

**Section 1:**  
**Charts and Graphs**

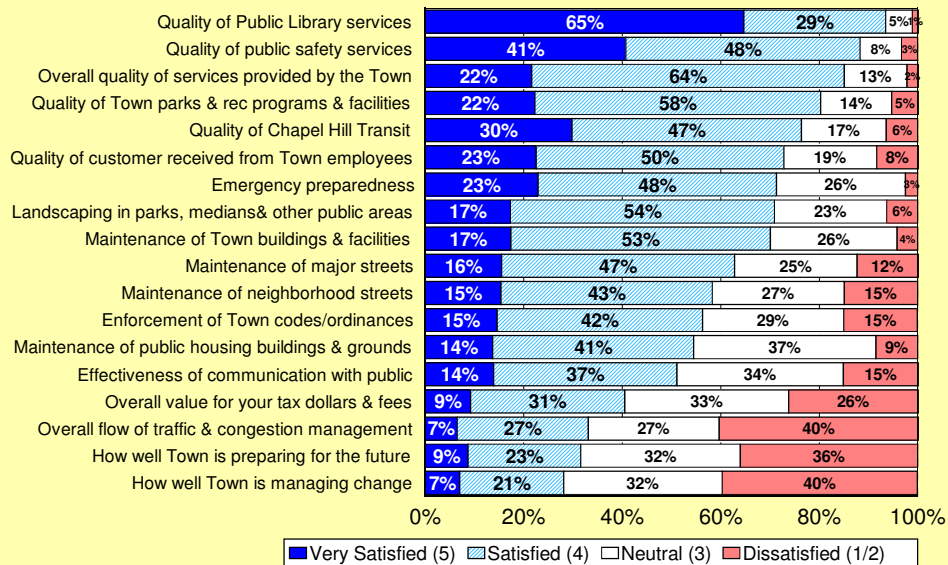
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# OVERALL RATINGS

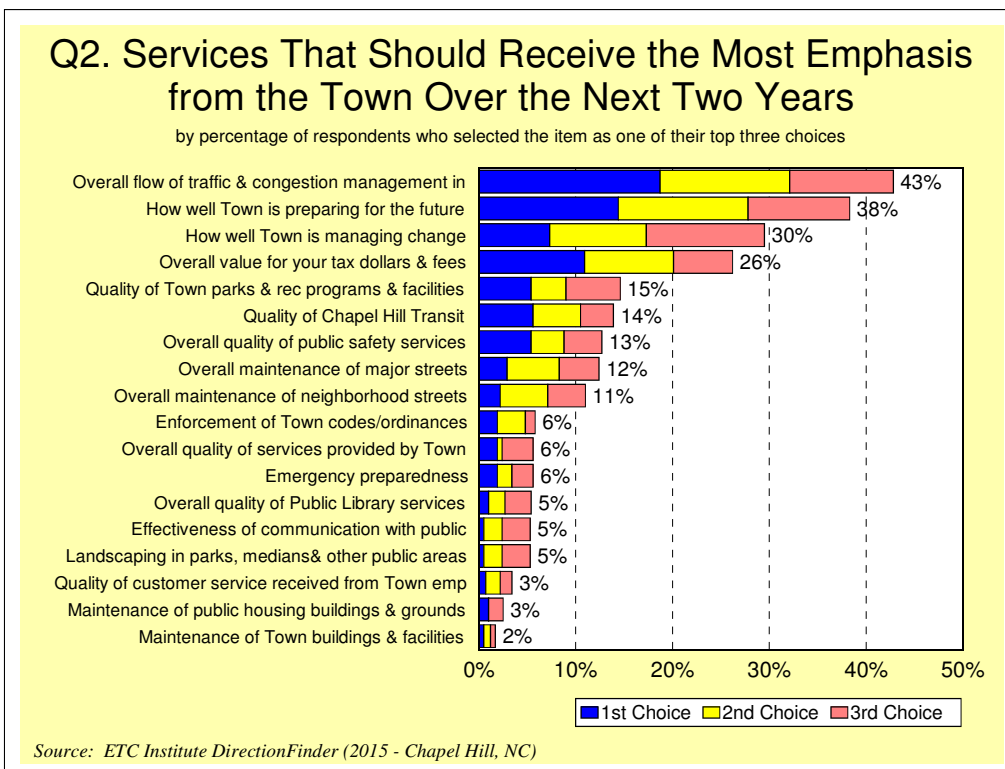
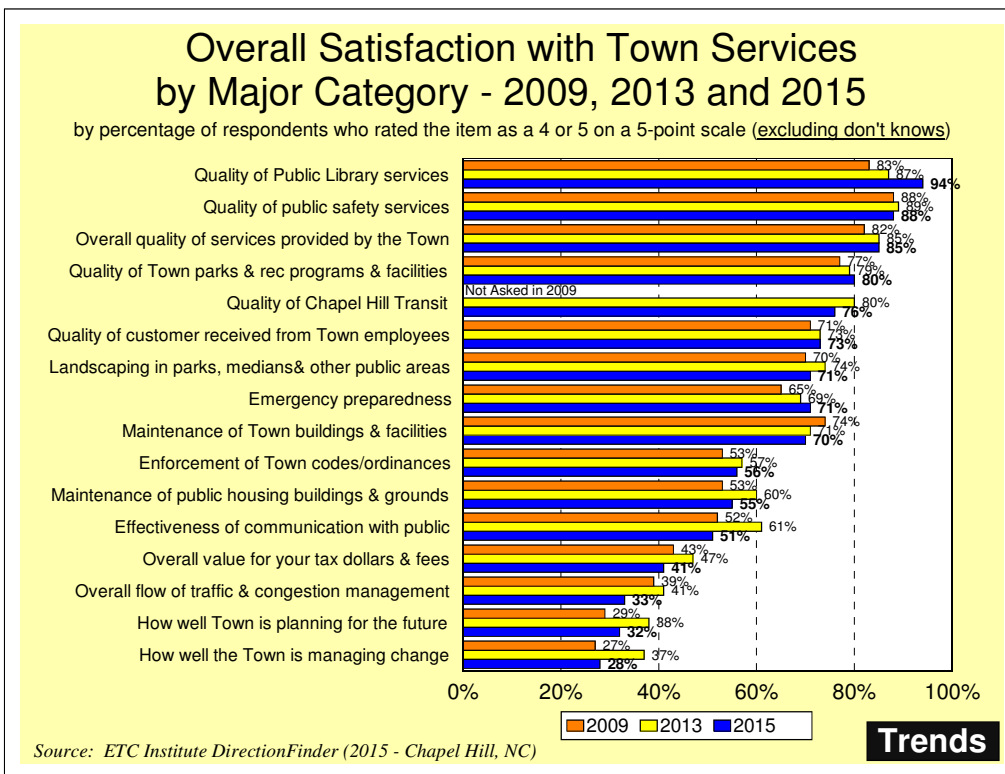
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

## Q1. Overall Satisfaction with Town Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

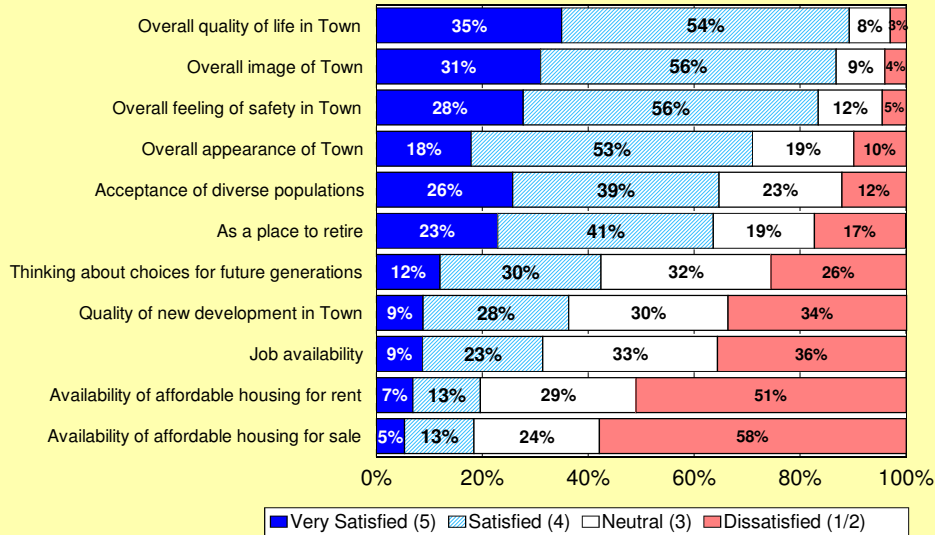


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)



### Q3. Satisfaction With Items That Influence the Perception Residents Have of the Town

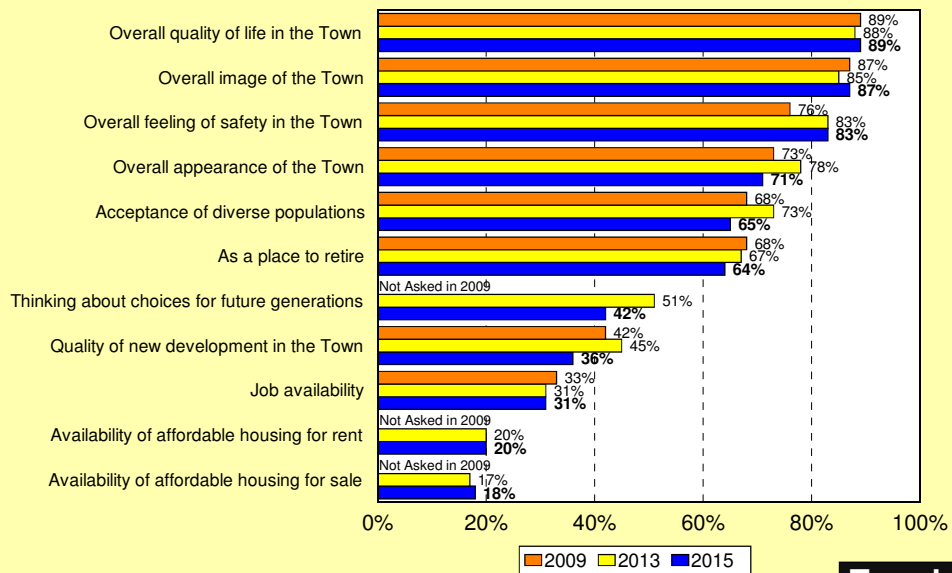
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Items that Influence the Perception Residents 2009, 2013 and 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

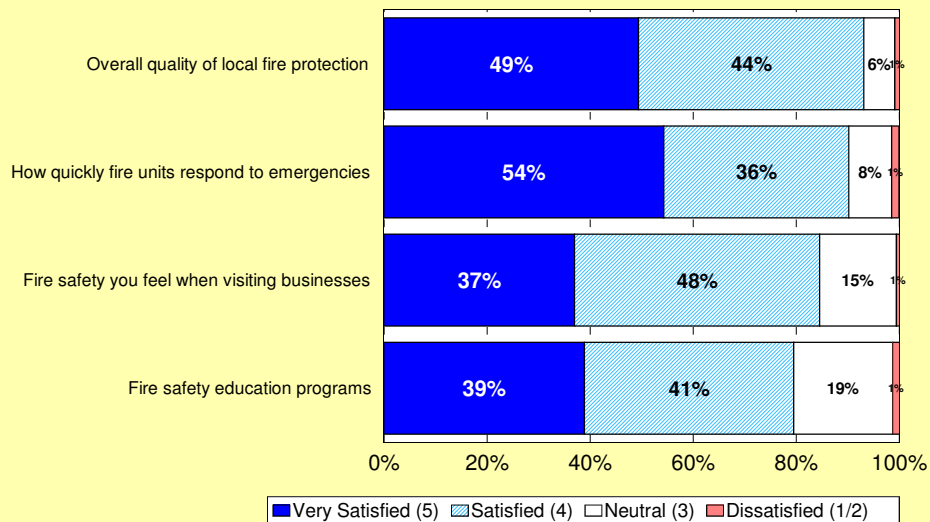
**Trends**

# PUBLIC SAFETY

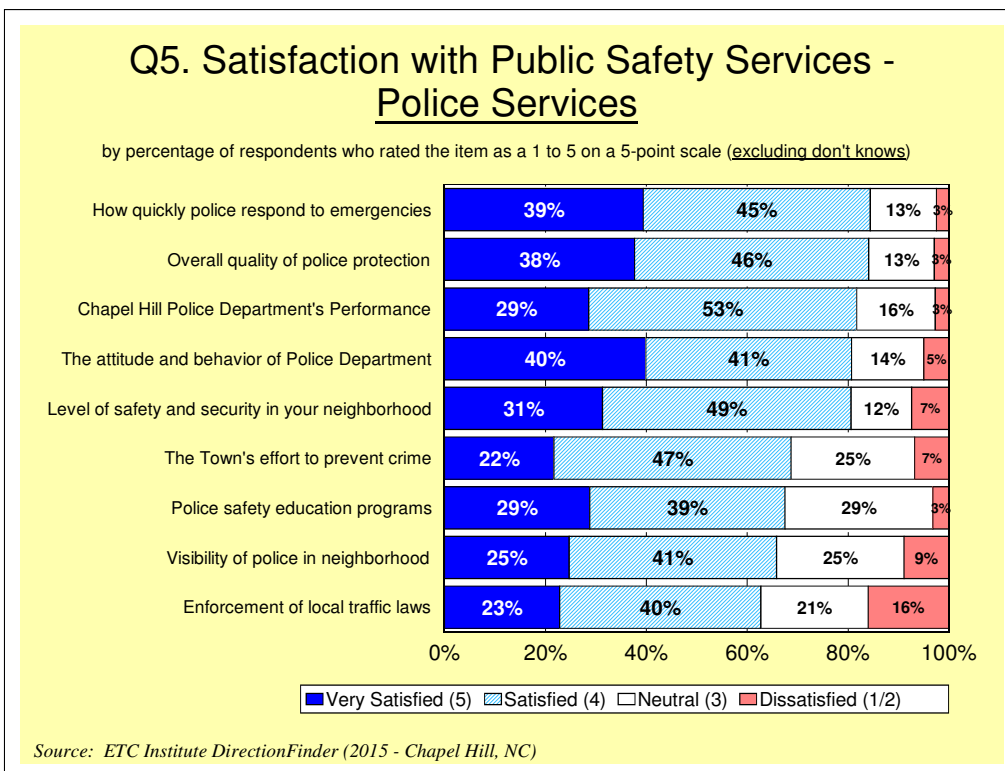
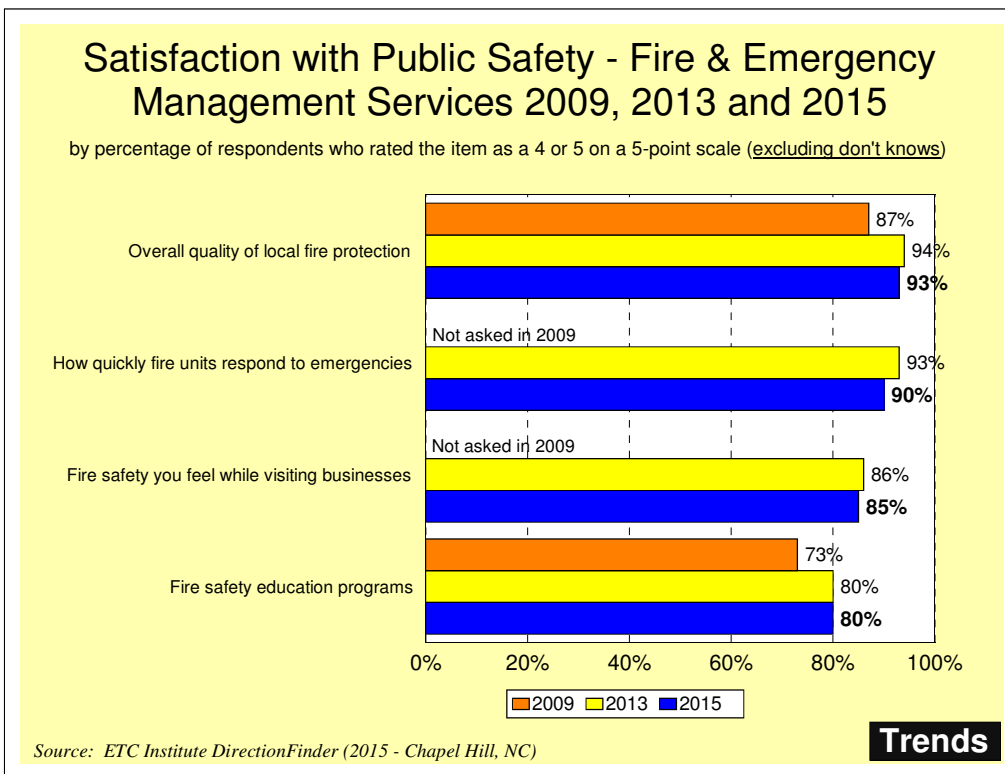
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

