



2021 Village of Pinehurst Community Survey Findings Report

Presented to the Village of Pinehurst,
North Carolina

September 2021



Contents

Executive Summary	i
Section 1: Charts and Graphs.....	1
Section 2: Benchmarking Analysis.....	62
Section 3: Importance-Satisfaction Analysis.....	88
Section 4: Tabular Data	102
Section 5: Survey Instrument	152



Executive Summary

2021 Village of Pinehurst Community Survey

Executive Summary



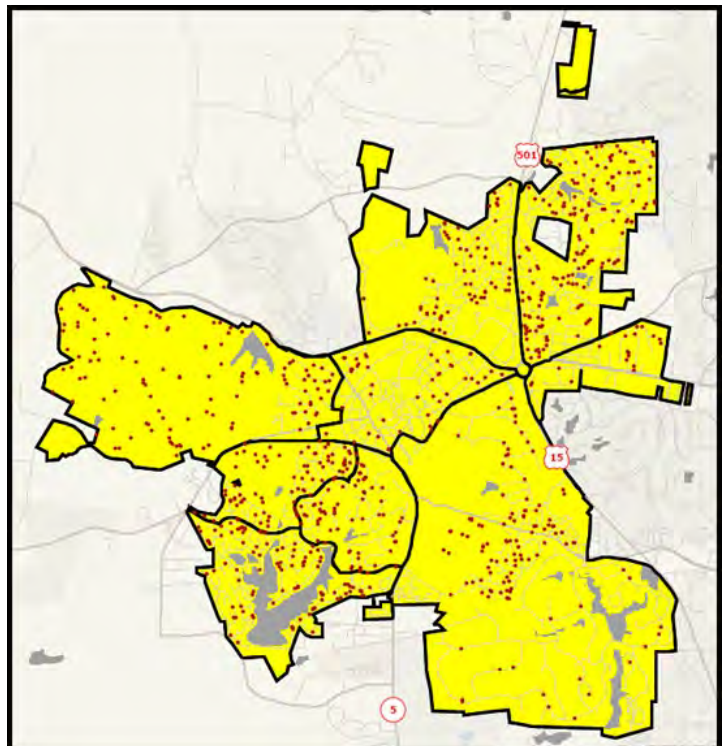
Purpose and Methodology

ETC Institute administered a survey to residents of the Village of Pinehurst during the summer of 2021. 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 tenth 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 801 residents completing the survey. The overall results for the sample of 801 households have a precision of at least $\pm 3.4\%$ 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 to the right shows the physical distribution of survey respondents based on the location of their home.



2021 Village of Pinehurst Community Survey

Executive Summary



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-six percent (96%) of the residents surveyed, *who had an opinion*, indicated that their overall feeling of safety in the Village is either an “excellent” or “good,” which is 21% higher than the national average. Ninety-five percent (95%) of those surveyed, *who had an opinion*, indicated the Village is either “excellent” or “good” as a place to live, which is 22% 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 (94%), and solid waste services (90%). Village leaders have done a great job of ensuring overall satisfaction among residents is very high. The areas residents thought should receive the most increase in emphasis from the Village over the next two years were: (1) efforts at maintain the quality of neighborhoods, (2) street and right-of-way maintenance, and 3) police services.

2021 Village of Pinehurst Community Survey

Executive Summary



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 98% 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, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how quickly police respond to emergencies (88%), efforts to prevent crimes (87%), and how quickly fire personnel respond to emergencies (84%). 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 (88%), the number of Village parks (84%), the availability of walking/greenway trails (79%), and the condition of walking/greenway trails (79%). The three cultural and recreation services respondents indicated should receive the most emphasis over the next two years were (1) the condition of walking/greenway trails, (2) Village sponsored cultural arts events, and (3) the quality of Village parks.

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 (69%), enforcing sign regulations (61%), and enforcing the cleanup of litter and debris on private property (59%). Sixty-one percent (61%) of respondents described the effort the Village applies to enforce its codes and ordinances as “about right,” 4% indicated it is “too much,” and 24% indicated it is “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 (89%) 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.

2021 Village of Pinehurst Community Survey

Executive Summary



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 (94%) and the cleanliness of streets and other public areas (92%). The cleanliness of streets and other public areas and the maintenance and preservation of downtown were the two public services respondents think should receive the most emphasis from the Village over the next two years.

Solid Waste Services. Ninety-four percent (94%) of residents *who had an opinion* were satisfied with residential trash collection services; 91% were satisfied with yard waste collection services, and 86% 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 (75%), and efforts to keep residents informed about local issues (73%).

- The Village Newsletter (78%) and The Pilot newspaper (75%) are the two most used sources for information about the Village of Pinehurst.
- Ninety-four percent (94%) of respondents indicated they read the Village Newsletter either “all the time” or “sometimes.”

Village Leadership. Sixty-nine percent (69%) of residents *who had an opinion* were satisfied with the effectiveness of the Village Manager and appointed staff; 62% were satisfied with the quality of leadership provided by elected officials, and 58% were satisfied with the effectiveness of appointed boards and commissions.

2021 Village of Pinehurst Community Survey

Executive Summary



How the Village Compares to Other Communities Nationally

Satisfaction ratings for the Village of Pinehurst **rated above the U.S. average in 48 of the 49 areas** that were assessed. The Village of Pinehurst rated significantly higher than the U.S. average (difference of 5% or more) in 44 of these areas. Listed below are the comparisons between the Village of Pinehurst and the U.S. average:

Service	Pinehurst	U.S.	Difference	Category
As a place to retire	95%	57%	37%	Perceptions of the Community
Maintenance of main Village street thoroughfares	89%	54%	35%	Transportation Services
Customer service provided by Village employees	86%	51%	35%	Major Categories of Community Services
Landscaping in medians/other public areas	94%	60%	34%	Public Services
Village communication with residents	82%	48%	34%	Major Categories of Community Services
Cleanliness of streets & other public areas	92%	60%	31%	Public Services
Police services	94%	64%	30%	Major Categories of Community Services
Overall image of Village	94%	64%	30%	Perceptions of the Community
Yard waste collection services	91%	61%	30%	Solid Waste Services
Quality of recreation indoor facilities	67%	38%	30%	Cultural and Recreational Services
Overall appearance of Village	94%	66%	28%	Perceptions of the Community
Maintenance/preservation of Downtown	91%	63%	28%	Public Services
Efforts to prevent crimes	87%	63%	25%	Public Safety Services
Quality of info about Village programs/services	75%	51%	23%	Public Communication and Outreach
In Village parks & recreation facilities	86%	64%	23%	Perceptions of Safety and Security
How quickly police respond to emergencies	88%	65%	23%	Public Safety Services
Curbside recycling services	86%	63%	22%	Solid Waste Services
Efforts to keep you informed about local issues	73%	51%	22%	Public Communication and Outreach
Solid waste services	90%	68%	22%	Major Categories of Community Services
As a place to live	95%	73%	22%	Perceptions of the Community
Level of public involvement in local decisions	59%	38%	21%	Major Categories of Community Services
Overall feeling of safety in Village	96%	75%	21%	Perceptions of the Community
Street & right-of-way maintenance	72%	52%	20%	Major Categories of Community Services
Quality of adult recreation programs	53%	34%	20%	Cultural and Recreational Services
Village website	69%	50%	19%	Public Communication and Outreach
Residential trash collection services	94%	75%	19%	Solid Waste Services
Quality of leadership by elected officials	62%	44%	18%	Leadership
Maintenance of streets in your neighborhood	72%	55%	17%	Transportation Services
Condition of walking/greenway trails	79%	63%	16%	Cultural and Recreational Services
Village social media	59%	44%	15%	Public Communication and Outreach
Quality of youth recreation programs	53%	39%	14%	Cultural and Recreational Services
Quality of outdoor athletic fields & facilities	67%	53%	14%	Cultural and Recreational Services
Enforcement of local traffic laws	73%	60%	13%	Public Safety Services
Fire services	96%	85%	11%	Major Categories of Community Services
Condition of existing walkways	61%	51%	10%	Transportation Services
Enforcement of Village codes & ordinances	61%	52%	9%	Major Categories of Community Services
Walking alone in your neighborhood during the day	98%	89%	9%	Perceptions of Safety and Security
Enforcing cleanup of litter & debris	59%	50%	9%	Code Enforcement
Winter weather response on Village streets	74%	65%	9%	Public Services
Enforcing sign regulations	61%	52%	9%	Code Enforcement
Maintenance of street signs/pavement markings	79%	71%	8%	Transportation Services
Walking alone in your neighborhood after dark	77%	71%	5%	Perceptions of Safety and Security
Quality of stormwater runoff/management system	65%	59%	5%	Public Services
As a place to raise children	76%	71%	5%	Perceptions of the Community
Fire prevention & education programs	66%	61%	4%	Public Safety Services
Enforcing mowing/cutting of weeds/grass	54%	49%	4%	Code Enforcement
Frequency police officers patrol your neighborhood	66%	62%	4%	Public Safety Services
How quickly fire personnel respond to emergencies	84%	81%	3%	Public Safety Services
Adequacy of street lighting	51%	66%	-15%	Transportation Services

2021 Village of Pinehurst Community Survey

Executive Summary



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 42 of the 49 areas** that were assessed. The Village of Pinehurst rated significantly higher than this average (difference of 5% or more) in 38 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 recreation indoor facilities	67%	28%	39%	Cultural and Recreational Services
As a place to retire	95%	61%	33%	Perceptions of the Community
Customer service provided by Village employees	86%	53%	33%	Major Categories of Community Services
Cleanliness of streets & other public areas	92%	64%	27%	Public Services
Landscaping in medians/other public areas	94%	67%	27%	Public Services
Quality of adult recreation programs	53%	27%	27%	Cultural and Recreational Services
Police services	94%	67%	26%	Major Categories of Community Services
Maintenance of main Village street thoroughfares	89%	63%	26%	Transportation Services
Efforts to prevent crimes	87%	62%	26%	Public Safety Services
Yard waste collection services	91%	65%	25%	Solid Waste Services
Maintenance/preservation of Downtown	91%	67%	24%	Public Services
Village communication with residents	82%	58%	24%	Major Categories of Community Services
Overall feeling of safety in Village	96%	73%	23%	Perceptions of the Community
In Village parks & recreation facilities	86%	64%	23%	Perceptions of Safety and Security
Quality of youth recreation programs	53%	31%	22%	Cultural and Recreational Services
Overall appearance of Village	94%	73%	22%	Perceptions of the Community
Overall image of Village	94%	75%	20%	Perceptions of the Community
Level of public involvement in local decisions	59%	40%	19%	Major Categories of Community Services
Quality of outdoor athletic fields & facilities	67%	48%	19%	Cultural and Recreational Services
As a place to live	95%	76%	19%	Perceptions of the Community
Enforcement of Village codes & ordinances	61%	43%	18%	Major Categories of Community Services
Quality of info about Village programs/services	75%	59%	15%	Communication
Curbside recycling services	86%	70%	15%	Solid Waste Services
Condition of walking/greenway trails	79%	64%	15%	Cultural and Recreational Services
Village website	69%	54%	15%	Communication
Street & right-of-way maintenance	72%	58%	14%	Major Categories of Community Services
Quality of leadership by elected officials	62%	50%	12%	Leadership
Solid waste services	90%	78%	12%	Major Categories of Community Services
Residential trash collection services	94%	82%	12%	Solid Waste Services
Efforts to keep you informed about local issues	73%	62%	11%	Communication
Walking alone in your neighborhood during the day	98%	89%	9%	Perceptions of Safety and Security
How quickly police respond to emergencies	88%	79%	9%	Public Safety Services
Maintenance of streets in your neighborhood	72%	63%	9%	Transportation Services
Winter weather response on Village streets	74%	66%	8%	Public Services
Enforcement of local traffic laws	73%	65%	8%	Public Safety Services
Village social media	59%	52%	7%	Communication
Enforcing sign regulations	61%	56%	5%	Code Enforcement
Enforcing mowing/cutting of weeds/grass	54%	49%	5%	Code Enforcement
Maintenance of street signs/pavement markings	79%	76%	3%	Transportation Services
Fire prevention & education programs	66%	63%	3%	Public Safety Services
Fire services	96%	95%	1%	Major Categories of Community Services
As a place to raise children	76%	76%	1%	Perceptions of the Community
Walking alone in your neighborhood after dark	77%	79%	-2%	Perceptions of Safety and Security
How quickly fire personnel respond to emergencies	84%	86%	-3%	Public Safety Services
Condition of existing walkways	61%	64%	-3%	Transportation Services
Frequency police officers patrol your neighborhood	66%	71%	-4%	Public Safety Services
Enforcing cleanup of litter & debris	59%	64%	-4%	Code Enforcement
Quality of stormwater runoff/management system	65%	72%	-7%	Public Services
Adequacy of street lighting	51%	73%	-21%	Transportation Services

2021 Village of Pinehurst Community Survey

Executive Summary



Short-Term Trend Analysis

From 2020 to 2021, satisfaction ratings have increased or stayed the same in 32 of the 89 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 6 of these areas. The 32 areas that have increased or stayed the same since 2020 are listed below.

Service	2021	2020	Difference	Category
Code enforcement	56%	49%	7%	Village Services and Facilities
Village Hall reception desk	95%	90%	5%	Village Services and Facilities
Fire services	100%	95%	5%	Village Services and Facilities
Parks & recreation facilities	84%	79%	5%	Major Categories of Community Services
MYVOP service request system	85%	81%	5%	Village Services and Facilities
Customer service provided by Village employees	86%	82%	5%	Major Categories of Community Services
Given Memorial Library services	91%	88%	4%	Given Memorial Library
Given Memorial Library programs	91%	88%	3%	Given Memorial Library
Police services	94%	91%	3%	Major Categories of Community Services
Winter weather response on Village streets	74%	72%	2%	Public Services
Quality of recreation indoor facilities	67%	65%	2%	Cultural and Recreation Services
Availability of outdoor athletic fields/facilities	64%	62%	2%	Cultural and Recreation Services
Village sponsored cultural arts events	71%	69%	2%	Cultural and Recreation Services
Quality of stormwater runoff/management system	65%	63%	1%	Public Services
In Village parks & recreation facilities	86%	85%	1%	Perceptions of Safety and Security
Maintenance of main Village street thoroughfares	89%	88%	1%	Transportation Services
Police services	93%	92%	1%	Village Services and Facilities
Landscaping in medians/other public areas	94%	93%	1%	Public Services
In business areas of Village during the day	98%	97%	1%	Perceptions of Safety and Security
Condition of walking/greenway trails	79%	78%	1%	Cultural and Recreation Services
Recreation program registration	88%	87%	1%	Village Services and Facilities
Maintenance/preservation of Downtown	91%	91%	0%	Public Services
Range of amenities at parks & rec. facilities	61%	61%	0%	Cultural and Recreation Services
Fire services	96%	96%	0%	Major Categories of Community Services
Village communication with residents	82%	81%	0%	Major Categories of Community Services
Maintenance of street signs/pavement markings	79%	79%	0%	Transportation Services
Cleanliness of streets & other public areas	92%	92%	0%	Public Services
Solid waste services	90%	90%	0%	Major Categories of Community Services
Availability of recreation indoor facilities	61%	61%	0%	Cultural and Recreation Services
Walking alone in your neighborhood during the day	98%	98%	0%	Perceptions of Safety and Security
Ease of golf cart travel	58%	59%	0%	Transportation Services
Yard waste collection services	91%	91%	0%	Solid Waste Services

2021 Village of Pinehurst Community Survey

Executive Summary



Long-Term Trend Analysis

From 2013 to 2021, satisfaction ratings have increased or stayed the same in 66 of the 77 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 28 of these areas. The 66 areas that have increased or stayed the same since 2013 are listed below.

Service	2021	2013	Difference	Category
Quality of recreation indoor facilities	67%	41%	26%	Cultural and Recreation Services
Availability of recreation indoor facilities	61%	35%	26%	Cultural and Recreation Services
Level of public involvement in local decisions	59%	40%	19%	Major Categories of Community Services
Quality of stormwater runoff/management system	65%	48%	17%	Public Services
Condition of existing walkways	61%	47%	14%	Transportation Services
Availability of walkways	47%	34%	13%	Transportation Services
Range of amenities at parks & rec. facilities	61%	50%	11%	Cultural and Recreation Services
Landscaping in medians/other public areas	94%	83%	11%	Public Services
Adequacy of street lighting	51%	42%	9%	Transportation Services
Availability of information about recreation programs	64%	55%	9%	Cultural and Recreation Services
Parks & recreation programs	81%	72%	9%	Major Categories of Community Services
Village sponsored cultural arts events	71%	63%	8%	Cultural and Recreation Services
In Village parks & recreation facilities	86%	80%	6%	Perceptions of Safety and Security
Opportunities to participate in local government	64%	58%	6%	Public Communication and Outreach
Code enforcement	56%	50%	6%	Village Services and Facilities
Fire services	100%	94%	6%	Village Services and Facilities
Customer service provided by Village employees	86%	80%	6%	Major Categories of Community Services
Police services	94%	88%	6%	Major Categories of Community Services
Parks & recreation facilities	84%	78%	6%	Major Categories of Community Services
Yard waste collection services	91%	85%	6%	Solid Waste Services
Planning & Inspections services	78%	72%	6%	Village Services and Facilities
Quality of info about Village programs/services	75%	69%	6%	Public Communication and Outreach
Effectiveness of appointed boards & commissions	58%	52%	5%	Leadership
Maintenance/preservation of Downtown	91%	86%	5%	Public Services
As a place to raise children	76%	71%	5%	Perceptions of the Community
Quality of Village parks	88%	83%	5%	Cultural and Recreation Services
Cleanliness of streets & other public areas	92%	87%	5%	Public Services
Village newsletter	81%	76%	5%	Public Communication and Outreach
Quality of youth recreation programs	53%	49%	4%	Cultural and Recreation Services
Efforts to keep you informed about local issues	73%	69%	4%	Public Communication and Outreach
Monthly Village e-News updates	66%	62%	4%	Public Communication and Outreach
Village Hall reception desk	95%	91%	4%	Village Services and Facilities
Police services	93%	89%	4%	Village Services and Facilities
Village communication with residents	82%	78%	4%	Major Categories of Community Services
Availability of walking/greenway trails	79%	76%	3%	Cultural and Recreation Services
Condition of walking/greenway trails	79%	76%	3%	Cultural and Recreation Services
Overall quality of life in Village	94%	91%	3%	Perceptions of the Community
Fire services	96%	93%	3%	Major Categories of Community Services
Walking alone in your neighborhood after dark	77%	74%	3%	Perceptions of Safety and Security
As a place to retire	95%	92%	3%	Perceptions of the Community
Quality of adult recreation programs	53%	51%	2%	Cultural and Recreation Services
Quality of leadership by elected officials	62%	60%	2%	Leadership
Effectiveness of Village Manager & appointed staff	69%	67%	2%	Leadership
Overall appearance of Village	94%	92%	2%	Perceptions of the Community
Enforcement of Village codes & ordinances	61%	59%	2%	Major Categories of Community Services
Number of Village parks	84%	82%	2%	Cultural and Recreation Services
How quickly police respond to emergencies	88%	86%	2%	Public Safety Services
How quickly fire personnel respond to emergencies	84%	82%	2%	Public Safety Services
Overall image of Village	94%	93%	1%	Perceptions of the Community
Progress toward strategic vision & mission	50%	49%	1%	Public Communication and Outreach
Village website (vopnc.org)	69%	68%	1%	Public Communication and Outreach
Street & right-of-way maintenance	72%	71%	1%	Major Categories of Community Services
Prohibiting oversized vehicles in residential neighborhoods	56%	55%	1%	Code Enforcement
As a place to live	95%	94%	1%	Perceptions of the Community
Walking alone in your neighborhood during the day	98%	97%	1%	Perceptions of Safety and Security
Enforcing mowing/cutting of weeds/grass on private property	54%	53%	1%	Code Enforcement
Recreation program registration	88%	87%	1%	Village Services and Facilities
Solid waste services	90%	89%	1%	Major Categories of Community Services
In business areas of Village during the day	98%	97%	1%	Perceptions of Safety and Security
Availability of outdoor athletic fields/facilities	64%	63%	1%	Cultural and Recreation Services
In business areas of Village after dark	80%	80%	0%	Perceptions of Safety and Security
Enforcing cleanup of litter & debris on private property	59%	59%	0%	Code Enforcement
Overall feeling of safety in Village	96%	96%	0%	Perceptions of the Community
Residential trash collection services	94%	94%	0%	Solid Waste Services
Maintenance of main Village street thoroughfares	89%	89%	0%	Transportation Services
Maintenance of streets in your neighborhood	72%	72%	0%	Transportation Services

2021 Village of Pinehurst Community Survey

Executive Summary



Investment Priorities

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

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

- Village efforts at maintaining the quality of neighborhoods (I-S Rating = 0.1381)
- Enforcement of Village codes and ordinances (I-S Rating = 0.1257)

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

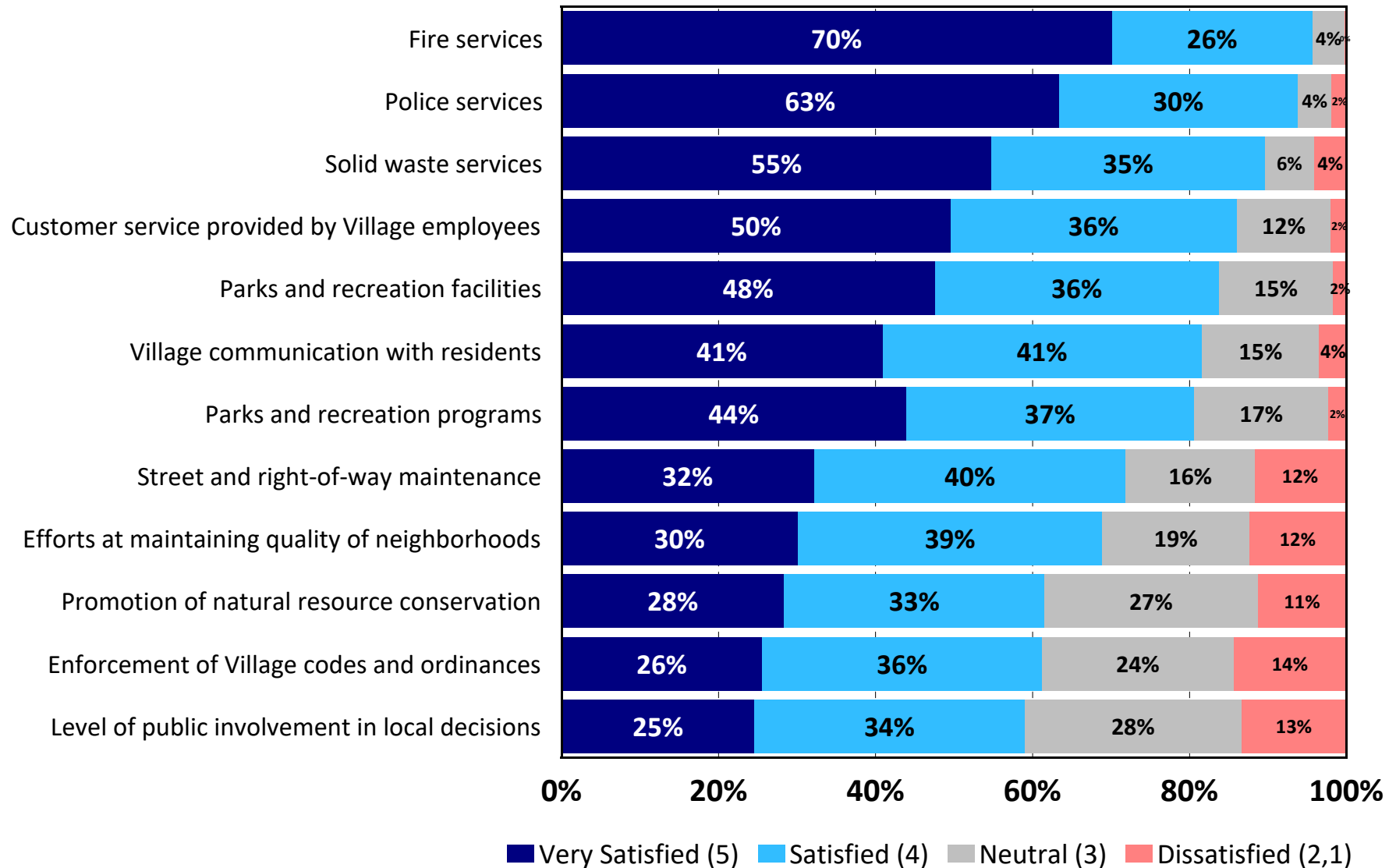
2021 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with Village Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts at maintaining quality of neighborhoods	44%	1	69%	9	0.1381	1
Enforcement of Village codes and ordinances	32%	4	61%	11	0.1257	2
Medium Priority (IS <.10)						
Level of public involvement in local decisions	24%	5	59%	12	0.0996	3
Street and right-of-way maintenance	34%	2	72%	8	0.0958	4
Promotion of natural resource conservation	22%	6	62%	10	0.0832	5
Village communication with residents	14%	9	82%	6	0.0261	6
Parks and recreation programs	13%	10	81%	7	0.0246	7
Police services	34%	3	94%	2	0.0208	8
Parks and recreation facilities	10%	11	84%	5	0.0158	9
Solid waste services	15%	8	90%	3	0.0158	10
Fire services	18%	7	96%	1	0.0076	11
Customer service provided by Village employees	5%	12	86%	4	0.0064	12



Charts and Graphs:

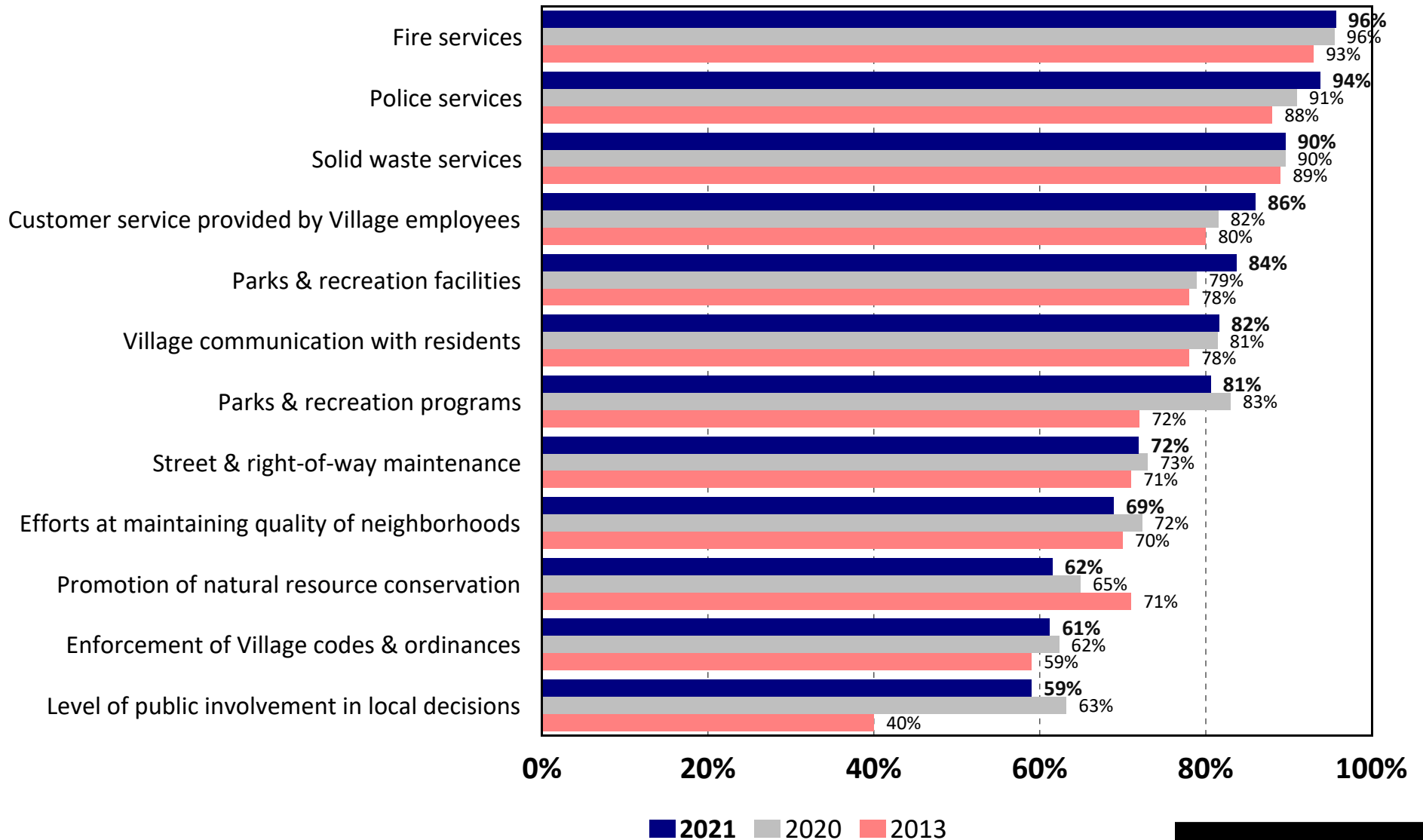
Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category

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



Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2021, 2020 & 2013

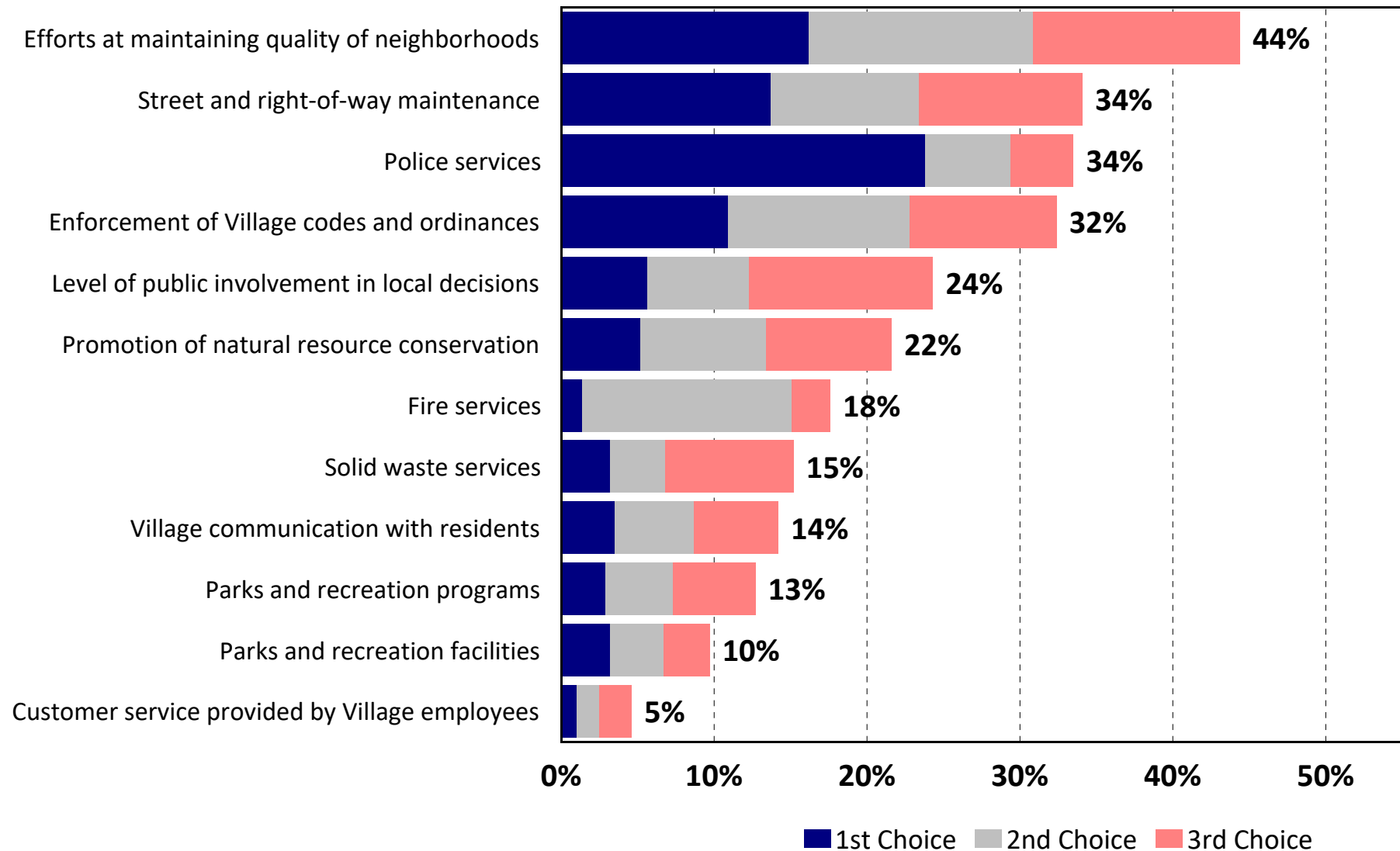
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

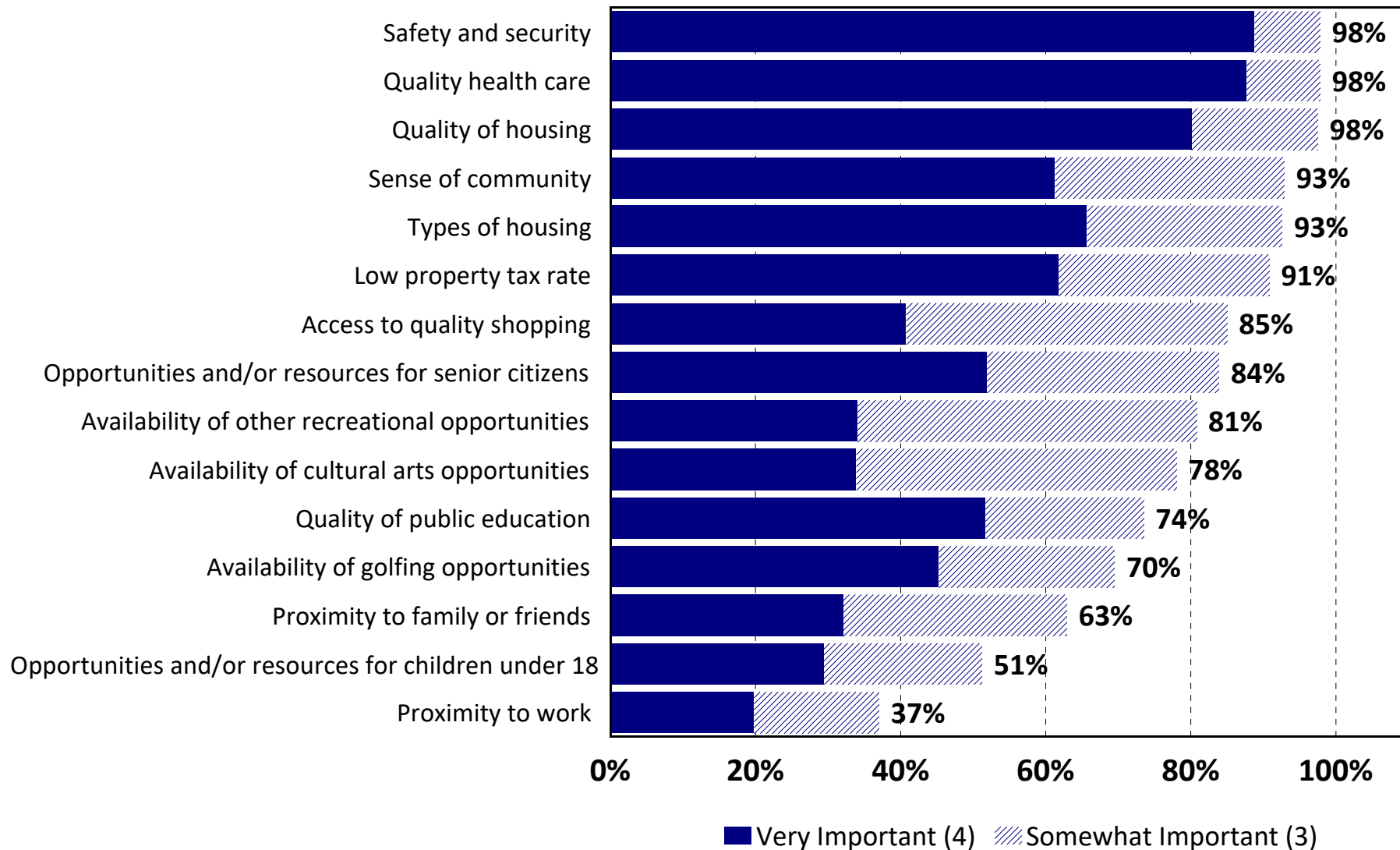
Q2. Village Services That Should Receive the Most Emphasis Over the Next Two Years

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



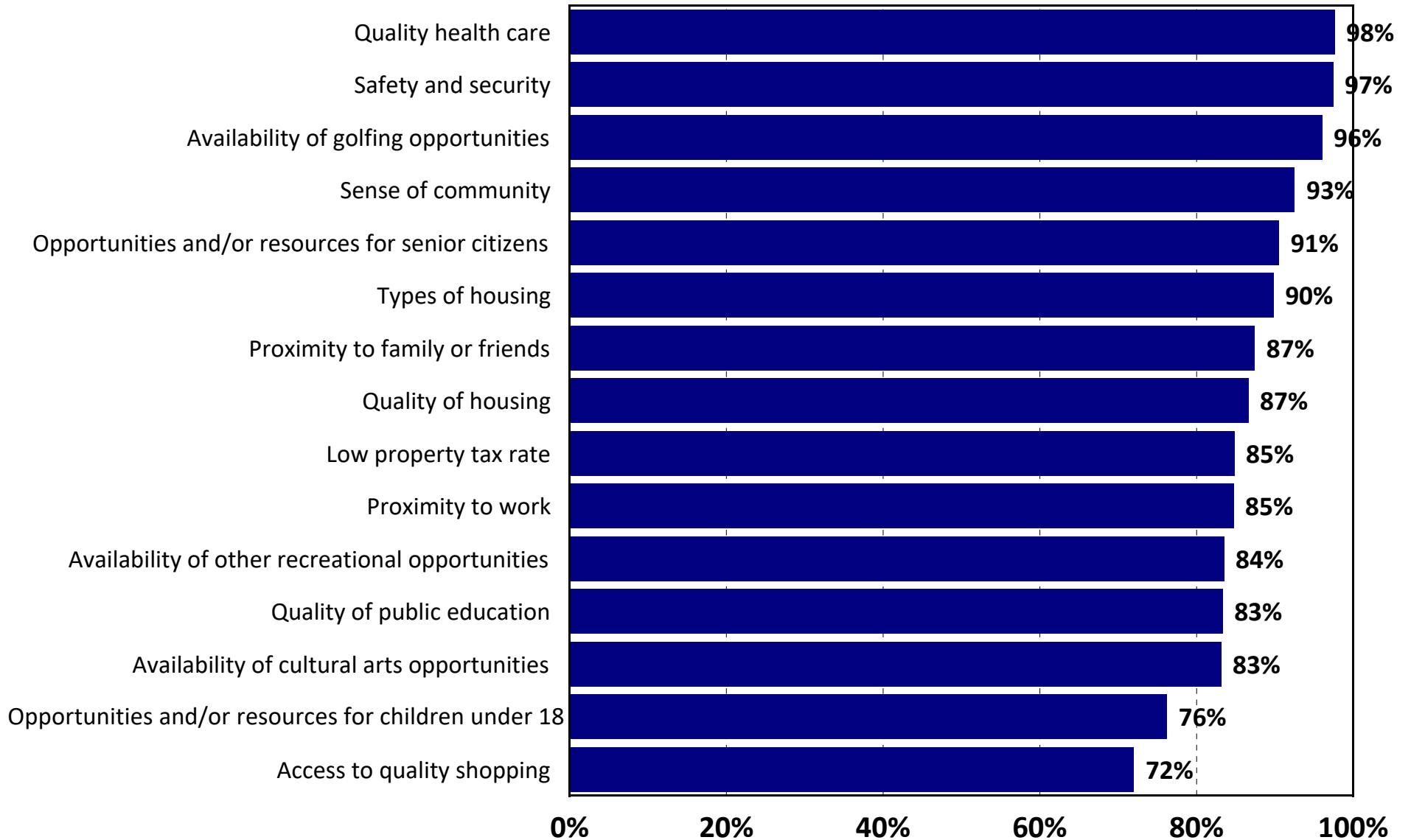
Q3a. Level of Importance of Various Reasons for Choosing to Live in Pinehurst

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

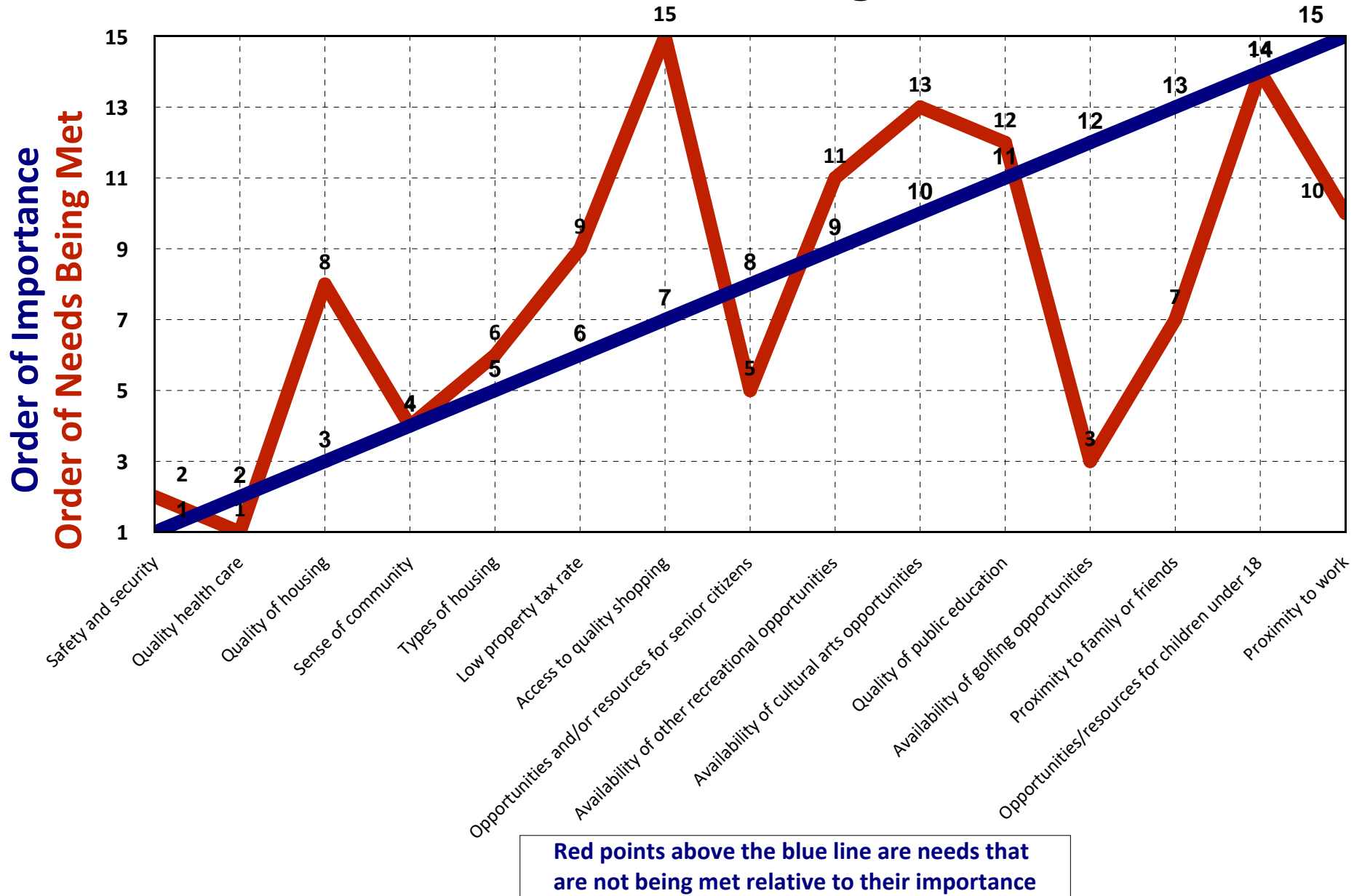


Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered “yes”

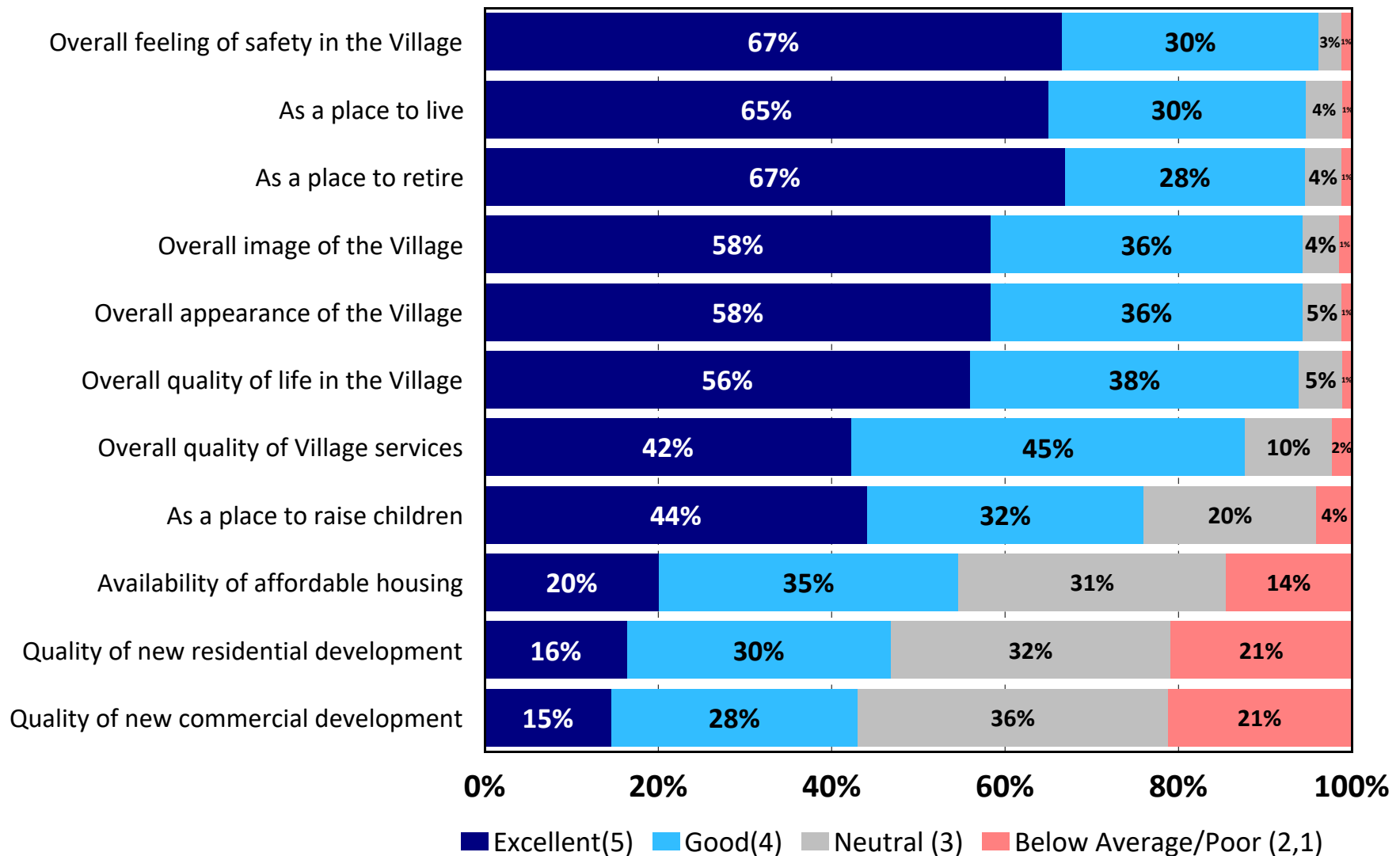


The Importance of Various Reasons for Choosing to Live in Pinehurst vs. Needs Being Met in Pinehurst



Q4. Perception Residents Have of Pinehurst as a Community

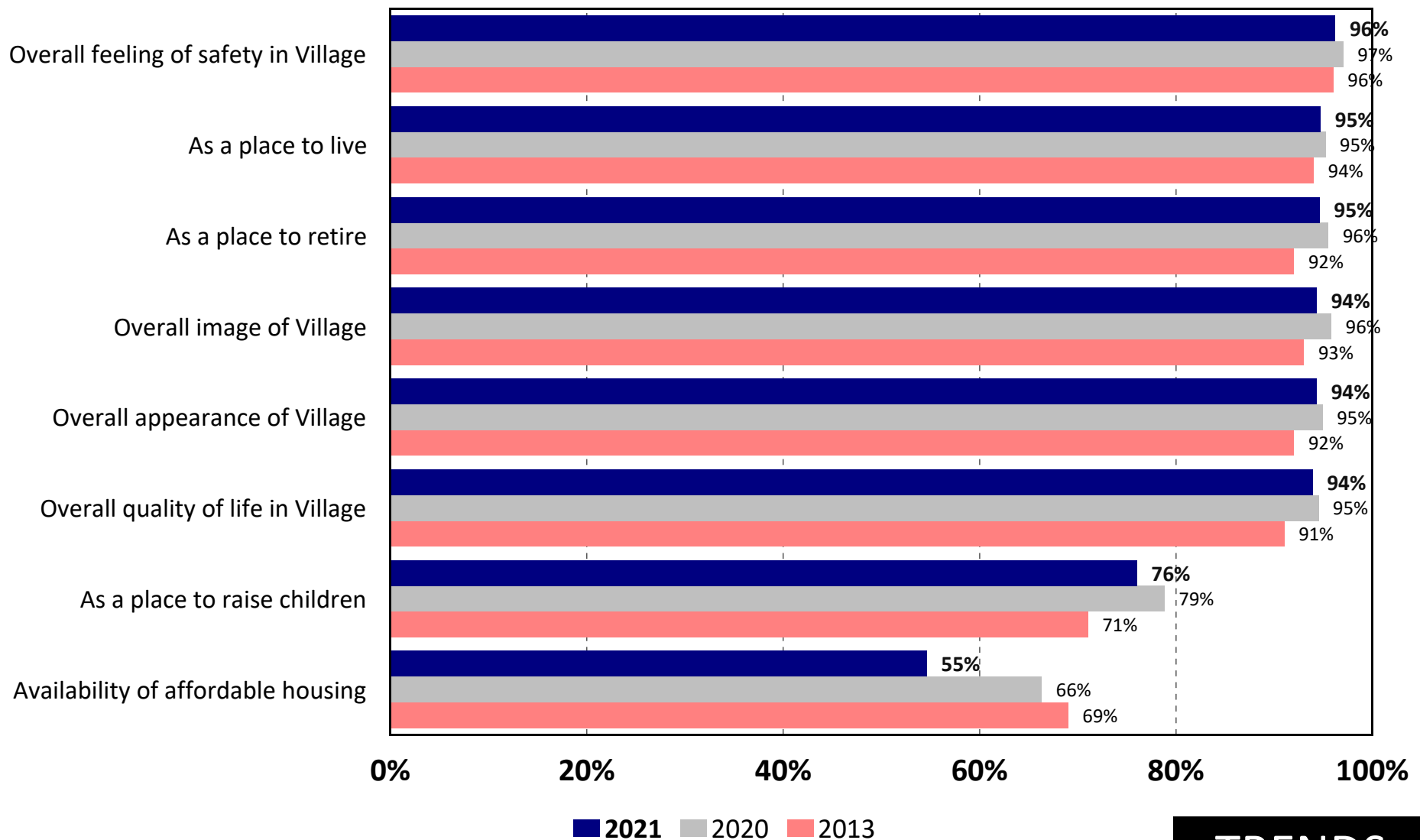
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q4. Perception Residents Have of Pinehurst as a Community

