



2021 Business Survey



Survey Partner: ETC

A National Leader in Market Research for Local Governmental Organizations

...helping local governments gather and use survey data to enhance organizational performance for more than 35 years

More than 2,200,000 Persons Surveyed Since 2010 for more than 900 communities in 49 States

Agenda

- Purpose and Methodology
- General Overview
- Survey Topics
- Summary
- Questions

Purpose

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



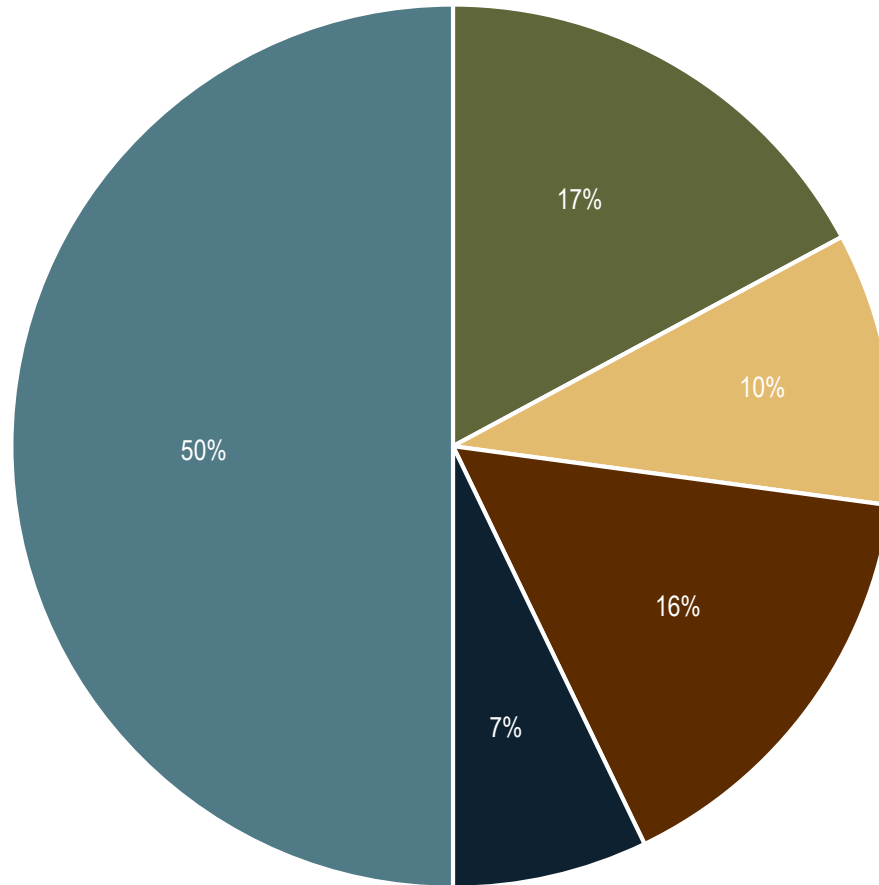
Methodology

- **Survey Description**
 - Four-page survey
 - 9th Business Survey conducted for the Village
- **Method of Administration**
 - By mail and online to a sample of businesses in the Village of Pinehurst
- **Sample size:**
 - Completed surveys: 75



Characteristics of the Business Community

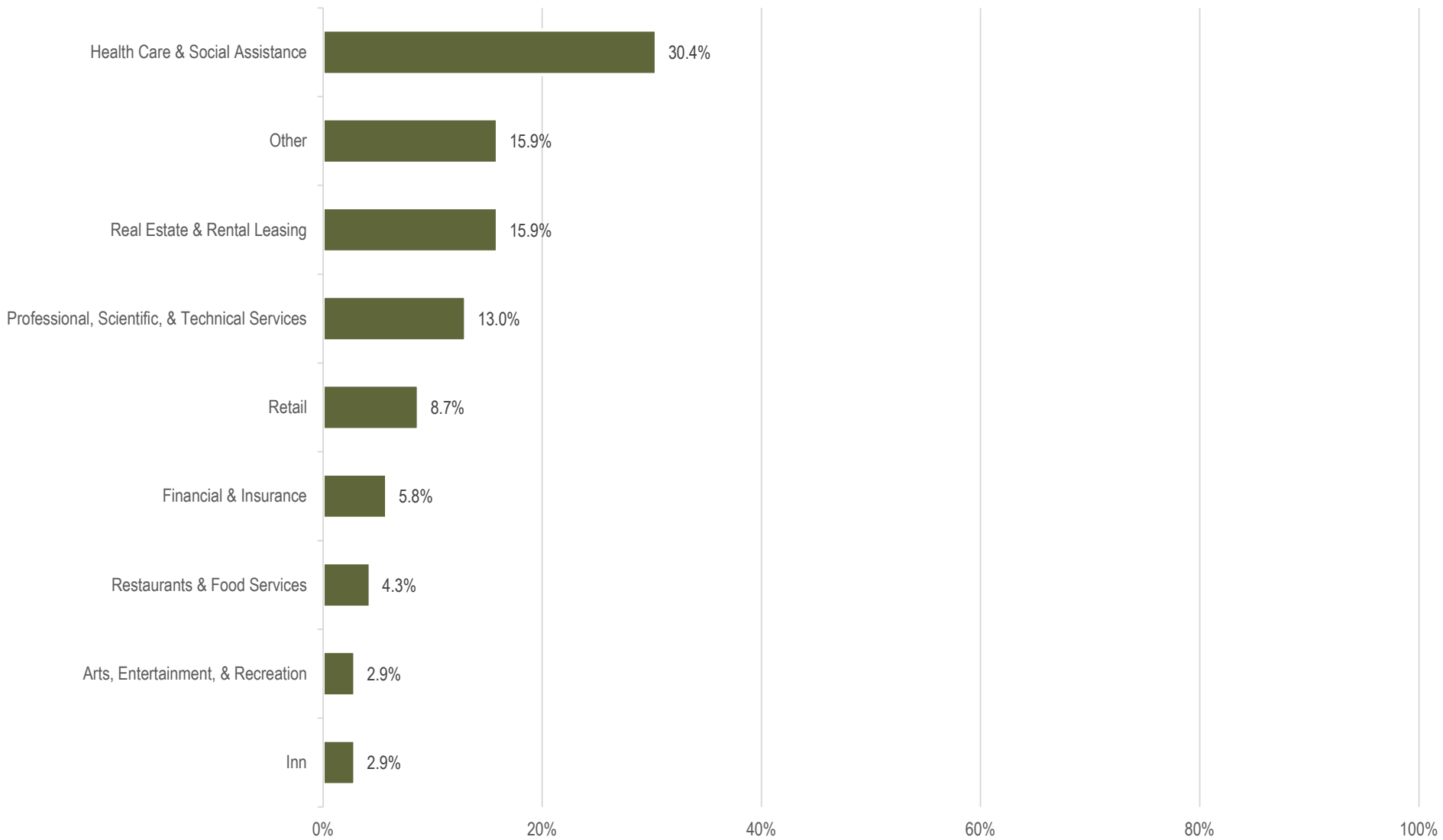
Years of Operation in Pinehurst



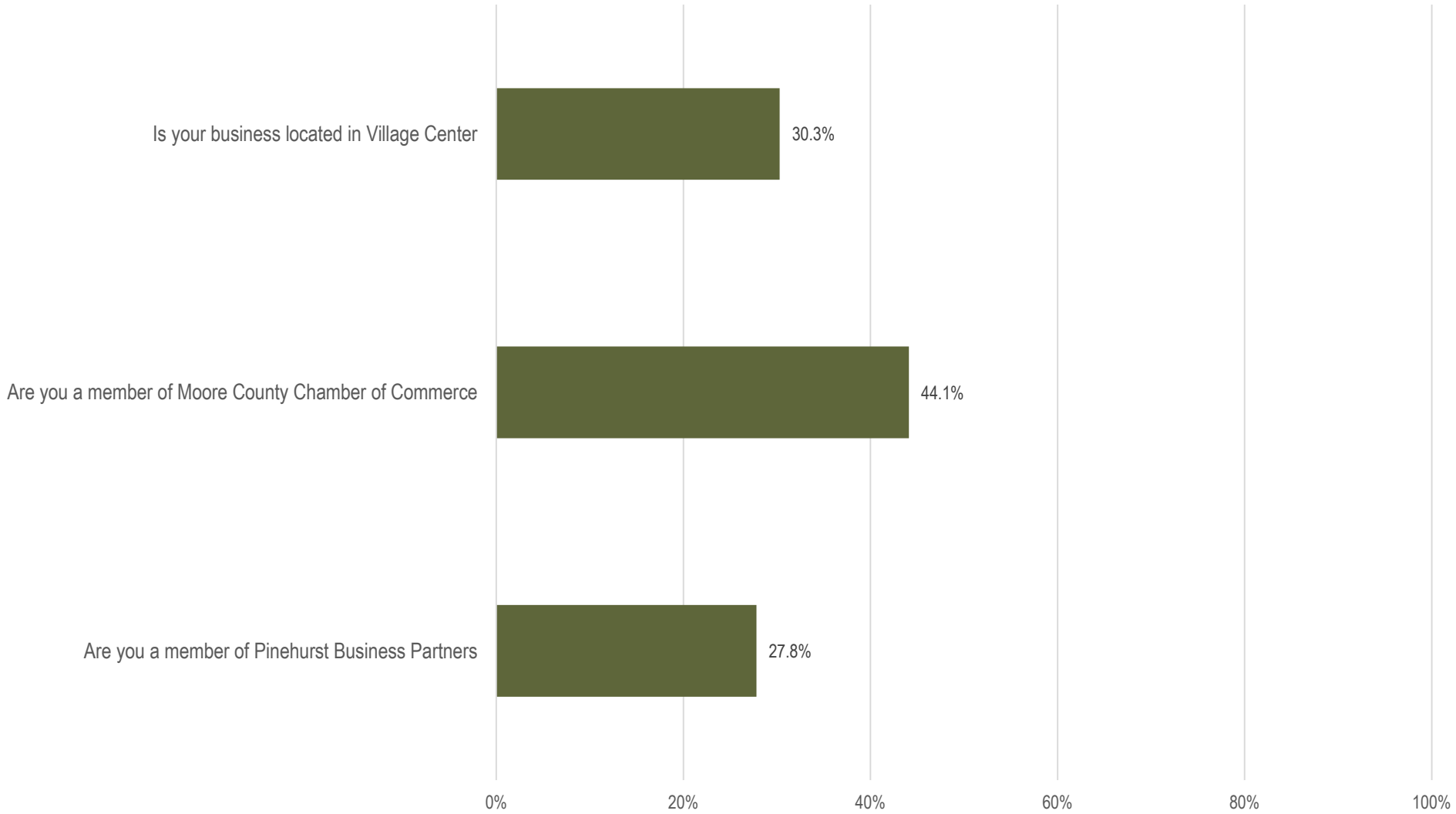
■ 0-5 years ■ 6-10 years ■ 11-15 years ■ 16-20 years ■ 20+ years



