

*Section 1:*  
*Charts and Graphs*

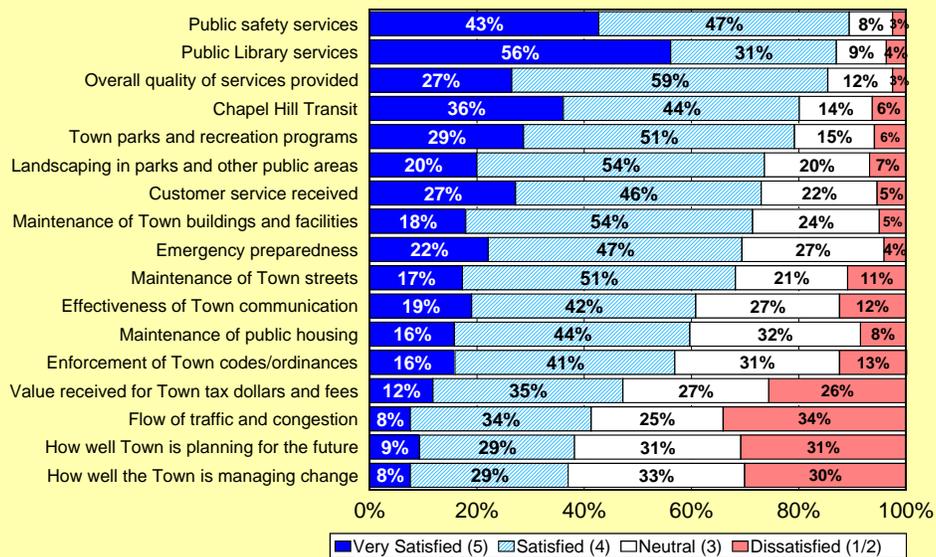
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# OVERALL RATINGS

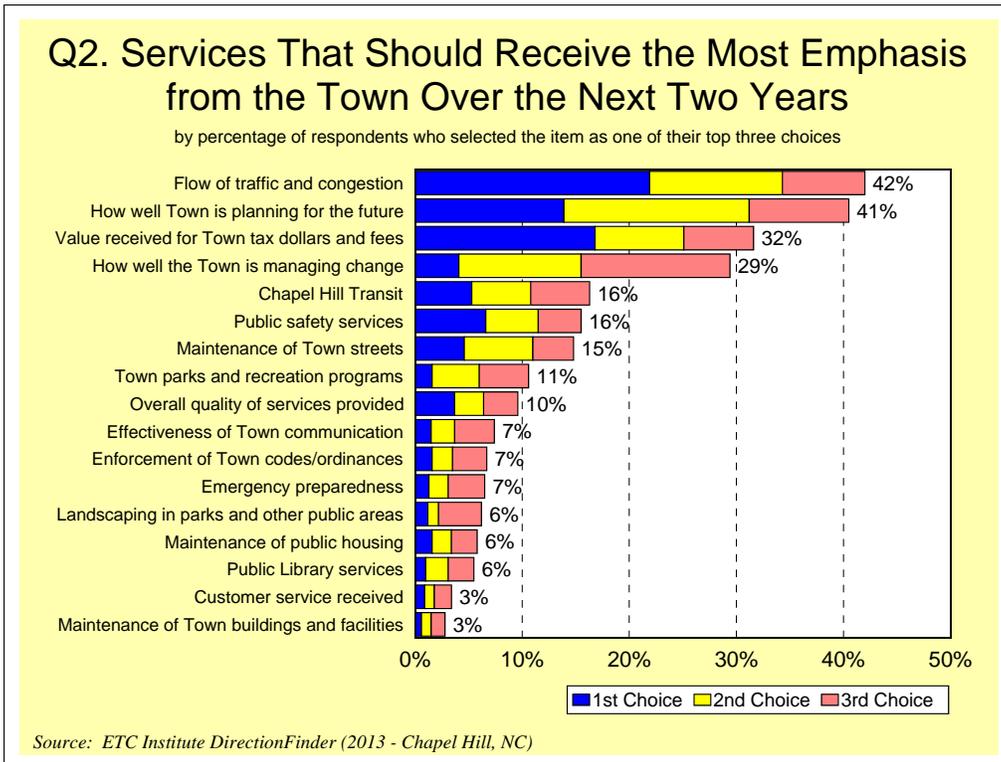
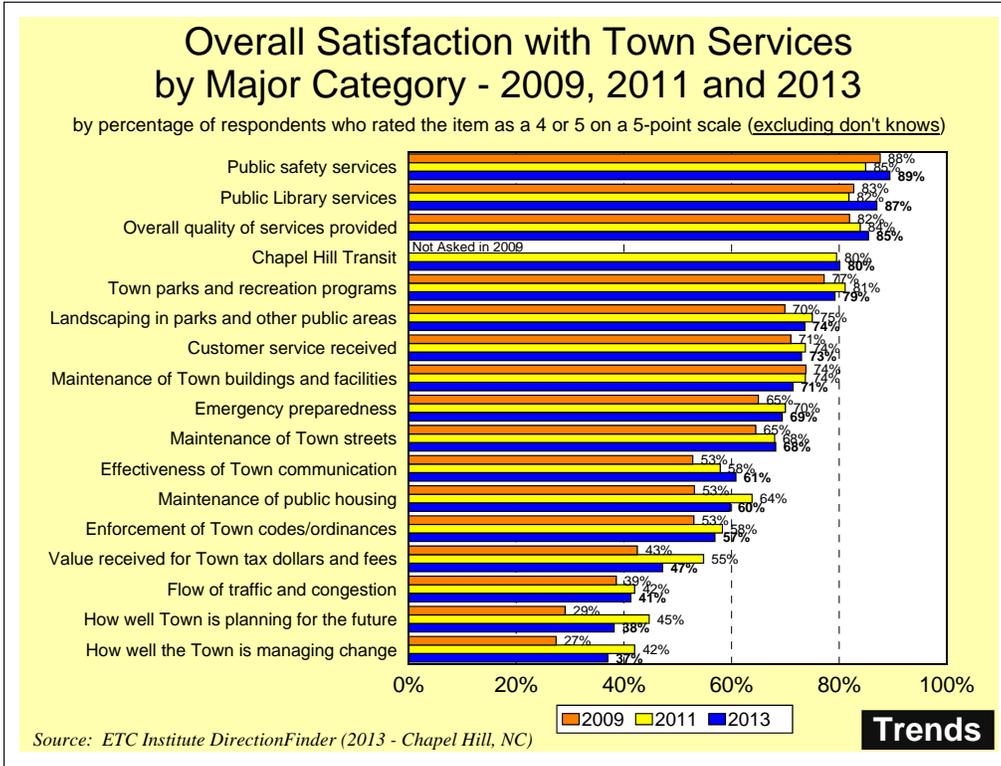
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

## 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)

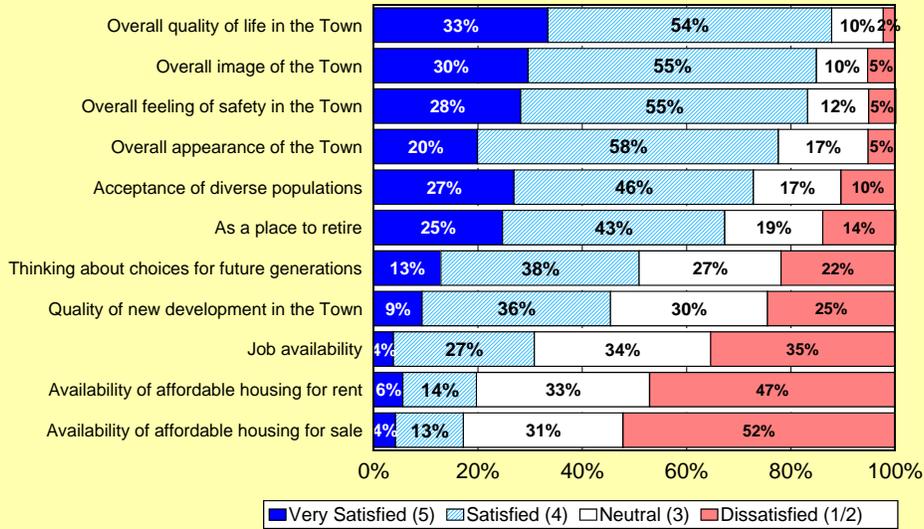


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)



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

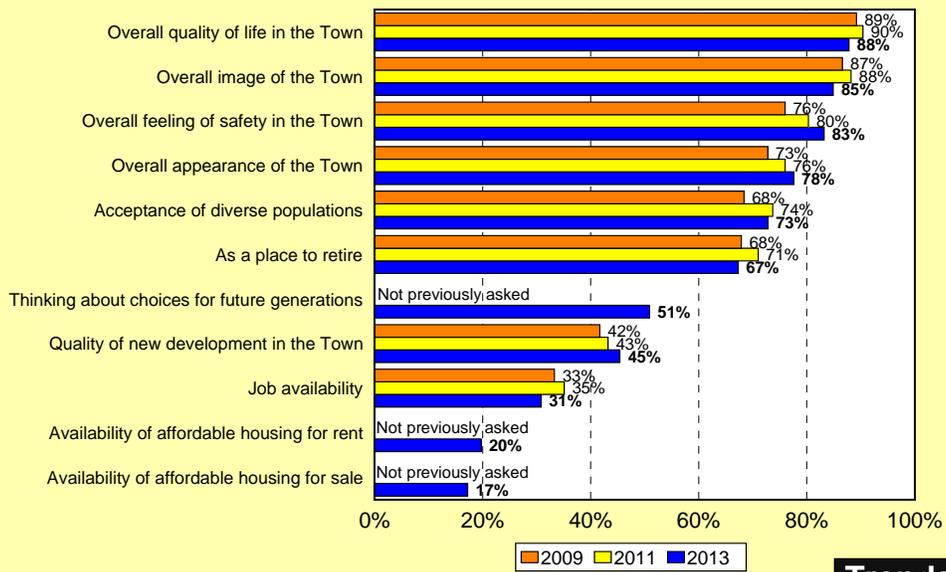
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

### Items that Influence the Perception Residents 2009, 2011 and 2013

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)

