



# 2022 Village of Pinehurst Community Survey Findings Report

Presented to the Village of Pinehurst,  
North Carolina

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# Executive Summary

# 2022 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 2022. 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 eleventh 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. Ten days after the surveys were mailed, ETC Institute sent emails and text messages to the households that received the survey to encourage participation. The emails and texts contained a link to the online version of the survey to make it easy for residents to complete the survey. 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.

The goal was to obtain completed surveys from at least 700 residents. The goal was far exceeded, with a total of 831 residents completing the survey. The overall results for the sample of 831 households have a precision of at least  $\pm 3.4\%$  at the 95% level of confidence.

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).

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### 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 28% 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 45% 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 (92%), and solid waste services (91%). 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) enforcement of Village codes and ordinances, and 3) police services.

### 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: efforts to prevent crimes (89%), how quickly fire personnel respond to emergencies (88%), and how quickly police respond to emergencies (87%). 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 (90%), the number of Village parks (84%), the availability of walking/greenway trails (80%), and the condition of walking/greenway trails (78%). The three cultural and recreation services respondents indicated should receive the most emphasis over the next two years were (1) the availability of walking/greenway trails, (2) Village sponsored cultural arts events, and (3) the quality of Village parks.

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**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 the cleanup of litter and debris on private property (61%), and enforcing sign regulations (60%). Fifty-eight percent (58%) of respondents described the effort the Village applies to enforce its codes and ordinances as “about right,” 6% 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 (82%). The ease of travel on NC Highway 5 and the ease of travel through large traffic circle were the two transportation services respondents think should receive the most emphasis from the Village over the next two years.

**Public Services.** The highest levels of satisfaction with public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: landscaping in medians/other public areas (94%) and cleanliness of streets and other public areas (93%). The quality of stormwater runoff/management system and cleanliness of streets and other public areas were the two public services respondents think should receive the most emphasis from the Village over the next two years.

**Solid Waste Services.** Ninety-six percent (96%) of residents *who had an opinion* were satisfied with residential trash collection services; 90% were satisfied with yard waste collection services, and 88% 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 (79%), the quality of information on Village programs and services (76%), and efforts to keep residents informed about local issues (71%).

- The Pilot newspaper (72%) and the Village Newsletter (71%) and are the two most used sources for information about the Village of Pinehurst.
- Ninety-three percent (93%) of respondents indicated they read the Village Newsletter either “all the time” or “sometimes.”

**Village Leadership.** Sixty-five percent (65%) of residents *who had an opinion* were satisfied with the effectiveness of the Village Manager and appointed staff; 54% were satisfied with the quality of leadership provided by elected officials, and 51% were satisfied with the effectiveness of appointed boards and commissions.



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### How the Village Compares to Other Communities Nationally

Satisfaction ratings for the Village of Pinehurst **rated significantly higher (difference of 5% or more) than the U.S. average in 49 of the 50 areas** that were assessed. 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 live	95.4%	49.7%	45.7%	Perceptions of the Village
Customer service provided by Village employees	84.0%	40.6%	43.4%	Major Categories of Community Services
As a place to retire	94.2%	51.7%	42.5%	Perceptions of the Village
Village communication with residents	79.6%	38.2%	41.4%	Major Categories of Community Services
Maintenance/preservation of Downtown	89.9%	48.6%	41.3%	Public Services
Overall quality of Village services	90.6%	50.5%	40.1%	Perceptions of the Village
Overall image of Village	95.1%	55.0%	40.1%	Perceptions of the Village
Efforts to prevent crimes	89.0%	50.4%	38.6%	Public Safety Services
Cleanliness of streets & other public areas	93.0%	54.7%	38.3%	Public Services
Police services	92.2%	54.6%	37.6%	Major Categories of Community Services
Maintenance of main Village street thoroughfares	88.5%	50.9%	37.6%	Transportation Services
Landscaping in medians/other public areas	93.8%	56.5%	37.3%	Public Services
Yard waste collection services	89.8%	54.6%	35.2%	Solid Waste Services
Solid waste services	90.7%	56.6%	34.1%	Major Categories of Community Services
Quality of recreation indoor facilities	70.4%	37.5%	32.9%	Cultural and Recreation Services
Curbside recycling services	88.3%	56.6%	31.7%	Solid Waste Services
Street & right-of-way maintenance	72.0%	41.4%	30.6%	Major Categories of Community Services
In Village parks & recreation facilities	86.2%	56.0%	30.2%	Perceptions of Safety and Security
How quickly police respond to emergencies	86.8%	57.6%	29.2%	Public Safety Services
Quality of info about Village programs/services	76.1%	47.5%	28.6%	Communication
Overall feeling of safety in Village	96.3%	68.0%	28.3%	Perceptions of the Village
Residential trash collection services	95.9%	68.6%	27.3%	Solid Waste Services
Efforts to keep you informed about local issues	70.7%	44.2%	26.5%	Communication
Effectiveness of Village Manager & appointed staff	65.1%	39.1%	26.0%	Village Leadership
Village website	69.3%	43.4%	25.9%	Communication
Maintenance of streets in your neighborhood	75.6%	50.6%	25.0%	Transportation Services
Enforcement of local traffic laws	75.2%	50.6%	24.6%	Public Safety Services
Quality of adult recreation programs	57.7%	33.7%	24.0%	Cultural and Recreation Services
Level of public involvement in local decisions	56.3%	34.2%	22.1%	Major Categories of Community Services
Village social media	58.3%	40.0%	18.3%	Communication
Fire services	96.0%	77.8%	18.2%	Major Categories of Community Services
Quality of outdoor athletic fields & facilities	70.4%	52.7%	17.7%	Cultural and Recreation Services
Fire prevention & education programs	67.7%	50.7%	17.0%	Public Safety Services
As a place to raise children	79.3%	62.4%	16.9%	Perceptions of the Village
Maintenance of street signs/pavement markings	81.7%	64.9%	16.8%	Transportation Services
Enforcement of Village codes & ordinances	58.2%	41.5%	16.7%	Major Categories of Community Services
Condition of walking/greenway trails	78.3%	62.5%	15.8%	Cultural and Recreation Services
Winter weather response on Village streets	75.1%	59.5%	15.6%	Public Services
Enforcing cleanup of litter & debris	61.4%	46.0%	15.4%	Code Enforcement
Quality of leadership by elected officials	54.3%	39.0%	15.3%	Village Leadership
Walking alone in your neighborhood during the day	97.9%	82.8%	15.1%	Perceptions of Safety and Security
How quickly fire personnel respond to emergencies	88.2%	73.1%	15.1%	Public Safety Services
Walking alone in your neighborhood after dark	77.4%	62.5%	14.9%	Perceptions of Safety and Security
Quality of youth recreation programs	53.2%	39.1%	14.1%	Cultural and Recreation Services
Enforcing sign regulations	60.3%	46.6%	13.7%	Code Enforcement
Condition of existing walkways	61.5%	48.0%	13.5%	Transportation Services
Quality of stormwater runoff/management system	64.5%	51.0%	13.5%	Public Services
Frequency police officers patrol your neighborhood	67.1%	55.4%	11.7%	Public Safety Services
Enforcing mowing/cutting of weeds/grass	58.2%	47.0%	11.2%	Code Enforcement
Adequacy of street lighting	51.2%	59.5%	-8.3%	Transportation Services

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### How the Village Compares to Other Communities Regionally

Satisfaction ratings for the Village of Pinehurst **rated above the Atlantic regional average in 48 of the 50 areas** that were assessed. The Village of Pinehurst rated significantly higher than this average (difference of 5% or more) in 47 of these areas. Listed below are the comparisons between the Village of Pinehurst and the average for the Atlantic Region:

Service	Pinehurst	Atlantic Region	Difference	Category
Customer service provided by Village employees	84.0%	38.0%	46.0%	Major Categories of Community Services
Quality of recreation indoor facilities	70.4%	28.4%	42.0%	Cultural and Recreation Services
As a place to retire	94.2%	56.1%	38.1%	Perceptions of the Village
Maintenance/preservation of Downtown	89.9%	52.2%	37.7%	Public Services
Overall quality of Village services	90.6%	53.6%	37.0%	Perceptions of the Village
As a place to live	95.4%	60.0%	35.4%	Perceptions of the Village
Cleanliness of streets & other public areas	93.0%	59.2%	33.8%	Public Services
Village communication with residents	79.6%	48.3%	31.3%	Major Categories of Community Services
Efforts to prevent crimes	89.0%	57.8%	31.2%	Public Safety Services
Quality of adult recreation programs	57.7%	26.7%	31.0%	Cultural and Recreation Services
Yard waste collection services	89.8%	59.7%	30.1%	Solid Waste Services
Police services	92.2%	62.5%	29.7%	Major Categories of Community Services
Landscaping in medians/other public areas	93.8%	65.1%	28.7%	Public Services
Maintenance of main Village street thoroughfares	88.5%	60.5%	28.0%	Transportation Services
Overall image of Village	95.1%	67.3%	27.8%	Perceptions of the Village
In Village parks & recreation facilities	86.2%	60.6%	25.6%	Perceptions of Safety and Security
Solid waste services	90.7%	65.3%	25.4%	Major Categories of Community Services
Overall feeling of safety in Village	96.3%	71.1%	25.2%	Perceptions of the Village
Village website	69.3%	45.5%	23.8%	Communication
Quality of info about Village programs/services	76.1%	52.5%	23.6%	Communication
Curbside recycling services	88.3%	65.3%	23.0%	Solid Waste Services
Quality of outdoor athletic fields & facilities	70.4%	47.7%	22.7%	Cultural and Recreation Services
Street & right-of-way maintenance	72.0%	49.7%	22.3%	Major Categories of Community Services
Quality of youth recreation programs	53.2%	31.1%	22.1%	Cultural and Recreation Services
Effectiveness of Village Manager & appointed staff	65.1%	43.8%	21.3%	Village Leadership
Maintenance of streets in your neighborhood	75.6%	55.6%	20.0%	Transportation Services
Enforcement of Village codes & ordinances	58.2%	38.6%	19.6%	Major Categories of Community Services
Residential trash collection services	95.9%	76.8%	19.1%	Solid Waste Services
Level of public involvement in local decisions	56.3%	38.2%	18.1%	Major Categories of Community Services
How quickly police respond to emergencies	86.8%	70.2%	16.6%	Public Safety Services
Efforts to keep you informed about local issues	70.7%	54.1%	16.6%	Communication
Walking alone in your neighborhood during the day	97.9%	81.6%	16.3%	Perceptions of Safety and Security
Condition of walking/greenway trails	78.3%	63.8%	14.5%	Cultural and Recreation Services
Quality of leadership by elected officials	54.3%	40.0%	14.3%	Village Leadership
Enforcement of local traffic laws	75.2%	61.0%	14.2%	Public Safety Services
Winter weather response on Village streets	75.1%	61.6%	13.5%	Public Services
Maintenance of street signs/pavement markings	81.7%	68.3%	13.4%	Transportation Services
Village social media	58.3%	45.1%	13.2%	Communication
Fire prevention & education programs	67.7%	55.8%	11.9%	Public Safety Services
Enforcing sign regulations	60.3%	48.7%	11.6%	Code Enforcement
Enforcing mowing/cutting of weeds/grass	58.2%	47.2%	11.0%	Code Enforcement
As a place to raise children	79.3%	69.1%	10.2%	Perceptions of the Village
Fire services	96.0%	87.0%	9.0%	Major Categories of Community Services
How quickly fire personnel respond to emergencies	88.2%	79.2%	9.0%	Public Safety Services
Walking alone in your neighborhood after dark	77.4%	70.1%	7.3%	Perceptions of Safety and Security
Condition of existing walkways	61.5%	55.2%	6.3%	Transportation Services
Enforcing cleanup of litter & debris	61.4%	55.3%	6.1%	Code Enforcement
Frequency police officers patrol your neighborhood	67.1%	66.3%	0.8%	Public Safety Services
Quality of stormwater runoff/management system	64.5%	64.8%	-0.3%	Public Services
Adequacy of street lighting	51.2%	63.8%	-12.6%	Transportation Services

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### Short-Term Trend Analysis

From 2021 to 2022, satisfaction ratings have increased or stayed the same in 53 of the 93 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 1 of these areas. The 53 areas that have increased or stayed the same since 2021 are listed below.

Service	2022	2021	Difference	Category
Ease of travel through the large traffic circle	42.9%	37.2%	5.7%	Transportation Services
Ease of travel on NC Highway 5	29.8%	24.9%	4.9%	Transportation Services
Ease of travel on other streets in the Village	79.5%	74.7%	4.8%	Transportation Services
How quickly fire personnel respond to emergencies	88.2%	83.6%	4.6%	Public Safety
Enforcing mowing/cutting of weeds/grass on private property	58.2%	53.7%	4.5%	Code Enforcement
Quality of adult recreation programs	57.7%	53.4%	4.3%	Cultural and Recreation Services
Community Center	93.5%	89.6%	3.9%	Parks & Recreation Programs & Facilities
Quality of outdoor athletic fields & facilities	70.4%	66.5%	3.9%	Cultural and Recreation Services
Maintenance of streets in your neighborhood	75.6%	71.9%	3.7%	Transportation Services
Village sponsored cultural arts events	74.0%	70.5%	3.5%	Cultural and Recreation Services
As a place to raise children	79.3%	76.0%	3.3%	Perceptions of the Community
Quality of recreation indoor facilities	70.4%	67.2%	3.2%	Cultural and Recreation Services
Availability of recreation indoor facilities	63.6%	60.6%	3.0%	Cultural and Recreation Services
Parks & recreation programs	83.6%	80.6%	3.0%	Major Categories of Community Services
Overall quality of Village services	90.6%	87.7%	2.9%	Perceptions of the Community
Maintenance of street signs/pavement markings	81.7%	78.9%	2.8%	Transportation Services
Curbside recycling services	88.3%	85.6%	2.7%	Solid Waste Services
Enforcement of local traffic laws	75.2%	72.7%	2.5%	Public Safety
Fire prevention & education programs	67.7%	65.6%	2.1%	Public Safety
Quality of Village parks	90.0%	88.0%	2.0%	Cultural and Recreation Services
Enforcing cleanup of litter & debris on private property	61.4%	59.4%	2.0%	Code Enforcement
Arboretum/Timmel Pavilion	97.1%	95.2%	1.9%	Parks & Recreation Programs & Facilities
Residential trash collection services	95.9%	94.1%	1.8%	Solid Waste Services
Efforts to prevent crimes	89.0%	87.3%	1.7%	Public Safety
In business areas of Village after dark	82.1%	80.4%	1.7%	Perceptions of Safety and Security
Parks & recreation facilities	85.3%	83.7%	1.6%	Major Categories of Community Services
Online Engagement Portals	50.0%	48.4%	1.6%	Communication
Availability of outdoor athletic fields/facilities	65.0%	63.5%	1.5%	Cultural and Recreation Services
Quality of info about Village programs/services	76.1%	74.6%	1.5%	Communication
Availability of walkways	48.7%	47.4%	1.3%	Transportation Services
Cleanliness of streets & other public areas	93.0%	91.7%	1.3%	Public Services
Variety of cultural arts events & programs	69.9%	68.6%	1.3%	Cultural and Recreation Services
Prohibiting oversized vehicles in residential neighborhoods	57.0%	55.8%	1.2%	Code Enforcement
Solid waste services	90.7%	89.6%	1.1%	Major Categories of Community Services
Range of amenities at parks & rec. facilities	62.4%	61.3%	1.1%	Cultural and Recreation Services
Promotion of natural resource conservation	62.5%	61.5%	1.0%	Major Categories of Community Services
Overall quality of life in Village	94.8%	93.9%	0.9%	Perceptions of the Community
Splash Pad at Wicker Park	94.2%	93.3%	0.9%	Parks & Recreation Programs & Facilities
Overall image of Village	95.1%	94.3%	0.8%	Perceptions of the Community
In business areas of Village during the day	98.3%	97.5%	0.8%	Perceptions of Safety and Security
Walking alone in your neighborhood after dark	77.4%	76.6%	0.8%	Perceptions of Safety and Security
Availability of walking/greenway trails	80.2%	79.4%	0.8%	Cultural and Recreation Services
Winter weather response on Village streets	75.1%	74.3%	0.8%	Public Services
As a place to live	95.4%	94.7%	0.7%	Perceptions of the Community
Frequency police officers patrol your neighborhood	67.1%	66.4%	0.7%	Public Safety
Condition of existing walkways	61.5%	61.0%	0.5%	Transportation Services
Fire services	96.0%	95.7%	0.3%	Major Categories of Community Services
Walking alone in your neighborhood during the day	97.9%	97.7%	0.2%	Perceptions of Safety and Security
Quality of youth recreation programs	53.2%	53.0%	0.2%	Cultural and Recreation Services
Village website (vopnc.org)	69.3%	69.1%	0.2%	Communication
Street & right-of-way maintenance	72.0%	71.9%	0.1%	Major Categories of Community Services
Overall feeling of safety in Village	96.3%	96.2%	0.1%	Perceptions of the Community
Quality of new commercial development	43.0%	43.0%	0.0%	Perceptions of the Community

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### Long-Term Trend Analysis

From 2013 to 2021, satisfaction ratings have increased or stayed the same in 58 of the 70 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 21 of these areas. The 58 areas that have increased or stayed the same since 2013 are listed below.

Service	2022	2013	Difference	Category
Quality of recreation indoor facilities	70.4%	41.0%	29.4%	Cultural and Recreation Services
Availability of recreation indoor facilities	63.6%	35.0%	28.6%	Cultural and Recreation Services
Quality of stormwater runoff/management system	64.5%	48.0%	16.5%	Public Services
Level of public involvement in local decisions	56.3%	40.0%	16.3%	Major Categories of Community Services
Availability of walkways	48.7%	34.0%	14.7%	Transportation Services
Condition of existing walkways	61.5%	47.0%	14.5%	Transportation Services
Range of amenities at parks & rec. facilities	62.4%	50.0%	12.4%	Cultural and Recreation Services
Parks & recreation programs	83.6%	72.0%	11.6%	Major Categories of Community Services
Village sponsored cultural arts events	74.0%	63.0%	11.0%	Cultural and Recreation Services
Landscaping in medians/other public areas	93.8%	83.0%	10.8%	Public Services
Adequacy of street lighting	51.2%	42.0%	9.2%	Transportation Services
Availability of information about recreation programs	63.5%	55.0%	8.5%	Cultural and Recreation Services
As a place to raise children	79.3%	71.0%	8.3%	Perceptions of the Community
Parks & recreation facilities	85.3%	78.0%	7.3%	Major Categories of Community Services
Quality of info about Village programs/services	76.1%	69.0%	7.1%	Communication
Quality of Village parks	90.0%	83.0%	7.0%	Cultural and Recreation Services
Quality of adult recreation programs	57.7%	51.0%	6.7%	Cultural and Recreation Services
How quickly fire personnel respond to emergencies	88.2%	82.0%	6.2%	Public Safety
In Village parks & recreation facilities	86.2%	80.0%	6.2%	Perceptions of Safety and Security
Cleanliness of streets & other public areas	93.0%	87.0%	6.0%	Public Services
Enforcing mowing/cutting of weeds/grass on private property	58.2%	53.0%	5.2%	Code Enforcement
Yard waste collection services	89.8%	85.0%	4.8%	Solid Waste Services
Police services	92.2%	88.0%	4.2%	Major Categories of Community Services
Availability of walking/greenway trails	80.2%	76.0%	4.2%	Cultural and Recreation Services
Quality of youth recreation programs	53.2%	49.0%	4.2%	Cultural and Recreation Services
Customer service provided by Village employees	84.0%	80.0%	4.0%	Major Categories of Community Services
Maintenance/preservation of Downtown	89.9%	86.0%	3.9%	Public Services
Overall quality of life in Village	94.8%	91.0%	3.8%	Perceptions of the Community
Maintenance of streets in your neighborhood	75.6%	72.0%	3.6%	Transportation Services
Walking alone in your neighborhood after dark	77.4%	74.0%	3.4%	Perceptions of Safety and Security
Monthly Village e-News updates	65.0%	62.0%	3.0%	Communication
Fire services	96.0%	93.0%	3.0%	Major Categories of Community Services
Village newsletter	78.7%	76.0%	2.7%	Communication
Enforcing cleanup of litter & debris on private property	61.4%	59.0%	2.4%	Code Enforcement
Opportunities to participate in local government	60.4%	58.0%	2.4%	Communication
Condition of walking/greenway trails	78.3%	76.0%	2.3%	Cultural and Recreation Services
As a place to retire	94.2%	92.0%	2.2%	Perceptions of the Community
Overall image of Village	95.1%	93.0%	2.1%	Perceptions of the Community
In business areas of Village after dark	82.1%	80.0%	2.1%	Perceptions of Safety and Security
Availability of outdoor athletic fields/facilities	65.0%	63.0%	2.0%	Cultural and Recreation Services
Prohibiting oversized vehicles in residential neighborhoods	57.0%	55.0%	2.0%	Code Enforcement
Number of Village parks	83.9%	82.0%	1.9%	Cultural and Recreation Services
Residential trash collection services	95.9%	94.0%	1.9%	Solid Waste Services
Solid waste services	90.7%	89.0%	1.7%	Major Categories of Community Services
Efforts to keep you informed about local issues	70.7%	69.0%	1.7%	Communication
Village communication with residents	79.6%	78.0%	1.6%	Major Categories of Community Services
As a place to live	95.4%	94.0%	1.4%	Perceptions of the Community
Quality of outdoor athletic fields & facilities	70.4%	69.0%	1.4%	Cultural and Recreation Services
In business areas of Village during the day	98.3%	97.0%	1.3%	Perceptions of Safety and Security
Village website (vopnc.org)	69.3%	68.0%	1.3%	Communication
Enforcement of local traffic laws	75.2%	74.0%	1.2%	Public Safety
Street & right-of-way maintenance	72.0%	71.0%	1.0%	Major Categories of Community Services
Walking alone in your neighborhood during the day	97.9%	97.0%	0.9%	Perceptions of Safety and Security
How quickly police respond to emergencies	86.8%	86.0%	0.8%	Public Safety
Maintenance of street signs/pavement markings	81.7%	81.0%	0.7%	Transportation Services
Overall feeling of safety in Village	96.3%	96.0%	0.3%	Perceptions of the Community
Frequency police officers patrol your neighborhood	67.1%	67.0%	0.1%	Public Safety
Efforts to prevent crimes	89.0%	89.0%	0.0%	Public Safety

# 2022 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:

- Enforcement of Village codes and ordinances (I-S Rating = 0.1601)
- Village efforts at maintaining the quality of neighborhoods (I-S Rating = 0.1563)
- Level of public involvement in local decisions (I-S Rating = 0.1167)

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

2022 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
<b>High Priority (IS .10-.20)</b>						
Enforcement of Village codes and ordinances	38%	2	58%	11	0.1601	1
Efforts at maintaining quality of neighborhoods	47%	1	67%	9	0.1563	2
Level of public involvement in local decisions	27%	5	56%	12	0.1167	3
<b>Medium Priority (IS &lt;.10)</b>						
Street and right-of-way maintenance	33%	4	72%	8	0.0910	4
Promotion of natural resource conservation	17%	7	63%	10	0.0645	5
Village communication with residents	17%	8	80%	7	0.0349	6
Police services	36%	3	92%	2	0.0277	7
Parks and recreation programs	14%	9	84%	6	0.0228	8
Parks and recreation facilities	13%	10	85%	4	0.0185	9
Solid waste services	10%	11	91%	3	0.0088	10
Fire services	19%	6	96%	1	0.0076	11
Customer service provided by Village employees	3%	12	84%	5	0.0051	12

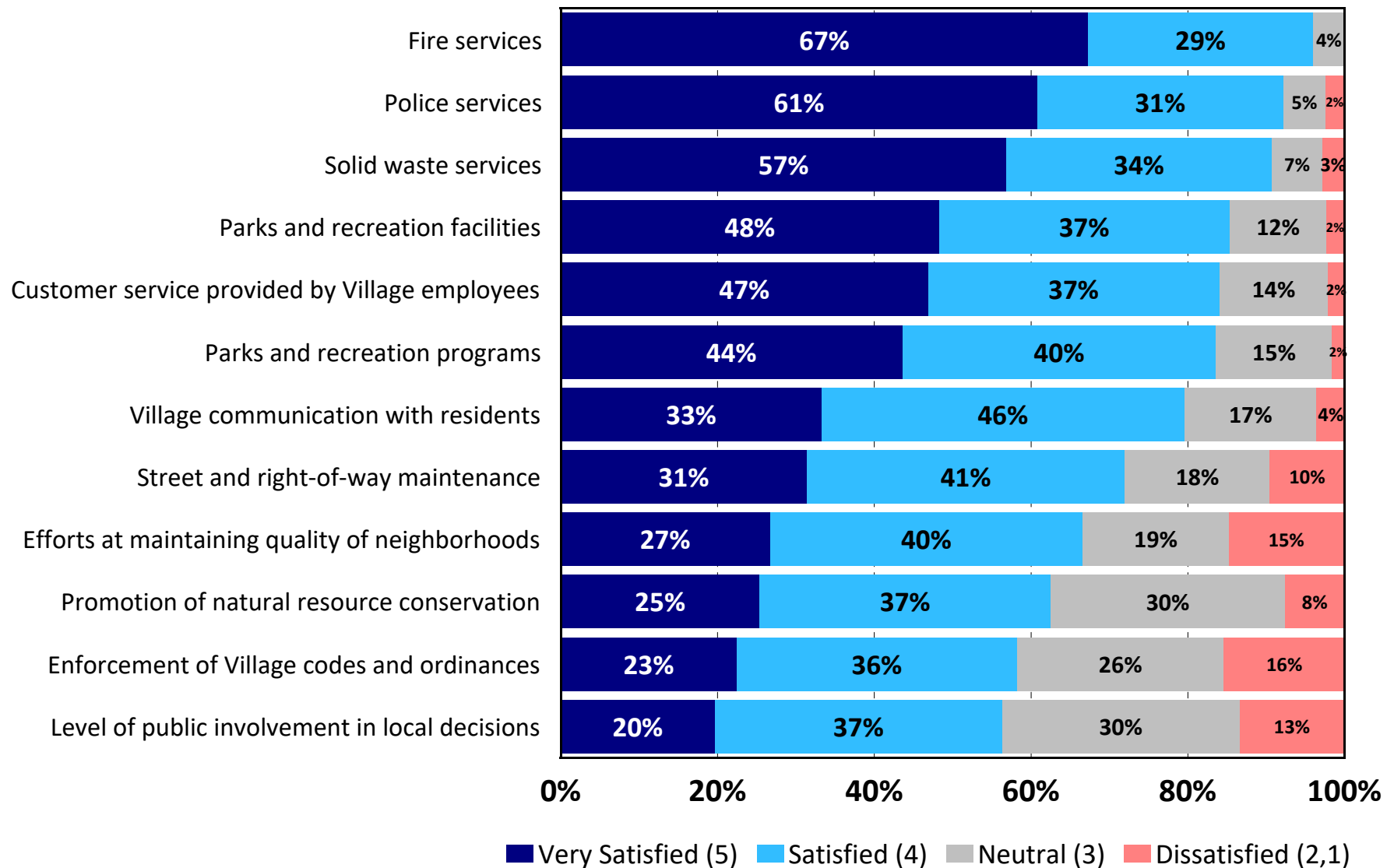




# Charts and Graphs

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

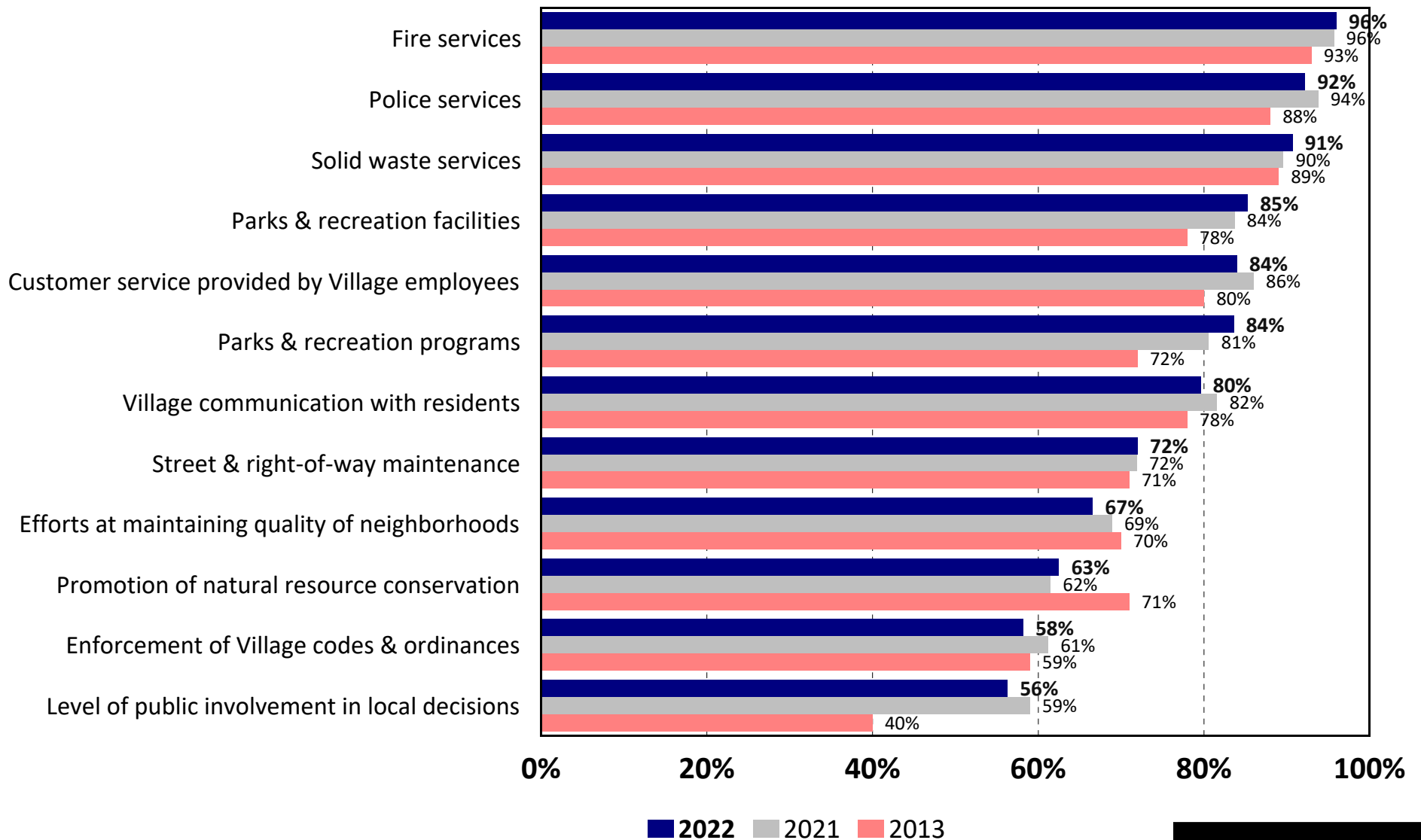
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)





# Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2022, 2021 & 2013

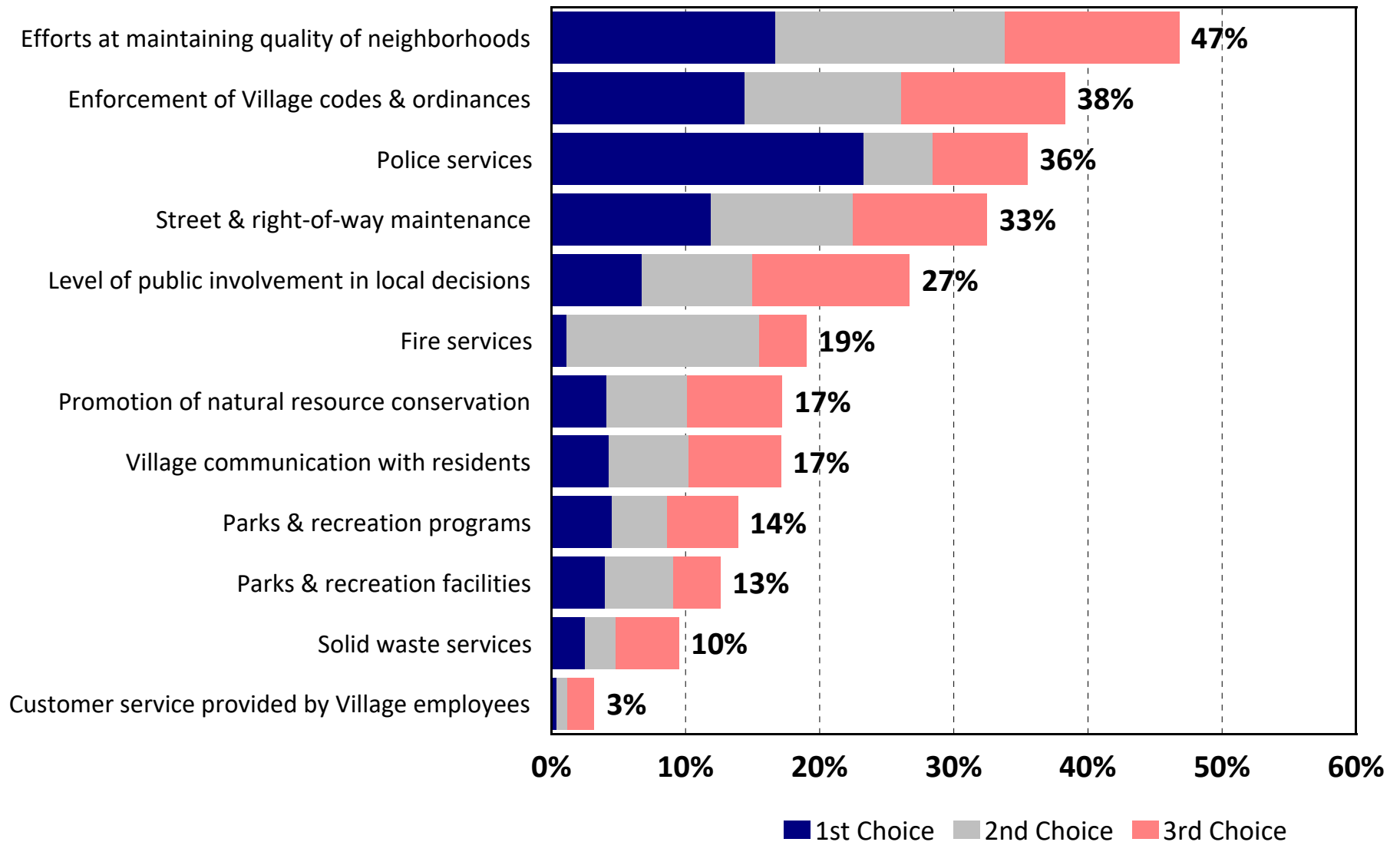
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**TRENDS**

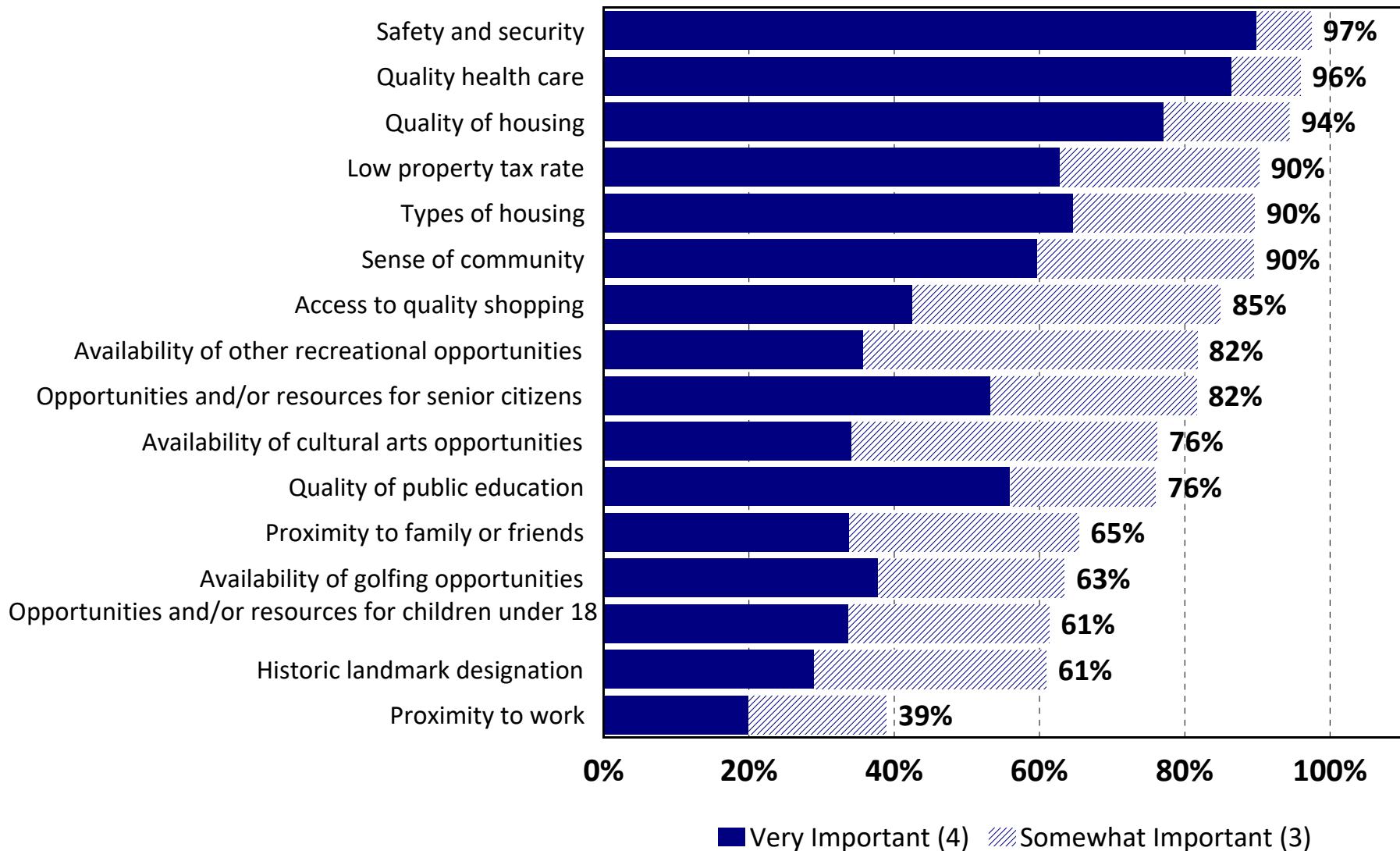
# Q2. Village Services That Should Receive the Most Emphasis Over the Next Two Years

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



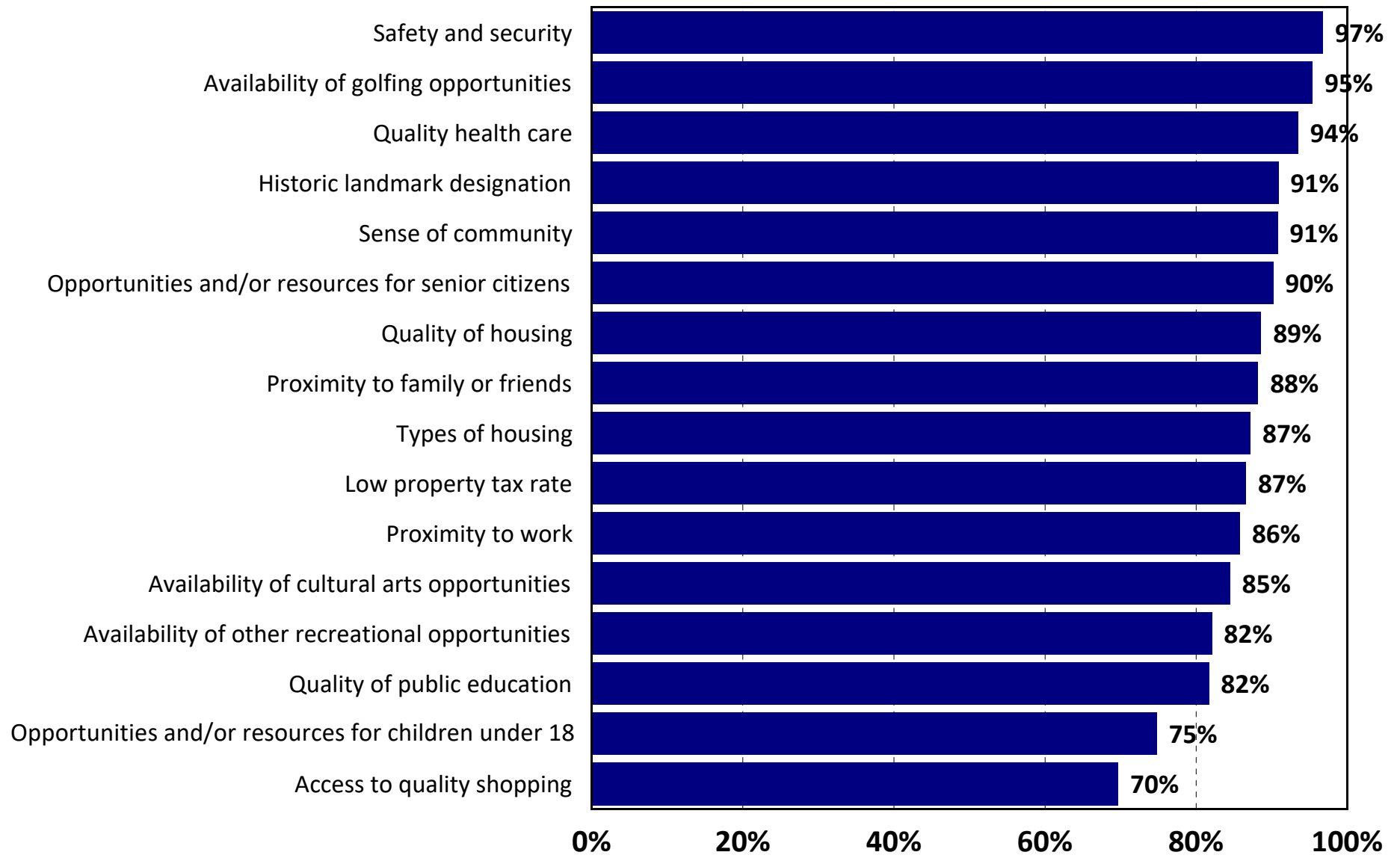
# Q3a. Level of Importance of Various Reasons for Choosing to Live in Pinehurst

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

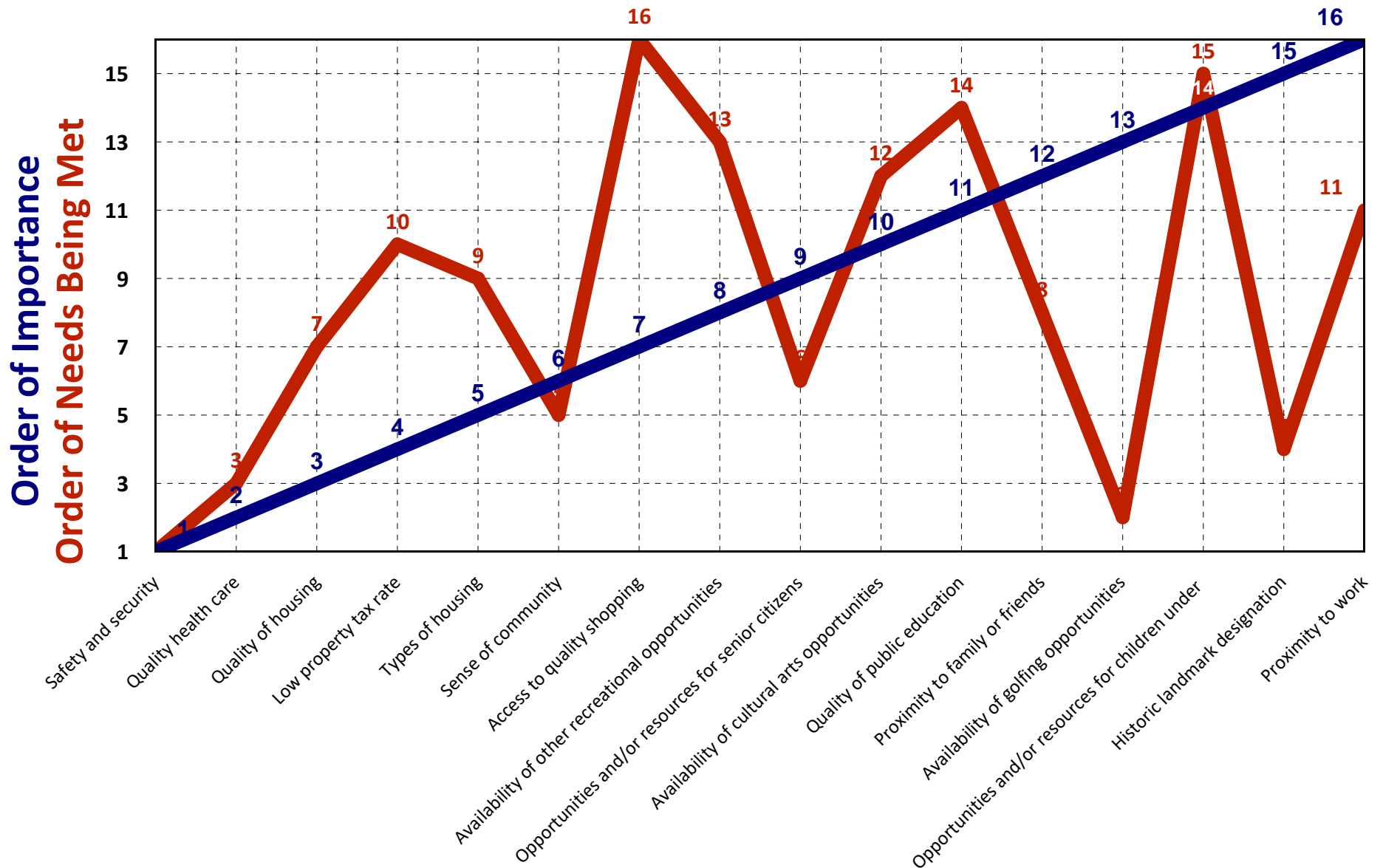


# Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered “yes”



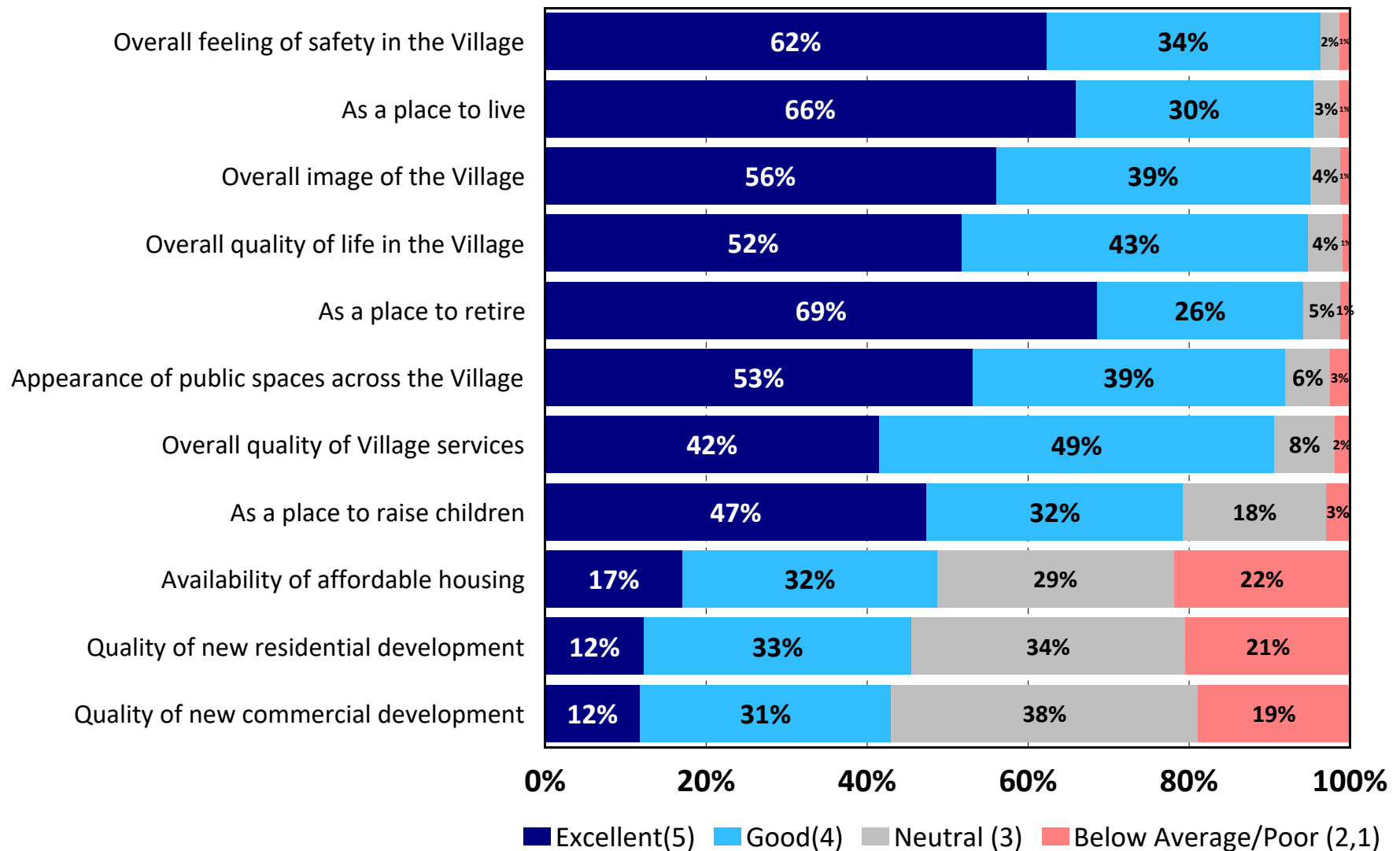
# The Importance of Various Reasons for Choosing to Live in Pinehurst vs. Needs Being Met in Pinehurst



