



2023 Village of Pinehurst Community Survey Findings Report

Presented to the Village of Pinehurst,
North Carolina

August 2023



Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis.....	64
Section 3: Importance-Satisfaction Analysis	89
Section 4: Tabular Data.....	103
Section 5: Survey Instrument.....	157



Executive Summary

2023 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 2023. 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 twelfth 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 follow-up messages to the households that received the survey to encourage participation. The follow-up messages 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 met, with a total of 703 residents completing the survey. The overall results for the sample of 703 households have a precision of at least $\pm 3.7\%$ 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).

2023 Village of Pinehurst Community Survey

Executive Summary



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.” Ninety-four percent (94%) of those surveyed, *who had an opinion*, indicated the Village is either “excellent” or “good,” as a place to live, and 94% *who had an opinion* think the overall image and overall quality of life in the Village is “excellent” or “good.”

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 (95%), 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 emphasis from the Village over the next two years were: (1) efforts at maintain the quality of neighborhoods, 2) police services, and (3) street and right-of-way maintenance.

Feelings of Safety

Ninety-seven percent (97%) of respondents, *who had an opinion*, indicated they feel either “very safe” or “safe” walking alone in their neighborhood during the day, and 97% of residents, *who had an opinion*, indicated they feel either “very safe” or “safe” in business areas of the Village during the day.

Satisfaction with Specific Village Services

Public Safety Services. The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how quickly fire personnel respond to emergencies (88%), how quickly police respond to emergencies (85%), and efforts to prevent crimes (83%). The aspect of public safety services that respondents were least satisfied with was fire prevention and education programs (62%). Respondents indicated that the Village’s efforts to prevent crimes is the public safety service they think should receive the most emphasis from Village leaders over the next two years.

Cultural and Recreation Services. The highest levels of satisfaction with cultural and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of Village parks (88%), the number of Village parks (85%), the condition of walking/greenway trails (77%), and the availability of walking/greenway trails (76%). The three cultural and recreation services respondents indicated should receive the most emphasis over the next two years were (1) the condition of walking/greenway trails, (2) the availability of walking/greenway trails, and (3) Village sponsored cultural/arts events.

2023 Village of Pinehurst Community Survey

Executive Summary



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 (65%), enforcing the cleanup of litter and debris on private property (61%), and enforcing mowing/cutting of weeds/grass on private property (57%). Fifty-six percent (56%) of respondents described the effort the Village applies to enforce its codes and ordinances as “about right,” 9% 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 (88%) and the maintenance of street signs and pavement markings (80%). The ease of travel on NC Highway 5 and the ease of travel through large traffic circle were the two transportation services respondents think should receive the most emphasis from the Village over the next two years.

Public Services. The highest levels of satisfaction with public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: landscaping in medians/other public areas (93%) and cleanliness of streets and other public areas (92%). The cleanliness of streets and other public areas and the quality of stormwater runoff/management system and 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; 92% were satisfied with yard waste collection services, and 89% 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 quality of information on Village programs and services (71%), the Village newsletter (70%), and the Village website (68%).

- The Pilot newspaper (68%) and the Village Newsletter (56%) are the two most used sources for information about the Village of Pinehurst.
- Eighty-six percent (86%) of respondents indicated they read the Village Newsletter either “all the time” or “sometimes.”

Village Leadership. Fifty-eight percent (58%) of residents *who had an opinion* were satisfied with the effectiveness of the Village Manager and appointed staff; 45% were satisfied with the effectiveness of appointed boards and commissions, and 45% were satisfied with the quality of leadership provided by elected officials.

2023 Village of Pinehurst Community Survey

Executive Summary



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 44 of the 45 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	94.3%	48.5%	45.8%	Perceptions of the Village
Customer service provided by Village employees	82.4%	39.4%	43.0%	Major Categories of Community Services
Maintenance/preservation of Downtown	90.6%	47.7%	42.9%	Public Services
As a place to retire	92.8%	51.6%	41.2%	Perceptions of the Village
Overall image of Village	93.8%	53.4%	40.4%	Perceptions of the Village
Police services	92.0%	53.0%	39.0%	Major Categories of Community Services
Cleanliness of streets & other public areas	92.3%	53.3%	39.0%	Public Services
Yard waste collection services	92.4%	53.8%	38.6%	Solid Waste Services
Village communication with residents	74.8%	36.9%	37.9%	Major Categories of Community Services
Maintenance of main Village street thoroughfares	87.5%	50.1%	37.4%	Transportation Services
Overall quality of Village services	86.3%	49.0%	37.3%	Perceptions of the Village
Landscaping in medians/other public areas	92.5%	55.4%	37.1%	Public Services
Solid waste services	91.4%	55.1%	36.3%	Major Categories of Community Services
Efforts to prevent crimes	83.1%	48.6%	34.5%	Public Safety Services
Street & right-of-way maintenance	74.1%	40.5%	33.6%	Major Categories of Community Services
Curbside recycling services	88.9%	55.6%	33.3%	Solid Waste Services
Overall feeling of safety in Village	95.9%	66.0%	29.9%	Perceptions of the Village
How quickly police respond to emergencies	85.1%	56.1%	29.0%	Public Safety Services
In Village parks & recreation facilities	82.8%	54.6%	28.2%	Perceptions of Safety and Security
Residential trash collection services	95.6%	67.5%	28.1%	Solid Waste Services
Village website	67.7%	42.4%	25.3%	Communication
Maintenance of streets in your neighborhood	73.9%	49.3%	24.6%	Transportation Services
Quality of info about Village programs/services	71.0%	46.4%	24.6%	Communication
Efforts to keep you informed about local issues	66.7%	43.3%	23.4%	Communication
Effectiveness of Village Manager & appointed staff	58.4%	38.2%	20.2%	Village Leadership
Village social media	59.2%	39.3%	19.9%	Communication
Fire services	95.4%	76.2%	19.2%	Major Categories of Community Services
Enforcement of local traffic laws	67.8%	49.6%	18.2%	Public Safety Services
As a place to raise children	79.3%	61.4%	17.9%	Perceptions of the Village
Maintenance of street signs/pavement markings	79.7%	63.1%	16.6%	Transportation Services
How quickly fire personnel respond to emergencies	87.7%	71.7%	16.0%	Public Safety Services
Walking alone in your neighborhood during the day	97.1%	81.2%	15.9%	Perceptions of Safety and Security
Enforcement of Village codes & ordinances	55.9%	40.1%	15.8%	Major Categories of Community Services
Enforcing cleanup of litter & debris	60.7%	45.1%	15.6%	Code Enforcement
Walking alone in your neighborhood after dark	76.4%	61.4%	15.0%	Perceptions of Safety and Security
Level of public involvement in local decisions	48.6%	33.9%	14.7%	Major Categories of Community Services
Condition of existing walkways	61.0%	46.7%	14.3%	Transportation Services
Winter weather response on Village streets	72.3%	58.1%	14.2%	Public Services
Fire prevention & education programs	62.4%	48.6%	13.8%	Public Safety Services
Quality of stormwater runoff/management system	61.8%	49.5%	12.3%	Public Services
Enforcing mowing/cutting of weeds/grass	56.9%	46.1%	10.8%	Code Enforcement
Enforcing sign regulations	54.9%	44.9%	10.0%	Code Enforcement
Frequency police officers patrol your neighborhood	63.3%	54.1%	9.2%	Public Safety Services
Quality of leadership by elected officials	44.9%	38.4%	6.5%	Village Leadership
Adequacy of street lighting	46.7%	58.5%	-11.8%	Transportation Services

2023 Village of Pinehurst Community Survey

Executive Summary



How the Village Compares to Other Communities Regionally

Satisfaction ratings for the Village of Pinehurst **rated significantly higher (difference of 5% or more) than the Atlantic regional average in 42 of the 45 areas** that were assessed. 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	82.4%	36.3%	46.1%	Major Categories of Community Services
Maintenance/preservation of Downtown	90.6%	49.8%	40.8%	Public Services
As a place to retire	92.8%	55.1%	37.7%	Perceptions of the Village
Cleanliness of streets & other public areas	92.3%	55.6%	36.7%	Public Services
As a place to live	94.3%	58.0%	36.3%	Perceptions of the Village
Yard waste collection services	92.4%	56.2%	36.2%	Solid Waste Services
Overall quality of Village services	86.3%	51.6%	34.7%	Perceptions of the Village
Police services	92.0%	60.3%	31.7%	Major Categories of Community Services
Maintenance of main Village street thoroughfares	87.5%	56.6%	30.9%	Transportation Services
Landscaping in medians/other public areas	92.5%	61.9%	30.6%	Public Services
Overall image of Village	93.8%	64.7%	29.1%	Perceptions of the Village
Efforts to prevent crimes	83.1%	55.3%	27.8%	Public Safety Services
Solid waste services	91.4%	63.7%	27.7%	Major Categories of Community Services
Village communication with residents	74.8%	48.1%	26.7%	Major Categories of Community Services
Curbside recycling services	88.9%	62.5%	26.4%	Solid Waste Services
Street & right-of-way maintenance	74.1%	48.2%	25.9%	Major Categories of Community Services
Village website	67.7%	42.2%	25.5%	Communication
Overall feeling of safety in Village	95.9%	71.0%	24.9%	Perceptions of the Village
Maintenance of streets in your neighborhood	73.9%	51.3%	22.6%	Transportation Services
In Village parks & recreation facilities	82.8%	60.9%	21.9%	Perceptions of Safety and Security
Residential trash collection services	95.6%	74.1%	21.5%	Solid Waste Services
Quality of info about Village programs/services	71.0%	50.0%	21.0%	Communication
Enforcement of Village codes & ordinances	55.9%	36.9%	19.0%	Major Categories of Community Services
Effectiveness of Village Manager & appointed staff	58.4%	40.9%	17.5%	Village Leadership
Village social media	59.2%	42.3%	16.9%	Communication
Maintenance of street signs/pavement markings	79.7%	63.5%	16.2%	Transportation Services
Walking alone in your neighborhood during the day	97.1%	81.4%	15.7%	Perceptions of Safety and Security
Efforts to keep you informed about local issues	66.7%	51.2%	15.5%	Communication
How quickly police respond to emergencies	85.1%	69.8%	15.3%	Public Safety Services
Winter weather response on Village streets	72.3%	58.3%	14.0%	Public Services
Enforcing mowing/cutting of weeds/grass	56.9%	44.3%	12.6%	Code Enforcement
As a place to raise children	79.3%	67.3%	12.0%	Perceptions of the Village
Condition of existing walkways	61.0%	49.9%	11.1%	Transportation Services
Level of public involvement in local decisions	48.6%	37.7%	10.9%	Major Categories of Community Services
Enforcing sign regulations	54.9%	44.4%	10.5%	Code Enforcement
Fire services	95.4%	85.3%	10.1%	Major Categories of Community Services
Fire prevention & education programs	62.4%	53.2%	9.2%	Public Safety Services
How quickly fire personnel respond to emergencies	87.7%	79.1%	8.6%	Public Safety Services
Enforcing cleanup of litter & debris	60.7%	52.5%	8.2%	Code Enforcement
Enforcement of local traffic laws	67.8%	59.7%	8.1%	Public Safety Services
Quality of leadership by elected officials	44.9%	37.8%	7.1%	Village Leadership
Walking alone in your neighborhood after dark	76.4%	70.3%	6.1%	Perceptions of Safety and Security
Frequency police officers patrol your neighborhood	63.3%	64.5%	-1.2%	Public Safety Services
Quality of stormwater runoff/management system	61.8%	64.3%	-2.5%	Public Services
Adequacy of street lighting	46.7%	60.4%	-13.7%	Transportation Services

2023 Village of Pinehurst Community Survey

Executive Summary



Short-Term Trend Analysis

From 2022 to 2023, satisfaction ratings have increased or stayed the same in 16 of the 93 areas that were assessed. There was a significant increase (5% or more) in satisfaction in 1 of these areas. The 16 areas that have increased or stayed the same since 2022 are listed below.

Service	2023	2022	Difference	Category
West Pinehurst Park (e.g. disc golf)	72.4%	64.6%	7.8%	Parks & Recreation Programs & Facilities
Adult Recreation Programs	88.9%	84.8%	4.1%	Parks & Recreation Programs & Facilities
Quality of outdoor athletic fields & facilities	73.9%	70.4%	3.5%	Cultural and Recreation Services
Availability of outdoor athletic fields/facilities	67.6%	65.0%	2.6%	Cultural and Recreation Services
Yard waste collection services	92.4%	89.8%	2.6%	Solid Waste Services
Street & right-of-way maintenance	74.1%	72.0%	2.1%	Major Categories of Community Services
Village sponsored cultural/arts events	91.4%	89.5%	1.9%	Parks & Recreation Programs & Facilities
Quality of new residential development	46.7%	45.5%	1.2%	Perceptions of the Community
Village social media	59.2%	58.3%	0.9%	Public Communication and Outreach
Quality of youth recreation programs	54.1%	53.2%	0.9%	Cultural and Recreation Services
Number of Village parks	84.6%	83.9%	0.7%	Cultural and Recreation Services
Solid waste services	91.4%	90.7%	0.7%	Major Categories of Community Services
Maintenance/preservation of Downtown	90.6%	89.9%	0.7%	Public Services
Curbside recycling services	88.9%	88.3%	0.6%	Solid Waste Services
Online Engagement Portals	50.2%	50.0%	0.2%	Public Communication and Outreach
As a place to raise children	79.3%	79.3%	0.0%	Perceptions of the Community

2023 Village of Pinehurst Community Survey

Executive Summary



Long-Term Trend Analysis

From 2013 to 2023, satisfaction ratings have increased in 41 of the 69 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 17 of these areas. The 41 areas that have increased since 2013 are listed below.

Service	2023	2013	Difference	Category
Quality of recreation indoor facilities	64.7%	41.0%	23.7%	Cultural and Recreation Services
Availability of recreation indoor facilities	54.2%	35.0%	19.2%	Cultural and Recreation Services
Condition of existing walkways	61.0%	47.0%	14.0%	Transportation Services
Quality of stormwater runoff/management system	61.8%	48.0%	13.8%	Public Services
Availability of walkways	44.5%	34.0%	10.5%	Transportation Services
Landscaping in medians/other public areas	92.5%	83.0%	9.5%	Public Services
Parks & recreation programs	81.1%	72.0%	9.1%	Major Categories of Community Services
Level of public involvement in local decisions	48.6%	40.0%	8.6%	Major Categories of Community Services
As a place to raise children	79.3%	71.0%	8.3%	Perceptions of the Community
Village sponsored cultural arts events	71.3%	63.0%	8.3%	Cultural and Recreation Services
Availability of information about recreation programs	63.2%	55.0%	8.2%	Cultural and Recreation Services
Yard waste collection services	92.4%	85.0%	7.4%	Solid Waste Services
Parks & recreation facilities	84.2%	78.0%	6.2%	Major Categories of Community Services
How quickly fire personnel respond to emergencies	87.7%	82.0%	5.7%	Public Safety
Quality of adult recreation programs	56.7%	51.0%	5.7%	Cultural and Recreation Services
Cleanliness of streets & other public areas	92.3%	87.0%	5.3%	Public Services
Quality of youth recreation programs	54.1%	49.0%	5.1%	Cultural and Recreation Services
Quality of Village parks	87.9%	83.0%	4.9%	Cultural and Recreation Services
Quality of outdoor athletic fields & facilities	73.9%	69.0%	4.9%	Cultural and Recreation Services
Adequacy of street lighting	46.7%	42.0%	4.7%	Transportation Services
Availability of outdoor athletic fields/facilities	67.6%	63.0%	4.6%	Cultural and Recreation Services
Maintenance/preservation of Downtown	90.6%	86.0%	4.6%	Public Services
Police services	92.0%	88.0%	4.0%	Major Categories of Community Services
Enforcing mowing/cutting of weeds/grass on private property	56.9%	53.0%	3.9%	Code Enforcement
Street & right-of-way maintenance	74.1%	71.0%	3.1%	Major Categories of Community Services
In Village parks & recreation facilities	82.8%	80.0%	2.8%	Perceptions of Safety and Security
Overall quality of life in Village	93.8%	91.0%	2.8%	Perceptions of the Community
Number of Village parks	84.6%	82.0%	2.6%	Cultural and Recreation Services
Solid waste services	91.4%	89.0%	2.4%	Major Categories of Community Services
Walking alone in your neighborhood after dark	76.4%	74.0%	2.4%	Perceptions of Safety and Security
Customer service provided by Village employees	82.4%	80.0%	2.4%	Major Categories of Community Services
Fire services	95.4%	93.0%	2.4%	Major Categories of Community Services
Quality of info about Village programs/services	71.0%	69.0%	2.0%	Public Communication and Outreach
Maintenance of streets in your neighborhood	73.9%	72.0%	1.9%	Transportation Services
Enforcing cleanup of litter & debris on private property	60.7%	59.0%	1.7%	Code Enforcement
Residential trash collection services	95.6%	94.0%	1.6%	Solid Waste Services
As a place to retire	92.8%	92.0%	0.8%	Perceptions of the Community
Overall image of Village	93.8%	93.0%	0.8%	Perceptions of the Community
Condition of walking/greenway trails	76.5%	76.0%	0.5%	Cultural and Recreation Services
As a place to live	94.3%	94.0%	0.3%	Perceptions of the Community
Walking alone in your neighborhood during the day	97.1%	97.0%	0.1%	Perceptions of Safety and Security

2023 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 2 of this report.

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

- Village efforts at maintaining the quality of neighborhoods (I-S Rating = 0.1485)
- Enforcement of Village codes and ordinances (I-S Rating = 0.1446)
- Level of public involvement in local decisions (I-S Rating = 0.1362)

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

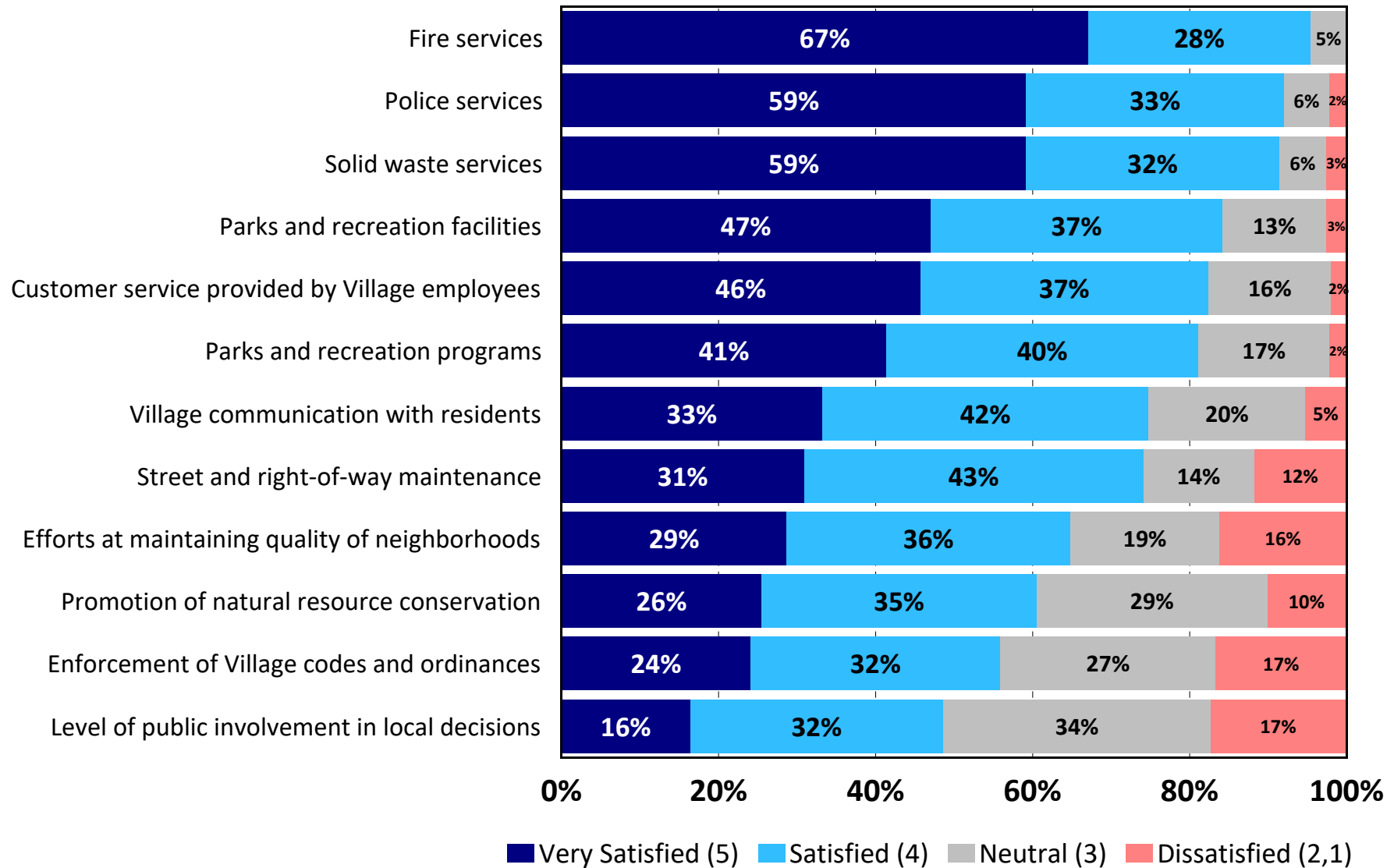
2023 Importance-Satisfaction Rating						
Village of Pinehurst, North Carolina						
Overall Satisfaction with Village Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts at maintaining quality of neighborhoods	42%	1	65%	9	0.1485	1
Enforcement of Village codes and ordinances	33%	4	56%	11	0.1446	2
Level of public involvement in local decisions	27%	5	49%	12	0.1362	3
Medium Priority (IS <.10)						
Street and right-of-way maintenance	34%	3	74%	8	0.0878	4
Promotion of natural resource conservation	17%	9	61%	10	0.0664	5
Village communication with residents	18%	6	75%	7	0.0459	6
Parks and recreation programs	17%	8	81%	6	0.0318	7
Police services	37%	2	92%	2	0.0298	8
Parks and recreation facilities	16%	10	84%	4	0.0254	9
Solid waste services	13%	11	91%	3	0.0109	10
Fire services	17%	7	95%	1	0.0080	11
Customer service provided by Village employees	3%	12	82%	5	0.0056	12



Charts and Graphs

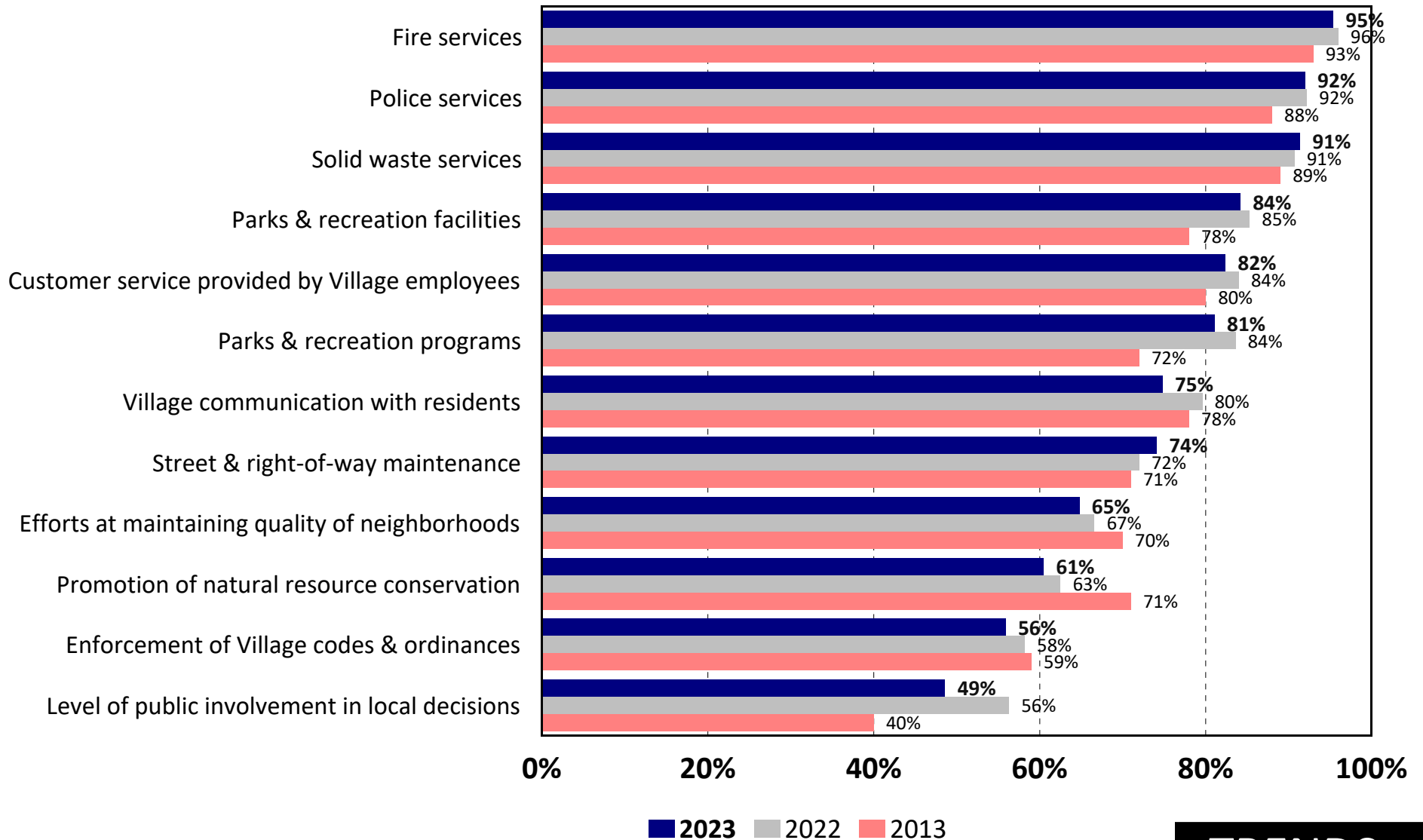
Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category

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 - 2023, 2022 & 2013

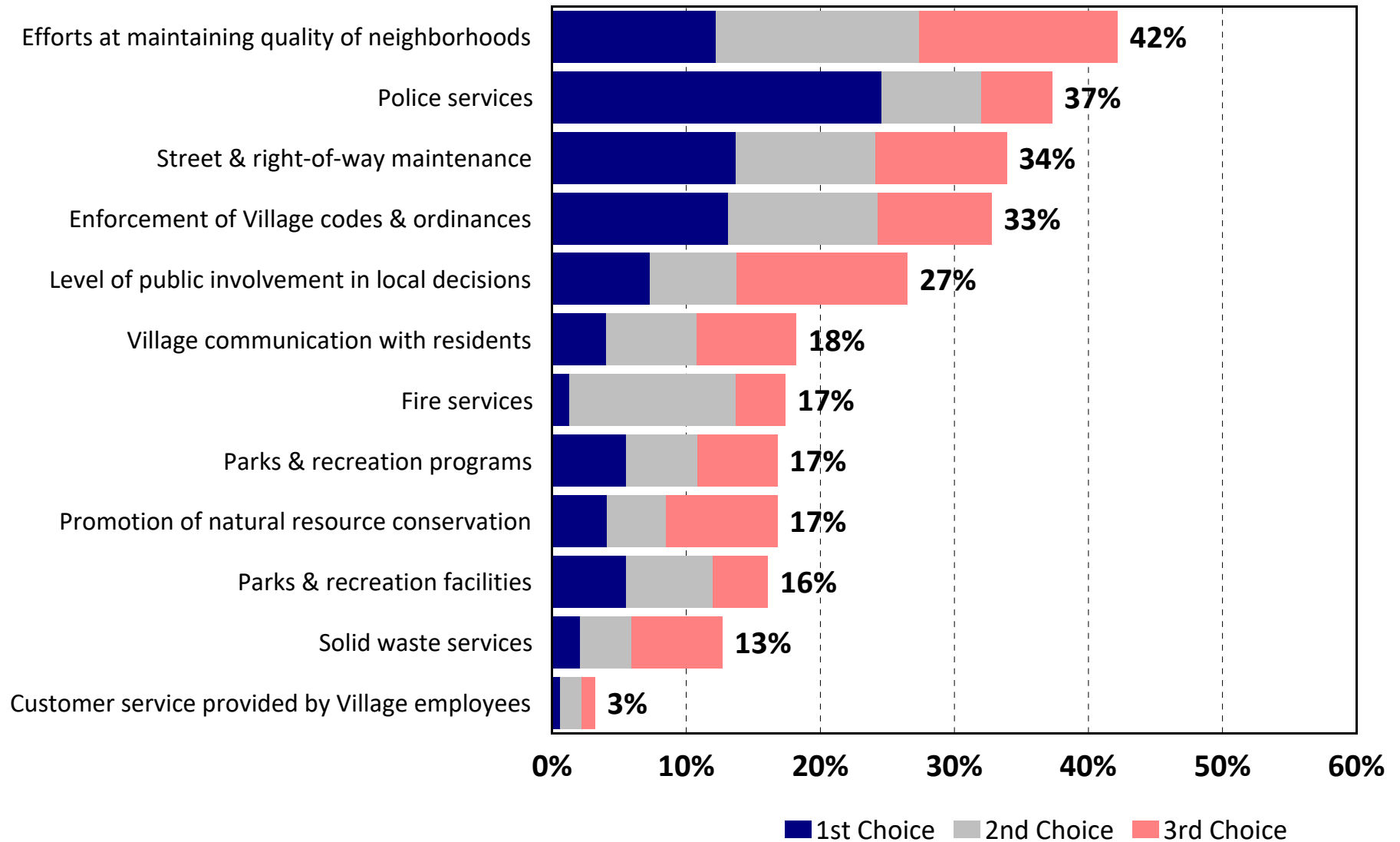
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

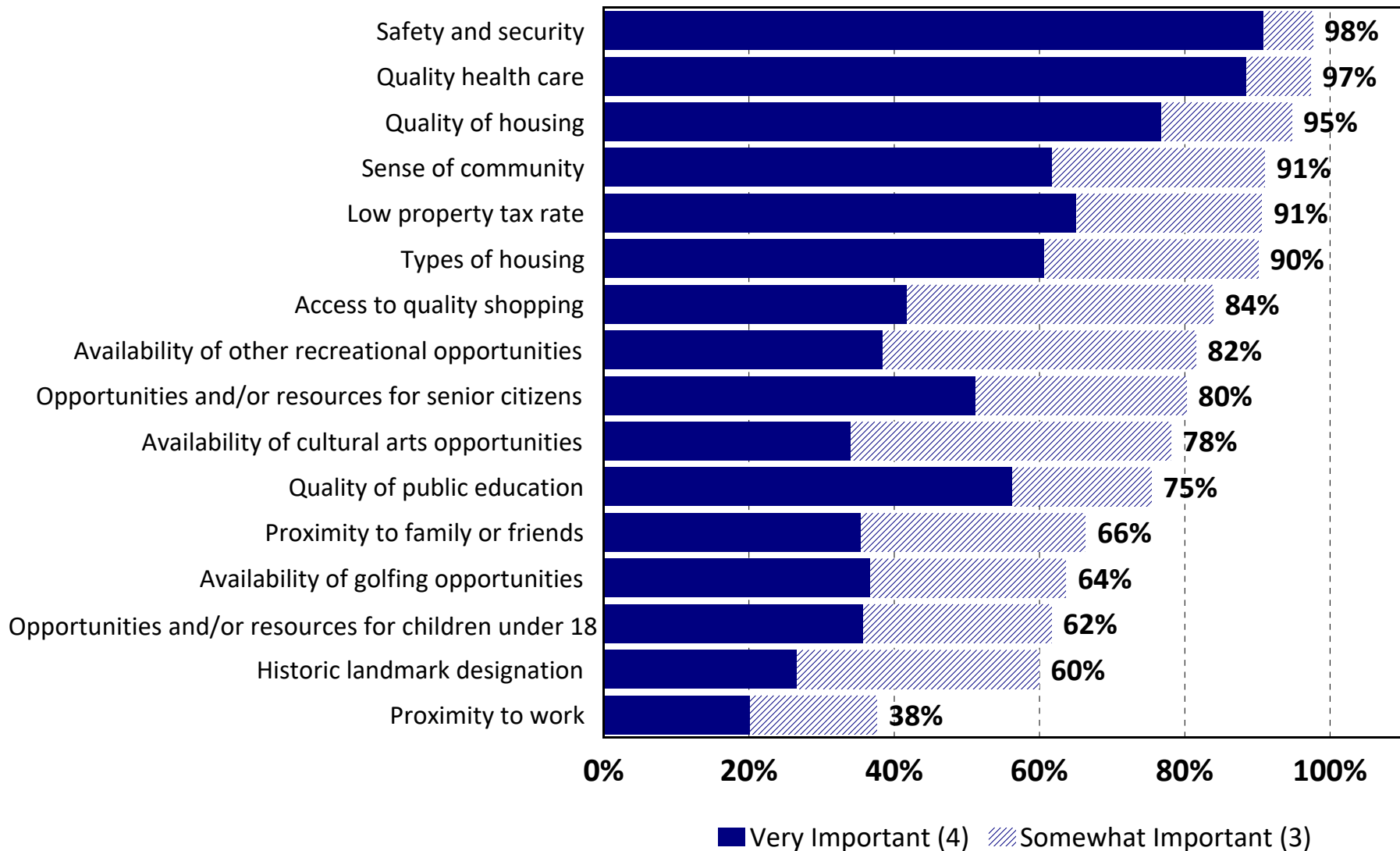
Q2. Village Services That Should Receive the Most Emphasis Over the Next Two Years

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



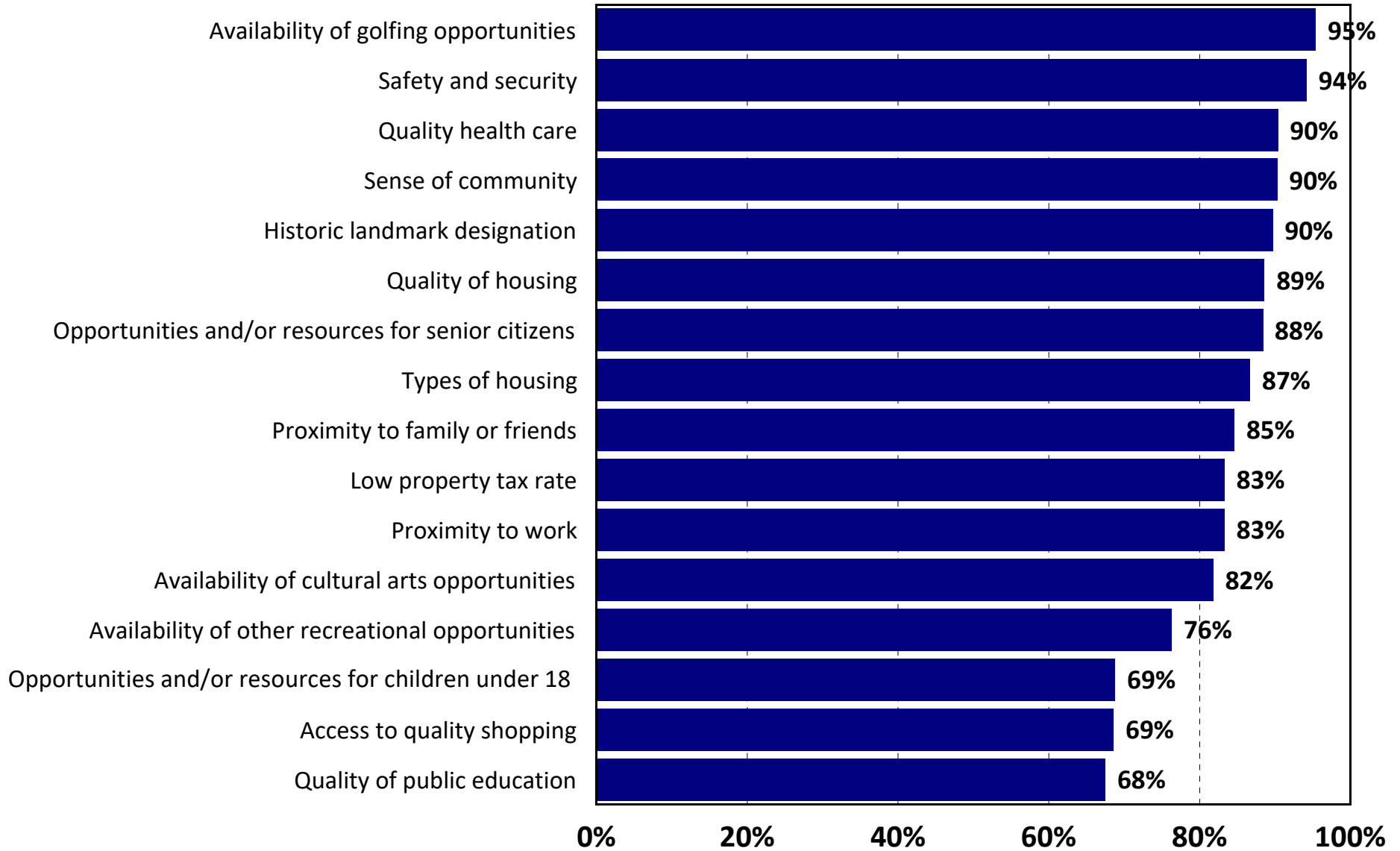
Q3a. Level of Importance of Various Reasons for Choosing to Live in Pinehurst

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

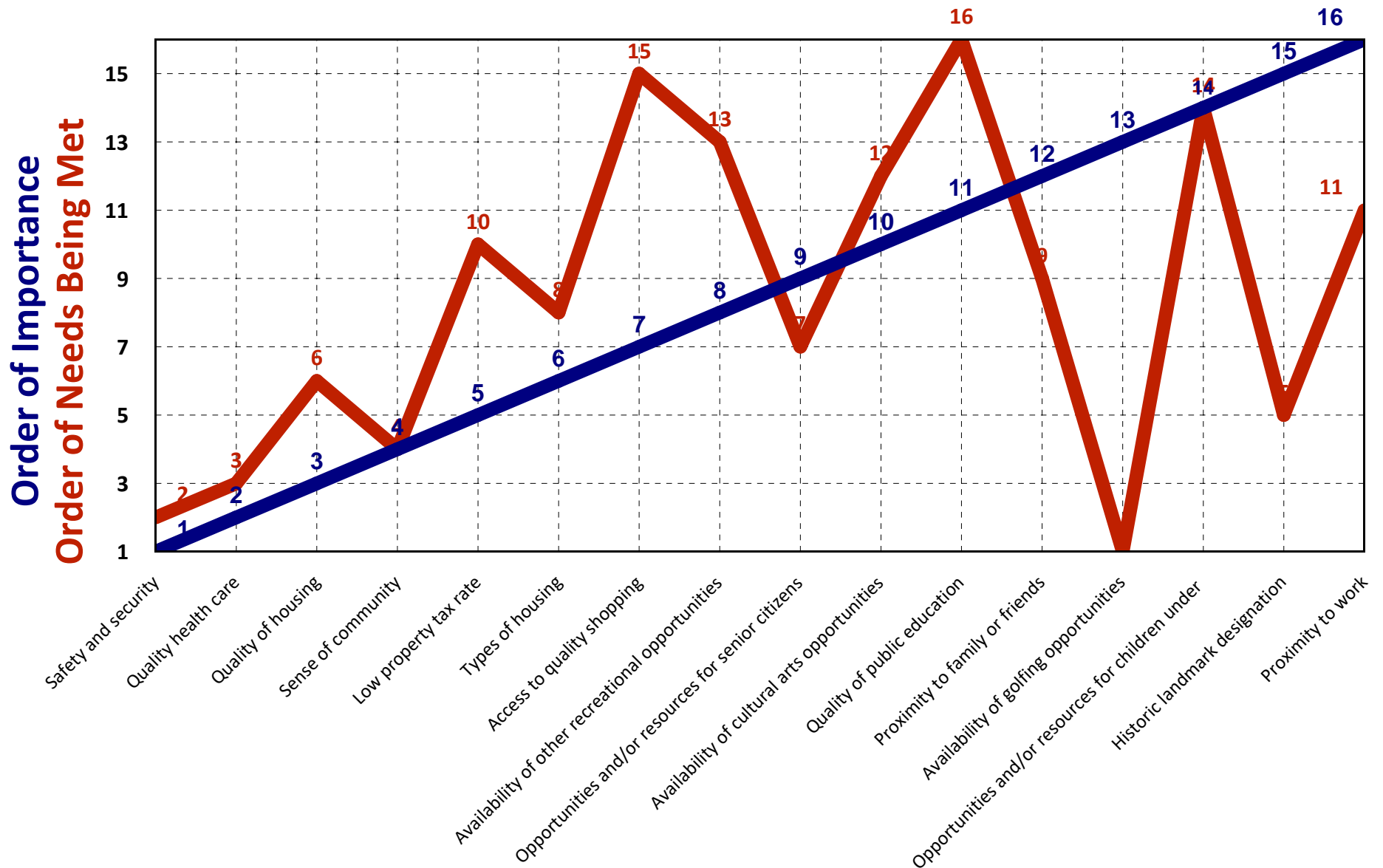


Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered “yes”



