

**Section 4:**  
**Tabular Data**

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**Q1. OVERALL SATISFACTION WITH TOWN SERVICES. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Overall quality of services provided by Town of Chapel Hill	20.8%	61.3%	12.3%	1.7%	0.5%	3.4%
Q1-2. Overall quality of public safety services	39.0%	45.6%	8.1%	2.0%	1.2%	4.2%
Q1-3. Overall quality of Town parks & recreation programs & facilities	20.6%	53.4%	13.2%	3.9%	1.0%	7.8%
Q1-4. Overall quality of customer service you receive from Town employees	18.4%	41.2%	15.4%	5.4%	1.5%	18.1%
Q1-5. Overall quality of Public Library services	55.6%	24.8%	4.7%	0.5%	0.5%	14.0%
Q1-6. Overall enforcement of Town codes/ordinances	11.3%	32.1%	22.1%	8.6%	2.9%	23.0%
Q1-7. Overall maintenance of major streets	15.4%	47.1%	24.8%	9.3%	2.9%	0.5%
Q1-8. Overall maintenance of neighborhood streets	15.0%	41.7%	26.0%	10.5%	3.9%	2.9%
Q1-9. Overall maintenance of Town buildings & facilities	14.2%	43.1%	21.1%	2.7%	0.7%	18.1%
Q1-10. Overall maintenance of public housing buildings & grounds	7.1%	21.1%	19.2%	3.7%	0.7%	48.2%
Q1-11. Overall flow of traffic & congestion management in Town	6.4%	26.3%	26.3%	28.7%	11.3%	1.0%
Q1-12. Effectiveness of communication with public	13.0%	34.9%	31.7%	9.8%	4.4%	6.1%
Q1-13. Overall value for your tax dollars & fees	8.8%	30.2%	32.2%	17.0%	8.4%	3.4%

**Q1. OVERALL SATISFACTION WITH TOWN SERVICES. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-14. How well Town is preparing for the future	7.6%	20.1%	28.5%	19.7%	12.0%	12.0%
Q1-15. How well Town is managing change	6.4%	19.2%	29.2%	23.8%	12.0%	9.3%
Q1-16. Emergency preparedness	15.7%	33.2%	17.9%	1.2%	0.5%	31.4%
Q1-17. Quality of landscaping in parks, medians & other public areas	17.0%	52.6%	22.4%	4.7%	1.5%	2.0%
Q1-18. Quality of Chapel Hill Transit	24.0%	37.6%	13.9%	4.2%	1.0%	19.3%

**WITHOUT DON'T KNOW**

**Q1. OVERALL SATISFACTION WITH TOWN SERVICES. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of services provided by Town of Chapel Hill	21.6%	63.5%	12.7%	1.8%	0.5%
Q1-2. Overall quality of public safety services	40.7%	47.6%	8.4%	2.0%	1.3%
Q1-3. Overall quality of Town parks & recreation programs & facilities	22.3%	58.0%	14.4%	4.3%	1.1%
Q1-4. Overall quality of customer service you receive from Town employees	22.5%	50.3%	18.9%	6.6%	1.8%
Q1-5. Overall quality of Public Library services	64.7%	28.8%	5.4%	0.6%	0.6%
Q1-6. Overall enforcement of Town codes/ordinances	14.6%	41.7%	28.7%	11.1%	3.8%
Q1-7. Overall maintenance of major streets	15.5%	47.3%	24.9%	9.4%	3.0%
Q1-8. Overall maintenance of neighborhood streets	15.4%	42.9%	26.8%	10.9%	4.0%
Q1-9. Overall maintenance of Town buildings & facilities	17.4%	52.7%	25.7%	3.3%	0.9%
Q1-10. Overall maintenance of public housing buildings & grounds	13.7%	40.8%	37.0%	7.1%	1.4%
Q1-11. Overall flow of traffic & congestion management in Town	6.5%	26.6%	26.6%	29.0%	11.4%
Q1-12. Effectiveness of communication with public	13.9%	37.2%	33.8%	10.5%	4.7%
Q1-13. Overall value for your tax dollars & fees	9.2%	31.3%	33.3%	17.6%	8.7%
Q1-14. How well Town is preparing for the future	8.7%	22.9%	32.4%	22.3%	13.7%
Q1-15. How well Town is managing change	7.0%	21.1%	32.2%	26.3%	13.3%
Q1-16. Emergency preparedness	22.9%	48.4%	26.2%	1.8%	0.7%
Q1-17. Quality of landscaping in parks, medians & other public areas	17.3%	53.6%	22.8%	4.8%	1.5%
Q1-18. Quality of Chapel Hill Transit	29.8%	46.6%	17.2%	5.2%	1.2%

**Q2. Which THREE of these items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Town of Chapel Hill	8	1.9 %
Overall quality of public safety services	22	5.4 %
Overall quality of Town parks & recreation programs & facilities	22	5.4 %
Overall quality of customer service you receive from Town employees	3	0.7 %
Overall quality of Public Library services	4	1.0 %
Overall enforcement of Town codes/ordinances	8	1.9 %
Overall maintenance of major streets	12	2.9 %
Overall maintenance of neighborhood streets	9	2.2 %
Overall maintenance of Town buildings & facilities	2	0.5 %
Overall maintenance of public housing buildings & grounds	4	1.0 %
Overall flow of traffic & congestion management in Town	77	18.7 %
Effectiveness of communication with public	2	0.5 %
Overall value for your tax dollars & fees	45	10.9 %
How well Town is preparing for the future	59	14.4 %
How well Town is managing change	30	7.3 %
Emergency preparedness	8	1.9 %
Quality of landscaping in parks, medians & other public areas	2	0.5 %
Quality of Chapel Hill Transit	23	5.6 %
None chosen	71	17.3 %
Total	411	100.0 %

**Q2. Which THREE of these items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Town of Chapel Hill	2	0.5 %
Overall quality of public safety services	14	3.4 %
Overall quality of Town parks & recreation programs & facilities	15	3.6 %
Overall quality of customer service you receive from Town employees	6	1.5 %
Overall quality of Public Library services	7	1.7 %
Overall enforcement of Town codes/ordinances	12	2.9 %
Overall maintenance of major streets	22	5.4 %
Overall maintenance of neighborhood streets	20	4.9 %
Overall maintenance of Town buildings & facilities	3	0.7 %
Overall flow of traffic & congestion management in Town	55	13.4 %
Effectiveness of communication with public	8	1.9 %
Overall value for your tax dollars & fees	38	9.2 %
How well Town is preparing for the future	55	13.4 %
How well Town is managing change	41	10.0 %
Emergency preparedness	6	1.5 %
Quality of landscaping in parks, medians & other public areas	8	1.9 %
Quality of Chapel Hill Transit	20	4.9 %
<u>None chosen</u>	<u>79</u>	<u>19.2 %</u>
Total	411	100.0 %

