

Section 2:
Benchmarking Analysis



DirectionFinder® Survey

Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 45 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the Summer of 2013 to a random sample of 3,926 residents in the continental United States, (2) a regional survey that was administered to a random sample of 392 residents in the Southeastern region of the United States during the Summer of 2013. The states included in the Southeastern region are: Kentucky, North Carolina, Tennessee, South Carolina, Alabama, Arkansas, Mississippi, Louisiana and Georgia.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 3,900 residents; the “Southeast Average” shown in the charts reflects the results of the regional survey of 392 residents in the Southeast Region.

Some of the cities included in the performance ranges that are shown in this report are listed below:

- Ames, IA (Iowa State)
- Auburn, AL (Auburn)
- Austin, TX (University of Texas)
- Charlottesville, VA (University of VA)
- Columbia, MO (University of Missouri)
- Des Moines, IA (Drake)
- Durham, NC (Duke)
- Iowa City, IA (University of Iowa)
- Lawrence, KS (University of Kansas)
- Lubbock, TX (Texas Tech)
- Manhattan, KS (Kansas State University)
- Normal, OK (University of Oklahoma)
- Princeton, NJ (Princeton)
- Providence, RI (Brown and Providence)
- Rolla, MO (University of Missouri at Rolla)
- Sioux Falls (South Dakota State)
- Springfield, MO (Missouri State)
- Tamarac, FL
- Tempe, AZ (Arizona State University)
- Tucson, AZ (University of Arizona)
- West Des Moines, IA
- Yuma, AZ

Interpreting the Performance Range Charts

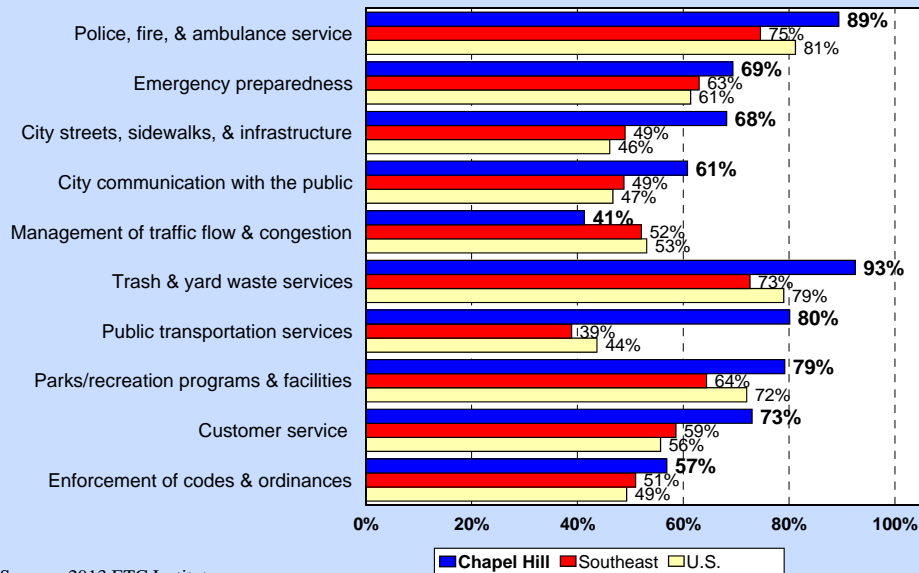
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Chapel Hill compare to the community average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the Town of Chapel Hill rated above the community average. If the yellow dot is located to the left of the vertical dash, the Town of Chapel Hill rated below the community average.