2021, 2020 & 2013

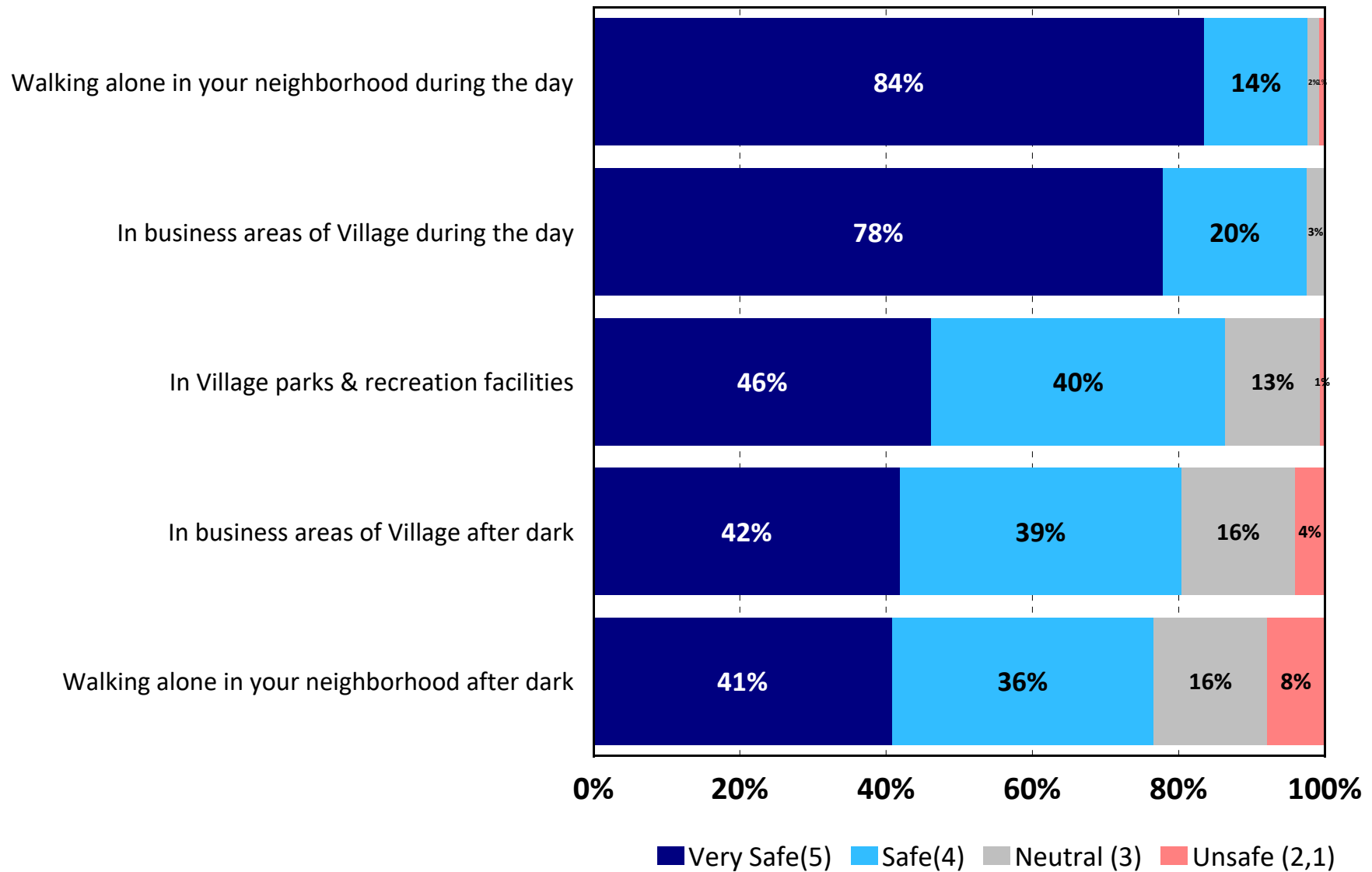
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

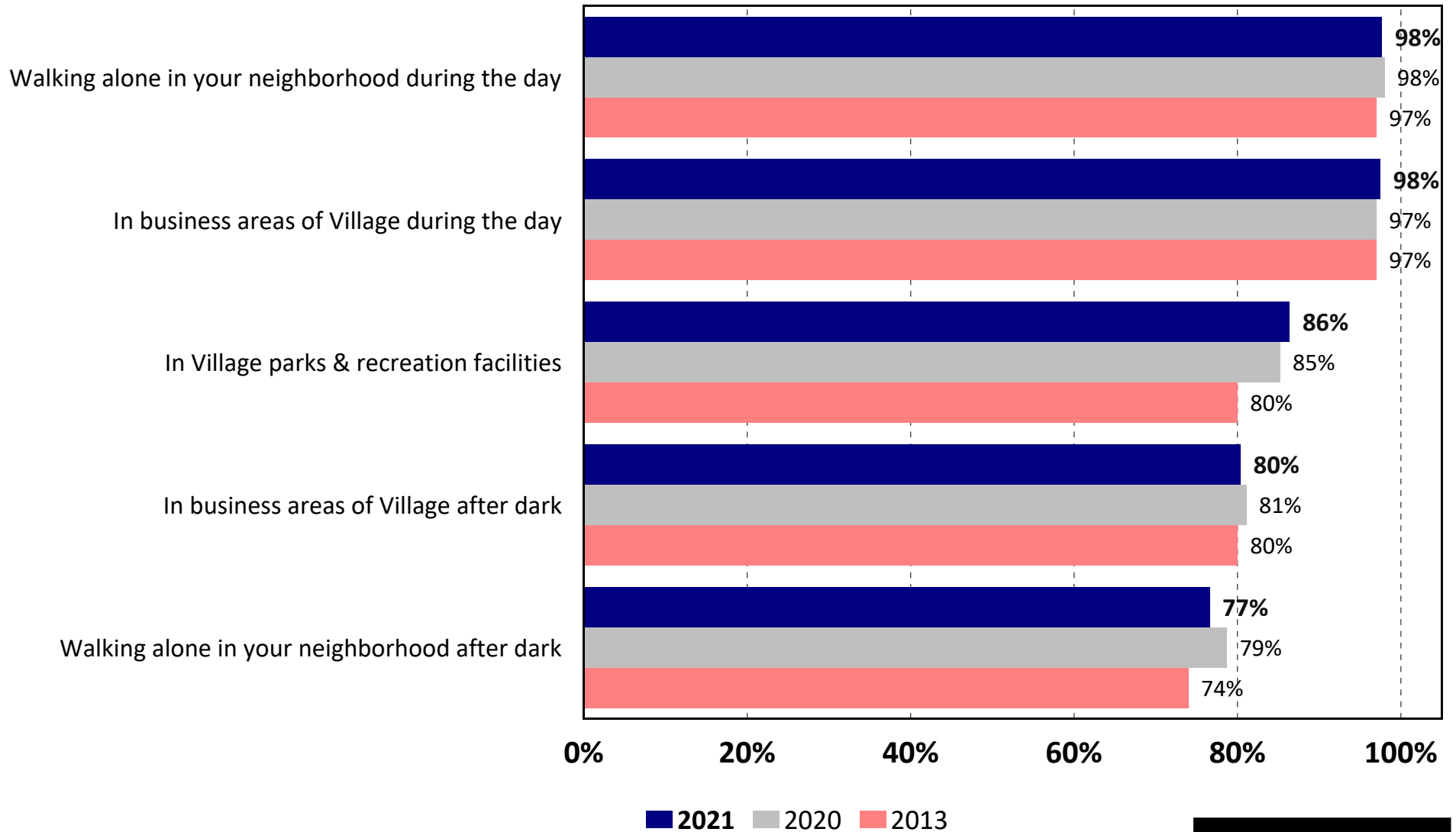
Q5. Perceptions of Safety and Security in Pinehurst

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



Q5. Perceptions of Safety and Security in Pinehurst 2021, 2020 & 2013

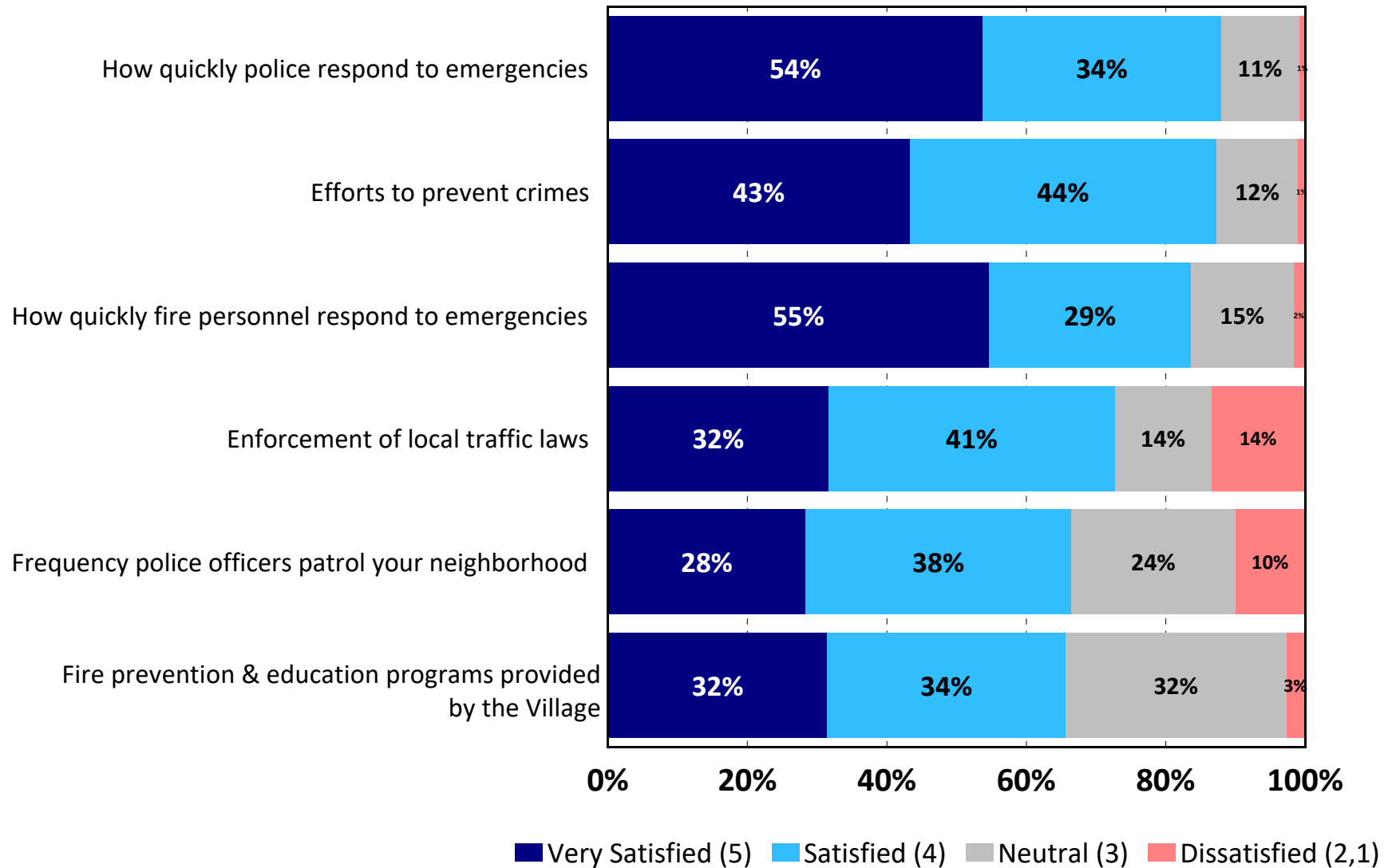
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

Q6. Satisfaction with Public Safety

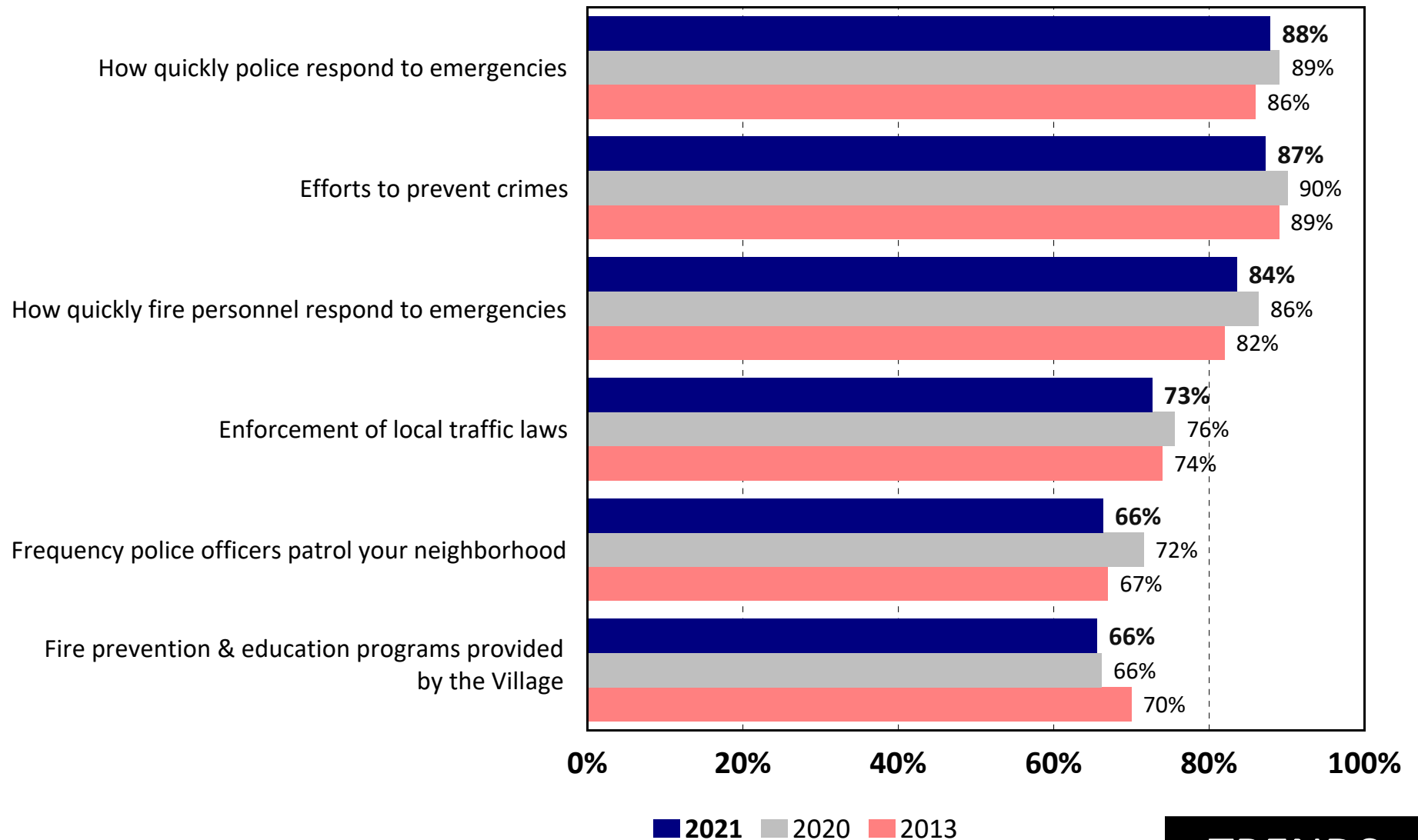
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q6. Satisfaction with Public Safety

2021, 2020 & 2013

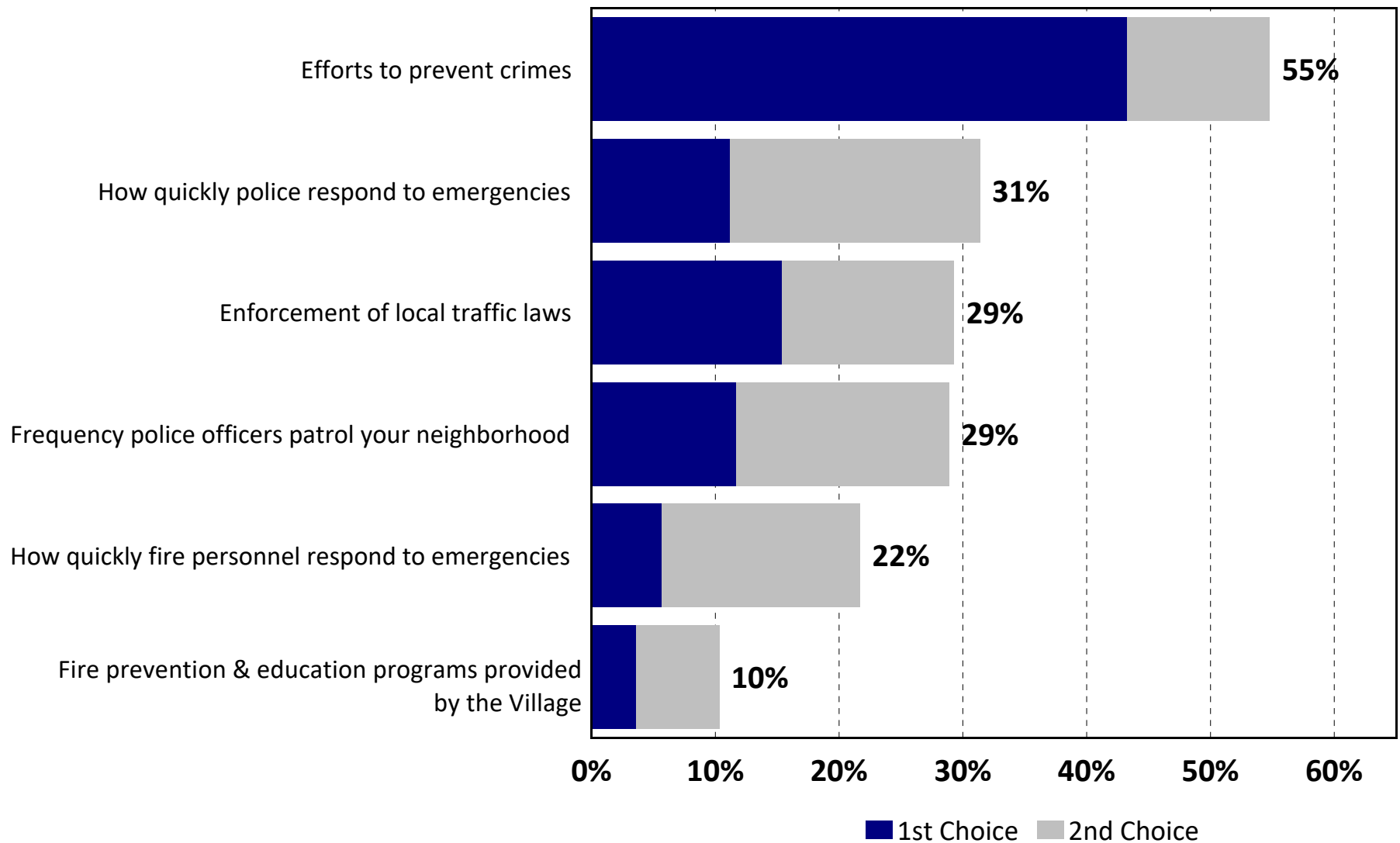
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

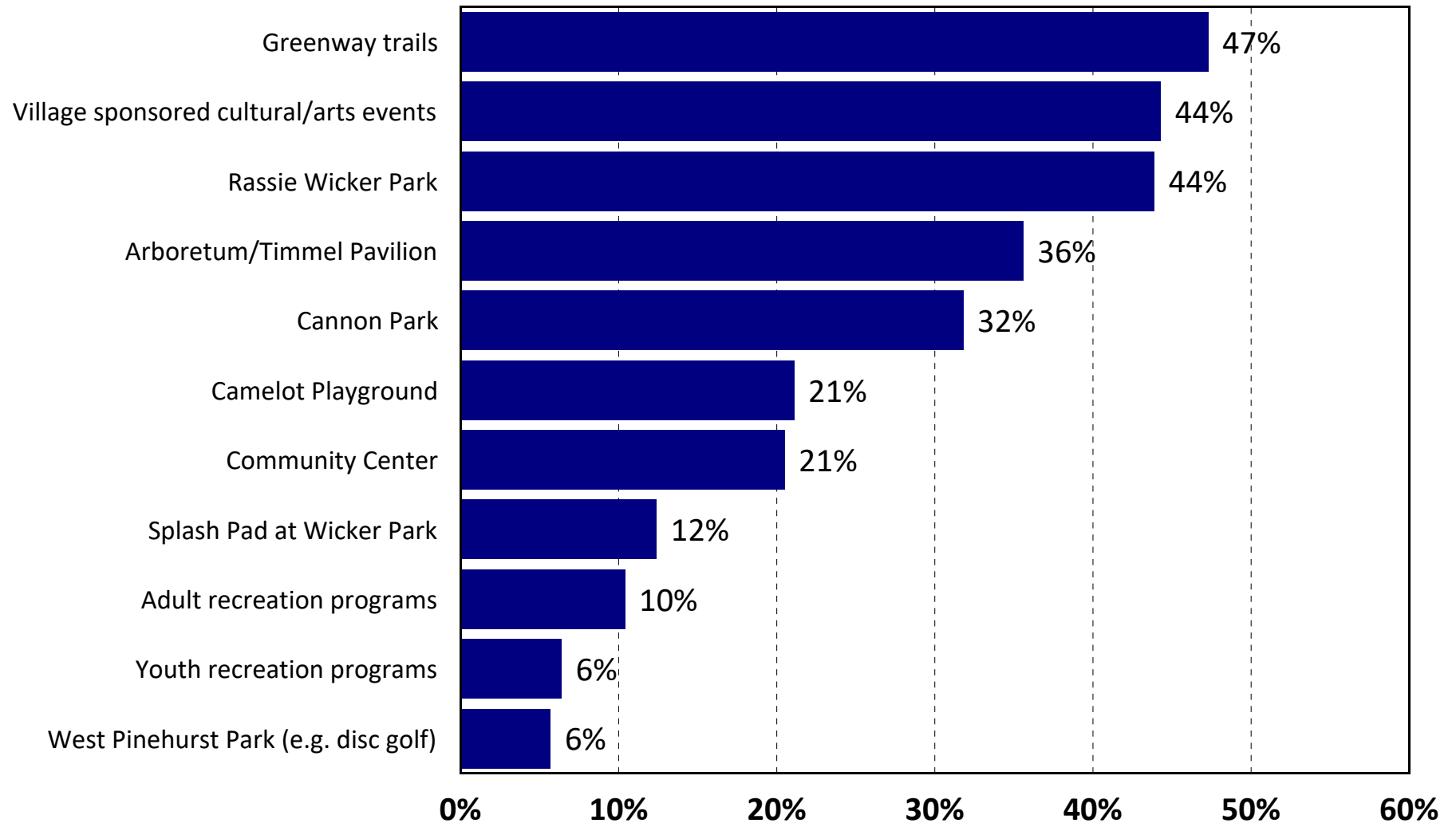
Q7. Public Safety Services That should Receive the Most Emphasis Over the Next TWO Years

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



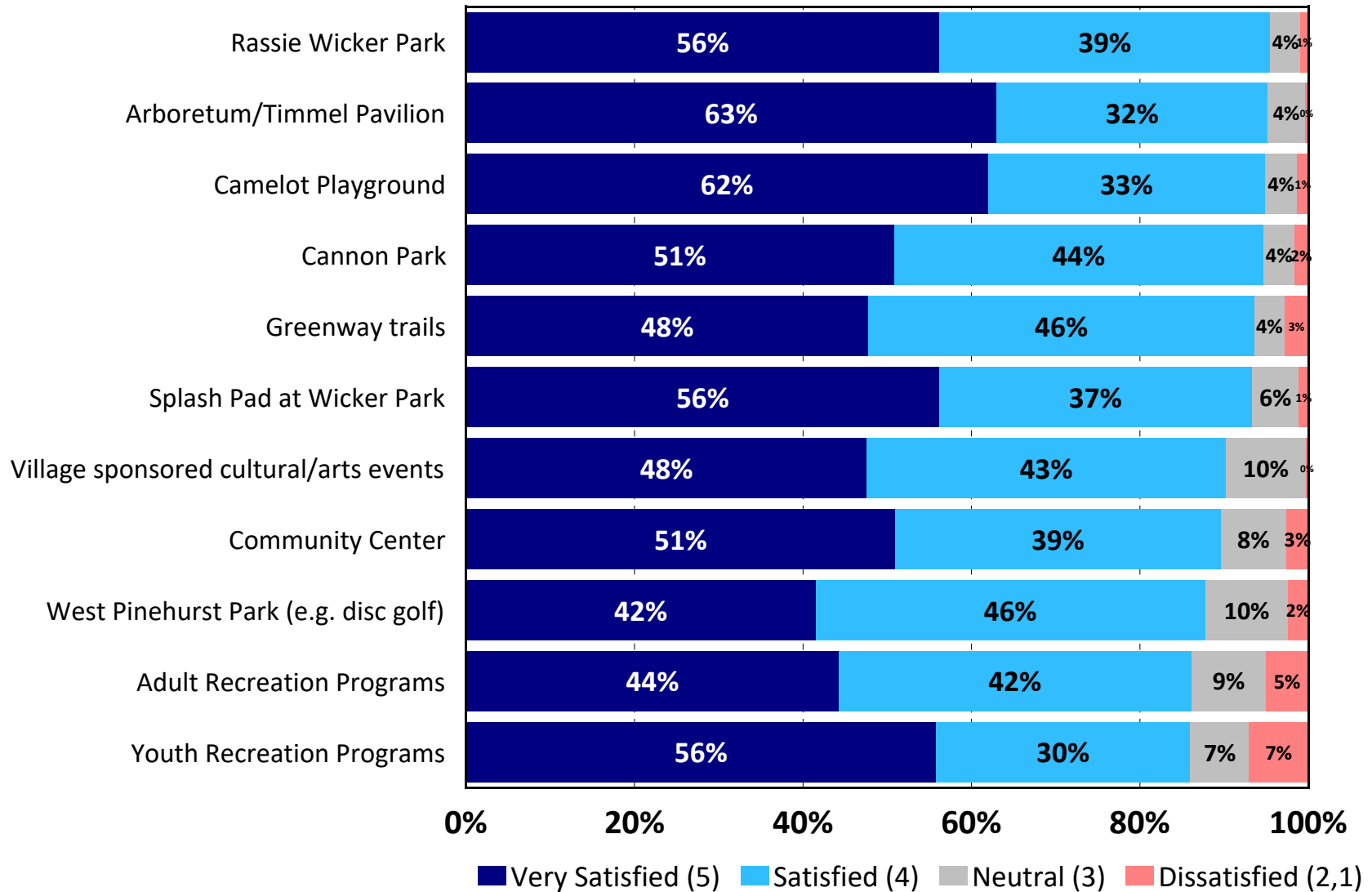
Q8[1]. Village of Pinehurst Parks and Recreation Programs and Facilities Residents Have Used During the Past Year

by percentage of respondents (multiple selections could be made)



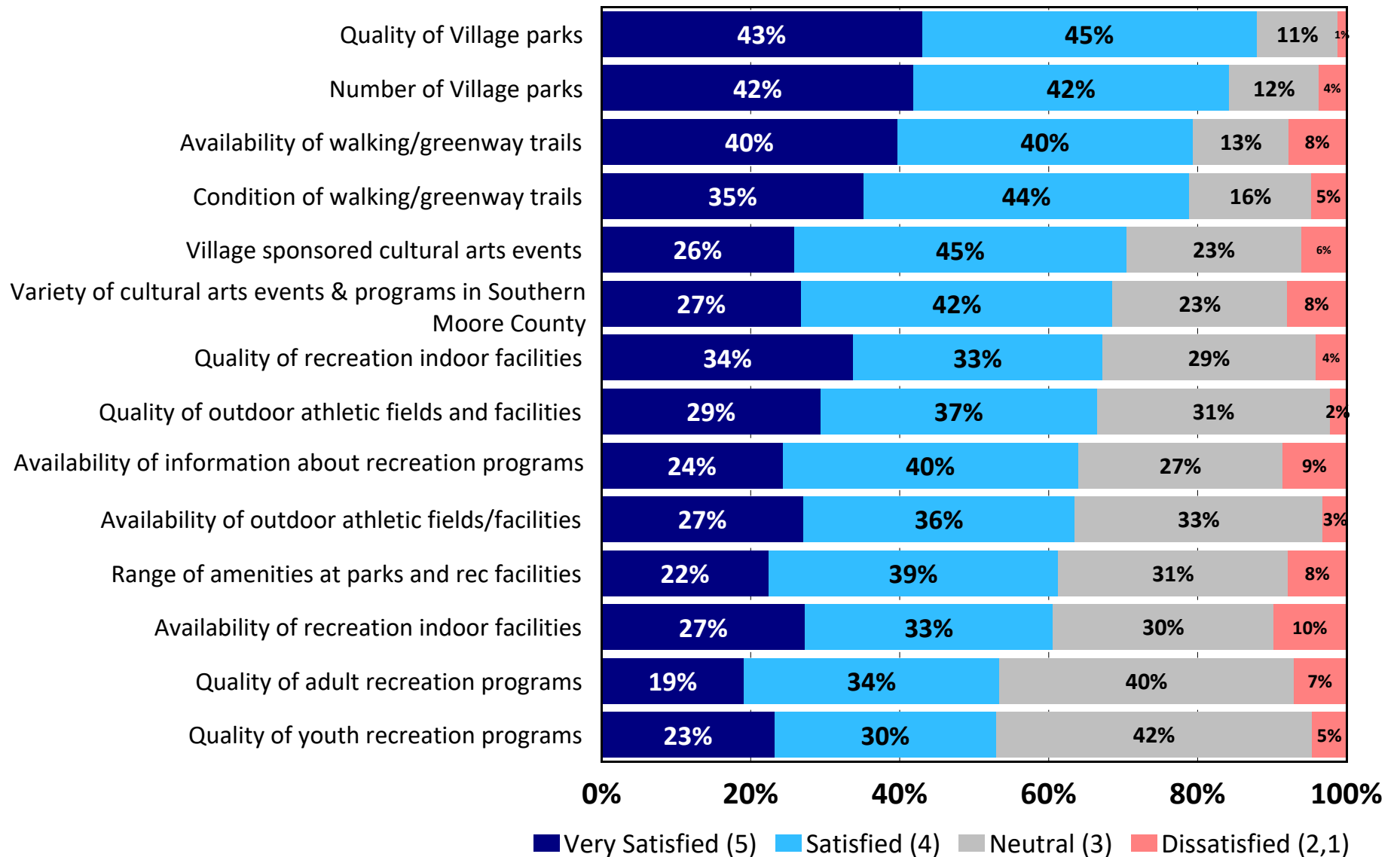
Q8[2]. Satisfaction with Village of Pinehurst Parks and Recreation Programs and Facilities

by percentage of respondents who used programs and facilities during the past year and rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q9. Satisfaction with Cultural and Recreation Services

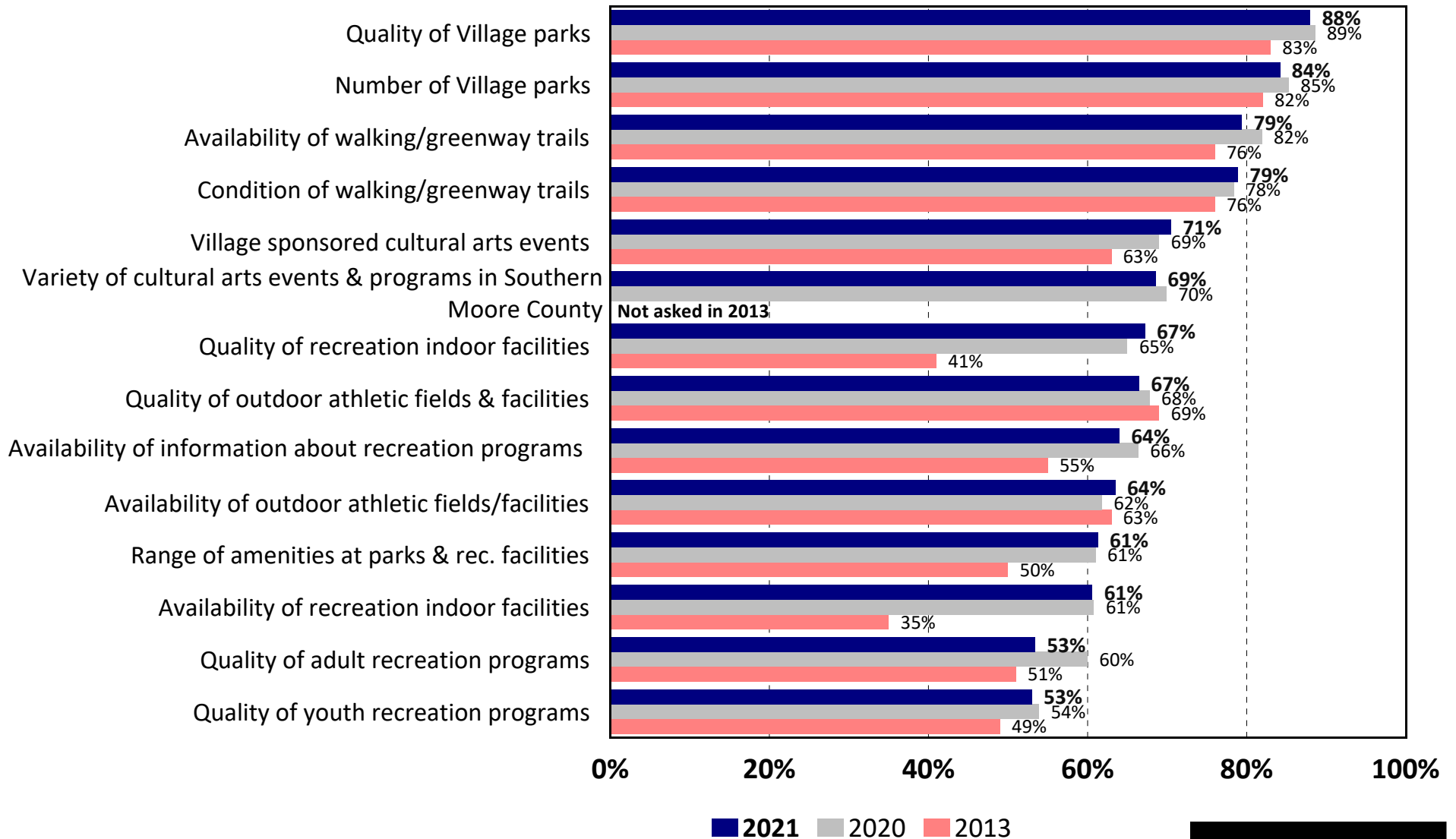
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q9. Satisfaction with Cultural and Recreation Services

2021, 2020 & 2013

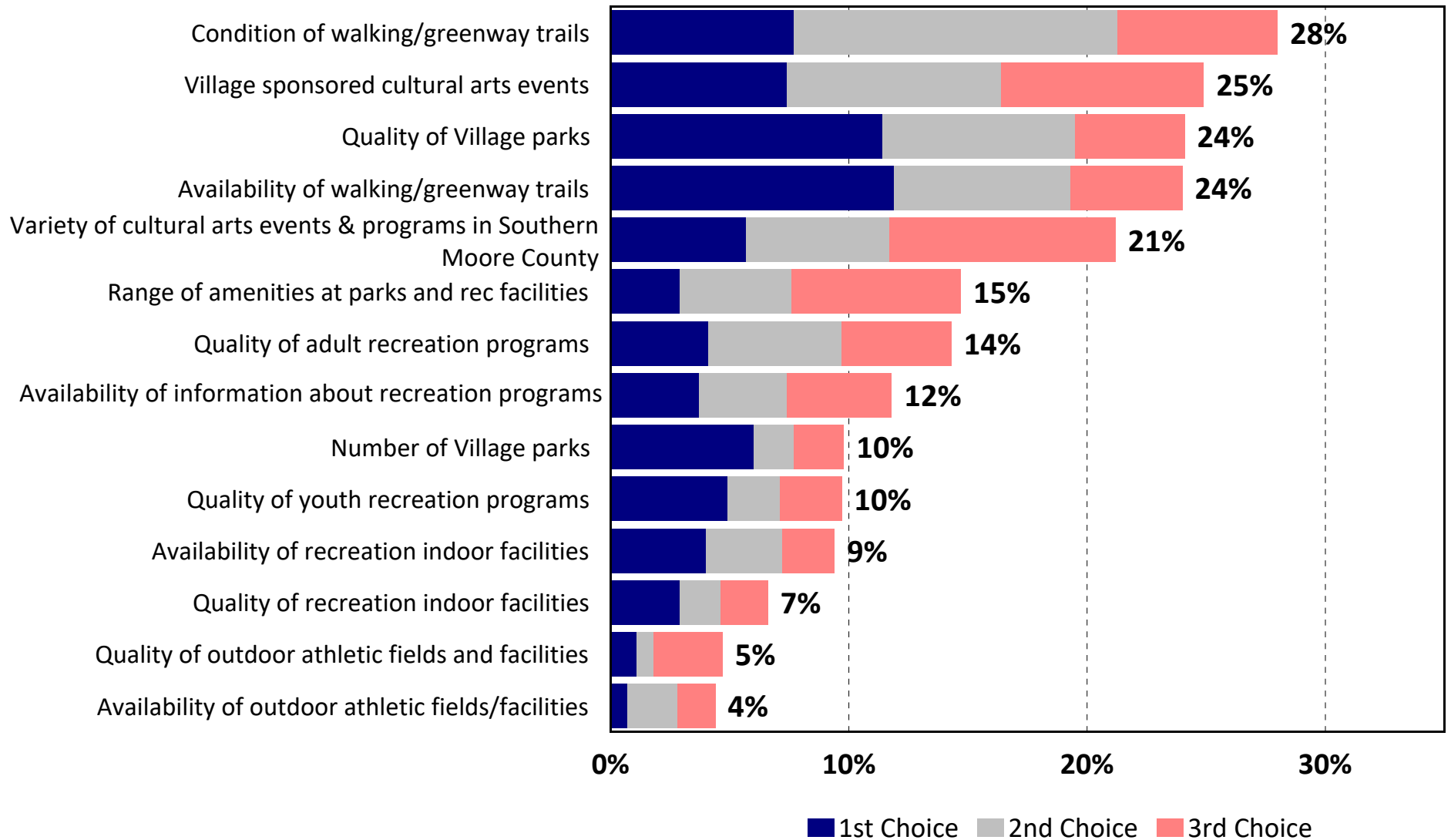
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

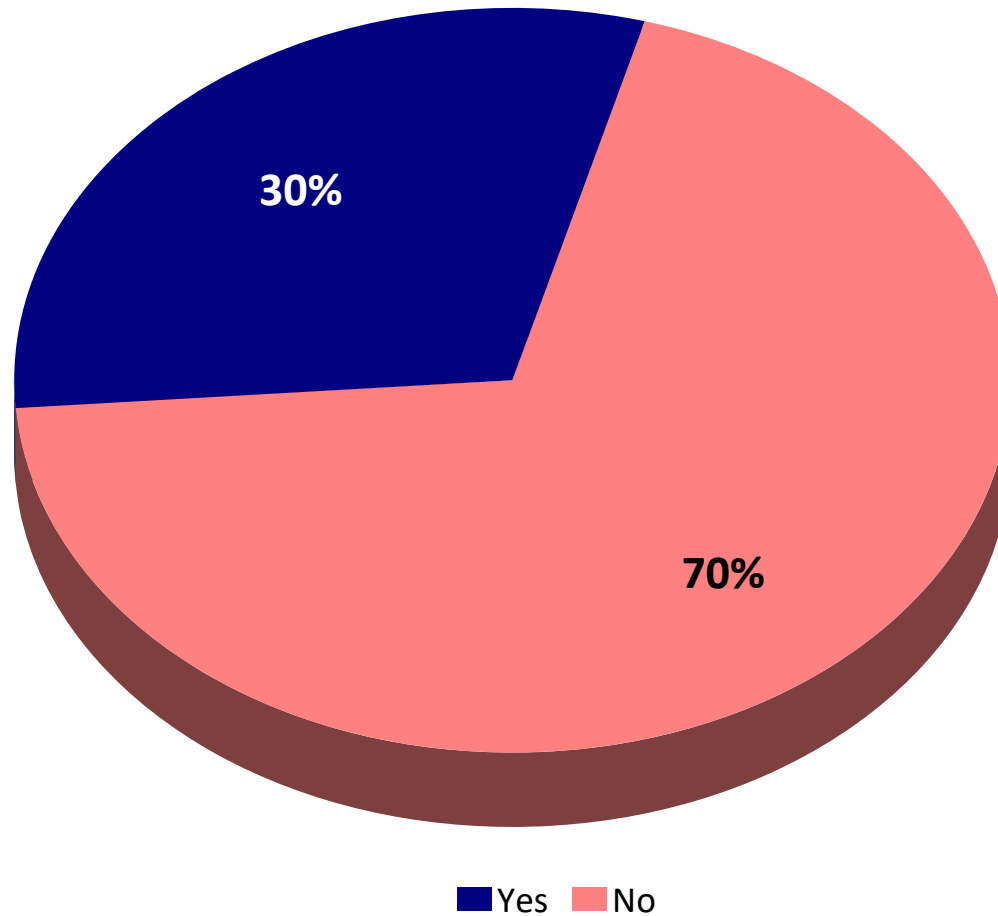
Q10. Cultural and Recreation Services That Should Receive the Most Emphasis Over the Next TWO Years

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



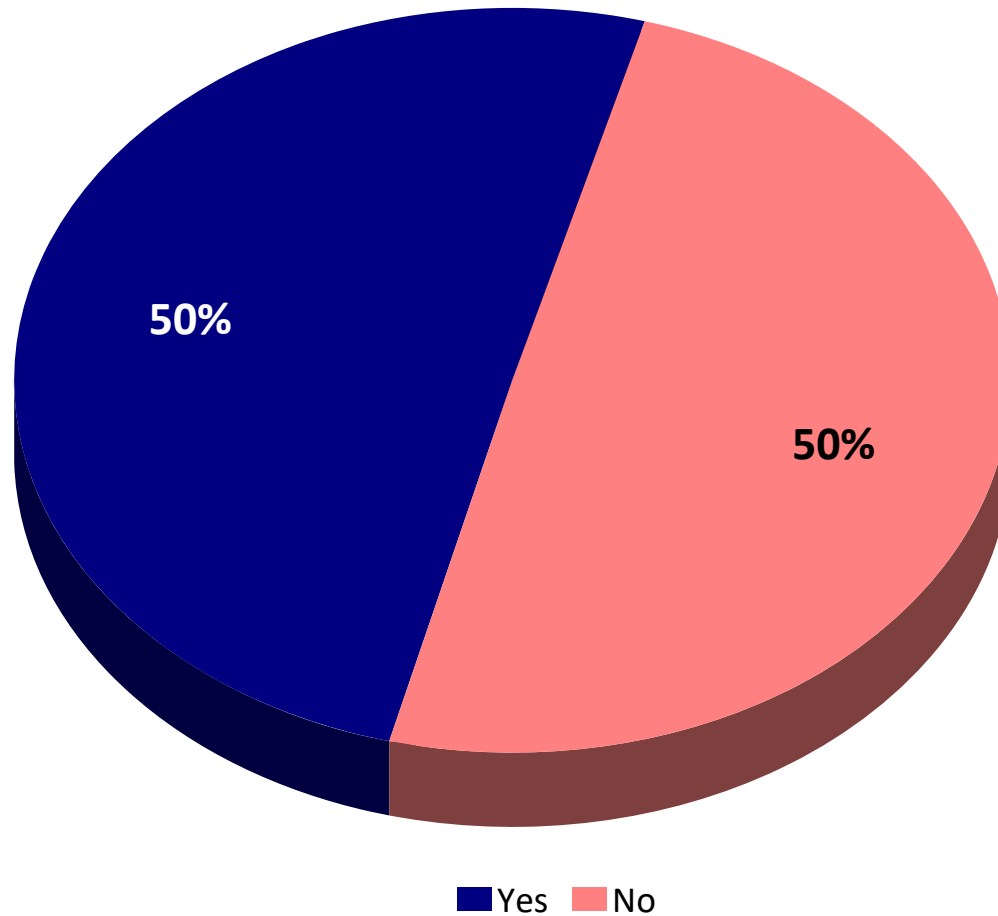
Q11. Do you shop regularly in the Village Center (downtown)?

by percentage of respondents (excluding "not provided")



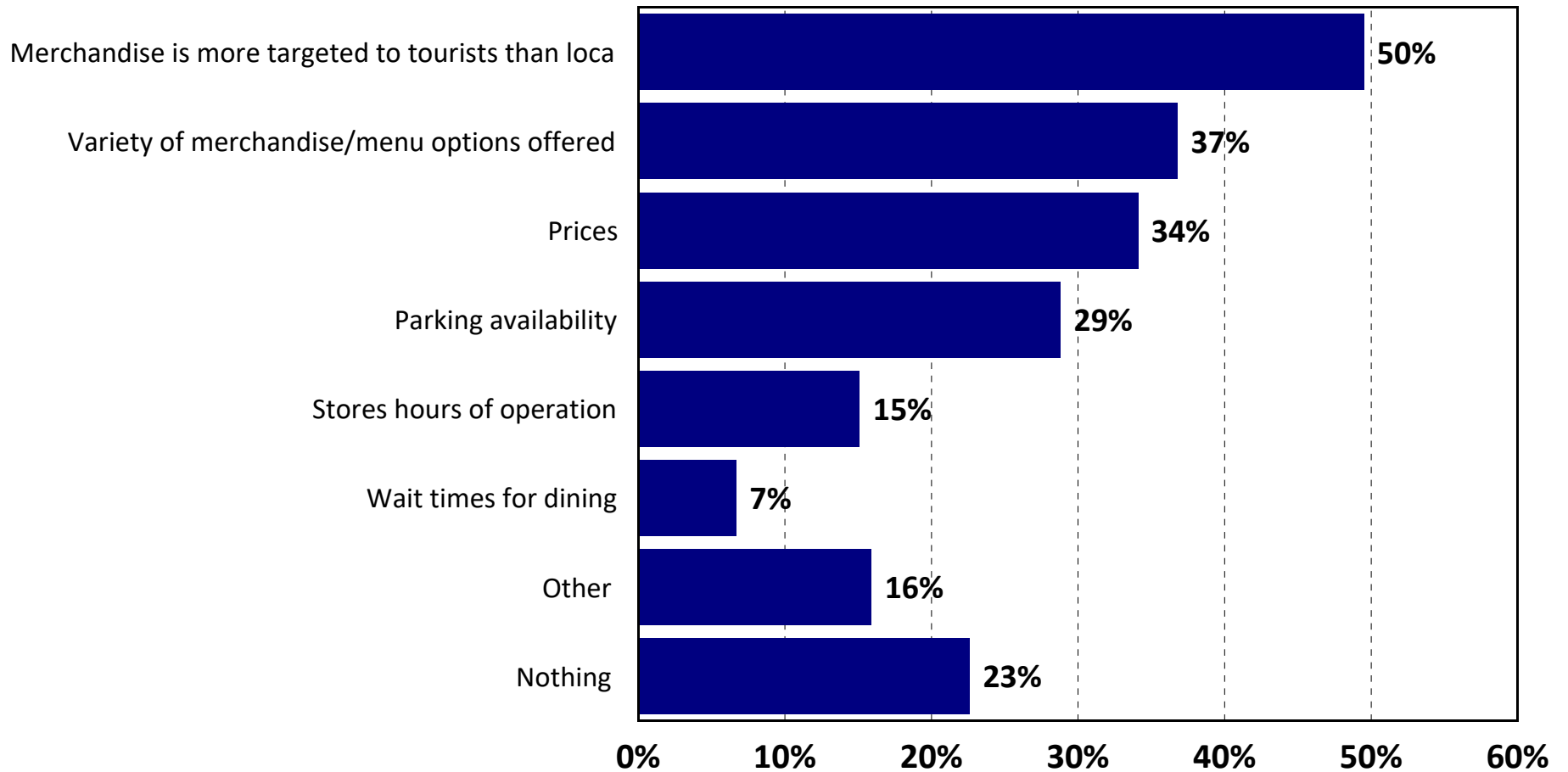
Q12. Do you dine regularly in the Village Center (downtown)?

by percentage of respondents (excluding “not provided”)



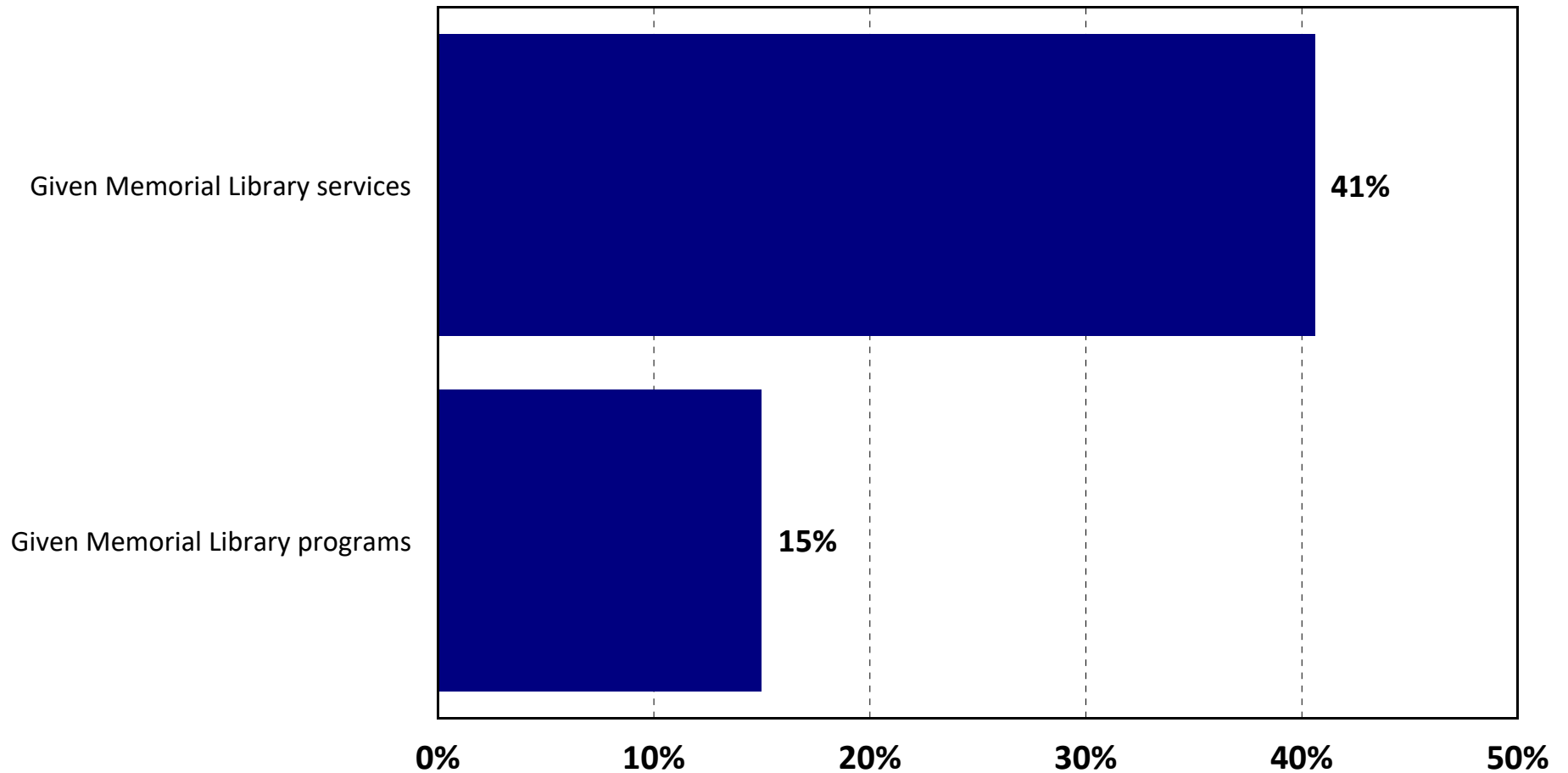
Q13. Reasons That Prevent Respondents From Shopping/ Dining Regularly in the Village Center (Downtown) More Often

by percentage of respondents (multiple selections could be made)



