

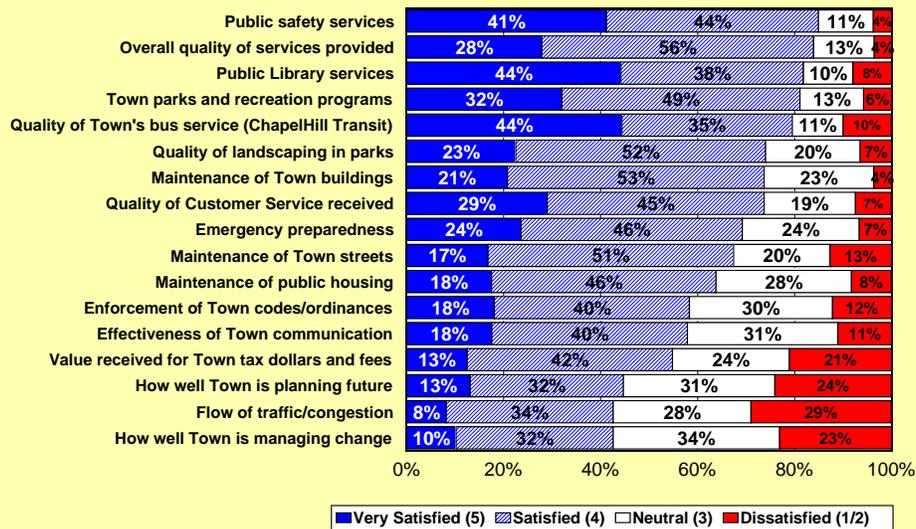
Section 1:
Charts and Graphs

OVERALL RATINGS

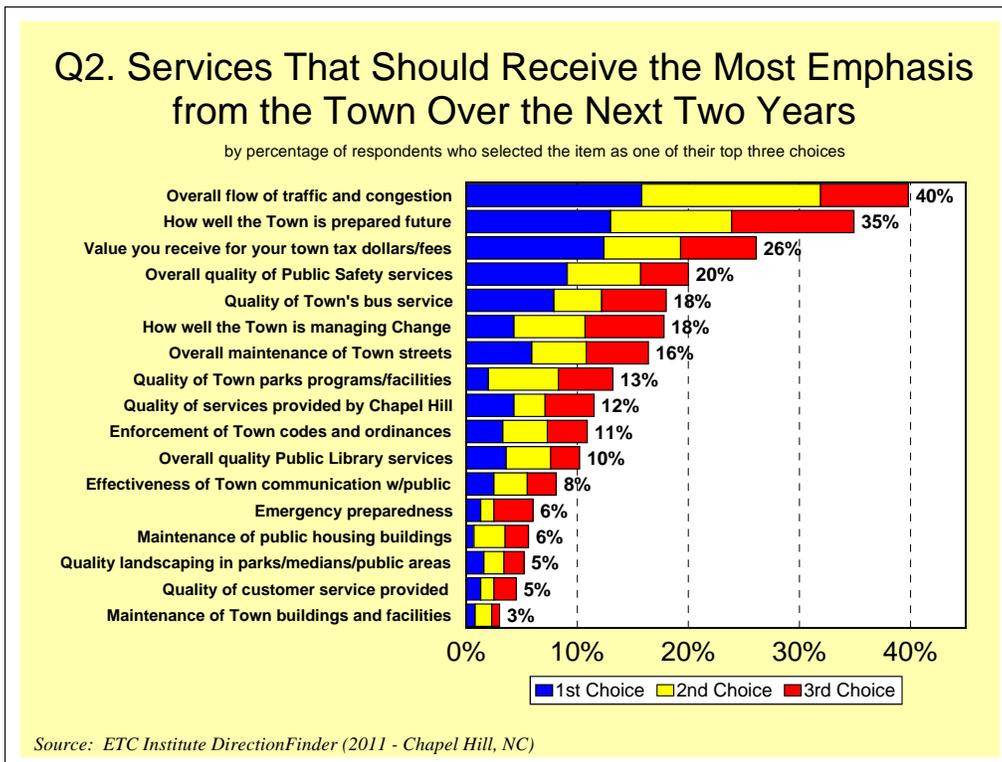
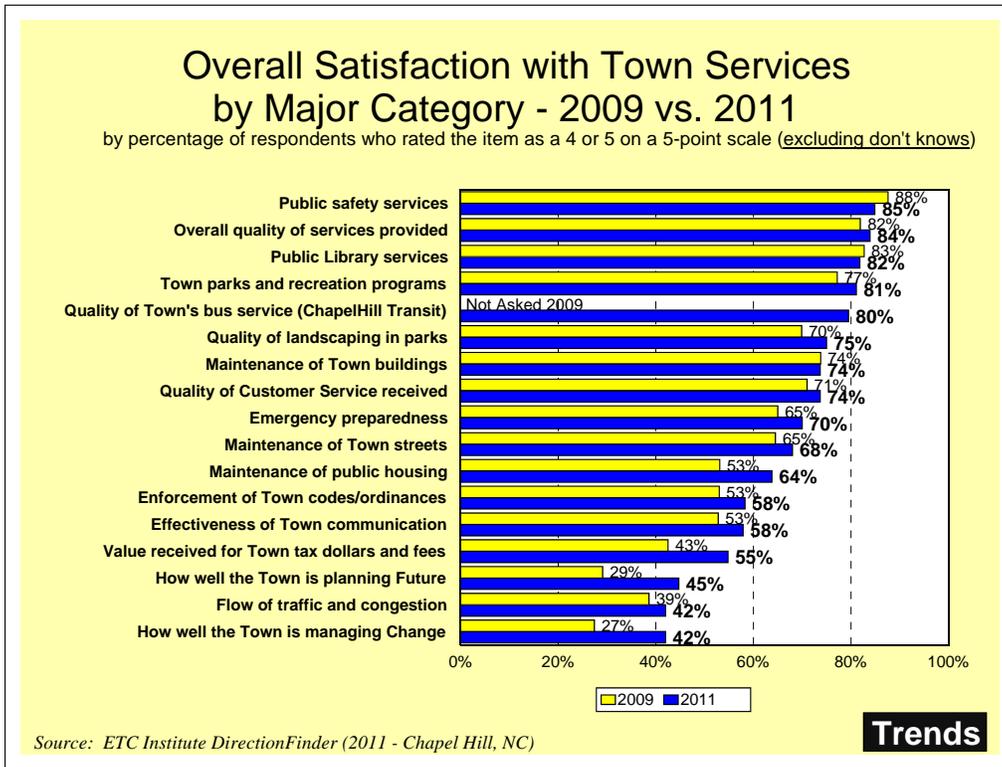
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

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)

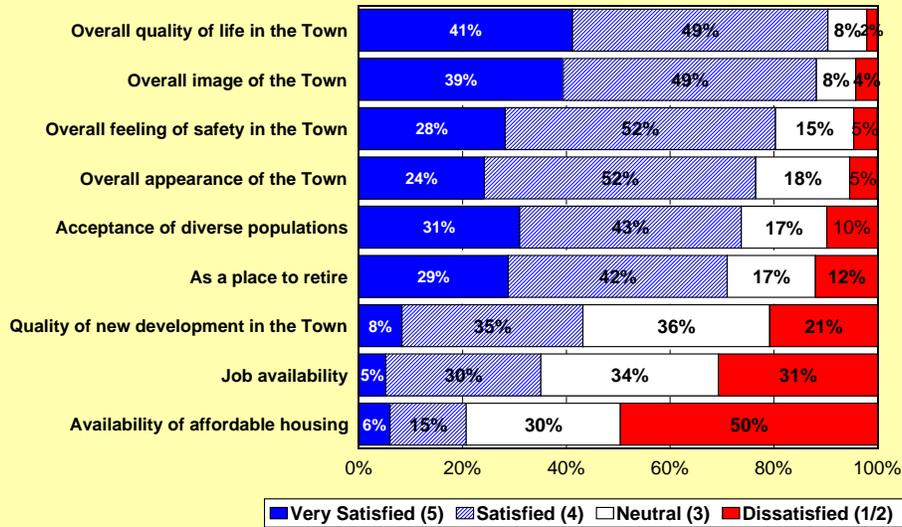


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)



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

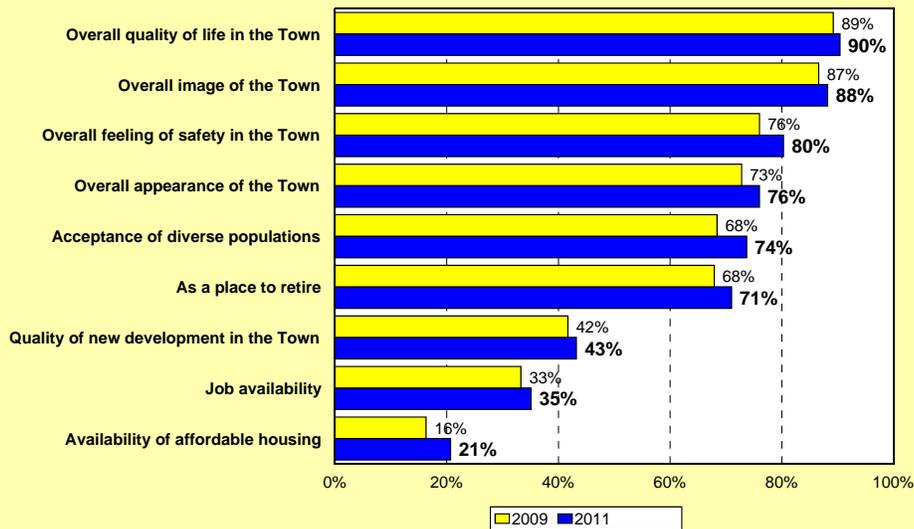
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Items that Influence the Perception Residents 2009 vs. 2011

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 (2011 - Chapel Hill, NC)