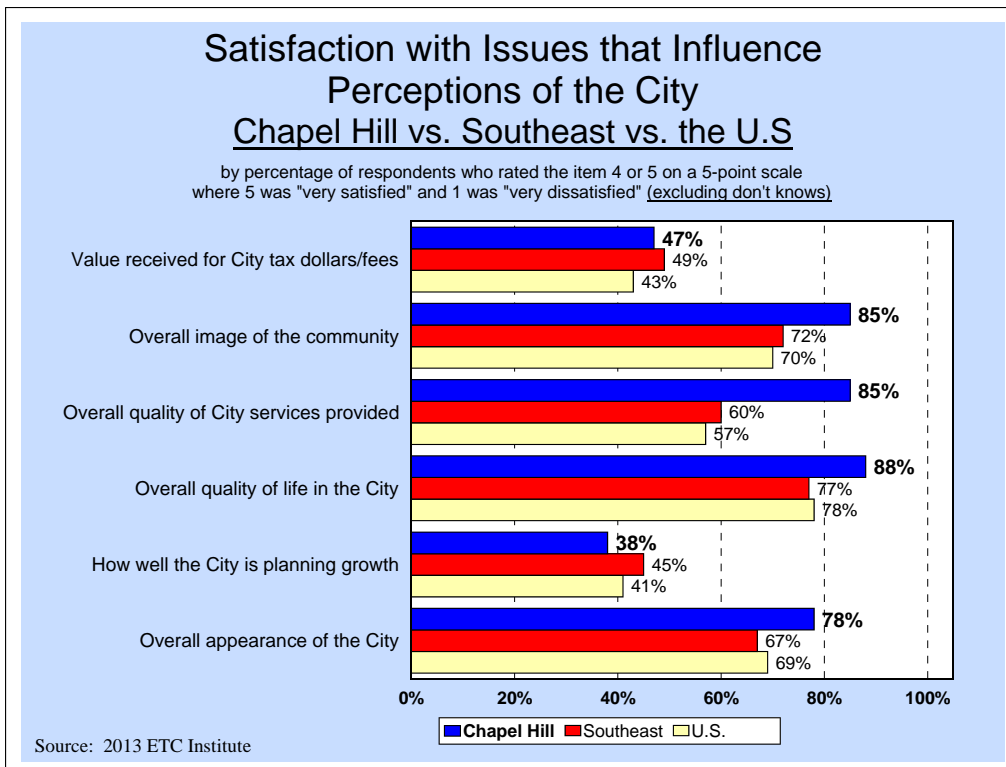
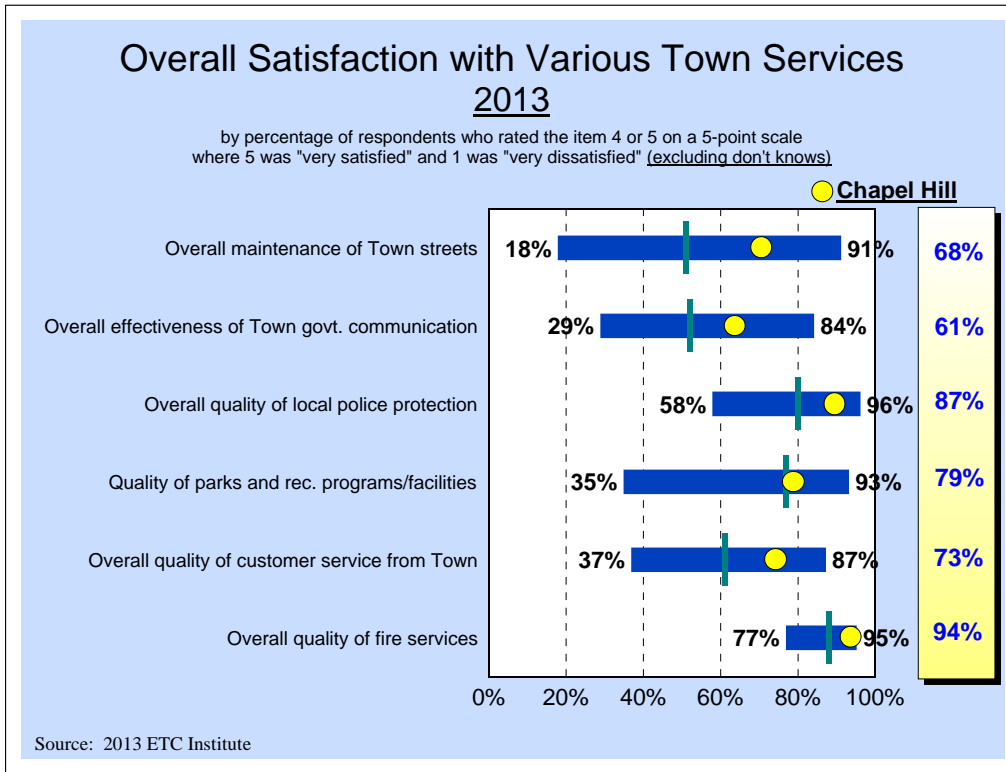
National Benchmarks