**Q2. Which THREE of these items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Town of Chapel Hill	13	3.2 %
Overall quality of public safety services	16	3.9 %
Overall quality of Town parks & recreation programs & facilities	23	5.6 %
Overall quality of customer service you receive from Town employees	5	1.2 %
Overall quality of Public Library services	11	2.7 %
Overall enforcement of Town codes/ordinances	4	1.0 %
Overall maintenance of major streets	17	4.1 %
Overall maintenance of neighborhood streets	16	3.9 %
Overall maintenance of Town buildings & facilities	2	0.5 %
Overall maintenance of public housing buildings & grounds	6	1.5 %
Overall flow of traffic & congestion management in Town	44	10.7 %
Effectiveness of communication with public	12	2.9 %
Overall value for your tax dollars & fees	25	6.1 %
How well Town is preparing for the future	43	10.5 %
How well Town is managing change	50	12.2 %
Emergency preparedness	9	2.2 %
Quality of landscaping in parks, medians & other public areas	12	2.9 %
Quality of Chapel Hill Transit	14	3.4 %
<u>None chosen</u>	<u>89</u>	<u>21.7 %</u>
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of these items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Town of Chapel Hill	23	5.6 %
Overall quality of public safety services	52	12.7 %
Overall quality of Town parks & recreation programs & facilities	60	14.6 %
Overall quality of customer service you receive from Town employees	14	3.4 %
Overall quality of Public Library services	22	5.4 %
Overall enforcement of Town codes/ordinances	24	5.8 %
Overall maintenance of major streets	51	12.4 %
Overall maintenance of neighborhood streets	45	10.9 %
Overall maintenance of Town buildings & facilities	7	1.7 %
Overall maintenance of public housing buildings & grounds	10	2.4 %
Overall flow of traffic & congestion management in Town	176	42.8 %
Effectiveness of communication with public	22	5.4 %
Overall value for your tax dollars & fees	108	26.3 %
How well Town is preparing for the future	157	38.2 %
How well Town is managing change	121	29.4 %
Emergency preparedness	23	5.6 %
Quality of landscaping in parks, medians & other public areas	22	5.4 %
Quality of Chapel Hill Transit	57	13.9 %
None chosen	71	17.3 %
Total	1065	



**Q3. Several items that may influence your perception of Chapel Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor."**

(N=411)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q3-1. Overall image of Town	30.8%	55.4%	9.1%	3.0%	1.0%	0.7%
Q3-2. Overall quality of life in Town	34.7%	53.9%	7.6%	2.5%	0.5%	0.7%
Q3-3. Overall feeling of safety in Town	27.3%	54.8%	11.9%	3.0%	1.5%	1.5%
Q3-4. Quality of new development in Town	8.4%	26.1%	28.6%	19.7%	12.3%	4.9%
Q3-5. As a place to retire	20.9%	37.2%	17.5%	9.4%	6.4%	8.6%
Q3-6. Overall appearance of Town	17.5%	52.1%	18.8%	6.9%	2.7%	2.0%
Q3-7. Availability of affordable housing for sale	4.4%	10.8%	19.7%	26.1%	21.9%	17.0%
Q3-8. Availability of affordable housing for rent	5.2%	9.6%	22.2%	20.4%	18.0%	24.6%
Q3-9. Acceptance of diverse populations	25.1%	38.2%	22.7%	8.9%	3.0%	2.2%
Q3-10. As a community thinking about choices for future generations	10.8%	27.6%	29.1%	15.5%	7.6%	9.4%
Q3-11. Job availability	6.7%	17.2%	25.1%	19.2%	7.9%	23.9%

**WITHOUT DON'T KNOW**

**Q3. Several items that may influence your perception of Chapel Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=411)

	Excellent	Good	Neutral	Below Average	Poor
Q3-1. Overall image of Town	31.0%	55.8%	9.2%	3.0%	1.0%
Q3-2. Overall quality of life in Town	35.0%	54.3%	7.7%	2.5%	0.5%
Q3-3. Overall feeling of safety in Town	27.7%	55.7%	12.1%	3.0%	1.5%
Q3-4. Quality of new development in Town	8.8%	27.5%	30.1%	20.7%	13.0%
Q3-5. As a place to retire	22.9%	40.7%	19.1%	10.2%	7.0%
Q3-6. Overall appearance of Town	17.9%	53.1%	19.1%	7.1%	2.8%
Q3-7. Availability of affordable housing for sale	5.3%	13.1%	23.7%	31.5%	26.4%
Q3-8. Availability of affordable housing for rent	6.9%	12.7%	29.4%	27.1%	23.9%
Q3-9. Acceptance of diverse populations	25.7%	39.0%	23.2%	9.1%	3.0%
Q3-10. As a community thinking about choices for future generations	12.0%	30.4%	32.1%	17.1%	8.4%
Q3-11. Job availability	8.7%	22.7%	33.0%	25.2%	10.4%

**Q4. PUBLIC SAFETY-Fire & Emergency Management Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4-1. Overall quality of local fire protection	40.1%	35.5%	4.9%	0.5%	0.2%	18.8%
Q4-2. How quickly fire units respond to emergencies	36.7%	24.2%	5.6%	0.5%	0.5%	32.5%
Q4-3. Fire safety education programs	21.8%	22.7%	10.8%	0.5%	0.2%	44.0%
Q4-4. Fire safety you feel while visiting businesses or restaurants	32.8%	42.1%	13.2%	0.2%	0.2%	11.5%

**WITHOUT DON'T KNOW**

**Q4. PUBLIC SAFETY-Fire & Emergency Management Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4-1. Overall quality of local fire protection	49.4%	43.7%	6.0%	0.6%	0.3%
Q4-2. How quickly fire units respond to emergencies	54.3%	35.9%	8.3%	0.7%	0.7%
Q4-3. Fire safety education programs	38.9%	40.6%	19.2%	0.9%	0.4%
Q4-4. Fire safety you feel while visiting businesses or restaurants	37.0%	47.5%	14.9%	0.3%	0.3%

**Q5. PUBLIC SAFETY-Police Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5-5. Overall quality of local police protection	35.0%	43.0%	12.0%	1.7%	1.0%	7.3%
Q5-6. Visibility of police in neighborhoods	23.7%	39.4%	24.2%	6.4%	2.2%	4.2%
Q5-7. Town's efforts to prevent crime	18.6%	40.3%	21.0%	3.9%	2.0%	14.2%
Q5-8. How quickly police respond to emergencies	30.9%	35.3%	10.3%	1.7%	0.2%	21.6%
Q5-9. Enforcement of local traffic laws	21.3%	37.3%	19.9%	11.0%	3.9%	6.6%
Q5-10. Police safety education programs	15.7%	21.1%	16.0%	1.7%	0.0%	45.5%
Q5-11. Chapel Hill Police Department's overall performance	26.4%	48.9%	14.4%	1.7%	0.7%	7.8%
Q5-12. Attitude & behavior of Police Department personnel toward residents	35.0%	35.7%	12.5%	3.7%	0.7%	12.5%
Q5-13. Level of safety & security in your neighborhood	30.8%	48.4%	11.7%	6.6%	0.7%	1.7%

**WITHOUT DON'T KNOW**

**Q5. PUBLIC SAFETY-Police Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5-5. Overall quality of local police protection	37.7%	46.4%	12.9%	1.8%	1.1%
Q5-6. Visibility of police in neighborhoods	24.7%	41.1%	25.3%	6.6%	2.3%
Q5-7. Town's efforts to prevent crime	21.7%	47.0%	24.5%	4.6%	2.3%
Q5-8. How quickly police respond to emergencies	39.4%	45.0%	13.1%	2.2%	0.3%
Q5-9. Enforcement of local traffic laws	22.8%	39.9%	21.3%	11.8%	4.2%
Q5-10. Police safety education programs	28.8%	38.7%	29.3%	3.2%	0.0%
Q5-11. Chapel Hill Police Department's overall performance	28.6%	53.1%	15.6%	1.9%	0.8%
Q5-12. Attitude & behavior of Police Department personnel toward residents	39.9%	40.8%	14.2%	4.2%	0.8%
Q5-13. Level of safety & security in your neighborhood	31.3%	49.3%	11.9%	6.7%	0.7%

