



# 2021 Town of Carrboro Community Survey Results for Qualified Census Tracts

Presented to the Town of Carrboro,  
North Carolina  
April 2022



**ETC**  
INSTITUTE

## Results for Residents in Qualified Census Tracts

Census Tract	Number	Percent
107.07	66	48.9 %
107.08	69	51.1 %
Total	135	100.0 %

### **Q1. Participation in Town Services and Facilities. Which services or facilities provided by the Town of Carrboro do you or other members of your household use? [Percentage Reflects % YES (Have Used)]**

N=135	Census Tract		Total
	107.07	107.08	

#### Q1. Which services or facilities provided by Town of Carrboro does your household use

	107.07	107.08	Total
Fire services	40.9%	36.2%	38.5%
Century Center	24.2%	31.9%	28.1%
Recreation programs	36.4%	26.1%	31.1%
Greenways	77.3%	75.4%	76.3%
Town athletic fields	34.8%	24.6%	29.6%
Police services	39.4%	47.8%	43.7%
Trash & yard waste	77.3%	79.7%	78.5%
Permits & inspections	21.2%	17.4%	19.3%
Town website	48.5%	47.8%	48.1%
Downtown parking	80.3%	76.8%	78.5%
Cultural programs	39.4%	33.3%	36.3%
Festivals & events	75.8%	68.1%	71.9%
Town Commons	66.7%	66.7%	66.7%
Town parks	78.8%	84.1%	81.5%
None of these	3.0%	0.0%	1.5%

## Results for Residents in Qualified Census Tracts

### **Q2. Perceptions of Town Government. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q2-1. Town is responsive to the needs of its residents</u>			
Strongly agree	12.3%	25.0%	18.8%
Agree	73.7%	48.3%	60.7%
Neutral	12.3%	16.7%	14.5%
Disagree	0.0%	6.7%	3.4%
Strongly disagree	1.8%	3.3%	2.6%
<u>Q2-2. I have opportunities to participate in Town decision making</u>			
Strongly agree	19.3%	17.5%	18.4%
Agree	42.1%	42.1%	42.1%
Neutral	33.3%	24.6%	28.9%
Disagree	5.3%	7.0%	6.1%
Strongly disagree	0.0%	8.8%	4.4%
<u>Q2-3. I have a good understanding of the services provided by Town</u>			
Strongly agree	14.3%	14.7%	14.5%
Agree	34.9%	41.2%	38.2%
Neutral	34.9%	26.5%	30.5%
Disagree	14.3%	13.2%	13.7%
Strongly disagree	1.6%	4.4%	3.1%

## Results for Residents in Qualified Census Tracts

### **Q3. Key Satisfaction Indicators. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract	
	107.07	107.08

#### Q3-1. Overall quality of services provided by Town

Very satisfied	15.0%	27.9%
Satisfied	76.7%	50.0%
Neutral	8.3%	14.7%
Dissatisfied	0.0%	2.9%
Very dissatisfied	0.0%	4.4%

#### Q3-2. Overall quality of customer service from Town employees

Very satisfied	21.7%	32.2%
Satisfied	65.2%	40.7%
Neutral	13.0%	22.0%
Dissatisfied	0.0%	0.0%
Very dissatisfied	0.0%	5.1%

#### Q3-3. Overall value received for my Town tax dollars & fees

Very satisfied	15.3%	23.0%
Satisfied	54.2%	41.0%
Neutral	20.3%	24.6%
Dissatisfied	8.5%	4.9%
Very dissatisfied	1.7%	6.6%

#### Q3-4. Overall feeling of safety in Town

Very satisfied	36.9%	44.9%
Satisfied	50.8%	40.6%
Neutral	9.2%	8.7%
Dissatisfied	3.1%	2.9%
Very dissatisfied	0.0%	2.9%

## Results for Residents in Qualified Census Tracts

### **Q4. Overall Ratings. Please rate the Town of Carrboro in the areas listed below using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q4-1. As a place to live</u>			
Excellent	60.6%	65.2%	63.0%
Good	33.3%	29.0%	31.1%
Neutral	3.0%	4.3%	3.7%
Below average	1.5%	0.0%	0.7%
Poor	1.5%	1.4%	1.5%
<u>Q4-2. As a place to work</u>			
Excellent	34.0%	33.3%	33.7%
Good	51.1%	33.3%	41.8%
Neutral	12.8%	19.6%	16.3%
Below average	0.0%	11.8%	6.1%
Poor	2.1%	2.0%	2.0%
<u>Q4-3. As a place to raise children</u>			
Excellent	46.5%	58.5%	53.1%
Good	41.9%	30.2%	35.4%
Neutral	7.0%	7.5%	7.3%
Below average	2.3%	0.0%	1.0%
Poor	2.3%	3.8%	3.1%
<u>Q4-4. As a place to retire</u>			
Excellent	37.2%	44.4%	41.2%
Good	48.8%	31.5%	39.2%
Neutral	7.0%	13.0%	10.3%
Below average	2.3%	3.7%	3.1%
Poor	4.7%	7.4%	6.2%