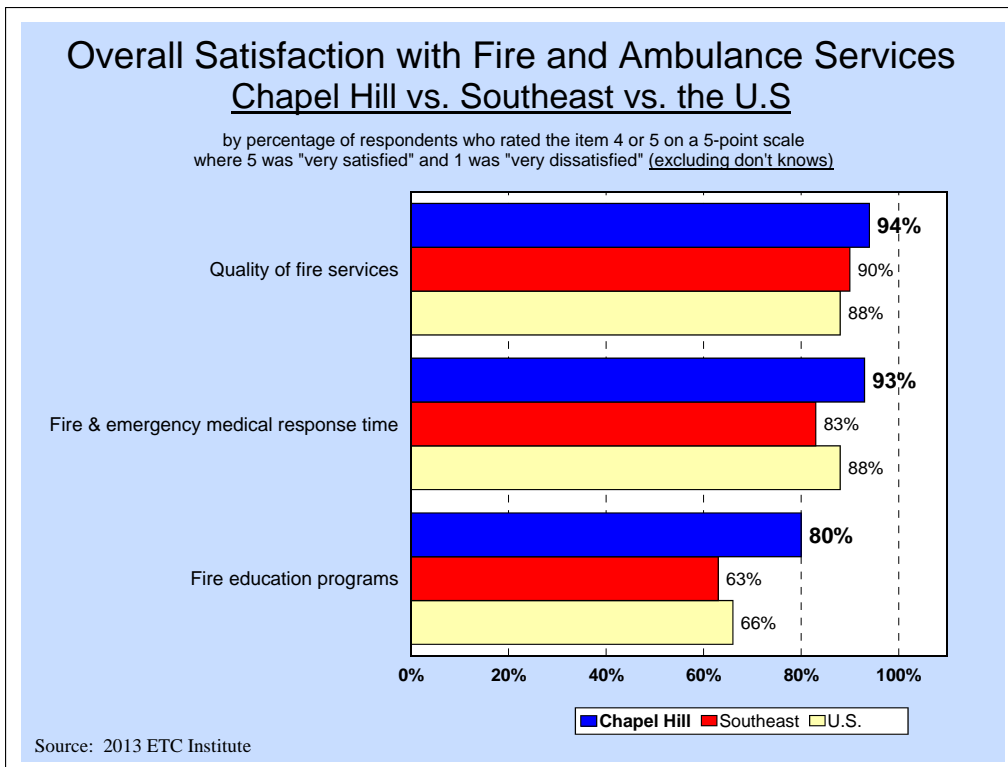
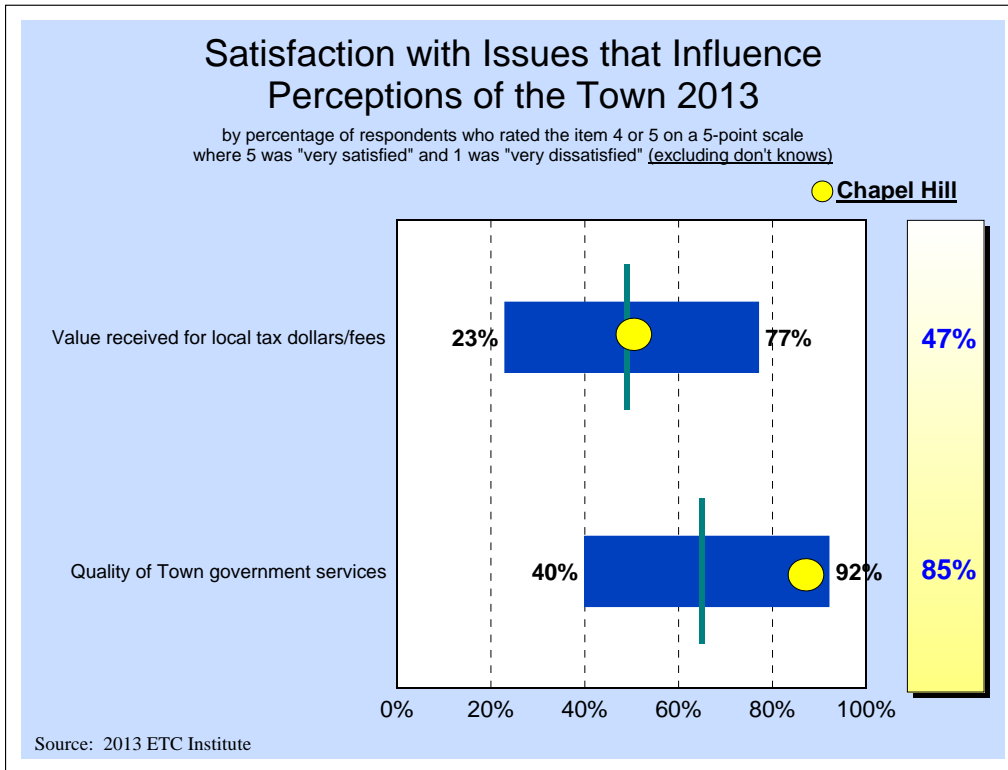
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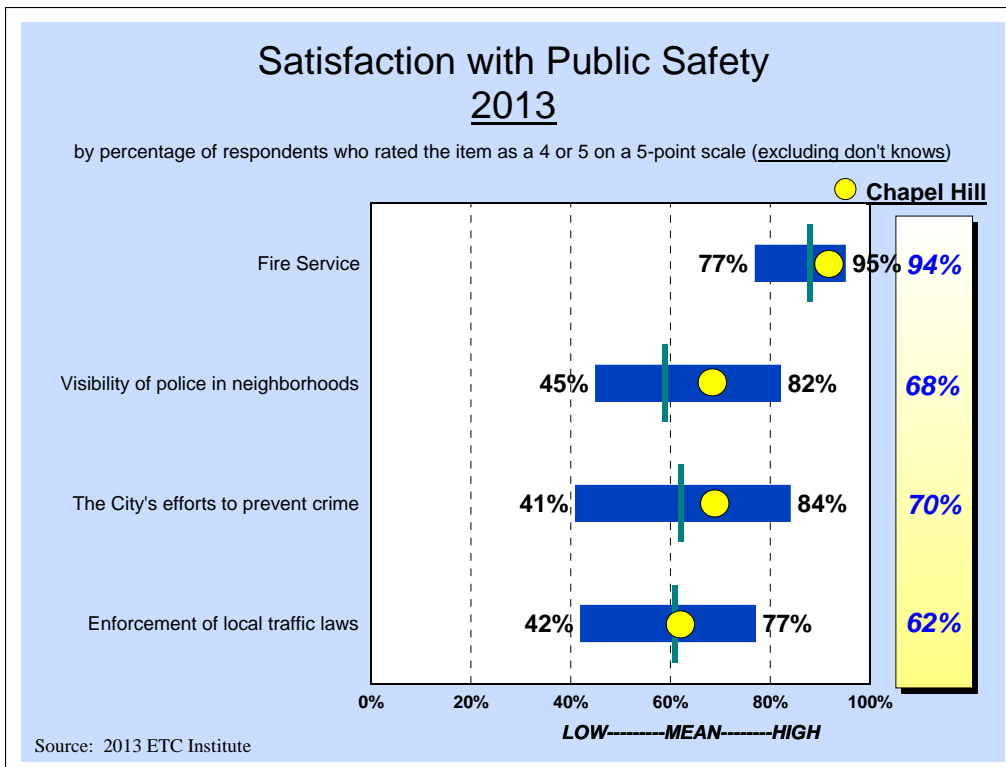
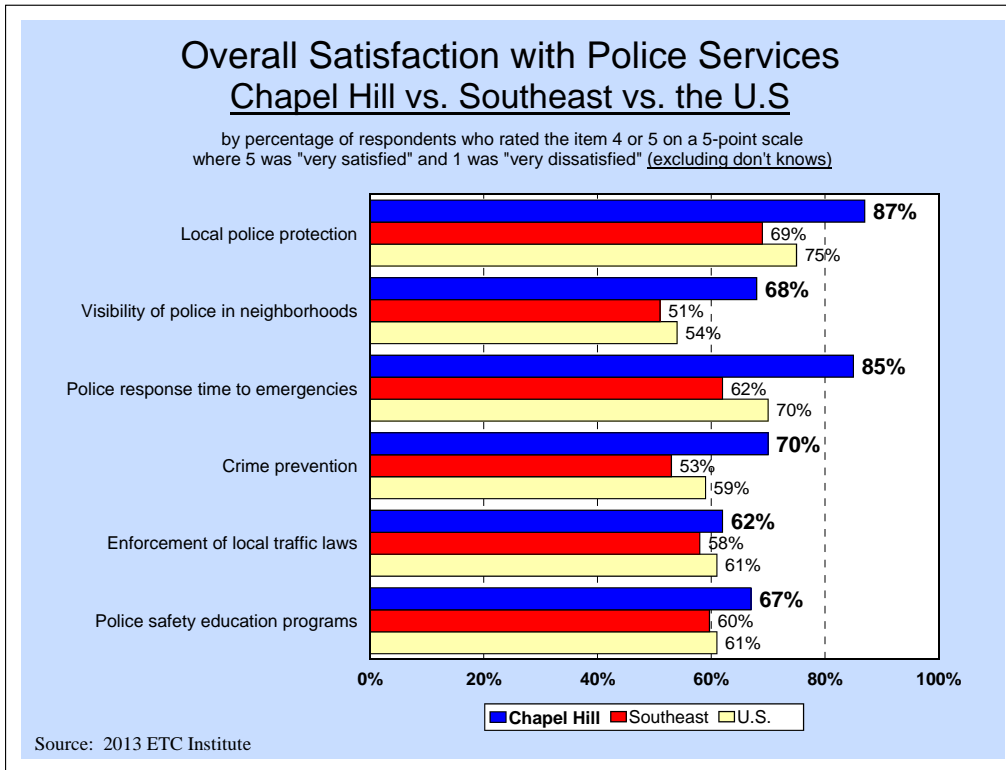
Overall Satisfaction with Various City Services Chapel Hill vs. Southeast vs. the U.S