**Q6. Which THREE of the public safety items listed above in Questions 4 and 5 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q6. Top choice	Number	Percent
Overall quality of local fire protection	16	3.9 %
How quickly fire units respond to emergencies	25	6.1 %
Fire safety education programs	7	1.7 %
Fire safety you feel while visiting businesses or restaurants	6	1.5 %
Overall quality of local police protection	40	9.7 %
Visibility of police in neighborhoods	37	9.0 %
Town's efforts to prevent crime	55	13.4 %
How quickly police respond to emergencies	16	3.9 %
Enforcement of local traffic laws	35	8.5 %
Police safety education programs	6	1.5 %
Chapel Hill Police Department's overall performance	12	2.9 %
Attitude & behavior of Police Department personnel toward residents	34	8.3 %
Level of safety & security in your neighborhood	59	14.4 %
None chosen	63	15.3 %
Total	411	100.0 %

**Q6. Which THREE of the public safety items listed above in Questions 4 and 5 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q6. 2nd choice	Number	Percent
Overall quality of local fire protection	18	4.4 %
How quickly fire units respond to emergencies	18	4.4 %
Fire safety education programs	10	2.4 %
Fire safety you feel while visiting businesses or restaurants	6	1.5 %
Overall quality of local police protection	25	6.1 %
Visibility of police in neighborhoods	54	13.1 %
Town's efforts to prevent crime	53	12.9 %
How quickly police respond to emergencies	32	7.8 %
Enforcement of local traffic laws	31	7.5 %
Police safety education programs	12	2.9 %
Chapel Hill Police Department's overall performance	10	2.4 %
Attitude & behavior of Police Department personnel toward residents	26	6.3 %
Level of safety & security in your neighborhood	32	7.8 %
None chosen	84	20.4 %
Total	411	100.0 %

**Q6. Which THREE of the public safety items listed above in Questions 4 and 5 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q6. 3rd choice	Number	Percent
Overall quality of local fire protection	14	3.4 %
How quickly fire units respond to emergencies	17	4.1 %
Fire safety education programs	16	3.9 %
Fire safety you feel while visiting businesses or restaurants	2	0.5 %
Overall quality of local police protection	16	3.9 %
Visibility of police in neighborhoods	33	8.0 %
Town's efforts to prevent crime	42	10.2 %
How quickly police respond to emergencies	22	5.4 %
Enforcement of local traffic laws	30	7.3 %
Police safety education programs	9	2.2 %
Chapel Hill Police Department's overall performance	18	4.4 %
Attitude & behavior of Police Department personnel toward residents	37	9.0 %
Level of safety & security in your neighborhood	48	11.7 %
None chosen	107	26.0 %
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE of the public safety items listed above in Questions 4 and 5 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years? (top 3)**

Q6. Sum of Top 3 Choices	Number	Percent
Overall quality of local fire protection	48	11.7 %
How quickly fire units respond to emergencies	60	14.6 %
Fire safety education programs	33	8.0 %
Fire safety you feel while visiting businesses or restaurants	14	3.4 %
Overall quality of local police protection	81	19.7 %
Visibility of police in neighborhoods	124	30.2 %
Town's efforts to prevent crime	150	36.5 %
How quickly police respond to emergencies	70	17.0 %
Enforcement of local traffic laws	96	23.4 %
Police safety education programs	27	6.6 %
Chapel Hill Police Department's overall performance	40	9.7 %
Attitude & behavior of Police Department personnel toward residents	97	23.6 %
Level of safety & security in your neighborhood	139	33.8 %
None chosen	63	15.3 %
Total	1042	

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

Q7. Have you interacted with Police Department within past 2 years	Number	Percent
Neighborhood meeting	64	15.6 %
911 call I initiated	110	26.8 %
Enforcement setting	69	16.8 %
As a victim of a crime	34	8.3 %
Citizens Academy	7	1.7 %
None	213	51.8 %
Total	497	



**Q8. Using a scale of 1 to 4 where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:**

(N=411)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Q8-1. In your neighborhood during the day	84.9%	12.9%	1.5%	0.0%	0.7%
Q8-2. In your neighborhood at night	54.5%	36.2%	7.3%	1.2%	0.7%
Q8-3. In Downtown Chapel Hill during the day	63.7%	27.1%	7.1%	0.5%	1.7%
Q8-4. In Downtown Chapel Hill at night	18.5%	42.6%	25.8%	6.3%	6.8%
Q8-5. While patronizing bars & clubs in Chapel Hill	17.3%	25.9%	11.2%	3.2%	42.4%
Q8-6. On UNC-Chapel Hill Campus	37.3%	38.8%	7.6%	1.2%	15.1%

**WITHOUT DON'T KNOW**

**Q8. Using a scale of 1 to 4 where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (without "don't know")**

(N=411)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Q8-1. In your neighborhood during the day	85.5%	13.0%	1.5%	0.0%
Q8-2. In your neighborhood at night	54.9%	36.5%	7.4%	1.2%
Q8-3. In Downtown Chapel Hill during the day	64.8%	27.5%	7.2%	0.5%
Q8-4. In Downtown Chapel Hill at night	19.8%	45.7%	27.7%	6.8%
Q8-5. While patronizing bars & clubs in Chapel Hill	30.1%	44.9%	19.5%	5.5%
Q8-6. On UNC-Chapel Hill Campus	44.0%	45.7%	8.9%	1.4%

**Q9. TOWN REGULATIONS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9-1. Enforcing clean-up of litter & debris on private property	12.3%	34.5%	20.0%	10.3%	3.2%	19.7%
Q9-2. Enforcing mowing & trimming of property	12.1%	32.5%	22.7%	9.4%	3.2%	20.2%
Q9-3. Enforcing maintenance of residential property (exterior of homes)	9.6%	31.0%	27.8%	7.4%	2.2%	21.9%
Q9-4. Enforcing maintenance of business property	10.1%	36.0%	22.5%	5.2%	1.0%	25.2%
Q9-5. Enforcing parking-residential neighborhoods	11.6%	31.5%	22.2%	10.3%	1.5%	22.9%
Q9-6. Enforcing sign regulations	11.1%	32.3%	25.2%	4.2%	2.2%	24.9%

**WITHOUT DON'T KNOW**

**Q9. TOWN REGULATIONS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Enforcing clean-up of litter & debris on private property	15.3%	42.9%	24.8%	12.9%	4.0%
Q9-2. Enforcing mowing & trimming of property	15.1%	40.7%	28.4%	11.7%	4.0%
Q9-3. Enforcing maintenance of residential property (exterior of homes)	12.3%	39.7%	35.6%	9.5%	2.8%
Q9-4. Enforcing maintenance of business property	13.5%	48.2%	30.0%	6.9%	1.3%
Q9-5. Enforcing parking-residential neighborhoods	15.0%	40.9%	28.8%	13.4%	1.9%
Q9-6. Enforcing sign regulations	14.8%	43.1%	33.6%	5.6%	3.0%