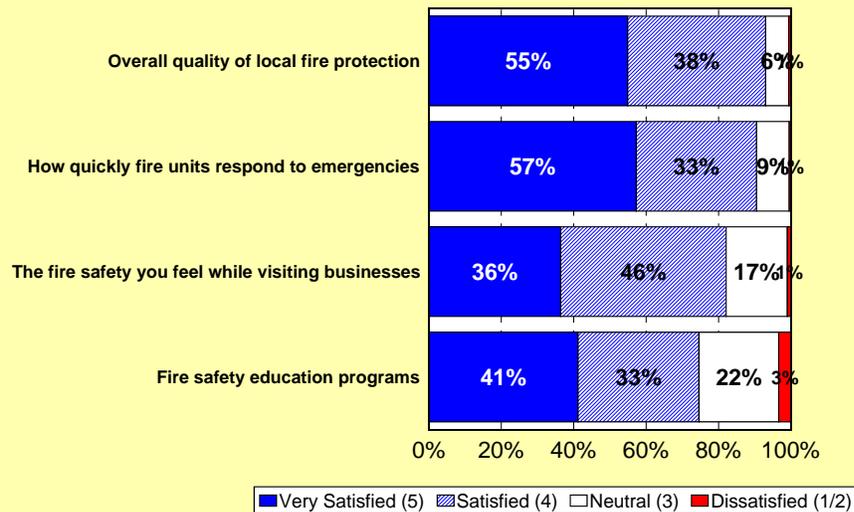
Trends

PUBLIC SAFETY

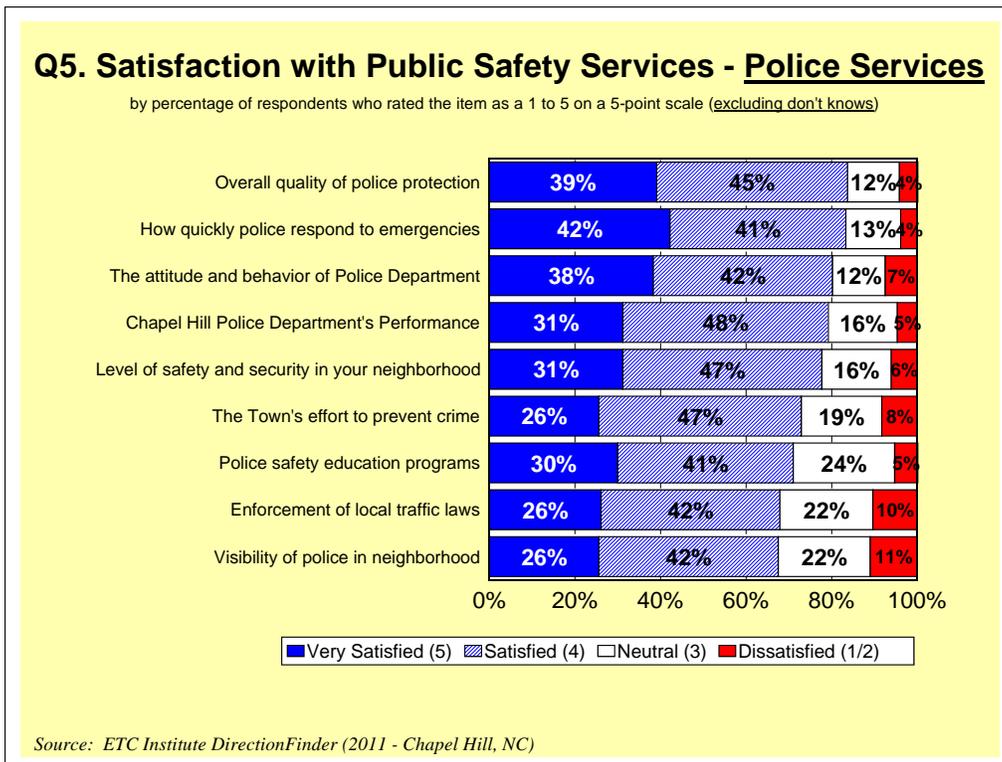
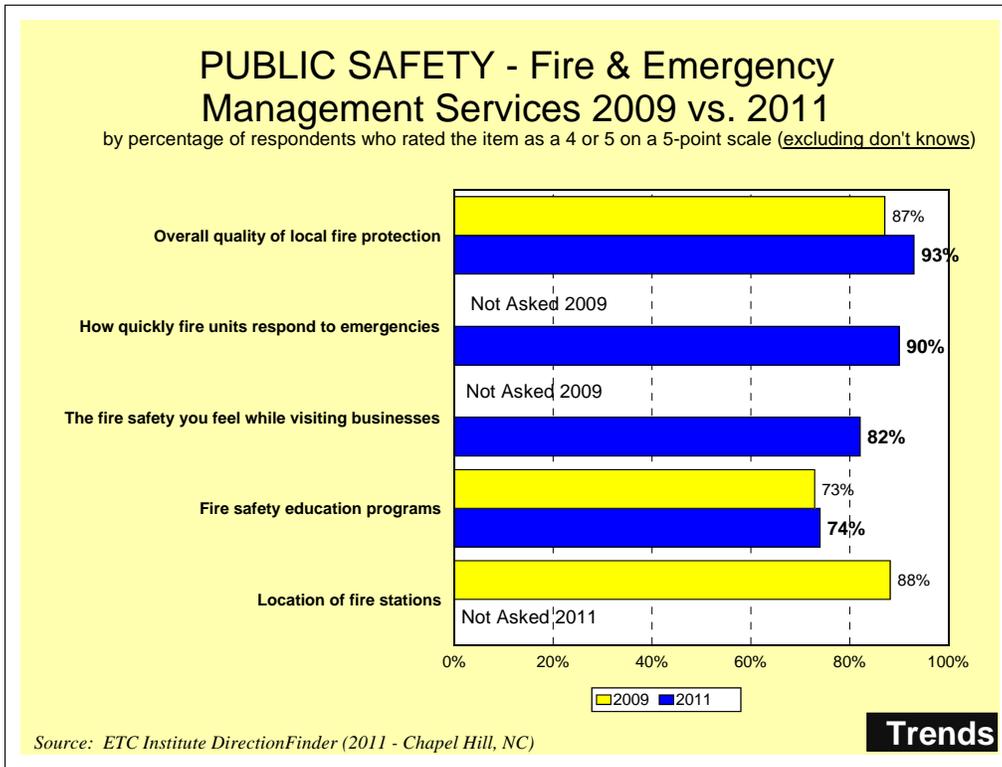
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

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)

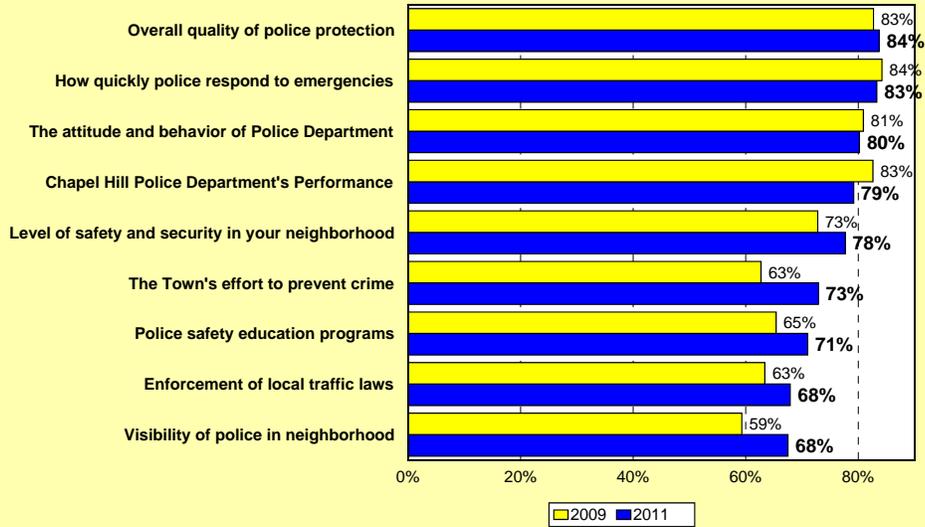


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)



PUBLIC SAFETY - Police Services 2009 vs. 2011

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

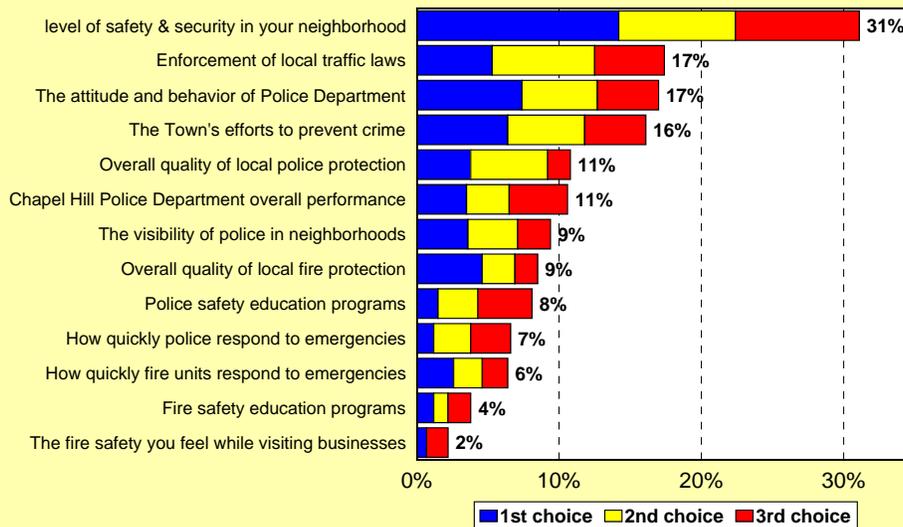


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Trends

Q6. Public Safety Services That Should Receive the Most Emphasis from the Town Over the Next Two Years

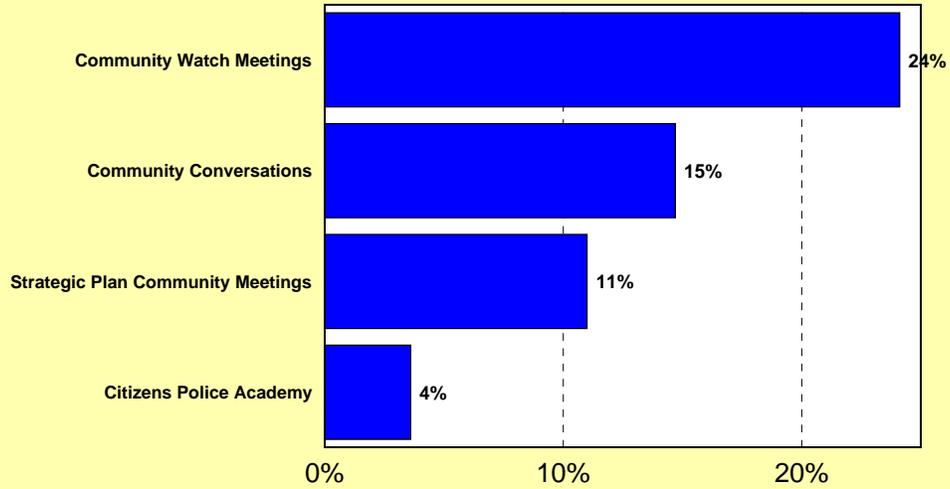
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q7. Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs?

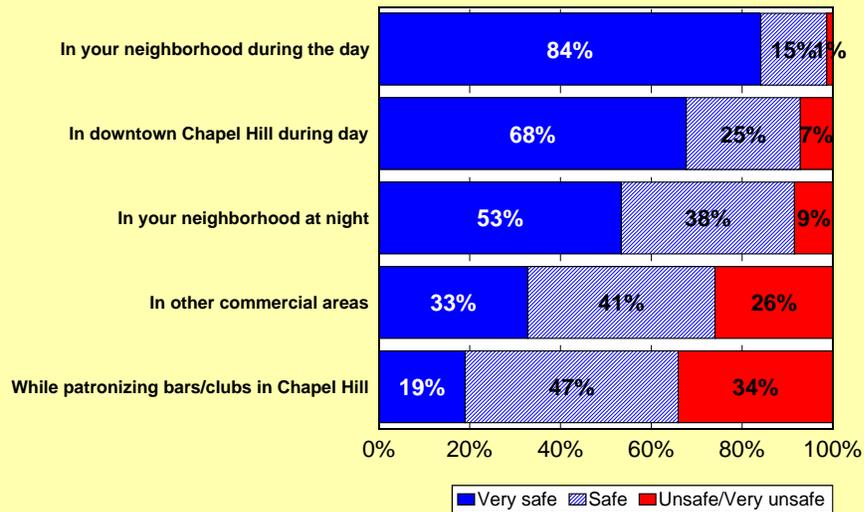
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



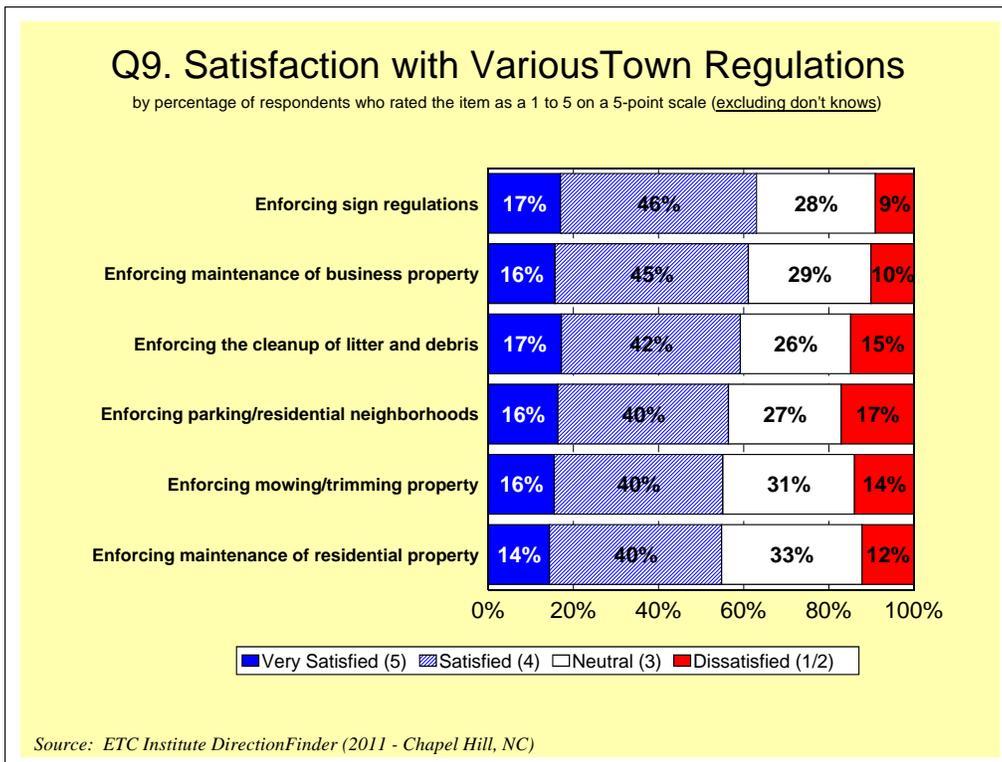
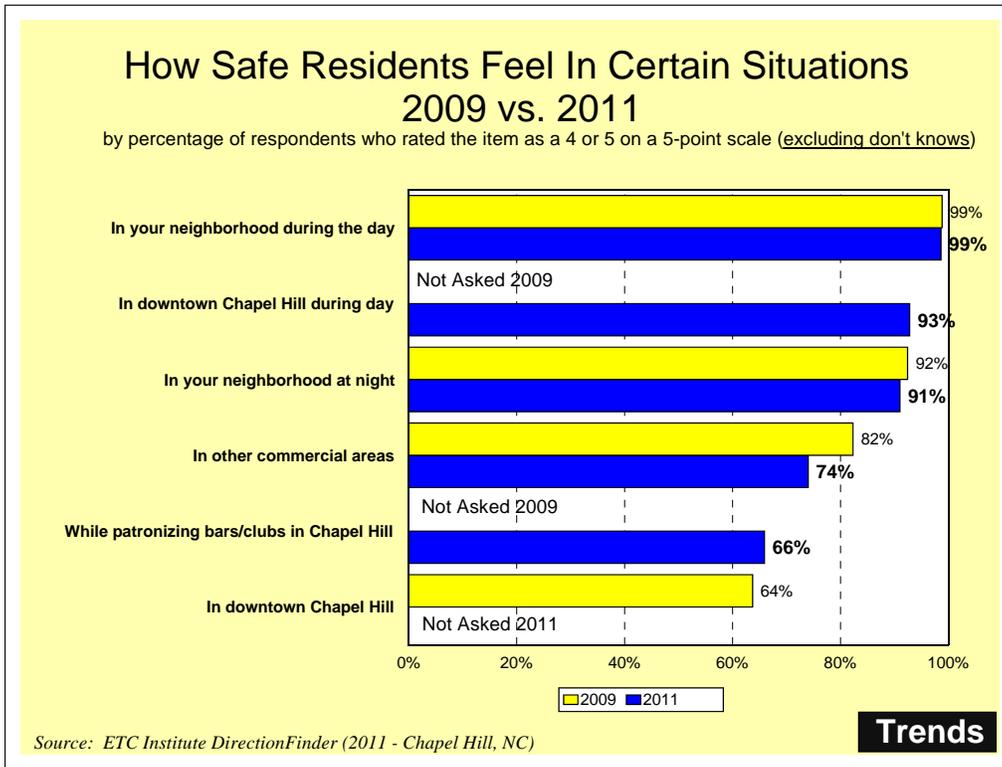
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