## Results for Residents in Qualified Census Tracts

### **Q4. Overall Ratings. Please rate the Town of Carrboro in the areas listed below using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q4-5. As a place where I feel welcome</u>			
Excellent	59.4%	59.4%	59.4%
Good	32.8%	31.9%	32.3%
Neutral	6.3%	5.8%	6.0%
Below average	0.0%	0.0%	0.0%
Poor	1.6%	2.9%	2.3%
<u>Q4-6. As a place to do business</u>			
Excellent	31.9%	33.3%	32.7%
Good	53.2%	37.3%	44.9%
Neutral	8.5%	23.5%	16.3%
Below average	2.1%	2.0%	2.0%
Poor	4.3%	3.9%	4.1%
<u>Q4-7. As a community addressing racial equity</u>			
Excellent	11.3%	34.4%	23.0%
Good	51.6%	48.4%	50.0%
Neutral	21.0%	7.8%	14.3%
Below average	14.5%	9.4%	11.9%
Poor	1.6%	0.0%	0.8%
<u>Q4-8. As a community advancing climate action</u>			
Excellent	12.5%	31.0%	21.9%
Good	46.4%	34.5%	40.4%
Neutral	30.4%	27.6%	28.9%
Below average	10.7%	6.9%	8.8%
Poor	0.0%	0.0%	0.0%

## Results for Residents in Qualified Census Tracts

### **Q4. Overall Ratings. Please rate the Town of Carrboro in the areas listed below using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q4-9. As a community headed in right direction</u>			
Excellent	23.4%	40.9%	32.3%
Good	53.1%	33.3%	43.1%
Neutral	15.6%	18.2%	16.9%
Below average	6.3%	4.5%	5.4%
Poor	1.6%	3.0%	2.3%
<u>Q4-10. Accessibility of public areas/facilities for persons with disabilities</u>			
Excellent	5.1%	27.7%	17.4%
Good	53.8%	34.0%	43.0%
Neutral	33.3%	29.8%	31.4%
Below average	2.6%	4.3%	3.5%
Poor	5.1%	4.3%	4.7%
<u>Q4-11. Overall quality of life in Town</u>			
Excellent	36.4%	42.0%	39.3%
Good	57.6%	44.9%	51.1%
Neutral	4.5%	8.7%	6.7%
Below average	0.0%	2.9%	1.5%
Poor	1.5%	1.4%	1.5%

## Results for Residents in Qualified Census Tracts

### **Q5. Major Categories of Services. Please rate your satisfaction with the Town services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q5-1. Communication &amp; engagement</u>			
Very satisfied	15.3%	25.4%	20.6%
Satisfied	57.6%	40.3%	48.4%
Neutral	20.3%	26.9%	23.8%
Dissatisfied	6.8%	3.0%	4.8%
Very dissatisfied	0.0%	4.5%	2.4%
<u>Q5-2. Economic development</u>			
Very satisfied	5.8%	20.0%	13.4%
Satisfied	48.1%	36.7%	42.0%
Neutral	34.6%	23.3%	28.6%
Dissatisfied	9.6%	15.0%	12.5%
Very dissatisfied	1.9%	5.0%	3.6%
<u>Q5-3. Fire services</u>			
Very satisfied	38.0%	43.1%	40.6%
Satisfied	48.0%	41.2%	44.6%
Neutral	14.0%	15.7%	14.9%
Dissatisfied	0.0%	0.0%	0.0%
Very dissatisfied	0.0%	0.0%	0.0%
<u>Q5-4. Housing &amp; community services</u>			
Very satisfied	7.0%	17.9%	13.1%
Satisfied	34.9%	32.1%	33.3%
Neutral	41.9%	23.2%	31.3%
Dissatisfied	14.0%	23.2%	19.2%
Very dissatisfied	2.3%	3.6%	3.0%



