

Village of Pinehurst Community Survey

Findings Report

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2019

Submitted to the Village of Pinehurst, North Carolina

by:

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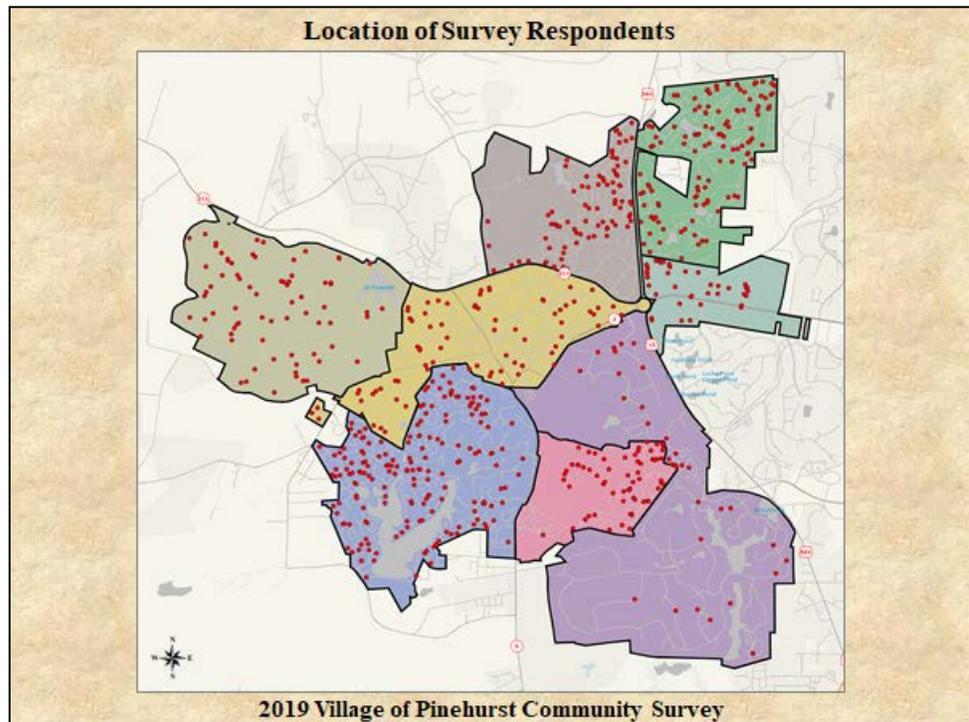
2019 Village of Pinehurst Community Survey Executive Summary Report

Purpose and Methodology

ETC Institute administered a survey to residents of the Village of Pinehurst during the summer of 2019. The purpose of the survey was to help Village leaders and elected officials set community priorities including staffing and budget expenditures. The survey and its data will also help the Village determine areas or services that need improvement and identify future needs. This is the eighth survey administered for the Village; previous community surveys were conducted in 2012, 2013, 2014, 2015, 2016, 2017, and 2018.

The seven-page survey and cover letter were mailed to a random sample of households in the Village of Pinehurst. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address; this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Pinehurst from participating,



everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 700 residents. The goal was met, with a total of 716 residents completing the survey. The overall results for the sample of 716 households have a precision of at least +/-3.6% at the 95% level of confidence. To better understand how well services are being delivered by the Village, ETC institute geocoded the home address of respondents to the survey. The map on the previous page shows the physical distribution of survey respondents based on the location of their home.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Pinehurst with the results from other communities in ETC Institute’s *DirectionFinder*® database. 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:

- An executive summary of the methodology for administering the survey and major findings,
- charts and graphs for each question on the survey, including short-term and long-term trend comparisons (section 1)
- benchmarking data that shows how the results for the Village compare to other communities (section 2),
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the Village to address based upon the survey results (section 3),
- tables that show the results of the random sample for each question on the survey (section 4),
- a copy of the survey instrument (section 5).

Overall Perceptions of the Village

Ninety-three percent (93%) of the residents surveyed, *who had an opinion*, indicated that the village is either an “excellent” or “good” place to live, which is 22% higher than the national average. Ninety-three percent (93%) of those surveyed, *who had an opinion*, indicated the overall quality of life in the Village is either “excellent” or “good” which is 21% higher than the national average.

Overall Satisfaction with Village Services

The major categories of Village services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: fire services (93%), police services (90%), and solid waste services (82%). For all 12 major categories of Village services that were rated, 58% or more of residents *who had an opinion* were “very satisfied” or “satisfied.” Village leaders have done a great job of ensuring overall satisfaction among residents is very high. The areas residents thought should receive the most increase in emphasis from the Village over the next two years were: (1) efforts at maintain the quality of neighborhoods, (2) street and right-of-way maintenance, and (3) police services.

Feelings of Safety

Ninety-eight percent (98%) of respondents, *who had an opinion*, indicated they feel either “very safe” or “safe” walking alone in their neighborhood during the day, and 97% of residents, *who had an opinion*, indicated they feel either “very safe” or “safe” in business areas of the Village during the day.

Satisfaction with Specific Village Services

- **Public Safety Services.** The highest levels of satisfaction with public safety services services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: efforts to prevent crimes (91%), how quickly police respond to emergencies (88%), and how quickly fire personnel respond to emergencies (87%). The aspect of public safety services that respondents were least satisfied with was the frequency police officers patrol neighborhoods (70%). Respondents indicated that the Village’s efforts to prevent crimes is the public safety service they think should receive the most emphasis from Village leaders over the next two years.
- **Cultural and Recreation Services.** The highest levels of satisfaction with cultural and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of Village parks (88%) the number of Village parks (86%), the availability of walking/greenway trails (80%), and the condition of walking/greenway trails (77%). The three cultural and recreation services respondents indicated should receive the most emphasis over the next two years were (1) village sponsored cultural arts events, (2) the availability of walking/greenway trails, and (3) the condition of walking/greenway trails. Village sponsored cultural/arts events, greenway trails, and Rassie Wicker Park were the most used Village parks and recreation programs or facilities during the past year.
- **Code Enforcement.** The highest levels of satisfaction with Village code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of solid waste cart regulations (70%), enforcing sign regulations (65%), and enforcing the cleanup of litter and debris on private property (63%). Fifty-eight percent (58%) of respondents described the effort the Village applies to enforce its codes and ordinances as “about right,” 7% indicated it was “too much,” and 23% indicated it was “too little.”
- **Solid Waste Services.** Ninety-five percent (95%) of residents *who had an opinion* were satisfied with residential trash collection services; 88% were satisfied with yard waste collection services, and 79% were satisfied with curbside recycling services.
- **Public Services.** The highest levels of satisfaction with public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall cleanliness of streets and other public areas (90%), the quality of landscaping in medians and other public areas (90%), the maintenance of main Village street thoroughfares (89%), and the maintenance and preservation of Downtown

(87%). The ease of travel through the large traffic circle and the adequacy of street lighting were the two public services respondents think should receive the most emphasis from the Village over the next two years.

- **Public Communication and Outreach.** The highest levels of satisfaction with public communication and outreach, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the Village newsletter (80%), the quality of information on Village programs and services (78%), and efforts to keep residents informed about local issues (74%).
 - The Village Newsletter (74%) and The Pilot newspaper (70%) and are the two most used sources for information about the Village of Pinehurst.
 - Ninety-four percent (94%) of respondents indicated they read the Village Newsletter either “all the time” or “sometimes.”
- **Village Leadership.** Sixty-six percent (66%) of residents *who had an opinion* were satisfied with the effectiveness of the Village Manager and appointed staff; 60% were satisfied with the quality of leadership provided by elected officials, and 58% were satisfied with the effectiveness of appointed boards and commissions.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Village identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each Village service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Village services over the next two years. If the Village wants to improve its overall satisfaction rating, they should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the Village by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Village services. This analysis was conducted to help set the overall priorities for the Village. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the Village’s overall satisfaction rating are listed below:

- Village efforts at maintaining the quality of neighborhoods (IS Rating=0.1374)
- Street and right-of-way maintenance (IS Rating=0.1152)
- Enforcement of Village codes and ordinances (IS Rating=0.1126)
- Level of public involvement in local decisions (IS Rating=0.1010)

The table on the following page shows the importance-satisfaction rating for all 12 major categories of Village services that were rated.

2019 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with Village Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts at maintaining the quality of neighborhoods	39%	1	65%	9	0.1374	1
Street & right-of-way maintenance	33%	2	66%	8	0.1152	2
Enforcement of Village codes & ordinances	27%	4	58%	12	0.1126	3
Level of public involvement in local decisions	25%	5	59%	11	0.1010	4
Medium Priority (IS <.10)						
Promotion of natural resource conservation	21%	6	60%	10	0.0832	5
Parks & recreation facilities	18%	7	78%	7	0.0402	6
Village communication with residents	15%	11	79%	6	0.0307	7
Solid waste services	17%	8	82%	3	0.0306	8
Parks & recreation programs	15%	10	81%	4	0.0273	9
Police services	27%	3	90%	2	0.0258	10
Fire services	15%	9	93%	1	0.0110	11
Customer service provided by Village employees	4%	12	81%	5	0.0076	12

Priorities Within Specific Areas. The second level of analysis reviewed the importance of and satisfaction with Public Safety Services, Cultural and Recreation Services, and other Public Services offered by the Village. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that were found to be top priorities are listed below.

- **Public Safety:** none of the public safety services were considered a high priority
- **Cultural and Recreation Services:** none of the cultural and recreation services were considered a high priority
- **Public Services:** ease of travel through the large traffic circle, adequacy of street lighting, availability of walkways, and quality of stormwater runoff/management system

How the Village Compares to Other Communities Nationally

Satisfaction ratings for The Village of Pinehurst **rated the same as or above the U.S. average in 49 of the 53 areas** that were assessed. The Village of Pinehurst rated significantly higher than the U.S. average (difference of 5% or more) in all of these areas. Listed below are the comparisons between the Village of Pinehurst and the U.S. average:

Service	Pinehurst	U.S.	Difference	Category
Maintenance of main Village street thoroughfares	89%	48%	41%	Public Services
Landscaping in medians & other public areas	90%	50%	40%	Public Services
Customer service provided by Village employees	81%	42%	39%	Overall Satisfaction with Village Services
As a place to retire	92%	56%	36%	Perceptions of Pinehurst
Quality of info about programs/services	78%	42%	36%	Public Communication and Outreach
Efforts to prevent crimes	91%	55%	36%	Public Safety Services
Village communication with residents	79%	46%	33%	Overall Satisfaction with Village Services
Opportunities to participate in local government	64%	31%	33%	Public Communication and Outreach
Overall image of Village	94%	61%	33%	Perceptions of Pinehurst
Cleanliness of streets & other public areas	90%	59%	31%	Public Services
Efforts to keep you informed about local issues	74%	43%	31%	Public Communication and Outreach
Overall feeling of safety in Village	96%	66%	30%	Perceptions of Pinehurst
Effectiveness of Village Manager/appointed staff	66%	36%	30%	Village Leadership
Overall appearance of Village	92%	64%	28%	Perceptions of Pinehurst
Level of public involvement in local decisions	59%	31%	28%	Overall Satisfaction with Village Services
How quickly police respond to emergencies	88%	62%	26%	Public Safety Services
Maintenance of streets in your neighborhood	69%	45%	24%	Public Services
Maintenance/preservation of Downtown	87%	63%	24%	Public Services
Street & right-of-way maintenance	66%	42%	24%	Overall Satisfaction with Village Services
Condition of existing walkways	66%	43%	23%	Public Services
Residential trash collection services	95%	72%	23%	Solid Waste Services
As a place to live	93%	71%	22%	Perceptions of Pinehurst
Police services	90%	68%	22%	Overall Satisfaction with Village Services
Leadership provided by Village's elected officials	60%	38%	22%	Village Leadership
Enforcing cleanup of litter & debris	63%	42%	21%	Code Enforcement
Yard waste collection services	88%	67%	21%	Solid Waste Services
Overall quality of life in Village	93%	72%	21%	Perceptions of Pinehurst
Enforcing mowing/cutting of weeds/grass	56%	36%	20%	Code Enforcement
Condition of walking/greenway trails	77%	58%	19%	Cultural and Recreation Services
Number of Village parks	86%	67%	19%	Cultural and Recreation Services
Quality of Village parks	88%	70%	18%	Cultural and Recreation Services
Availability of walking/greenway trails	80%	63%	17%	Cultural and Recreation Services
Enforcing sign regulations	65%	50%	15%	Code Enforcement
Solid waste services	82%	68%	14%	Overall Satisfaction with Village Services
Frequency police officers patrol your neighborhood	70%	56%	14%	Public Safety Services
Winter weather response on Village streets	73%	60%	13%	Public Services
Fire services	93%	81%	12%	Overall Satisfaction with Village Services
Maintenance of street signs/pavement markings	79%	68%	11%	Public Services
Village website (vopnc.org)	69%	59%	10%	Public Communication and Outreach
Curbside recycling services	79%	69%	10%	Solid Waste Services
Enforcement of local traffic laws	74%	65%	9%	Public Safety Services
How quickly fire personnel respond to emergencies	87%	79%	8%	Public Safety Services
Fire prevention & education programs	70%	62%	8%	Public Safety Services
Village social media	59%	53%	6%	Public Communication and Outreach
Quality of outdoor athletic fields & facilities	70%	64%	6%	Cultural and Recreation Services
Quality of adult recreation programs	61%	55%	6%	Cultural and Recreation Services
Progress toward strategic vision & mission	54%	48%	6%	Public Communication and Outreach
Enforcement of Village codes & ordinances	58%	53%	5%	Overall Satisfaction with Village Services
As a place to raise children	75%	70%	5%	Perceptions of Pinehurst
Quality of stormwater runoff/management system	53%	54%	-1%	Public Services
Adequacy of street lighting	55%	57%	-2%	Public Services
Quality of youth recreation programs	56%	62%	-6%	Cultural and Recreation Services
Quality of recreation indoor facilities	49%	66%	-17%	Cultural and Recreation Services

How the Village Compares to Other Communities Regionally

Satisfaction ratings for The Village of Pinehurst rated the same or above the Atlantic regional average in 50 of the 53 areas that were assessed. The Village of Pinehurst rated significantly higher than this average (difference of 5% or more) in 45 of these areas. Listed below are the comparisons between the Village of Pinehurst and the average for the Atlantic Region:

Service	Atlantic		Difference	Category
	Pinehurst	Region		
Maintenance of main Village street thoroughfares	89%	46%	43%	Public Services
Customer service provided by Village employees	81%	40%	41%	Overall Satisfaction with Village Services
Landscaping in medians & other public areas	90%	55%	35%	Public Services
As a place to retire	92%	59%	33%	Perceptions of Pinehurst
Maintenance/preservation of Downtown	87%	54%	33%	Public Services
Efforts to prevent crimes	91%	59%	32%	Public Safety Services
Cleanliness of streets & other public areas	90%	60%	30%	Public Services
Overall feeling of safety in Village	96%	67%	29%	Perceptions of Pinehurst
Effectiveness of Village Manager/appointed staff	66%	37%	29%	Village Leadership
Village communication with residents	79%	50%	29%	Overall Satisfaction with Village Services
Overall appearance of Village	92%	64%	28%	Perceptions of Pinehurst
Opportunities to participate in local government	64%	36%	28%	Public Communication and Outreach
Overall image of Village	94%	66%	28%	Perceptions of Pinehurst
Leadership provided by Village's elected officials	60%	32%	28%	Village Leadership
Quality of info about programs/services	78%	50%	28%	Public Communication and Outreach
Level of public involvement in local decisions	59%	33%	26%	Overall Satisfaction with Village Services
Efforts to keep you informed about local issues	74%	48%	26%	Public Communication and Outreach
Enforcing cleanup of litter & debris	63%	38%	25%	Code Enforcement
Enforcing mowing/cutting of weeds/grass	56%	32%	24%	Code Enforcement
As a place to live	93%	70%	23%	Perceptions of Pinehurst
Residential trash collection services	95%	73%	22%	Solid Waste Services
Yard waste collection services	88%	67%	21%	Solid Waste Services
Maintenance of streets in your neighborhood	69%	48%	21%	Public Services
How quickly police respond to emergencies	88%	67%	21%	Public Safety Services
Street & right-of-way maintenance	66%	45%	21%	Overall Satisfaction with Village Services
Condition of existing walkways	66%	46%	20%	Public Services
Police services	90%	71%	19%	Overall Satisfaction with Village Services
Overall quality of life in Village	93%	75%	18%	Perceptions of Pinehurst
Number of Village parks	86%	69%	17%	Cultural and Recreation Services
Condition of walking/greenway trails	77%	60%	17%	Cultural and Recreation Services
Enforcing sign regulations	65%	49%	16%	Code Enforcement
Enforcement of local traffic laws	74%	59%	15%	Public Safety Services
Quality of Village parks	88%	74%	14%	Cultural and Recreation Services
Solid waste services	82%	69%	13%	Overall Satisfaction with Village Services
Availability of walking/greenway trails	80%	67%	13%	Cultural and Recreation Services
Curbside recycling services	79%	68%	11%	Solid Waste Services
As a place to raise children	75%	65%	10%	Perceptions of Pinehurst
Maintenance of street signs/pavement markings	79%	70%	9%	Public Services
Winter weather response on Village streets	73%	64%	9%	Public Services
Quality of outdoor athletic fields & facilities	70%	61%	9%	Cultural and Recreation Services
Fire services	93%	84%	9%	Overall Satisfaction with Village Services
Frequency police officers patrol your neighborhood	70%	62%	8%	Public Safety Services
Village website (vopnc.org)	69%	62%	7%	Public Communication and Outreach
Village social media	59%	53%	6%	Public Communication and Outreach
Quality of stormwater runoff/management system	53%	48%	5%	Public Services
Enforcement of Village codes & ordinances	58%	54%	4%	Overall Satisfaction with Village Services
Quality of adult recreation programs	61%	59%	2%	Cultural and Recreation Services
Adequacy of street lighting	55%	53%	2%	Public Services
How quickly fire personnel respond to emergencies	87%	87%	0%	Public Safety Services
Fire prevention & education programs	70%	70%	0%	Public Safety Services
Progress toward strategic vision & mission	54%	56%	-2%	Public Communication and Outreach
Quality of youth recreation programs	56%	60%	-4%	Cultural and Recreation Services
Quality of recreation indoor facilities	49%	72%	-23%	Cultural and Recreation Services

Short-Term Trend Analysis

From 2018 to 2019, satisfaction ratings have increased or stayed the same in 44 of the 85 areas that were assessed. There have been significant increases (5% or more) in satisfaction in six of these areas. The 44 areas that have increased or stayed the same since 2018 are listed below.

Service	2019	2018	Difference	Category
Code enforcement	59%	51%	8%	Village Services and Facilities
Winter weather response on Village streets (snow/ice)	73%	66%	7%	Public Services
Availability of recreation indoor facilities	46%	39%	7%	Cultural and Recreation Services
Quality of recreation indoor facilities	49%	43%	6%	Cultural and Recreation Services
Range of amenities at parks & recreation facilities	64%	57%	6%	Cultural and Recreation Services
Quality of adult recreation programs	61%	55%	6%	Cultural and Recreation Services
Village website (vopnc.org)	69%	65%	4%	Public Communication and Outreach
Fire prevention & education programs provided by Village	70%	66%	4%	Public Safety Services
Quality of information about Village programs/services	78%	74%	4%	Public Communication and Outreach
In business areas of Village after dark	83%	79%	4%	Perceptions of Safety and Security
Availability of information about recreation programs	67%	64%	3%	Cultural and Recreation Services
How quickly fire personnel respond to emergencies	87%	84%	3%	Public Safety Services
Parks & recreation programs	81%	78%	3%	Overall Satisfaction with City Services
Police services	92%	89%	3%	Village Services and Facilities
Quality of youth recreation programs	56%	54%	3%	Cultural and Recreation Services
Frequency that police officers patrol your neighborhood	70%	67%	2%	Public Safety Services
Village Hall reception desk	95%	93%	2%	Village Services and Facilities
Quality of Village parks	88%	87%	1%	Cultural and Recreation Services
Given Memorial Library services	90%	89%	1%	Given Memorial Library
Level of public involvement in local decisions	59%	58%	1%	Overall Satisfaction with City Services
Village newsletter	80%	78%	1%	Public Communication and Outreach
Number of Village parks	86%	85%	1%	Cultural and Recreation Services
Walking alone in your neighborhood after dark	79%	78%	1%	Perceptions of Safety and Security
Monthly Village e-News updates	66%	65%	1%	Public Communication and Outreach
Village sponsored cultural arts events	70%	69%	1%	Cultural and Recreation Services
Opportunities to participate in local government	64%	63%	1%	Public Communication and Outreach
Village efforts to keep you informed about local issues	74%	73%	1%	Public Communication and Outreach
How quickly police respond to emergencies	88%	87%	1%	Public Safety Services
Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	58%	57%	1%	Code Enforcement
Enforcing solid waste cart regulations	70%	69%	1%	Code Enforcement
Adequacy of street lighting	55%	54%	1%	Public Services
Quality of landscaping in medians & other public areas	90%	89%	1%	Public Services
Fire services	98%	97%	1%	Village Services and Facilities
Parks & recreation facilities	78%	77%	1%	Overall Satisfaction with City Services
Availability of outdoor athletic fields & facilities	66%	66%	1%	Cultural and Recreation Services
Quality of outdoor athletic fields & facilities	70%	70%	1%	Cultural and Recreation Services
MYVOP service request system	84%	84%	0%	Village Services and Facilities
Enforcing cleanup of litter & debris on private property	63%	63%	0%	Code Enforcement
Quality of new development in Village	50%	50%	0%	Perceptions of the Village
Overall cleanliness of streets & other public areas	90%	91%	0%	Public Services
Recreation program registration	88%	88%	0%	Village Services and Facilities
Efforts to prevent crimes	91%	91%	0%	Public Safety Services
Availability of walking/greenway trails	80%	80%	0%	Cultural and Recreation Services
Maintenance of street signs/pavement markings	79%	80%	0%	Public Services

Long-Term Trend Analysis

From 2013 to 2019, satisfaction ratings have increased or stayed the same in 68 of the 80 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 24 of these areas. The 68 areas that have increased or stayed the same since 2013 are listed below.

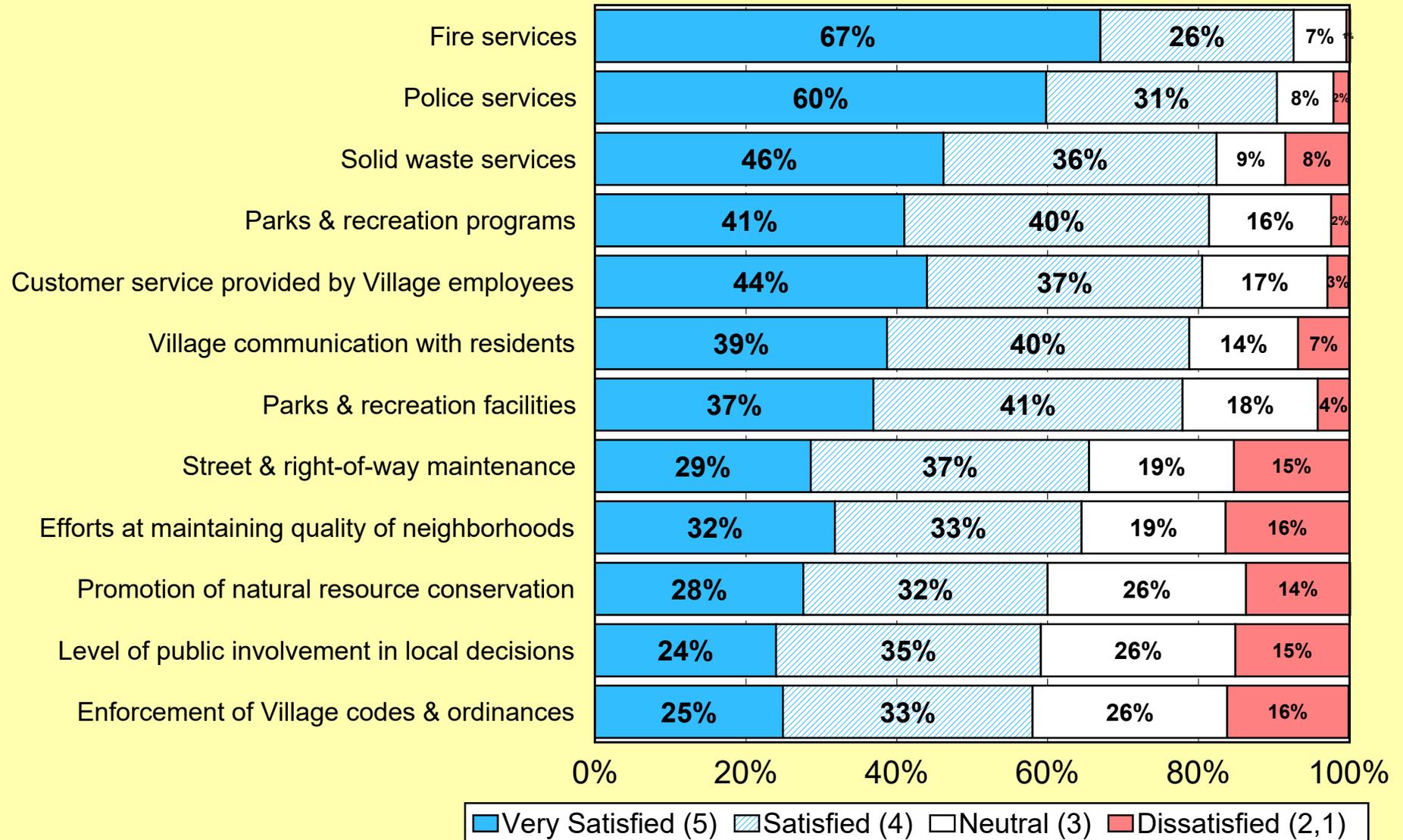
Service	2019	2013	Difference	Category
Condition of existing walkways	66%	47%	19%	Public Services
Level of public involvement in local decisions	59%	40%	19%	Overall Satisfaction with City Services
Availability of walkways	51%	34%	17%	Public Services
Given Memorial Library programs	86%	70%	16%	Given Memorial Library
Range of amenities at parks & recreation facilities	64%	50%	14%	Cultural and Recreation Services
Adequacy of street lighting	55%	42%	13%	Public Services
Availability of information about recreation programs	67%	55%	12%	Cultural and Recreation Services
Availability of recreation indoor facilities	46%	35%	11%	Cultural and Recreation Services
Quality of adult recreation programs	61%	51%	10%	Cultural and Recreation Services
Parks & recreation programs	81%	72%	9%	Overall Satisfaction with City Services
Code enforcement	59%	50%	9%	Village Services and Facilities
Quality of information about Village programs/services	78%	69%	9%	Public Communication and Outreach
Quality of recreation indoor facilities	49%	41%	8%	Cultural and Recreation Services
Quality of youth recreation programs	56%	49%	7%	Cultural and Recreation Services
Given Memorial Library services	90%	83%	7%	Given Memorial Library
Village sponsored cultural arts events	70%	63%	7%	Cultural and Recreation Services
Quality of landscaping in medians & other public areas	90%	83%	7%	Public Services
Overall effectiveness of appointed boards & commissions	58%	52%	6%	Village Leadership
Opportunities to participate in local government	64%	58%	6%	Public Communication and Outreach
How quickly fire personnel respond to emergencies	87%	82%	5%	Public Safety Services
Quality of stormwater runoff/management system	53%	48%	5%	Public Services
Quality of Village parks	88%	83%	5%	Cultural and Recreation Services
Walking alone in your neighborhood after dark	79%	74%	5%	Perceptions of Safety and Security
Community's progress toward meeting its strategic vision & mission	54%	49%	5%	Public Communication and Outreach
Village efforts to keep you informed about local issues	74%	69%	4%	Public Communication and Outreach
Enforcing cleanup of litter & debris on private property	63%	59%	4%	Code Enforcement
Availability of walking/greenway trails	80%	76%	4%	Cultural and Recreation Services
Monthly Village e-News updates	66%	62%	4%	Public Communication and Outreach
In Village parks & recreation facilities	84%	80%	4%	Perceptions of Safety and Security
As a place to raise children	75%	71%	4%	Perceptions of the Village
Planning & Inspections services	76%	72%	4%	Village Services and Facilities
Number of Village parks	86%	82%	4%	Cultural and Recreation Services
Fire services	98%	94%	4%	Village Services and Facilities
Village newsletter	80%	76%	4%	Public Communication and Outreach
Village Hall reception desk	95%	91%	4%	Village Services and Facilities
Availability of outdoor athletic fields & facilities	66%	63%	3%	Cultural and Recreation Services
Overall cleanliness of streets & other public areas	90%	87%	3%	Public Services
Yard waste collection services	88%	85%	3%	Solid Waste Services
Enforcing mowing/cutting of weeds/grass on private property	56%	53%	3%	Code Enforcement
Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	58%	55%	3%	Code Enforcement
In business areas of Village after dark	83%	80%	3%	Perceptions of Safety and Security
Police services	92%	89%	3%	Village Services and Facilities
Frequency that police officers patrol your neighborhood	70%	67%	3%	Public Safety Services
Police services	90%	88%	2%	Overall Satisfaction with City Services
Enforcing sign regulations	65%	63%	2%	Code Enforcement
How quickly police respond to emergencies	88%	86%	2%	Public Safety Services
Overall quality of life in Village	93%	91%	2%	Perceptions of the Village
Efforts to prevent crimes	91%	89%	2%	Public Safety Services
Quality of outdoor athletic fields & facilities	70%	69%	1%	Cultural and Recreation Services
Village website (vopnc.org)	69%	68%	1%	Public Communication and Outreach
Residential trash collection services	95%	94%	1%	Solid Waste Services
Village communication with residents	79%	78%	1%	Overall Satisfaction with City Services
Overall image of Village	94%	93%	1%	Perceptions of the Village
Condition of walking/greenway trails	77%	76%	1%	Cultural and Recreation Services
Maintenance/preservation of Downtown	87%	86%	1%	Public Services
Walking alone in your neighborhood during the day	98%	97%	1%	Perceptions of Safety and Security
Customer service provided by Village employees	81%	80%	1%	Overall Satisfaction with City Services
Recreation program registration	88%	87%	1%	Village Services and Facilities
In business areas of Village during the day	97%	97%	0%	Perceptions of Safety and Security
Overall appearance of Village	92%	92%	0%	Perceptions of the Village
Fire prevention & education programs provided by Village	70%	70%	0%	Public Safety Services
Overall feeling of safety in Village	96%	96%	0%	Perceptions of the Village
Parks & recreation facilities	78%	78%	0%	Overall Satisfaction with City Services
Enforcement of local traffic laws	74%	74%	0%	Public Safety Services
As a place to retire	92%	92%	0%	Perceptions of the Village
Maintenance of main Village street thoroughfares	89%	89%	0%	Public Services
Overall quality of leadership provided by Village's elected officials	60%	60%	0%	Village Leadership
Fire services	93%	93%	0%	Overall Satisfaction with City Services

Section 1

Charts and Graphs

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category

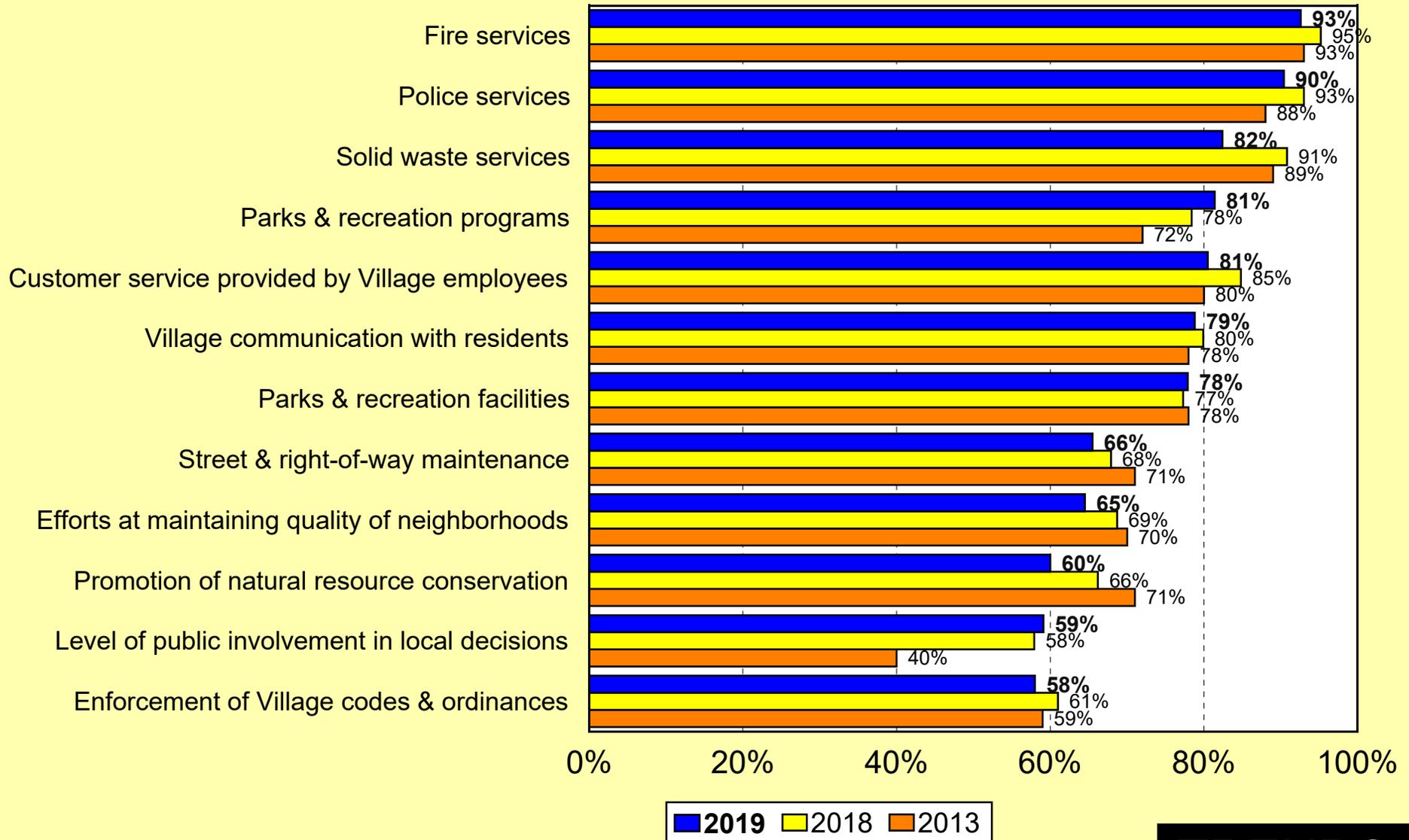
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)

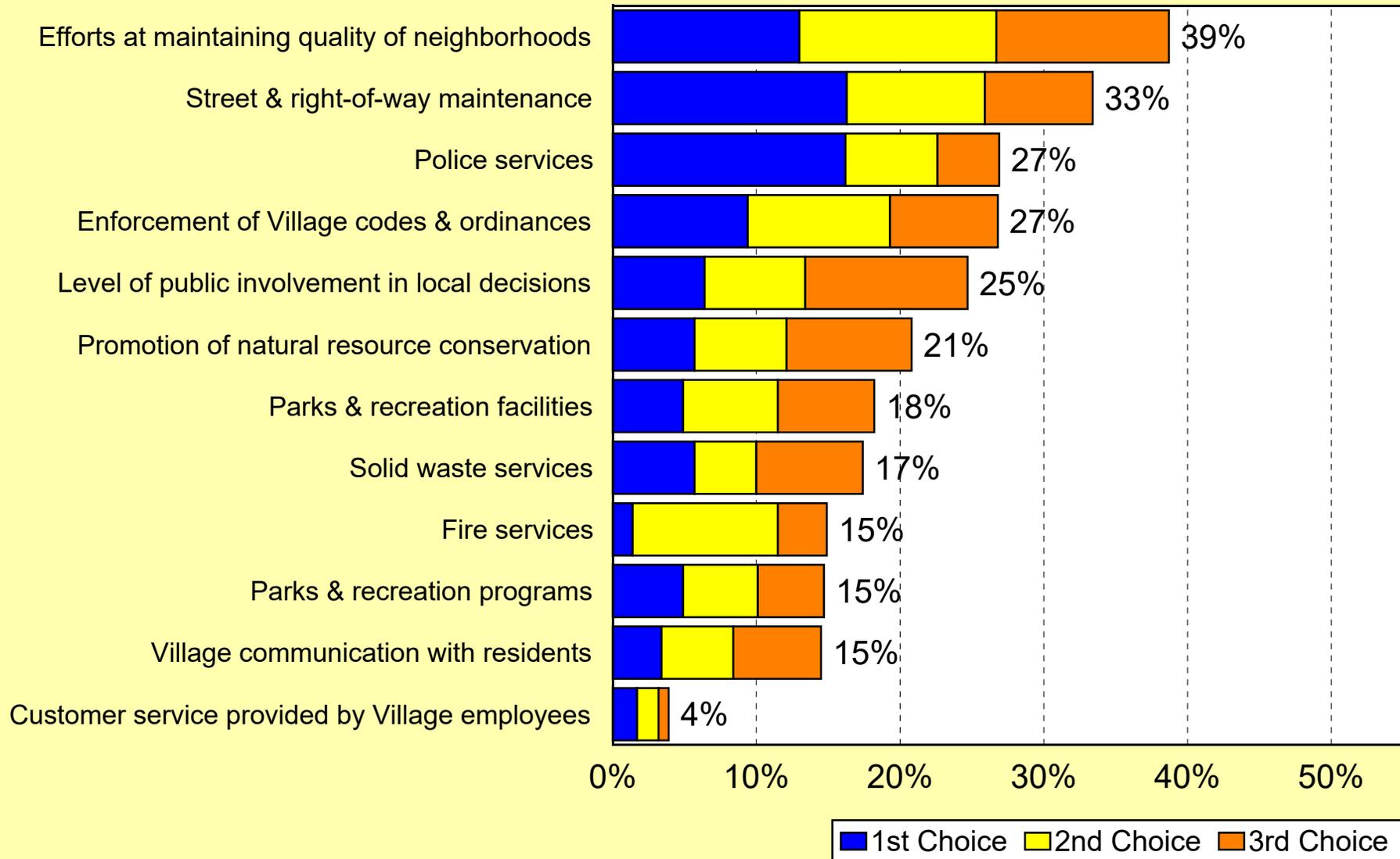


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q2. Village Services That Should Receive the Most Emphasis Over the Next Two Years

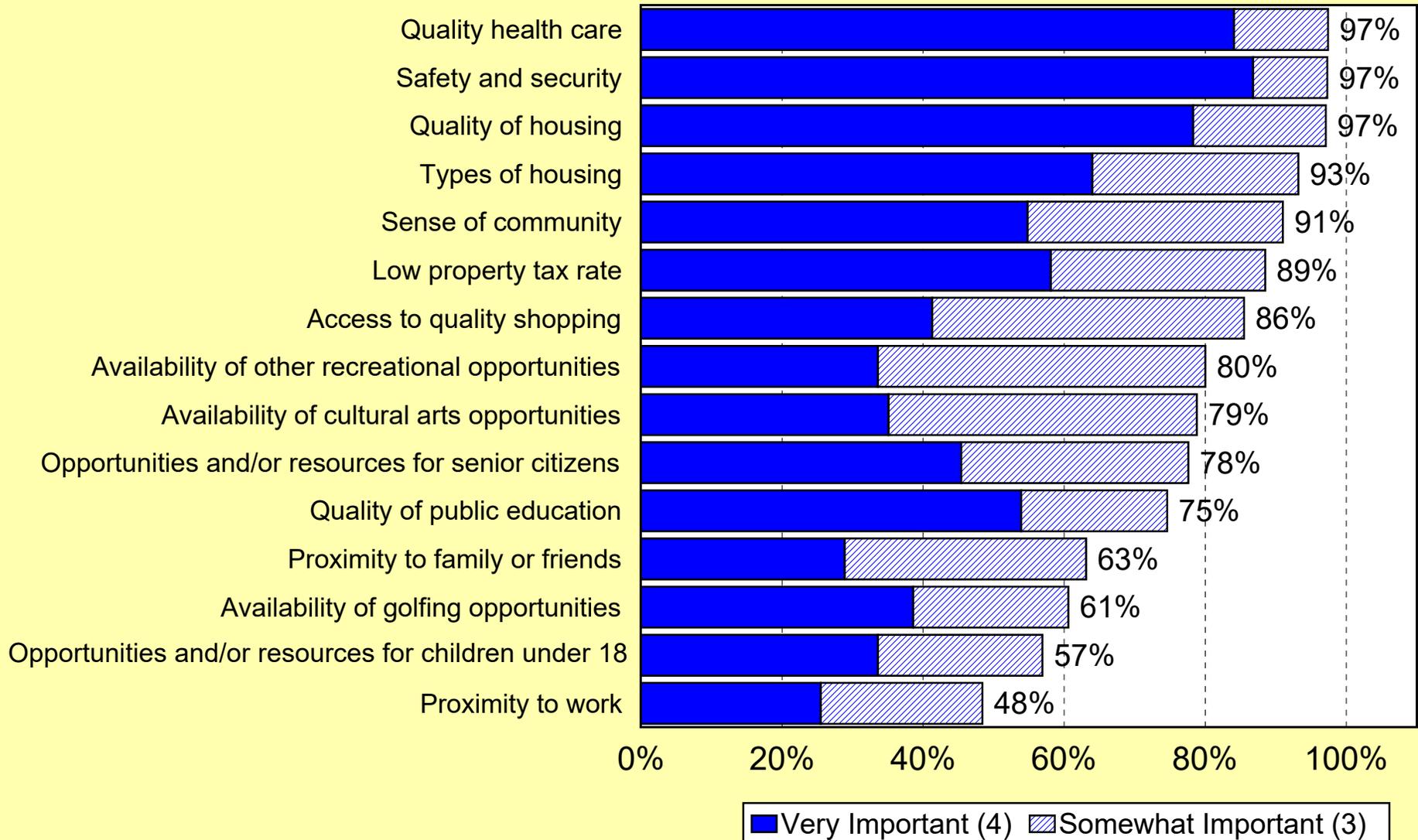
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q3a. Level of Importance of Various Reasons for Choosing to Live in Pinehurst

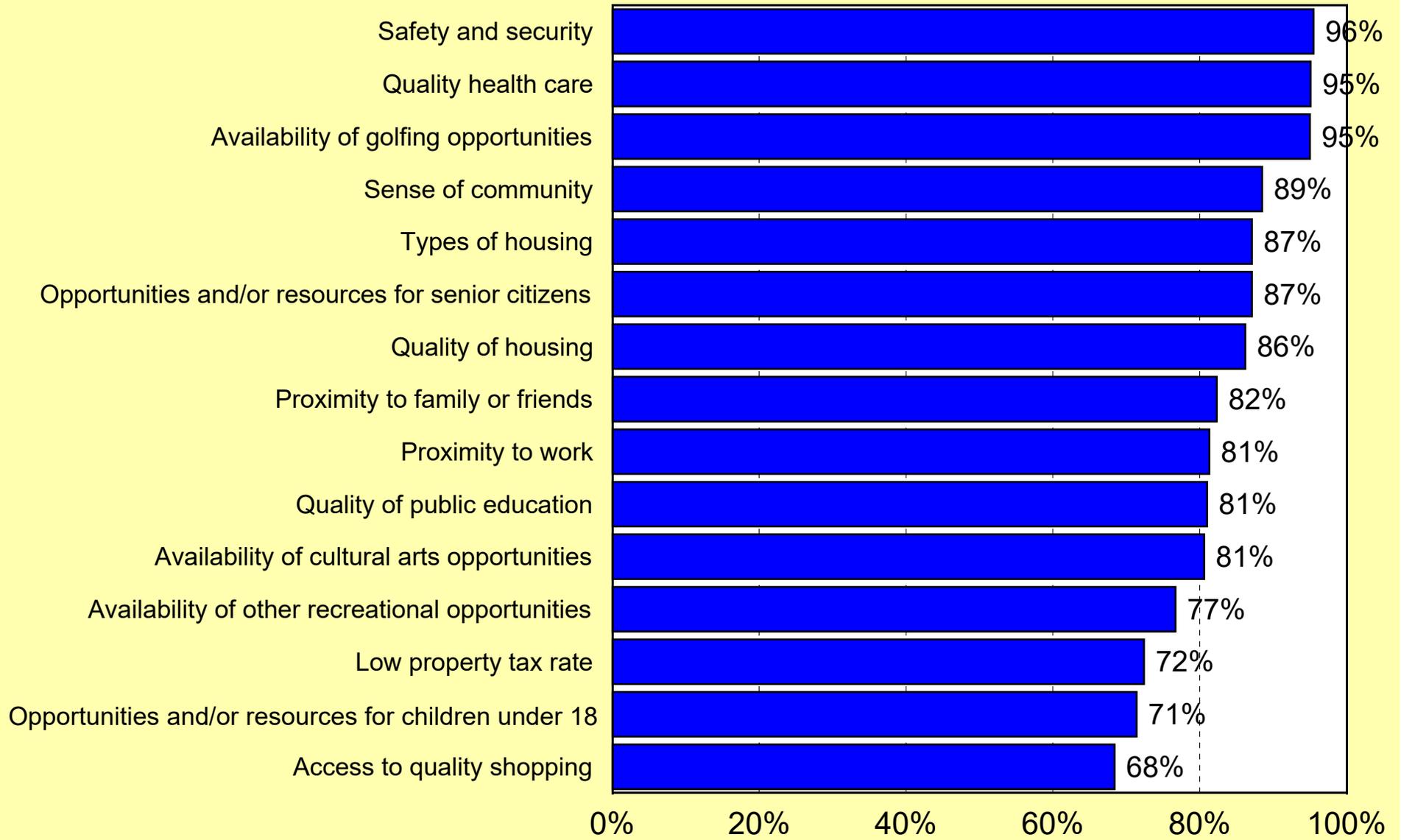
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