Primary Business Category

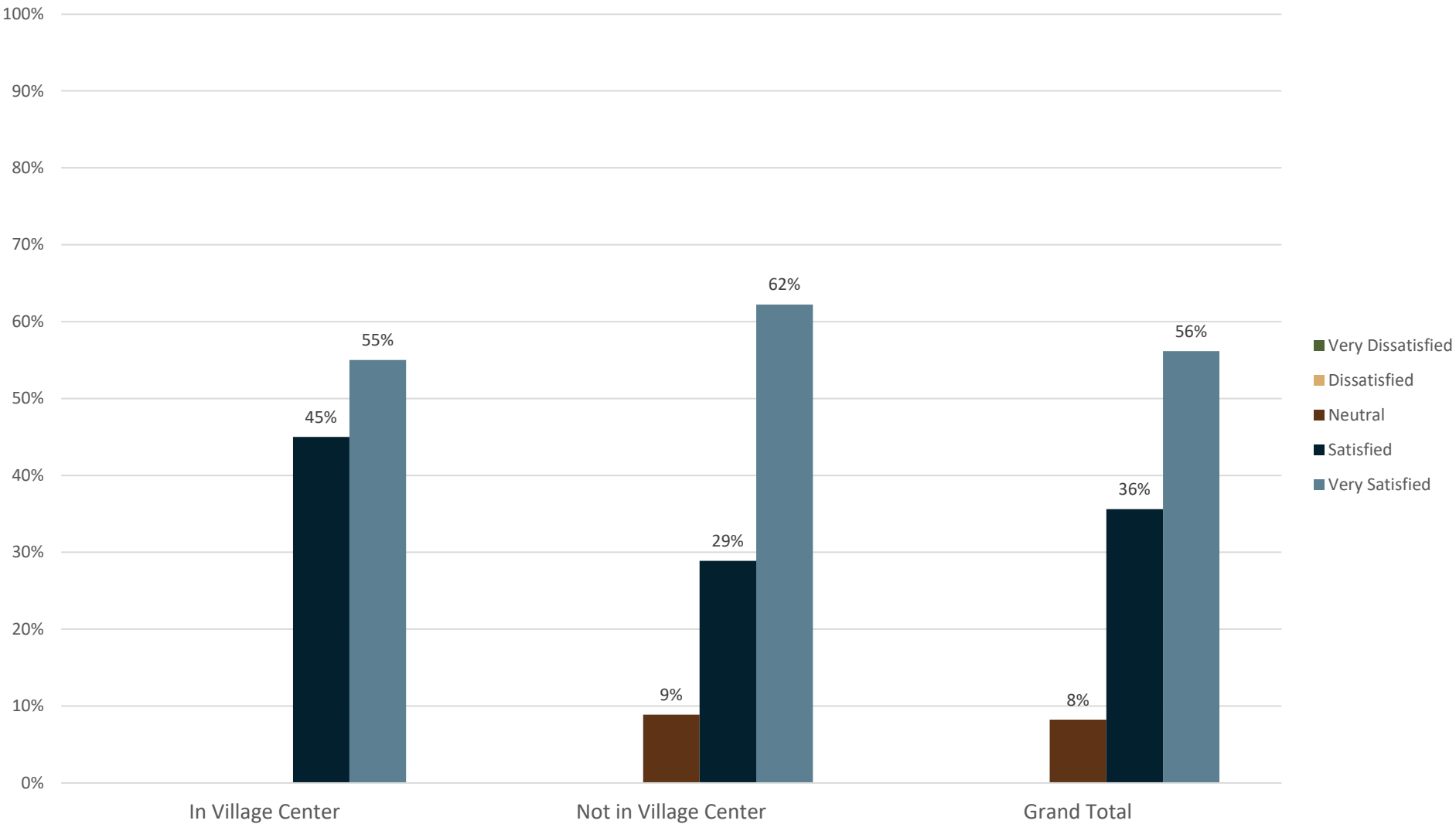


Is Your Business Any of the Following: (Yes Responses)