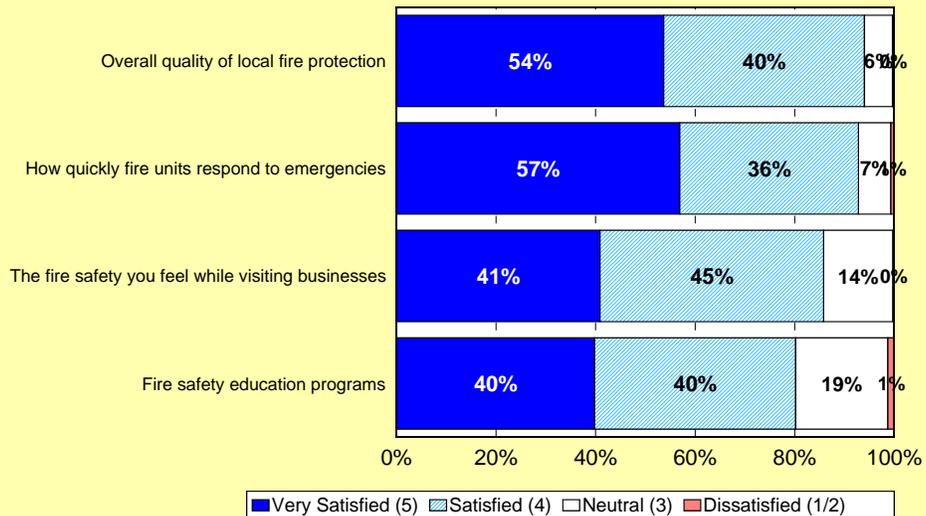
**Trends**

# PUBLIC SAFETY

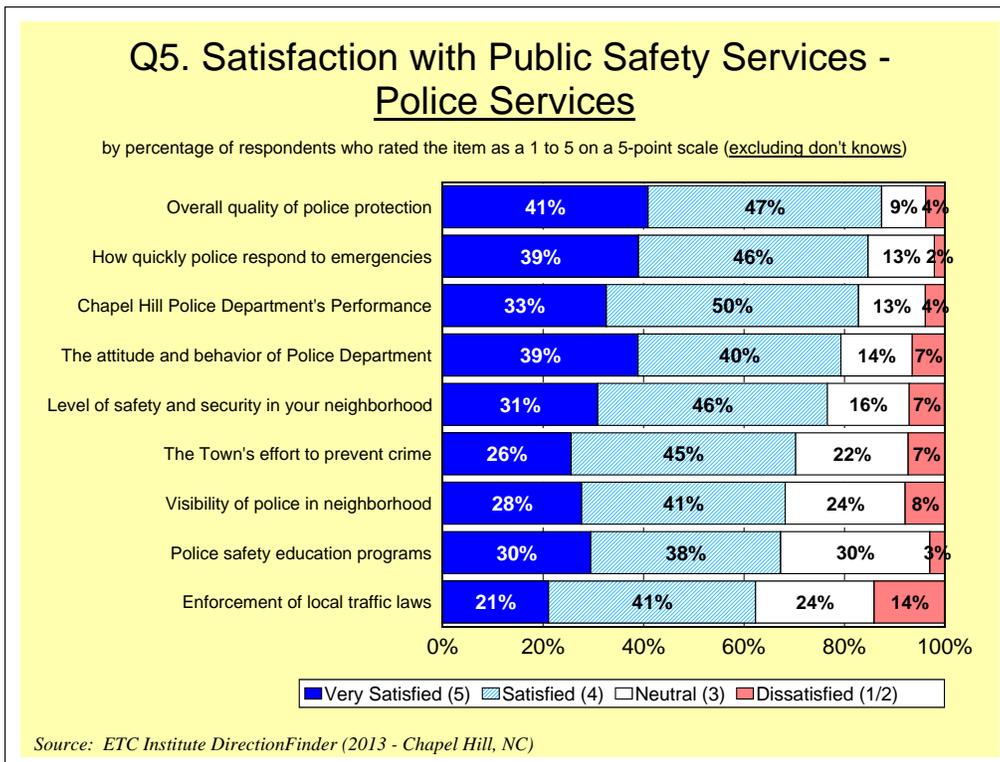
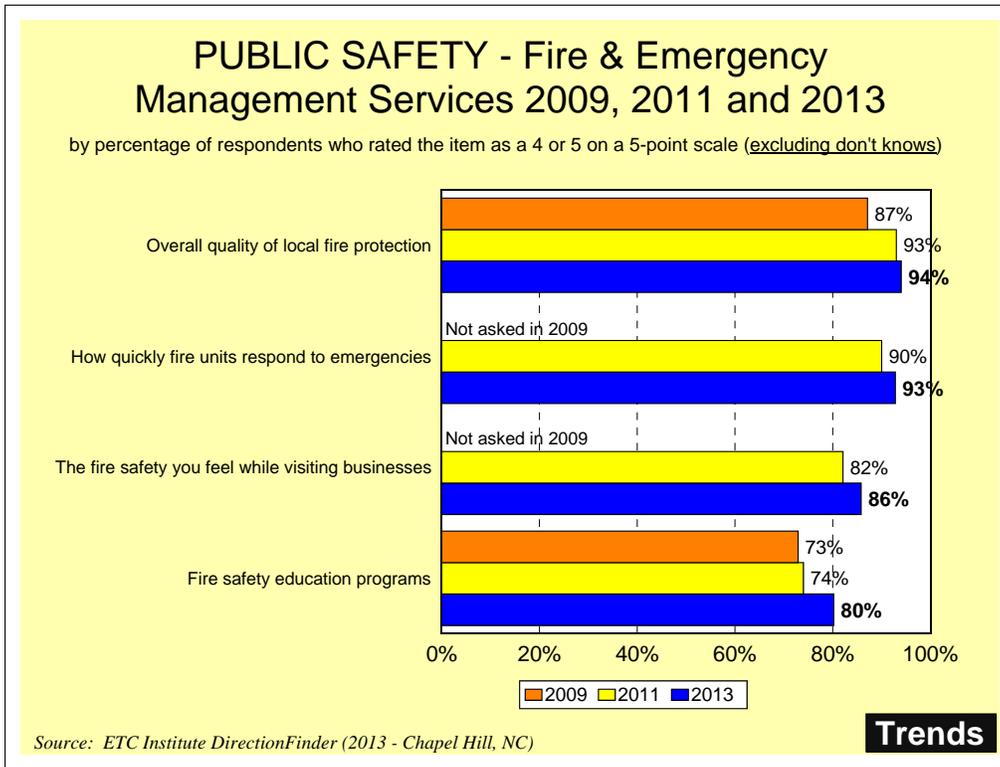
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

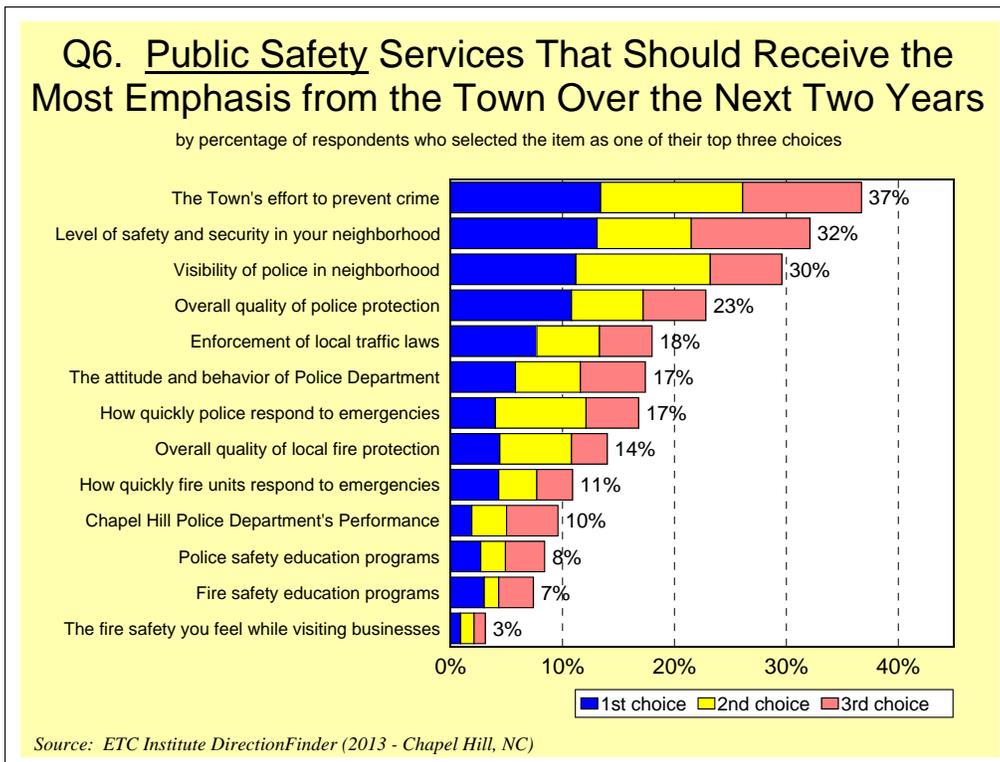
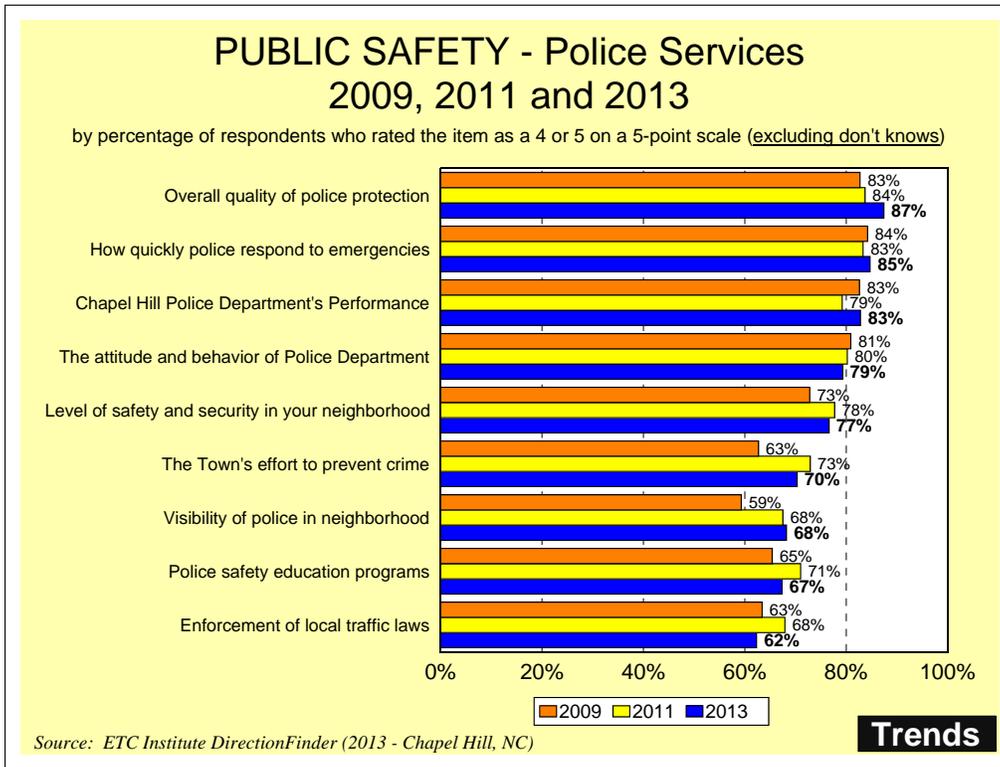
## Q4. Satisfaction with Public Safety Services - Fire & Emergency Management Services

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



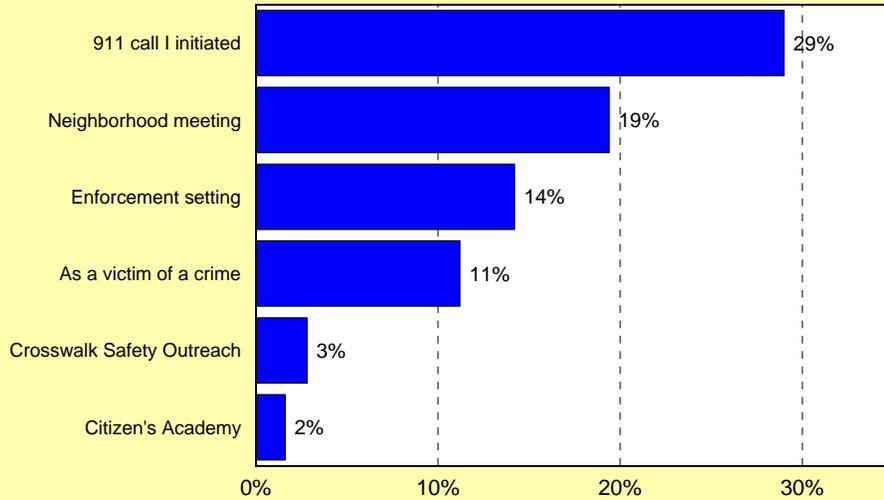
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)





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

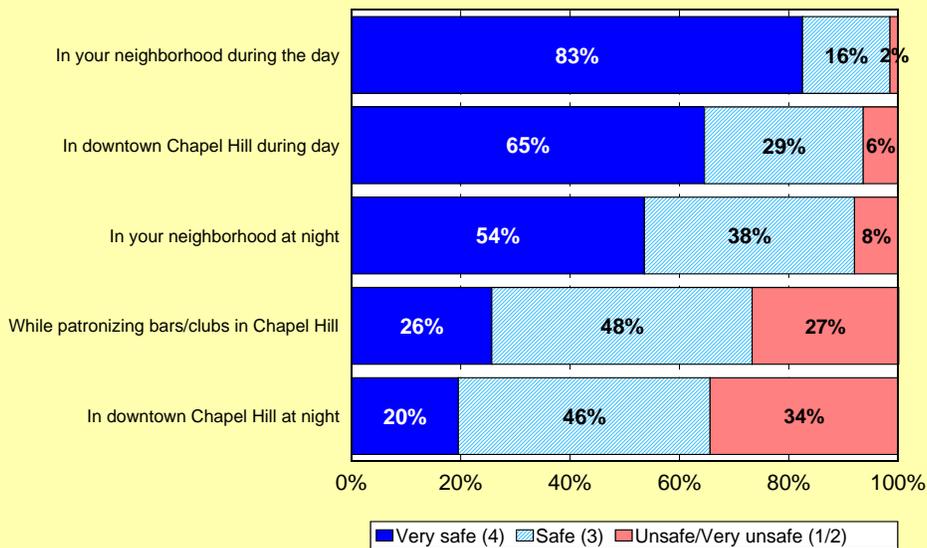
by percentage of respondents (multiple choices could be made)