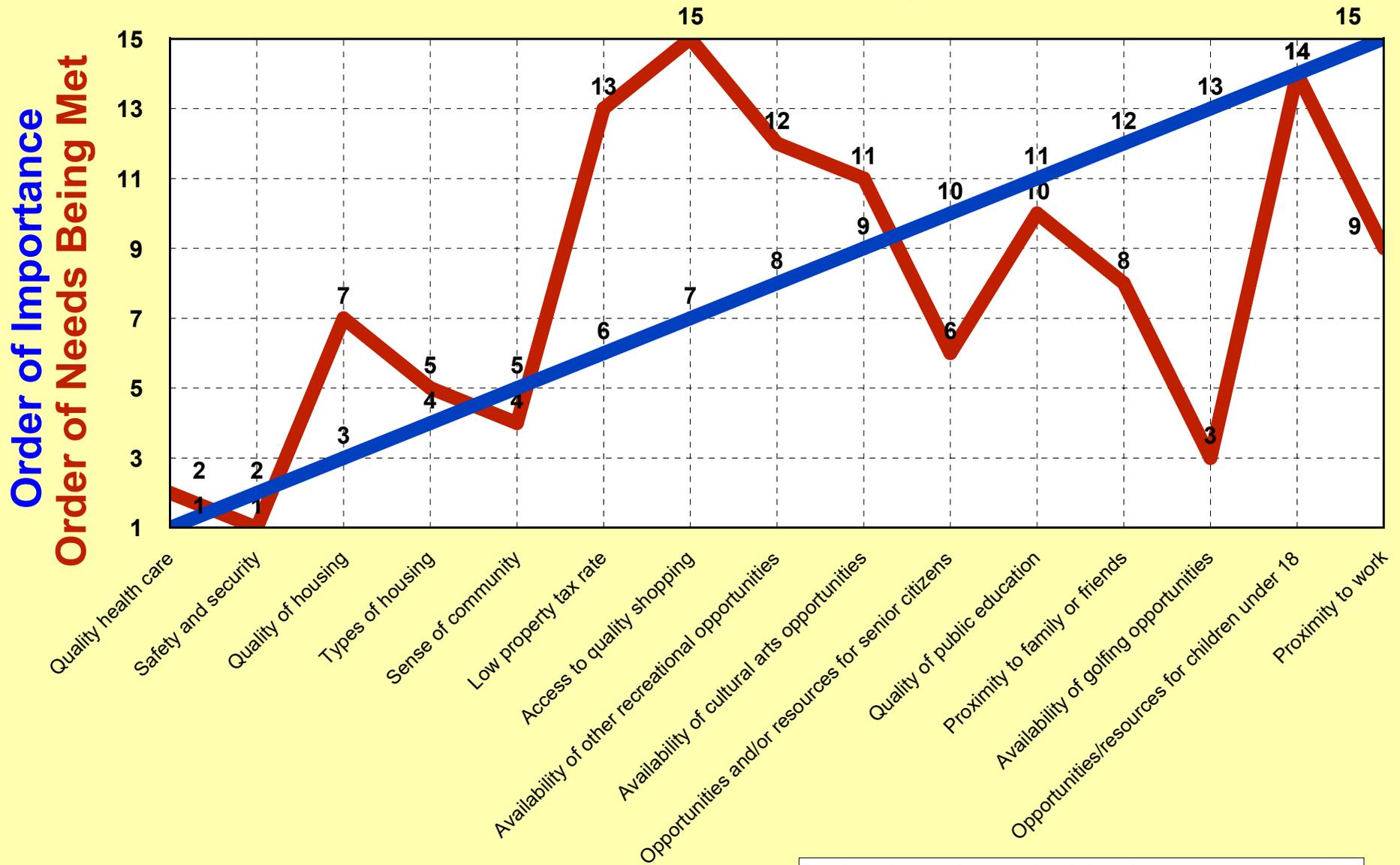
Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered “yes”



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

The Importance of Various Reasons for Choosing to Live in Pinehurst vs. Needs Being Met in Pinehurst

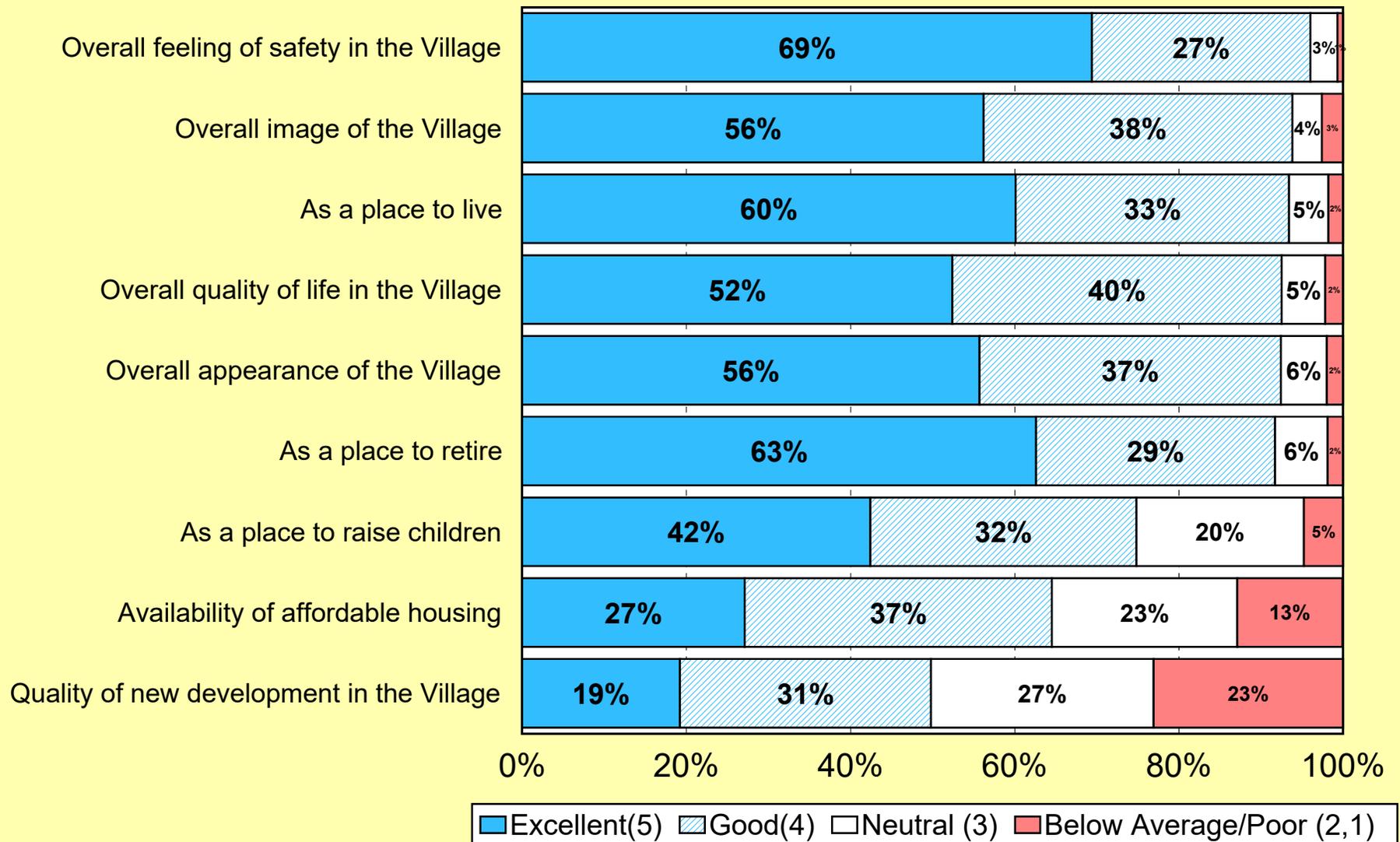


Red points above the blue line are needs that are not being met relative to their importance

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community

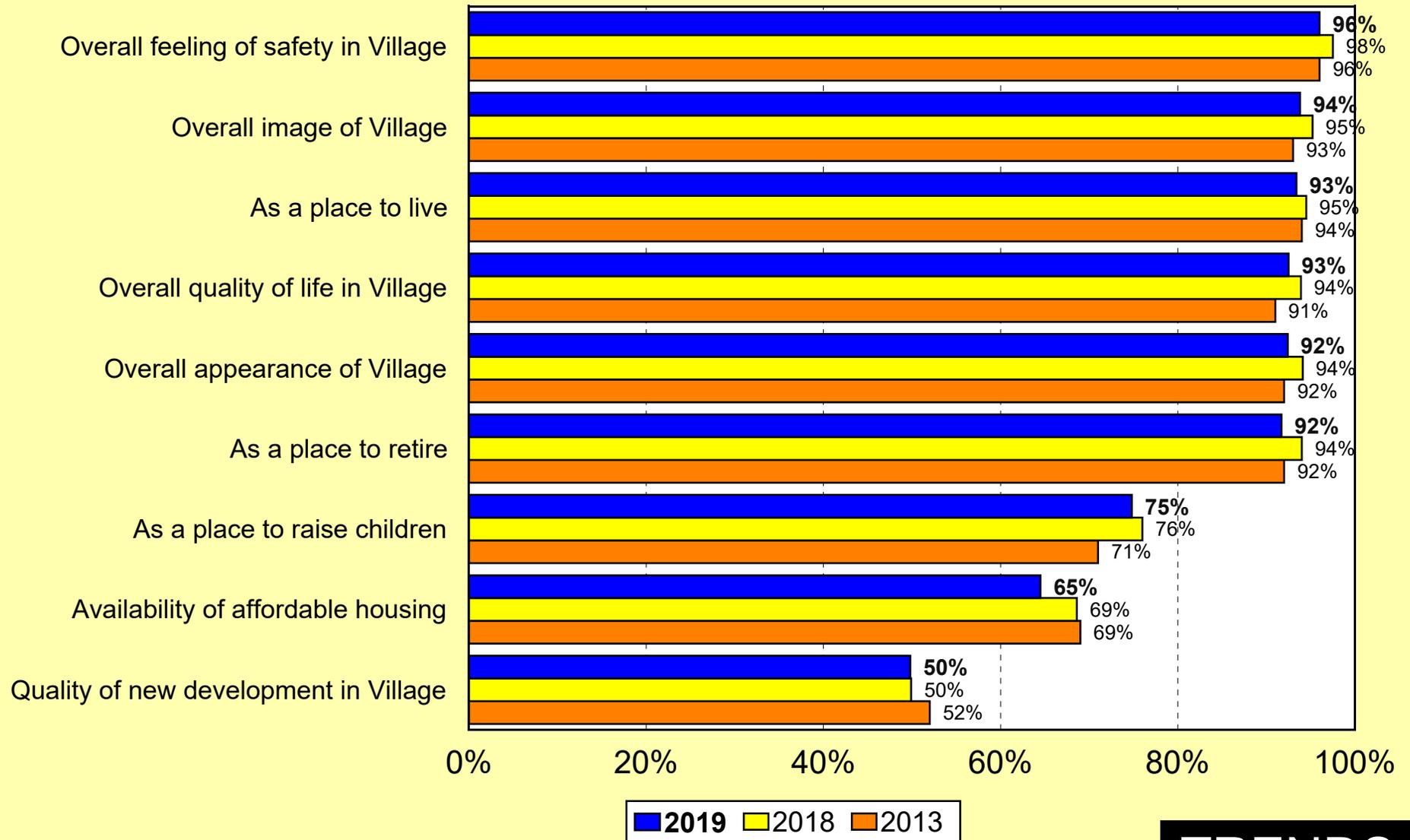
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community - 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)

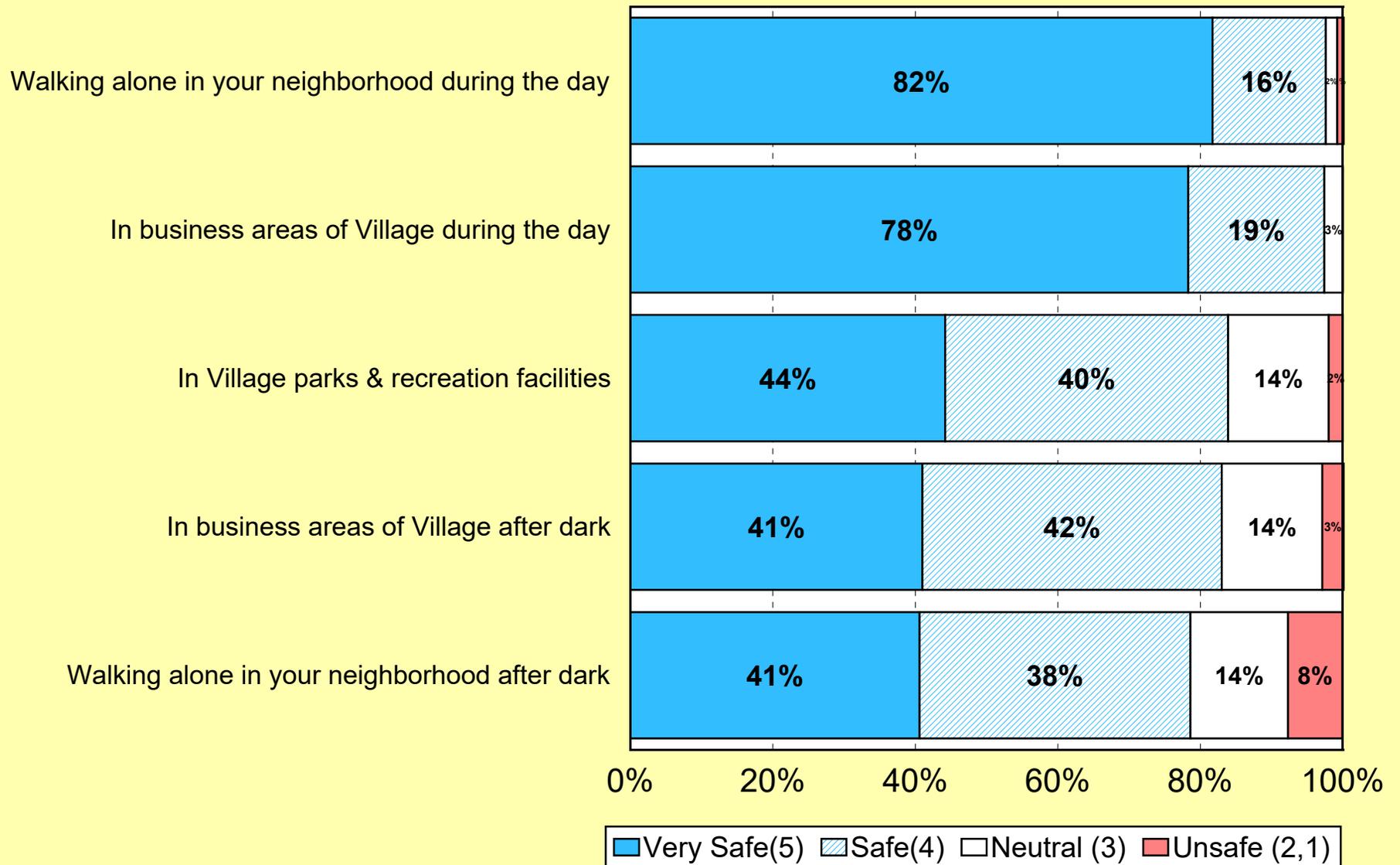


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q5. Perceptions of Safety and Security in Pinehurst

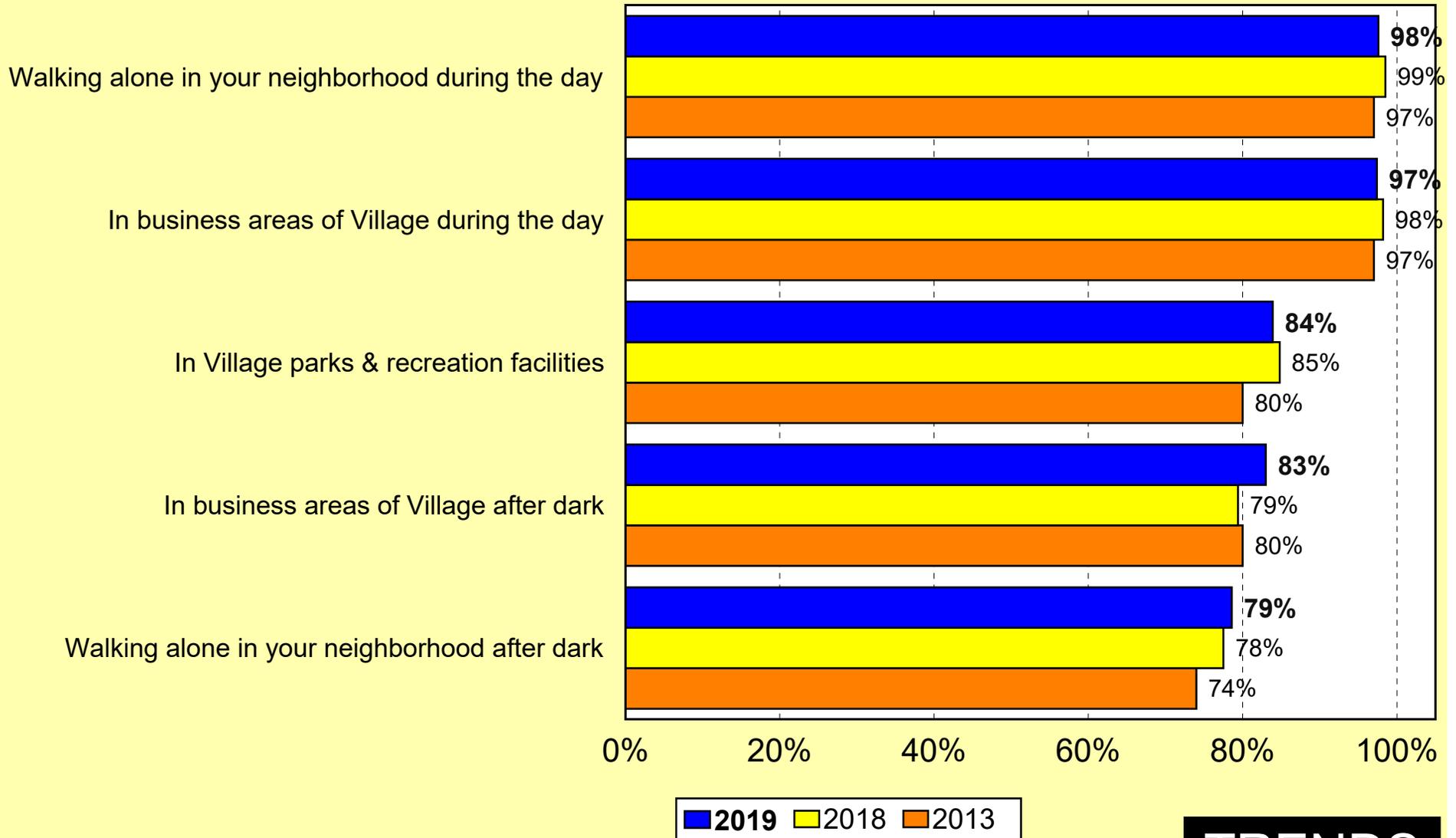
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q5. Perceptions of Safety and Security in Pinehurst - 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)

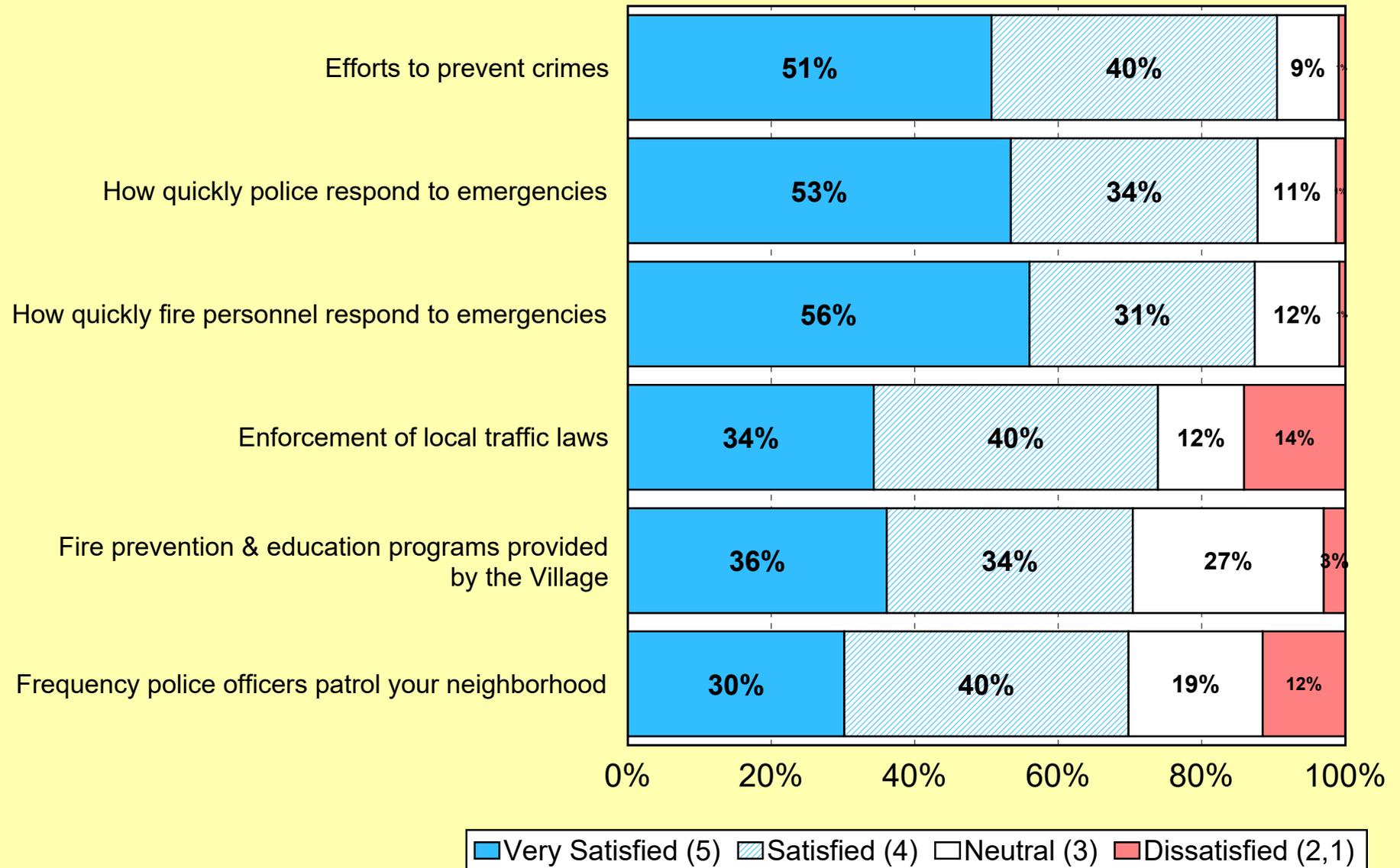


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q6. Satisfaction with Various Aspects of Public Safety

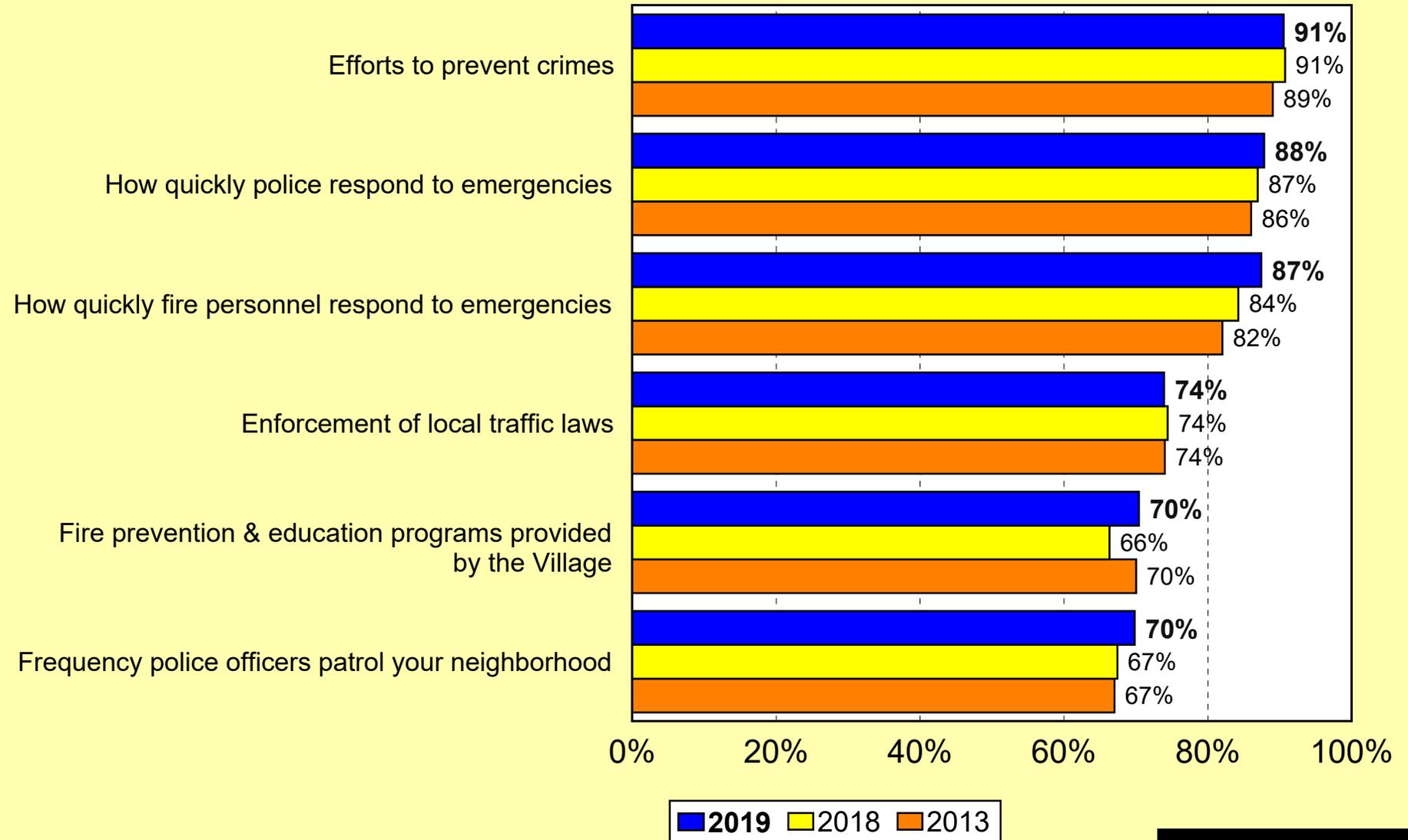
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q6. Satisfaction with Various Aspects of Public Safety 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

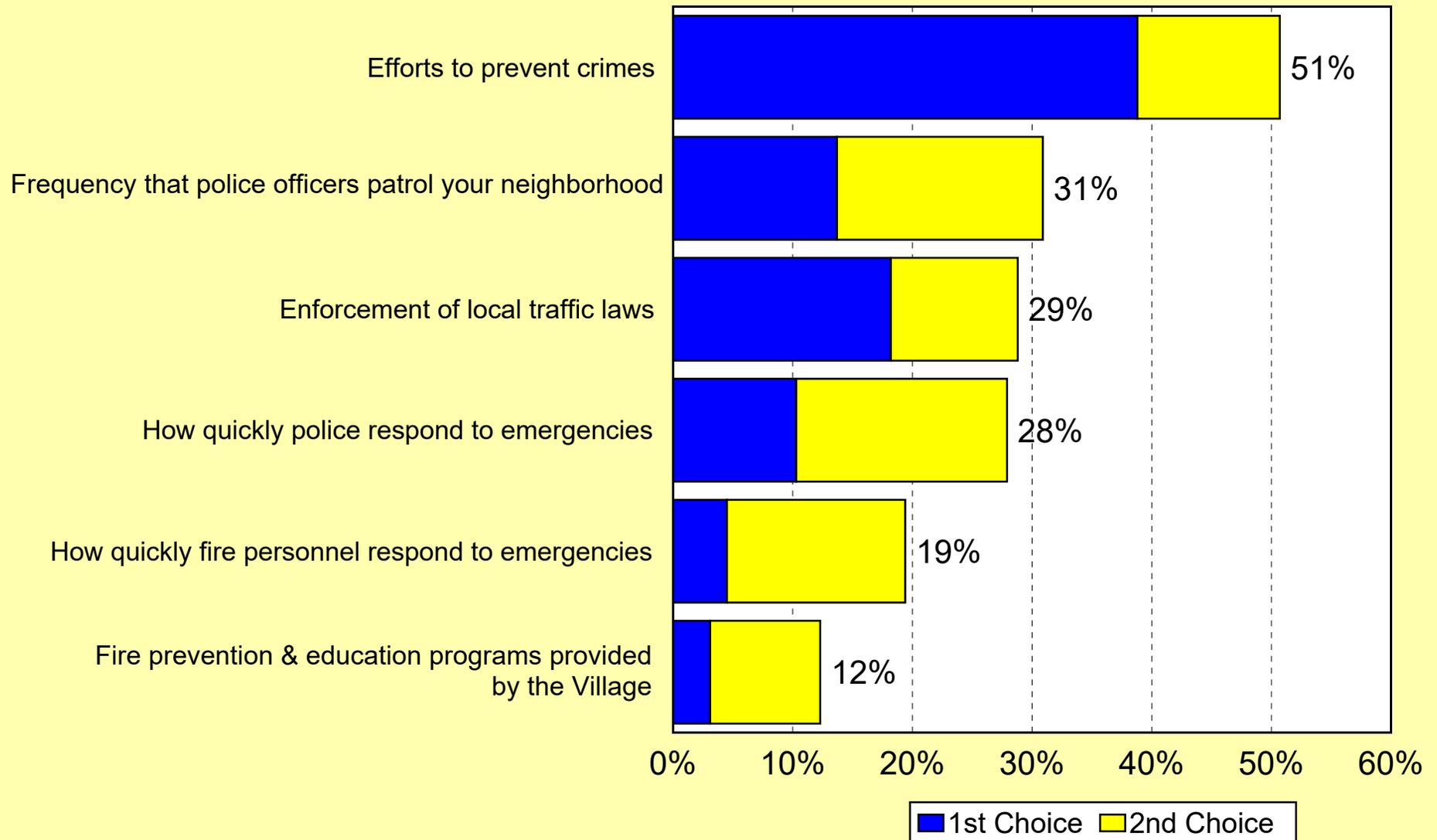


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q7. Public Safety Services That should Receive the Most Emphasis Over the Next TWO Years

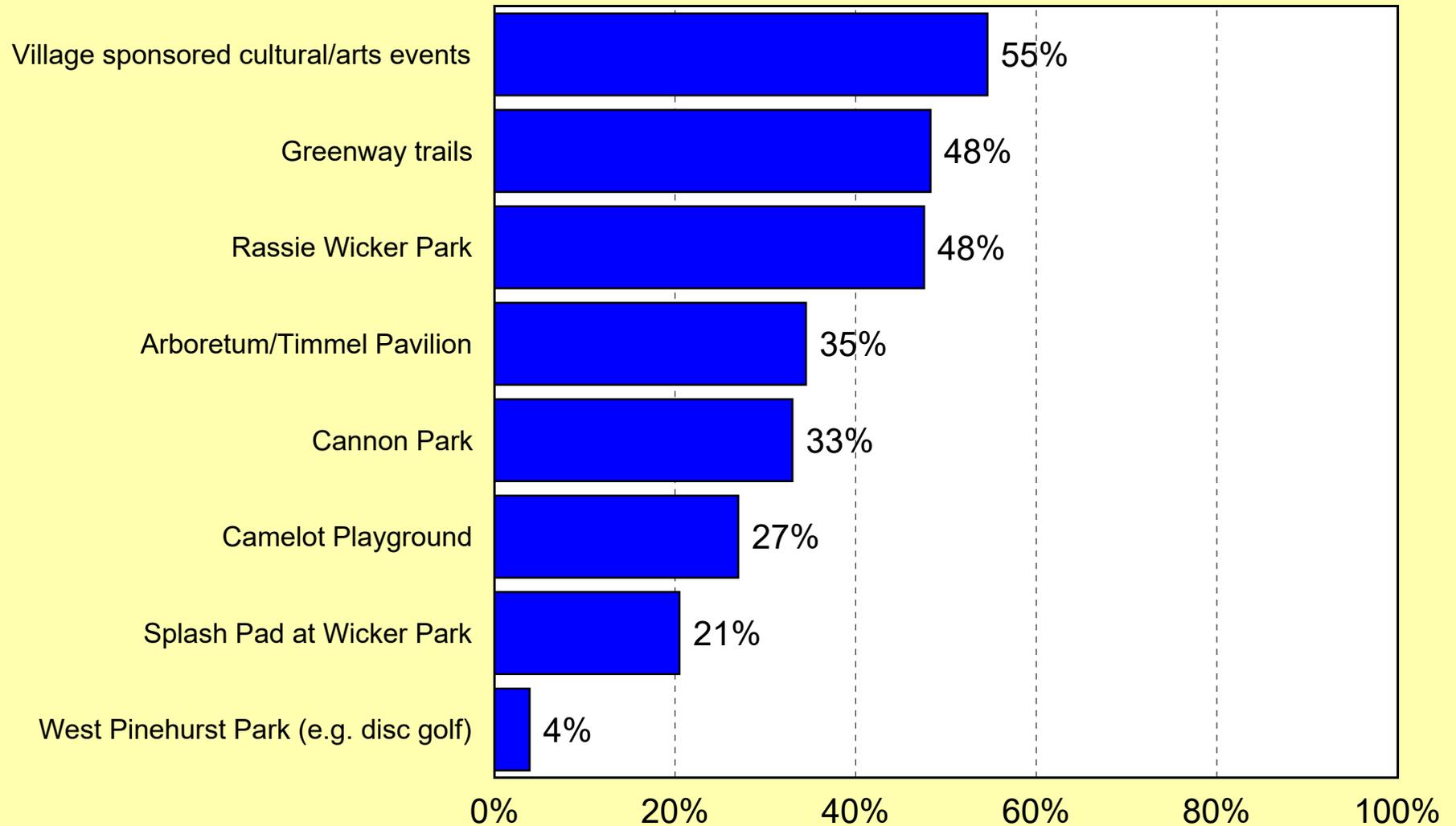
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q8. Village of Pinehurst Parks and Recreation Programs and Facilities Residents Have Used During the Past Year

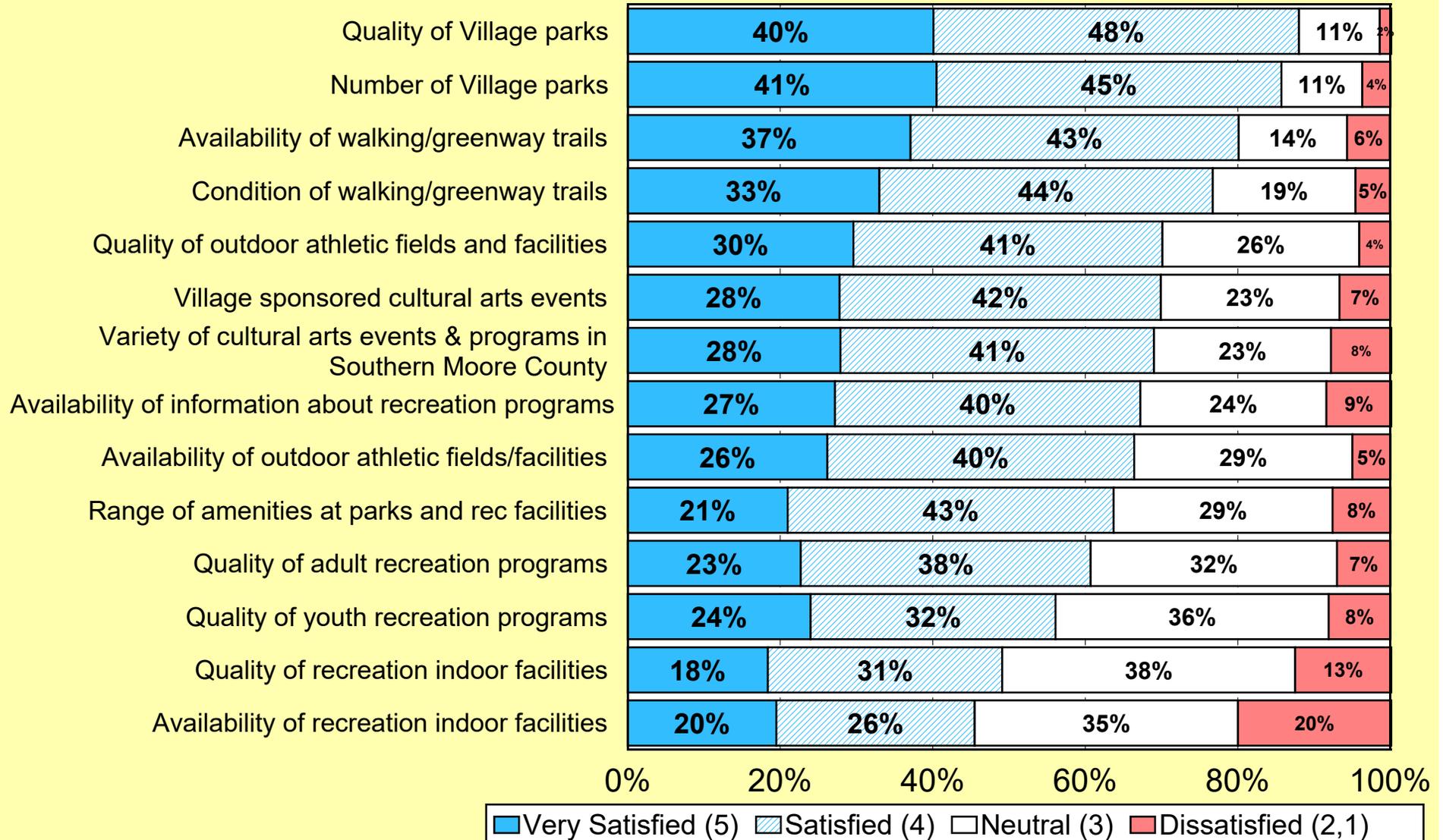
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services

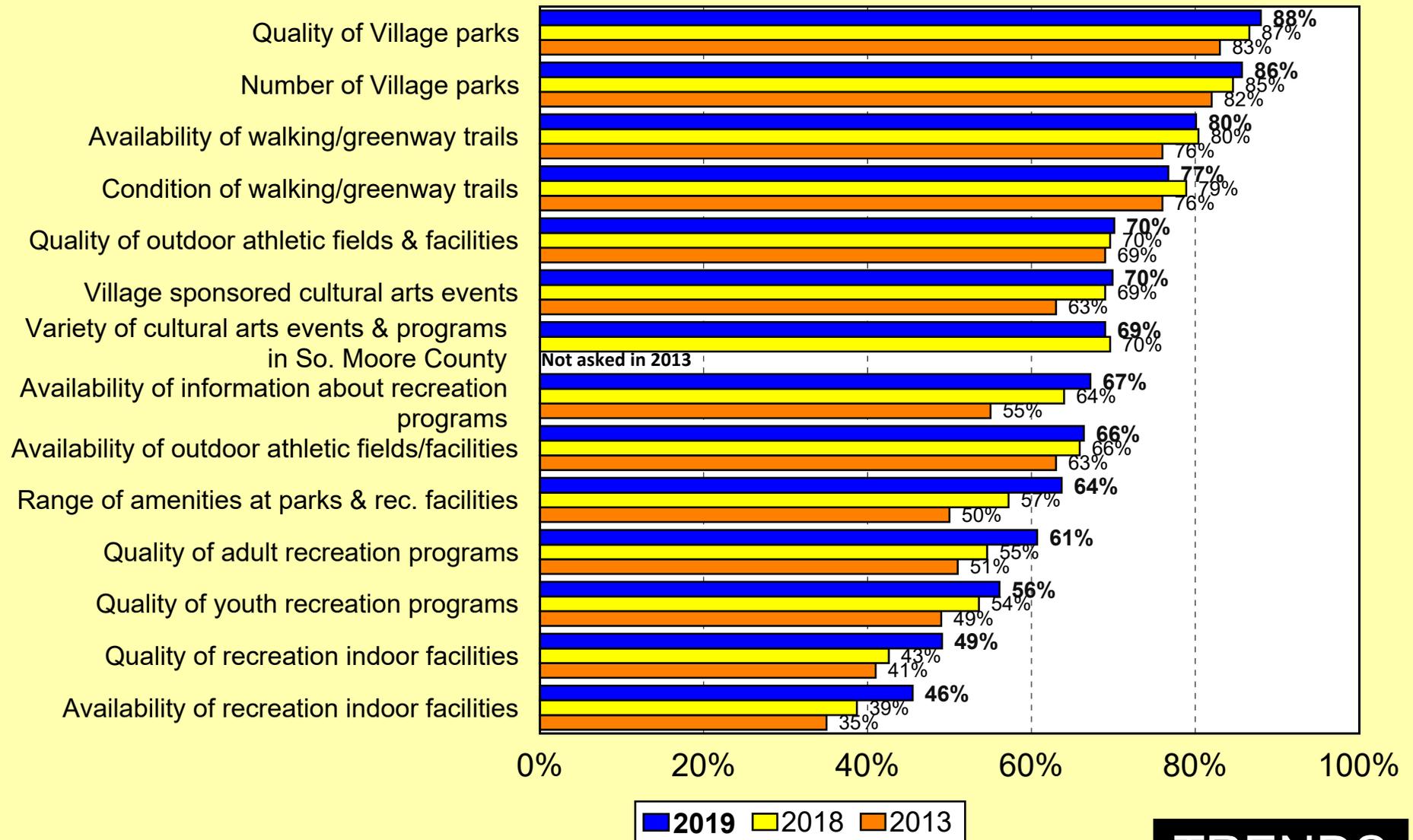
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services - 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)

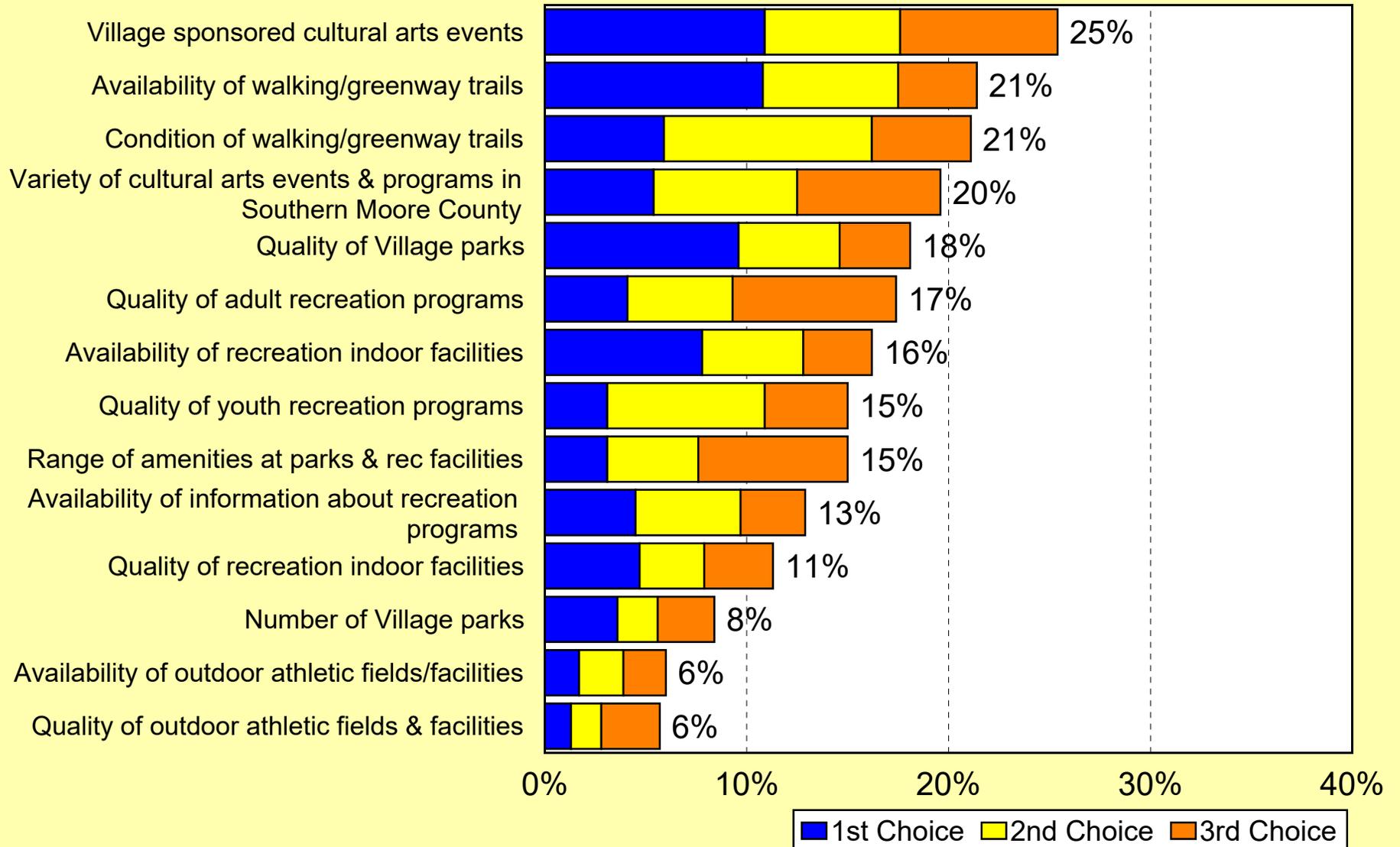


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q10. Cultural and Recreation Services That Should Receive the Most Emphasis Over the Next TWO Years

