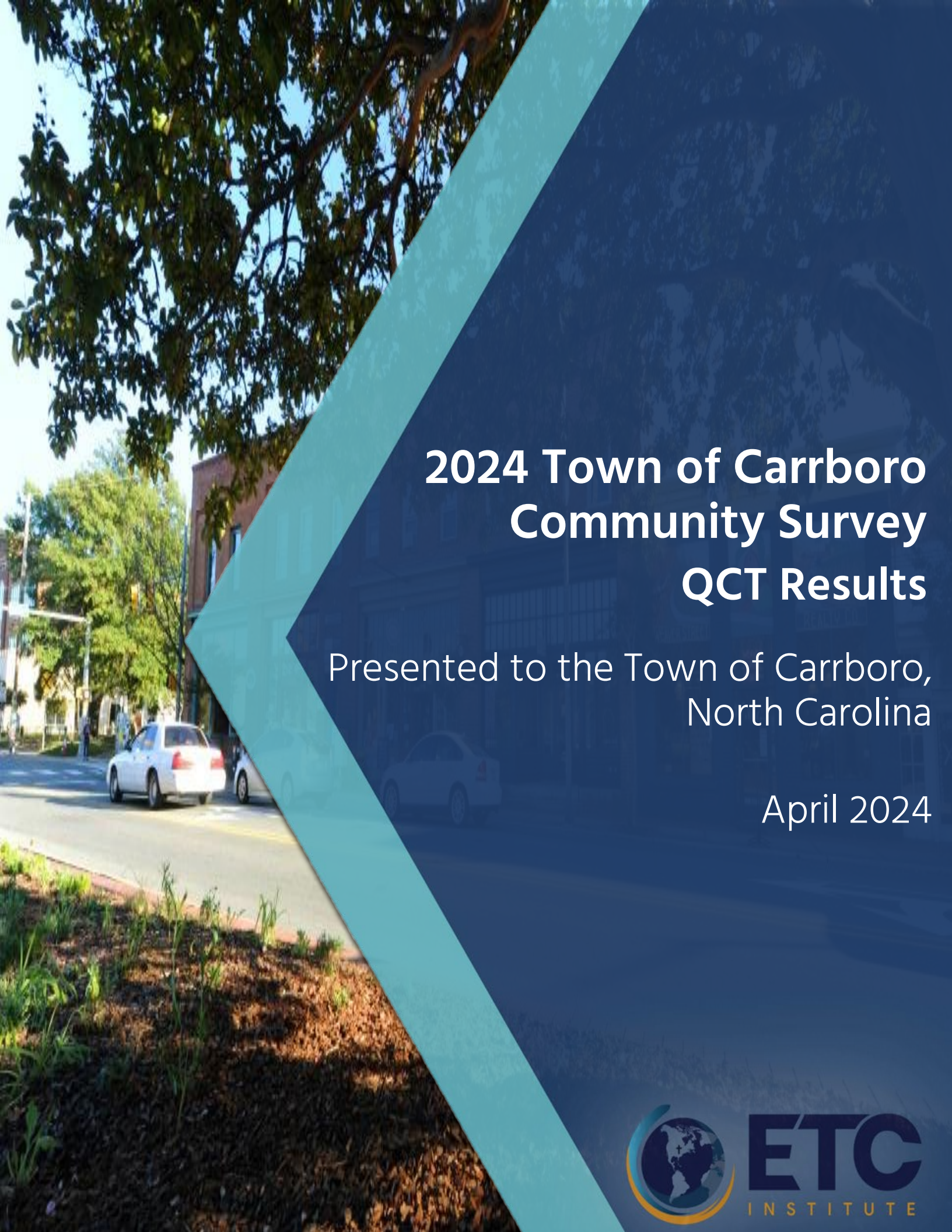




2024 Town of Carrboro Community Survey QCT Results

Presented to the Town of Carrboro,
North Carolina

April 2024



Q1. Quality of Life. How would you rate the Town of Carrboro...

(N=166)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	52.4%	41.0%	4.2%	1.2%	0.6%	0.6%
Q1-2. As a place to work	22.9%	30.1%	12.7%	4.2%	0.6%	29.5%
Q1-3. As a place to play	30.7%	38.6%	16.3%	7.2%	0.0%	7.2%
Q1-4. As a place to raise children	32.5%	24.1%	6.0%	1.8%	0.0%	35.5%
Q1-5. As a place to retire	26.5%	19.3%	7.8%	3.6%	2.4%	40.4%
Q1-6. As a place to visit	33.7%	37.3%	15.1%	6.6%	0.0%	7.2%
Q1-7. As a place to start a business	10.2%	19.3%	16.3%	4.2%	2.4%	47.6%
Q1-8. As a place that is welcoming & inclusive to all	41.6%	42.8%	9.6%	3.0%	1.8%	1.2%
Q1-9. As a community advancing racial equity	30.7%	45.8%	10.2%	3.6%	1.8%	7.8%
Q1-10. As a community advancing climate action	24.1%	38.0%	19.3%	3.0%	2.4%	13.3%
Q1-11. As a community headed in right direction	33.1%	44.0%	13.3%	4.2%	1.8%	3.6%
Q1-12. Overall quality of life in Carrboro	39.8%	50.6%	6.6%	1.2%	0.6%	1.2%

