

# Report for Town of Chapel Hill Wayfinding Strategy Survey

## Response Counts



Totals: 215

Where do you believe wayfinding signage can have the greatest impact? (Select up to 3)







Value		Percent	Responses
At the intersections of two or more trails		78.5%	113
Where a trail crosses a street		75.0%	108
Where a street crosses a street		34.7%	50
Along trail segments		22.2%	32
Along street segments		10.4%	15
At key destinations		37.5%	54

What are the most important destinations to show on wayfinding signs? (Drag them over in order of your preference)





Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Parks	1		995	140
Central locations (Such as Downtown and UNC campus)	2		980	136
Greenway Trails	3		881	128
Libraries	4		693	124
Schools	5		636	120
Shopping Center	6		599	120
Neighborhoods	7		551	116
Museums	8		497	116
Other	9		99	36




What tools do you usually use to find your way around the region?  
 (Check all that apply):




Value		Percent	Responses
Online mapping application (i.e., Google Maps, etc.) directions on my phone		95.4%	125
Printed maps		20.6%	27
Signs and kiosks		58.0%	76
Ask someone for directions		15.3%	20
I wander until I find something interesting		28.2%	37
Other		6.9%	9

There are four key types of wayfinding signage shown above. Rank them from most to least important (1=most)



Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Decision Signs	1		471	131
Turn Signs	2		363	131
Route Confirmation Signs	3		262	131
Supplemental Information Signs	4		214	131


  
 Lowest Rank                      Highest Rank





Which of the above types of decision signs do you prefer?

Value	Percent	Responses
A 	0.8%	1
B 	56.5%	74
C 	42.7%	56
<b>Totals: 131</b>		

Which of the above trail map style do you prefer? Please explain below.

Value	Percent	Responses
A 	49.6%	65
B 	50.4%	66
<b>Totals: 131</b>		

At which locations would you prefer to see trail maps? (Check all that apply)

Value	Percent	Responses
At trail entrances (trailhead/parking lot) 	96.9%	127
Along the trail 	35.1%	46
At the intersections of two or more trails 	87.8%	115
Where a trail crosses a street 	59.5%	78

	Least Important	Less Important	Neutral	Important	Very Important	Responses
A functional wayfinding system Count Row %	1 0.8%	2 1.5%	7 5.3%	55 42.0%	66 50.4%	131
A design that reflects the unique character of the Town of Chapel Hill Count Row %	16 12.2%	32 24.4%	35 26.7%	37 28.2%	11 8.4%	131
A design that reflects the unique character of your neighborhood trail or route Count Row %	19 14.5%	35 26.7%	46 35.1%	26 19.8%	5 3.8%	131
Attractiveness of signs Count Row %	4 3.1%	12 9.2%	36 27.5%	64 48.9%	15 11.5%	131
Signs that can be fabricated at low-cost Count Row %	5 3.8%	15 11.5%	56 42.7%	43 32.8%	12 9.2%	131
Make it easier for users to walk, bike, and use transit in the region Count Row %	1 0.8%	0 0.0%	3 2.3%	15 11.5%	112 85.5%	131
Totals Total Responses						131

What races or ethnicities do you identify with? Select all that apply.

Value		Percent	Responses
African American or Black		5.6%	7
Asian or Pacific Islander		7.1%	9
Latinx or Hispanic		3.2%	4
Native American or Alaskan Native		1.6%	2
White or Caucasian		77.8%	98
Other		1.6%	2
Prefer not to say		6.3%	8

What is your gender identity?

Value		Percent	Responses
Female		66.7%	84
Male		23.8%	30
Gender nonconforming or nonbinary		5.6%	7
Prefer not to say		4.0%	5






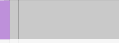

Totals: 126

Are you a Town of Chapel Hill resident?

Value		Percent	Responses
Yes		73.0%	89
No		27.0%	33

Totals: 122

## What is your age?

Value		Percent	Responses
Under 18		0.8%	1
18 – 24		15.9%	20
25 – 49		27.0%	34
35-49		31.7%	40
50 – 64		14.3%	18
65 or older		7.9%	10
Prefer not to say		2.4%	3

**Totals: 126**