

Village of Pinehurst Community Survey

Findings Report

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2020

Submitted to the Village of Pinehurst, NC

by:
ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

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ETC
I N S T I T U T E

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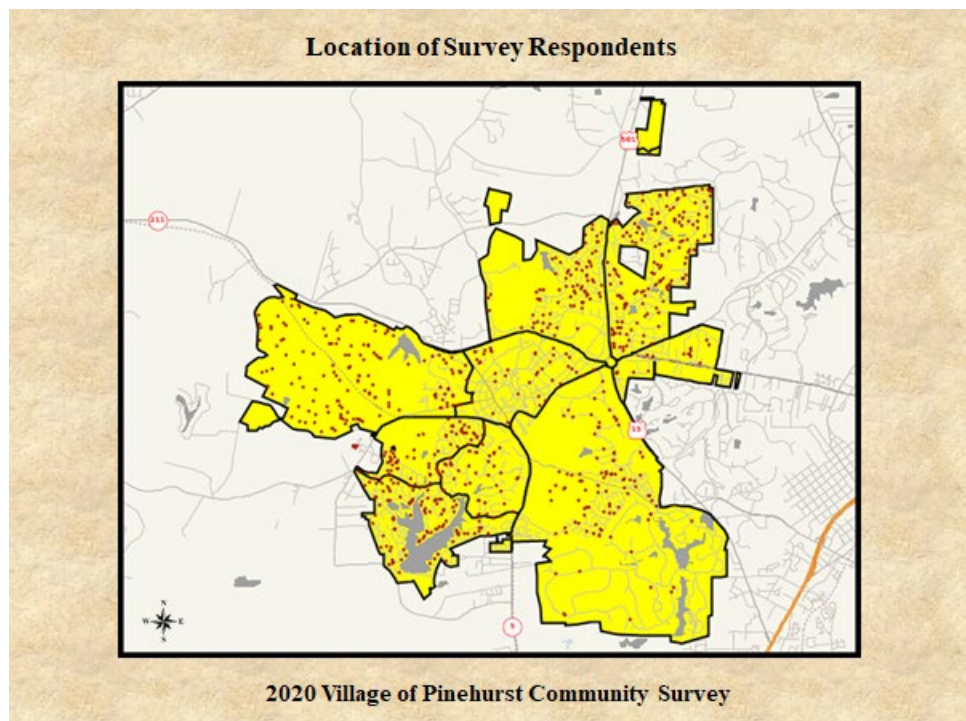
2020 Village of Pinehurst Community Survey Executive Summary Report

Purpose and Methodology

ETC Institute administered a survey to residents of the Village of Pinehurst during the summer of 2020. 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 ninth survey administered for the Village; previous community surveys have been conducted annually since 2012.

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 far exceeded, with a total of 803 residents completing the survey. The overall results for the sample of 803 households have a precision of at least +/-3.4% 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 show 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-five percent (95%) of the residents surveyed, *who had an opinion*, indicated that the village is either an “excellent” or “good” place to live, which is 24% higher than the national average. Ninety-five percent (95%) of those surveyed, *who had an opinion*, indicated the overall quality of life in the Village is either “excellent” or “good,” which is 23% 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 (96%), police services (91%), and solid waste services (90%). For all 12 major categories of Village services that were rated, 62% 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) police services, and (3) street and right-of-way maintenance.

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 (90%), how quickly police respond to emergencies (89%), and how quickly fire personnel respond to emergencies (86%). The aspect of public safety services that respondents were least satisfied with was fire prevention and education programs (66%). 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 (89%), the number of Village parks (85%), the availability of walking/greenway trails (82%), and the condition of walking/greenway trails (78%). The three cultural and recreation services respondents indicated should receive the most emphasis over the next two years were (1) the quality of Village parks, (2) village sponsored cultural arts events, and (3) the availability of walking/greenway trails.
- **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 (71%), enforcing sign regulations (66%), and enforcing the cleanup of litter and debris on private property (64%). Sixty-three percent (63%) of respondents described the effort the Village applies to enforce its codes and ordinances as “about right,” 6% indicated it was “too much,” and 20% indicated it was “too little.”
- **Transportation Services.** The highest levels of satisfaction with transportation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of main Village street thoroughfares (88%) and the maintenance of street signs and pavement markings (79%). The ease of travel on NC Highway 5 and the ease of travel through large traffic circle were the two transportation services respondents think should receive the most emphasis from the Village over the next two years.

- **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: landscaping in medians/other public areas (93%) and the cleanliness of streets and other public areas (92%). The quality of the stormwater runoff/management system and the cleanliness of streets and other public areas were the two public services respondents think should receive the most emphasis from the Village over the next two years.
- **Solid Waste Services.** Ninety-five percent (95%) of residents *who had an opinion* were satisfied with residential trash collection services; 91% were satisfied with yard waste collection services, and 87% were satisfied with curbside recycling services.
- **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 (81%), the quality of information on Village programs and services (79%), and efforts to keep residents informed about local issues (75%).
 - The Village Newsletter (79%) and The Pilot newspaper (74%) and are the two most used sources for information about the Village of Pinehurst.
 - Ninety-five percent (95%) of respondents indicated they read the Village Newsletter either “all the time” or “sometimes.”
- **Village Leadership.** Seventy-six percent (76%) of residents *who had an opinion* were satisfied with the effectiveness of the Village Manager and appointed staff; 75% were satisfied with the quality of leadership provided by elected officials, and % 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 service that is recommended as the top priority for investment over the next two years in order to raise the Village’s overall satisfaction rating is listed below:

- Village efforts at maintaining the quality of neighborhoods (IS Rating=0.1116)

The table below shows the Importance-Satisfaction rating for all 12 major categories of Village services that were rated.

2020 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 quality of neighborhoods	40%	1	72%	9	0.1116	1
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	29%	4	62%	12	0.1090	2
Street & right-of-way maintenance	35%	3	73%	8	0.0932	3
Level of public involvement in local decisions	20%	6	63%	11	0.0747	4
Promotion of natural resource conservation	18%	7	65%	10	0.0618	5
Police services	40%	2	91%	2	0.0356	6
Parks & recreation facilities	13%	10	79%	7	0.0279	7
Village communication with residents	15%	8	81%	6	0.0277	8
Parks & recreation programs	13%	11	83%	4	0.0213	9
Solid waste services	14%	9	90%	3	0.0144	10
Fire services	23%	5	96%	1	0.0103	11
Customer service provided by Village employees	5%	12	82%	5	0.0089	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
- **Transportation Services:** ease of travel on NC Highway 5 and ease of travel through the large traffic circle
- **Public Services:** 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 52 areas** that were assessed. The Village of Pinehurst rated significantly higher than the U.S. average (difference of 5% or more) in 47 of these areas. Listed below are the comparisons between the Village of Pinehurst and the U.S. average:

Service	Pinehurst	U.S.	Difference	Category
Landscaping in medians & other public areas	93%	50%	43%	Public Services
Maintenance of main Village street thoroughfares	88%	48%	40%	Transportation Services
Effectiveness of Village Manager & appointed staff	76%	36%	40%	Village Leadership
Customer service provided by Village employees	82%	42%	40%	Overall Satisfaction with Village Services
As a place to retire	96%	56%	40%	Perceptions of Pinehurst
Quality of info about programs/services	79%	42%	37%	Public Communication and Outreach
Quality of leadership provided by elected officials	75%	38%	37%	Village Leadership
Village communication with residents	81%	46%	35%	Overall Satisfaction with Village Services
Efforts to prevent crimes	90%	55%	35%	Public Safety Services
Overall image of Village	96%	61%	35%	Perceptions of Pinehurst
Opportunities to participate in local government	65%	31%	34%	Public Communication and Outreach
Cleanliness of streets & other public areas	92%	59%	33%	Public Services
Level of public involvement in local decisions	63%	31%	32%	Overall Satisfaction with Village Services
Efforts to keep you informed about local issues	75%	43%	32%	Public Communication and Outreach
Street & right-of-way maintenance	73%	42%	31%	Overall Satisfaction with Village Services
Overall feeling of safety in Village	97%	66%	31%	Perceptions of Pinehurst
Overall appearance of Village	95%	64%	31%	Perceptions of Pinehurst
Maintenance/preservation of Downtown	91%	63%	28%	Public Services
Maintenance of streets in your neighborhood	73%	45%	28%	Transportation Services
How quickly police respond to emergencies	89%	62%	27%	Public Safety Services
Enforcing mowing/cutting of weeds/grass	61%	36%	25%	Code Enforcement
As a place to live	95%	71%	24%	Perceptions of Pinehurst
Yard waste collection services	91%	67%	24%	Solid Waste Services
Police services	91%	68%	23%	Overall Satisfaction with Village Services
Residential trash collection services	95%	72%	23%	Solid Waste Services
Overall quality of life in Village	95%	72%	23%	Perceptions of Pinehurst
Condition of existing walkways	65%	43%	22%	Transportation Services
Solid waste services	90%	68%	22%	Overall Satisfaction with Village Services
Enforcing cleanup of litter & debris	64%	42%	22%	Code Enforcement
Condition of walking/greenway trails	78%	58%	20%	Cultural and Recreation Services
Availability of walking/greenway trails	82%	63%	19%	Cultural and Recreation Services
Quality of Village parks	89%	70%	19%	Cultural and Recreation Services
Number of Village parks	85%	67%	18%	Cultural and Recreation Services
Curbside recycling services	87%	69%	18%	Solid Waste Services
Enforcing sign regulations	66%	50%	16%	Code Enforcement
Frequency police officers patrol your neighborhood	72%	56%	16%	Public Safety Services
Fire services	96%	81%	15%	Overall Satisfaction with Village Services
Winter weather response on Village streets	72%	60%	12%	Public Services
Village website (vopnc.org)	70%	59%	11%	Public Communication and Outreach
Maintenance of street signs/pavement markings	79%	68%	11%	Transportation Services
Enforcement of local traffic laws	76%	65%	11%	Public Safety Services
Village social media	62%	53%	9%	Public Communication and Outreach
Enforcement of Village codes & ordinances	62%	53%	9%	Overall Satisfaction with Village Services
Quality of stormwater runoff/management system	63%	54%	9%	Public Services
As a place to raise children	79%	70%	9%	Perceptions of Pinehurst
How quickly fire personnel respond to emergencies	86%	79%	7%	Public Safety Services
Quality of adult recreation programs	60%	55%	5%	Cultural and Recreation Services
Fire prevention & education programs	66%	62%	4%	Public Safety Services
Quality of outdoor athletic fields & facilities	68%	64%	4%	Cultural and Recreation Services
Quality of recreation indoor facilities	65%	66%	-1%	Cultural and Recreation Services
Adequacy of street lighting	53%	57%	-4%	Transportation Services
Quality of youth recreation programs	54%	62%	-8%	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 48 of the 52 areas** that were assessed. The Village of Pinehurst rated significantly higher than this average (difference of 5% or more) in 46 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		
Quality of leadership provided by elected officials	75%	32%	43%	Village Leadership
Maintenance of main Village street thoroughfares	88%	46%	42%	Transportation Services
Customer service provided by Village employees	82%	40%	42%	Overall Satisfaction with Village Services
Effectiveness of Village Manager & appointed staff	76%	37%	39%	Village Leadership
Landscaping in medians & other public areas	93%	55%	38%	Public Services
Maintenance/preservation of Downtown	91%	54%	37%	Public Services
As a place to retire	96%	59%	37%	Perceptions of Pinehurst
Cleanliness of streets & other public areas	92%	60%	32%	Public Services
Village communication with residents	81%	50%	31%	Overall Satisfaction with Village Services
Efforts to prevent crimes	90%	59%	31%	Public Safety Services
Overall appearance of Village	95%	64%	31%	Perceptions of Pinehurst
Level of public involvement in local decisions	63%	33%	30%	Overall Satisfaction with Village Services
Overall feeling of safety in Village	97%	67%	30%	Perceptions of Pinehurst
Overall image of Village	96%	66%	30%	Perceptions of Pinehurst
Enforcing mowing/cutting of weeds/grass	61%	32%	29%	Code Enforcement
Quality of info about programs/services	79%	50%	29%	Public Communication and Outreach
Opportunities to participate in local government	65%	36%	29%	Public Communication and Outreach
Street & right-of-way maintenance	73%	45%	28%	Overall Satisfaction with Village Services
Efforts to keep you informed about local issues	75%	48%	27%	Public Communication and Outreach
Enforcing cleanup of litter & debris	64%	38%	26%	Code Enforcement
As a place to live	95%	70%	25%	Perceptions of Pinehurst
Maintenance of streets in your neighborhood	73%	48%	25%	Transportation Services
Yard waste collection services	91%	67%	24%	Solid Waste Services
How quickly police respond to emergencies	89%	67%	22%	Public Safety Services
Residential trash collection services	95%	73%	22%	Solid Waste Services
Solid waste services	90%	69%	21%	Overall Satisfaction with Village Services
Police services	91%	71%	20%	Overall Satisfaction with Village Services
Overall quality of life in Village	95%	75%	20%	Perceptions of Pinehurst
Condition of existing walkways	65%	46%	19%	Transportation Services
Curbside recycling services	87%	68%	19%	Solid Waste Services
Condition of walking/greenway trails	78%	60%	18%	Cultural and Recreation Services
Enforcing sign regulations	66%	49%	17%	Code Enforcement
Enforcement of local traffic laws	76%	59%	17%	Public Safety Services
Number of Village parks	85%	69%	16%	Cultural and Recreation Services
Quality of stormwater runoff/management system	63%	48%	15%	Public Services
Availability of walking/greenway trails	82%	67%	15%	Cultural and Recreation Services
Quality of Village parks	89%	74%	15%	Cultural and Recreation Services
As a place to raise children	79%	65%	14%	Perceptions of Pinehurst
Fire services	96%	84%	12%	Overall Satisfaction with Village Services
Frequency police officers patrol your neighborhood	72%	62%	10%	Public Safety Services
Village social media	62%	53%	9%	Public Communication and Outreach
Maintenance of street signs/pavement markings	79%	70%	9%	Transportation Services
Village website (vopnc.org)	70%	62%	8%	Public Communication and Outreach
Enforcement of Village codes & ordinances	62%	54%	8%	Overall Satisfaction with Village Services
Winter weather response on Village streets	72%	64%	8%	Public Services
Quality of outdoor athletic fields & facilities	68%	61%	7%	Cultural and Recreation Services
Quality of adult recreation programs	60%	59%	1%	Cultural and Recreation Services
Adequacy of street lighting	53%	53%	0%	Transportation Services
How quickly fire personnel respond to emergencies	86%	87%	-1%	Public Safety Services
Fire prevention & education programs	66%	70%	-4%	Public Safety Services
Quality of youth recreation programs	54%	60%	-6%	Cultural and Recreation Services
Quality of recreation indoor facilities	65%	72%	-7%	Cultural and Recreation Services

Short-Term Trend Analysis

From 2019 to 2020, satisfaction ratings have increased or stayed the same in 65 of the 87 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 15 of these areas. The 65 areas that have increased or stayed the same since 2019 are listed below.

Service	2020	2019	Difference	Category
Quality of recreation indoor facilities	65%	49%	16%	Cultural and Recreation Services
Availability of recreation indoor facilities	61%	46%	15%	Cultural and Recreation Services
Quality of leadership provided by elected officials	75%	60%	15%	Village Leadership
Quality of stormwater runoff/management system	63%	53%	10%	Public Services
Effectiveness of appointed boards & commissions	68%	58%	10%	Village Leadership
Effectiveness of Village Manager & appointed staff	76%	66%	10%	Village Leadership
Efforts at maintaining quality of neighborhoods	72%	65%	8%	Overall Satisfaction with City Services
Curbside recycling services	87%	79%	8%	Solid Waste Services
Street & right-of-way maintenance	73%	66%	8%	Overall Satisfaction with City Services
Solid waste services	90%	82%	7%	Overall Satisfaction with City Services
Promotion of natural resource conservation	65%	60%	5%	Overall Satisfaction with City Services
Quality of new development in Village	55%	50%	5%	Perceptions of the Village
Planning & Inspections services	81%	76%	5%	Village Services and Facilities
Enforcing mowing/cutting of weeds/grass on private property	61%	56%	5%	Code Enforcement
Prohibiting oversized vehicles in residential neighborhoods	63%	58%	5%	Code Enforcement
Enforcement of Village codes & ordinances	62%	58%	4%	Overall Satisfaction with City Services
Maintenance/preservation of Downtown	91%	87%	4%	Public Services
Level of public involvement in local decisions	63%	59%	4%	Overall Satisfaction with City Services
As a place to raise children	79%	75%	4%	Perceptions of the Village
Monthly Village e-News updates	70%	66%	4%	Public Communication and Outreach
As a place to retire	96%	92%	4%	Perceptions of the Village
Landscaping in medians/other public areas	93%	90%	4%	Public Services
Maintenance of streets in your neighborhood	73%	69%	3%	Transportation Services
Village social media	62%	59%	3%	Public Communication and Outreach
Online Engagement Portals	50%	47%	3%	Public Communication and Outreach
Fire services	96%	93%	3%	Overall Satisfaction with City Services
Yard waste collection services	91%	88%	3%	Solid Waste Services
Village communication with residents	81%	79%	3%	Overall Satisfaction with City Services
Overall appearance of Village	95%	92%	2%	Perceptions of the Village
Given Memorial Library programs	88%	86%	2%	Given Memorial Library
Overall image of Village	96%	94%	2%	Perceptions of the Village
Overall quality of life in Village	95%	93%	2%	Perceptions of the Village
Availability of affordable housing	66%	65%	2%	Perceptions of the Village
Frequency police officers patrol your neighborhood	72%	70%	2%	Public Safety Services
As a place to live	95%	93%	2%	Perceptions of the Village
Availability of walking/greenway trails	82%	80%	2%	Cultural and Recreation Services
Enforcement of local traffic laws	76%	74%	2%	Public Safety Services
Condition of walking/greenway trails	78%	77%	2%	Cultural and Recreation Services
Village newsletter	81%	80%	2%	Public Communication and Outreach
Parks & recreation programs	83%	81%	2%	Overall Satisfaction with City Services
Efforts to keep you informed about local issues	75%	74%	2%	Public Communication and Outreach
In Village parks & recreation facilities	85%	84%	1%	Perceptions of Safety and Security
How quickly police respond to emergencies	89%	88%	1%	Public Safety Services
Enforcing solid waste cart regulations	71%	70%	1%	Code Enforcement
Enforcing sign regulations	66%	65%	1%	Code Enforcement
Village website (vopnc.org)	70%	69%	1%	Public Communication and Outreach
Cleanliness of streets & other public areas	92%	90%	1%	Public Services
Quality of info about Village programs/services	79%	78%	1%	Public Communication and Outreach
Parks & recreation facilities	79%	78%	1%	Overall Satisfaction with City Services
Overall feeling of safety in Village	97%	96%	1%	Perceptions of the Village
Availability of walkways	52%	51%	1%	Transportation Services
Customer service provided by Village employees	82%	81%	1%	Overall Satisfaction with City Services
Variety of cultural arts events & programs	70%	69%	1%	Cultural and Recreation Services
Opportunities to participate in local government	65%	64%	1%	Public Communication and Outreach
Police services	91%	90%	1%	Overall Satisfaction with City Services
Quality of Village parks	89%	88%	1%	Cultural and Recreation Services
Walking alone in your neighborhood during the day	98%	98%	0%	Perceptions of Safety and Security
Walking alone in your neighborhood after dark	79%	79%	0%	Perceptions of Safety and Security
Enforcing cleanup of litter & debris on private property	64%	63%	0%	Code Enforcement
Residential trash collection services	95%	95%	0%	Solid Waste Services
Recreation program registration	87%	88%	0%	Village Services and Facilities
In business areas of Village during the day	97%	97%	0%	Perceptions of Safety and Security
Efforts to prevent crimes	90%	91%	0%	Public Safety Services
Number of Village parks	85%	86%	0%	Cultural and Recreation Services
Police services	92%	92%	0%	Village Services and Facilities

Long-Term Trend Analysis

From 2013 to 2020, satisfaction ratings have increased or stayed the same in 70 of the 80 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 37 of these areas. The 70 areas that have increased or stayed the same since 2013 are listed below.

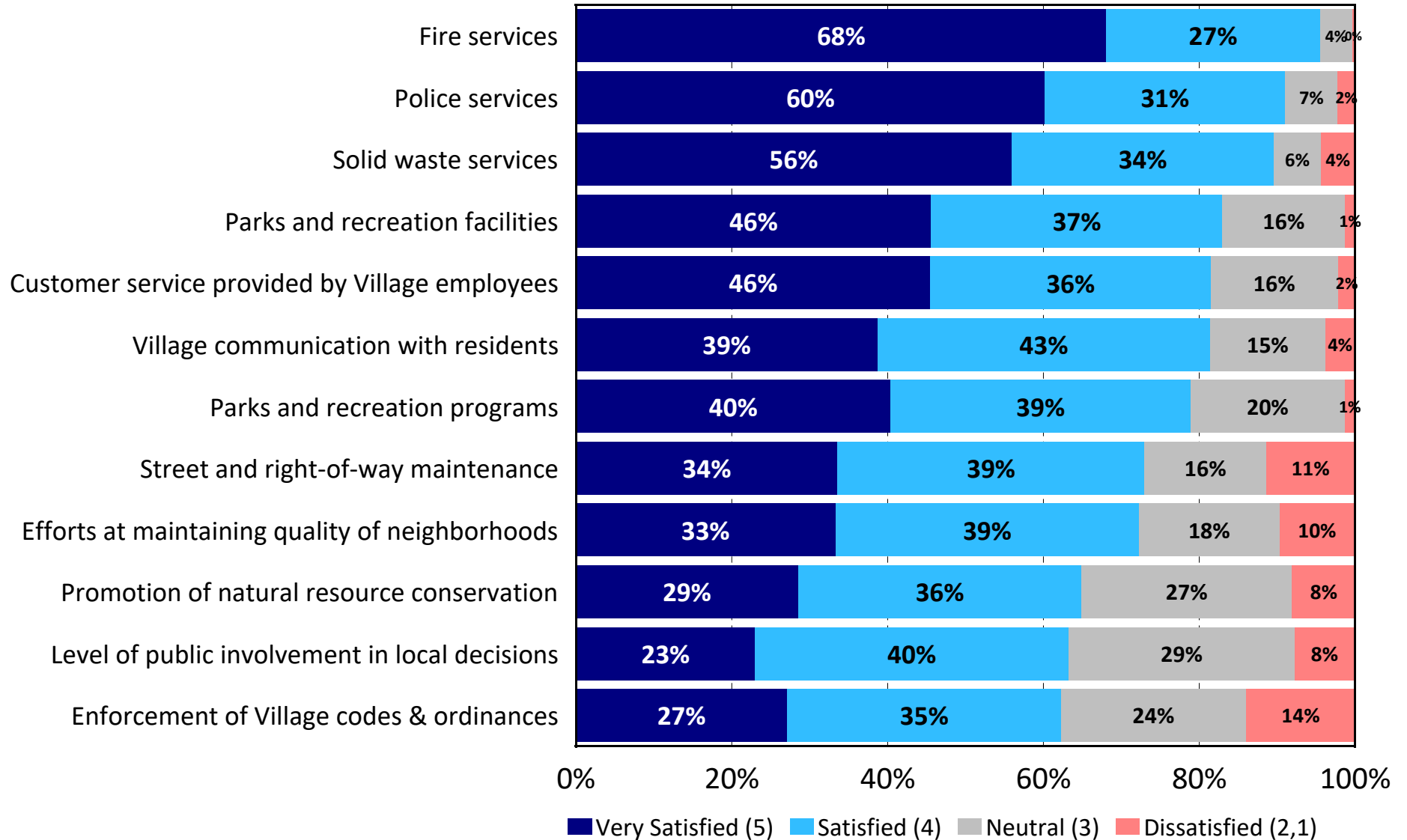
Service	2020	2013	Difference	Category
Availability of recreation indoor facilities	61%	35%	26%	Cultural and Recreation Services
Quality of recreation indoor facilities	65%	41%	24%	Cultural and Recreation Services
Level of public involvement in local decisions	63%	40%	23%	Overall Satisfaction with Village Services
Given Memorial Library programs	88%	70%	18%	Given Memorial Library
Condition of existing walkways	65%	47%	18%	Transportation Services
Availability of walkways	52%	34%	18%	Transportation Services
Effectiveness of appointed boards & commissions	68%	52%	16%	Village Leadership
Quality of stormwater runoff/management system	63%	48%	15%	Public Services
Quality of leadership provided by elected officials	75%	60%	15%	Village Leadership
Availability of information about recreation programs	66%	55%	11%	Cultural and Recreation Services
Parks & recreation programs	83%	72%	11%	Overall Satisfaction with Village Services
Range of amenities at parks & rec. facilities	61%	50%	11%	Cultural and Recreation Services
Adequacy of street lighting	53%	42%	11%	Transportation Services
Landscaping in medians/other public areas	93%	83%	10%	Public Services
Quality of info about Village programs/services	79%	69%	10%	Public Communication and Outreach
Quality of adult recreation programs	60%	51%	9%	Cultural and Recreation Services
Planning & Inspections services	81%	72%	9%	Village Services and Facilities
Effectiveness of Village Manager & appointed staff	76%	67%	9%	Village Leadership
Enforcing mowing/cutting of weeds/grass on private property	61%	53%	8%	Code Enforcement
Monthly Village e-News updates	70%	62%	8%	Public Communication and Outreach
As a place to raise children	79%	71%	8%	Perceptions of the Village
Prohibiting oversized vehicles in residential neighborhoods	63%	55%	8%	Code Enforcement
Opportunities to participate in local government	65%	58%	7%	Public Communication and Outreach
Efforts to keep you informed about local issues	75%	69%	6%	Public Communication and Outreach
Yard waste collection services	91%	85%	6%	Solid Waste Services
Village sponsored cultural arts events	69%	63%	6%	Cultural and Recreation Services
Availability of walking/greenway trails	82%	76%	6%	Cultural and Recreation Services
Quality of Village parks	89%	83%	6%	Cultural and Recreation Services
Village newsletter	81%	76%	5%	Public Communication and Outreach
In Village parks & recreation facilities	85%	80%	5%	Perceptions of Safety and Security
Quality of youth recreation programs	54%	49%	5%	Cultural and Recreation Services
Maintenance/preservation of Downtown	91%	86%	5%	Public Services
Given Memorial Library services	88%	83%	5%	Given Memorial Library
Walking alone in your neighborhood after dark	79%	74%	5%	Perceptions of Safety and Security
Cleanliness of streets & other public areas	92%	87%	5%	Public Services
Frequency police officers patrol your neighborhood	72%	67%	5%	Public Safety Services
Enforcing cleanup of litter & debris on private property	64%	59%	5%	Code Enforcement
How quickly fire personnel respond to emergencies	86%	82%	4%	Public Safety Services
Progress toward strategic vision & mission	53%	49%	4%	Public Communication and Outreach
As a place to retire	96%	92%	3%	Perceptions of the Village
Overall quality of life in Village	95%	91%	3%	Perceptions of the Village
Enforcing sign regulations	66%	63%	3%	Code Enforcement
Village communication with residents	81%	78%	3%	Overall Satisfaction with Village Services
Enforcement of Village codes & ordinances	62%	59%	3%	Overall Satisfaction with Village Services
Number of Village parks	85%	82%	3%	Cultural and Recreation Services
How quickly police respond to emergencies	89%	86%	3%	Public Safety Services
Police services	91%	88%	3%	Overall Satisfaction with Village Services
Fire services	96%	93%	3%	Overall Satisfaction with Village Services
Overall appearance of Village	95%	92%	3%	Perceptions of the Village
Overall image of Village	96%	93%	3%	Perceptions of the Village
Quality of new development in Village	55%	52%	3%	Perceptions of the Village
Police services	92%	89%	3%	Village Services and Facilities
Condition of walking/greenway trails	78%	76%	2%	Cultural and Recreation Services
Village website (vopnc.org)	70%	68%	2%	Public Communication and Outreach
Efforts at maintaining quality of neighborhoods	72%	70%	2%	Overall Satisfaction with Village Services
Street & right-of-way maintenance	73%	71%	2%	Overall Satisfaction with Village Services
Enforcement of local traffic laws	76%	74%	2%	Public Safety Services
Customer service provided by Village employees	82%	80%	1%	Overall Satisfaction with Village Services
As a place to live	95%	94%	1%	Perceptions of the Village
Fire services	95%	94%	1%	Village Services and Facilities
In business areas of Village after dark	81%	80%	1%	Perceptions of Safety and Security
Efforts to prevent crimes	90%	89%	1%	Public Safety Services
Overall feeling of safety in Village	97%	96%	1%	Perceptions of the Village
Walking alone in your neighborhood during the day	98%	97%	1%	Perceptions of Safety and Security
Parks & recreation facilities	79%	78%	1%	Overall Satisfaction with Village Services
Residential trash collection services	95%	94%	1%	Solid Waste Services
Solid waste services	90%	89%	1%	Overall Satisfaction with Village Services
Maintenance of streets in your neighborhood	73%	72%	1%	Transportation Services
Recreation program registration	87%	87%	0%	Village Services and Facilities
In business areas of Village during the day	97%	97%	0%	Perceptions of Safety and Security

Section 1

Charts and Graphs

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

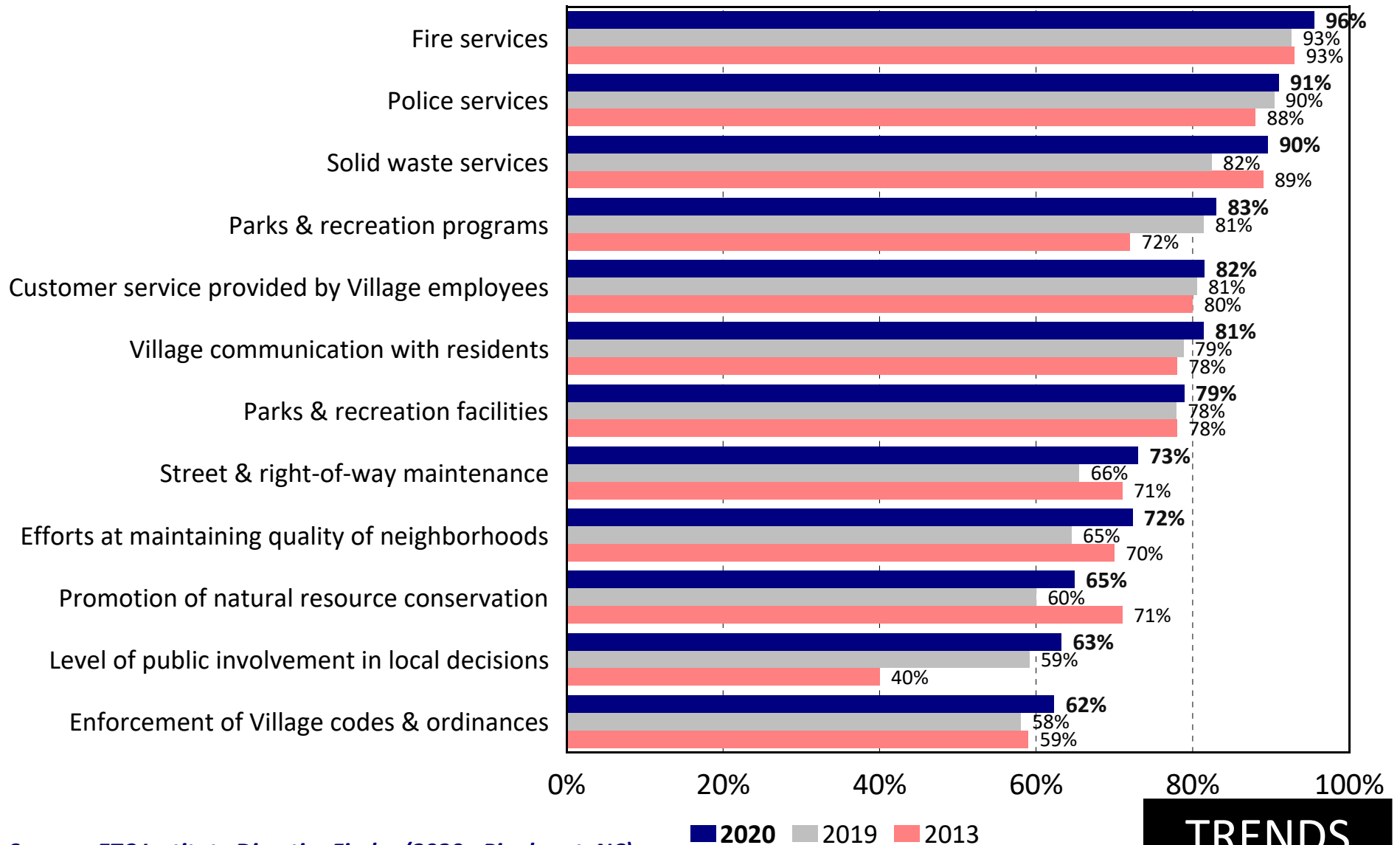
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2020, 2019 & 2013

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

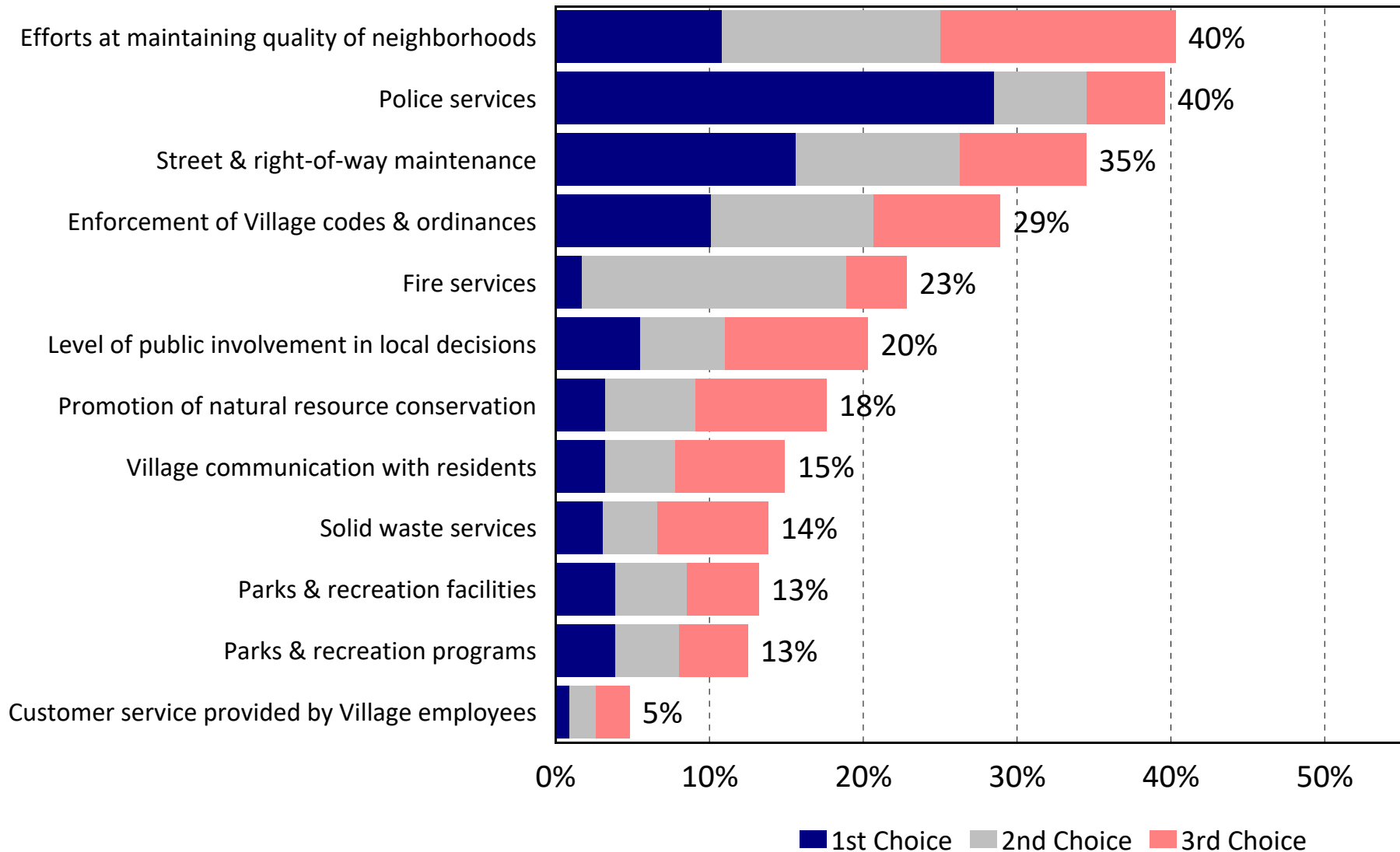


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

TRENDS

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

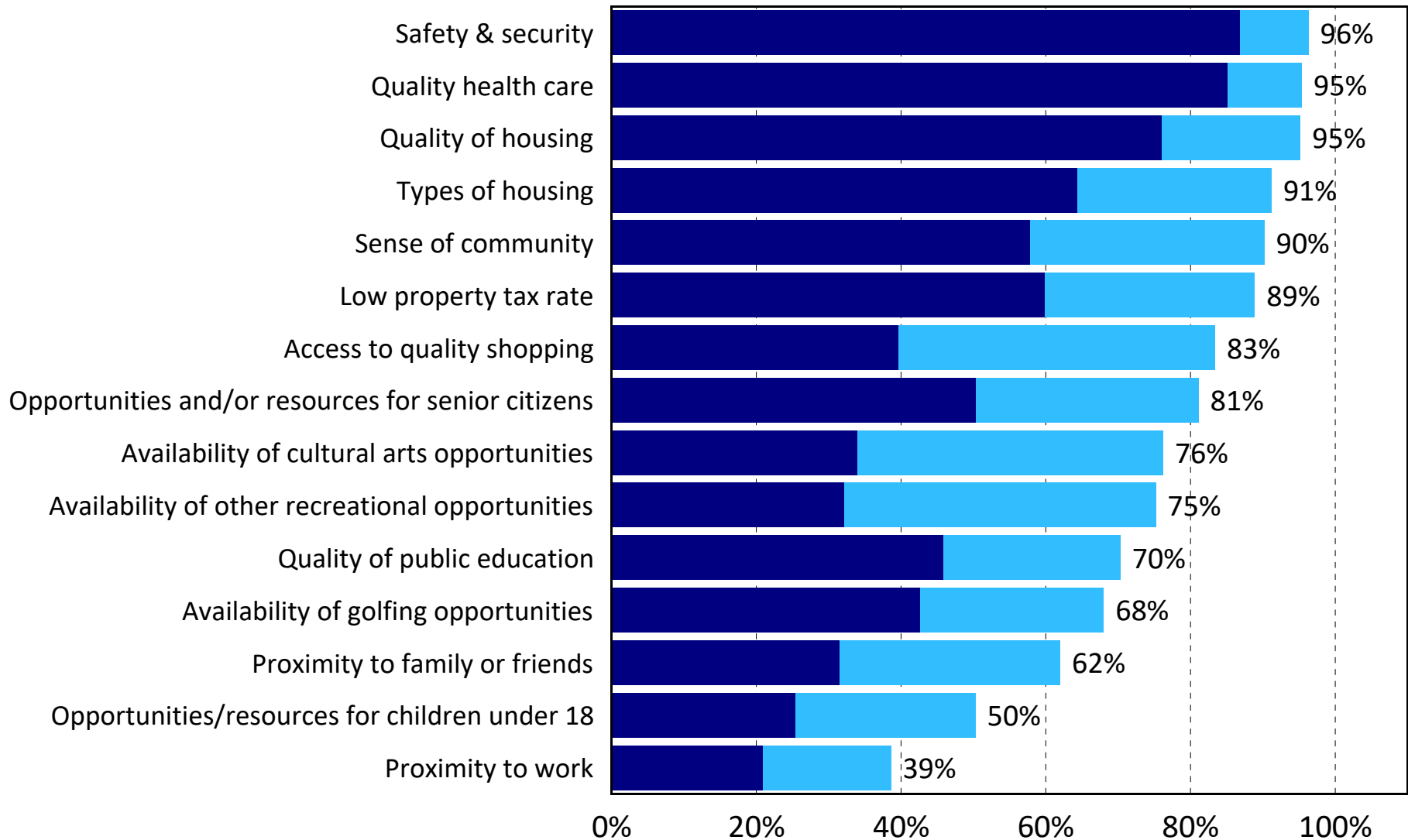
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2020 - 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

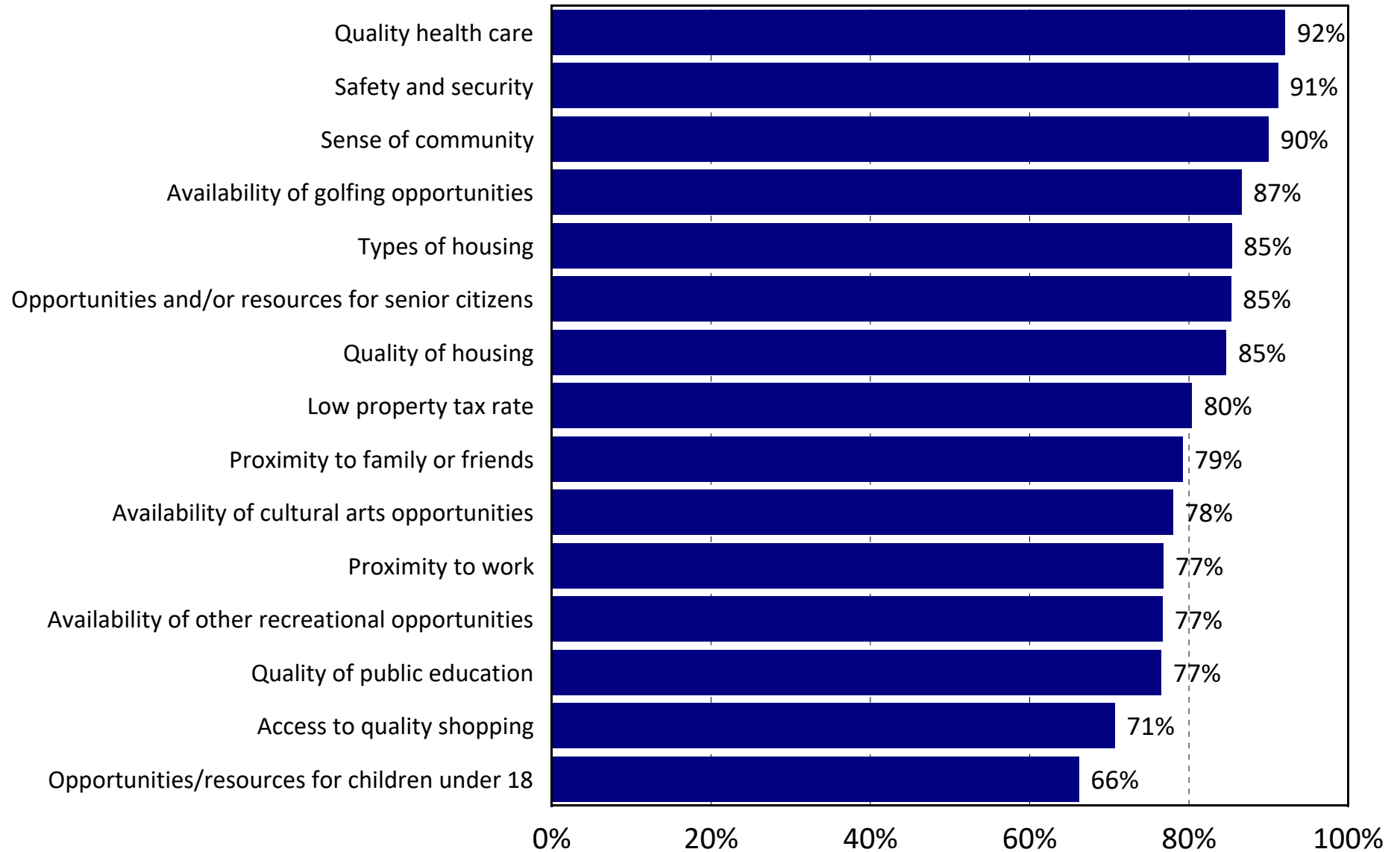


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Very Important (4) Somewhat Important (3)

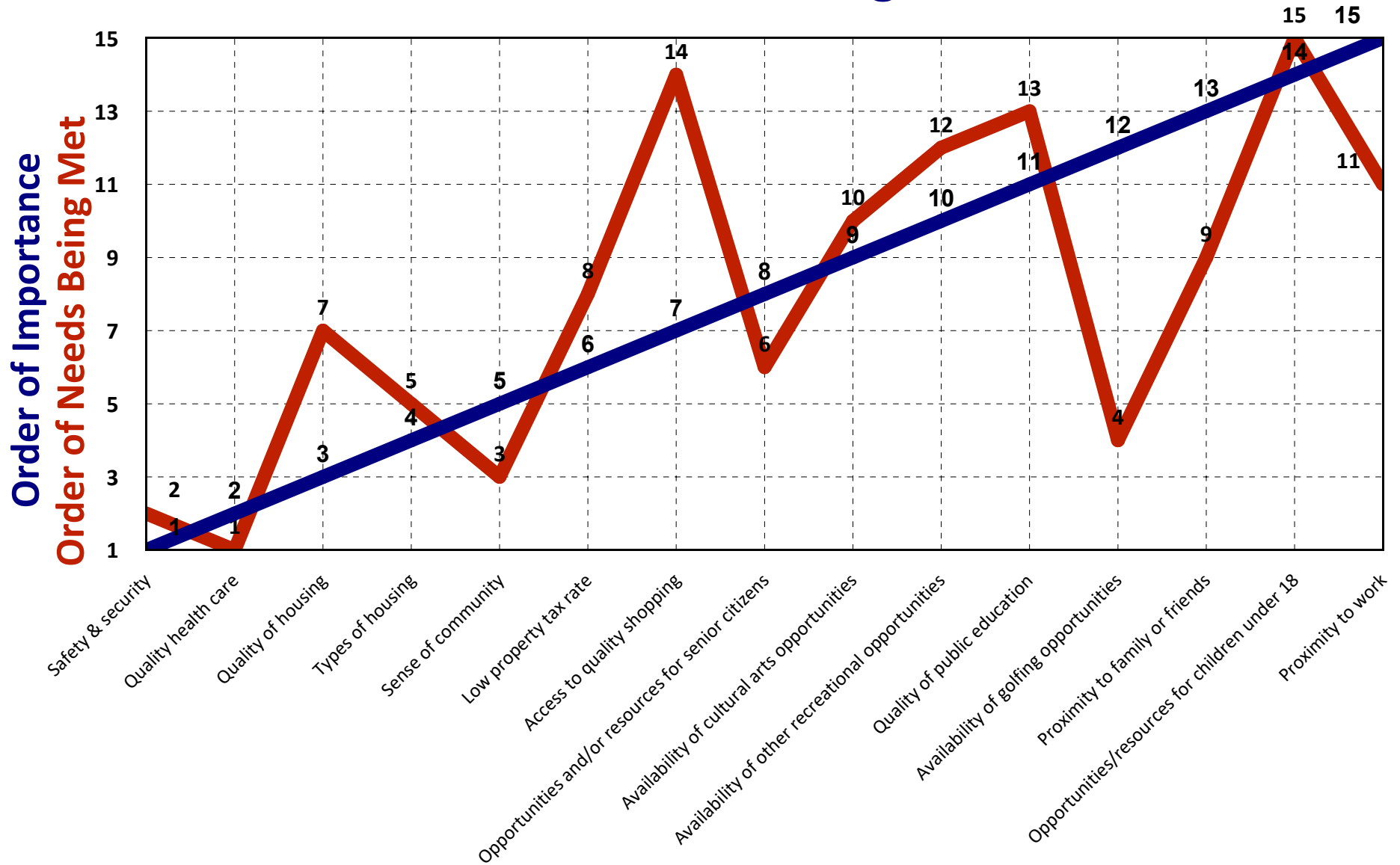
Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered “yes”



