

2024 Town of Carrboro Community Survey Findings Report

Presented to the Town of Carrboro,
North Carolina

April 2024



ETC
INSTITUTE

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Purpose

ETC Institute administered a survey to residents of the Town of Carrboro between February and April 2024. 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 second 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 407 residents completing the survey. The overall results for the sample of 407 households have a precision of at least +/-4.8% at the 95% level of confidence.

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 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,

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- 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 (97%) 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 (91%), and as a place that is welcoming and inclusive to all (89%).

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 (85%), availability of cultural activities and the arts (82%), and access to parks and green space (80%).

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 (95%), public works (trash/yard waste collection) (91%), recreation and cultural programs (84%), and police services (83%).

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

Satisfaction With Key Indicators

Eighty-two percent (82%) 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 53% 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: Town special events (July 4th, Music Festival) (86%), maintenance of Town parks (84%), quality of

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outdoor athletic fields (76%), number of walking and biking trails (75%), and ease of registering for programs (73%).

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) availability of diverse cultural 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 (93%), overall feeling of safety in Carrboro (93%), and in shopping and dining areas (92%).

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 (97%), timeliness of fire department response to emergencies (94%), respectfulness of fire personnel toward people (94%), visibility of the Fire Department in the community (89%), and Fire Department responsiveness to community concerns (87%).

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.

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 (78%), availability of bicycle parking (68%), adequacy of street lighting (68%), and ease of driving in Carrboro (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.

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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 and cleanliness of streets/public areas (81%).

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 (65%), new company growth (39%), and quality of new commercial development (38%).

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 (41%) 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.

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 (72%), availability of information about Town programs and services (65%), and Town efforts to keep residents informed (61%).

Based on the sum of their top two choices, the aspects of Town communication and engagement that residents thought were most important were: 1) Town efforts to keep residents informed about local issues and 2) availability of information about Town programs and services.

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Other Findings

- Nearly two-thirds (63%) of the residents surveyed indicated they or someone in their household rides a bicycle. Of those who ride a bicycle, 73% do so for recreation.
- Forty-six percent (46%) of the residents surveyed indicated they or someone in their household uses the Chapel Hill Transit system. Of those, 48% use it to go to and from work. Of the 54% of respondents surveyed who do not use the Chapel Hill Transit system, 60% indicated it is because they prefer to drive/bike/walk.
- Fifty-six percent (56%) 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 (44%), outdoor signage (40%), Town emails (39%), and communications received at home (33%).

Trends Since 2021

Ratings for the Town of Chapel Hill **improved in 21 of the 57 areas** that were assessed in 2021 and 2024. The Town showed significant improvement (5% or more) in 7 of these areas. The areas with the largest increases and decreases since 2021 are listed below:

Largest Increases Since 2021

- Ratings as a community advancing racial equity (+7.7%)
- Fire services (+7.7%)
- Availability of cultural activities and the arts (+7.4%)
- Availability of bicycle parking (+7.2%)
- Enforcement of local traffic laws (+6.5%)

Largest Decreases Since 2021

- Efforts to expand/preserve affordable housing (-11%)
- Value received for Town tax dollars and fees (-13.3%)
- Public parking (-19%)
- Availability of parking downtown (-21.6%)
- Town is responsive to the needs of its residents (-22.7%)

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

The Town of Carrboro **rated above the Atlantic regional average** in 32 of the 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 all 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 customer service from Town employees	78.0%	36.3%	41.7%	Key Indicators
As a place to live	97.1%	58.0%	39.1%	Ratings of Quality of Life
As a community advancing racial equity	83.0%	45.6%	37.4%	Ratings of Quality of Life
Maintenance of Downtown	80.6%	49.8%	30.8%	Maintenance
Quality of services provided by the Town	81.8%	51.6%	30.2%	Key Indicators
Fire prevention/safety education programs	81.4%	53.2%	28.2%	Public Safety Services
Public works (trash/yard waste collection)	91.4%	63.7%	27.7%	Major Categories of Town Services
Feeling of safety in Town parks and facilities	88.4%	60.9%	27.5%	Perceptions of Safety
Maintenance & cleanliness of streets/public areas	80.8%	55.6%	25.2%	Maintenance
Maintenance of Town buildings and facilities	83.1%	58.3%	24.8%	Maintenance
Feeling of safety in shopping and dining areas	92.0%	67.3%	24.7%	Perceptions of Safety
As a place to raise children	91.3%	67.3%	24.0%	Ratings of Quality of Life
As a place to retire	78.1%	55.1%	23.0%	Ratings of Quality of Life
Police services	82.7%	60.3%	22.4%	Major Categories of Town Services
Value received for Town tax dollars and fees	53.1%	31.1%	22.0%	Key Indicators
Overall feeling of safety	92.6%	71.0%	21.6%	Perceptions of Safety
Maintenance of street signs	84.1%	63.5%	20.6%	Maintenance
Ease of locating information on Town website	59.0%	42.2%	16.8%	Communication and Engagement
Communication and engagement	62.9%	48.1%	14.8%	Major Categories of Town Services
Landscaping & maintenance in parks/medians/public areas	76.7%	61.9%	14.8%	Maintenance
Availability of information about Town programs and services	64.8%	50.0%	14.8%	Communication and Engagement
Timeliness of fire dept. response to emergencies	93.7%	79.1%	14.6%	Public Safety Services
Transportation infrastructure	61.5%	48.2%	13.3%	Major Categories of Town Services
Timeliness of police dept. response to emergencies	82.8%	69.8%	13.0%	Public Safety Services
As a place to visit	72.9%	61.3%	11.6%	Ratings of Quality of Life
Visibility of Police in the community	75.8%	64.5%	11.3%	Public Safety Services
As a place to work	73.3%	62.6%	10.7%	Ratings of Quality of Life
Accessibility of public areas/facilities for persons with disabilities	64.6%	54.1%	10.5%	Maintenance
Fire services	94.7%	85.3%	9.4%	Major Categories of Town Services
Town efforts to keep residents informed	60.6%	51.2%	9.4%	Communication and Engagement
Enforcement of local traffic laws	67.3%	59.7%	7.6%	Public Safety Services
Level of public involvement in local decision-making	44.5%	37.7%	6.8%	Communication and Engagement
Stormwater management	58.2%	64.3%	-6.1%	Major Categories of Town Services

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

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
As a place to live	97.1%	48.5%	48.6%	Ratings of Quality of Life
Quality of customer service from Town employees	78.0%	39.4%	38.6%	Key Indicators
As a community advancing racial equity	83.0%	46.2%	36.8%	Ratings of Quality of Life
Public works (trash/yard waste collection)	91.4%	55.1%	36.3%	Major Categories of Town Services
Feeling of safety in Town parks and facilities	88.4%	54.6%	33.8%	Perceptions of Safety
Maintenance of Downtown	80.6%	47.7%	32.9%	Maintenance
Quality of services provided by the Town	81.8%	49.0%	32.8%	Key Indicators
Fire prevention/safety education programs	81.4%	48.6%	32.8%	Public Safety Services
As a place to raise children	91.3%	61.4%	29.9%	Ratings of Quality of Life
Police services	82.7%	53.0%	29.7%	Major Categories of Town Services
Feeling of safety in shopping and dining areas	92.0%	63.7%	28.3%	Perceptions of Safety
Maintenance of Town buildings and facilities	83.1%	55.5%	27.6%	Maintenance
Maintenance & cleanliness of streets/public areas	80.8%	53.3%	27.5%	Maintenance
Timeliness of police dept. response to emergencies	82.8%	56.1%	26.7%	Public Safety Services
Overall feeling of safety	92.6%	66.0%	26.6%	Perceptions of Safety
As a place to retire	78.1%	51.6%	26.5%	Ratings of Quality of Life
Communication and engagement	62.9%	36.9%	26.0%	Major Categories of Town Services
Timeliness of fire dept. response to emergencies	93.7%	71.7%	22.0%	Public Safety Services
Visibility of Police in the community	75.8%	54.1%	21.7%	Public Safety Services
Landscaping & maintenance in parks/medians/public areas	76.7%	55.4%	21.3%	Maintenance
Transportation infrastructure	61.5%	40.5%	21.0%	Major Categories of Town Services
Maintenance of street signs	84.1%	63.1%	21.0%	Maintenance
Value received for Town tax dollars and fees	53.1%	32.9%	20.2%	Key Indicators
Fire services	94.7%	76.2%	18.5%	Major Categories of Town Services
Availability of information about Town programs and services	64.8%	46.4%	18.4%	Communication and Engagement
Enforcement of local traffic laws	67.3%	49.6%	17.7%	Public Safety Services
Town efforts to keep residents informed	60.6%	43.3%	17.3%	Communication and Engagement
Ease of locating information on Town website	59.0%	42.4%	16.6%	Communication and Engagement
As a place to work	73.3%	57.1%	16.2%	Ratings of Quality of Life
As a place to visit	72.9%	57.7%	15.2%	Ratings of Quality of Life
Accessibility of public areas/facilities for persons with disabilities	64.6%	51.5%	13.1%	Maintenance
Level of public involvement in local decision-making	44.5%	33.9%	10.6%	Communication and Engagement
Stormwater management	58.2%	49.5%	8.7%	Major Categories of Town Services

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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 service that is recommended as the top priority in order to raise the Town’s overall satisfaction rating is listed below:

- Housing and community services (I-S = 0.2072)

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

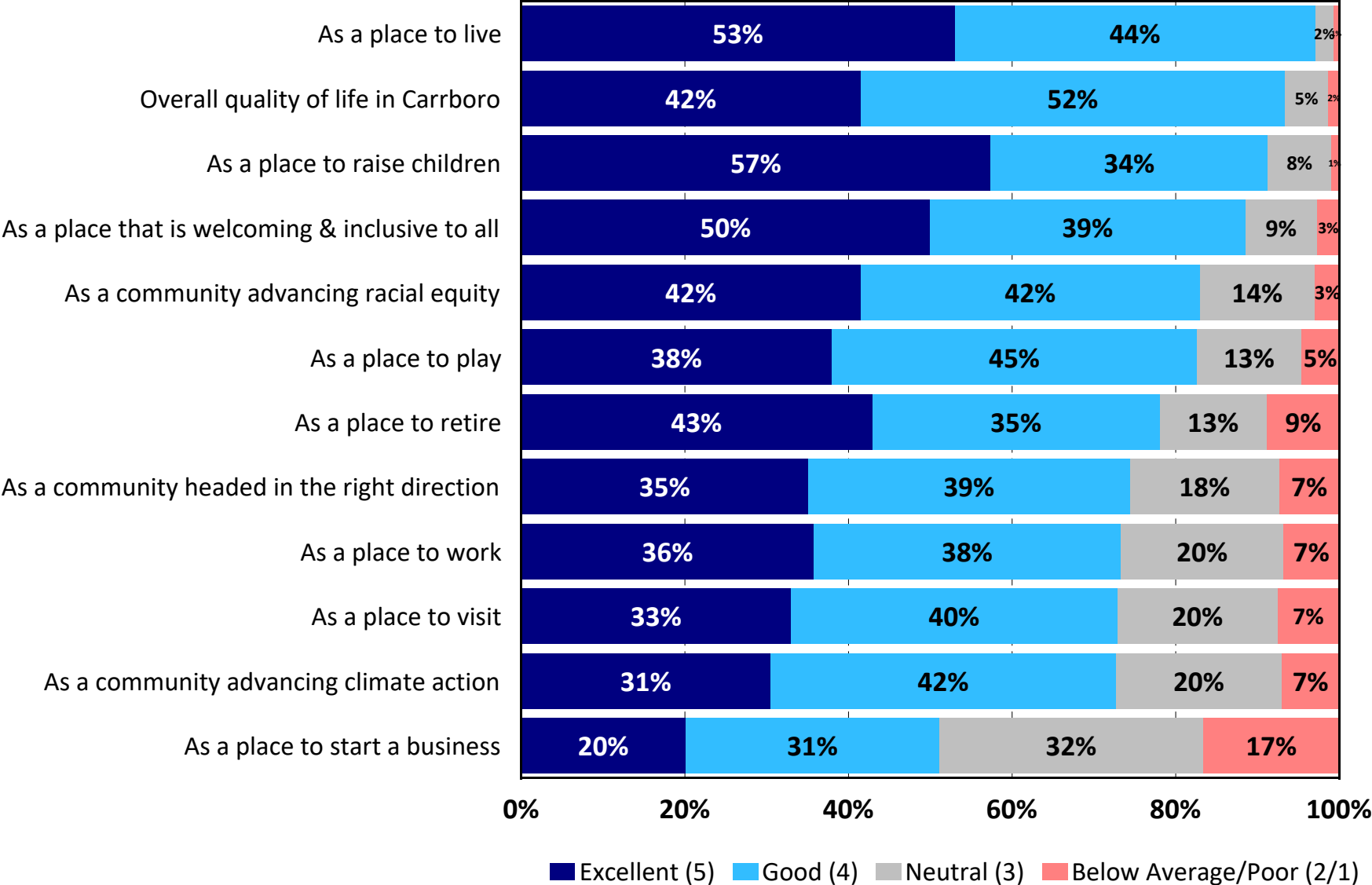
Importance-Satisfaction Rating						
Town of Carrboro, NC						
Overall						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS > .20)</i>						
Housing and community services	38%	2	46%	12	0.2072	1
<i>High Priority (IS .10-.20)</i>						
Transportation infrastructure	30%	3	62%	7	0.1147	2
Economic development	22%	5	49%	10	0.1088	3
Public parking	21%	7	51%	9	0.1035	4
<i>Medium Priority (IS < .10)</i>						
Planning, zoning and inspection services	17%	11	48%	11	0.0872	5
Parks and recreation facilities	39%	1	80%	5	0.0760	6
Stormwater management	16%	12	58%	8	0.0648	7
Communication and engagement	17%	10	63%	6	0.0642	8
Police services	25%	4	83%	4	0.0433	9
Recreation and cultural programs	20%	9	84%	3	0.0312	10
Public works (trash/yard waste collection)	21%	6	91%	2	0.0183	11
Fire services	20%	8	95%	1	0.0104	12



Charts and Graphs

Q1. Ratings of Quality of Life in the Town

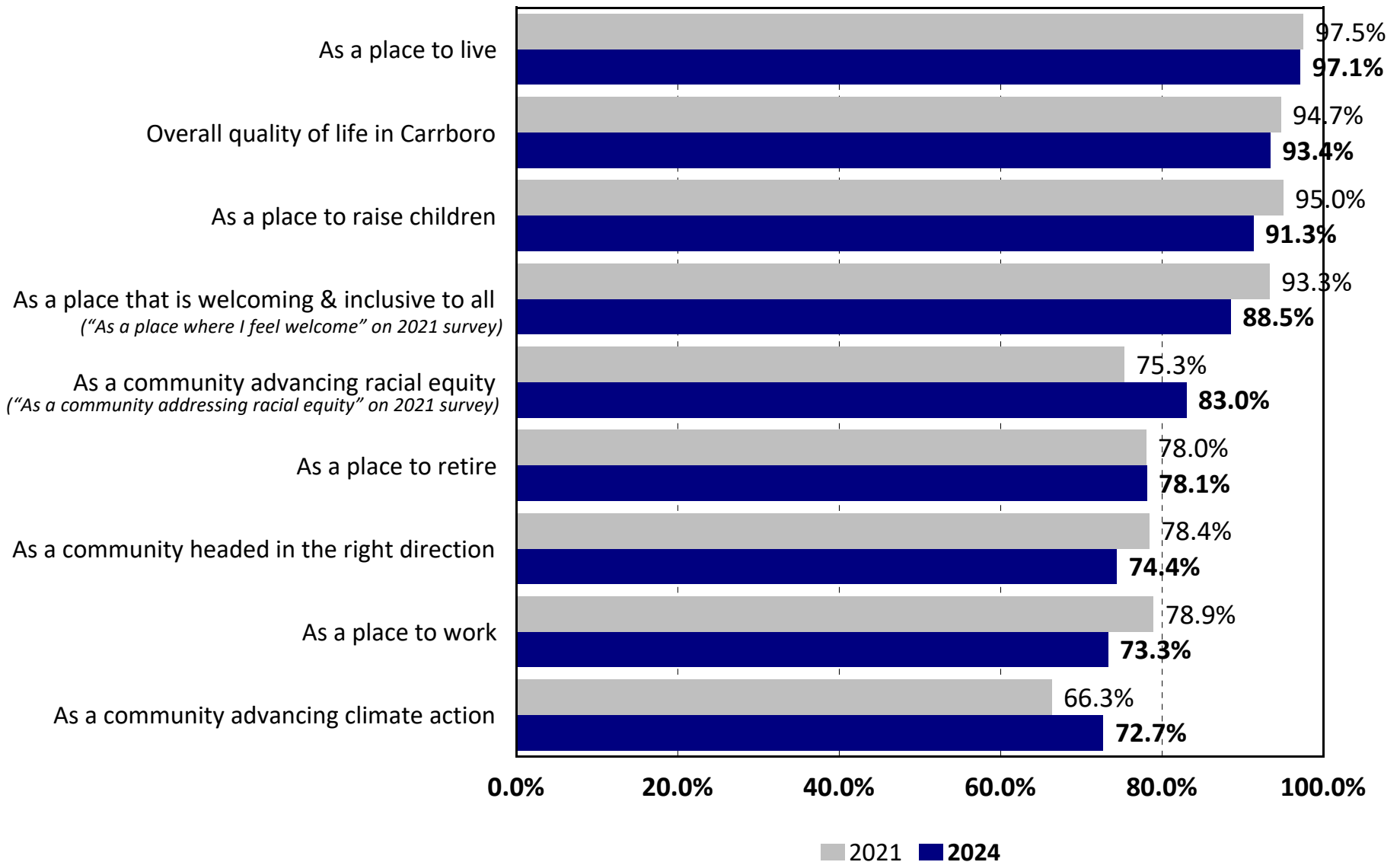
by percentage of respondents (excluding don't knows)



TRENDS: Ratings of Quality of Life in the Town

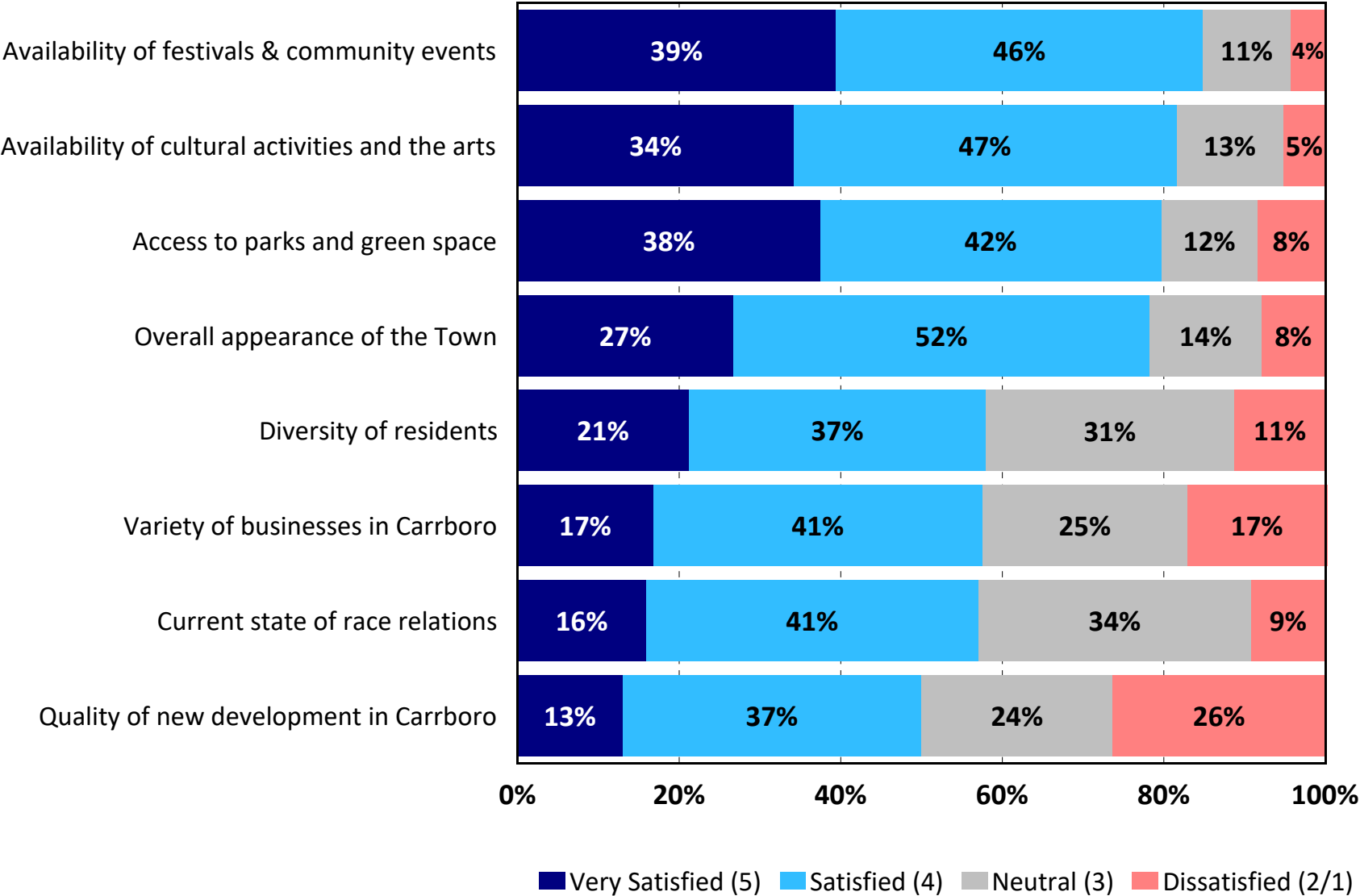
2021 vs. 2024

by percentage of respondents (excluding don't knows)



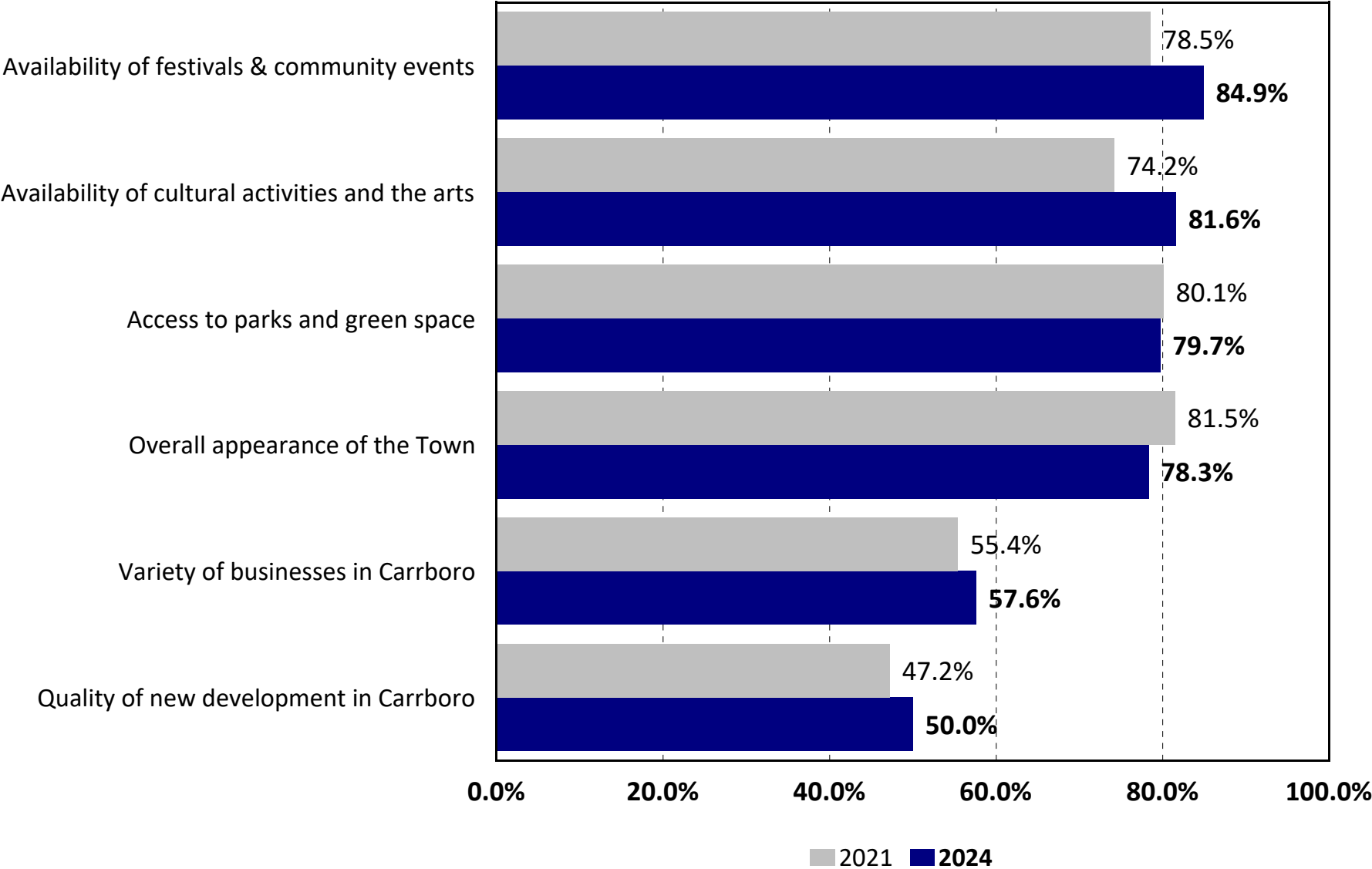
Q2. Satisfaction with Perceptions of Carrboro

by percentage of respondents (excluding don't knows)



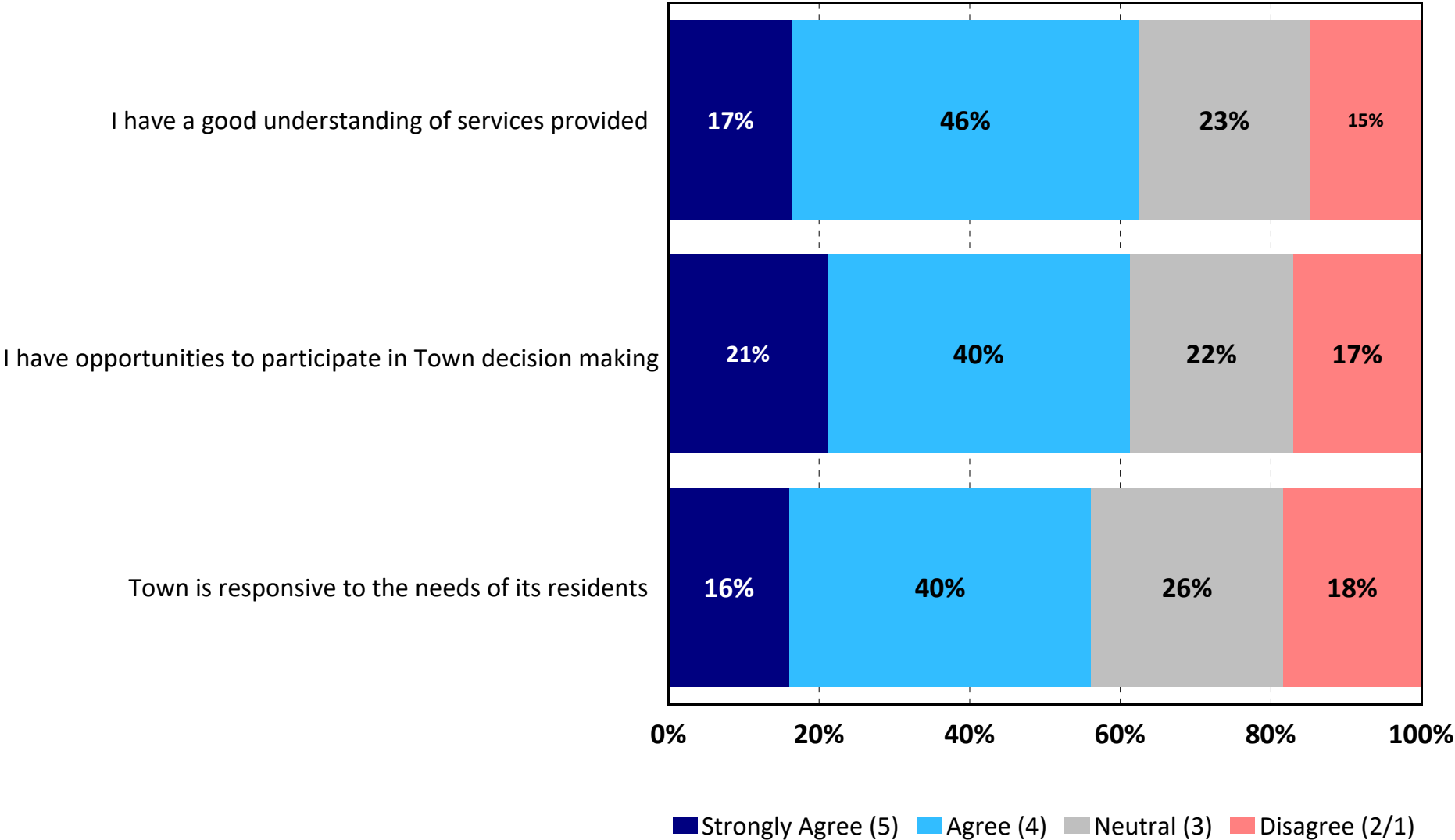
TRENDS: Satisfaction with Perceptions of Carrboro 2021 vs. 2024

by percentage of respondents (excluding don't knows)



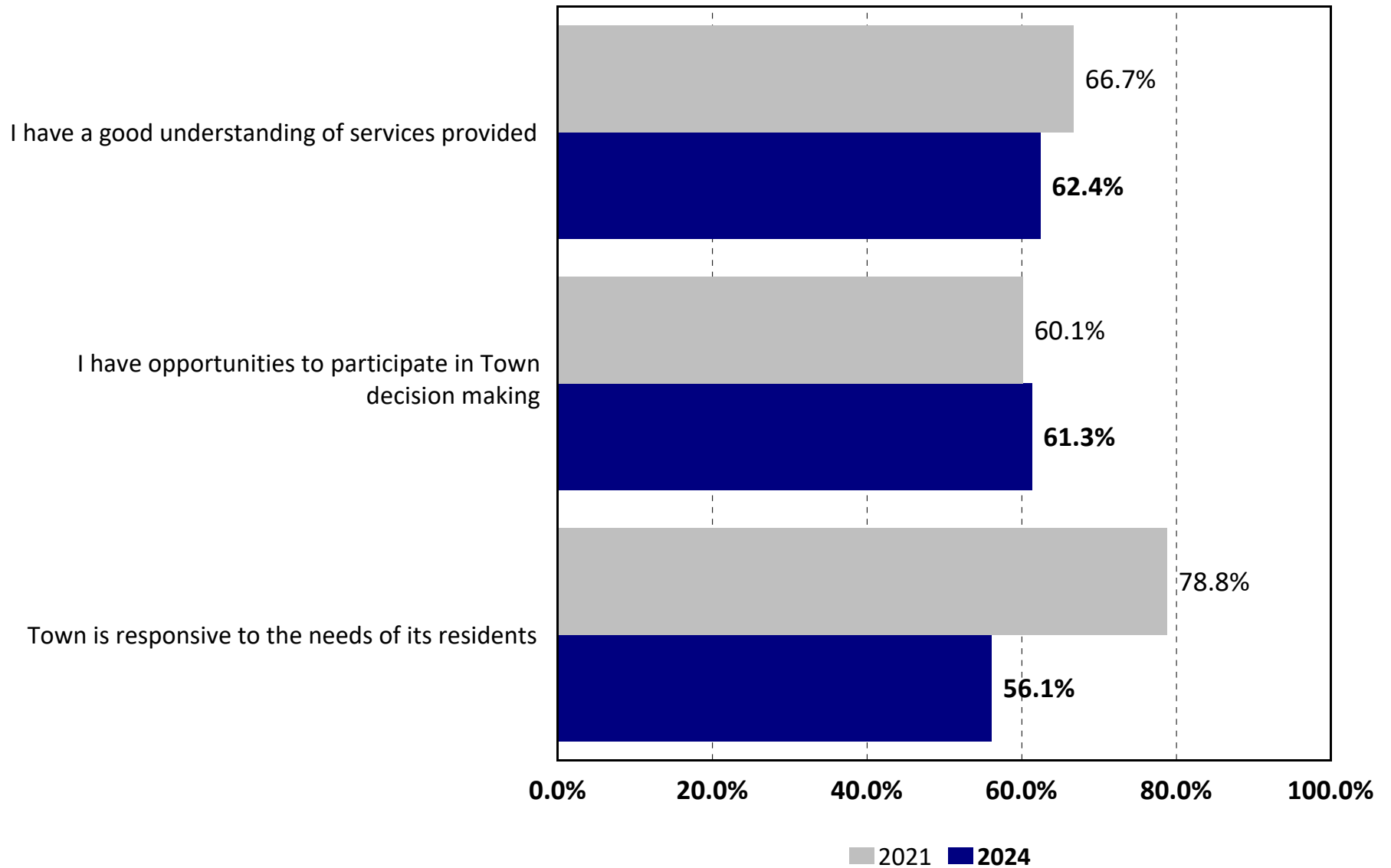
Q3. Agreement With the Following Statements Regarding Town Leadership

by percentage of respondents (excluding don't knows)



