



Neighborhood Quality of Life Survey
Final Report
July 26, 2022

Neighborhood Quality of Life Survey



Quick Facts on Survey Partner:

ETC Institute, Olathe, KS

- A National Leader in Market Research for Local Governmental Organizations
- Surveyed more than 2,000,000 persons since 2010 for more than 900 communities in 49 states.
- Conducts the Village's annual Community and Business Surveys

Neighborhood Quality of Life Survey



Quick Facts on Survey Methodology:

Survey Goals:

- Representative sample of Village of Pinehurst residences with regard to geographic dispersion, age, gender, and race/ethnicity
- Postcard mailings with QR code and link to survey for 4,000 residences
- Sample size to be no less than 350 verified completed surveys
- Margin of error of +/- 5.5% at the 95% confidence level

Timeline:

- Approximately two weeks (June 23-week of July 4). The timeline was determined by the number of verified responses to meet margin of error goal.

Survey Tool:

- Electronic survey accessed via QR code or link on postcard
- Responses were verified via required question at end of survey

Neighborhood Quality of Life Survey



Understanding the Report

General Survey Results:

- 401 verified responses
- Margin of error +/- 4.8% at 95% confidence level
- The response percentages by neighborhood closely mirrors the neighborhood response percentage from the 2021 Community Survey
- The Village of Pinehurst considers a difference of +/- **10% to be a significant finding.**

Cross-Tabular Analysis:

- Chi-square tests of significance
 - Definition: A Chi-square test compares observed results with expected results. The purpose is to determine if the observed and expected results are due to random chance.
 - Chi-square tests are used with categorical variables, whereas correlations are used with quantitative variables.
 - Pgs. 18-37 compare the results of “**How many vacation rentals or short-term rental properties within a two-minute walk of your front door**” with other questions within the survey to determine possible relationships.
 - Upper case letter = *99% probability* of an actual difference between respondents in the identified categories
 - Lower case letter = *95% probability* of an actual difference between respondents in the identified categories

[Full Report](#)

General Results

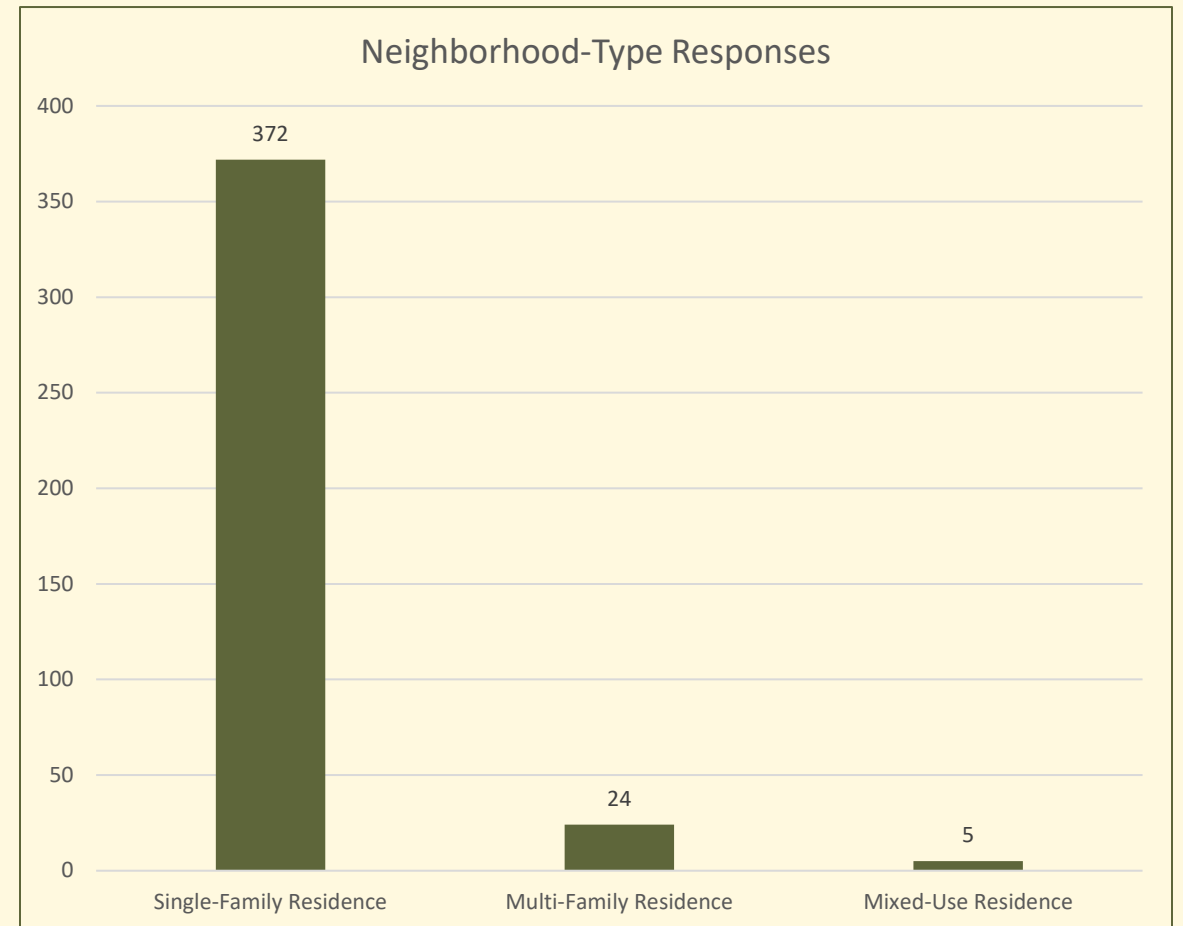
Neighborhood Quality of Life Survey



General Results

Survey Findings:

- Participants self-selected their neighborhood type from three categories: Single-family, Multi-family, Mixed-use
- Approximately 93% of respondents selected single-family to the question “How would you describe your immediate neighborhood?”
- The small number of multi-family and mixed-use responses makes it difficult to draw clear conclusions from these two groups.



Neighborhood Quality of Life Survey



Overall Quality of Life

Survey Findings:

- In general, respondents positively rated the quality of life in their immediate neighborhoods.
- **95% of respondents** selected either *good* or *excellent* when rating the quality of life in their immediate neighborhood.