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

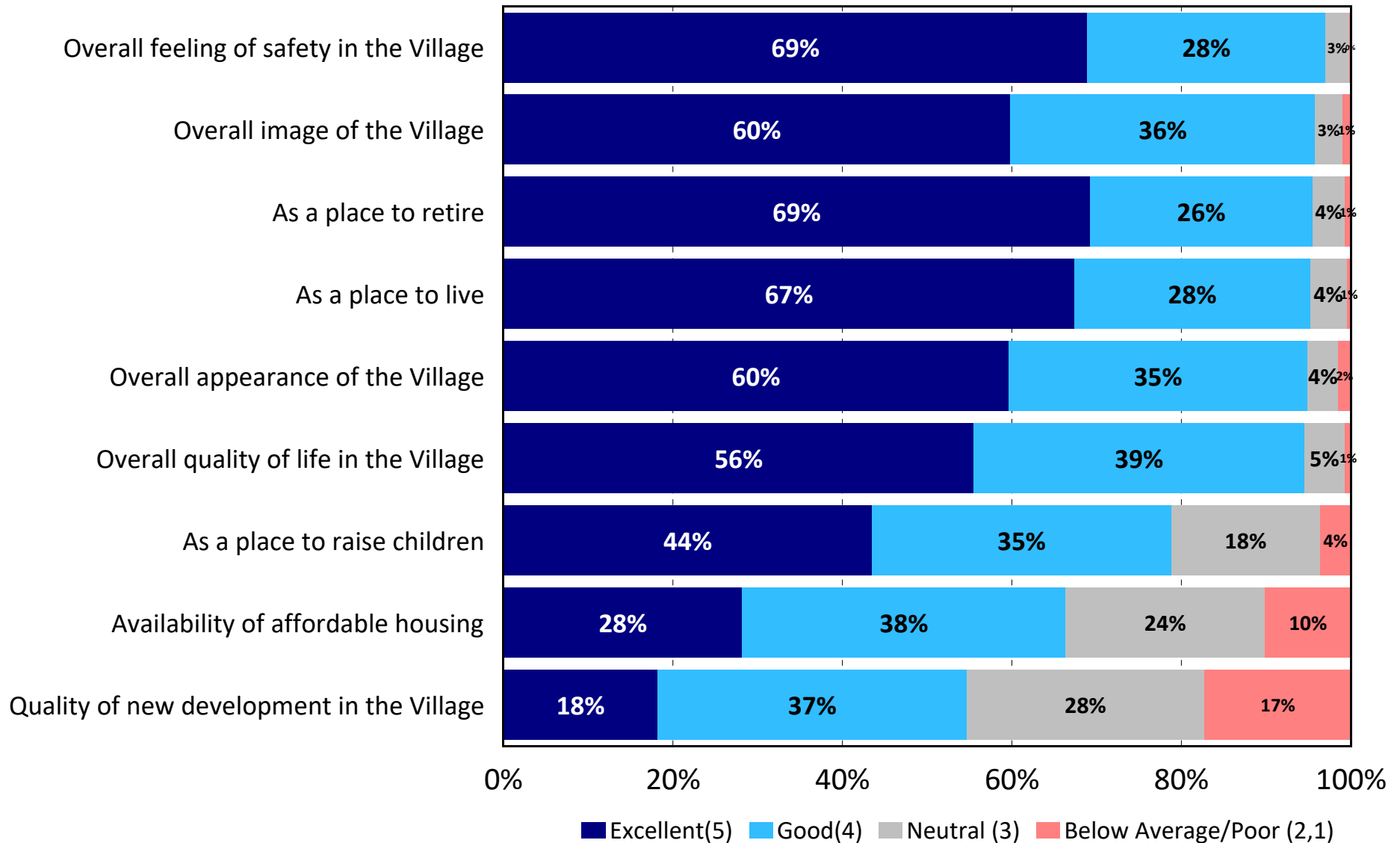


Red points above the blue line are needs that are not being met relative to their importance

Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community

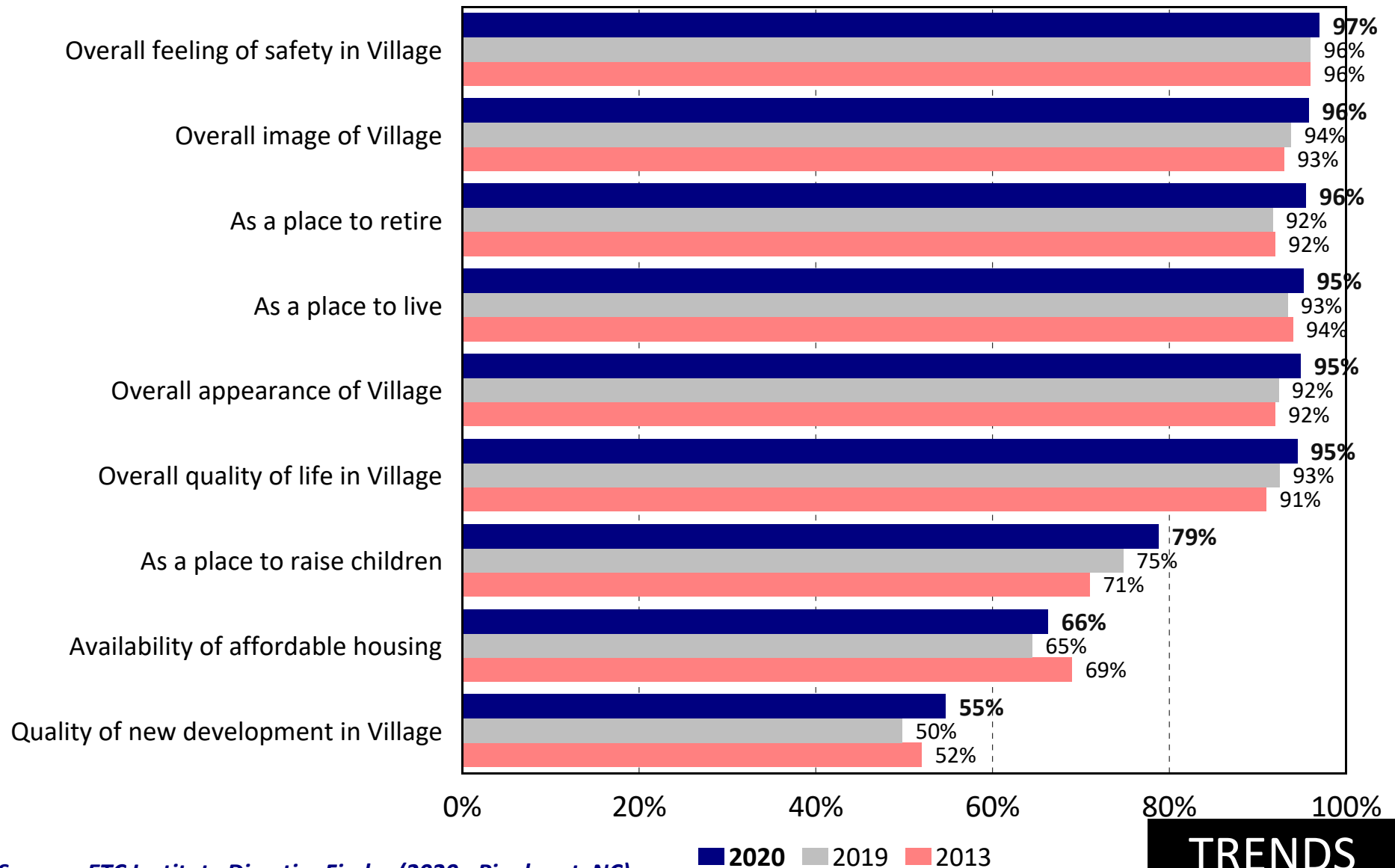
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community 2020, 2019 & 2013

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

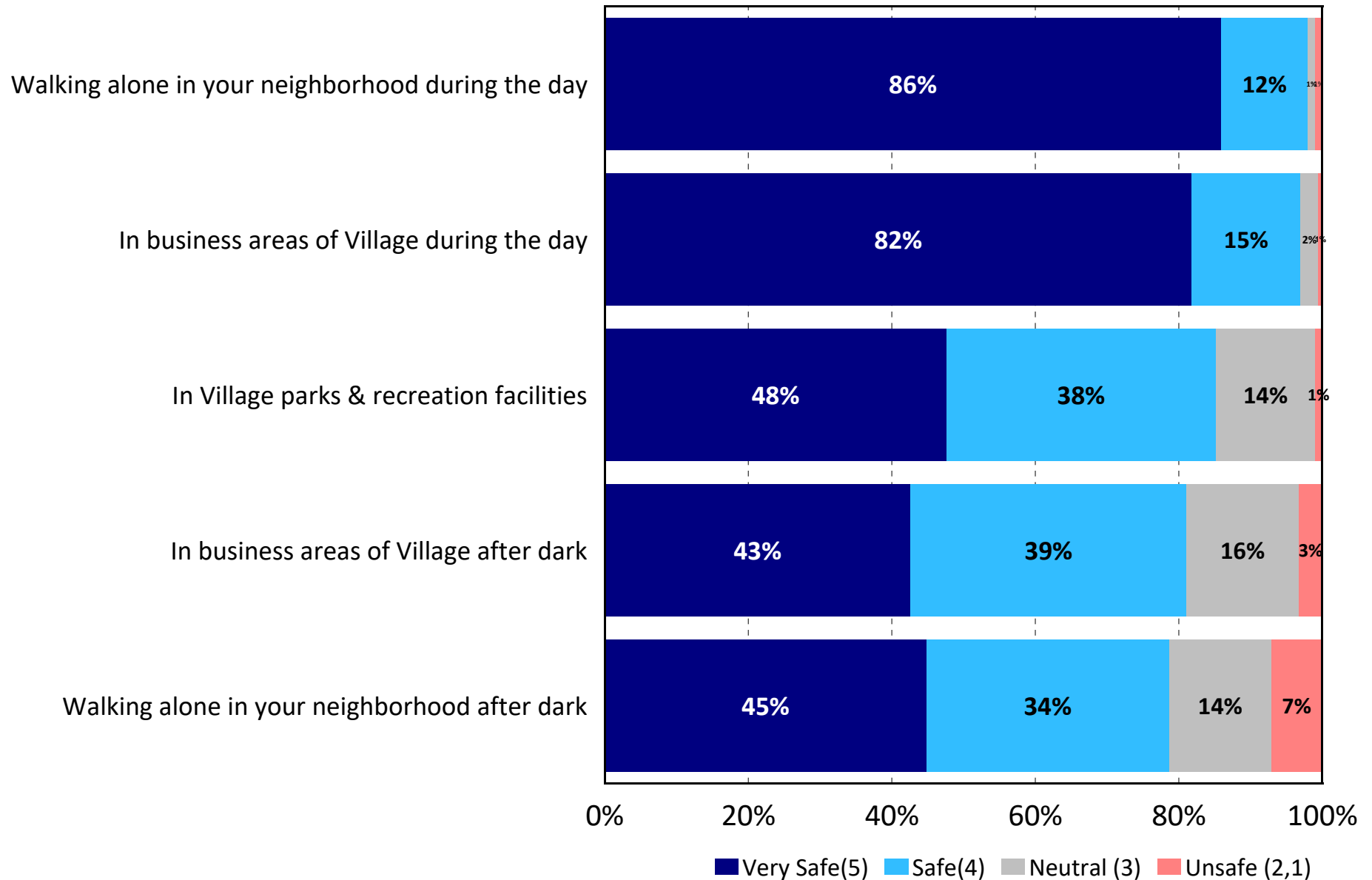


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

TRENDS

Q5. Perceptions of Safety and Security in Pinehurst

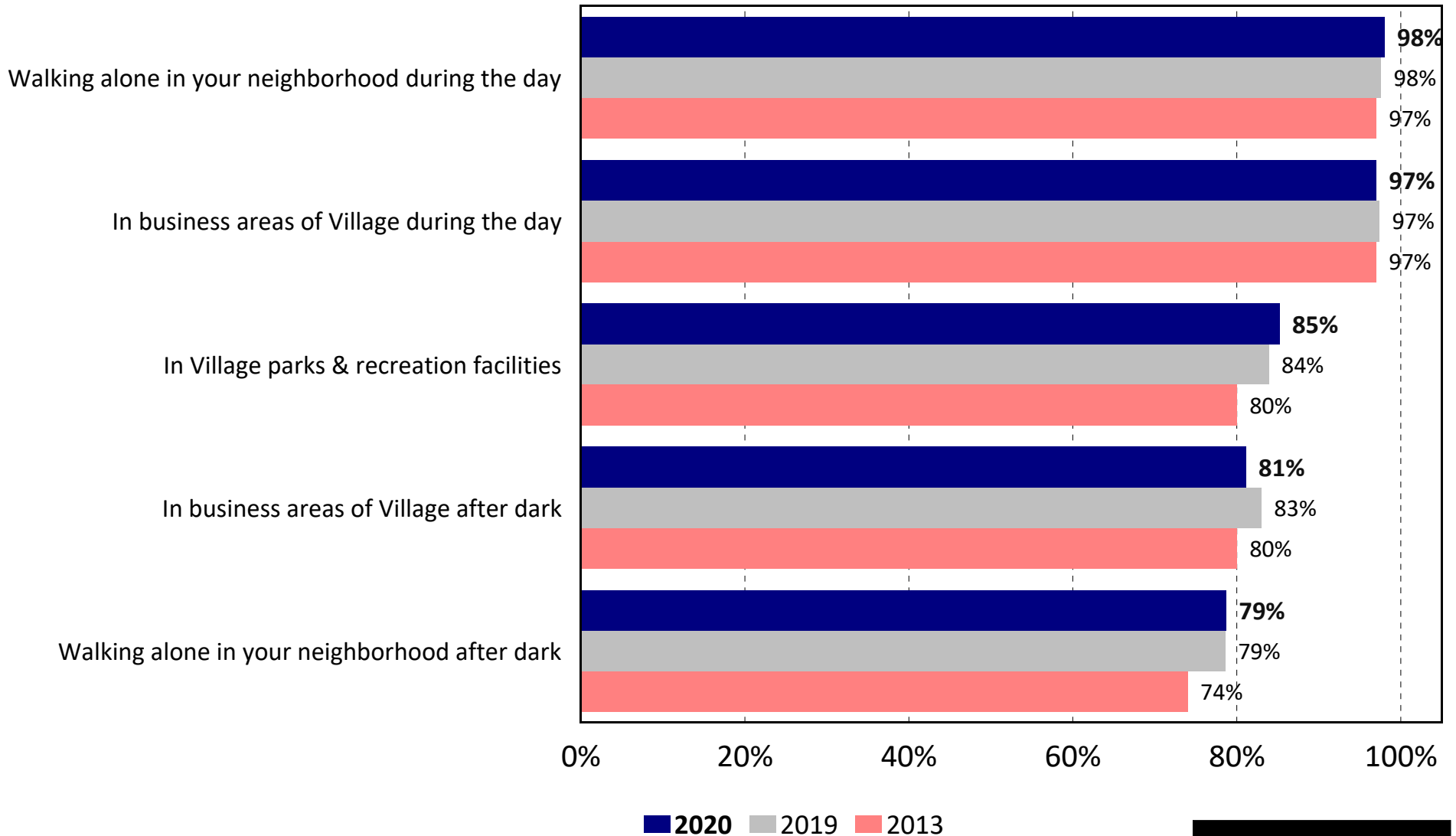
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q5. Perceptions of Safety and Security in Pinehurst 2020, 2019 & 2013

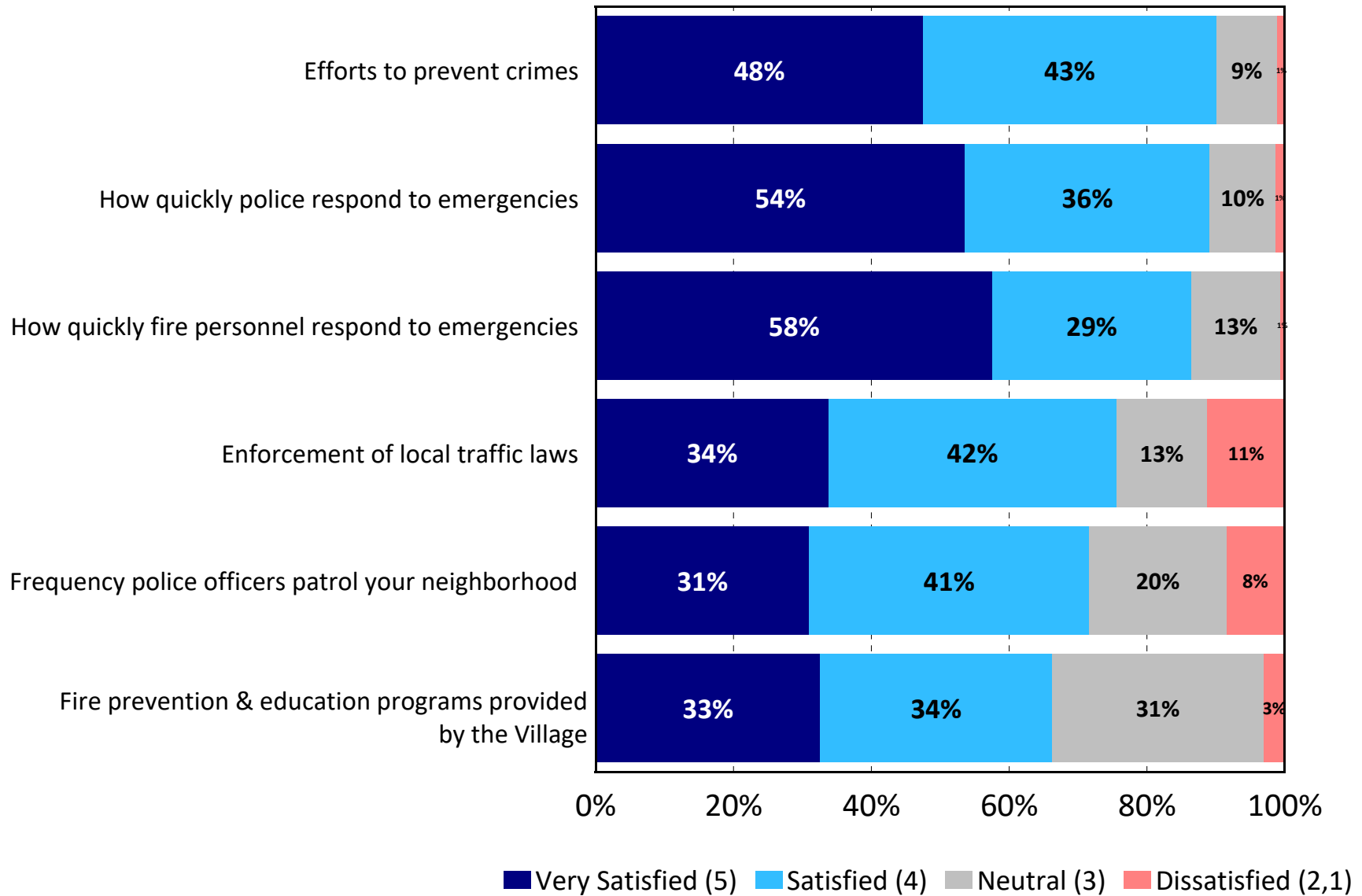
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q6. Satisfaction with Various Aspects of Public Safety

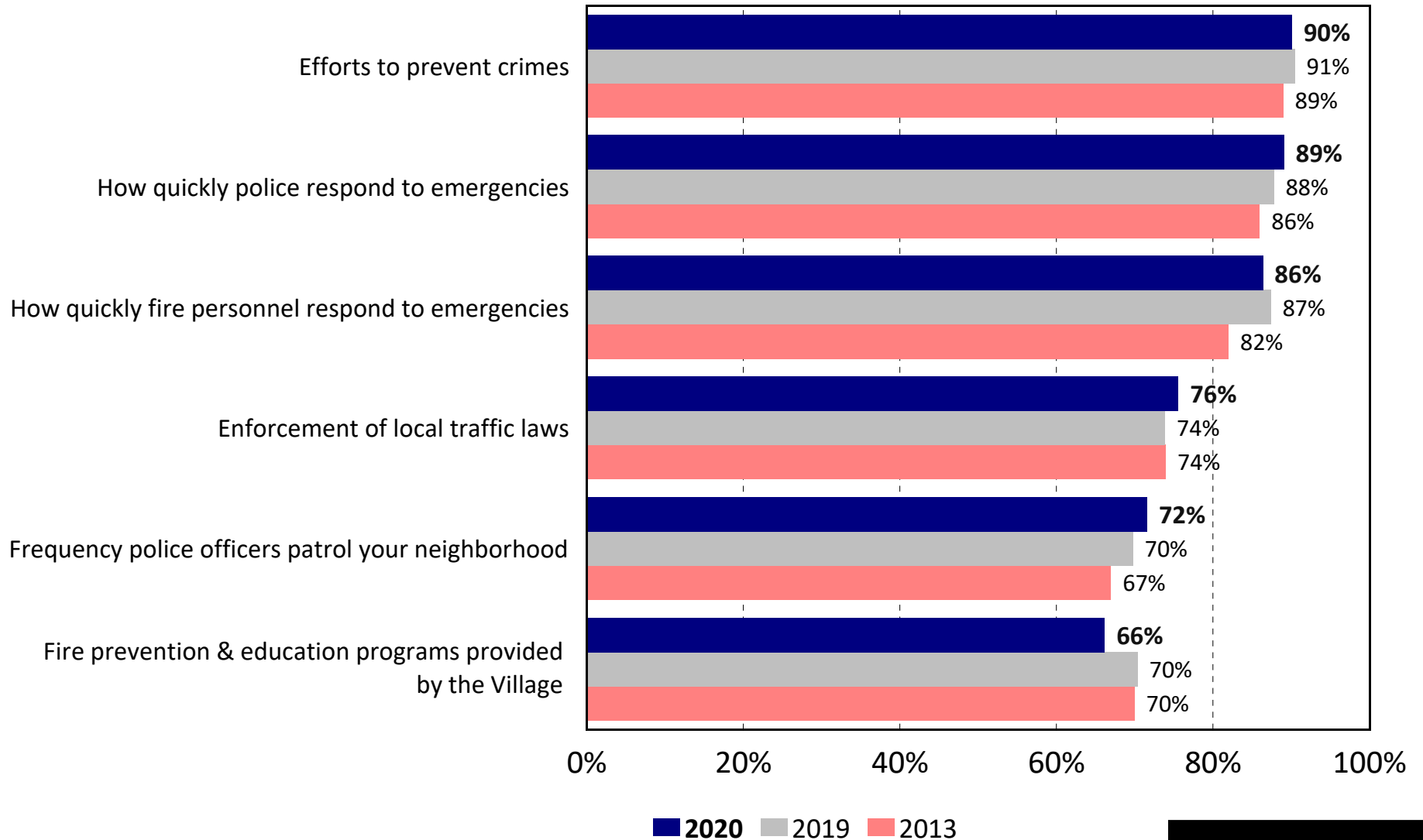
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q6. Satisfaction with Various Aspects of Public Safety 2020, 2019 & 2013

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

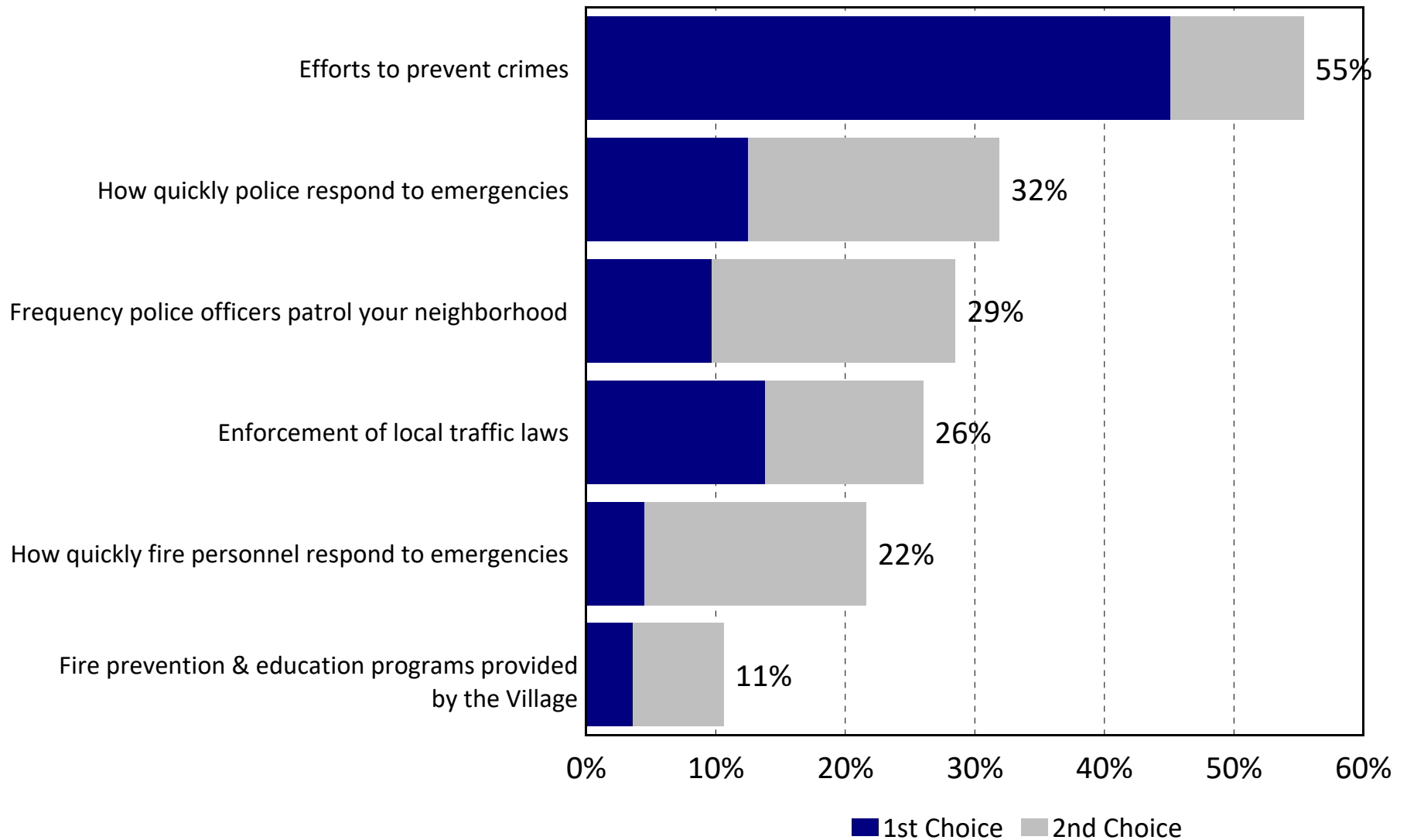


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

TRENDS

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

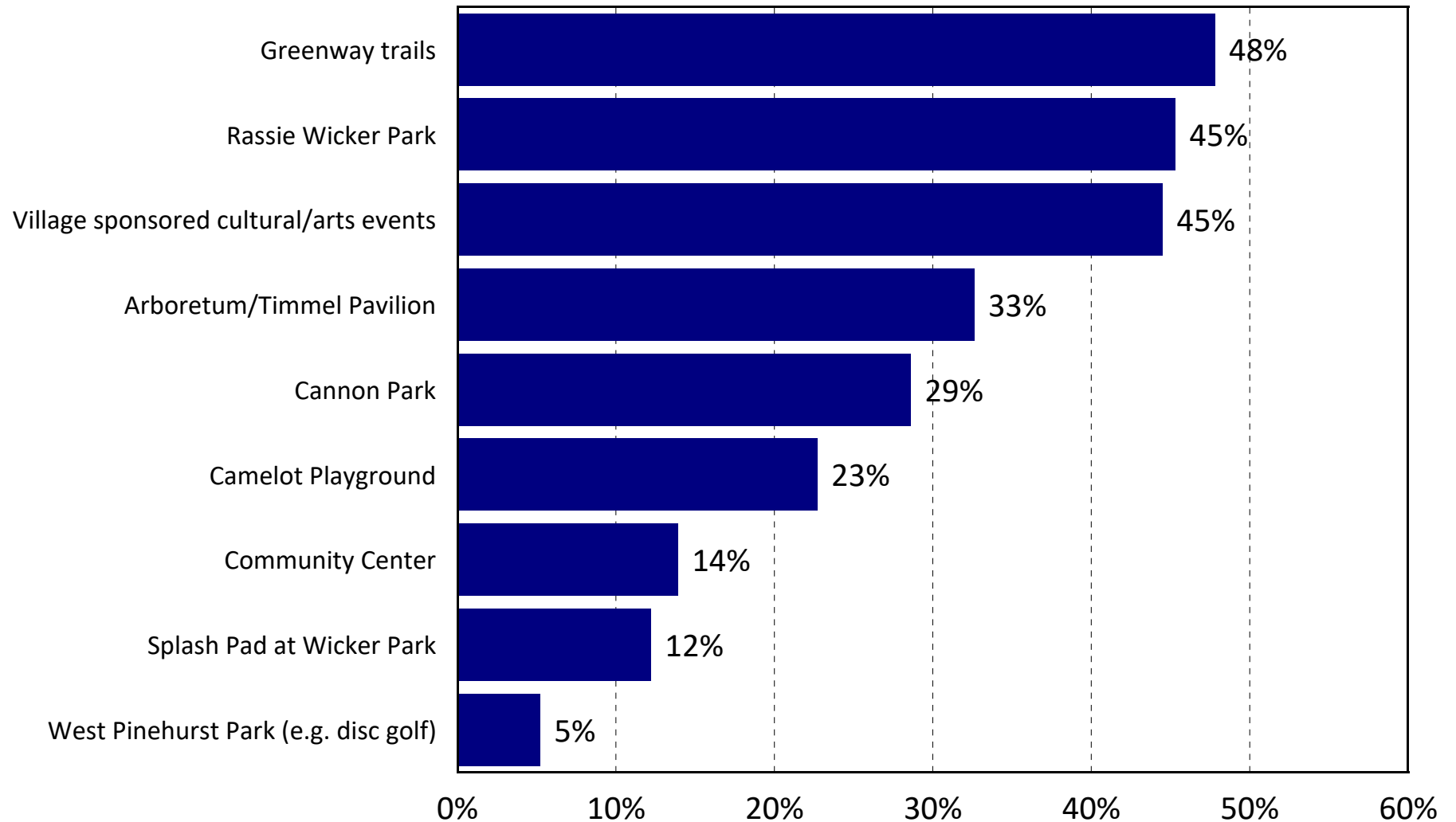
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

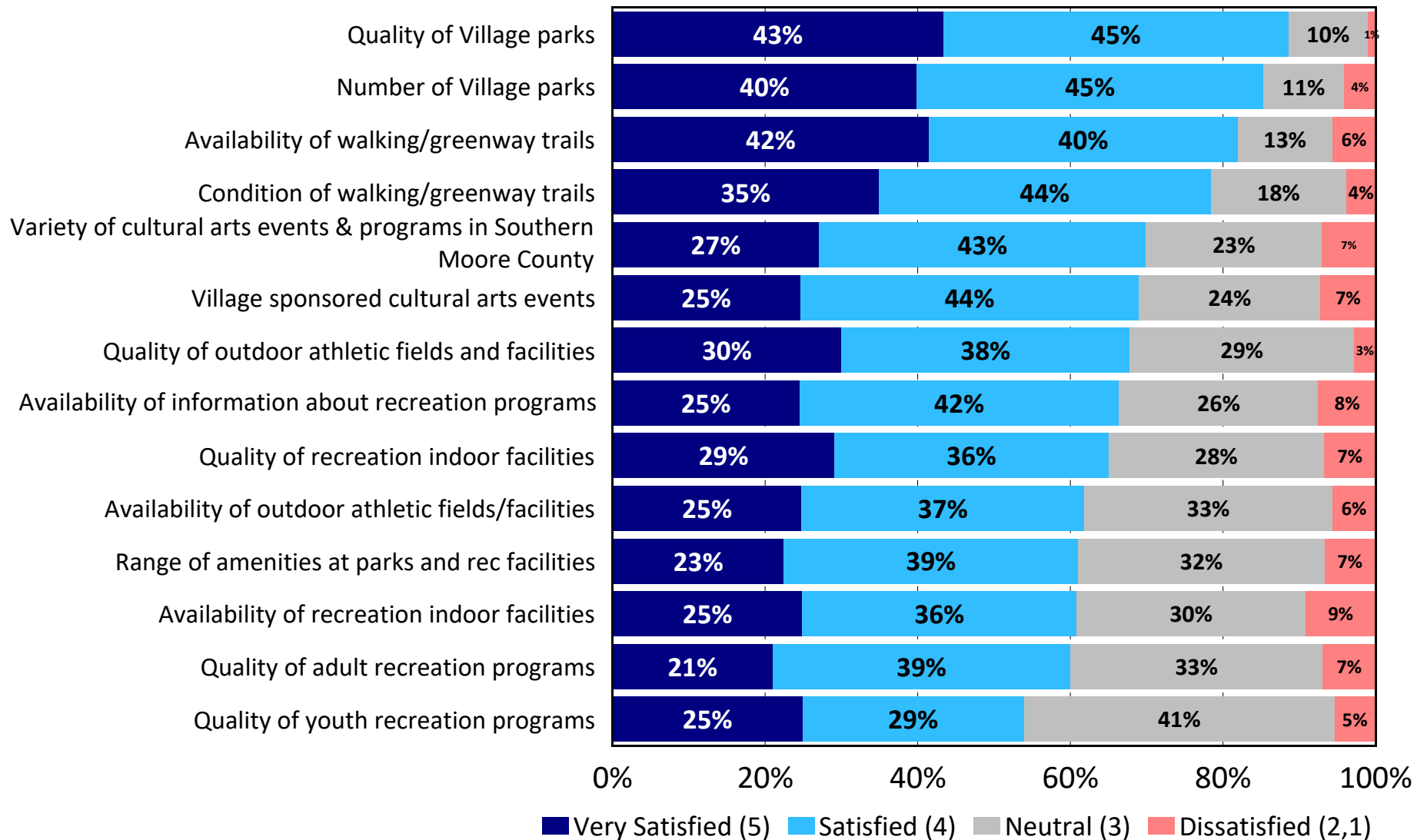
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services

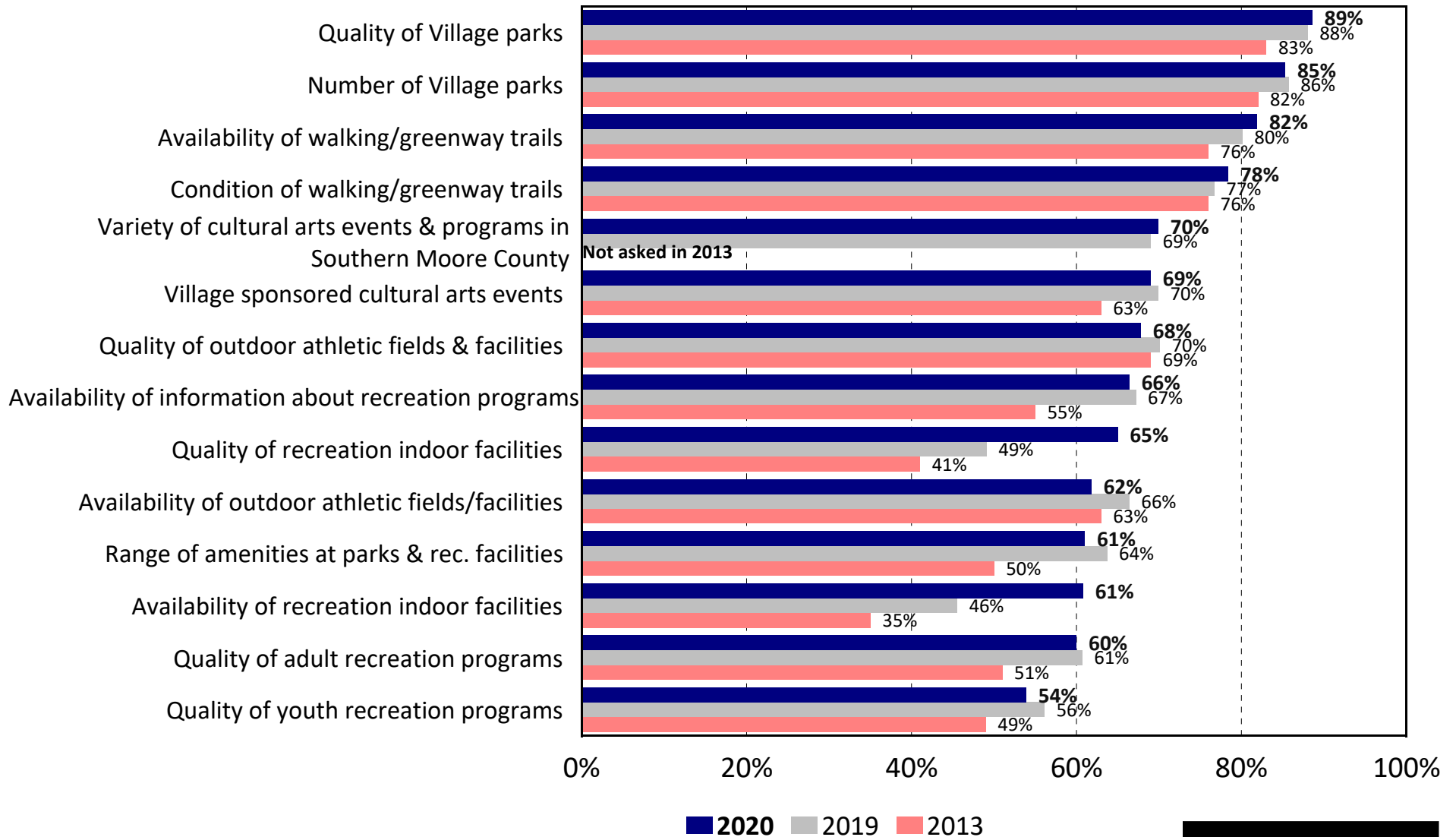
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services - 2020, 2019 & 2013

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

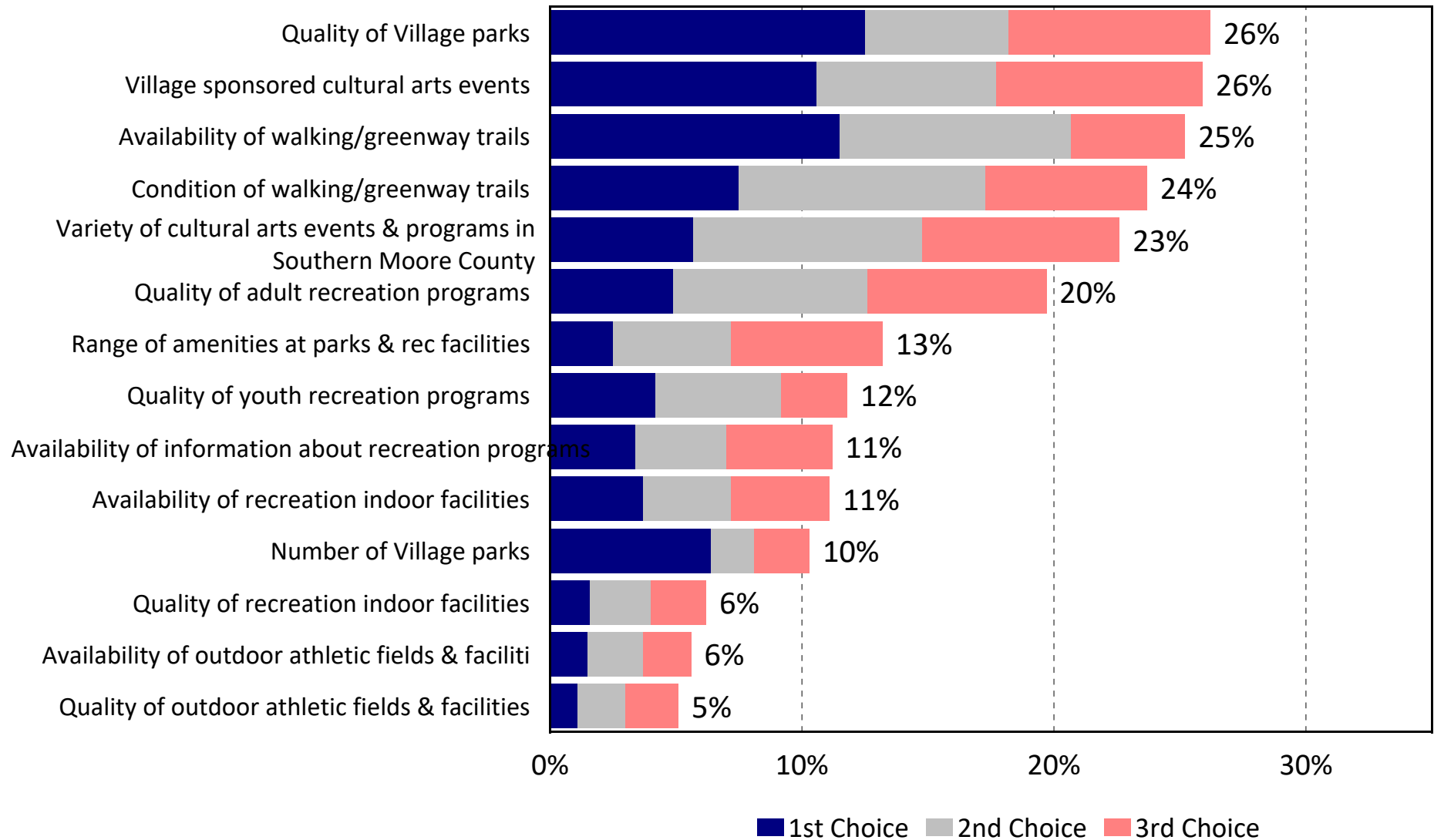


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

TRENDS

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

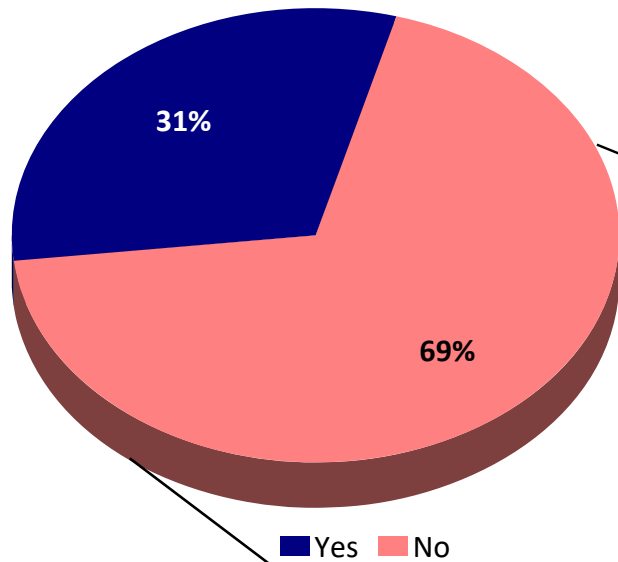
by percentage of respondents who selected the item as one of their top three choices



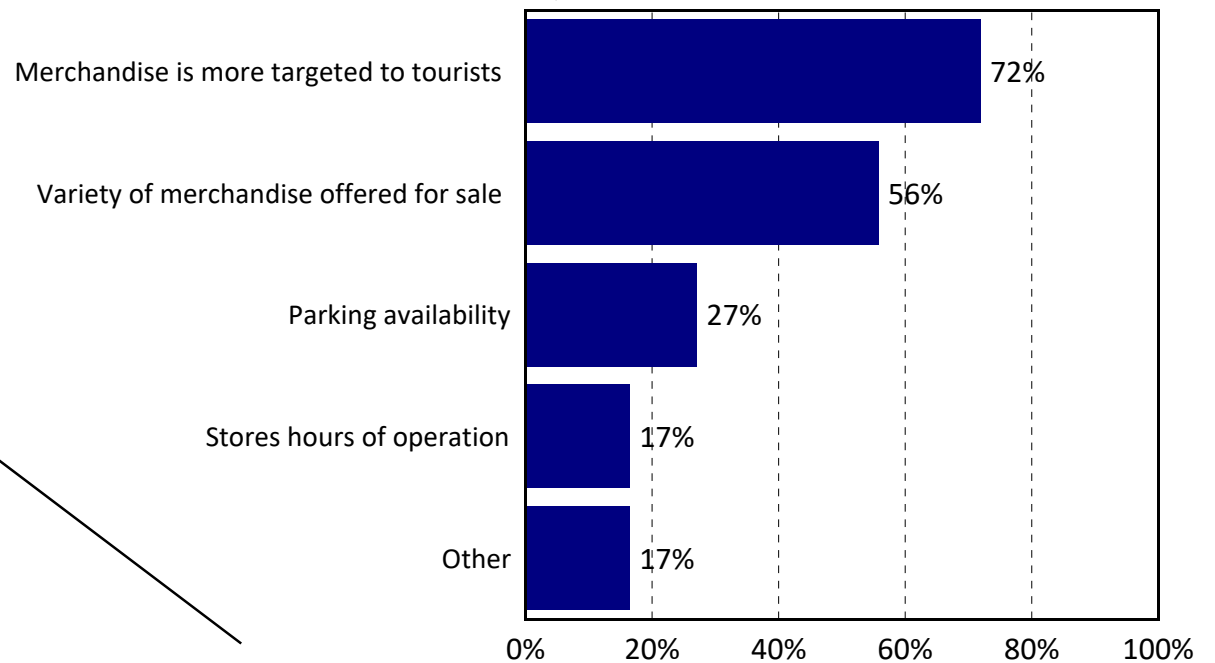
Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

by percentage of respondents (excluding "not provided")



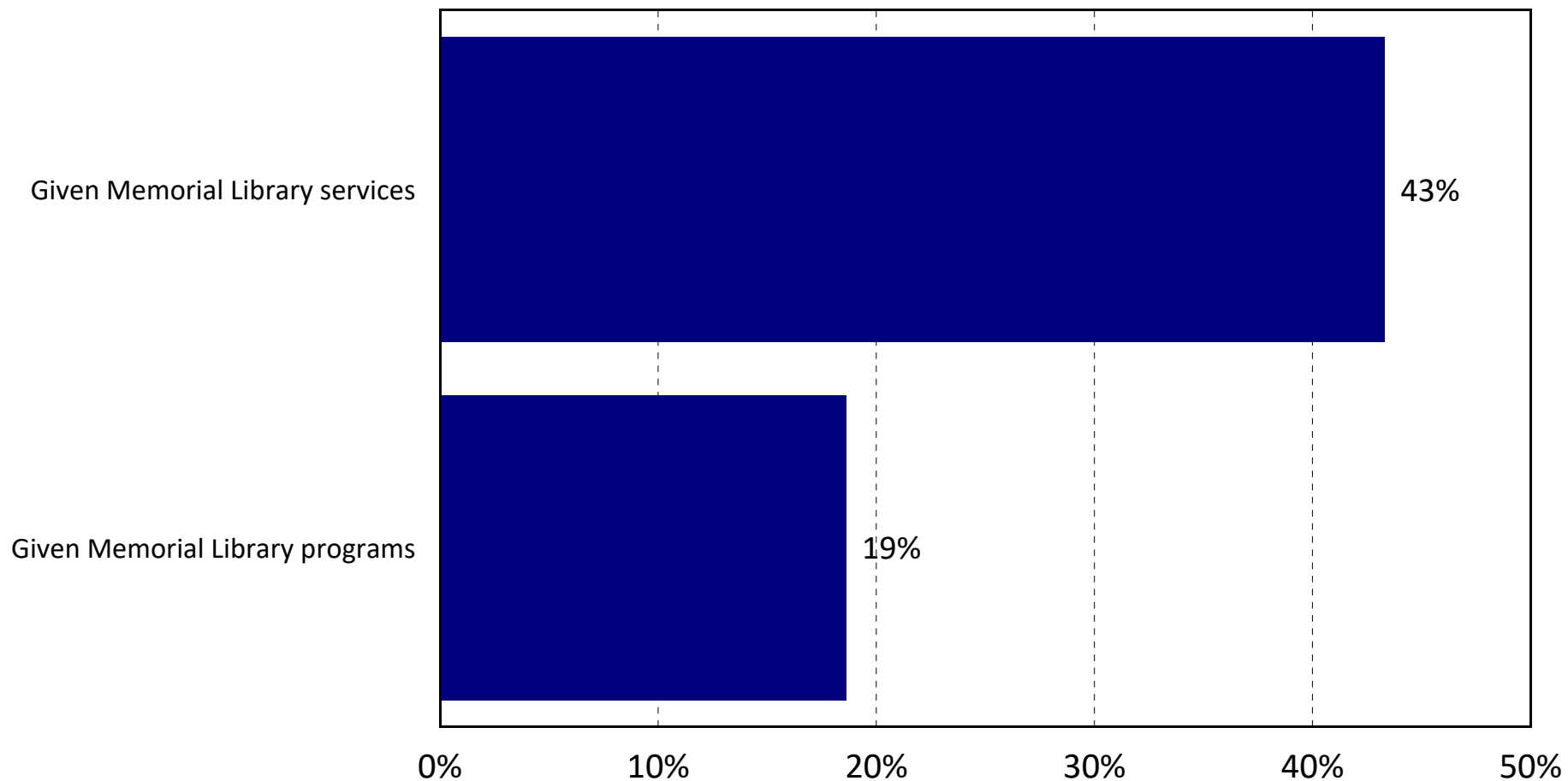
Q11a. Reasons that prevent you from shopping regularly in the Village Center:



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

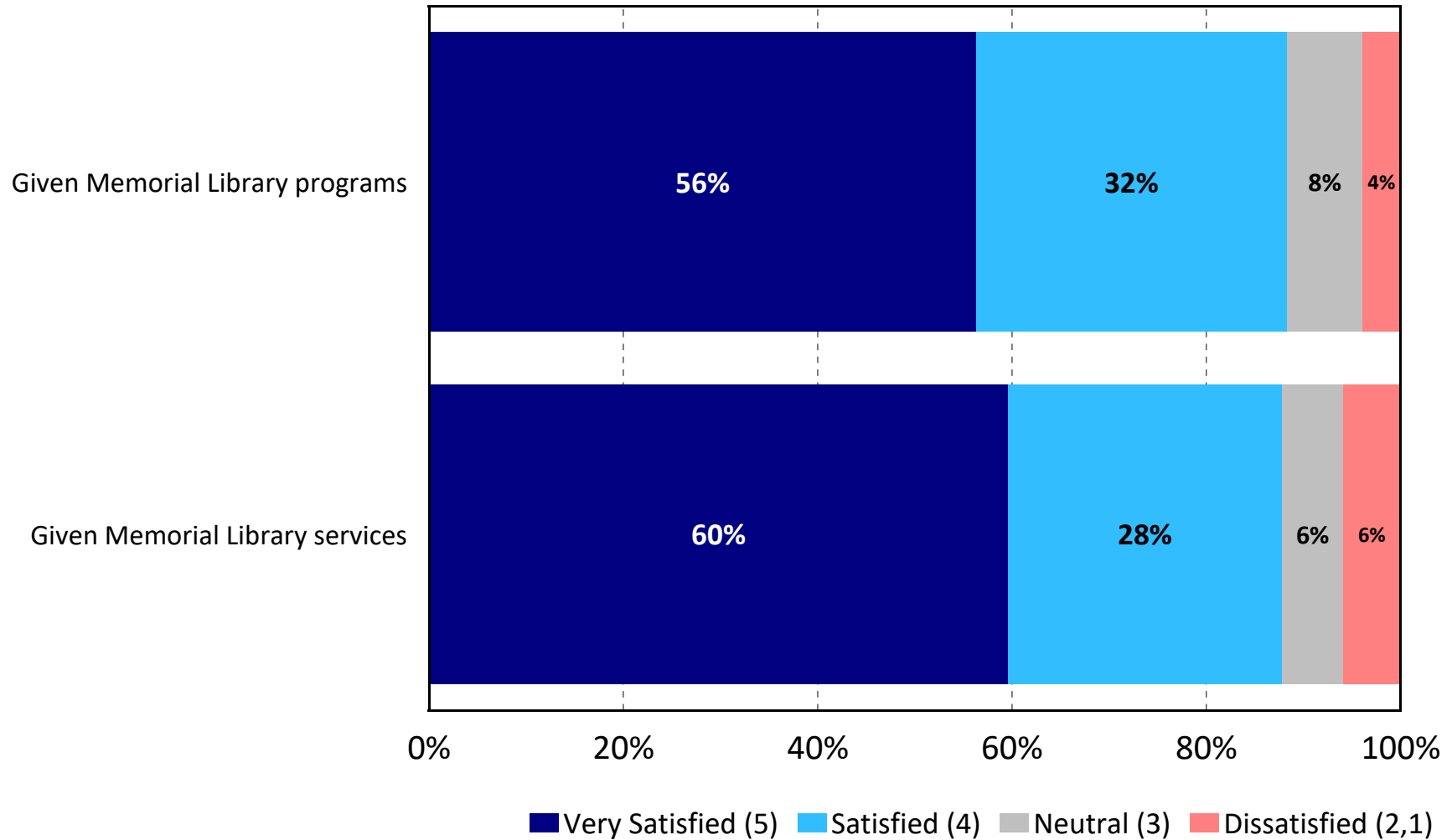
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

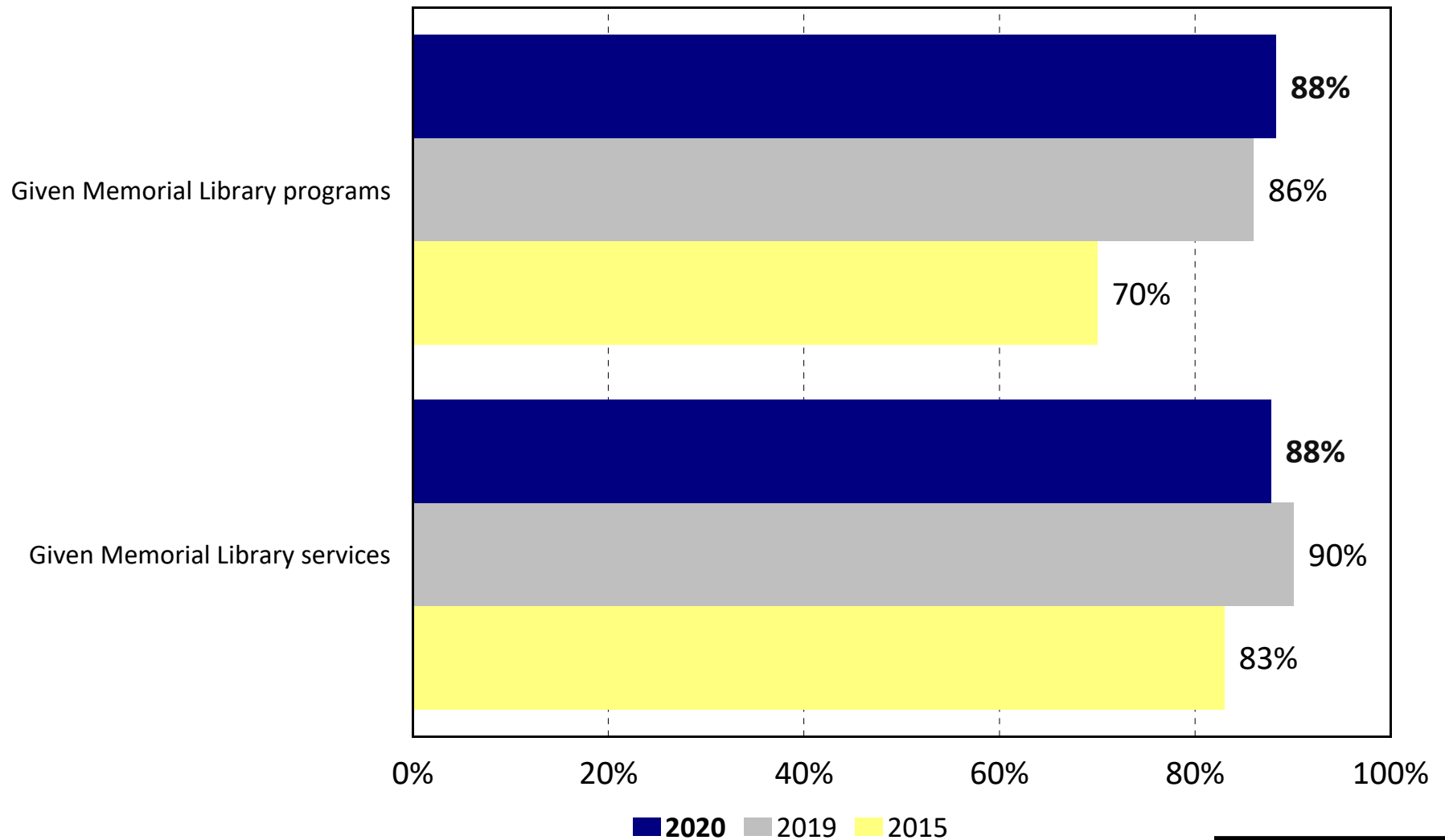
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q12-2. Satisfaction with Various Aspects of Given Memorial Library - 2020, 2019 & 2015

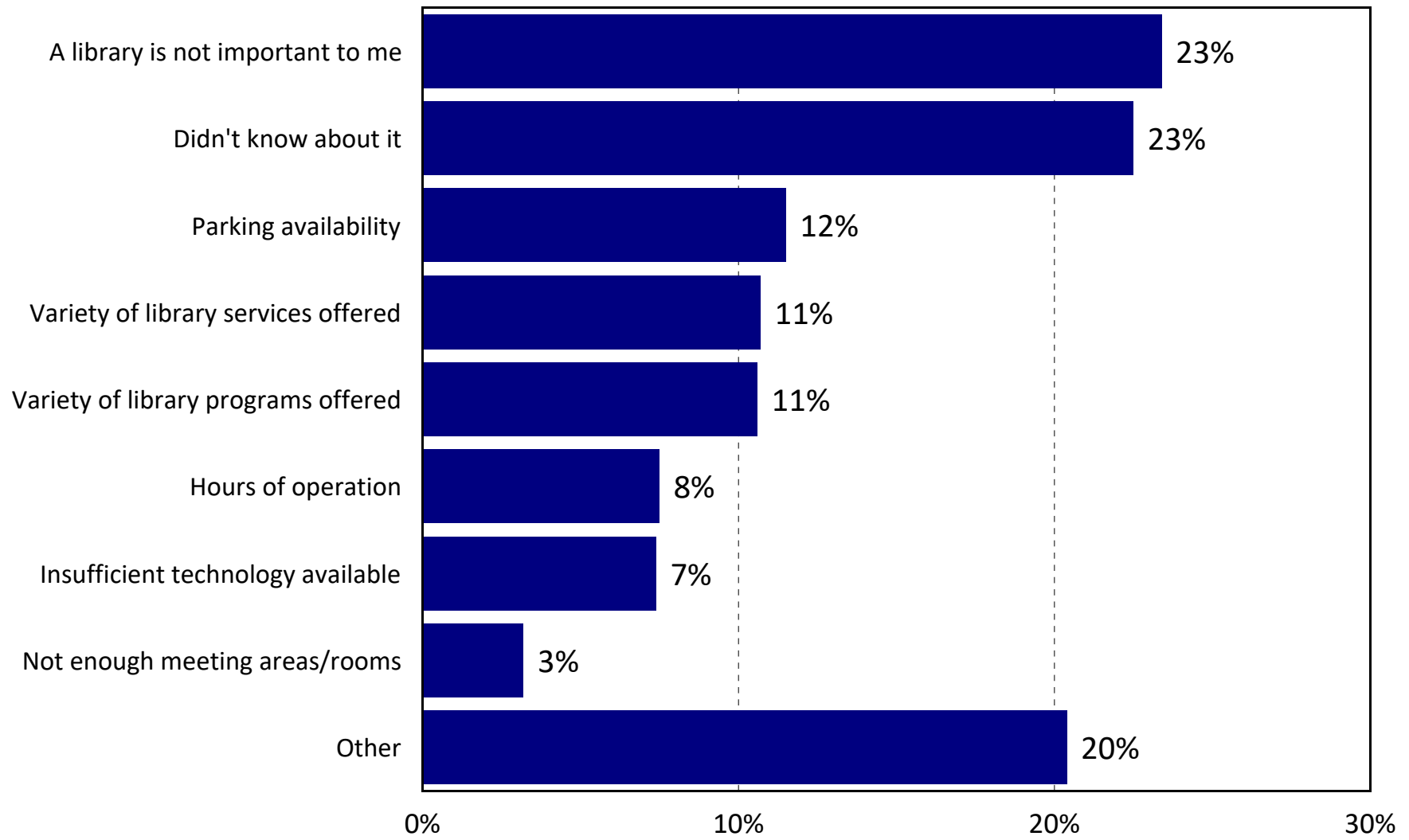
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

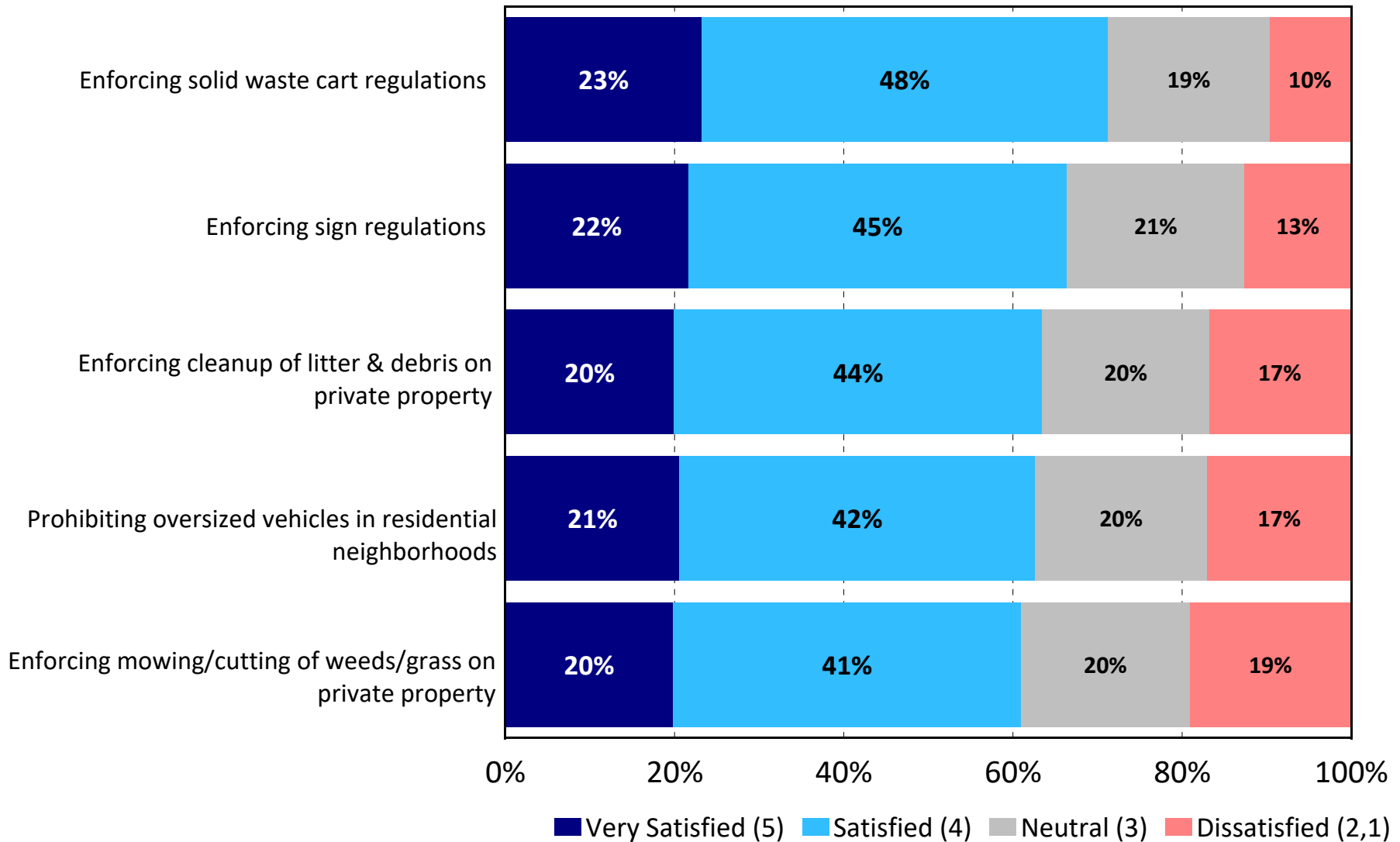
by percentage of respondents who answered "No" to Question 12



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement

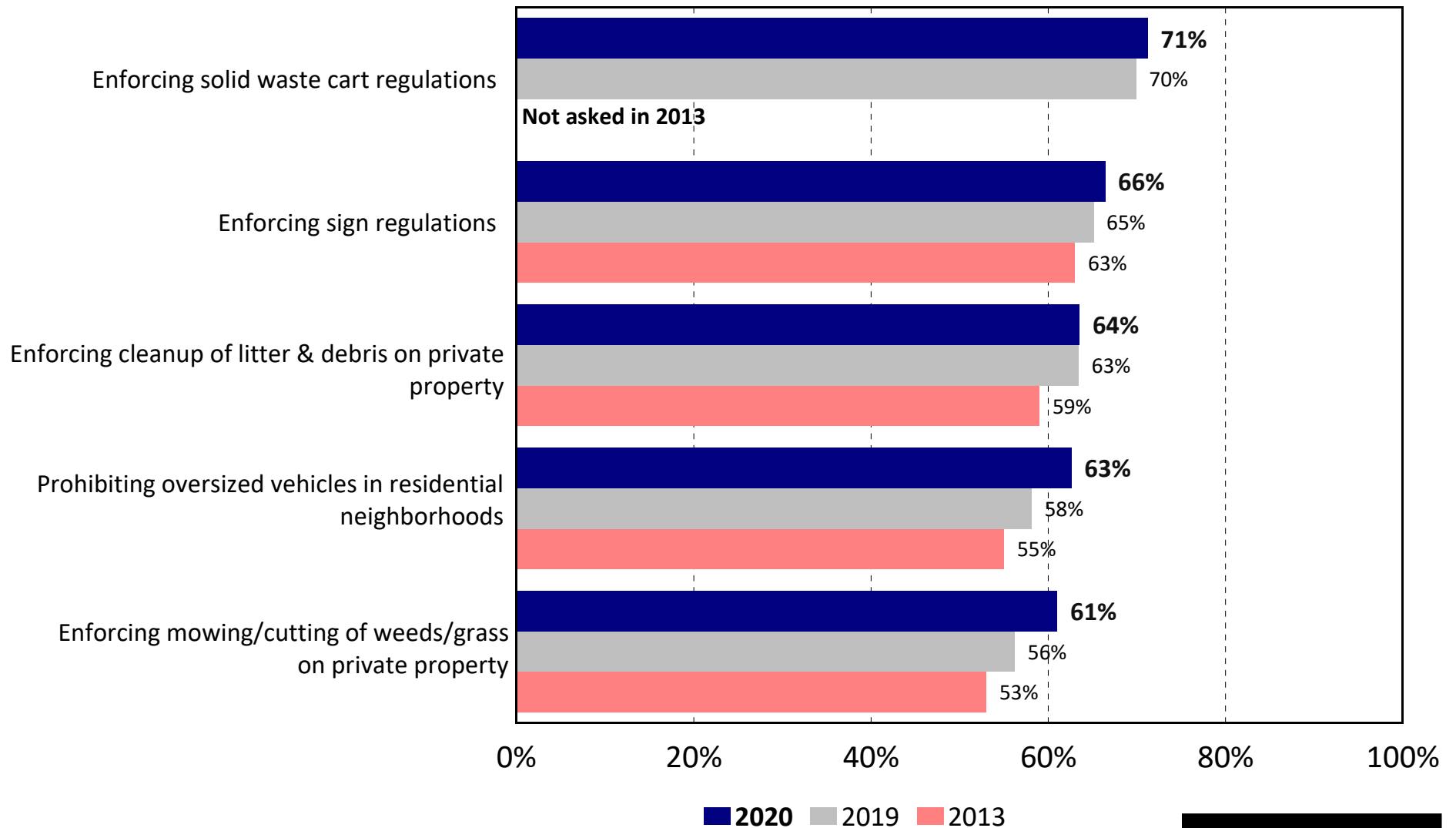
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement 2020, 2019 & 2013

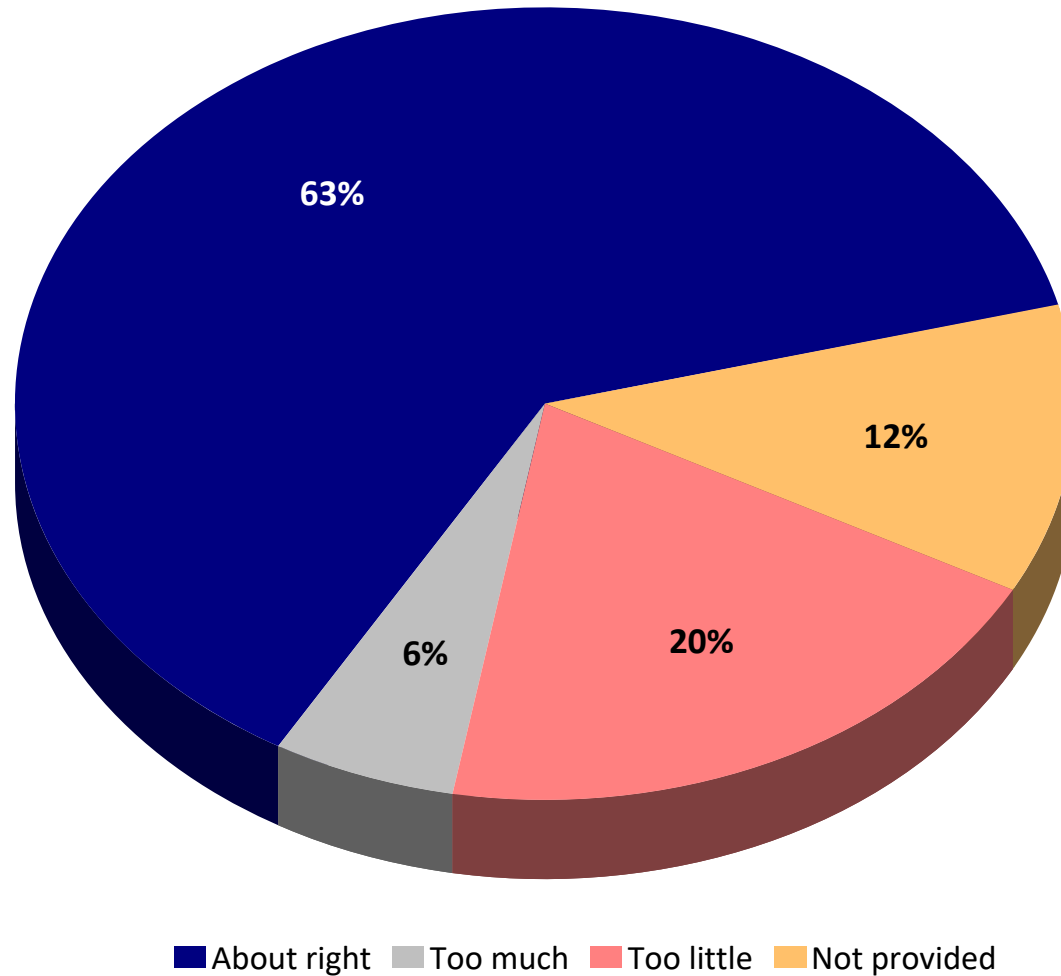
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

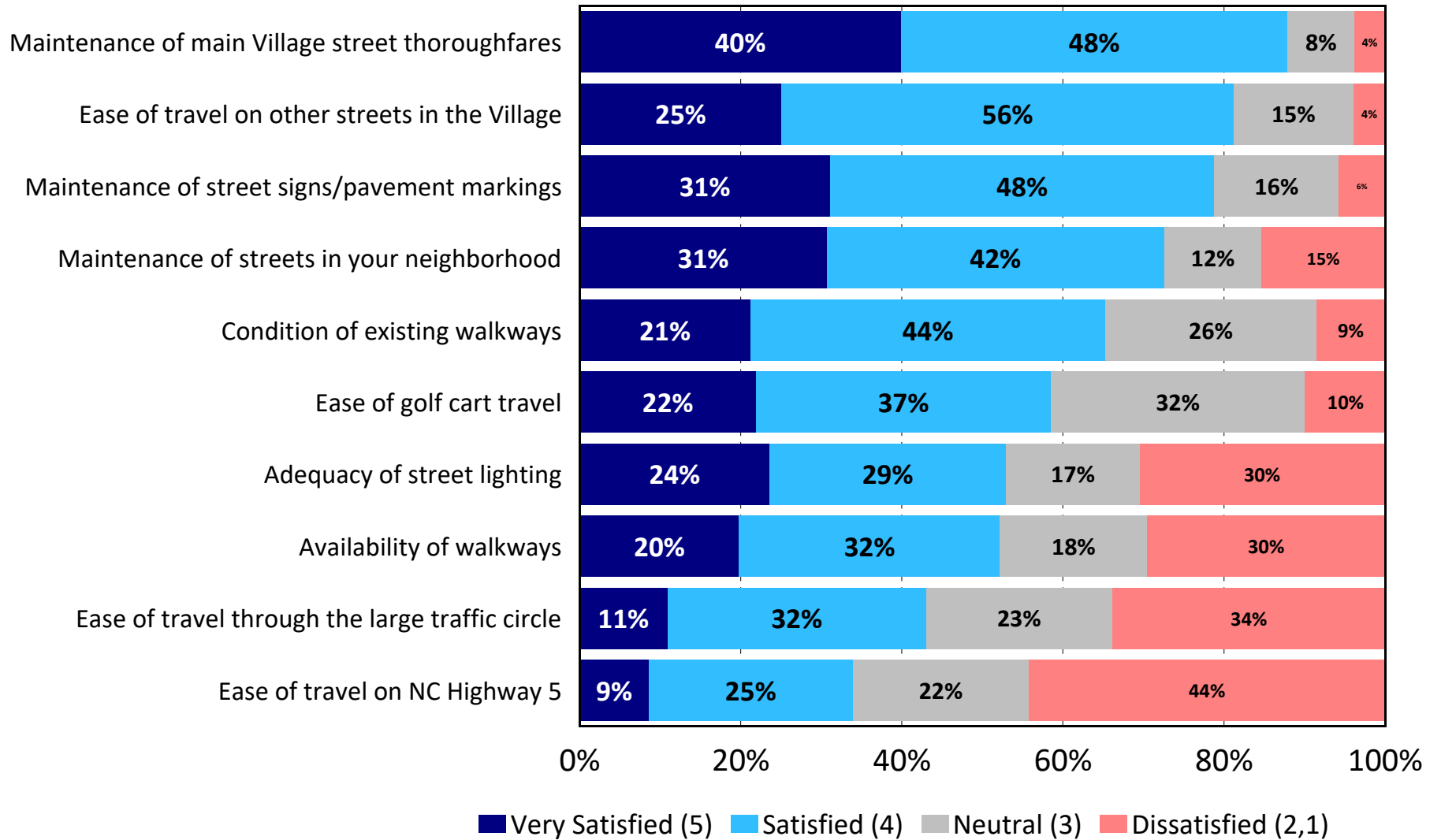
by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q15. Satisfaction with Various Aspects of Transportation Services

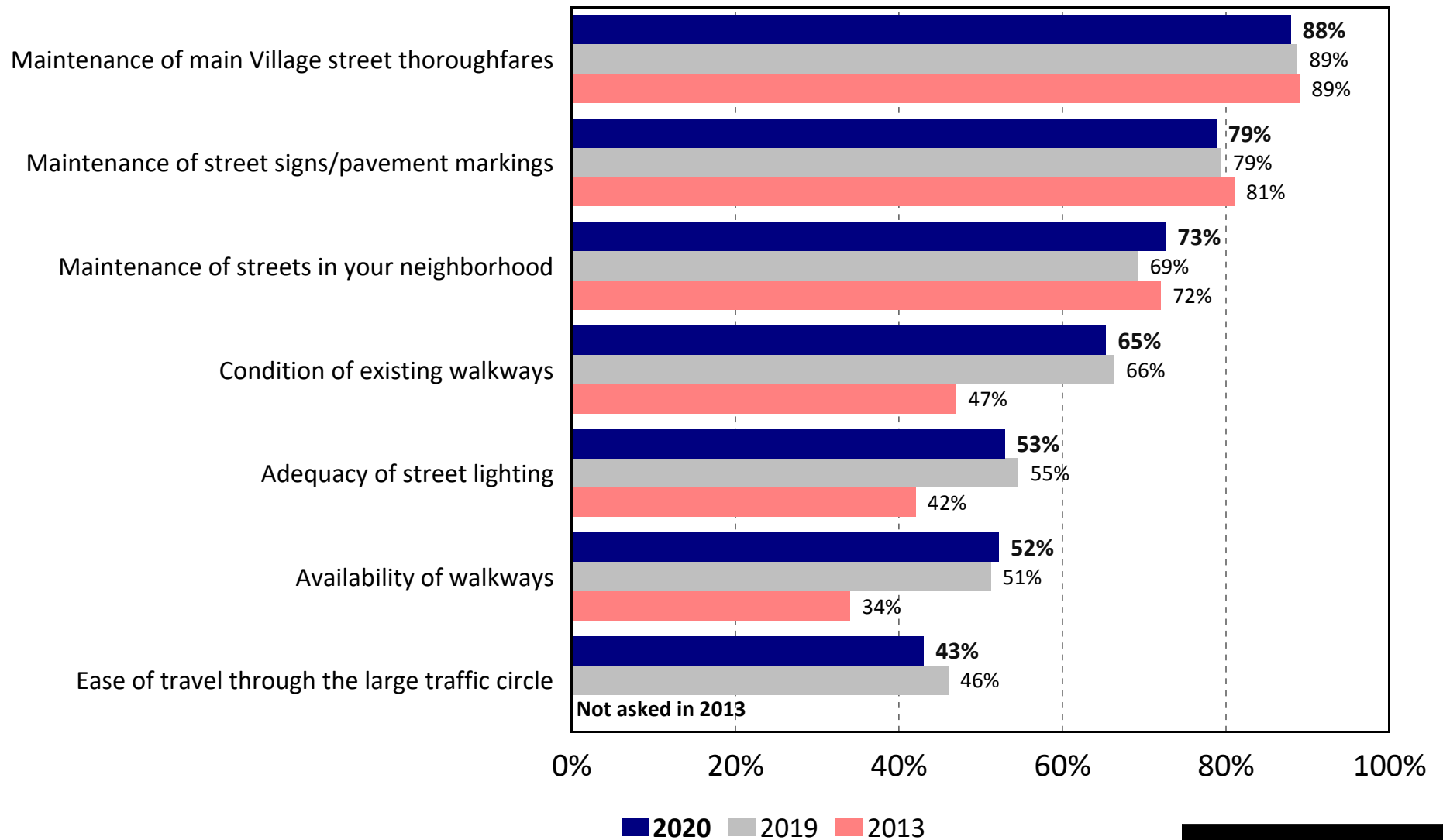
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q15. Satisfaction with Various Aspects of Transportation Services - 2020, 2019 & 2013

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

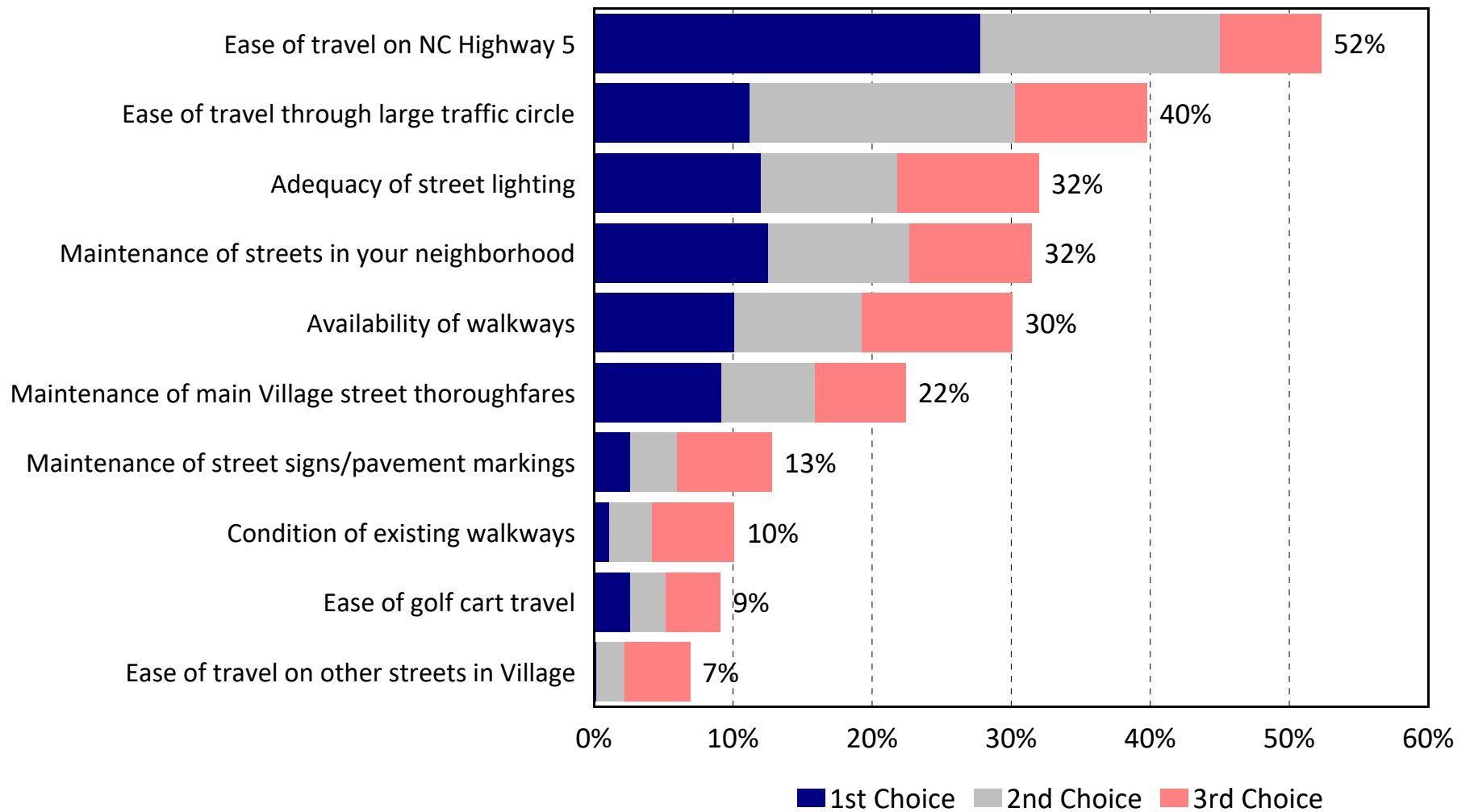


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

TRENDS

Q16. Which three of the Transportation Services items should receive the most emphasis from Village leaders over the next TWO Years?

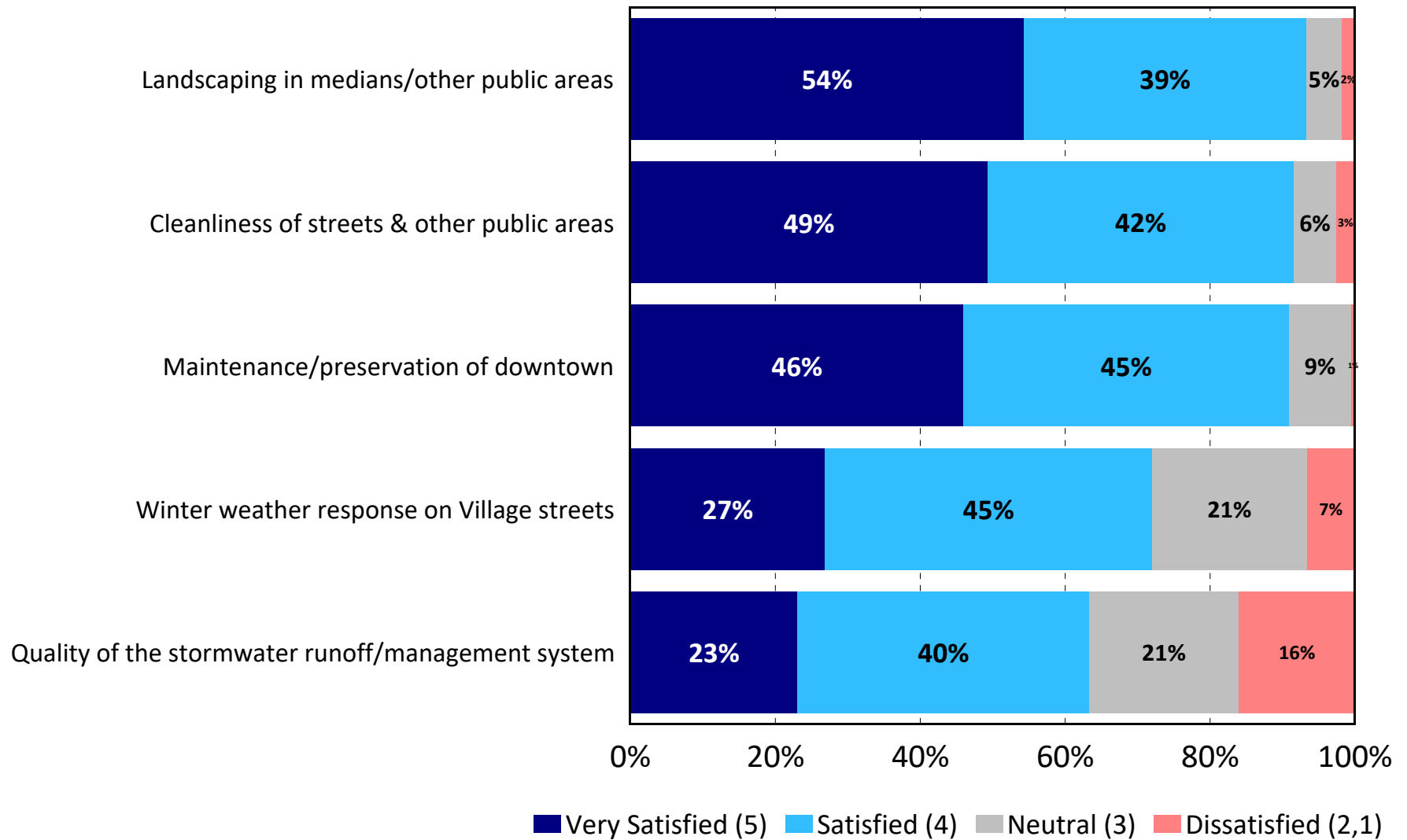
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q17. Satisfaction with Various Aspects of Public Services

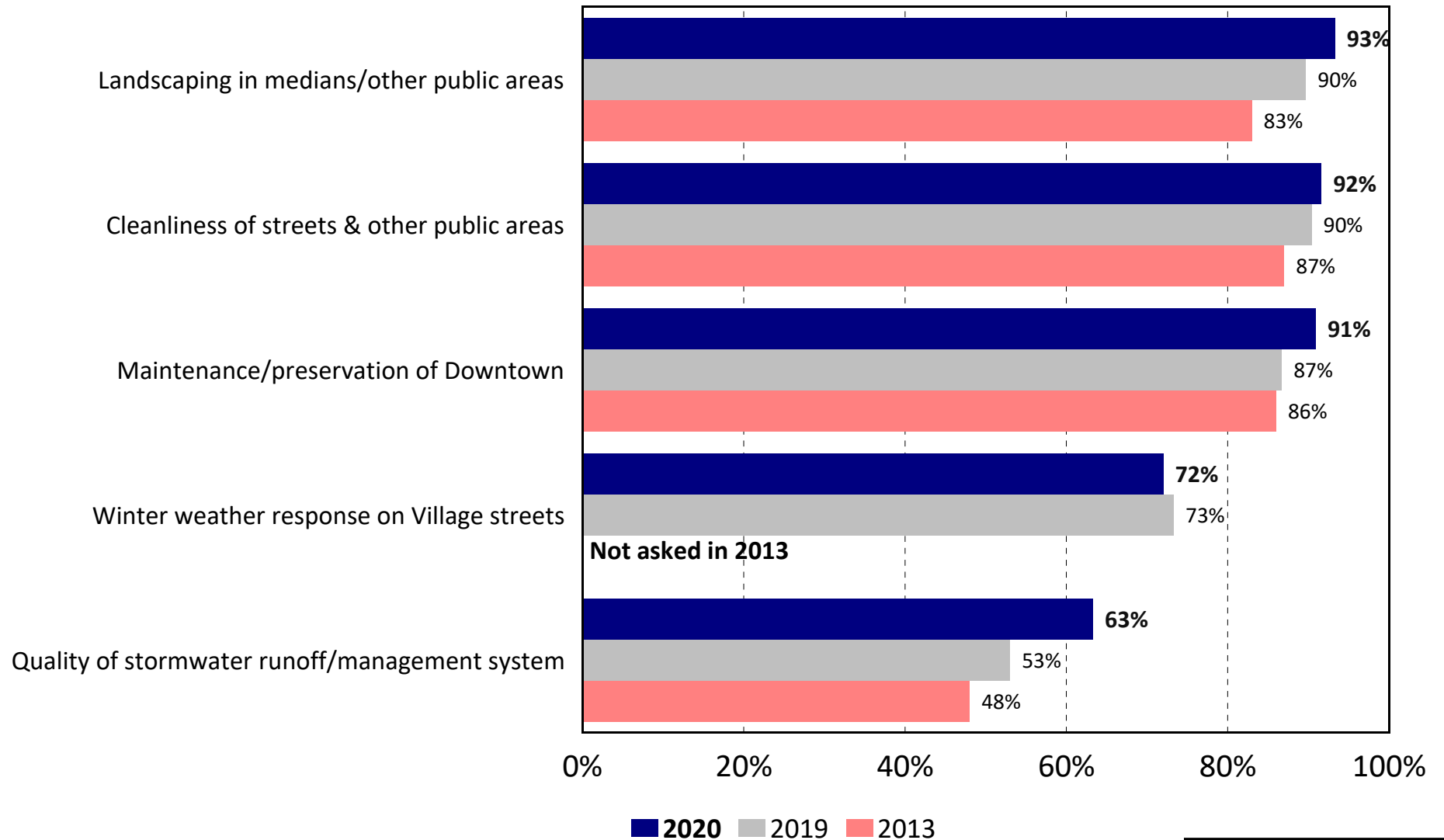
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q17. Satisfaction with Various Aspects of Public Services 2020, 2019 & 2013

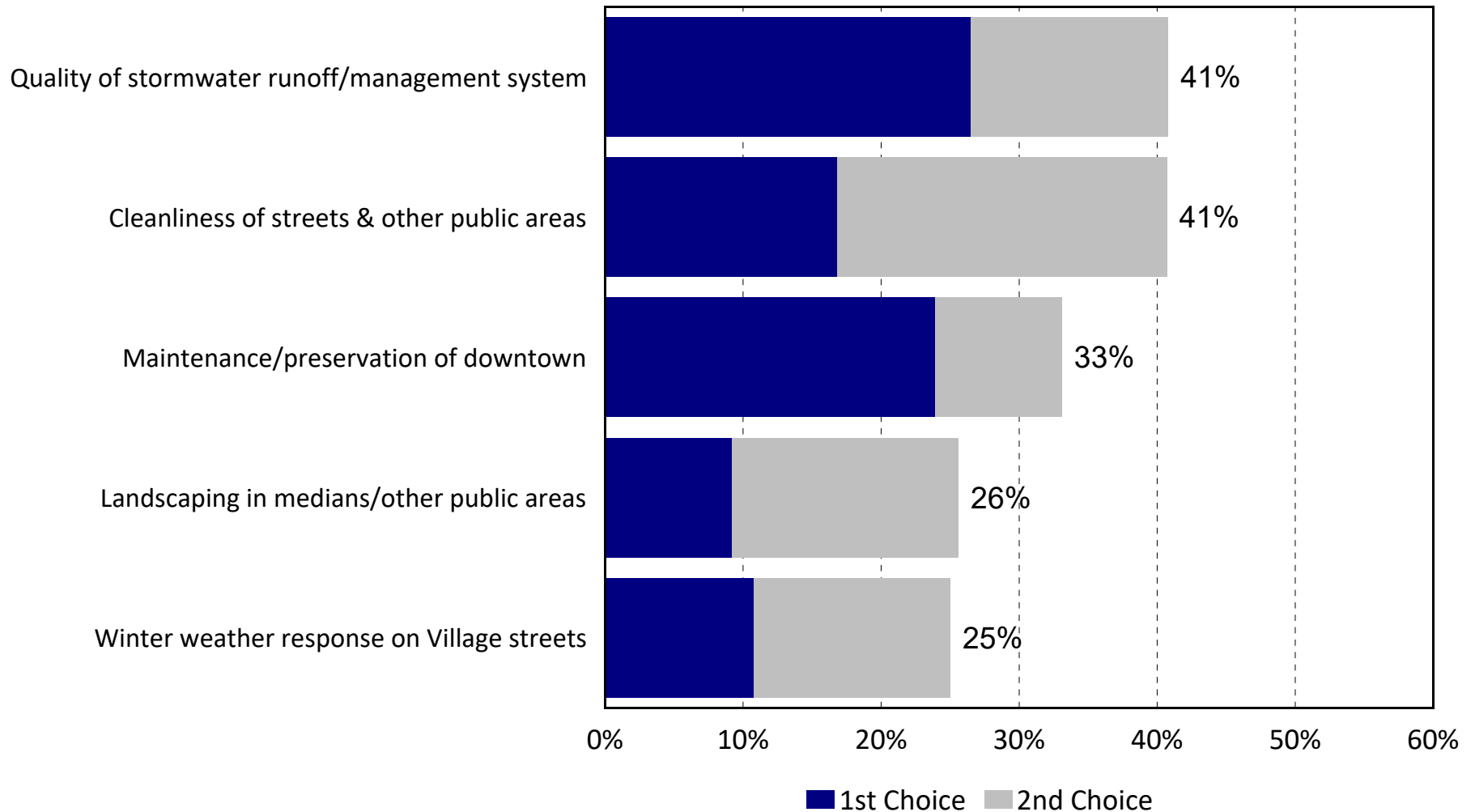
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q18. Which two of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

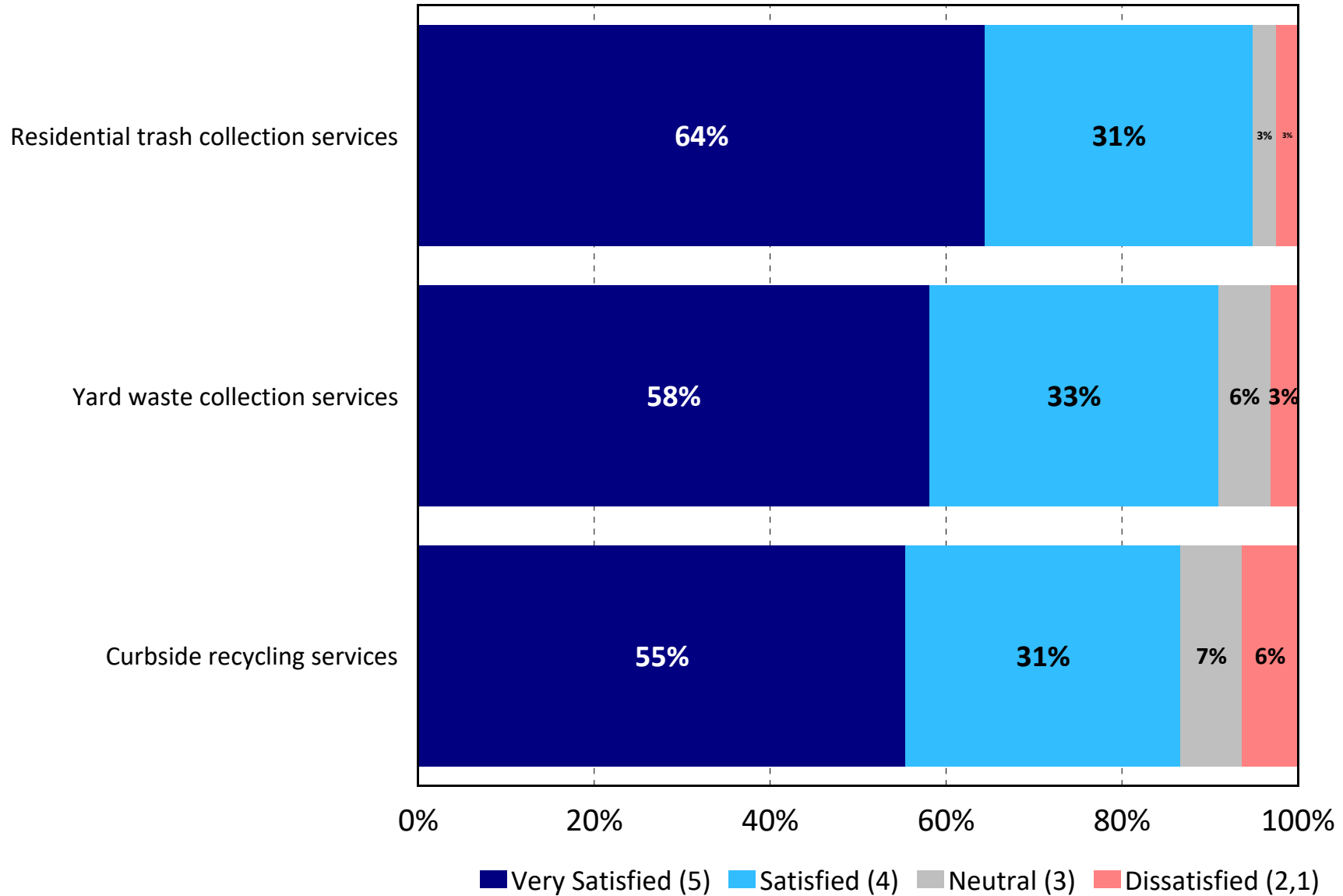
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q19. Satisfaction with Solid Waste Services