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

(N=166)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	52.7%	41.2%	4.2%	1.2%	0.6%
Q1-2. As a place to work	32.5%	42.7%	17.9%	6.0%	0.9%
Q1-3. As a place to play	33.1%	41.6%	17.5%	7.8%	0.0%
Q1-4. As a place to raise children	50.5%	37.4%	9.3%	2.8%	0.0%
Q1-5. As a place to retire	44.4%	32.3%	13.1%	6.1%	4.0%
Q1-6. As a place to visit	36.4%	40.3%	16.2%	7.1%	0.0%
Q1-7. As a place to start a business	19.5%	36.8%	31.0%	8.0%	4.6%
Q1-8. As a place that is welcoming & inclusive to all	42.1%	43.3%	9.8%	3.0%	1.8%
Q1-9. As a community advancing racial equity	33.3%	49.7%	11.1%	3.9%	2.0%
Q1-10. As a community advancing climate action	27.8%	43.8%	22.2%	3.5%	2.8%
Q1-11. As a community headed in right direction	34.4%	45.6%	13.8%	4.4%	1.9%
Q1-12. Overall quality of life in Carrboro	40.2%	51.2%	6.7%	1.2%	0.6%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall appearance of Town	24.7%	53.0%	12.0%	7.8%	0.6%	1.8%
Q2-2. Quality of new development in Carrboro	10.2%	33.1%	25.9%	19.9%	3.6%	7.2%
Q2-3. Access to parks & green space	30.1%	41.0%	14.5%	9.6%	3.0%	1.8%
Q2-4. Diversity of residents	16.9%	39.2%	29.5%	11.4%	1.8%	1.2%
Q2-5. Current state of race relations	9.0%	35.5%	29.5%	9.6%	1.2%	15.1%
Q2-6. Variety of businesses in Carrboro	17.5%	41.0%	22.9%	13.9%	1.8%	3.0%
Q2-7. Availability of cultural activities & arts	31.9%	47.0%	10.2%	7.8%	0.0%	3.0%
Q2-8. Availability of festivals & community events	40.4%	39.2%	10.8%	4.8%	0.6%	4.2%

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=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall appearance of Town	25.2%	54.0%	12.3%	8.0%	0.6%
Q2-2. Quality of new development in Carrboro	11.0%	35.7%	27.9%	21.4%	3.9%
Q2-3. Access to parks & green space	30.7%	41.7%	14.7%	9.8%	3.1%
Q2-4. Diversity of residents	17.1%	39.6%	29.9%	11.6%	1.8%
Q2-5. Current state of race relations	10.6%	41.8%	34.8%	11.3%	1.4%
Q2-6. Variety of businesses in Carrboro	18.0%	42.2%	23.6%	14.3%	1.9%
Q2-7. Availability of cultural activities & arts	32.9%	48.4%	10.6%	8.1%	0.0%
Q2-8. Availability of festivals & community events	42.1%	40.9%	11.3%	5.0%	0.6%

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

(N=166)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q3-1. Town is responsive to needs of its residents	12.0%	36.1%	25.3%	4.8%	1.8%	19.9%
Q3-2. I have opportunities to participate in Town decision making	18.1%	33.7%	18.7%	8.4%	3.0%	18.1%
Q3-3. I have a good understanding of services provided by Town	13.3%	40.4%	17.5%	16.3%	3.6%	9.0%

WITHOUT "DON'T KNOW"**Q3. Town Leadership. How much do you agree... (without "don't know")**

(N=166)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-1. Town is responsive to needs of its residents	15.0%	45.1%	31.6%	6.0%	2.3%
Q3-2. I have opportunities to participate in Town decision making	22.1%	41.2%	22.8%	10.3%	3.7%
Q3-3. I have a good understanding of services provided by Town	14.6%	44.4%	19.2%	17.9%	4.0%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Communication & engagement	19.3%	41.0%	22.9%	7.8%	1.2%	7.8%
Q4-2. Economic development	7.2%	32.5%	28.9%	14.5%	0.0%	16.9%
Q4-3. Fire services	38.0%	41.0%	6.6%	0.0%	0.0%	14.5%
Q4-4. Housing & community services	7.2%	28.9%	26.5%	16.9%	6.0%	14.5%
Q4-5. Parks & recreation facilities	27.7%	43.4%	16.3%	5.4%	1.8%	5.4%
Q4-6. Planning, zoning, & inspection services	9.0%	28.3%	27.1%	6.6%	4.8%	24.1%
Q4-7. Police services	16.3%	39.8%	18.1%	7.8%	4.2%	13.9%
Q4-8. Public parking	16.3%	34.3%	21.1%	19.3%	4.8%	4.2%
Q4-9. Public works (trash/yard waste collection)	34.3%	49.4%	7.2%	5.4%	1.2%	2.4%
Q4-10. Recreation & cultural programs	30.7%	42.8%	15.7%	2.4%	0.0%	8.4%
Q4-11. Stormwater management	13.9%	33.7%	18.7%	10.2%	3.6%	19.9%
Q4-12. Transportation infrastructure	15.1%	46.4%	12.0%	17.5%	3.6%	5.4%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Communication & engagement	20.9%	44.4%	24.8%	8.5%	1.3%
Q4-2. Economic development	8.7%	39.1%	34.8%	17.4%	0.0%
Q4-3. Fire services	44.4%	47.9%	7.7%	0.0%	0.0%
Q4-4. Housing & community services	8.5%	33.8%	31.0%	19.7%	7.0%
Q4-5. Parks & recreation facilities	29.3%	45.9%	17.2%	5.7%	1.9%
Q4-6. Planning, zoning, & inspection services	11.9%	37.3%	35.7%	8.7%	6.3%
Q4-7. Police services	18.9%	46.2%	21.0%	9.1%	4.9%
Q4-8. Public parking	17.0%	35.8%	22.0%	20.1%	5.0%
Q4-9. Public works (trash/yard waste collection)	35.2%	50.6%	7.4%	5.6%	1.2%
Q4-10. Recreation & cultural programs	33.6%	46.7%	17.1%	2.6%	0.0%
Q4-11. Stormwater management	17.3%	42.1%	23.3%	12.8%	4.5%
Q4-12. Transportation infrastructure	15.9%	49.0%	12.7%	18.5%	3.8%

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

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Communication & engagement	7	4.2 %
Economic development	15	9.0 %
Fire services	7	4.2 %
Housing & community services	42	25.3 %
Parks & recreation facilities	13	7.8 %
Planning, zoning, & inspection services	3	1.8 %
Police services	17	10.2 %
Public parking	4	2.4 %
Public works (trash/yard waste collection)	6	3.6 %
Recreation & cultural programs	7	4.2 %
Stormwater management	3	1.8 %
Transportation infrastructure	31	18.7 %
None chosen	11	6.6 %
Total	166	100.0 %