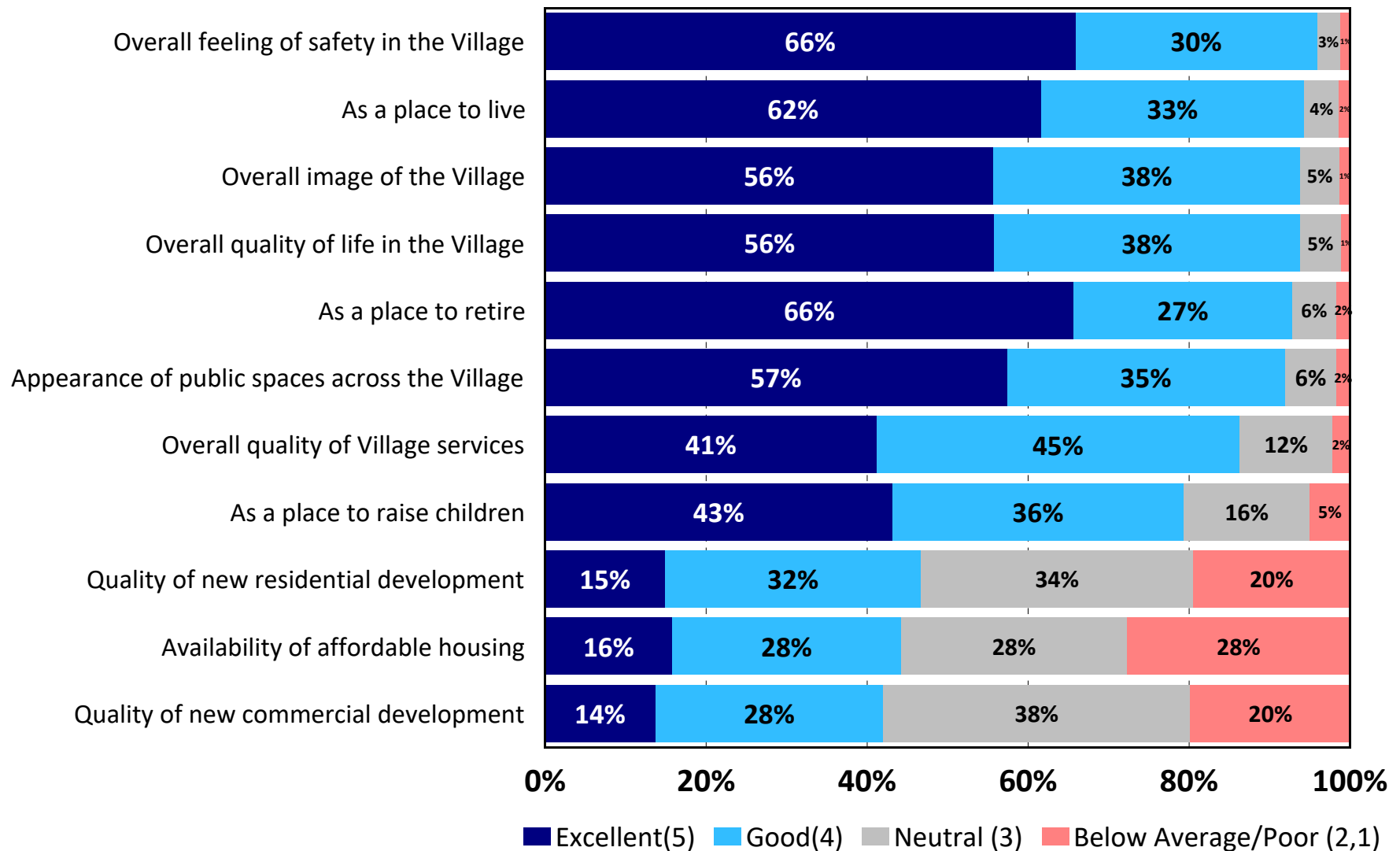
The Importance of Various Reasons for Choosing to Live in Pinehurst vs. Needs Being Met in Pinehurst



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

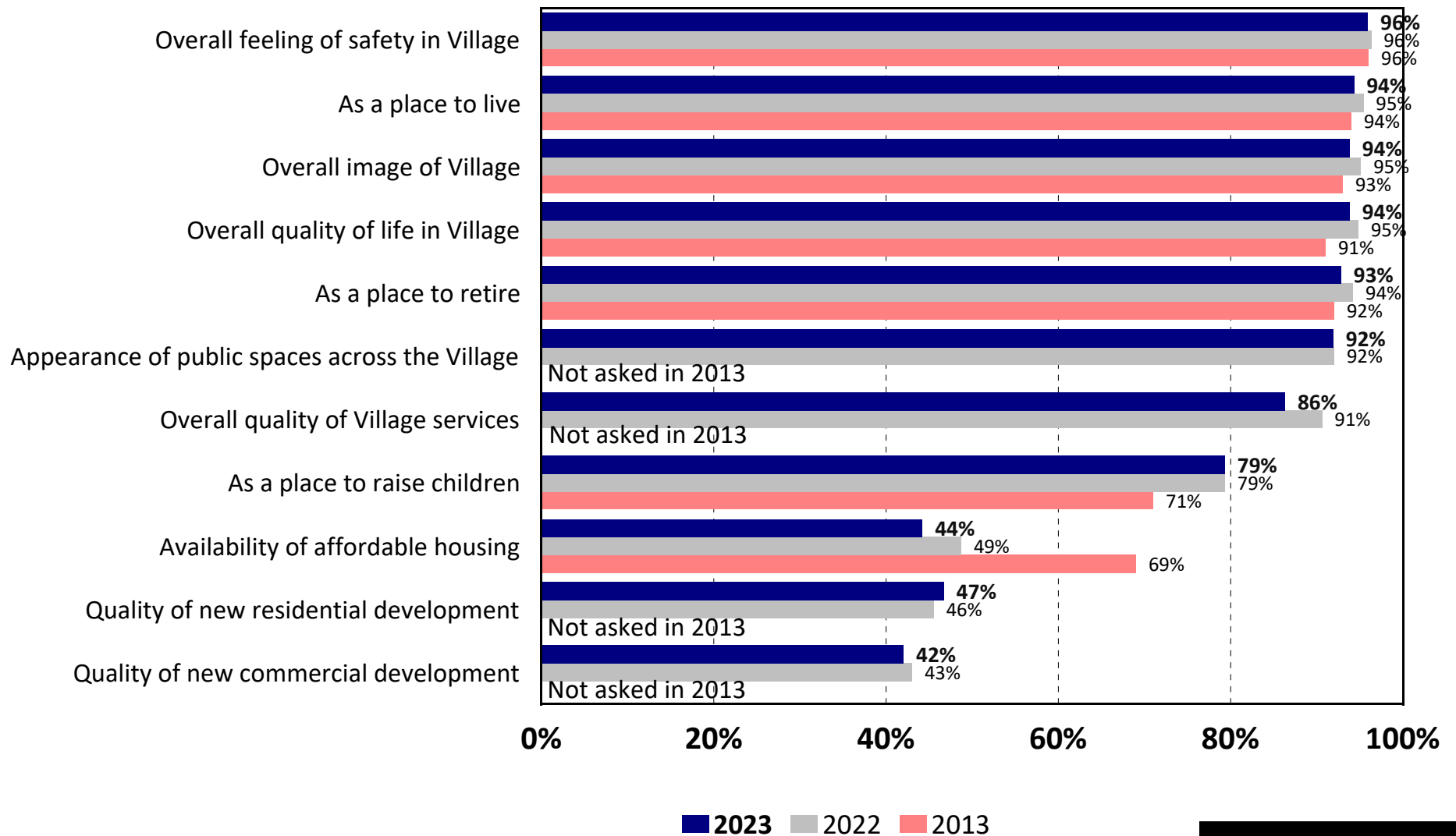
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q4. Perception Residents Have of Pinehurst as a Community

2023, 2022 & 2013

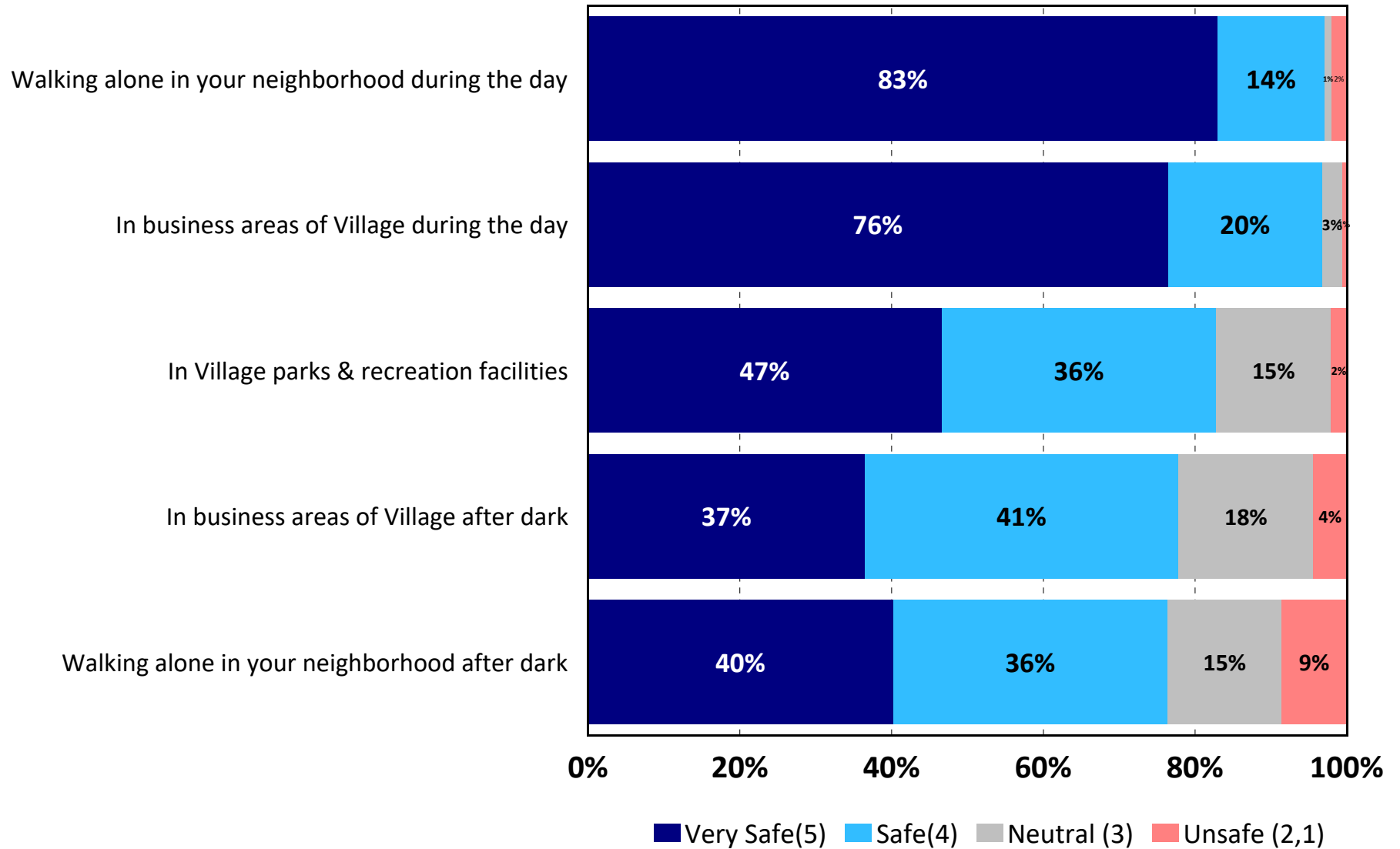
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

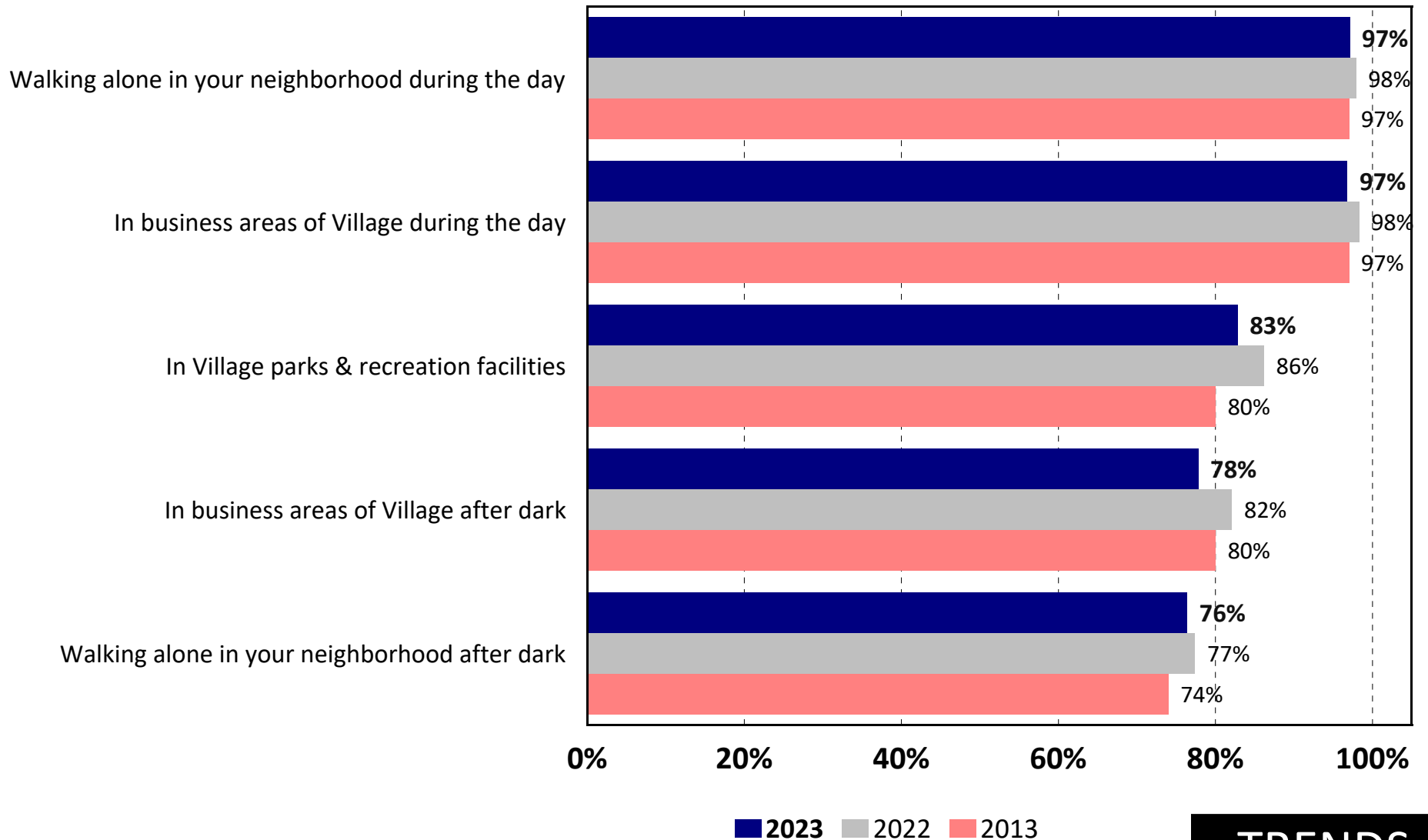
Q5. Perceptions of Safety and Security in Pinehurst

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 2023, 2022 & 2013

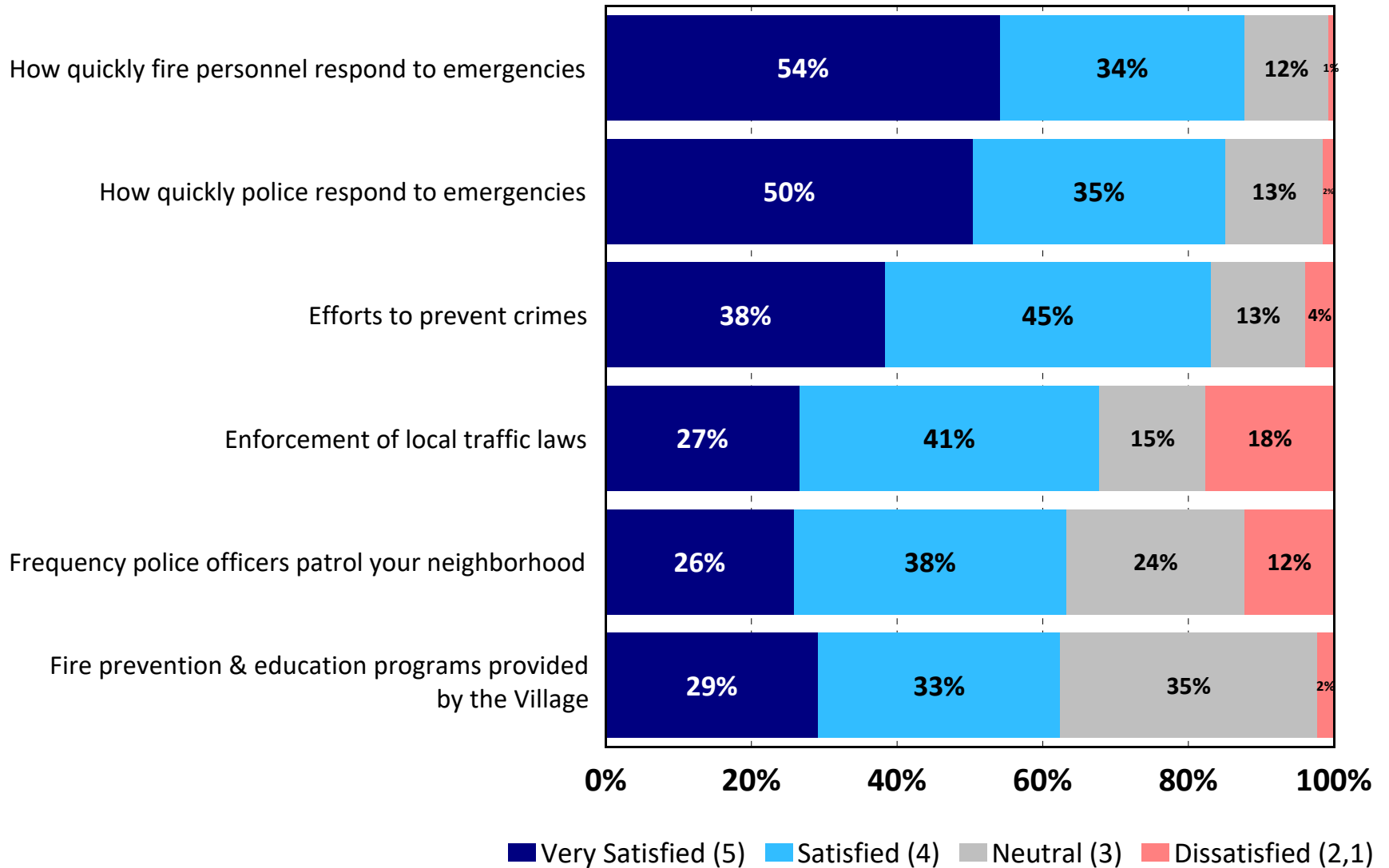
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

Q6. Satisfaction with Public Safety

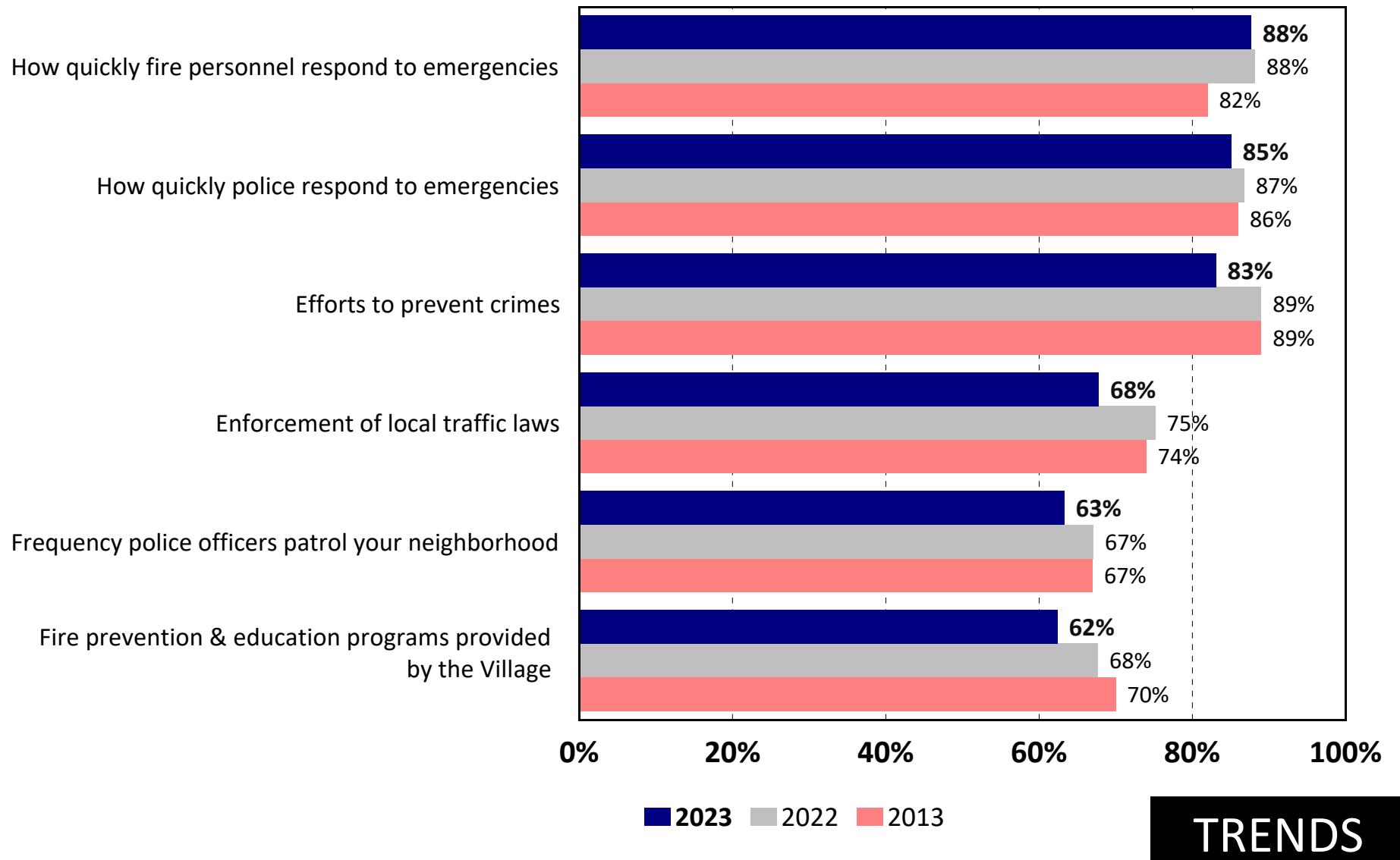
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q6. Satisfaction with Public Safety

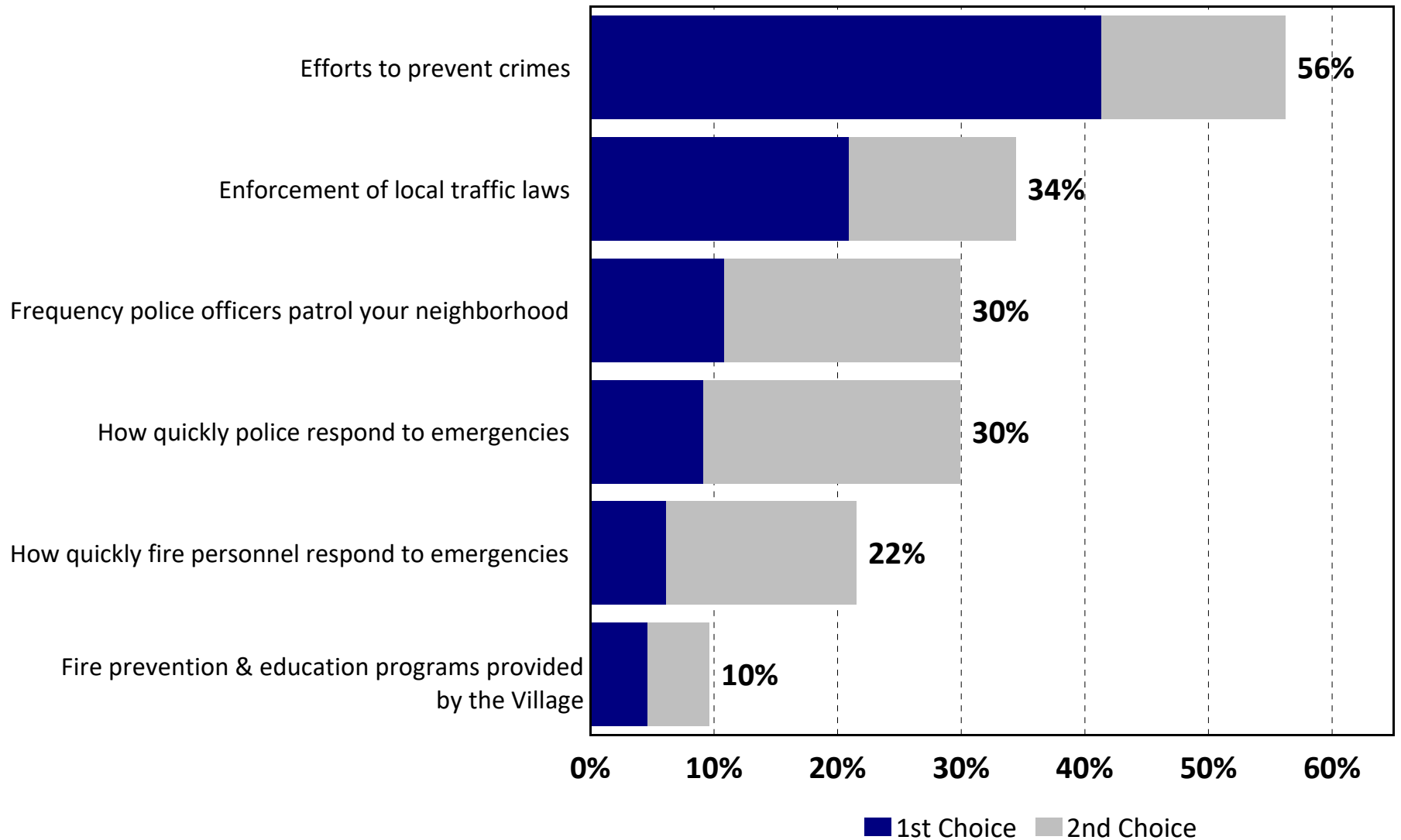
2023, 2022 & 2013

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



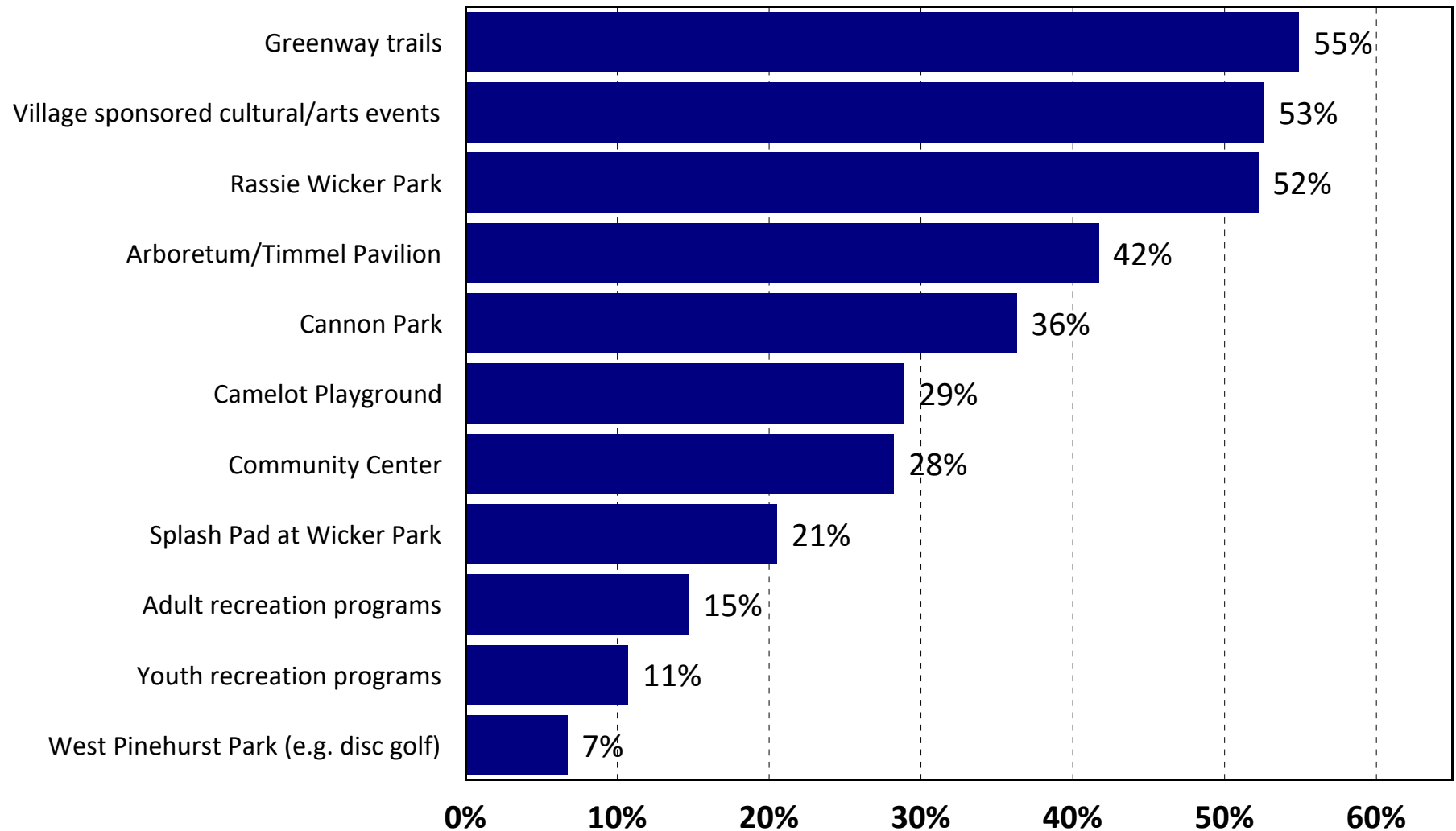
Q7. Public Safety Services That Should Receive the Most Emphasis Over the Next TWO Years

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



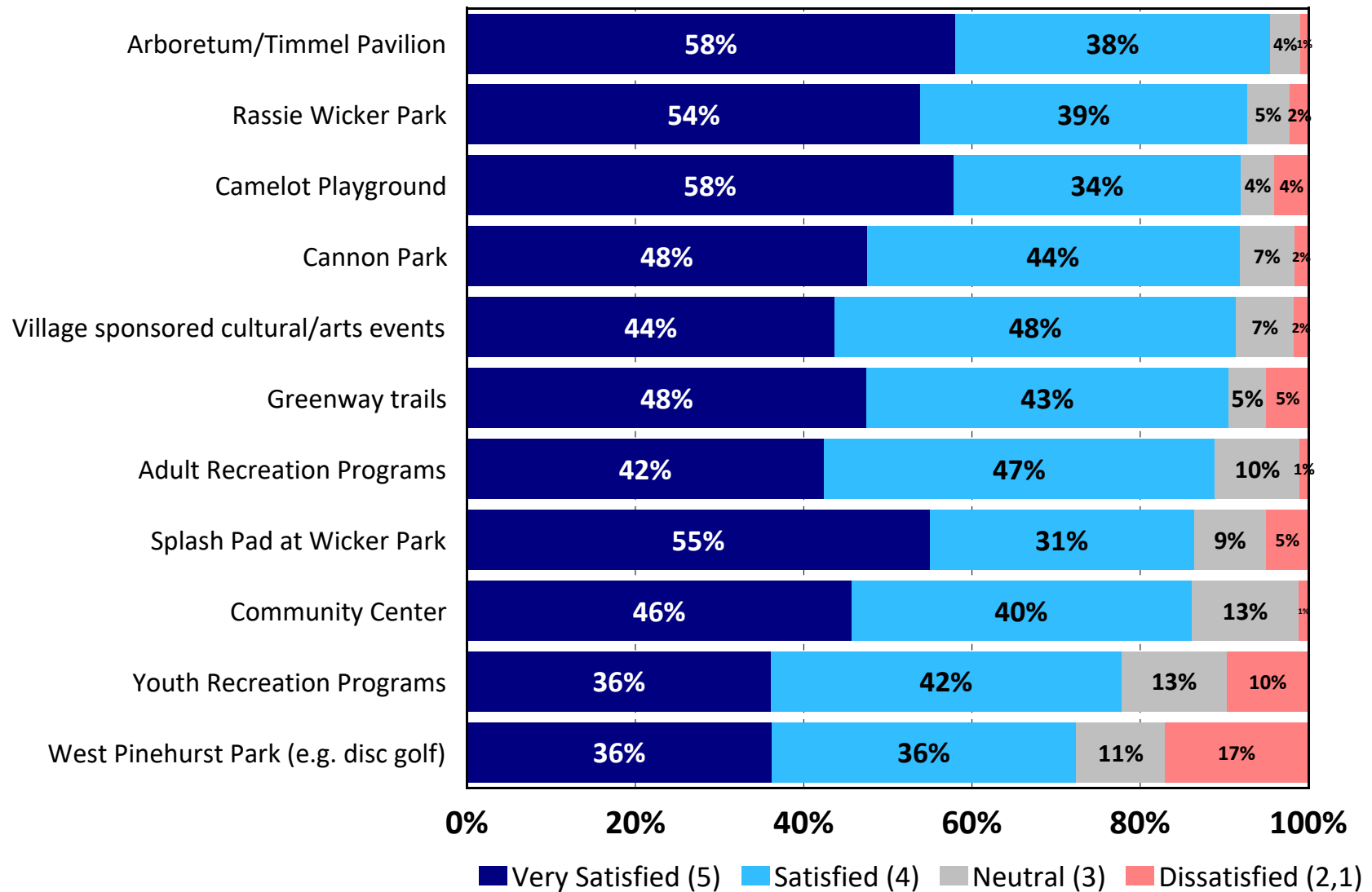
Q8[1]. Village of Pinehurst Parks and Recreation Programs and Facilities Residents Have Used During the Past Year

by percentage of respondents (multiple selections could be made)



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

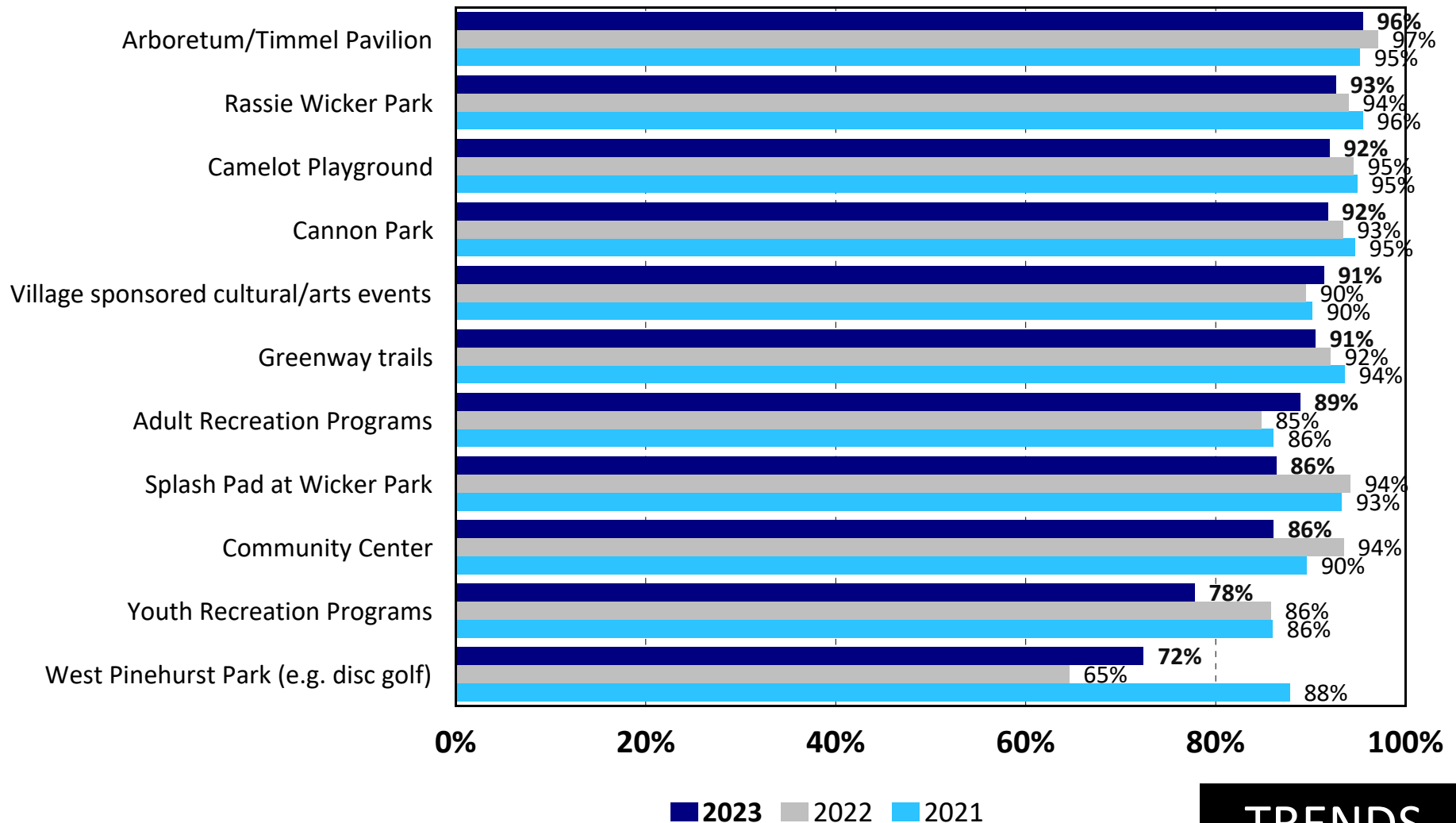
by percentage of respondents who used programs and facilities during the past year and rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



