



# Town of Hillsborough 2023 Community Survey

**GIS Maps**

Submitted to the Town of Hillsborough, North Carolina by:

ETC Institute  
725 W. Frontier Lane,  
Olathe, KS 66061

January 2024



**ETC**  
INSTITUTE

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# GIS Maps

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## Interpreting GIS Maps

### 2023 Town of Hillsborough Community Survey

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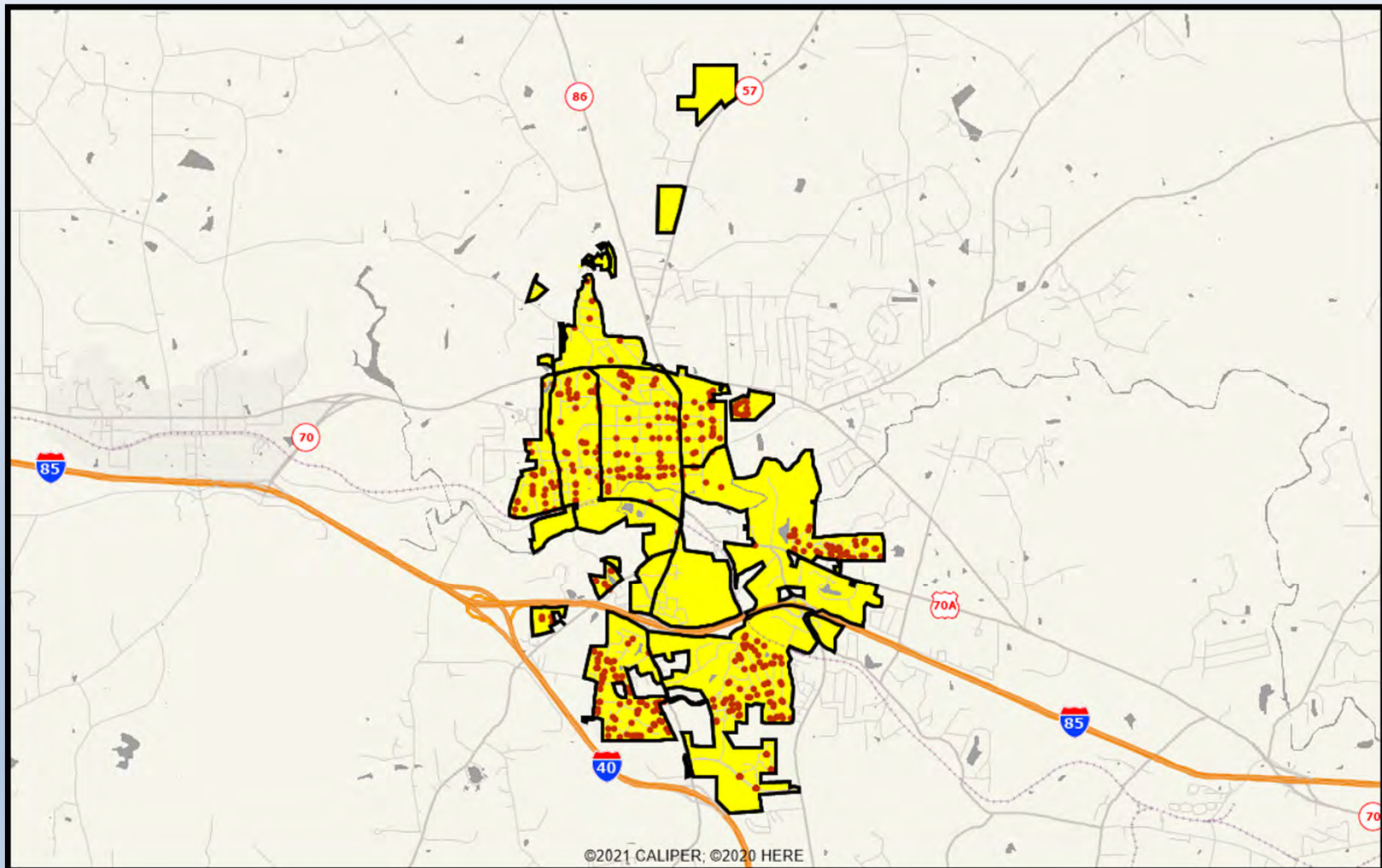
The maps on the following pages show the mean ratings for several questions on the survey.

When reading the maps, please use the following color scheme as a guide:

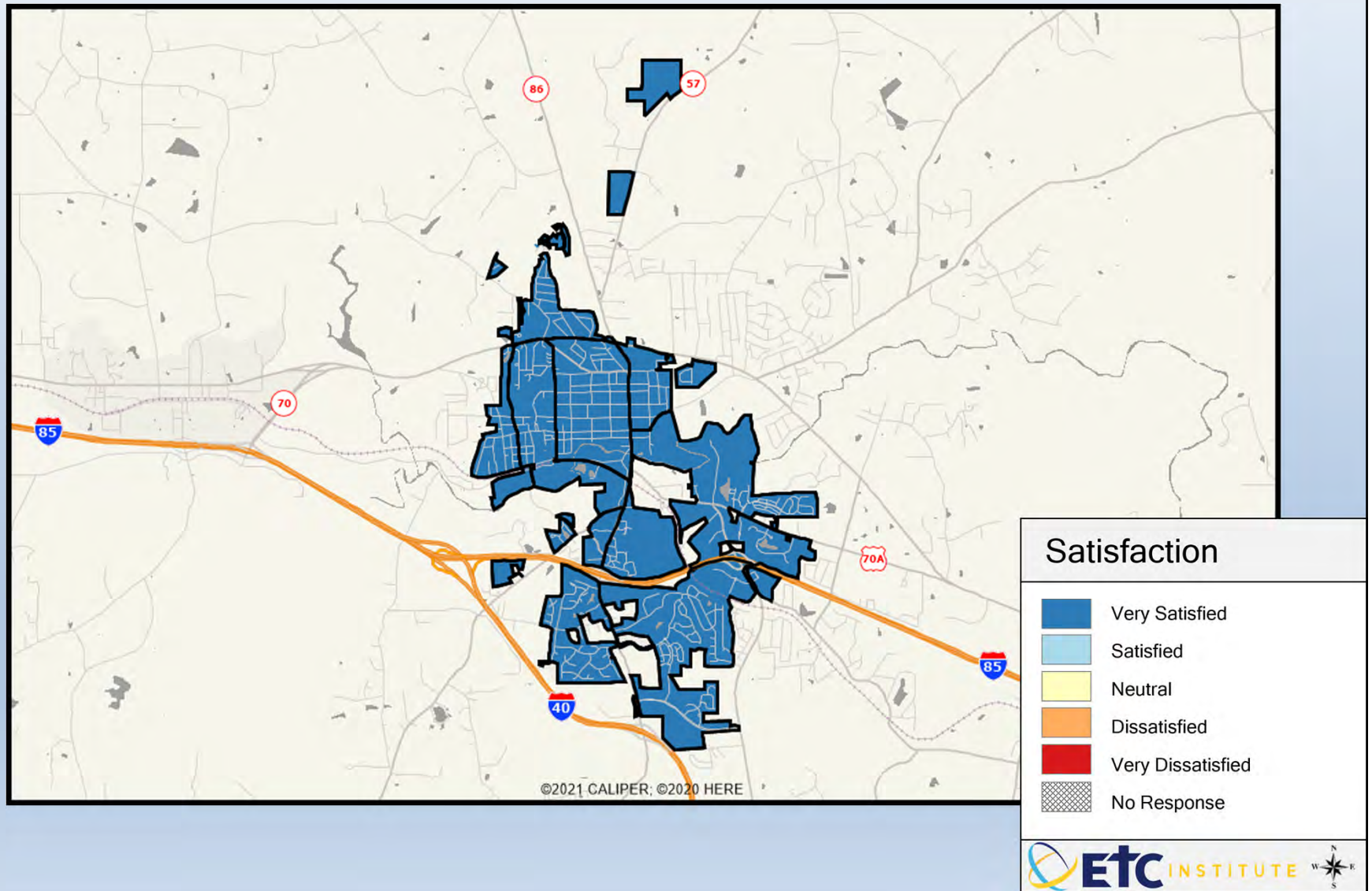
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “very satisfied” or “satisfied” and ratings of “excellent” or “good,” and “very safe,” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate or often reliable.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “dissatisfied” or “very dissatisfied” and ratings of “below average” or “poor,” or “unsafe,” or “very unsafe.”

# Location of Respondents

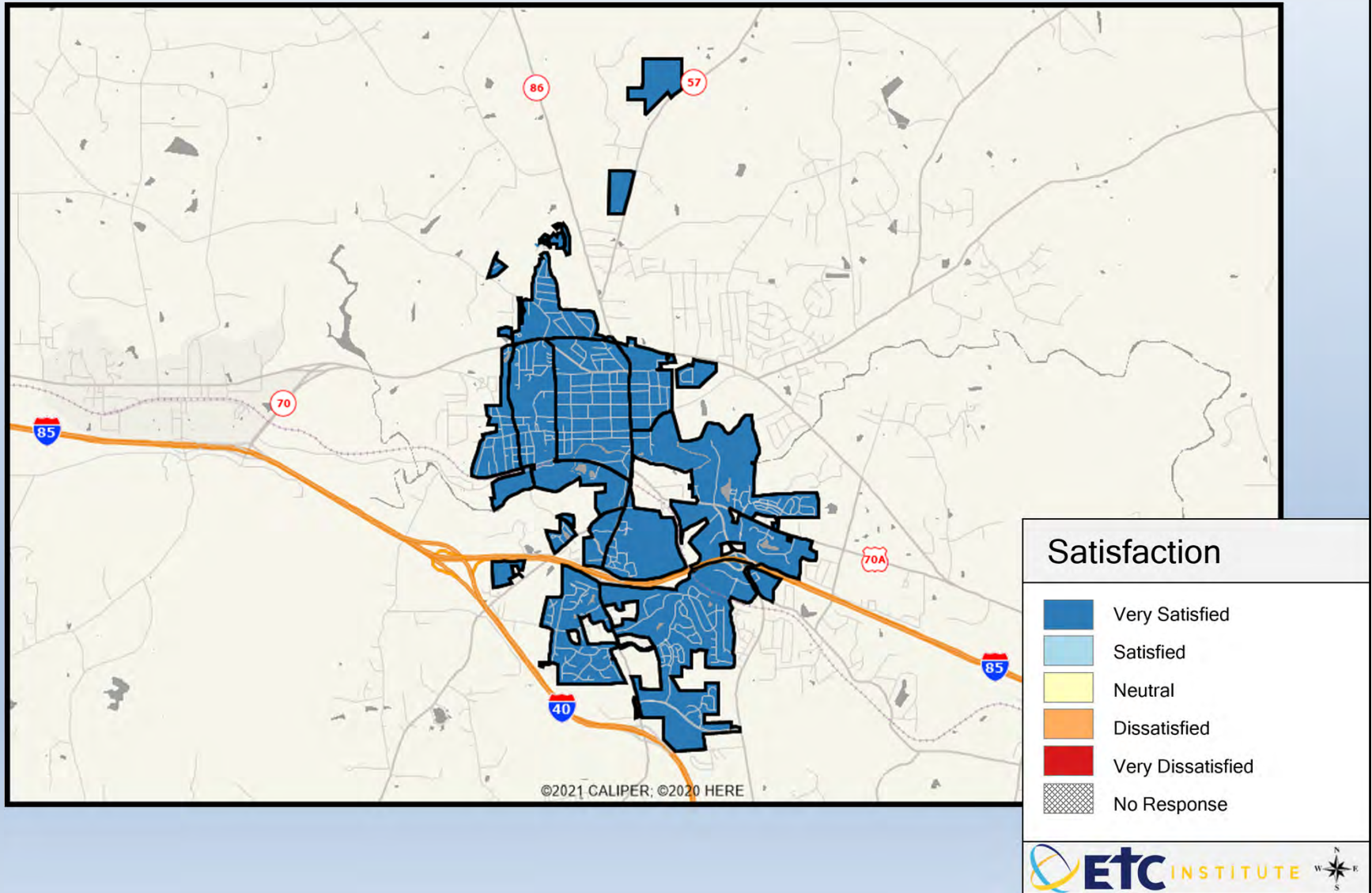
(Boundaries by Census Block Group)



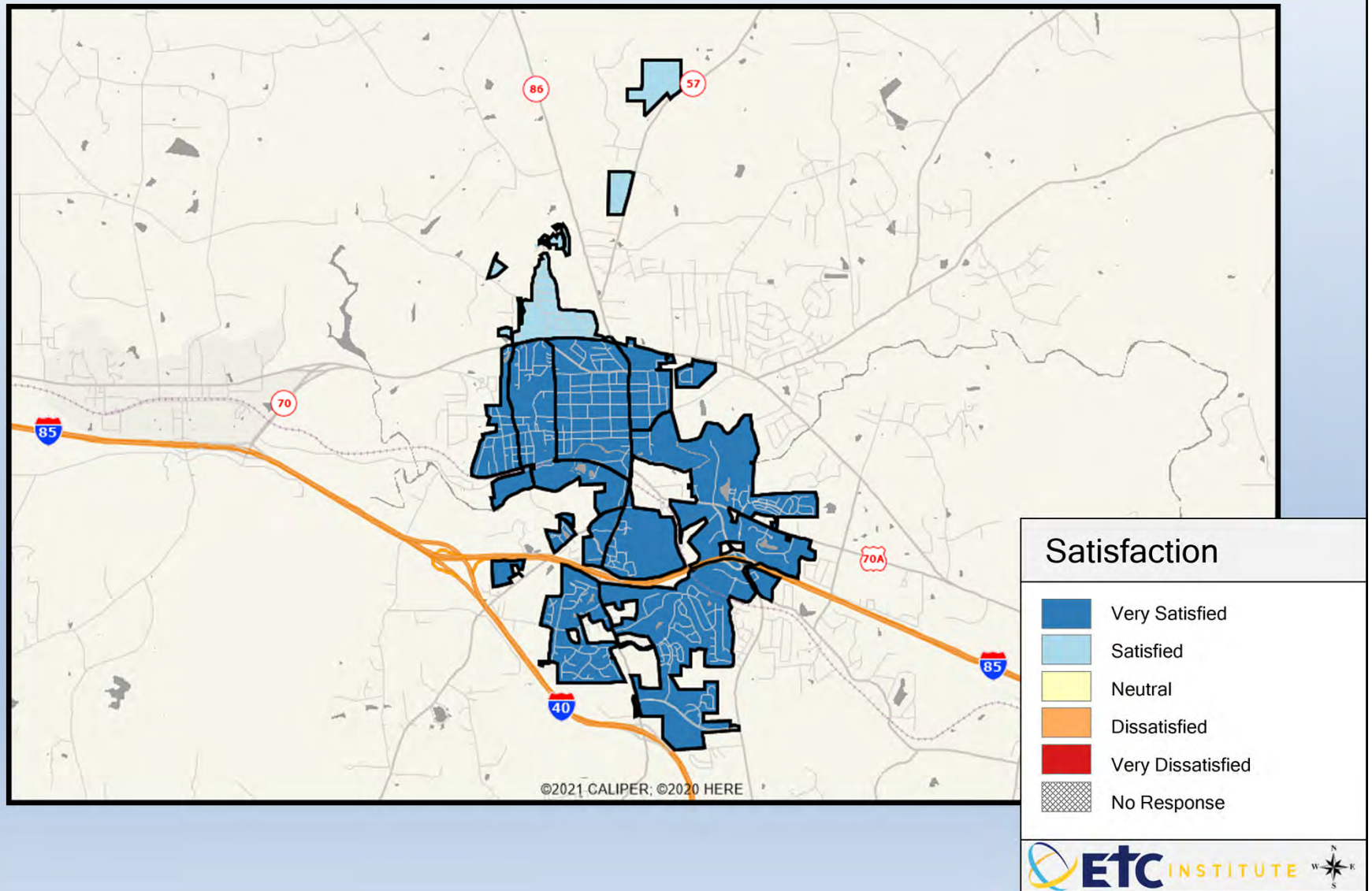
# Q1-1. Overall quality of police protection



# Q1-2. Overall quality of fire services

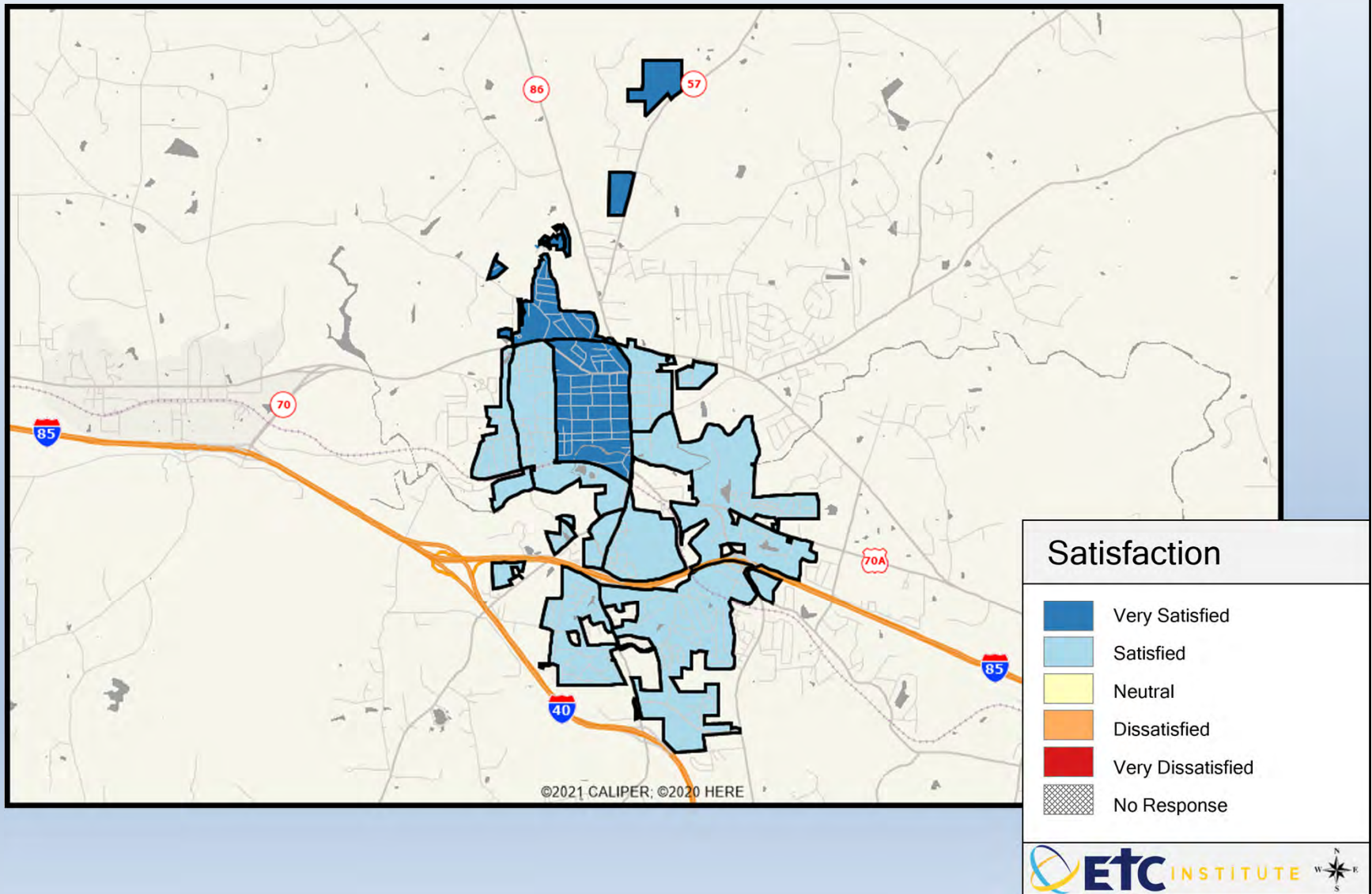


# Q1-3. Overall quality of town parks

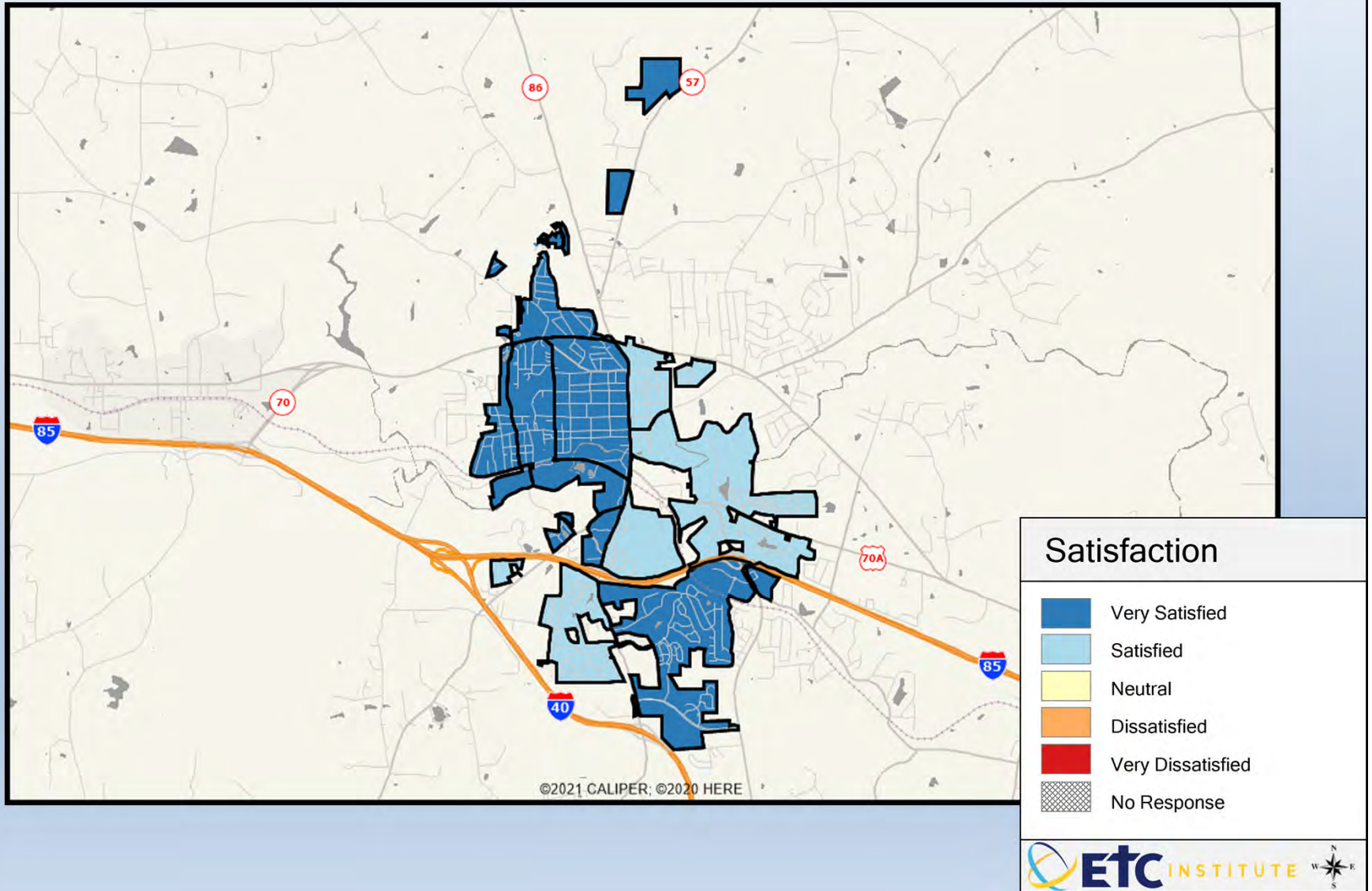




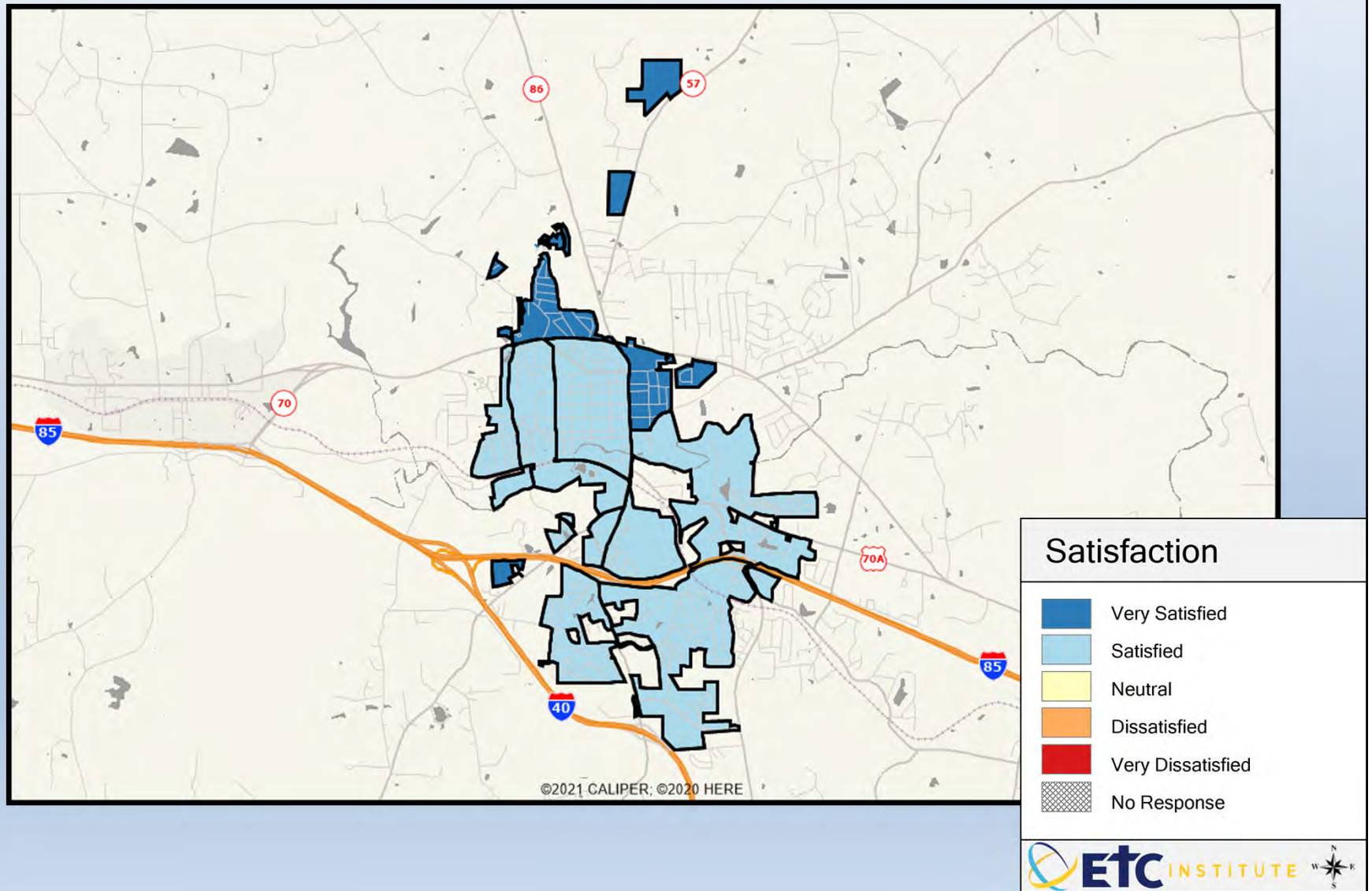
# Q1-4. Overall maintenance of town streets



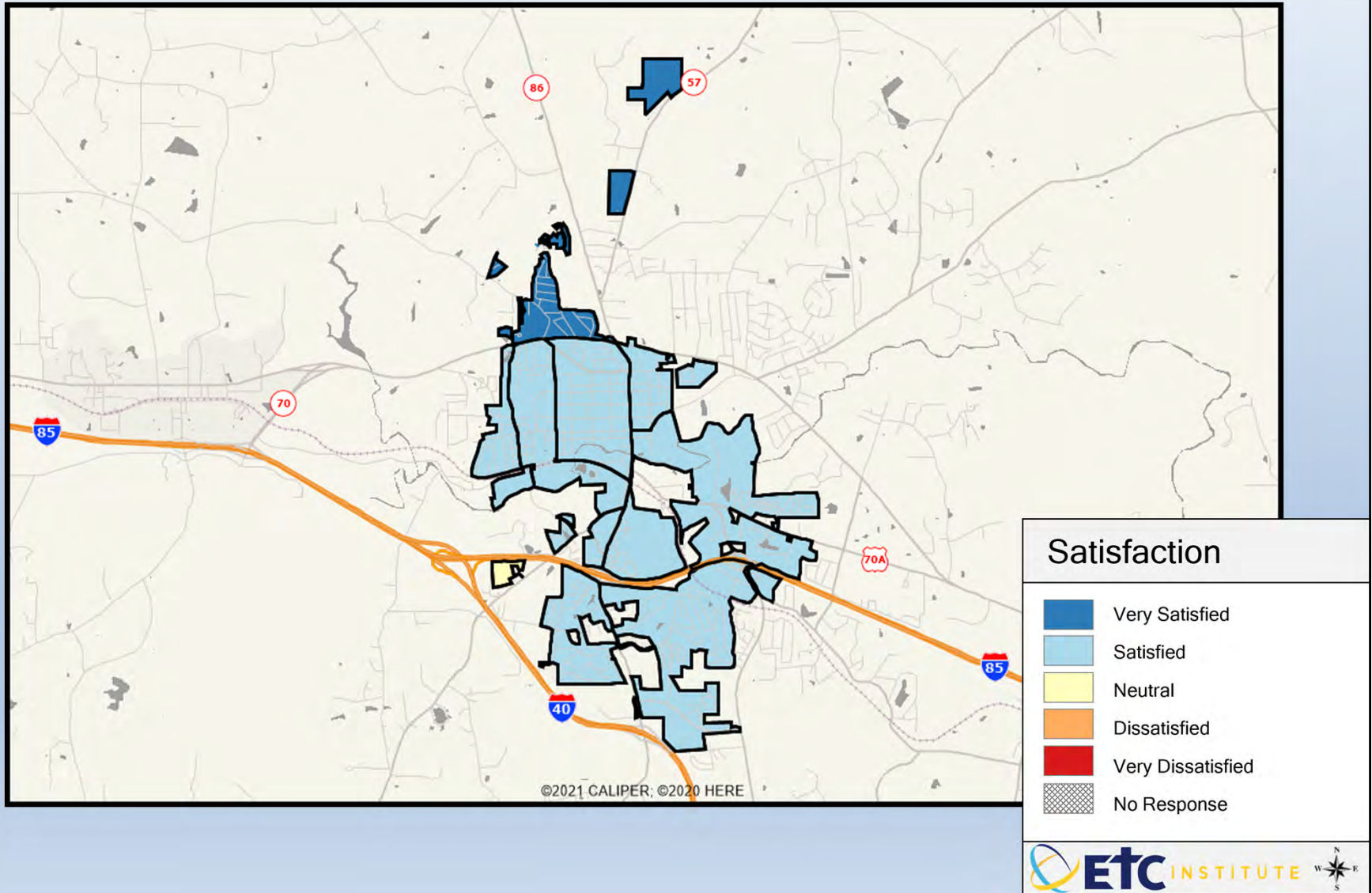
# Q1-5. Overall maintenance of town buildings and facilities



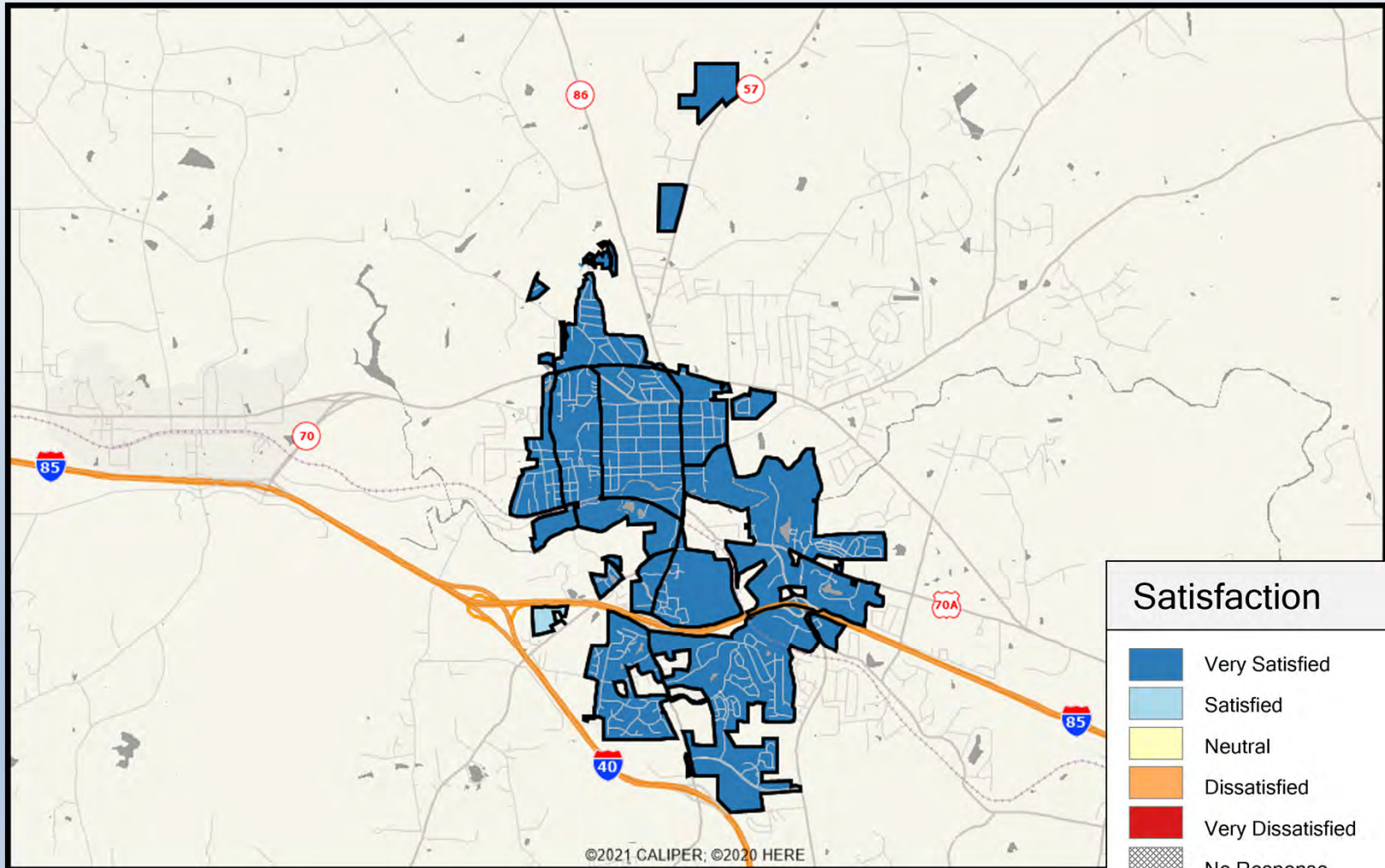
# Q1-6. Overall quality of water and sewer services



