

# ***2019 Business Survey***

## ***Village of Pinehurst, NC***

Presented by

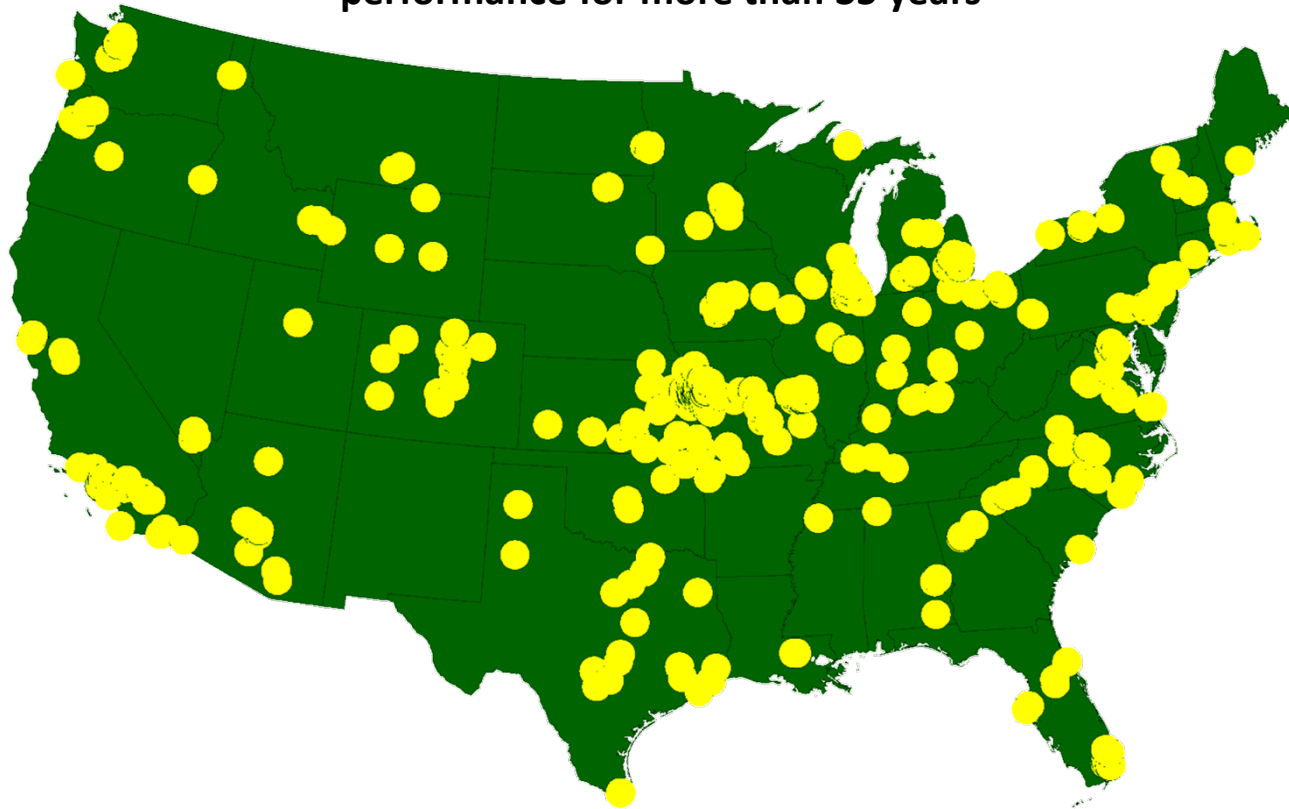


September 2019

# ETC Institute

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# Agenda

- Purpose
- Methodology
- Survey Topics
  - Characteristics of Businesses
  - Perceptions of the Village
  - Satisfaction with Village Services
  - Reasons Businesses Located in Pinehurst
  - Other Findings
- Summary
- Questions

# Purpose

- ❑ To objectively assess the quality of Village services that are provided to businesses in Pinehurst
- ❑ To identify ways to improve the quality of Village services that are provided to businesses in the community
- ❑ To measure trends from previous surveys

# Methodology

- ❑ Four-page survey
- ❑ Took average respondents about 10-15 minutes to complete
- ❑ Many of the questions were similar to those asked in previous surveys
- ❑ Administered by mail, online and phone
- ❑ A random sample of 80 business owners/senior managers completed the survey

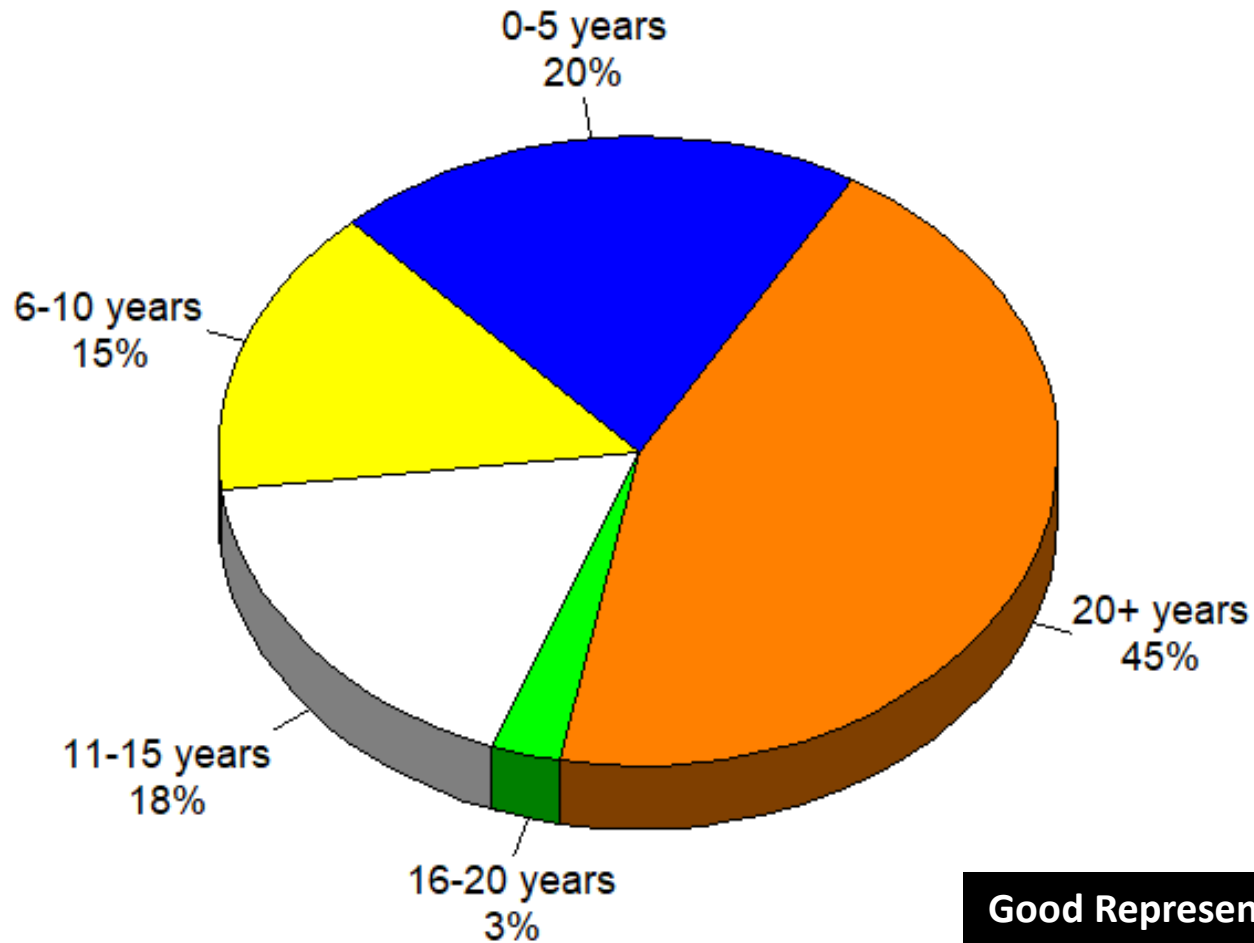
## *Topic #1*

# Characteristics of the Business Community



# Q21. How many years have you been in operation in the Village?

by percentage of respondents (excluding "not provided")