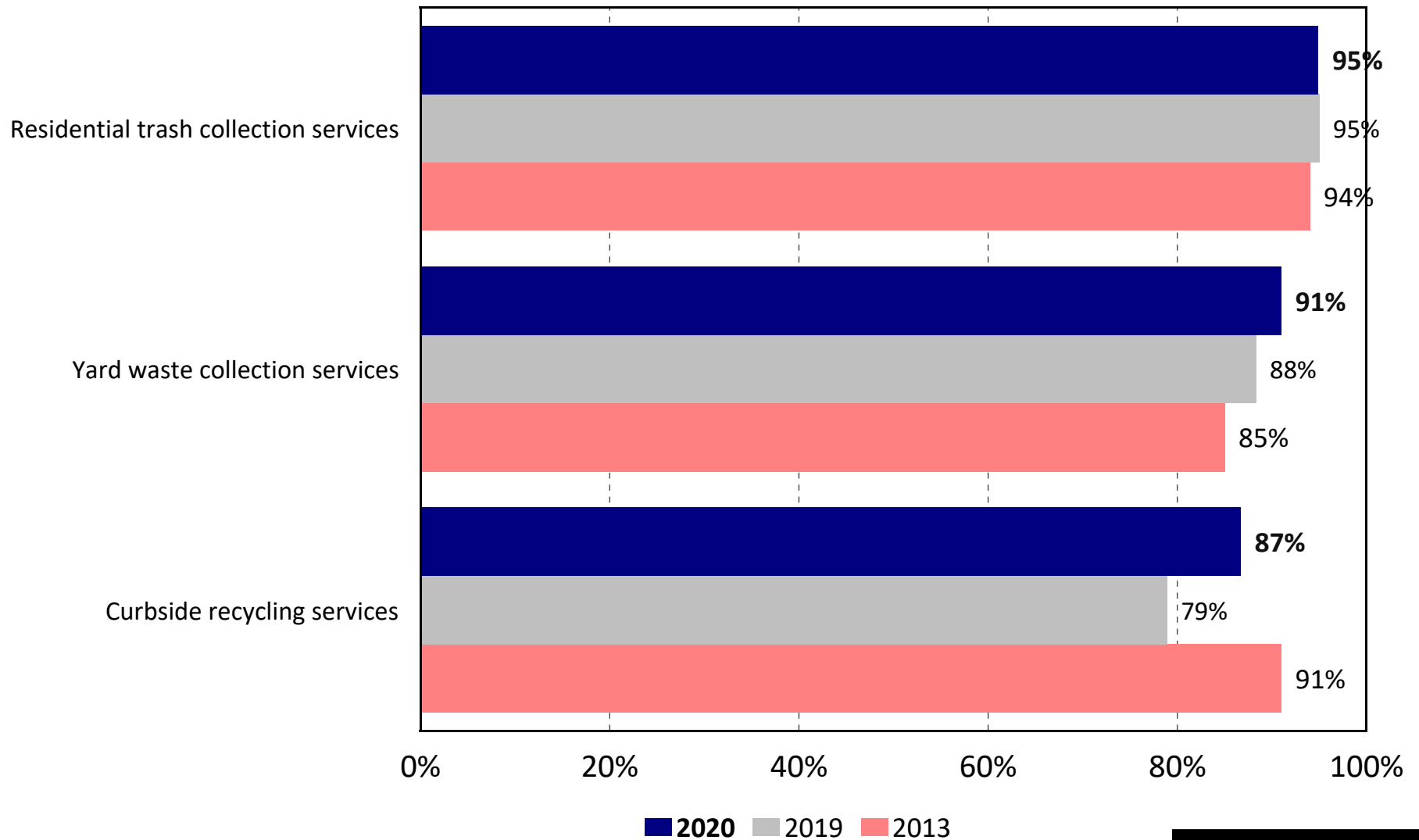
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q19. Satisfaction with Solid Waste Services *2020, 2019 & 2013*

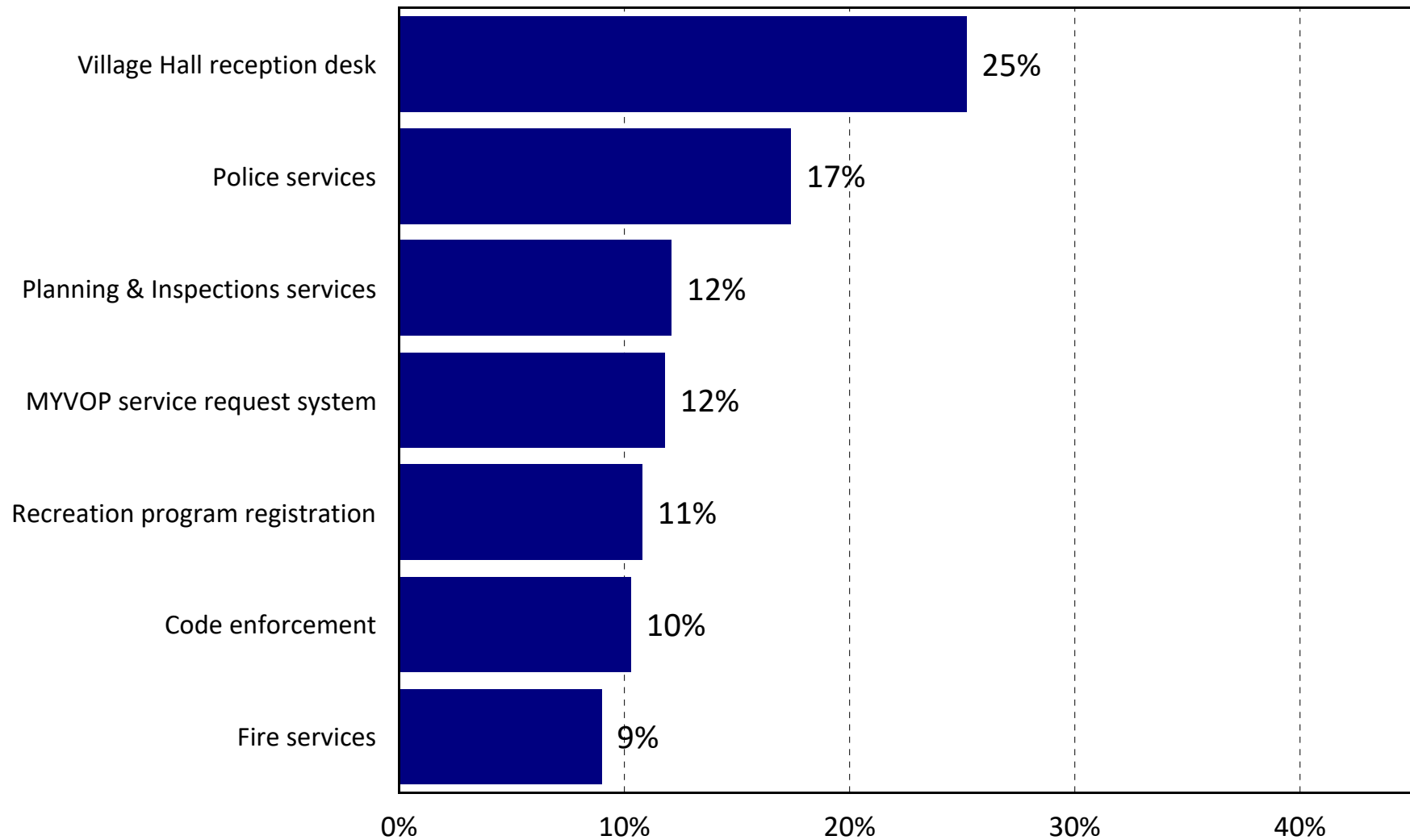
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q20. Do you or other members of your household use Village services and facilities?

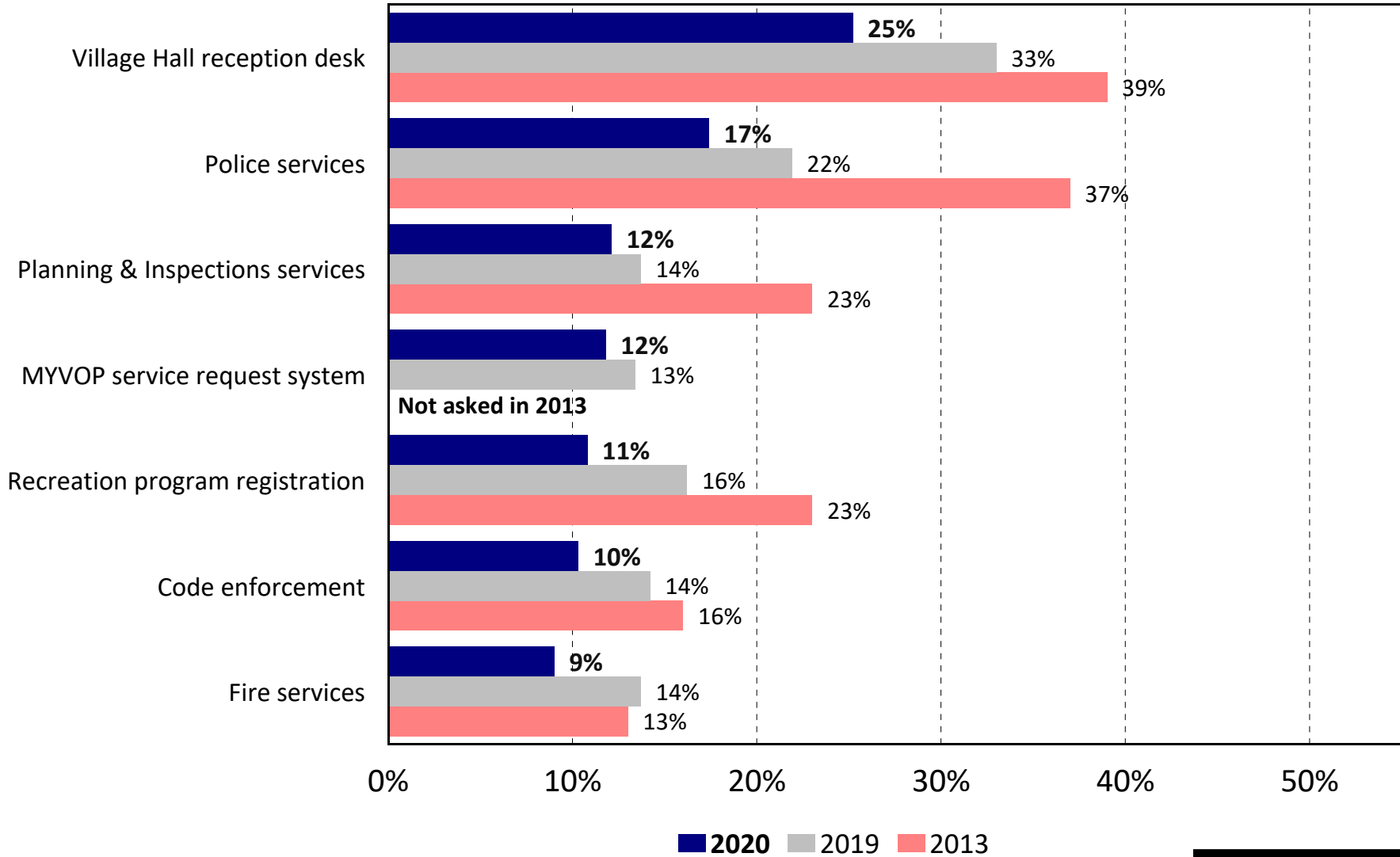
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q20. Households That Use Village Services and Facilities 2020, 2019 & 2013

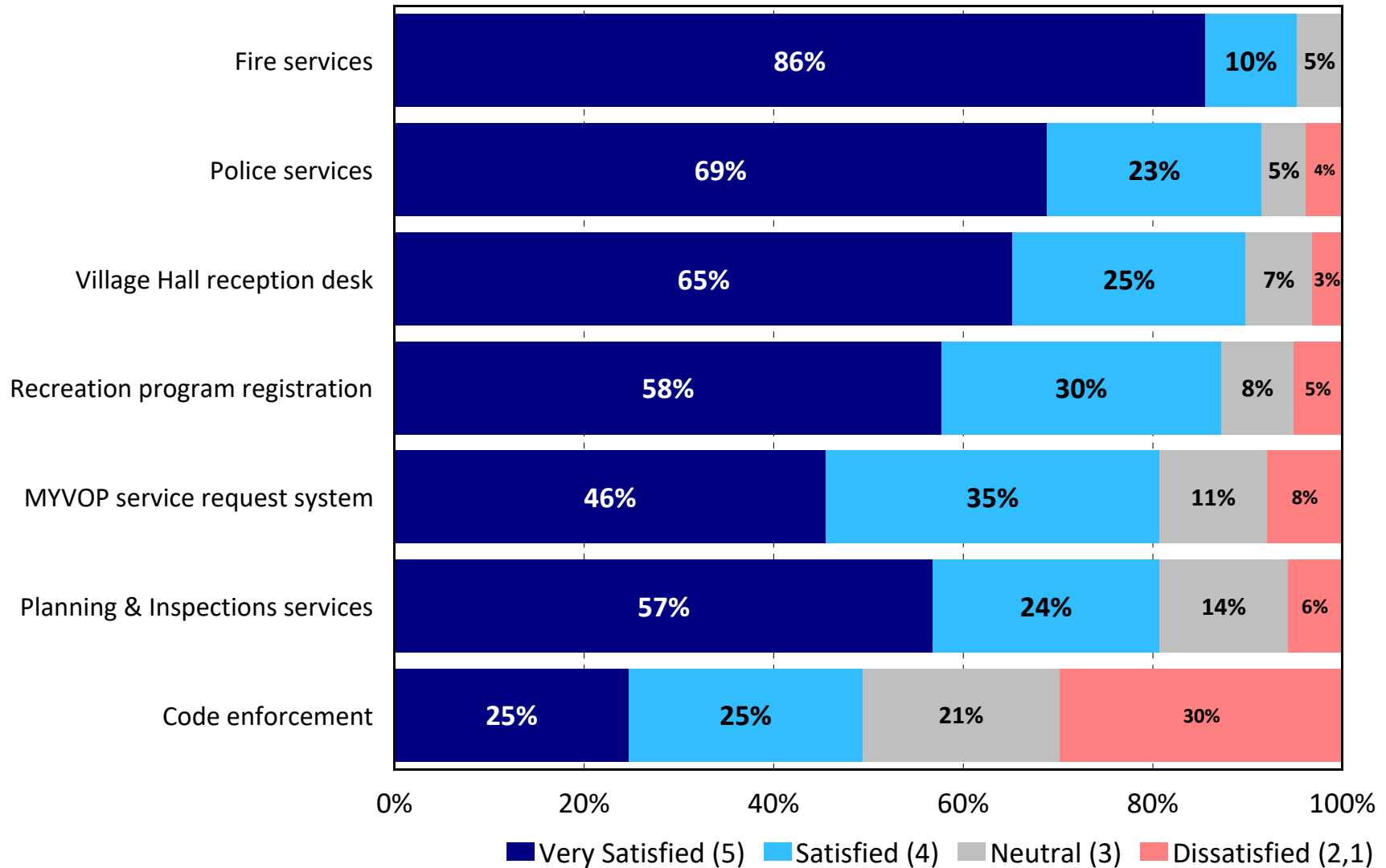
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q20a. Satisfaction with Village Services and Facilities That Households Have Used

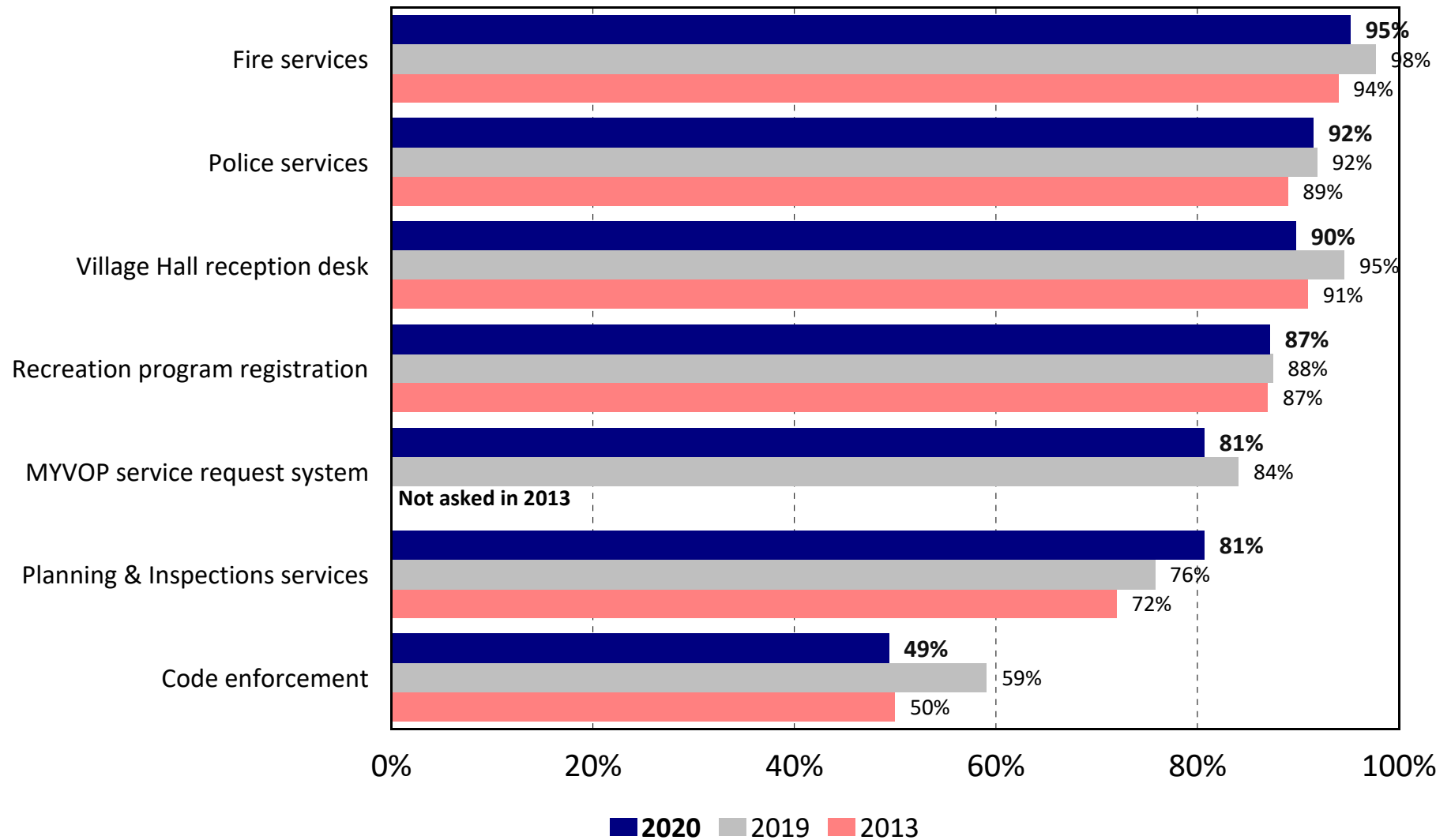
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q20a. Satisfaction With Village Services and Facilities 2020, 2019 & 2013

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

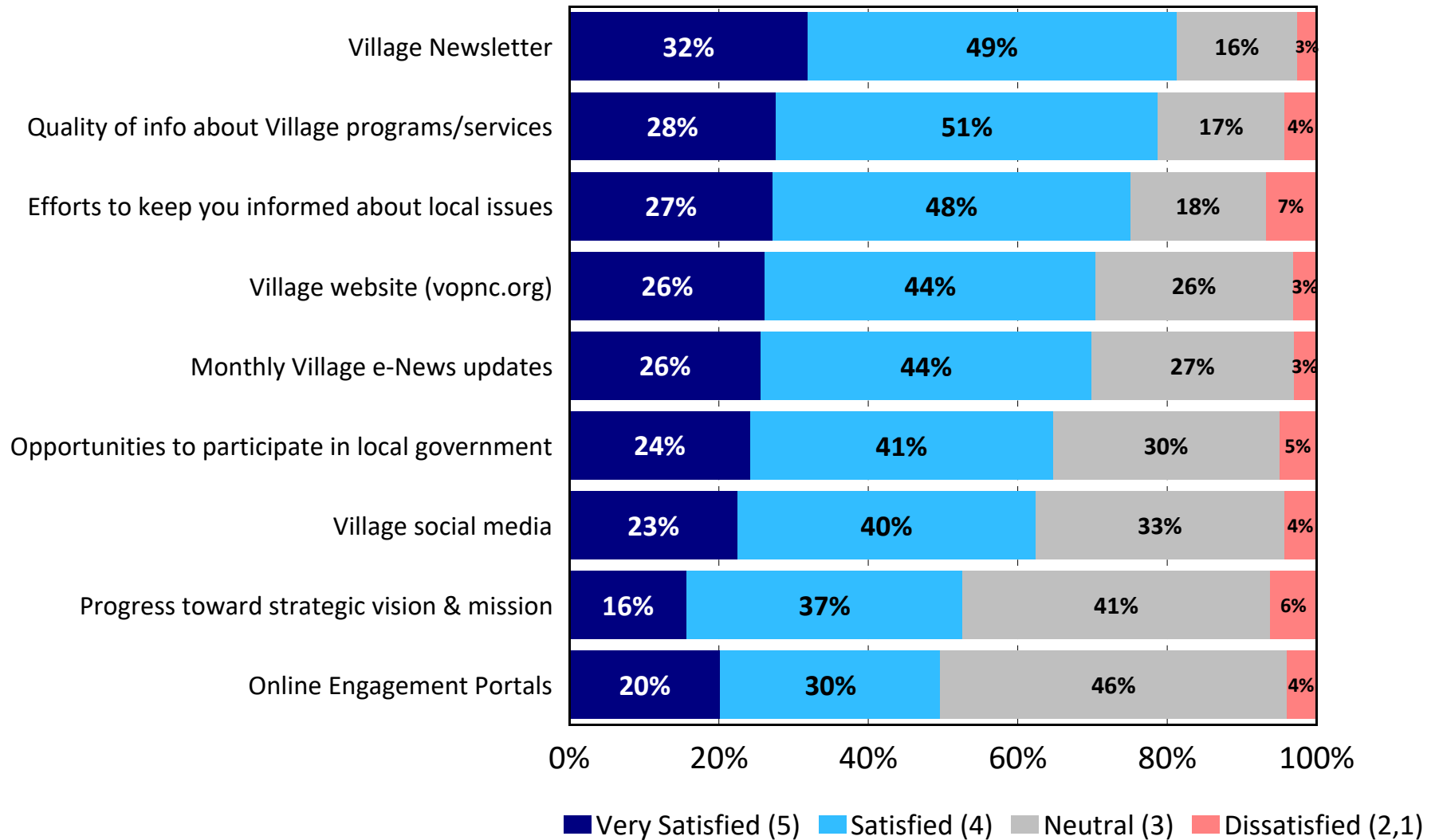


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

TRENDS

Q21. Satisfaction with Public Communication and Outreach

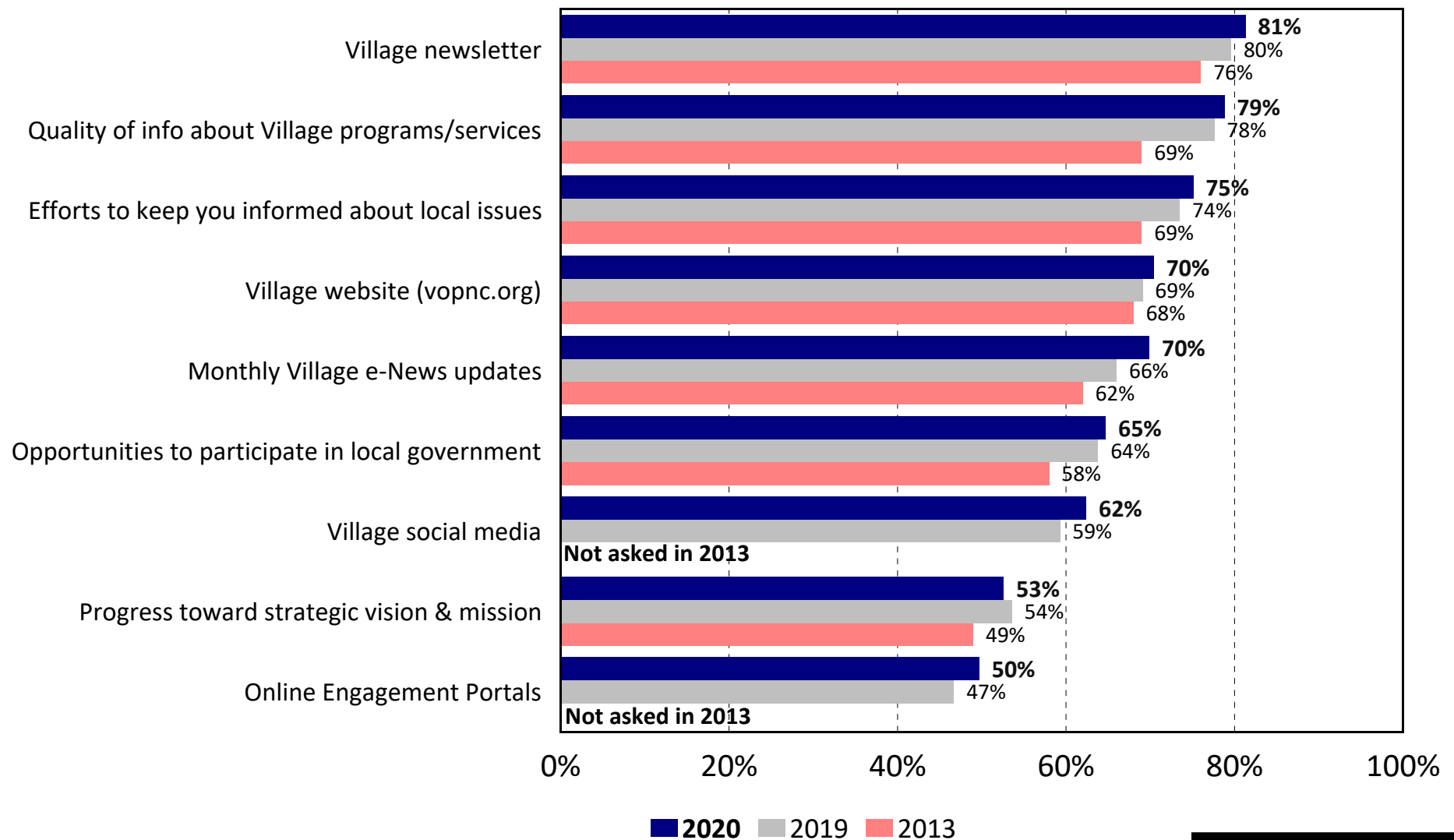
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q21. Satisfaction with Public Communication and Outreach 2020, 2019 & 2013

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

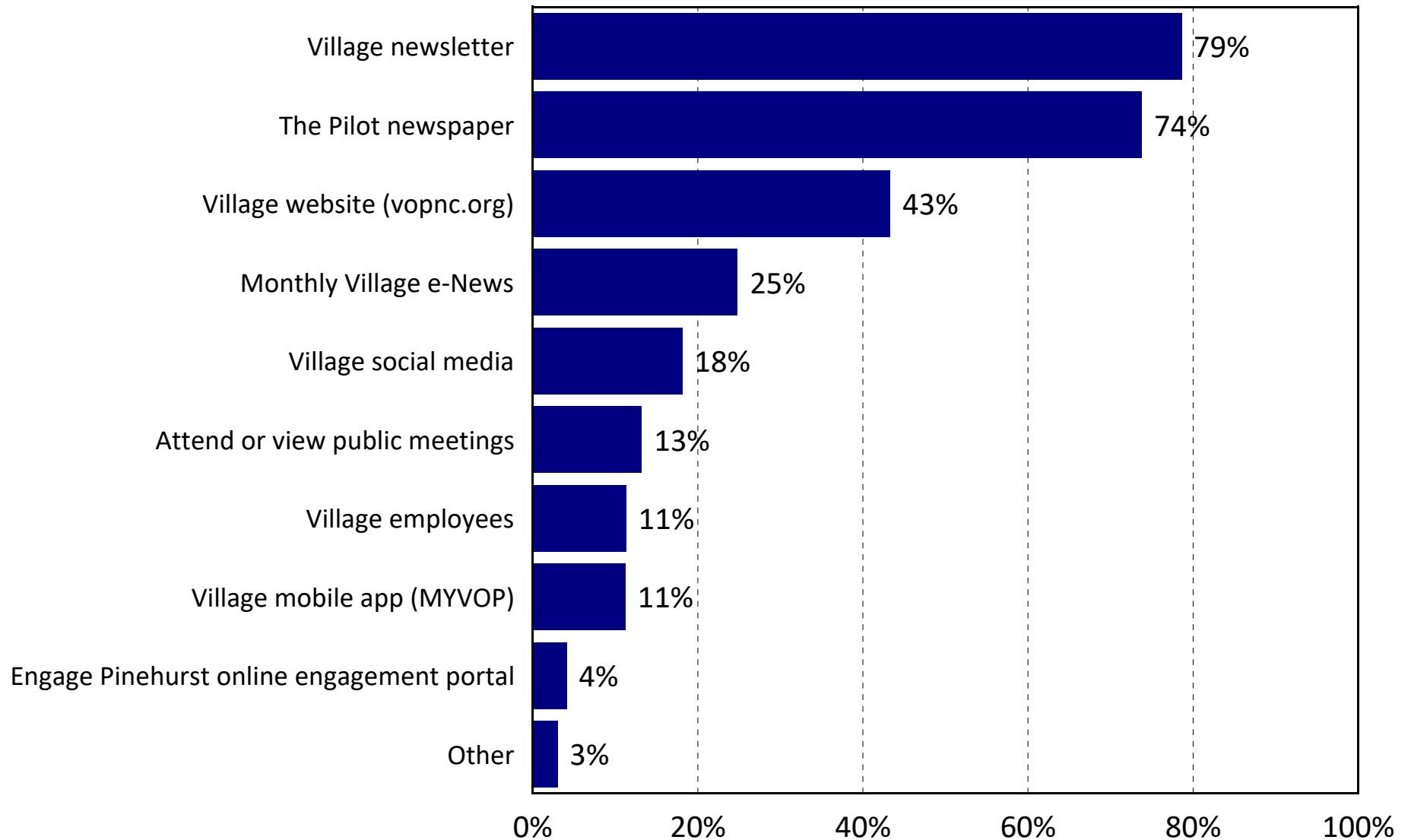


TRENDS

Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q22. Which of the following do you use to get information about the Village of Pinehurst?

by percentage of respondents (multiple selections could be made)

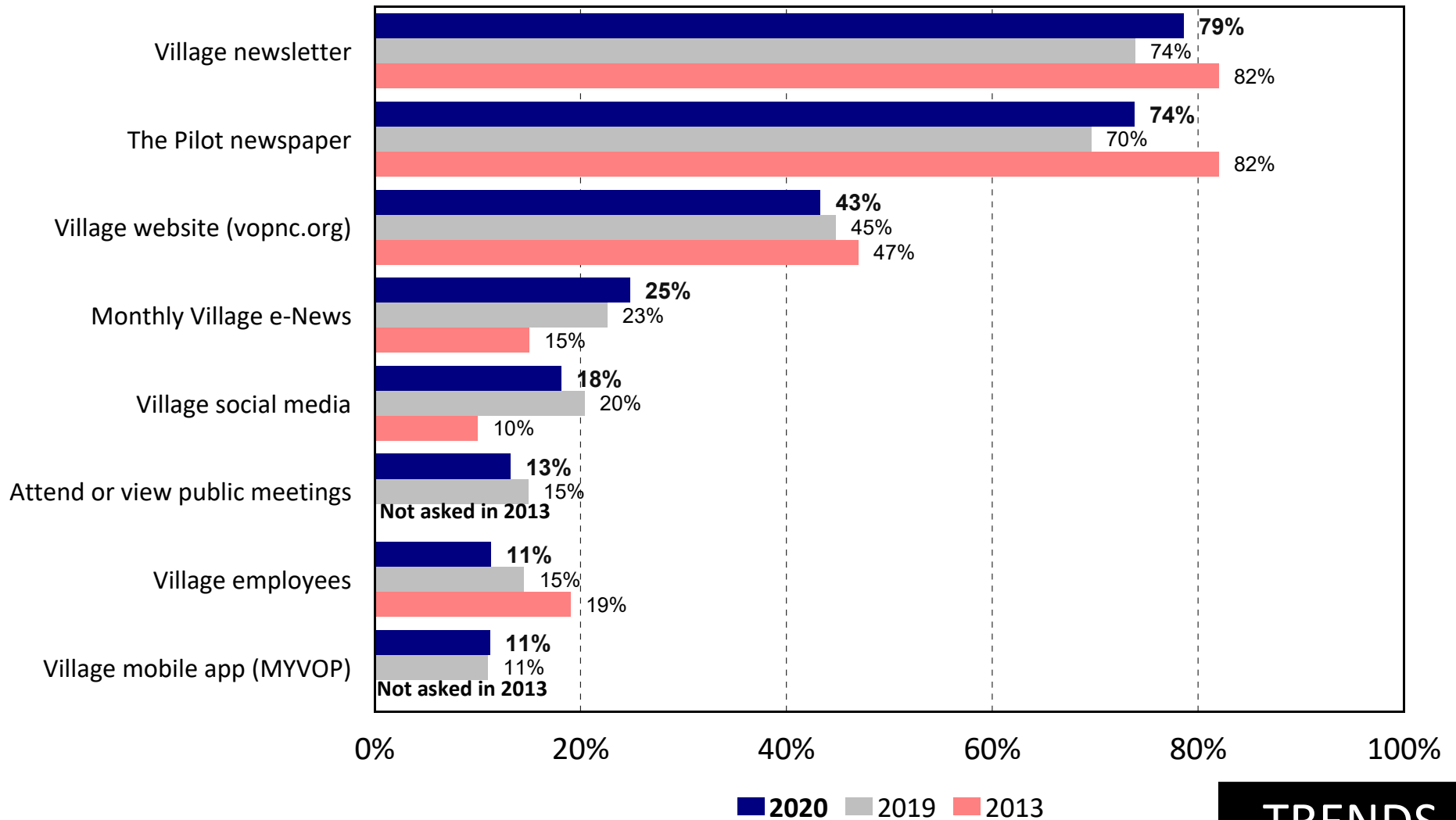


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q22. Which of the following do you use to get information about the Village of Pinehurst?

2020, 2019 & 2013

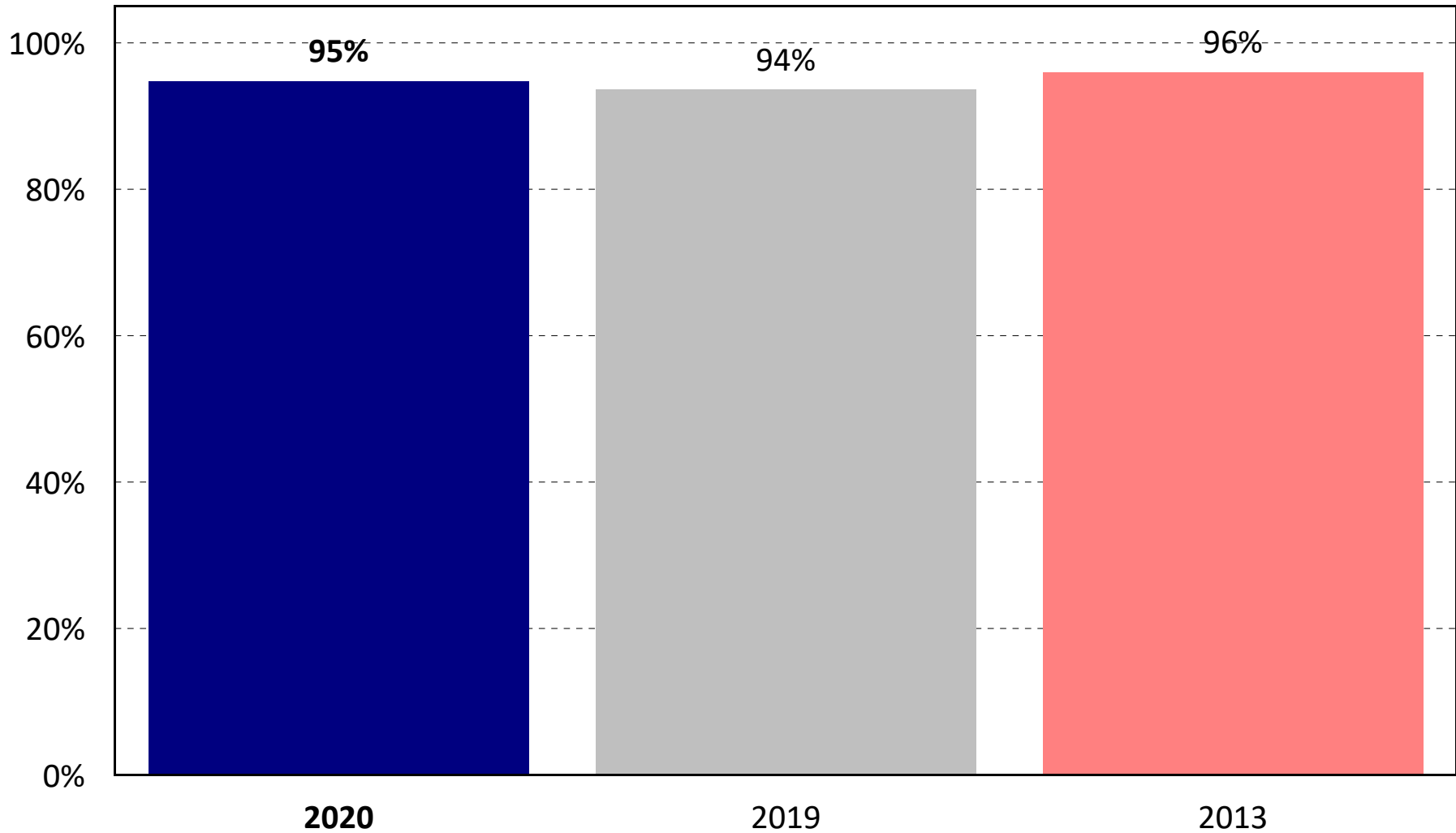
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q23. How often do you read the Village Newsletter, which is mailed to all residents?

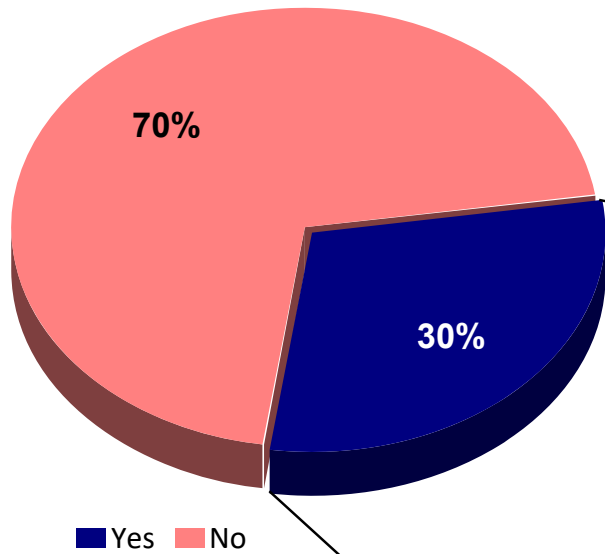
by percentage of respondents who answered “all the time” or “sometimes” (excluding “don’t know”)



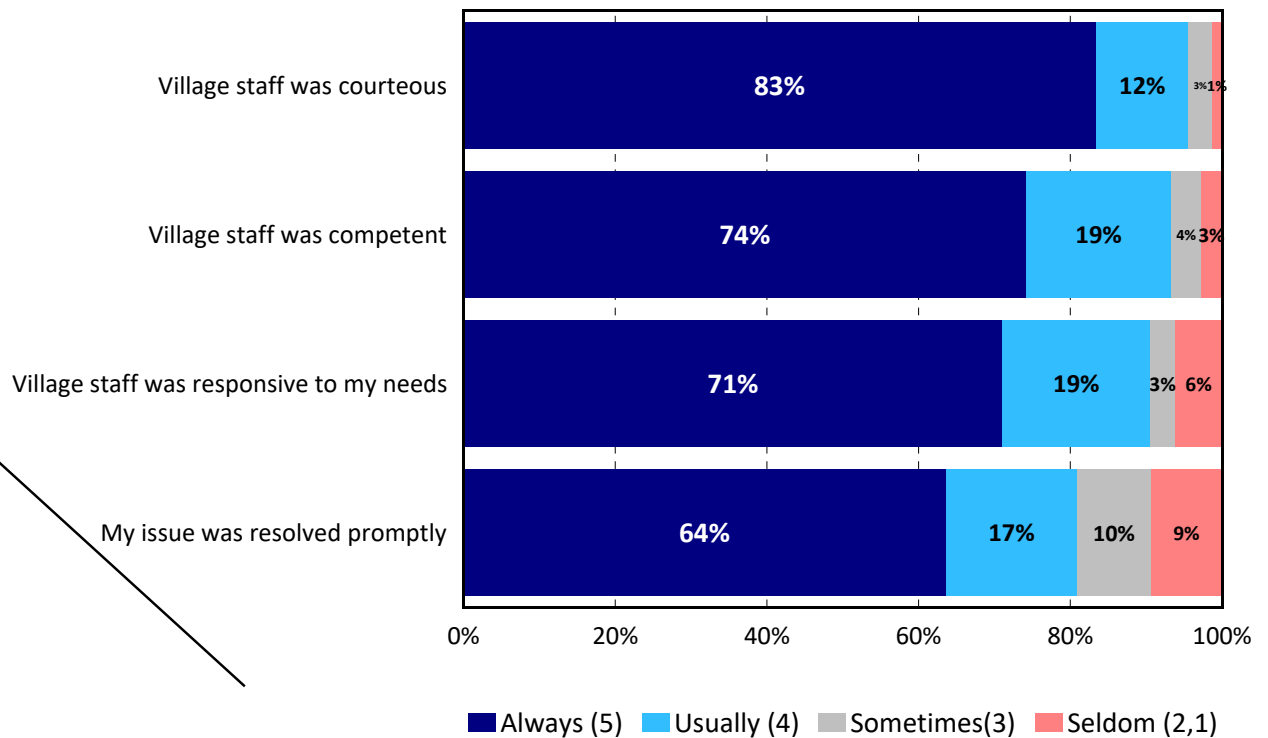
Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q24. Have you contacted the Village during the past year?

by percentage of respondents



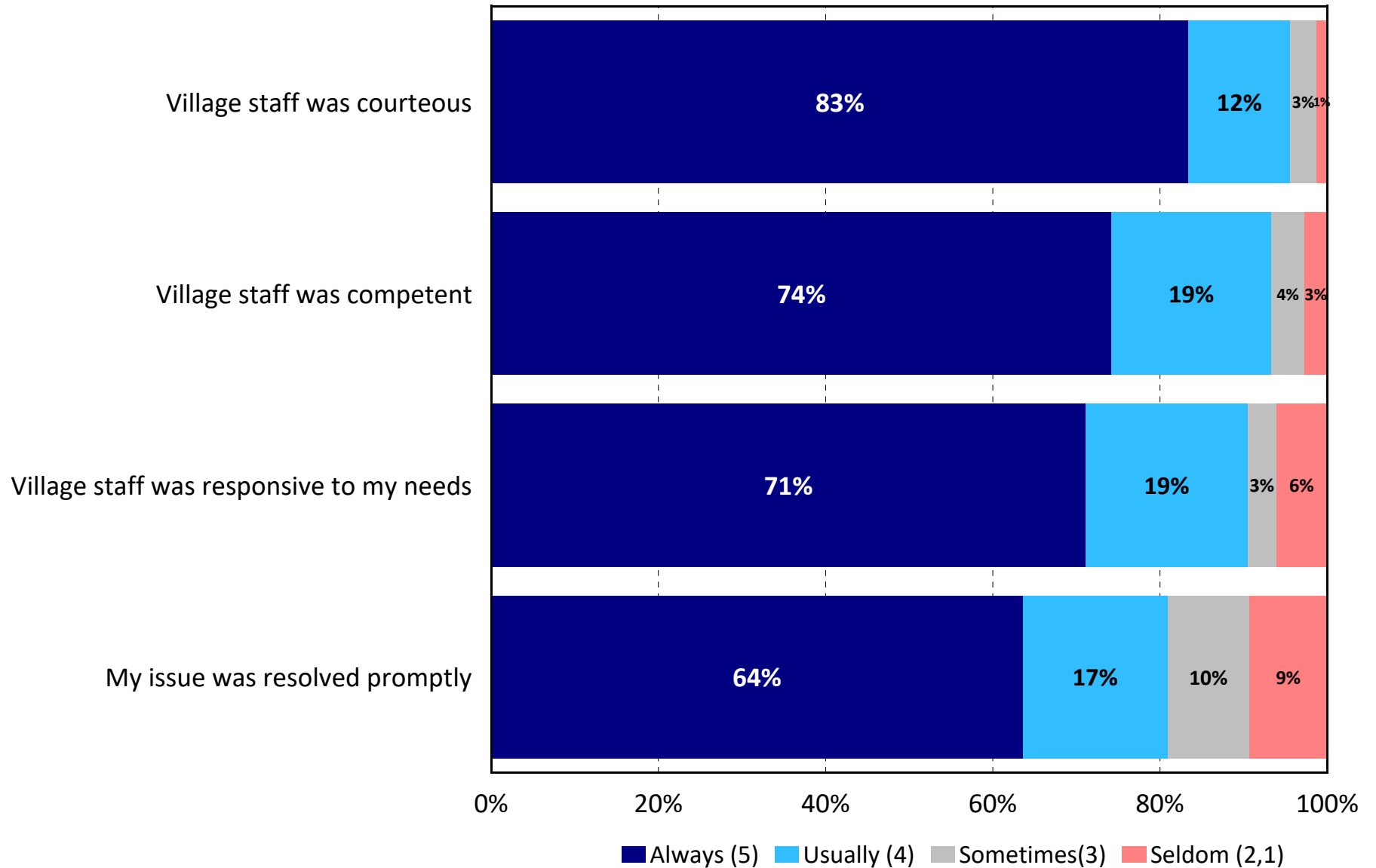
Q24a-d. Only if you have contacted the Village during the past year



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q24a-d. Rating Your Experience with Village Employees