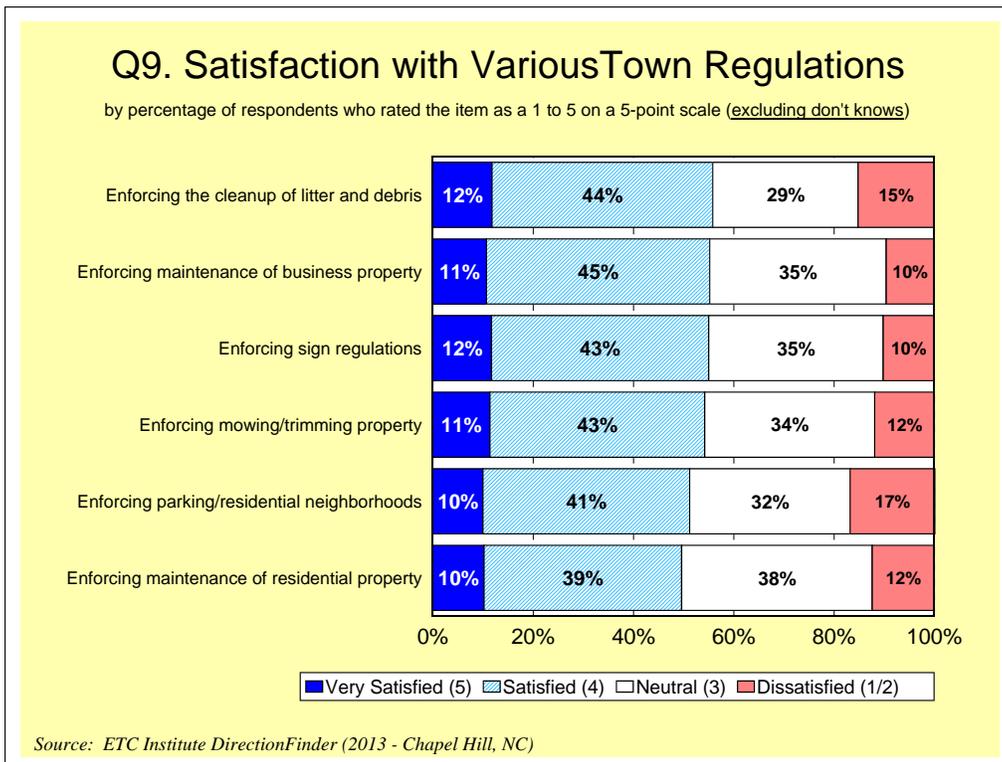
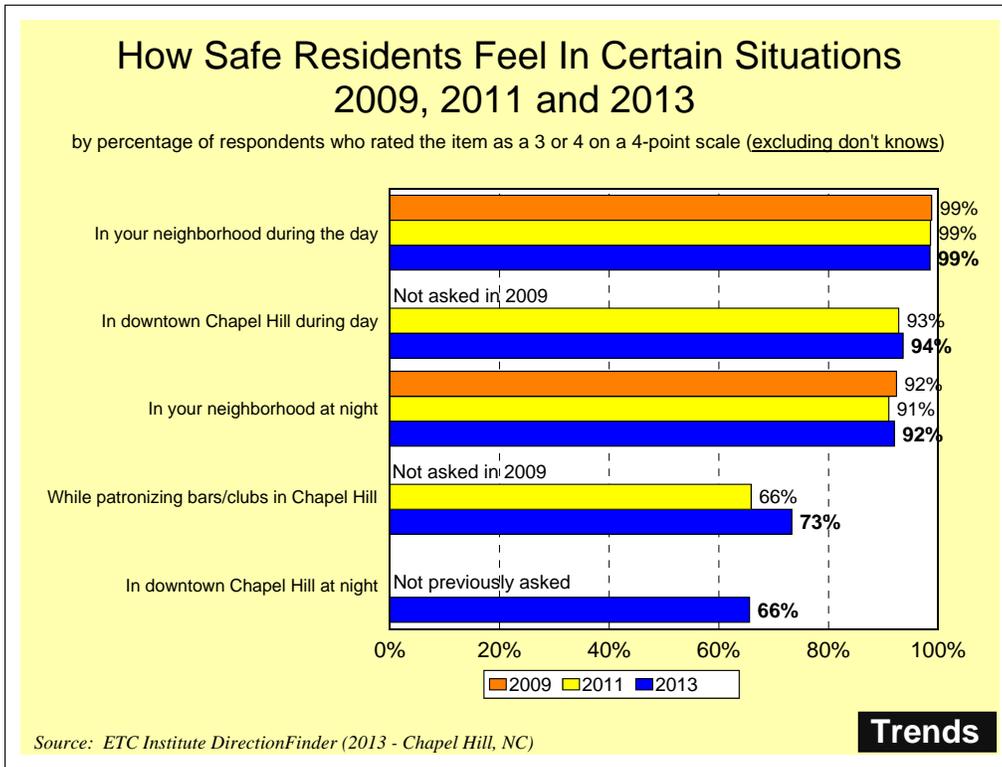
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

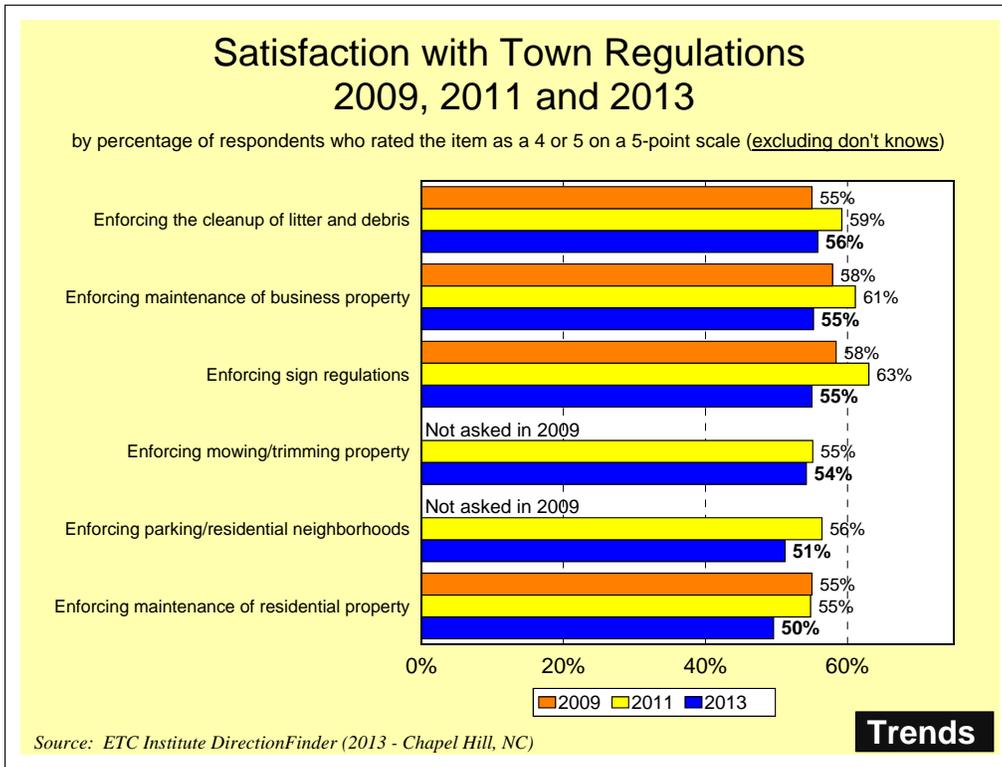
### Q8. How Safe Residents Feel In Certain Situations

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 (2013 - Chapel Hill, NC)



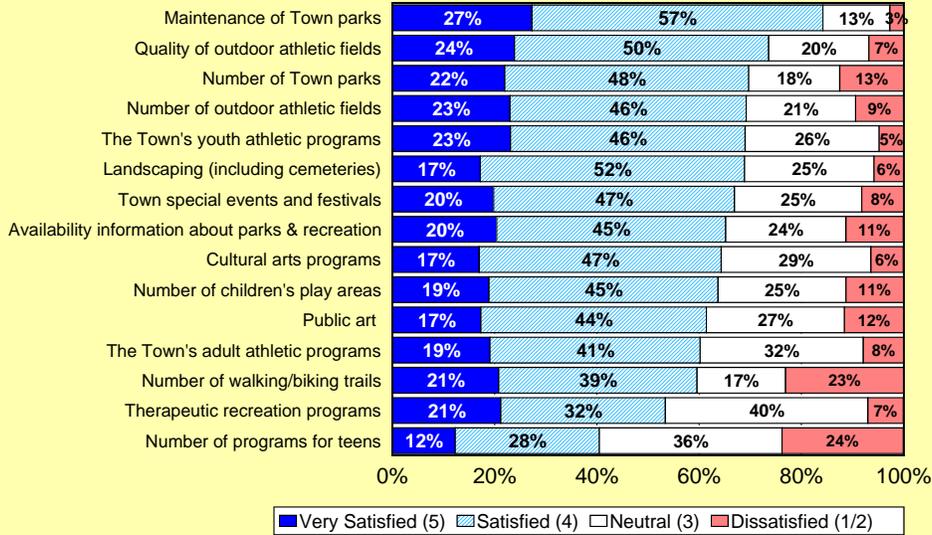


# PARKS & RECREATION

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

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

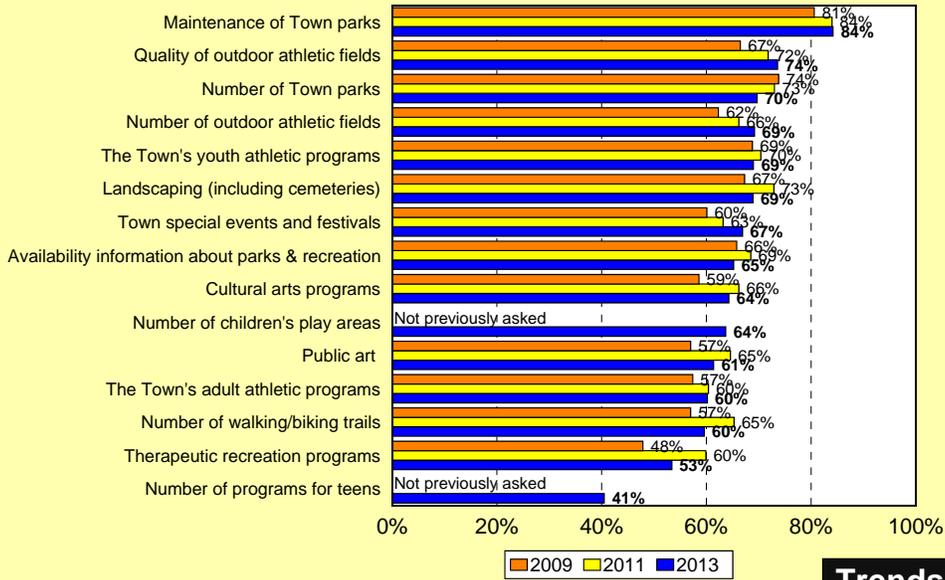
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

### Various Aspects of Parks and Recreation 2009, 2011 and 2013

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

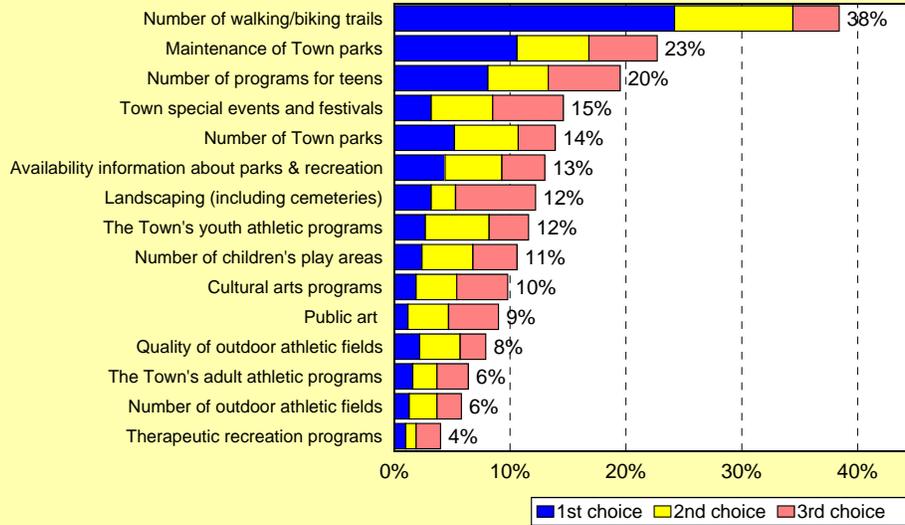


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**

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

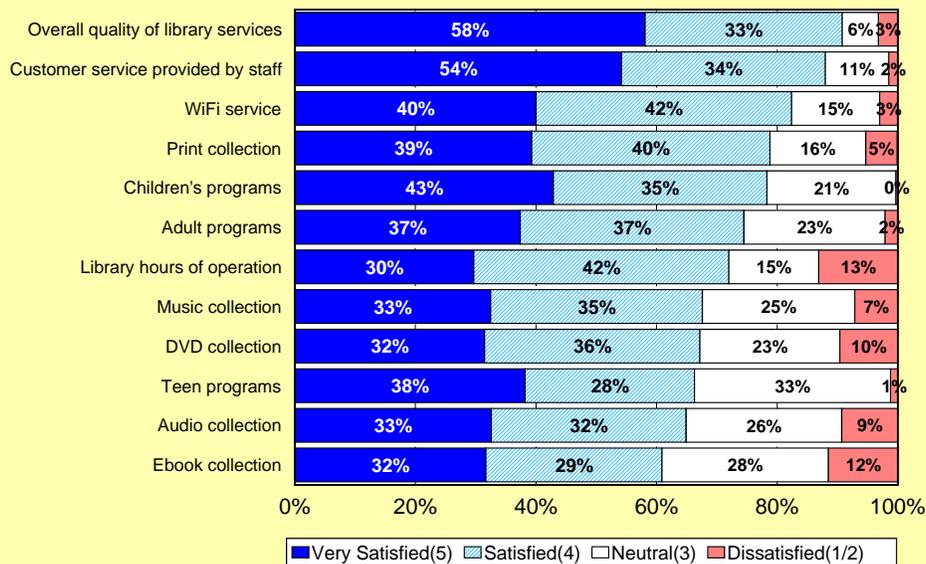
by percentage of respondents who selected the item as one of their top three choices