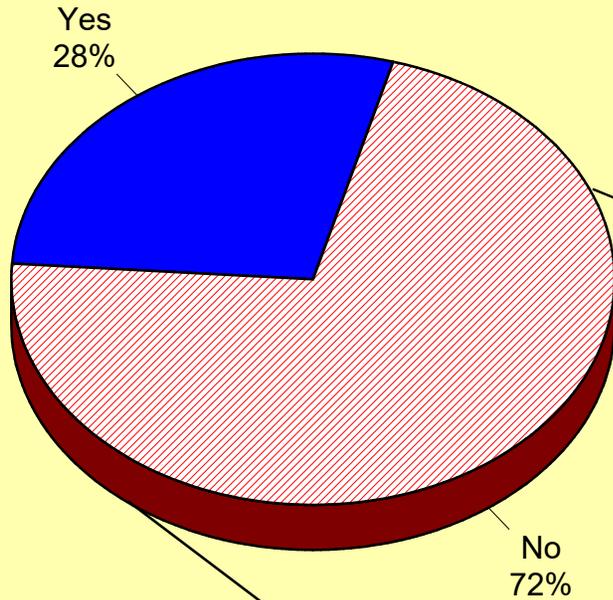
by percentage of respondents who selected the item as one of their top three choices



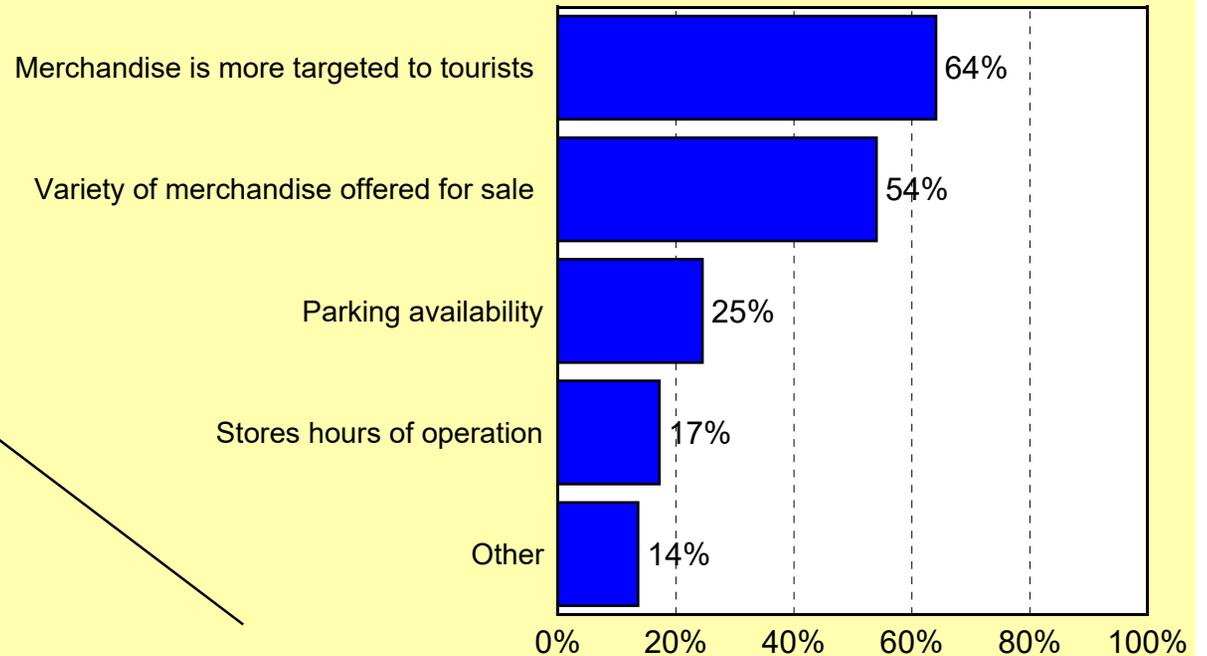
Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q11. Do you shop regularly in the Village Center (downtown)?

by percentage of respondents (excluding "not provided")



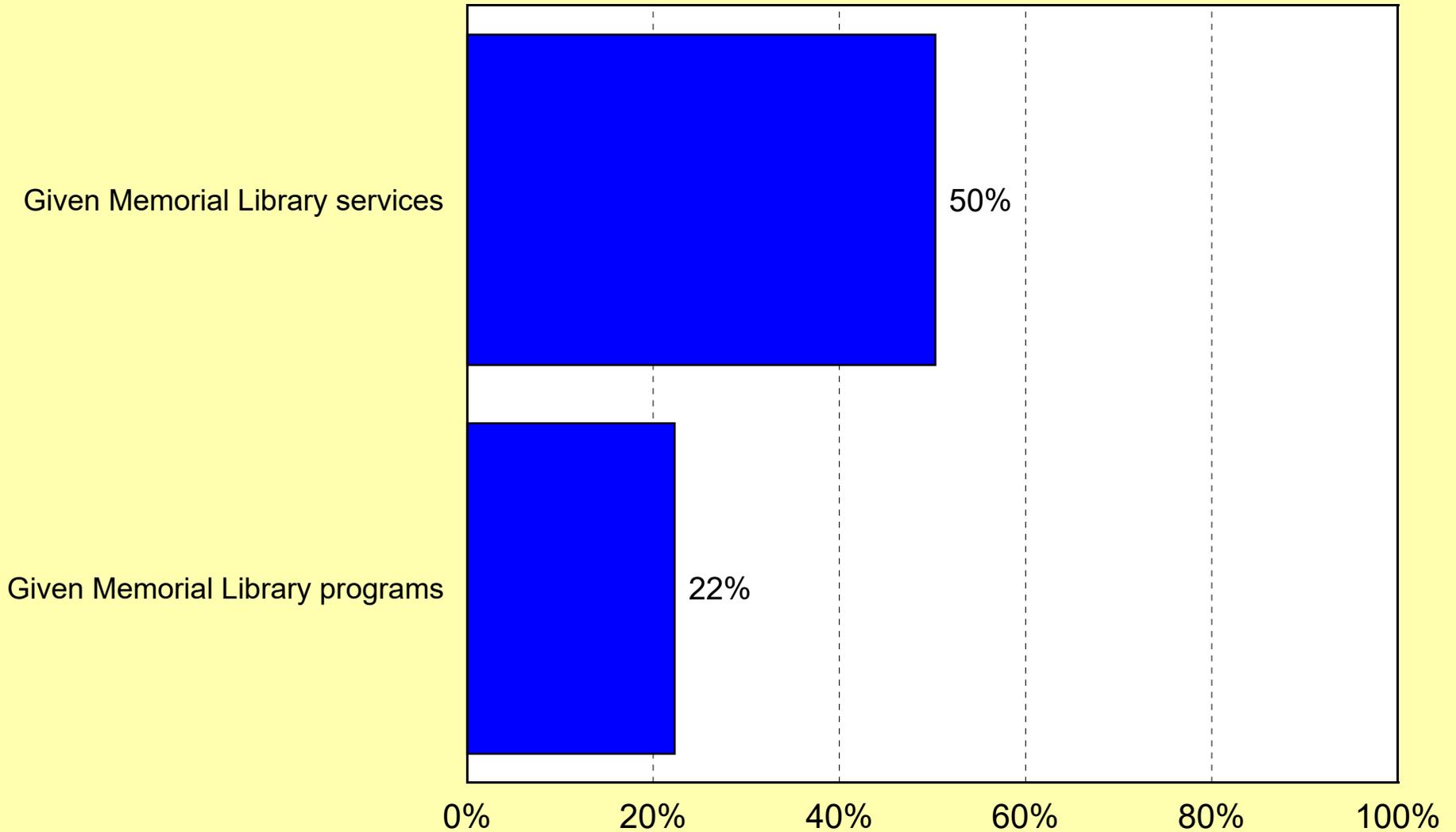
Q11a. Reasons that prevent you from shopping regularly in the Village Center:



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q12-1. Have you used these Given Memorial Library services?

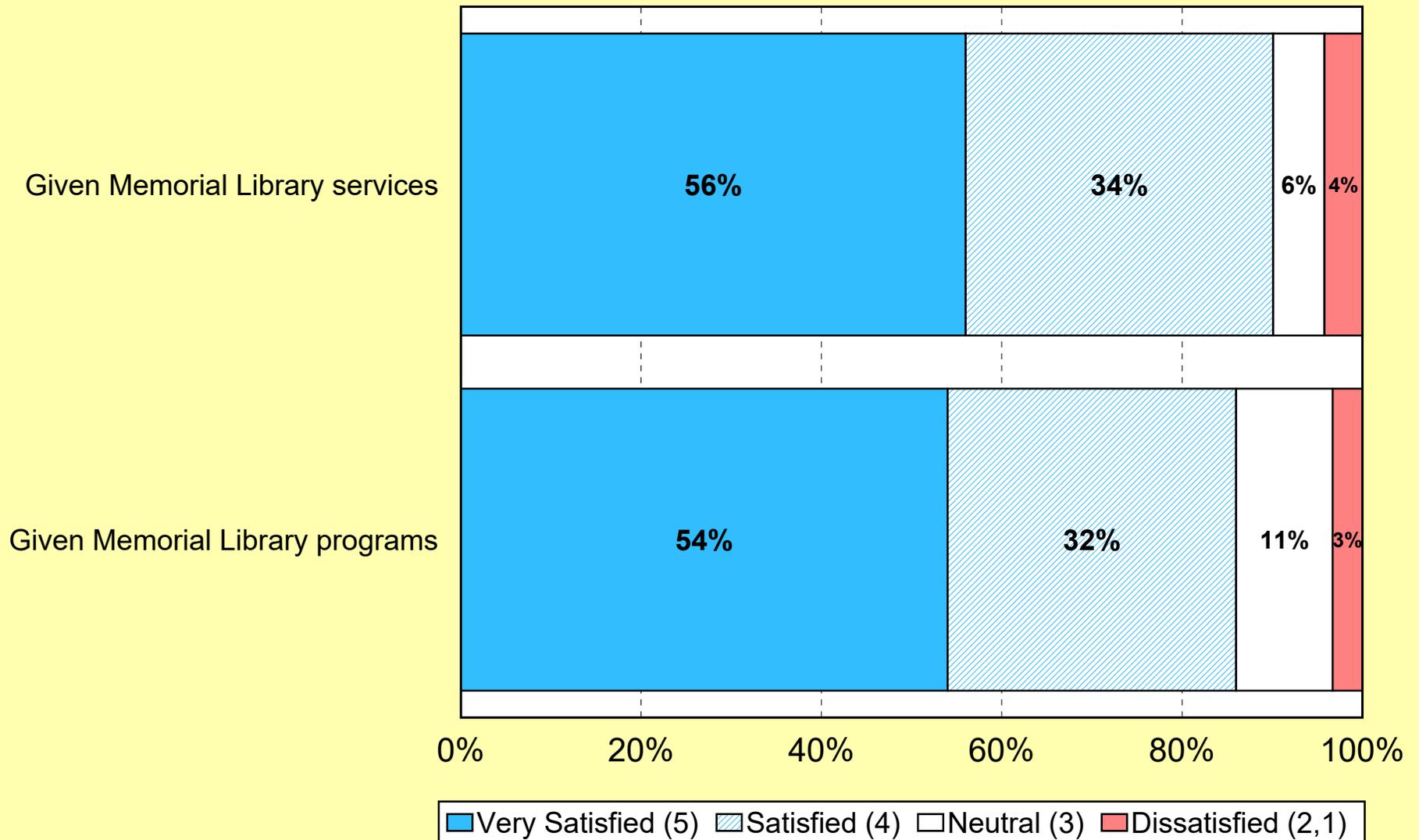
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q12-2. Satisfaction with Various Aspects of the Given Memorial Library

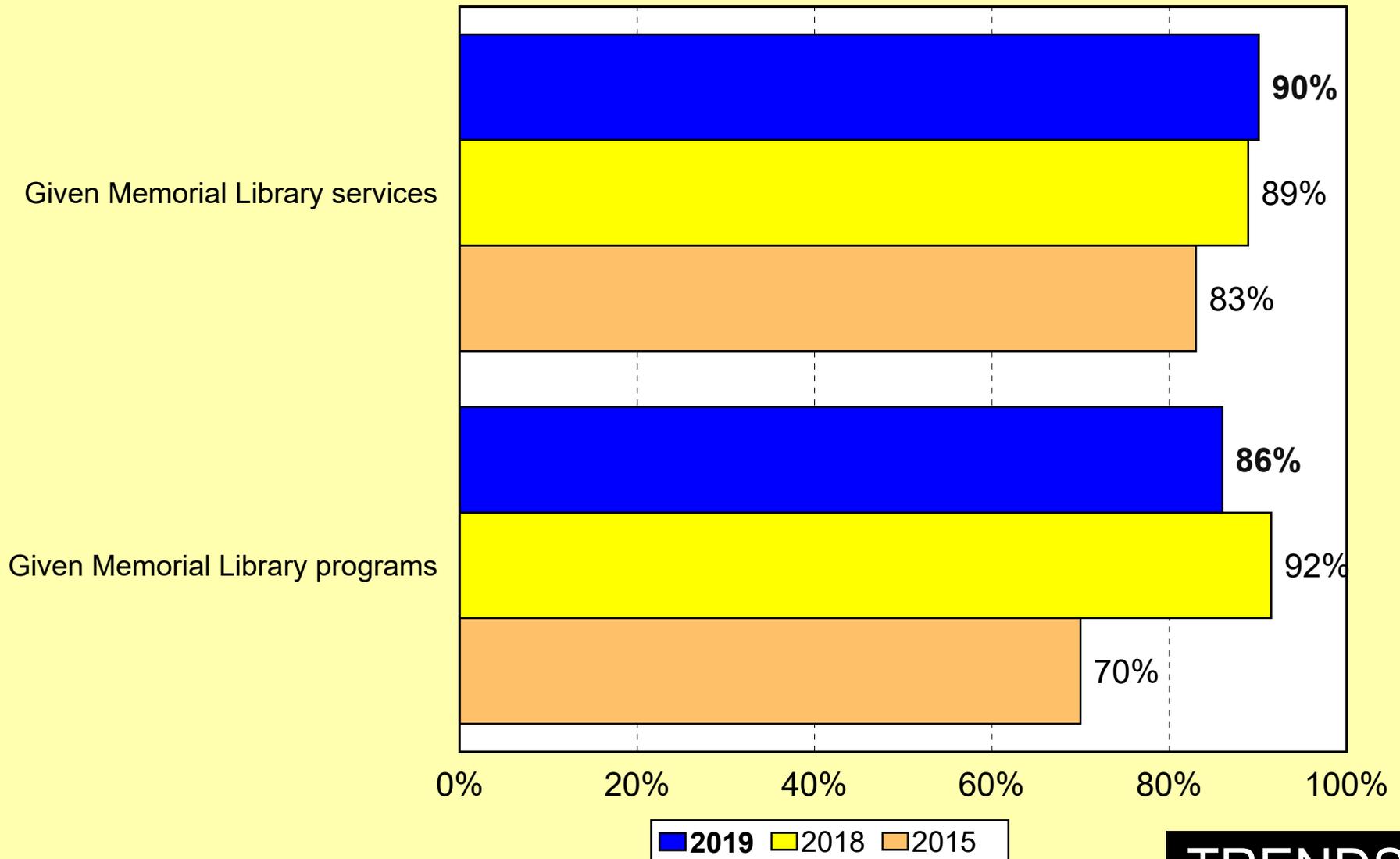
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q12-2. Satisfaction with Various Aspects of Given Memorial Library - 2019, 2018 & 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)

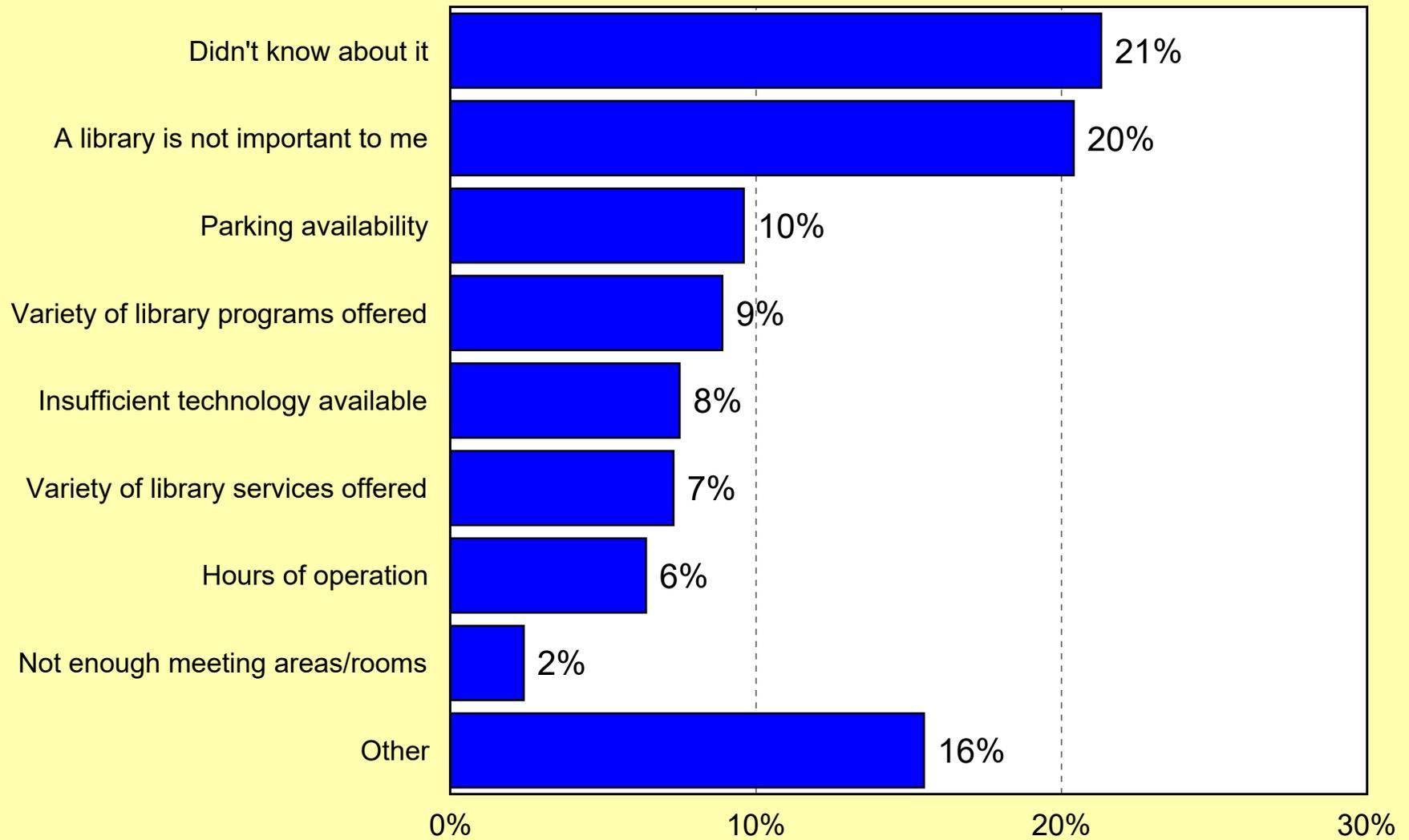


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q12a. Reasons that Prevent Respondents from Using the Given Memorial Library Services

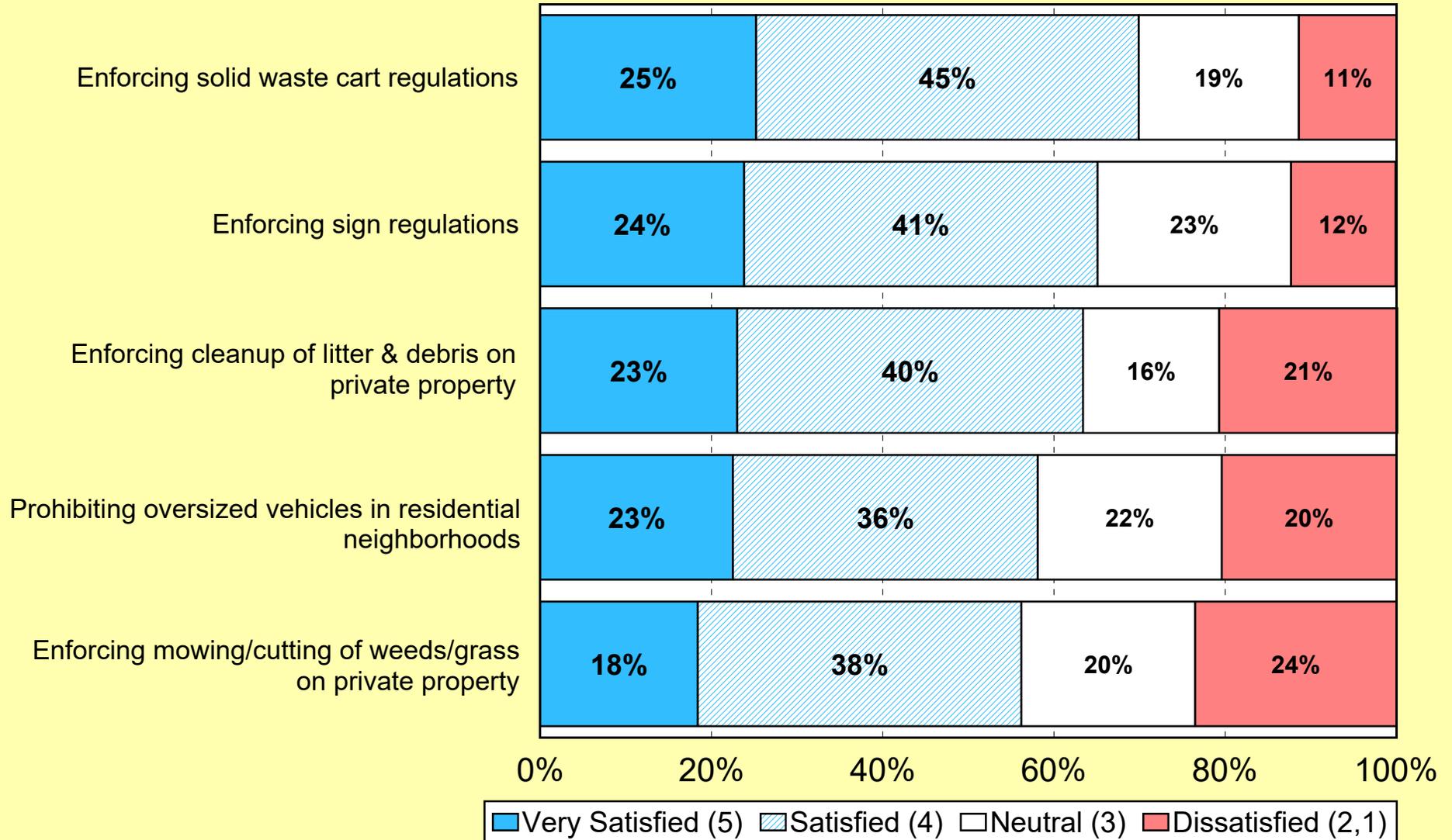
by percentage of respondents who answered "No" to Question 12



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement

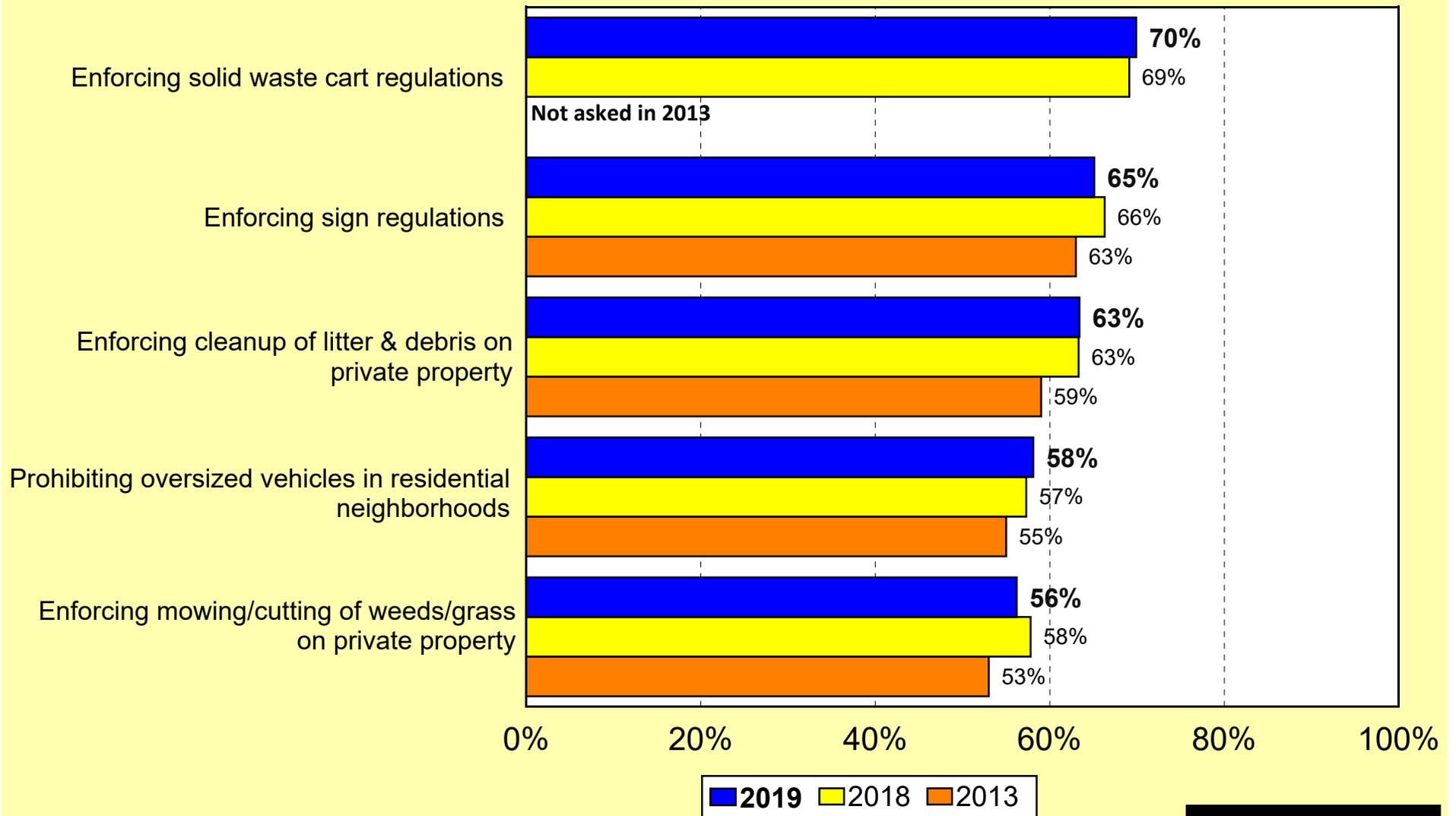
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement - 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)

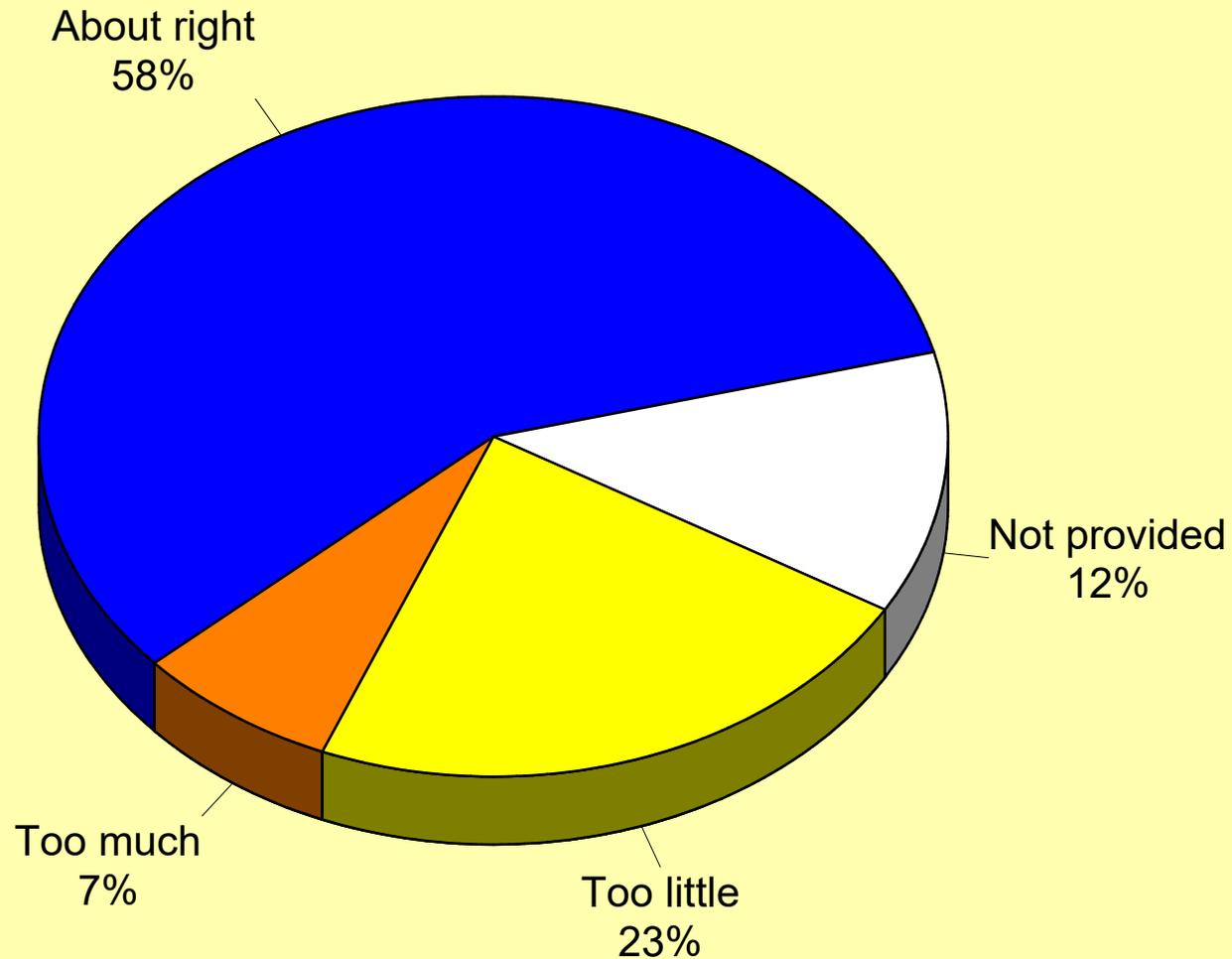


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q14. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

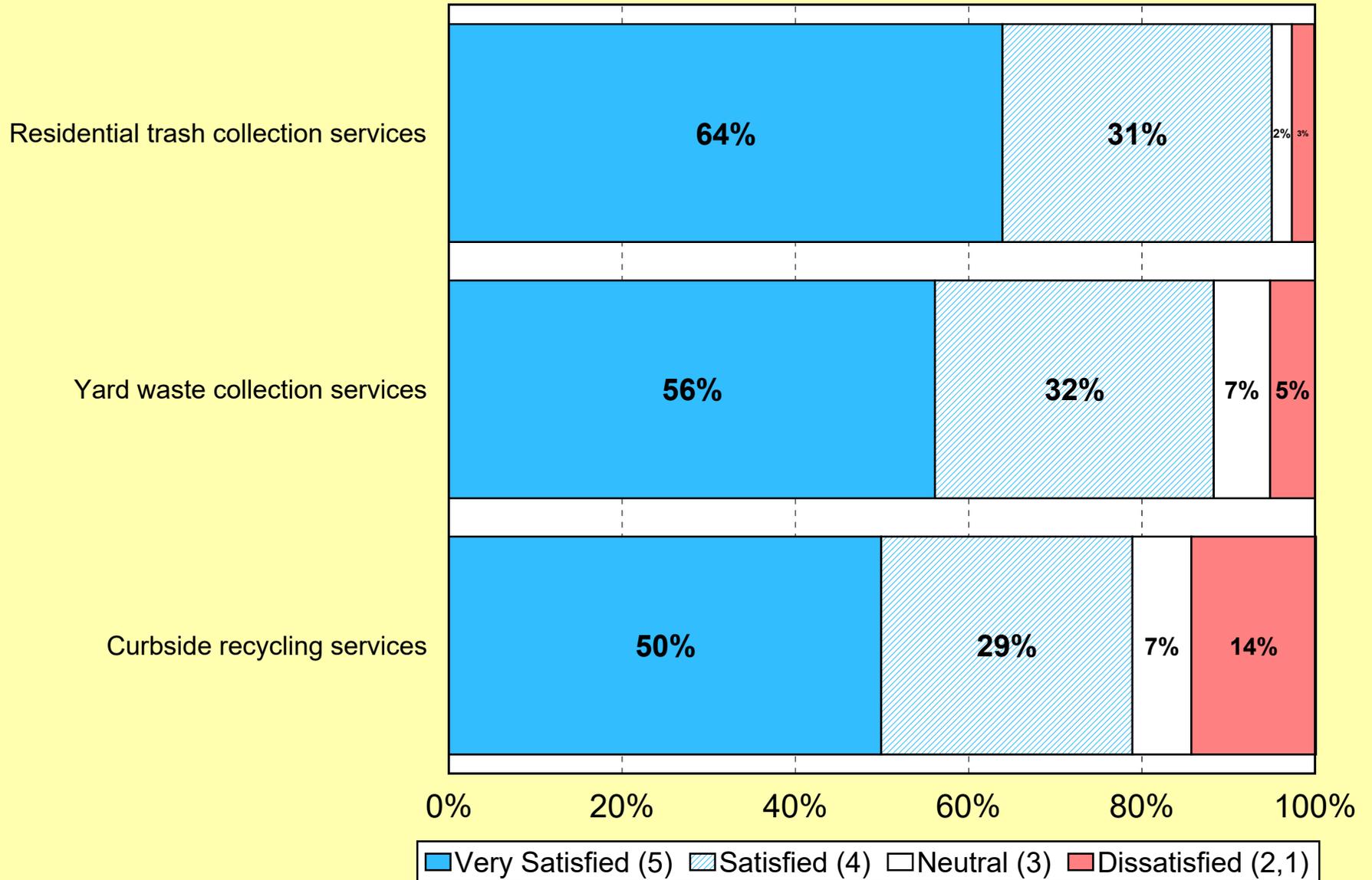
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q15. Satisfaction with Solid Waste Services

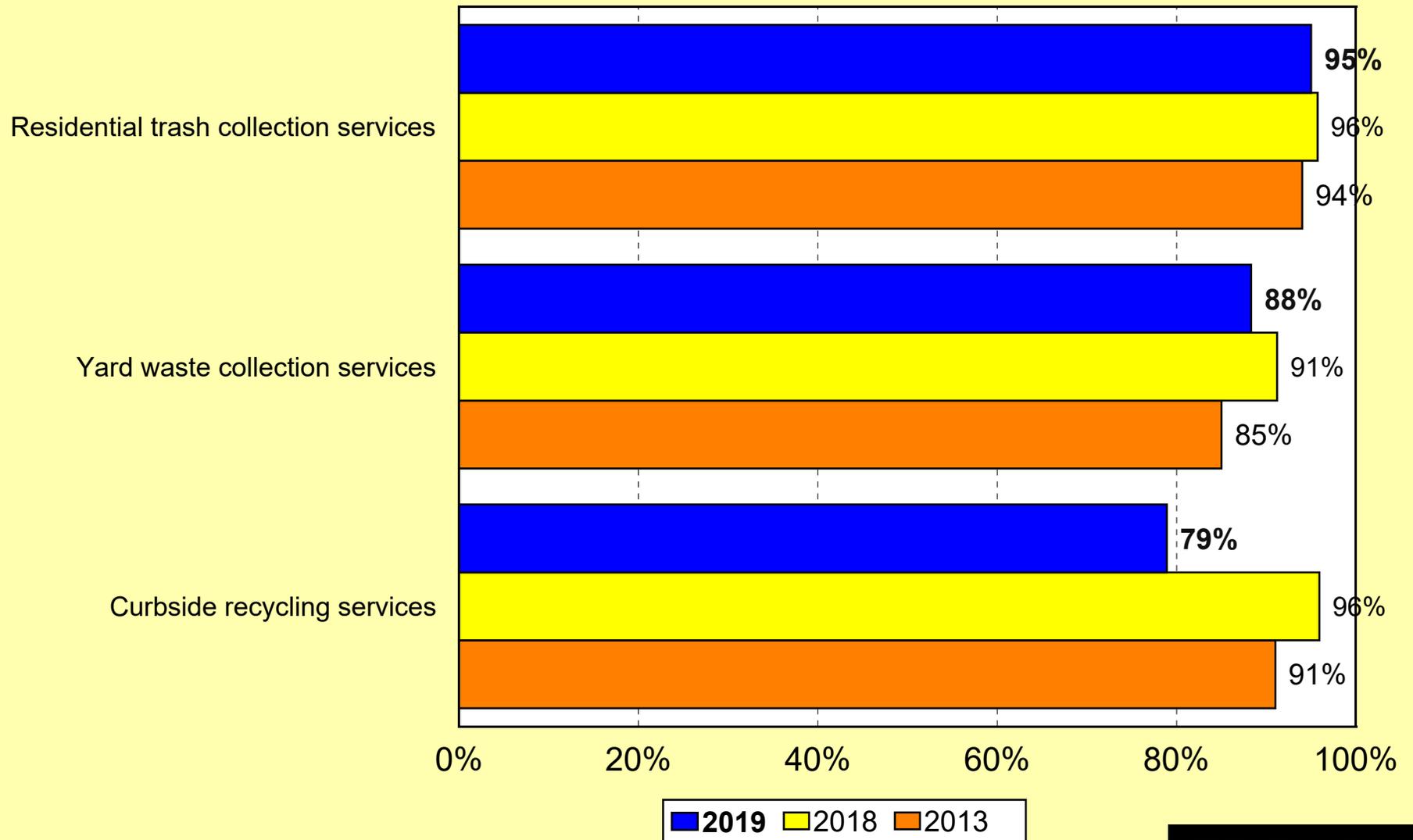
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q15. Satisfaction with Solid Waste Services - 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)

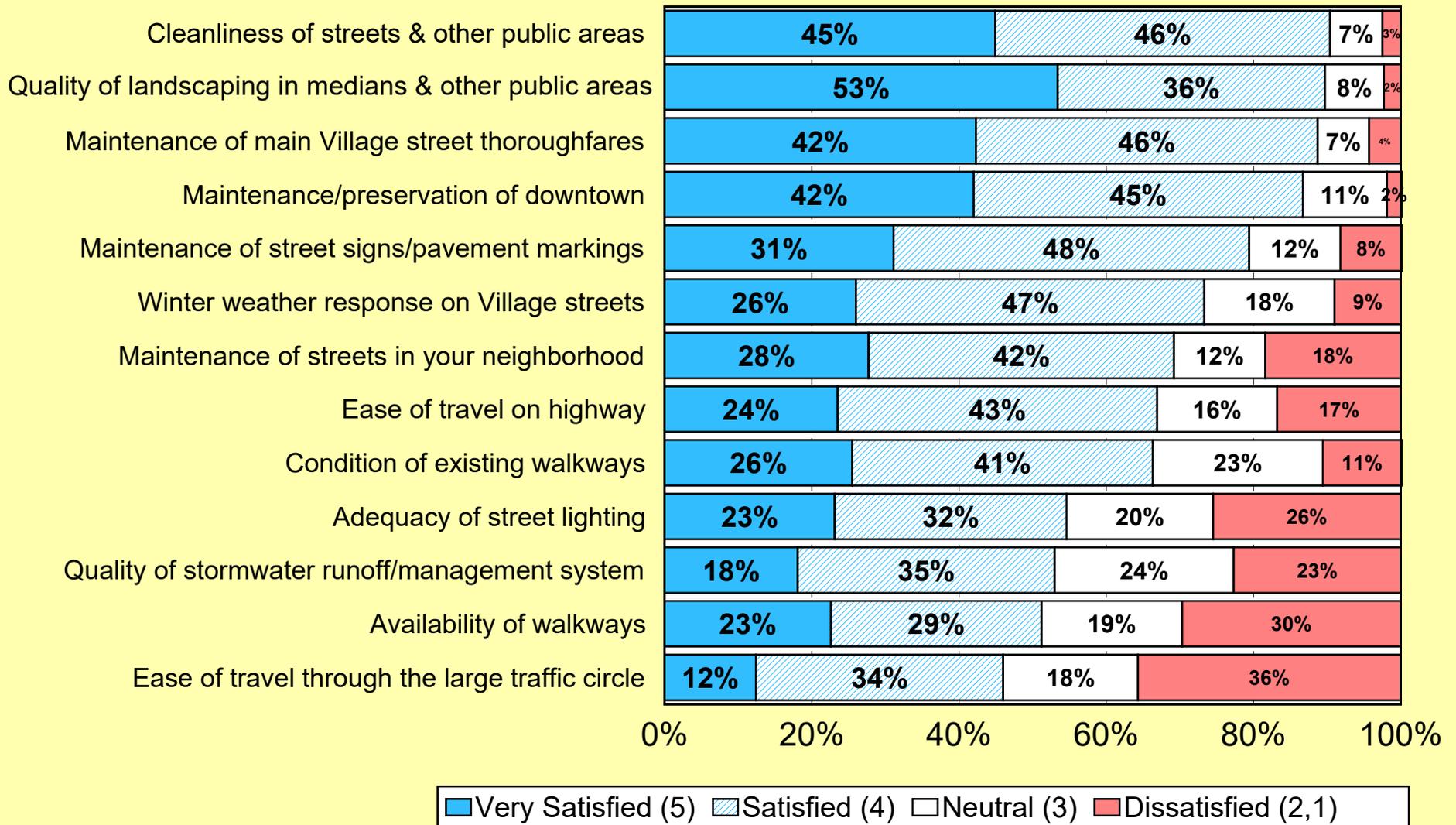


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)



Q16. Satisfaction with Various Aspects of Public Services

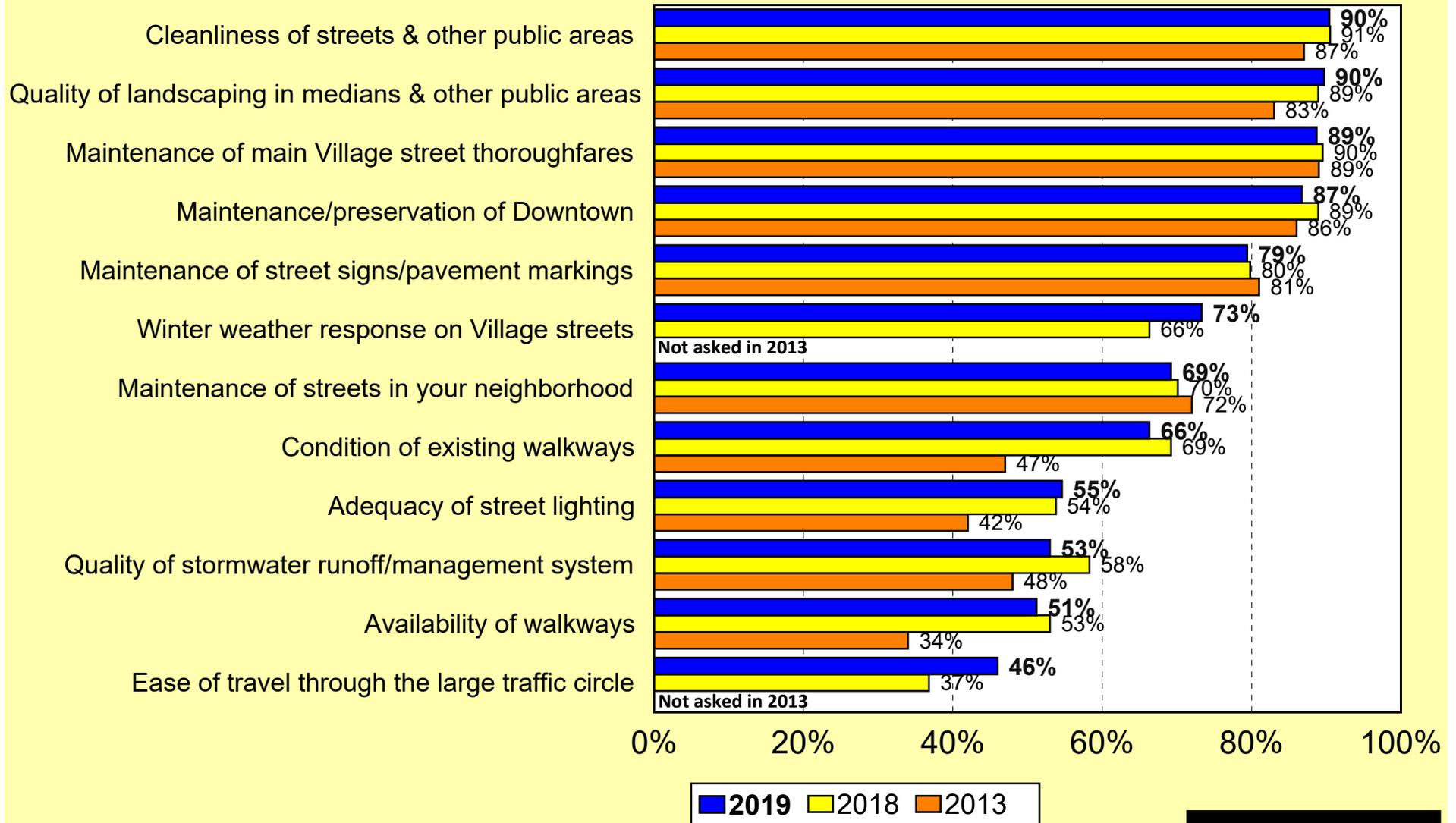
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q16. Satisfaction with Various Aspect of Public Services 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

