OVERALL RATINGS

<table>
<thead>
<tr>
<th>Category</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public safety services</td>
<td>43%</td>
<td>47%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Public Library services</td>
<td>56%</td>
<td>31%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall quality of services provided</td>
<td>27%</td>
<td>59%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Chapel Hill Transit</td>
<td>36%</td>
<td>44%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Town parks and recreation programs</td>
<td>29%</td>
<td>51%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Landscaping in parks and other public areas</td>
<td>20%</td>
<td>54%</td>
<td>20%</td>
<td>7%</td>
</tr>
<tr>
<td>Customer service received</td>
<td>27%</td>
<td>46%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>Maintenance of Town buildings and facilities</td>
<td>18%</td>
<td>54%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>Emergency preparedness</td>
<td>22%</td>
<td>47%</td>
<td>27%</td>
<td>4%</td>
</tr>
<tr>
<td>Maintenance of Town streets</td>
<td>17%</td>
<td>51%</td>
<td>21%</td>
<td>11%</td>
</tr>
<tr>
<td>Effectiveness of Town communication</td>
<td>19%</td>
<td>42%</td>
<td>27%</td>
<td>12%</td>
</tr>
<tr>
<td>Maintenance of public housing</td>
<td>16%</td>
<td>44%</td>
<td>32%</td>
<td>8%</td>
</tr>
<tr>
<td>Enforcement of Town codes/ordinances</td>
<td>16%</td>
<td>41%</td>
<td>31%</td>
<td>13%</td>
</tr>
<tr>
<td>Value received for Town tax dollars and fees</td>
<td>12%</td>
<td>35%</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Flow of traffic and congestion</td>
<td>8%</td>
<td>34%</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>How well Town is planning for the future</td>
<td>9%</td>
<td>29%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>How well the Town is managing change</td>
<td>3%</td>
<td>29%</td>
<td>33%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)
### Overall Satisfaction with Town Services by Major Category - 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)

- Public safety services
- Public Library services
- Overall quality of services provided
- Chapel Hill Transit
- Town parks and recreation programs
- Landscaping in parks and other public areas
- Customer service received
- Maintenance of Town buildings and facilities
- Emergency preparedness
- Maintenance of Town streets
- Effectiveness of Town communication
- Maintenance of public housing
- Enforcement of Town codes/ordinances
- Value received for Town tax dollars and fees
- Flow of traffic and congestion
- How well Town is planning for the future
- How well the Town is managing change

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

### Q2. 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

- Flow of traffic and congestion
- How well Town is planning for the future
- Value received for Town tax dollars and fees
- How well the Town is managing change
- Chapel Hill Transit
- Public safety services
- Maintenance of Town streets
- Town parks and recreation programs
- Overall quality of services provided
- Effectiveness of Town communication
- Enforcement of Town codes/ordinances
- Emergency preparedness
- Landscaping in parks and other public areas
- Maintenance of public housing
- Public Library services
- Customer service received
- Maintenance of Town buildings and facilities

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)

- Overall quality of life in the Town: 33% Very Satisfied, 54% Satisfied, 10% Neutral, 10% Dissatisfied
- Overall image of the Town: 30% Very Satisfied, 55% Satisfied, 12% Neutral, 5% Dissatisfied
- Overall feeling of safety in the Town: 28% Very Satisfied, 58% Satisfied, 12% Neutral, 5% Dissatisfied
- Overall appearance of the Town: 20% Very Satisfied, 55% Satisfied, 17% Neutral, 5% Dissatisfied
- Acceptance of diverse populations: 27% Very Satisfied, 46% Satisfied, 17% Neutral, 10% Dissatisfied
- As a place to retire: 25% Very Satisfied, 43% Satisfied, 19% Neutral, 14% Dissatisfied
- Thinking about choices for future generations: 13% Very Satisfied, 38% Satisfied, 27% Neutral, 22% Dissatisfied
- Quality of new development in the Town: 9% Very Satisfied, 36% Satisfied, 30% Neutral, 25% Dissatisfied
- Job availability: 9% Very Satisfied, 27% Satisfied, 34% Neutral, 25% Dissatisfied
- Availability of affordable housing for rent: 5% Very Satisfied, 14% Satisfied, 33% Neutral, 47% Dissatisfied
- Availability of affordable housing for sale: 5% Very Satisfied, 13% Satisfied, 31% Neutral, 52% Dissatisfied