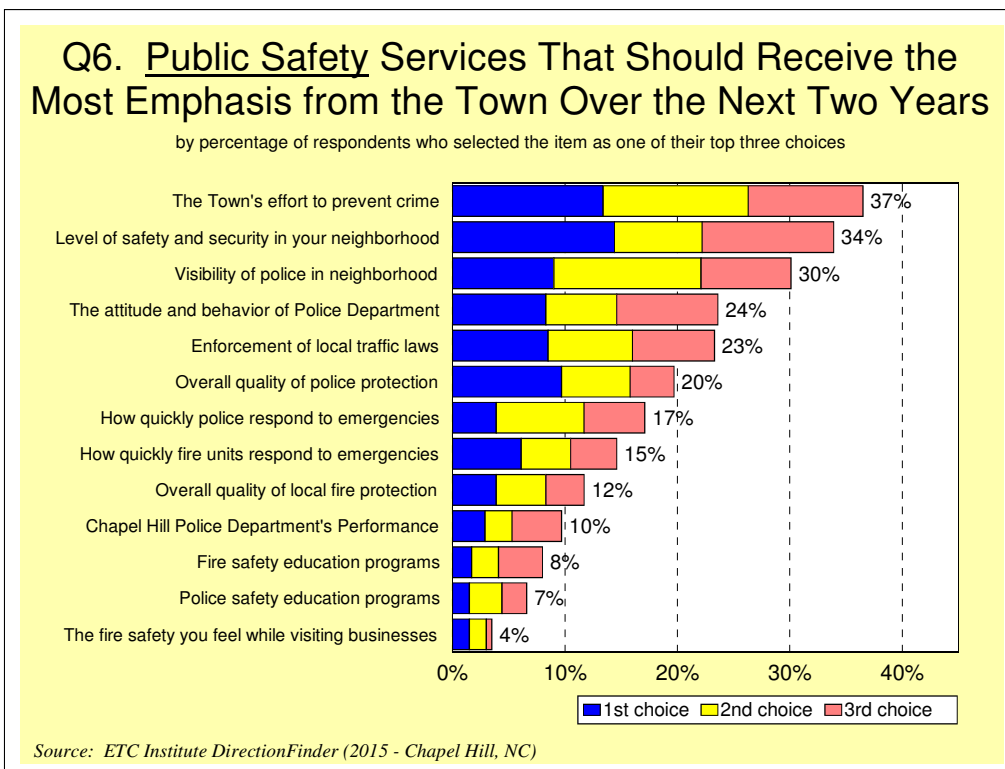
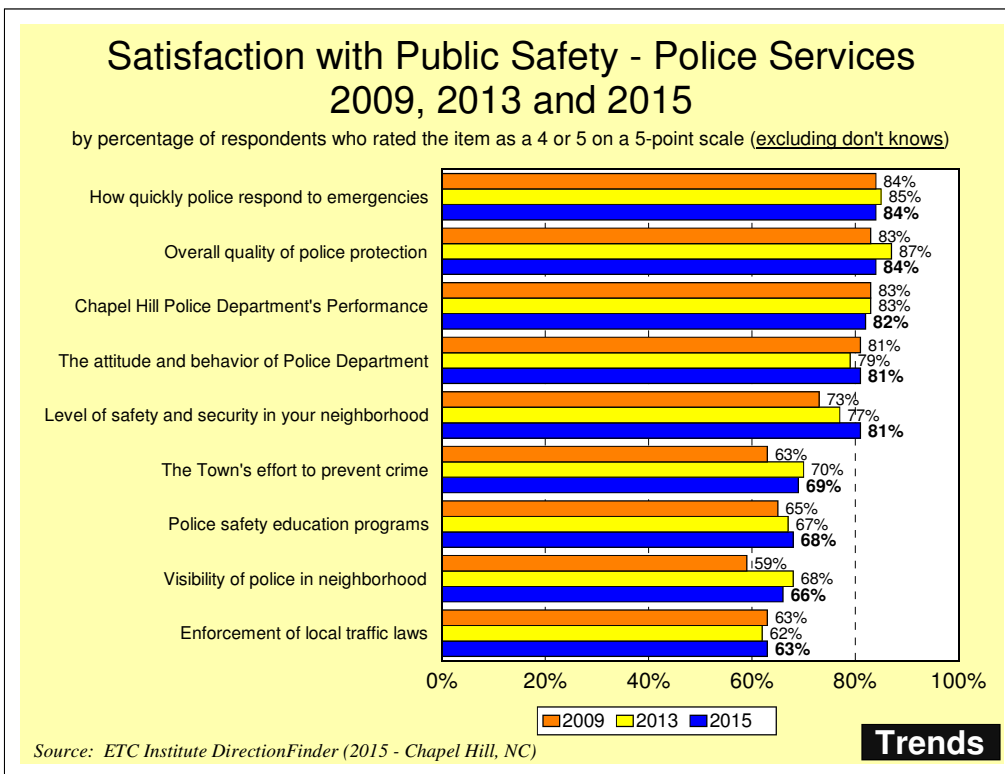
## Q4. Satisfaction with Public Safety Services - Fire & Emergency Management Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



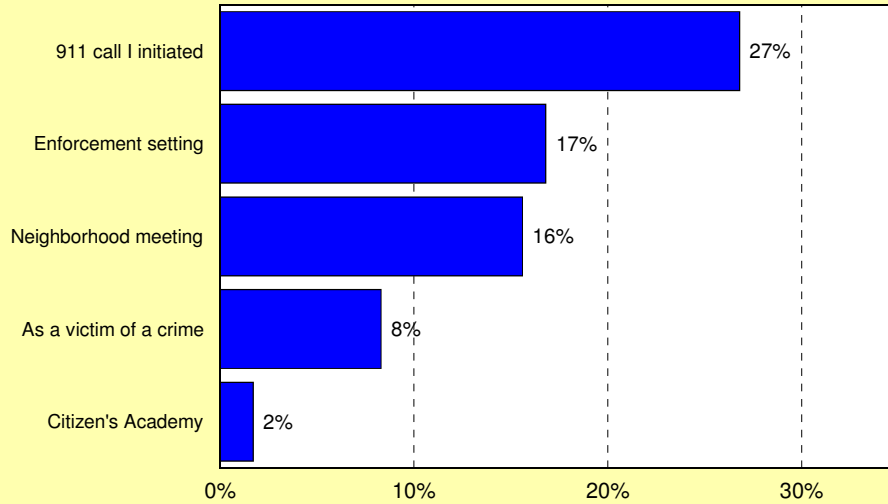
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)





### Q7. Have you interacted with the Town's Police Department in any of the following ways within the past 2 years?

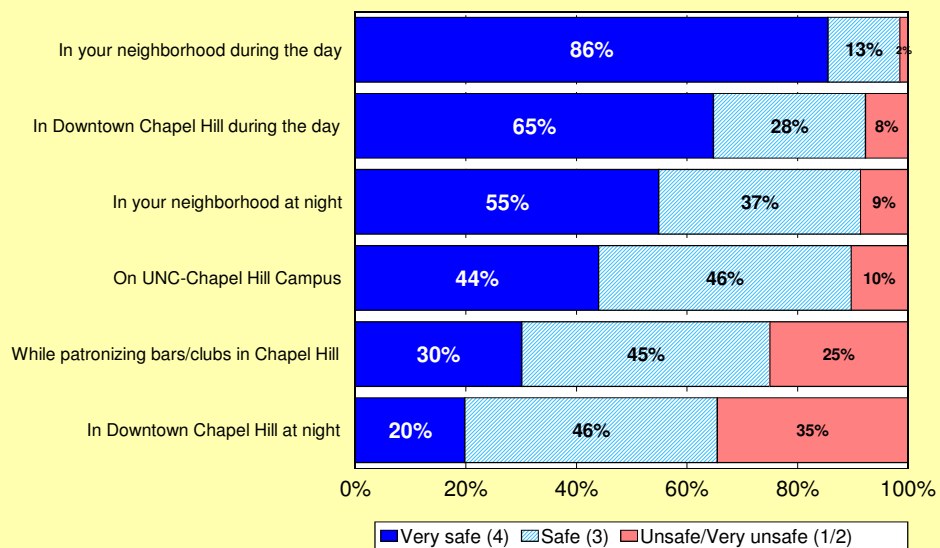
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

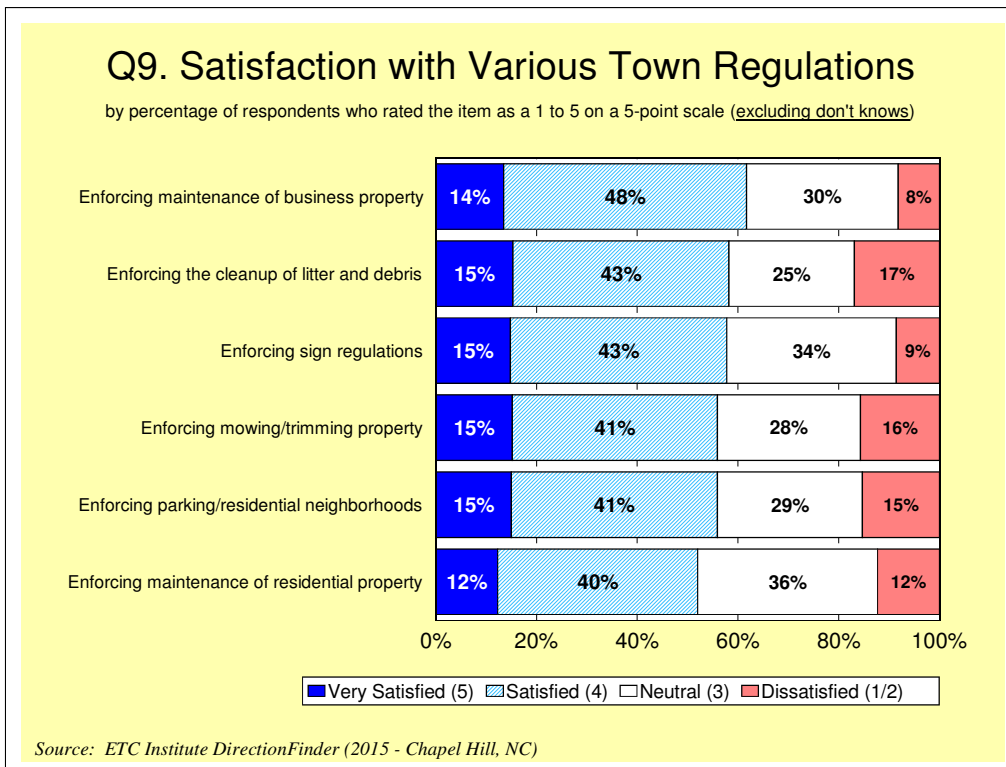
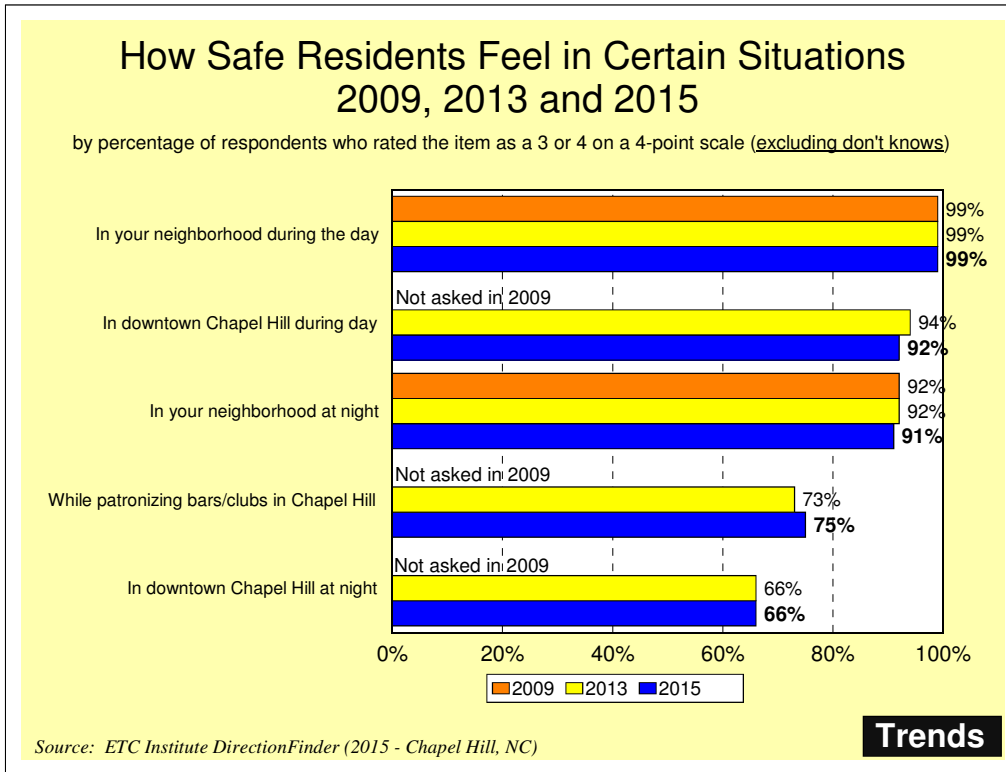
### Q8. How Safe Residents Feel In Certain Situations