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

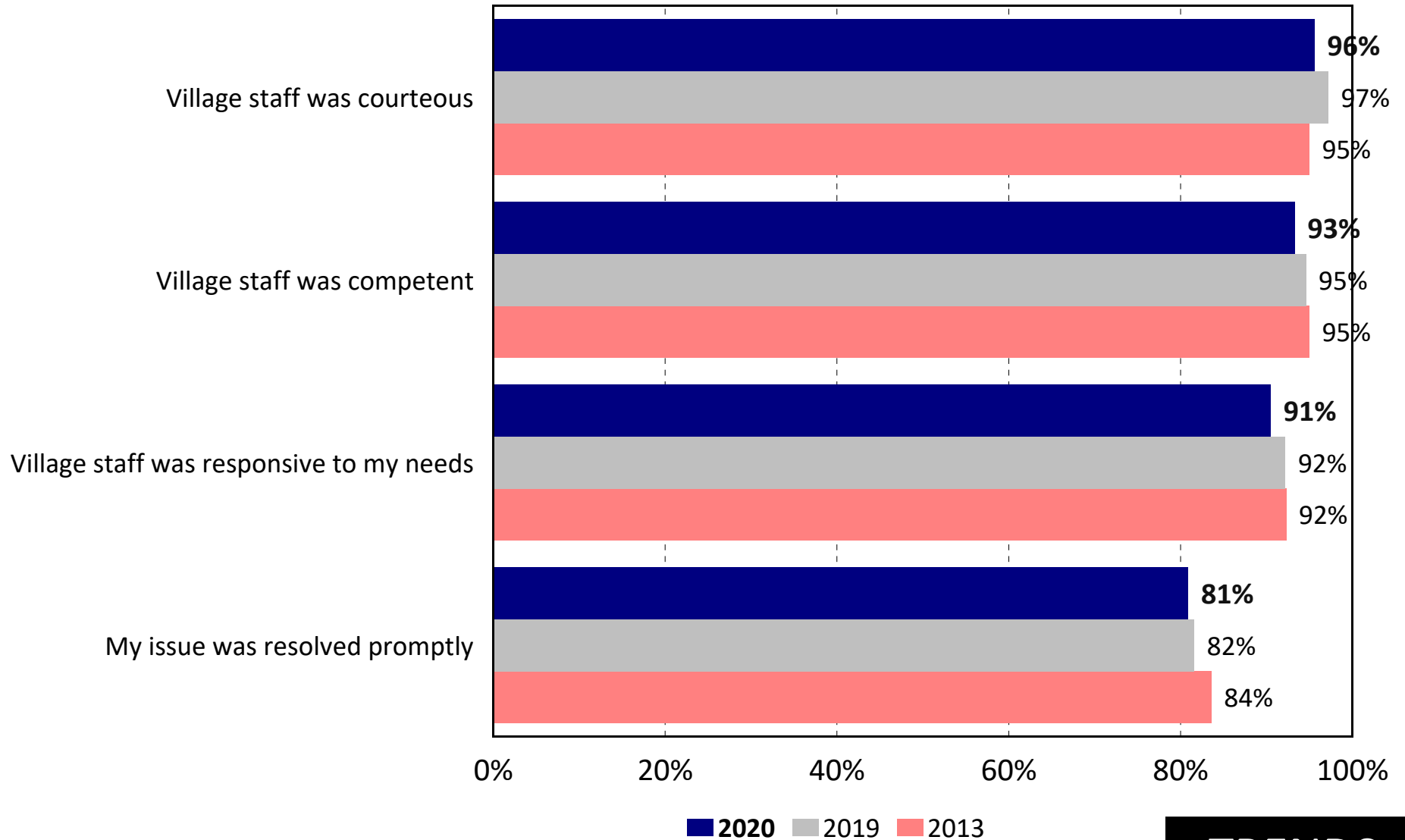


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q24a-d. Experience with Village Employees

2020, 2019 & 2013

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

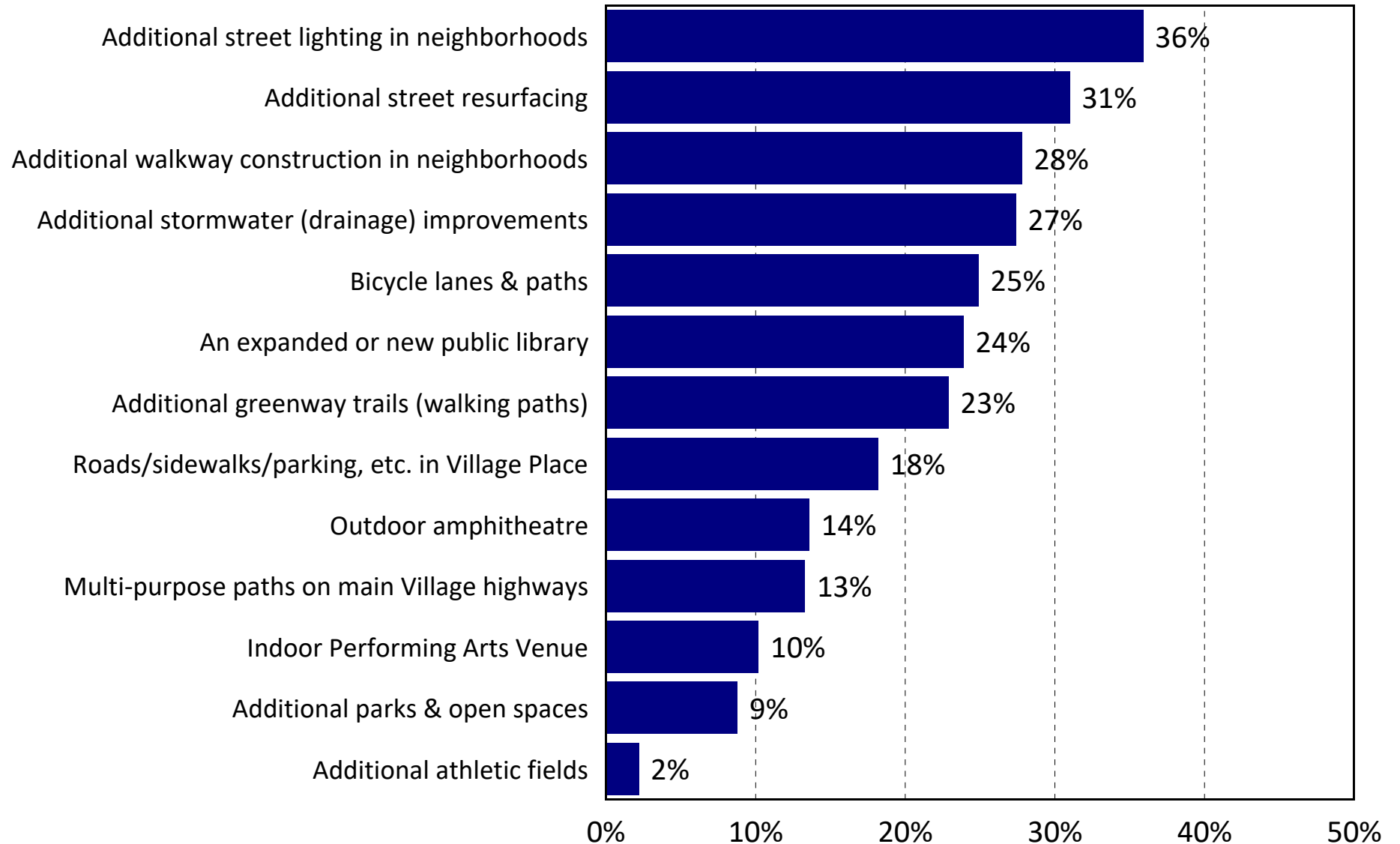


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

TRENDS

Q25. Community Improvements That Residents Feel Are Most Important

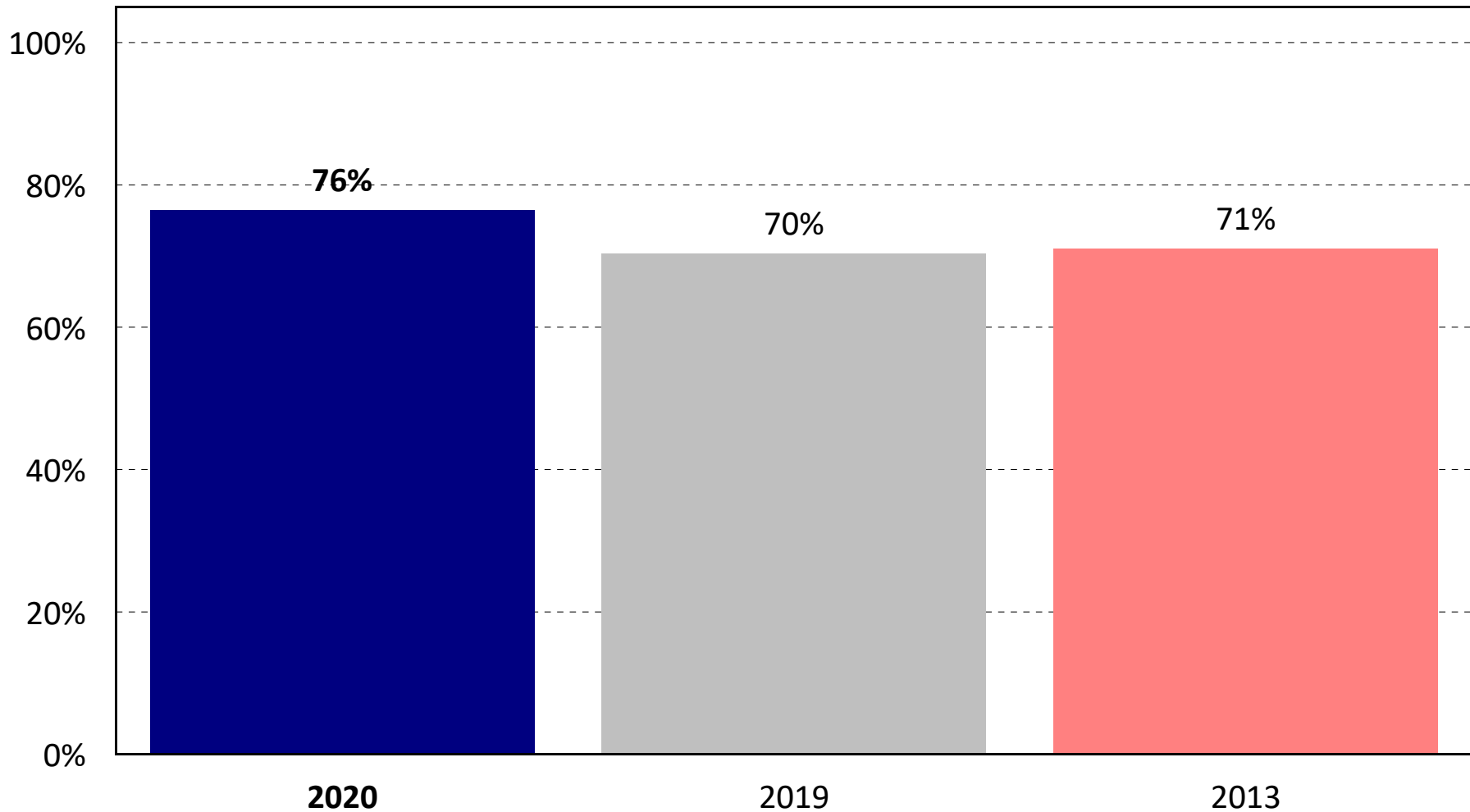
by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q26. 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?

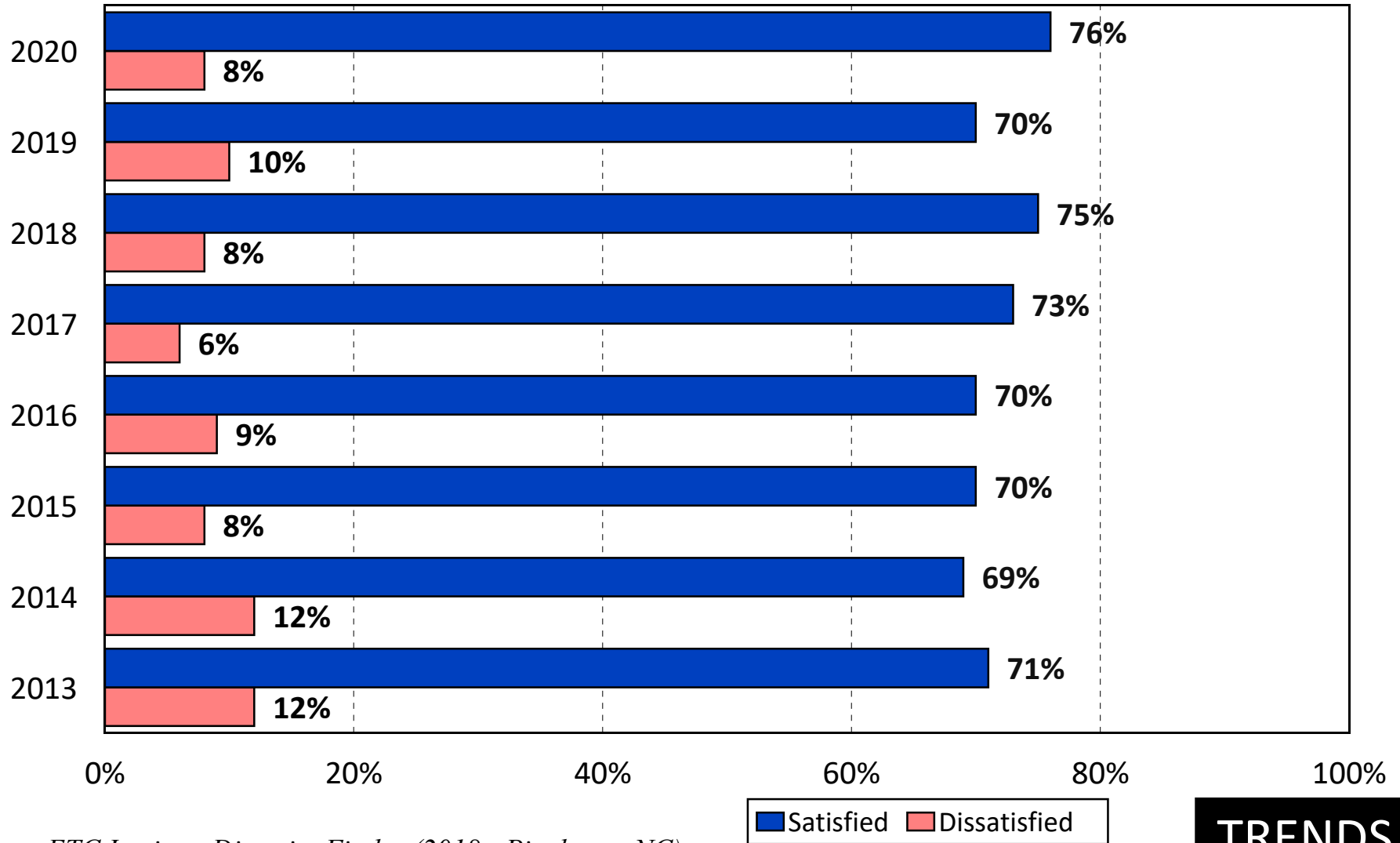
by percentage of respondents who answered "very satisfied" or "satisfied" (excluding "don't know")



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q26. 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?

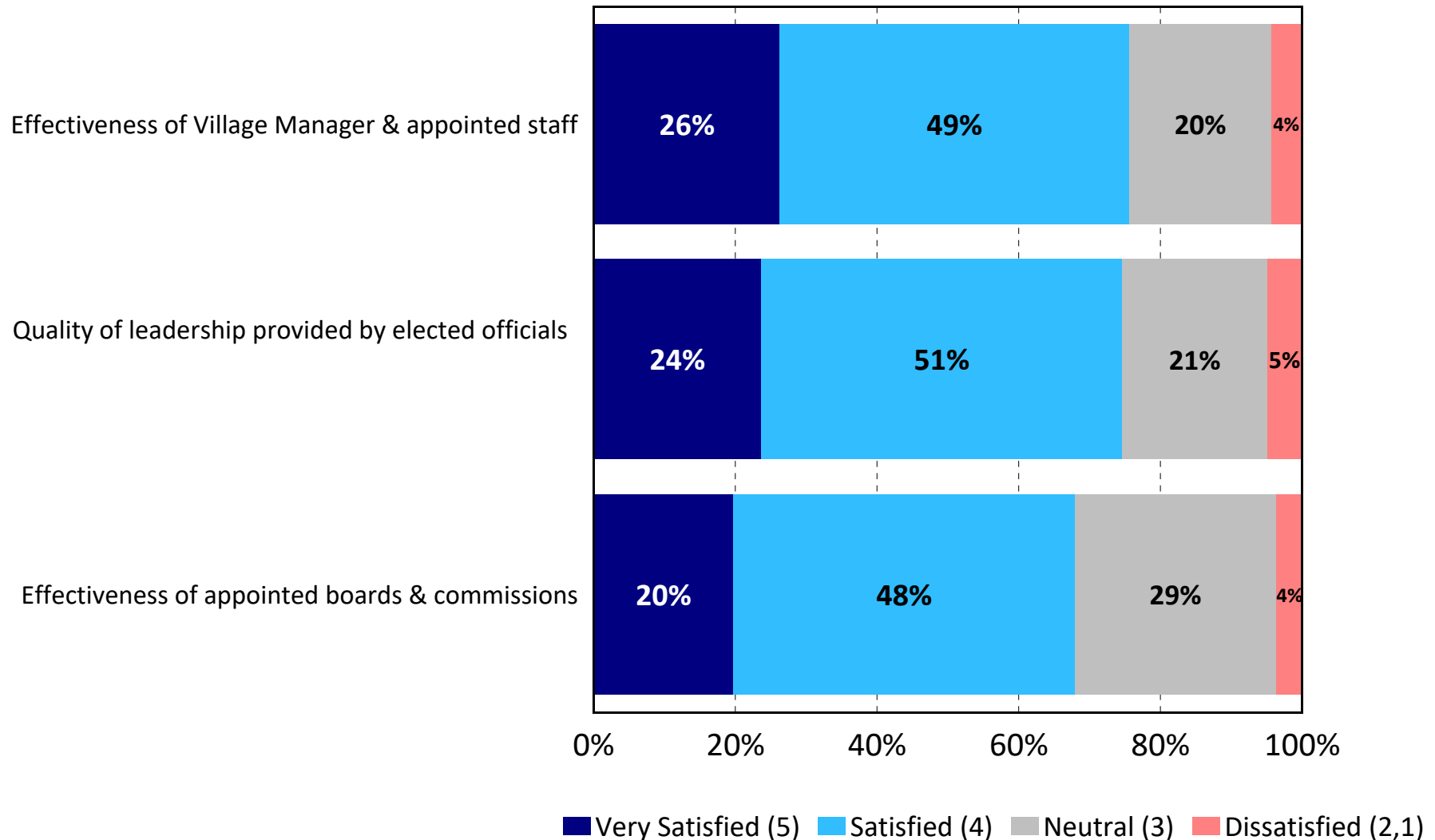
by percentage of respondents who answered "very satisfied" or "satisfied" (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q27. Please rate your satisfaction with the following aspects of Village leadership:

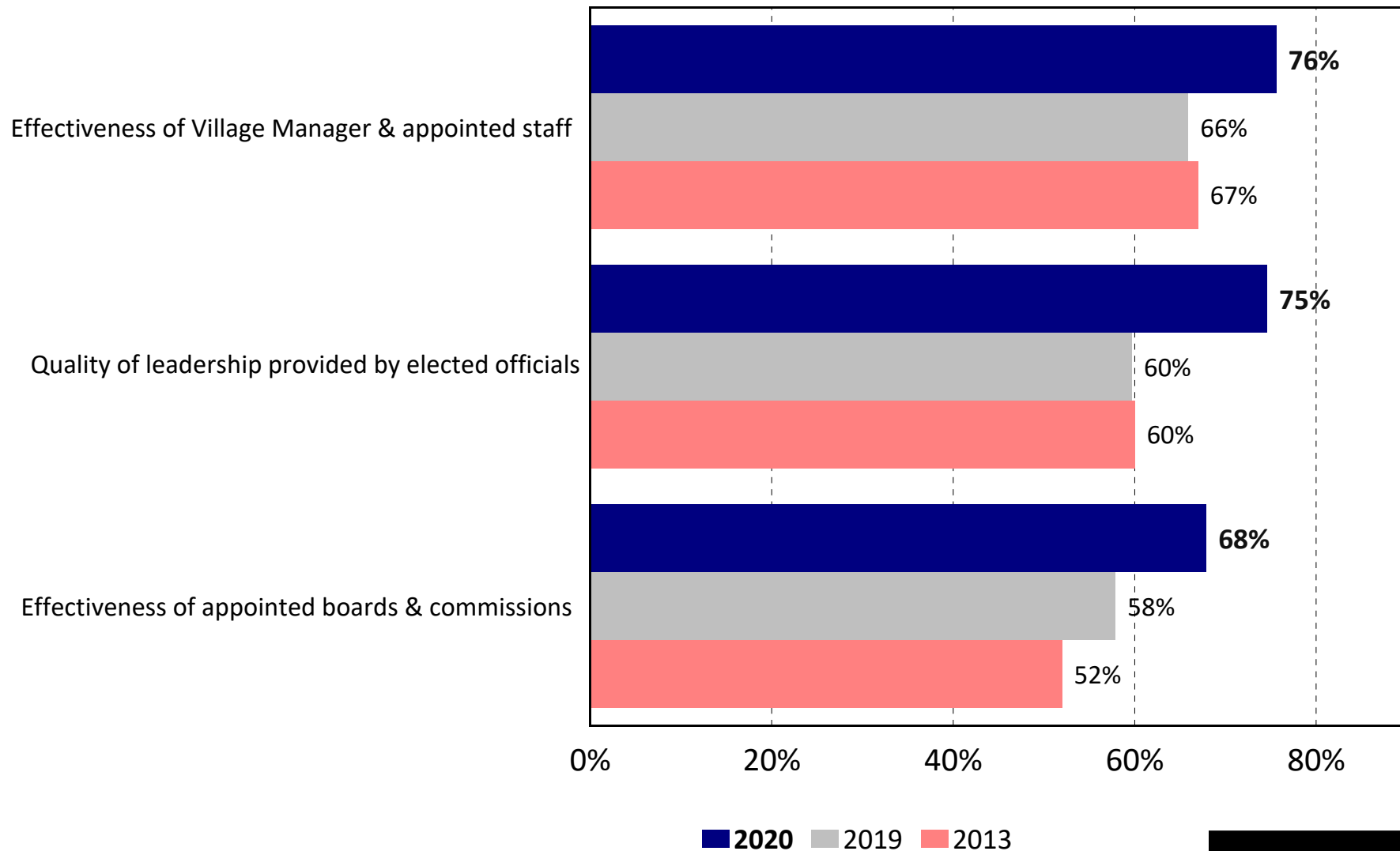
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q27. Satisfaction with Village Leadership 2020, 2019 & 2013

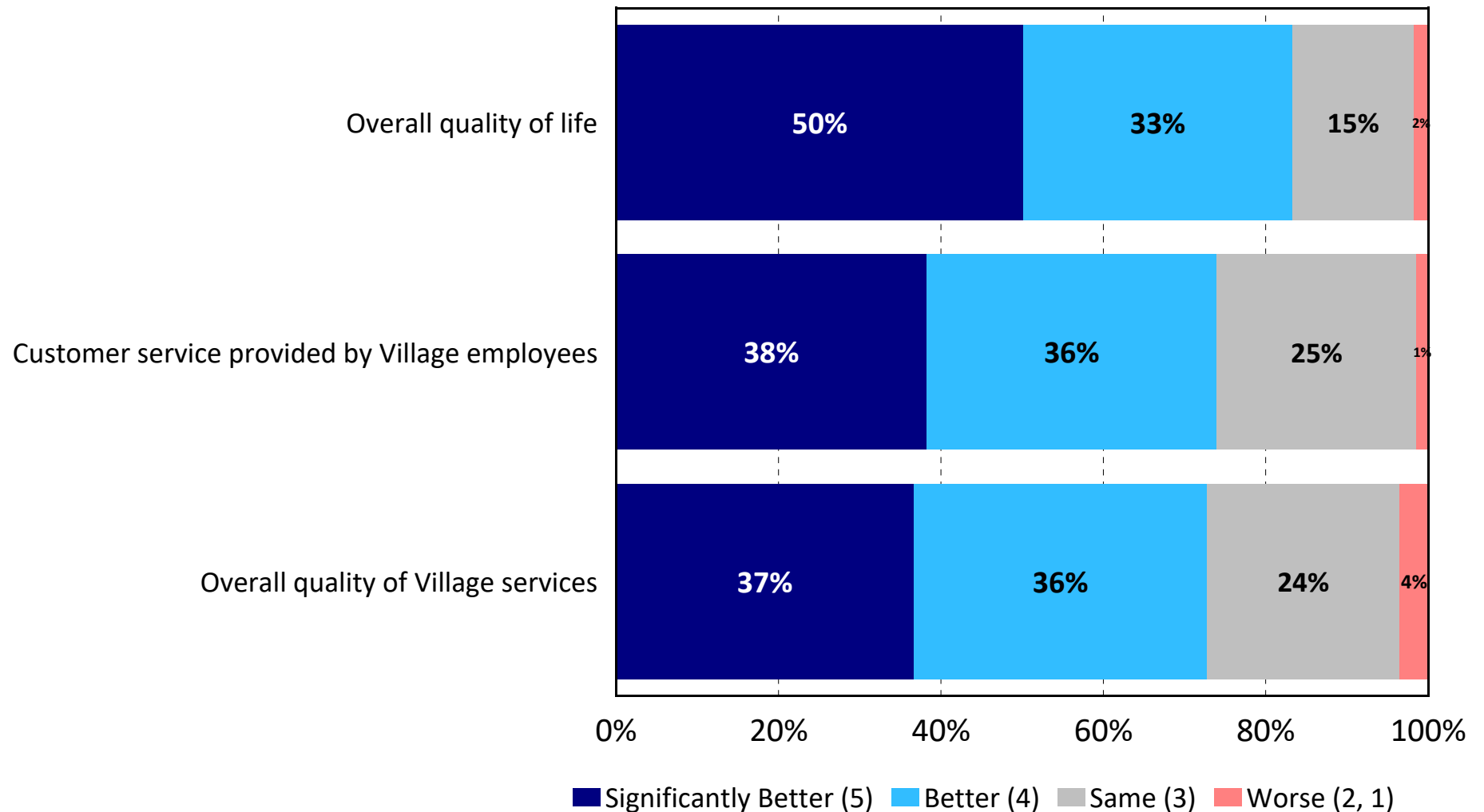
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q28. How would you rate your satisfaction with the following in Pinehurst compared to other places you have lived in the past?

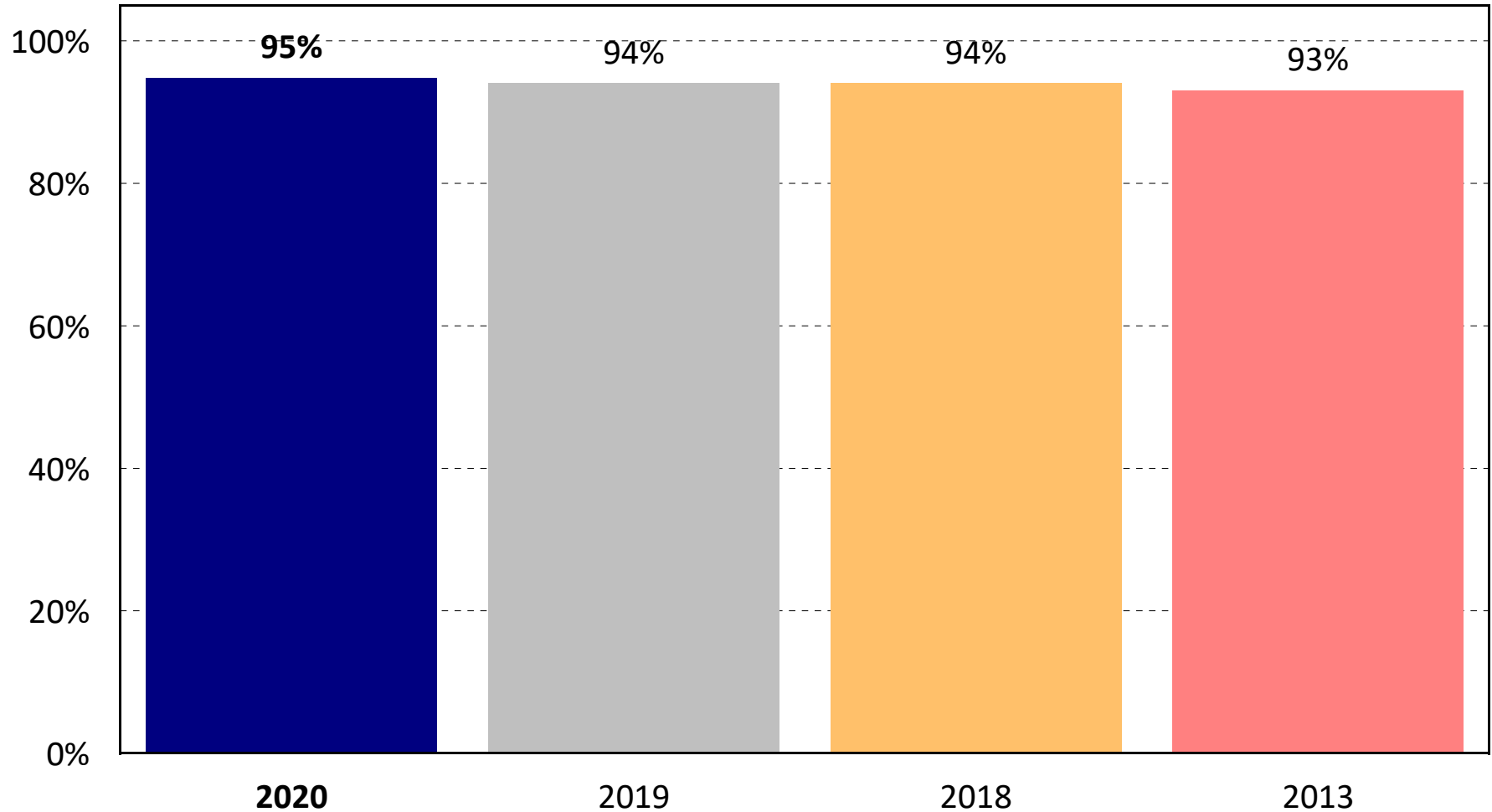
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Q29. Would you recommend Pinehurst to others as a place to live?

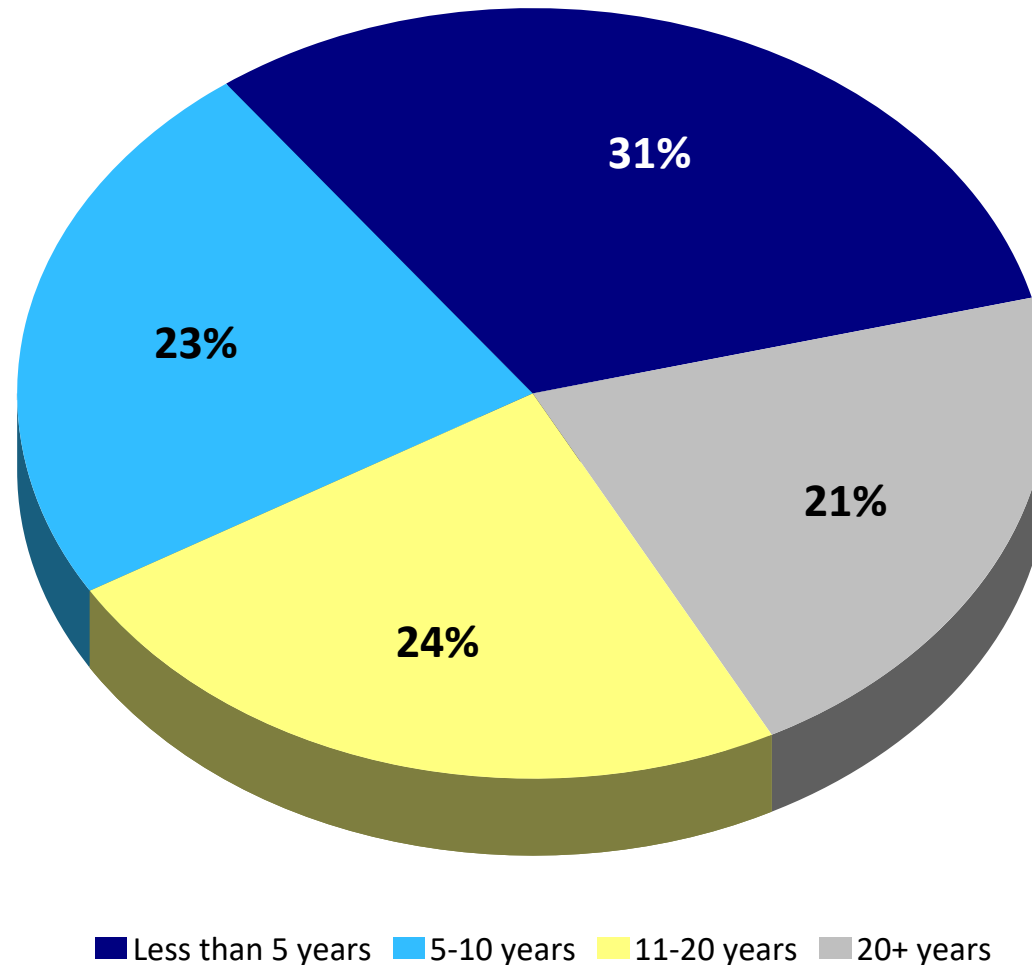
by percentage of respondents who answered “yes” (excluding “not provided”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

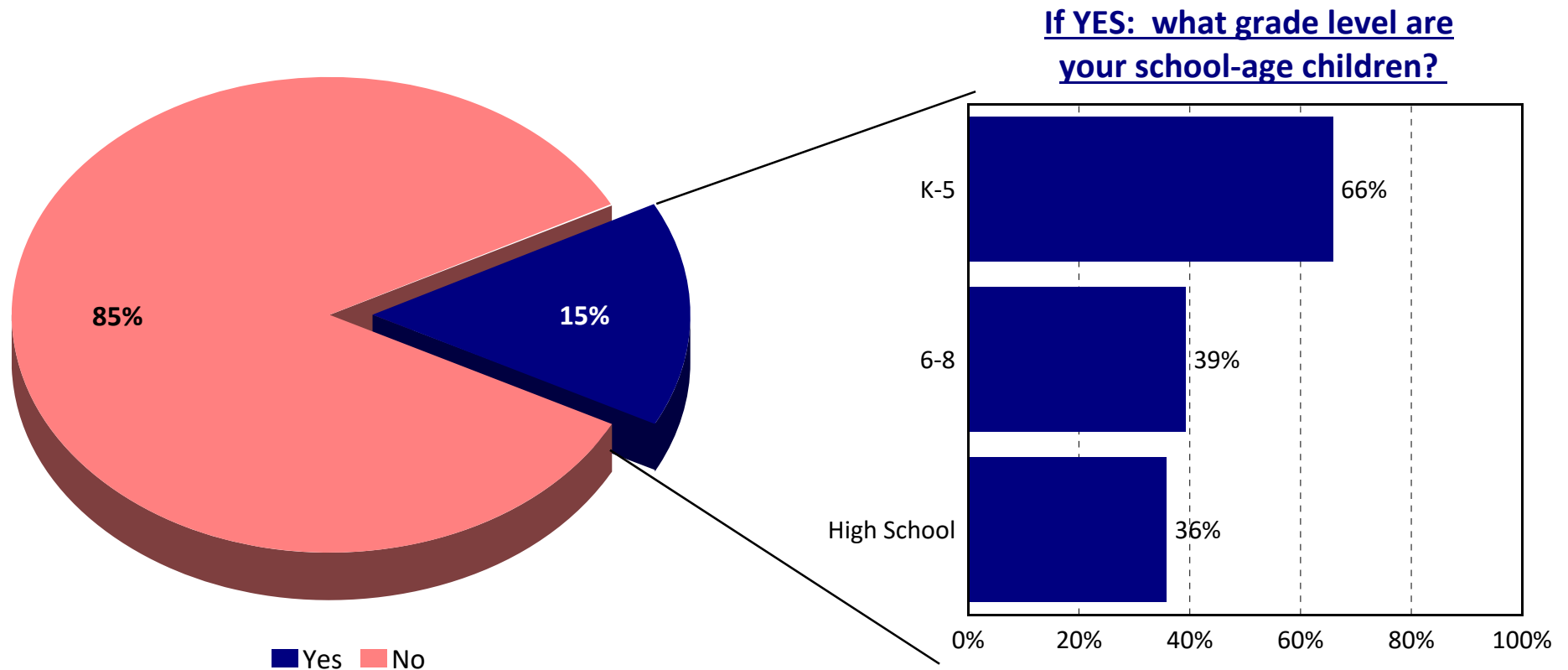
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

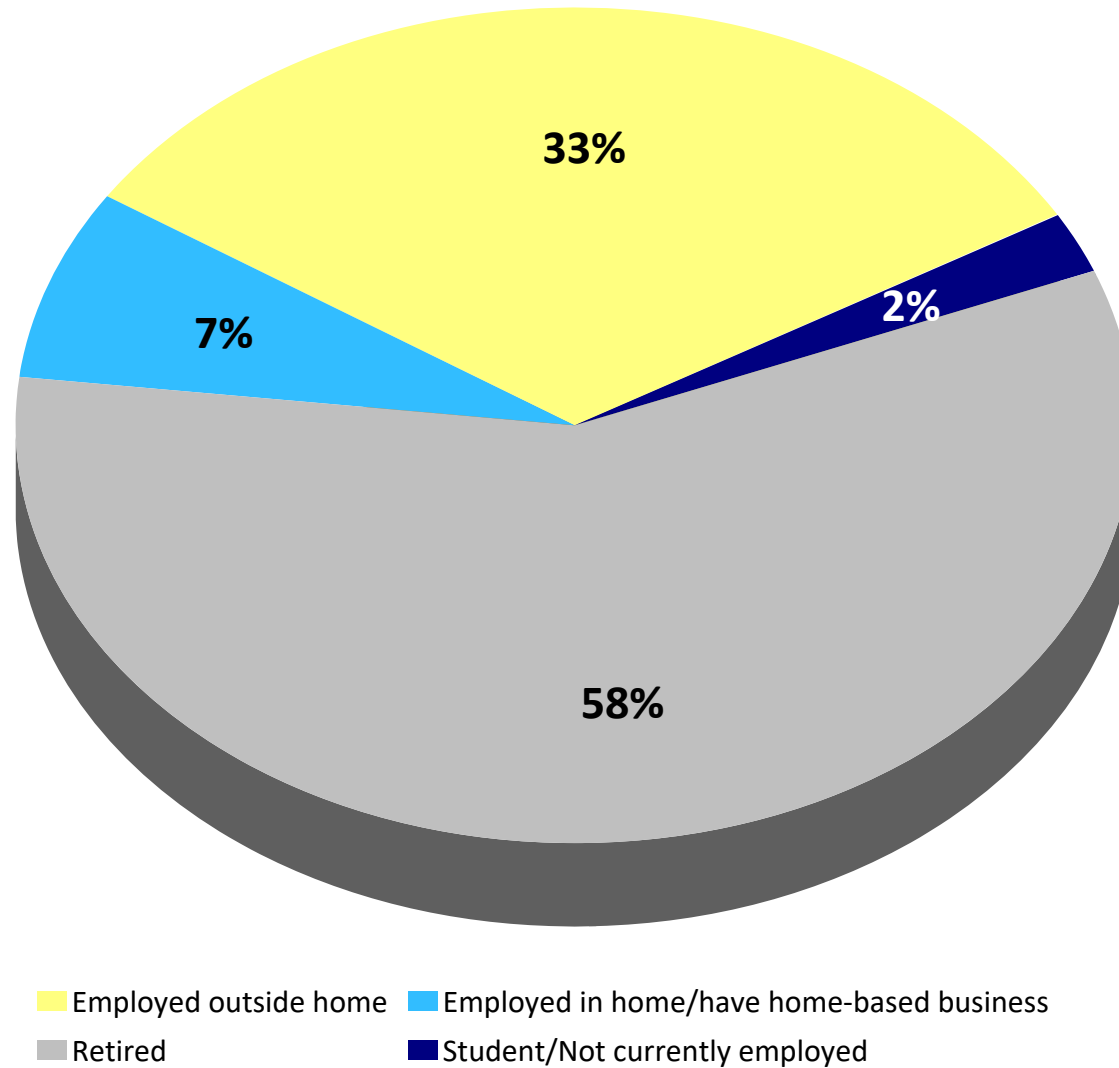
by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Demographics: Current Employment Status

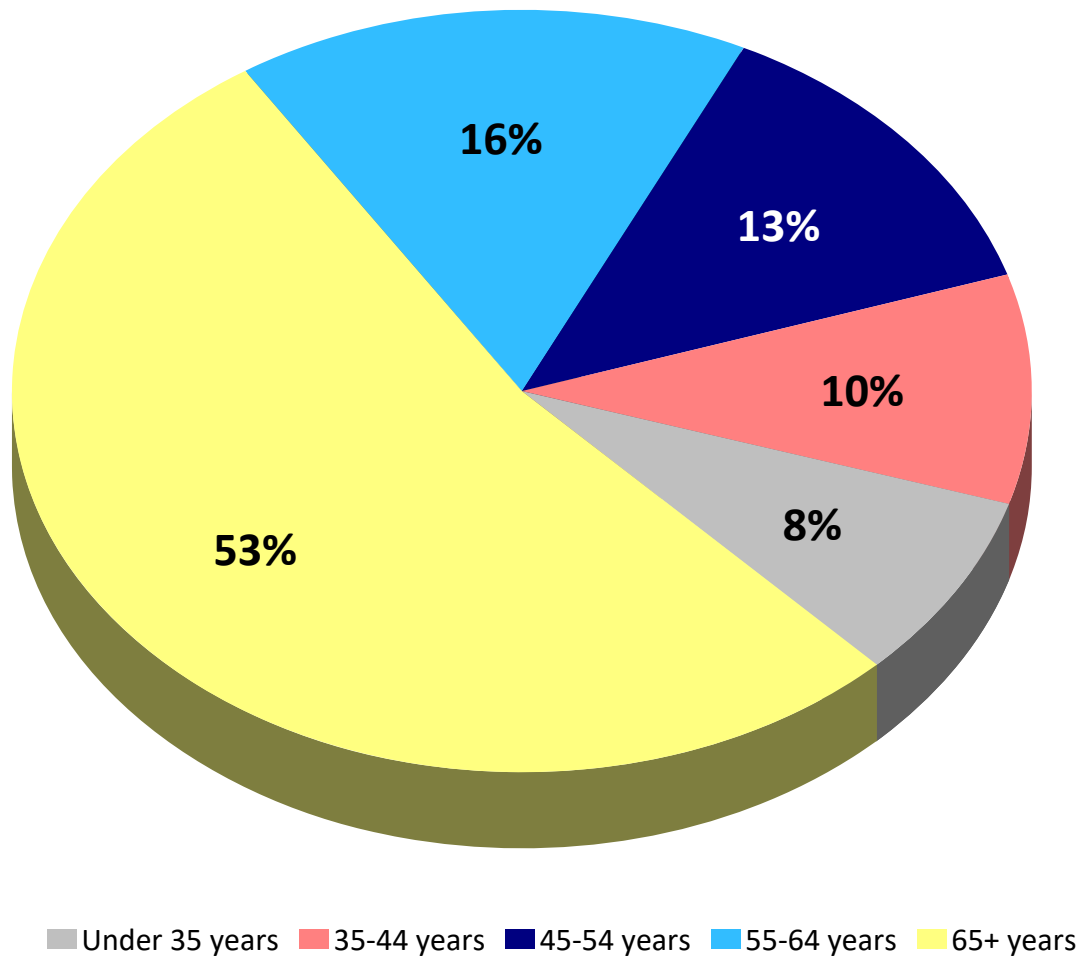
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Demographics: Age of Respondents

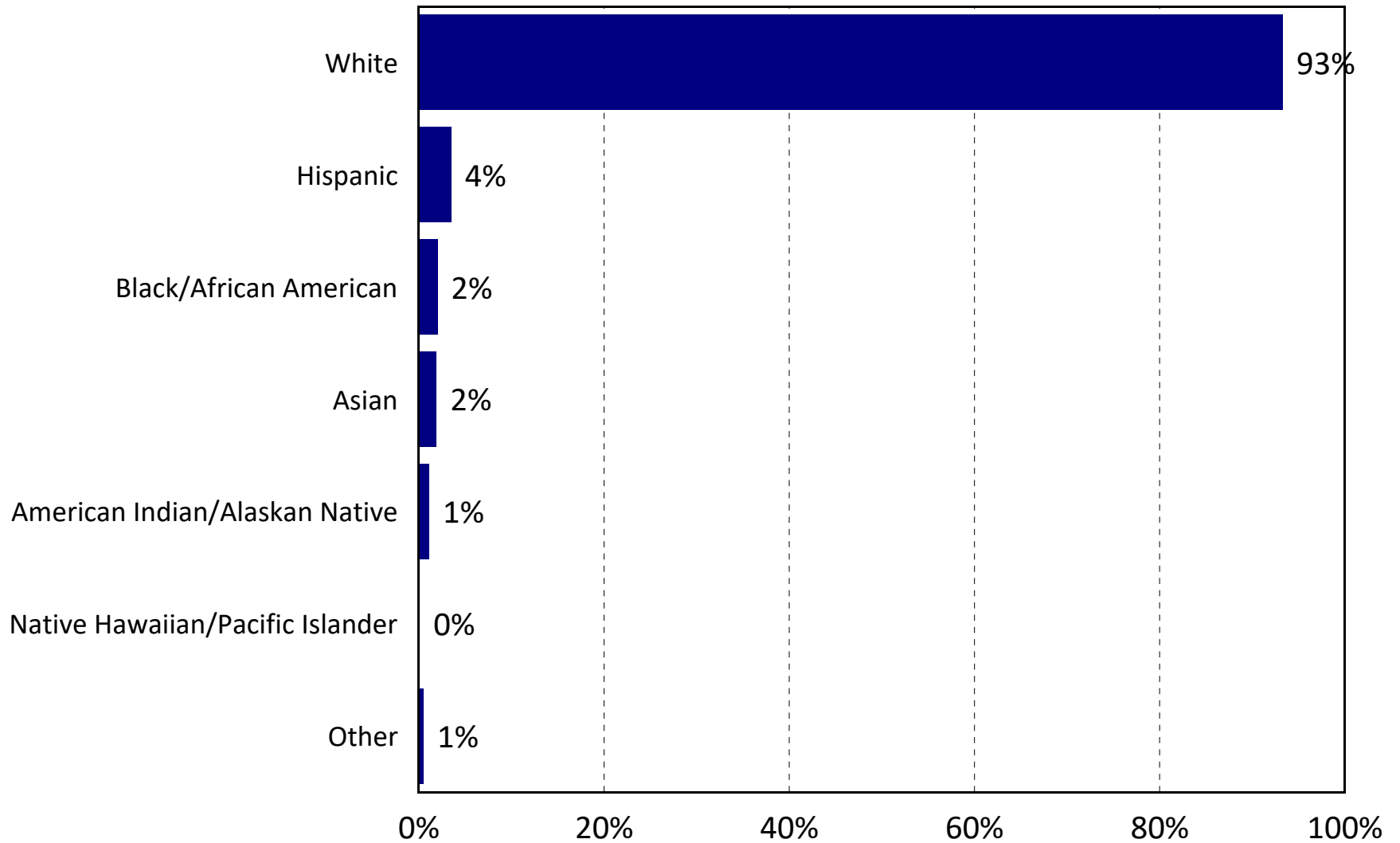
by percentage of respondents (excluding “not provided”)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Demographics: Which of the following best describes your race?

