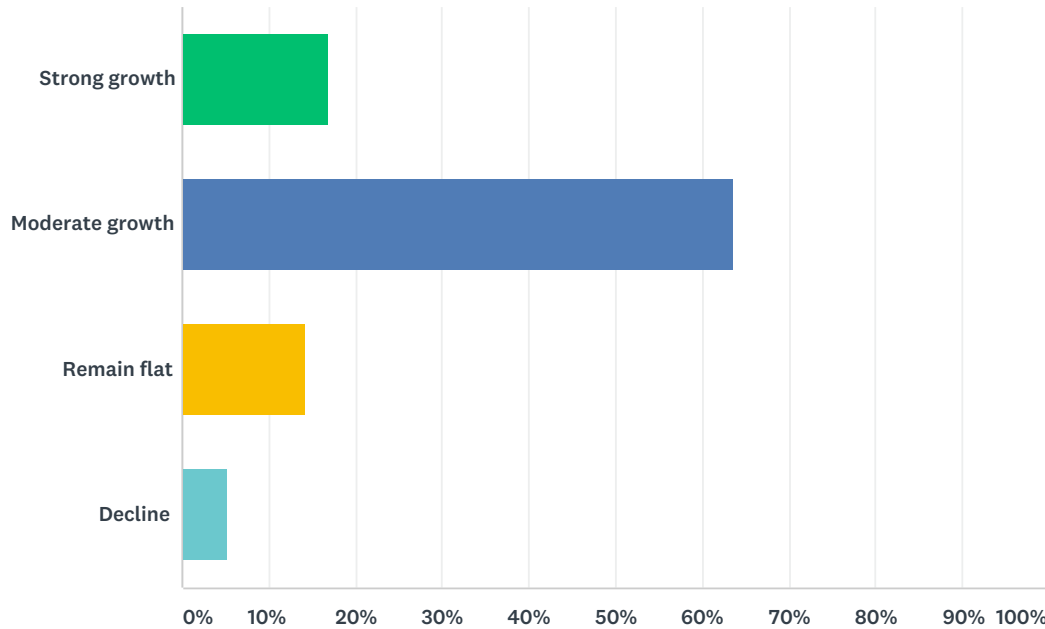
ANSWER CHOICES	RESPONSES	
Construction	6.49%	5
Manufacturing	2.60%	2

# Town of Carrboro Economic & Community Development 2019 Survey

Retail Trade	19.48%	15
Transportation and Warehousing	0.00%	0
Information	1.30%	1
Finance and Insurance	0.00%	0
Real Estate, Rental, and Leasing	7.79%	6
Professional, Scientific, and Technical Services	12.99%	10
Management of Companies and Enterprises	0.00%	0
Administrative and Support and Waste Management and Remediation Services	0.00%	0
Educational Services	1.30%	1
Healthcare and Social assistance	14.29%	11
Arts, Entertainment, and Recreation	9.09%	7
Accommodation of Food Services	7.79%	6
Other Services (Except Public Administration)	16.88%	13
TOTAL		77

### Q3 Given the state of the local economy, how do you think your organization is performing?

Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strong growth	16.88%	13
Moderate growth	63.64%	49
Remain flat	14.29%	11
Decline	5.19%	4
TOTAL		77

## Q4 If you could change one thing locally to help your organization thrive (other than the general economy), what would it be?