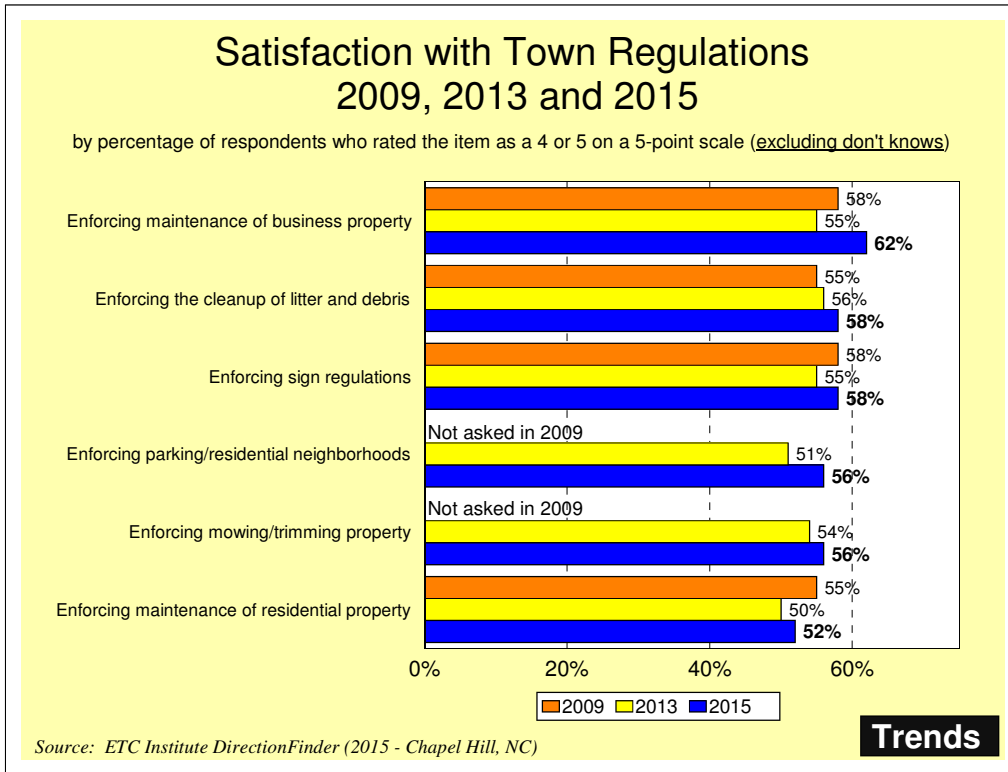
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)





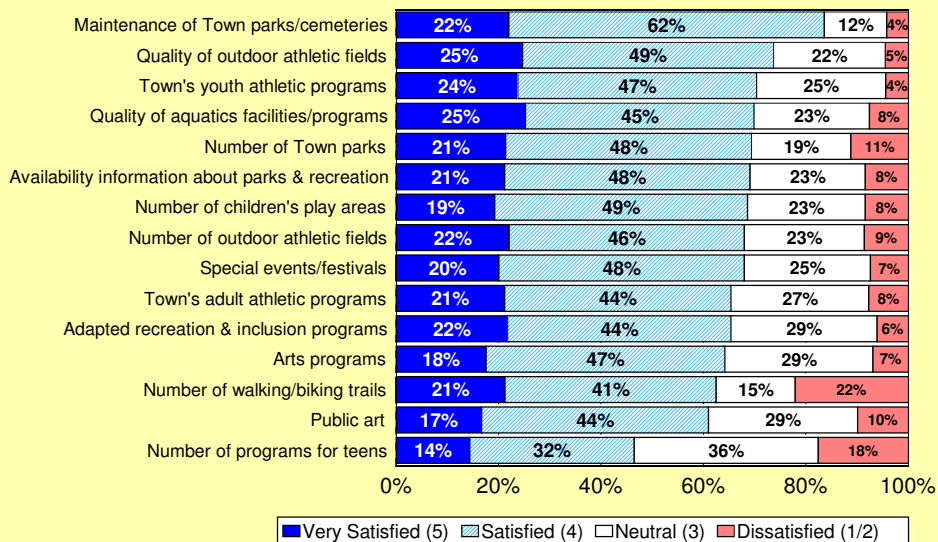


# PARKS & RECREATION

Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q10. Satisfaction with Various Aspects of Parks and Recreation

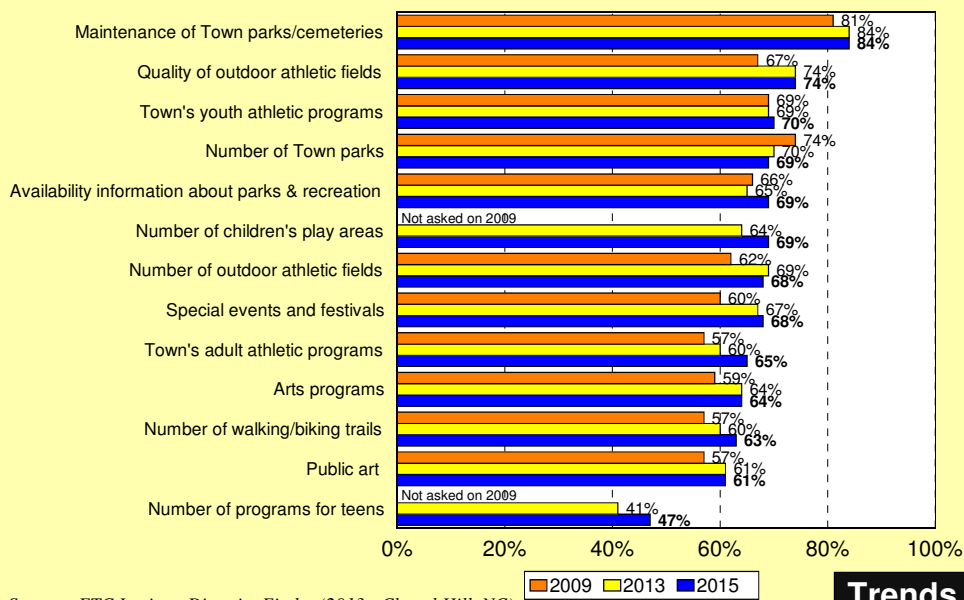
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Various Aspects of Parks and Recreation 2009, 2013 and 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

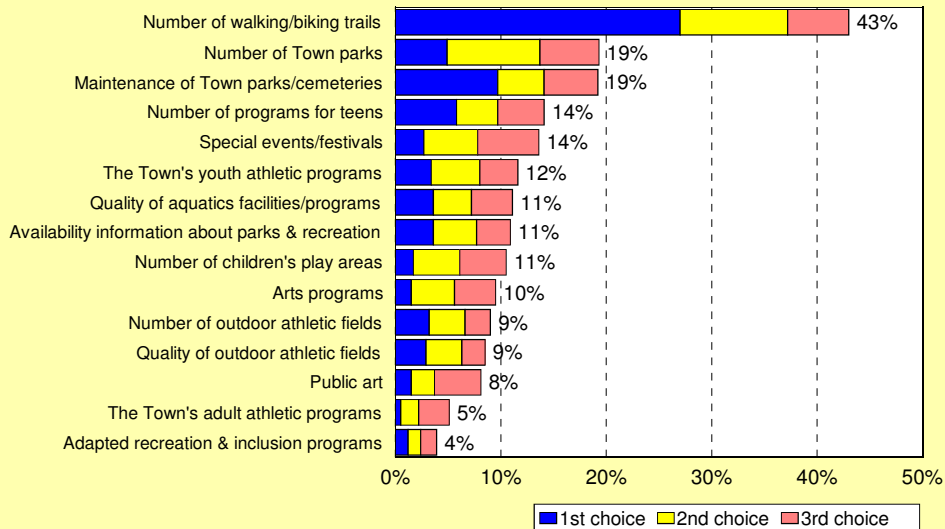


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**

### Q11. Parks and Recreation Services that Should Receive the Most Emphasis from the Town Over the Next Two Years

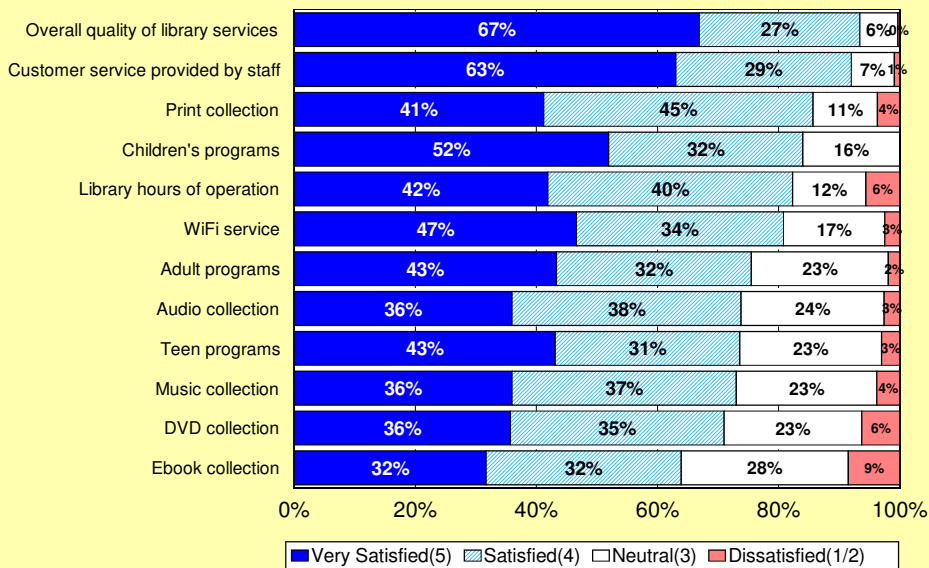
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q12. Satisfaction with Library Services

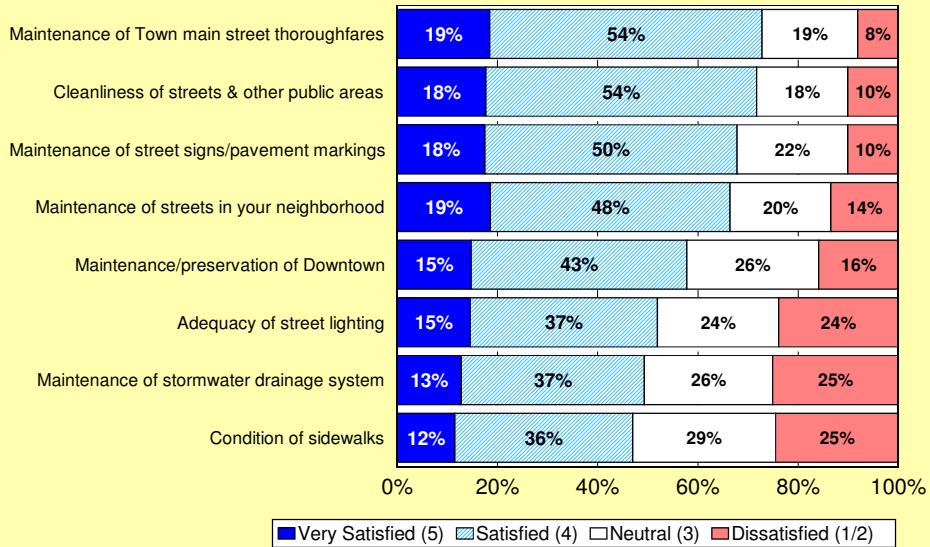
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q13. Satisfaction with Public Works

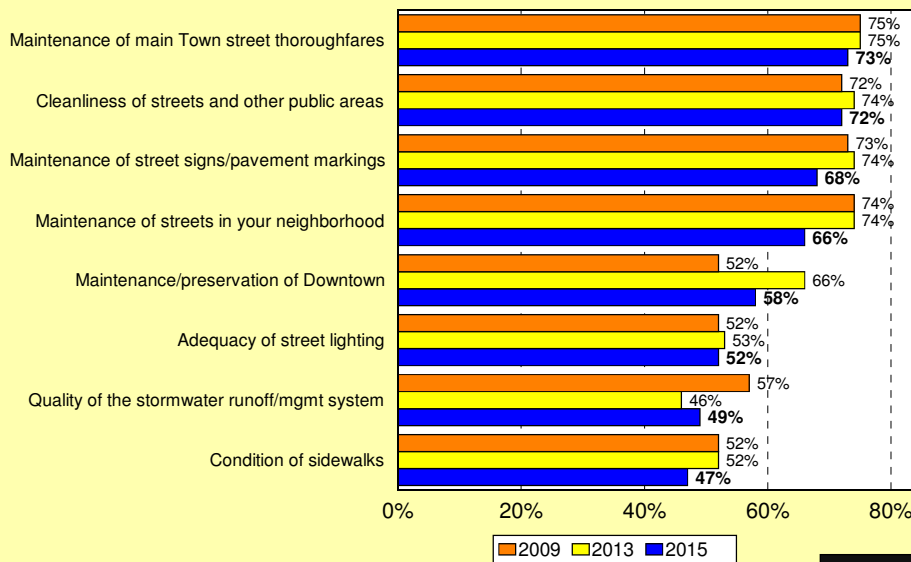
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Satisfaction with Public Works 2009, 2013 and 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