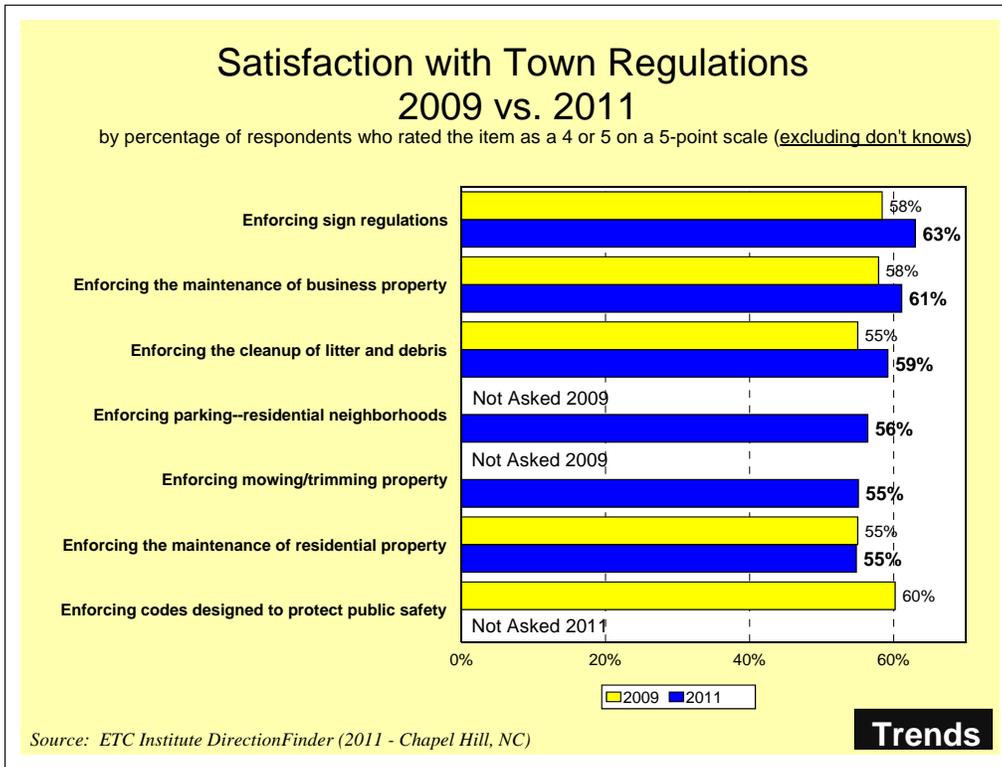
Q8. How Safe Residents Feel In Certain Situations

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 (2011 - Chapel Hill, NC)



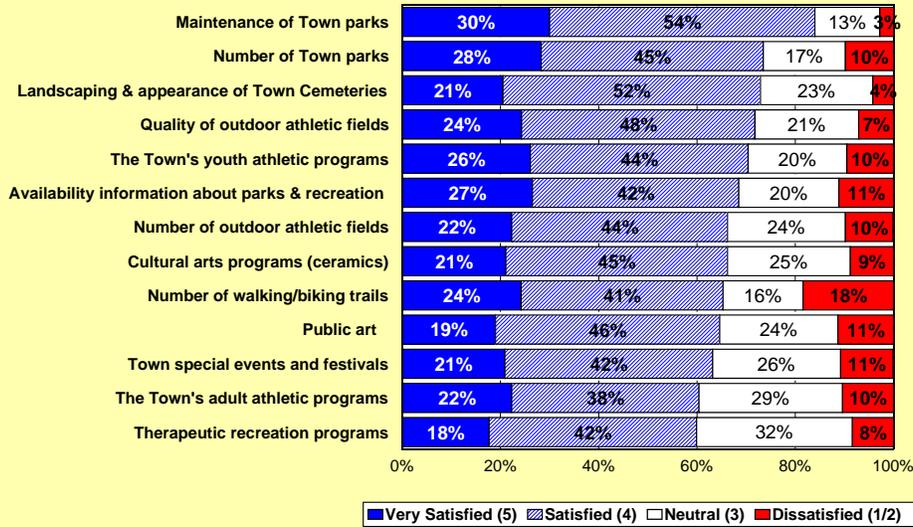


PARKS & RECREATION

Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q10. Satisfaction with Various Aspects of Parks and Recreation

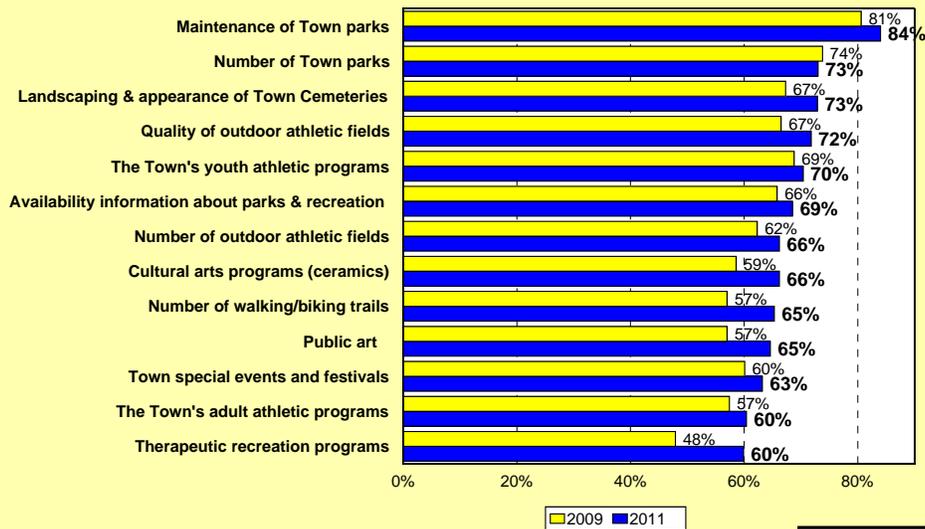
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Various Aspects of Parks and Recreation 2009 vs. 2011

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

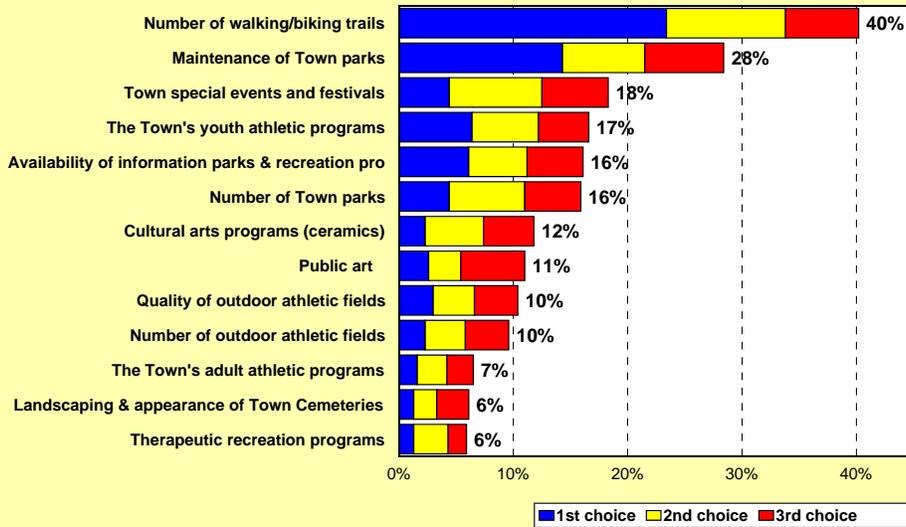


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Trends

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

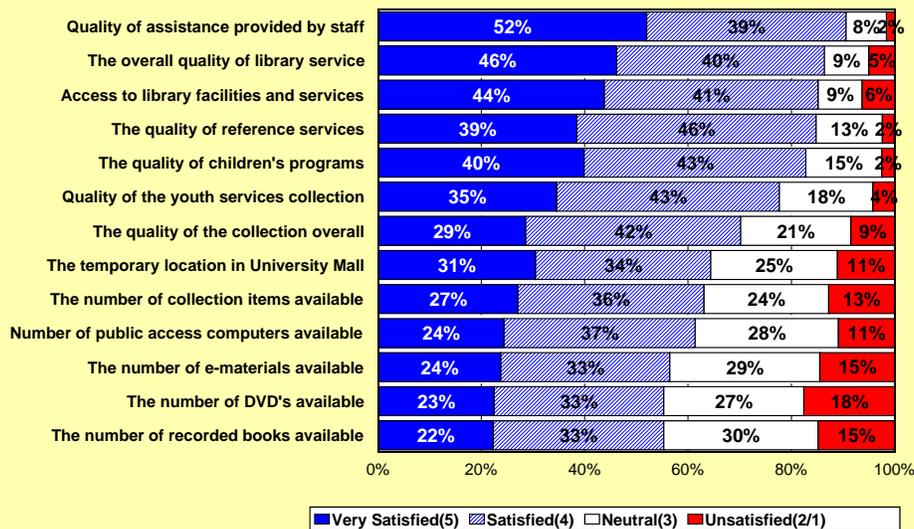
by percentage of respondents who selected the item as one of their top three choices