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

### Q12. Satisfaction with Library Services

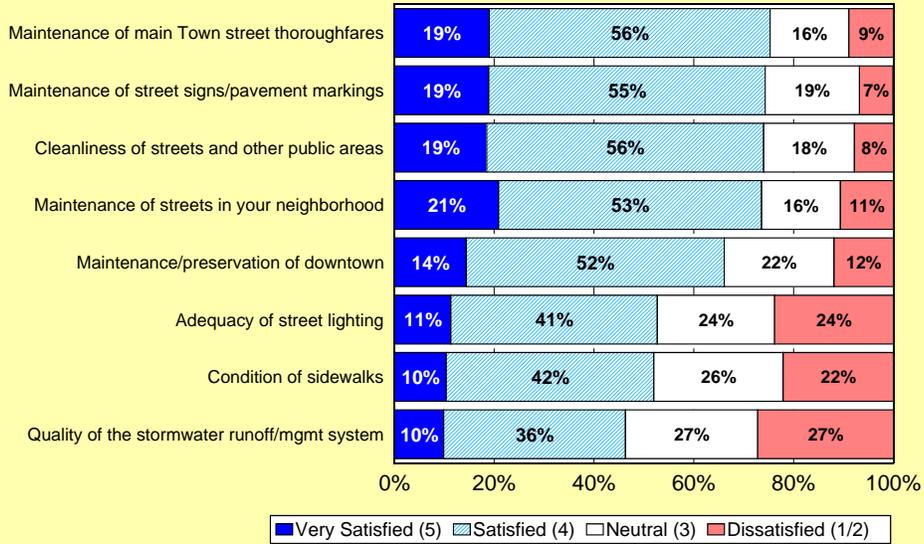
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

### Q13. Satisfaction with Public Works

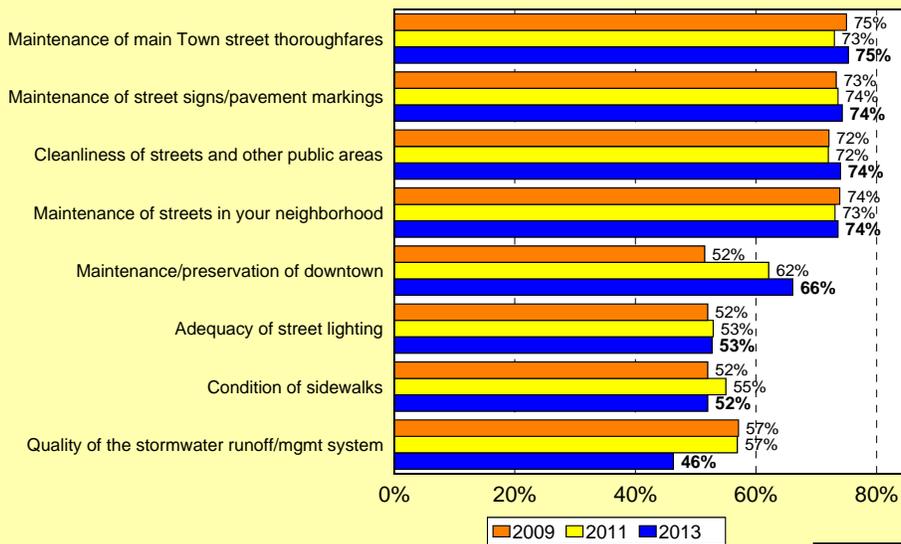
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

### PUBLIC WORKS 2009, 2011 and 2013

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

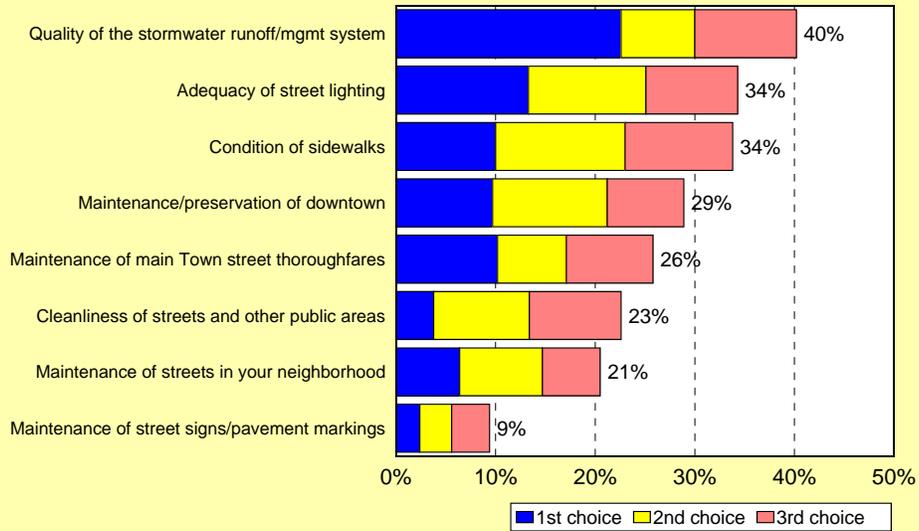


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**

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

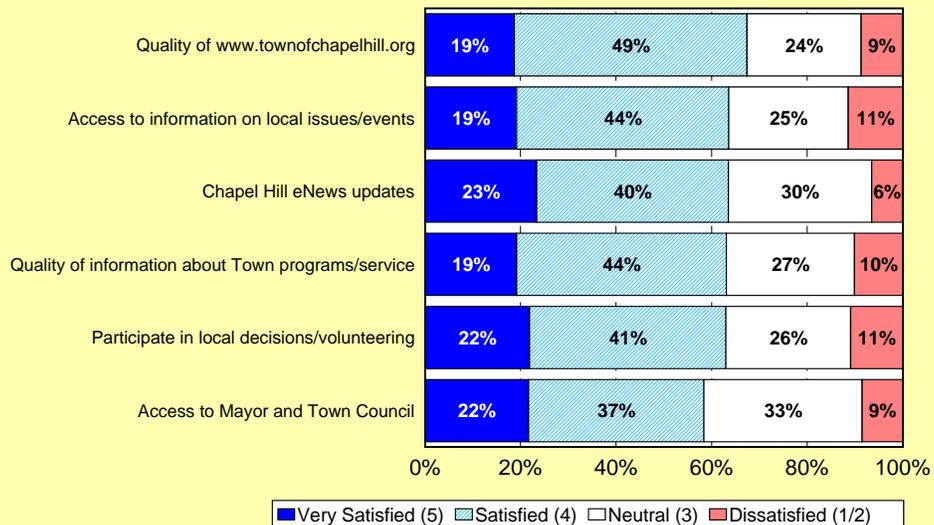
by percentage of respondents who selected the item as one of their top three choices



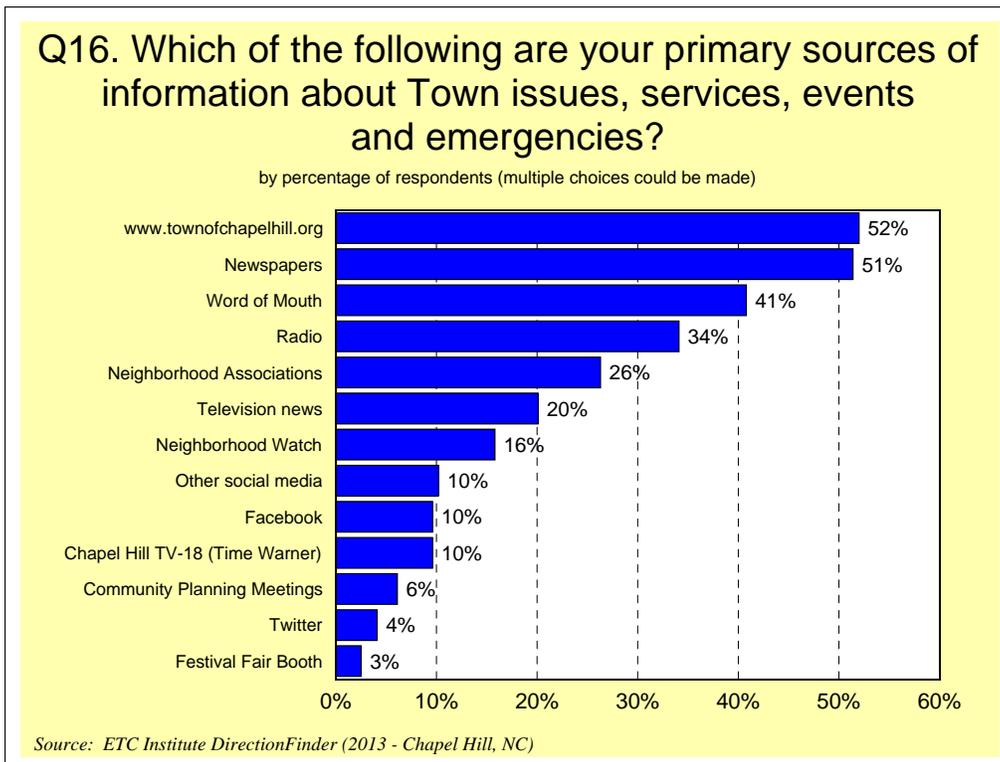
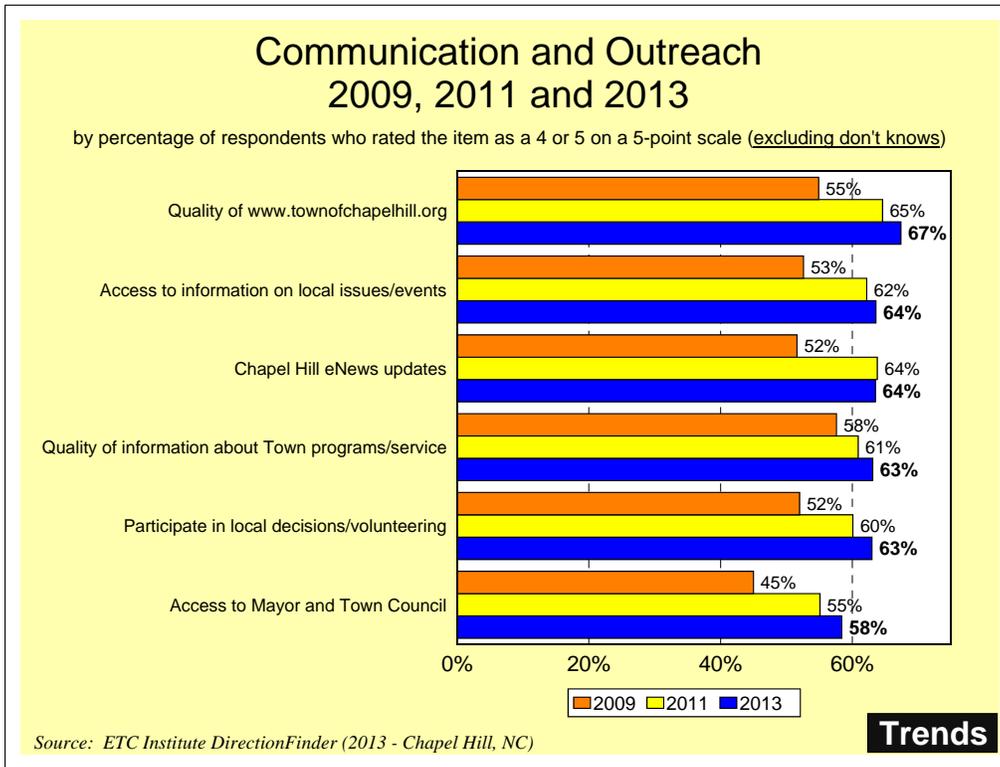
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### 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)