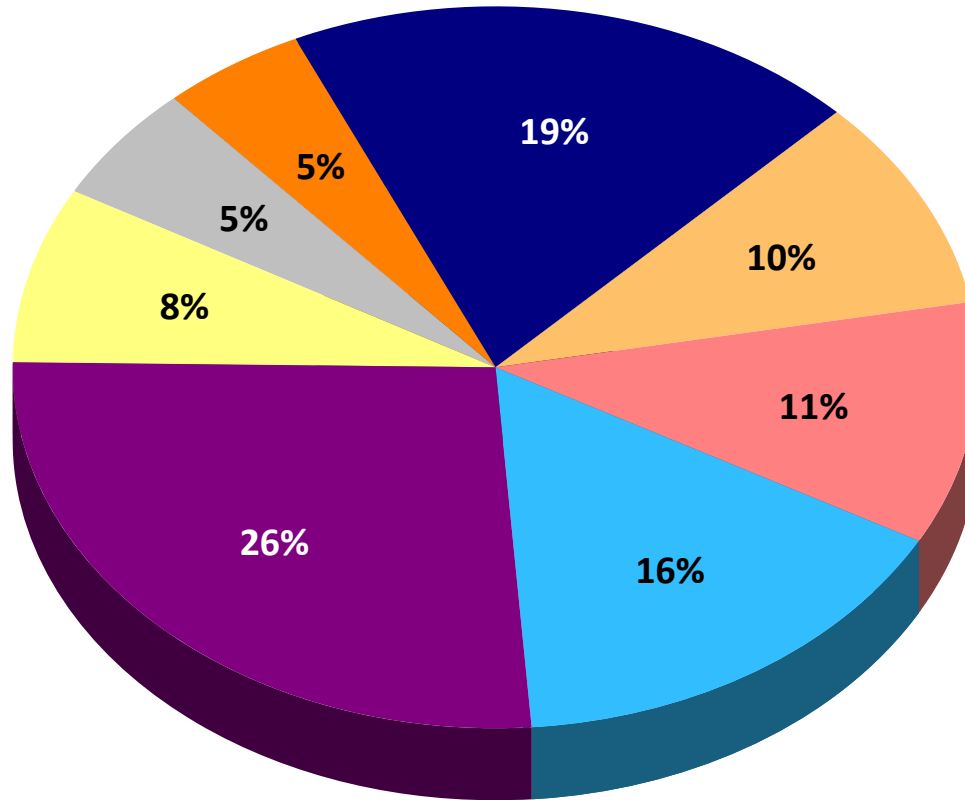
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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

by percentage of respondents (excluding "not provided")

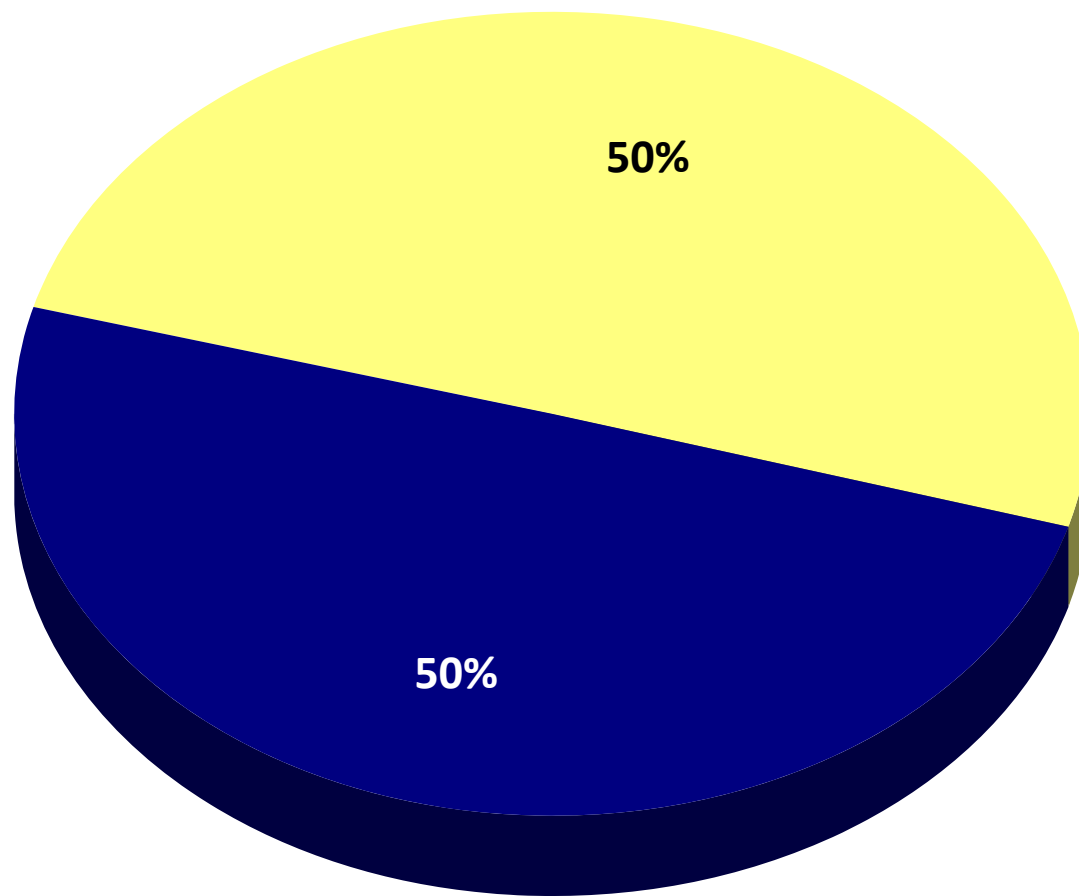


- Pinehurst No. 6
- Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/Walker Station
- Pinehurst No. 7/Lawn & Tennis/CCNC
- Morganton/Monticello Rd.
- Lake Pinehurst/Burning Tree/St. Andrews/Cotswold
- Pinewild
- Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens
- Village Acres/Murdocksville Rd.

Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Demographics: Gender

by percentage of respondents (excluding “not provided”)



■ Male ■ Female

*0.3% of respondents selected “Non-Binary/
Third Gender” or “Prefer to self-describe”*

Source: ETC Institute DirectionFinder (2020 - 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 2019 and August 2020; the communities included in this comparison are listed below.

- Basehor, KS
- Buchanan, WI
- Camas, WA
- Cedar Hill, TX
- Clayton, MO
- Edgerton, KS
- Fairway, KS
- Gallatin, TN
- Glencoe, IL
- Glenview, IL
- Grandview, MO
- Maryland Heights, MO
- Mooresville, NC
- Newcastle, WA
- North Kansas City, MO
- Pinehurst, NC
- Platte City, MO
- Pleasant Hill, IA
- Raymore, MO
- Roeland Park, KS
- Rolla, MO
- Schertz, TX
- Smithville, MO
- Spring Hill, KS
- St. Charles, IL
- Trussville, AL
- University City, MO
- Washougal, WA
- Wauwatosa, WI

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 2019.

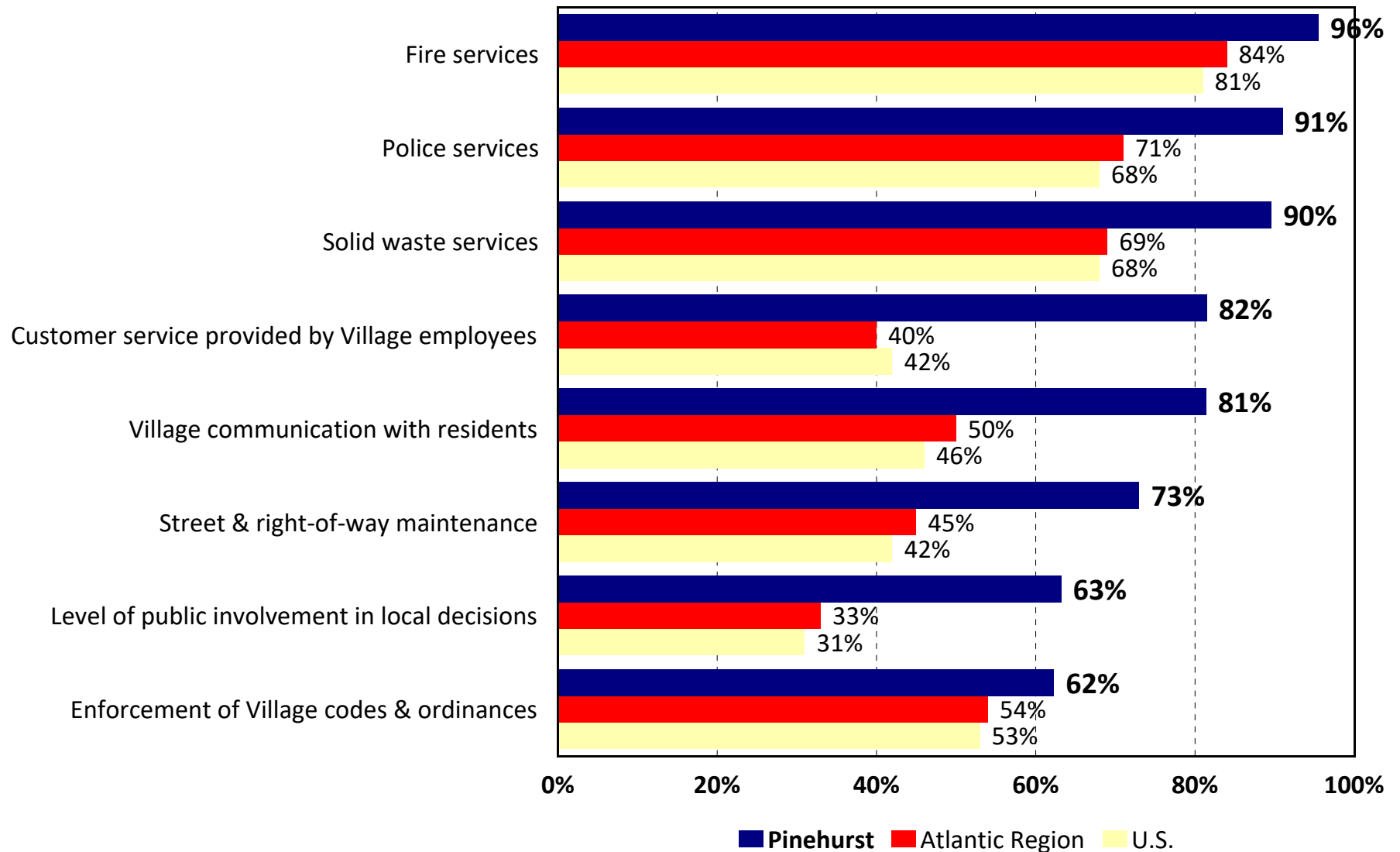
National Benchmarks

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)

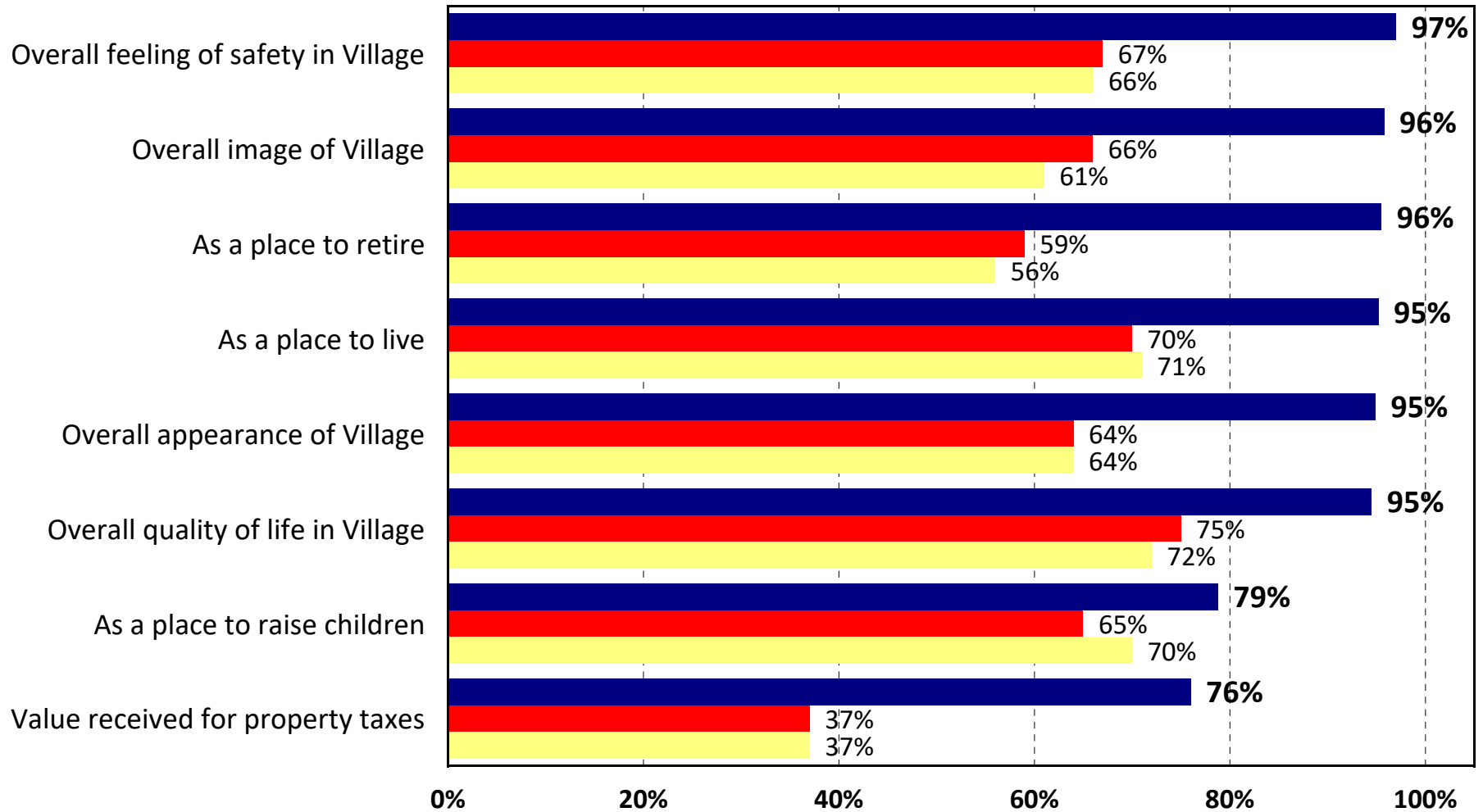


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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)



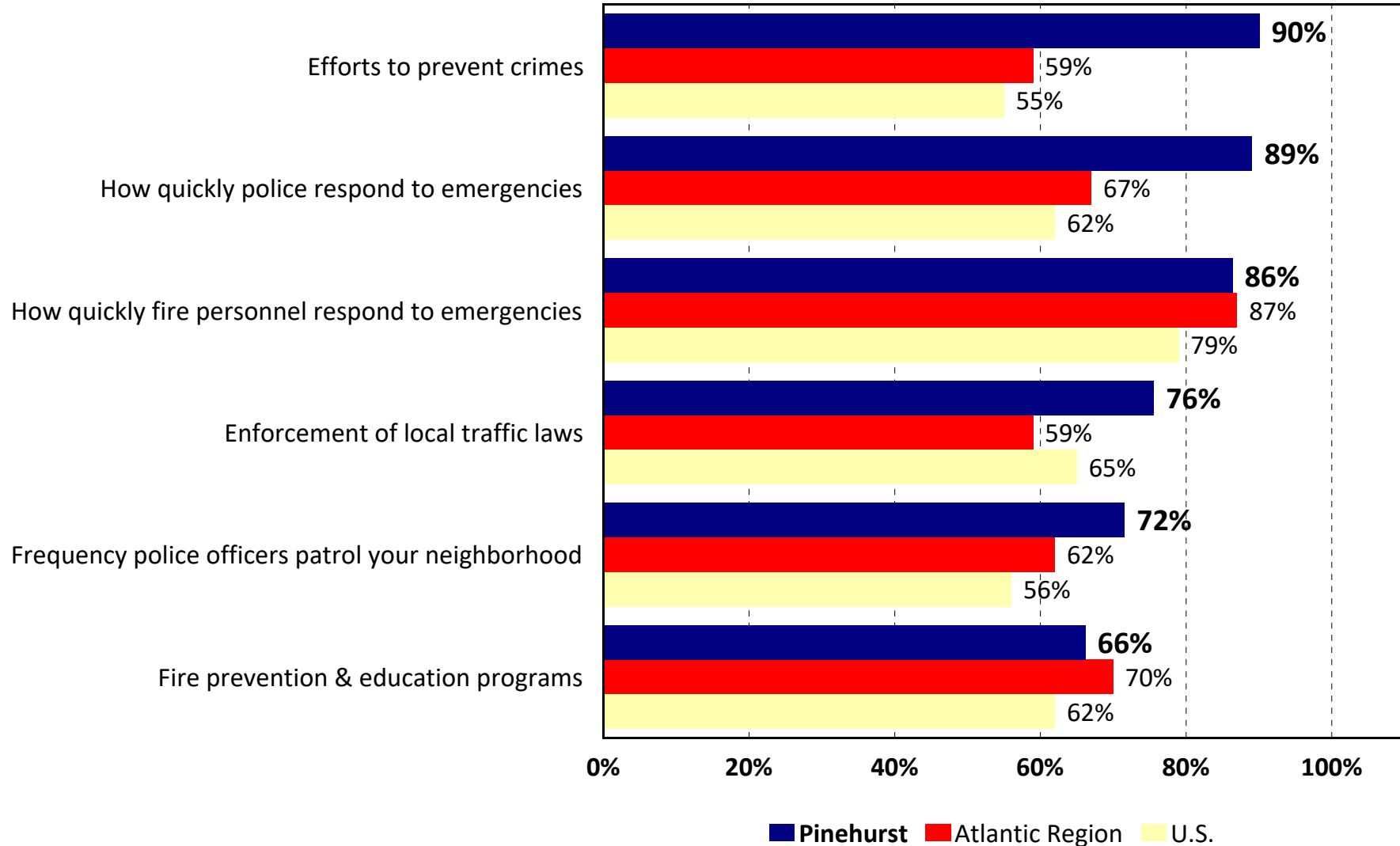
Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

■ Pinehurst ■ Atlantic Region ■ U.S.

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)

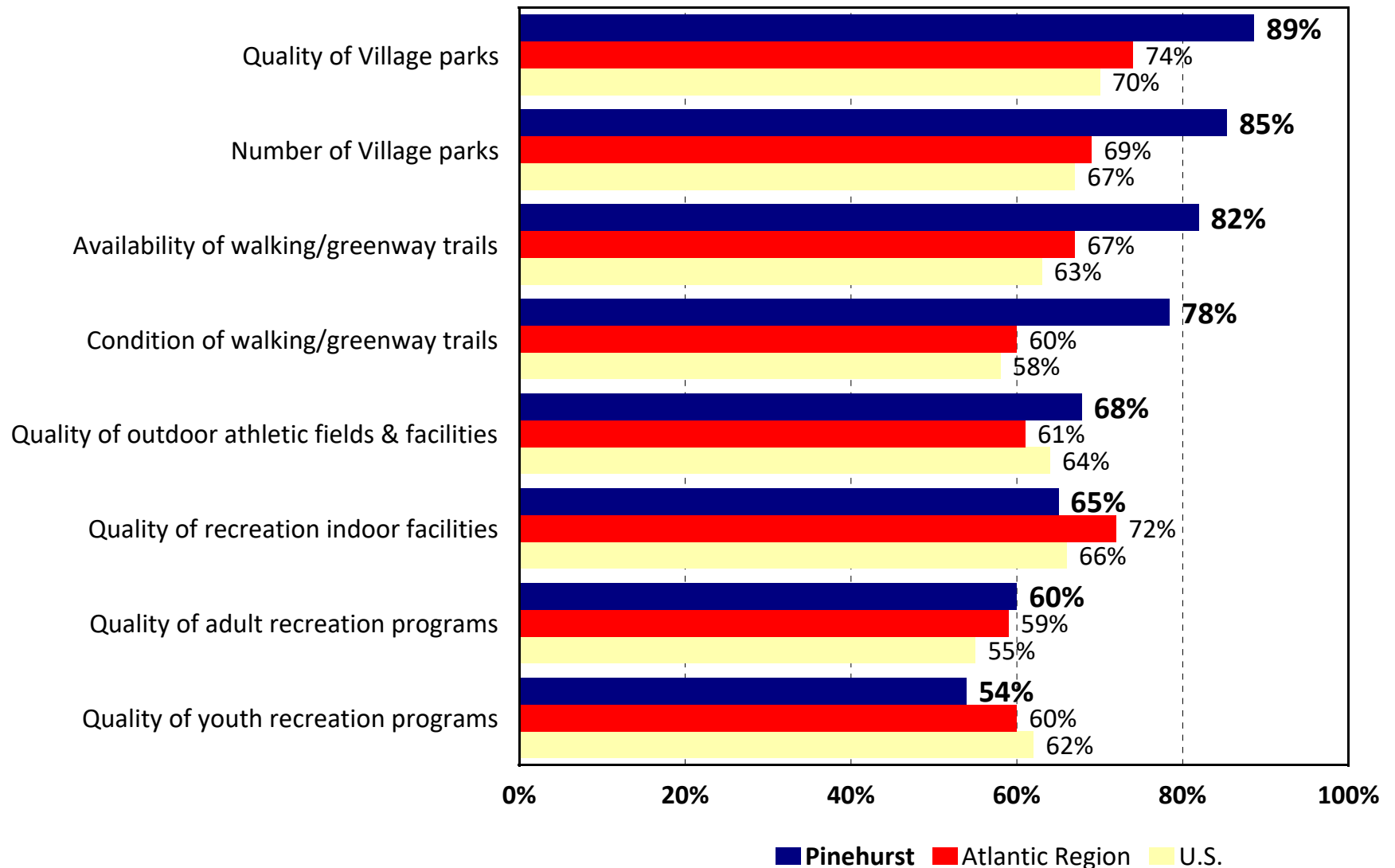


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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)

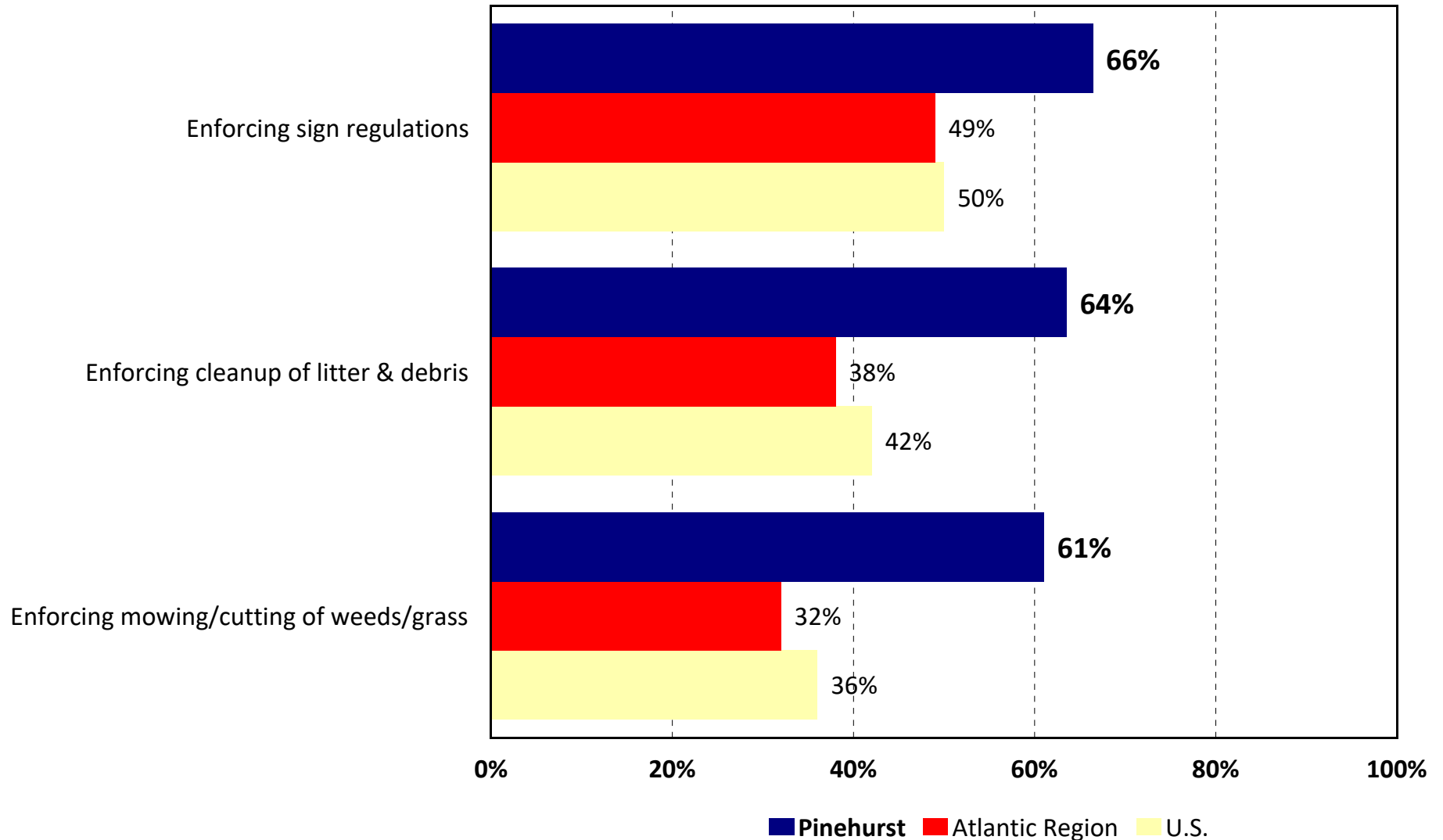


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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)

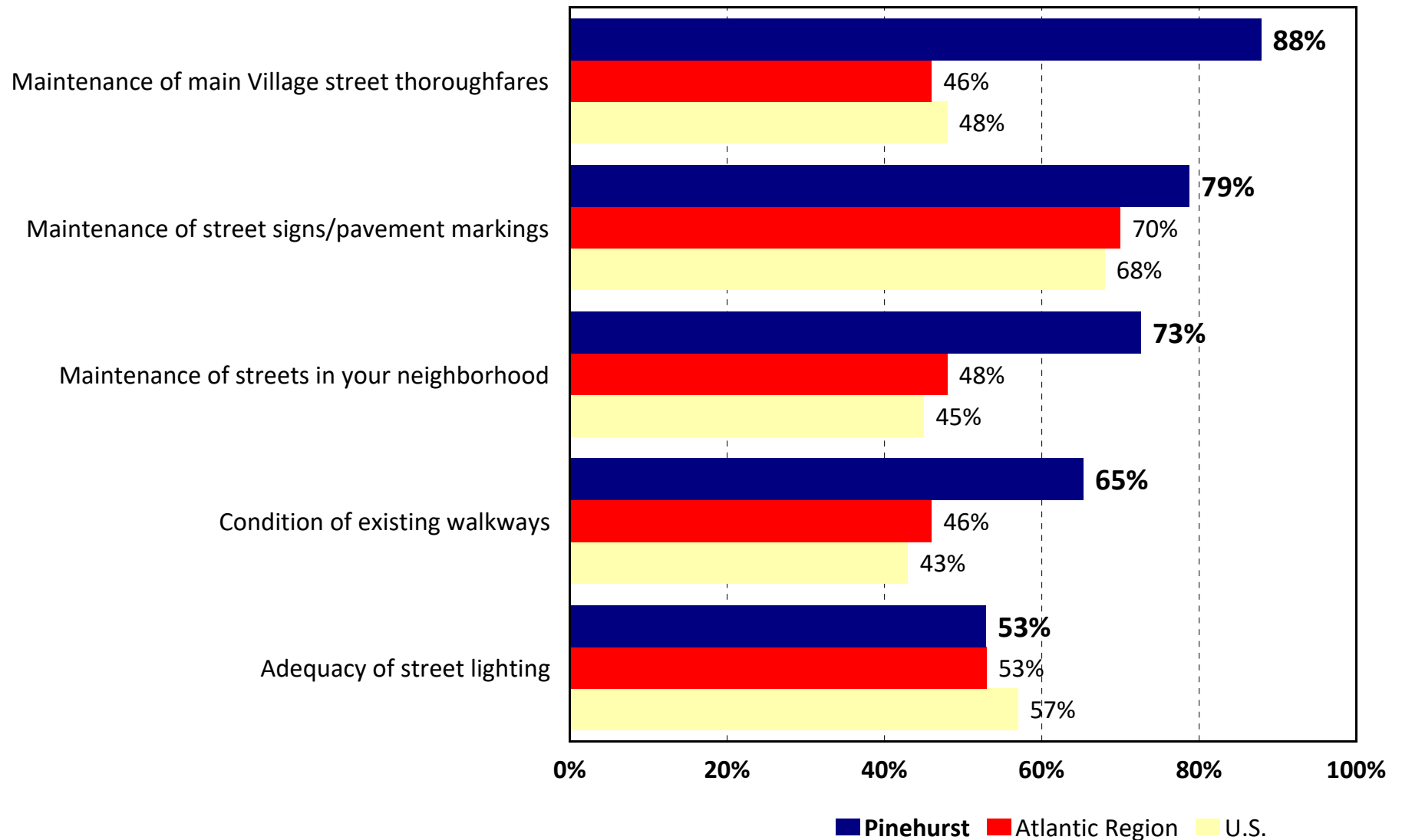


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Satisfaction with Transportation 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)

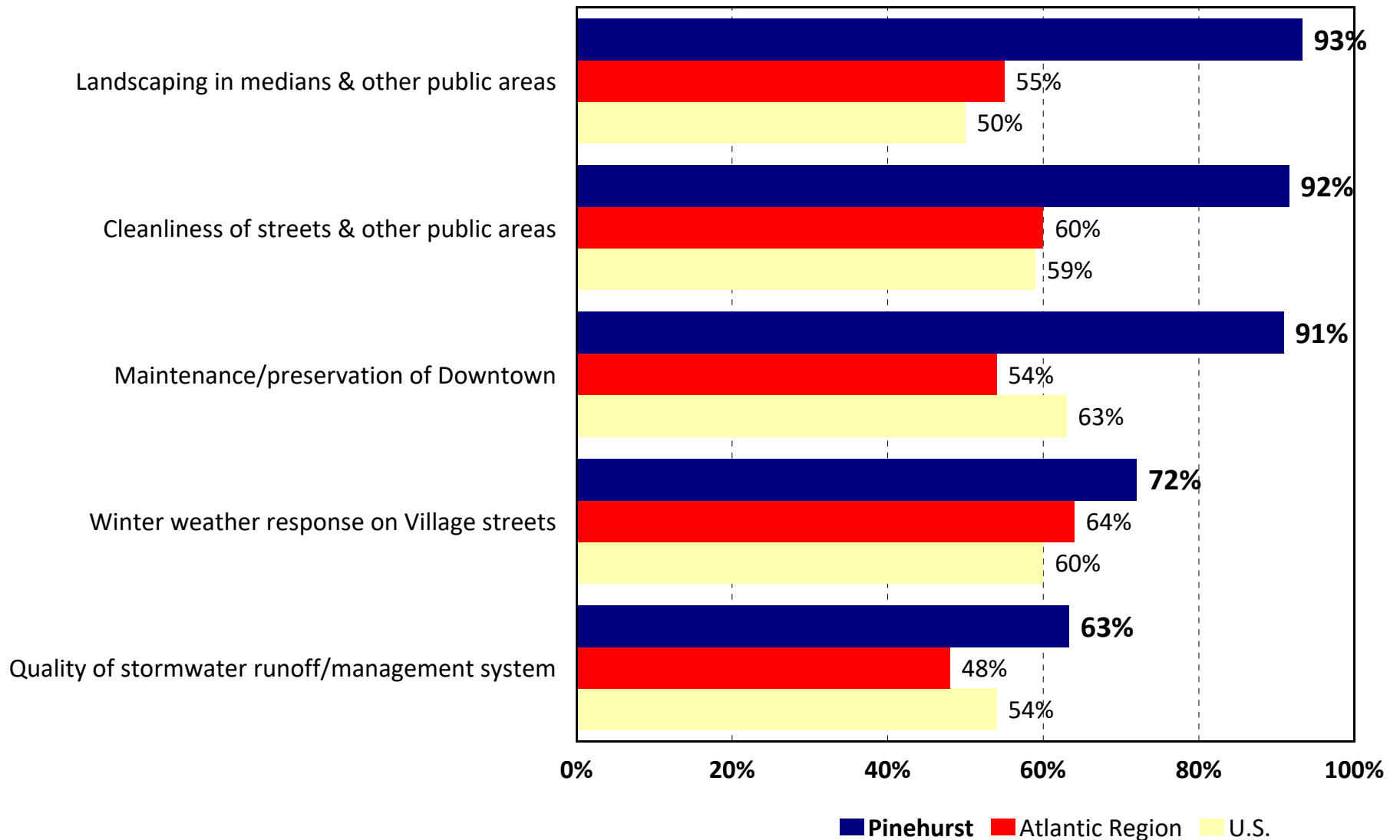


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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)

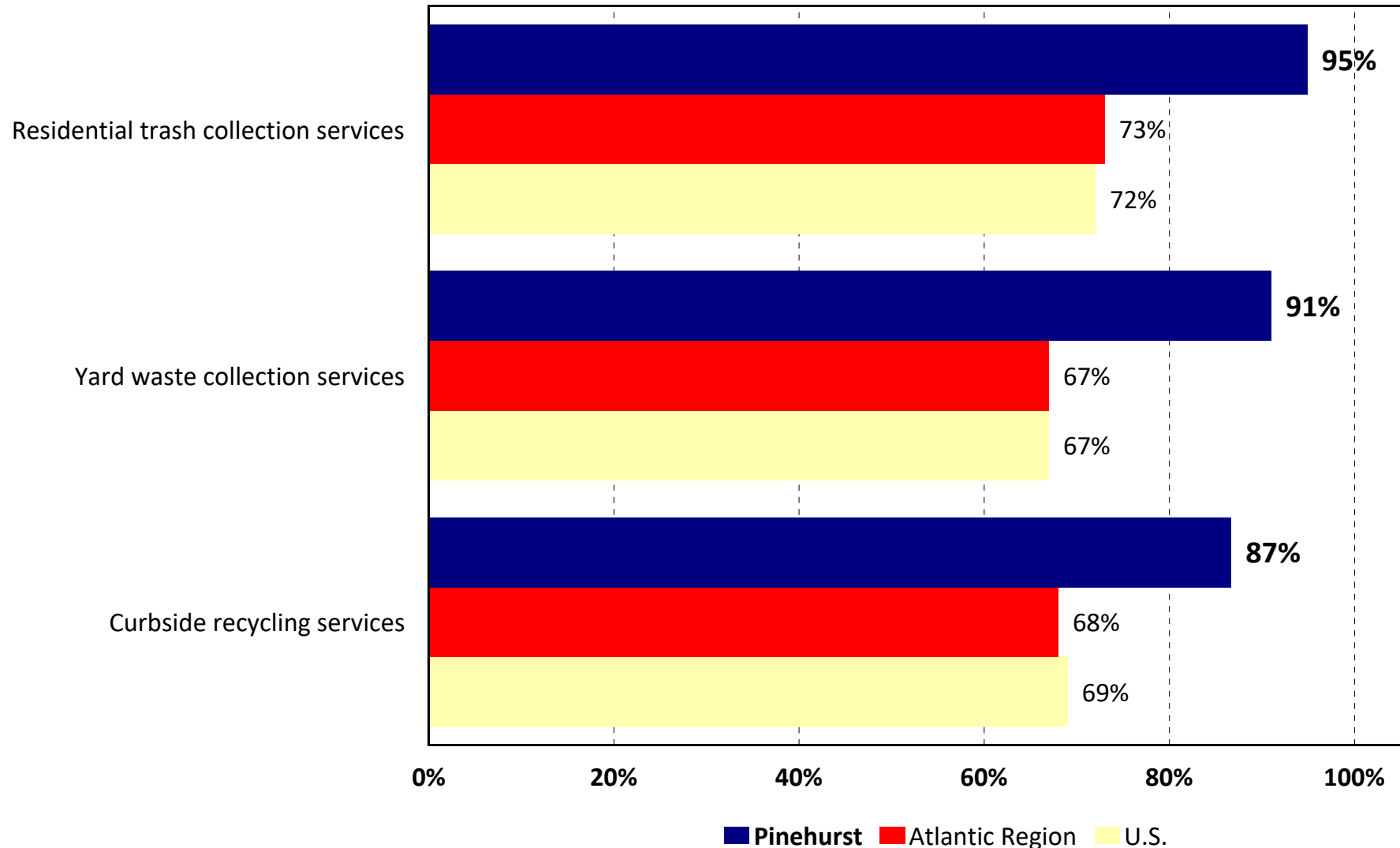


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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)

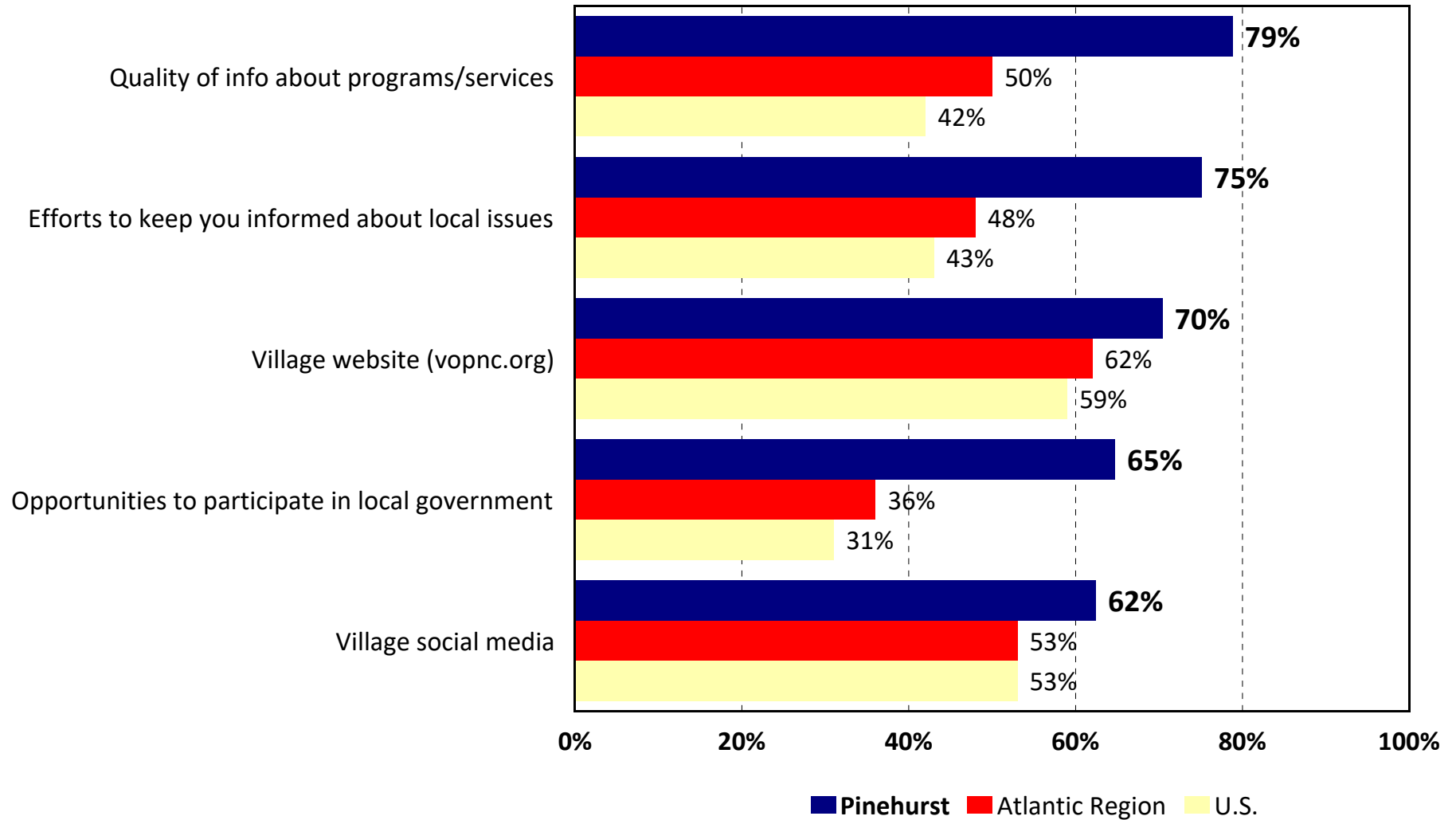


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

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)

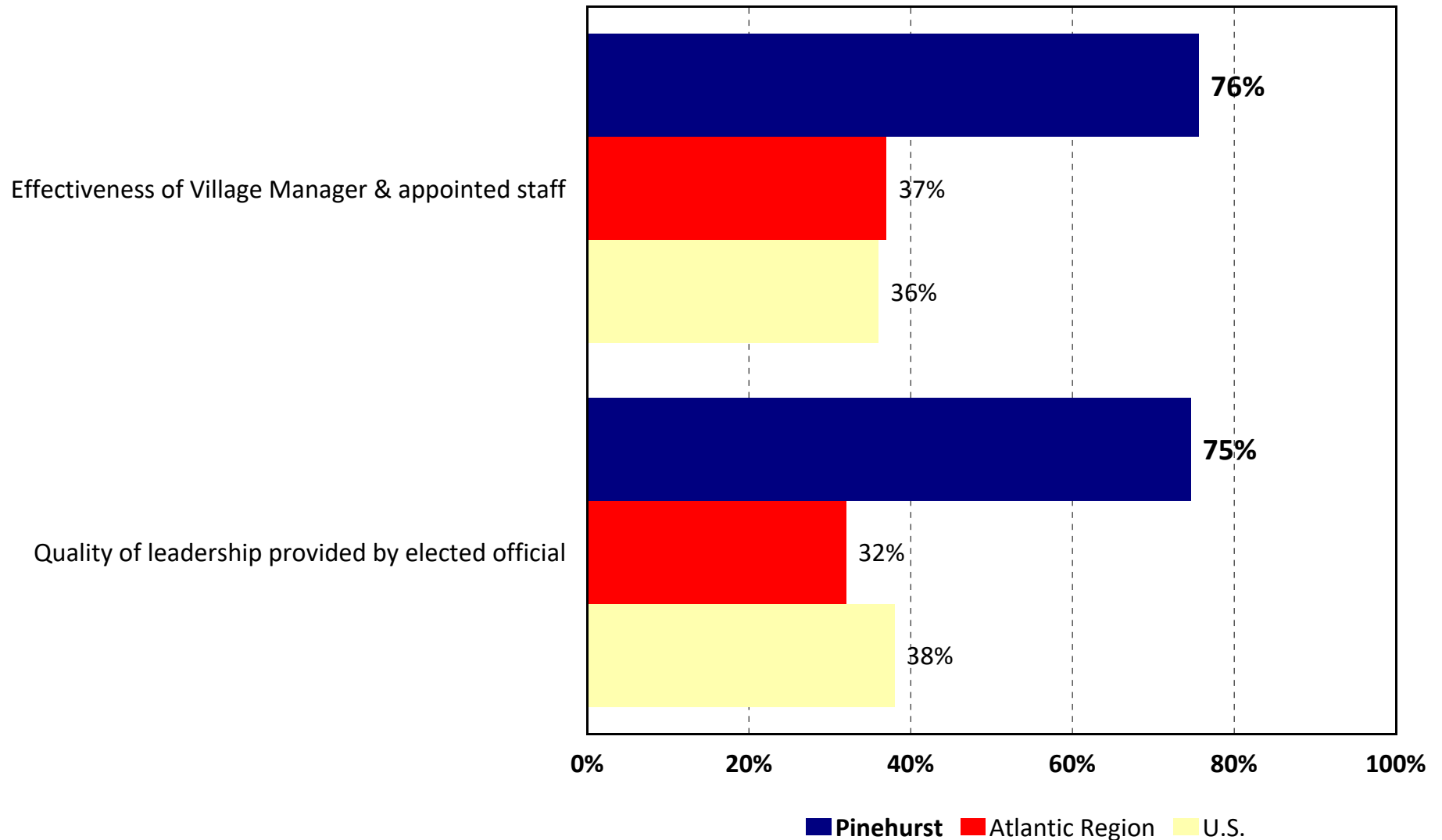


Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Satisfaction with Village Leadership

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

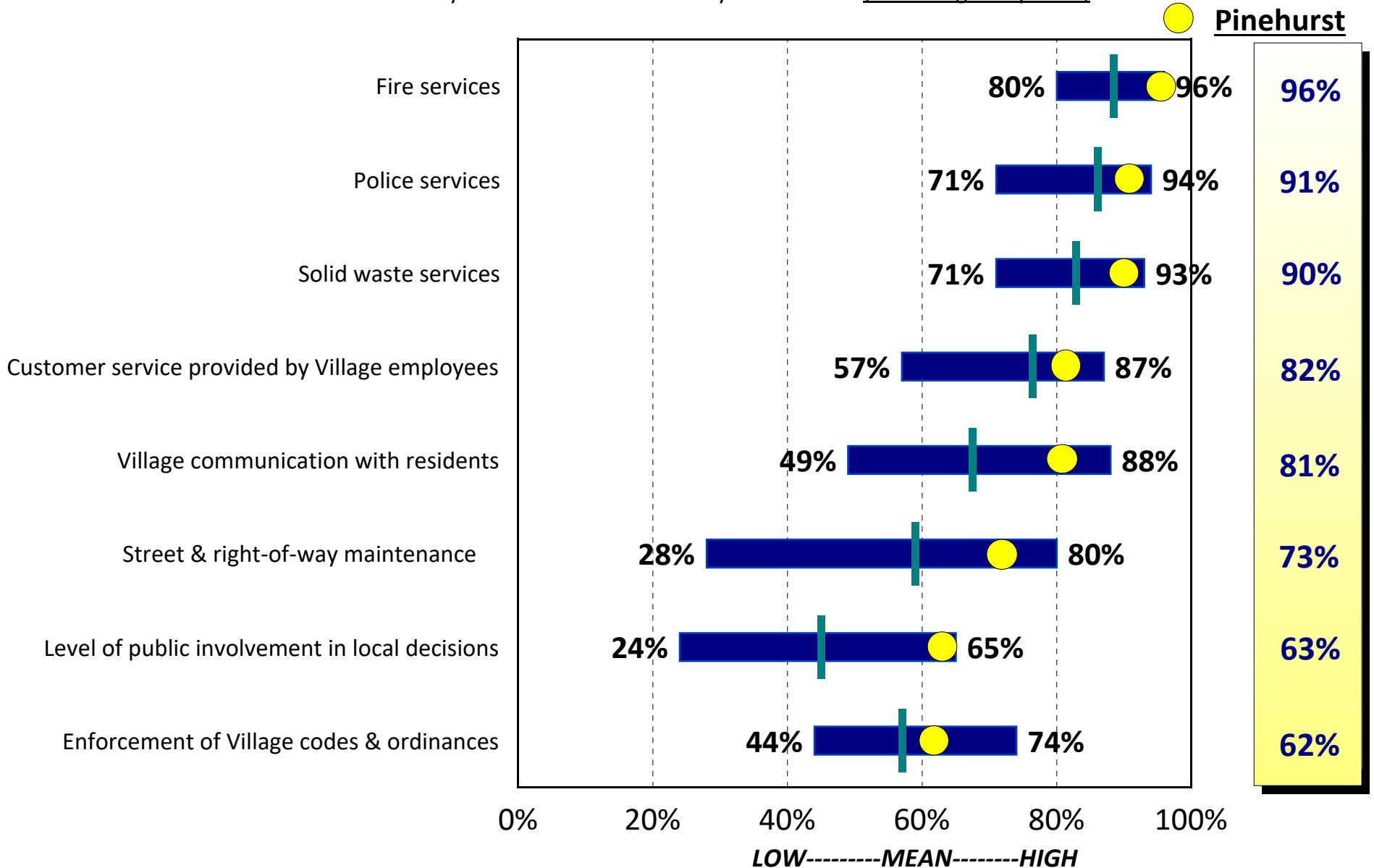
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Satisfaction with Various Village Services