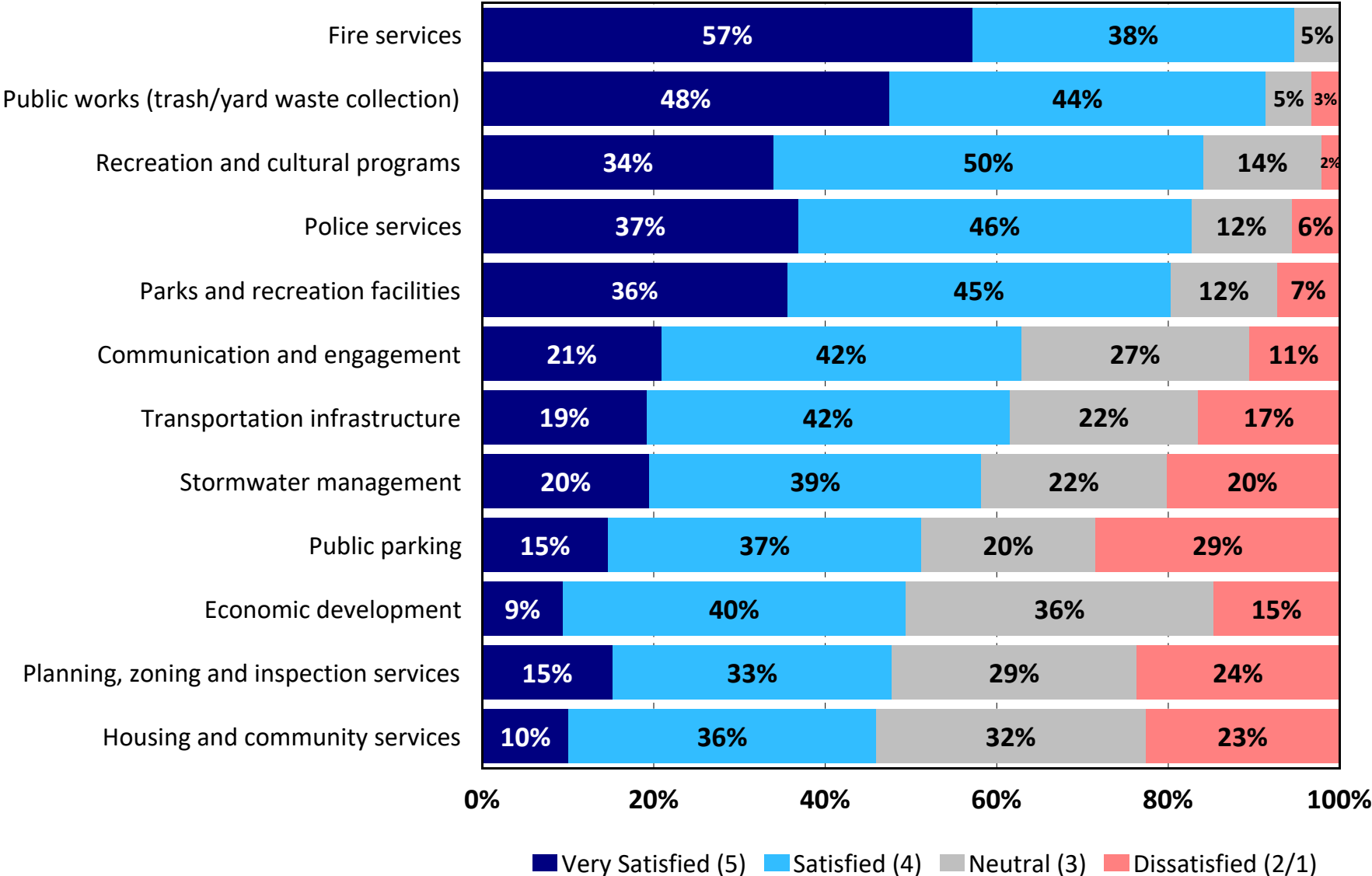
TRENDS: Agreement With the Following Statements Regarding Town Leadership - 2021 vs. 2024

by percentage of respondents (excluding don't knows)



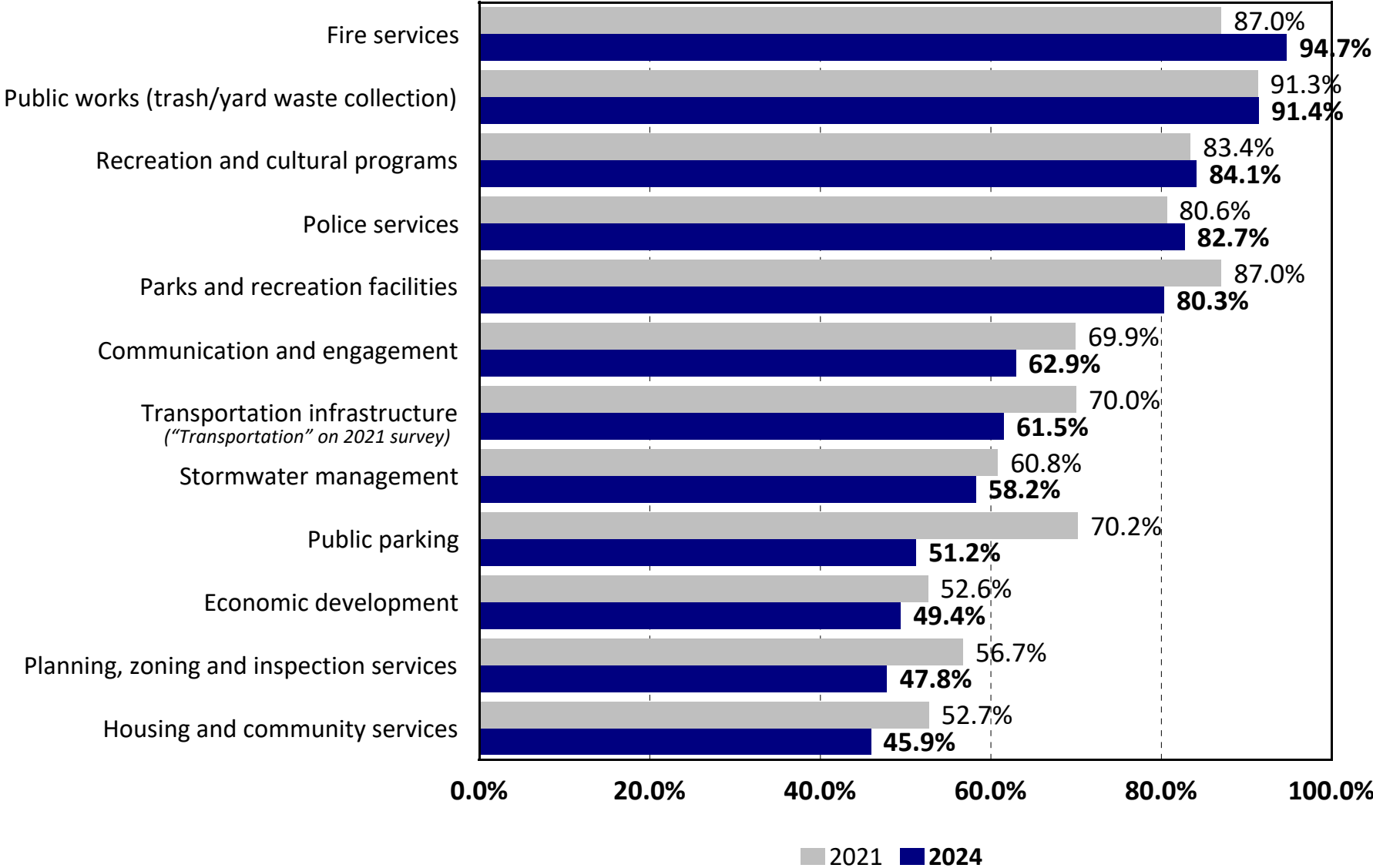
Q4. Satisfaction With Major Categories of Town Services

by percentage of respondents (excluding don't knows)



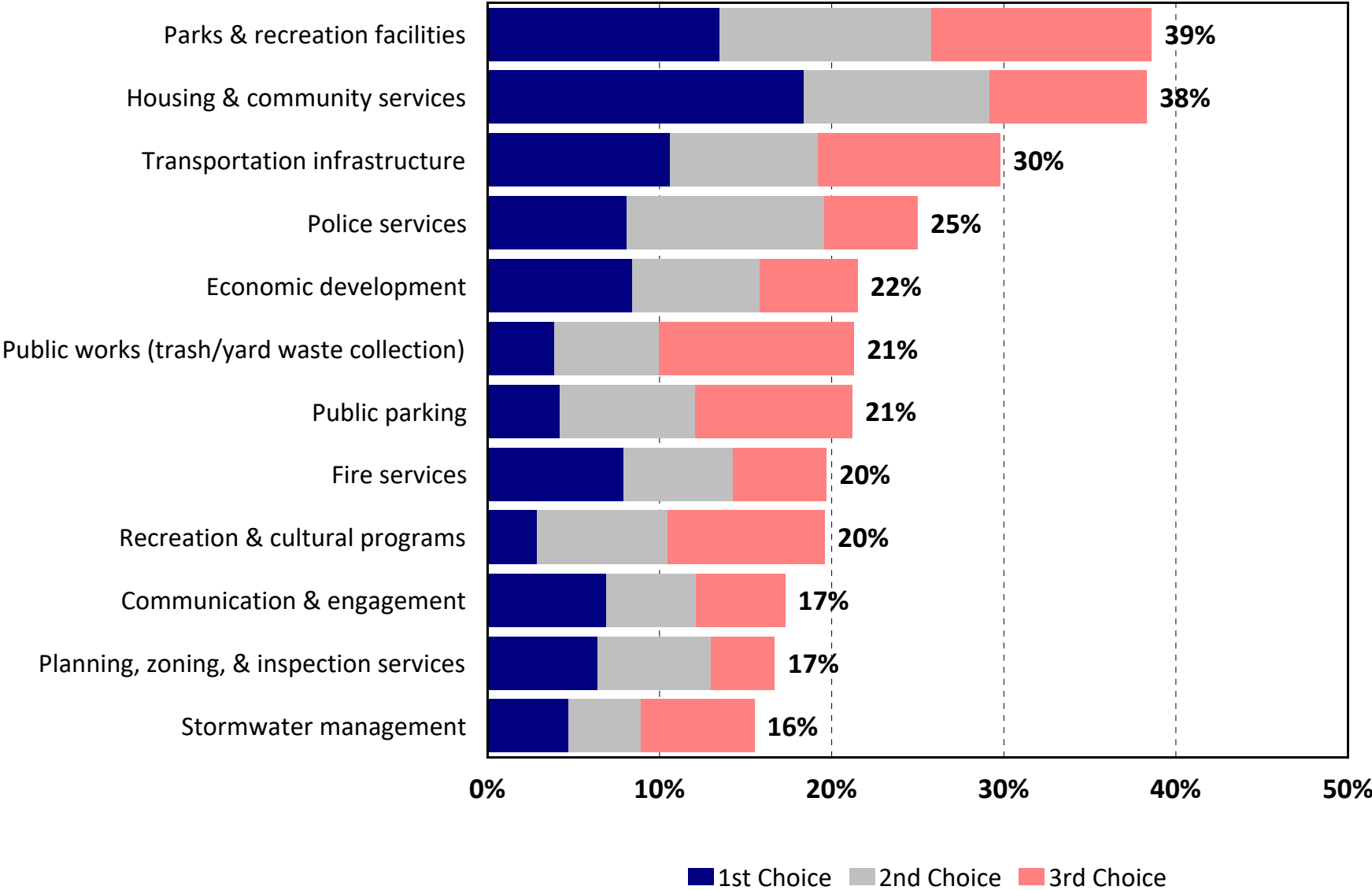
TRENDS: Satisfaction With Major Categories of Town Services - 2021 vs. 2024

by percentage of respondents (excluding don't knows)



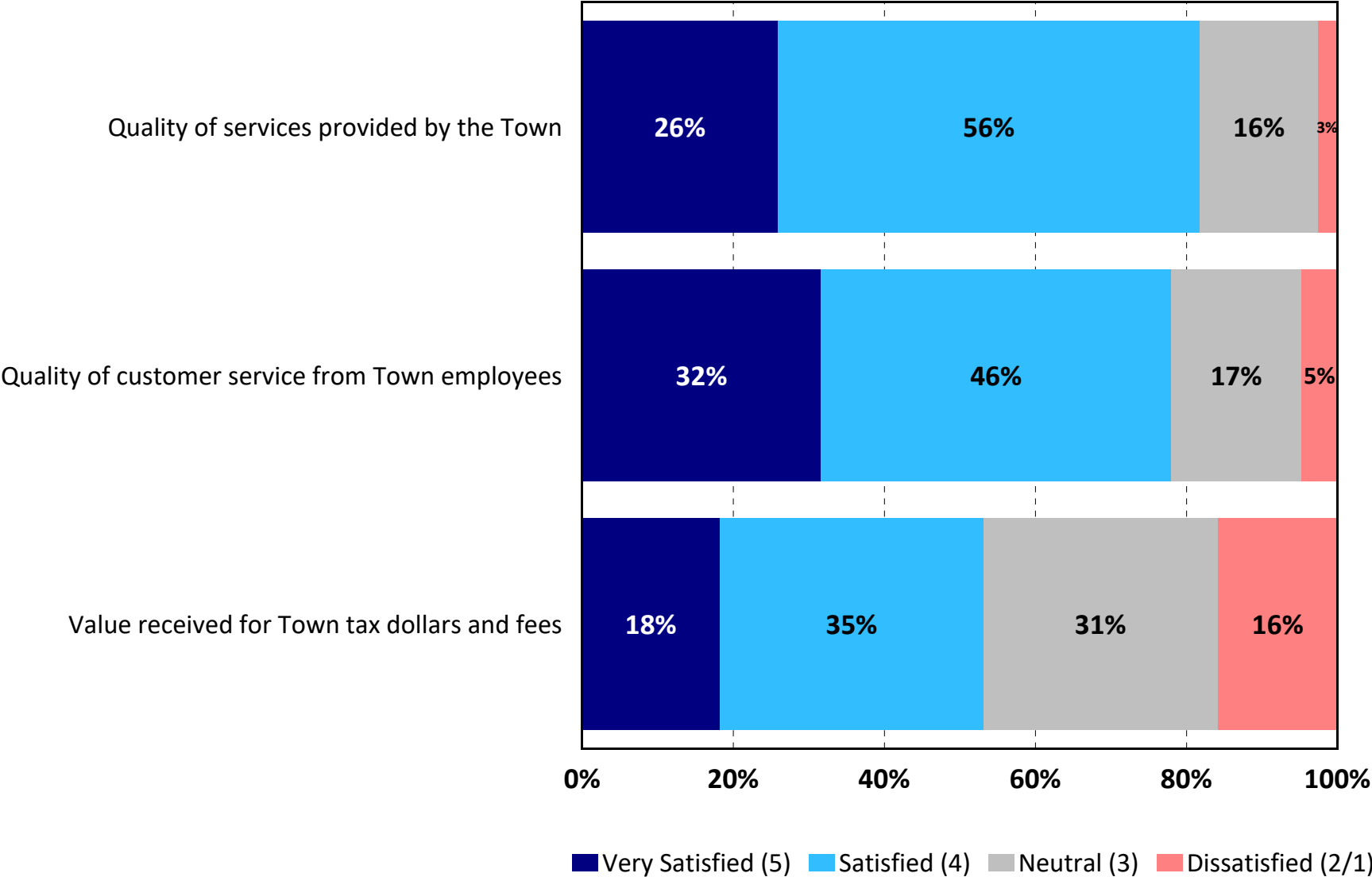
Q5. Town Services That Are Most Important to Residents

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



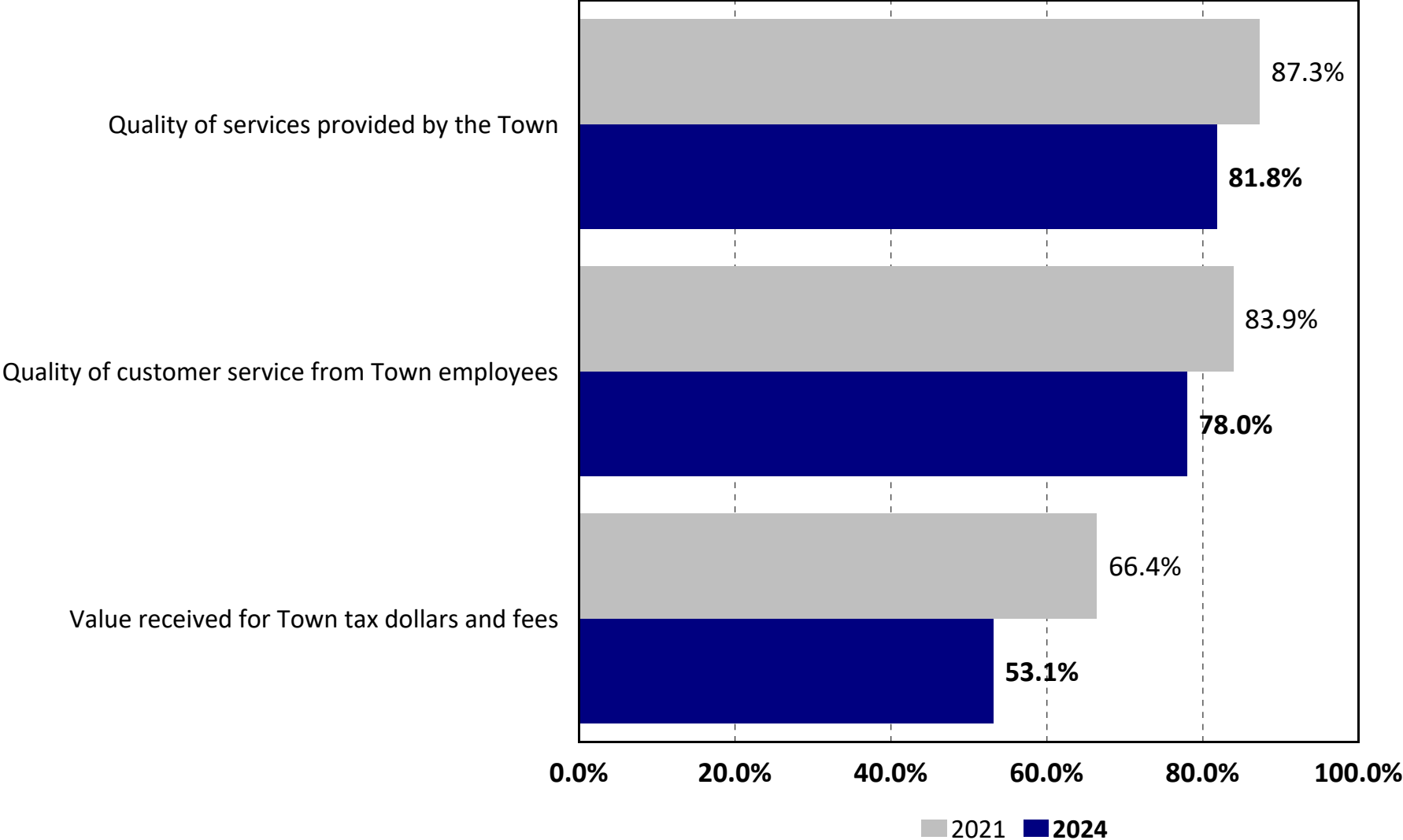
Q6. Satisfaction With the Following Key Indicators

by percentage of respondents (excluding don't knows)



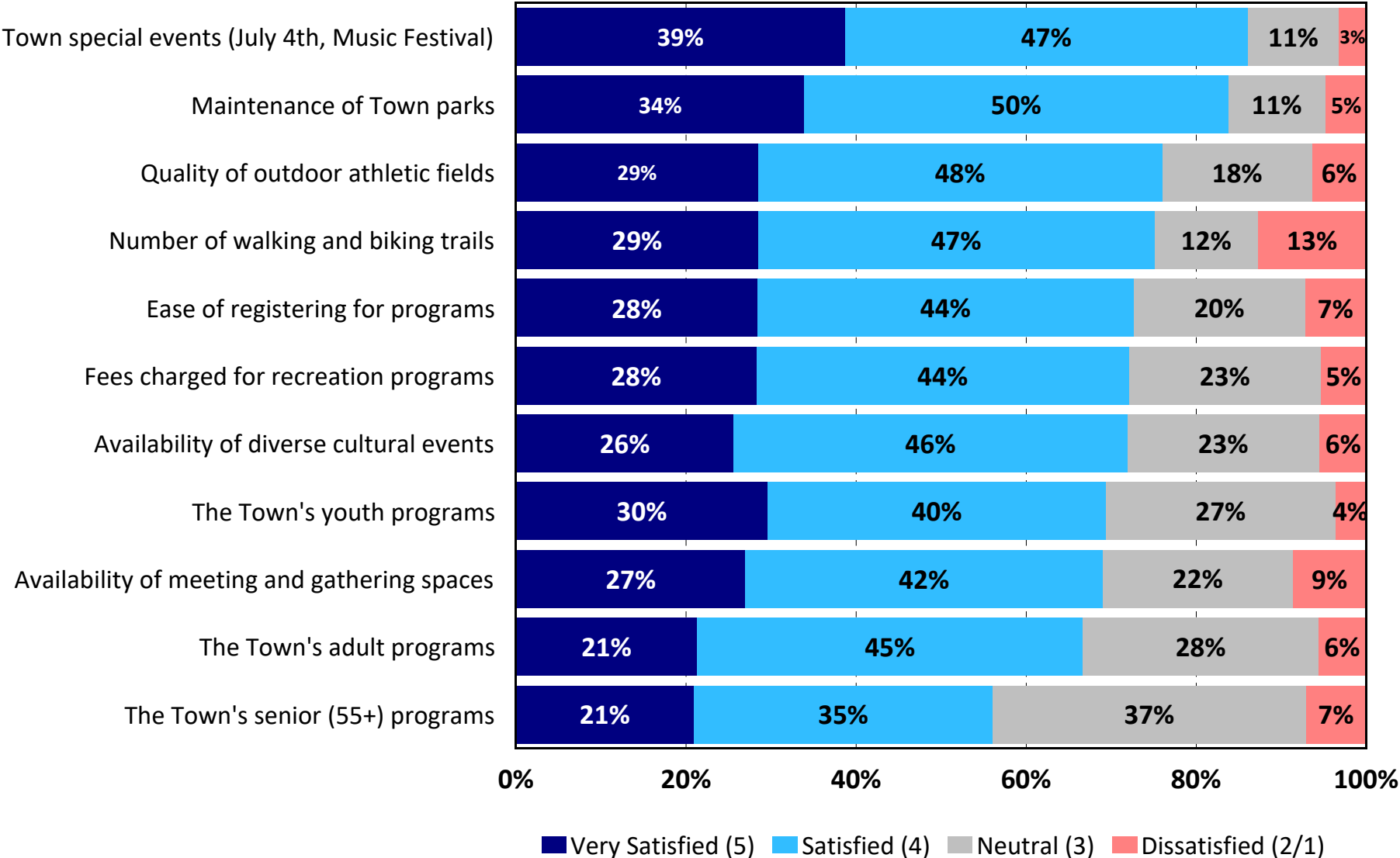
TRENDS: Satisfaction With the Following Key Indicators 2021 vs. 2024

by percentage of respondents (excluding don't knows)



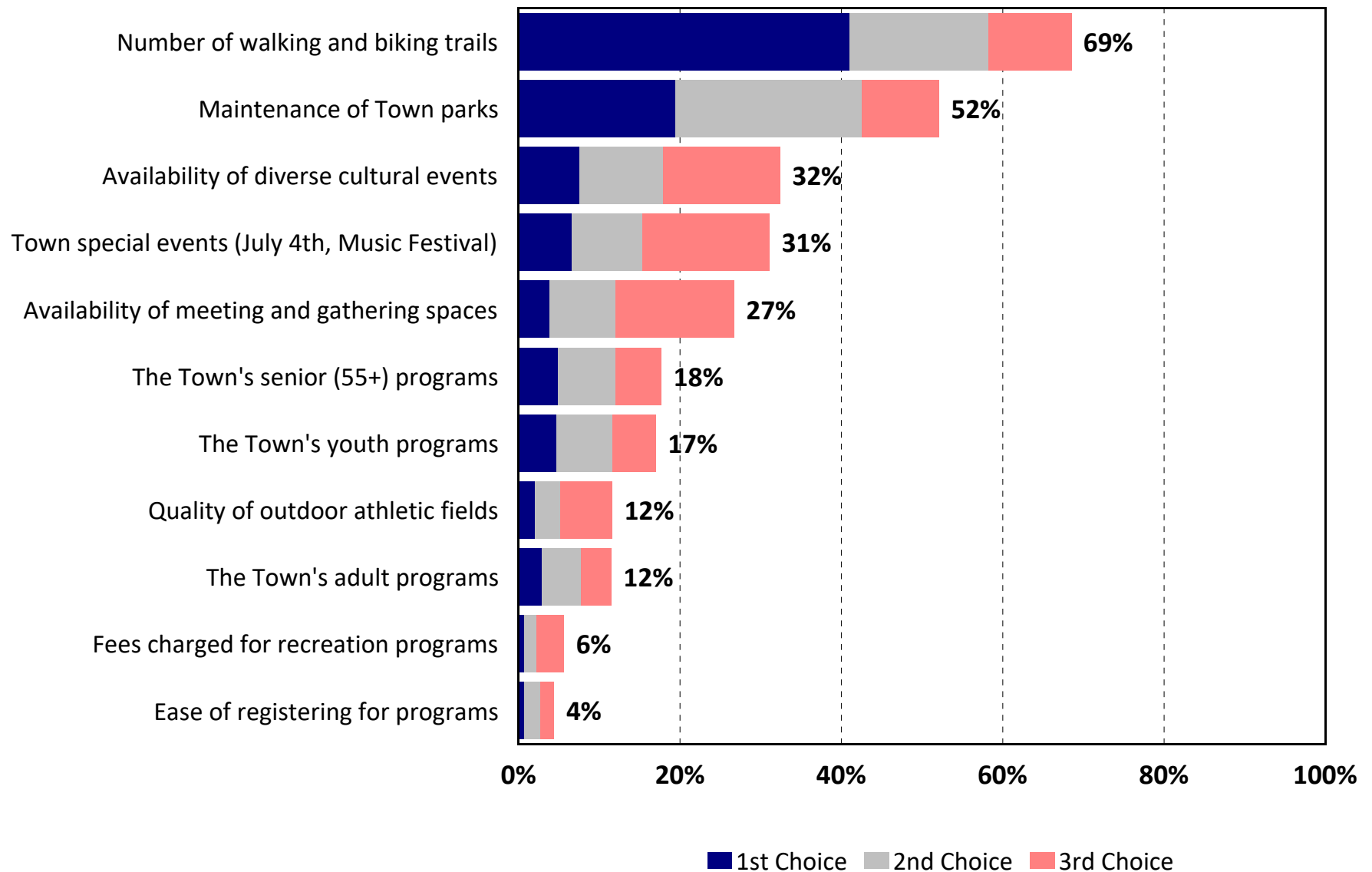
Q7. Satisfaction with Recreation, Parks and Cultural Resources

by percentage of respondents (excluding don't knows)



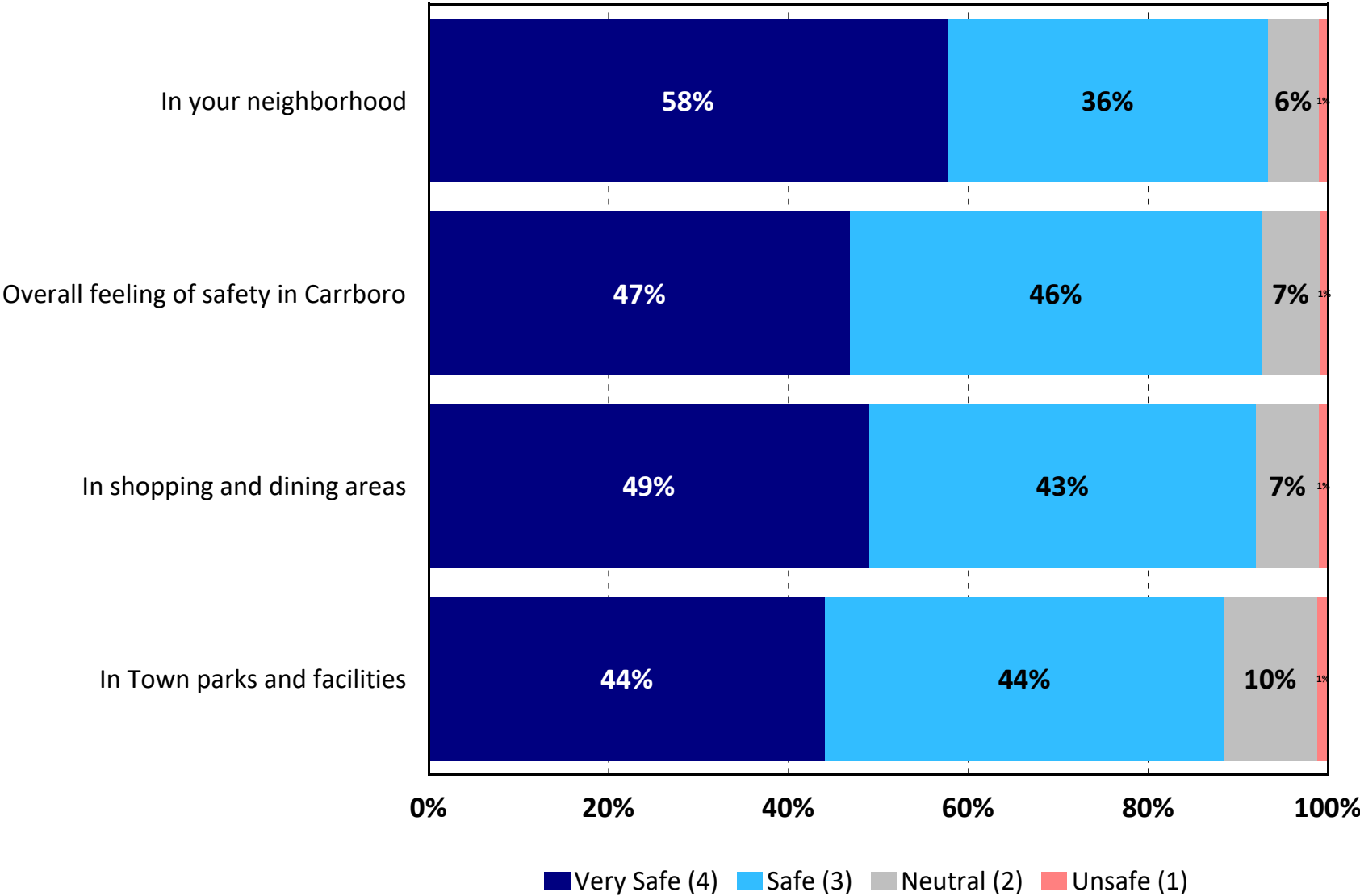
Q8. Recreation, Parks and Cultural Resources That Are Most Important to Residents

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



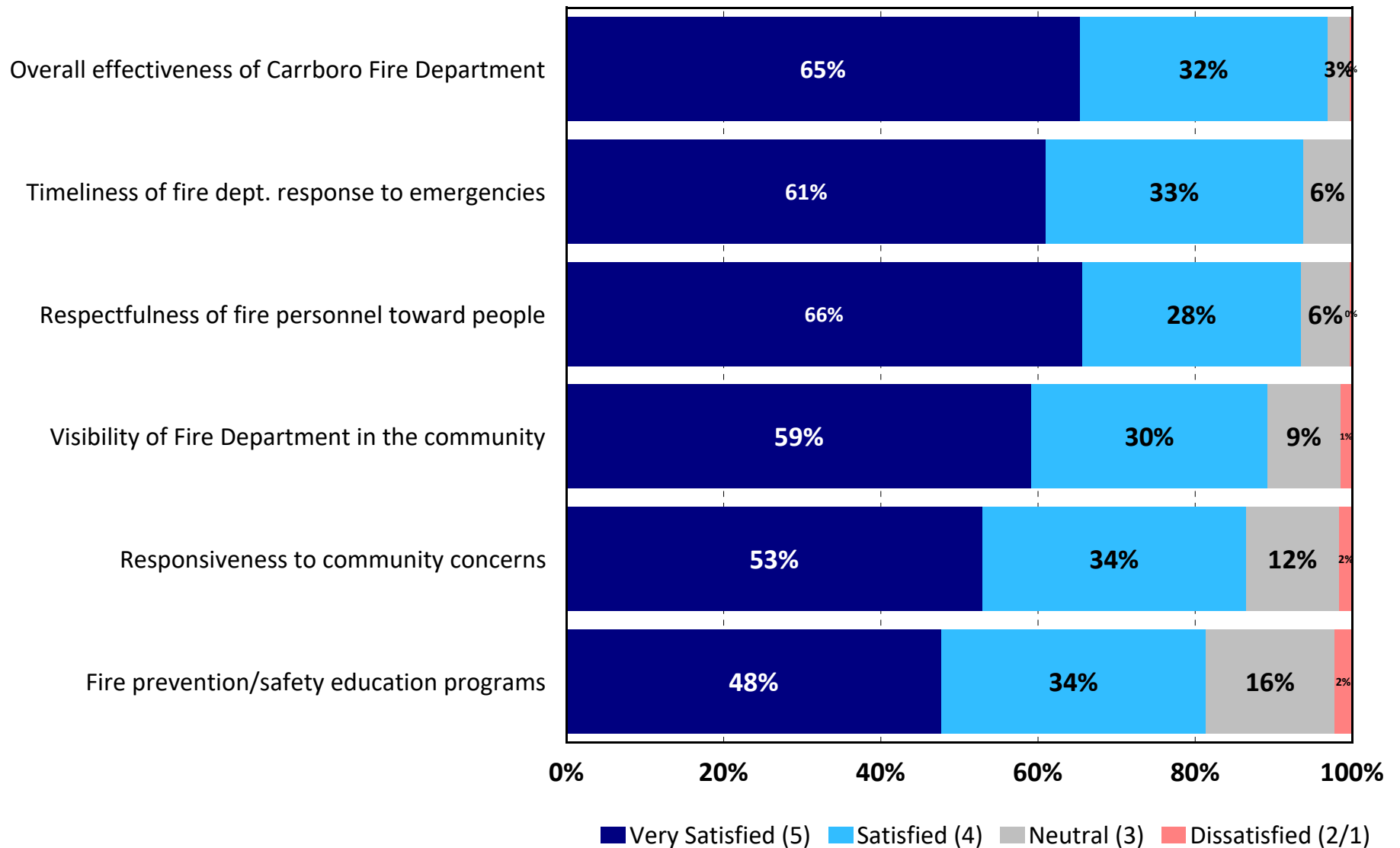
Q9. Perceptions of Safety in Carrboro

by percentage of respondents (excluding don't knows)