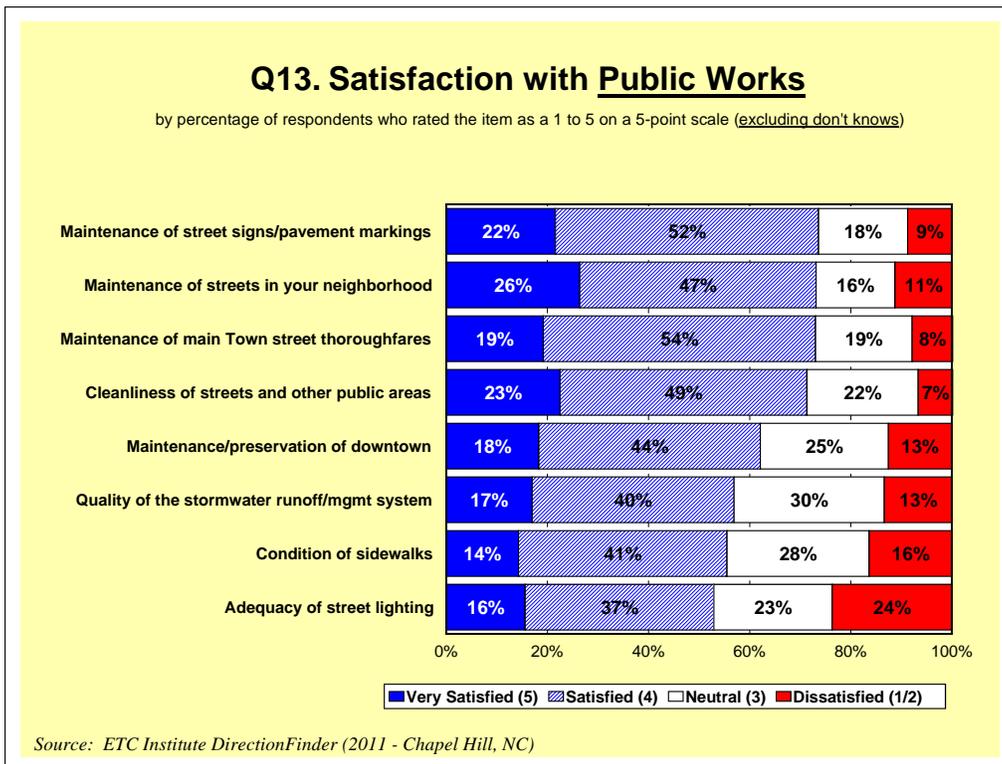
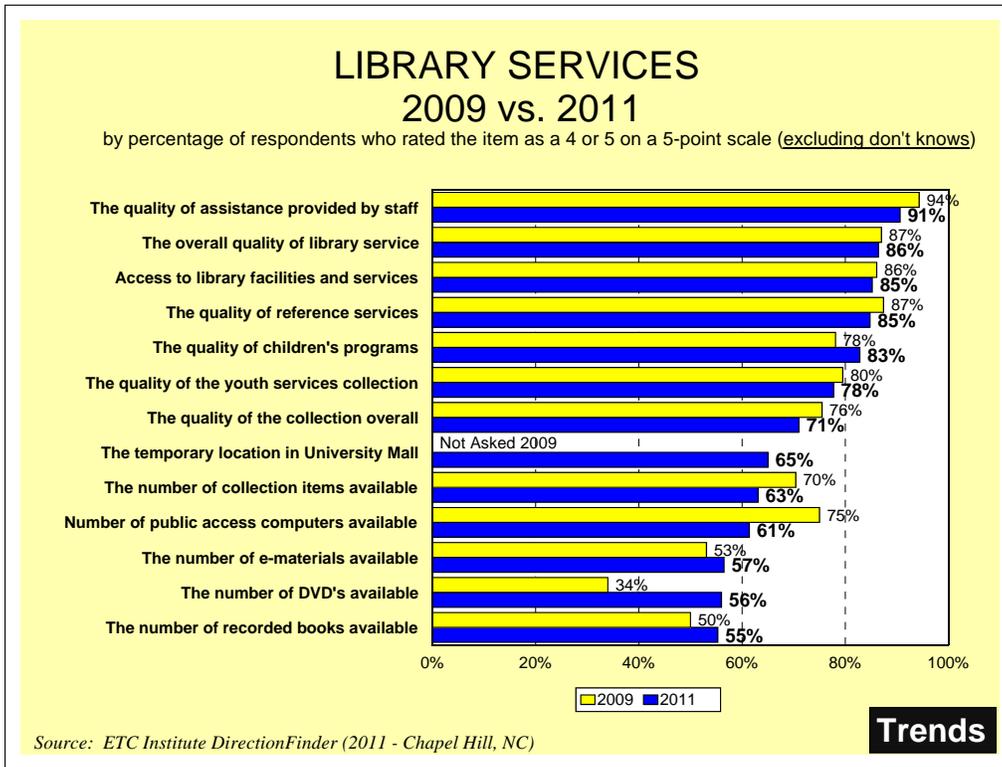
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

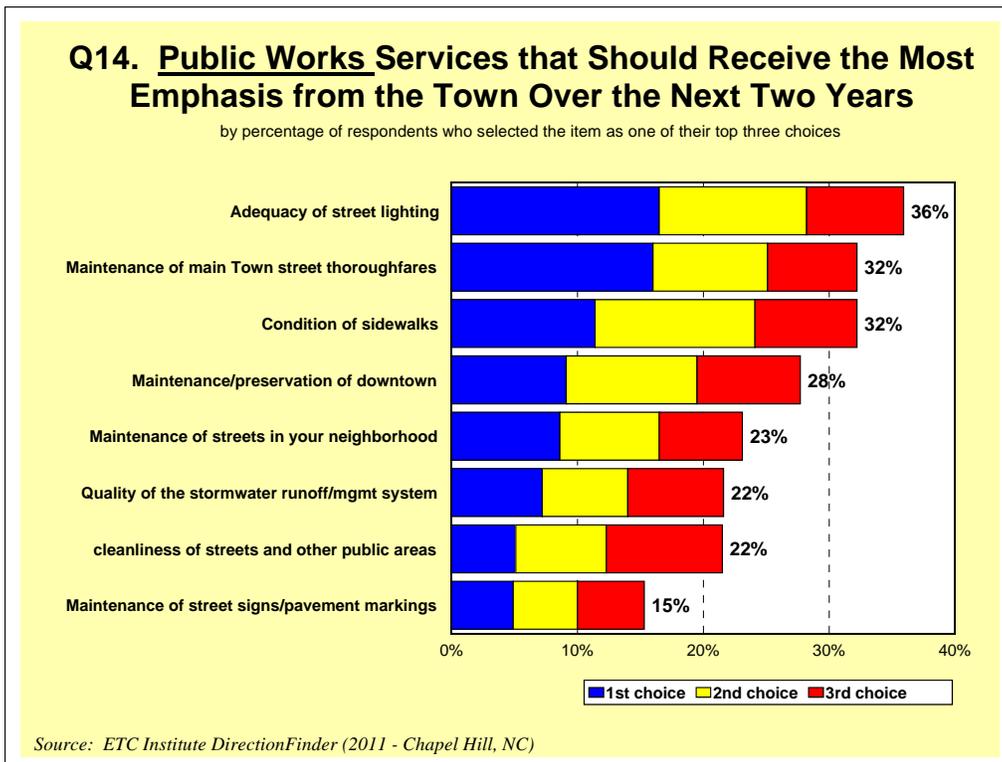
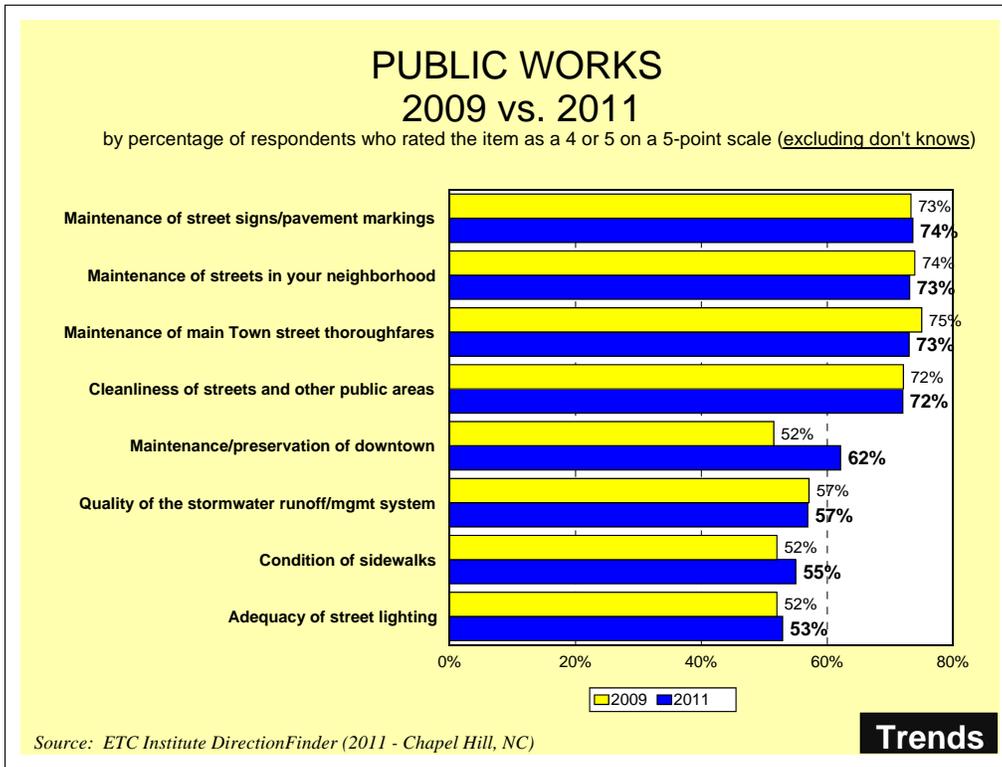
Q12. Satisfaction with Library Services

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



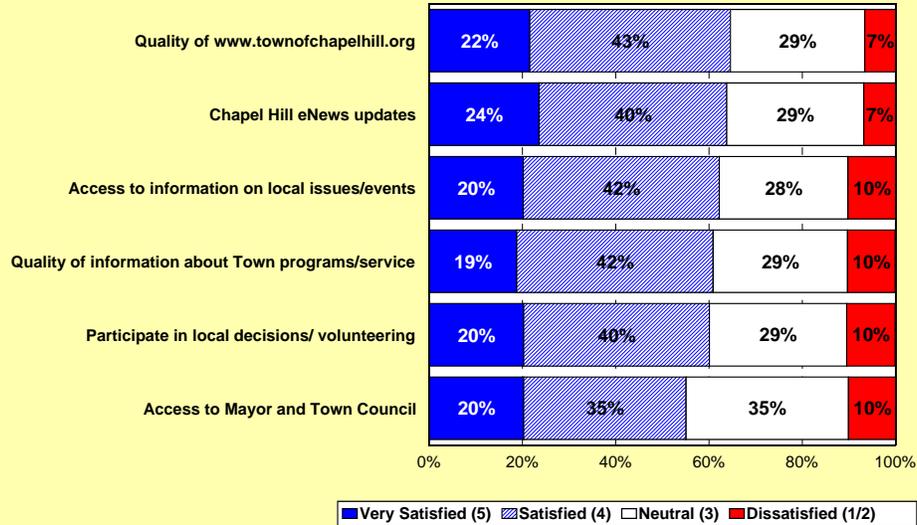
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)





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 (2011 - Chapel Hill, NC)

Communication and Outreach 2009 vs. 2011

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

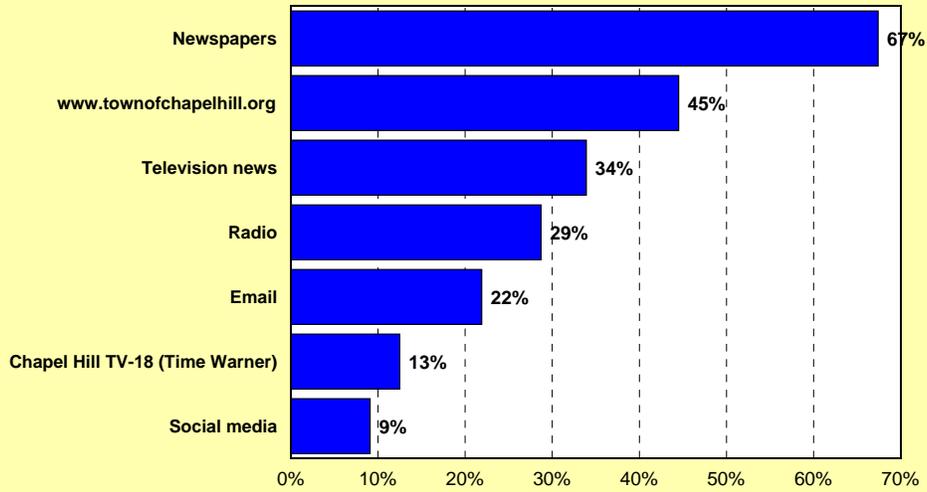


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Trends

Q16. Primary Sources of Information about Town Issues, Services, and Events?

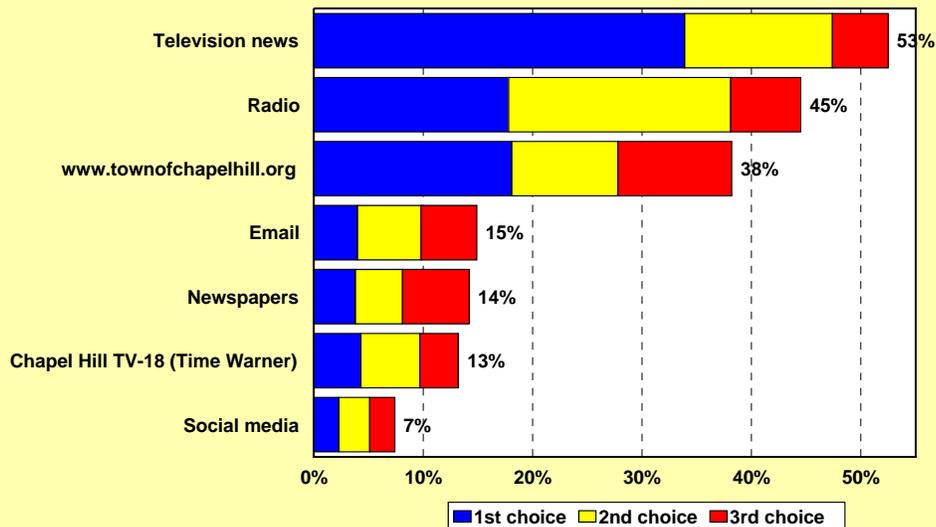
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q17. The sources of information turned to in the event of an emergency (severe weather, community threat, etc.)