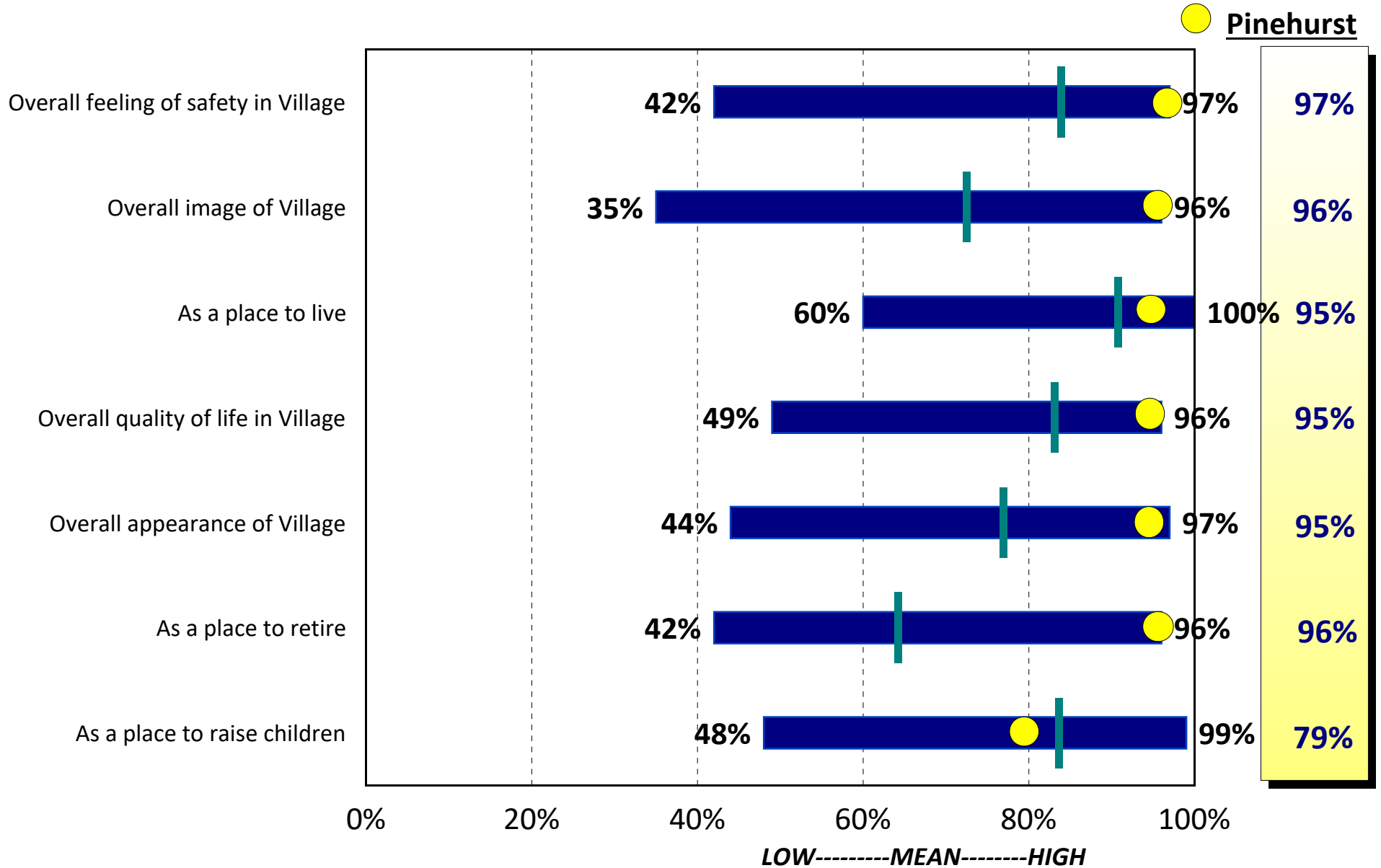
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Perceptions of the Village

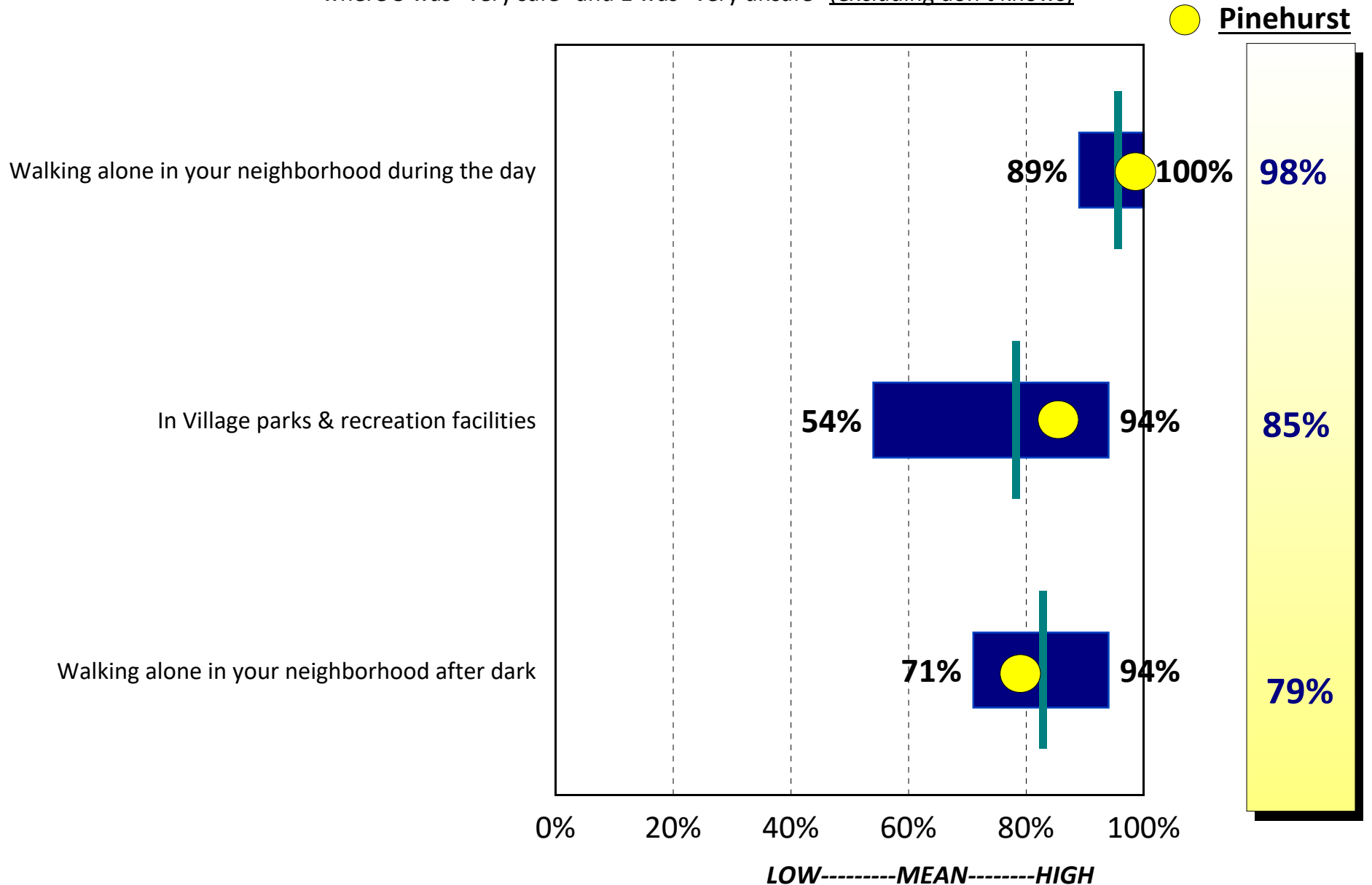
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

How Safe Residents Feel in Their Community

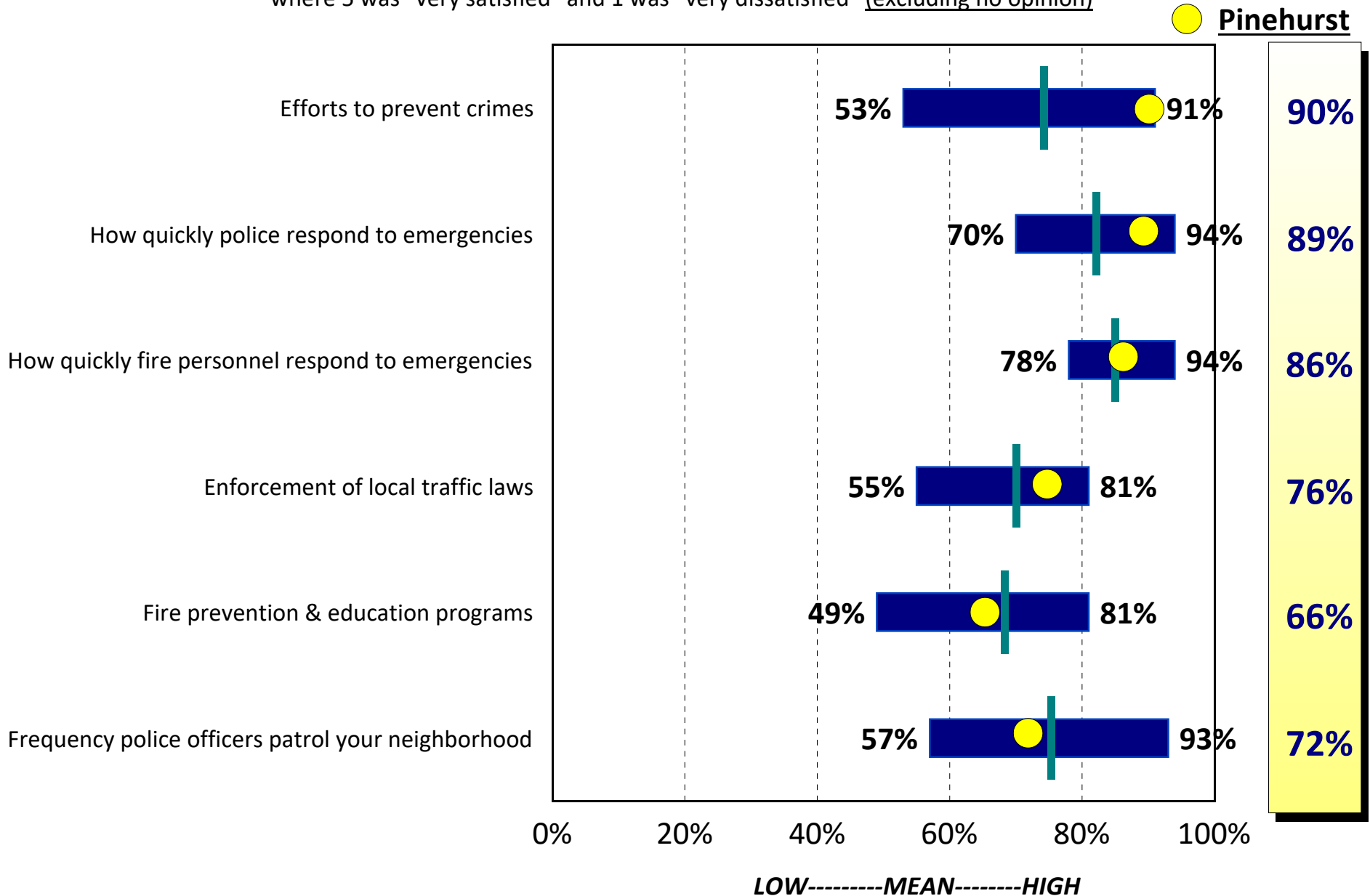
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Satisfaction with Public Safety

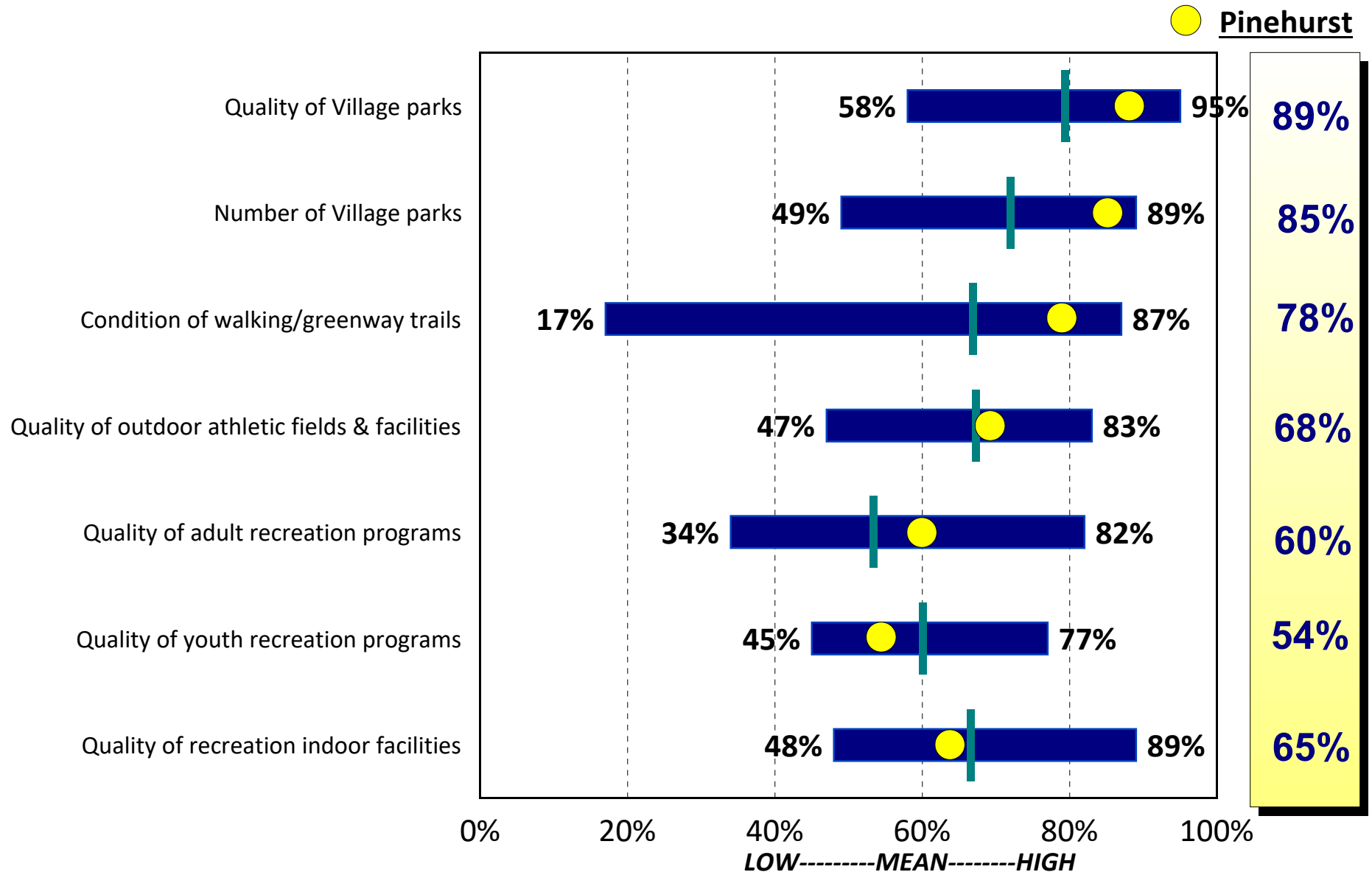
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Satisfaction with Cultural and Recreation Services

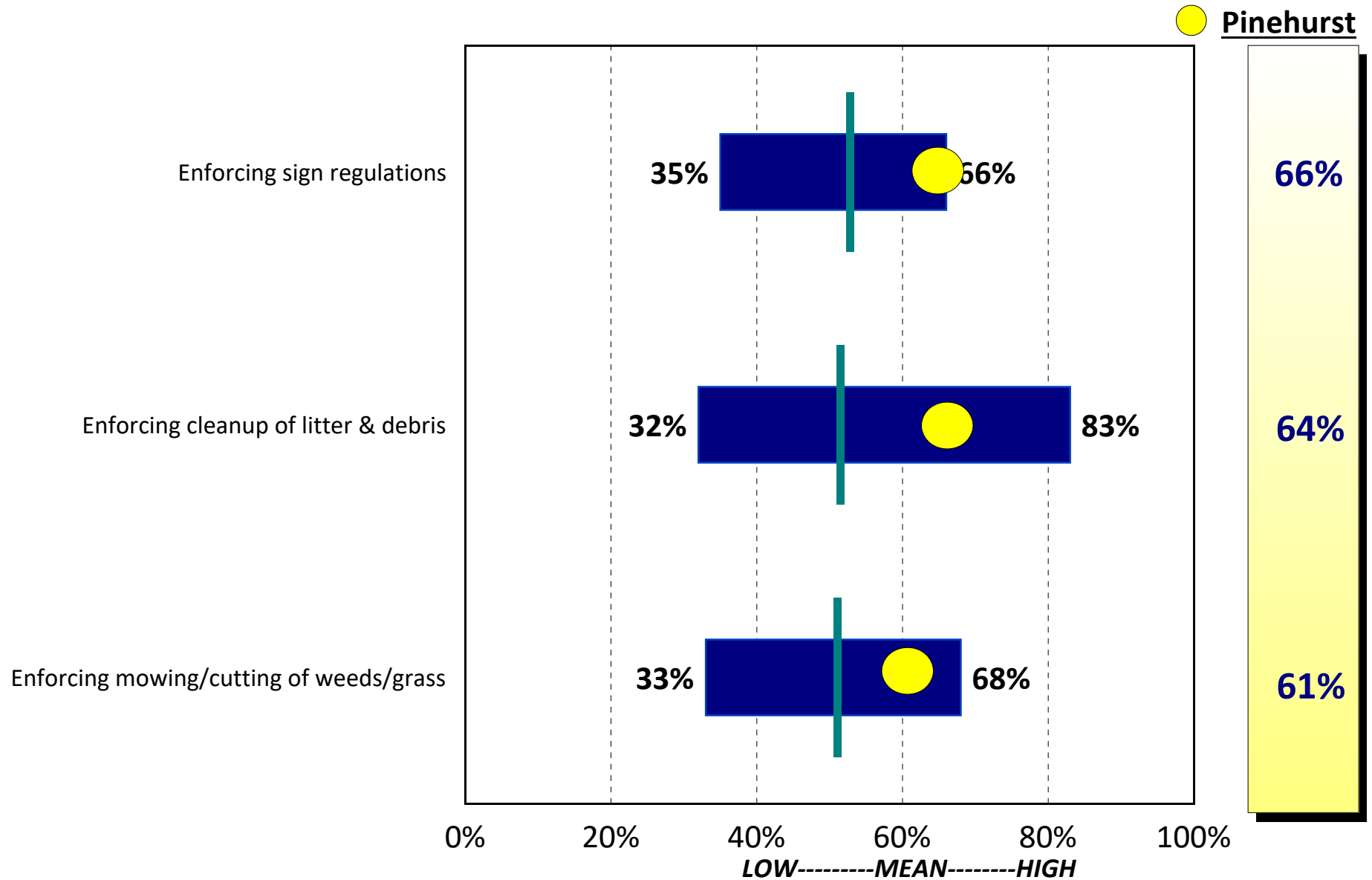
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Satisfaction with Code Enforcement

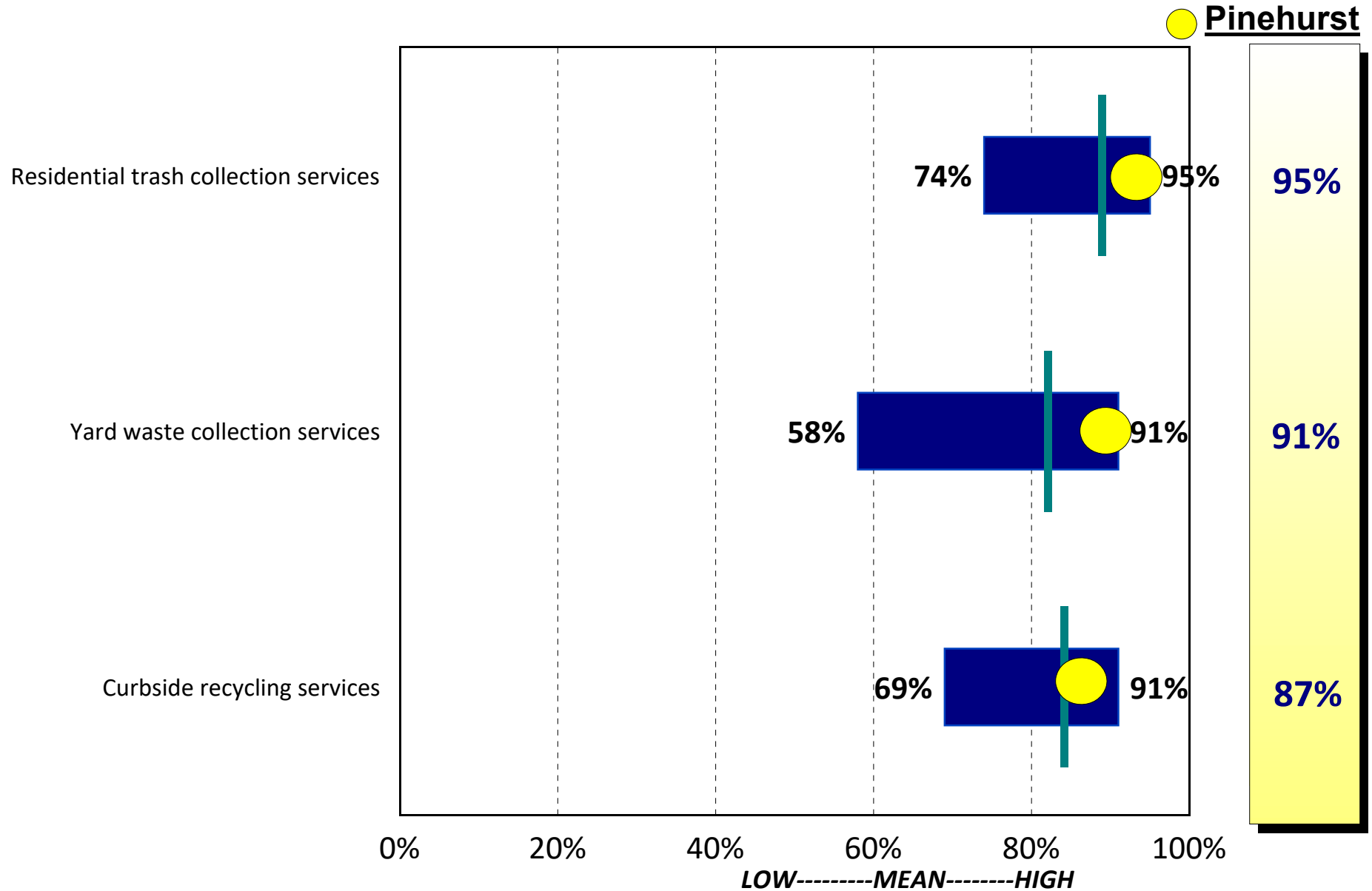
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Satisfaction with Solid Waste Services

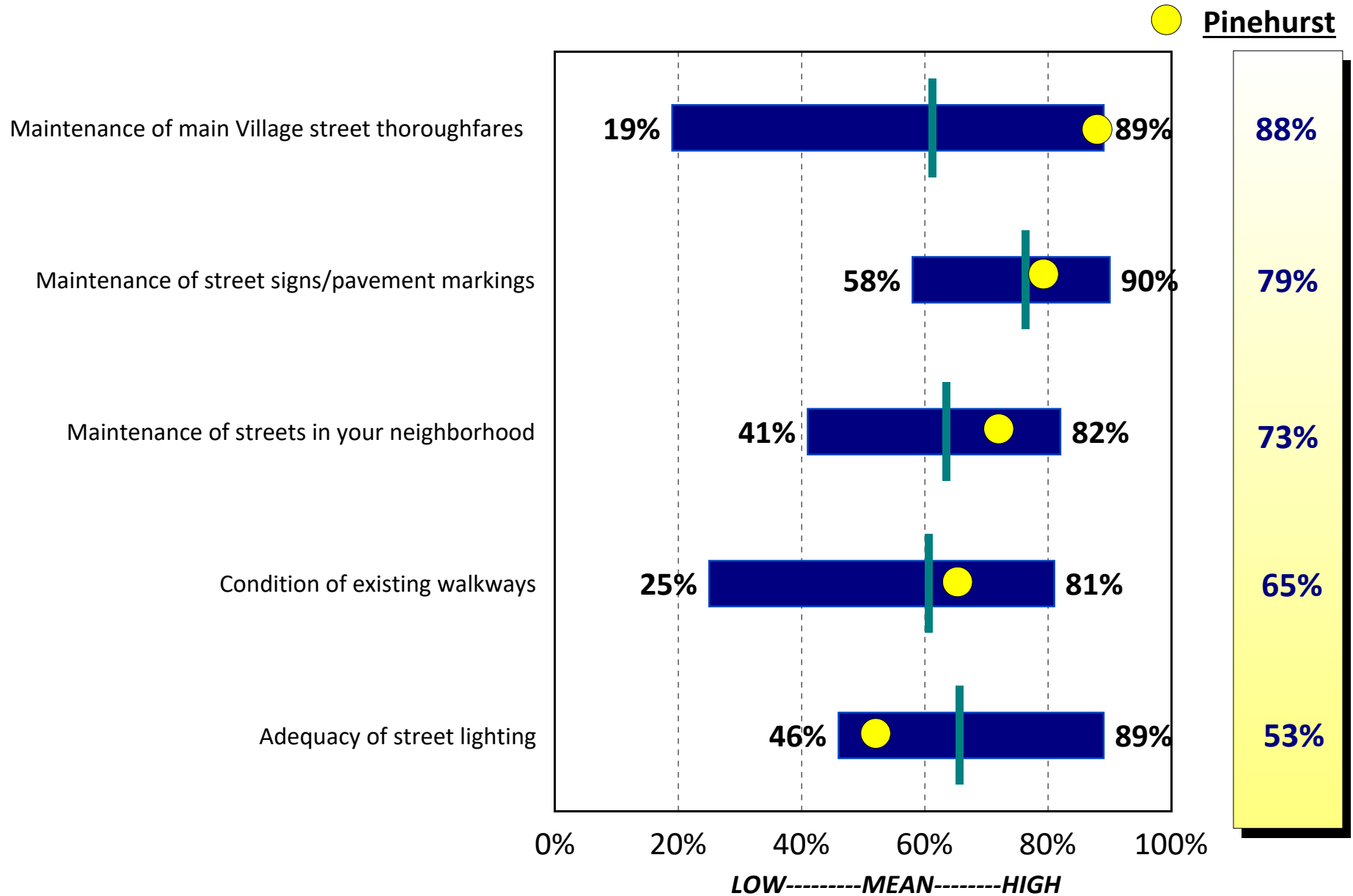
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Satisfaction with Transportation Services

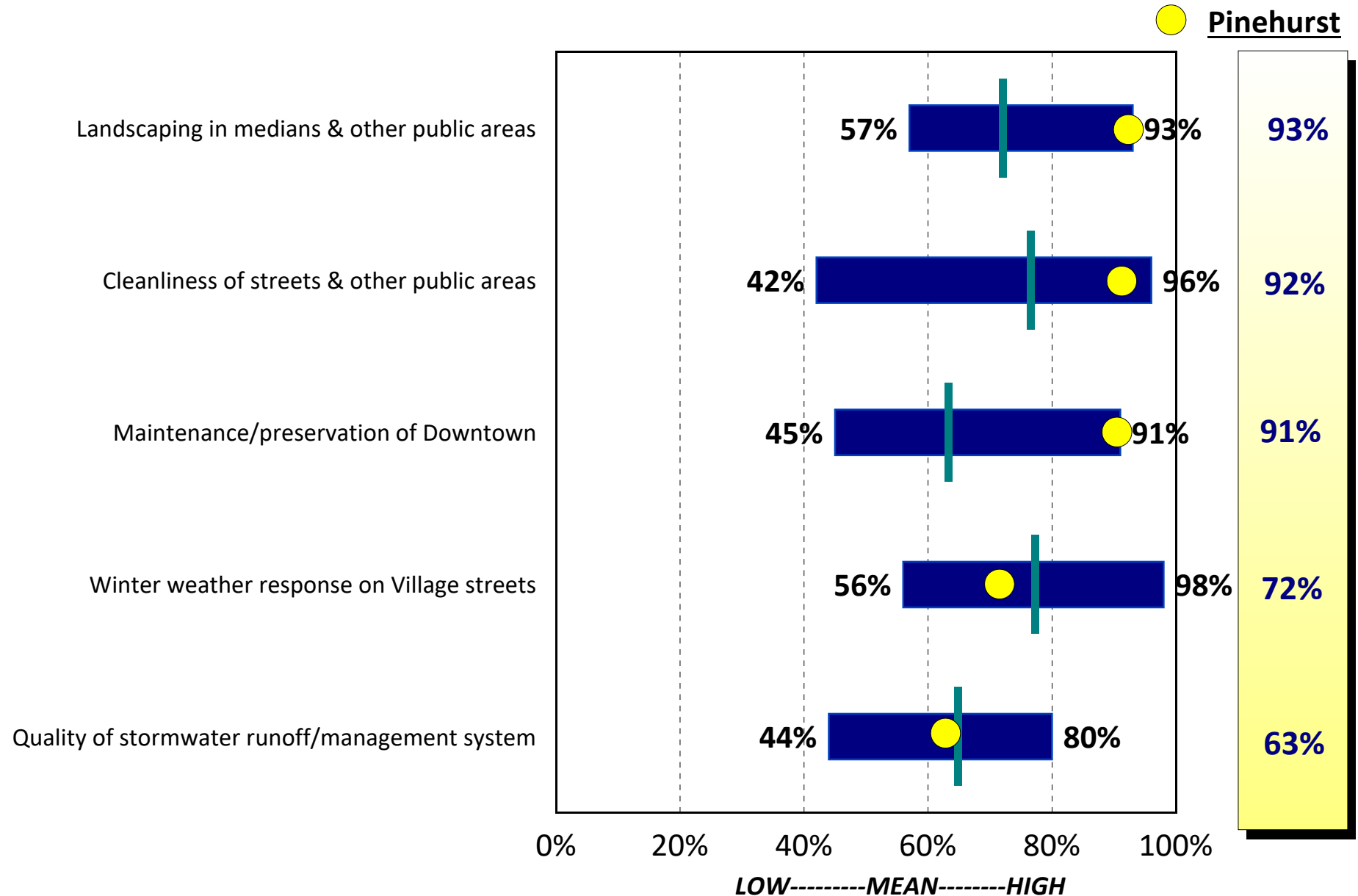
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
 where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Satisfaction with Public Services

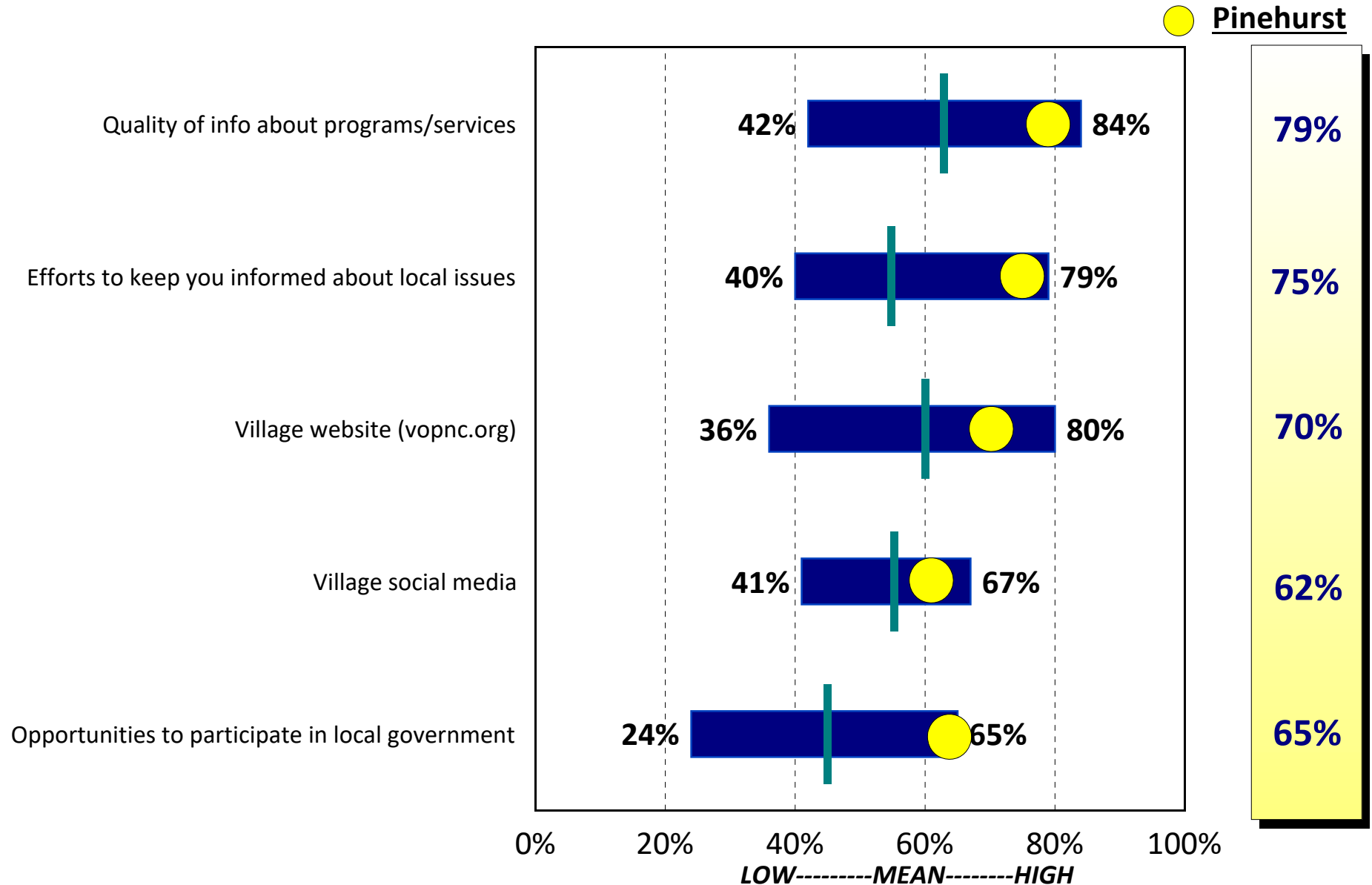
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
 where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - Pinehurst, NC)

Overall Satisfaction with Public Communication and Outreach

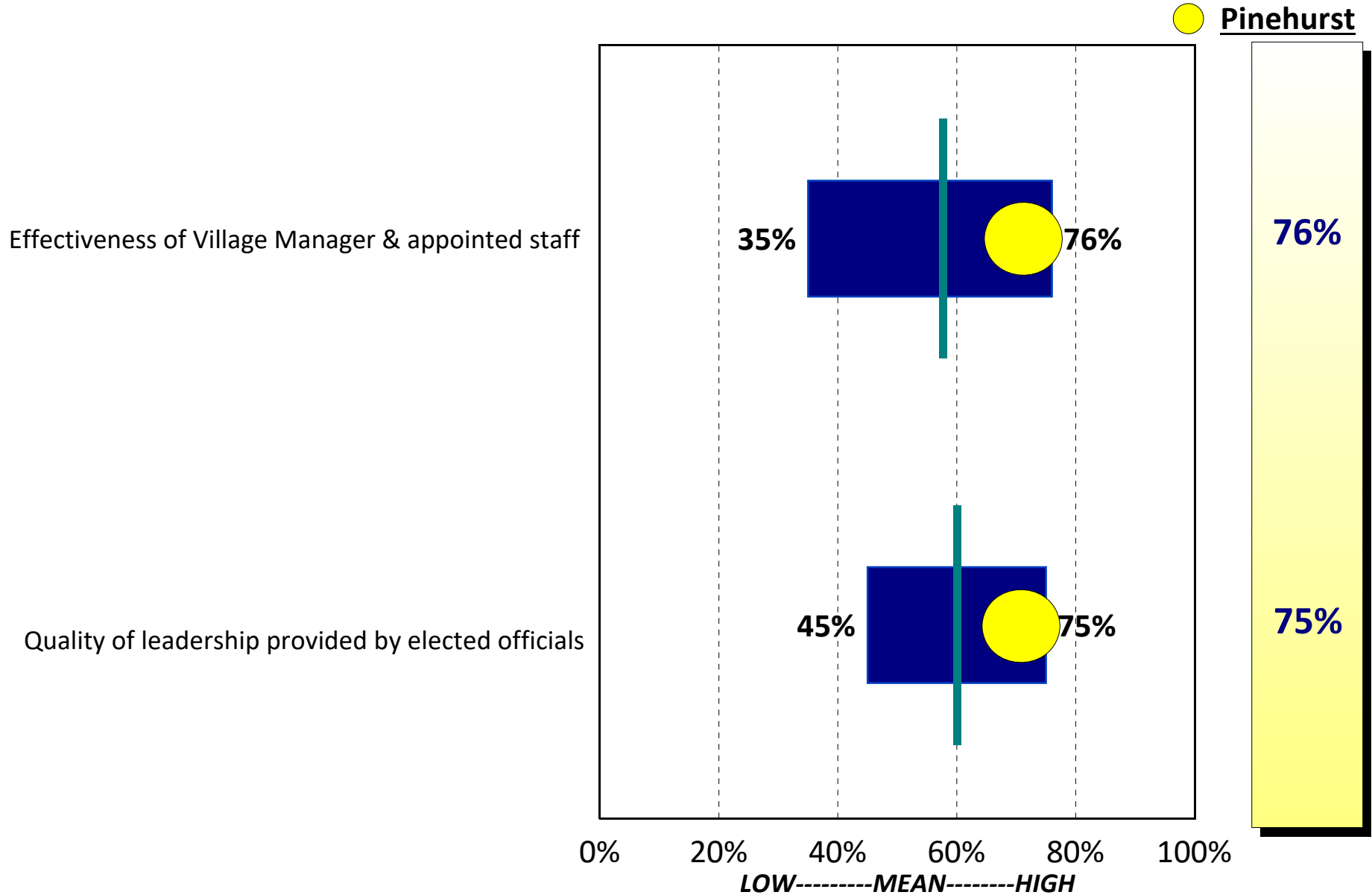
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2020 - 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)



Source: ETC Institute DirectionFinder (2020 - 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. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

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 forty percent (40.3%) 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, 72.3% of respondents surveyed rated *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 was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 40.3% was multiplied by 27.7% (1-0.723). This calculation yielded an I-S rating of 0.1116, 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.

2020 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 quality of neighborhoods	40%	1	72%	9	0.1116	1
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	29%	4	62%	12	0.1090	2
Street & right-of-way maintenance	35%	3	73%	8	0.0932	3
Level of public involvement in local decisions	20%	6	63%	11	0.0747	4
Promotion of natural resource conservation	18%	7	65%	10	0.0618	5
Police services	40%	2	91%	2	0.0356	6
Parks & recreation facilities	13%	10	79%	7	0.0279	7
Village communication with residents	15%	8	81%	6	0.0277	8
Parks & recreation programs	13%	11	83%	4	0.0213	9
Solid waste services	14%	9	90%	3	0.0144	10
Fire services	23%	5	96%	1	0.0103	11
Customer service provided by Village employees	5%	12	82%	5	0.0089	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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2020 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	29%	3	72%	5	0.0809	1
Enforcement of local traffic laws	26%	4	76%	4	0.0634	2
Efforts to prevent crimes	55%	1	90%	1	0.0548	3
Fire prevention & education programs provided by the Village	11%	6	66%	6	0.0358	4
How quickly police respond to emergencies	32%	2	89%	2	0.0348	5
How quickly fire personnel respond to emergencies	22%	5	86%	3	0.0294	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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2020 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)						
Village sponsored cultural arts events	26%	2	69%	6	0.0803	1
Quality of adult recreation programs	20%	6	60%	13	0.0788	2
Variety of cultural events & programs in Southern Moore	23%	5	70%	5	0.0680	3
Quality of youth recreation programs	12%	8	54%	14	0.0544	4
Range of amenities at parks & rec. facilities	13%	7	61%	11	0.0515	5
Condition of walking/greenway trails	24%	4	78%	4	0.0512	6
Availability of walking/greenway trails	25%	3	82%	3	0.0456	7
Availability of recreation indoor facilities	11%	10	61%	12	0.0435	8
Availability of information about recreation programs	11%	9	66%	8	0.0376	9
Quality of Village parks	26%	1	89%	1	0.0299	10
Quality of recreation indoor facilities	6%	12	65%	9	0.0217	11
Availability of outdoor athletic fields/facilities	6%	13	62%	10	0.0214	12
Quality of outdoor athletic fields & facilities	5%	14	68%	7	0.0164	13
Number of Village parks	10%	11	85%	2	0.0151	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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2020 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Transportation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Ease of travel on NC Highway 5	52%	1	34%	10	0.3457	1
Ease of travel through the large traffic circle	40%	2	43%	9	0.2269	2
High Priority (IS .10-.20)						
Adequacy of street lighting	32%	3	53%	7	0.1507	3
Availability of walkways	30%	5	52%	8	0.1439	4
Medium Priority (IS <.10)						
Maintenance of streets in your neighborhood	32%	4	73%	4	0.0863	5
Ease of golf cart travel	9%	9	59%	6	0.0378	6
Condition of existing walkways	10%	8	65%	5	0.0350	7
Maintenance of street signs/pavement markings	13%	7	79%	3	0.0271	8
Maintenance of main Village street thoroughfares	22%	6	88%	1	0.0271	9
Ease of travel on other streets in the Village	7%	10	81%	2	0.0130	10

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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2020 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
High Priority (IS .10-.20)						
Quality of stormwater runoff/management system	41%	1	63%	5	0.1497	1
Medium Priority (IS <.10)						
Winter weather response on Village streets	25%	5	72%	4	0.0700	2
Cleanliness of streets & other public areas	41%	2	92%	2	0.0342	3
Maintenance/preservation of Downtown	33%	3	91%	3	0.0301	4
Landscaping in medians/other public areas	26%	4	93%	1	0.0172	5

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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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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q1-1. Police services	56.5%	28.9%	6.4%	1.2%	0.9%	6.1%
Q1-2. Fire services	60.6%	24.4%	3.7%	0.1%	0.1%	11.0%
Q1-3. Parks & recreation programs	30.8%	29.3%	15.1%	0.6%	0.4%	23.9%
Q1-4. Parks & recreation facilities	37.4%	30.6%	12.8%	0.6%	0.5%	18.1%
Q1-5. Solid waste services	53.4%	32.3%	5.7%	3.2%	1.0%	4.4%
Q1-6. Street & right-of-way maintenance	32.3%	37.9%	14.9%	7.8%	3.1%	4.0%
Q1-7. Enforcement of Village codes & ordinances	24.0%	31.3%	21.0%	8.8%	3.6%	11.2%
Q1-8. Customer service provided by Village employees	37.6%	29.8%	13.4%	1.0%	0.9%	17.3%
Q1-9. Village communication with residents	36.5%	40.2%	13.9%	3.2%	0.4%	5.7%
Q1-10. Village efforts at maintaining quality of your neighborhoods	30.9%	36.1%	16.7%	6.6%	2.4%	7.3%
Q1-11. Promotion of natural resource conservation	23.0%	29.4%	21.8%	5.0%	1.6%	19.2%
Q1-12. Level of public involvement in local decisions	19.8%	34.6%	25.0%	5.1%	1.5%	13.9%

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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	60.2%	30.8%	6.8%	1.3%	0.9%
Q1-2. Fire services	68.1%	27.4%	4.2%	0.1%	0.1%
Q1-3. Parks & recreation programs	40.4%	38.5%	19.8%	0.8%	0.5%
Q1-4. Parks & recreation facilities	45.6%	37.4%	15.7%	0.8%	0.6%
Q1-5. Solid waste services	55.9%	33.7%	6.0%	3.4%	1.0%
Q1-6. Street & right-of-way maintenance	33.6%	39.4%	15.6%	8.2%	3.2%
Q1-7. Enforcement of Village codes & ordinances	27.1%	35.2%	23.7%	10.0%	4.1%
Q1-8. Customer service provided by Village employees	45.5%	36.0%	16.3%	1.2%	1.1%
Q1-9. Village communication with residents	38.7%	42.7%	14.8%	3.4%	0.4%
Q1-10. Village efforts at maintaining quality of your neighborhoods	33.3%	39.0%	18.0%	7.1%	2.6%
Q1-11. Promotion of natural resource conservation	28.5%	36.4%	27.0%	6.2%	2.0%
Q1-12. Level of public involvement in local decisions	23.0%	40.2%	29.1%	5.9%	1.7%

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?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	229	28.5 %
Fire services	14	1.7 %
Parks & recreation programs	31	3.9 %
Parks & recreation facilities	31	3.9 %
Solid waste services	25	3.1 %
Street & right-of-way maintenance	125	15.6 %
Enforcement of Village codes & ordinances	81	10.1 %
Customer service provided by Village employees	7	0.9 %
Village communication with residents	26	3.2 %
Village efforts at maintaining quality of your neighborhoods	87	10.8 %
Promotion of natural resource conservation	26	3.2 %
Level of public involvement in local decisions	44	5.5 %
None chosen	77	9.6 %
Total	803	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?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	48	6.0 %
Fire services	138	17.2 %
Parks & recreation programs	33	4.1 %
Parks & recreation facilities	37	4.6 %
Solid waste services	28	3.5 %
Street & right-of-way maintenance	86	10.7 %
Enforcement of Village codes & ordinances	85	10.6 %
Customer service provided by Village employees	14	1.7 %
Village communication with residents	37	4.6 %
Village efforts at maintaining quality of your neighborhoods	114	14.2 %
Promotion of natural resource conservation	47	5.9 %
Level of public involvement in local decisions	44	5.5 %
None chosen	92	11.5 %
Total	803	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	41	5.1 %
Fire services	31	3.9 %
Parks & recreation programs	36	4.5 %
Parks & recreation facilities	38	4.7 %
Solid waste services	58	7.2 %
Street & right-of-way maintenance	66	8.2 %
Enforcement of Village codes & ordinances	66	8.2 %
Customer service provided by Village employees	18	2.2 %
Village communication with residents	57	7.1 %
Village efforts at maintaining quality of your neighborhoods	123	15.3 %
Promotion of natural resource conservation	68	8.5 %
Level of public involvement in local decisions	75	9.3 %
None chosen	126	15.7 %
Total	803	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	318	39.6 %
Fire services	183	22.8 %
Parks & recreation programs	100	12.5 %
Parks & recreation facilities	106	13.2 %
Solid waste services	111	13.8 %
Street & right-of-way maintenance	277	34.5 %
Enforcement of Village codes & ordinances	232	28.9 %
Customer service provided by Village employees	39	4.9 %
Village communication with residents	120	14.9 %
Village efforts at maintaining quality of your neighborhoods	324	40.3 %
Promotion of natural resource conservation	141	17.6 %
Level of public involvement in local decisions	163	20.3 %
None chosen	77	9.6 %
Total	2191	

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=803)

	Very important	Somewhat important	Not sure	Unimportant
Q3-1. Sense of community	57.8%	32.4%	7.0%	2.9%
Q3-2. Quality of public education	45.8%	24.5%	12.1%	17.6%
Q3-3. Types of housing	64.4%	26.8%	6.2%	2.6%
Q3-4. Quality of housing	76.1%	19.1%	4.0%	0.9%
Q3-5. Access to quality shopping	39.7%	43.7%	10.3%	6.2%
Q3-6. Availability of cultural arts opportunities	34.0%	42.2%	13.2%	10.6%
Q3-7. Availability of golfing opportunities	42.7%	25.3%	7.6%	24.4%
Q3-8. Availability of other recreational opportunities	32.1%	43.1%	13.1%	11.7%
Q3-9. Proximity to family or friends	31.5%	30.5%	13.0%	25.0%
Q3-10. Proximity to wor	20.9%	17.7%	11.8%	49.6%
Q3-11. Safety & security	86.8%	9.5%	2.6%	1.1%
Q3-12. Quality health care	85.2%	10.2%	3.2%	1.4%
Q3-13. Opportunities and/or resources for senior citizens	50.3%	30.8%	8.7%	10.2%
Q3-14. Opportunities and/or resources for children under 18	25.4%	24.9%	15.8%	33.9%
Q3-15. Low property tax rate	59.9%	29.0%	5.7%	5.4%