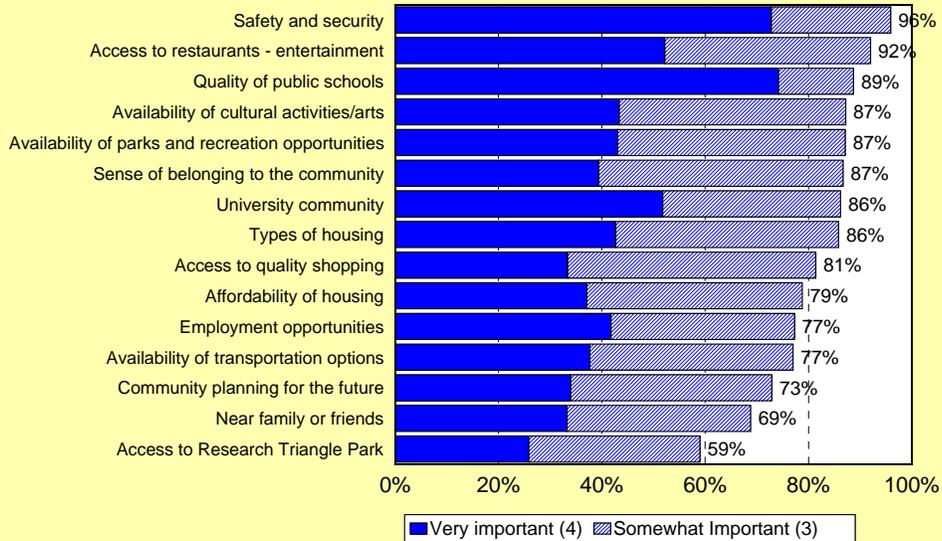


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)



### Q17. Importance of Various Factors in your Decision to Live in Chapel Hill

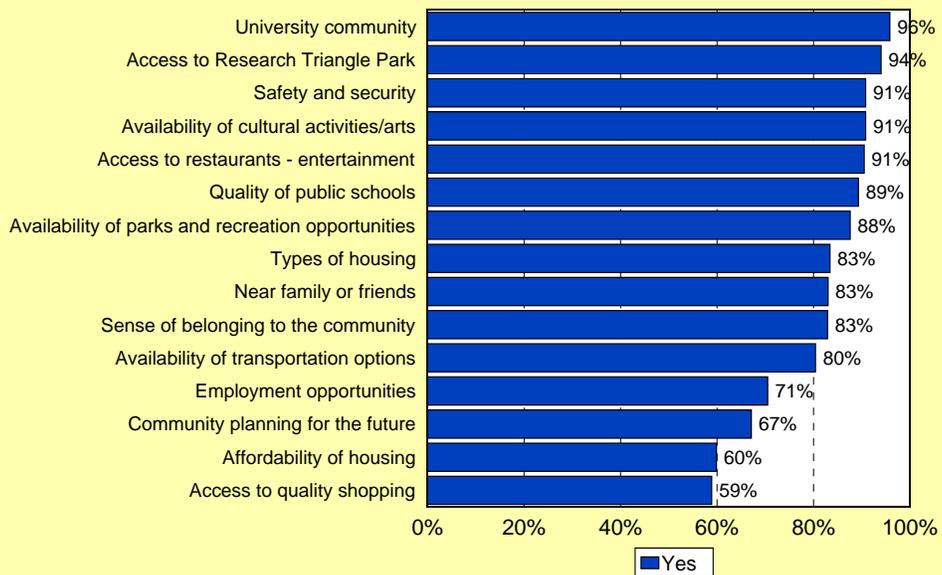
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



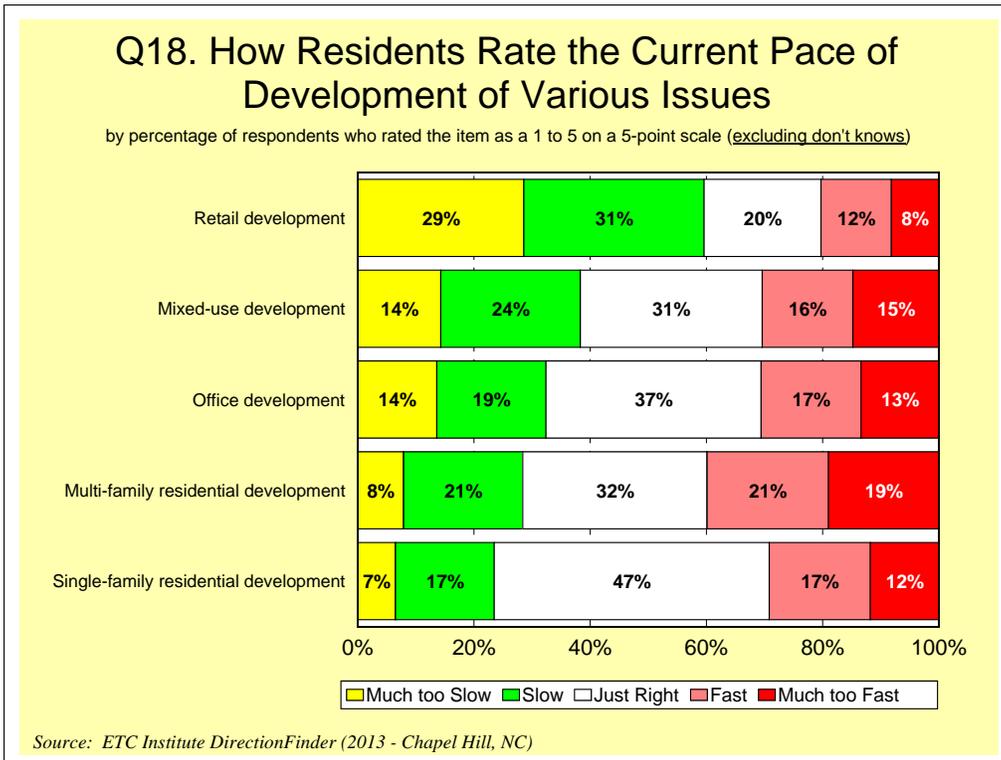
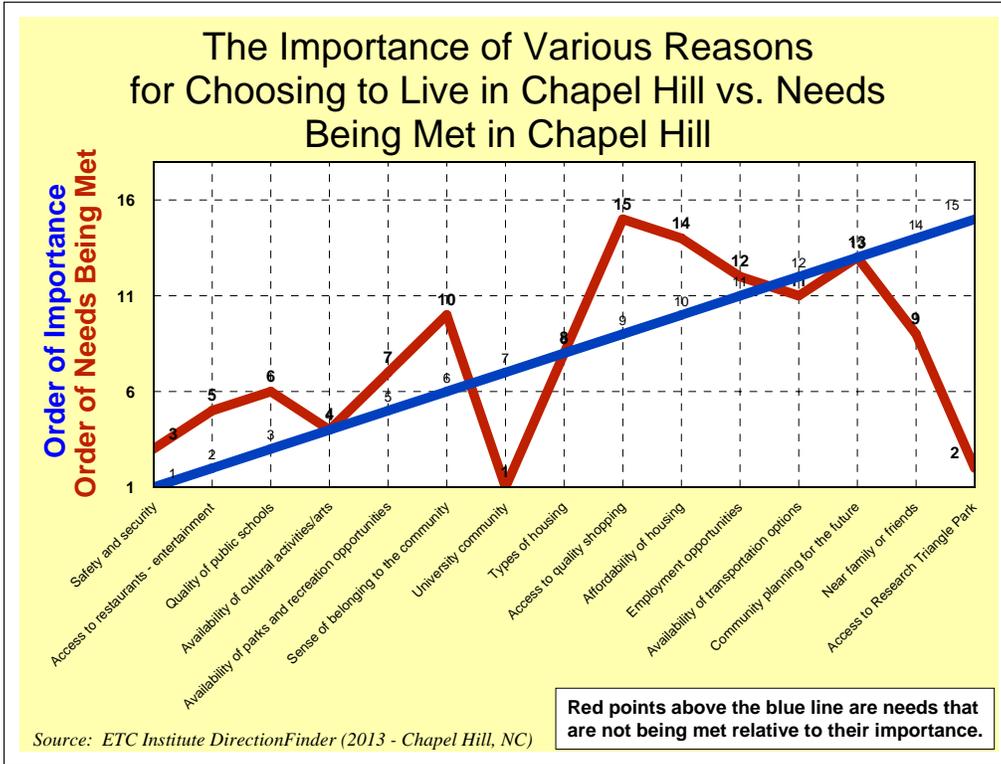
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q17. Are your needs being met in Chapel Hill?

by percentage of respondents (excluding don't knows)

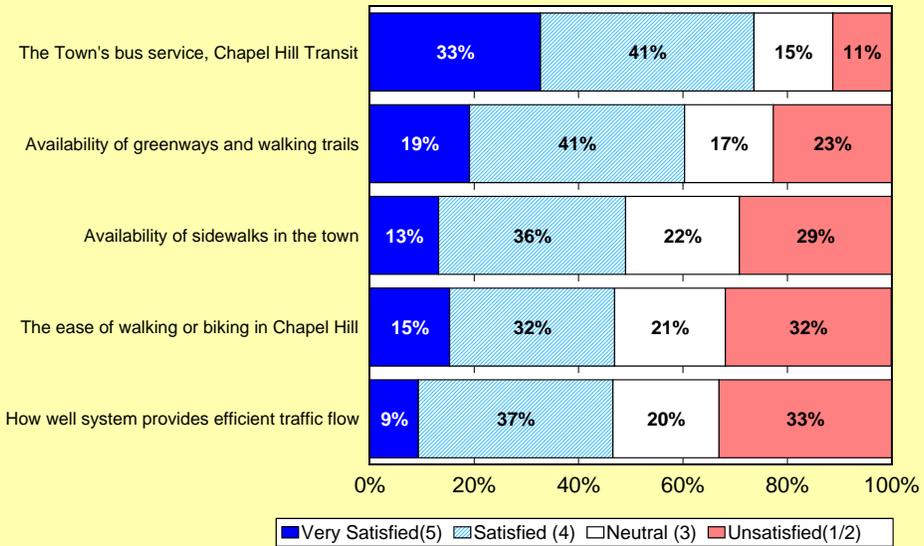


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)



### Q19. Satisfaction with Transportation in Chapel Hill

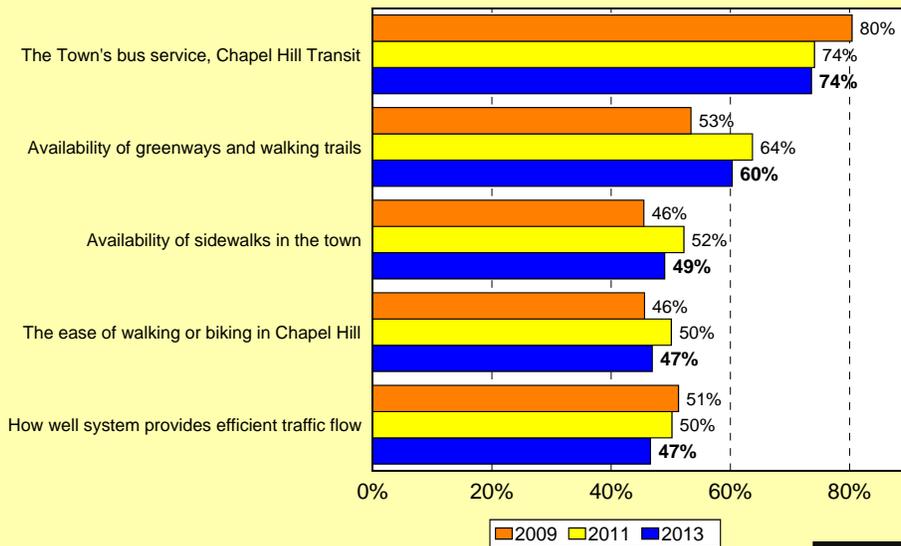
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