# Q1-7. Overall enforcement of codes and ordinances



# Q1-8. Overall quality of customer service you receive from town employees

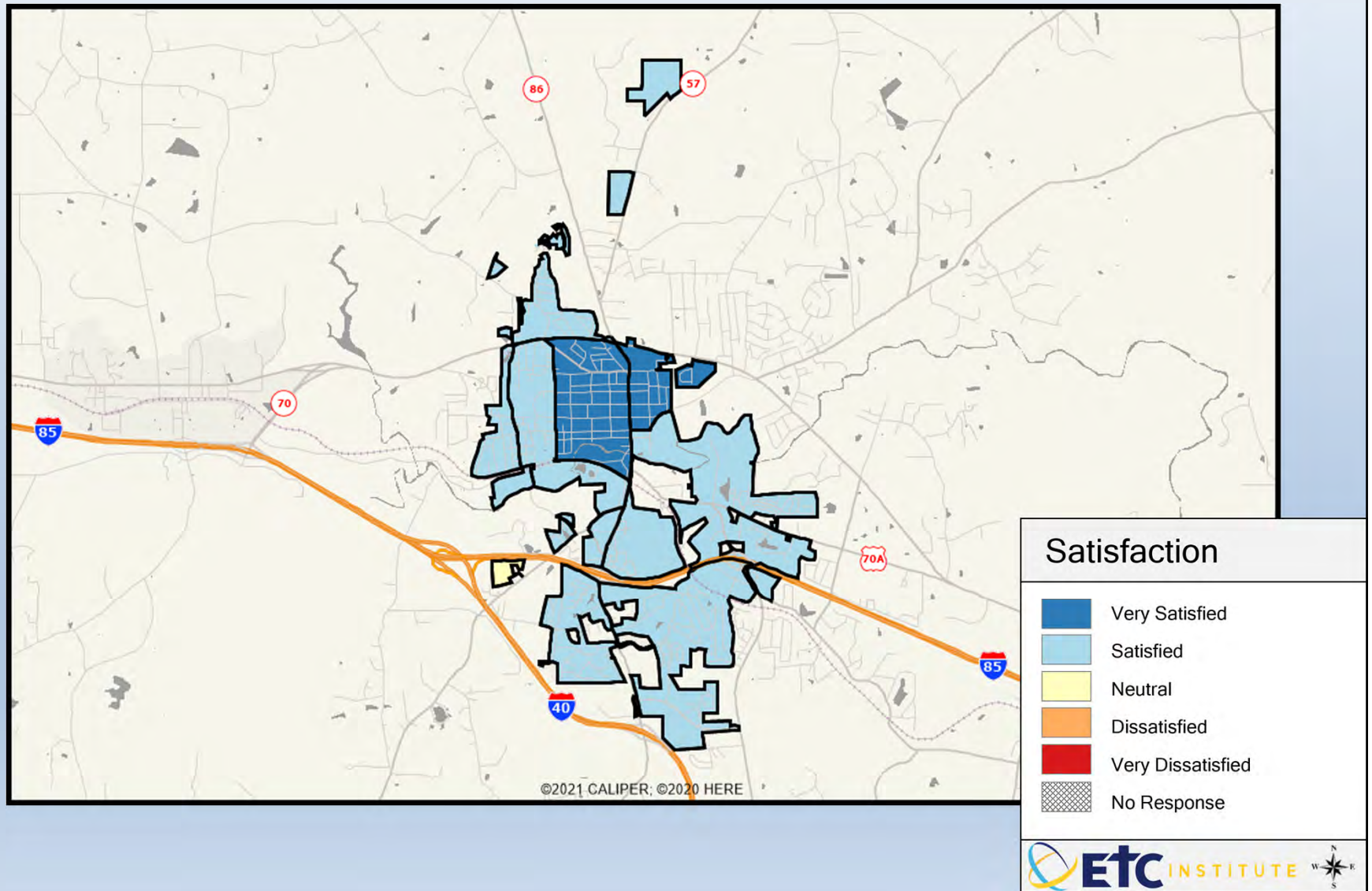


**Satisfaction**

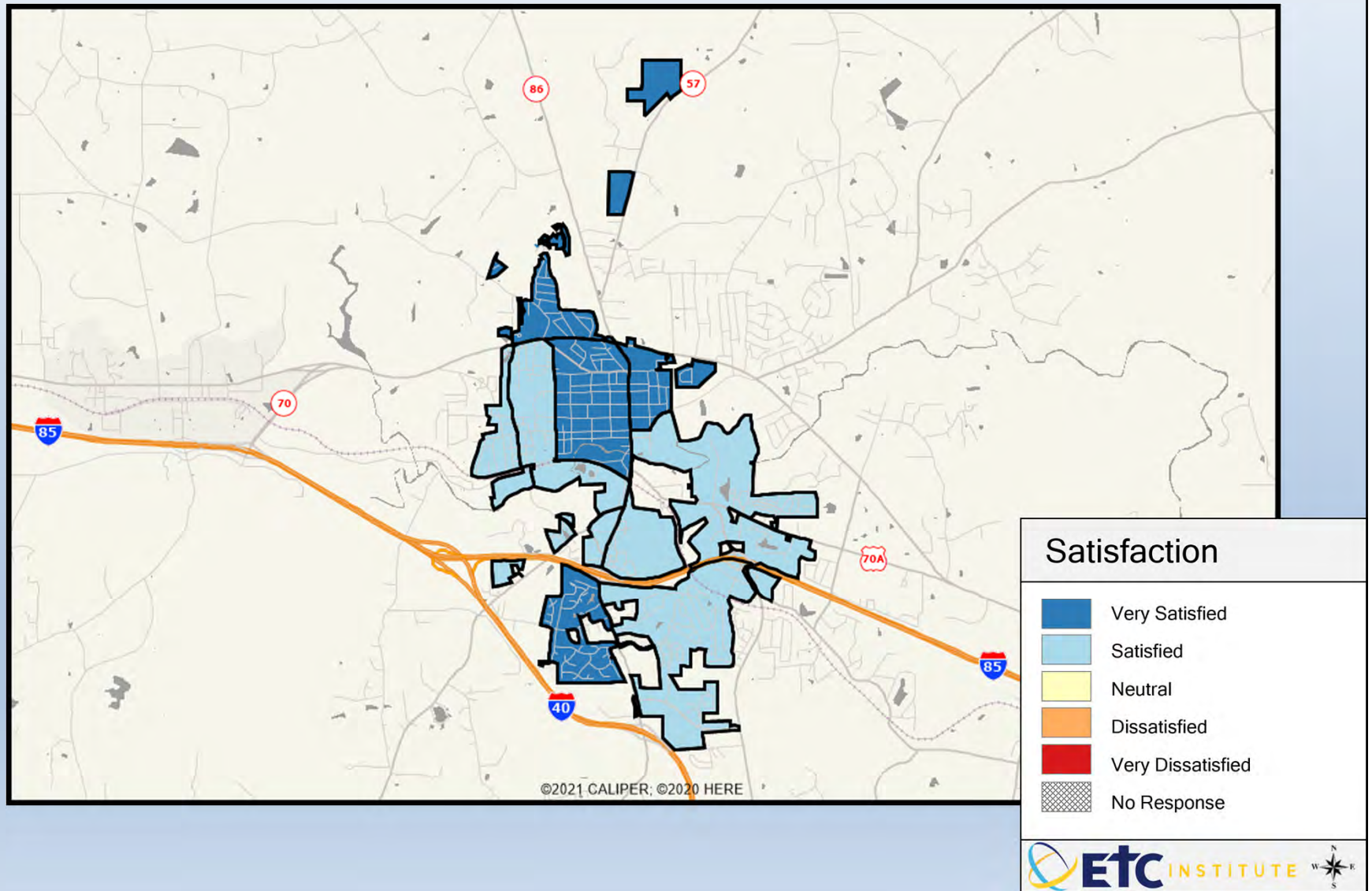
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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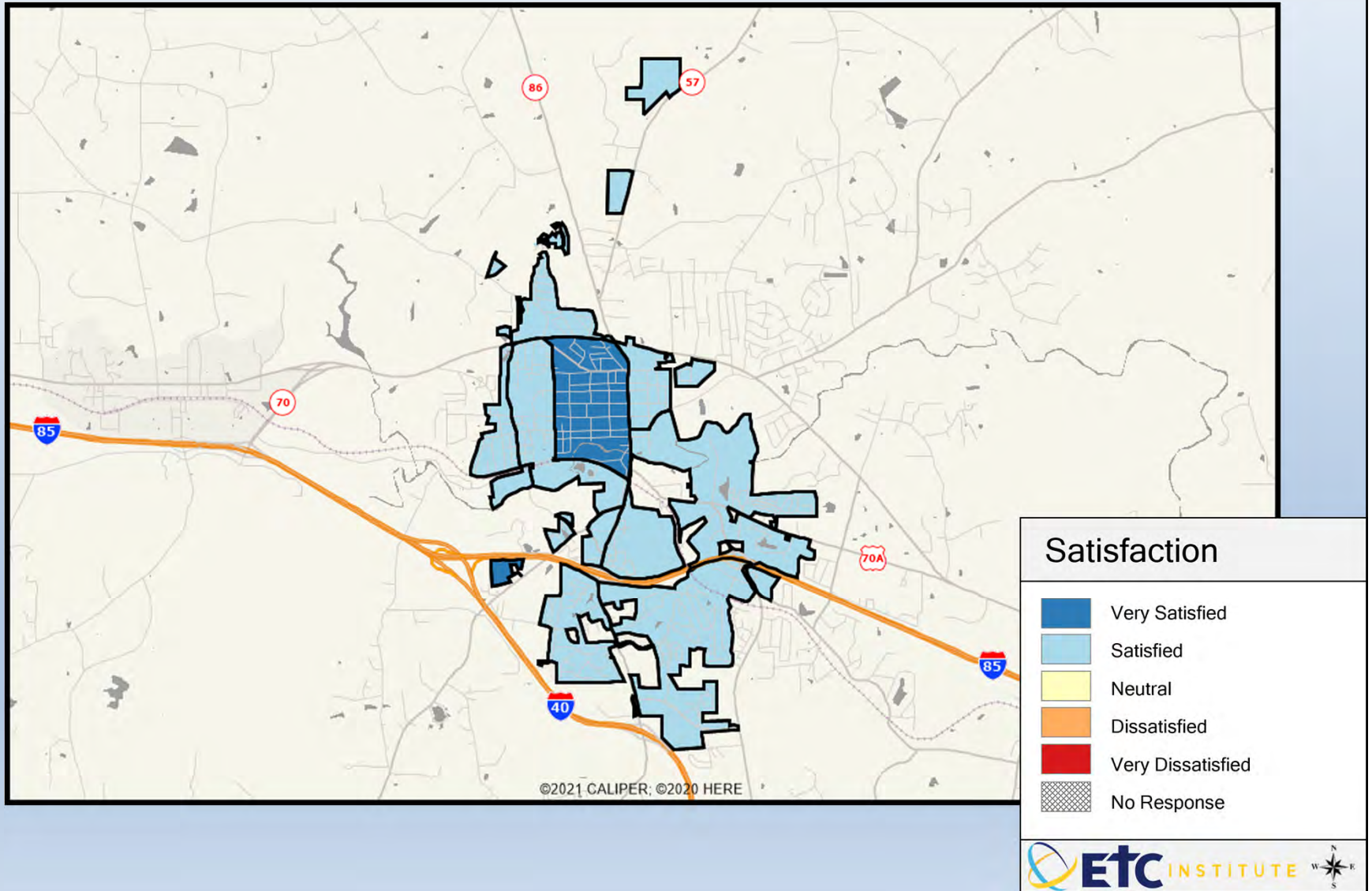
# Q1-9. Overall effectiveness of communication with the public



# Q3-1. Overall quality of services provided by the town

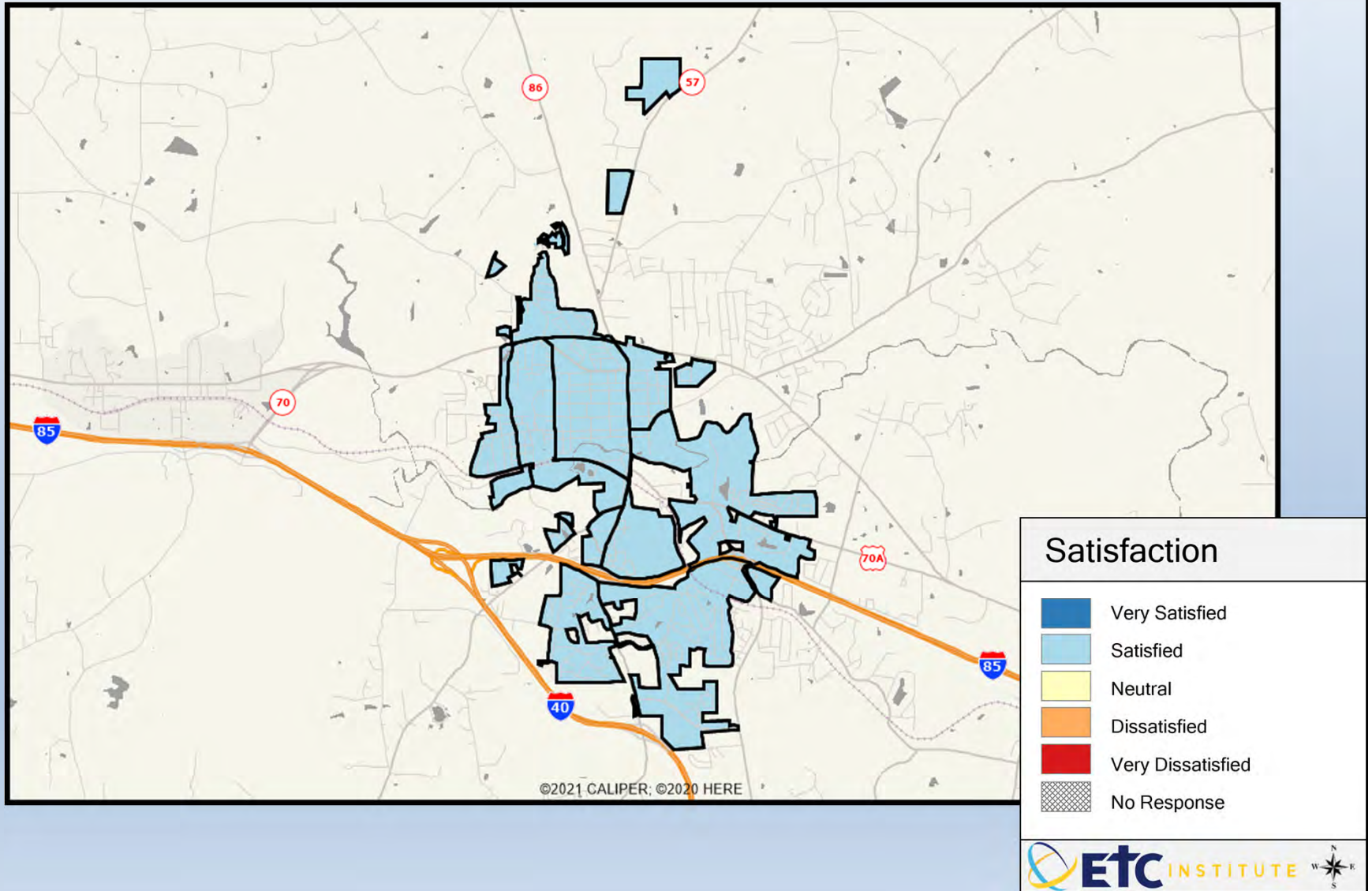


# Q3-2. Overall appearance of Hillsborough

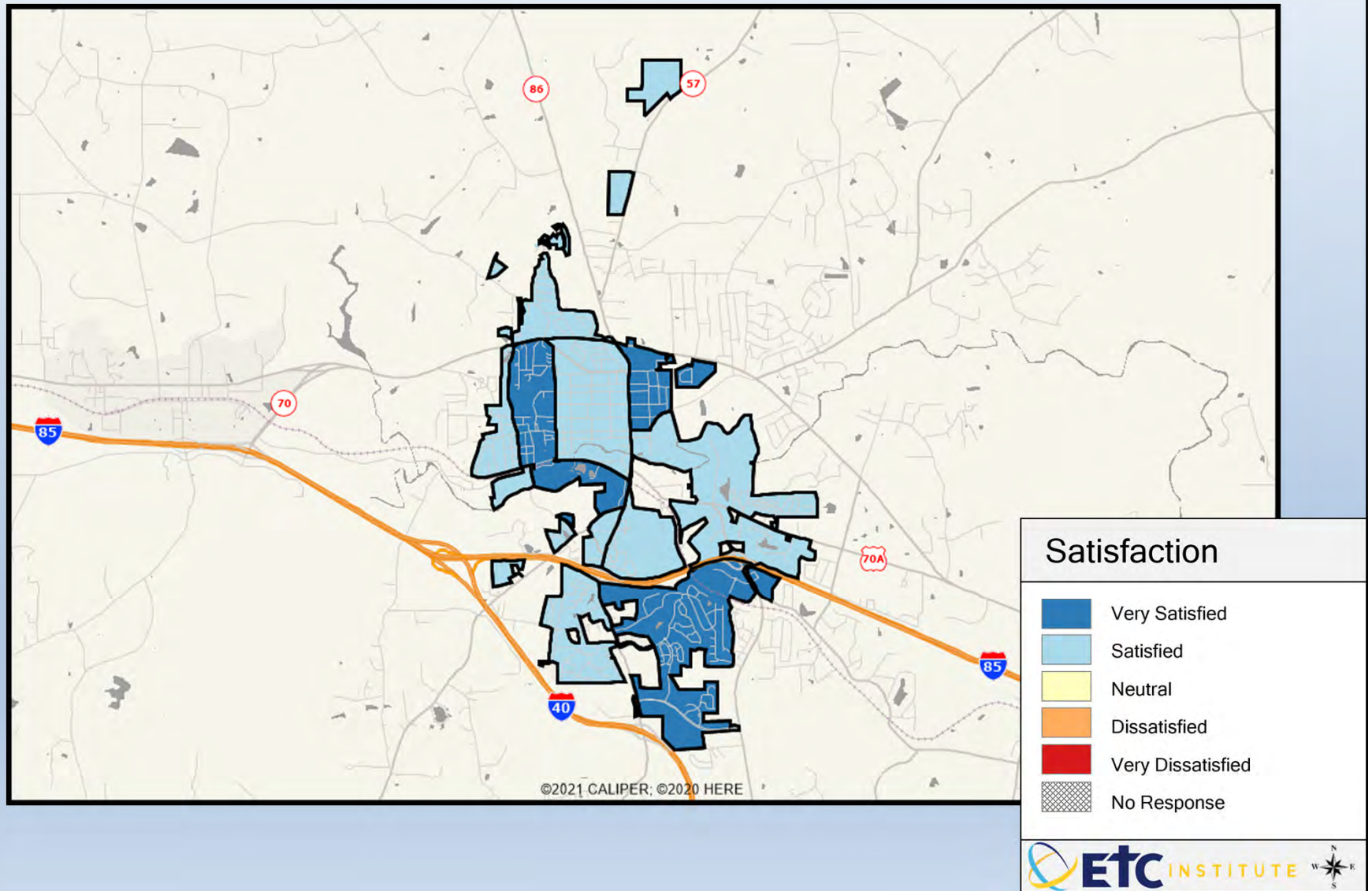




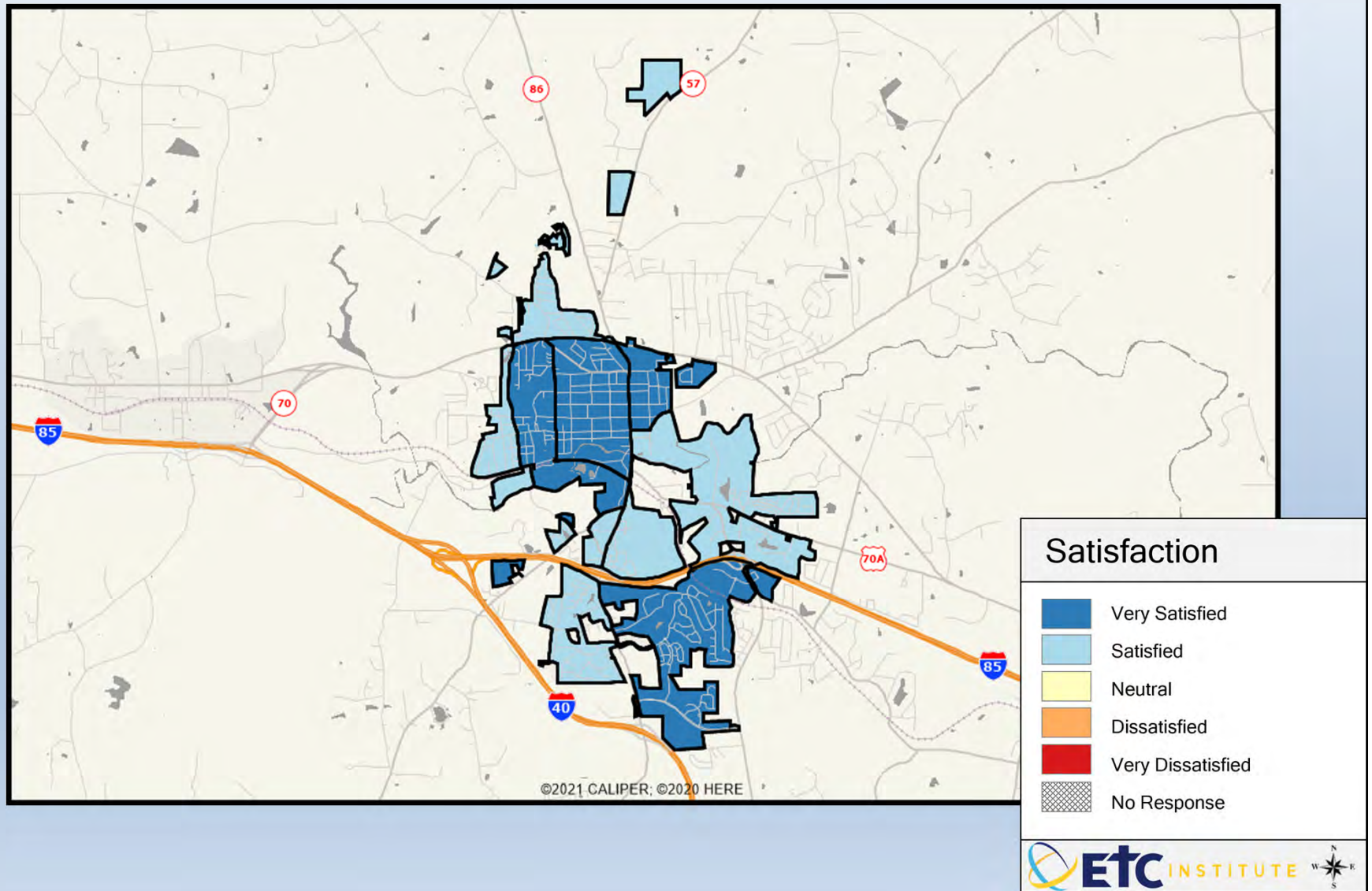
# Q3-3. Overall acceptance by the community of diverse populations



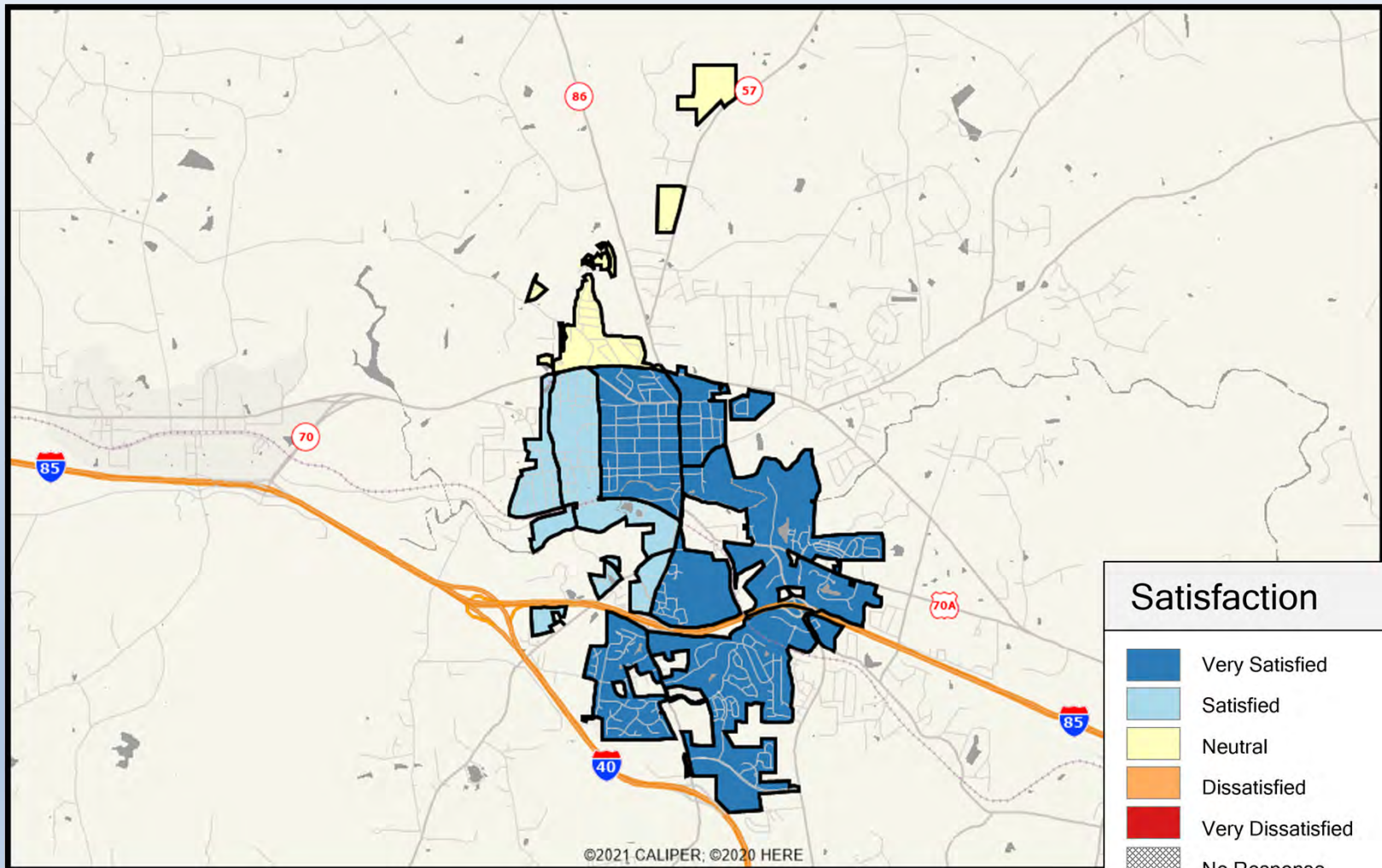
# Q3-4. Overall image of Hillsborough



# Q3-5. Overall quality of life in Hillsborough

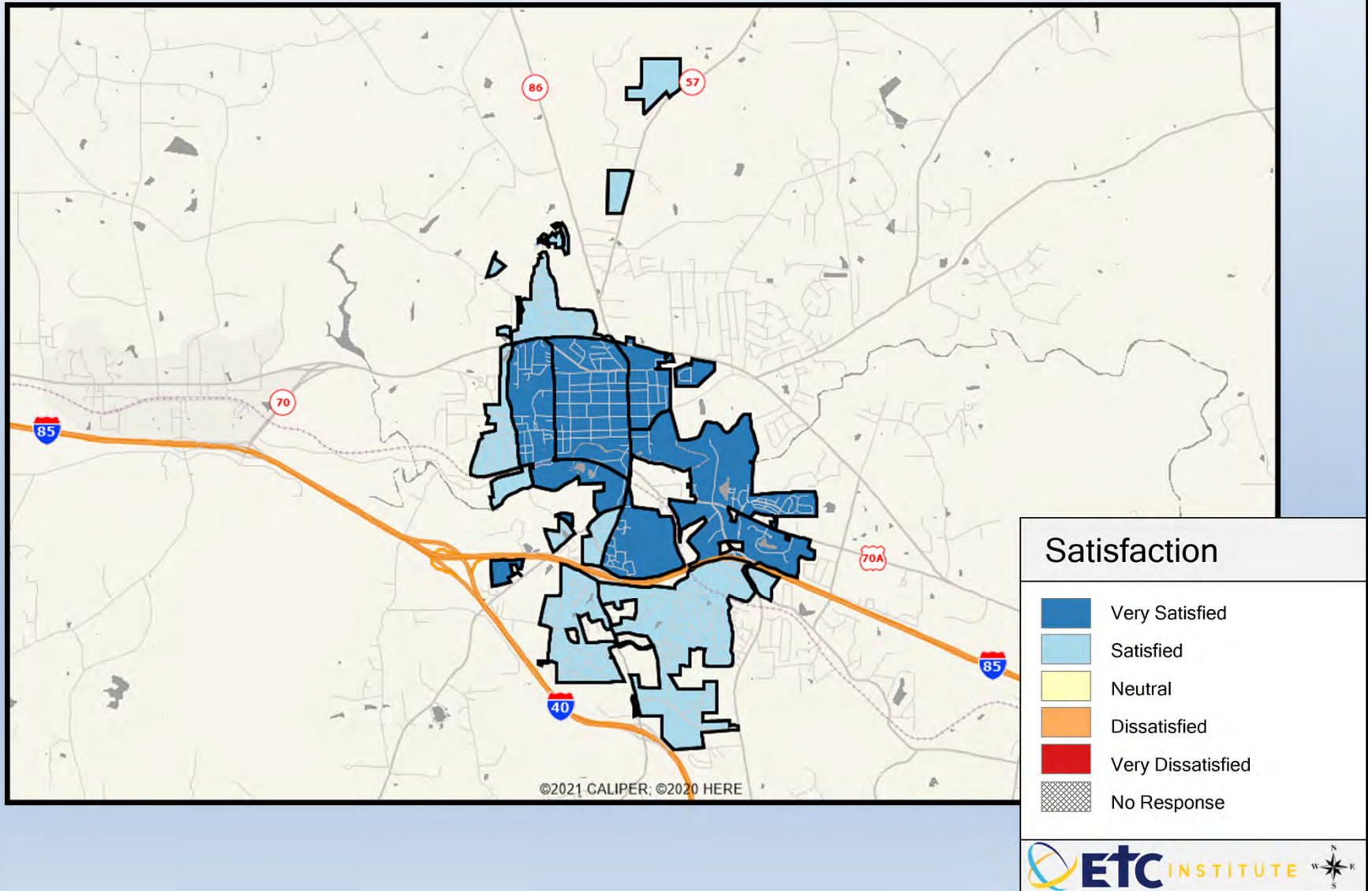


# Q3-6. Overall quality of life in your neighborhood

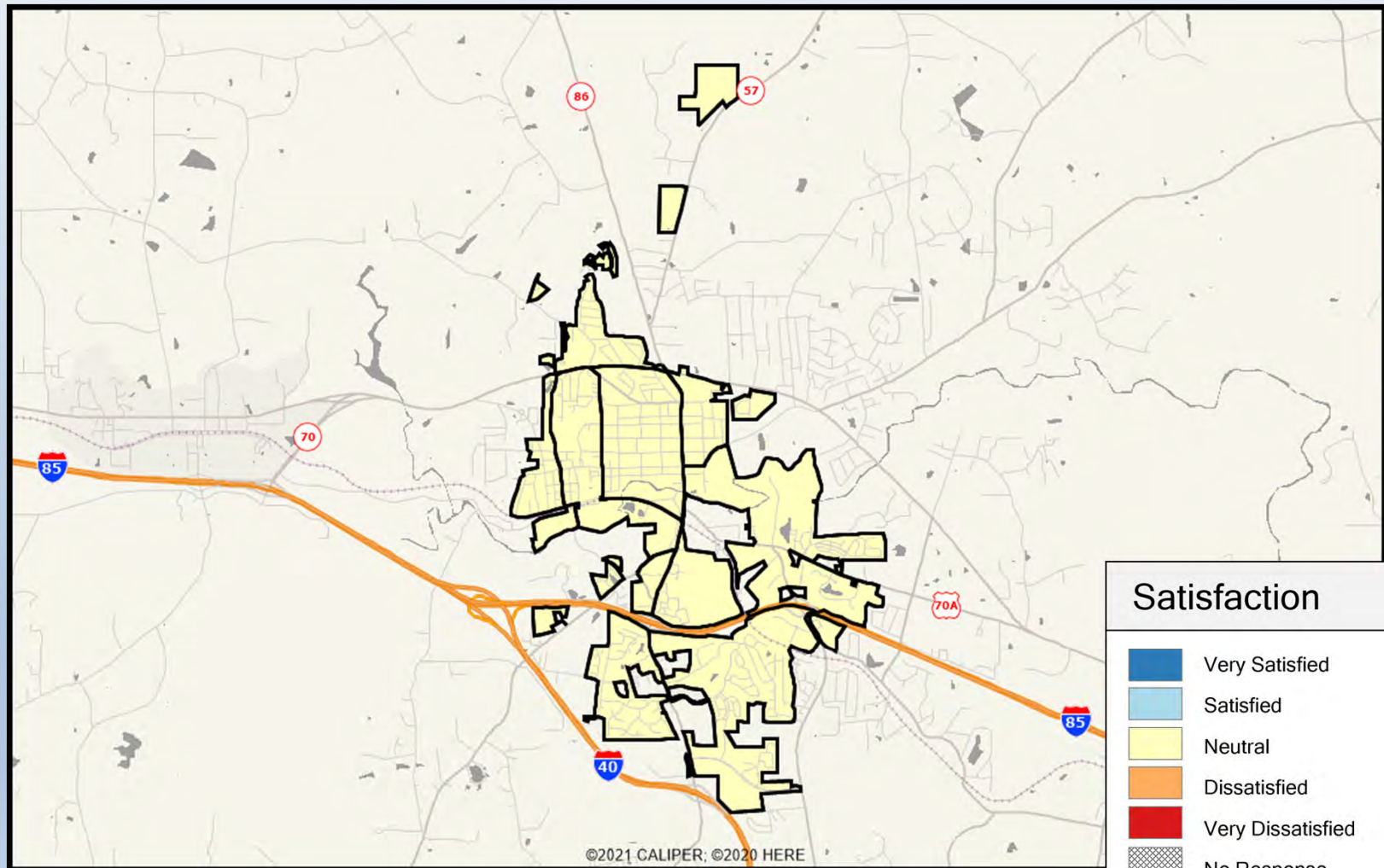


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# Q3-7. Overall availability of arts and cultural offerings within Hillsborough



# Q3-8. Overall ease of travel within Hillsborough

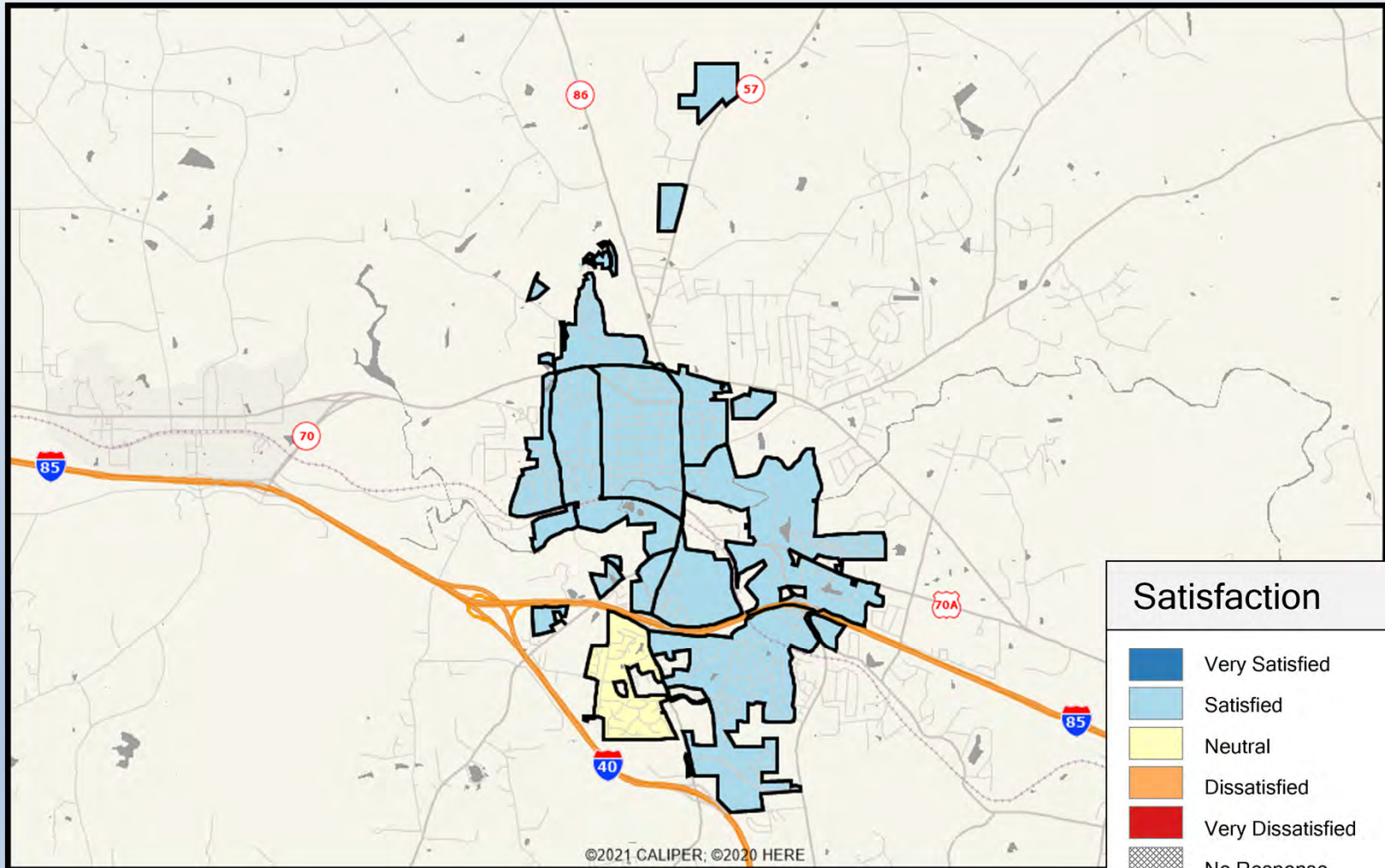


**Satisfaction**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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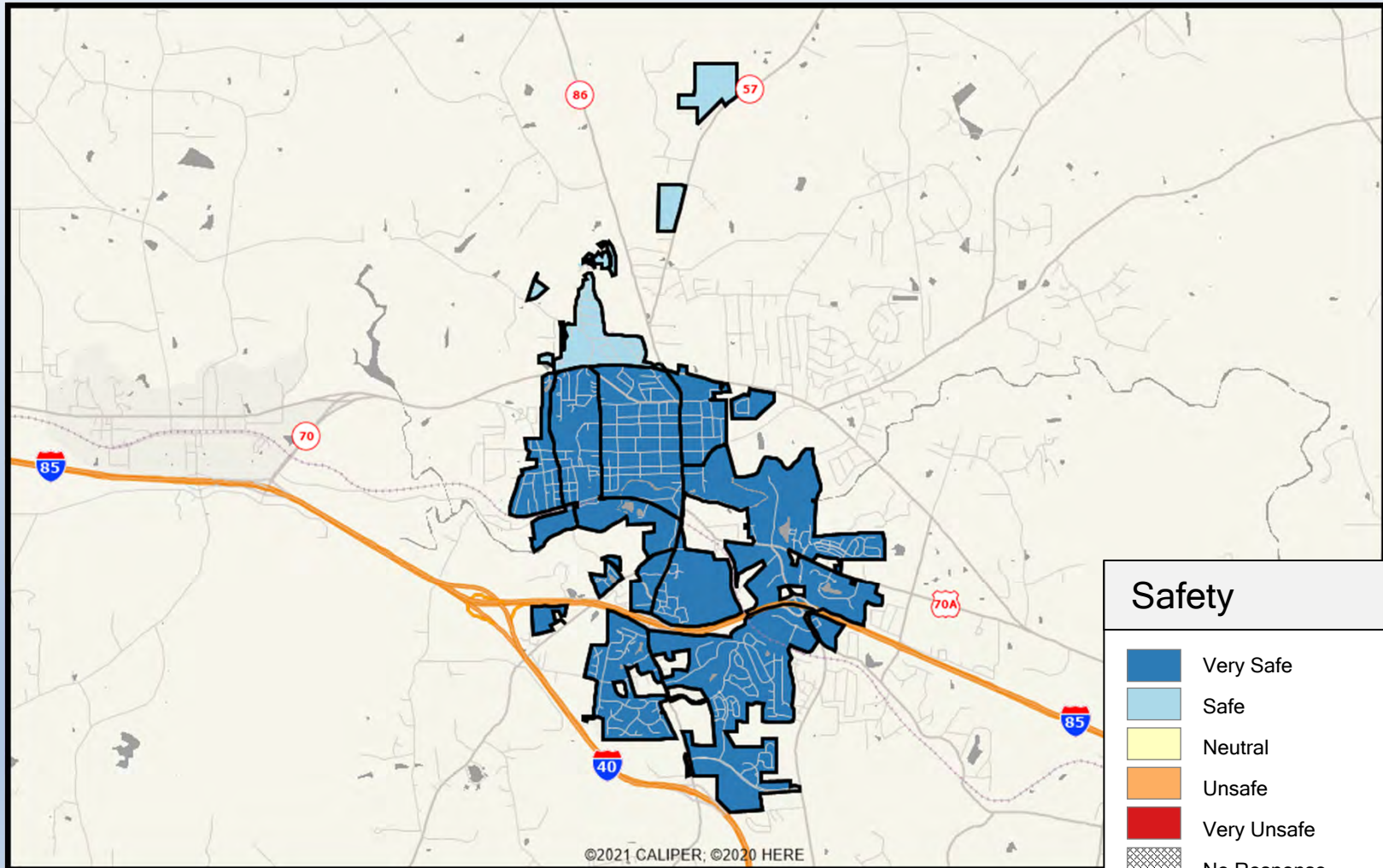
# Q3-9. Overall value received for your local taxes and fees