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

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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)
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)

Overall quality of local fire protection

- Very Satisfied (5): 54%
- Satisfied (4): 40%
- Neutral (3): 4%
- Dissatisfied (1/2): 0%

How quickly fire units respond to emergencies

- Very Satisfied (5): 57%
- Satisfied (4): 36%
- Neutral (3): 9%
- Dissatisfied (1/2): 0%

The fire safety you feel while visiting businesses

- Very Satisfied (5): 41%
- Satisfied (4): 45%
- Neutral (3): 14%
- Dissatisfied (1/2): 0%

Fire safety education programs

- Very Satisfied (5): 40%
- Satisfied (4): 40%
- Neutral (3): 19%
- Dissatisfied (1/2): 1%

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)
PUBLIC SAFETY - Fire & Emergency Management 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)

- Overall quality of local fire protection
  - 2009: 87% 93%, 2011: 90% 94%
  - 2011: 94%, 2013: 90%

- How quickly fire units respond to emergencies
  - 2009: 39%, 2011: 46%, 2013: 47%

- The fire safety you feel while visiting businesses
  - 2009: 37%, 2011: 50%, 2013: 73%

- Fire safety education programs
  - 2009: 30%, 2011: 46%, 2013: 80%

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

Q5. Satisfaction with Public Safety Services - Police Services

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

- Overall quality of police protection
  - 2009: 41%, 2011: 47%, 2013: 94%

- How quickly police respond to emergencies
  - 2009: 39%, 2011: 46%, 2013: 13%

- Chapel Hill Police Department's Performance
  - 2009: 33%, 2011: 50%, 2013: 13%

- The attitude and behavior of Police Department
  - 2009: 39%, 2011: 40%, 2013: 14%

- Level of safety and security in your neighborhood
  - 2009: 31%, 2011: 46%, 2013: 16%

- The Town's effort to prevent crime
  - 2009: 26%, 2011: 45%, 2013: 22%

- Visibility of police in neighborhood
  - 2009: 28%, 2011: 41%, 2013: 24%

- Police safety education programs
  - 2009: 30%, 2011: 38%, 2013: 3%

- Enforcement of local traffic laws
  - 2009: 21%, 2011: 41%, 2013: 24%

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

0% 10% 20% 30% 40%
1st choice 2nd choice 3rd choice

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)

- 911 call I initiated: 29%
- Neighborhood meeting: 19%
- Enforcement setting: 14%
- As a victim of a crime: 11%
- Crosswalk Safety Outreach: 3%
- Citizen's Academy: 2%

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)

- In your neighborhood during the day: Very safe (83%) Safe (16%) Unsafe/Very unsafe (2%)
- In downtown Chapel Hill during day: Very safe (65%) Safe (29%) Unsafe/Very unsafe (6%)
- In your neighborhood at night: Very safe (54%) Safe (38%) Unsafe/Very unsafe (12%)
- While patronizing bars/clubs in Chapel Hill: Very safe (26%) Safe (48%) Unsafe/Very unsafe (27%)
- In downtown Chapel Hill at night: Very safe (20%) Safe (46%) Unsafe/Very unsafe (34%)

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)
How Safe Residents Feel In Certain Situations
2009, 2011 and 2013
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding don't knows)

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

Q9. Satisfaction with Various Town Regulations
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)
Satisfaction with Town Regulations
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)

- Enforcing the cleanup of litter and debris
- Enforcing maintenance of business property
- Enforcing sign regulations
- Enforcing mowing/trimming property
- Enforcing parking/residential neighborhoods
- Enforcing maintenance of residential property

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)
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

- Number of walking/biking trails: 38%
- Maintenance of Town parks: 23%
- Number of programs for teens: 20%
- Town special events and festivals: 15%
- Number of Town parks: 14%
- Availability information about parks & recreation: 13%
- Landscaping (including cemeteries): 12%
- The Town’s youth athletic programs: 12%
- Number of children’s play areas: 11%
- Cultural arts programs: 10%
- Public art: 9%
- Quality of outdoor athletic fields: 9%
- The Town’s adult athletic programs: 8%
- Number of outdoor athletic fields: 7%
- Therapeutic recreation programs: 4%

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)