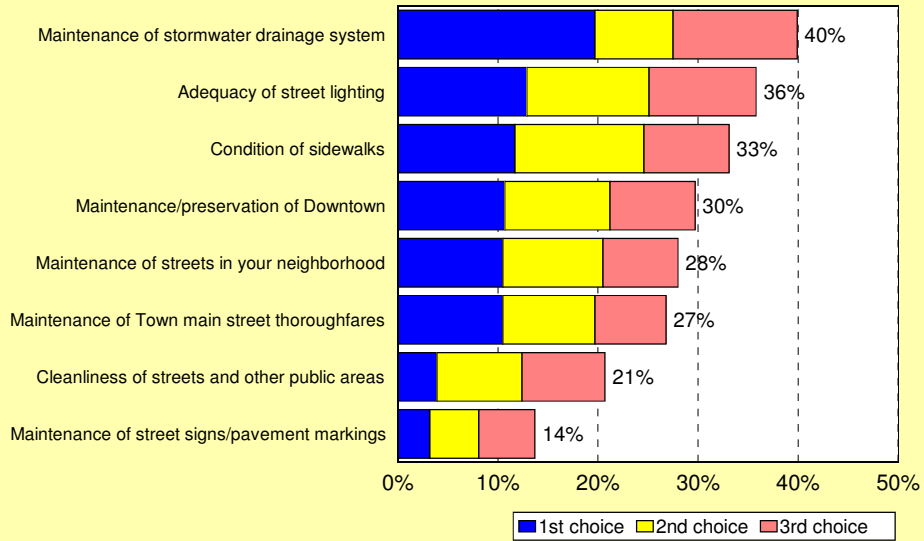


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Trends**

### Q14. Public Works Services that Should Receive the Most Emphasis from the Town Over the Next Two Years

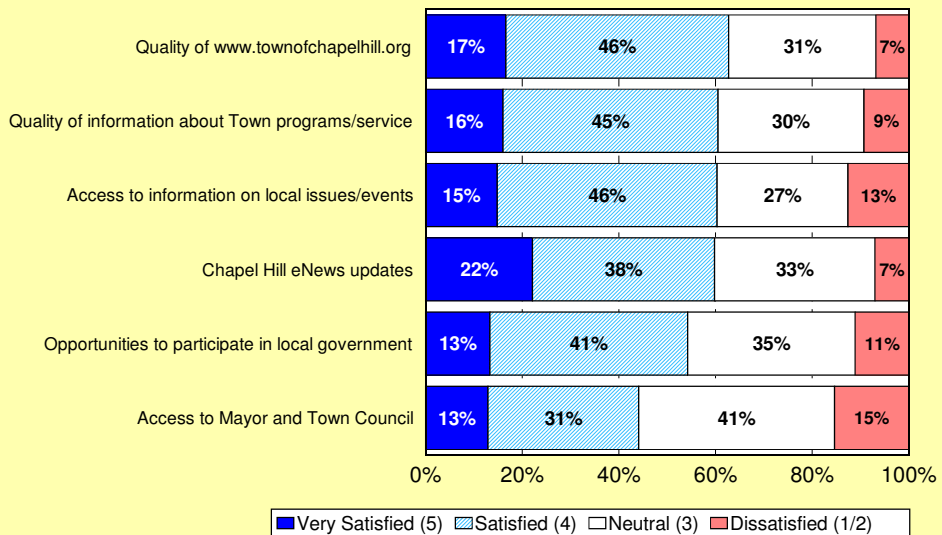
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q15. Satisfaction with Public Communication and Outreach

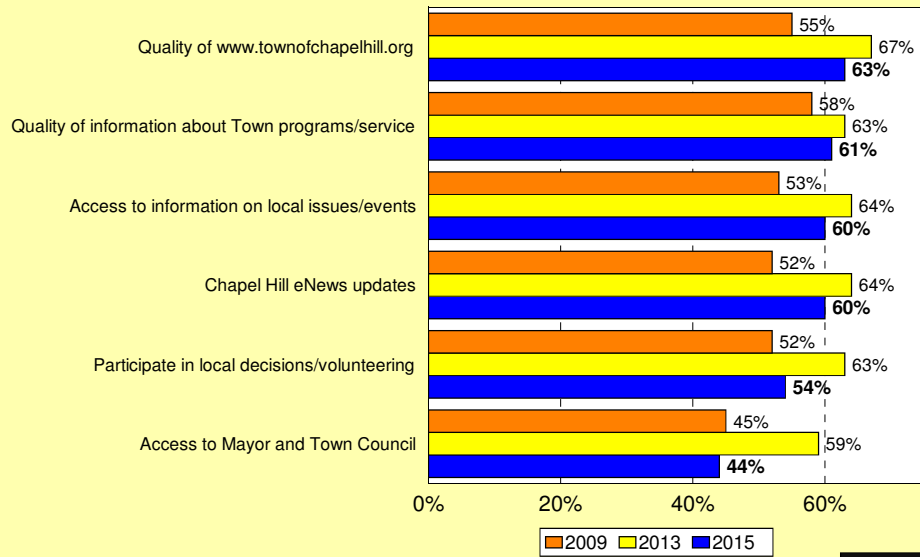
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Satisfaction with Public Communication and Outreach 2009, 2013 and 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

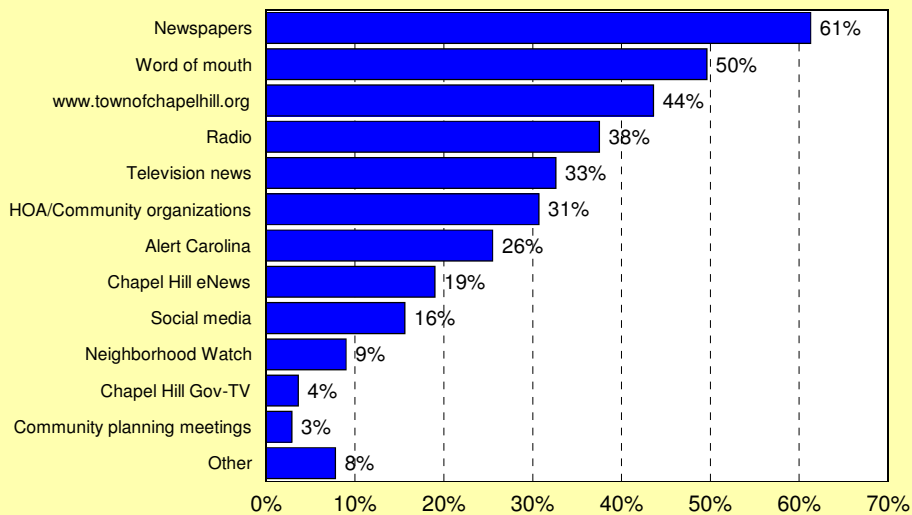


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Trends**

### Q16. Which of the following are your primary sources of information about Town issues, services, events and emergencies?

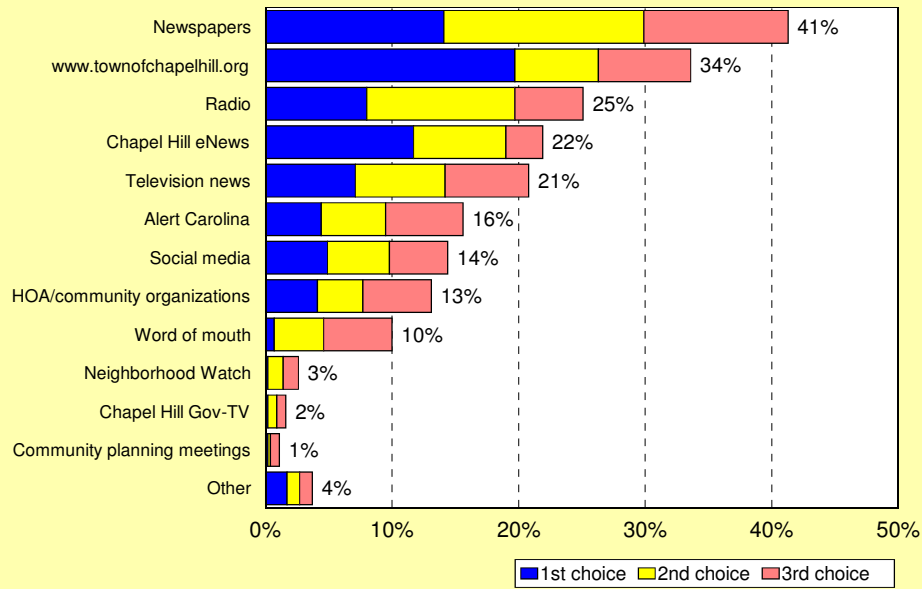
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q17. Three Ways Most Prefer to Receive Information

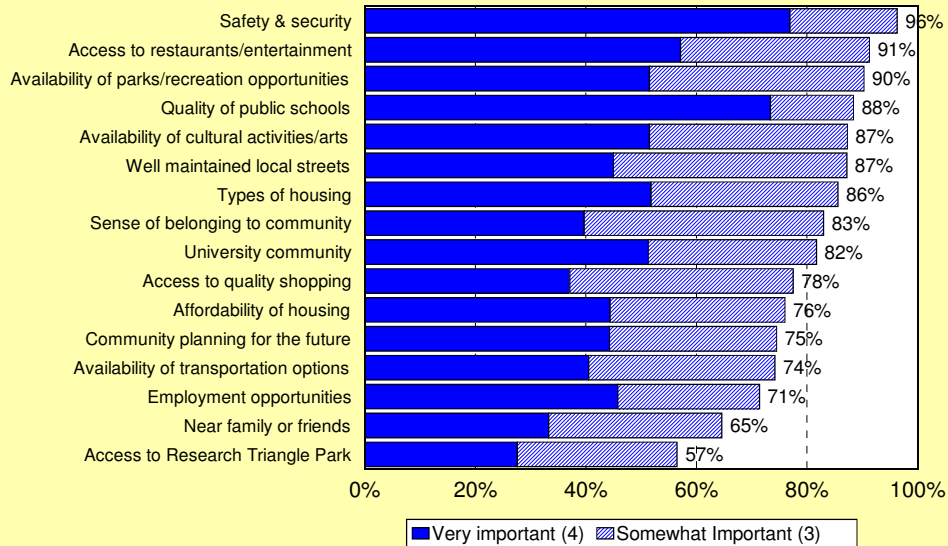
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q18. Importance of Various Factors in your Decision to Live in Chapel Hill

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale

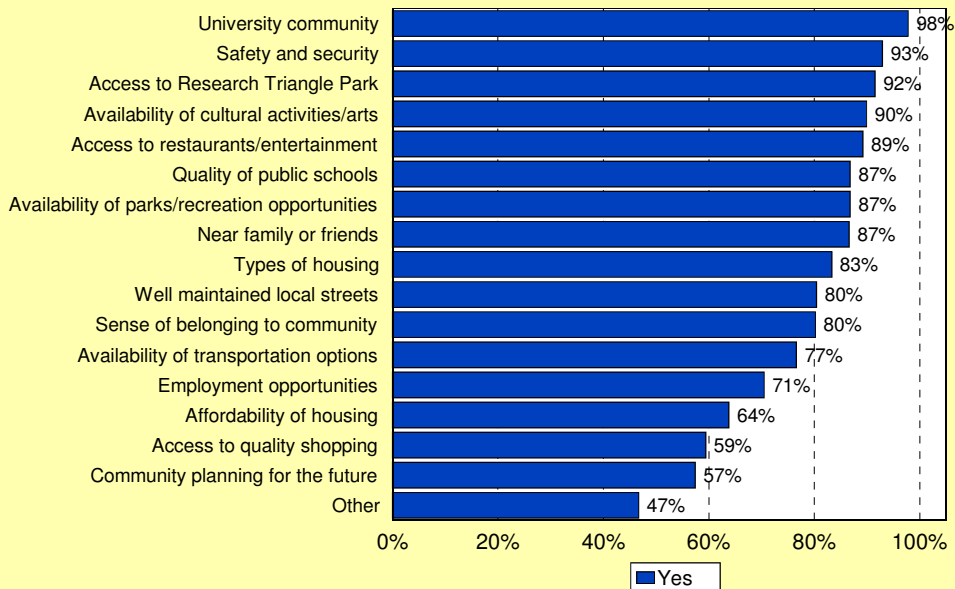


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)



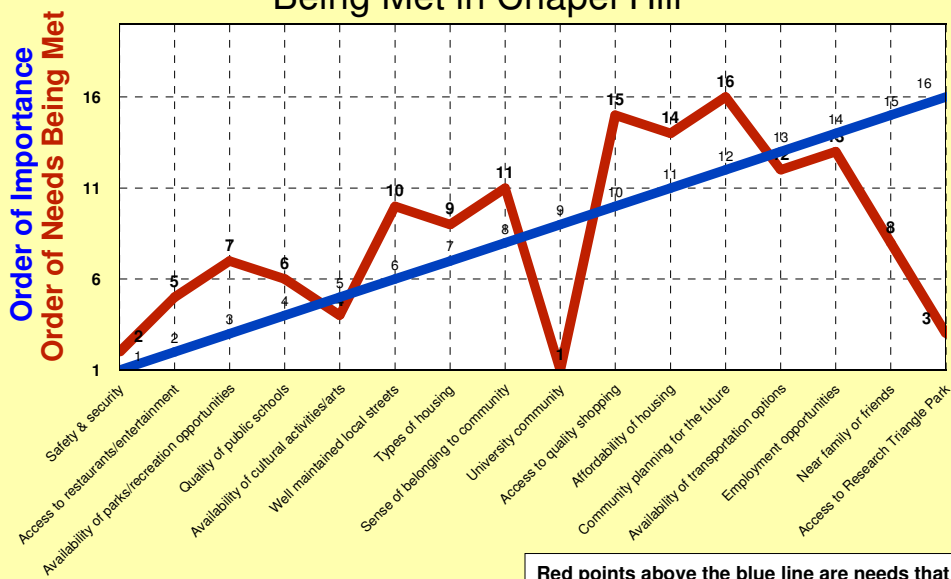
### Q18. Are your needs being met in Chapel Hill?

by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### The Importance of Various Reasons for Choosing to Live in Chapel Hill vs. Needs Being Met in Chapel Hill

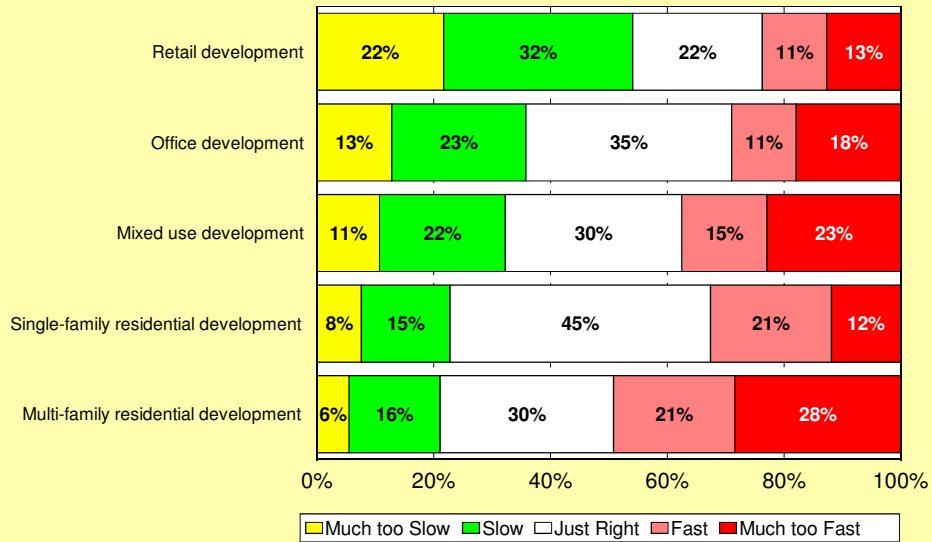


Red points above the blue line are needs that are not being met relative to their importance.

Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q19. How Residents Rate the Current Pace of Development of Various Issues

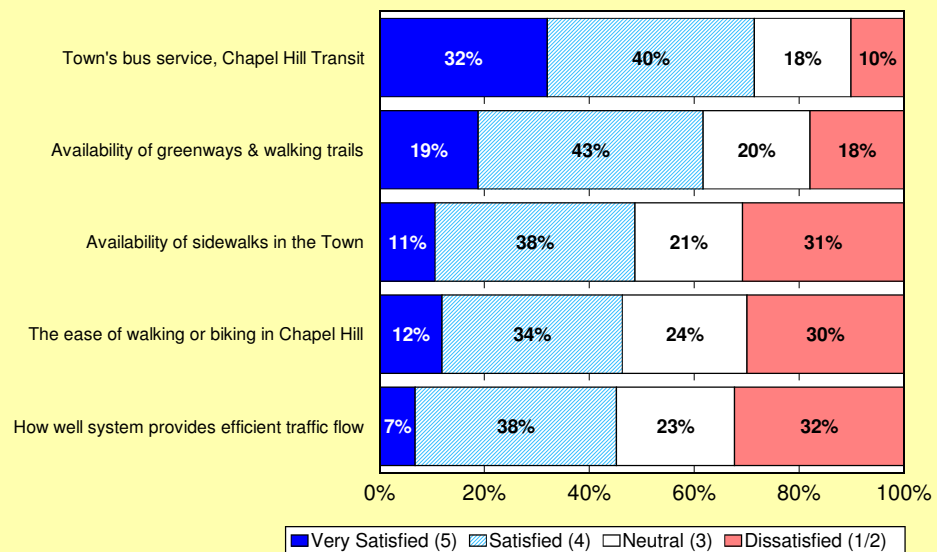
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



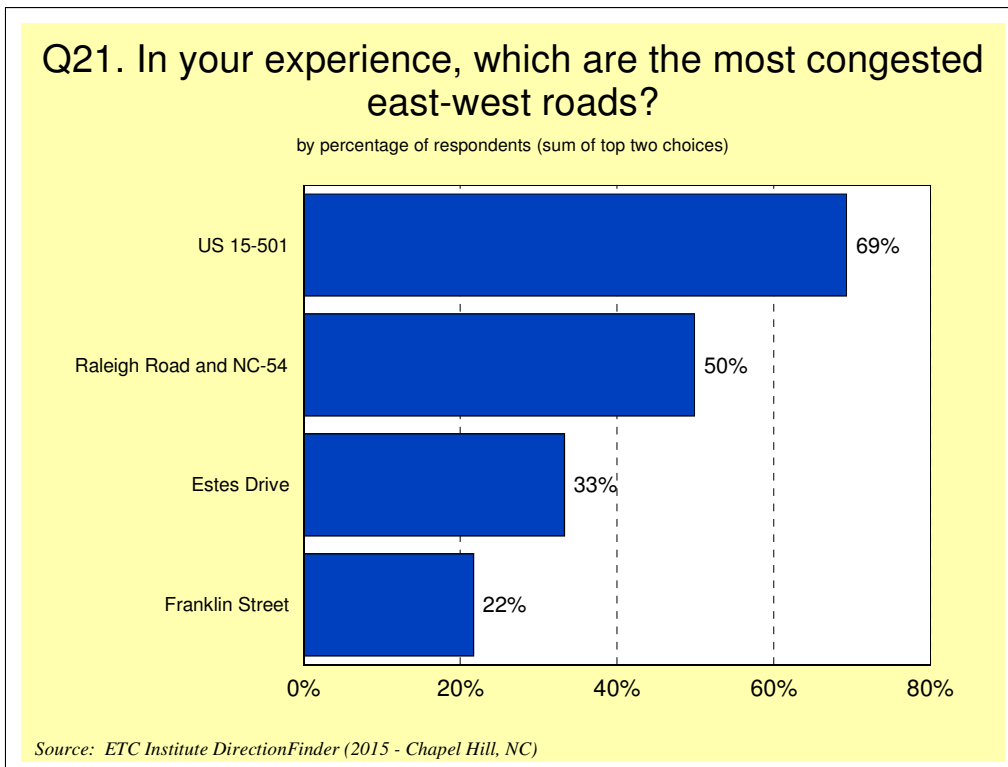
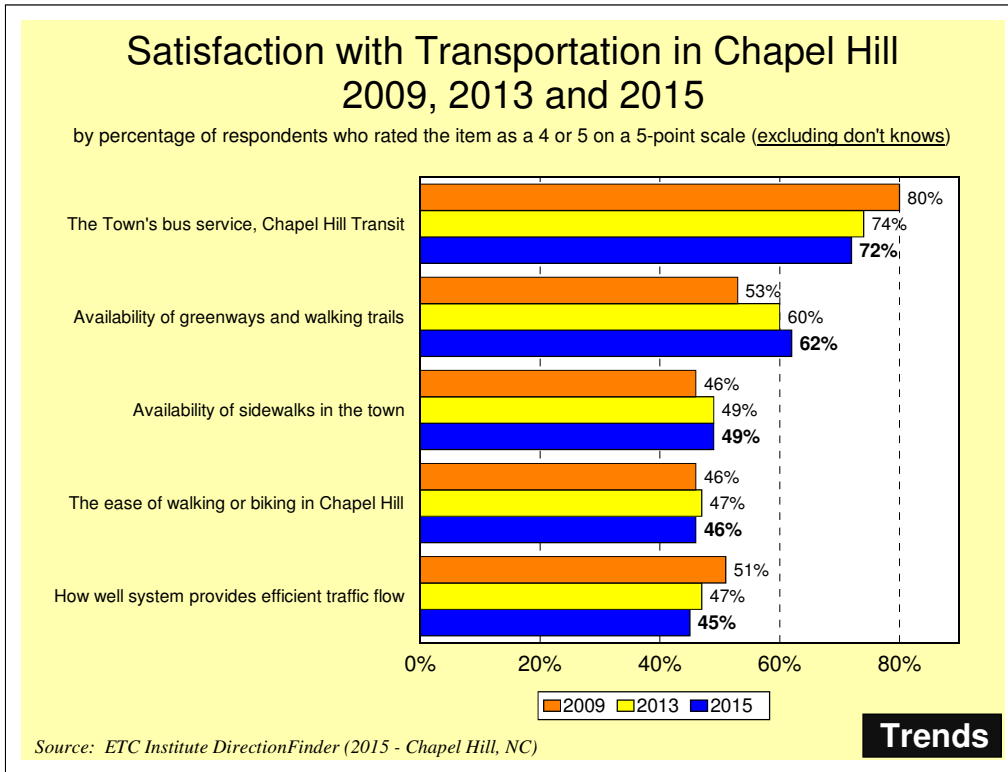
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

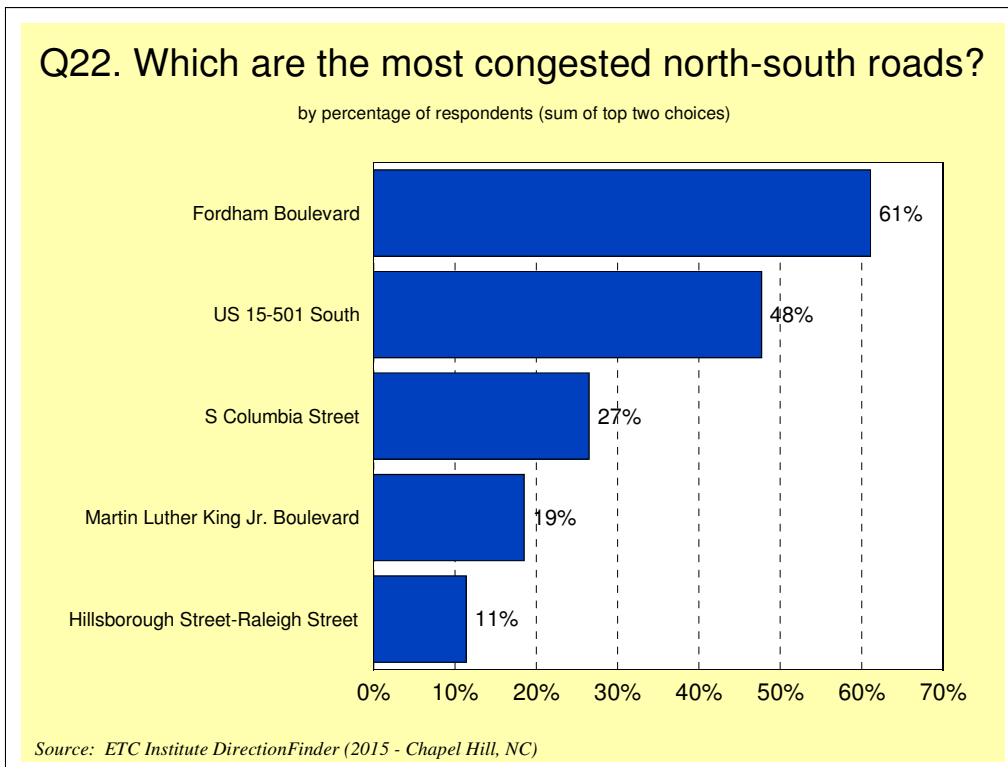
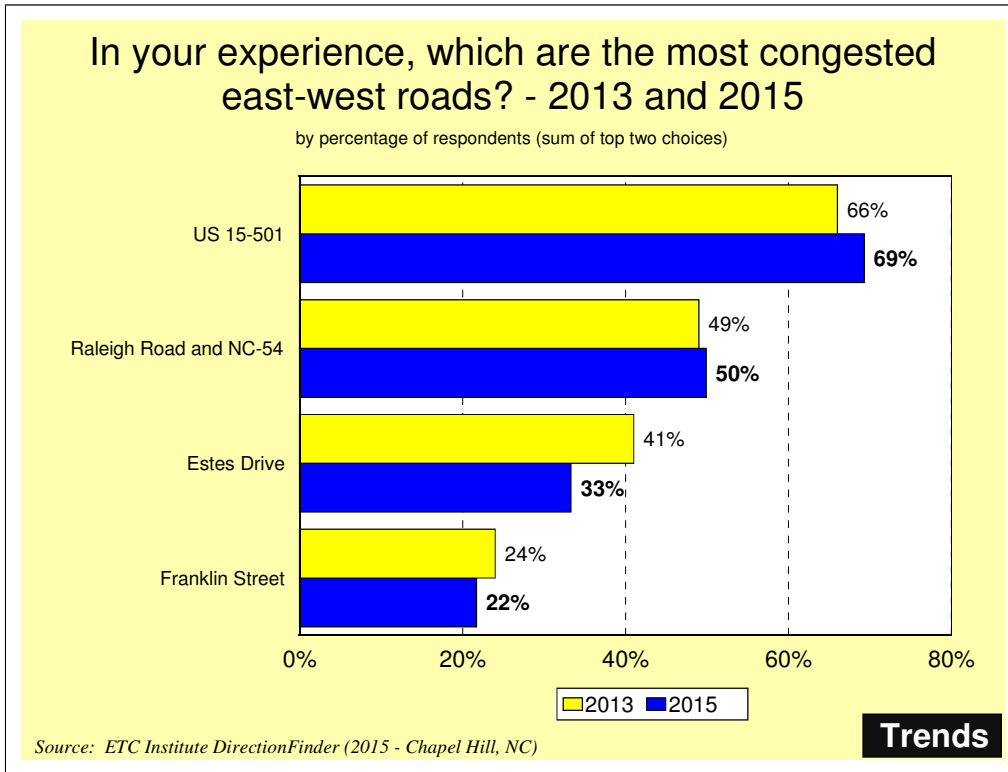
### Q20. Satisfaction with Transportation in Chapel Hill

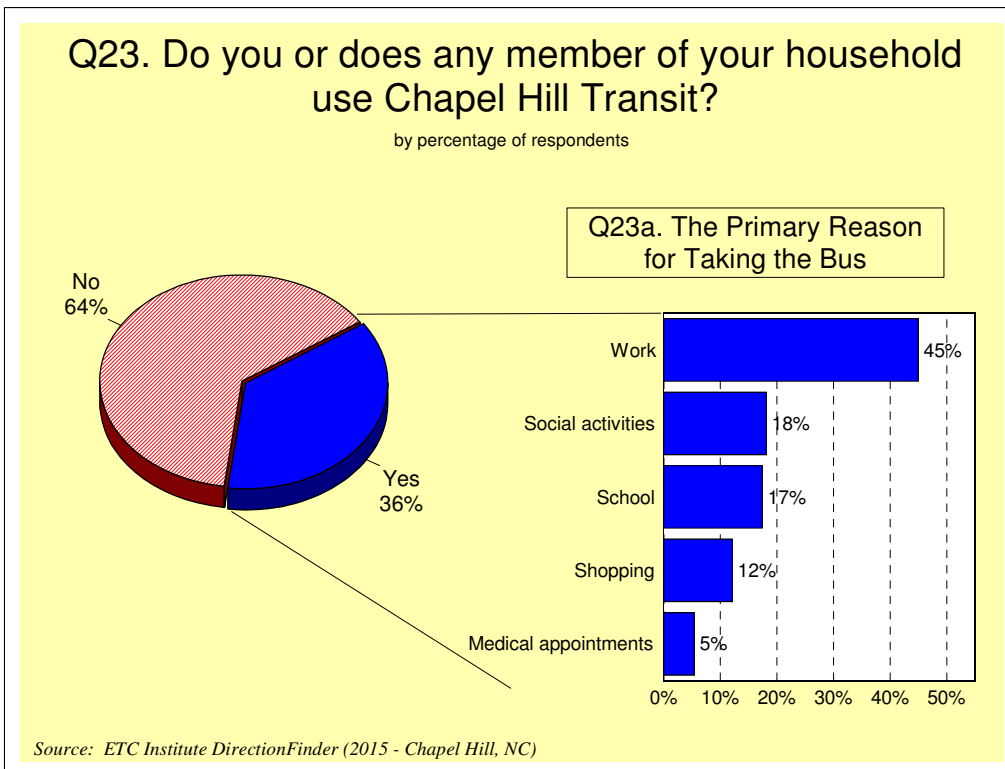
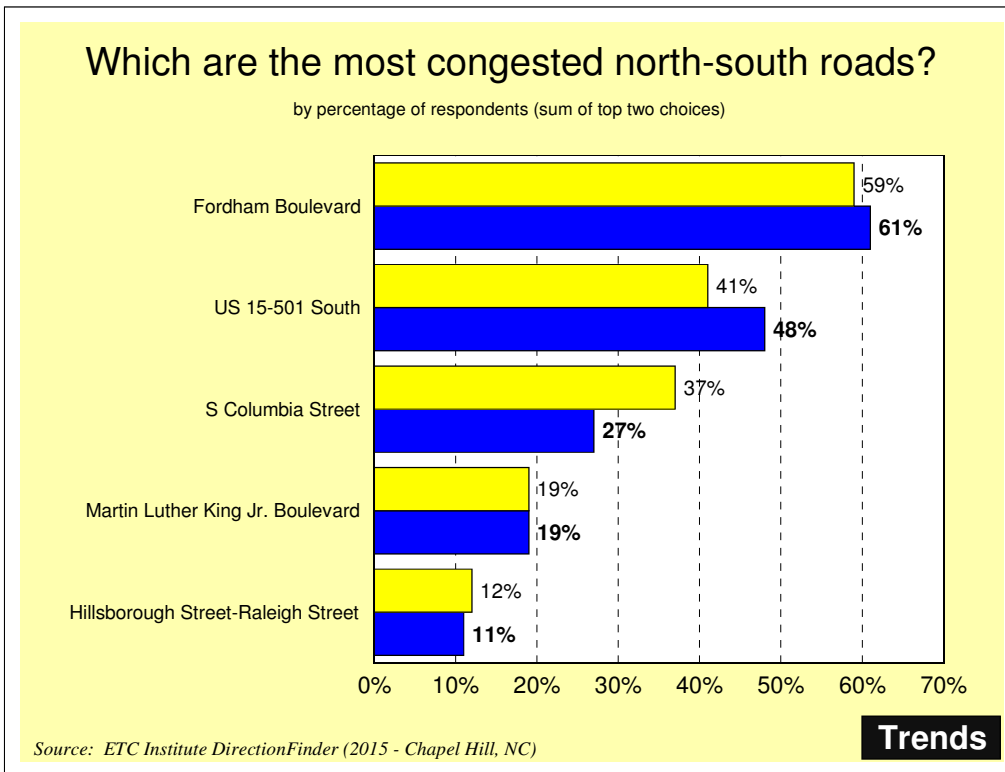
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