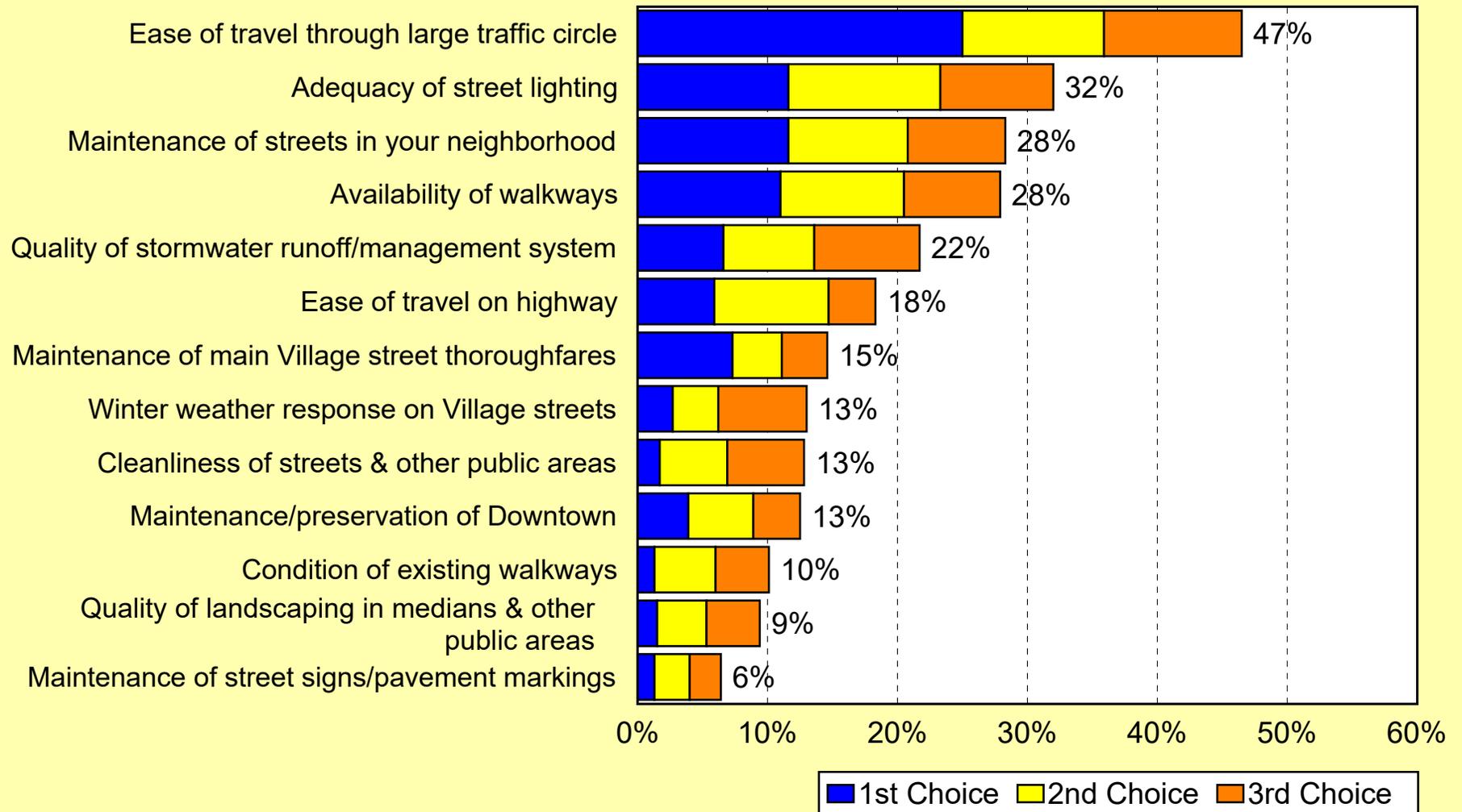


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q17. Which three of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

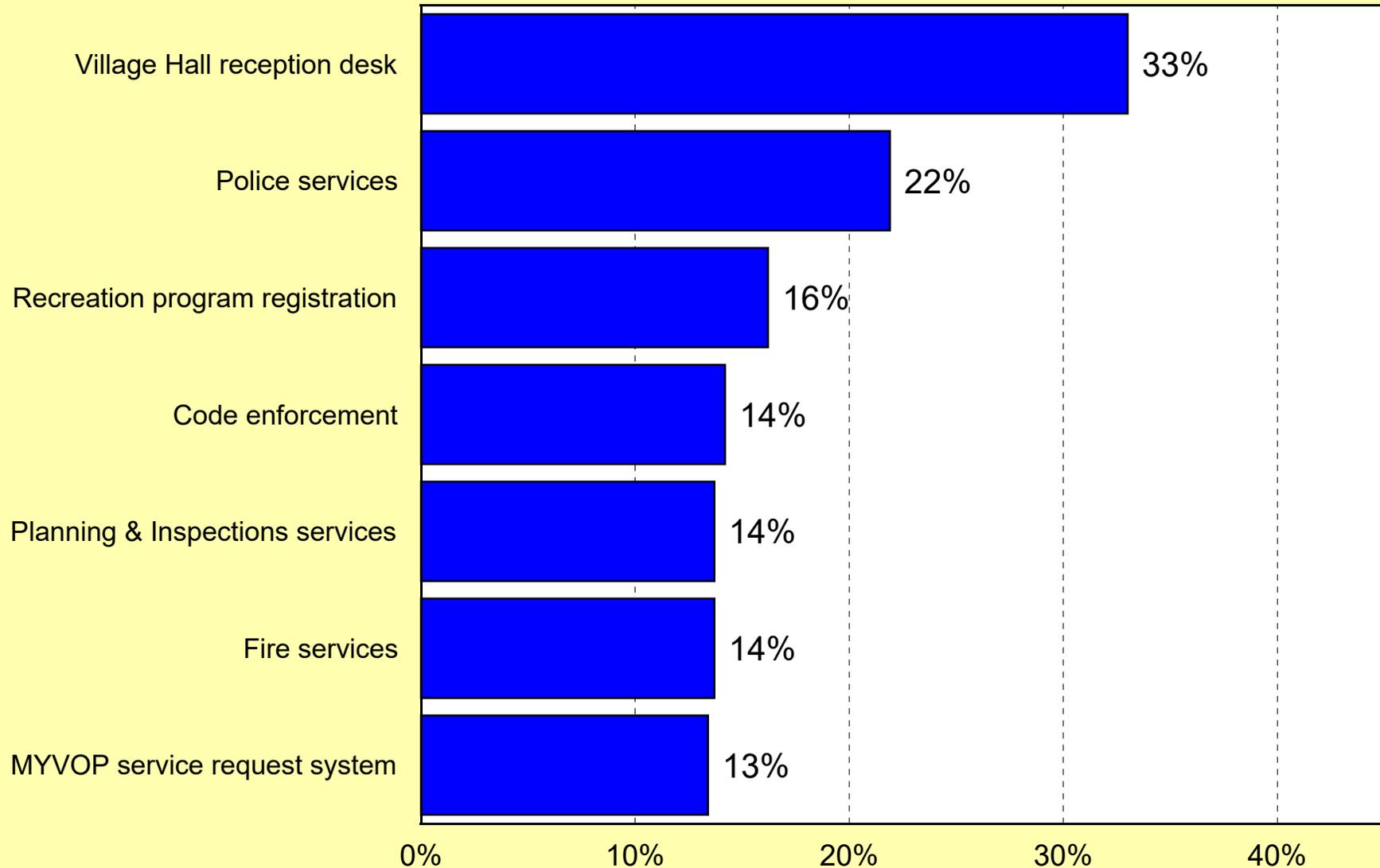
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q18. Do you or other members of your household use Village services and facilities?

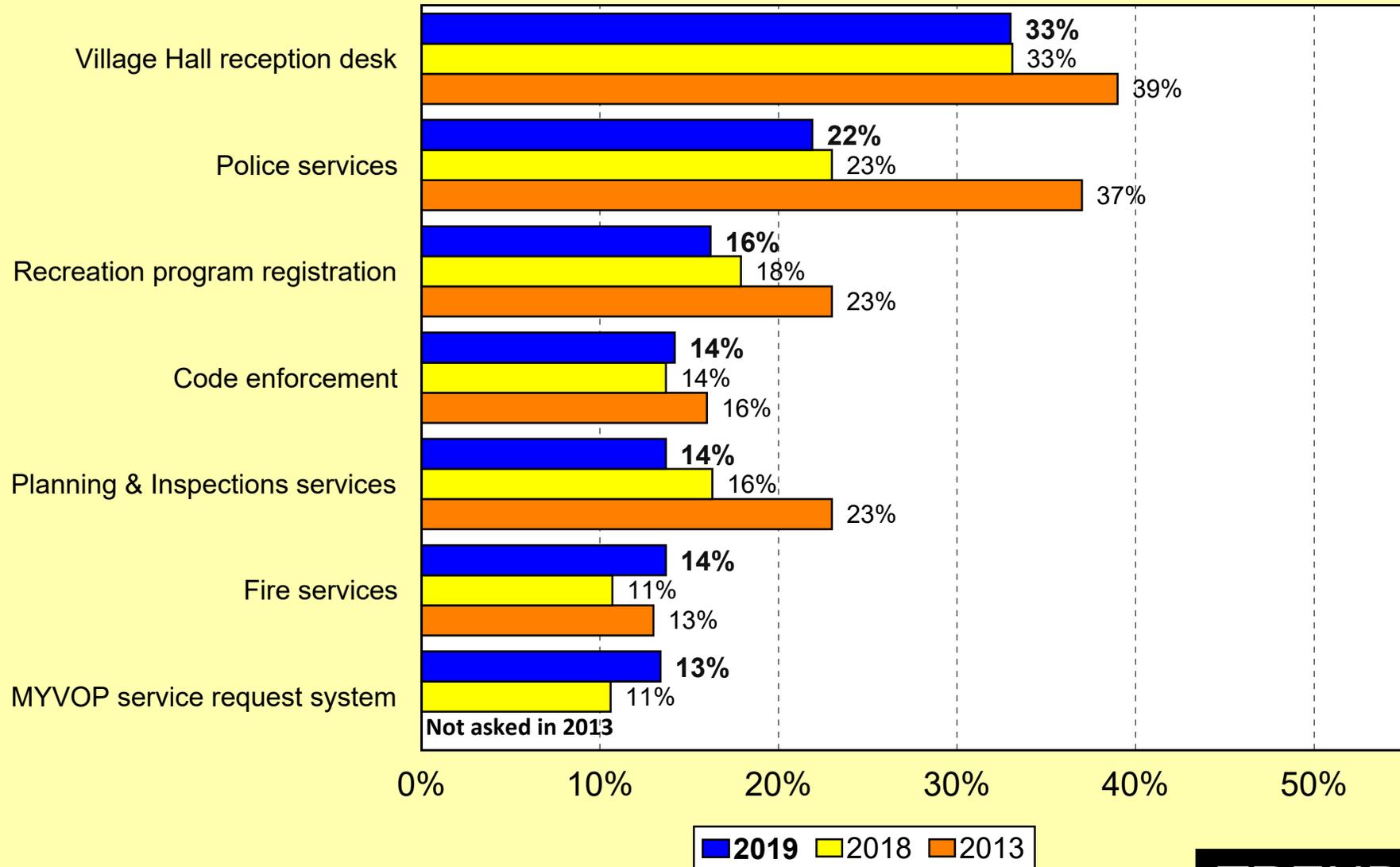
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q18. Households That Use Village Services and Facilities - 2019, 2018 & 2013

by percentage of respondents who answered "yes"

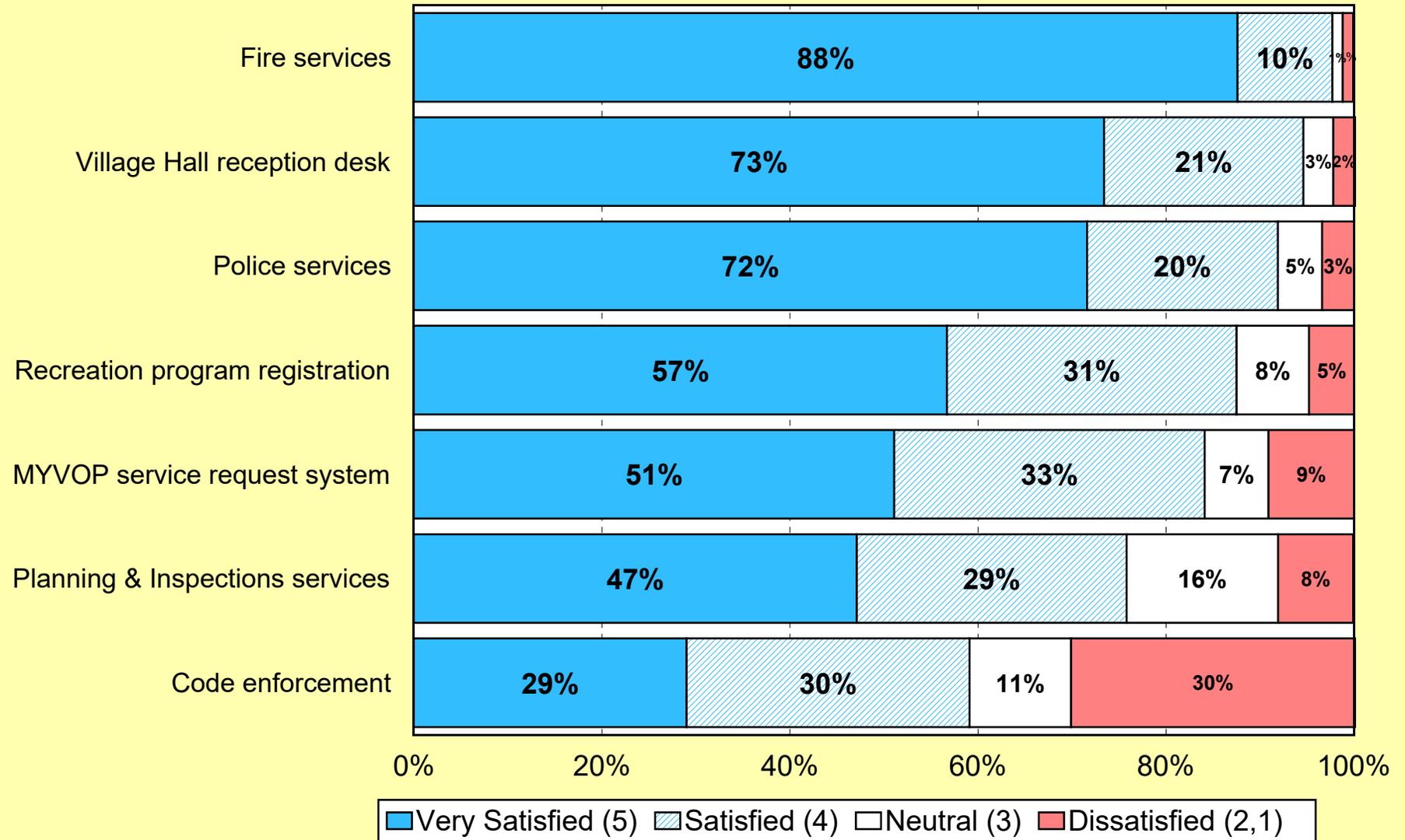


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q18a. Satisfaction with Village Services and Facilities That Households Have Used

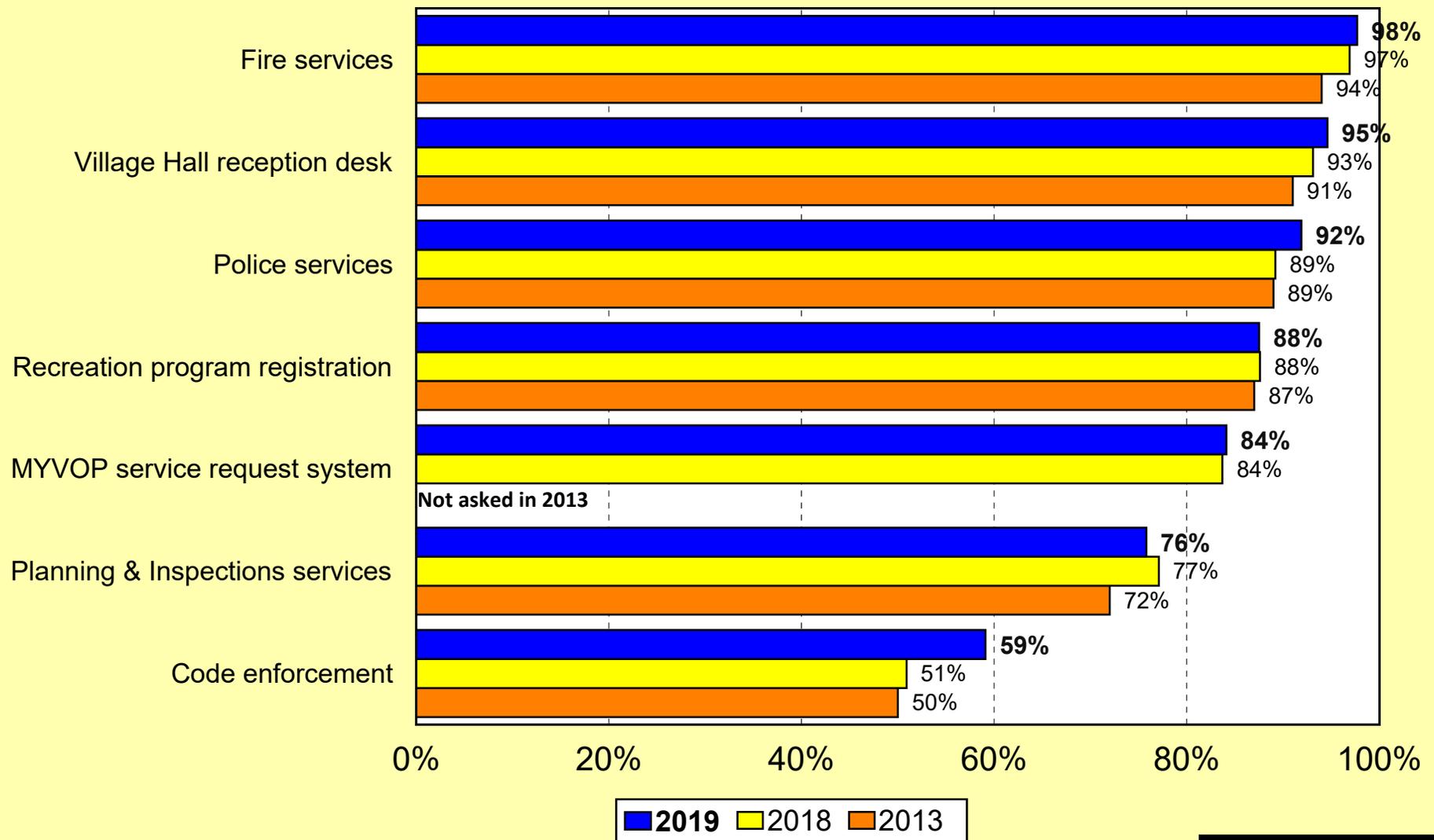
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q18a. Satisfaction With Village Services and Facilities - 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)

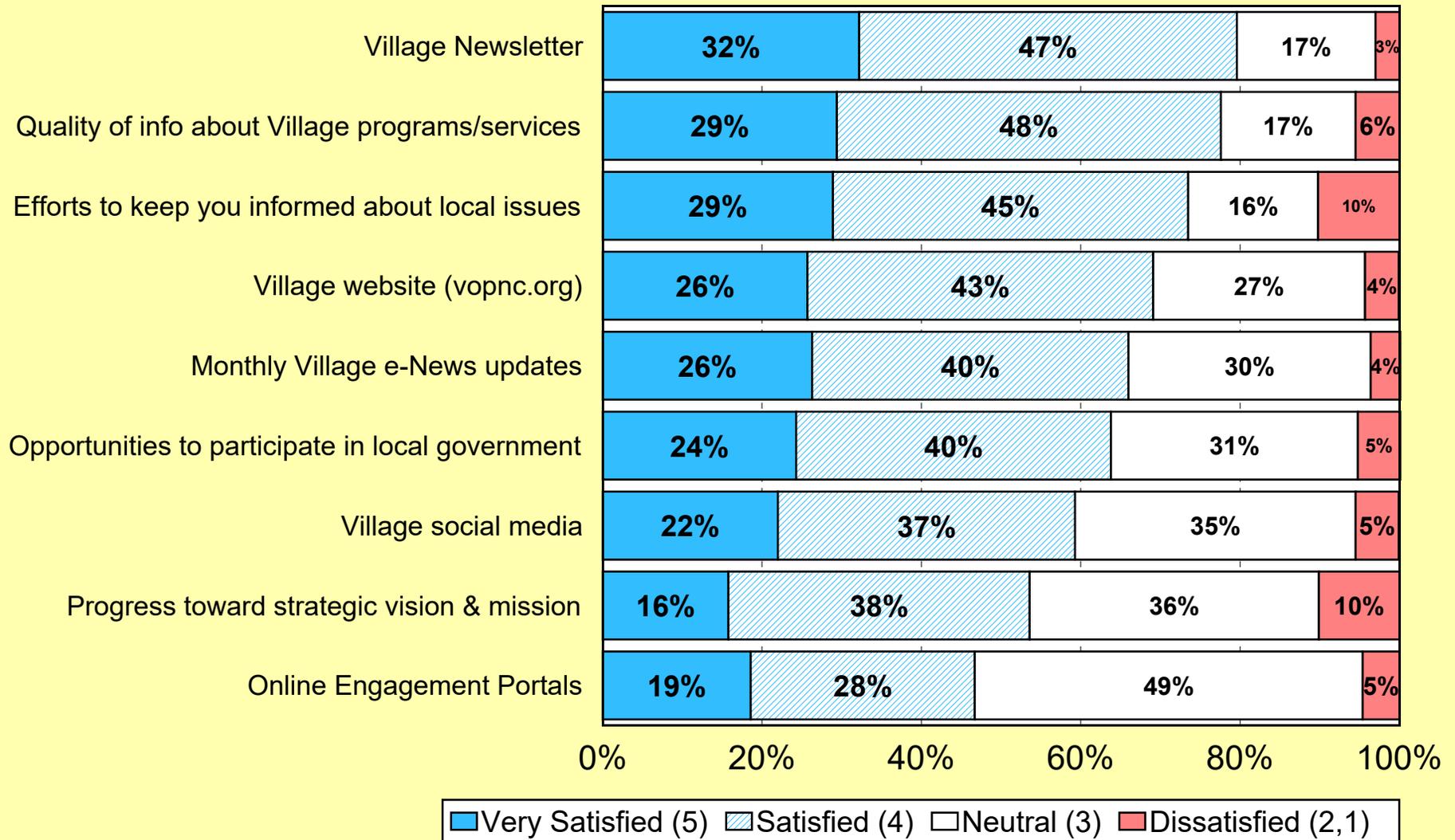


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q19. Satisfaction with Public Communication and Outreach

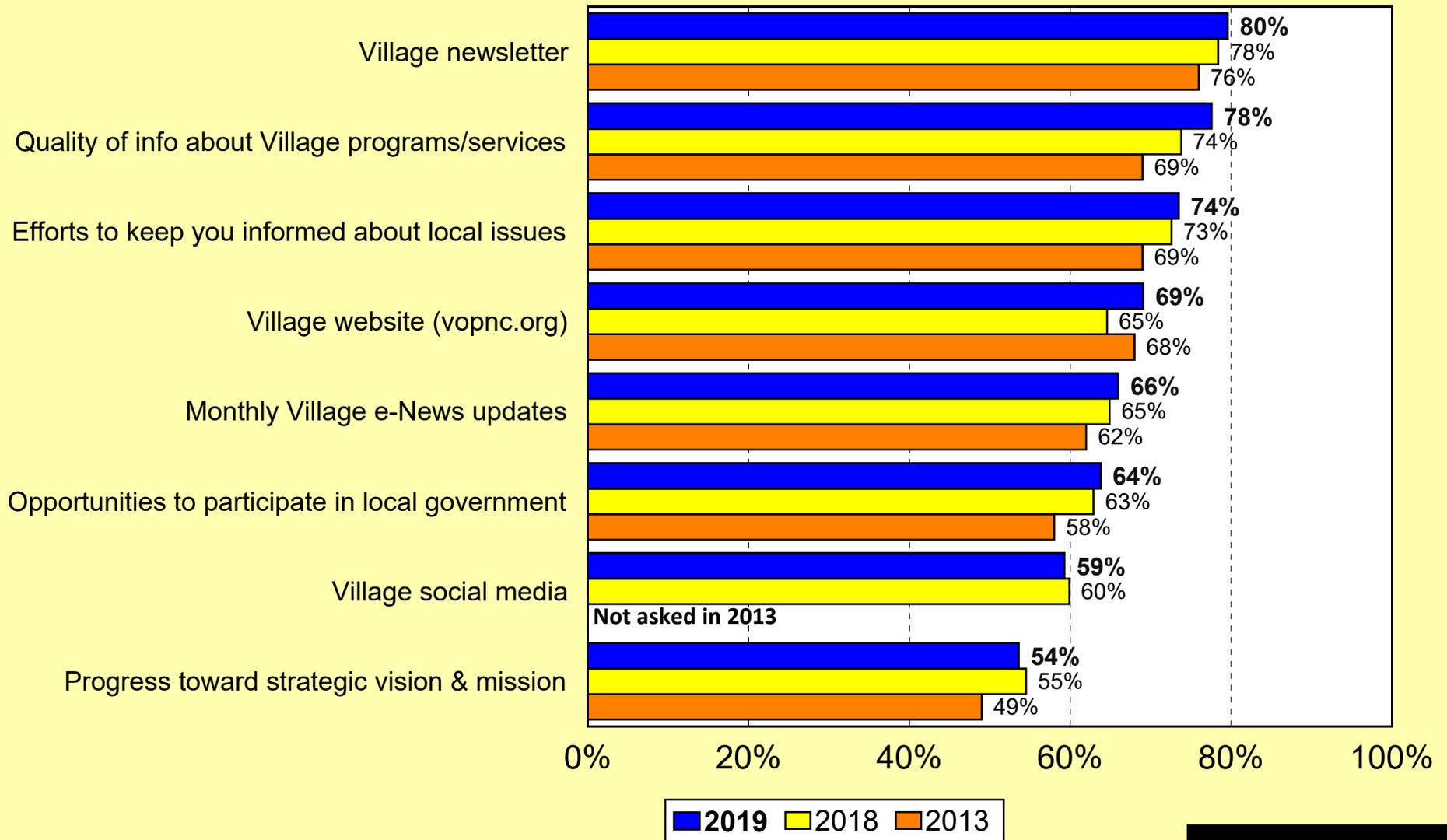
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q19. Satisfaction with Public Communication and Outreach - 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

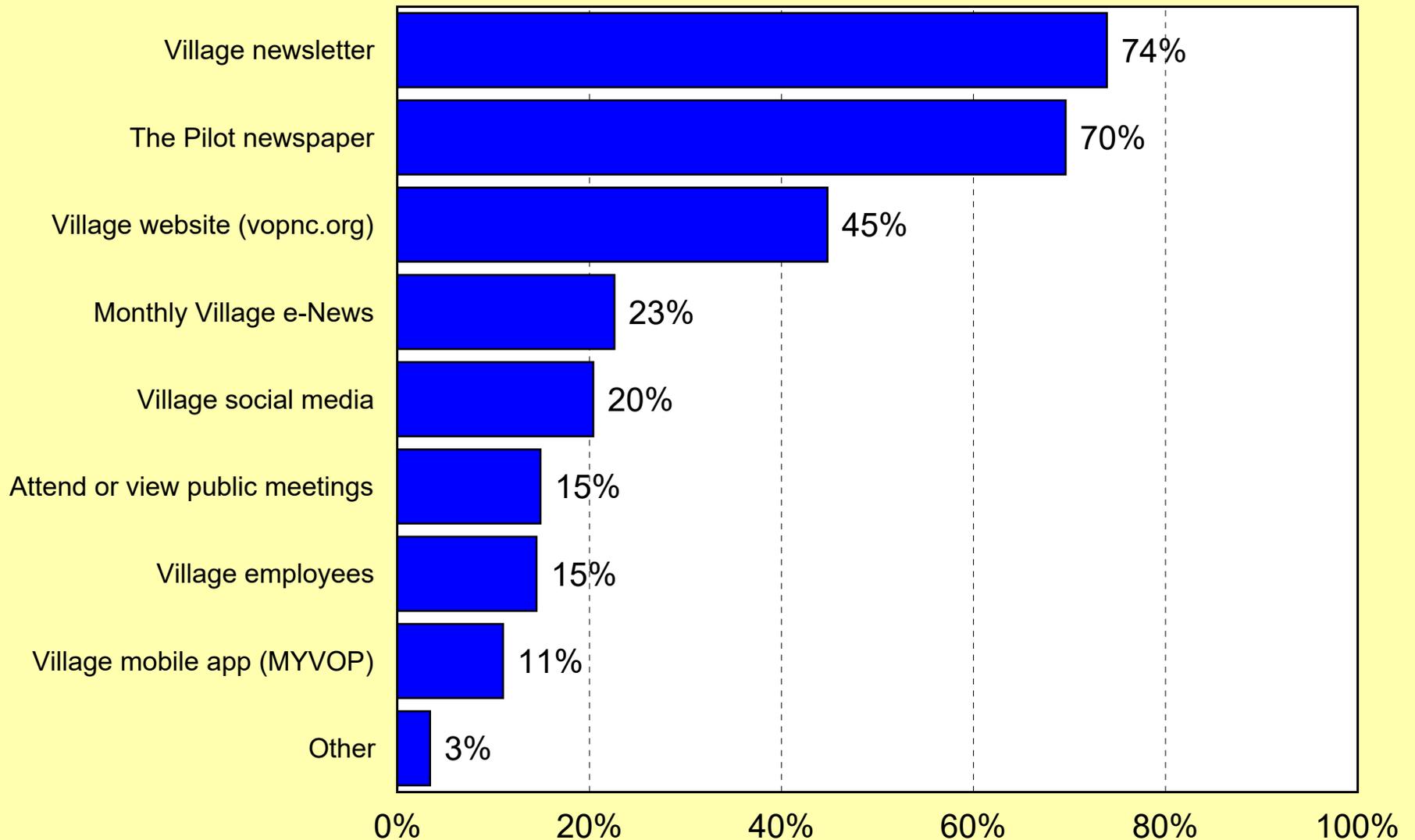


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q20. Which of the following do you use to get information about the Village of Pinehurst?

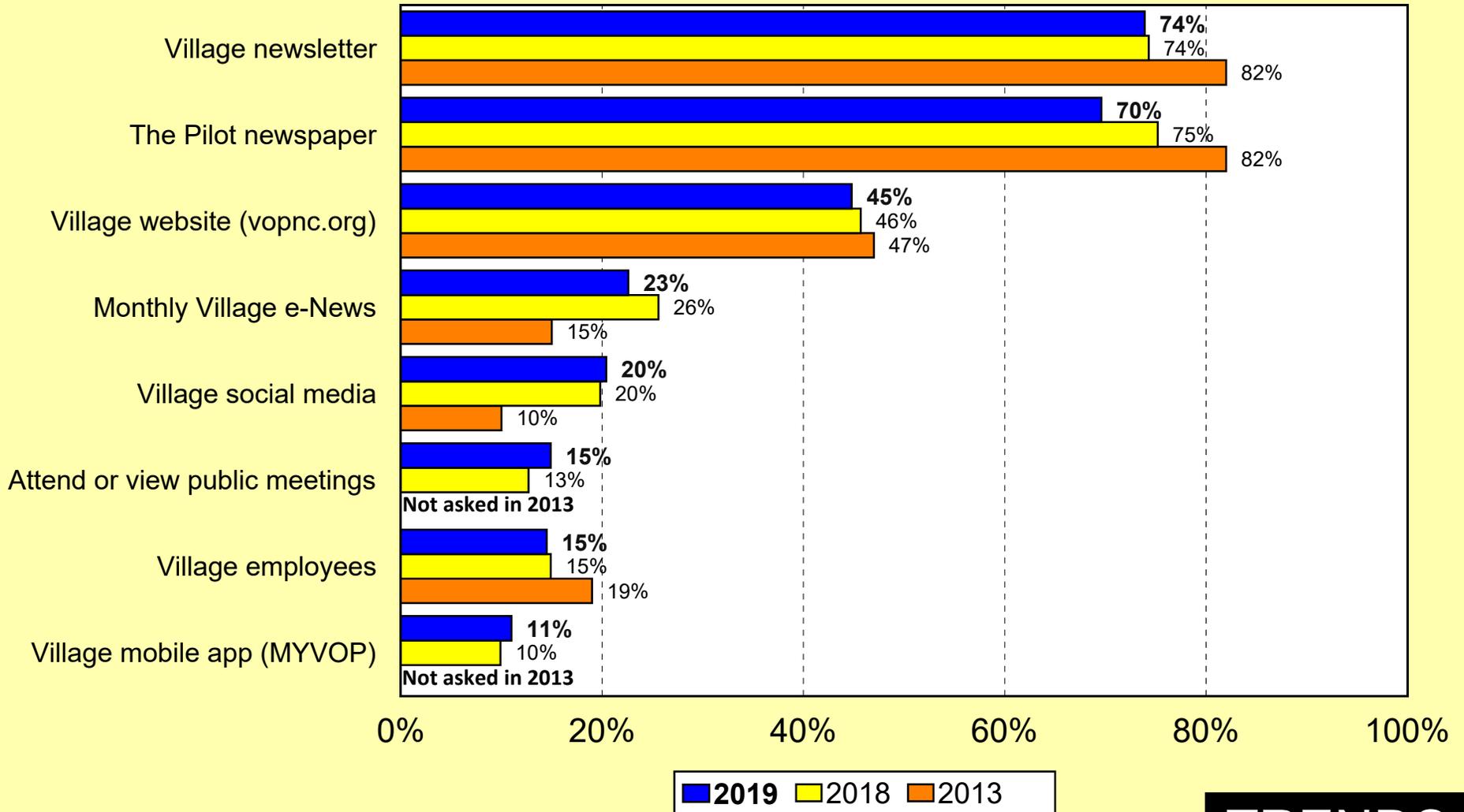
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q20. Which of the following do you use to get information about the Village of Pinehurst? 2019, 2018 & 2013

by percentage of respondents (multiple selections could be made)

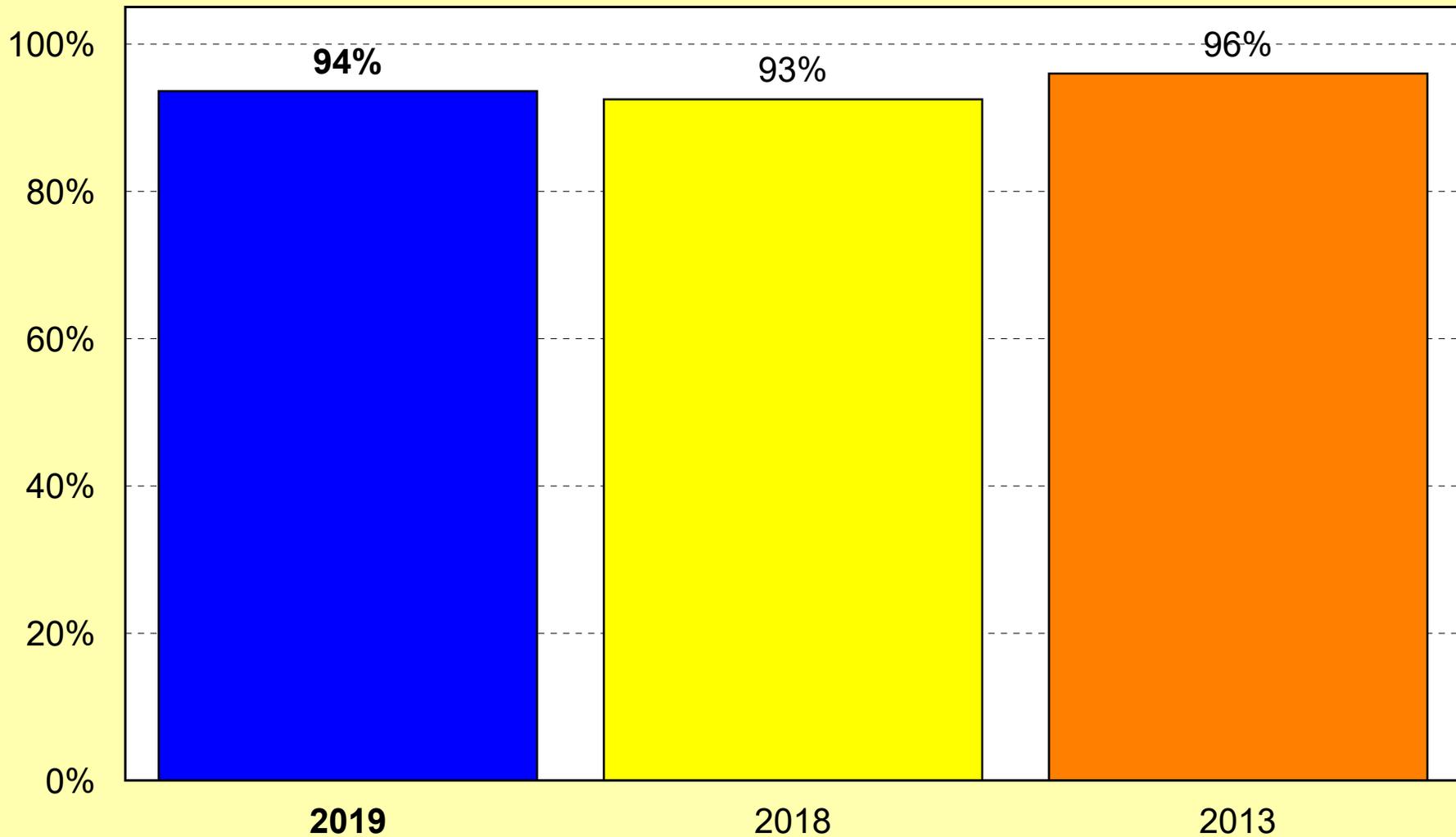


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q21. How often do you read the Village Newsletter, which is mailed to all residents?

by percentage of respondents who answered "all the time" or "sometimes" (excluding "don't know")

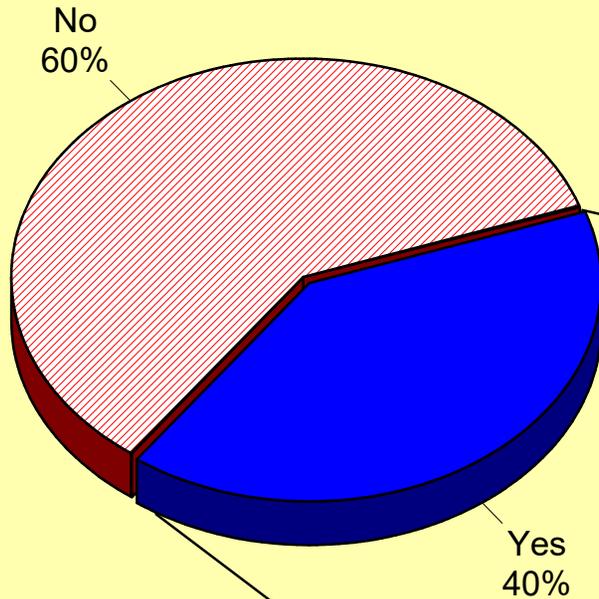


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

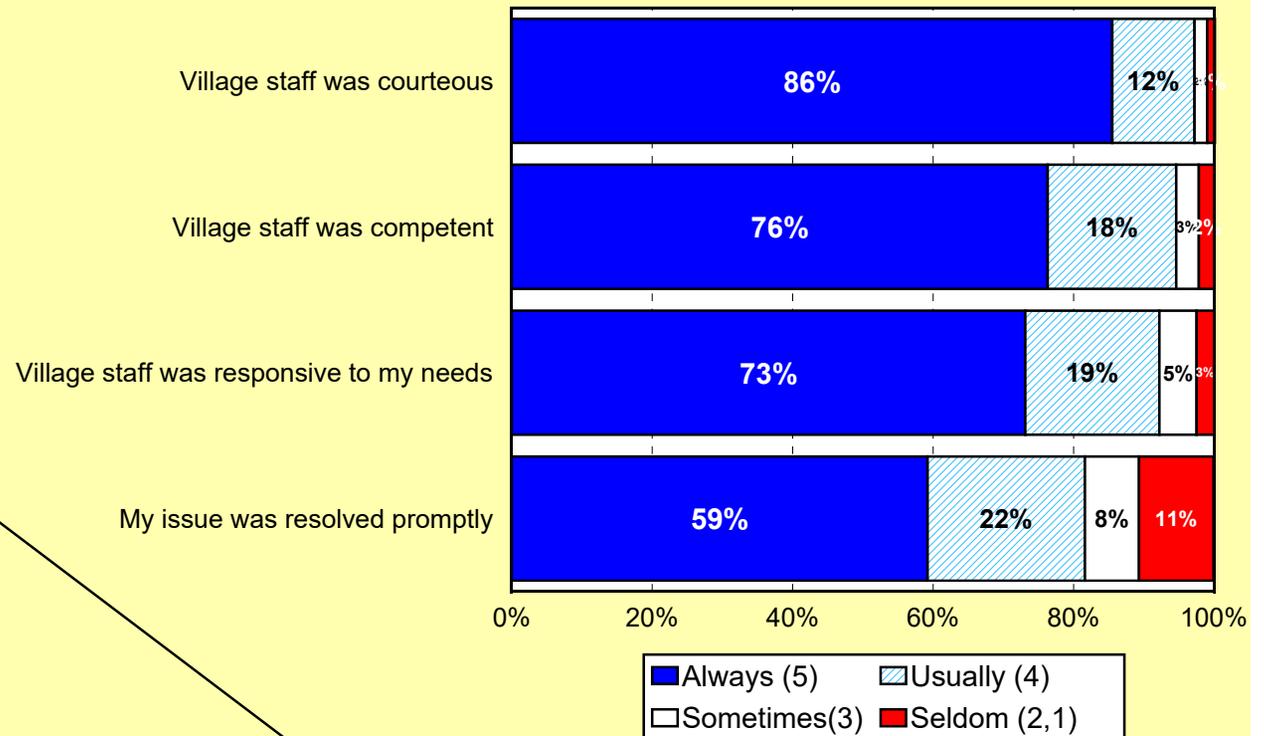
TRENDS

Q22. Have you contacted the Village during the past year?

by percentage of respondents



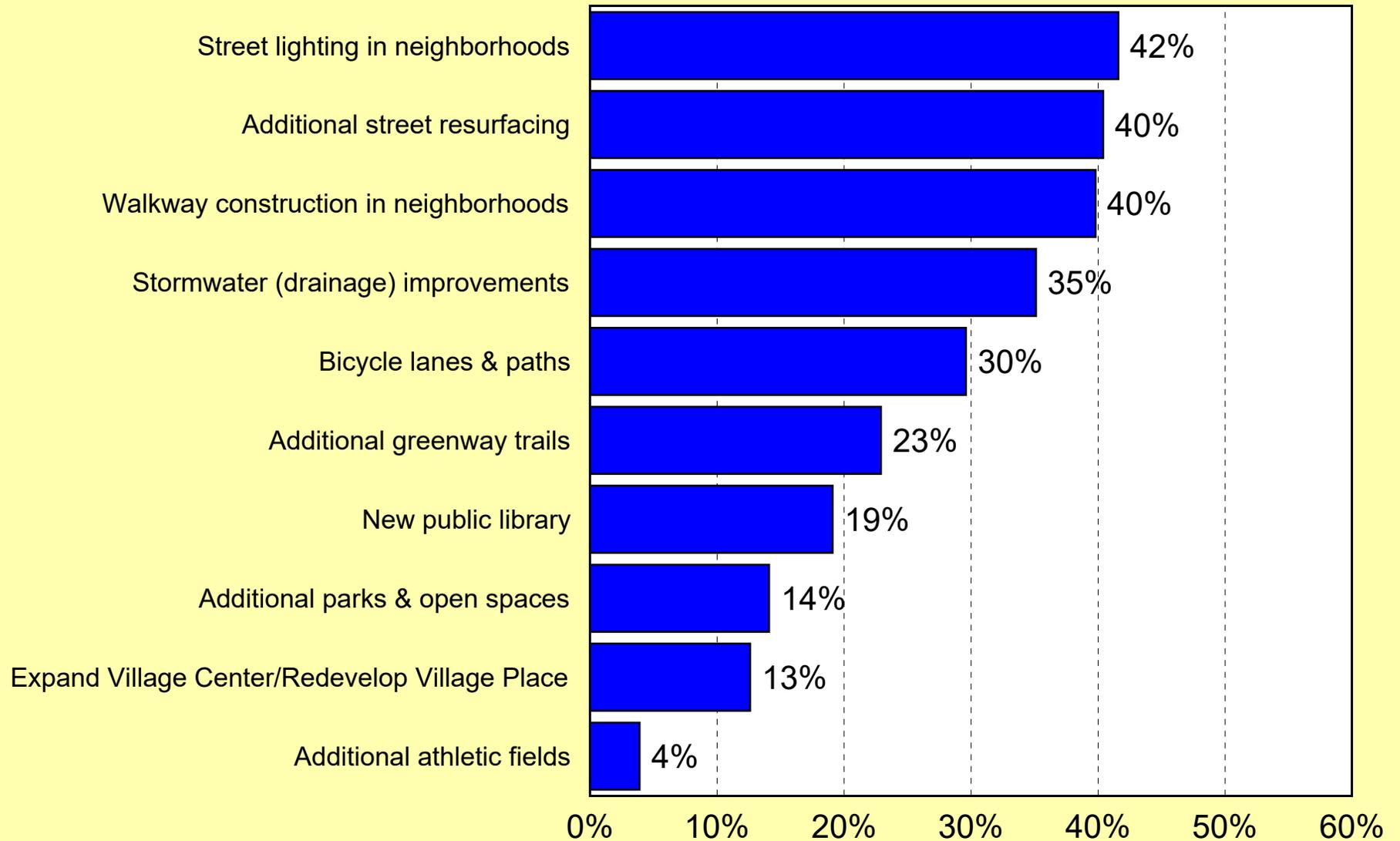
Q22a-d. Only if you have contacted the Village during the past year