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

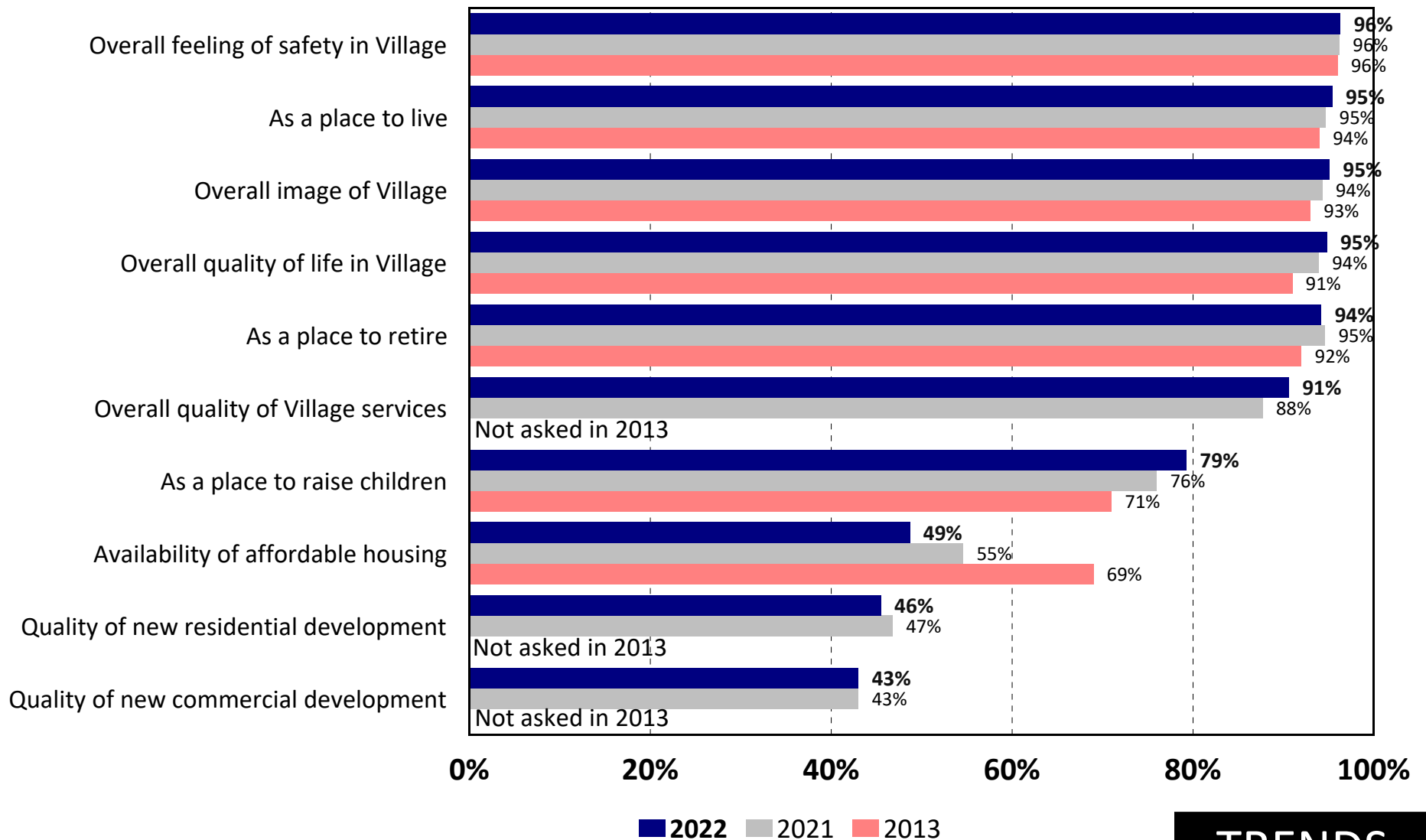
# Q4. Perception Residents Have of Pinehurst as a Community

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 2022, 2021 & 2013

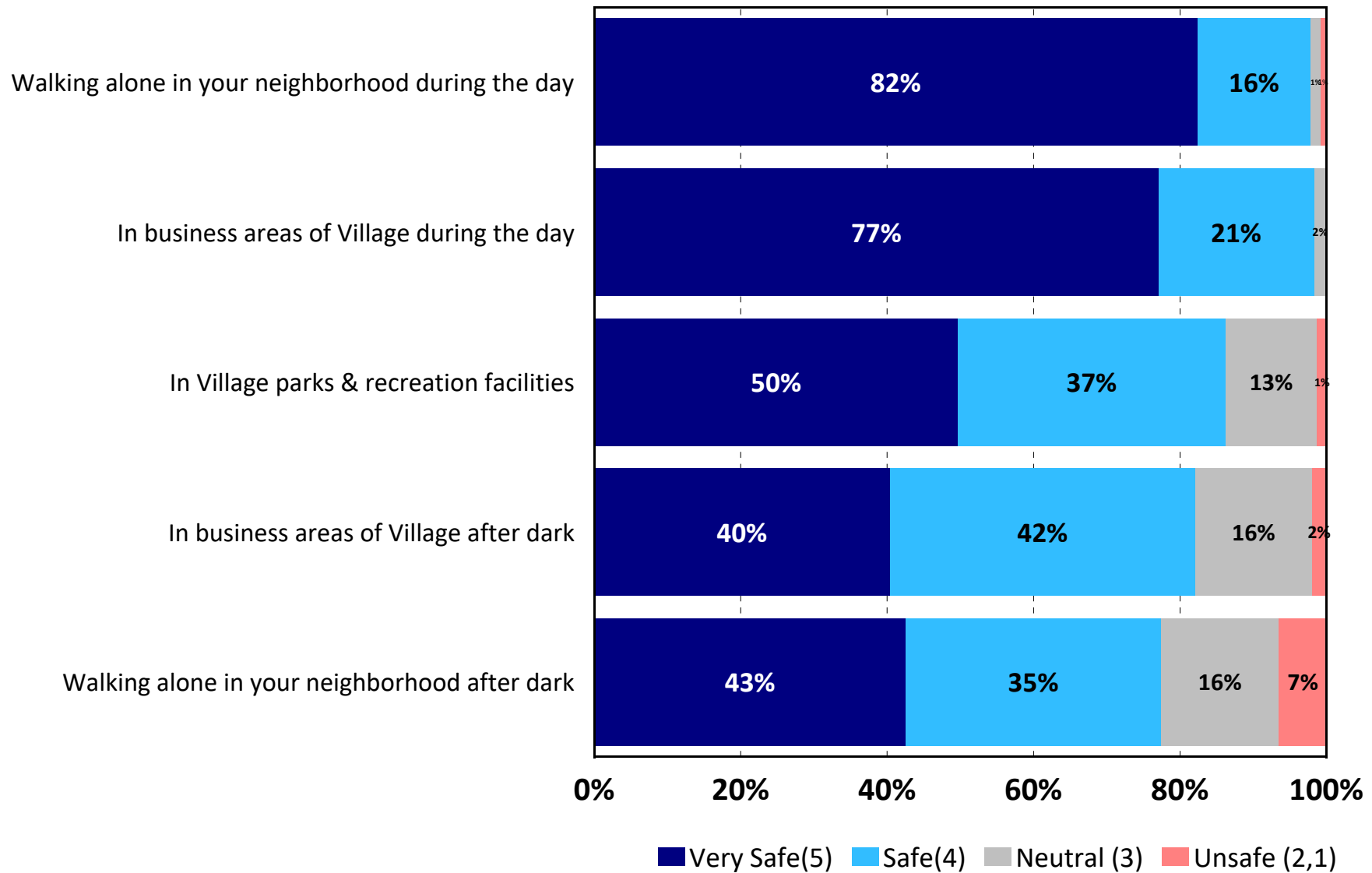
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**TRENDS**

# Q5. Perceptions of Safety and Security in Pinehurst

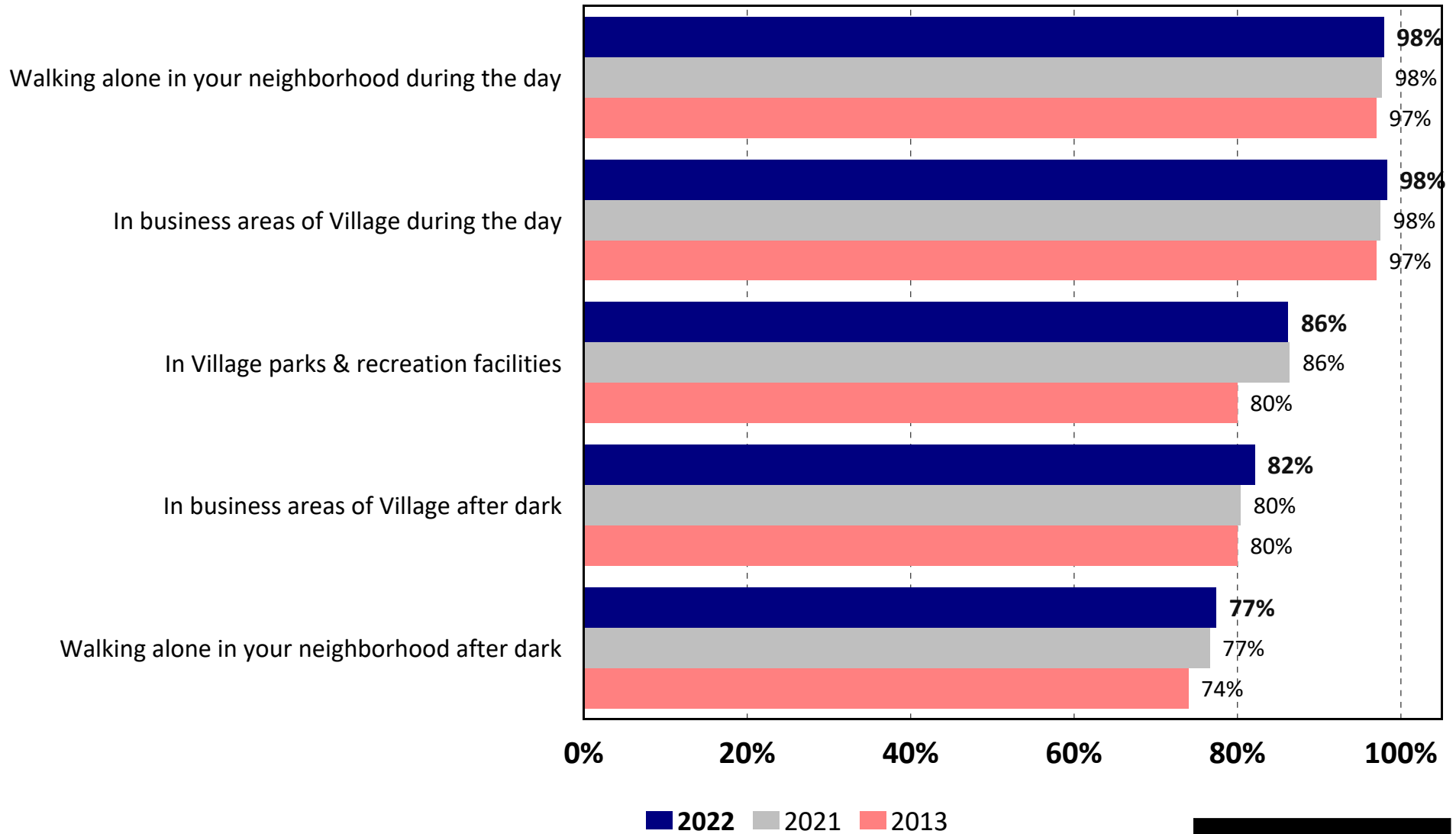
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)





# Q5. Perceptions of Safety and Security in Pinehurst 2022, 2021 & 2013

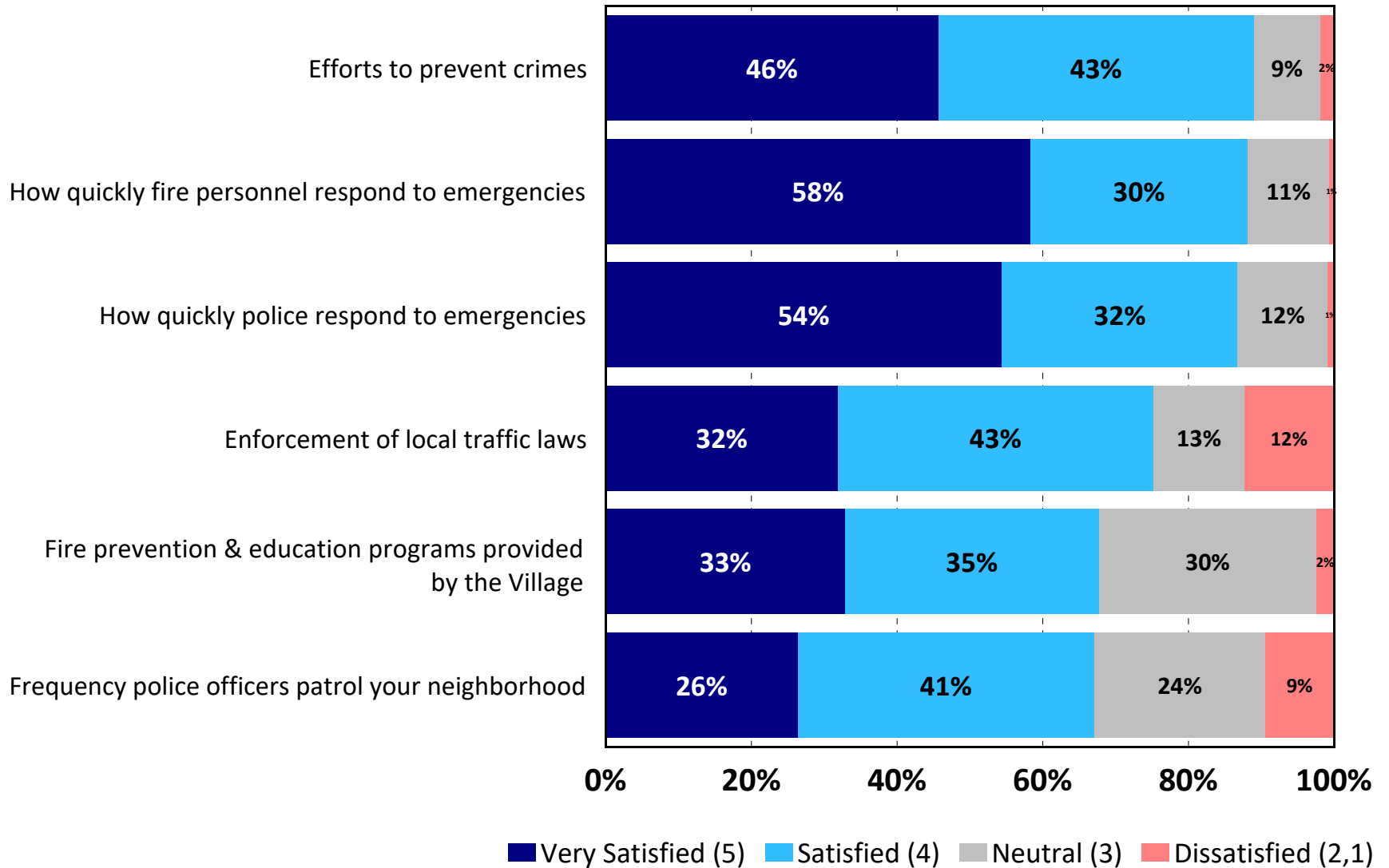
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**TRENDS**

# Q6. Satisfaction with Public Safety

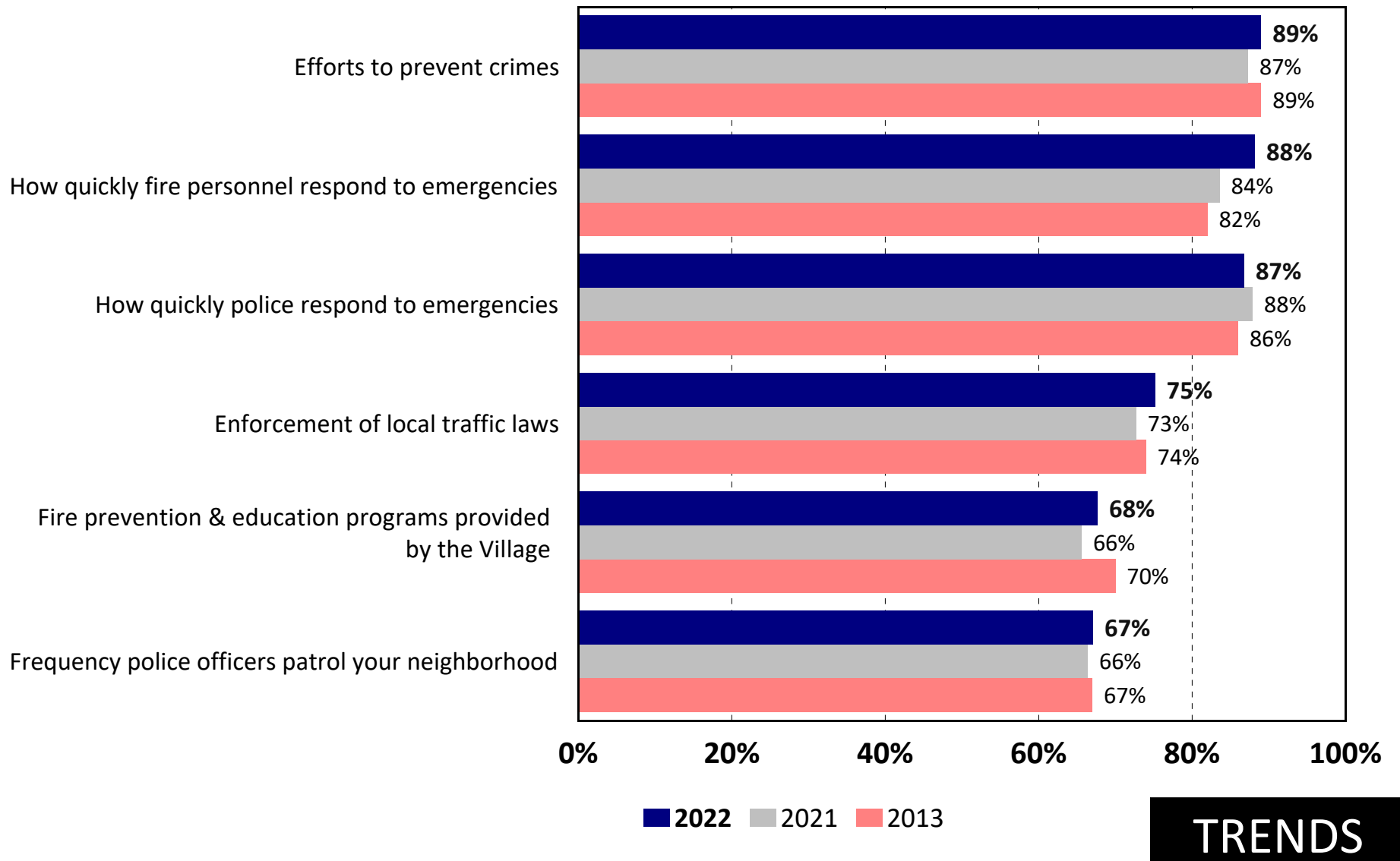
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



# Q6. Satisfaction with Public Safety

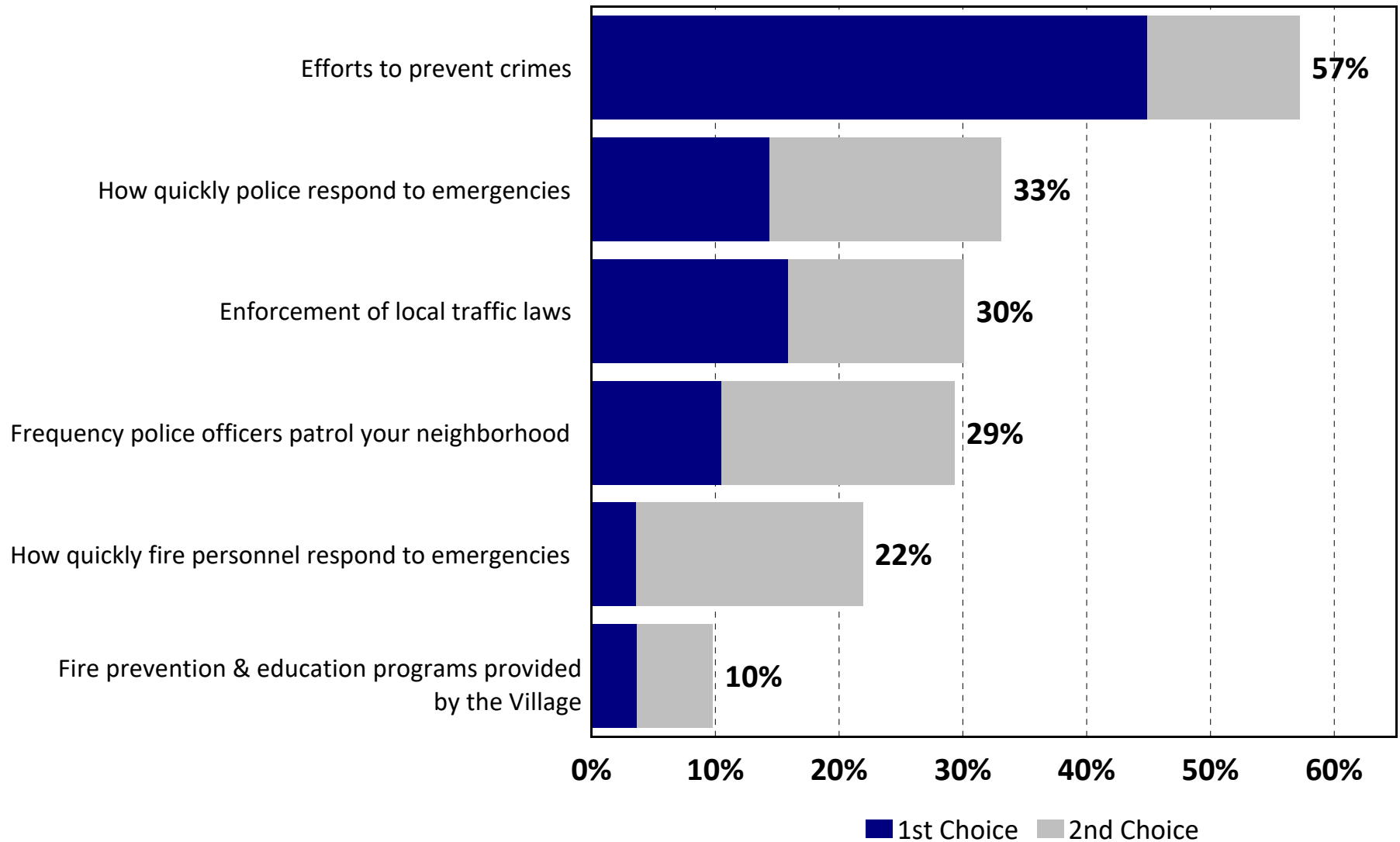
## 2022, 2021 & 2013

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



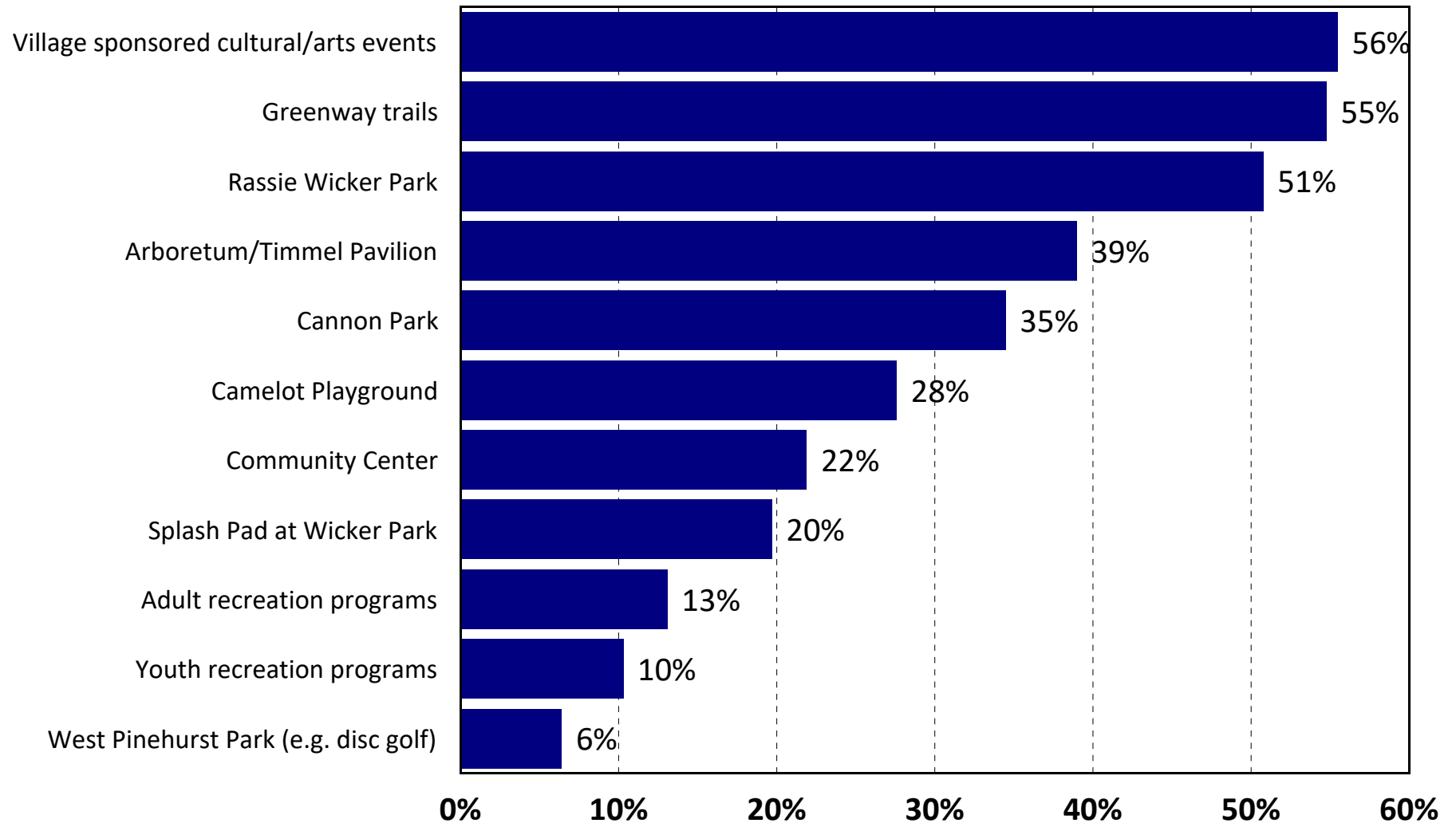
# Q7. Public Safety Services That should Receive the Most Emphasis Over the Next TWO Years

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



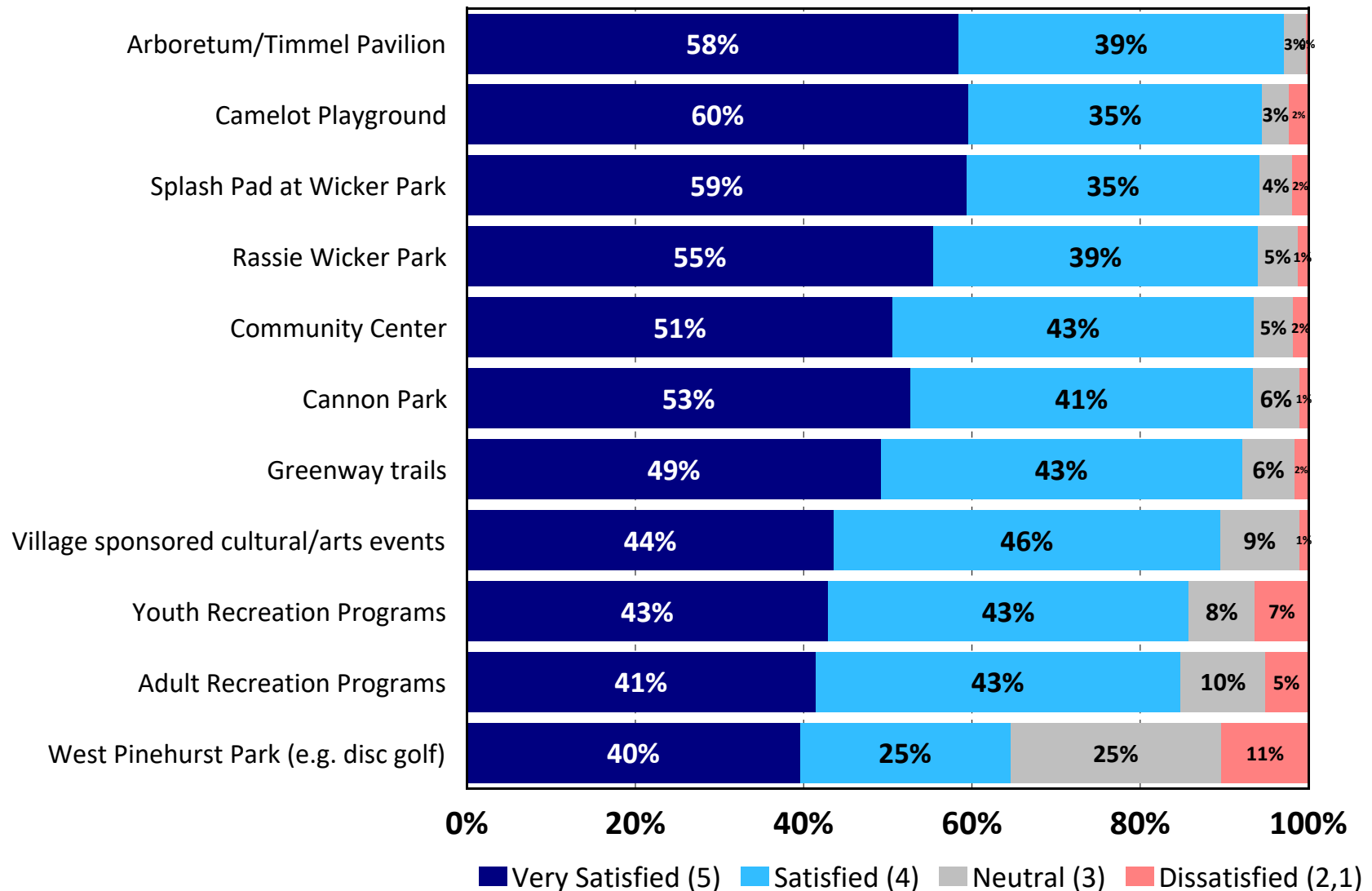
# Q8[1]. Village of Pinehurst Parks and Recreation Programs and Facilities Residents Have Used During the Past Year

by percentage of respondents (multiple selections could be made)



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

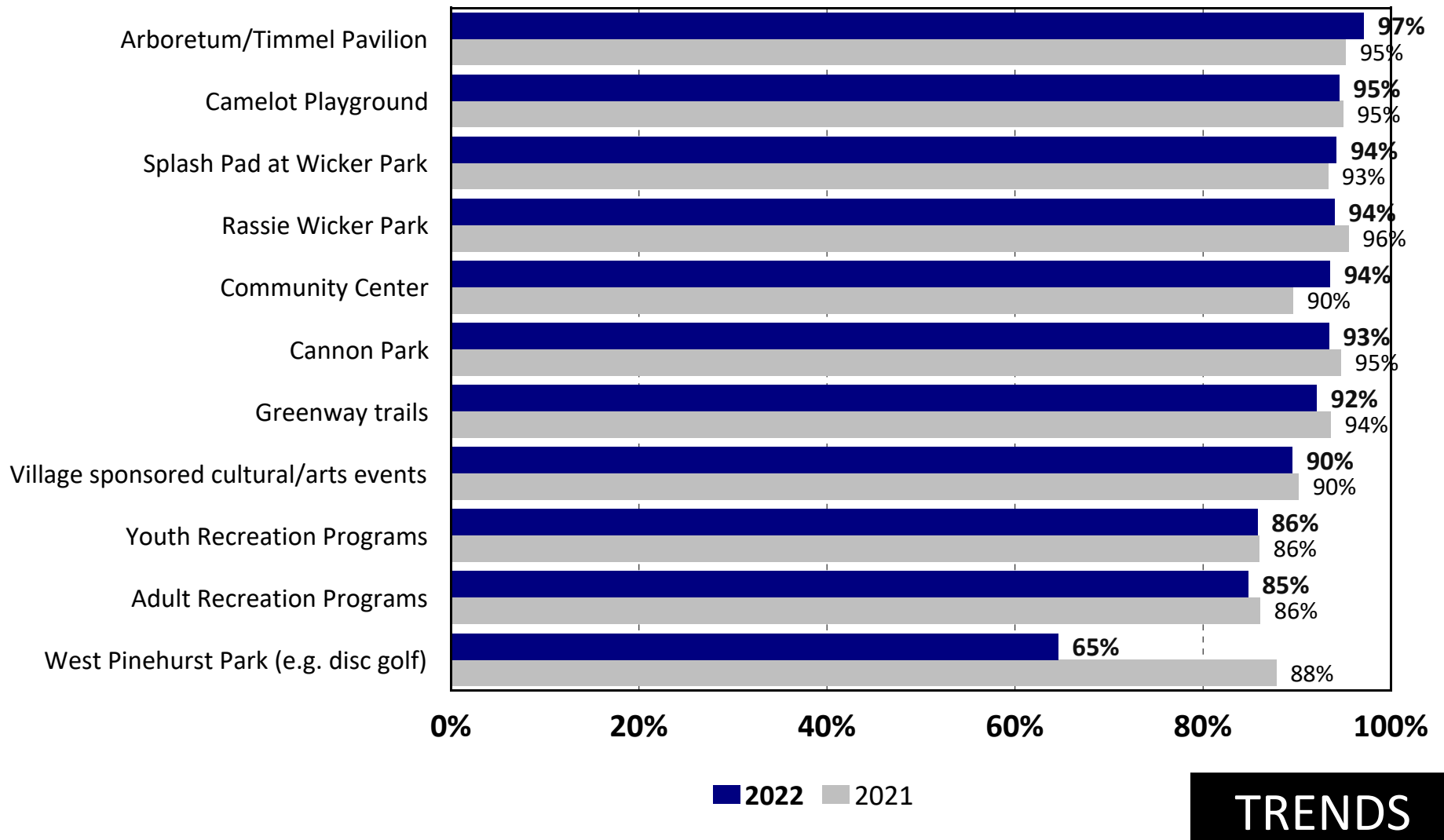
by percentage of respondents who used programs and facilities during the past year and rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



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

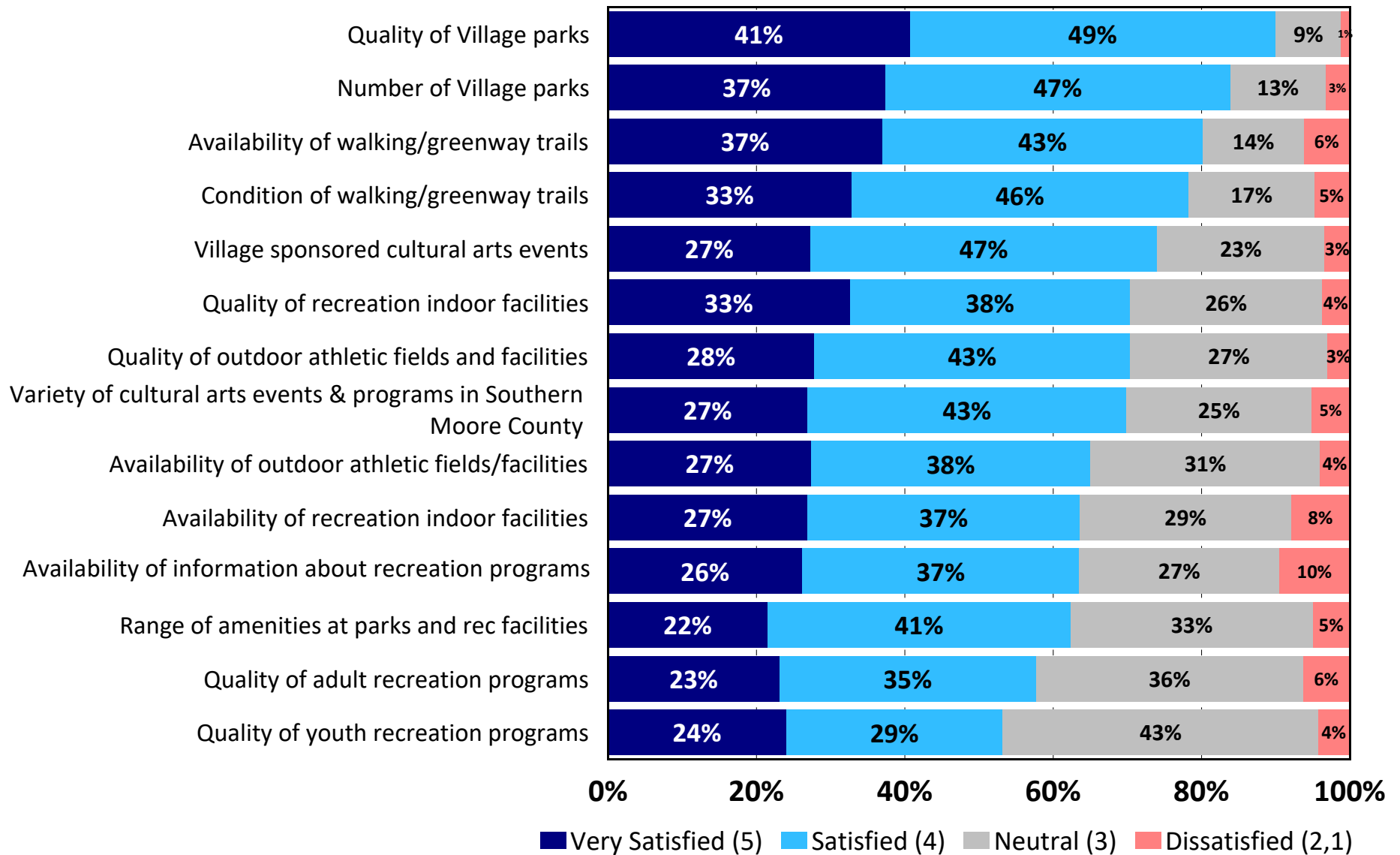
## 2022 vs. 2021

by percentage of respondents who rated the item as a 4 or 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”)

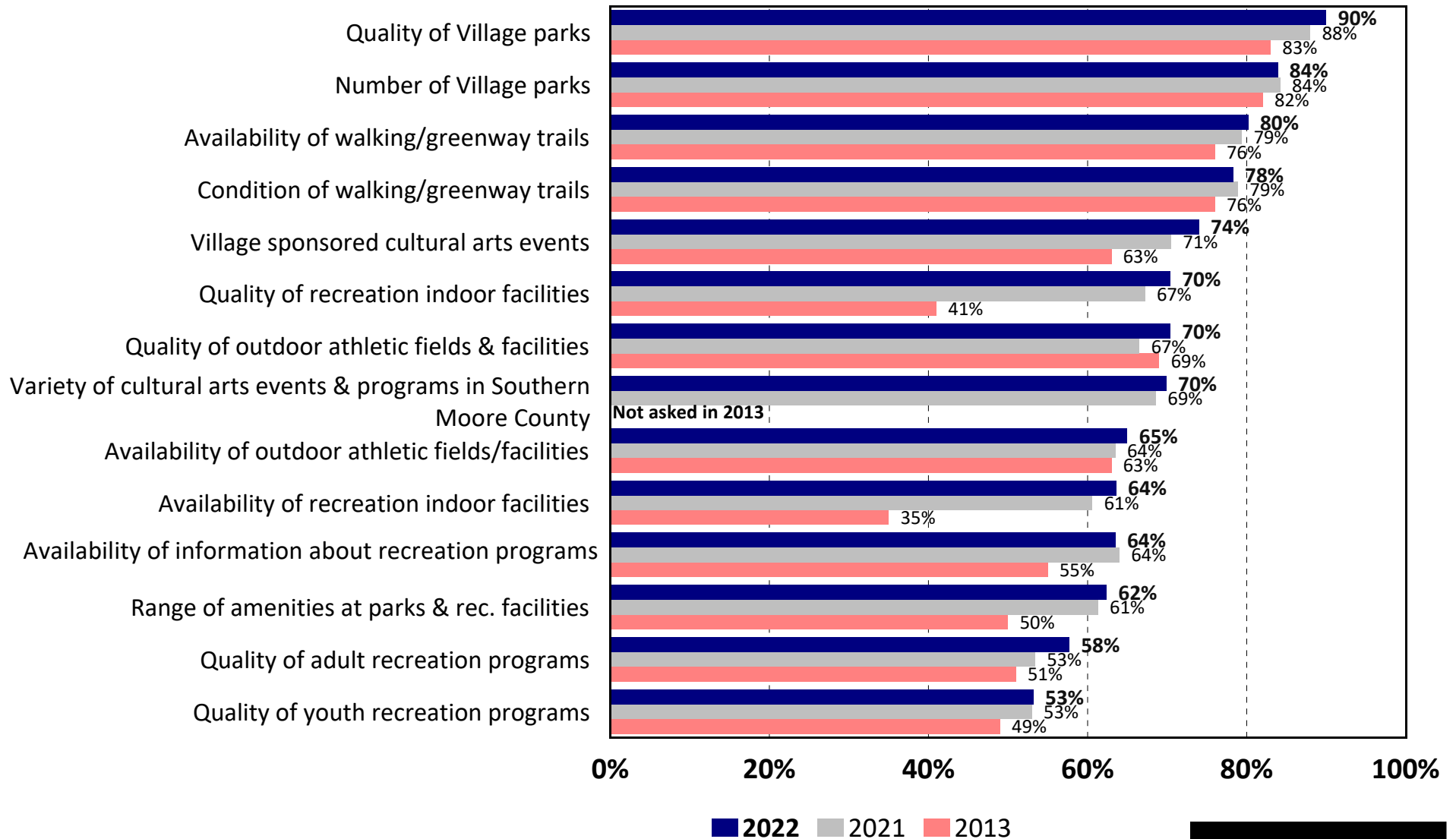




# Q9. Satisfaction with Cultural and Recreation Services

## 2022, 2021 & 2013

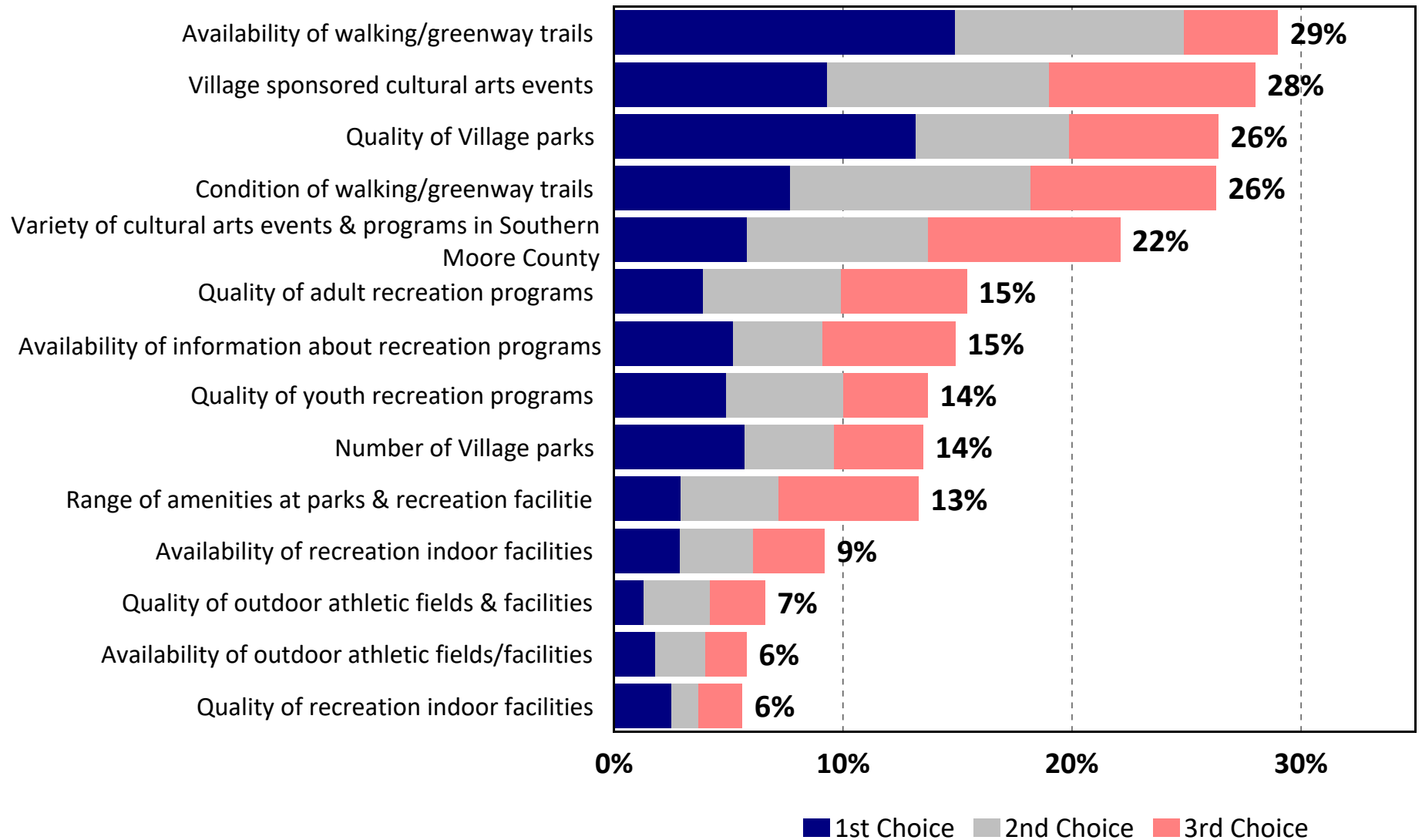
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**TRENDS**

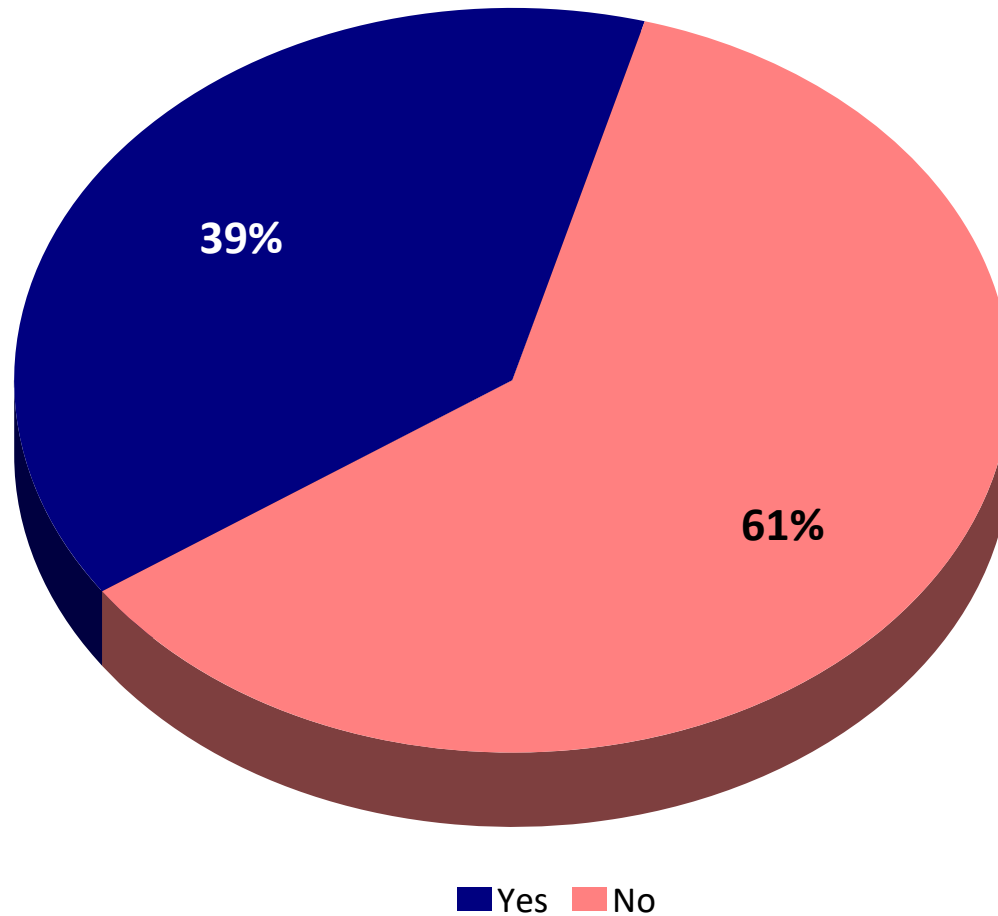
# Q10. Cultural and Recreation Services That Should Receive the Most Emphasis Over the Next TWO Years

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



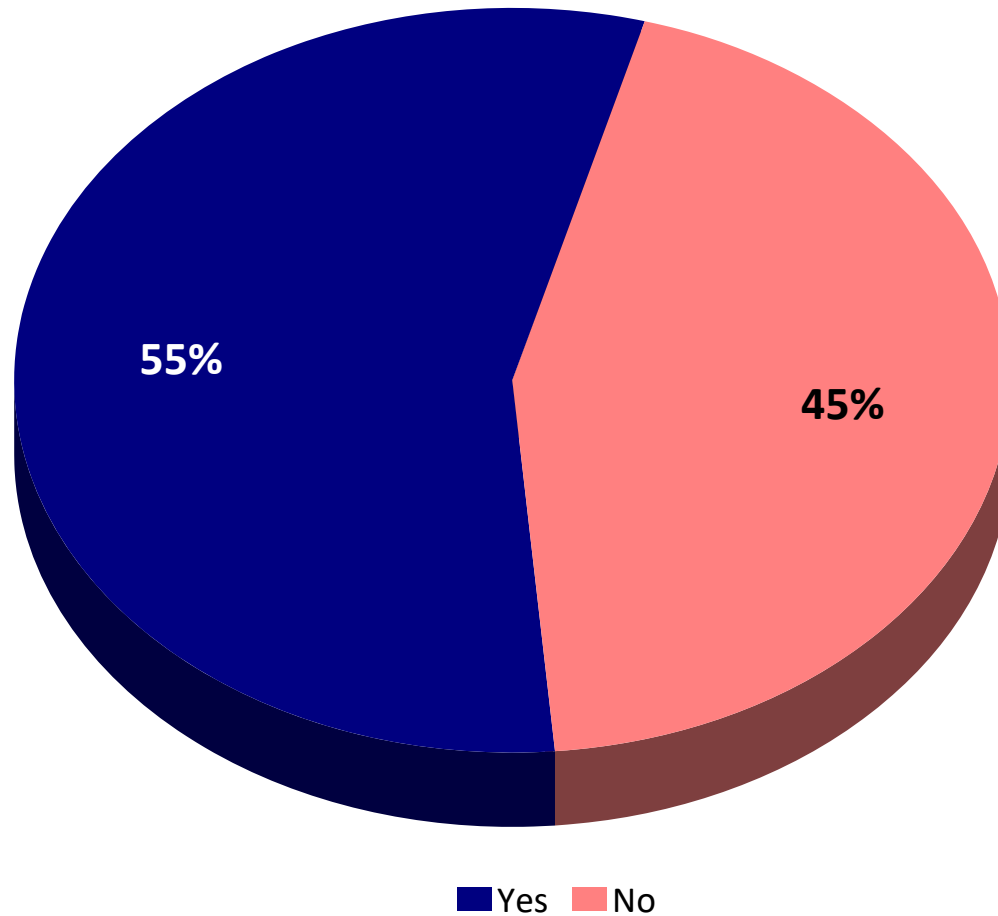
# Q11. Do you shop regularly in the Village Center (downtown)?

by percentage of respondents (excluding “not provided”)