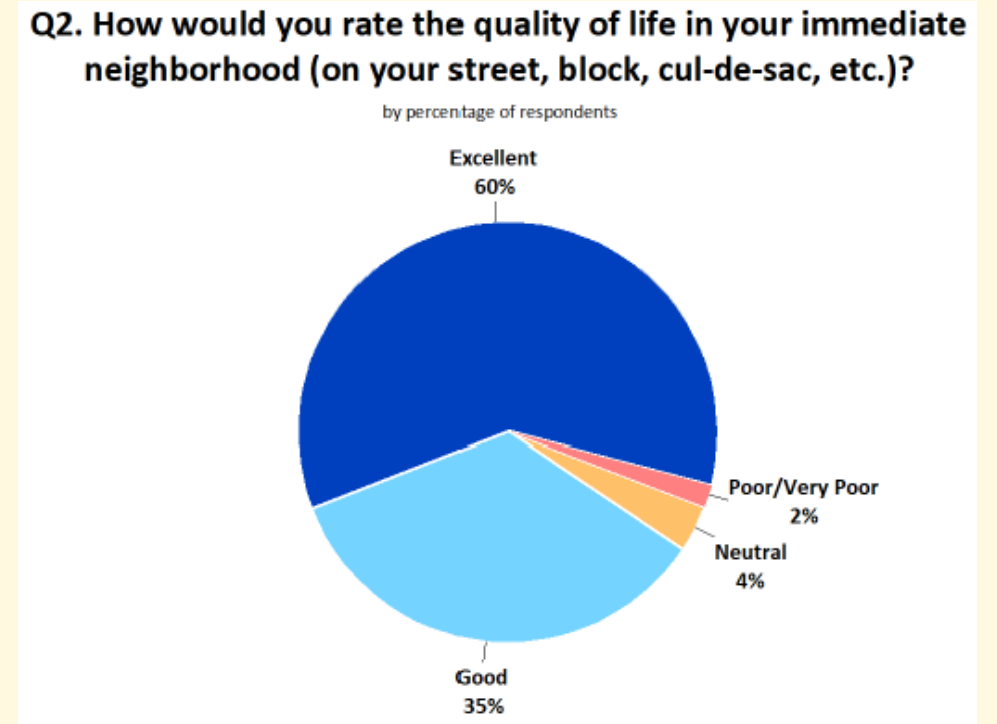


Chart Source: ETC Institute

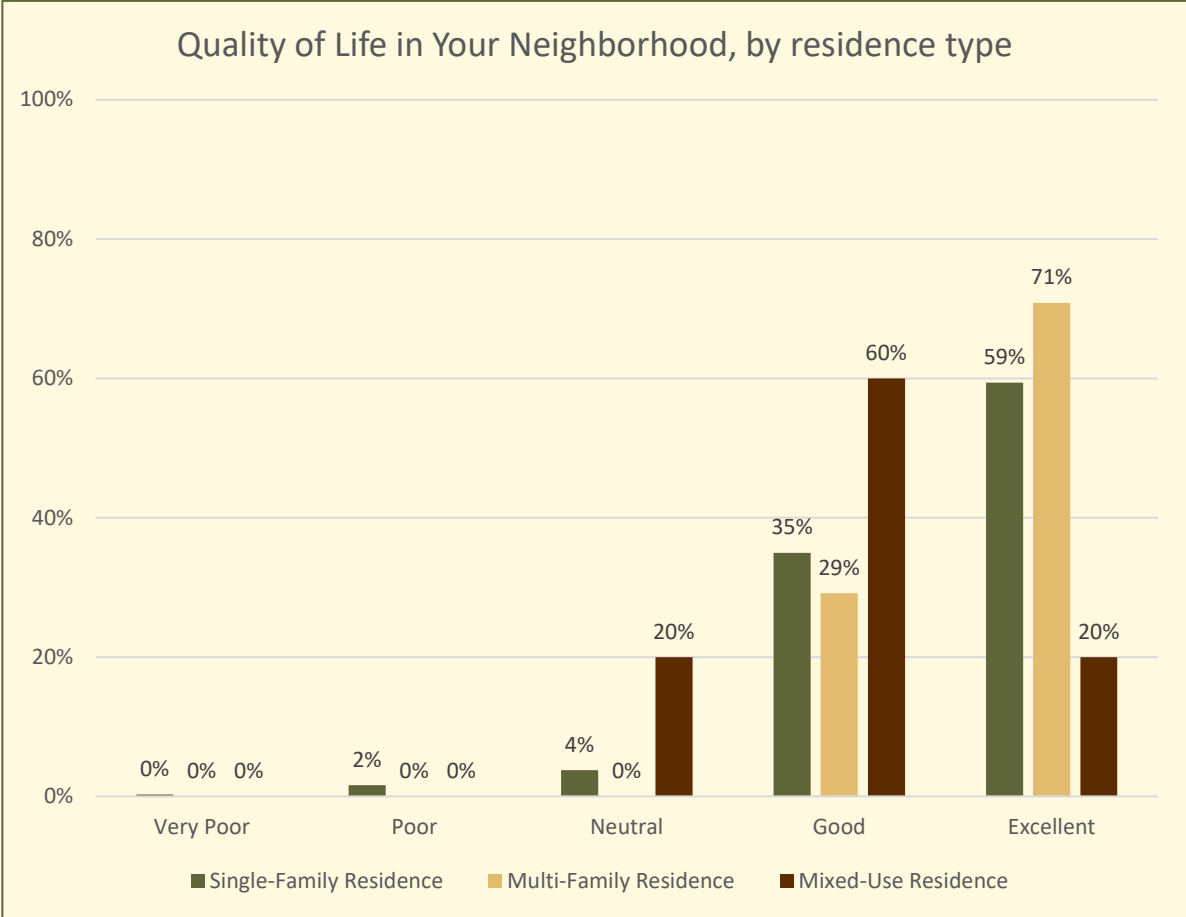
Neighborhood Quality of Life Survey



Overall Quality of Life

Survey Findings:

- In general, respondents positively rated the quality of life in their immediate neighborhoods.
- **94% of single-family resident respondents** selected either *good* or *excellent* when rating the quality of life in their immediate neighborhood.



Neighborhood Quality of Life Survey



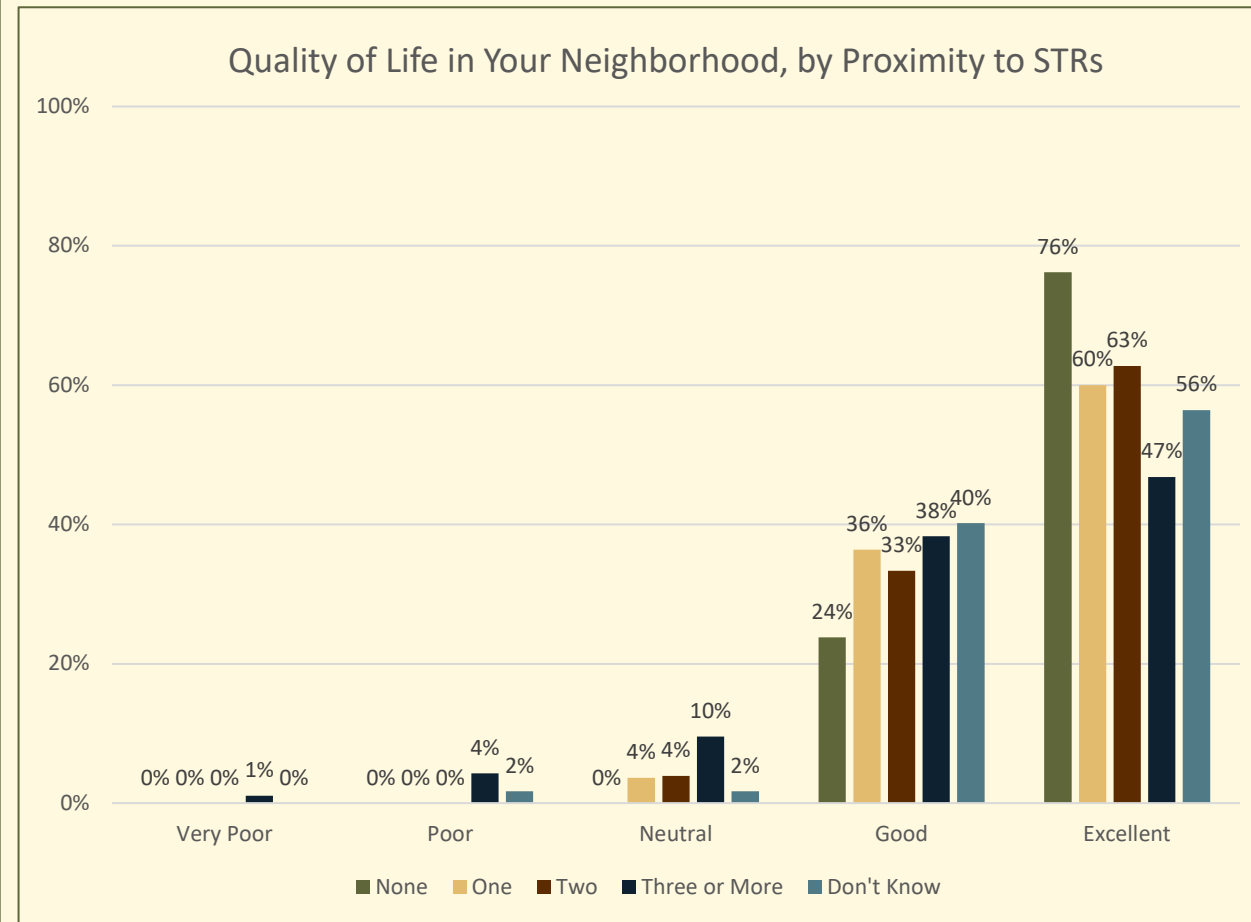
Overall Quality of Life

Survey Findings:

- When segmenting solely by proximity to short-term rentals, **76% of respondents with no perceived vacation or short-term rental in proximity** rated their quality of life as *excellent*.