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q23. Capital Improvements That Residents Feel Are the Most Important

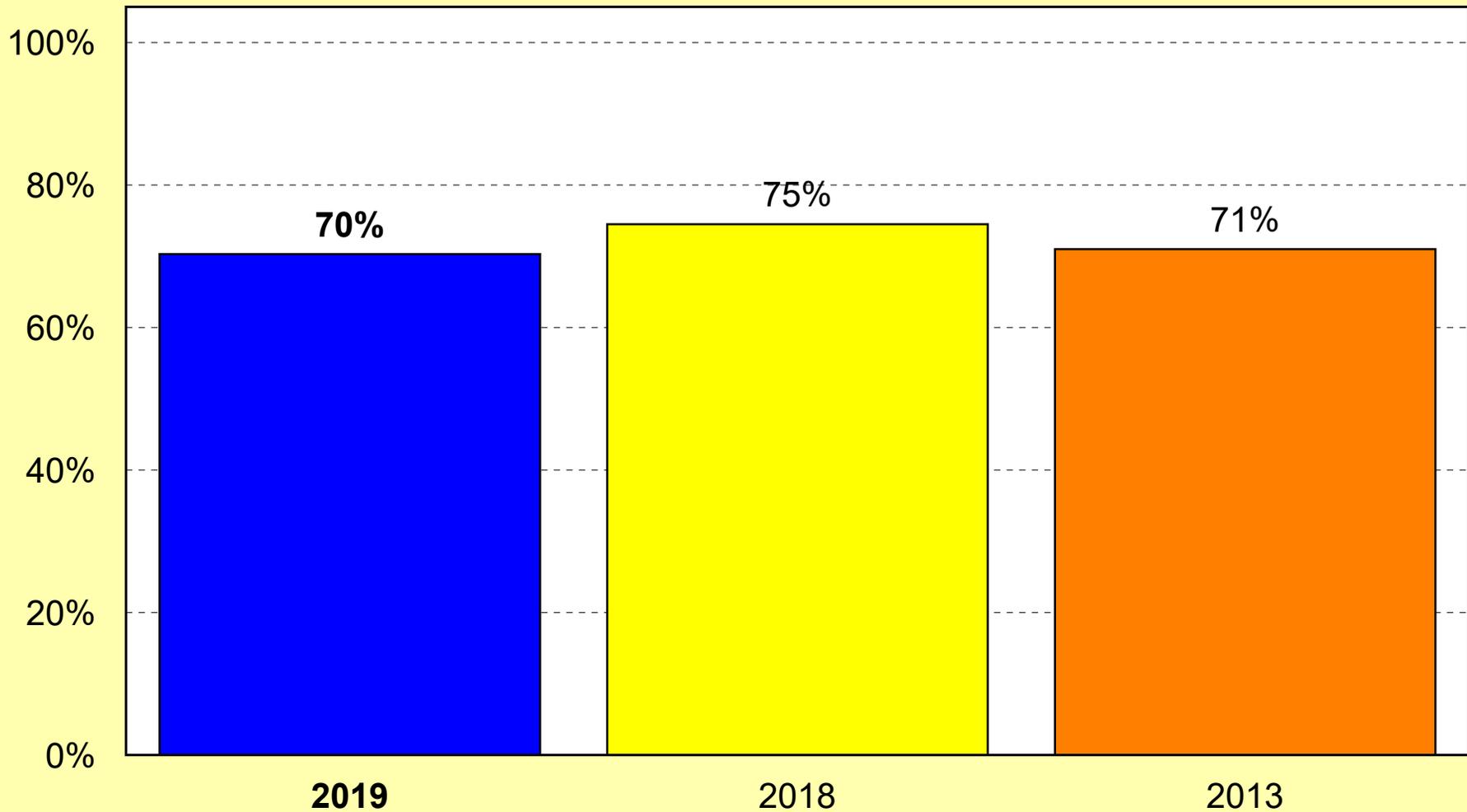
by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q24. What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget?

by percentage of respondents who answered "very satisfied" or "satisfied" (excluding "don't know")

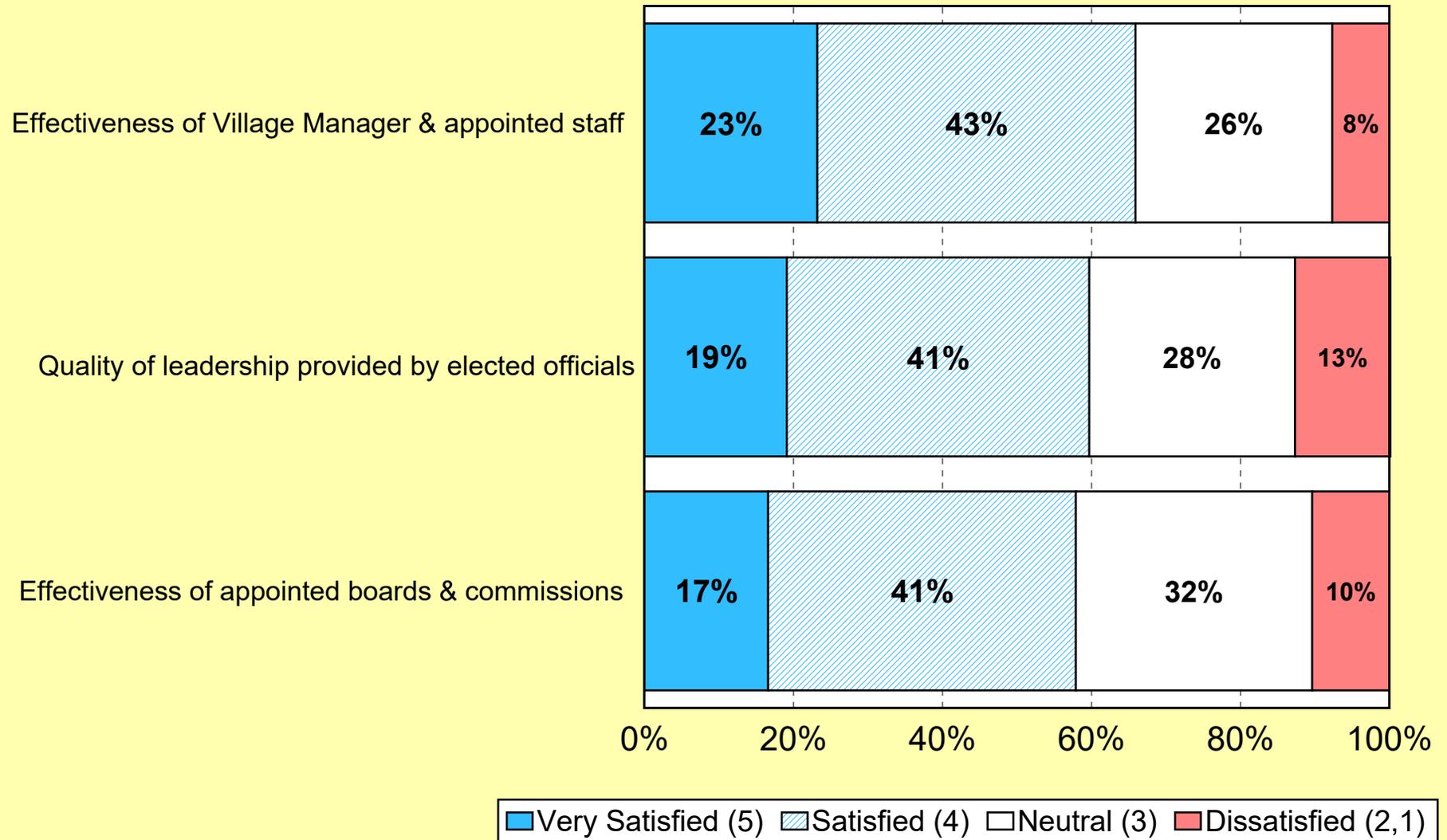


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q25. Please rate your satisfaction with the following aspects of Village leadership:

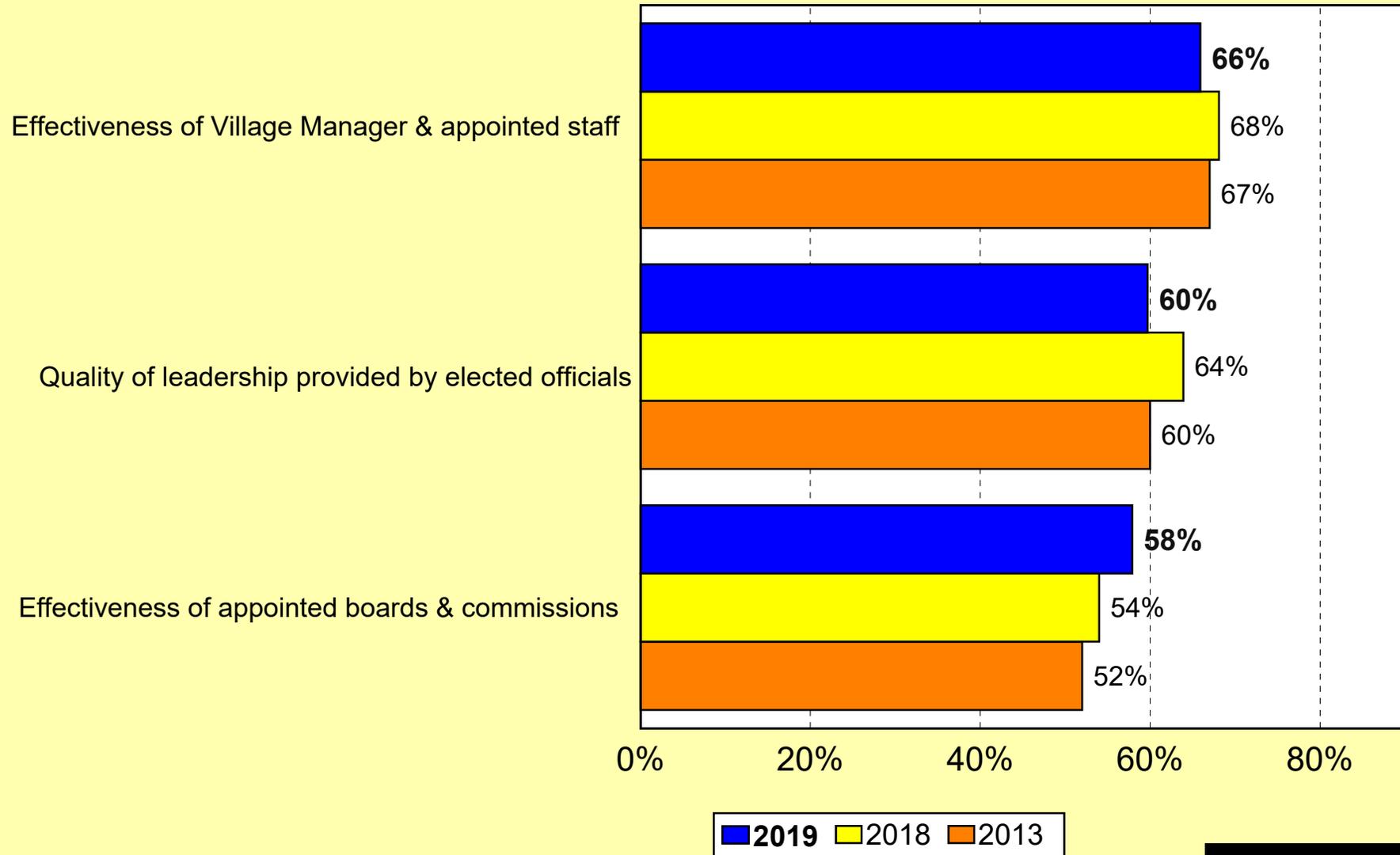
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q25. Satisfaction with Village Leadership - 2019, 2018 & 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

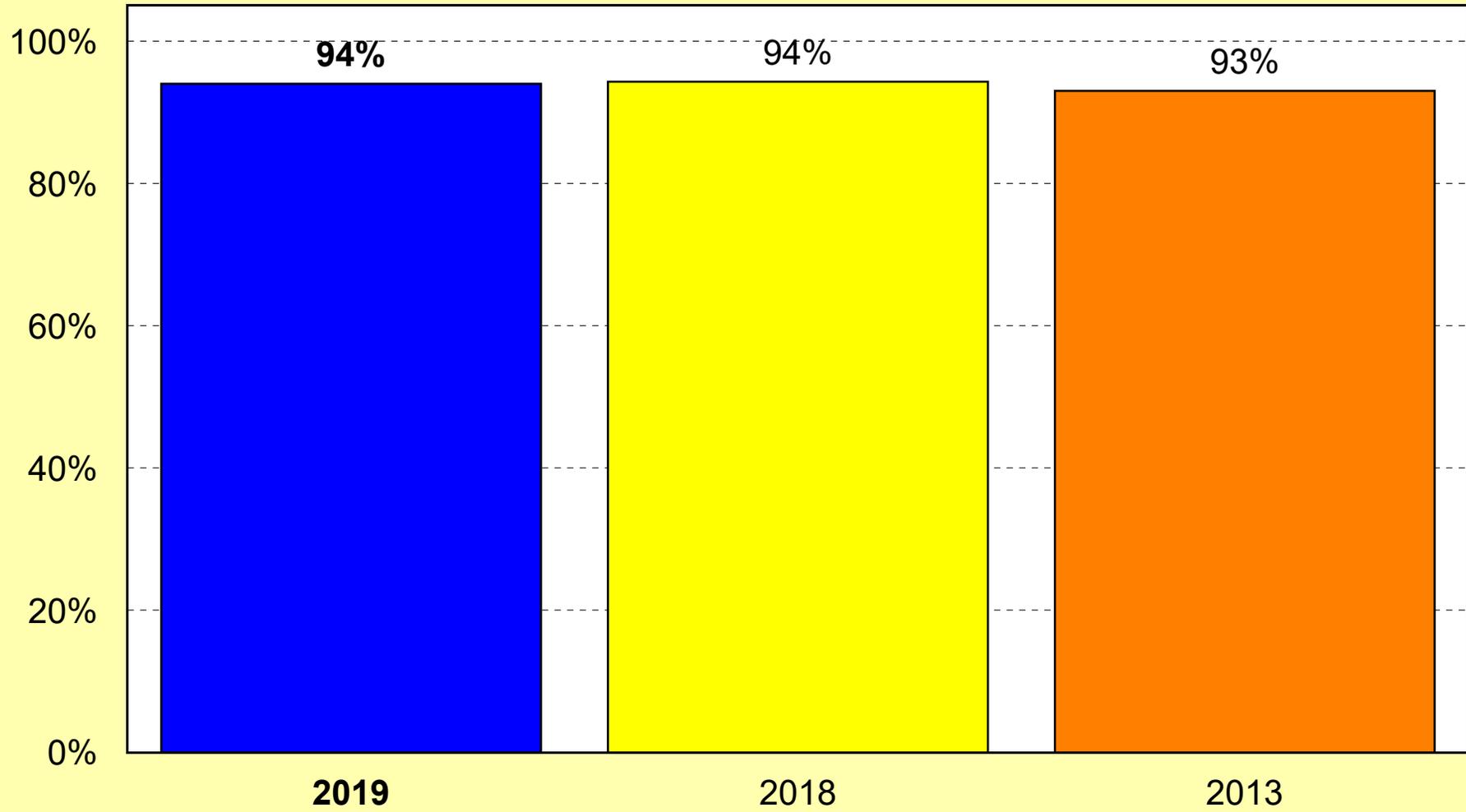


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Q26. Would you recommend Pinehurst to others as a place to live?

by percentage of respondents who answered "yes" (excluding "not provided")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

TRENDS

Demographics: Approximately how many years have you lived in the Village of Pinehurst?

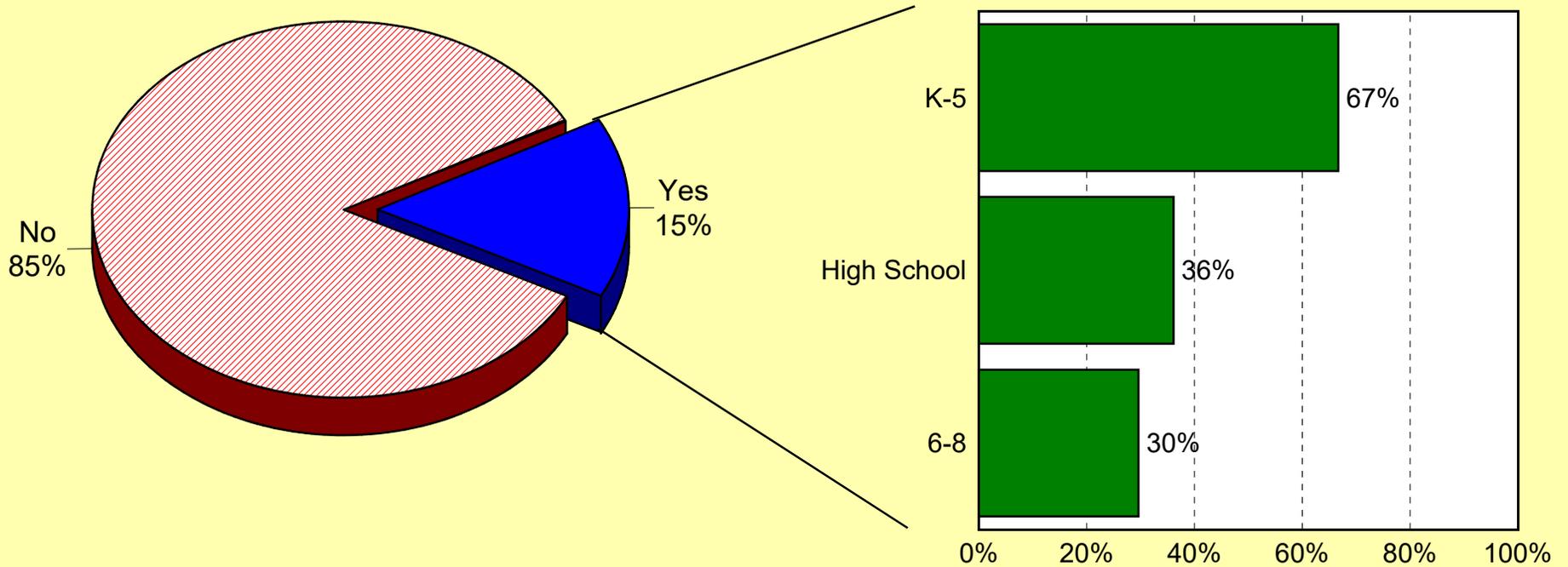
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Demographics: Do you have school age children (grades K-12) living at home?

by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Demographics: Current Employment Status

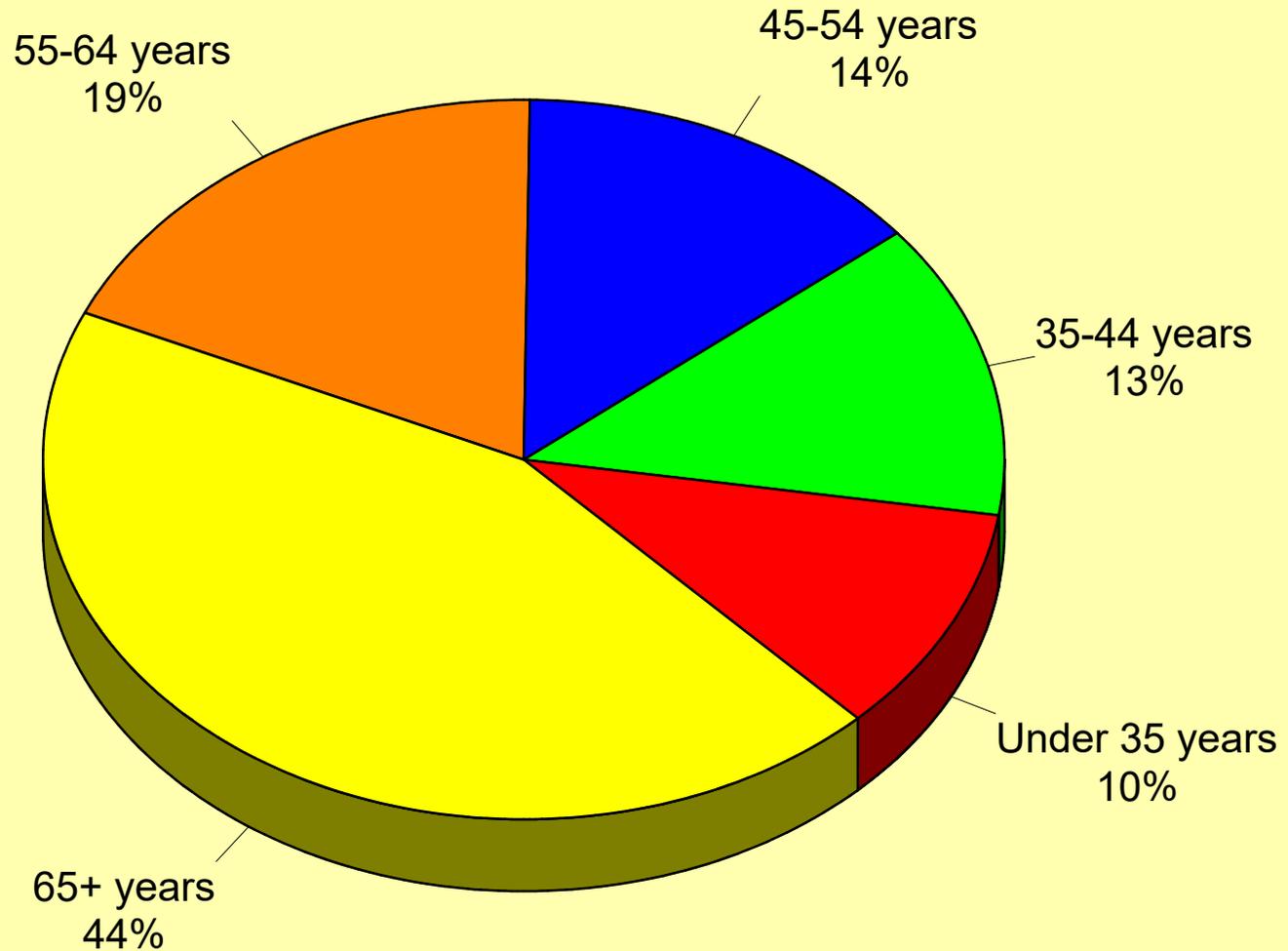
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Demographics: Age of Respondents

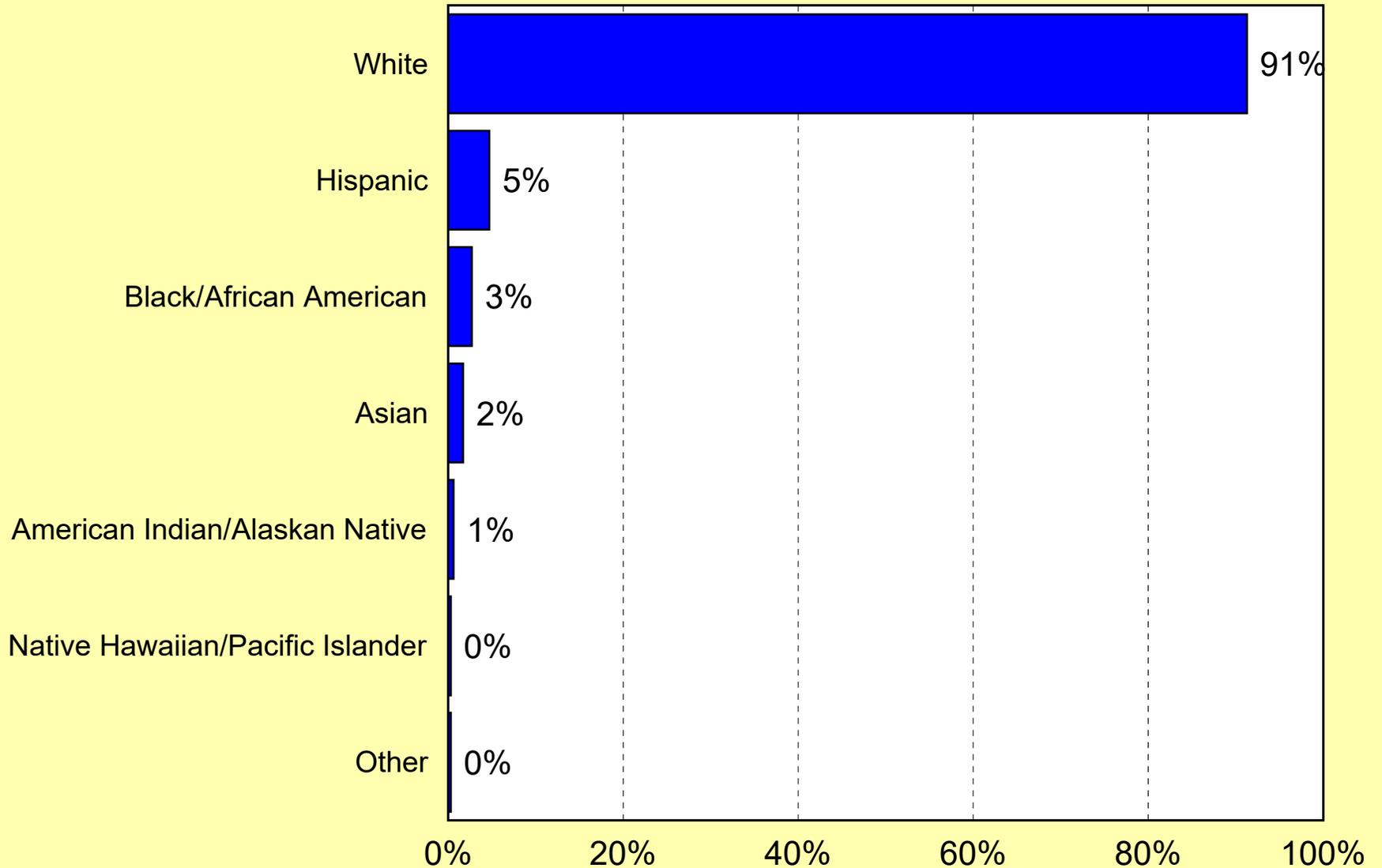
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

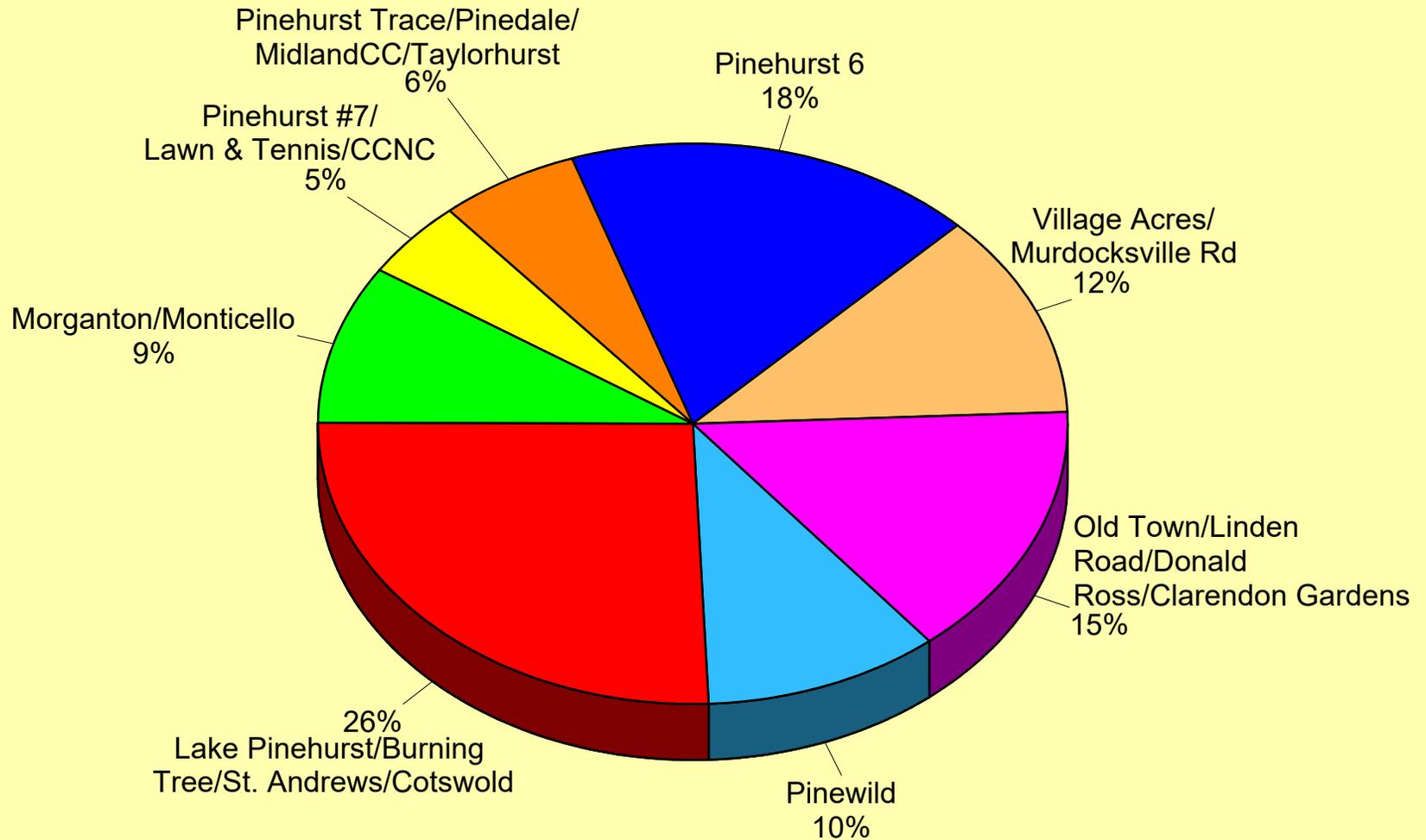
Demographics: Which of the following best describes your race?

by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

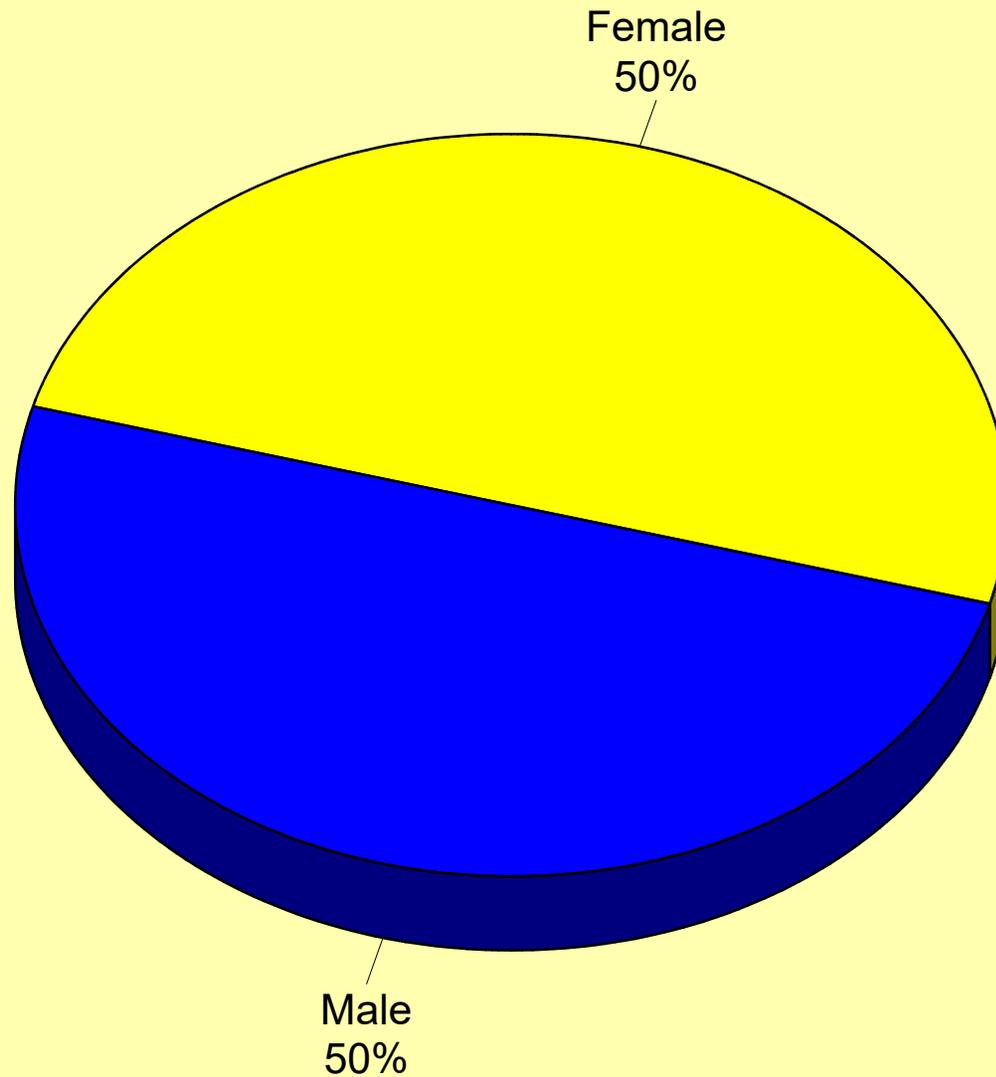
Demographics: Which of the following best describes where you live? by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Demographics: Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Section 2

Benchmarking Analysis

Benchmarking Summary Report

Village of Pinehurst, North Carolina

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents across the United States, (2) a regional survey administered to a random sample of 358 residents in the Atlantic region of the United States during the summer of 2019, and (3) individual communities with a population of less than 50,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2018 and August 2019; the communities included in this comparison are listed below.

- Addison, TX
- Atchison, KS
- Bensenville, IL
- Branson, MO
- Camas, WA
- Cedar Hill, TX
- Clayton, MO
- Cleveland Heights, OH
- Creve Coeur, MO
- Durant, OK
- Edgerton, KS
- Enterprise, AL
- Fairway, KS
- Gardner, KS
- Grain Valley, MO
- Johnston, IA
- Kirkwood, MO
- Lebanon, MO
- Manassas, VA
- Mercer Island, WA
- Merriam, KS
- Mooresville, NC
- Norwalk, IA
- Oregon City, OR
- Pinehurst, NC
- Pitkin County, CO
- Prairie Village, KS
- Raymore, MO
- Riverside, MO
- Roeland Park, KS
- Rolla, MO
- Schertz, TX
- Smithville, MO
- Washougal, WA

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall results for Pinehurst compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. and 358 Atlantic region residents.

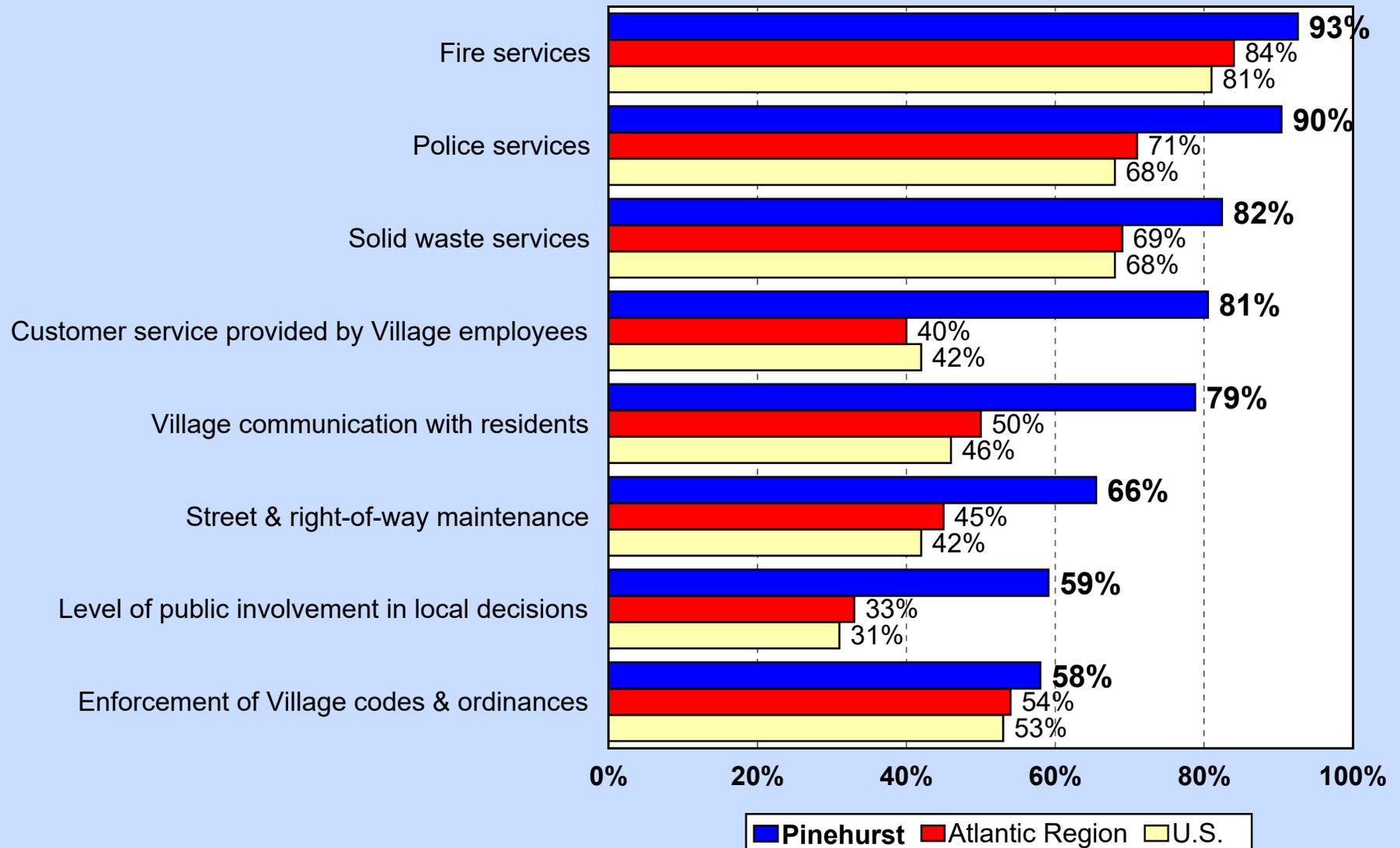
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for these communities. The actual ratings for Pinehurst are listed to the right of each chart. The dot on each bar shows how the results for Pinehurst compare to the other communities with a population of less than 50,000 where the DirectionFinder® survey has been administered since 2018.

