



Economic Development
 Town of Chapel Hill
 405 Martin Luther King Jr. Blvd.
 Chapel Hill, NC 27514-5705
 (p) 919 969-5010 (f) 919 969-2063
www.townofchapelhill.org/economic_development

Economic Development Information obtained from the Town’s Community Survey

Q25: Using a five-point scale where 5 means “much too slow” and 1 means “much to fast” please rate the Town’s current pace of development in each of the following areas (without don’t know).

| | | <u>2010</u> | | <u>2012</u> | |
|--------------|------------------------|-------------|------------------------|-------------|--|
| Office | Much too slow to Slow | 19.5% | Much too slow to Slow | 18.6% | |
| | Just right | 36.4 | Just right | 32.1% | |
| | Fast too much too Fast | 44 | Fast too much too Fast | 23.4% | |
| Multi-Family | Much too slow to Slow | 17.9% | Much too slow to Slow | 21.4% | |
| | Just right | 33.7 | Just right | 27.8% | |
| | Fast too much too Fast | 48.4 | Fast too much too Fast | 29.3% | |
| Retail | Much too slow to Slow | 42.7% | Much too slow to Slow | 44.2% | |
| | Just right | 30.6 | Just right | 26.7% | |
| | Fast too much too Fast | 26.7 | Fast too much too Fast | 15.9% | |

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

| | | <u>2010</u> | | <u>2012</u> | |
|-----------------------------------|-------|-----------------------------------|-------|-------------|--|
| Every day to Once a week | 66.1% | Every day to Once a week | 69% | | |
| Few times a month to seldom/never | 33.4 | Few times a month to seldom/never | 30.5% | | |
| No response | .6 | No response | .5% | | |

Q27: Do you feel that a redeveloped downtown is an important part of the Town’s economic development strategy?

| | <u>2010</u> | <u>2012</u> |
|-----------------------------|-------------|-------------|
| Essential to Important | 73.1% | 69.7% |
| Not sure | 15.8 | 13.8% |
| Not important – Detrimental | 10.7 | 14.5% |
| Don’t Know | .4 | 2% |

Q28: In general, how supportive are you of having the Town use incentives to attract and expand retail, science, & technology, research and regional office companies?

| | <u>2010</u> | <u>2012</u> |
|-------------------------------|-------------|-------------|
| Very to somewhat supportive | 67.2% | 73.7% |
| Not sure | 17.9 | 14.2% |
| Not supportive to no response | 15 | 12.2% |

Q30: The Town may have capacity to issue general obligation bond that would require a tax increase to fund capital projects. How likely would you be to vote in favor of issuing general obligation bonds to fund: (without don’t know)

| | <u>2010</u> |
|--|-------------|
| Re-development of downtown- Very likely to somewhat likely | 54.6% |
| Not likely | 45.5 |

Q29 Of these Capital Improvements, which three would you select as the most important? (top three)

2012



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| | | |
|---|-----|--------|
| Re-development of Downtown | 253 | 41.7 % |
| Additional bicycle lanes/off-road paths | 224 | 36.9 % |
| Transit - Regional transit services | 192 | 31.6 % |

Q39: Where do you work?

| | <u>2010</u> | <u>2012</u> |
|----------------|--------------------|--------------------|
| Chapel Hill | 46.8% | 33.6% |
| Carrboro | 2.7 | 2.1 |
| Orange Co. | 2.7 | 1.5 |
| Raleigh | 9.7 | 4.1 |
| Durham | 35.6 | 20.9 |
| Cary | 1.6 | 1.5 |
| Apex | .5 | .3 |
| Greensboro | .5 | .5 |
| Somewhere else | 4.7 | 4.1 |