

2017 Business Survey

Findings Report



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

conducted for
The Village of
Pinehurst, North Carolina

by

ETC Institute

725 West Frontier
Olathe, Kansas 66061
(913) 829-1215

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Village of Pinehurst Business Satisfaction Survey Executive Summary

Purpose

A business survey was administered for The Village of Pinehurst to businesses located within the Village limits during the summer of 2017. The survey was administered for the sixth time as part of an effort to assess business satisfaction with the quality of Village services and to measure trends from the results of previous surveys. The information gathered will help the Village address issues affecting the business community by measuring change over time.

Methodology

A four-page survey was mailed to businesses in the Village of Pinehurst. Approximately 10 days after surveys were mailed, businesses that received the survey were contacted by phone. Those who indicated they had not returned the survey were given the option of completing it by phone or online. The goal was to receive at least 75 completed surveys. This goal was accomplished, with a total of 86 businesses completing the survey.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to be consistent with the presentation of the resident responses. Since the number of “don’t know” responses often reflects the utilization and awareness of services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs for each question on the survey
- importance-satisfaction analysis
- tabular data that show the results for each question on the survey
- a copy of the survey instrument.

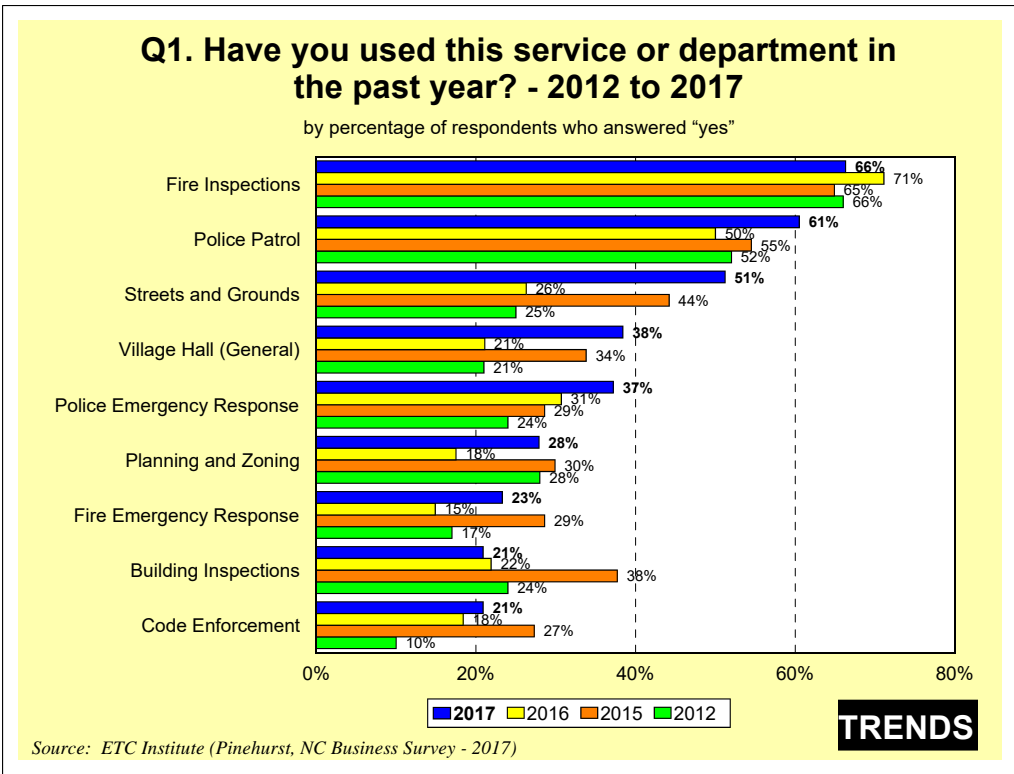
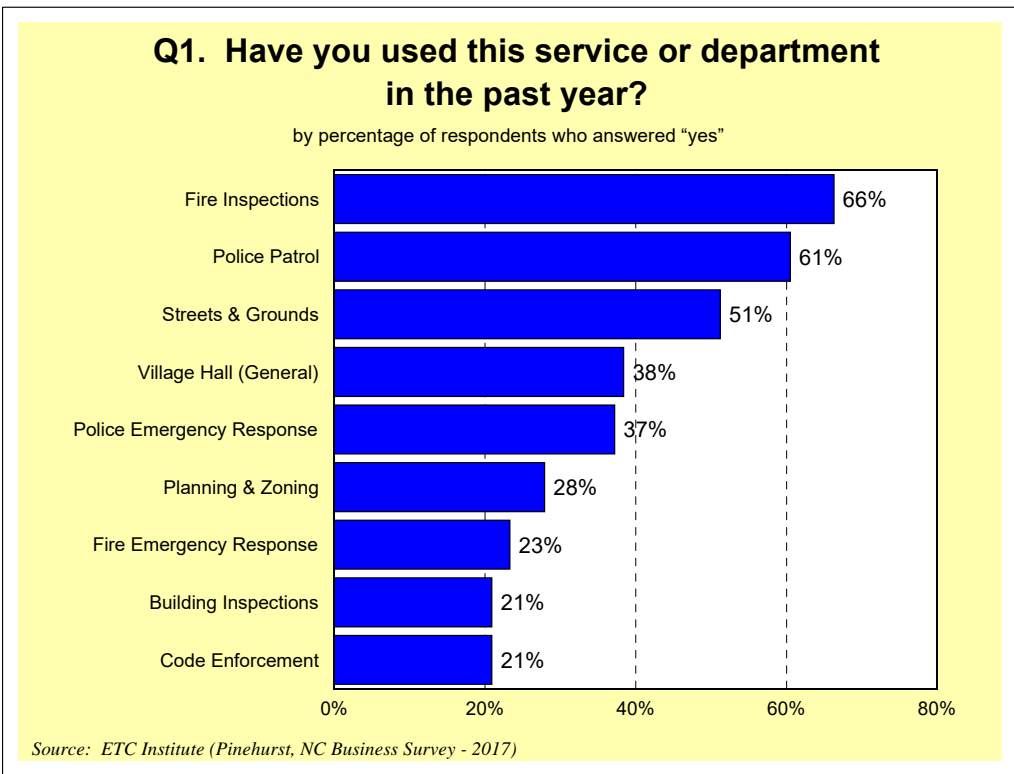
Major Findings

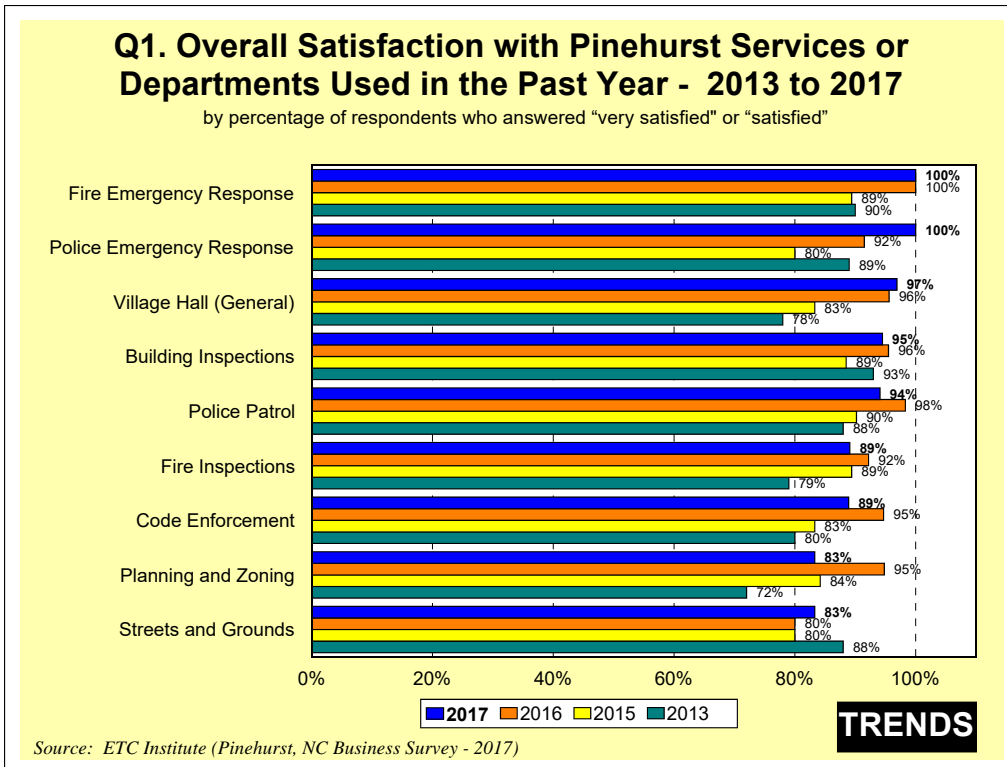
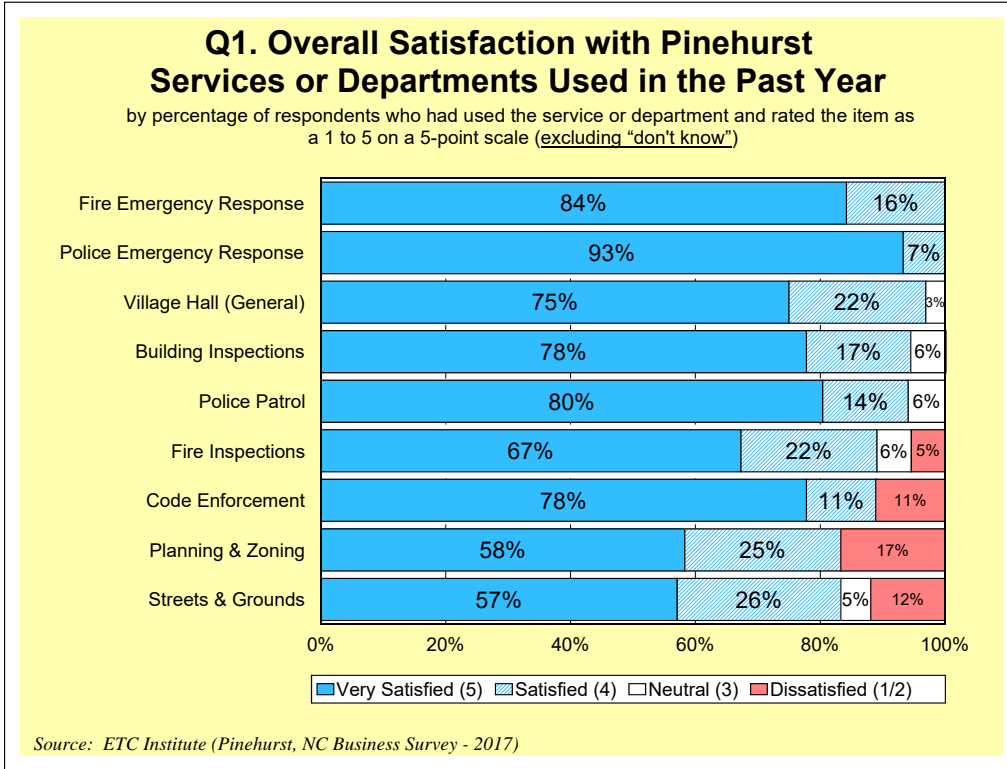
- **Use of Village Services.** The services that the highest percentage of businesses have used in the past year were: fire inspections (66%), police patrol (61%), and streets & grounds (51%).
- **Satisfaction with Village Services and Departments.** The services that had the highest levels of satisfaction from businesses *who had an opinion* were: fire emergency response (100%), police emergency response (100%), Village Hall (97%), building inspections (95%), and police patrol (94%).
- **Most Important Village Services.** Based on the sum of the top three choices, areas that businesses rated as the most important were: (1) fire emergency response (50%) (2) police emergency response (47%), and (3) police patrol (47%).
- **Satisfaction with the Overall Quality of Village Services.** Nearly half (49%) of businesses feel the overall quality of services provided by the Village meets their expectations; 46% feel the overall quality of Village services exceeds their expectations, and only 3% feel the overall quality of Village services are below their expectations.
- **Satisfaction with Various Village Services.** Most (95%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the cleanliness of streets and public areas; 90% were satisfied with the landscape and maintenance in right of ways and public areas, and 88% were satisfied with the condition of sidewalks.
- **Perceptions of the Village.** Most (98%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the overall feeling of safety in the Village; 97% were satisfied with the overall quality of life, and 92% were satisfied with the overall image of the Village.
- **Likelihood of Recommending the Village as a Business Location.** Seventy-one percent (71%) of businesses would be very likely or likely to recommend the Village as a business location to family and friends; 24% would be somewhat likely to recommend the Village as a business location to family and friends, and only 4% would not be likely to recommend the Village as a business location.
- **Business Atmosphere Compared to Two Years Ago.** Thirty-eight percent (38%) of businesses *who had an opinion* feel the overall business atmosphere in the Village is better than two years ago; 47% feel there has been no change, but the atmosphere is good, 12% feel there has been no change but the atmosphere is poor, and 3% feel the atmosphere is worse.