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# Q4-1. In downtown Hillsborough during the day

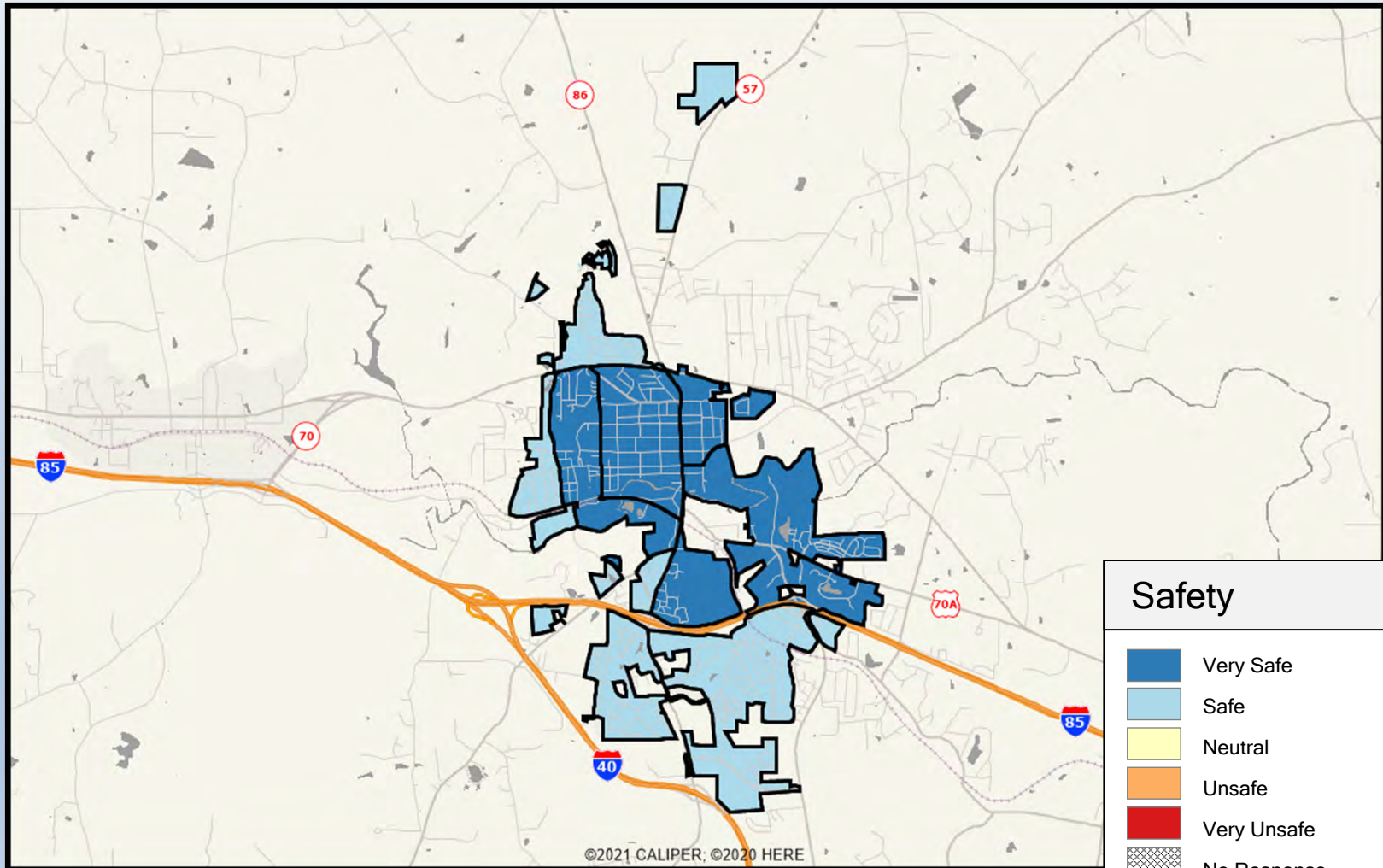


**Safety**

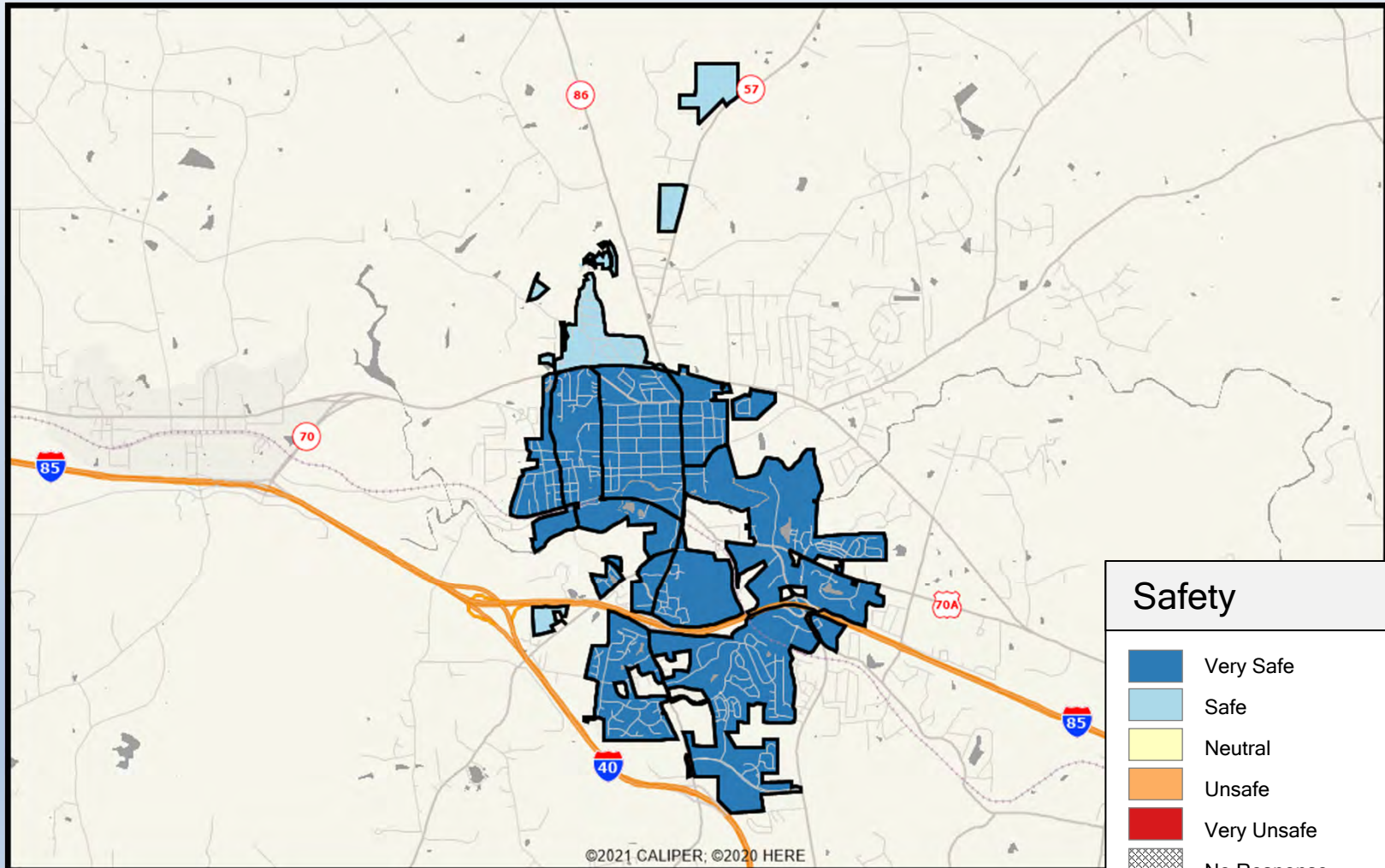
- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response



# Q4-2. In downtown Hillsborough at night



# Q4-3. In Hillsborough overall

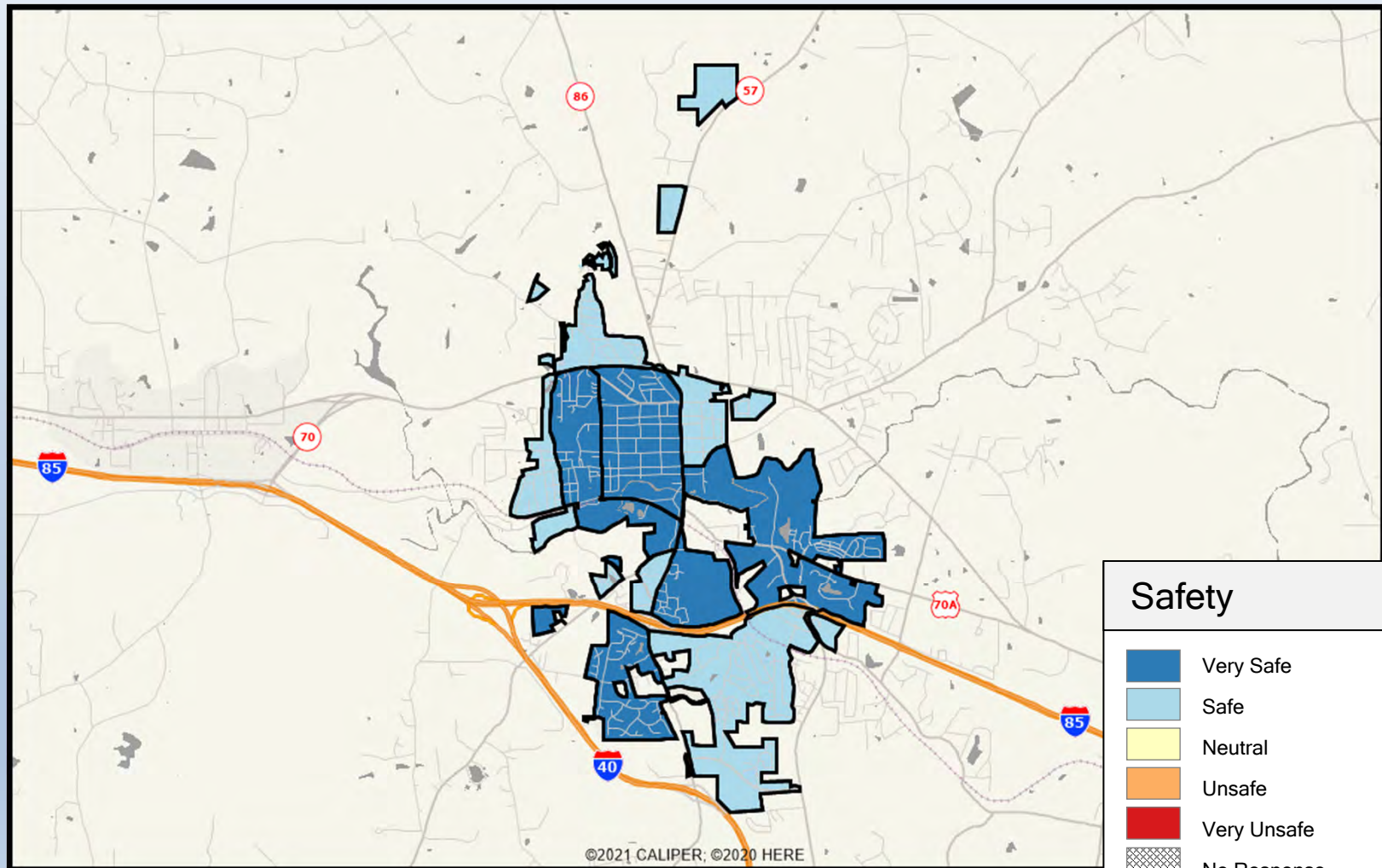


**Safety**

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

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# Q4-4. On Riverwalk trails and in town parks

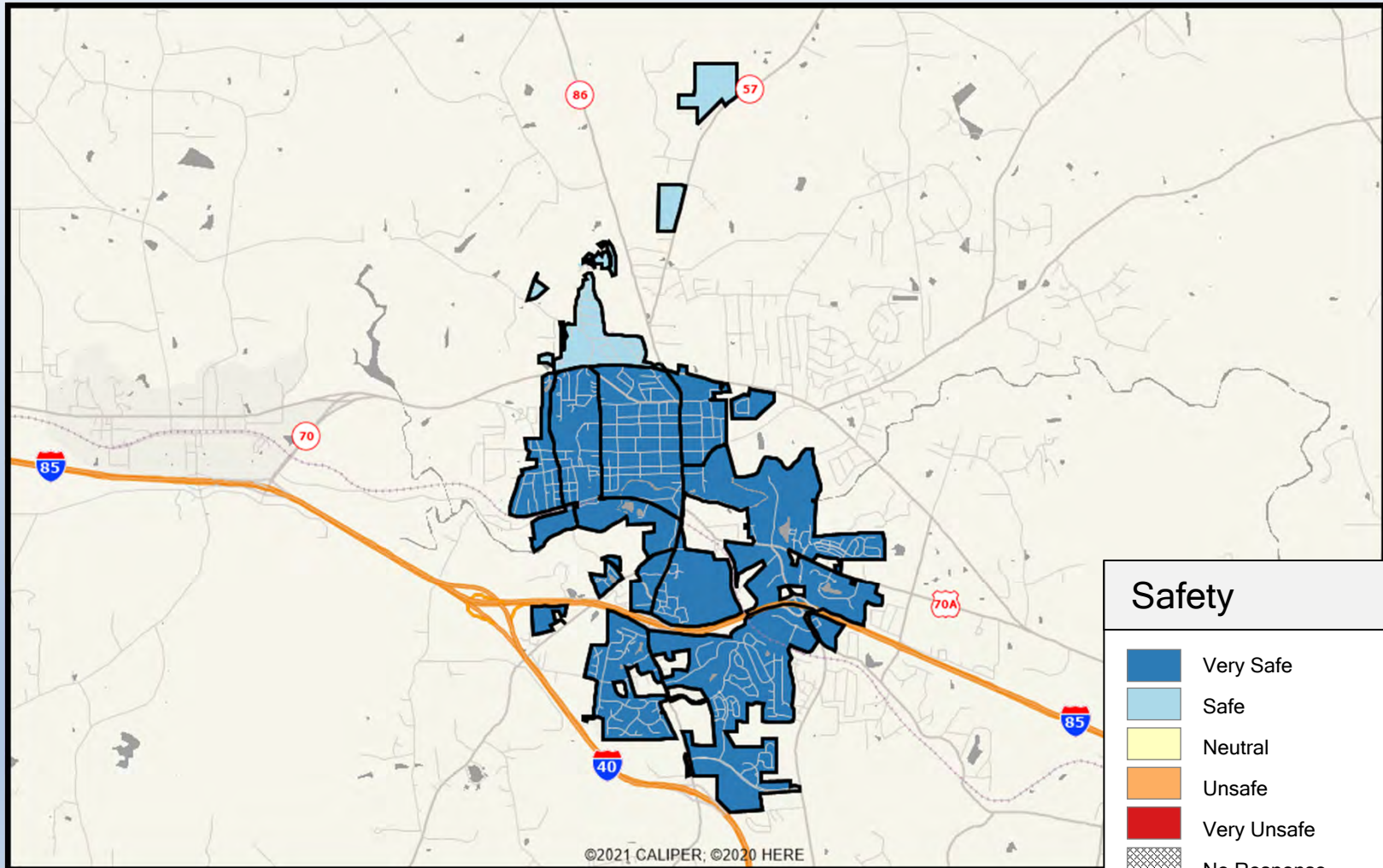


**Safety**

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

**ETC INSTITUTE**

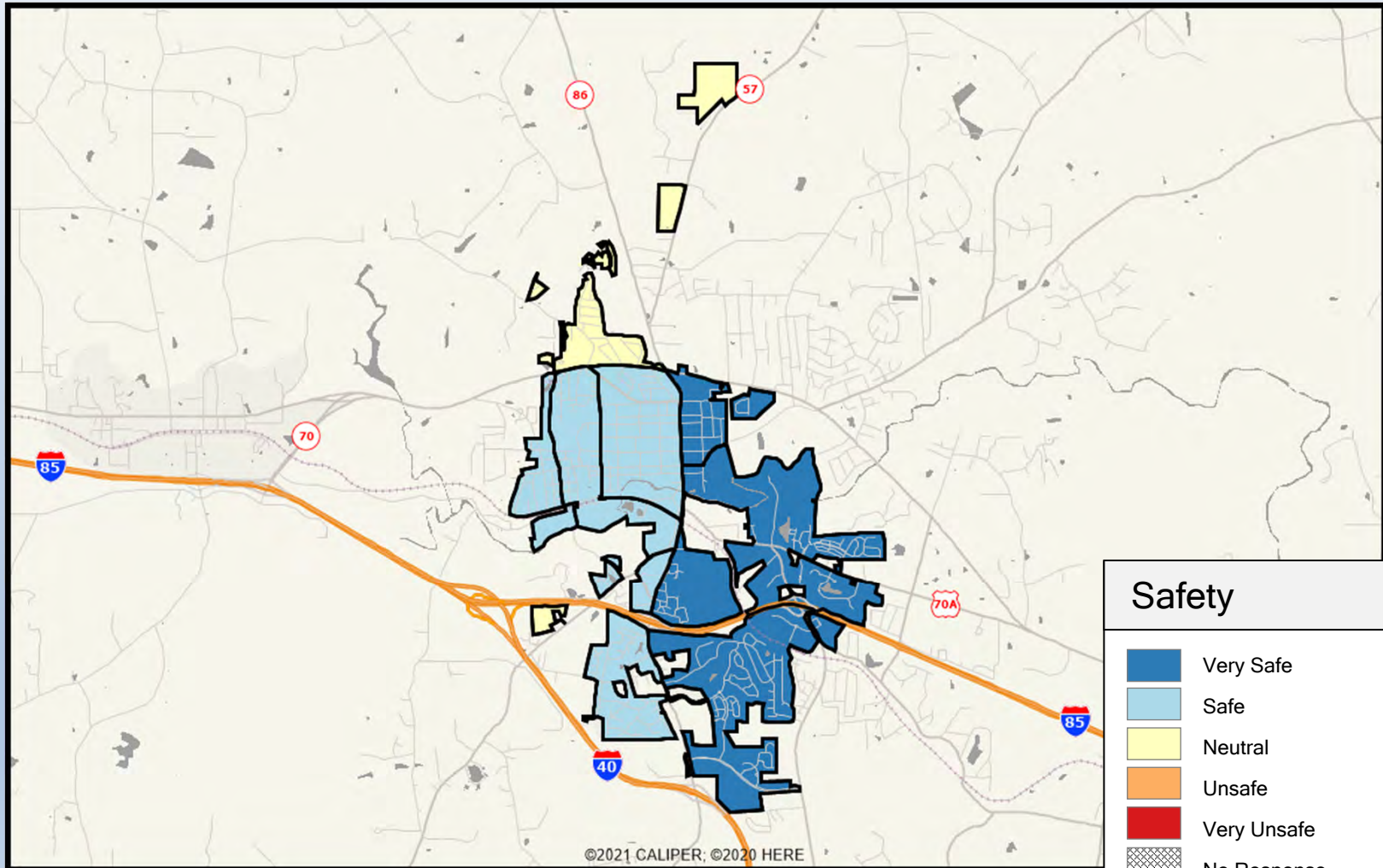
# Q4-5. When walking alone in your neighborhood during the day



**Safety**

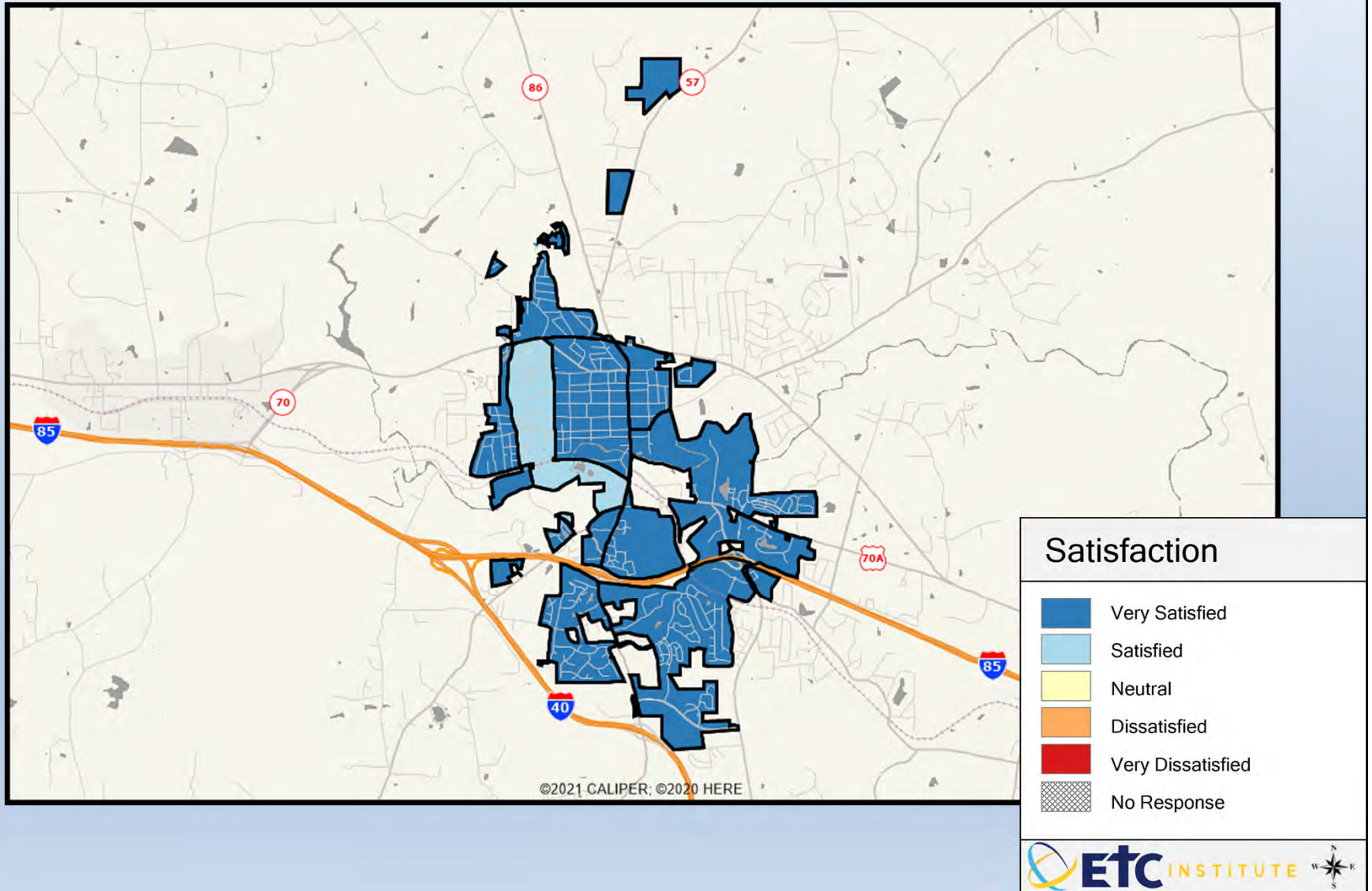
- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

# Q4-6. When walking alone in your neighborhood at night

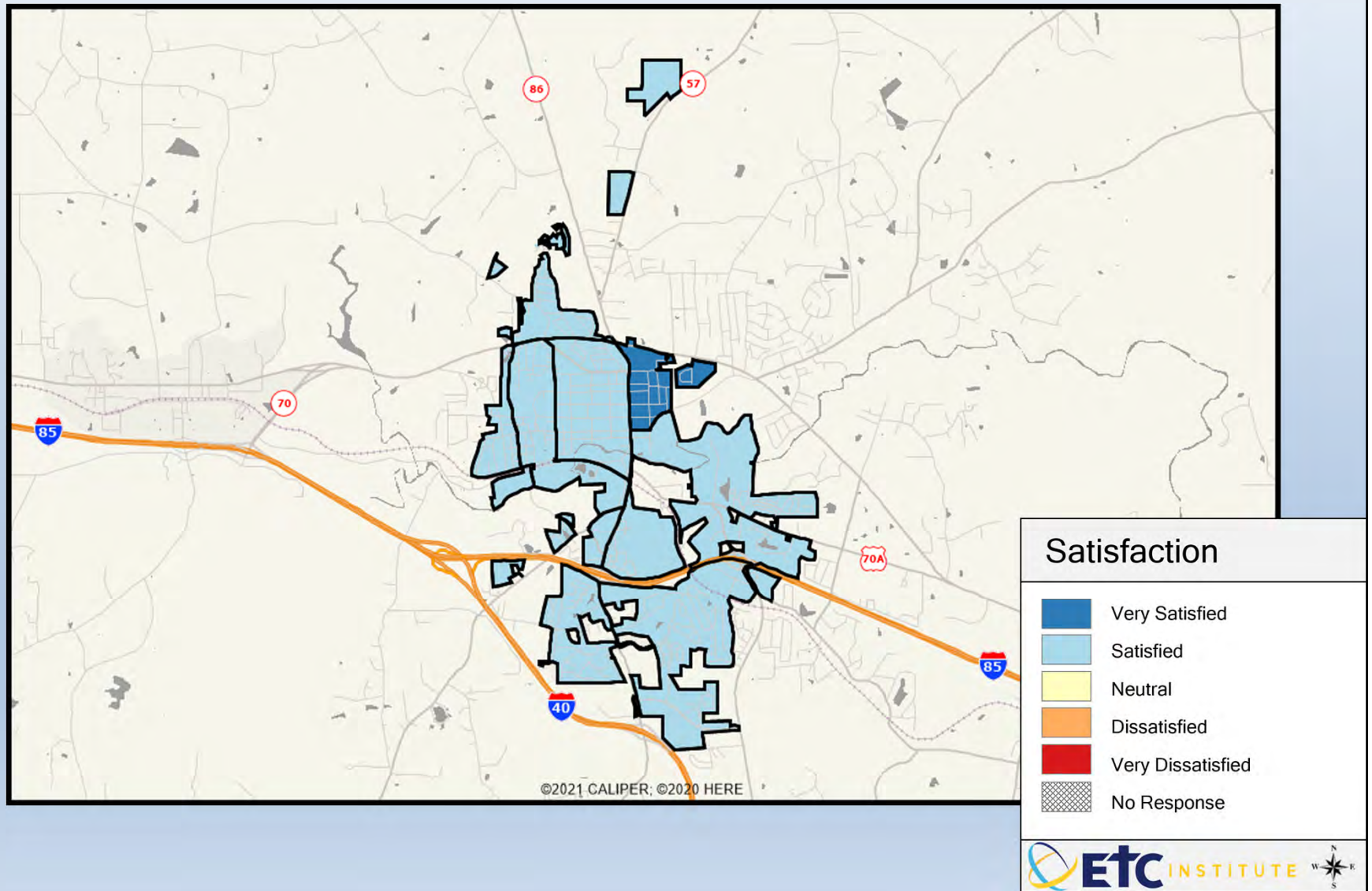


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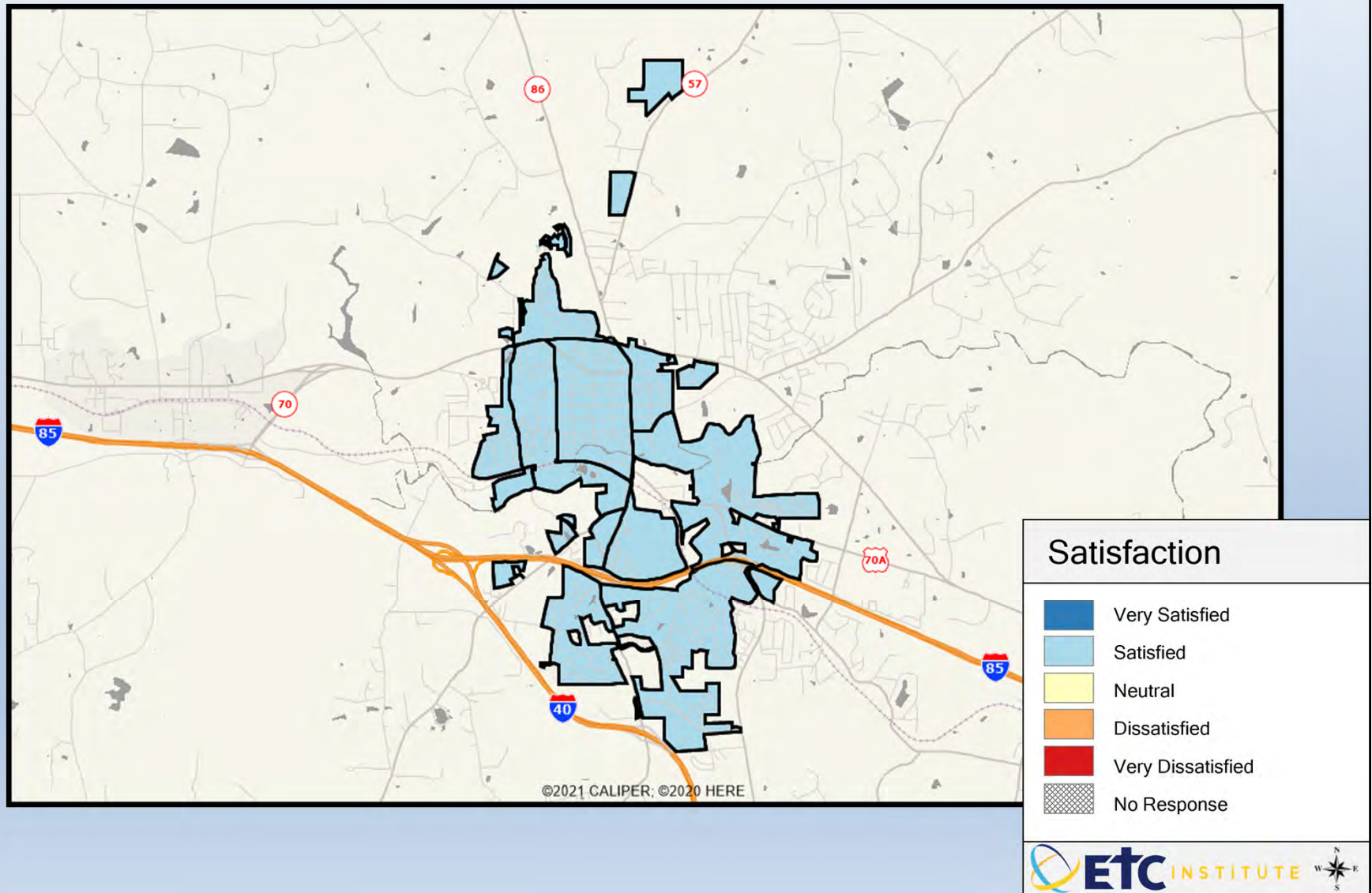
# Q5-1. Overall police relationship with your neighborhood