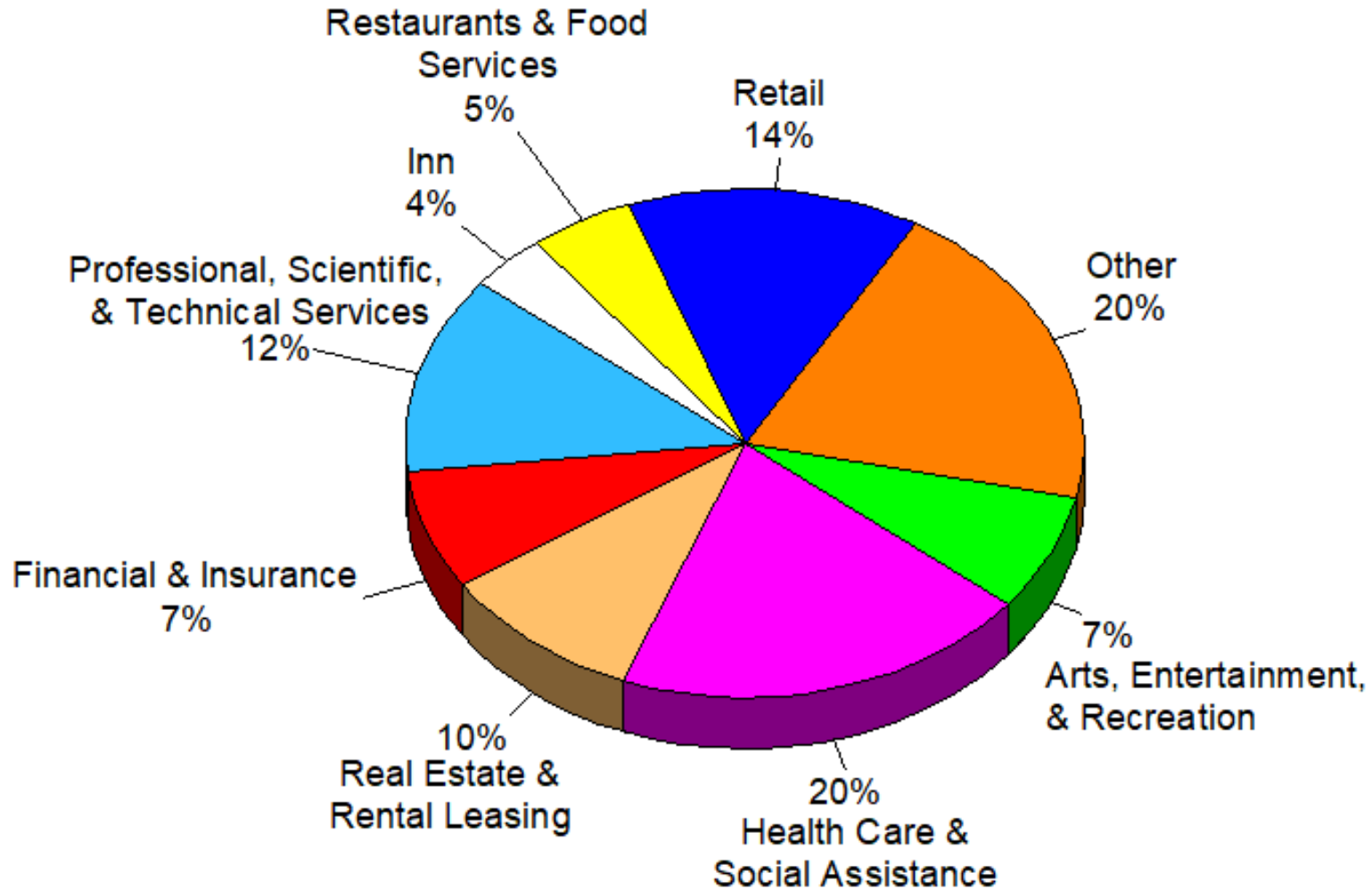


**Good Representation by  
Number of Years  
Operating in the Village**

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

# Q20. Primary Business Category for Your Business

by percentage of respondents



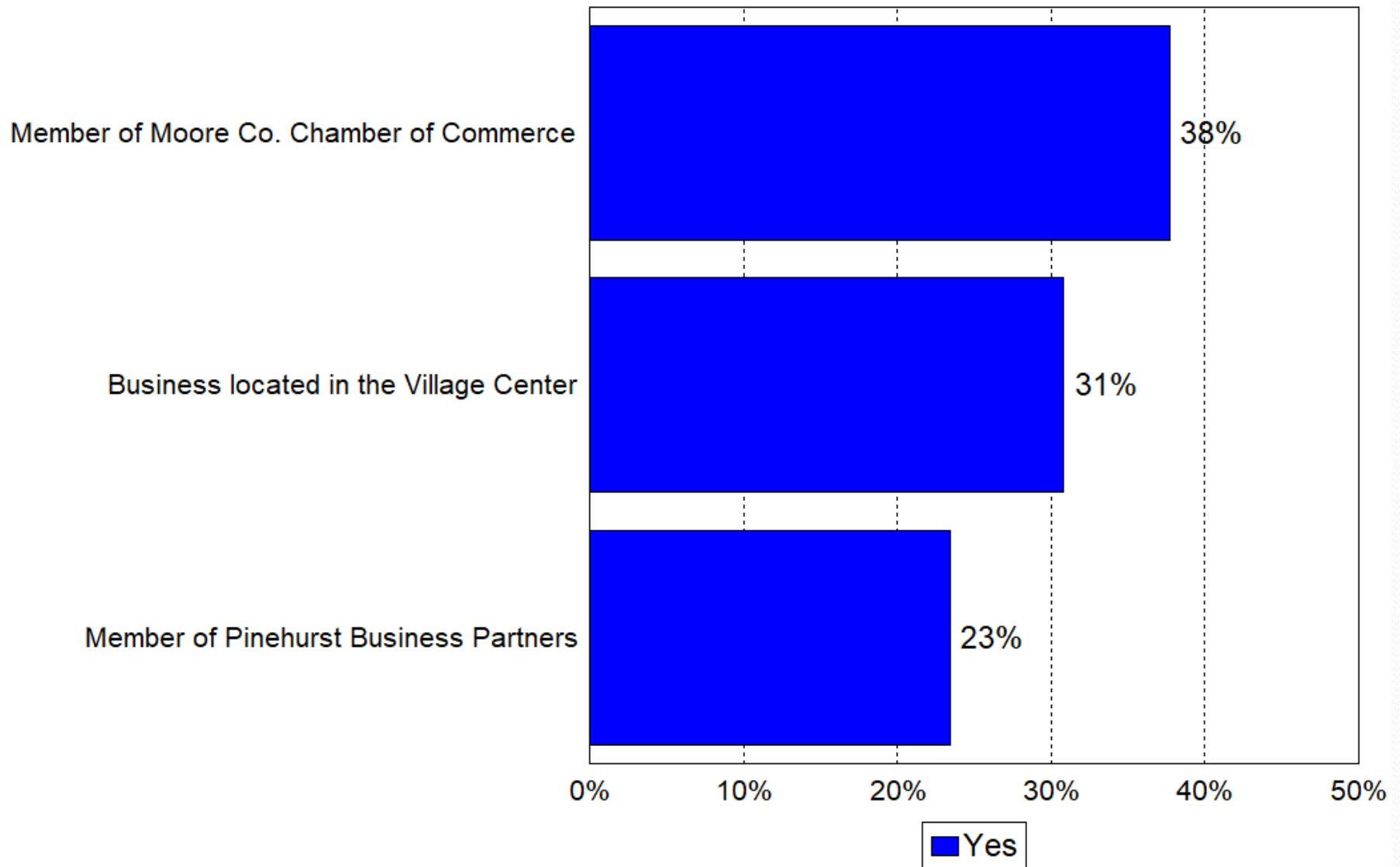
**Good Representation  
by Type of Business**

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)



## Q22. Is Your Business Any of the Following:

by percentage of respondents who answered "yes"



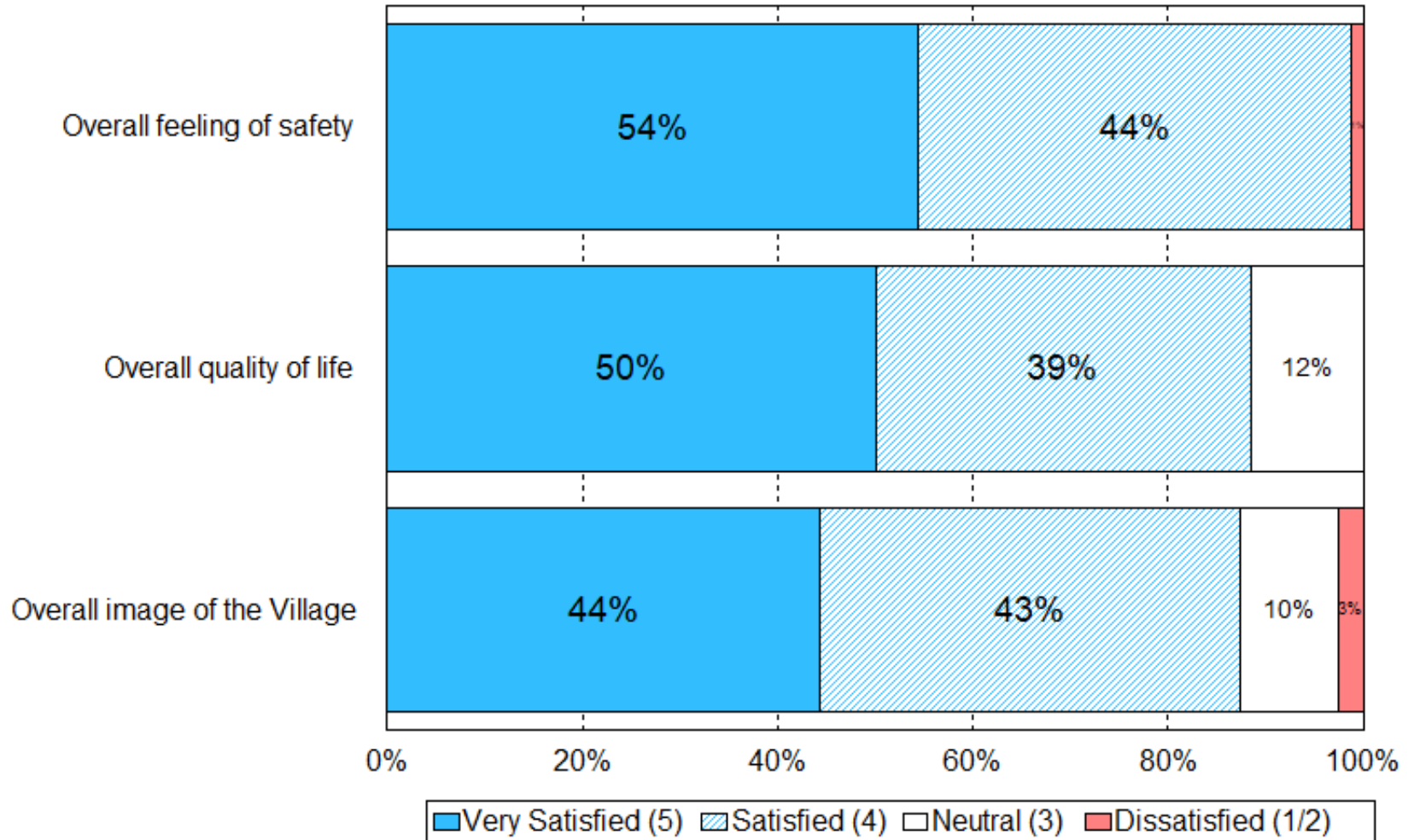
Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