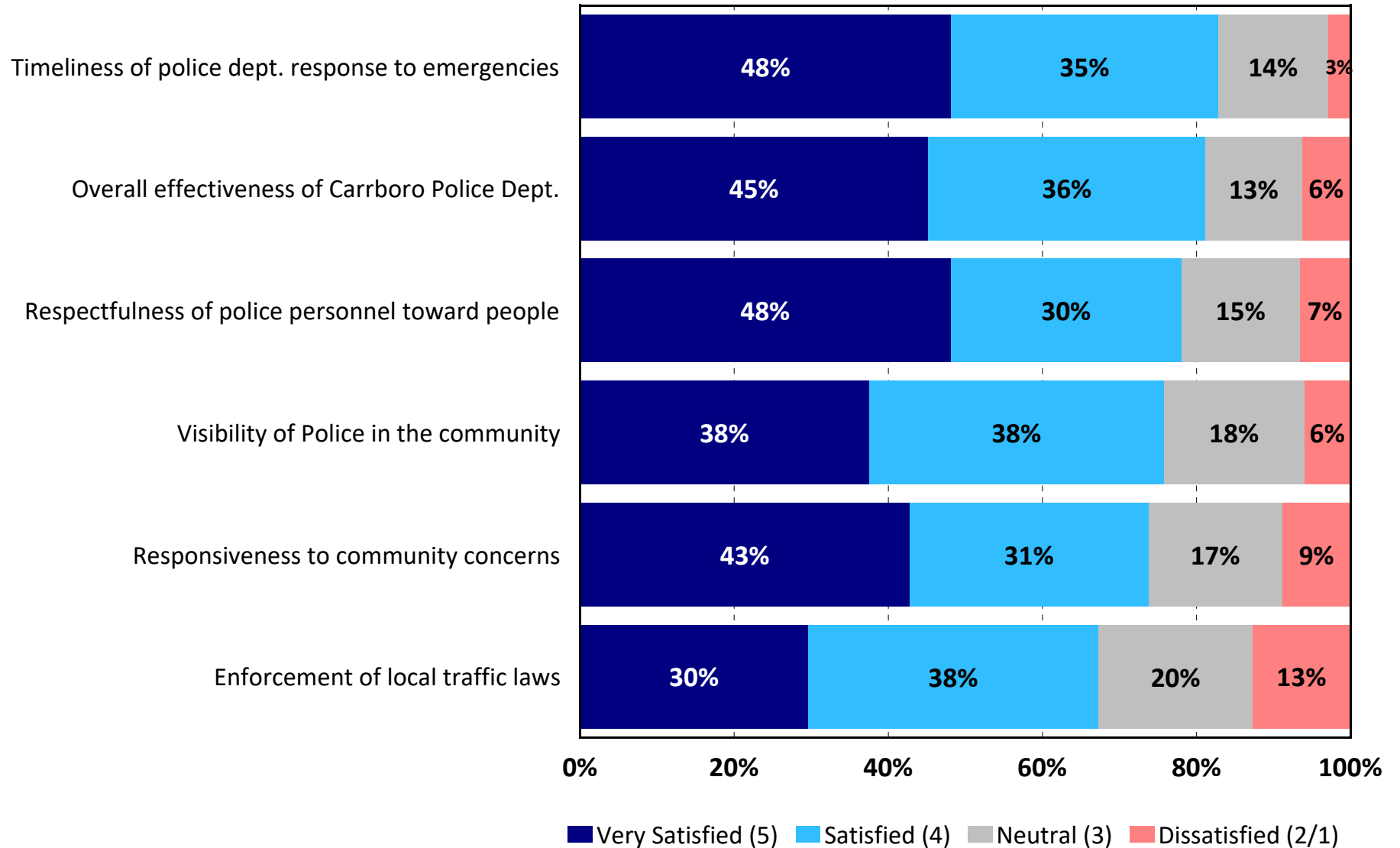
Q10[1-6]. Satisfaction with Fire Services

by percentage of respondents (excluding don't knows)



Q10[7-12]. Satisfaction with Police Services

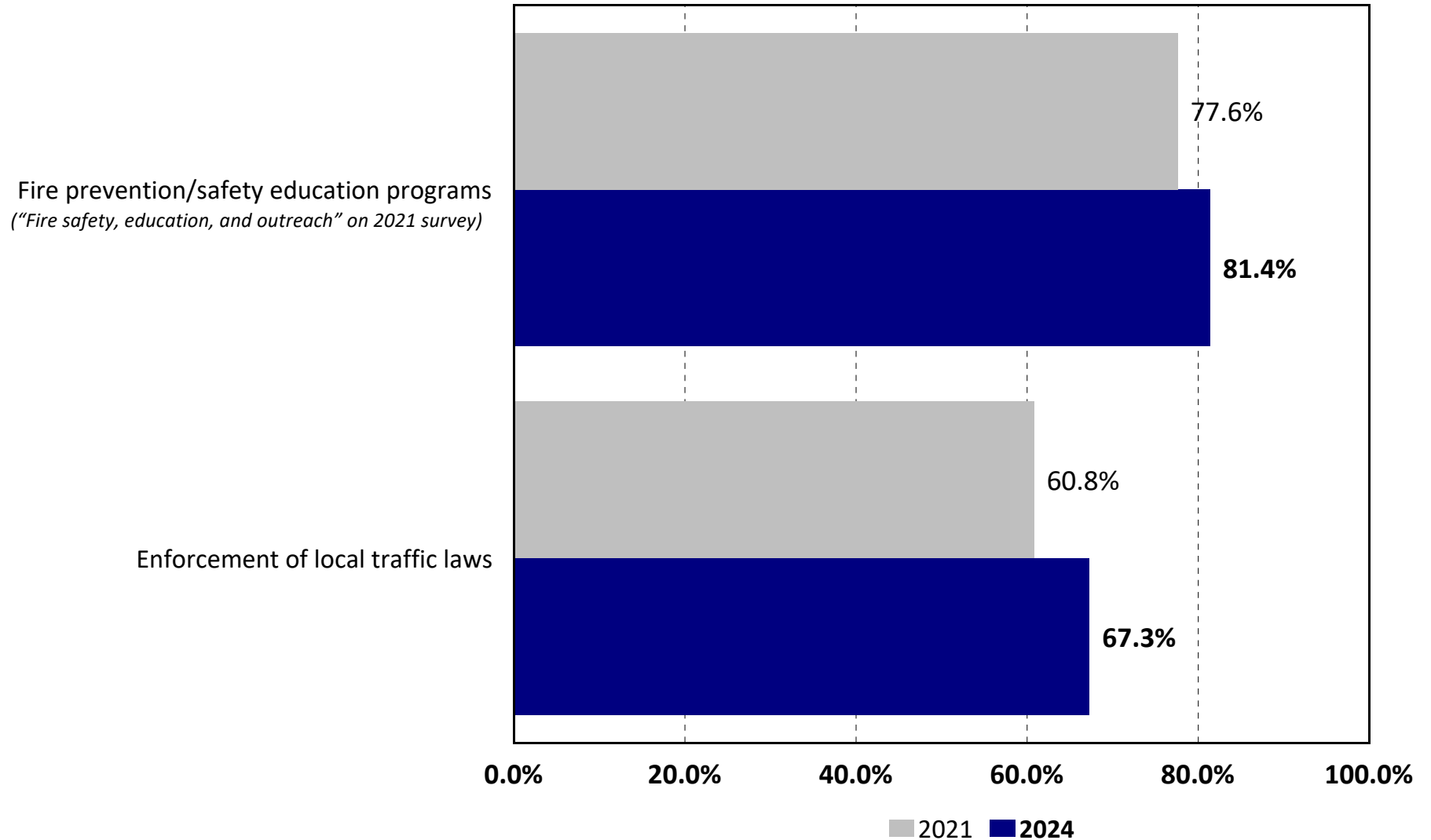
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Public Safety Services

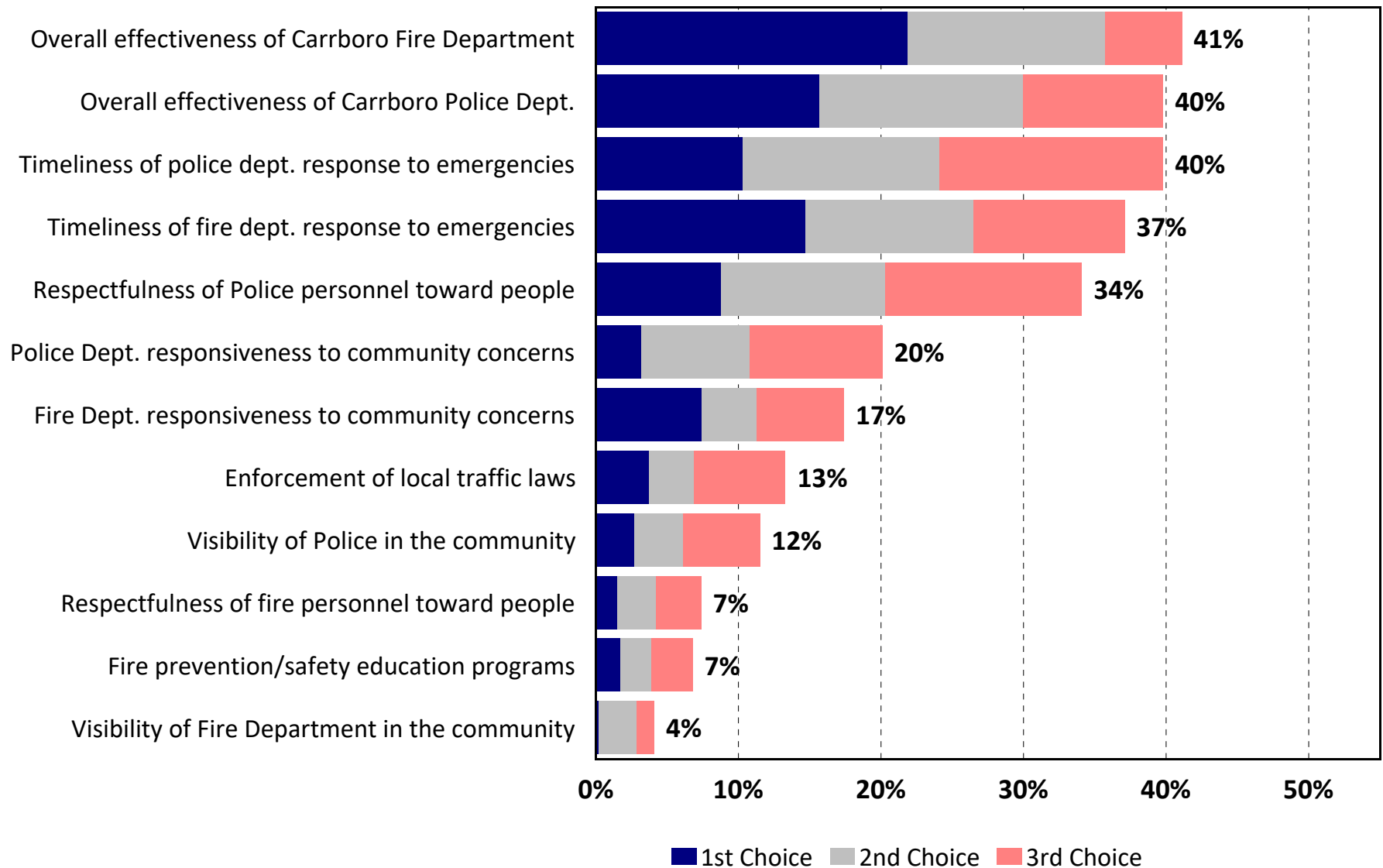
2021 vs. 2024

by percentage of respondents (excluding don't knows)



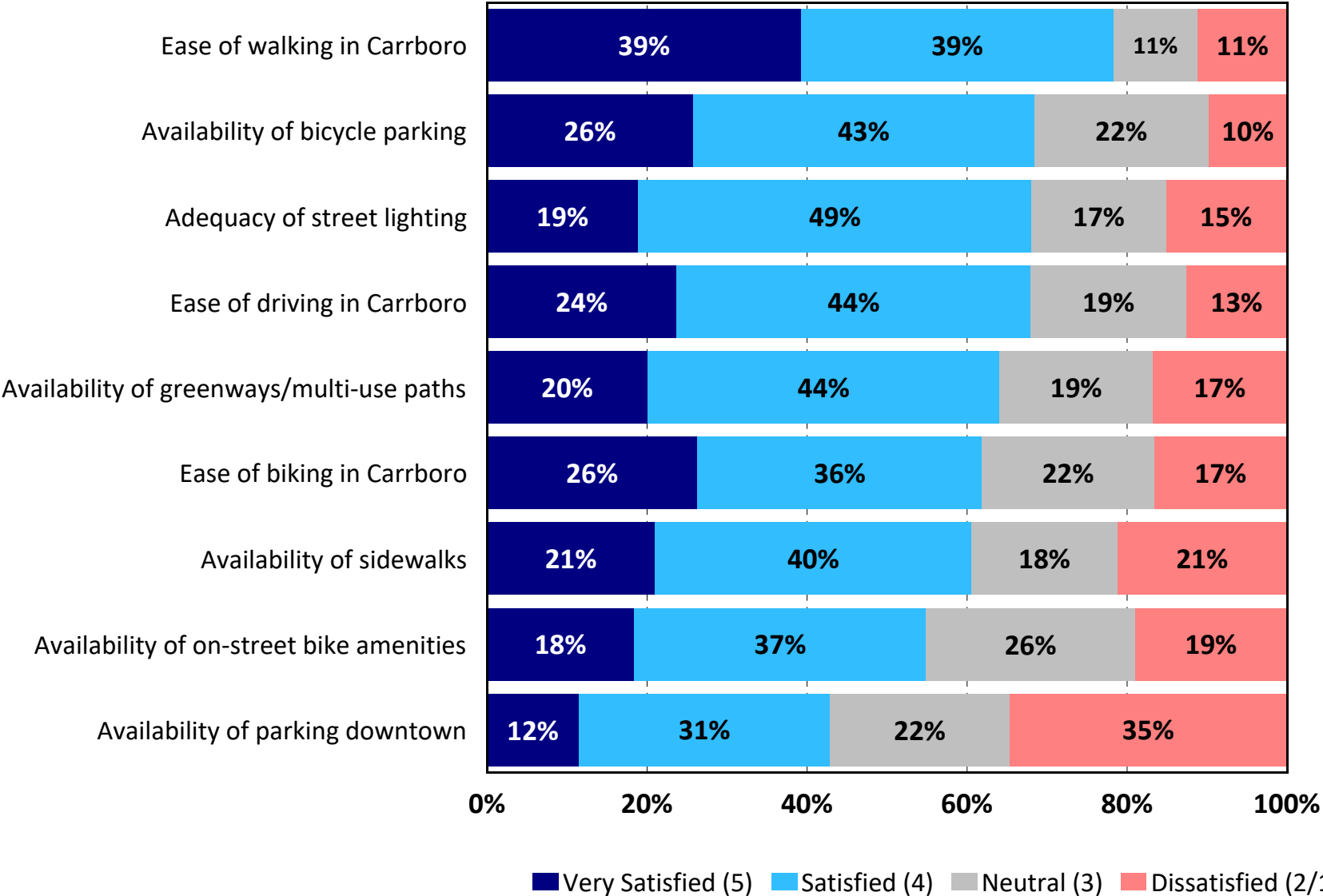
Q11. Public Safety Services That Are Most Important to Residents

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



Q12. Satisfaction with Transportation

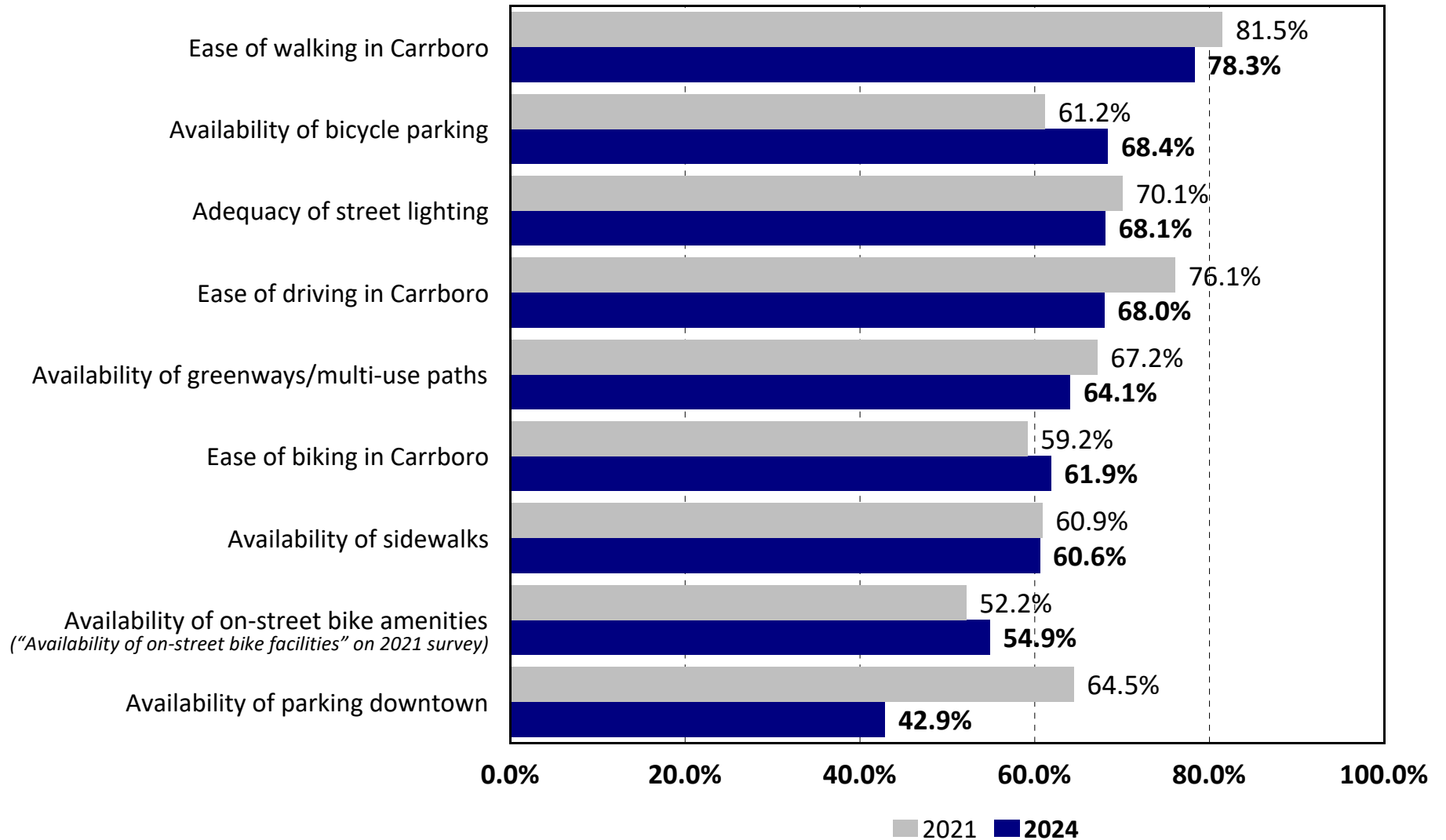
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Transportation

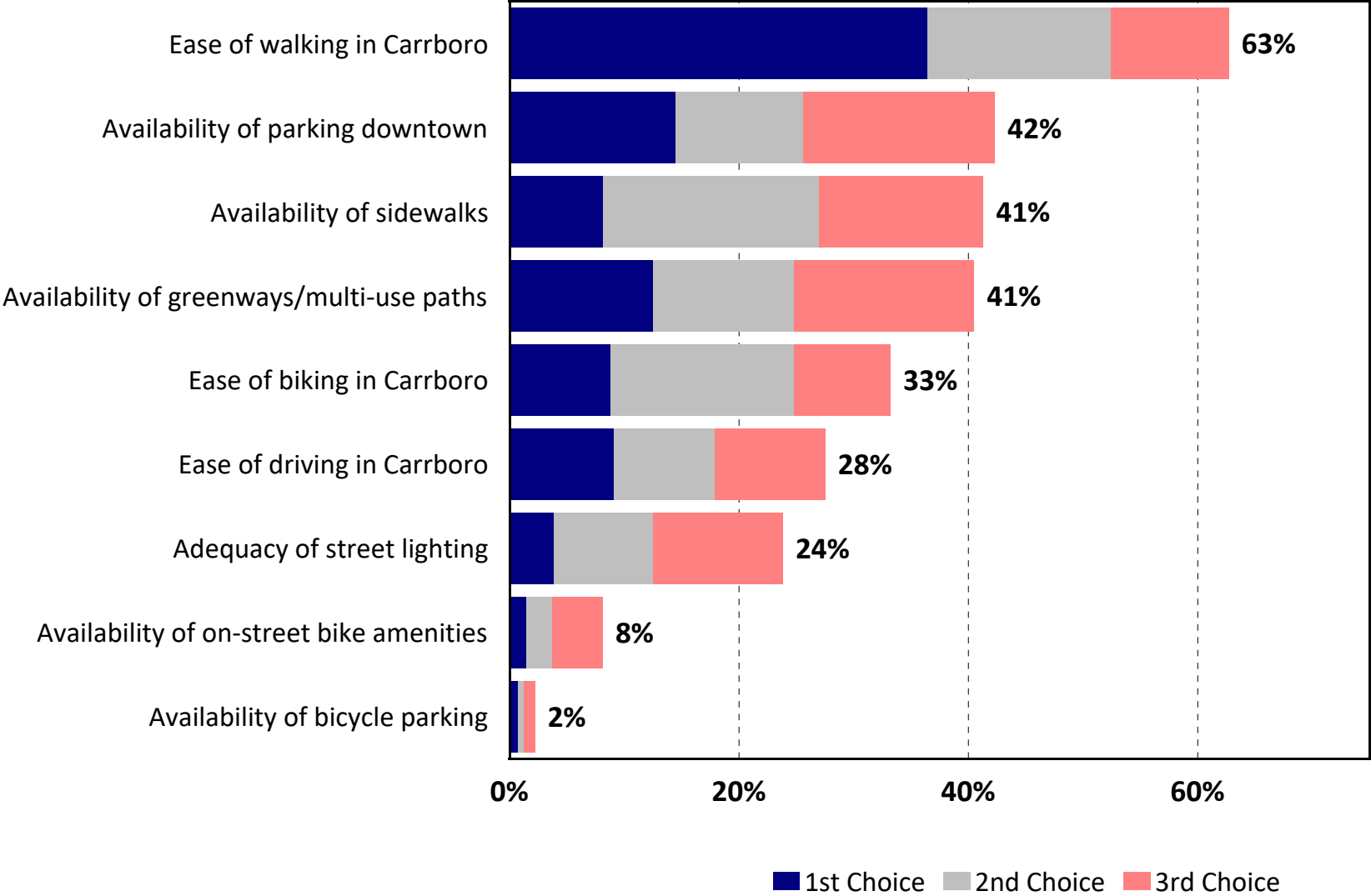
2021 vs. 2024

by percentage of respondents (excluding don't knows)



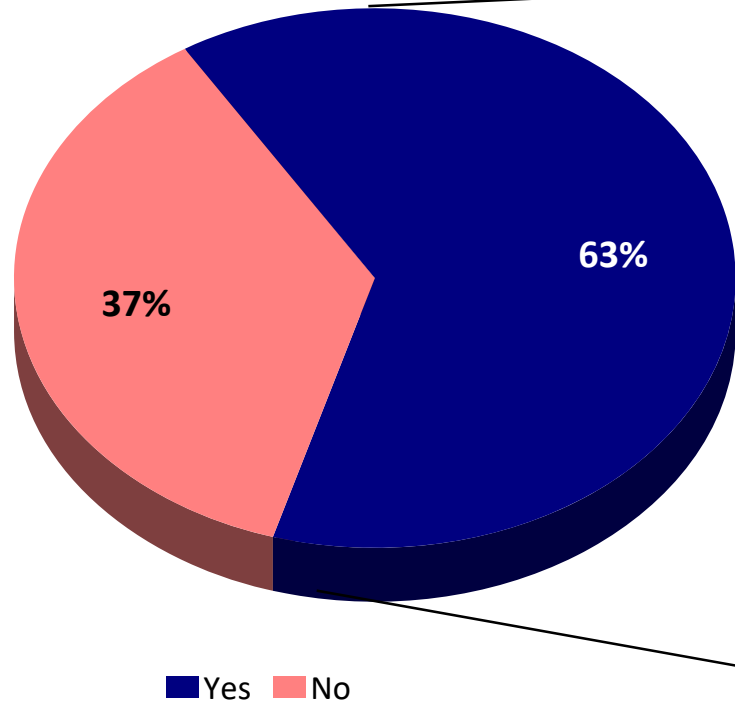
Q13. Transportation Services That Are Most Important to Residents

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



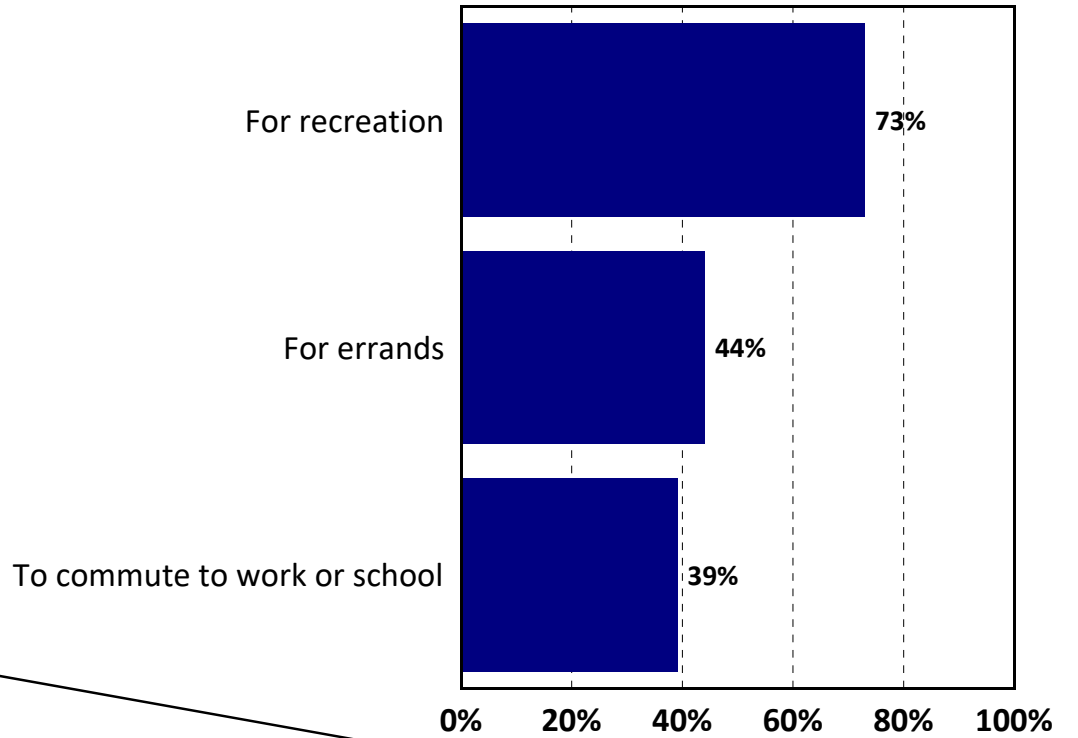
Q14. Does anyone in your household ride a bicycle?

by percentage of respondents (excluding “not provided”)



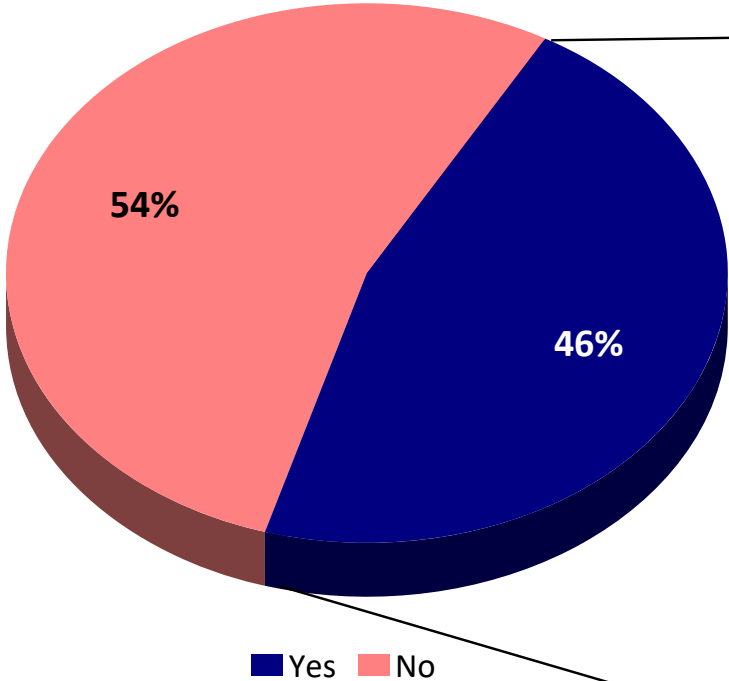
Q14a. Why do they ride a bicycle?

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



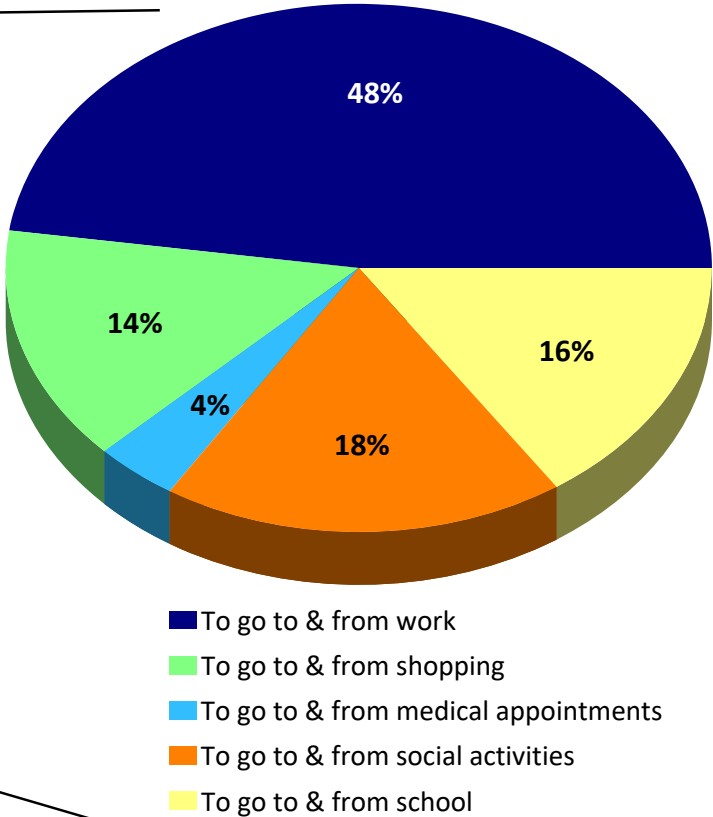
Q15. Do you or any members of your household use the Chapel Hill Transit system?

by percentage of respondents (excluding "not provided")



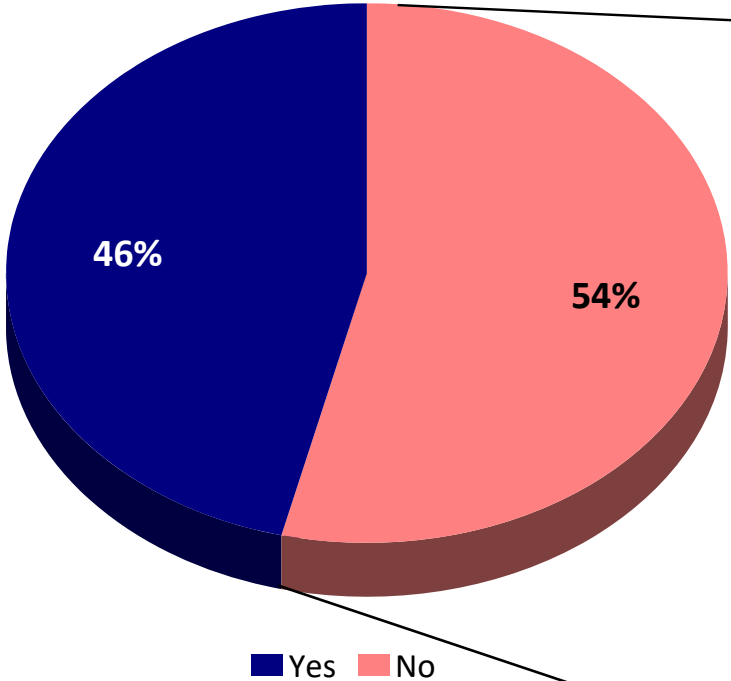
Q15a. What is the primary reason for taking the bus?