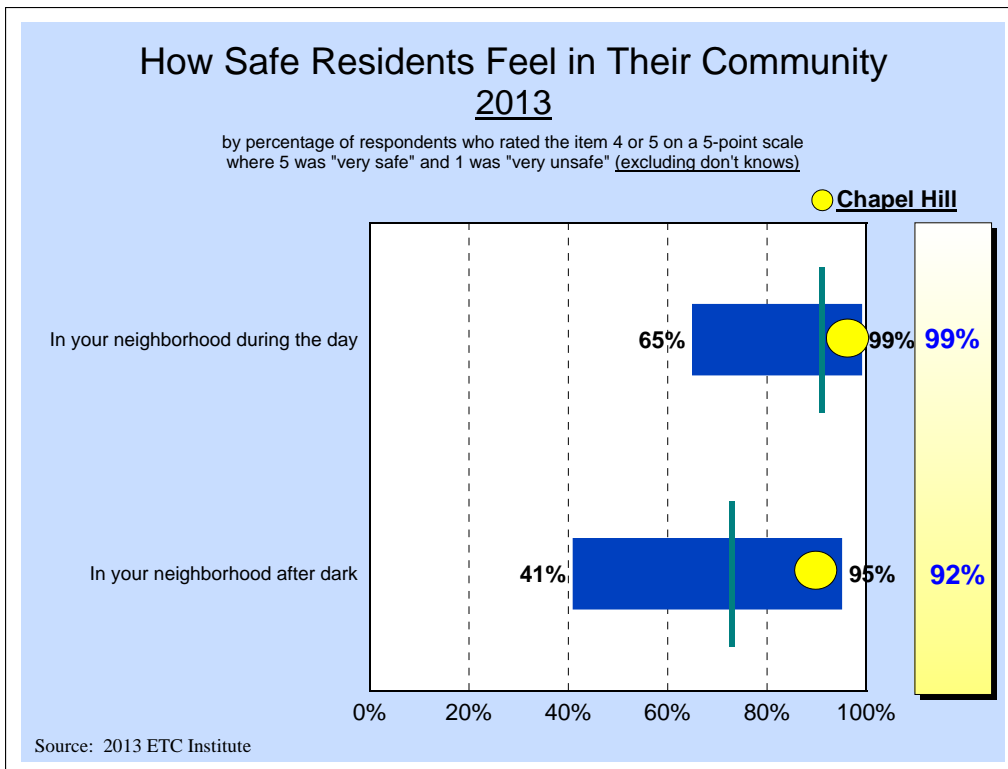
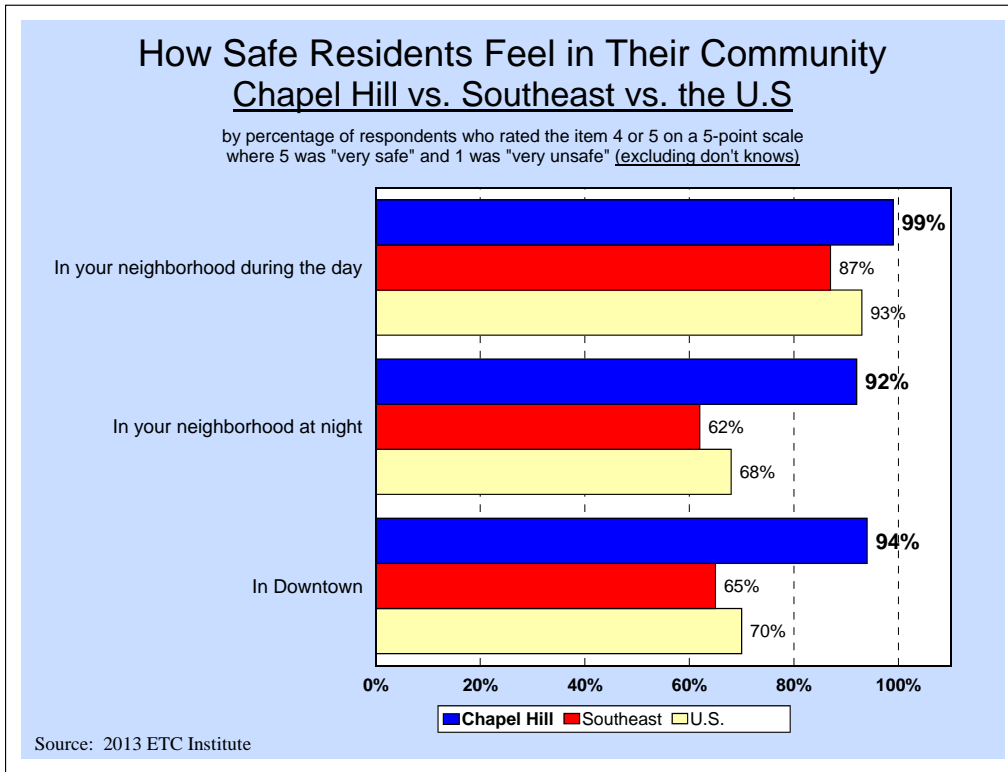
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