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

(N=803)

	Yes	No
Q3-1. Sense of community	90.0%	10.0%
Q3-2. Quality of public education	76.5%	23.5%
Q3-3. Types of housing	85.4%	14.6%
Q3-4. Quality of housing	84.7%	15.3%
Q3-5. Access to quality shopping	70.7%	29.3%
Q3-6. Availability of cultural arts opportunities	78.0%	22.0%
Q3-7. Availability of golfing opportunities	86.6%	13.4%
Q3-8. Availability of other recreational opportunities	76.7%	23.3%
Q3-9. Proximity to family or friends	79.2%	20.8%
Q3-10. Proximity to wor	76.8%	23.2%
Q3-11. Safety & security	91.2%	8.8%
Q3-12. Quality health care	92.1%	7.9%
Q3-13. Opportunities and/or resources for senior citizens	85.3%	14.7%
Q3-14. Opportunities and/or resources for children under 18	66.2%	33.8%
Q3-15. Low property tax rate	80.4%	19.6%

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=803)

	Excellent	Good	Neutral	Below average	Poor	No opinion
Q4-1. Overall image of Village	58.2%	35.0%	3.1%	0.6%	0.4%	2.7%
Q4-2. Overall quality of life in Village	53.7%	37.7%	4.6%	0.7%	0.0%	3.2%
Q4-3. Overall feeling of safety in Village	67.5%	27.5%	2.7%	0.2%	0.0%	2.0%
Q4-4. Quality of new development in Village	16.8%	33.7%	25.9%	12.8%	3.2%	7.5%
Q4-5. As a place to live	65.1%	26.9%	4.1%	0.2%	0.2%	3.4%
Q4-6. As a place to raise children	31.8%	25.8%	12.8%	2.1%	0.5%	27.0%
Q4-7. As a place to retire	65.8%	25.0%	3.6%	0.2%	0.4%	5.0%
Q4-8. Overall appearance of Village	58.3%	34.5%	3.5%	1.4%	0.1%	2.2%
Q4-9. Availability of affordable housing	24.7%	33.4%	20.7%	7.3%	1.5%	12.5%

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=803)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. Overall image of Village	59.8%	36.0%	3.2%	0.6%	0.4%
Q4-2. Overall quality of life in Village	55.5%	39.0%	4.8%	0.8%	0.0%
Q4-3. Overall feeling of safety in Village	68.9%	28.1%	2.8%	0.3%	0.0%
Q4-4. Quality of new development in Village	18.2%	36.5%	28.0%	13.9%	3.5%
Q4-5. As a place to live	67.4%	27.8%	4.3%	0.3%	0.3%
Q4-6. As a place to raise children	43.5%	35.3%	17.6%	2.9%	0.7%
Q4-7. As a place to retire	69.2%	26.3%	3.8%	0.3%	0.4%
Q4-8. Overall appearance of Village	59.6%	35.3%	3.6%	1.4%	0.1%
Q4-9. Availability of affordable housing	28.2%	38.1%	23.6%	8.4%	1.7%

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=803)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	No opinion
Q5-1. Walking alone in your neighborhood during the day	84.3%	11.8%	1.0%	0.6%	0.4%	1.9%
Q5-2. Walking alone in your neighborhood after dark	41.6%	31.5%	13.2%	5.4%	1.2%	7.1%
Q5-3. In Village parks & recreation facilities	40.2%	31.8%	11.7%	0.7%	0.1%	15.4%
Q5-4. In business areas of Village during the day	79.6%	14.8%	2.4%	0.2%	0.2%	2.7%
Q5-5. In business areas of Village after dark	38.1%	34.5%	13.9%	2.5%	0.5%	10.5%

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=803)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	85.9%	12.1%	1.0%	0.6%	0.4%
Q5-2. Walking alone in your neighborhood after dark	44.8%	33.9%	14.2%	5.8%	1.3%
Q5-3. In Village parks & recreation facilities	47.6%	37.6%	13.8%	0.9%	0.1%
Q5-4. In business areas of Village during the day	81.8%	15.2%	2.4%	0.3%	0.3%
Q5-5. In business areas of Village after dark	42.6%	38.5%	15.6%	2.8%	0.6%

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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q6-1. Efforts to prevent crimes	44.5%	39.9%	8.2%	1.1%	0.0%	6.4%
Q6-2. Enforcement of local traffic laws	32.4%	40.1%	12.7%	8.0%	2.7%	4.1%
Q6-3. How quickly police respond to emergencies	41.7%	27.6%	7.5%	0.7%	0.2%	22.2%
Q6-4. Frequency that police officers patrol your neighborhood	28.8%	37.6%	18.6%	6.1%	1.6%	7.3%
Q6-5. Fire prevention & education programs provided by Village	22.7%	23.4%	21.4%	1.7%	0.4%	30.4%
Q6-6. How quickly fire personnel respond to emergencies	41.8%	20.9%	9.5%	0.2%	0.1%	27.4%

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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Efforts to prevent crimes	47.5%	42.6%	8.8%	1.2%	0.0%
Q6-2. Enforcement of local traffic laws	33.8%	41.8%	13.2%	8.3%	2.9%
Q6-3. How quickly police respond to emergencies	53.6%	35.5%	9.6%	1.0%	0.3%
Q6-4. Frequency that police officers patrol your neighborhood	31.0%	40.6%	20.0%	6.6%	1.7%
Q6-5. Fire prevention & education programs provided by Village	32.6%	33.6%	30.8%	2.5%	0.5%
Q6-6. How quickly fire personnel respond to emergencies	57.6%	28.8%	13.0%	0.3%	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	362	45.1 %
Enforcement of local traffic laws	111	13.8 %
How quickly police respond to emergencies	100	12.5 %
Frequency that police officers patrol your neighborhood	78	9.7 %
Fire prevention & education programs provided by Village	29	3.6 %
How quickly fire personnel respond to emergencies	36	4.5 %
None chosen	87	10.8 %
Total	803	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	83	10.3 %
Enforcement of local traffic laws	98	12.2 %
How quickly police respond to emergencies	156	19.4 %
Frequency that police officers patrol your neighborhood	151	18.8 %
Fire prevention & education programs provided by Village	56	7.0 %
How quickly fire personnel respond to emergencies	137	17.1 %
None chosen	122	15.2 %
Total	803	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	445	55.4 %
Enforcement of local traffic laws	209	26.0 %
How quickly police respond to emergencies	256	31.9 %
Frequency that police officers patrol your neighborhood	229	28.5 %
Fire prevention & education programs provided by Village	85	10.6 %
How quickly fire personnel respond to emergencies	173	21.5 %
None chosen	87	10.8 %
Total	1484	

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. Which following parks & recreation programs & facilities have you used during past year	Number	Percent
Greenway trails	384	47.8 %
Village sponsored cultural/arts events	357	44.5 %
Cannon Park	230	28.6 %
Arboretum/Timmel Pavilion	262	32.6 %
Rassie Wicker Park	364	45.3 %
Camelot Playground	182	22.7 %
Splash pad at Wicker Park	98	12.2 %
West Pinehurst Park (e.g. disc golf)	42	5.2 %
Community Center	112	13.9 %
Total	2031	

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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q9-1. Number of Village parks	34.1%	38.9%	9.1%	3.0%	0.5%	14.4%
Q9-2. Quality of Village parks	36.9%	38.4%	8.8%	0.7%	0.1%	15.1%
Q9-3. Quality of recreation indoor facilities	17.2%	21.2%	16.7%	3.9%	0.1%	41.0%
Q9-4. Availability of recreation indoor facilities	14.9%	21.5%	18.1%	5.0%	0.5%	40.0%
Q9-5. Availability of walking/ greenway trails	34.2%	33.4%	10.3%	3.9%	0.7%	17.4%
Q9-6. Condition of walking/ greenway trails	27.3%	34.0%	13.9%	2.5%	0.5%	21.8%
Q9-7. Quality of outdoor athletic fields & facilities	17.4%	21.9%	17.1%	1.4%	0.2%	42.0%
Q9-8. Availability of outdoor athletic fields & facilities	14.7%	21.9%	19.3%	2.9%	0.5%	40.7%
Q9-9. Availability of information about recreation programs	17.3%	29.6%	18.4%	4.2%	1.1%	29.3%
Q9-10. Quality of youth recreation programs	11.3%	13.2%	18.6%	2.0%	0.4%	54.5%
Q9-11. Quality of adult recreation programs	12.6%	23.3%	19.8%	3.2%	0.9%	40.2%
Q9-12. Range of amenities at parks & recreation facilities	15.1%	25.8%	21.7%	3.4%	1.0%	33.1%
Q9-13. Village sponsored cultural arts events	18.7%	33.7%	18.1%	5.2%	0.2%	24.0%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	20.3%	32.0%	17.3%	4.5%	0.7%	25.2%

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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Number of Village parks	39.9%	45.4%	10.6%	3.5%	0.6%
Q9-2. Quality of Village parks	43.4%	45.2%	10.4%	0.9%	0.1%
Q9-3. Quality of recreation indoor facilities	29.1%	35.9%	28.3%	6.5%	0.2%
Q9-4. Availability of recreation indoor facilities	24.9%	35.9%	30.1%	8.3%	0.8%
Q9-5. Availability of walking/greenway trails	41.5%	40.4%	12.5%	4.7%	0.9%
Q9-6. Condition of walking/greenway trails	34.9%	43.5%	17.8%	3.2%	0.6%
Q9-7. Quality of outdoor athletic fields & facilities	30.0%	37.8%	29.4%	2.4%	0.4%
Q9-8. Availability of outdoor athletic fields & facilities	24.8%	37.0%	32.6%	4.8%	0.8%
Q9-9. Availability of information about recreation programs	24.5%	41.9%	26.1%	6.0%	1.6%
Q9-10. Quality of youth recreation programs	24.9%	29.0%	40.8%	4.4%	0.8%
Q9-11. Quality of adult recreation programs	21.0%	39.0%	33.1%	5.4%	1.5%
Q9-12. Range of amenities at parks & recreation facilities	22.5%	38.5%	32.4%	5.0%	1.5%
Q9-13. Village sponsored cultural arts events	24.6%	44.4%	23.8%	6.9%	0.3%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	27.1%	42.8%	23.1%	6.0%	1.0%

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. Top choice	Number	Percent
Number of Village parks	51	6.4 %
Quality of Village parks	100	12.5 %
Quality of recreation indoor facilities	13	1.6 %
Availability of recreation indoor facilities	30	3.7 %
Availability of walking/greenway trails	92	11.5 %
Condition of walking/greenway trails	60	7.5 %
Quality of outdoor athletic fields & facilities	9	1.1 %
Availability of outdoor athletic fields & facilities	12	1.5 %
Availability of information about recreation programs	27	3.4 %
Quality of youth recreation programs	34	4.2 %
Quality of adult recreation programs	39	4.9 %
Range of amenities at parks & recreation facilities	20	2.5 %
Village sponsored cultural arts events	85	10.6 %
Variety of cultural arts events & programs in Southern Moore County	46	5.7 %
None chosen	185	23.0 %
Total	803	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	1.7 %
Quality of Village parks	46	5.7 %
Quality of recreation indoor facilities	19	2.4 %
Availability of recreation indoor facilities	28	3.5 %
Availability of walking/greenway trails	74	9.2 %
Condition of walking/greenway trails	79	9.8 %
Quality of outdoor athletic fields & facilities	15	1.9 %
Availability of outdoor athletic fields & facilities	18	2.2 %
Availability of information about recreation programs	29	3.6 %
Quality of youth recreation programs	40	5.0 %
Quality of adult recreation programs	62	7.7 %
Range of amenities at parks & recreation facilities	38	4.7 %
Village sponsored cultural arts events	57	7.1 %
Variety of cultural arts events & programs in Southern Moore County	73	9.1 %
None chosen	211	26.3 %
Total	803	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	18	2.2 %
Quality of Village parks	64	8.0 %
Quality of recreation indoor facilities	18	2.2 %
Availability of recreation indoor facilities	31	3.9 %
Availability of walking/greenway trails	36	4.5 %
Condition of walking/greenway trails	51	6.4 %
Quality of outdoor athletic fields & facilities	17	2.1 %
Availability of outdoor athletic fields & facilities	15	1.9 %
Availability of information about recreation programs	34	4.2 %
Quality of youth recreation programs	21	2.6 %
Quality of adult recreation programs	57	7.1 %
Range of amenities at parks & recreation facilities	48	6.0 %
Village sponsored cultural arts events	66	8.2 %
Variety of cultural arts events & programs in Southern Moore County	63	7.8 %
None chosen	264	32.9 %
Total	803	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	83	10.3 %
Quality of Village parks	210	26.2 %
Quality of recreation indoor facilities	50	6.2 %
Availability of recreation indoor facilities	89	11.1 %
Availability of walking/greenway trails	202	25.2 %
Condition of walking/greenway trails	190	23.7 %
Quality of outdoor athletic fields & facilities	41	5.1 %
Availability of outdoor athletic fields & facilities	45	5.6 %
Availability of information about recreation programs	90	11.2 %
Quality of youth recreation programs	95	11.8 %
Quality of adult recreation programs	158	19.7 %
Range of amenities at parks & recreation facilities	106	13.2 %
Village sponsored cultural arts events	208	25.9 %
Variety of cultural arts events & programs in Southern Moore County	182	22.7 %
None chosen	185	23.0 %
Total	1934	

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

Q11. Do you shop regularly in Village Center (downtown)	Number	Percent
Yes	216	26.9 %
No	484	60.3 %
Not provided	103	12.8 %
Total	803	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	216	30.9 %
No	484	69.1 %
Total	700	100.0 %

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

Q11a. What are reasons that prevent you from shopping regularly in Village Center (downtown)	Number	Percent
Store hours of operation	80	16.5 %
Variety of merchandise offered for sale	270	55.8 %
Merchandise is more targeted to tourists than local shoppers	348	71.9 %
Parking availability	131	27.1 %
Other	80	16.5 %
Total	909	

Q12. Public Library Services. Through a cooperative agreement with the Given Memorial Library, a private 501c(3) non-profit organization, the Village augments private funding with a \$150,000 annual contribution to help provide free library services. Please indicate whether you or other members of your household have used the Given Memorial Library during the past year.

(N=803)

	Yes	No
Q12-1. Given Memorial Library services	43.3%	56.7%
Q12-2. Given Memorial Library programs	18.6%	81.4%

Q12. Then, please rate your satisfaction with services or programs you have used on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=357)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q12-1. Given Memorial Library services	58.5%	27.7%	6.2%	4.9%	0.9%	1.8%
Q12-2. Given Memorial Library programs	55.0%	31.3%	7.6%	3.8%	0.0%	2.3%

WITHOUT "NO OPINION"

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

(N=357)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Given Memorial Library services	59.6%	28.2%	6.3%	5.0%	0.9%
Q12-2. Given Memorial Library programs	56.3%	32.0%	7.8%	3.9%	0.0%

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. What are reasons that prevent you from using Given Memorial Library services	Number	Percent
Didn't know about it	149	22.5 %
Hours of operation	50	7.5 %
Variety of library services offered	71	10.7 %
Variety of library programs offered	70	10.6 %
Parking availability	76	11.5 %
Insufficient technology available	49	7.4 %
Not enough meeting areas/rooms	21	3.2 %
A library is not important to me	155	23.4 %
Other	135	20.4 %
Total	776	

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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q13-1. Enforcing cleanup of litter & debris on private property	16.8%	36.9%	16.7%	11.7%	2.5%	15.4%
Q13-2. Enforcing mowing/cutting of weeds/grass on private property	16.4%	34.2%	16.6%	12.8%	3.1%	16.8%
Q13-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	16.6%	33.7%	16.4%	9.6%	4.1%	19.6%
Q13-4. Enforcing sign regulations	17.4%	36.2%	16.9%	6.5%	3.7%	19.2%
Q13-5. Enforcing solid waste cart regulations	19.1%	39.5%	15.8%	5.4%	2.5%	17.8%

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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing cleanup of litter & debris on private property	19.9%	43.6%	19.7%	13.8%	2.9%
Q13-2. Enforcing mowing/cutting of weeds/grass on private property	19.8%	41.2%	19.9%	15.4%	3.7%
Q13-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	20.6%	42.0%	20.4%	11.9%	5.1%
Q13-4. Enforcing sign regulations	21.6%	44.8%	21.0%	8.0%	4.6%
Q13-5. Enforcing solid waste cart regulations	23.2%	48.0%	19.2%	6.5%	3.0%

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	504	62.8 %
Too much	45	5.6 %
Too little	161	20.0 %
Not provided	93	11.6 %
Total	803	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	504	71.0 %
Too much	45	6.3 %
Too little	161	22.7 %
Total	710	100.0 %

Q15. Transportation 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q15-1. Maintenance of main Village street thoroughfares	37.7%	45.3%	7.8%	2.9%	0.7%	5.5%
Q15-2. Maintenance of streets in your neighborhood	27.9%	38.1%	11.0%	11.2%	2.7%	9.1%
Q15-3. Maintenance of street signs/pavement markings	29.3%	44.8%	14.6%	4.6%	0.7%	6.0%
Q15-4. Adequacy of street lighting	21.7%	26.9%	15.3%	19.4%	8.3%	8.3%
Q15-5. Ease of travel on NC Highway 5	8.2%	24.2%	20.9%	26.8%	15.3%	4.6%
Q15-6. Ease of travel through large traffic circle	10.5%	30.9%	22.3%	22.7%	10.0%	3.7%
Q15-7. Ease of travel on other streets in Village	23.8%	53.1%	14.1%	2.9%	0.9%	5.4%
Q15-8. Availability of walkways	17.9%	29.3%	16.6%	18.1%	8.6%	9.6%
Q15-9. Condition of existing walkways	17.7%	36.9%	21.9%	5.4%	1.7%	16.4%
Q15-10. Ease of golf cart travel	11.5%	19.2%	16.6%	3.2%	2.0%	47.6%

WITHOUT "NO OPINION"

Q15. Transportation 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Maintenance of main Village street thoroughfares	39.9%	48.0%	8.3%	3.0%	0.8%
Q15-2. Maintenance of streets in your neighborhood	30.7%	41.9%	12.1%	12.3%	3.0%
Q15-3. Maintenance of street signs/pavement markings	31.1%	47.7%	15.5%	4.9%	0.8%
Q15-4. Adequacy of street lighting	23.6%	29.3%	16.7%	21.2%	9.1%
Q15-5. Ease of travel on NC Highway 5	8.6%	25.3%	21.9%	28.1%	16.1%
Q15-6. Ease of travel through large traffic circle	10.9%	32.1%	23.2%	23.5%	10.3%
Q15-7. Ease of travel on other streets in Village	25.1%	56.1%	14.9%	3.0%	0.9%
Q15-8. Availability of walkways	19.8%	32.4%	18.3%	20.0%	9.5%
Q15-9. Condition of existing walkways	21.2%	44.1%	26.2%	6.4%	2.1%
Q15-10. Ease of golf cart travel	21.9%	36.6%	31.6%	6.2%	3.8%

Q16. Which THREE of the Transportation Services items listed in Question 15 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	74	9.2 %
Maintenance of streets in your neighborhood	100	12.5 %
Maintenance of street signs/pavement markings	21	2.6 %
Adequacy of street lighting	96	12.0 %
Ease of travel on NC Highway 5	223	27.8 %
Ease of travel through large traffic circle	90	11.2 %
Ease of travel on other streets in Vill	2	0.2 %
Availability of walkways	81	10.1 %
Condition of existing walkways	9	1.1 %
Ease of golf cart travel	21	2.6 %
None chosen	86	10.7 %
Total	803	100.0 %

Q16. Which THREE of the Transportation Services items listed in Question 15 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	54	6.7 %
Maintenance of streets in your neighborhood	82	10.2 %
Maintenance of street signs/pavement markings	27	3.4 %
Adequacy of street lighting	79	9.8 %
Ease of travel on NC Highway 5	138	17.2 %
Ease of travel through large traffic circle	153	19.1 %
Ease of travel on other streets in Vill	16	2.0 %
Availability of walkways	74	9.2 %
Condition of existing walkways	25	3.1 %
Ease of golf cart travel	21	2.6 %
None chosen	134	16.7 %
Total	803	100.0 %

Q16. Which THREE of the Transportation Services items listed in Question 15 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q16. 3rd choice	Number	Percent
Maintenance of main Village street thoroughfares	52	6.5 %
Maintenance of streets in your neighborhood	71	8.8 %
Maintenance of street signs/pavement markings	55	6.8 %
Adequacy of street lighting	82	10.2 %
Ease of travel on NC Highway 5	59	7.3 %
Ease of travel through large traffic circle	76	9.5 %
Ease of travel on other streets in Vill	38	4.7 %
Availability of walkways	87	10.8 %
Condition of existing walkways	47	5.9 %
Ease of golf cart travel	31	3.9 %
None chosen	205	25.5 %
Total	803	100.0 %

SUM OF TOP 3 CHOICES

Q16. Which THREE of the Transportation Services items listed in Question 15 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

Q16. Sum of top 3 choices	Number	Percent
Maintenance of main Village street thoroughfares	180	22.4 %
Maintenance of streets in your neighborhood	253	31.5 %
Maintenance of street signs/pavement markings	103	12.8 %
Adequacy of street lighting	257	32.0 %
Ease of travel on NC Highway 5	420	52.3 %
Ease of travel through large traffic circle	319	39.7 %
Ease of travel on other streets in Vill	56	7.0 %
Availability of walkways	242	30.1 %
Condition of existing walkways	81	10.1 %
Ease of golf cart travel	73	9.1 %
None chosen	86	10.7 %
Total	2070	

Q17. 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q17-1. Maintenance/preservation of downtown	43.3%	42.3%	8.1%	0.4%	0.1%	5.7%
Q17-2. Quality of landscaping in medians & other public areas	52.4%	37.6%	4.7%	1.6%	0.1%	3.5%
Q17-3. Overall cleanliness of streets & other public areas	47.6%	40.8%	5.6%	2.2%	0.2%	3.5%
Q17-4. Quality of stormwater runoff/management system	19.8%	34.4%	17.7%	9.3%	4.4%	14.4%
Q17-5. Winter weather response on Village streets (snow/ice)	23.9%	40.1%	19.1%	4.9%	1.0%	11.1%

WITHOUT "NO OPINION"

Q17. 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Maintenance/preservation of downtown	46.0%	44.9%	8.6%	0.4%	0.1%
Q17-2. Quality of landscaping in medians & other public areas	54.3%	39.0%	4.9%	1.7%	0.1%
Q17-3. Overall cleanliness of streets & other public areas	49.3%	42.3%	5.8%	2.3%	0.3%
Q17-4. Quality of stormwater runoff/management system	23.1%	40.2%	20.7%	10.9%	5.1%
Q17-5. Winter weather response on Village streets (snow/ice)	26.9%	45.1%	21.4%	5.5%	1.1%

Q18. Which TWO of the Public Services items listed in Question 17 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q18. Top choice	Number	Percent
Maintenance/preservation of downtown	192	23.9 %
Quality of landscaping in medians & other public areas	74	9.2 %
Overall cleanliness of streets & other public areas	135	16.8 %
Quality of stormwater runoff/management system	213	26.5 %
Winter weather response on Village streets (snow/ice)	87	10.8 %
None chosen	102	12.7 %
Total	803	100.0 %

Q18. Which TWO of the Public Services items listed in Question 17 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q18. 2nd choice	Number	Percent
Maintenance/preservation of downtown	74	9.2 %
Quality of landscaping in medians & other public areas	132	16.4 %
Overall cleanliness of streets & other public areas	192	23.9 %
Quality of stormwater runoff/management system	115	14.3 %
Winter weather response on Village streets (snow/ice)	114	14.2 %
None chosen	176	21.9 %
Total	803	100.0 %

SUM OF TOP 2 CHOICES

Q18. Which TWO of the Public Services items listed in Question 17 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 2)

Q18. Sum of top 2 choices	Number	Percent
Maintenance/preservation of downtown	266	33.1 %
Quality of landscaping in medians & other public areas	206	25.7 %
Overall cleanliness of streets & other public areas	327	40.7 %
Quality of stormwater runoff/management system	328	40.8 %
Winter weather response on Village streets (snow/ice)	201	25.0 %
None chosen	102	12.7 %
Total	1430	

Q19. 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q19-1. Residential trash collection services	62.1%	29.4%	2.5%	1.7%	0.7%	3.5%
Q19-2. Curbside recycling services	52.4%	29.6%	6.6%	4.6%	1.4%	5.4%
Q19-3. Yard waste collection services	52.6%	29.8%	5.4%	2.4%	0.4%	9.6%

WITHOUT "NO OPINION"

Q19. 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Residential trash collection services	64.4%	30.5%	2.6%	1.8%	0.8%
Q19-2. Curbside recycling services	55.4%	31.3%	7.0%	4.9%	1.4%
Q19-3. Yard waste collection services	58.1%	32.9%	5.9%	2.6%	0.4%

Q20. Please indicate whether you or other members of your household have used these Village services and facilities during the past year.

(N=803)

	Yes	No
Q20-1. Fire services	9.0%	91.0%
Q20-2. Police services	17.4%	82.6%
Q20-3. Village Hall reception desk	25.2%	74.8%
Q20-4. MyVOP service request system	11.8%	88.2%
Q20-5. Code enforcement	10.3%	89.7%
Q20-6. Recreation program registration	10.8%	89.2%
Q20-7. Planning & inspections services	12.1%	87.9%

Q20. 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=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q20-1. Fire services	85.5%	9.7%	4.8%	0.0%	0.0%	0.0%
Q20-2. Police services	67.2%	22.1%	4.6%	2.3%	1.5%	2.3%
Q20-3. Village Hall reception desk	64.6%	24.3%	6.9%	2.1%	1.1%	1.1%
Q20-4. MyVOP service request system	44.9%	34.8%	11.2%	4.5%	3.4%	1.1%
Q20-5. Code enforcement	24.1%	24.1%	20.3%	16.5%	12.7%	2.5%
Q20-6. Recreation program registration	57.7%	29.5%	7.7%	3.8%	1.3%	0.0%
Q20-7. Planning & inspections services	56.8%	23.9%	13.6%	4.5%	1.1%	0.0%

WITHOUT "NO OPINION"

Q20. 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=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Fire services	85.5%	9.7%	4.8%	0.0%	0.0%
Q20-2. Police services	68.8%	22.7%	4.7%	2.3%	1.6%
Q20-3. Village Hall reception desk	65.2%	24.6%	7.0%	2.1%	1.1%
Q20-4. MyVOP service request system	45.5%	35.2%	11.4%	4.5%	3.4%
Q20-5. Code enforcement	24.7%	24.7%	20.8%	16.9%	13.0%
Q20-6. Recreation program registration	57.7%	29.5%	7.7%	3.8%	1.3%
Q20-7. Planning & inspections services	56.8%	23.9%	13.6%	4.5%	1.1%

Q21. 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q21-1. Quality of information about Village programs/services	24.8%	46.0%	15.2%	3.6%	0.2%	10.2%
Q21-2. Village efforts to keep you informed about local issues	25.3%	44.5%	16.8%	5.6%	0.6%	7.2%
Q21-3. Opportunities to participate in local government (advisory boards, volunteering)	19.3%	32.3%	24.2%	3.6%	0.4%	20.3%
Q21-4. Village social media	16.2%	28.6%	23.9%	2.9%	0.2%	28.1%
Q21-5. Village website (vopnc.org)	20.3%	34.2%	20.4%	1.7%	0.7%	22.5%
Q21-6. Village newsletter	28.1%	43.6%	14.2%	2.0%	0.4%	11.7%
Q21-7. Monthly Village e-News updates	18.7%	32.3%	19.7%	2.0%	0.2%	27.1%
Q21-8. Online engagement portals (engage.vopnc.org)	10.8%	15.8%	24.8%	1.6%	0.5%	46.5%
Q21-9. Community's progress toward meeting its strategic vision & mission	11.2%	26.4%	29.5%	3.7%	0.7%	28.4%

WITHOUT "NO OPINION"

Q21. 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Quality of information about Village programs/services	27.6%	51.2%	16.9%	4.0%	0.3%
Q21-2. Village efforts to keep you informed about local issues	27.2%	47.9%	18.1%	6.0%	0.7%
Q21-3. Opportunities to participate in local government (advisory boards, volunteering)	24.2%	40.5%	30.3%	4.5%	0.5%
Q21-4. Village social media	22.5%	39.9%	33.3%	4.0%	0.3%
Q21-5. Village website (vopnc.org)	26.2%	44.2%	26.4%	2.3%	1.0%
Q21-6. Village newsletter	31.9%	49.4%	16.1%	2.3%	0.4%
Q21-7. Monthly Village e-News updates	25.6%	44.3%	27.0%	2.7%	0.3%
Q21-8. Online engagement portals (engage.vopnc.org)	20.2%	29.5%	46.3%	3.0%	0.9%
Q21-9. Community's progress toward meeting its strategic vision & mission	15.7%	36.9%	41.2%	5.2%	1.0%

Q22. Which of the following do you use to get information about the Village of Pinehurst?

Q22. Which following do you use to get information about Village of Pinehurst	Number	Percent
Village employees	91	11.3 %
Village newsletter	631	78.6 %
Village website (vopnc.org)	348	43.3 %
Monthly Village e-News	199	24.8 %
Village mobile app (MYVOP)	90	11.2 %
Engage Pinehurst online engagement portal (engage.vopnc.org)	33	4.1 %
Village social media (e.g. Facebook, Twitter)	145	18.1 %
The Pilot newspaper	593	73.8 %
Attend or view public meetings	106	13.2 %
Other	24	3.0 %
Total	2260	

Q22-10. Other

Q22-10. Other	Number	Percent
WORD OF MOUTH	5	20.8 %
I call or email the Mayor	1	4.2 %
WALKING ON THE STREET FROM OTHER PEOPLE	1	4.2 %
visiting and supporting local bars and eating establishments	1	4.2 %
NEXTDOOR.COM	1	4.2 %
LOCAL NEIGHBORHOOD HOT SHEETS	1	4.2 %
VILLAGE AREAS PROPERTY ASSOCIATION	1	4.2 %
PINE STRAW MAGAZINE	1	4.2 %
FAMILY AND FRIENDS	1	4.2 %
GOOGLE	1	4.2 %
OTHER LOCAL NEWS	1	4.2 %
Pinehurst CC newsletter	1	4.2 %
FRIENDS	1	4.2 %
CONVERSATIONS WITH COUNCIL MEMBERS	1	4.2 %
LOCAL MAGAZINE	1	4.2 %
Lake Pinehurst Association representative that reports on Village issues/activities	1	4.2 %
SWAY	1	4.2 %
Neighbors	1	4.2 %
COUNCIL MEMBERS	1	4.2 %
PILOT NEWSPAPER	1	4.2 %
Total	24	100.0 %

Q23. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

<u>Q23. How often do you read Village newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	580	72.2 %
Sometimes	148	18.4 %
Seldom	25	3.1 %
Never	15	1.9 %
Don't know	35	4.4 %
Total	803	100.0 %

WITHOUT "DON'T KNOW"

Q23. Please indicate how often you read the Village Newsletter, which is mailed to all residents. (without "don't know")

<u>Q23. How often do you read Village newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	580	75.5 %
Sometimes	148	19.3 %
Seldom	25	3.3 %
Never	15	2.0 %
Total	768	100.0 %

Q24. Customer Service. Have you contacted the Village during the past year for customer support?

Q24. Have you contacted Village during past year for customer support	Number	Percent
Yes	237	29.5 %
No	566	70.5 %
Total	803	100.0 %

Q24a. Using a scale from 1 to 5, where 5 means "Always" and 1 means "Never," please rate your experience with Village employees (not elected officials) on the following behaviors.

(N=237)

	Always	Usually	Sometimes	Seldom	Never	No opinion
Q24a-1. Village staff was responsive to my needs	69.6%	19.0%	3.4%	3.8%	2.1%	2.1%
Q24a-2. Village staff was competent	70.5%	18.1%	3.8%	1.7%	0.8%	5.1%
Q24a-3. Village staff was courteous	80.6%	11.8%	3.0%	0.4%	0.8%	3.4%
Q24a-4. My issue was resolved promptly	60.3%	16.5%	9.3%	4.2%	4.6%	5.1%

WITHOUT "NO OPINION"

Q24a. Using a scale from 1 to 5, 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=237)

	Always	Usually	Sometimes	Seldom	Never
Q24a-1. Village staff was responsive to my needs	71.1%	19.4%	3.4%	3.9%	2.2%
Q24a-2. Village staff was competent	74.2%	19.1%	4.0%	1.8%	0.9%
Q24a-3. Village staff was courteous	83.4%	12.2%	3.1%	0.4%	0.9%
Q24a-4. My issue was resolved promptly	63.6%	17.3%	9.8%	4.4%	4.9%

Q25. Capital Improvements. Of the community improvements listed below, which THREE would you select as the MOST IMPORTANT?

Q25. Which community improvements are most important	Number	Percent
Additional street lighting in neighborhoods	288	35.9 %
Additional street resurfacing	249	31.0 %
Additional walkway construction in neighborhoods	223	27.8 %
Additional stormwater (drainage) improvements	220	27.4 %
Bicycle lanes & paths	200	24.9 %
An expanded or new public library	192	23.9 %
Additional greenway trails (walking paths)	184	22.9 %
Roads, sidewalks, parking, etc. in Village Place (around Pinehurst Brewery)	146	18.2 %
Outdoor amphitheatre	109	13.6 %
Multi-purpose paths on main Village highways	107	13.3 %
Indoor Performing Arts Venue	82	10.2 %
Additional parks & open spaces	71	8.8 %
Additional athletic fields	18	2.2 %
Total	2089	

Q26. If you own a home in Pinehurst, 35% 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 (65%). 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?

Q26. How satisfied are you with the value you receive for the portion of your property taxes that funds

Village's operating budget	Number	Percent
Very satisfied	235	29.3 %
Satisfied	339	42.2 %
Neutral	121	15.1 %
Dissatisfied	51	6.4 %
Very dissatisfied	6	0.7 %
Don't know	51	6.4 %
Total	803	100.0 %

WITHOUT "DON'T KNOW"

Q26. If you own a home in Pinehurst, 35% 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 (65%). 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? (without "don't know")

Q26. How satisfied are you with the value you receive for the portion of your property taxes that funds

Village's operating budget	Number	Percent
Very satisfied	235	31.3 %
Satisfied	339	45.1 %
Neutral	121	16.1 %
Dissatisfied	51	6.8 %
Very dissatisfied	6	0.8 %
Total	752	100.0 %

Q27. 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q27-1. Overall quality of leadership provided by Village's elected officials	20.4%	44.2%	17.8%	3.1%	1.1%	13.3%
Q27-2. Overall effectiveness of appointed boards & commissions	16.3%	39.9%	23.5%	2.1%	0.9%	17.3%
Q27-3. Overall effectiveness of Village Manager & appointed staff	22.3%	41.8%	17.1%	2.7%	0.9%	15.2%

WITHOUT "NO OPINION"

Q27. 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=803)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q27-1. Overall quality of leadership provided by Village's elected officials	23.6%	51.0%	20.5%	3.6%	1.3%
Q27-2. Overall effectiveness of appointed boards & commissions	19.7%	48.2%	28.5%	2.6%	1.1%
Q27-3. Overall effectiveness of Village Manager & appointed staff	26.3%	49.3%	20.1%	3.2%	1.0%

Q28. How would you rate your satisfaction with the following in Pinehurst compared to other places you have lived in the past?

(N=803)

	Significantly better	Better	Same	Worse	Significantly worse	No opinion
Q28-1. Overall quality of life	48.1%	31.9%	14.4%	1.6%	0.0%	4.0%
Q28-2. Overall quality of Village services	34.6%	34.2%	22.4%	3.4%	0.0%	5.4%
Q28-3. Customer service provided by Village employees	31.8%	29.8%	20.4%	0.6%	0.6%	16.8%

WITHOUT "NO OPINION"

Q28. How would you rate your satisfaction with the following in Pinehurst compared to other places you have lived in the past? (without "no opinion")

(N=803)

	Significantly better	Better	Same	Worse	Significantly worse
Q28-1. Overall quality of life	50.1%	33.2%	15.0%	1.7%	0.0%
Q28-2. Overall quality of Village services	36.6%	36.2%	23.7%	3.6%	0.0%
Q28-3. Customer service provided by Village employees	38.2%	35.8%	24.6%	0.7%	0.7%

Q29. Would you recommend Pinehurst to others as a place to live?

Q29. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	735	91.5 %
No	40	5.0 %
Not provided	28	3.5 %
Total	803	100.0 %

WITHOUT "NOT PROVIDED"

Q29. Would you recommend Pinehurst to others as a place to live? (without "not provided")

Q29. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	735	94.8 %
No	40	5.2 %
Total	775	100.0 %

Q32. Approximately how many years have you lived in the Village of Pinehurst?

Q32. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	249	31.0 %
5-10 years	187	23.3 %
11-20 years	192	23.9 %
20+ years	170	21.2 %
Not provided	5	0.6 %
Total	803	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")

Q32. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	249	31.2 %
5-10 years	187	23.4 %
11-20 years	192	24.1 %
20+ years	170	21.3 %
Total	798	100.0 %

Q33. Do you have school-age children (grades K-12) living at home?

Q33. Do you have school-age children (grades K-12) living at home	Number	Percent
Yes	120	14.9 %
No	676	84.2 %
Not provided	7	0.9 %
Total	803	100.0 %

WITHOUT "NOT PROVIDED"

Q33. Do you have school-age children (grades K-12) living at home? (without "not provided")

Q33. Do you have school-age children (grades K-12) living at home	Number	Percent
Yes	120	15.1 %
No	676	84.9 %
Total	796	100.0 %

Q33a. What grade level(s) are your school-age children?

<u>Q33a. What grade levels are your school-age children</u>	<u>Number</u>	<u>Percent</u>
K-5	79	65.8 %
6-8	47	39.2 %
High school	43	35.8 %
Total	169	

Q34. Which of the following best describes your current employment status?

<u>Q34. What best describes your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	249	31.0 %
Employed in home/have a home-based business	57	7.1 %
Student	3	0.4 %
Retired	442	55.0 %
Not currently employed	15	1.9 %
Not provided	37	4.6 %
Total	803	100.0 %

WITHOUT "NOT PROVIDED"**Q34. Which of the following best describes your current employment status? (without "not provided")**

<u>Q34. What best describes your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	249	32.5 %
Employed in home/have a home-based business	57	7.4 %
Student	3	0.4 %
Retired	442	57.7 %
Not currently employed	15	2.0 %
Total	766	100.0 %

Q34-1. "If employed outside home," what is the zip code where you work?

<u>Q34-1. Zip code where you work</u>	<u>Number</u>	<u>Percent</u>
28374	100	44.8 %
28387	27	12.1 %
28327	15	6.7 %
28310	15	6.7 %
28307	9	4.0 %
27376	8	3.6 %
28315	6	2.7 %
28303	5	2.2 %
27560	4	1.8 %
28376	3	1.3 %
28345	3	1.3 %
28312	2	0.9 %
28304	2	0.9 %
28105	2	0.9 %
27617	2	0.9 %
28308	2	0.9 %
28358	2	0.9 %
27534	1	0.4 %
28379	1	0.4 %
20005	1	0.4 %
28352	1	0.4 %
27229	1	0.4 %
28373	1	0.4 %
28208	1	0.4 %
27330	1	0.4 %
27211	1	0.4 %
27511	1	0.4 %
28323	1	0.4 %
28603	1	0.4 %
27209	1	0.4 %
24060	1	0.4 %
28390	1	0.4 %
28314	1	0.4 %
Total	223	100.0 %

Q35. Which of the following best describes your age?

Q35. What best describes your age	Number	Percent
Under 35 years	63	7.8 %
35-44 years	74	9.2 %
45-54 years	102	12.7 %
55-64 years	125	15.6 %
65+years	413	51.4 %
Not provided	26	3.2 %
Total	803	100.0 %

WITHOUT "NOT PROVIDED"

Q35. Which of the following best describes your age? (without "not provided")

Q35. What best describes your age	Number	Percent
Under 35 years	63	8.1 %
35-44 years	74	9.5 %
45-54 years	102	13.1 %
55-64 years	125	16.1 %
65+years	413	53.2 %
Total	777	100.0 %

Q36. Which of the following best describes your race?

Q36. What best describes your race	Number	Percent
Asian	15	1.9 %
White	749	93.3 %
American Indian/Alaskan Native	9	1.1 %
Native Hawaiian/Pacific Islander	1	0.1 %
Black/African American	16	2.0 %
Hispanic	28	3.5 %
Other	4	0.5 %
Total	822	

Q36-7. Other

Q36-7. Other	Number	Percent
Mixed	3	75.0 %
Multiple race	1	25.0 %
Total	4	100.0 %

Q37. Which of the following best describes the general neighborhood areas where you live?

Q37. What best describes the general neighborhood areas where you live	Number	Percent
Pinehurst No. 6	150	18.7 %
Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/ Walker Station	38	4.7 %
Pinehurst No. 7/Lawn & Tennis/CCNC	42	5.2 %
Morganton/Monticello Rd.	61	7.6 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	207	25.8 %
Pinewild	125	15.6 %
Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens	84	10.5 %
Village Acres/Murdocksville Rd.	76	9.5 %
Not provided	20	2.5 %
Total	803	100.0 %

WITHOUT "NOT PROVIDED"

Q37. Which of the following best describes the general neighborhood areas where you live? (without "not provided")

Q37. What best describes the general neighborhood areas where you live	Number	Percent
Pinehurst No. 6	150	19.2 %
Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/ Walker Station	38	4.9 %
Pinehurst No. 7/Lawn & Tennis/CCNC	42	5.4 %
Morganton/Monticello Rd.	61	7.8 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	207	26.4 %
Pinewild	125	16.0 %
Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens	84	10.7 %
Village Acres/Murdocksville Rd.	76	9.7 %
Total	783	100.0 %

Q38. What is your gender?

<u>Q38. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	397	49.4 %
Female	401	49.9 %
Non-Binary/Third Gender	1	0.1 %
Prefer to self-describe	2	0.2 %
Not provided	2	0.2 %
Total	803	100.0 %

WITHOUT "NOT PROVIDED"

Q38. What is your gender? (without "not provided")

<u>Q38. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	397	49.6 %
Female	401	50.1 %
Non-Binary/Third Gender	1	0.1 %
Prefer to self-describe	2	0.2 %
Total	801	100.0 %

Section 5

Survey Instrument

July 2020

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 Community 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.2020PinehurstCommunitySurvey.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 2020 Community Survey.

Sincerely,



Jeffrey M. Sanborn
Village Manager

2020 Village of Pinehurst Community Survey: Findings Report
2020 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 neighborhoods	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 | ____(6) Camelot Playground |
| ____(2) Village sponsored cultural/arts events | ____(7) Splash Pad at Wicker Park |
| ____(3) Cannon Park | ____(8) West Pinehurst Park (e.g. disc golf) |
| ____(4) Arboretum/Timmel Pavilion | ____(9) Community Center |
| ____(5) Rassie Wicker Park | |

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)? ____ (01) Yes [Skip to Q12.] ____ (02) 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
- ____ (2) Variety of merchandise offered for sale
- ____ (3) Merchandise is more targeted to tourists than local shoppers
- ____ (4) Parking availability
- ____ (5) Other: _____

12. Public Library Services & Programs. Through a cooperative agreement with the Given Memorial Library, a private 501c(3) non-profit organization, the Village augments private funding with a \$150,000 annual contribution to help provide free library services. Please indicate whether you or other members of your household have used the Given Memorial Library during the past year by circling either "Yes" or "No." Then, please rate your satisfaction with services or programs you have used on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Have you used this service in the past year?		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
- ____ (2) Hours of operation
- ____ (3) Variety of library services offered
- ____ (4) Variety of library programs offered
- ____ (5) Parking availability
- ____ (6) Insufficient technology available
- ____ (7) Not enough meeting areas/rooms
- ____ (8) A library is not important to me
- ____ (9) Other: _____

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. **Transportation 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.	Adequacy of street lighting	5	4	3	2	1	9
05.	Ease of travel on NC Highway 5	5	4	3	2	1	9
06.	Ease of travel through the large traffic circle	5	4	3	2	1	9
07.	Ease of travel on other streets in the Village	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.	Ease of golf cart travel	5	4	3	2	1	9

16. **Which THREE of the Transportation Services items listed in Question 15 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 15.]*

1st: ___ 2nd: ___ 3rd: ___

17. **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
1.	Maintenance/preservation of downtown	5	4	3	2	1	9
2.	Quality of landscaping in medians and other public areas	5	4	3	2	1	9
3.	Overall cleanliness of streets and other public areas	5	4	3	2	1	9
4.	Quality of the stormwater runoff/management system	5	4	3	2	1	9
5.	Winter weather response on Village streets (snow/ice)	5	4	3	2	1	9

18. **Which TWO of the Public Services items listed in Question 17 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 17.]*

1st: ___ 2nd: ___

19. 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

20. Please indicate whether you or other members of your household have used these 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 these services or facilities in the past year?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
	Yes	No						
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

21. 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 (engage.vopnc.org)	5	4	3	2	1	9
9. Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

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

- | | |
|--|--|
| <input type="checkbox"/> (01) Village employees | <input type="checkbox"/> (06) Engage Pinehurst online engagement portal (engage.vopnc.org) |
| <input type="checkbox"/> (02) Village Newsletter | <input type="checkbox"/> (07) Village social media (e.g. Facebook, Twitter) |
| <input type="checkbox"/> (03) Village website (vopnc.org) | <input type="checkbox"/> (08) The Pilot newspaper |
| <input type="checkbox"/> (04) Monthly Village e-News | <input type="checkbox"/> (09) Attend or view public meetings |
| <input type="checkbox"/> (05) Village mobile app (MYVOP) | <input type="checkbox"/> (10) Other: _____ |

23. 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

24. Customer Service. Have you contacted the Village during the past year for customer support?

___(1) Yes ___(2) No [Skip to Q25.]

24a. Using a scale from 1 to 5, where 5 means "Always" and 1 means "Never," please rate your experience with Village employees (not elected officials) on the following behaviors.

	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

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

- | | |
|--|---|
| ___(01) Additional walkway construction in neighborhoods | ___(08) Additional parks and open spaces |
| ___(02) Additional greenway trails (walking paths) | ___(09) Additional athletic fields |
| ___(03) Bicycle lanes and paths | ___(10) An expanded or new public library |
| ___(04) Multi-purpose paths on main Village highways | ___(11) Roads, sidewalks, parking, etc. in Village Place (around Pinehurst Brewery) |
| ___(05) Additional street lighting in neighborhoods | ___(12) Indoor Performing Arts Venue |
| ___(06) Additional stormwater (drainage) improvements | ___(13) Outdoor Amphitheatre |
| ___(07) Additional street resurfacing | |

26. If you own a home in Pinehurst, 35% 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 (65%). 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 | ___(3) Neutral | ___(5) Very Dissatisfied |
| ___(2) Satisfied | ___(4) Dissatisfied | ___(9) Don't know |

27. 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

28. How would you rate your satisfaction with the following in Pinehurst compared to other places you have lived in the past?

	Significantly Better	Better	Same	Worse	Significantly Worse	No Opinion
1. Overall quality of life	5	4	3	2	1	9
2. Overall quality of Village services	5	4	3	2	1	9
3. Customer service provided by Village employees	5	4	3	2	1	9

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

30. What are the most important issues facing Pinehurst today?

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

Demographics

32. 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

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

(1) Yes (2) No [*Skip to Q34.*]

33a. What grade level(s) are your school-age children? [Check all that apply.]

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

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

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

35. 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

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

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

37. Which of the following best describes the general neighborhood areas where you live?

(1) Pinehurst No. 6
 (2) Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/Walker Station
 (3) Pinehurst No. 7/Lawn & Tennis/CCNC
 (4) Morganton/Monticello Rd.
 (5) Lake Pinehurst/Burning Tree/St. Andrews/Cotswold
 (6) Pinewild
 (7) Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens
 (8) Village Acres/Murdocksville Rd.

38. What is your gender?

(1) Male (2) Female (3) Non-binary/Third Gender (4) Prefer to self-describe

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.