## *Topic #2*

# Perceptions of the Village

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

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

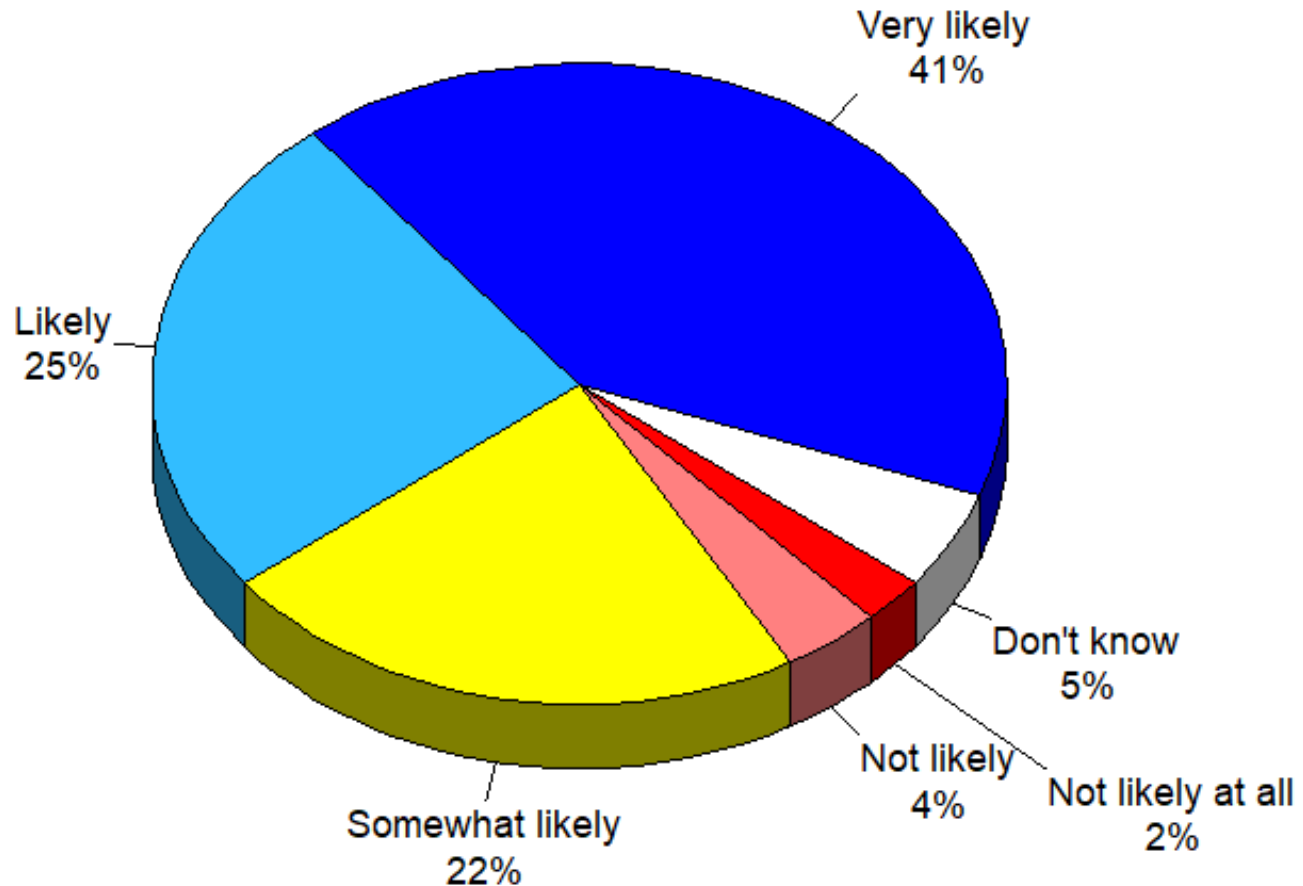


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

**Over 85% of Businesses Are Very Satisfied or Satisfied with the Feeling of Safety, Quality of Life, and Image of the Village**

# Q6. How likely would you be to recommend the Village as a business location to friends, family, and co-workers?

by percentage of respondents



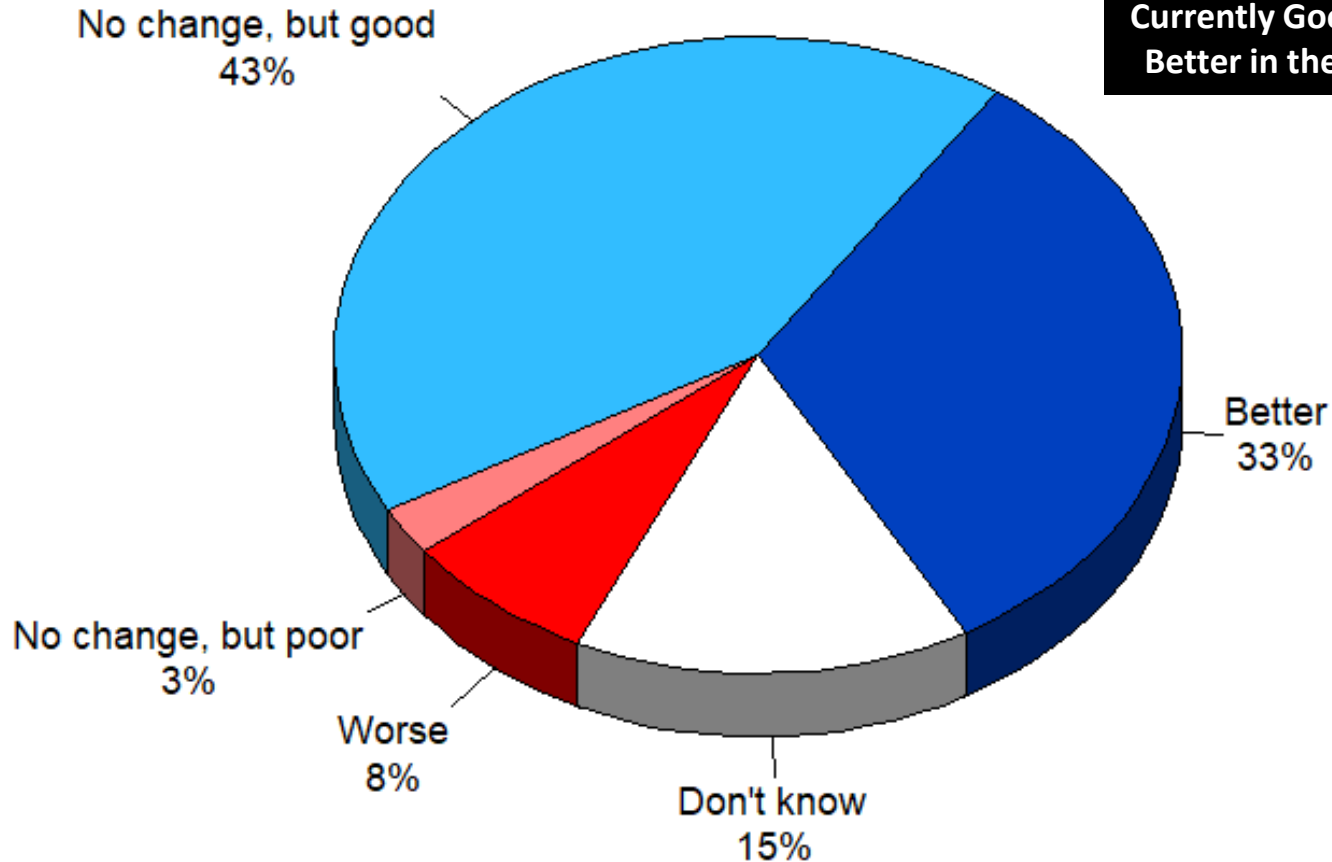
Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

**11-1 Ratio of Businesses That Would Be Very Likely/Likely vs. Not at All Likely/Not Likely to Recommend the Village as a Business Location (66% vs. 6%)**

# Q7. How would you rate the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?

by percentage of respondents

**76% of Respondents Feel the Business Atmosphere Is Currently Good or Has Gotten Better in the Past Two Years**



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

**33% Feel the Overall Business Atmosphere in Pinehurst Has Gotten Better, Compared to Only 8% Who Feel It's Gotten Worse**