**Q10. PARKS AND RECREATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10-1. Maintenance of Town parks/cemeteries	19.6%	54.8%	10.9%	3.7%	0.0%	10.9%
Q10-2. Number of Town parks	19.9%	44.4%	17.9%	8.2%	2.2%	7.4%
Q10-3. Number of walking & biking trails	19.8%	38.4%	14.4%	15.3%	5.2%	6.9%
Q10-4. Quality of outdoor athletic fields	18.8%	37.4%	16.6%	3.0%	0.5%	23.8%
Q10-5. Number of outdoor athletic fields	16.7%	34.6%	17.7%	5.7%	0.7%	24.6%
Q10-6. Availability of information about Town parks & recreation programs	18.6%	42.2%	19.9%	6.7%	0.7%	11.9%
Q10-7. Town's youth athletic programs	13.2%	25.8%	13.9%	2.2%	0.2%	44.7%
Q10-8. Town's adult athletic programs	10.9%	22.8%	13.9%	3.5%	0.5%	48.4%
Q10-9. Special events/festivals (Festifall, July 4th, etc.)	17.6%	41.9%	21.6%	4.7%	1.7%	12.4%
Q10-10. Adapted recreation & inclusion programs	8.9%	17.9%	11.7%	2.2%	0.2%	59.1%
Q10-11. Number of children's play areas	13.2%	33.5%	15.6%	5.0%	0.7%	32.0%
Q10-12. Number of programs for teens	6.7%	14.9%	16.6%	6.5%	1.7%	53.6%
Q10-13. Arts programs (ceramics, plaza concerts, dance)	11.4%	30.3%	18.9%	4.2%	0.2%	35.0%
Q10-14. Public art (rotating sculpture, etc.)	13.4%	35.5%	23.3%	6.2%	1.7%	19.9%
Q10-15. Quality of aquatics facilities/programs	17.4%	30.5%	15.4%	3.7%	1.5%	31.5%

**WITHOUT DON'T KNOW**

**Q10. PARKS AND RECREATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10-1. Maintenance of Town parks/cemeteries	22.0%	61.6%	12.3%	4.2%	0.0%
Q10-2. Number of Town parks	21.4%	48.0%	19.3%	8.8%	2.4%
Q10-3. Number of walking & biking trails	21.3%	41.2%	15.4%	16.5%	5.6%
Q10-4. Quality of outdoor athletic fields	24.7%	49.0%	21.8%	3.9%	0.6%
Q10-5. Number of outdoor athletic fields	22.1%	45.9%	23.4%	7.6%	1.0%
Q10-6. Availability of information about Town parks & recreation programs	21.1%	47.9%	22.5%	7.6%	0.8%
Q10-7. Town's youth athletic programs	23.8%	46.6%	25.1%	4.0%	0.4%
Q10-8. Town's adult athletic programs	21.2%	44.2%	26.9%	6.7%	1.0%
Q10-9. Special events/festivals (Festifall, July 4th, etc.)	20.1%	47.9%	24.6%	5.4%	2.0%
Q10-10. Adapted recreation & inclusion programs	21.8%	43.6%	28.5%	5.5%	0.6%
Q10-11. Number of children's play areas	19.3%	49.3%	23.0%	7.3%	1.1%
Q10-12. Number of programs for teens	14.4%	32.1%	35.8%	13.9%	3.7%
Q10-13. Arts programs (ceramics, plaza concerts, dance)	17.6%	46.6%	29.0%	6.5%	0.4%
Q10-14. Public art (rotating sculpture, etc.)	16.7%	44.3%	29.1%	7.7%	2.2%
Q10-15. Quality of aquatics facilities/programs	25.4%	44.6%	22.5%	5.4%	2.2%

**Q11. Which THREE of the parks and recreation items listed in Question 10 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q11. Top choice	Number	Percent
Maintenance of Town parks/cemeteries	40	9.7 %
Number of Town parks	20	4.9 %
Number of walking & biking trails	111	27.0 %
Quality of outdoor athletic fields	12	2.9 %
Number of outdoor athletic fields	13	3.2 %
Availability of information about Town parks & recreation programs	15	3.6 %
Town's youth athletic programs	14	3.4 %
Town's adult athletic programs	2	0.5 %
Special events/festivals (Festifall, July 4th, etc.)	11	2.7 %
Adapted recreation & inclusion programs	5	1.2 %
Number of children's play areas	7	1.7 %
Number of programs for teens	24	5.8 %
Arts programs (ceramics, plaza concerts, dance)	6	1.5 %
Public art (rotating sculpture, etc.)	6	1.5 %
Quality of aquatics facilities/programs	15	3.6 %
None chosen	110	26.8 %
Total	411	100.0 %

**Q11. Which THREE of the parks and recreation items listed in Question 10 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q11. 2nd choice	Number	Percent
Maintenance of Town parks/cemeteries	18	4.4 %
Number of Town parks	36	8.8 %
Number of walking & biking trails	42	10.2 %
Quality of outdoor athletic fields	14	3.4 %
Number of outdoor athletic fields	14	3.4 %
Availability of information about Town parks & recreation programs	17	4.1 %
Town's youth athletic programs	19	4.6 %
Town's adult athletic programs	7	1.7 %
Special events/festivals (Festifall, July 4th, etc.)	21	5.1 %
Adapted recreation & inclusion programs	5	1.2 %
Number of children's play areas	18	4.4 %
Number of programs for teens	16	3.9 %
Arts programs (ceramics, plaza concerts, dance)	17	4.1 %
Public art (rotating sculpture, etc.)	9	2.2 %
Quality of aquatics facilities/programs	15	3.6 %
None chosen	143	34.8 %
Total	411	100.0 %

**Q11. Which THREE of the parks and recreation items listed in Question 10 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q11. 3rd choice	Number	Percent
Maintenance of Town parks/cemeteries	21	5.1 %
Number of Town parks	23	5.6 %
Number of walking & biking trails	24	5.8 %
Quality of outdoor athletic fields	9	2.2 %
Number of outdoor athletic fields	10	2.4 %
Availability of information about Town parks & recreation programs	13	3.2 %
Town's youth athletic programs	15	3.6 %
Town's adult athletic programs	12	2.9 %
Special events/festivals (Festifall, July 4th, etc.)	24	5.8 %
Adapted recreation & inclusion programs	6	1.5 %
Number of children's play areas	18	4.4 %
Number of programs for teens	18	4.4 %
Arts programs (ceramics, plaza concerts, dance)	16	3.9 %
Public art (rotating sculpture, etc.)	18	4.4 %
Quality of aquatics facilities/programs	16	3.9 %
None chosen	168	40.9 %
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**Q11. Which THREE of the parks and recreation items listed in Question 10 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years? (top 3)**

<u>Q11. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks/cemeteries	79	19.2 %
Number of Town parks	79	19.2 %
Number of walking & biking trails	177	43.1 %
Quality of outdoor athletic fields	35	8.5 %
Number of outdoor athletic fields	37	9.0 %
Availability of information about Town parks & recreation programs	45	10.9 %
Town's youth athletic programs	48	11.7 %
Town's adult athletic programs	21	5.1 %
Special events/festivals (Festifall, July 4th, etc.)	56	13.6 %
Adapted recreation & inclusion programs	16	3.9 %
Number of children's play areas	43	10.5 %
Number of programs for teens	58	14.1 %
Arts programs (ceramics, plaza concerts, dance)	39	9.5 %
Public art (rotating sculpture, etc.)	33	8.0 %
Quality of aquatics facilities/programs	46	11.2 %
None chosen	110	26.8 %
Total	922	

**Q12. LIBRARY SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12-1. Overall quality of library services	57.9%	22.9%	5.5%	0.3%	0.0%	13.4%
Q12-2. Library hours of operation	35.9%	34.7%	10.4%	4.3%	0.5%	14.2%
Q12-3. Customer service provided by staff	53.4%	24.6%	6.1%	0.5%	0.3%	15.2%
Q12-4. Children's programs	27.8%	17.2%	8.6%	0.0%	0.0%	46.3%
Q12-5. Teen programs	18.2%	12.9%	9.9%	1.3%	0.0%	57.7%
Q12-6. Adult programs	22.8%	17.0%	11.9%	1.0%	0.0%	47.3%
Q12-7. Print collection	30.5%	33.0%	7.9%	2.5%	0.3%	25.9%
Q12-8. DVD collection	21.5%	21.3%	13.7%	3.5%	0.3%	39.7%
Q12-9. Music collection	19.2%	19.7%	12.4%	1.8%	0.3%	46.6%
Q12-10. Audio collection	20.5%	21.5%	13.4%	1.5%	0.0%	43.0%
Q12-11. Ebook collection	15.9%	16.2%	13.9%	3.5%	0.8%	49.6%
Q12-12. WiFi service	27.6%	20.3%	9.9%	1.3%	0.3%	40.8%