### Transportation Services 2009, 2011 and 2013

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

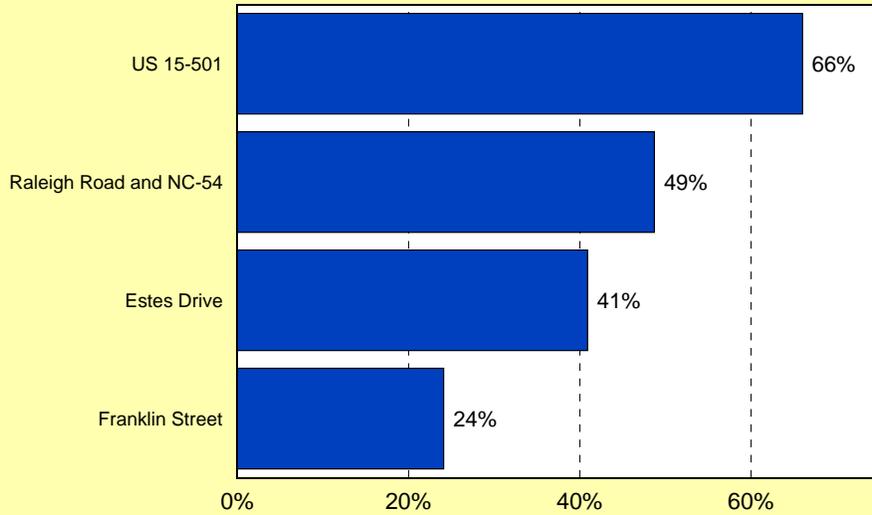


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**

**Q20. In your experience, which are the most congested east-west roads?**

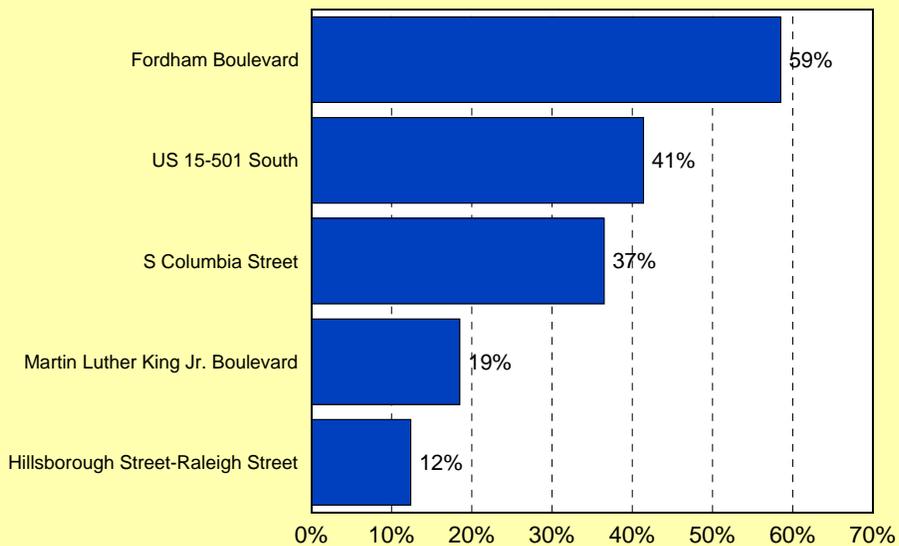
by percentage of respondents (sum of top two choices)



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

**Q21. Which are the most congested north-south roads?**

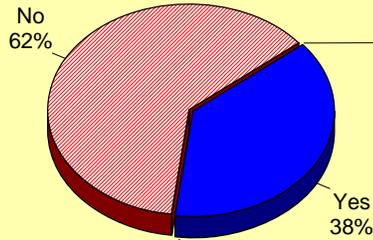
by percentage of respondents (sum of top two choices)



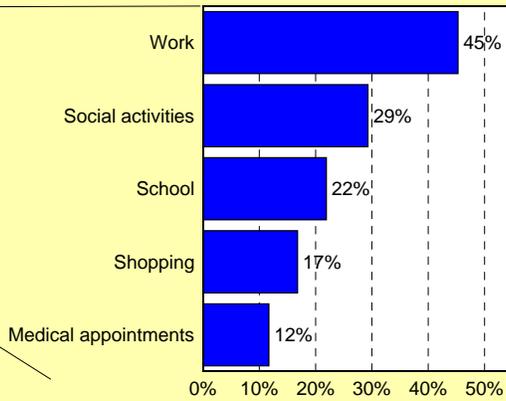
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Q22. Do you or does any member of your household use Chapel Hill Transit?**

by percentage of respondents



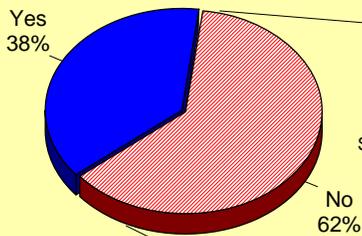
**Q22a. The Primary Reason for Taking the Bus**



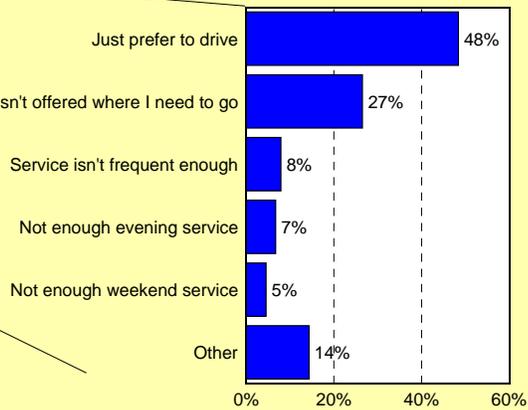
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Q22. Do you or does any member of your household use Chapel Hill Transit?**

by percentage of respondents



**Q22b. The Primary Reason for Not Using Chapel Hill Transit**

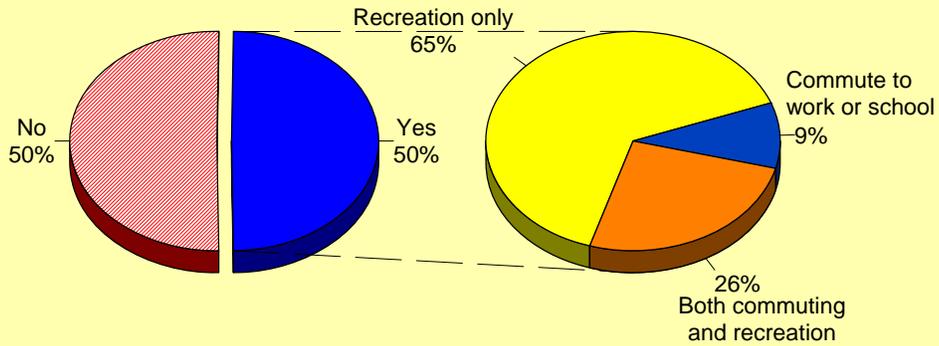


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

Q23. Does anyone in your household ride a bicycle?

by percentage of respondents

Q23a. For what purpose do they ride a bike?

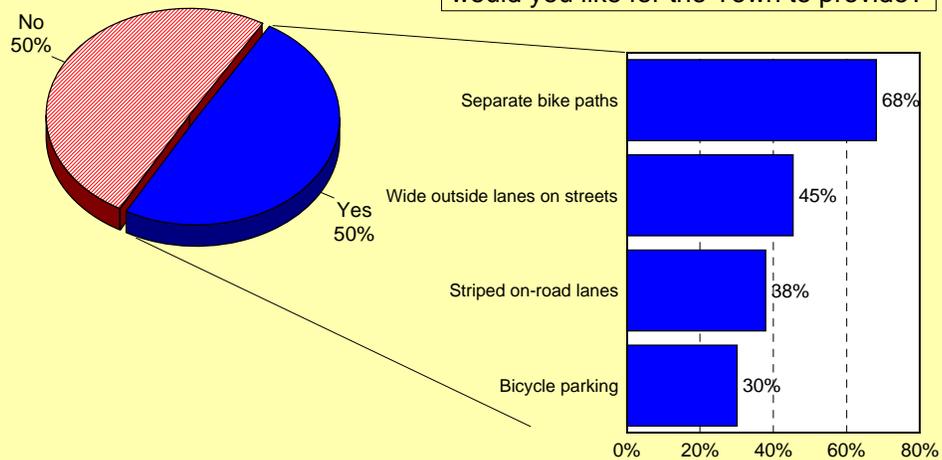


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

Q23. Does anyone in your household ride a bicycle?

by percentage of respondents

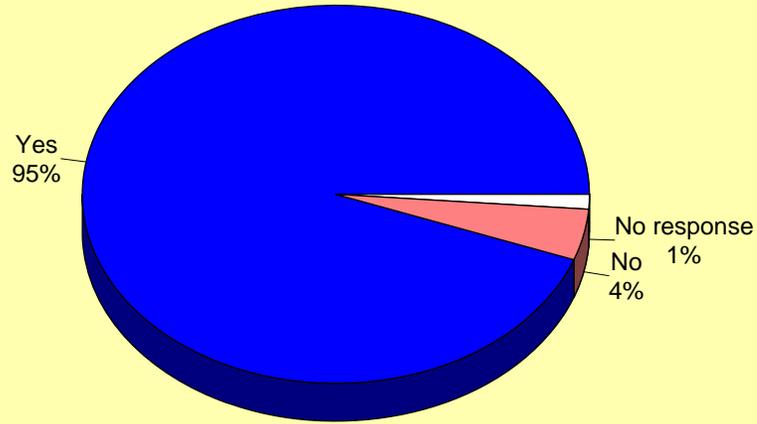
Q23b. What type of bicycle amenities would you like for the Town to provide?