- **Village Customer Service.** More than half (51%) of businesses *who had an opinion* rated the customer service from the Village as very good; 47% rated customer service as good, and only 2% rated the customer service from the Village as poor.
- **Level of Agreement with Statements About Customer Service from Village Staff.** Eighty-four percent (84%) of the businesses surveyed *who had an opinion* agreed that the Village staff was courteous during their most recent interaction with them; 84% agreed that Village staff was competent and professional, 79% agreed that Village staff was responsive to their needs, and 70% agreed that their issue was resolved promptly.
- **Satisfaction with Village Communications with Businesses.** Nearly two-thirds (63%) of businesses were satisfied with the job the Village does communicating with business owners, compared to only 8% who were dissatisfied.
- **Village Website.** Of the 62% of business that visited the Village’s website (www.vopnc.org) during the past 12 months, 83% were very satisfied or satisfied with the website and 17% rated it as “neutral.” Over three-fourths (76%) of the businesses surveyed *who had an opinion* rated the ease of navigation and the informative content of the Village’s website as “very good” or “good.”.
- **Village Mobile App.** Seven percent (7%) of businesses indicated they used the Village’s mobile app (MY VOP) during the past 12 months. Of those, 84% were very satisfied or satisfied and 17% were dissatisfied.
- **Community Development (Codes and Ordinances).** Seventy-seven percent (77%) of the businesses *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with historic district guidelines; 69% were satisfied with zoning ordinances, and 43% were satisfied with business signage and regulations.
- **Impact of Various Cultural and Entertainment Opportunities.** Forty-nine percent (49%) of the businesses surveyed feel parades in the Village Center have a positive impact on their business; 45% feel other cultural activities (live music, etc.) have a positive impact, and 44% feel the Holly Arts & Crafts Festival has a positive impact on their business.
- **Satisfaction with the Way the Village handles Events That Attract Large Crowds.** More than three-fourths (78%) of businesses are satisfied with the way the Village handles events that attract large crowds.
- **Reasons Influencing Decision to Locate Business in the Village of Pinehurst.** Eighty-three percent (83%) of businesses surveyed indicated safety and security was either “extremely important” (60%) or “very important” (23%) in their decision to locate their business in the Village of Pinehurst. The other top reasons included the overall quality of life in the village (79%) and quality healthcare (76%).

Section 1

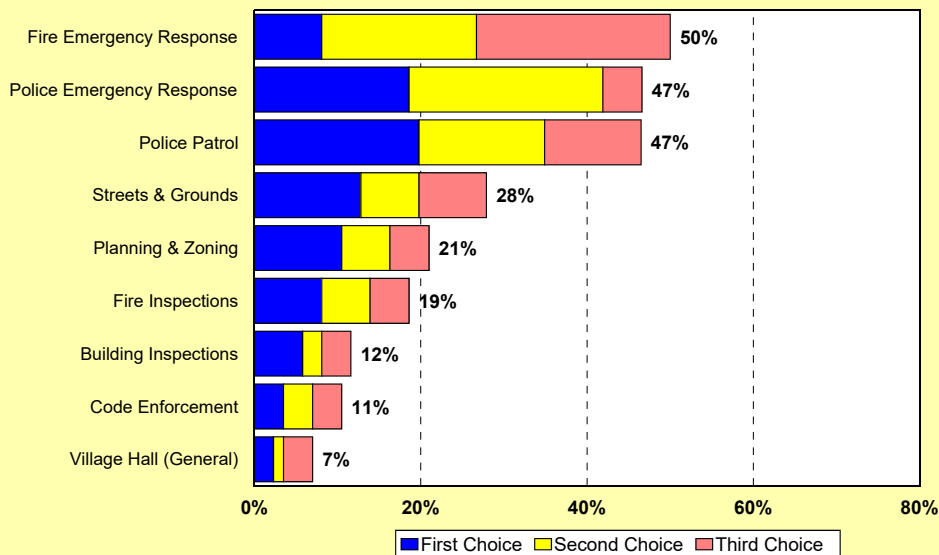
Charts and Graphs





Q2. Village Services or Department Businesses Indicated as the Most Important to their Business

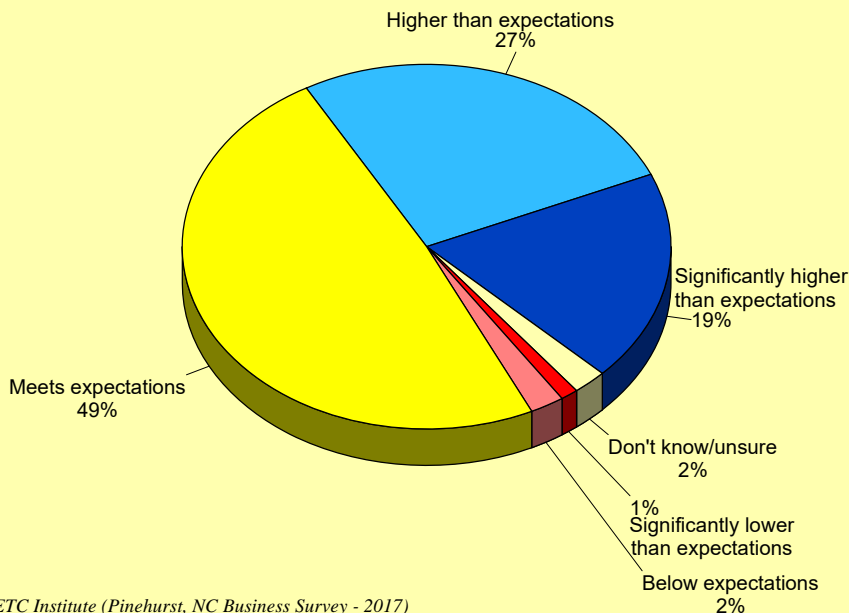
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

Q3. Satisfaction With the Overall Quality of Services Provided to Your Business by the Village of Pinehurst

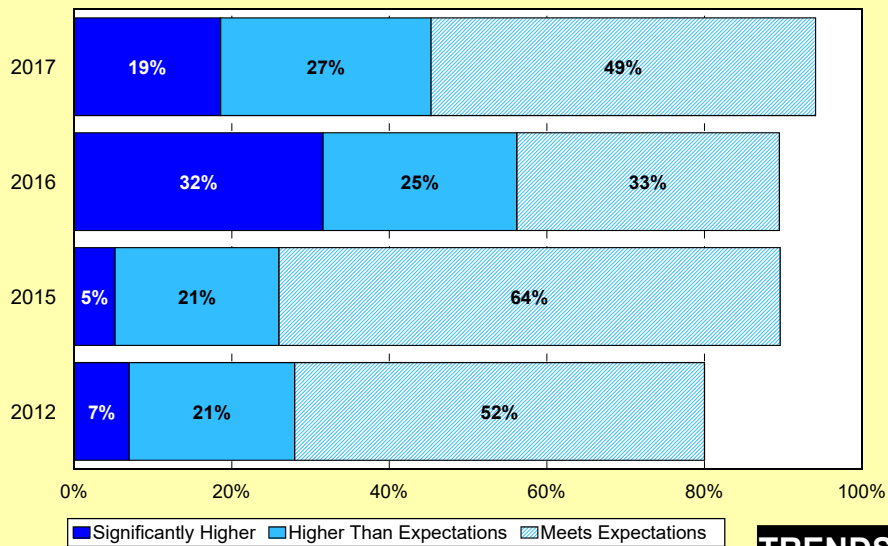
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

Q3. Satisfaction with the overall quality of services provided to your business by the Village of Pinehurst 2012 to 2017

by percentage of respondents

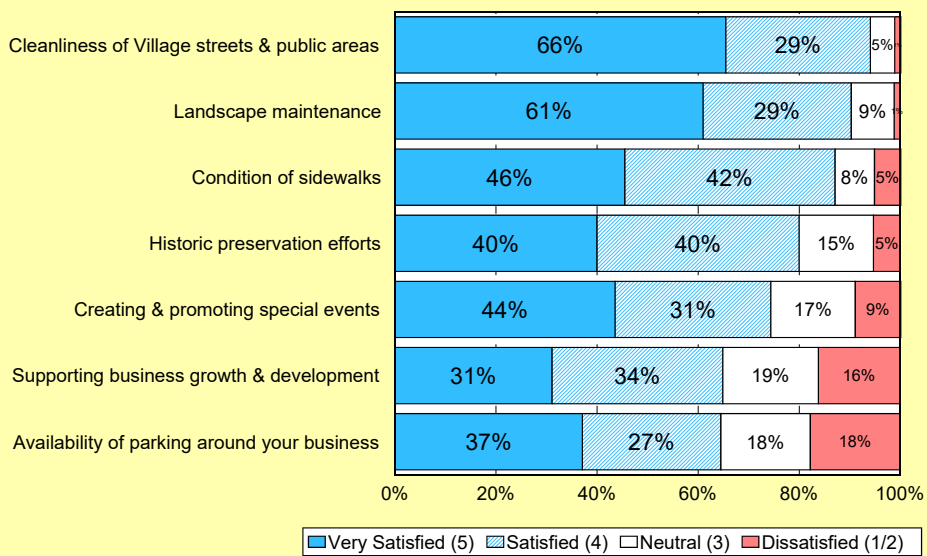


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

TRENDS

Q4. Level of Satisfaction with the Village in Various Areas

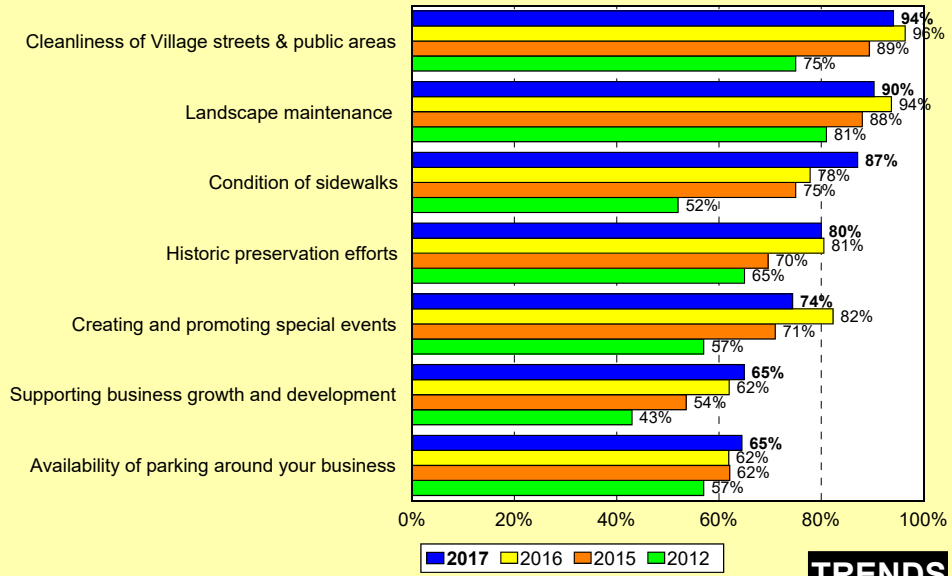
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

Q4. Level of Satisfaction with the Village in Various Areas 2012 to 2017

by percentage of respondents who answered "very satisfied" or "satisfied"