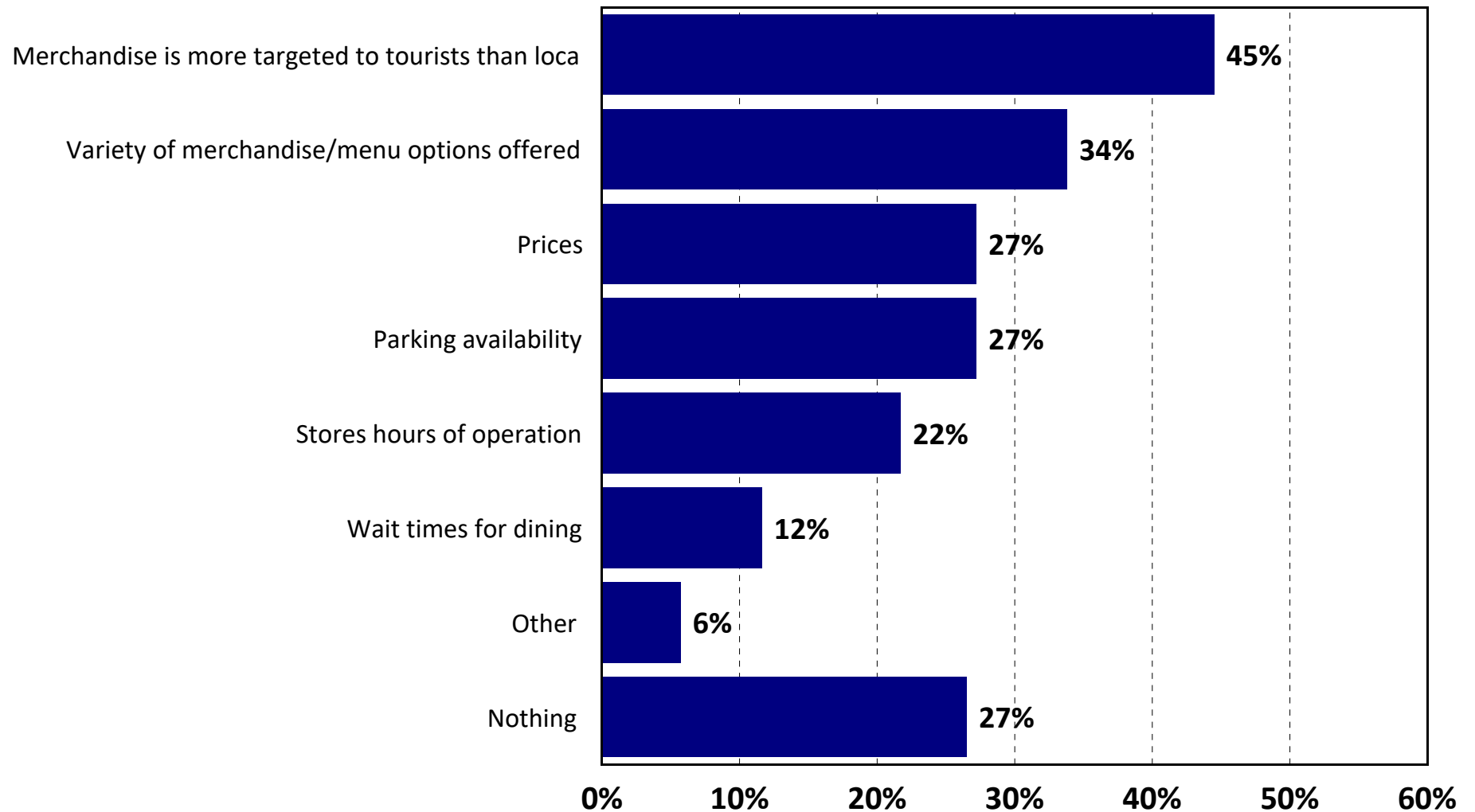
# Q12. Do you dine regularly in the Village Center (downtown)?

by percentage of respondents (excluding “not provided”)



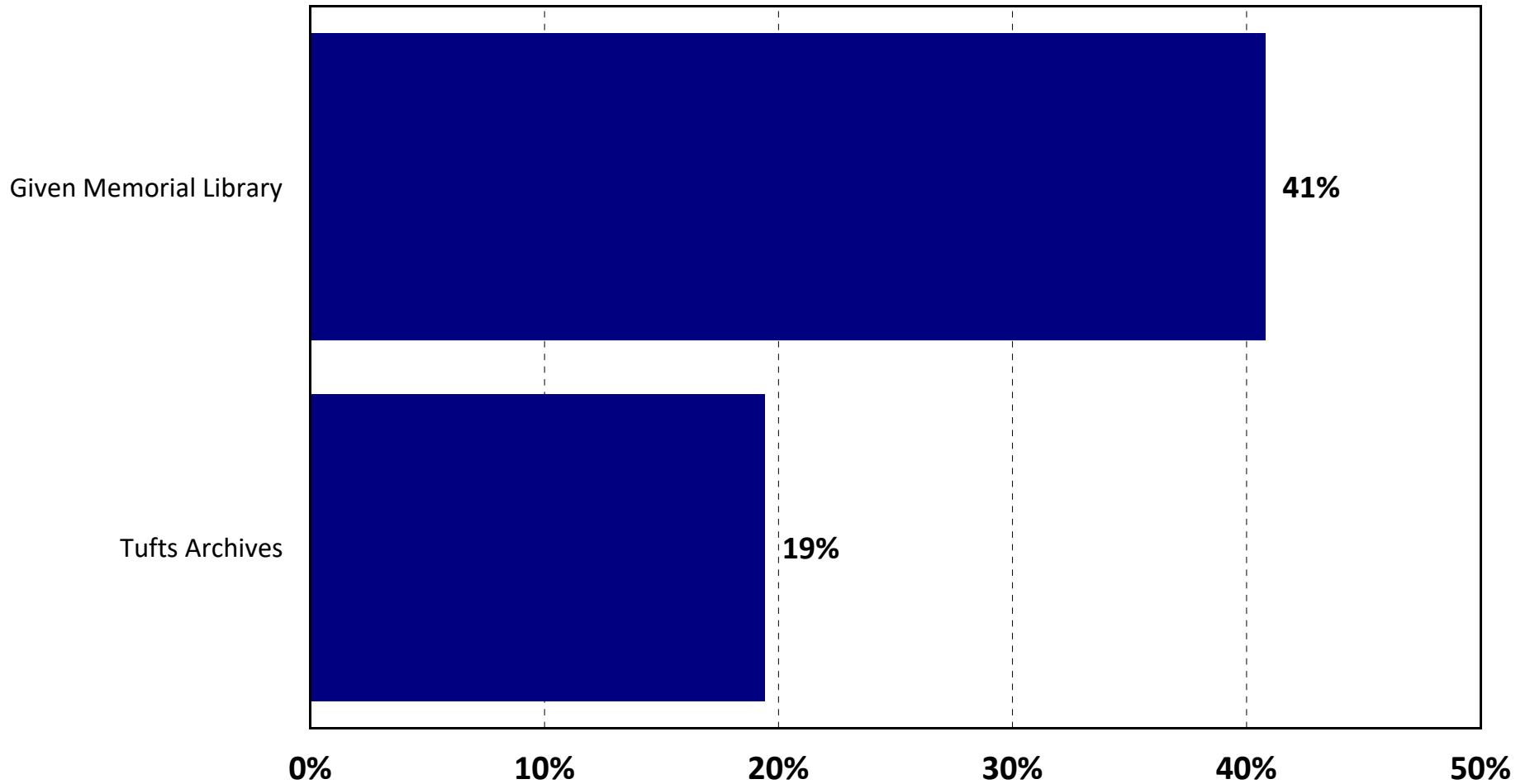
# Q13. Reasons That Prevent Respondents From Shopping/ Dining Regularly in the Village Center (Downtown) More Often

by percentage of respondents (multiple selections could be made)



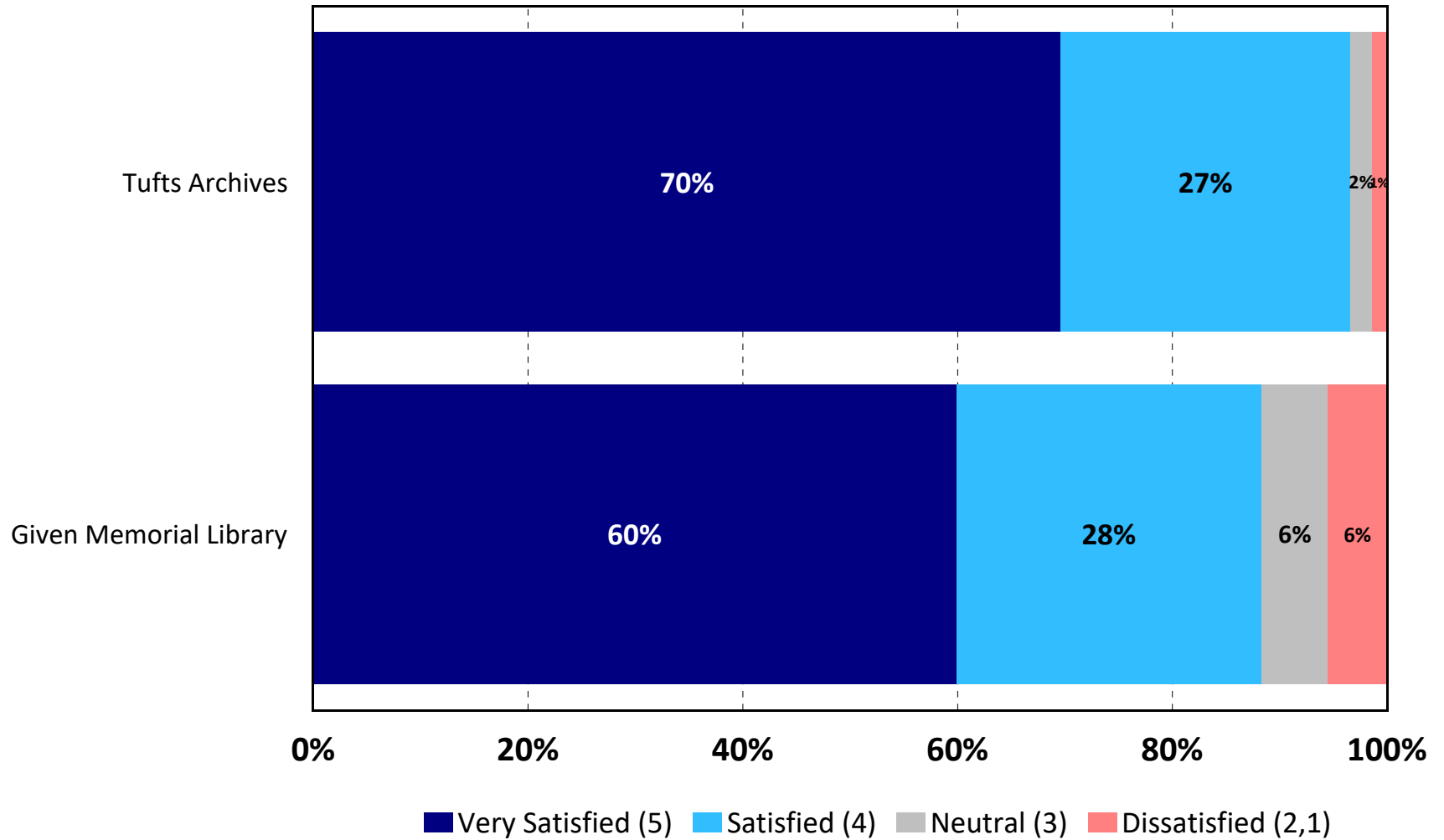
# Q14[1]. Have you used the following services during the past year?

by percentage of respondents who answered "yes"



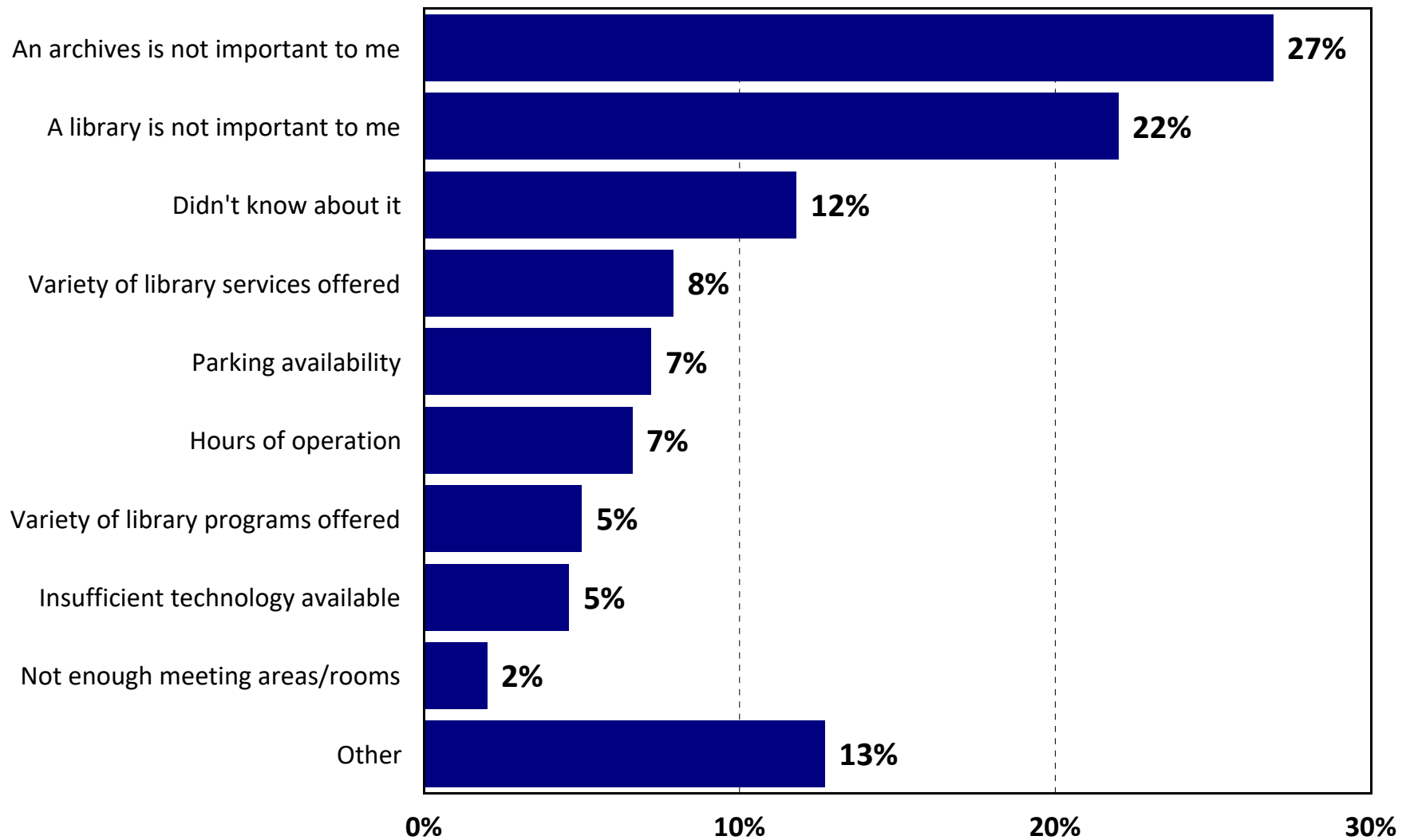
# Q14[2]. Satisfaction with Public Library and Archives Services

by percentage of respondents who have used Givens Memorial Library/Tufts Archives and rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



# Q14a. Reasons that Prevent Respondents from Using Given Memorial Library/Tufts Archives

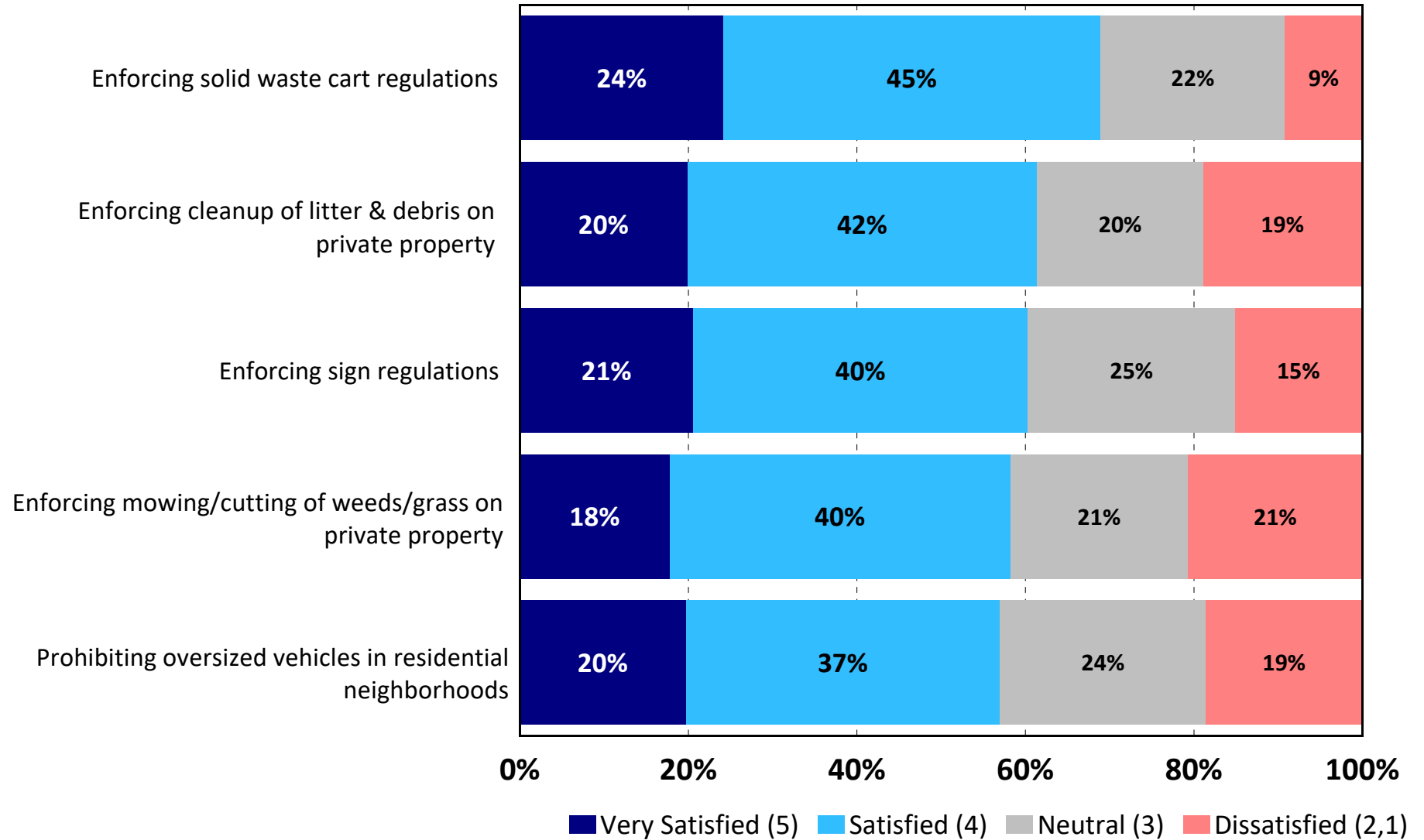
by percentage of respondents who answered "No" to Question 14





# Q15. Satisfaction with Code Enforcement

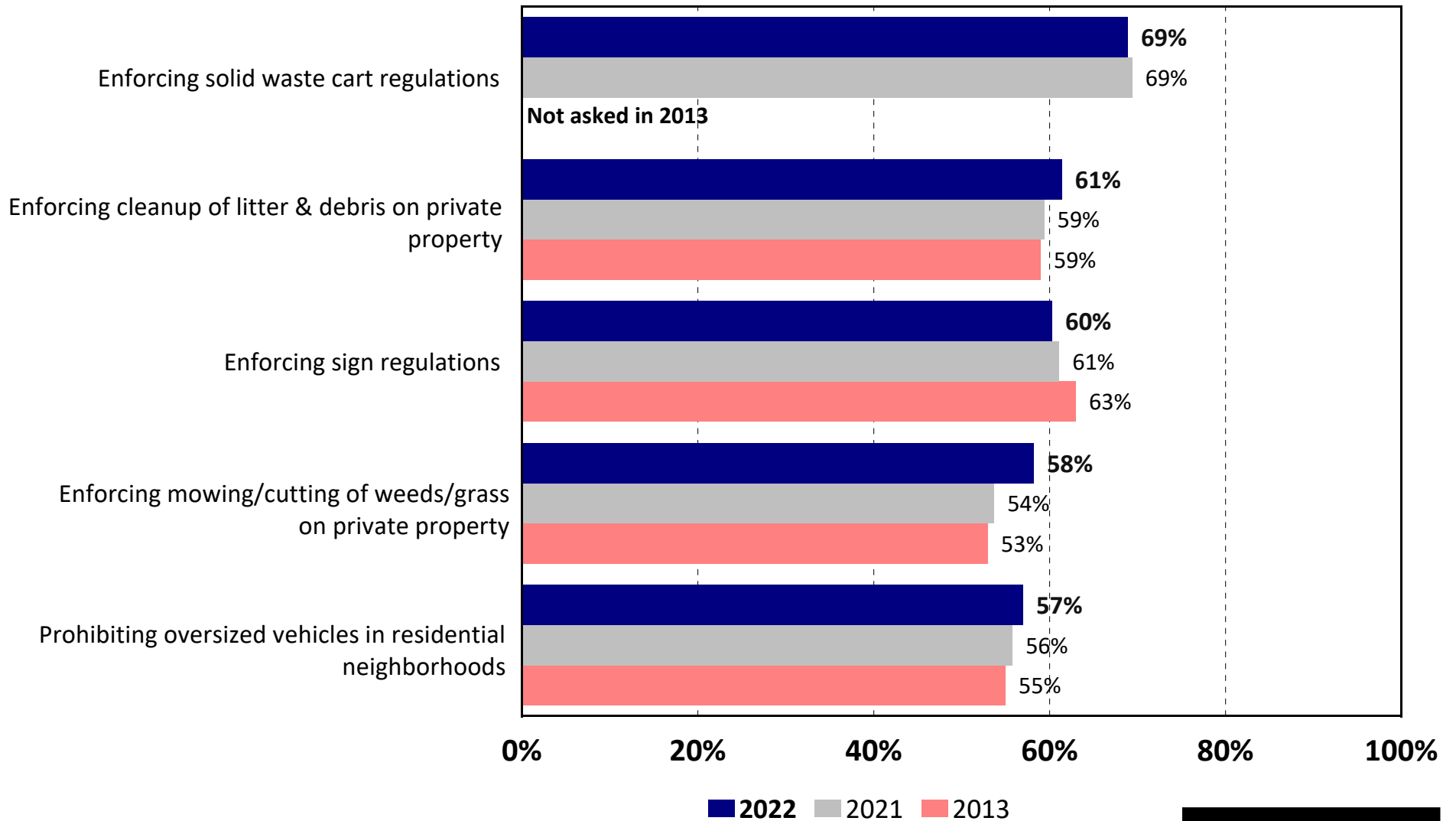
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



# Q15. Satisfaction with Code Enforcement

## 2022, 2021 & 2013

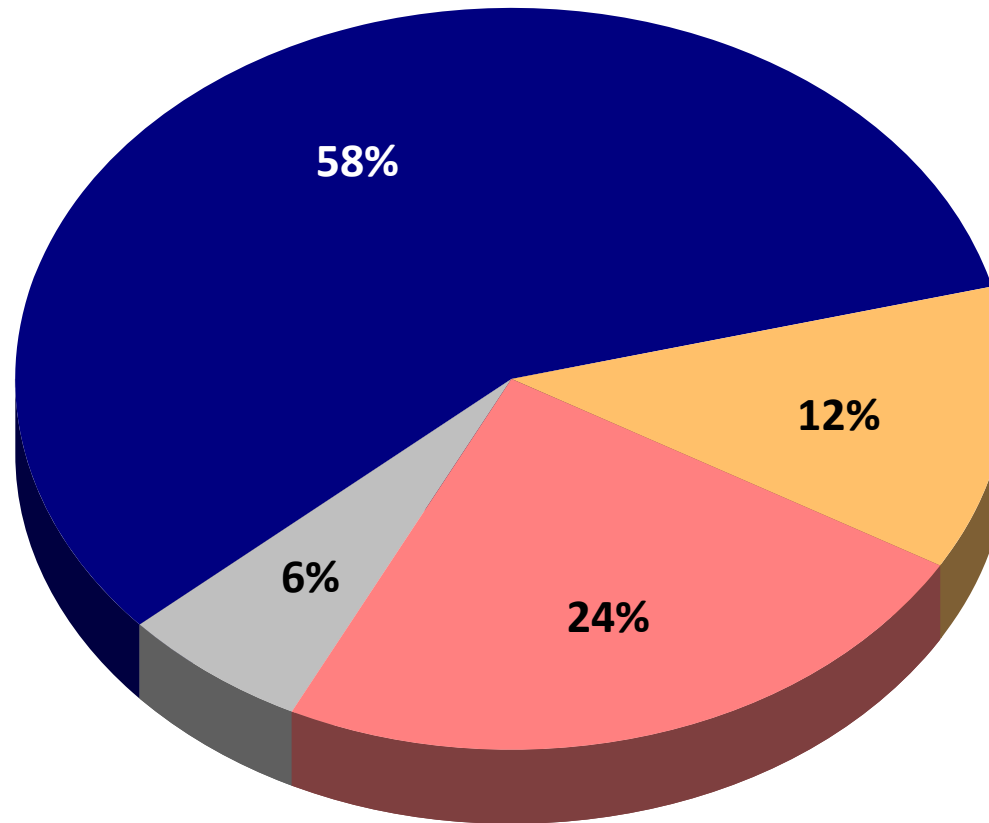
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**TRENDS**

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

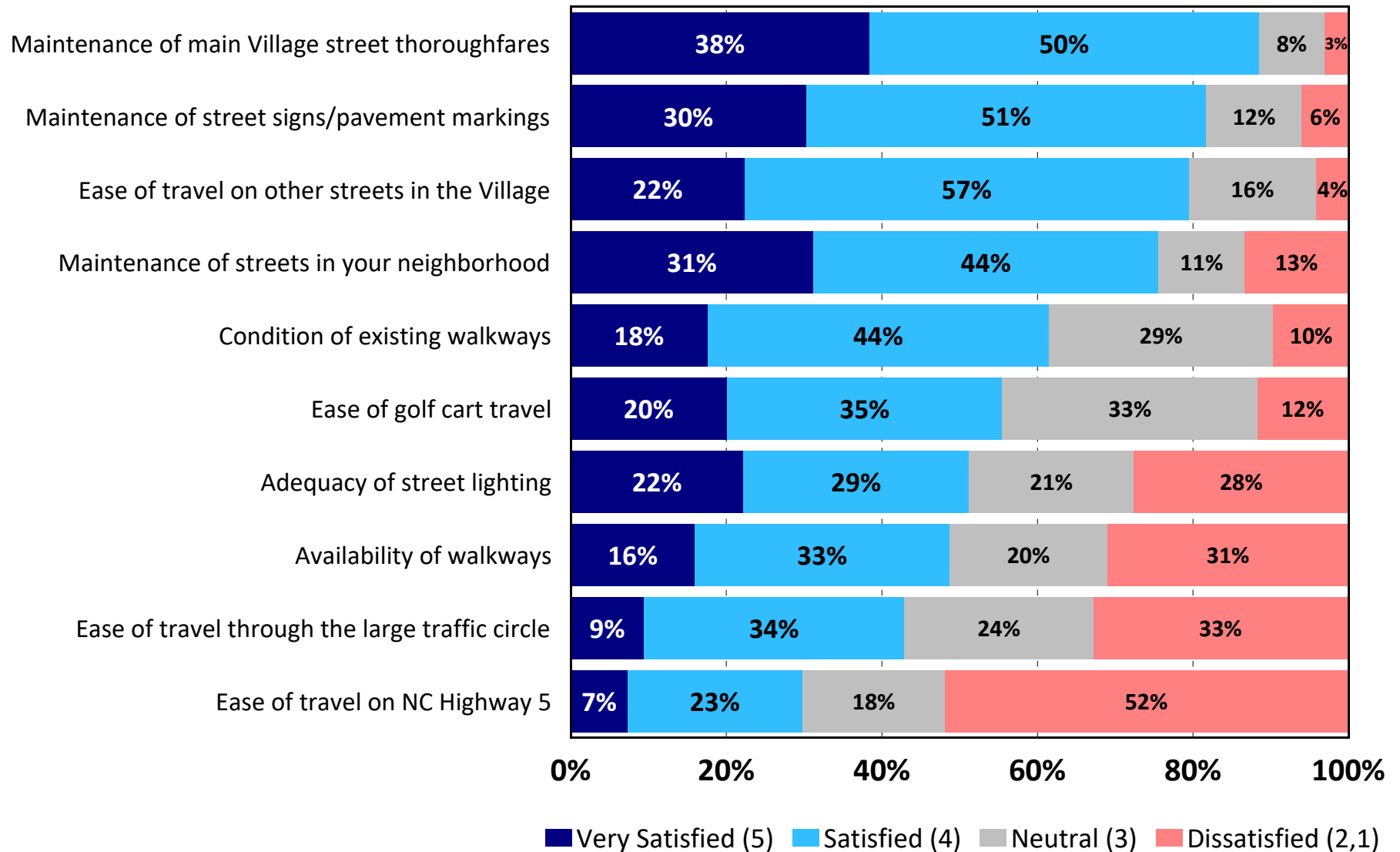
by percentage of respondents



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

# Q17. Satisfaction with Transportation Services

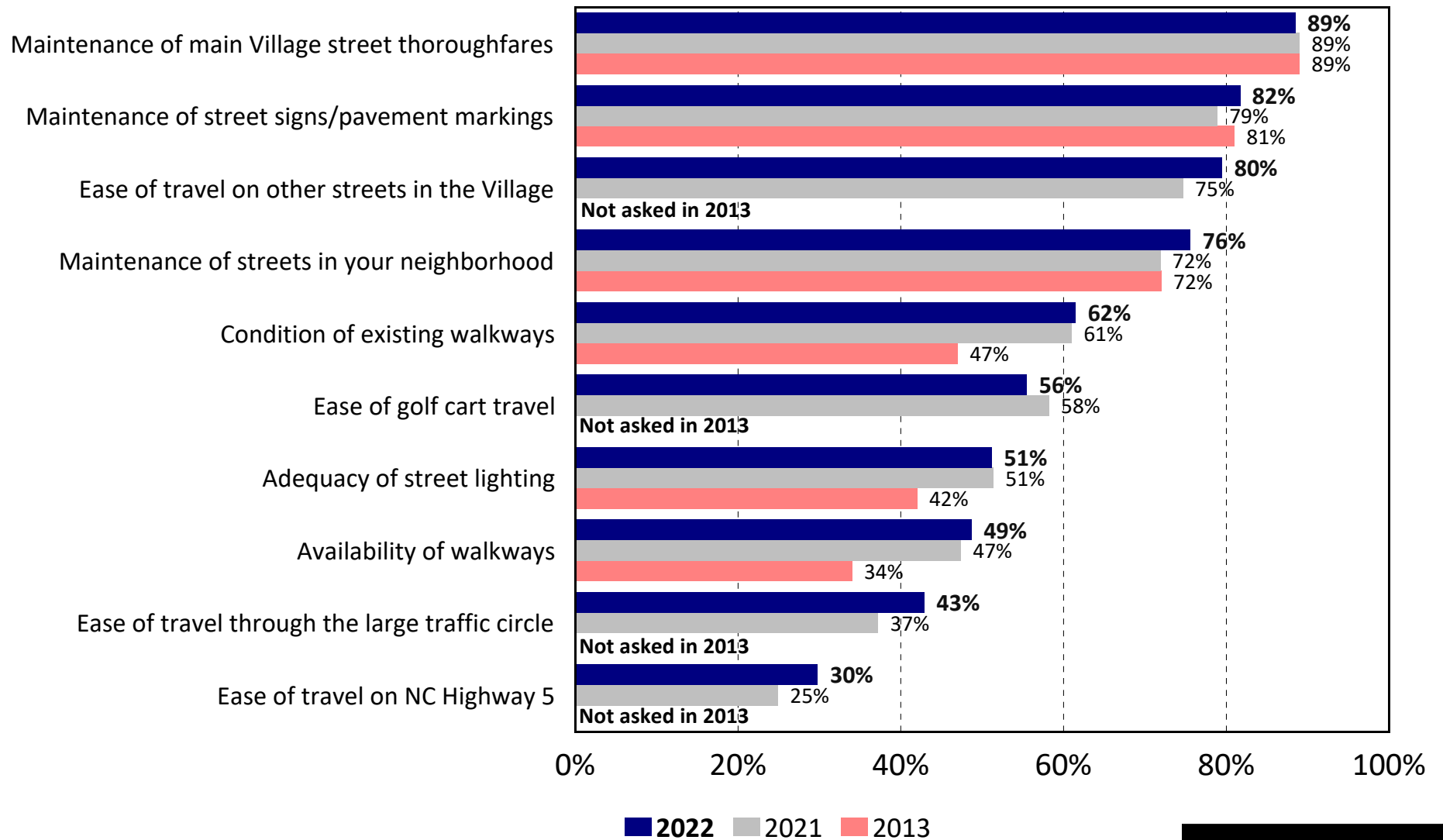
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



# Q17. Satisfaction with Transportation Services

## 2022, 2021 & 2013

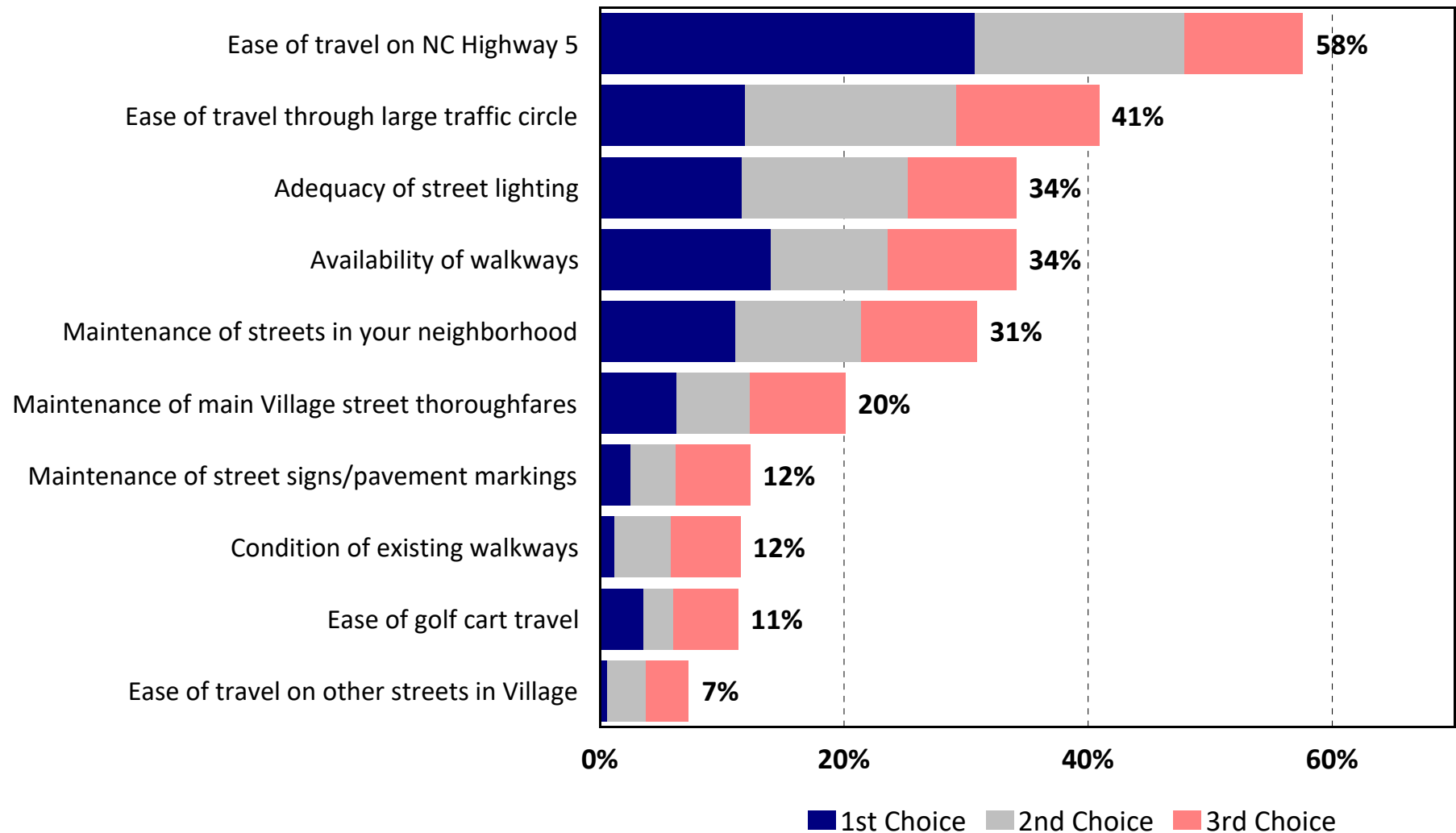
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**TRENDS**

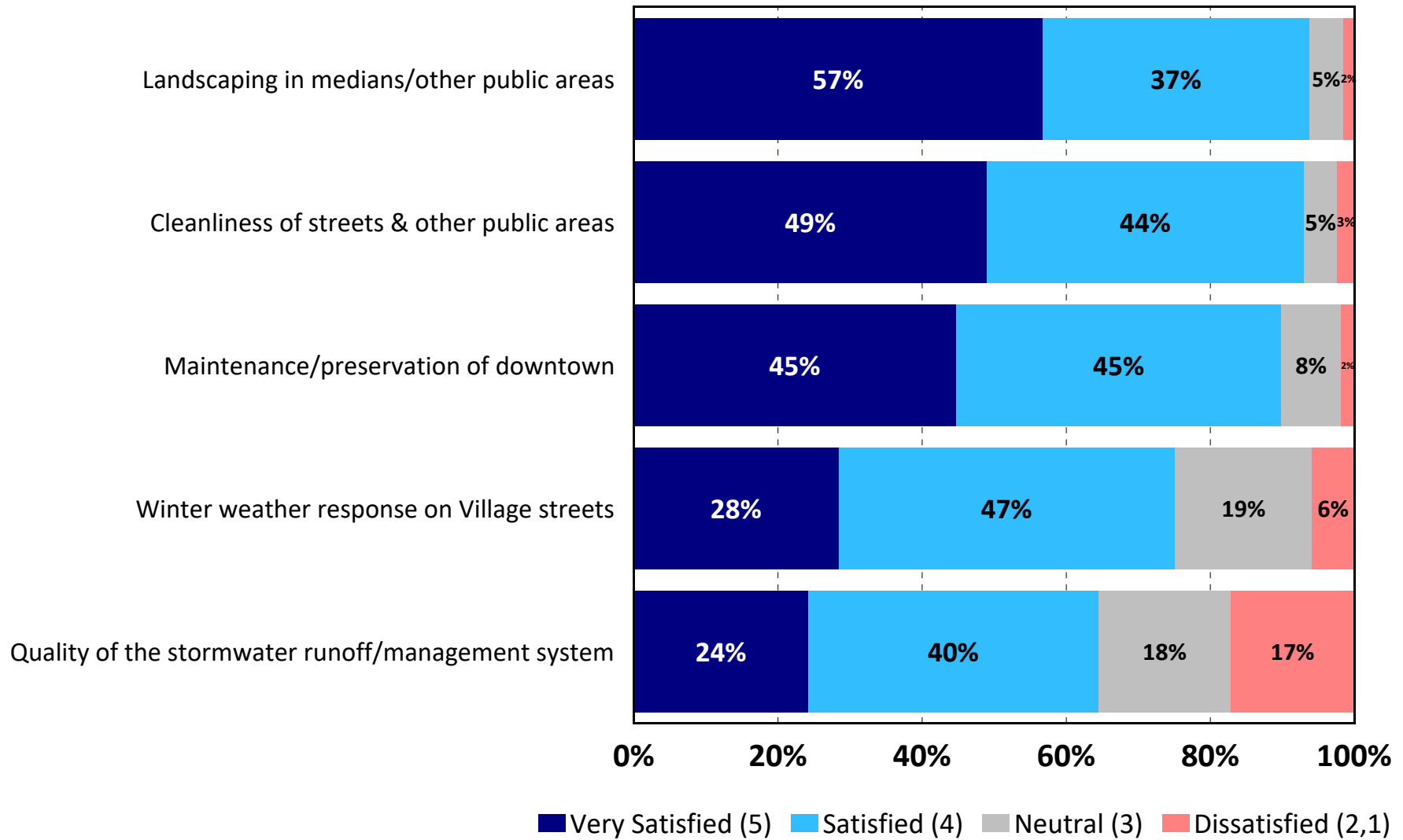
# Q18. Which three of the Transportation Services items should receive the most emphasis from Village leaders over the next TWO Years?

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



# Q19. Satisfaction with Public Services

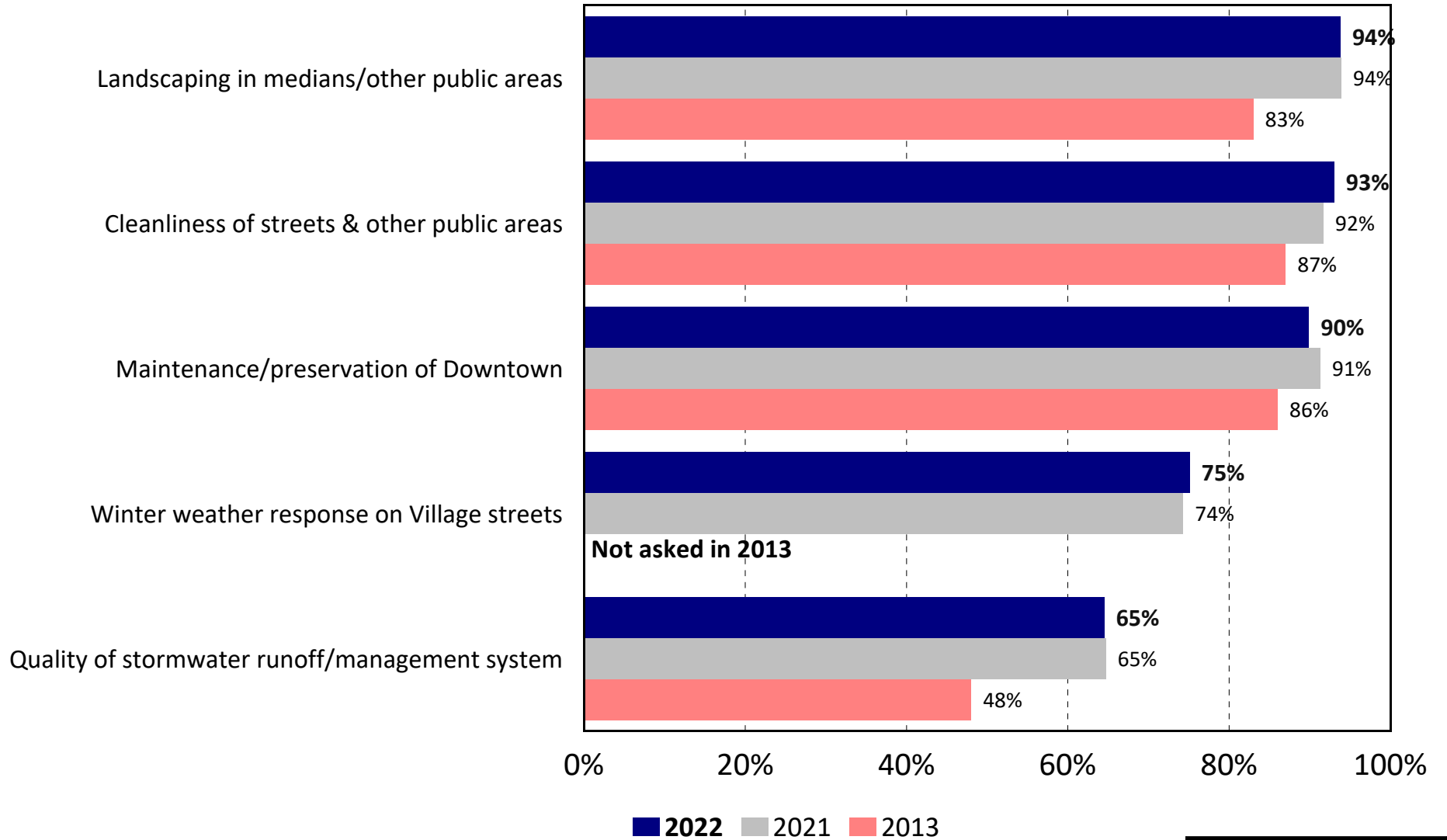
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



# Q19. Satisfaction with Public Services

## 2022, 2021 & 2013

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

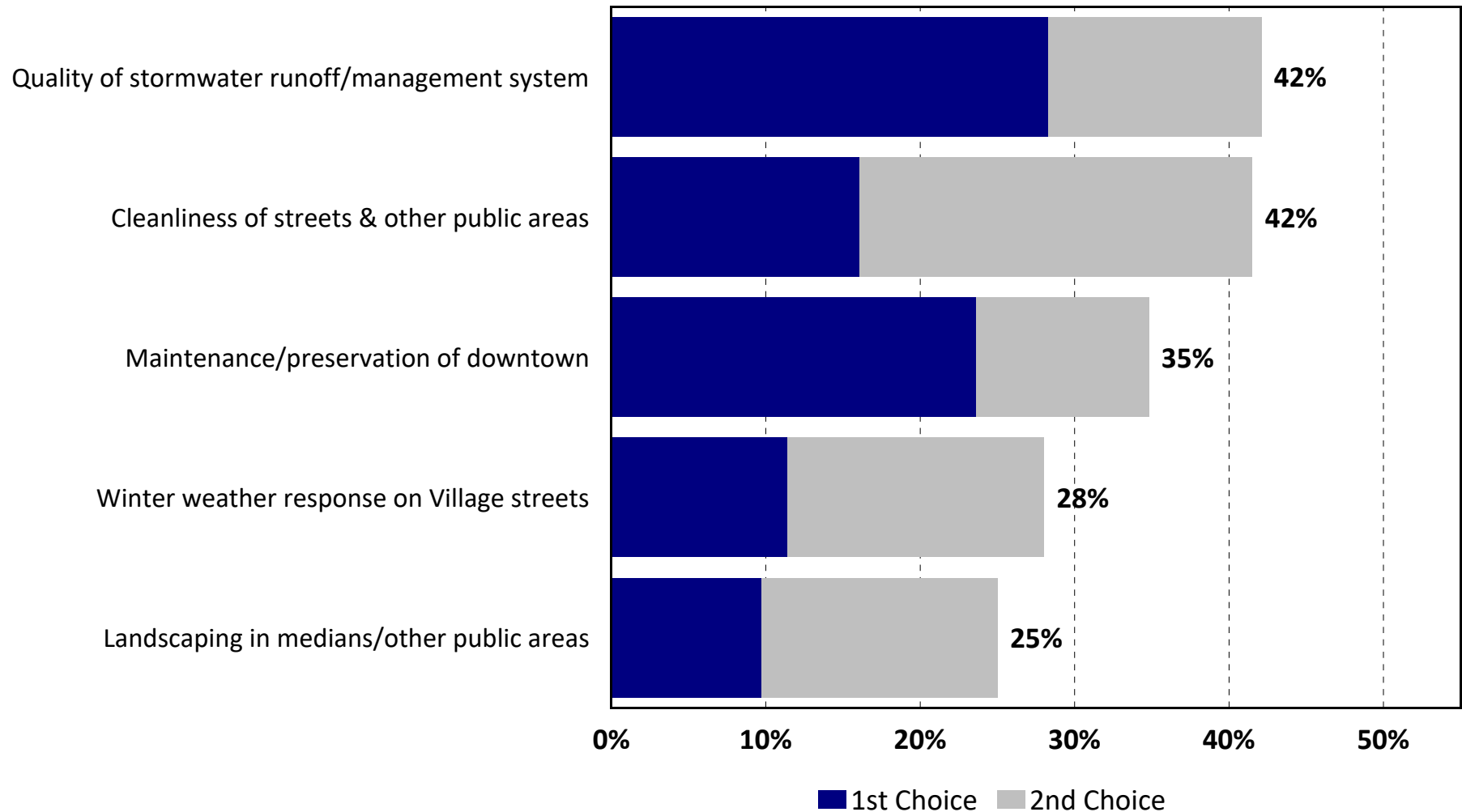


**TRENDS**



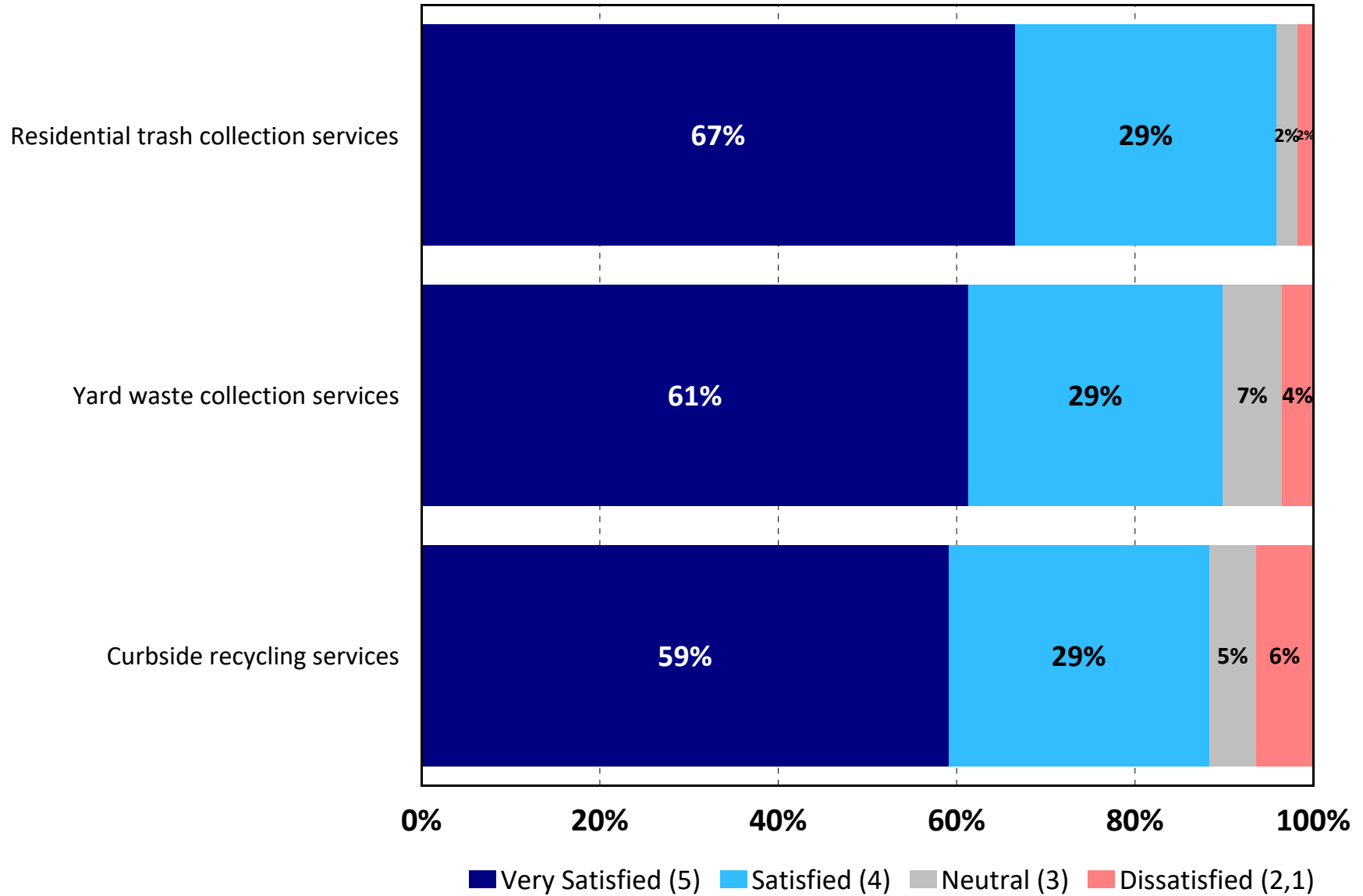
# Q20. Which two of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