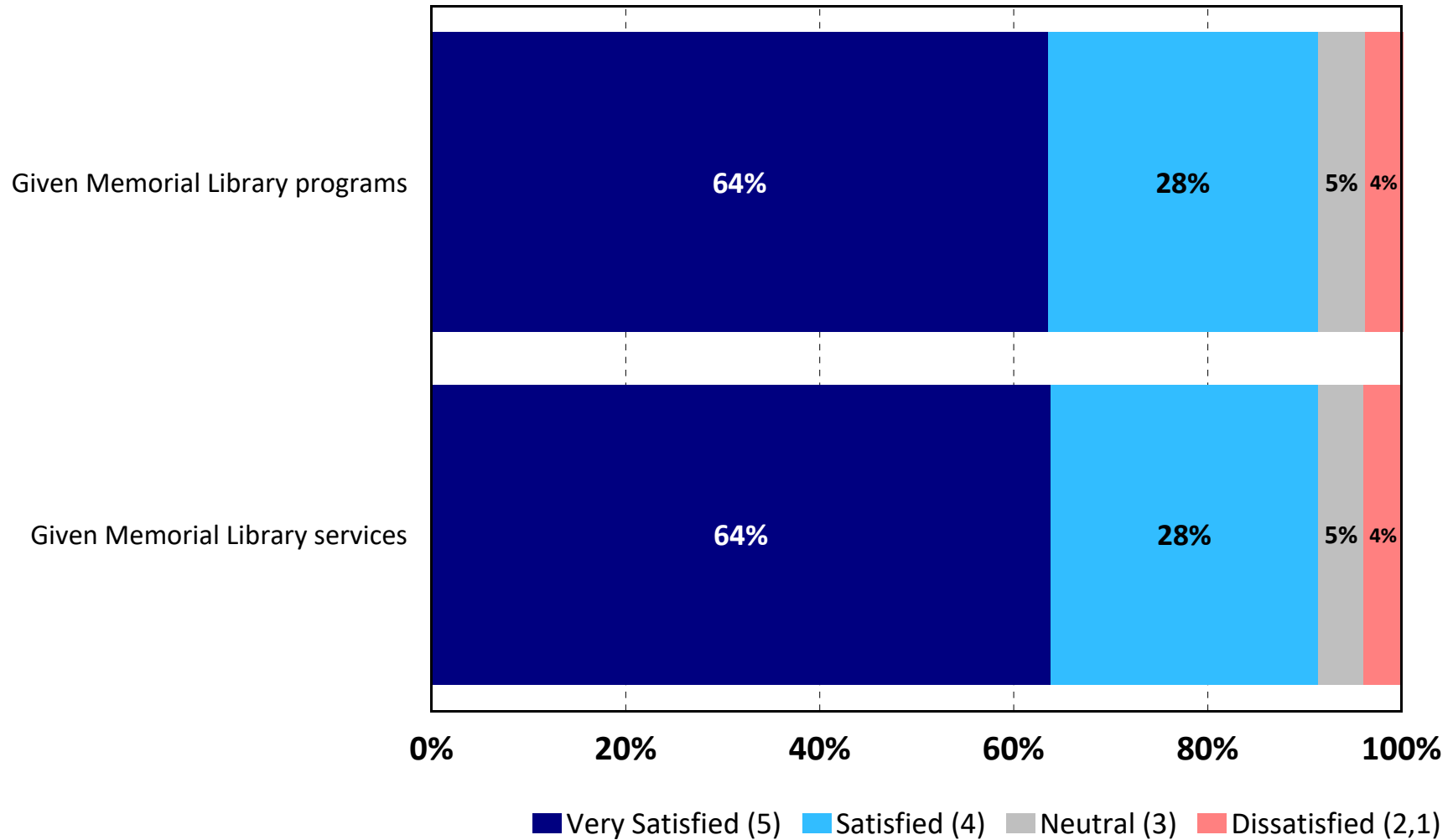
Q14. Have you used these Given Memorial Library services during the past year?

by percentage of respondents who answered "yes"



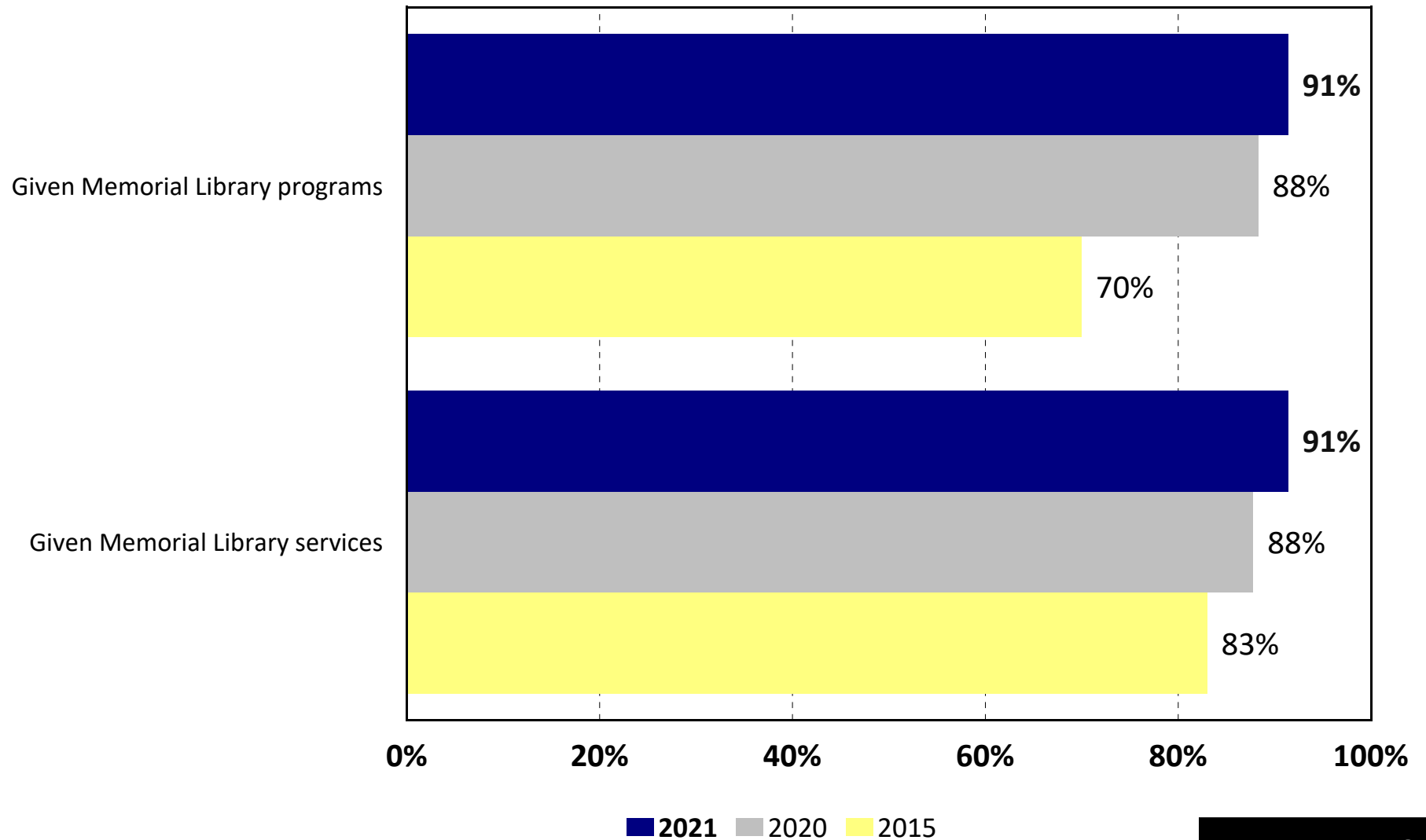
Q14a. Satisfaction with Given Memorial Library Services

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



Q14. Satisfaction with Given Memorial Library 2021, 2020 & 2015

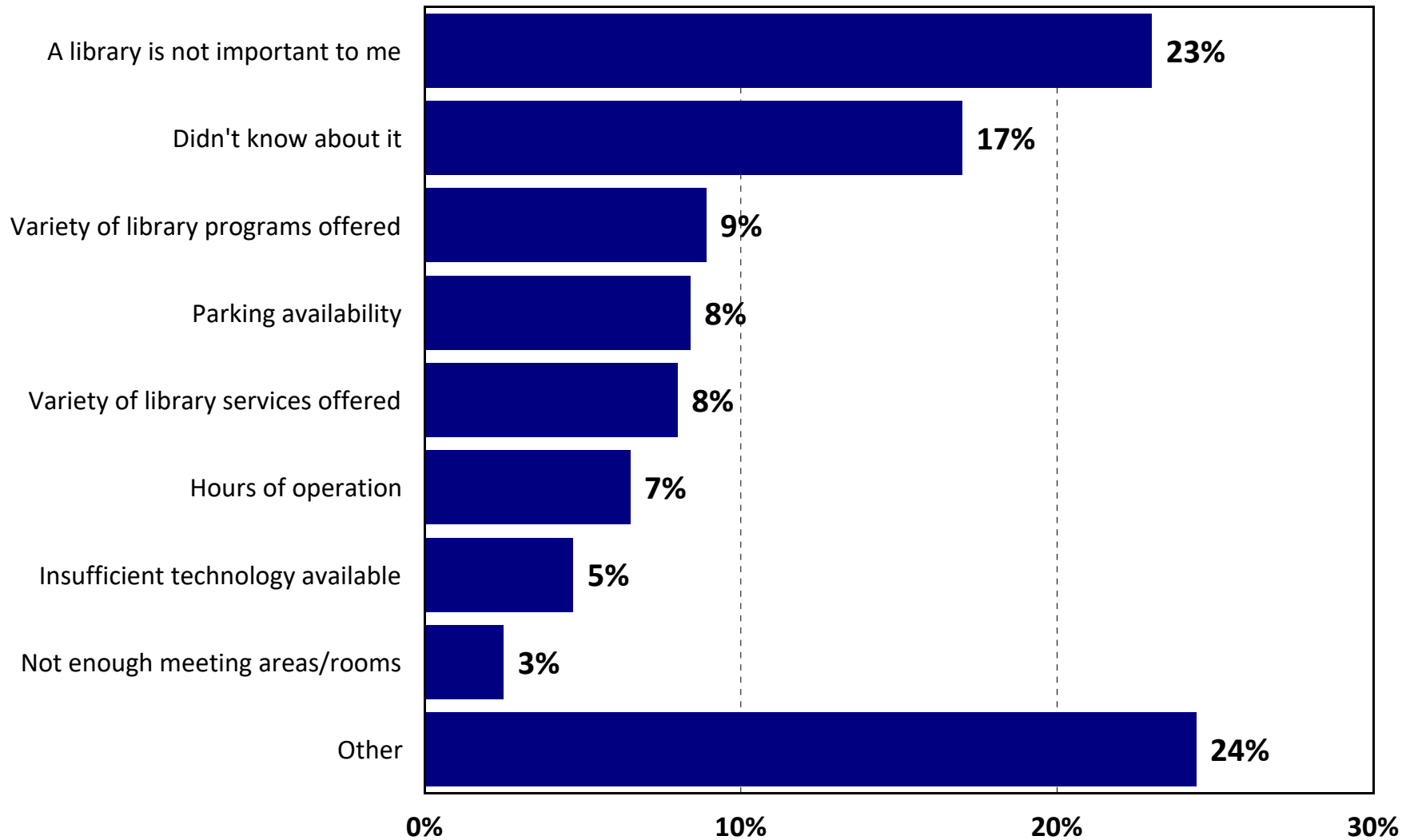
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

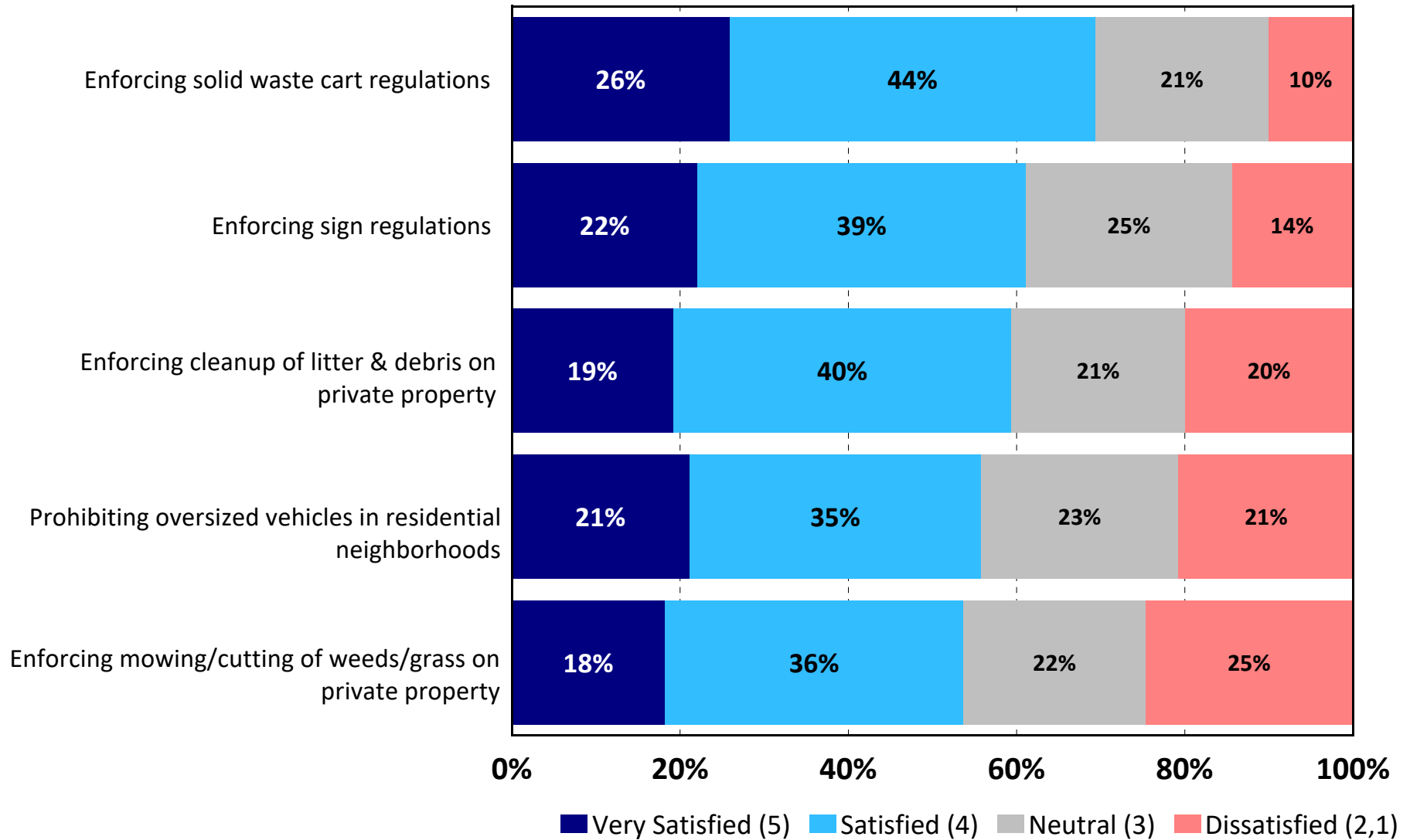
Q14a. Reasons that Prevent Respondents from Using Given Memorial Library Services

by percentage of respondents who answered "No" to Question 14



Q15. Satisfaction with Code Enforcement

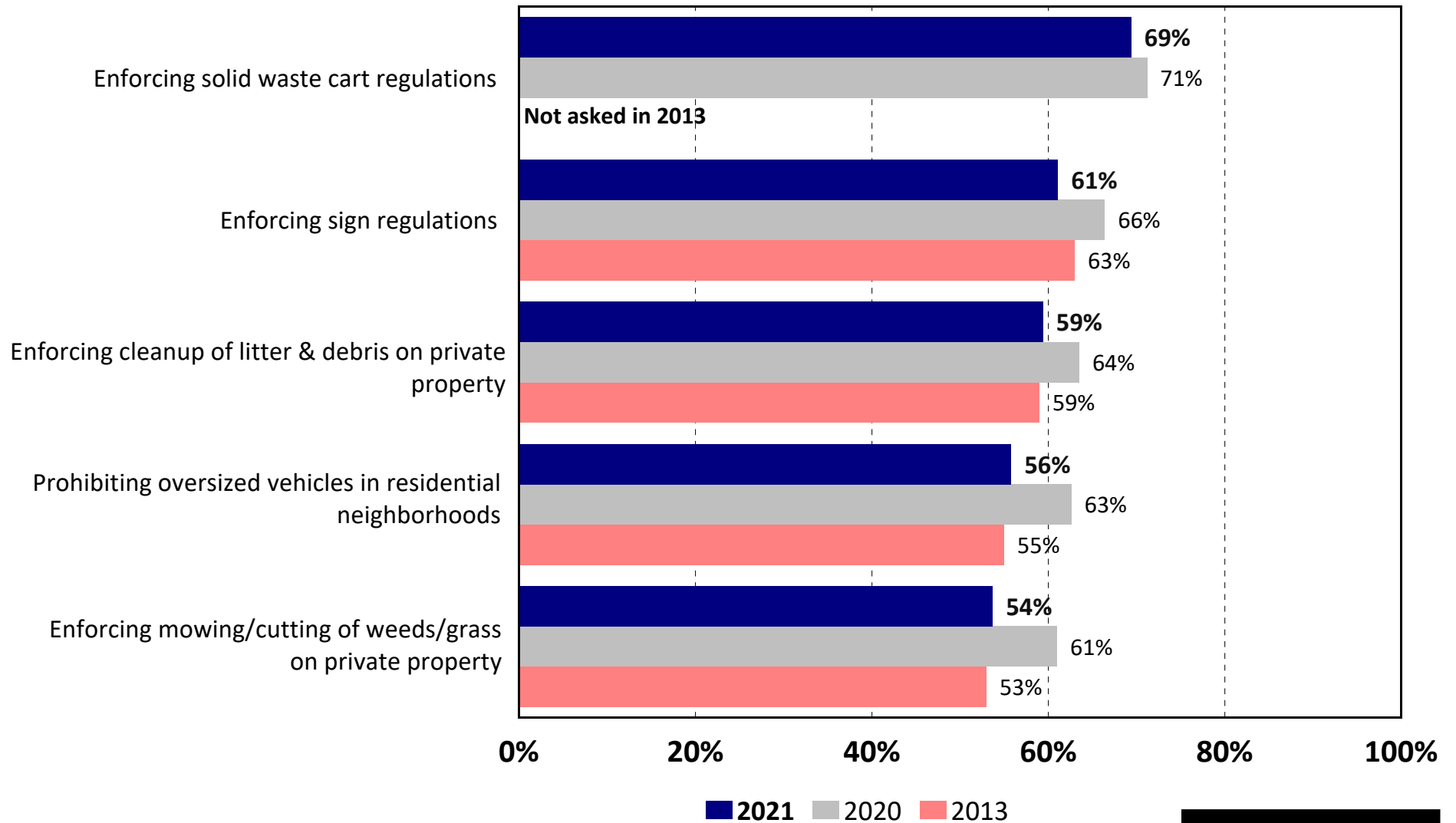
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q15. Satisfaction with Code Enforcement

2021, 2020 & 2013

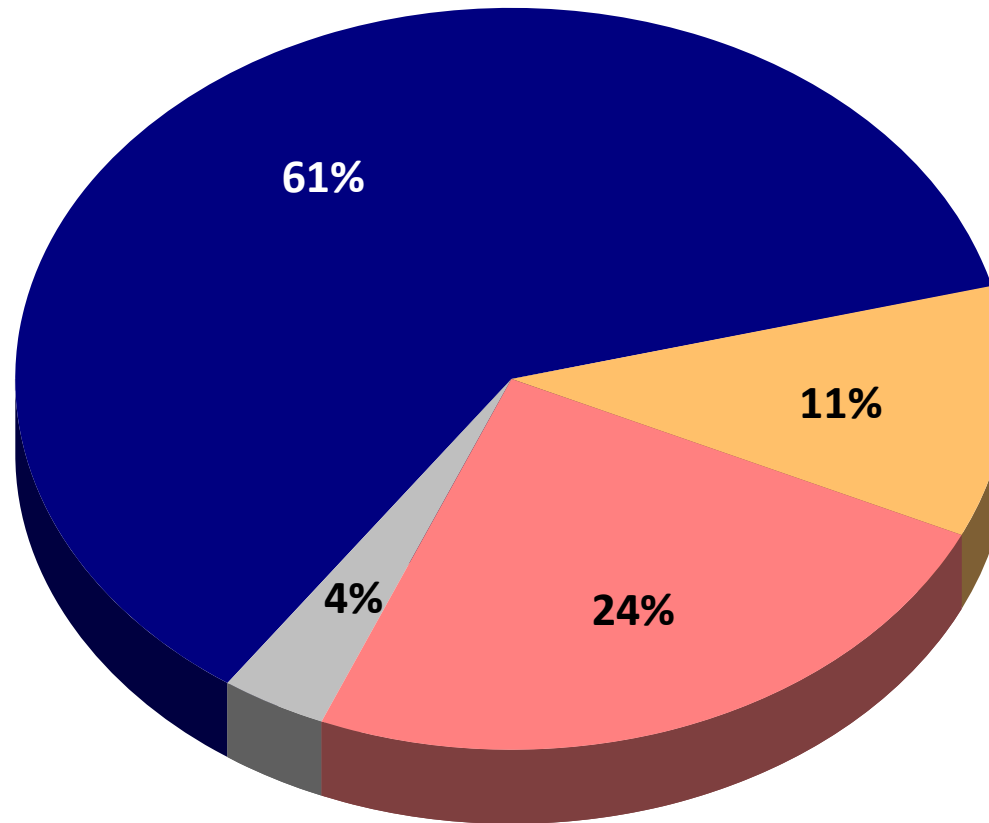
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

Q16. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

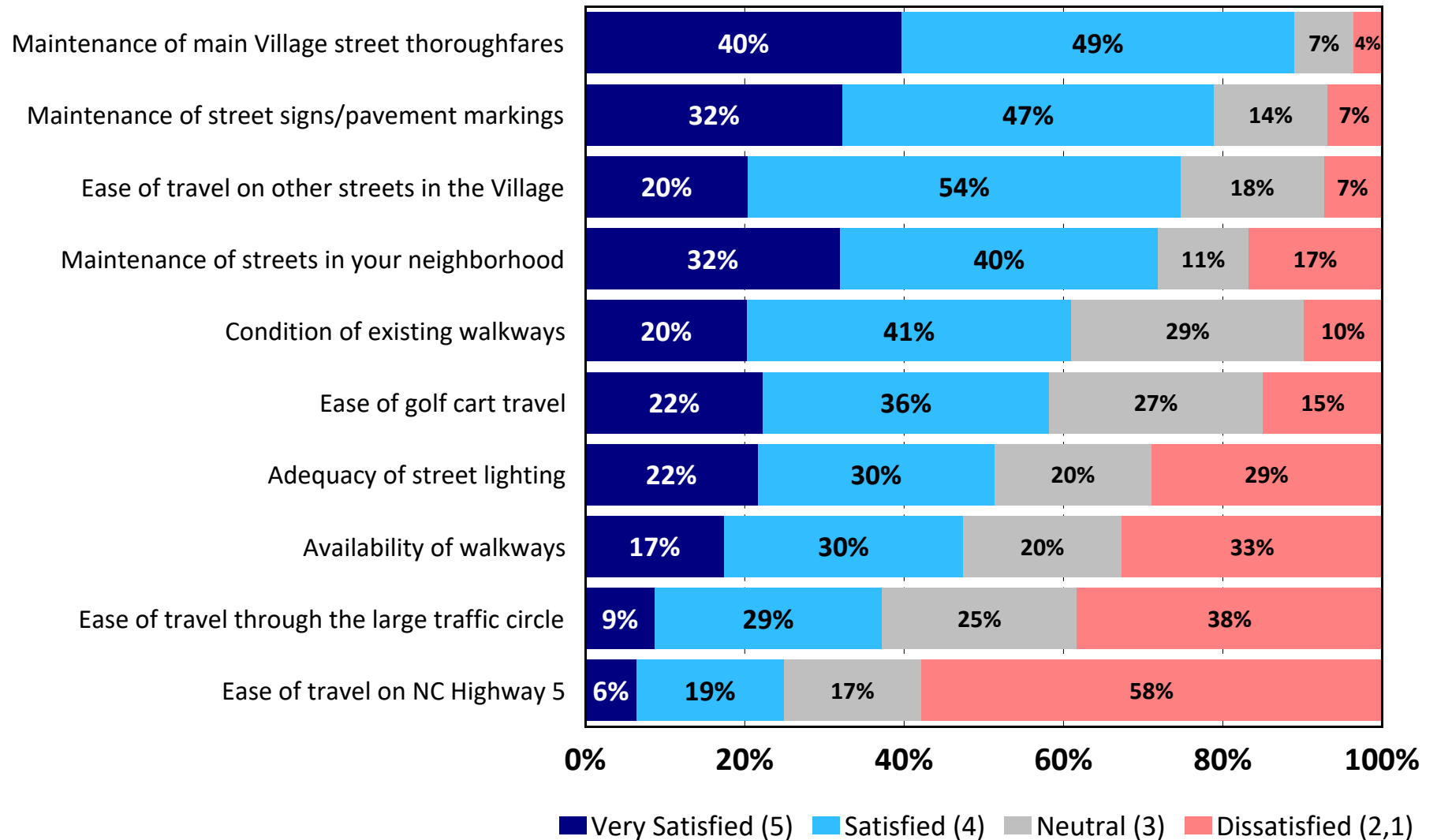
by percentage of respondents



■ About right ■ Too much ■ Too little ■ Not provided

Q17. Satisfaction with Transportation Services

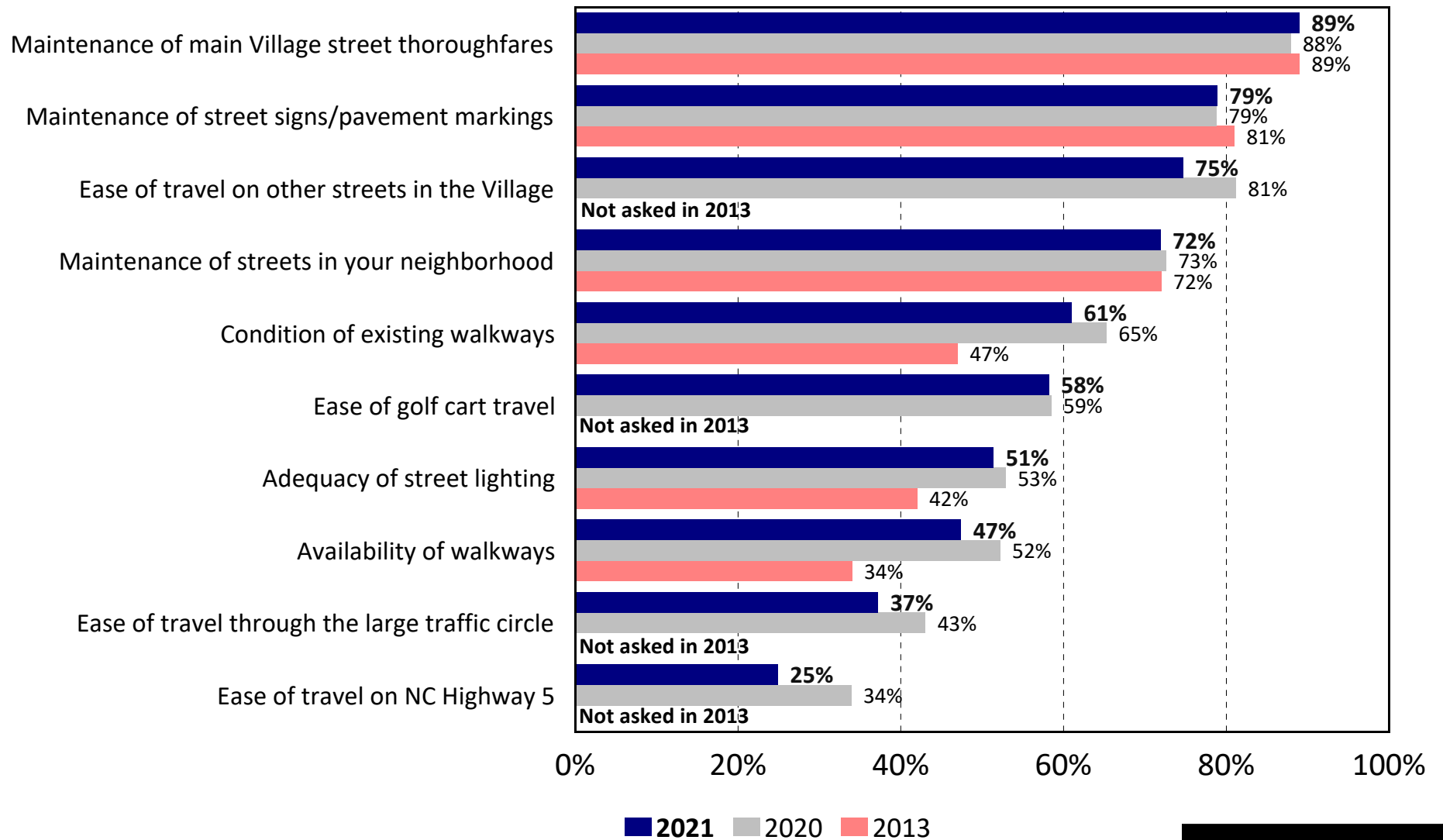
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q15. Satisfaction with Transportation Services

2021, 2020 & 2013

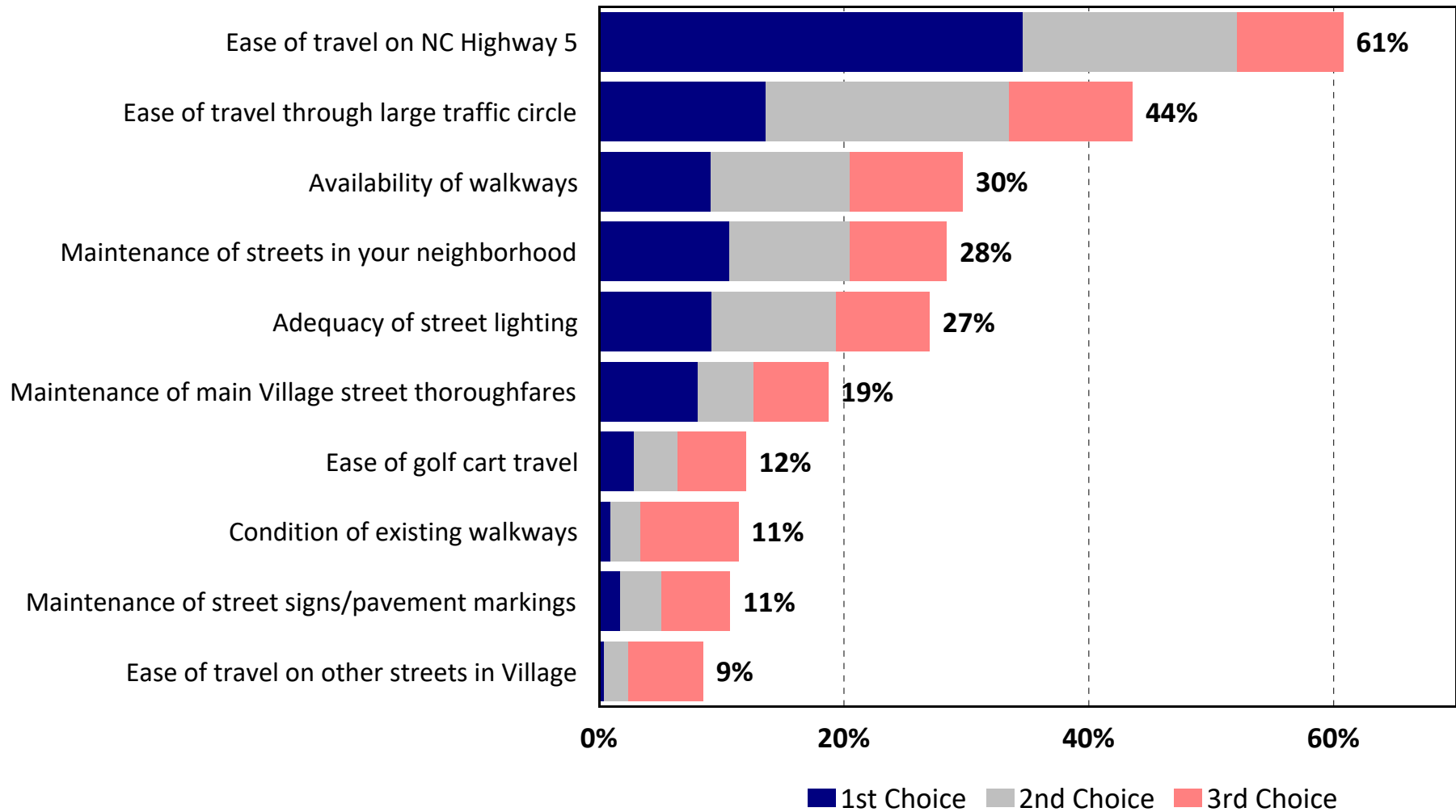
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

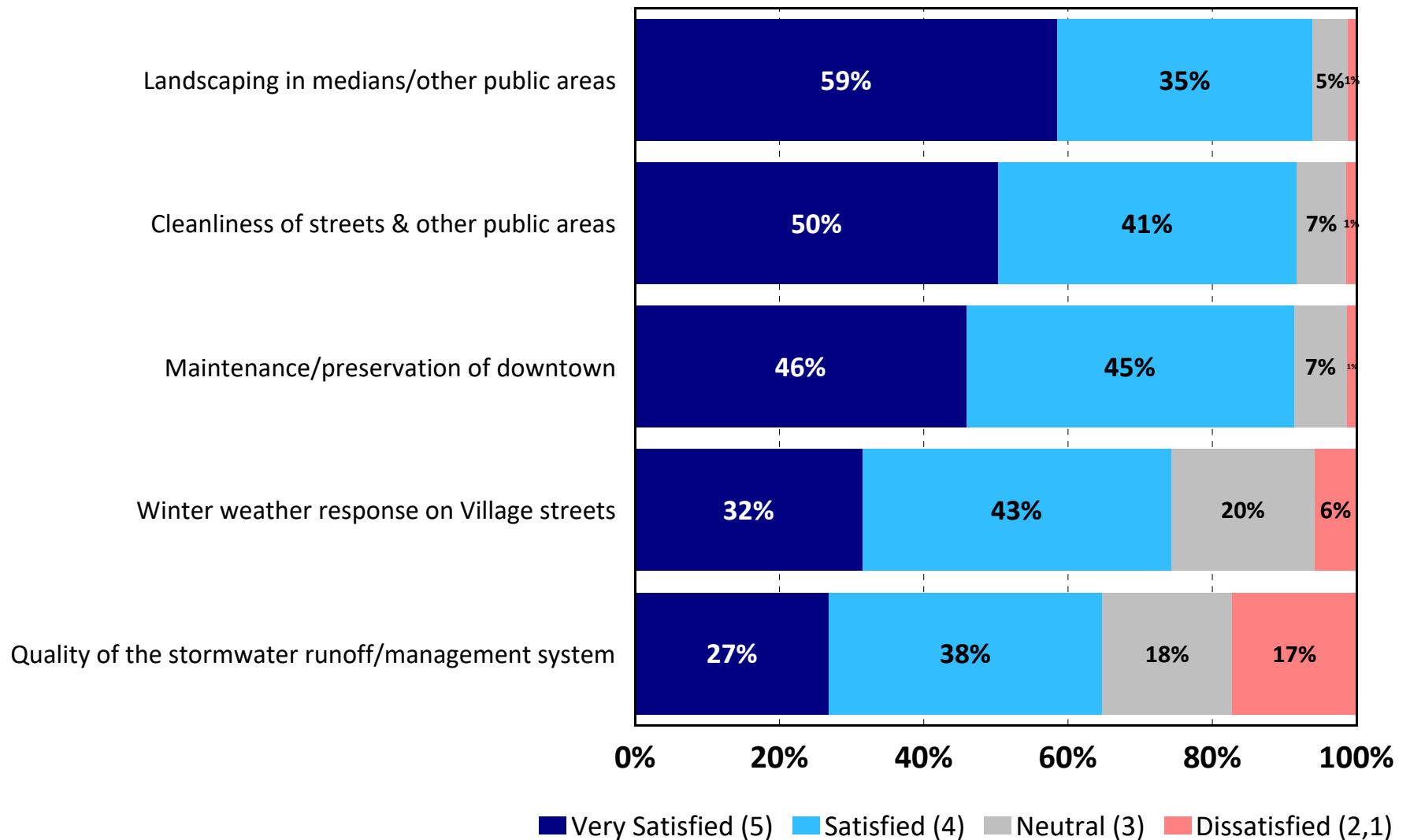
Q18. Which three of the Transportation Services items should receive the most emphasis from Village leaders over the next TWO Years?

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



Q19. Satisfaction with Public Services

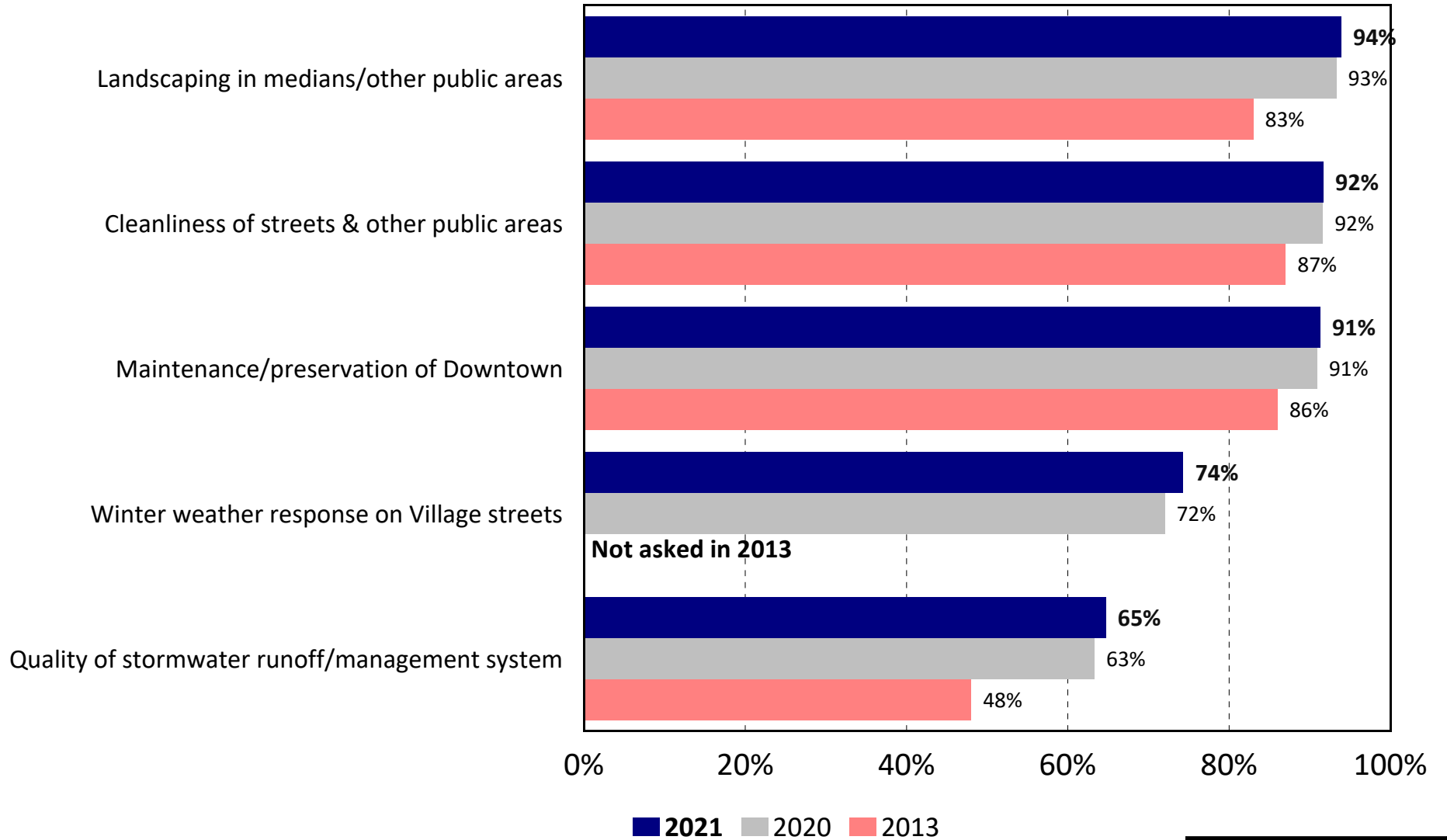
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q19. Satisfaction with Public Services

2021, 2020 & 2013

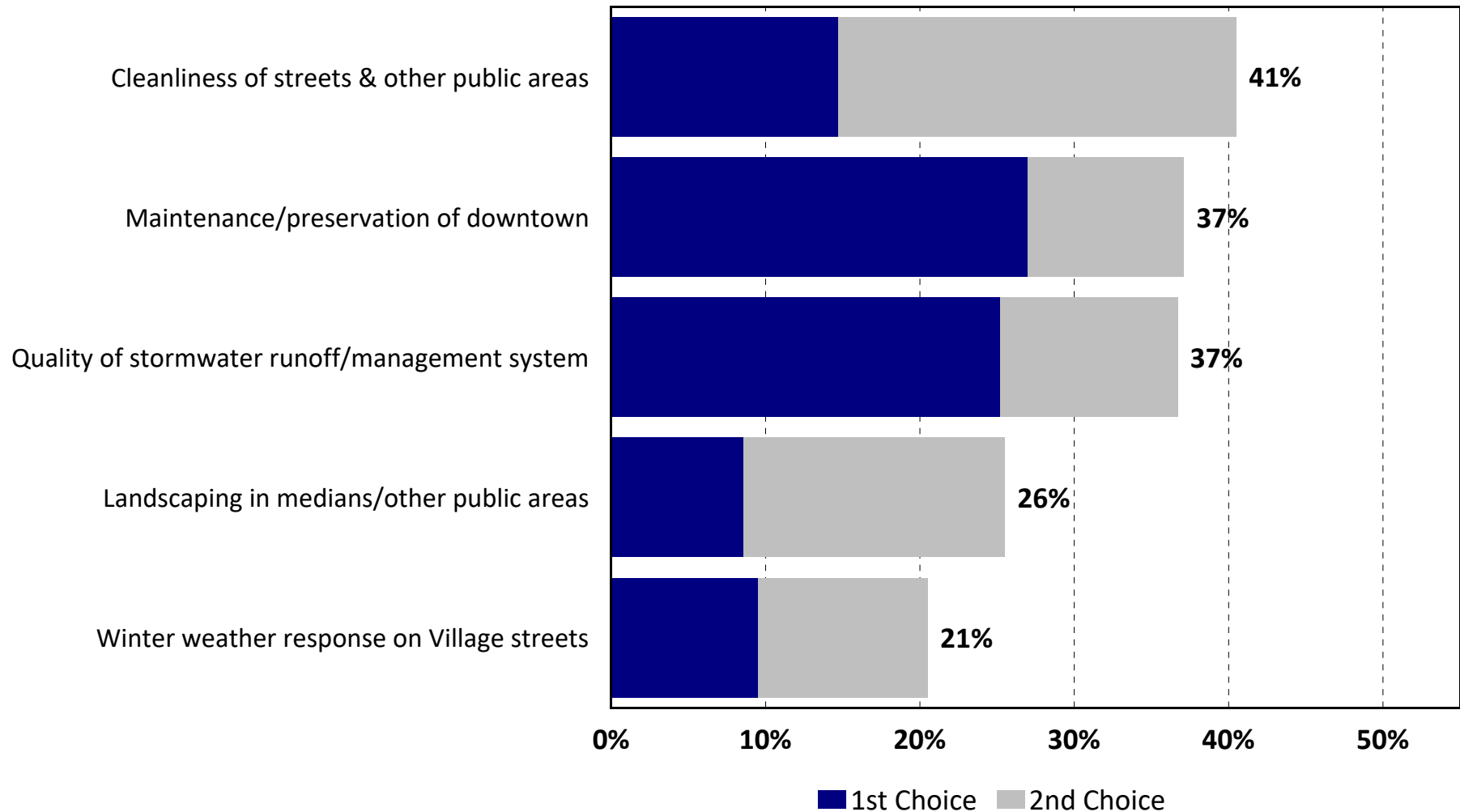
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")



TRENDS

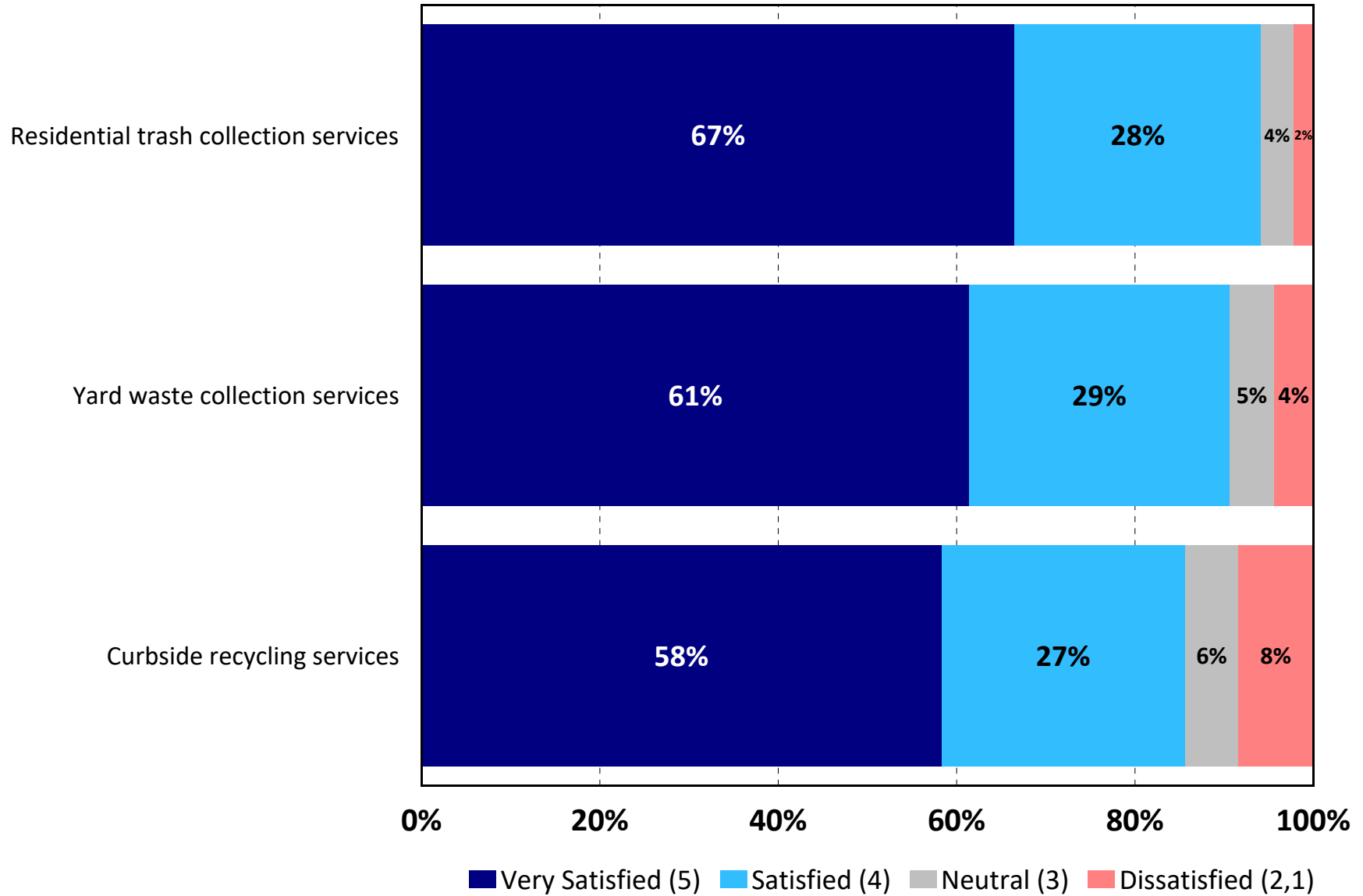
Q20. Which two of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

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



Q21. Satisfaction with Solid Waste Services

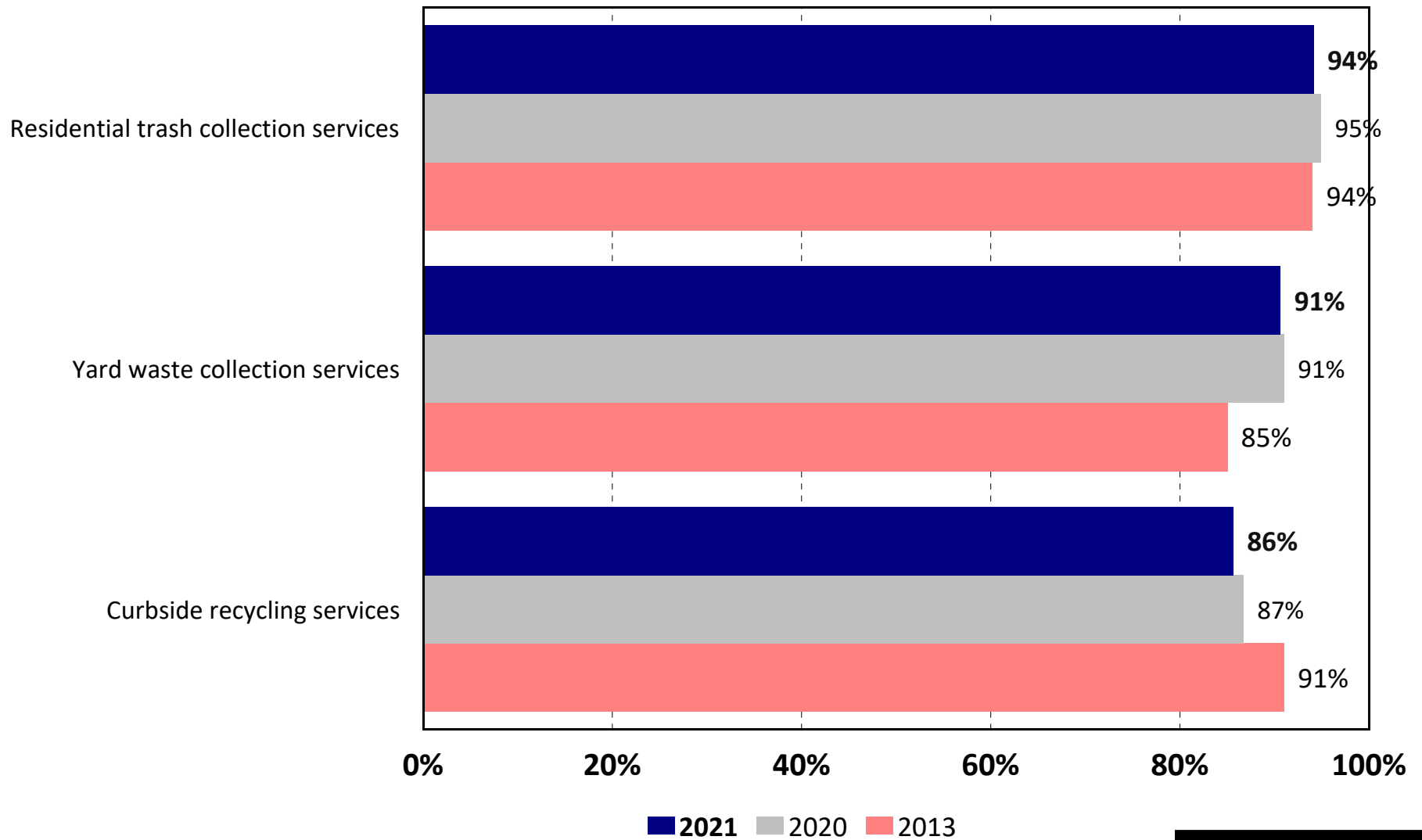
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Q21. Satisfaction with Solid Waste Services

