

Section 2

Benchmarking Analysis



Benchmarking Summary Report

Town of Chapel Hill 2018 Community Survey

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 230 cities and counties in 48 states. Many 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 Fall of 2016 to a random sample of over 4,000 residents across the United States and (2) a regional survey that was administered to a random sample of nearly 400 residents in the Atlantic region of the United States during the fall of 2016. The states included in the Southeast region are: North Carolina, Virginia, Delaware, Maryland, West Virginia, and New Jersey.

Interpreting the Charts

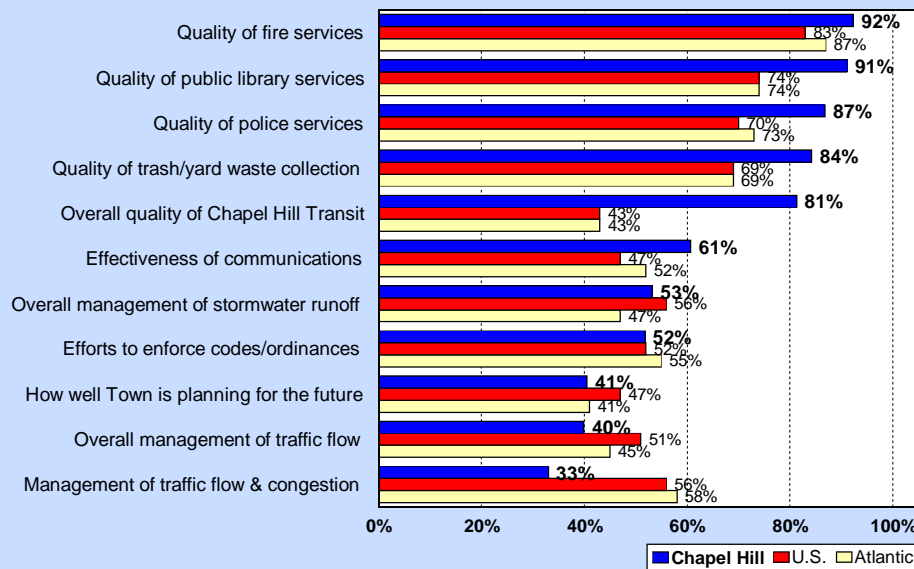
The charts on the following pages show how the overall results for Chapel Hill compare to the national average and southeast regional average based on the results of the survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents across the U.S., and over 400 residents in the Atlantic region of the U.S.

National Benchmarks

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Major Categories of Services Chapel Hill vs. the U.S vs. the Atlantic

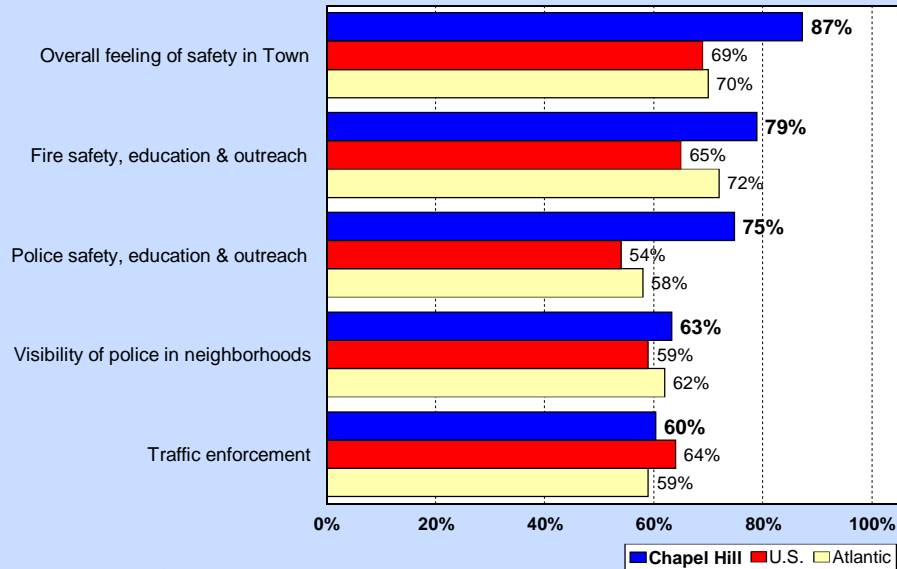
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

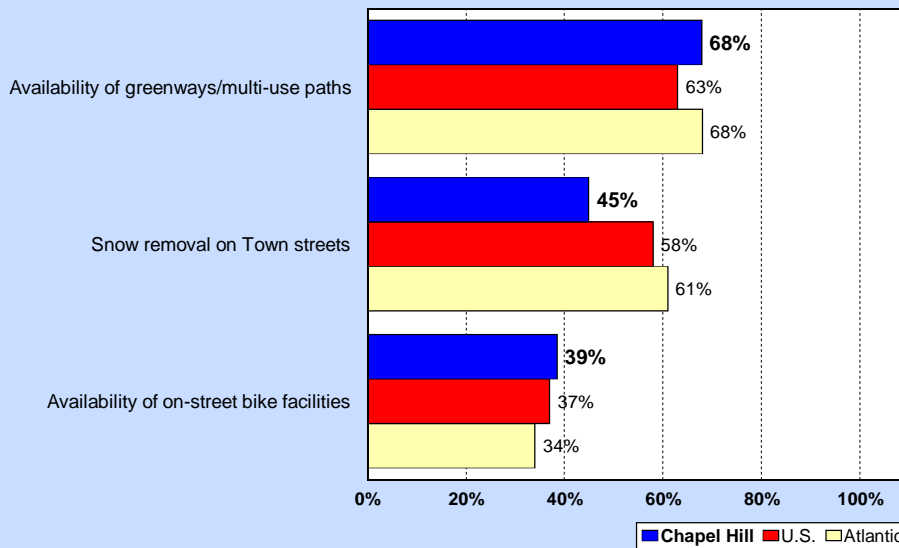
Protect and Provide for a Safe Community Chapel Hill vs. the U.S vs. the Atlantic