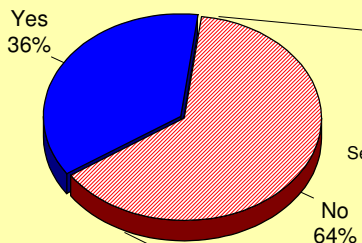




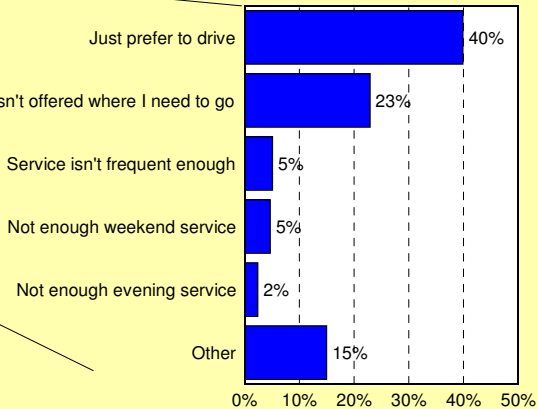


### Q23. Do you or does any member of your household use Chapel Hill Transit?

by percentage of respondents



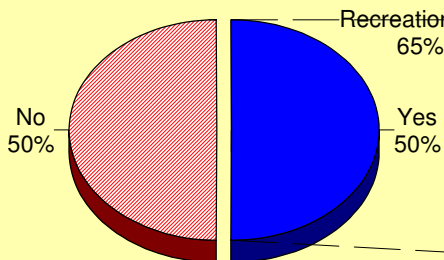
#### Q23b. The Primary Reason for Not Using Chapel Hill Transit



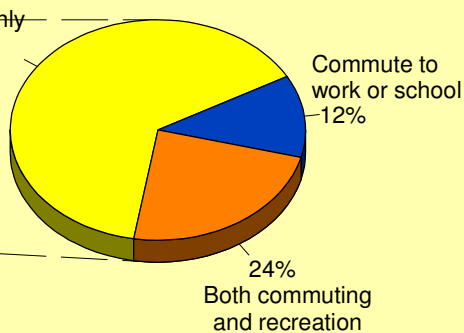
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q24. Does anyone in your household ride a bicycle?

by percentage of respondents



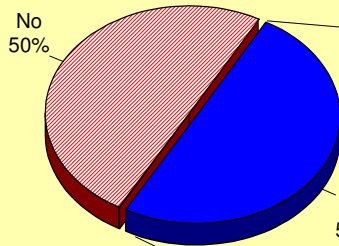
#### Q24a. For what purpose do they ride a bike?



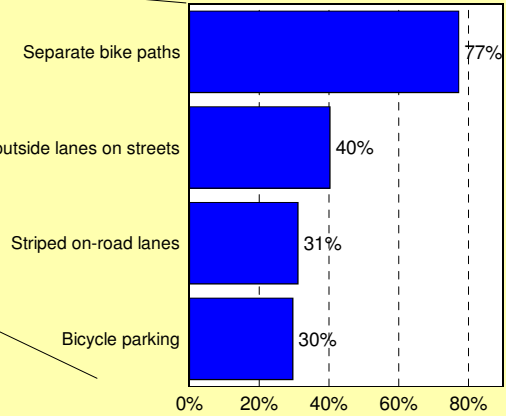
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

Q24. Does anyone in your household ride a bicycle?

by percentage of respondents



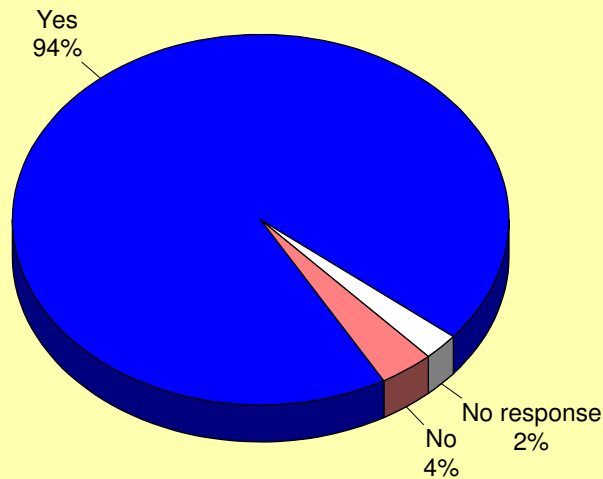
Q24b. What type of bicycle amenities would you like for the Town to provide?



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

Q25. Within the Town limits, do you feel safe driving?

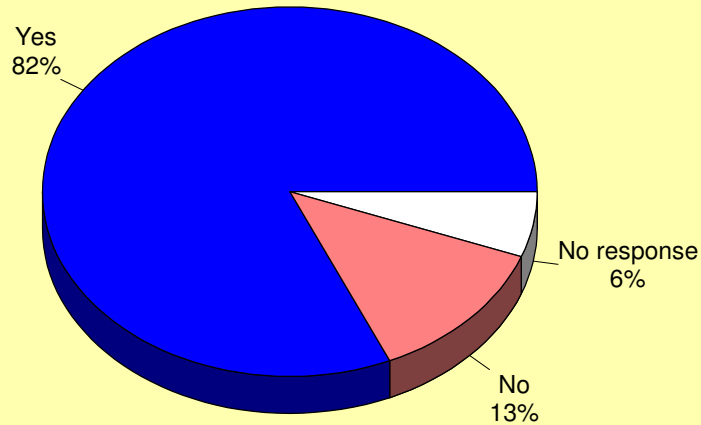
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

Q26. Within the Town limits, do you feel safe walking?

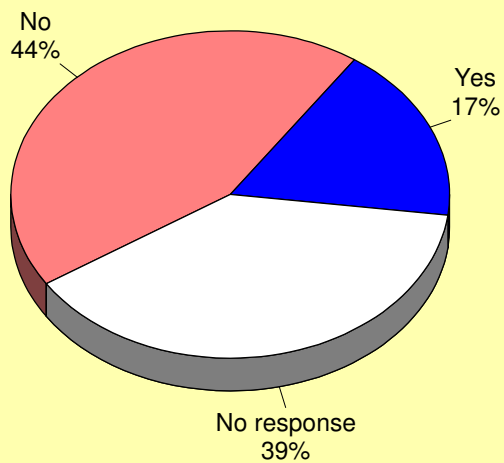
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

Q27. Within the Town limits, do you feel safe cycling?

by percentage of respondents

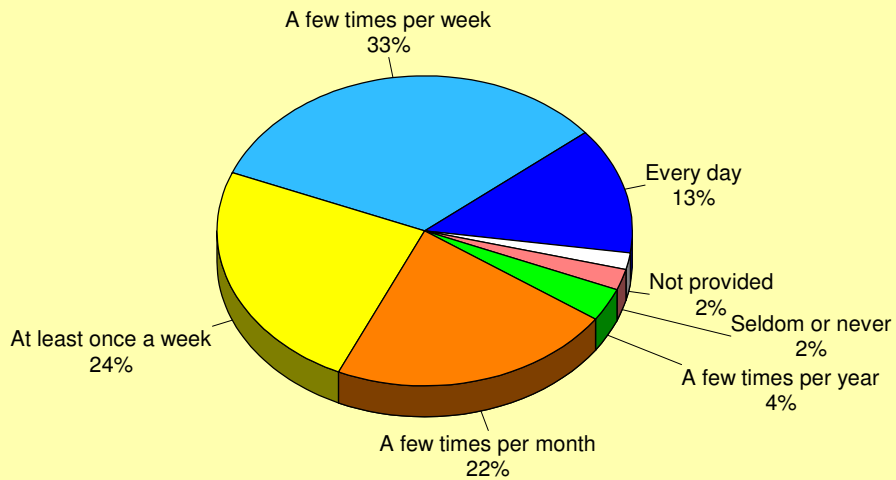


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)



### Q28. How often do you typically go outside Chapel Hill Town limits to shop?

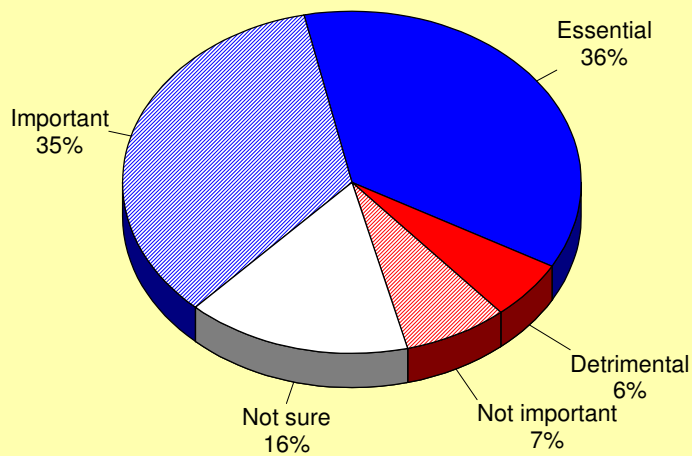
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q29. Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?

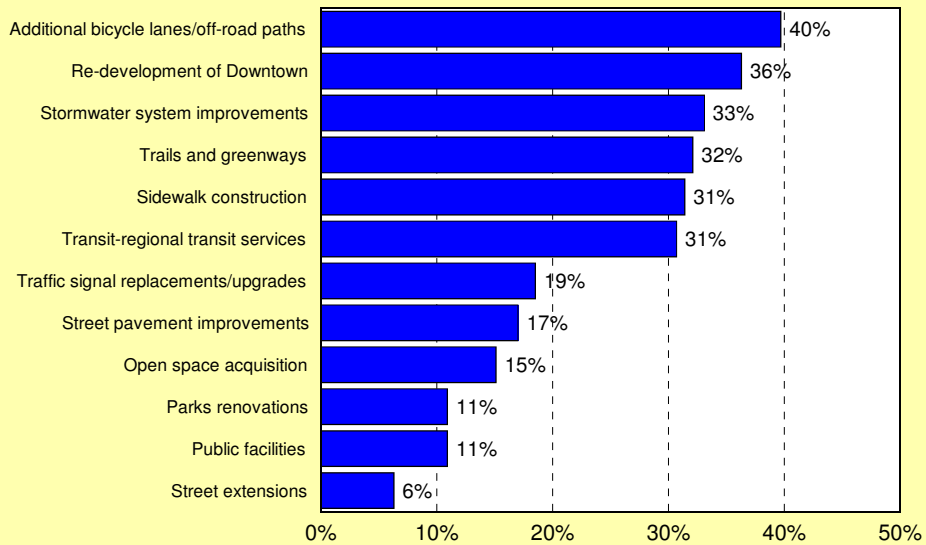
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q30. Capital Improvements That Are Most Important to Residents

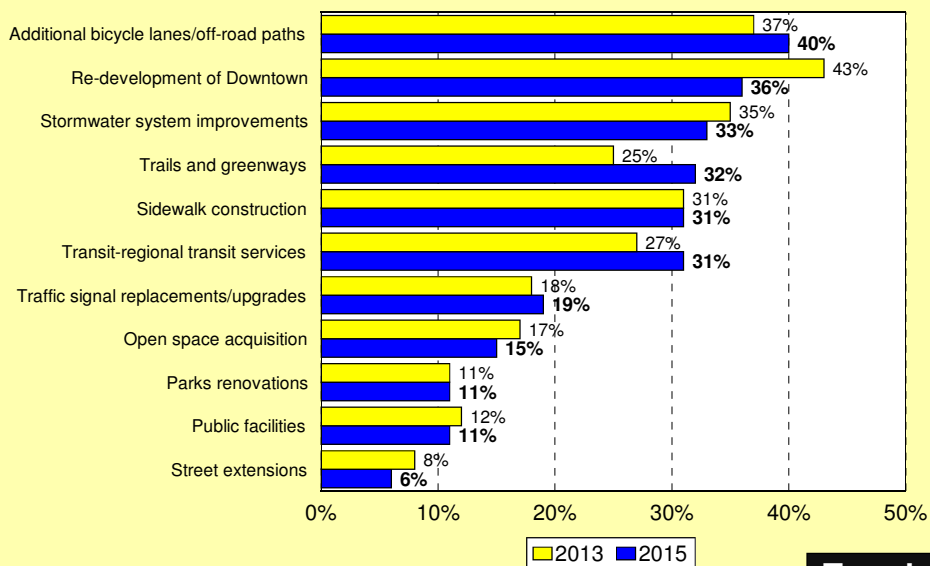
by percentage of respondents (sum of top three choices)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Capital Improvements That Are Most Important to Residents - 2013 and 2015

by percentage of respondents (sum of top three choices)