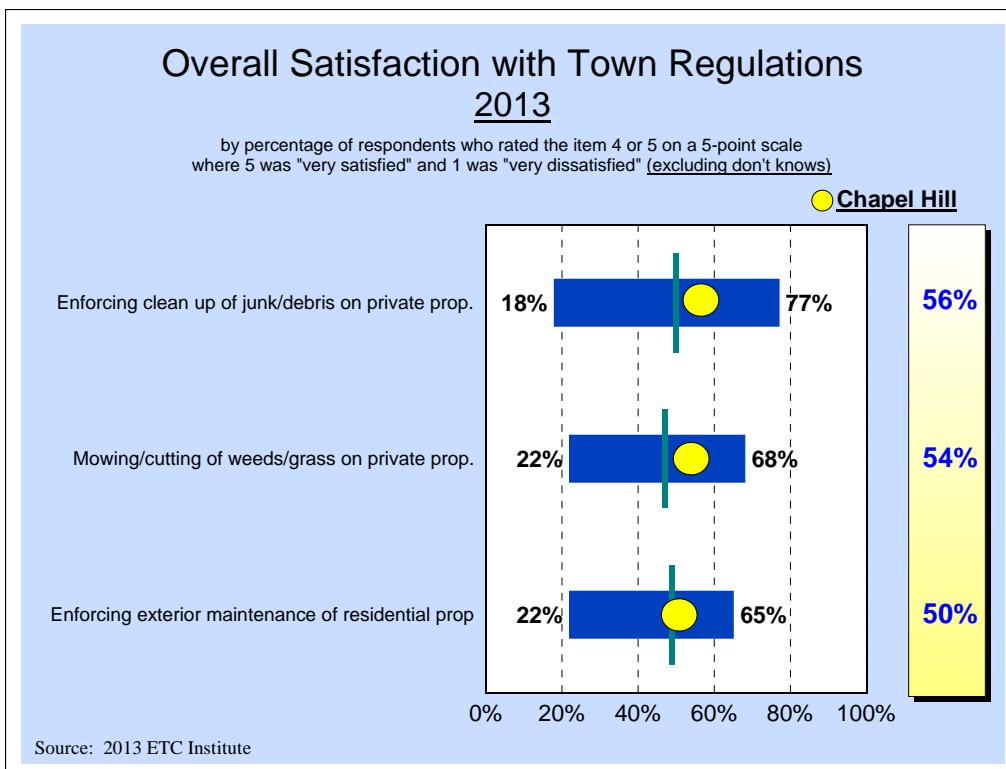
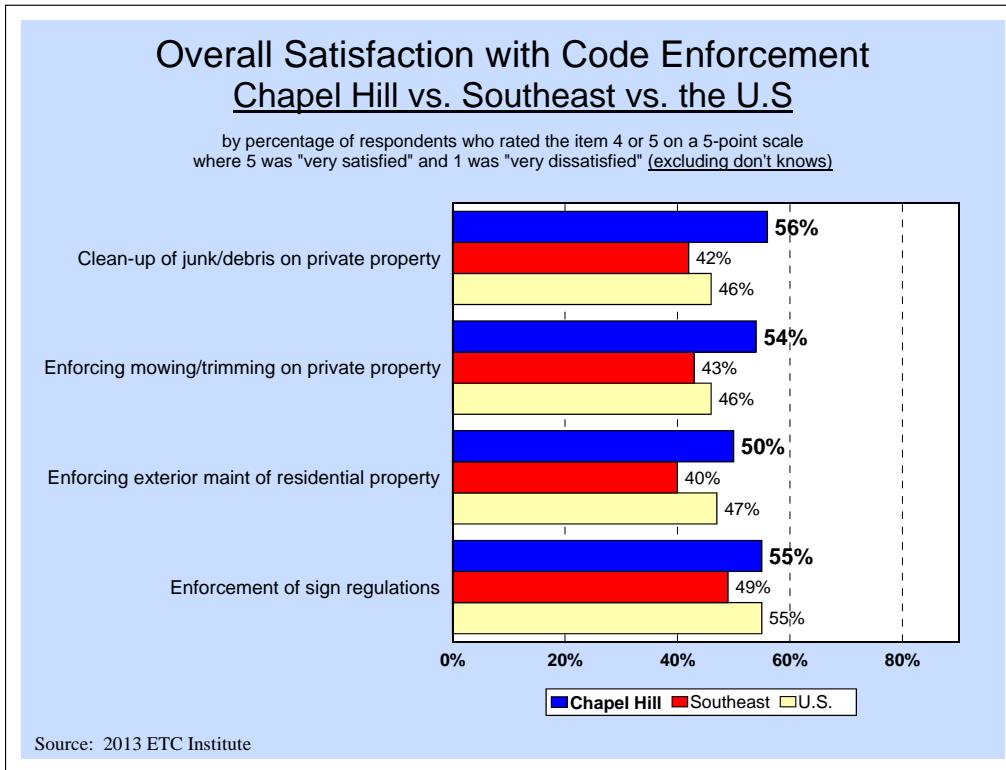