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

### Q24. Within the Town limits, do you feel safe driving?

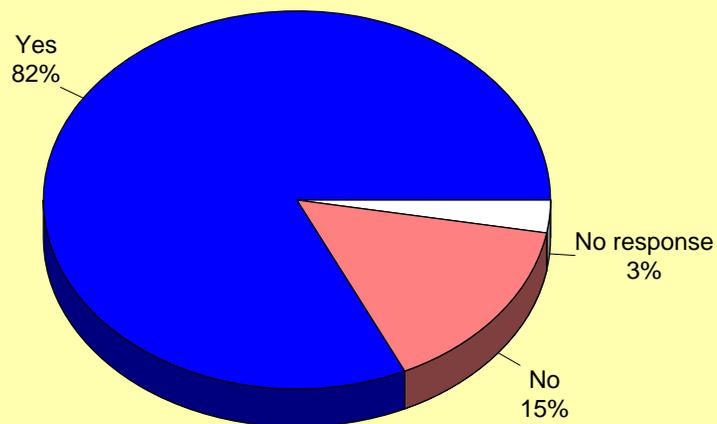
by percentage of respondents



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

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

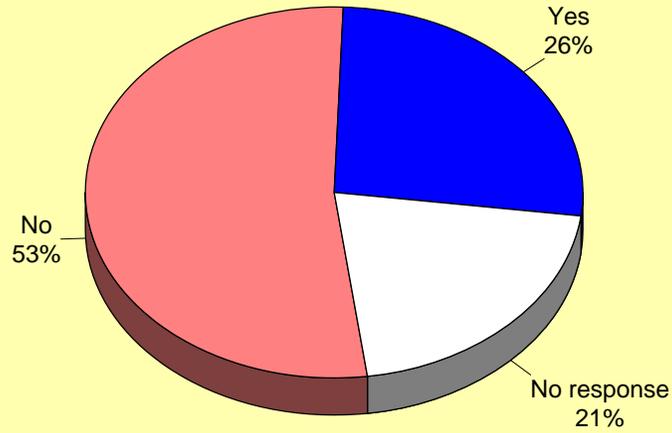
by percentage of respondents



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

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

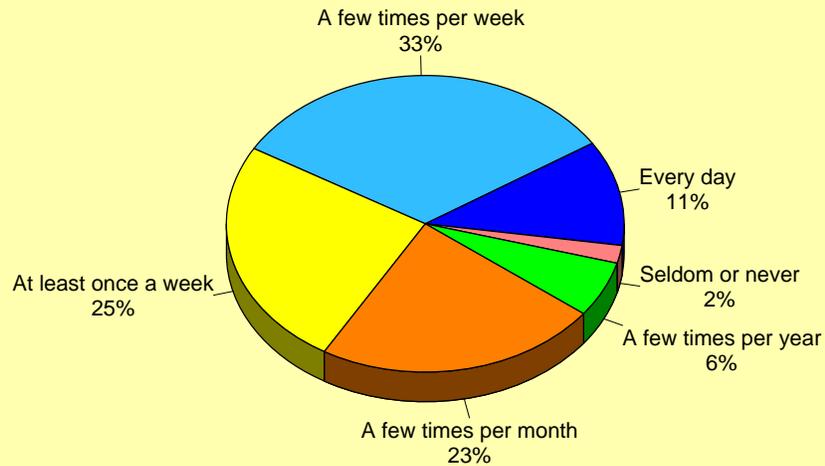
by percentage of respondents



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

### Q27. How often do you typically go outside Chapel Hill Town limits to shop?

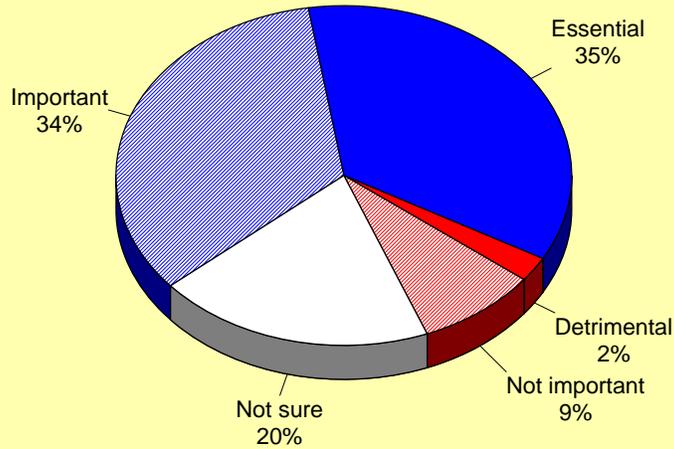
by percentage of respondents



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

**Q28. Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?**

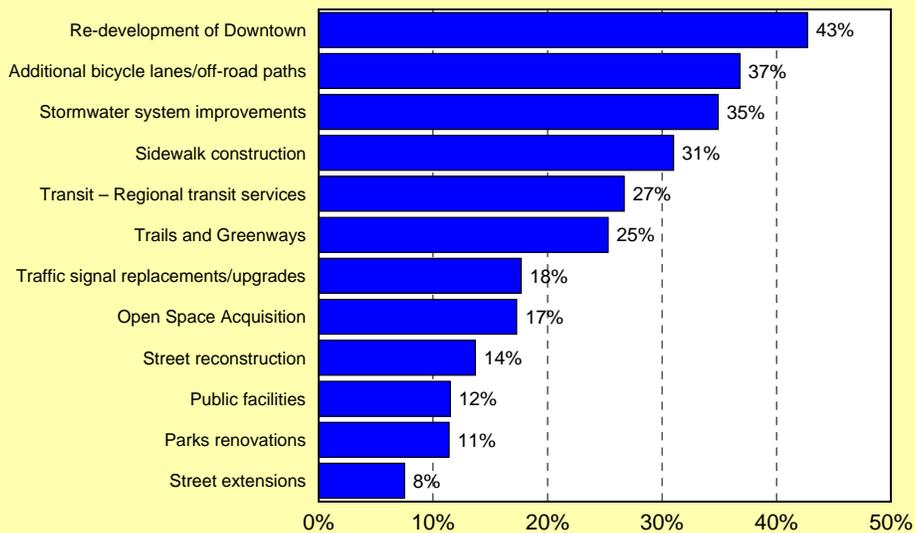
by percentage of respondents



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

**Q29. Capital Improvements That Are Most Important to Residents**

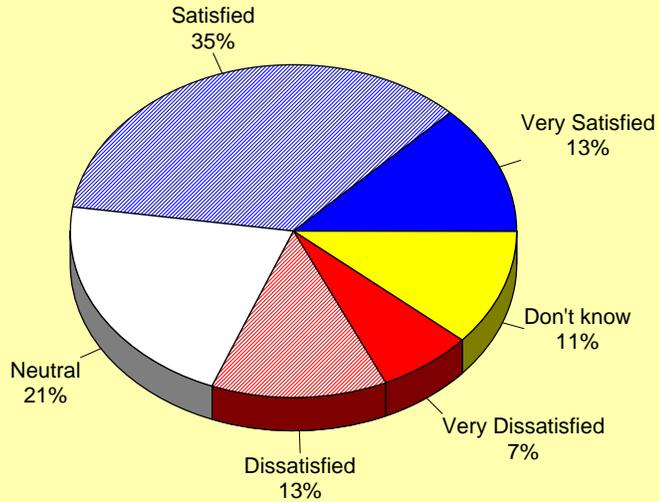
by percentage of respondents (sum of top three choices)



Source: ETC Institute DirectionFinder (2013 - 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?

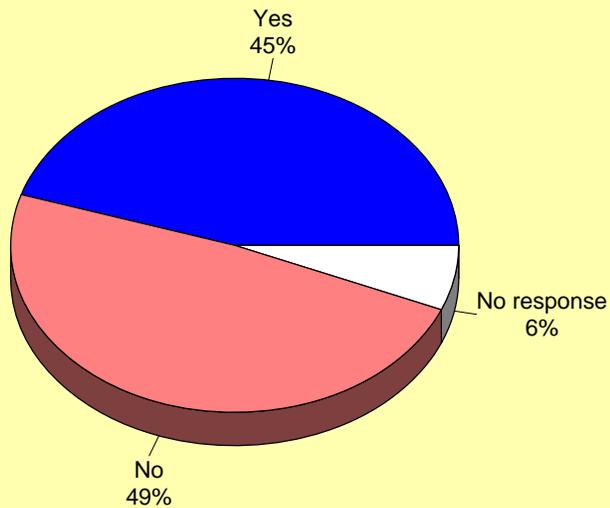
by percentage of respondents



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

Q31. Do you feel your voice matters in Town decision making?

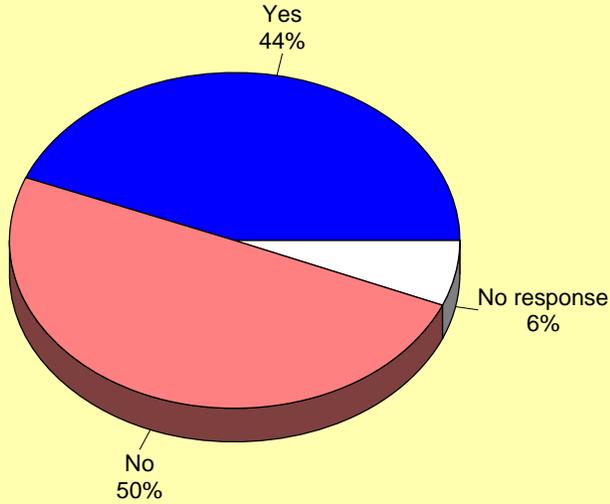
by percentage of respondents



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

### Q32. Do you feel your voice can influence change in Chapel Hill?

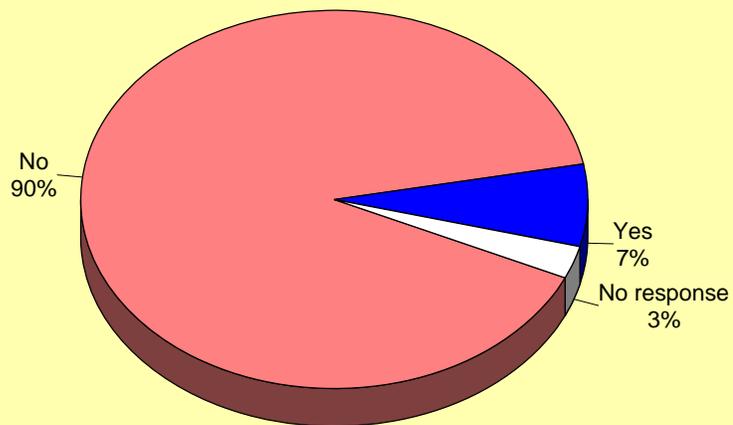
by percentage of respondents



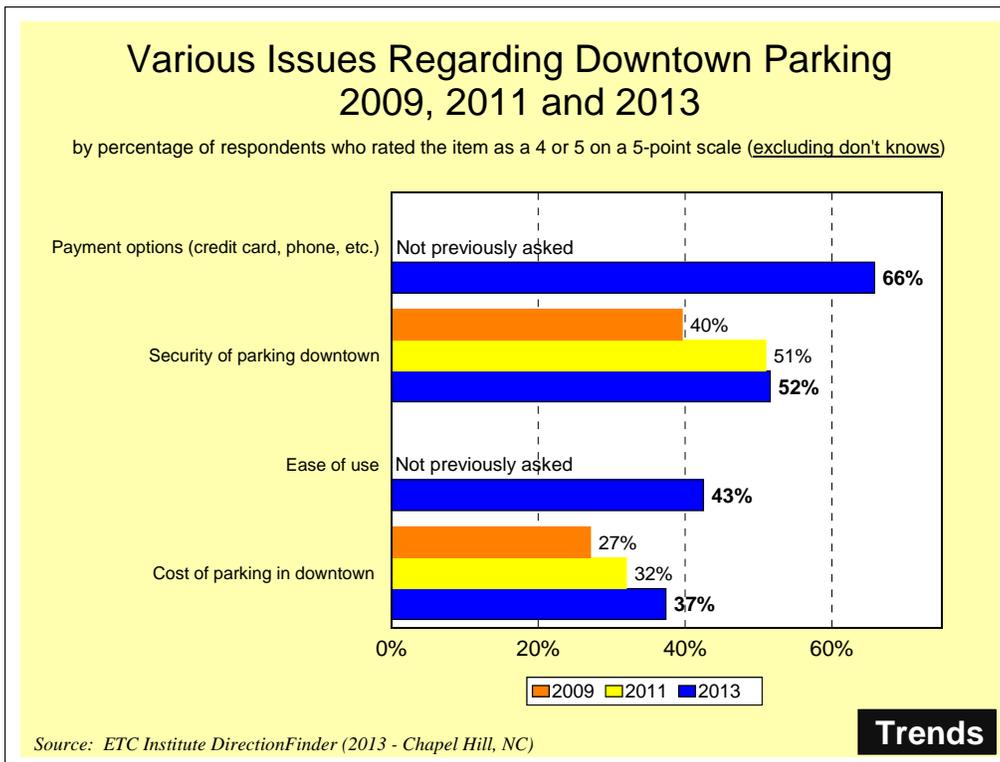
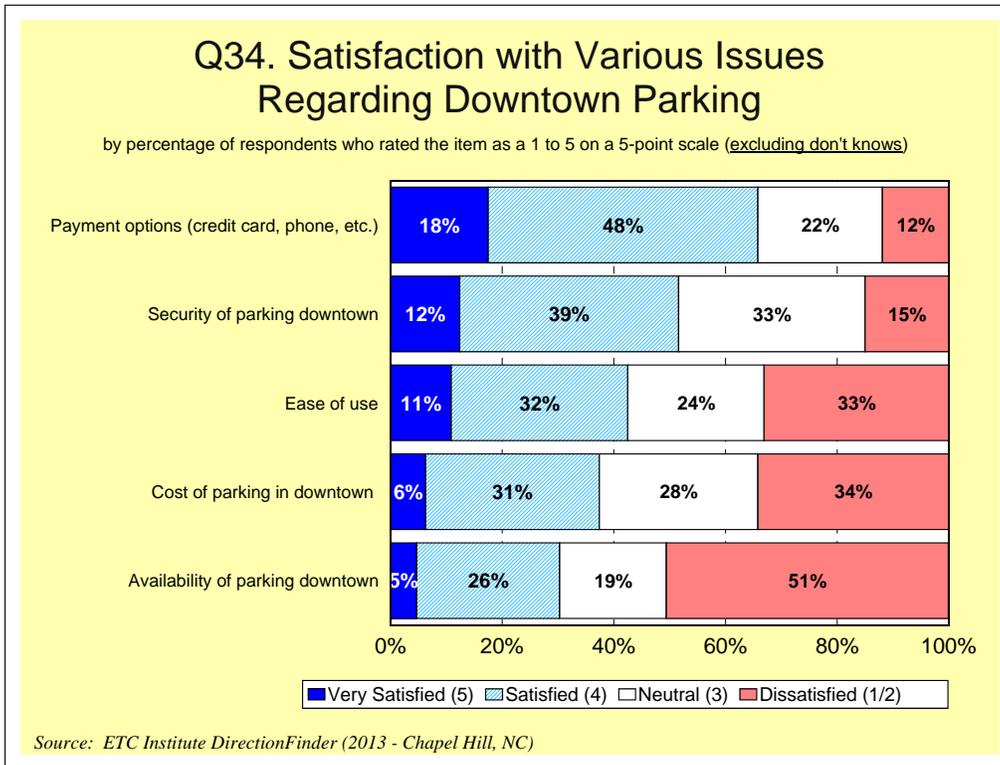
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q33. Are you aware of, or have you participated in, the Town's Youth Initiative?