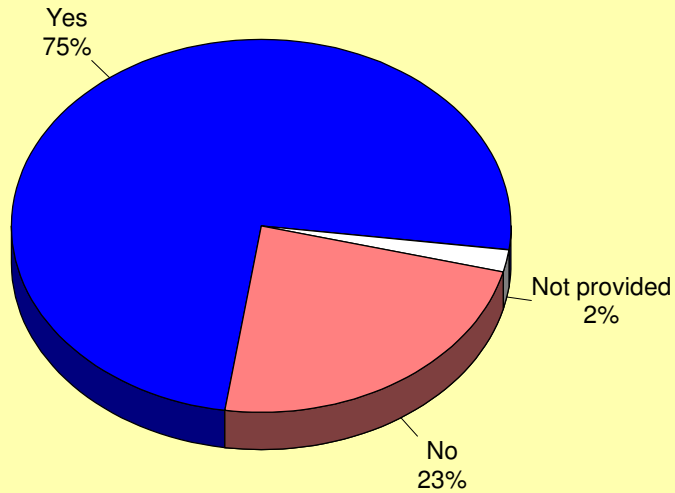


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Trends**

### Q31. Aware of Bond Referendum on November 3

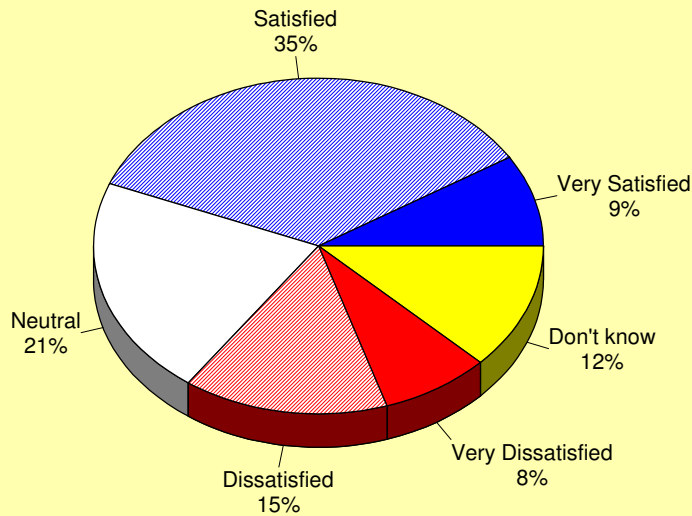
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q32. What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget?

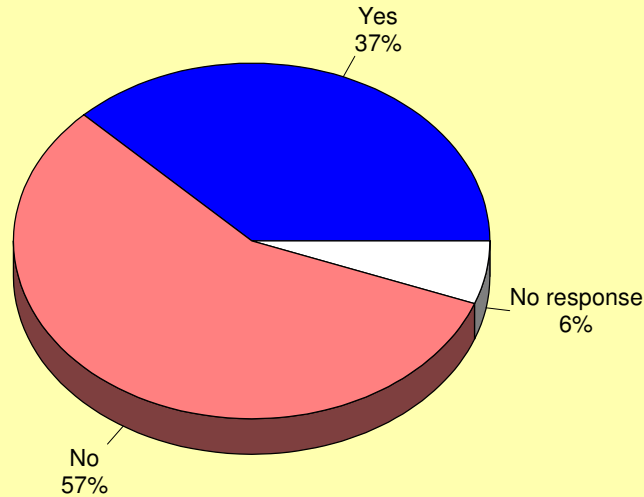
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q33. Do you feel your voice can influence change in Chapel Hill?

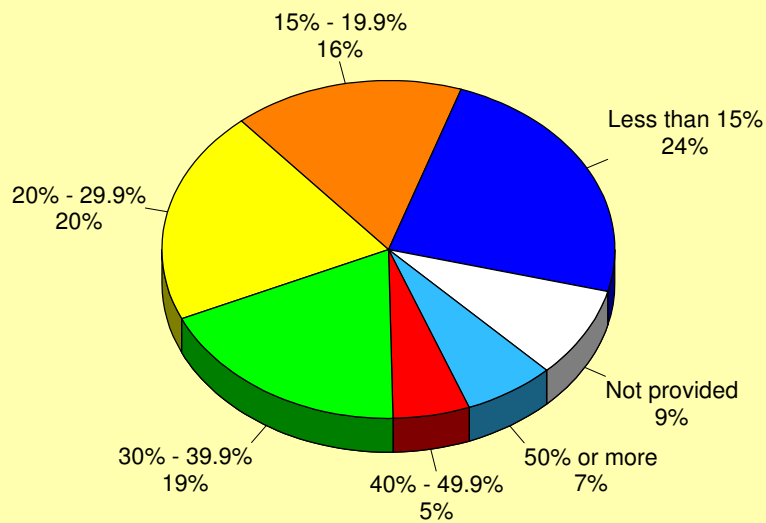
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q34. Amount of Total Household Income Spent on Housing Expenses Including Utilities

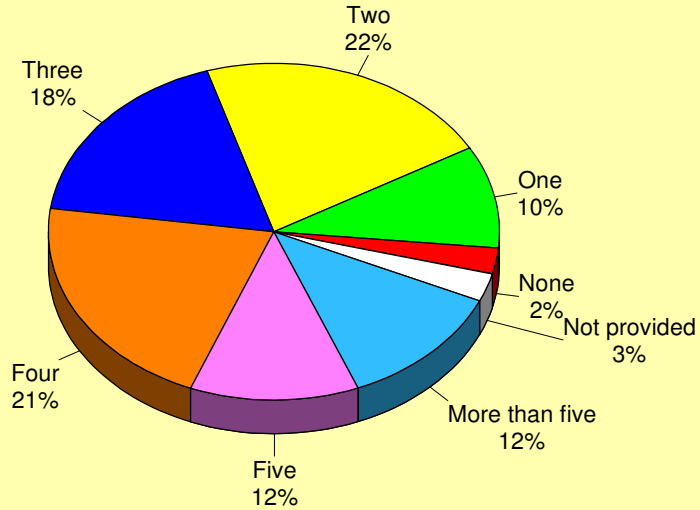
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Q35. How many computer devices (Excluding Smart Phones) do you have at home to access the internet?**

by percentage of respondents

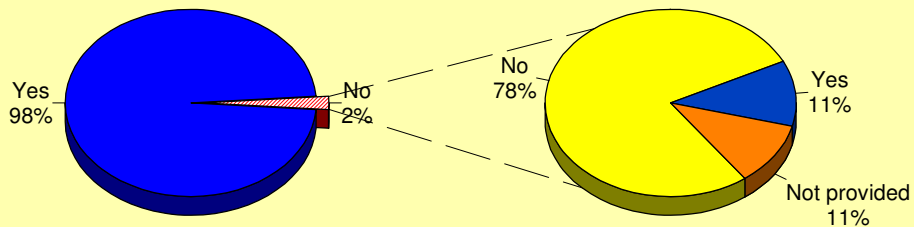


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Q36. Have Internet Access at Home**

by percentage of respondents

Q36. Do you have school age children at home?

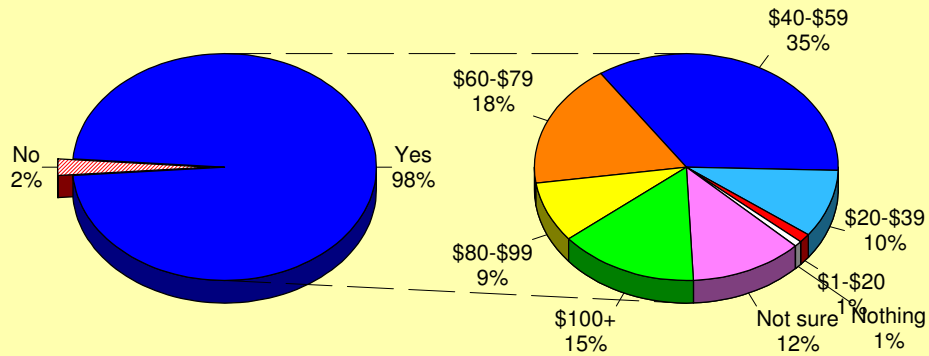


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q36. Have Internet Access at Home

by percentage of respondents

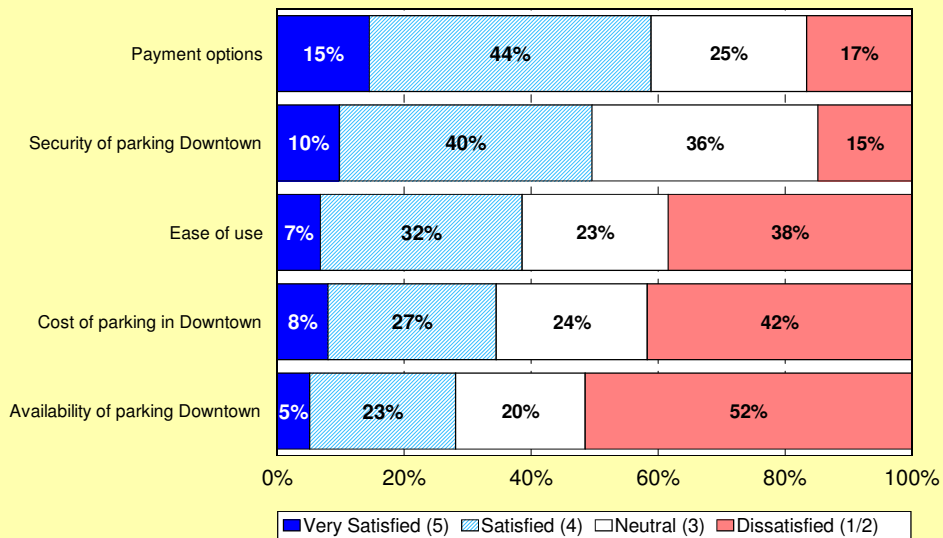
Q36a. How much do you pay per month for Internet access?



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q37. Satisfaction with Various Issues Regarding Downtown Parking

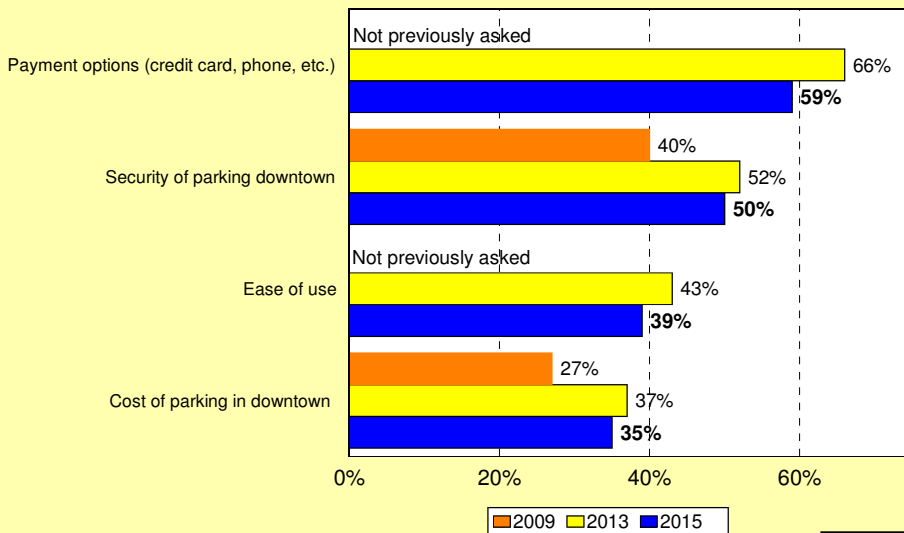
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Satisfaction with Various Issues Regarding Downtown Parking - 2009, 2013 and 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