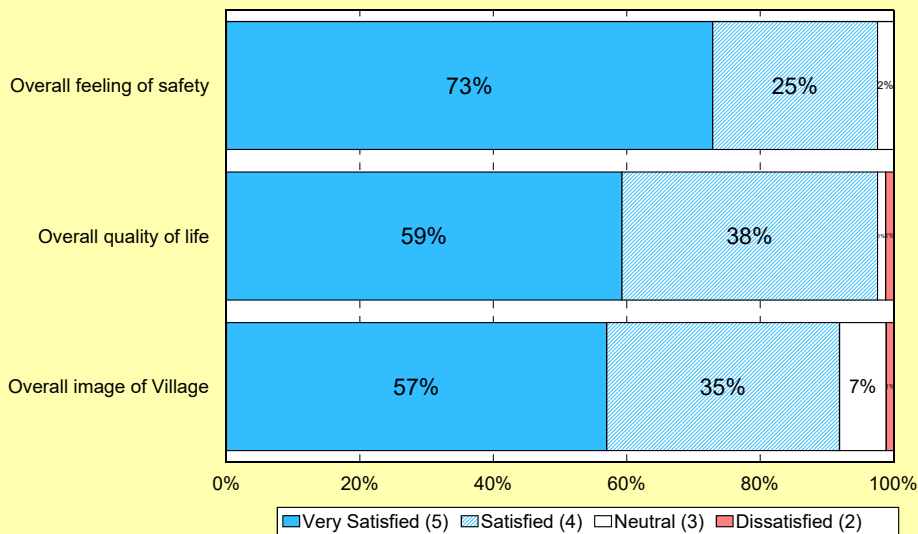


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

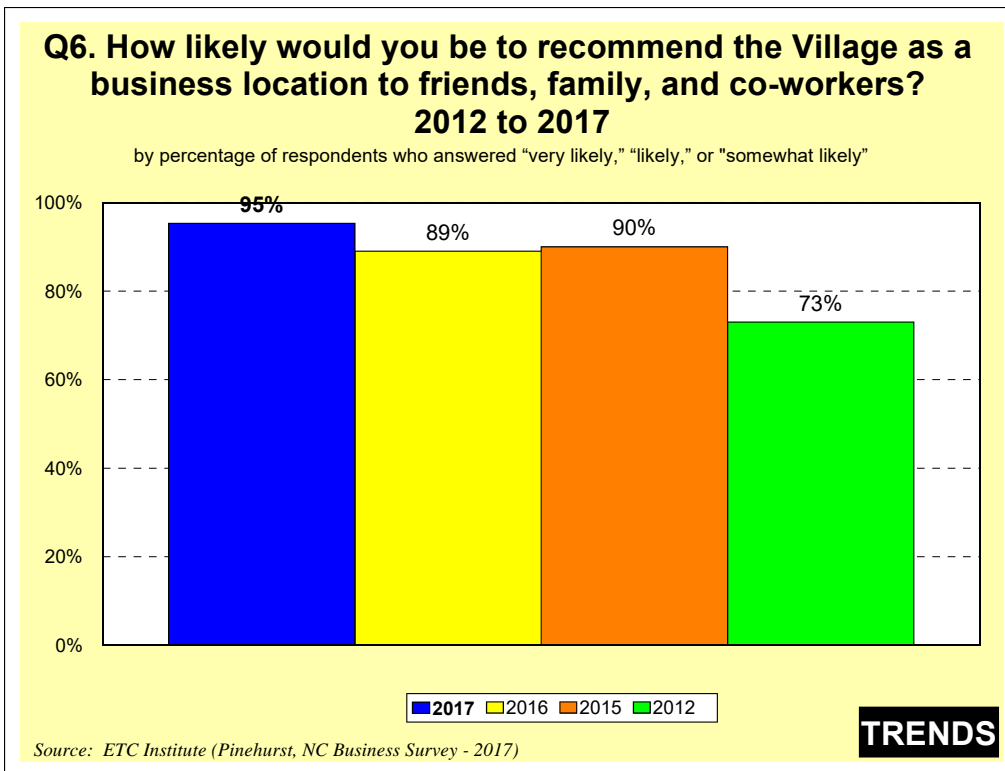
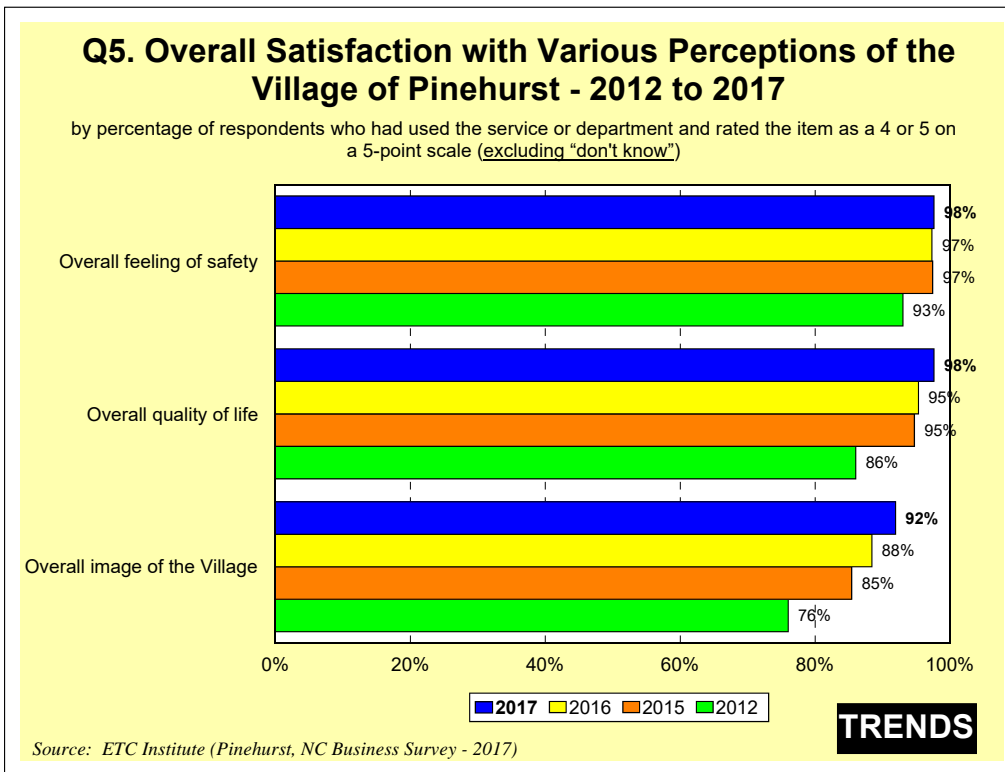
TRENDS

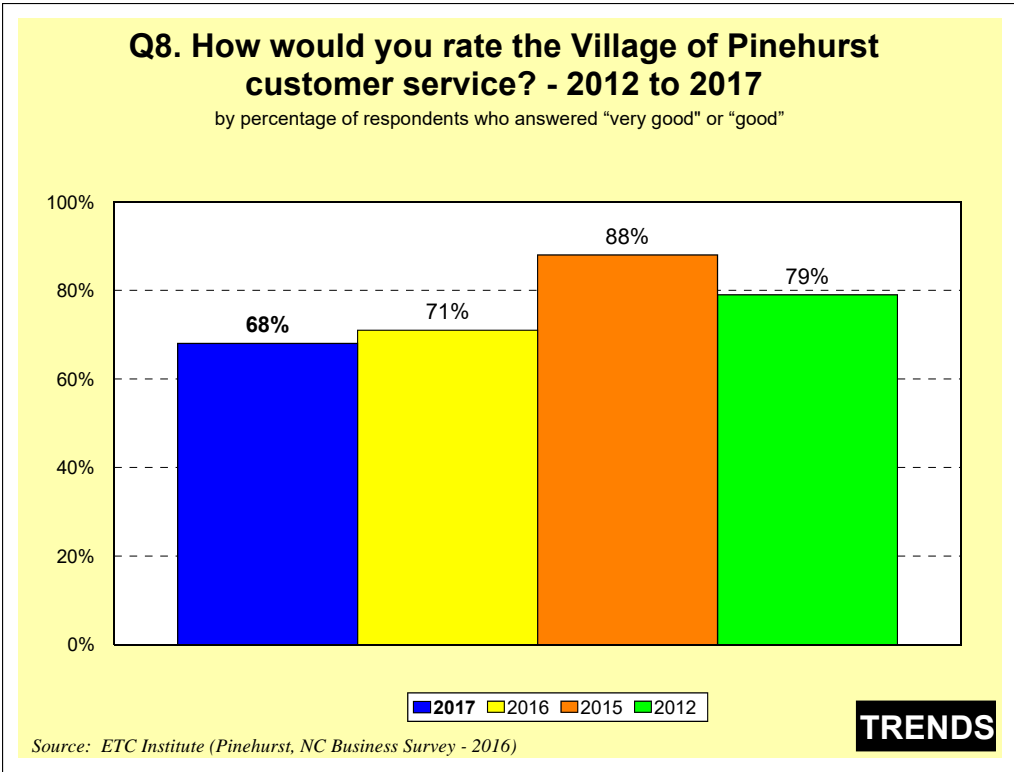
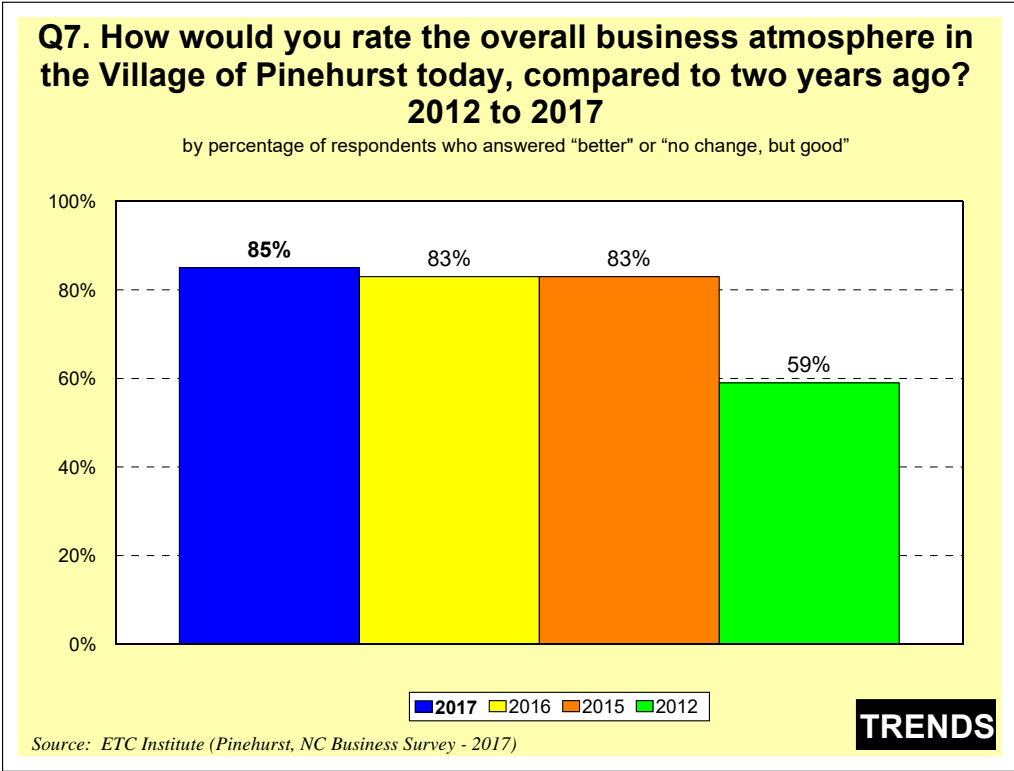
Q5. Overall Satisfaction with Various Perceptions of the Village of Pinehurst

by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



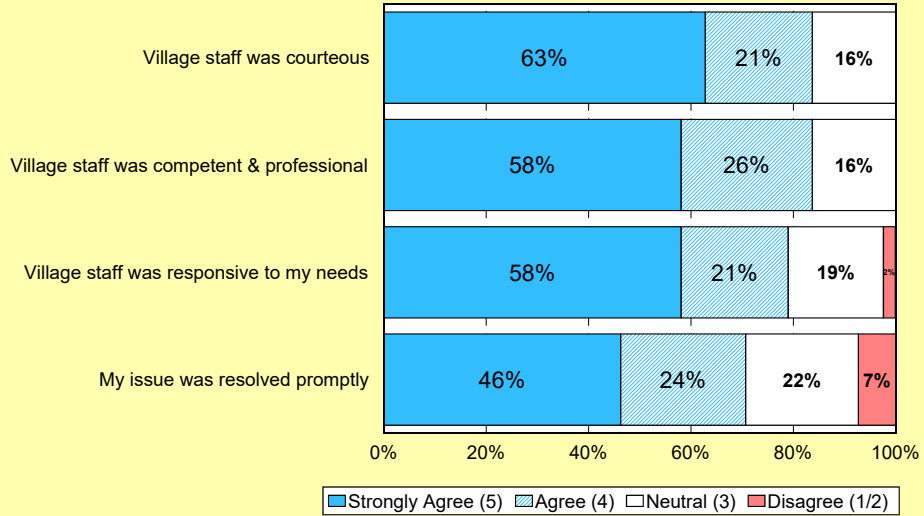
Source: ETC Institute (Pinehurst, NC Business Survey - 2017)





Q9. Level of Agreement with Statements About Your Most Recent Contact with the Village Government Staff

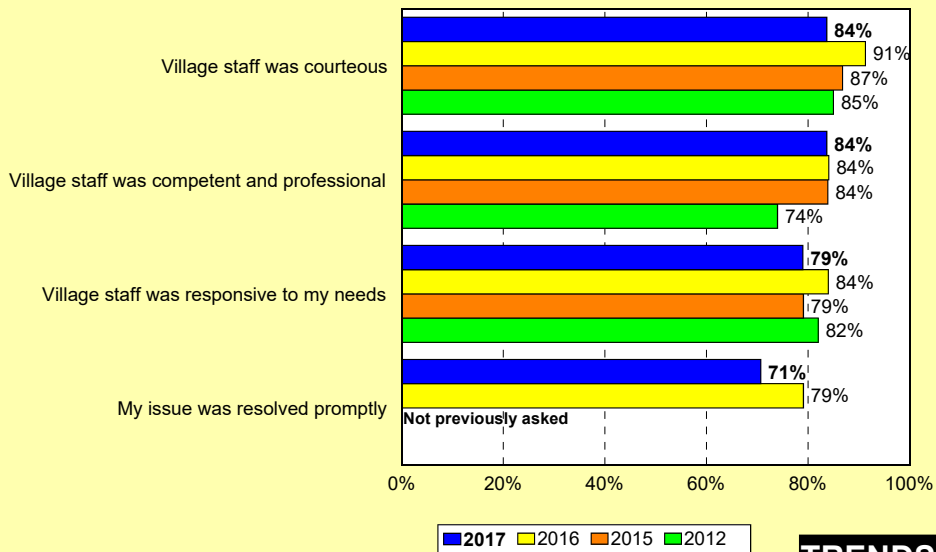
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