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

2023, 2022 & 2021

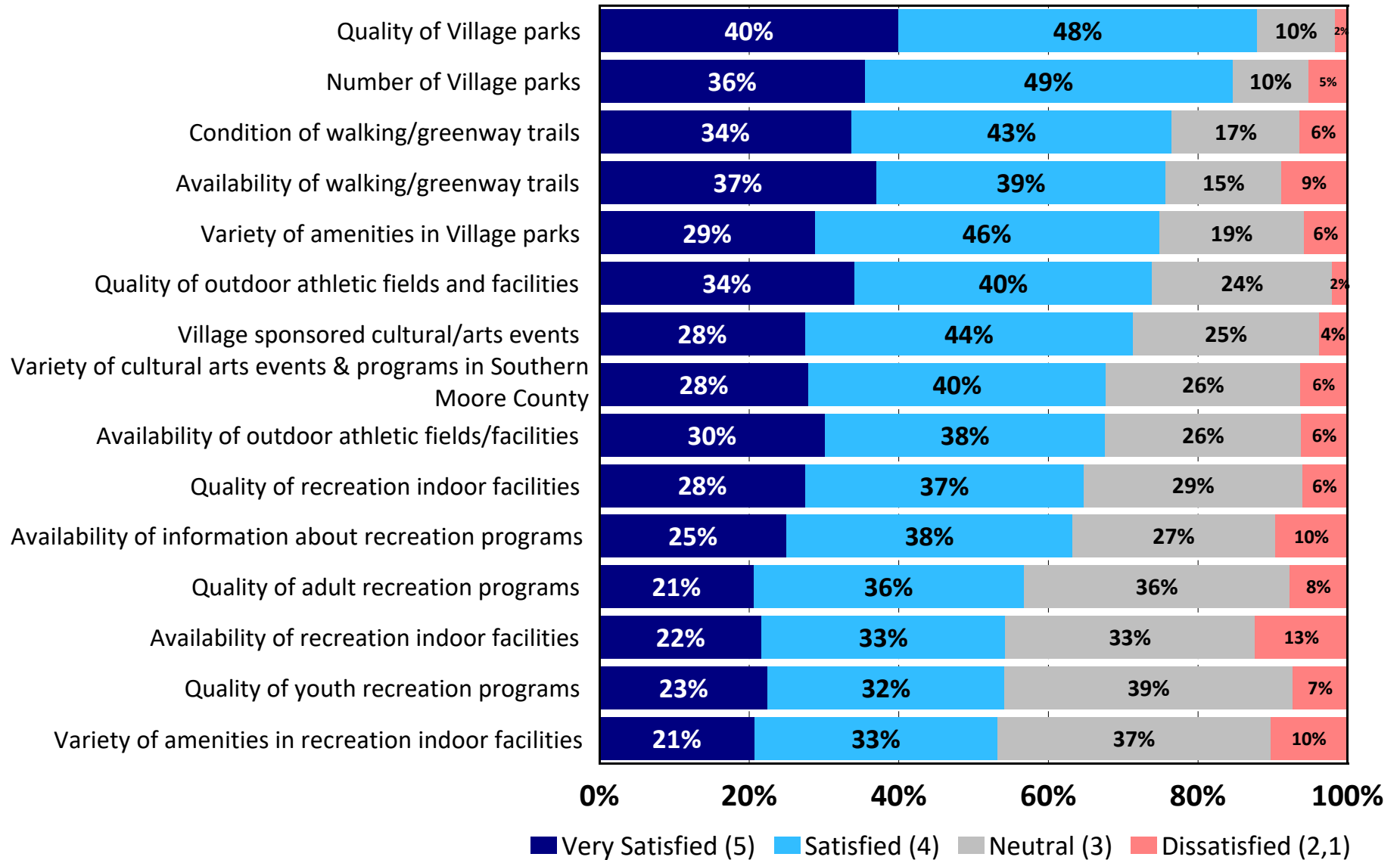
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

Q9. Satisfaction with Cultural and Recreation Services

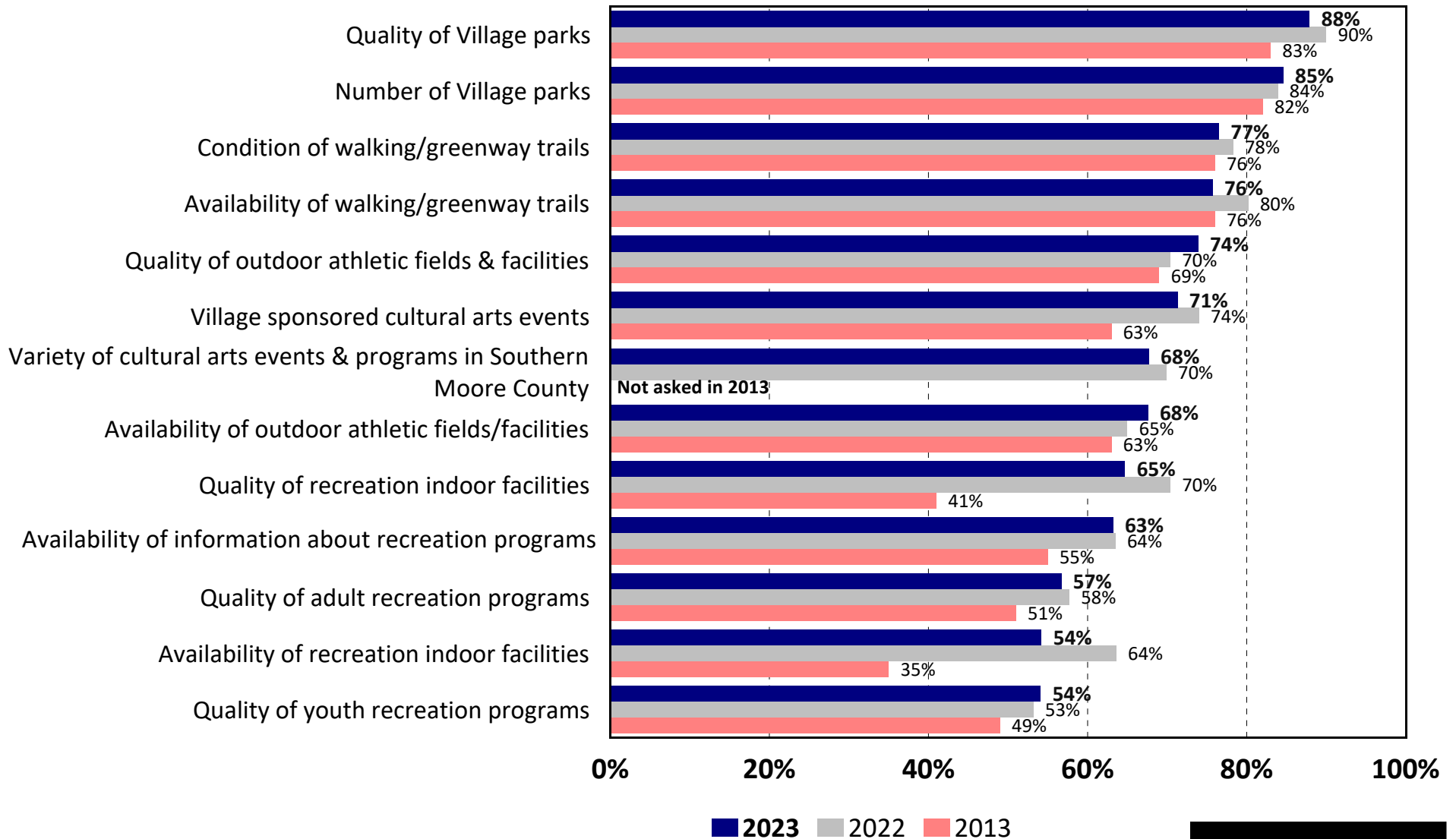
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q9. Satisfaction with Cultural and Recreation Services

2023, 2022 & 2013

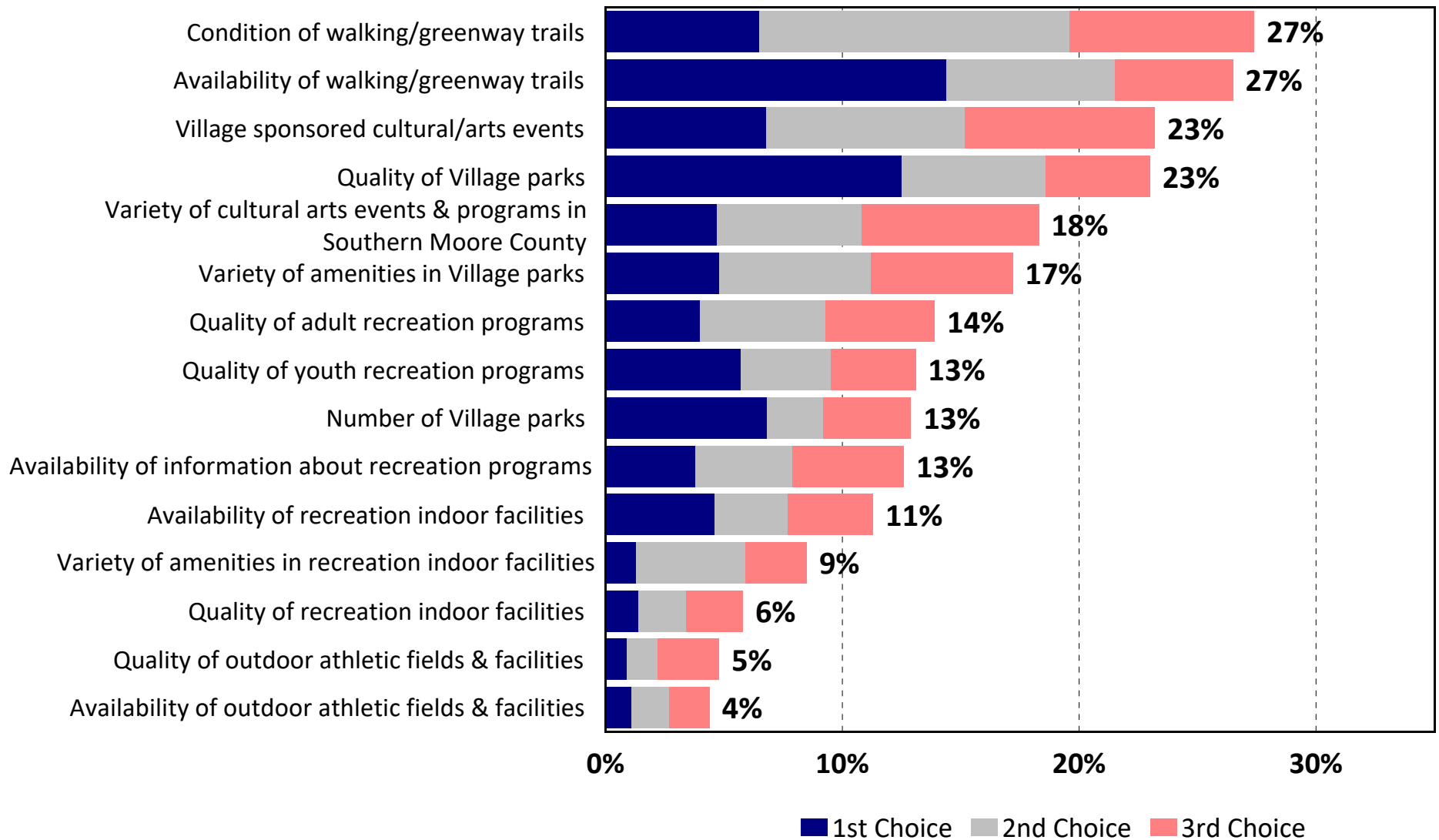
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

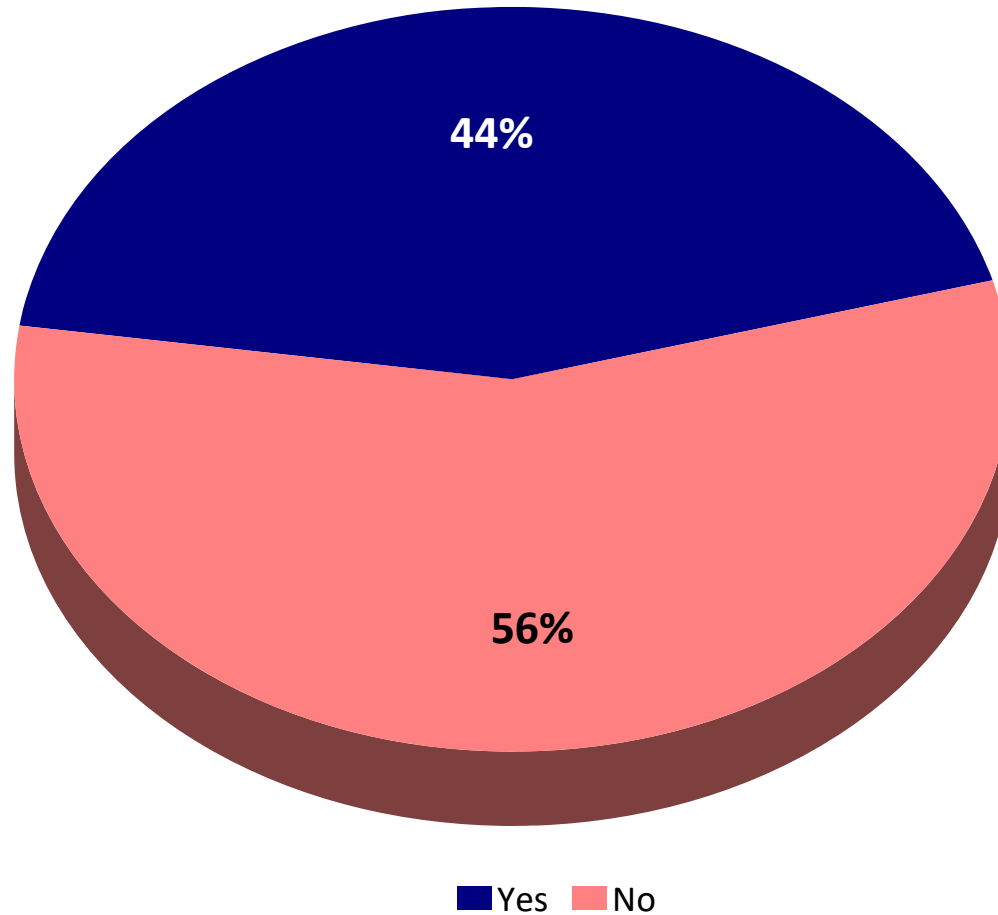
Q10. Cultural and Recreation Services That Should Receive the Most Emphasis Over the Next TWO Years

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



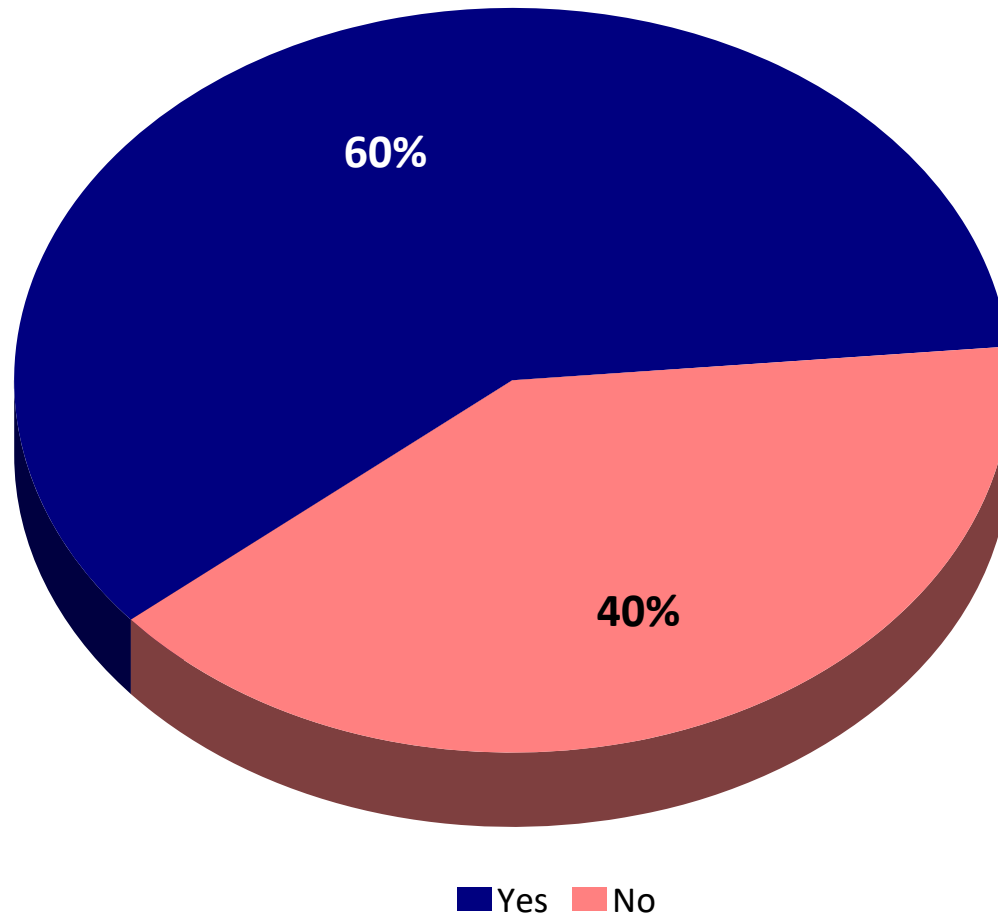
Q11. Do you shop regularly in the Village Center (downtown)?

by percentage of respondents (excluding "not provided")



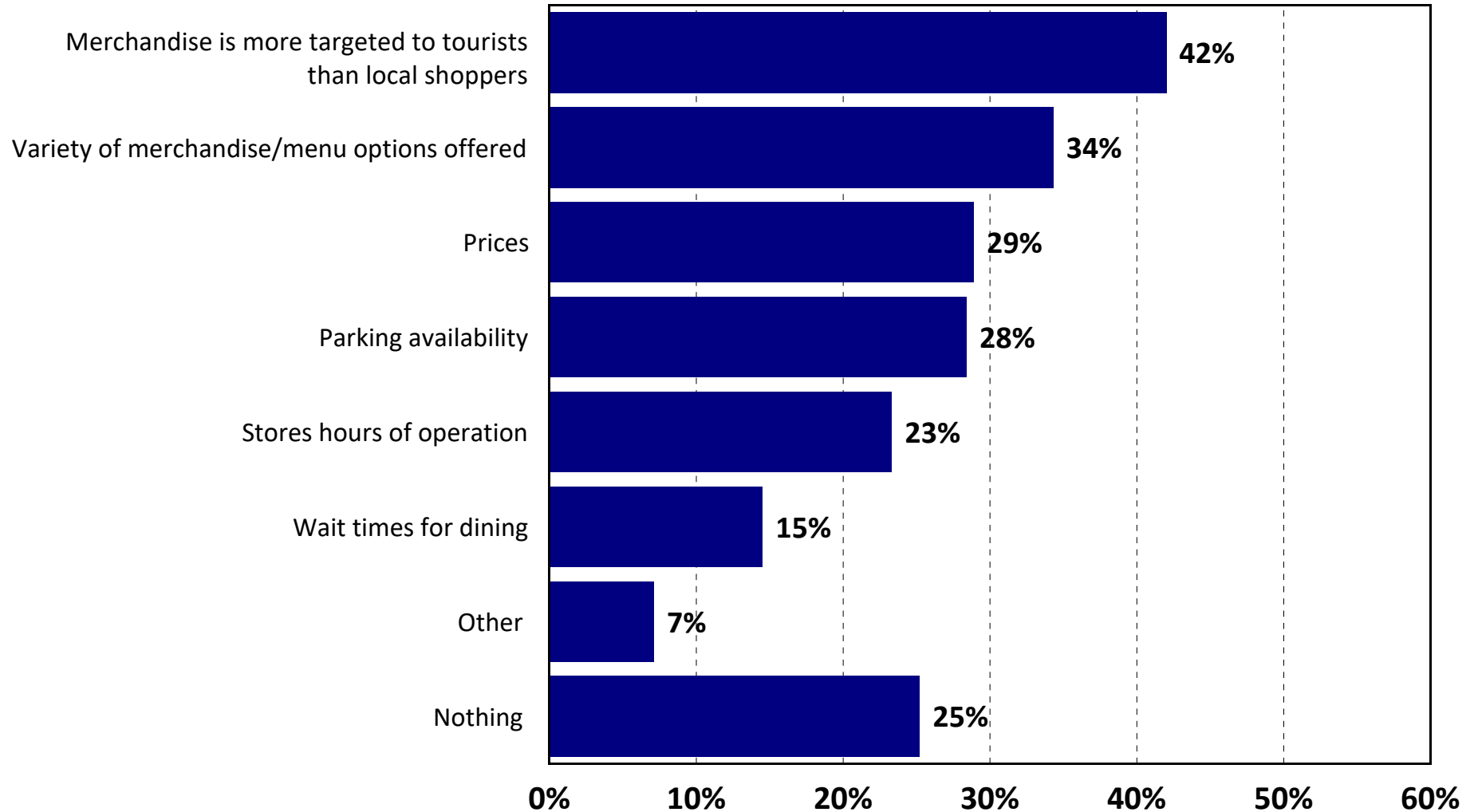
Q12. Do you regularly dine in the Village Center (downtown)?

by percentage of respondents (excluding “not provided”)



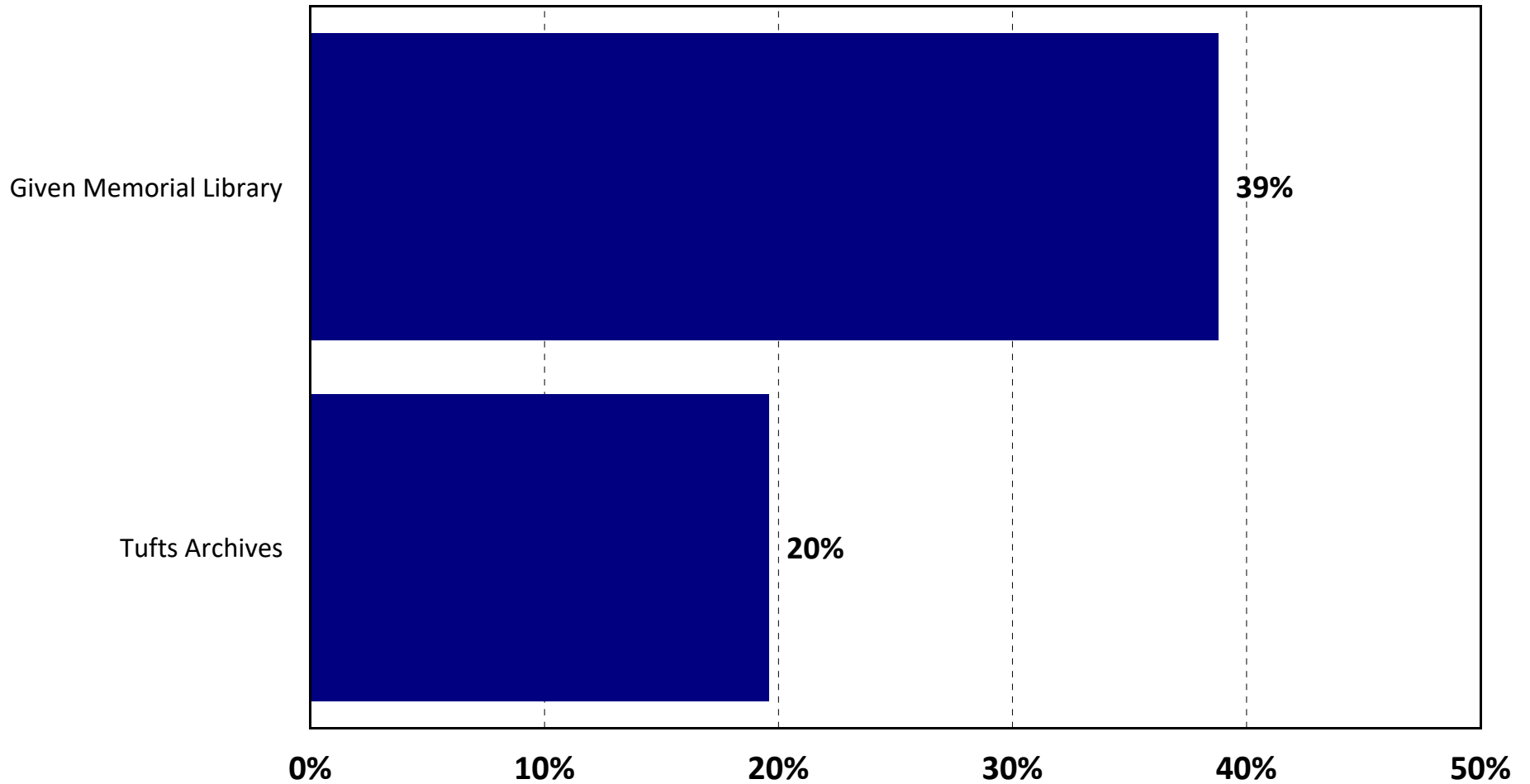
Q13. Reasons That Prevent Respondents From Shopping/ Regularly Dining in the Village Center (Downtown) More Often

by percentage of respondents (multiple selections could be made)



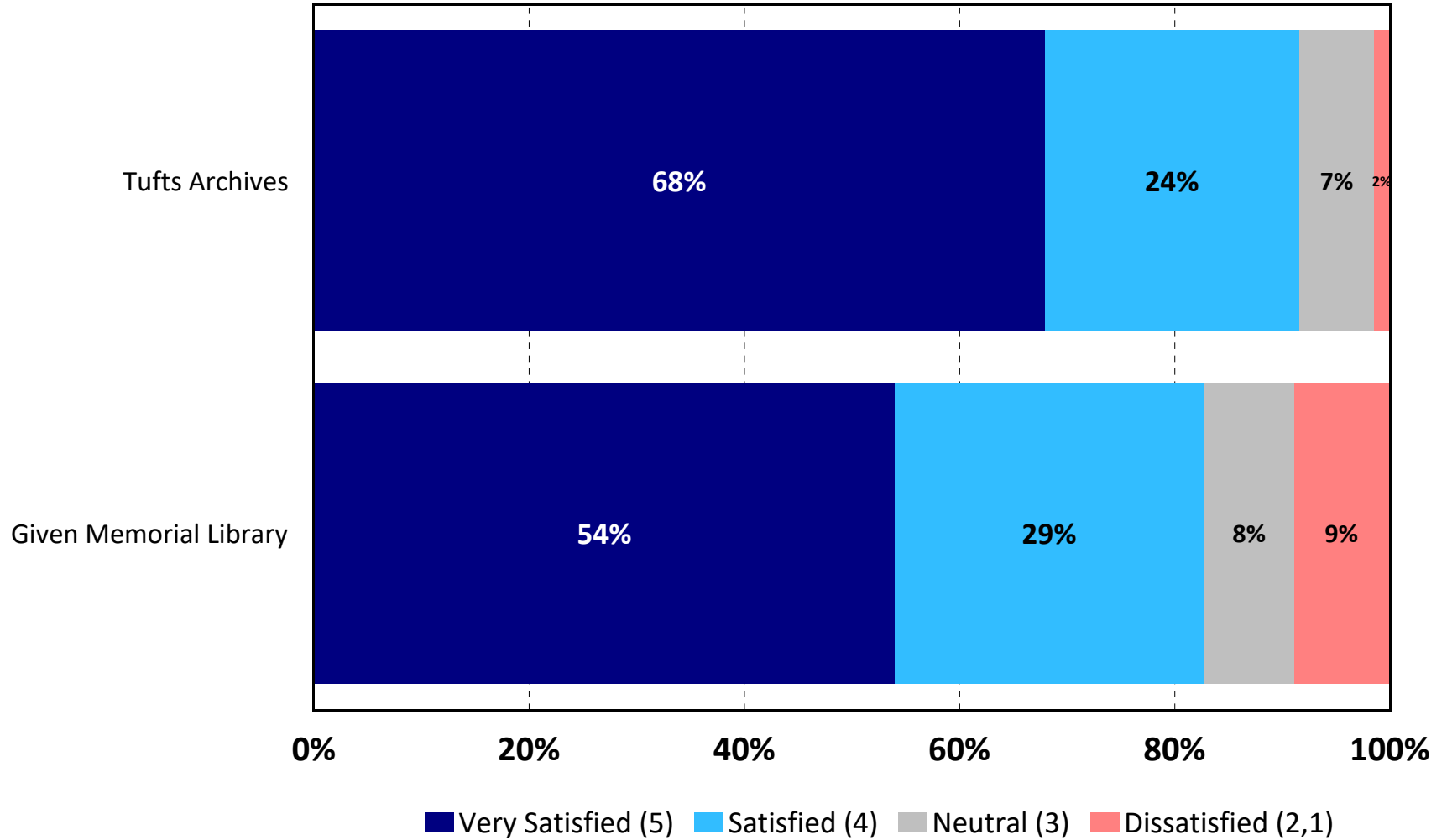
Q14[1]. Have you used the following services during the past year?

by percentage of respondents who answered "yes"



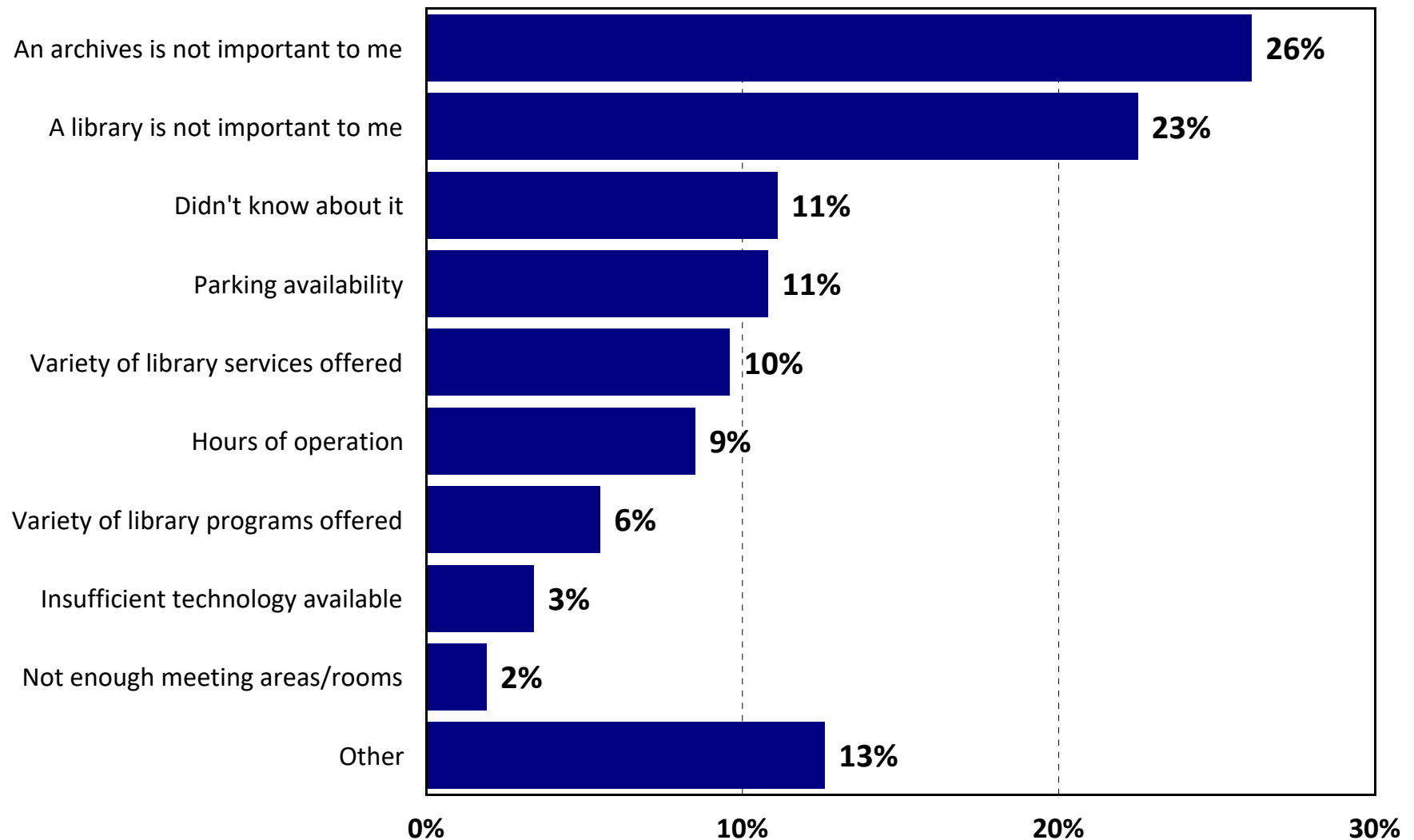
Q14[2]. Satisfaction with Public Library and Archives Services

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")



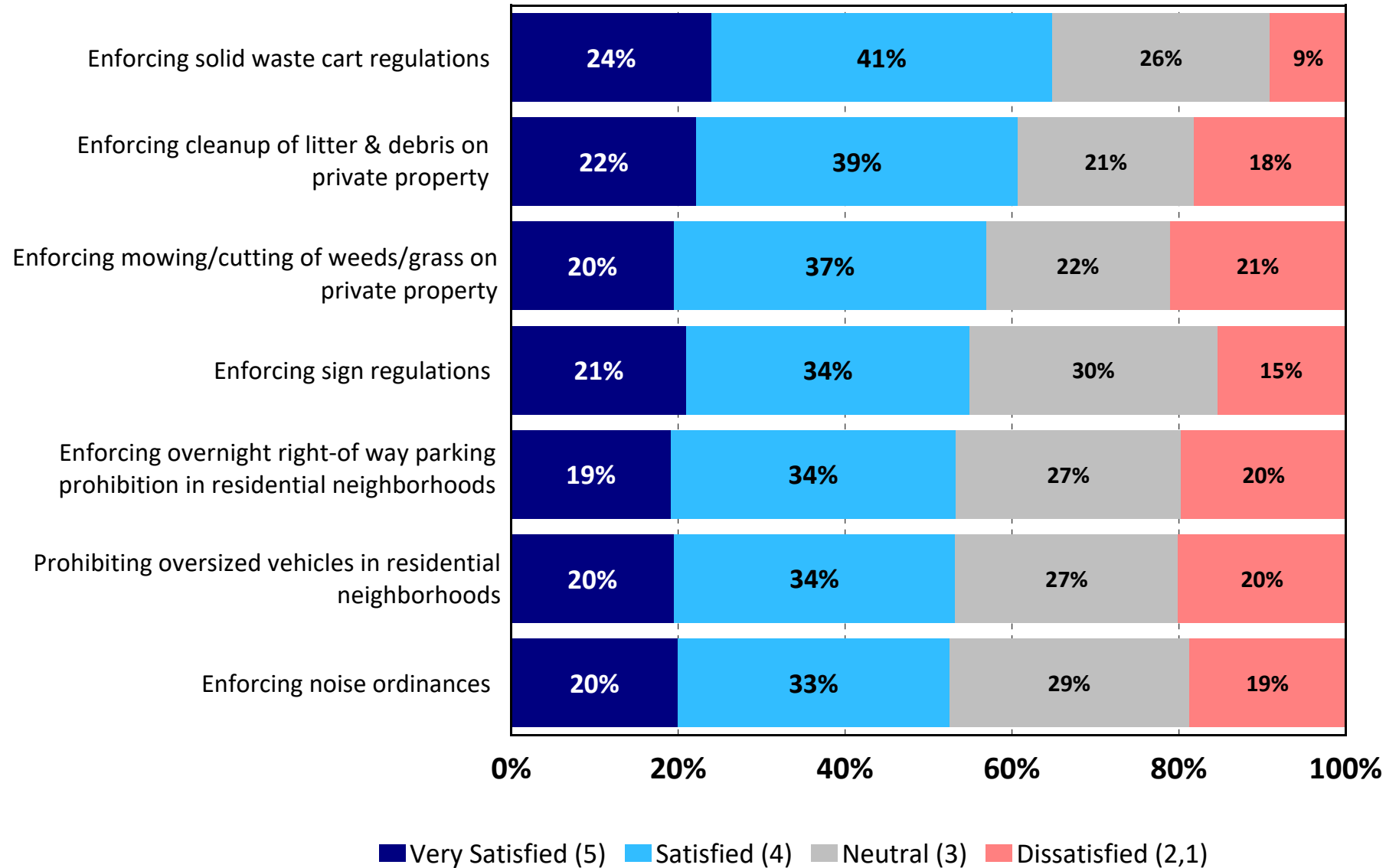
Q14a. Reasons that Prevent Respondents from Using Given Memorial Library/Tufts Archives

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



Q15. Satisfaction with Code Enforcement

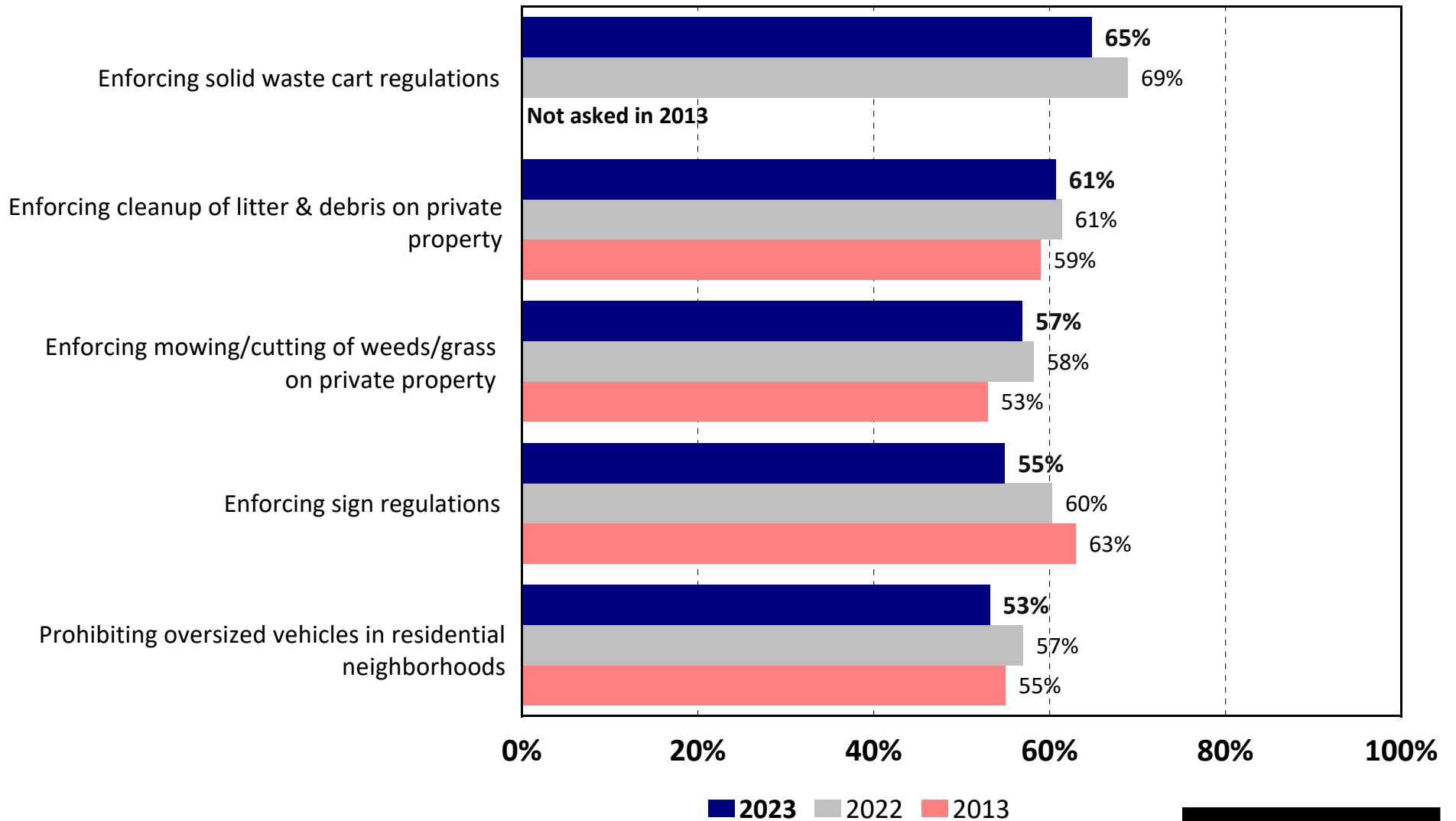
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q15. Satisfaction with Code Enforcement