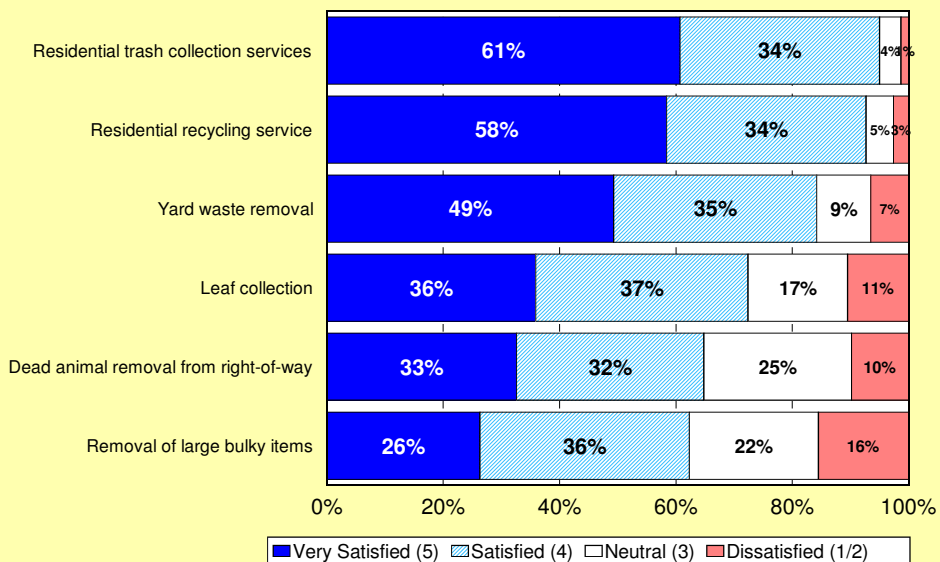


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

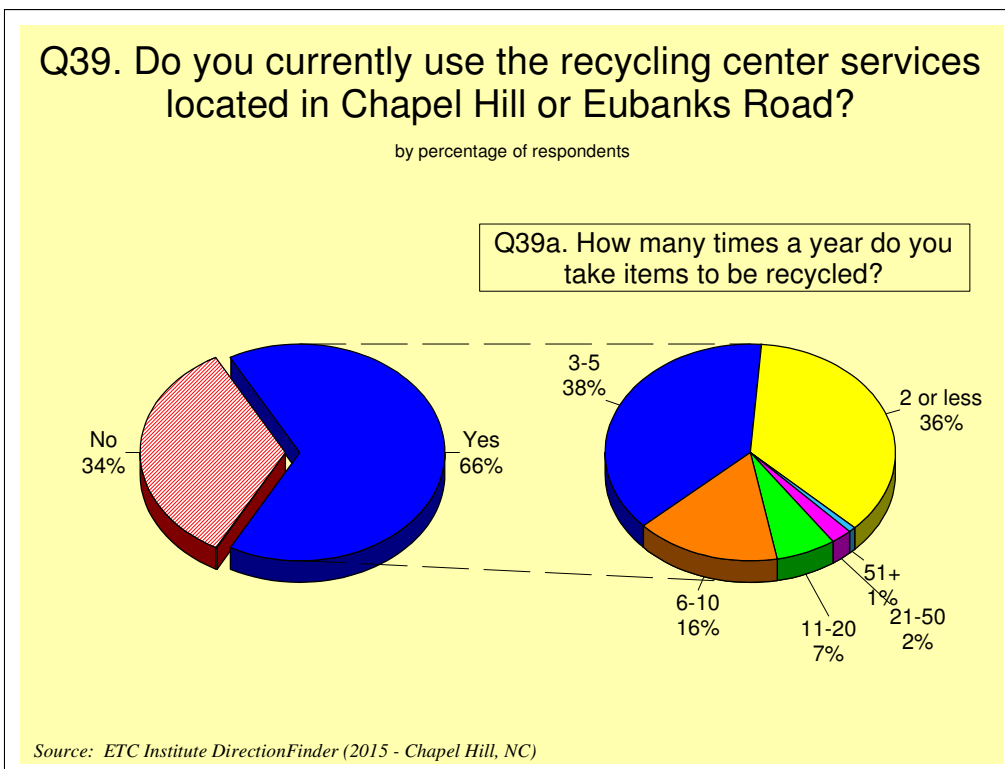
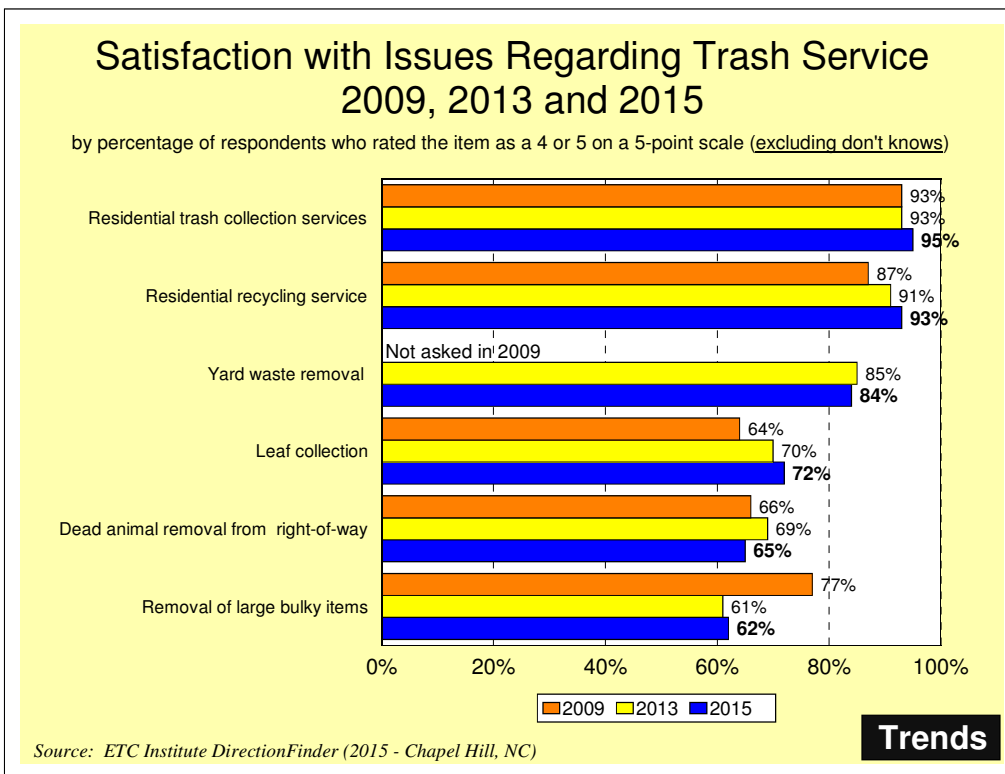
**Trends**

### Q38. Satisfaction with Issues Regarding Trash Service

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



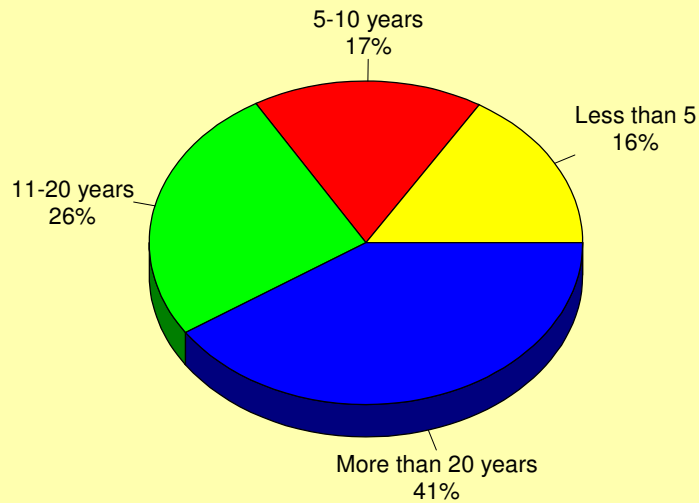
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)





### Q40. Demographics: How Many Years Have You Lived in the Town of Chapel Hill?

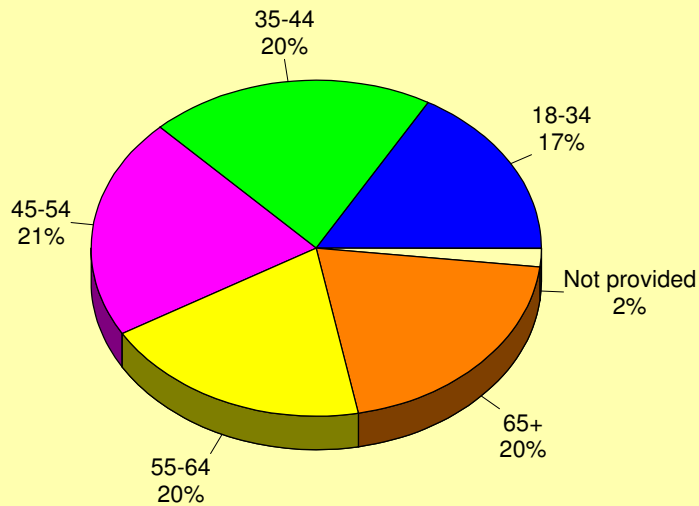
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q41. Demographics: Age of Respondents

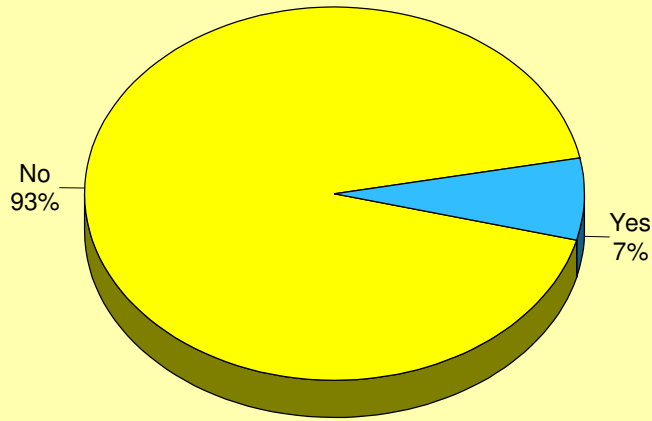
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q42. Demographics: Are you or other members of household of Hispanic or Latino ancestry?

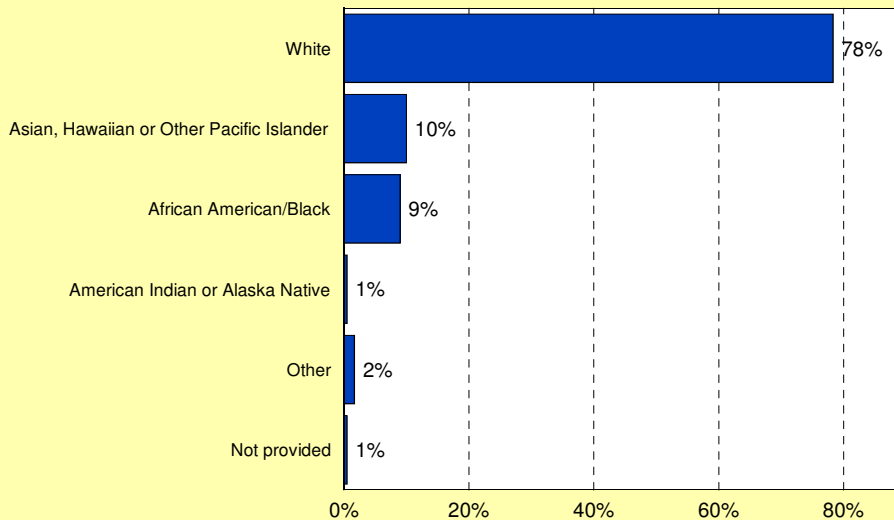
by percentage of respondents



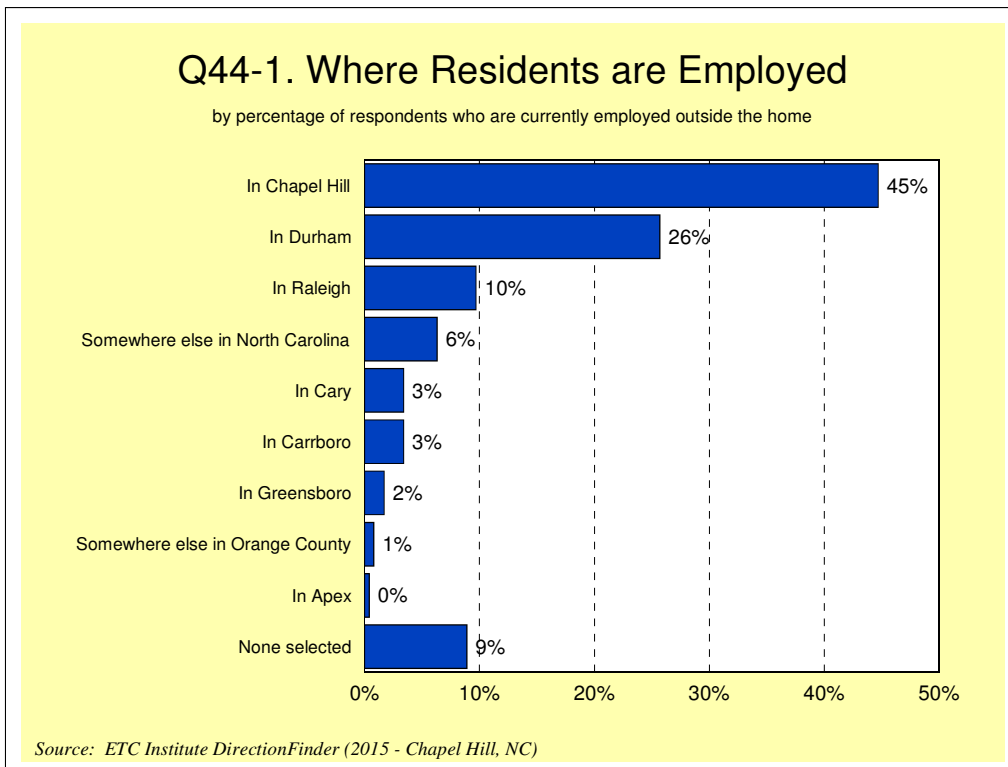
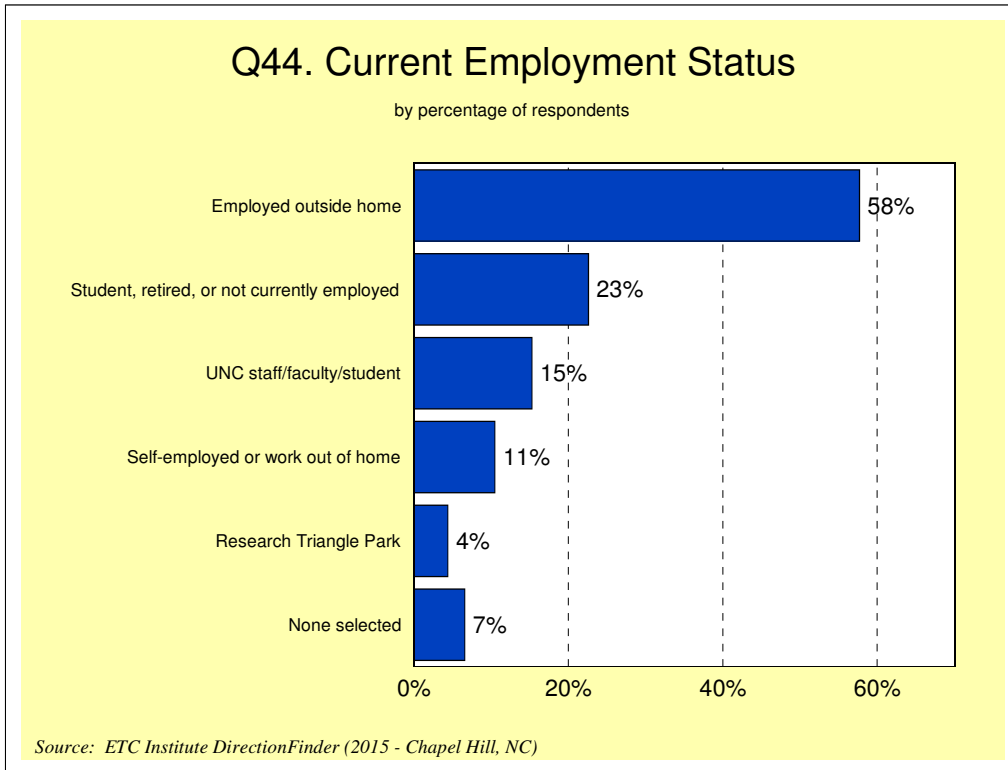
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q43. Demographics: Which of the following best describes your race?

by percentage of respondents

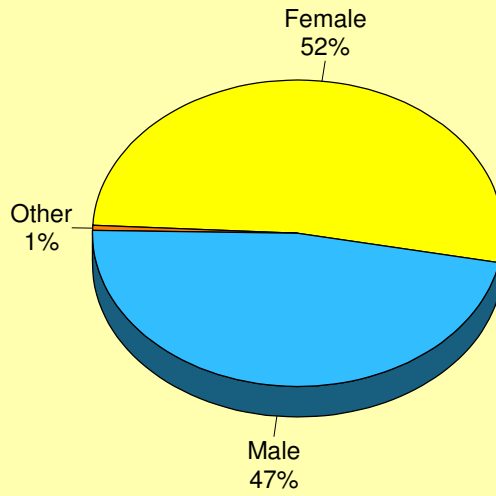


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)



### Q45. Demographics: How Respondents Identify Themselves

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)