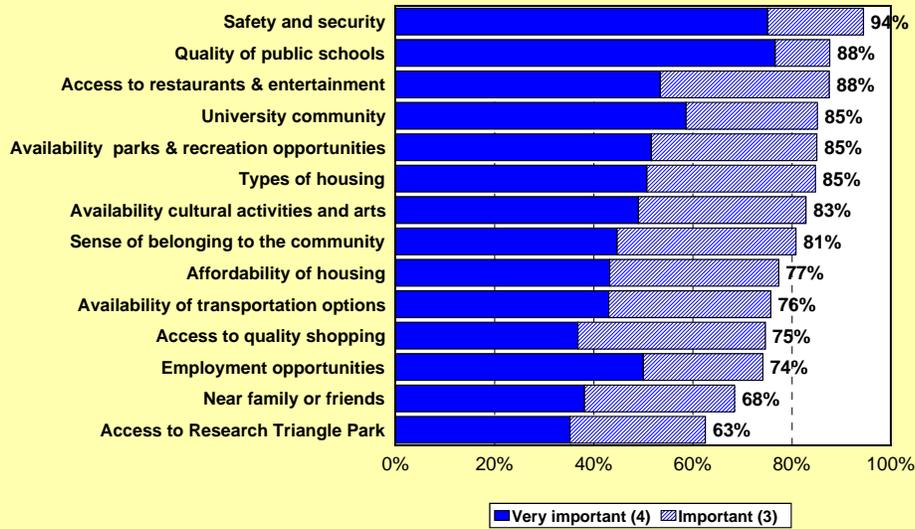
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

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

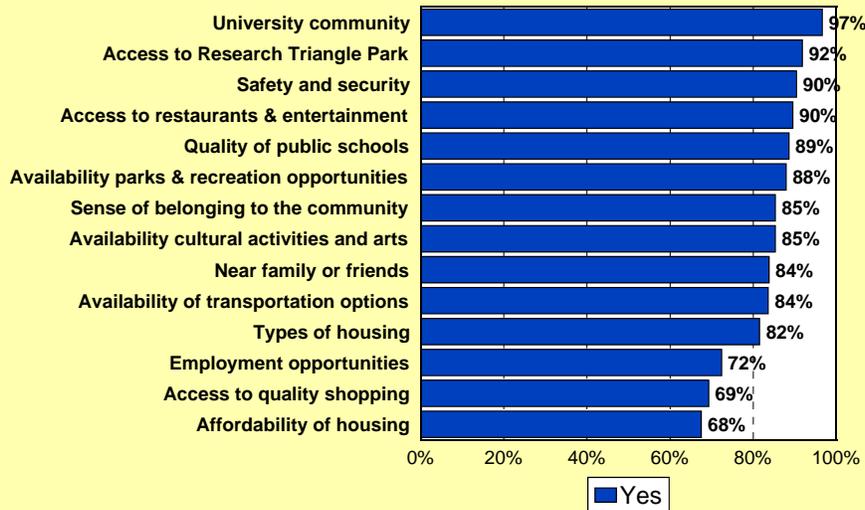
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



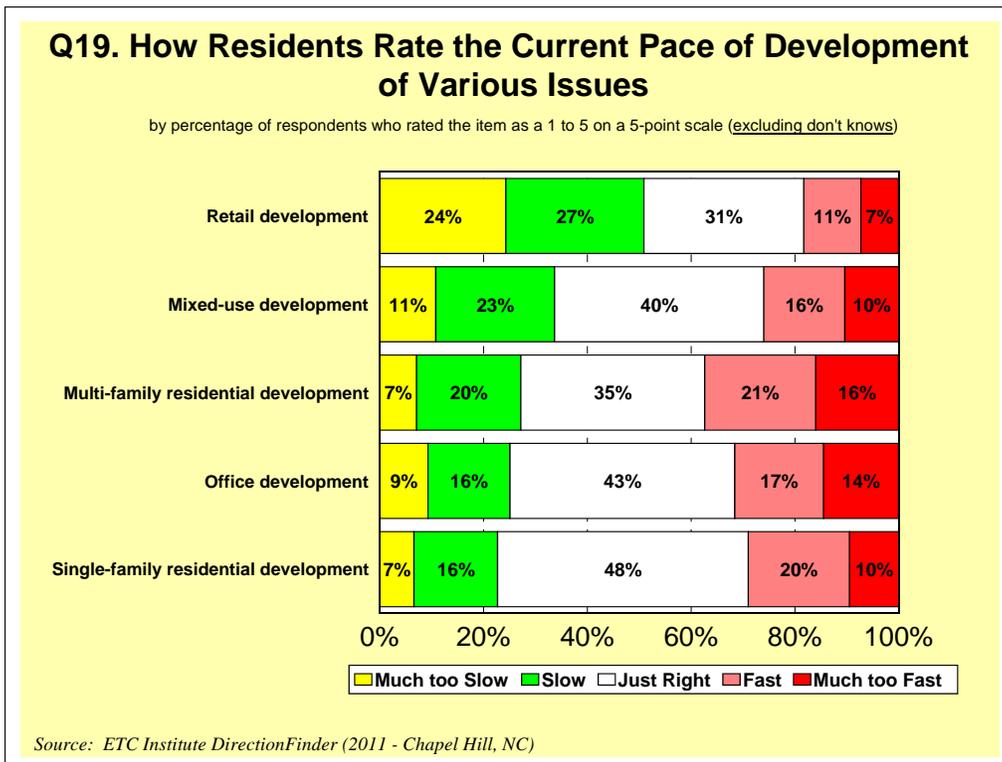
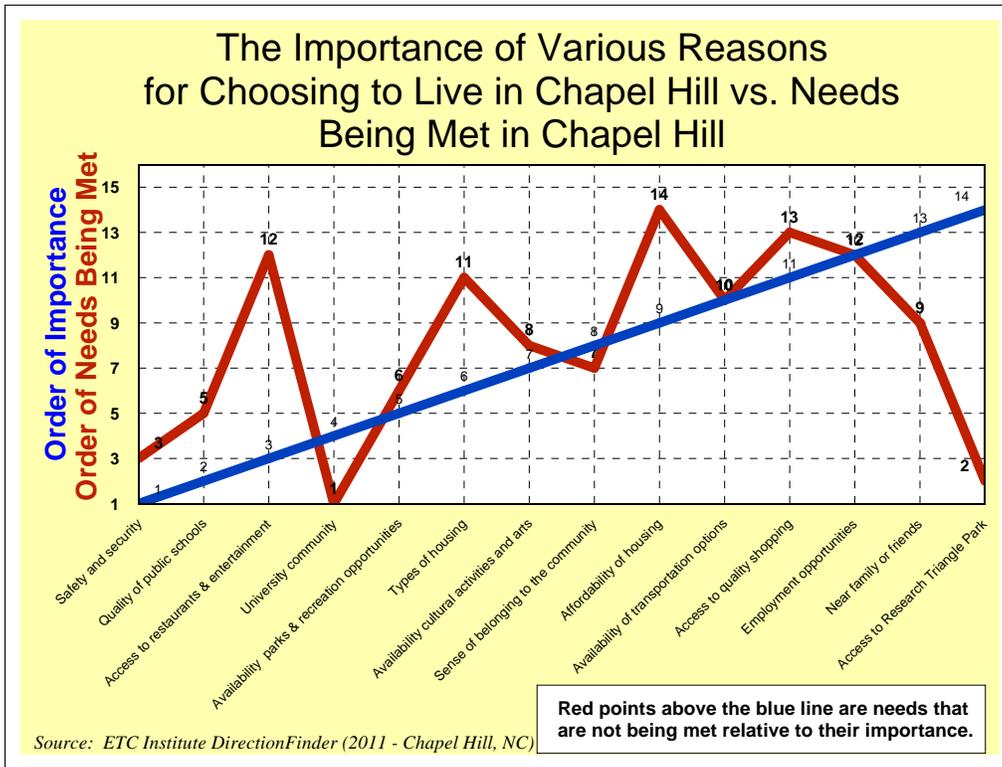
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q18. Are your needs being met?

by percentage of respondents

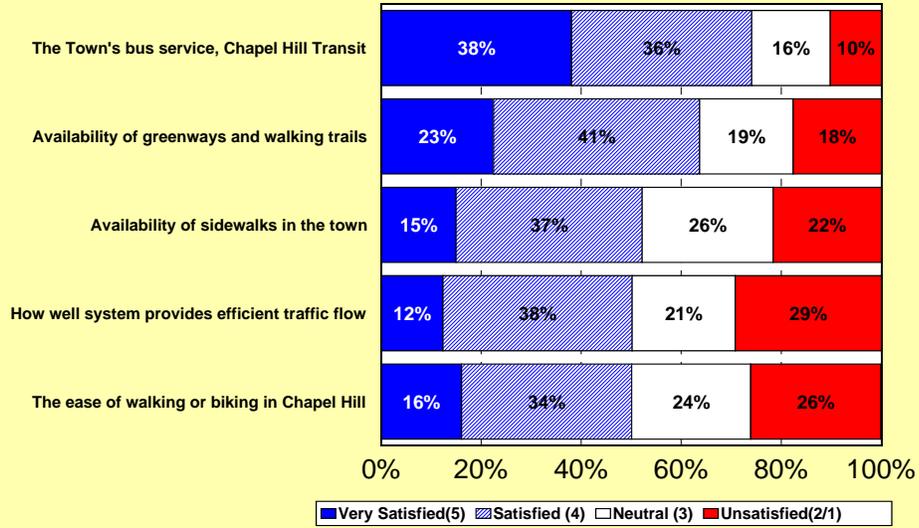


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)



Q20. Satisfaction with Transportation in Chapel Hill

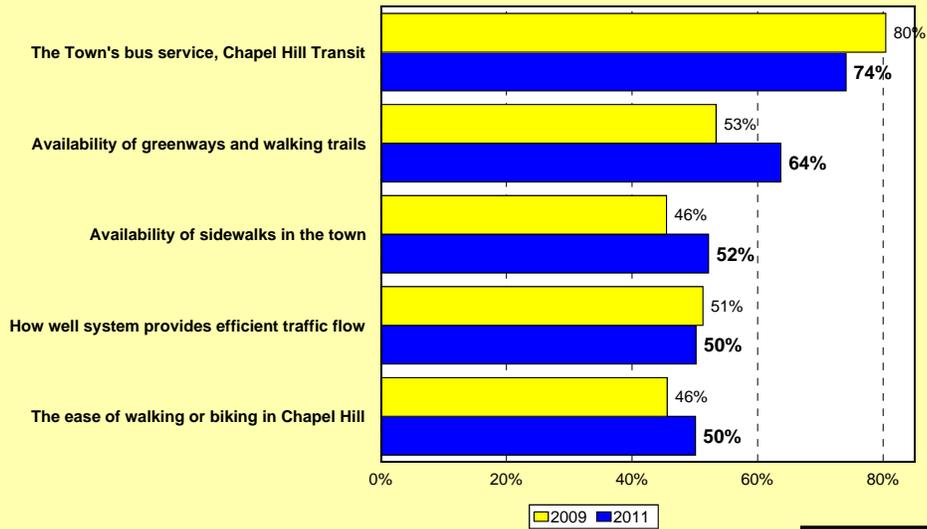
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Transportation Services 2009 vs. 2011