2021, 2020 & 2013

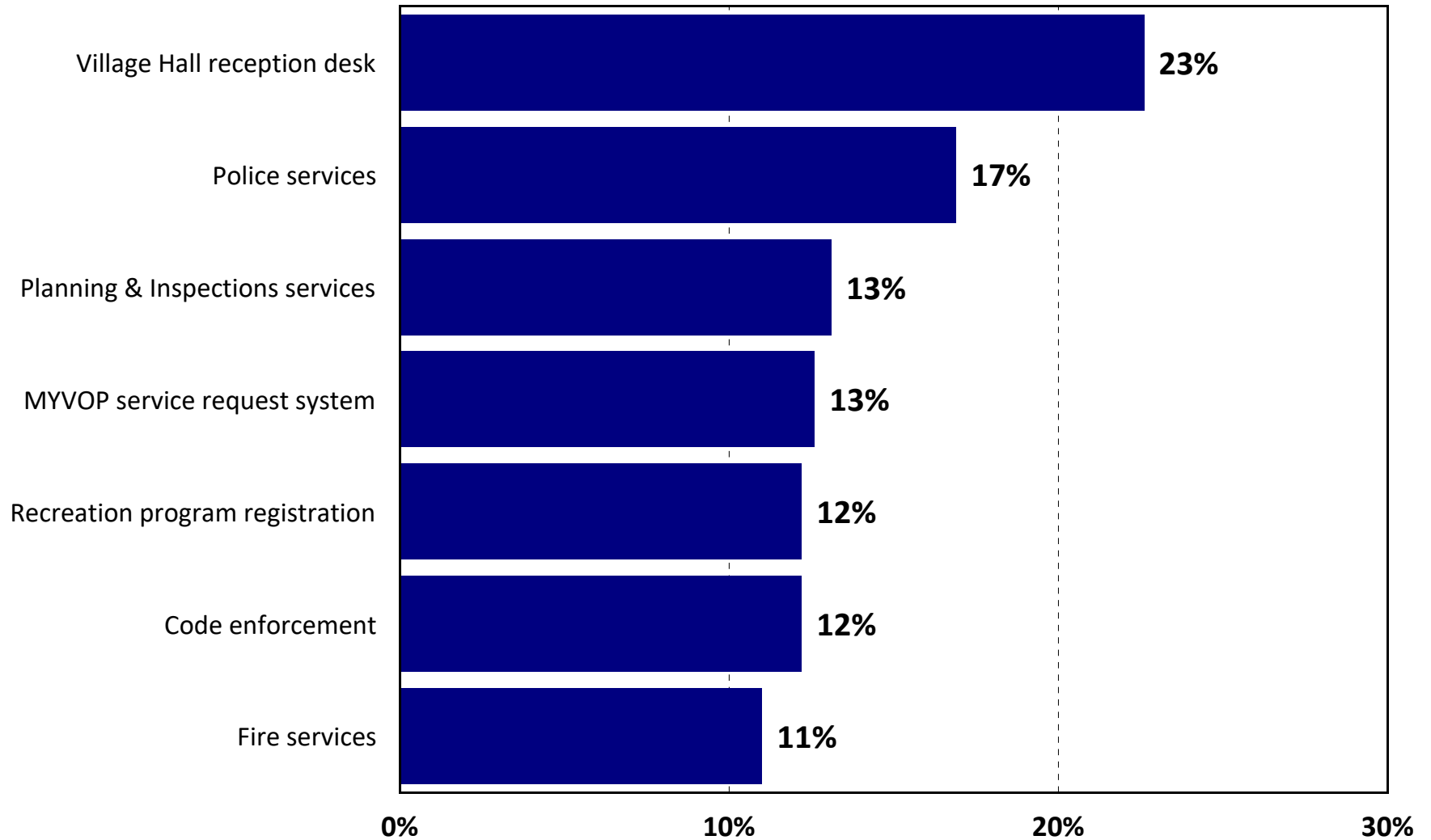
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

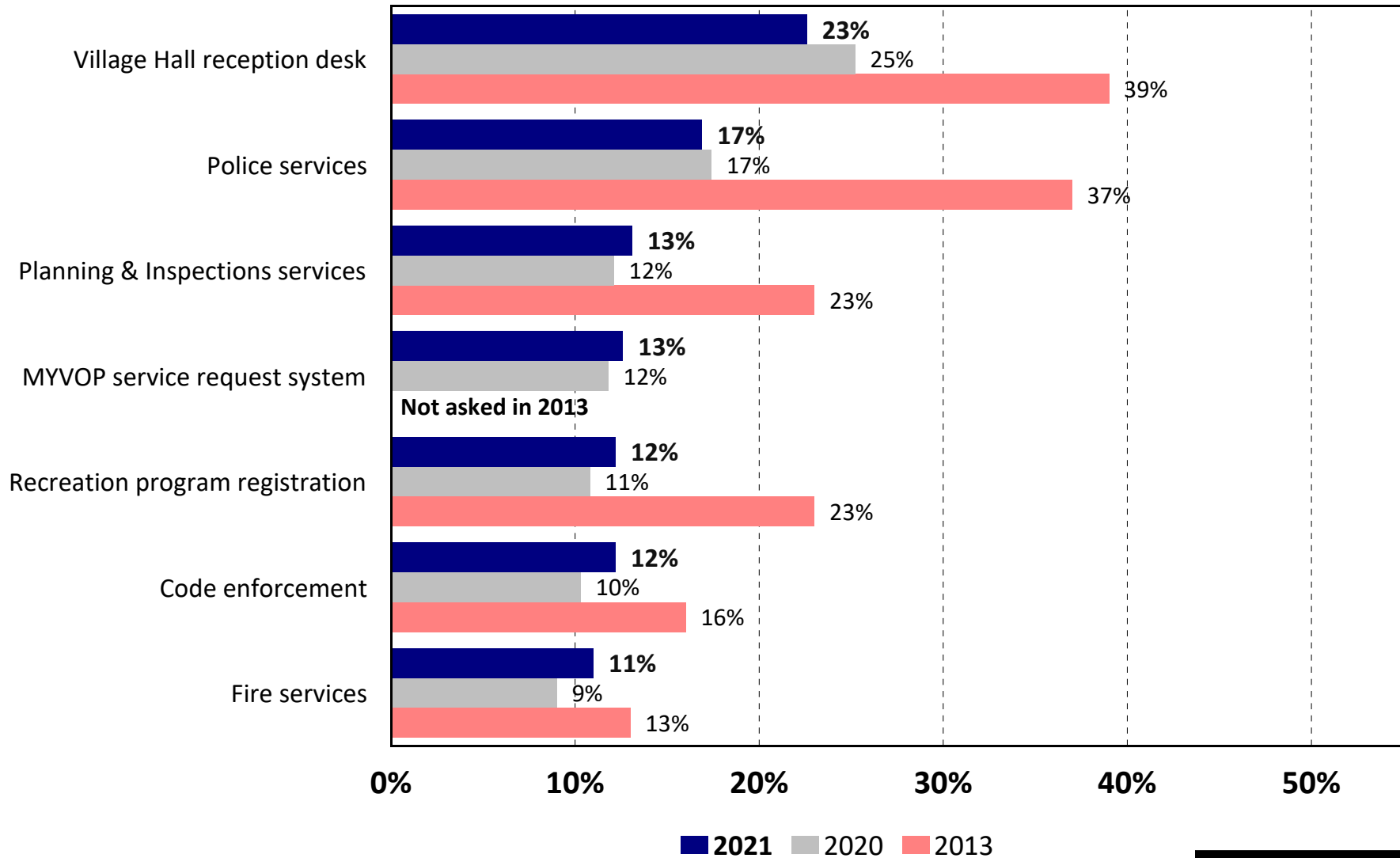
Q22[1]. Have you or other members of your household used these Village services and facilities during the past year?

by percentage of respondents who answered "yes"



Q22[1]. Households That Have Used Village Services and Facilities - 2021, 2020 & 2013

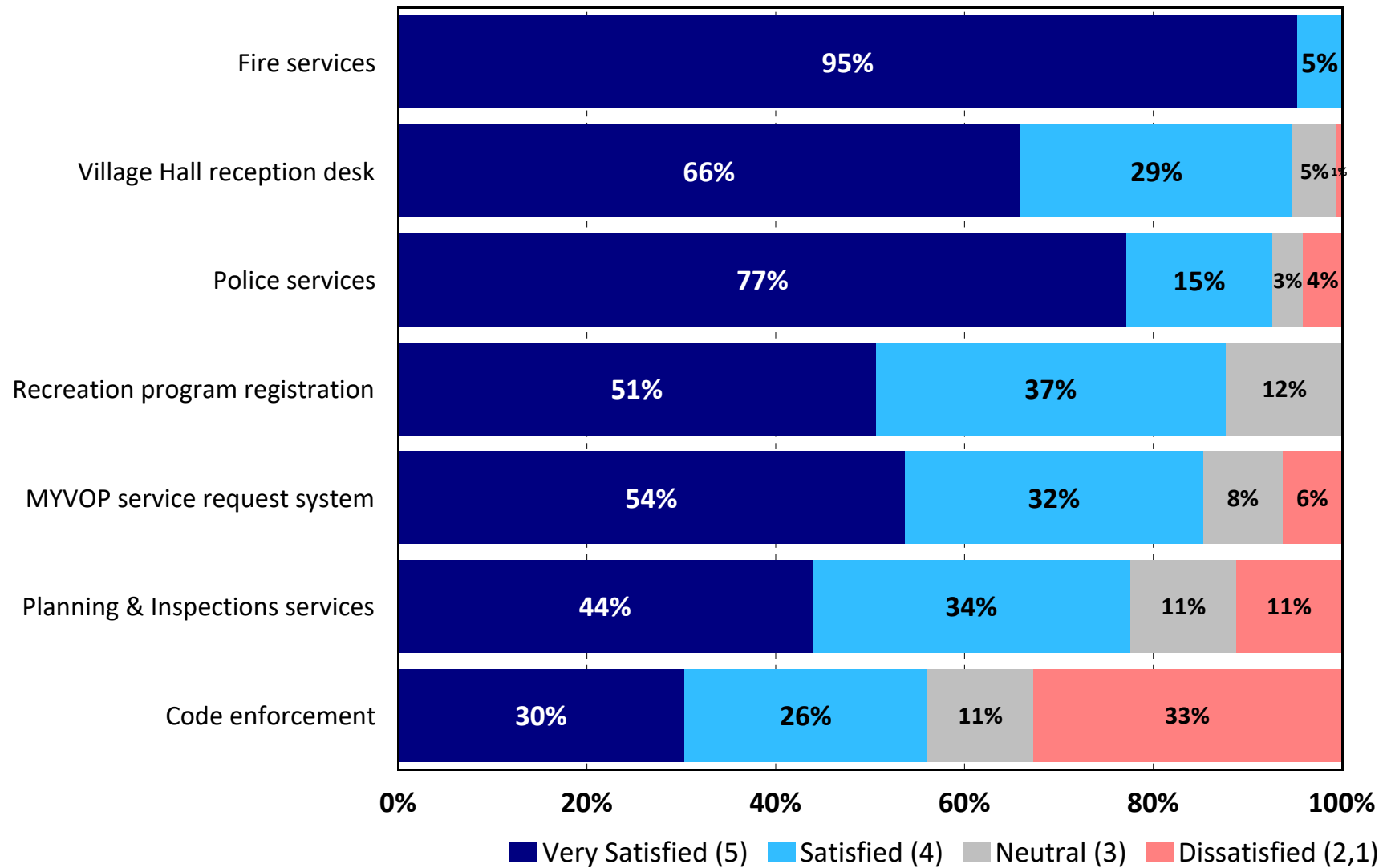
by percentage of respondents who answered "yes"



TRENDS

Q22[2]. Satisfaction with Village Services and Facilities That Households Have Used

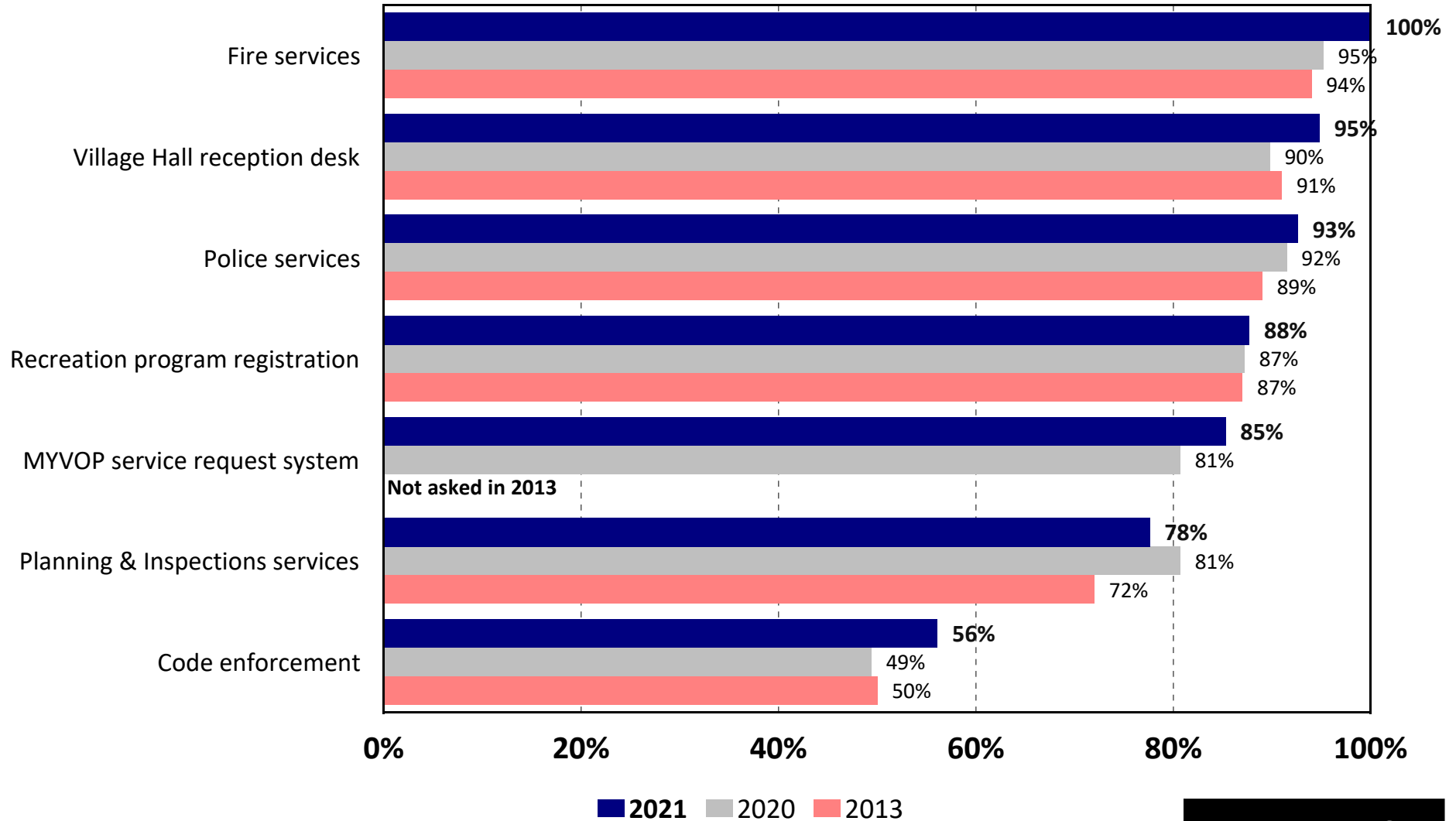
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q22[2]. Satisfaction With Village Services and Facilities

2021, 2020 & 2013

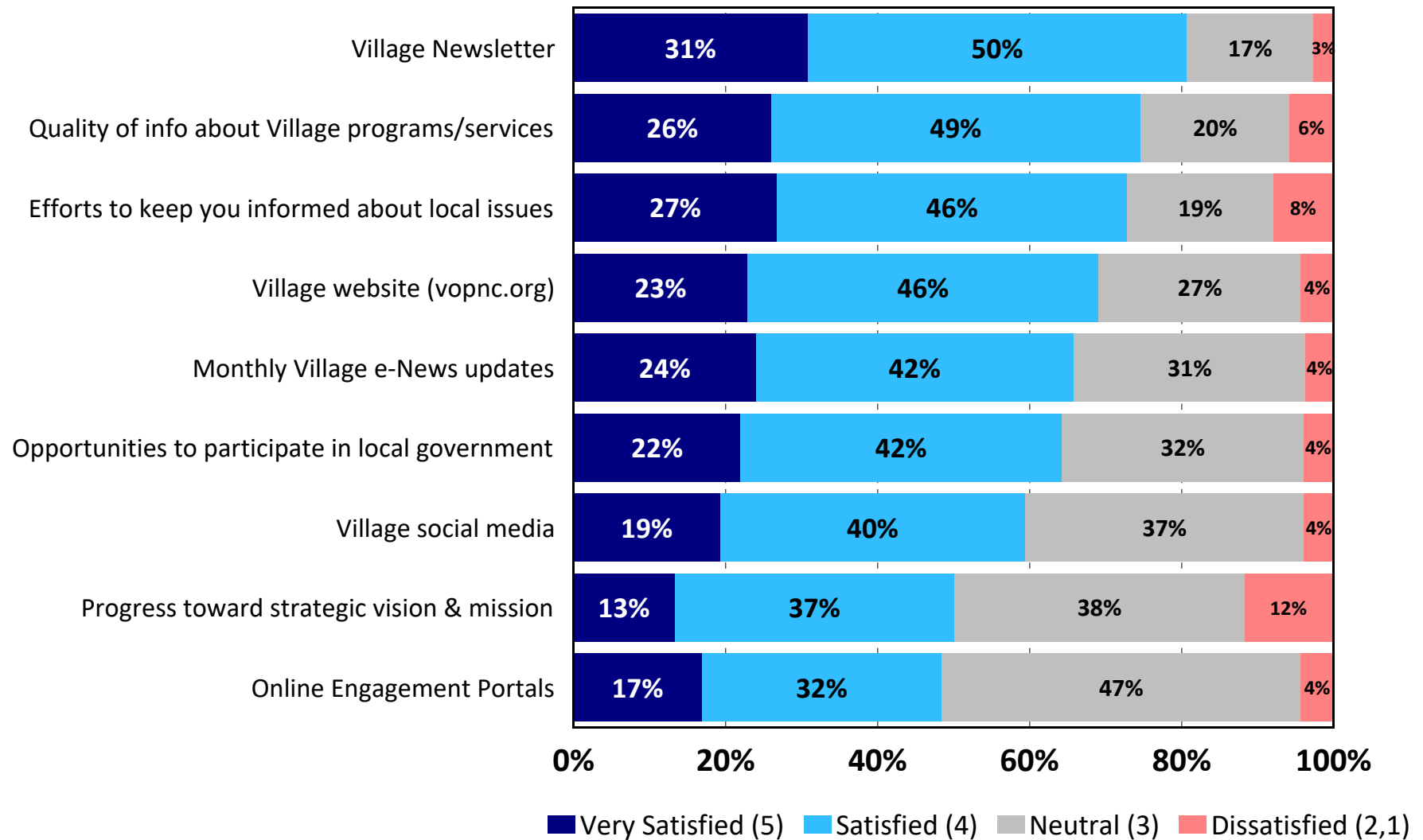
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

Q23. Satisfaction with Public Communication and Outreach

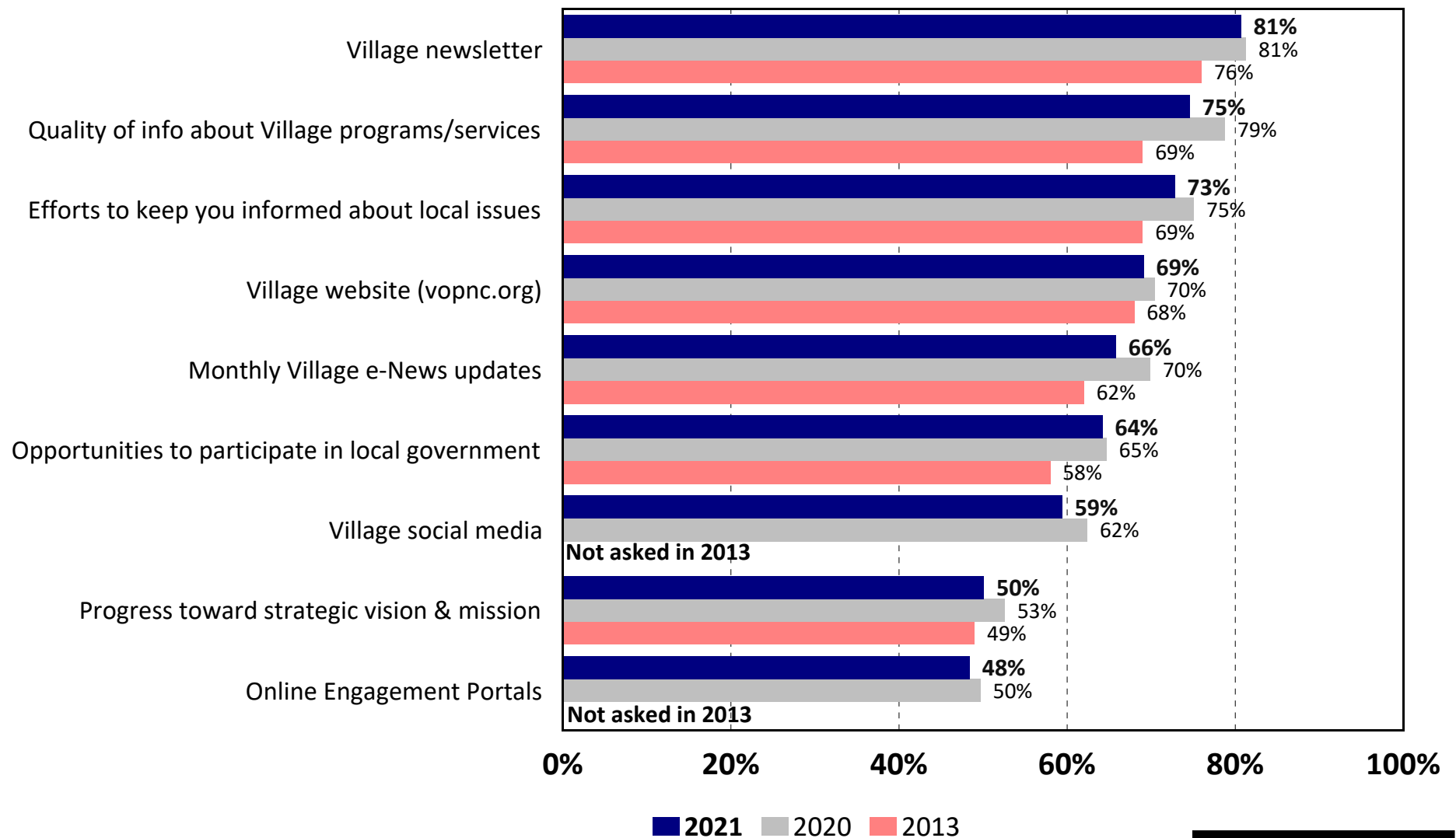
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q23. Satisfaction with Public Communication and Outreach

2021, 2020 & 2013

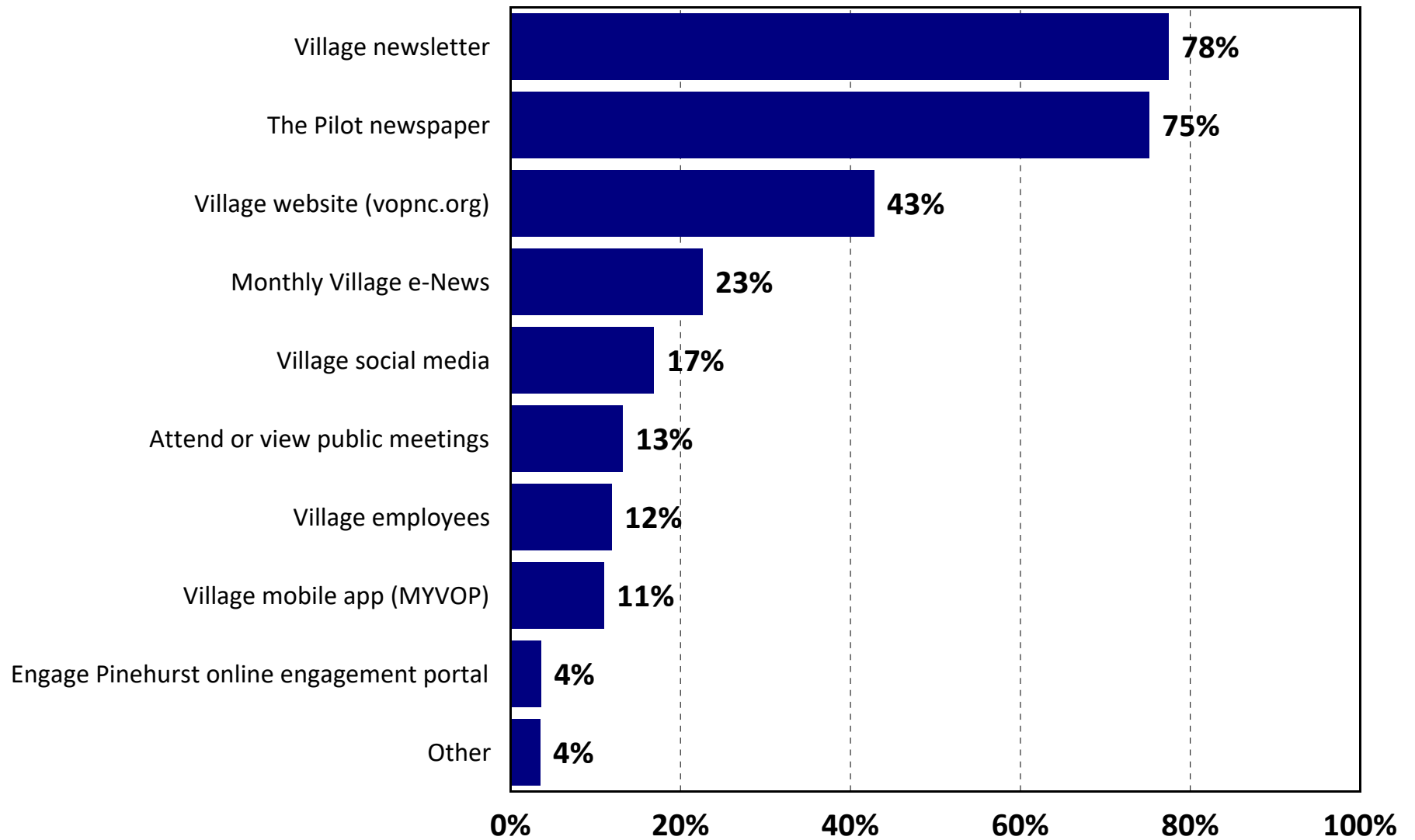
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

Q24. Which of the following do you use to get information about the Village of Pinehurst?

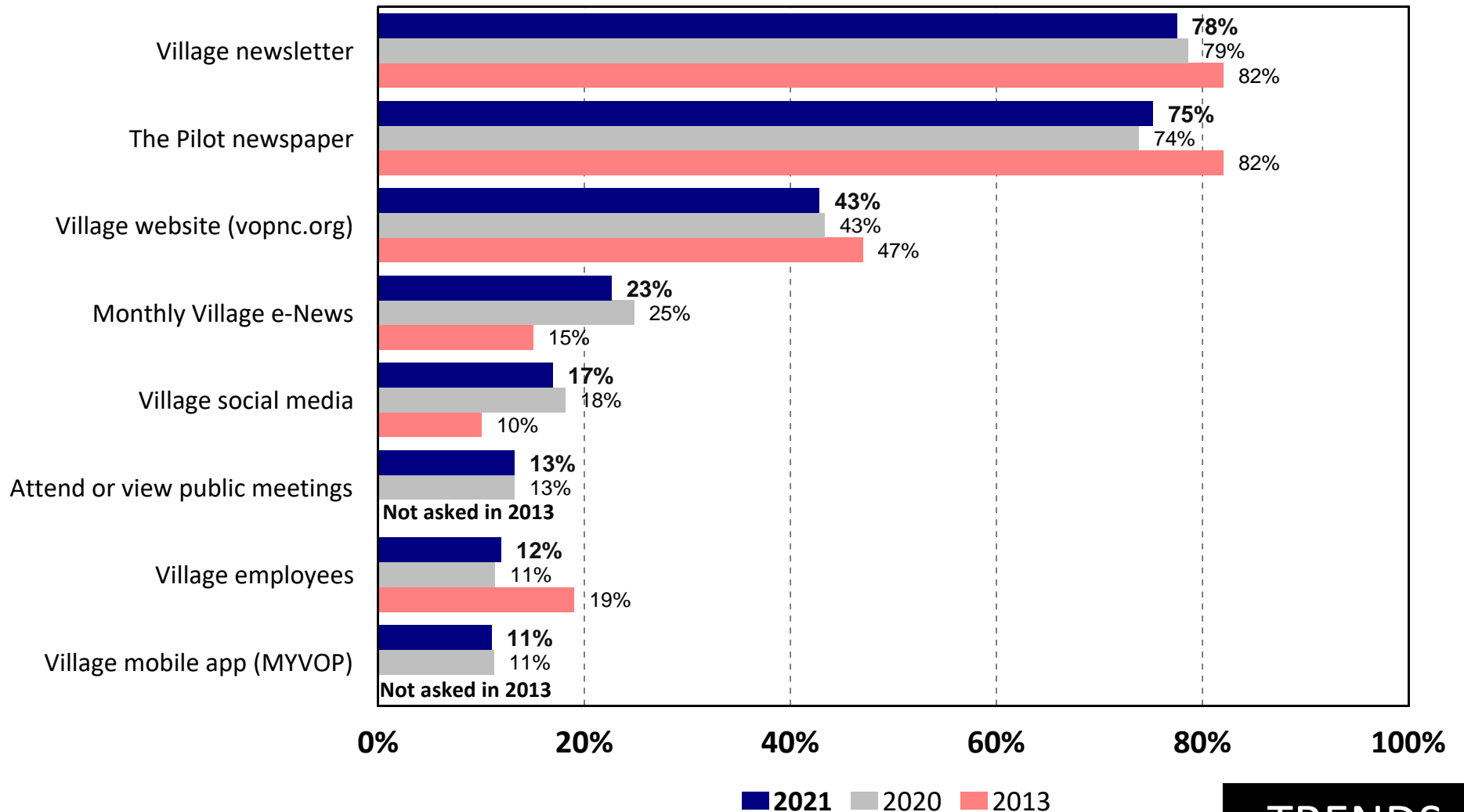
by percentage of respondents (multiple selections could be made)



Q24. Which of the following do you use to get information about the Village of Pinehurst?

2021, 2020 & 2013

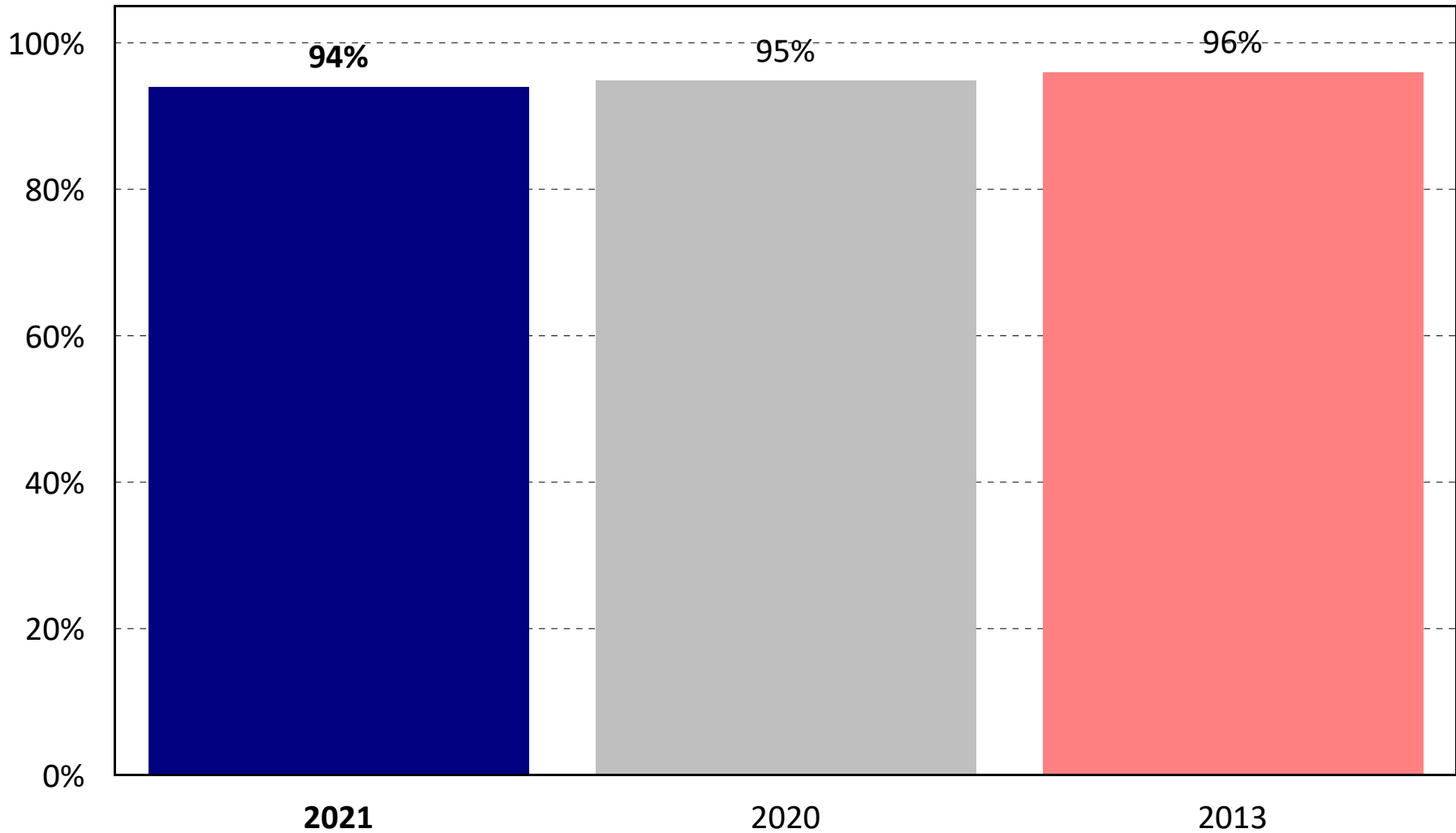
by percentage of respondents (multiple selections could be made)



TRENDS

Q25. How often do you read the Village Newsletter, which is mailed to all residents?

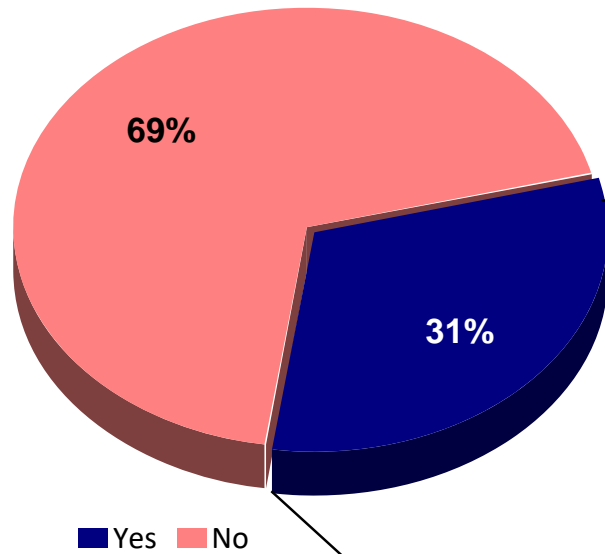
by percentage of respondents who answered “all the time” or “sometimes” (excluding “don’t know”)



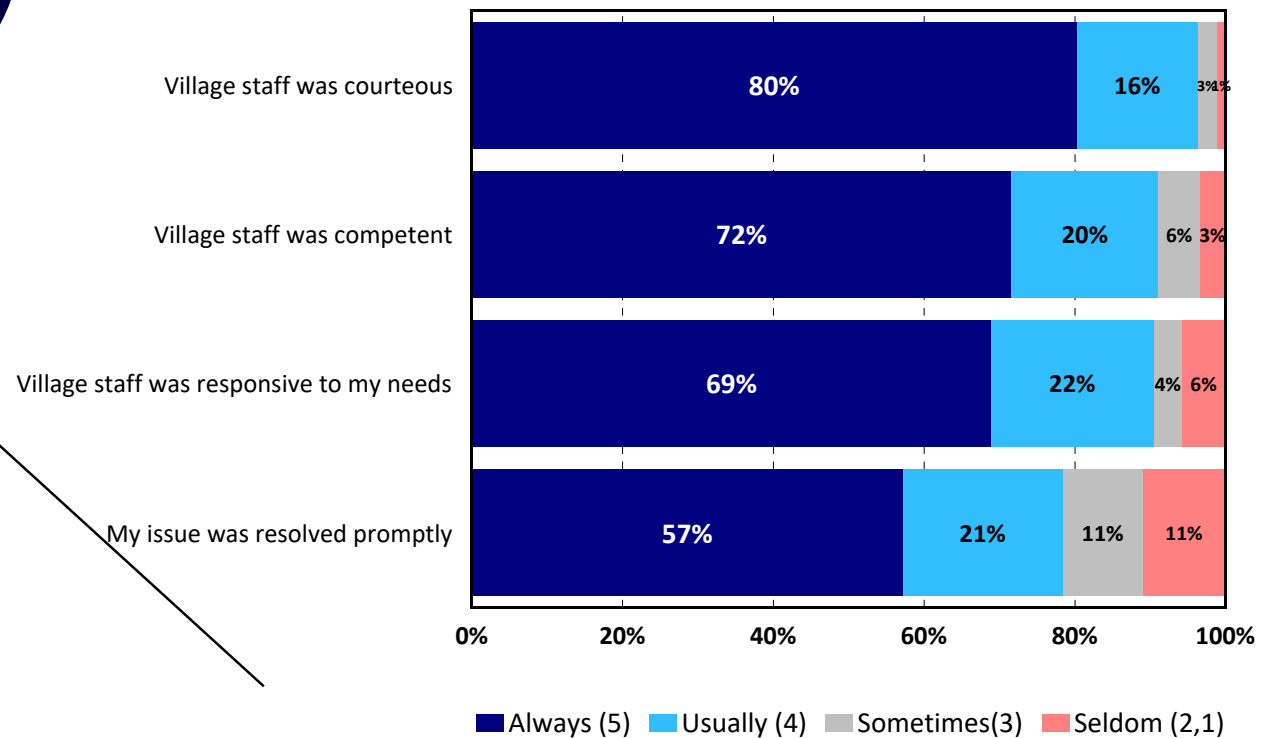
TRENDS

Q26. Have you contacted the Village during the past year?

by percentage of respondents

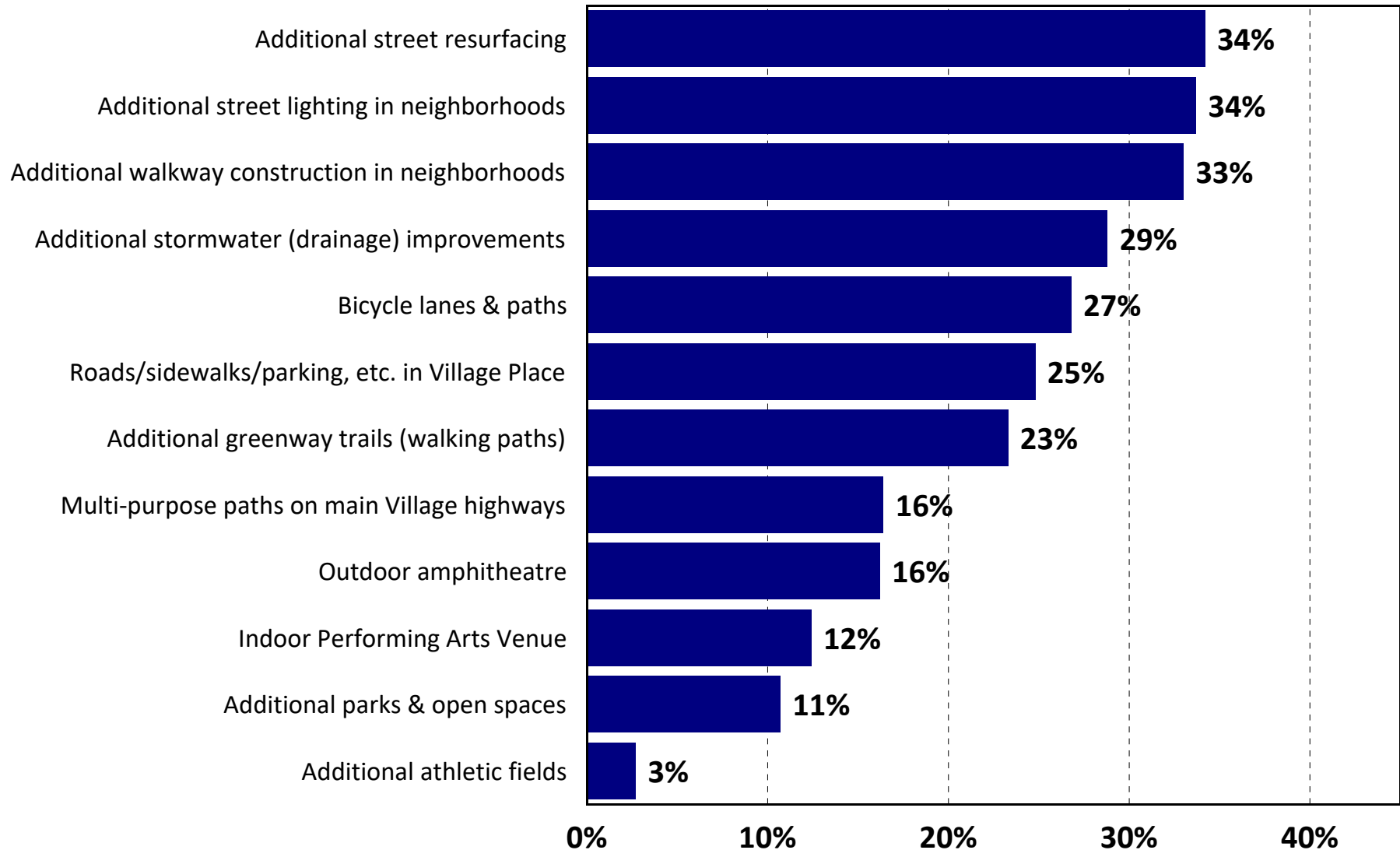


Q26a. Only if you have contacted the Village during the past year



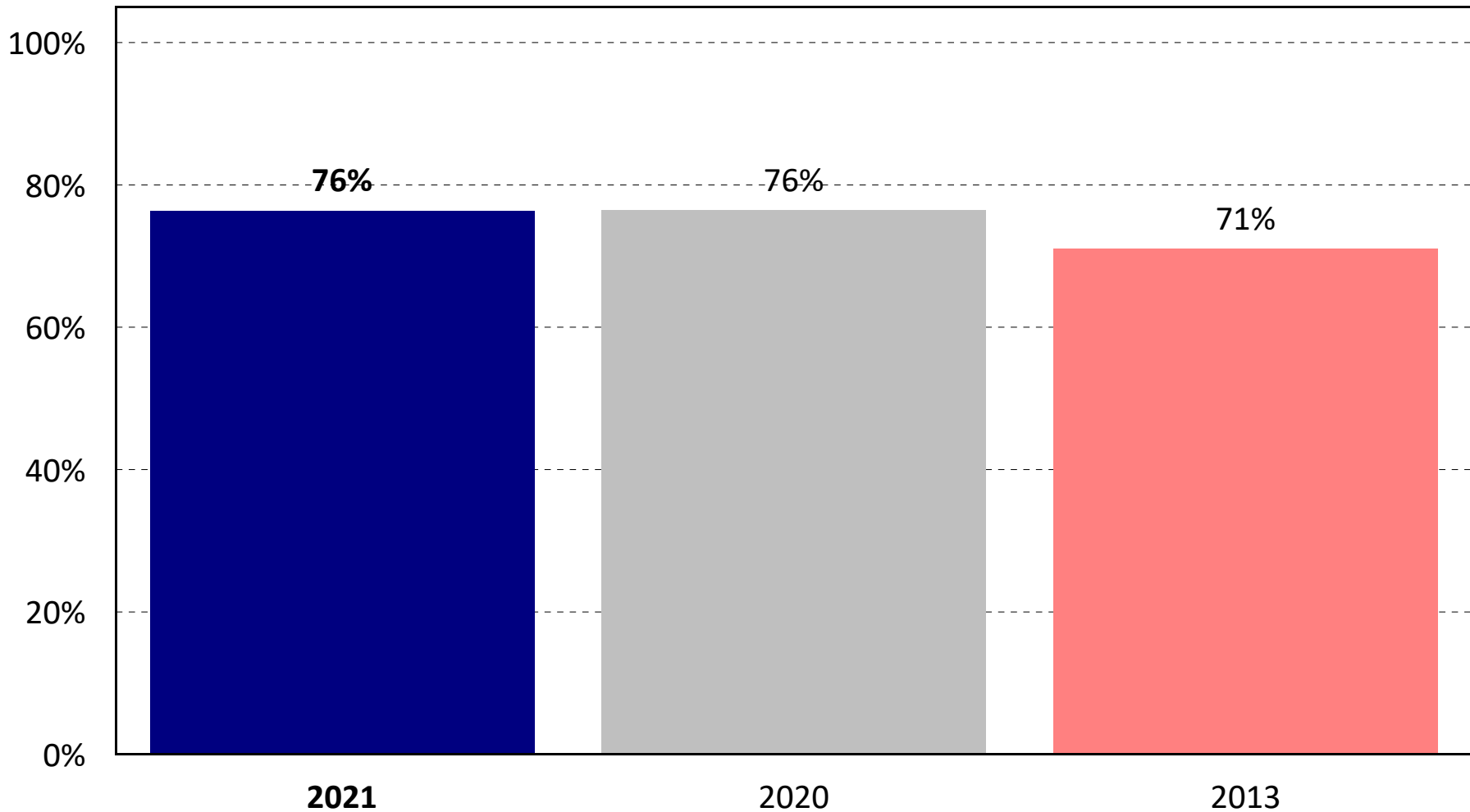
Q27. Community Improvements That Residents Feel Are Most Important

by percentage of respondents (3 selections could be made)



Q28. 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?