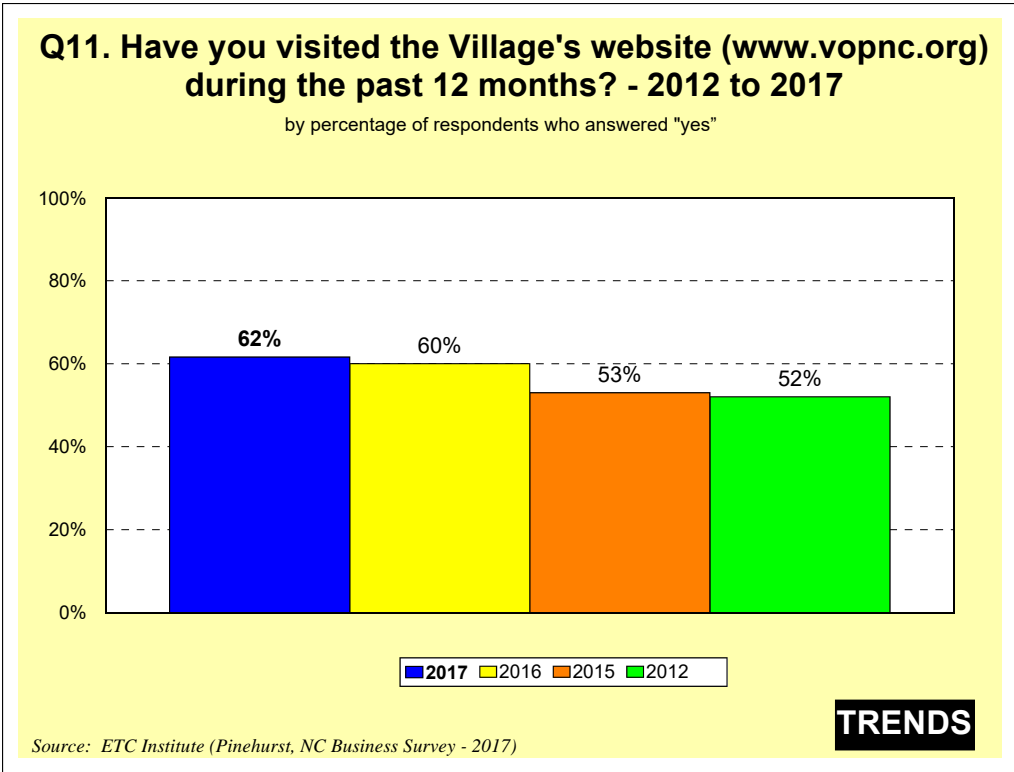
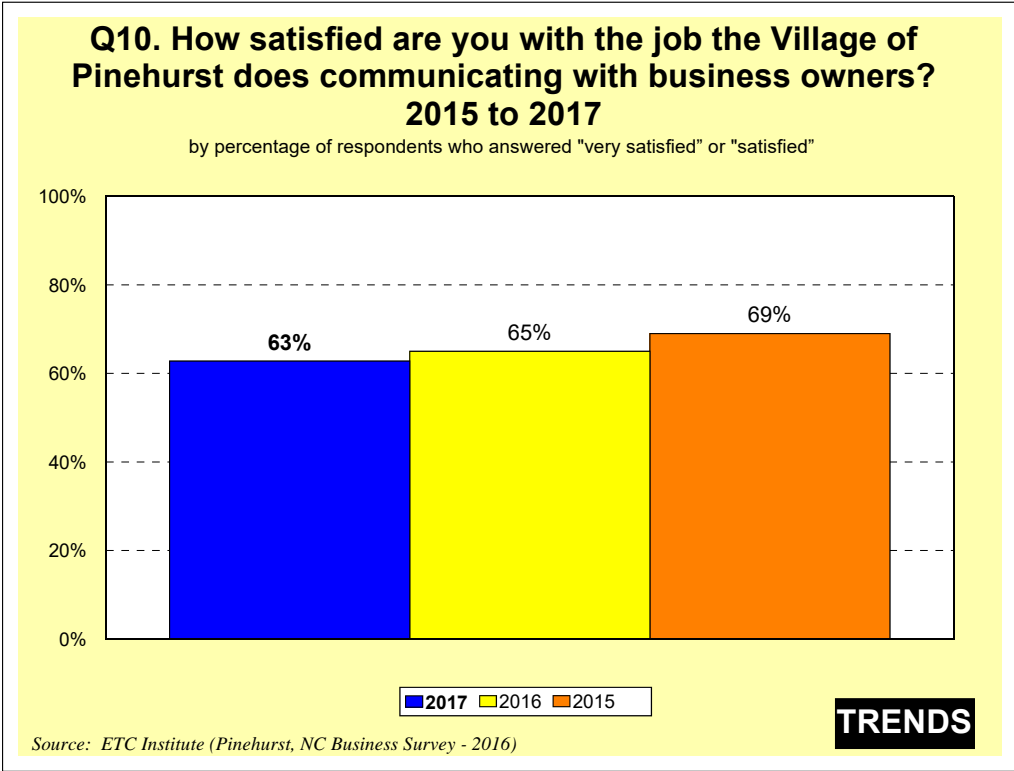
Q9. Level of Agreement with Statements About Your Most Recent Contact with the Village - 2012 to 2017

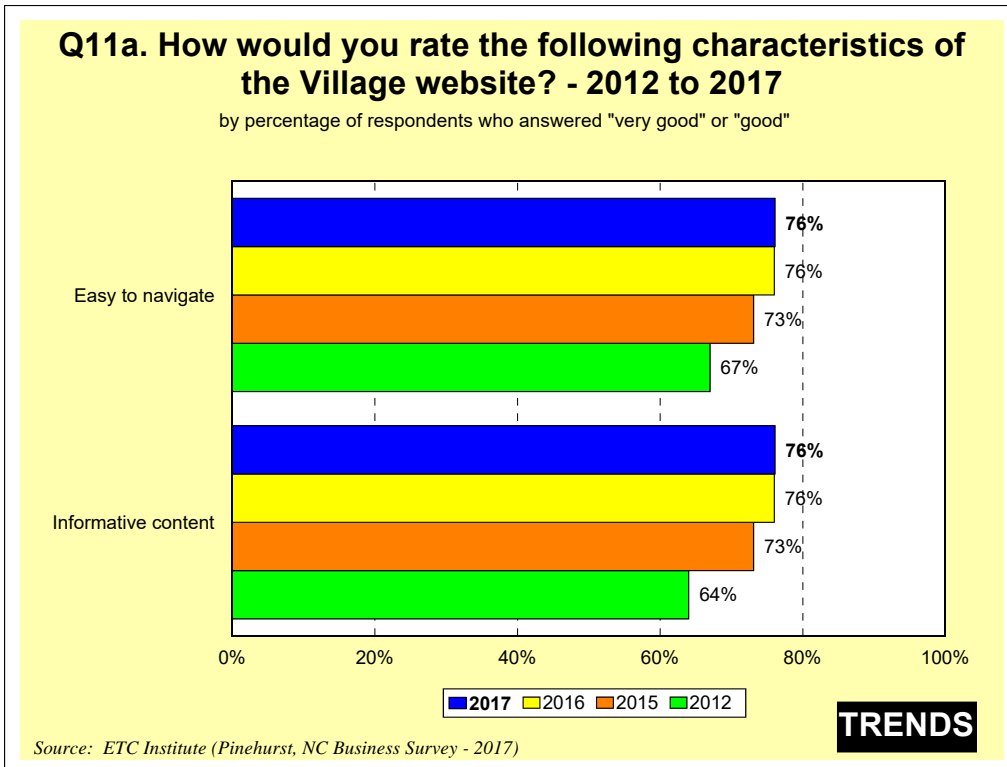
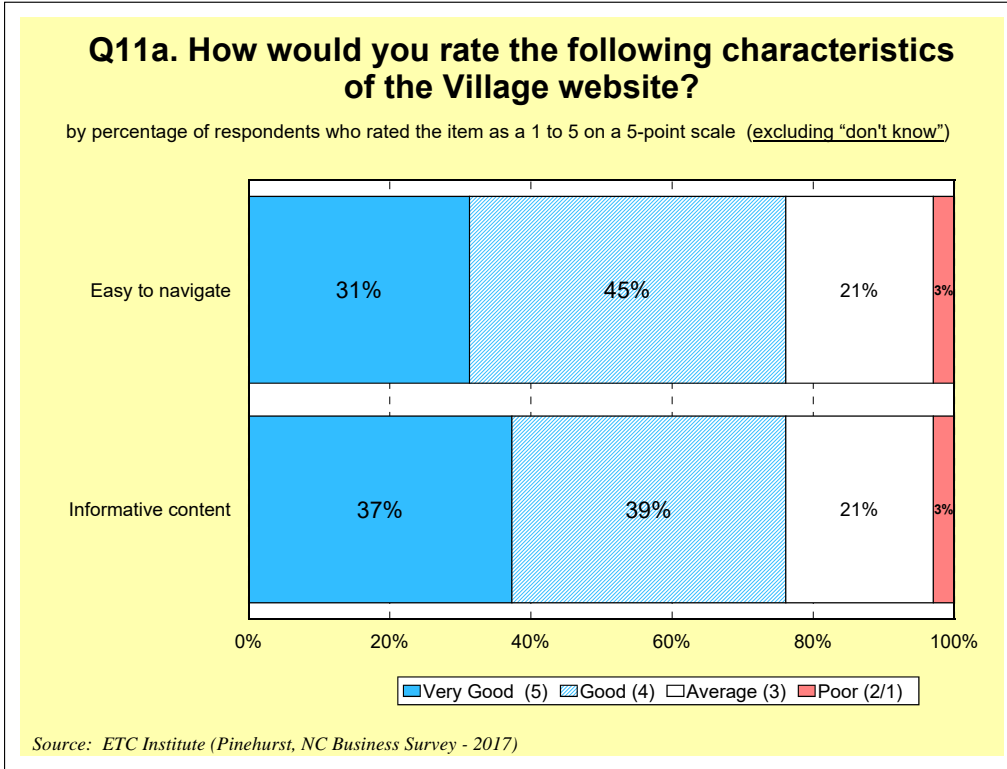
by percentage of respondents who answered "strongly agree" or "agree" (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

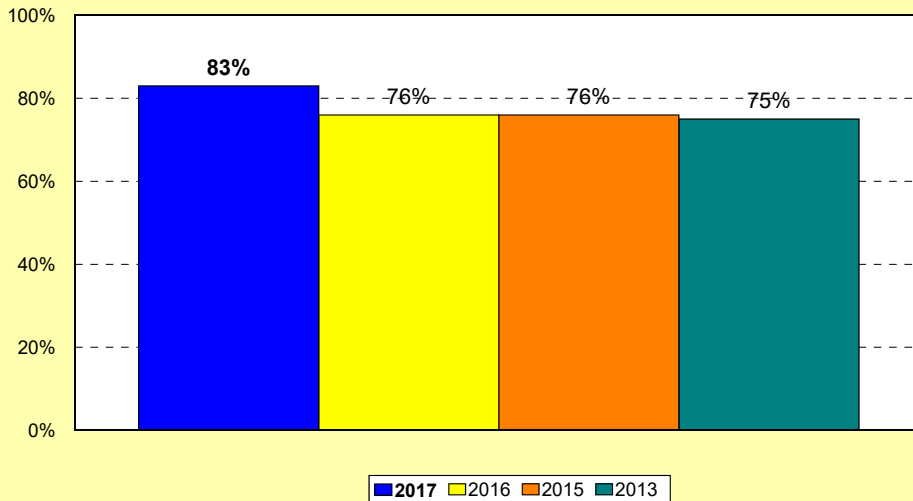
TRENDS





**Q11b. How satisfied are you with the Village's website?
2013 to 2017**

by percentage of respondents who responded "very satisfied" or "satisfied"

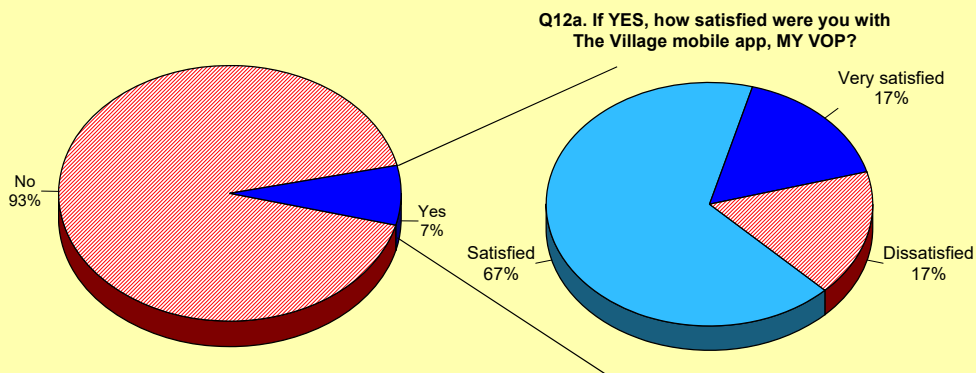


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

TRENDS

**Q12. Have you used the Village's mobile app ("MY VOP")
during the past 12 months?**

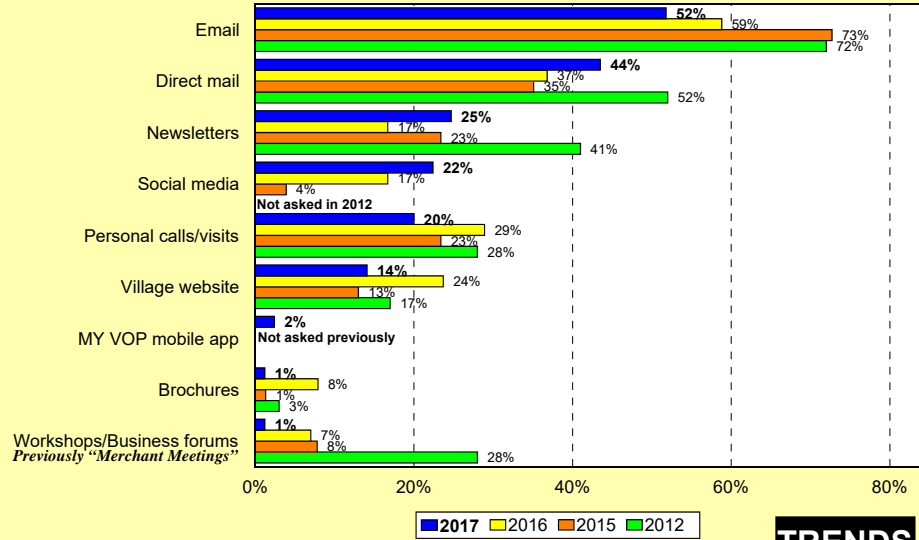
by percentage of respondents (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**Q13. Which of the following are the best ways for the Village to communicate important information to your business?
2012 to 2017**

by percentage of respondents (multiple choices could be made)