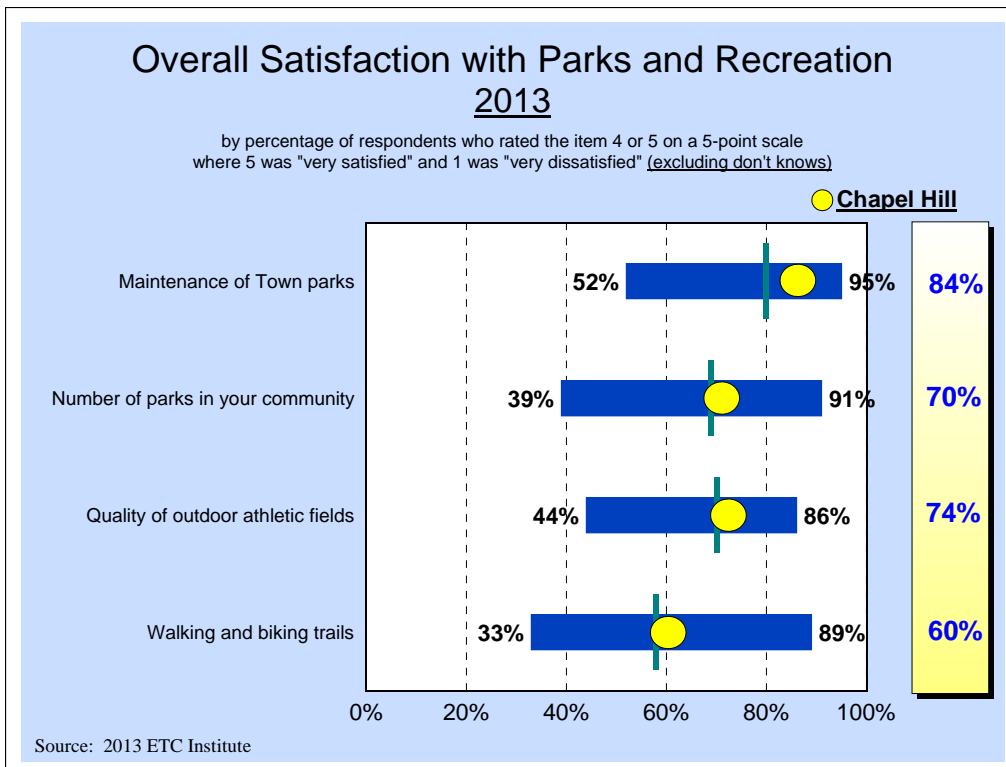
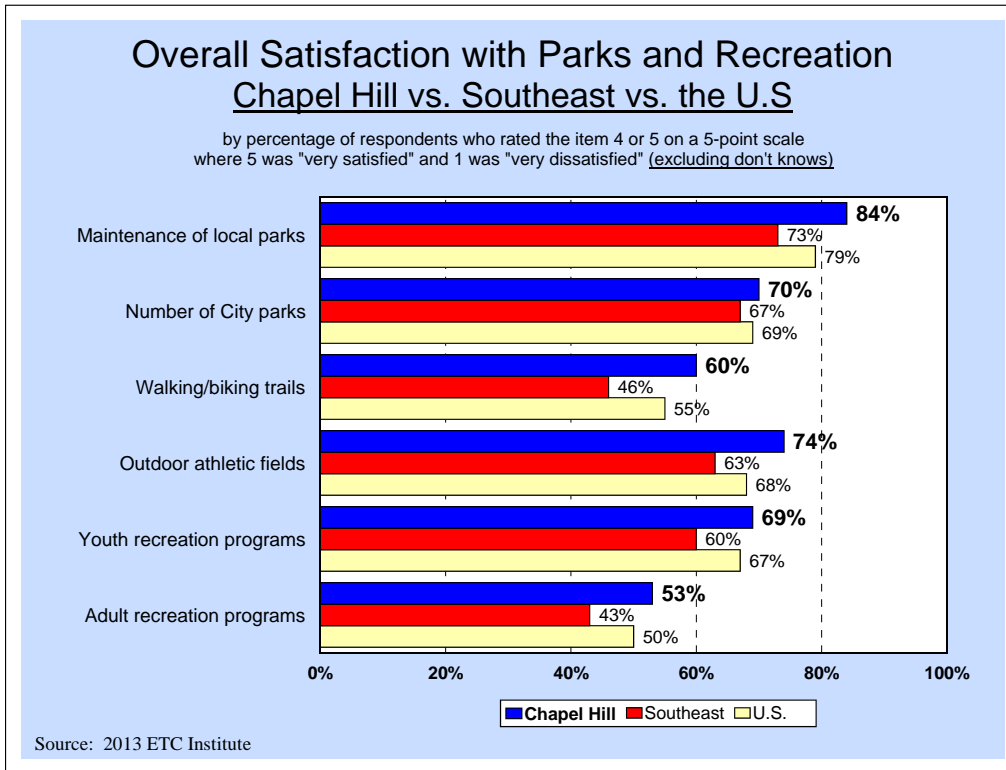