## Results for Residents in Qualified Census Tracts

### **Q5. Major Categories of Services. Please rate your satisfaction with the Town services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q5-5. Parks &amp; recreation facilities</u>			
Very satisfied	18.8%	40.9%	30.0%
Satisfied	60.9%	40.9%	50.8%
Neutral	10.9%	13.6%	12.3%
Dissatisfied	9.4%	4.5%	6.9%
Very dissatisfied	0.0%	0.0%	0.0%
<u>Q5-6. Planning, zoning &amp; inspection services</u>			
Very satisfied	5.1%	20.5%	13.3%
Satisfied	43.6%	29.5%	36.1%
Neutral	43.6%	38.6%	41.0%
Dissatisfied	7.7%	6.8%	7.2%
Very dissatisfied	0.0%	4.5%	2.4%
<u>Q5-7. Police services</u>			
Very satisfied	12.5%	26.3%	19.5%
Satisfied	53.6%	40.4%	46.9%
Neutral	25.0%	24.6%	24.8%
Dissatisfied	5.4%	5.3%	5.3%
Very dissatisfied	3.6%	3.5%	3.5%
<u>Q5-8. Public parking</u>			
Very satisfied	14.3%	27.3%	20.9%
Satisfied	52.4%	42.4%	47.3%
Neutral	25.4%	12.1%	18.6%
Dissatisfied	6.3%	15.2%	10.9%
Very dissatisfied	1.6%	3.0%	2.3%

## Results for Residents in Qualified Census Tracts

### **Q5. Major Categories of Services. Please rate your satisfaction with the Town services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q5-9. Public works (trash/yard waste collection)</u>			
Very satisfied	42.6%	46.2%	44.4%
Satisfied	41.0%	41.5%	41.3%
Neutral	13.1%	9.2%	11.1%
Dissatisfied	3.3%	1.5%	2.4%
Very dissatisfied	0.0%	1.5%	0.8%
<u>Q5-10. Recreation &amp; cultural programs</u>			
Very satisfied	20.8%	35.5%	29.1%
Satisfied	60.4%	43.5%	50.9%
Neutral	16.7%	17.7%	17.3%
Dissatisfied	2.1%	3.2%	2.7%
Very dissatisfied	0.0%	0.0%	0.0%
<u>Q5-11. Stormwater management</u>			
Very satisfied	10.6%	20.4%	15.6%
Satisfied	55.3%	28.6%	41.7%
Neutral	21.3%	36.7%	29.2%
Dissatisfied	10.6%	4.1%	7.3%
Very dissatisfied	2.1%	10.2%	6.3%
<u>Q5-12. Transportation</u>			
Very satisfied	19.4%	33.3%	26.2%
Satisfied	56.5%	33.3%	45.1%
Neutral	17.7%	20.0%	18.9%
Dissatisfied	4.8%	11.7%	8.2%
Very dissatisfied	1.6%	1.7%	1.6%

## Results for Residents in Qualified Census Tracts

### **Q5. Major Categories of Services. Please rate your satisfaction with the Town services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q5-13. Overall quality of services provided by Town</u>			
Very satisfied	12.5%	25.4%	19.1%
Satisfied	71.9%	56.7%	64.1%
Neutral	15.6%	11.9%	13.7%
Dissatisfied	0.0%	4.5%	2.3%
Very dissatisfied	0.0%	1.5%	0.8%

### **Q6. Which THREE of the services listed in Question 5 are most important to you? (top 3)**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q6. Top choice</u>			
Communication & engagement	16.7%	18.8%	17.8%
Economic development	19.7%	21.7%	20.7%
Fire services	13.6%	8.7%	11.1%
Housing & community services	42.4%	40.6%	41.5%
Parks & recreation facilities	43.9%	55.1%	49.6%
Planning, zoning & inspection services	13.6%	7.2%	10.4%
Police services	18.2%	15.9%	17.0%
Public parking	16.7%	20.3%	18.5%
Public works (trash/yard waste collection)	21.2%	17.4%	19.3%
Recreation & cultural programs	18.2%	21.7%	20.0%
Stormwater management	12.1%	10.1%	11.1%
Transportation	43.9%	20.3%	31.9%
Overall quality of services provided by Town	9.1%	14.5%	11.9%
None chosen	3.0%	8.7%	5.9%

## Results for Residents in Qualified Census Tracts

### **Q7. Public Safety Services. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q7-1. Fire safety, education, &amp; outreach</u>			
Very satisfied	26.0%	23.2%	24.5%
Satisfied	48.0%	30.4%	38.7%
Neutral	26.0%	41.1%	34.0%
Dissatisfied	0.0%	1.8%	0.9%
Very dissatisfied	0.0%	3.6%	1.9%
<u>Q7-2. Police safety, education, &amp; outreach</u>			
Very satisfied	16.0%	20.7%	18.5%
Satisfied	42.0%	32.8%	37.0%
Neutral	36.0%	36.2%	36.1%
Dissatisfied	2.0%	3.4%	2.8%
Very dissatisfied	4.0%	6.9%	5.6%
<u>Q7-3. Traffic enforcement</u>			
Very satisfied	3.6%	15.4%	9.9%
Satisfied	42.9%	41.5%	42.1%
Neutral	37.5%	21.5%	28.9%
Dissatisfied	10.7%	12.3%	11.6%
Very dissatisfied	5.4%	9.2%	7.4%
<u>Q7-4. Safety &amp; security in your neighborhood</u>			
Very satisfied	20.6%	26.1%	23.5%
Satisfied	54.0%	37.7%	45.5%
Neutral	22.2%	27.5%	25.0%
Dissatisfied	1.6%	4.3%	3.0%
Very dissatisfied	1.6%	4.3%	3.0%

