

02-26-2020 Town Council Meeting Responses to Council Questions

ITEM #11: 2020 Chapel Hill Community Survey Results

Council Question:

I recall we discussed last year the possibility of collecting demographic information from survey respondents. Do we have any data beyond neighborhood/address? Is it possible to get a more specific description of location than the map in the presentation (while still protecting identifying information)?

Staff Response:

ETC Institute has the address at the block level (e.g., 400 W. Main Street (block level) vs. 411 W. Main Street (exact address), so it is very specific. ETC indicates that if the Town would like this information aggregated at lower levels, it can do so.

Council Question:

In what languages was the survey ultimately offered in, including those where preferred languages were offered upon request?

Staff Response:

The survey was printed in English and offered by phone in English and Spanish by ETC. The Town also offered translation in a respondent's preferred language via an arrangement with CHICLE. Of the survey sample, no translations were requested. The primary language reported by survey respondents was 91% English, 4% Spanish, 3% Chinese and 3% another language.