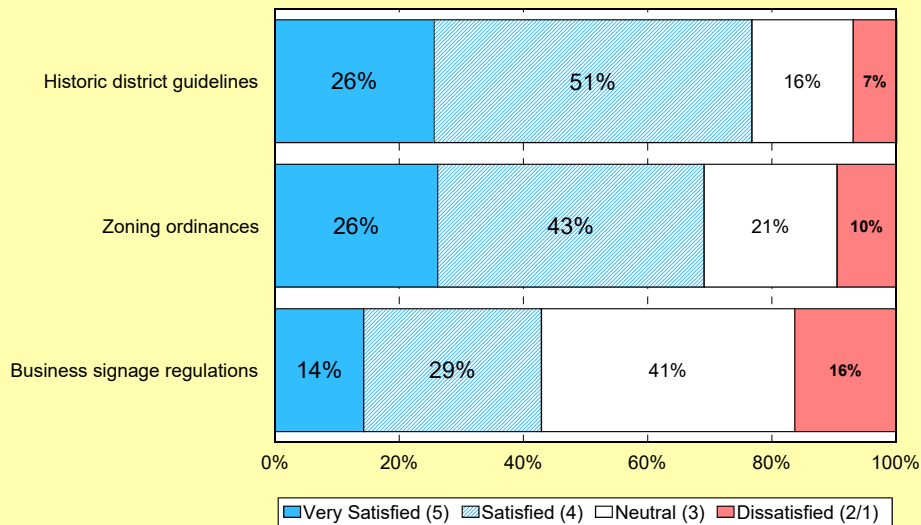


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

TRENDS

**Q14. Level of Satisfaction with Community Development
(Village Codes and Ordinances)**

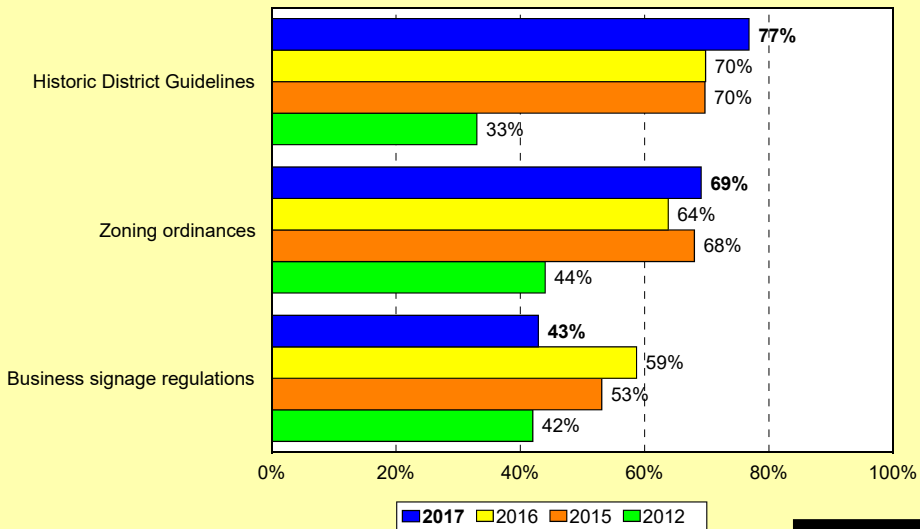
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

Q14. Level of Satisfaction with Community Development (Village Codes and Ordinances) - 2012 to 2017

by percentage of respondents who had used the service or department and answered "very satisfied" or "satisfied"

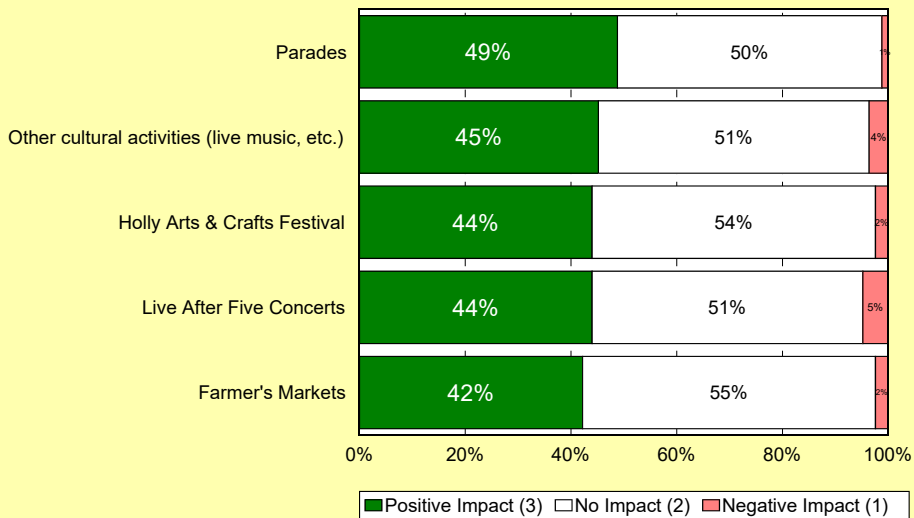


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

TRENDS

Q15. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business

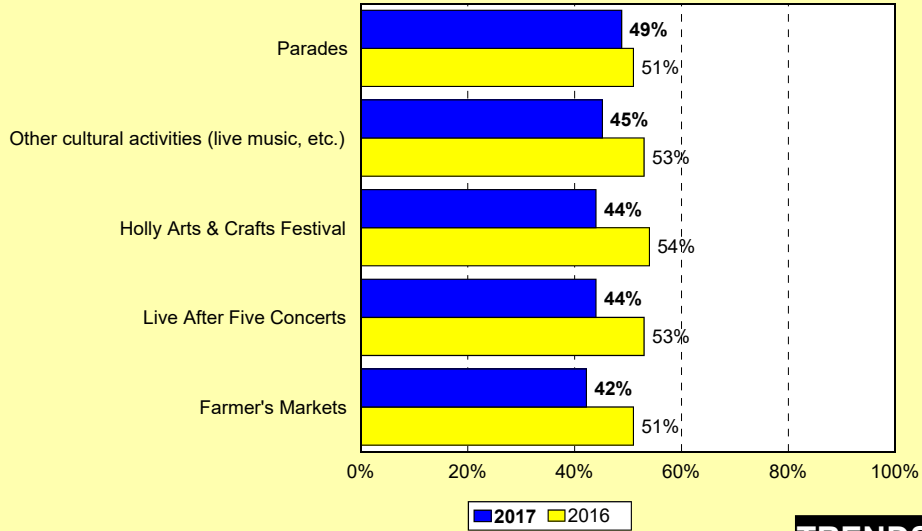
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

Q15. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business 2016 vs. 2017

by percentage of respondents who felt the event had a "positive impact" on their business

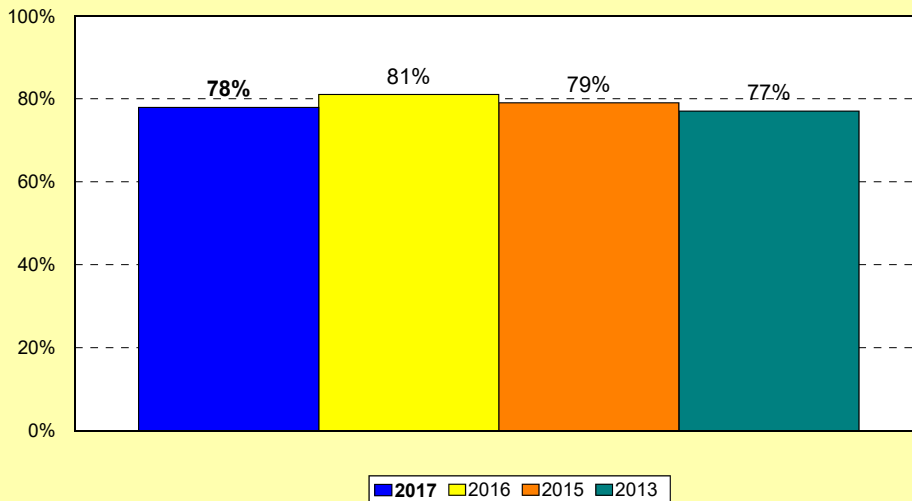


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

TRENDS

Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village? 2013 to 2017

by percentage of respondents who answered "very satisfied" or "satisfied"

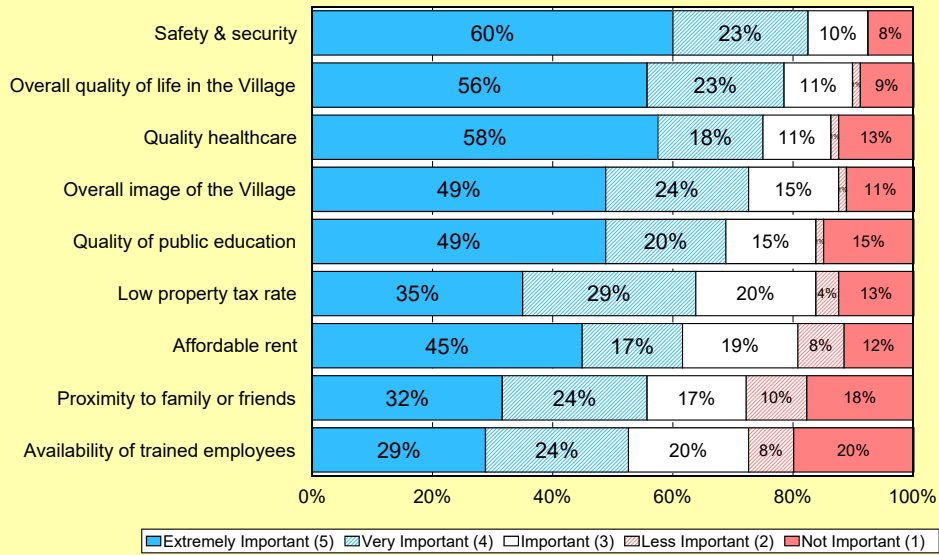


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

TRENDS

Q17. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst

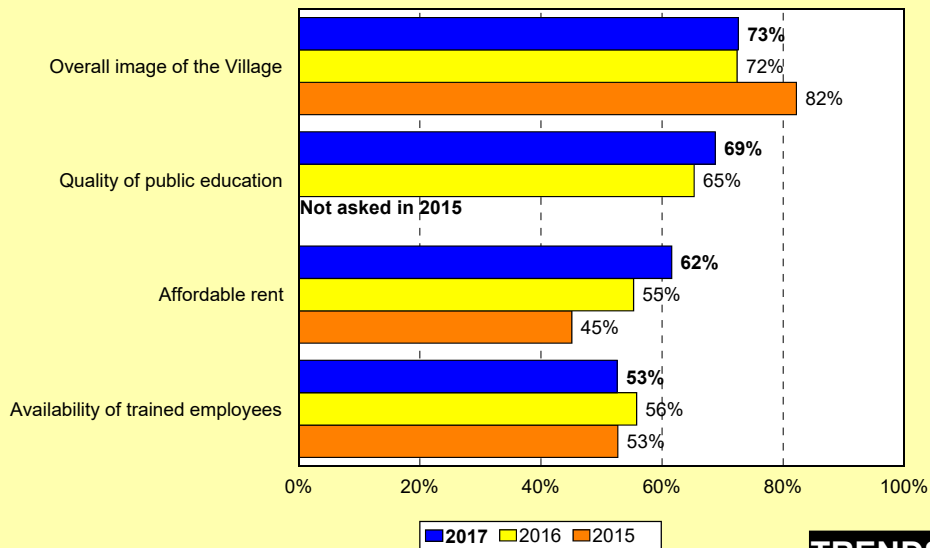
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "not provided")



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

Q17. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst 2015 to 2017

by percentage of respondents who felt the reason was "extremely important" or "very important"