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



# Q21. Satisfaction with Solid Waste Services

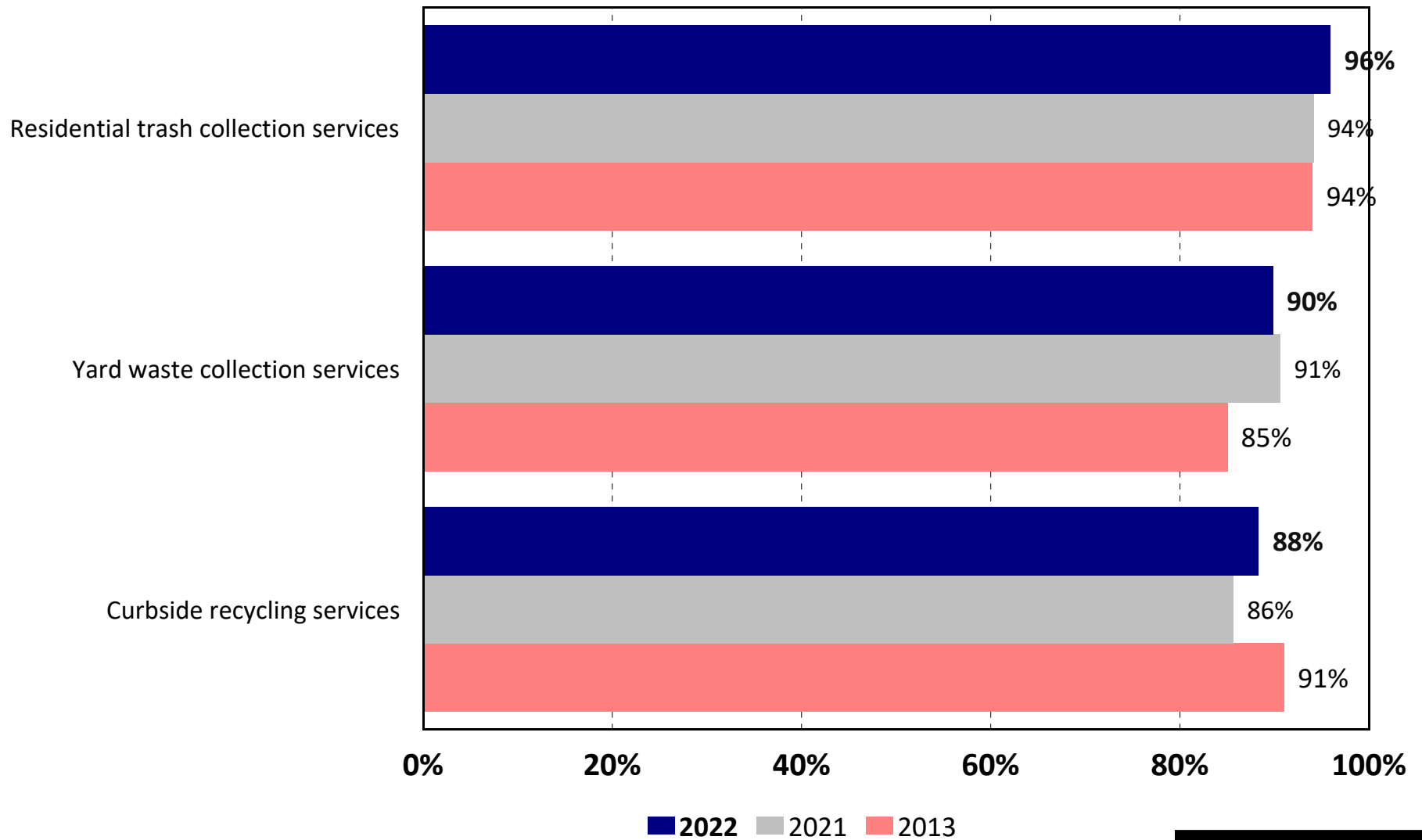
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



# Q21. Satisfaction with Solid Waste Services

## 2022, 2021 & 2013

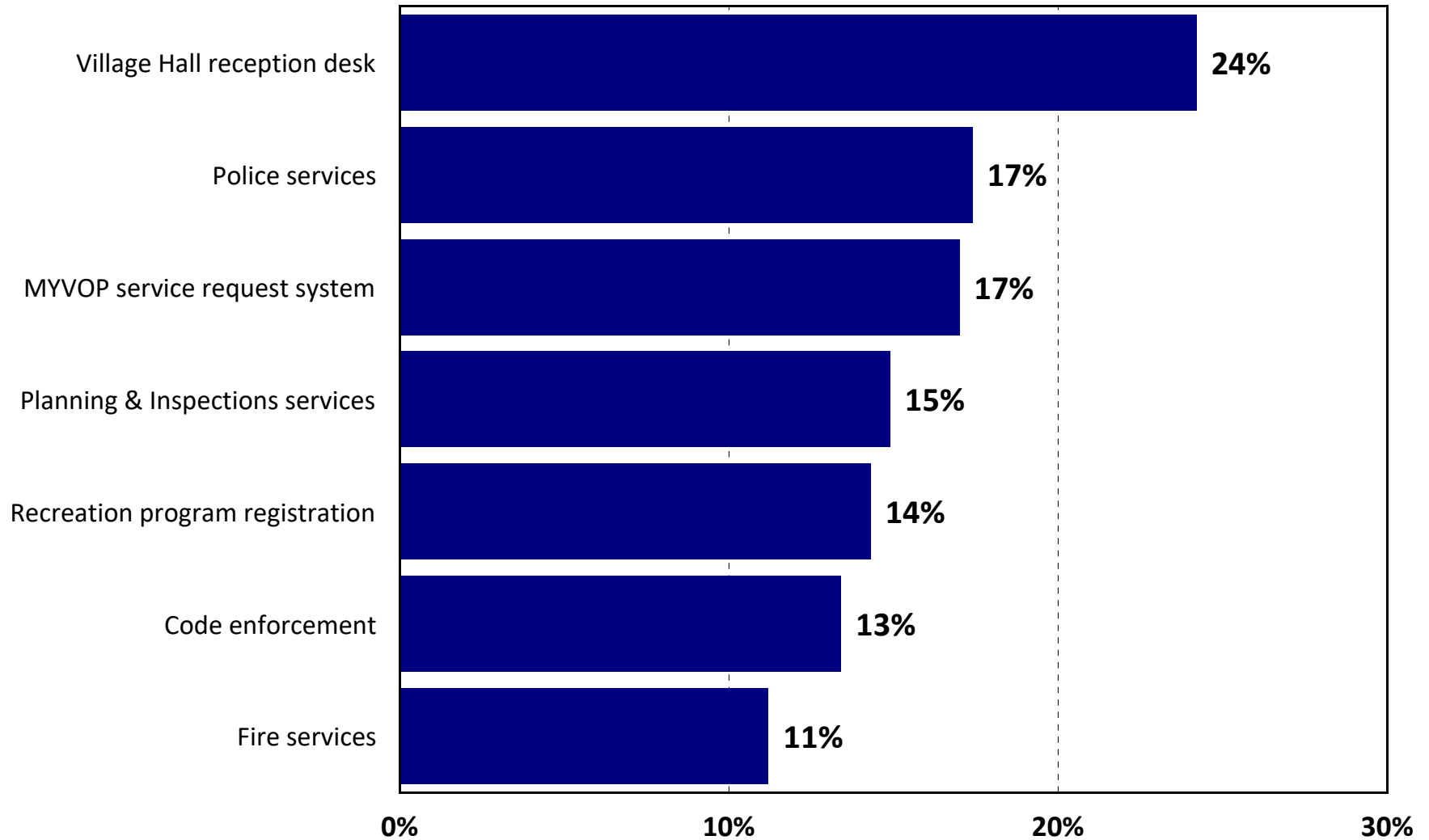
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**TRENDS**

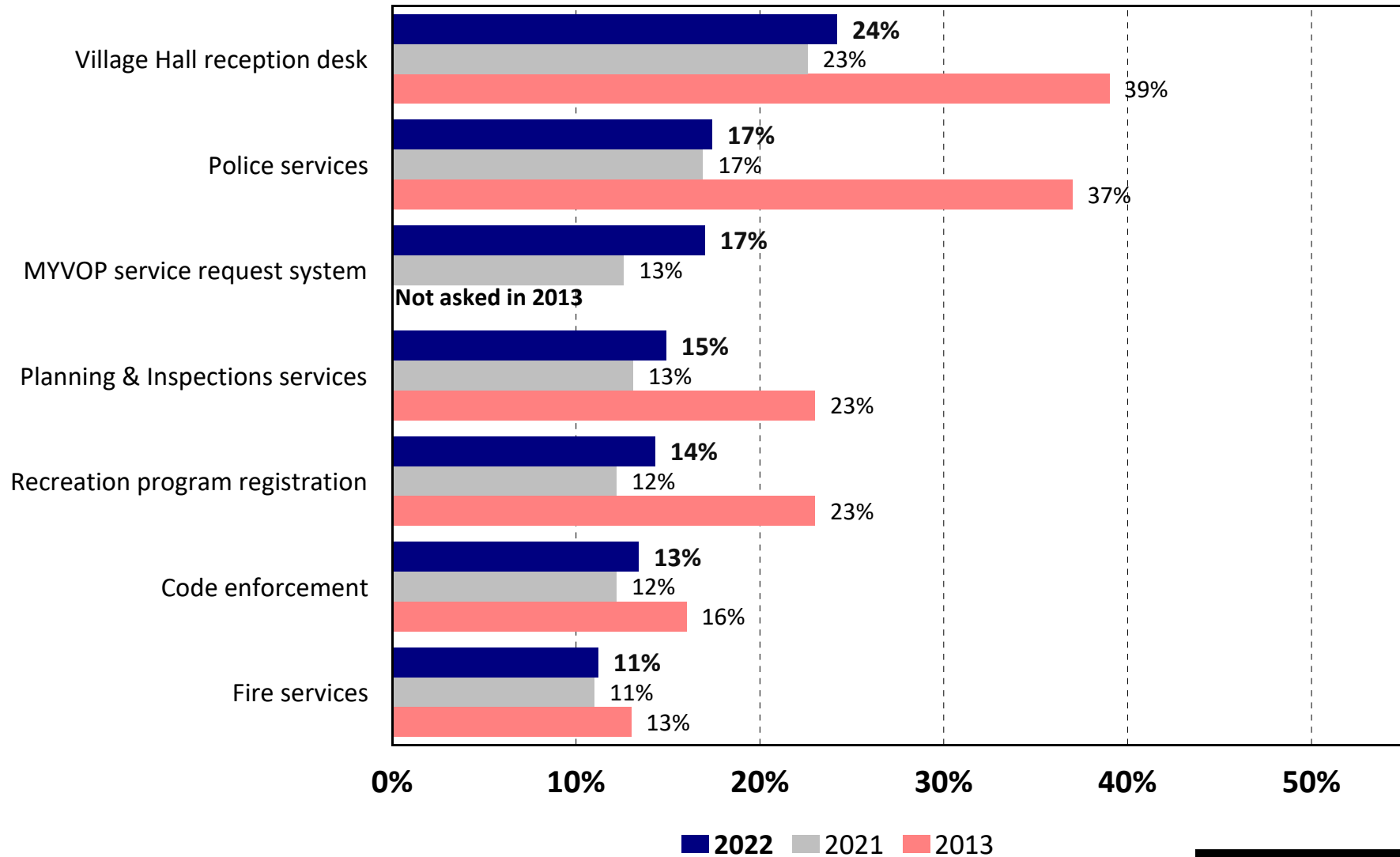
# Q22[1]. Have you or other members of your household used these Village services and facilities during the past year?

by percentage of respondents who answered "yes"



# Q22[1]. Households That Have Used Village Services and Facilities - 2022, 2021 & 2013

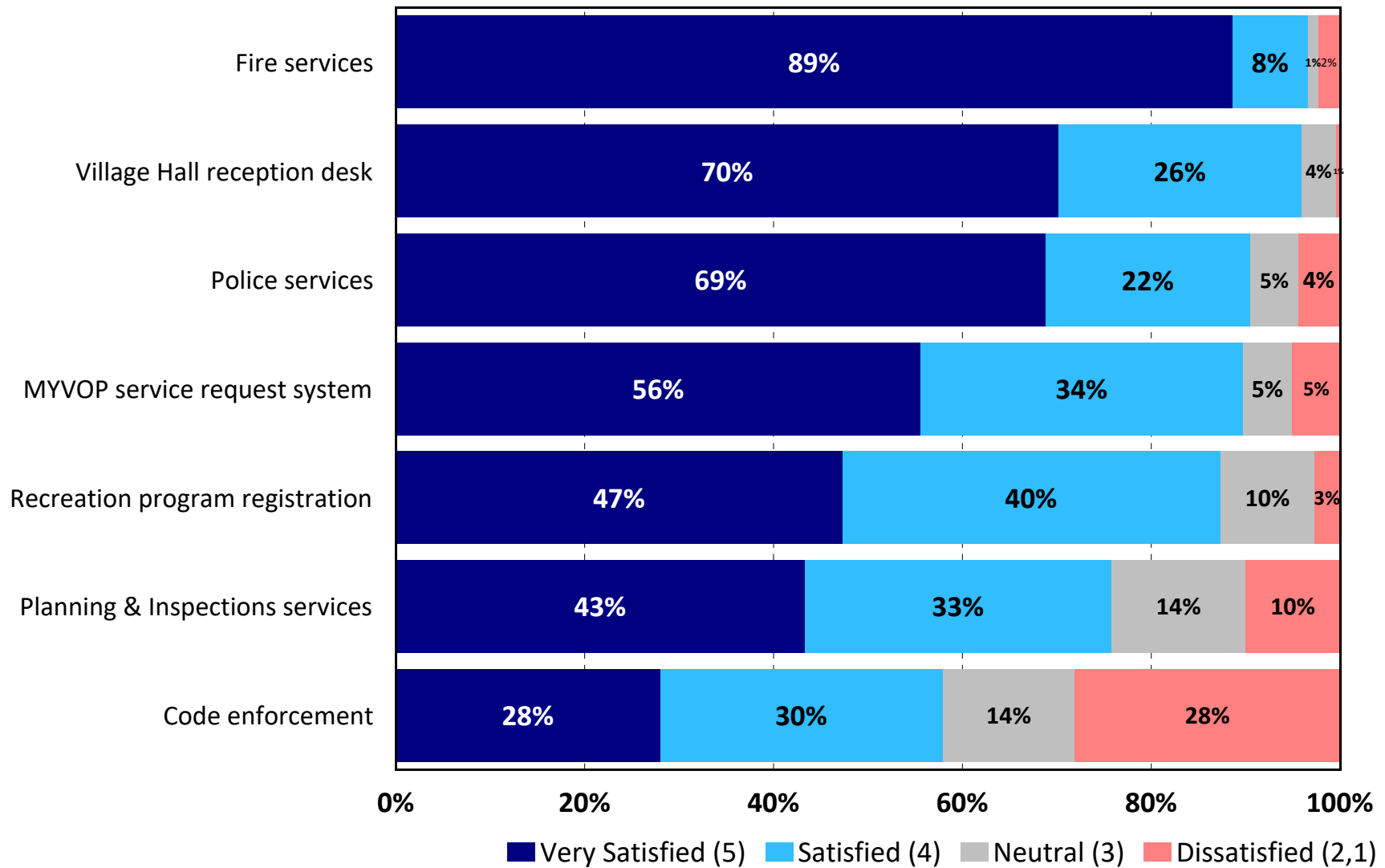
by percentage of respondents who answered "yes"



**TRENDS**

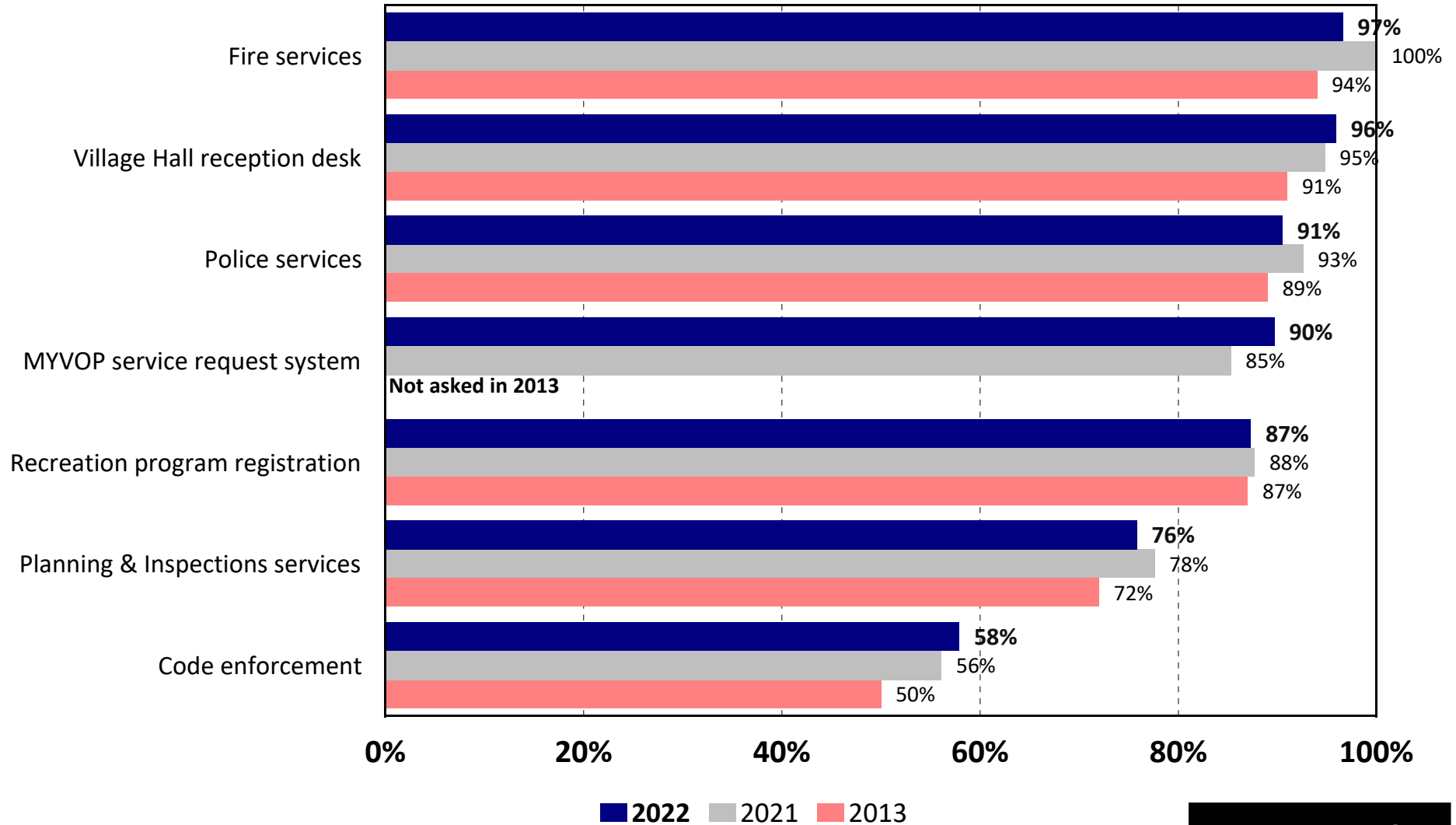
# Q22[2]. Satisfaction with Village Services and Facilities That Households Have Used

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 2022, 2021 & 2013

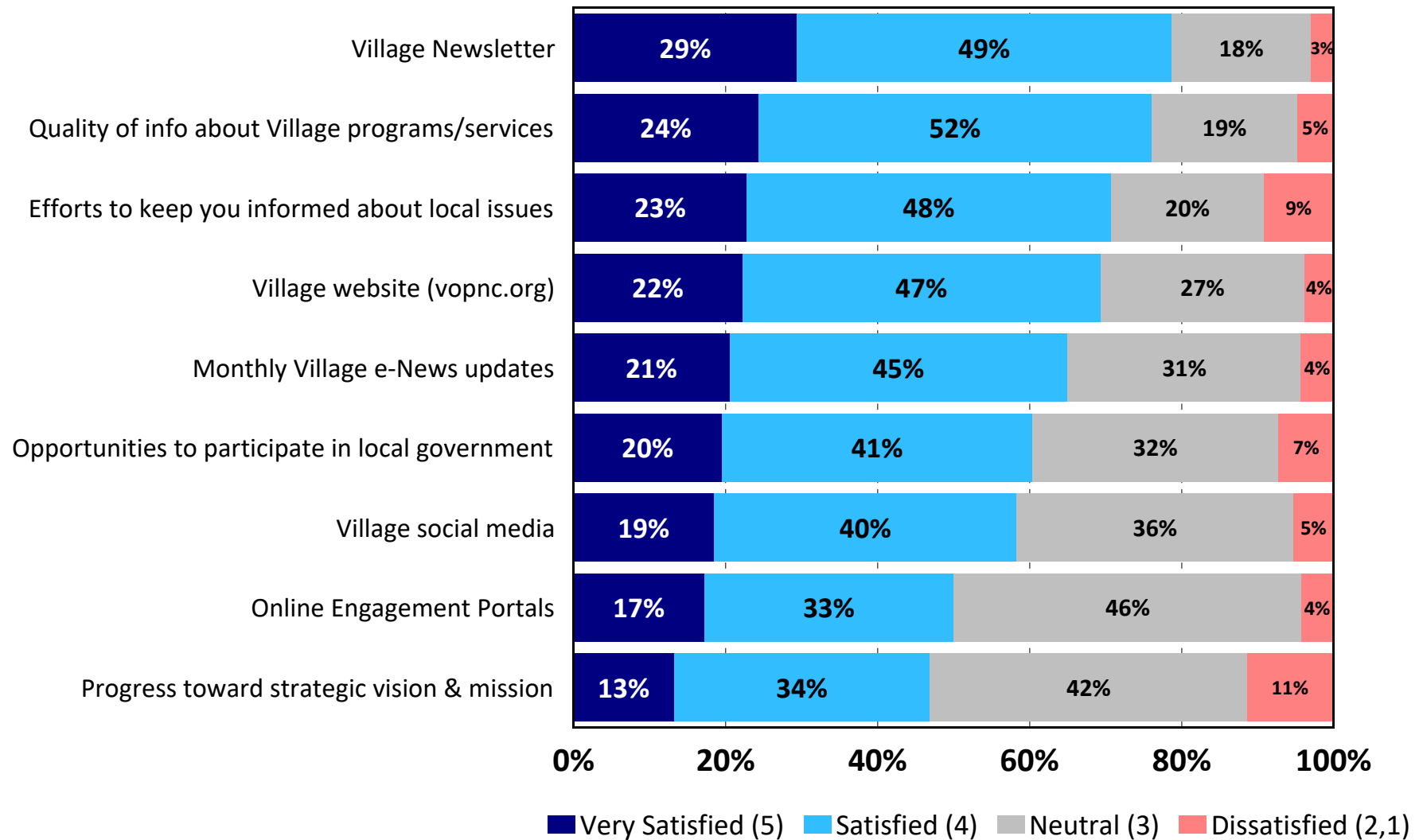
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**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”)

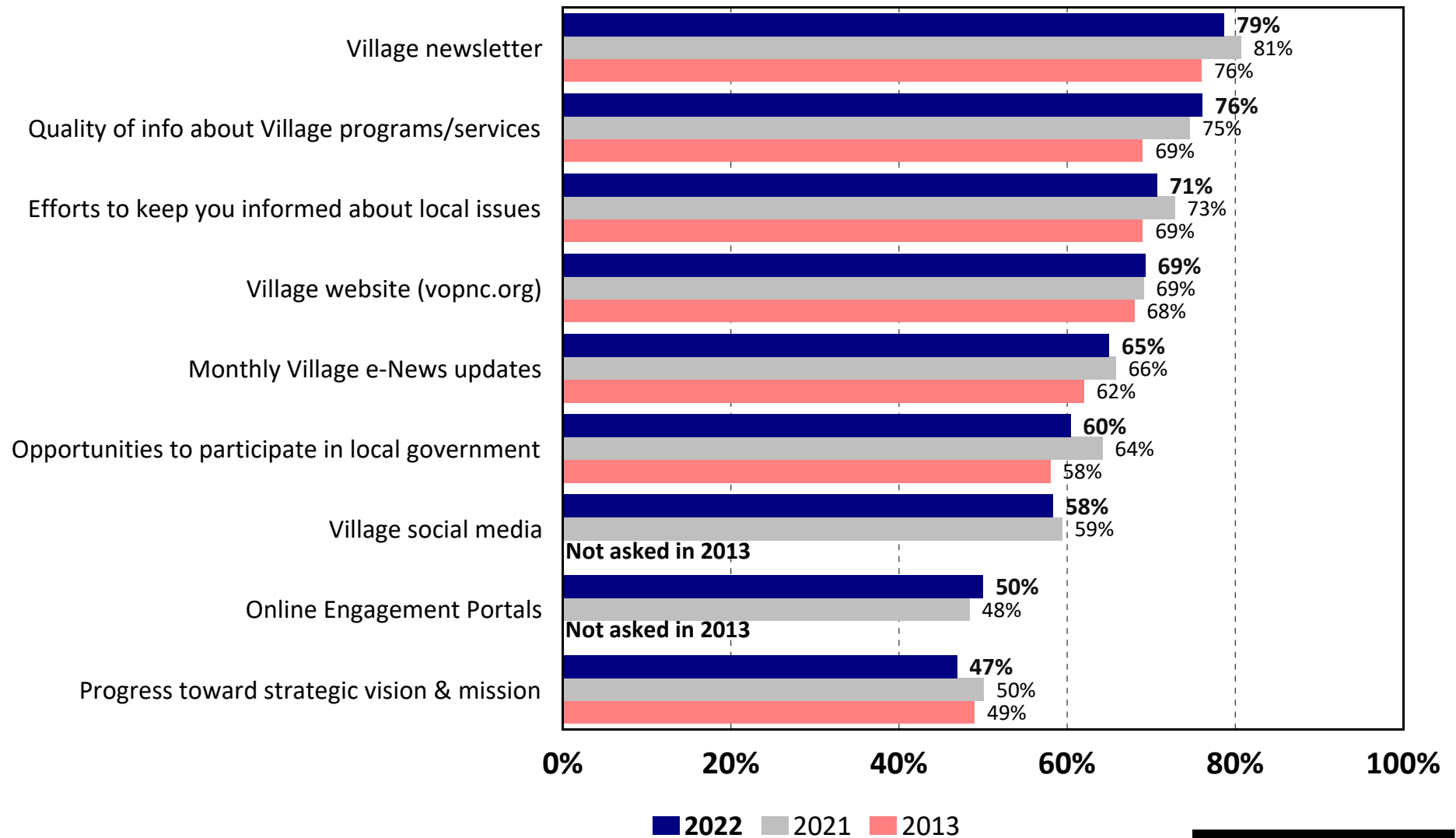




# Q23. Satisfaction with Public Communication and Outreach

## 2022, 2021 & 2013

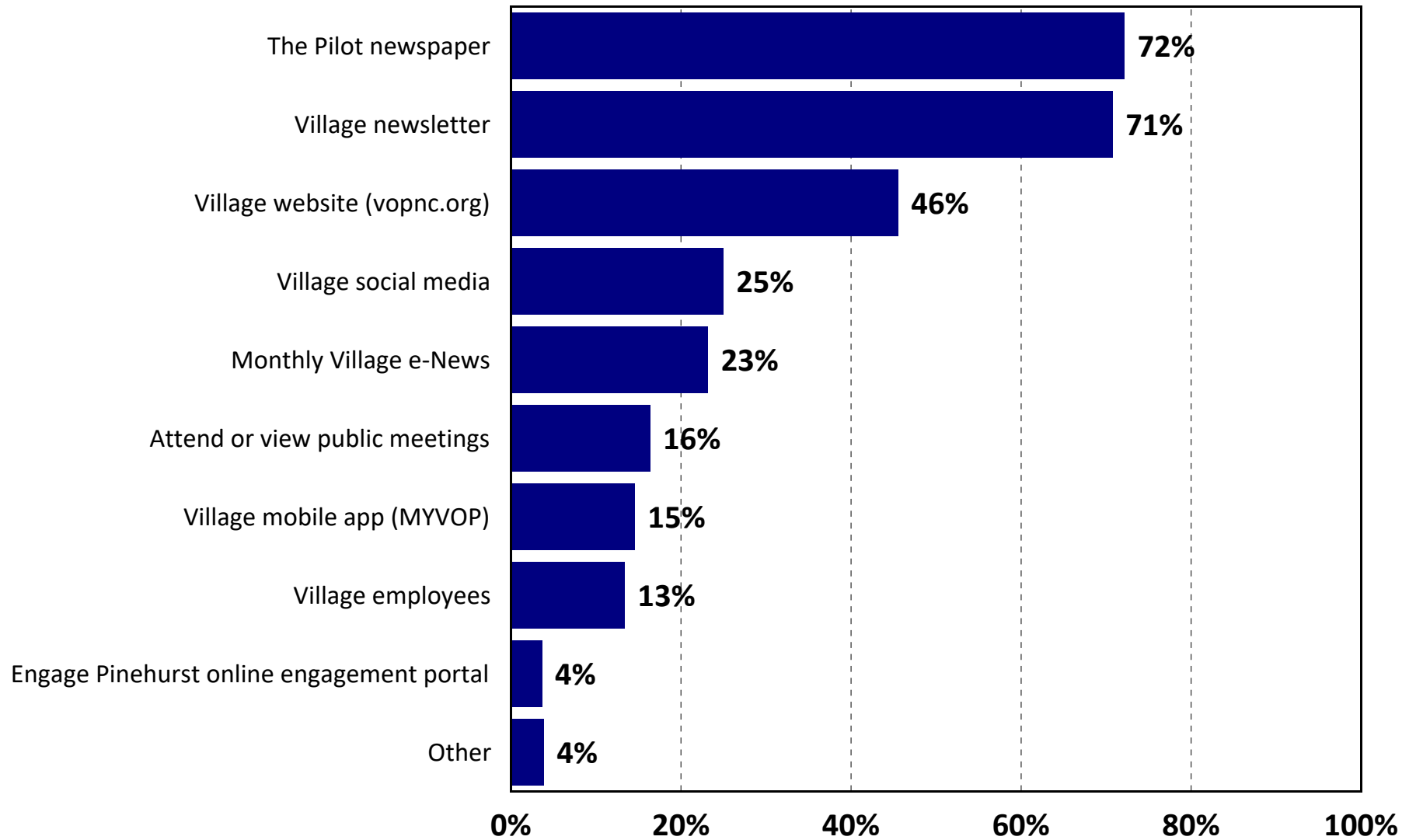
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**TRENDS**

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

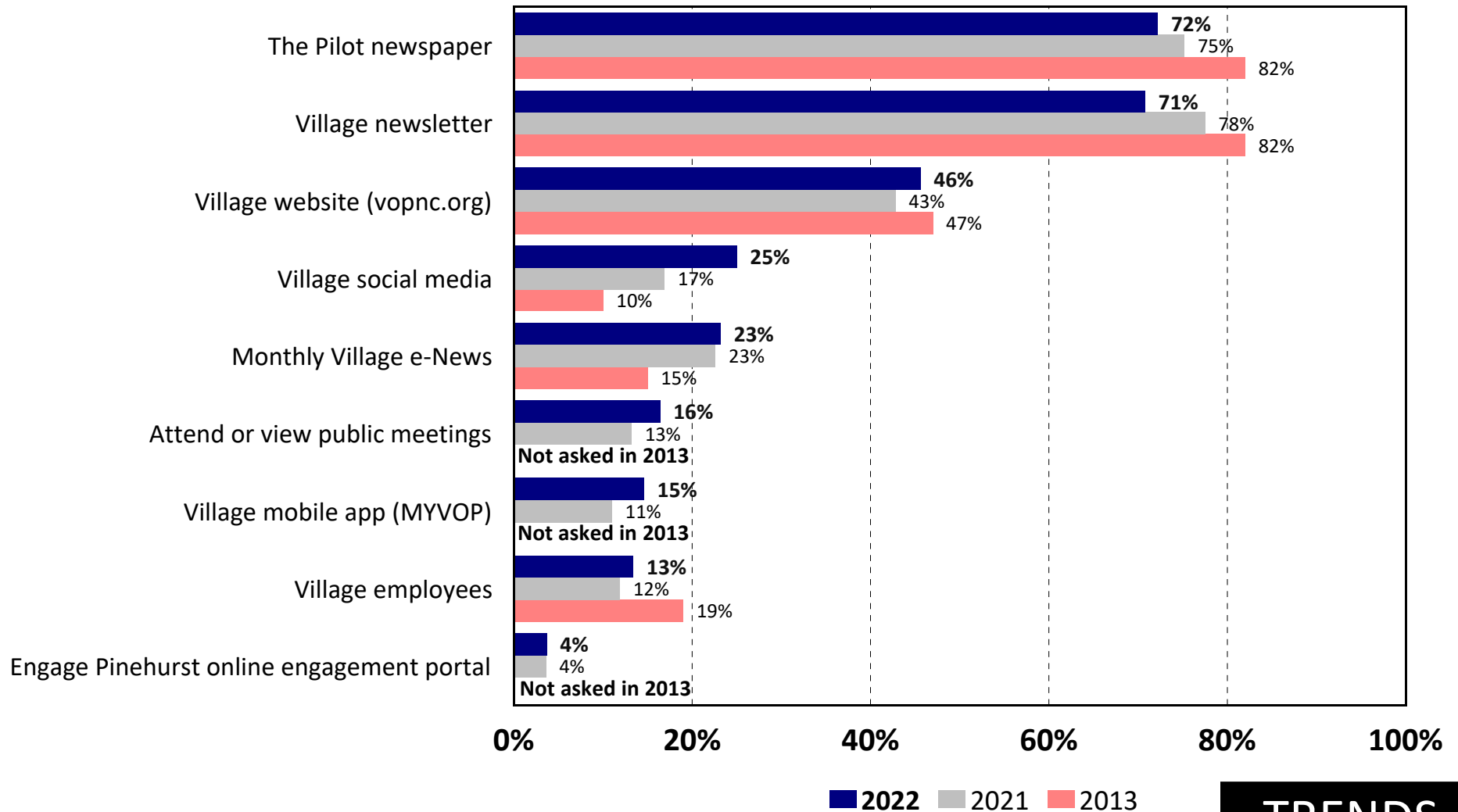
by percentage of respondents (multiple selections could be made)



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

## 2022, 2021 & 2013

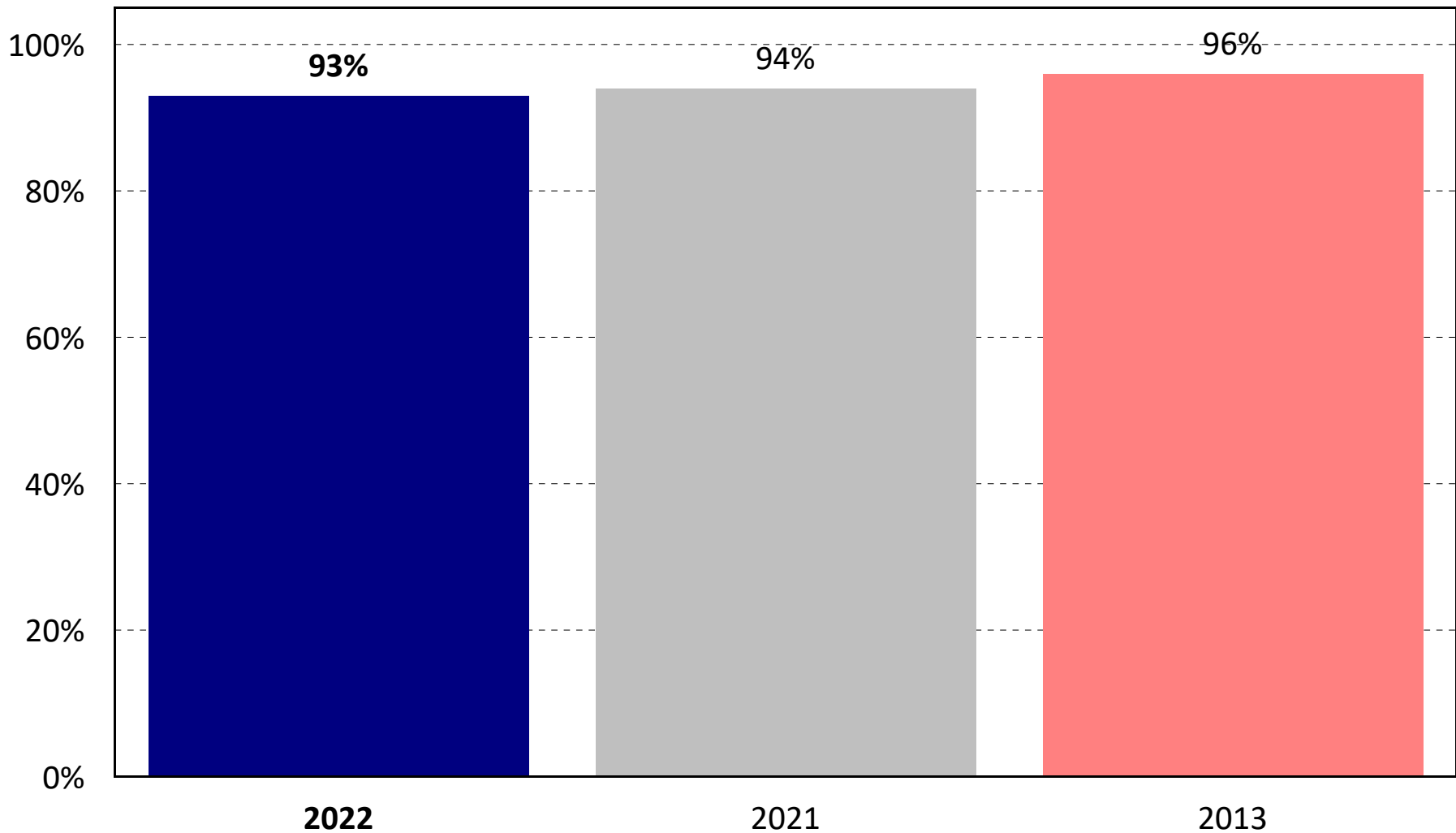
by percentage of respondents (multiple selections could be made)



**TRENDS**

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

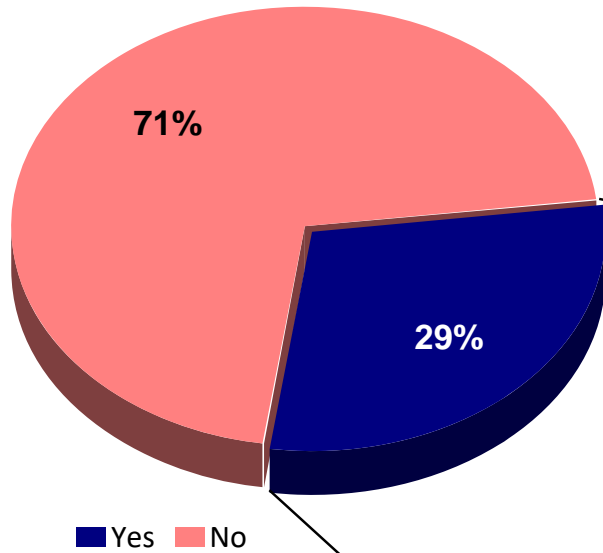
by percentage of respondents who answered “all the time” or “sometimes” (excluding “don’t know”)



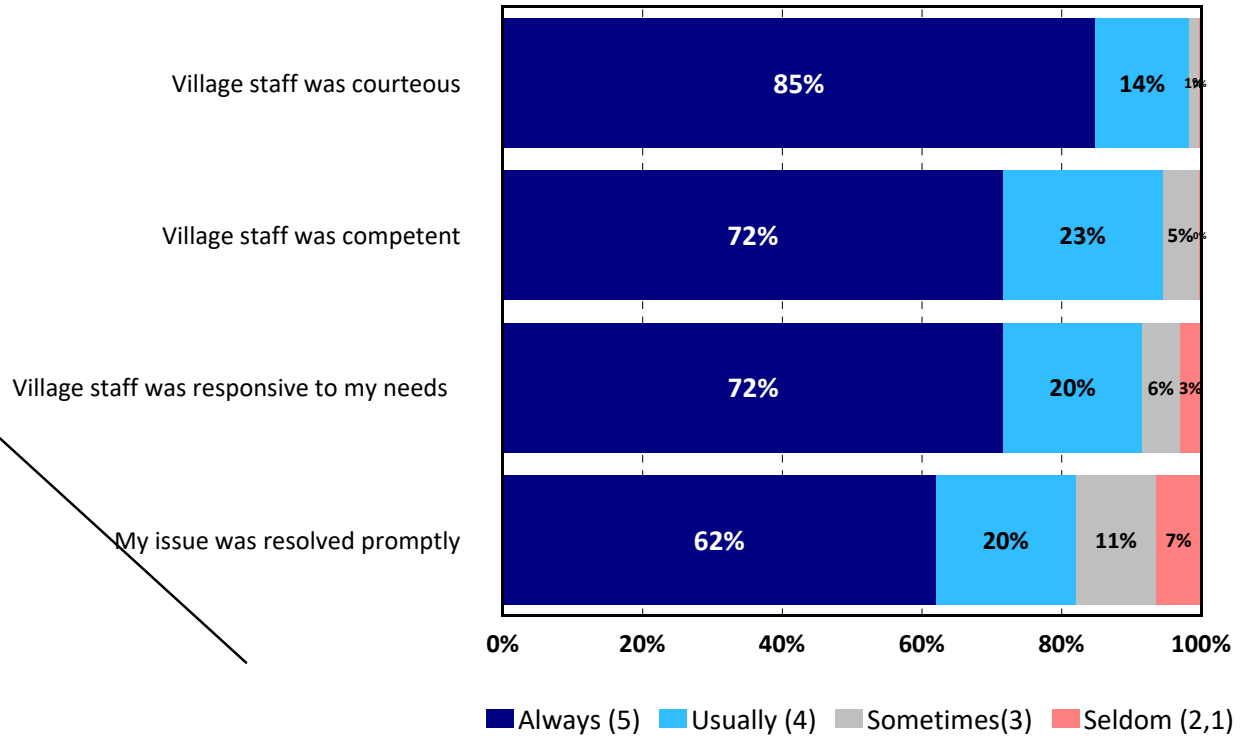
**TRENDS**

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

by percentage of respondents

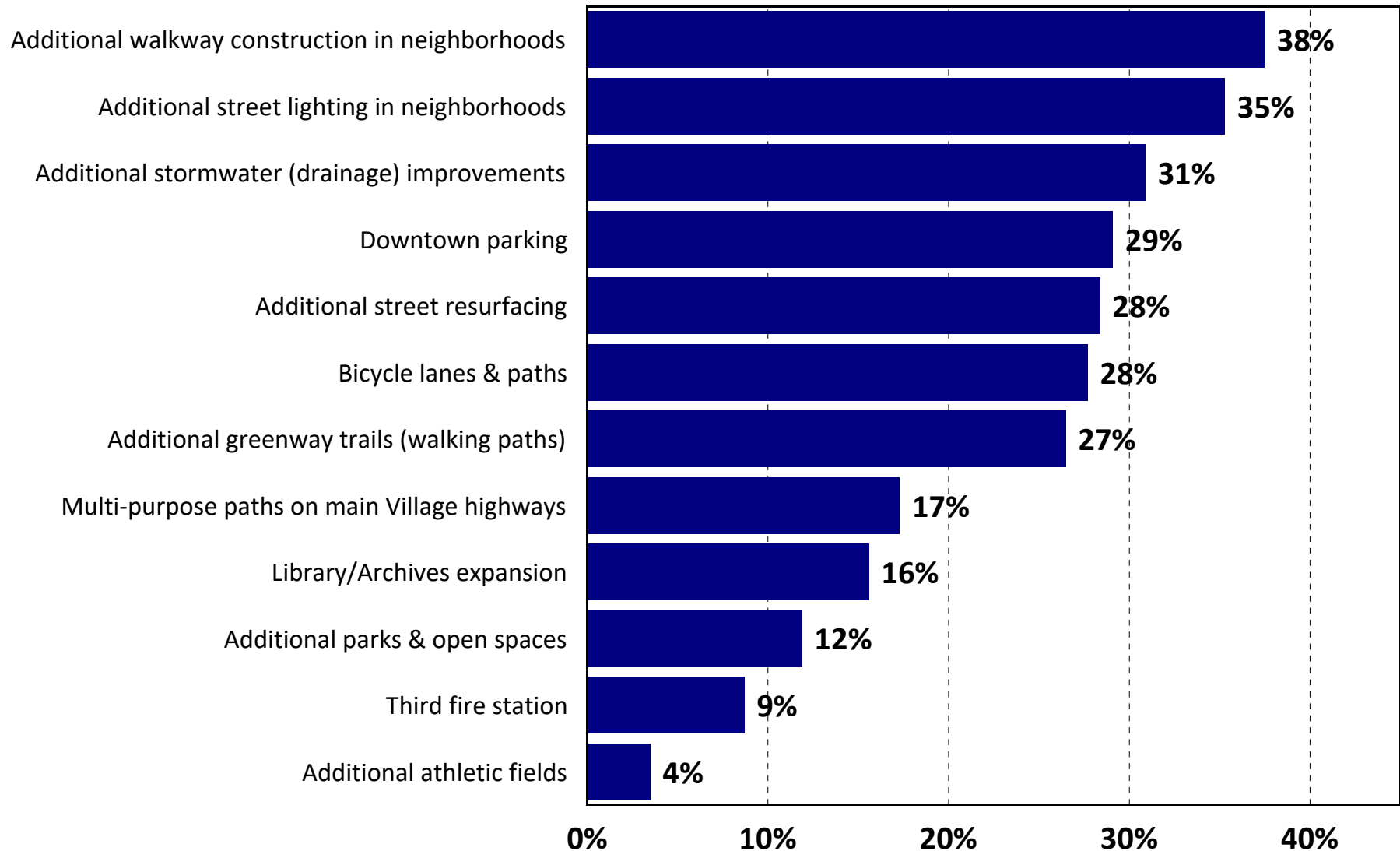


## Q26a. Only if you have contacted the Village during the past year



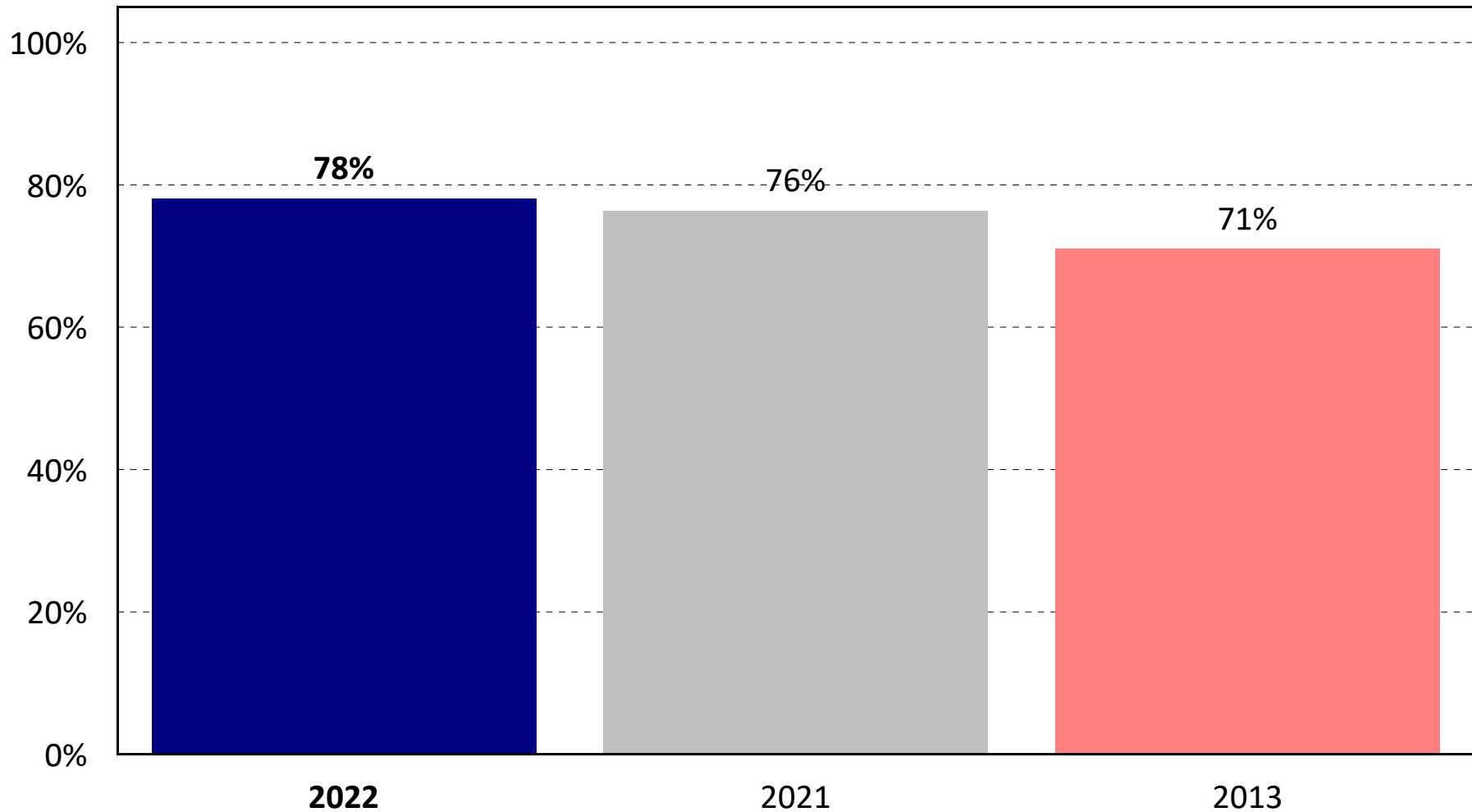
# Q27. Community Improvements That Residents Feel Are Most Important

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?