2023, 2022 & 2013

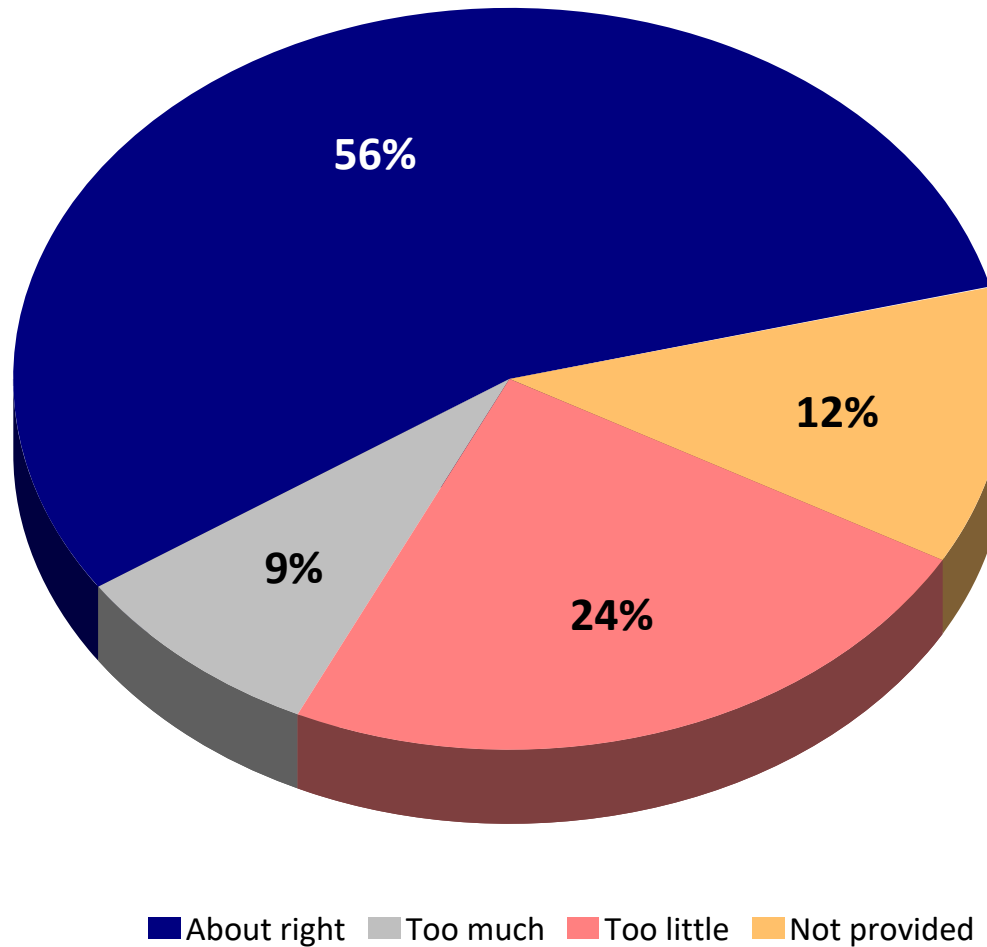
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

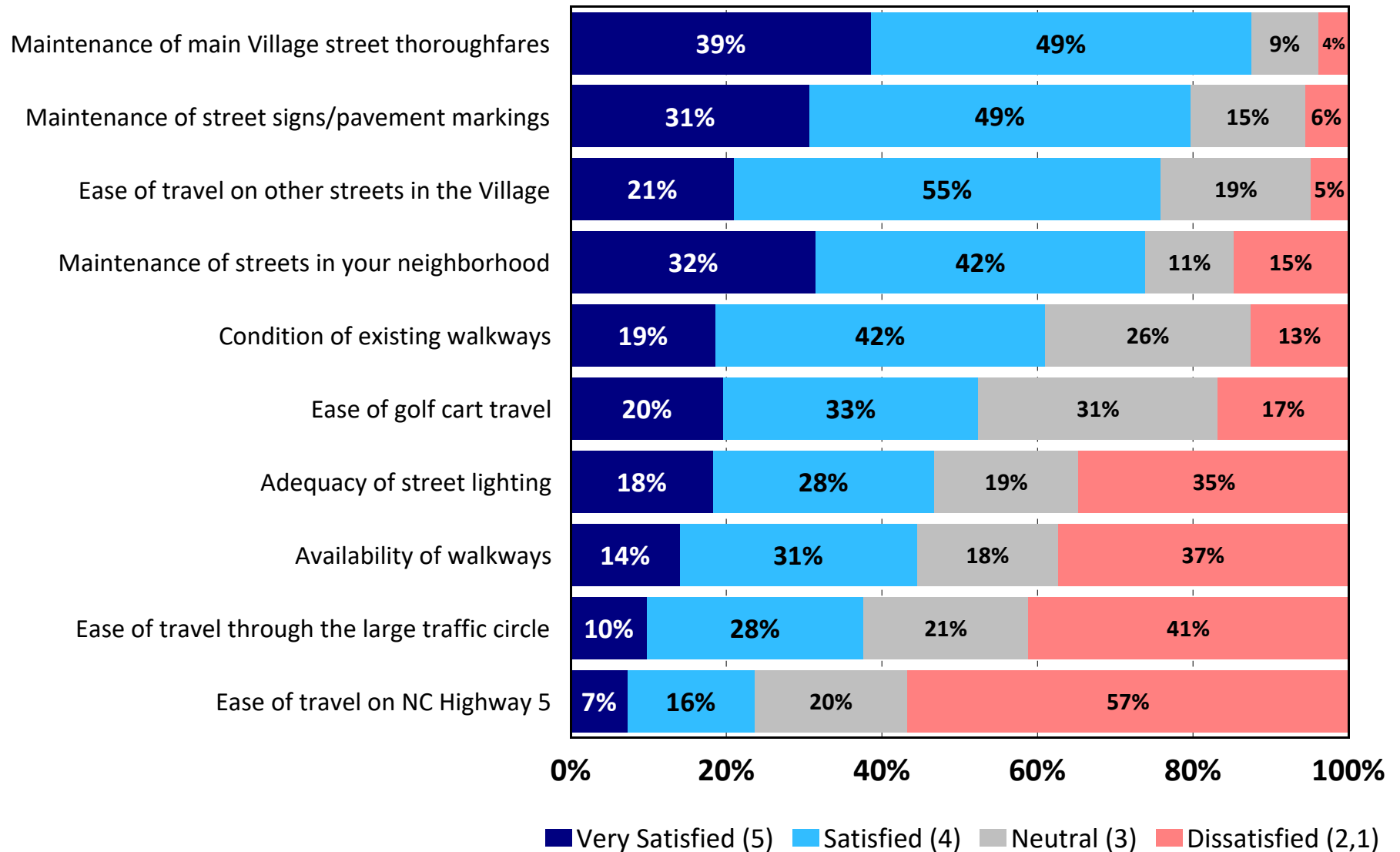
Q16. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

by percentage of respondents



Q17. Satisfaction with Transportation Services

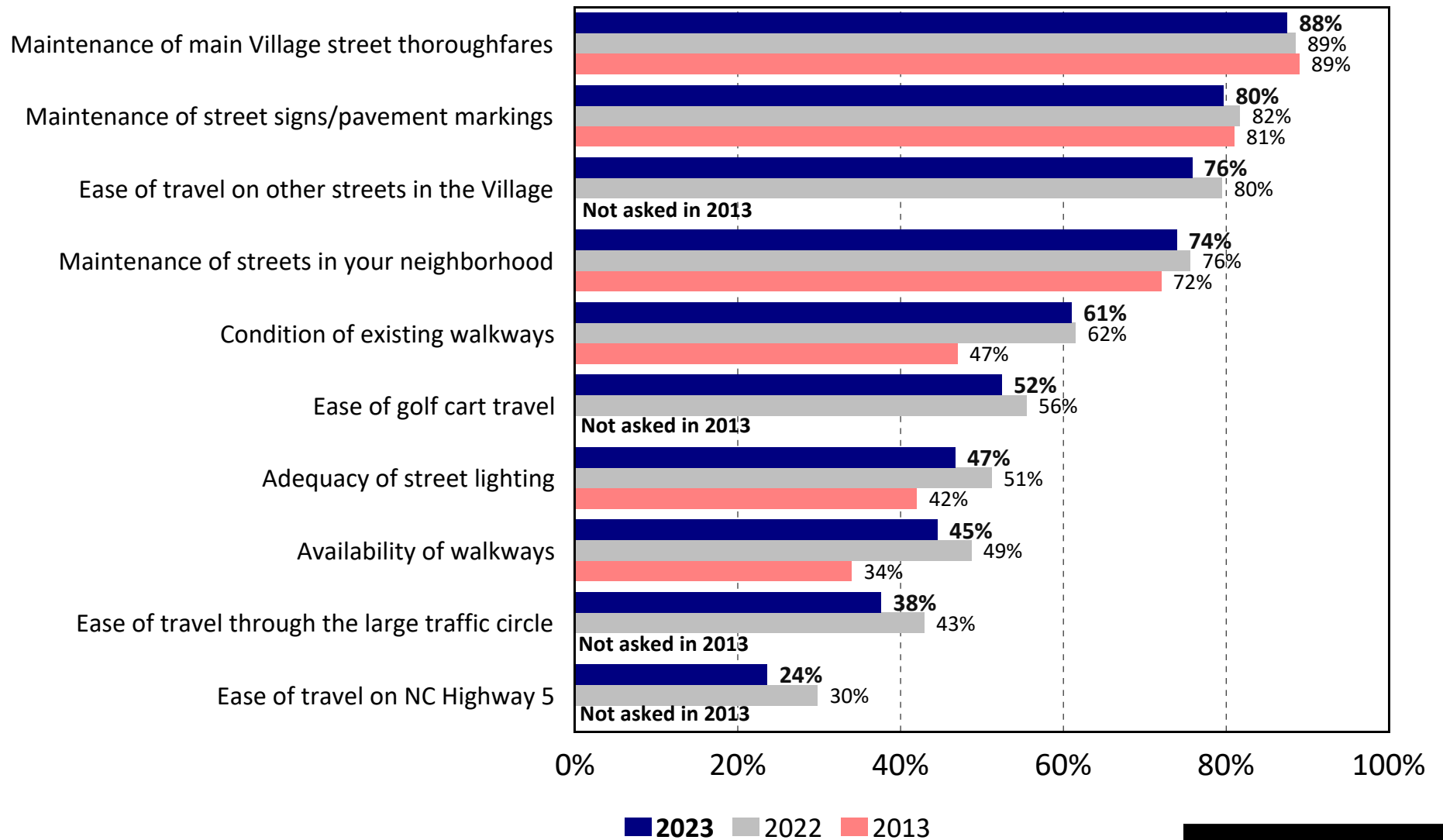
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q17. Satisfaction with Transportation Services

2023, 2022 & 2013

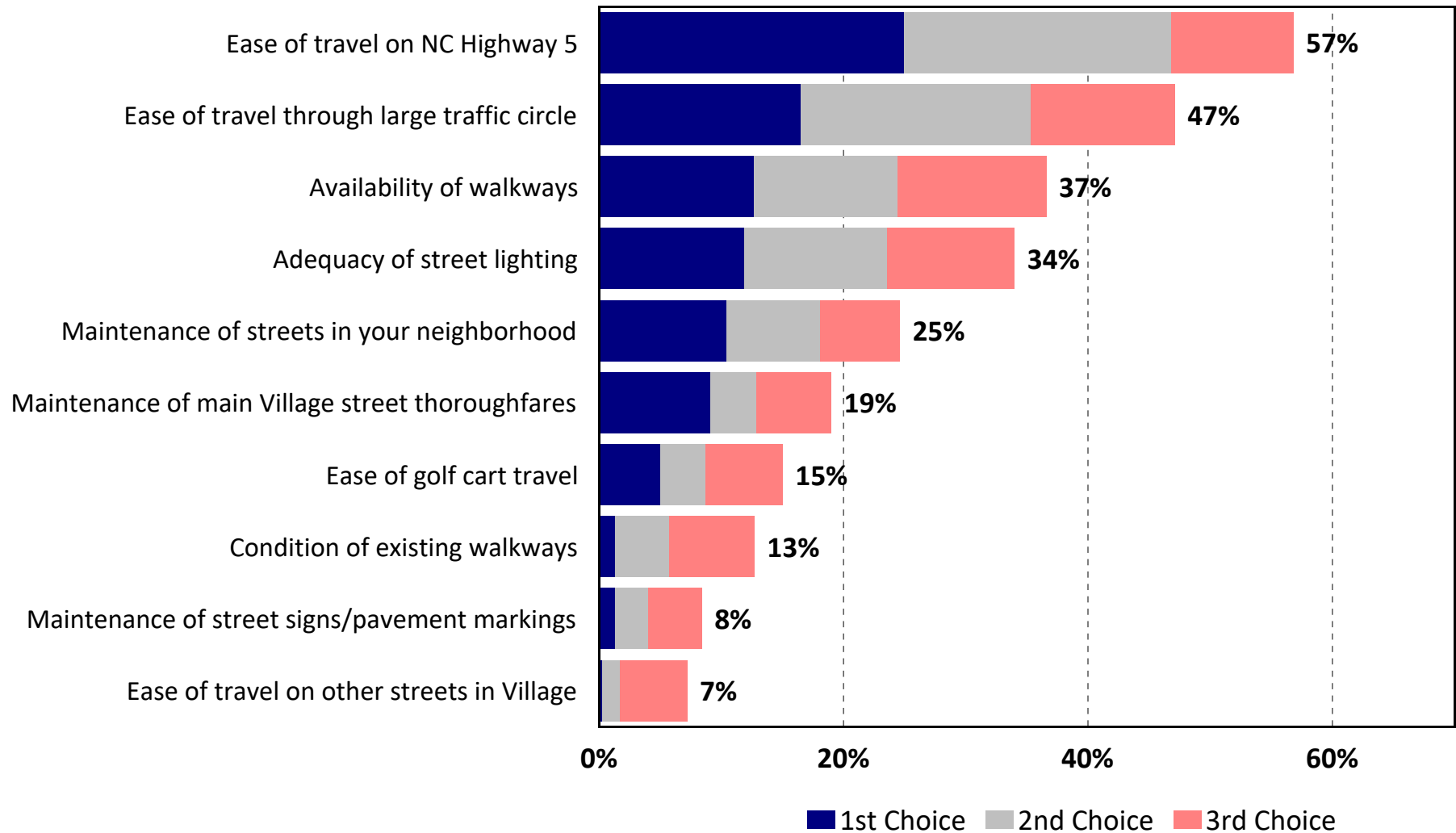
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

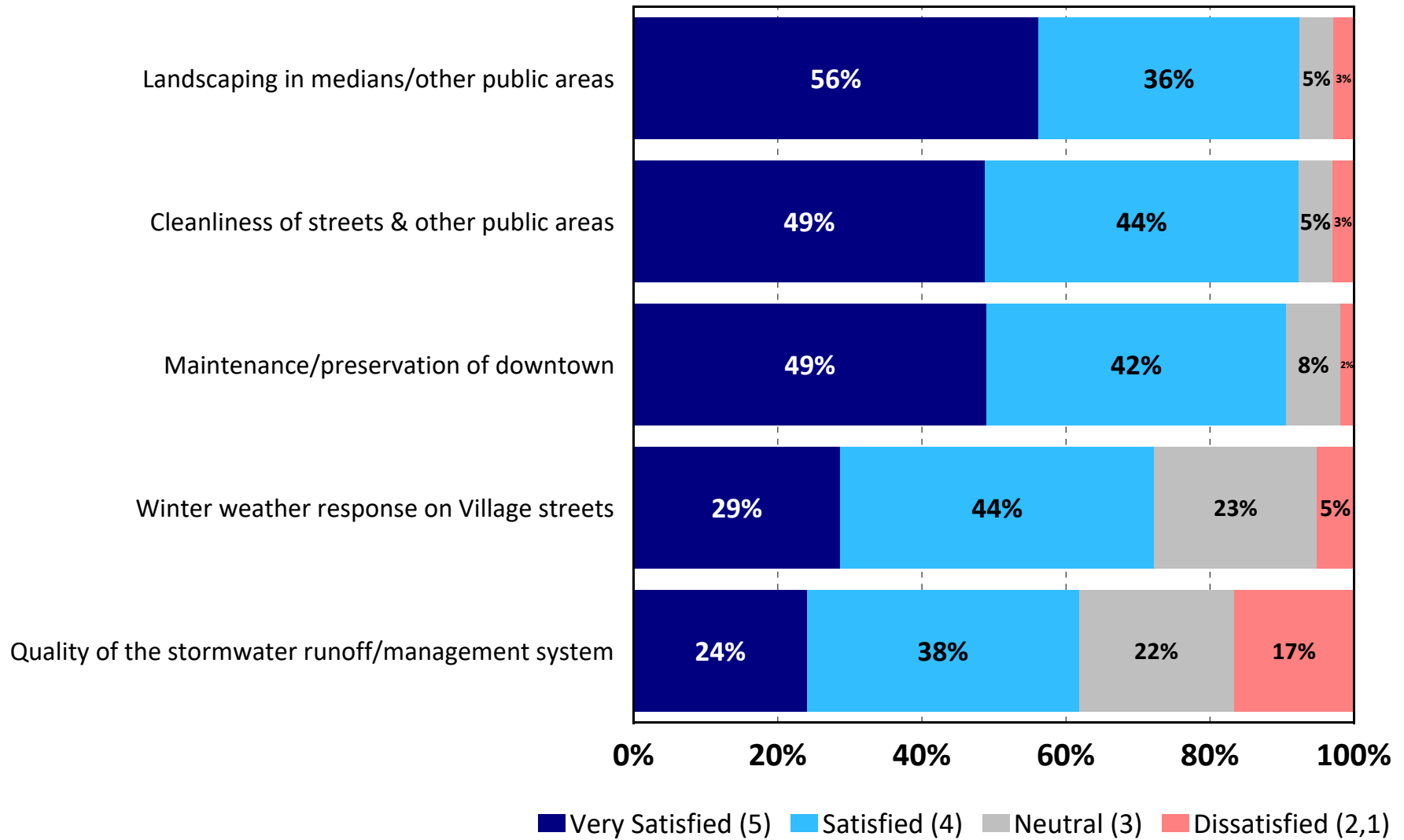
Q18. Transportation Services That Should Receive the Most Emphasis Over the Next TWO Years

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



Q19. Satisfaction with Public Services

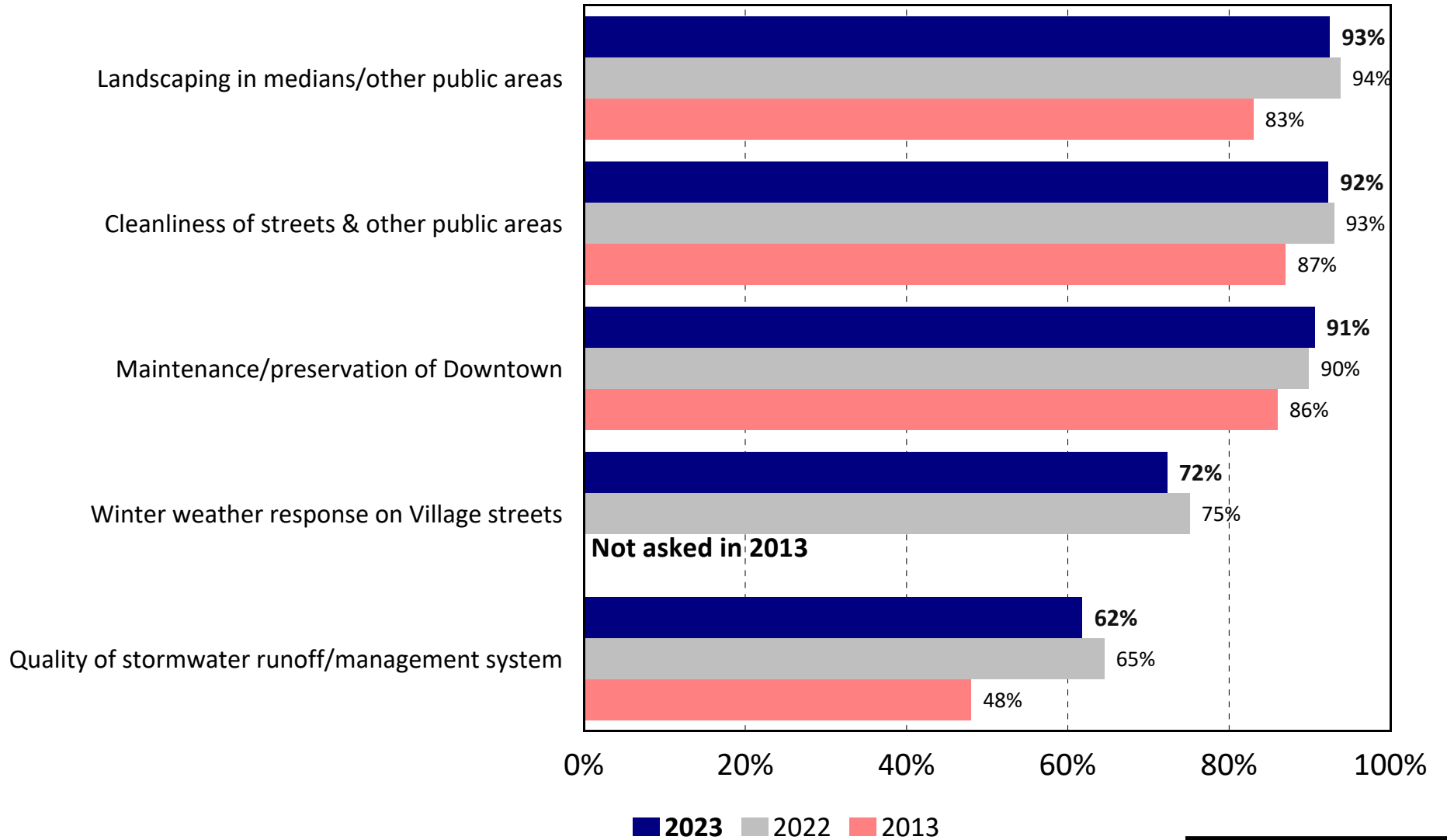
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q19. Satisfaction with Public Services

2023, 2022 & 2013

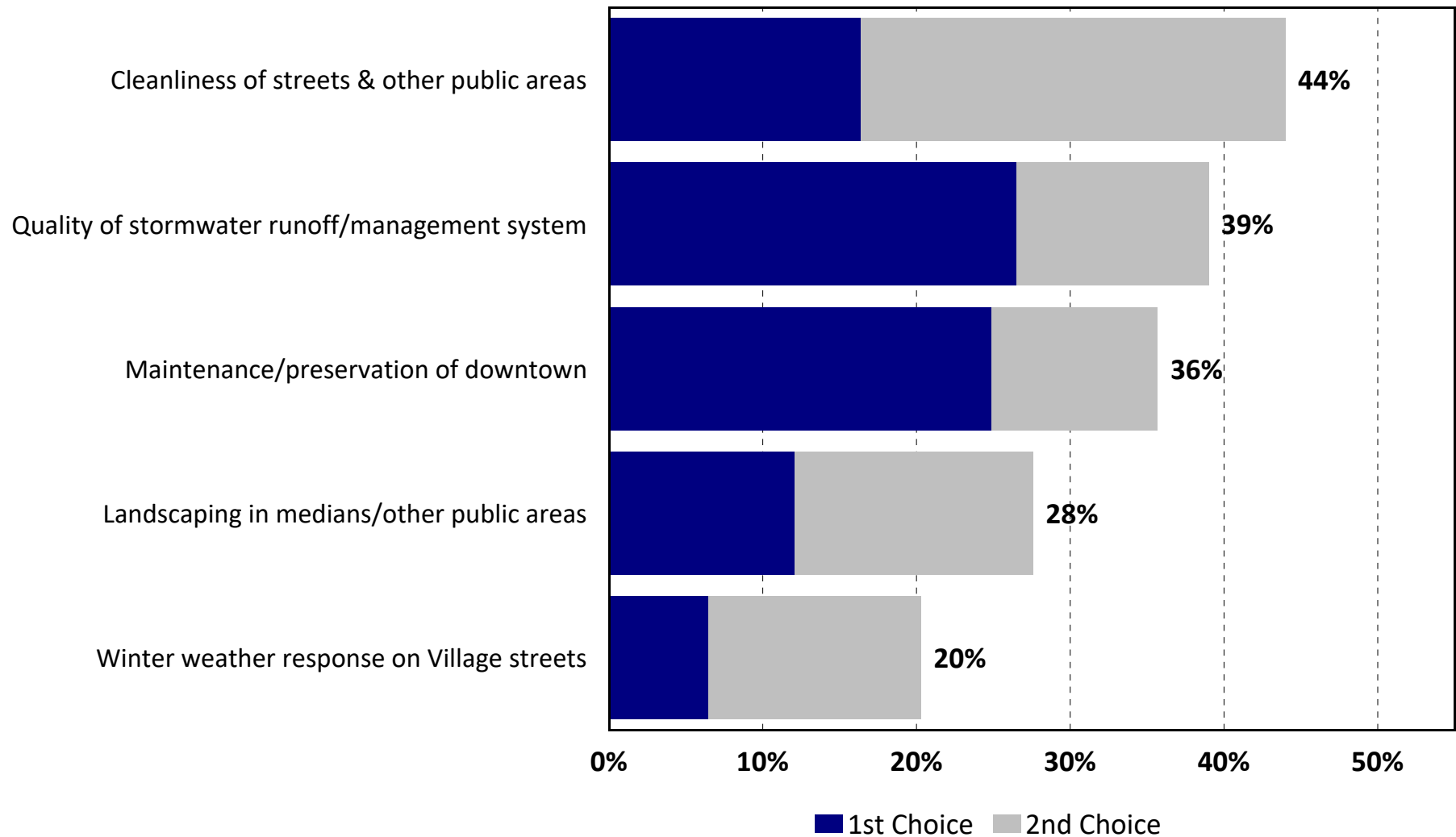
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

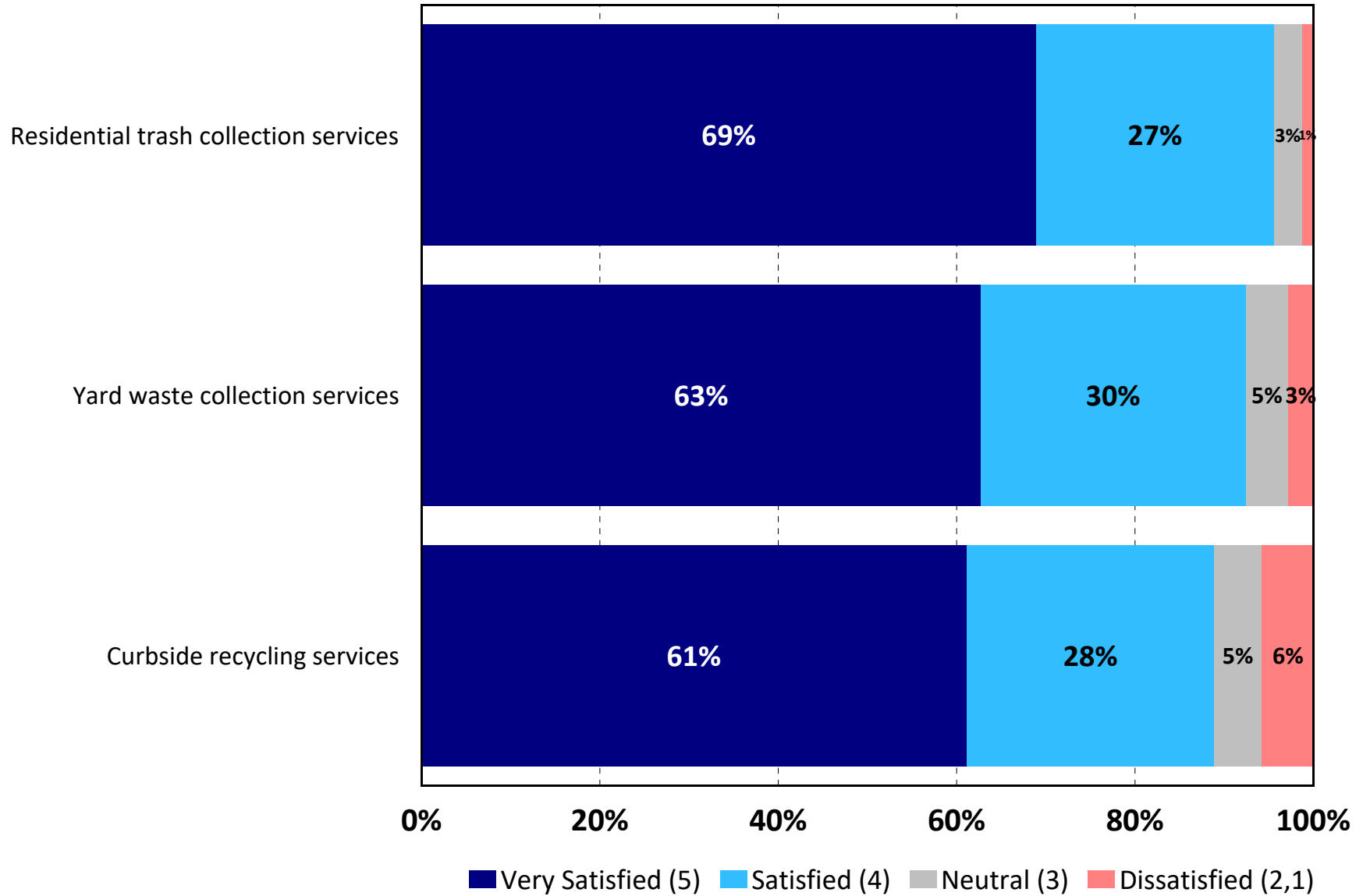
Q20. Public Services That Should Receive the Most Emphasis Over the Next TWO Years

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



Q21. Satisfaction with Solid Waste Services

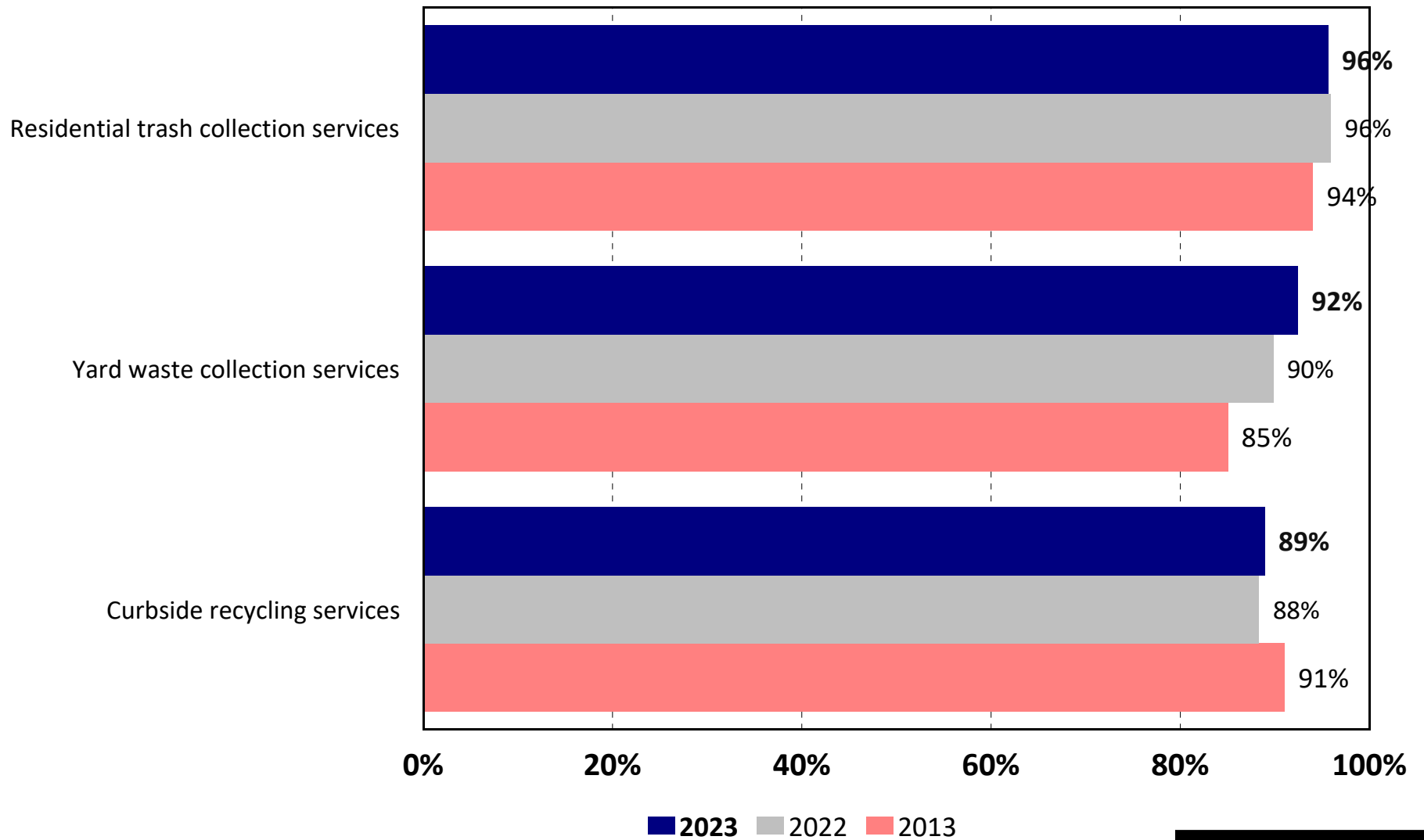
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q21. Satisfaction with Solid Waste Services

2023, 2022 & 2013

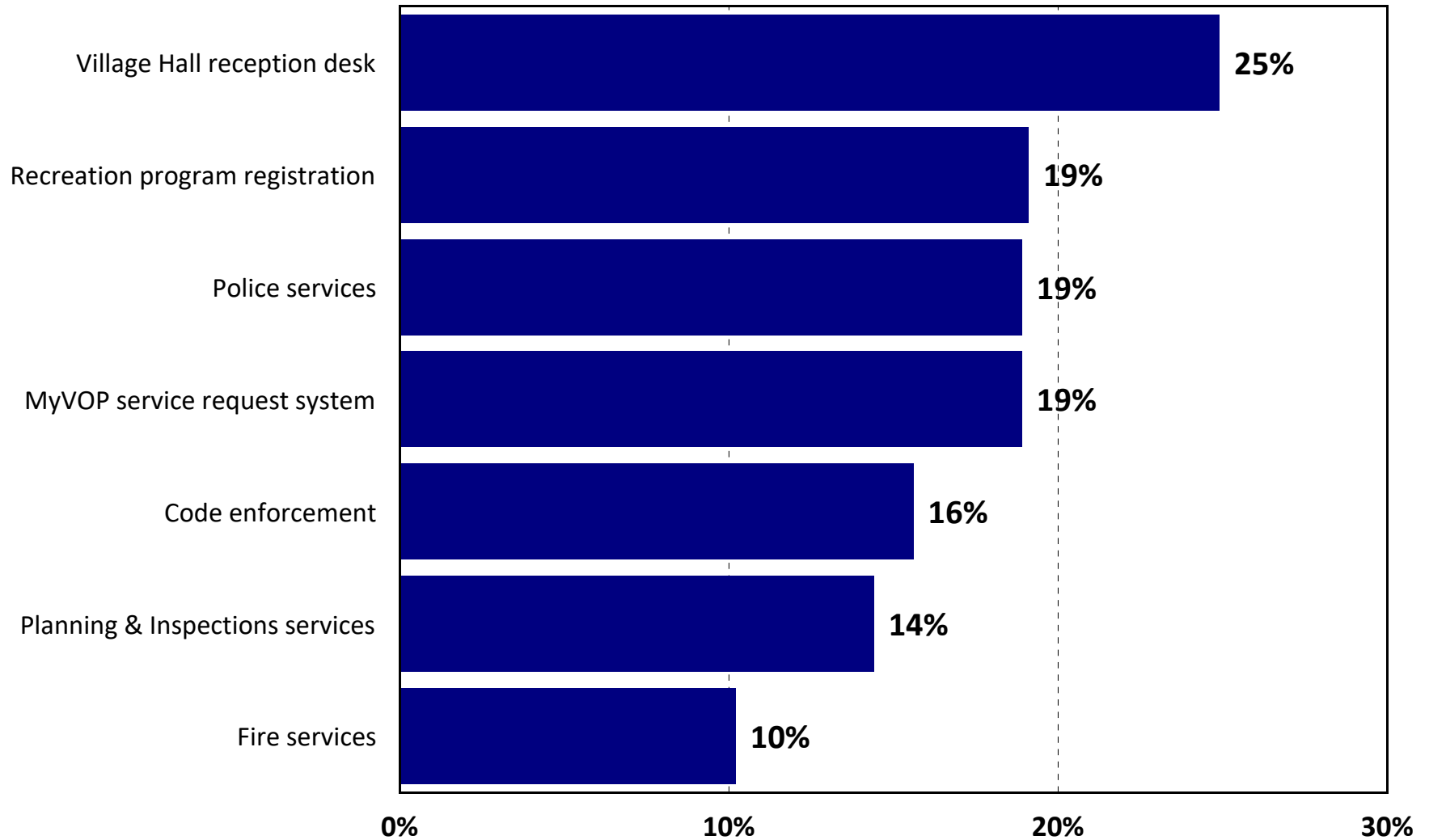
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

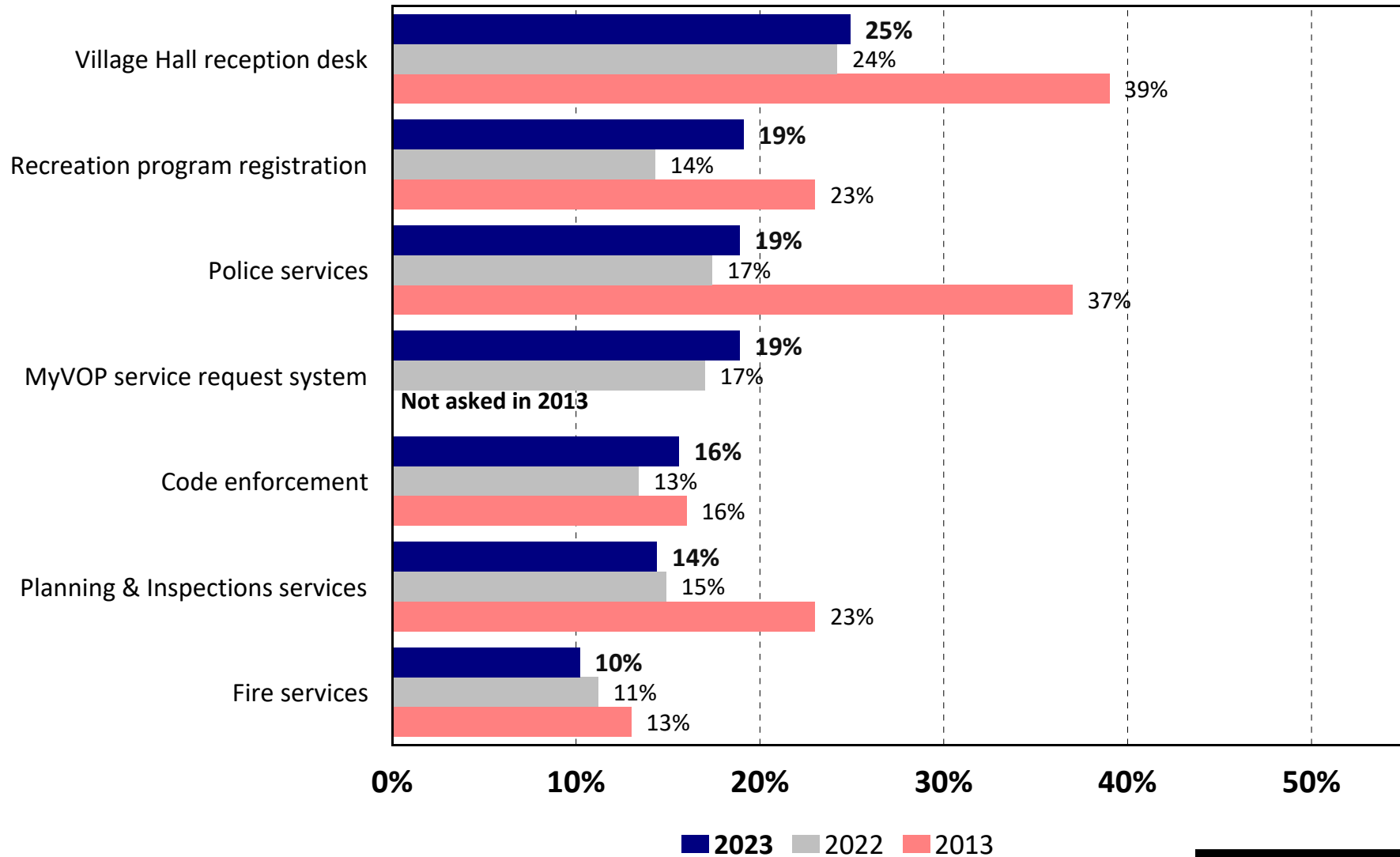
Q22[1]. Have you or other members of your household used these Village services and facilities during the past year?