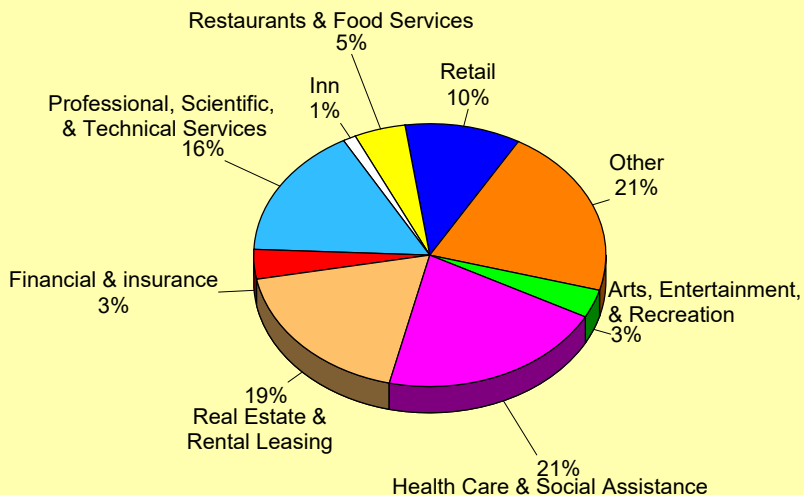


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

TRENDS

Q18. Primary Business Category for Your Business

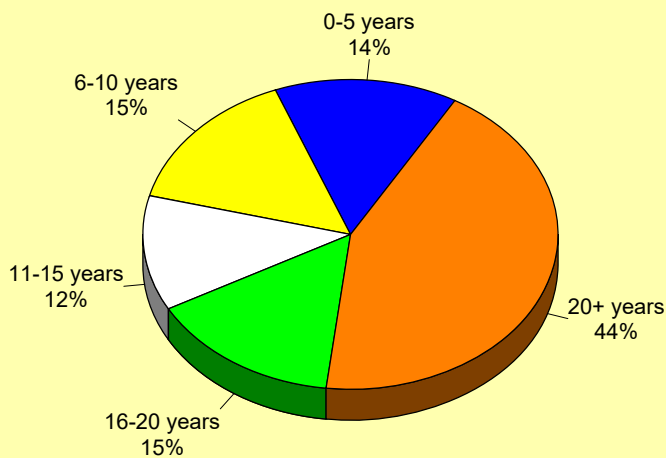
by percentage of respondents



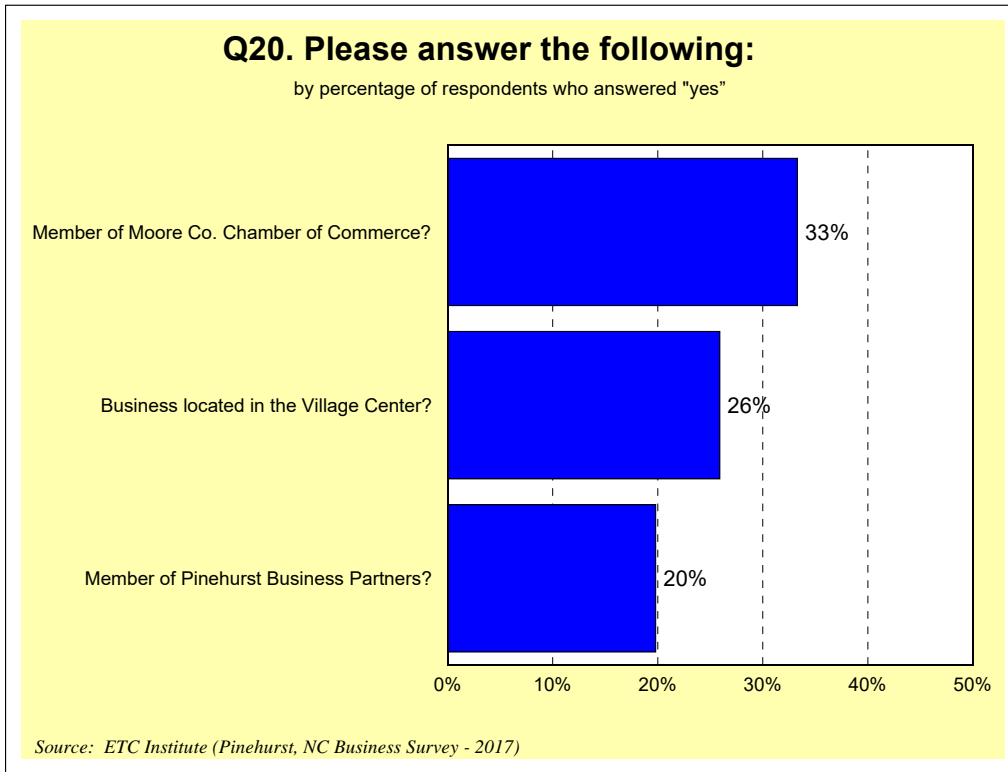
Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

Q19. How many years have you been in operation in the Village?

by percentage of respondents (excluding "not provided")



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)



Section 2

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Village of Pinehurst, NC

Overview

Today, community officials have limited resources which need to be targeted to activities that are of the most benefit to businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to businesses; and (2) to target resources toward those services where businesses are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that communities will maximize overall business satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Village to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the Village's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the Village to provide. Approximately forty-seven percent (46.5%) of businesses selected "Police Patrol" as one of the most important major services to provide.

With regard to satisfaction, 94% of the businesses surveyed rated their overall satisfaction with “Police Patrol” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “Police Patrol” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 46.5% was multiplied by 6% (1-0.94). This calculation yielded an I-S rating of 0.0279, which ranked third out of nine major Village services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the Village to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Pinehurst are provided on the following page.

Importance-Satisfaction Rating

Village of Pinehurst, NC - Business Survey

OVERALL VILLAGE SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Streets & Grounds	28%	4	83%	9	0.0474	1
Planning & Zoning	21%	5	83%	8	0.0357	2
Police Patrol	47%	3	94%	5	0.0279	3
Fire Inspections	19%	6	89%	6	0.0205	4
Code Enforcement	11%	8	89%	7	0.0116	5
Building Inspections	12%	7	95%	4	0.0058	6
Village Hall (General)	7%	9	97%	3	0.0021	7
Fire Emergency Response	50%	1	100%	1	0.0000	8
Police Emergency Response	47%	2	100%	2	0.0000	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

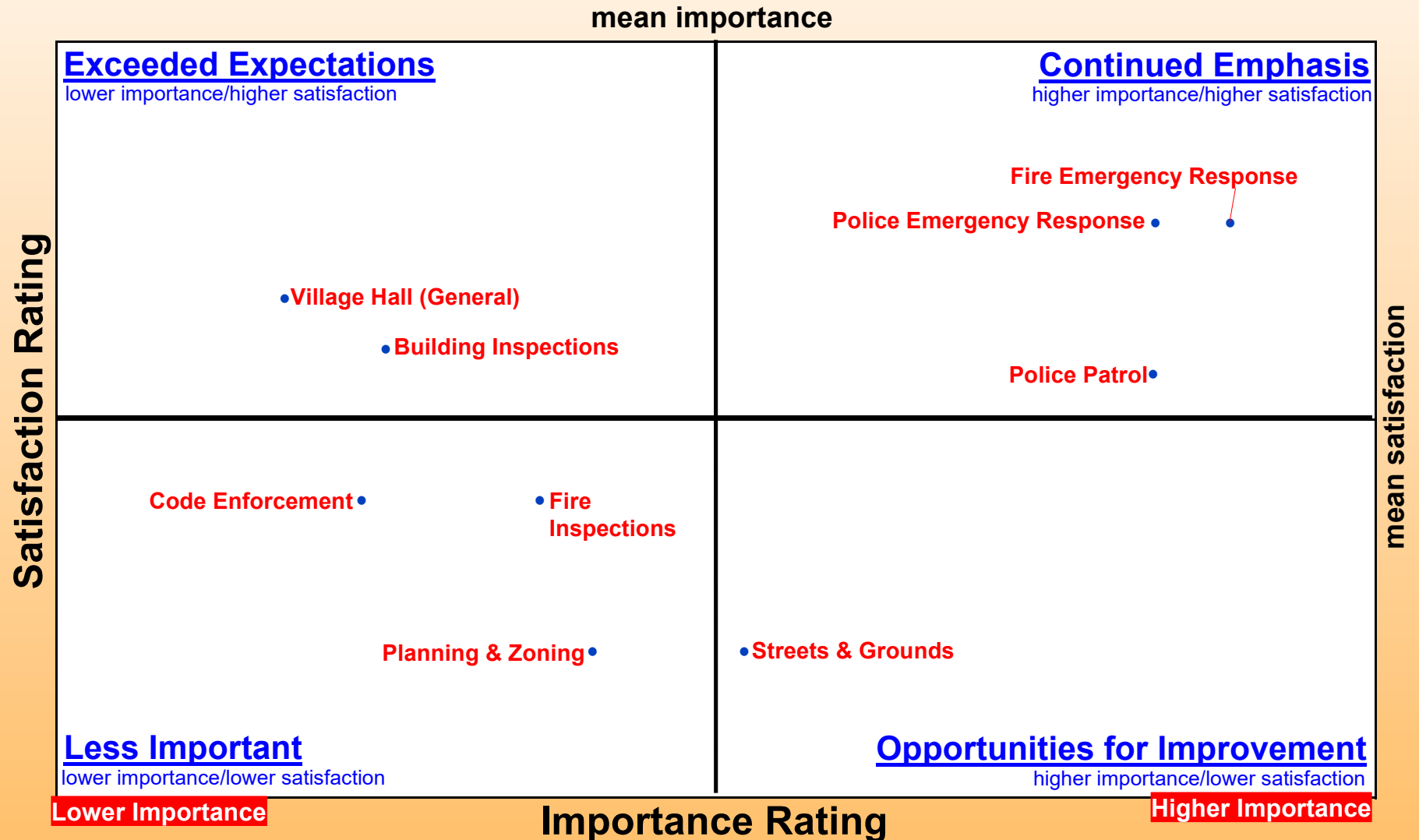
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the Village is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Village should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the Village is performing significantly better than customers expect the Village to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with Village services. The Village should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the Village is not performing as well as residents expect the Village to perform. This area has a significant impact on customer satisfaction, and the Village should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the Village is not performing well relative to the Village's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with Village services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

The matrix showing the results for Pinehurst is provided on the following page.

2017 Village of Pinehurst Business Survey Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2016)

Section 3

Tabular Data

Q1. Community Service Satisfaction. Please indicate if your business has used each of the following services or departments in the past year.

(N=86)

	Yes	No
Q1a. Building Inspections	20.9%	79.1%
Q1b. Fire Inspections	66.3%	33.7%
Q1c. Planning & Zoning	27.9%	72.1%
Q1d. Code Enforcement	20.9%	79.1%
Q1e. Police Patrol	60.5%	39.5%
Q1f. Police Emergency Response	37.2%	62.8%
Q1g. Fire Emergency Response	23.3%	76.7%
Q1h. Village Hall (General)	38.4%	61.6%
Q1i. Streets & Grounds	51.2%	48.8%

Q1. If your business has used a service or department, please rate that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=74)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Building Inspections	77.8%	16.7%	5.6%	0.0%	0.0%	0.0%
Q1b. Fire Inspections	67.3%	21.8%	5.5%	3.6%	1.8%	0.0%
Q1c. Planning & Zoning	58.3%	25.0%	0.0%	12.5%	4.2%	0.0%
Q1d. Code Enforcement	77.8%	11.1%	0.0%	0.0%	11.1%	0.0%
Q1e. Police Patrol	80.4%	13.7%	5.9%	0.0%	0.0%	0.0%
Q1f. Police Emergency Response	90.3%	6.5%	0.0%	0.0%	0.0%	3.2%
Q1g. Fire Emergency Response	84.2%	15.8%	0.0%	0.0%	0.0%	0.0%
Q1h. Village Hall (General)	75.0%	21.9%	3.1%	0.0%	0.0%	0.0%
Q1i. Streets & Grounds	55.8%	25.6%	4.7%	11.6%	0.0%	2.3%

WITHOUT "DON'T KNOW"

Q1. If your business has used a service or department, please rate that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=74)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Building Inspections	77.8%	16.7%	5.6%	0.0%	0.0%
Q1b. Fire Inspections	67.3%	21.8%	5.5%	3.6%	1.8%
Q1c. Planning & Zoning	58.3%	25.0%	0.0%	12.5%	4.2%
Q1d. Code Enforcement	77.8%	11.1%	0.0%	0.0%	11.1%
Q1e. Police Patrol	80.4%	13.7%	5.9%	0.0%	0.0%
Q1f. Police Emergency Response	93.3%	6.7%	0.0%	0.0%	0.0%
Q1g. Fire Emergency Response	84.2%	15.8%	0.0%	0.0%	0.0%
Q1h. Village Hall (General)	75.0%	21.9%	3.1%	0.0%	0.0%
Q1i. Streets & Grounds	57.1%	26.2%	4.8%	11.9%	0.0%

Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Building Inspections	5	5.8 %
Fire Inspections	7	8.1 %
Planning & Zoning	9	10.5 %
Code Enforcement	3	3.5 %
Police Patrol	17	19.8 %
Police Emergency Response	16	18.6 %
Fire Emergency Response	7	8.1 %
Village Hall (General)	2	2.3 %
Streets & Grounds	11	12.8 %
None chosen	9	10.5 %
Total	86	100.0 %

Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Building Inspections	2	2.3 %
Fire Inspections	5	5.8 %
Planning & Zoning	5	5.8 %
Code Enforcement	3	3.5 %
Police Patrol	13	15.1 %
Police Emergency Response	20	23.3 %
Fire Emergency Response	16	18.6 %
Village Hall (General)	1	1.2 %
Streets & Grounds	6	7.0 %
None chosen	15	17.4 %
Total	86	100.0 %

Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Building Inspections	3	3.5 %
Fire Inspections	4	4.7 %
Planning & Zoning	4	4.7 %
Code Enforcement	3	3.5 %
Police Patrol	10	11.6 %
Police Emergency Response	4	4.7 %
Fire Emergency Response	20	23.3 %
Village Hall (General)	3	3.5 %
Streets & Grounds	7	8.1 %
<u>None chosen</u>	<u>28</u>	<u>32.6 %</u>
Total	86	100.0 %

Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Building Inspections	10	11.6 %
Fire Inspections	16	18.6 %
Planning & Zoning	18	20.9 %
Code Enforcement	9	10.5 %
Police Patrol	40	46.5 %
Police Emergency Response	40	46.5 %
Fire Emergency Response	43	50.0 %
Village Hall (General)	6	7.0 %
Streets & Grounds	24	27.9 %
<u>None chosen</u>	<u>9</u>	<u>10.5 %</u>
Total	215	

Q3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is...

