Section 1:
Charts and Graphs
### OVERALL RATINGS

Source: ETC Institute DirectionFinder (January 2010 - 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)

<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>34%</td>
<td>40%</td>
<td>43%</td>
<td>3%</td>
</tr>
<tr>
<td>Public Library services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall quality of services provided</td>
<td>36%</td>
<td>48%</td>
<td>31%</td>
<td>4%</td>
</tr>
<tr>
<td>Town parks and recreation programs</td>
<td>37%</td>
<td>43%</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Maintenance of Town buildings</td>
<td>38%</td>
<td>44%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Quality of Customer Service received</td>
<td>38%</td>
<td>44%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Quality of landscaping in parks</td>
<td>35%</td>
<td>43%</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Emergency preparedness</td>
<td>35%</td>
<td>43%</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Maintenance of Town streets</td>
<td>36%</td>
<td>44%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Maintenance of public housing</td>
<td>35%</td>
<td>43%</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Enforcement of Town codes/ordinances</td>
<td>36%</td>
<td>44%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Effectiveness of Town communication</td>
<td>35%</td>
<td>43%</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Value received for Town tax dollars and fees</td>
<td>36%</td>
<td>44%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Flow of traffic and congestion</td>
<td>36%</td>
<td>44%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>How well the Town is planning growth</td>
<td>36%</td>
<td>44%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>How well the Town is managing growth</td>
<td>36%</td>
<td>44%</td>
<td>26%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (January 2010 - 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

Source: ETC Institute DirectionFinder (January 2010 - 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 (January 2010 - Chapel Hill, NC)
Q4. Satisfaction with Various Aspects of Public Safety

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>Aspect</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location of fire stations</td>
<td>38%</td>
<td>50%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Overall quality of fire protection</td>
<td>35%</td>
<td>52%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>How quickly police respond to emergencies</td>
<td>36%</td>
<td>48%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Overall quality of police protection</td>
<td>28%</td>
<td>55%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Fire safety education programs</td>
<td>33%</td>
<td>40%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Police safety education programs</td>
<td>22%</td>
<td>44%</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>15%</td>
<td>48%</td>
<td>24%</td>
<td>13%</td>
</tr>
<tr>
<td>The Town’s effort to prevent crime</td>
<td>17%</td>
<td>46%</td>
<td>29%</td>
<td>8%</td>
</tr>
<tr>
<td>Visibility of police in neighborhood</td>
<td>19%</td>
<td>41%</td>
<td>30%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q5. 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

- The Town’s efforts to prevent crime: 67%
- Visibility of police in neighborhoods: 44%
- Quality of local police protection: 37%
- How quickly police respond to emergencies: 22%
- Enforcement of traffic laws: 21%
- Quality of local fire protection: 12%
- Police safety education programs: 12%
- Fire safety education programs: 9%
- Location of fire stations: 2%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q6. Satisfaction With the Police Department

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

- Chapel Hill Police Department’s overall performance: 27% Very Satisfied, 56% Satisfied, 16% Neutral
- The attitude and behavior of Police Department personnel toward residents: 34% Very Satisfied, 47% Satisfied, 15% Neutral
- Level of safety and security in your neighborhood: 26% Very Satisfied, 47% Satisfied, 19% Neutral

Source: ETC Institute DirectionFinder (January 2010 - 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)

- In your neighborhood during the day:
  - Very safe: 79%
  - Safe: 19%
- In your neighborhood at night:
  - Very safe: 48%
  - Safe: 44%
  - Neutral: 8%
- In other commercial areas:
  - Very safe: 27%
  - Safe: 55%
  - Neutral: 18%
- In downtown Chapel Hill:
  - Very safe: 22%
  - Safe: 42%
  - Neutral: 36%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q9. Satisfaction with Town Regulations
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Enforcing codes designed to protect public safety:
  - Very Satisfied (5): 9%
  - Satisfied (4): 51%
  - Neutral (3): 30%
  - Dissatisfied (1/2): 9%
- Enforcing sign regulations:
  - Very Satisfied (5): 11%
  - Satisfied (4): 48%
  - Neutral (3): 32%
  - Dissatisfied (1/2): 10%
- Enforcing the maintenance of business property:
  - Very Satisfied (5): 9%
  - Satisfied (4): 49%
  - Neutral (3): 34%
  - Dissatisfied (1/2): 8%
- Enforcing mowing/trimming property:
  - Very Satisfied (5): 11%
  - Satisfied (4): 44%
  - Neutral (3): 35%
  - Dissatisfied (1/2): 9%
- Enforcing clean up of litter/debris on private property:
  - Very Satisfied (5): 10%
  - Satisfied (4): 45%
  - Neutral (3): 30%
  - Dissatisfied (1/2): 15%
- Enforcing maintenance of residential property (exterior of homes):
  - Very Satisfied (5): 10%
  - Satisfied (4): 45%
  - Neutral (3): 36%
  - Dissatisfied (1/2): 9%