**WITHOUT DON'T KNOW**

**Q12. LIBRARY SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12-1. Overall quality of library services	66.9%	26.5%	6.4%	0.3%	0.0%
Q12-2. Library hours of operation	41.9%	40.4%	12.1%	5.0%	0.6%
Q12-3. Customer service provided by staff	63.0%	29.0%	7.2%	0.6%	0.3%
Q12-4. Children's programs	51.9%	32.1%	16.0%	0.0%	0.0%
Q12-5. Teen programs	43.1%	30.5%	23.4%	3.0%	0.0%
Q12-6. Adult programs	43.3%	32.2%	22.6%	1.9%	0.0%
Q12-7. Print collection	41.1%	44.5%	10.6%	3.4%	0.3%
Q12-8. DVD collection	35.7%	35.3%	22.7%	5.9%	0.4%
Q12-9. Music collection	36.0%	37.0%	23.2%	3.3%	0.5%
Q12-10. Audio collection	36.0%	37.8%	23.6%	2.7%	0.0%
Q12-11. Ebook collection	31.7%	32.2%	27.6%	7.0%	1.5%
Q12-12. WiFi service	46.6%	34.2%	16.7%	2.1%	0.4%

**Q13. PUBLIC WORKS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13-1. Maintenance of Town main street thoroughfares	18.1%	53.1%	18.6%	6.5%	1.5%	2.2%
Q13-2. Maintenance of streets in your neighborhood	18.1%	46.7%	19.6%	10.4%	2.7%	2.5%
Q13-3. Maintenance of street signs/ pavement markings	17.1%	49.1%	21.6%	6.9%	3.0%	2.2%
Q13-4. Maintenance/preservation of Downtown	14.4%	41.7%	25.6%	11.4%	4.0%	3.0%
Q13-5. Overall cleanliness of streets, & other public areas	17.4%	53.1%	17.9%	7.7%	2.2%	1.7%
Q13-6. Adequacy of street lighting	14.4%	36.8%	23.9%	16.9%	6.7%	1.2%
Q13-7. Condition of sidewalks	11.2%	34.7%	27.8%	17.6%	6.2%	2.5%
Q13-8. Maintenance of stormwater drainage system	11.4%	32.5%	22.8%	14.1%	8.2%	10.9%

**WITHOUT DON'T KNOW**

**Q13. PUBLIC WORKS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13-1. Maintenance of Town main street thoroughfares	18.5%	54.3%	19.0%	6.6%	1.5%
Q13-2. Maintenance of streets in your neighborhood	18.6%	47.8%	20.1%	10.7%	2.8%
Q13-3. Maintenance of street signs/pavement markings	17.5%	50.3%	22.1%	7.1%	3.0%
Q13-4. Maintenance/preservation of Downtown	14.8%	43.0%	26.3%	11.8%	4.1%
Q13-5. Overall cleanliness of streets, & other public areas	17.7%	54.0%	18.2%	7.8%	2.3%
Q13-6. Adequacy of street lighting	14.6%	37.3%	24.2%	17.1%	6.8%
Q13-7. Condition of sidewalks	11.5%	35.6%	28.5%	18.1%	6.4%
Q13-8. Maintenance of stormwater drainage system	12.8%	36.5%	25.6%	15.9%	9.2%

**Q14. Which THREE of the maintenance/public works items listed in Question 13 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q14. Top choice	Number	Percent
Maintenance of Town main street thoroughfares	43	10.5 %
Maintenance of streets in your neighborhood	43	10.5 %
Maintenance of street signs/pavement markings	13	3.2 %
Maintenance/preservation of Downtown	44	10.7 %
Overall cleanliness of streets, & other public areas	16	3.9 %
Adequacy of street lighting	53	12.9 %
Condition of sidewalks	48	11.7 %
Maintenance of stormwater drainage system	81	19.7 %
None chosen	70	17.0 %
Total	411	100.0 %

**Q14. Which THREE of the maintenance/public works items listed in Question 13 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q14. 2nd choice	Number	Percent
Maintenance of Town main street thoroughfares	38	9.2 %
Maintenance of streets in your neighborhood	41	10.0 %
Maintenance of street signs/pavement markings	20	4.9 %
Maintenance/preservation of Downtown	43	10.5 %
Overall cleanliness of streets, & other public areas	35	8.5 %
Adequacy of street lighting	50	12.2 %
Condition of sidewalks	53	12.9 %
Maintenance of stormwater drainage system	32	7.8 %
None chosen	99	24.1 %
Total	411	100.0 %

**Q14. Which THREE of the maintenance/public works items listed in Question 13 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q14. 3rd choice	Number	Percent
Maintenance of Town main street thoroughfares	29	7.1 %
Maintenance of streets in your neighborhood	31	7.5 %
Maintenance of street signs/pavement markings	23	5.6 %
Maintenance/preservation of Downtown	35	8.5 %
Overall cleanliness of streets, & other public areas	34	8.3 %
Adequacy of street lighting	44	10.7 %
Condition of sidewalks	35	8.5 %
Maintenance of stormwater drainage system	51	12.4 %
None chosen	129	31.4 %
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**Q14. Which THREE of the maintenance/public works items listed in Question 13 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years? (top 3)**

Q14. Sum of Top 3 Choices	Number	Percent
Maintenance of Town main street thoroughfares	110	26.8 %
Maintenance of streets in your neighborhood	115	28.0 %
Maintenance of street signs/pavement markings	56	13.6 %
Maintenance/preservation of Downtown	122	29.7 %
Overall cleanliness of streets, & other public areas	85	20.7 %
Adequacy of street lighting	147	35.8 %
Condition of sidewalks	136	33.1 %
Maintenance of stormwater drainage system	164	39.9 %
None chosen	70	17.0 %
Total	1005	

**Q15. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15-1. Quality of information about Town programs/services	14.2%	39.7%	26.9%	6.5%	1.7%	11.0%
Q15-2. Access to information on local issues/events	13.2%	40.6%	24.2%	8.7%	2.5%	10.7%
Q15-3. Opportunities to participate in local government	10.8%	33.0%	28.0%	6.0%	3.0%	19.3%
Q15-4. Access to Mayor & Town Council	9.0%	21.7%	28.2%	7.2%	3.5%	30.4%
Q15-5. Quality of www.townofchapelhill.org	12.7%	35.4%	23.4%	5.0%	0.2%	23.2%
Q15-6. Chapel Hill eNews updates	12.7%	21.7%	19.2%	2.7%	1.2%	42.4%

**WITHOUT DON'T KNOW**

**Q15. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Quality of information about Town programs/services	16.0%	44.5%	30.3%	7.3%	2.0%
Q15-2. Access to information on local issues/events	14.8%	45.5%	27.1%	9.8%	2.8%
Q15-3. Opportunities to participate in local government	13.3%	40.9%	34.7%	7.4%	3.7%
Q15-4. Access to Mayor & Town Council	12.9%	31.2%	40.5%	10.4%	5.0%
Q15-5. Quality of www.townofchapelhill.org	16.6%	46.1%	30.5%	6.5%	0.3%
Q15-6. Chapel Hill eNews updates	22.1%	37.7%	33.3%	4.8%	2.2%