Q3. How satisfied are you with overall quality of services provided to your business by Village of Pinehurst?

	Number	Percent
Significantly higher than your expectations	16	18.6 %
Higher than your expectations	23	26.7 %
Meets your expectations	42	48.8 %
Below your expectations	2	2.3 %
Significantly below your expectations	1	1.2 %
Don't know	2	2.3 %
Total	86	100.0 %

WITHOUT "DON'T KNOW"

Q3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is... (without "don't know")

Q3. How satisfied are you with overall quality of services provided to your business by Village of Pinehurst?

	Number	Percent
Significantly higher than your expectations	16	19.0 %
Higher than your expectations	23	27.4 %
Meets your expectations	42	50.0 %
Below your expectations	2	2.4 %
Significantly below your expectations	1	1.2 %
Total	84	100.0 %

Q4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in the following areas.

(N=86)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Supporting business growth & development	26.7%	29.1%	16.3%	11.6%	2.3%	14.0%
Q4b. Availability of employee & customer parking around your business	26.7%	19.8%	12.8%	4.7%	8.1%	27.9%
Q4c. Condition of sidewalks	40.7%	37.2%	7.0%	2.3%	2.3%	10.5%
Q4d. Creating & promoting special events	39.5%	27.9%	15.1%	5.8%	2.3%	9.3%
Q4e. Historic preservation efforts	34.9%	34.9%	12.8%	3.5%	1.2%	12.8%
Q4f. Cleanliness of Village streets & public areas	64.0%	27.9%	4.7%	1.2%	0.0%	2.3%
Q4g. Landscape maintenance in rights of way & public areas	58.1%	27.9%	8.1%	1.2%	0.0%	4.7%

WITHOUT "DON'T KNOW"

Q4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in the following areas. (without "don't know")

(N=86)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Supporting business growth & development	31.1%	33.8%	18.9%	13.5%	2.7%
Q4b. Availability of employee & customer parking around your business	37.1%	27.4%	17.7%	6.5%	11.3%
Q4c. Condition of sidewalks	45.5%	41.6%	7.8%	2.6%	2.6%
Q4d. Creating & promoting special events	43.6%	30.8%	16.7%	6.4%	2.6%
Q4e. Historic preservation efforts	40.0%	40.0%	14.7%	4.0%	1.3%
Q4f. Cleanliness of Village streets & public areas	65.5%	28.6%	4.8%	1.2%	0.0%
Q4g. Landscape maintenance in rights of way & public areas	61.0%	29.3%	8.5%	1.2%	0.0%

Q5. Perceptions of The Village. Please rate each of the following items that may influence your business's perception of the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=86)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Don't Know
Q5a. Overall image of Village	57.0%	34.9%	7.0%	1.2%	0.0%
Q5b. Overall quality of life	55.8%	36.0%	1.2%	1.2%	5.8%
Q5c. Overall feeling of safety	72.1%	24.4%	2.3%	0.0%	1.2%

WITHOUT "DON'T KNOW"

Q5. Perceptions of The Village. Please rate each of the following items that may influence your business's perception of the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=86)

	Very Satisfied	Satisfied	Neutral	Dissatisfied
Q5a. Overall image of Village	57.0%	34.9%	7.0%	1.2%
Q5b. Overall quality of life	59.3%	38.3%	1.2%	1.2%
Q5c. Overall feeling of safety	72.9%	24.7%	2.4%	0.0%

Q6. Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers?

Q6. How likely would you be to recommend the Village as a business location to friends, family, & co-workers?	Number	Percent
Very likely	37	43.0 %
Likely	24	27.9 %
Somewhat likely	21	24.4 %
Not likely	2	2.3 %
Not likely at all	2	2.3 %
Total	86	100.0 %

Q7. Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?

Q7. Overall business atmosphere in the Village of Pinehurst today compared to two years ago	Number	Percent
Better	29	33.7 %
No change, but good	36	41.9 %
No change, but poor	9	10.5 %
Worse	2	2.3 %
Don't know	10	11.6 %
Total	86	100.0 %

WITHOUT "DON'T KNOW"

Q7. Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, compared to two years ago? (without "don't know")

Q7. Overall business atmosphere in the Village of Pinehurst today compared to two years ago	Number	Percent
Better	29	38.2 %
No change, but good	36	47.4 %
No change, but poor	9	11.8 %
Worse	2	2.6 %
Total	76	100.0 %

Q8. Customer Service. Overall, how would you rate the Village of Pinehurst's customer service? Would you say it is...

Q8. How would you rate the Village of Pinehurst's customer service?	Number	Percent
Very good	30	34.9 %
Good	28	32.6 %
Poor	1	1.2 %
Don't know	27	31.4 %
Total	86	100.0 %

WITHOUT "DON'T KNOW"

Q8. Customer Service. Overall, how would you rate the Village of Pinehurst's customer service? Would you say it is... (without "don't know")

Q8. How would you rate the Village of Pinehurst's customer service?	Number	Percent
Very good	30	50.8 %
Good	28	47.5 %
Poor	1	1.7 %
Total	59	100.0 %

Q9. Thinking about your most recent contact with Village government staff, please rate that experience with regard to each of the following using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=86)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q9a. Village staff was responsive to my needs	29.1%	10.5%	9.3%	1.2%	0.0%	50.0%
Q9b. Village staff was competent & professional	29.1%	12.8%	8.1%	0.0%	0.0%	50.0%
Q9c. Village staff was courteous	31.4%	10.5%	8.1%	0.0%	0.0%	50.0%
Q9d. My issue was resolved promptly	22.1%	11.6%	10.5%	1.2%	2.3%	52.3%

WITHOUT "DON'T KNOW"

Q9. Thinking about your most recent contact with Village government staff, please rate that experience with regard to each of the following using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

(N=86)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9a. Village staff was responsive to my needs	58.1%	20.9%	18.6%	2.3%	0.0%
Q9b. Village staff was competent & professional	58.1%	25.6%	16.3%	0.0%	0.0%
Q9c. Village staff was courteous	62.8%	20.9%	16.3%	0.0%	0.0%
Q9d. My issue was resolved promptly	46.3%	24.4%	22.0%	2.4%	4.9%

Q10. Communication. Overall, how satisfied are you with how well the Village of Pinehurst does communicating with business owners? Would you say you are...

Q10. How satisfied are you with how well the Village of Pinehurst does communicating with business owners?

	Number	Percent
Very Satisfied	24	27.9 %
Satisfied	30	34.9 %
Neutral	16	18.6 %
Dissatisfied	5	5.8 %
Very Dissatisfied	2	2.3 %
Don't Know	9	10.5 %
Total	86	100.0 %

WITHOUT "DON'T KNOW"

Q10. Communication. Overall, how satisfied are you with how well the Village of Pinehurst does communicating with business owners? Would you say you are... (without "don't know")

Q10. How satisfied are you with how well the Village of Pinehurst does communicating with business owners?

	Number	Percent
Very Satisfied	24	31.2 %
Satisfied	30	39.0 %
Neutral	16	20.8 %
Dissatisfied	5	6.5 %
Very Dissatisfied	2	2.6 %
Total	77	100.0 %

Q11. Have you visited the Village's website (www.vopnc.org) during the past 12 months?

Q11. Have you visited the Village's website (www.vopnc.org) during past 12 months?

	Number	Percent
Yes	53	61.6 %
No	33	38.4 %
Total	86	100.0 %

Q11a. (If YES to Question 11) Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website with regard to each of the following characteristics.

(N=53)

	Very good	Good	Average	Poor	Don't know
Q11a-a. Easy to navigate	34.0%	47.2%	15.1%	3.8%	0.0%
Q11a-b. Availability of information about Village services	39.6%	43.4%	15.1%	0.0%	1.9%

WITHOUT "DON'T KNOW"

Q11a. (If YES to Question 11) Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website with regard to each of the following characteristics. (without "don't know")

(N=53)

	Very good	Good	Average	Poor
Q11a-a. Easy to navigate	34.0%	47.2%	15.1%	3.8%
Q11a-b. Availability of information about Village services	40.4%	44.2%	15.4%	0.0%

Q11b. (If YES to Question 11) Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you were...

Q11b. How satisfied would you say you were with the Village of Pinehurst Website?	Number	Percent
Very Satisfied	17	32.1 %
Satisfied	27	50.9 %
Neutral	9	17.0 %
Total	53	100.0 %

Q12. Have you used the Village's mobile app ("MY VOP") during the past 12 months?

Q12. Have you used the Village's mobile app (MY VOP) during past 12 months?	Number	Percent
Yes	6	7.0 %
No	76	88.4 %
Don't know	4	4.7 %
Total	86	100.0 %

WITHOUT "DON'T KNOW"

Q12. Have you used the Village's mobile app ("MY VOP") during the past 12 months? (without "don't know")

Q12. Have you used the Village's mobile app (MY VOP) during past 12 months?	Number	Percent
Yes	6	7.3 %
No	76	92.7 %
Total	82	100.0 %

Q12a. (If YES to Question 12) Overall, how satisfied would you say you were with The Village mobile app, MY VOP? Would you say you were...

Q12a. How satisfied were you with The Village mobile app, MY VOP?	Number	Percent
Very Satisfied	1	16.7 %
Satisfied	4	66.7 %
Dissatisfied	1	16.7 %
Total	6	100.0 %

Q13. Which of the following are the best ways for the Village to communicate with you to get important information to your business?

Q13. Best ways for the Village to get important information to your business	Number	Percent
Direct mail	37	43.5 %
Village website	12	14.1 %
Email (monthly business news)	44	51.8 %
Workshops/business forums	1	1.2 %
Social media	19	22.4 %
Personal calls/visits	17	20.0 %
Newsletters	21	24.7 %
Brochures	1	1.2 %
MY VOP mobile app	2	2.4 %
Total	154	

Q14. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances.

(N=86)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Zoning ordinances	12.8%	20.9%	10.5%	3.5%	1.2%	51.2%
Q14b. Business signage regulations	8.1%	16.3%	23.3%	5.8%	3.5%	43.0%
Q14c. Historic district guidelines	12.8%	25.6%	8.1%	2.3%	1.2%	50.0%

WITHOUT "DON'T KNOW"

Q14. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances. (without "don't know")

(N=86)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Zoning ordinances	26.2%	42.9%	21.4%	7.1%	2.4%
Q14b. Business signage regulations	14.3%	28.6%	40.8%	10.2%	6.1%
Q14c. Historic district guidelines	25.6%	51.2%	16.3%	4.7%	2.3%

Q15. Village Events. Using a scale of 1 to 3, where 3 indicates a "Positive Impact" and 1 a "Negative Impact," please rate the impact each of the following events in the Village Center have on your business.

(N=86)

	Positive impact	No impact	Negative impact	Don't know
Q15a. Farmer's Markets	40.7%	53.5%	2.3%	3.5%
Q15b. Live After Five Concerts	43.0%	50.0%	4.7%	2.3%
Q15c. Parades (Fourth of July, St. Patrick's Day, US Kids)	47.7%	48.8%	1.2%	2.3%
Q15d. Holly Arts & Crafts Festival	43.0%	52.3%	2.3%	2.3%
Q15e. Other cultural activities (live music, etc.)	44.2%	50.0%	3.5%	2.3%

WITHOUT "DON'T KNOW"

Q15. Village Events. Using a scale of 1 to 3, where 3 indicates a "Positive Impact" and 1 a "Negative Impact," please rate the impact each of the following events in the Village Center have on your business. (without "don't know")

(N=86)

	Positive impact	No impact	Negative impact
Q15a. Farmer's Markets	42.2%	55.4%	2.4%
Q15b. Live After Five Concerts	44.0%	51.2%	4.8%
Q15c. Parades (Fourth of July, St. Patrick's Day, US Kids)	48.8%	50.0%	1.2%
Q15d. Holly Arts & Crafts Festival	44.0%	53.6%	2.4%
Q15e. Other cultural activities (live music, etc.)	45.2%	51.2%	3.6%

Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues)?

Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village?	Number	Percent
Very Satisfied	42	48.8 %
Satisfied	25	29.1 %
Neutral	6	7.0 %
Dissatisfied	2	2.3 %
Very Dissatisfied	1	1.2 %
Don't Know	10	11.6 %
Total	86	100.0 %

WITHOUT "DON'T KNOW"

Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues)? (without "don't know")

Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village?	Number	Percent
Very Satisfied	42	55.3 %
Satisfied	25	32.9 %
Neutral	6	7.9 %
Dissatisfied	2	2.6 %
Very Dissatisfied	1	1.3 %
Total	76	100.0 %

Q17. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst.

(N=86)

	Extremely important	Very important	Important	Less important	Not important	Don't know
Q17a. Overall image of the Village	45.3%	22.1%	14.0%	1.2%	10.5%	7.0%
Q17b. Safety & security	55.8%	20.9%	9.3%	0.0%	7.0%	7.0%
Q17c. Availability of trained employees	26.7%	22.1%	18.6%	7.0%	18.6%	7.0%
Q17d. Low property tax rate	32.6%	26.7%	18.6%	3.5%	11.6%	7.0%
Q17e. Quality healthcare	53.5%	16.3%	10.5%	1.2%	11.6%	7.0%
Q17f. Affordable rent	40.7%	15.1%	17.4%	7.0%	10.5%	9.3%
Q17g. Proximity to family or friends	29.1%	22.1%	15.1%	9.3%	16.3%	8.1%
Q17h. Quality of public education	45.3%	18.6%	14.0%	1.2%	14.0%	7.0%
Q17i. Overall quality of life in the Village	51.2%	20.9%	10.5%	1.2%	8.1%	8.1%

WITHOUT "DON'T KNOW"

Q17. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst. (without "don't know")

(N=86)

	Extremely important	Very important	Important	Less important	Not important
Q17a. Overall image of the Village	48.8%	23.8%	15.0%	1.3%	11.3%
Q17b. Safety & security	60.0%	22.5%	10.0%	0.0%	7.5%
Q17c. Availability of trained employees	28.8%	23.8%	20.0%	7.5%	20.0%
Q17d. Low property tax rate	35.0%	28.8%	20.0%	3.8%	12.5%
Q17e. Quality healthcare	57.5%	17.5%	11.3%	1.3%	12.5%
Q17f. Affordable rent	44.9%	16.7%	19.2%	7.7%	11.5%
Q17g. Proximity to family or friends	31.6%	24.1%	16.5%	10.1%	17.7%
Q17h. Quality of public education	48.8%	20.0%	15.0%	1.3%	15.0%
Q17i. Overall quality of life in the Village	55.7%	22.8%	11.4%	1.3%	8.9%

Q18. Business Category. What is the primary business category for your business?

<u>Q18. Primary business category for your business</u>	<u>Number</u>	<u>Percent</u>
Retail	9	10.5 %
Restaurants & food services	4	4.7 %
Inn	1	1.2 %
Professional, scientific, & technical services	14	16.3 %
Financial & insurance	3	3.5 %
Real Estate & rental leasing	16	18.6 %
Health care & social assistance	18	20.9 %
Arts, entertainment, & recreation	3	3.5 %
Other	18	20.9 %
Total	86	100.0 %

Q18. Other

<u>Q18. Other</u>	<u>Number</u>	<u>Percent</u>
Service	3	20.0 %
Day Spa	2	13.3 %
Interior Design	1	6.7 %
Attorney	1	6.7 %
Non-profit	1	6.7 %
Construction building	1	6.7 %
Historical, restaurant	1	6.7 %
Tree service	1	6.7 %
Laundry service	1	6.7 %
Church	1	6.7 %
Construction	1	6.7 %
Country club	1	6.7 %
Total	15	100.0 %

Q19. How many years have you been in operation in the Village?

Q19. How many years have you been in operation in the Village?

	Number	Percent
0-5 years	12	14.0 %
6-10 years	13	15.1 %
11-15 years	10	11.6 %
16-20 years	13	15.1 %
20+ years	37	43.0 %
Not provided	1	1.2 %
Total	86	100.0 %

WITHOUT "NOT PROVIDED"

Q19. How many years have you been in operation in the Village? (without "not provided")

Q19. How many years have you been in operation in the Village?

	Number	Percent
0-5 years	12	14.1 %
6-10 years	13	15.3 %
11-15 years	10	11.8 %
16-20 years	13	15.3 %
20+ years	37	43.5 %
Total	85	100.0 %

Q20. Please answer the following final questions.

(N=86)

	Yes	No	Not provided
Q20a. Are you a member of Pinehurst Business Partners	18.6%	75.6%	5.8%
Q20b. Are you a member of the Moore County Chamber of Commerce	31.4%	62.8%	5.8%
Q20c. Is your business located in the Village Center	25.6%	73.3%	1.2%

WITHOUT "NOT PROVIDED"

Q20. Please answer the following final questions. (without "not provided")

(N=86)

	Yes	No
Q20a. Are you a member of Pinehurst Business Partners	19.8%	80.2%
Q20b. Are you a member of the Moore County Chamber of Commerce	33.3%	66.7%
Q20c. Is your business located in the Village Center	25.9%	74.1%

Section 4

Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

July 2017

Dear Village of Pinehurst Business Owner,

The Village of Pinehurst is requesting your help to gather business owners' opinions and feedback regarding Village services. The attached survey will be used to help determine your level of satisfaction with our services and help us improve future services.

We greatly appreciate your participation. Please take a few minutes to complete and return the survey in the postage-paid envelope. We estimate it should take approximately 5-10 minutes to answer all the questions, and your individual responses to the questions will remain confidential.

Please return your completed survey in the next few days using the postage-paid envelope provided.

You may also take the survey online by visiting www.2017PinehurstBusinessSurvey.com.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. Upon receipt of their final report, Village staff will present the survey results to the Pinehurst Village Council at their Strategic Planning Retreat in December.

If you have any questions about the survey, please contact me directly at 295-1900, ext. 1103.

Thank you for helping guide the direction of our community by completing and returning the enclosed survey.

Sincerely,

*Natalie Dean Hawkins
Assistant Village Manager*

ADMINISTRATION

395 Magnolia Road • Pinehurst, NC 28374 • Telephone (910) 295-1900 • Fax (910) 295-4434 • www.vopnc.org



2017 Village of Pinehurst Business Satisfaction Survey

Please take a few minutes to complete this survey. Your input is an important part of the Village's ongoing effort to identify and respond to business concerns. If you have questions, please contact Natalie Dean Hawkins, Assistant Village Manager at (910) 295-1900 or at nhawkinsdean@vopnc.org.

1. Community Service Satisfaction. Please indicate if your business has used each of the following the services or departments listed below in the past year.

If your business has used a service or department, please rate that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Service/Department	Has your business used this service/department in the past year?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Building Inspections	Yes	No	5	4	3	2	1	9
2. Fire Inspections	Yes	No	5	4	3	2	1	9
3. Planning and Zoning	Yes	No	5	4	3	2	1	9
4. Code Enforcement	Yes	No	5	4	3	2	1	9
5. Police Patrol	Yes	No	5	4	3	2	1	9
6. Police Emergency Response	Yes	No	5	4	3	2	1	9
7. Fire Emergency Response	Yes	No	5	4	3	2	1	9
8. Village Hall (General)	Yes	No	5	4	3	2	1	9
9. Streets & Grounds	Yes	No	5	4	3	2	1	9

2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business? *[Write-in your answers below using the numbers from the list in Question 1.]*

1st: ____ 2nd: ____ 3rd: ____

3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is...

- | | |
|---|---|
| ____(5) Significantly higher than your expectations | ____(2) Below your expectations |
| ____(4) Higher than your expectations | ____(1) Significantly below your expectations |
| ____(3) Meets your expectations | ____(9) Don't know |

4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in the following areas.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Supporting business growth and development	5	4	3	2	1	9
2. Availability of employee and customer parking around your business	5	4	3	2	1	9
3. Condition of sidewalks	5	4	3	2	1	9
4. Creating and promoting special events	5	4	3	2	1	9
5. Historic preservation efforts	5	4	3	2	1	9
6. Cleanliness of Village streets & public areas	5	4	3	2	1	9
7. Landscape maintenance in rights of way and public areas	5	4	3	2	1	9

5. **Perceptions of The Village.** Please rate each of the following items that may influence your business's perception of the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall image of the Village	5	4	3	2	1	9
2.	Overall quality of life	5	4	3	2	1	9
3.	Overall feeling of safety	5	4	3	2	1	9

6. **Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers?**

___(5) Very likely ___(3) Somewhat likely ___(1) Not likely at all
 ___(4) Likely ___(2) Not likely ___(9) Don't know

7. **Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?**

___(4) Better ___(2) No change, but poor ___(9) Don't know
 ___(3) No change, but good ___(1) Worse

8. **Customer Service.** Overall, how would you rate the Village of Pinehurst's customer service? Would you say it is...

___(4) Very good ___(3) Good ___(2) Poor ___(1) Very poor ___(9) Don't know

9. **Thinking about your most recent contact with Village government staff, please rate that experience with regard to each of the following using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."**

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Village staff was responsive to my needs	5	4	3	2	1	9
2.	Village staff was competent and professional	5	4	3	2	1	9
3.	Village staff was courteous	5	4	3	2	1	9
4.	My issue was resolved promptly	5	4	3	2	1	9

10. **Communication.** Overall, how satisfied are you with how well the Village of Pinehurst does communicating with business owners? Would you say you are...

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied ___(9) Don't know

11. **Have you visited the Village's website (www.vopnc.org) during the past 12 months?**

___(1) Yes ___(2) No [Skip to Q12.] ___(9) Don't know [Skip to Q12.]

- 11a. **Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website with regard to each of the following characteristics.**

		Very Good	Good	Average	Poor	Very Poor	Don't Know
1.	Easy to navigate	5	4	3	2	1	9
2.	Availability of information about Village services	5	4	3	2	1	9

- 11b. **Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you were...**

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied ___(9) Don't know

12. Have you used the Village's mobile app ("MY VOP") during the past 12 months?

___(1) Yes ___(2) No [Skip to Q13.] ___(9) Don't know [Skip to Q13.]

12a. Overall, how satisfied would you say you were with The Village mobile app, MY VOP? Would you say you were...

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied ___(9) Don't know

13. Which of the following are the best ways for the Village to communicate with you to get important information to your business? [Check all that apply.]

___(01) Direct mail ___(05) Social media ___(09) MY VOP mobile app
 ___(02) Village website ___(06) Personal calls/visits ___(10) Other: _____
 ___(03) Email (Monthly Business Enews) ___(07) Newsletters
 ___(04) Workshops/Business Forums ___(08) Brochures

14. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Zoning ordinances	5	4	3	2	1	9
2. Business signage regulations	5	4	3	2	1	9
3. Historic District Guidelines	5	4	3	2	1	9

15. Village Events. Using a scale of 1 to 3, where 3 indicates a "Positive Impact" and 1 a "Negative Impact," please rate the impact each of the following events in the Village Center have on your business.

	Positive Impact	No Impact	Negative Impact	Don't Know
1. Farmer's Markets	3	2	1	9
2. Live After Five Concerts	3	2	1	9
3. Parades (Fourth of July, St. Patrick's Day, US Kids)	3	2	1	9
4. Holly Arts and Crafts Festival	3	2	1	9
5. Other cultural activities (live music, etc.)	3	2	1	9

16. How satisfied are you with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues)?

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied ___(9) Don't know

17. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst.

	Extremely Important	Very Important	Important	Less Important	Not Important
1. Overall image of the Village	5	4	3	2	1
2. Safety and security	5	4	3	2	1
3. Availability of trained employees	5	4	3	2	1
4. Low property tax rate	5	4	3	2	1
5. Quality healthcare	5	4	3	2	1
6. Affordable rent	5	4	3	2	1
7. Proximity to family or friends	5	4	3	2	1
8. Quality of public education	5	4	3	2	1
9. Overall quality of life in the Village	5	4	3	2	1

18. **Business Category.** What is the primary business category for your business?

- | | |
|---|--|
| <input type="checkbox"/> (1) Retail | <input type="checkbox"/> (6) Real Estate and Rental Leasing |
| <input type="checkbox"/> (2) Restaurants and Food Services | <input type="checkbox"/> (7) Health Care and Social Assistance |
| <input type="checkbox"/> (3) Inn | <input type="checkbox"/> (8) Arts, Entertainment, and Recreation |
| <input type="checkbox"/> (4) Professional, Scientific, and Technical Services | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (5) Financial and Insurance | |

19. How many years have you been in operation in the Village?

- | | | |
|---|--|--|
| <input type="checkbox"/> (1) 0-5 years | <input type="checkbox"/> (3) 11-15 years | <input type="checkbox"/> (5) 20+ years |
| <input type="checkbox"/> (2) 6-10 years | <input type="checkbox"/> (4) 16-20 years | |

20. Please answer the following final questions.

	Yes	No
1. Are you a member of Pinehurst Business Partners?	1	2
2. Are you a member of the Moore County Chamber of Commerce?	1	2
3. Is your business located in the Village Center?	1	2

This concludes the survey – Thank you for your time!

Business Address: _____

Zip Code: _____