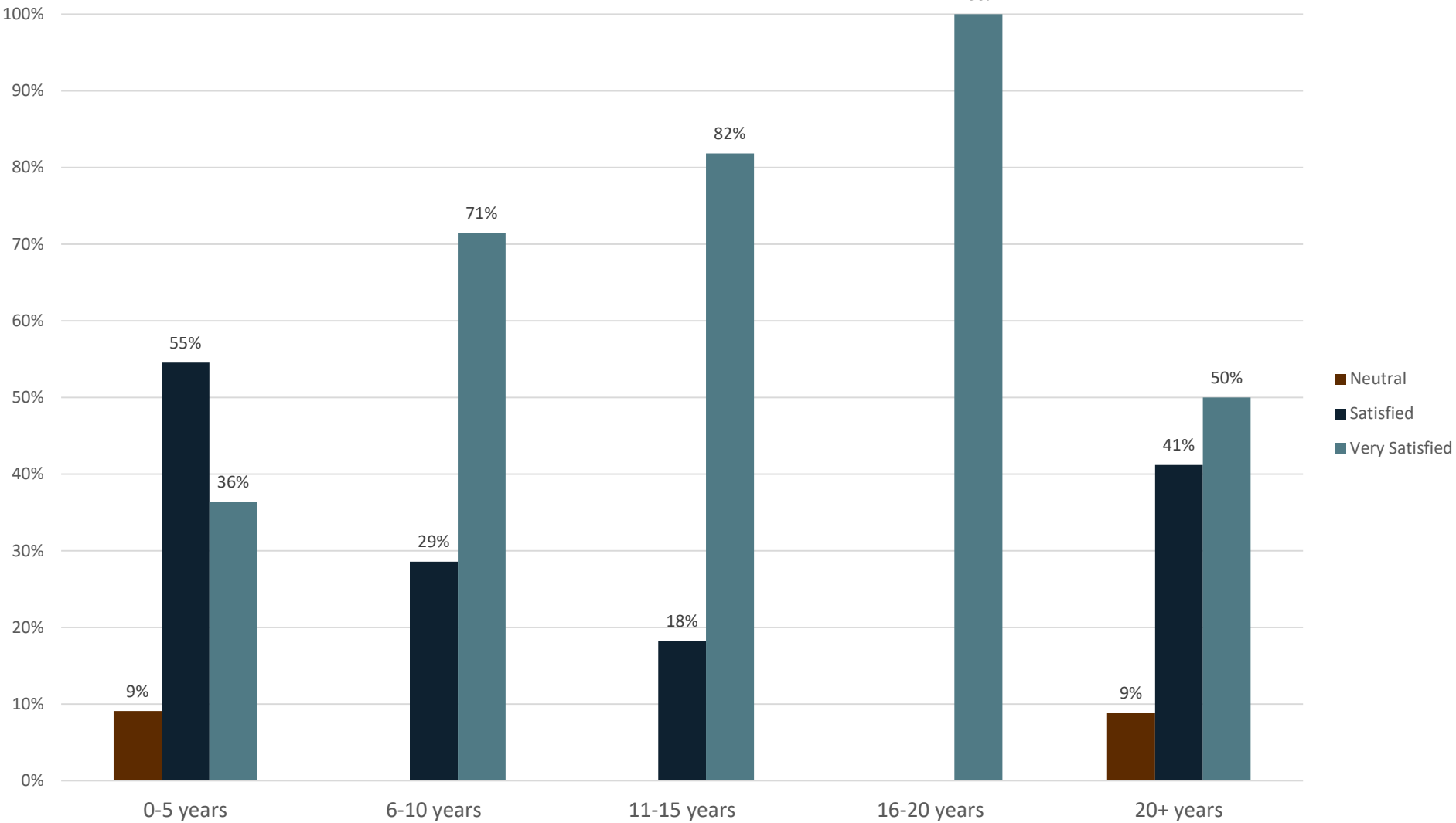


Perceptions of the Village

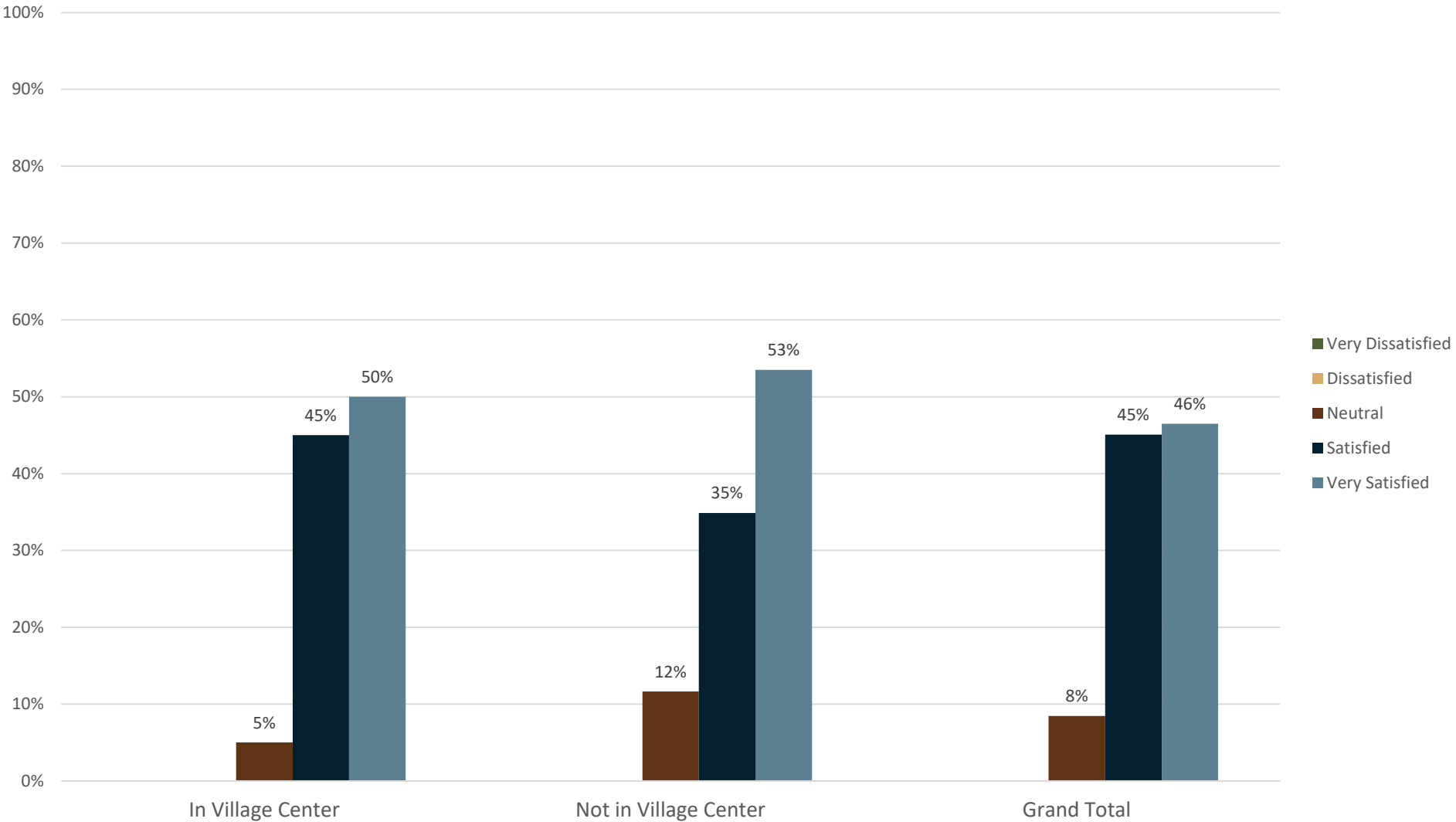
Businesses who are overall satisfied with overall feeling of safety (segmented by location)



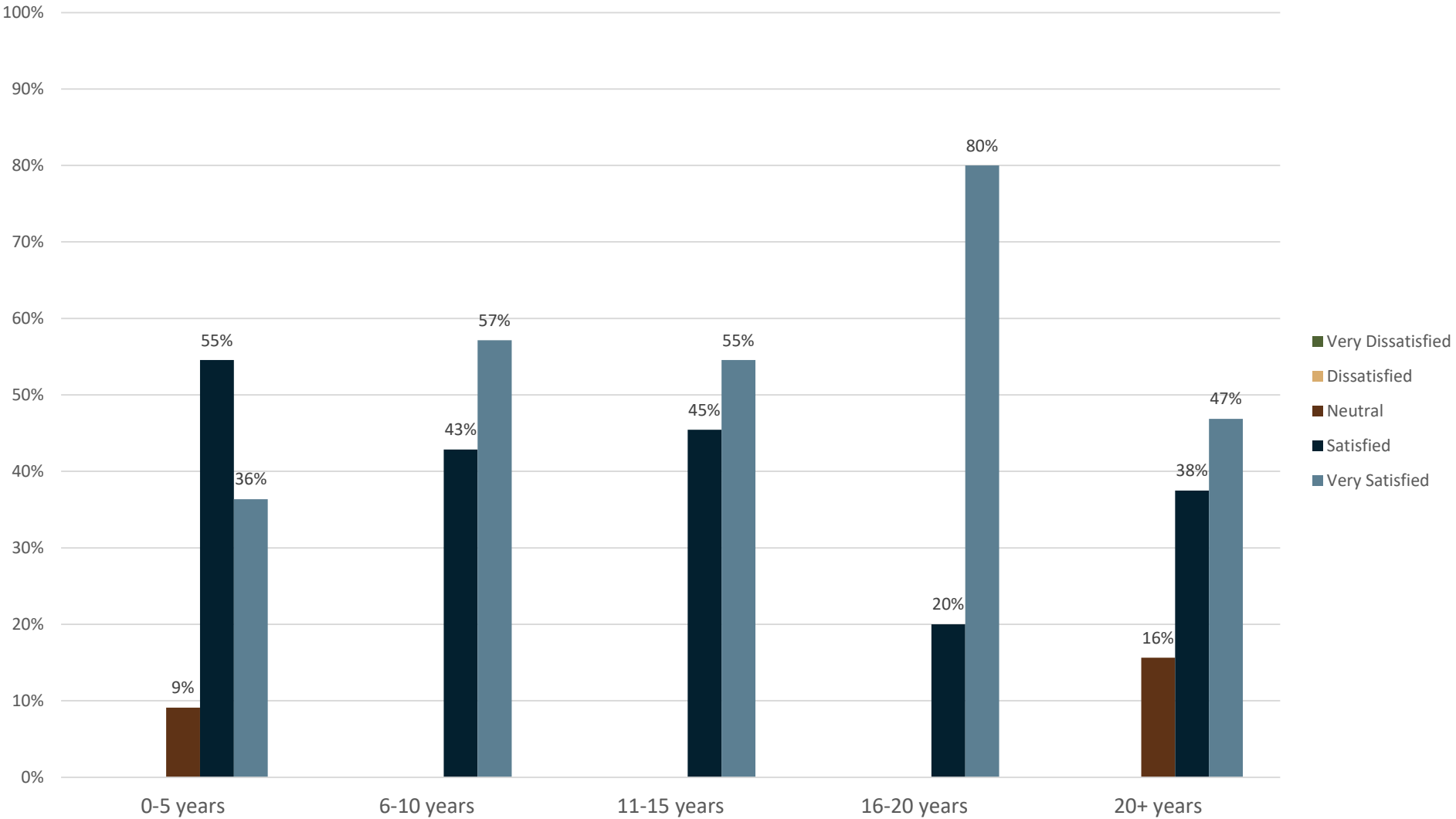
Businesses who are overall satisfied with overall feeling of safety (segmented by years in operation)



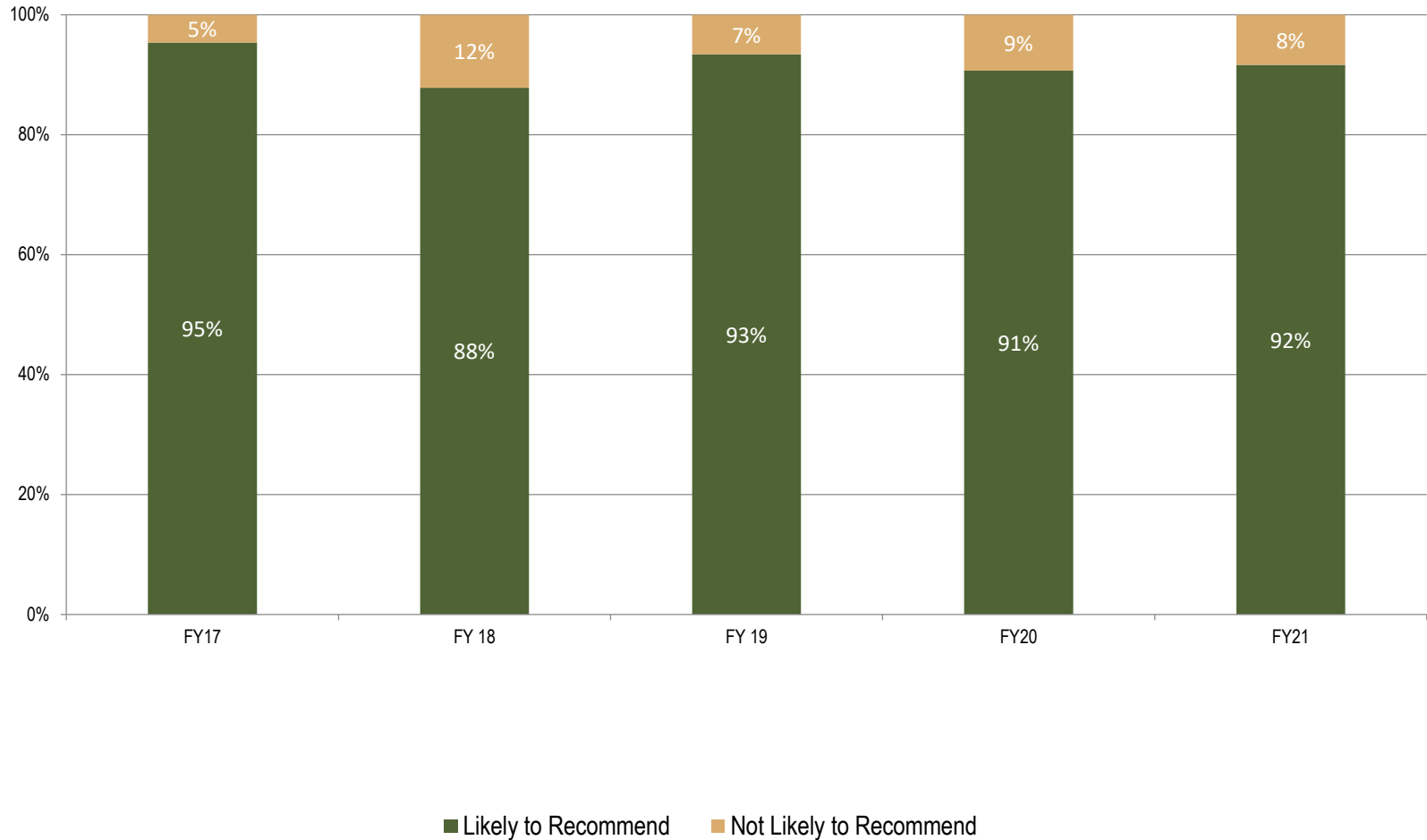
Businesses who are overall satisfied with quality of life (segmented by location)