**Q16. Which of the following are your primary sources of information about Town issues, services, events and emergencies (severe weather, community threat, etc.)?**

Q16. Your primary sources of information about  
Town issues, services, events & emergencies

	Number	Percent
www.townofchapelhill.org	179	43.6 %
Chapel Hill eNews	78	19.0 %
Social media	64	15.6 %
HOA/community organizations	126	30.7 %
Neighborhood Watch	37	9.0 %
Word of mouth	204	49.6 %
Alert Carolina	105	25.5 %
Chapel Hill Gov-TV	15	3.6 %
Television news	134	32.6 %
Radio	154	37.5 %
Newspapers	252	61.3 %
Community planning meetings	12	2.9 %
Other	32	7.8 %
None selected	18	4.4 %
Total	1410	

**Q17. What are the THREE ways listed in Question 16 you most prefer to receive information about Town issues, services, events, and emergencies?**

Q17. Top choice	Number	Percent
www.townofchapelhill.org	81	19.7 %
Chapel Hill eNews	48	11.7 %
Social media	20	4.9 %
HOA/community organizations	17	4.1 %
Neighborhood Watch	1	0.2 %
Word of mouth	3	0.7 %
Alert Carolina	18	4.4 %
Chapel Hill Gov-TV	1	0.2 %
Television news	29	7.1 %
Radio	33	8.0 %
Newspapers	58	14.1 %
Community planning meetings	1	0.2 %
Other	7	1.7 %
None chosen	94	22.9 %
Total	411	100.0 %

**Q17. What are the THREE ways listed in Question 16 you most prefer to receive information about Town issues, services, events, and emergencies?**

Q17. 2nd choice	Number	Percent
www.townofchapelhill.org	27	6.6 %
Chapel Hill eNews	30	7.3 %
Social media	20	4.9 %
HOA/community organizations	15	3.6 %
Neighborhood Watch	5	1.2 %
Word of mouth	16	3.9 %
Alert Carolina	21	5.1 %
Chapel Hill Gov-TV	3	0.7 %
Television news	29	7.1 %
Radio	48	11.7 %
Newspapers	65	15.8 %
Community planning meetings	1	0.2 %
Other	4	1.0 %
None chosen	127	30.9 %
Total	411	100.0 %



**Q17. What are the THREE ways listed in Question 16 you most prefer to receive information about Town issues, services, events, and emergencies?**

Q17. 3rd choice	Number	Percent
www.townofchapelhill.org	30	7.3 %
Chapel Hill eNews	12	2.9 %
Social media	19	4.6 %
HOA/community organizations	22	5.4 %
Neighborhood Watch	5	1.2 %
Word of mouth	22	5.4 %
Alert Carolina	25	6.1 %
Chapel Hill Gov-TV	3	0.7 %
Television news	27	6.6 %
Radio	22	5.4 %
Newspapers	47	11.4 %
Community planning meetings	3	0.7 %
Other	4	1.0 %
None chosen	170	41.4 %
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**Q17. What are the THREE ways listed in Question 16 you most prefer to receive information about Town issues, services, events, and emergencies? (top 3)**

Q17. Sum of Top 3 Choices	Number	Percent
www.townofchapelhill.org	138	33.6 %
Chapel Hill eNews	90	21.9 %
Social media	59	14.4 %
HOA/community organizations	54	13.1 %
Neighborhood Watch	11	2.7 %
Word of mouth	41	10.0 %
Alert Carolina	64	15.6 %
Chapel Hill Gov-TV	7	1.7 %
Television news	85	20.7 %
Radio	103	25.1 %
Newspapers	170	41.4 %
Community planning meetings	5	1.2 %
Other	15	3.6 %
None chosen	94	22.9 %
Total	936	

**Q18. REASONS TO LIVE IN CHAPEL HILL. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live in Chapel Hill?**

(N=411)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q18-1. Sense of belonging to community	39.7%	43.3%	10.9%	6.1%
Q18-2. Quality of public schools	73.4%	15.0%	2.8%	8.8%
Q18-3. Employment opportunities	45.8%	25.6%	10.6%	18.0%
Q18-4. Types of housing	51.8%	33.8%	6.3%	8.1%
Q18-5. Affordability of housing	44.4%	31.6%	11.1%	12.9%
Q18-6. Access to quality shopping	37.1%	40.4%	10.3%	12.3%
Q18-7. Availability of parks & recreation opportunities	51.5%	38.8%	3.8%	6.0%
Q18-8. Near family or friends	33.3%	31.3%	10.0%	25.3%
Q18-9. Safety & security	76.9%	19.4%	2.5%	1.2%
Q18-10. Availability of transportation options	40.5%	33.7%	9.3%	16.6%
Q18-11. Well maintained local streets	45.0%	42.2%	7.0%	5.8%
Q18-12. Availability of cultural activities/arts	51.5%	35.8%	6.5%	6.3%
Q18-13. Access to restaurants/entertainment	57.1%	34.2%	3.5%	5.2%
Q18-14. University community	51.3%	30.4%	6.3%	12.1%
Q18-15. Access to Research Triangle Park	27.6%	28.9%	10.6%	32.9%
Q18-16. Community planning for the future	44.3%	30.2%	15.5%	10.1%
Q18-17. Other	83.3%	5.1%	7.7%	3.8%

**Q18. REASONS TO LIVE IN CHAPEL HILL. Are your needs being met?**

(N=411)

	Yes	No
Q18-1. Sense of belonging to community	80.2%	19.8%
Q18-2. Quality of public schools	86.8%	13.2%
Q18-3. Employment opportunities	70.5%	29.5%
Q18-4. Types of housing	83.3%	16.7%
Q18-5. Affordability of housing	63.8%	36.2%
Q18-6. Access to quality shopping	59.4%	40.6%
Q18-7. Availability of parks & recreation opportunities	86.8%	13.2%
Q18-8. Near family or friends	86.6%	13.4%
Q18-9. Safety & security	92.9%	7.1%
Q18-10. Availability of transportation options	76.6%	23.4%
Q18-11. Well maintained local streets	80.4%	19.6%
Q18-12. Availability of cultural activities/arts	89.9%	10.1%
Q18-13. Access to restaurants/entertainment	89.2%	10.8%
Q18-14. University community	97.8%	2.2%
Q18-15. Access to Research Triangle Park	91.5%	8.5%
Q18-16. Community planning for the future	57.4%	42.6%
Q18-17. Other	46.7%	53.3%

**Q19. ECONOMIC DEVELOPMENT. Using a five-point scale where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the Town's current pace of development in each of the following areas.**

(N=411)

	Much too slow	Slow	Just right	Fast	Much too fast	Don't know
Q19-1. Office development	9.5%	17.0%	25.9%	8.2%	13.2%	26.2%
Q19-2. Multi-family residential development	4.5%	12.8%	24.3%	17.0%	23.3%	18.3%
Q19-3. Single-family residential development	6.3%	12.5%	36.8%	17.0%	9.8%	17.8%
Q19-4. Retail development	18.7%	27.9%	19.2%	9.5%	11.0%	13.7%
Q19-5. Mixed use development	8.8%	17.8%	24.8%	12.0%	18.8%	18.0%

**WITHOUT DON'T KNOW**

**Q19. ECONOMIC DEVELOPMENT. Using a five-point scale where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the Town's current pace of development in each of the following areas. (without "don't know")**

(N=411)