Answered: 67 Skipped: 10

#	RESPONSES	DATE
1	space	8/13/2019 7:15 AM
2	More assistance to find space	8/12/2019 10:08 AM
3	more large employers/companies that bring in employees would help our real estate business grow, and create some balance vs. the small local businesses and the out-commuters.	8/12/2019 6:24 AM
4	Streamline development review process with the Town Zoning Dept	8/10/2019 7:52 AM
5	more affordable art/studio space - perhaps with a co-op type arrangement	8/9/2019 3:29 PM
6	A focus on economic opportunities and upward mobility for communities of color.	8/9/2019 2:44 PM
7	Nothing.	8/9/2019 12:24 PM
8	PARKING	8/9/2019 11:39 AM
9	Improved parking in Carrboro. Local businesses are all overly protective of their parking and unwilling to share. I think it is only hurting businesses.	8/9/2019 11:39 AM
10	Tragic flow on public streets	8/9/2019 11:35 AM
11	more parking	8/6/2019 4:13 AM
12	More affordable office space	8/4/2019 7:30 PM
13	Less expensive office space	8/4/2019 6:24 AM
14	Cost of public utilities, regulations and taxes	8/4/2019 4:12 AM
15	Parking	8/3/2019 10:30 AM
16	parking	8/3/2019 4:07 AM
17	more free parking	8/2/2019 3:06 PM
18	simplify zoning regulations	8/2/2019 12:25 PM
19	None	8/2/2019 12:13 PM
20	N/A	8/2/2019 11:52 AM
21	More business incentives and amenities for business	8/2/2019 11:29 AM
22	Utility bills	8/2/2019 11:11 AM
23	Town investing in a vision for Carrboro that plans and follows through on infrastructure that supports a walkable community with art, gardens, splash pads, retail, food, drink, and play. It all feels very piecemeal right now with many disparate service buildings and gravel parking lots.	8/2/2019 10:49 AM
24	Create greater incentives for local business	8/2/2019 10:45 AM
25	Better parking options during peak times. Noon till two, Friday and Saturday evenings. It's fine the rest of the week, but peak parking is an issue. I'd like to see a more proactive approach to the homeless population and accosting pedestrians. A solution that is fair and also recognizes people's rights to be left in peace to enjoy shopping or a meal. There are larger issues such as affordable housing for those that work in the area but I don't know that is within the scope of the town to fix.	8/2/2019 10:16 AM
26	Add Public parking	8/2/2019 10:07 AM
27	Increase awareness of services	8/2/2019 9:56 AM
28	Make cost of living affordable	8/2/2019 9:48 AM