- Overall quality of library services: 58% Very Satisfied, 33% Satisfied, 6% Neutral
- Customer service provided by staff: 54% Very Satisfied, 34% Satisfied, 11% Neutral
- WiFi service: 40% Very Satisfied, 42% Satisfied, 15% Neutral
- Print collection: 39% Very Satisfied, 40% Satisfied, 16% Neutral
- Children’s programs: 43% Very Satisfied, 35% Satisfied, 21% Neutral
- Adult programs: 37% Very Satisfied, 37% Satisfied, 23% Neutral
- Library hours of operation: 30% Very Satisfied, 42% Satisfied, 15% Neutral
- Music collection: 33% Very Satisfied, 35% Satisfied, 25% Neutral
- DVD collection: 32% Very Satisfied, 36% Satisfied, 23% Neutral
- Teen programs: 38% Very Satisfied, 28% Satisfied, 33% Neutral
- Audio collection: 33% Very Satisfied, 32% Satisfied, 26% Neutral
- Ebook collection: 32% Very Satisfied, 29% Satisfied, 28% Neutral

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)
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)
Communication and Outreach 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)

Q16. Which of the following are your primary sources of information about Town issues, services, events and emergencies?
by percentage of respondents (multiple choices could be made)

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)
The Importance of Various Reasons for Choosing to Live in Chapel Hill vs. Needs Being Met in Chapel Hill

Order of Importance vs. Order of Needs Being Met

Safety and security
Access to restaurants - entertainment
Quality of public schools
Availability of cultural activities/arts
Availability of parks and recreation opportunities
Sense of belonging to the community
University community
Types of housing
Access to quality shopping
Affordability of housing
Employment opportunities
Availability of transportation options
Community planning for the future
Near family or friends
Access to Research Triangle Park

Red points above the blue line are needs that are not being met relative to their importance.

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

Q18. How Residents Rate the Current Pace of Development of Various Issues

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

Retail development
Mixed-use development
Office development
Multi-family residential development
Single-family residential development

Much too Slow Slow Just Right Fast Much too Fast

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

by percentage of respondents (sum of top two choices)

- US 15-501: 66%
- Raleigh Road and NC-54: 49%
- Estes Drive: 41%
- Franklin Street: 24%

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)

- Fordham Boulevard: 59%
- US 15-501 South: 41%
- S Columbia Street: 33%
- Martin Luther King Jr. Boulevard: 19%
- Hillsborough Street-Raleigh Street: 12%

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

Yes 38%
No 62%

Q22a. The Primary Reason for Taking the Bus

- Work: 45%
- Social activities: 29%
- School: 22%
- Shopping: 17%
- Medical appointments: 12%

Q22b. The Primary Reason for Not Using Chapel Hill Transit

- Just prefer to drive: 48%
- Service isn't offered where I need to go: 27%
- Service isn't frequent enough: 8%
- Not enough evening service: 7%
- Not enough weekend service: 5%
- Other: 14%

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?
- Recreation only: 65%
- Commute to work or school: 26%
- Both commuting and recreation: 9%

Q23b. What type of bicycle amenities would you like for the Town to provide?
- Separate bike paths: 68%
- Wide outside lanes on streets: 45%
- Striped on-road lanes: 38%
- Bicycle parking: 30%

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)
Q24. Within the Town limits, do you feel safe driving?

by percentage of respondents

Yes 95%
No 4%
No response 1%

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

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

by percentage of respondents

Yes 82%
No 15%
No response 3%

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)
Q26. Within the Town limits, do you feel safe cycling? by percentage of respondents

- Yes: 26%
- No: 53%
- No response: 21%

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

- Every day: 11%
- A few times per week: 33%
- At least once a week: 25%
- A few times per month: 23%
- A few times per year: 6%
- Seldom or never: 2%

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

Essential 35%
Important 34%
Not sure 20%
Not important 9%
Detrimental 2%

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)

Re-development of Downtown 43%
Additional bicycle lanes/off-road paths 37%
Stormwater system improvements 35%
Sidewalk construction 31%
Transit – Regional transit services 27%
Trails and Greenways 25%
Traffic signal replacements/upgrades 18%
Open Space Acquisition 17%
Street reconstruction 14%
Public facilities 12%
Parks renovations 11%
Street extensions 8%