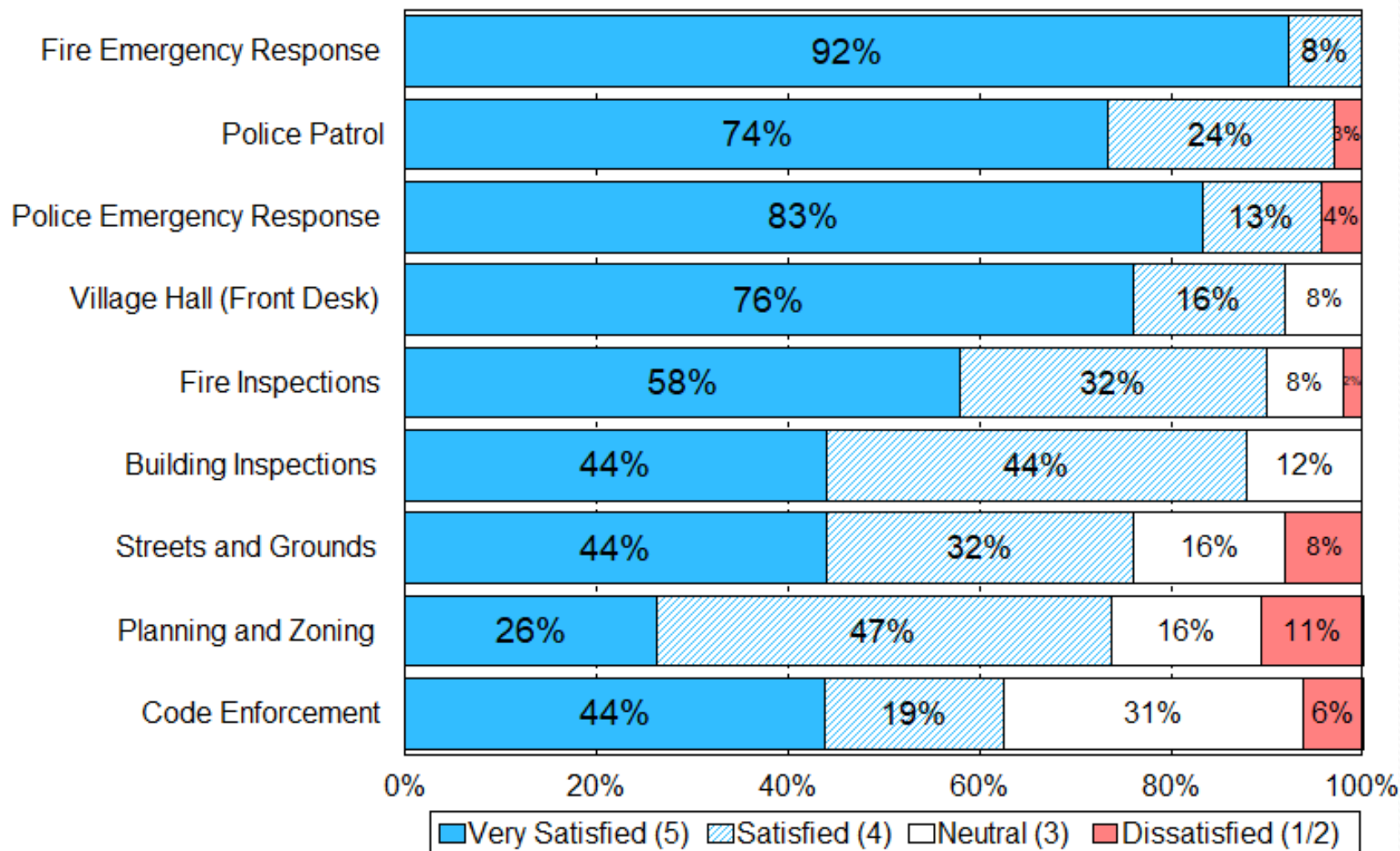
## *Topic #3*

# Satisfaction with Village Services and Priorities for Improvement



# Q1. Overall Satisfaction with Pinehurst Services or Departments Used in the Past Year

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

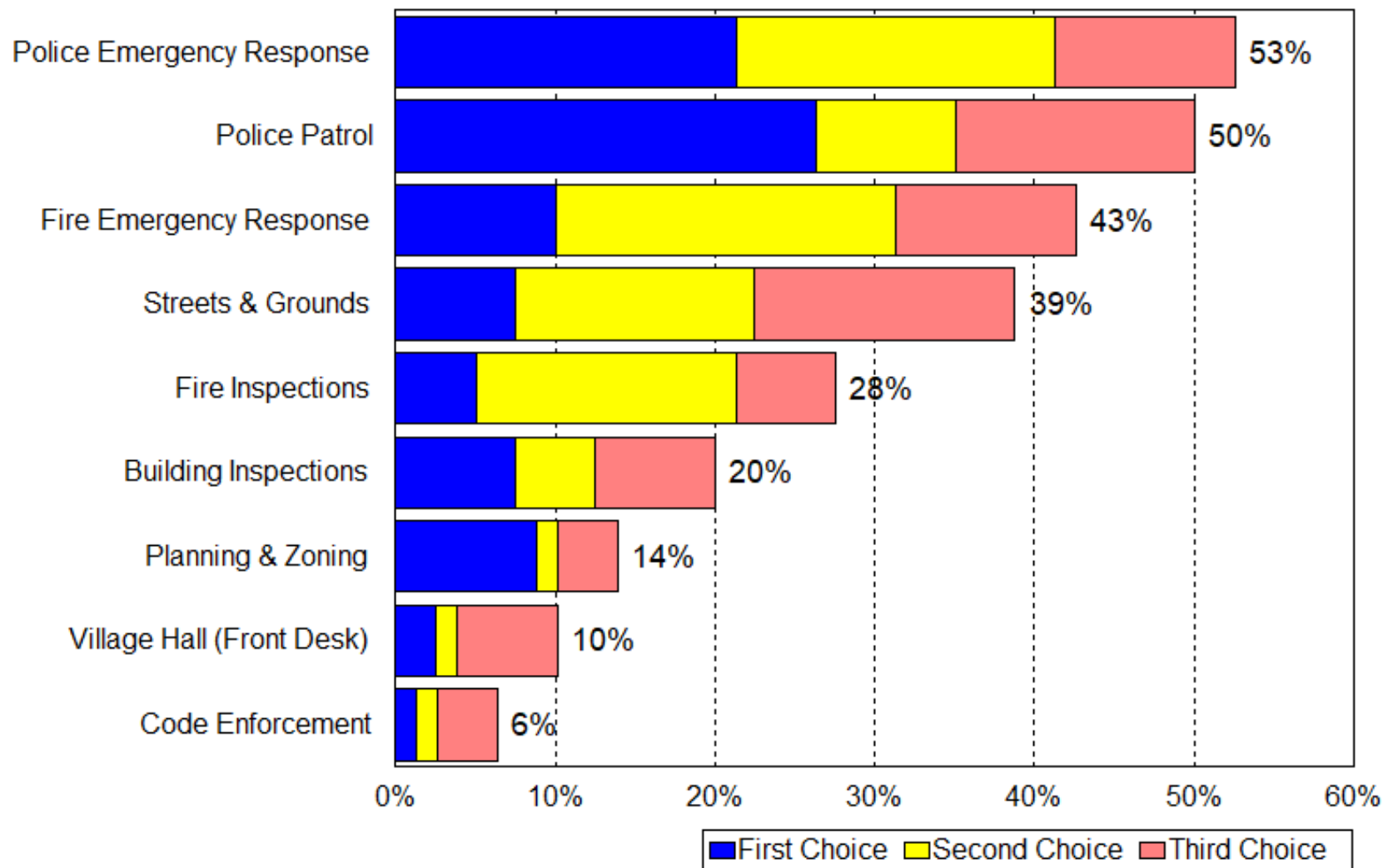


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

**Satisfaction Is High for All Village Departments/Services**

## Q2. Village Services or Departments Rated as the Most Important to Their Business

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

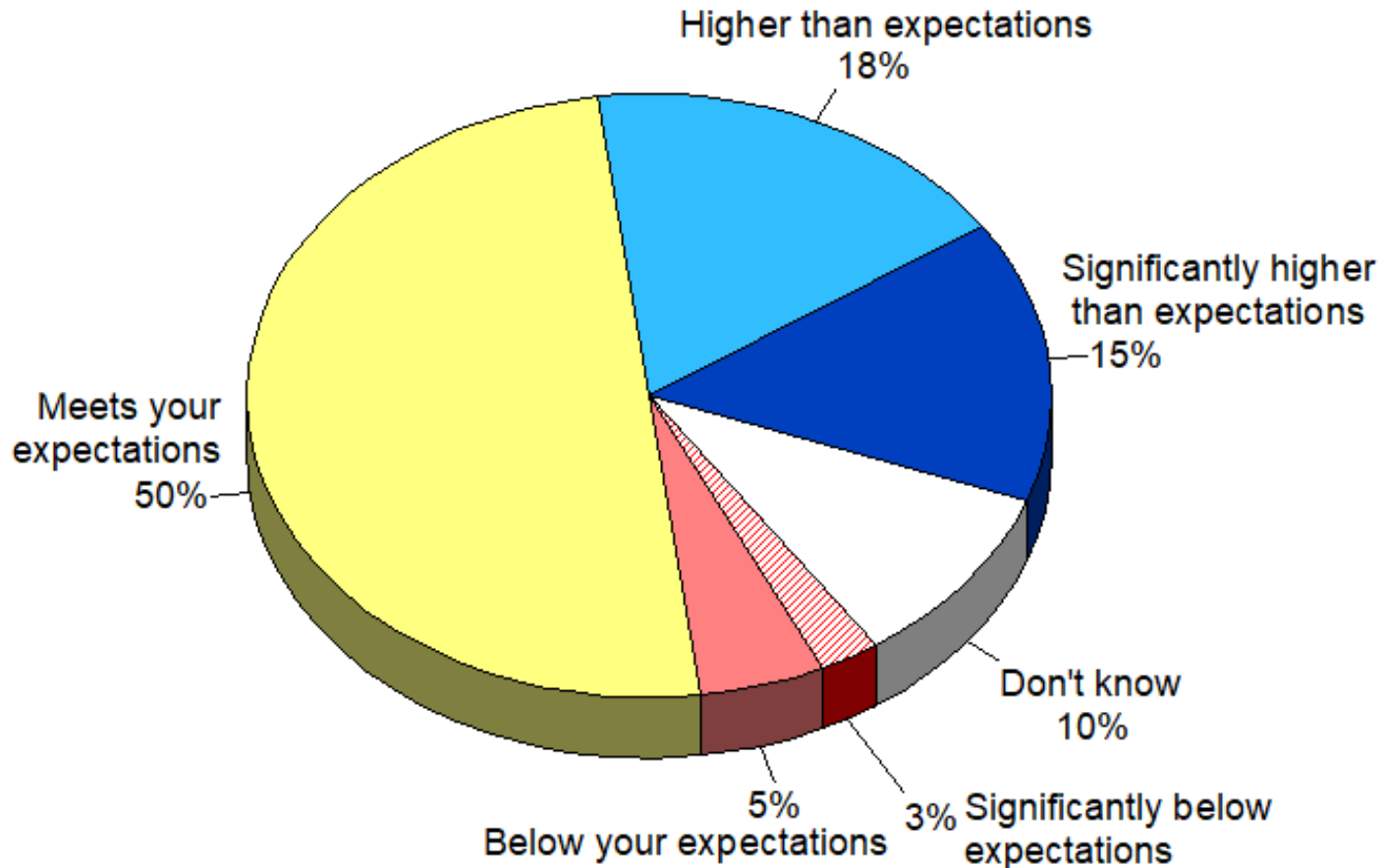


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