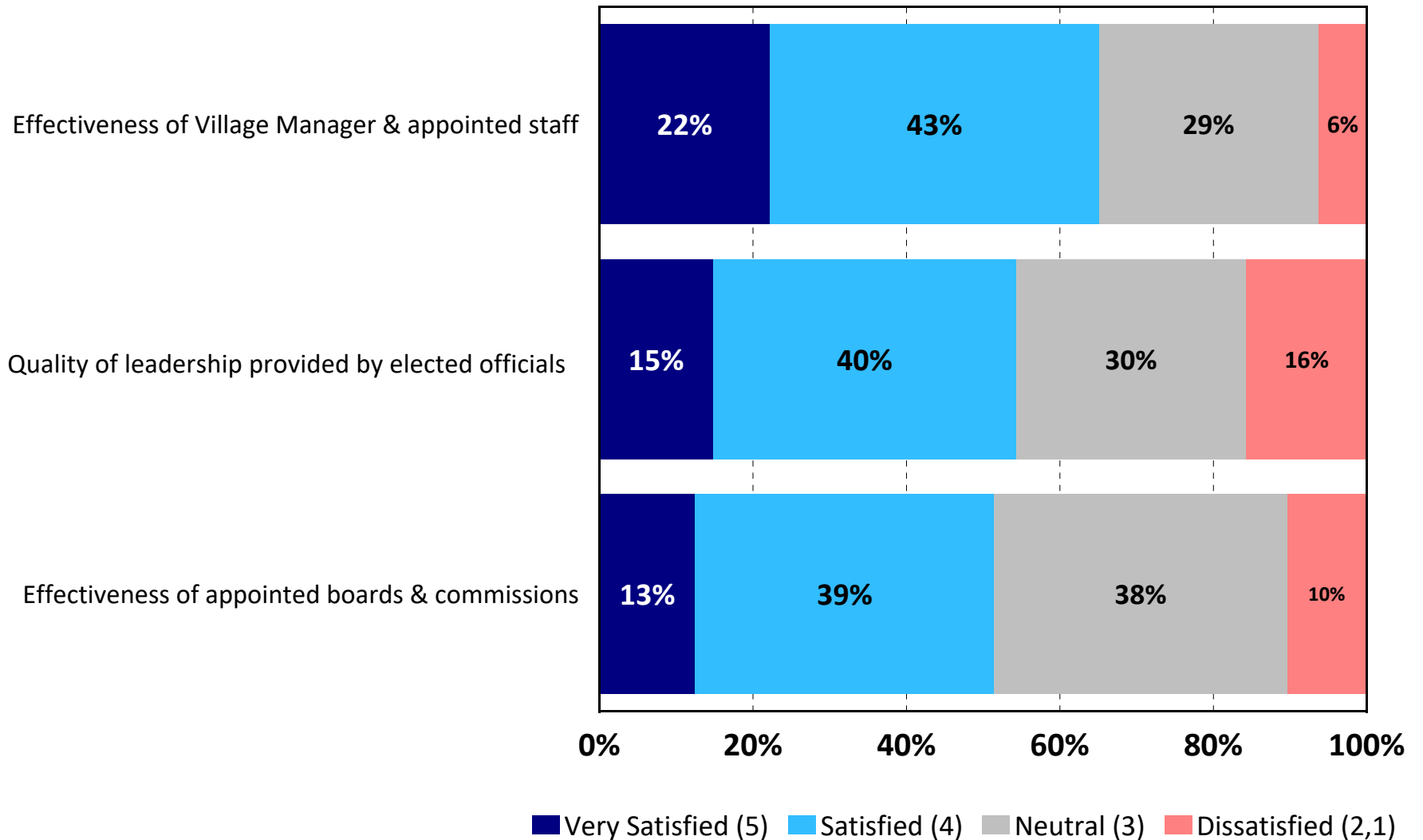
by percentage of respondents who answered "very satisfied" or "satisfied" (excluding "don't know")



**TRENDS**

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

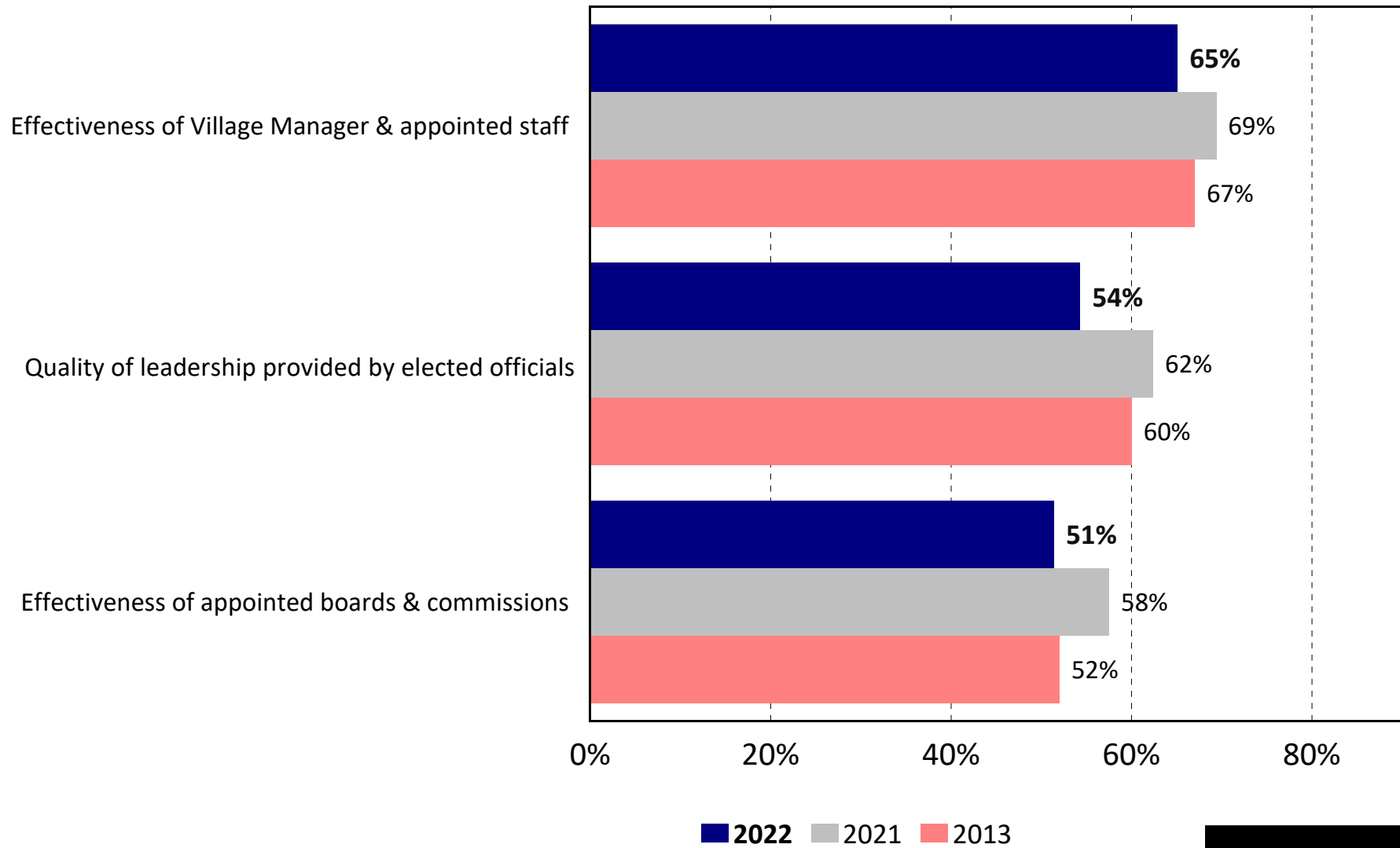
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)





# Q29. Satisfaction with Village Leadership 2022, 2021 & 2013

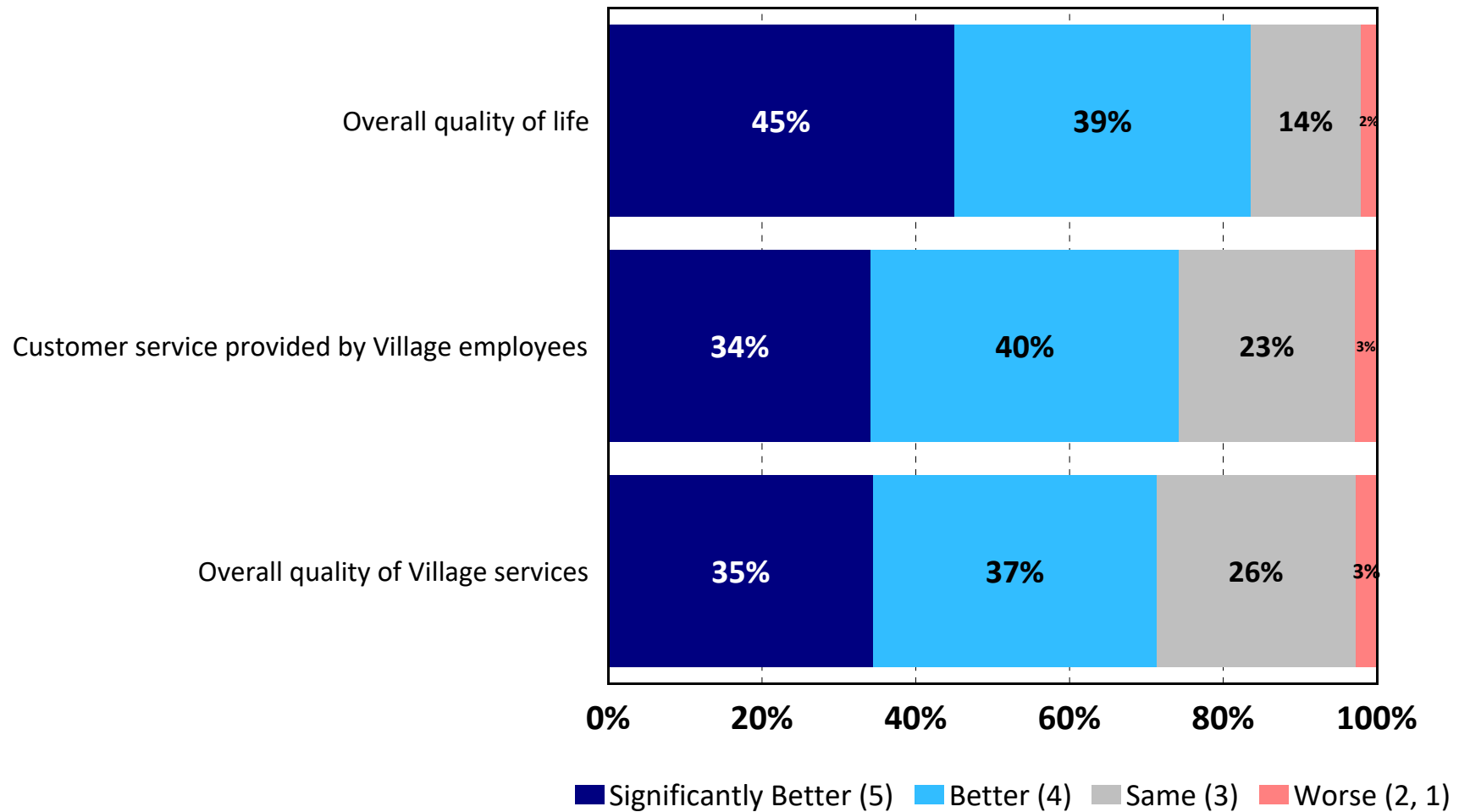
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



**TRENDS**

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

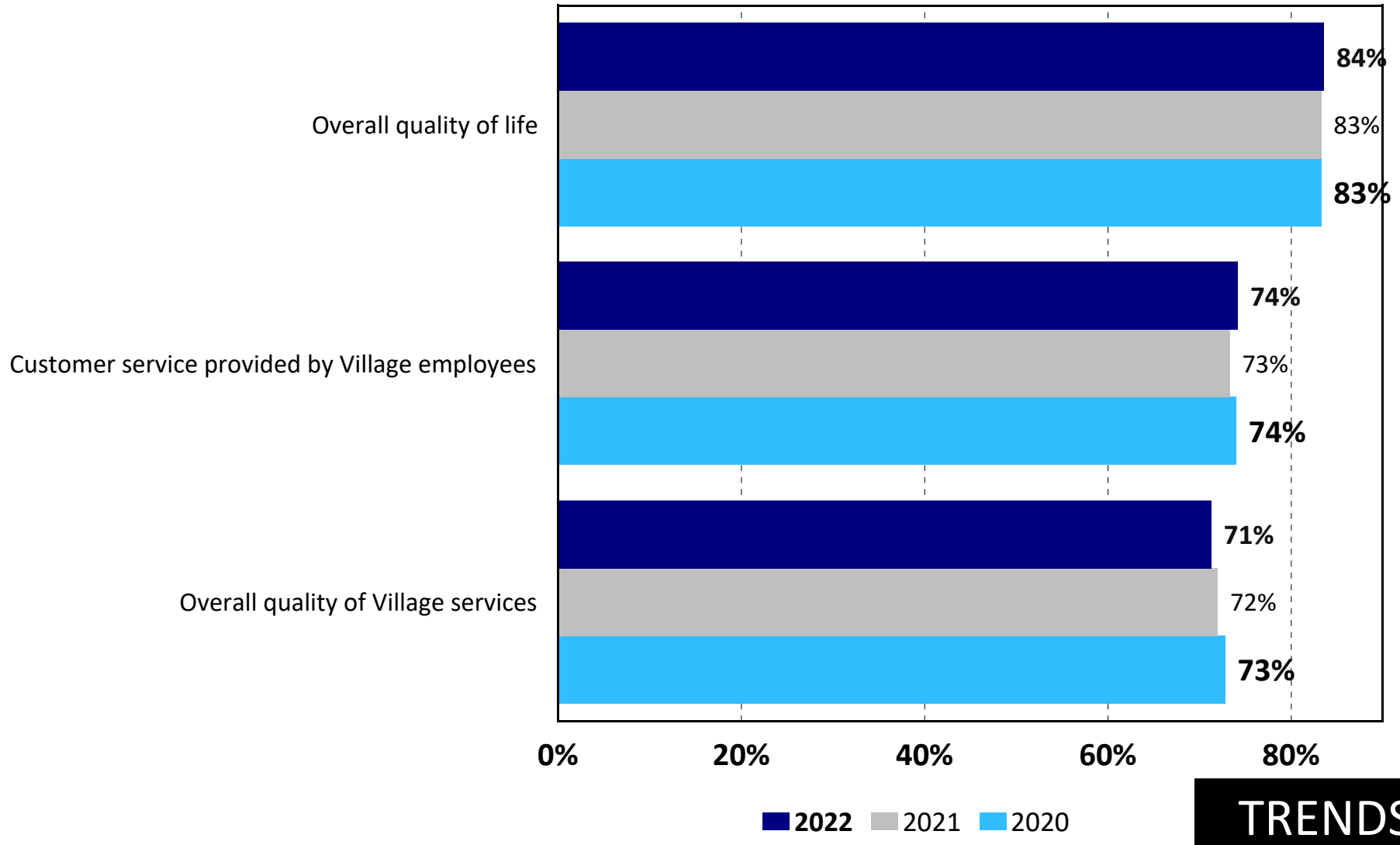
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



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

## 2022, 2021 & 2020

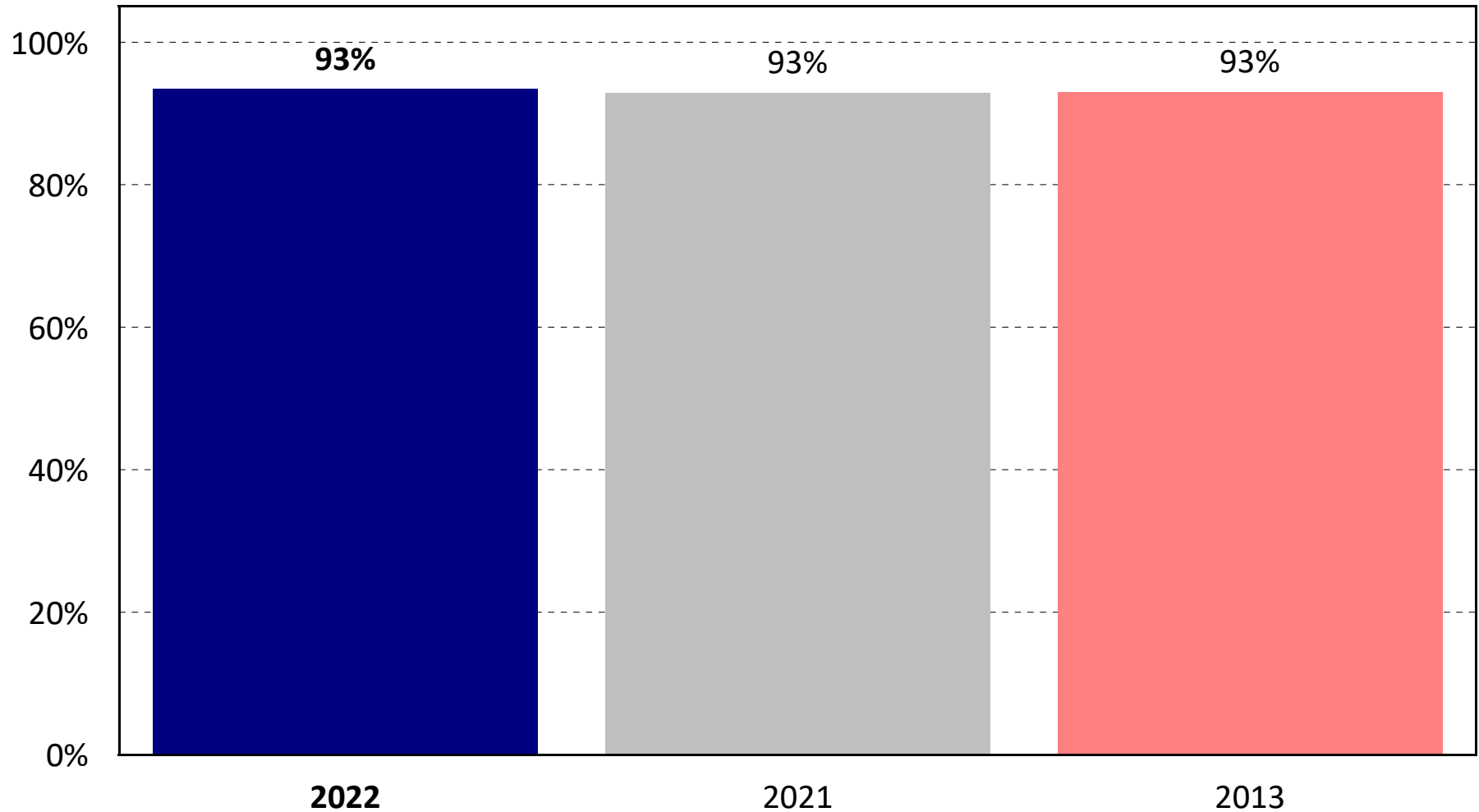
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")



**TRENDS**

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

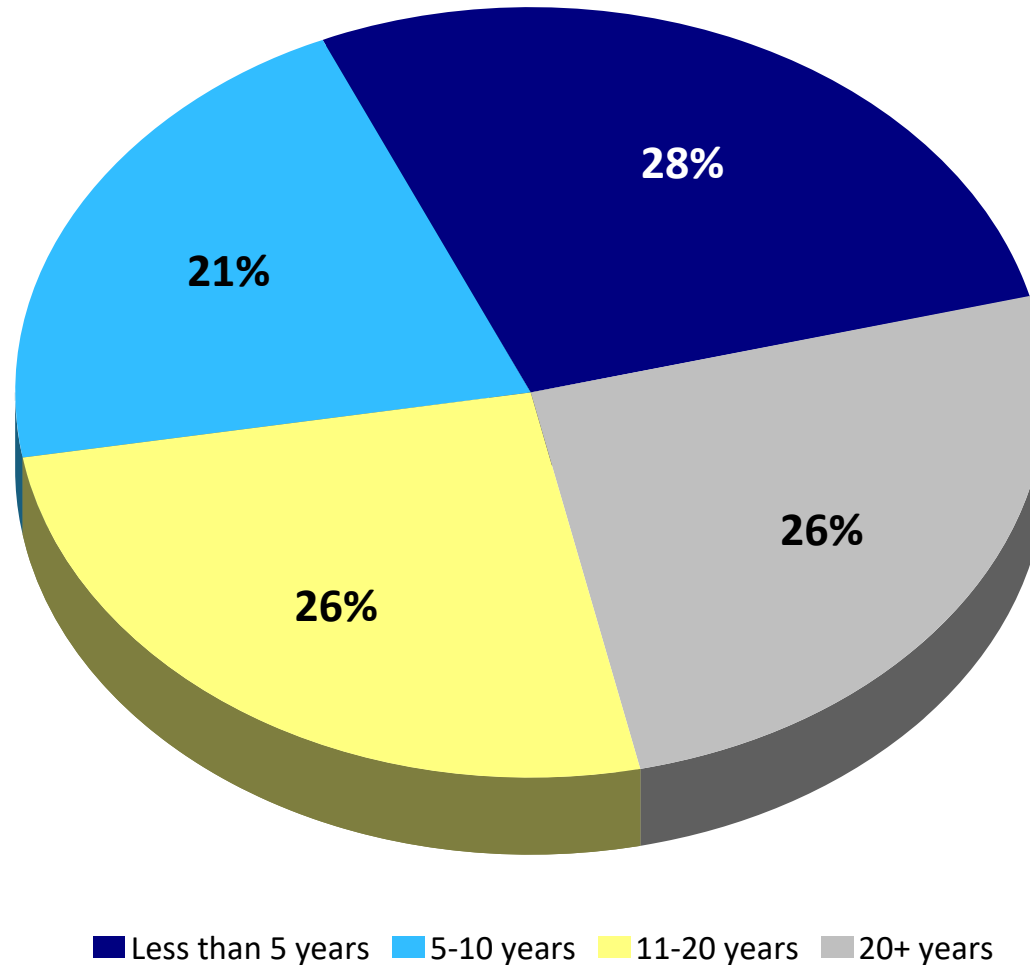
by percentage of respondents who answered "yes" (excluding "not provided")



**TRENDS**

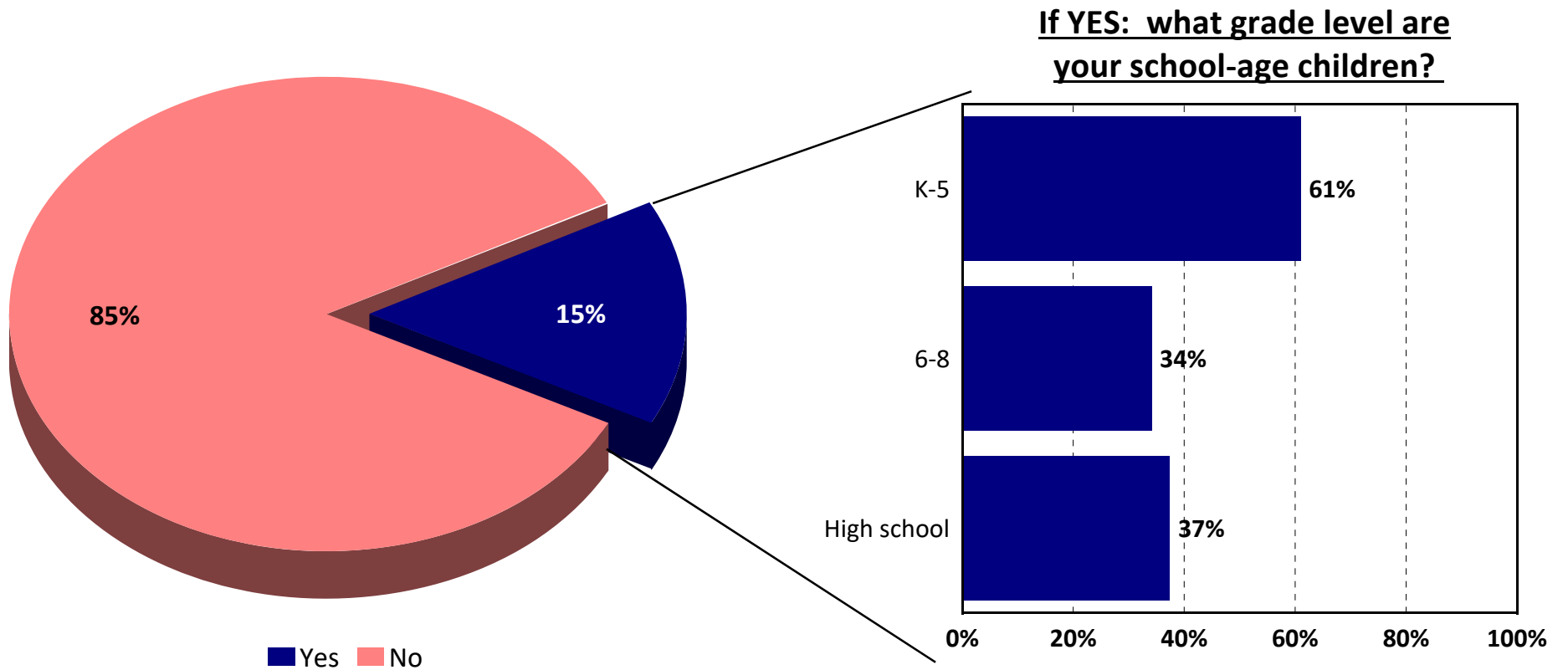
# Demographics: Approximately how many years have you lived in the Village of Pinehurst?

by percentage of respondents (excluding "not provided")



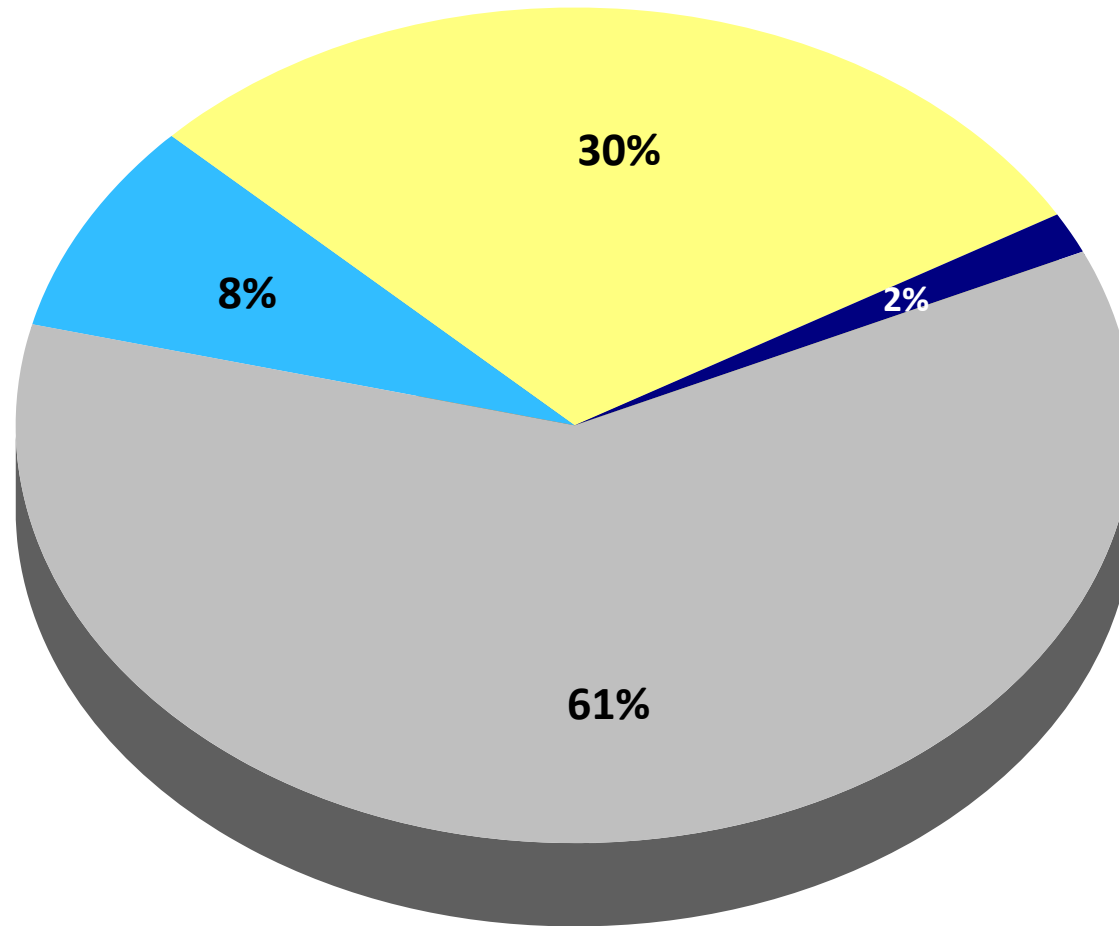
# Demographics: Do you have school age children (grades K-12) living at home?

by percentage of respondents



# Demographics: Current Employment Status

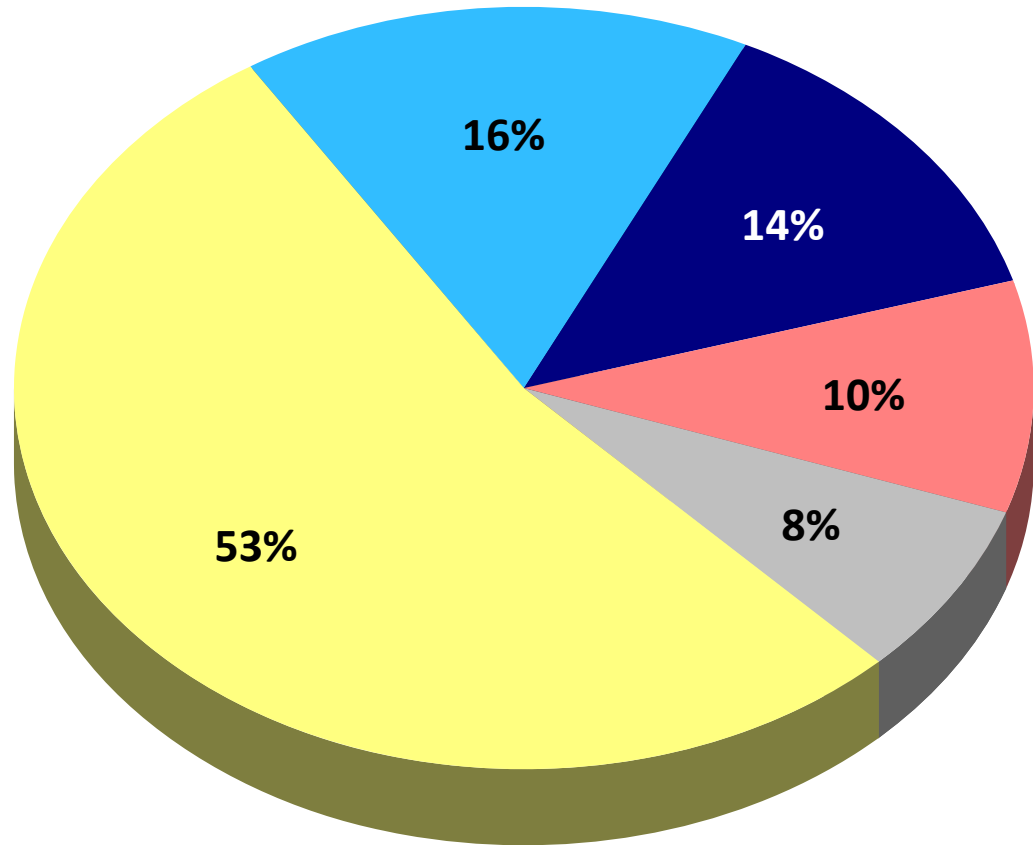
by percentage of respondents (excluding "not provided")



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

# Demographics: Age of Respondents

by percentage of respondents (excluding “not provided”)

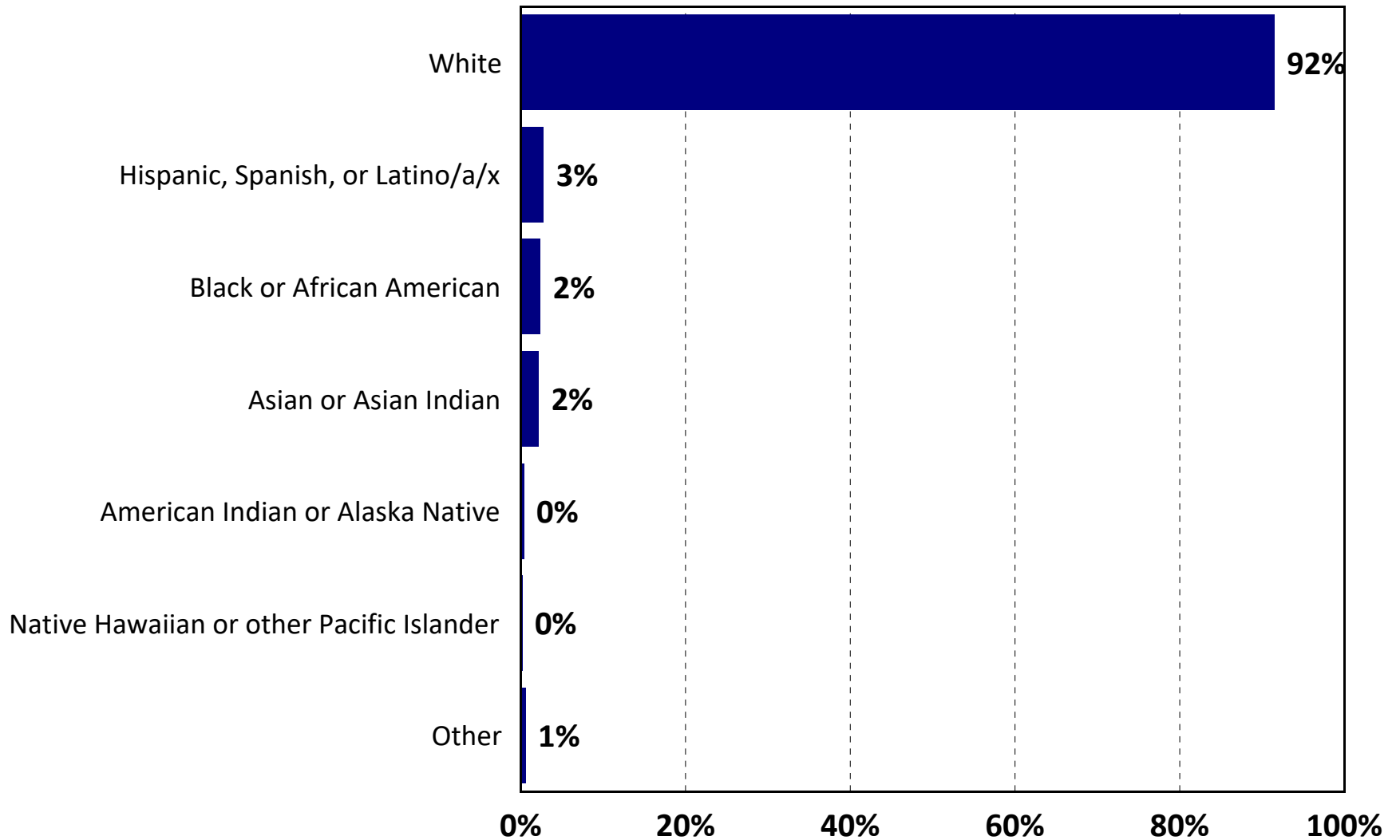


■ Under 35 years ■ 35-44 years ■ 45-54 years ■ 55-64 years ■ 65+ years



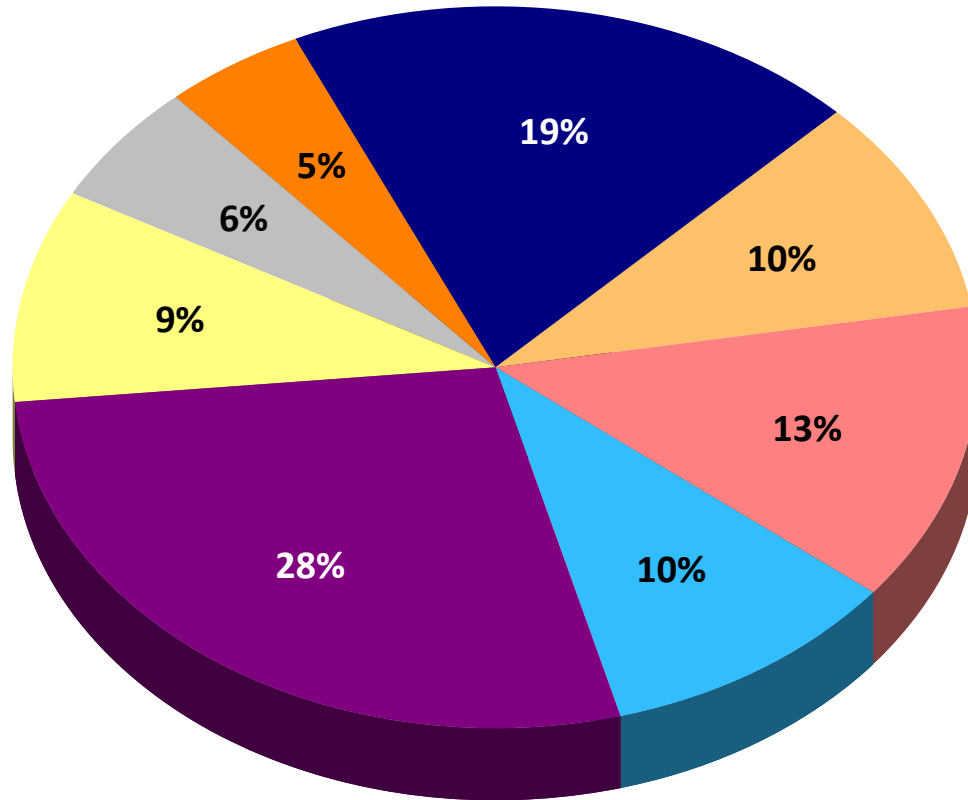
# Demographics: Which of the following best describes your race?

by percentage of respondents (multiple selections could be made)



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

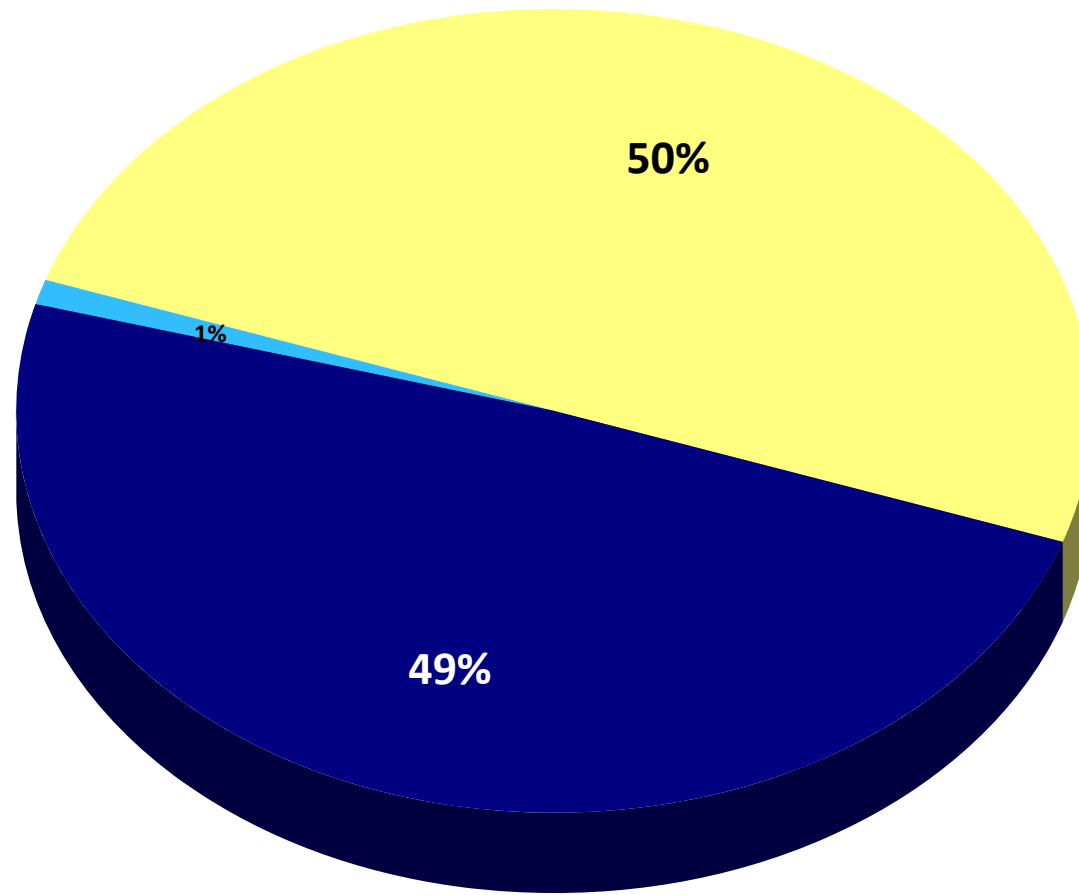
by percentage of respondents (excluding "not provided")



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

# Demographics: Gender

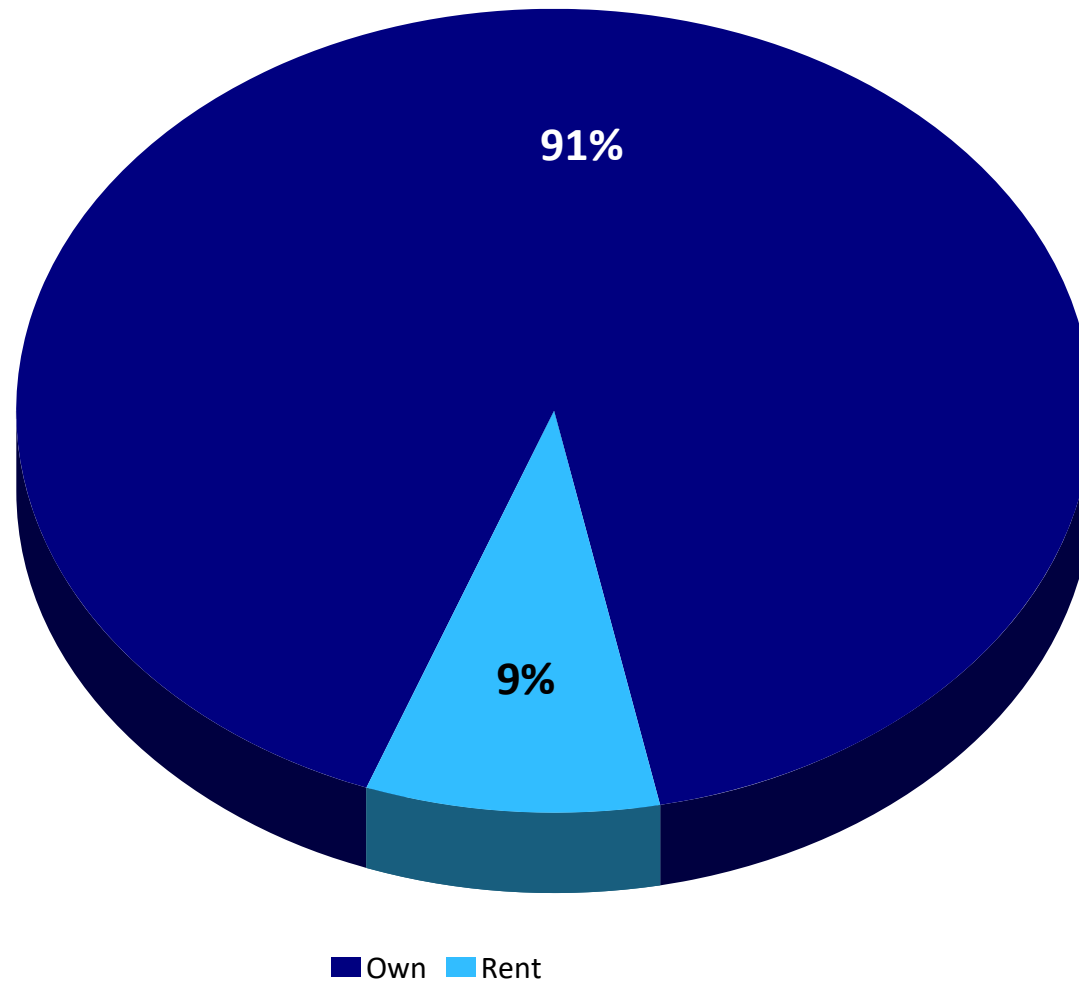
by percentage of respondents (excluding “not provided”)



- Male
- Female
- Non-binary or prefer to self-describe

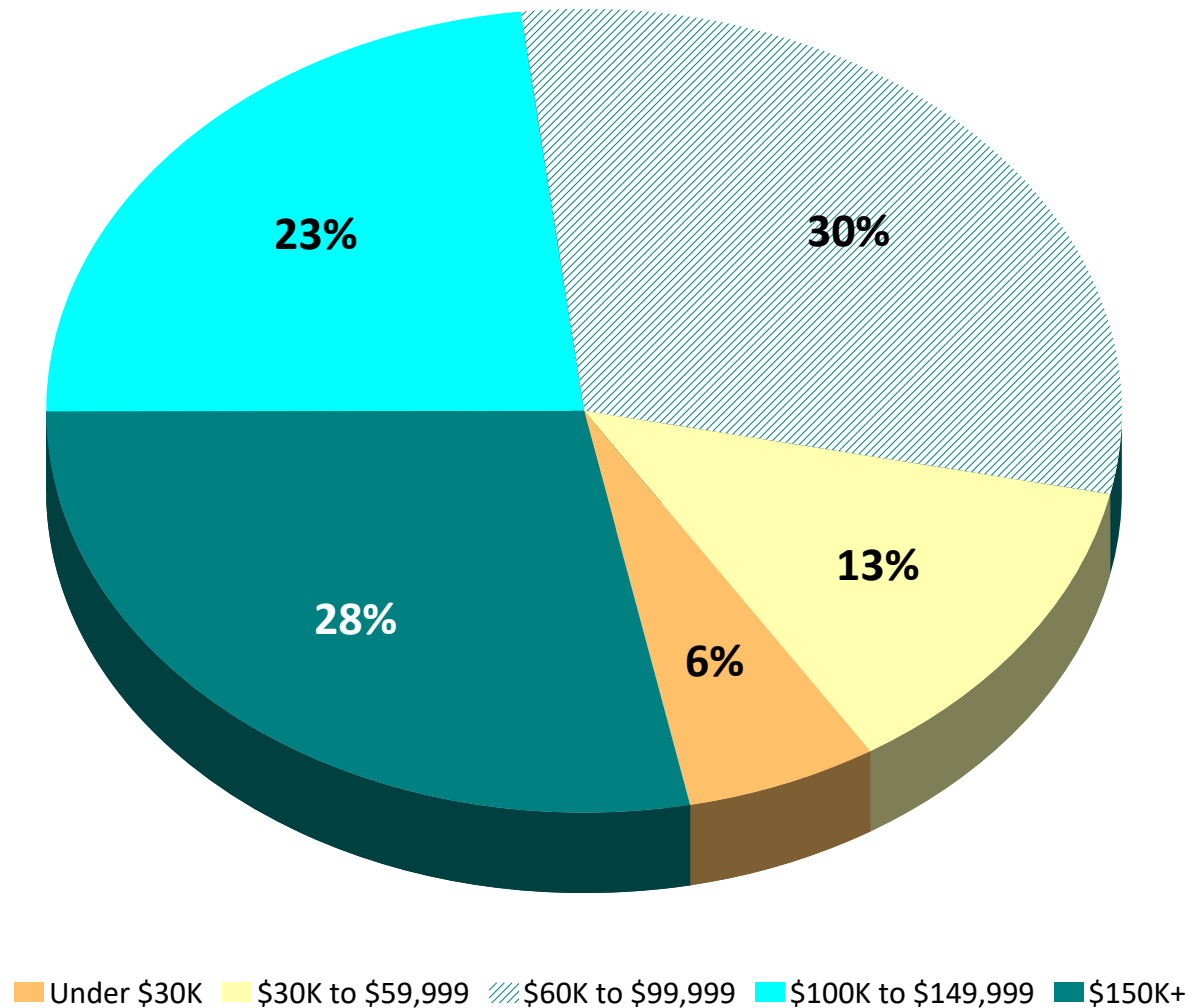
# Demographics: Do you own or rent your current address?

by percentage of respondents (excluding "not provided")



# Demographics: Total Annual Household Income

by percentage of respondents (excluding "not provided")







# 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 fall of 2021 to a random sample of more than 9,000 residents across the United States, (2) a regional survey administered during the fall of 2021 to a random sample of 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 42 communities with populations of fewer than 30,000 residents between January 2021 and September 2022. The average shown in the performance range charts is the average rating of the 42 communities listed below:

- Addison, Texas
- Andover, Kansas
- Atchison, Kansas
- Belleair, Florida
- Belton, Missouri
- Branson, Missouri
- Brooklyn, Ohio
- Carrboro, North Carolina
- Clayton, Missouri
- Creve Coeur, Missouri
- Des Peres, Missouri
- Dumfries, Virginia
- Edgerton, Kansas
- Emporia, Kansas
- Fountain Hills, Arizona
- Fruita, Colorado
- Gulf Shores, Alabama
- Harrisonville, Missouri
- Hillsborough, North Carolina
- Hutto, Texas
- Johnston, Iowa
- Key Biscayne, Florida
- Kirkwood, Missouri
- Lake Wales, Florida
- Lebanon, Missouri
- Maplewood, Missouri
- Merriam, Kansas
- Mission, Kansas
- New Fairview, Texas
- Norwalk, Iowa
- Palmetto Bay, Florida
- Pelham, Alabama
- Pitkin County, Colorado
- Platte City, Missouri
- Port Washington, Wisconsin
- Raymore, Missouri
- Rifle, Colorado
- Roeland Park, Kansas
- Scarborough, Maine
- Smithville, Missouri
- Weldon Spring, Missouri
- Westlake, Texas



# 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 survey administered by ETC Institute during the fall of 2021. The “National Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 9,000 residents, and the “Atlantic Region” reflects the results of the survey of 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*<sup>®</sup> Survey since January 2021. 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.