Source: ETC Institute DirectionFinder (January 2010 - 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)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of Town parks</td>
<td>25%</td>
<td>55%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Number of Town parks</td>
<td>25%</td>
<td>49%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>The Town's youth athletic programs</td>
<td>17%</td>
<td>51%</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>Landscaping and appearance of public areas along Town streets</td>
<td>17%</td>
<td>49%</td>
<td>23%</td>
<td>11%</td>
</tr>
<tr>
<td>Quality of outdoor athletic fields</td>
<td>21%</td>
<td>45%</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>Availability of information about Town parks and recreation programs</td>
<td>18%</td>
<td>44%</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Number of outdoor athletic fields</td>
<td>14%</td>
<td>46%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>Town special events and festivals</td>
<td>15%</td>
<td>44%</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>Cultural arts programs (ceramics)</td>
<td>15%</td>
<td>42%</td>
<td>33%</td>
<td>9%</td>
</tr>
<tr>
<td>The Town's adult athletic programs</td>
<td>15%</td>
<td>38%</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>Number of walking/biking trails</td>
<td>16%</td>
<td>41%</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>Public art</td>
<td>14%</td>
<td>34%</td>
<td>39%</td>
<td>13%</td>
</tr>
<tr>
<td>Therapeutic recreation programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (January 2010 - 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: 42%
- Maintenance of Town parks: 27%
- Landscaping and appearance of public areas along Town streets: 23%
- The Town’s Youth athletic programs: 16%
- Town special events and festivals: 15%
- Number of Town parks: 15%
- Cultural arts programs: 14%
- Public art: 11%
- Quality of outdoor athletic fields: 10%
- Availability of information about Town parks and recreation programs: 10%
- Number of outdoor athletic fields: 9%
- The Town’s Adult athletic programs: 7%
- Therapeutic recreation programs: 5%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q12. Reasons 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)

- Safety and security: 94%
- Quality of public schools: 90%
- Access to restaurants-entertainment: 88%
- University community: 86%
- Availability of parks & recreation opportunities: 85%
- Sense of belonging to the community: 84%
- Types of housing: 83%
- Availability of cultural activities: 83%
- Access to quality shopping: 77%
- Employment opportunities: 70%
- Affordability of housing: 73%
- Availability transportation options: 73%
- Near family or friends: 63%
- Access to Research Triangle Park: 61%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q13. Satisfaction with Various Aspects of Town Communications

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

- Availability of information about Town programs and services: 14% Very Satisfied, 44% Satisfied, 31% Neutral, 11% Dissatisfied
- Quality of Town's website: 11% Very Satisfied, 44% Satisfied, 37% Neutral, 8% Dissatisfied
- Efforts to keep you informed about local issues/events: 13% Very Satisfied, 40% Satisfied, 32% Neutral, 15% Dissatisfied
- How open the Town is to public involvement and input: 15% Very Satisfied, 37% Satisfied, 31% Neutral, 17% Dissatisfied
- Chapel Hill eNews updates: 17% Very Satisfied, 34% Satisfied, 38% Neutral, 10% Dissatisfied
- Access to Mayor and Town Council: 12% Very Satisfied, 33% Satisfied, 41% Neutral, 14% Dissatisfied
- Quality of programming of CH TV-18: 9% Very Satisfied, 33% Satisfied, 48% Neutral, 11% Dissatisfied

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q14. Primary Sources of Information About Town Issues, Services, and Events

by percentage of respondents

- Newspaper: 75%
- Internet: 43%
- Television: 36%
- Email: 24%
- Govt access channel: 7%
- Social media: 5%
- Other: 15%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q15. Town Maintenance/Public Works