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



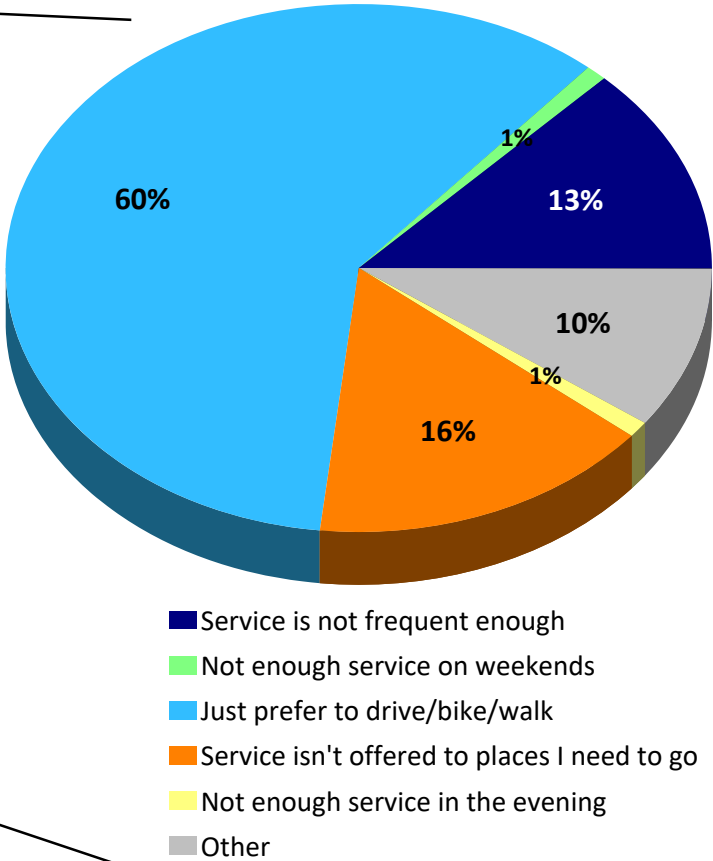
Q15. Do you or any members of your household use the Chapel Hill Transit system?

by percentage of respondents (excluding "not provided")



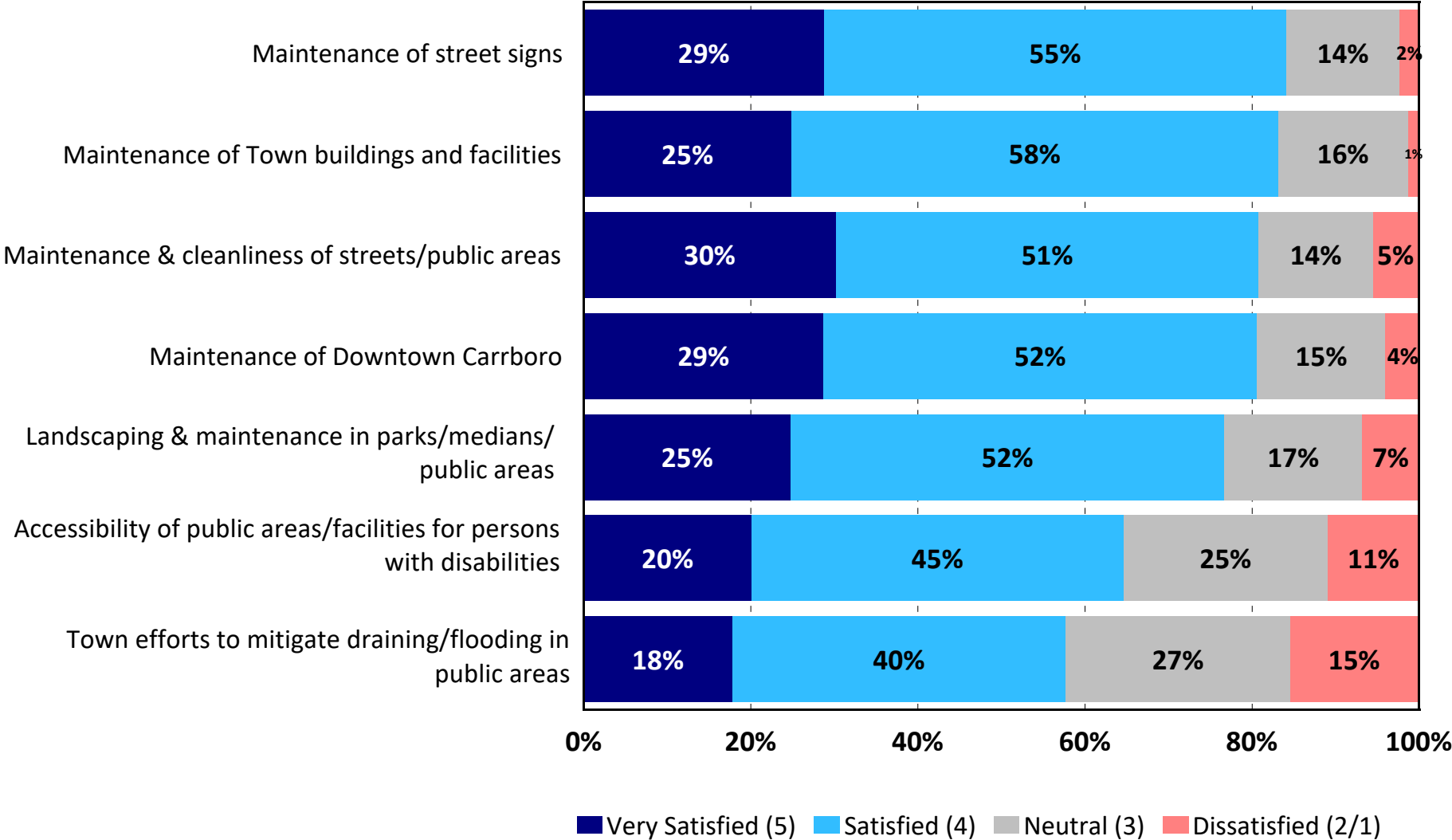
Q15b. What is the primary reason for not taking the bus?

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



Q16. Satisfaction with Maintenance

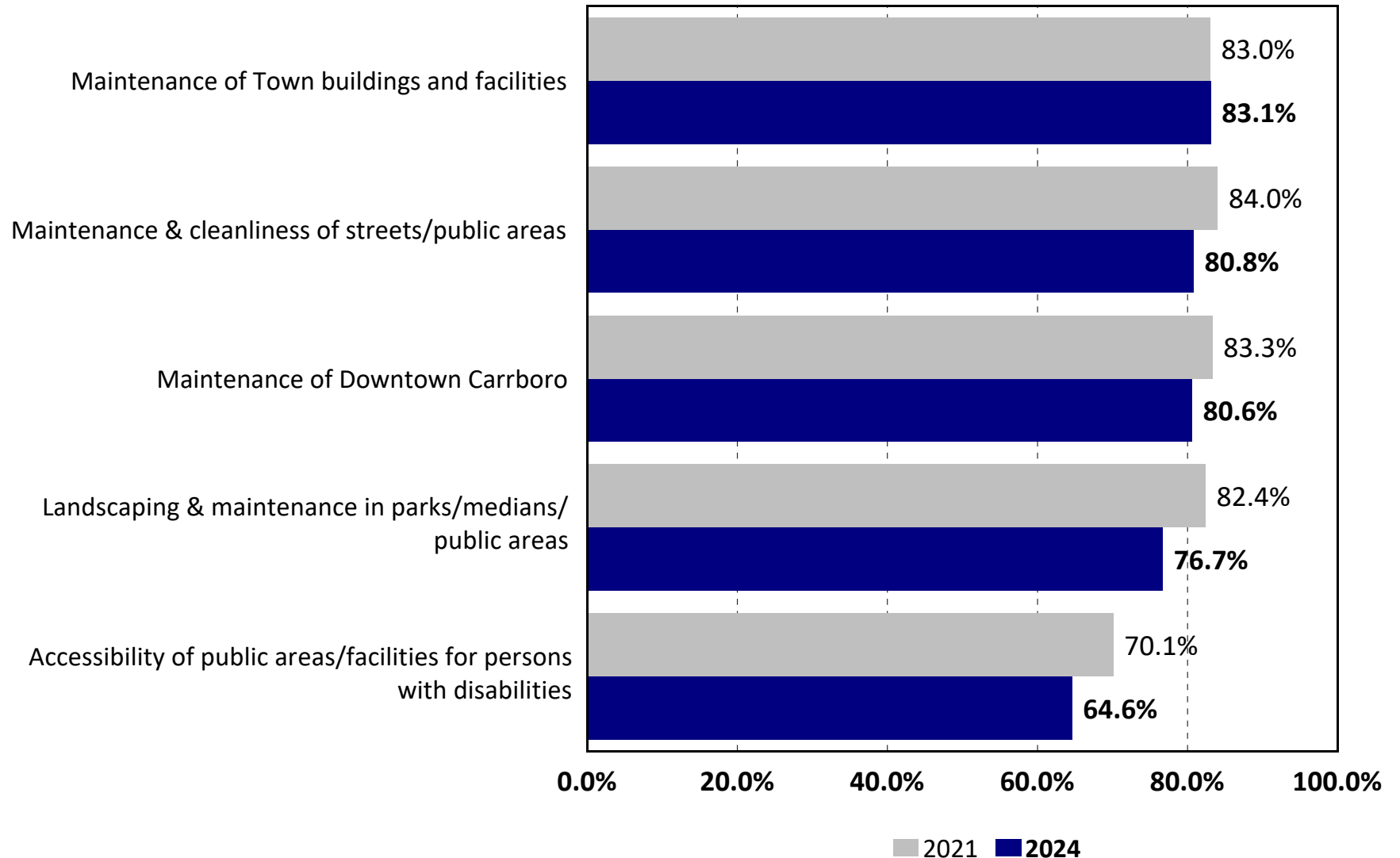
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Maintenance

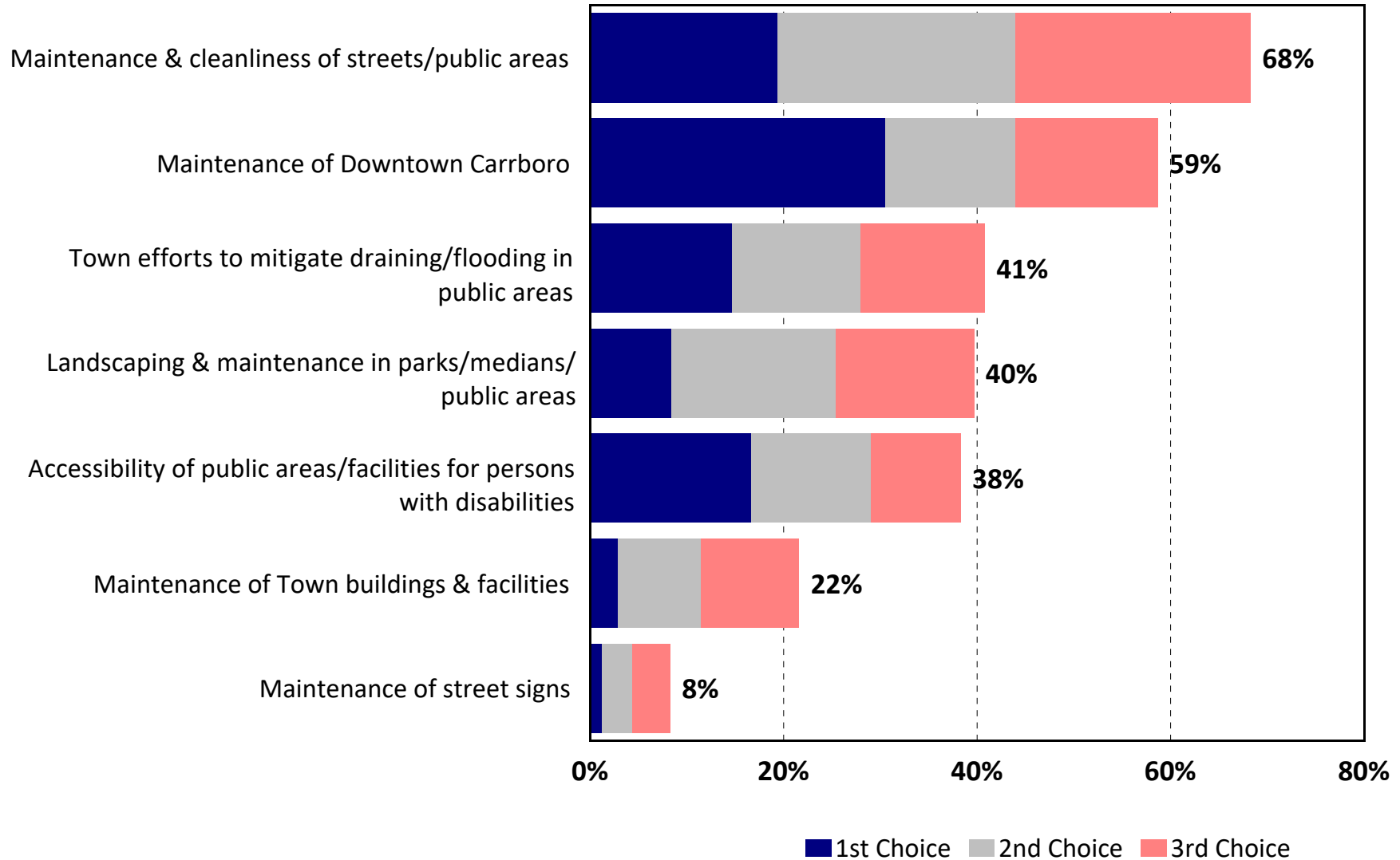
2021 vs. 2024

by percentage of respondents (excluding don't knows)



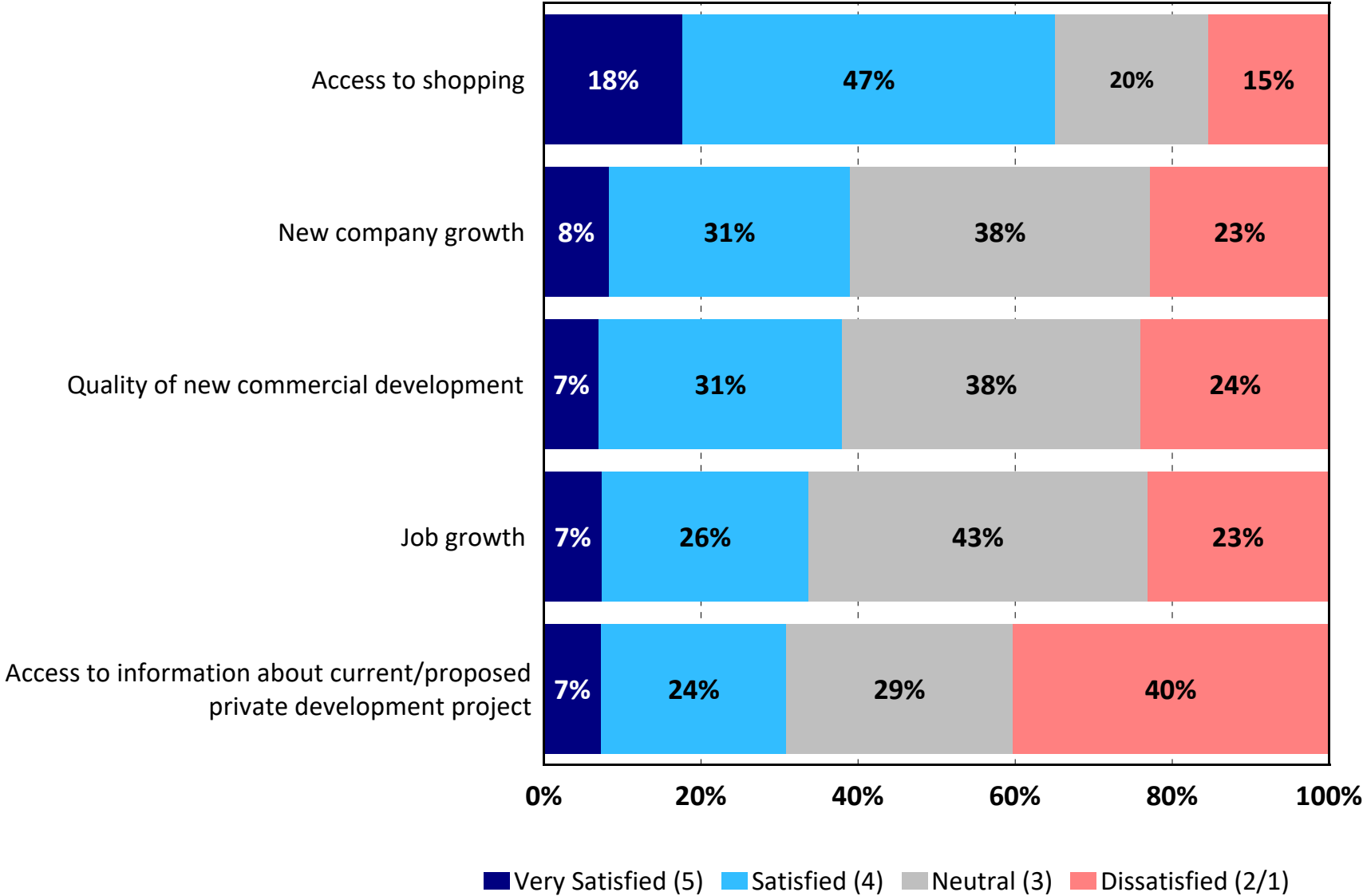
Q17. Maintenance Services That Are Most Important to Residents

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



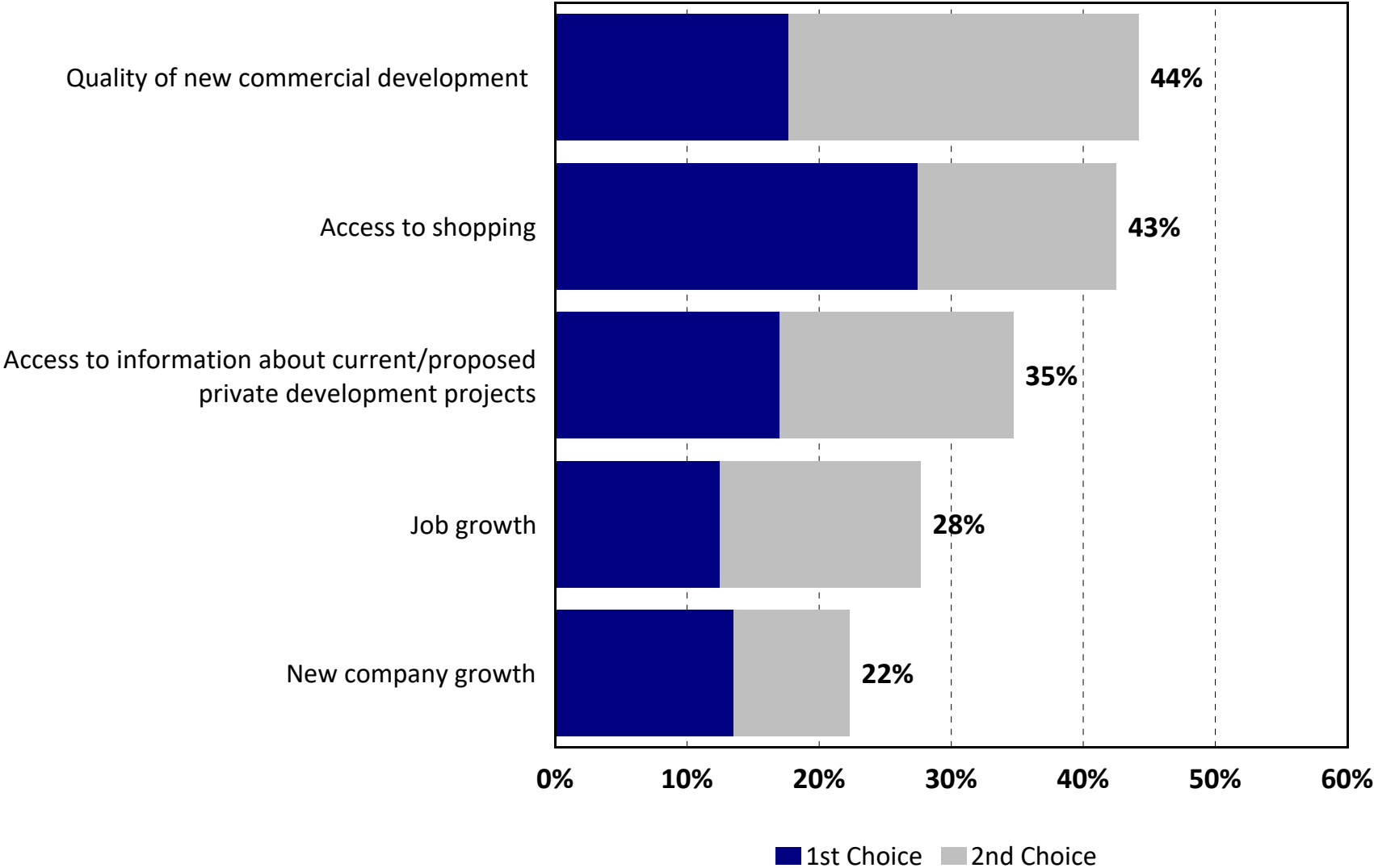
Q18. Satisfaction with Local Economy and Development

by percentage of respondents (excluding don't knows)



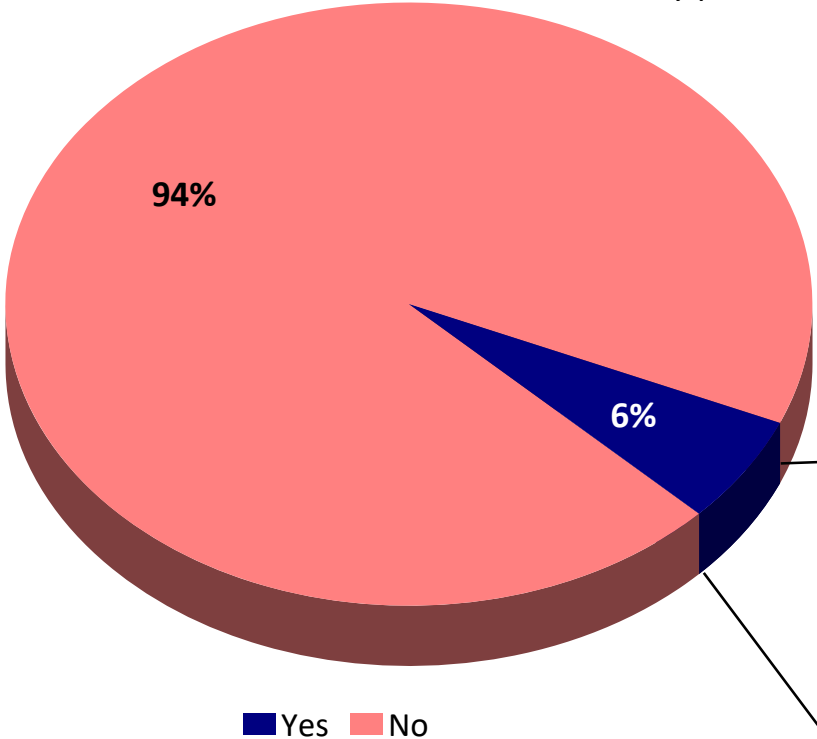
Q19. Local Economy and Development Items That Are Most Important to Residents

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

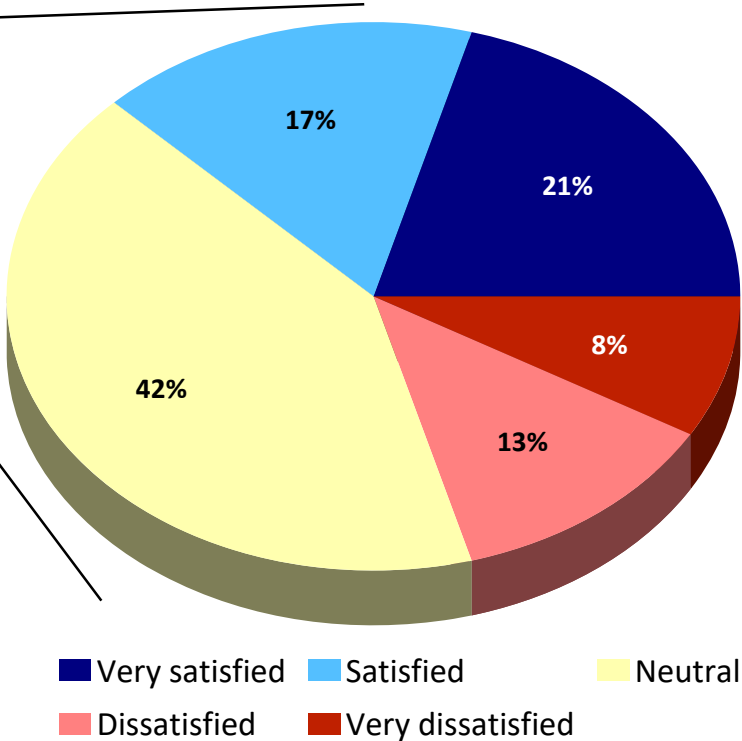


Q20. Have you applied for any planning, development or building permits in the last 12 months?

by percentage of respondents

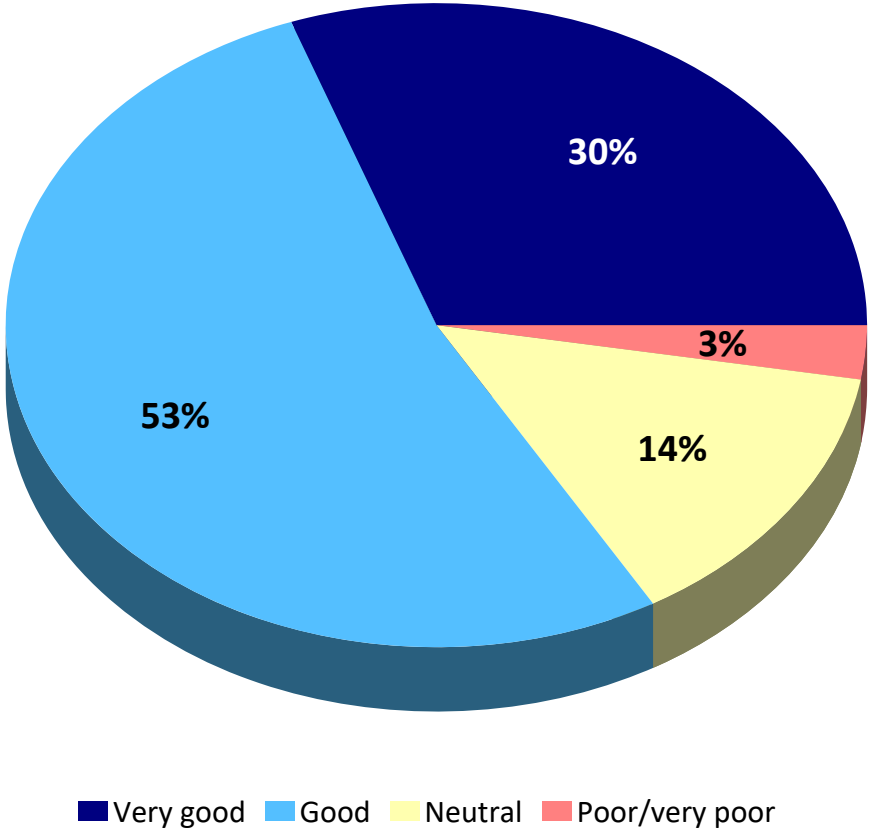


Q20a. How would you rate your overall experience?



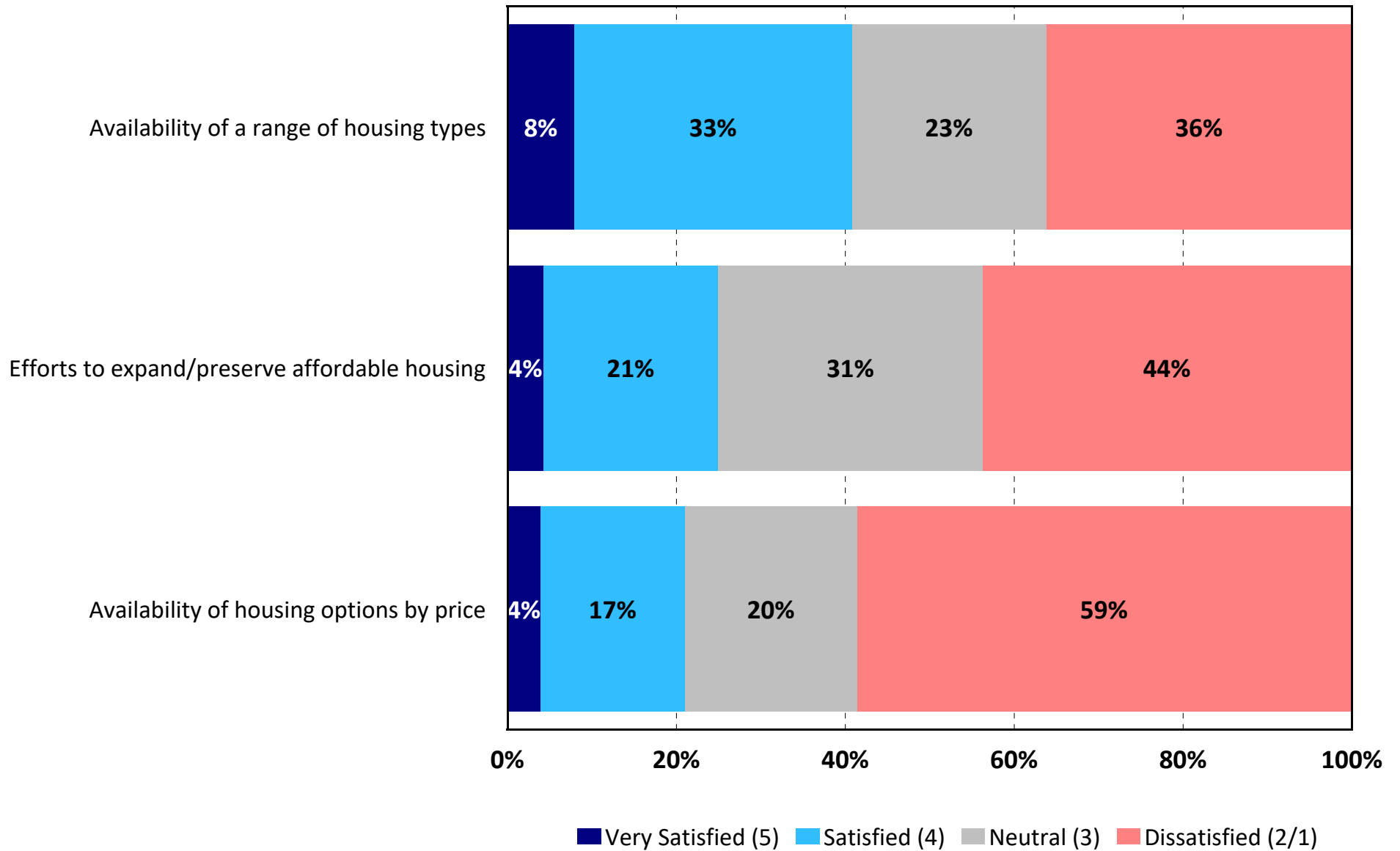
Q21. How would you rate the overall quality of the downtown?

by percentage of respondents (excluding “not provided”)



Q23. Satisfaction with Housing

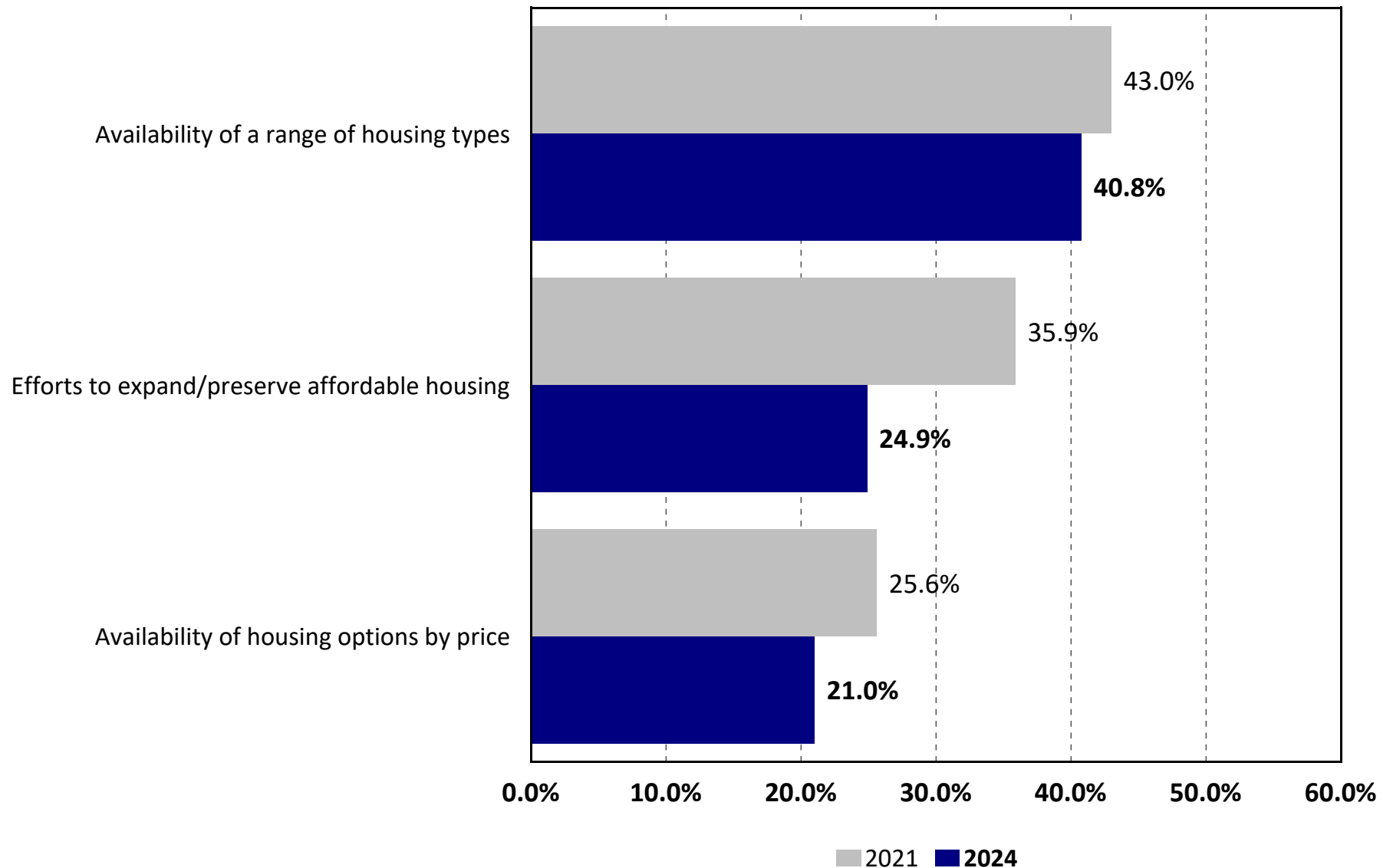
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Housing