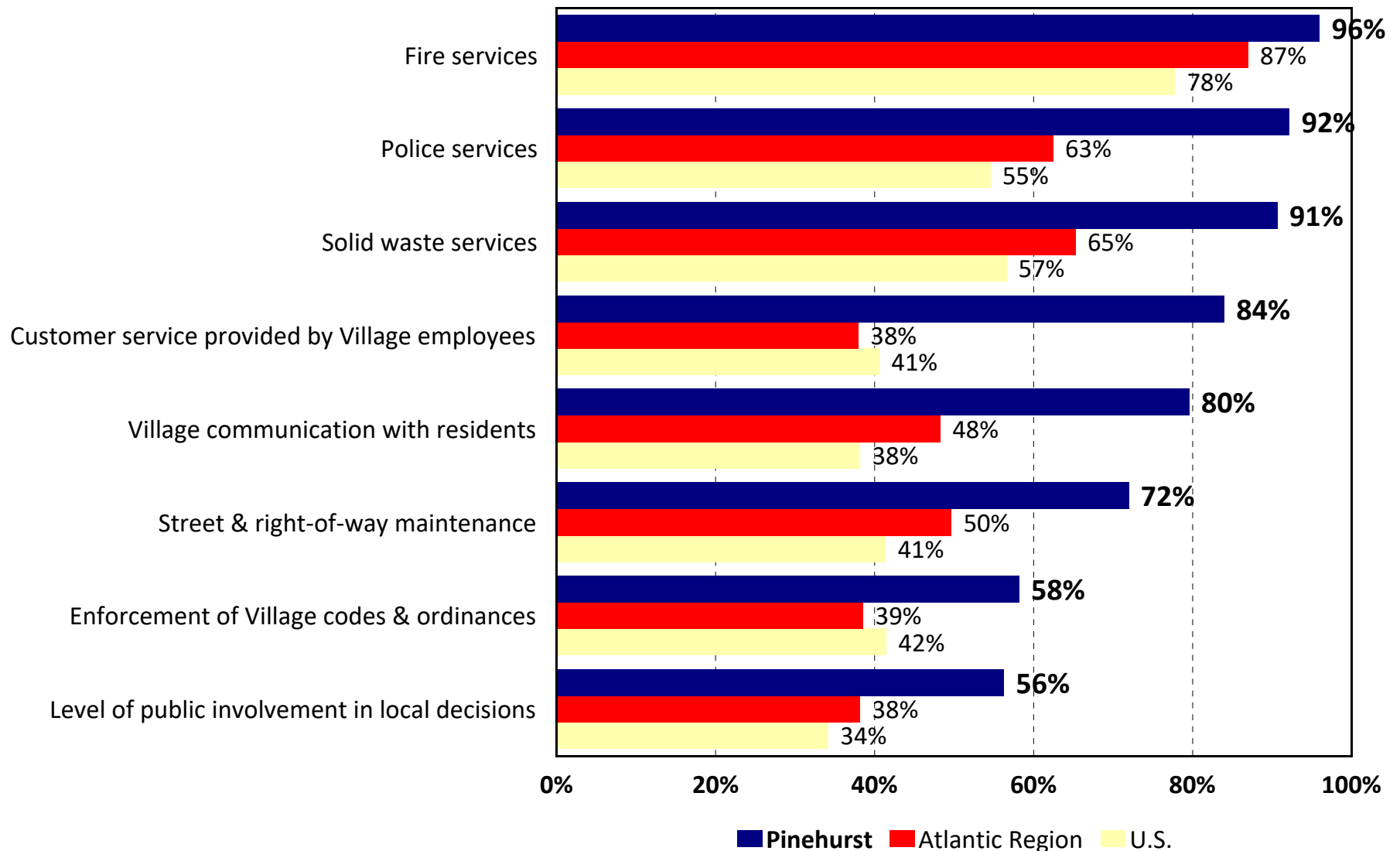
# National Benchmarks

**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.

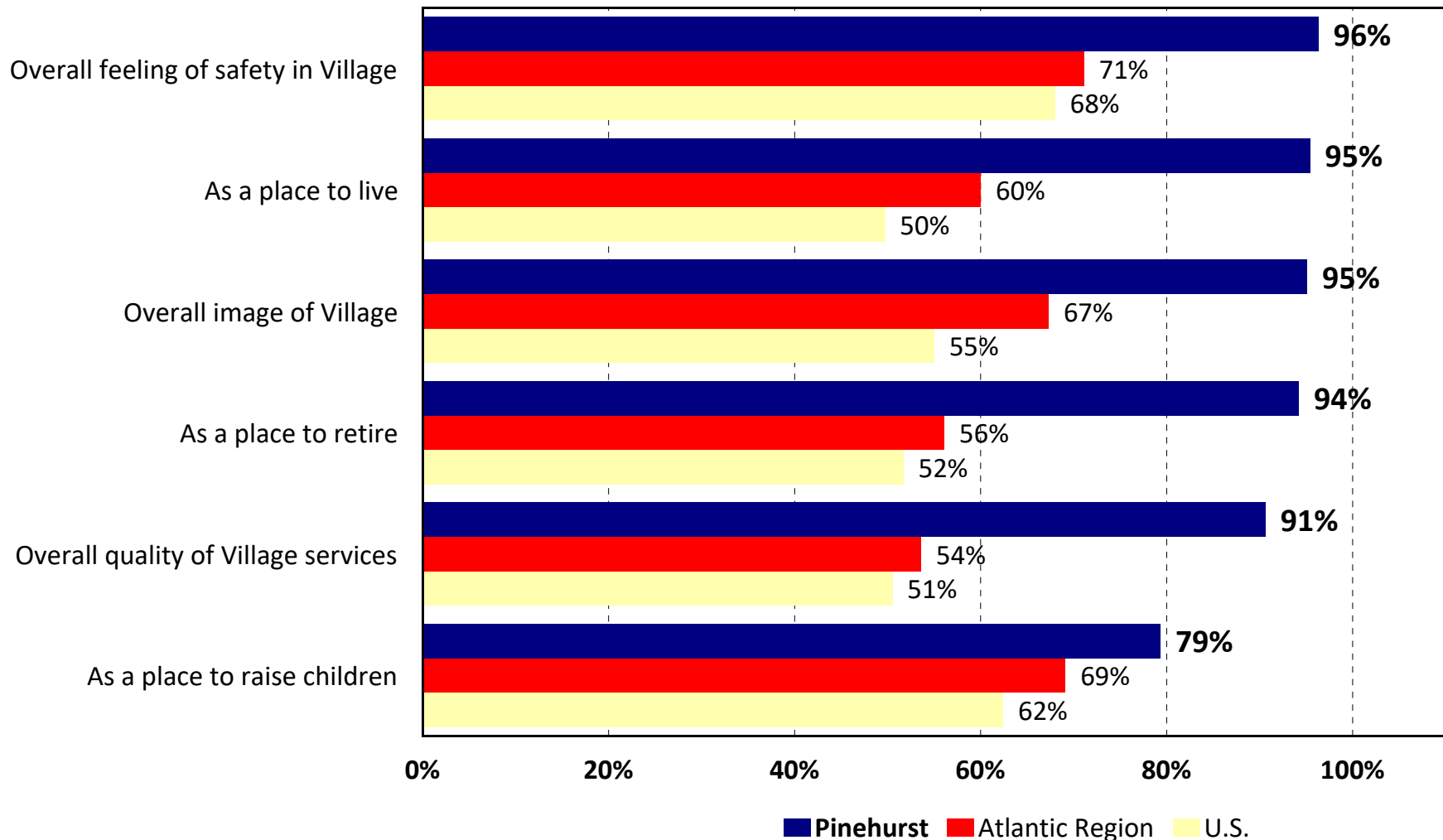
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



# Satisfaction with Issues that Influence Perceptions of the Village

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

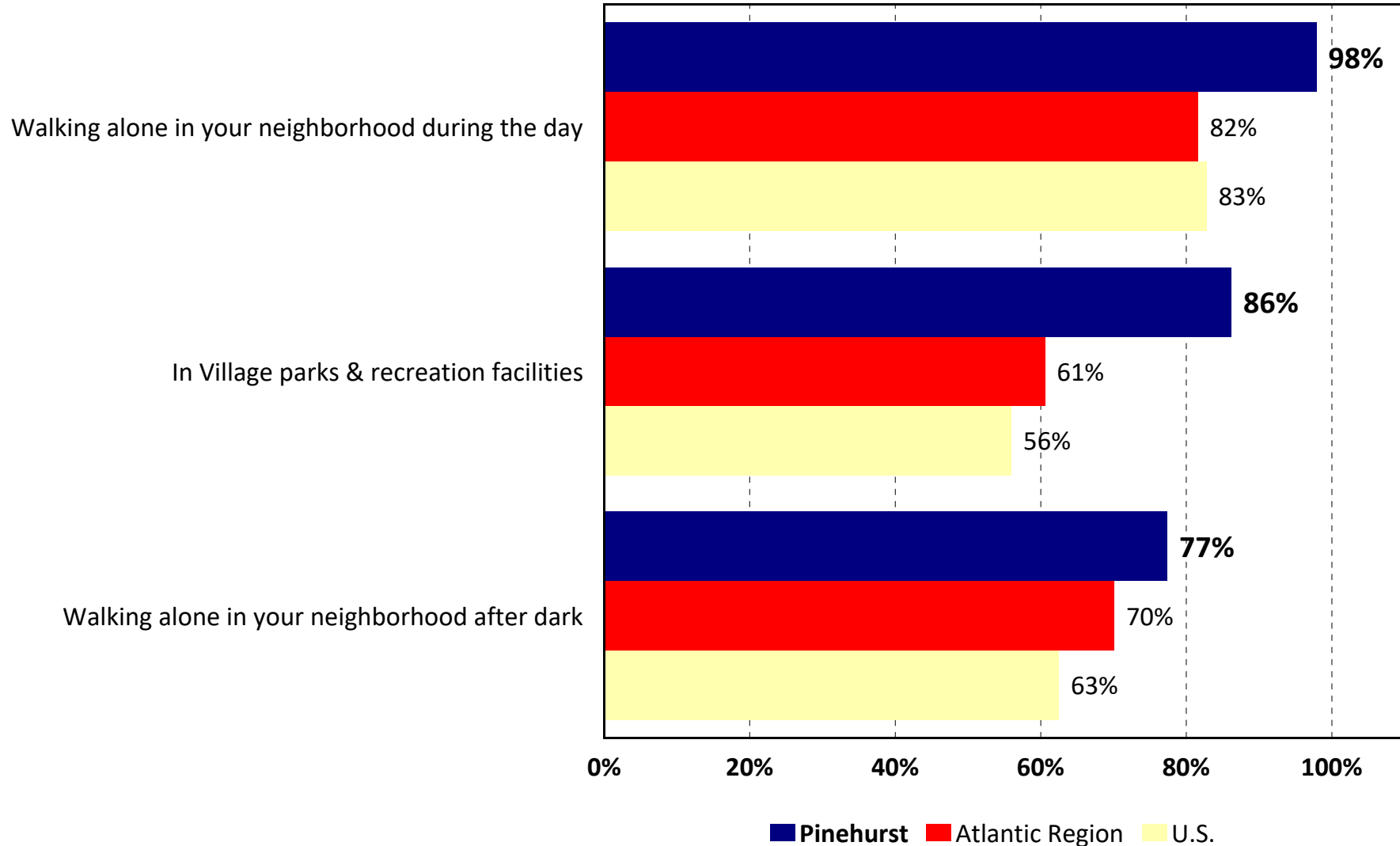
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding no opinion)



# Overall Perceptions of Safety and Security

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

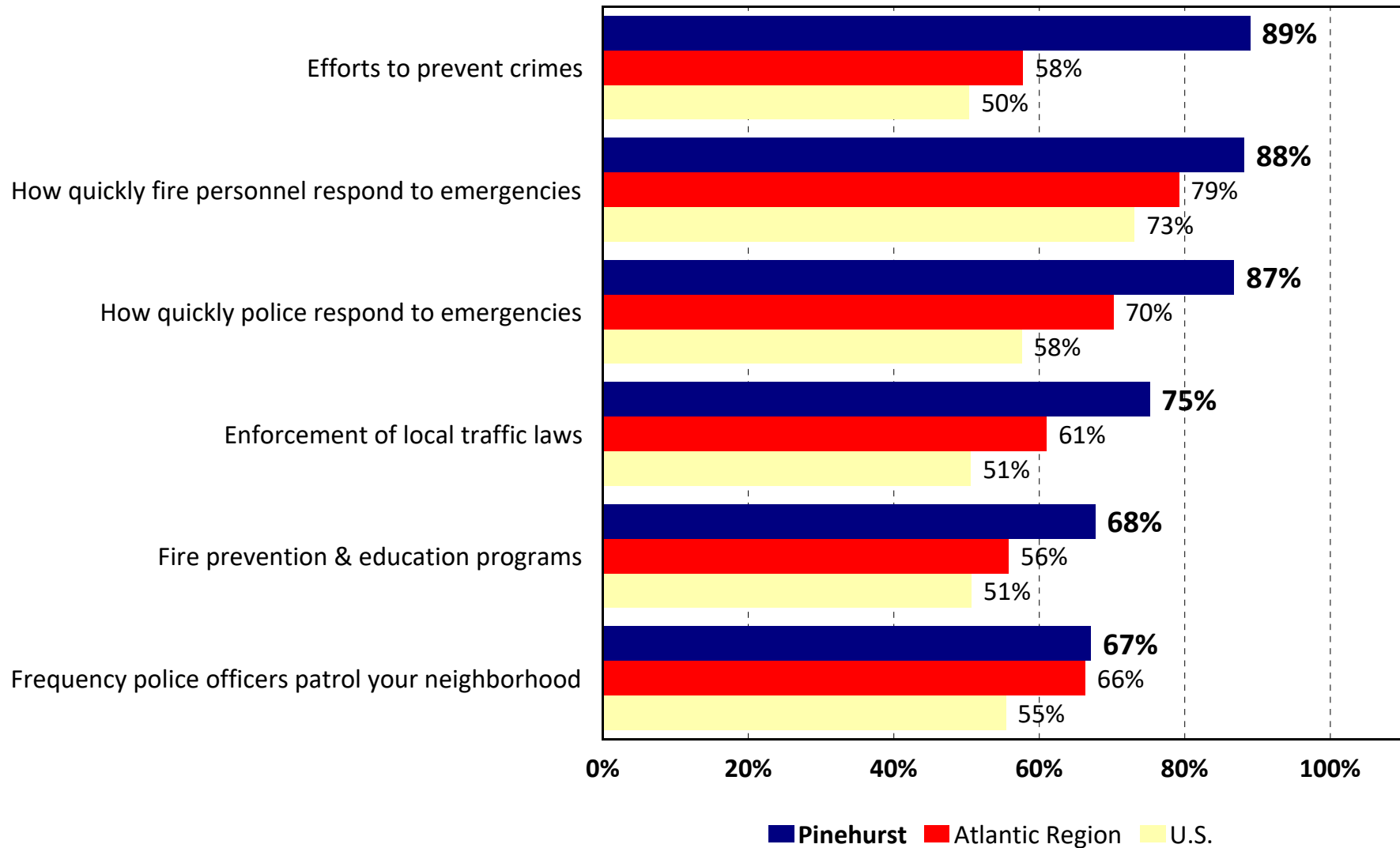
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



# Overall Satisfaction with Public Safety Services

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

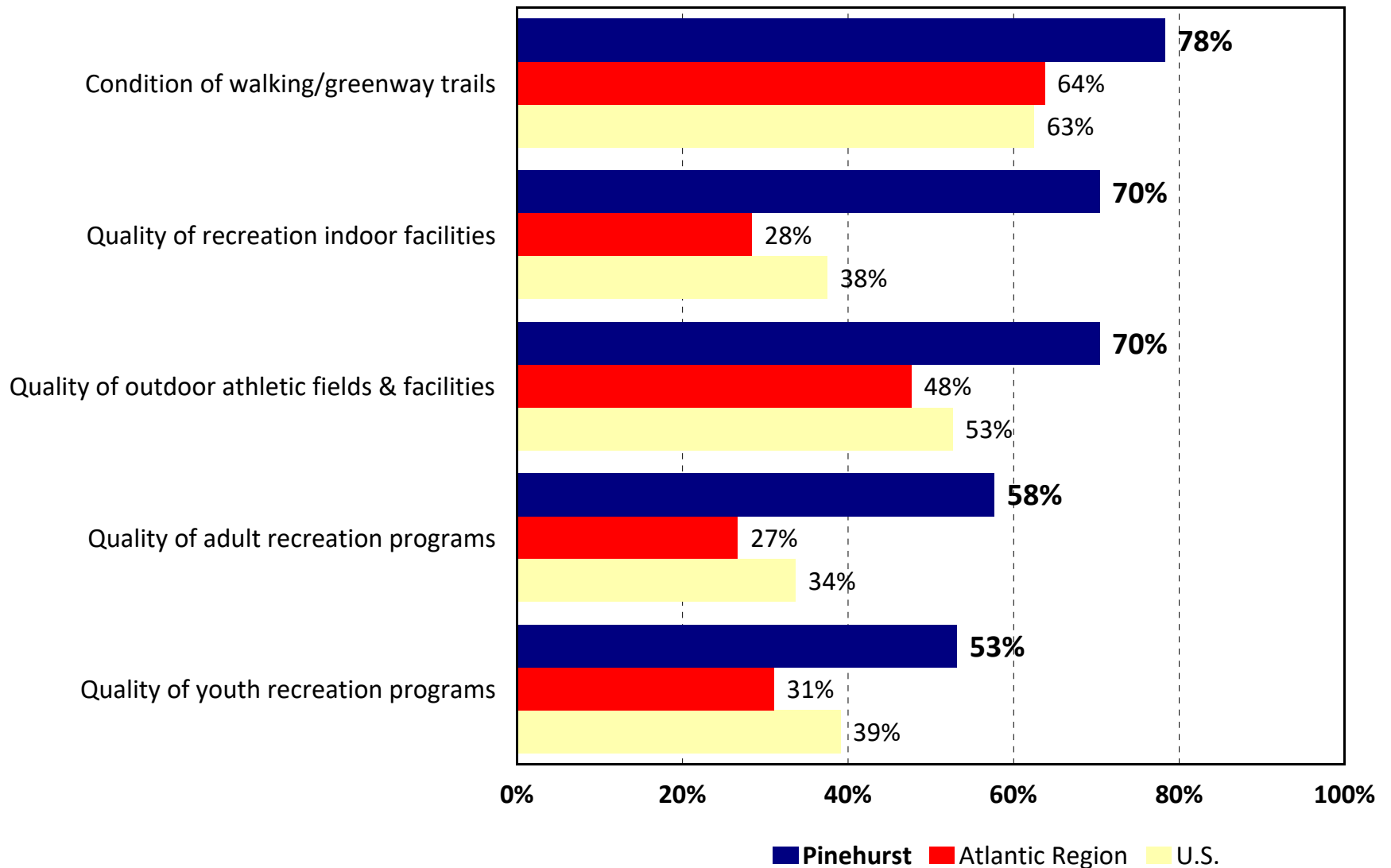
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



# Overall Satisfaction with Cultural and Recreation Services

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

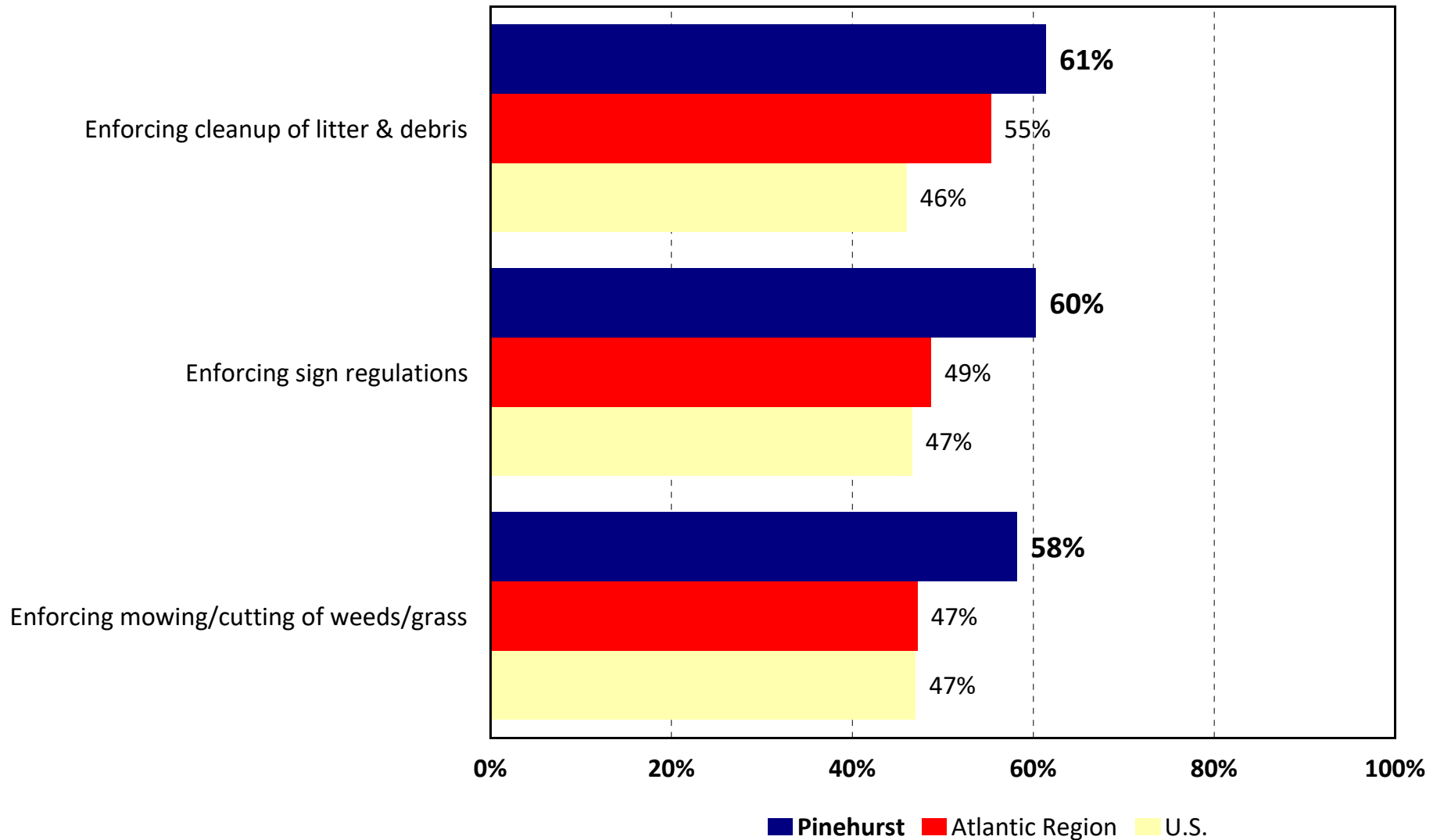
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



# 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)

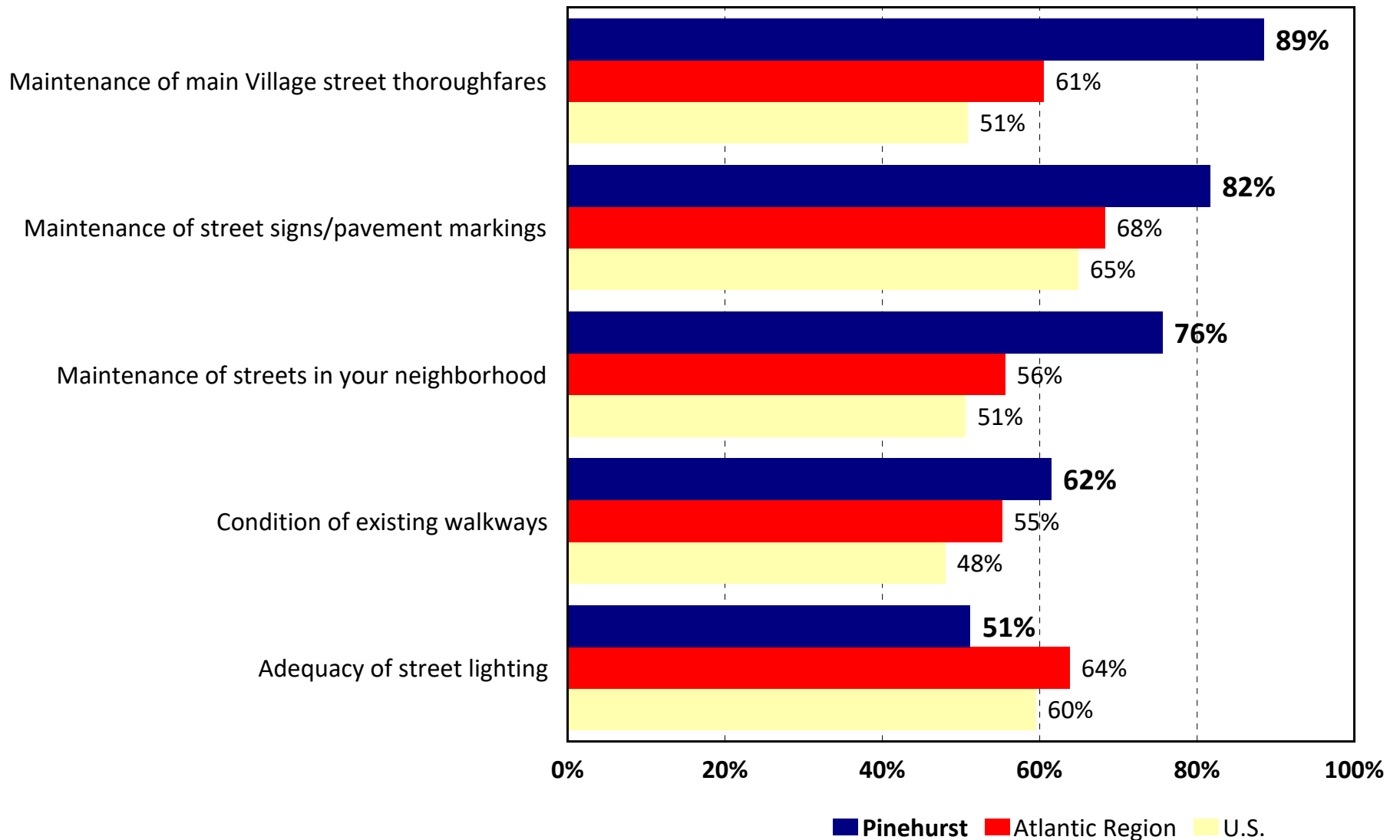




# Overall Satisfaction with Transportation Services

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

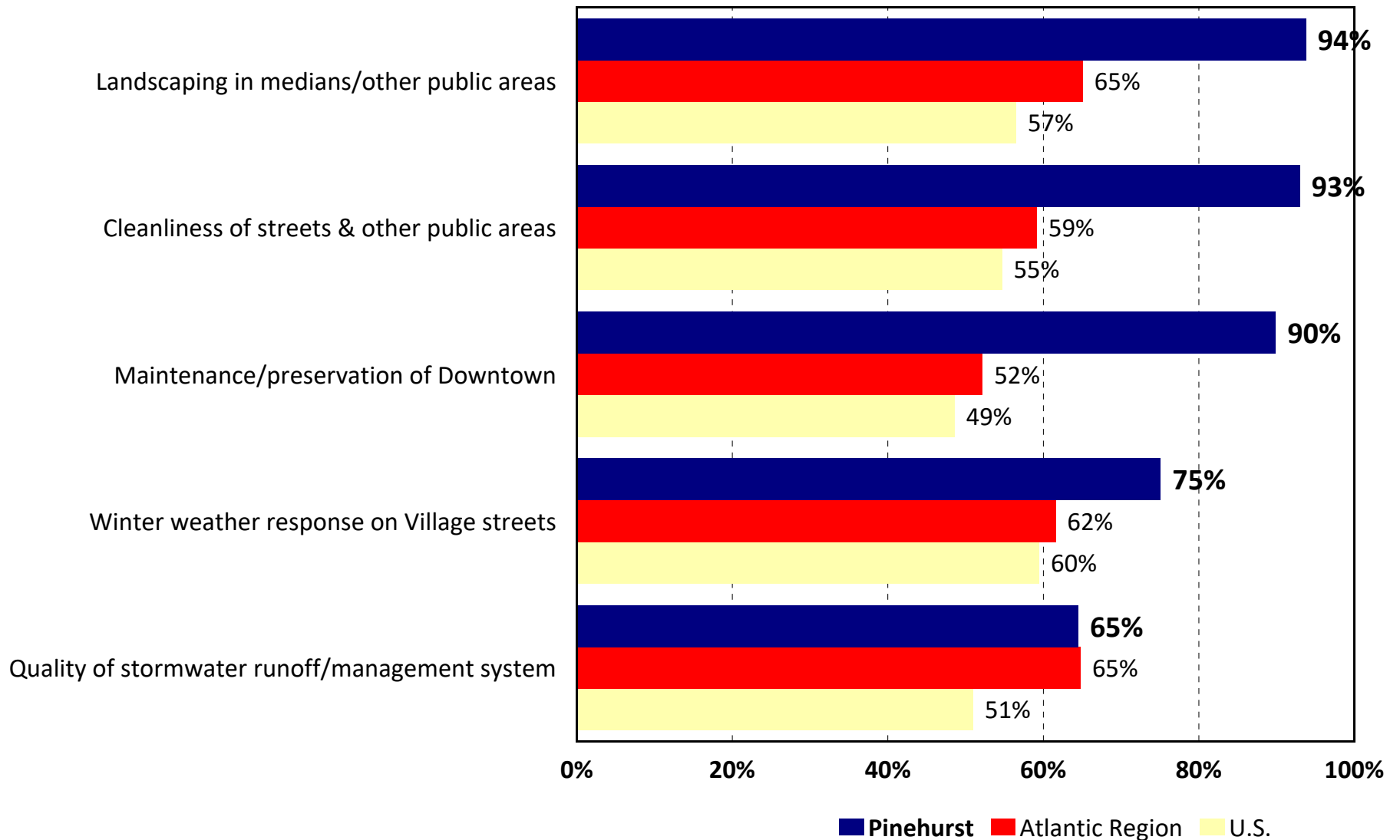
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



# Overall Satisfaction with Public Services

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

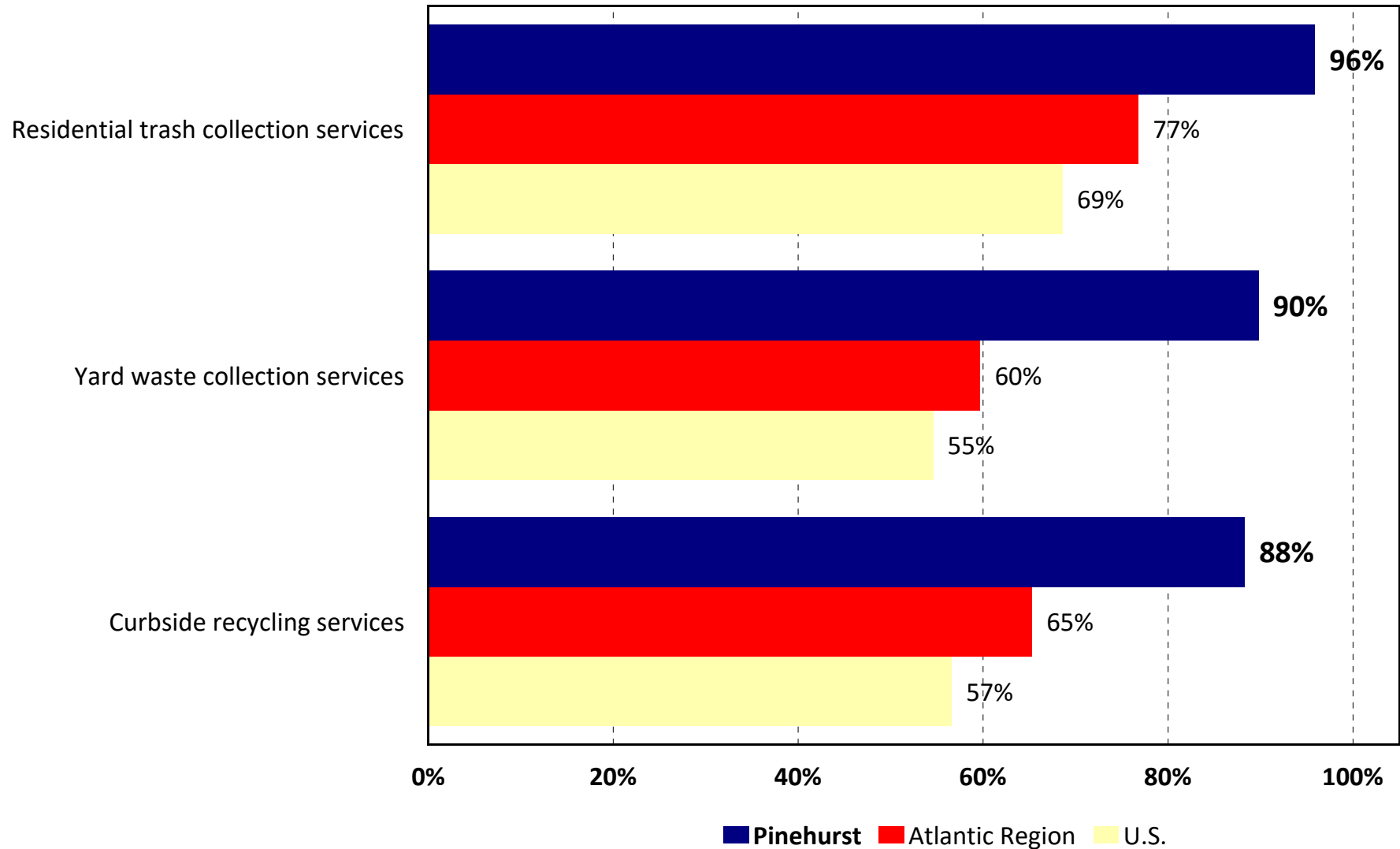
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



# Overall Satisfaction with Solid Waste Services

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

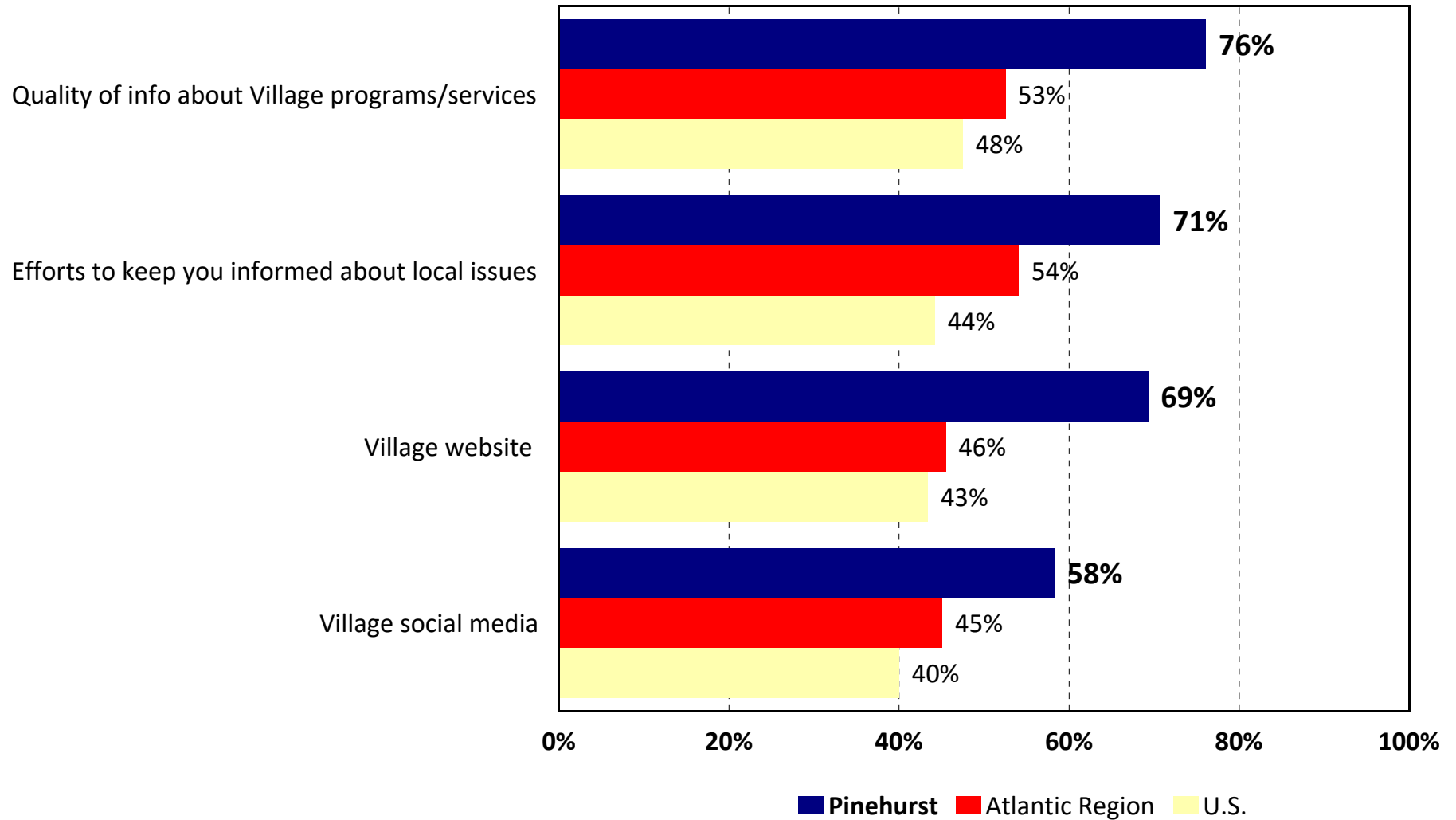
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



# Overall Satisfaction with Communication

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

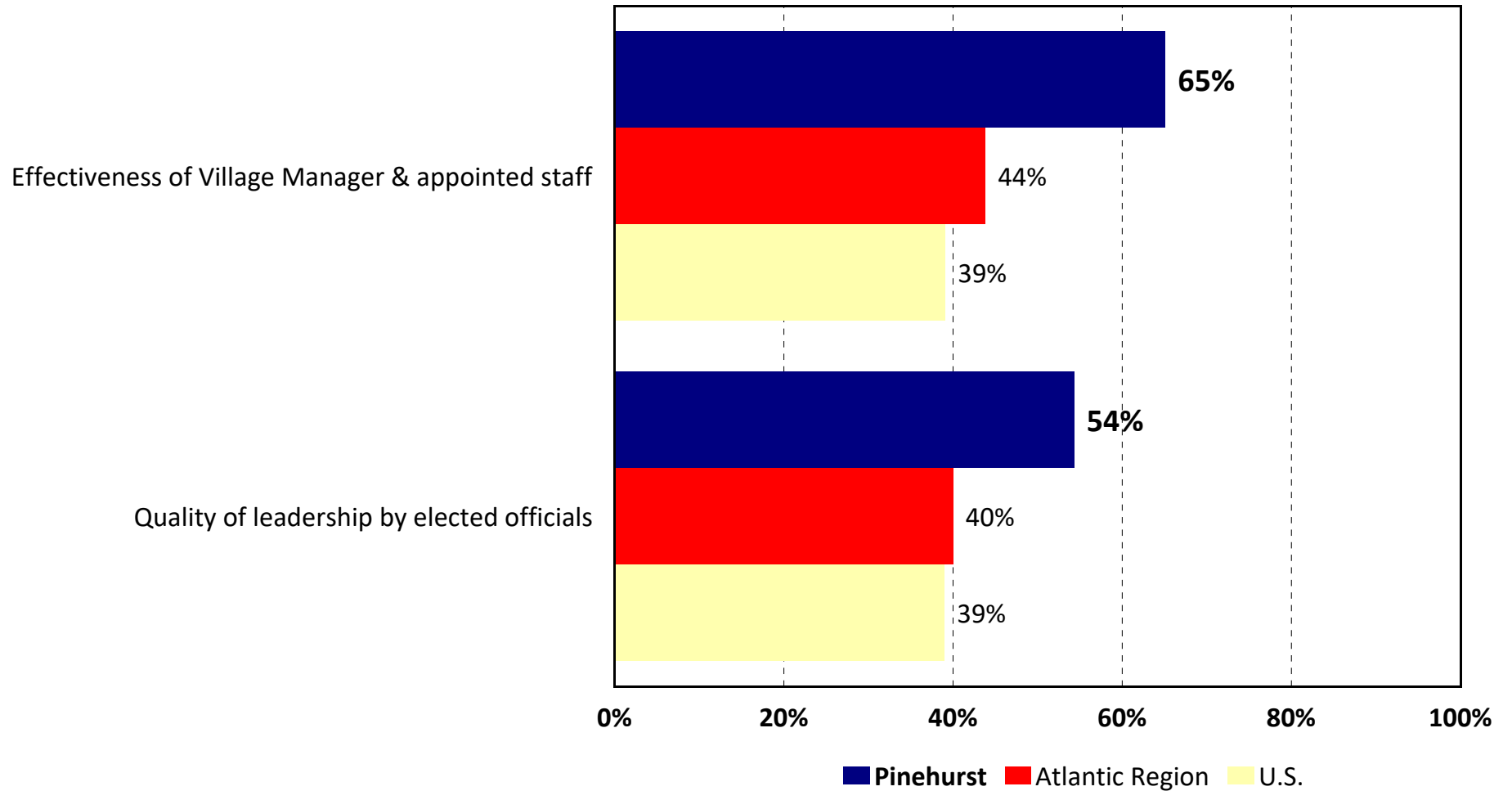
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



# Overall Satisfaction with Village Leadership

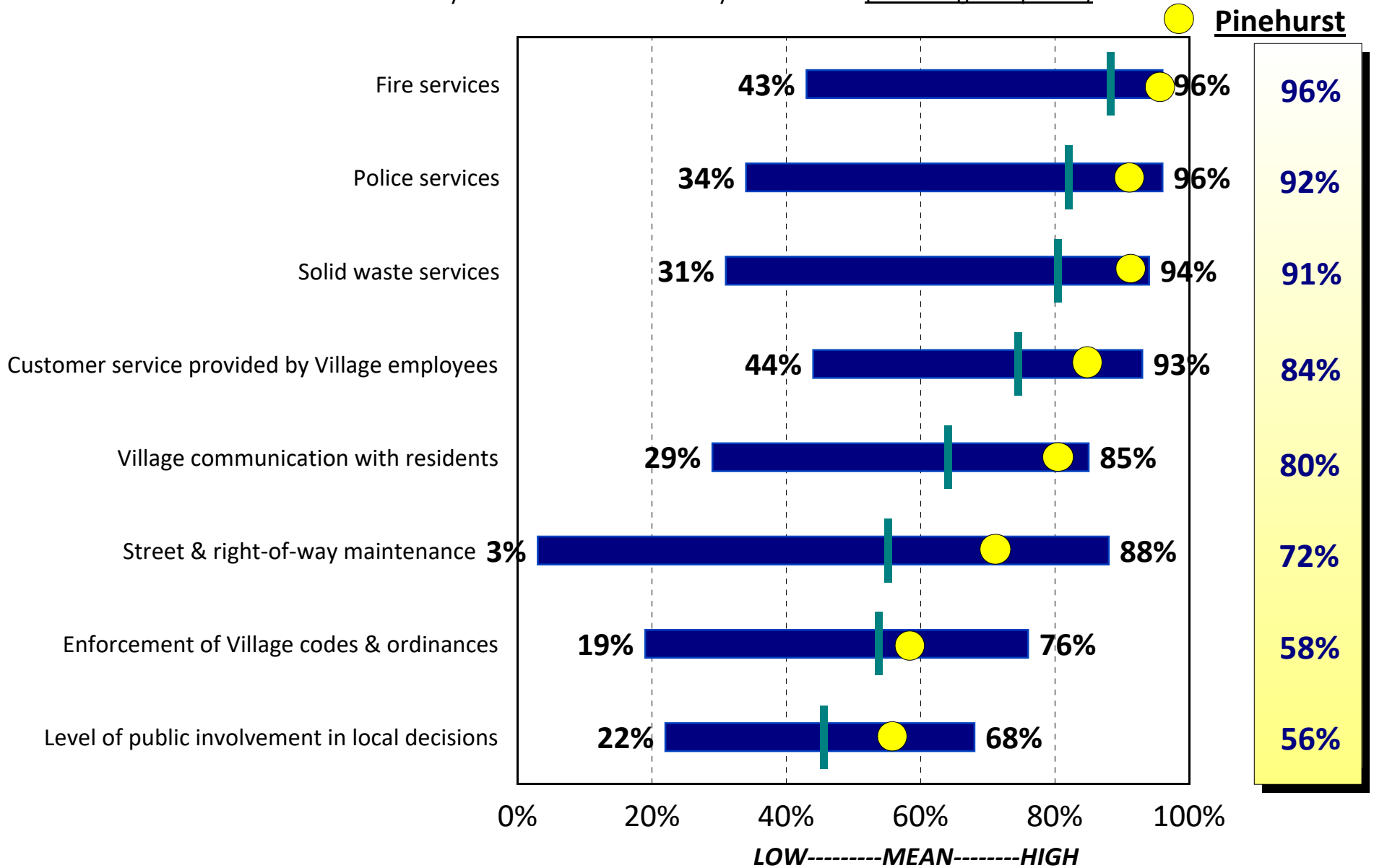
## Pinehurst vs. Atlantic Region vs. the U.S.

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)



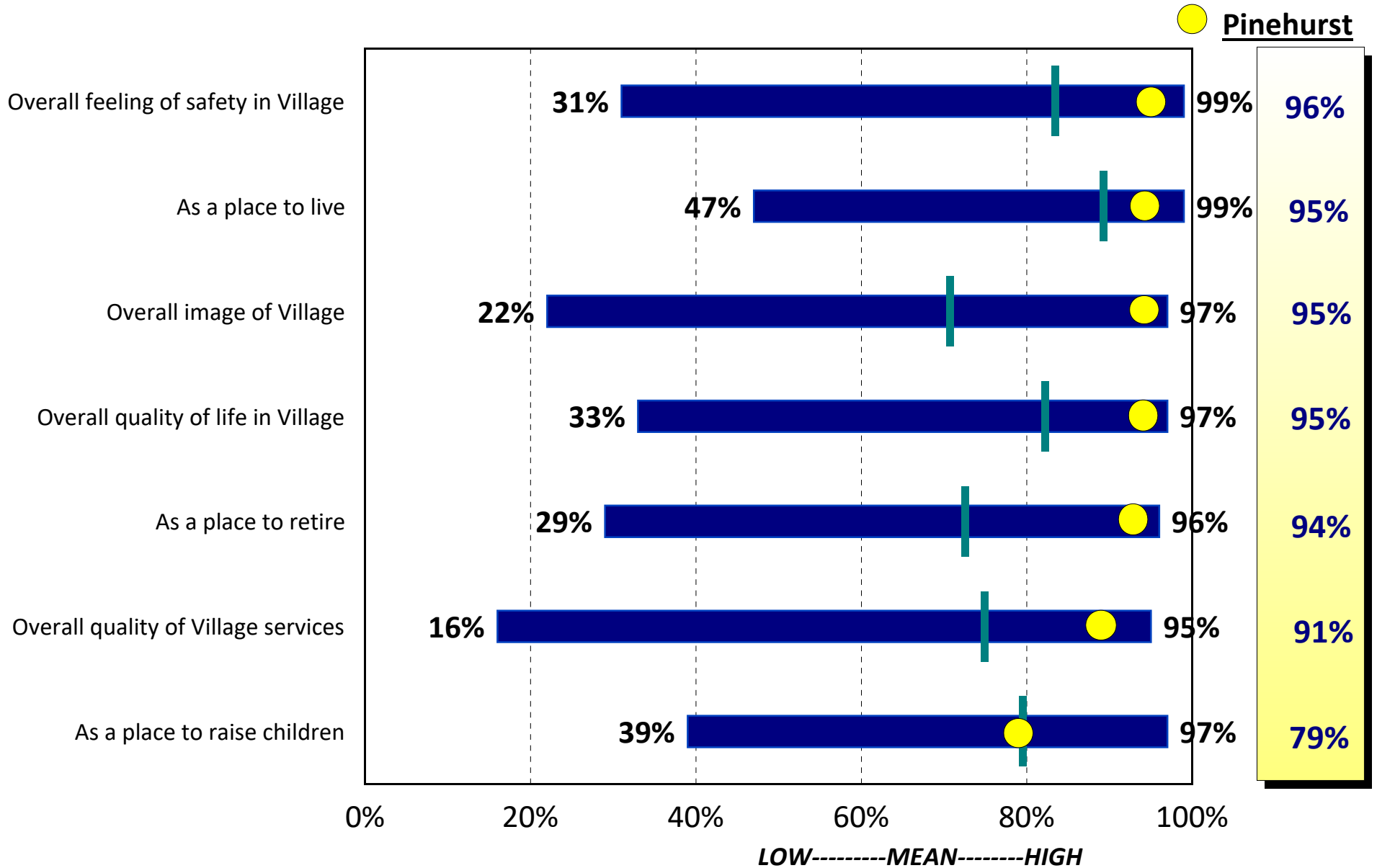
# Overall Satisfaction with Various Village Services

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)



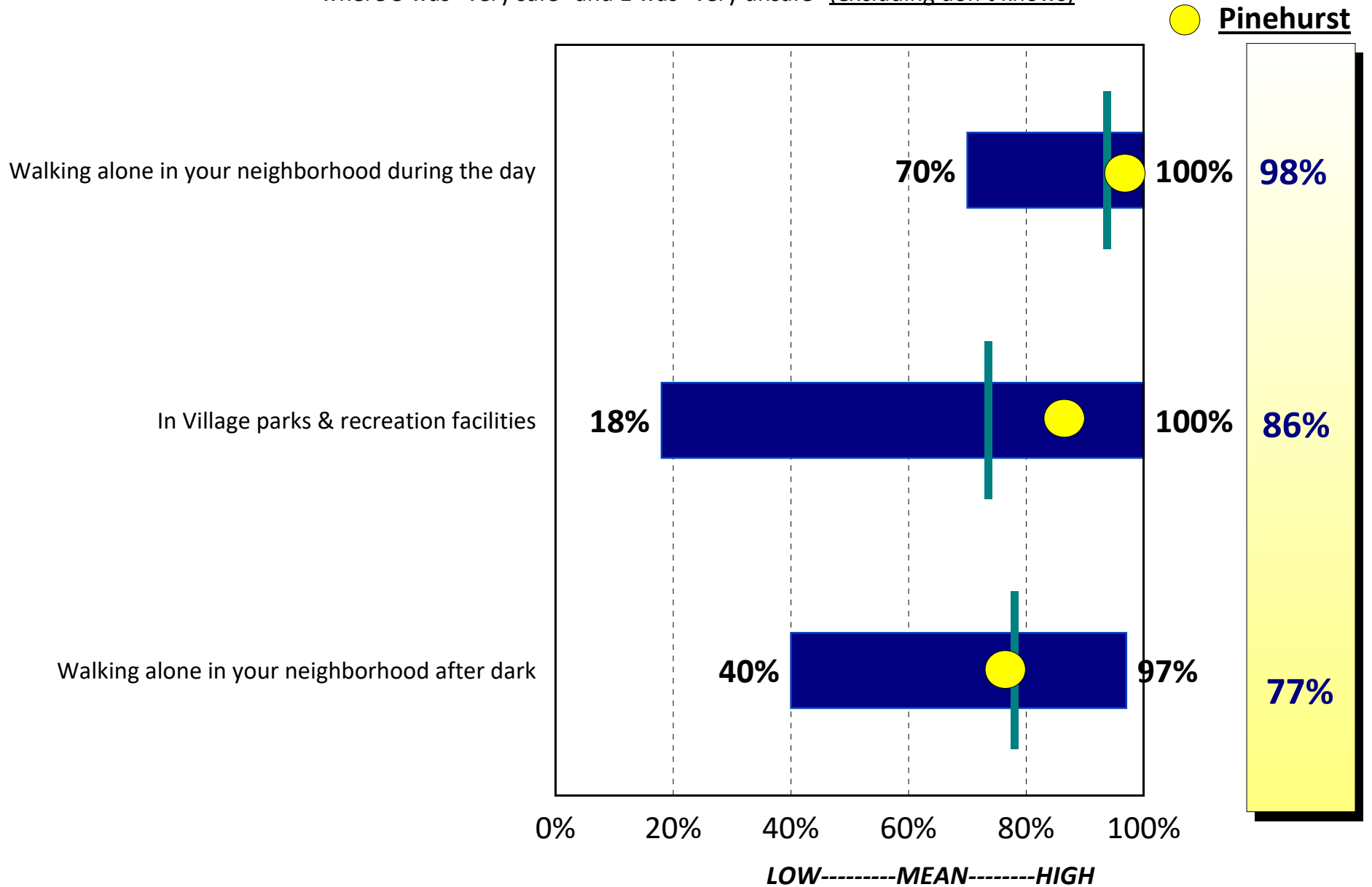
# Overall Perceptions of the Village

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)