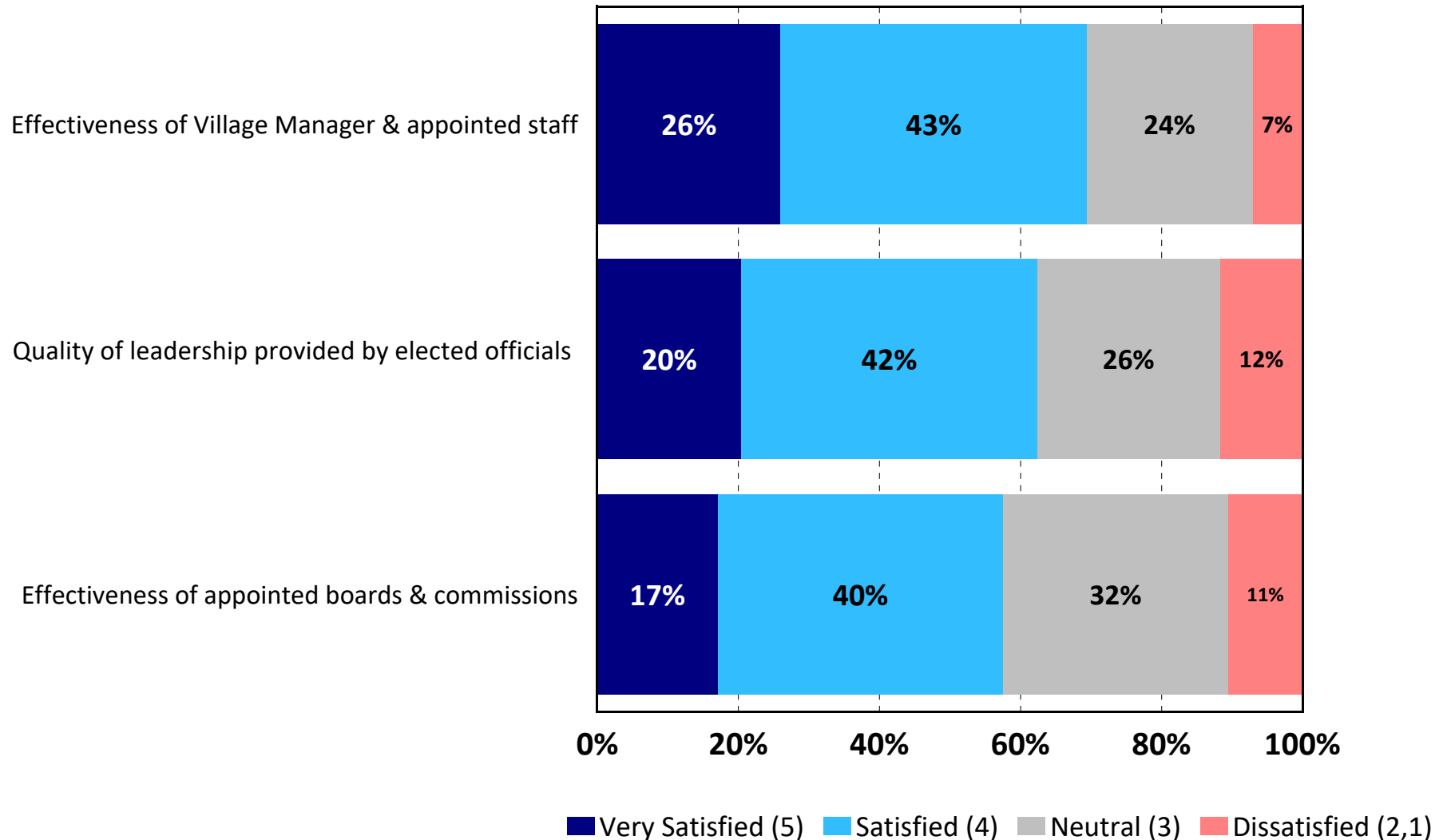
by percentage of respondents who answered "very satisfied" or "satisfied" (excluding "don't know")



TRENDS

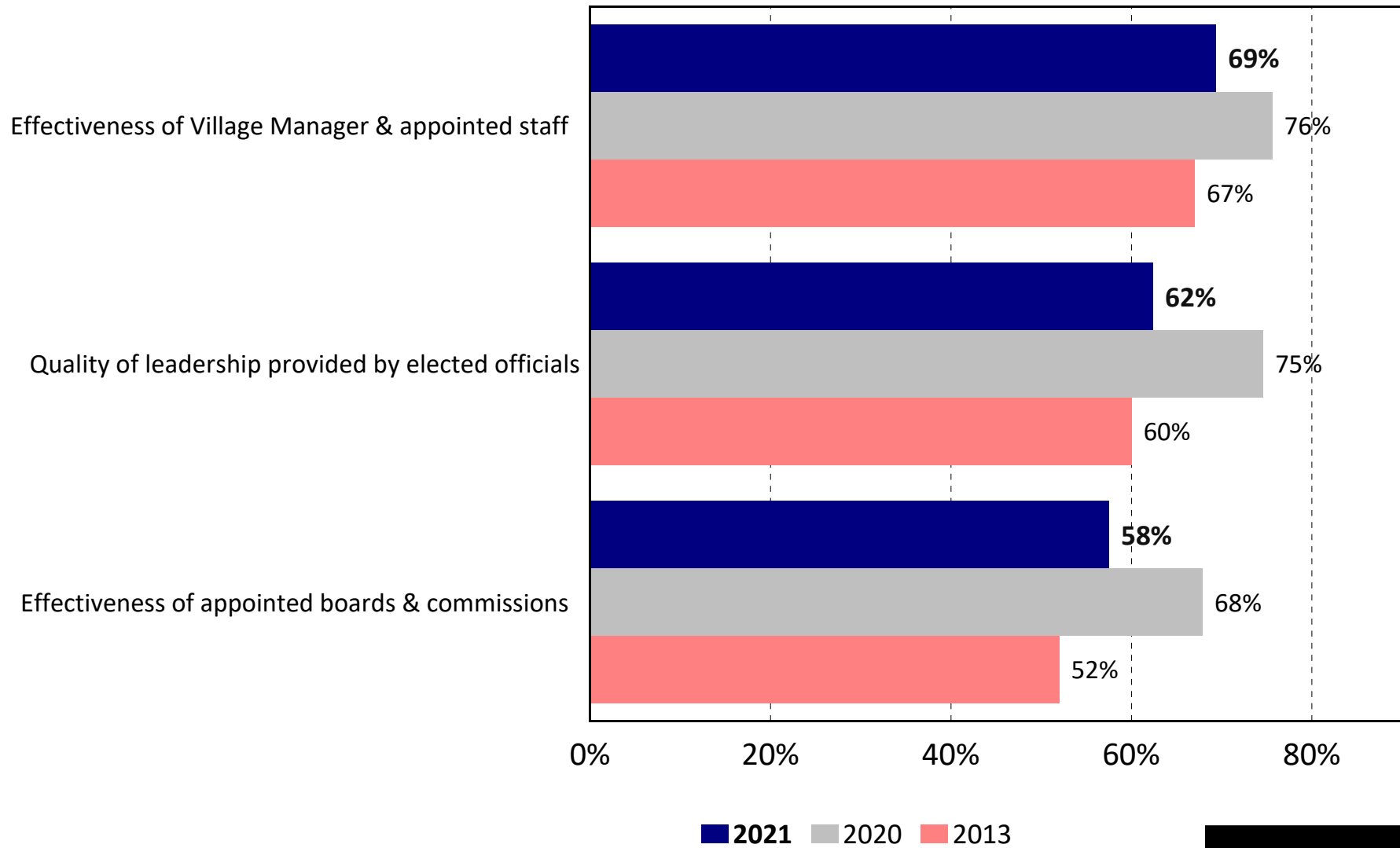
Q29. Please rate your satisfaction with the following aspects of Village leadership:

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



Q29. Satisfaction with Village Leadership 2021, 2020 & 2013

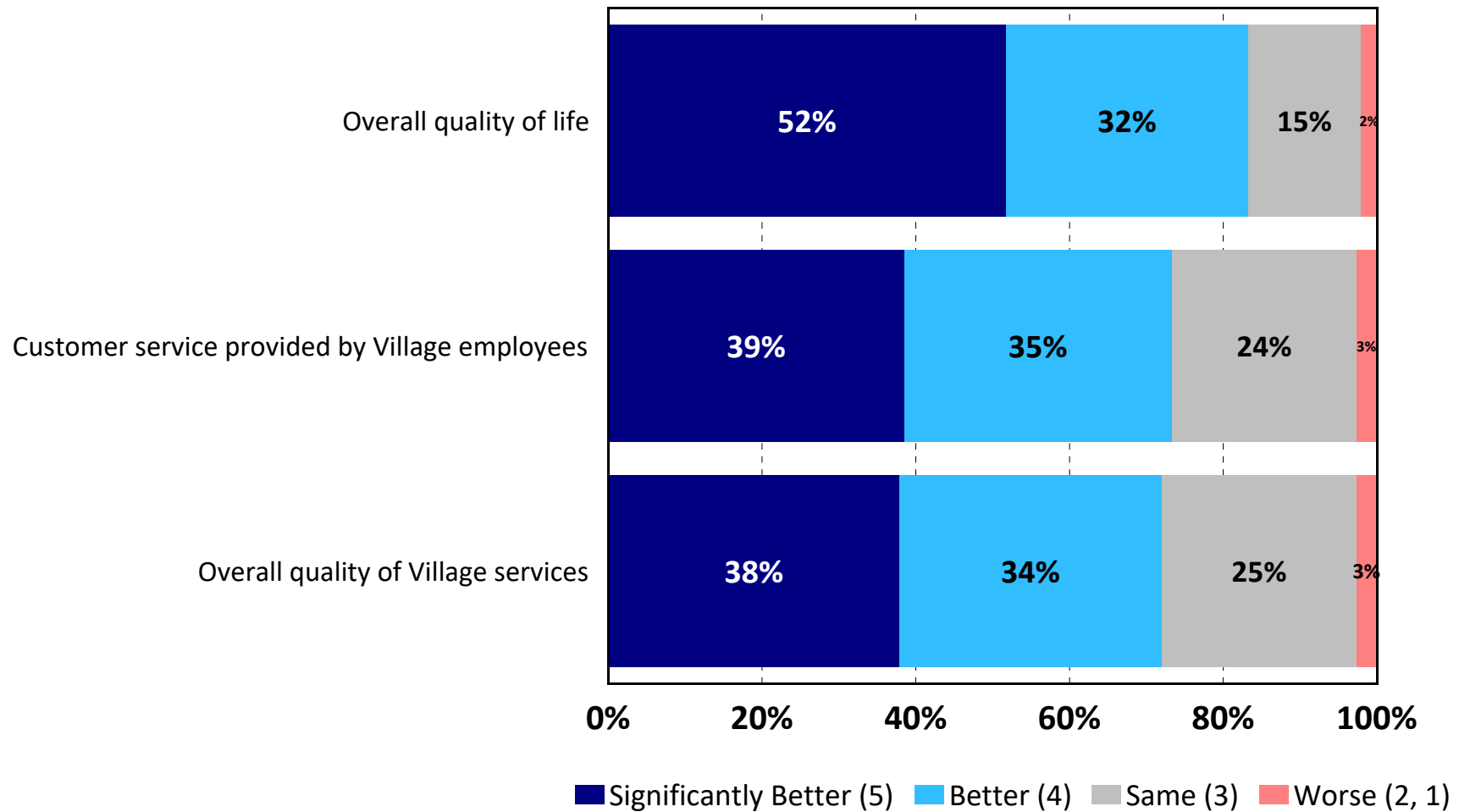
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

Q30. How would you rate your satisfaction with the following in Pinehurst compared to other places you have lived in the past?

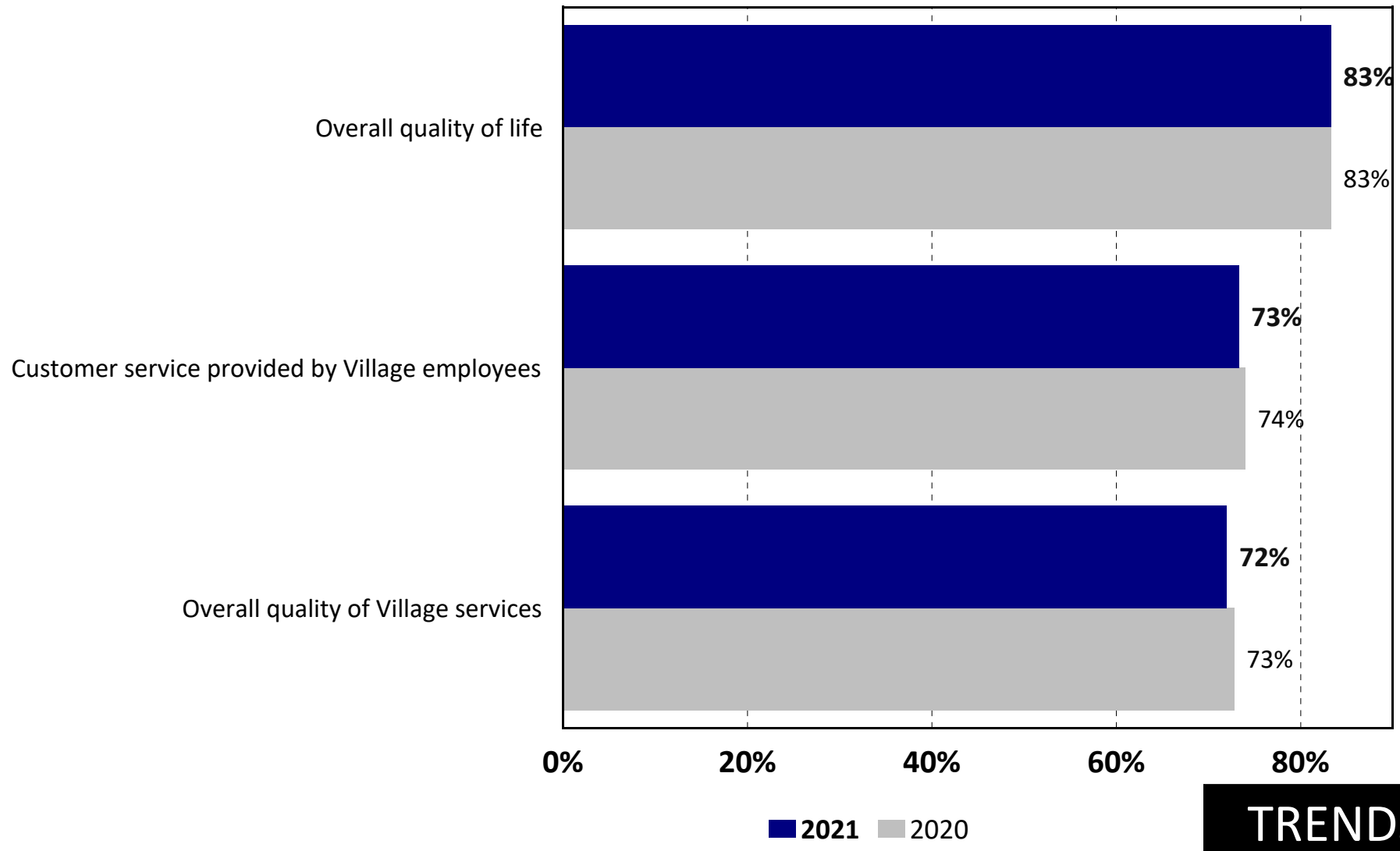
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q30. How would you rate your satisfaction with the following in Pinehurst compared to other places you have lived in the past?

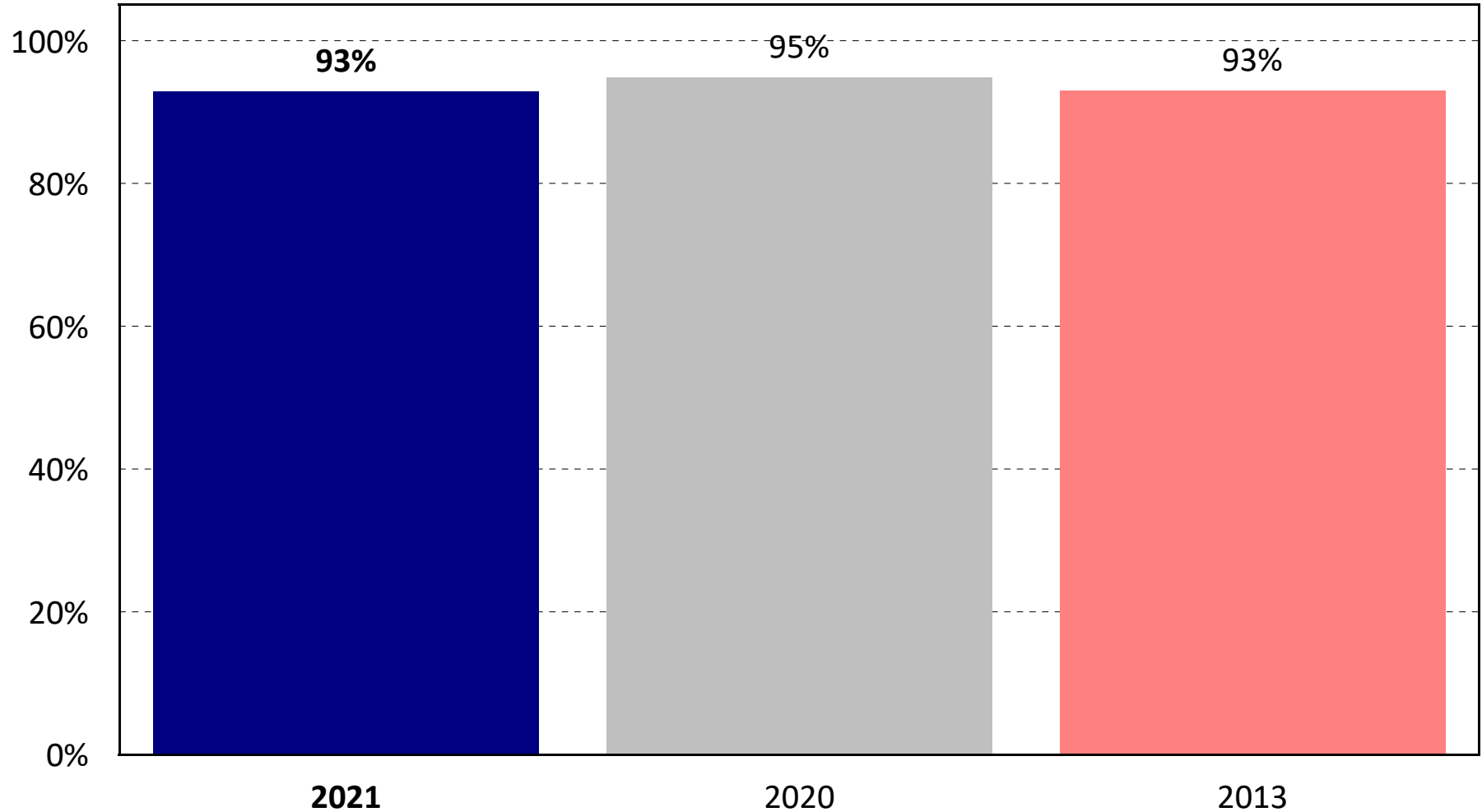
2021 vs. 2020

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



Q31. Would you recommend Pinehurst to others as a place to live?

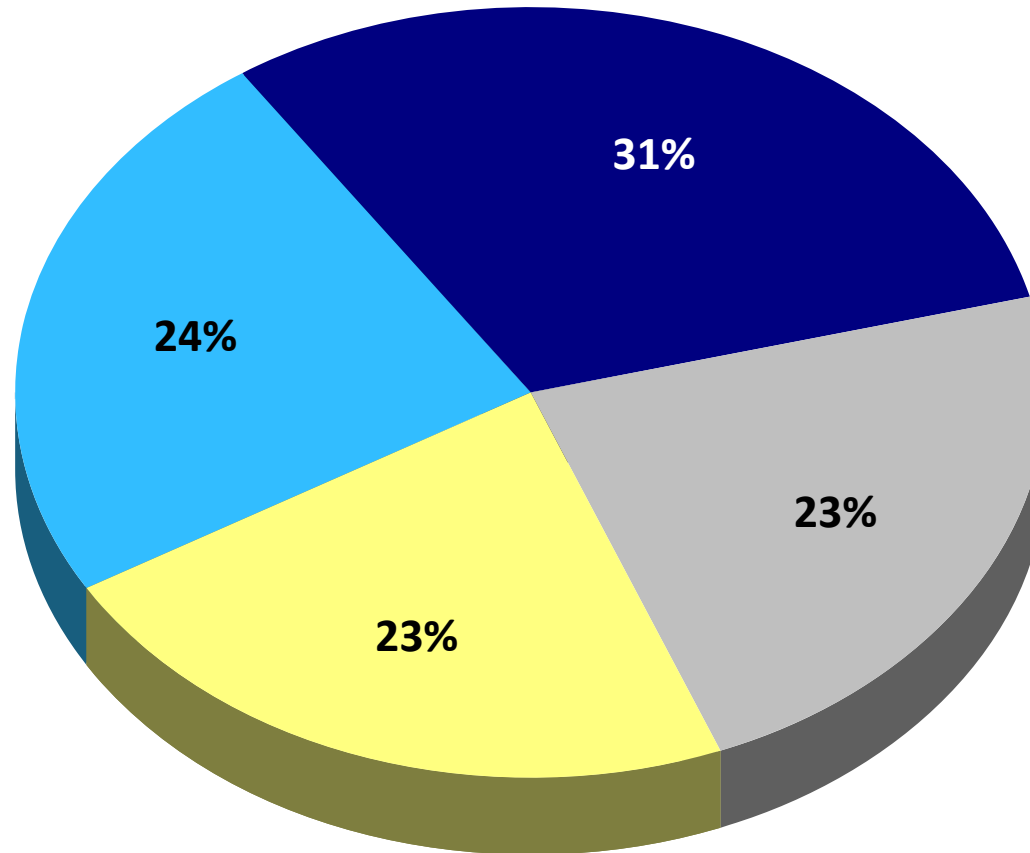
by percentage of respondents who answered "yes" (excluding "not provided")



TRENDS

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

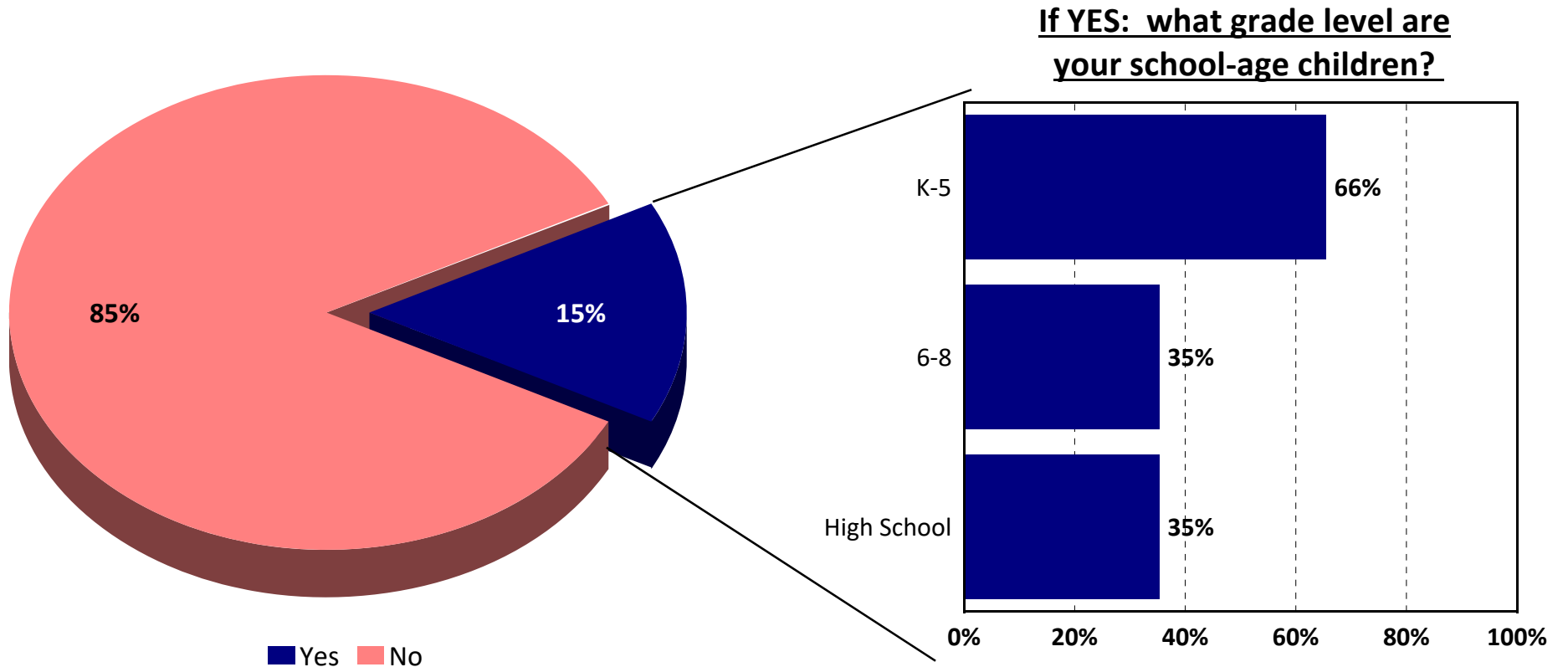
by percentage of respondents (excluding "not provided")



■ Less than 5 years ■ 5-10 years ■ 11-20 years ■ 20+ years

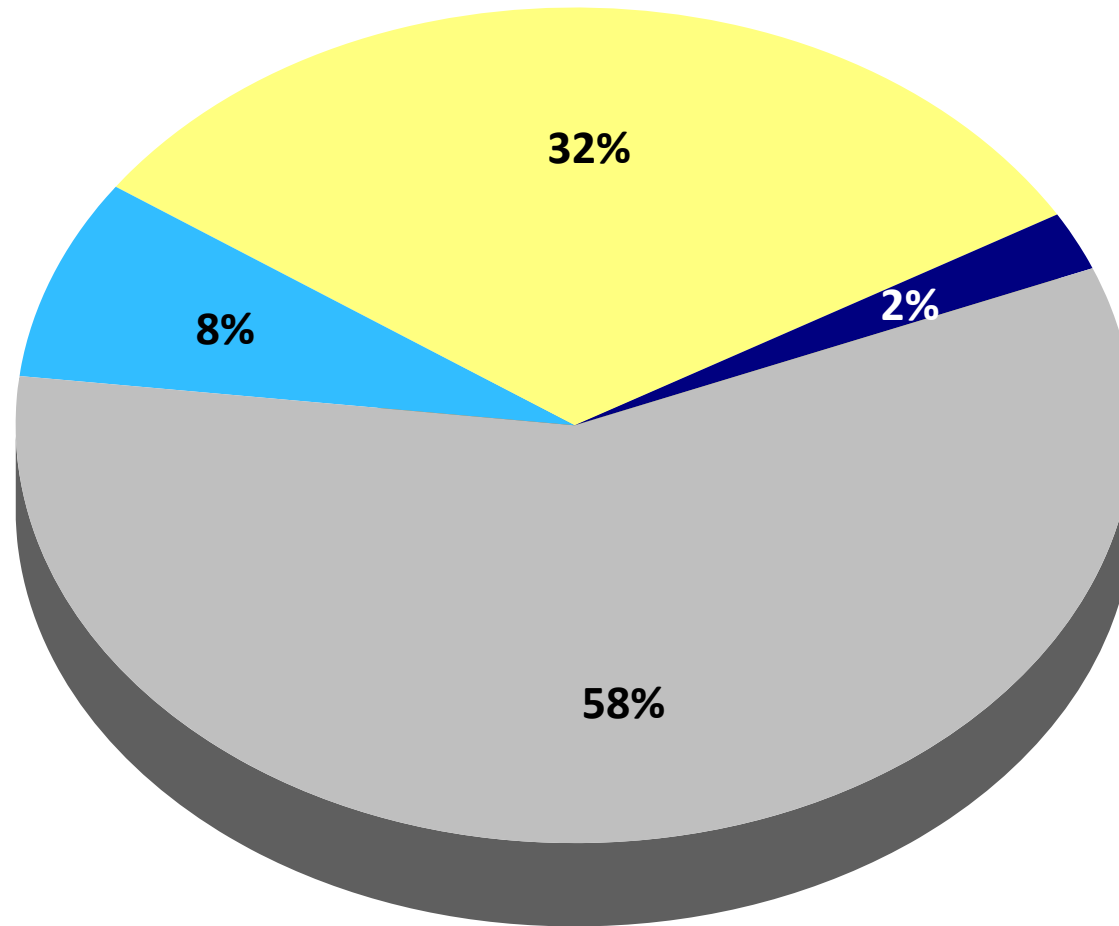
Demographics: Do you have school age children (grades K-12) living at home?

by percentage of respondents



Demographics: Current Employment Status

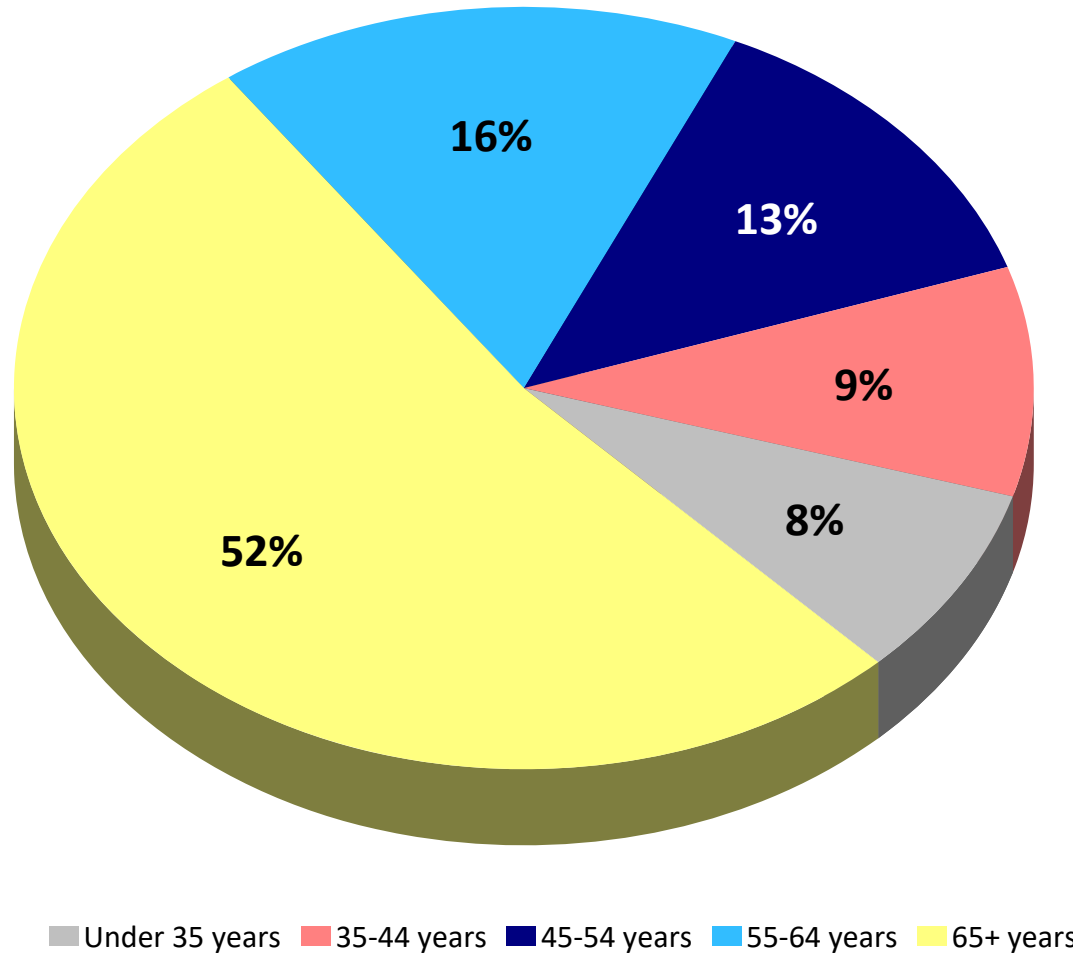
by percentage of respondents (excluding "not provided")



■ Employed outside home ■ Employed in home/have home-based business
■ Retired ■ Student/Not currently employed

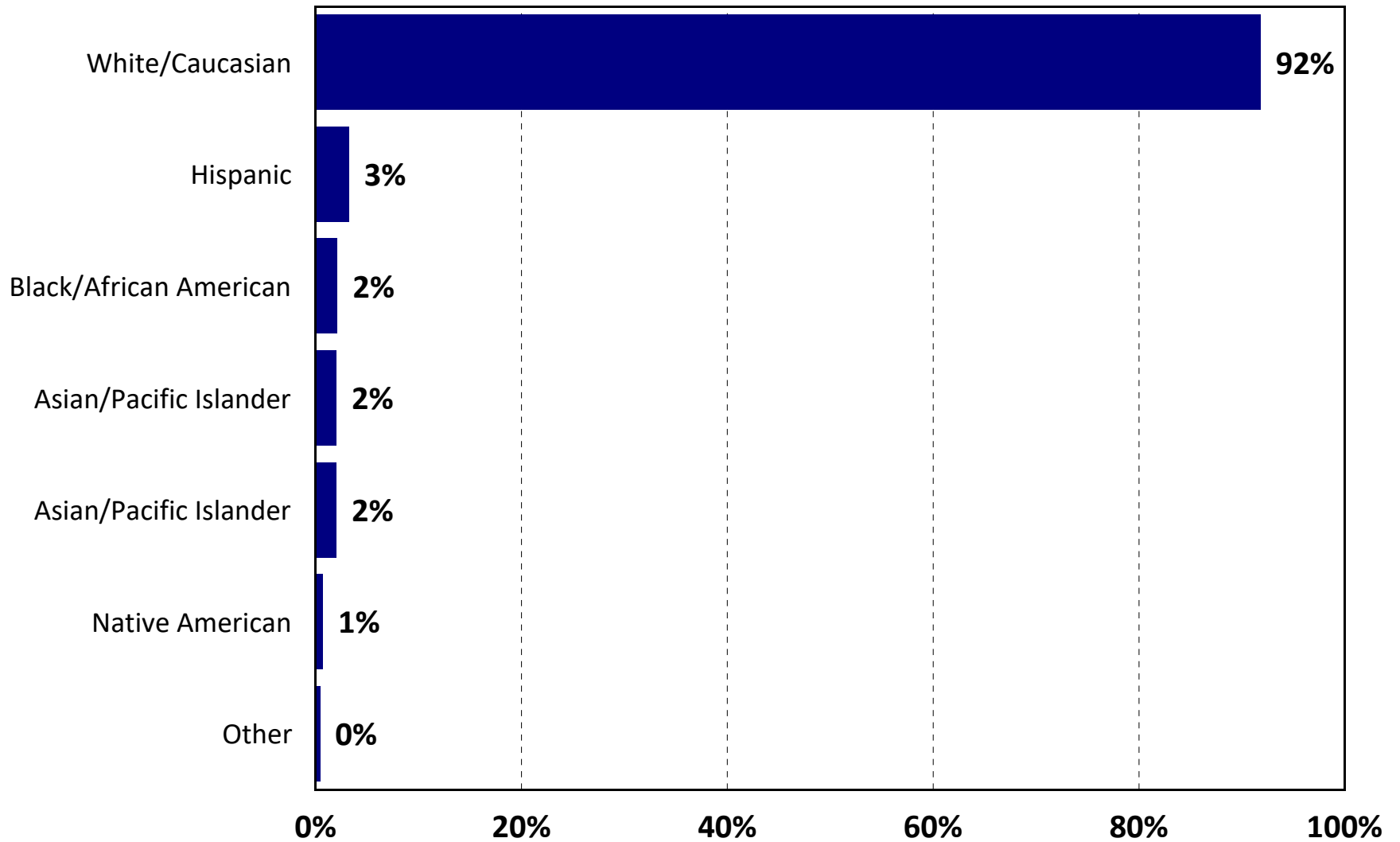
Demographics: Age of Respondents

by percentage of respondents (excluding "not provided")



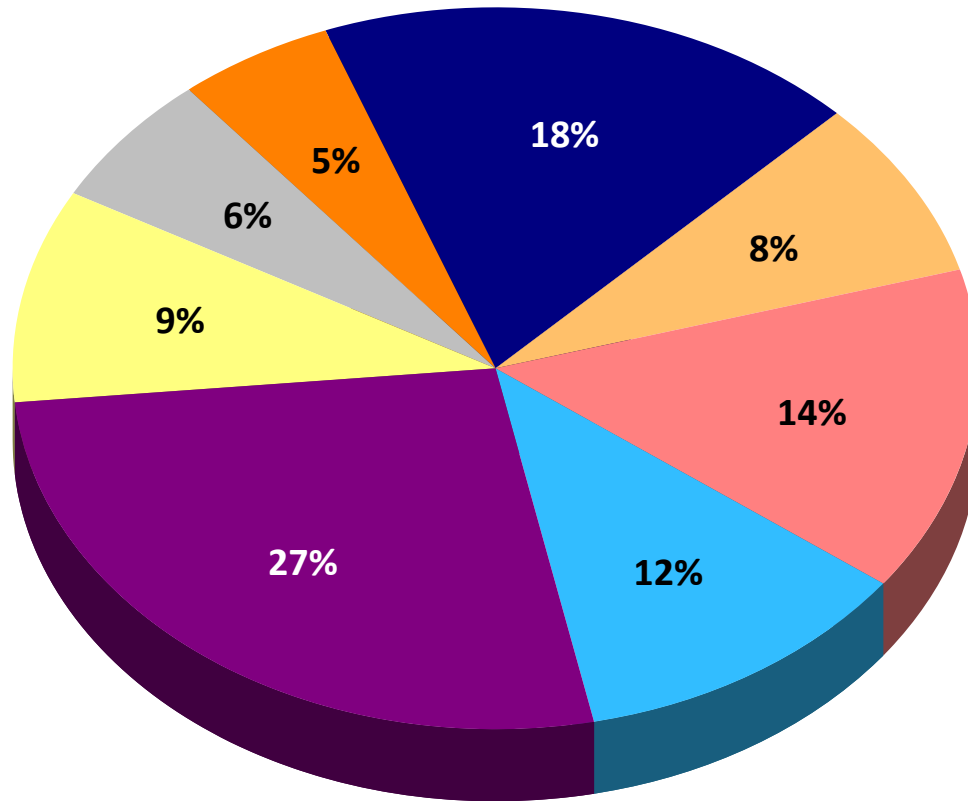
Demographics: Which of the following best describes your race?

by percentage of respondents (multiple selections could be made)



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

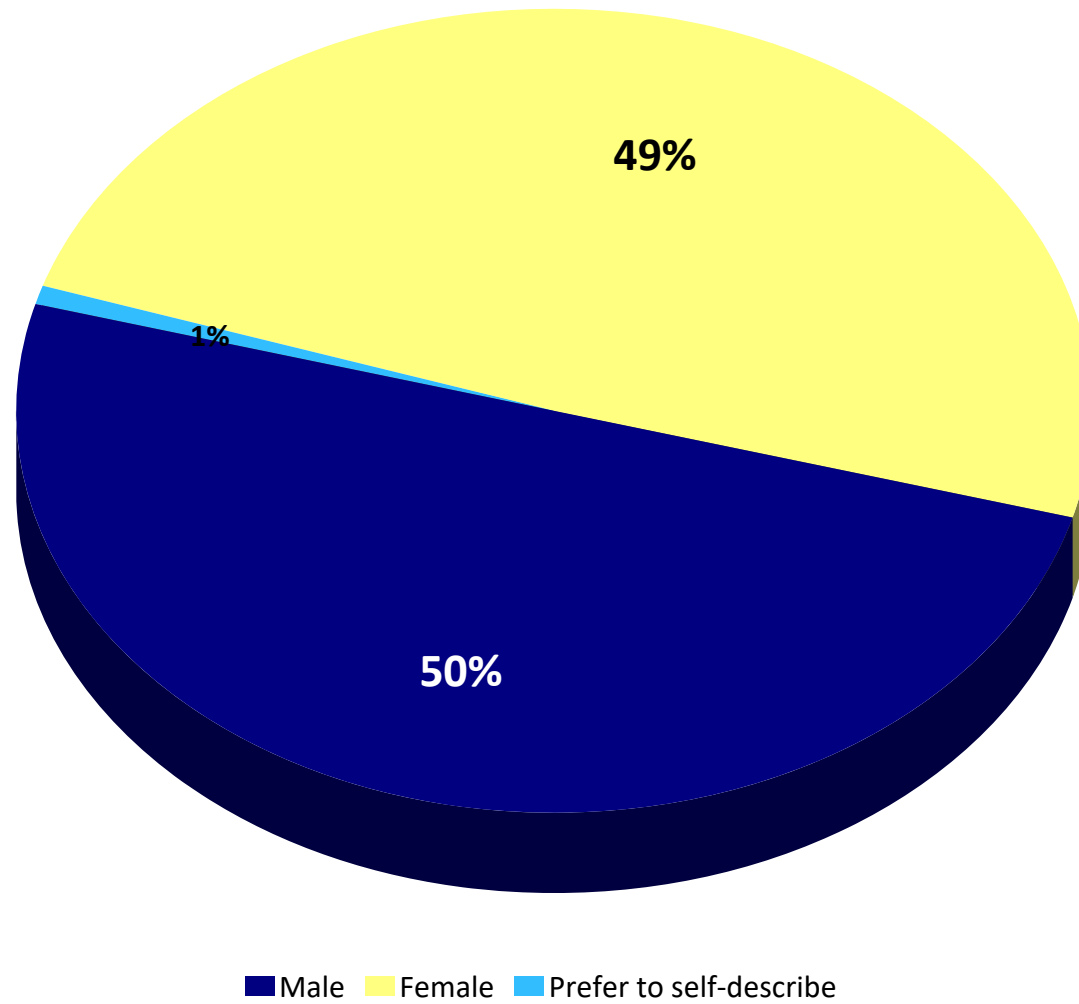
by percentage of respondents (excluding "not provided")



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

Demographics: Gender

by percentage of respondents (excluding “not provided”)



0.1% of respondents selected “Non-Binary/Third Gender”



2

Benchmarking Analysis

Benchmarking Analysis



Overview

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 500 communities in 50 states. Most participating communities 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 2020 to a random sample of more than 5,000 residents across the United States, (2) a regional survey administered during the summer of 2020 to a random sample of over 400 residents in the Atlantic Region of the United States; the Atlantic Region includes the states of North Carolina, Virginia, West Virginia, Maryland, Delaware, and the District of Columbia, and (3) from individual surveys that were administered in 25 communities with populations of fewer than 30,000 residents between January 2020 and August 2021. The averages shown in the performance range charts is the average rating of the 25 communities listed below:

- Belton, Missouri
- Buchanan, Wisconsin
- Clayton, Missouri
- Dickinson, Texas
- Edgerton, Kansas
- Fruita, Colorado
- Gladstone, Missouri
- Harrisonville, Missouri
- Johnston, Iowa
- Key Biscayne, Florida
- Kirkwood, Missouri
- Lebanon, Missouri
- Merriam, Kansas
- Mission, Kansas
- New Fairview, Texas
- North Kansas City, Missouri
- Perryville, Missouri
- Port Washington, Wisconsin
- Raymore, Missouri
- Richmond, Missouri
- Roeland Park, Kansas
- Rolla, Missouri
- Spring Hill, Kansas
- Washougal, Washington
- Weldon Spring, Missouri

Benchmarking Analysis



Interpreting the Charts

The charts on the following pages show how the overall results for Pinehurst compare to the national and regional averages based on the results of the 2020 survey that was administered by ETC Institute. The “National Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 5,000 residents, and the “Atlantic Region” reflects the results of the survey of more than 400 residents in the states listed on the previous page.

Performance Range Charts. The second set of charts show comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities of fewer than 30,000 that have participated in the DirectionFinder® Survey since January 2020. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Pinehurst compare to the average for communities with fewer than 30,000 residents, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the Village of Pinehurst is rated higher than the community average. If the yellow dot is located to the left of the vertical dash, the Village is rated below the community average.

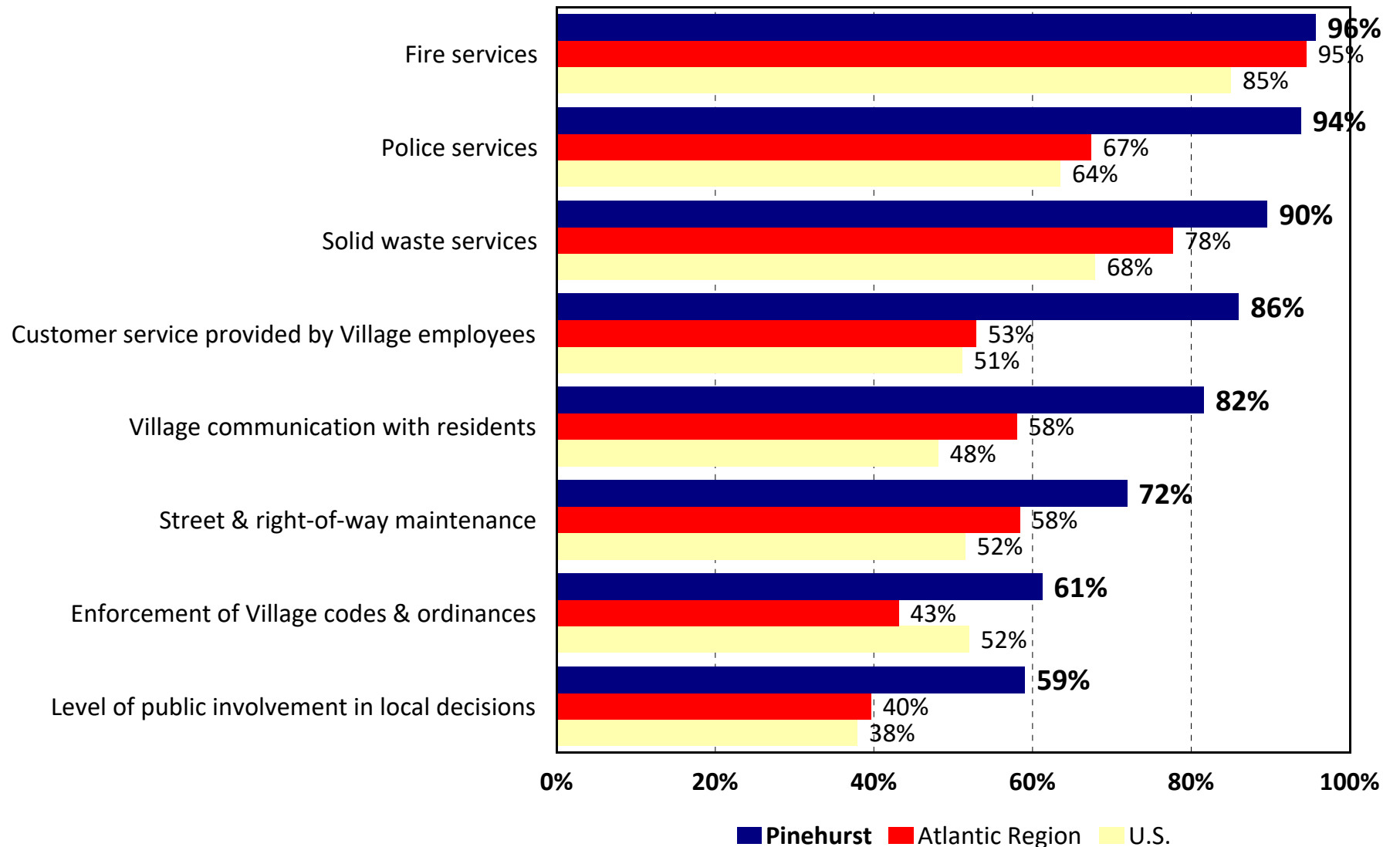
National Benchmarks

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.