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

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Communication & engagement	4	2.4 %
Economic development	7	4.2 %
Fire services	14	8.4 %
Housing & community services	27	16.3 %
Parks & recreation facilities	24	14.5 %
Planning, zoning, & inspection services	8	4.8 %
Police services	12	7.2 %
Public parking	18	10.8 %
Public works (trash/yard waste collection)	7	4.2 %
Recreation & cultural programs	9	5.4 %
Stormwater management	5	3.0 %
Transportation infrastructure	19	11.4 %
None chosen	12	7.2 %
Total	166	100.0 %

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

Q5. 3rd choice	Number	Percent
Communication & engagement	12	7.2 %
Economic development	12	7.2 %
Fire services	3	1.8 %
Housing & community services	16	9.6 %
Parks & recreation facilities	18	10.8 %
Planning, zoning, & inspection services	10	6.0 %
Police services	8	4.8 %
Public parking	11	6.6 %
Public works (trash/yard waste collection)	17	10.2 %
Recreation & cultural programs	20	12.0 %
Stormwater management	9	5.4 %
Transportation infrastructure	16	9.6 %
None chosen	14	8.4 %
Total	166	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	23	13.9 %
Economic development	34	20.5 %
Fire services	24	14.5 %
Housing & community services	85	51.2 %
Parks & recreation facilities	55	33.1 %
Planning, zoning, & inspection services	21	12.7 %
Police services	37	22.3 %
Public parking	33	19.9 %
Public works (trash/yard waste collection)	30	18.1 %
Recreation & cultural programs	36	21.7 %
Stormwater management	17	10.2 %
Transportation infrastructure	66	39.8 %
None chosen	11	6.6 %
Total	472	

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Overall quality of services provided by Town	21.7%	52.4%	19.3%	1.2%	0.0%	5.4%
Q6-2. Overall quality of customer service from Town employees	22.3%	34.3%	12.7%	3.0%	1.2%	26.5%
Q6-3. Overall value received for Town tax dollars & fees	15.1%	39.2%	21.1%	6.0%	2.4%	16.3%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Overall quality of services provided by Town	22.9%	55.4%	20.4%	1.3%	0.0%
Q6-2. Overall quality of customer service from Town employees	30.3%	46.7%	17.2%	4.1%	1.6%
Q6-3. Overall value received for Town tax dollars & fees	18.0%	46.8%	25.2%	7.2%	2.9%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance of Town parks	30.1%	47.6%	8.4%	5.4%	0.0%	8.4%
Q7-2. Number of walking & biking trails	22.3%	43.4%	15.7%	10.2%	3.0%	5.4%
Q7-3. Quality of outdoor athletic fields	17.5%	36.1%	13.9%	5.4%	0.6%	26.5%
Q7-4. Town's youth programs	9.6%	16.9%	13.3%	3.0%	0.0%	57.2%
Q7-5. Town's adult programs	9.6%	16.9%	17.5%	6.6%	1.2%	48.2%
Q7-6. Town's senior (55+) programs	7.8%	11.4%	13.9%	3.6%	0.6%	62.7%
Q7-7. Town special events (e.g., July 4th, Music Festival)	33.1%	42.2%	10.2%	3.6%	0.0%	10.8%
Q7-8. Ease of registering for programs	15.1%	24.1%	12.7%	5.4%	0.6%	42.2%
Q7-9. Fees charged for recreation programs	12.0%	25.3%	15.1%	4.8%	0.6%	42.2%
Q7-10. Availability of diverse cultural events	19.9%	41.6%	15.7%	6.0%	0.6%	16.3%
Q7-11. Availability of meeting & gathering spaces	22.3%	34.9%	14.5%	10.8%	1.2%	16.3%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance of Town parks	32.9%	52.0%	9.2%	5.9%	0.0%
Q7-2. Number of walking & biking trails	23.6%	45.9%	16.6%	10.8%	3.2%
Q7-3. Quality of outdoor athletic fields	23.8%	49.2%	18.9%	7.4%	0.8%
Q7-4. Town's youth programs	22.5%	39.4%	31.0%	7.0%	0.0%
Q7-5. Town's adult programs	18.6%	32.6%	33.7%	12.8%	2.3%
Q7-6. Town's senior (55+) programs	21.0%	30.6%	37.1%	9.7%	1.6%
Q7-7. Town special events (e. g., July 4th, Music Festival)	37.2%	47.3%	11.5%	4.1%	0.0%
Q7-8. Ease of registering for programs	26.0%	41.7%	21.9%	9.4%	1.0%
Q7-9. Fees charged for recreation programs	20.8%	43.8%	26.0%	8.3%	1.0%
Q7-10. Availability of diverse cultural events	23.7%	49.6%	18.7%	7.2%	0.7%
Q7-11. Availability of meeting & gathering spaces	26.6%	41.7%	17.3%	12.9%	1.4%

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

Q8. Top choice	Number	Percent
Maintenance of Town parks	23	13.9 %
Number of walking & biking trails	66	39.8 %
Quality of outdoor athletic fields	6	3.6 %
Town's youth programs	6	3.6 %
Town's adult programs	8	4.8 %
Town's senior (55+) programs	5	3.0 %
Town special events (e.g., July 4th, Music Festival)	9	5.4 %
Ease of registering for programs	1	0.6 %
Fees charged for recreation programs	1	0.6 %
Availability of diverse cultural events	16	9.6 %
Availability of meeting & gathering spaces	7	4.2 %
None chosen	18	10.8 %
Total	166	100.0 %