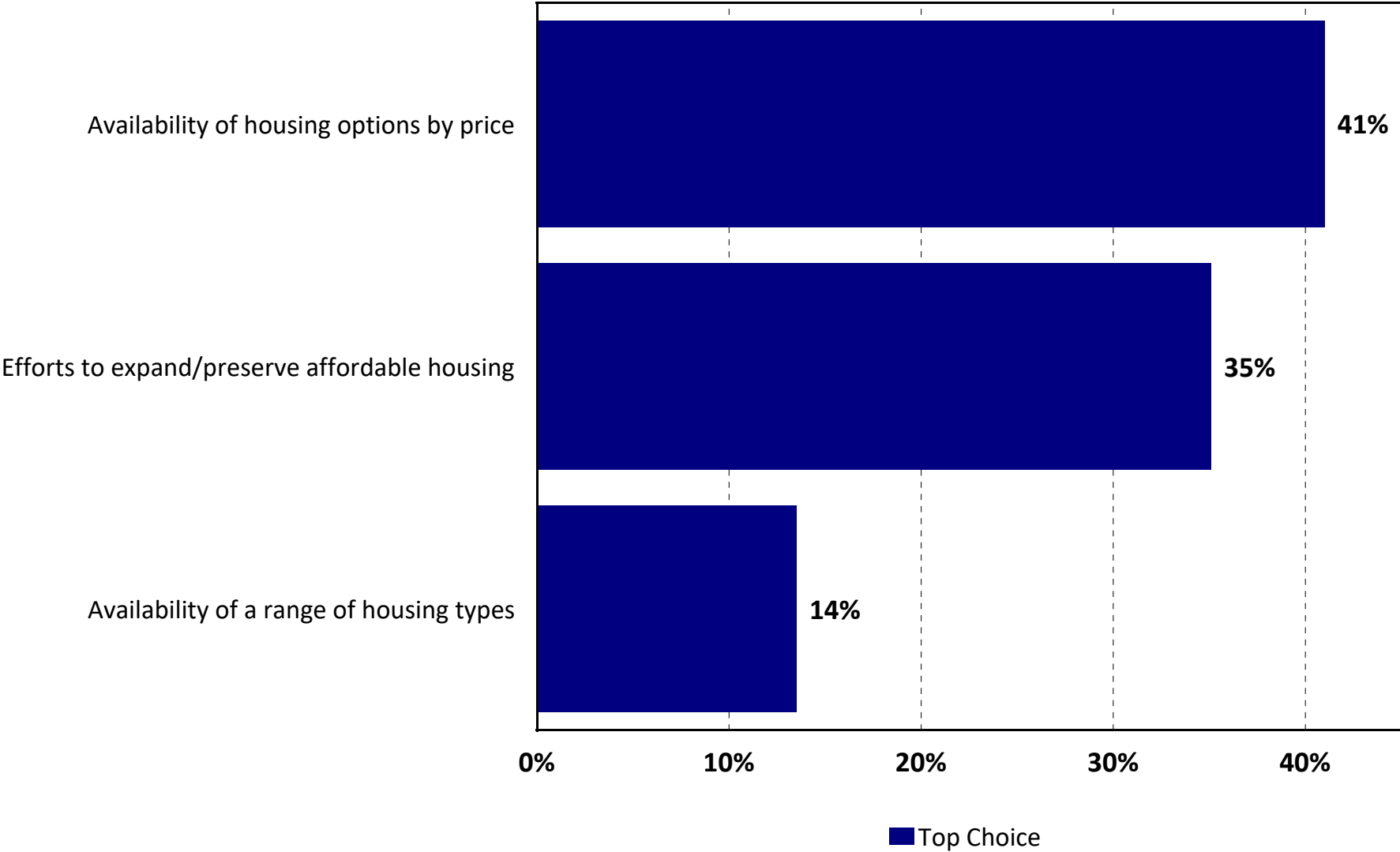
2021 vs. 2024

by percentage of respondents (excluding don't knows)



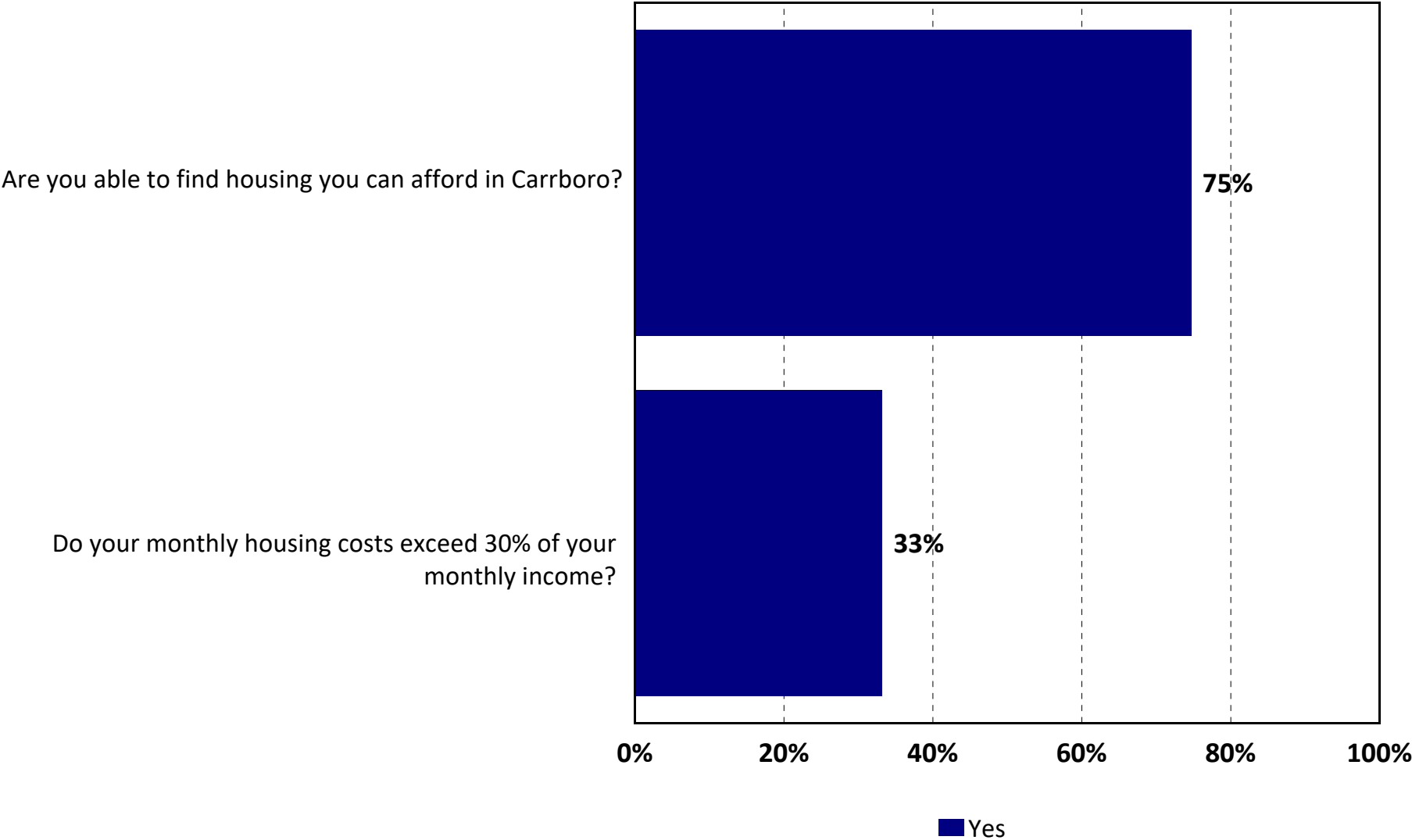
Q24. Aspects of Housing That Are Most Important to Residents

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



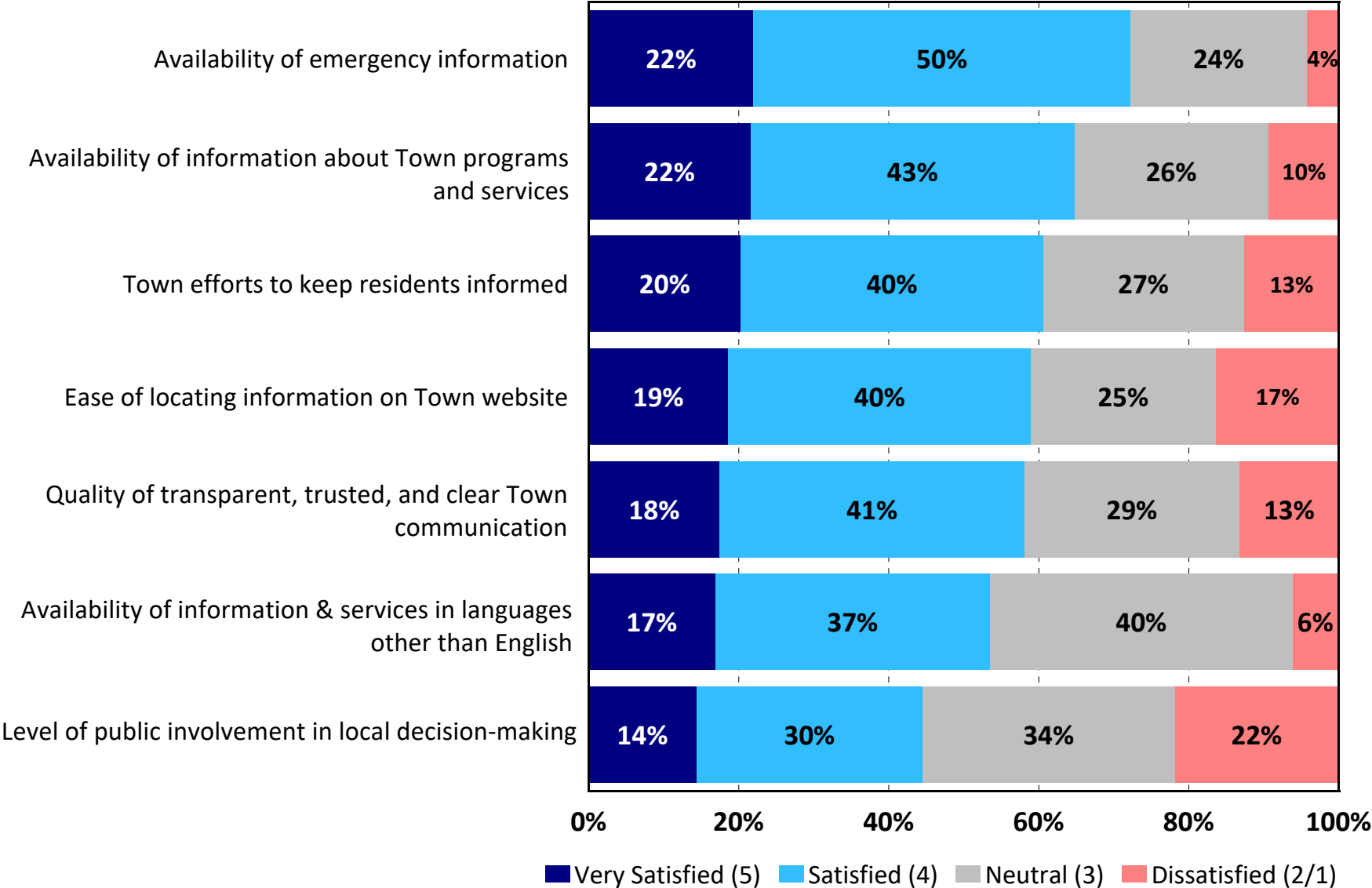
Q25. Please answer the following questions

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



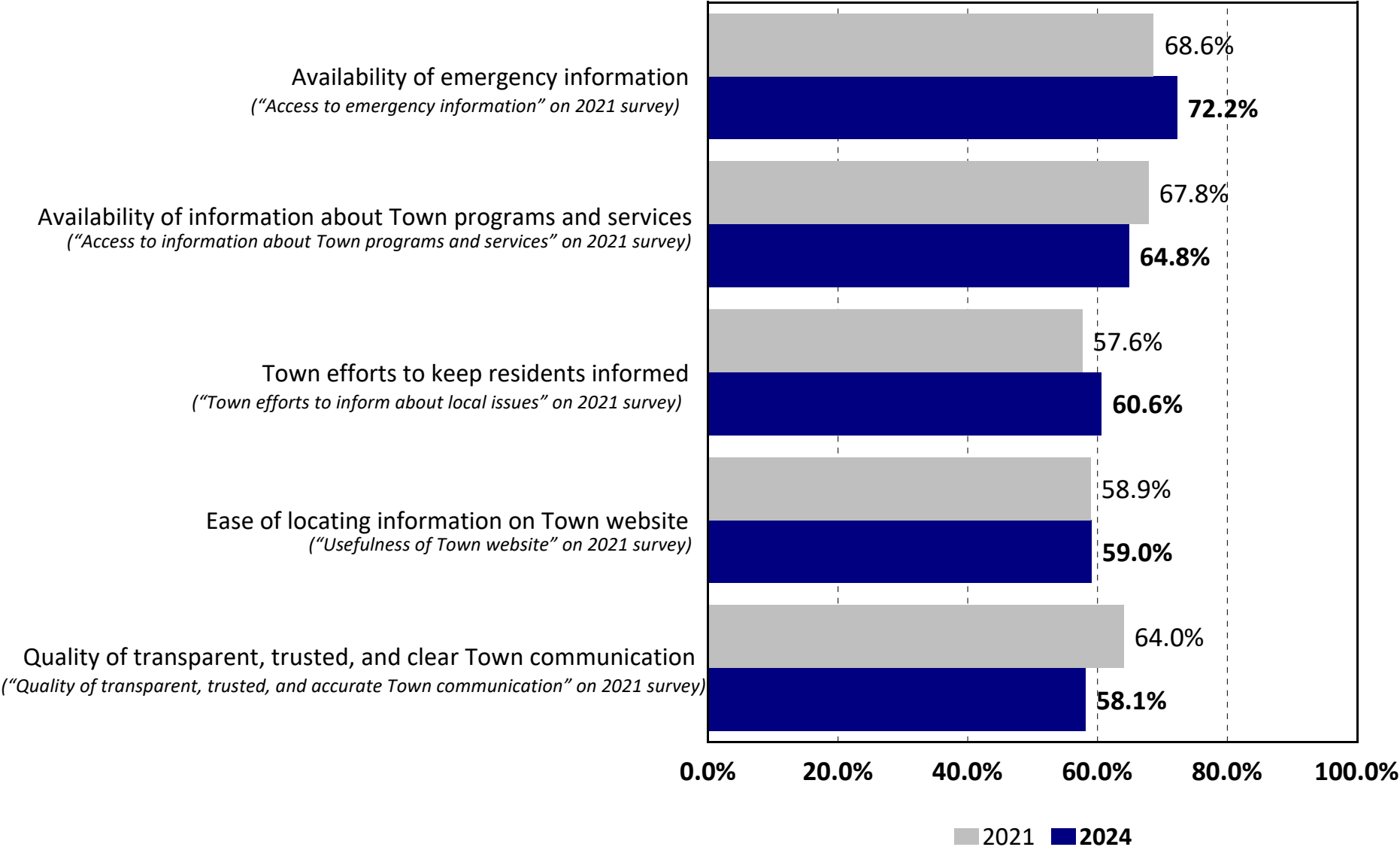
Q26. Satisfaction with Town Communication and Engagement

by percentage of respondents (excluding don't knows)



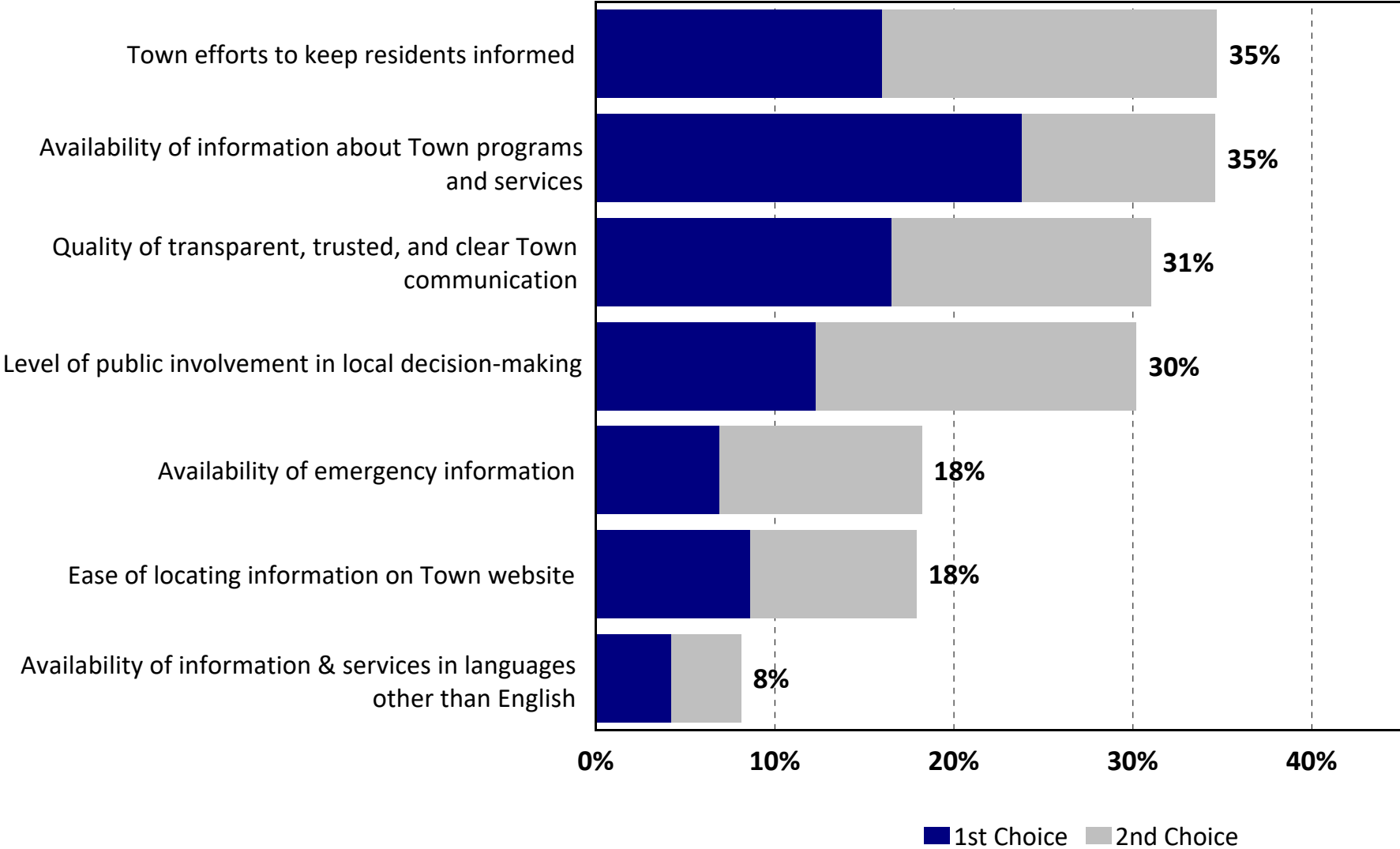
TRENDS: Satisfaction with Town Communication and Engagement - 2021 vs. 2024

by percentage of respondents (excluding don't knows)



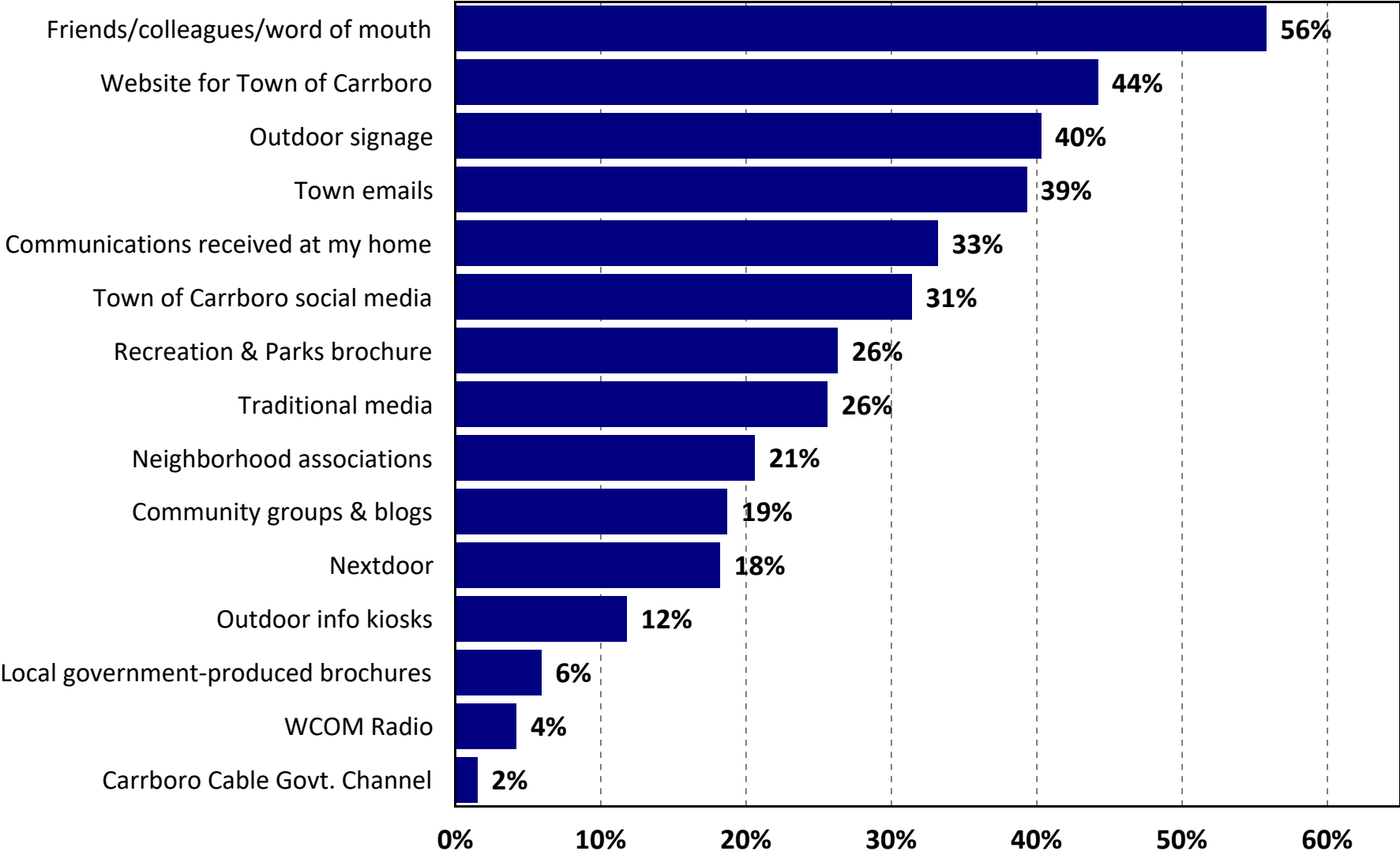
Q27. Aspects of Town Communication and Engagement That Are Most Important to Residents

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



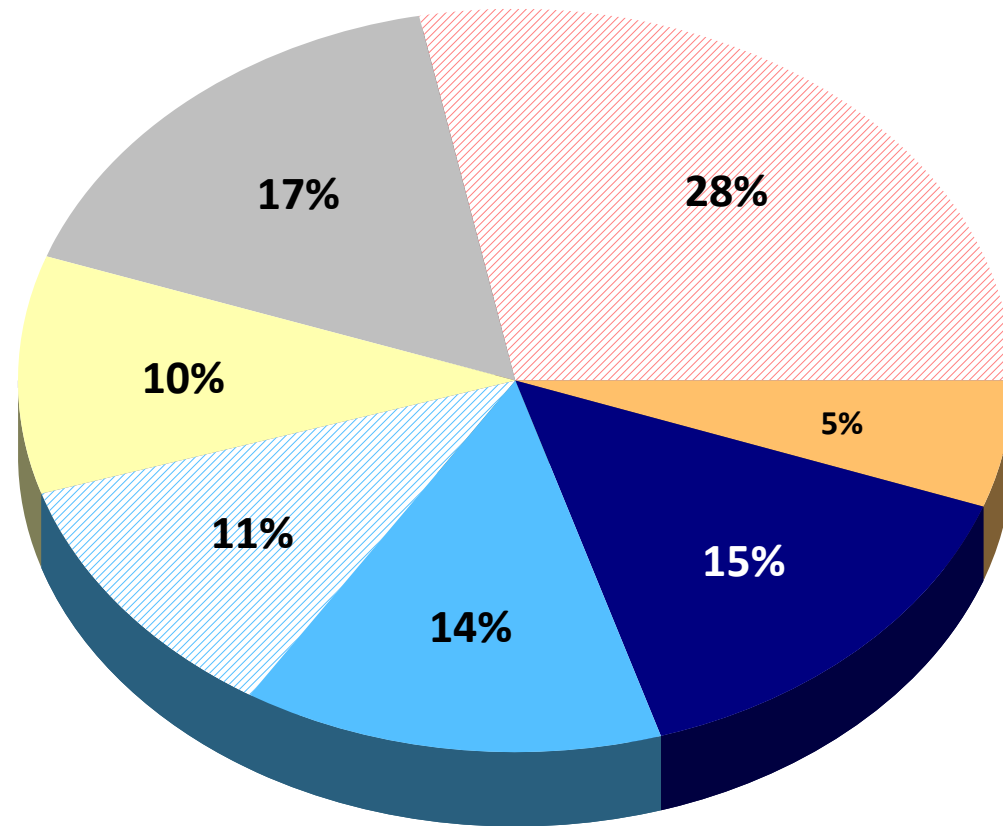
Q28. Sources for Town of Carrboro News and Information

by percentage of respondents (multiple selections could be made)



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

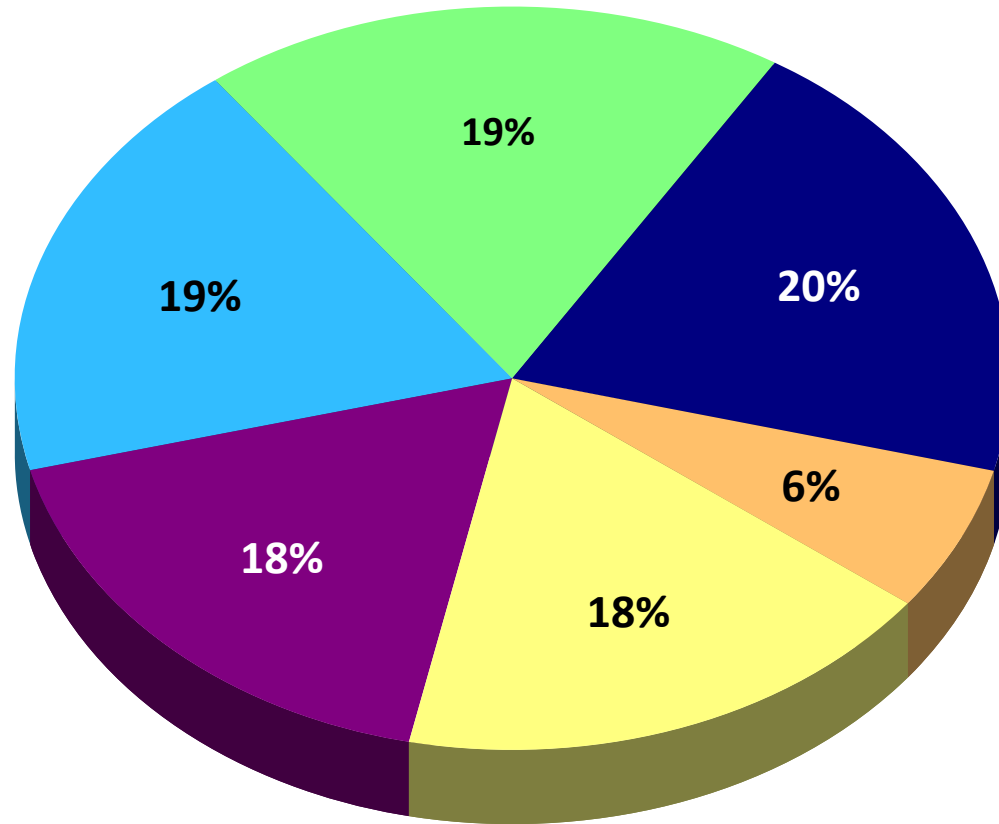
by percentage of respondents



5 years or less 6-10 years 11-15 years 16-20 years
21-30 years 31+ years Not provided