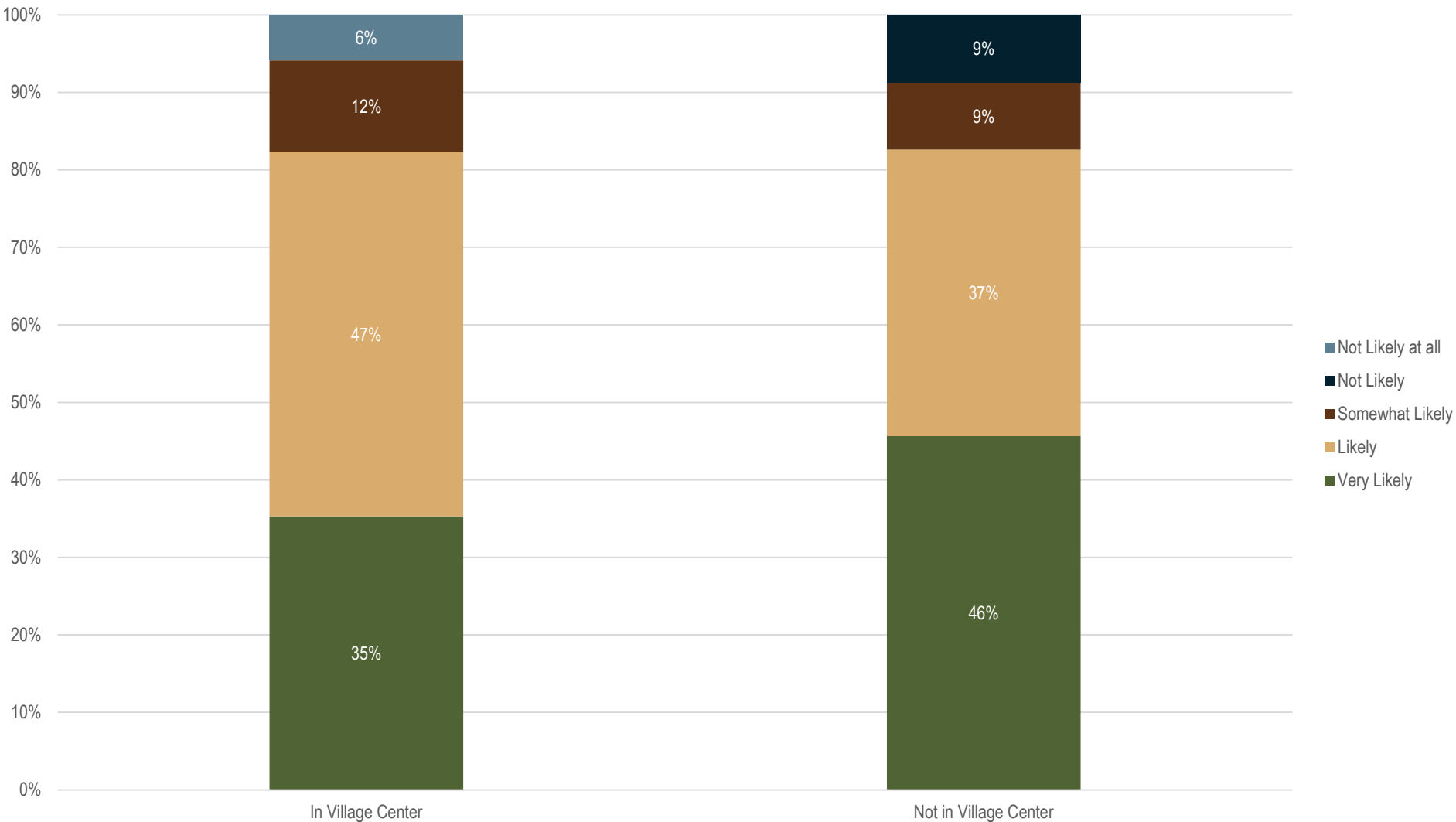
Businesses who are overall satisfied with quality of life (segmented by years in operation)



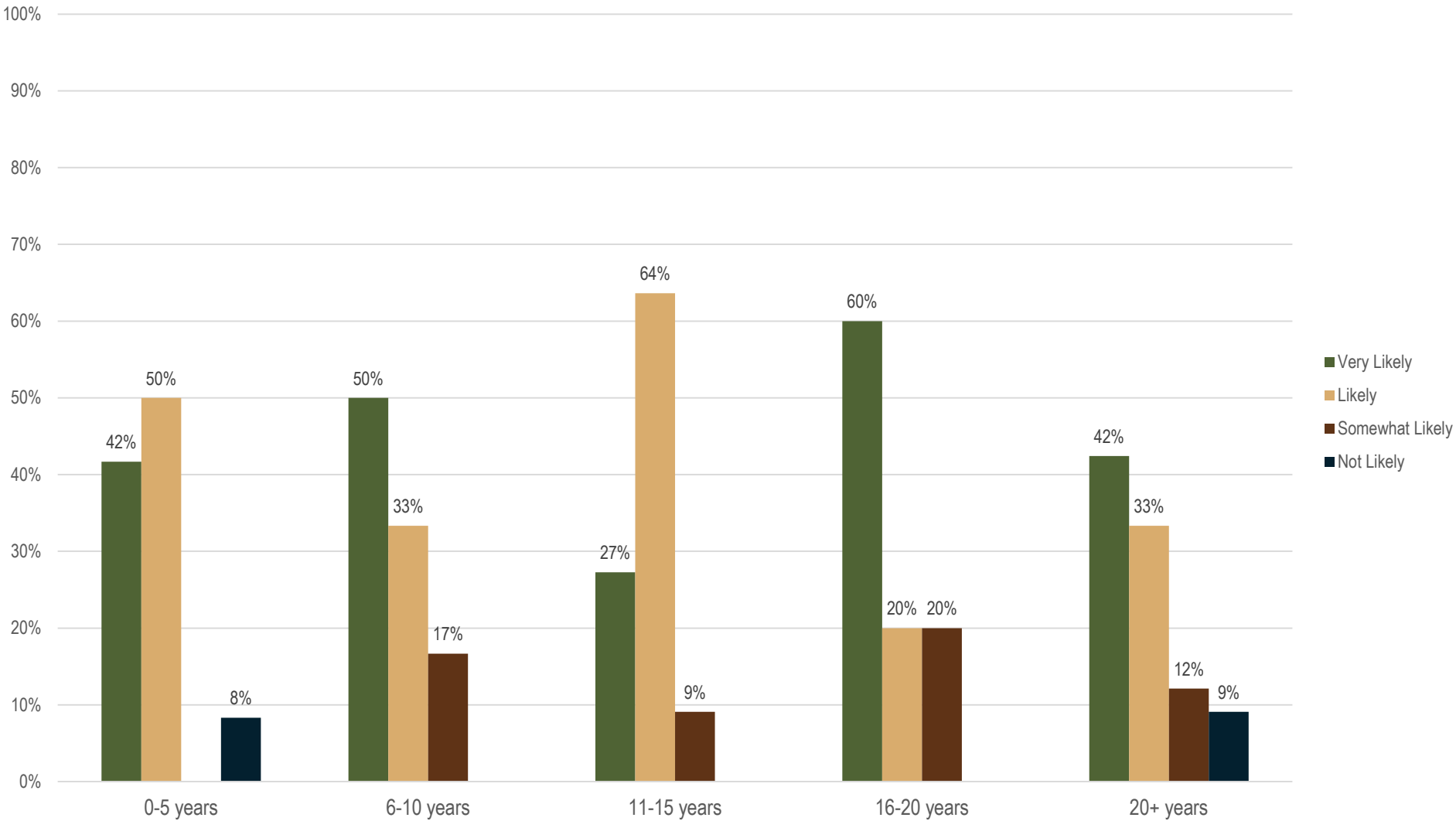
Businesses likely to recommend the Village of Pinehurst as a business location