# Q5-2. Visibility of police in neighborhoods

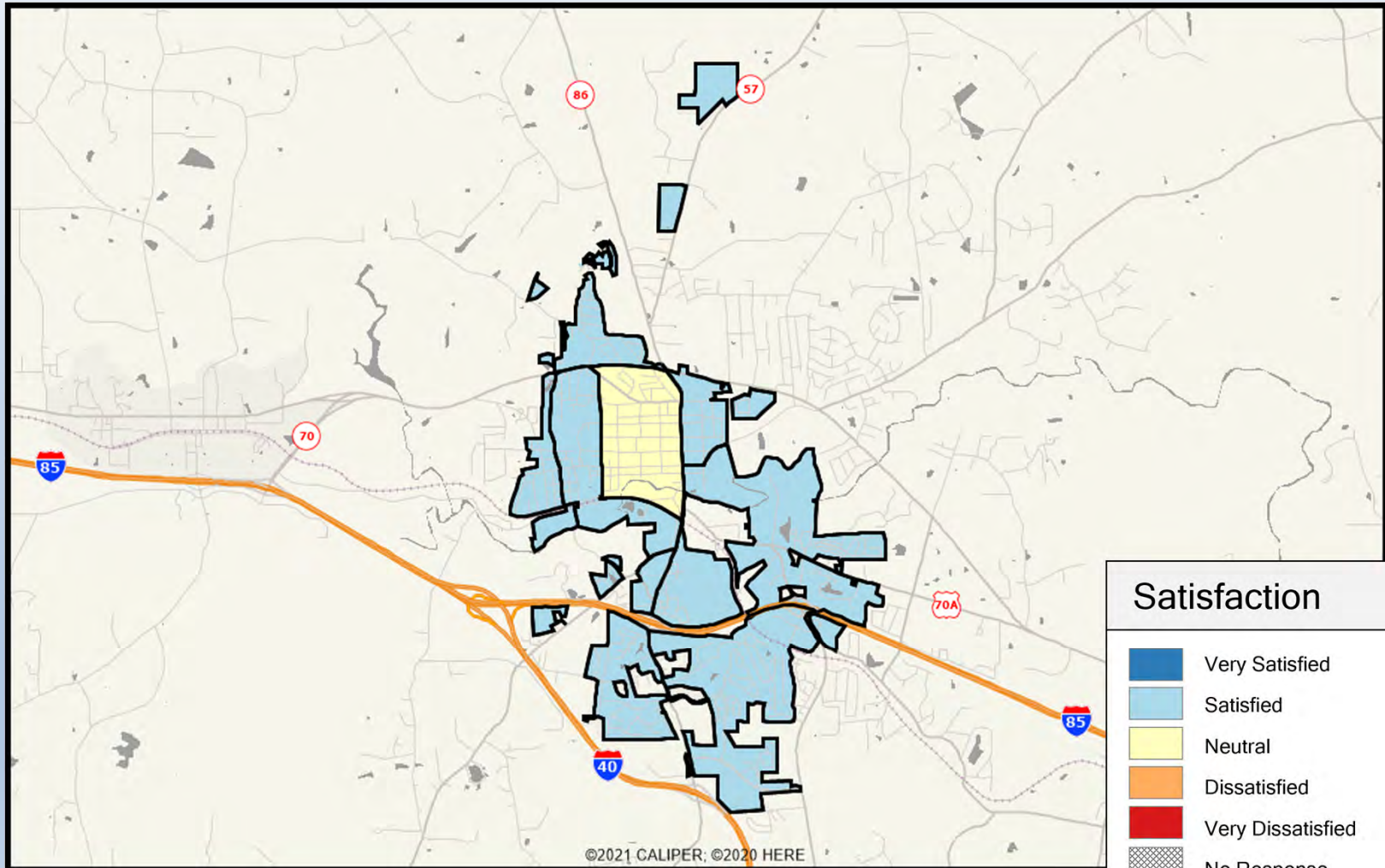


# Q5-3. Town's efforts to prevent crime





# Q5-4. Enforcement of local traffic laws

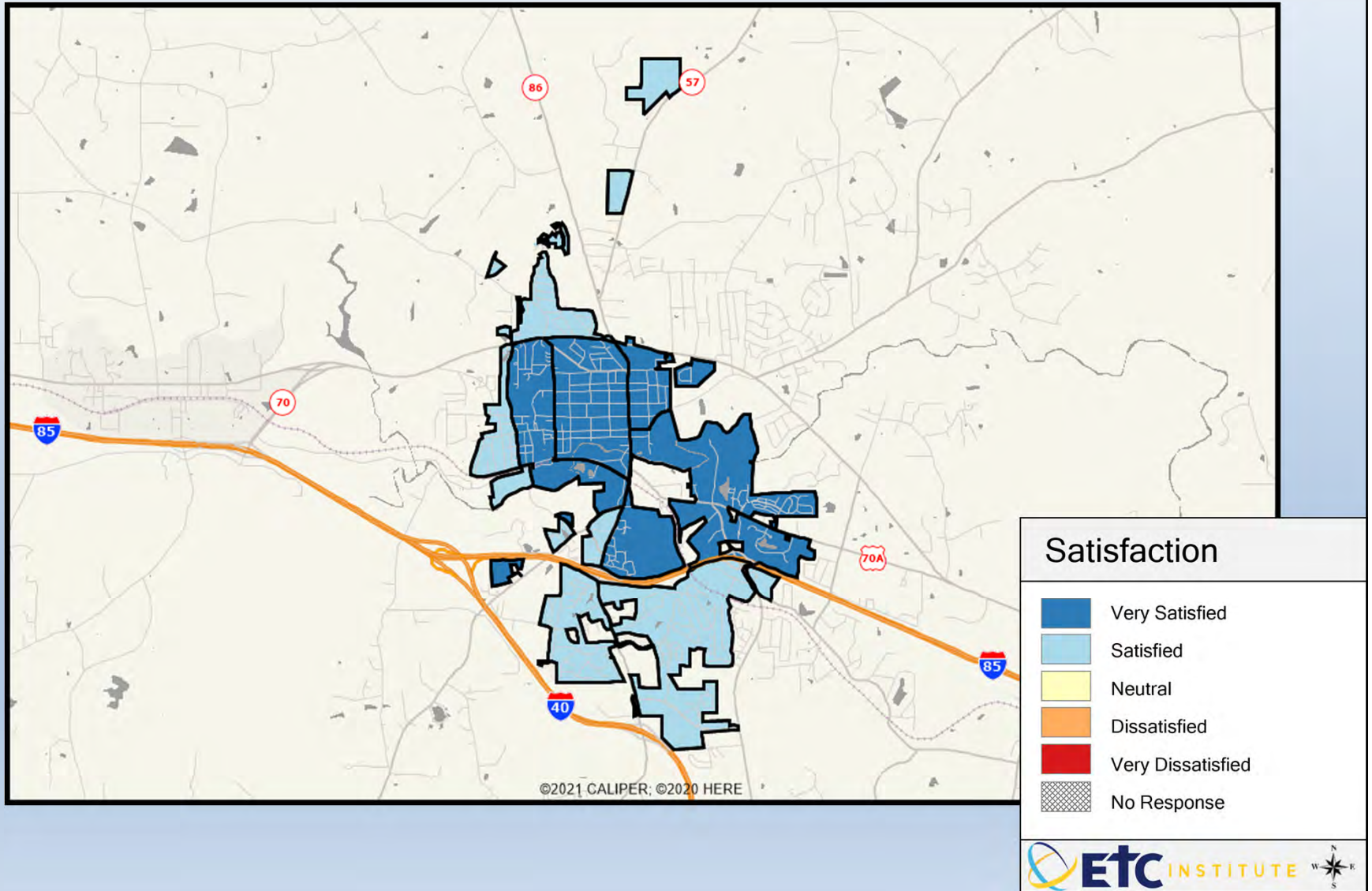


**Satisfaction**

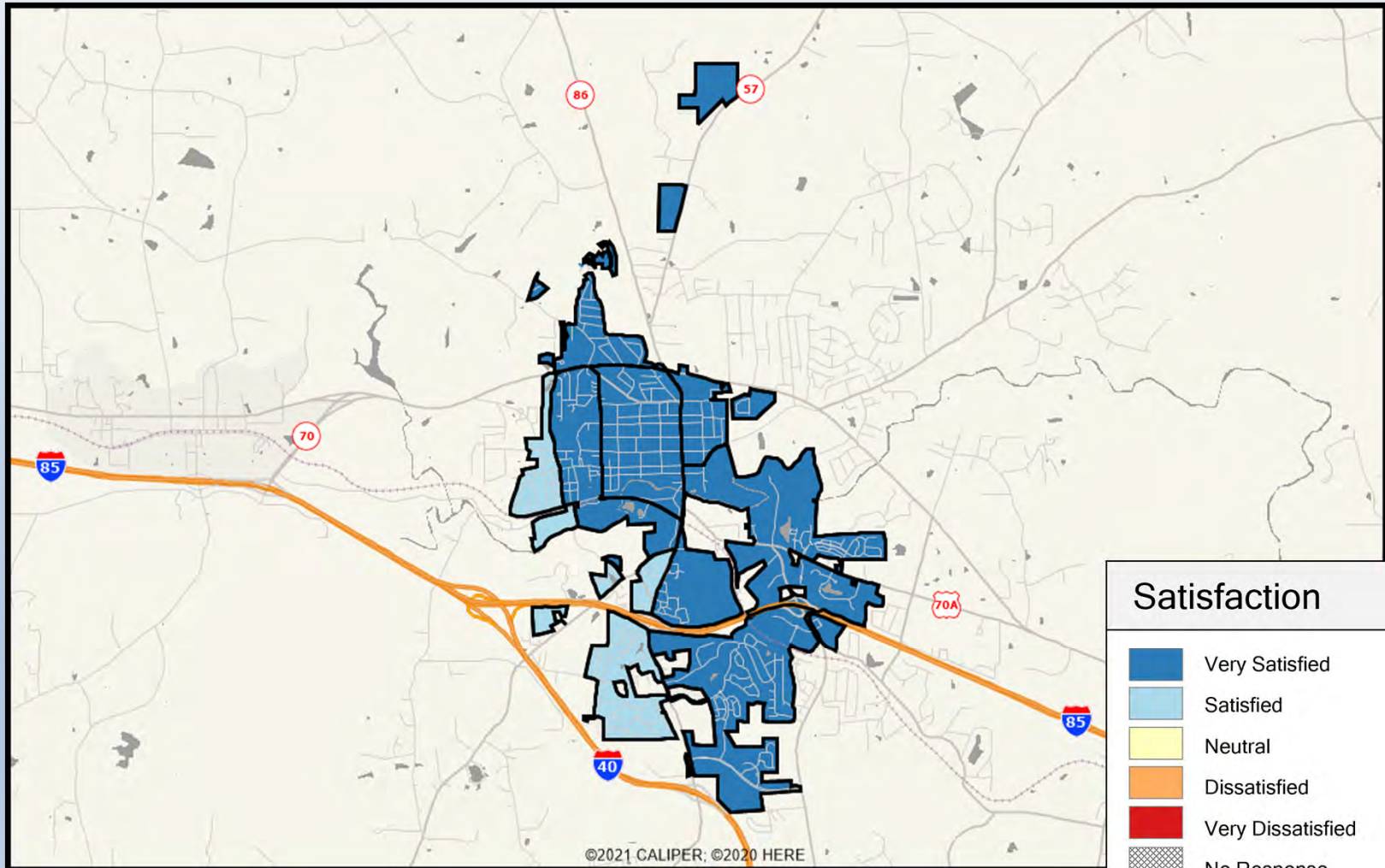
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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# Q6-1. Availability of greenways and trails



# Q6-2. Availability of parks

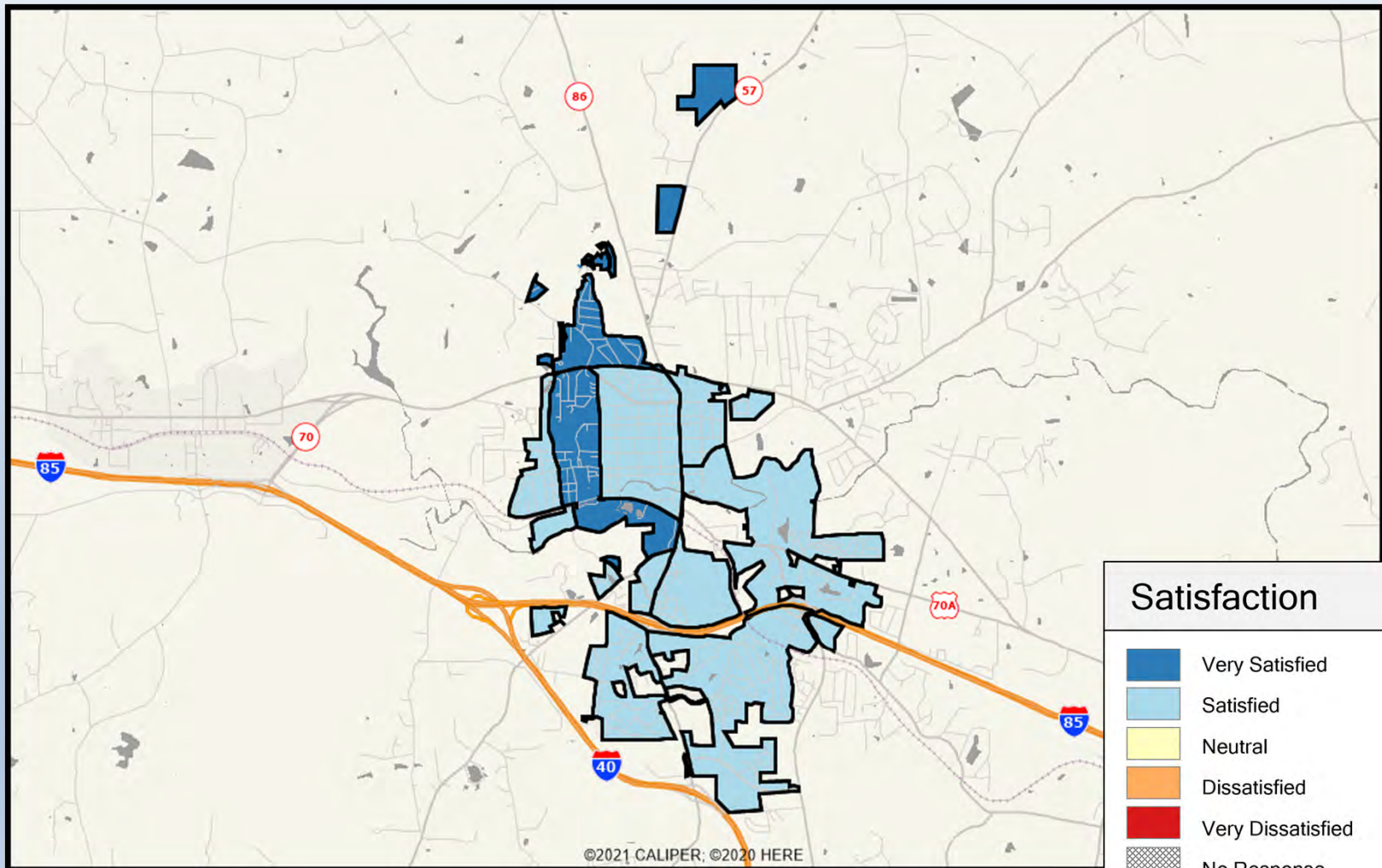


**Satisfaction**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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# Q6-3. Availability of playgrounds

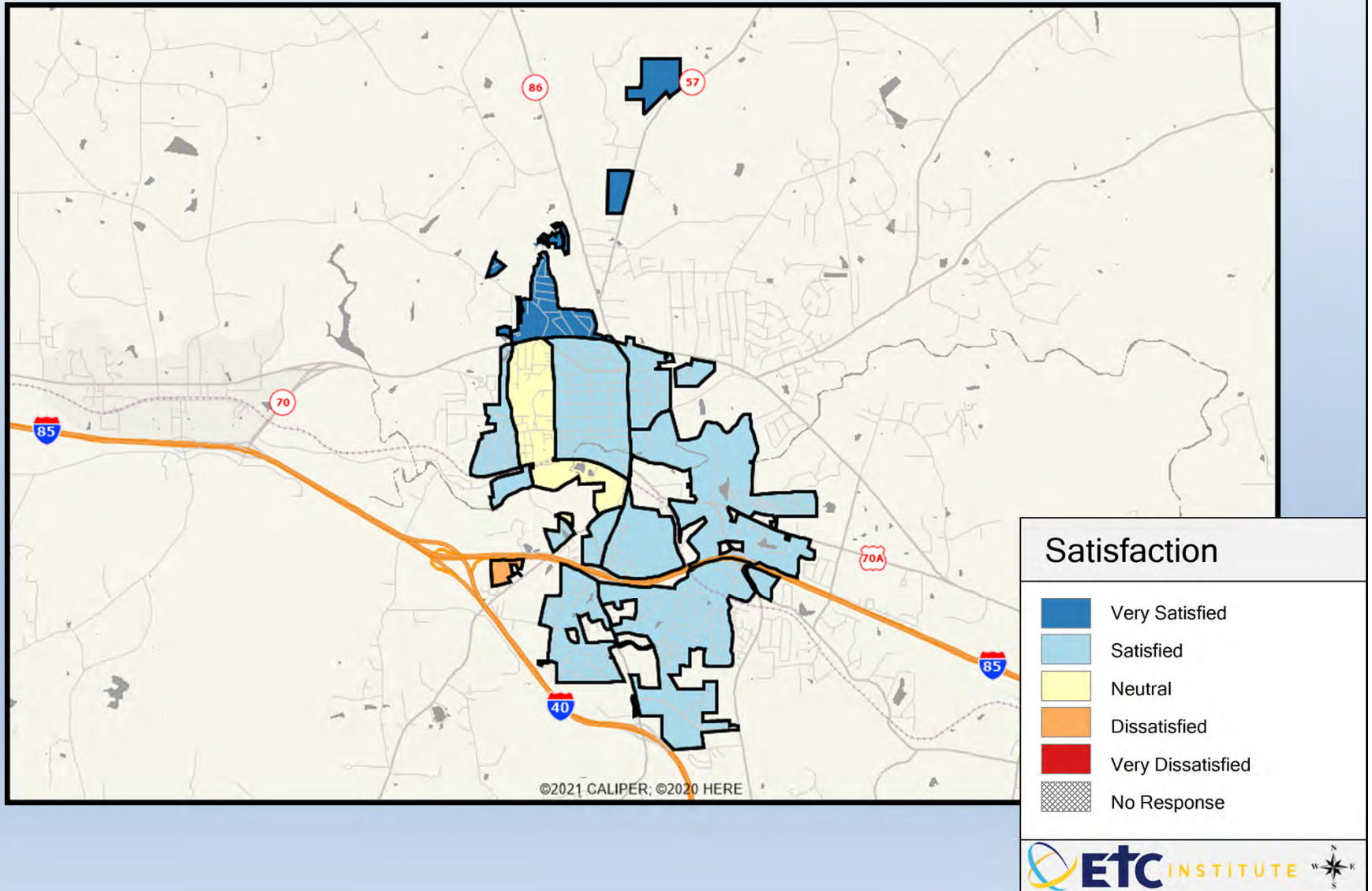


**Satisfaction**

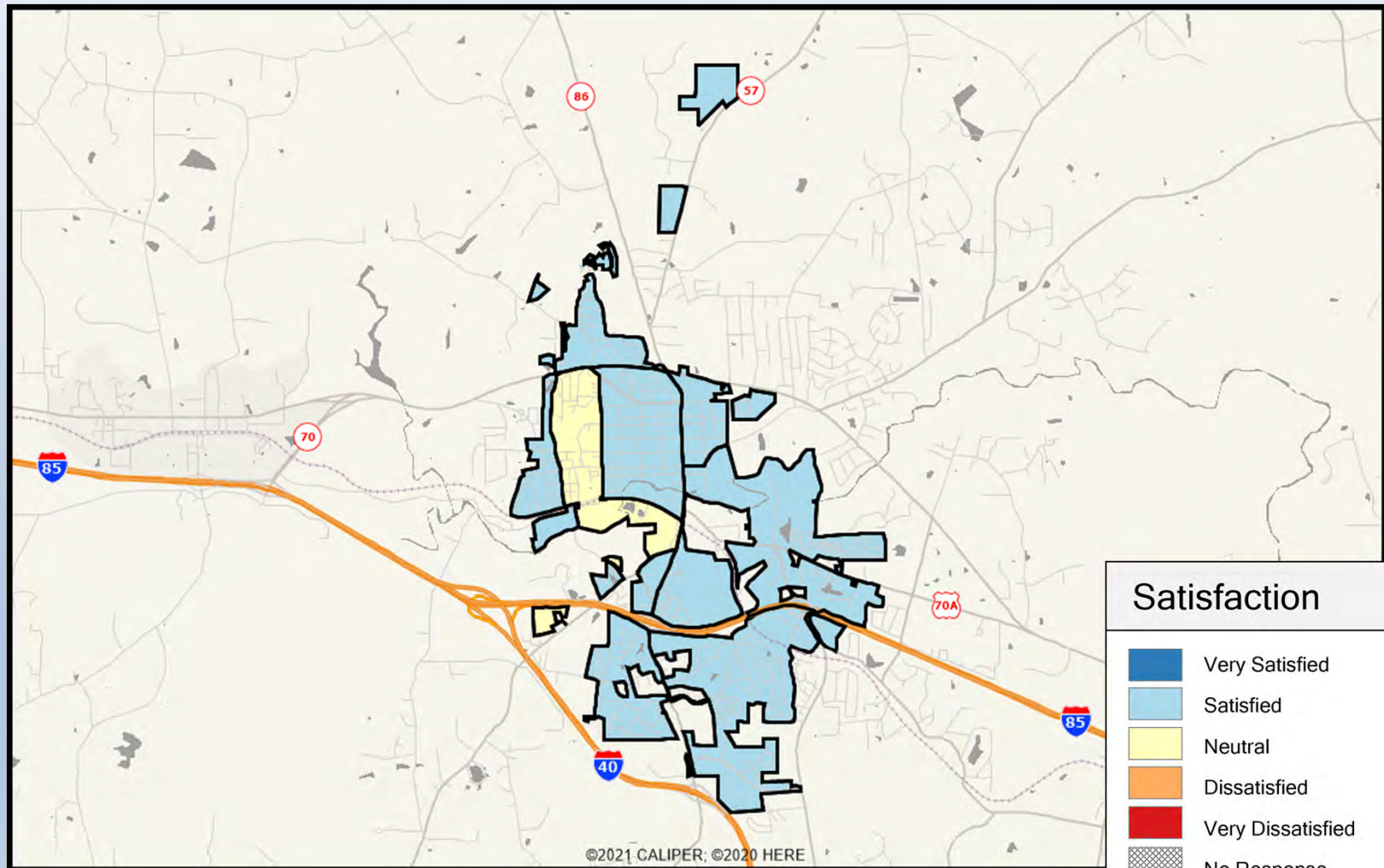
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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# Q7-1. Enforcement of trash and debris cleanup on private property



# Q7-2. Enforcement of mowing and cutting of weeds on private property

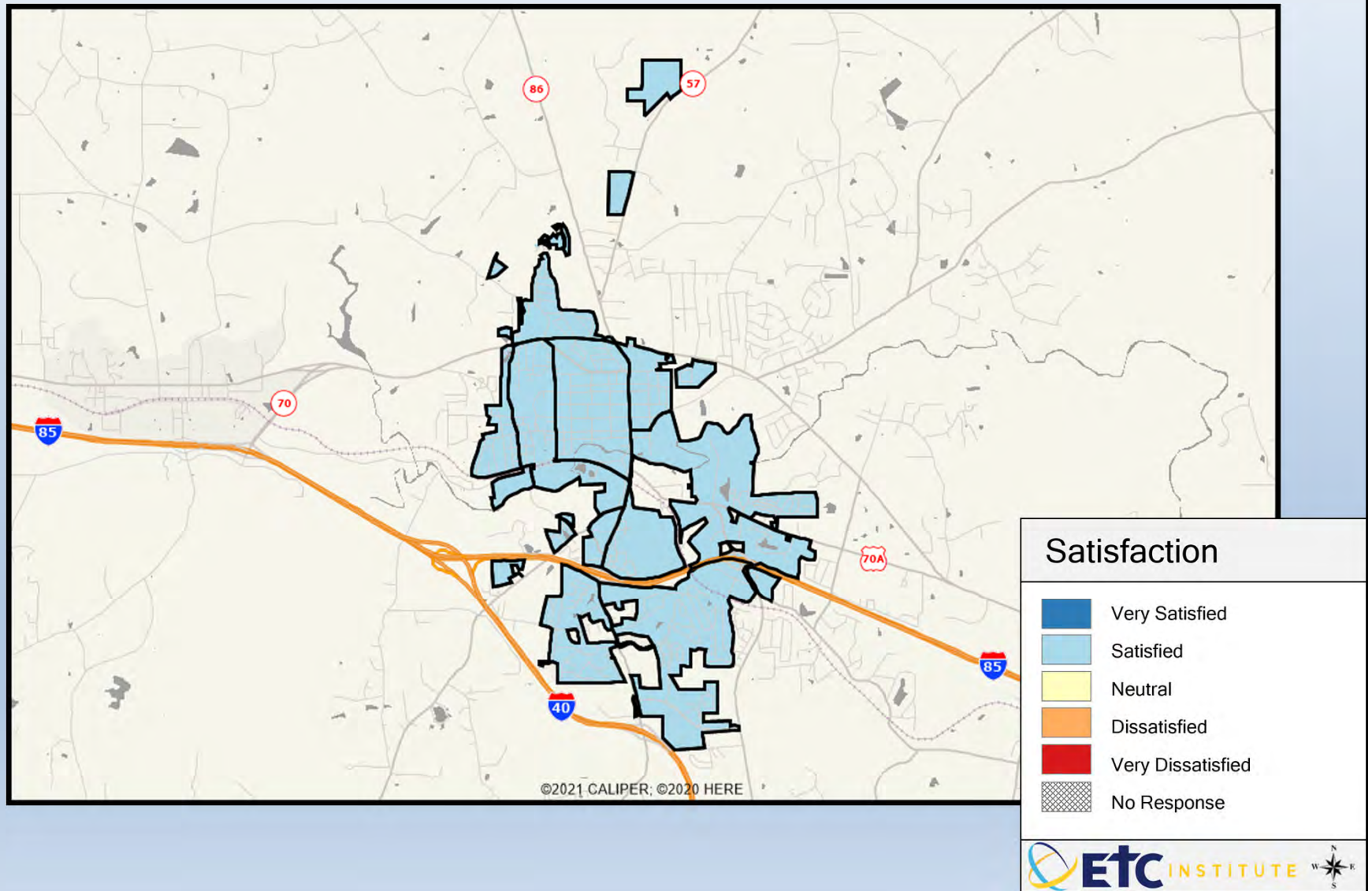


**Satisfaction**

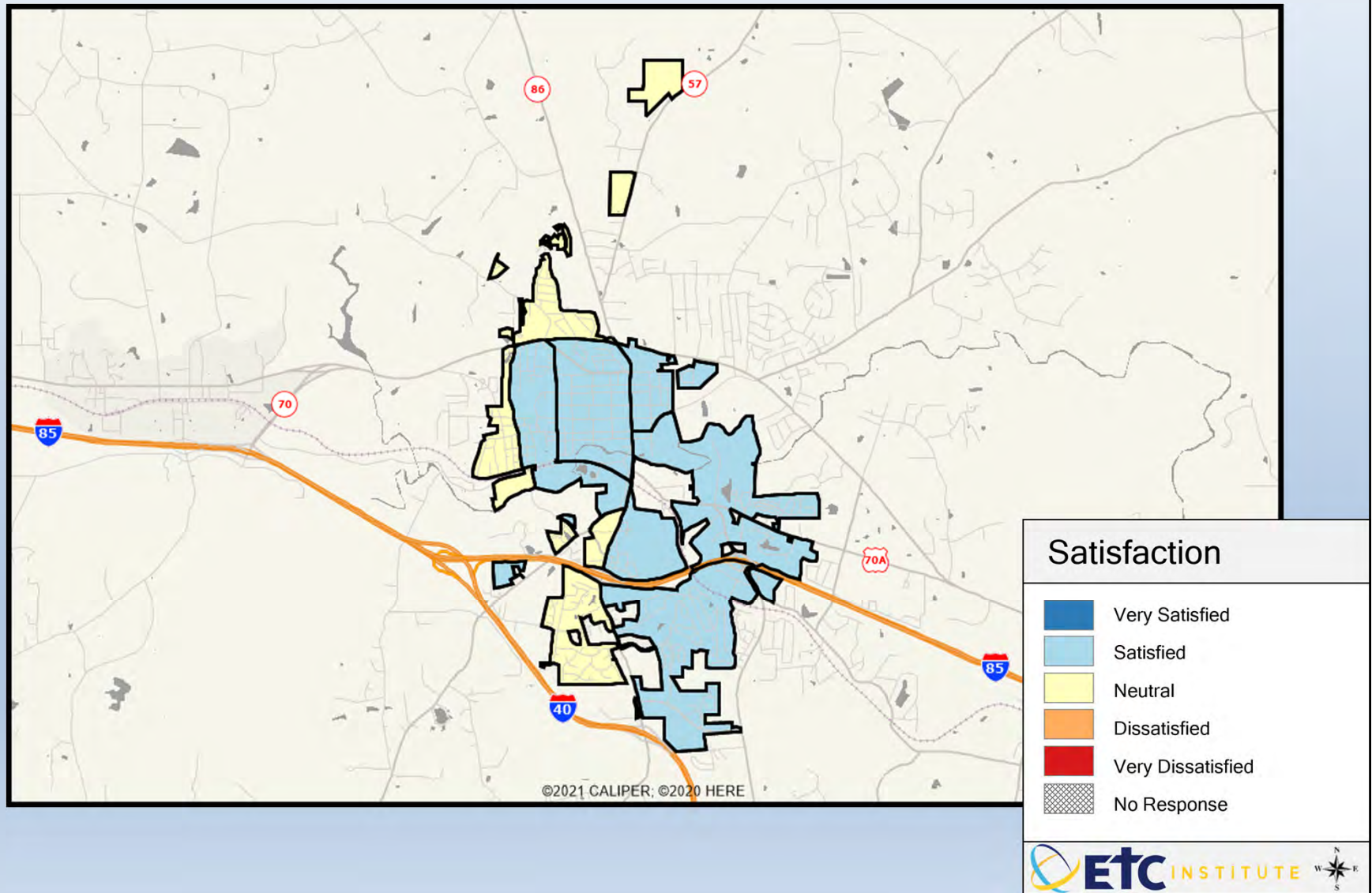
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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# Q8-1. Convenience of downtown parking