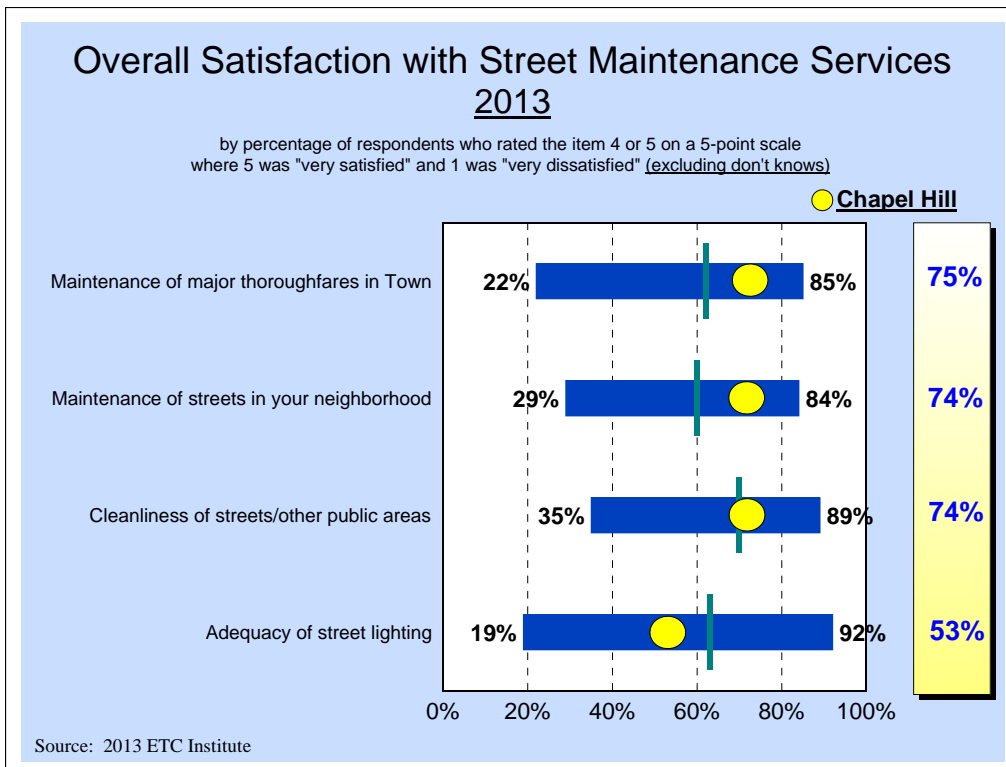
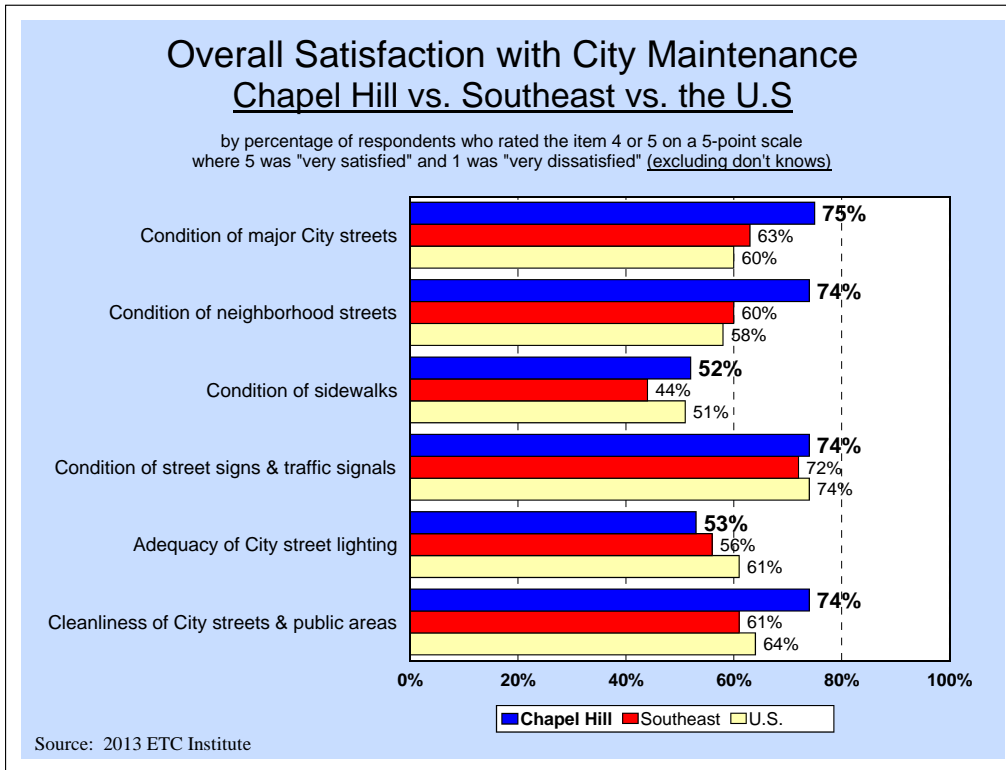






