Section 1

Charts and Graphs
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)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of fire services</td>
<td>50%</td>
<td>43%</td>
<td>23%</td>
<td>7%</td>
</tr>
<tr>
<td>Quality of public library services</td>
<td>68%</td>
<td>46%</td>
<td>23%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality of police services</td>
<td>41%</td>
<td>43%</td>
<td>46%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality of trash/yard waste collection</td>
<td>42%</td>
<td>43%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Quality of parks &amp; recreation facilities</td>
<td>29%</td>
<td>53%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Quality of Chapel Hill Transit</td>
<td>38%</td>
<td>44%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Quality of parks &amp; recreation programs</td>
<td>30%</td>
<td>50%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Effectiveness of Town communications</td>
<td>19%</td>
<td>42%</td>
<td>31%</td>
<td>9%</td>
</tr>
<tr>
<td>Management of stormwater runoff</td>
<td>11%</td>
<td>42%</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>Efforts to enforce codes/ordinances</td>
<td>20%</td>
<td>32%</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>Quality of permit &amp; inspections services</td>
<td>15%</td>
<td>33%</td>
<td>36%</td>
<td>16%</td>
</tr>
<tr>
<td>Management of traffic flow</td>
<td>7%</td>
<td>33%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Quality of public parking</td>
<td>7%</td>
<td>27%</td>
<td>26%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q2. Services That Should Receive the Most Emphasis from Town Leaders

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

<table>
<thead>
<tr>
<th>Service</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of traffic flow</td>
<td>15%</td>
<td>22%</td>
<td>42%</td>
</tr>
<tr>
<td>Quality of public parking</td>
<td>10%</td>
<td>15%</td>
<td>49%</td>
</tr>
<tr>
<td>Quality of police services</td>
<td>20%</td>
<td>15%</td>
<td>27%</td>
</tr>
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<td>14%</td>
<td>15%</td>
<td>22%</td>
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<tr>
<td>Quality of Chapel Hill Transit</td>
<td>7%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Management of stormwater runoff</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality of parks &amp; recreation programs</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Effectiveness of Town communications</td>
<td>13%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality of fire services</td>
<td>14%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality of public library services</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Efforts to enforce codes/ordinances</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality of trash/yard waste collection</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality of permit &amp; inspections services</td>
<td>7%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q3. Usage of Town Services and Facilities
by percentage of respondents who indicated their household has used the service in the past 12 months

- Trash & yard waste services: 90%
- Downtown parking: 83%
- Parks: 81%
- Chapel Hill Public Library: 78%
- Greenways: 78%
- Town website: 63%
- Chapel Hill Transit: 54%
- Community centers: 54%
- Town swimming pools: 29%
- Police services: 26%
- Recreation programs: 26%
- Town athletic fields: 26%
- Chapel Hill eNews: 22%
- Permits & inspections: 17%
- Arts programs: 14%
- Public information meetings: 8%
- Council meetings: 8%
- Fire services: 7%
- Chapel Hill Open Data: 5%
- Electric charging stations: 4%
- The Corner Teen center: 1%
- Other: 2%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q4. Protect and Provide for a Safe Community
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Overall feeling of safety in Town: 34% Very Satisfied, 53% Satisfied, 10% Neutral
- Attitude/behavior of police toward people: 40% Very Satisfied, 41% Satisfied, 14% Neutral, 6% Dissatisfied
- Safety & security in your neighborhood: 28% Very Satisfied, 51% Satisfied, 14% Neutral, 7% Dissatisfied
- Fire safety, education & outreach: 31% Very Satisfied, 48% Satisfied, 20% Neutral
- Police safety, education & outreach: 26% Very Satisfied, 49% Satisfied, 22% Neutral
- Visibility of police in neighborhoods: 21% Very Satisfied, 42% Satisfied, 27% Neutral, 10% Dissatisfied
- Traffic enforcement: 19% Very Satisfied, 42% Satisfied, 26% Neutral, 13% Dissatisfied
- Accessibility of crime data/police reports: 26% Very Satisfied, 34% Satisfied, 32% Neutral, 9% Dissatisfied

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q5. Items That Should Receive the Most Emphasis from Town Leaders

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

- Overall feeling of safety in Town: 37%
- Safety & security in your neighborhood: 28%
- Attitude/behavior of police toward people: 27%
- Visibility of police in neighborhoods: 21%
- Traffic enforcement: 19%
- Police safety, education & outreach: 15%
- Fire safety, education & outreach: 9%
- Accessibility of crime data/police reports: 6%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q6. Getting Around

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 (2018 - Chapel Hill, NC)
Q7. Items That Should Receive the Most Emphasis from Town Leaders