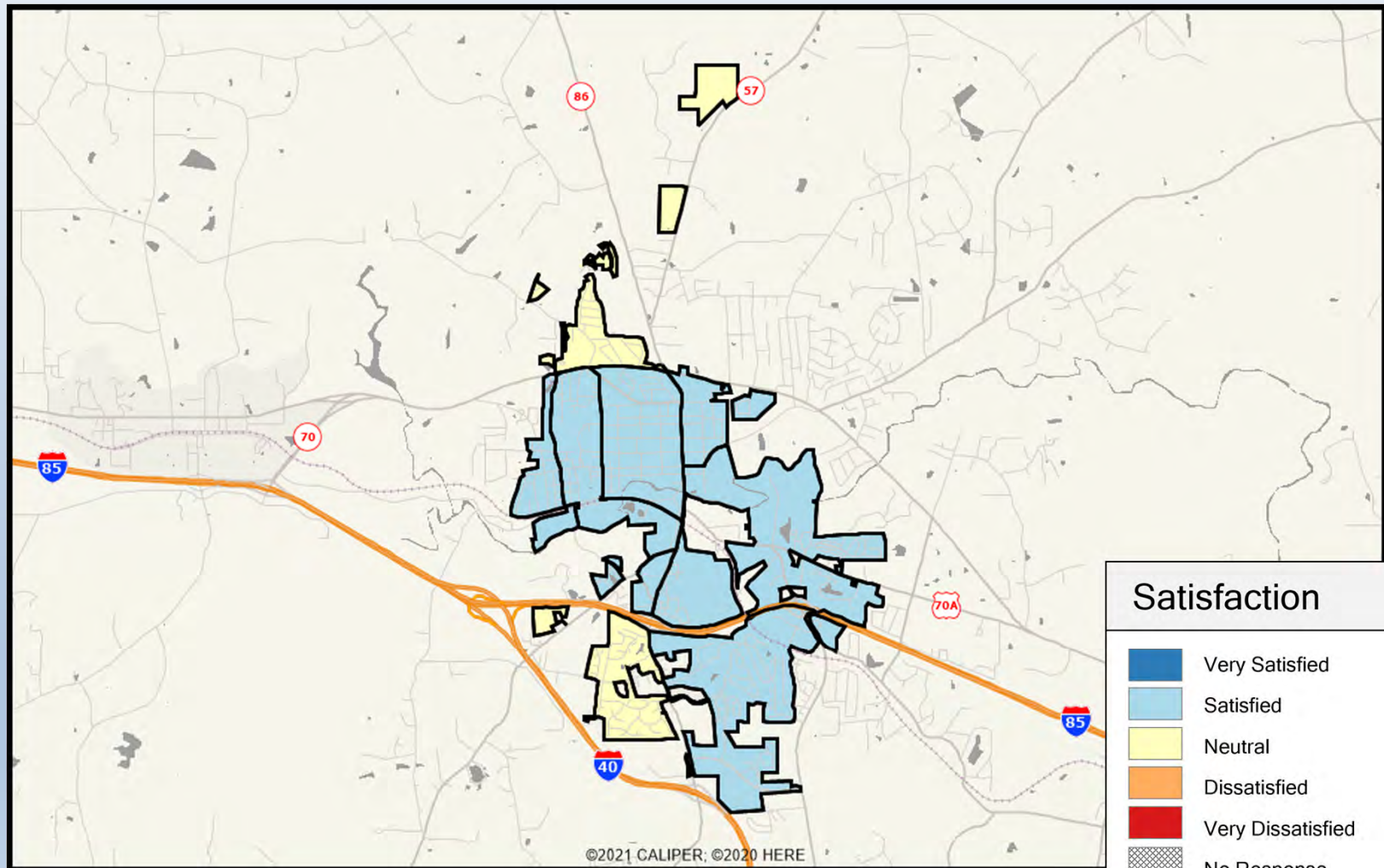


# Q8-2. Ease of travel by walking to key destinations






# Q8-3. Ease of travel by driving to key destinations

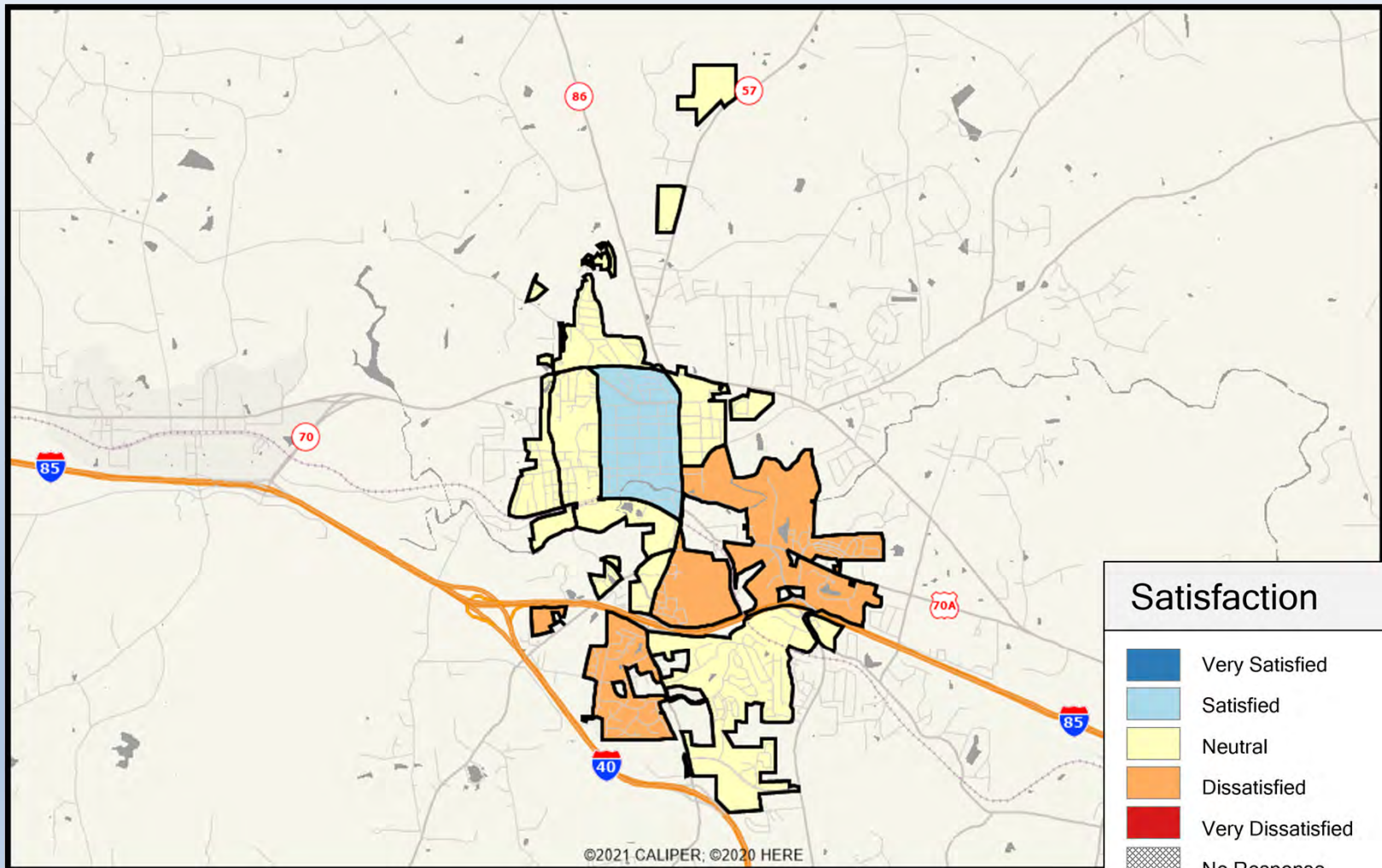


**Satisfaction**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



# Q8-4. Ease of travel by biking to key destinations

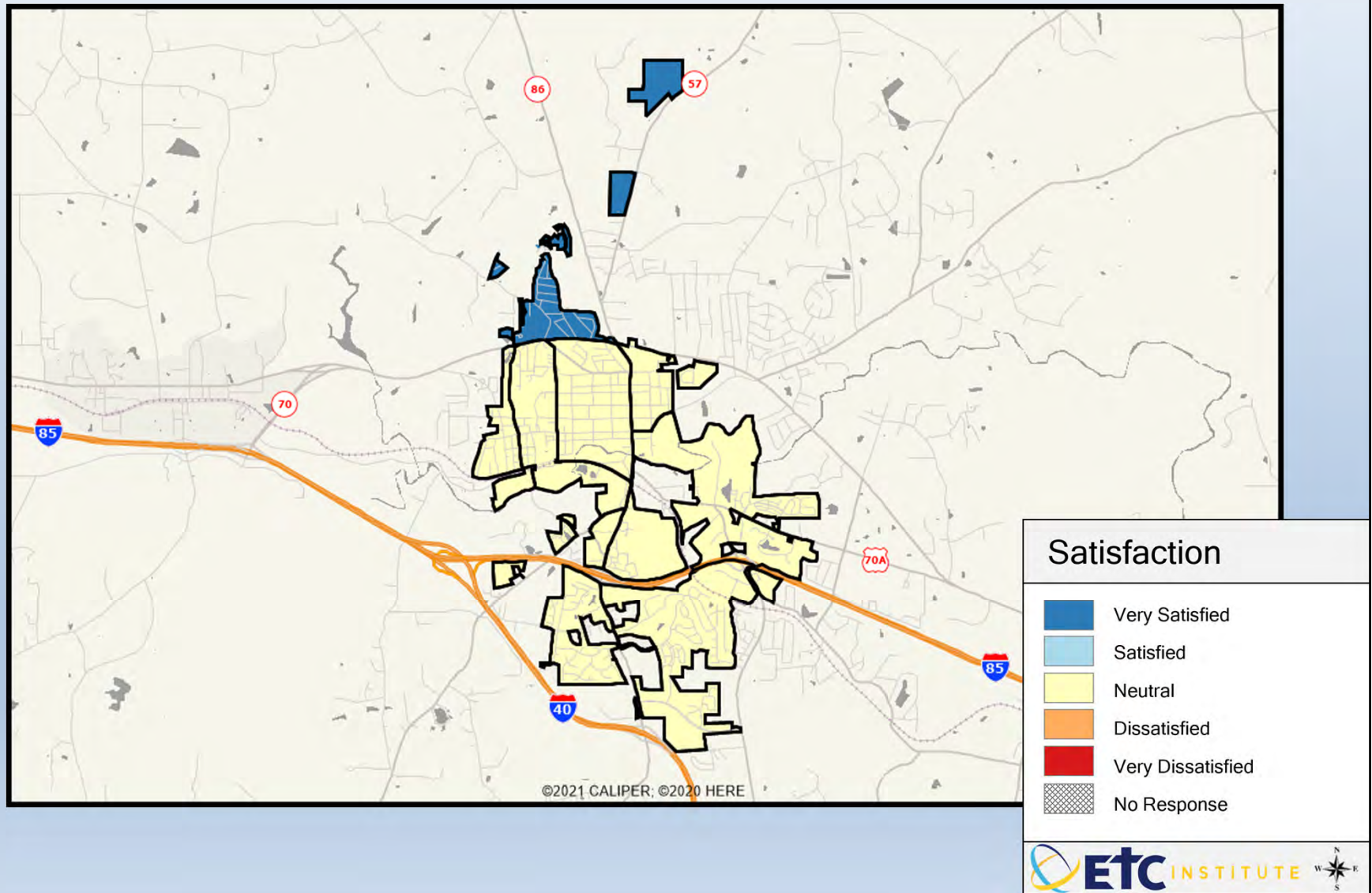


**Satisfaction**

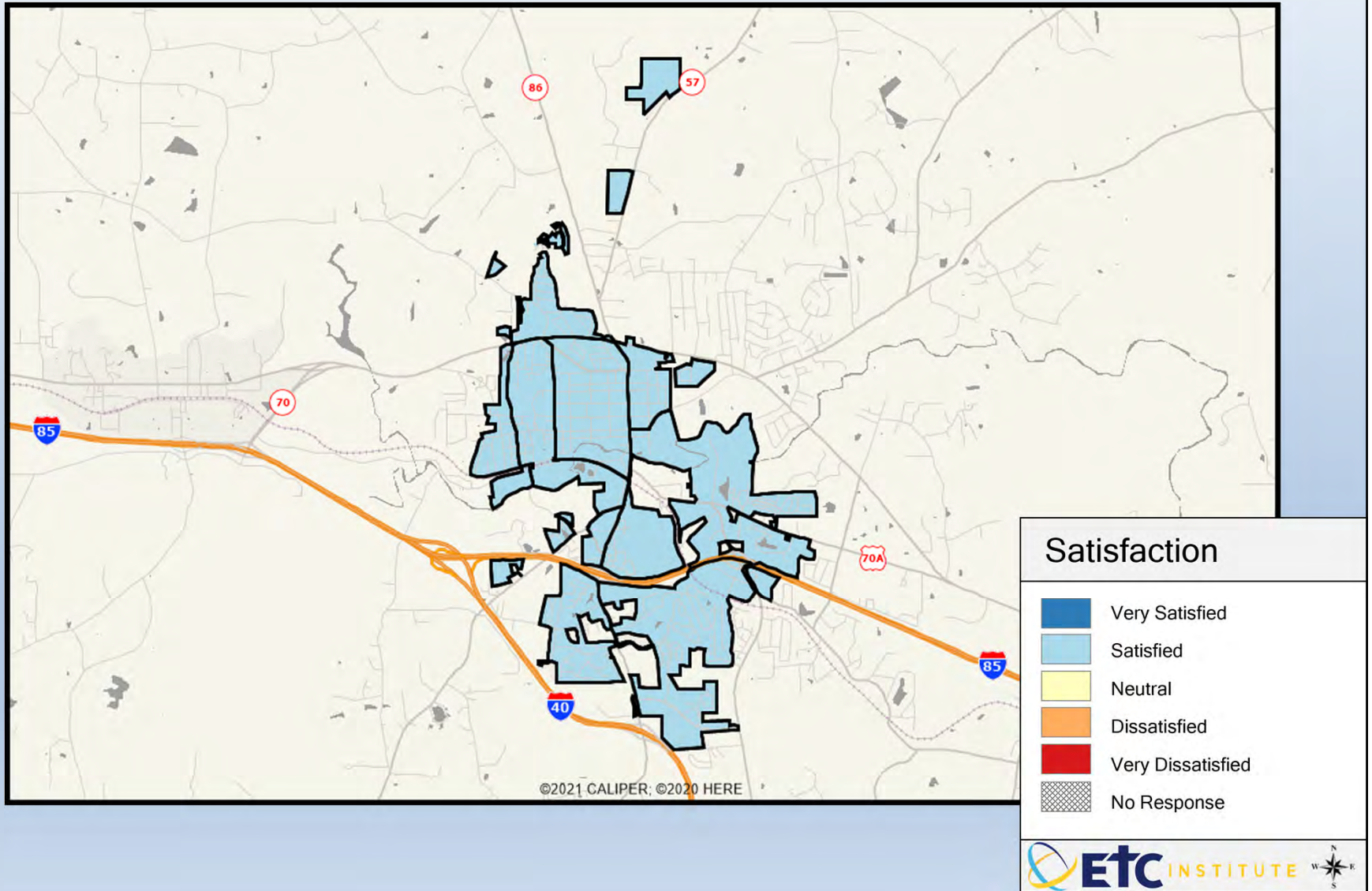
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

**ETC INSTITUTE**

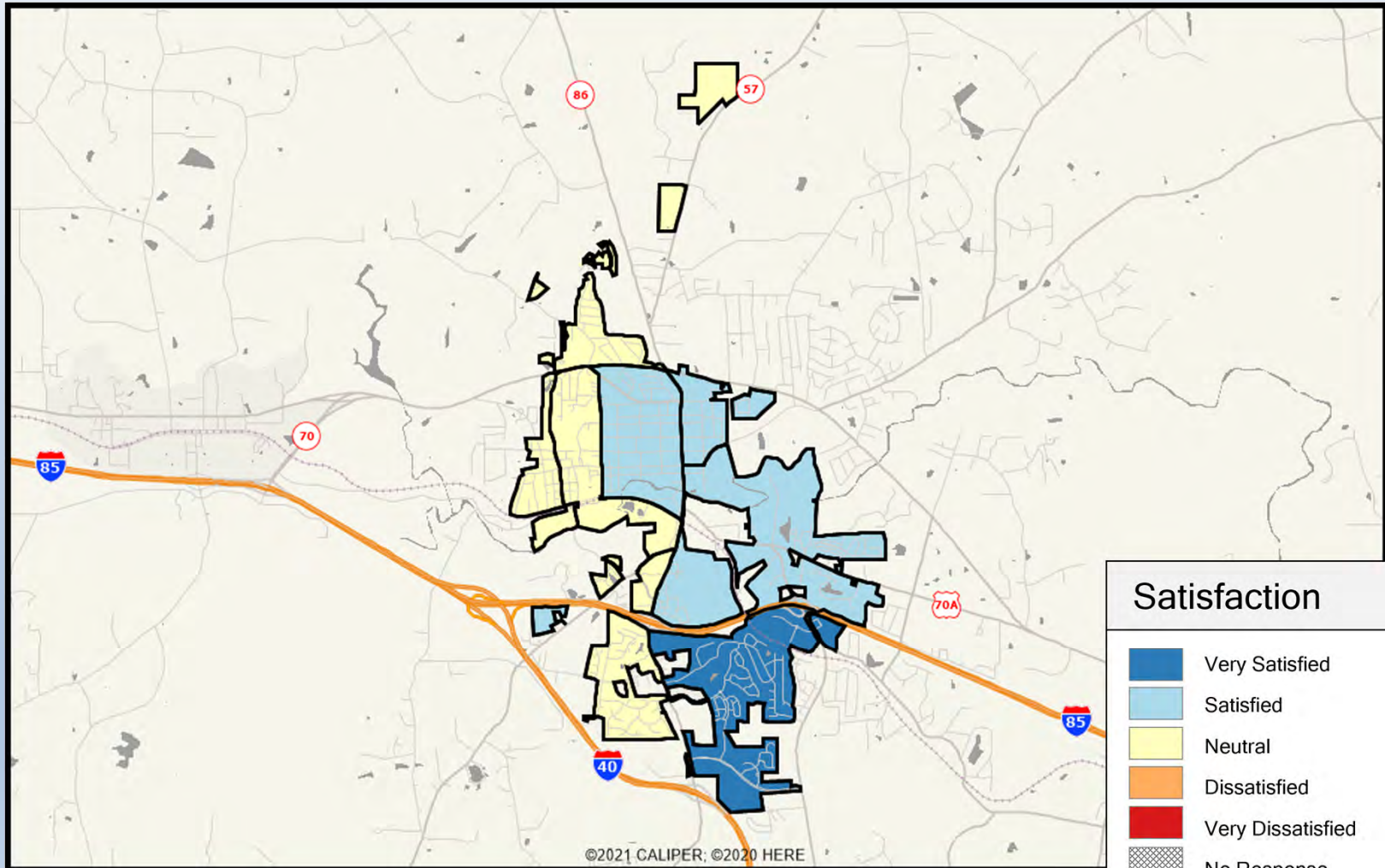
# Q8-5. Ease of travel by public transit to key destinations



# Q9-1. Condition of streets in your neighborhood



# Q9-2. Condition of sidewalks in your neighborhood

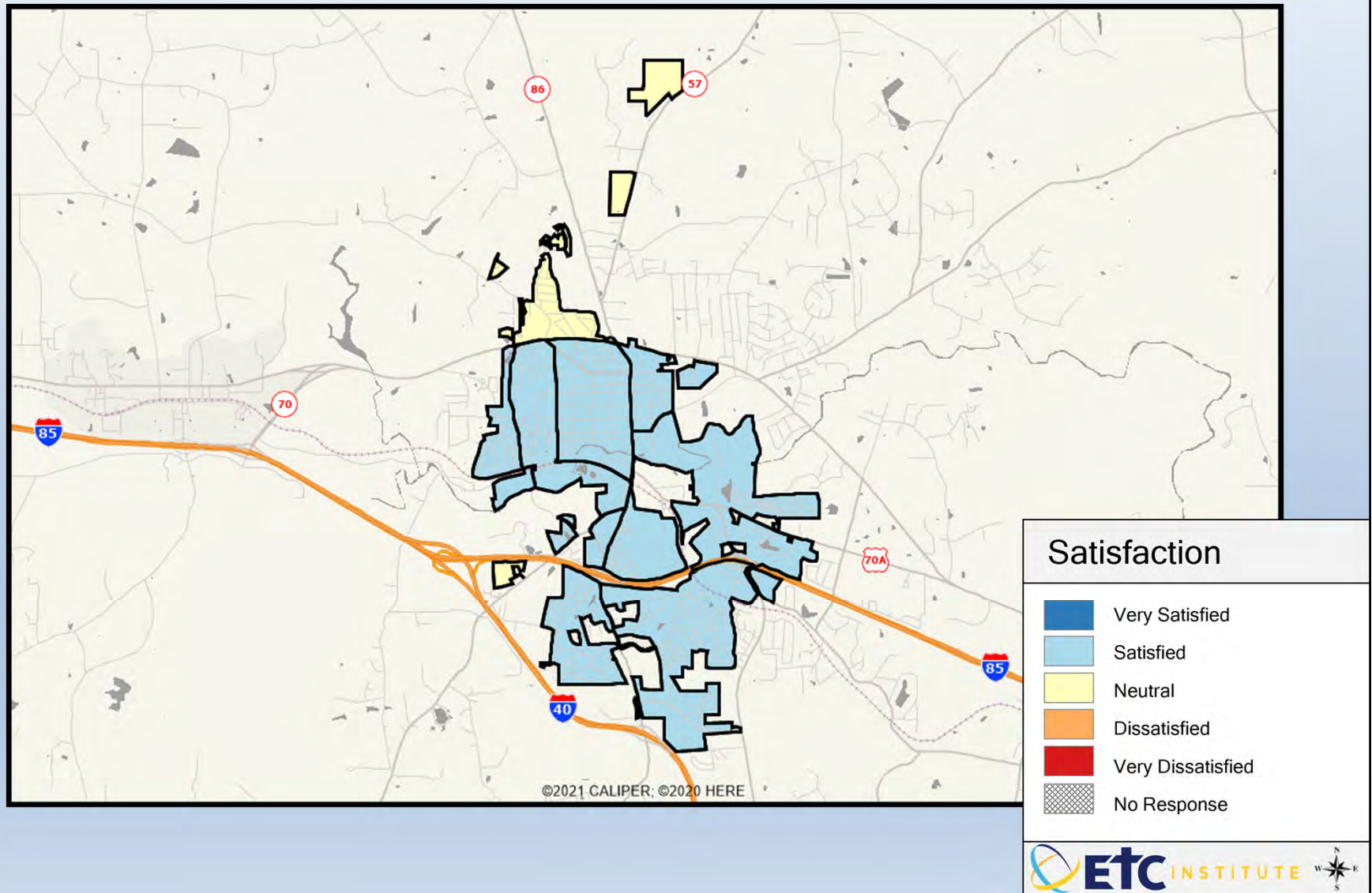


**Satisfaction**

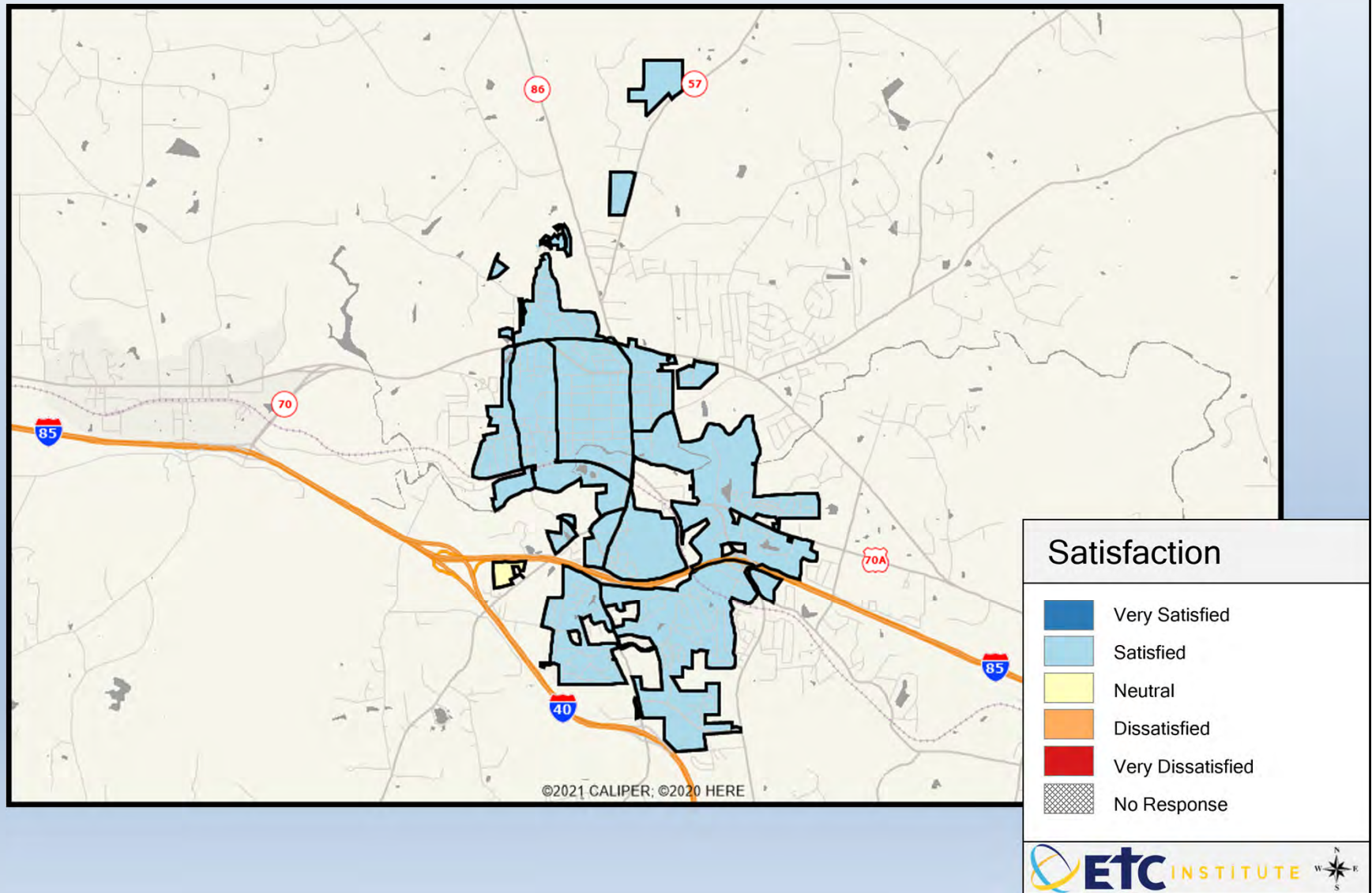
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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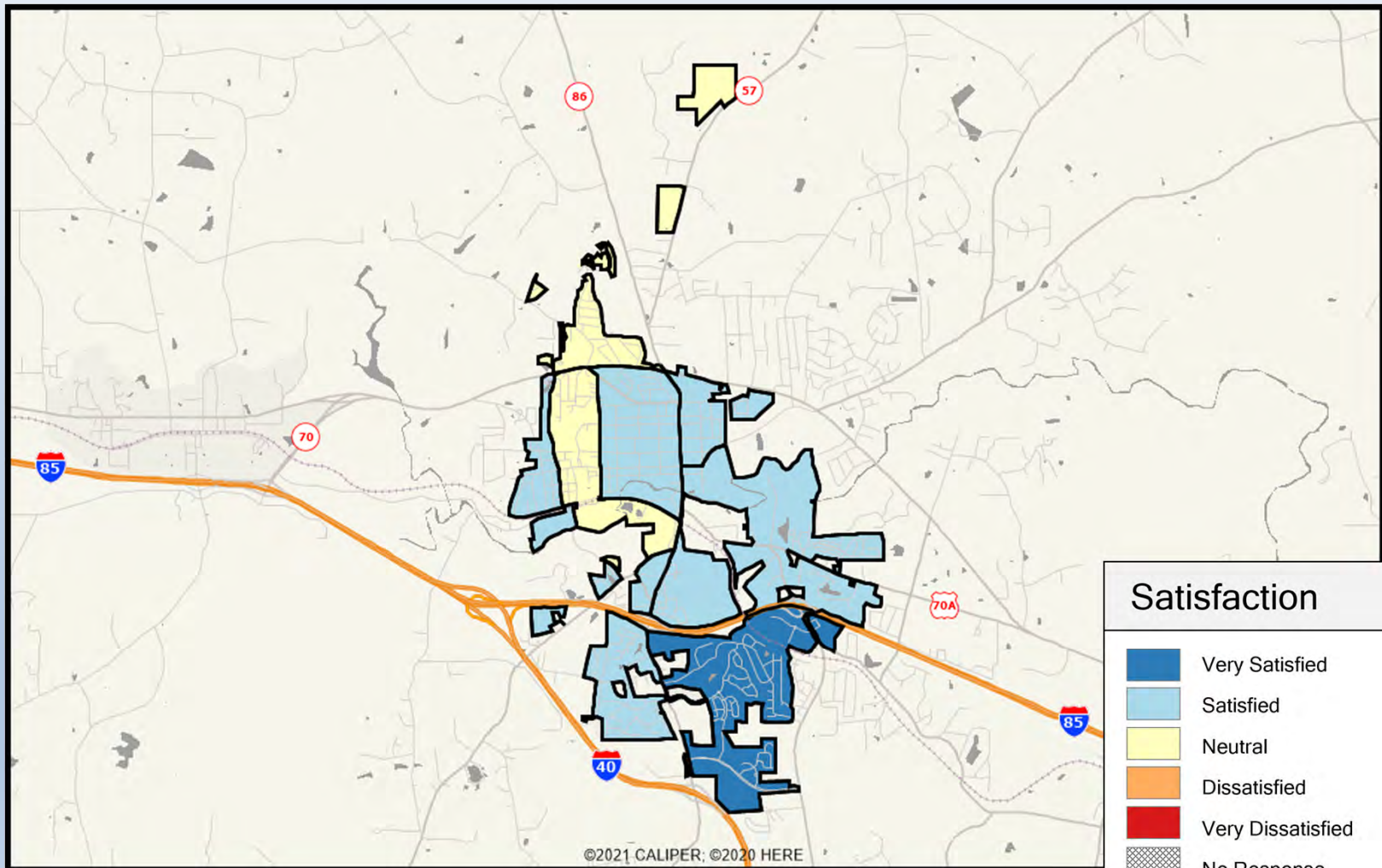
# Q9-3. Cleanliness and appearance of medians and roadsides



# Q9-4. Mowing and tree trimming along streets and other public areas



# Q9-5. Adequacy of street lighting in your neighborhood



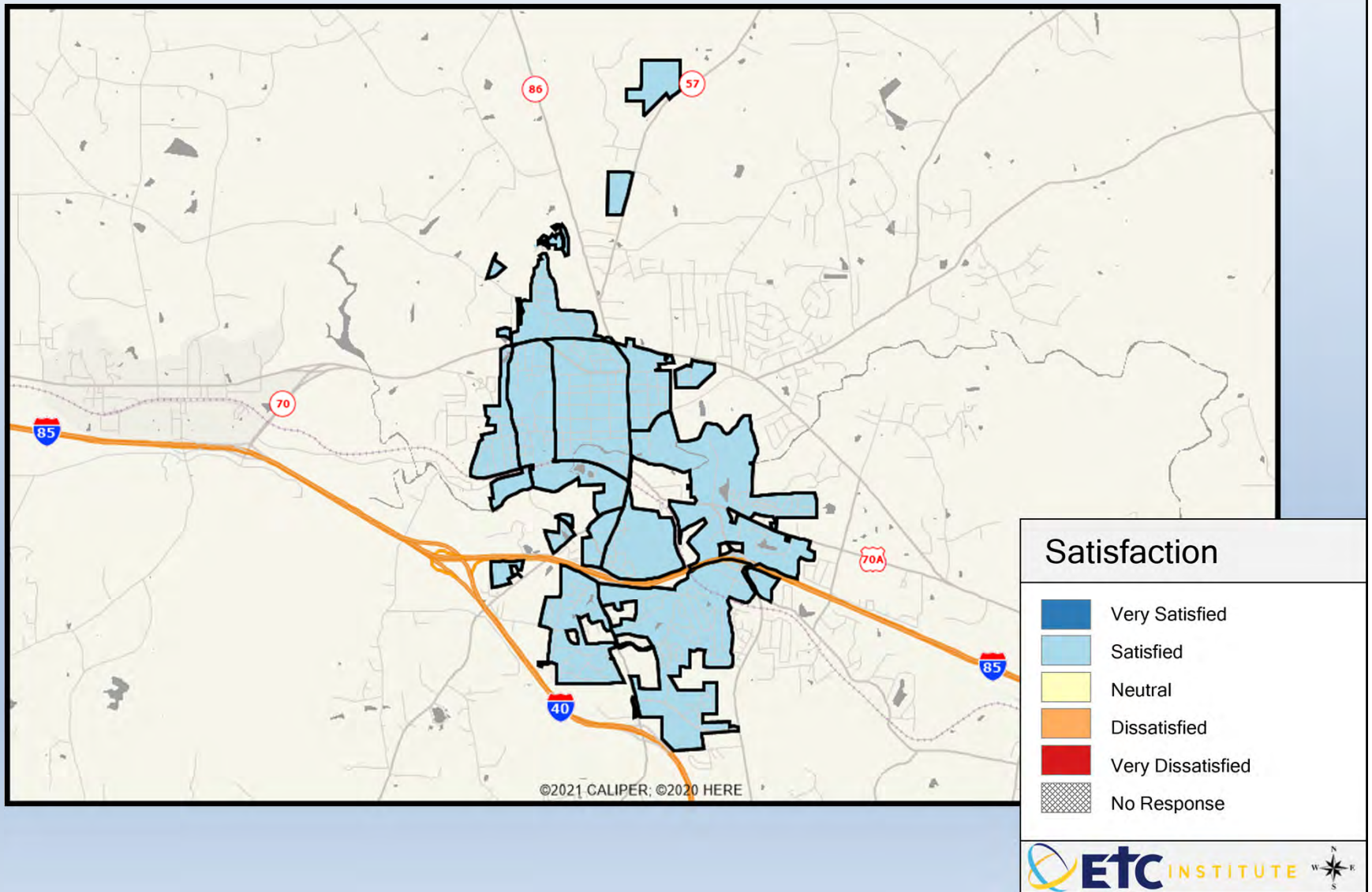
**Satisfaction**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

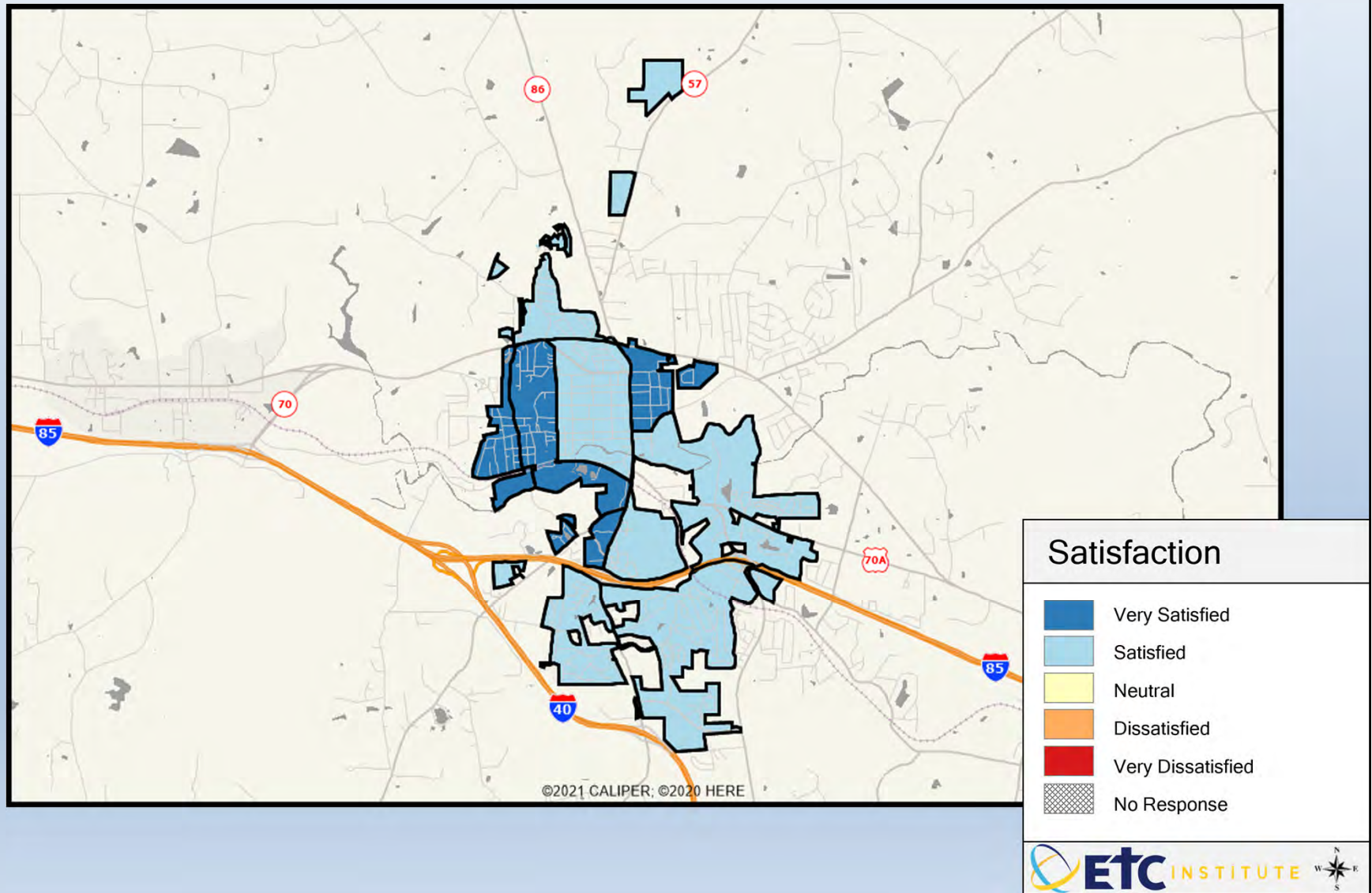
**ETC INSTITUTE**



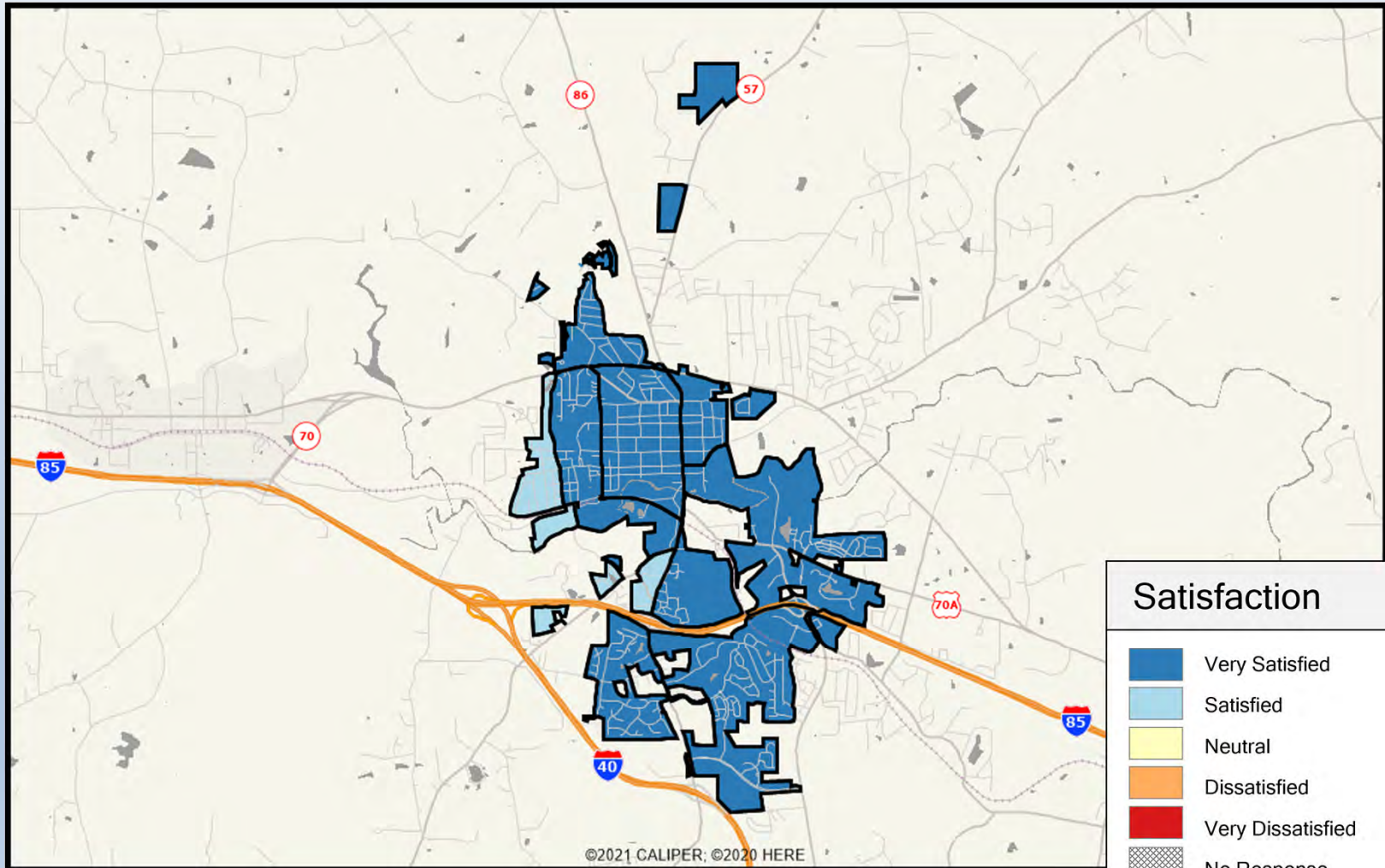
# Q9-6. Winter weather response on town-maintained streets



# Q9-7. Condition of parks



# Q9-8. Condition of greenways

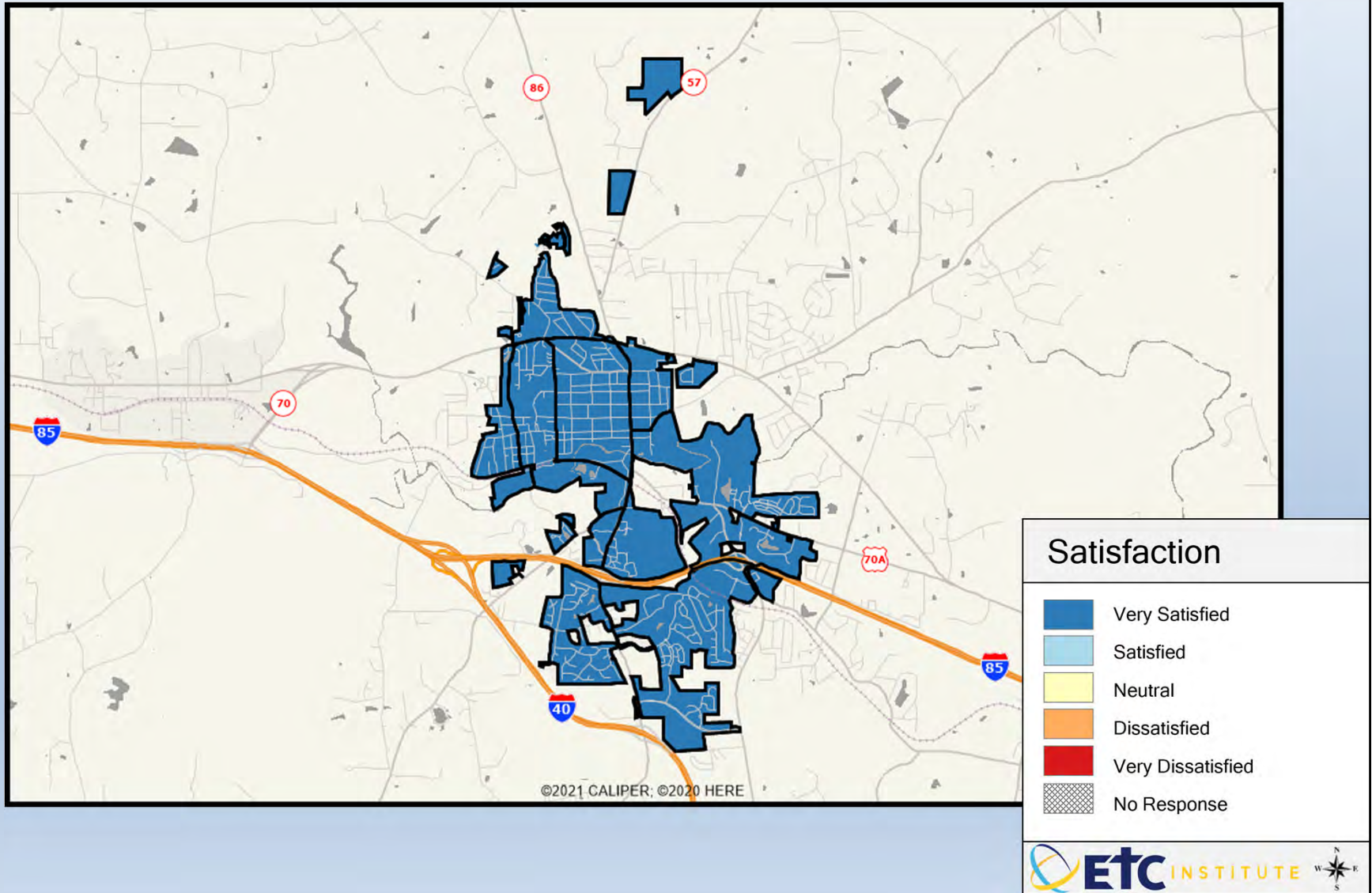


**Satisfaction**

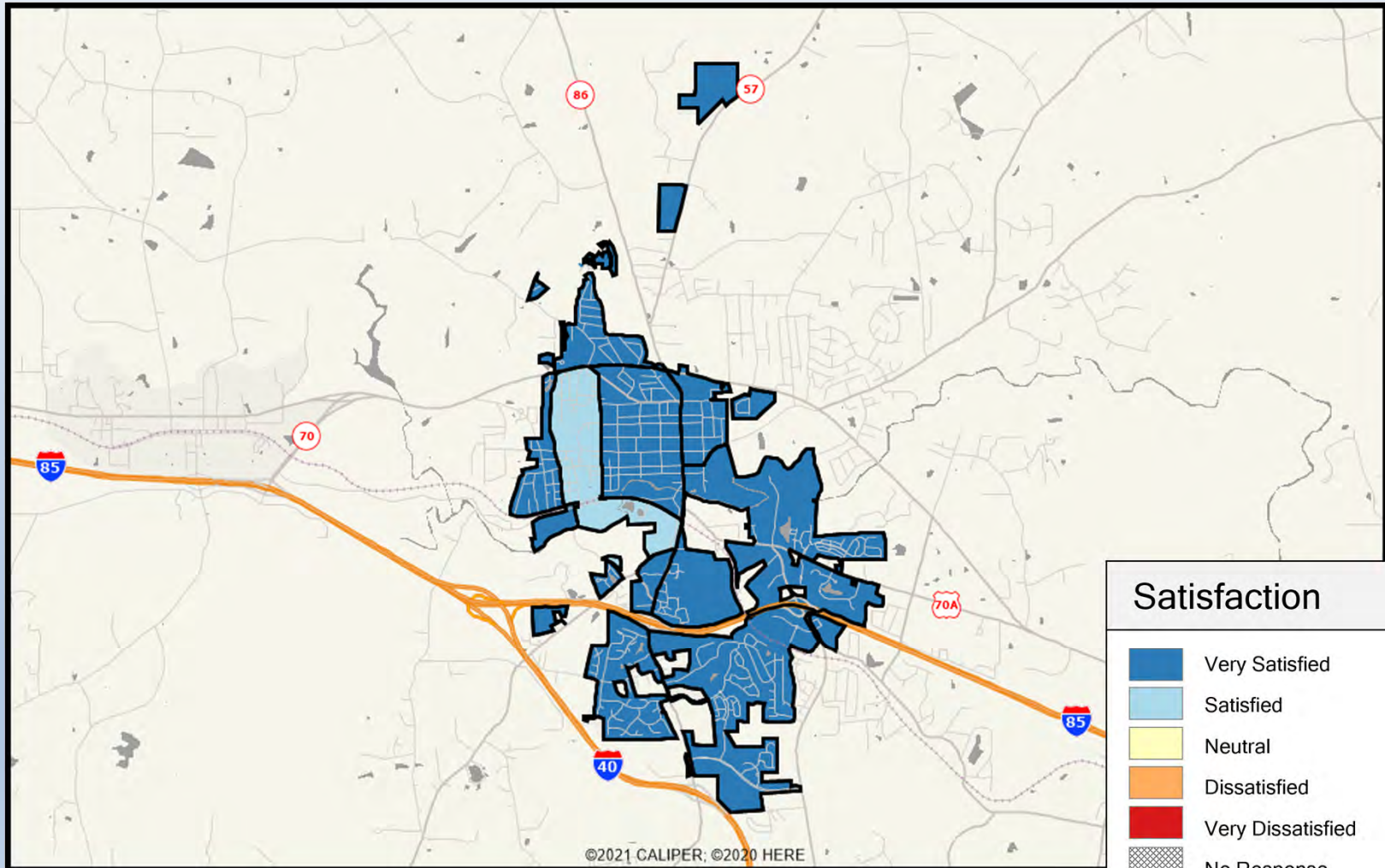
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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# Q11-01. Solid waste collection services