By comparison:

- One rental property – 60%
 - Two rental properties – 63%
 - Three or more rental properties – 47%
 - Don't know – 56%
- Respondents with one or more perceived vacation or short-term rentals were more likely to select *good* over *excellent* for the quality of life in their immediate neighborhood, compared to those perceiving no such rentals.



Neighborhood Quality of Life Survey



Cross-Tabular Results Overall Quality of Life

Survey Findings:

- Of respondents choosing *excellent*, there is a **99% probability** that there is an actual difference between respondents that have three or more vacation/short-term rentals within proximity of their front door, compared to those with none (46.8%; 76.2%).
- Of respondents choosing *good*, there is a **95% probability** that there is an actual difference between respondents that have three or more vacation/short-term rentals within proximity of their front door, compared to those with none (38.3%; 23.8%).

Q2. How would you rate the quality of life in your immediate neighborhood (on your street, block, cul-de-sac, etc.)?

N=401

	Q7. How many vacation rentals or short-term rental properties are within a two-minute walk of your front door					Total
	None A	One B	Two C	Three or more D	Don't know E	A
<u>Q2. How would you rate quality of life in your immediate neighborhood</u>						
Excellent	76.2% bDE	60.0% a	62.7%	46.8% A	56.4% A	59.6%
Good	23.8% de	36.4%	33.3%	38.3% a	40.2% a	34.9%
Neutral	0.0% D	3.6%	3.9%	9.6% Ae	1.7% d	3.7%
Poor	0.0%	0.0%	0.0%	4.3%	1.7%	1.5%
Very poor	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%

Table Source: ETC Institute

Neighborhood Quality of Life Survey



Overall Factors that Impact Quality of Life in Neighborhoods

Survey Findings:

- There are five factors that over 90% of respondents feel are either very important or important:
 - 1) Safety (99%)
 - 2) Quiet, peaceful setting (98%)
 - 3) Housing aesthetics (97%)
 - 4) Community services (94%)
 - 5) Walkable streets (91%)

Q3. How important are the following factors to the quality of life in your neighborhood?

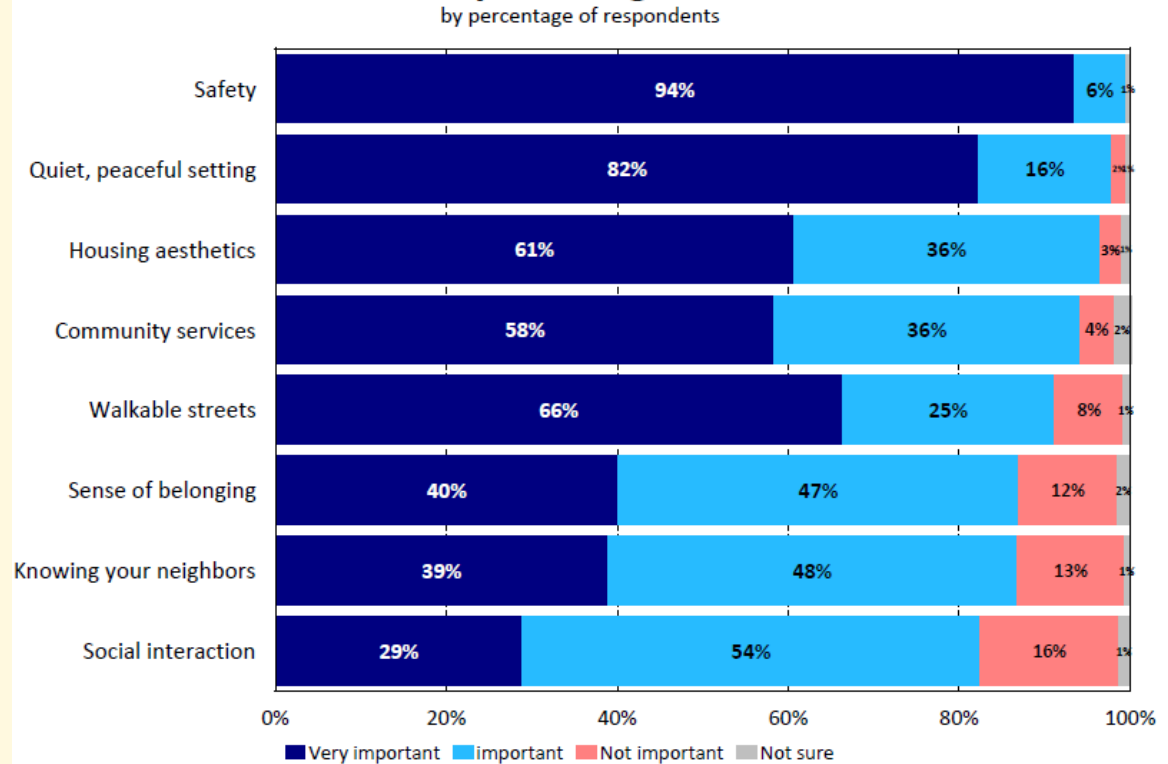


Chart Source: ETC Institute

Neighborhood Quality of Life Survey



Top Four Factors that Impact Quality of Life in Neighborhoods

Survey Findings:

- When asked to identify the four factors MOST IMPORTANT to the quality of life in your neighborhood, three factors received a total of 50% or more of the responses:
 - 1) Safety (88%)
 - 2) Quiet, peaceful setting (77%)
 - 3) Walkable streets (62%)

Q4. Which four factors are the MOST IMPORTANT to the quality of life in your neighborhood?

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

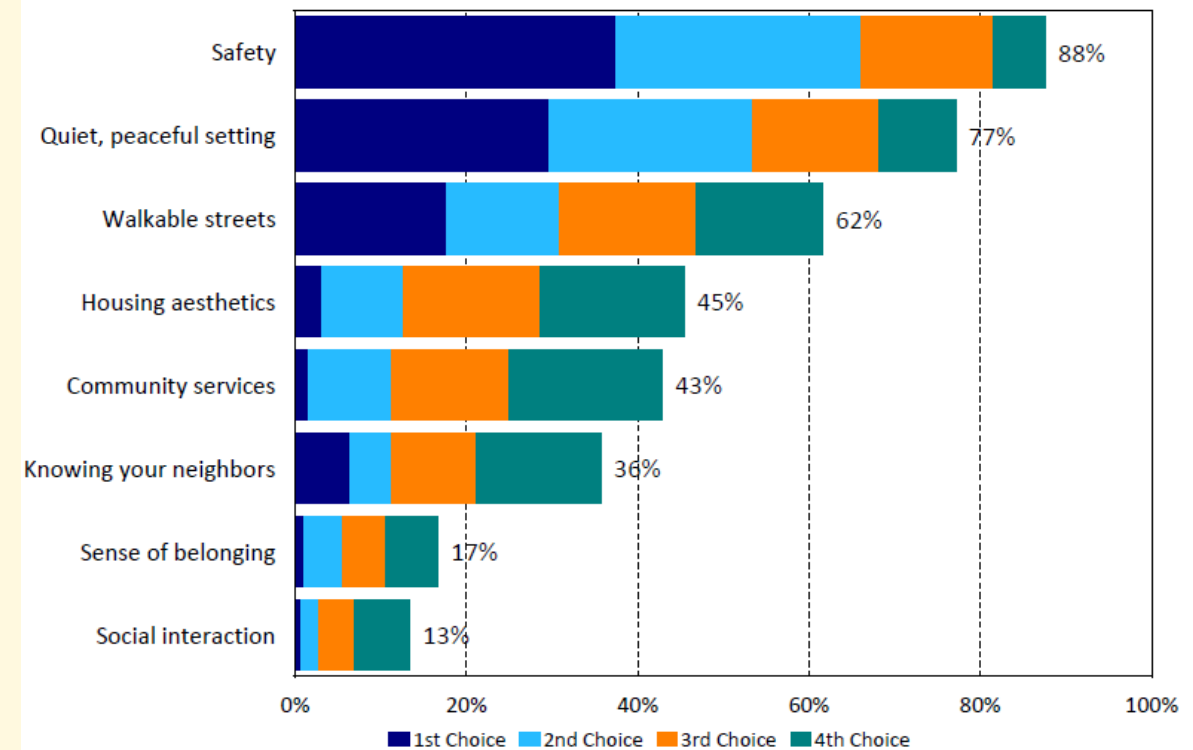


Chart Source: ETC Institute

Neighborhood Quality of Life Survey



Cross-Tabular Results Factors in Quality of Life

Survey Findings:

- Of those selecting *knowing your neighbors*, there is a **99% probability** of an actual difference between respondents selecting three or more compared to none (48.9%; 28.6%).
- Of those selecting a *quiet, peaceful setting*, there is a **95% probability** of an actual difference between residences with one or two perceived vacation/short-term rentals within proximity compared to both none and three or more.