## Town of Carrboro Economic & Community Development 2019 Survey

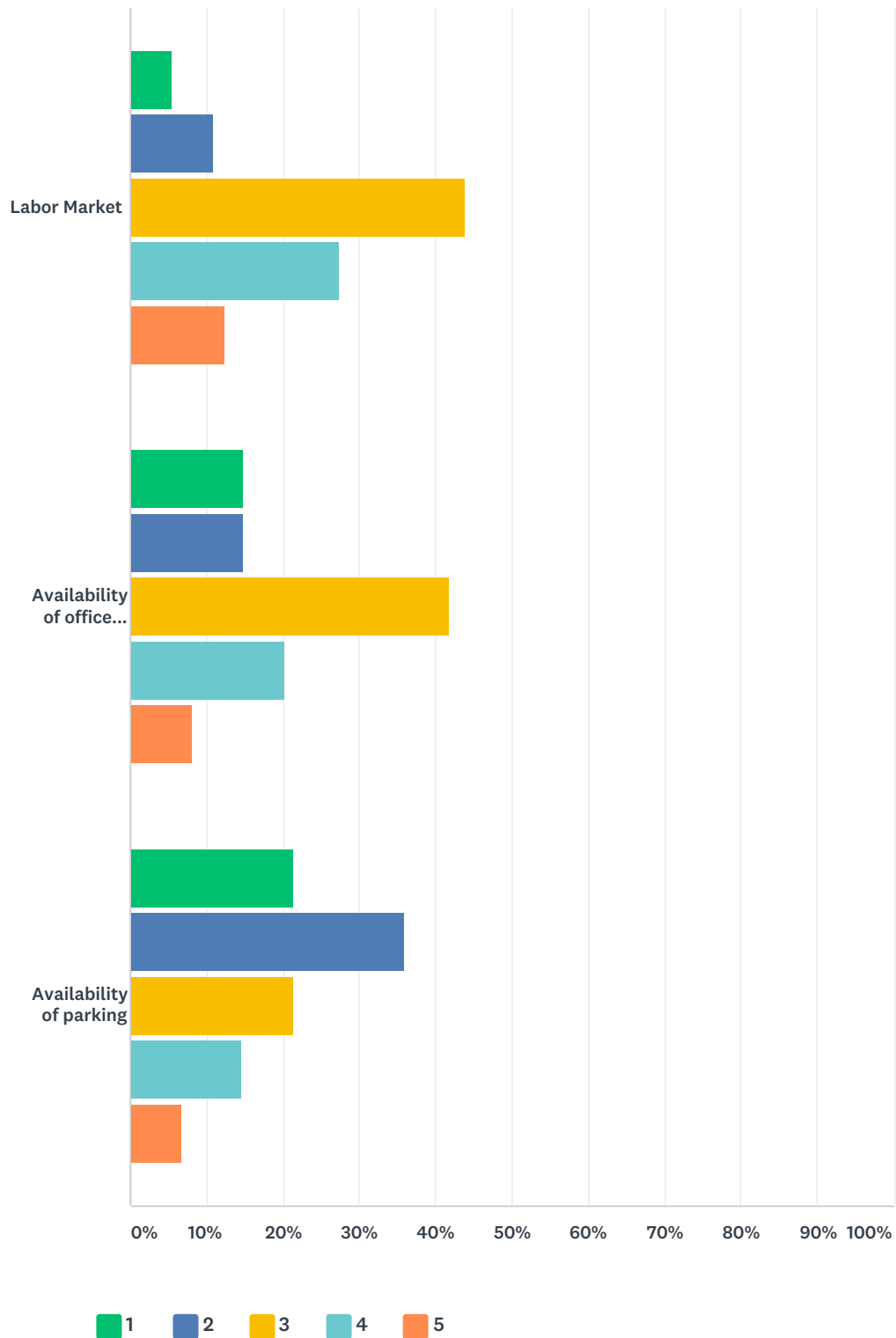
29	More, large professional services firms in the area that could potentially be our clients	8/2/2019 9:47 AM
30	More and easily accessible parking.	8/2/2019 9:45 AM
31	More light industry and zoning for light industry in Carrboro.	8/2/2019 9:38 AM
32	Provide affordable housing.	8/2/2019 4:05 AM
33	I'm in the Live-Work section of the Winmore community and the town does not permit a sign in front of the entrance on Homestand. I would like a same sign for business like the one that Southern Village has on its entrance.	7/29/2019 9:46 AM
34	Access to more parking and a clear vision of where the town will allow growth so I can plan for expansion. Because of these two concerns we are looking at options outside of town to move our business.	7/28/2019 7:49 AM
35	Reach! We sometimes joke that we're the 'best kept secret in town'.	7/25/2019 11:36 AM
36	More high density residential building close to downtown. Along with increased parking for downtown businesses.	7/25/2019 9:08 AM
37	Keep a thriving downtown, populated with a creative economy. This has grown Carrboro well for decades, and made it a national destination for others from outside the area. It's kept my business growing for near 20 years now. In order to maintain this, plenty of parking with various unique, non-chain businesses and franchises are required to maintain this growth environment. Also, maintaining walkability and green spaces is important to the desirability of the area. I have seen a slight decline in the creative economy of Chapel Hill due to smaller unique businesses being driven out for larger rents and gentrifications, but many downtown businesses in Carrboro have rallied and grown to fill the cultural void left from a lot of the developmental decisions made in CH. It can be a fragile balance that is best understood when one understands the sociology of the creative culture and artistic economy that currently exists, and that's the best thing that can help Carrboro businesses such as mine and my neighbors.	7/24/2019 2:39 PM
38	unknown	7/24/2019 11:29 AM
39	Nothing Specific, My success is up to me.	7/24/2019 10:48 AM
40	Better free WiFi.	7/24/2019 4:09 AM
41	Encourage more young folks to enter the trades.	7/24/2019 3:43 AM
42	n/a	7/24/2019 3:14 AM
43	better parking	7/24/2019 2:30 AM
44	Lower permit fees	7/24/2019 1:54 AM
45	alternate transportation infrastructure & education	7/23/2019 5:22 PM
46	Sign ordinance	7/23/2019 4:17 PM
47	Modify anti development regulations and zoning	7/23/2019 3:13 PM
48	Parking	7/23/2019 3:11 PM
49	Continue the path toward making this a very bike and walk-friendly town (and the requested change to be less convenient to car traffic). Slower transportation by bike/walk = more visual interaction with surroundings= more interaction with local businesses= more \$ spent at local businesses= a stronger local economy.	7/23/2019 2:25 PM
50	Bring awareness to local businesses & the state of NC about Pharmacy benefit managers (for example CVS Caremark, Express Scripts, United, Cigna, etc.) before they sign their employees for these plans which force their members to get their prescriptions via mail order or at other large chains (CVS, Walgreens, etc.)	7/23/2019 2:23 PM
51	More parking More support for business	7/23/2019 2:21 PM
52	A much better culture of local charitable giving from individuals and businesses. Orange residents do not donate money commensurate to their income.	7/23/2019 2:07 PM
53	parking	7/23/2019 1:10 PM
54	Not sure. I feel pretty privileged to live and work in Carrboro.	7/23/2019 12:59 PM
55	I do not pursue local business at this time.	7/23/2019 12:49 PM

## Town of Carrboro Economic & Community Development 2019 Survey

56	scooters. seriously.	7/23/2019 12:40 PM
57	Small business grants like this one we've won twice: <a href="http://growinorangenc.com/wp-content/uploads/2015/03/Business-Guidelines.3.pdf">http://growinorangenc.com/wp-content/uploads/2015/03/Business-Guidelines.3.pdf</a>	7/23/2019 12:39 PM
58	More local street events	7/23/2019 12:39 PM
59	Better bicycle and pedestrian infrastructure	7/23/2019 12:37 PM
60	Customer Parking issues	7/23/2019 12:32 PM
61	strong pool of employees	7/23/2019 12:31 PM
62	Parking in the area.	7/23/2019 12:26 PM
63	thoughtful parking	7/23/2019 12:25 PM
64	More sidewalks on side streets and better pedestrian friendly cross walks	7/23/2019 12:22 PM
65	Parking	7/23/2019 12:21 PM
66	Can't think of anything...	7/23/2019 12:19 PM
67	traffic	7/23/2019 12:18 PM

## Q5 When it comes to Carrboro's business climate, how would you rate the following on a scale of 1-5, 5 being best and 1 being worst?