# Q11-02. Residential bulk trash collection

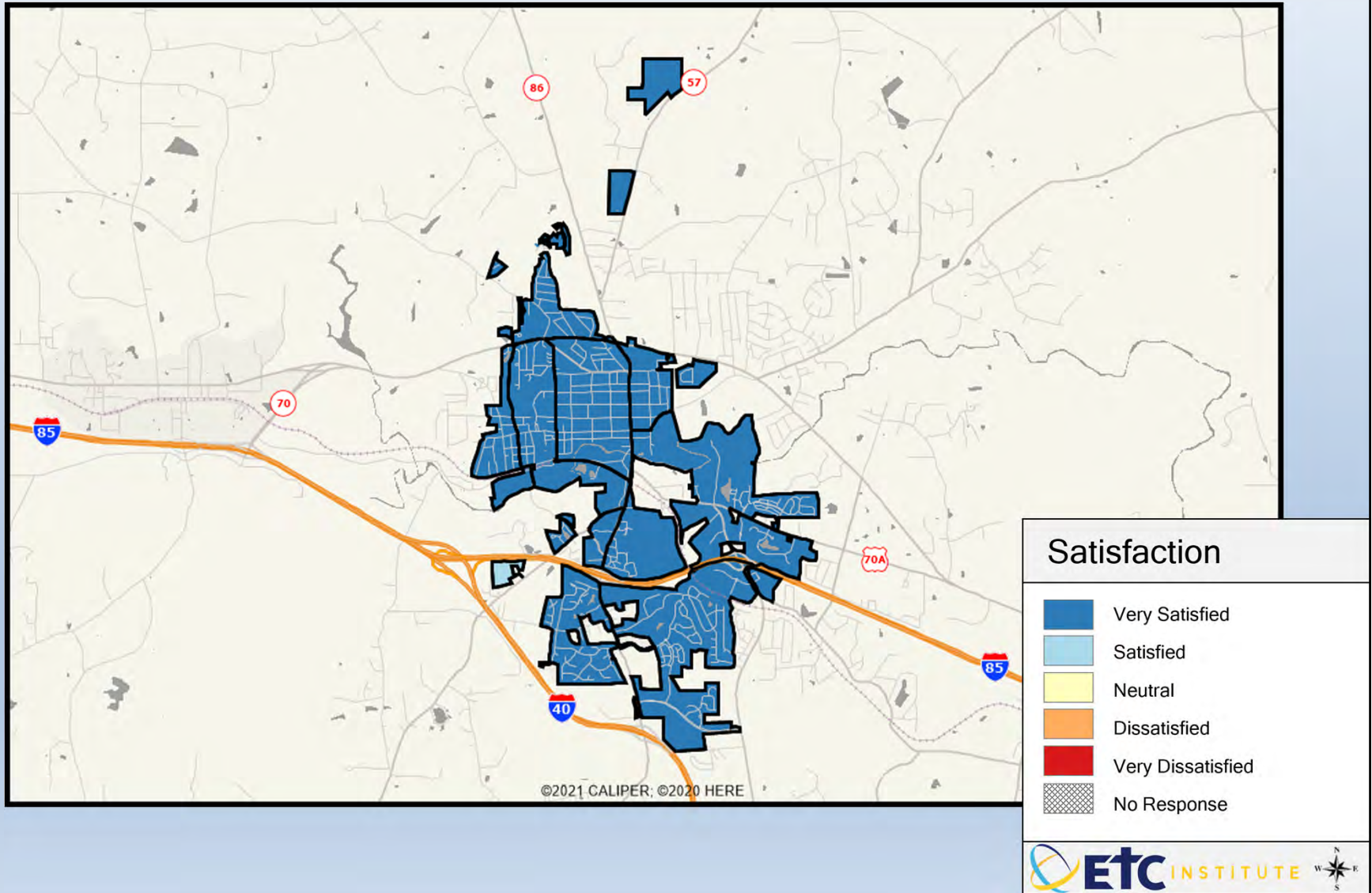


**Satisfaction**

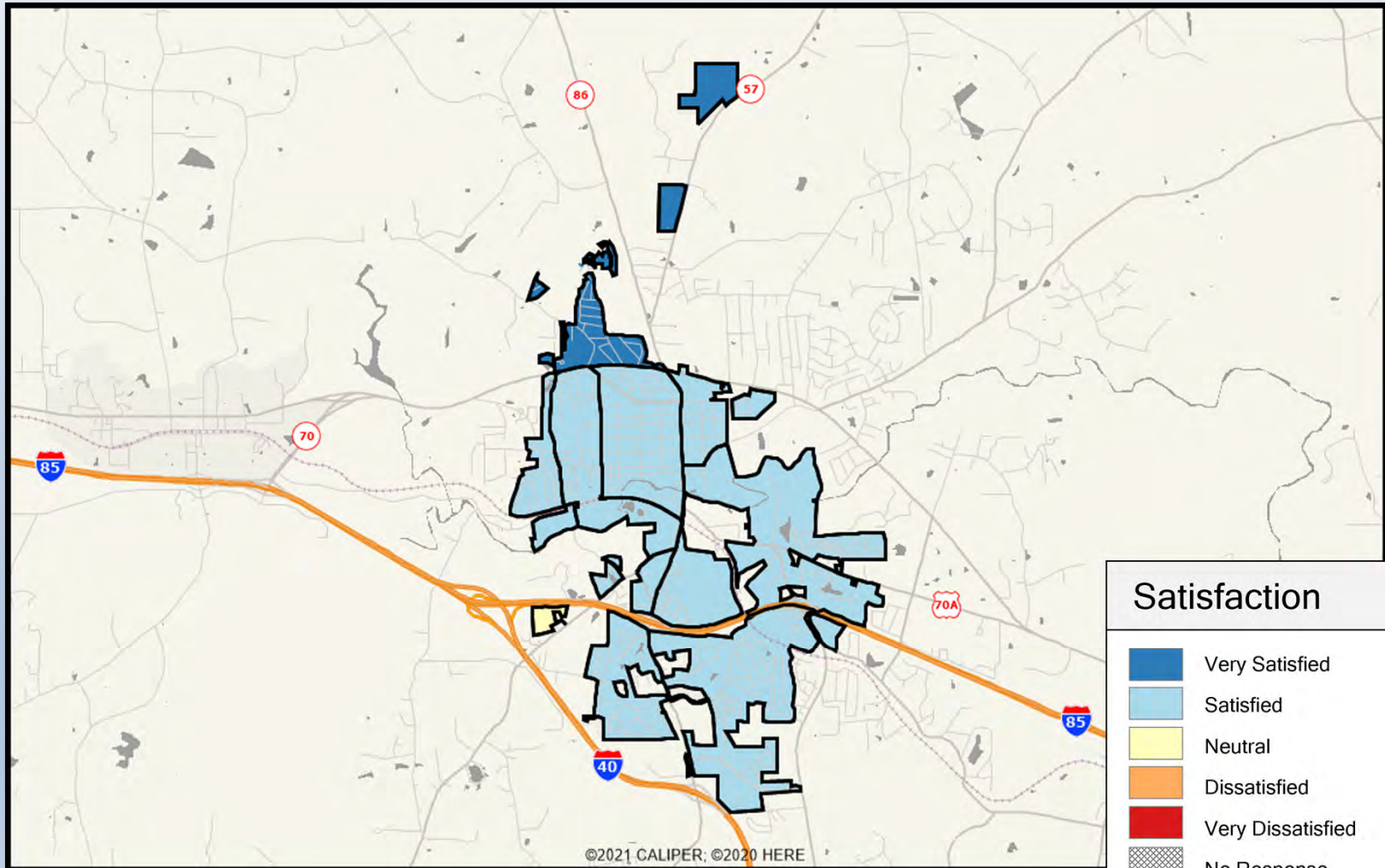
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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# Q11-03. Yard waste collection services



# Q11-04. Quality of drinking water

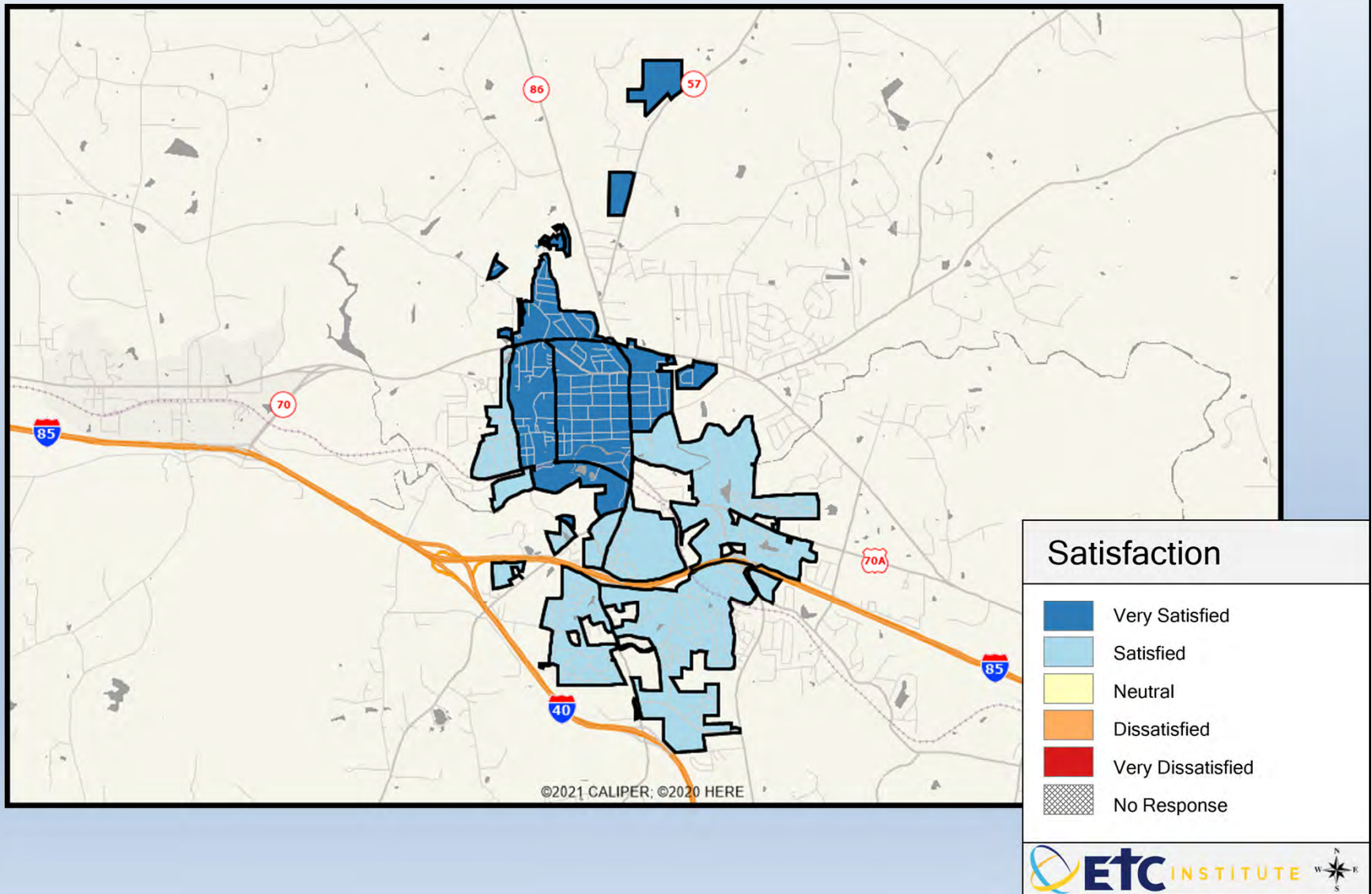


**Satisfaction**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

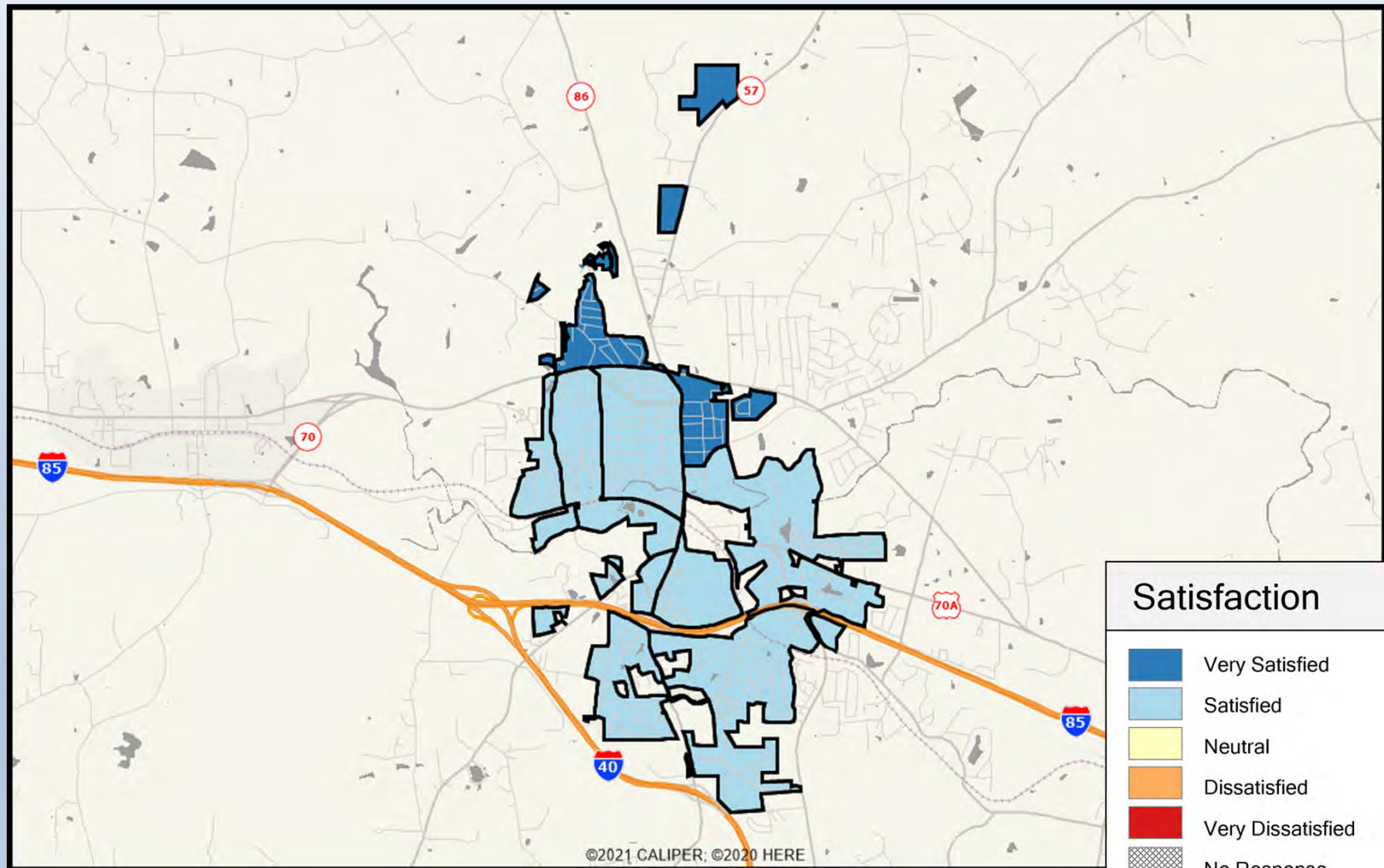
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# Q11-05. Sewer services





# Q11-06. Eno River protection

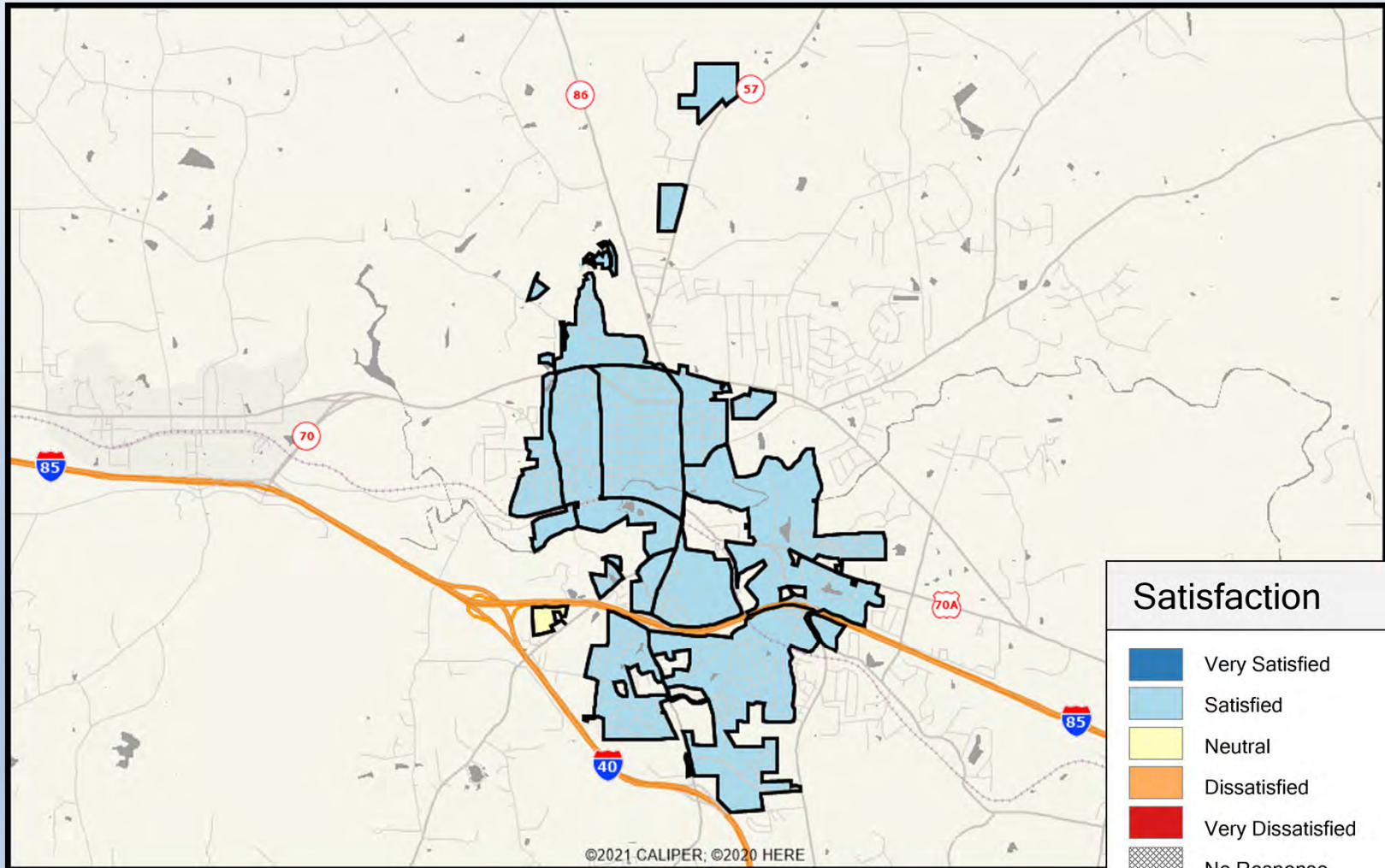


**Satisfaction**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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# Q11-07. Drainage of town streets

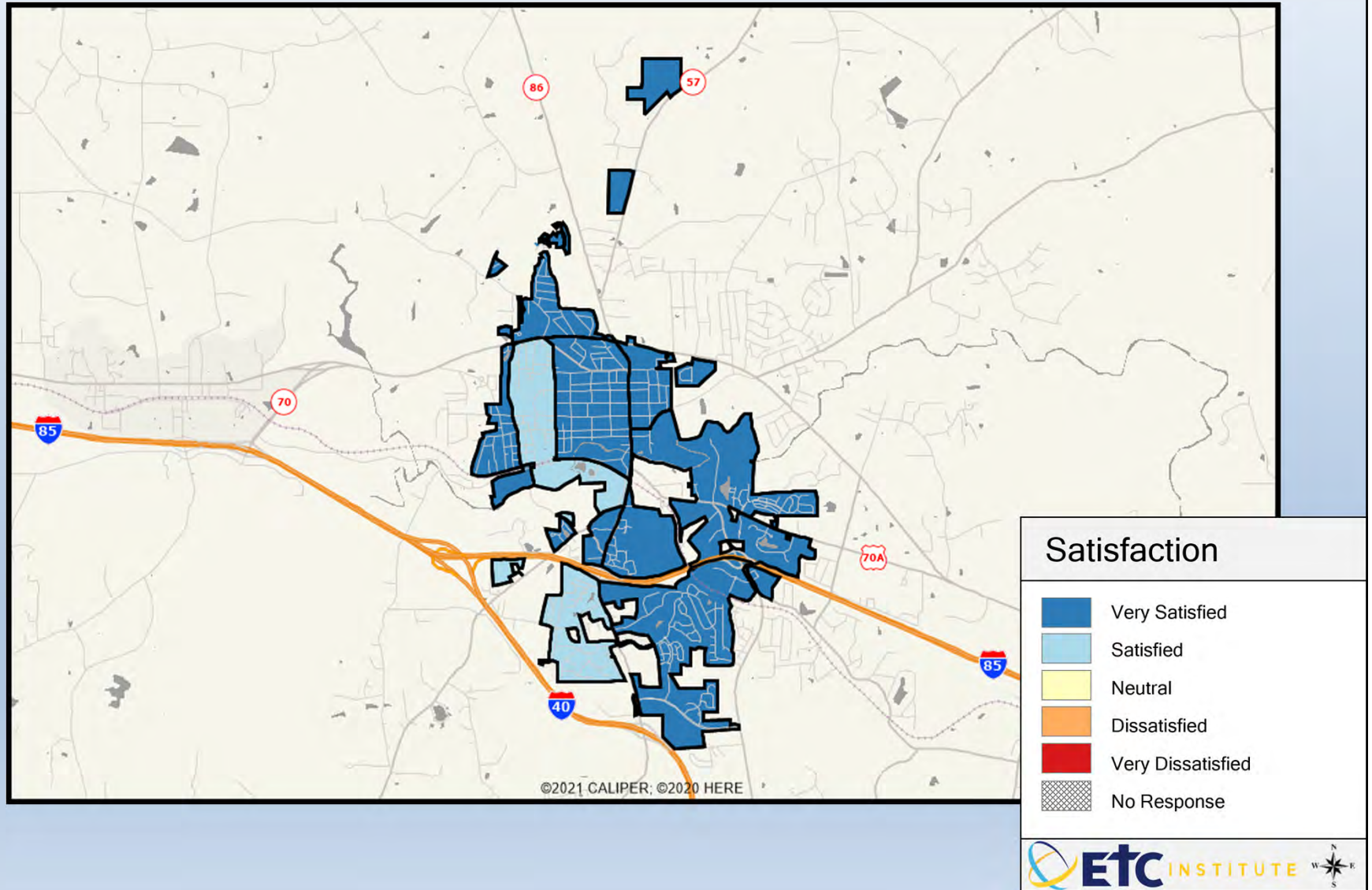


**Satisfaction**

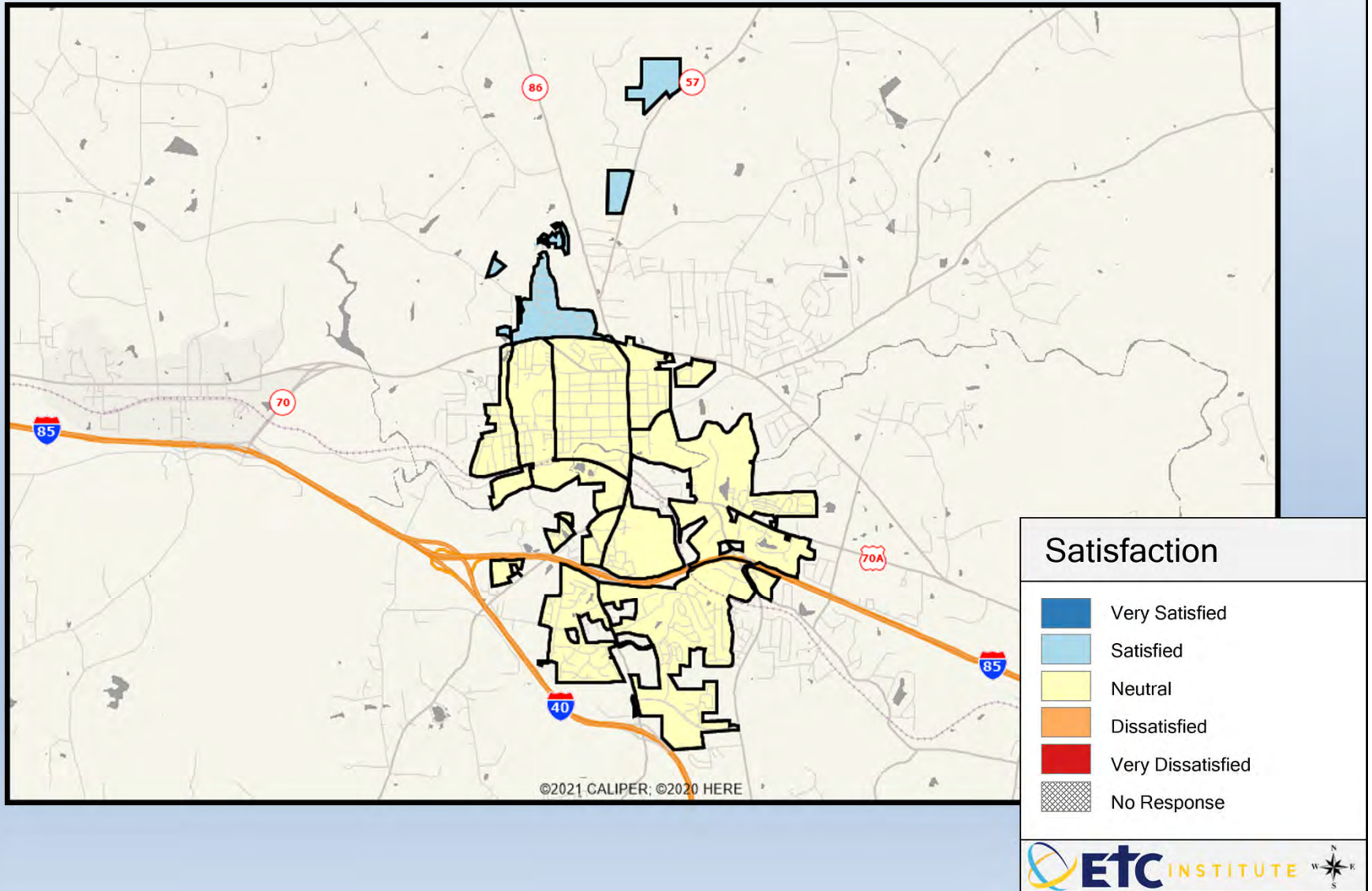
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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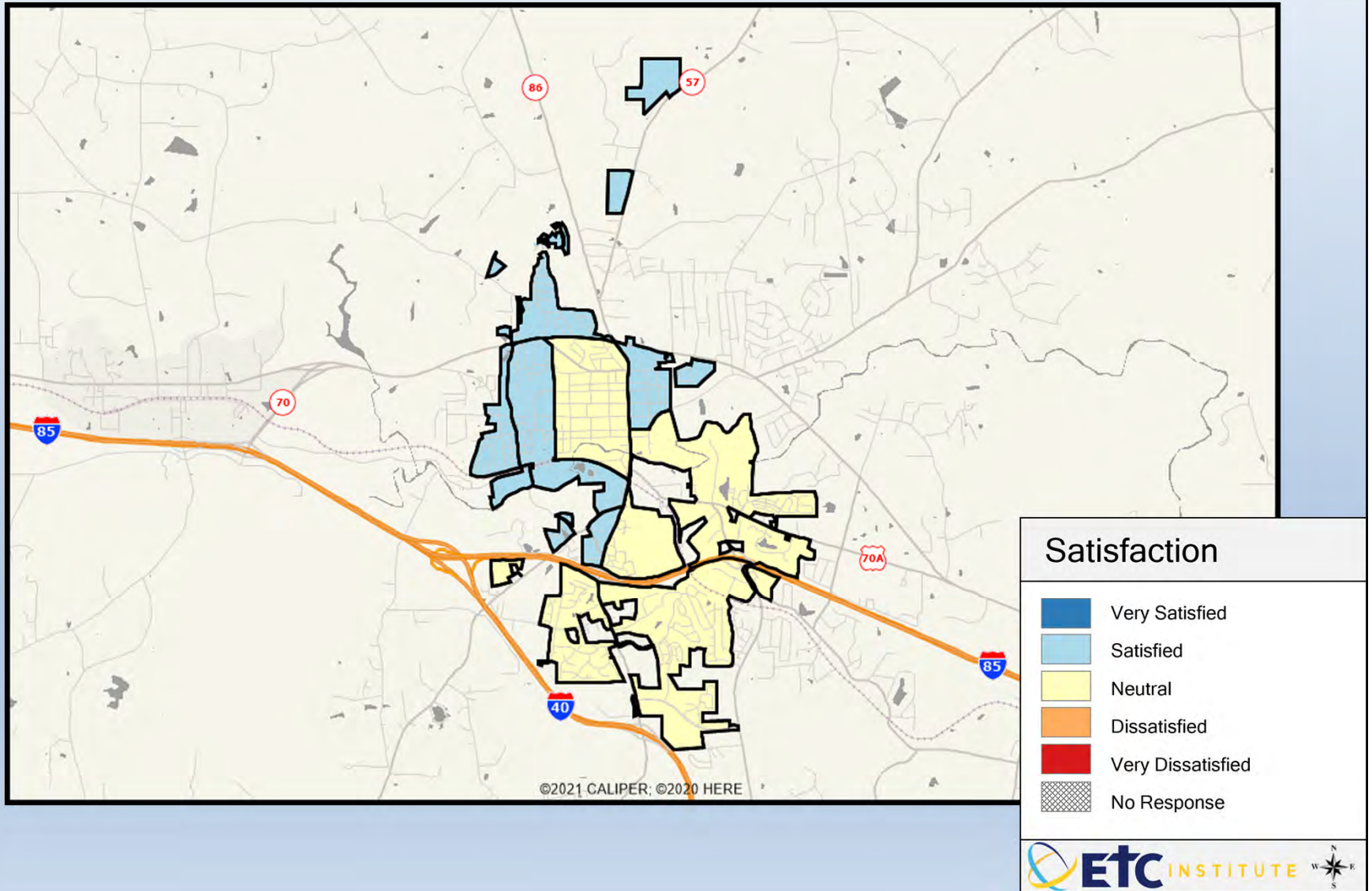
# Q11-08. Ease of paying water and sewer bill



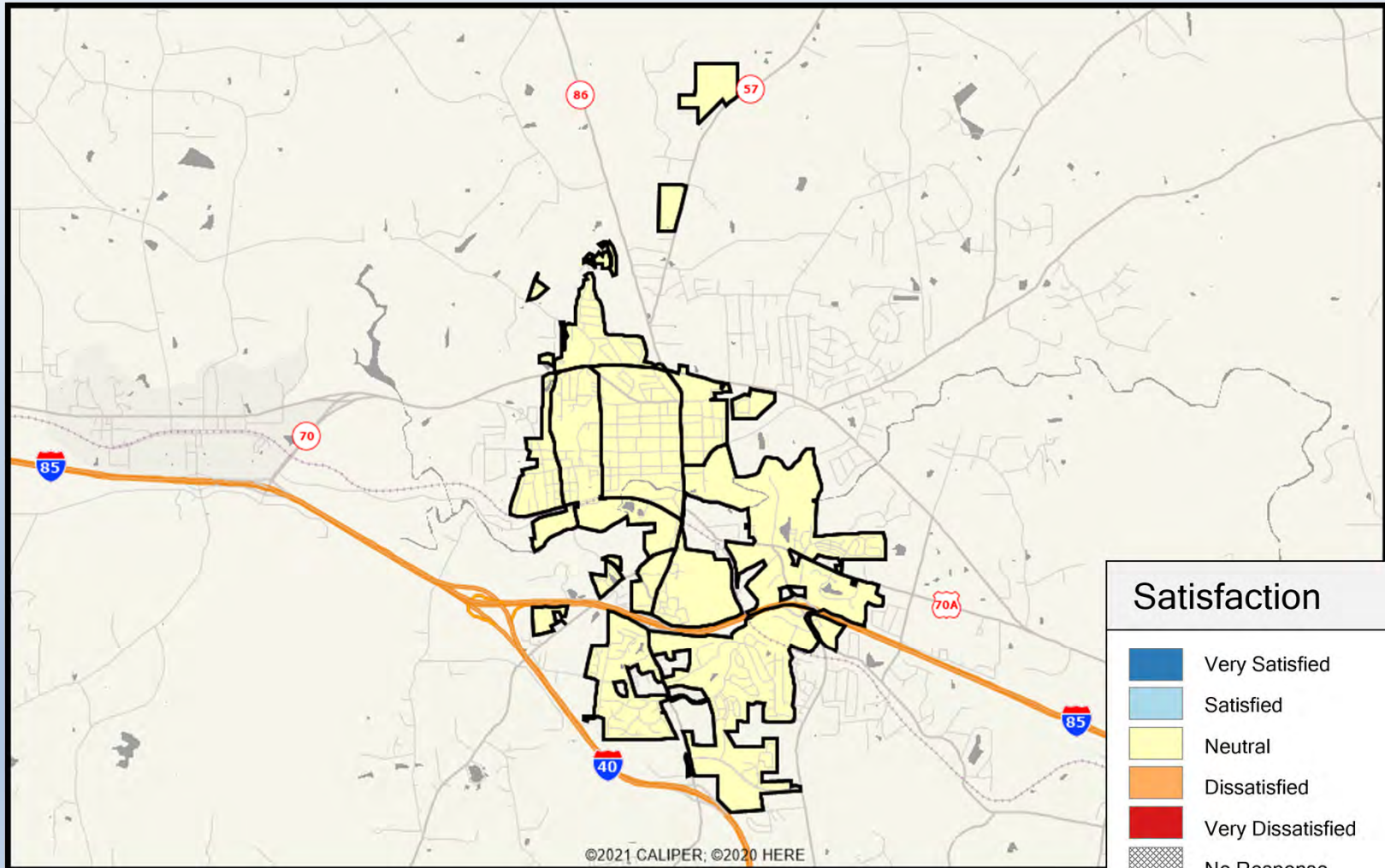
# Q11-09. What you are charged for water and sewer services