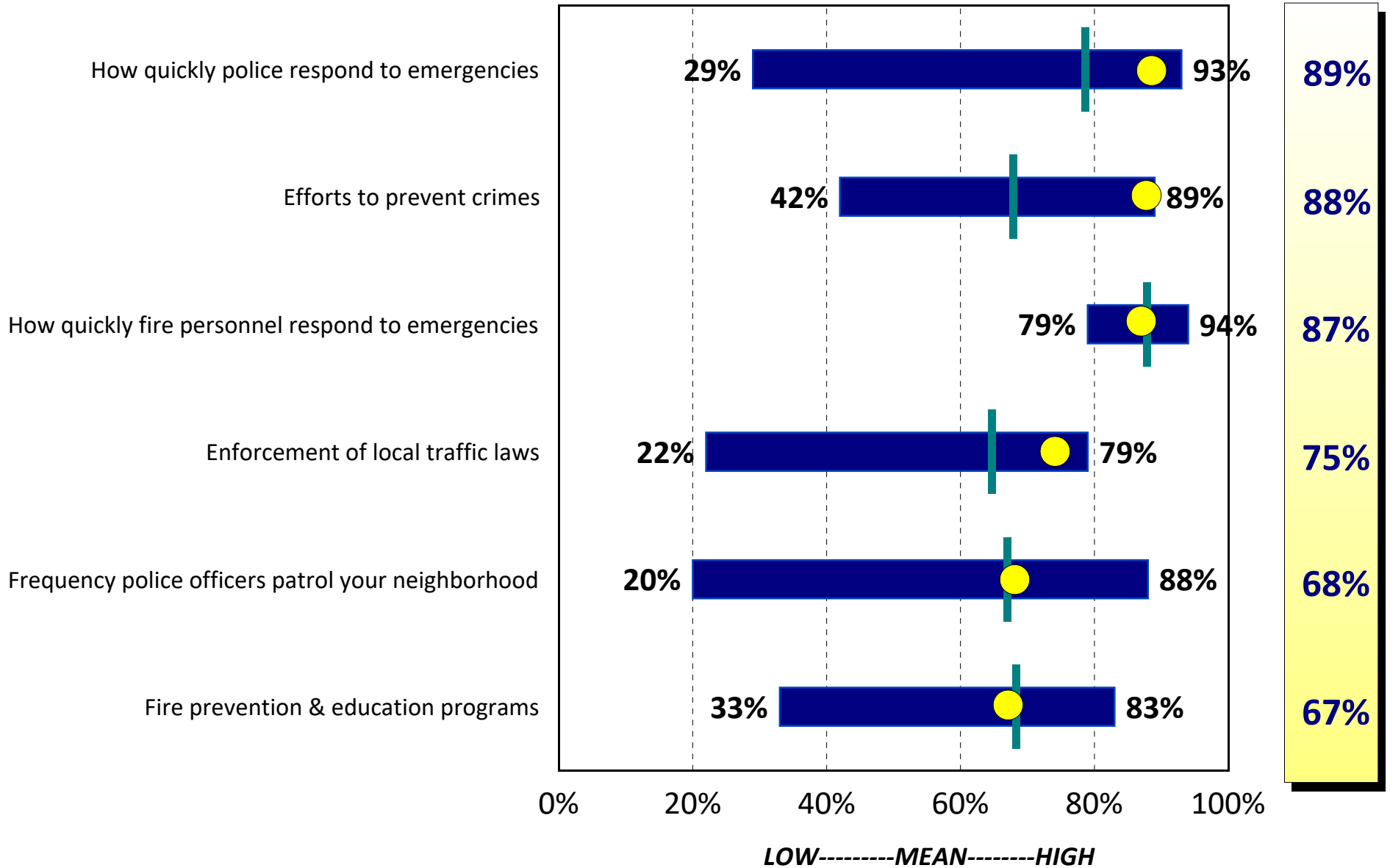




# Satisfaction with Public Safety

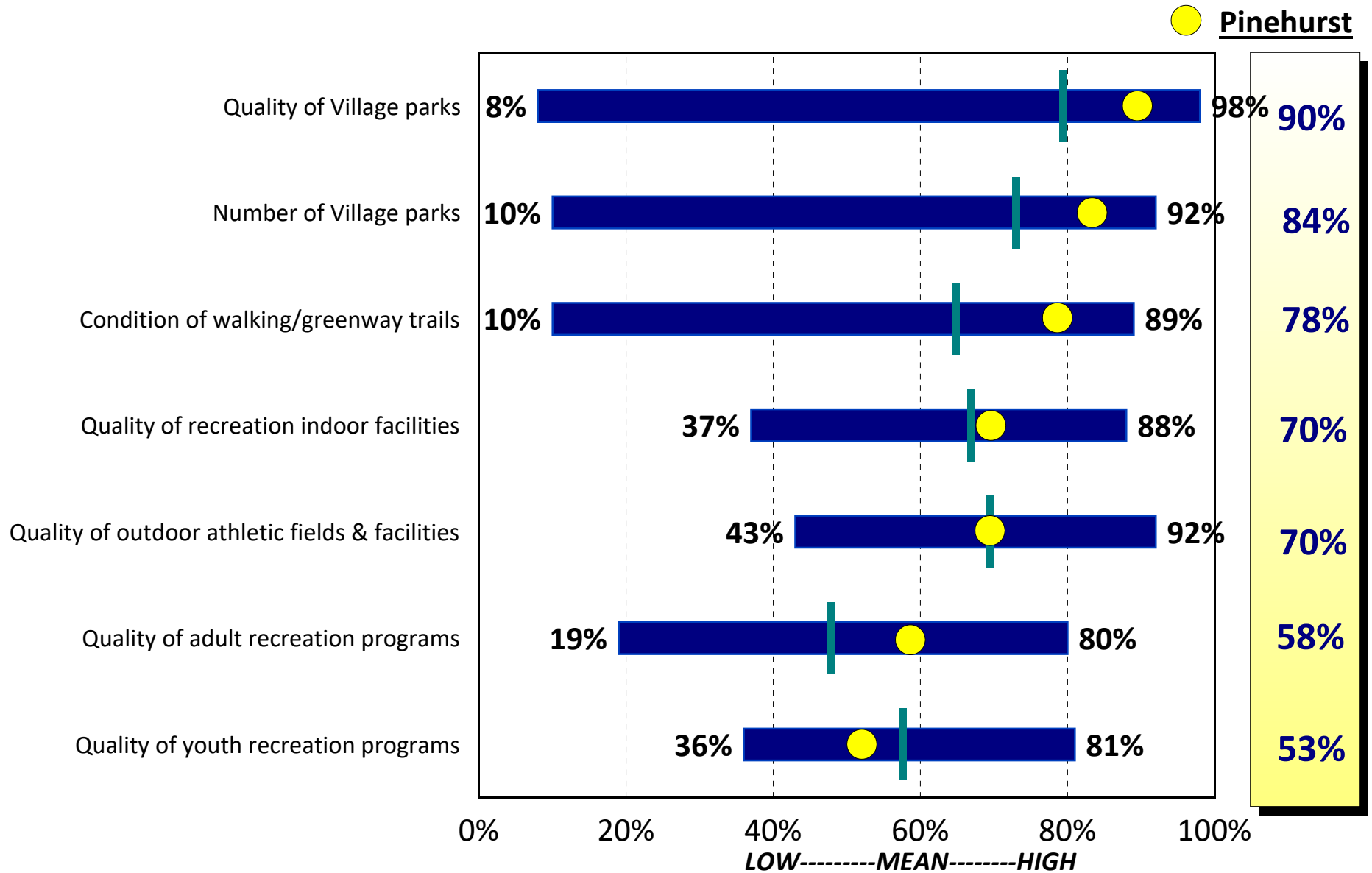
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

 **Pinehurst**



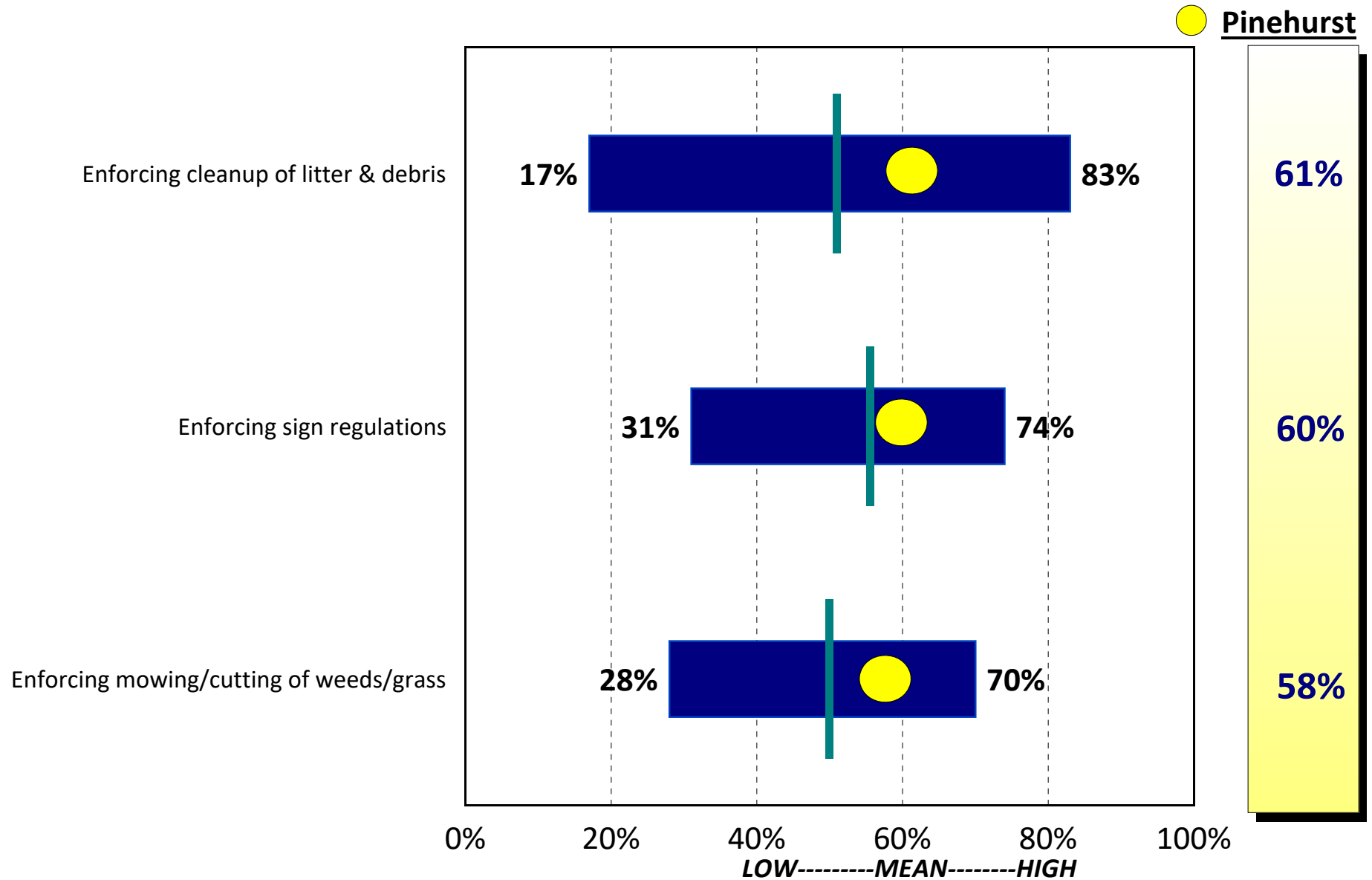
# Overall Satisfaction with Cultural and Recreation Services

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)



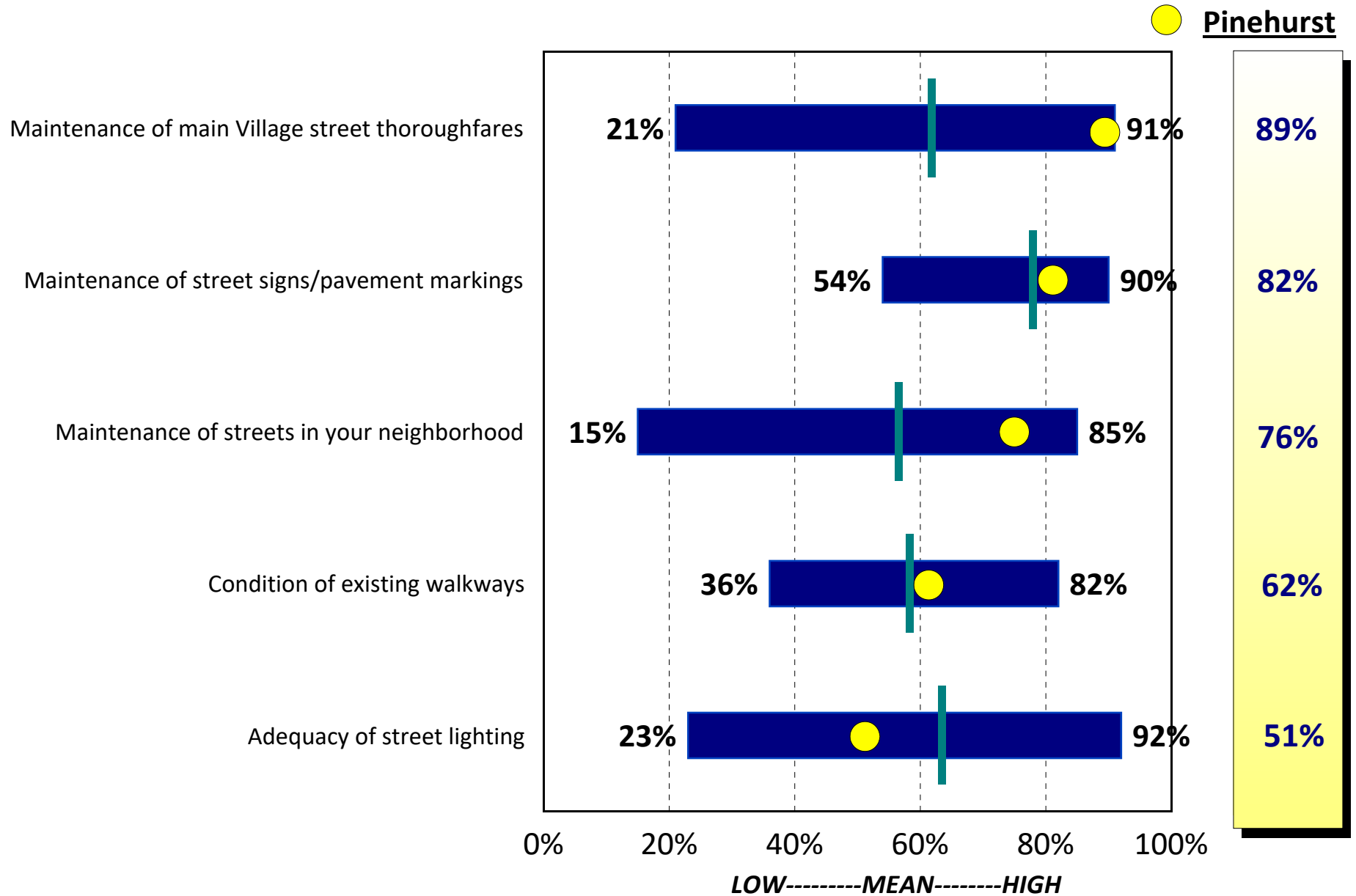
# Overall Satisfaction with Code Enforcement

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)



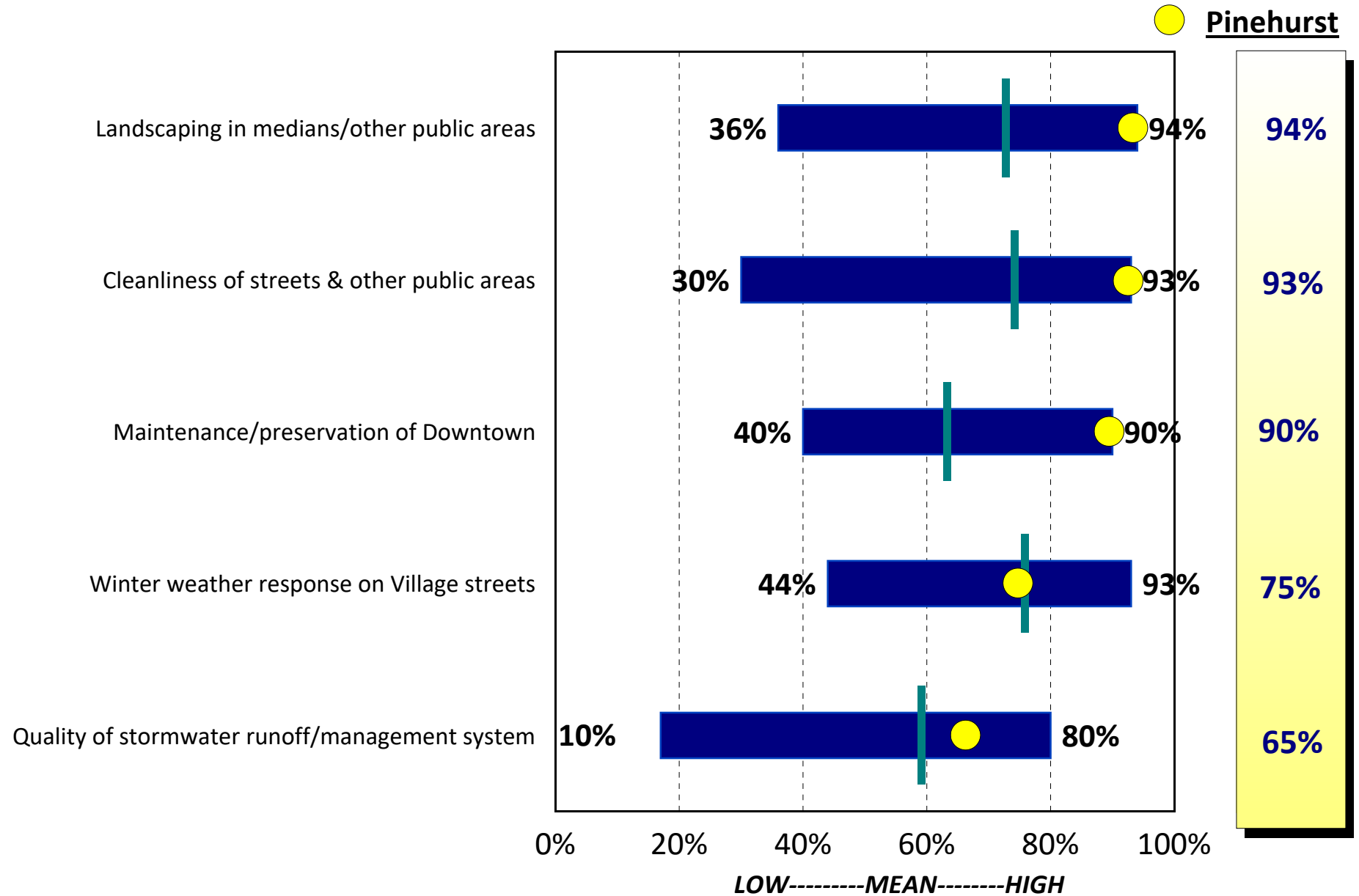
# Overall Satisfaction with Transportation Services

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)



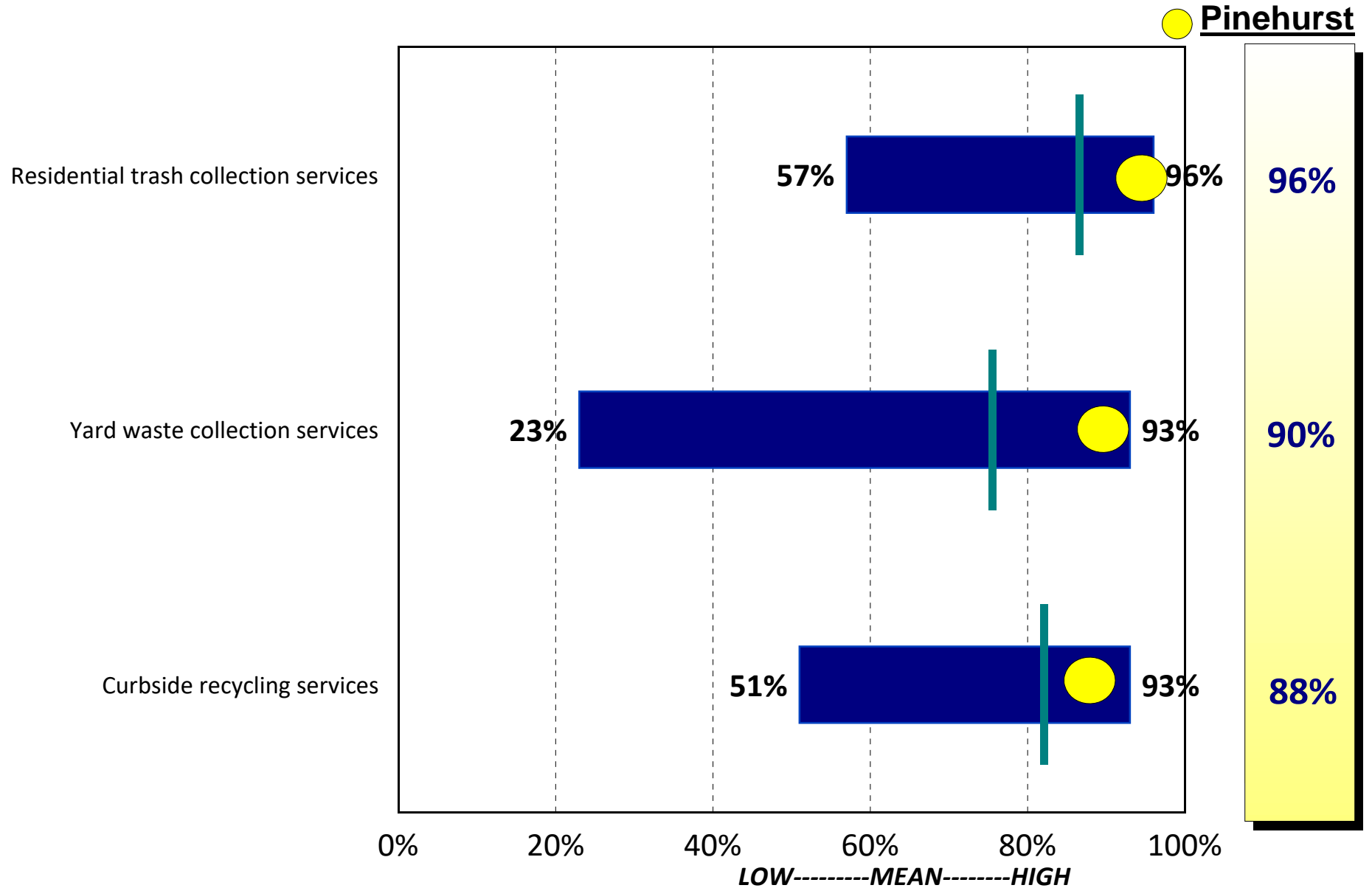
# Overall Satisfaction with Public Services

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)



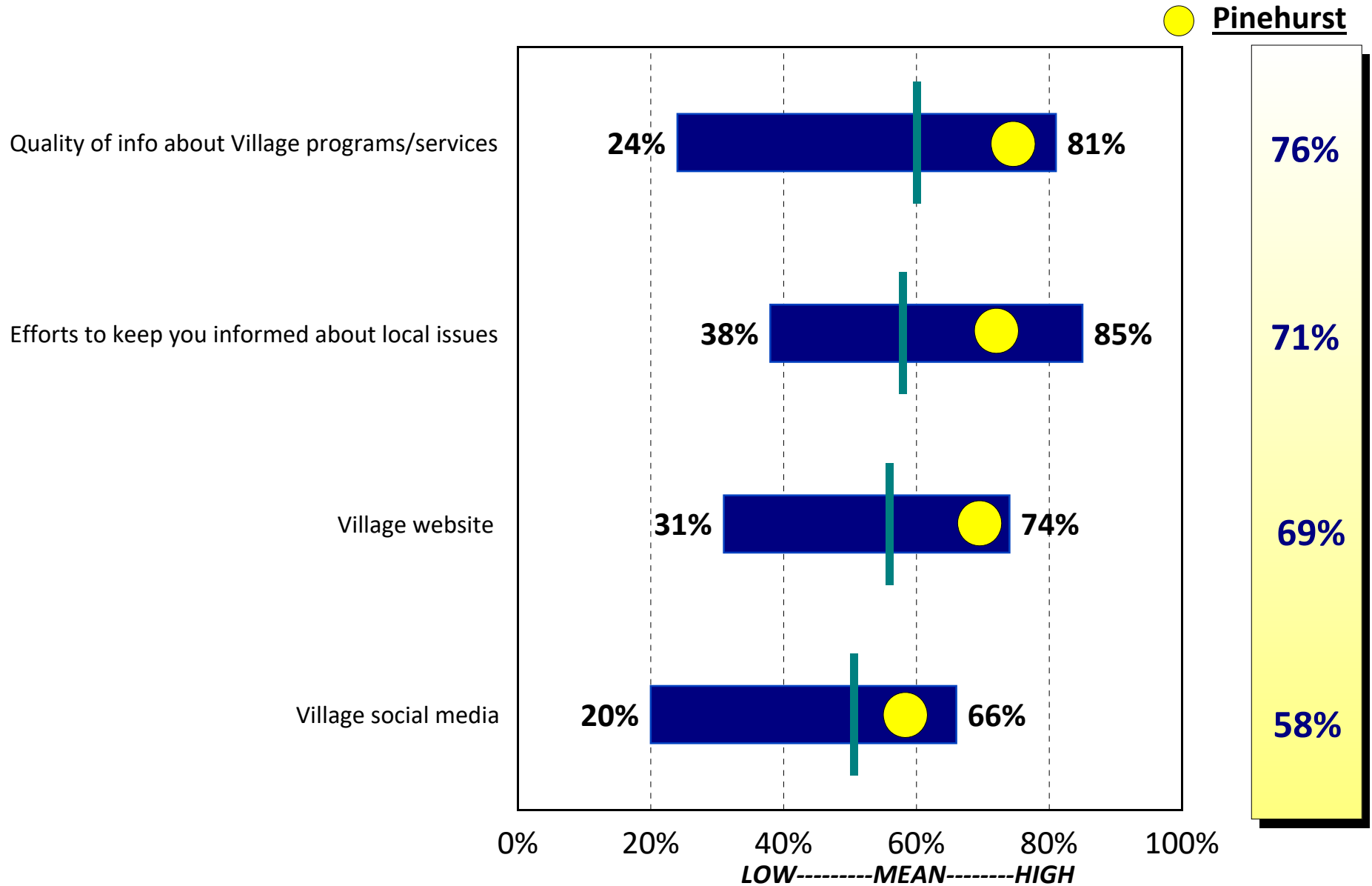
# Overall Satisfaction with Solid Waste Services

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)



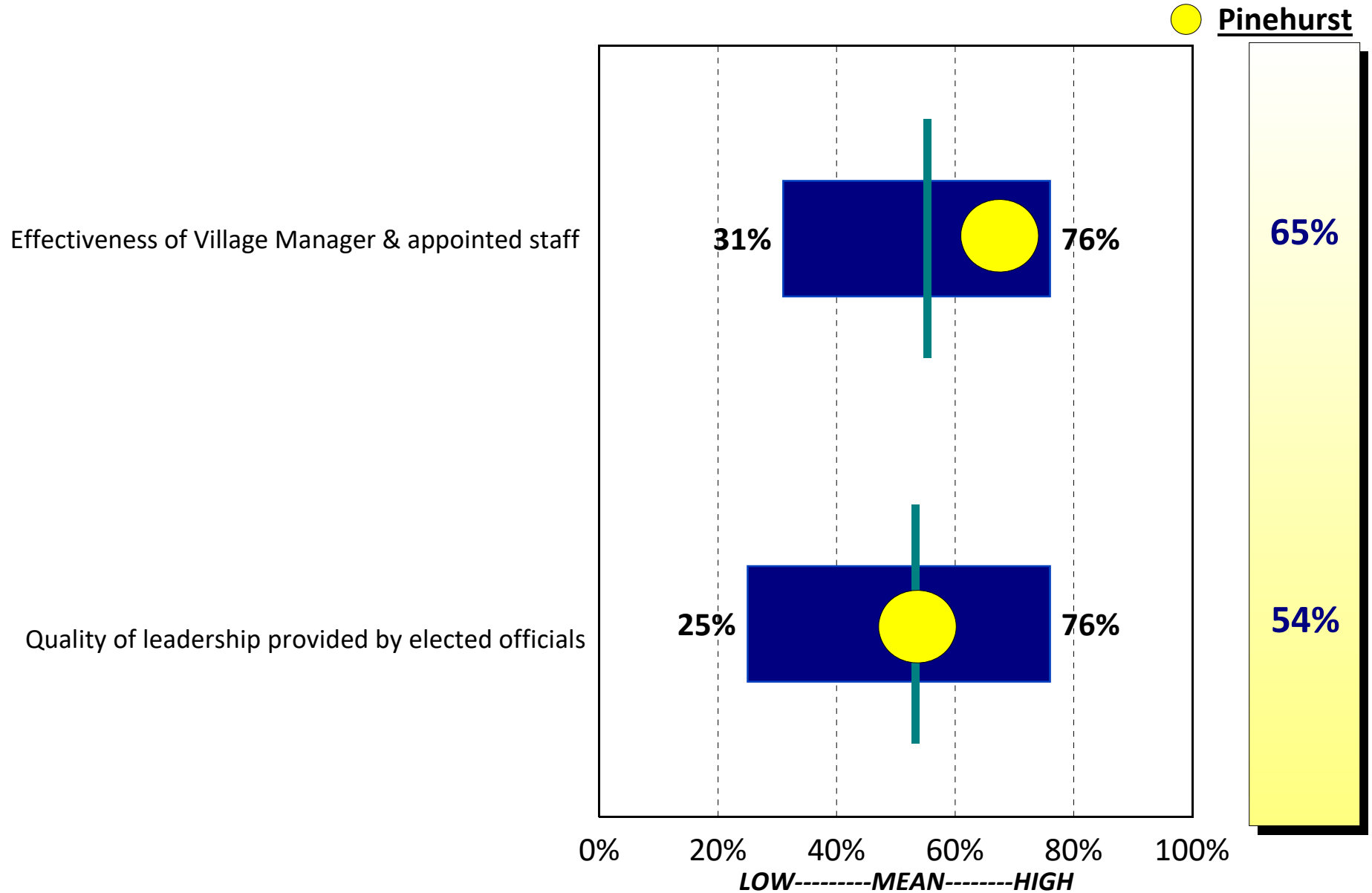
# Overall Satisfaction with Public Communication and Outreach

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)







# 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. More than one-third (38.3%) 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, 58.2% 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, 38.3% was multiplied by 41.8% (1-0.582). This calculation yielded an I-S rating of 0.1601, which ranked first 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.

## 2022 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
<b>High Priority (IS .10-.20)</b>						
Enforcement of Village codes and ordinances	38%	2	58%	11	0.1601	1
Efforts at maintaining quality of neighborhoods	47%	1	67%	9	0.1563	2
Level of public involvement in local decisions	27%	5	56%	12	0.1167	3
<b>Medium Priority (IS &lt;.10)</b>						
Street and right-of-way maintenance	33%	4	72%	8	0.0910	4
Promotion of natural resource conservation	17%	7	63%	10	0.0645	5
Village communication with residents	17%	8	80%	7	0.0349	6
Police services	36%	3	92%	2	0.0277	7
Parks and recreation programs	14%	9	84%	6	0.0228	8
Parks and recreation facilities	13%	10	85%	4	0.0185	9
Solid waste services	10%	11	91%	3	0.0088	10
Fire services	19%	6	96%	1	0.0076	11
Customer service provided by Village employees	3%	12	84%	5	0.0051	12

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2022 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
<b>Medium Priority (IS &lt;.10)</b>						
Frequency police officers patrol your neighborhood	29%	4	67%	6	0.0964	1
Enforcement of local traffic laws	30%	3	75%	4	0.0746	2
Efforts to prevent crimes	57%	1	89%	1	0.0629	3
How quickly police respond to emergencies	33%	2	87%	3	0.0437	4
Fire prevention & education programs provided by the Village	10%	6	68%	5	0.0317	5
How quickly fire personnel respond to emergencies	22%	5	88%	2	0.0258	6

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2022 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
<b>Medium Priority (IS &lt;.10)</b>						
Village sponsored cultural arts events	28%	2	74%	5	0.0728	1
Variety of cultural arts events & programs in Southern Moore County	22%	5	70%	8	0.0665	2
Quality of adult recreation programs	15%	6	58%	13	0.0651	3
Quality of youth recreation programs	14%	8	53%	14	0.0641	4
Availability of walking/greenway trails	29%	1	80%	3	0.0574	5
Condition of walking/greenway trails	26%	4	78%	4	0.0571	6
Availability of information about recreation programs	15%	7	64%	11	0.0544	7
Range of amenities at parks & rec. facilities	13%	10	62%	12	0.0500	8
Availability of recreation indoor facilities	9%	11	64%	10	0.0335	9
Quality of Village parks	26%	3	90%	1	0.0264	10
Number of Village parks	14%	9	84%	2	0.0217	11
Availability of outdoor athletic fields/facilities	6%	13	65%	9	0.0203	12
Quality of outdoor athletic fields & facilities	7%	12	70%	7	0.0195	13
Quality of recreation indoor facilities	6%	14	70%	6	0.0166	14

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2022 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
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Ease of travel on NC Highway 5	58%	1	30%	10	0.4044	1
Ease of travel through the large traffic circle	41%	2	43%	9	0.2335	2
<b><u>High Priority (IS .10-.20)</u></b>						
Availability of walkways	34%	4	49%	8	0.1749	3
Adequacy of street lighting	34%	3	51%	7	0.1664	4
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Maintenance of streets in your neighborhood	31%	5	76%	4	0.0754	5
Ease of golf cart travel	11%	9	56%	6	0.0503	6
Condition of existing walkways	12%	8	62%	5	0.0443	7
Maintenance of main Village street thoroughfares	20%	6	89%	1	0.0231	8
Maintenance of street signs/pavement markings	12%	7	82%	2	0.0225	9
Ease of travel on other streets in the Village	7%	10	80%	3	0.0150	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2022 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
<b>High Priority (IS .10-.20)</b>						
Quality of stormwater runoff/management system	42%	1	65%	5	0.1495	1
<b>Medium Priority (IS &lt;.10)</b>						
Winter weather response on Village streets	28%	4	75%	4	0.0697	2
Maintenance/preservation of Downtown	35%	3	90%	3	0.0351	3
Cleanliness of streets & other public areas	42%	2	93%	2	0.0291	4
Landscaping in medians/other public areas	25%	5	94%	1	0.0155	5

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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# 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.

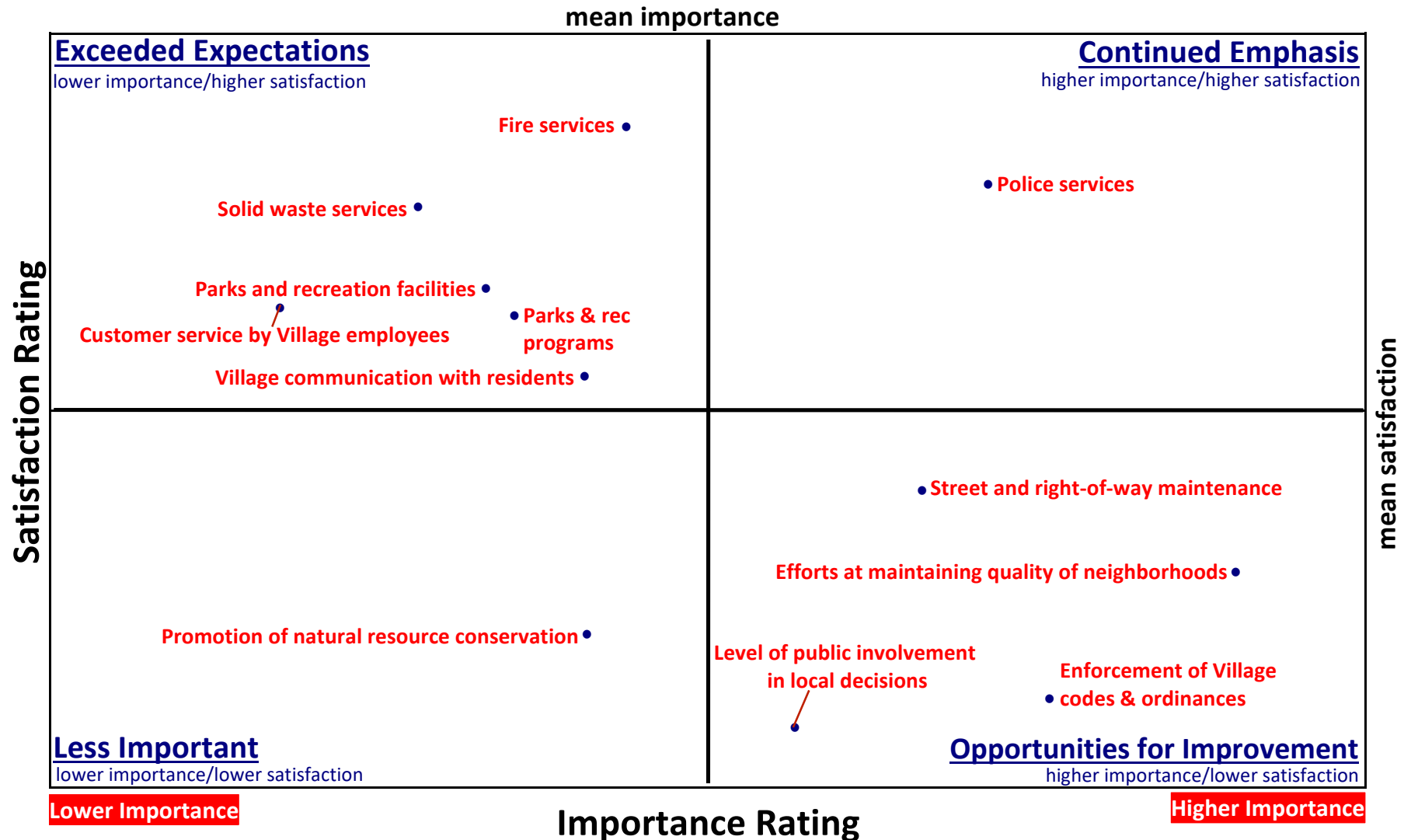
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the Village is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Village should maintain (or slightly increase) emphasis 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 it 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 it 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-

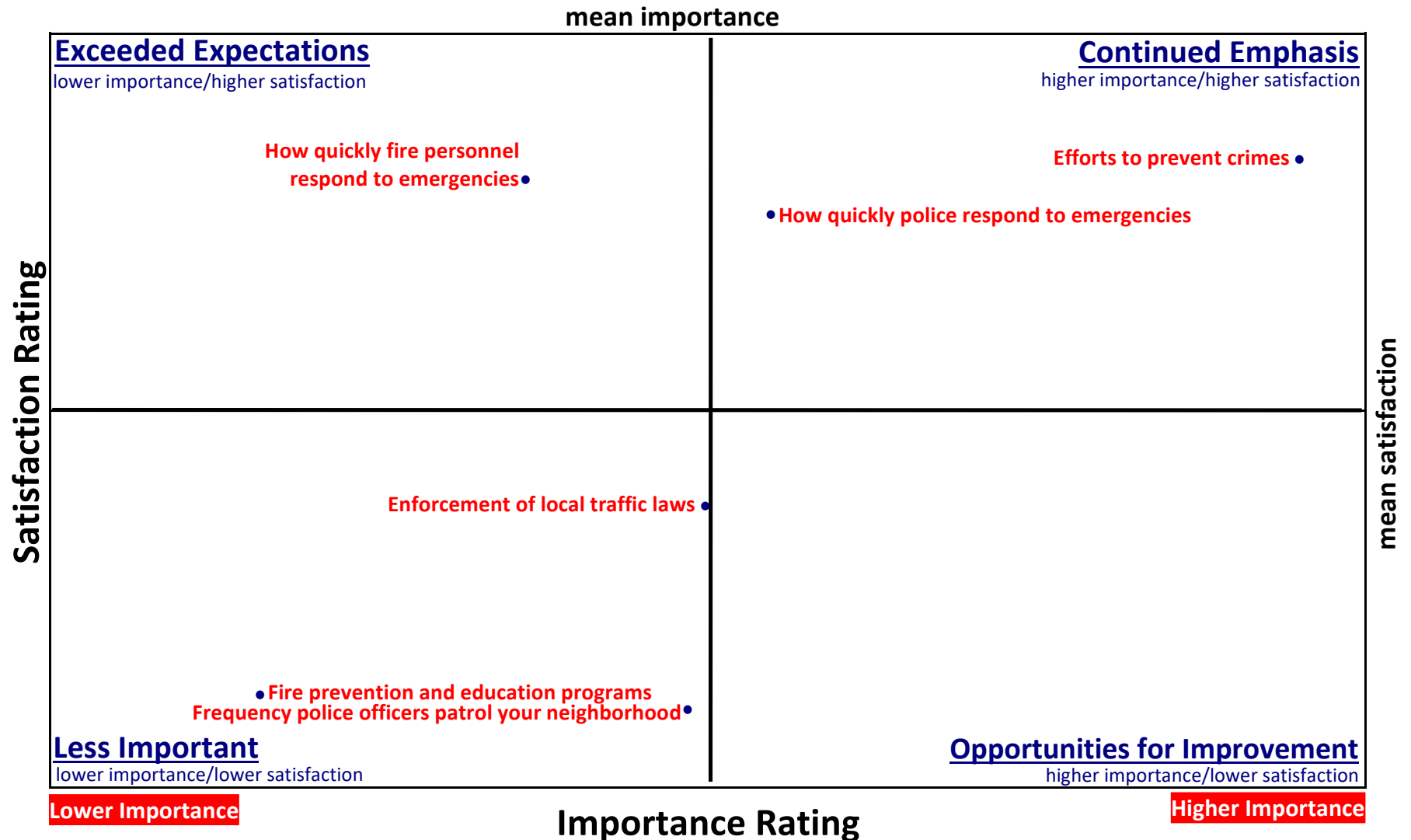
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2021 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

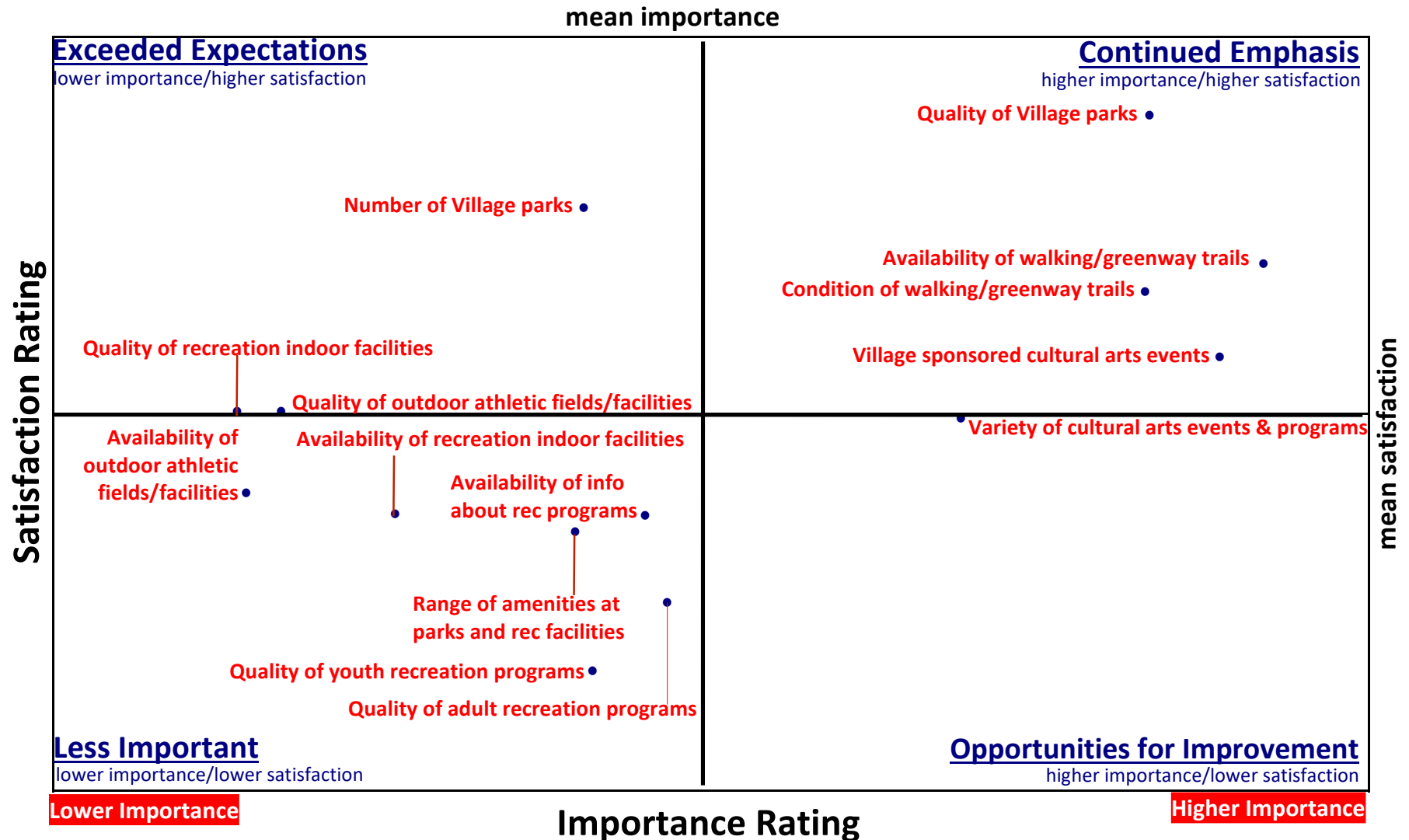
## -Public Safety-

(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)

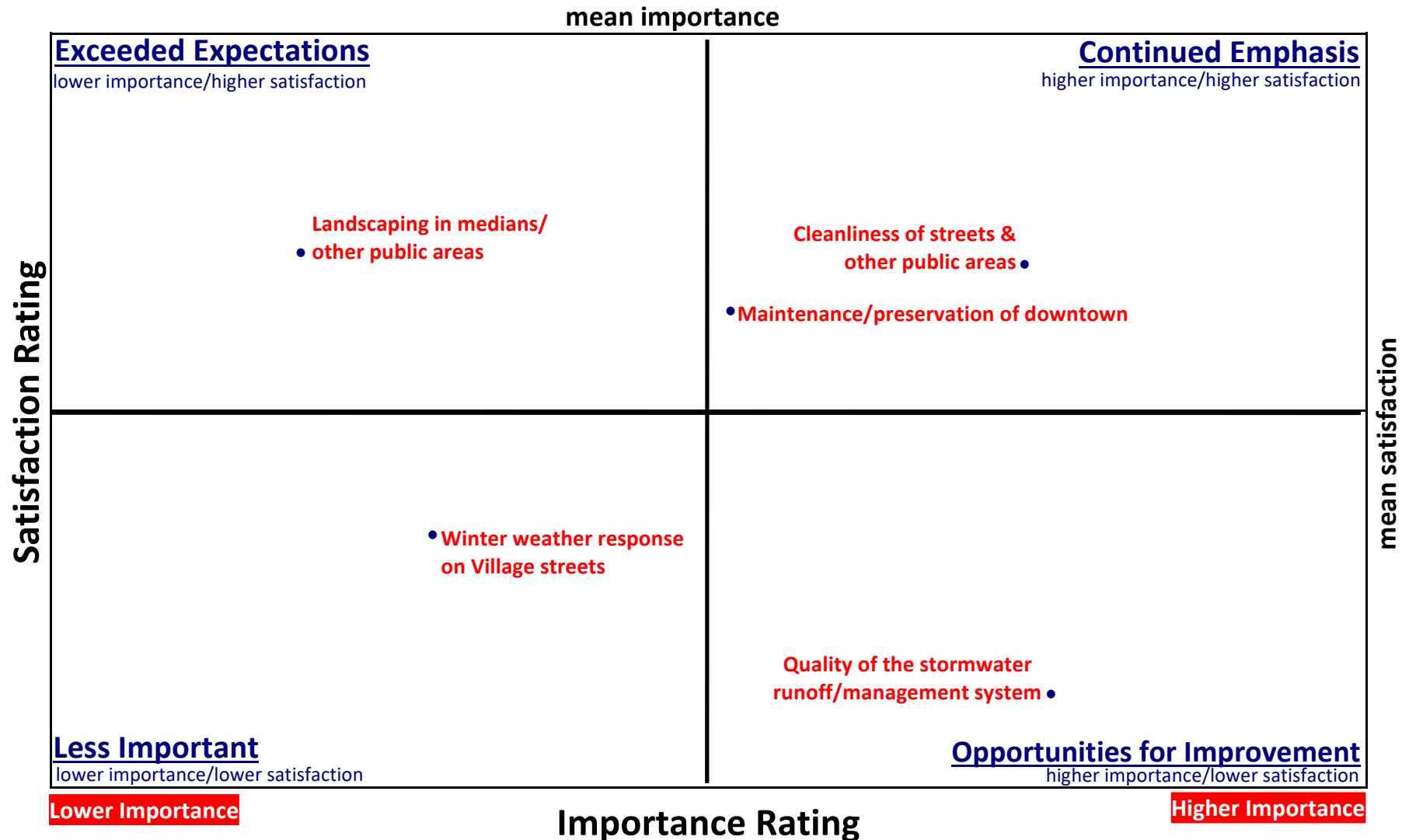




# 2021 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

## -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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q1-1. Police services	57.8%	29.8%	5.2%	1.9%	0.2%	5.1%
Q1-2. Fire services	61.0%	26.0%	3.6%	0.0%	0.0%	9.4%
Q1-3. Parks & recreation programs	36.1%	33.1%	12.3%	1.1%	0.2%	17.2%
Q1-4. Parks & recreation facilities	41.3%	31.6%	10.6%	1.6%	0.4%	14.6%
Q1-5. Solid waste services	55.7%	33.1%	6.4%	2.5%	0.1%	2.2%
Q1-6. Street & right-of-way maintenance	30.8%	39.8%	18.1%	8.4%	1.1%	1.8%
Q1-7. Enforcement of Village codes & ordinances	20.2%	32.0%	23.7%	9.7%	4.1%	10.2%
Q1-8. Customer service provided by Village employees	38.5%	30.4%	11.4%	1.7%	0.0%	17.9%
Q1-9. Village communication with residents	31.5%	43.8%	15.9%	3.2%	0.2%	5.3%
Q1-10. Village efforts at maintaining quality of your neighborhoods	25.2%	37.7%	17.6%	11.0%	3.0%	5.7%
Q1-11. Promotion of natural resource conservation	20.8%	30.3%	24.4%	5.2%	1.1%	18.2%
Q1-12. Level of public involvement in local decisions	17.1%	31.8%	26.4%	8.8%	2.9%	13.1%



**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	60.8%	31.4%	5.4%	2.0%	0.3%
Q1-2. Fire services	67.3%	28.7%	4.0%	0.0%	0.0%
Q1-3. Parks & recreation programs	43.6%	40.0%	14.8%	1.3%	0.3%
Q1-4. Parks & recreation facilities	48.3%	37.0%	12.4%	1.8%	0.4%
Q1-5. Solid waste services	56.9%	33.8%	6.5%	2.6%	0.1%
Q1-6. Street & right-of-way maintenance	31.4%	40.6%	18.4%	8.6%	1.1%
Q1-7. Enforcement of Village codes & ordinances	22.5%	35.7%	26.4%	10.9%	4.6%
Q1-8. Customer service provided by Village employees	46.9%	37.1%	13.9%	2.1%	0.0%
Q1-9. Village communication with residents	33.3%	46.3%	16.8%	3.4%	0.3%
Q1-10. Village efforts at maintaining quality of your neighborhoods	26.7%	39.9%	18.6%	11.6%	3.2%
Q1-11. Promotion of natural resource conservation	25.4%	37.1%	29.9%	6.3%	1.3%
Q1-12. Level of public involvement in local decisions	19.7%	36.6%	30.3%	10.1%	3.3%