Q32. Demographics: Age of Respondent

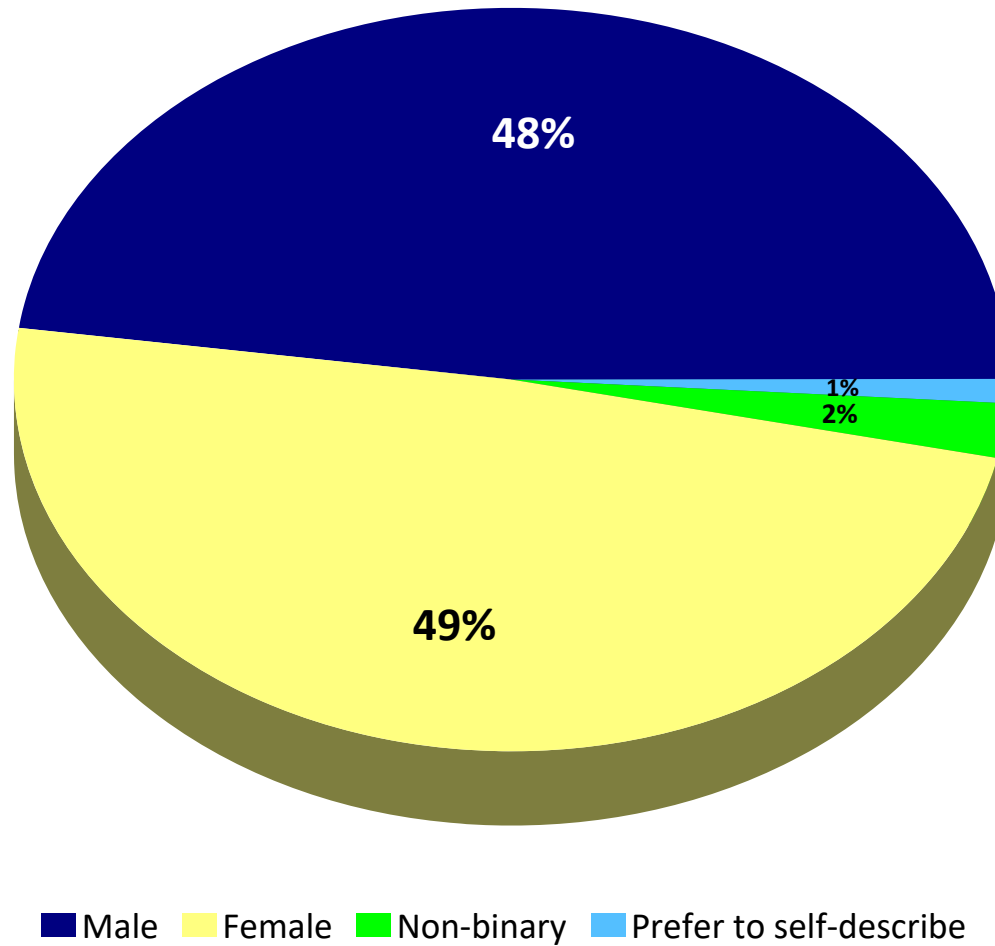
by percentage of respondents



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

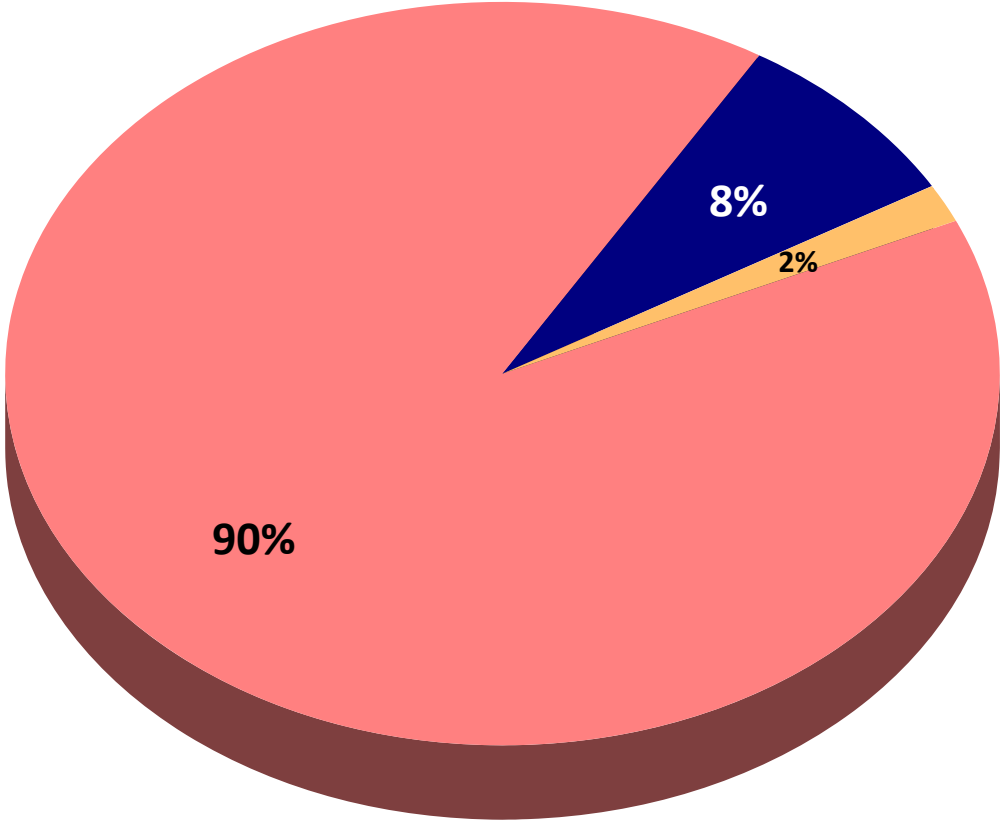
Q33. Demographics: Gender Identity

by percentage of respondents



Q34. Demographics: Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

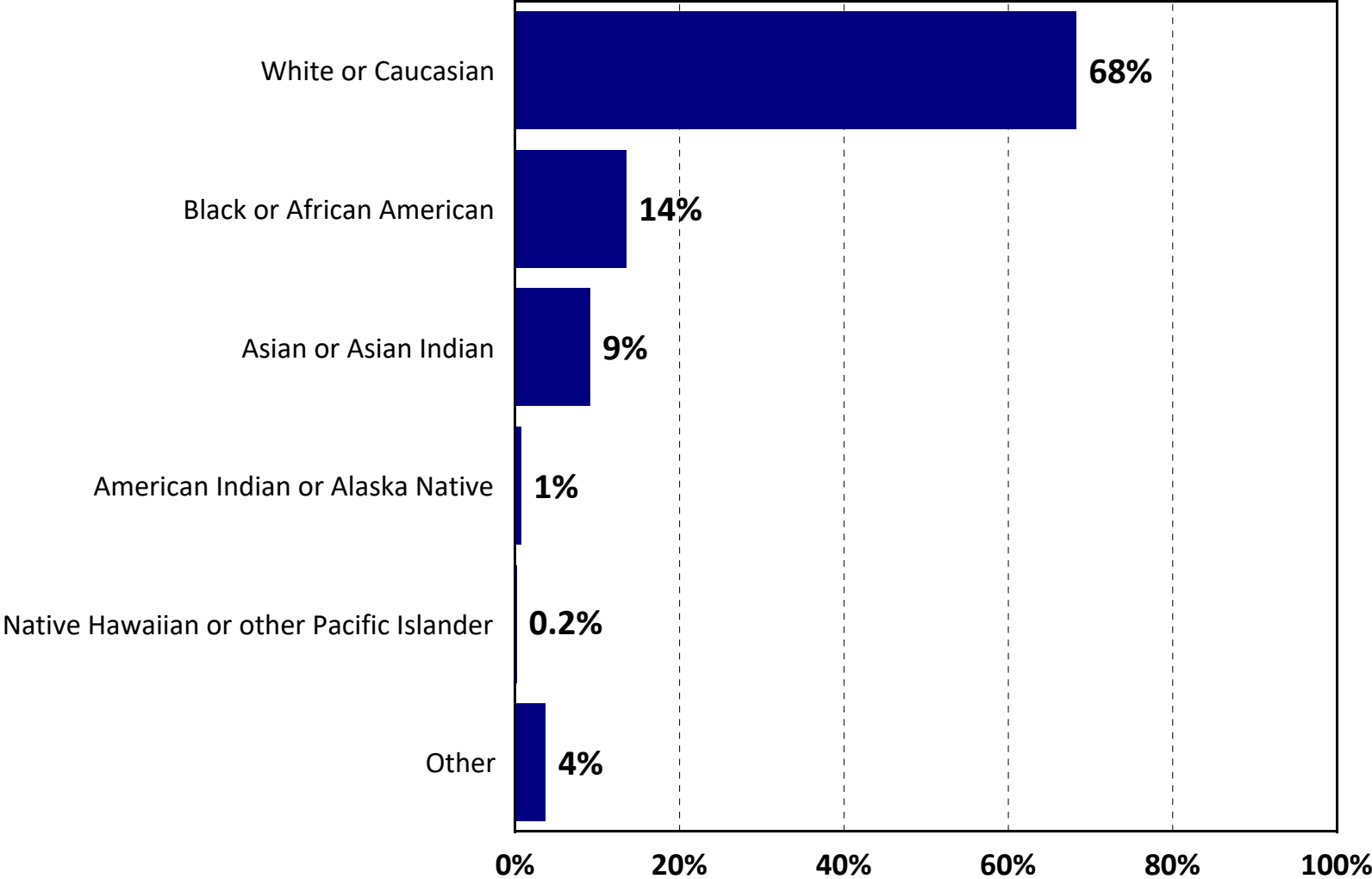
by percentage of respondents



■ Yes ■ No ■ Not provided

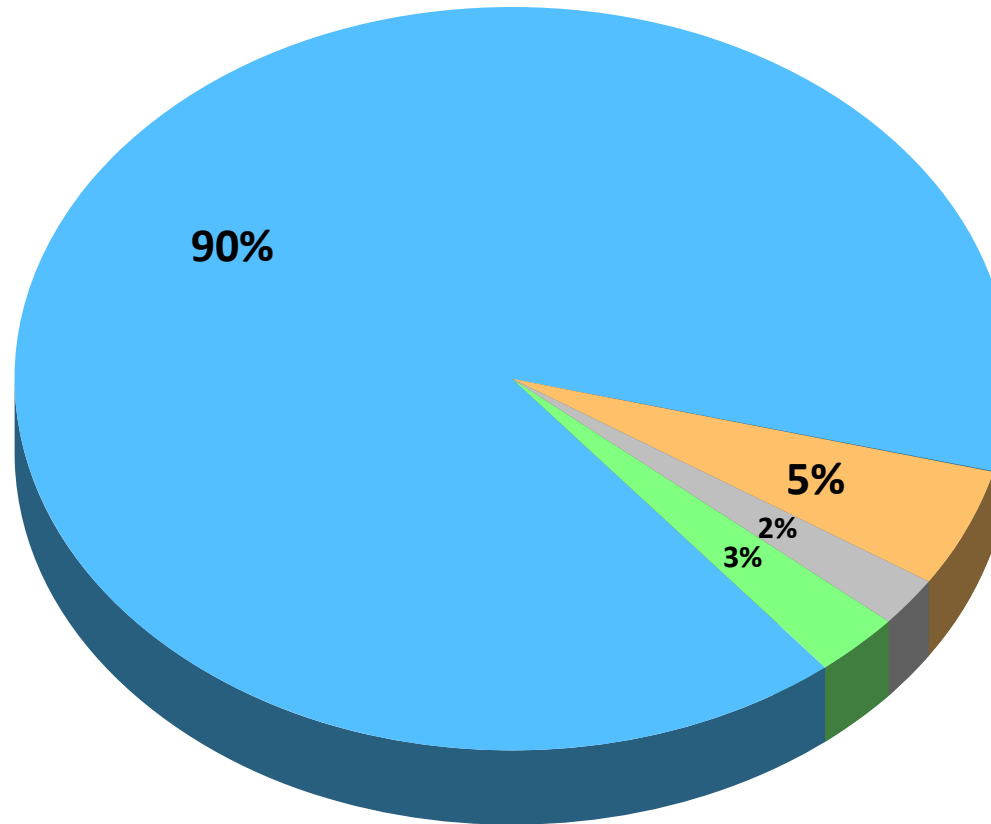
Q35. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Q36. Demographics: Primary Language Spoken in Household

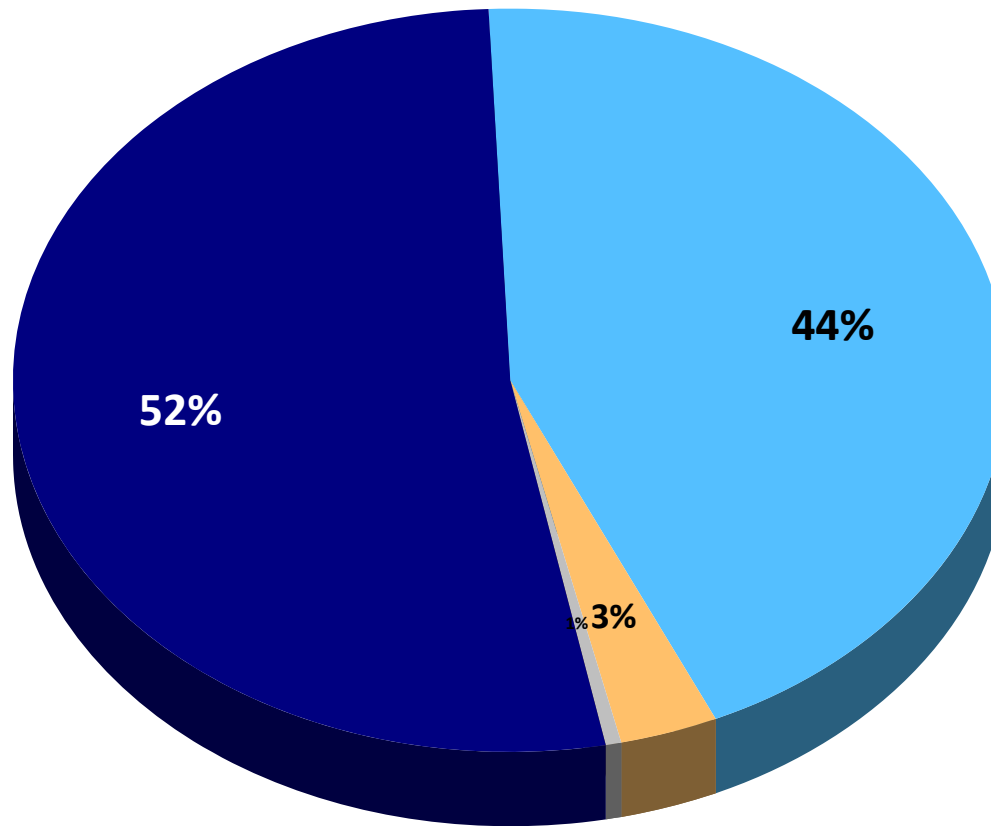
by percentage of respondents



English Spanish Other Not provided

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

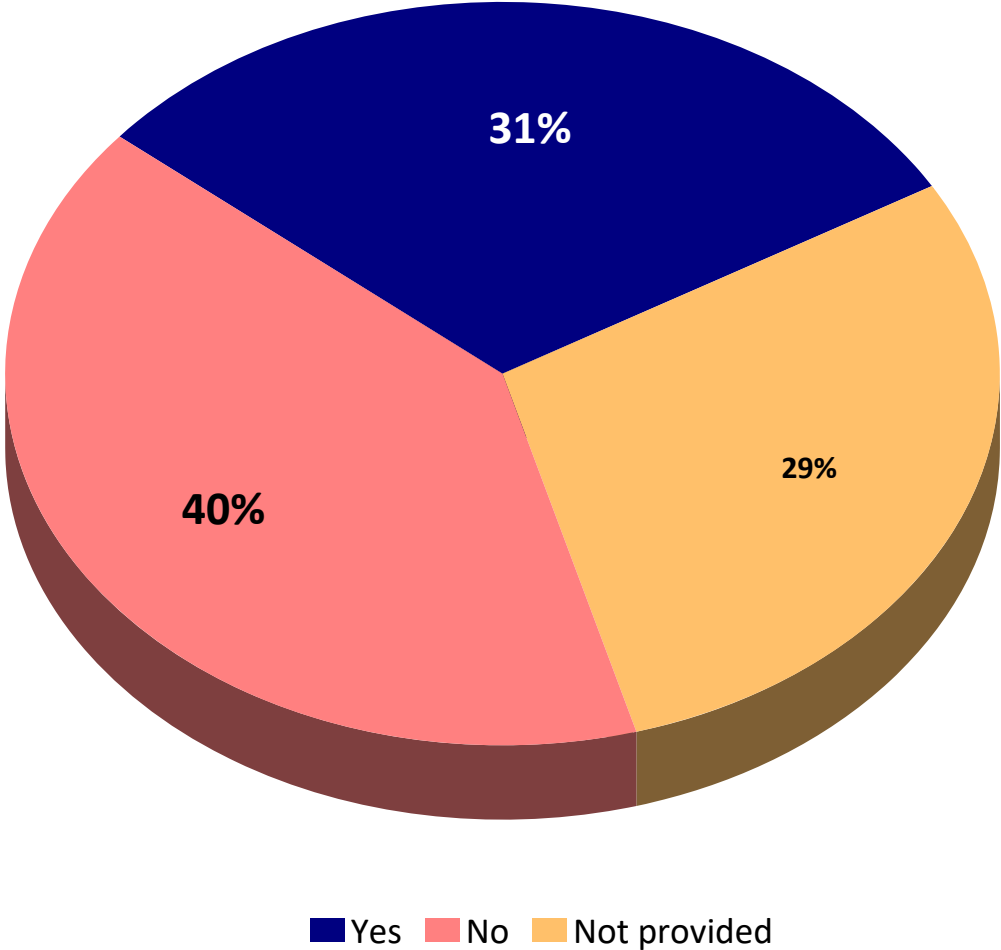
by percentage of respondents



■ Rent ■ Own ■ Other ■ Not provided

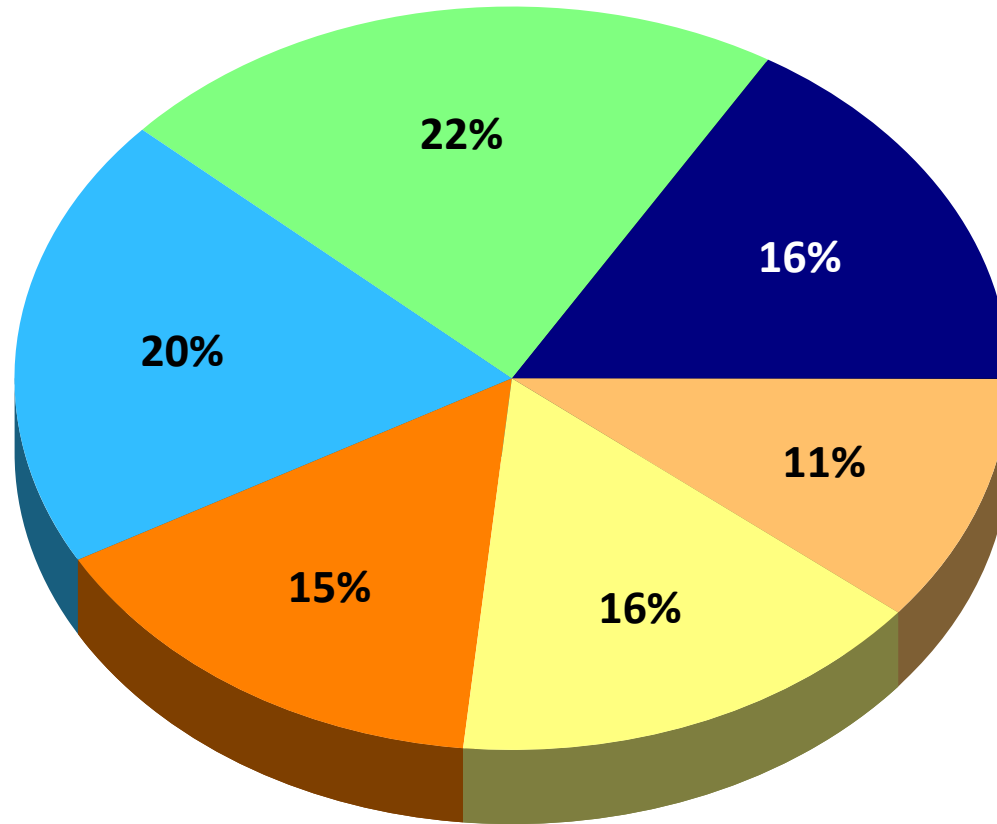
Q37a. Demographics: If you rent, do you live with roommates to reduce rent costs?

by percentage of respondents who rent their home



Q38. Demographics: Total Household Income

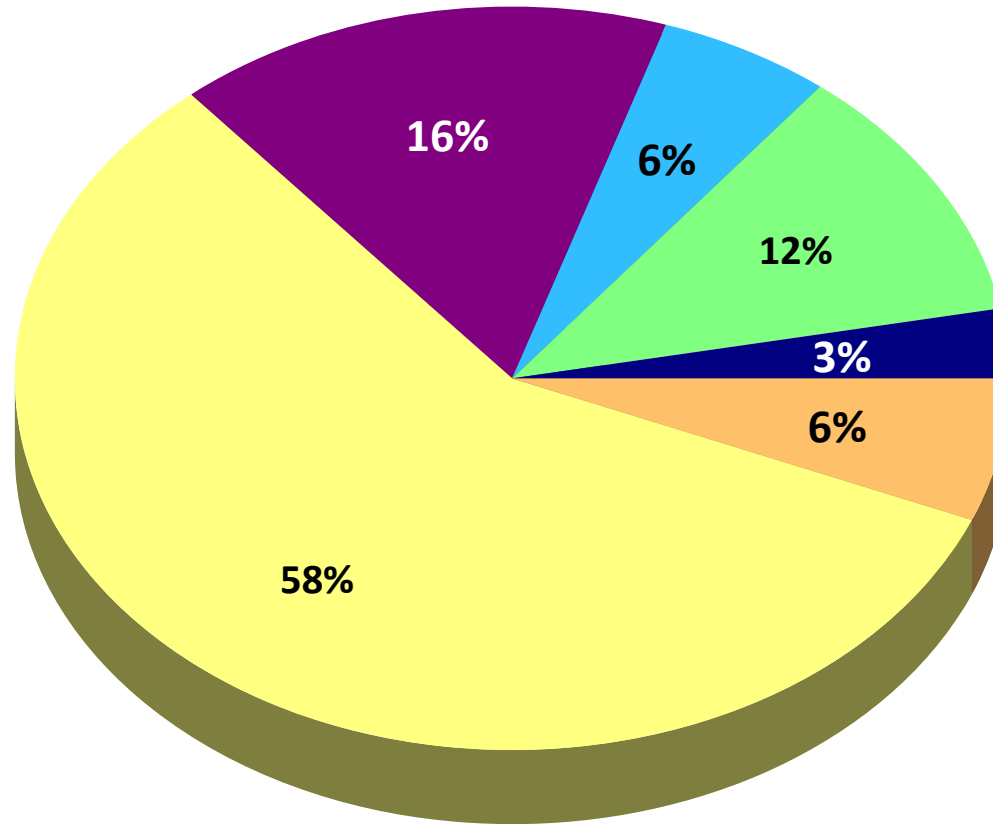
by percentage of respondents



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

Q39. Demographics: Highest Level of Education Completed

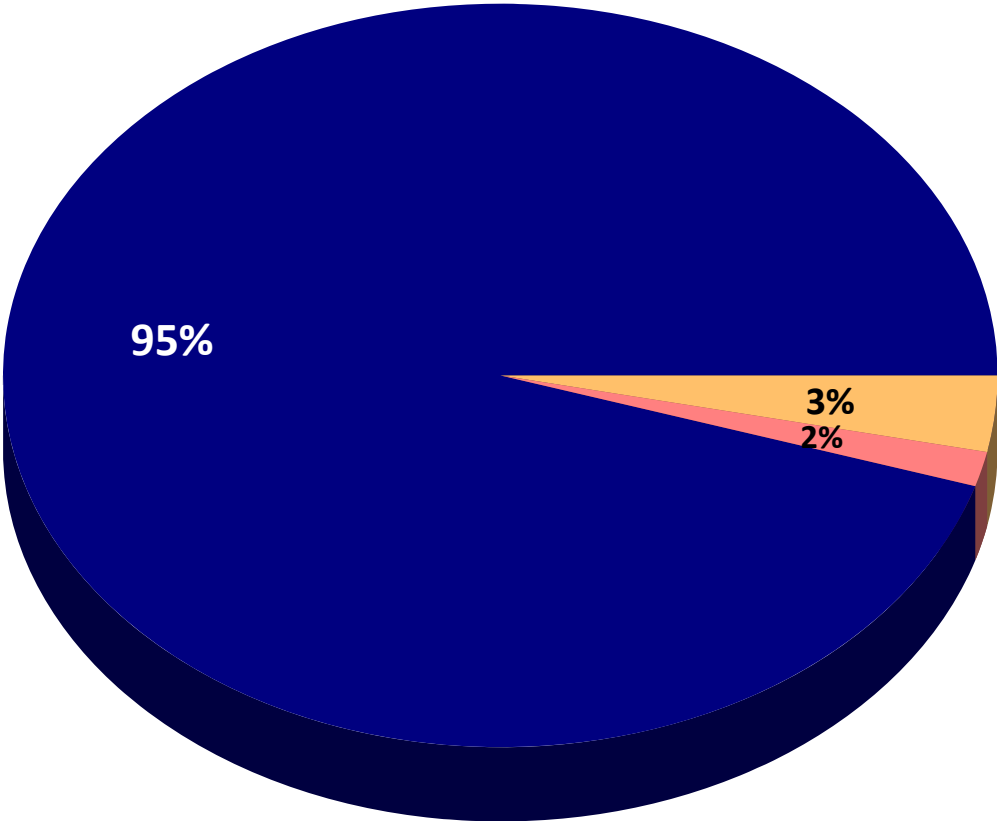
by percentage of respondents



■ 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?

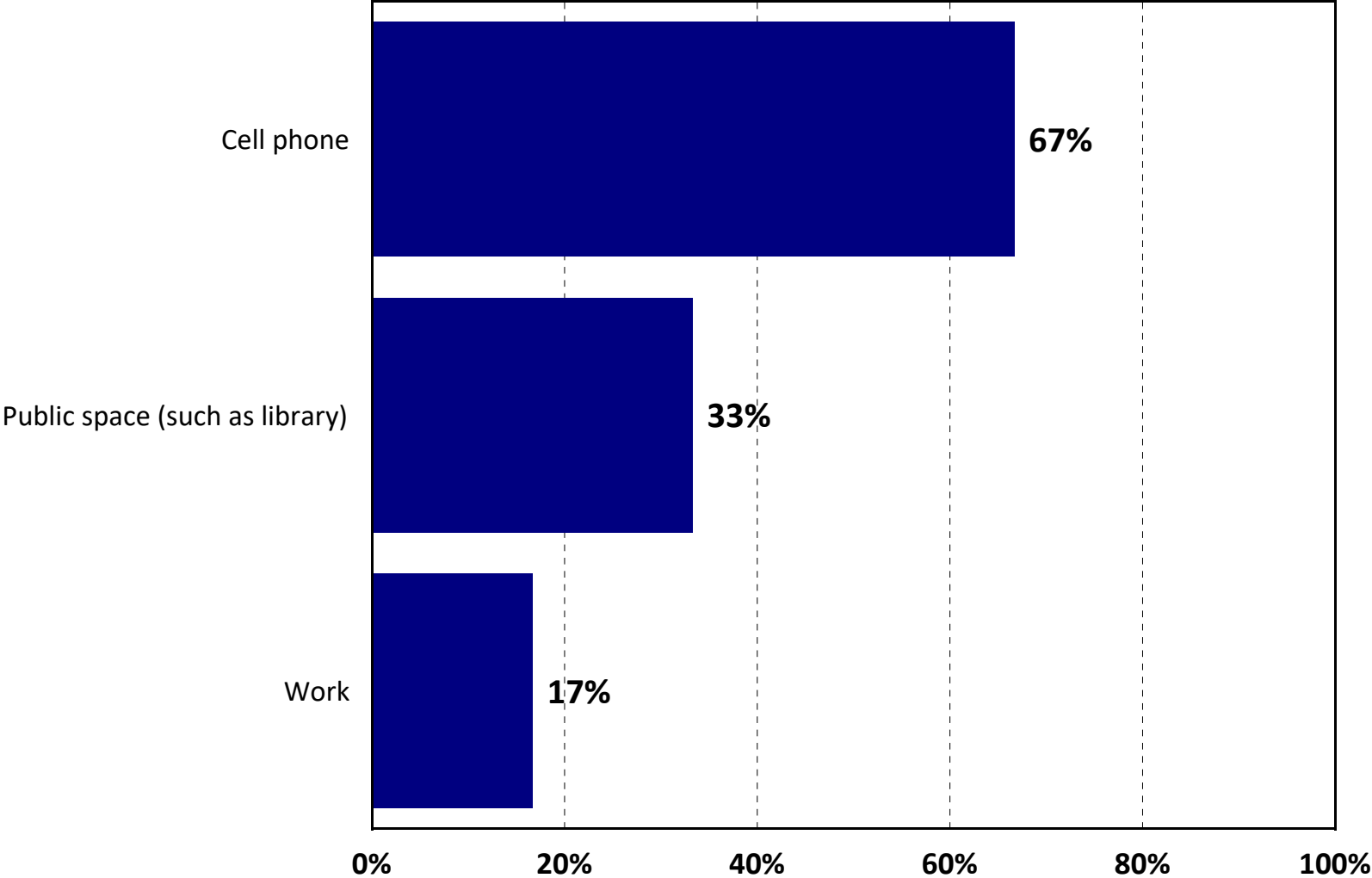
by percentage of respondents



■ 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)





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 2023 to a random sample of more than 10,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of 997 residents in the Atlantic Region of the United States during the summer of 2023. 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 more than 10,000 residents; the “Atlantic Regional Average” shown in the charts reflects the results of the regional survey of 997 residents in the Atlantic Region.

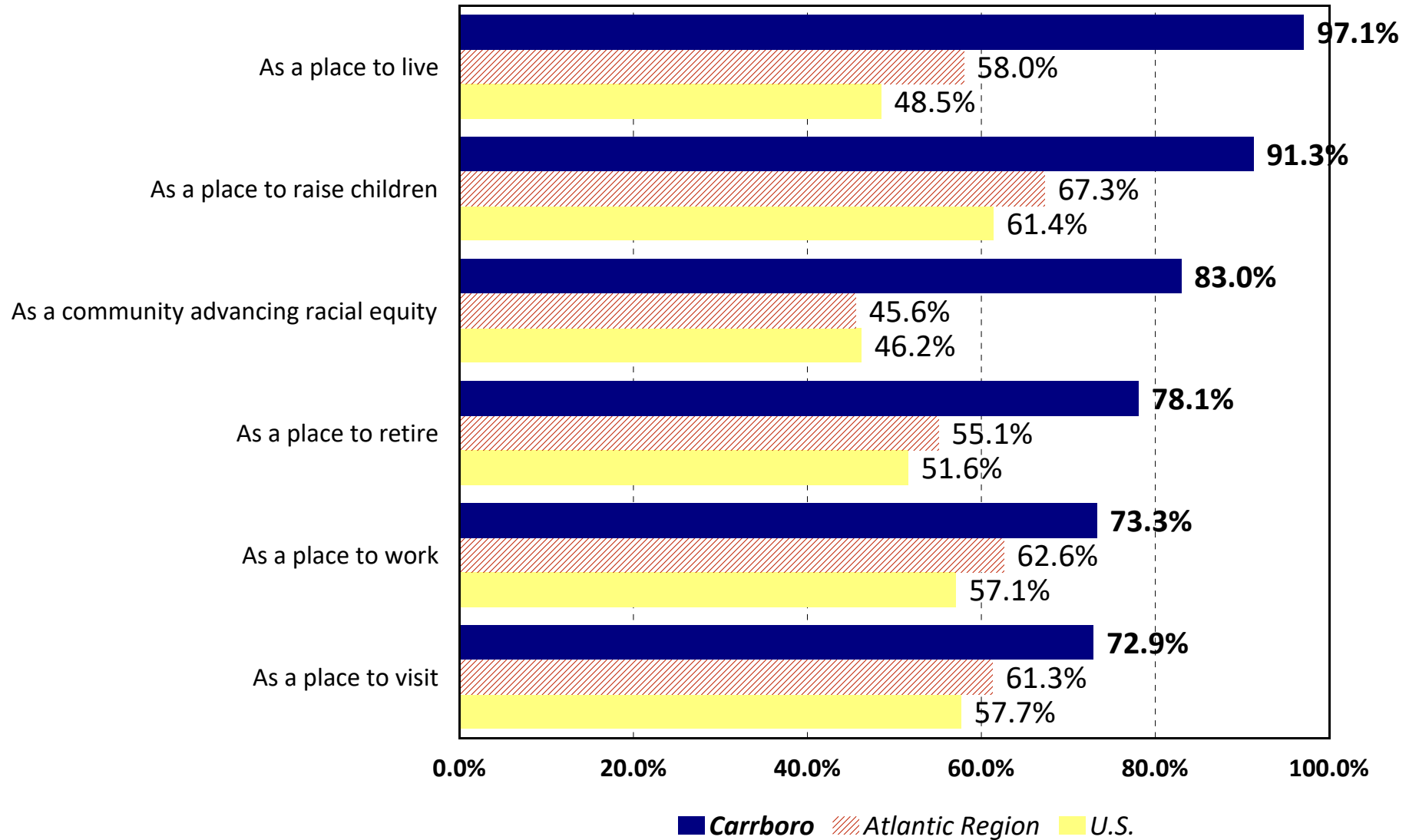
National Benchmarks

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.

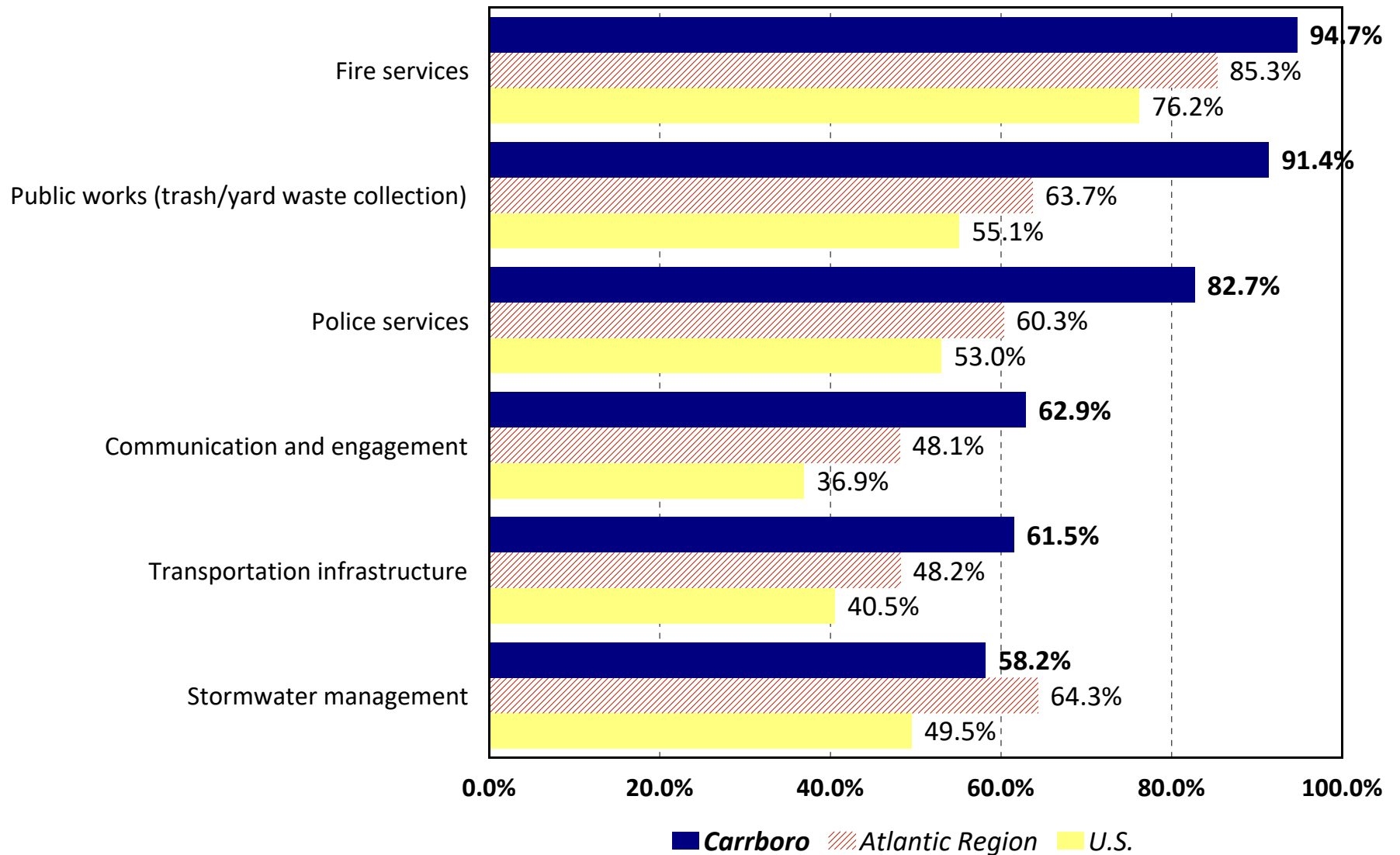
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Major Categories of Town Services

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

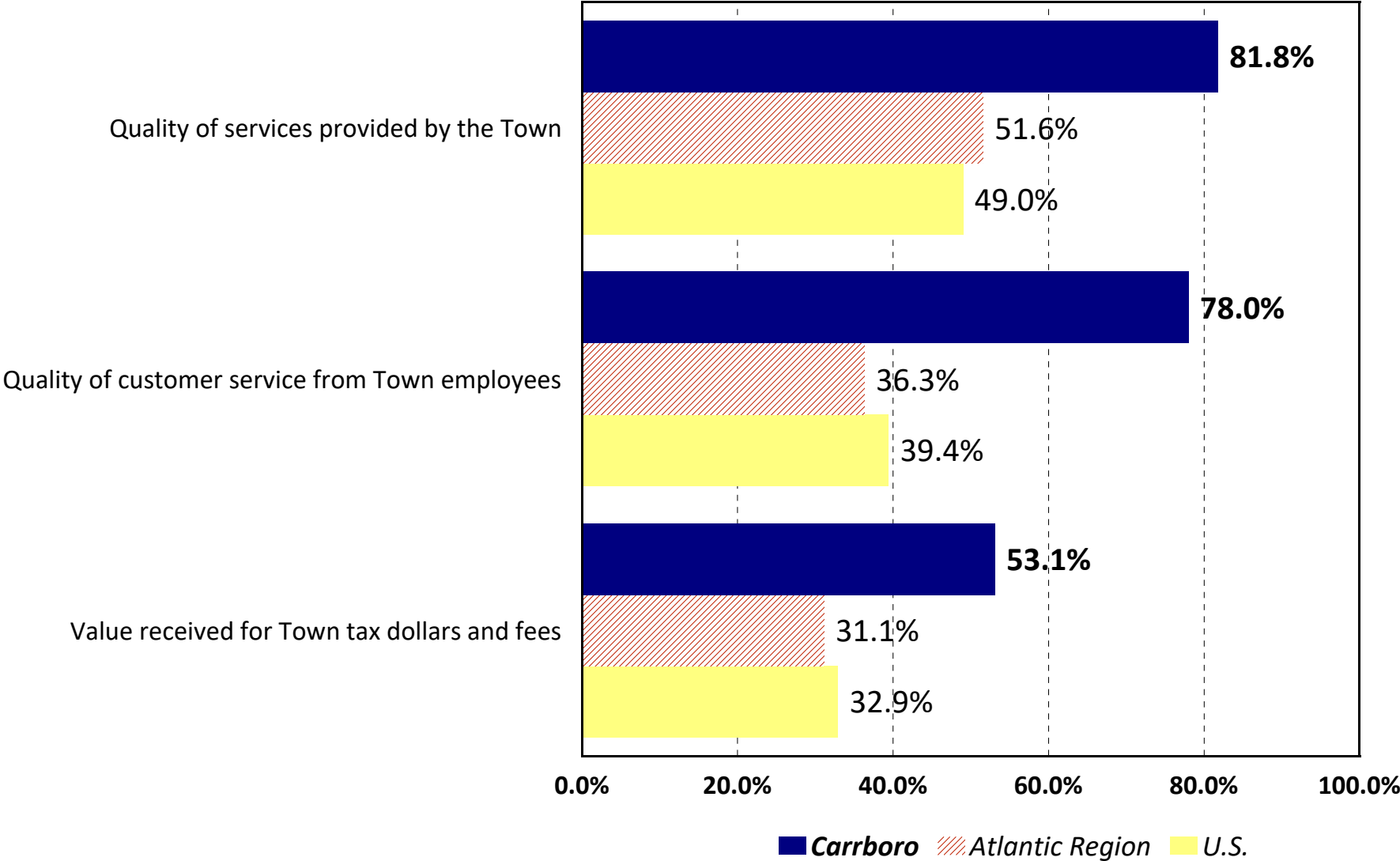
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with the Following Key Indicators