Answered: 77 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
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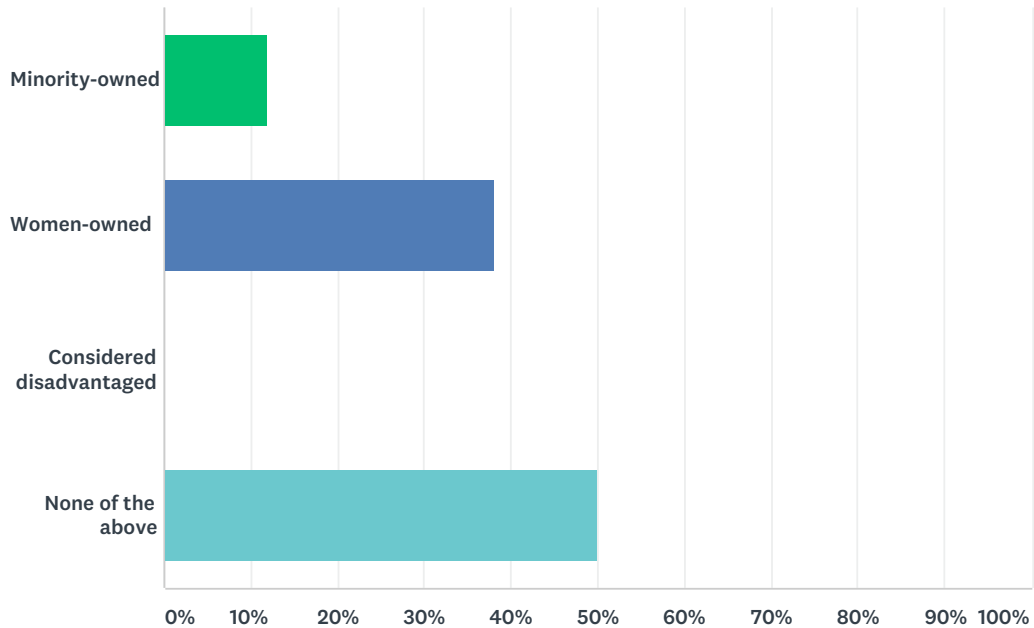


# Town of Carrboro Economic & Community Development 2019 Survey

Labor Market	5.48% 4	10.96% 8	43.84% 32	27.40% 20	12.33% 9	73	1.00
Availability of office space/retail space	14.86% 11	14.86% 11	41.89% 31	20.27% 15	8.11% 6	74	1.00
Availability of parking	21.33% 16	36.00% 27	21.33% 16	14.67% 11	6.67% 5	75	1.00