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Village of Pinehurst is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various Community Services Pinehurst vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

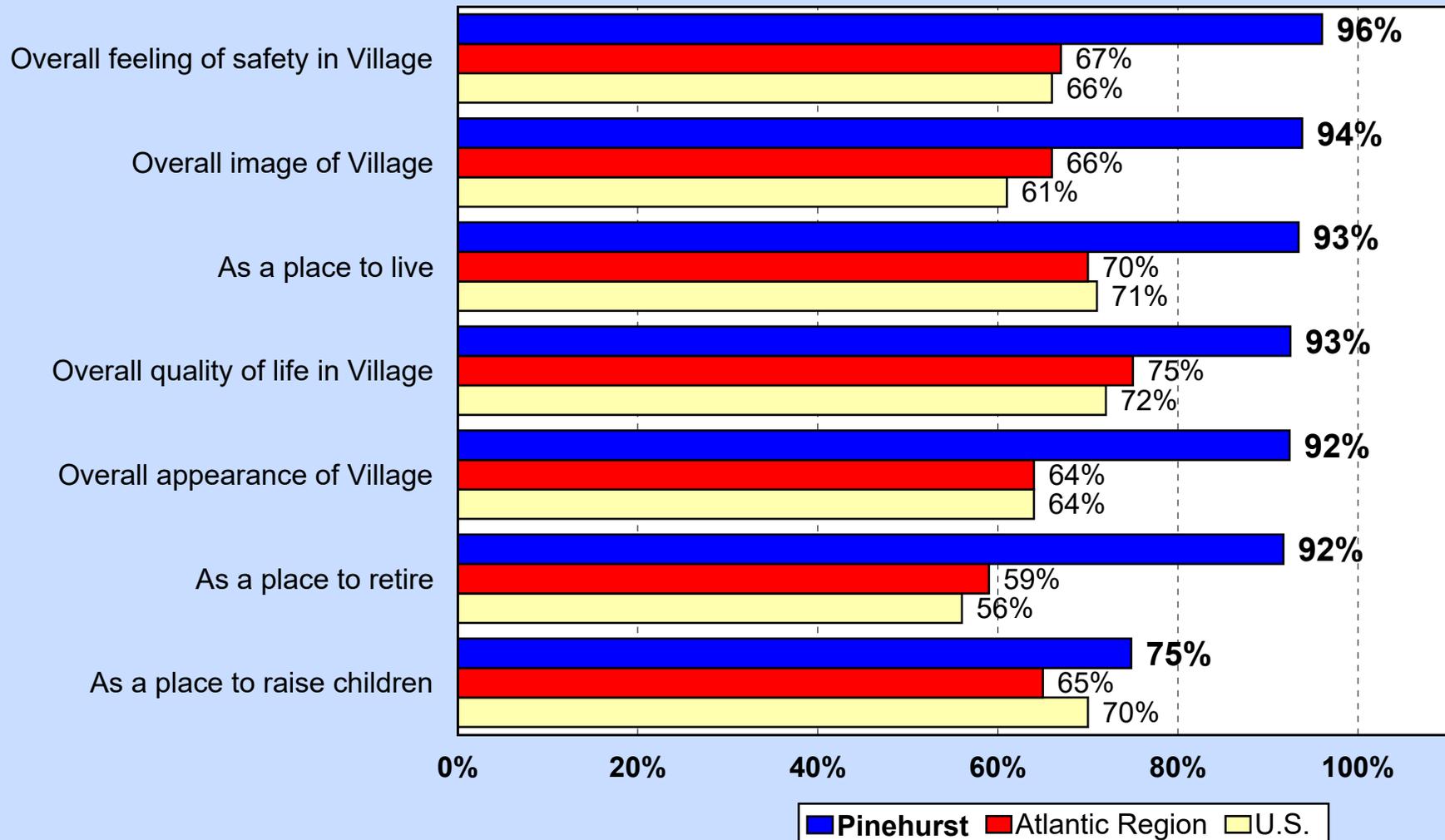


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Satisfaction with Issues that Influence Perceptions of the Village

Pinehurst vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

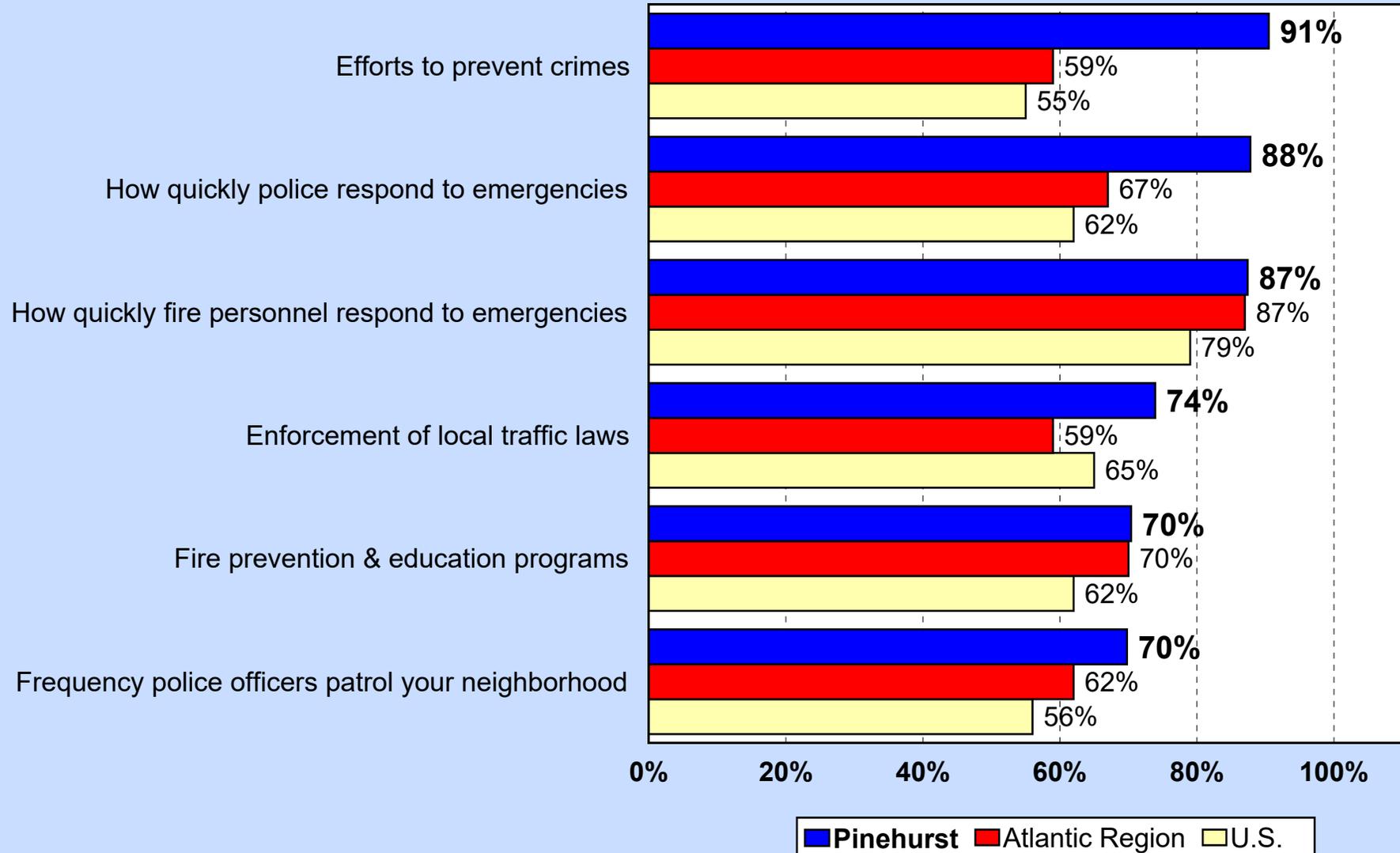


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Public Safety Services

Pinehurst vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

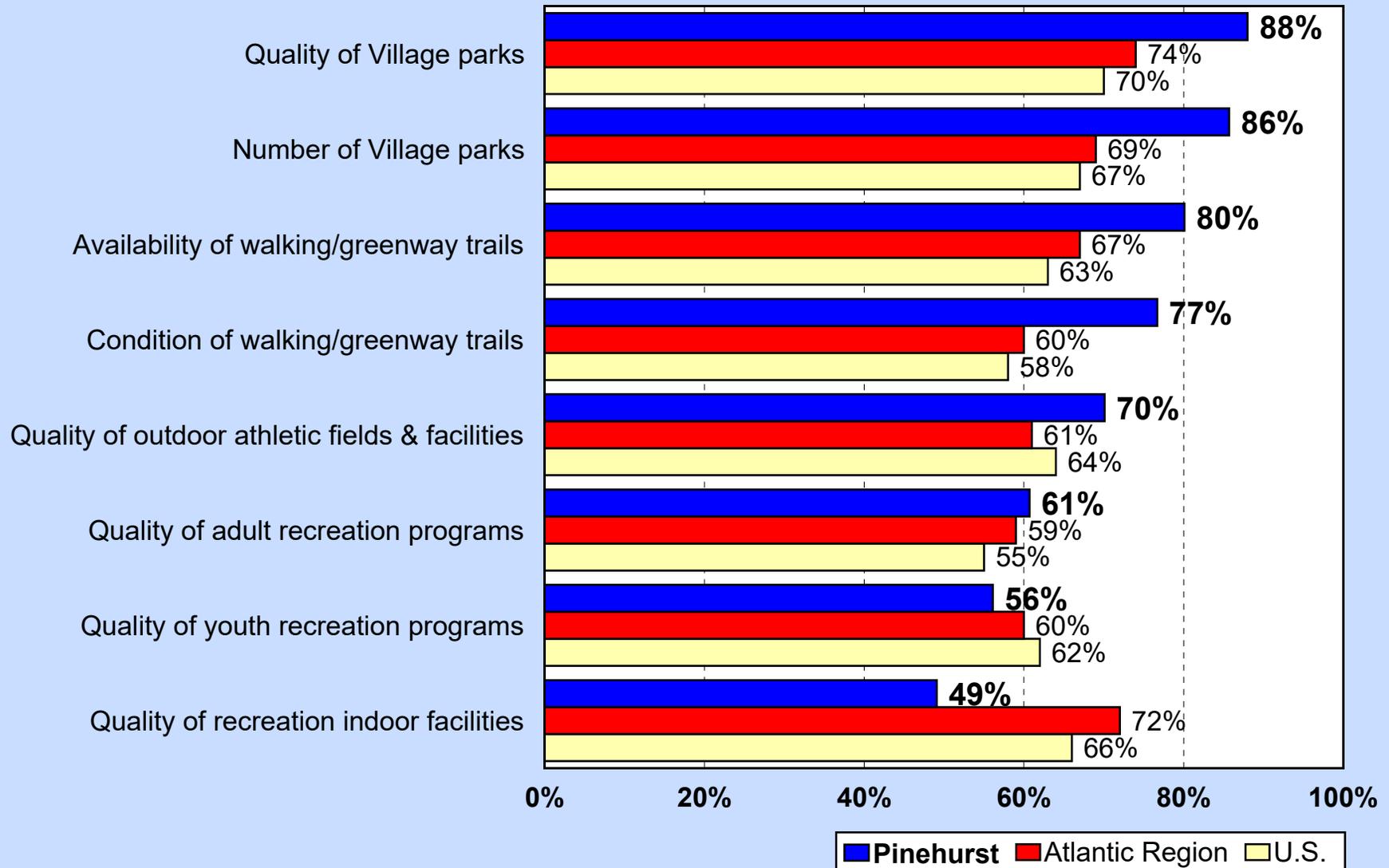


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Cultural and Recreation Services

Pinehurst vs. Atlantic Region vs. the U.S.

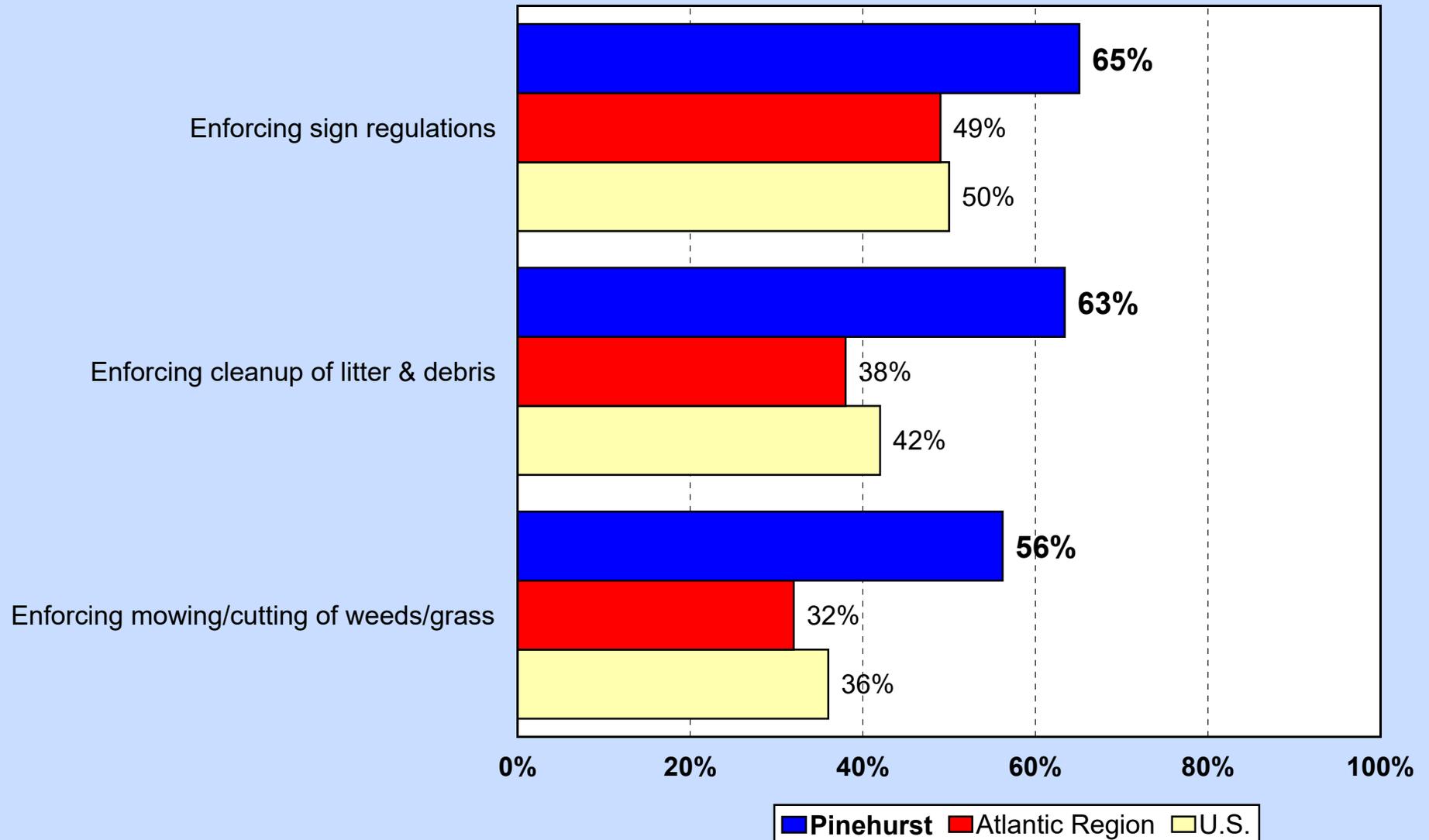
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Code Enforcement Pinehurst vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

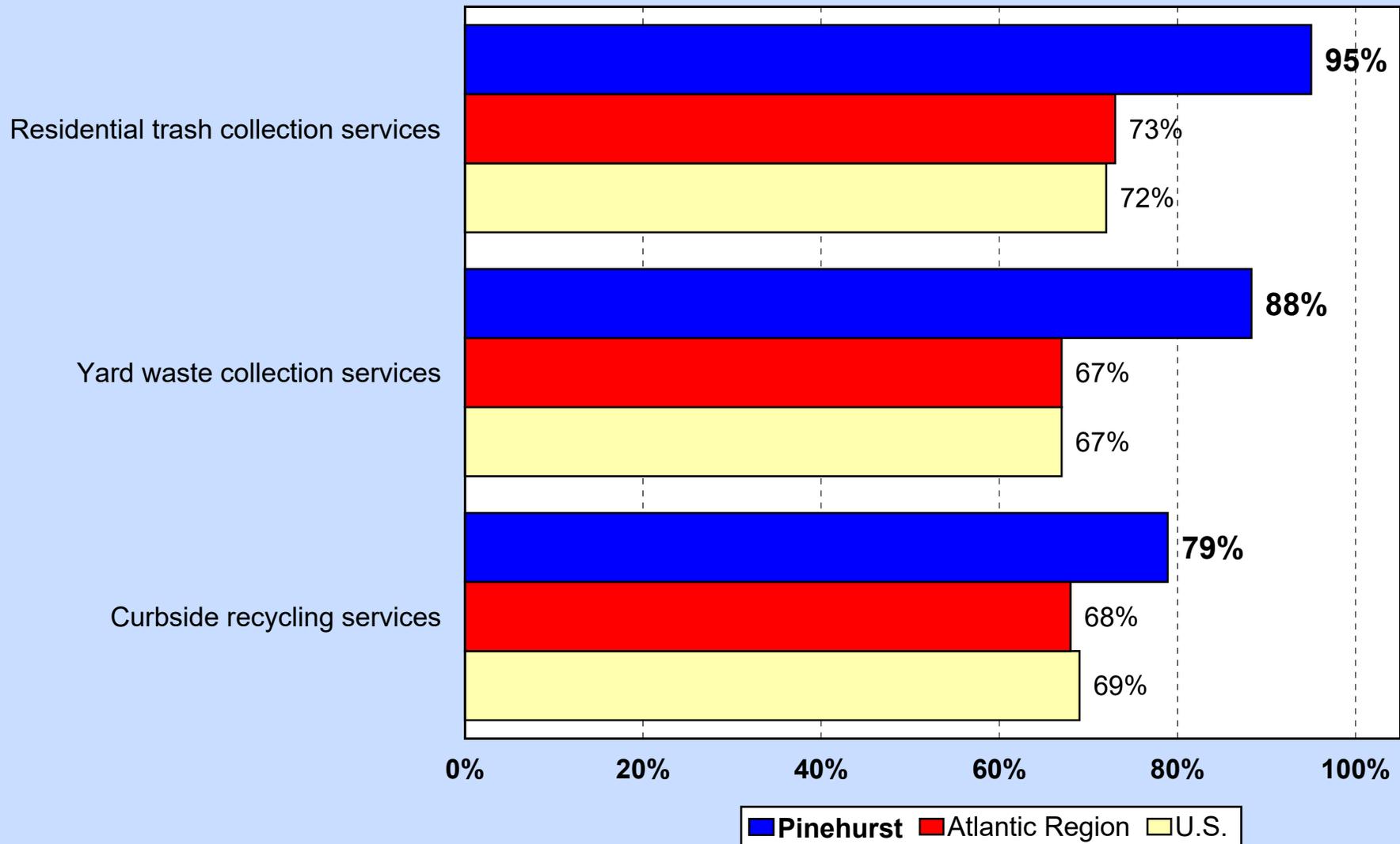


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Solid Waste Services

Pinehurst vs. Atlantic Region vs. the U.S.

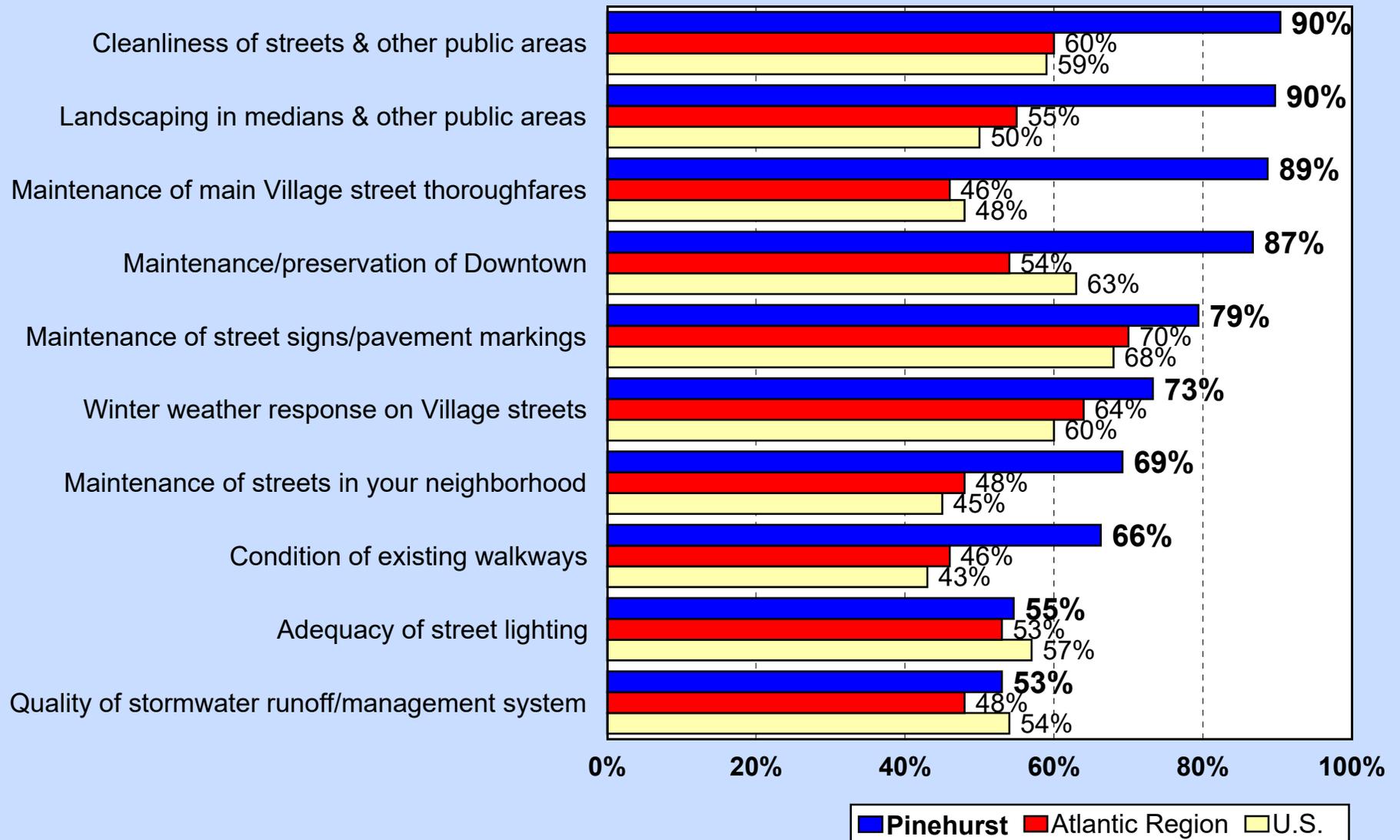
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Public Services Pinehurst vs. Atlantic Region vs. the U.S.

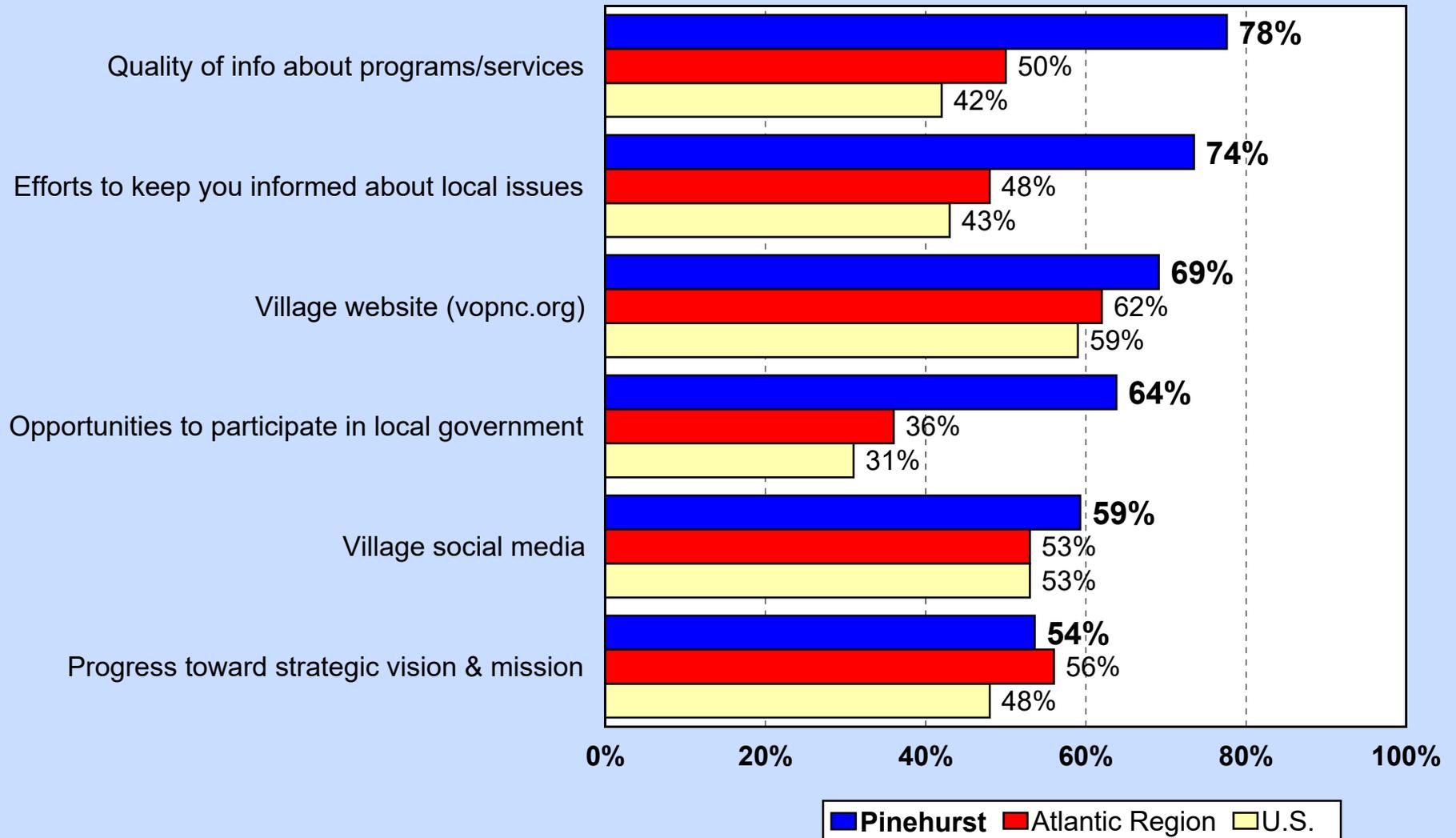
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Communication Pinehurst vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

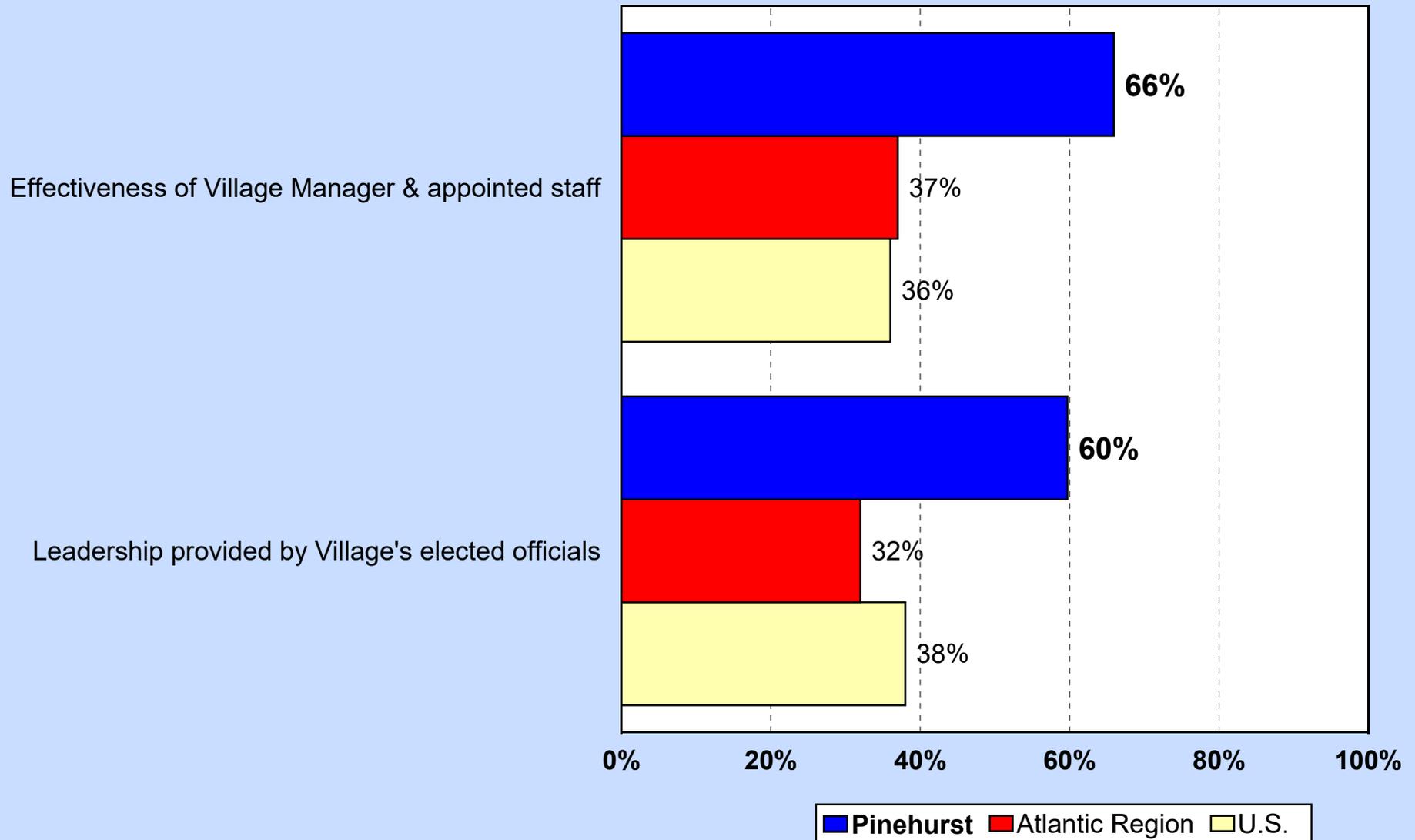


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Village Leadership

Pinehurst vs. Atlantic Region vs. the U.S.

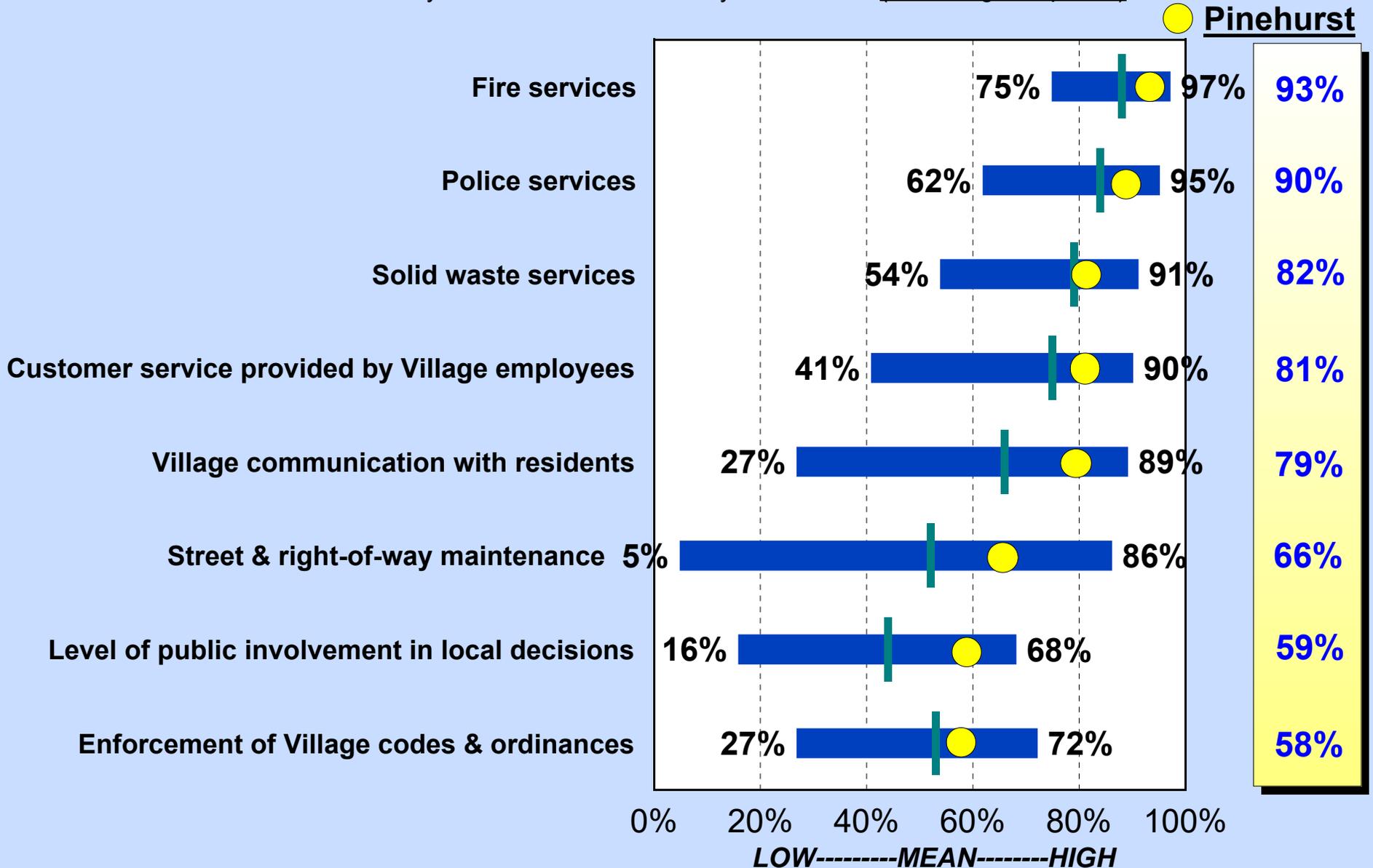
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Various Village Services

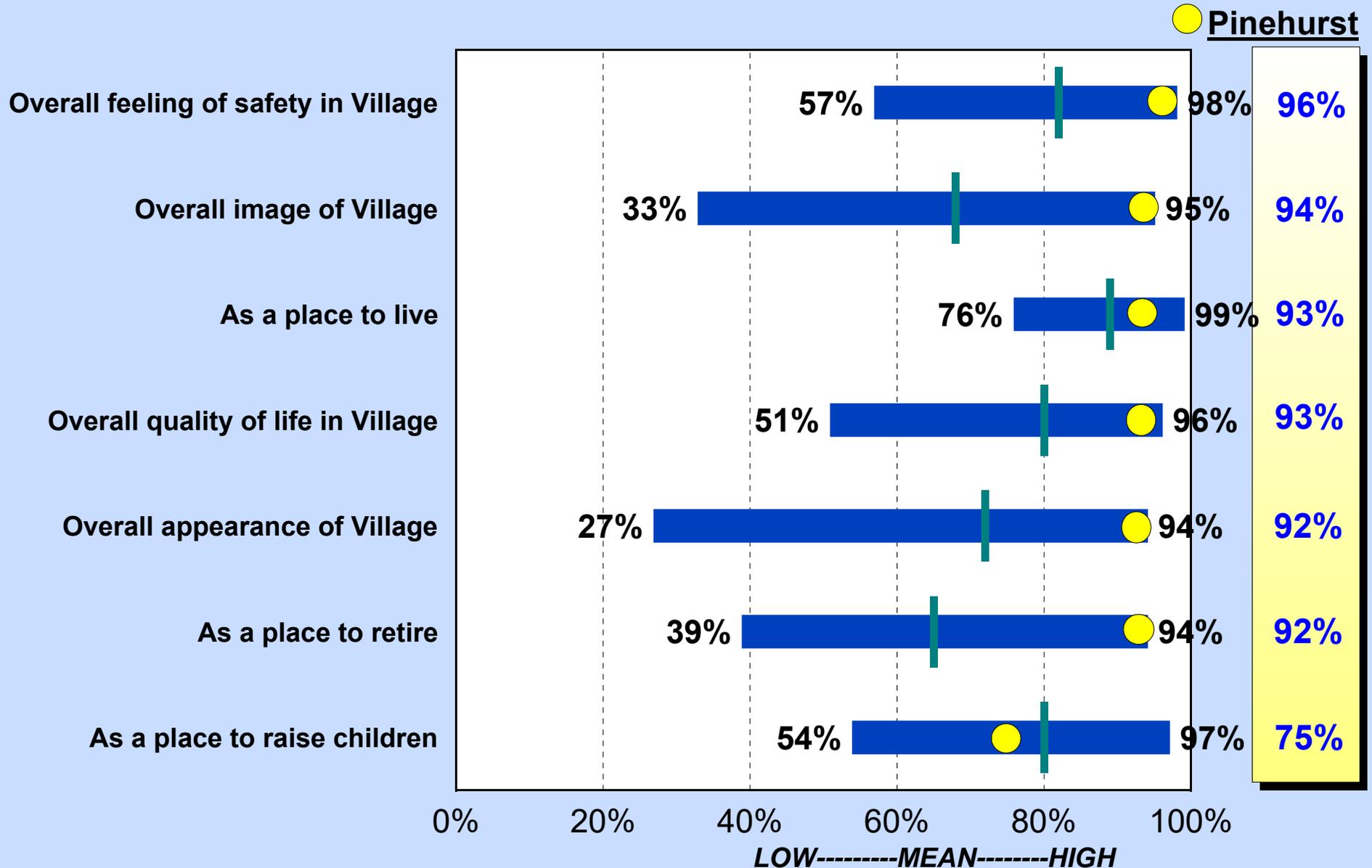
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Perceptions of the Village

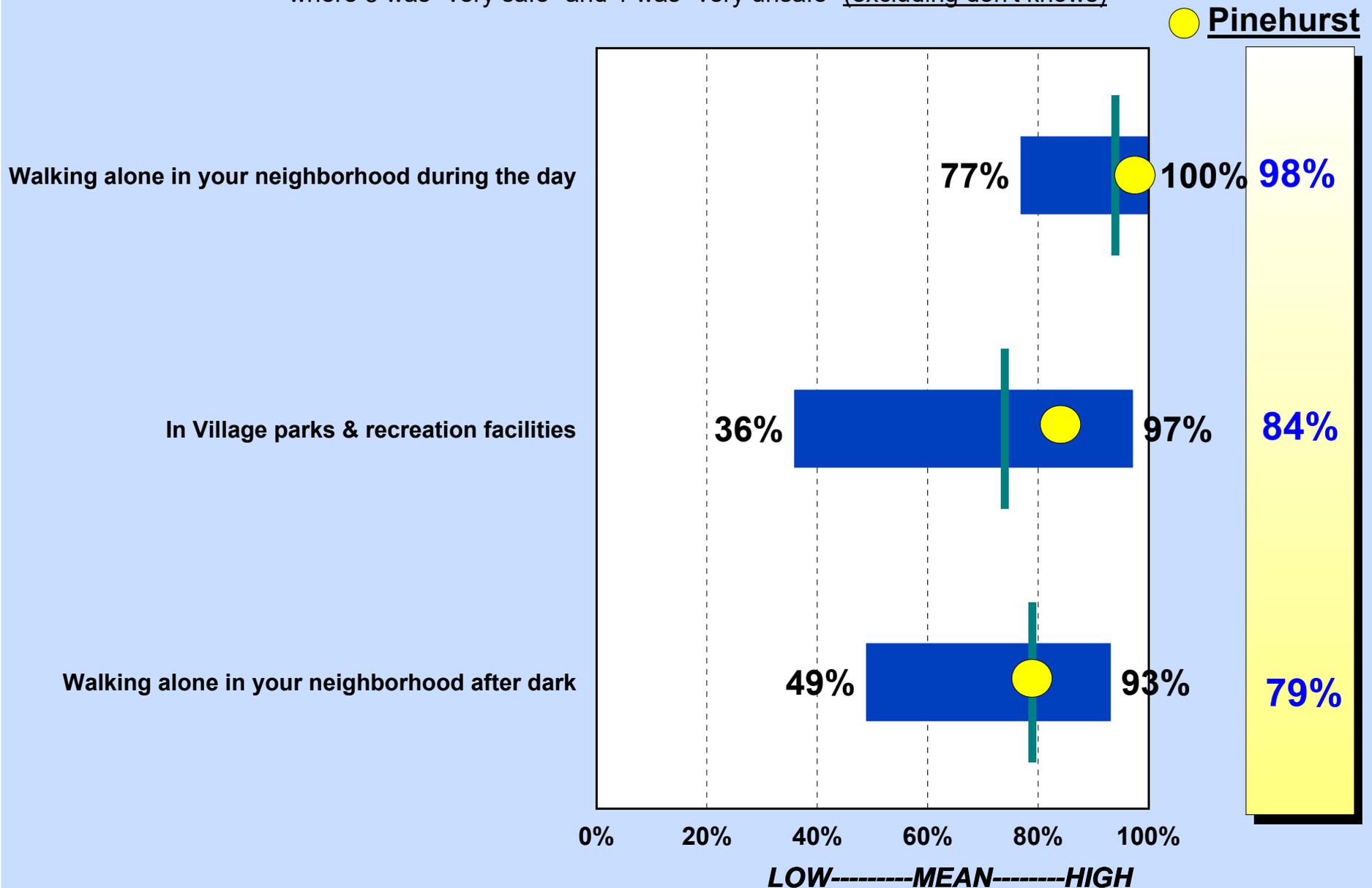
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

How Safe Residents Feel in Their Community

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)

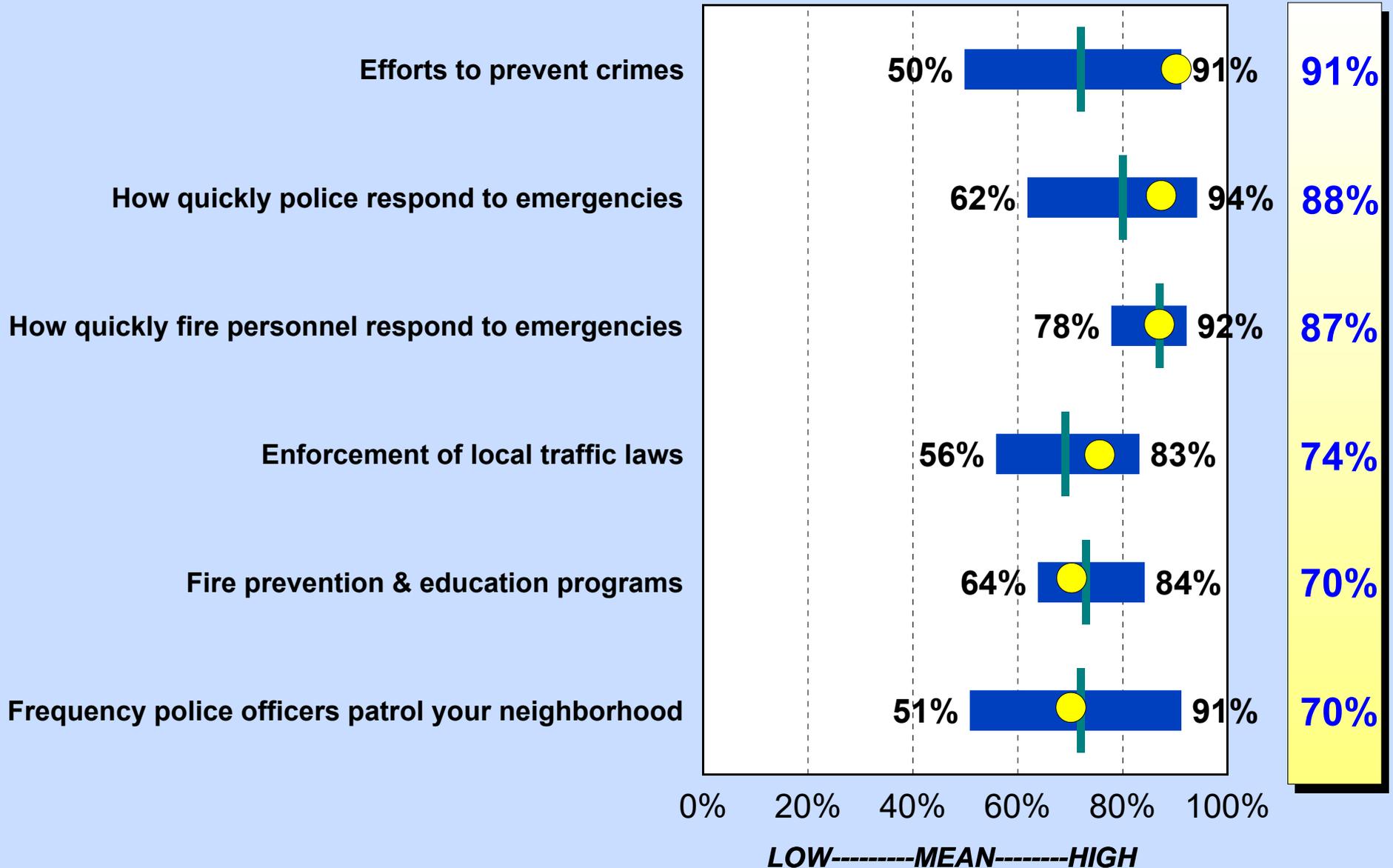


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Satisfaction with Public Safety

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

 **Pinehurst**

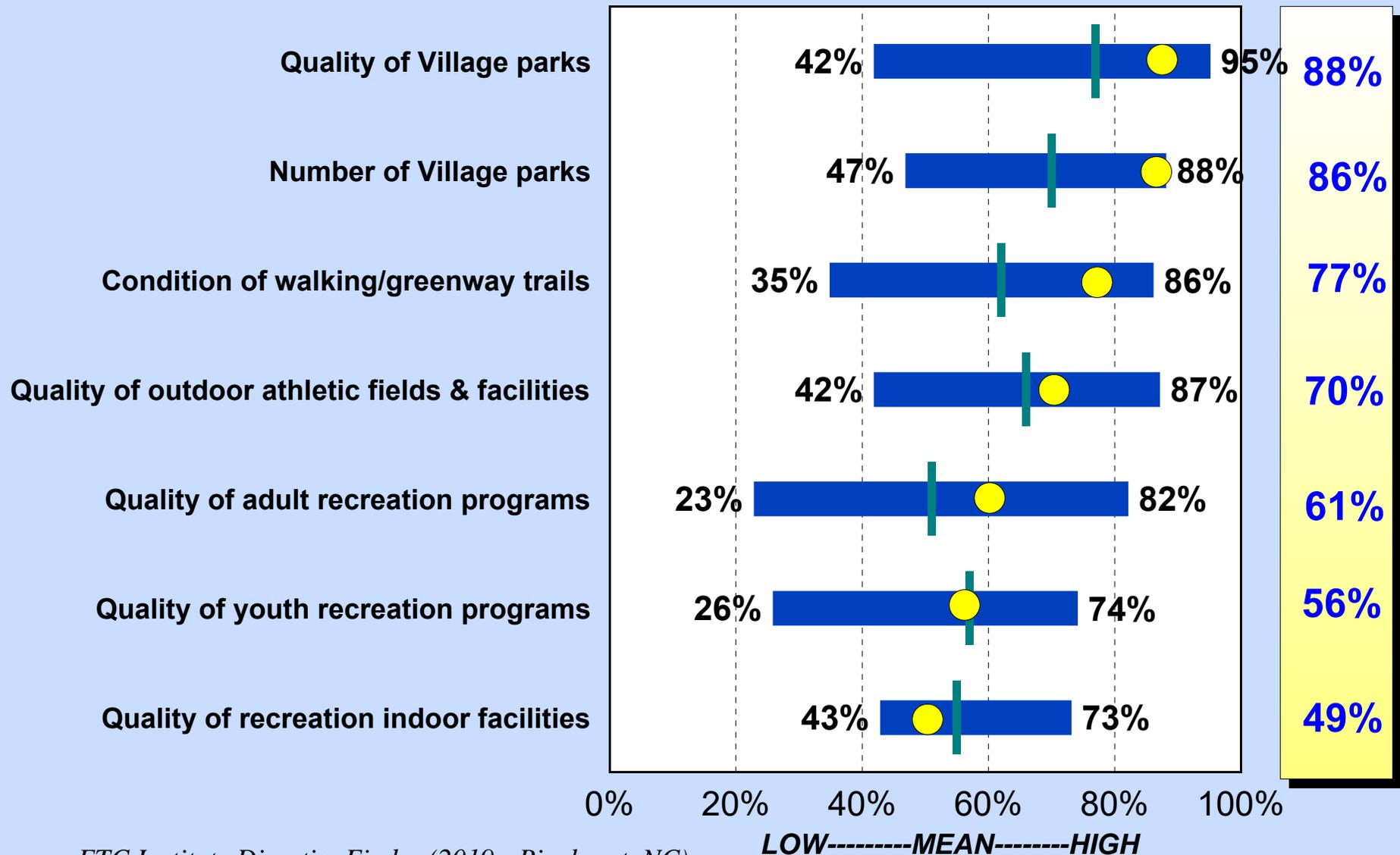


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Cultural and Recreation Services