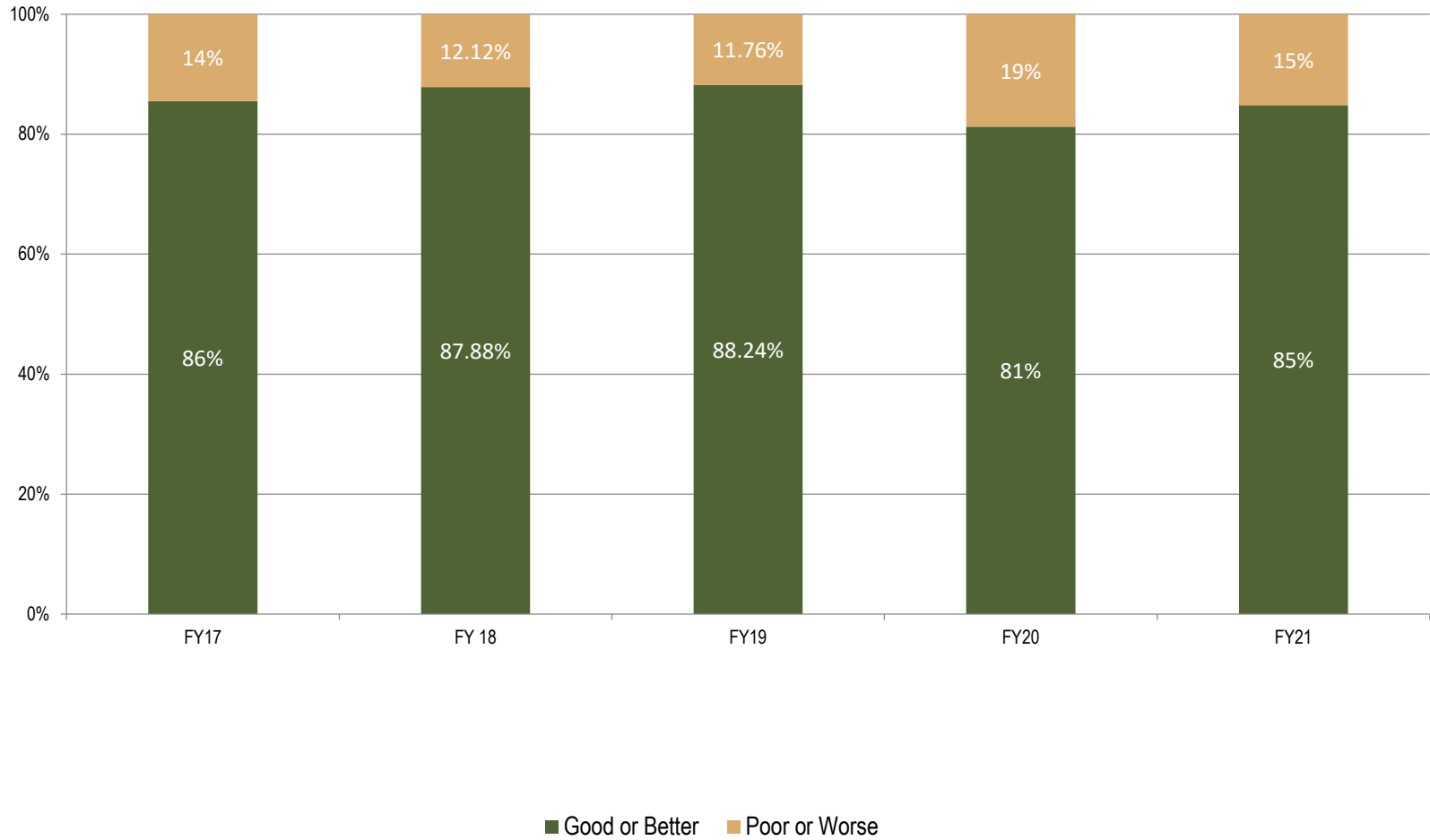
Businesses who are likely to recommend VOP as a business location (segmented by location)



Businesses who are likely to recommend VOP as a business location (segmented by years in operation)