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

- Availability of parking Downtown: 51%
- Snow removal on Town streets: 31%
- Ease of use of Chapel Hill Transit: 25%
- Connectivity of greenways/multi-use paths: 21%
- Availability of sidewalks: 21%
- Ease of bicycling in Town: 20%
- Ease of walking in Town: 20%
- Ease of travel by car in Town: 19%
- Availability of on-street bike facilities: 17%
- Ease of use of parking payment options: 17%
- Availability of greenways/multi-use paths: 14%
- Availability of bicycle parking: 3%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q8. Does anyone in your household ride a bicycle?

by percentage of respondents (excluding "not provided")

- Yes: 59%
- No: 41%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q8. Does anyone in your household ride a bicycle?

by percentage of respondents (excluding "not provided")

Q8a. Why do they ride a bicycle?

- For recreation: 89%
- For errands: 31%
- To commute to work or school: 27%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q9. Create a Place for Everyone

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

- Acceptance of diverse populations: 23% Very Satisfied, 48% Satisfied, 22% Neutral, 7% Dissatisfied
- Access for children to facilities/services: 16% Very Satisfied, 51% Satisfied, 25% Neutral, 8% Dissatisfied
- Access for seniors to facilities/services: 20% Very Satisfied, 47% Satisfied, 25% Neutral, 8% Dissatisfied
- Sense of belonging to community: 15% Very Satisfied, 49% Satisfied, 30% Neutral, 6% Dissatisfied
- Access for teens to facilities/services: 14% Very Satisfied, 45% Satisfied, 29% Neutral, 12% Dissatisfied
- Access for persons with disabilities to facilities/services: 16% Very Satisfied, 41% Satisfied, 32% Neutral, 11% Dissatisfied
- Availability of a range of housing types: 11% Very Satisfied, 37% Satisfied, 32% Neutral, 21% Dissatisfied
- As a community thinking about choices for future generations: 8% Very Satisfied, 34% Satisfied, 32% Neutral, 26% Dissatisfied
- How well Town is planning for the future: 5% Very Satisfied, 36% Satisfied, 32% Neutral, 28% Dissatisfied
- You feel your voice can influence change in Chapel Hill: 5% Very Satisfied, 25% Satisfied, 44% Neutral, 27% Dissatisfied
- Availability of a range of housing options by price: 6% Very Satisfied, 21% Satisfied, 29% Neutral, 44% Dissatisfied

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q10. Items That Should Receive the Most Emphasis from Town Leaders  
by percentage of respondents who selected the item as one of their top three choices

<table>
<thead>
<tr>
<th>Item</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of a range of housing options by price</td>
<td>46%</td>
<td>45%</td>
<td>30%</td>
</tr>
<tr>
<td>How well Town is planning for the future</td>
<td>30%</td>
<td>27%</td>
<td>19%</td>
</tr>
<tr>
<td>As a community thinking about choices for future generations</td>
<td>22%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Acceptance of diverse populations</td>
<td>22%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>You feel your voice can influence change in Chapel Hill</td>
<td>22%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Availability of a range of housing types</td>
<td>19%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Sense of belonging to community</td>
<td>16%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Access for seniors to facilities/services</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Access for persons with disabilities to facilities/services</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Access for children to facilities/services</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Access for teens to facilities/services</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q11. Nurture Our Community  
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>Item</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness of streets &amp; public areas</td>
<td>13%</td>
<td>61%</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Landscaping in parks/medians/public areas</td>
<td>13%</td>
<td>59%</td>
<td>22%</td>
<td>6%</td>
</tr>
<tr>
<td>Maintenance of Town buildings &amp; facilities</td>
<td>10%</td>
<td>57%</td>
<td>30%</td>
<td>3%</td>
</tr>
<tr>
<td>Availability of green space</td>
<td>10%</td>
<td>52%</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>Maintenance of Downtown Chapel Hill</td>
<td>10%</td>
<td>52%</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>Maintenance of sidewalk surfaces</td>
<td>9%</td>
<td>50%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Maintenance of streets</td>
<td>9%</td>
<td>50%</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>Upkeep of landscaping around sidewalks</td>
<td>10%</td>
<td>47%</td>
<td>29%</td>
<td>13%</td>
</tr>
<tr>
<td>Adequacy of street lighting</td>
<td>9%</td>
<td>46%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Timing of traffic signals in Town</td>
<td>5%</td>
<td>41%</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>Quality of energy conservation programs</td>
<td>9%</td>
<td>35%</td>
<td>44%</td>
<td>12%</td>
</tr>
<tr>
<td>Quality of climate change initiatives</td>
<td>9%</td>
<td>33%</td>
<td>36%</td>
<td>22%</td>
</tr>
<tr>
<td>Availability of public electric charging stations</td>
<td>5%</td>
<td>20%</td>
<td>55%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q11a. If you are dissatisfied with the adequacy of street lighting please indicate why.