**Results for Residents in Qualified Census Tracts**

**Q7. Public Safety Services. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q7-5. Accessibility of crime data/police records</u>			
Very satisfied	7.5%	23.7%	15.4%
Satisfied	40.0%	28.9%	34.6%
Neutral	47.5%	36.8%	42.3%
Dissatisfied	5.0%	5.3%	5.1%
Very dissatisfied	0.0%	5.3%	2.6%

**Q8. Which TWO of the public safety services listed in Question 7 are most important to you? (top 2)**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q8. Top choice</u>			
Fire safety, education, & outreach	39.4%	27.5%	33.3%
Police safety, education, & outreach	24.2%	39.1%	31.9%
Traffic enforcement	28.8%	31.9%	30.4%
Safety & security in your neighborhood	60.6%	71.0%	65.9%
Accessibility of crime data/police records	16.7%	5.8%	11.1%
None chosen	9.1%	10.1%	9.6%

## Results for Residents in Qualified Census Tracts

### **Q9. Transportation. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q9-1. Ease of driving in Carrboro</u>			
Very satisfied	27.0%	27.3%	27.1%
Satisfied	47.6%	47.0%	47.3%
Neutral	17.5%	13.6%	15.5%
Dissatisfied	6.3%	10.6%	8.5%
Very dissatisfied	1.6%	1.5%	1.6%
<u>Q9-2. Ease of walking in Carrboro</u>			
Very satisfied	30.8%	45.6%	38.3%
Satisfied	49.2%	33.8%	41.4%
Neutral	13.8%	10.3%	12.0%
Dissatisfied	4.6%	8.8%	6.8%
Very dissatisfied	1.5%	1.5%	1.5%
<u>Q9-3. Ease of bicycling in Carrboro</u>			
Very satisfied	12.5%	21.4%	17.3%
Satisfied	45.8%	32.1%	38.5%
Neutral	25.0%	28.6%	26.9%
Dissatisfied	14.6%	12.5%	13.5%
Very dissatisfied	2.1%	5.4%	3.8%
<u>Q9-4. Availability of sidewalks</u>			
Very satisfied	10.8%	22.1%	16.5%
Satisfied	47.7%	36.8%	42.1%
Neutral	26.2%	19.1%	22.6%
Dissatisfied	10.8%	17.6%	14.3%
Very dissatisfied	4.6%	4.4%	4.5%

## Results for Residents in Qualified Census Tracts

### **Q9. Transportation. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q9-5. Availability of greenways/multi-use paths</u>			
Very satisfied	11.1%	21.5%	16.4%
Satisfied	44.4%	46.2%	45.3%
Neutral	19.0%	15.4%	17.2%
Dissatisfied	22.2%	13.8%	18.0%
Very dissatisfied	3.2%	3.1%	3.1%
<u>Q9-6. Availability of on-street bike facilities</u>			
Very satisfied	8.7%	21.3%	15.1%
Satisfied	41.3%	27.7%	34.4%
Neutral	26.1%	34.0%	30.1%
Dissatisfied	13.0%	14.9%	14.0%
Very dissatisfied	10.9%	2.1%	6.5%
<u>Q9-7. Availability of bicycle parking</u>			
Very satisfied	10.9%	26.5%	18.9%
Satisfied	45.7%	36.7%	41.1%
Neutral	34.8%	18.4%	26.3%
Dissatisfied	6.5%	14.3%	10.5%
Very dissatisfied	2.2%	4.1%	3.2%
<u>Q9-8. Adequacy of street lighting</u>			
Very satisfied	12.1%	19.1%	15.7%
Satisfied	47.0%	38.2%	42.5%
Neutral	22.7%	23.5%	23.1%
Dissatisfied	10.6%	10.3%	10.4%
Very dissatisfied	7.6%	8.8%	8.2%

## Results for Residents in Qualified Census Tracts

### **Q9. Transportation. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q9-9. Availability of parking downtown</u>			
Very satisfied	19.7%	20.6%	20.2%
Satisfied	49.2%	39.7%	44.2%
Neutral	18.0%	16.2%	17.1%
Dissatisfied	13.1%	14.7%	14.0%
Very dissatisfied	0.0%	8.8%	4.7%