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

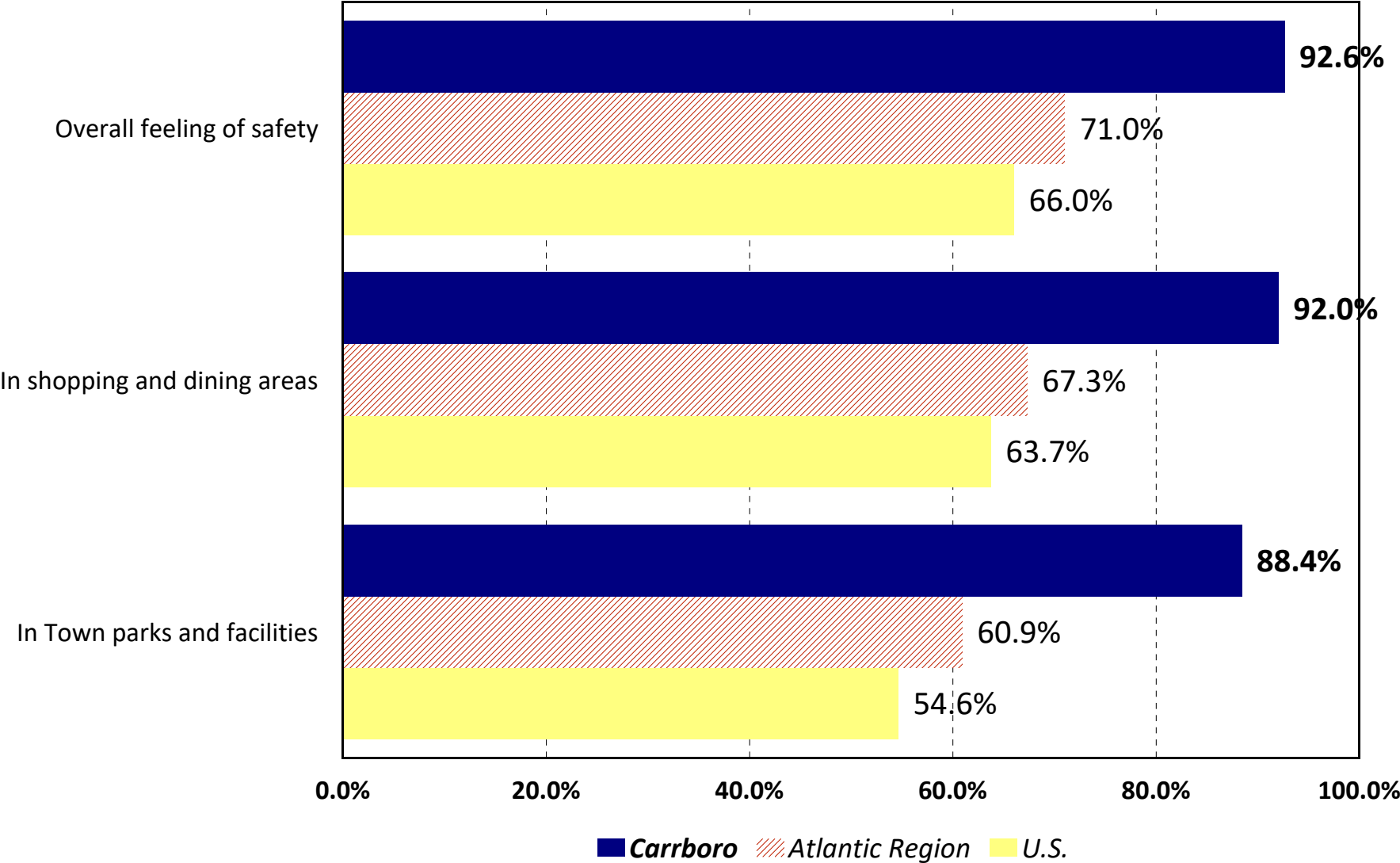
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Perceptions of Safety in the Community

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

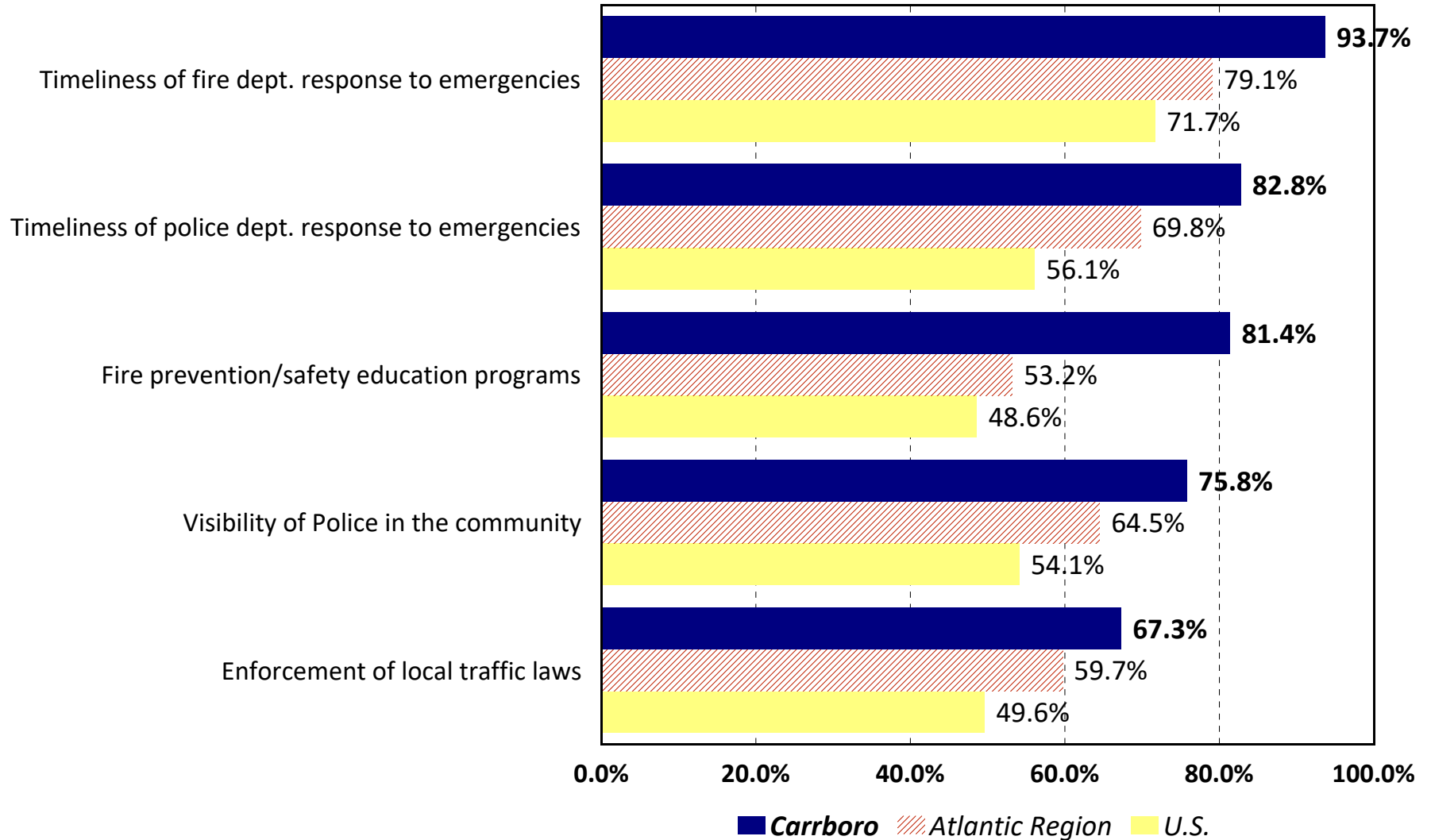
by percentage of respondents who rated the item 3 or 4 on a 4-point scale where 4 was "very safe" and 1 was "unsafe" (excluding don't knows)



Satisfaction with Public Safety Services

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

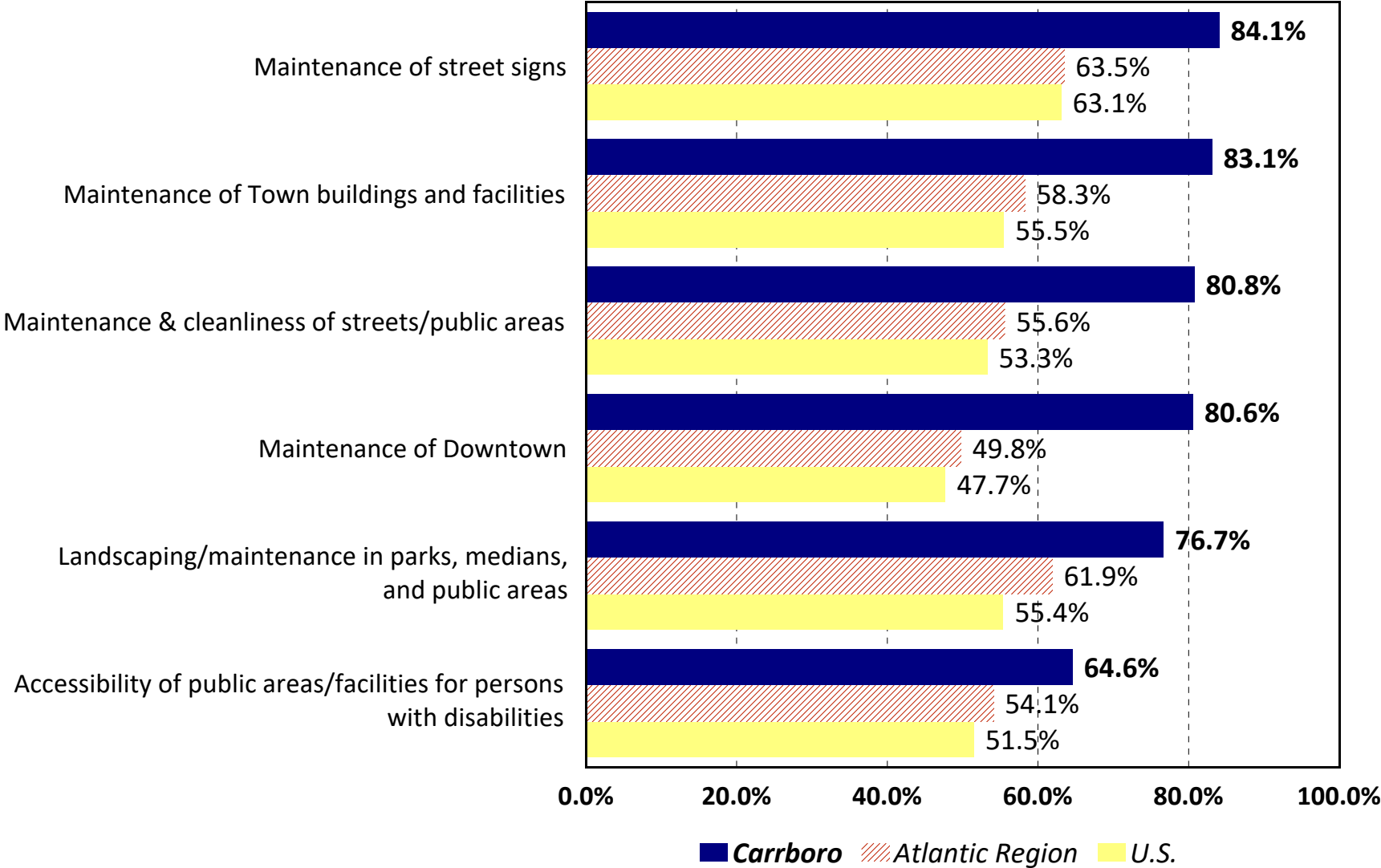
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Maintenance

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

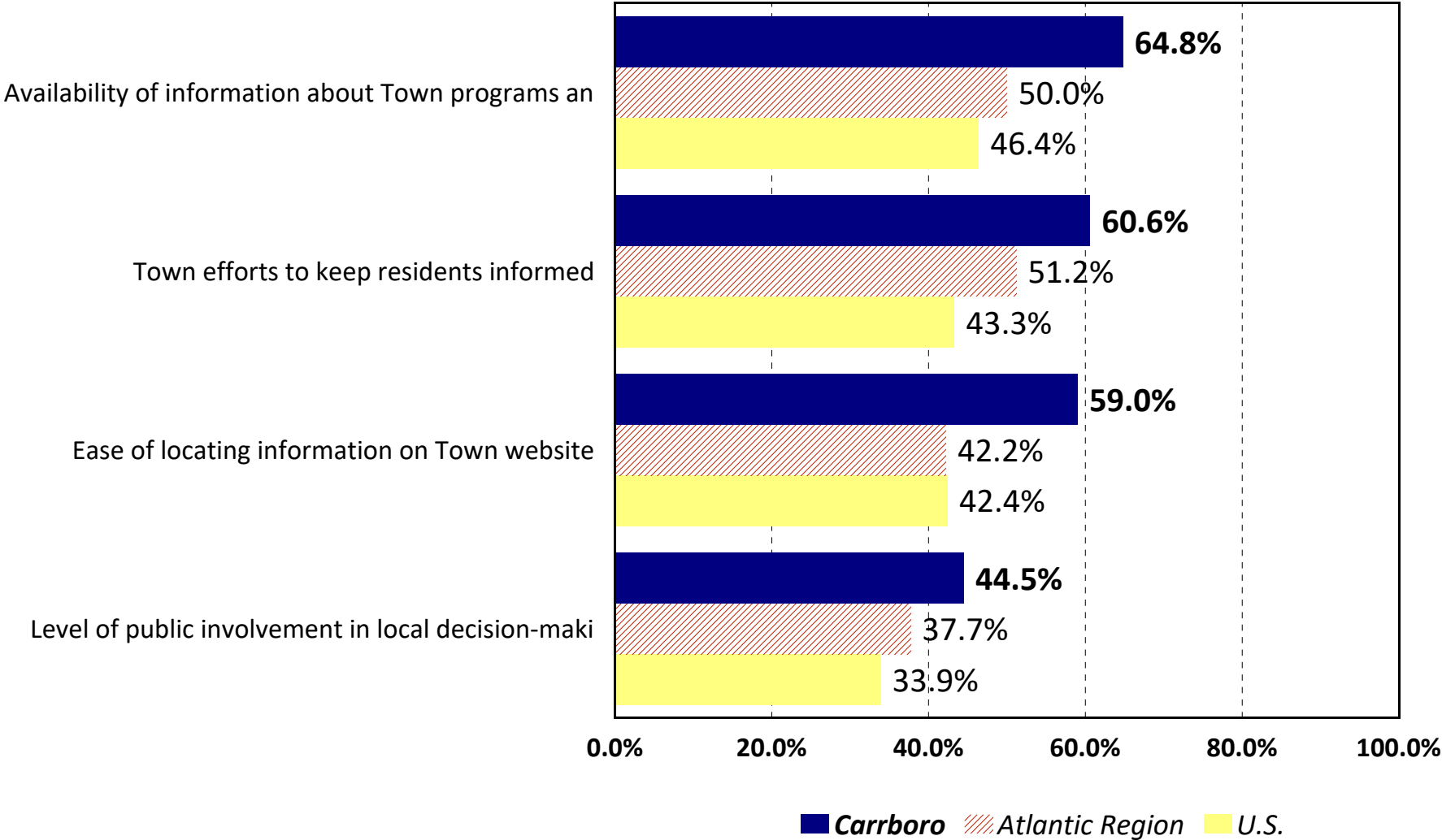
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



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. More than one-third (38.3%) of the residents surveyed selected "*housing and community services*" as one of the most important services to their household.

With regard to satisfaction, 45.9% of the residents surveyed rated "*housing and community services*" 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, 38.3% was multiplied by 54.1% (1-0.459). This calculation yielded an I-S rating of 0.2072, 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
<u>Very High Priority (IS >.20)</u>						
Housing and community services	38%	2	46%	12	0.2072	1
<u>High Priority (IS .10-.20)</u>						
Transportation infrastructure	30%	3	62%	7	0.1147	2
Economic development	22%	5	49%	10	0.1088	3
Public parking	21%	7	51%	9	0.1035	4
<u>Medium Priority (IS <.10)</u>						
Planning, zoning and inspection services	17%	11	48%	11	0.0872	5
Parks and recreation facilities	39%	1	80%	5	0.0760	6
Stormwater management	16%	12	58%	8	0.0648	7
Communication and engagement	17%	10	63%	6	0.0642	8
Police services	25%	4	83%	4	0.0433	9
Recreation and cultural programs	20%	9	84%	3	0.0312	10
Public works (trash/yard waste collection)	21%	6	91%	2	0.0183	11
Fire services	20%	8	95%	1	0.0104	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	69%	1	75%	4	0.1706	1
<i>Medium Priority (IS <.10)</i>						
Availability of diverse cultural events	32%	3	72%	7	0.0910	2
Maintenance of Town parks	52%	2	84%	2	0.0844	3
Availability of meeting and gathering spaces	27%	5	69%	9	0.0828	4
The Town's senior (55+) programs	18%	6	56%	11	0.0777	5
The Town's youth programs	17%	7	69%	8	0.0520	6
Town special events (July 4th, Music Festival)	31%	4	86%	1	0.0432	7
The Town's adult programs	12%	9	67%	10	0.0383	8
Quality of outdoor athletic fields	12%	8	76%	3	0.0278	9
Fees charged for recreation programs	6%	10	72%	6	0.0156	10
Ease of registering for programs	4%	11	73%	5	0.0120	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
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Overall effectiveness of Carrboro Police Dept.	40%	2	81%	8	0.0748	1
Respectfulness of police personnel toward people	34%	5	78%	9	0.0747	2
Timeliness of police dept. response to emergencies	40%	3	83%	6	0.0685	3
Fire Dept. responsiveness to community concerns	17%	7	74%	11	0.0456	4
Enforcement of local traffic laws	13%	8	67%	12	0.0435	5
Visibility of Police in the community	12%	9	76%	10	0.0278	6
Police Dept. responsiveness to community concerns	20%	6	87%	5	0.0271	7
Timeliness of fire dept. response to emergencies	37%	4	94%	2	0.0234	8
Overall effectiveness of Carrboro Fire Department	41%	1	97%	1	0.0127	9
Fire prevention/safety education programs	7%	11	81%	7	0.0126	10
Respectfulness of fire personnel toward people	7%	10	94%	3	0.0048	11
Visibility of Fire Department in the community	4%	12	89%	4	0.0044	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
<u>Very High Priority (IS >.20)</u>						
Availability of parking downtown	42%	2	43%	9	0.2415	1
<u>High Priority (IS .10-.20)</u>						
Availability of sidewalks	41%	3	61%	7	0.1627	2
Availability of greenways/multi-use paths	41%	4	64%	5	0.1454	3
Ease of walking in Carrboro	63%	1	78%	1	0.1361	4
Ease of biking in Carrboro	33%	5	62%	6	0.1265	5
<u>Medium Priority (IS <.10)</u>						
Ease of driving in Carrboro	28%	6	68%	4	0.0880	6
Adequacy of street lighting	24%	7	68%	3	0.0759	7
Availability of on-street bike amenities	8%	8	55%	8	0.0365	8
Availability of bicycle parking	2%	9	68%	2	0.0070	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	41%	3	58%	7	0.1726	1
Accessibility of public areas/facilities for persons with disabilities	38%	5	65%	6	0.1356	2
Maintenance & cleanliness of streets/public areas	68%	1	81%	3	0.1311	3
Maintenance of Downtown Carrboro	59%	2	81%	4	0.1139	4
<i>Medium Priority (IS <.10)</i>						
Landscaping & maintenance in parks/medians/public areas	40%	4	77%	5	0.0925	5
Maintenance of Town buildings and facilities	22%	6	83%	2	0.0365	6
Maintenance of street signs	8%	7	84%	1	0.0132	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

Housing

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Availability of housing options by price	41%	1	21%	3	0.3239	1
Efforts to expand/preserve affordable housing	35%	2	25%	2	0.2636	2
<u>Medium Priority (IS <.10)</u>						
Availability of a range of housing types	14%	3	41%	1	0.0799	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>						
Level of public involvement in local decision-making	30%	4	45%	7	0.1676	1
Town efforts to keep residents informed	35%	1	61%	3	0.1367	2
Quality of transparent, trusted, and clear Town communication	31%	3	58%	5	0.1299	3
Availability of information about Town programs and services	35%	2	65%	2	0.1218	4
<u>Medium Priority (IS <.10)</u>						
Ease of locating information on Town website	18%	6	59%	4	0.0734	5
Availability of emergency information	18%	5	72%	1	0.0506	6
Availability of information & services in languages other than English	8%	7	54%	6	0.0377	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=407)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	52.8%	44.0%	2.2%	0.7%	0.0%	0.2%
Q1-2. As a place to work	26.0%	27.3%	14.5%	3.9%	1.0%	27.3%
Q1-3. As a place to play	36.6%	43.0%	12.3%	3.7%	0.7%	3.7%
Q1-4. As a place to raise children	47.4%	28.0%	6.4%	0.7%	0.0%	17.4%
Q1-5. As a place to retire	31.7%	26.0%	9.6%	4.7%	2.0%	26.0%
Q1-6. As a place to visit	31.4%	38.1%	18.7%	5.7%	1.5%	4.7%
Q1-7. As a place to start a business	11.3%	17.4%	18.2%	6.9%	2.5%	43.7%
Q1-8. As a place that is welcoming & inclusive to all	49.1%	37.8%	8.6%	1.2%	1.5%	1.7%
Q1-9. As a community advancing racial equity	39.3%	39.3%	13.3%	2.0%	1.0%	5.2%
Q1-10. As a community advancing climate action	27.8%	38.3%	18.4%	3.9%	2.5%	9.1%
Q1-11. As a community headed in right direction	34.4%	38.6%	17.9%	5.7%	1.5%	2.0%
Q1-12. Overall quality of life in Carrboro	41.3%	51.6%	5.2%	1.5%	0.0%	0.5%

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

(N=407)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	53.0%	44.1%	2.2%	0.7%	0.0%
Q1-2. As a place to work	35.8%	37.5%	19.9%	5.4%	1.4%
Q1-3. As a place to play	38.0%	44.6%	12.8%	3.8%	0.8%
Q1-4. As a place to raise children	57.4%	33.9%	7.7%	0.9%	0.0%
Q1-5. As a place to retire	42.9%	35.2%	13.0%	6.3%	2.7%
Q1-6. As a place to visit	33.0%	39.9%	19.6%	5.9%	1.5%
Q1-7. As a place to start a business	20.1%	31.0%	32.3%	12.2%	4.4%
Q1-8. As a place that is welcoming & inclusive to all	50.0%	38.5%	8.8%	1.3%	1.5%
Q1-9. As a community advancing racial equity	41.5%	41.5%	14.0%	2.1%	1.0%
Q1-10. As a community advancing climate action	30.5%	42.2%	20.3%	4.3%	2.7%
Q1-11. As a community headed in right direction	35.1%	39.3%	18.3%	5.8%	1.5%
Q1-12. Overall quality of life in Carrboro	41.5%	51.9%	5.2%	1.5%	0.0%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall appearance of Town	26.5%	51.4%	13.8%	6.6%	1.2%	0.5%
Q2-2. Quality of new development in Carrboro	12.0%	34.2%	21.9%	20.1%	4.2%	7.6%
Q2-3. Access to parks & green space	37.1%	41.8%	11.8%	7.4%	1.0%	1.0%
Q2-4. Diversity of residents	20.6%	35.9%	30.0%	9.8%	1.2%	2.5%
Q2-5. Current state of race relations	14.0%	36.4%	29.7%	7.4%	0.7%	11.8%
Q2-6. Variety of businesses in Carrboro	16.5%	40.0%	24.8%	15.2%	1.7%	1.7%
Q2-7. Availability of cultural activities & arts	33.7%	46.7%	13.0%	4.9%	0.2%	1.5%
Q2-8. Availability of festivals & community events	38.6%	44.5%	10.6%	3.7%	0.5%	2.2%

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=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall appearance of Town	26.7%	51.6%	13.8%	6.7%	1.2%
Q2-2. Quality of new development in Carrboro	13.0%	37.0%	23.7%	21.8%	4.5%
Q2-3. Access to parks & green space	37.5%	42.2%	11.9%	7.4%	1.0%
Q2-4. Diversity of residents	21.2%	36.8%	30.7%	10.1%	1.3%
Q2-5. Current state of race relations	15.9%	41.2%	33.7%	8.4%	0.8%
Q2-6. Variety of businesses in Carrboro	16.8%	40.8%	25.3%	15.5%	1.8%
Q2-7. Availability of cultural activities & arts	34.2%	47.4%	13.2%	5.0%	0.2%
Q2-8. Availability of festivals & community events	39.4%	45.5%	10.8%	3.8%	0.5%

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

(N=407)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q3-1. Town is responsive to needs of its residents	14.0%	34.9%	22.4%	12.5%	3.4%	12.8%
Q3-2. I have opportunities to participate in Town decision making	17.9%	34.2%	18.4%	11.1%	3.4%	15.0%
Q3-3. I have a good understanding of services provided by Town	15.7%	43.7%	21.9%	12.5%	1.5%	4.7%

WITHOUT "DON'T KNOW"

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

(N=407)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-1. Town is responsive to needs of its residents	16.1%	40.0%	25.6%	14.4%	3.9%
Q3-2. I have opportunities to participate in Town decision making	21.1%	40.2%	21.7%	13.0%	4.0%
Q3-3. I have a good understanding of services provided by Town	16.5%	45.9%	22.9%	13.1%	1.5%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Communication & engagement	19.9%	40.0%	25.3%	7.4%	2.7%	4.7%
Q4-2. Economic development	7.9%	33.4%	30.0%	11.1%	1.2%	16.5%
Q4-3. Fire services	49.9%	32.7%	4.7%	0.0%	0.0%	12.8%
Q4-4. Housing & community services	8.1%	28.7%	25.3%	16.2%	2.0%	19.7%
Q4-5. Parks & recreation facilities	34.6%	43.5%	12.0%	6.1%	1.0%	2.7%
Q4-6. Planning, zoning, & inspection services	11.8%	25.3%	22.1%	14.7%	3.7%	22.4%
Q4-7. Police services	32.4%	40.3%	10.3%	3.4%	1.5%	12.0%
Q4-8. Public parking	14.3%	35.4%	19.7%	20.1%	7.6%	2.9%
Q4-9. Public works (trash/yard waste collection)	46.2%	42.8%	5.2%	2.7%	0.5%	2.7%
Q4-10. Recreation & cultural programs	32.2%	47.4%	13.0%	2.0%	0.0%	5.4%
Q4-11. Stormwater management	16.0%	31.7%	17.7%	9.1%	7.4%	18.2%
Q4-12. Transportation infrastructure	17.9%	39.6%	20.6%	12.8%	2.7%	6.4%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Communication & engagement	20.9%	42.0%	26.5%	7.7%	2.8%
Q4-2. Economic development	9.4%	40.0%	35.9%	13.2%	1.5%
Q4-3. Fire services	57.2%	37.5%	5.4%	0.0%	0.0%
Q4-4. Housing & community services	10.1%	35.8%	31.5%	20.2%	2.4%
Q4-5. Parks & recreation facilities	35.6%	44.7%	12.4%	6.3%	1.0%
Q4-6. Planning, zoning, & inspection services	15.2%	32.6%	28.5%	19.0%	4.7%
Q4-7. Police services	36.9%	45.8%	11.7%	3.9%	1.7%
Q4-8. Public parking	14.7%	36.5%	20.3%	20.8%	7.8%
Q4-9. Public works (trash/yard waste collection)	47.5%	43.9%	5.3%	2.8%	0.5%
Q4-10. Recreation & cultural programs	34.0%	50.1%	13.8%	2.1%	0.0%
Q4-11. Stormwater management	19.5%	38.7%	21.6%	11.1%	9.0%
Q4-12. Transportation infrastructure	19.2%	42.3%	22.0%	13.6%	2.9%

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

Q5. Top choice	Number	Percent
Communication & engagement	28	6.9 %
Economic development	34	8.4 %
Fire services	32	7.9 %
Housing & community services	75	18.4 %
Parks & recreation facilities	55	13.5 %
Planning, zoning, & inspection services	26	6.4 %
Police services	33	8.1 %
Public parking	17	4.2 %
Public works (trash/yard waste collection)	16	3.9 %
Recreation & cultural programs	12	2.9 %
Stormwater management	19	4.7 %
Transportation infrastructure	43	10.6 %
None chosen	17	4.2 %
Total	407	100.0 %

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

Q5. 2nd choice	Number	Percent
Communication & engagement	21	5.2 %
Economic development	30	7.4 %
Fire services	26	6.4 %
Housing & community services	44	10.8 %
Parks & recreation facilities	50	12.3 %
Planning, zoning, & inspection services	27	6.6 %
Police services	47	11.5 %
Public parking	32	7.9 %
Public works (trash/yard waste collection)	25	6.1 %
Recreation & cultural programs	31	7.6 %
Stormwater management	17	4.2 %
Transportation infrastructure	35	8.6 %
None chosen	22	5.4 %
Total	407	100.0 %

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

Q5. 3rd choice	Number	Percent
Communication & engagement	21	5.2 %
Economic development	23	5.7 %
Fire services	22	5.4 %
Housing & community services	37	9.1 %
Parks & recreation facilities	52	12.8 %
Planning, zoning, & inspection services	15	3.7 %
Police services	22	5.4 %
Public parking	37	9.1 %
Public works (trash/yard waste collection)	46	11.3 %
Recreation & cultural programs	37	9.1 %
Stormwater management	27	6.6 %
Transportation infrastructure	43	10.6 %
None chosen	25	6.1 %
Total	407	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	70	17.2 %
Economic development	87	21.4 %
Fire services	80	19.7 %
Housing & community services	156	38.3 %
Parks & recreation facilities	157	38.6 %
Planning, zoning, & inspection services	68	16.7 %
Police services	102	25.1 %
Public parking	86	21.1 %
Public works (trash/yard waste collection)	87	21.4 %
Recreation & cultural programs	80	19.7 %
Stormwater management	63	15.5 %
Transportation infrastructure	121	29.7 %
None chosen	17	4.2 %
Total	1174	

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Overall quality of services provided by Town	25.3%	54.5%	15.2%	2.5%	0.0%	2.5%
Q6-2. Overall quality of customer service from Town employees	25.8%	37.8%	14.0%	3.7%	0.2%	18.4%
Q6-3. Overall value received for Town tax dollars & fees	16.7%	31.9%	28.5%	12.3%	2.2%	8.4%

WITHOUT "DON'T KNOW"

Q6. Overall Satisfaction. How satisfied are you with... (without "don't know")

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Overall quality of services provided by Town	25.9%	55.9%	15.6%	2.5%	0.0%
Q6-2. Overall quality of customer service from Town employees	31.6%	46.4%	17.2%	4.5%	0.3%
Q6-3. Overall value received for Town tax dollars & fees	18.2%	34.9%	31.1%	13.4%	2.4%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance of Town parks	32.9%	48.4%	11.1%	4.4%	0.2%	2.9%
Q7-2. Number of walking & biking trails	27.5%	45.0%	11.8%	10.6%	1.7%	3.4%
Q7-3. Quality of outdoor athletic fields	22.1%	36.9%	13.8%	4.4%	0.5%	22.4%
Q7-4. Town's youth programs	16.5%	22.1%	15.0%	2.0%	0.0%	44.5%
Q7-5. Town's adult programs	13.0%	27.8%	17.0%	2.9%	0.5%	38.8%
Q7-6. Town's senior (55+) programs	9.3%	15.7%	16.5%	2.9%	0.2%	55.3%
Q7-7. Town special events (e.g., July 4th, Music Festival)	36.4%	44.5%	10.1%	2.7%	0.2%	6.1%
Q7-8. Ease of registering for programs	20.1%	31.4%	14.3%	4.4%	0.7%	29.0%
Q7-9. Fees charged for recreation programs	19.7%	30.5%	15.7%	2.7%	1.0%	30.5%
Q7-10. Availability of diverse cultural events	22.9%	41.3%	20.1%	4.4%	0.5%	10.8%
Q7-11. Availability of meeting & gathering spaces	21.6%	33.7%	17.9%	6.6%	0.2%	19.9%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance of Town parks	33.9%	49.9%	11.4%	4.6%	0.3%
Q7-2. Number of walking & biking trails	28.5%	46.6%	12.2%	10.9%	1.8%
Q7-3. Quality of outdoor athletic fields	28.5%	47.5%	17.7%	5.7%	0.6%
Q7-4. Town's youth programs	29.6%	39.8%	27.0%	3.5%	0.0%
Q7-5. Town's adult programs	21.3%	45.4%	27.7%	4.8%	0.8%
Q7-6. Town's senior (55+) programs	20.9%	35.2%	36.8%	6.6%	0.5%
Q7-7. Town special events (e. g., July 4th, Music Festival)	38.7%	47.4%	10.7%	2.9%	0.3%
Q7-8. Ease of registering for programs	28.4%	44.3%	20.1%	6.2%	1.0%
Q7-9. Fees charged for recreation programs	28.3%	43.8%	22.6%	3.9%	1.4%
Q7-10. Availability of diverse cultural events	25.6%	46.3%	22.6%	5.0%	0.6%
Q7-11. Availability of meeting & gathering spaces	27.0%	42.0%	22.4%	8.3%	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	79	19.4 %
Number of walking & biking trails	167	41.0 %
Quality of outdoor athletic fields	8	2.0 %
Town's youth programs	19	4.7 %
Town's adult programs	12	2.9 %
Town's senior (55+) programs	20	4.9 %
Town special events (e.g., July 4th, Music Festival)	27	6.6 %
Ease of registering for programs	3	0.7 %
Fees charged for recreation programs	3	0.7 %
Availability of diverse cultural events	31	7.6 %
Availability of meeting & gathering spaces	16	3.9 %
None chosen	22	5.4 %
Total	407	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	94	23.1 %
Number of walking & biking trails	70	17.2 %
Quality of outdoor athletic fields	13	3.2 %
Town's youth programs	28	6.9 %
Town's adult programs	20	4.9 %
Town's senior (55+) programs	29	7.1 %
Town special events (e.g., July 4th, Music Festival)	36	8.8 %
Ease of registering for programs	8	2.0 %
Fees charged for recreation programs	6	1.5 %
Availability of diverse cultural events	42	10.3 %
Availability of meeting & gathering spaces	33	8.1 %
None chosen	28	6.9 %
Total	407	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	39	9.6 %
Number of walking & biking trails	42	10.3 %
Quality of outdoor athletic fields	26	6.4 %
Town's youth programs	22	5.4 %
Town's adult programs	15	3.7 %
Town's senior (55+) programs	23	5.7 %
Town special events (e.g., July 4th, Music Festival)	64	15.7 %
Ease of registering for programs	7	1.7 %
Fees charged for recreation programs	14	3.4 %
Availability of diverse cultural events	59	14.5 %
Availability of meeting & gathering spaces	60	14.7 %
None chosen	36	8.8 %
Total	407	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	212	52.1 %
Number of walking & biking trails	279	68.6 %
Quality of outdoor athletic fields	47	11.5 %
Town's youth programs	69	17.0 %
Town's adult programs	47	11.5 %
Town's senior (55+) programs	72	17.7 %
Town special events (e.g., July 4th, Music Festival)	127	31.2 %
Ease of registering for programs	18	4.4 %
Fees charged for recreation programs	23	5.7 %
Availability of diverse cultural events	132	32.4 %
Availability of meeting & gathering spaces	109	26.8 %
None chosen	22	5.4 %
Total	1157	