by percentage of respondents

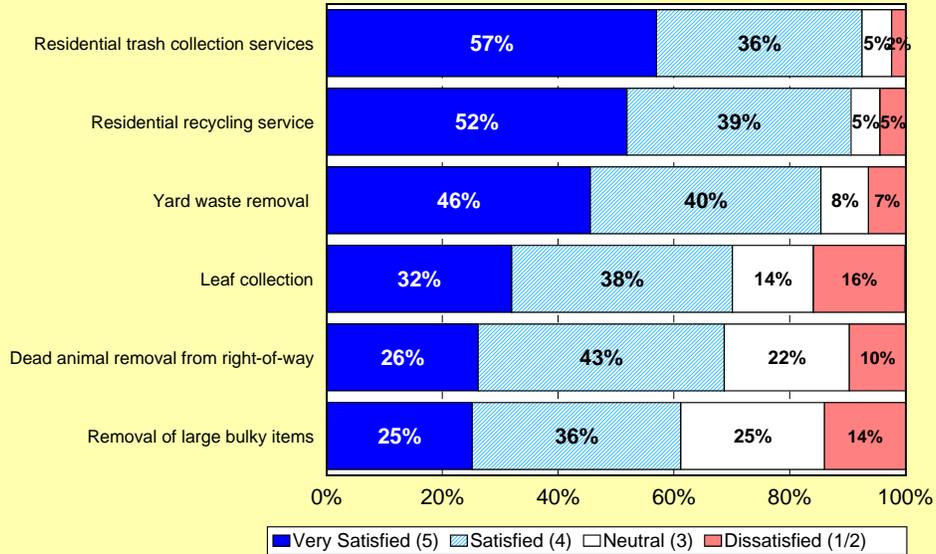


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)



### Q35. Satisfaction with Issues Regarding Trash Service

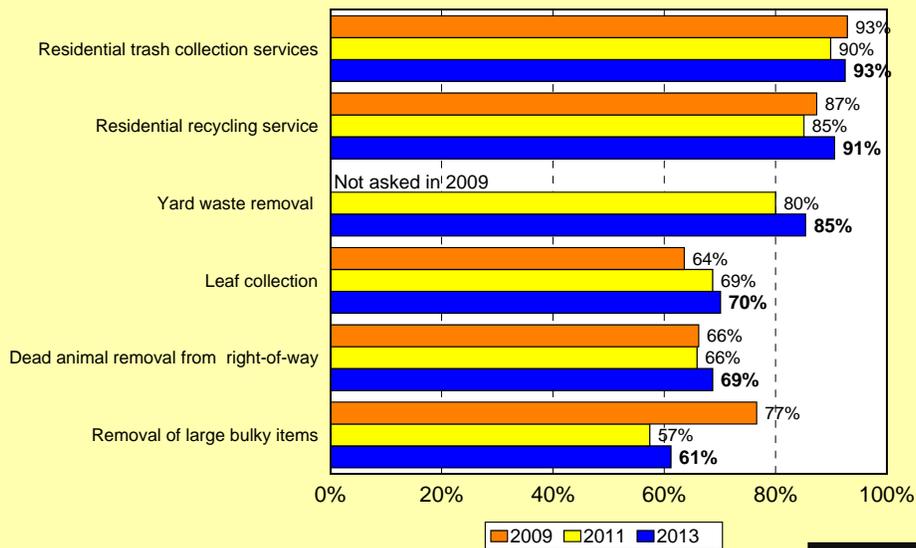
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

### Various Issues Regarding Trash Service 2009, 2011 and 2013

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



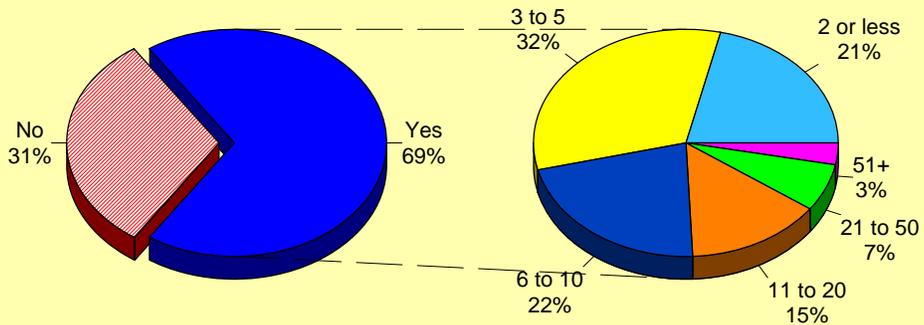
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**

**Q36. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?**

by percentage of respondents

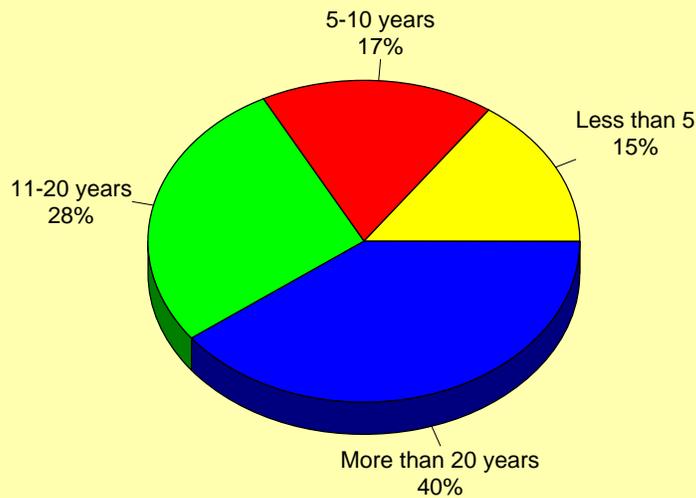
**Q36a. How many times a year do you take items to be recycled?**



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

**Q37. Demographics: How Many Years Have You Lived in the Town of Chapel Hill?**

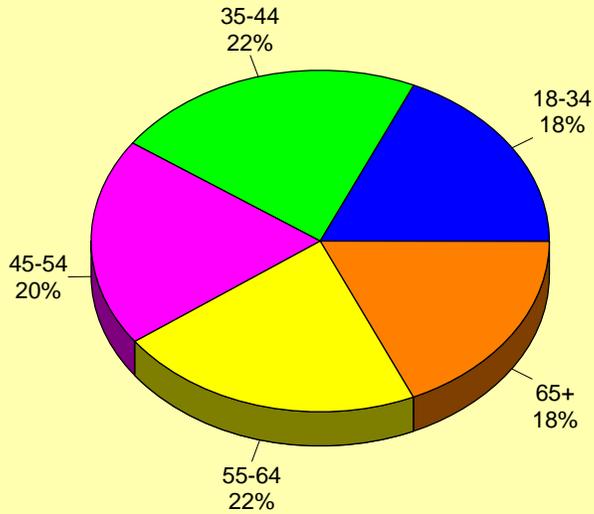
by percentage of respondents



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

### Q38. Demographics: Age of Respondents

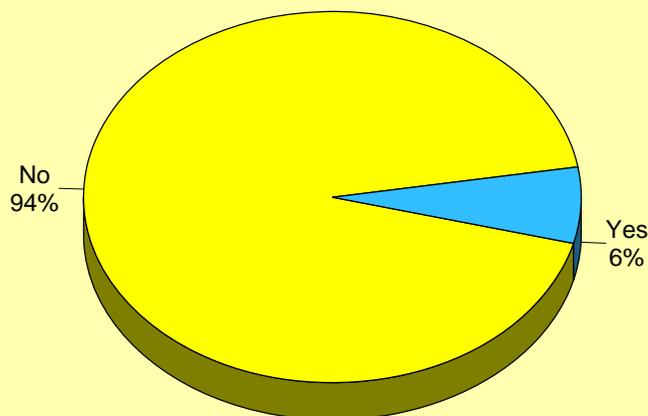
by percentage of respondents



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

### Q39. Demographics: Are you or other members of household of Hispanic or Latino ancestry?

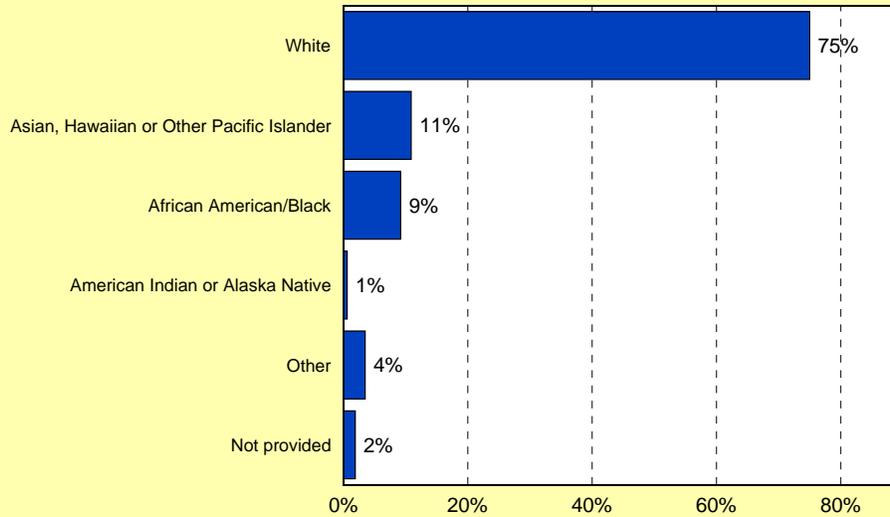
by percentage of respondents



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

### Q40. Demographics: Which of the following best describes your race?

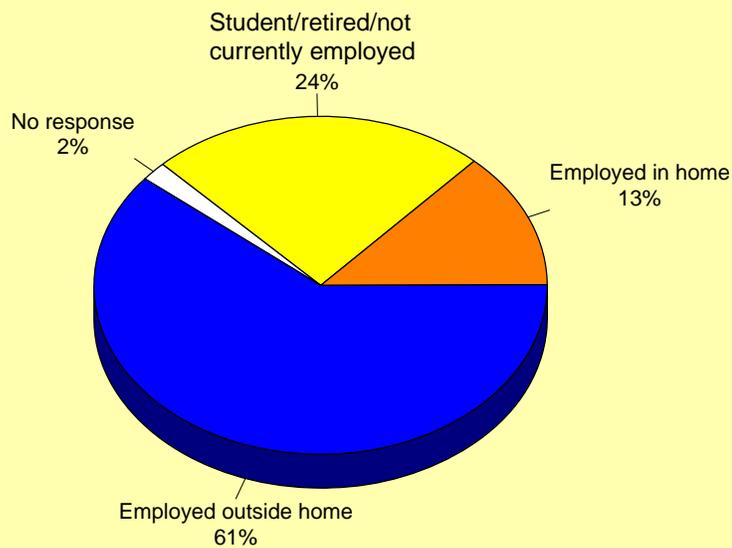
by percentage of respondents



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

### Q41. Current Employment Status

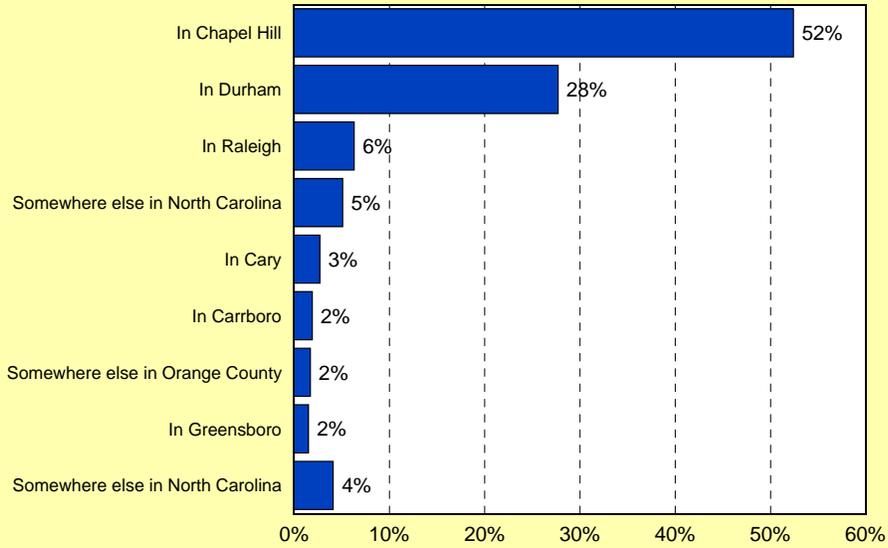
by percentage of respondents



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

### Q41a. Where Residents are Employed

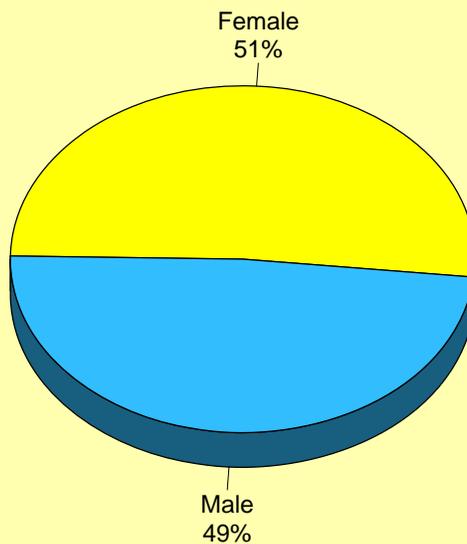
by percentage of respondents who are currently employed outside the home



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

### Q42. Demographics: Gender of the Respondents

by percentage of respondents



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