**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	194	23.3 %
Fire services	9	1.1 %
Parks & recreation programs	37	4.5 %
Parks & recreation facilities	33	4.0 %
Solid waste services	21	2.5 %
Street & right-of-way maintenance	99	11.9 %
Enforcement of Village codes & ordinances	120	14.4 %
Customer service provided by Village employees	3	0.4 %
Village communication with residents	36	4.3 %
Village efforts at maintaining quality of your neighborhoods	139	16.7 %
Promotion of natural resource conservation	34	4.1 %
Level of public involvement in local decisions	56	6.7 %
None chosen	50	6.0 %
Total	831	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	42	5.1 %
Fire services	120	14.4 %
Parks & recreation programs	34	4.1 %
Parks & recreation facilities	42	5.1 %
Solid waste services	19	2.3 %
Street & right-of-way maintenance	88	10.6 %
Enforcement of Village codes & ordinances	97	11.7 %
Customer service provided by Village employees	7	0.8 %
Village communication with residents	49	5.9 %
Village efforts at maintaining quality of your neighborhoods	142	17.1 %
Promotion of natural resource conservation	50	6.0 %
Level of public involvement in local decisions	69	8.3 %
None chosen	72	8.7 %
Total	831	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	59	7.1 %
Fire services	29	3.5 %
Parks & recreation programs	44	5.3 %
Parks & recreation facilities	29	3.5 %
Solid waste services	39	4.7 %
Street & right-of-way maintenance	83	10.0 %
Enforcement of Village codes & ordinances	101	12.2 %
Customer service provided by Village employees	17	2.0 %
Village communication with residents	57	6.9 %
Village efforts at maintaining quality of your neighborhoods	108	13.0 %
Promotion of natural resource conservation	59	7.1 %
Level of public involvement in local decisions	97	11.7 %
None chosen	109	13.1 %
Total	831	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	295	35.5 %
Fire services	158	19.0 %
Parks & recreation programs	115	13.8 %
Parks & recreation facilities	104	12.5 %
Solid waste services	79	9.5 %
Street & right-of-way maintenance	270	32.5 %
Enforcement of Village codes & ordinances	318	38.3 %
Customer service provided by Village employees	27	3.2 %
Village communication with residents	142	17.1 %
Village efforts at maintaining quality of your neighborhoods	389	46.8 %
Promotion of natural resource conservation	143	17.2 %
Level of public involvement in local decisions	222	26.7 %
None chosen	50	6.0 %
Total	2312	

**Q3. Reasons to Stay in Pinehurst. Several reasons to consider residing in the Village of Pinehurst 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 is in your decision to stay where you live.**

(N=831)

	Very important	Somewhat important	Not sure	Unimportant
Q3-1. Sense of community	59.7%	29.8%	7.0%	3.5%
Q3-2. Quality of public education	56.0%	20.0%	14.2%	9.9%
Q3-3. Types of housing	64.6%	25.0%	7.6%	2.8%
Q3-4. Quality of housing	77.1%	17.3%	4.3%	1.2%
Q3-5. Access to quality shopping	42.5%	42.4%	8.8%	6.4%
Q3-6. Availability of cultural arts opportunities	34.1%	42.1%	12.4%	11.4%
Q3-7. Availability of golfing opportunities	37.8%	25.6%	10.0%	26.6%
Q3-8. Availability of other recreational opportunities	35.7%	46.0%	11.2%	7.1%
Q3-9. Proximity to family or friends	33.8%	31.6%	14.6%	20.0%
Q3-10. Proximity to work	19.9%	19.0%	15.3%	45.8%
Q3-11. Safety & security	89.9%	7.5%	1.9%	0.7%
Q3-12. Quality health care	86.4%	9.5%	2.9%	1.2%
Q3-13. Opportunities and/or resources for senior citizens	53.2%	28.4%	8.8%	9.6%
Q3-14. Opportunities and/or resources for children under 18	33.7%	27.6%	16.4%	22.4%
Q3-15. Low property tax rate	62.8%	27.4%	6.0%	3.7%
Q3-16. Historic landmark designation	28.9%	32.0%	16.4%	22.7%

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

(N=831)

	Yes	No	Not provided
Q3-1. Sense of community	70.0%	7.1%	22.9%
Q3-2. Quality of public education	51.6%	11.6%	36.8%
Q3-3. Types of housing	64.5%	9.5%	26.0%
Q3-4. Quality of housing	65.5%	8.4%	26.1%
Q3-5. Access to quality shopping	51.1%	22.3%	26.6%
Q3-6. Availability of cultural arts opportunities	57.6%	10.6%	31.8%
Q3-7. Availability of golfing opportunities	62.7%	3.0%	34.3%
Q3-8. Availability of other recreational opportunities	55.4%	12.0%	32.6%
Q3-9. Proximity to family or friends	57.4%	7.7%	34.9%
Q3-10. Proximity to work	46.5%	7.7%	45.8%
Q3-11. Safety & security	73.4%	2.4%	24.2%
Q3-12. Quality health care	70.8%	4.9%	24.3%
Q3-13. Opportunities and/or resources for senior citizens	58.7%	6.4%	34.9%
Q3-14. Opportunities and/or resources for children under 18	40.4%	13.6%	46.0%
Q3-15. Low property tax rate	61.3%	9.5%	29.2%
Q3-16. Historic landmark designation	53.8%	5.4%	40.8%

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

(N=831)

	Yes	No
Q3-1. Sense of community	90.8%	9.2%
Q3-2. Quality of public education	81.7%	18.3%
Q3-3. Types of housing	87.2%	12.8%
Q3-4. Quality of housing	88.6%	11.4%
Q3-5. Access to quality shopping	69.7%	30.3%
Q3-6. Availability of cultural arts opportunities	84.5%	15.5%
Q3-7. Availability of golfing opportunities	95.4%	4.6%
Q3-8. Availability of other recreational opportunities	82.1%	17.9%
Q3-9. Proximity to family or friends	88.2%	11.8%
Q3-10. Proximity to work	85.8%	14.2%
Q3-11. Safety & security	96.8%	3.2%
Q3-12. Quality health care	93.5%	6.5%
Q3-13. Opportunities and/or resources for senior citizens	90.2%	9.8%
Q3-14. Opportunities and/or resources for children under 18	74.8%	25.2%
Q3-15. Low property tax rate	86.6%	13.4%
Q3-16. Historic landmark designation	90.9%	9.1%

**Q4. Perception of the Village of Pinehurst. Several items that may influence your perception of the Village 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=831)

	Excellent	Good	Neutral	Below average	Poor	No opinion
Q4-1. Overall image of the Village	54.6%	38.1%	3.6%	0.8%	0.2%	2.5%
Q4-2. Overall quality of life in the Village	50.5%	42.1%	4.2%	0.6%	0.2%	2.3%
Q4-3. Overall feeling of safety in the Village	61.5%	33.6%	2.4%	1.1%	0.1%	1.3%
Q4-4. Quality of new residential development in the Village	11.2%	30.3%	31.0%	13.2%	5.5%	8.7%
Q4-5. Quality of new commercial development in the Village	10.5%	27.7%	33.8%	11.3%	5.4%	11.3%
Q4-6. As a place to live	65.0%	29.1%	3.2%	0.8%	0.4%	1.4%
Q4-7. As a place to raise children	36.3%	24.4%	13.6%	2.0%	0.2%	23.3%
Q4-8. As a place to retire	66.7%	24.9%	4.5%	0.7%	0.5%	2.8%
Q4-9. Overall appearance of public spaces across the Village	52.0%	38.1%	5.4%	2.0%	0.4%	2.0%
Q4-10. Availability of affordable housing	14.4%	26.6%	24.8%	13.1%	5.3%	15.8%
Q4-11. Overall quality of Village services	40.3%	47.8%	7.3%	1.2%	0.6%	2.8%

**WITHOUT "NO OPINION"**

**Q4. Perception of the Village of Pinehurst. Several items that may influence your perception of the Village 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=831)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. Overall image of the Village	56.0%	39.1%	3.7%	0.9%	0.2%
Q4-2. Overall quality of life in the Village	51.7%	43.1%	4.3%	0.6%	0.2%
Q4-3. Overall feeling of safety in the Village	62.3%	34.0%	2.4%	1.1%	0.1%
Q4-4. Quality of new residential development in the Village	12.3%	33.2%	34.0%	14.5%	6.1%
Q4-5. Quality of new commercial development in the Village	11.8%	31.2%	38.1%	12.8%	6.1%
Q4-6. As a place to live	65.9%	29.5%	3.3%	0.9%	0.4%
Q4-7. As a place to raise children	47.4%	31.9%	17.7%	2.7%	0.3%
Q4-8. As a place to retire	68.6%	25.6%	4.6%	0.7%	0.5%
Q4-9. Overall appearance of public spaces across the Village	53.1%	38.9%	5.5%	2.1%	0.4%
Q4-10. Availability of affordable housing	17.1%	31.6%	29.4%	15.6%	6.3%
Q4-11. Overall quality of Village services	41.5%	49.1%	7.5%	1.2%	0.6%



**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=831)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	No opinion
Q5-1. Walking alone in your neighborhood during the day	81.8%	15.4%	1.3%	0.5%	0.2%	0.7%
Q5-2. Walking alone in your neighborhood after dark	40.6%	33.1%	15.3%	5.3%	1.0%	4.8%
Q5-3. In Village parks & recreation facilities	43.4%	31.9%	11.0%	1.0%	0.2%	12.5%
Q5-4. In business areas of the Village during the day	76.2%	20.9%	1.7%	0.0%	0.0%	1.2%
Q5-5. In business areas of the Village after dark	37.3%	38.5%	14.7%	1.4%	0.4%	7.7%

**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=831)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	82.4%	15.5%	1.3%	0.5%	0.2%
Q5-2. Walking alone in your neighborhood after dark	42.6%	34.8%	16.1%	5.6%	1.0%
Q5-3. In Village parks & recreation facilities	49.7%	36.5%	12.5%	1.1%	0.3%
Q5-4. In business areas of the Village during the day	77.1%	21.2%	1.7%	0.0%	0.0%
Q5-5. In business areas of the Village after dark	40.4%	41.7%	15.9%	1.6%	0.4%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q6-1. Efforts to prevent crimes	42.7%	40.4%	8.5%	1.3%	0.4%	6.6%
Q6-2. Enforcement of local traffic laws	30.4%	41.4%	11.9%	8.9%	2.9%	4.5%
Q6-3. How quickly police respond to emergencies	42.0%	25.0%	9.5%	0.5%	0.1%	22.9%
Q6-4. Frequency that police officers patrol your neighborhood	24.1%	37.2%	21.4%	7.0%	1.7%	8.7%
Q6-5. Fire prevention & education programs provided by the Village	22.6%	23.9%	20.6%	1.2%	0.5%	31.2%
Q6-6. How quickly fire personnel respond to emergencies	42.2%	21.7%	8.1%	0.1%	0.4%	27.6%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Efforts to prevent crimes	45.7%	43.3%	9.1%	1.4%	0.4%
Q6-2. Enforcement of local traffic laws	31.9%	43.3%	12.5%	9.3%	3.0%
Q6-3. How quickly police respond to emergencies	54.4%	32.4%	12.3%	0.6%	0.2%
Q6-4. Frequency that police officers patrol your neighborhood	26.4%	40.7%	23.5%	7.6%	1.8%
Q6-5. Fire prevention & education programs provided by the Village	32.9%	34.8%	29.9%	1.7%	0.7%
Q6-6. How quickly fire personnel respond to emergencies	58.3%	29.9%	11.1%	0.2%	0.5%

**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	373	44.9 %
Enforcement of local traffic laws	132	15.9 %
How quickly police respond to emergencies	120	14.4 %
Frequency that police officers patrol your neighborhood	87	10.5 %
Fire prevention & education programs provided by Village	31	3.7 %
How quickly fire personnel respond to emergencies	30	3.6 %
None chosen	58	7.0 %
Total	831	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	102	12.3 %
Enforcement of local traffic laws	118	14.2 %
How quickly police respond to emergencies	155	18.7 %
Frequency that police officers patrol your neighborhood	156	18.8 %
Fire prevention & education programs provided by Village	51	6.1 %
How quickly fire personnel respond to emergencies	152	18.3 %
None chosen	97	11.7 %
Total	831	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	475	57.2 %
Enforcement of local traffic laws	250	30.1 %
How quickly police respond to emergencies	275	33.1 %
Frequency that police officers patrol your neighborhood	243	29.2 %
Fire prevention & education programs provided by Village	82	9.9 %
How quickly fire personnel respond to emergencies	182	21.9 %
None chosen	58	7.0 %
Total	1565	

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

(N=831)

	Yes	No
Q8-1. Greenway trails	54.8%	45.2%
Q8-2. Village sponsored cultural/arts events	55.5%	44.5%
Q8-3. Cannon Park	34.5%	65.5%
Q8-4. Arboretum/Timmel Pavilion	39.0%	61.0%
Q8-5. Rassie Wicker Park	50.8%	49.2%
Q8-6. Camelot Playground	27.6%	72.4%
Q8-7. Splash Pad at Wicker Park	19.7%	80.3%
Q8-8. West Pinehurst Park (e.g., disc golf)	6.4%	93.6%
Q8-9. Community Center	21.9%	78.1%
Q8-10. Youth recreation programs	10.3%	89.7%
Q8-11. Adult recreation programs	13.1%	86.9%

**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=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q8-1. Greenway trails	48.1%	42.0%	6.2%	1.1%	0.4%	2.2%
Q8-2. Village sponsored cultural/arts events	41.2%	43.4%	8.9%	1.1%	0.0%	5.4%
Q8-3. Cannon Park	50.2%	38.7%	5.2%	1.0%	0.0%	4.9%
Q8-4. Arboretum/Timmel Pavilion	55.9%	37.0%	2.5%	0.3%	0.0%	4.3%
Q8-5. Rassie Wicker Park	53.1%	37.0%	4.5%	1.2%	0.0%	4.3%
Q8-6. Camelot Playground	56.8%	33.2%	3.1%	1.7%	0.4%	4.8%
Q8-7. Splash Pad at Wicker Park	56.1%	32.9%	3.7%	1.2%	0.6%	5.5%
Q8-8. West Pinehurst Park (e.g., disc golf)	35.8%	22.6%	22.6%	5.7%	3.8%	9.4%
Q8-9. Community Center	47.3%	40.1%	4.4%	1.1%	0.5%	6.6%
Q8-10. Youth recreation programs	38.4%	38.4%	7.0%	4.7%	1.2%	10.5%
Q8-11. Adult recreation programs	37.6%	39.4%	9.2%	3.7%	0.9%	9.2%

**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=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Greenway trails	49.2%	42.9%	6.3%	1.1%	0.4%
Q8-2. Village sponsored cultural/arts events	43.6%	45.9%	9.4%	1.1%	0.0%
Q8-3. Cannon Park	52.7%	40.7%	5.5%	1.1%	0.0%
Q8-4. Arboretum/Timmel Pavilion	58.4%	38.7%	2.6%	0.3%	0.0%
Q8-5. Rassie Wicker Park	55.4%	38.6%	4.7%	1.2%	0.0%
Q8-6. Camelot Playground	59.6%	34.9%	3.2%	1.8%	0.5%
Q8-7. Splash Pad at Wicker Park	59.4%	34.8%	3.9%	1.3%	0.6%
Q8-8. West Pinehurst Park (e.g., disc golf)	39.6%	25.0%	25.0%	6.3%	4.2%
Q8-9. Community Center	50.6%	42.9%	4.7%	1.2%	0.6%
Q8-10. Youth recreation programs	42.9%	42.9%	7.8%	5.2%	1.3%
Q8-11. Adult recreation programs	41.4%	43.4%	10.1%	4.0%	1.0%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q9-1. Number of Village parks	32.4%	40.3%	11.1%	2.5%	0.4%	13.4%
Q9-2. Quality of Village parks	35.6%	43.2%	7.7%	1.1%	0.0%	12.4%
Q9-3. Quality of recreation indoor facilities	19.6%	22.7%	15.5%	2.0%	0.2%	39.8%
Q9-4. Availability of recreation indoor facilities	16.5%	22.5%	17.4%	3.9%	1.0%	38.7%
Q9-5. Availability of walking/ greenway trails	31.4%	36.7%	11.6%	4.6%	0.7%	15.0%
Q9-6. Condition of walking/ greenway trails	26.8%	37.2%	13.8%	3.5%	0.4%	18.3%
Q9-7. Quality of outdoor athletic fields & facilities	16.7%	25.6%	16.0%	1.4%	0.4%	39.8%
Q9-8. Availability of outdoor athletic fields & facilities	16.4%	22.5%	18.5%	1.8%	0.6%	40.2%
Q9-9. Availability of information about recreation programs	20.2%	28.8%	20.8%	6.6%	0.7%	22.9%
Q9-10. Quality of youth recreation programs	10.6%	12.9%	18.8%	1.4%	0.4%	56.0%
Q9-11. Quality of adult recreation programs	12.3%	18.4%	19.1%	2.8%	0.6%	46.8%
Q9-12. Range of amenities at parks & recreation facilities	15.2%	28.8%	23.0%	2.9%	0.6%	29.6%
Q9-13. Village sponsored cultural/arts events	21.4%	36.6%	17.7%	2.3%	0.4%	21.7%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	20.6%	32.9%	19.0%	3.4%	0.6%	23.6%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Number of Village parks	37.4%	46.5%	12.8%	2.9%	0.4%
Q9-2. Quality of Village parks	40.7%	49.3%	8.8%	1.2%	0.0%
Q9-3. Quality of recreation indoor facilities	32.6%	37.8%	25.8%	3.4%	0.4%
Q9-4. Availability of recreation indoor facilities	26.9%	36.7%	28.5%	6.3%	1.6%
Q9-5. Availability of walking/greenway trails	37.0%	43.2%	13.6%	5.4%	0.8%
Q9-6. Condition of walking/greenway trails	32.8%	45.5%	16.9%	4.3%	0.4%
Q9-7. Quality of outdoor athletic fields & facilities	27.8%	42.6%	26.6%	2.4%	0.6%
Q9-8. Availability of outdoor athletic fields & facilities	27.4%	37.6%	31.0%	3.0%	1.0%
Q9-9. Availability of information about recreation programs	26.2%	37.3%	27.0%	8.6%	0.9%
Q9-10. Quality of youth recreation programs	24.0%	29.2%	42.6%	3.3%	0.8%
Q9-11. Quality of adult recreation programs	23.1%	34.6%	36.0%	5.2%	1.1%
Q9-12. Range of amenities at parks & recreation facilities	21.5%	40.9%	32.6%	4.1%	0.9%
Q9-13. Village sponsored cultural/arts events	27.3%	46.7%	22.6%	2.9%	0.5%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	26.9%	43.0%	24.9%	4.4%	0.8%



**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	47	5.7 %
Quality of Village parks	110	13.2 %
Quality of recreation indoor facilities	21	2.5 %
Availability of recreation indoor facilities	24	2.9 %
Availability of walking/greenway trails	124	14.9 %
Condition of walking/greenway trails	64	7.7 %
Quality of outdoor athletic fields & facilities	11	1.3 %
Availability of outdoor athletic fields & facilities	15	1.8 %
Availability of information about recreation programs	43	5.2 %
Quality of youth recreation programs	41	4.9 %
Quality of adult recreation programs	32	3.9 %
Range of amenities at parks & recreation facilities	24	2.9 %
Village sponsored cultural arts events	77	9.3 %
Variety of cultural arts events & programs in Southern Moore County	48	5.8 %
None chosen	150	18.1 %
Total	831	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	32	3.9 %
Quality of Village parks	56	6.7 %
Quality of recreation indoor facilities	10	1.2 %
Availability of recreation indoor facilities	27	3.2 %
Availability of walking/greenway trails	83	10.0 %
Condition of walking/greenway trails	87	10.5 %
Quality of outdoor athletic fields & facilities	24	2.9 %
Availability of outdoor athletic fields & facilities	18	2.2 %
Availability of information about recreation programs	32	3.9 %
Quality of youth recreation programs	42	5.1 %
Quality of adult recreation programs	50	6.0 %
Range of amenities at parks & recreation facilities	36	4.3 %
Village sponsored cultural arts events	81	9.7 %
Variety of cultural arts events & programs in Southern Moore County	66	7.9 %
None chosen	187	22.5 %
Total	831	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?**

<u>Q10. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Number of Village parks	32	3.9 %
Quality of Village parks	54	6.5 %
Quality of recreation indoor facilities	16	1.9 %
Availability of recreation indoor facilities	26	3.1 %
Availability of walking/greenway trails	34	4.1 %
Condition of walking/greenway trails	67	8.1 %
Quality of outdoor athletic fields & facilities	20	2.4 %
Availability of outdoor athletic fields & facilities	15	1.8 %
Availability of information about recreation programs	48	5.8 %
Quality of youth recreation programs	31	3.7 %
Quality of adult recreation programs	46	5.5 %
Range of amenities at parks & recreation facilities	51	6.1 %
Village sponsored cultural arts events	75	9.0 %
Variety of cultural arts events & programs in Southern Moore County	70	8.4 %
<u>None chosen</u>	<u>246</u>	<u>29.6 %</u>
Total	831	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)**

<u>Q10. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Number of Village parks	111	13.4 %
Quality of Village parks	220	26.5 %
Quality of recreation indoor facilities	47	5.7 %
Availability of recreation indoor facilities	77	9.3 %
Availability of walking/greenway trails	241	29.0 %
Condition of walking/greenway trails	218	26.2 %
Quality of outdoor athletic fields & facilities	55	6.6 %
Availability of outdoor athletic fields & facilities	48	5.8 %
Availability of information about recreation programs	123	14.8 %
Quality of youth recreation programs	114	13.7 %
Quality of adult recreation programs	128	15.4 %
Range of amenities at parks & recreation facilities	111	13.4 %
Village sponsored cultural arts events	233	28.0 %
Variety of cultural arts events & programs in Southern Moore County	184	22.1 %
<u>None chosen</u>	<u>150</u>	<u>18.1 %</u>
Total	2060	

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

Q11. Do you shop regularly in Village Center (downtown)	Number	Percent
Yes	313	37.7 %
No	495	59.6 %
Not provided	23	2.8 %
Total	831	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	313	38.7 %
No	495	61.3 %
Total	808	100.0 %

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

Q12. Do you regularly dine in Village Center (downtown)	Number	Percent
Yes	451	54.3 %
No	362	43.6 %
Not provided	18	2.2 %
Total	831	100.0 %

**WITHOUT "NO OPINION"****Q12. Do you dine regularly in the Village Center (downtown)? (without "not provided")**

Q12. Do you regularly dine in Village Center (downtown)	Number	Percent
Yes	451	55.5 %
No	362	44.5 %
Total	813	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. Reasons that prevent you from shopping/dining regularly in Village Center (downtown) more often	Number	Percent
Store hours of operation	180	21.7 %
Variety of merchandise/menu options offered	281	33.8 %
Merchandise is more targeted to tourists than local shoppers	370	44.5 %
Parking availability	226	27.2 %
Wait times for dining	96	11.6 %
Prices	226	27.2 %
Other	47	5.7 %
Nothing prevents me from shopping/dining more often in Village Center	220	26.5 %
Total	1646	

**Q14. Public Library and Archives Services. Have you used the following services in the past year?**

(N=831)

	Yes	No
Q14-1. Given Memorial Library	40.8%	59.2%
Q14-2. Tufts Archives	19.4%	80.6%

**Q14. Public Library and Archives 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=363)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q14-1. Given Memorial Library	57.2%	27.1%	5.9%	3.8%	1.5%	4.4%
Q14-2. Tufts Archives	64.0%	24.8%	1.9%	0.6%	0.6%	8.1%

**WITHOUT "NO OPINION"****Q14. Public Library and Archives 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=363)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Given Memorial Library	59.9%	28.4%	6.2%	4.0%	1.5%
Q14-2. Tufts Archives	69.6%	27.0%	2.0%	0.7%	0.7%

**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/Tufts Archives.**

Q14a. All the reasons that prevent you from using Given Memorial Library/Tufts Archives		
	Number	Percent
Didn't know about it	82	11.8 %
Hours of operation	46	6.6 %
Variety of library services offered	55	7.9 %
Variety of library programs offered	35	5.0 %
Parking availability	50	7.2 %
Insufficient technology available	32	4.6 %
Not enough meeting areas/rooms	14	2.0 %
A library is not important to me	153	22.0 %
An archives is not important to me	187	26.9 %
Other	88	12.7 %
Total	742	

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q15-1. Enforcing cleanup of litter & debris on private property	17.2%	36.0%	17.1%	12.5%	3.9%	13.4%
Q15-2. Enforcing mowing/cutting of weeds/grass on private property	15.4%	35.0%	18.3%	13.0%	4.9%	13.4%
Q15-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	16.5%	31.3%	20.5%	10.6%	5.1%	16.1%
Q15-4. Enforcing sign regulations	17.0%	32.6%	20.2%	8.7%	3.7%	17.8%
Q15-5. Enforcing solid waste cart regulations	20.1%	37.2%	18.2%	4.9%	2.8%	16.8%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Enforcing cleanup of litter & debris on private property	19.9%	41.5%	19.7%	14.4%	4.4%
Q15-2. Enforcing mowing/cutting of weeds/grass on private property	17.8%	40.4%	21.1%	15.0%	5.7%
Q15-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	19.7%	37.3%	24.4%	12.6%	6.0%
Q15-4. Enforcing sign regulations	20.6%	39.7%	24.6%	10.5%	4.5%
Q15-5. Enforcing solid waste cart regulations	24.2%	44.7%	21.9%	5.9%	3.3%

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

Q16. Amount of effort the Village applies to enforce its codes & ordinances	Number	Percent
About right	479	57.6 %
Too much	52	6.3 %
Too little	199	23.9 %
Not provided	101	12.2 %
Total	831	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. Amount of effort the Village applies to enforce its codes & ordinances	Number	Percent
About right	479	65.6 %
Too much	52	7.1 %
Too little	199	27.3 %
Total	730	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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q17-1. Maintenance of main Village street thoroughfares	36.8%	48.0%	8.1%	2.4%	0.5%	4.2%
Q17-2. Maintenance of streets in your neighborhood	29.2%	41.6%	10.3%	10.6%	1.9%	6.3%
Q17-3. Maintenance of street signs/pavement markings	29.0%	49.2%	11.8%	5.4%	0.2%	4.3%
Q17-4. Adequacy of street lighting	20.9%	27.3%	20.0%	16.6%	9.4%	5.8%
Q17-5. Ease of travel on NC Highway 5	7.1%	21.8%	17.7%	30.7%	19.4%	3.4%
Q17-6. Ease of travel through large traffic circle	9.3%	32.9%	23.8%	19.9%	12.3%	1.9%
Q17-7. Ease of travel on other streets in Village	21.7%	55.2%	15.8%	3.2%	0.8%	3.2%
Q17-8. Availability of walkways	14.8%	30.2%	18.8%	19.0%	9.6%	7.6%
Q17-9. Condition of existing walkways	15.2%	37.8%	24.8%	6.9%	1.6%	13.8%
Q17-10. Ease of golf cart travel	10.0%	17.6%	16.2%	4.3%	1.4%	50.4%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Maintenance of main Village street thoroughfares	38.4%	50.1%	8.4%	2.5%	0.5%
Q17-2. Maintenance of streets in your neighborhood	31.2%	44.4%	11.0%	11.3%	2.1%
Q17-3. Maintenance of street signs/pavement markings	30.3%	51.4%	12.3%	5.7%	0.3%
Q17-4. Adequacy of street lighting	22.2%	29.0%	21.2%	17.6%	10.0%
Q17-5. Ease of travel on NC Highway 5	7.3%	22.5%	18.3%	31.8%	20.0%
Q17-6. Ease of travel through large traffic circle	9.4%	33.5%	24.3%	20.2%	12.5%
Q17-7. Ease of travel on other streets in Village	22.4%	57.1%	16.3%	3.4%	0.9%
Q17-8. Availability of walkways	16.0%	32.7%	20.3%	20.6%	10.4%
Q17-9. Condition of existing walkways	17.6%	43.9%	28.8%	8.0%	1.8%
Q17-10. Ease of golf cart travel	20.1%	35.4%	32.8%	8.7%	2.9%

**Q18. Which THREE of the Transportation services 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	52	6.3 %
Maintenance of streets in your neighborhood	92	11.1 %
Maintenance of street signs/pavement markings	21	2.5 %
Adequacy of street lighting	96	11.6 %
Ease of travel on NC Highway 5	255	30.7 %
Ease of travel through large traffic circle	99	11.9 %
Ease of travel on other streets in Village	5	0.6 %
Availability of walkways	116	14.0 %
Condition of existing walkways	10	1.2 %
Ease of golf cart travel	30	3.6 %
None chosen	55	6.6 %
Total	831	100.0 %

**Q18. Which THREE of the Transportation services 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	50	6.0 %
Maintenance of streets in your neighborhood	86	10.3 %
Maintenance of street signs/pavement markings	31	3.7 %
Adequacy of street lighting	113	13.6 %
Ease of travel on NC Highway 5	143	17.2 %
Ease of travel through large traffic circle	144	17.3 %
Ease of travel on other streets in Village	27	3.2 %
Availability of walkways	80	9.6 %
Condition of existing walkways	38	4.6 %
Ease of golf cart travel	20	2.4 %
None chosen	99	11.9 %
Total	831	100.0 %

**Q18. Which THREE of the Transportation services 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	65	7.8 %
Maintenance of streets in your neighborhood	79	9.5 %
Maintenance of street signs/pavement markings	51	6.1 %
Adequacy of street lighting	74	8.9 %
Ease of travel on NC Highway 5	81	9.7 %
Ease of travel through large traffic circle	97	11.7 %
Ease of travel on other streets in Village	29	3.5 %
Availability of walkways	87	10.5 %
Condition of existing walkways	47	5.7 %
Ease of golf cart travel	44	5.3 %
None chosen	177	21.3 %
Total	831	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	167	20.1 %
Maintenance of streets in your neighborhood	257	30.9 %
Maintenance of street signs/pavement markings	103	12.4 %
Adequacy of street lighting	283	34.1 %
Ease of travel on NC Highway 5	479	57.6 %
Ease of travel through large traffic circle	340	40.9 %
Ease of travel on other streets in Village	61	7.3 %
Availability of walkways	283	34.1 %
Condition of existing walkways	95	11.4 %
Ease of golf cart travel	94	11.3 %
None chosen	55	6.6 %
Total	2217	

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q19-1. Maintenance/preservation of downtown	42.6%	43.1%	7.8%	1.4%	0.4%	4.7%
Q19-2. Quality of landscaping in medians & other public areas	55.5%	36.3%	4.5%	1.3%	0.2%	2.2%
Q19-3. Overall cleanliness of streets & other public areas	47.8%	42.8%	4.5%	1.9%	0.5%	2.5%
Q19-4. Quality of stormwater runoff/management system	21.7%	36.1%	16.4%	10.3%	5.1%	10.5%
Q19-5. Winter weather response on Village streets (snow/ice)	24.8%	40.8%	16.6%	4.6%	0.6%	12.6%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Maintenance/preservation of downtown	44.7%	45.2%	8.2%	1.5%	0.4%
Q19-2. Quality of landscaping in medians & other public areas	56.7%	37.1%	4.6%	1.4%	0.2%
Q19-3. Overall cleanliness of streets & other public areas	49.0%	44.0%	4.6%	2.0%	0.5%
Q19-4. Quality of stormwater runoff/management system	24.2%	40.3%	18.3%	11.6%	5.6%
Q19-5. Winter weather response on Village streets (snow/ice)	28.4%	46.7%	19.0%	5.2%	0.7%

**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?**

<u>Q20. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance/preservation of downtown	196	23.6 %
Quality of landscaping in medians & other public areas	81	9.7 %
Overall cleanliness of streets & other public areas	134	16.1 %
Quality of stormwater runoff/management system	235	28.3 %
Winter weather response on Village streets (snow/ice)	95	11.4 %
None chosen	90	10.8 %
Total	831	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?**

<u>Q20. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance/preservation of downtown	93	11.2 %
Quality of landscaping in medians & other public areas	127	15.3 %
Overall cleanliness of streets & other public areas	211	25.4 %
Quality of stormwater runoff/management system	115	13.8 %
Winter weather response on Village streets (snow/ice)	138	16.6 %
None chosen	147	17.7 %
Total	831	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)**

<u>Q20. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance/preservation of downtown	289	34.8 %
Quality of landscaping in medians & other public areas	208	25.0 %
Overall cleanliness of streets & other public areas	345	41.5 %
Quality of stormwater runoff/management system	350	42.1 %
Winter weather response on Village streets (snow/ice)	233	28.0 %
None chosen	90	10.8 %
Total	1515	

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q21-1. Residential trash collection services	64.0%	28.3%	2.2%	1.4%	0.4%	3.7%
Q21-2. Curbside recycling services	56.0%	27.7%	5.1%	5.2%	0.8%	5.3%
Q21-3. Yard waste collection services	56.3%	26.2%	6.1%	2.8%	0.5%	8.1%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Residential trash collection services	66.5%	29.4%	2.3%	1.5%	0.4%
Q21-2. Curbside recycling services	59.1%	29.2%	5.3%	5.5%	0.9%
Q21-3. Yard waste collection services	61.3%	28.5%	6.7%	3.0%	0.5%

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

(N=831)

	Yes	No
Q22-1. Fire services	11.2%	88.8%
Q22-2. Police services	17.4%	82.6%
Q22-3. Village Hall reception desk	24.2%	75.8%
Q22-4. MyVOP service request system	17.0%	83.0%
Q22-5. Code enforcement	13.4%	86.6%
Q22-6. Recreation program registration	14.3%	85.7%
Q22-7. Planning & Inspections services	14.9%	85.1%



**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=465)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q22-1. Fire services	83.9%	7.5%	1.1%	1.1%	1.1%	5.4%
Q22-2. Police services	65.5%	20.7%	4.8%	3.4%	0.7%	4.8%
Q22-3. Village Hall reception desk	66.7%	24.4%	3.5%	0.5%	0.0%	5.0%
Q22-4. MyVOP service request system	53.2%	32.6%	5.0%	3.5%	1.4%	4.3%
Q22-5. Code enforcement	27.0%	28.8%	13.5%	17.1%	9.9%	3.6%
Q22-6. Recreation program registration	43.7%	37.0%	9.2%	1.7%	0.8%	7.6%
Q22-7. Planning & Inspections services	41.9%	31.5%	13.7%	8.9%	0.8%	3.2%

**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=465)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Fire services	88.6%	8.0%	1.1%	1.1%	1.1%
Q22-2. Police services	68.8%	21.7%	5.1%	3.6%	0.7%
Q22-3. Village Hall reception desk	70.2%	25.7%	3.7%	0.5%	0.0%
Q22-4. MyVOP service request system	55.6%	34.1%	5.2%	3.7%	1.5%
Q22-5. Code enforcement	28.0%	29.9%	14.0%	17.8%	10.3%
Q22-6. Recreation program registration	47.3%	40.0%	10.0%	1.8%	0.9%
Q22-7. Planning & Inspections services	43.3%	32.5%	14.2%	9.2%	0.8%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q23-1. Quality of information about Village programs/services	22.3%	47.4%	17.4%	4.0%	0.5%	8.4%
Q23-2. Village efforts to keep you informed about local issues	21.5%	45.2%	19.0%	7.8%	0.8%	5.5%
Q23-3. Opportunities to participate in local government (advisory boards, volunteering)	15.5%	32.6%	25.8%	4.9%	1.0%	20.2%
Q23-4. Village social media	13.8%	29.7%	27.2%	3.5%	0.5%	25.3%
Q23-5. Village website (vopnc.org)	17.8%	37.8%	21.5%	2.4%	0.6%	19.9%
Q23-6. Village newsletter	26.7%	44.9%	16.6%	2.3%	0.5%	9.0%
Q23-7. Monthly Village eNews updates	15.0%	32.6%	22.5%	2.6%	0.5%	26.7%
Q23-8. Online engagement portals (engage.vopnc.org)	9.4%	17.9%	25.0%	2.0%	0.2%	45.4%
Q23-9. Community's progress toward meeting its strategic vision & mission	9.4%	23.9%	29.6%	7.0%	1.1%	29.0%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Quality of information about Village programs/services	24.3%	51.8%	19.1%	4.3%	0.5%
Q23-2. Village efforts to keep you informed about local issues	22.8%	47.9%	20.1%	8.3%	0.9%
Q23-3. Opportunities to participate in local government (advisory boards, volunteering)	19.5%	40.9%	32.3%	6.2%	1.2%
Q23-4. Village social media	18.5%	39.8%	36.4%	4.7%	0.6%
Q23-5. Village website (vopnc.org)	22.2%	47.1%	26.9%	3.0%	0.8%
Q23-6. Village newsletter	29.4%	49.3%	18.3%	2.5%	0.5%
Q23-7. Monthly Village eNews updates	20.5%	44.5%	30.7%	3.6%	0.7%
Q23-8. Online engagement portals (engage.vopnc.org)	17.2%	32.8%	45.8%	3.7%	0.4%
Q23-9. Community's progress toward meeting its strategic vision & mission	13.2%	33.7%	41.7%	9.8%	1.5%

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

Q24. Which following do you use to get Village information	Number	Percent
Village employees	111	13.4 %
Village newsletter	588	70.8 %
Village website (vopnc.org)	379	45.6 %
Monthly Village eNews	193	23.2 %
Village mobile app (MYVOP)	121	14.6 %
Engage Pinehurst online engagement portal (engage.vopnc.org)	31	3.7 %
Village social media (e.g. Facebook, Twitter)	208	25.0 %
The Pilot newspaper	600	72.2 %
Attend or view public meetings	136	16.4 %
Other	32	3.9 %
Total	2399	

**Q24-10. Other**

Q24-10. Other	Number	Percent
My neighbor	4	12.5 %
Nextdoor	3	9.4 %
Word of mouth	3	9.4 %
Sandhills Sentinel	3	9.4 %
The Sway	3	9.4 %
Friends	2	6.3 %
My parents	1	3.1 %
Google search	1	3.1 %
My husband	1	3.1 %
North State Journal	1	3.1 %
Council members and the Mayor	1	3.1 %
Local radio	1	3.1 %
NEWS MEDIA AND LOCAL MAGAZINES.	1	3.1 %
Free magazines	1	3.1 %
VOP Committee	1	3.1 %
Signage	1	3.1 %
Neighbors/Nextdoor website	1	3.1 %
Pine Times	1	3.1 %
Flyers	1	3.1 %
Pinestraw magazine	1	3.1 %
Total	32	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	581	69.9 %
Sometimes	152	18.3 %
Seldom	33	4.0 %
Never	26	3.1 %
Don't know	39	4.7 %
Total	831	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	581	73.4 %
Sometimes	152	19.2 %
Seldom	33	4.2 %
Never	26	3.3 %
Total	792	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	242	29.1 %
No	589	70.9 %
Total	831	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=242)

	Always	Usually	Sometimes	Seldom	Never	No opinion
Q26a-1. Village staff was responsive to my needs	70.2%	19.4%	5.4%	2.1%	0.8%	2.1%
Q26a-2. Village staff was competent	69.8%	22.3%	5.0%	0.4%	0.0%	2.5%
Q26a-3. Village staff was courteous	83.1%	13.2%	1.2%	0.4%	0.0%	2.1%
Q26a-4. My issue was resolved promptly	58.7%	19.0%	10.7%	2.5%	3.7%	5.4%

**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=242)

	Always	Usually	Sometimes	Seldom	Never
Q26a-1. Village staff was responsive to my needs	71.7%	19.8%	5.5%	2.1%	0.8%
Q26a-2. Village staff was competent	71.6%	22.9%	5.1%	0.4%	0.0%
Q26a-3. Village staff was courteous	84.8%	13.5%	1.3%	0.4%	0.0%
Q26a-4. My issue was resolved promptly	62.0%	20.1%	11.4%	2.6%	3.9%

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

Q27. Most important community improvements	Number	Percent
Additional walkway construction in neighborhoods	312	37.5 %
Additional street lighting in neighborhoods	293	35.3 %
Additional stormwater (drainage) improvements	257	30.9 %
Downtown parking	242	29.1 %
Additional street resurfacing	236	28.4 %
Bicycle lanes & paths	230	27.7 %
Additional greenway trails (walking paths)	220	26.5 %
Multi-purpose paths on main Village highways	144	17.3 %
Library/Archives expansion	130	15.6 %
Additional parks & open spaces	99	11.9 %
Third fire station	72	8.7 %
Additional athletic fields	29	3.5 %
Total	2264	

**Q28. If you own a home in the Village of Pinehurst, approximately 37% 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 (63%). 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	249	30.0 %
Satisfied	346	41.6 %
Neutral	127	15.3 %
Dissatisfied	37	4.5 %
Very dissatisfied	3	0.4 %
Don't know	69	8.3 %
Total	831	100.0 %

**WITHOUT "NO OPINION"**

**Q28. If you own a home in the Village of Pinehurst, approximately 37% 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 (63%). 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	249	32.7 %
Satisfied	346	45.4 %
Neutral	127	16.7 %
Dissatisfied	37	4.9 %
Very dissatisfied	3	0.4 %
Total	762	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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q29-1. Overall quality of leadership provided by Village's elected officials	12.6%	33.7%	25.6%	9.9%	3.5%	14.7%
Q29-2. Overall effectiveness of appointed boards & commissions	10.2%	31.8%	31.3%	6.6%	1.7%	18.4%
Q29-3. Overall effectiveness of Village Manager & appointed staff	18.4%	35.5%	23.7%	3.6%	1.6%	17.2%

**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=831)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q29-1. Overall quality of leadership provided by Village's elected officials	14.8%	39.5%	30.0%	11.6%	4.1%
Q29-2. Overall effectiveness of appointed boards & commissions	12.5%	38.9%	38.3%	8.1%	2.1%
Q29-3. Overall effectiveness of Village Manager & appointed staff	22.2%	42.9%	28.6%	4.4%	1.9%



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

(N=831)

	Significantly better	Better	Same	Worse	Significantly worse	No opinion
Q30-1. Overall quality of life	43.7%	37.4%	13.8%	1.7%	0.4%	3.0%
Q30-2. Overall quality of Village services	32.6%	34.8%	24.5%	2.3%	0.2%	5.5%
Q30-3. Customer service provided by Village employees	28.5%	33.3%	19.1%	2.0%	0.2%	16.7%

**WITHOUT "NO OPINION"**

**Q30. How would you rate your satisfaction with the following in the Village of Pinehurst compared to other places you have lived in the past? (without "no opinion")**

(N=831)

	Significantly better	Better	Same	Worse	Significantly worse
Q30-1. Overall quality of life	45.0%	38.6%	14.3%	1.7%	0.4%
Q30-2. Overall quality of Village services	34.5%	36.8%	26.0%	2.4%	0.3%
Q30-3. Customer service provided by Village employees	34.2%	40.0%	23.0%	2.5%	0.3%

**Q31. Would you recommend the Village of Pinehurst to others as a place to live?**

Q31. Would you recommend Village to others as a place to live	Number	Percent
Yes	748	90.0 %
No	53	6.4 %
Not provided	30	3.6 %
Total	831	100.0 %

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

Q31. Would you recommend Village to others as a place to live	Number	Percent
Yes	748	93.4 %
No	53	6.6 %
Total	801	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	227	27.3 %
5-10 years	173	20.8 %
11-20 years	211	25.4 %
20+ years	210	25.3 %
Not provided	10	1.2 %
Total	831	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	227	27.6 %
5-10 years	173	21.1 %
11-20 years	211	25.7 %
20+ years	210	25.6 %
Total	821	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	123	14.8 %
No	684	82.3 %
Not provided	24	2.9 %
Total	831	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	123	15.2 %
No	684	84.8 %
Total	807	100.0 %

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

Q35a. What grade level(s) are your school-age children		
	Number	Percent
K-5	75	61.0 %
6-8	42	34.1 %
High school	46	37.4 %
Total	163	

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

Q36. Which following best describes your current employment status

	Number	Percent
Employed outside home	236	28.4 %
Employed in home/have a home-based business	67	8.1 %
Retired	485	58.4 %
Not currently employed	13	1.6 %
Not provided	30	3.6 %
Total	831	100.0 %

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

Q36. Which following best describes your current employment status

	Number	Percent
Employed outside home	236	29.5 %
Employed in home/have a home-based business	67	8.4 %
Retired	485	60.5 %
Not currently employed	13	1.6 %
Total	801	100.0 %

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

<u>Q36a. What is the zip code where you work</u>	<u>Number</u>	<u>Percent</u>
28374	84	50.0 %
28387	16	9.5 %
28310	11	6.5 %
28315	7	4.2 %
28327	4	2.4 %
28307	3	1.8 %
27376	3	1.8 %
27606	2	1.2 %
28314	2	1.2 %
28303	2	1.2 %
28376	2	1.2 %
28320	1	0.6 %
22308	1	0.6 %
27612	1	0.6 %
28352	1	0.6 %
28301	1	0.6 %
28306	1	0.6 %
28351	1	0.6 %
28326	1	0.6 %
27513	1	0.6 %
28384	1	0.6 %
20818	1	0.6 %
87185	1	0.6 %
28345	1	0.6 %
27601	1	0.6 %
28311	1	0.6 %
28371	1	0.6 %
75204	1	0.6 %
28375	1	0.6 %
28270	1	0.6 %
29374	1	0.6 %
27560	1	0.6 %
27511	1	0.6 %
27330	1	0.6 %
28394	1	0.6 %
28308	1	0.6 %
28379	1	0.6 %
27603	1	0.6 %
27157	1	0.6 %
28305	1	0.6 %
24060	1	0.6 %
28204	1	0.6 %
28377	1	0.6 %
Total	168	100.0 %

**Q37. Which of the following best describes your age?**

Q37. Which following best describes your age	Number	Percent
Under 35 years	61	7.3 %
35-44 years	77	9.3 %
45-54 years	108	13.0 %
55-64 years	128	15.4 %
65+ years	427	51.4 %
Not provided	30	3.6 %
Total	831	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 35 years	61	7.6 %
35-44 years	77	9.6 %
45-54 years	108	13.5 %
55-64 years	128	16.0 %
65+ years	427	53.3 %
Total	801	100.0 %

**Q38. Which of the following best describes your race?**

Q38. Your race	Number	Percent
Asian or Asian Indian	18	2.2 %
Black or African American	20	2.4 %
American Indian or Alaska Native	3	0.4 %
White	760	91.5 %
Native Hawaiian or other Pacific Islander	2	0.2 %
Hispanic, Spanish, or Latino/a/x	23	2.8 %
Other	5	0.6 %
Total	831	

**Q38-7. Self-describe your race:**

Q38-7. Self-describe your race	Number	Percent
Multi-racial	1	25.0 %
Mixed	1	25.0 %
Middle Eastern/European	1	25.0 %
More than one	1	25.0 %
Total	4	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	155	18.7 %
Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/ Walker Station	39	4.7 %
Pinehurst No. 7/Lawn & Tennis/CCNC	45	5.4 %
Morganton/Monticello Rd.	76	9.1 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	223	26.8 %
Pinewild	83	10.0 %
Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens	108	13.0 %
Village Acres/Murdocksville Rd.	80	9.6 %
<u>Not provided</u>	<u>22</u>	<u>2.6 %</u>
Total	831	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	155	19.2 %
Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/ Walker Station	39	4.8 %
Pinehurst No. 7/Lawn & Tennis/CCNC	45	5.6 %
Morganton/Monticello Rd.	76	9.4 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	223	27.6 %
Pinewild	83	10.3 %
Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens	108	13.3 %
Village Acres/Murdocksville Rd.	80	9.9 %
Total	809	100.0 %

**Q40. What is your gender?**

Q40. Your gender	Number	Percent
Male	408	49.1 %
Female	415	49.9 %
Non-binary	1	0.1 %
Prefer to self-describe	3	0.4 %
Not provided	4	0.5 %
Total	831	100.0 %

**WITHOUT "NOT PROVIDED"****Q40. What is your gender? (without "not provided")**

Q40. Your gender	Number	Percent
Male	408	49.3 %
Female	415	50.2 %
Non-binary	1	0.1 %
Prefer to self-describe	3	0.4 %
Total	827	100.0 %

**Q40-4. Self-describe your gender:**

Q40-4. Self-describe your gender	Number	Percent
I identify as what I am	1	33.3 %
Gender fluid	1	33.3 %
Transman	1	33.3 %
Total	3	100.0 %

**Q41. Do you own or rent your current residence?**

Q41. Do you own or rent your current residence	Number	Percent
Own	751	90.4 %
Rent	71	8.5 %
Not provided	9	1.1 %
Total	831	100.0 %

**WITHOUT "NOT PROVIDED"****Q41. Do you own or rent your current residence? (without "not provided")**

Q41. Do you own or rent your current residence	Number	Percent
Own	751	91.4 %
Rent	71	8.6 %
Total	822	100.0 %



**Q42. What is your total annual household income?**

<u>Q42. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	38	4.6 %
\$30K to \$59,999	84	10.1 %
\$60K to \$99,999	195	23.5 %
\$100K to \$149,999	151	18.2 %
\$150K+	182	21.9 %
Not provided	181	21.8 %
Total	831	100.0 %

**WITHOUT "NOT PROVIDED"****Q42. What is your total annual household income? (without "not provided")**

<u>Q42. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	38	5.8 %
\$30K to \$59,999	84	12.9 %
\$60K to \$99,999	195	30.0 %
\$100K to \$149,999	151	23.2 %
\$150K+	182	28.0 %
Total	650	100.0 %





**5**

# Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY \_\_\_\_\_

**August 2022**

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 [2022PinehurstCommunitySurvey.org](https://2022PinehurstCommunitySurvey.org).**

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 October. 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 2022 Community Survey.

Sincerely,

Jeffrey M. Sanborn  
Village Manager

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ADMINISTRATION

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



# 2022 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](mailto: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 Stay in Pinehurst.** Several reasons to consider residing in the Village of Pinehurst 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 is in your decision to stay 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
16.	Historic landmark designation	4	3	2	1	Yes	No

4. **Perception of the Village of Pinehurst.** Several items that may influence your perception of the Village 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 public spaces across 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.

		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 regularly dine 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 and Archives 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."**

		Have you used this service in the past year?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Given Memorial Library	Yes	No	5	4	3	2	1	9
2.	Tufts Archives	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/Tufts Archives.**

- |  |   |
|--|---|
| ____(01) Didn't know about it                | ____(06) Insufficient technology available  |
| ____(02) Hours of operation                  | ____(07) Not enough meeting areas/rooms     |
| ____(03) Variety of library services offered | ____(08) A library is not important to me   |
| ____(04) Variety of library programs offered | ____(09) An archives is not important to me |
| ____(05) Parking availability                | ____(10) Other: _____                       |

**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
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 ( <a href="http://vopnc.org">vopnc.org</a> )	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 ( <a href="http://engage.vopnc.org">engage.vopnc.org</a> )	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](http://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) Library/Archives expansion
- (11) Third fire station
- (12) Downtown parking

28. If you own a home in the Village of Pinehurst, approximately 37% 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 (63%). 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?

- (5) Very satisfied     (3) Neutral     (1) Very Dissatisfied  
 (4) Satisfied     (2) 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 the Village of 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 the Village of Pinehurst to others as a place to live?** \_\_\_(1) Yes \_\_\_(2) No
32. **What are the most important issues facing the Village of Pinehurst today?**
- 
33. **Do you have any suggestions for how the Village of Pinehurst 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 (What is the zip code where you work? \_\_\_\_\_) \_\_\_(3) Student  
 \_\_\_(2) Employed in the home/have a home-based business \_\_\_(4) Retired  
 \_\_\_(5) Not currently employed
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 or Asian Indian \_\_\_(05) Native Hawaiian or other Pacific Islander  
 \_\_\_(02) Black or African American \_\_\_(06) Hispanic, Spanish, or Latino/a/x  
 \_\_\_(03) American Indian or Alaska Native \_\_\_(99) Other: \_\_\_\_\_  
 \_\_\_(04) White
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 \_\_\_(4) Prefer to self-describe: \_\_\_\_\_
41. **Do you own or rent your current residence?** \_\_\_(1) Own \_\_\_(2) Rent
42. **What is your total annual household income?**  
 \_\_\_(1) Under \$30,000 \_\_\_(3) \$60,000 to \$99,999 \_\_\_(5) \$150,000 or more  
 \_\_\_(2) \$30,000 to \$59,999 \_\_\_(4) \$100,000 to \$149,999

Your responses will remain completely confidential. The information printed on the right will ONLY be used to help identify the level of satisfaction with Village services in your area. If your address is not correct, please provide the correct information. Thank you.

**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