by percentage of respondents who answered "yes"



Q22[1]. Households That Have Used Village Services and Facilities - 2023, 2022 & 2013

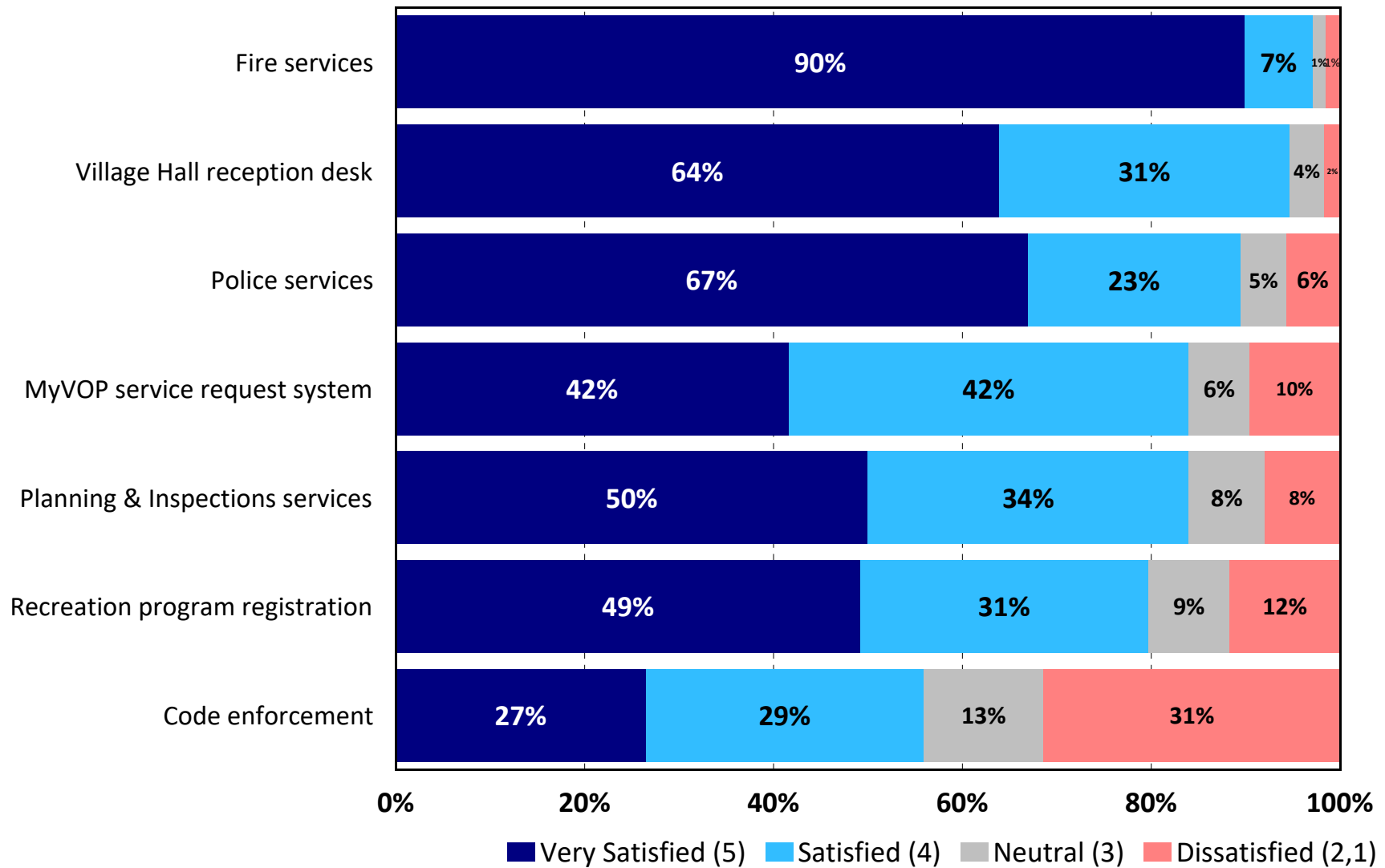
by percentage of respondents who answered "yes"



TRENDS

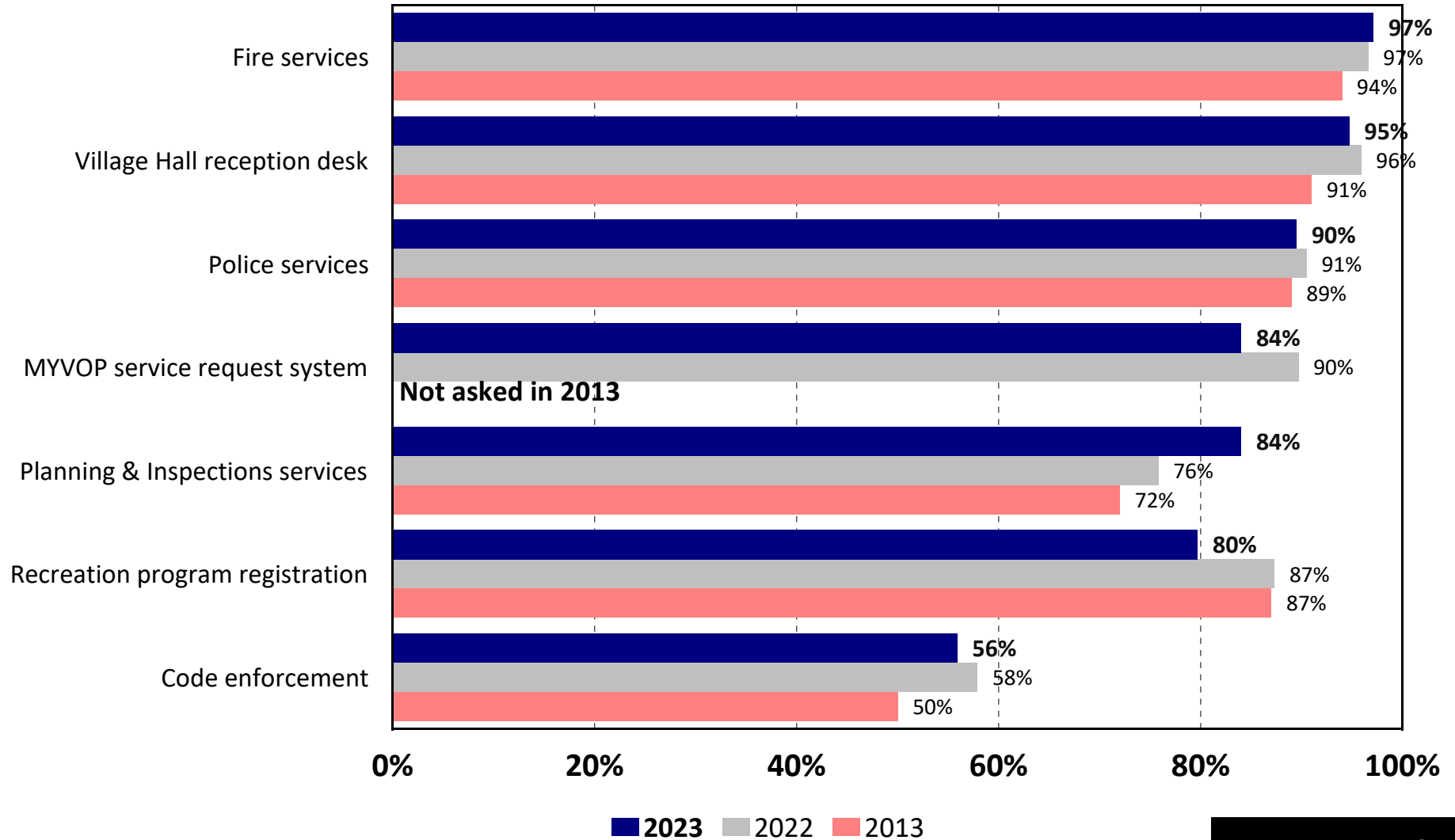
Q22[2]. Satisfaction with Village Services and Facilities That Households Have Used

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 2023, 2022 & 2013

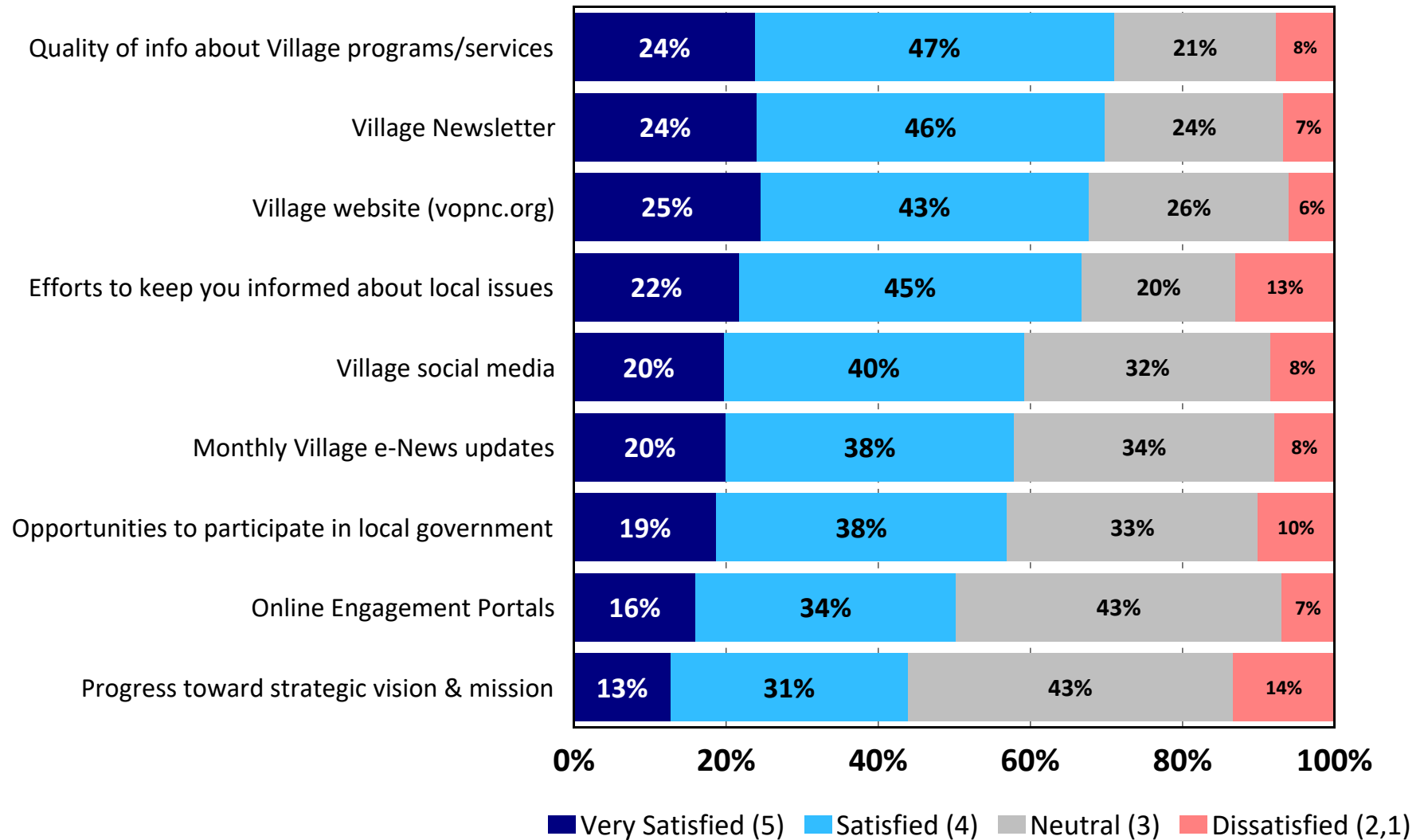
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

Q23. Satisfaction with Public Communication and Outreach

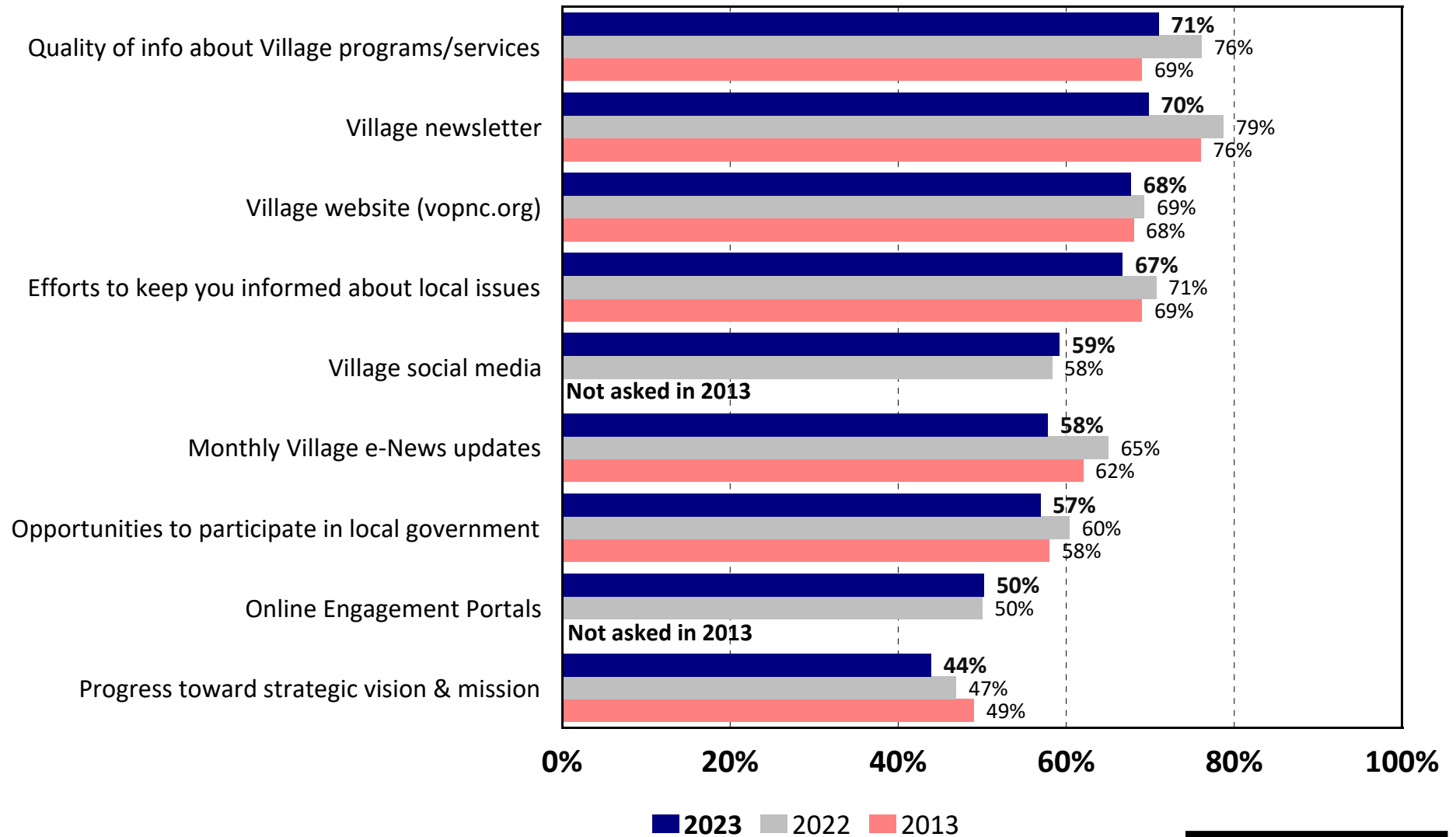
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



Q23. Satisfaction with Public Communication and Outreach

2023, 2022 & 2013

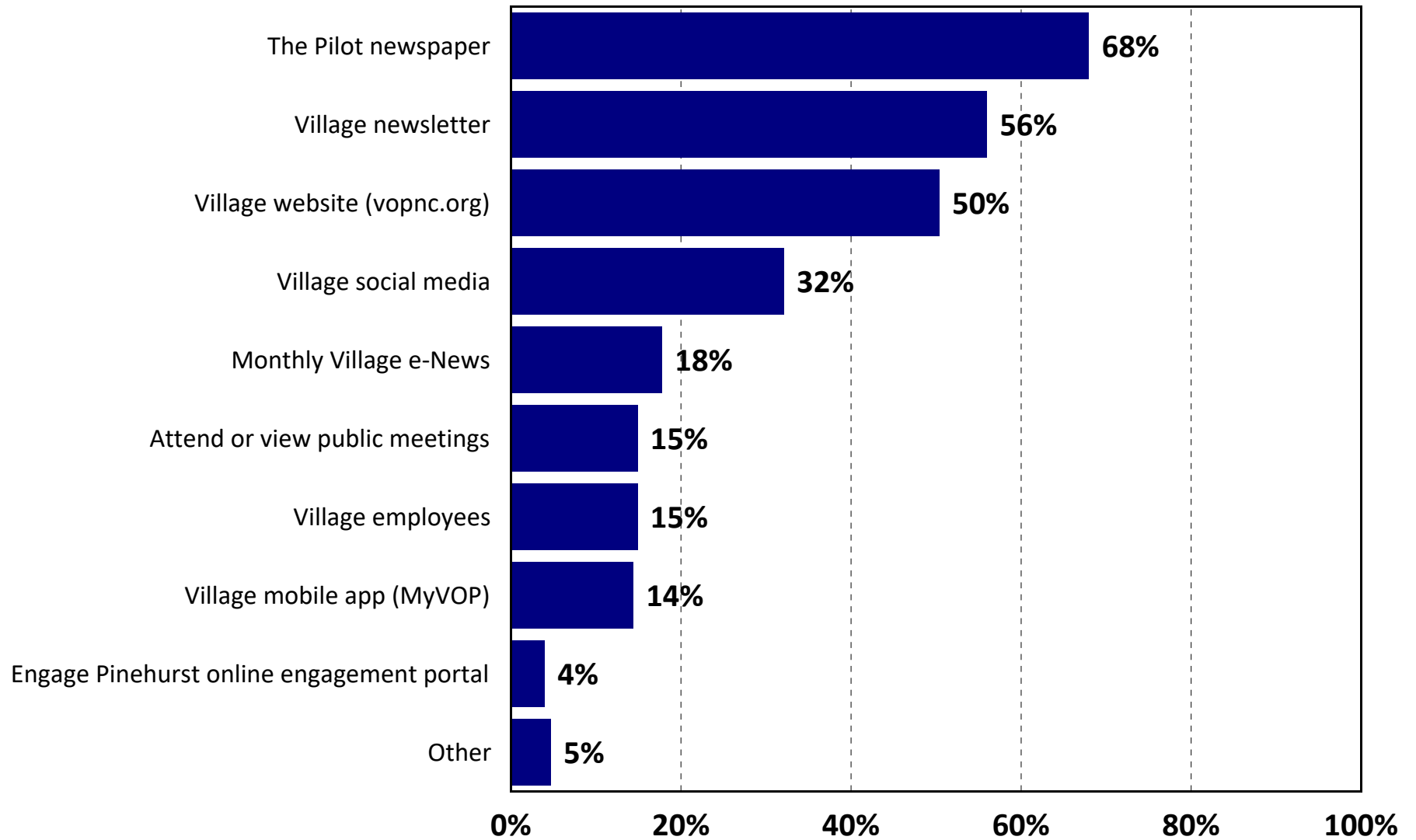
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

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

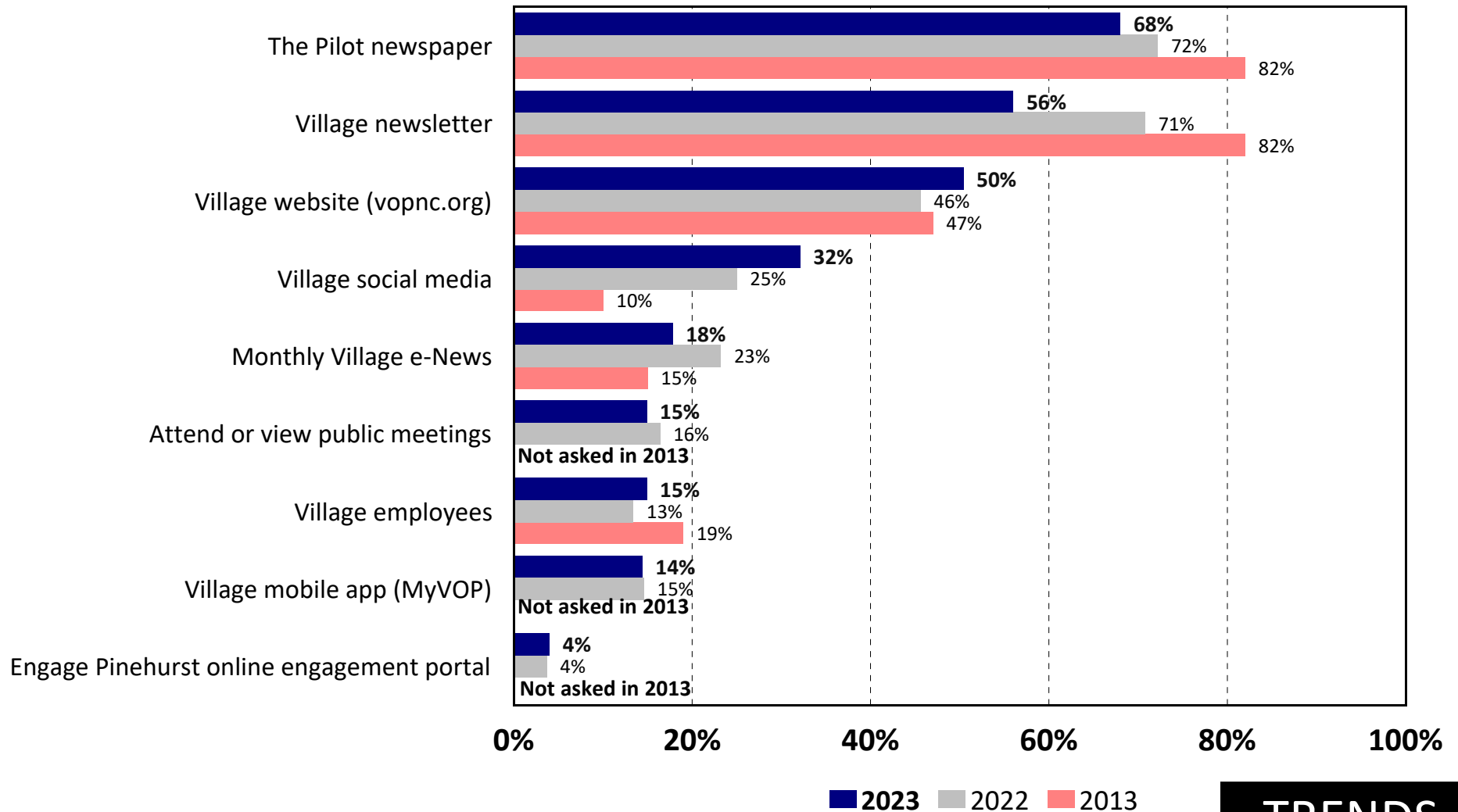
by percentage of respondents (multiple selections could be made)



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

2023, 2022 & 2013

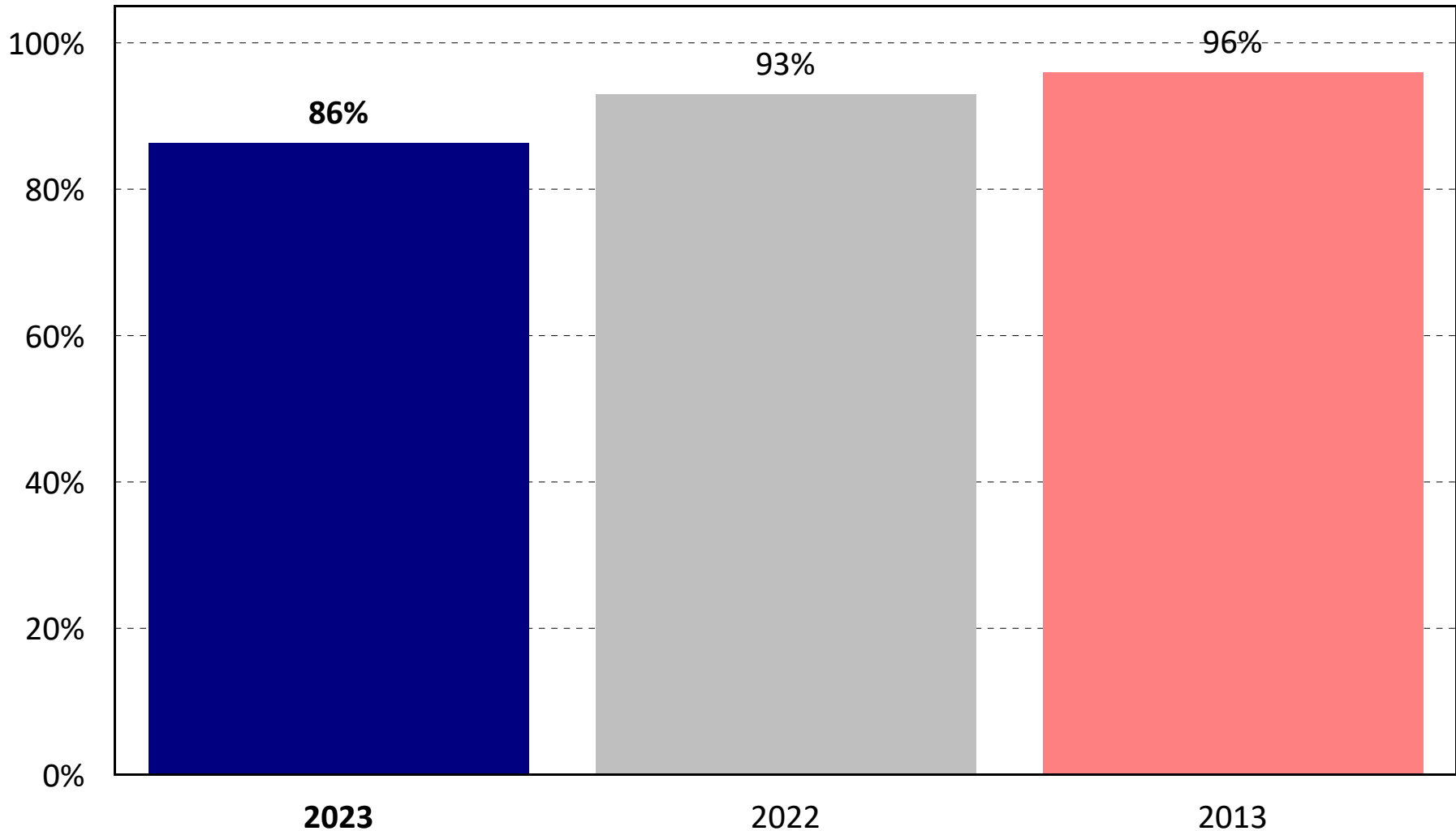
by percentage of respondents (multiple selections could be made)



TRENDS

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

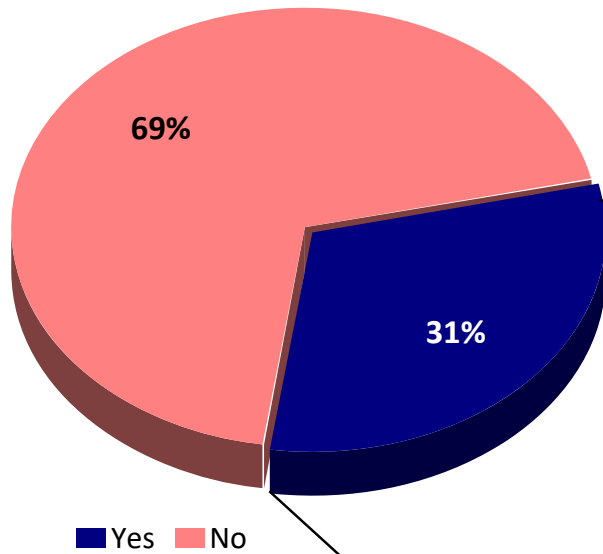
by percentage of respondents who answered “all the time” or “sometimes” (excluding “don’t know”)



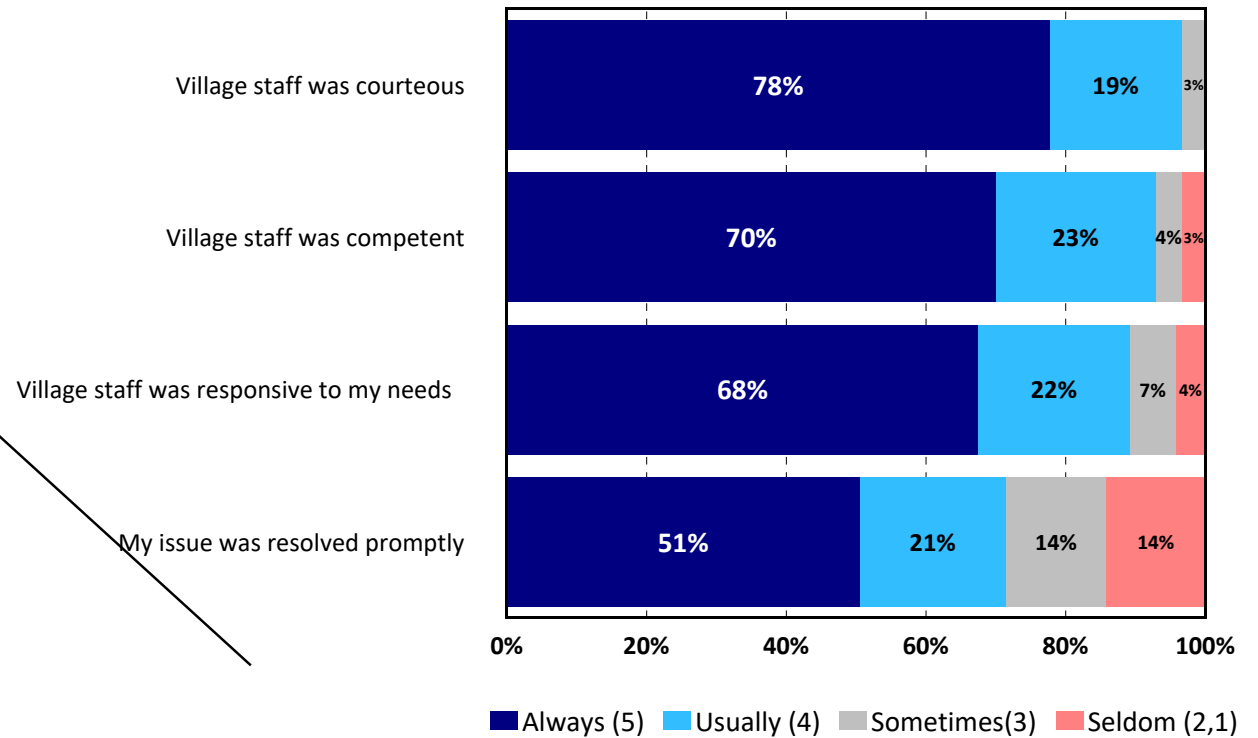
TRENDS

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

by percentage of respondents

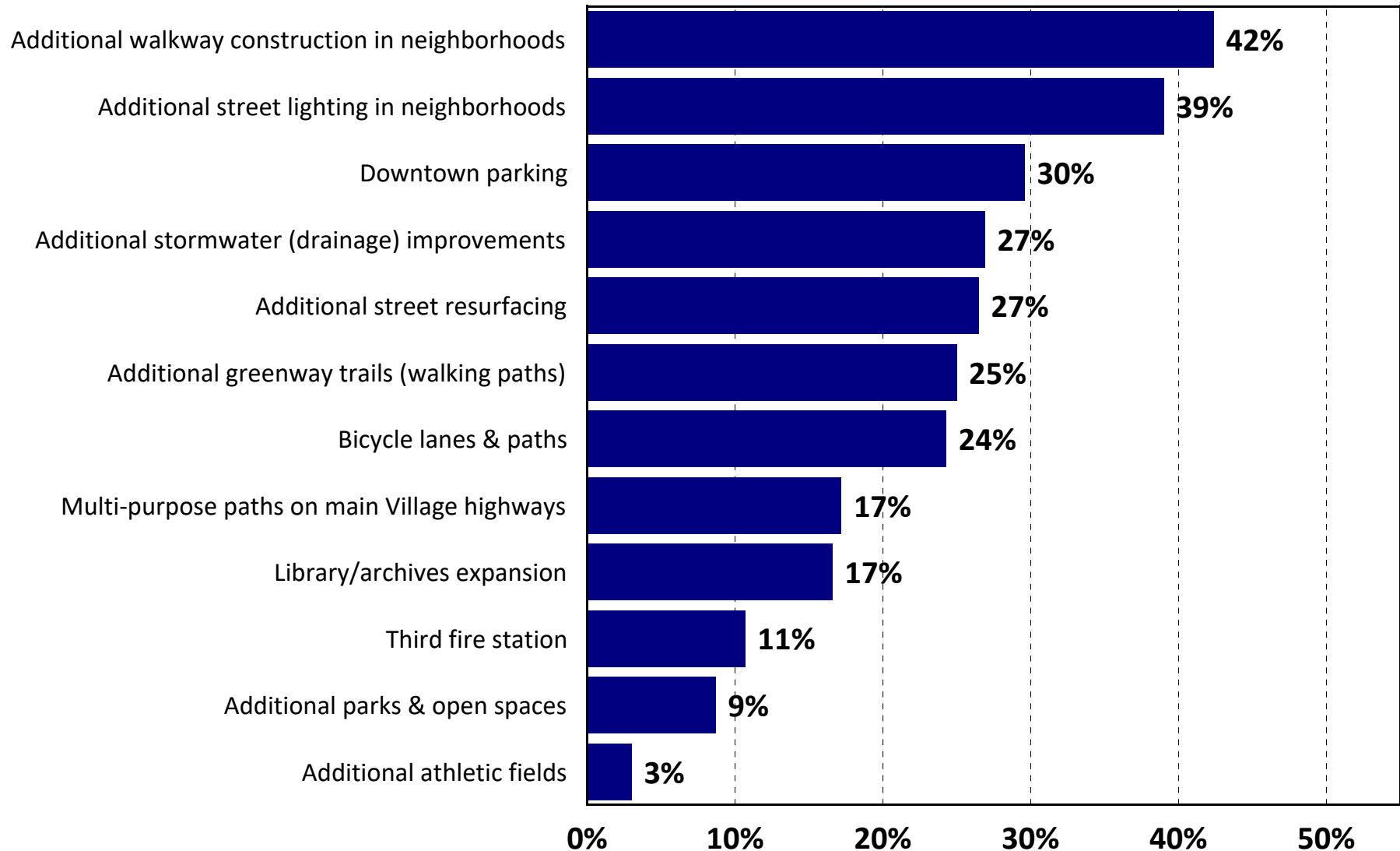


Q26a. Only if you have contacted the Village during the past year



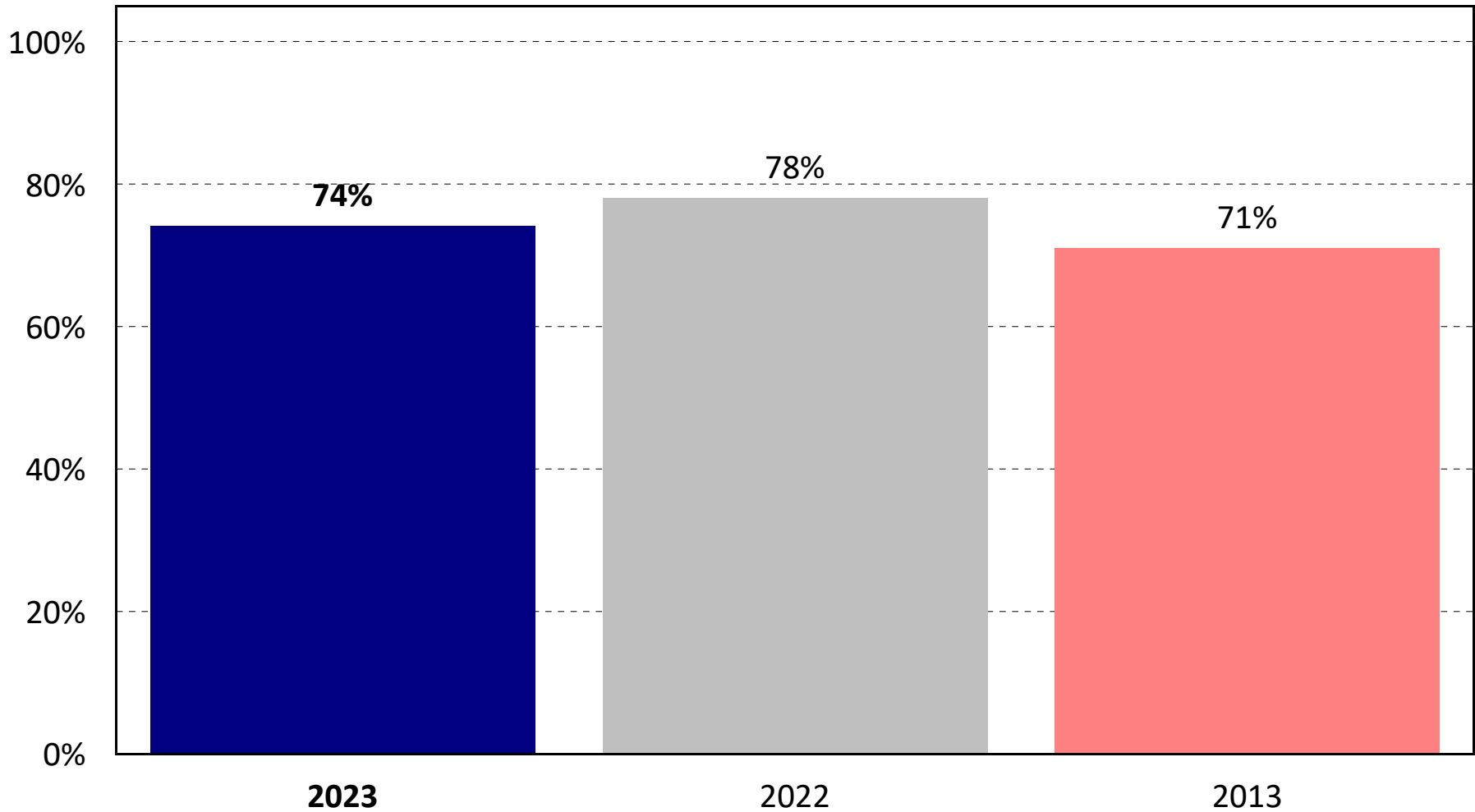
Q27. Community Improvements That Residents Feel Are Most Important

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?