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

Q8. 2nd choice	Number	Percent
Maintenance of Town parks	34	20.5 %
Number of walking & biking trails	23	13.9 %
Quality of outdoor athletic fields	5	3.0 %
Town's youth programs	9	5.4 %
Town's adult programs	7	4.2 %
Town's senior (55+) programs	11	6.6 %
Town special events (e.g., July 4th, Music Festival)	14	8.4 %
Ease of registering for programs	6	3.6 %
Fees charged for recreation programs	4	2.4 %
Availability of diverse cultural events	19	11.4 %
Availability of meeting & gathering spaces	12	7.2 %
None chosen	22	13.3 %
Total	166	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	15	9.0 %
Number of walking & biking trails	13	7.8 %
Quality of outdoor athletic fields	4	2.4 %
Town's youth programs	8	4.8 %
Town's adult programs	10	6.0 %
Town's senior (55+) programs	6	3.6 %
Town special events (e.g., July 4th, Music Festival)	30	18.1 %
Ease of registering for programs	2	1.2 %
Fees charged for recreation programs	3	1.8 %
Availability of diverse cultural events	23	13.9 %
Availability of meeting & gathering spaces	29	17.5 %
None chosen	23	13.9 %
Total	166	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	72	43.4 %
Number of walking & biking trails	102	61.4 %
Quality of outdoor athletic fields	15	9.0 %
Town's youth programs	23	13.9 %
Town's adult programs	25	15.1 %
Town's senior (55+) programs	22	13.3 %
Town special events (e.g., July 4th, Music Festival)	53	31.9 %
Ease of registering for programs	9	5.4 %
Fees charged for recreation programs	8	4.8 %
Availability of diverse cultural events	58	34.9 %
Availability of meeting & gathering spaces	48	28.9 %
None chosen	18	10.8 %
Total	453	

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

(N=166)

	Very safe	Safe	Neutral	Unsafe	Don't know
Q9-1. In your neighborhood	42.8%	43.4%	12.0%	1.2%	0.6%
Q9-2. In Town parks & facilities	36.7%	45.8%	12.0%	1.8%	3.6%
Q9-3. In shopping & dining areas	42.2%	45.8%	9.0%	1.8%	1.2%
Q9-4. Overall feeling of safety in Carrboro	39.8%	47.0%	10.2%	1.8%	1.2%

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

(N=166)

	Very safe	Safe	Neutral	Unsafe
Q9-1. In your neighborhood	43.0%	43.6%	12.1%	1.2%
Q9-2. In Town parks & facilities	38.1%	47.5%	12.5%	1.9%
Q9-3. In shopping & dining areas	42.7%	46.3%	9.1%	1.8%
Q9-4. Overall feeling of safety in Carrboro	40.2%	47.6%	10.4%	1.8%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Overall effectiveness of Carrboro Fire Department	39.2%	31.9%	3.0%	0.0%	0.6%	25.3%
Q10-2. Responsiveness to community concerns	25.9%	27.1%	13.3%	0.6%	0.0%	33.1%
Q10-3. Respectfulness of fire personnel toward people	35.5%	32.5%	4.8%	0.0%	0.6%	26.5%
Q10-4. Visibility of Fire Department in the community	44.6%	33.7%	10.2%	1.2%	0.6%	9.6%
Q10-5. Fire prevention/safety education programs	22.9%	19.3%	12.0%	2.4%	0.0%	43.4%
Q10-6. Timeliness of Fire Department response to emergencies	30.1%	30.1%	4.8%	0.0%	0.0%	34.9%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Overall effectiveness of Carrboro Fire Department	52.4%	42.7%	4.0%	0.0%	0.8%
Q10-2. Responsiveness to community concerns	38.7%	40.5%	19.8%	0.9%	0.0%
Q10-3. Respectfulness of fire personnel toward people	48.4%	44.3%	6.6%	0.0%	0.8%
Q10-4. Visibility of Fire Department in the community	49.3%	37.3%	11.3%	1.3%	0.7%
Q10-5. Fire prevention/safety education programs	40.4%	34.0%	21.3%	4.3%	0.0%
Q10-6. Timeliness of Fire Department response to emergencies	46.3%	46.3%	7.4%	0.0%	0.0%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-7. Overall effectiveness of Carrboro Police Department	19.3%	35.5%	15.1%	6.0%	3.0%	21.1%
Q10-8. Responsiveness to community concerns	18.1%	27.1%	10.2%	8.4%	3.6%	32.5%
Q10-9. Respectfulness of Police personnel toward people	24.7%	27.7%	15.7%	3.0%	4.8%	24.1%
Q10-10. Visibility of Police in the community	20.5%	39.8%	16.9%	5.4%	3.6%	13.9%
Q10-11. Enforcement of local traffic laws	12.0%	30.7%	18.1%	10.8%	9.0%	19.3%
Q10-12. Timeliness of Police Department response to emergencies	16.3%	27.1%	11.4%	1.2%	2.4%	41.6%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-7. Overall effectiveness of Carrboro Police Department	24.4%	45.0%	19.1%	7.6%	3.8%
Q10-8. Responsiveness to community concerns	26.8%	40.2%	15.2%	12.5%	5.4%
Q10-9. Respectfulness of Police personnel toward people	32.5%	36.5%	20.6%	4.0%	6.3%
Q10-10. Visibility of Police in the community	23.8%	46.2%	19.6%	6.3%	4.2%
Q10-11. Enforcement of local traffic laws	14.9%	38.1%	22.4%	13.4%	11.2%
Q10-12. Timeliness of Police Department response to emergencies	27.8%	46.4%	19.6%	2.1%	4.1%

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	26	15.7 %
Responsiveness to community concerns	12	7.2 %
Respectfulness of fire personnel toward people	3	1.8 %
Fire prevention/safety education programs	1	0.6 %
Timeliness of Fire Department response to emergencies	23	13.9 %
Overall effectiveness of Carrboro Police Department	27	16.3 %
Responsiveness to community concerns	6	3.6 %
Respectfulness of Police personnel toward people	22	13.3 %
Visibility of Police in the community	4	2.4 %
Enforcement of local traffic laws	16	9.6 %
Timeliness of Police Department response to emergencies	15	9.0 %
None chosen	11	6.6 %
Total	166	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	23	13.9 %
Responsiveness to community concerns	7	4.2 %
Respectfulness of fire personnel toward people	4	2.4 %
Visibility of Fire Department in the community	5	3.0 %
Fire prevention/safety education programs	4	2.4 %
Timeliness of Fire Department response to emergencies	16	9.6 %
Overall effectiveness of Carrboro Police Department	22	13.3 %
Responsiveness to community concerns	12	7.2 %
Respectfulness of Police personnel toward people	27	16.3 %
Visibility of Police in the community	6	3.6 %
Enforcement of local traffic laws	9	5.4 %
Timeliness of Police Department response to emergencies	15	9.0 %
None chosen	16	9.6 %
Total	166	100.0 %