by percentage of respondents who rated the adequacy of street lighting as a 1 or 2 on a 5-point scale (without “not provided” responses)

- Not Enough Lights 88%
- Too Many Street Lights 5%
- Other 7%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q12. Items That Should Receive the Most Emphasis from Town Leaders

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

- Maintenance of streets: 31%
- Availability of green space: 27%
- Quality of climate change initiatives: 26%
- Timing of traffic signals in Town: 24%
- Adequacy of street lighting: 23%
- Quality of energy conservation programs: 23%
- Maintenance of sidewalk surfaces: 22%
- Maintenance of Downtown Chapel Hill: 20%
- Cleanliness of streets & public areas: 16%
- Landscaping in parks/medians/public areas: 9%
- Availability of public electric charging stations: 8%
- Upkeep of landscaping around sidewalks: 8%
- Maintenance of Town buildings & facilities: 6%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q13. Develop Good Places, New Spaces
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 Town: 23% Very Satisfied, 58% Satisfied, 14% Neutral, 5% Dissatisfied
- Access to restaurants/entertainment: 28% Very Satisfied, 52% Satisfied, 12% Neutral, 8% Dissatisfied
- Overall appearance of Town: 16% Very Satisfied, 62% Satisfied, 14% Neutral, 8% Dissatisfied
- Availability of cultural activities & arts: 28% Very Satisfied, 48% Satisfied, 17% Neutral, 8% Dissatisfied
- Availability of festivals & community events: 21% Very Satisfied, 48% Satisfied, 21% Neutral, 10% Dissatisfied
- Quality of new development in Town: 9% Very Satisfied, 31% Satisfied, 27% Neutral, 33% Dissatisfied

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q14. Items That Should Receive the Most Emphasis from Town Leaders
by percentage of respondents who selected the item as one of their top two choices

- Quality of new development in Town: 50%
- Overall quality of life in Town: 35%
- Overall appearance of Town: 25%
- Availability of cultural activities & arts: 22%
- Access to restaurants/entertainment: 16%
- Availability of festivals & community events: 15%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q15. Support Community Prosperity

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

Access to shopping

- Very Satisfied (5): 9%
- Satisfied (4): 43%
- Neutral (3): 24%
- Dissatisfied (1/2): 24%

Retail growth

- Very Satisfied (5): 6%
- Satisfied (4): 29%
- Neutral (3): 36%
- Dissatisfied (1/2): 29%

New company growth

- Very Satisfied (5): 5%
- Satisfied (4): 25%
- Neutral (3): 43%
- Dissatisfied (1/2): 27%

Job growth

- Very Satisfied (5): 22%
- Satisfied (4): 47%
- Neutral (3): 29%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q16. Items That Should Receive the Most Emphasis from Town Leaders
by percentage of respondents who selected the item as one of their top two choices

- Job growth: 46%
- New company growth: 40%
- Retail growth: 38%
- Access to shopping: 25%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q17. Govern with Quality and Steward Public Assets
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Quality of services provided the Town: 15% Very Satisfied, 65% Satisfied, 18% Neutral
- Quality of customer service from employees: 18% Very Satisfied, 50% Satisfied, 27% Neutral
- Usefulness of Town website: 12% Very Satisfied, 44% Satisfied, 38% Neutral
- Access to info about Town issues/events: 10% Very Satisfied, 40% Satisfied, 39% Neutral, 11% Dissatisfied
- Quality of transparent/accurate Town info: 13% Very Satisfied, 36% Satisfied, 39% Neutral, 12% Dissatisfied
- Value of your tax & fees: 9% Very Satisfied, 37% Satisfied, 29% Neutral, 25% Dissatisfied
- Quality of Town engagement with residents: 10% Very Satisfied, 33% Satisfied, 41% Neutral, 17% Dissatisfied
- Level of public involvement in decision-making: 7% Very Satisfied, 31% Satisfied, 41% Neutral, 22% Dissatisfied

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q18. Items That Should Receive the Most Emphasis from Town Leaders
by percentage of respondents who selected the item as one of their top two choices

- Value of your tax & fees: 45% (1st choice), 32% (2nd choice)
- Quality of services provided the Town: 32% (1st choice), 20% (2nd choice)
- Level of public involvement in decision-making: 20% (1st choice), 15% (2nd choice)
- Level of public involvement in decision-making: 15% (1st choice), 13% (2nd choice)
- Quality of customer service from employees: 13% (1st choice), 13% (2nd choice)
- Quality of transparent/accurate Town info: 13% (1st choice), 10% (2nd choice)
- Access to info about Town issues/events: 10% (1st choice), 7% (2nd choice)
- Usefulness of Town website: 7% (1st choice), 10% (2nd choice)