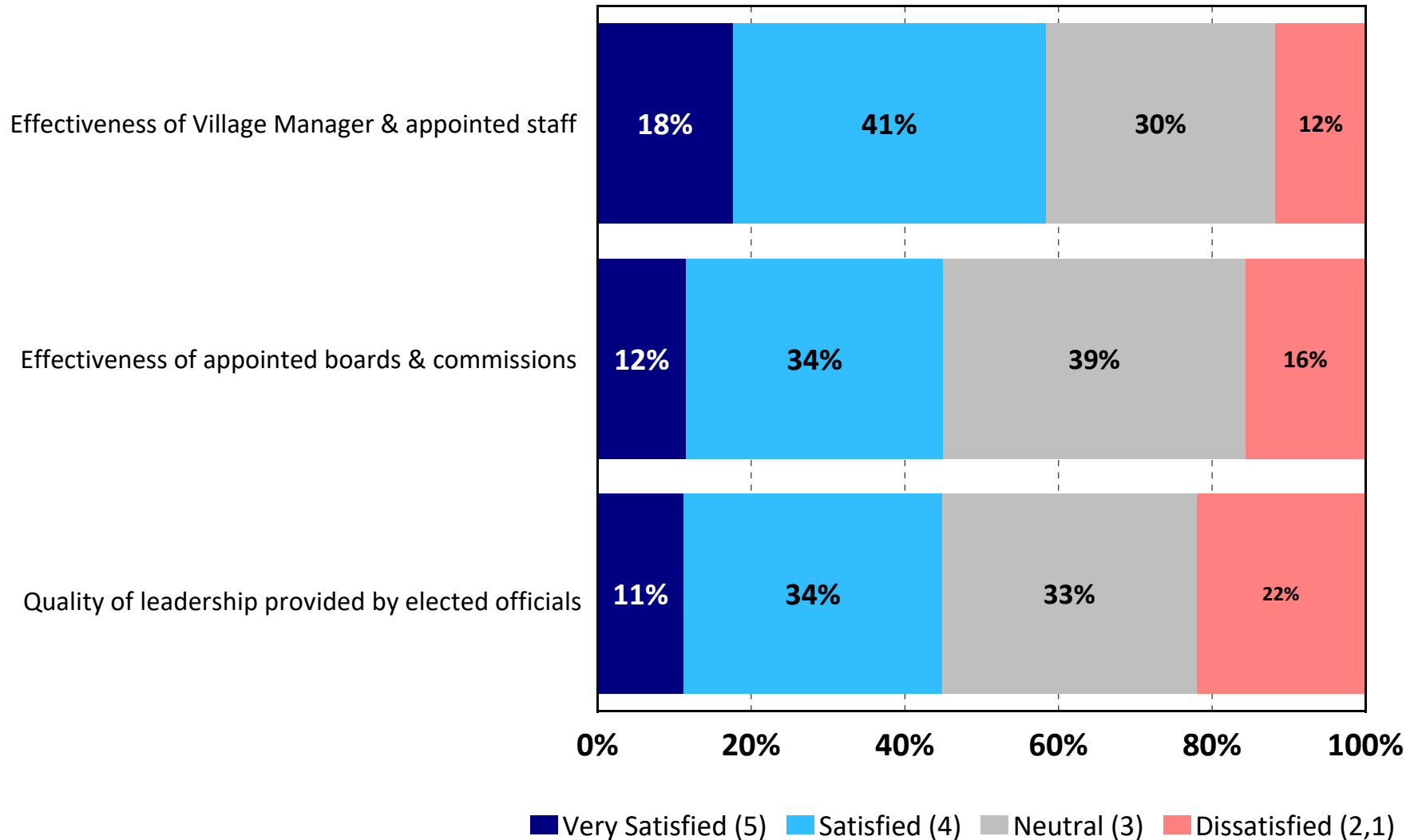
by percentage of respondents who answered "very satisfied" or "satisfied" (excluding "don't know")



TRENDS

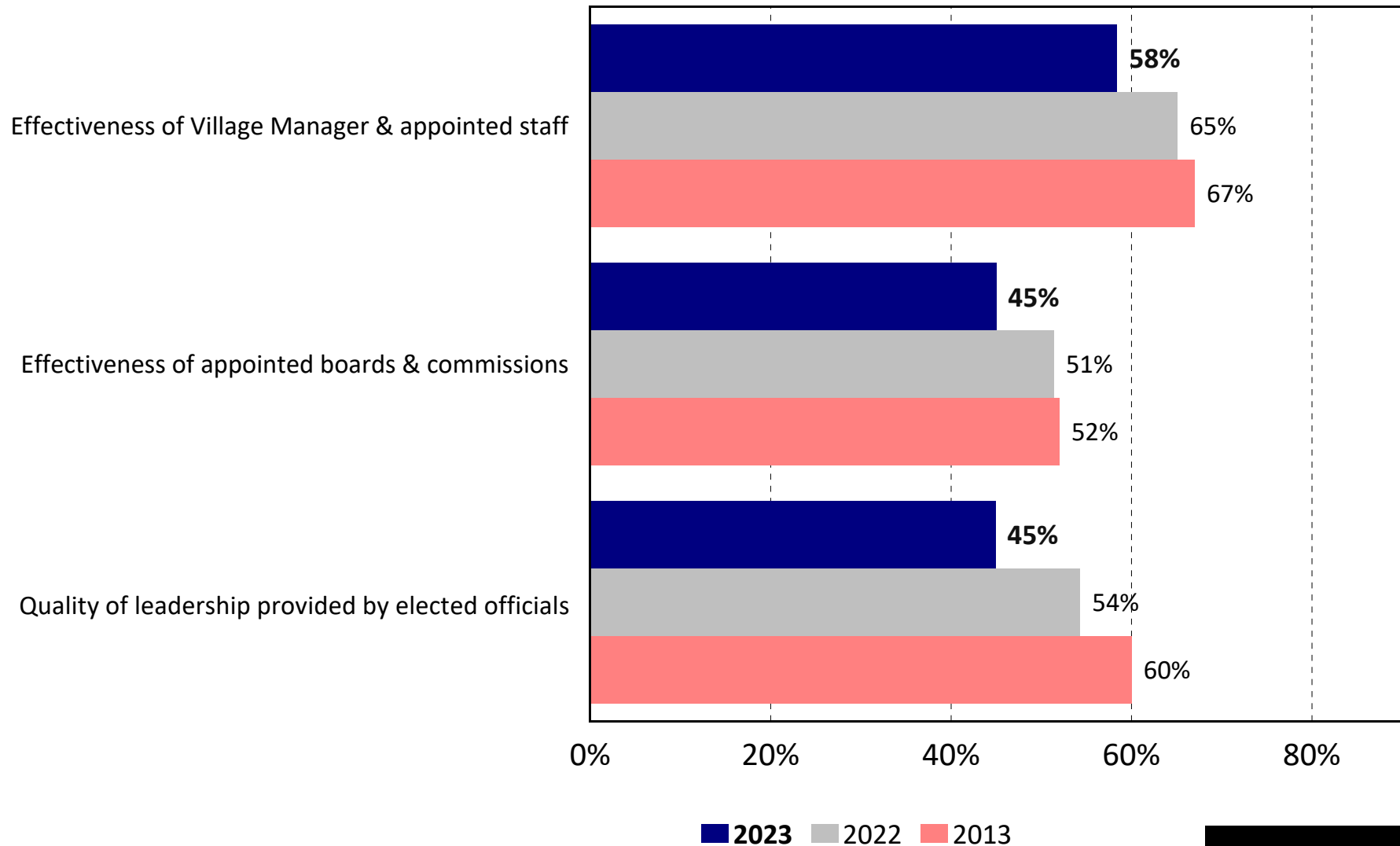
Q29. Please rate your satisfaction with the following aspects of Village leadership:

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 2023, 2022 & 2013

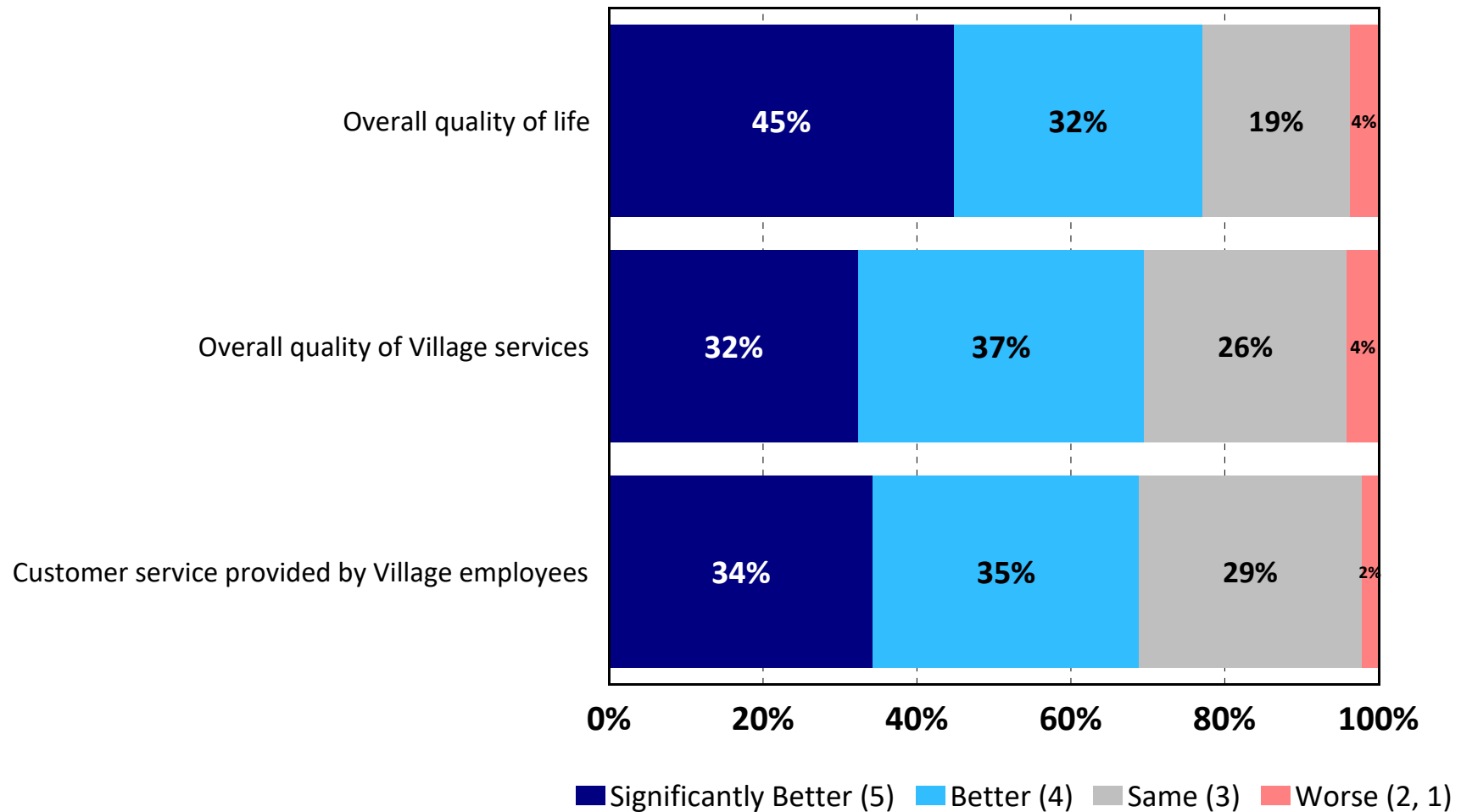
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “no opinion”)



TRENDS

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

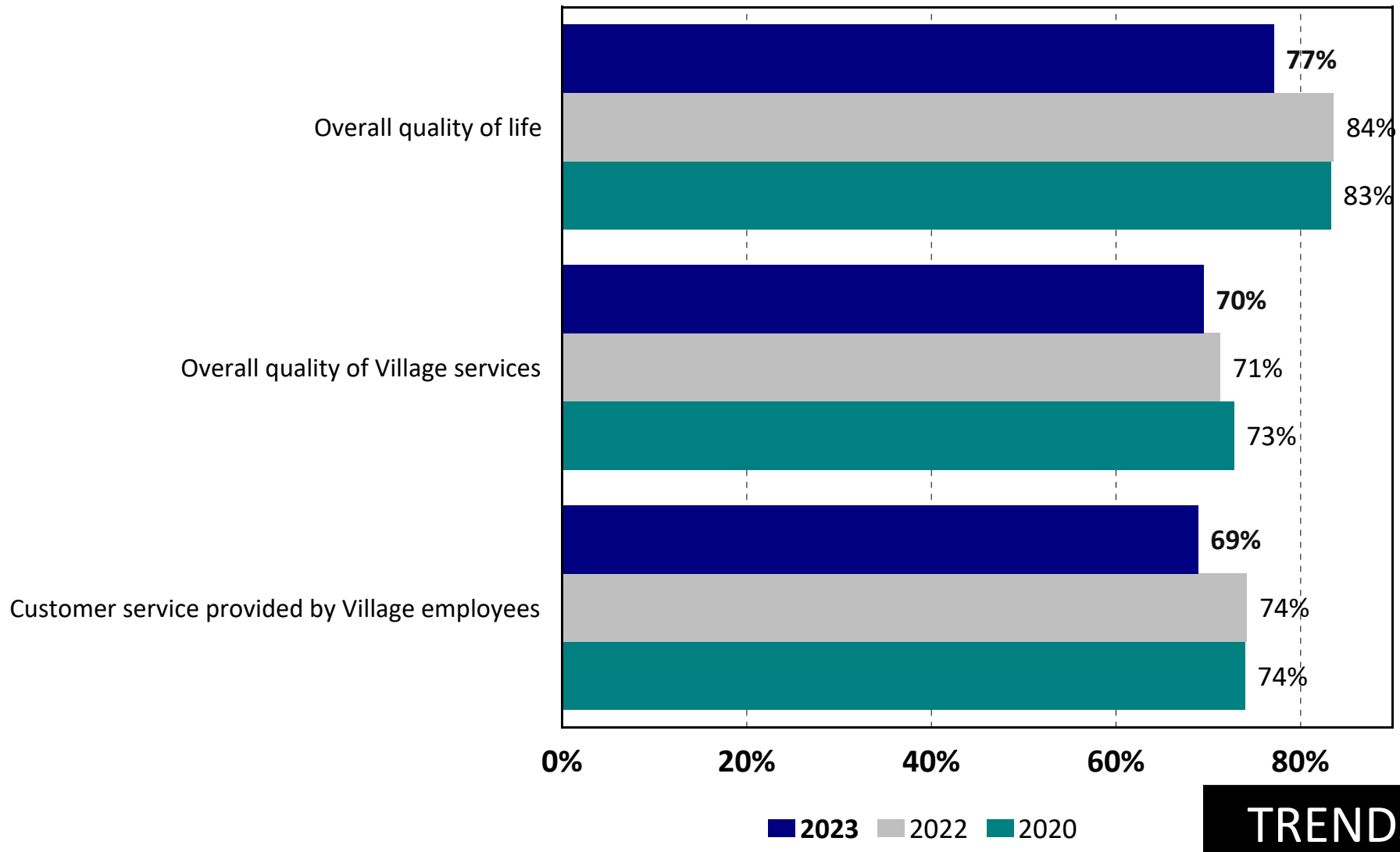
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “no opinion”)



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

2023, 2022 & 2020

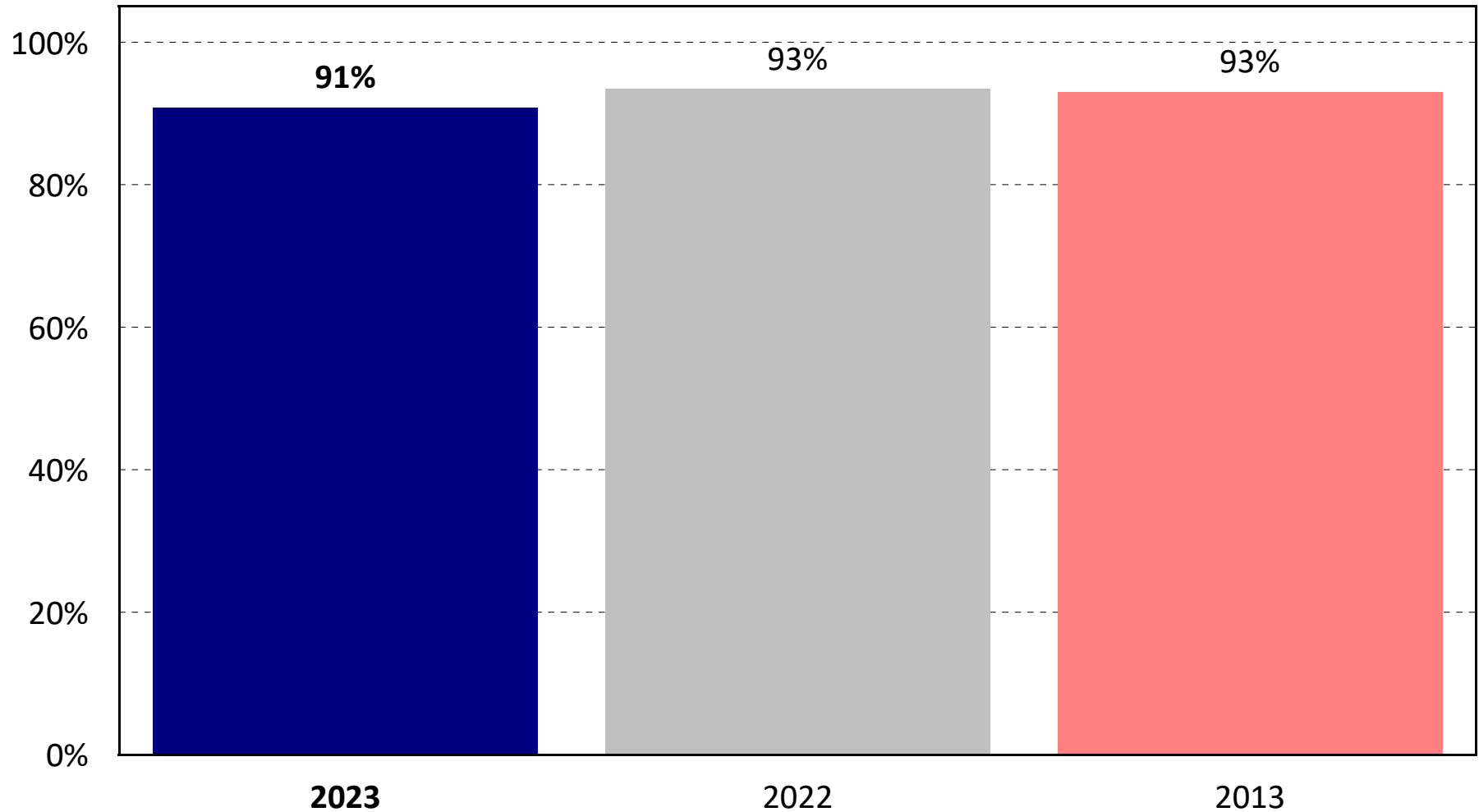
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")



TRENDS

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

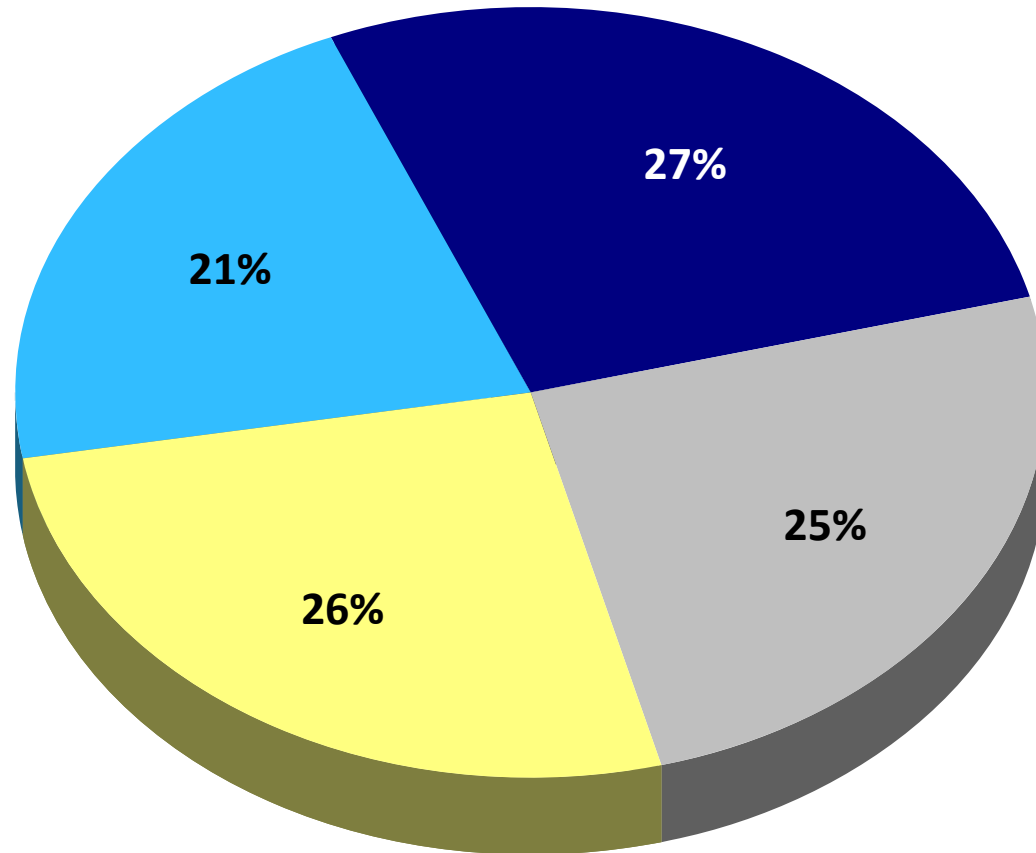
by percentage of respondents who answered "yes" (excluding "not provided")



TRENDS

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

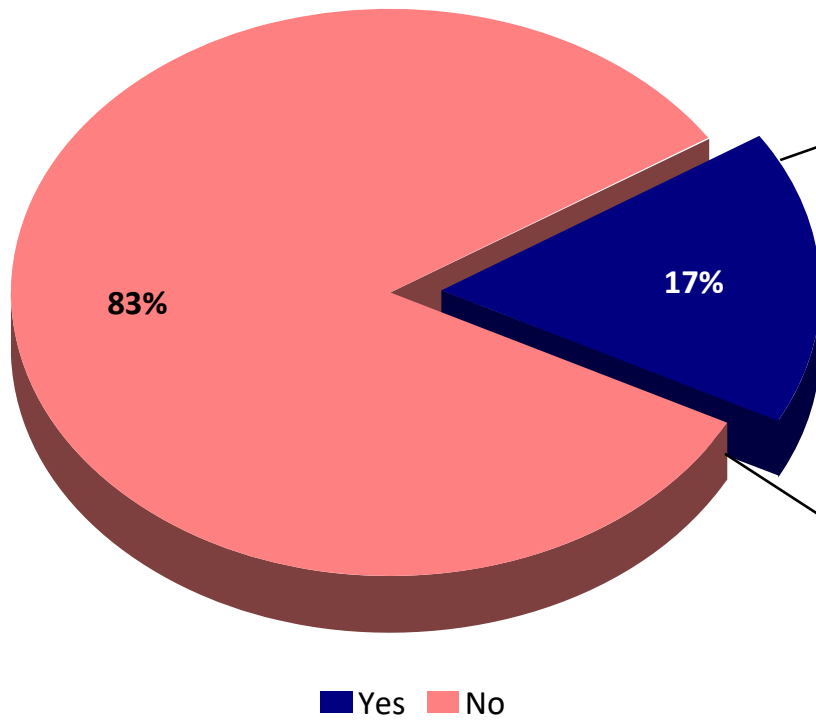
by percentage of respondents (excluding "not provided")



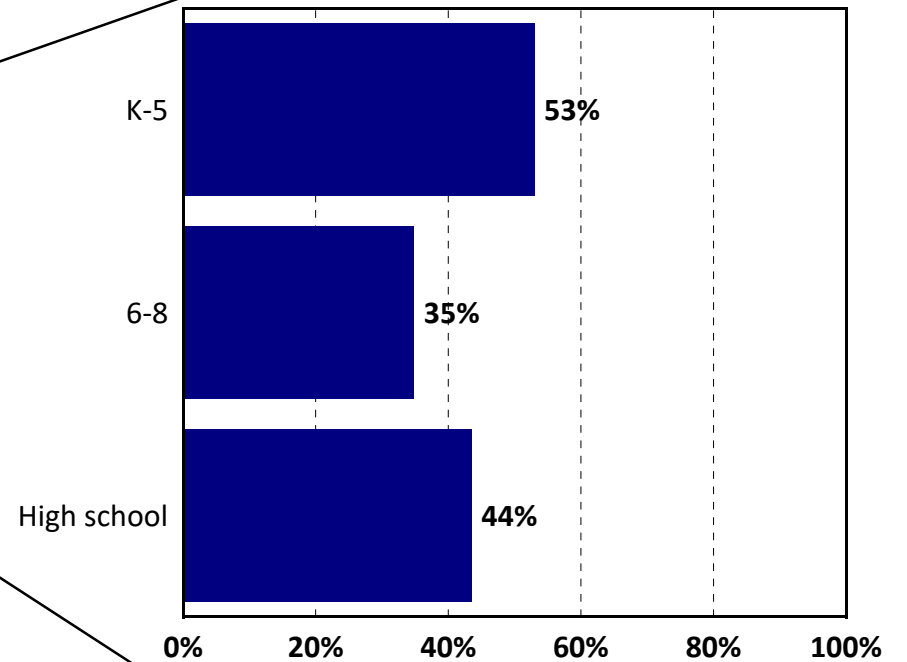
■ Less than 5 years ■ 5-10 years ■ 11-20 years ■ 20+ years

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

by percentage of respondents

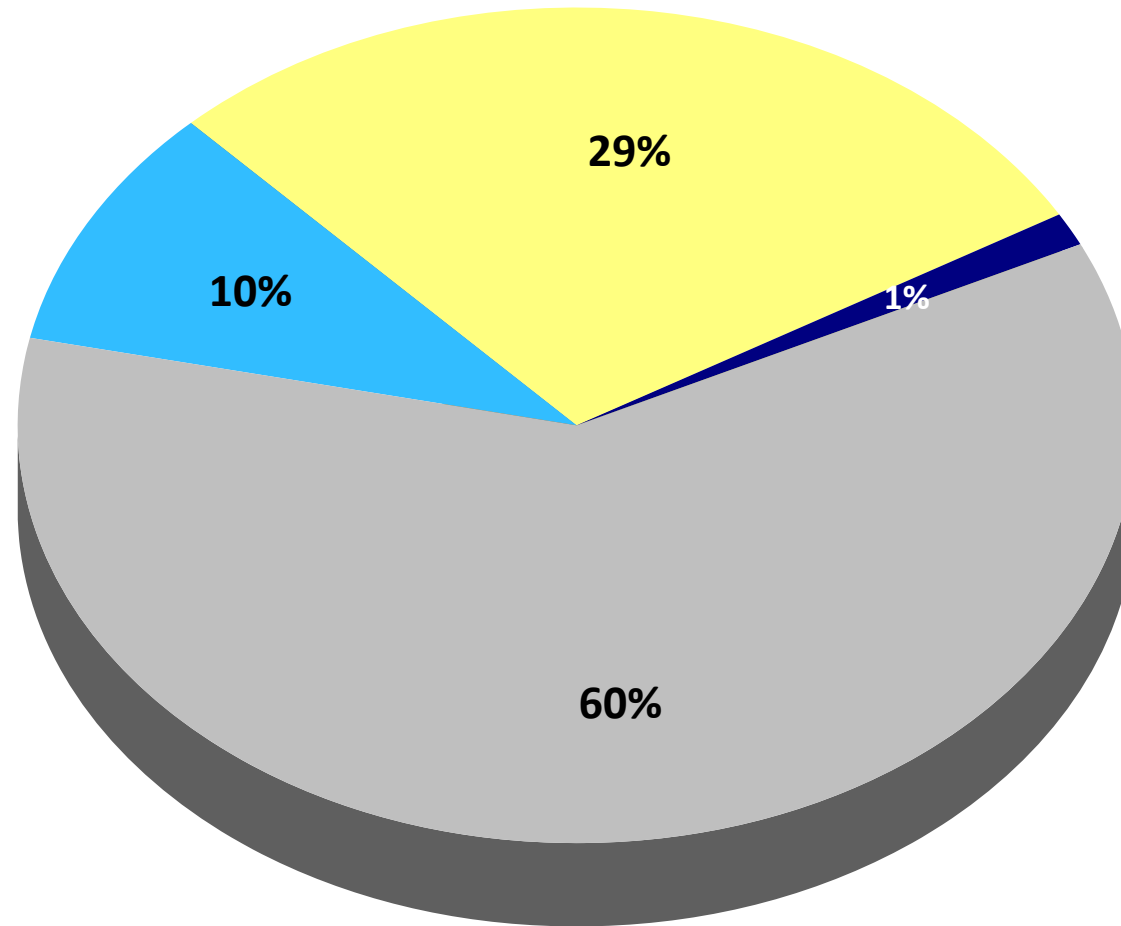


If YES: what grade level are your school-age children?



Demographics: Current Employment Status

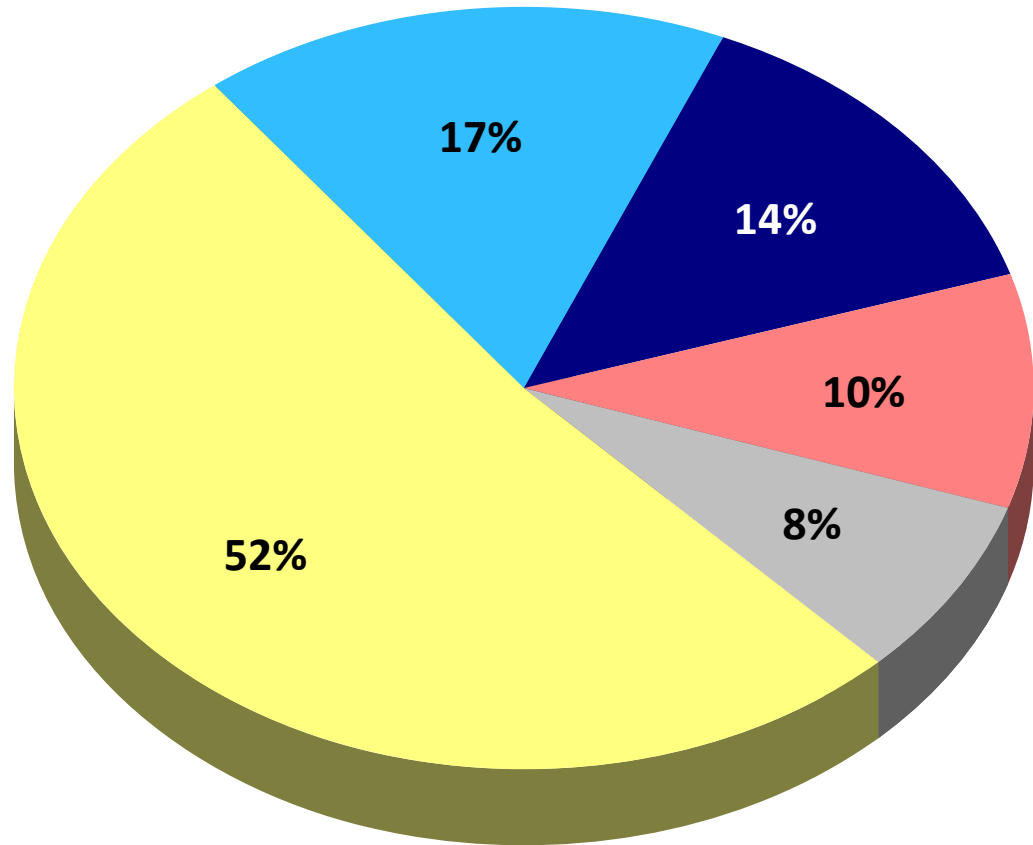
by percentage of respondents (excluding "not provided")



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

Demographics: Age of Respondents

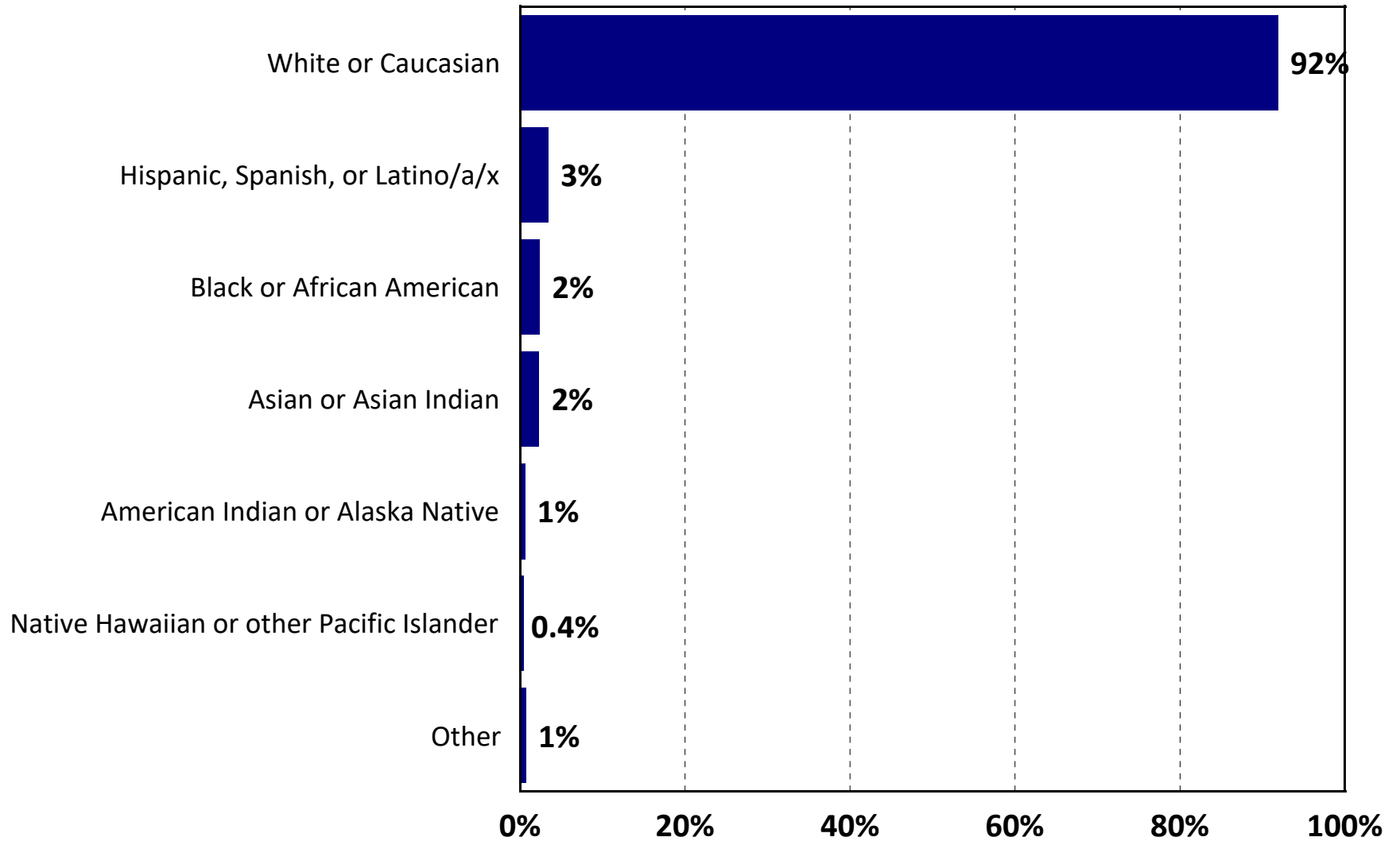
by percentage of respondents (excluding “not provided”)



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

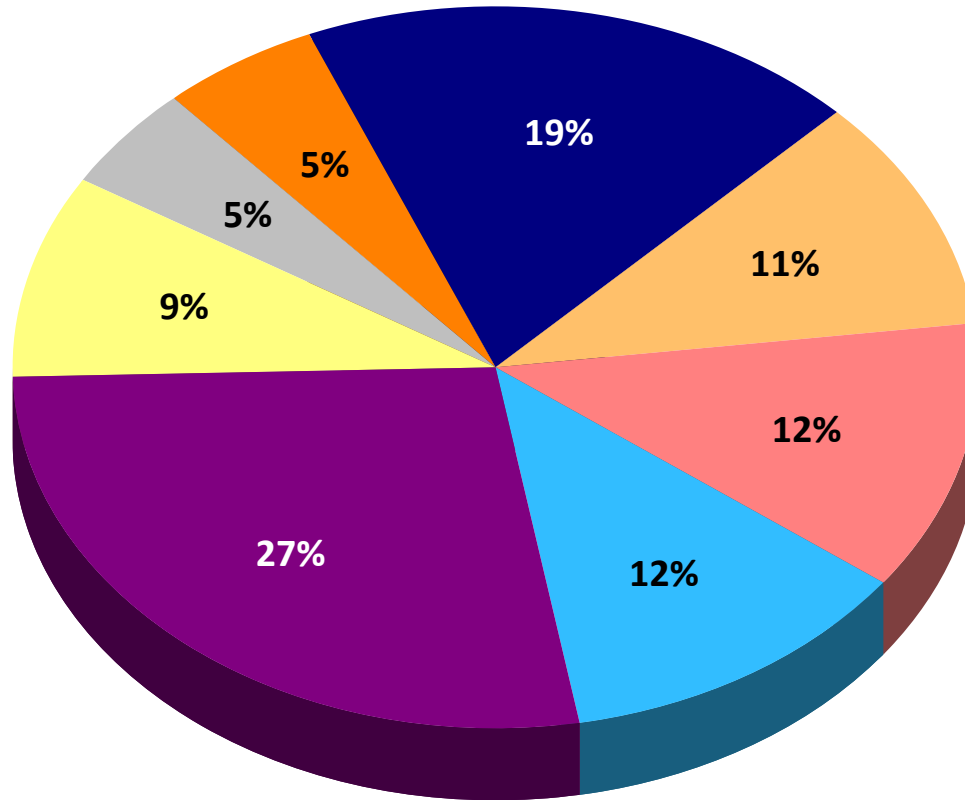
Demographics: Which of the following best describes your race?

by percentage of respondents (multiple selections could be made)



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

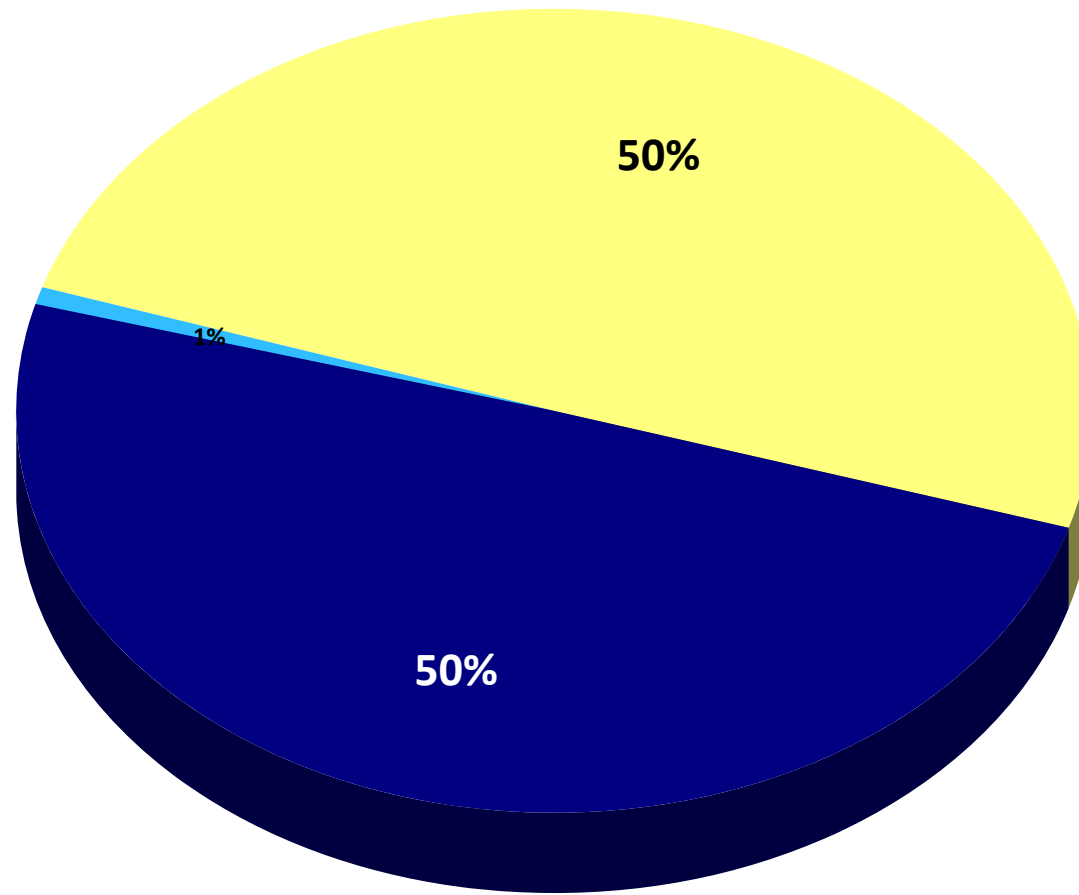
by percentage of respondents (excluding "not provided")