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

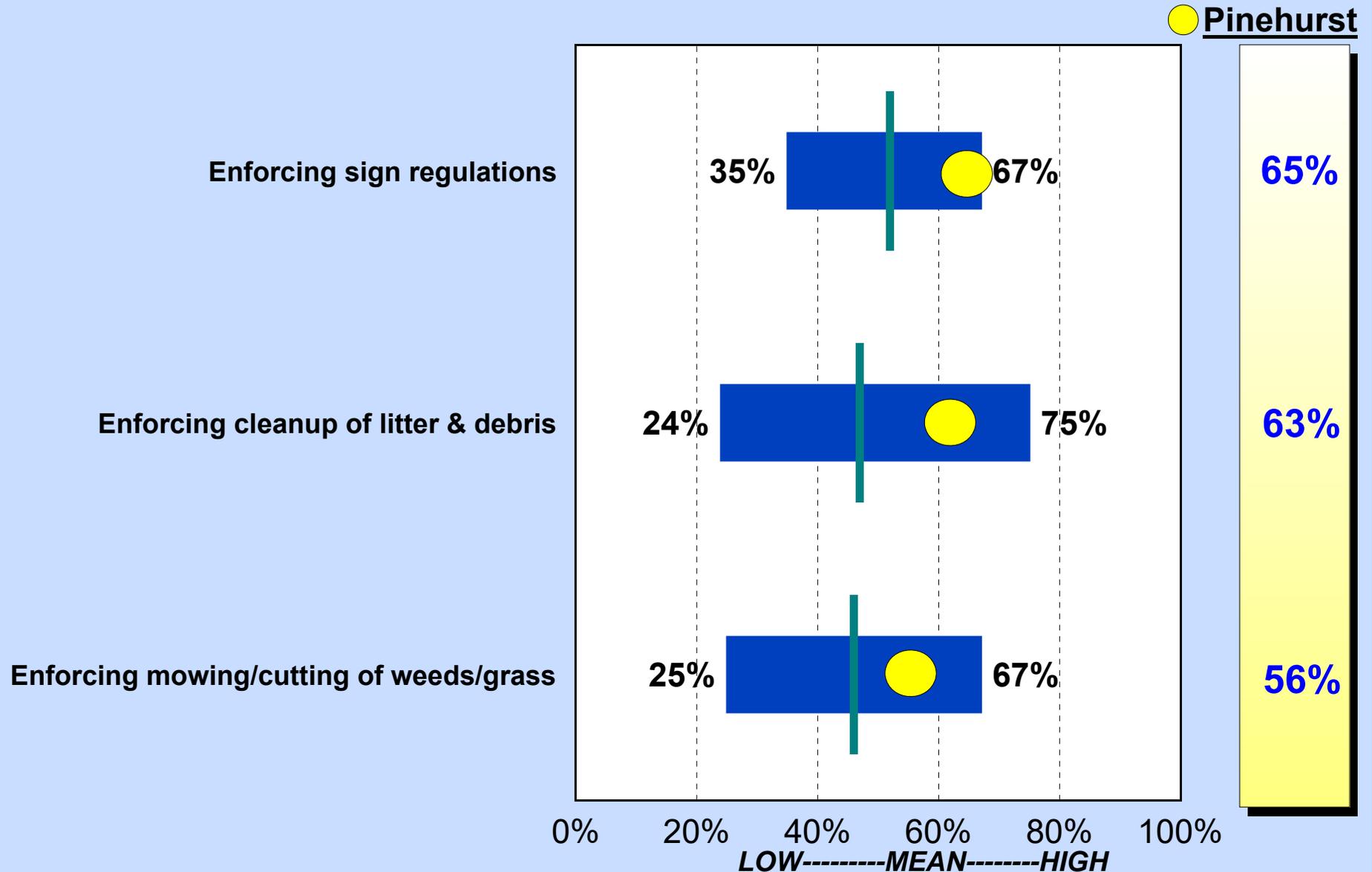
● **Pinehurst**



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Code Enforcement

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

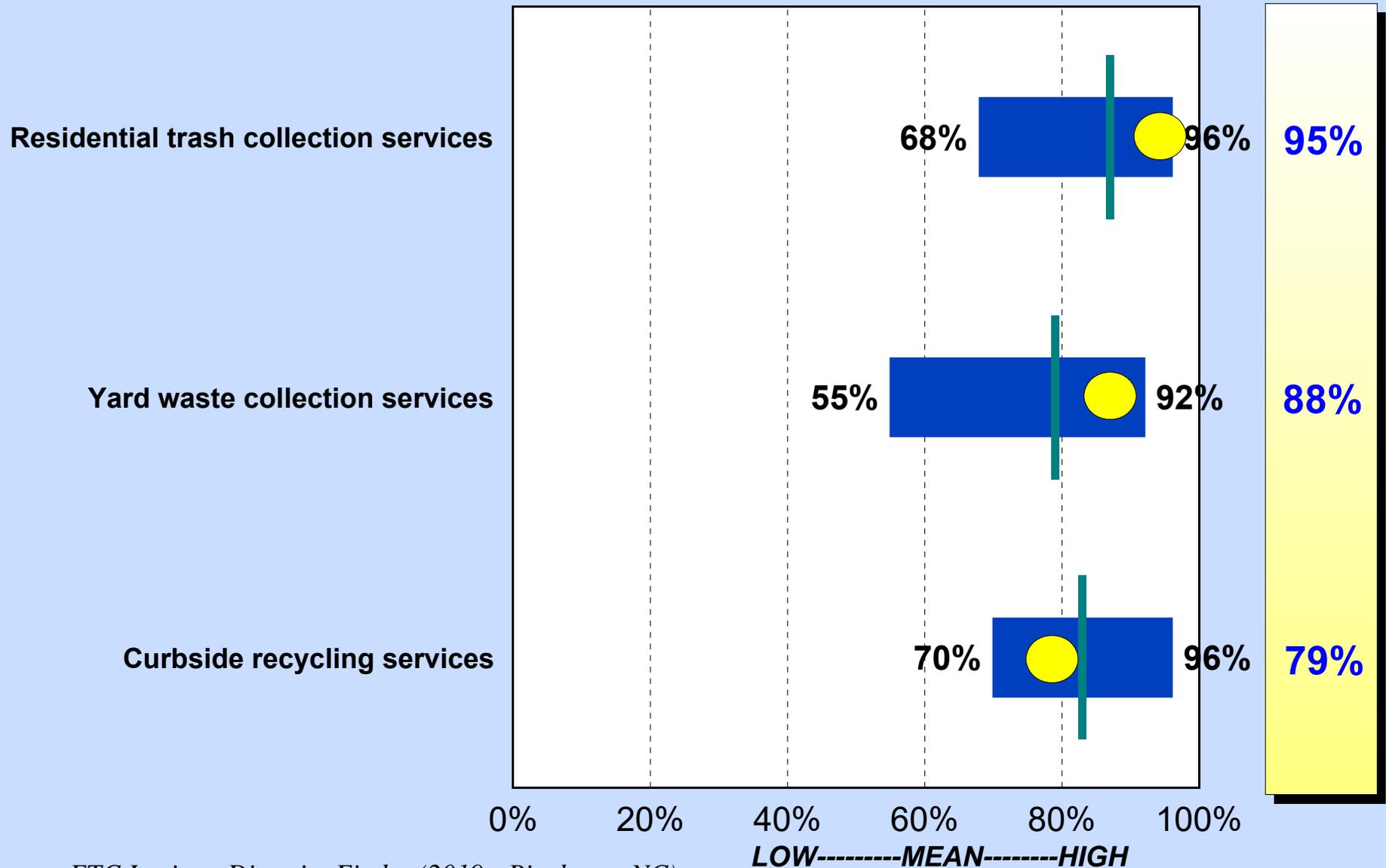


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Solid Waste Services

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

● **Pinehurst**

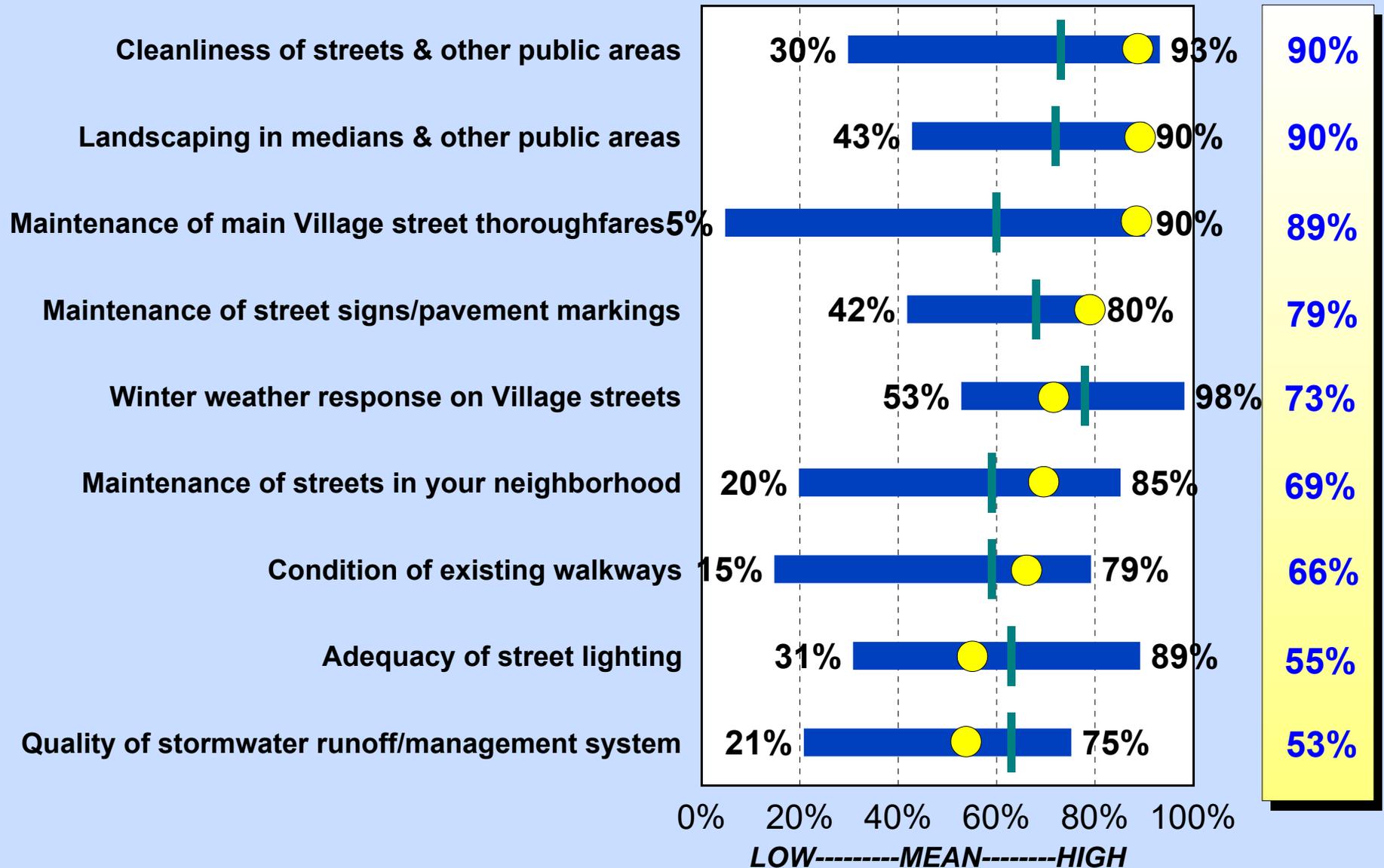


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Public Services

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
 where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

Pinehurst

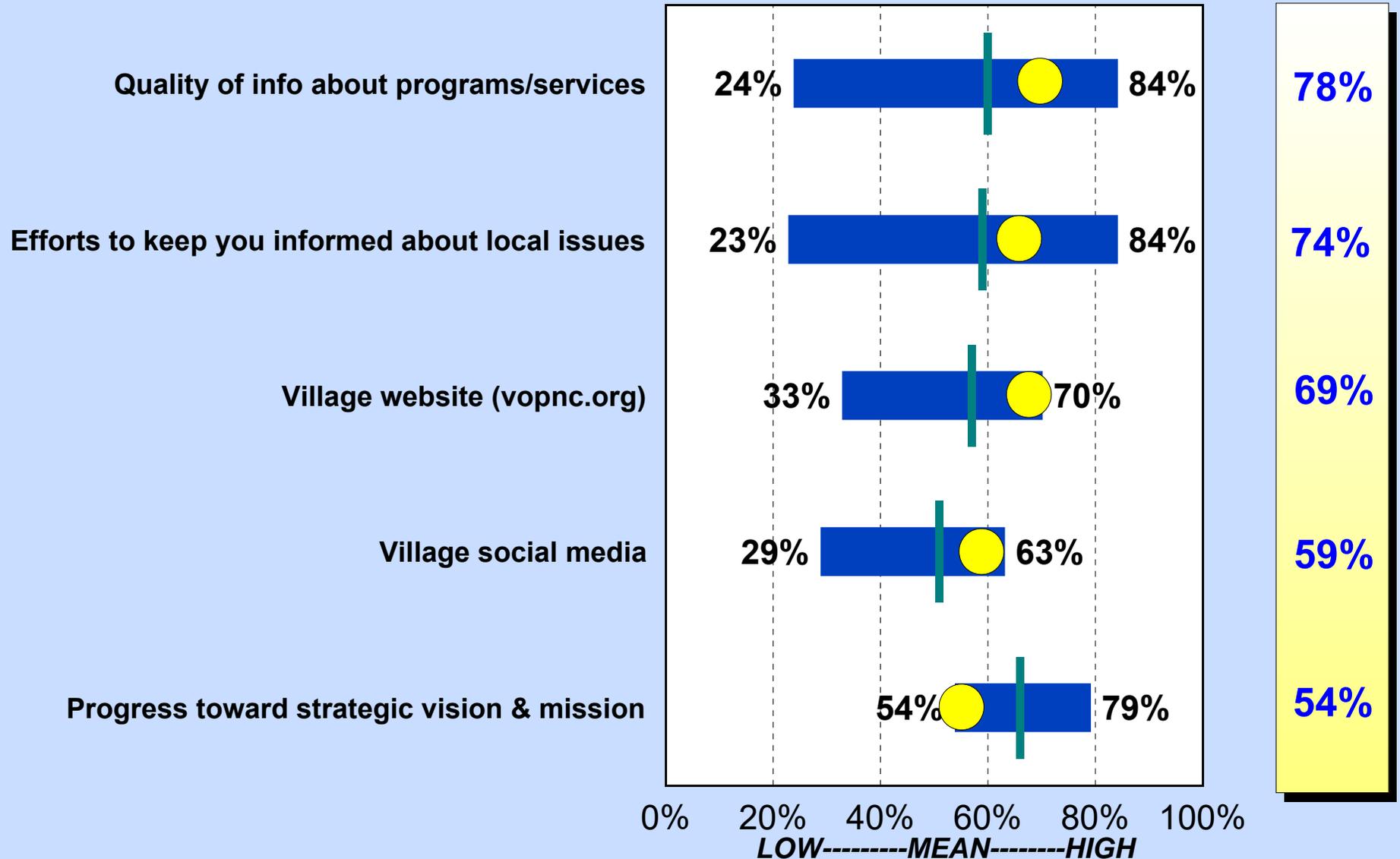


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Public Communication and Outreach

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

● Pinehurst

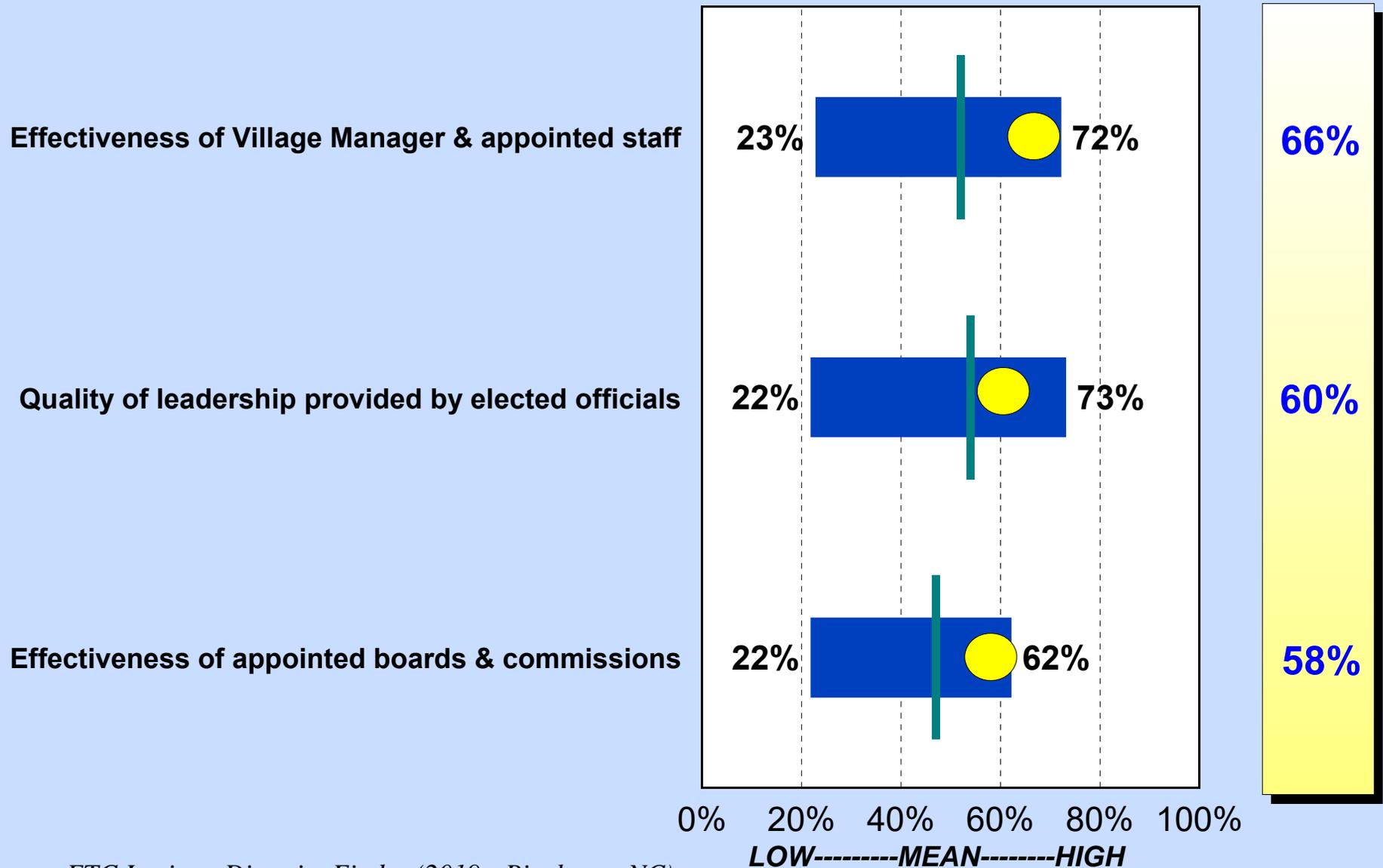


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Village Leadership

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

● Pinehurst



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Section 3

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Village of Pinehurst, North Carolina

Overview

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

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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the major categories of Village services they thought should receive the most emphasis over the next two years. Approximately thirty-nine percent (38.7%) of respondents selected *efforts at maintaining the quality of neighborhoods* as one of the most important services for the Village to provide.

With regard to satisfaction, 64.5% of respondents surveyed rated the Village's overall performance in their *efforts at maintaining the quality of neighborhoods* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *efforts at maintaining the quality of neighborhoods* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 38.7% was multiplied by 35.5% (1-0.645). This calculation yielded an I-S rating of 0.1374 which ranked first out of 12 major service categories.

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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for the three most important areas for the City 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the Village of Pinehurst are provided on the following pages.

2019 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with Village Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts at maintaining the quality of neighborhoods	39%	1	65%	9	0.1374	1
Street & right-of-way maintenance	33%	2	66%	8	0.1152	2
Enforcement of Village codes & ordinances	27%	4	58%	12	0.1126	3
Level of public involvement in local decisions	25%	5	59%	11	0.1010	4
Medium Priority (IS <.10)						
Promotion of natural resource conservation	21%	6	60%	10	0.0832	5
Parks & recreation facilities	18%	7	78%	7	0.0402	6
Village communication with residents	15%	11	79%	6	0.0307	7
Solid waste services	17%	8	82%	3	0.0306	8
Parks & recreation programs	15%	10	81%	4	0.0273	9
Police services	27%	3	90%	2	0.0258	10
Fire services	15%	9	93%	1	0.0110	11
Customer service provided by Village employees	4%	12	81%	5	0.0076	12

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, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2019 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Frequency police officers patrol your neighborhood	31%	2	70%	6	0.0933	1
Enforcement of local traffic laws	29%	3	74%	4	0.0752	2
Efforts to prevent crimes	51%	1	91%	1	0.0482	3
Fire prevention & education programs provided by the Village	12%	6	70%	5	0.0364	4
How quickly police respond to emergencies	28%	4	88%	2	0.0340	5
How quickly fire personnel respond to emergencies	19%	5	87%	3	0.0244	6

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 and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2019 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with Cultural and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Availability of recreation indoor facilities	16%	7	46%	14	0.0883	1
Village sponsored cultural arts events	25%	1	70%	6	0.0765	2
Quality of adult recreation programs	17%	6	61%	11	0.0684	3
Quality of youth recreation programs	15%	8	56%	12	0.0659	4
Variety of cultural arts events & programs in Southern Moore County	20%	4	69%	7	0.0608	5
Quality of recreation indoor facilities	11%	11	49%	13	0.0575	6
Range of amenities at parks and rec facilities	15%	9	64%	10	0.0545	7
Condition of walking/greenway trails	21%	3	77%	4	0.0492	8
Availability of walking/greenway trails	21%	2	80%	3	0.0426	9
Availability of information about recreation programs	13%	10	67%	8	0.0423	10
Quality of Village parks	18%	5	88%	1	0.0217	11
Availability of outdoor athletic fields/facilities	6%	13	66%	9	0.0202	12
Quality of outdoor athletic fields and facilities	6%	14	70%	5	0.0170	13
Number of Village parks	8%	12	86%	2	0.0120	14

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, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2019 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with Public Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very Priority (IS >.20)</u>						
Ease of travel through the large traffic circle	47%	1	46%	13	0.2511	1
<u>High Priority (IS .10-.20)</u>						
Adequacy of street lighting	32%	2	55%	10	0.1453	2
Availability of walkways	28%	4	51%	12	0.1362	3
Quality of stormwater runoff/management system	22%	5	53%	11	0.1020	4
<u>Medium Priority (IS <.10)</u>						
Maintenance of streets in your neighborhood	28%	3	69%	7	0.0872	5
Ease of travel on highway	18%	6	67%	8	0.0606	6
Winter weather response on Village streets	13%	8	73%	6	0.0347	7
Condition of existing walkways	10%	11	66%	9	0.0340	8
Maintenance/preservation of downtown	13%	10	87%	4	0.0166	9
Maintenance of main Village street thoroughfares	15%	7	89%	3	0.0165	10
Maintenance of street signs/pavement markings	6%	13	79%	5	0.0132	11
Cleanliness of streets & other public areas	13%	9	90%	1	0.0123	12
Quality of landscaping in medians & other public areas	9%	12	90%	2	0.0097	13

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, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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Section 4

Tabular Data

Q1. Overall Satisfaction with Village Services. Please rate your level of satisfaction with each of the following major categories of services provided by the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q1-1. Police services	55.9%	28.6%	7.0%	1.0%	1.0%	6.6%
Q1-2. Fire services	60.3%	23.0%	6.3%	0.0%	0.4%	9.9%
Q1-3. Parks & recreation programs	33.2%	32.8%	13.1%	1.4%	0.6%	18.9%
Q1-4. Parks & recreation facilities	31.4%	34.9%	15.2%	2.7%	1.0%	14.8%
Q1-5. Solid waste services	44.6%	34.9%	8.8%	6.6%	1.5%	3.6%
Q1-6. Street & right-of-way maintenance	27.2%	35.2%	18.3%	9.8%	4.9%	4.6%
Q1-7. Enforcement of Village codes & ordinances	22.6%	30.0%	23.5%	10.2%	4.5%	9.2%
Q1-8. Customer service provided by Village employees	37.7%	31.3%	14.2%	1.7%	0.7%	14.4%
Q1-9. Village communication with residents	36.7%	38.0%	13.7%	5.0%	1.4%	5.2%
Q1-10. Village efforts at maintaining quality of your neighborhood	29.7%	30.6%	17.9%	10.2%	5.2%	6.4%
Q1-11. Promotion of natural resource conservation	23.7%	27.9%	22.6%	7.8%	4.1%	13.8%
Q1-12. Level of public involvement in local decisions	21.1%	30.9%	22.6%	8.2%	5.0%	12.2%

WITHOUT "NO OPINION"

Q1. Overall Satisfaction with Village Services. Please rate your level of satisfaction with each of the following major categories of services provided by the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	59.8%	30.6%	7.5%	1.0%	1.0%
Q1-2. Fire services	67.0%	25.6%	7.0%	0.0%	0.5%
Q1-3. Parks & recreation programs	41.0%	40.4%	16.2%	1.7%	0.7%
Q1-4. Parks & recreation facilities	36.9%	41.0%	17.9%	3.1%	1.1%
Q1-5. Solid waste services	46.2%	36.2%	9.1%	6.8%	1.6%
Q1-6. Street & right-of-way maintenance	28.6%	36.9%	19.2%	10.2%	5.1%
Q1-7. Enforcement of Village codes & ordinances	24.9%	33.1%	25.8%	11.2%	4.9%
Q1-8. Customer service provided by Village employees	44.0%	36.5%	16.6%	2.0%	0.8%
Q1-9. Village communication with residents	38.7%	40.1%	14.4%	5.3%	1.5%
Q1-10. Village efforts at maintaining quality of your neighborhood	31.8%	32.7%	19.1%	10.9%	5.5%
Q1-11. Promotion of natural resource conservation	27.6%	32.4%	26.3%	9.1%	4.7%
Q1-12. Level of public involvement in local decisions	24.0%	35.1%	25.8%	9.4%	5.7%

Q2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q2. Top choice	Number	Percent
Police services	116	16.2 %
Fire services	10	1.4 %
Parks & recreation programs	35	4.9 %
Parks & recreation facilities	35	4.9 %
Solid waste services	41	5.7 %
Street & right-of-way maintenance	117	16.3 %
Enforcement of Village codes & ordinances	67	9.4 %
Customer service provided by Village employees	12	1.7 %
Village communication with residents	24	3.4 %
Village efforts at maintaining quality of your neighborhoods	93	13.0 %
Promotion of natural resource conservation	41	5.7 %
Level of public involvement in local decisions	46	6.4 %
None chosen	79	11.0 %
Total	716	100.0 %

Q2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Police services	46	6.4 %
Fire services	72	10.1 %
Parks & recreation programs	37	5.2 %
Parks & recreation facilities	47	6.6 %
Solid waste services	31	4.3 %
Street & right-of-way maintenance	69	9.6 %
Enforcement of Village codes & ordinances	71	9.9 %
Customer service provided by Village employees	11	1.5 %
Village communication with residents	36	5.0 %
Village efforts at maintaining quality of your neighborhoods	98	13.7 %
Promotion of natural resource conservation	46	6.4 %
Level of public involvement in local decisions	50	7.0 %
None chosen	102	14.2 %
Total	716	100.0 %

Q2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Police services	31	4.3 %
Fire services	24	3.4 %
Parks & recreation programs	33	4.6 %
Parks & recreation facilities	48	6.7 %
Solid waste services	53	7.4 %
Street & right-of-way maintenance	54	7.5 %
Enforcement of Village codes & ordinances	54	7.5 %
Customer service provided by Village employees	5	0.7 %
Village communication with residents	44	6.1 %
Village efforts at maintaining quality of your neighborhoods	86	12.0 %
Promotion of natural resource conservation	62	8.7 %
Level of public involvement in local decisions	81	11.3 %
None chosen	141	19.7 %
Total	716	100.0 %

SUM OF TOP 3 CHOICES

Q2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

Q2. Sum of top 3 choices	Number	Percent
Police services	193	27.0 %
Fire services	106	14.8 %
Parks & recreation programs	105	14.7 %
Parks & recreation facilities	130	18.2 %
Solid waste services	125	17.5 %
Street & right-of-way maintenance	240	33.5 %
Enforcement of Village codes & ordinances	192	26.8 %
Customer service provided by Village employees	28	3.9 %
Village communication with residents	104	14.5 %
Village efforts at maintaining quality of your neighborhoods	277	38.7 %
Promotion of natural resource conservation	149	20.8 %
Level of public involvement in local decisions	177	24.7 %
None chosen	79	11.0 %
Total	1905	

Q3. Reasons to Live in Pinehurst. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," please rate how important each reason was in your decision to live where you live.

(N=716)

	Very important	Somewhat important	Not sure	Unimportant	Not provided
Q3-1. Sense of community	52.0%	34.4%	5.4%	3.1%	5.2%
Q3-2. Quality of public education	50.4%	19.4%	6.4%	17.3%	6.4%
Q3-3. Types of housing	61.5%	28.1%	3.8%	2.8%	3.9%
Q3-4. Quality of housing	75.6%	18.2%	1.7%	1.1%	3.5%
Q3-5. Access to quality shopping	39.8%	42.6%	6.0%	8.0%	3.6%
Q3-6. Availability of cultural arts opportunities	33.8%	42.0%	8.9%	11.5%	3.8%
Q3-7. Availability of golfing opportunities	37.0%	21.1%	6.6%	31.3%	4.1%
Q3-8. Availability of other recreational opportunities	32.1%	44.4%	9.9%	9.2%	4.3%
Q3-9. Proximity to family or friends	27.2%	32.3%	8.2%	26.5%	5.7%
Q3-10. Proximity to work	23.2%	20.8%	6.0%	40.8%	9.2%
Q3-11. Safety & security	84.5%	10.2%	1.4%	1.3%	2.7%
Q3-12. Quality health care	82.1%	13.0%	1.3%	1.3%	2.4%
Q3-13. Opportunities and/or resources for senior citizens	43.2%	30.6%	8.9%	12.4%	4.9%
Q3-14. Opportunities and/or resources for children under 18	31.0%	21.5%	9.8%	29.9%	7.8%
Q3-15. Low property tax rate	56.3%	29.5%	4.9%	6.3%	3.1%

WITHOUT "NOT PROVIDED"

Q3. Reasons to Live in Pinehurst. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," please rate how important each reason was in your decision to live where you live. (without "not provided")

(N=716)

	Very important	Somewhat important	Not sure	Unimportant
Q3-1. Sense of community	54.8%	36.2%	5.7%	3.2%
Q3-2. Quality of public education	53.9%	20.7%	6.9%	18.5%
Q3-3. Types of housing	64.0%	29.2%	3.9%	2.9%
Q3-4. Quality of housing	78.3%	18.8%	1.7%	1.2%
Q3-5. Access to quality shopping	41.3%	44.2%	6.2%	8.3%
Q3-6. Availability of cultural arts opportunities	35.1%	43.7%	9.3%	11.9%
Q3-7. Availability of golfing opportunities	38.6%	22.0%	6.8%	32.6%
Q3-8. Availability of other recreational opportunities	33.6%	46.4%	10.4%	9.6%
Q3-9. Proximity to family or friends	28.9%	34.2%	8.7%	28.1%
Q3-10. Proximity to work	25.5%	22.9%	6.6%	44.9%
Q3-11. Safety & security	86.8%	10.5%	1.4%	1.3%
Q3-12. Quality health care	84.1%	13.3%	1.3%	1.3%
Q3-13. Opportunities and/or resources for senior citizens	45.4%	32.2%	9.4%	13.1%
Q3-14. Opportunities and/or resources for children under 18	33.6%	23.3%	10.6%	32.4%
Q3-15. Low property tax rate	58.1%	30.4%	5.0%	6.5%

Q3. Then, please indicate if your needs are being met in Pinehurst.

(N=716)

	Yes	No
Q3-1. Sense of community	88.5%	11.5%
Q3-2. Quality of public education	81.0%	19.0%
Q3-3. Types of housing	87.1%	12.9%
Q3-4. Quality of housing	86.2%	13.8%
Q3-5. Access to quality shopping	68.4%	31.6%
Q3-6. Availability of cultural arts opportunities	80.6%	19.4%
Q3-7. Availability of golfing opportunities	95.0%	5.0%
Q3-8. Availability of other recreational opportunities	76.7%	23.3%
Q3-9. Proximity to family or friends	82.3%	17.7%
Q3-10. Proximity to work	81.3%	18.7%
Q3-11. Safety & security	95.5%	4.5%
Q3-12. Quality health care	95.1%	4.9%
Q3-13. Opportunities and/or resources for senior citizens	87.1%	12.9%
Q3-14. Opportunities and/or resources for children under 18	71.4%	28.6%
Q3-15. Low property tax rate	72.4%	27.6%

Q4. Perception of Pinehurst. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

(N=716)

	Excellent	Good	Neutral	Below average	Poor	No opinion
Q4-1. Overall image of Village	54.3%	36.3%	3.5%	1.8%	0.7%	3.4%
Q4-2. Overall quality of life in Village	50.1%	38.4%	5.0%	1.4%	0.7%	4.3%
Q4-3. Overall feeling of safety in Village	67.2%	25.7%	3.2%	0.4%	0.3%	3.2%
Q4-4. Quality of new development in Village	17.7%	28.2%	25.0%	13.4%	8.0%	7.7%
Q4-5. As a place to live	58.0%	32.1%	4.6%	1.1%	0.6%	3.6%
Q4-6. As a place to raise children	33.1%	25.3%	15.9%	2.5%	1.3%	21.9%
Q4-7. As a place to retire	59.2%	27.5%	6.0%	1.0%	0.8%	5.4%
Q4-8. Overall appearance of Village	54.1%	35.6%	5.4%	1.3%	0.7%	2.9%
Q4-9. Availability of affordable housing	24.4%	33.7%	20.4%	8.2%	3.4%	9.9%

WITHOUT "NO OPINION"

Q4. Perception of Pinehurst. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "no opinion")

(N=716)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. Overall image of Village	56.2%	37.6%	3.6%	1.9%	0.7%
Q4-2. Overall quality of life in Village	52.4%	40.1%	5.3%	1.5%	0.7%
Q4-3. Overall feeling of safety in Village	69.4%	26.6%	3.3%	0.4%	0.3%
Q4-4. Quality of new development in Village	19.2%	30.6%	27.1%	14.5%	8.6%
Q4-5. As a place to live	60.1%	33.3%	4.8%	1.2%	0.6%
Q4-6. As a place to raise children	42.4%	32.4%	20.4%	3.2%	1.6%
Q4-7. As a place to retire	62.6%	29.1%	6.4%	1.0%	0.9%
Q4-8. Overall appearance of Village	55.7%	36.7%	5.6%	1.3%	0.7%
Q4-9. Availability of affordable housing	27.1%	37.4%	22.6%	9.1%	3.7%

Q5. Perceptions of Safety and Security. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=716)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	No opinion
Q5-1. Walking alone in your neighborhood during the day	79.7%	15.5%	1.5%	0.8%	0.0%	2.4%
Q5-2. Walking alone in your neighborhood after dark	38.4%	35.9%	13.0%	6.3%	1.0%	5.4%
Q5-3. In Village parks & recreation facilities	37.6%	33.8%	12.0%	1.5%	0.1%	14.9%
Q5-4. In business areas of Village during the day	75.1%	18.3%	2.5%	0.0%	0.0%	4.1%
Q5-5. In business areas of Village after dark	37.0%	38.0%	12.7%	2.5%	0.1%	9.6%

WITHOUT "NO OPINION"

Q5. Perceptions of Safety and Security. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "no opinion")

(N=716)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	81.7%	15.9%	1.6%	0.9%	0.0%
Q5-2. Walking alone in your neighborhood after dark	40.6%	38.0%	13.7%	6.6%	1.0%
Q5-3. In Village parks & recreation facilities	44.2%	39.7%	14.1%	1.8%	0.2%
Q5-4. In business areas of Village during the day	78.3%	19.1%	2.6%	0.0%	0.0%
Q5-5. In business areas of Village after dark	41.0%	42.0%	14.1%	2.8%	0.2%

Q6. Public Safety Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q6-1. Efforts to prevent crimes	45.4%	35.6%	7.7%	0.6%	0.3%	10.5%
Q6-2. Enforcement of local traffic laws	32.4%	37.4%	11.3%	9.5%	3.8%	5.6%
Q6-3. How quickly police respond to emergencies	41.2%	26.5%	8.4%	0.6%	0.4%	22.9%
Q6-4. Frequency that police officers patrol your neighborhood	27.1%	35.5%	16.8%	8.1%	2.2%	10.3%
Q6-5. Fire prevention & education programs provided by Village	25.4%	24.2%	18.7%	1.5%	0.6%	29.6%
Q6-6. How quickly fire personnel respond to emergencies	39.8%	22.3%	8.4%	0.4%	0.1%	28.9%

WITHOUT "NO OPINION"

Q6. Public Safety Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items. (without "no opinion")

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Efforts to prevent crimes	50.7%	39.8%	8.6%	0.6%	0.3%
Q6-2. Enforcement of local traffic laws	34.3%	39.6%	12.0%	10.1%	4.0%
Q6-3. How quickly police respond to emergencies	53.4%	34.4%	10.9%	0.7%	0.5%
Q6-4. Frequency that police officers patrol your neighborhood	30.2%	39.6%	18.7%	9.0%	2.5%
Q6-5. Fire prevention & education programs provided by Village	36.1%	34.3%	26.6%	2.2%	0.8%
Q6-6. How quickly fire personnel respond to emergencies	56.0%	31.4%	11.8%	0.6%	0.2%

Q7. Which TWO of the public safety services listed in Question 6 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q7. Top choice	Number	Percent
Efforts to prevent crimes	278	38.8 %
Enforcement of local traffic laws	130	18.2 %
How quickly police respond to emergencies	74	10.3 %
Frequency that police officers patrol your neighborhood	98	13.7 %
Fire prevention & education programs provided by Village	22	3.1 %
How quickly fire personnel respond to emergencies	32	4.5 %
None chosen	82	11.5 %
Total	716	100.0 %

Q7. Which TWO of the public safety services listed in Question 6 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q7. 2nd choice	Number	Percent
Efforts to prevent crimes	85	11.9 %
Enforcement of local traffic laws	76	10.6 %
How quickly police respond to emergencies	126	17.6 %
Frequency that police officers patrol your neighborhood	123	17.2 %
Fire prevention & education programs provided by Village	66	9.2 %
How quickly fire personnel respond to emergencies	107	14.9 %
None chosen	133	18.6 %
Total	716	100.0 %

SUM OF TOP 2 CHOICES

Q7. Which TWO of the public safety services listed in Question 6 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 2)

Q7. Sum of top 2 choices	Number	Percent
Efforts to prevent crimes	363	50.7 %
Enforcement of local traffic laws	206	28.8 %
How quickly police respond to emergencies	200	27.9 %
Frequency that police officers patrol your neighborhood	221	30.9 %
Fire prevention & education programs provided by Village	88	12.3 %
How quickly fire personnel respond to emergencies	139	19.4 %
None chosen	82	11.5 %
Total	1299	

Q8. Cultural and Recreation Services. Which of the following Parks and Recreation programs and facilities have you used in the Village of Pinehurst during the past year?

Q8. What Parks and Recreation programs & facilities have you used in Village of Pinehurst during past year	Number	Percent
Greenway trails	346	48.3 %
Village sponsored cultural/arts events	391	54.6 %
Cannon Park	236	33.0 %
Arboretum/Timmel Pavilion	247	34.5 %
Rassie Wicker Park	341	47.6 %
Camelot Playground	193	27.0 %
Splash Pad at Wicker Park	147	20.5 %
West Pinehurst Park (e.g. disc golf)	28	3.9 %
Total	1929	

Q9. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q9-1. Number of Village parks	34.6%	38.7%	9.1%	2.9%	0.3%	14.4%
Q9-2. Quality of Village parks	33.9%	40.5%	8.9%	1.0%	0.3%	15.4%
Q9-3. Quality of recreation indoor facilities	11.9%	19.8%	24.9%	5.7%	2.4%	35.3%
Q9-4. Availability of recreation indoor facilities	12.8%	17.2%	22.8%	10.8%	2.5%	33.9%
Q9-5. Availability of walking/ greenway trails	31.0%	35.9%	11.9%	3.6%	1.1%	16.5%
Q9-6. Condition of walking/ greenway trails	26.4%	34.9%	14.9%	3.1%	0.6%	20.1%
Q9-7. Quality of outdoor athletic fields & facilities	19.4%	26.5%	16.9%	1.8%	0.8%	34.5%
Q9-8. Availability of outdoor athletic fields & facilities	17.0%	26.1%	18.6%	2.4%	0.8%	35.1%
Q9-9. Availability of information about recreation programs	21.2%	31.1%	19.0%	4.9%	1.7%	22.1%
Q9-10. Quality of youth recreation programs	12.8%	17.2%	19.1%	3.5%	0.8%	46.5%
Q9-11. Quality of adult recreation programs	14.5%	24.3%	20.7%	3.6%	0.8%	36.0%
Q9-12. Range of amenities at parks & recreation facilities	15.1%	30.7%	20.7%	4.7%	0.7%	28.1%
Q9-13. Village sponsored cultural arts events	22.1%	33.4%	18.6%	4.1%	1.3%	20.7%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	22.2%	32.7%	18.4%	5.0%	1.3%	20.4%

WITHOUT "NO OPINION"

Q9. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Number of Village parks	40.5%	45.2%	10.6%	3.4%	0.3%
Q9-2. Quality of Village parks	40.1%	47.9%	10.6%	1.2%	0.3%
Q9-3. Quality of recreation indoor facilities	18.4%	30.7%	38.4%	8.9%	3.7%
Q9-4. Availability of recreation indoor facilities	19.5%	26.0%	34.5%	16.3%	3.8%
Q9-5. Availability of walking/greenway trails	37.1%	43.0%	14.2%	4.3%	1.3%
Q9-6. Condition of walking/greenway trails	33.0%	43.7%	18.7%	3.8%	0.7%
Q9-7. Quality of outdoor athletic fields & facilities	29.6%	40.5%	25.8%	2.8%	1.3%
Q9-8. Availability of outdoor athletic fields & facilities	26.2%	40.2%	28.6%	3.7%	1.3%
Q9-9. Availability of information about recreation programs	27.2%	40.0%	24.4%	6.3%	2.2%
Q9-10. Quality of youth recreation programs	24.0%	32.1%	35.8%	6.5%	1.6%
Q9-11. Quality of adult recreation programs	22.7%	38.0%	32.3%	5.7%	1.3%
Q9-12. Range of amenities at parks & recreation facilities	21.0%	42.7%	28.7%	6.6%	1.0%
Q9-13. Village sponsored cultural arts events	27.8%	42.1%	23.4%	5.1%	1.6%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	27.9%	41.1%	23.2%	6.3%	1.6%

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. Top choice	Number	Percent
Number of Village parks	26	3.6 %
Quality of Village parks	69	9.6 %
Quality of recreation indoor facilities	34	4.7 %
Availability of recreation indoor facilities	56	7.8 %
Availability of walking/greenway trails	77	10.8 %
Condition of walking/greenway trails	42	5.9 %
Quality of outdoor athletic fields & facilities	9	1.3 %
Availability of outdoor athletic fields & facilities	12	1.7 %
Availability of information about recreation programs	32	4.5 %
Quality of youth recreation programs	22	3.1 %
Quality of adult recreation programs	29	4.1 %
Range of amenities at parks & recreation facilities	22	3.1 %
Village sponsored cultural arts events	78	10.9 %
Variety of cultural arts events & programs in Southern Moore County	39	5.4 %
<u>None chosen</u>	<u>169</u>	<u>23.6 %</u>
Total	716	100.0 %

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. 2nd choice	Number	Percent
Number of Village parks	14	2.0 %
Quality of Village parks	36	5.0 %
Quality of recreation indoor facilities	23	3.2 %
Availability of recreation indoor facilities	36	5.0 %
Availability of walking/greenway trails	48	6.7 %
Condition of walking/greenway trails	74	10.3 %
Quality of outdoor athletic fields & facilities	11	1.5 %
Availability of outdoor athletic fields & facilities	16	2.2 %
Availability of information about recreation programs	37	5.2 %
Quality of youth recreation programs	56	7.8 %
Quality of adult recreation programs	37	5.2 %
Range of amenities at parks & recreation facilities	32	4.5 %
Village sponsored cultural arts events	48	6.7 %
Variety of cultural arts events & programs in Southern Moore County	51	7.1 %
<u>None chosen</u>	<u>197</u>	<u>27.5 %</u>
Total	716	100.0 %

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. 3rd choice	Number	Percent
Number of Village parks	20	2.8 %
Quality of Village parks	25	3.5 %
Quality of recreation indoor facilities	24	3.4 %
Availability of recreation indoor facilities	24	3.4 %
Availability of walking/greenway trails	28	3.9 %
Condition of walking/greenway trails	35	4.9 %
Quality of outdoor athletic fields & facilities	21	2.9 %
Availability of outdoor athletic fields & facilities	15	2.1 %
Availability of information about recreation programs	23	3.2 %
Quality of youth recreation programs	29	4.1 %
Quality of adult recreation programs	58	8.1 %
Range of amenities at parks & recreation facilities	53	7.4 %
Village sponsored cultural arts events	56	7.8 %
Variety of cultural arts events & programs in Southern Moore County	51	7.1 %
None chosen	254	35.5 %
Total	716	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

Q10. Sum of top 3 choices	Number	Percent
Number of Village parks	60	8.4 %
Quality of Village parks	130	18.2 %
Quality of recreation indoor facilities	81	11.3 %
Availability of recreation indoor facilities	116	16.2 %
Availability of walking/greenway trails	153	21.4 %
Condition of walking/greenway trails	151	21.1 %
Quality of outdoor athletic fields & facilities	41	5.7 %
Availability of outdoor athletic fields & facilities	43	6.0 %
Availability of information about recreation programs	92	12.8 %
Quality of youth recreation programs	107	14.9 %
Quality of adult recreation programs	124	17.3 %
Range of amenities at parks & recreation facilities	107	14.9 %
Village sponsored cultural arts events	182	25.4 %
Variety of cultural arts events & programs in Southern Moore County	141	19.7 %
None chosen	169	23.6 %
Total	1697	

Q11. Do you shop regularly in the Village Center (Downtown)?

Q11. Do you shop regularly in Village Center (downtown)	Number	Percent
Yes	193	27.0 %
No	493	68.9 %
Not provided	30	4.2 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q11. Do you shop regularly in the Village Center (Downtown)? (without "not provided")

Q11. Do you shop regularly in Village Center (downtown)	Number	Percent
Yes	193	28.1 %
No	493	71.9 %
Total	686	100.0 %

Q11a. Please check each of the following reasons that prevent you from shopping regularly in the Village Center (Downtown).