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

- Maintenance of street thoroughfares: 15% Very Satisfied, 60% Satisfied, 16% Neutral, 9% Dissatisfied
- Maintenance of streets in your neighborhood: 20% Very Satisfied, 54% Satisfied, 16% Neutral, 10% Dissatisfied
- Maintenance of street signs/pavement markings: 16% Very Satisfied, 57% Satisfied, 19% Neutral, 8% Dissatisfied
- Cleanliness of street/public areas: 15% Very Satisfied, 57% Satisfied, 19% Neutral, 9% Dissatisfied
- Quality of stormwater runoff: 10% Very Satisfied, 47% Satisfied, 27% Neutral, 16% Dissatisfied
- Adequacy of street lighting: 9% Very Satisfied, 43% Satisfied, 25% Neutral, 23% Dissatisfied
- Condition of sidewalks: 9% Very Satisfied, 43% Satisfied, 29% Neutral, 19% Dissatisfied
- Maintenance/preservation of downtown: 11% Very Satisfied, 41% Satisfied, 26% Neutral, 23% Dissatisfied

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q16. Town Maintenance/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

- Adequacy of street lighting: 31% 1st choice, 35% 2nd choice, 31% 3rd choice
- Maintenance/preservation of downtown: 35% 1st choice, 31% 2nd choice, 30% 3rd choice
- Maintenance of main Town street thoroughfares: 31% 1st choice, 30% 2nd choice, 26% 3rd choice
- Condition of sidewalks: 30% 1st choice, 26% 2nd choice, 25% 3rd choice
- Quality of stormwater runoff/stormwater management: 26% 1st choice, 25% 2nd choice, 24% 3rd choice
- Cleanliness of streets and other public areas: 25% 1st choice, 24% 2nd choice, 21% 3rd choice
- Maintenance of streets in your neighborhood: 21% 1st choice, 18% 2nd choice, 13% 3rd choice
- Maintenance of street signs/pavement markings: 13% 1st choice, 12% 2nd choice, 9% 3rd choice

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q17. 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 (January 2010 - Chapel Hill, NC)

Q18. Most Congested East/West Roads in Chapel Hill
by percentage of respondents

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q19. Most Congested North/South Roads in Chapel Hill
by percentage of respondents

<table>
<thead>
<tr>
<th>Road</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forham Boulevard</td>
<td>59%</td>
</tr>
<tr>
<td>US 15-501 South</td>
<td>42%</td>
</tr>
<tr>
<td>S Columbia St</td>
<td>40%</td>
</tr>
<tr>
<td>Martin Luther King Jr Blvd</td>
<td>22%</td>
</tr>
<tr>
<td>Hillsborough St-Raleigh St</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q20. Have you or any member of your household used Chapel Hill Transit bus service?
by percentage of respondents

- Yes: 70%
- No: 30%

Q20a. The Primary Reason for Taking the Bus

- Work: 39%
- Social Activities: 31%
- School: 23%
- Shopping: 17%
- Medical Appointments: 10%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q21. Do you live within walking distance of a bus stop?  
by percentage of respondents

Yes 92%
No 8%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q22. Does anyone in your household ride a bicycle?  
by percentage of respondents

Yes 51%
No 49%

Q22a. For what purpose do they ride a bike?

Recreation only 72%
Commuter to work/school 8%
Both commute/recreation 20%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q22. Does anyone in your household ride a bicycle?

by percentage of respondents

Q22b. What type of bicycle amenities would you like for the Town to provide?

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q23. Do you feel that riding a bicycle in Chapel Hill is safe?

by percentage of respondents

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q24. 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)

The quality of assistance provided by staff
The quality of reference services
The overall quality of library service
Access to library facilities and services
The quality of youth services collection
The quality of children's programs
The quality of the collection overall
The number of public access computers available
The number of collection items available
The number of e-materials available
The number of recorded books available
The number of DVD's available

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q25. 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

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q26. How often do you typically go outside Chapel Hill Town limits to shop?
by percentage of respondents

- Every day: 11%
- A few times a week: 30%
- At least once a week: 25%
- A few times per month: 26%
- A few times per year: 6%
- Seldom or never: 1%
- No response: 1%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q27. Do you feel that a redeveloped downtown is a part of the Towns economic development strategy?
by percentage of respondents