### **Q10. Which THREE of the services listed in Question 9 are most important to you? (top 3)**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q10. Top choice</u>			
Ease of driving in Carrboro	27.3%	31.9%	29.6%
Ease of walking in Carrboro	68.2%	59.4%	63.7%
Ease of bicycling in Carrboro	36.4%	36.2%	36.3%
Availability of sidewalks	43.9%	36.2%	40.0%
Availability of greenways/multi-use paths	47.0%	46.4%	46.7%
Availability of on-street bike facilities	10.6%	2.9%	6.7%
Availability of bicycle parking	0.0%	1.4%	0.7%
Adequacy of street lighting	25.8%	18.8%	22.2%
Availability of parking downtown	25.8%	36.2%	31.1%
None chosen	3.0%	5.8%	4.4%



## Results for Residents in Qualified Census Tracts

### **Q11. Does anyone in your household ride a bicycle?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q11. Does anyone in your household ride a bicycle</u>			
Yes	59.1%	72.5%	65.9%
No	40.9%	27.5%	34.1%

### **Q12. Public Facilities. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q12-1. Maintenance of Downtown Carrboro</u>			
Very satisfied	20.0%	33.8%	27.1%
Satisfied	64.6%	38.2%	51.1%
Neutral	9.2%	22.1%	15.8%
Dissatisfied	4.6%	2.9%	3.8%
Very dissatisfied	1.5%	2.9%	2.3%
 <u>Q12-2. Maintenance of Town buildings &amp; facilities</u>			
Very satisfied	20.4%	34.9%	28.2%
Satisfied	59.3%	42.9%	50.4%
Neutral	18.5%	19.0%	18.8%
Dissatisfied	1.9%	3.2%	2.6%
Very dissatisfied	0.0%	0.0%	0.0%
 <u>Q12-3. Landscaping &amp; maintenance in parks, medians, &amp; other public areas</u>			
Very satisfied	26.6%	38.8%	32.8%
Satisfied	54.7%	47.8%	51.1%
Neutral	12.5%	9.0%	10.7%
Dissatisfied	4.7%	3.0%	3.8%
Very dissatisfied	1.6%	1.5%	1.5%

## Results for Residents in Qualified Census Tracts

### **Q12. Public Facilities. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<b>Q12-4. Maintenance &amp; cleanliness of streets &amp; public areas</b>			
Very satisfied	26.6%	32.4%	29.5%
Satisfied	53.1%	47.1%	50.0%
Neutral	12.5%	10.3%	11.4%
Dissatisfied	7.8%	10.3%	9.1%
Very dissatisfied	0.0%	0.0%	0.0%

### **Q13. Which TWO of the items listed in Question 12 are most important to you? (top 2)**

N=135	Census Tract		Total
	107.07	107.08	
<b>Q13. Top choice</b>			
Maintenance of Downtown Carrboro	43.9%	42.0%	43.0%
Maintenance of Town buildings & facilities	12.1%	13.0%	12.6%
Landscaping & maintenance in parks, medians, & other public areas	47.0%	49.3%	48.1%
Maintenance & cleanliness of streets & public areas	65.2%	76.8%	71.1%
None chosen	13.6%	8.7%	11.1%

## Results for Residents in Qualified Census Tracts

### **Q14. Housing. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	

#### Q14-1. Availability of housing options by price

Very satisfied	1.8%	4.8%	3.3%
Satisfied	26.3%	9.5%	17.5%
Neutral	24.6%	15.9%	20.0%
Dissatisfied	28.1%	30.2%	29.2%
Very dissatisfied	19.3%	39.7%	30.0%

#### Q14-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, single family)

Very satisfied	3.4%	8.3%	5.9%
Satisfied	36.2%	21.7%	28.8%
Neutral	25.9%	31.7%	28.8%
Dissatisfied	25.9%	21.7%	23.7%
Very dissatisfied	8.6%	16.7%	12.7%

#### Q14-3. Efforts of Town to expand & preserve affordable housing

Very satisfied	2.0%	5.4%	3.8%
Satisfied	26.0%	16.1%	20.8%
Neutral	30.0%	23.2%	26.4%
Dissatisfied	30.0%	21.4%	25.5%
Very dissatisfied	12.0%	33.9%	23.6%

## Results for Residents in Qualified Census Tracts

### **Q16. In which ONE of the following areas would you prefer to live?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q16. In which one area would you prefer to live</u>			
An area with housing only	18.2%	29.0%	23.7%
An area with a mix of homes, shops, & businesses	80.3%	66.7%	73.3%
Not provided	1.5%	4.3%	3.0%