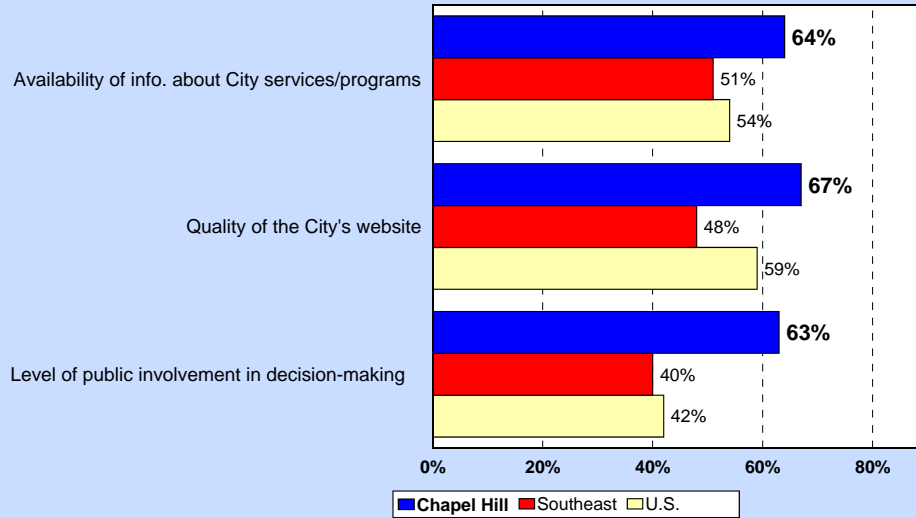






Overall Satisfaction with Communication Chapel Hill vs. Southeast vs. the U.S

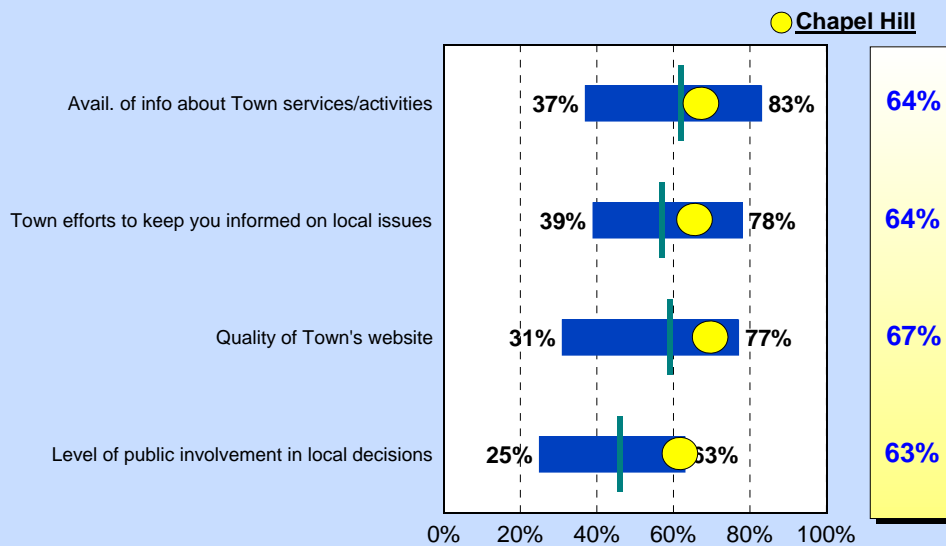
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2013 ETC Institute

Overall Satisfaction with Public Information Services 2013

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



Source: 2013 ETC Institute