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q19. Which Three of the Following are Most Important to You?
by percentage of respondents who selected the item as one of their three choices

- Protect & provide for a safe community: 77%
- Govern with quality & steward public assets: 56%
- Getting around: 49%
- Create a place for everyone: 40%
- Nurture our community: 34%
- Develop new places & new spaces: 29%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q20. Which of the following do you use to get information about the Town of Chapel Hill?

by percentage of respondents

- Town of Chapel Hill Website: 56%
- Neighborhood associations: 43%
- Local newspapers: 40%
- Local television news: 37%
- Local radio: 28%
- Chapel Hill-Carrboro City Schools: 26%
- Town e-notifications (Chapel Hill eNews): 25%
- Chapel Hill Magazine: 21%
- @ChapelHillGov social media: 18%
- Community blogs: 7%
- Chapel Hill Gov-TV (cable TV): 3%
- Other: 8%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q21. Demographics: Approximately how long have you lived in Chapel Hill?

by percentage of respondents (excluding "not provided")

- Less than 6 months: 1%
- 6 months-5 years: 28%
- 6-10 years: 14%
- 11-20 years: 21%
- 20+ years: 36%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q22. Demographics: Age of Respondents
by percentage of respondents

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q23. Demographics: How do you identify yourself?
by percentage of respondents

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q24. Demographics: How many children in each of the following age groups live with you in Chapel Hill?
by percentage of respondents

- Ages 0-5: 26%
- Ages 6-13: 41%
- Ages 14-17: 32%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q25. Demographics: Which of the following best describes your race/ethnicity?
by percentage of respondents

- White: 73%
- Asian/Pacific Islander: 14%
- Black/African American: 10%
- Hispanic/Latino/Spanish: 6%
- American Indian/Eskimo: 1%
- Other: 2%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q26. Demographics: Primary Language
by percentage of respondents

- English: 90%
- Spanish: 2%
- Chinese: 3%
- Other: 3%
- Not provided: 2%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q27. Demographics: Which of the following best describes your place of employment?
by percentage of respondents

- Employed outside home: 36%
- UNC staff/faculty: 17%
- Self-employed or work out of home: 17%
- Student, retired, or not currently employed outside home: 29%
- Not provided: 1%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q28. Demographics: Where do you work?
by percentage of respondents

- In Chapel Hill: 61%
- In Carrboro: 3%
- Somewhere else in OC: 1%
- In Raleigh: 5%
- In Durham: 21%
- In Greensboro: 1%
- In Cary: 1%
- Not provided: 1%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q29. Demographics: How do you get to work?
by percentage of respondents

- Single-occupancy vehicle: 75%
- Chapel Hill Transit: 9%
- Go Triangle bus: 1%
- Bicycle: 5%
- Carpool: 1%
- Not provided: 9%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q30. Demographics: Do you rent or own your home?

by percentage of respondents

Rent 35%

Own 64%

Not provided 1%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q31. Demographics: Which of the following best describes your home?

by percentage of respondents (excluding "not provided")

Single family home 74%

Apartment/condo 24%

Other 2%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q32. Demographics: Do you belong to a neighborhood association or HOA?
by percentage of respondents

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q33. Demographics: Do you know your neighbors?
by percentage of respondents

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q34. Demographics: How do you interact with your neighbors?

by percentage of respondents

- Over the fence: 54%
- NextDoor: 49%
- Block parties or yard sales: 38%
- Neighborhood meetings: 32%
- Other: 17%
- We don’t interact: 8%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q35. Demographics: Do you have the following?

by percentage of respondents

- Internet access: 99%
- A smart phone: 96%
- Cable TV: 60%
- A landline phone: 46%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q36. Demographics: Would you say your total annual household income is...

by percentage of respondents

- Under $30K: 11%
- $30K to $59,999: 20%
- $60K to $99,999: 23%
- $100K+: 40%
- Not provided: 5%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q37. Demographics: What amount of your total household income is spent on housing expenses including utilities?

by percentage of respondents

- Less than 15%: 25%
- 15-19.9%: 18%
- 20-29.9%: 22%
- 30-39.9%: 17%
- 40-49.9%: 6%
- More than 50%: 4%
- Not provided: 7%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)
Q38. Demographics: What is the highest level of education you have completed?
by percentage of respondents

- Graduate degree: 37%
- 4-year college: 38%
- Some college: 15%
- High school: 7%
- Less than high school: 2%
- Not provided: 1%

Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)