### **Q17. Perceptions of Community. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q17-1. Overall appearance of Town</u>			
Very satisfied	21.5%	33.3%	27.6%
Satisfied	61.5%	44.9%	53.0%
Neutral	12.3%	20.3%	16.4%
Dissatisfied	4.6%	0.0%	2.2%
Very dissatisfied	0.0%	1.4%	0.7%
<u>Q17-2. Quality of new development in Carrboro</u>			
Very satisfied	7.1%	20.0%	13.8%
Satisfied	39.3%	20.0%	29.3%
Neutral	32.1%	33.3%	32.8%
Dissatisfied	14.3%	21.7%	18.1%
Very dissatisfied	7.1%	5.0%	6.0%
<u>Q17-3. Access to parks &amp; green space</u>			
Very satisfied	21.5%	30.9%	26.3%
Satisfied	52.3%	38.2%	45.1%
Neutral	18.5%	22.1%	20.3%
Dissatisfied	6.2%	5.9%	6.0%
Very dissatisfied	1.5%	2.9%	2.3%

## Results for Residents in Qualified Census Tracts

### **Q17. Perceptions of Community. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q17-4. Variety of businesses in Carrboro</u>			
Very satisfied	7.6%	15.9%	11.9%
Satisfied	48.5%	43.5%	45.9%
Neutral	25.8%	26.1%	25.9%
Dissatisfied	10.6%	7.2%	8.9%
Very dissatisfied	7.6%	7.2%	7.4%
<u>Q17-5. Availability of cultural activities &amp; arts</u>			
Very satisfied	24.1%	27.3%	25.8%
Satisfied	46.6%	45.5%	46.0%
Neutral	20.7%	24.2%	22.6%
Dissatisfied	6.9%	3.0%	4.8%
Very dissatisfied	1.7%	0.0%	0.8%
<u>Q17-6. Availability of festivals &amp; community events</u>			
Very satisfied	27.6%	34.8%	31.5%
Satisfied	50.0%	33.3%	41.1%
Neutral	15.5%	28.8%	22.6%
Dissatisfied	5.2%	3.0%	4.0%
Very dissatisfied	1.7%	0.0%	0.8%

## Results for Residents in Qualified Census Tracts

### **Q18. Town Information. What are your sources for Town of Carrboro news and information?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q18. What are your sources for Town news &amp; information</u>			
Town email subscription	28.8%	29.0%	28.9%
Traditional media (TV, newspapers, radio, or their social media)	39.4%	40.6%	40.0%
Website for Town of Carrboro	56.1%	55.1%	55.6%
Carrboro Cable Govt. Channel	3.0%	2.9%	3.0%
WCOM Radio	1.5%	8.7%	5.2%
Outdoor signage	71.2%	59.4%	65.2%
Outdoor info kiosks	22.7%	20.3%	21.5%
Town of Carrboro social media	40.9%	30.4%	35.6%
Neighborhood associations	12.1%	26.1%	19.3%
Local government-produced brochures or pamphlets	16.7%	13.0%	14.8%
Recreation & Parks brochure	22.7%	40.6%	31.9%
Friends/colleagues/word of mouth	62.1%	63.8%	63.0%
Community groups & blogs	13.6%	18.8%	16.3%
Nextdoor	15.2%	20.3%	17.8%
Other	6.1%	2.9%	4.4%

## Results for Residents in Qualified Census Tracts

### **Q19. Town Communication and Engagement. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q19-1. Access to information about Town programs &amp; services</u>			
Very satisfied	13.8%	15.9%	14.9%
Satisfied	51.7%	46.0%	48.8%
Neutral	31.0%	34.9%	33.1%
Dissatisfied	3.4%	3.2%	3.3%
Very dissatisfied	0.0%	0.0%	0.0%
<u>Q19-2. Town efforts to keep you informed about local issues</u>			
Very satisfied	10.7%	17.7%	14.4%
Satisfied	48.2%	45.2%	46.6%
Neutral	32.1%	27.4%	29.7%
Dissatisfied	7.1%	8.1%	7.6%
Very dissatisfied	1.8%	1.6%	1.7%
<u>Q19-3. Usefulness of Town website</u>			
Very satisfied	9.6%	22.9%	16.0%
Satisfied	51.9%	39.6%	46.0%
Neutral	26.9%	22.9%	25.0%
Dissatisfied	11.5%	12.5%	12.0%
Very dissatisfied	0.0%	2.1%	1.0%
<u>Q19-4. Usefulness of Town social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)</u>			
Very satisfied	15.9%	23.7%	19.5%
Satisfied	61.4%	36.8%	50.0%
Neutral	15.9%	31.6%	23.2%
Dissatisfied	6.8%	7.9%	7.3%
Very dissatisfied	0.0%	0.0%	0.0%