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

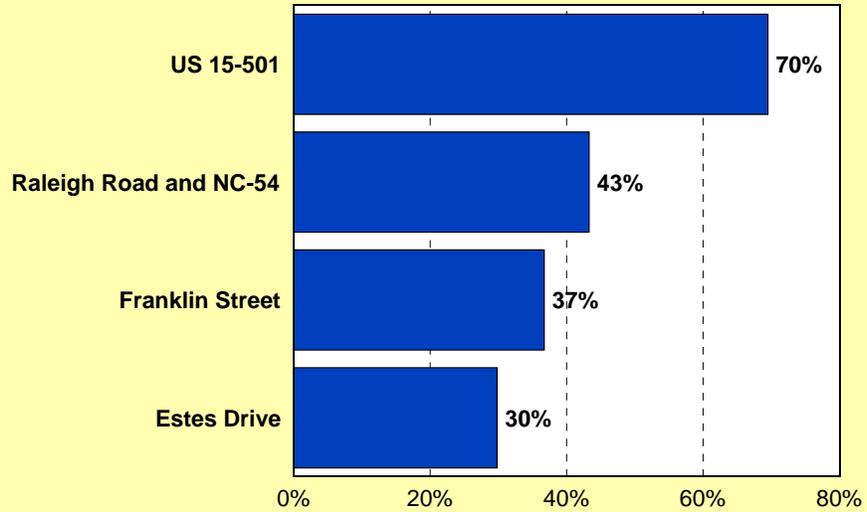


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Trends

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

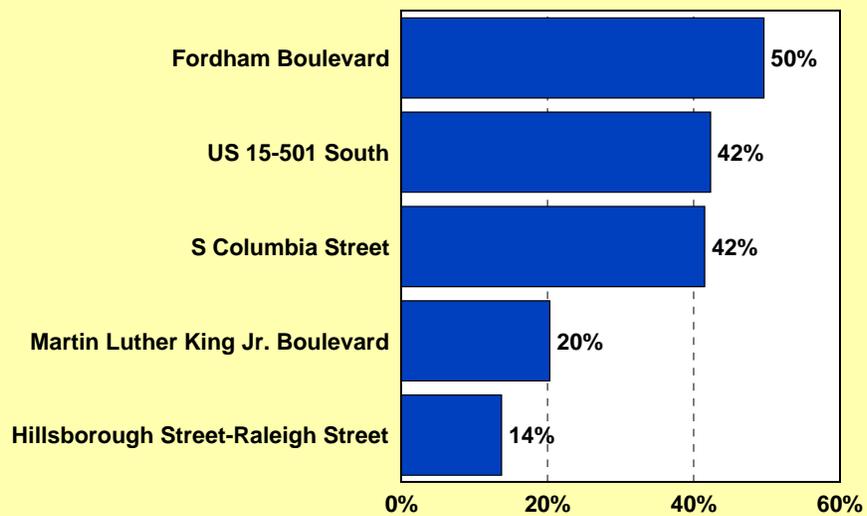
by percentage of respondents (two were chosen)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

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

by percentage of respondents (two were chosen)

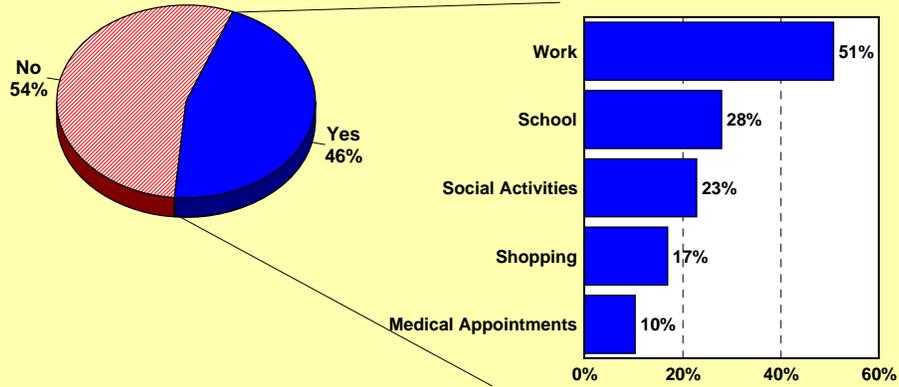


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q23. Have you or has any member of your household used Chapel Hill Transit bus service?

by percentage of respondents

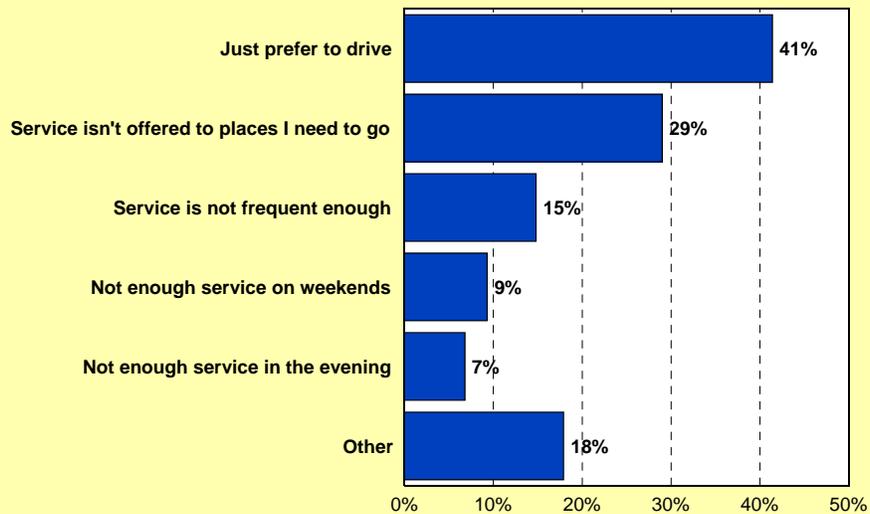
Q23a. The Primary Reason for Taking the Bus



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q23b. What is your primary reason for not using Chapel Hill Transit?

by percentage of respondents

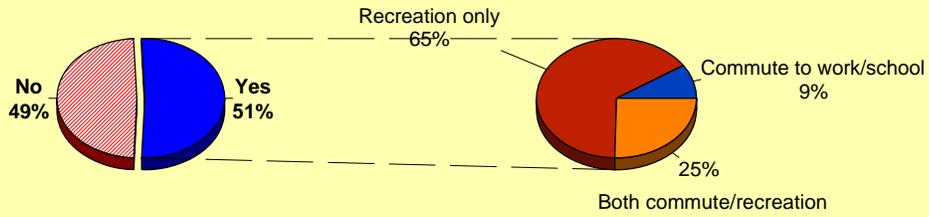


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q24. Does anyone in your household ride a bicycle?

by percentage of respondents

Q24a. For what purpose do they ride a bike?

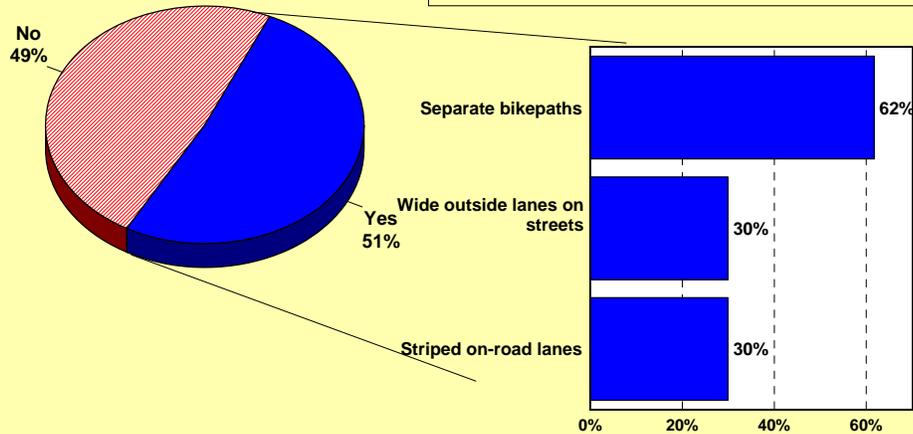


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q24. Does anyone in your household ride a bicycle?

by percentage of respondents

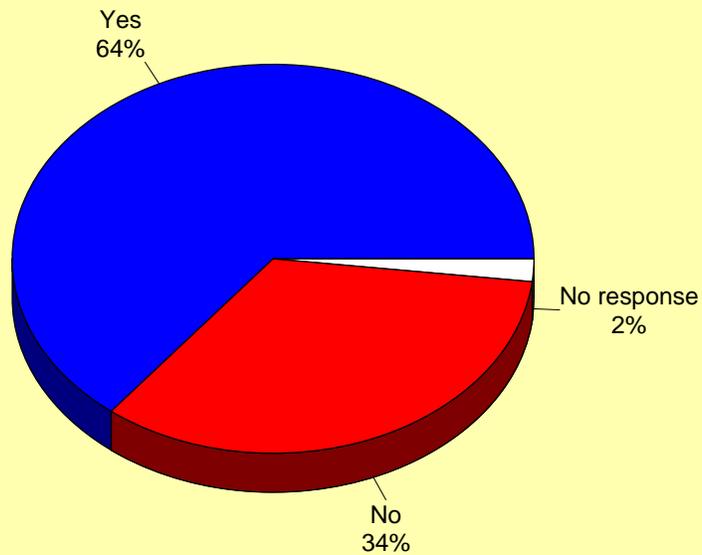
Q24b. What type of bicycle amenities would you like for the Town to provide?



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q25. Do you feel that riding a bicycle in Chapel Hill is safe?

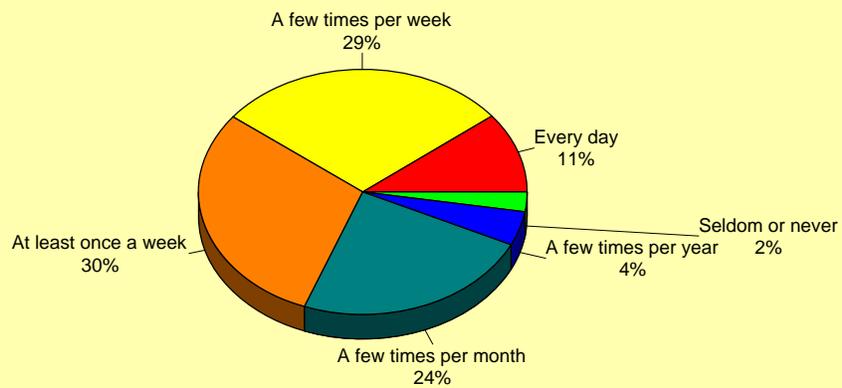
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q26. How often do you typically go outside Chapel Hill Town limits to shop?

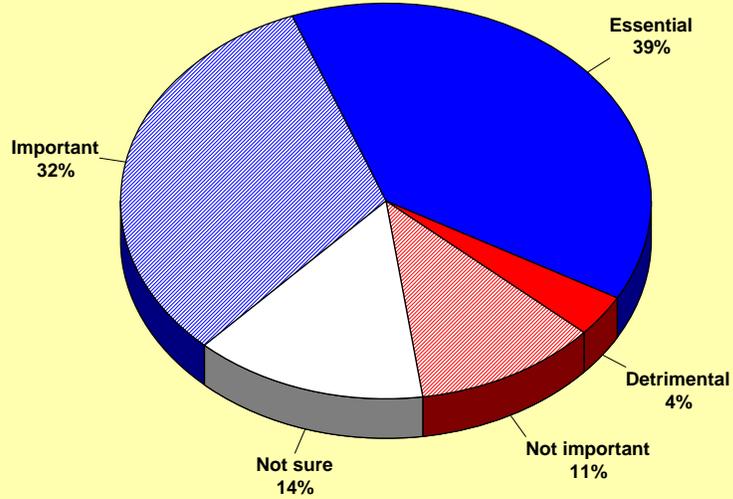
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q27. Do you feel that a redeveloped downtown is an important part of the Towns' economic development strategy?

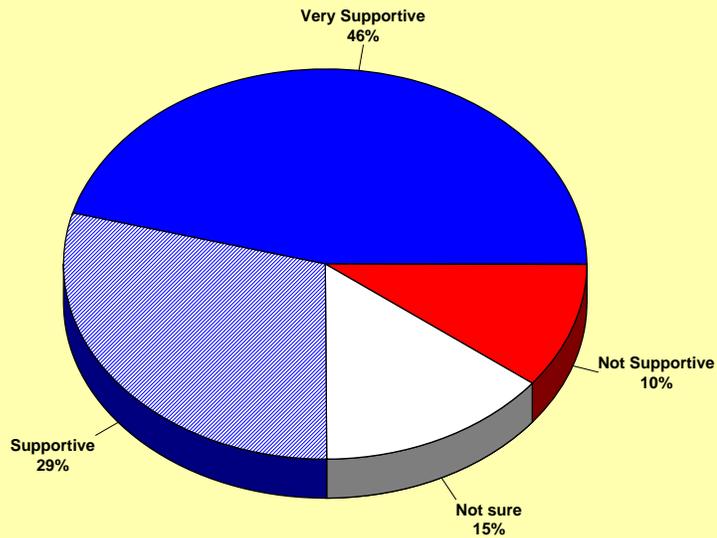
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q28. Support for Using Incentives to Attract and Expand Retail, Science & Technology, Research and Regional Office Companies?