Q11a. Reasons that prevent you from shopping regularly in Village Center (downtown)	Number	Percent
Stores hours of operation	85	17.2 %
Variety of merchandise offered for sale	266	54.0 %
Merchandise is more targeted to tourists than local shoppers	316	64.1 %
Parking availability	121	24.5 %
Other	67	13.6 %
Total	855	

Q12. Public Library Services. Through a cooperative agreement with the Given Memorial Library-a private, non-profit organization-the Village provides approximately 21% of the operational costs of the library. With that in mind, please indicate whether you or other members of your household have used the Given Memorial Library's services during the past year.

(N=716)

	Yes	No
Q12-1. Given Memorial Library services	50.3%	49.7%
Q12-2. Given Memorial Library programs	22.3%	77.7%

Q12. Then, for each of the services you have used, please rate your satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=378)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q12-1. Given Memorial Library services	55.8%	34.0%	5.7%	3.9%	0.3%	0.3%
Q12-2. Given Memorial Library programs	54.0%	32.0%	10.7%	2.0%	1.3%	0.0%

WITHOUT "NO OPINION"

Q12. Then, for each of the services you have used, please rate your satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=378)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Given Memorial Library services	56.0%	34.1%	5.7%	3.9%	0.3%
Q12-2. Given Memorial Library programs	54.0%	32.0%	10.7%	2.0%	1.3%

Q12a. If you answered "No" to either part of Question 12, please CHECK ALL of the following reasons that prevent you from using the Given Memorial Library services.

Q12a. Reasons that prevent you from using Given Memorial Library services	Number	Percent
Didn't know about it	122	21.3 %
Hours of operation	37	6.4 %
Variety of library services offered	42	7.3 %
Variety of library programs offered	51	8.9 %
Parking availability	55	9.6 %
Insufficient technology available	43	7.5 %
Not enough meeting areas/rooms	14	2.4 %
A library is not important to me	117	20.4 %
Other	89	15.5 %
Total	570	

Q12a. Other

Q12a-9. Other	Number	Percent
PROGRAMS OF NO INTEREST	3	3.4 %
NO INTEREST	2	2.3 %
NEW TO AREA	2	2.3 %
The Library is important to me as a research resource	1	1.1 %
New to area, haven't needed the service yet	1	1.1 %
We have been donating books we have read already	1	1.1 %
We often use the Moore County library in Carthage	1	1.1 %
I may have used the services I'm just not sure if it is the same library	1	1.1 %
We are not prone to using the Library	1	1.1 %
I just used the library more when my children were little	1	1.1 %
Needs a wider selection of books	1	1.1 %
More reading materials especially in the hobby/hand craft spaces	1	1.1 %
Age related	1	1.1 %
Most information I need is provided on internet in one form or another	1	1.1 %
TOO BUSY	1	1.1 %
NOT INTERESTED IN PROGRAMS	1	1.1 %
SENIOR	1	1.1 %
USE S PINES, MUCH GREATER SELECTION OF BOOKS	1	1.1 %
HOME COMPUTERS, ONLINE BOOKS	1	1.1 %
NO NEED TO USE AT THIS TIME	1	1.1 %
GET EVERYTHING OFF FROM INTERNET	1	1.1 %
HOURS OF PROGRAMS	1	1.1 %
THE PROGRAMS SEEM GEARED FOR YOUNGER KIDS THAN WE HAVE	1	1.1 %
MORNING PROGRAMS FOR ADULTS WOULD BE APPRECIATED	1	1.1 %
WE USE ROAST OFFICE	1	1.1 %
HAVEN'T VISITED THERE YET-ONLY MOVED HERE 6 MONTHS AGO	1	1.1 %
Making the time to visit	1	1.1 %
I GO TO THE GIVEN BOOK STORE FREQUENTLY	1	1.1 %
I WOULD LIKE TO SEE A THEATER NEXT TO THE LIBRARY FOR ADULTS & KIDS	1	1.1 %
HAVE ONLY LIVED HERE FOR A YEAR AND HAVE BEEN BUSY	1	1.1 %
WE USE POST OFFICE AND DOWNLOAD BOOKS	1	1.1 %
READ FROM MY KINDLE	1	1.1 %
HAVE NOT HAD TIME YET	1	1.1 %
I WOULD IF PROGRAM INTERESTED ME	1	1.1 %
Lack of time	1	1.1 %
TOO BUSY WITH WORK	1	1.1 %
TOO LIMITED AND TOO SMALL	1	1.1 %
I USED IT WHEN MY KIDS WERE LITTLE	1	1.1 %
NEED TO EXPAND LIBRARY	1	1.1 %
NOT ENOUGH BOOKS UP TO DATE	1	1.1 %
HAVEN'T HAD TO USE IT YET	1	1.1 %
NO PERSONAL TIME	1	1.1 %
Services not needed	1	1.1 %

Q12a. Other

Q12a-9. Other	Number	Percent
NEED TO FIND LOCATION	1	1.1 %
HAVE NOT TAKEN THE TIME	1	1.1 %
LIBRARY TOO SMALL, NEED MANY MORE BOOKS	1	1.1 %
DO NOT HAVE ALL OF THE BOOKS AND AUTHORS THAT I AM INTERESTED IN	1	1.1 %
Internet	1	1.1 %
NO NEED FOR PROGRAMS	1	1.1 %
I LIKE THE LIBRARY AS A PLACE TO WORK	1	1.1 %
USING FREE READING	1	1.1 %
I use library to check out books and that's the only interest I have in the library	1	1.1 %
IS THIS A FULL FLEDGE LIBRARY	1	1.1 %
I USE ONLINE BOOKS	1	1.1 %
LIBRARY DESK STAFF CONSTANTLY TALKING IN A LOUD DISTRACTING VOICE	1	1.1 %
STAFF NOT FRIENDLY	1	1.1 %
I REALLY HAVE NO NEED	1	1.1 %
USE KINDLE	1	1.1 %
POOR LOCATION OF HANDICAPPED ACCESS	1	1.1 %
I just haven't had the opportunity to go over there yet	1	1.1 %
I generally read on my Kindle so I don't visit the library very often	1	1.1 %
Use book and video apps	1	1.1 %
Nothing prevents me from using the Library	1	1.1 %
A Public Library-There is more to Pinehurst than the quaint little Village	1	1.1 %
Confined to home	1	1.1 %
Dishonest people in Library	1	1.1 %
Programs are often expensive	1	1.1 %
Hours of events	1	1.1 %
I don't have the time	1	1.1 %
Used it when kids were younger	1	1.1 %
Use Moore County Library System	1	1.1 %
Just haven't had a chance	1	1.1 %
The librarian is not friendly with children	1	1.1 %
I buy books from Amazon and have an extensive library of my own	1	1.1 %
NON-FICTION IS LIMITED, NEED A SEPARATE AREA FOR YOUNG ADULT READERS	1	1.1 %
HAVE LARGE SELECTION OF BOOKS AT HOME THAT STILL NEED TO READ	1	1.1 %
Amazon Prime and Kindle are primary source of reading material	1	1.1 %
I CAN ONLY READ EBOOKS ON MY KINDLE DUE TO ARTHRITIC HANDS	1	1.1 %
JUST HAPPENED TO CONFLICT WITH TRAVEL DATES	1	1.1 %
WORK FULL TIME AND TRAVEL, NO TIME	1	1.1 %
LOOKS TOO SMALL TO HAVE ADEQUATE VARIETY	1	1.1 %
I USE AN E-READER	1	1.1 %
We do check out library books	1	1.1 %
We have internet, libraries are dinosaurs	1	1.1 %
Total	88	100.0 %

Q13. Code Enforcement. Please rate your satisfaction with each of the following Village efforts to enforce regulations using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q13-1. Enforcing cleanup of litter & debris on private property	20.0%	35.1%	13.8%	12.6%	5.4%	13.1%
Q13-2. Enforcing mowing/cutting of weeds/grass on private property	16.2%	33.4%	17.9%	14.2%	6.6%	11.7%
Q13-3. Enforcing parking/prohibiting oversized vehicles in residential neighborhoods	19.0%	30.0%	18.2%	11.7%	5.4%	15.6%
Q13-4. Enforcing sign regulations	20.1%	34.9%	19.1%	6.7%	3.6%	15.5%
Q13-5. Enforcing solid waste cart regulations	21.5%	38.1%	15.9%	5.6%	4.2%	14.7%

WITHOUT "NO OPINION"

Q13. Code Enforcement. Please rate your satisfaction with each of the following Village efforts to enforce regulations using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing cleanup of litter & debris on private property	23.0%	40.4%	15.9%	14.5%	6.3%
Q13-2. Enforcing mowing/cutting of weeds/grass on private property	18.4%	37.8%	20.3%	16.1%	7.4%
Q13-3. Enforcing parking/prohibiting oversized vehicles in residential neighborhoods	22.5%	35.6%	21.5%	13.9%	6.5%
Q13-4. Enforcing sign regulations	23.8%	41.3%	22.6%	7.9%	4.3%
Q13-5. Enforcing solid waste cart regulations	25.2%	44.7%	18.7%	6.5%	4.9%

Q14. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

Q14. How would you describe amount of effort Village applies to enforce its codes & ordinances	Number	Percent
About right	413	57.7 %
Too much	53	7.4 %
Too little	162	22.6 %
Not provided	88	12.3 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q14. How would you describe the amount of effort the Village applies to enforce its codes and ordinances? (without "not provided")

Q14. How would you describe amount of effort Village applies to enforce its codes & ordinances	Number	Percent
About right	413	65.8 %
Too much	53	8.4 %
Too little	162	25.8 %
Total	628	100.0 %

Q15. Solid Waste Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q15-1. Residential trash collection services	61.3%	29.9%	2.2%	1.7%	0.8%	4.1%
Q15-2. Curbside recycling services	47.3%	27.5%	6.4%	10.3%	3.4%	5.0%
Q15-3. Yard waste collection services	51.8%	29.7%	6.0%	3.2%	1.5%	7.7%

WITHOUT "NO OPINION"

Q15. Solid Waste Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Residential trash collection services	63.9%	31.1%	2.3%	1.7%	0.9%
Q15-2. Curbside recycling services	49.9%	29.0%	6.8%	10.9%	3.5%
Q15-3. Yard waste collection services	56.1%	32.2%	6.5%	3.5%	1.7%

Q16. Public Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q16-1. Maintenance of main Village street thoroughfares	39.8%	43.7%	6.6%	2.9%	1.1%	5.9%
Q16-2. Maintenance of streets in your neighborhood	25.8%	38.7%	11.6%	13.3%	3.9%	6.7%
Q16-3. Maintenance of street signs/pavement markings	29.5%	45.8%	11.7%	6.1%	1.7%	5.2%
Q16-4. Maintenance/preservation of Downtown	38.7%	41.2%	10.5%	1.1%	0.7%	7.8%
Q16-5. Quality of landscaping in medians & other public areas	51.1%	34.8%	7.7%	1.7%	0.6%	4.2%
Q16-6. Overall cleanliness of streets & other public areas	43.3%	43.9%	6.8%	1.8%	0.6%	3.6%
Q16-7. Adequacy of street lighting	21.5%	29.3%	18.6%	16.2%	7.5%	6.8%
Q16-8. Availability of walkways	20.8%	26.4%	17.6%	18.4%	8.9%	7.8%
Q16-9. Condition of existing walkways	22.3%	35.8%	20.3%	6.1%	3.2%	12.3%
Q16-10. Quality of stormwater runoff/management system	15.4%	29.6%	20.7%	12.3%	7.0%	15.1%
Q16-11. Winter weather response on Village streets (snow/ice)	23.3%	42.5%	15.9%	5.9%	2.2%	10.2%
Q16-12. Ease of travel on highway	22.3%	41.3%	15.5%	10.9%	5.2%	4.7%
Q16-13. Ease of travel through large traffic circle	12.0%	32.5%	17.7%	19.4%	15.1%	3.2%

WITHOUT "NO OPINION"**Q16. Public Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")**

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Maintenance of main Village street thoroughfares	42.3%	46.4%	7.0%	3.1%	1.2%
Q16-2. Maintenance of streets in your neighborhood	27.7%	41.5%	12.4%	14.2%	4.2%
Q16-3. Maintenance of street signs/pavement markings	31.1%	48.3%	12.4%	6.5%	1.8%
Q16-4. Maintenance/preservation of Downtown	42.0%	44.7%	11.4%	1.2%	0.8%
Q16-5. Quality of landscaping in medians & other public areas	53.4%	36.3%	8.0%	1.7%	0.6%
Q16-6. Overall cleanliness of streets & other public areas	44.9%	45.5%	7.1%	1.9%	0.6%
Q16-7. Adequacy of street lighting	23.1%	31.5%	19.9%	17.4%	8.1%
Q16-8. Availability of walkways	22.6%	28.6%	19.1%	20.0%	9.7%
Q16-9. Condition of existing walkways	25.5%	40.8%	23.1%	7.0%	3.7%
Q16-10. Quality of stormwater runoff/management system	18.1%	34.9%	24.3%	14.5%	8.2%
Q16-11. Winter weather response on Village streets (snow/ice)	26.0%	47.3%	17.7%	6.5%	2.5%
Q16-12. Ease of travel on highway	23.5%	43.4%	16.3%	11.4%	5.4%
Q16-13. Ease of travel through large traffic circle	12.4%	33.6%	18.3%	20.1%	15.6%

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	52	7.3 %
Maintenance of streets in your neighborhood	83	11.6 %
Maintenance of street signs/pavement markings	9	1.3 %
Maintenance/preservation of Downtown	28	3.9 %
Quality of landscaping in medians & other public areas	11	1.5 %
Overall cleanliness of streets & other public areas	12	1.7 %
Adequacy of street lighting	83	11.6 %
Availability of walkways	79	11.0 %
Condition of existing walkways	9	1.3 %
Quality of stormwater runoff/management system	47	6.6 %
Winter weather response on Village streets (snow/ice)	19	2.7 %
Ease of travel on highway	42	5.9 %
Ease of travel through large traffic circle	179	25.0 %
None chosen	63	8.8 %
Total	716	100.0 %

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	27	3.8 %
Maintenance of streets in your neighborhood	66	9.2 %
Maintenance of street signs/pavement markings	19	2.7 %
Maintenance/preservation of Downtown	36	5.0 %
Quality of landscaping in medians & other public areas	27	3.8 %
Overall cleanliness of streets & other public areas	37	5.2 %
Adequacy of street lighting	84	11.7 %
Availability of walkways	68	9.5 %
Condition of existing walkways	34	4.7 %
Quality of stormwater runoff/management system	50	7.0 %
Winter weather response on Village streets (snow/ice)	25	3.5 %
Ease of travel on highway	63	8.8 %
Ease of travel through large traffic circle	78	10.9 %
None chosen	102	14.2 %
Total	716	100.0 %

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q17. 3rd choice	Number	Percent
Maintenance of main Village street thoroughfares	25	3.5 %
Maintenance of streets in your neighborhood	54	7.5 %
Maintenance of street signs/pavement markings	17	2.4 %
Maintenance/preservation of Downtown	26	3.6 %
Quality of landscaping in medians & other public areas	29	4.1 %
Overall cleanliness of streets & other public areas	42	5.9 %
Adequacy of street lighting	62	8.7 %
Availability of walkways	53	7.4 %
Condition of existing walkways	29	4.1 %
Quality of stormwater runoff/management system	58	8.1 %
Winter weather response on Village streets (snow/ice)	49	6.8 %
Ease of travel on highway	26	3.6 %
Ease of travel through large traffic circle	76	10.6 %
None chosen	170	23.7 %
Total	716	100.0 %

SUM OF TOP 3 CHOICES

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

Q17. Sum of top 3 choices	Number	Percent
Maintenance of main Village street thoroughfares	104	14.5 %
Maintenance of streets in your neighborhood	203	28.4 %
Maintenance of street signs/pavement markings	45	6.3 %
Maintenance/preservation of Downtown	90	12.6 %
Quality of landscaping in medians & other public areas	67	9.4 %
Overall cleanliness of streets & other public areas	91	12.7 %
Adequacy of street lighting	229	32.0 %
Availability of walkways	200	27.9 %
Condition of existing walkways	72	10.1 %
Quality of stormwater runoff/management system	155	21.6 %
Winter weather response on Village streets (snow/ice)	93	13.0 %
Ease of travel on highway	131	18.3 %
Ease of travel through large traffic circle	333	46.5 %
None chosen	63	8.8 %
Total	1876	

Q18. Please indicate whether you or other members of your household have used the Village services and facilities during the past year.

(N=716)

	Yes	No
Q18-1. Fire services	13.7%	86.3%
Q18-2. Police services	21.9%	78.1%
Q18-3. Village Hall reception desk	33.0%	67.0%
Q18-4. MYVOP service request system	13.4%	86.6%
Q18-5. Code enforcement	14.2%	85.8%
Q18-6. Recreation program registration	16.2%	83.8%
Q18-7. Planning & Inspections services	13.7%	86.3%

Q18. If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=437)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q18-1. Fire services	87.6%	10.1%	1.1%	1.1%	0.0%	0.0%
Q18-2. Police services	71.6%	20.3%	4.7%	0.0%	3.4%	0.0%
Q18-3. Village Hall reception desk	72.8%	21.0%	3.1%	1.8%	0.4%	0.9%
Q18-4. MYVOP service request system	51.1%	33.0%	6.8%	6.8%	2.3%	0.0%
Q18-5. Code enforcement	28.7%	29.8%	10.6%	19.1%	10.6%	1.1%
Q18-6. Recreation program registration	56.7%	30.8%	7.7%	3.8%	1.0%	0.0%
Q18-7. Planning & Inspections services	46.6%	28.4%	15.9%	5.7%	2.3%	1.1%

WITHOUT "NO OPINION"

Q18. If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=437)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Fire services	87.6%	10.1%	1.1%	1.1%	0.0%
Q18-2. Police services	71.6%	20.3%	4.7%	0.0%	3.4%
Q18-3. Village Hall reception desk	73.4%	21.2%	3.2%	1.8%	0.5%
Q18-4. MYVOP service request system	51.1%	33.0%	6.8%	6.8%	2.3%
Q18-5. Code enforcement	29.0%	30.1%	10.8%	19.4%	10.8%
Q18-6. Recreation program registration	56.7%	30.8%	7.7%	3.8%	1.0%
Q18-7. Planning & Inspections services	47.1%	28.7%	16.1%	5.7%	2.3%

Q19. Public Communication and Outreach. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q19-1. Quality of information about Village programs/services	26.0%	42.6%	14.9%	4.3%	0.6%	11.6%
Q19-2. Village efforts to keep you informed about local issues	26.5%	40.9%	14.9%	8.2%	1.1%	8.2%
Q19-3. Opportunities to participate in local government (advisory boards, volunteering)	20.0%	32.4%	25.4%	3.2%	1.1%	17.9%
Q19-4. Village social media	16.3%	27.7%	26.1%	3.1%	1.0%	25.8%
Q19-5. Village website (vopnc.org)	20.5%	34.6%	21.2%	2.7%	0.7%	20.3%
Q19-6. Village newsletter	28.1%	41.3%	15.2%	2.0%	0.7%	12.7%
Q19-7. Monthly Village e-news updates	19.0%	28.6%	21.9%	2.0%	0.7%	27.8%
Q19-8. Online Engagement Portals (i.e. Engage Pinehurst)	10.8%	16.2%	28.1%	1.8%	0.8%	42.3%
Q19-9. Community's progress toward meeting its strategic vision & mission	11.6%	27.8%	26.7%	5.3%	2.1%	26.5%

WITHOUT "NO OPINION"

Q19. Public Communication and Outreach. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Quality of information about Village programs/services	29.4%	48.2%	16.9%	4.9%	0.6%
Q19-2. Village efforts to keep you informed about local issues	28.9%	44.6%	16.3%	9.0%	1.2%
Q19-3. Opportunities to participate in local government (advisory boards, volunteering)	24.3%	39.5%	31.0%	3.9%	1.4%
Q19-4. Village social media	22.0%	37.3%	35.2%	4.1%	1.3%
Q19-5. Village website (vopnc.org)	25.7%	43.4%	26.6%	3.3%	0.9%
Q19-6. Village newsletter	32.2%	47.4%	17.4%	2.2%	0.8%
Q19-7. Monthly Village e-news updates	26.3%	39.7%	30.4%	2.7%	1.0%
Q19-8. Online Engagement Portals (i.e. Engage Pinehurst)	18.6%	28.1%	48.7%	3.1%	1.5%
Q19-9. Community's progress toward meeting its strategic vision & mission	15.8%	37.8%	36.3%	7.2%	2.9%

Q20. Which of the following do you use to get information about the Village of Pinehurst?

Q20. What do you use to get information about Village of Pinehurst	Number	Percent
Village employees	104	14.5 %
Village newsletter	529	73.9 %
Village website (vopnc.org)	321	44.8 %
Monthly Village e-News	162	22.6 %
Village mobile app (MYVOP)	79	11.0 %
Village social media (e.g. Facebook, Twitter)	146	20.4 %
The Pilot newspaper	498	69.6 %
Attend or view public meetings	107	14.9 %
Other	24	3.4 %
Total	1970	

Q20. Other

Q20-9. Other	Number	Percent
Word of mouth	6	25.0 %
Neighbors	3	12.5 %
Family members	2	8.3 %
Friends	2	8.3 %
Pinestraw Magazine	2	8.3 %
PINE TIMES	2	8.3 %
NEIGHBORS, FRIENDS	2	8.3 %
Radio and Sandhills Sentinel	1	4.2 %
Development representative	1	4.2 %
SWAY	1	4.2 %
Email and phone	1	4.2 %
RADIO/TV	1	4.2 %
Total	24	100.0 %

Q21. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

<u>Q21. How often do you read Village Newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	507	70.8 %
Sometimes	125	17.5 %
Seldom	27	3.8 %
Never	16	2.2 %
<u>Don't know</u>	<u>41</u>	<u>5.7 %</u>
Total	716	100.0 %

WITHOUT "DON'T KNOW"

Q21. Please indicate how often you read the Village Newsletter, which is mailed to all residents. (without "don't know")

<u>Q21. How often do you read Village Newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	507	75.1 %
Sometimes	125	18.5 %
Seldom	27	4.0 %
<u>Never</u>	<u>16</u>	<u>2.4 %</u>
Total	675	100.0 %

Q22. Customer Service. Have you contacted the Village during the past year?

Q22. Have you contacted Village during past year	Number	Percent
Yes	288	40.2 %
No	428	59.8 %
Total	716	100.0 %

Q22a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your experience with Village employees (not elected officials) on the following behaviors.

(N=288)

	Always	Usually	Sometimes	Seldom	Never	No opinion
Q22a-1. Village staff was responsive to my needs	71.9%	18.8%	5.2%	1.7%	0.7%	1.7%
Q22a-2. Village staff was competent	74.0%	17.7%	3.1%	1.0%	1.0%	3.1%
Q22a-3. Village staff was courteous	84.0%	11.5%	1.7%	0.7%	0.3%	1.7%
Q22a-4. My issue was resolved promptly	55.9%	21.2%	7.3%	4.9%	5.2%	5.6%

WITHOUT "NO OPINION"

Q22a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your experience with Village employees (not elected officials) on the following behaviors. (without "no opinion")

(N=288)

	Always	Usually	Sometimes	Seldom	Never
Q22a-1. Village staff was responsive to my needs	73.1%	19.1%	5.3%	1.8%	0.7%
Q22a-2. Village staff was competent	76.3%	18.3%	3.2%	1.1%	1.1%
Q22a-3. Village staff was courteous	85.5%	11.7%	1.8%	0.7%	0.4%
Q22a-4. My issue was resolved promptly	59.2%	22.4%	7.7%	5.1%	5.5%

Q23. Capital Improvements. Of the community improvements listed below, which THREE would you select as the MOST IMPORTANT?

Q23. Most important community improvements	Number	Percent
Additional walkway construction in neighborhoods	285	39.8 %
Additional greenway trails (walking paths)	164	22.9 %
Bicycle lanes & paths	212	29.6 %
Additional street lighting in neighborhoods	298	41.6 %
Additional stormwater (drainage) improvements	251	35.1 %
Additional street resurfacing	289	40.4 %
Additional parks & open spaces	101	14.1 %
Additional athletic fields	28	3.9 %
New public library	137	19.1 %
Expansion of Village Center/Redevelopment of Village Place	90	12.6 %
Total	1855	

Q24. If you own a home in Pinehurst, 39% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (61%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that fund the Village's operating budget?

Q24. How satisfied are you with the value you receive for portion of your property taxes that funds Village's operating budget

	Number	Percent
Very satisfied	167	23.3 %
Satisfied	299	41.8 %
Neutral	129	18.0 %
Dissatisfied	54	7.5 %
Very dissatisfied	14	2.0 %
Don't know	53	7.4 %
Total	716	100.0 %

WITHOUT "DON'T KNOW"

Q24. If you own a home in Pinehurst, 39% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (61%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that fund the Village's operating budget? (without "don't know")

Q24. How satisfied are you with the value you receive for portion of your property taxes that funds Village's operating budget

	Number	Percent
Very satisfied	167	25.2 %
Satisfied	299	45.1 %
Neutral	129	19.5 %
Dissatisfied	54	8.1 %
Very dissatisfied	14	2.1 %
Total	663	100.0 %

Q25. Village Leadership. Please rate your level of satisfaction with the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q25-1. Overall quality of leadership provided by Village's elected officials	16.3%	34.8%	23.6%	8.5%	2.4%	14.4%
Q25-2. Overall effectiveness of appointed boards & commissions	13.7%	33.9%	26.1%	6.6%	2.0%	17.7%
Q25-3. Overall effectiveness of Village Manager & appointed staff	19.3%	35.5%	21.9%	3.9%	2.5%	16.9%

WITHOUT "NO OPINION"

Q25. Village Leadership. Please rate your level of satisfaction with the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25-1. Overall quality of leadership provided by Village's elected officials	19.1%	40.6%	27.6%	10.0%	2.8%
Q25-2. Overall effectiveness of appointed boards & commissions	16.6%	41.3%	31.7%	8.0%	2.4%
Q25-3. Overall effectiveness of Village Manager & appointed staff	23.2%	42.7%	26.4%	4.7%	3.0%

Q26. Would you recommend Pinehurst to others as a place to live?

Q26. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	625	87.3 %
No	40	5.6 %
Not provided	51	7.1 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q26. Would you recommend Pinehurst to others as a place to live? (without "not provided")

Q26. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	625	94.0 %
No	40	6.0 %
Total	665	100.0 %

Q29. Approximately how many years have you lived in the Village of Pinehurst?

Q29. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	243	33.9 %
5-10 years	141	19.7 %
11-20 years	177	24.7 %
20+ years	140	19.6 %
Not provided	15	2.1 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q29. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")

Q29. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	243	34.7 %
5-10 years	141	20.1 %
11-20 years	177	25.2 %
20+ years	140	20.0 %
Total	701	100.0 %

Q30. Do you have school-age children (grades K-12) living at home?

Q30. Do you have school-age children (grades K-12) living at home		
	Number	Percent
Yes	108	15.1 %
No	596	83.2 %
Not provided	12	1.7 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q30. Do you have school-age children (grades K-12) living at home? (without "not provided")

Q30. Do you have school-age children (grades K-12) living at home		
	Number	Percent
Yes	108	15.3 %
No	596	84.7 %
Total	704	100.0 %

Q30a. What grade level(s) are your school-age children?

Q30a. What grade level(s) are your school-age children		
	Number	Percent
K-5	72	66.7 %
6-8	32	29.6 %
High school	39	36.1 %
Total	143	

Q31. Which of the following best describes your current employment status?

Q31. What best describes your current employment status

<u>status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	233	32.5 %
Employed in home/have a home-based business	53	7.4 %
Student	4	0.6 %
Retired	399	55.7 %
Not currently employed	15	2.1 %
Not provided	12	1.7 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q31. Which of the following best describes your current employment status? (without "not provided")

Q31. What best describes your current employment status

<u>status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	233	33.1 %
Employed in home/have a home-based business	53	7.5 %
Student	4	0.6 %
Retired	399	56.7 %
Not currently employed	15	2.1 %
Total	704	100.0 %

Q31-1. "If employed outside home," what is the zip code where you work?

<u>Q31-1. Zip code where you work</u>	<u>Number</u>	<u>Percent</u>
28374	78	45.3 %
28387	35	20.3 %
28310	13	7.6 %
27376	5	2.9 %
28315	5	2.9 %
28327	5	2.9 %
28307	4	2.3 %
28306	2	1.2 %
27330	2	1.2 %
28370	2	1.2 %
28345	2	1.2 %
28379	2	1.2 %
23606	1	0.6 %
20817	1	0.6 %
48009	1	0.6 %
28388	1	0.6 %
48084	1	0.6 %
28348	1	0.6 %
27209	1	0.6 %
27325	1	0.6 %
28372	1	0.6 %
28376	1	0.6 %
27332	1	0.6 %
28910	1	0.6 %
27560	1	0.6 %
28308	1	0.6 %
27401	1	0.6 %
28357	1	0.6 %
43215	1	0.6 %
Total	172	100.0 %

Q32. Which of the following best describes your age?

Q32. What best describes your age	Number	Percent
Under 35 years	72	10.1 %
35-44 years	91	12.7 %
45-54 years	97	13.5 %
55-64 years	129	18.0 %
65+ years	303	42.3 %
Not provided	24	3.4 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Which of the following best describes your age? (without "not provided")

Q32. What best describes your age	Number	Percent
Under 35 years	72	10.4 %
35-44 years	91	13.2 %
45-54 years	97	14.0 %
55-64 years	129	18.6 %
65+ years	303	43.8 %
Total	692	100.0 %

Q33. Which of the following best describes your race?

Q33. What best describes your race	Number	Percent
Asian	12	1.7 %
White	654	91.3 %
American Indian/Alaskan Native	4	0.6 %
Native Hawaiian/Pacific Islander	2	0.3 %
Black/African American	19	2.7 %
Hispanic	34	4.7 %
Other	2	0.3 %
Total	727	

Q33-7. Other

Q33-7. Other	Number	Percent
Mixed	2	100.0 %
Total	2	100.0 %

Q34. Which of the following best describes where you live?

<u>Q34. What best describes where you live</u>	<u>Number</u>	<u>Percent</u>
Pinehurst 6	126	17.6 %
Pinehurst Trace/Pinedale/ MidlandCC/Taylorhurst	44	6.1 %
Pinehurst 7/Lawn & Tennis/CCNC	33	4.6 %
Morganton/Monticello	65	9.1 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	184	25.7 %
Pinewild	73	10.2 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	106	14.8 %
Village Acres/Murdocksville Rd	85	11.9 %
Total	716	100.0 %

Q35. What is your gender?

<u>Q35. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	355	49.6 %
Female	355	49.6 %
Not provided	6	0.8 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q35. What is your gender? (without "not provided")

<u>Q35. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	355	50.0 %
Female	355	50.0 %
Total	710	100.0 %

Section 5

Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

July 2019

Dear Village of Pinehurst Resident,

Each year, the Village of Pinehurst surveys its residents to obtain feedback on how the Village is meeting the needs of its citizens. We invite you to participate in this year's survey by providing your personal opinion. By taking approximately 15 minutes to complete the anonymous survey, you can help make an impact on the Village of Pinehurst. The feedback we receive will help Village leaders and elected officials set community priorities including staffing and budget expenditures, determine areas or services that need improvement, and identify future needs. We strive to exceed your expectations as we promote, enhance, and sustain the quality of life in the Village of Pinehurst.

Complete the survey using the paper survey and postage paid envelope provided or complete it online by visiting www.2019PinehurstCommunitySurvey.com.

The survey data will be collected and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present the results to the Pinehurst Village Council at a public meeting in September. Please join us to hear the results!

If you have any questions about the survey, please contact me at 295-1900, ext. 1101. Thank you for participating in the 2019 Community Survey.

Sincerely,

Jeffrey M. Sanborn
Village Manager

ADMINISTRATION

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



2019 Village of Pinehurst Community 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 resident concerns. If you have questions, please contact Jeff Sanborn, Village Manager at (910) 295-1900, ext. 1101 or at jsanborn@vopnc.org.

- 1. Overall Satisfaction with Village Services. Please rate your level of satisfaction with each of the following major categories of services provided by 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	No Opinion
01.	Police services	5	4	3	2	1	9
02.	Fire services	5	4	3	2	1	9
03.	Parks and recreation programs	5	4	3	2	1	9
04.	Parks and recreation facilities	5	4	3	2	1	9
05.	Solid waste services	5	4	3	2	1	9
06.	Street and right-of-way maintenance	5	4	3	2	1	9
07.	Enforcement of Village codes & ordinances	5	4	3	2	1	9
08.	Customer service provided by Village employees	5	4	3	2	1	9
09.	Village communication with residents	5	4	3	2	1	9
10.	Village efforts at maintaining the quality of your neighborhood	5	4	3	2	1	9
11.	Promotion of natural resource conservation	5	4	3	2	1	9
12.	Level of public involvement in local decisions	5	4	3	2	1	9

- 2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]**

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

- 3. Reasons to Live in Pinehurst. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," please rate how important each reason was in your decision to live where you live. Then, please indicate if your needs are being met in Pinehurst.**

		Very Important	Somewhat Important	Not sure	Unimportant	Are your needs being met in Pinehurst?	
01.	Sense of community	4	3	2	1	Yes	No
02.	Quality of public education	4	3	2	1	Yes	No
03.	Types of housing	4	3	2	1	Yes	No
04.	Quality of housing	4	3	2	1	Yes	No
05.	Access to quality shopping	4	3	2	1	Yes	No
06.	Availability of cultural arts opportunities	4	3	2	1	Yes	No
07.	Availability of golfing opportunities	4	3	2	1	Yes	No
08.	Availability of other recreational opportunities	4	3	2	1	Yes	No
09.	Proximity to family or friends	4	3	2	1	Yes	No
10.	Proximity to work	4	3	2	1	Yes	No
11.	Safety and security	4	3	2	1	Yes	No
12.	Quality health care	4	3	2	1	Yes	No
13.	Opportunities and/or resources for senior citizens	4	3	2	1	Yes	No
14.	Opportunities and/or resources for children under 18	4	3	2	1	Yes	No
15.	Low property tax rate	4	3	2	1	Yes	No

4. **Perception of Pinehurst.** Several items that may influence your perception of Pinehurst as a community are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

	Excellent	Good	Neutral	Below Average	Poor	No Opinion
1. Overall image of the Village	5	4	3	2	1	9
2. Overall quality of life in the Village	5	4	3	2	1	9
3. Overall feeling of safety in the Village	5	4	3	2	1	9
4. Quality of new development in the Village	5	4	3	2	1	9
5. As a place to live	5	4	3	2	1	9
6. As a place to raise children	5	4	3	2	1	9
7. As a place to retire	5	4	3	2	1	9
8. Overall appearance of the Village	5	4	3	2	1	9
9. Availability of affordable housing	5	4	3	2	1	9

5. **Perceptions of Safety and Security.** Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	No Opinion
1. Walking alone in your neighborhood during the day	5	4	3	2	1	9
2. Walking alone in your neighborhood after dark	5	4	3	2	1	9
3. In Village parks and recreation facilities	5	4	3	2	1	9
4. In business areas of the Village during the day	5	4	3	2	1	9
5. In business areas of the Village after dark	5	4	3	2	1	9

6. **Public Safety Services.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1. Efforts to prevent crimes	5	4	3	2	1	9
2. Enforcement of local traffic laws	5	4	3	2	1	9
3. How quickly police respond to emergencies	5	4	3	2	1	9
4. Frequency that police officers patrol your neighborhood	5	4	3	2	1	9
5. Fire prevention and education programs provided by the Village	5	4	3	2	1	9
6. How quickly fire personnel respond to emergencies	5	4	3	2	1	9

7. **Which TWO of the public safety services listed in Question 6 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?** [Write in your answers below using the numbers from the list in Question 6.]

1st: ____ 2nd: ____

8. **Cultural and Recreation Services.** Which of the following Parks and Recreation programs and facilities have you used in the Village of Pinehurst during the past year? [Check all that apply.]

- | | |
|--|--|
| ____(1) Greenway trails | ____(5) Rassie Wicker Park |
| ____(2) Village sponsored cultural/arts events | ____(6) Camelot Playground |
| ____(3) Cannon Park | ____(7) Splash Pad at Wicker Park |
| ____(4) Arboretum/Timmel Pavilion | ____(8) West Pinehurst Park (e.g. disc golf) |

9. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Number of Village parks	5	4	3	2	1	9
02.	Quality of Village parks	5	4	3	2	1	9
03.	Quality of recreation indoor facilities	5	4	3	2	1	9
04.	Availability of recreation indoor facilities	5	4	3	2	1	9
05.	Availability of walking/greenway trails	5	4	3	2	1	9
06.	Condition of walking/greenway trails	5	4	3	2	1	9
07.	Quality of outdoor athletic fields and facilities	5	4	3	2	1	9
08.	Availability of outdoor athletic fields and facilities	5	4	3	2	1	9
09.	Availability of information about recreation programs	5	4	3	2	1	9
10.	Quality of youth recreation programs	5	4	3	2	1	9
11.	Quality of adult recreation programs	5	4	3	2	1	9
12.	Range of amenities at parks and recreation facilities	5	4	3	2	1	9
13.	Village sponsored cultural arts events	5	4	3	2	1	9
14.	Variety of cultural arts events and programs in Southern Moore County	5	4	3	2	1	9

10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 9.]

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

11. Do you shop regularly in the Village Center (downtown)? ____ (1) Yes [Skip to Q12.] ____ (2) No

11a. Please check each of the following reasons that prevent you from shopping regularly in the Village Center (downtown). [Check all that apply.]

- (1) Stores hours of operation
 (4) Parking availability
 (2) Variety of merchandise offered for sale
 (5) Other: _____
 (3) Merchandise is more targeted to tourists than local shoppers

12. Public Library Services. Through a cooperative agreement with the Given Memorial Library—a private, non-profit organization—the Village provides approximately 21% of the operational costs of the library. With that in mind, please indicate whether you or other members of your household have used the Given Memorial Library's services during the past year by circling either "Yes" or "No." Then, for each of the services you have used, please rate your satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Have you used this service?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion	
1.	Given Memorial Library services	Yes	No	5	4	3	2	1	9
2.	Given Memorial Library programs	Yes	No	5	4	3	2	1	9

12a. If you answered "No" to either part of Question 12, please CHECK ALL of the following reasons that prevent you from using the Given Memorial Library services.

- (1) Didn't know about it
 (6) Insufficient technology available
 (2) Hours of operation
 (7) Not enough meeting areas/rooms
 (3) Variety of library services offered
 (8) A library is not important to me
 (4) Variety of library programs offered
 (9) Other: _____
 (5) Parking availability

13. **Code Enforcement.** Please rate your satisfaction with each of the following Village efforts to enforce regulations using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2.	Enforcing mowing/cutting of weeds/grass on private property	5	4	3	2	1	9
3.	Enforcing parking/prohibiting oversized vehicles in residential neighborhoods	5	4	3	2	1	9
4.	Enforcing sign regulations	5	4	3	2	1	9
5.	Enforcing solid waste cart regulations	5	4	3	2	1	9

14. **How would you describe the amount of effort the Village applies to enforce its codes and ordinances?**

____(1) About right ____ (2) Too much ____ (3) Too little

15. **Solid Waste Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Residential trash collection services	5	4	3	2	1	9
2.	Curbside recycling services	5	4	3	2	1	9
3.	Yard waste collection services	5	4	3	2	1	9

16. **Public Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Maintenance of main Village street thoroughfares	5	4	3	2	1	9
02.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
03.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
04.	Maintenance/preservation of downtown	5	4	3	2	1	9
05.	Quality of landscaping in medians and other public areas	5	4	3	2	1	9
06.	Overall cleanliness of streets and other public areas	5	4	3	2	1	9
07.	Adequacy of street lighting	5	4	3	2	1	9
08.	Availability of walkways	5	4	3	2	1	9
09.	Condition of existing walkways	5	4	3	2	1	9
10.	Quality of the stormwater runoff/management system	5	4	3	2	1	9
11.	Winter weather response on Village streets (snow/ice)	5	4	3	2	1	9
12.	Ease of travel on highway	5	4	3	2	1	9
13.	Ease of travel through the large traffic circle	5	4	3	2	1	9

17. **Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 16.]**

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

18. Please indicate whether you or other members of your household have used the following Village services and facilities during the past year by circling either "Yes" or "No." If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Have you used this service or facility?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Fire services	Yes	No	5	4	3	2	1	9
2.	Police services	Yes	No	5	4	3	2	1	9
3.	Village Hall reception desk	Yes	No	5	4	3	2	1	9
4.	The MYVOP service request system	Yes	No	5	4	3	2	1	9
5.	Code enforcement	Yes	No	5	4	3	2	1	9
6.	Recreation program registration	Yes	No	5	4	3	2	1	9
7.	Planning and Inspections services	Yes	No	5	4	3	2	1	9

19. **Public Communication and Outreach.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Quality of information about Village programs/services	5	4	3	2	1	9
2.	Village efforts to keep you informed about local issues	5	4	3	2	1	9
3.	Opportunities to participate in local government (advisory boards, volunteering)	5	4	3	2	1	9
4.	Village social media	5	4	3	2	1	9
5.	Village website (vopnc.org)	5	4	3	2	1	9
6.	Village Newsletter	5	4	3	2	1	9
7.	Monthly Village e-News updates	5	4	3	2	1	9
8.	Online Engagement Portals (i.e. Engage Pinehurst)	5	4	3	2	1	9
9.	Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

20. Which of the following do you use to get information about the Village of Pinehurst? [Check all that apply.]

- | | |
|---|--|
| <input type="checkbox"/> (1) Village employees | <input type="checkbox"/> (6) Village social media (e.g. Facebook, Twitter) |
| <input type="checkbox"/> (2) Village Newsletter | <input type="checkbox"/> (7) The Pilot newspaper |
| <input type="checkbox"/> (3) Village website (vopnc.org) | <input type="checkbox"/> (8) Attend or view public meetings |
| <input type="checkbox"/> (4) Monthly Village e-News | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (5) Village mobile app (MYVOP) | |

21. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

- (1) All the time (2) Sometimes (3) Seldom (4) Never (9) Don't know

22. **Customer Service.** Have you contacted the Village during the past year?

- (1) Yes (2) No [Skip to Q23.]

22a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your experience with Village employees (not elected officials) on the following behaviors.

Customer Service Characteristics:	Always	Usually	Sometimes	Seldom	Never	No Opinion
1. Village staff was responsive to my needs	5	4	3	2	1	9
2. Village staff was competent	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

23. **Capital Improvements.** Of the community improvements listed below, which THREE would you select as the MOST IMPORTANT?

- (01) Additional walkway construction in neighborhoods
- (02) Additional greenway trails (walking paths)
- (03) Bicycle lanes and paths
- (04) Additional street lighting in neighborhoods
- (05) Additional stormwater (drainage) improvements
- (06) Additional street resurfacing
- (07) Additional parks and open spaces
- (08) Additional athletic fields
- (09) New public library
- (10) Expansion of Village Center/Redevelopment of Village Place

24. **If you own a home in Pinehurst, 39% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (61%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that funds the Village's operating budget?**

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

25. **Village Leadership.** Please rate your level of satisfaction with the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1. Overall quality of leadership provided by the Village's elected officials	5	4	3	2	1	9
2. Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
3. Overall effectiveness of the Village Manager and appointed staff	5	4	3	2	1	9

26. **Would you recommend Pinehurst to others as a place to live?** (1) Yes (2) No

27. **What are the most important issues facing Pinehurst today?**

28. **Do you have any suggestions for how the Village could serve you better?**

DEMOGRAPHICS

29. **Approximately how many years have you lived in the Village of Pinehurst?**

- (1) Less than 5 years
- (2) 5-10 years
- (3) 11-20 years
- (4) 20+ years

30. **Do you have school-age children (grades K-12) living at home?**

- (1) Yes
- (2) No [Skip to Q31.]

30a. **What grade level(s) are your school-age children? [Check all that apply.]**

- (1) K - 5
- (2) 6 - 8
- (3) High School

31. Which of the following best describes your current employment status?

- (1) Employed outside the home
(What is the zip code where you work? _____)
- (2) Employed in the home/have a home-based business
- (3) Student
- (4) Retired
- (5) Not currently employed

32. Which of the following best describes your age?

- (1) Under 25 years (3) 35-44 years (5) 55-64 years
- (2) 25-34 years (4) 45-54 years (6) 65+ years

33. Which of the following best describes your race? [Check all that apply.]

- (1) Asian (4) Native Hawaiian/Pacific Islander (7) Other: _____
- (2) White (5) Black/African American
- (3) American Indian/Alaskan Native (6) Hispanic

34. Which of the following best describes where you live?

- (1) Pinehurst 6 (6) Pinewild
- (2) Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst (7) Old Town/Linden Road/Donald Ross/Clarendon Gardens
- (3) Pinehurst 7/Lawn & Tennis/CCNC
- (4) Morganton/Monticello (8) Village Acres/Murdocksville Rd.
- (5) Lake Pinehurst/Burning Tree/St. Andrews/Cotswold

35. What is your gender? (1) Male (2) Female

This concludes the survey – Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the right will ONLY be used to help identify the level of satisfaction with Village services in your area. If your address is not correct, please provide the correct information. Thank you.