Q4. From the list of items in Question 3, which FOUR factors are the MOST IMPORTANT to the quality of life in your neighborhood? (top 4)

N=401	Q7. How many vacation rentals or short-term rental properties are within a two-minute walk of your front door					Total
	None	One	Two	Three or more	Don't know	
	A	B	C	D	E	A
<u>Q4. Sum of Top 4 Choices</u>						
Walkable streets	59.5%	56.4%	62.7%	57.4%	68.4%	61.6%
Quiet, peaceful setting	72.6% bc	87.3% ad	88.2% ad	70.2% bc	76.1%	77.1%
Knowing your neighbors	28.6% D	34.5%	33.3%	48.9% Ae	31.6% d	35.7%
Safety	86.9%	92.7%	90.2%	84.0%	87.2%	87.5%
Community services	35.7%	47.3%	41.2%	40.4%	48.7%	42.9%
Sense of belonging	16.7%	18.2%	11.8%	16.0%	18.8%	16.7%
Housing aesthetics	47.6%	54.5% e	47.1%	45.7%	38.5% b	45.4%
Social interaction	19.0% Bc	3.6% Ade	5.9% ad	18.1% bc	13.7% b	13.5%
None chosen	3.6%	0.0%	2.0%	2.1%	2.6%	2.2%

Table Source: ETC Institute

Cross-Tabular Results

Vacation/Short-term Rentals to
Frequency of Issues

Neighborhood Quality of Life Survey

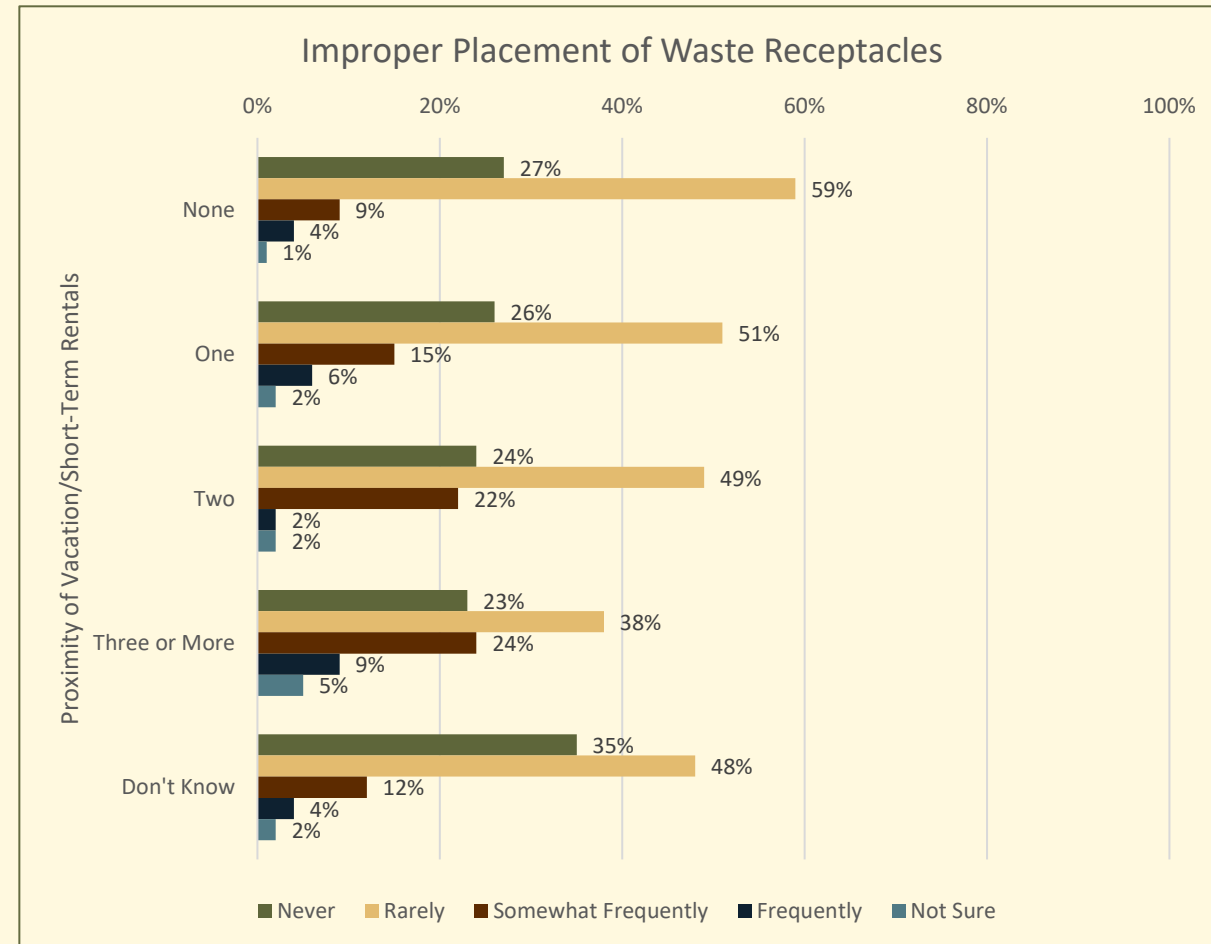


Observed Issues within Your Neighborhood

Single-Family Neighborhood Respondents

Survey Findings:

- A majority of single-family neighborhood respondents responded that they never or rarely observed an issue with the improper placement of waste receptacles.
- 23% or more of all single-family neighborhood respondents, **regardless of vacation/short-term rental choice**, reported never having an issue with the improper placement of waste receptacles.
- Of those that identified vacation/short-term rentals, frequency tended to increase with the number of identified vacation/short-term rentals.
- The largest percentage of frequency was seen by single-family respondents identifying three or more vacation/short-term rental properties within their proximity, at 33% (24% *somewhat frequently*, 9% *frequently*).



Neighborhood Quality of Life Survey



Cross-Tabular Results Waste Receptacles

Survey Findings:

- Of respondents choosing *rarely*, there is a **99% probability** that there is an actual difference between those with no perceived vacation/short-term rentals compared to those with three or more (59.5%; 36.2%).
- Of respondents choosing *somewhat frequently*, there is a **95% probability** that there is an actual difference between those with no perceived vacation/short-term rentals compared to those with three or more (9.5%; 21.3%).

Q5. How frequently have you observed the following in your neighborhood?