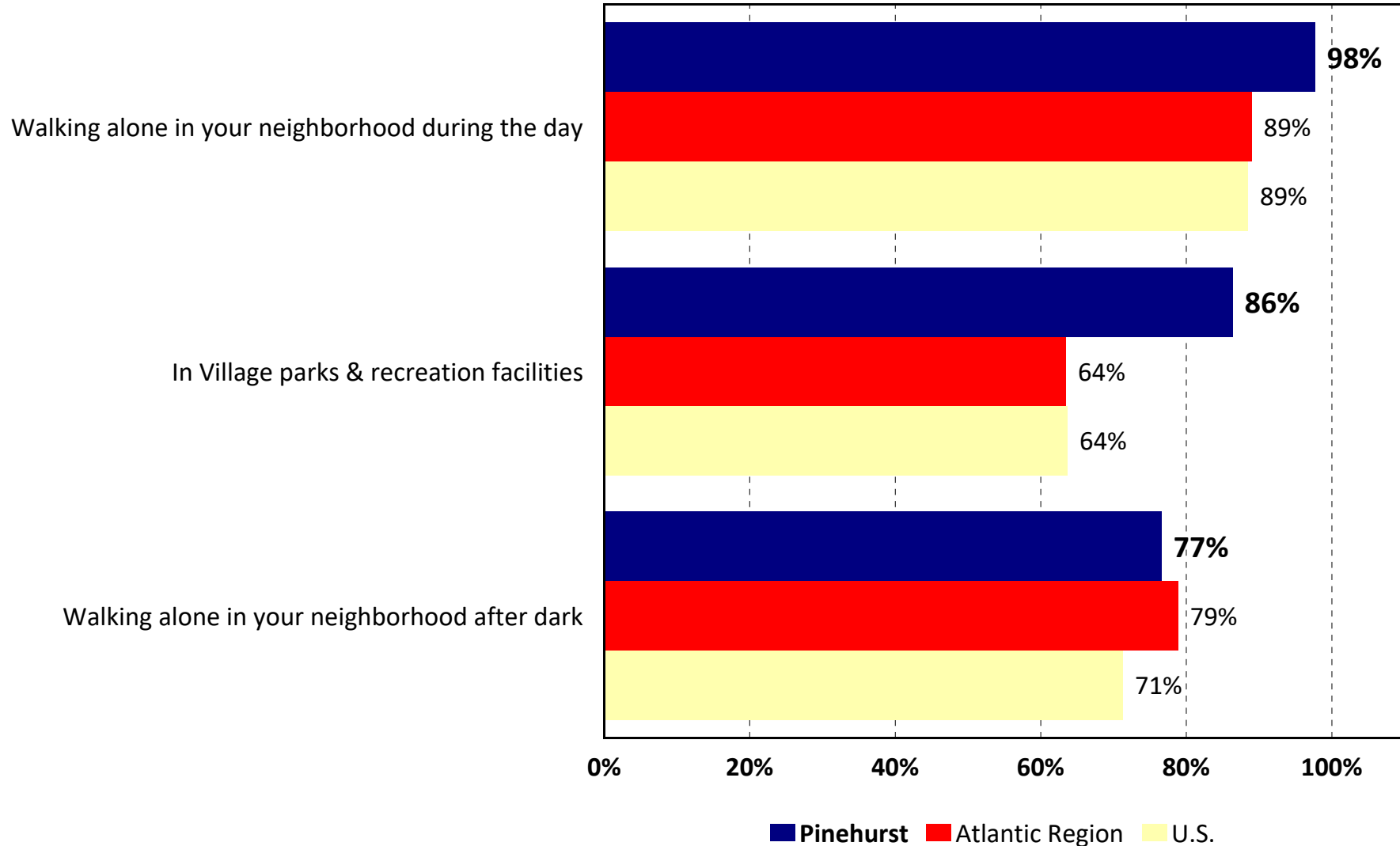
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Perceptions of Safety and Security

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

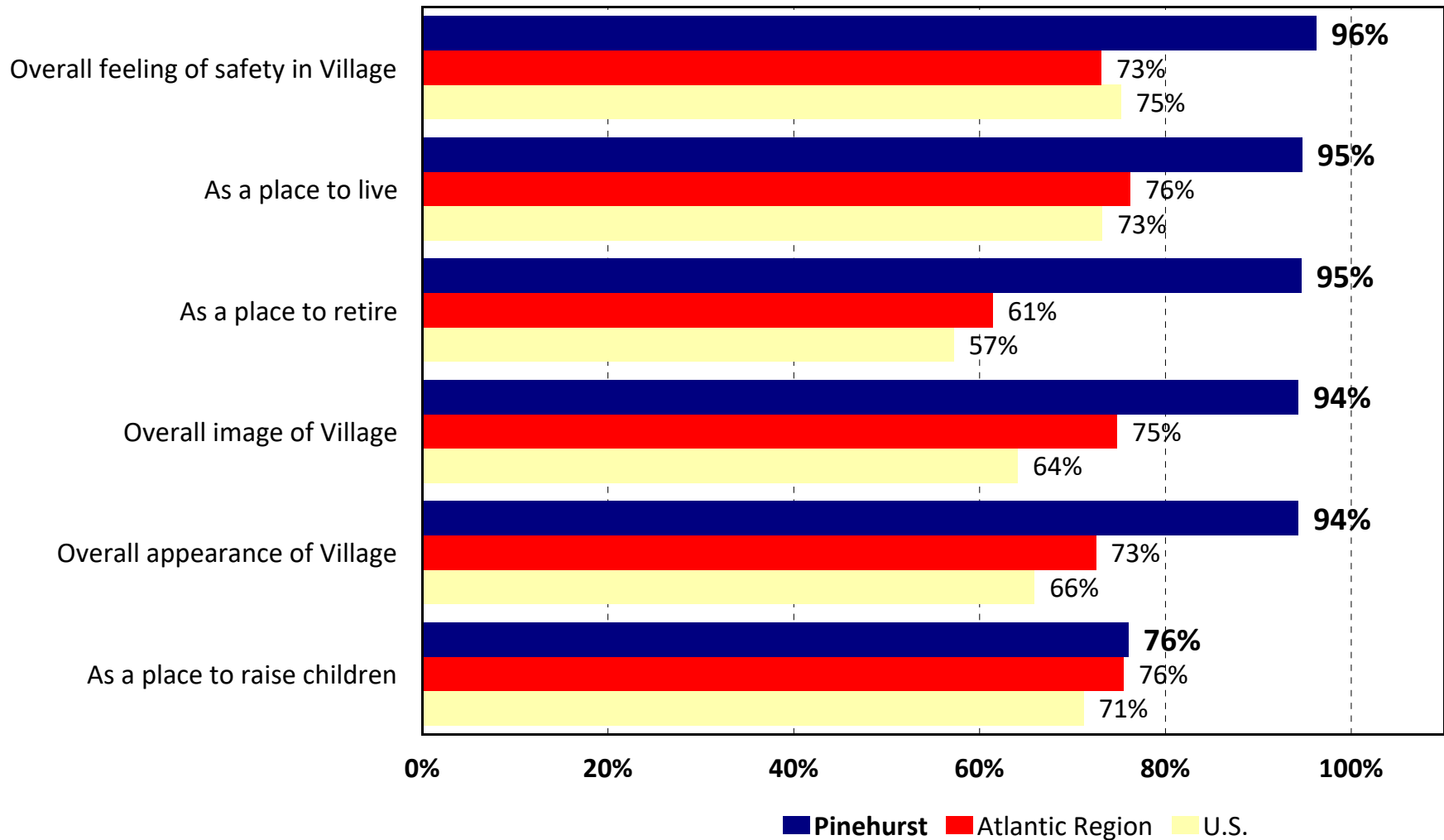
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Satisfaction with Issues that Influence Perceptions of the Village

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

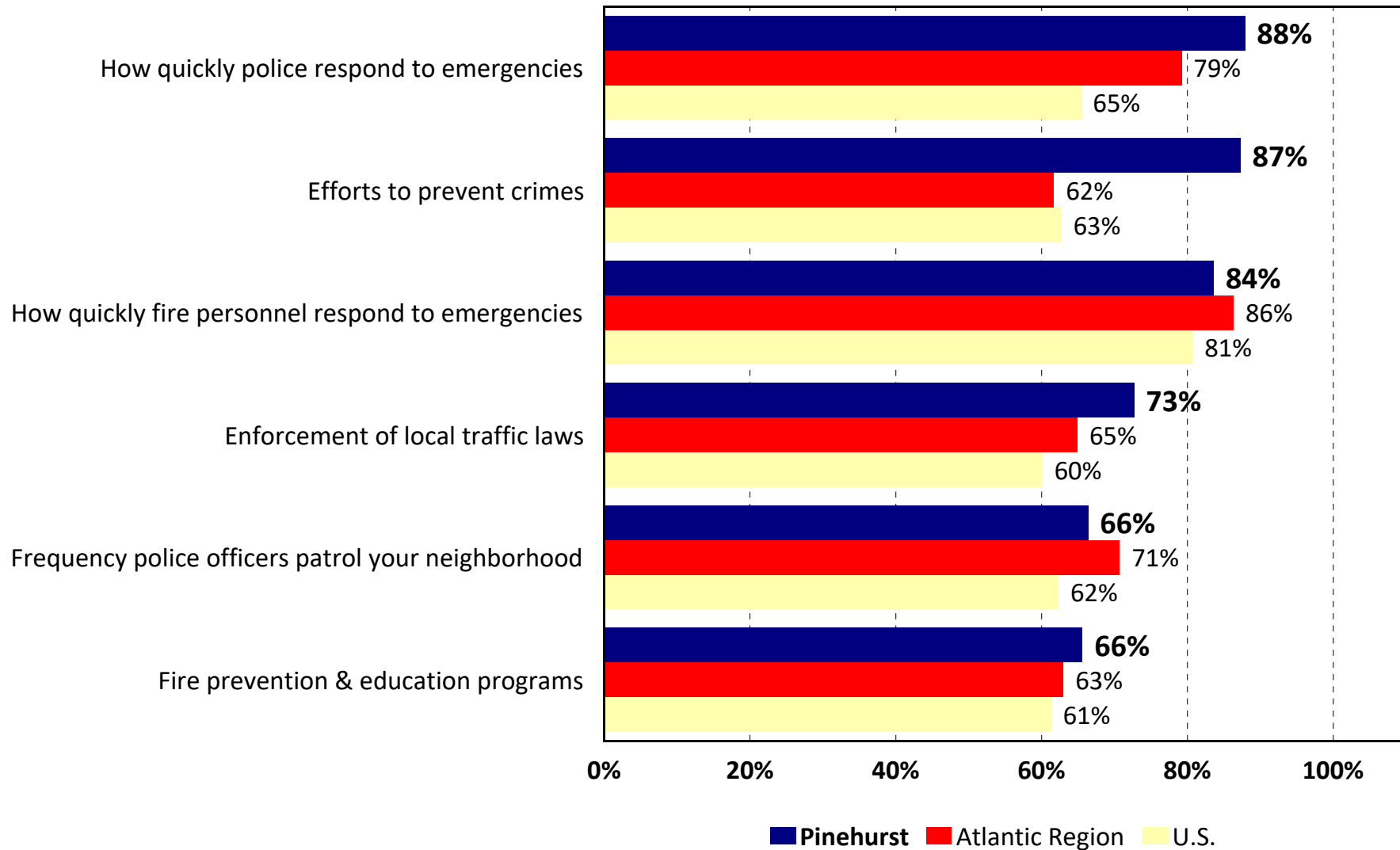
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding no opinion)



Overall Satisfaction with Public Safety Services

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

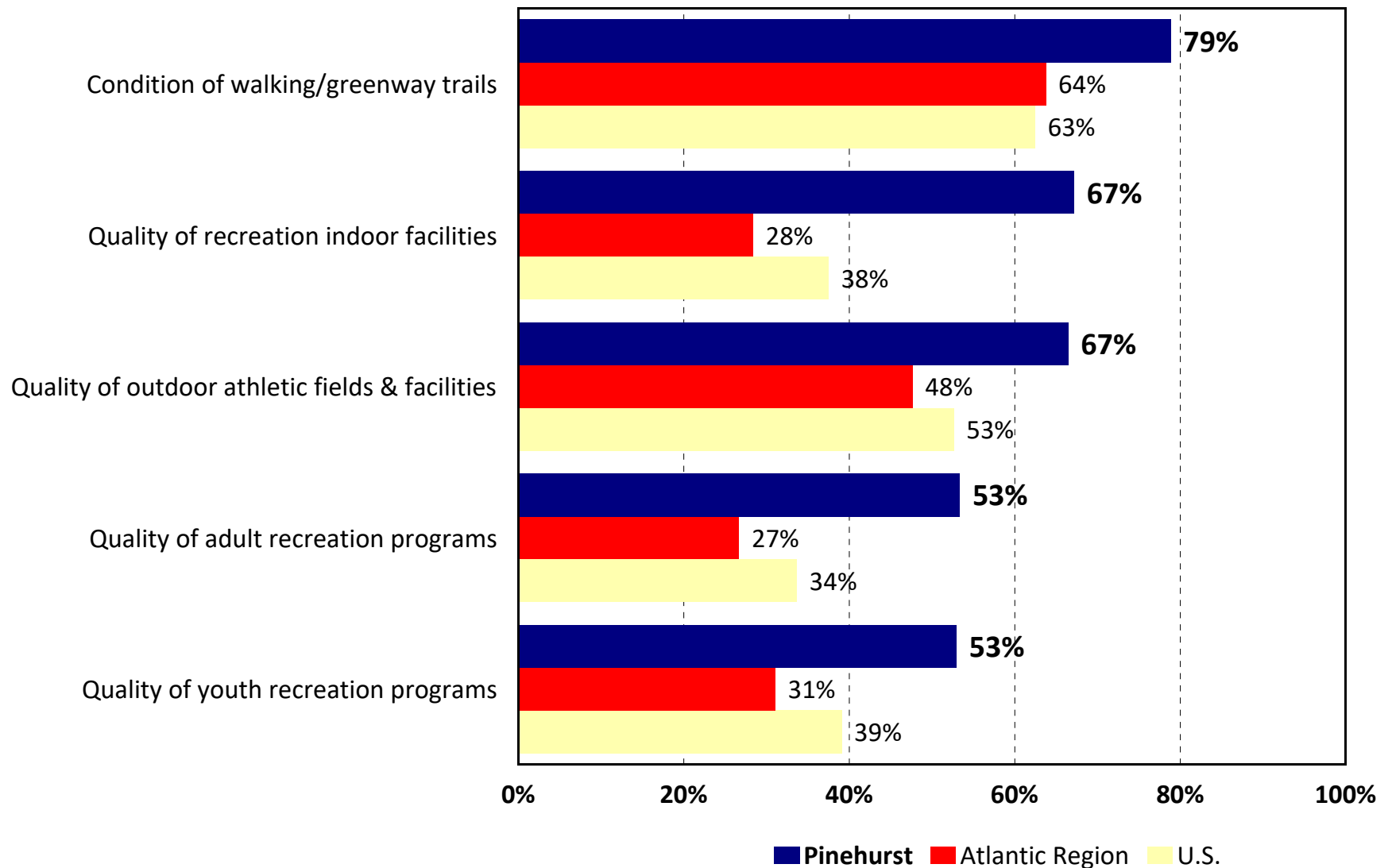
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Cultural and Recreation Services

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

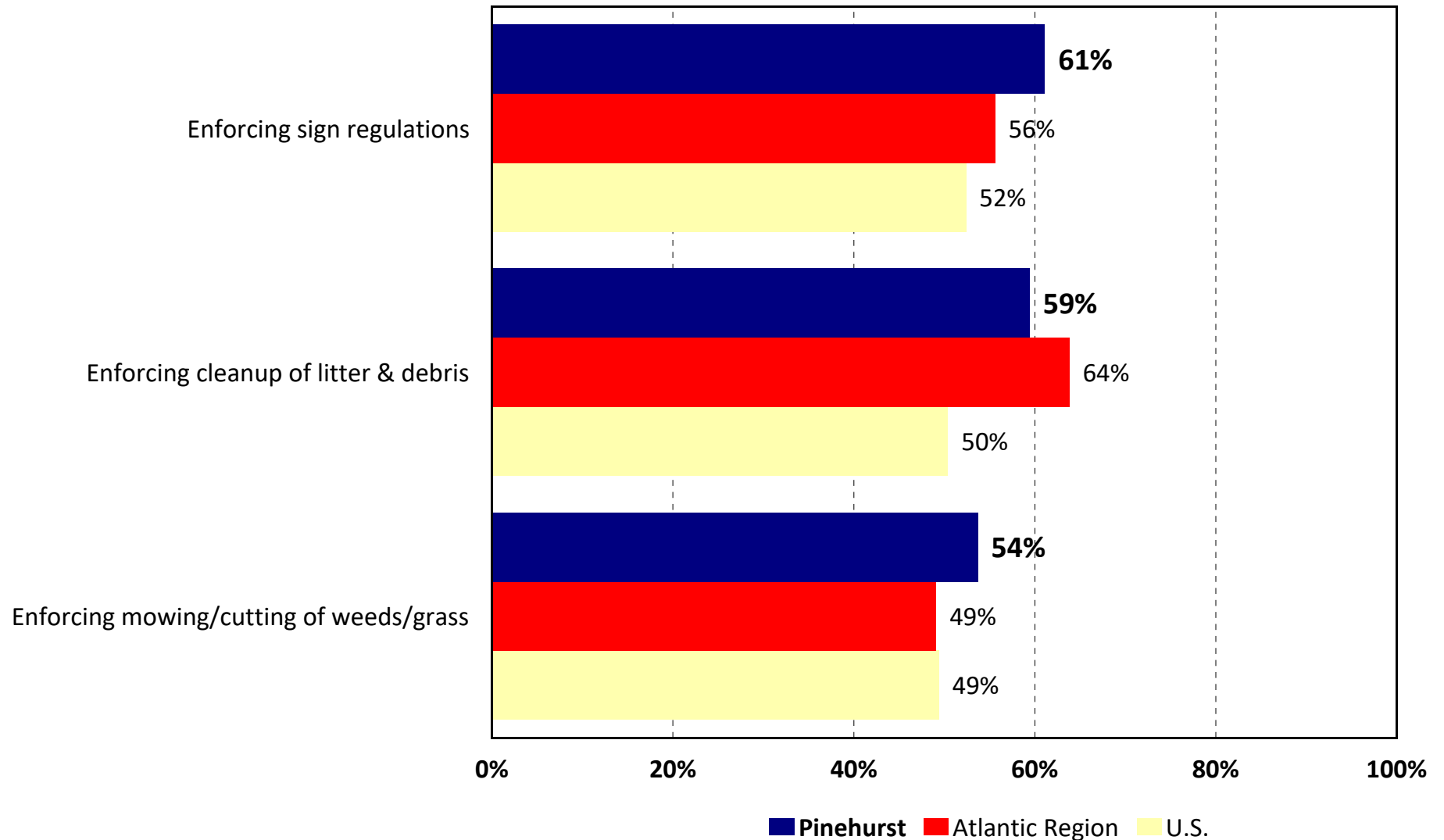
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Code Enforcement

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

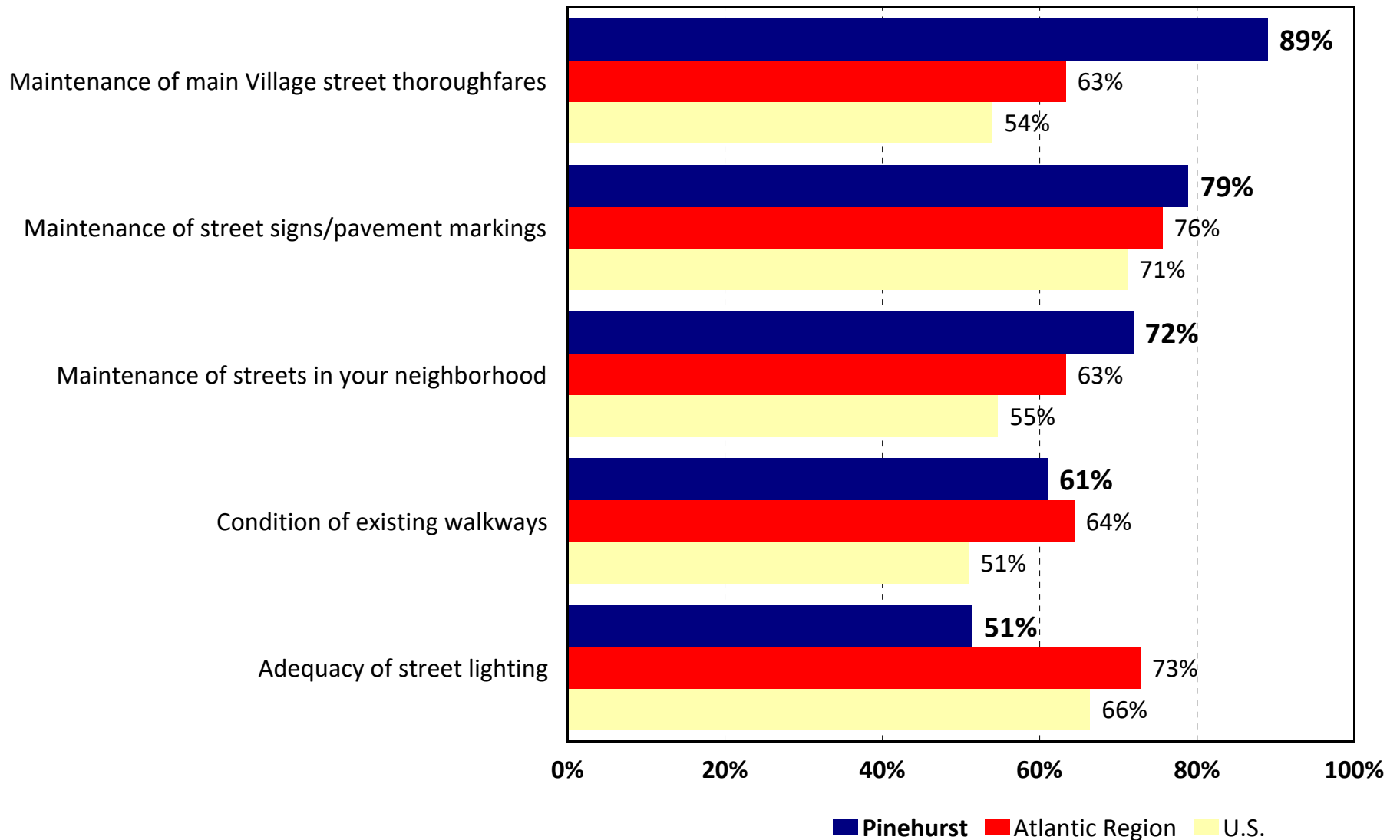
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Transportation Services

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

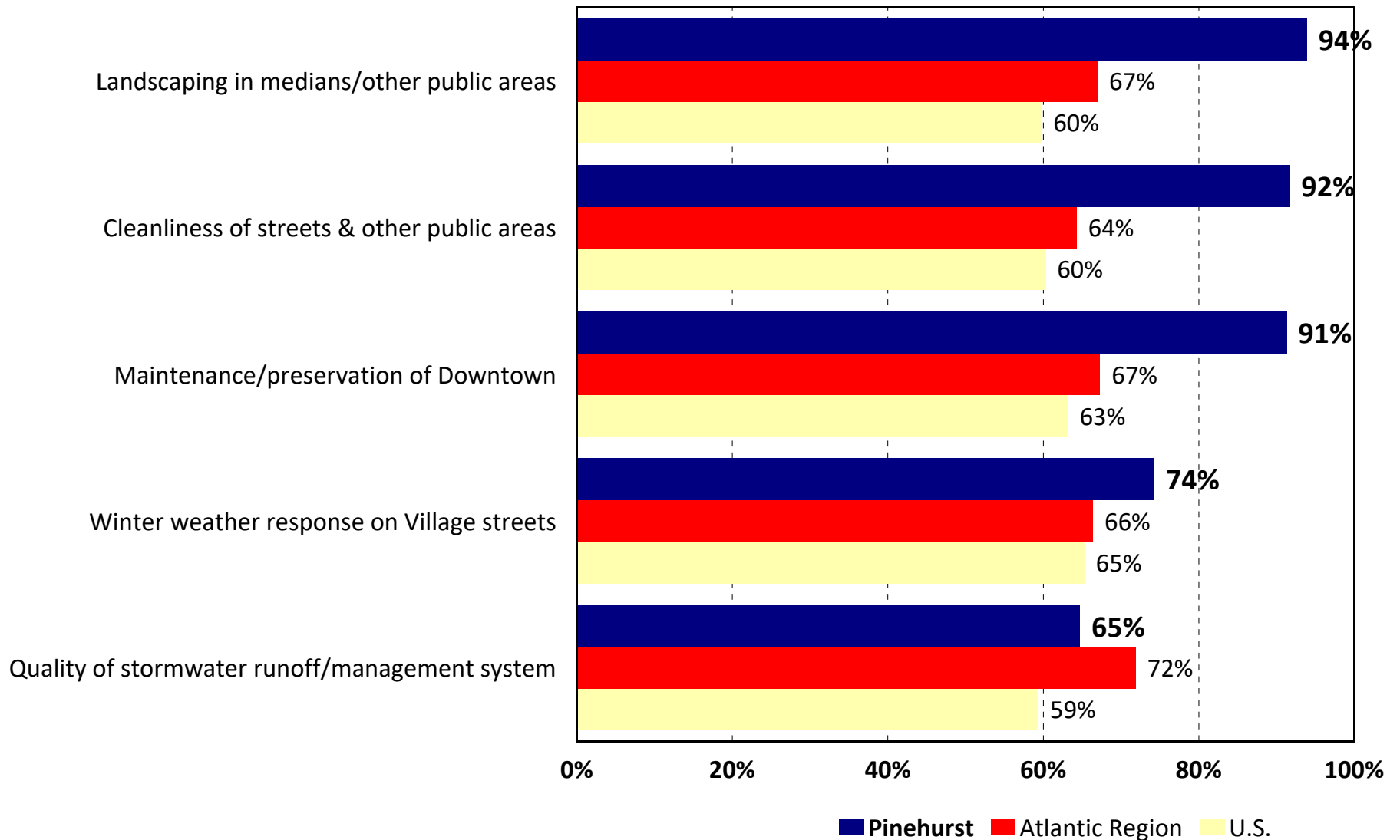
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Public Services

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

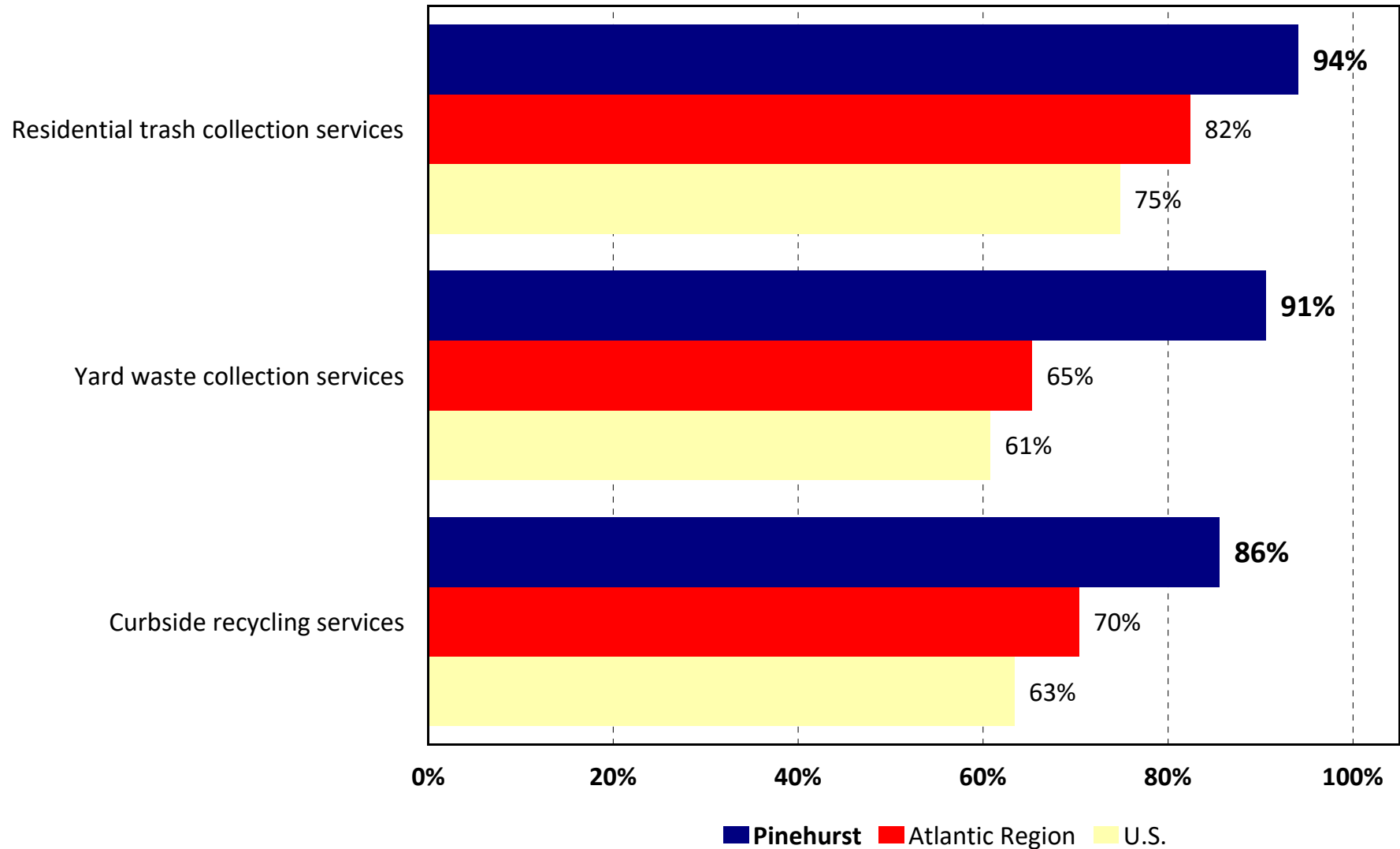
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Solid Waste Services

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

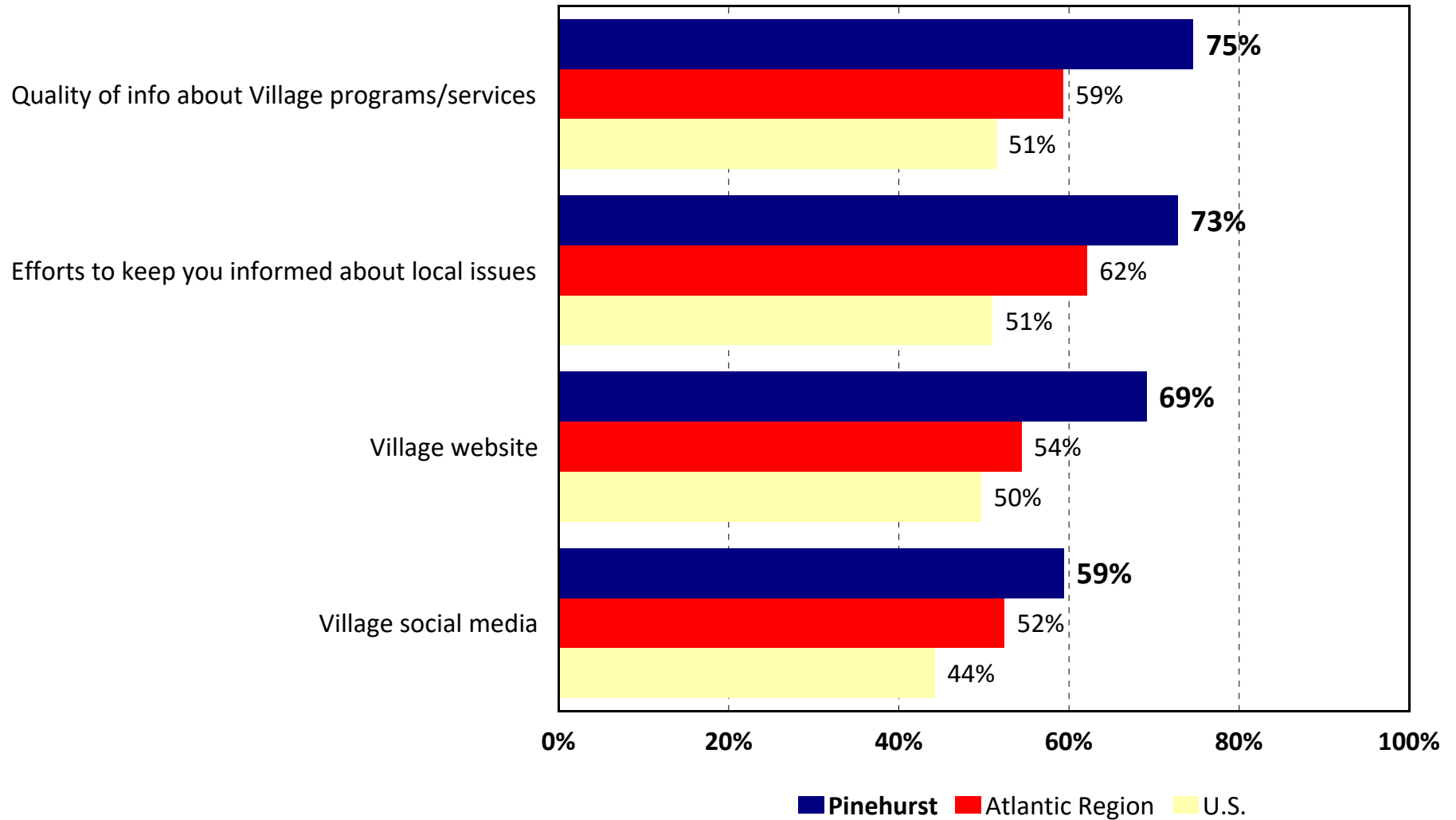
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Communication

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

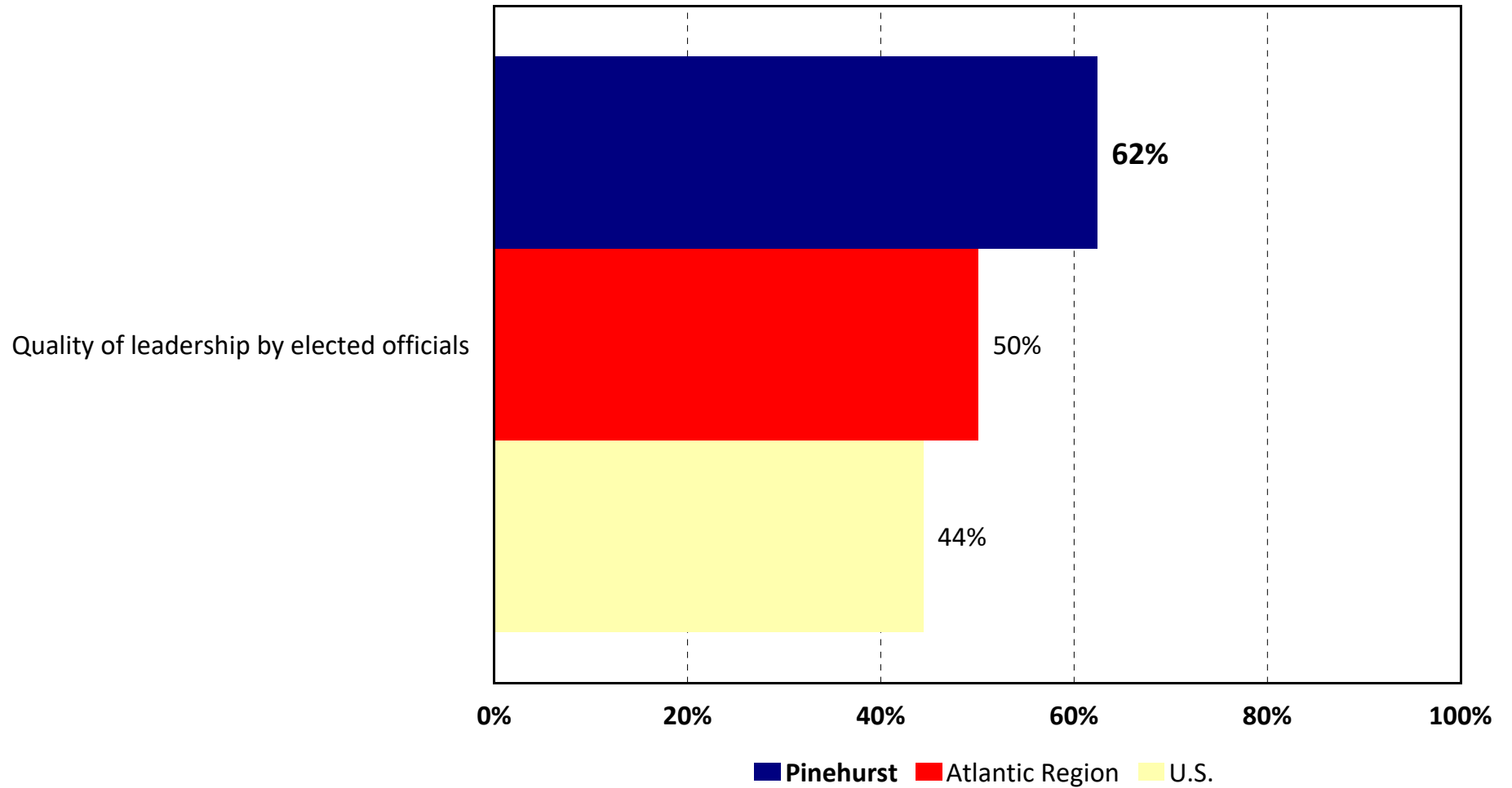
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Village Leadership

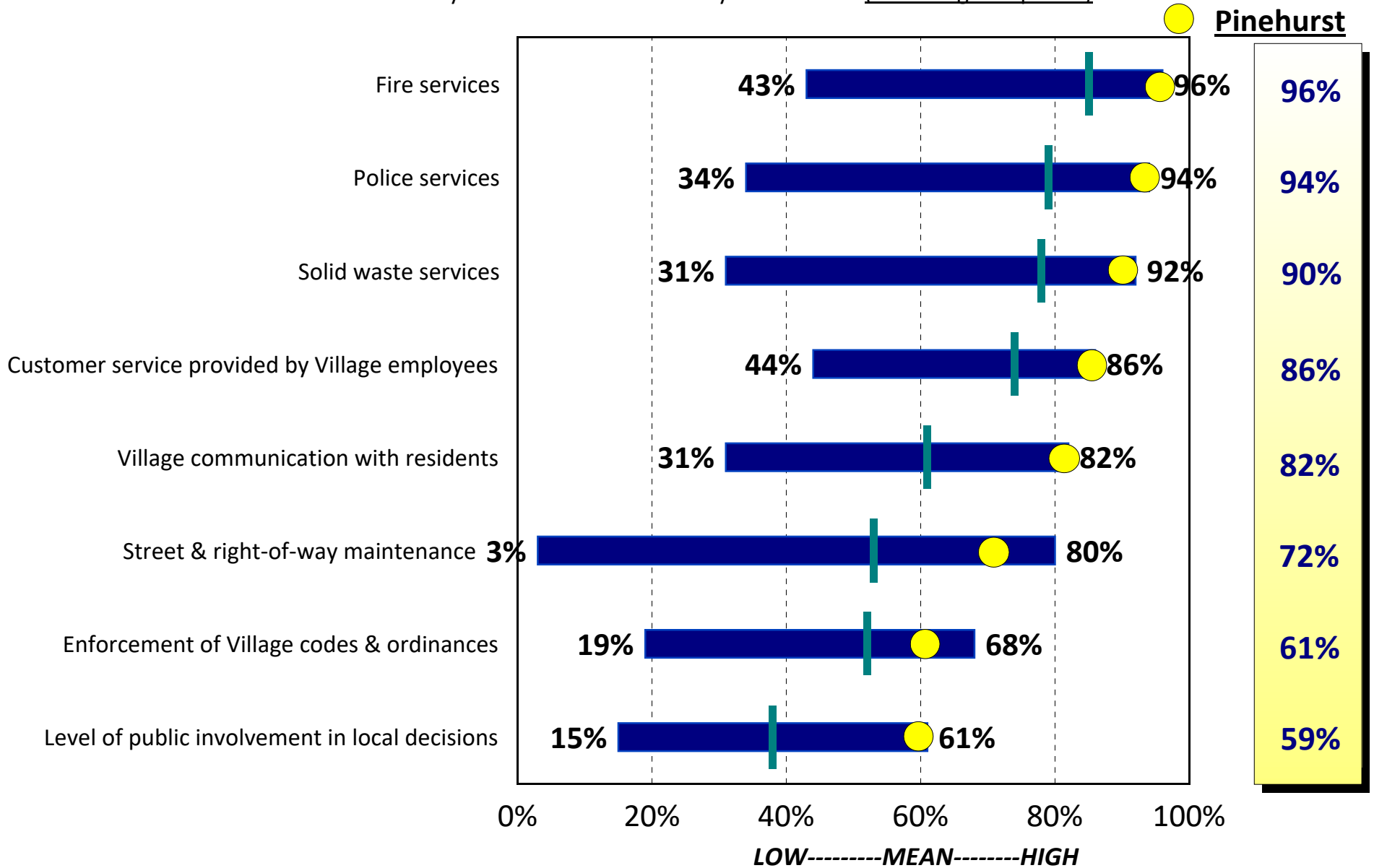
Pinehurst vs. Atlantic Region vs. the U.S.

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)



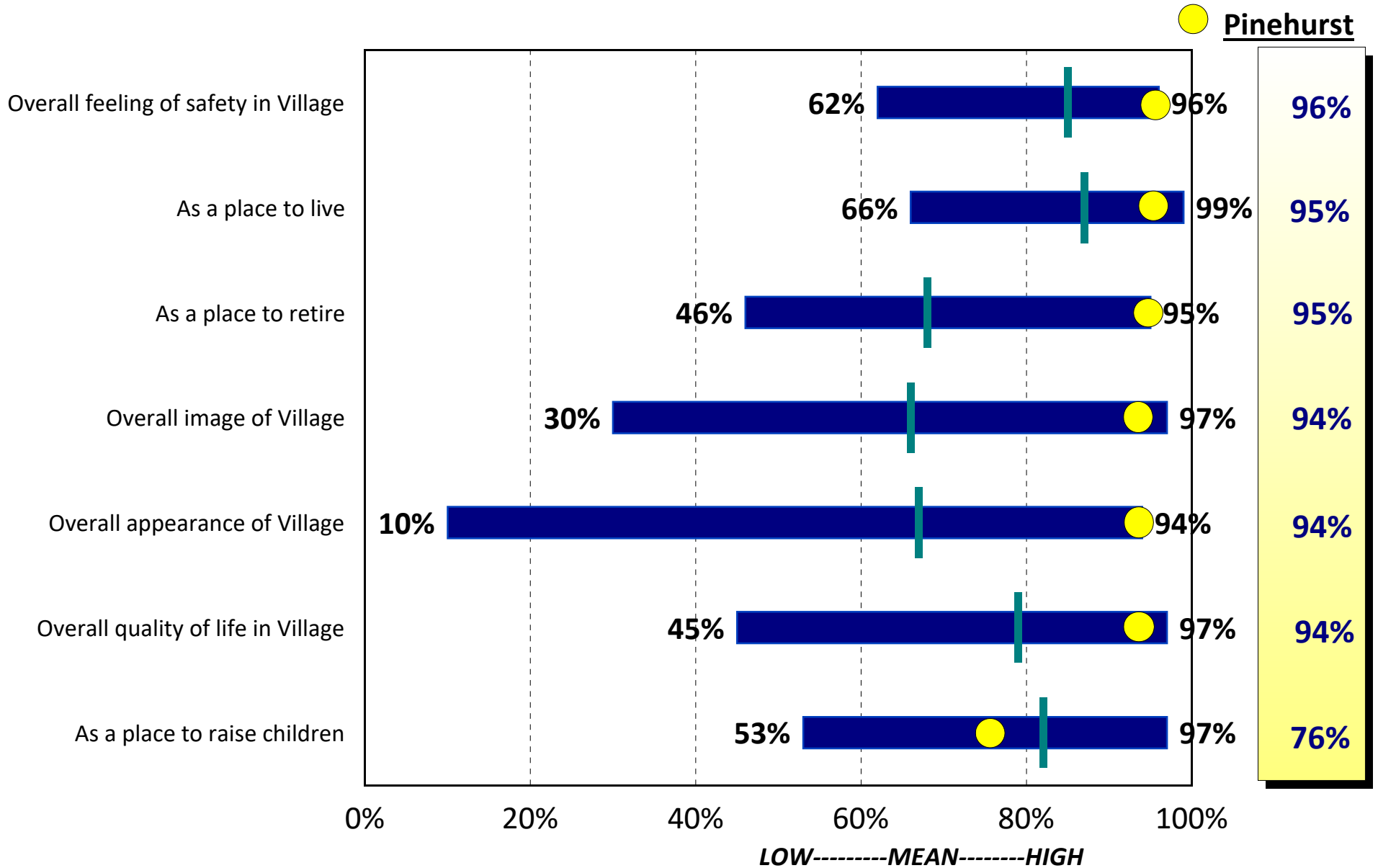
Overall Satisfaction with Various Village Services

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)



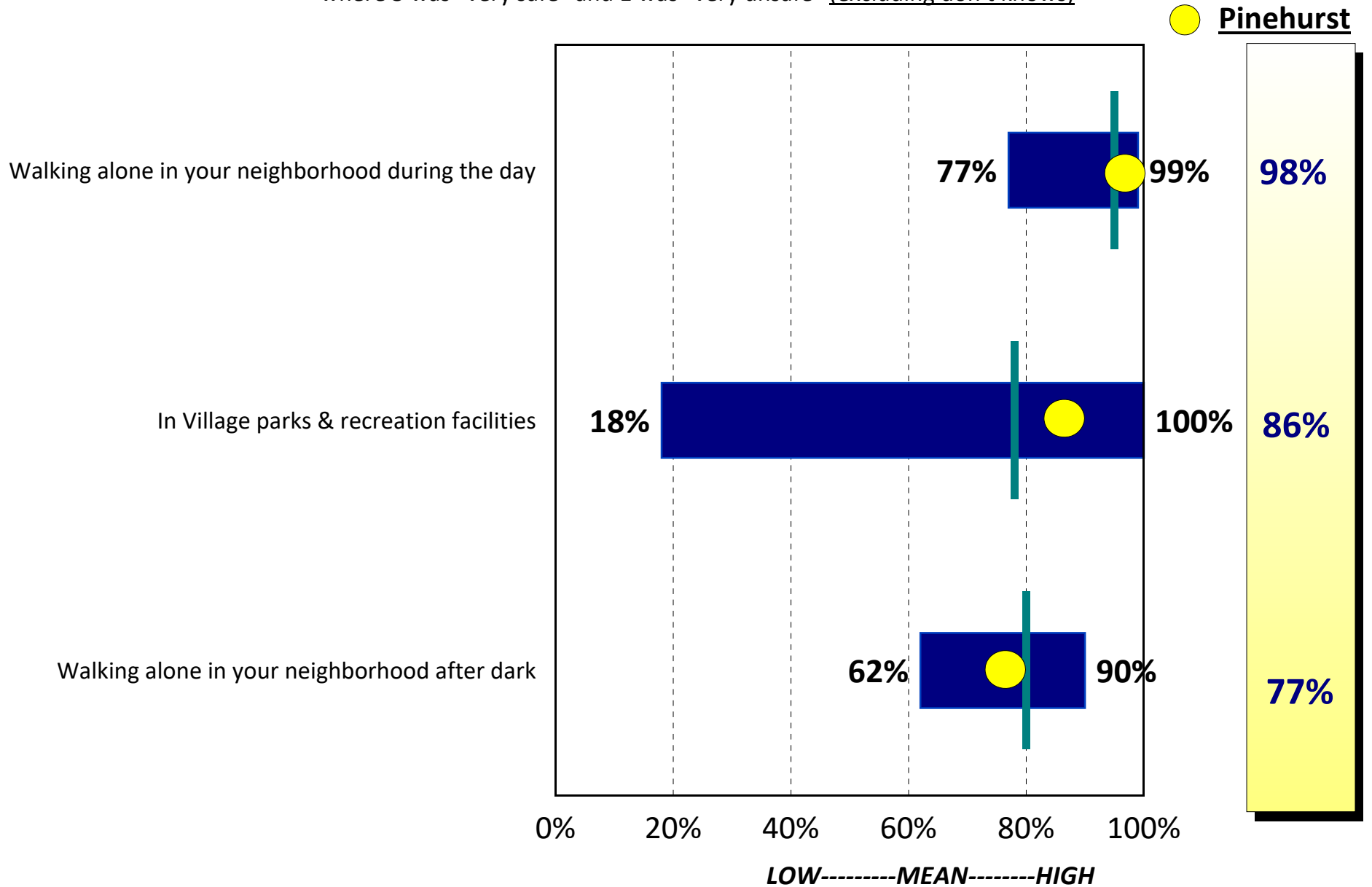
Overall Perceptions of the Village

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)



How Safe Residents Feel in Their Community

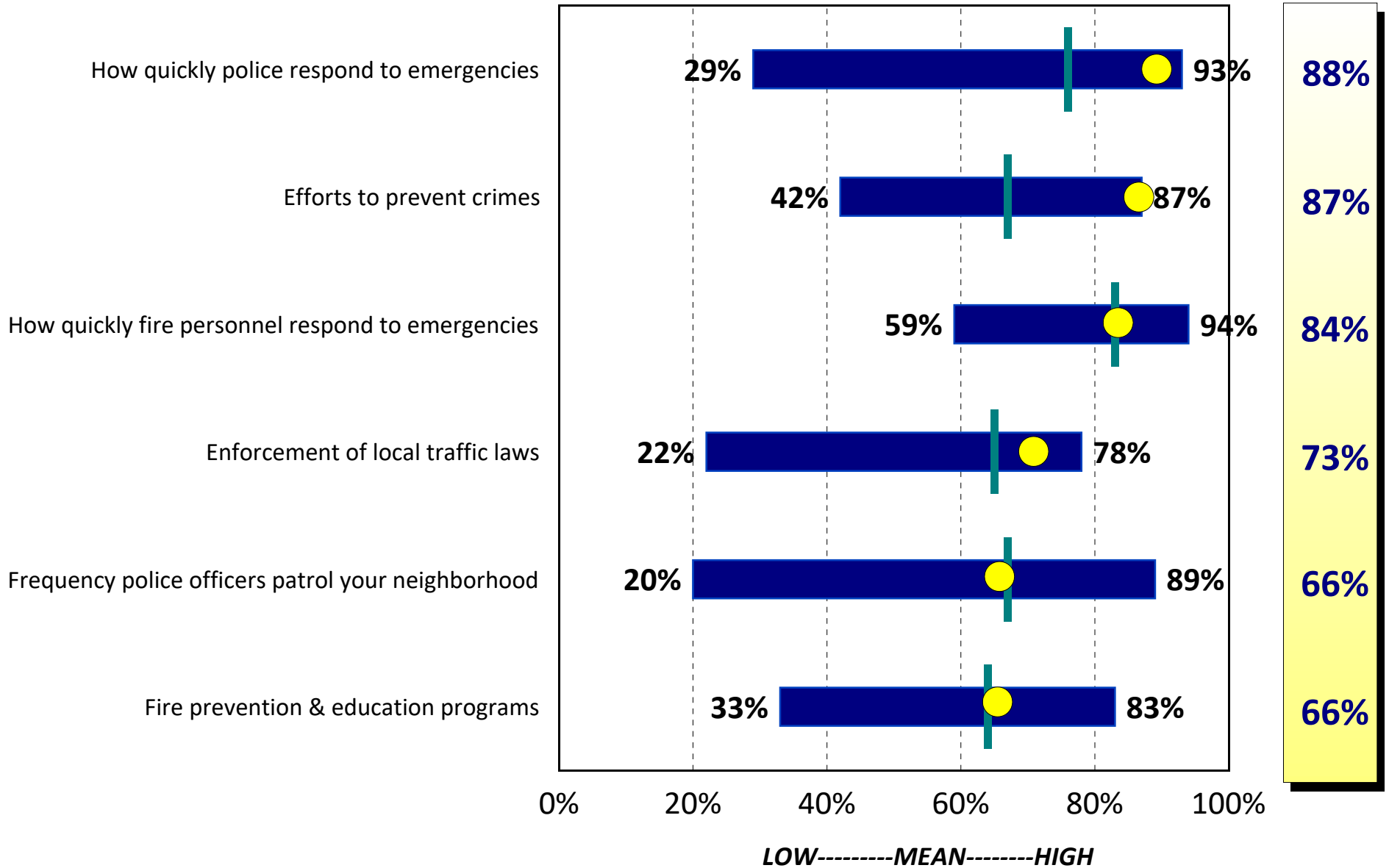
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Satisfaction with Public Safety

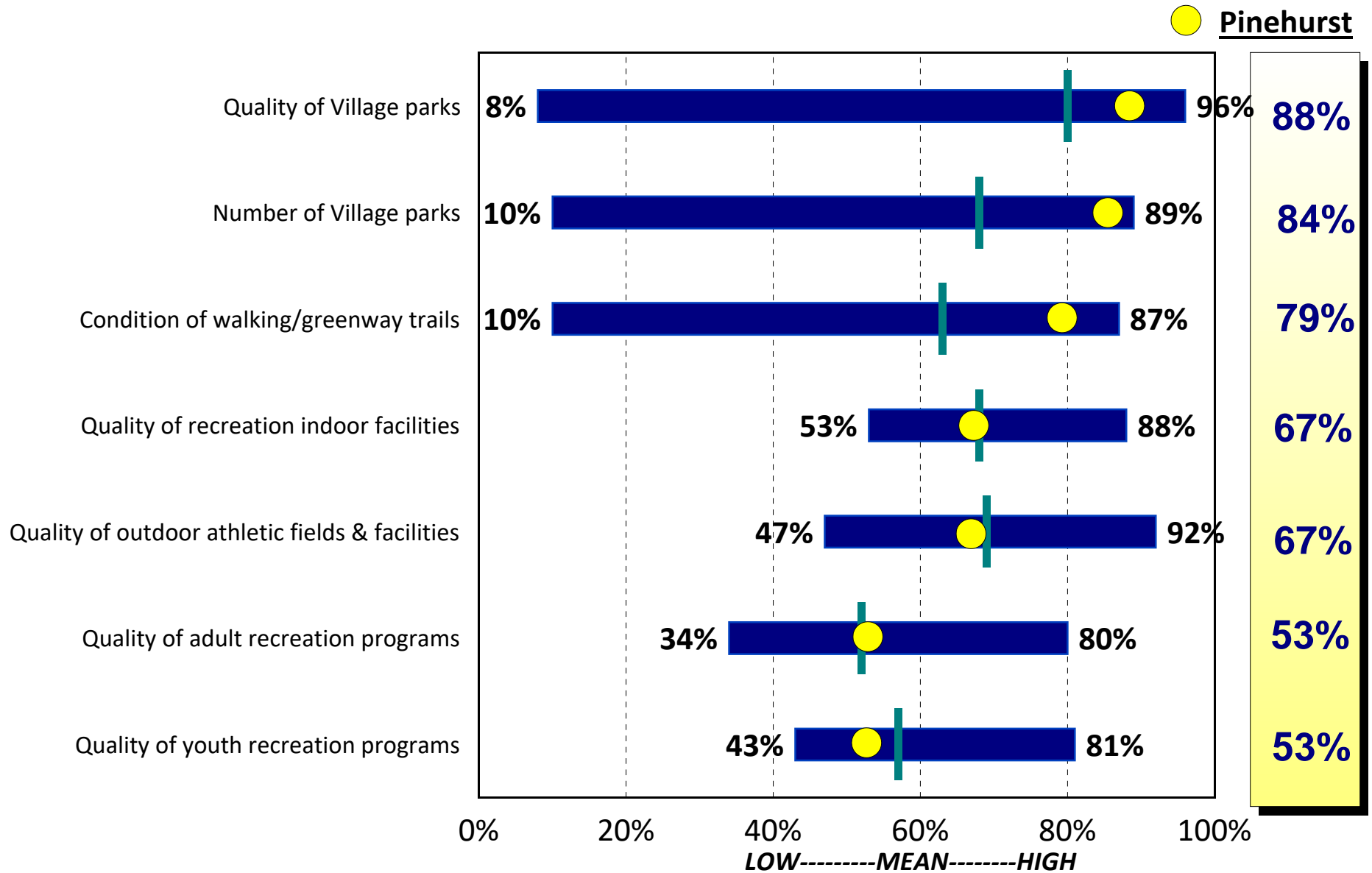
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

 **Pinehurst**



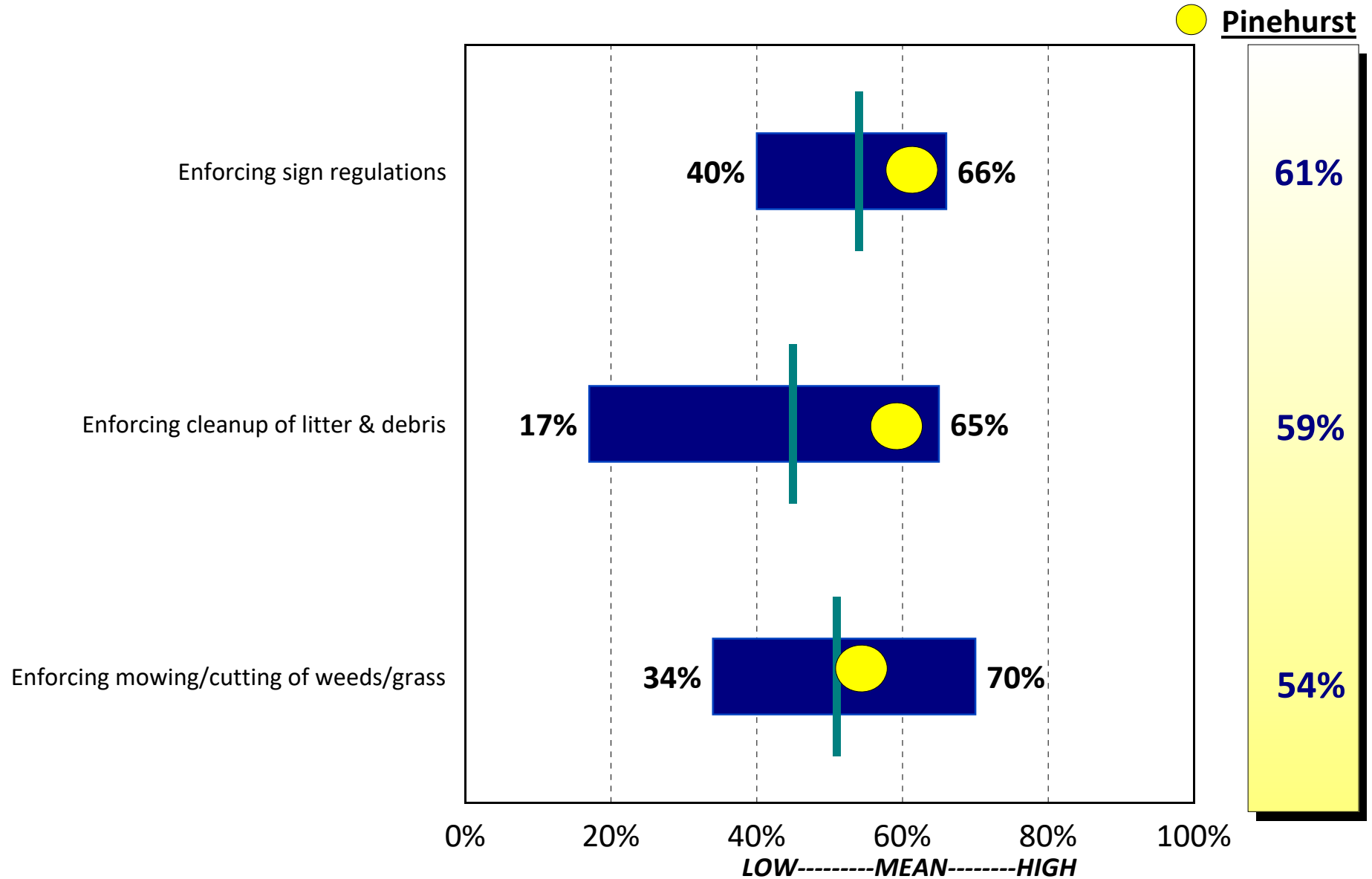
Overall Satisfaction with Cultural and Recreation Services