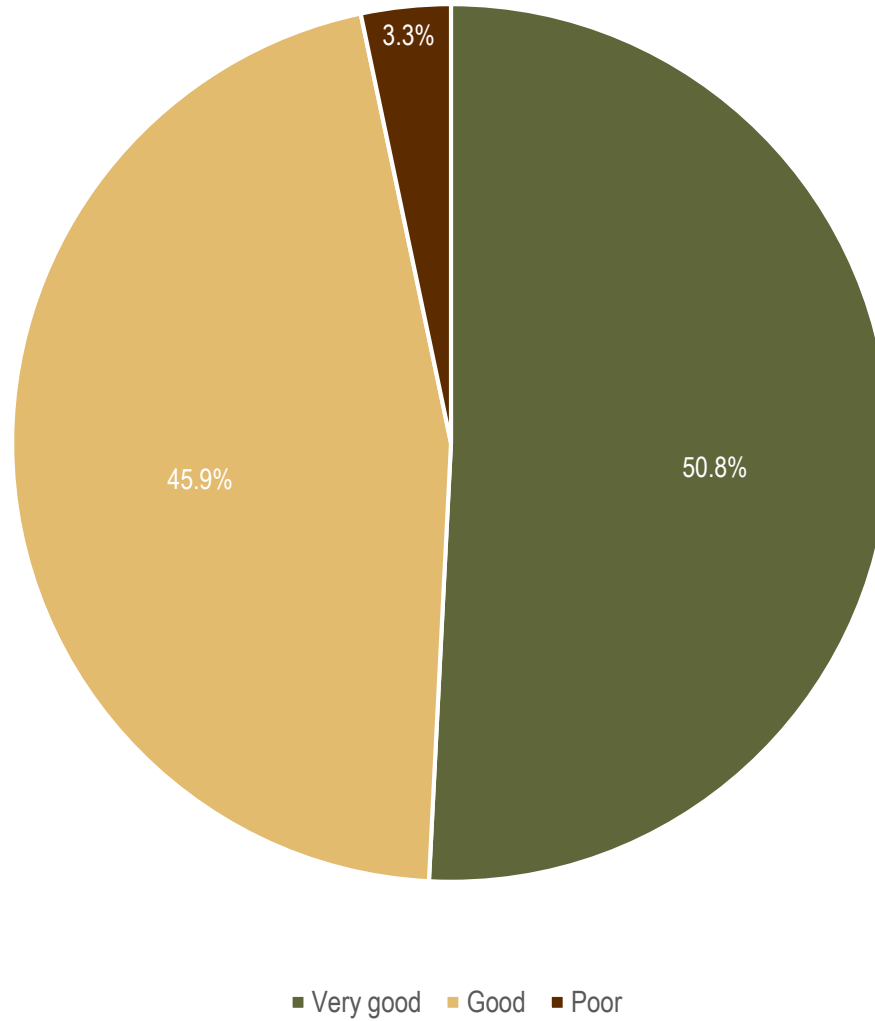


Businesses who rate the business environment as good or better

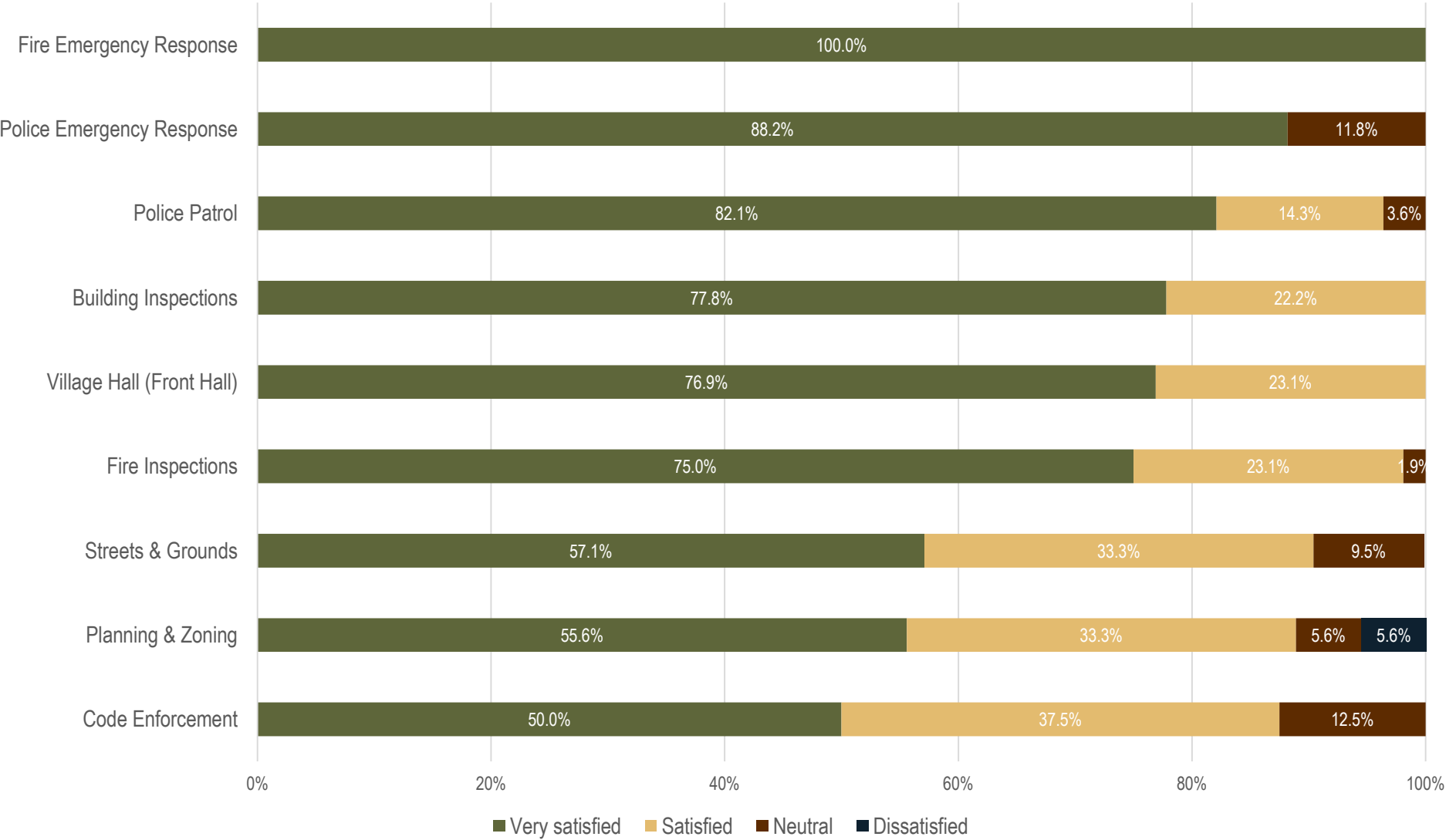


Satisfaction with Village Services and Priorities for Improvement

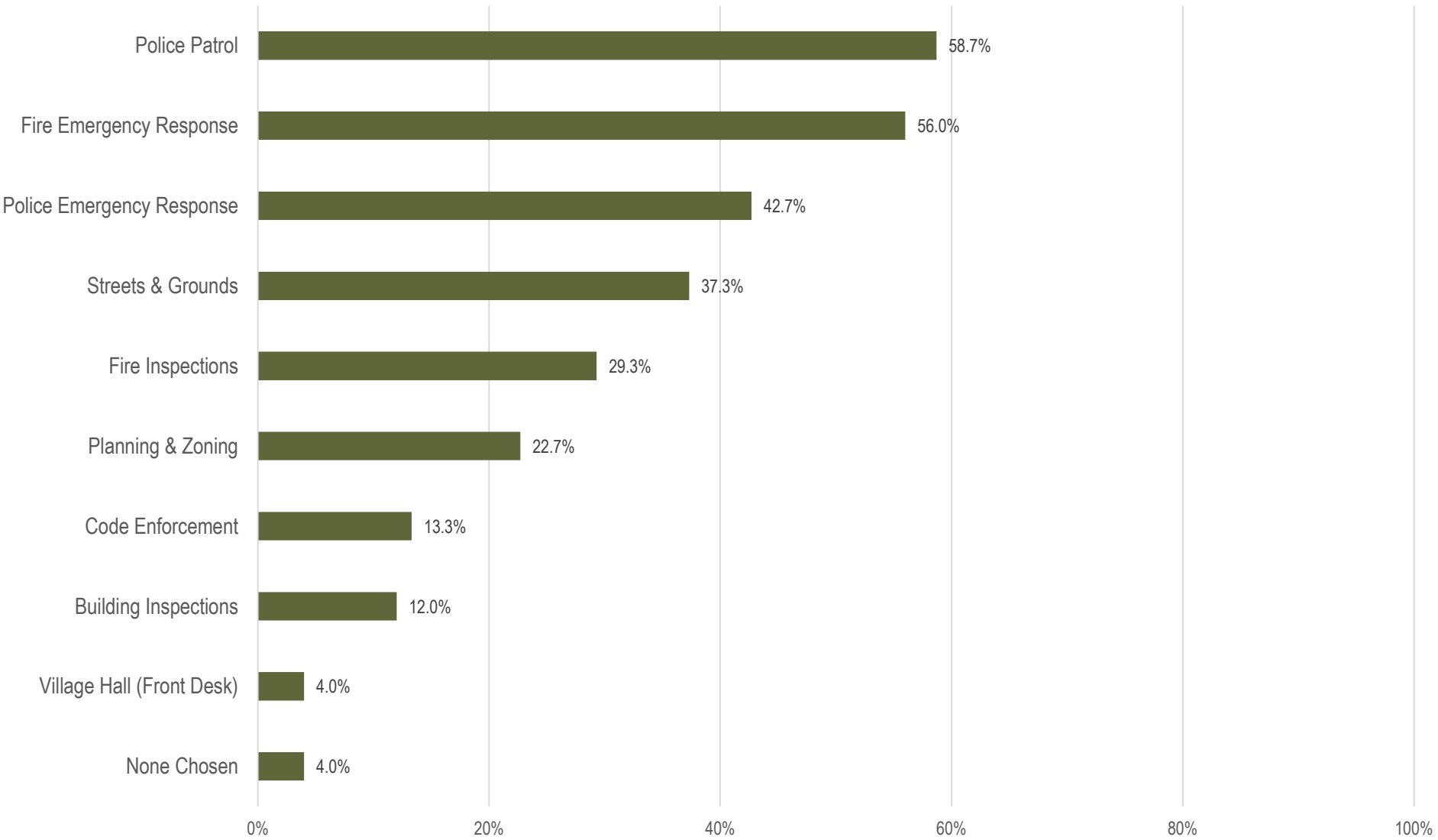
Ratings of Village of Pinehurst Customer Service



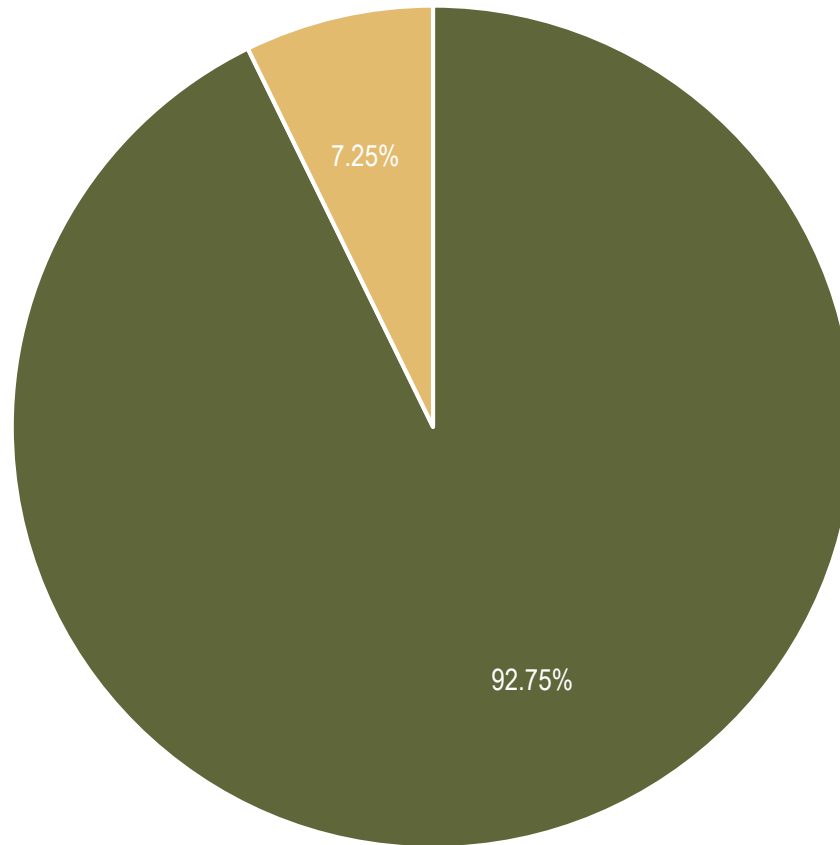
Satisfaction with Community Services



Sum of Top Three Village Services/Departments Most Important to Your Business



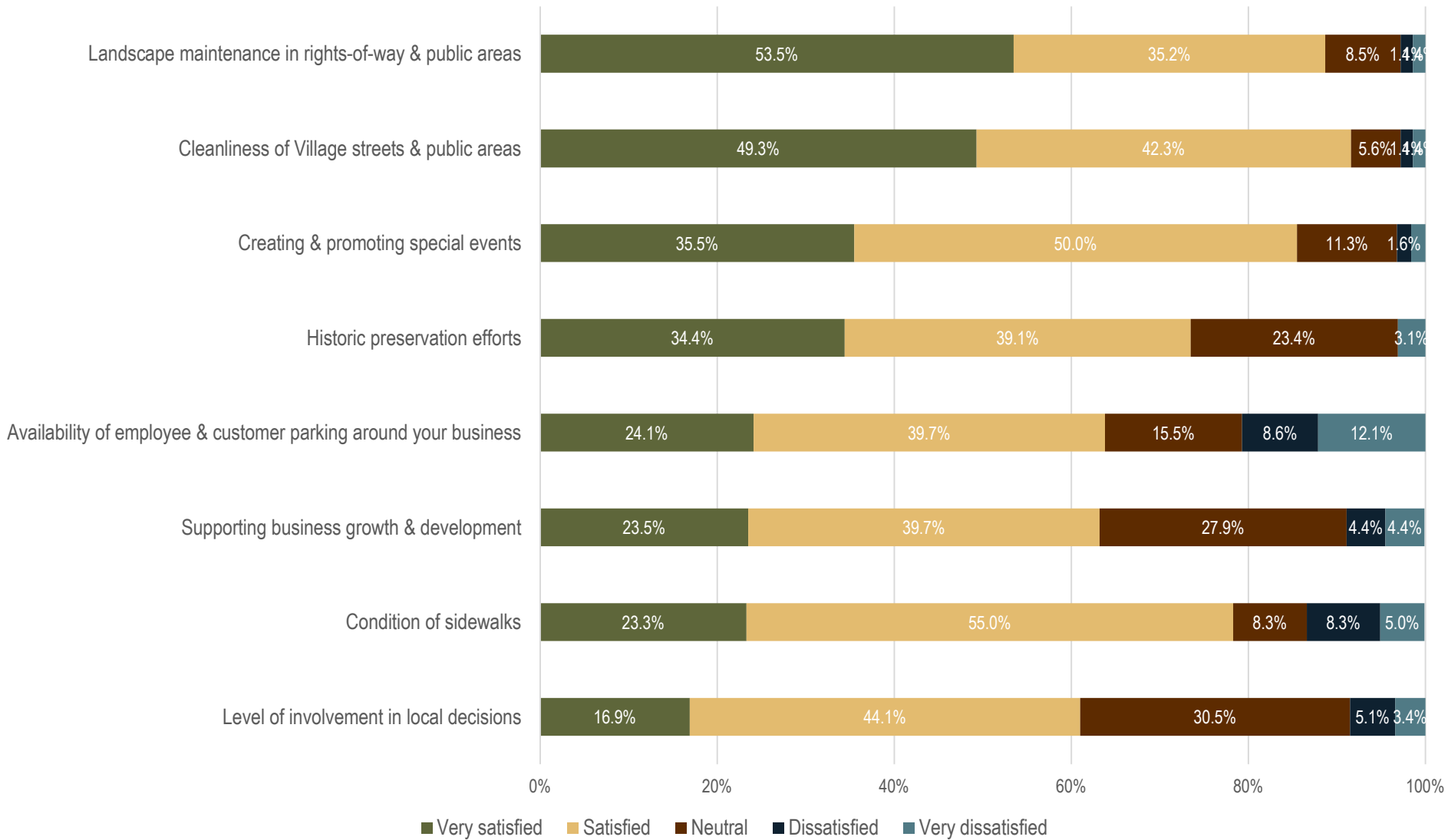
Satisfaction with the Overall Quality of Services Provided to Businesses by the Village of Pinehurst