## Results for Residents in Qualified Census Tracts

### **Q19. Town Communication and Engagement. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q19-5. Quality of transparent, trusted, &amp; accurate Town communication</u>			
Very satisfied	5.8%	18.5%	12.3%
Satisfied	59.6%	46.3%	52.8%
Neutral	32.7%	27.8%	30.2%
Dissatisfied	1.9%	3.7%	2.8%
Very dissatisfied	0.0%	3.7%	1.9%
<u>Q19-6. Quality of Carrboro This Week (weekly email newsletter)</u>			
Very satisfied	13.0%	18.2%	15.6%
Satisfied	39.1%	31.8%	35.6%
Neutral	39.1%	40.9%	40.0%
Dissatisfied	8.7%	9.1%	8.9%
Very dissatisfied	0.0%	0.0%	0.0%
<u>Q19-7. Your experience engaging with Town Government process</u>			
Very satisfied	13.3%	13.5%	13.4%
Satisfied	51.1%	43.2%	47.6%
Neutral	33.3%	32.4%	32.9%
Dissatisfied	0.0%	8.1%	3.7%
Very dissatisfied	2.2%	2.7%	2.4%
<u>Q19-8. Access to emergency information</u>			
Very satisfied	14.9%	24.1%	19.8%
Satisfied	53.2%	46.3%	49.5%
Neutral	25.5%	24.1%	24.8%
Dissatisfied	6.4%	3.7%	5.0%
Very dissatisfied	0.0%	1.9%	1.0%



## Results for Residents in Qualified Census Tracts

### **Q20. Which TWO of the items listed in Question 19 are most important to you? (top 2)**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q20. Top choice</u>			
Access to information about Town programs & services	30.3%	33.3%	31.9%
Town efforts to keep you informed about local issues	33.3%	42.0%	37.8%
Usefulness of Town website	16.7%	11.6%	14.1%
Usefulness of Town social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	18.2%	5.8%	11.9%
Quality of transparent, trusted, & accurate Town communication	22.7%	31.9%	27.4%
Quality of Carrboro This Week (weekly email newsletter)	1.5%	1.4%	1.5%
Your experience engaging with Town Government process	15.2%	11.6%	13.3%
Access to emergency information	24.2%	39.1%	31.9%
None chosen	15.2%	10.1%	12.6%

## Results for Residents in Qualified Census Tracts

**Q21. ARPA Funding Priorities. The Town of Carrboro has been allocated funds through the American Rescue Plan Act, also known as ARPA. This is once-in-a-lifetime funding support from the federal government. The purpose of these funds is to help communities respond to the COVID-19 pandemic, address economic fallout, and lay the foundation for a strong and equitable recovery. The Town is engaging with the public to help identify and prioritize areas of investment and need. Knowing this, how important do you think it is for the Town to use ARPA funds for the items listed below. (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	

Q21-1. Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)

Very important	39.1%	50.7%	45.0%
Important	37.5%	31.3%	34.4%
Somewhat important	18.8%	14.9%	16.8%
Not important	3.1%	1.5%	2.3%
Not important at all	1.6%	1.5%	1.5%

Q21-2. Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)

Very important	54.7%	49.3%	51.9%
Important	29.7%	31.3%	30.5%
Somewhat important	14.1%	16.4%	15.3%
Not important	0.0%	1.5%	0.8%
Not important at all	1.6%	1.5%	1.5%

Q21-3. Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)

Very important	78.1%	60.6%	69.2%
Important	15.6%	30.3%	23.1%
Somewhat important	6.3%	7.6%	6.9%
Not important	0.0%	0.0%	0.0%
Not important at all	0.0%	1.5%	0.8%

## Results for Residents in Qualified Census Tracts

**Q21. ARPA Funding Priorities. The Town of Carrboro has been allocated funds through the American Rescue Plan Act, also known as ARPA. This is once-in-a-lifetime funding support from the federal government. The purpose of these funds is to help communities respond to the COVID-19 pandemic, address economic fallout, and lay the foundation for a strong and equitable recovery. The Town is engaging with the public to help identify and prioritize areas of investment and need. Knowing this, how important do you think it is for the Town to use ARPA funds for the items listed below. (without "don't know")**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q21-4. Provide premium pay for essential workers of Town of Carrboro</u>			
Very important	28.1%	41.8%	35.1%
Important	43.8%	31.3%	37.4%
Somewhat important	23.4%	20.9%	22.1%
Not important	4.7%	3.0%	3.8%
Not important at all	0.0%	3.0%	1.5%

Q21-5. Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)

Very important	43.8%	48.5%	46.2%
Important	35.9%	27.9%	31.8%
Somewhat important	14.1%	19.1%	16.7%
Not important	6.3%	2.9%	4.5%
Not important at all	0.0%	1.5%	0.8%

## Results for Residents in Qualified Census Tracts

### **Q22. Please rank the priority for investing ARPA funds in each of the areas listed in Q21 above. (top 5)**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q22. Top choice</u>			
Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)	87.9%	85.5%	86.7%
Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)	92.4%	87.0%	89.6%
Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	92.4%	87.0%	89.6%
Provide premium pay for essential workers of Town of Carrboro	90.9%	85.5%	88.1%
Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)	89.4%	85.5%	87.4%
None chosen	4.5%	13.0%	8.9%