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

Q11. 3rd choice	Number	Percent
Overall effectiveness of Carrboro Fire Department	12	7.2 %
Responsiveness to community concerns	10	6.0 %
Respectfulness of fire personnel toward people	3	1.8 %
Visibility of Fire Department in the community	2	1.2 %
Fire prevention/safety education programs	6	3.6 %
Timeliness of Fire Department response to emergencies	18	10.8 %
Overall effectiveness of Carrboro Police Department	18	10.8 %
Responsiveness to community concerns	19	11.4 %
Respectfulness of Police personnel toward people	16	9.6 %
Visibility of Police in the community	10	6.0 %
Enforcement of local traffic laws	12	7.2 %
Timeliness of Police Department response to emergencies	21	12.7 %
None chosen	19	11.4 %
Total	166	100.0 %

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

Q11. Sum of top 3 choices	Number	Percent
Overall effectiveness of Carrboro Fire Department	61	36.7 %
Responsiveness to community concerns	29	17.5 %
Respectfulness of fire personnel toward people	10	6.0 %
Visibility of Fire Department in the community	7	4.2 %
Fire prevention/safety education programs	11	6.6 %
Timeliness of Fire Department response to emergencies	57	34.3 %
Overall effectiveness of Carrboro Police Department	67	40.4 %
Responsiveness to community concerns	37	22.3 %
Respectfulness of Police personnel toward people	65	39.2 %
Visibility of Police in the community	20	12.0 %
Enforcement of local traffic laws	37	22.3 %
Timeliness of Police Department response to emergencies	51	30.7 %
None chosen	11	6.6 %
Total	463	

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Ease of walking in Carrboro	34.9%	41.6%	8.4%	11.4%	1.2%	2.4%
Q12-2. Ease of biking in Carrboro	21.7%	31.9%	15.7%	13.3%	1.8%	15.7%
Q12-3. Ease of driving in Carrboro	19.3%	45.2%	16.9%	12.0%	1.8%	4.8%
Q12-4. Availability of sidewalks	12.7%	38.6%	19.9%	18.7%	6.6%	3.6%
Q12-5. Availability of greenways/ multi-use paths	16.3%	38.0%	18.1%	18.7%	3.6%	5.4%
Q12-6. Availability of on-street bike amenities	10.8%	24.1%	16.9%	17.5%	3.6%	27.1%
Q12-7. Availability of bicycle parking	15.1%	30.7%	14.5%	10.8%	1.2%	27.7%
Q12-8. Adequacy of street lighting	13.9%	43.4%	21.1%	14.5%	4.8%	2.4%
Q12-9. Availability of parking downtown	14.5%	28.3%	22.9%	21.1%	8.4%	4.8%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Ease of walking in Carrboro	35.8%	42.6%	8.6%	11.7%	1.2%
Q12-2. Ease of biking in Carrboro	25.7%	37.9%	18.6%	15.7%	2.1%
Q12-3. Ease of driving in Carrboro	20.3%	47.5%	17.7%	12.7%	1.9%
Q12-4. Availability of sidewalks	13.1%	40.0%	20.6%	19.4%	6.9%
Q12-5. Availability of greenways/multi-use paths	17.2%	40.1%	19.1%	19.7%	3.8%
Q12-6. Availability of on-street bike amenities	14.9%	33.1%	23.1%	24.0%	5.0%
Q12-7. Availability of bicycle parking	20.8%	42.5%	20.0%	15.0%	1.7%
Q12-8. Adequacy of street lighting	14.2%	44.4%	21.6%	14.8%	4.9%
Q12-9. Availability of parking downtown	15.2%	29.7%	24.1%	22.2%	8.9%

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

Q13. Top choice	Number	Percent
Ease of walking in Carrboro	66	39.8 %
Ease of biking in Carrboro	13	7.8 %
Ease of driving in Carrboro	15	9.0 %
Availability of sidewalks	21	12.7 %
Availability of greenways/multi-use paths	8	4.8 %
Availability of on-street bike amenities	3	1.8 %
Availability of bicycle parking	1	0.6 %
Adequacy of street lighting	13	7.8 %
Availability of parking downtown	18	10.8 %
None chosen	8	4.8 %
Total	166	100.0 %

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

Q13. 2nd choice	Number	Percent
Ease of walking in Carrboro	27	16.3 %
Ease of biking in Carrboro	24	14.5 %
Ease of driving in Carrboro	6	3.6 %
Availability of sidewalks	37	22.3 %
Availability of greenways/multi-use paths	24	14.5 %
Availability of on-street bike amenities	1	0.6 %
Availability of bicycle parking	3	1.8 %
Adequacy of street lighting	17	10.2 %
Availability of parking downtown	18	10.8 %
None chosen	9	5.4 %
Total	166	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	16	9.6 %
Ease of biking in Carrboro	10	6.0 %
Ease of driving in Carrboro	17	10.2 %
Availability of sidewalks	23	13.9 %
Availability of greenways/multi-use paths	30	18.1 %
Availability of on-street bike amenities	10	6.0 %
Availability of bicycle parking	6	3.6 %
Adequacy of street lighting	23	13.9 %
Availability of parking downtown	18	10.8 %
None chosen	13	7.8 %
Total	166	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	109	65.7 %
Ease of biking in Carrboro	47	28.3 %
Ease of driving in Carrboro	38	22.9 %
Availability of sidewalks	81	48.8 %
Availability of greenways/multi-use paths	62	37.3 %
Availability of on-street bike amenities	14	8.4 %
Availability of bicycle parking	10	6.0 %
Adequacy of street lighting	53	31.9 %
Availability of parking downtown	54	32.5 %
None chosen	8	4.8 %
Total	476	