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)



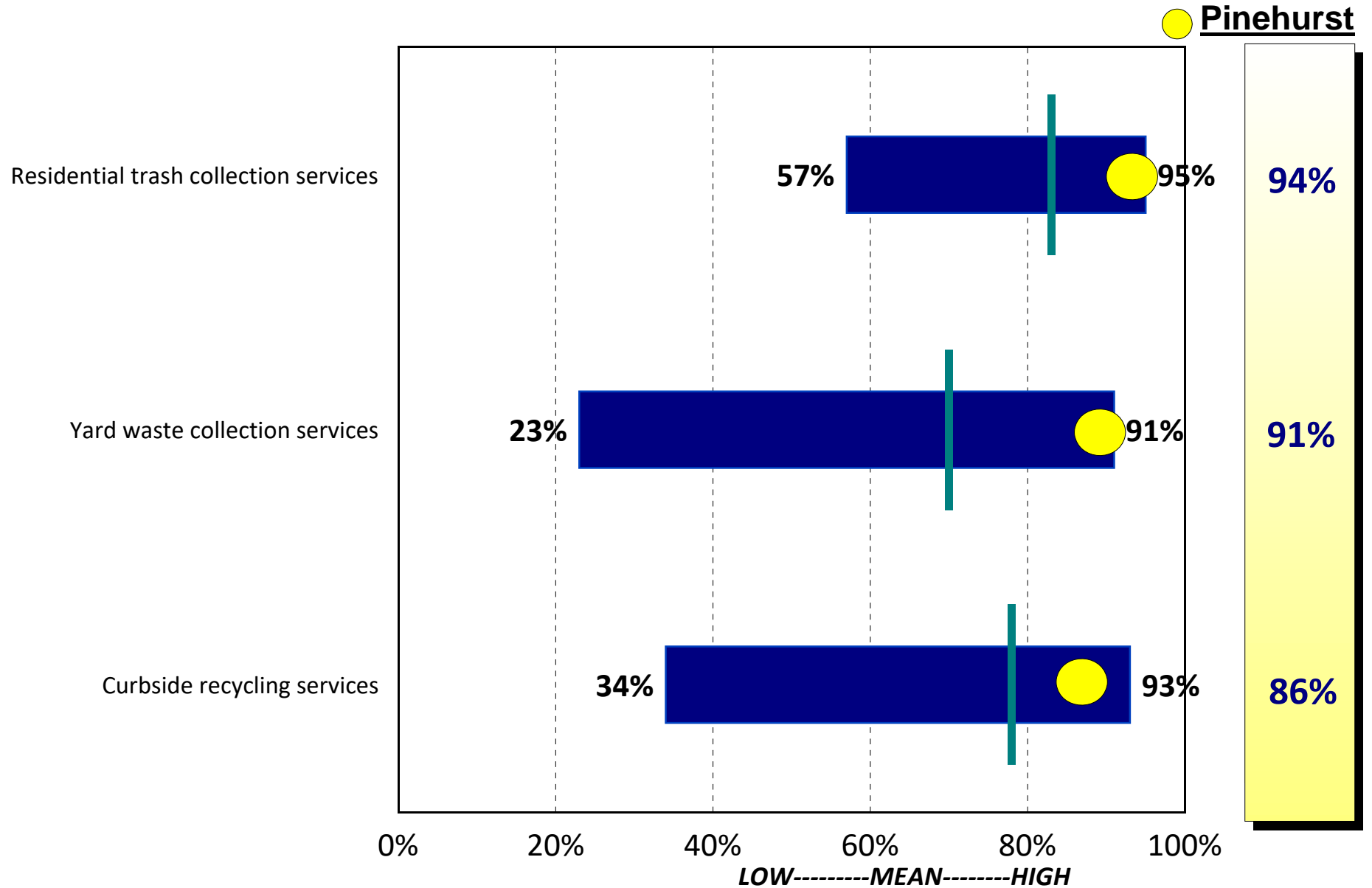
Overall Satisfaction with Code Enforcement

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)



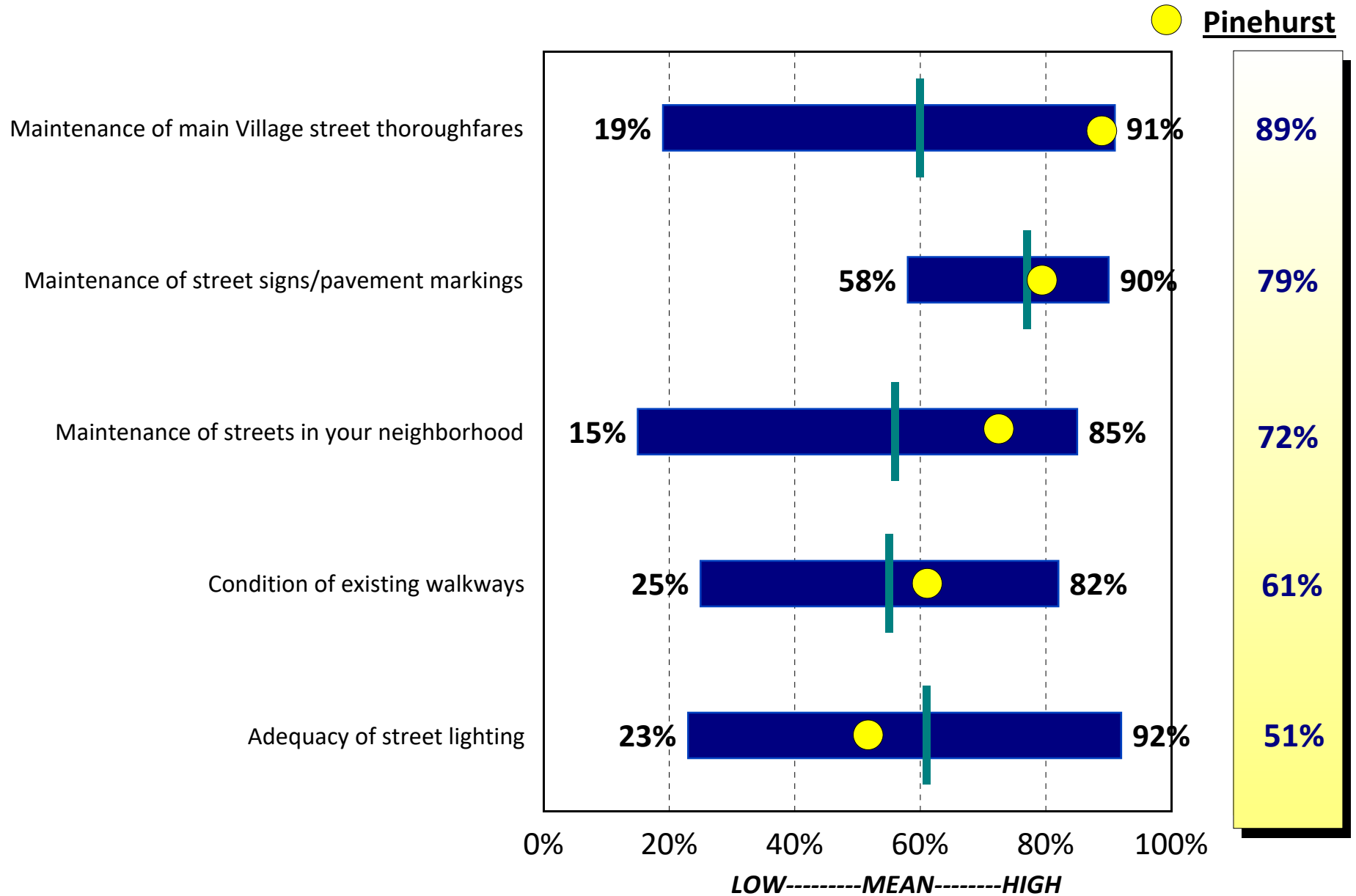
Overall Satisfaction with Solid Waste Services

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)



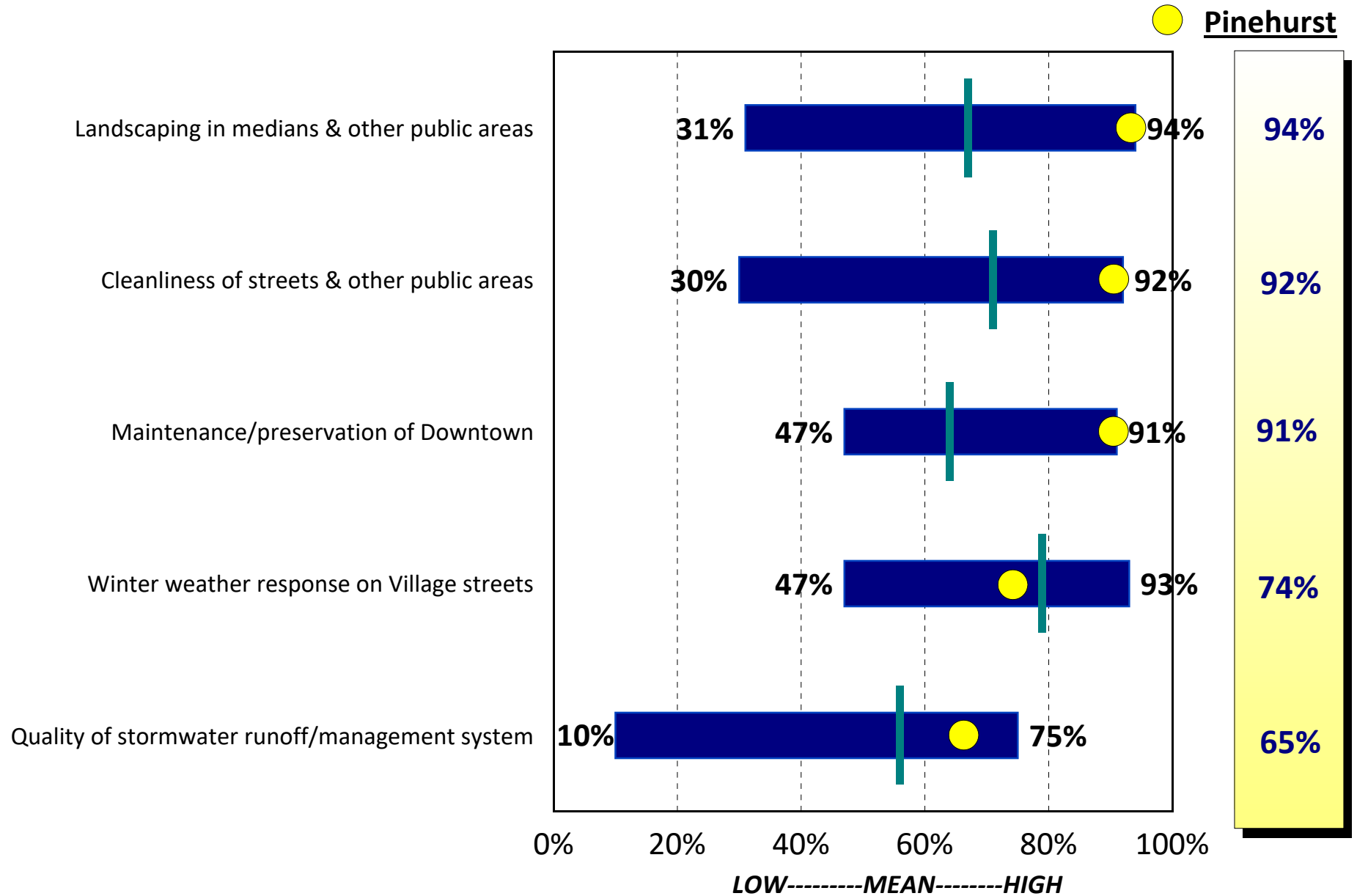
Overall Satisfaction with Transportation Services

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)



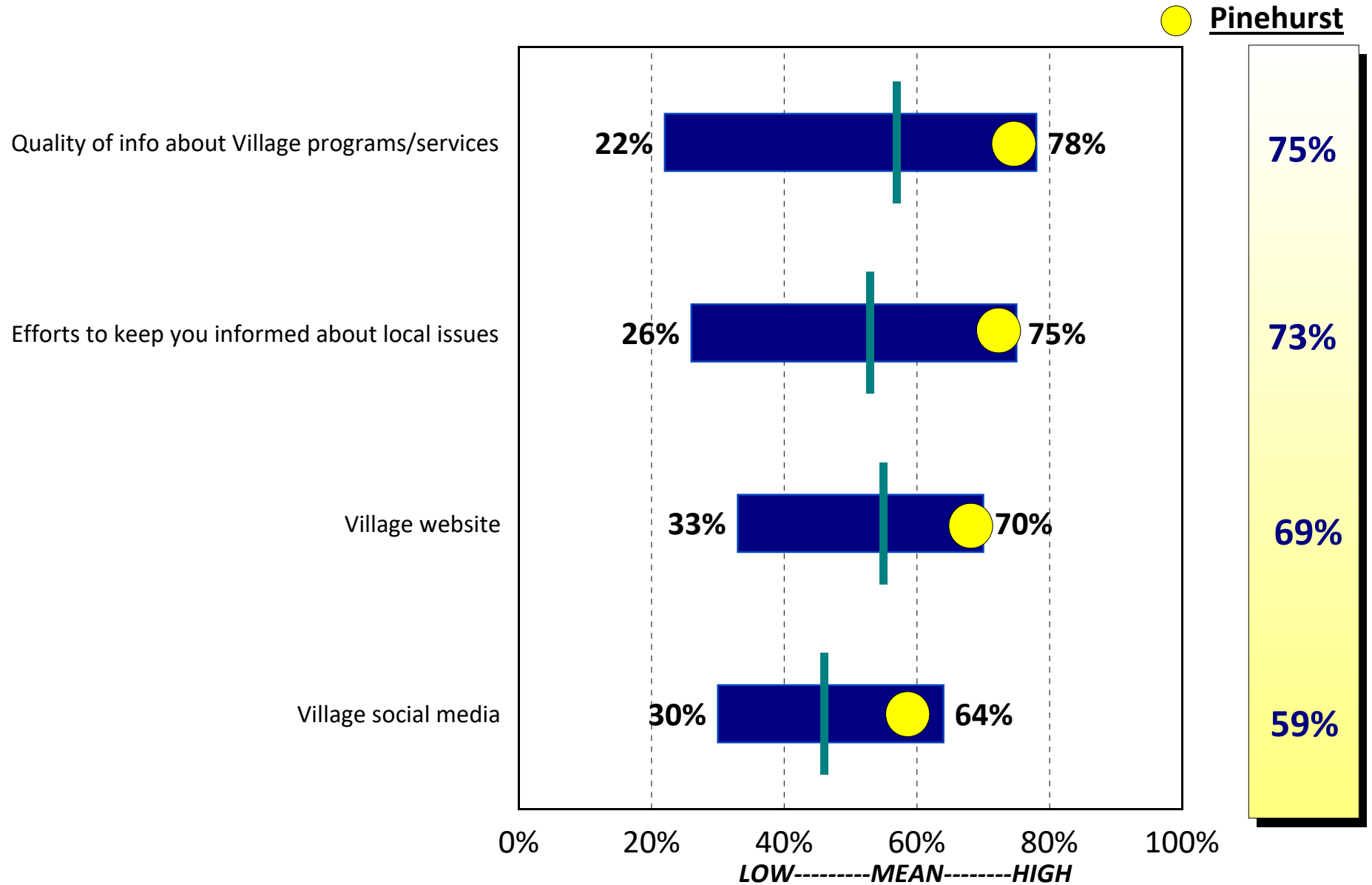
Overall Satisfaction with Public Services

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)



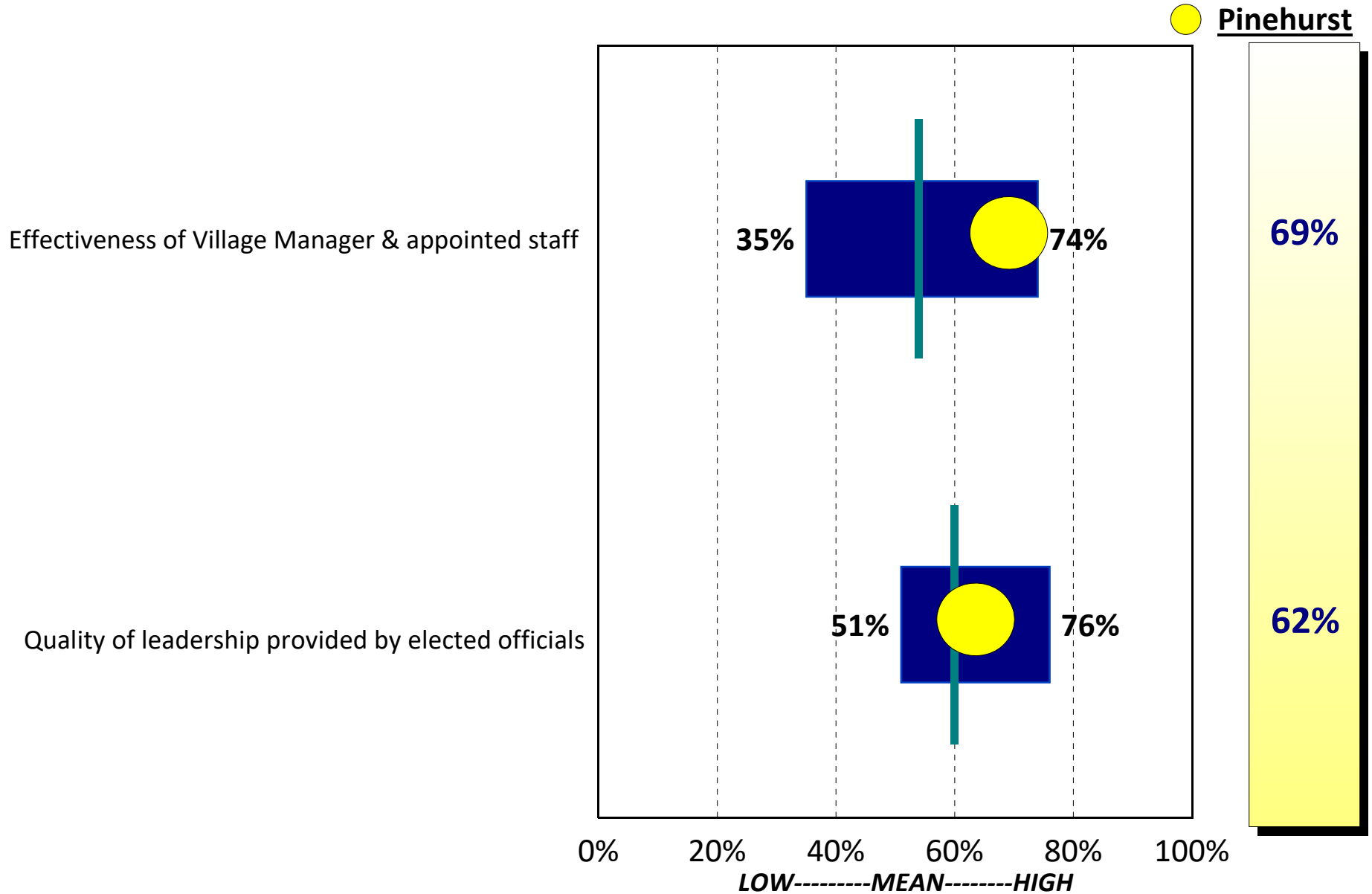
Overall Satisfaction with Public Communication and Outreach

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)



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)



A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle containing the number '3' in dark blue. To the right of the circle, the text 'Importance-Satisfaction Analysis' is written in white, with 'Importance-Satisfaction' on the top line and 'Analysis' on the bottom line.

3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

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.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the overall categories of Village services that were most important to their household. Nearly one-third (32.4%) of the households selected "*enforcement of Village codes and ordinances*" as one of the most important services to emphasize over the next two years.

With regard to satisfaction, 61.2% of respondents surveyed rated "*enforcement of Village codes and ordinances*" 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 one minus the sum of the satisfaction percentages. In this example, 32.4% was multiplied by 38.8% (1-0.612). This calculation yielded an I-S rating of 0.1257, which ranked second out of twelve categories of Village services analyzed.

Importance-Satisfaction Analysis



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 of importance 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 of the three most important areas.

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 (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

The results for the Village of Pinehurst are provided on the following pages.

2021 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
<u>High Priority (IS .10-.20)</u>						
Efforts at maintaining quality of neighborhoods	44%	1	69%	9	0.1381	1
Enforcement of Village codes and ordinances	32%	4	61%	11	0.1257	2
<u>Medium Priority (IS <.10)</u>						
Level of public involvement in local decisions	24%	5	59%	12	0.0996	3
Street and right-of-way maintenance	34%	2	72%	8	0.0958	4
Promotion of natural resource conservation	22%	6	62%	10	0.0832	5
Village communication with residents	14%	9	82%	6	0.0261	6
Parks and recreation programs	13%	10	81%	7	0.0246	7
Police services	34%	3	94%	2	0.0208	8
Parks and recreation facilities	10%	11	84%	5	0.0158	9
Solid waste services	15%	8	90%	3	0.0158	10
Fire services	18%	7	96%	1	0.0076	11
Customer service provided by Village employees	5%	12	86%	4	0.0064	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.

© 2021 DirectionFinder by ETC Institute

2021 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%	4	66%	5	0.0971	1
Enforcement of local traffic laws	29%	3	73%	4	0.0800	2
Efforts to prevent crimes	55%	1	87%	2	0.0696	3
How quickly police respond to emergencies	31%	2	88%	1	0.0380	4
How quickly fire personnel respond to emergencies	22%	5	84%	3	0.0356	5
Fire prevention & education programs	10%	6	66%	6	0.0354	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.

© 2021 DirectionFinder by ETC Institute

2021 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)						
Quality of adult recreation programs	20%	6	53%	13	0.0918	1
Variety of cultural arts events & programs	26%	2	69%	6	0.0813	2
Village sponsored cultural arts events	23%	5	71%	5	0.0667	3
Quality of youth recreation programs	12%	8	53%	14	0.0555	4
Availability of walking/greenway trails	25%	3	79%	3	0.0519	5
Range of amenities at parks and rec facilities	13%	7	61%	11	0.0511	6
Condition of walking/greenway trails	24%	4	79%	4	0.0500	7
Availability of recreation indoor facilities	11%	10	61%	12	0.0437	8
Quality of outdoor athletic fields and facilities	11%	9	67%	8	0.0375	9
Quality of Village parks	26%	1	88%	1	0.0314	10
Availability of information about recreation programs	6%	12	64%	9	0.0223	11
Availability of outdoor athletic fields/facilities	6%	13	64%	10	0.0204	12
Quality of recreation indoor facilities	5%	14	67%	7	0.0167	13
Number of Village parks	10%	11	84%	2	0.0163	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.

© 2021 DirectionFinder by ETC Institute

2021 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 other streets in the Village	61%	1	25%	10	0.4566	1
Maintenance of main Village street thoroughfares	44%	2	37%	9	0.2738	2
High Priority (IS .10-.20)						
Maintenance of street signs/pavement markings	30%	3	47%	8	0.1562	3
Condition of existing walkways	27%	5	51%	7	0.1312	4
Medium Priority (IS <.10)						
Availability of walkways	28%	4	72%	4	0.0798	5
Ease of golf cart travel	12%	7	58%	6	0.0502	6
Maintenance of streets in your neighborhood	11%	8	61%	5	0.0445	7
Ease of travel through the large traffic circle	11%	9	79%	2	0.0226	8
Adequacy of street lighting	9%	10	75%	3	0.0215	9
Ease of travel on NC Highway 5	19%	6	89%	1	0.0206	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.

© 2021 DirectionFinder by ETC Institute

2021 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 the stormwater runoff/management system	37%	3	65%	5	0.1296	1
Medium Priority (IS <.10)						
Winter weather response on Village streets	21%	5	74%	4	0.0527	2
Cleanliness of streets & other public areas	41%	1	92%	2	0.0336	3
Maintenance/preservation of downtown	37%	2	91%	3	0.0323	4
Landscaping in medians/other public areas	26%	4	94%	1	0.0156	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.

© 2021 DirectionFinder by ETC Institute

Importance-Satisfaction Analysis



Importance-Satisfaction Matrix Analysis

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

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

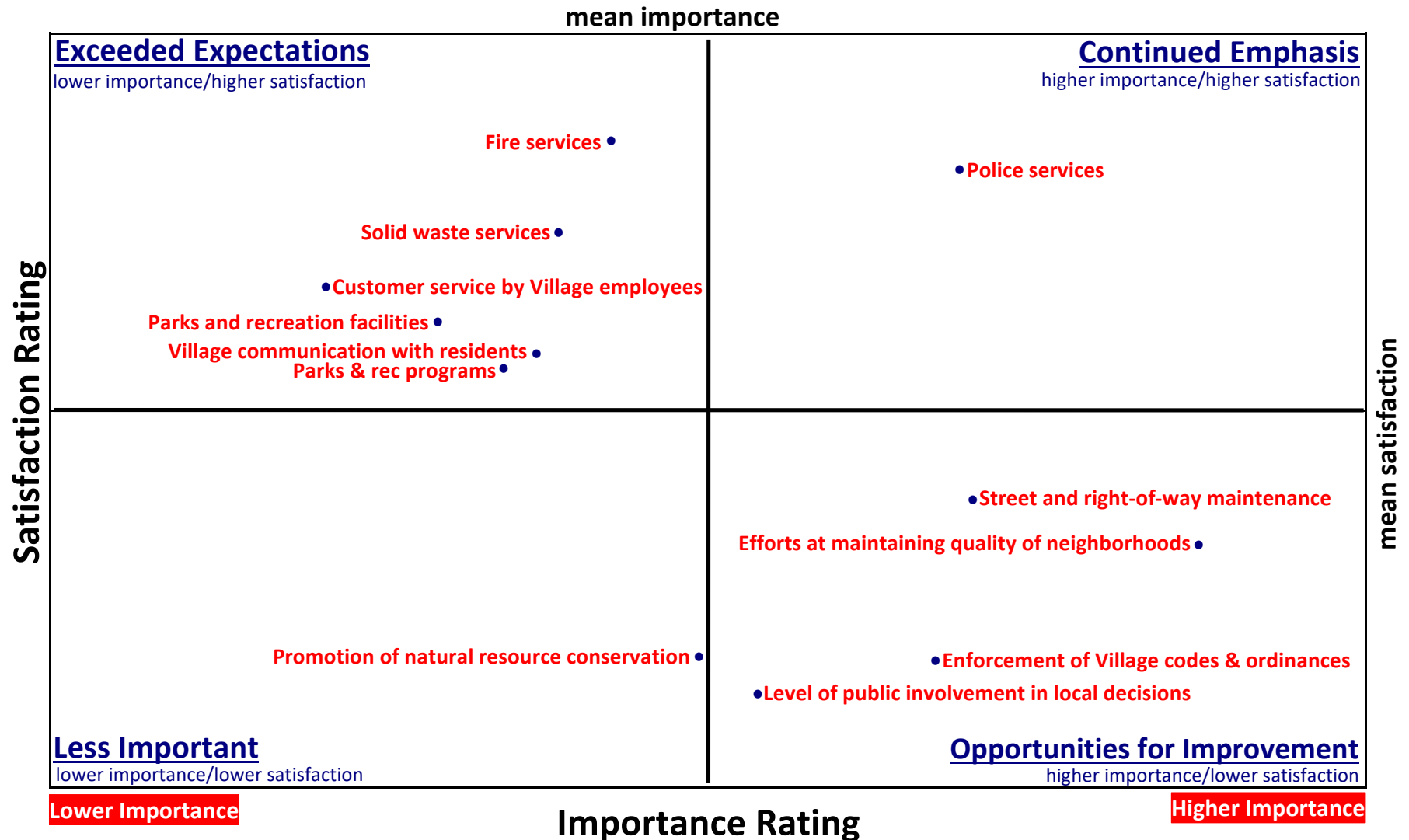
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the Village is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Village should maintain (or slightly increase) emphasis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

Matrices showing the results for the Village of Pinehurst are provided on the following pages.

2021 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

-Overall-

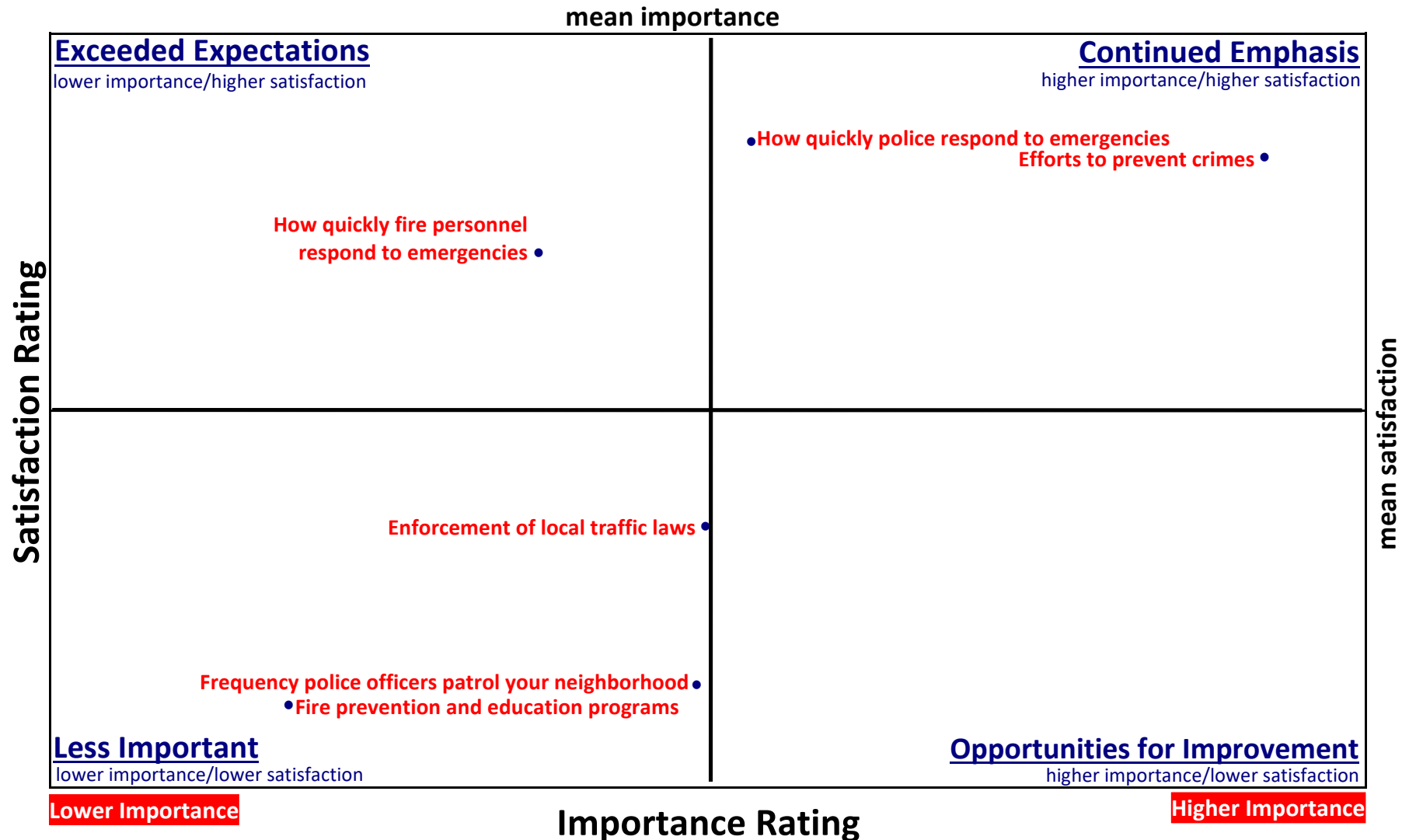
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2021 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

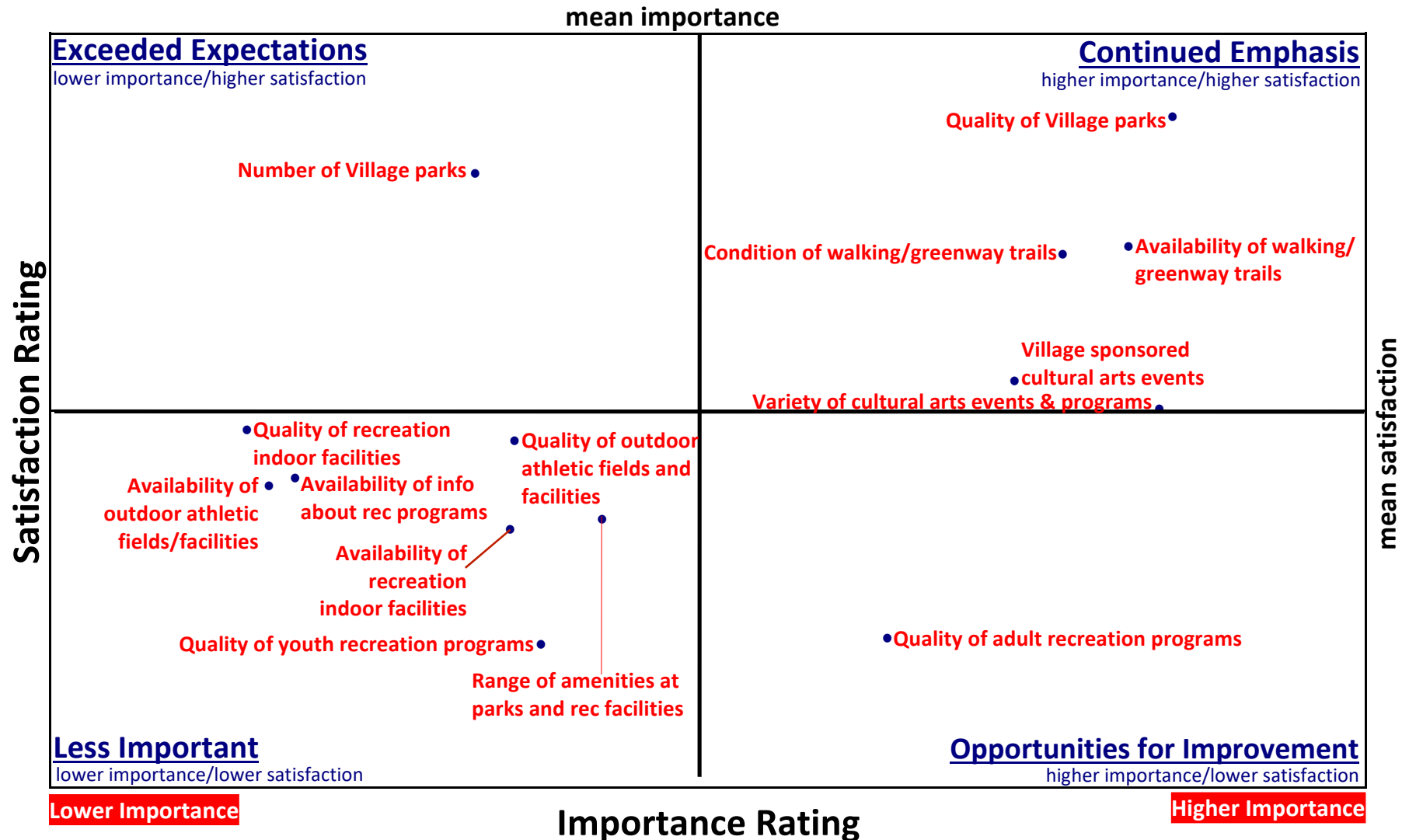
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2021 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

-Cultural and Recreation Services-

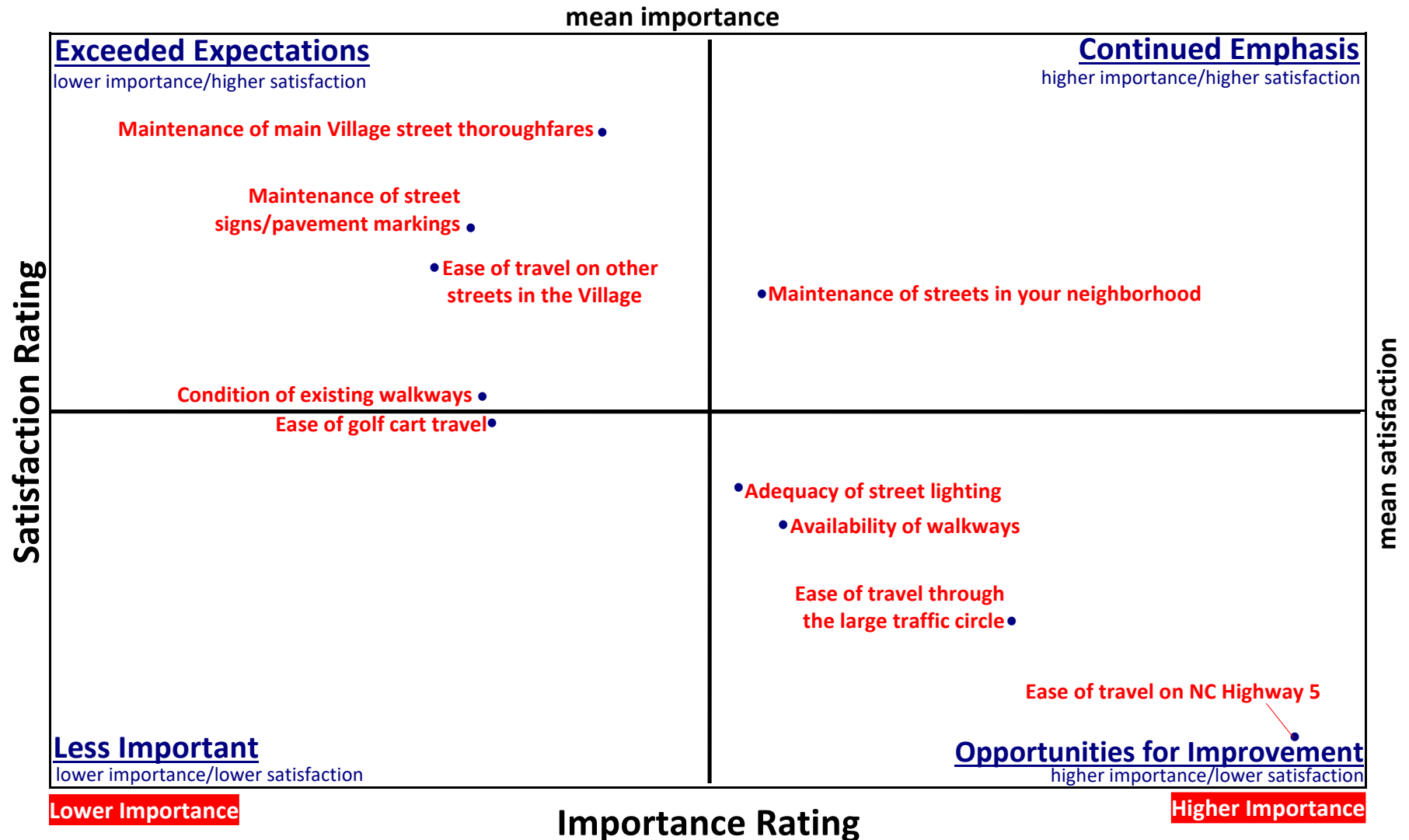
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2021 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

-Transportation Services-

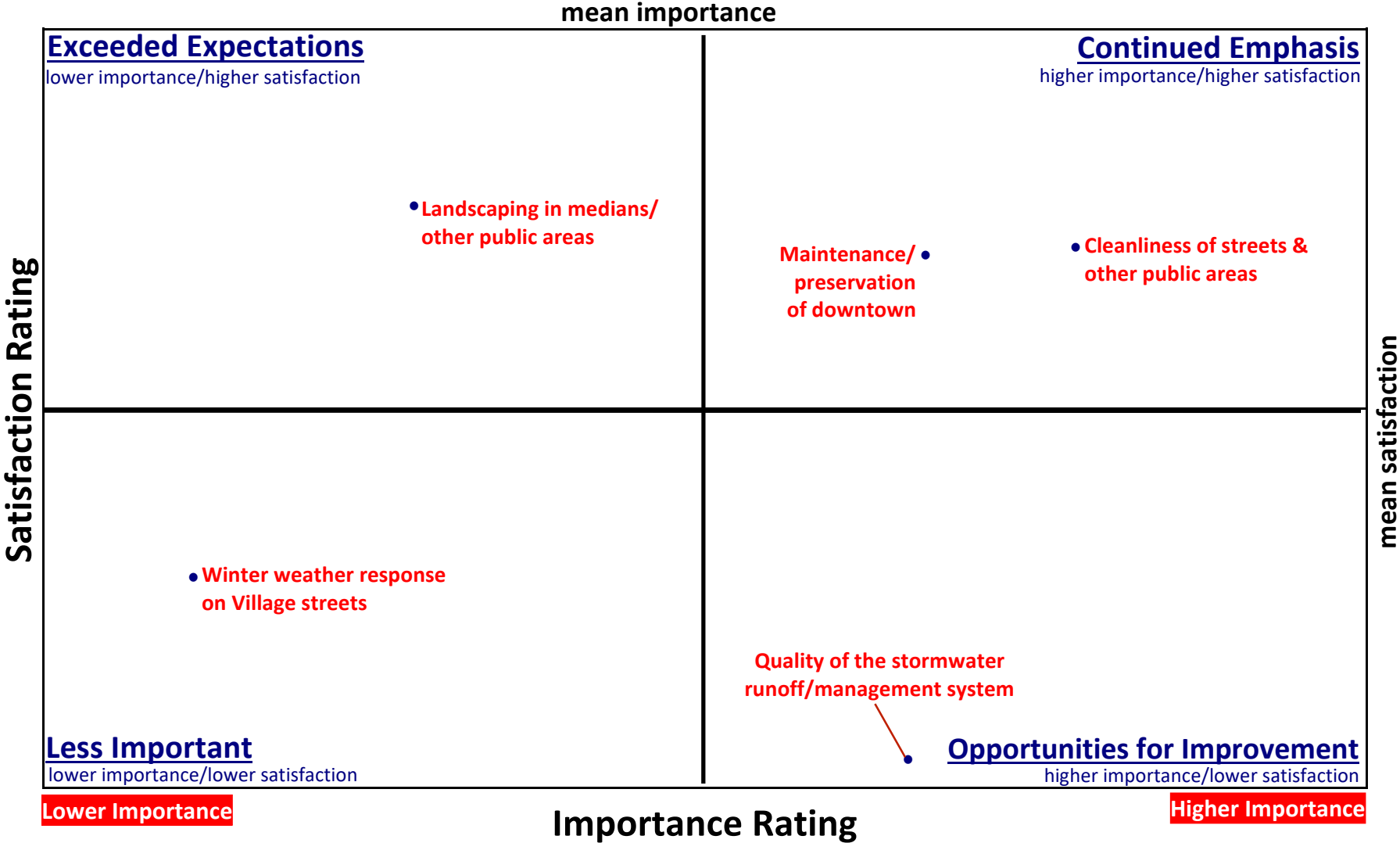
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2021 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

-Public Services-

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





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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q1-1. Police services	60.4%	29.0%	4.1%	1.2%	0.6%	4.6%
Q1-2. Fire services	65.7%	24.0%	3.9%	0.1%	0.0%	6.4%
Q1-3. Parks & recreation programs	35.7%	29.8%	13.9%	1.6%	0.2%	18.7%
Q1-4. Parks & recreation facilities	40.7%	30.8%	12.5%	1.2%	0.2%	14.5%
Q1-5. Solid waste services	53.3%	33.8%	6.1%	3.6%	0.4%	2.7%
Q1-6. Street & right-of-way maintenance	31.3%	38.6%	16.0%	9.0%	2.4%	2.7%
Q1-7. Enforcement of Village codes & ordinances	22.8%	31.8%	21.8%	9.9%	3.0%	10.6%
Q1-8. Customer service provided by Village employees	41.7%	30.6%	10.1%	1.2%	0.5%	15.9%
Q1-9. Village communication with residents	38.8%	38.6%	14.1%	3.0%	0.4%	5.1%
Q1-10. Village efforts at maintaining quality of your neighborhoods	28.5%	36.7%	17.7%	9.2%	2.5%	5.4%
Q1-11. Promotion of natural resource conservation	23.3%	27.2%	22.3%	6.6%	2.6%	17.9%
Q1-12. Level of public involvement in local decisions	21.6%	30.2%	24.2%	9.1%	2.6%	12.2%

WITHOUT "NO OPINION"

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

(N=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	63.4%	30.4%	4.3%	1.3%	0.7%
Q1-2. Fire services	70.1%	25.6%	4.1%	0.1%	0.0%
Q1-3. Parks & recreation programs	43.9%	36.7%	17.1%	2.0%	0.3%
Q1-4. Parks & recreation facilities	47.6%	36.1%	14.6%	1.5%	0.3%
Q1-5. Solid waste services	54.8%	34.8%	6.3%	3.7%	0.4%
Q1-6. Street & right-of-way maintenance	32.2%	39.7%	16.4%	9.2%	2.4%
Q1-7. Enforcement of Village codes & ordinances	25.6%	35.6%	24.4%	11.0%	3.4%
Q1-8. Customer service provided by Village employees	49.6%	36.4%	12.0%	1.5%	0.6%
Q1-9. Village communication with residents	40.9%	40.7%	14.9%	3.2%	0.4%
Q1-10. Village efforts at maintaining quality of your neighborhoods	30.1%	38.8%	18.7%	9.8%	2.6%
Q1-11. Promotion of natural resource conservation	28.4%	33.1%	27.2%	8.1%	3.2%
Q1-12. Level of public involvement in local decisions	24.6%	34.4%	27.6%	10.4%	3.0%

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. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	191	23.8 %
Fire services	11	1.4 %
Parks & recreation programs	23	2.9 %
Parks & recreation facilities	26	3.2 %
Solid waste services	26	3.2 %
Street & right-of-way maintenance	110	13.7 %
Enforcement of Village codes & ordinances	87	10.9 %
Customer service provided by Village employees	8	1.0 %
Village communication with residents	28	3.5 %
Village efforts at maintaining quality of your neighborhoods	130	16.2 %
Promotion of natural resource conservation	42	5.2 %
Level of public involvement in local decisions	45	5.6 %
None chosen	74	9.2 %
Total	801	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	45	5.6 %
Fire services	110	13.7 %
Parks & recreation programs	35	4.4 %
Parks & recreation facilities	28	3.5 %
Solid waste services	29	3.6 %
Street & right-of-way maintenance	78	9.7 %
Enforcement of Village codes & ordinances	95	11.9 %
Customer service provided by Village employees	12	1.5 %
Village communication with residents	42	5.2 %
Village efforts at maintaining quality of your neighborhoods	118	14.7 %
Promotion of natural resource conservation	66	8.2 %
Level of public involvement in local decisions	54	6.7 %
None chosen	89	11.1 %
Total	801	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. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	33	4.1 %
Fire services	20	2.5 %
Parks & recreation programs	43	5.4 %
Parks & recreation facilities	24	3.0 %
Solid waste services	67	8.4 %
Street & right-of-way maintenance	86	10.7 %
Enforcement of Village codes & ordinances	77	9.6 %
Customer service provided by Village employees	17	2.1 %
Village communication with residents	44	5.5 %
Village efforts at maintaining quality of your neighborhoods	108	13.5 %
Promotion of natural resource conservation	66	8.2 %
Level of public involvement in local decisions	96	12.0 %
None chosen	120	15.0 %
Total	801	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)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Police services	269	33.6 %
Fire services	141	17.6 %
Parks & recreation programs	101	12.6 %
Parks & recreation facilities	78	9.7 %
Solid waste services	122	15.2 %
Street & right-of-way maintenance	274	34.2 %
Enforcement of Village codes & ordinances	259	32.3 %
Customer service provided by Village employees	37	4.6 %
Village communication with residents	114	14.2 %
Village efforts at maintaining quality of your neighborhoods	356	44.4 %
Promotion of natural resource conservation	174	21.7 %
Level of public involvement in local decisions	195	24.3 %
None chosen	74	9.2 %
Total	2194	

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=801)

	Very important	Somewhat important	Not sure	Unimportant	Not provided
Q3-1. Sense of community	58.3%	30.1%	3.6%	3.1%	4.9%
Q3-2. Quality of public education	48.6%	20.5%	9.2%	15.6%	6.1%
Q3-3. Types of housing	62.5%	25.6%	4.9%	2.2%	4.7%
Q3-4. Quality of housing	76.8%	16.7%	1.5%	0.9%	4.1%
Q3-5. Access to quality shopping	38.8%	42.1%	7.0%	7.2%	4.9%
Q3-6. Availability of cultural arts opportunities	32.3%	42.1%	10.7%	10.2%	4.6%
Q3-7. Availability of golfing opportunities	43.7%	23.3%	5.4%	24.0%	3.6%
Q3-8. Availability of other recreational opportunities	32.5%	44.4%	9.1%	9.2%	4.7%
Q3-9. Proximity to family or friends	30.6%	29.3%	8.9%	26.5%	4.7%
Q3-10. Proximity to work	18.4%	16.0%	6.4%	52.1%	7.2%
Q3-11. Safety & security	86.5%	8.7%	1.6%	0.5%	2.6%
Q3-12. Quality health care	85.8%	9.9%	1.4%	0.7%	2.2%
Q3-13. Opportunities and/or resources for senior citizens	49.6%	30.6%	5.5%	9.9%	4.5%
Q3-14. Opportunities and/or resources for children under 18	27.1%	20.1%	10.9%	34.1%	7.9%
Q3-15. Low property tax rate	59.6%	28.0%	4.7%	4.1%	3.6%

WITHOUT "NOT PROVIDED"

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

(N=801)

	Very important	Somewhat important	Not sure	Unimportant
Q3-1. Sense of community	61.3%	31.6%	3.8%	3.3%
Q3-2. Quality of public education	51.7%	21.8%	9.8%	16.6%
Q3-3. Types of housing	65.7%	26.9%	5.1%	2.4%
Q3-4. Quality of housing	80.1%	17.4%	1.6%	0.9%
Q3-5. Access to quality shopping	40.8%	44.2%	7.3%	7.6%
Q3-6. Availability of cultural arts opportunities	33.9%	44.1%	11.3%	10.7%
Q3-7. Availability of golfing opportunities	45.3%	24.2%	5.6%	24.9%
Q3-8. Availability of other recreational opportunities	34.1%	46.7%	9.6%	9.7%
Q3-9. Proximity to family or friends	32.1%	30.8%	9.3%	27.8%
Q3-10. Proximity to work	19.8%	17.2%	6.9%	56.1%
Q3-11. Safety & security	88.8%	9.0%	1.7%	0.5%
Q3-12. Quality health care	87.7%	10.1%	1.4%	0.8%
Q3-13. Opportunities and/or resources for senior citizens	51.9%	32.0%	5.8%	10.3%
Q3-14. Opportunities and/or resources for children under 18	29.4%	21.8%	11.8%	37.0%
Q3-15. Low property tax rate	61.8%	29.0%	4.9%	4.3%