**Police Emergency Response, Police Patrol, and Fire Emergency Response  
Were Rated as the Most Important Village Services**

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

by percentage of respondents

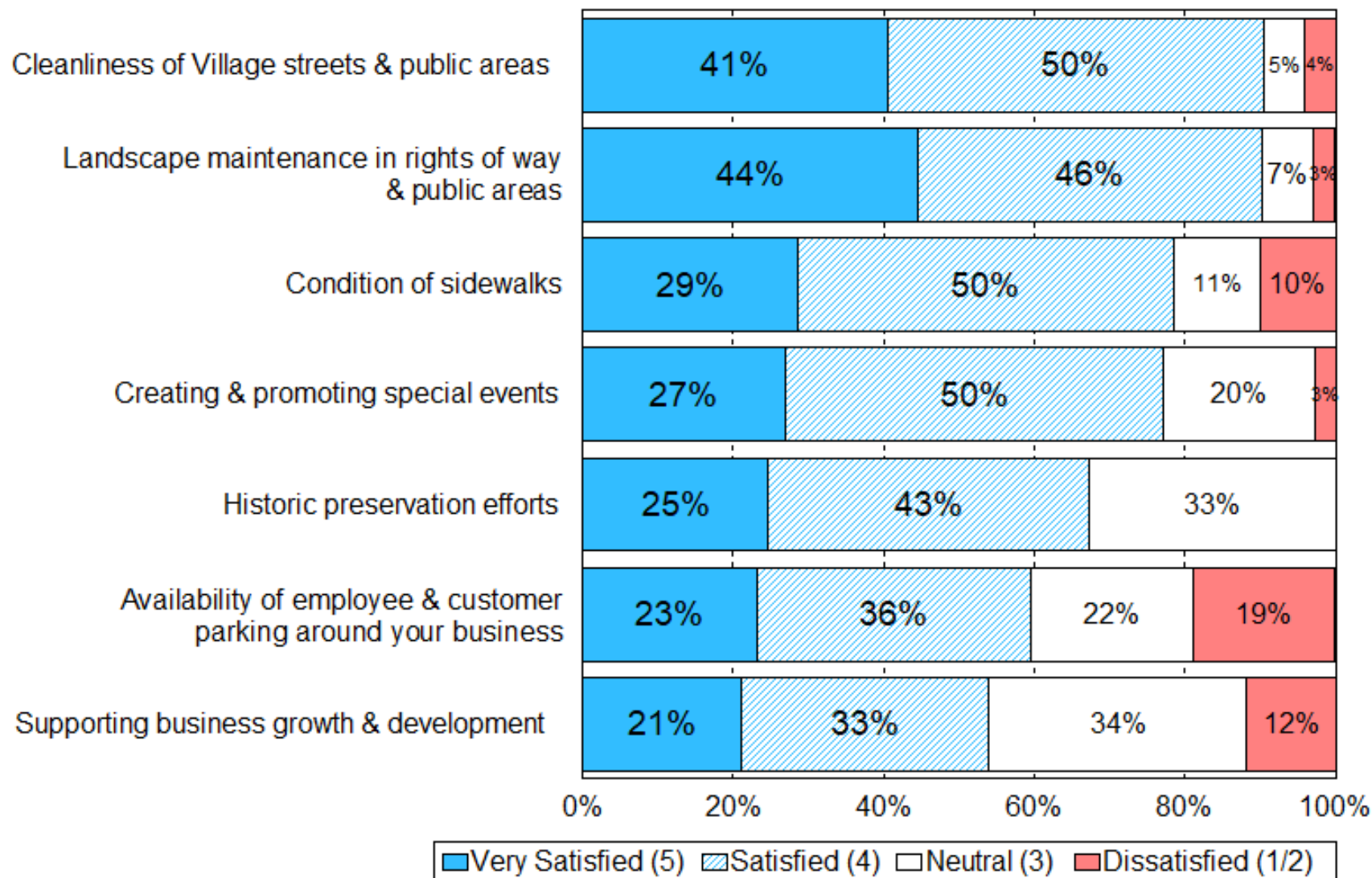


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

**33% of Businesses Feel the Overall Quality of Village Services Is Higher Than Their Expectations; Only 8% Feel Village Services Are Below Their Expectations**

## Q4. Level of Satisfaction with the Village in Various Areas

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



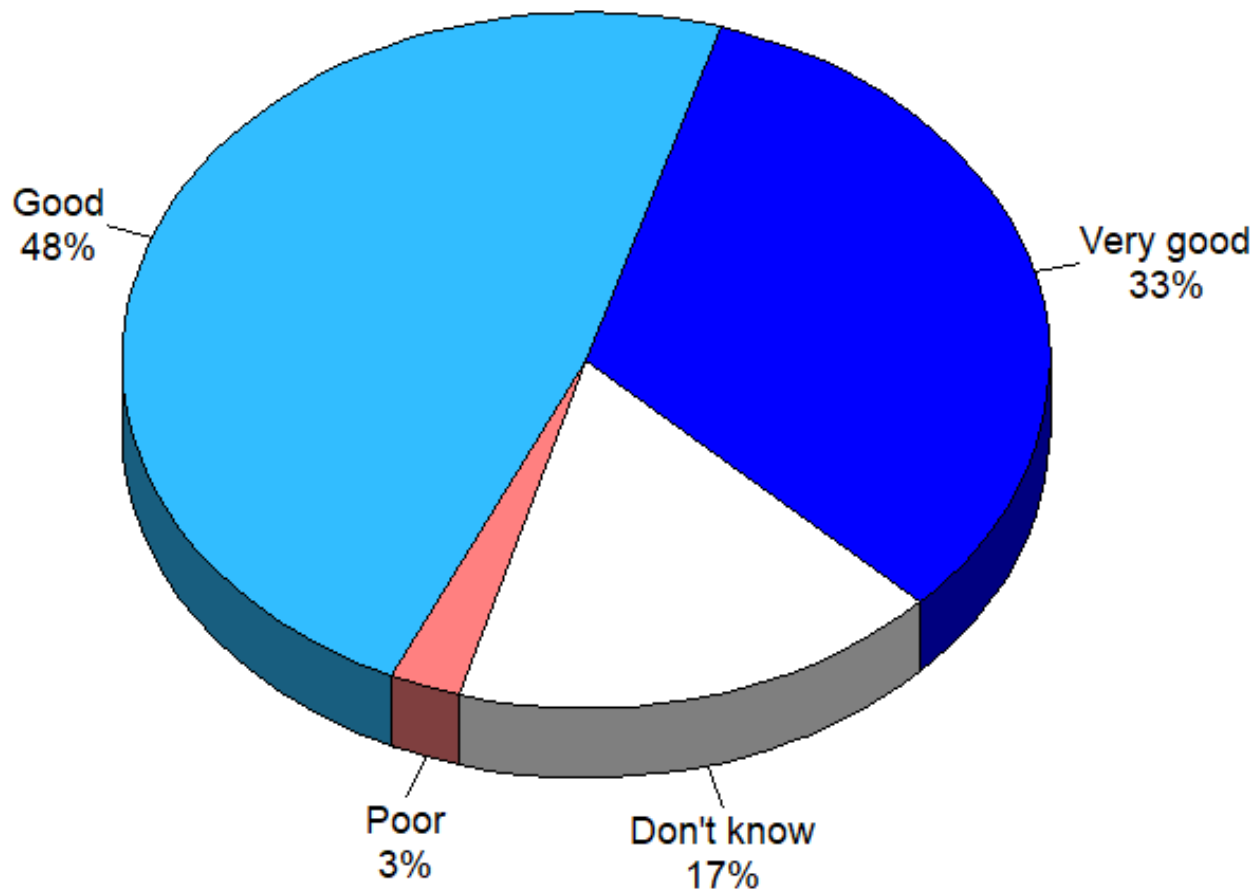
Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