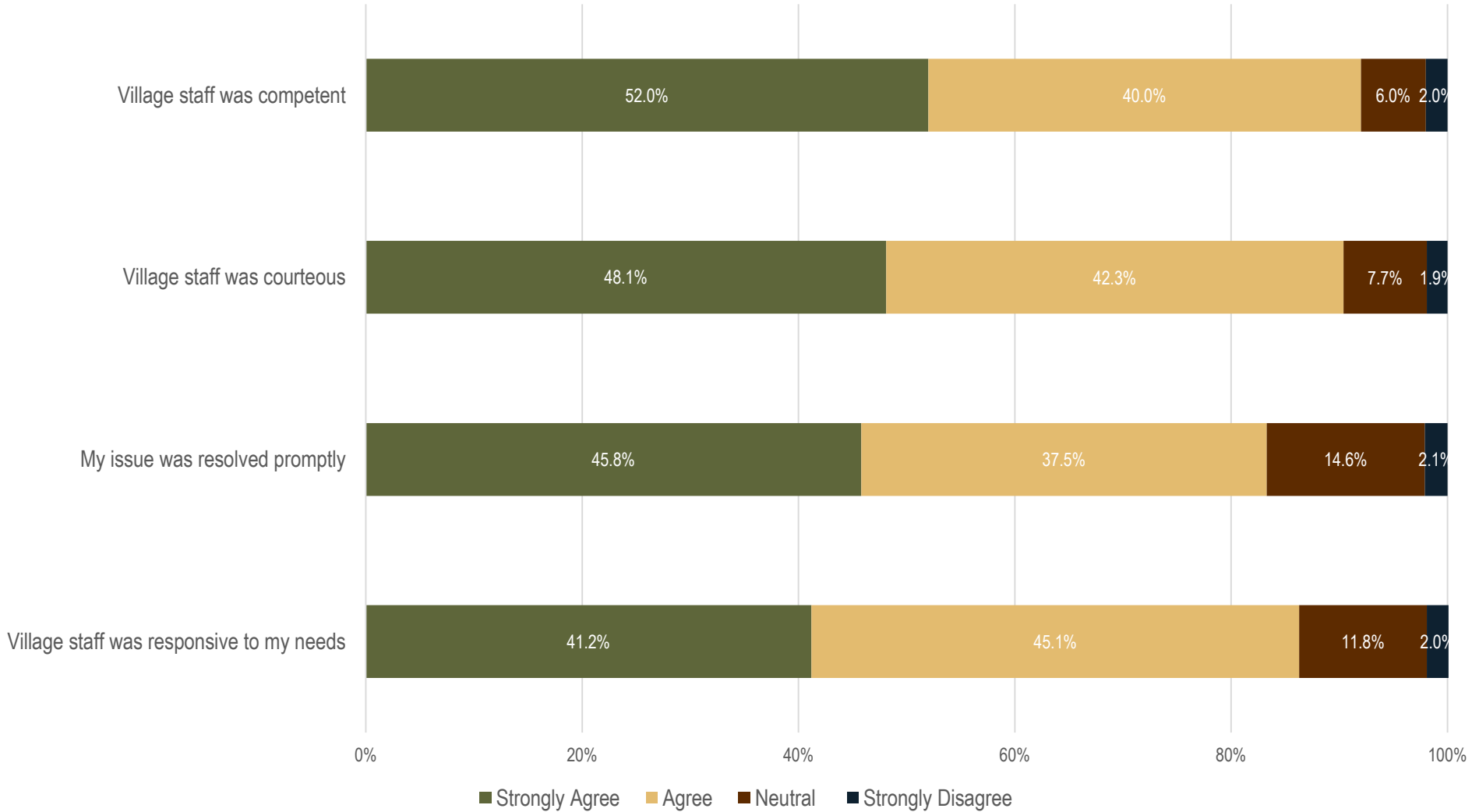
■ Meets or Exceeds Expectations ■ Below Expectations



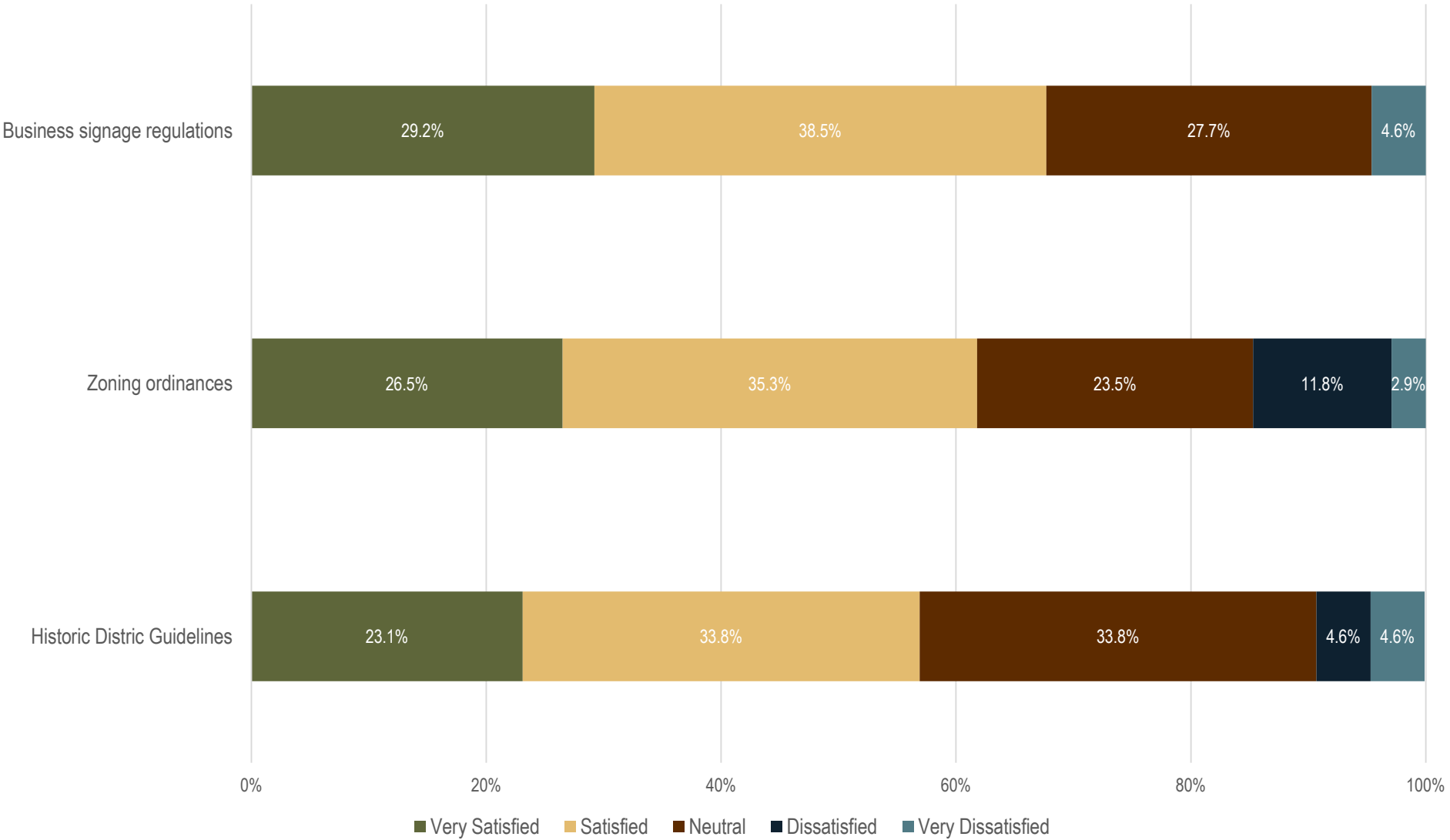
Business Satisfaction with the Village in Various Areas



Level of Agreement with Statements about Your Most Recent Contact with the Village Government Staff