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	86	51.8 %
No	79	47.6 %
Not provided	1	0.6 %
Total	166	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	86	52.1 %
No	79	47.9 %
Total	165	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	58	67.4 %
For errands	56	65.1 %
For recreation	63	73.3 %
Total	177	

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	104	62.7 %
No	60	36.1 %
Not provided	2	1.2 %
Total	166	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	104	63.4 %
No	60	36.6 %
Total	164	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	46	44.2 %
To go to & from shopping	10	9.6 %
To go to & from medical appointments	4	3.8 %
To go to & from social activities	19	18.3 %
To go to & from school	21	20.2 %
Not provided	4	3.8 %
Total	104	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	46	46.0 %
To go to & from shopping	10	10.0 %
To go to & from medical appointments	4	4.0 %
To go to & from social activities	19	19.0 %
To go to & from school	21	21.0 %
Total	100	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	3	5.0 %
Just prefer to drive/bike/walk	38	63.3 %
Service isn't offered to places I need to go	11	18.3 %
Other	7	11.7 %
Not provided	1	1.7 %
Total	60	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	3	5.1 %
Just prefer to drive/bike/walk	38	64.4 %
Service isn't offered to places I need to go	11	18.6 %
Other	7	11.9 %
Total	59	100.0 %

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Maintenance of Downtown Carrboro	24.1%	52.4%	17.5%	3.6%	0.0%	2.4%
Q16-2. Maintenance of Town buildings & facilities	19.9%	53.6%	17.5%	1.2%	0.6%	7.2%
Q16-3. Accessibility of public areas/facilities for persons with disabilities	9.0%	18.7%	12.7%	9.6%	2.4%	47.6%
Q16-4. Landscaping & maintenance in parks, medians, & other public areas	22.9%	45.2%	19.9%	6.0%	0.6%	5.4%
Q16-5. Maintenance & cleanliness of streets & public areas	24.1%	47.6%	14.5%	10.8%	1.2%	1.8%
Q16-6. Maintenance of street signs	25.3%	53.6%	14.5%	3.0%	0.0%	3.6%
Q16-7. Town efforts to mitigate draining/flooding in public areas	12.7%	41.0%	19.3%	9.0%	1.8%	16.3%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Maintenance of Downtown Carrboro	24.7%	53.7%	17.9%	3.7%	0.0%
Q16-2. Maintenance of Town buildings & facilities	21.4%	57.8%	18.8%	1.3%	0.6%
Q16-3. Accessibility of public areas/facilities for persons with disabilities	17.2%	35.6%	24.1%	18.4%	4.6%
Q16-4. Landscaping & maintenance in parks, medians, & other public areas	24.2%	47.8%	21.0%	6.4%	0.6%
Q16-5. Maintenance & cleanliness of streets & public areas	24.5%	48.5%	14.7%	11.0%	1.2%
Q16-6. Maintenance of street signs	26.3%	55.6%	15.0%	3.1%	0.0%
Q16-7. Town efforts to mitigate draining/flooding in public areas	15.1%	48.9%	23.0%	10.8%	2.2%

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

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Downtown Carrboro	44	26.5 %
Maintenance of Town buildings & facilities	3	1.8 %
Accessibility of public areas/facilities for persons with disabilities	37	22.3 %
Landscaping & maintenance in parks, medians, & other public areas	11	6.6 %
Maintenance & cleanliness of streets & public areas	33	19.9 %
Maintenance of street signs	3	1.8 %
Town efforts to mitigate draining/flooding in public areas	21	12.7 %
<u>None chosen</u>	<u>14</u>	<u>8.4 %</u>
Total	166	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	21	12.7 %
Maintenance of Town buildings & facilities	20	12.0 %
Accessibility of public areas/facilities for persons with disabilities	20	12.0 %
Landscaping & maintenance in parks, medians, & other public areas	25	15.1 %
Maintenance & cleanliness of streets & public areas	37	22.3 %
Maintenance of street signs	7	4.2 %
Town efforts to mitigate draining/flooding in public areas	21	12.7 %
<u>None chosen</u>	<u>15</u>	<u>9.0 %</u>
Total	166	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	21	12.7 %
Maintenance of Town buildings & facilities	13	7.8 %
Accessibility of public areas/facilities for persons with disabilities	19	11.4 %
Landscaping & maintenance in parks, medians, & other public areas	28	16.9 %
Maintenance & cleanliness of streets & public areas	37	22.3 %
Maintenance of street signs	6	3.6 %
Town efforts to mitigate draining/flooding in public areas	22	13.3 %
None chosen	20	12.0 %
Total	166	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	86	51.8 %
Maintenance of Town buildings & facilities	36	21.7 %
Accessibility of public areas/facilities for persons with disabilities	76	45.8 %
Landscaping & maintenance in parks, medians, & other public areas	64	38.6 %
Maintenance & cleanliness of streets & public areas	107	64.5 %
Maintenance of street signs	16	9.6 %
Town efforts to mitigate draining/flooding in public areas	64	38.6 %
None chosen	14	8.4 %
Total	463	

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. New company growth (incubators, start-ups, entrepreneurs)	3.0%	20.5%	23.5%	10.2%	2.4%	40.4%
Q18-2. Job growth	4.8%	15.1%	21.7%	13.9%	3.6%	41.0%
Q18-3. Access to shopping	18.1%	46.4%	19.9%	11.4%	1.2%	3.0%
Q18-4. Quality of new commercial development in Town	6.0%	22.3%	28.3%	18.7%	6.0%	18.7%
Q18-5. Access to information about current/proposed private development projects	3.0%	18.7%	22.3%	24.7%	7.2%	24.1%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. New company growth (incubators, start-ups, entrepreneurs)	5.1%	34.3%	39.4%	17.2%	4.0%
Q18-2. Job growth	8.2%	25.5%	36.7%	23.5%	6.1%
Q18-3. Access to shopping	18.6%	47.8%	20.5%	11.8%	1.2%
Q18-4. Quality of new commercial development in Town	7.4%	27.4%	34.8%	23.0%	7.4%
Q18-5. Access to information about current/proposed private development projects	4.0%	24.6%	29.4%	32.5%	9.5%