- Essential: 41%
- Important: 32%
- Not sure: 16%
- Not important: 9%
- Detrimental: 2%
- No response: 1%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q28. Support for Having the Town Use Incentives to Attract and Expand Retail, Science & Technology, Research and Regional Office Companies?

by percentage of respondents

- Very Supportive: 35%
- Supportive: 32%
- Not sure: 18%
- Not Supportive: 15%

Source: ETC Institute DirectionFinder (January 2010 - 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

- Addition bike lanes/off-road paths: 56%
- Sidewalk construction: 42%
- Transit-Regional transit services: 41%
- Parks: 32%
- Traffic signal replacements/upgrades: 27%
- Stormwater system improvements: 23%
- Street reconstruction: 23%
- Public facilities: 20%
- Street extensions: 8%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q30. How Likely Residents Are to Vote in Favor of Issuing General Obligation Bonds for Various Issues

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

- Bicycle lanes or off-road paths: 41% Very Likely, 28% Somewhat Likely, 31% Not Likely
- Additional trails and greenways: 31% Very Likely, 32% Somewhat Likely, 38% Not Likely
- Sidewalk improvement program: 25% Very Likely, 35% Somewhat Likely, 40% Not Likely
- Open space acquisition: 27% Very Likely, 29% Somewhat Likely, 44% Not Likely
- Re-development of downtown: 24% Very Likely, 31% Somewhat Likely, 45% Not Likely
- Major park renovations: 17% Very Likely, 34% Somewhat Likely, 49% Not Likely
- Paving/reconstruction neighborhood: 12% Very Likely, 37% Somewhat Likely, 51% Not Likely

**Source:** ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

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Q31. How Residents Would Like for the Town to Address the Halloween Event in the Future

by percentage of respondents

- Continue to manage event to keep it small and local: 73%
- Prohibit the celebration completely: 8%
- Discontinue efforts to reduce size: 9%
- Add festival activities: 8%
- No opinion: 8%

**Source:** ETC Institute DirectionFinder (January 2010 - 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)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security of parking downtown</td>
<td>6%</td>
<td>33%</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>Cost of parking in downtown</td>
<td>6%</td>
<td>23%</td>
<td>29%</td>
<td>44%</td>
</tr>
<tr>
<td>Availability of parking downtown</td>
<td>6%</td>
<td>19%</td>
<td>24%</td>
<td>54%</td>
</tr>
<tr>
<td>Overall parking philosophy</td>
<td>3%</td>
<td>16%</td>
<td>26%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q33. 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>56%</td>
<td>37%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Residential recycling service</td>
<td>50%</td>
<td>37%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Brush and bulky removal services</td>
<td>36%</td>
<td>41%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Dead animal removal from Right of way</td>
<td>27%</td>
<td>39%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>Leaf collection</td>
<td>28%</td>
<td>35%</td>
<td>20%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q34. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?

by percentage of respondents

Q34a. How many times a year do you take items to be recycled?

Yes 68%

No 32%

3 to 5 35%

2 or less 19%

6 to 10 23%

11 to 20 14%

21 to 50 5%

51+ 4%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

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

by percentage of respondents

5-10 years 22%

Less than 5 16%

11-20 years 30%

More than 20 years 32%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q36. Demographics: Age of Respondents
by percentage of respondents

- Under 25: 5%
- 25-34: 6%
- 35-44: 19%
- 45-54: 29%
- 55-64: 23%
- 65+: 18%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

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

- Yes: 5%
- No: 95%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Q38. Demographics: Which of the following best describes your race?

by percentage of respondents

- White: 80%
- Asian/Hawaiian/Pacific: 13%
- African American/Black: 3%
- Other: 4%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q39. Current Employment Status

by percentage of respondents

- Employed outside home: 65%
- Employed in home: 14%
- Student/retired/not currently employed: 21%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)
Where Residents are Employed
by percentage of respondents

- In Chapel Hill: 47%
- In Durham: 36%
- In Raleigh: 10%
- Somewhere else in NC: 5%
- In Carrboro: 3%
- Somewhere else in Orange Country: 3%
- In Cary: 2%
- In Apex: 1%
- In Greensboro: 1%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q40. Demographics: Gender of the Respondents
by percentage of respondents

- Male: 53%
- Female: 47%

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)