# Q11-10. What you are charged for stormwater services



# Q12-1. Amount of trees and shrubs retained and replaced on new development

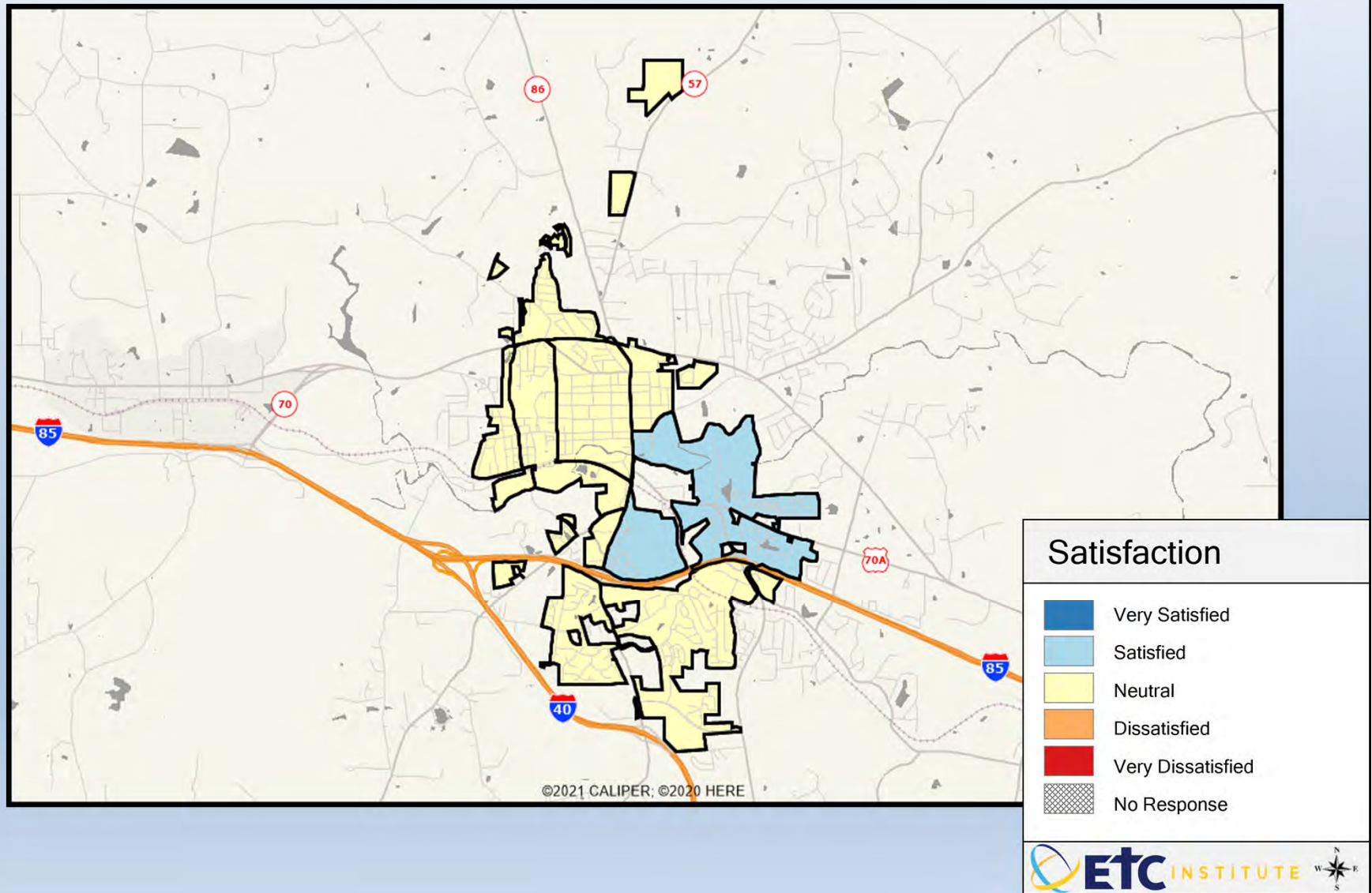


**Satisfaction**

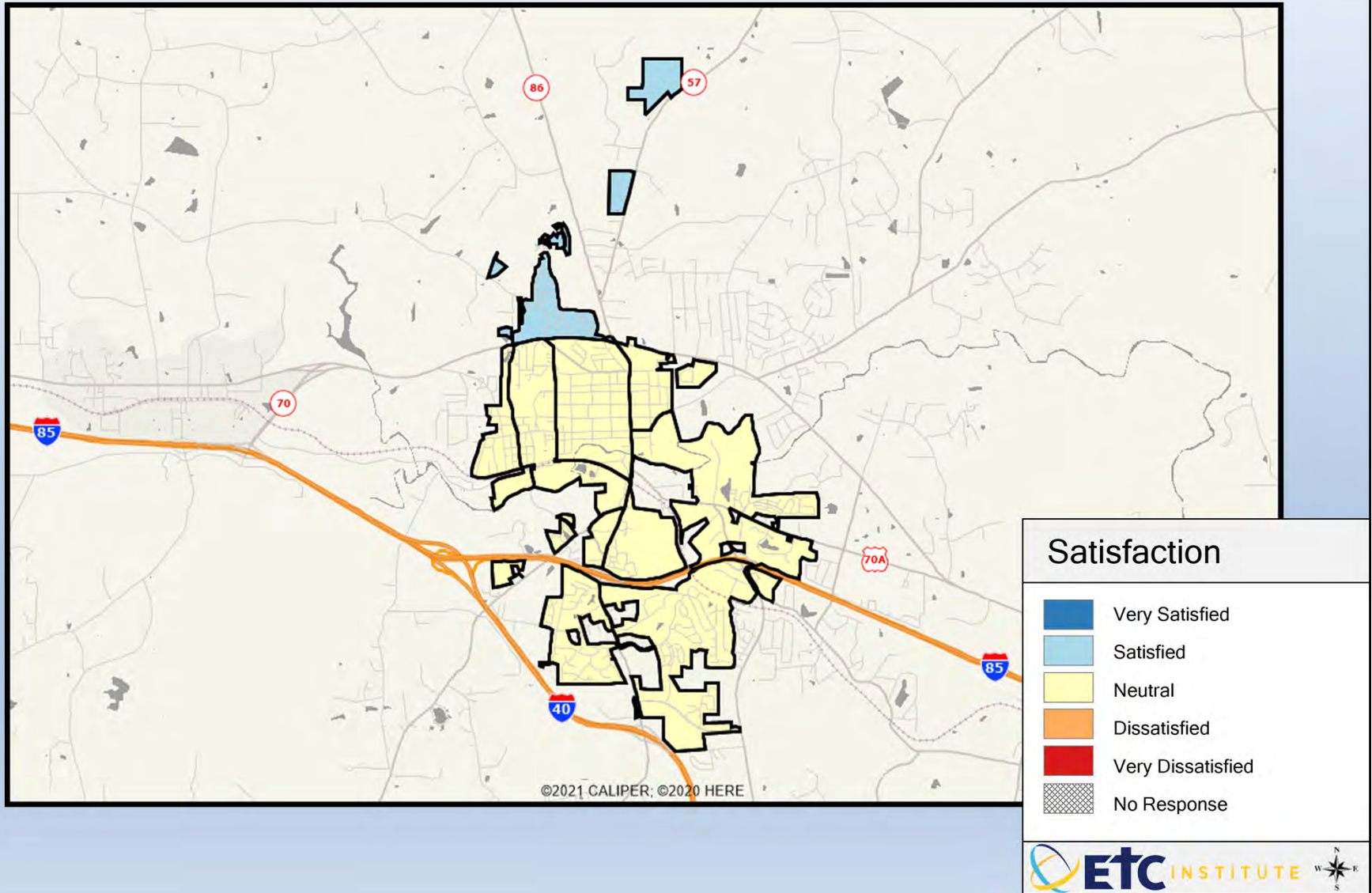
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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# Q12-2. Overall quality of recent residential development in Hillsborough

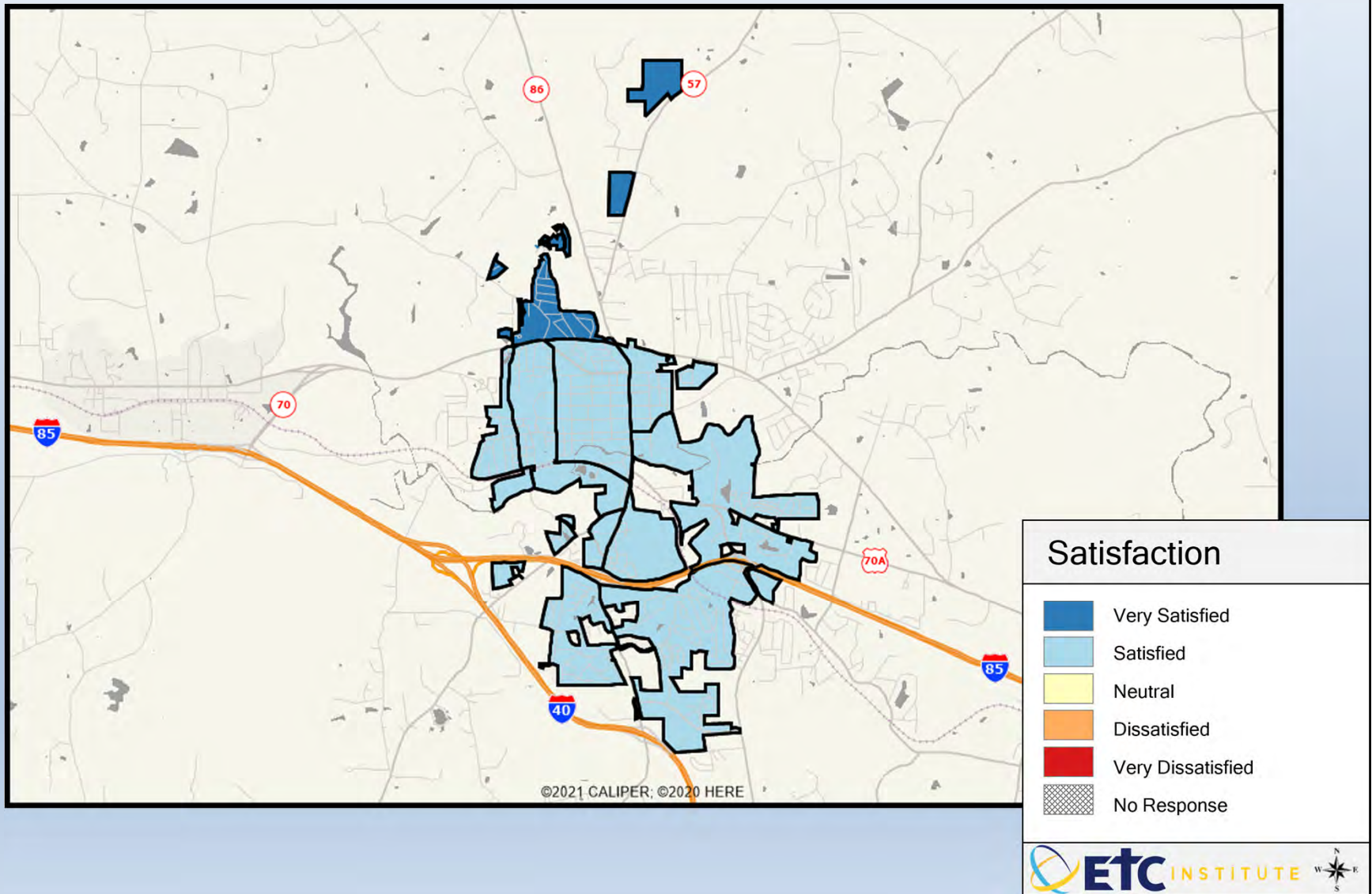


# Q12-3. Overall quality of recent commercial development in Hillsborough

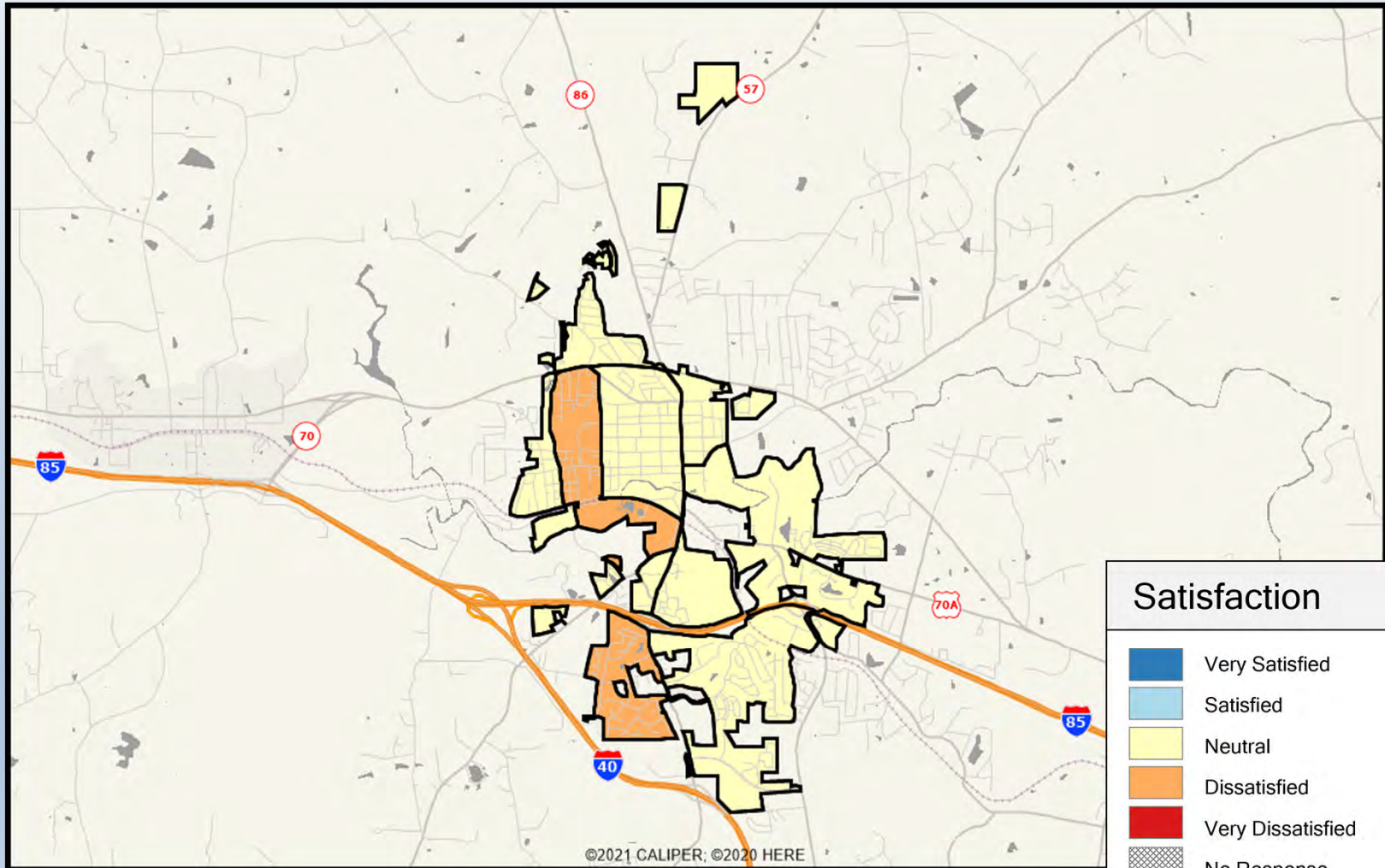




# Q12-4. Protection of historic district and local landmarks



# Q12-5. Ability to find housing you can afford in Hillsborough

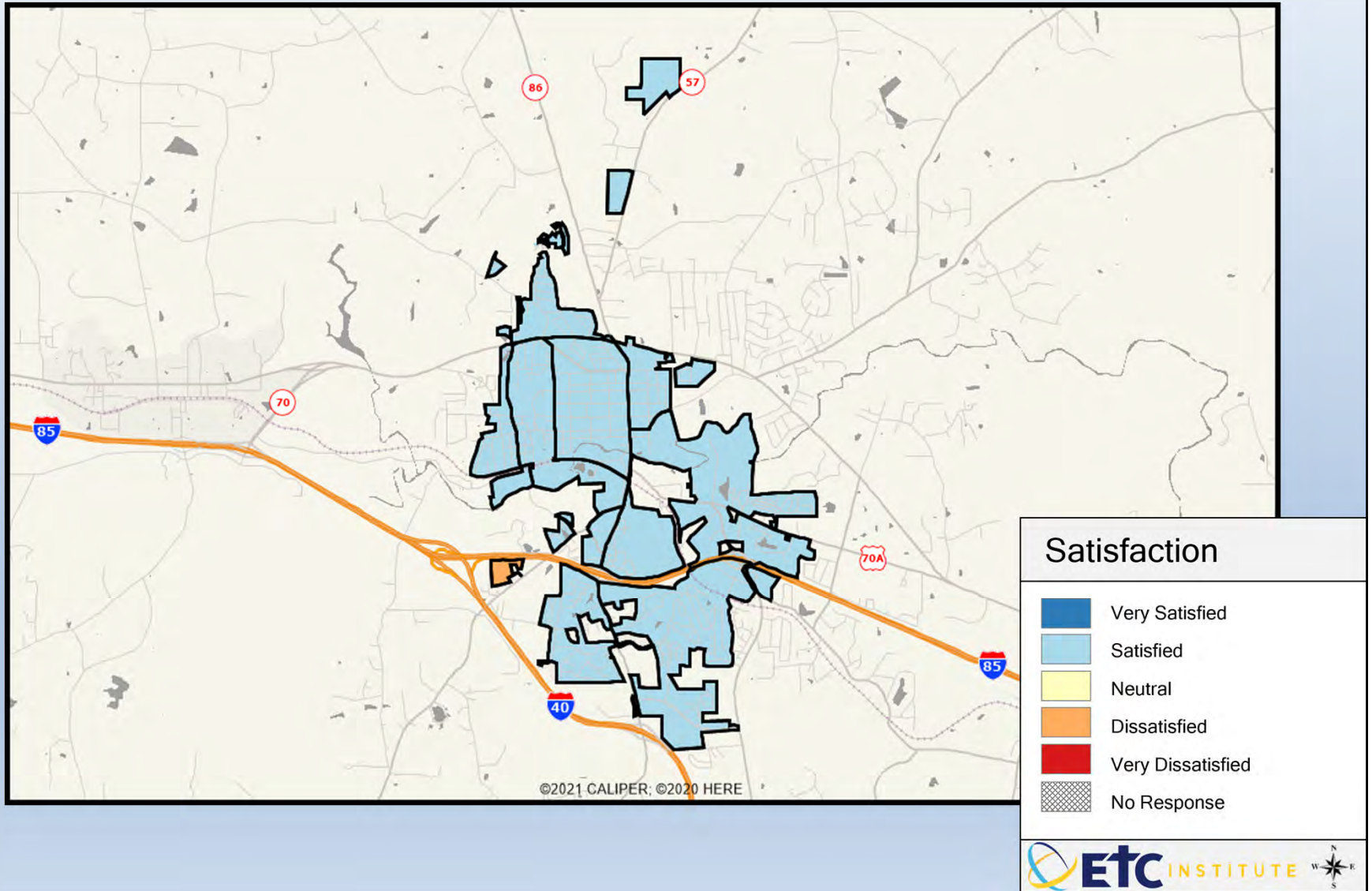


**Satisfaction**

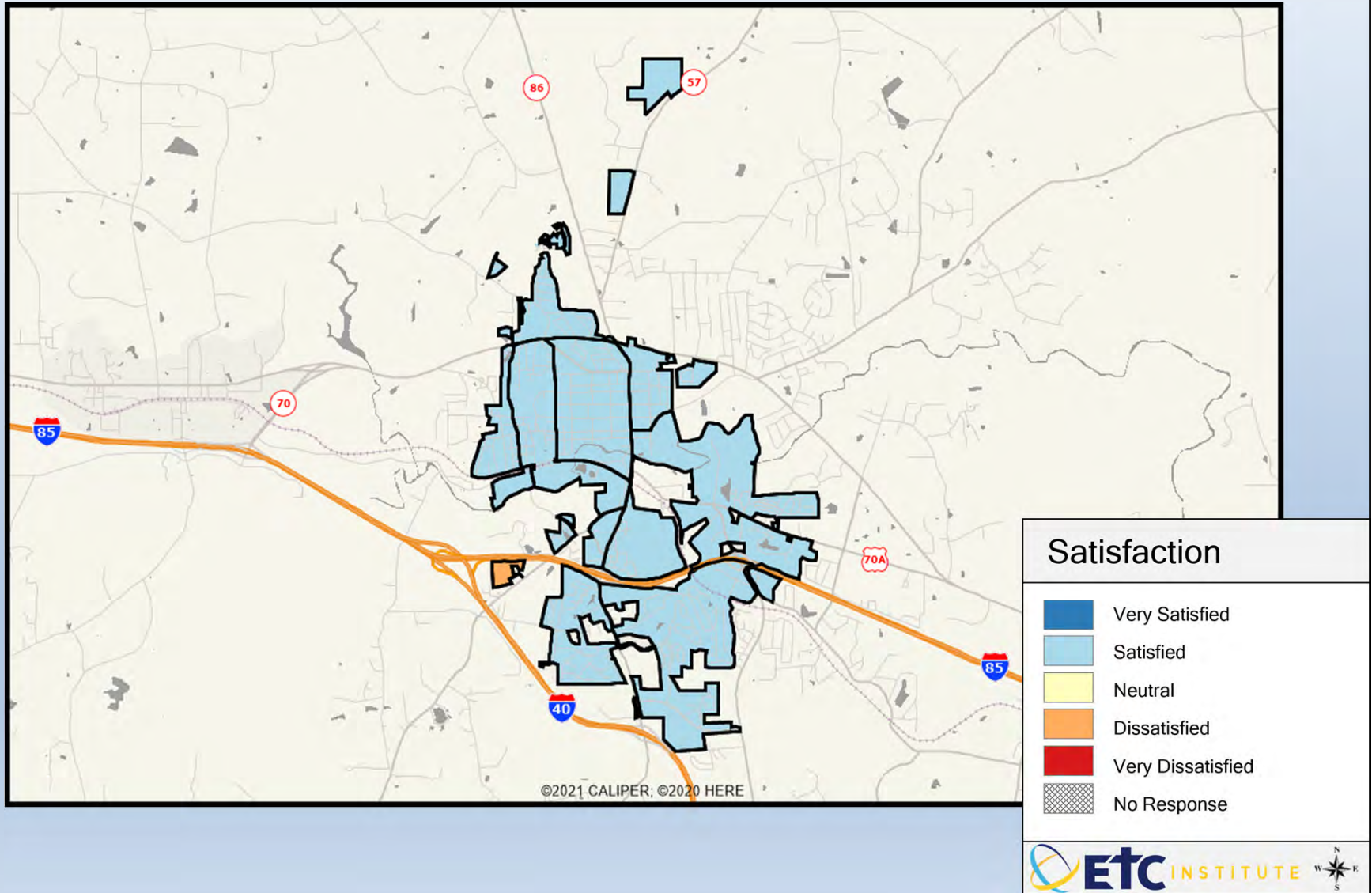
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

**ETC INSTITUTE**

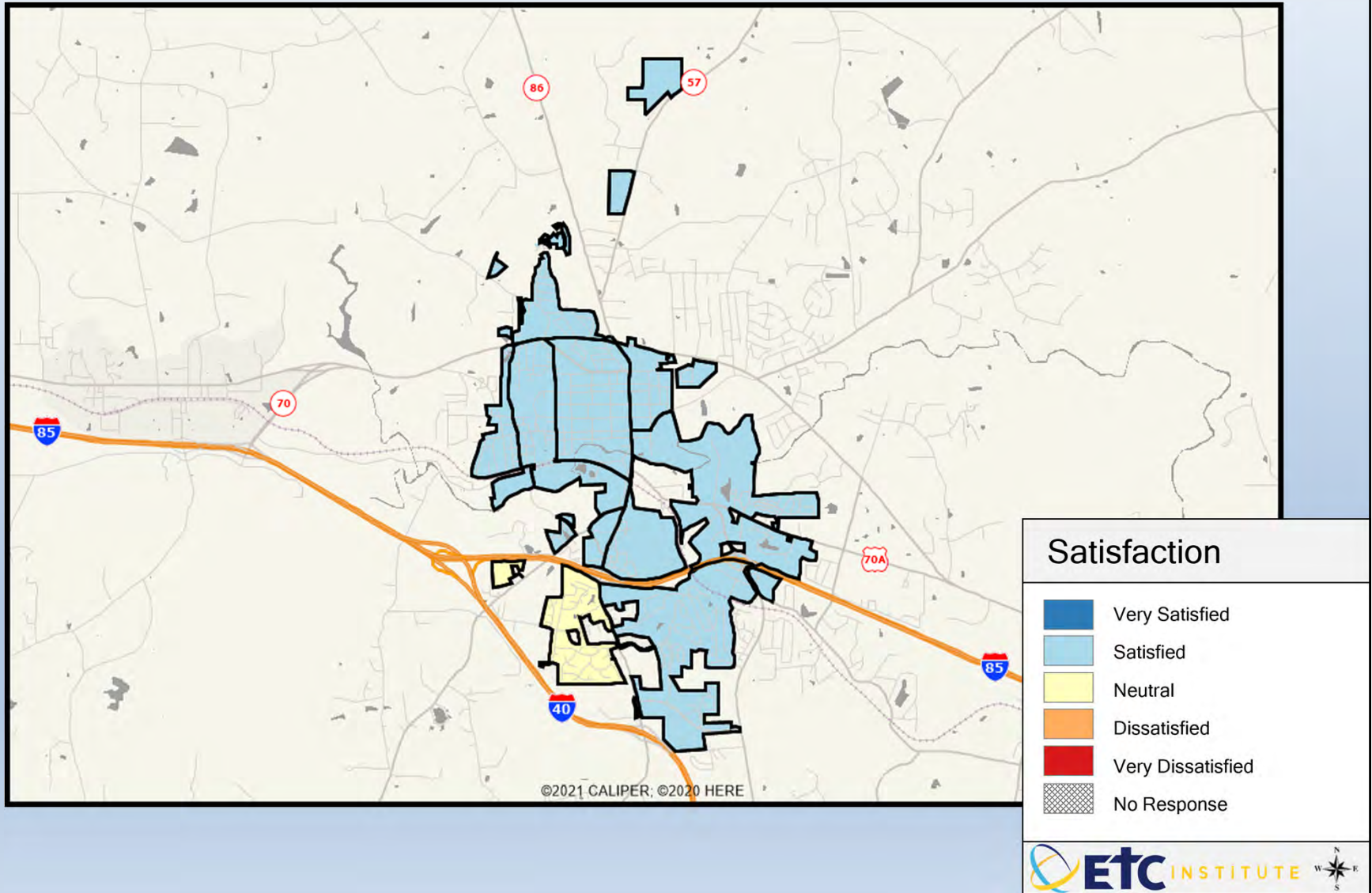
# Q15-1. Availability of information about town programs and services



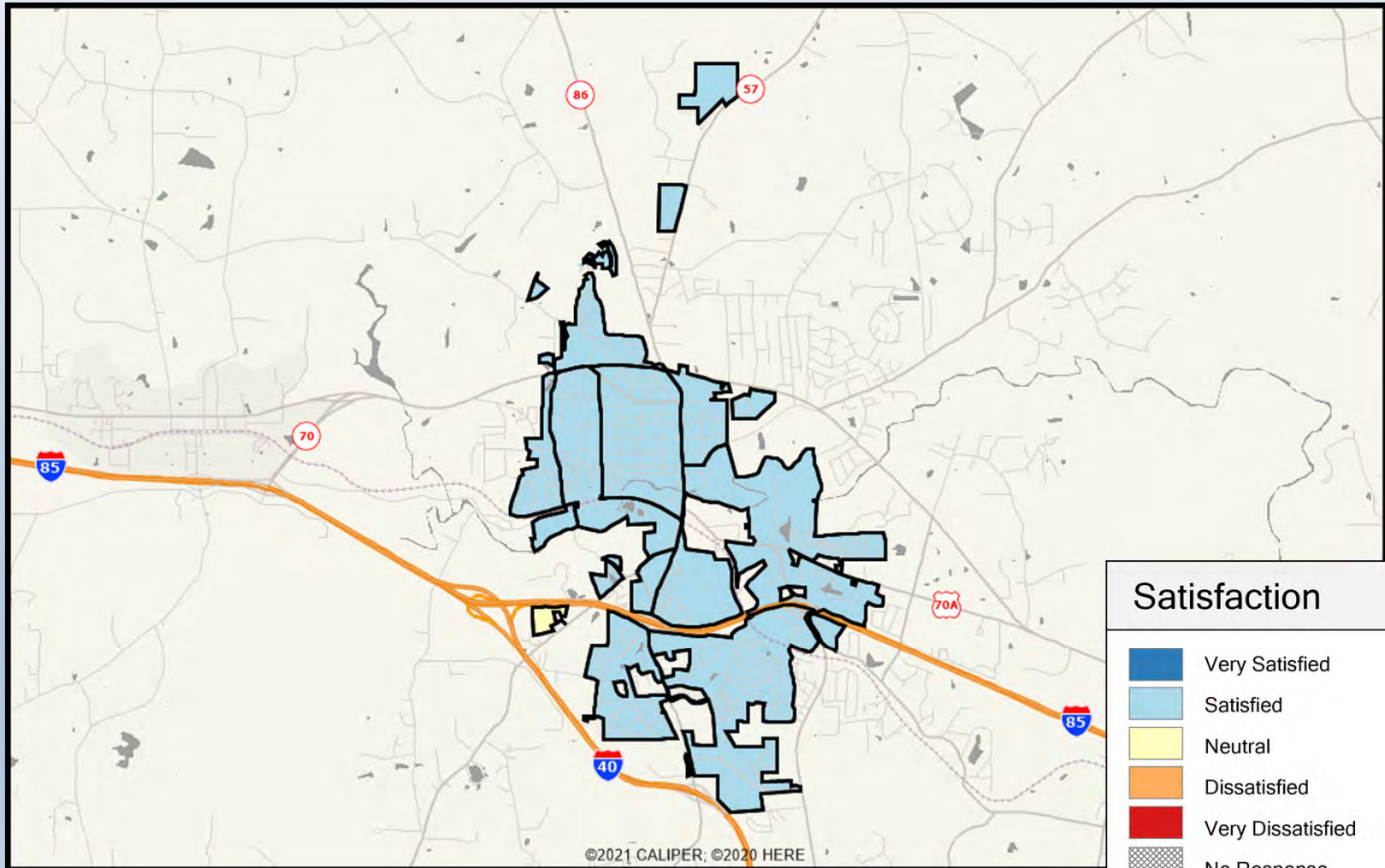
# Q15-2. Town efforts to keep you informed about local issues



# Q15-3. Level of public involvement in local decisions



# Q15-4. Quality of social media outlets

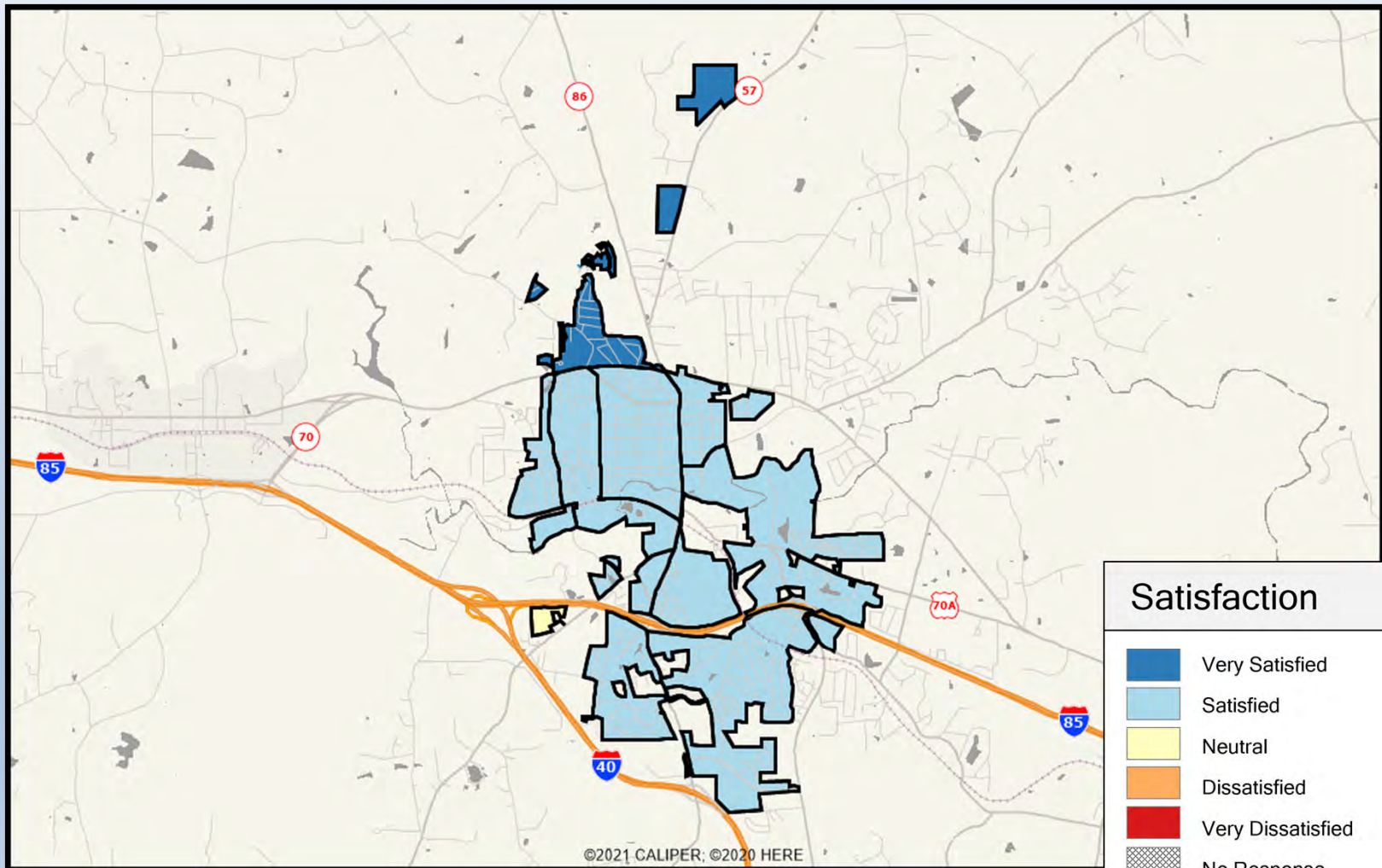


**Satisfaction**

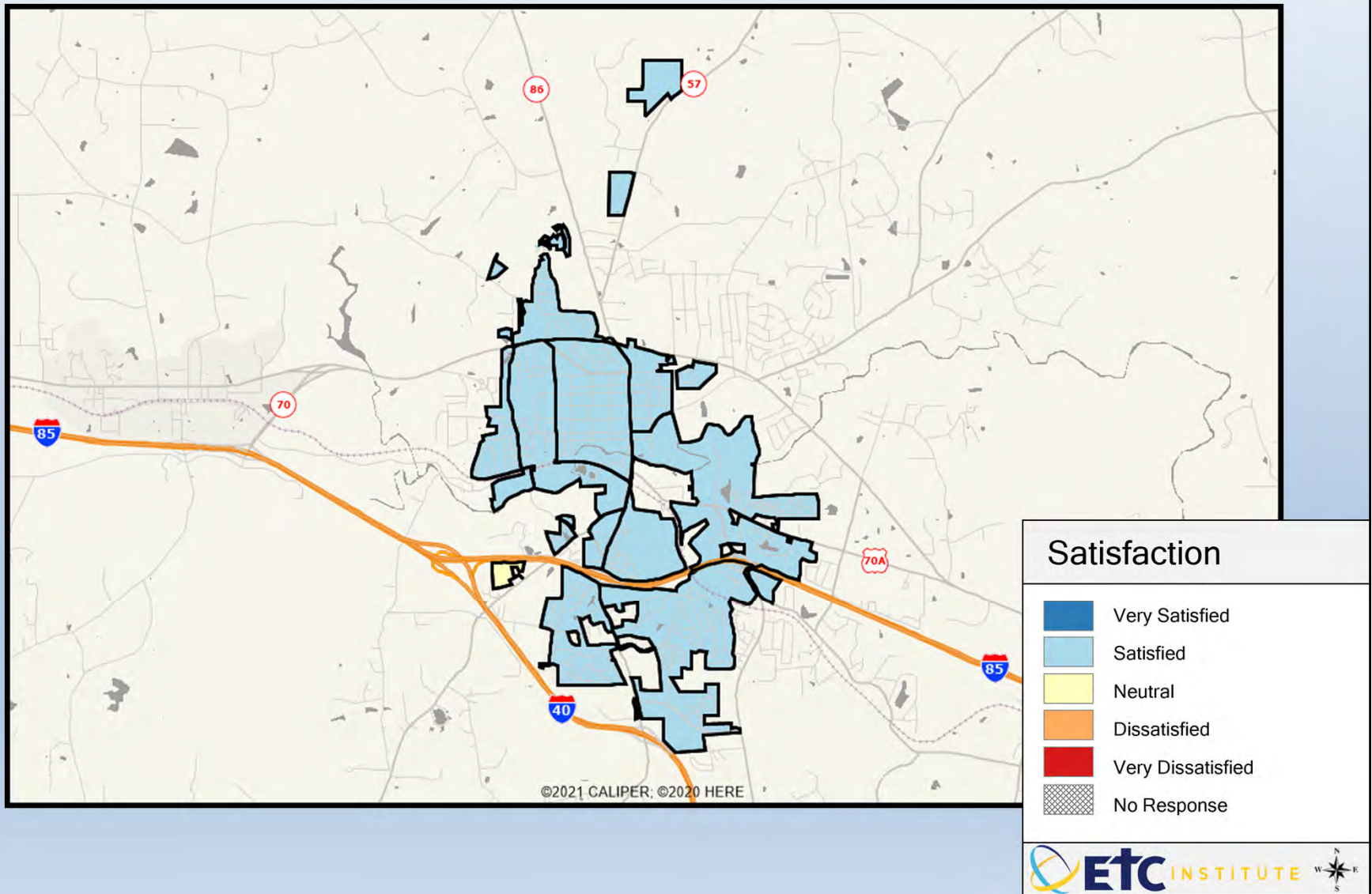
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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# Q15-5. Community newsletter