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)	23	13.9 %
Job growth	27	16.3 %
Access to shopping	46	27.7 %
Quality of new commercial development in Town	24	14.5 %
Access to information about current/proposed private development projects	19	11.4 %
None chosen	27	16.3 %
Total	166	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)	13	7.8 %
Job growth	21	12.7 %
Access to shopping	23	13.9 %
Quality of new commercial development in Town	45	27.1 %
Access to information about current/proposed private development projects	27	16.3 %
None chosen	37	22.3 %
Total	166	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)	36	21.7 %
Job growth	48	28.9 %
Access to shopping	69	41.6 %
Quality of new commercial development in Town	69	41.6 %
Access to information about current/proposed private development projects	46	27.7 %
None chosen	27	16.3 %
Total	295	

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	8	4.8 %
No	158	95.2 %
Total	166	100.0 %

Q20a. How would you rate your overall experience?

Q20a. How would you rate your overall experience

	Number	Percent
Very satisfied	1	12.5 %
Satisfied	3	37.5 %
Neutral	1	12.5 %
Dissatisfied	3	37.5 %
Total	8	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	41	24.7 %
Good	89	53.6 %
Neutral	28	16.9 %
Poor	5	3.0 %
Not provided	3	1.8 %
Total	166	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	41	25.2 %
Good	89	54.6 %
Neutral	28	17.2 %
Poor	5	3.1 %
Total	163	100.0 %

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Availability of housing options by price range	4.2%	14.5%	10.2%	33.7%	30.7%	6.6%
Q23-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	7.8%	27.7%	18.7%	21.1%	18.1%	6.6%
Q23-3. Efforts of Town to expand & preserve housing that is affordable	2.4%	16.3%	20.5%	25.9%	18.1%	16.9%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Availability of housing options by price range	4.5%	15.5%	11.0%	36.1%	32.9%
Q23-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	8.4%	29.7%	20.0%	22.6%	19.4%
Q23-3. Efforts of Town to expand & preserve housing that is affordable	2.9%	19.6%	24.6%	31.2%	21.7%

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	62	37.3 %
Availability of a range of housing types (e.g., apartments, townhomes, condos, duplexes, single family)	24	14.5 %
Efforts of Town to expand & preserve housing that is affordable	64	38.6 %
None chosen	16	9.6 %
Total	166	100.0 %

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

(N=166)

	Yes	No	Not provided
Q25-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	47.0%	46.4%	6.6%
Q25-2. Are you able to find housing you can afford in Carrboro	60.8%	31.9%	7.2%

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

(N=166)

	Yes	No
Q25-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	50.3%	49.7%
Q25-2. Are you able to find housing you can afford in Carrboro	65.6%	34.4%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Availability of information about Town programs & services	14.5%	45.8%	17.5%	10.8%	0.6%	10.8%
Q26-2. Town efforts to keep you informed	13.9%	39.8%	24.1%	12.7%	1.8%	7.8%
Q26-3. Ease of locating information on Town website	10.8%	39.8%	18.7%	9.0%	2.4%	19.3%
Q26-4. Quality of transparent, trusted, & clear Town communication	10.2%	34.3%	28.3%	7.8%	1.8%	17.5%
Q26-5. Level of public involvement in local decision-making	9.0%	28.3%	27.1%	7.8%	4.8%	22.9%
Q26-6. Availability of emergency information	10.8%	39.8%	19.3%	3.6%	1.2%	25.3%
Q26-7. Availability of information & services in languages other than English	4.8%	20.5%	16.3%	2.4%	0.6%	55.4%

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

(N=166)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Availability of information about Town programs & services	16.2%	51.4%	19.6%	12.2%	0.7%
Q26-2. Town efforts to keep you informed	15.0%	43.1%	26.1%	13.7%	2.0%
Q26-3. Ease of locating information on Town website	13.4%	49.3%	23.1%	11.2%	3.0%
Q26-4. Quality of transparent, trusted, & clear Town communication	12.4%	41.6%	34.3%	9.5%	2.2%
Q26-5. Level of public involvement in local decision-making	11.7%	36.7%	35.2%	10.2%	6.3%
Q26-6. Availability of emergency information	14.5%	53.2%	25.8%	4.8%	1.6%
Q26-7. Availability of information & services in languages other than English	10.8%	45.9%	36.5%	5.4%	1.4%

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

Q27. Top choice	Number	Percent
Availability of information about Town programs & services	35	21.1 %
Town efforts to keep you informed	31	18.7 %
Ease of locating information on Town website	11	6.6 %
Quality of transparent, trusted, & clear Town communication	21	12.7 %
Level of public involvement in local decision-making	24	14.5 %
Availability of emergency information	13	7.8 %
Availability of information & services in languages other than English	9	5.4 %
None chosen	22	13.3 %
Total	166	100.0 %

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

Q27. 2nd choice	Number	Percent
Availability of information about Town programs & services	21	12.7 %
Town efforts to keep you informed	27	16.3 %
Ease of locating information on Town website	12	7.2 %
Quality of transparent, trusted, & clear Town communication	20	12.0 %
Level of public involvement in local decision-making	29	17.5 %
Availability of emergency information	19	11.4 %
Availability of information & services in languages other than English	12	7.2 %
None chosen	26	15.7 %
Total	166	100.0 %

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

Q27. Sum of top 2 choices	Number	Percent
Availability of information about Town programs & services	56	33.7 %
Town efforts to keep you informed	58	34.9 %
Ease of locating information on Town website	23	13.9 %
Quality of transparent, trusted, & clear Town communication	41	24.7 %
Level of public involvement in local decision-making	53	31.9 %
Availability of emergency information	32	19.3 %
Availability of information & services in languages other than English	21	12.7 %
None chosen	22	13.3 %
Total	306	