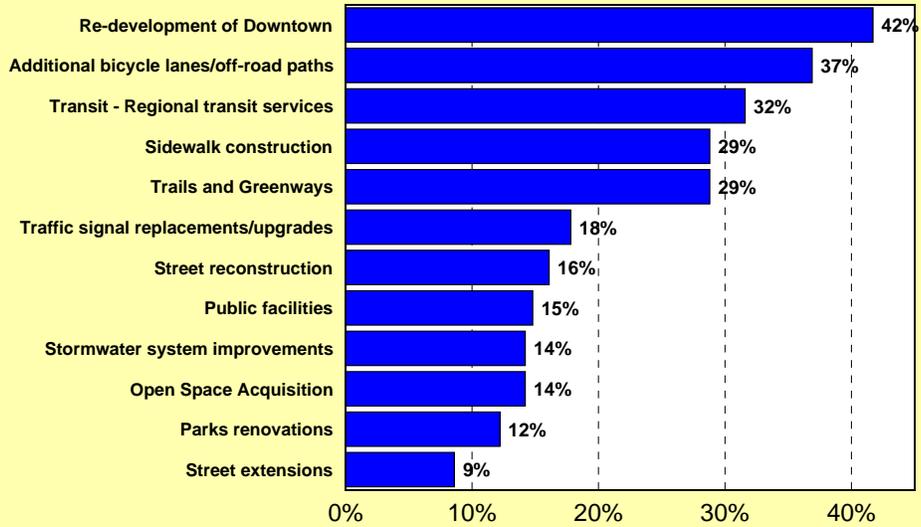
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q29. Capital Improvements that are Most Important to Residents

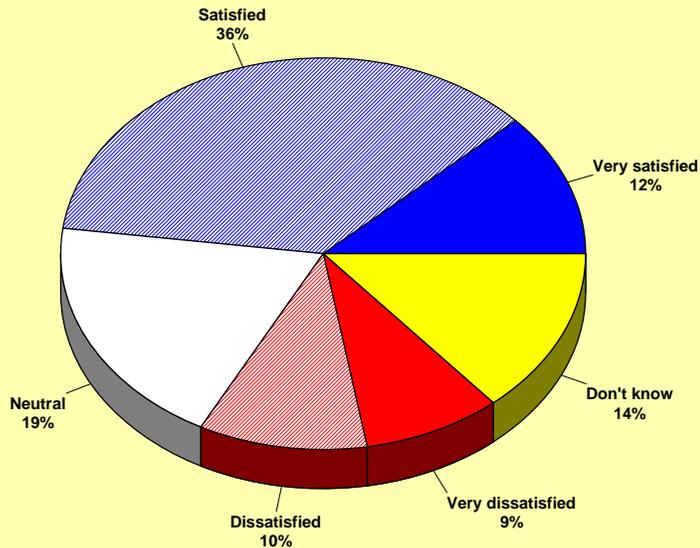
By number of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q30. 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?

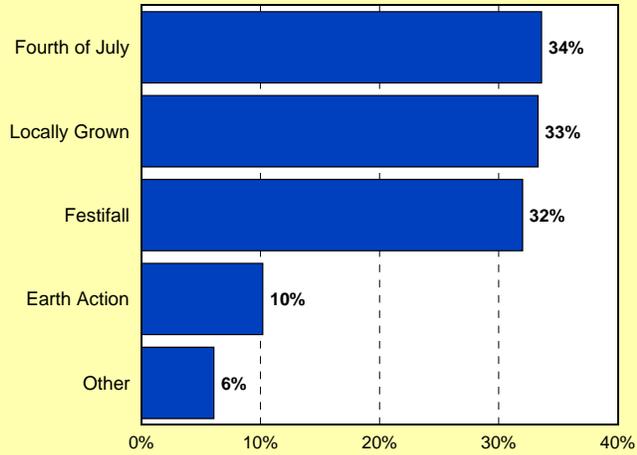
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q31. What are the most important events offered by the Town

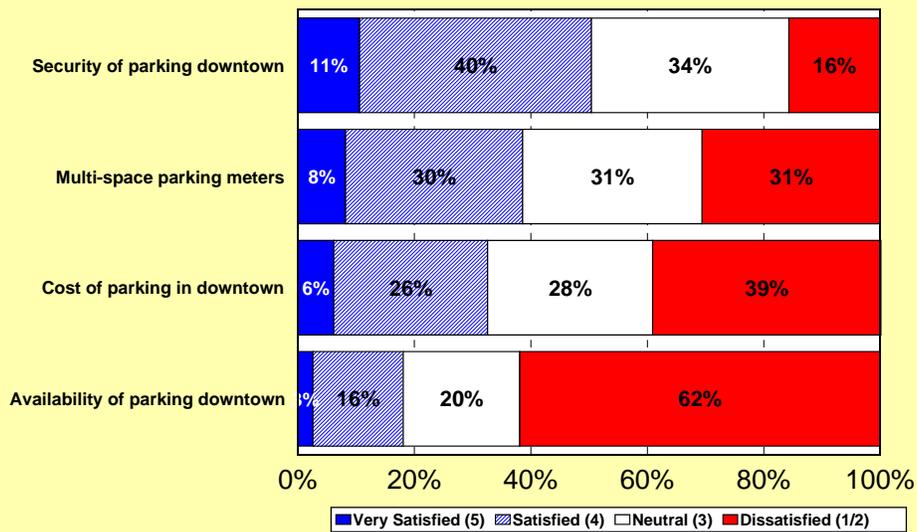
by percentage of respondents



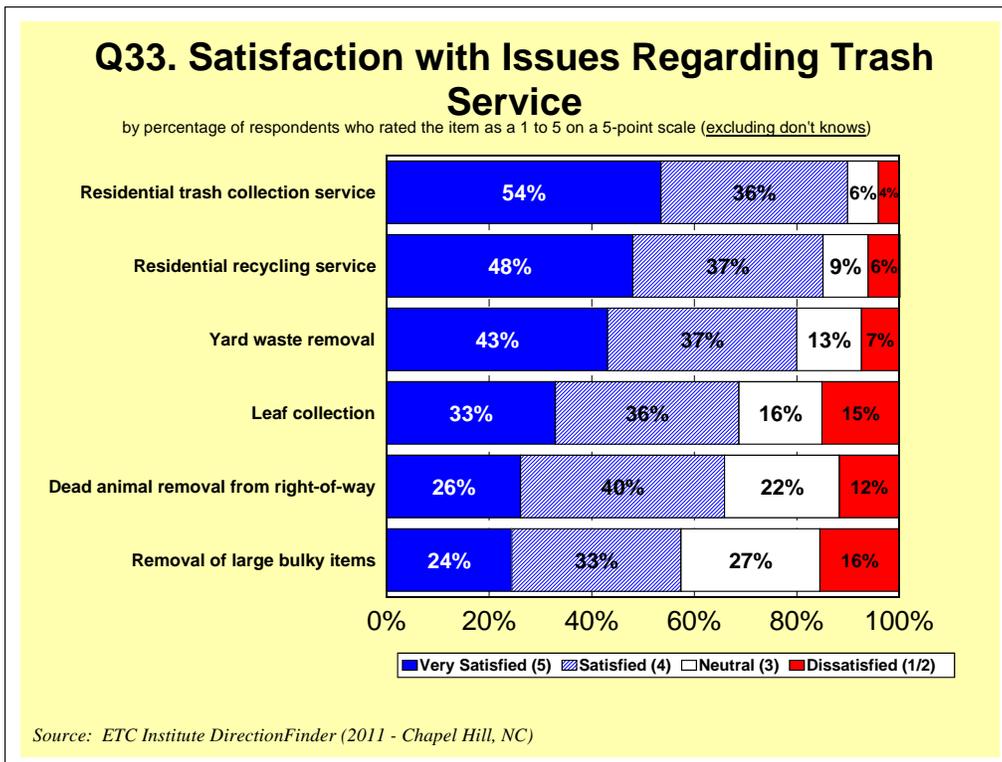
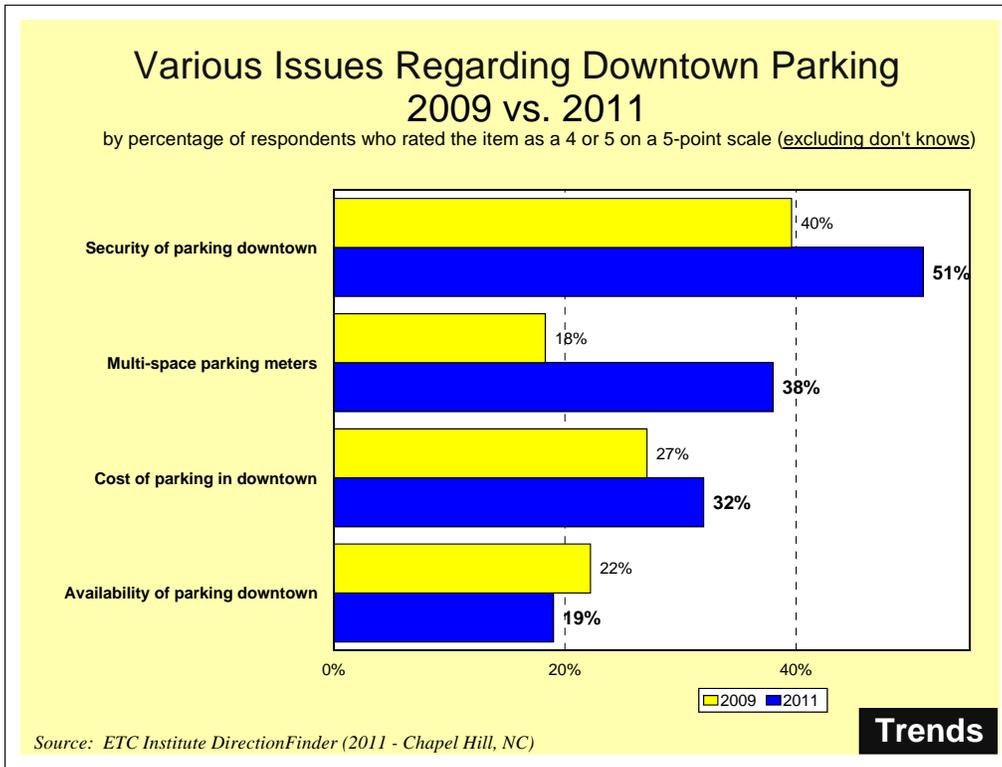
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

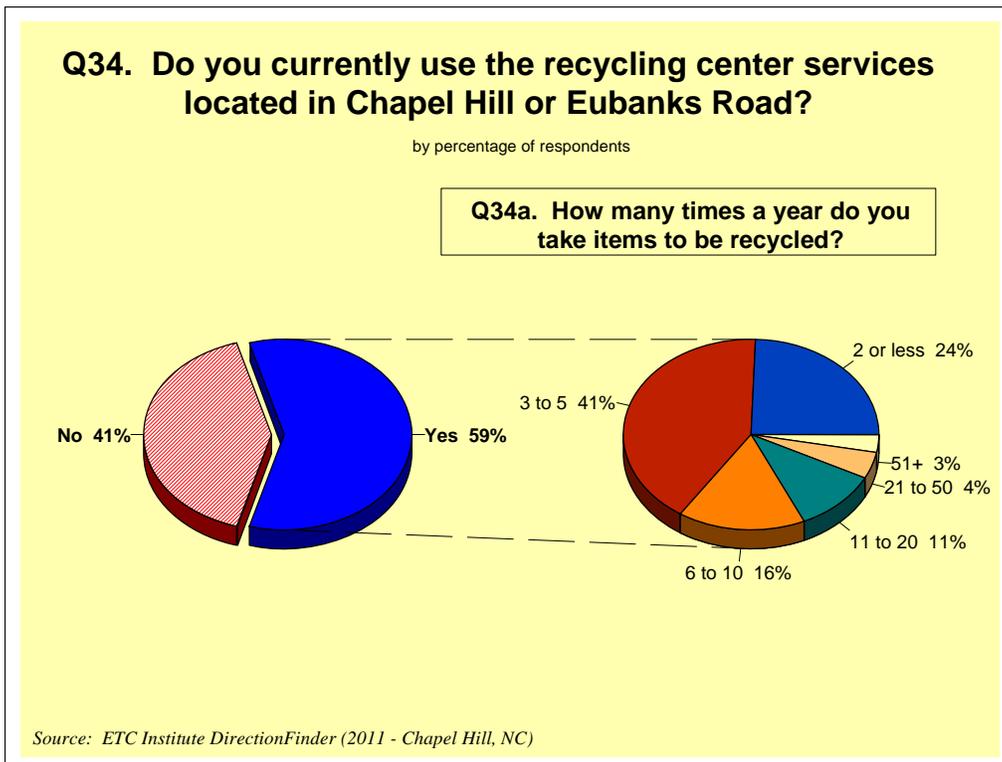
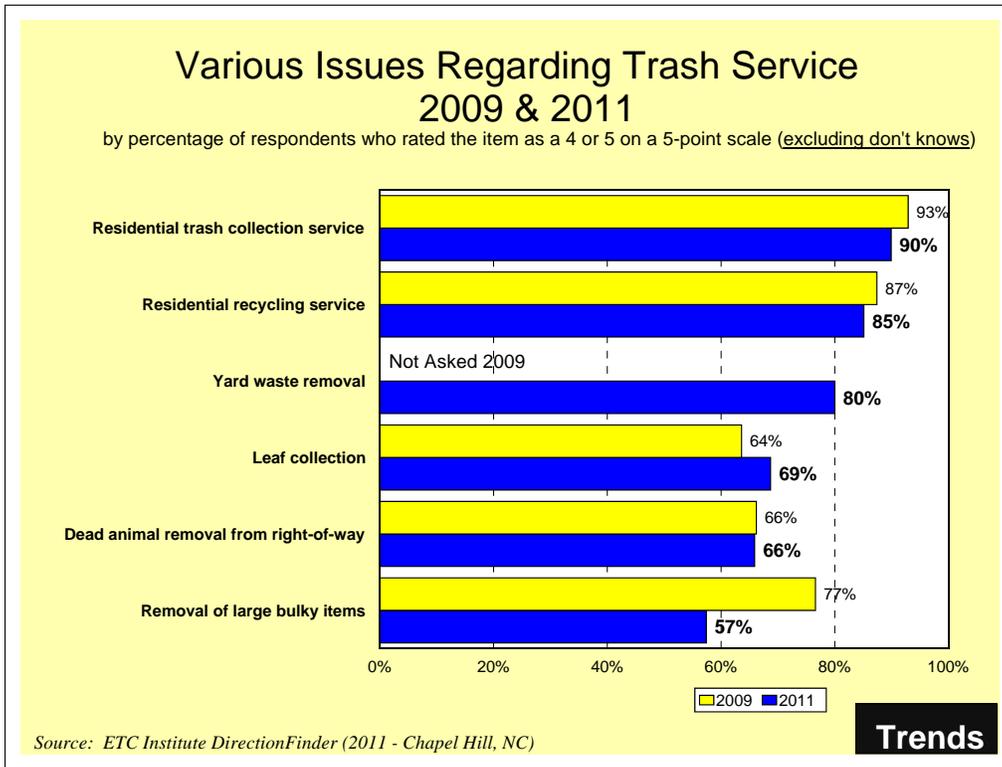
Q32. Satisfaction with Various Issues Regarding Downtown Parking