**Satisfaction Is High for All Village Services**



## Q8. How would you rate the Village of Pinehurst customer service?

by percentage of respondents

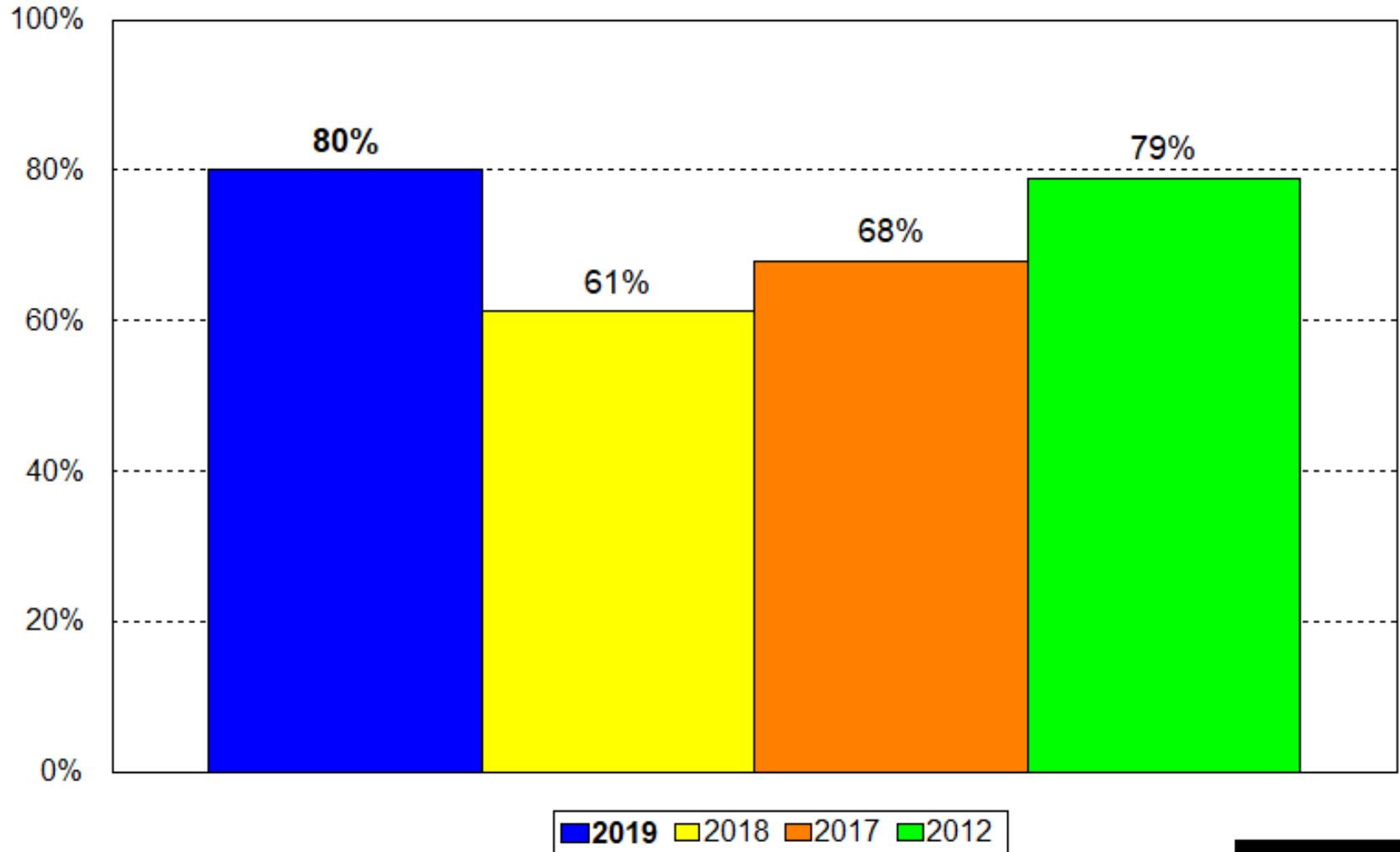


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

**81% of Businesses Rated Village Customer Services as "Very Good" or "Good";  
Only 3% Rated Village Services as "Poor"**