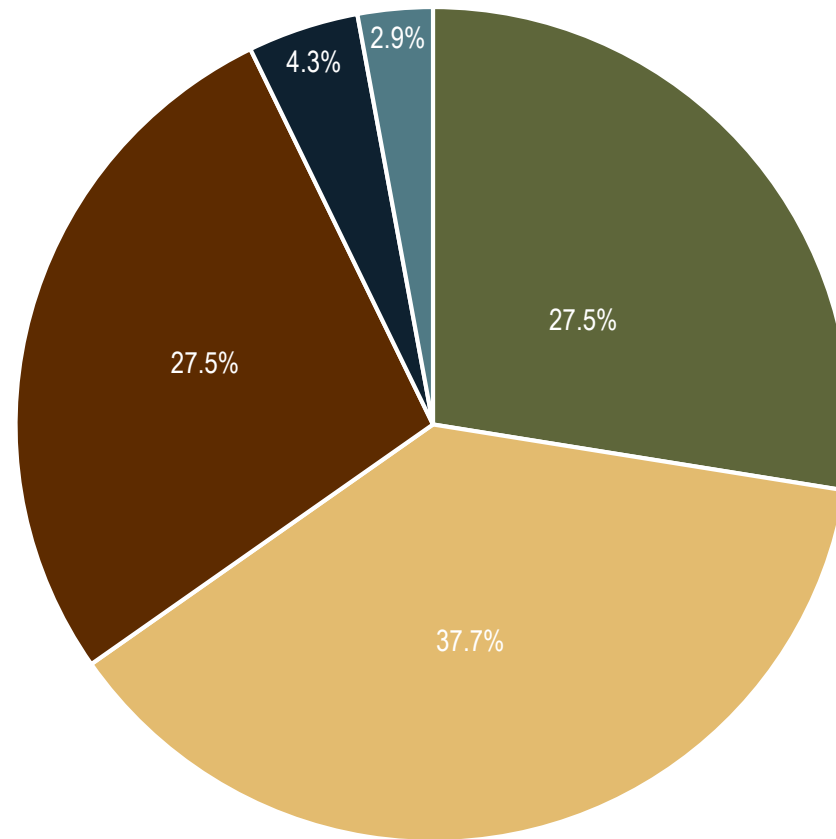


Level of Satisfaction with Community Development



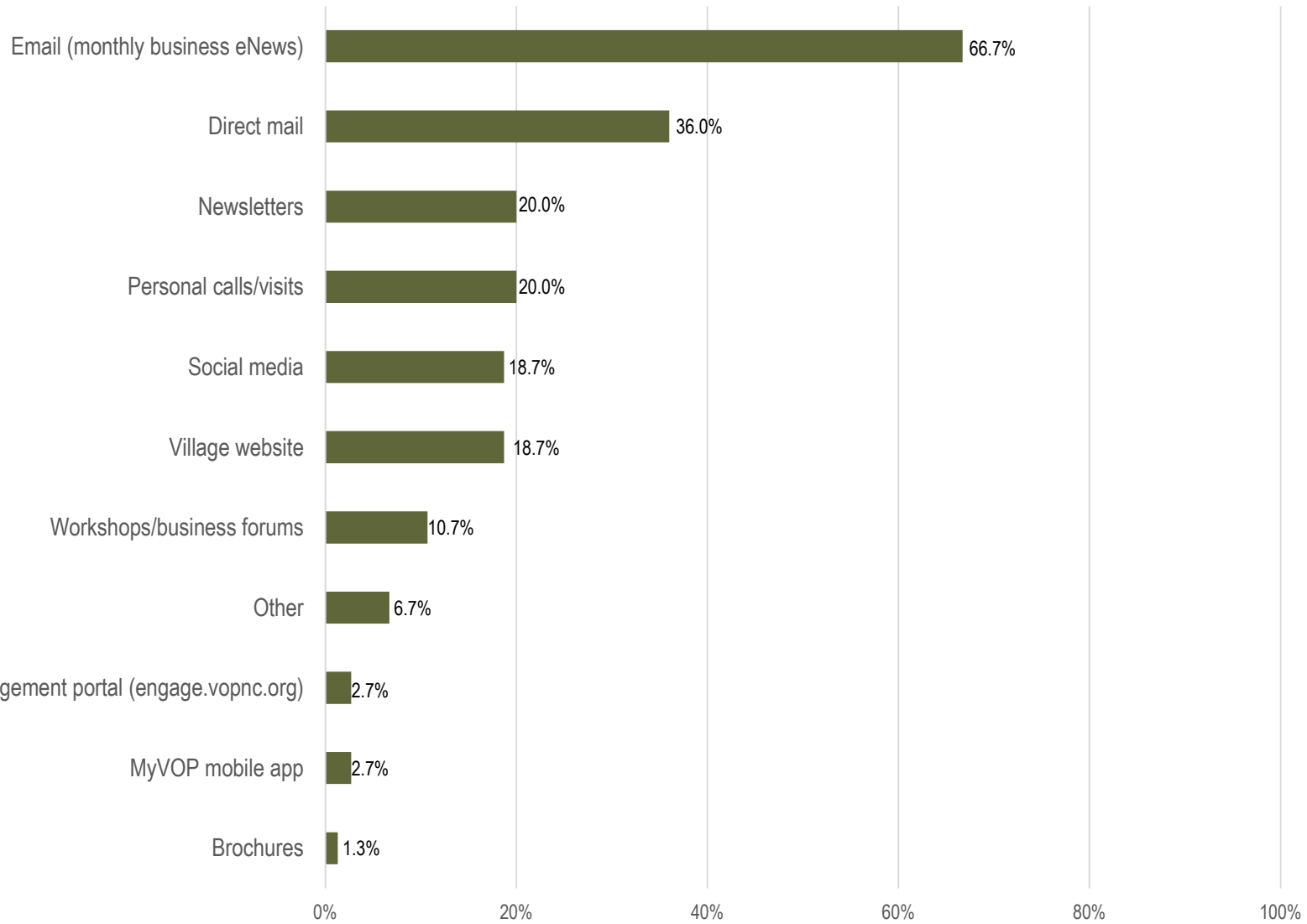
Communication and Event Impacts

Satisfaction with the job the Village of Pinehurst does Communicating with Business Owners

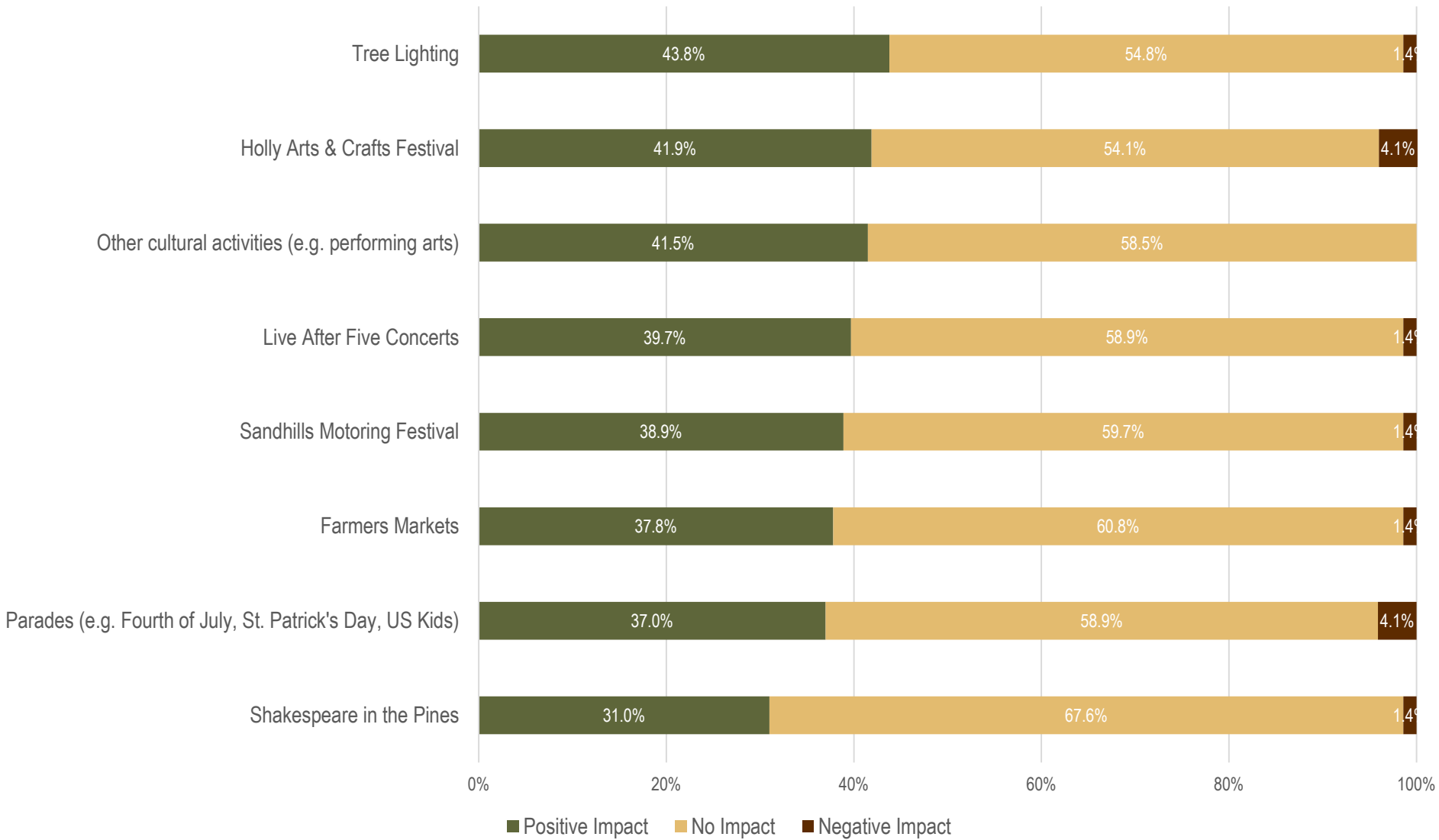


■ Very Satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Very Dissatisfied

Best Ways for the Village to Communicate with Businesses



Impact of Events on Business



Summary

Summary

1. Businesses have a high level of satisfaction with Village services. The highest levels:
 - Fire emergency response
 - Village Hall (front desk)
 - Police emergency response
 - Building inspections
2. Forty-one percent of surveyed businesses feel that the overall business environment in the Village better than two years ago; 33% feel no change, but that the atmosphere is good.
3. Most important Village services:
 - Public safety and response
 - Streets and grounds
4. Village as a business location:
 - Eighty-one percent would be very likely or likely to recommend the Village as a business location to friends



Questions?