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)



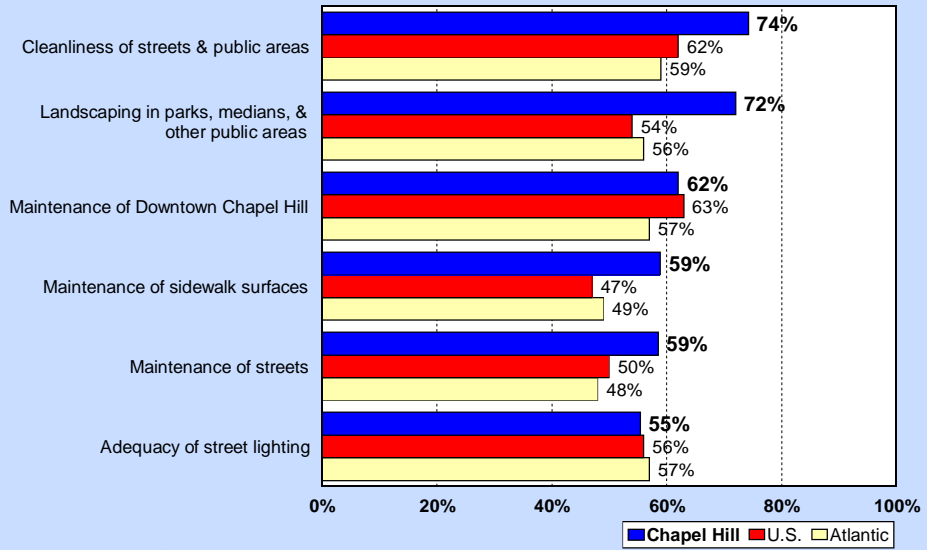
Getting Around Chapel Hill vs. the U.S vs. the Atlantic

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)



Nurture Our Community Chapel Hill vs. the U.S vs. the Atlantic

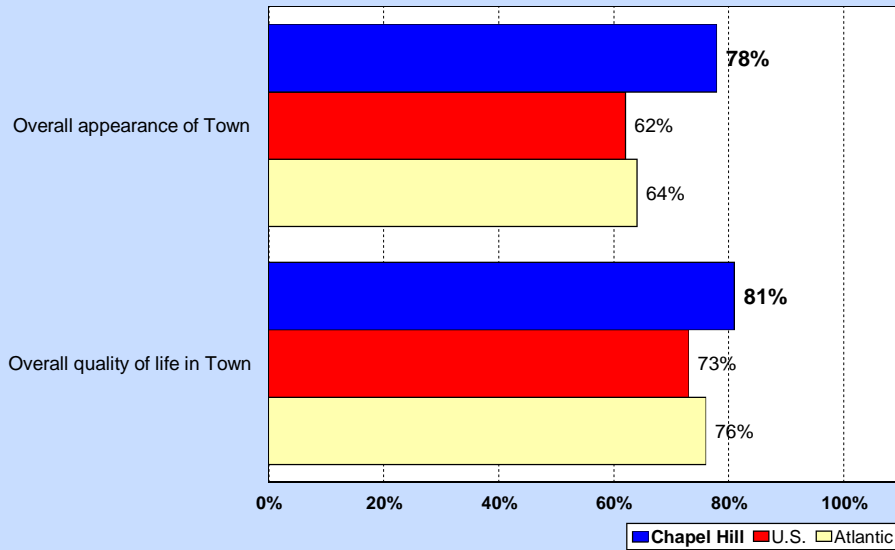
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Develop Good Places, New Spaces Chapel Hill vs. the U.S vs. the Atlantic

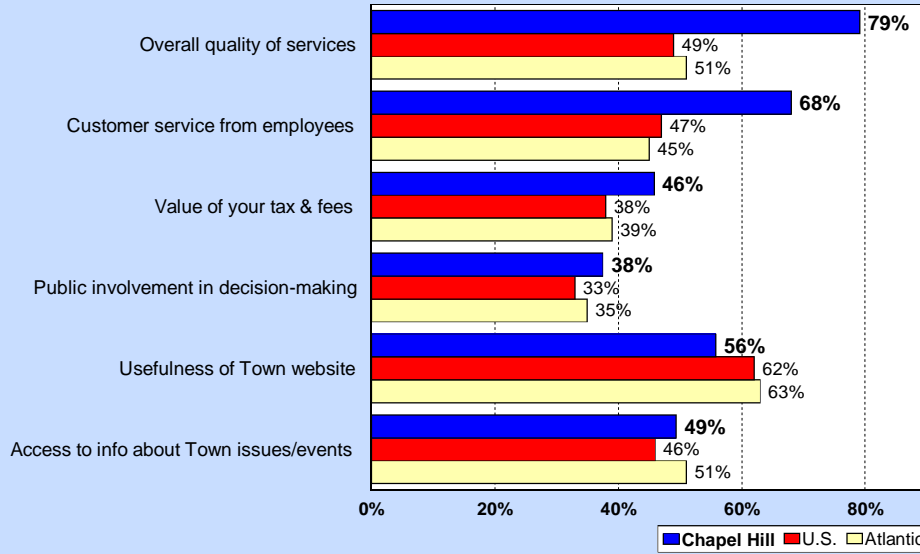
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Govern with Quality and Steward Public Assets Chapel Hill vs. the U.S vs. the Atlantic

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: 2018 ETC Institute