# Q8. How would you rate the Village of Pinehurst customer service? - 2012 to 2019

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



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

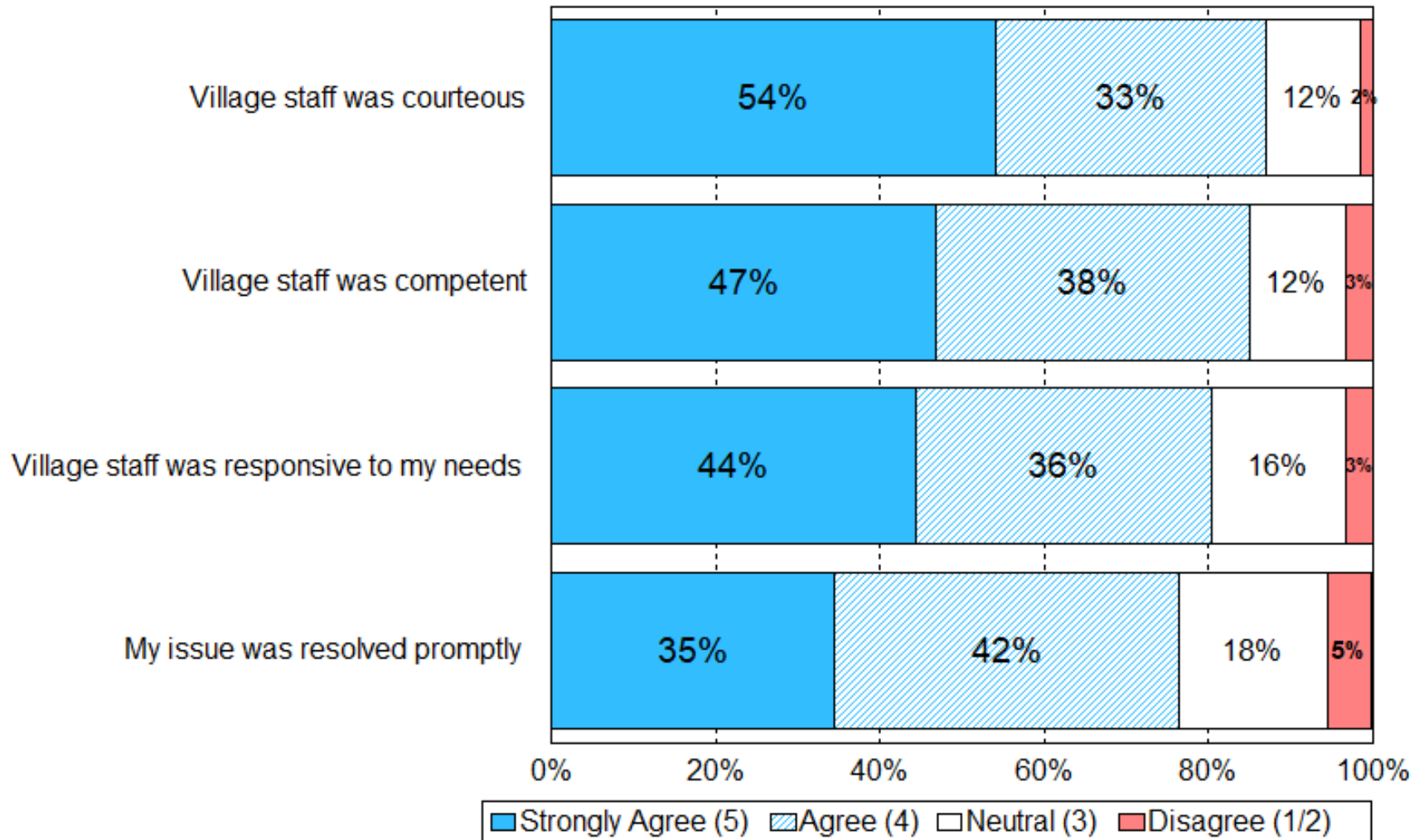


Satisfaction with Customer Service Has Increased Significantly Since 2018



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

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

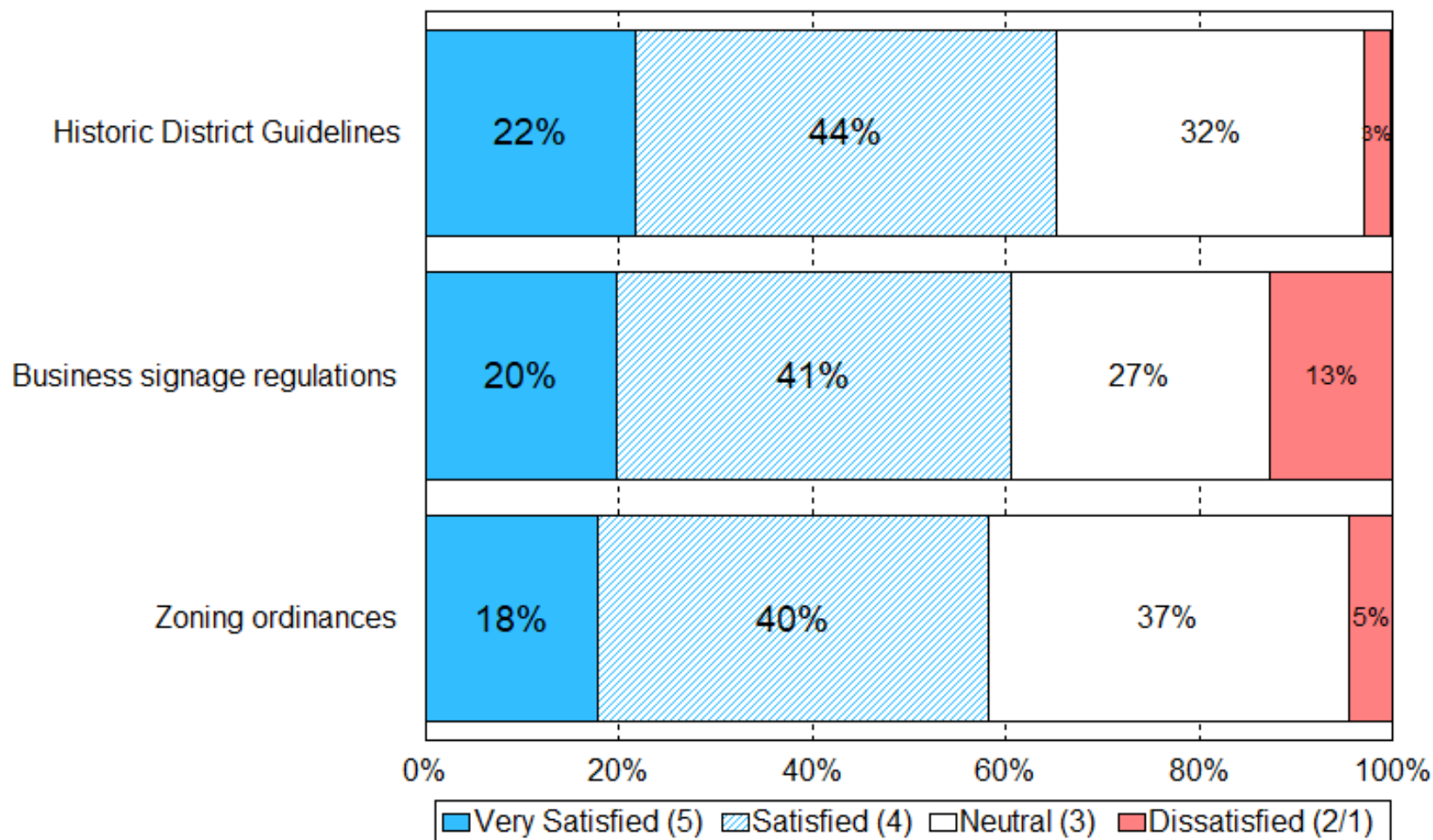


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Satisfaction Is High for All Areas of Customer Service

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

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



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

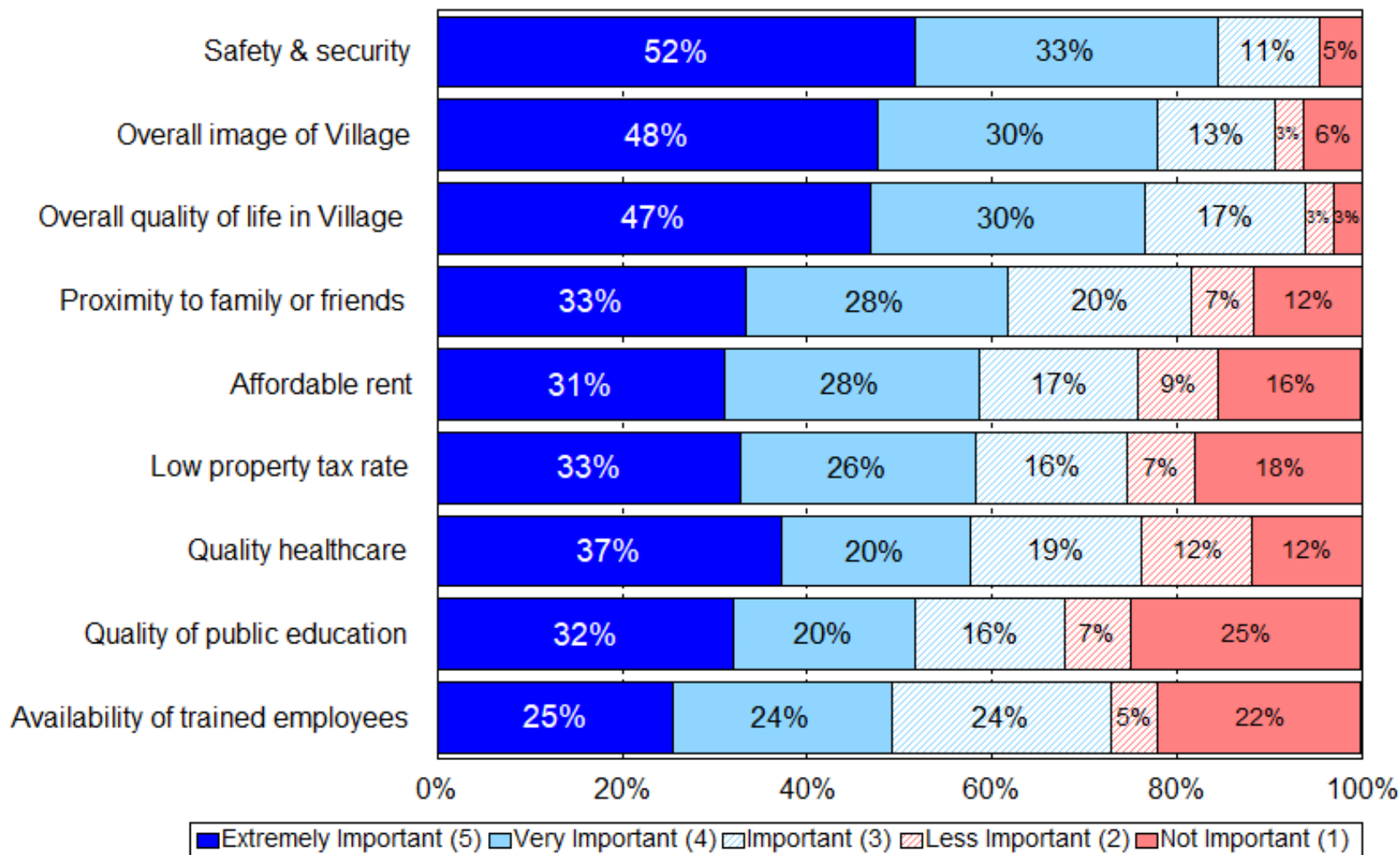
Satisfaction Is High in Areas of Community Development

## **Major Finding #4**

# **Reasons Businesses Decided to Locate in Pinehurst**

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

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



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

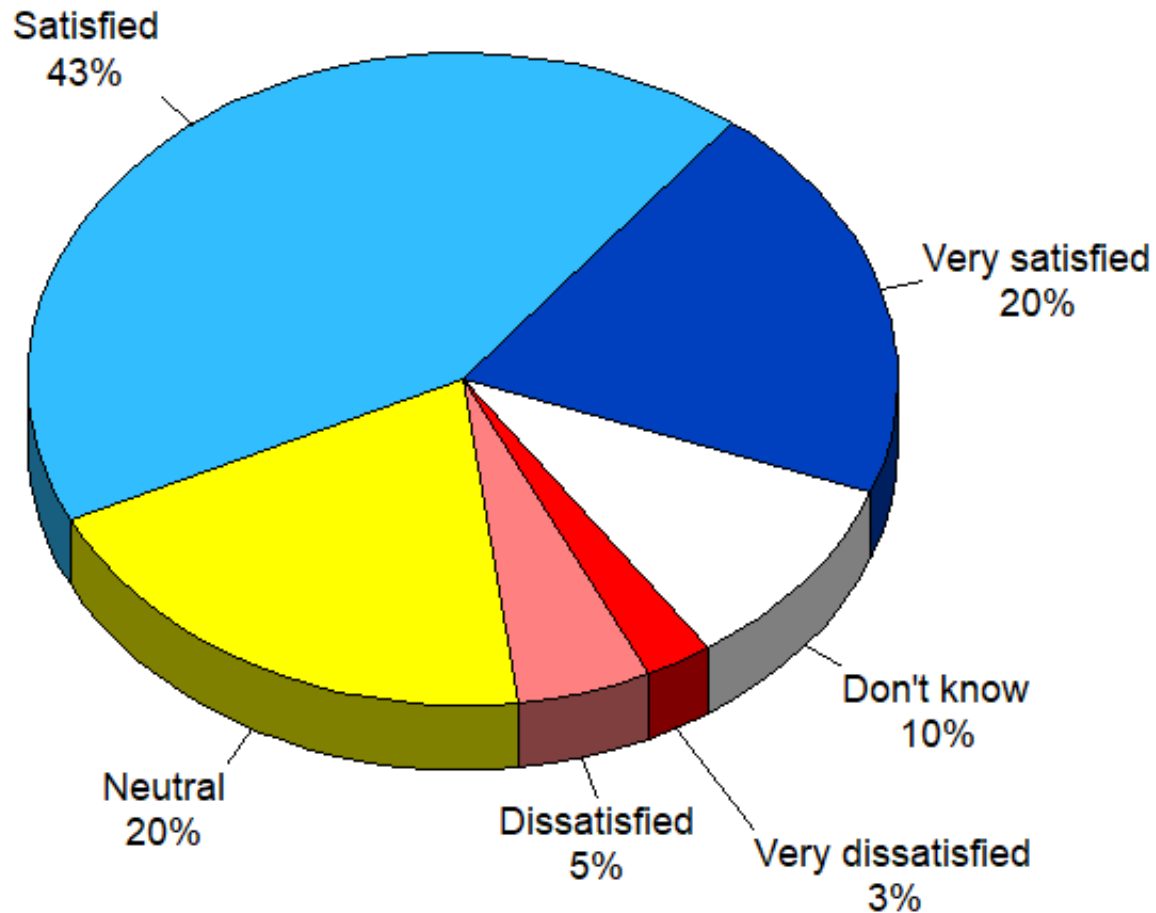
**The Most Important Reasons That Businesses Decided to Locate in Pinehurst Are: Safety and Security, Overall Image of the Village, and Overall Quality of Life in the Village**