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

(N=801)

	Yes	No	Not provided
Q3-1. Sense of community	67.9%	5.5%	26.6%
Q3-2. Quality of public education	49.3%	9.9%	40.8%
Q3-3. Types of housing	63.4%	7.2%	29.3%
Q3-4. Quality of housing	61.5%	9.5%	29.0%
Q3-5. Access to quality shopping	50.4%	19.6%	30.0%
Q3-6. Availability of cultural arts opportunities	55.3%	11.2%	33.5%
Q3-7. Availability of golfing opportunities	63.4%	2.6%	34.0%
Q3-8. Availability of other recreational opportunities	55.6%	11.0%	33.5%
Q3-9. Proximity to family or friends	53.1%	7.6%	39.3%
Q3-10. Proximity to work	44.2%	8.0%	47.8%
Q3-11. Safety & security	69.5%	1.9%	28.6%
Q3-12. Quality health care	69.7%	1.7%	28.6%
Q3-13. Opportunities and/or resources for senior citizens	59.7%	6.2%	34.1%
Q3-14. Opportunities and/or resources for children under 18	38.7%	12.1%	49.2%
Q3-15. Low property tax rate	57.9%	10.4%	31.7%

WITHOUT "NOT PROVIDED"**Q3. Then, please indicate if your needs are being met in Pinehurst. (without "not provided")**

(N=801)

	Yes	No
Q3-1. Sense of community	92.5%	7.5%
Q3-2. Quality of public education	83.3%	16.7%
Q3-3. Types of housing	89.8%	10.2%
Q3-4. Quality of housing	86.6%	13.4%
Q3-5. Access to quality shopping	72.0%	28.0%
Q3-6. Availability of cultural arts opportunities	83.1%	16.9%
Q3-7. Availability of golfing opportunities	96.0%	4.0%
Q3-8. Availability of other recreational opportunities	83.5%	16.5%
Q3-9. Proximity to family or friends	87.4%	12.6%
Q3-10. Proximity to work	84.7%	15.3%
Q3-11. Safety & security	97.4%	2.6%
Q3-12. Quality health care	97.6%	2.4%
Q3-13. Opportunities and/or resources for senior citizens	90.5%	9.5%
Q3-14. Opportunities and/or resources for children under 18	76.2%	23.8%
Q3-15. Low property tax rate	84.8%	15.2%

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=801)

	Excellent	Good	Neutral	Below average	Poor	No opinion
Q4-1. Overall image of Village	56.7%	34.8%	4.1%	0.9%	0.5%	3.0%
Q4-2. Overall quality of life in Village	54.2%	36.7%	4.9%	0.9%	0.1%	3.2%
Q4-3. Overall feeling of safety in Village	64.5%	28.7%	2.5%	1.0%	0.1%	3.1%
Q4-4. Quality of new residential development in Village	14.9%	27.5%	29.2%	12.1%	6.7%	9.6%
Q4-5. Quality of new commercial development in Village	13.1%	25.5%	32.1%	12.9%	6.1%	10.4%
Q4-6. As a place to live	62.3%	28.5%	4.0%	0.6%	0.5%	4.1%
Q4-7. As a place to raise children	33.0%	23.8%	14.9%	2.2%	0.9%	25.2%
Q4-8. As a place to retire	63.5%	26.3%	4.0%	0.6%	0.5%	5.0%
Q4-9. Overall appearance of Village	56.3%	34.6%	4.4%	0.7%	0.4%	3.6%
Q4-10. Availability of affordable housing	17.4%	29.8%	26.7%	8.5%	4.0%	13.6%
Q4-11. Overall quality of Village services	40.6%	43.6%	9.6%	1.5%	0.6%	4.1%

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=801)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. Overall image of Village	58.4%	35.9%	4.2%	0.9%	0.5%
Q4-2. Overall quality of life in Village	56.0%	37.9%	5.0%	0.9%	0.1%
Q4-3. Overall feeling of safety in Village	66.6%	29.6%	2.6%	1.0%	0.1%
Q4-4. Quality of new residential development in Village	16.4%	30.4%	32.3%	13.4%	7.5%
Q4-5. Quality of new commercial development in Village	14.6%	28.4%	35.8%	14.3%	6.8%
Q4-6. As a place to live	65.0%	29.7%	4.2%	0.7%	0.5%
Q4-7. As a place to raise children	44.1%	31.9%	19.9%	3.0%	1.2%
Q4-8. As a place to retire	66.9%	27.7%	4.2%	0.7%	0.5%
Q4-9. Overall appearance of Village	58.4%	35.9%	4.5%	0.8%	0.4%
Q4-10. Availability of affordable housing	20.1%	34.5%	30.9%	9.8%	4.6%
Q4-11. Overall quality of Village services	42.3%	45.4%	10.0%	1.6%	0.7%

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=801)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	No opinion
Q5-1. Walking alone in your neighborhood during the day	81.8%	13.9%	1.5%	0.4%	0.4%	2.1%
Q5-2. Walking alone in your neighborhood after dark	38.1%	33.5%	14.5%	5.6%	1.7%	6.6%
Q5-3. In Village parks & recreation facilities	39.8%	34.7%	11.1%	0.6%	0.0%	13.7%
Q5-4. In business areas of Village during the day	74.8%	18.9%	2.4%	0.0%	0.0%	4.0%
Q5-5. In business areas of Village after dark	37.8%	34.7%	14.0%	3.0%	0.7%	9.7%

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=801)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	83.5%	14.2%	1.5%	0.4%	0.4%
Q5-2. Walking alone in your neighborhood after dark	40.8%	35.8%	15.5%	6.0%	1.9%
Q5-3. In Village parks & recreation facilities	46.2%	40.2%	12.9%	0.7%	0.0%
Q5-4. In business areas of Village during the day	77.9%	19.6%	2.5%	0.0%	0.0%
Q5-5. In business areas of Village after dark	41.9%	38.5%	15.5%	3.3%	0.8%

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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q6-1. Efforts to prevent crimes	39.1%	39.7%	10.5%	0.5%	0.5%	9.7%
Q6-2. Enforcement of local traffic laws	29.6%	38.3%	12.9%	9.5%	3.1%	6.6%
Q6-3. How quickly police respond to emergencies	43.2%	27.3%	9.0%	0.6%	0.1%	19.7%
Q6-4. Frequency that police officers patrol your neighborhood	25.2%	33.7%	21.0%	6.7%	2.1%	11.2%
Q6-5. Fire prevention & education programs provided by Village	22.7%	24.6%	22.8%	1.5%	0.4%	28.0%
Q6-6. How quickly fire personnel respond to emergencies	41.8%	22.1%	11.2%	0.4%	0.9%	23.6%

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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Efforts to prevent crimes	43.3%	44.0%	11.6%	0.6%	0.6%
Q6-2. Enforcement of local traffic laws	31.7%	41.0%	13.8%	10.2%	3.3%
Q6-3. How quickly police respond to emergencies	53.8%	34.1%	11.2%	0.8%	0.2%
Q6-4. Frequency that police officers patrol your neighborhood	28.4%	38.0%	23.6%	7.6%	2.4%
Q6-5. Fire prevention & education programs provided by Village	31.5%	34.1%	31.7%	2.1%	0.5%
Q6-6. How quickly fire personnel respond to emergencies	54.7%	28.9%	14.7%	0.5%	1.1%

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	347	43.3 %
Enforcement of local traffic laws	123	15.4 %
How quickly police respond to emergencies	90	11.2 %
Frequency that police officers patrol your neighborhood	94	11.7 %
Fire prevention & education programs provided by Village	29	3.6 %
How quickly fire personnel respond to emergencies	46	5.7 %
None chosen	72	9.0 %
Total	801	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	92	11.5 %
Enforcement of local traffic laws	111	13.9 %
How quickly police respond to emergencies	162	20.2 %
Frequency that police officers patrol your neighborhood	138	17.2 %
Fire prevention & education programs provided by Village	54	6.7 %
How quickly fire personnel respond to emergencies	128	16.0 %
None chosen	116	14.5 %
Total	801	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	439	54.8 %
Enforcement of local traffic laws	234	29.2 %
How quickly police respond to emergencies	252	31.5 %
Frequency that police officers patrol your neighborhood	232	29.0 %
Fire prevention & education programs provided by Village	83	10.4 %
How quickly fire personnel respond to emergencies	174	21.7 %
None chosen	72	9.0 %
Total	1486	

Q8. Cultural and Recreation Services. Please indicate whether you or other members of your household have used these Cultural and Recreation Services during the past year.

(N=801)

	Yes	No
Q8-1. Greenway trails	47.3%	52.7%
Q8-2. Village sponsored cultural/arts events	44.3%	55.7%
Q8-3. Cannon Park	31.8%	68.2%
Q8-4. Arboretum/Timmel Pavilion	35.6%	64.4%
Q8-5. Rassie Wicker Park	43.9%	56.1%
Q8-6. Camelot Playground	21.1%	78.9%
Q8-7. Splash Pad at Wicker Park	12.4%	87.6%
Q8-8. West Pinehurst Park (e.g. disc golf)	5.7%	94.3%
Q8-9. Community Center	20.5%	79.5%
Q8-10. Youth recreation programs	6.4%	93.6%
Q8-11. Adult recreation programs	10.4%	89.6%

Q8. 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=597)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q8-1. Greenway trails	45.4%	43.5%	3.4%	2.6%	0.0%	5.0%
Q8-2. Village sponsored cultural/arts events	45.4%	40.6%	9.0%	0.3%	0.0%	4.8%
Q8-3. Cannon Park	48.6%	42.0%	3.5%	1.6%	0.0%	4.3%
Q8-4. Arboretum/Timmel Pavilion	59.6%	30.5%	4.2%	0.4%	0.0%	5.3%
Q8-5. Rassie Wicker Park	52.8%	36.9%	3.4%	0.9%	0.0%	6.0%
Q8-6. Camelot Playground	58.0%	30.8%	3.6%	1.2%	0.0%	6.5%
Q8-7. Splash Pad at Wicker Park	50.5%	33.3%	5.1%	1.0%	0.0%	10.1%
Q8-8. West Pinehurst Park (e.g. disc golf)	37.0%	41.3%	8.7%	2.2%	0.0%	10.9%
Q8-9. Community Center	47.6%	36.0%	7.3%	1.8%	0.6%	6.7%
Q8-10. Youth recreation programs	47.1%	25.5%	5.9%	2.0%	3.9%	15.7%
Q8-11. Adult recreation programs	42.2%	39.8%	8.4%	2.4%	2.4%	4.8%

WITHOUT "NO OPINION"

Q8. 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=597)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Greenway trails	47.8%	45.8%	3.6%	2.8%	0.0%
Q8-2. Village sponsored cultural/arts events	47.6%	42.6%	9.5%	0.3%	0.0%
Q8-3. Cannon Park	50.8%	43.9%	3.7%	1.6%	0.0%
Q8-4. Arboretum/Timmel Pavilion	63.0%	32.2%	4.4%	0.4%	0.0%
Q8-5. Rassie Wicker Park	56.2%	39.3%	3.6%	0.9%	0.0%
Q8-6. Camelot Playground	62.0%	32.9%	3.8%	1.3%	0.0%
Q8-7. Splash Pad at Wicker Park	56.2%	37.1%	5.6%	1.1%	0.0%
Q8-8. West Pinehurst Park (e.g. disc golf)	41.5%	46.3%	9.8%	2.4%	0.0%
Q8-9. Community Center	51.0%	38.6%	7.8%	2.0%	0.7%
Q8-10. Youth recreation programs	55.8%	30.2%	7.0%	2.3%	4.7%
Q8-11. Adult recreation programs	44.3%	41.8%	8.9%	2.5%	2.5%

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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q9-1. Number of Village parks	35.5%	35.8%	10.2%	2.7%	0.4%	15.4%
Q9-2. Quality of Village parks	36.0%	37.6%	9.0%	1.0%	0.0%	16.5%
Q9-3. Quality of recreation indoor facilities	20.5%	20.2%	17.4%	2.2%	0.2%	39.5%
Q9-4. Availability of recreation indoor facilities	16.4%	20.0%	17.7%	4.9%	1.0%	40.1%
Q9-5. Availability of walking/ greenway trails	31.3%	31.3%	10.1%	4.6%	1.5%	21.1%
Q9-6. Condition of walking/ greenway trails	26.3%	32.7%	12.2%	2.9%	0.6%	25.2%
Q9-7. Quality of outdoor athletic fields & facilities	17.0%	21.5%	18.1%	1.1%	0.1%	42.2%
Q9-8. Availability of outdoor athletic fields & facilities	15.2%	20.5%	18.7%	1.5%	0.4%	43.7%
Q9-9. Availability of information about recreation programs	18.0%	29.3%	20.2%	5.2%	1.1%	26.1%
Q9-10. Quality of youth recreation programs	9.7%	12.5%	17.7%	1.6%	0.4%	58.1%
Q9-11. Quality of adult recreation programs	10.1%	18.1%	20.8%	3.0%	0.7%	47.2%
Q9-12. Range of amenities at parks & recreation facilities	14.5%	25.1%	19.9%	4.4%	0.7%	35.5%
Q9-13. Village sponsored cultural arts events	19.0%	33.0%	17.2%	3.7%	0.7%	26.3%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	19.6%	30.6%	17.1%	5.0%	0.9%	26.8%

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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Number of Village parks	41.9%	42.3%	12.1%	3.2%	0.4%
Q9-2. Quality of Village parks	43.0%	45.0%	10.8%	1.2%	0.0%
Q9-3. Quality of recreation indoor facilities	33.8%	33.4%	28.7%	3.7%	0.4%
Q9-4. Availability of recreation indoor facilities	27.3%	33.3%	29.6%	8.1%	1.7%
Q9-5. Availability of walking/greenway trails	39.7%	39.7%	12.8%	5.9%	1.9%
Q9-6. Condition of walking/greenway trails	35.2%	43.7%	16.4%	3.8%	0.8%
Q9-7. Quality of outdoor athletic fields & facilities	29.4%	37.1%	31.3%	1.9%	0.2%
Q9-8. Availability of outdoor athletic fields & facilities	27.1%	36.4%	33.3%	2.7%	0.7%
Q9-9. Availability of information about recreation programs	24.3%	39.7%	27.4%	7.1%	1.5%
Q9-10. Quality of youth recreation programs	23.2%	29.8%	42.3%	3.9%	0.9%
Q9-11. Quality of adult recreation programs	19.1%	34.3%	39.5%	5.7%	1.4%
Q9-12. Range of amenities at parks & recreation facilities	22.4%	38.9%	30.8%	6.8%	1.2%
Q9-13. Village sponsored cultural arts events	25.8%	44.7%	23.4%	5.1%	1.0%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	26.8%	41.8%	23.4%	6.8%	1.2%

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	48	6.0 %
Quality of Village parks	91	11.4 %
Quality of recreation indoor facilities	23	2.9 %
Availability of recreation indoor facilities	32	4.0 %
Availability of walking/greenway trails	95	11.9 %
Condition of walking/greenway trails	62	7.7 %
Quality of outdoor athletic fields & facilities	9	1.1 %
Availability of outdoor athletic fields & facilities	6	0.7 %
Availability of information about recreation programs	30	3.7 %
Quality of youth recreation programs	39	4.9 %
Quality of adult recreation programs	33	4.1 %
Range of amenities at parks & recreation facilities	23	2.9 %
Village sponsored cultural arts events	59	7.4 %
Variety of cultural arts events & programs in Southern Moore County	46	5.7 %
None chosen	205	25.6 %
Total	801	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	65	8.1 %
Quality of recreation indoor facilities	14	1.7 %
Availability of recreation indoor facilities	26	3.2 %
Availability of walking/greenway trails	59	7.4 %
Condition of walking/greenway trails	109	13.6 %
Quality of outdoor athletic fields & facilities	6	0.7 %
Availability of outdoor athletic fields & facilities	17	2.1 %
Availability of information about recreation programs	30	3.7 %
Quality of youth recreation programs	18	2.2 %
Quality of adult recreation programs	45	5.6 %
Range of amenities at parks & recreation facilities	38	4.7 %
Village sponsored cultural arts events	72	9.0 %
Variety of cultural arts events & programs in Southern Moore County	48	6.0 %
None chosen	240	30.0 %
Total	801	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	17	2.1 %
Quality of Village parks	37	4.6 %
Quality of recreation indoor facilities	16	2.0 %
Availability of recreation indoor facilities	18	2.2 %
Availability of walking/greenway trails	38	4.7 %
Condition of walking/greenway trails	54	6.7 %
Quality of outdoor athletic fields & facilities	23	2.9 %
Availability of outdoor athletic fields & facilities	13	1.6 %
Availability of information about recreation programs	35	4.4 %
Quality of youth recreation programs	21	2.6 %
Quality of adult recreation programs	37	4.6 %
Range of amenities at parks & recreation facilities	57	7.1 %
Village sponsored cultural arts events	68	8.5 %
Variety of cultural arts events & programs in Southern Moore County	76	9.5 %
None chosen	291	36.3 %
Total	801	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	79	9.9 %
Quality of Village parks	193	24.1 %
Quality of recreation indoor facilities	53	6.6 %
Availability of recreation indoor facilities	76	9.5 %
Availability of walking/greenway trails	192	24.0 %
Condition of walking/greenway trails	225	28.1 %
Quality of outdoor athletic fields & facilities	38	4.7 %
Availability of outdoor athletic fields & facilities	36	4.5 %
Availability of information about recreation programs	95	11.9 %
Quality of youth recreation programs	78	9.7 %
Quality of adult recreation programs	115	14.4 %
Range of amenities at parks & recreation facilities	118	14.7 %
Village sponsored cultural arts events	199	24.8 %
Variety of cultural arts events & programs in Southern Moore County	170	21.2 %
None chosen	205	25.6 %
Total	1872	

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

Q11. Do you shop regularly in Village Center (downtown)	Number	Percent
Yes	239	29.8 %
No	551	68.8 %
Not provided	11	1.4 %
Total	801	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	239	30.3 %
No	551	69.7 %
Total	790	100.0 %

Q12. Do you dine regularly in the Village Center (downtown)?

Q12. Do you dine regularly in Village Center (downtown)	Number	Percent
Yes	397	49.6 %
No	393	49.1 %
Not provided	11	1.4 %
Total	801	100.0 %

WITHOUT "NOT PROVIDED"**Q12. Do you dine regularly in the Village Center (downtown)? (without "not provided")**

Q12. Do you dine regularly in Village Center (downtown)	Number	Percent
Yes	397	50.3 %
No	393	49.7 %
Total	790	100.0 %

Q13. Please check each of the following reasons that prevent you from shopping/dining regularly in the Village Center (downtown) more often.

Q13. What are the reasons that prevent you from shopping/dining regularly in Village Center (downtown) more often

	Number	Percent
Stores hours of operation	56	15.1 %
Variety of merchandise/menu options offered	137	36.8 %
Merchandise is more targeted to tourists than local shoppers	184	49.5 %
Parking availability	107	28.8 %
Wait times for dining	25	6.7 %
Prices	127	34.1 %
Other	59	15.9 %
Nothing prevents me from shopping/dining more often in Village Center	84	22.6 %
Total	779	

Q14. 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.

(N=801)

	Yes	No
Q14-1. Given Memorial Library services	40.6%	59.4%
Q14-2. Given Memorial Library programs	15.0%	85.0%

Q14. 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=332)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q14-1. Given Memorial Library services	59.1%	25.5%	4.3%	3.4%	0.3%	7.4%
Q14-2. Given Memorial Library programs	55.0%	24.2%	4.2%	2.5%	0.8%	13.3%

WITHOUT "NO OPINION"

Q14. 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=332)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Given Memorial Library services	63.8%	27.6%	4.7%	3.7%	0.3%
Q14-2. Given Memorial Library programs	63.5%	27.9%	4.8%	2.9%	1.0%

Q14a. If you answered "No" to either part of Question 14, please CHECK ALL of the following reasons that prevent you from using the Given Memorial Library services.

Q14a. What are the reasons that prevent you from using Given Memorial Library services	Number	Percent
Didn't know about it	117	17.0 %
Hours of operation	45	6.5 %
Variety of library services offered	55	8.0 %
Variety of library programs offered	61	8.9 %
Parking availability	58	8.4 %
Insufficient technology available	32	4.7 %
Not enough meeting areas/rooms	17	2.5 %
A library is not important to me	158	23.0 %
Other	168	24.4 %
Total	711	

Q15. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q15-1. Enforcing cleanup of litter & debris on private property	16.2%	34.0%	17.4%	12.7%	4.1%	15.6%
Q15-2. Enforcing mowing/cutting of weeds/grass on private property	15.5%	30.2%	18.4%	15.4%	5.7%	14.9%
Q15-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	17.2%	28.3%	19.1%	13.7%	3.4%	18.2%
Q15-4. Enforcing sign regulations	17.9%	31.6%	19.9%	8.7%	2.9%	19.1%
Q15-5. Enforcing solid waste cart regulations	21.5%	36.1%	17.0%	5.9%	2.5%	17.1%

WITHOUT "NO OPINION"

Q15. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Enforcing cleanup of litter & debris on private property	19.2%	40.2%	20.6%	15.1%	4.9%
Q15-2. Enforcing mowing/cutting of weeds/grass on private property	18.2%	35.5%	21.6%	18.0%	6.7%
Q15-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	21.1%	34.7%	23.4%	16.8%	4.1%
Q15-4. Enforcing sign regulations	22.1%	39.0%	24.5%	10.8%	3.5%
Q15-5. Enforcing solid waste cart regulations	25.9%	43.5%	20.5%	7.1%	3.0%

Q16. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

Q16. How would you describe amount of effort Village applies to enforce its codes & ordinances	Number	Percent
About right	492	61.4 %
Too much	28	3.5 %
Too little	195	24.3 %
Not provided	86	10.7 %
Total	801	100.0 %

WITHOUT "NOT PROVIDED"**Q16. How would you describe the amount of effort the Village applies to enforce its codes and ordinances? (without "not provided")**

Q16. How would you describe amount of effort Village applies to enforce its codes & ordinances	Number	Percent
About right	492	68.8 %
Too much	28	3.9 %
Too little	195	27.3 %
Total	715	100.0 %

Q17. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q17-1. Maintenance of main Village street thoroughfares	36.8%	45.8%	6.9%	2.7%	0.6%	7.1%
Q17-2. Maintenance of streets in your neighborhood	29.0%	36.2%	10.2%	11.7%	3.5%	9.4%
Q17-3. Maintenance of street signs/pavement markings	30.1%	43.3%	13.2%	5.5%	0.9%	7.0%
Q17-4. Adequacy of street lighting	20.0%	27.6%	18.1%	16.9%	10.0%	7.5%
Q17-5. Ease of travel on NC Highway 5	6.1%	17.7%	16.5%	32.7%	22.7%	4.2%
Q17-6. Ease of travel through large traffic circle	8.4%	27.5%	23.6%	22.0%	15.0%	3.6%
Q17-7. Ease of travel on other streets in Village	19.4%	51.6%	17.1%	4.9%	2.0%	5.1%
Q17-8. Availability of walkways	15.5%	26.7%	17.7%	17.5%	11.7%	10.9%
Q17-9. Condition of existing walkways	16.7%	33.6%	24.1%	5.6%	2.5%	17.5%
Q17-10. Ease of golf cart travel	11.9%	19.1%	14.2%	5.2%	2.7%	46.8%

WITHOUT "NO OPINION"**Q17. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Maintenance of main Village street thoroughfares	39.7%	49.3%	7.4%	3.0%	0.7%
Q17-2. Maintenance of streets in your neighborhood	32.0%	39.9%	11.3%	12.9%	3.9%
Q17-3. Maintenance of street signs/pavement markings	32.3%	46.6%	14.2%	5.9%	0.9%
Q17-4. Adequacy of street lighting	21.6%	29.8%	19.6%	18.2%	10.8%
Q17-5. Ease of travel on NC Highway 5	6.4%	18.5%	17.2%	34.2%	23.7%
Q17-6. Ease of travel through large traffic circle	8.7%	28.5%	24.5%	22.8%	15.5%
Q17-7. Ease of travel on other streets in Village	20.4%	54.3%	18.0%	5.1%	2.1%
Q17-8. Availability of walkways	17.4%	30.0%	19.9%	19.6%	13.2%
Q17-9. Condition of existing walkways	20.3%	40.7%	29.2%	6.8%	3.0%
Q17-10. Ease of golf cart travel	22.3%	35.9%	26.8%	9.9%	5.2%

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

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	65	8.1 %
Maintenance of streets in your neighborhood	85	10.6 %
Maintenance of street signs/pavement markings	14	1.7 %
Adequacy of street lighting	74	9.2 %
Ease of travel on NC Highway 5	277	34.6 %
Ease of travel through large traffic circle	109	13.6 %
Ease of travel on other streets in Village	3	0.4 %
Availability of walkways	73	9.1 %
Condition of existing walkways	7	0.9 %
Ease of golf cart travel	23	2.9 %
None chosen	71	8.9 %
Total	801	100.0 %

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

<u>Q18. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	36	4.5 %
Maintenance of streets in your neighborhood	79	9.9 %
Maintenance of street signs/pavement markings	27	3.4 %
Adequacy of street lighting	82	10.2 %
Ease of travel on NC Highway 5	140	17.5 %
Ease of travel through large traffic circle	159	19.9 %
Ease of travel on other streets in Village	16	2.0 %
Availability of walkways	91	11.4 %
Condition of existing walkways	20	2.5 %
Ease of golf cart travel	28	3.5 %
None chosen	123	15.4 %
Total	801	100.0 %

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

<u>Q18. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	49	6.1 %
Maintenance of streets in your neighborhood	63	7.9 %
Maintenance of street signs/pavement markings	45	5.6 %
Adequacy of street lighting	61	7.6 %
Ease of travel on NC Highway 5	70	8.7 %
Ease of travel through large traffic circle	81	10.1 %
Ease of travel on other streets in Village	49	6.1 %
Availability of walkways	74	9.2 %
Condition of existing walkways	64	8.0 %
Ease of golf cart travel	45	5.6 %
None chosen	200	25.0 %
Total	801	100.0 %

SUM OF TOP 3 CHOICES

Q18. 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)

<u>Q18. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	150	18.7 %
Maintenance of streets in your neighborhood	227	28.3 %
Maintenance of street signs/pavement markings	86	10.7 %
Adequacy of street lighting	217	27.1 %
Ease of travel on NC Highway 5	487	60.8 %
Ease of travel through large traffic circle	349	43.6 %
Ease of travel on other streets in Village	68	8.5 %
Availability of walkways	238	29.7 %
Condition of existing walkways	91	11.4 %
Ease of golf cart travel	96	12.0 %
None chosen	71	8.9 %
Total	2080	

Q19. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q19-1. Maintenance/preservation of downtown	43.2%	42.7%	7.0%	1.0%	0.2%	5.9%
Q19-2. Quality of landscaping in medians & other public areas	56.3%	34.1%	4.7%	0.9%	0.2%	3.7%
Q19-3. Overall cleanliness of streets & other public areas	48.4%	39.8%	6.6%	1.4%	0.0%	3.7%
Q19-4. Quality of stormwater runoff/management system	22.8%	32.1%	15.4%	10.2%	4.4%	15.1%
Q19-5. Winter weather response on Village streets (snow/ice)	27.2%	37.0%	17.2%	4.1%	0.9%	13.6%

WITHOUT "NO OPINION"

Q19. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Maintenance/preservation of downtown	45.9%	45.4%	7.4%	1.1%	0.3%
Q19-2. Quality of landscaping in medians & other public areas	58.5%	35.4%	4.9%	0.9%	0.3%
Q19-3. Overall cleanliness of streets & other public areas	50.3%	41.4%	6.9%	1.4%	0.0%
Q19-4. Quality of stormwater runoff/management system	26.9%	37.8%	18.1%	12.1%	5.1%
Q19-5. Winter weather response on Village streets (snow/ice)	31.5%	42.8%	19.9%	4.8%	1.0%

Q20. Which TWO of the Public Services items listed in Question 19 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q20. Top choice	Number	Percent
Maintenance/preservation of downtown	216	27.0 %
Quality of landscaping in medians & other public areas	69	8.6 %
Overall cleanliness of streets & other public areas	118	14.7 %
Quality of stormwater runoff/management system	202	25.2 %
Winter weather response on Village streets (snow/ice)	76	9.5 %
None chosen	120	15.0 %
Total	801	100.0 %

Q20. Which TWO of the Public Services items listed in Question 19 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q20. 2nd choice	Number	Percent
Maintenance/preservation of downtown	81	10.1 %
Quality of landscaping in medians & other public areas	135	16.9 %
Overall cleanliness of streets & other public areas	207	25.8 %
Quality of stormwater runoff/management system	92	11.5 %
Winter weather response on Village streets (snow/ice)	88	11.0 %
None chosen	198	24.7 %
Total	801	100.0 %

SUM OF TOP 2 CHOICES

Q20. 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)

Q20. Sum of top 2 choices	Number	Percent
Maintenance/preservation of downtown	297	37.1 %
Quality of landscaping in medians & other public areas	204	25.5 %
Overall cleanliness of streets & other public areas	325	40.6 %
Quality of stormwater runoff/management system	294	36.7 %
Winter weather response on Village streets (snow/ice)	164	20.5 %
None chosen	120	15.0 %
Total	1404	

Q21. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q21-1. Residential trash collection services	63.5%	26.3%	3.5%	1.2%	0.9%	4.5%
Q21-2. Curbside recycling services	54.6%	25.6%	5.6%	5.6%	2.2%	6.4%
Q21-3. Yard waste collection services	55.6%	26.5%	4.5%	2.6%	1.4%	9.5%

WITHOUT "NO OPINION"

Q21. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Residential trash collection services	66.5%	27.6%	3.7%	1.3%	0.9%
Q21-2. Curbside recycling services	58.3%	27.3%	6.0%	6.0%	2.4%
Q21-3. Yard waste collection services	61.4%	29.2%	5.0%	2.9%	1.5%

Q22. Please indicate whether you or other members of your household have used these Village services and facilities during the past year.

(N=801)

	Yes	No
Q22-1. Fire services	11.0%	89.0%
Q22-2. Police services	16.9%	83.1%
Q22-3. Village Hall reception desk	22.6%	77.4%
Q22-4. MyVOP service request system	12.6%	87.4%
Q22-5. Code enforcement	12.2%	87.8%
Q22-6. Recreation program registration	12.2%	87.8%
Q22-7. Planning & Inspections services	13.1%	86.9%

Q22. 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=426)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q22-1. Fire services	92.0%	4.5%	0.0%	0.0%	0.0%	3.4%
Q22-2. Police services	70.4%	14.1%	3.0%	3.0%	0.7%	8.9%
Q22-3. Village Hall reception desk	63.0%	27.6%	4.4%	0.0%	0.6%	4.4%
Q22-4. MyVOP service request system	50.5%	29.7%	7.9%	5.9%	0.0%	5.9%
Q22-5. Code enforcement	27.6%	23.5%	10.2%	20.4%	9.2%	9.2%
Q22-6. Recreation program registration	45.9%	33.7%	11.2%	0.0%	0.0%	9.2%
Q22-7. Planning & Inspections services	41.0%	31.4%	10.5%	6.7%	3.8%	6.7%

WITHOUT "NO OPINION"

Q22. 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=426)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Fire services	95.3%	4.7%	0.0%	0.0%	0.0%
Q22-2. Police services	77.2%	15.4%	3.3%	3.3%	0.8%
Q22-3. Village Hall reception desk	65.9%	28.9%	4.6%	0.0%	0.6%
Q22-4. MyVOP service request system	53.7%	31.6%	8.4%	6.3%	0.0%
Q22-5. Code enforcement	30.3%	25.8%	11.2%	22.5%	10.1%
Q22-6. Recreation program registration	50.6%	37.1%	12.4%	0.0%	0.0%
Q22-7. Planning & Inspections services	43.9%	33.7%	11.2%	7.1%	4.1%

Q23. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q23-1. Quality of information about Village programs/services	23.2%	43.4%	17.5%	4.9%	0.4%	10.6%
Q23-2. Village efforts to keep you informed about local issues	24.6%	42.2%	17.7%	6.7%	0.4%	8.4%
Q23-3. Opportunities to participate in local government (advisory boards, volunteering)	18.1%	34.7%	26.2%	2.6%	0.5%	17.9%
Q23-4. Village social media	13.6%	28.2%	25.8%	2.6%	0.1%	29.6%
Q23-5. Village website (vopnc.org)	18.0%	36.2%	20.8%	3.4%	0.0%	21.6%
Q23-6. Village newsletter	27.3%	44.3%	14.7%	2.0%	0.4%	11.2%
Q23-7. Monthly Village e-News updates	16.7%	29.1%	21.2%	2.1%	0.5%	30.3%
Q23-8. Online Engagement Portals (engage.vopnc.org)	8.9%	16.5%	24.7%	2.0%	0.2%	47.7%
Q23-9. Community's progress toward meeting its strategic vision & mission	9.5%	26.2%	27.2%	5.9%	2.4%	28.8%

WITHOUT "NO OPINION"

Q23. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Quality of information about Village programs/services	26.0%	48.6%	19.6%	5.4%	0.4%
Q23-2. Village efforts to keep you informed about local issues	26.8%	46.0%	19.3%	7.4%	0.4%
Q23-3. Opportunities to participate in local government (advisory boards, volunteering)	22.0%	42.2%	31.9%	3.2%	0.6%
Q23-4. Village social media	19.3%	40.1%	36.7%	3.7%	0.2%
Q23-5. Village website (vopnc.org)	22.9%	46.2%	26.6%	4.3%	0.0%
Q23-6. Village newsletter	30.8%	49.9%	16.6%	2.3%	0.4%
Q23-7. Monthly Village e-News updates	24.0%	41.8%	30.5%	3.0%	0.7%
Q23-8. Online Engagement Portals (engage.vopnc.org)	16.9%	31.5%	47.3%	3.8%	0.5%
Q23-9. Community's progress toward meeting its strategic vision & mission	13.3%	36.8%	38.2%	8.2%	3.3%

Q24. Which of the following do you use to get information about the Village of Pinehurst?

Q24. What following do you use to get information about Village of Pinehurst	Number	Percent
Village employees	95	11.9 %
Village newsletter	621	77.5 %
Village website (vopnc.org)	343	42.8 %
Monthly Village e-News	181	22.6 %
Village mobile app (MYVOP)	88	11.0 %
Engage Pinehurst online engagement portal (engage.vopnc.org)	29	3.6 %
Village social media (e.g. Facebook, Twitter)	135	16.9 %
The Pilot newspaper	602	75.2 %
Attend or view public meetings	106	13.2 %
Other	28	3.5 %
Total	2228	

Q24-10. Other

Q24-10. Other	Number	Percent
Neighbors	6	21.4 %
Word of mouth	4	14.3 %
Friends	2	7.1 %
The Sway	2	7.1 %
My friends and neighbors	1	3.6 %
Village council members	1	3.6 %
Friends, word of mouth	1	3.6 %
VOP phone alerts	1	3.6 %
Pinestraw	1	3.6 %
Radio	1	3.6 %
Pinestraw Magazine and Visitor's Center in Theater Building	1	3.6 %
Announcements at parks	1	3.6 %
Sandhills Sentinel	1	3.6 %
Nextdoor	1	3.6 %
Website	1	3.6 %
TV news	1	3.6 %
Have had difficulty finding resources	1	3.6 %
NAC	1	3.6 %
Total	28	100.0 %

Q25. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

Q25. How often do you read Village Newsletter which is mailed to all residents	Number	Percent
All the time	573	71.5 %
Sometimes	148	18.5 %
Seldom	26	3.2 %
Never	20	2.5 %
Don't know	34	4.2 %
Total	801	100.0 %

WITHOUT "DON'T KNOW"**Q25. Please indicate how often you read the Village Newsletter, which is mailed to all residents. (without "don't know")**

Q25. How often do you read Village Newsletter which is mailed to all residents	Number	Percent
All the time	573	74.7 %
Sometimes	148	19.3 %
Seldom	26	3.4 %
Never	20	2.6 %
Total	767	100.0 %

Q26. Customer Service. Have you contacted the Village during the past year for customer support?

Q26. Have you contacted Village during past year for customer support	Number	Percent
Yes	249	31.1 %
No	552	68.9 %
Total	801	100.0 %

Q26a. 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=249)

	Always	Usually	Sometimes	Seldom	Never	No opinion
Q26a-1. Village staff was responsive to my needs	66.7%	20.9%	3.6%	2.4%	3.2%	3.2%
Q26a-2. Village staff was competent	67.9%	18.5%	5.2%	2.8%	0.4%	5.2%
Q26a-3. Village staff was courteous	76.7%	15.3%	2.4%	0.4%	0.8%	4.4%
Q26a-4. My issue was resolved promptly	54.2%	20.1%	10.0%	5.2%	5.2%	5.2%

WITHOUT "NO OPINION"

Q26a. 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=249)

	Always	Usually	Sometimes	Seldom	Never
Q26a-1. Village staff was responsive to my needs	68.9%	21.6%	3.7%	2.5%	3.3%
Q26a-2. Village staff was competent	71.6%	19.5%	5.5%	3.0%	0.4%
Q26a-3. Village staff was courteous	80.3%	16.0%	2.5%	0.4%	0.8%
Q26a-4. My issue was resolved promptly	57.2%	21.2%	10.6%	5.5%	5.5%

Q27. Capital Improvements. Of the community improvements listed below, which THREE would you select as the MOST IMPORTANT?

Q27. What community improvements would you select as most important	Number	Percent
Additional street resurfacing	274	34.2 %
Additional street lighting in neighborhoods	270	33.7 %
Additional walkway construction in neighborhoods	264	33.0 %
Additional stormwater (drainage) improvements	231	28.8 %
Bicycle lanes & paths	215	26.8 %
Roads, sidewalks, parking, etc. in Village Place (around Pinehurst Brewery)	199	24.8 %
Additional greenway trails (walking paths)	187	23.3 %
Multi-purpose paths on main Village highways	131	16.4 %
Outdoor amphitheater	130	16.2 %
Indoor Performing Arts Venue	99	12.4 %
Additional parks & open spaces	86	10.7 %
Additional athletic fields	22	2.7 %
Total	2108	

Q28. If you own a home in Pinehurst, 36% 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 (64%). 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?

Q28. How satisfied are you with the value you receive for portion of your property taxes that funds Village's operating budget

	Number	Percent
Very satisfied	229	28.6 %
Satisfied	342	42.7 %
Neutral	126	15.7 %
Dissatisfied	39	4.9 %
Very dissatisfied	12	1.5 %
Don't know	53	6.6 %
Total	801	100.0 %

WITHOUT "DON'T KNOW"

Q28. If you own a home in Pinehurst, 36% 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 (64%). 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")

Q28. How satisfied are you with the value you receive for portion of your property taxes that funds Village's operating budget

	Number	Percent
Very satisfied	229	30.6 %
Satisfied	342	45.7 %
Neutral	126	16.8 %
Dissatisfied	39	5.2 %
Very dissatisfied	12	1.6 %
Total	748	100.0 %

Q29. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q29-1. Overall quality of leadership provided by Village's elected officials	17.4%	35.8%	22.1%	8.2%	1.7%	14.7%
Q29-2. Overall effectiveness of appointed boards & commissions	13.9%	32.7%	26.0%	6.7%	1.7%	19.0%
Q29-3. Overall effectiveness of Village Manager & appointed staff	21.7%	36.2%	19.6%	3.9%	2.0%	16.6%

WITHOUT "NO OPINION"

Q29. 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=801)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q29-1. Overall quality of leadership provided by Village's elected officials	20.4%	42.0%	25.9%	9.7%	2.0%
Q29-2. Overall effectiveness of appointed boards & commissions	17.1%	40.4%	32.0%	8.3%	2.2%
Q29-3. Overall effectiveness of Village Manager & appointed staff	26.0%	43.4%	23.5%	4.6%	2.4%

Q30. How would you rate your satisfaction with the following in Pinehurst compared to other places you have lived in the past?

(N=801)

	Significantly better	Better	Same	Worse	Significantly worse	No opinion
Q30-1. Overall quality of life	50.1%	30.6%	14.1%	2.0%	0.1%	3.1%
Q30-2. Overall quality of Village services	36.0%	32.3%	24.1%	2.1%	0.2%	5.2%
Q30-3. Customer service provided by Village employees	32.3%	29.2%	20.2%	1.7%	0.4%	16.1%

WITHOUT "NO OPINION"

Q30. 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=801)

	Significantly better	Better	Same	Worse	Significantly worse
Q30-1. Overall quality of life	51.7%	31.6%	14.6%	2.1%	0.1%
Q30-2. Overall quality of Village services	37.9%	34.1%	25.4%	2.2%	0.3%
Q30-3. Customer service provided by Village employees	38.5%	34.8%	24.1%	2.1%	0.4%

Q31. Would you recommend Pinehurst to others as a place to live?

Q31. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	716	89.4 %
No	55	6.9 %
Not provided	30	3.7 %
Total	801	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Would you recommend Pinehurst to others as a place to live? (without "not provided")**

Q31. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	716	92.9 %
No	55	7.1 %
Total	771	100.0 %

Q34. Approximately how many years have you lived in the Village of Pinehurst?

Q34. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	243	30.3 %
5-10 years	191	23.8 %
11-20 years	179	22.3 %
20+ years	183	22.8 %
Not provided	5	0.6 %
Total	801	100.0 %

WITHOUT "NOT PROVIDED"**Q34. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")**

Q34. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	243	30.5 %
5-10 years	191	24.0 %
11-20 years	179	22.5 %
20+ years	183	23.0 %
Total	796	100.0 %

Q35. Do you have school-age children (grades K-12) living at home?

Q35. Do you have school-age children (grades K-12) living at home	Number	Percent
Yes	119	14.9 %
No	673	84.0 %
Not provided	9	1.1 %
Total	801	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Do you have school-age children (grades K-12) living at home? (without "not provided")**

Q35. Do you have school-age children (grades K-12) living at home	Number	Percent
Yes	119	15.0 %
No	673	85.0 %
Total	792	100.0 %

Q35a. What grade level(s) are your school-age children?

<u>Q35a. What grade level(s) are your school-age children</u>	<u>Number</u>	<u>Percent</u>
K-5	78	65.5 %
6-8	42	35.3 %
High school	42	35.3 %
Total	162	

Q36. Which of the following best describes your current employment status?

<u>Q36. Which following best describes your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	246	30.7 %
Employed in home/have a home-based business	60	7.5 %
Student	2	0.2 %
Retired	444	55.4 %
Not currently employed	15	1.9 %
Not provided	34	4.2 %
Total	801	100.0 %

WITHOUT "NOT PROVIDED"**Q36. Which of the following best describes your current employment status? (without "not provided")**

<u>Q36. Which following best describes your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	246	32.1 %
Employed in home/have a home-based business	60	7.8 %
Student	2	0.3 %
Retired	444	57.9 %
Not currently employed	15	2.0 %
Total	767	100.0 %

Q36-1. "If employed outside home," what is the zip code where you work?

<u>Q36-1. What is the zip code where you work</u>	<u>Number</u>	<u>Percent</u>
28374	100	42.2 %
28387	28	11.8 %
28310	26	11.0 %
27376	8	3.4 %
28307	6	2.5 %
27374	6	2.5 %
28352	4	1.7 %
28303	4	1.7 %
27332	4	1.7 %
27560	4	1.7 %
28304	4	1.7 %
28364	4	1.7 %
27330	4	1.7 %
28315	4	1.7 %
28308	2	0.8 %
28326	2	0.8 %
28314	2	0.8 %
28347	2	0.8 %
28208	2	0.8 %
28379	2	0.8 %
28327	2	0.8 %
27611	2	0.8 %
28281	2	0.8 %
28373	2	0.8 %
28376	2	0.8 %
27371	2	0.8 %
28728	1	0.4 %
27387	1	0.4 %
27268	1	0.4 %
27410	1	0.4 %
23874	1	0.4 %
28394	1	0.4 %
28388	1	0.4 %
Total	237	100.0 %

Q37. Which of the following best describes your age?

Q37. Which following best describes your age	Number	Percent
Under 25 years	64	8.0 %
25-34 years	73	9.1 %
35-44 years	103	12.9 %
45-54 years	127	15.9 %
55-64 years	405	50.6 %
Not provided	29	3.6 %
Total	801	100.0 %

WITHOUT "NOT PROVIDED"**Q37. Which of the following best describes your age? (without "not provided")**

Q37. Which following best describes your age	Number	Percent
Under 25 years	64	8.3 %
25-34 years	73	9.5 %
35-44 years	103	13.3 %
45-54 years	127	16.5 %
55-64 years	405	52.5 %
Total	772	100.0 %

Q38. Which of the following best describes your race?

Q38. Which following best describes your race/ethnicity	Number	Percent
Asian/Pacific Islander	16	2.0 %
Black/African American	17	2.1 %
Native American	6	0.7 %
White/Caucasian	735	91.8 %
Hispanic	26	3.2 %
Other	3	0.4 %
Total	803	

Q38-6. Self-describe your race:

Q38-6. Self-describe your race/ethnicity	Number	Percent
More than one	1	33.3 %
Mixed race	1	33.3 %
Multi	1	33.3 %
Total	3	100.0 %

Q39. Which of the following best describes the general neighborhood areas where you live?

Q39. Which following best describes the general neighborhood areas where you live	Number	Percent
Pinehurst No. 6	143	17.9 %
Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/ Walker Station	42	5.2 %
Pinehurst No. 7/Lawn & Tennis/CCNC	48	6.0 %
Morganton/Monticello Rd.	74	9.2 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	211	26.3 %
Pinewild	92	11.5 %
Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens	114	14.2 %
Village Acres/Murdocksville Rd.	65	8.1 %
<u>Not provided</u>	<u>12</u>	<u>1.5 %</u>
Total	801	100.0 %

WITHOUT "NOT PROVIDED"**Q39. Which of the following best describes the general neighborhood areas where you live? (without "not provided")**

Q39. Which following best describes the general neighborhood areas where you live	Number	Percent
Pinehurst No. 6	143	18.1 %
Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/ Walker Station	42	5.3 %
Pinehurst No. 7/Lawn & Tennis/CCNC	48	6.1 %
Morganton/Monticello Rd.	74	9.4 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	211	26.7 %
Pinewild	92	11.7 %
Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens	114	14.4 %
<u>Village Acres/Murdocksville Rd.</u>	<u>65</u>	<u>8.2 %</u>
Total	789	100.0 %

Q40. What is your gender?

Q40. Your gender	Number	Percent
Male	400	49.9 %
Female	394	49.2 %
Non-Binary/Third Gender	1	0.1 %
<u>Prefer to self-describe</u>	<u>6</u>	<u>0.7 %</u>
Total	801	100.0 %



5

Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

July 2021

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.2021PinehurstCommunitySurvey.com.

The survey data will be collected and analyzed by ETC Institute, one of the nation's leading governmental research firms, and Village staff. Results will be presented 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 2021 Community Survey.

Sincerely,

Jeffrey M. Sanborn
Village Manager

ADMINISTRATION

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



2021 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 and 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
01.	Overall image of the Village	5	4	3	2	1	9
02.	Overall quality of life in the Village	5	4	3	2	1	9
03.	Overall feeling of safety in the Village	5	4	3	2	1	9
04.	Quality of new residential development in the Village	5	4	3	2	1	9
05.	Quality of new commercial development in the Village	5	4	3	2	1	9
06.	As a place to live	5	4	3	2	1	9
07.	As a place to raise children	5	4	3	2	1	9
08.	As a place to retire	5	4	3	2	1	9
09.	Overall appearance of the Village	5	4	3	2	1	9
10.	Availability of affordable housing	5	4	3	2	1	9
11.	Overall quality of Village services	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.** Please indicate whether you or other members of your household have used these Cultural and Recreation Services during the past year by circling either "Yes or "No." If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Have you used this service in the past year?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Greenway trails	Yes	No	5	4	3	2	1	9
02.	Village sponsored cultural/arts events	Yes	No	5	4	3	2	1	9
03.	Cannon Park	Yes	No	5	4	3	2	1	9
04.	Arboretum/Timmel Pavilion	Yes	No	5	4	3	2	1	9
05.	Rassie Wicker Park	Yes	No	5	4	3	2	1	9
06.	Camelot Playground	Yes	No	5	4	3	2	1	9
07.	Splash Pad at Wicker Park	Yes	No	5	4	3	2	1	9
08.	West Pinehurst Park (e.g. disc golf)	Yes	No	5	4	3	2	1	9
09.	Community Center	Yes	No	5	4	3	2	1	9
10.	Youth Recreation Programs	Yes	No	5	4	3	2	1	9
11.	Adult Recreation Programs	Yes	No	5	4	3	2	1	9

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

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

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

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

11. **Do you shop regularly in the Village Center (downtown)?** ____ (1) Yes ____ (2) No

12. **Do you dine regularly in the Village Center (downtown)?** ____ (1) Yes ____ (2) No

13. **Please check each of the following reasons that prevent you from shopping/dining regularly in the Village Center (downtown) more often. [Check all that apply.]**

- | | |
|---|--|
| ____ (1) Stores hours of operation | ____ (5) Wait times for dining |
| ____ (2) Variety of merchandise/menu options offered | ____ (6) Prices |
| ____ (3) Merchandise is more targeted to tourists than local shoppers | ____ (7) Other: _____ |
| ____ (4) Parking availability | ____ (8) Nothing prevents me from shopping/dining more often in Village Center |

14. **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

- 14a. **If you answered "No" to either part of Question 14, please CHECK ALL of the following reasons that prevent you from using the Given Memorial Library services.**

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

15. **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

16. **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

17. **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

18. **Which THREE of the Transportation 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: ____ 3rd: ____

19. **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

20. Which TWO of the Public Services items listed in Question 19 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 19.]

1st: _____ 2nd: _____

21. **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

22. 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

23. **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

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

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

25. 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

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

- (1) Yes (2) No [Skip to Q27.]

26a. 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

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

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

28. If you own a home in Pinehurst, 36% 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 (64%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that funds the Village's operating budget?

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

29. **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

30. 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

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

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

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

Demographics

34. **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

35. **Do you have school-age children (grades K-12) living at home?** ___(1) Yes ___(2) No *[Skip to Q36.]*

35a. **What grade level(s) are your school-age children? [Check all that apply.]**
___(1) K - 5 ___(2) 6 - 8 ___(3) High School

36. **Which of the following best describes your current employment status?**
___(1) Employed outside the home ___(3) Student
(What is the zip code where you work? _____) ___(4) Retired
___(2) Employed in the home/have a home-based business ___(5) Not currently employed

37. **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

38. **Which of the following best describes your race? [Check all that apply.]**
___(01) Asian/Pacific Islander ___(04) White/Caucasian
___(02) Black/African American ___(05) Hispanic
___(03) Native American ___(99) Other: _____

39. **Which of the following best describes the general neighborhood areas where you live?**
___(1) Pinehurst No. 6 ___(5) Lake Pinehurst/Burning Tree/St. Andrews/Cotswold
___(2) Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/Walker Station ___(6) Pinewild
___(3) Pinehurst No. 7/Lawn & Tennis/CCNC ___(7) Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens
___(4) Morganton/Monticello Rd. ___(8) Village Acres/Murdocksville Rd.

40. **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 to 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.