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

Demographics: Gender

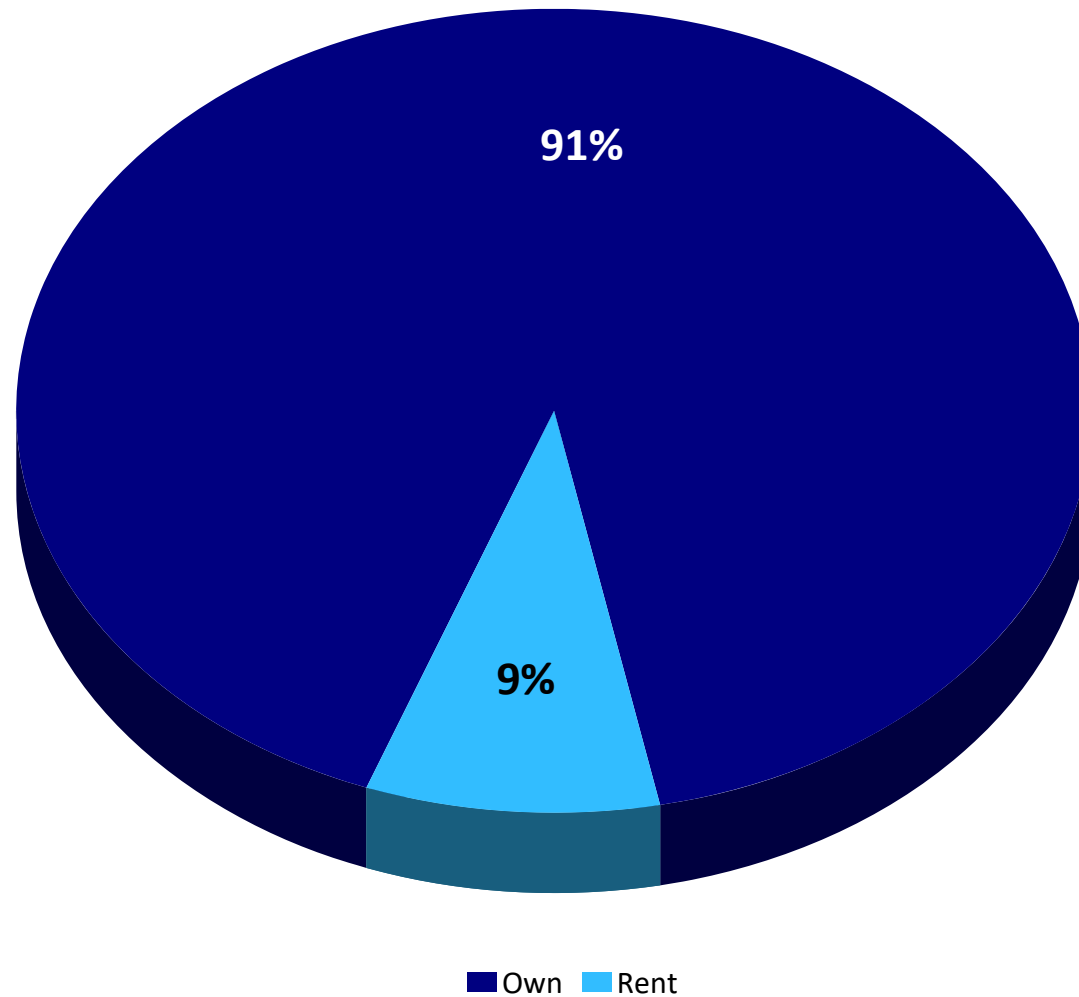
by percentage of respondents (excluding “not provided”)



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

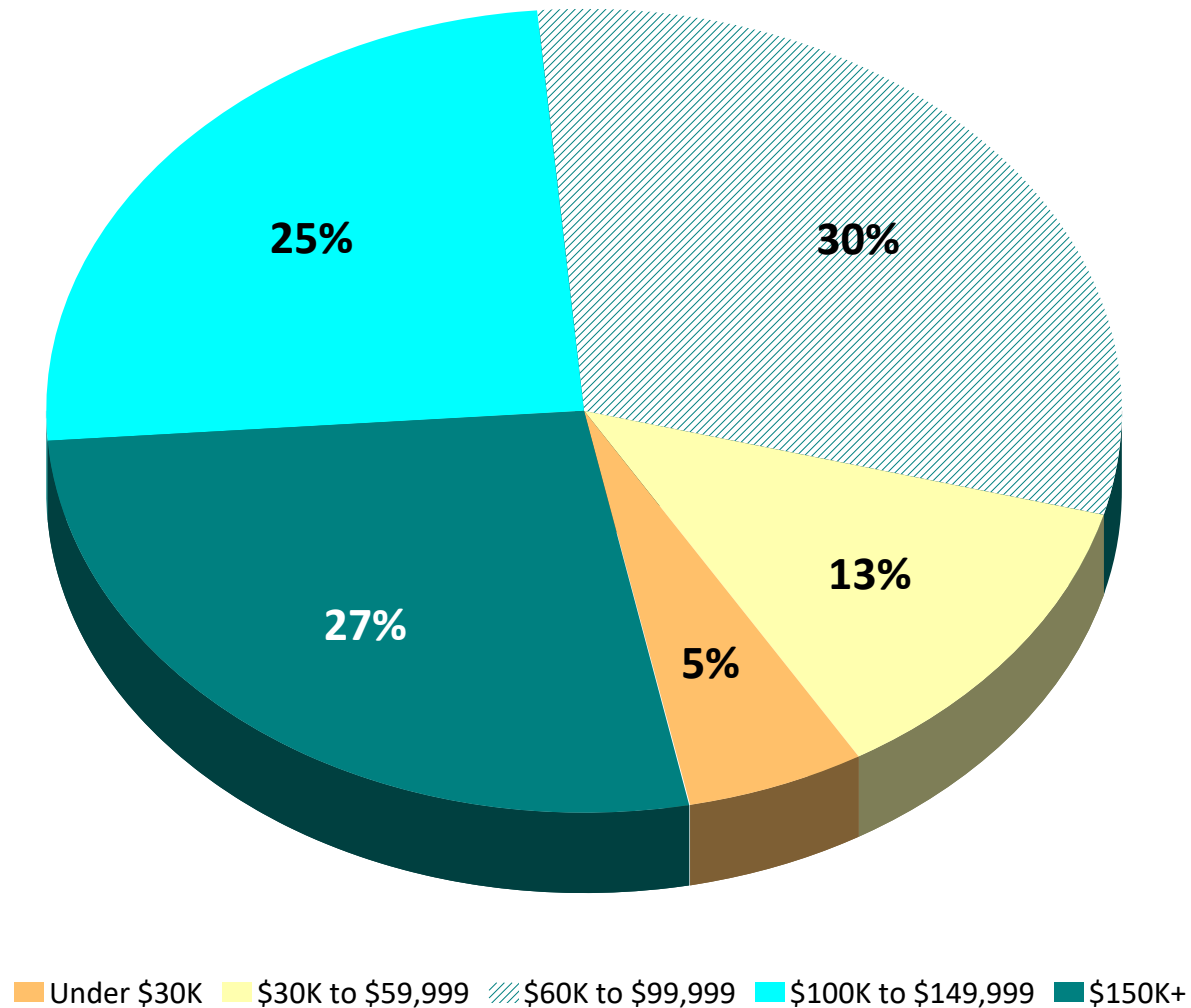
Demographics: Do you own or rent your current address?

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 summer of 2023 to a random sample of more than 10,000 residents across the United States, (2) a regional survey administered during the summer of 2023 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 36 communities with populations of fewer than 30,000 residents between January 2022 and July 2023. The average shown in the performance range charts is the average rating of the 36 communities listed below:

- Addison, Texas
- Andover, Kansas
- Atchison, Kansas
- Belleair, Florida
- Brooklyn, Ohio
- Camas, Washington
- Carrboro, North Carolina
- Clayton, Missouri
- De Soto, Kansas
- Des Peres, Missouri
- Dumfries, Virginia
- Edgerton, Kansas
- Emporia, Kansas
- Glencoe, Illinois
- Gulf Shores, Alabama
- Hillsborough, North Carolina
- Hudson, Ohio
- Hutto, Texas
- Johnston, Iowa
- Key Biscayne, Florida
- Knightdale, North Carolina
- Lake Wales, Florida
- Lebanon, Missouri
- Mountain Brook, Alabama
- North Bend, Washington
- Norwalk, Iowa
- Pelham, Alabama
- Platte City, Missouri
- Rifle, Colorado
- Roeland Park, Kansas
- Siloam Springs, Arkansas
- Smithville, Missouri
- Snowmass, Colorado
- Washougal, Washington
- Waxhaw, North Carolina
- 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 summer of 2023. The “National Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 10,000 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*® Survey since January 2022. 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.

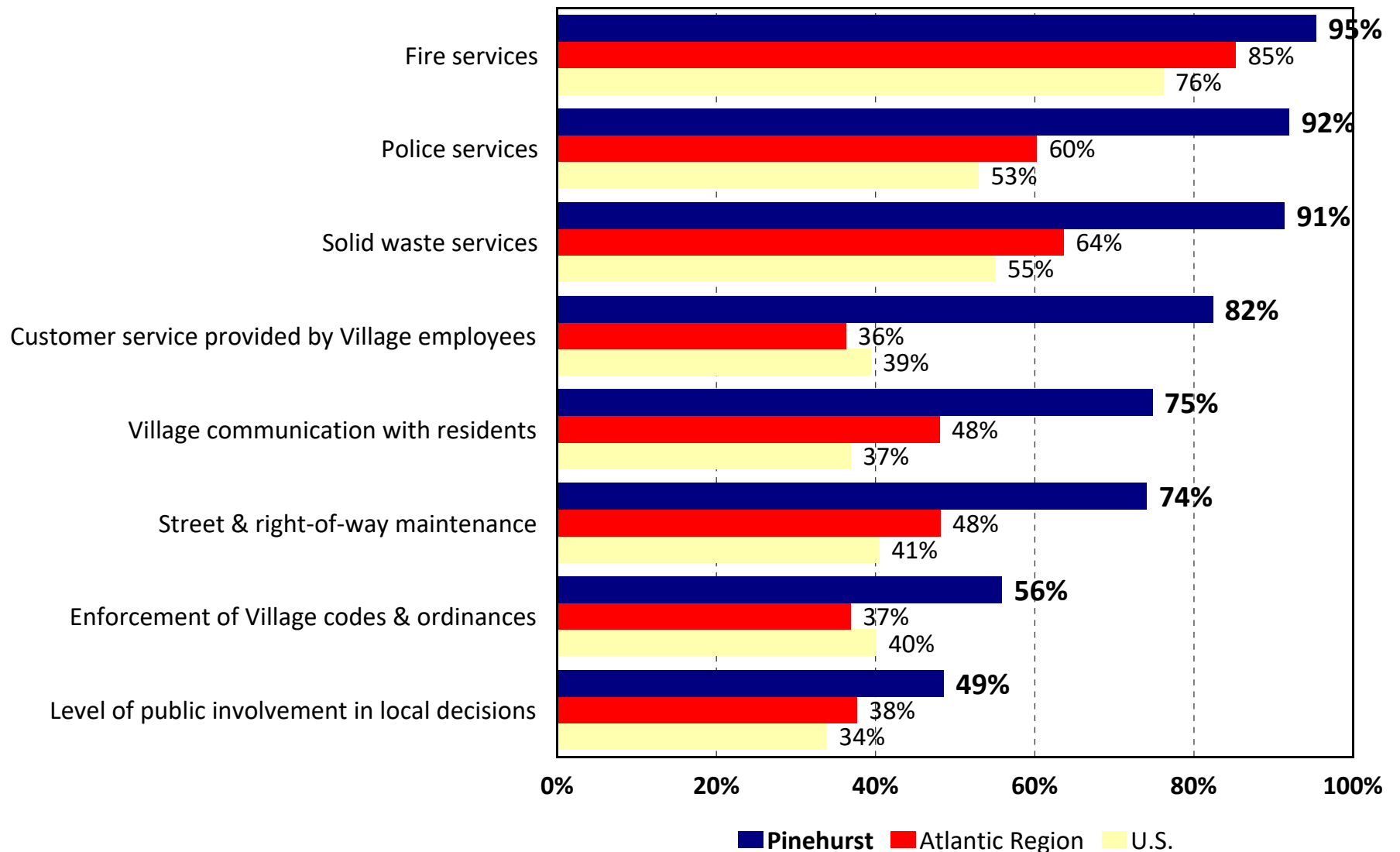
National Benchmarks

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Overall Satisfaction with Various Community Services

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

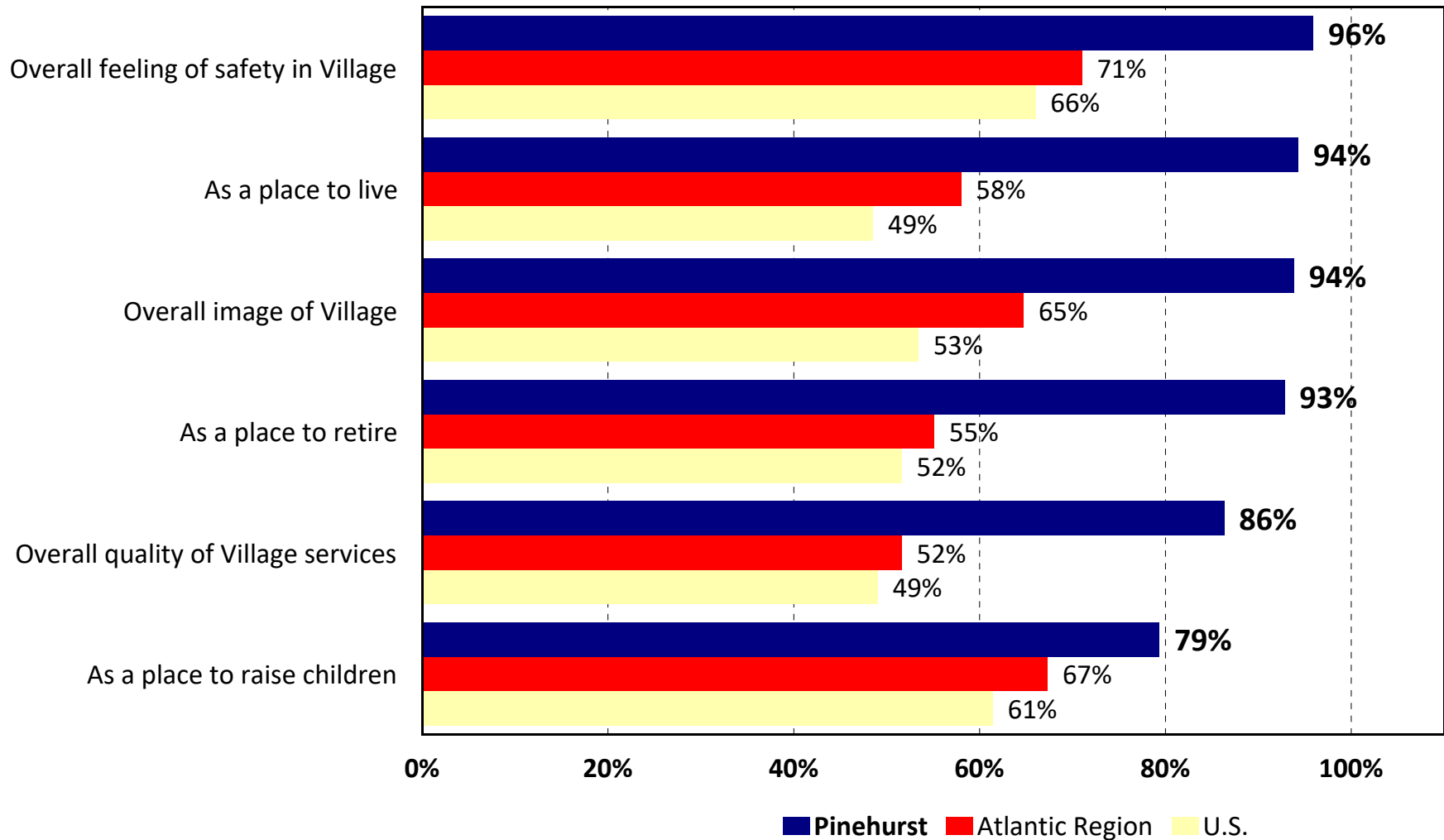
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Satisfaction with Issues that Influence Perceptions of the Village

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

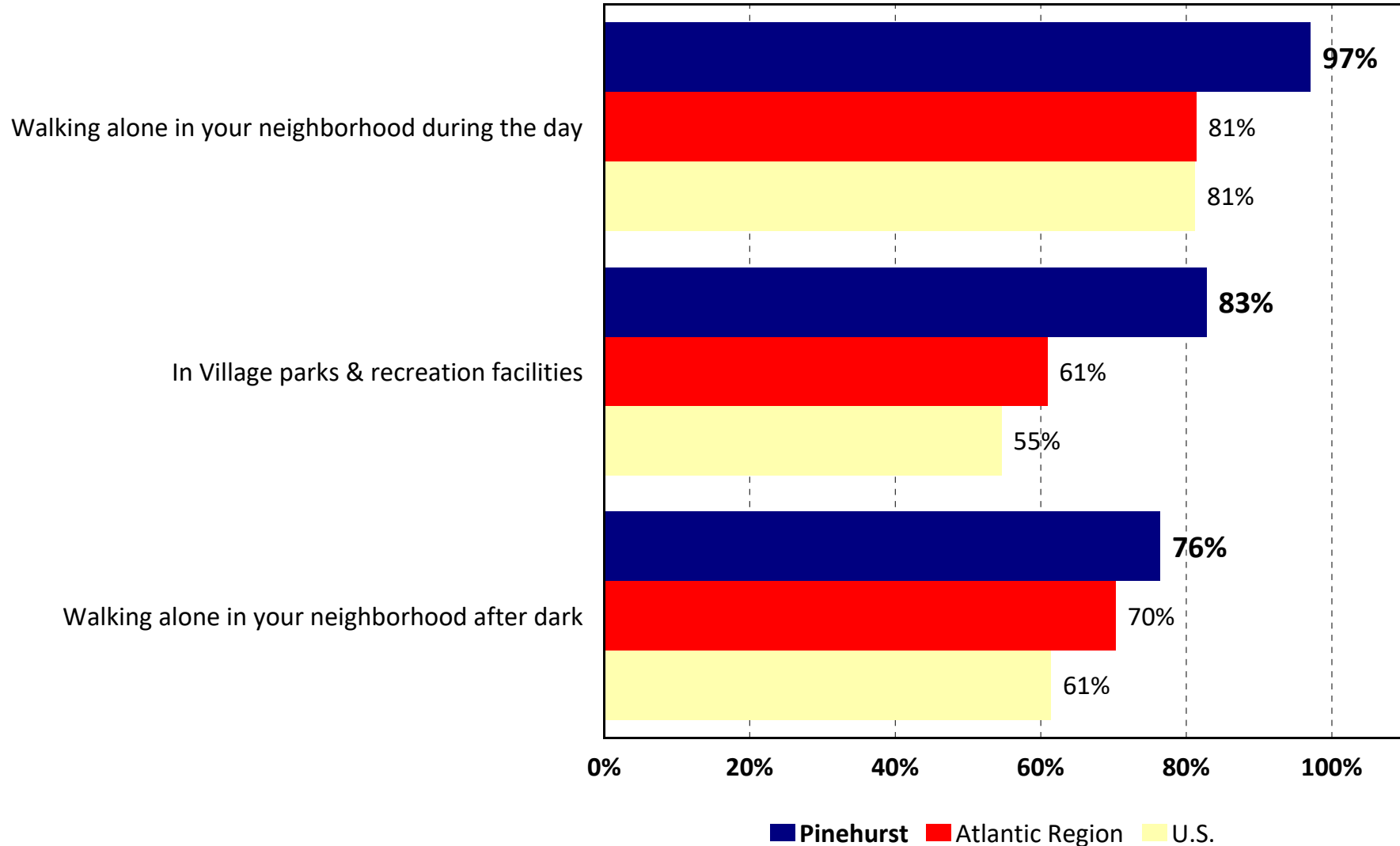
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding no opinion)



Overall Perceptions of Safety and Security

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

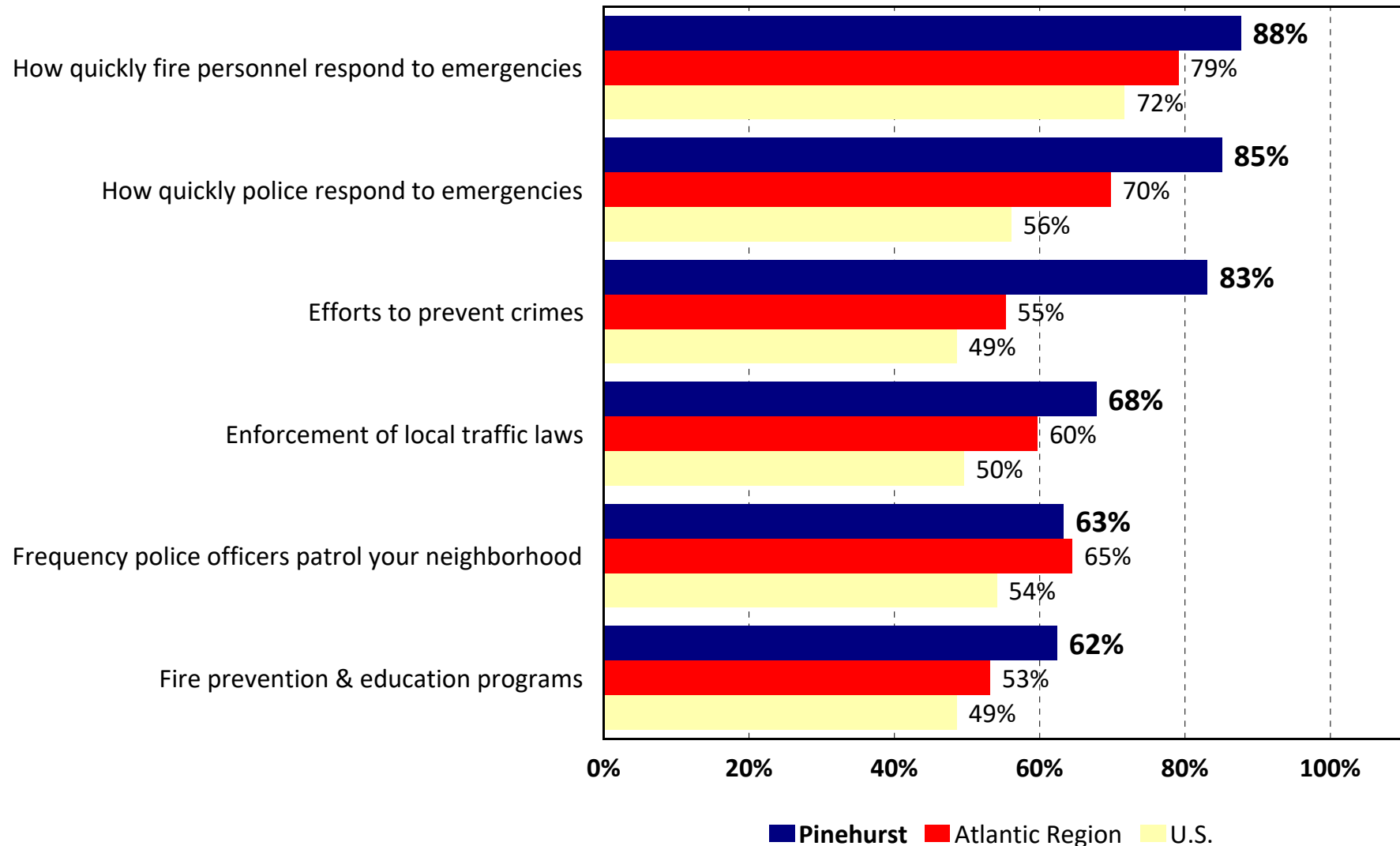
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Public Safety Services

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

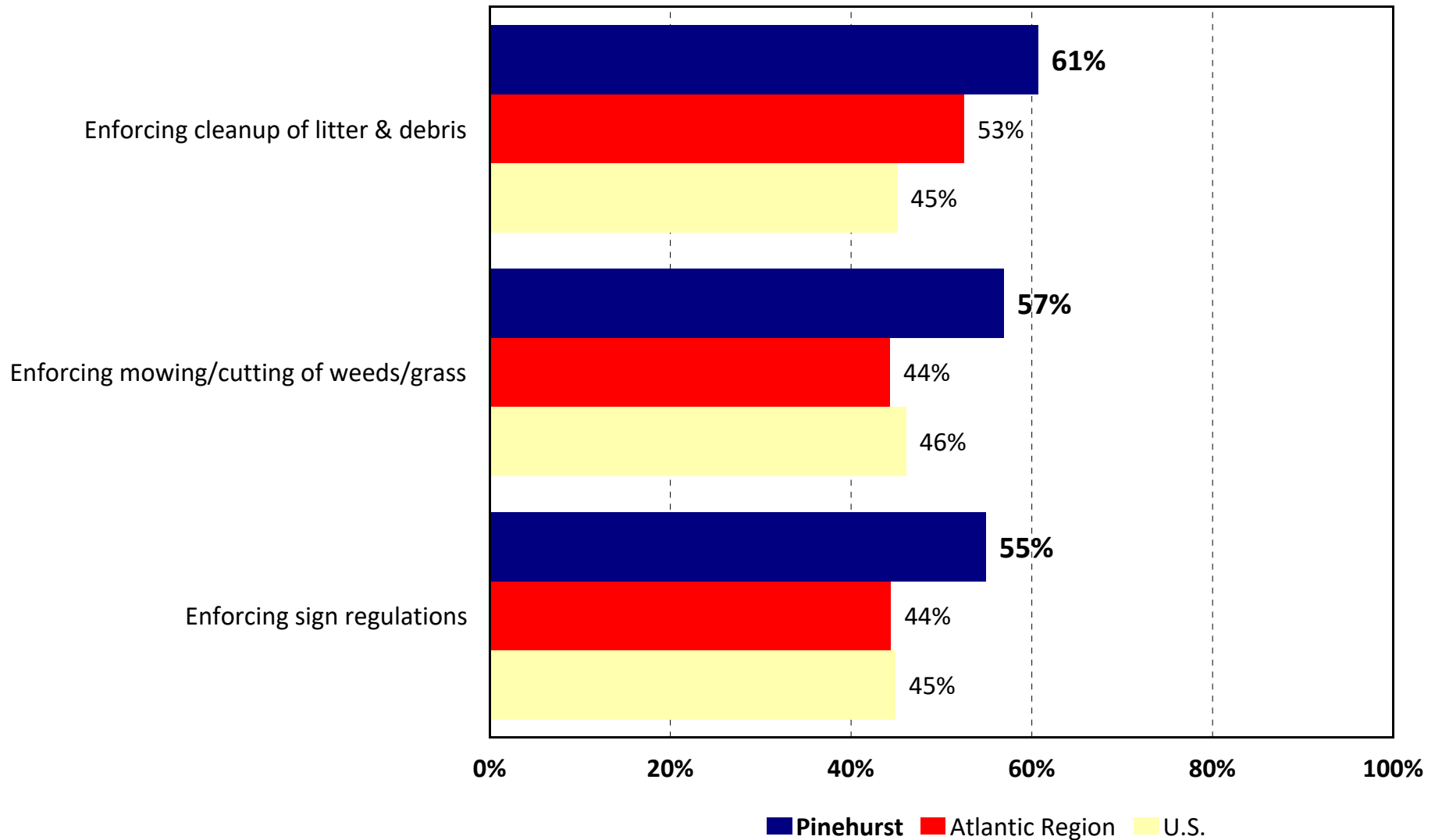
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Code Enforcement

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

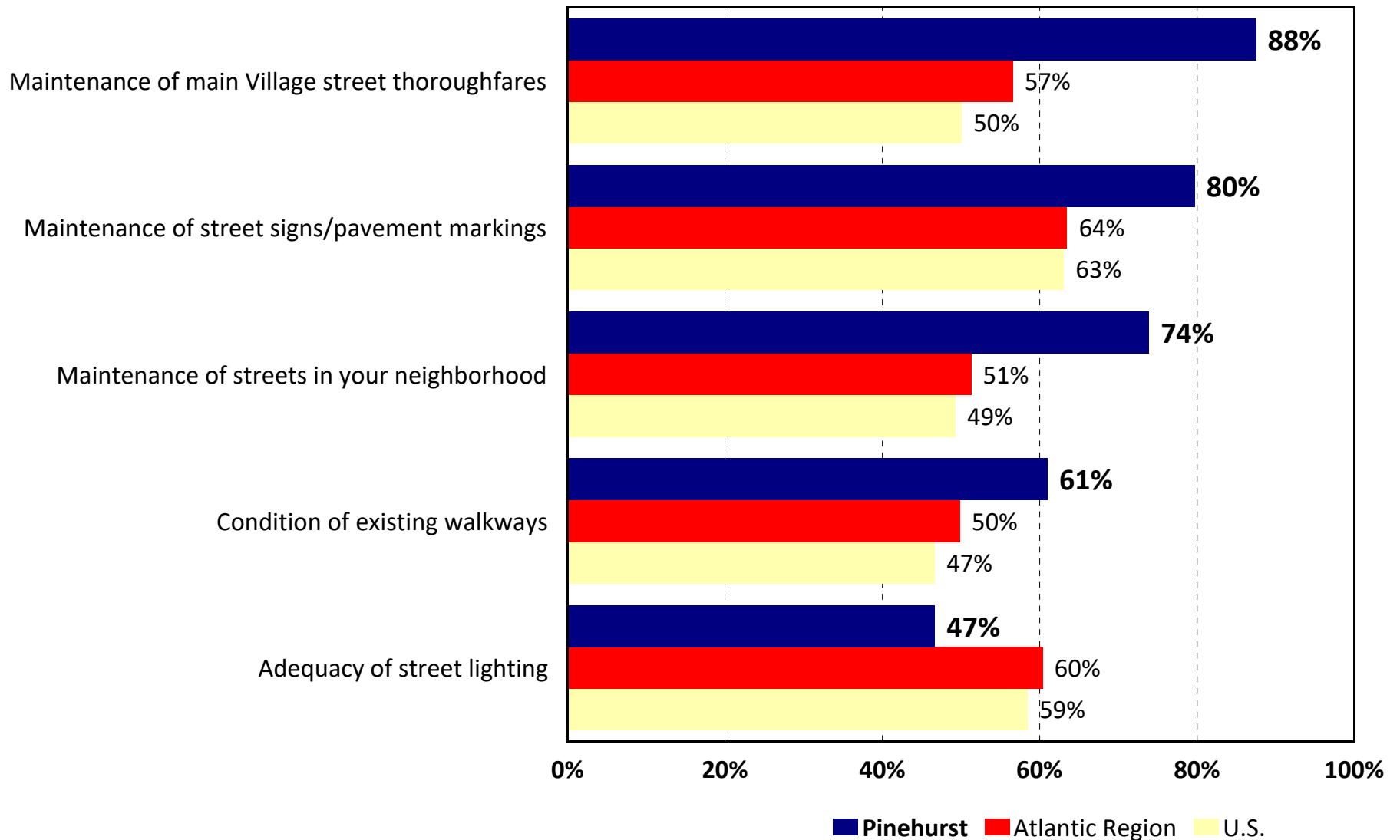
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Transportation Services

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

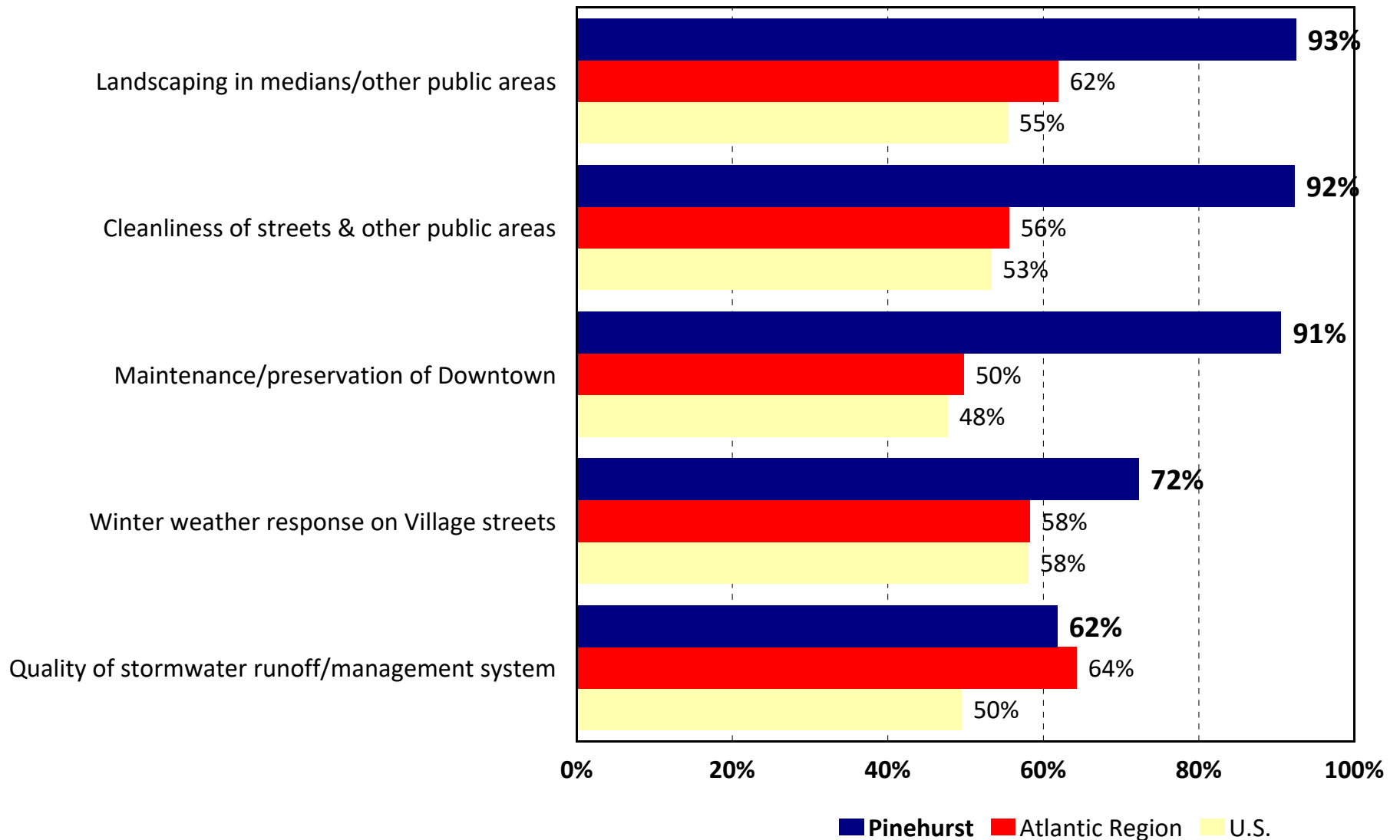
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Public Services

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

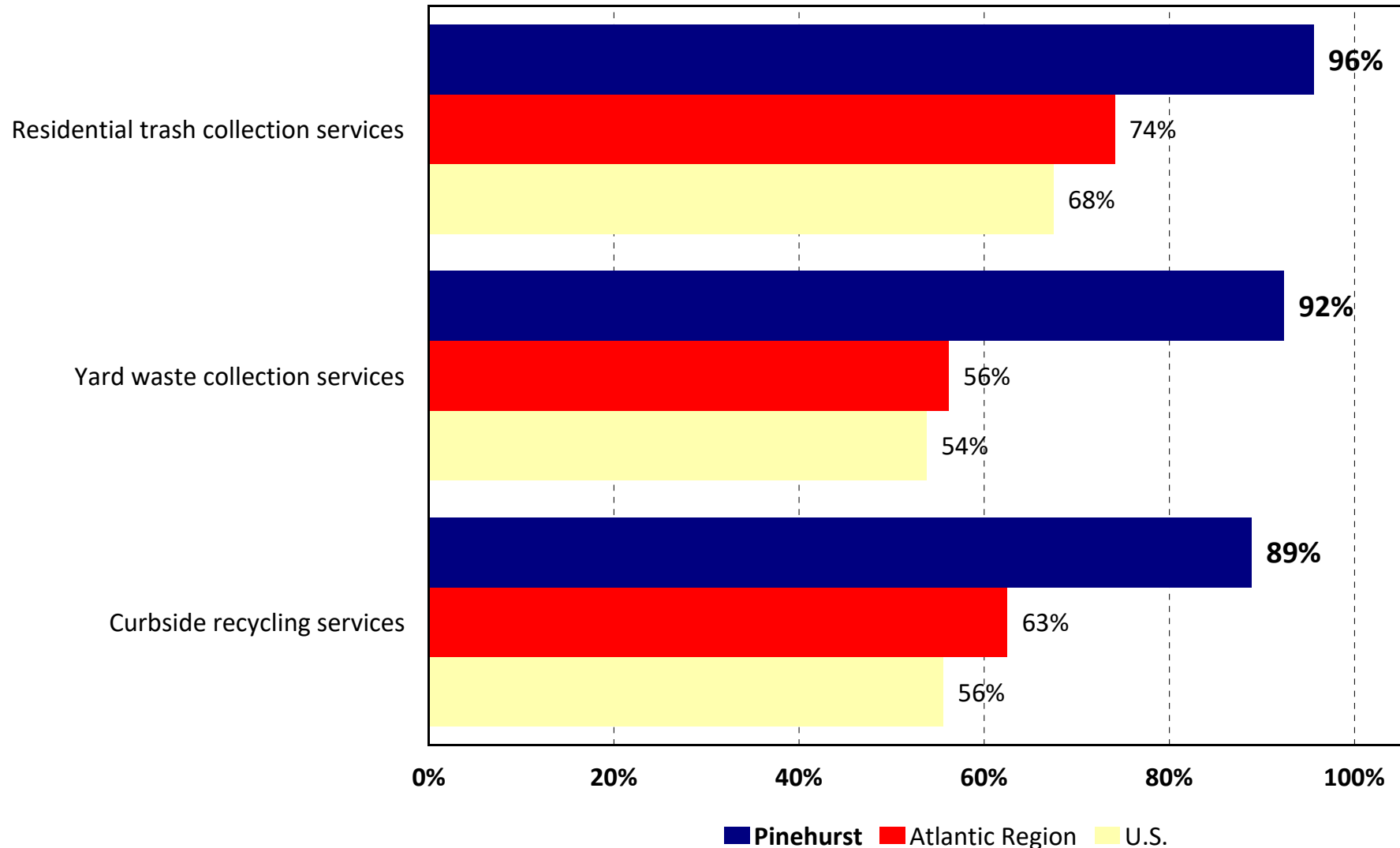
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Solid Waste Services