N=401

	Q7. How many vacation rentals or short-term rental properties are within a two-minute walk of your front door					Total
	None A	One B	Two C	Three or more D	Don't know E	A
<u>Q5-1. Improper placement of waste receptacles</u>						
Frequently	3.6%	5.5%	2.0%	9.6%	3.4%	5.0%
Somewhat frequently	9.5% d	14.5%	21.6%	21.3% a	12.8%	15.5%
Rarely	59.5% D	50.9%	51.0%	36.2% A	48.7%	48.6%
Never	26.2%	27.3%	23.5%	25.5%	33.3%	27.9%
Not sure	1.2% d	1.8%	2.0%	7.4% ae	1.7% d	3.0%

Table Source: ETC Institute

Neighborhood Quality of Life Survey

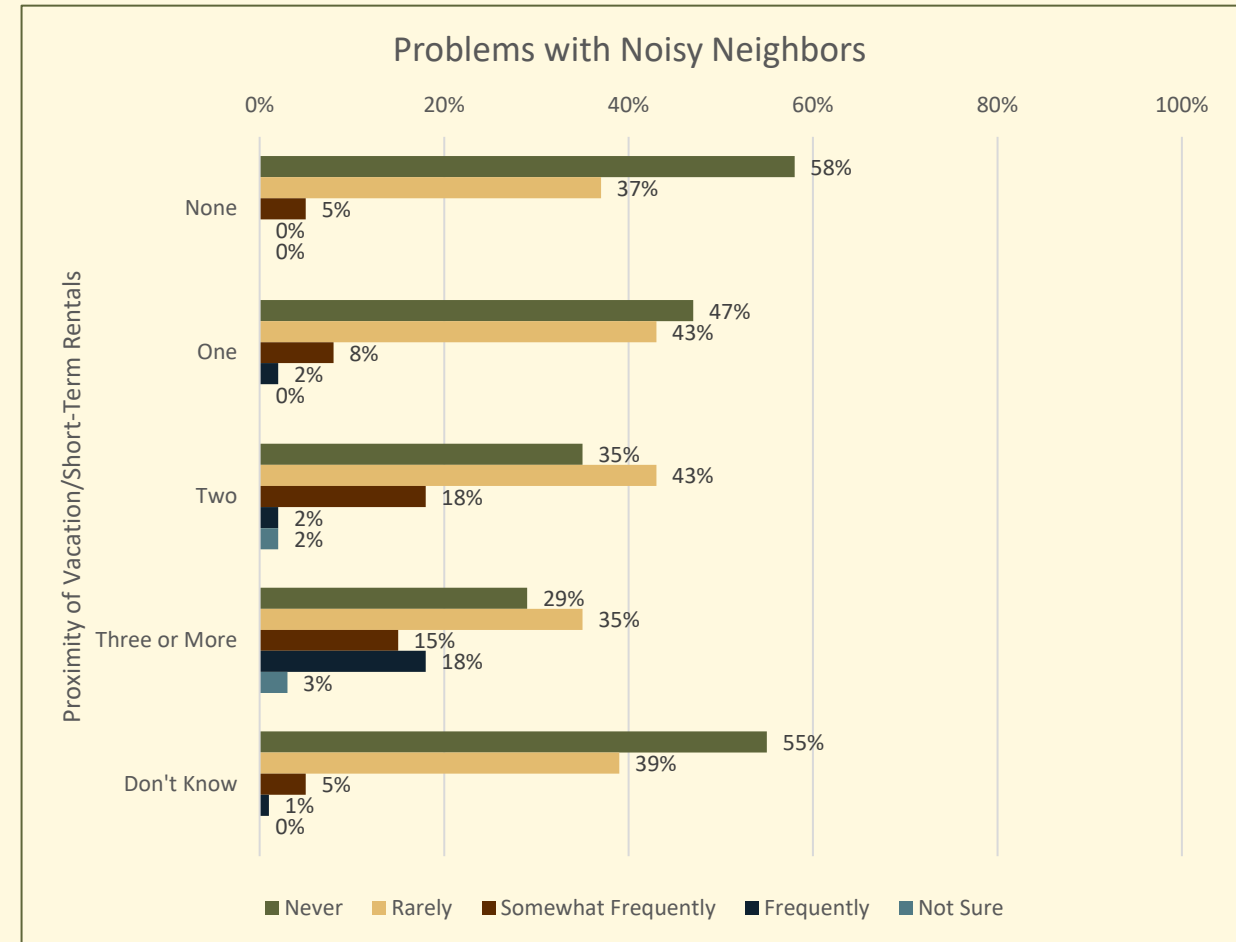


Observed Issues within Your Neighborhood

Single-Family Neighborhood Respondents

Survey Findings:

- Of those respondents who identified vacation/short-term rentals within their proximity, **overall frequency of problems with noisy neighbors increased as the number of vacation/short-term rentals increased.**
- A majority of respondents choosing no vacation/short-term rentals, or were not sure, reported never having an issue with noisy neighbors.
- Of those respondents who identified vacation/short-term rentals within their proximity, choices of *never* **significantly decreased** from 58% (none) to 29% (three or more).



Neighborhood Quality of Life Survey



Cross-Tabular Results Noisy Neighbors

Survey Findings:

- Of respondents choosing *frequently*, there is a **99% probability** there is an actual difference between those with three or more vacation/short-term rentals within proximity compared to all other options (17%; $\leq 2\%$).
- Of respondents choosing *somewhat frequently*, there is a **95% probability** that there is an actual difference between those with two or more vacation/short-term rentals within proximity compared to those with none ($\geq 17\%$; 4.8%).

Q5. How frequently have you observed the following in your neighborhood?

N=401

	Q7. How many vacation rentals or short-term rental properties are within a two-minute walk of your front door					Total
	None A	One B	Two C	Three or more D	Don't know E	A
Q5-2. Problems with noisy neighbors						
Frequently	0.0% D	1.8% D	2.0% D	17.0% ABCE	0.9% D	4.7%
Somewhat frequently	4.8% cd	7.3%	17.6% aE	17.0% aE	5.1% CD	9.7%
Rarely	38.1%	41.8%	43.1%	34.0%	40.2%	38.9%
Never	57.1% cD	49.1% d	35.3% ae	29.8% AbE	53.8% cD	45.9%
Not sure	0.0%	0.0%	2.0%	2.1%	0.0%	0.7%

Table Source: ETC Institute

Neighborhood Quality of Life Survey

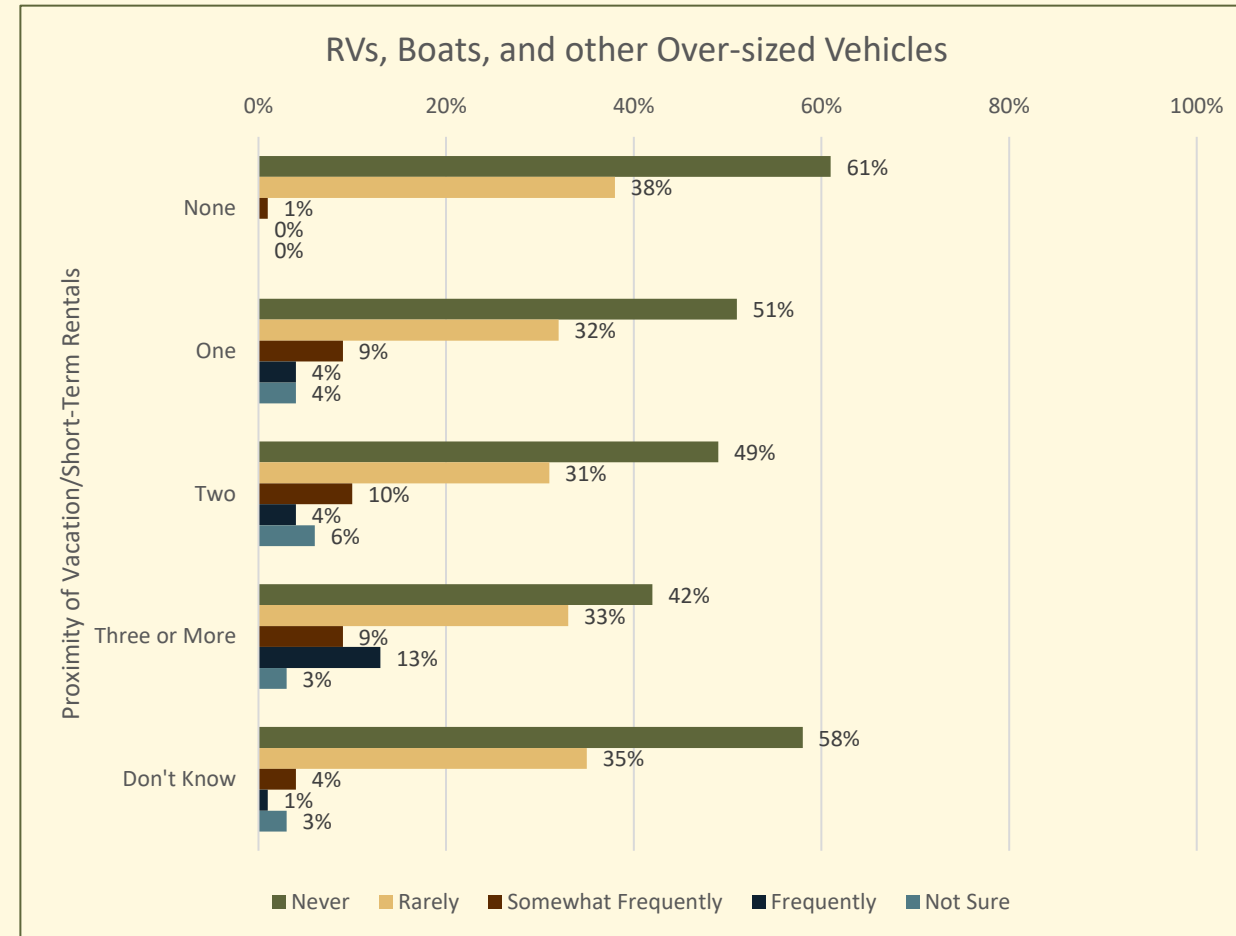


Observed Issues within Your Neighborhood

Single-Family Neighborhood Respondents

Survey Findings:

- 22% of respondents who chose three or more vacation/short-term rentals within their proximity reported observing the issue of over-sized vehicles **AT LEAST somewhat frequently**, as compared to 1% for those reporting no vacation/short-term rentals.
- Four of the five short-term rental categories received approximately 50% or more responses of *never* to the observed issue of over-sized vehicles. **The one exception: respondents reporting three or more vacation/short-term rentals at 42%.**
- As the number of observed vacation/short-term rentals within proximity increases from none to three or more, reported frequency percentages generally shift from *never* to *somewhat frequently* and *frequently*.



Neighborhood Quality of Life Survey



Cross-Tabular Results RVs, Boats, and Other Over-sized Vehicles

Survey Findings:

- Of respondents choosing *frequently*, there is a **99% probability** that there is an actual difference between those that chose no vacation/short-term rentals in proximity compared to those with three or more within their proximity (0%; 11.7%).
- Of respondents choosing *somewhat frequently*, there is a **95% probability** that there is an actual difference between those that chose no vacation/short-term rentals in proximity compared to those with one or more within their proximity (1.2%; >/=7.4%).

Q5. How frequently have you observed the following in your neighborhood?

N=401

	Q7. How many vacation rentals or short-term rental properties are within a two-minute walk of your front door					Total
	None A	One B	Two C	Three or more D	Don't know E	A
<u>Q5-3. RVs, boats, & other over-sized vehicles</u>						
Frequently	0.0% D	3.6%	3.9%	11.7% AE	0.9% D	4.0%
Somewhat frequently	1.2% bcd	9.1% a	9.8% a	7.4% a	3.4%	5.5%
Rarely	36.9%	30.9%	29.4%	34.0%	34.2%	33.7%
Never	61.9% d	52.7%	51.0%	44.7% ae	59.0% d	54.4%
Not sure	0.0% c	3.6%	5.9% a	2.1%	2.6%	2.5%

Table Source: ETC Institute

Neighborhood Quality of Life Survey

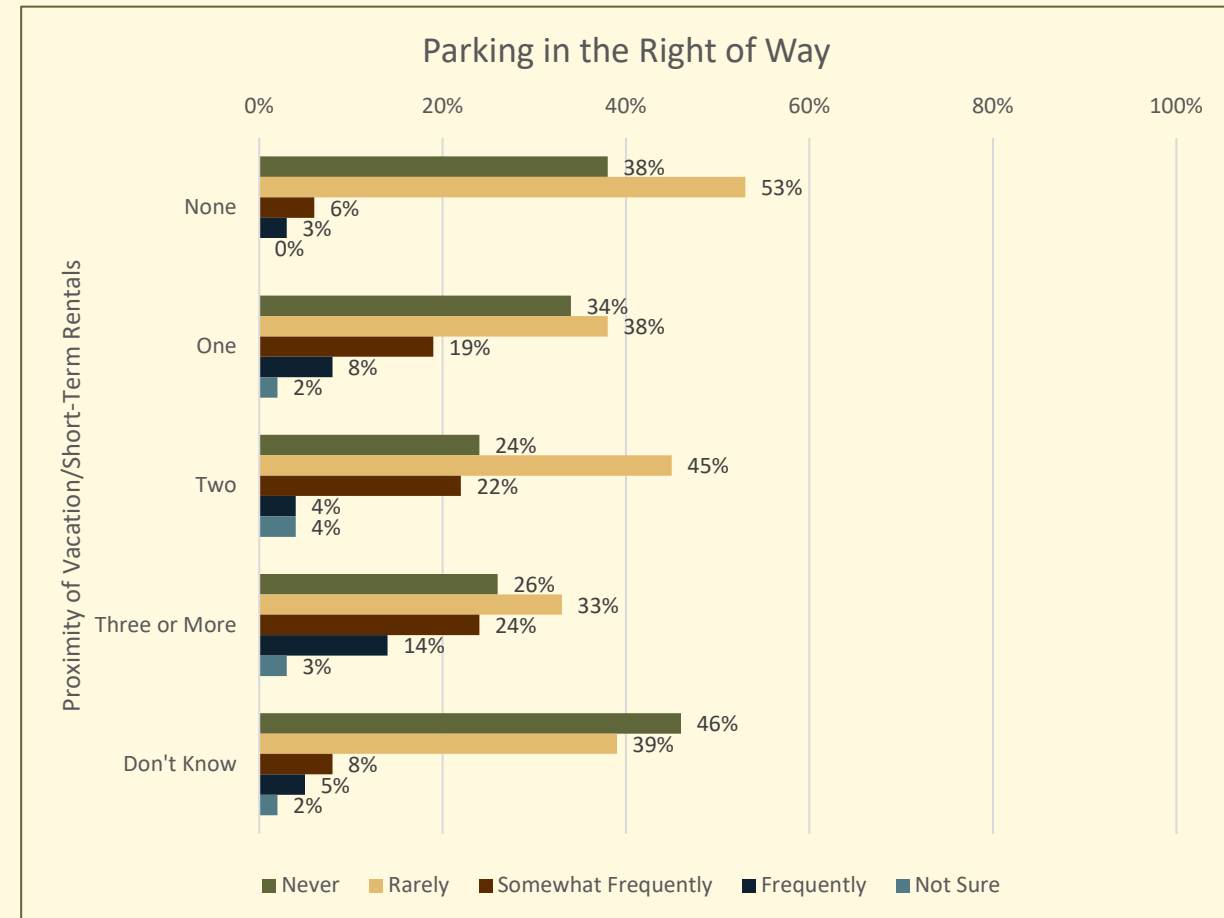


Observed Issues within Your Neighborhood

Single-Family Neighborhood Respondents

Survey Findings:

- A majority of respondents in all categories reported *never* or *rarely* observing an issue with parking in the right of way.
- 9% of respondents who identified no vacation/short-term rentals selected **AT LEAST somewhat frequently** for parking in the right of way, **significantly lower** compared to 21% for one rental, 26% for two rentals, and 38% for three or more rentals.
- Reported problems with parking in the right of way were **significantly more frequent** for respondents who reported at least one vacation/short-term rental in proximity to their home than those who reported none.
- Reported problems with parking in the right of way were less substantial when comparing between respondents who reported one, two, or three or more vacation/short-term rentals.



Neighborhood Quality of Life Survey



Cross-Tabular Results Parking in the ROW or Excessive Vehicles

Survey Findings:

- Of respondents choosing *frequently*, there is a **99% probability** that there is an actual difference between those that chose no vacation/short-term rentals in proximity compared to those with three or more within their proximity (2.4%; 13.8%).
- Of respondents choosing *somewhat frequently*, there is a **99% probability** that there is an actual difference between those that chose no vacation/short-term rentals in proximity compared to those with two or more within their proximity (6%; >/=21.6%).

Q5. How frequently have you observed the following in your neighborhood?