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



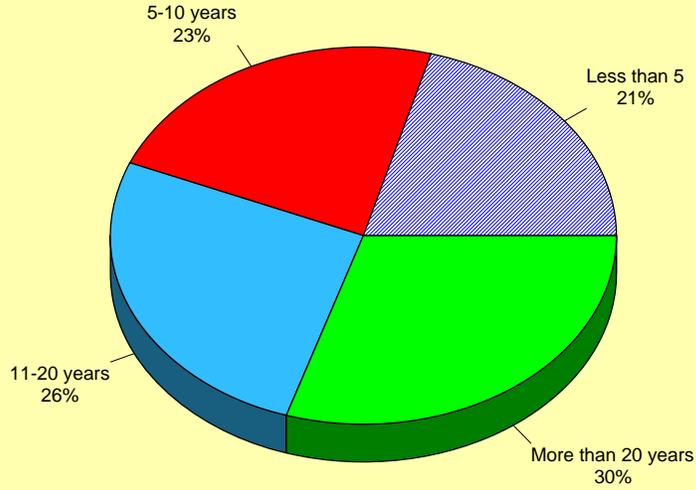
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)





Q35. Demographics: How Many Years Have You Lived in the Town of Chapel Hill?

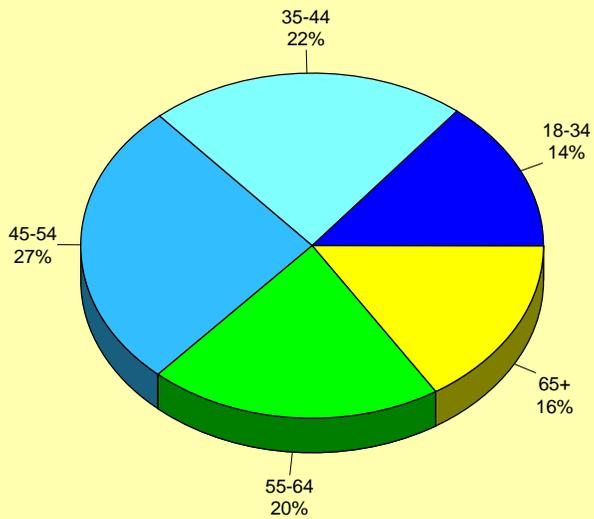
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q36. Demographics: Age of Respondents

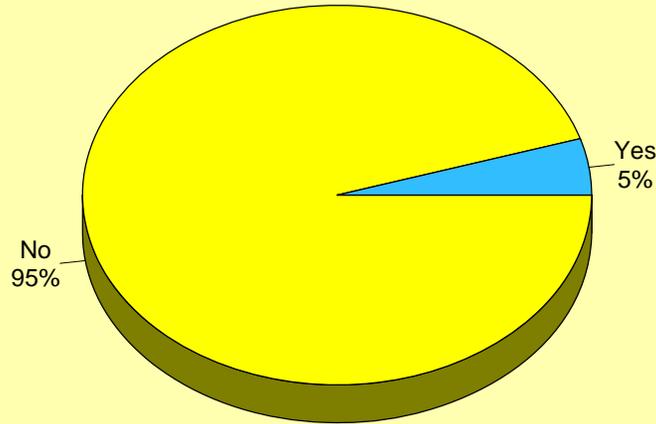
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q37. Demographics: Are you or other members of household of Hispanic or Latino ancestry?

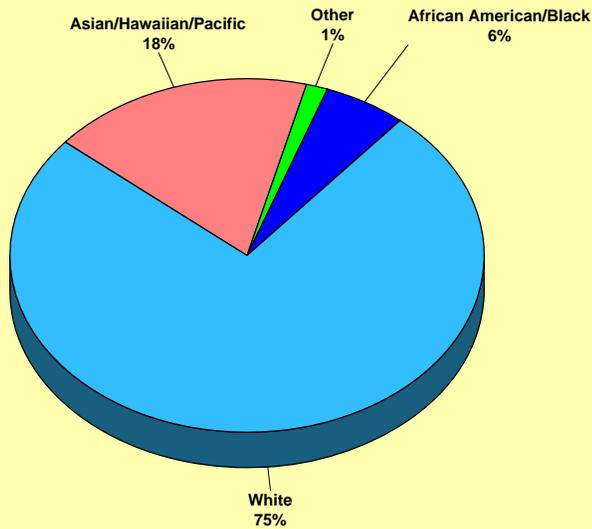
by percentage of respondents



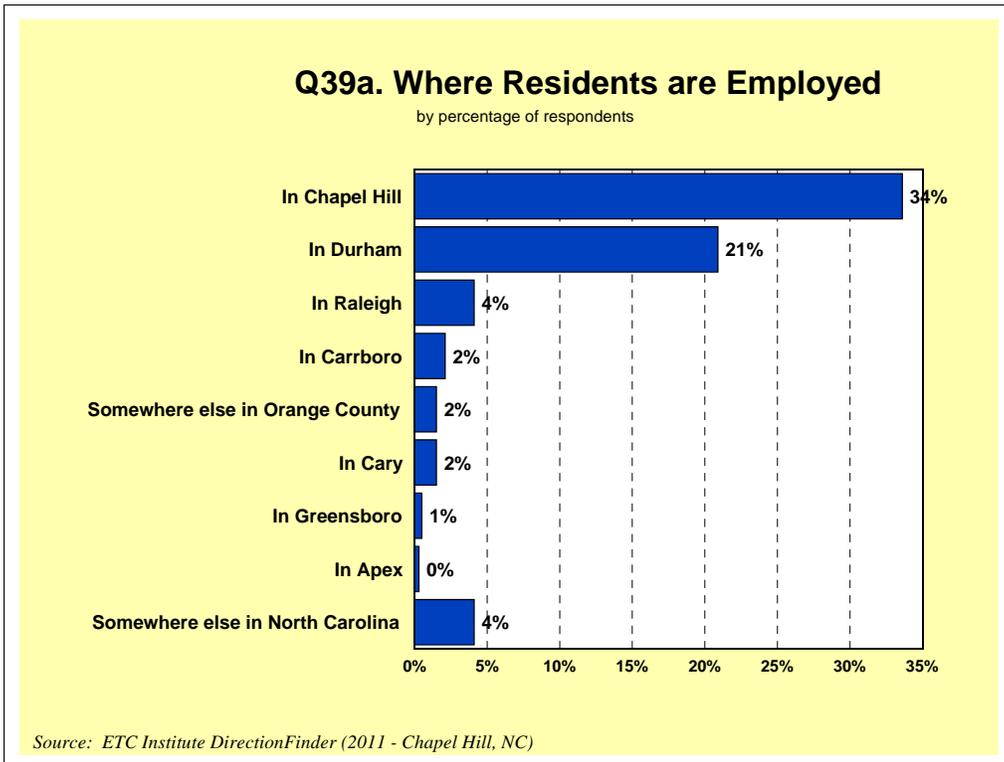
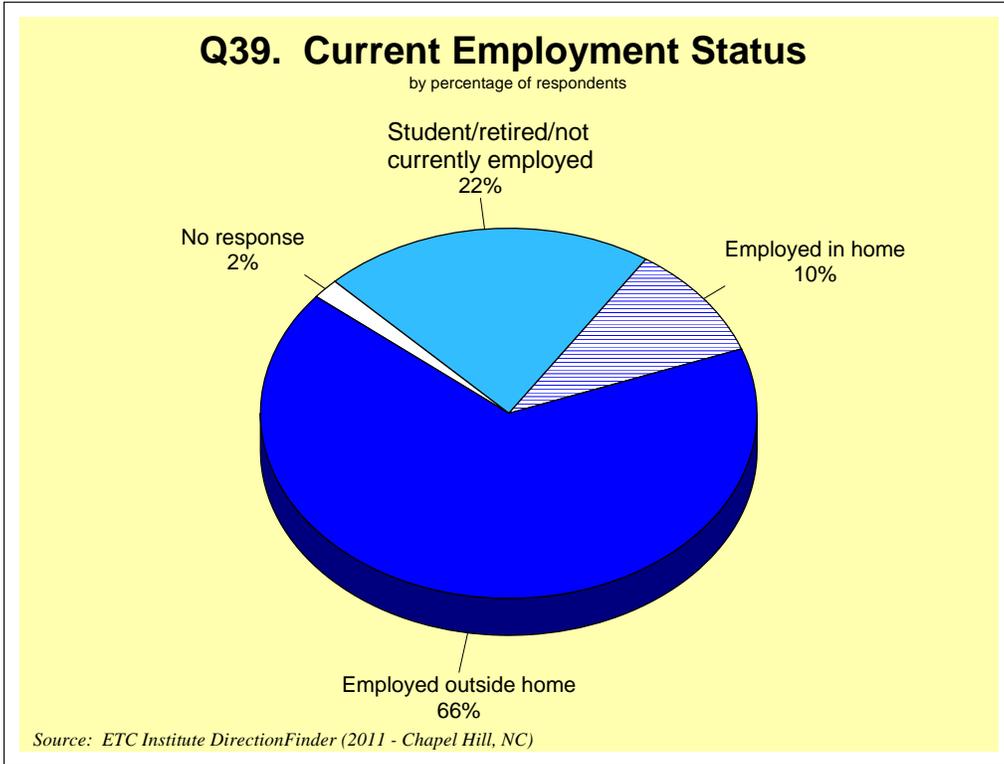
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

Q38. Demographics: Which of the following best describes your race?

by percentage of respondents

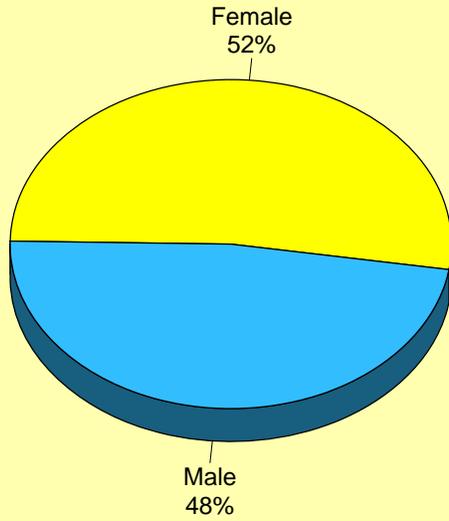


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)



Q40. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)