### **Q24. How many years have you lived in Carrboro?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q24. How many years have you lived in Carrboro</u>			
0-5	42.4%	37.7%	40.0%
6-10	21.2%	18.8%	20.0%
11-15	16.7%	7.2%	11.9%
16-20	6.1%	11.6%	8.9%
21-30	7.6%	13.0%	10.4%
31+	4.5%	7.2%	5.9%
Not provided	1.5%	4.3%	3.0%

## Results for Residents in Qualified Census Tracts

### **Q25. Do you belong to a neighborhood association or HOA?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q25. Do you belong to a neighborhood association or HOA</u>			
Yes	21.2%	21.7%	21.5%
No	72.7%	68.1%	70.4%
Not provided	6.1%	10.1%	8.1%

### **Q26. Do you have access to the internet?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q26. Do you have access to internet</u>			
Yes	97.0%	91.3%	94.1%
No	3.0%	8.7%	5.9%
Not provided	0.0%	0.0%	0.0%

### **Q27. What is your age?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q27. What is your age</u>			
18-34	51.5%	34.8%	43.0%
35-44	13.6%	17.4%	15.6%
45-54	7.6%	13.0%	10.4%
55-64	19.7%	17.4%	18.5%
65+	6.1%	13.0%	9.6%
Not provided	1.5%	4.3%	3.0%

## Results for Residents in Qualified Census Tracts

### **Q28. What is your gender identity?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q28. What is your gender identity</u>			
Male	39.4%	43.5%	41.5%
Female	56.1%	56.5%	56.3%
Non-binary/other	4.5%	0.0%	2.2%

### **Q29. Which of the following best describes your race? (multiple responses allowed)**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q29. What best describes your race</u>			
Asian/Pacific Islander	10.6%	8.7%	9.6%
Black/African American	15.2%	11.6%	13.3%
Hispanic/Latino	4.5%	14.5%	9.6%
Native American	0.0%	0.0%	0.0%
White	68.2%	62.3%	65.2%
Other	0.0%	2.9%	1.5%
Not Provided	1.5%	2.9%	1.9%

### **Q30. What is the primary language used in your household?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q30. What is the primary language used in your household</u>			
English	95.5%	85.5%	90.4%
Spanish	1.5%	5.8%	3.7%
Other	0.0%	4.3%	2.2%
Not provided	3.0%	4.3%	3.7%

## Results for Residents in Qualified Census Tracts

### Q31. Do you rent or own your home?

N=135	Census Tract		Total
	107.07	107.08	
<u>Q31. Do you rent or own your home</u>			
Rent	68.2%	88.4%	78.5%
Own	31.8%	11.6%	21.5%
Other	0.0%	0.0%	0.0%
Not provided	0.0%	0.0%	0.0%

### Q32. Which of the following best describes your home?

N=135	Census Tract		Total
	107.07	107.08	
<u>Q32. What best describes your home</u>			
Single family	56.1%	31.9%	43.7%
Multi-family	40.9%	66.7%	54.1%
Other	3.0%	1.4%	2.2%

### Q33. Do you own rental property in Carrboro?

N=135	Census Tract		Total
	107.07	107.08	
<u>Q33. Do you own rental property in Carrboro</u>			
Yes	6.1%	4.3%	5.2%
No	93.9%	95.7%	94.8%

## Results for Residents in Qualified Census Tracts

### **Q34. Are you registered to vote in the Town of Carrboro?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q34. Are you registered to vote in Town of Carrboro</u>			
Yes	83.3%	73.9%	78.5%
No	16.7%	21.7%	19.3%
Not provided	0.0%	4.3%	2.2%

### **Q35. Would you say your total annual household income is...**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q35. What is your total annual household income</u>			
Under \$30K	34.8%	26.1%	30.4%
\$30K to \$59,999	24.2%	30.4%	27.4%
\$60K to \$99,999	15.2%	31.9%	23.7%
\$100K to \$149,999	13.6%	7.2%	10.4%
\$150K+	4.5%	2.9%	3.7%
Not provided	7.6%	1.4%	4.4%

### **Q36. What is the highest level of education that you have completed?**

N=135	Census Tract		Total
	107.07	107.08	
<u>Q36. What is the highest level of education you have completed</u>			
Less than high school	10.6%	14.5%	12.6%
High school	18.2%	29.0%	23.7%
Some college	13.6%	13.0%	13.3%
4-year college	15.2%	20.3%	17.8%
Graduate degree	33.3%	18.8%	25.9%
Not provided	9.1%	4.3%	6.7%