N=401

	Q7. How many vacation rentals or short-term rental properties are within a two-minute walk of your front door					Total
	None A	One B	Two C	Three or more D	Don't know E	A
<u>Q5-4. Parking in the right-of-way or excessive vehicles</u>						
Frequently	2.4% D	7.3%	3.9%	13.8% A	6.0%	7.0%
Somewhat frequently	6.0% bCD	18.2% a	21.6% Ae	22.3% AE	8.5% cD	14.2%
Rarely	53.6% De	40.0%	47.1%	31.9% A	38.5% a	41.4%
Never	38.1%	32.7%	23.5% E	29.8% e	45.3% Cd	35.7%
Not sure	0.0%	1.8%	3.9%	2.1%	1.7%	1.7%

Table Source: ETC Institute

Neighborhood Quality of Life Survey

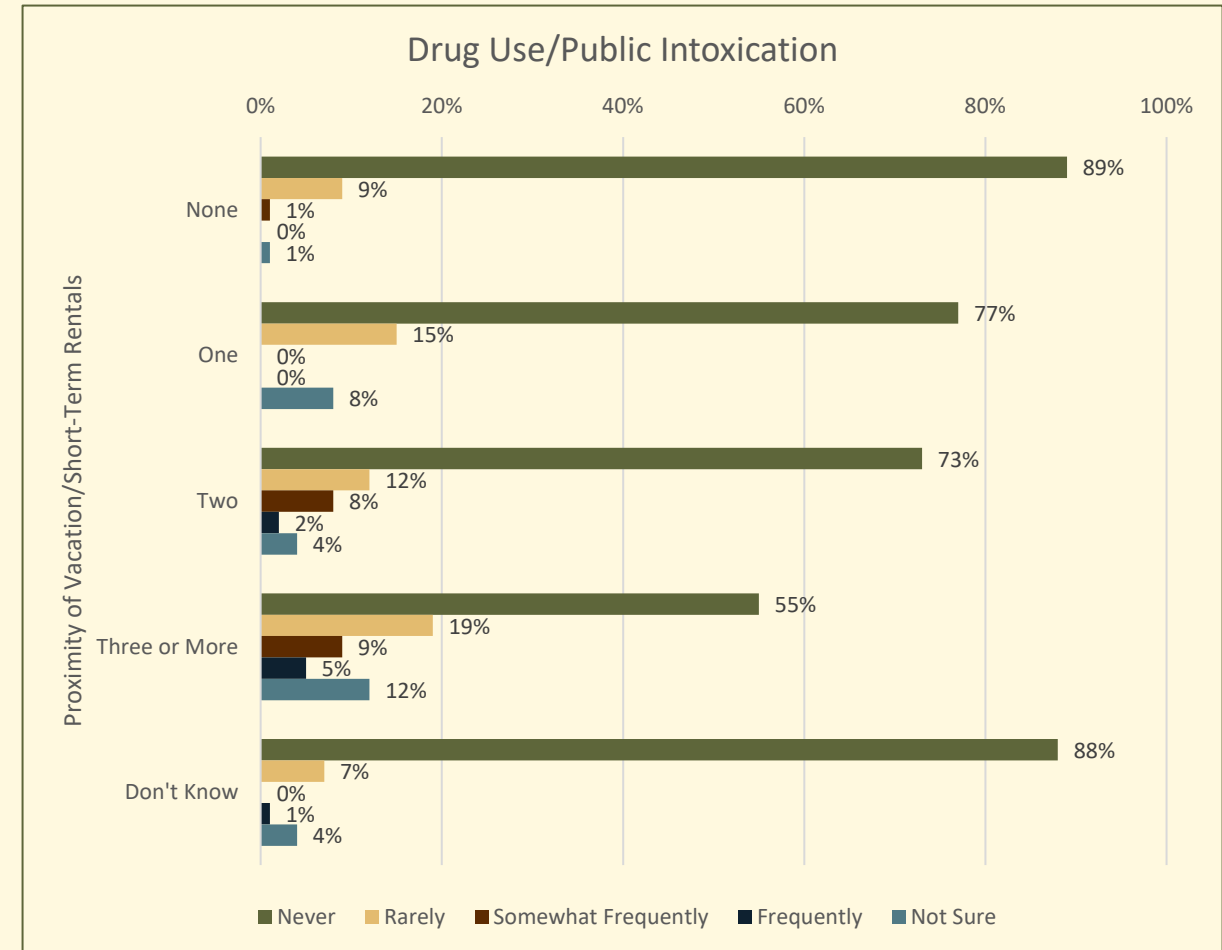


Observed Issues within Your Neighborhood

Single-Family Neighborhood Respondents

Survey Findings:

- Reported observed issues with drug use and public intoxication were nearly non-existent for respondents who reported no vacation/short-term rentals in proximity to their home: 89% reported *never*, 9% reported *rarely*.
- Reported problems were more frequent for respondents who report two or three or more vacation/short-term rentals in proximity to their home, compared to those reporting none:
 - None – 1% *somewhat frequent or frequent*
 - Two – 10% *somewhat frequent or frequent*
 - Three of more – 14% *somewhat frequent or frequent*



Neighborhood Quality of Life Survey



Cross-Tabular Results Drug Use, Public Intoxication

Survey Findings:

- Of respondents choosing *somewhat frequently*, there is a **99% probability** that there is an actual difference between those that chose no vacation/short-term rentals in proximity compared to those with three or more within their proximity (1.2%; 10.6%).
- Of respondents choosing *frequently*, there is a **95% probability** that there is an actual difference between those that chose no vacation/short-term rentals in proximity compared to those with three or more within their proximity (0%; 5.3%).

Q5. How frequently have you observed the following in your neighborhood?

N=401

Q7. How many vacation rentals or short-term rental properties are within a two-minute walk of your front door					Total
None	One	Two	Three or more	Don't know	
A	B	C	D	E	A

Q5-5. Drug use, public intoxication

Frequently	0.0% d	0.0%	2.0%	5.3% a	0.9%	1.7%
Somewhat frequently	1.2% cD	0.0% cd	7.8% abE	10.6% AbE	0.0% CD	3.7%
Rarely	8.3% d	14.5%	11.8%	19.1% aE	6.8% D	11.7%
Never	89.3% bcD	76.4% ad	74.5% ade	55.3% AbcE	88.0% cD	77.3%
Not sure	1.2% bd	9.1% a	3.9%	9.6% a	4.3%	5.5%