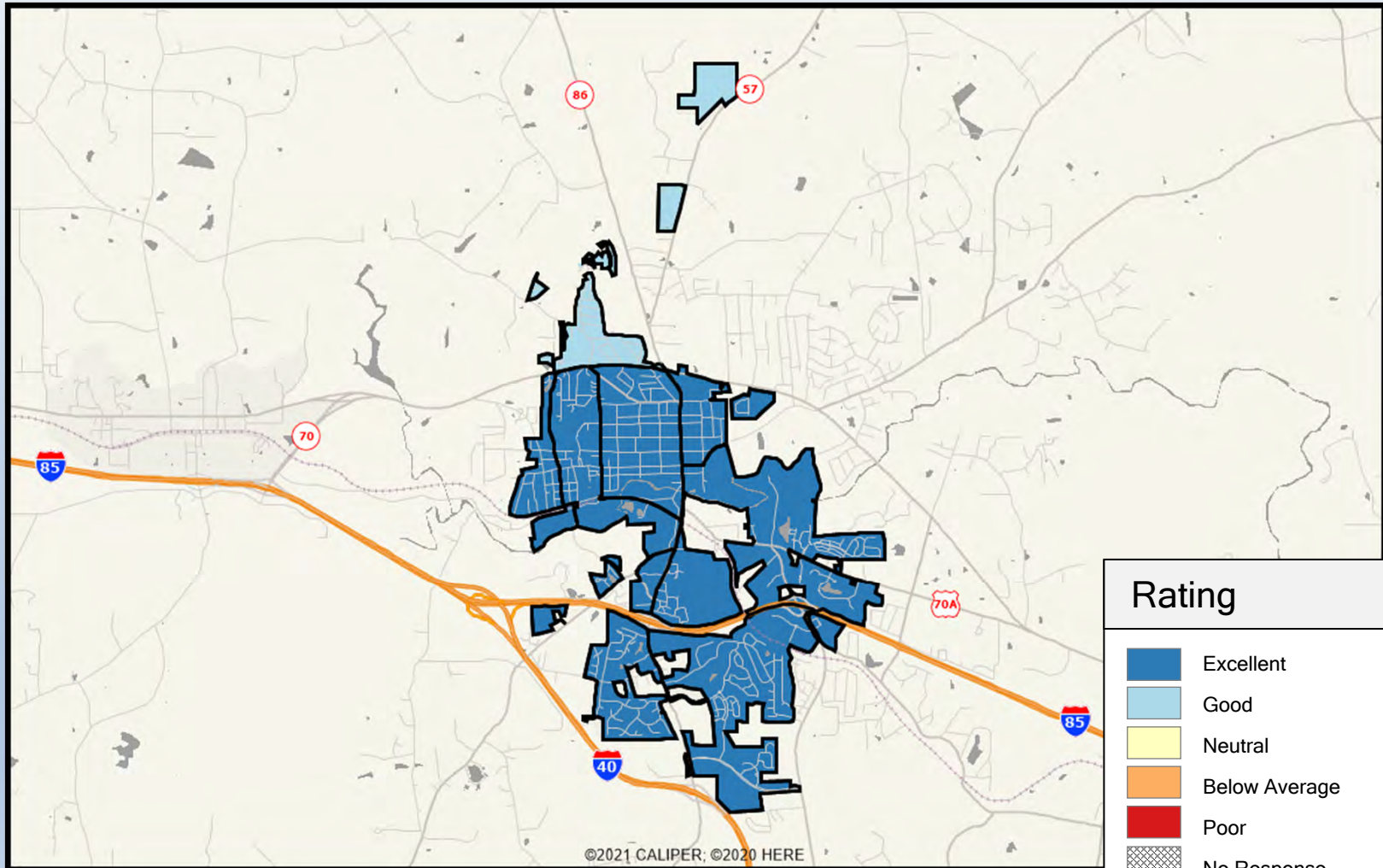


# Q15-6. Overall usefulness of the Hillsborough website





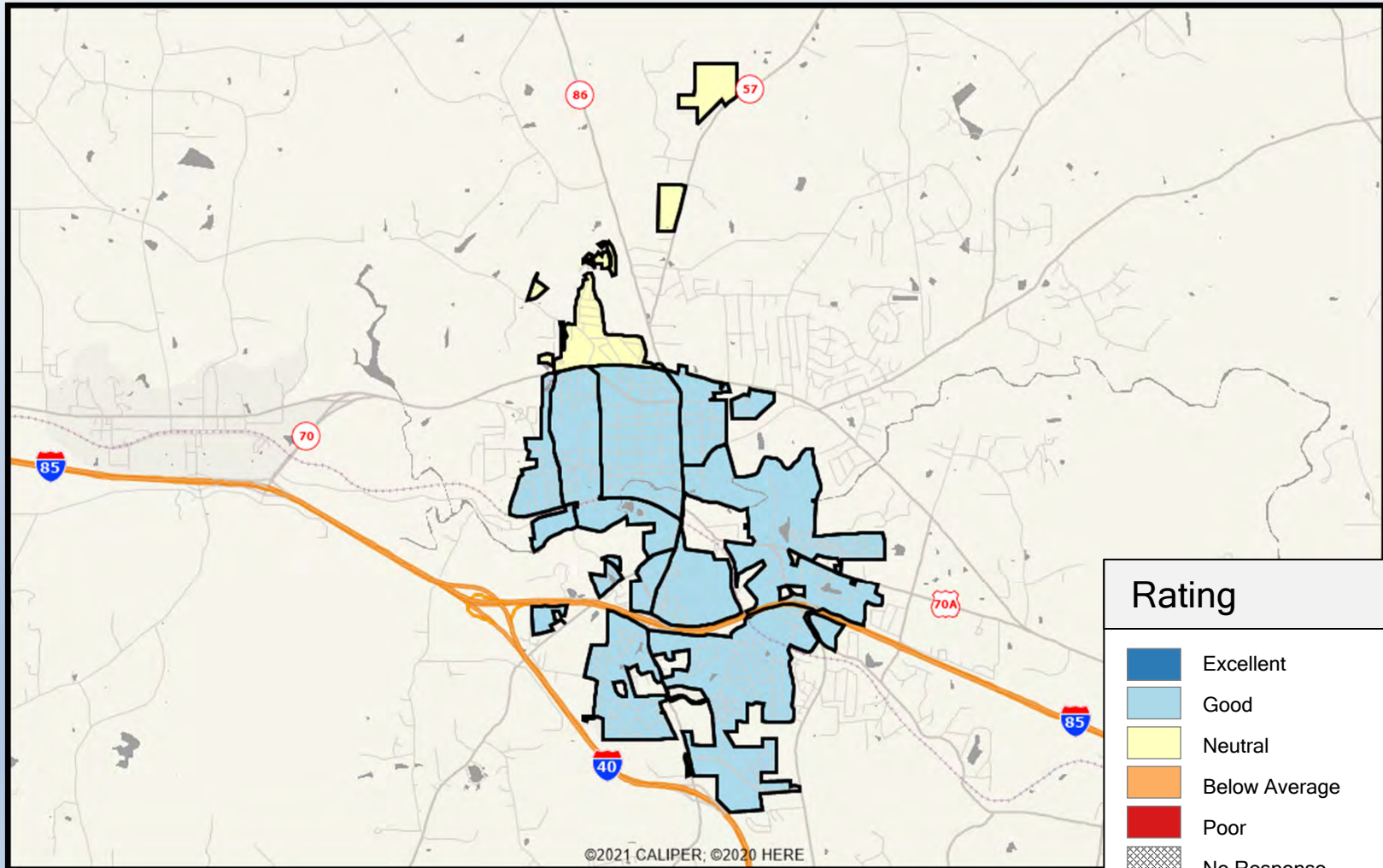
# Q19-1. Place to live



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# Q19-2. Place to work

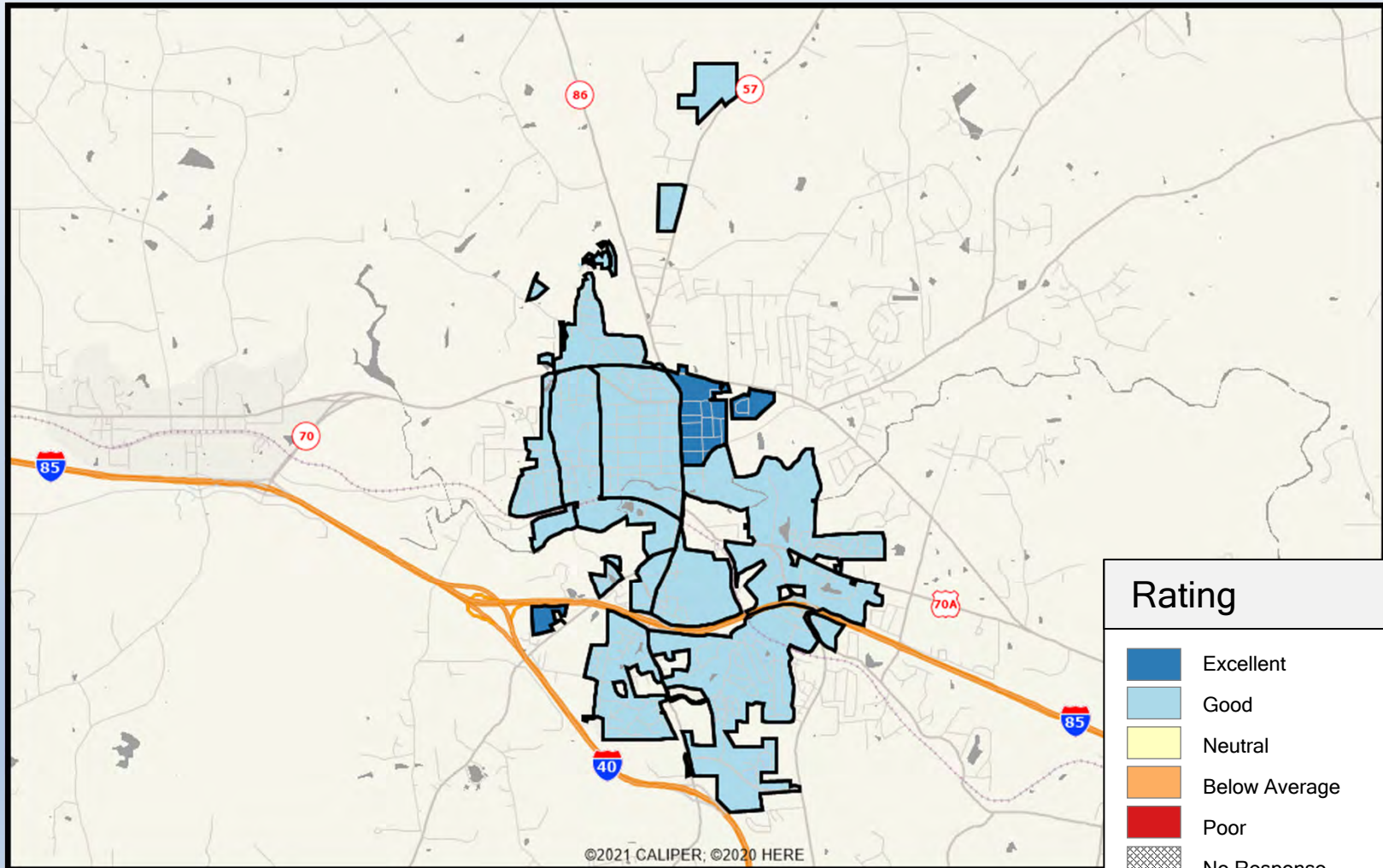


**Rating**

- Excellent
- Good
- Neutral
- Below Average
- Poor
- No Response

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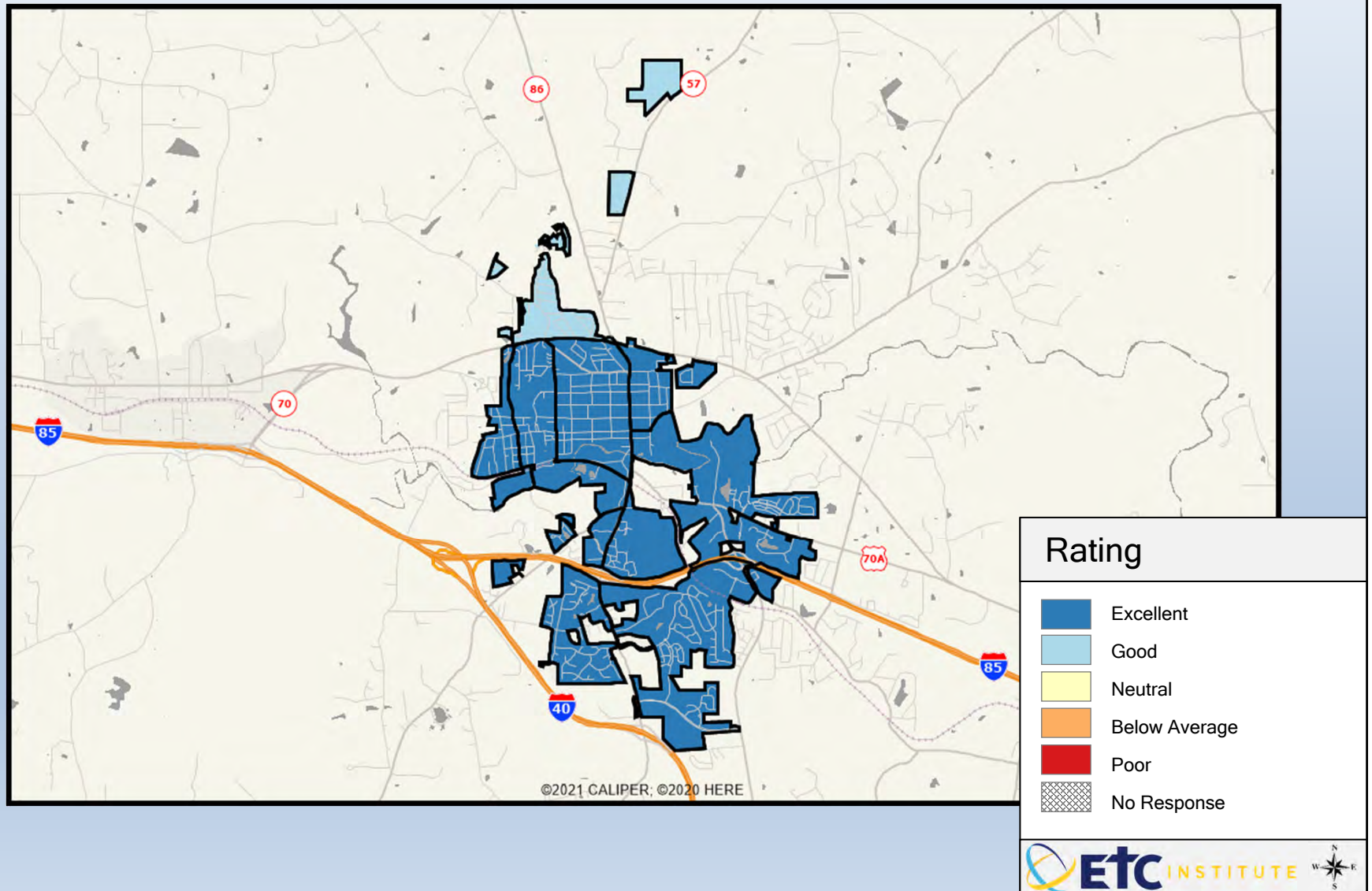
# Q19-3. Place to play



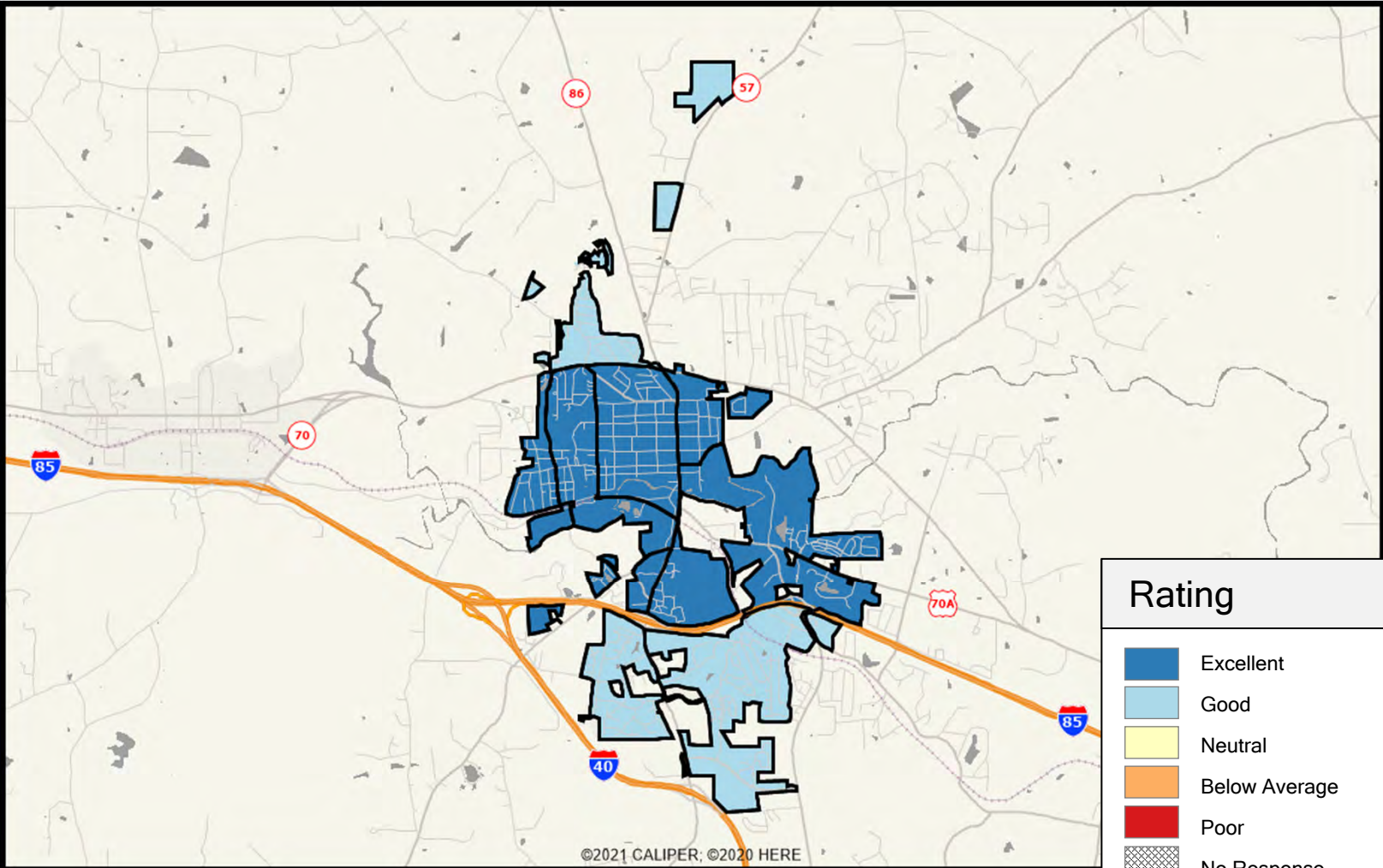
**Rating**

	Excellent
	Good
	Neutral
	Below Average
	Poor
	No Response

# Q19-4. Place to raise children



# Q19-5. Place to retire

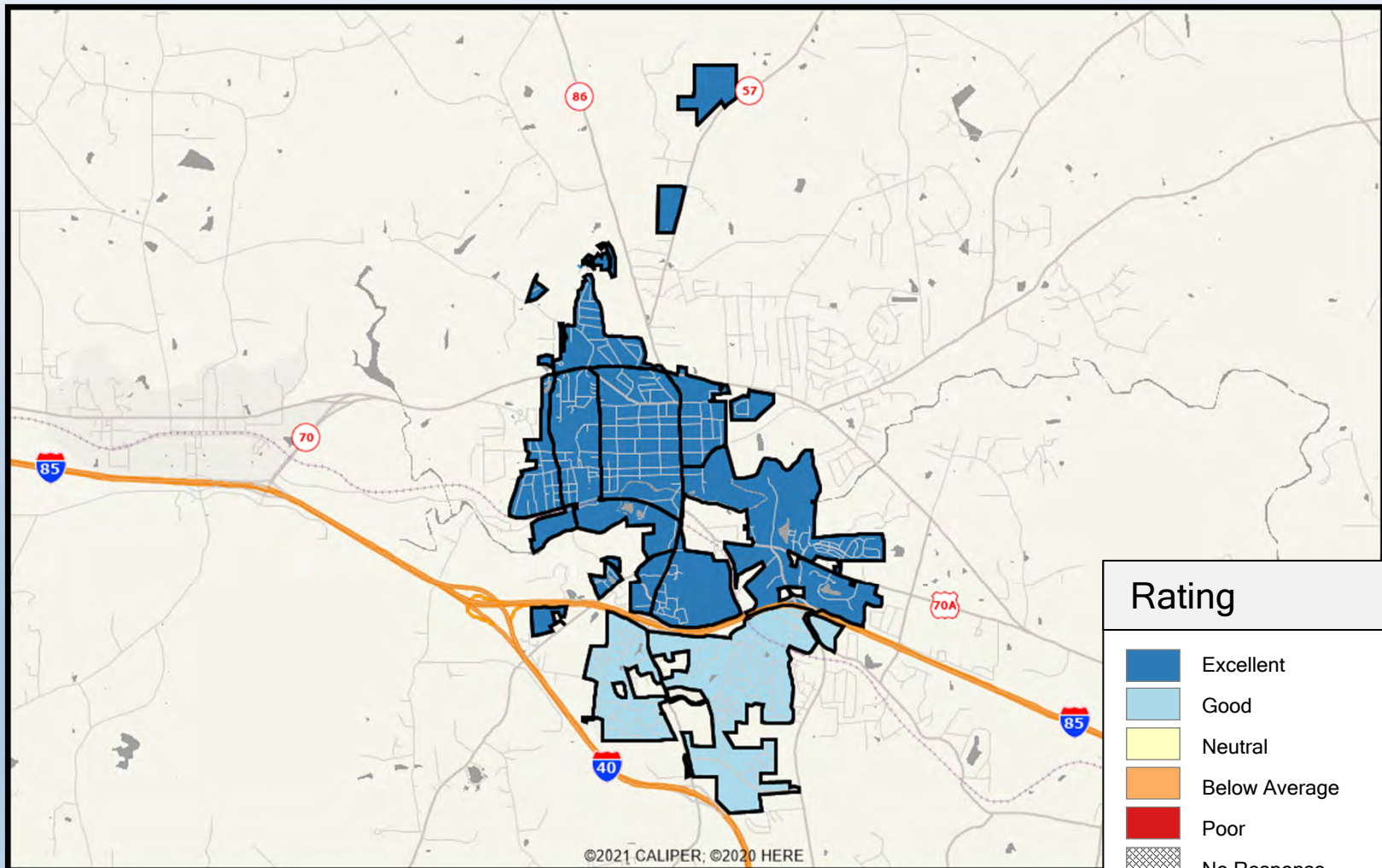


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**Rating**

- Excellent
- Good
- Neutral
- Below Average
- Poor
- No Response


# Q19-6. Place to visit



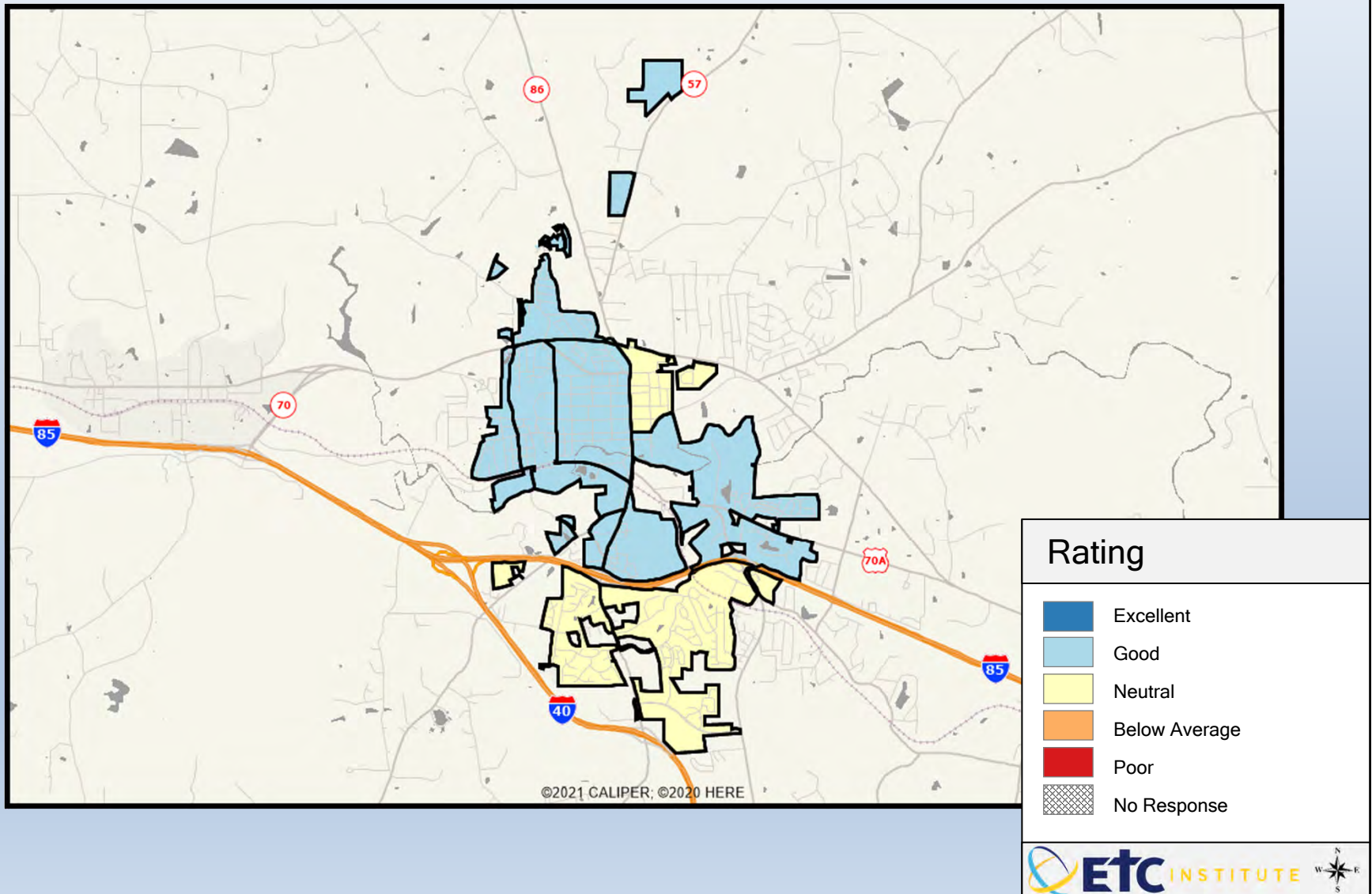
**Rating**

- Excellent
- Good
- Neutral
- Below Average
- Poor
- No Response

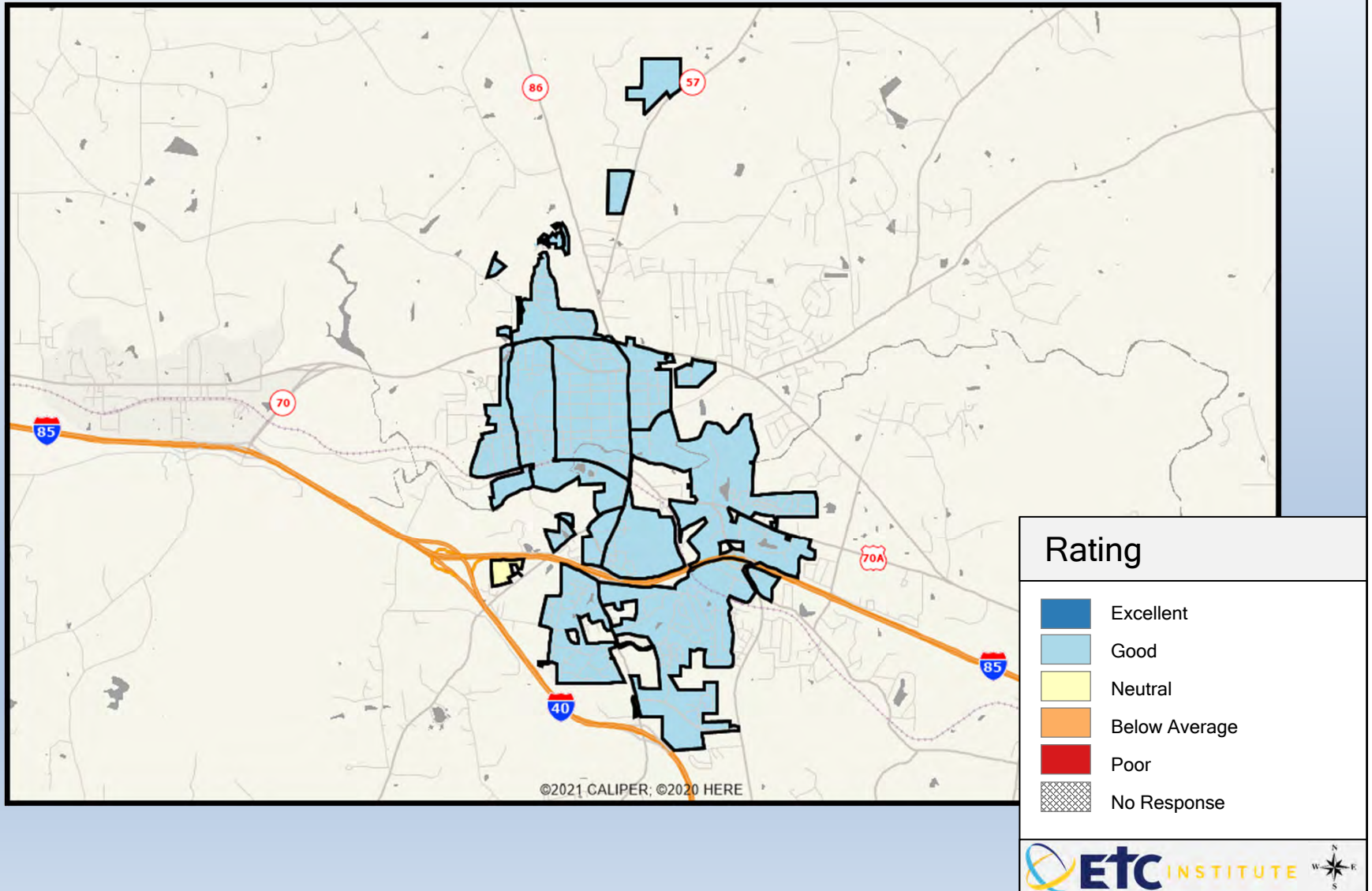
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# Q19-7. Place to start a business

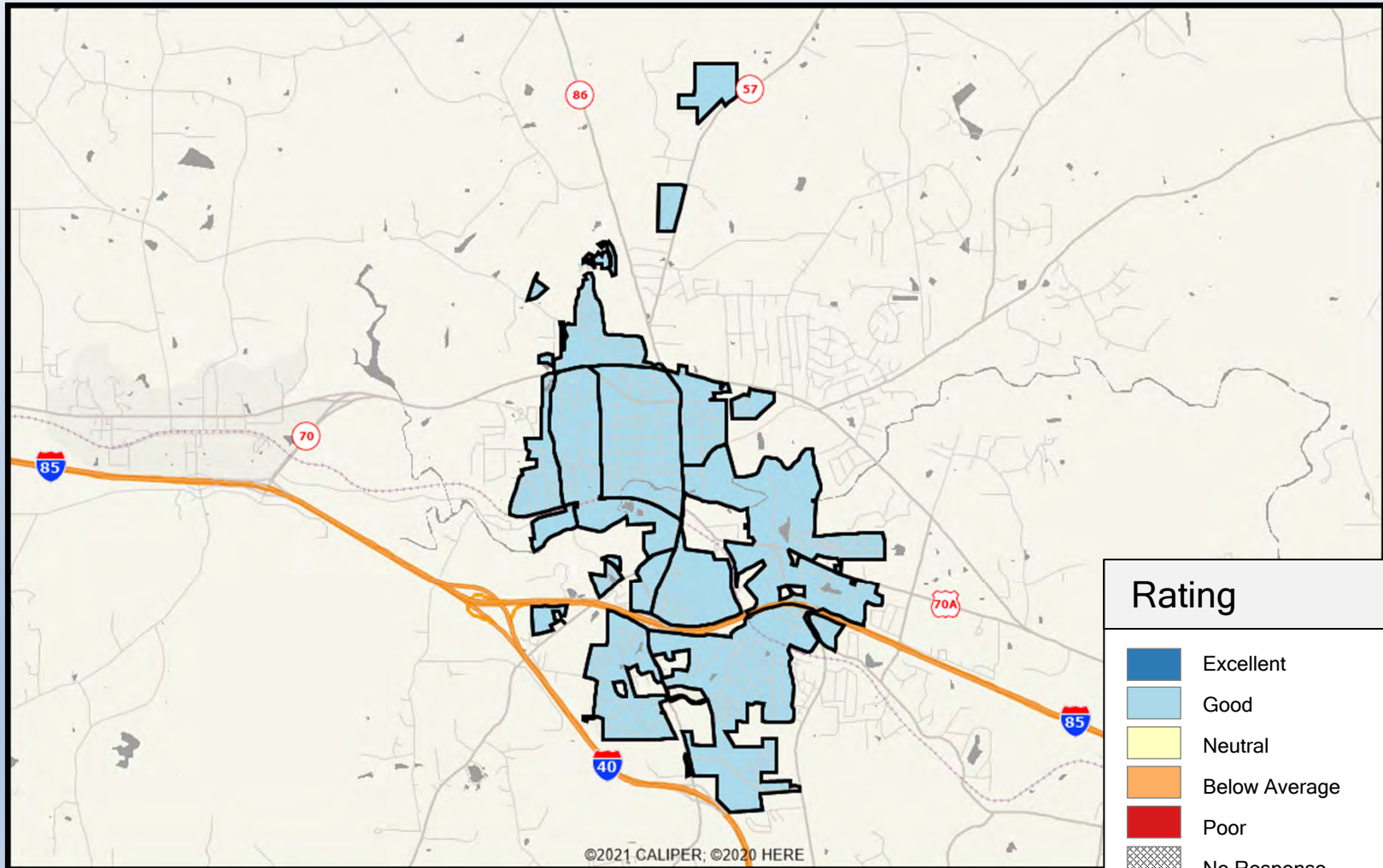


# Q19-8. Partner with its residents





# Q19-9. Town that is moving in the right direction



**Rating**

- Excellent
- Good
- Neutral
- Below Average
- Poor
- No Response

The logo for ETC INSTITUTE is located at the bottom right of the map area. It features a stylized globe icon to the left of the text 'ETC INSTITUTE'. Below the logo is a compass rose with the cardinal directions N, S, E, and W labeled.