	Much too slow	Slow	Just right	Fast	Much too fast
Q19-1. Office development	12.8%	23.0%	35.1%	11.1%	17.9%
Q19-2. Multi-family residential development	5.5%	15.6%	29.7%	20.8%	28.4%
Q19-3. Single-family residential development	7.6%	15.2%	44.7%	20.7%	11.9%
Q19-4. Retail development	21.7%	32.4%	22.3%	11.0%	12.7%
Q19-5. Mixed use development	10.7%	21.6%	30.2%	14.6%	22.9%

**Q20. TRANSPORTATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20-1. How well traffic signal system provides for efficient traffic flow	6.5%	36.8%	21.5%	19.8%	11.3%	4.3%
Q20-2. Town's bus service, Chapel Hill Transit	24.9%	30.7%	14.3%	5.8%	2.0%	22.4%
Q20-3. Ease of walking or biking in Chapel Hill	11.3%	32.5%	22.5%	16.5%	11.8%	5.5%
Q20-4. Availability of sidewalks in the Town	10.3%	36.8%	19.8%	21.8%	8.0%	3.5%
Q20-5. Availability of greenways & walking trails	17.5%	40.0%	19.0%	10.0%	6.8%	6.8%

**WITHOUT DON'T KNOW**

**Q20. TRANSPORTATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20-1. How well traffic signal system provides for efficient traffic flow	6.8%	38.4%	22.5%	20.6%	11.7%
Q20-2. Town's bus service, Chapel Hill Transit	32.0%	39.5%	18.4%	7.4%	2.6%
Q20-3. Ease of walking or biking in Chapel Hill	11.9%	34.4%	23.8%	17.5%	12.4%
Q20-4. Availability of sidewalks in the Town	10.6%	38.1%	20.5%	22.5%	8.3%
Q20-5. Availability of greenways & walking trails	18.8%	42.9%	20.4%	10.7%	7.2%

**Q21. In your experience, which are the most congested east-west roads?**

<u>Q21. Most congested east-west roads</u>	<u>Number</u>	<u>Percent</u>
Franklin Street	89	21.7 %
US 15-501	285	69.3 %
Raleigh Road & NC-54	205	49.9 %
Estes Drive	137	33.3 %
None selected	17	4.1 %
Total	733	

**Q22. Which are the most congested north-south roads?**

<u>Q22. Most congested north-south roads</u>	<u>Number</u>	<u>Percent</u>
Fordham Boulevard	251	61.1 %
US 15-501 South	196	47.7 %
S Columbia Street	109	26.5 %
Martin Luther King Jr Boulevard	76	18.5 %
Hillsborough Street-Raleigh Street	47	11.4 %
None selected	29	7.1 %
Total	708	

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

Q23. Do you use Chapel Hill Transit	Number	Percent
Yes	149	36.3 %
No	262	63.7 %
Total	411	100.0 %

**Q23a. (If YES to Question 23) What is the primary reason for taking the bus?**

Q23a. Primary reason for taking the bus	Number	Percent
To go to & from work	67	45.0 %
To go to & from shopping	18	12.1 %
To go to & from medical appointments	8	5.4 %
To go to & from social activities	27	18.1 %
To go to & from school	26	17.4 %
Not provided	3	2.0 %
Total	149	100.0 %

**Q23b. (If NO to Question 23) What is your primary reason for not using Chapel Hill Transit?**

Q23b. Primary reason for not using Chapel Hill Transit	Number	Percent
Service is not frequent enough	13	5.1 %
Not enough service on weekends	12	4.7 %
Just prefer to drive	101	39.9 %
Service isn't offered to places I need to go	58	22.9 %
Not enough service in the evening	6	2.4 %
Other	38	15.0 %
Not provided	25	9.9 %
Total	253	100.0 %

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

Q24. Does anyone ride a bicycle	Number	Percent
Yes	206	50.1 %
No	205	49.9 %
Total	411	100.0 %

**Q24a. (If YES to Question 24) What do they bike for?**

Q24a. What do they bike for	Number	Percent
Do they bike to commute to work or school	24	11.7 %
Do they bike for recreation only	131	63.6 %
Do they bike for both commuting & recreation	48	23.3 %
Not provided	3	1.5 %
Total	206	100.0 %

**Q24b. (If YES to Question 24) What type of bicycle amenities would you like for the Town to provide?**

Q24b. What type of bicycle amenities would you like	Number	Percent
Wide outside lanes on streets	83	40.3 %
Striped on-road lanes	64	31.1 %
Separate bike paths	159	77.2 %
Bicycle parking	61	29.6 %
None selected	15	7.3 %
Total	382	



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

<u>Q25. Do you feel safe driving</u>	<u>Number</u>	<u>Percent</u>
Yes	386	93.9 %
No	15	3.6 %
Not provided	10	2.4 %
Total	411	100.0 %

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

<u>Q26. Do you feel safe walking</u>	<u>Number</u>	<u>Percent</u>
Yes	335	81.5 %
No	53	12.9 %
Not provided	23	5.6 %
Total	411	100.0 %

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

<u>Q27. Do you feel safe cycling</u>	<u>Number</u>	<u>Percent</u>
Yes	72	17.5 %
No	179	43.6 %
Not provided	160	38.9 %
Total	411	100.0 %

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

Q28. How often do you go outside Town limits to shop	Number	Percent
Every day	54	13.1 %
A few times per week	136	33.1 %
At least once a week	100	24.3 %
A few times per month	91	22.1 %
A few times per year	14	3.4 %
Seldom or never	9	2.2 %
Not provided	7	1.7 %
Total	411	100.0 %

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

Q29. Is a redeveloped downtown an important part of Town's economic development strategy	Number	Percent
Essential	145	35.3 %
Important	139	33.8 %
Not sure	63	15.3 %
Not important	31	7.5 %
Detrimental	23	5.6 %
Not provided	10	2.4 %
Total	411	100.0 %

**Q30. Of these Capital Improvements, which three would you select as the most important?**

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<u>Q30. Most important Capital Improvements</u>	<u>Number</u>	<u>Percent</u>
Stormwater system improvements	136	33.1 %
Street extensions	26	6.3 %
Sidewalk construction	129	31.4 %
Street pavement improvements	70	17.0 %
Traffic signal replacements/upgrades	76	18.5 %
Parks renovations	45	10.9 %
Public facilities	45	10.9 %
Additional bicycle lanes/off-road paths	163	39.7 %
Open space acquisition	62	15.1 %
Trails & greenways	132	32.1 %
Re-Development of Downtown	149	36.3 %
Transit-regional transit services	126	30.7 %
None selected	9	2.2 %
Total	1168	

**Q31. Are you aware of a Bond Referendum on November 3 that asks voters to decide whether the Town can issue up to \$40.3 million in general obligation bonds to fund improvements throughout the community?**

Q31. Are you aware of a Bond Referendum on November 3

	<u>Number</u>	<u>Percent</u>
Yes	307	74.7 %
No	96	23.4 %
Not provided	8	1.9 %
Total	411	100.0 %

**Q32. If you own a home in Chapel Hill, 33% of your property tax bill goes to the Town of Chapel Hill to fund the Town's operating budget. The balance of your bill is split between the County (54%) and the School District (13%). 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?**

Q32. Your level of satisfaction with value you receive for portion of your property taxes	Number	Percent
Very satisfied	36	8.8 %
Satisfied	145	35.3 %
Neutral	87	21.2 %
Dissatisfied	60	14.6 %
Very dissatisfied	33	8.0 %
Don't know	50	12.2 %
Total	411	100.0 %

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

Q33. Can your voice influence change in Chapel Hill	Number	Percent
Yes	154	37.5 %
No	234	56.9 %
Not provided	23	5.6 %
Total	411	100.0 %