Table Source: ETC Institute

Neighborhood Quality of Life Survey

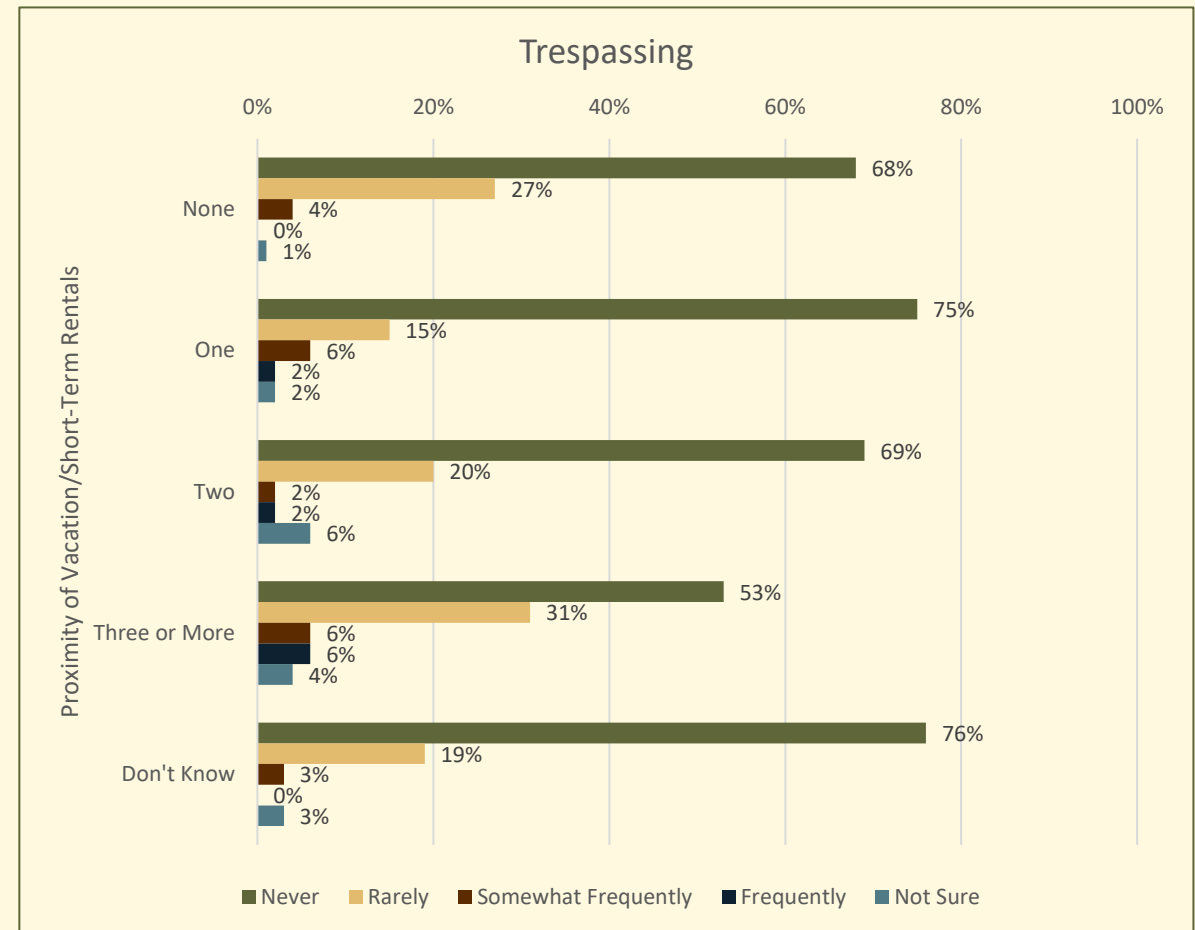


Observed Issues within Your Neighborhood

Single-Family Neighborhood Respondents

Survey Findings:

- Overall, trespassing was less of an observable issue compared to the previous problems.
- Over 80% of all single-family neighborhood respondents stated they never or rarely observed trespassing.
- 12% of single-family neighborhood respondents who identified three or more vacation/short-term rental properties within proximity of their property stated they observed trespassing somewhat frequently (6%) or frequently (6%), the highest percentage across vacation/short-term rental categories.
- Observed trespassing responses generally migrate from *never* to *rarely* as the number of identified vacation/short-term rentals increases.



Neighborhood Quality of Life Survey



Cross-Tabular Results Trespassing

Survey Findings:

- Of respondents choosing *frequently*, there is a **95% probability** that there is an actual difference between those that chose no vacation/short-term rentals in proximity compared to those with three or more within their proximity (0%; 5.3%).

Q5. How frequently have you observed the following in your neighborhood?

N=401

	Q7. How many vacation rentals or short-term rental properties are within a two-minute walk of your front door					Total
	None A	One B	Two C	Three or more D	Don't know E	A
<u>Q5-6. Trespassing</u>						
Frequently	0.0% d	1.8%	2.0%	5.3% ae	0.0% d	1.7%
Somewhat frequently	3.6%	5.5%	2.0%	6.4%	2.6%	4.0%
Rarely	28.6%	14.5% d	19.6%	30.9% b	19.7%	23.4%
Never	66.7%	76.4% D	70.6%	54.3% BE	75.2% D	68.1%
Not sure	1.2%	1.8%	5.9%	3.2%	2.6%	2.7%

Table Source: ETC Institute

Neighborhood Quality of Life Survey

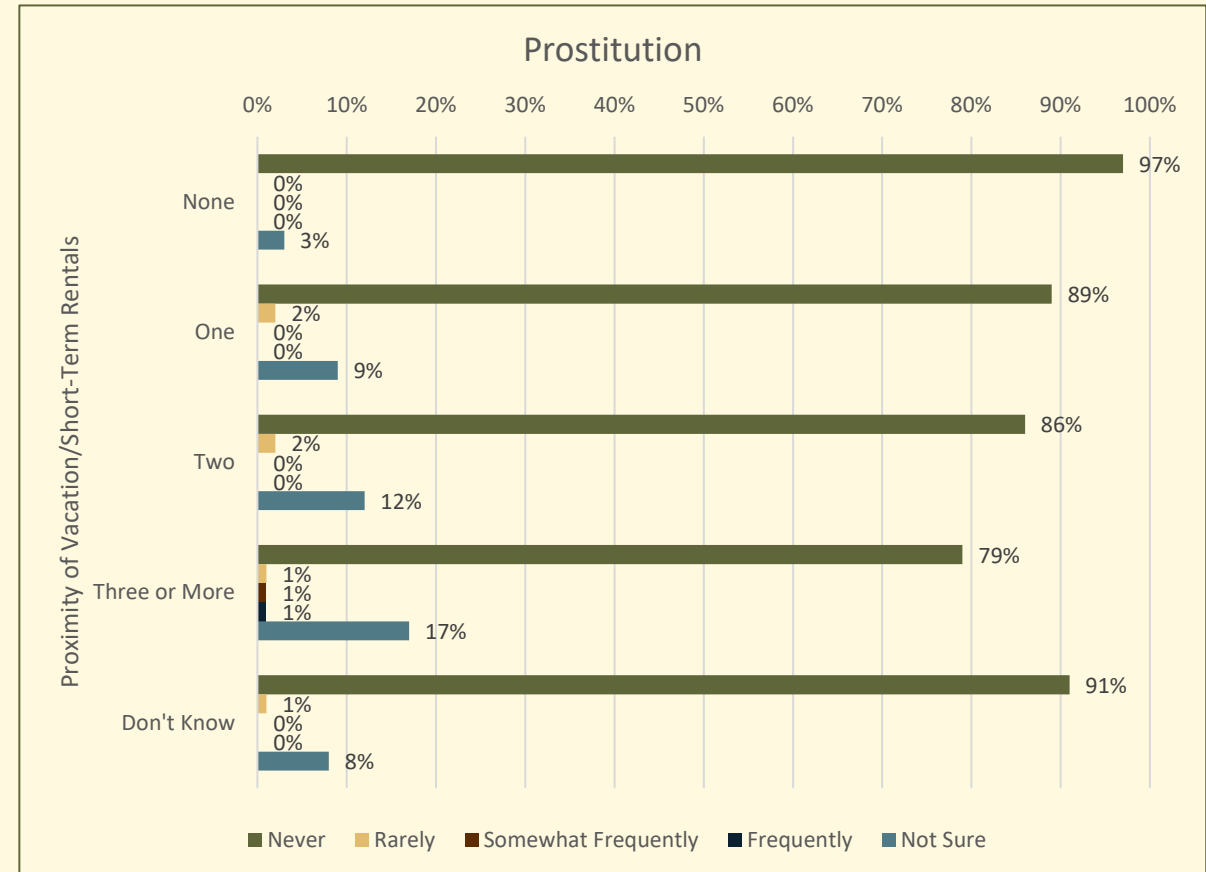


Observed Issues within Your Neighborhood

Single-Family Neighborhood Respondents

Survey Findings:

- Prostitution was not identified to be a **significant** problem, regardless of the proximity of vacation/short-term rentals.



Neighborhood Quality of Life Survey



Cross-Tabular Results Prostitution

Survey Findings:

- Statistically significant differences were seen only in responses of *never* or *not sure*.

Q5. How frequently have you observed the following in your neighborhood?

N=401

	Q7. How many vacation rentals or short-term rental properties are within a two-minute walk of your front door					Total
	None A	One B	Two C	Three or more D	Don't know E	A
<u>Q5-7. Prostitution</u>						
Frequently	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%
Somewhat frequently	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%
Rarely	0.0%	1.8%	2.0%	2.1%	0.9%	1.2%
Never	97.6% bcD	87.3% a	86.3% a	79.8% Ae	91.5% d	88.8%
Not sure	2.4% bcD	10.9% a	11.8% a	16.0% A	7.7%	9.5%

Table Source: ETC Institute

Neighborhood Quality of Life Survey



Questions and Comments