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

- Very Satisfied: 13%
- Satisfied: 35%
- Neutral: 21%
- Dissatisfied: 13%
- Very Dissatisfied: 7%
- Don't know: 11%

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

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

by percentage of respondents

- Yes: 45%
- No: 49%
- No response: 6%

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)
Q32. Do you feel your voice can influence change in Chapel Hill?

by percentage of respondents

- Yes: 44%
- No: 50%
- No response: 6%

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

- Yes: 7%
- No: 90%
- No response: 3%

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)
Q34. 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)

Payment options (credit card, phone, etc.)
- Very Satisfied (5): 18%
- Satisfied (4): 48%
- Neutral (3): 22%
- Dissatisfied (1/2): 12%

Security of parking downtown
- Very Satisfied (5): 12%
- Satisfied (4): 39%
- Neutral (3): 33%
- Dissatisfied (1/2): 15%

Ease of use
- Very Satisfied (5): 11%
- Satisfied (4): 32%
- Neutral (3): 24%
- Dissatisfied (1/2): 33%

Cost of parking in downtown
- Very Satisfied (5): 6%
- Satisfied (4): 31%
- Neutral (3): 28%
- Dissatisfied (1/2): 34%

Availability of parking downtown
- Very Satisfied (5): 5%
- Satisfied (4): 26%
- Neutral (3): 19%
- Dissatisfied (1/2): 51%

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

Various Issues Regarding Downtown Parking 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)

Payment options (credit card, phone, etc.)
- Not previously asked: 66%
- 2009: 40%
- 2011: 51%
- 2013: 52%

Security of parking downtown
- Not previously asked: 43%
- 2009: 27%
- 2011: 32%
- 2013: 37%

Ease of use
- Not previously asked: 43%
- 2009: 27%
- 2011: 32%
- 2013: 37%

Cost of parking in downtown
- Not previously asked: 43%
- 2009: 27%
- 2011: 32%
- 2013: 37%

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)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential trash collection services</td>
<td>57%</td>
<td>36%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Residential recycling service</td>
<td>52%</td>
<td>39%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Yard waste removal</td>
<td>46%</td>
<td>40%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Leaf collection</td>
<td>32%</td>
<td>38%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Dead animal removal from right-of-way</td>
<td>26%</td>
<td>43%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>Removal of large bulky items</td>
<td>25%</td>
<td>36%</td>
<td>25%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Service</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential trash collection services</td>
<td>90%</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>Residential recycling service</td>
<td>87%</td>
<td>91%</td>
<td>91%</td>
</tr>
<tr>
<td>Yard waste removal</td>
<td>80%</td>
<td>85%</td>
<td>85%</td>
</tr>
<tr>
<td>Leaf collection</td>
<td>64%</td>
<td>69%</td>
<td>70%</td>
</tr>
<tr>
<td>Dead animal removal from right-of-way</td>
<td>66%</td>
<td>66%</td>
<td>69%</td>
</tr>
<tr>
<td>Removal of large bulky items</td>
<td>57%</td>
<td>61%</td>
<td>75%</td>
</tr>
</tbody>
</table>

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

- 18-34: 18%
- 35-44: 22%
- 45-54: 20%
- 55-64: 22%
- 65+: 18%

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

- Yes: 6%
- No: 94%

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)
Q40. Demographics: Which of the following best describes your race?

by percentage of respondents

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>75%</td>
</tr>
<tr>
<td>Asian, Hawaiian or Other Pacific Islander</td>
<td>11%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>9%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Not provided</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

Q41. Current Employment Status

by percentage of respondents

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed outside home</td>
<td>61%</td>
</tr>
<tr>
<td>Employed in home</td>
<td>13%</td>
</tr>
<tr>
<td>Student/retired/not currently employed</td>
<td>24%</td>
</tr>
<tr>
<td>No response</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)
Q41a. Where Residents are Employed
by percentage of respondents who are currently employed outside the home

- In Chapel Hill: 52%
- In Durham: 28%
- In Raleigh: 6%
- Somewhere else in North Carolina: 5%
- In Cary: 3%
- In Carrboro: 2%
- Somewhere else in Orange County: 2%
- In Greensboro: 2%
- Somewhere else in North Carolina: 4%

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

Q42. Demographics: Gender of the Respondents
by percentage of respondents

- Female: 51%
- Male: 49%

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