## Q6 Is your business considered one of the following?

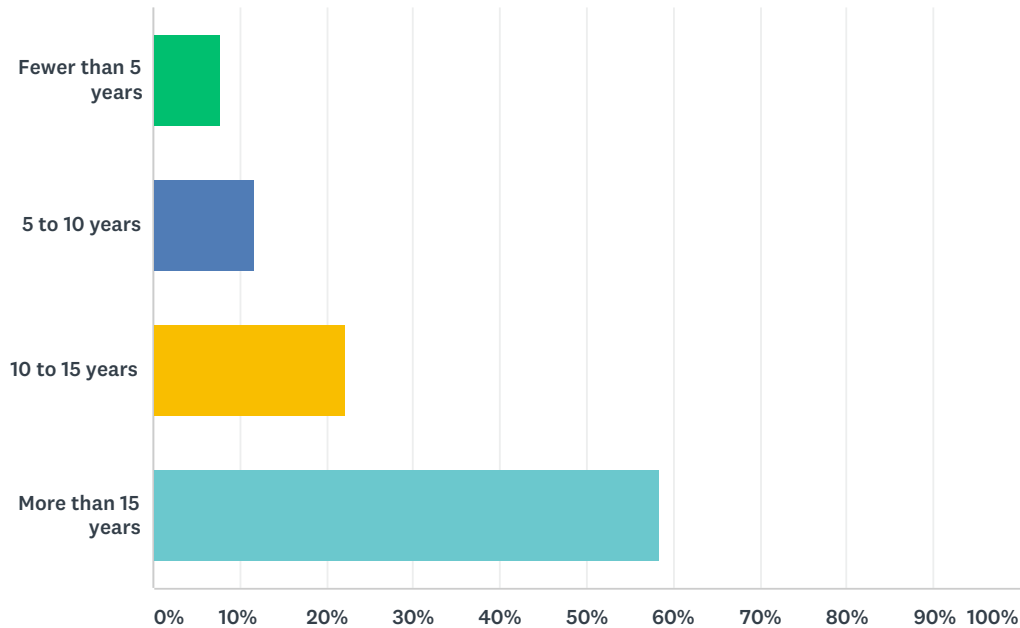
Answered: 76 Skipped: 1



ANSWER CHOICES	RESPONSES	
Minority-owned	11.84%	9
Women-owned	38.16%	29
Considered disadvantaged	0.00%	0
None of the above	50.00%	38
TOTAL		76

## Q7 How long has your business been in Carrboro?

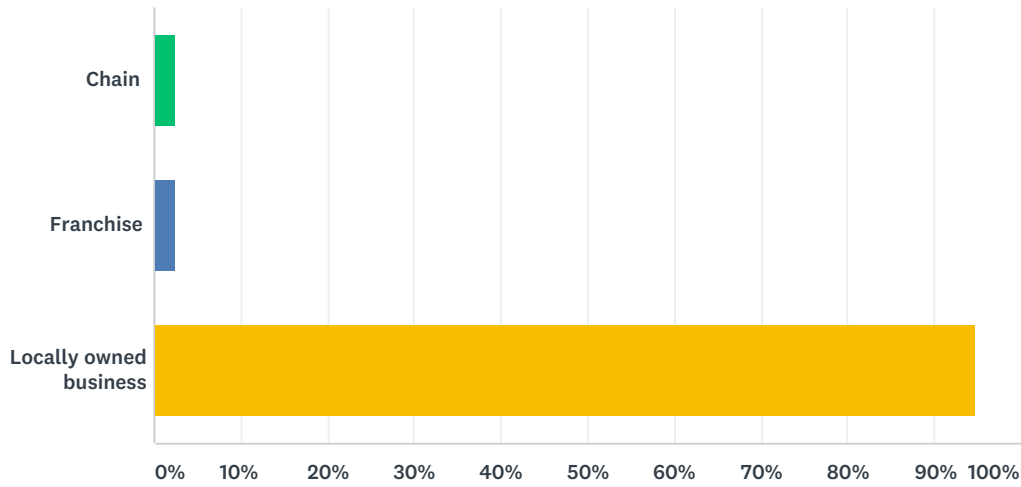
Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
Fewer than 5 years	7.79%	6
5 to 10 years	11.69%	9
10 to 15 years	22.08%	17
More than 15 years	58.44%	45
TOTAL		77

## Q8 Select the following that applies to your business?

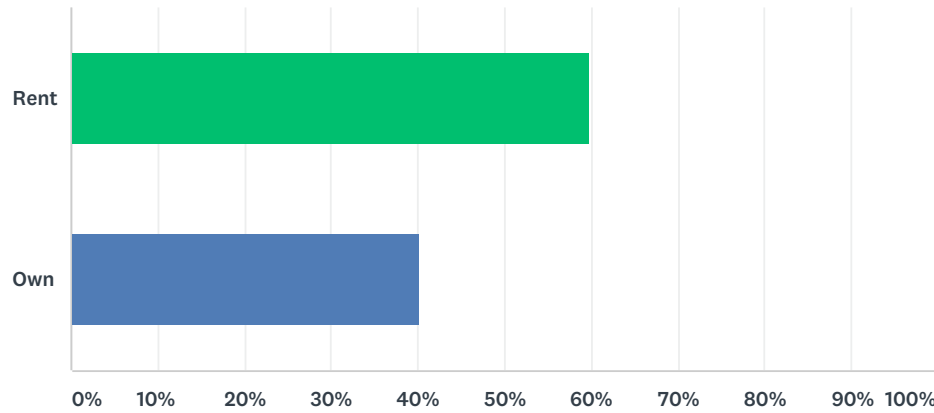
Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES	
Chain	2.60%	2
Franchise	2.60%	2
Locally owned business	94.81%	73
TOTAL		77

## Q9 Do you rent or own your place of business?

Answered: 77 Skipped: 0



ANSWER CHOICES		RESPONSES	
Rent		59.74%	46
Own		40.26%	31
TOTAL			77