**Q34. What amount of your total household income is spent on housing expenses (mortgage or rent) including utilities?**

Q34. Amount of your total household income spent on housing expenses	Number	Percent
Less than 15%	98	23.8 %
15%-19.9%	67	16.3 %
20%-29.9%	84	20.4 %
30%-39.9%	77	18.7 %
40%-49.9%	22	5.4 %
50%+	27	6.6 %
Not provided	36	8.8 %
Total	411	100.0 %

**Q35. How many computer devices (EXCLUDING SMART PHONES) do you have at home to access the internet (desktop computer, laptop computer, tablet)?**

Q35. How many computer devices do you have at home to access internet	Number	Percent
0	10	2.4 %
1	40	9.7 %
2	88	21.4 %
3	75	18.2 %
4	87	21.2 %
5	49	11.9 %
6+	51	12.4 %
Not provided	11	2.7 %
Total	411	100.0 %

**Q36. Do you have internet access at home?**

<u>Q36. Do you have internet access at home</u>	<u>Number</u>	<u>Percent</u>
Yes	394	95.9 %
Not sure	1	0.2 %
No	9	2.2 %
Not provided	7	1.7 %
Total	411	100.0 %

**Q36-3. If no to Question 36, do you have school age children at home?**

<u>Q36-3. Do you have school age children at home</u>	<u>Number</u>	<u>Percent</u>
Yes	1	11.1 %
No	7	77.8 %
Not provided	1	11.1 %
Total	9	100.0 %

**Q36a. (If YES to Question 36) How much do you pay per month for Internet service?**

<u>Q36a. How much do you pay per month for internet service</u>	<u>Number</u>	<u>Percent</u>
\$0	3	0.8 %
\$1-\$20	5	1.3 %
\$20-\$39	38	9.6 %
\$40-\$59	136	34.5 %
\$60-\$79	69	17.5 %
\$80-\$99	34	8.6 %
\$100+	58	14.7 %
Not sure	47	11.9 %
Not provided	4	1.0 %
Total	394	100.0 %

**Q37. DOWNTOWN PARKING. The Town continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q37-1. Availability of parking Downtown	4.9%	22.1%	19.7%	27.3%	22.4%	3.7%
Q37-2. Cost of parking in Downtown	7.6%	25.2%	22.5%	23.0%	16.7%	4.9%
Q37-3. Payment options (credit card, phone, etc.)	13.3%	40.5%	22.4%	7.4%	7.9%	8.6%
Q37-4. Ease of use	6.4%	29.7%	21.4%	18.4%	17.4%	6.6%
Q37-5. Security of parking Downtown	9.1%	37.1%	33.2%	6.9%	6.9%	6.9%

**WITHOUT DON'T KNOW**

**Q37. DOWNTOWN PARKING. The Town continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q37-1. Availability of parking Downtown	5.1%	23.0%	20.4%	28.3%	23.2%
Q37-2. Cost of parking in Downtown	8.0%	26.5%	23.7%	24.2%	17.5%
Q37-3. Payment options (credit card, phone, etc.)	14.5%	44.4%	24.5%	8.1%	8.6%
Q37-4. Ease of use	6.8%	31.8%	22.9%	19.7%	18.7%
Q37-5. Security of parking Downtown	9.8%	39.8%	35.6%	7.4%	7.4%

**Q38. TRASH SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q38-1. Residential trash collection services	59.6%	33.7%	3.7%	0.7%	0.5%	1.7%
Q38-2. Yard waste removal	44.6%	31.5%	8.4%	4.9%	1.0%	9.6%
Q38-3. Leaf collection	32.0%	32.5%	15.3%	7.4%	2.0%	10.8%
Q38-4. Residential recycling service	57.1%	33.5%	4.7%	1.7%	0.7%	2.2%
Q38-5. Dead animal removal from right-of-way	21.2%	20.9%	16.5%	4.4%	2.0%	35.0%
Q38-6. Removal of large bulky items	19.2%	26.4%	16.3%	9.4%	2.0%	26.8%

**WITHOUT DON'T KNOW**

**Q38. TRASH SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q38-1. Residential trash collection services	60.7%	34.3%	3.8%	0.8%	0.5%
Q38-2. Yard waste removal	49.3%	34.9%	9.3%	5.4%	1.1%
Q38-3. Leaf collection	35.9%	36.5%	17.1%	8.3%	2.2%
Q38-4. Residential recycling service	58.4%	34.3%	4.8%	1.8%	0.8%
Q38-5. Dead animal removal from right-of-way	32.6%	32.2%	25.4%	6.8%	3.0%
Q38-6. Removal of large bulky items	26.3%	36.0%	22.2%	12.8%	2.7%



**Q39. Do you currently use the recycling center services located in Chapel Hill on Eubanks Road?**

Q39. Do you currently use recycling center services located on Eubanks Road	Number	Percent
Yes	270	65.7 %
No	141	34.3 %
Total	411	100.0 %

**Q39a. About how many times a year do you take items to be recycled?**

Q39. How many times a year	Number	Percent
2 or less	92	36.1 %
3-5	97	38.0 %
6-10	41	16.1 %
11-20	17	6.7 %
21-50	6	2.4 %
51+	2	0.8 %
Total	255	100.0 %

**Q40. Approximately how many years have you lived in the Town of Chapel Hill?**

Q40. How many years have you lived in Chapel Hill	Number	Percent
Less than 5 years	66	16.1 %
5-10 years	69	16.8 %
11-20 years	105	25.5 %
20+ years	165	40.1 %
Not provided	6	1.5 %
Total	411	100.0 %

**Q41. What is your age?**

Q41. Your age	Number	Percent
18 to 34	69	16.8 %
35 to 44	84	20.4 %
45 to 54	87	21.2 %
55 to 64	80	19.5 %
65+	84	20.4 %
Not provided	7	1.7 %
Total	411	100.0 %

**Q42. Are you or other members of your household of Hispanic or Latino ancestry?**

Q42. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	27	6.6 %
No	368	89.5 %
Not provided	16	3.9 %
Total	411	100.0 %

**Q43. Which of the following best describes your race?**

Q43. Your race	Number	Percent
African American/Black	37	9.0 %
American Indian or Alaska Native	2	0.5 %
Asian, Hawaiian, or Other Pacific Islander	41	10.0 %
White	322	78.3 %
Other	7	1.7 %
Not Provided	2	0.5 %
Total	411	100.0 %

**Q44. Which of the following best describes your current place of employment?**

<u>Q44. Your current place of employment</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	237	57.7 %
UNC staff/faculty/student	63	15.3 %
Research Triangle Park	18	4.4 %
Self-employed or work out of home	43	10.5 %
Student, retired, or not currently employed outside home	93	22.6 %
None selected	27	6.6 %
Total	481	

**Q44-1. (If "employed outside home") Where do you work?**

<u>Q44-1. Where do you work</u>	<u>Number</u>	<u>Percent</u>
In Chapel Hill	106	44.7 %
In Carrboro	8	3.4 %
Somewhere else in Orange County	2	0.8 %
In Raleigh	23	9.7 %
In Durham	61	25.7 %
In Cary	8	3.4 %
In Apex	1	0.4 %
In Greensboro	4	1.7 %
Somewhere else in North Carolina	15	6.3 %
None selected	21	8.9 %
Total	249	

**Q45. How do you identify yourself?**

<u>Q45. How do you identify yourself</u>	<u>Number</u>	<u>Percent</u>
Male	194	47.2 %
Female	214	52.1 %
Other	2	0.5 %
Not provided	1	0.2 %
Total	411	100.0 %