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

(N=407)

	Very safe	Safe	Neutral	Unsafe	Don't know
Q9-1. In your neighborhood	57.2%	35.4%	5.7%	1.0%	0.7%
Q9-2. In Town parks & facilities	42.8%	43.0%	10.1%	1.2%	2.9%
Q9-3. In shopping & dining areas	48.4%	42.5%	6.9%	1.0%	1.2%
Q9-4. Overall feeling of safety in Carrboro	46.4%	45.2%	6.4%	1.0%	1.0%

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

(N=407)

	Very safe	Safe	Neutral	Unsafe
Q9-1. In your neighborhood	57.7%	35.6%	5.7%	1.0%
Q9-2. In Town parks & facilities	44.1%	44.3%	10.4%	1.3%
Q9-3. In shopping & dining areas	49.0%	43.0%	7.0%	1.0%
Q9-4. Overall feeling of safety in Carrboro	46.9%	45.7%	6.5%	1.0%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Overall effectiveness of Carrboro Fire Department	51.4%	24.8%	2.2%	0.2%	0.0%	21.4%
Q10-2. Responsiveness to community concerns	36.4%	23.1%	8.1%	0.7%	0.5%	31.2%
Q10-3. Respectfulness of fire personnel toward people	49.1%	20.9%	4.7%	0.2%	0.0%	25.1%
Q10-4. Visibility of Fire Department in the community	51.4%	26.0%	8.1%	0.5%	0.7%	13.3%
Q10-5. Fire prevention/safety education programs	30.2%	21.4%	10.3%	1.2%	0.2%	36.6%
Q10-6. Timeliness of Fire Department response to emergencies	40.3%	21.6%	4.2%	0.0%	0.0%	33.9%

WITHOUT "DON'T KNOW"

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Overall effectiveness of Carrboro Fire Department	65.3%	31.6%	2.8%	0.3%	0.0%
Q10-2. Responsiveness to community concerns	52.9%	33.6%	11.8%	1.1%	0.7%
Q10-3. Respectfulness of fire personnel toward people	65.6%	27.9%	6.2%	0.3%	0.0%
Q10-4. Visibility of Fire Department in the community	59.2%	30.0%	9.3%	0.6%	0.8%
Q10-5. Fire prevention/safety education programs	47.7%	33.7%	16.3%	1.9%	0.4%
Q10-6. Timeliness of Fire Department response to emergencies	61.0%	32.7%	6.3%	0.0%	0.0%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-7. Overall effectiveness of Carrboro Police Department	37.3%	29.7%	10.3%	3.7%	1.5%	17.4%
Q10-8. Responsiveness to community concerns	32.9%	23.8%	13.3%	4.4%	2.5%	23.1%
Q10-9. Respectfulness of Police personnel toward people	41.0%	25.6%	13.0%	3.2%	2.5%	14.7%
Q10-10. Visibility of Police in the community	33.9%	34.6%	16.5%	3.4%	2.0%	9.6%
Q10-11. Enforcement of local traffic laws	25.1%	31.9%	17.0%	6.4%	4.4%	15.2%
Q10-12. Timeliness of Police Department response to emergencies	32.2%	23.1%	9.6%	1.2%	0.7%	33.2%

WITHOUT "DON'T KNOW"

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-7. Overall effectiveness of Carrboro Police Department	45.2%	36.0%	12.5%	4.5%	1.8%
Q10-8. Responsiveness to community concerns	42.8%	31.0%	17.3%	5.8%	3.2%
Q10-9. Respectfulness of Police personnel toward people	48.1%	30.0%	15.3%	3.7%	2.9%
Q10-10. Visibility of Police in the community	37.5%	38.3%	18.2%	3.8%	2.2%
Q10-11. Enforcement of local traffic laws	29.6%	37.7%	20.0%	7.5%	5.2%
Q10-12. Timeliness of Police Department response to emergencies	48.2%	34.6%	14.3%	1.8%	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	89	21.9 %
Responsiveness to community concerns (Fire Dept.)	30	7.4 %
Respectfulness of fire personnel toward people	6	1.5 %
Visibility of Fire Department in the community	1	0.2 %
Fire prevention/safety education programs	7	1.7 %
Timeliness of Fire Department response to emergencies	60	14.7 %
Overall effectiveness of Carrboro Police Department	64	15.7 %
Responsiveness to community concerns (Police Dept.)	13	3.2 %
Respectfulness of Police personnel toward people	36	8.8 %
Visibility of Police in the community	11	2.7 %
Enforcement of local traffic laws	15	3.7 %
Timeliness of Police Department response to emergencies	42	10.3 %
None chosen	33	8.1 %
Total	407	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	56	13.8 %
Responsiveness to community concerns (Fire Dept.)	16	3.9 %
Respectfulness of fire personnel toward people	11	2.7 %
Visibility of Fire Department in the community	11	2.7 %
Fire prevention/safety education programs	9	2.2 %
Timeliness of Fire Department response to emergencies	48	11.8 %
Overall effectiveness of Carrboro Police Department	58	14.3 %
Responsiveness to community concerns (Police Dept.)	31	7.6 %
Respectfulness of Police personnel toward people	47	11.5 %
Visibility of Police in the community	14	3.4 %
Enforcement of local traffic laws	13	3.2 %
Timeliness of Police Department response to emergencies	56	13.8 %
None chosen	37	9.1 %
Total	407	100.0 %

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

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall effectiveness of Carrboro Fire Department	22	5.4 %
Responsiveness to community concerns (Fire Dept.)	25	6.1 %
Respectfulness of fire personnel toward people	13	3.2 %
Visibility of Fire Department in the community	5	1.2 %
Fire prevention/safety education programs	12	2.9 %
Timeliness of Fire Department response to emergencies	43	10.6 %
Overall effectiveness of Carrboro Police Department	40	9.8 %
Responsiveness to community concerns (Police Dept.)	38	9.3 %
Respectfulness of Police personnel toward people	56	13.8 %
Visibility of Police in the community	22	5.4 %
Enforcement of local traffic laws	26	6.4 %
Timeliness of Police Department response to emergencies	64	15.7 %
None chosen	41	10.1 %
Total	407	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)**

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall effectiveness of Carrboro Fire Department	167	41.0 %
Responsiveness to community concerns (Fire Dept.)	71	17.4 %
Respectfulness of fire personnel toward people	30	7.4 %
Visibility of Fire Department in the community	17	4.2 %
Fire prevention/safety education programs	28	6.9 %
Timeliness of Fire Department response to emergencies	151	37.1 %
Overall effectiveness of Carrboro Police Department	162	39.8 %
Responsiveness to community concerns (Police Dept.)	82	20.1 %
Respectfulness of Police personnel toward people	139	34.2 %
Visibility of Police in the community	47	11.5 %
Enforcement of local traffic laws	54	13.3 %
Timeliness of Police Department response to emergencies	162	39.8 %
None chosen	33	8.1 %
Total	1143	

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Ease of walking in Carrboro	38.6%	38.3%	10.3%	9.8%	1.2%	1.7%
Q12-2. Ease of biking in Carrboro	22.9%	31.0%	18.7%	12.3%	2.2%	13.0%
Q12-3. Ease of driving in Carrboro	23.1%	43.2%	18.9%	10.8%	1.5%	2.5%
Q12-4. Availability of sidewalks	20.4%	38.6%	17.7%	17.2%	3.4%	2.7%
Q12-5. Availability of greenways/ multi-use paths	19.4%	42.5%	18.4%	13.5%	2.7%	3.4%
Q12-6. Availability of on-street bike amenities	14.0%	27.8%	19.9%	11.3%	3.2%	23.8%
Q12-7. Availability of bicycle parking	18.9%	31.2%	16.0%	5.9%	1.2%	26.8%
Q12-8. Adequacy of street lighting	18.2%	47.4%	16.2%	12.5%	2.0%	3.7%
Q12-9. Availability of parking downtown	11.1%	30.2%	21.6%	21.9%	11.5%	3.7%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Ease of walking in Carrboro	39.3%	39.0%	10.5%	10.0%	1.3%
Q12-2. Ease of biking in Carrboro	26.3%	35.6%	21.5%	14.1%	2.5%
Q12-3. Ease of driving in Carrboro	23.7%	44.3%	19.4%	11.1%	1.5%
Q12-4. Availability of sidewalks	21.0%	39.6%	18.2%	17.7%	3.5%
Q12-5. Availability of greenways/multi-use paths	20.1%	44.0%	19.1%	14.0%	2.8%
Q12-6. Availability of on-street bike amenities	18.4%	36.5%	26.1%	14.8%	4.2%
Q12-7. Availability of bicycle parking	25.8%	42.6%	21.8%	8.1%	1.7%
Q12-8. Adequacy of street lighting	18.9%	49.2%	16.8%	13.0%	2.0%
Q12-9. Availability of parking downtown	11.5%	31.4%	22.4%	22.7%	12.0%

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	148	36.4 %
Ease of biking in Carrboro	36	8.8 %
Ease of driving in Carrboro	37	9.1 %
Availability of sidewalks	33	8.1 %
Availability of greenways/multi-use paths	51	12.5 %
Availability of on-street bike amenities	6	1.5 %
Availability of bicycle parking	3	0.7 %
Adequacy of street lighting	16	3.9 %
Availability of parking downtown	59	14.5 %
<u>None chosen</u>	<u>18</u>	<u>4.4 %</u>
Total	407	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	65	16.0 %
Ease of biking in Carrboro	65	16.0 %
Ease of driving in Carrboro	36	8.8 %
Availability of sidewalks	77	18.9 %
Availability of greenways/multi-use paths	50	12.3 %
Availability of on-street bike amenities	9	2.2 %
Availability of bicycle parking	2	0.5 %
Adequacy of street lighting	35	8.6 %
Availability of parking downtown	45	11.1 %
<u>None chosen</u>	<u>23</u>	<u>5.7 %</u>
Total	407	100.0 %

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

<u>Q13. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Ease of walking in Carrboro	42	10.3 %
Ease of biking in Carrboro	34	8.4 %
Ease of driving in Carrboro	39	9.6 %
Availability of sidewalks	58	14.3 %
Availability of greenways/multi-use paths	64	15.7 %
Availability of on-street bike amenities	18	4.4 %
Availability of bicycle parking	4	1.0 %
Adequacy of street lighting	46	11.3 %
Availability of parking downtown	68	16.7 %
None chosen	34	8.4 %
Total	407	100.0 %

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

<u>Q13. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Ease of walking in Carrboro	255	62.7 %
Ease of biking in Carrboro	135	33.2 %
Ease of driving in Carrboro	112	27.5 %
Availability of sidewalks	168	41.3 %
Availability of greenways/multi-use paths	165	40.5 %
Availability of on-street bike amenities	33	8.1 %
Availability of bicycle parking	9	2.2 %
Adequacy of street lighting	97	23.8 %
Availability of parking downtown	172	42.3 %
None chosen	18	4.4 %
Total	1164	

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	256	62.9 %
No	149	36.6 %
Not provided	2	0.5 %
Total	407	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Does anyone in your household ride a bicycle? (without "not provided")**

<u>Q14. Does anyone in your household ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
Yes	256	63.2 %
No	149	36.8 %
Total	405	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	100	39.1 %
For errands	113	44.1 %
For recreation	187	73.0 %
Total	400	

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

Q15. Do you members of your household use Chapel Hill Transit system		
	Number	Percent
Yes	186	45.7 %
No	216	53.1 %
Not provided	5	1.2 %
Total	407	100.0 %

WITHOUT "NOT PROVIDED"**Q15. Do you or any members of your household use the Chapel Hill Transit system? (without "not provided")**

Q15. Do you members of your household use Chapel Hill Transit system		
	Number	Percent
Yes	186	46.3 %
No	216	53.7 %
Total	402	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	86	46.2 %
To go to & from shopping	26	14.0 %
To go to & from medical appointments	7	3.8 %
To go to & from social activities	33	17.7 %
To go to & from school	28	15.1 %
Not provided	6	3.2 %
Total	186	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	86	47.8 %
To go to & from shopping	26	14.4 %
To go to & from medical appointments	7	3.9 %
To go to & from social activities	33	18.3 %
To go to & from school	28	15.6 %
Total	180	100.0 %

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

<u>Q15b. Primary reason for not taking the bus</u>	<u>Number</u>	<u>Percent</u>
Service is not frequent enough	26	12.0 %
Not enough service on weekends	2	0.9 %
Just prefer to drive/bike/walk	121	56.0 %
Service isn't offered to places I need to go	32	14.8 %
Not enough service in the evening	2	0.9 %
Other	20	9.3 %
Not provided	13	6.0 %
Total	216	100.0 %

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

<u>Q15b. Primary reason for not taking the bus</u>	<u>Number</u>	<u>Percent</u>
Service is not frequent enough	26	12.8 %
Not enough service on weekends	2	1.0 %
Just prefer to drive/bike/walk	121	59.6 %
Service isn't offered to places I need to go	32	15.8 %
Not enough service in the evening	2	1.0 %
Other	20	9.9 %
Total	203	100.0 %

Q15b-6. Other

- Bus stop not in my neighborhood
- Covid cautious/ immunocompromised
- COVID exposure
- Culturally designated for poor people/unsafe
- have a car
- I go to work very early.
- have a car
- I have not looked into it, but would probably favor driving for convenience.
- It takes too long to go to places. Example, Chapel Hill Library, Trader Joe's and offices nearby take almost an hour if you don't catch the connection. Transit is tailored for Chapel Hill downtown, UNC, mainly for students/staff off UNC, not so much for residents, elderly, families with children.
- NO BUS STOP NEAR US
- No need
- Not a lot of service near me
- Not close to get to a bus stop
- Not offered where I need to go. like to come and go on my own schedule.
- Physical disability
- Physical disability
- Proximity to bus stop
- Time element. The bus stop is 3/4 of a mile down the road, so adds a lot of time to walk to the nearest stop. Buses would not be able to go down our street, so this is understandable, but that is why we don't use the bus much. We do like to take bus transportation from Park and Ride to UNC games when available.
- unknown availability
- Work in different city.

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Maintenance of Downtown Carrboro	28.0%	50.6%	15.0%	3.7%	0.2%	2.5%
Q16-2. Maintenance of Town buildings & facilities	23.6%	55.0%	14.7%	1.2%	0.0%	5.4%
Q16-3. Accessibility of public areas/facilities for persons with disabilities	11.3%	25.1%	13.8%	5.9%	0.2%	43.7%
Q16-4. Landscaping & maintenance in parks, medians, & other public areas	24.3%	50.9%	16.2%	5.4%	1.2%	2.0%
Q16-5. Maintenance & cleanliness of streets & public areas	29.7%	49.9%	13.5%	4.7%	0.7%	1.5%
Q16-6. Maintenance of street signs	28.0%	53.8%	13.3%	2.0%	0.2%	2.7%
Q16-7. Town efforts to mitigate draining/flooding in public areas	14.7%	33.2%	22.4%	9.3%	3.4%	17.0%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Maintenance of Downtown Carrboro	28.7%	51.9%	15.4%	3.8%	0.3%
Q16-2. Maintenance of Town buildings & facilities	24.9%	58.2%	15.6%	1.3%	0.0%
Q16-3. Accessibility of public areas/facilities for persons with disabilities	20.1%	44.5%	24.5%	10.5%	0.4%
Q16-4. Landscaping & maintenance in parks, medians, & other public areas	24.8%	51.9%	16.5%	5.5%	1.3%
Q16-5. Maintenance & cleanliness of streets & public areas	30.2%	50.6%	13.7%	4.7%	0.7%
Q16-6. Maintenance of street signs	28.8%	55.3%	13.6%	2.0%	0.3%
Q16-7. Town efforts to mitigate draining/flooding in public areas	17.8%	39.9%	26.9%	11.2%	4.1%

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	124	30.5 %
Maintenance of Town buildings & facilities	12	2.9 %
Accessibility of public areas/facilities for persons with disabilities	68	16.7 %
Landscaping & maintenance in parks, medians, & other public areas	34	8.4 %
Maintenance & cleanliness of streets & public areas	79	19.4 %
Maintenance of street signs	5	1.2 %
Town efforts to mitigate draining/flooding in public areas	60	14.7 %
<u>None chosen</u>	<u>25</u>	<u>6.1 %</u>
Total	407	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	55	13.5 %
Maintenance of Town buildings & facilities	35	8.6 %
Accessibility of public areas/facilities for persons with disabilities	50	12.3 %
Landscaping & maintenance in parks, medians, & other public areas	69	17.0 %
Maintenance & cleanliness of streets & public areas	100	24.6 %
Maintenance of street signs	13	3.2 %
Town efforts to mitigate draining/flooding in public areas	54	13.3 %
<u>None chosen</u>	<u>31</u>	<u>7.6 %</u>
Total	407	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	60	14.7 %
Maintenance of Town buildings & facilities	41	10.1 %
Accessibility of public areas/facilities for persons with disabilities	38	9.3 %
Landscaping & maintenance in parks, medians, & other public areas	58	14.3 %
Maintenance & cleanliness of streets & public areas	99	24.3 %
Maintenance of street signs	16	3.9 %
Town efforts to mitigate draining/flooding in public areas	52	12.8 %
<u>None chosen</u>	<u>43</u>	<u>10.6 %</u>
Total	407	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	239	58.7 %
Maintenance of Town buildings & facilities	88	21.6 %
Accessibility of public areas/facilities for persons with disabilities	156	38.3 %
Landscaping & maintenance in parks, medians, & other public areas	161	39.6 %
Maintenance & cleanliness of streets & public areas	278	68.3 %
Maintenance of street signs	34	8.4 %
Town efforts to mitigate draining/flooding in public areas	166	40.8 %
<u>None chosen</u>	<u>25</u>	<u>6.1 %</u>
Total	1147	

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. New company growth (incubators, start-ups, entrepreneurs)	4.9%	18.2%	22.6%	10.1%	3.4%	40.8%
Q18-2. Job growth	4.4%	15.7%	25.8%	10.6%	3.2%	40.3%
Q18-3. Access to shopping	17.4%	46.7%	19.2%	13.0%	2.2%	1.5%
Q18-4. Quality of new commercial development in Town	5.9%	26.3%	32.2%	14.7%	5.7%	15.2%
Q18-5. Access to information about current/proposed private development projects	5.9%	19.2%	23.3%	22.1%	10.6%	18.9%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. New company growth (incubators, start-ups, entrepreneurs)	8.3%	30.7%	38.2%	17.0%	5.8%
Q18-2. Job growth	7.4%	26.3%	43.2%	17.7%	5.3%
Q18-3. Access to shopping	17.7%	47.4%	19.5%	13.2%	2.2%
Q18-4. Quality of new commercial development in Town	7.0%	31.0%	38.0%	17.4%	6.7%
Q18-5. Access to information about current/proposed private development projects	7.3%	23.6%	28.8%	27.3%	13.0%

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)	55	13.5 %
Job growth	51	12.5 %
Access to shopping	112	27.5 %
Quality of new commercial development in Town	72	17.7 %
Access to information about current/proposed private development projects	69	17.0 %
None chosen	48	11.8 %
Total	407	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)	36	8.8 %
Job growth	62	15.2 %
Access to shopping	61	15.0 %
Quality of new commercial development in Town	108	26.5 %
Access to information about current/proposed private development projects	72	17.7 %
None chosen	68	16.7 %
Total	407	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)	91	22.4 %
Job growth	113	27.8 %
Access to shopping	173	42.5 %
Quality of new commercial development in Town	180	44.2 %
Access to information about current/proposed private development projects	141	34.6 %
None chosen	48	11.8 %
Total	746	

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	24	5.9 %
No	383	94.1 %
Total	407	100.0 %

Q20a. How would you rate your overall experience?

Q20a. How would you rate your overall experience	Number	Percent
Very satisfied	5	20.8 %
Satisfied	4	16.7 %
Neutral	10	41.7 %
Dissatisfied	3	12.5 %
Very dissatisfied	2	8.3 %
Total	24	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	121	29.7 %
Good	211	51.8 %
Neutral	56	13.8 %
Poor	9	2.2 %
Very poor	1	0.2 %
Not provided	9	2.2 %
Total	407	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	121	30.4 %
Good	211	53.0 %
Neutral	56	14.1 %
Poor	9	2.3 %
Very poor	1	0.3 %
Total	398	100.0 %

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Availability of housing options by price range	3.4%	15.0%	17.9%	33.4%	17.9%	12.3%
Q23-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	7.1%	29.5%	20.6%	20.6%	11.8%	10.3%
Q23-3. Efforts of Town to expand & preserve housing that is affordable	3.4%	16.5%	25.1%	20.6%	14.3%	20.1%

WITHOUT "DON'T KNOW"**Q23. Housing. How satisfied are you with... (without "don't know")**

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Availability of housing options by price range	3.9%	17.1%	20.4%	38.1%	20.4%
Q23-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	7.9%	32.9%	23.0%	23.0%	13.2%
Q23-3. Efforts of Town to expand & preserve housing that is affordable	4.3%	20.6%	31.4%	25.8%	17.8%

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

Q24. Top choice	Number	Percent
Availability of housing options by price range	167	41.0 %
Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	55	13.5 %
Efforts of Town to expand & preserve housing that is affordable	143	35.1 %
None chosen	42	10.3 %
Total	407	100.0 %

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

(N=407)

	Yes	No	Not provided
Q25-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	30.7%	61.9%	7.4%
Q25-2. Are you able to find housing you can afford in Carrboro	66.6%	22.6%	10.8%

WITHOUT "NOT PROVIDED"

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

(N=407)

	Yes	No
Q25-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	33.2%	66.8%
Q25-2. Are you able to find housing you can afford in Carrboro	74.7%	25.3%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Availability of information about Town programs & services	19.2%	38.3%	22.9%	6.9%	1.5%	11.3%
Q26-2. Town efforts to keep you informed	18.2%	36.1%	24.1%	8.1%	3.2%	10.3%
Q26-3. Ease of locating information on Town website	15.2%	33.2%	20.1%	12.0%	1.5%	17.9%
Q26-4. Quality of transparent, trusted, & clear Town communication	14.7%	34.2%	24.1%	7.1%	3.9%	16.0%
Q26-5. Level of public involvement in local decision-making	11.5%	24.1%	27.0%	12.5%	4.9%	19.9%
Q26-6. Availability of emergency information	17.0%	38.6%	18.2%	2.9%	0.2%	23.1%
Q26-7. Availability of information & services in languages other than English	7.6%	16.5%	18.2%	2.7%	0.0%	55.0%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Availability of information about Town programs & services	21.6%	43.2%	25.8%	7.8%	1.7%
Q26-2. Town efforts to keep you informed	20.3%	40.3%	26.8%	9.0%	3.6%
Q26-3. Ease of locating information on Town website	18.6%	40.4%	24.6%	14.7%	1.8%
Q26-4. Quality of transparent, trusted, & clear Town communication	17.5%	40.6%	28.7%	8.5%	4.7%
Q26-5. Level of public involvement in local decision-making	14.4%	30.1%	33.7%	15.6%	6.1%
Q26-6. Availability of emergency information	22.0%	50.2%	23.6%	3.8%	0.3%
Q26-7. Availability of information & services in languages other than English	16.9%	36.6%	40.4%	6.0%	0.0%

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	97	23.8 %
Town efforts to keep you informed	65	16.0 %
Ease of locating information on Town website	35	8.6 %
Quality of transparent, trusted, & clear Town communication	67	16.5 %
Level of public involvement in local decision-making	50	12.3 %
Availability of emergency information	28	6.9 %
Availability of information & services in languages other than English	17	4.2 %
<u>None chosen</u>	<u>48</u>	<u>11.8 %</u>
Total	407	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	44	10.8 %
Town efforts to keep you informed	76	18.7 %
Ease of locating information on Town website	38	9.3 %
Quality of transparent, trusted, & clear Town communication	59	14.5 %
Level of public involvement in local decision-making	73	17.9 %
Availability of emergency information	46	11.3 %
Availability of information & services in languages other than English	16	3.9 %
<u>None chosen</u>	<u>55</u>	<u>13.5 %</u>
Total	407	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	141	34.6 %
Town efforts to keep you informed	141	34.6 %
Ease of locating information on Town website	73	17.9 %
Quality of transparent, trusted, & clear Town communication	126	31.0 %
Level of public involvement in local decision-making	123	30.2 %
Availability of emergency information	74	18.2 %
Availability of information & services in languages other than English	33	8.1 %
<u>None chosen</u>	<u>48</u>	<u>11.8 %</u>
Total	759	

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	160	39.3 %
Communications received at my home (postcards, mail, doorhangers)	135	33.2 %
Traditional media (TV, newspapers, radio, or their social media)	104	25.6 %
Website for Town of Carrboro	180	44.2 %
Carrboro Cable Govt. Channel	6	1.5 %
WCOM Radio	17	4.2 %
Outdoor signage	164	40.3 %
Outdoor info kiosks	48	11.8 %
Town of Carrboro social media	128	31.4 %
Neighborhood associations	84	20.6 %
Local government-produced brochures	24	5.9 %
Recreation & Parks brochure	107	26.3 %
Friends/colleagues/word of mouth	227	55.8 %
Community groups & blogs	76	18.7 %
Nextdoor	74	18.2 %
Other	11	2.7 %
Total	1545	

Q28-16. Other

- Chapelboro
- Chapelboro; local blogs; direct communication with town council members.
- Google
- Google
- Linking DC Federal info with NC State info with rural/city/suburban info.
- Town of Chapel Hill Housing newsletters
- Triangle Blog Blog and The Local Reporter provide information that the Town of Carrboro conveniently leaves out of its emails and website.
- Triangle Blog Blog Chapelboro
- Triangle BlogBlog
- WCHL, Orange County media
- Word of mouth
- Chapelboro newsletter
- Word of mouth
- Word of mouth

Q31. How many years have you lived in Carrboro?

Q31. How many years have you lived in Carrboro	Number	Percent
0-5	114	28.0 %
6-10	68	16.7 %
11-15	41	10.1 %
16-20	46	11.3 %
21-30	55	13.5 %
31+	61	15.0 %
Not provided	22	5.4 %
Total	407	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	114	29.6 %
6-10	68	17.7 %
11-15	41	10.6 %
16-20	46	11.9 %
21-30	55	14.3 %
31+	61	15.8 %
Total	385	100.0 %

Q32. What is your age?

Q32. Your age	Number	Percent
18-34	82	20.1 %
35-44	77	18.9 %
45-54	76	18.7 %
55-64	73	17.9 %
65+	73	17.9 %
Not provided	26	6.4 %
Total	407	100.0 %

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

Q32. Your age	Number	Percent
18-34	82	21.5 %
35-44	77	20.2 %
45-54	76	19.9 %
55-64	73	19.2 %
65+	73	19.2 %
Total	381	100.0 %

Q33. What is your gender identity?

<u>Q33. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	191	46.9 %
Female	195	47.9 %
Non-binary	9	2.2 %
Prefer to self-describe	4	1.0 %
Not provided	8	2.0 %
Total	407	100.0 %

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

<u>Q33. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	191	47.9 %
Female	195	48.9 %
Non-binary	9	2.3 %
Prefer to self-describe	4	1.0 %
Total	399	100.0 %

Q33-4. Self-describe your gender identity:

<u>Q33-4. Self-describe your gender identity</u>	<u>Number</u>	<u>Percent</u>
I was born Intersex	1	33.3 %
Trans man	1	33.3 %
Gender fluid	1	33.3 %
Total	3	100.0 %

Q34. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

Q34. Are you or members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	33	8.1 %
No	367	90.2 %
Not provided	7	1.7 %
Total	407	100.0 %

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

Q34. Are you or members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	33	8.3 %
No	367	91.8 %
Total	400	100.0 %

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

<u>Q35. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	37	9.1 %
Black or African American	55	13.5 %
American Indian or Alaska Native	3	0.7 %
White or Caucasian	278	68.3 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	15	3.7 %
Total	389	

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

<u>Q35-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	5	33.3 %
Spanish Non-White	1	6.7 %
Spanish	1	6.7 %
Jewish-Middle Eastern	1	6.7 %
Mixed	1	6.7 %
Multiple races	1	6.7 %
Lebanese	1	6.7 %
LATINA	1	6.7 %
Mixed Spanish and Indigenous	1	6.7 %
Latino	1	6.7 %
Complex	1	6.7 %
Total	15	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	365	89.7 %
Spanish	12	2.9 %
Other	9	2.2 %
Not provided	21	5.2 %
Total	407	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	365	94.6 %
Spanish	12	3.1 %
Other	9	2.3 %
Total	386	100.0 %

Q36-3. Other:

<u>Q36-3. Other</u>	<u>Number</u>	<u>Percent</u>
Tamil	1	11.1 %
Korean	1	11.1 %
Hindi	1	11.1 %
Italian	1	11.1 %
German	1	11.1 %
Vietnamese	1	11.1 %
Russian	1	11.1 %
Sign Language	1	11.1 %
Cantonese	1	11.1 %
Total	9	100.0 %

Q37. Do you rent or own your home?

Q37. Do you rent or own your home	Number	Percent
Rent	179	44.0 %
Own	213	52.3 %
Other	2	0.5 %
Not provided	13	3.2 %
Total	407	100.0 %

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

Q37. Do you rent or own your home	Number	Percent
Rent	179	45.4 %
Own	213	54.1 %
Other	2	0.5 %
Total	394	100.0 %

Q37-3. Other:

Q37-3. Other	Number	Percent
Have a mortgage	1	50.0 %
Living with people who own	1	50.0 %
Total	2	100.0 %

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

Q37a. Do you live with roommates to reduce rent costs	Number	Percent
Yes	55	30.7 %
No	72	40.2 %
Not provided	52	29.1 %
Total	179	100.0 %

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

Q37a. Do you live with roommates to reduce rent costs	Number	Percent
Yes	55	43.3 %
No	72	56.7 %
Total	127	100.0 %

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

Q38. Your total annual household income	Number	Percent
Under \$30K	67	16.5 %
\$30K to \$59,999	89	21.9 %
\$60K to \$99,999	80	19.7 %
\$100K to \$129,999	63	15.5 %
\$130K+	64	15.7 %
Not provided	44	10.8 %
Total	407	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	18.5 %
\$30K to \$59,999	89	24.5 %
\$60K to \$99,999	80	22.0 %
\$100K to \$129,999	63	17.4 %
\$130K+	64	17.6 %
Total	363	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	12	2.9 %
High school	47	11.5 %
Some college	23	5.7 %
4-year college	65	16.0 %
Graduate degree	235	57.7 %
Not provided	25	6.1 %
Total	407	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	12	3.1 %
High school	47	12.3 %
Some college	23	6.0 %
4-year college	65	17.0 %
Graduate degree	235	61.5 %
Total	382	100.0 %

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

<u>Q40. Do you have access to internet at home?</u>	<u>Number</u>	<u>Percent</u>
Yes	388	95.3 %
No	6	1.5 %
Not provided	13	3.2 %
Total	407	100.0 %

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

<u>Q40. Do you have access to internet at home?</u>	<u>Number</u>	<u>Percent</u>
Yes	388	98.5 %
No	6	1.5 %
Total	394	100.0 %

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

<u>Q40a. Where/how do you regularly access the internet</u>	<u>Number</u>	<u>Percent</u>
Cell phone	4	66.7 %
Work	1	16.7 %
Public space (such as library)	2	33.3 %
Total	7	



5

Survey Instrument



TOWN OF CARRBORO • NC
OFFICE OF THE TOWN MANAGER

February 2024

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 in March 2024 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 shapes our future. Your feedback is invaluable to us. Town government improves with the input of our residents.

Thank you for your participation.

Sincerely,



Marie Parker
Interim 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





2024 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



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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	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/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?

____ (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?

- (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 is 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 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, Spanish, or Latino/a/x 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 or Caucasian

____(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

To enter the random drawing for a \$500 Visa gift card, please complete below:

Name: _____ Phone: _____

Email: _____

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!