# **Other Findings**



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

by percentage of respondents



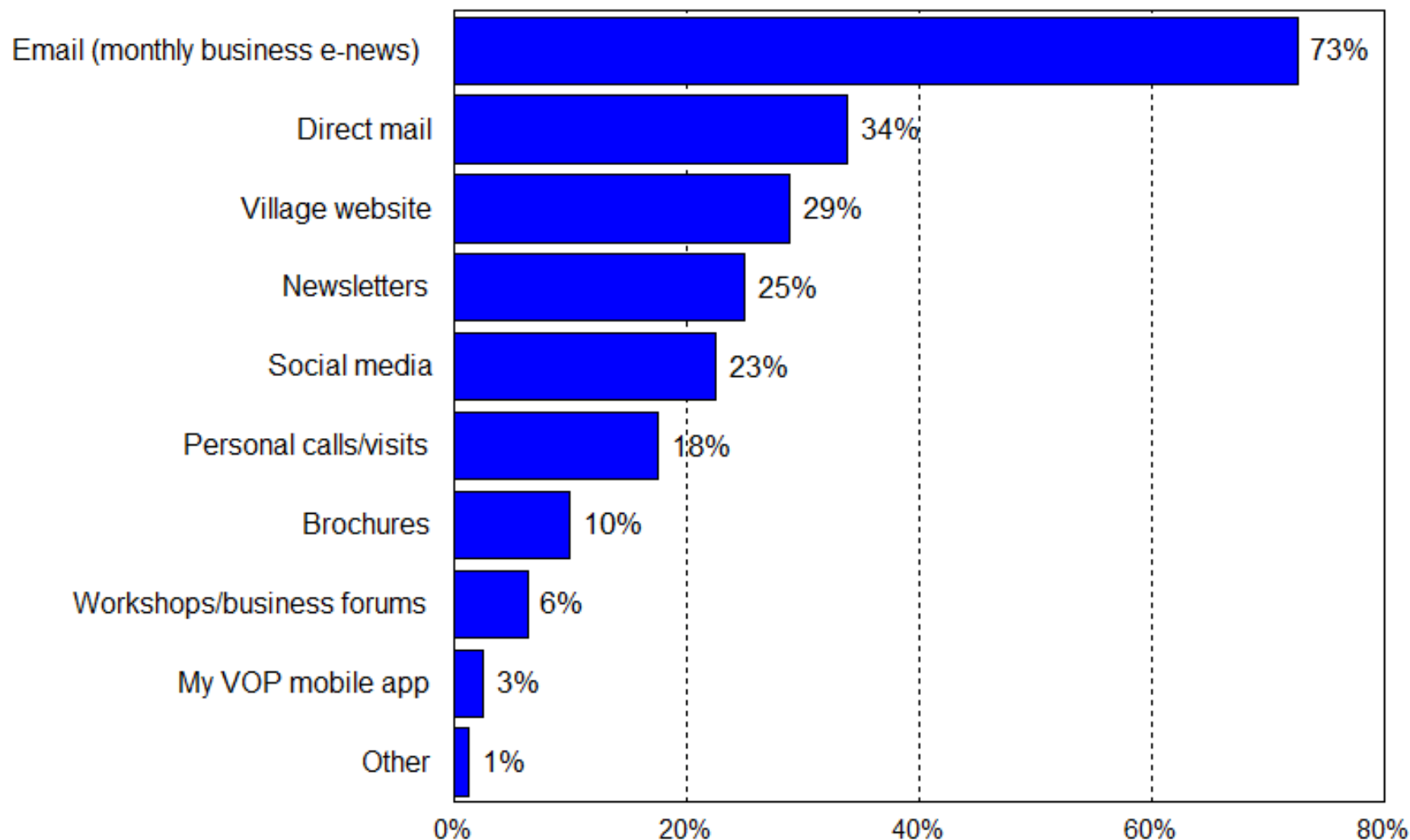
Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

**Nearly an 8-1 Ratio of Respondents Who Are Satisfied vs. Dissatisfied (63% vs. 8%)  
with How Well the Village Communicates with Business Owners**



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

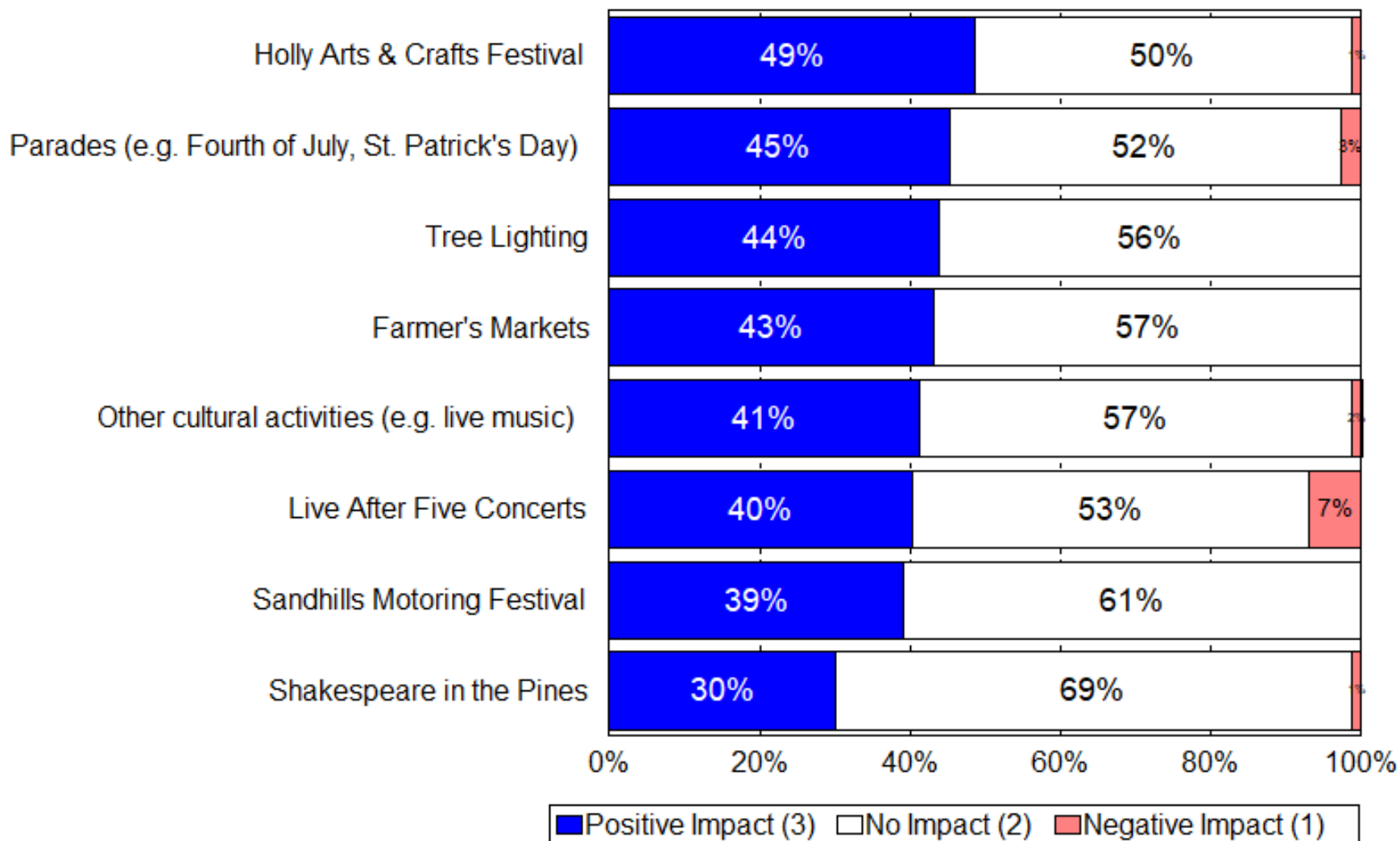
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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

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



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

# Summary

# Summary

- ❑ The Village of Pinehurst has a very strong brand among businesses
- ❑ Businesses have a high level of satisfaction with Village services
- ❑ The majority of businesses are satisfied with the level of customer service and how well the Village communicates with their business
- ❑ The Village services that businesses rated as the most important are: police emergency response, police patrol, and fire emergency response
- ❑ The most important reasons for businesses locating in Pinehurst are: safety and security, overall image of the Village, and overall quality of life in the Village

# Questions?

THANK YOU!!