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	50	30.1 %
Communications received at my home (postcards, mail, doorhangers)	66	39.8 %
Traditional media (TV, newspapers, radio, or their social media)	36	21.7 %
Website for Town of Carrboro	70	42.2 %
Carrboro Cable Govt. Channel	3	1.8 %
WCOM Radio	6	3.6 %
Outdoor signage	92	55.4 %
Outdoor info kiosks	28	16.9 %
Town of Carrboro social media	56	33.7 %
Neighborhood associations	12	7.2 %
Local government-produced brochures	6	3.6 %
Recreation & Parks brochure	33	19.9 %
Friends/colleagues/word of mouth	107	64.5 %
Community groups & blogs	22	13.3 %
Nextdoor	24	14.5 %
Other	3	1.8 %
Total	614	

Q31. How many years have you lived in Carrboro?

<u>Q31. How many years have you lived in Carrboro</u>	<u>Number</u>	<u>Percent</u>
0-5	70	42.2 %
6-10	21	12.7 %
11-15	15	9.0 %
16-20	12	7.2 %
21-30	17	10.2 %
31+	26	15.7 %
Not provided	5	3.0 %
Total	166	100.0 %

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

<u>Q31. How many years have you lived in Carrboro</u>	<u>Number</u>	<u>Percent</u>
0-5	70	43.5 %
6-10	21	13.0 %
11-15	15	9.3 %
16-20	12	7.5 %
21-30	17	10.6 %
31+	26	16.1 %
Total	161	100.0 %

Q32. What is your age?

Q32. Your age	Number	Percent
18-34	68	41.0 %
35-44	27	16.3 %
45-54	15	9.0 %
55-64	21	12.7 %
65+	30	18.1 %
Not provided	5	3.0 %
Total	166	100.0 %

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

Q32. Your age	Number	Percent
18-34	68	42.2 %
35-44	27	16.8 %
45-54	15	9.3 %
55-64	21	13.0 %
65+	30	18.6 %
Total	161	100.0 %

Q33. What is your gender identity?

Q33. Your gender identity	Number	Percent
Male	63	38.0 %
Female	89	53.6 %
Non-binary	10	6.0 %
Not provided	4	2.4 %
Total	166	100.0 %

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

Q33. Your gender identity	Number	Percent
Male	63	38.9 %
Female	89	54.9 %
Non-binary	10	6.2 %
Total	162	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	19	11.4 %
No	142	85.5 %
Not provided	5	3.0 %
Total	166	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	19	11.8 %
No	142	88.2 %
Total	161	100.0 %

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

Q35. Your race/ethnicity	Number	Percent
Asian or Asian Indian	9	5.4 %
Black or African American	22	13.3 %
American Indian or Alaska Native	2	1.2 %
White or Caucasian	118	71.1 %
Other	7	4.2 %
Total	158	

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

Q35-6. Self-describe your race/ethnicity	Number	Percent
Hispanic	2	28.6 %
Jewish-Middle Eastern	1	14.3 %
Middle Eastern	1	14.3 %
Jewish	1	14.3 %
Mixed	1	14.3 %
Mixed Spanish and Indigenous	1	14.3 %
Total	7	100.0 %

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

Q36. Primary language used in your household	Number	Percent
English	146	88.0 %
Spanish	9	5.4 %
Other	3	1.8 %
Not provided	8	4.8 %
Total	166	100.0 %

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

Q36. Primary language used in your household	Number	Percent
English	146	92.4 %
Spanish	9	5.7 %
Other	3	1.9 %
Total	158	100.0 %

Q36-3. Other:

Q36-3. Other	Number	Percent
Korean	1	33.3 %
Persian	1	33.3 %
Vietnamese	1	33.3 %
Total	3	100.0 %

Q37. Do you rent or own your home?

<u>Q37. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	103	62.0 %
Own	57	34.3 %
Not provided	6	3.6 %
Total	166	100.0 %

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

<u>Q37. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	103	64.4 %
Own	57	35.6 %
Total	160	100.0 %

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

<u>Q37a. Do you live with roommates to reduce rent costs</u>	<u>Number</u>	<u>Percent</u>
Yes	45	43.7 %
No	51	49.5 %
Not provided	7	6.8 %
Total	103	100.0 %

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

<u>Q37a. Do you live with roommates to reduce rent costs</u>	<u>Number</u>	<u>Percent</u>
Yes	45	46.9 %
No	51	53.1 %
Total	96	100.0 %

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

Q38. Your total annual household income	Number	Percent
Under \$30K	42	25.3 %
\$30K to \$59,999	55	33.1 %
\$60K to \$99,999	28	16.9 %
\$100K to \$129,999	11	6.6 %
\$130K+	18	10.8 %
Not provided	12	7.2 %
Total	166	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	42	27.3 %
\$30K to \$59,999	55	35.7 %
\$60K to \$99,999	28	18.2 %
\$100K to \$129,999	11	7.1 %
\$130K+	18	11.7 %
Total	154	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	7	4.2 %
High school	23	13.9 %
Some college	11	6.6 %
4-year college	41	24.7 %
Graduate degree	78	47.0 %
Not provided	6	3.6 %
Total	166	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	7	4.4 %
High school	23	14.4 %
Some college	11	6.9 %
4-year college	41	25.6 %
Graduate degree	78	48.8 %
Total	160	100.0 %

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

Q40. Do you have access to internet at home?	Number	Percent
Yes	158	95.2 %
No	4	2.4 %
Not provided	4	2.4 %
Total	166	100.0 %

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

Q40. Do you have access to internet at home?	Number	Percent
Yes	158	97.5 %
No	4	2.5 %
Total	162	100.0 %

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

Q40a. Where/how do you regularly access the internet	Number	Percent
Cell phone	2	50.0 %
Work	2	50.0 %
Public space (such as library)	1	25.0 %
Total	5	