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

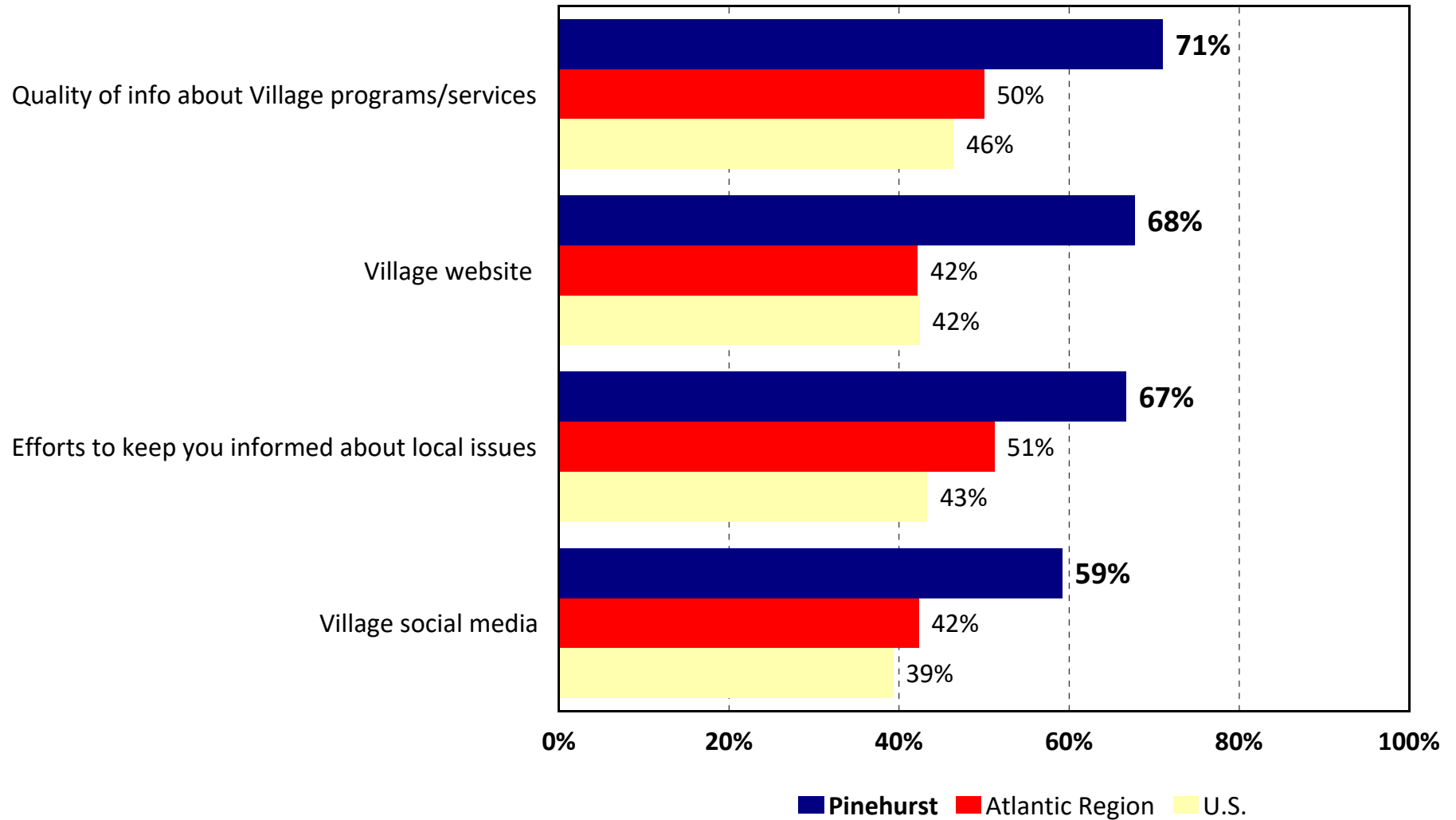
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Communication

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

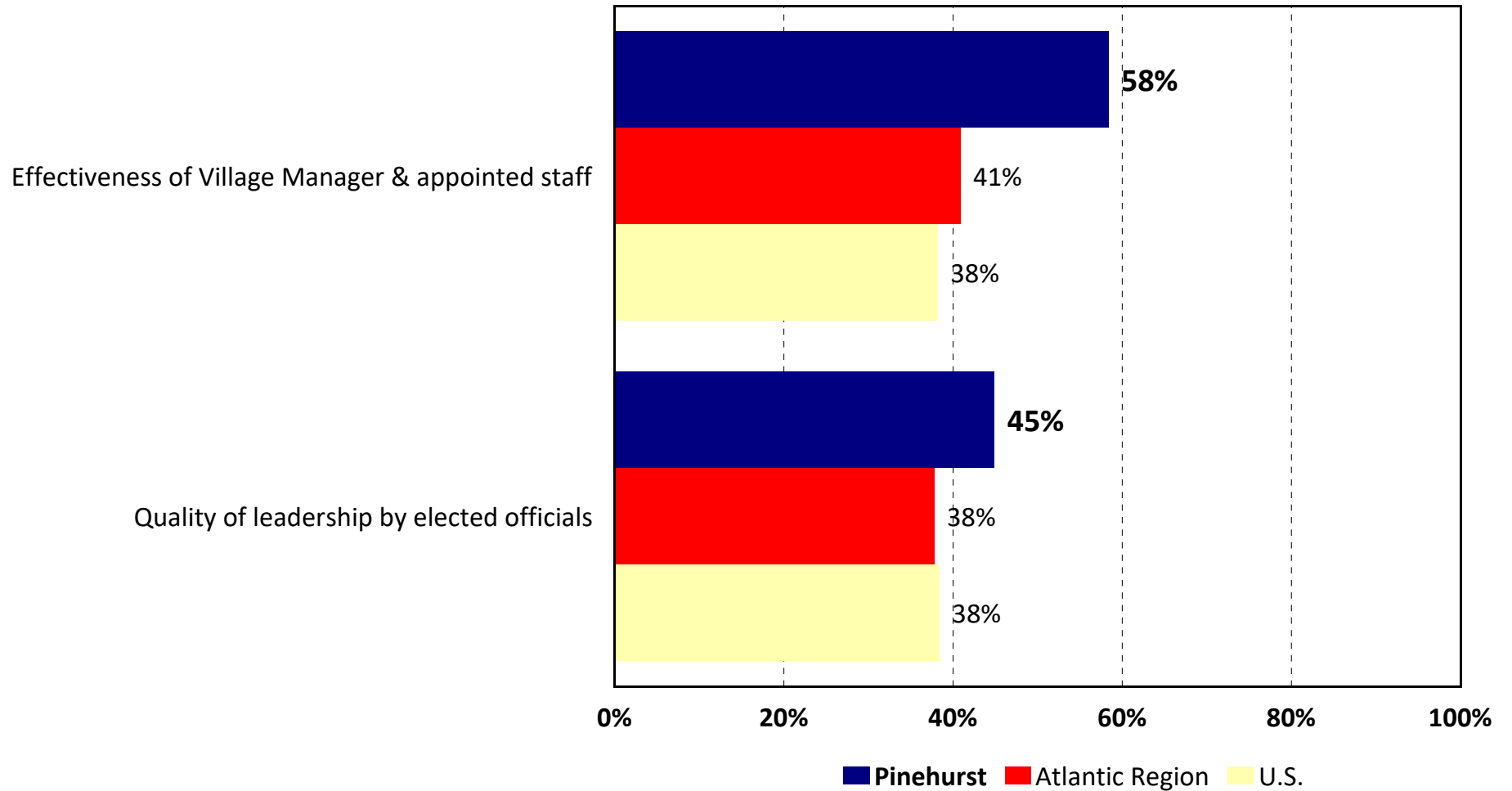
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Village Leadership

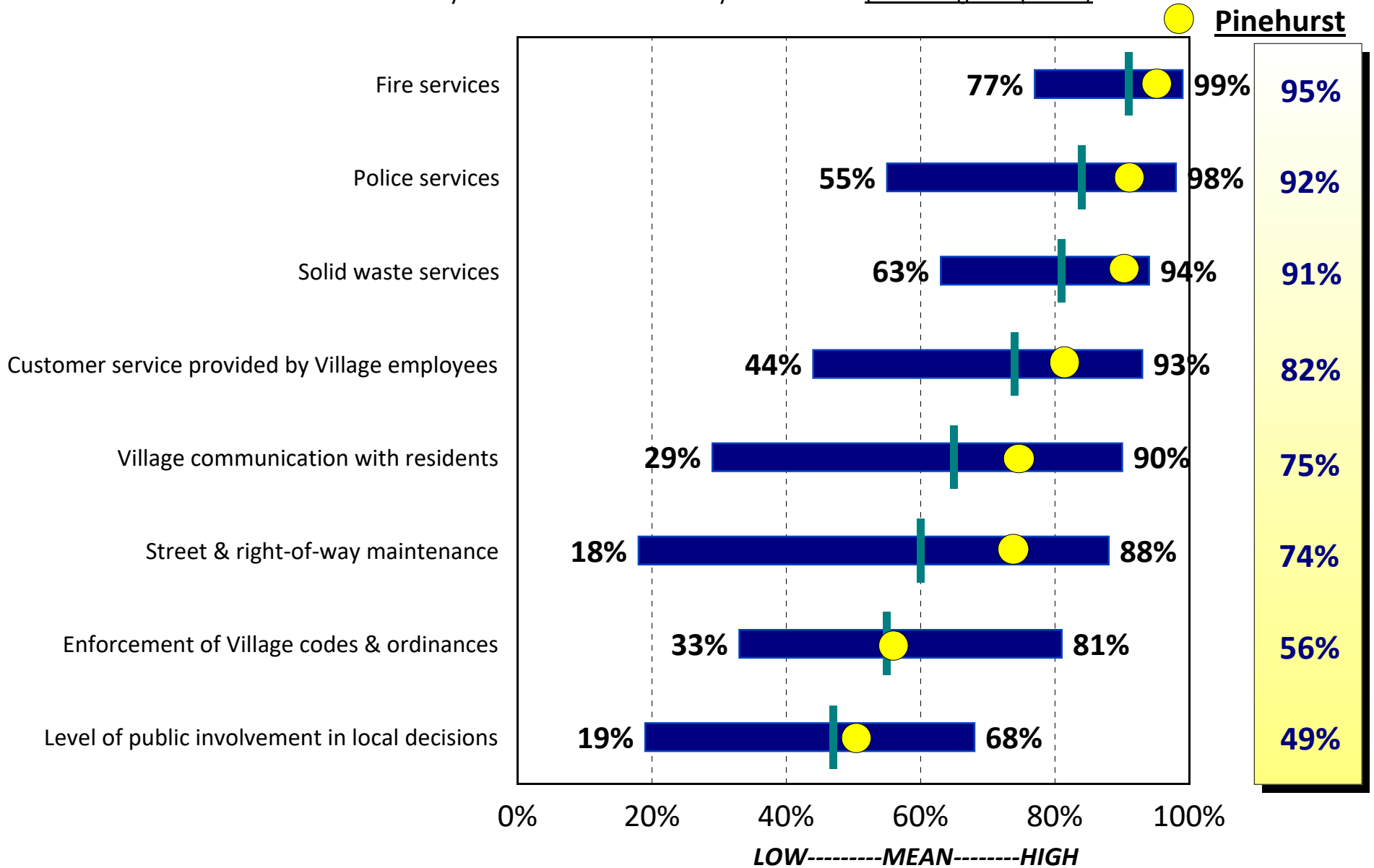
Pinehurst vs. Atlantic Region vs. the U.S.

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)



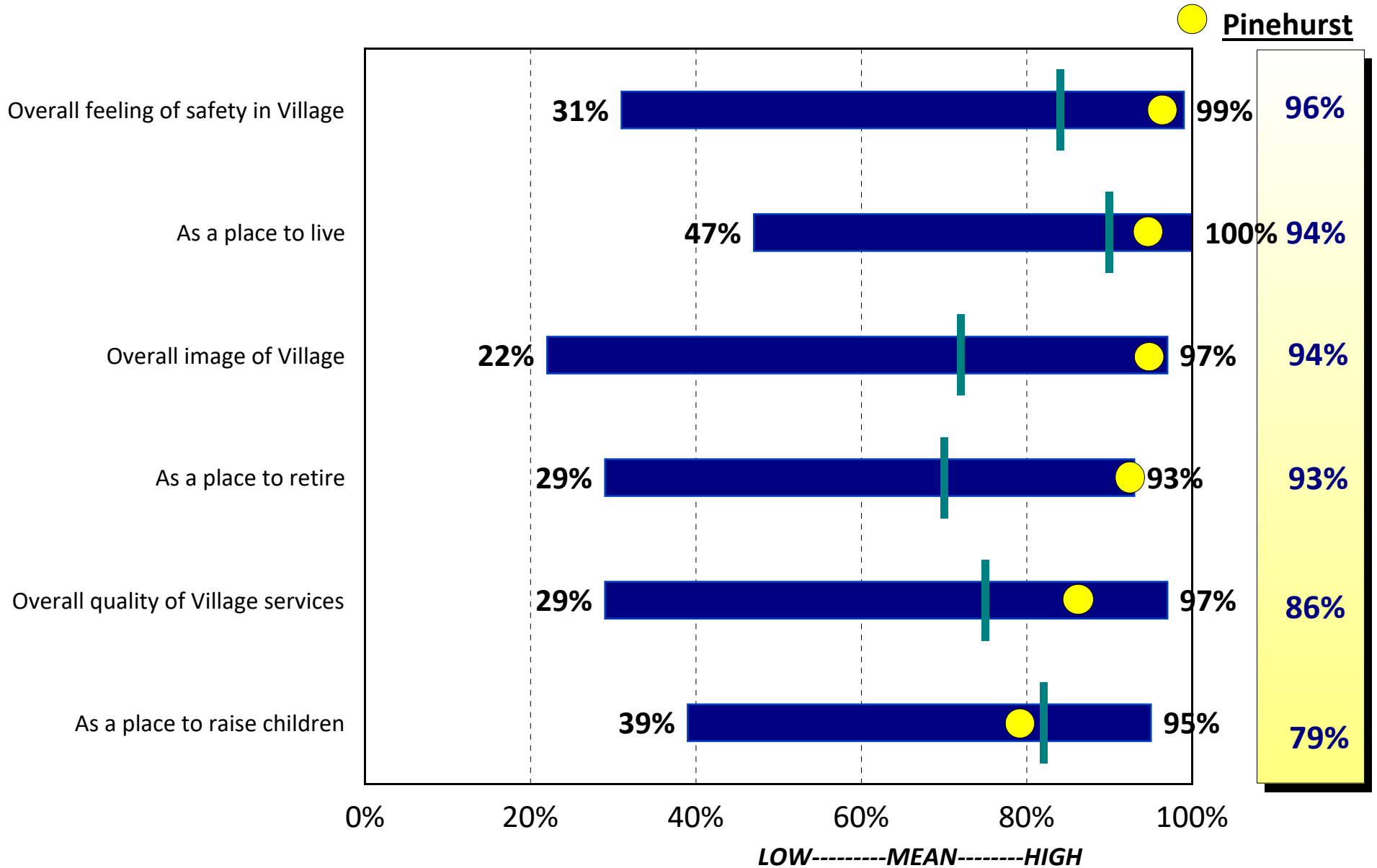
Overall Satisfaction with Various Village Services

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)



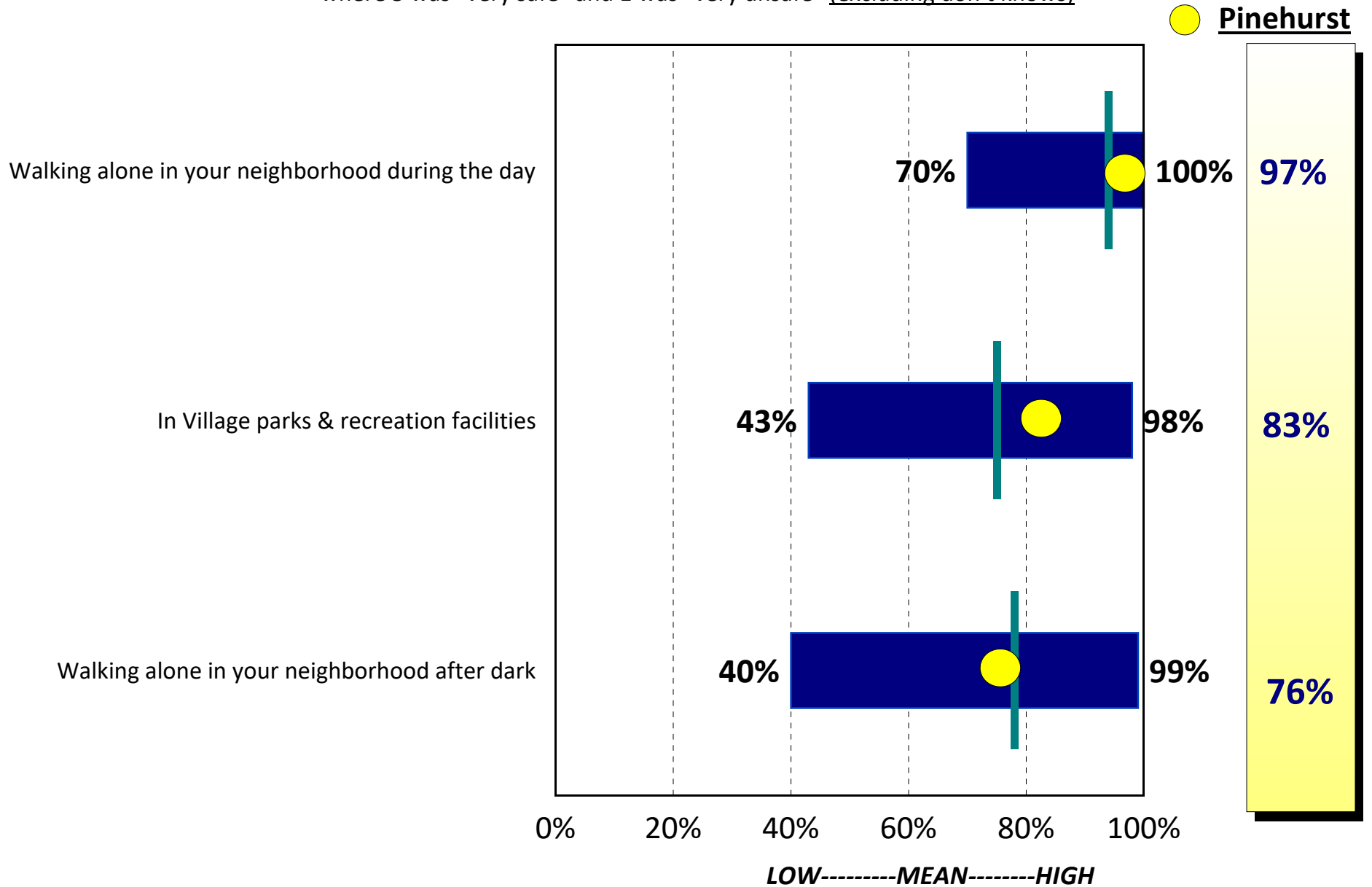
Overall Perceptions of the Village

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

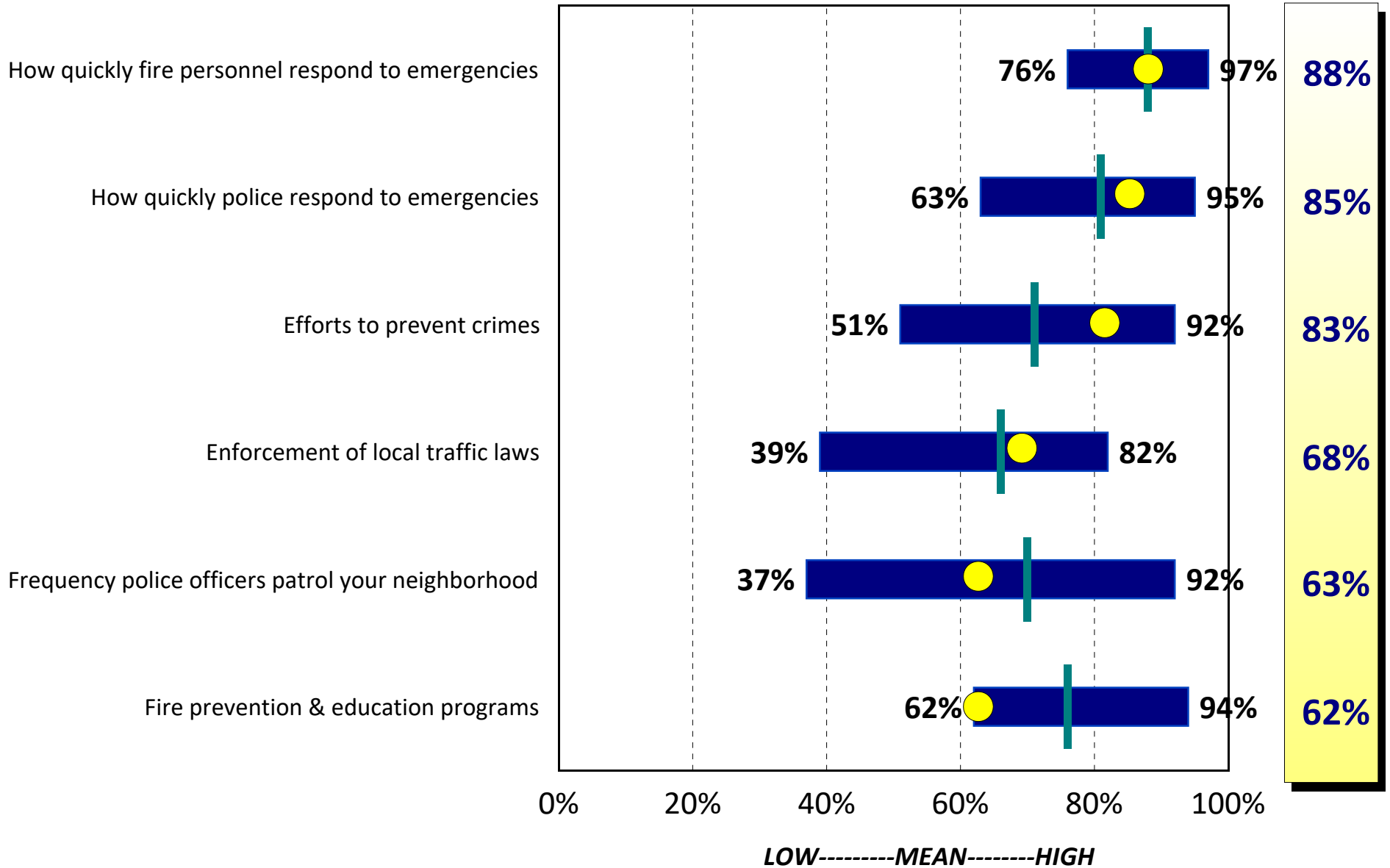
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Satisfaction with Public Safety

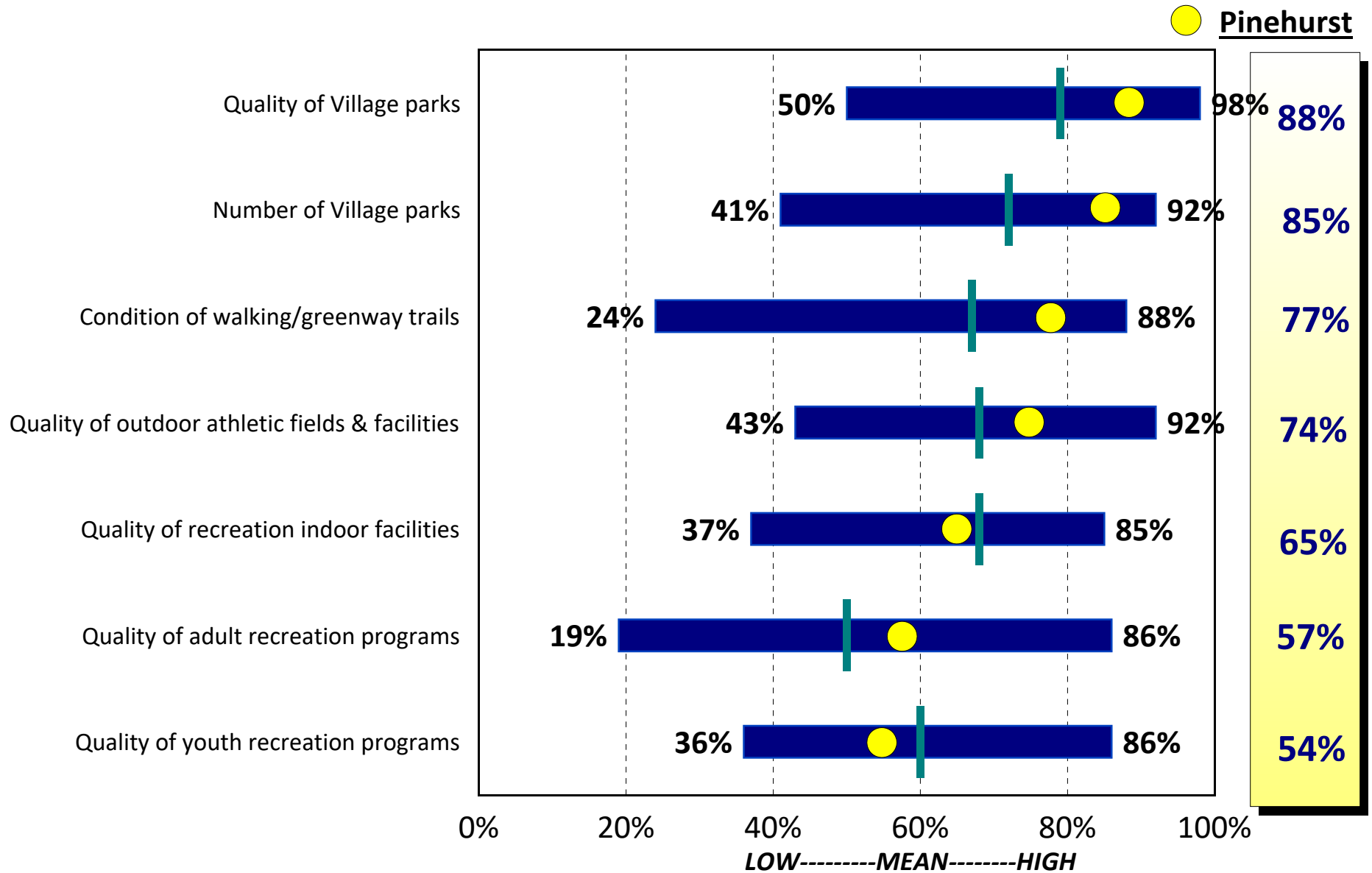
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

● **Pinehurst**



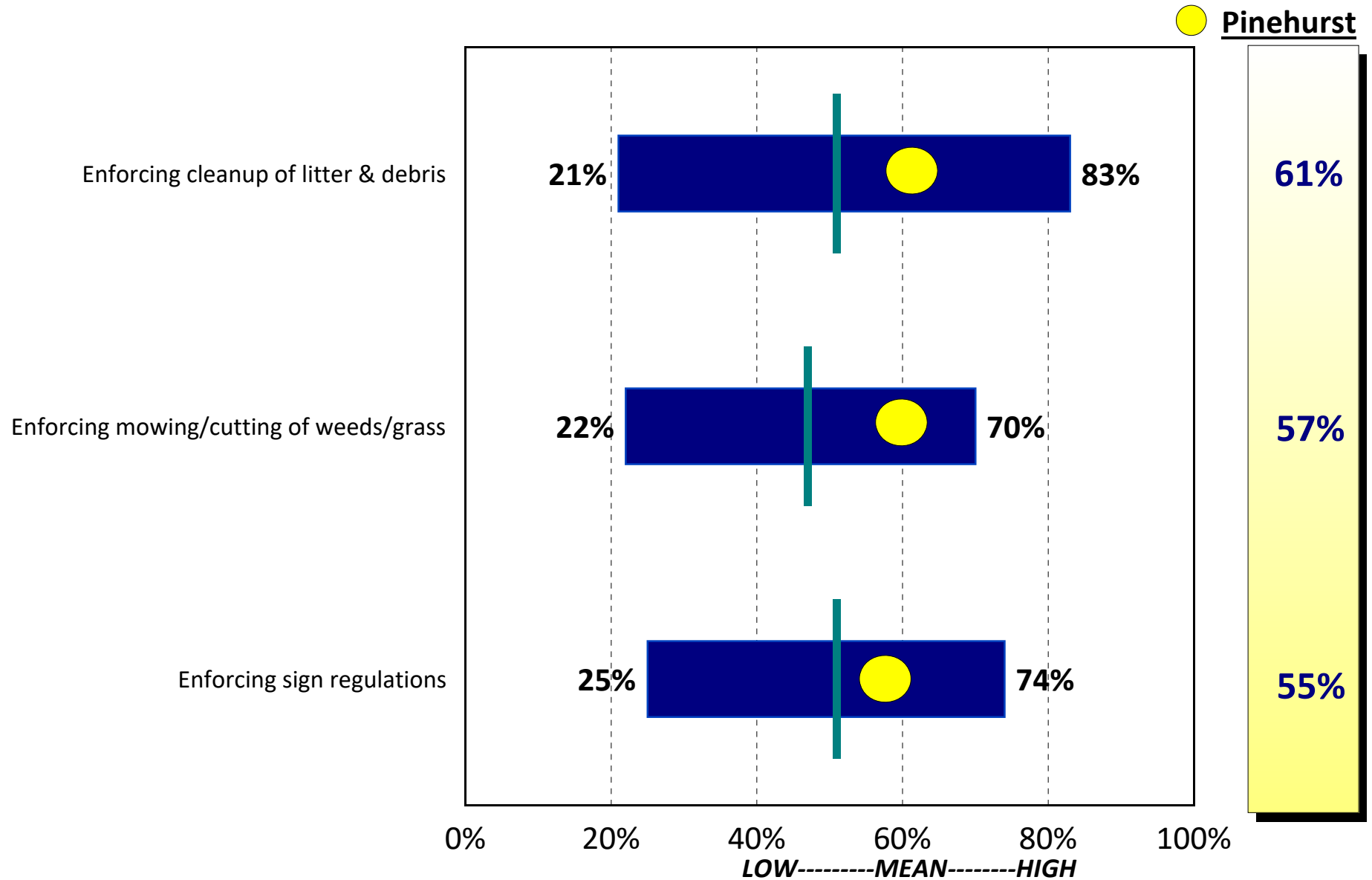
Overall Satisfaction with Cultural and Recreation Services

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)



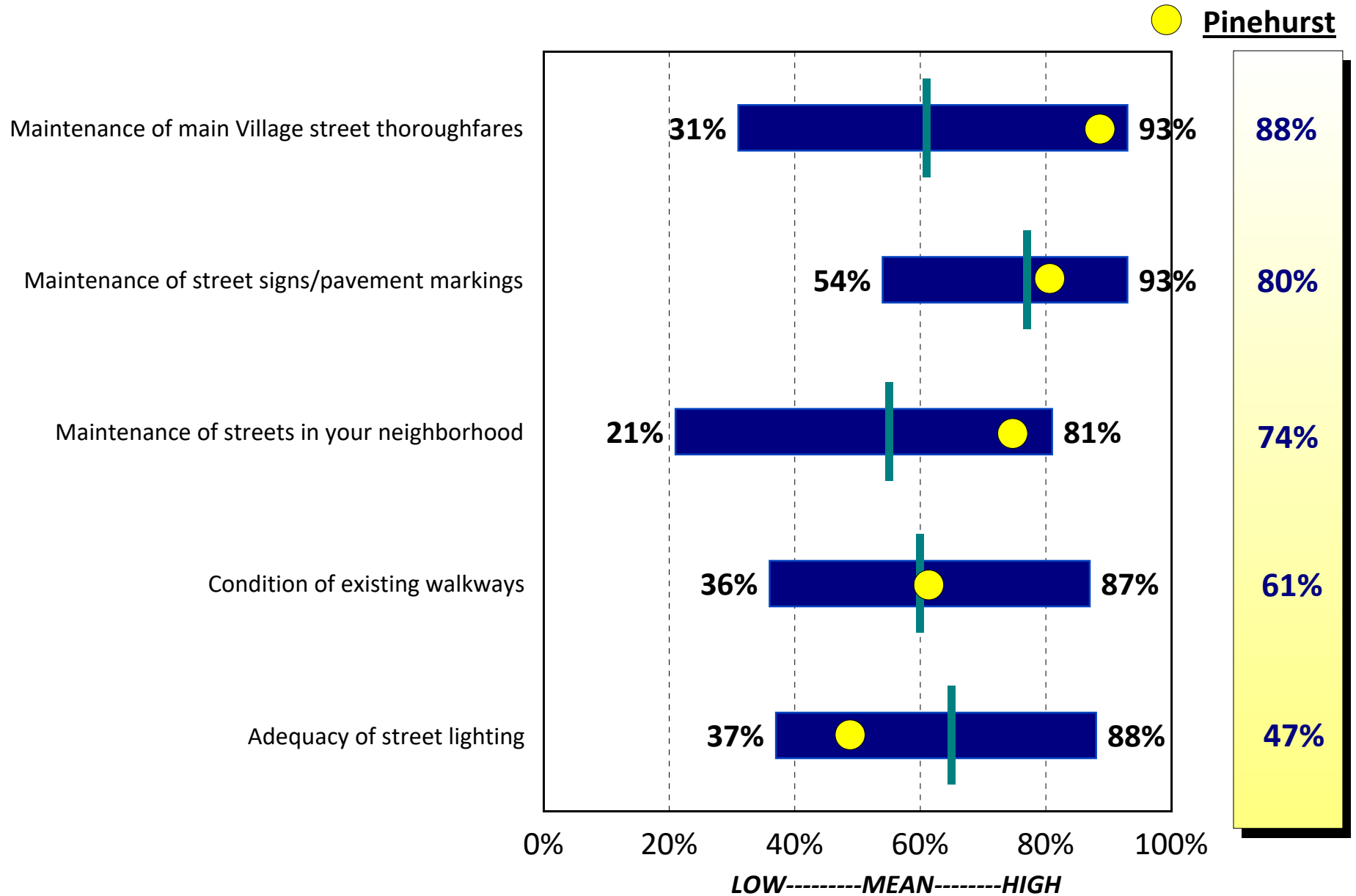
Overall Satisfaction with Code Enforcement

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)



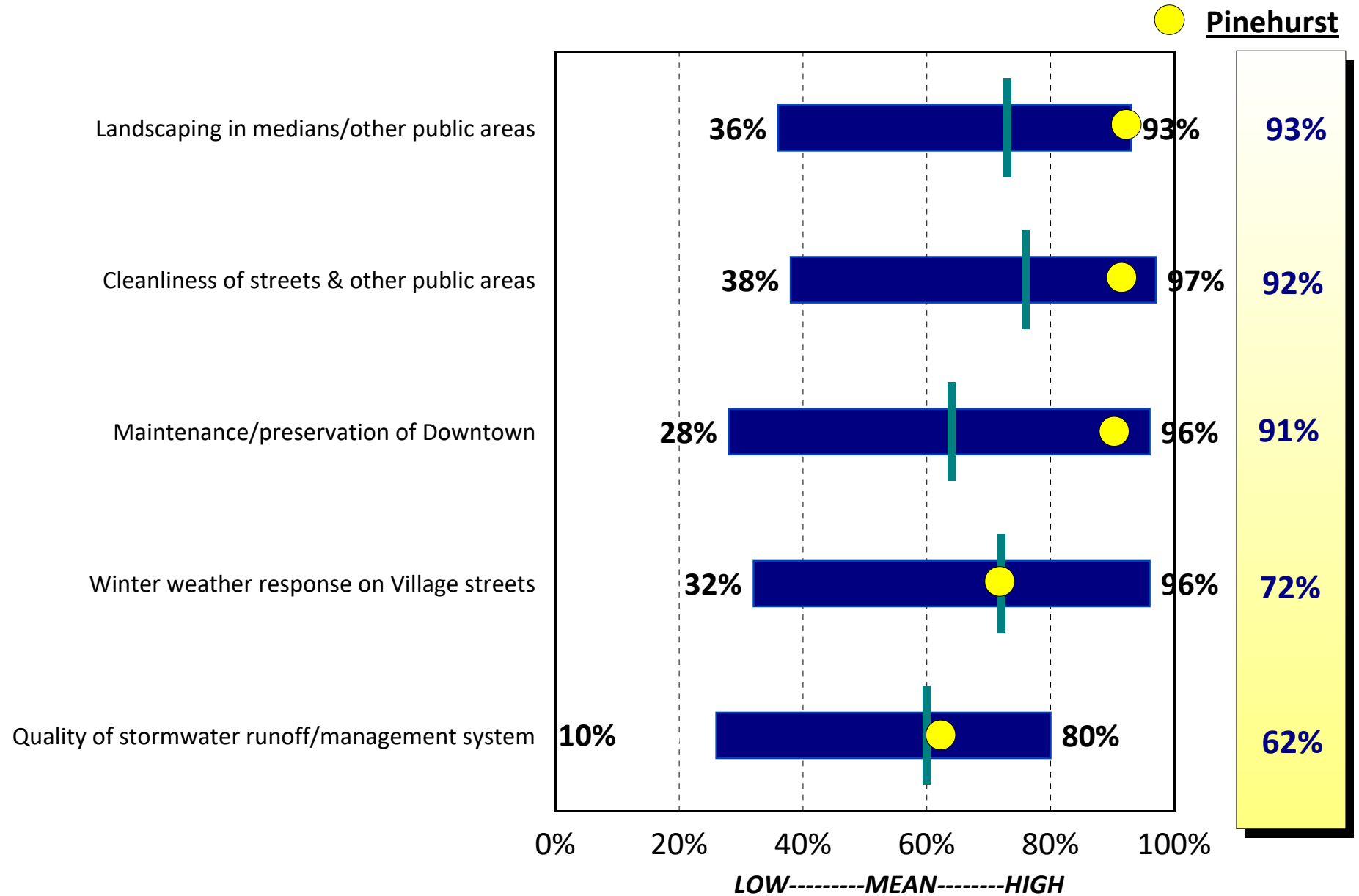
Overall Satisfaction with Transportation Services

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)



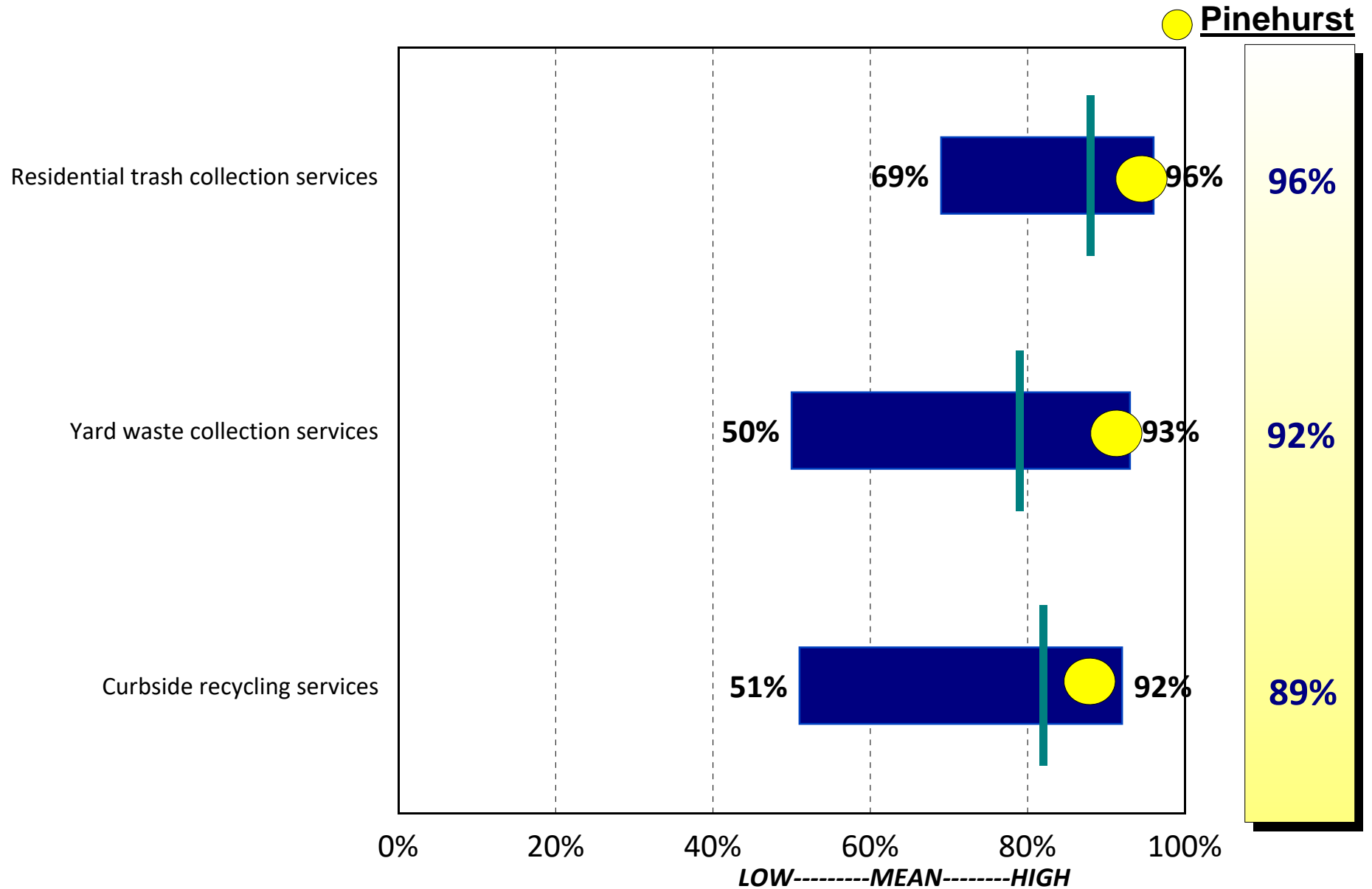
Overall Satisfaction with Public Services

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)



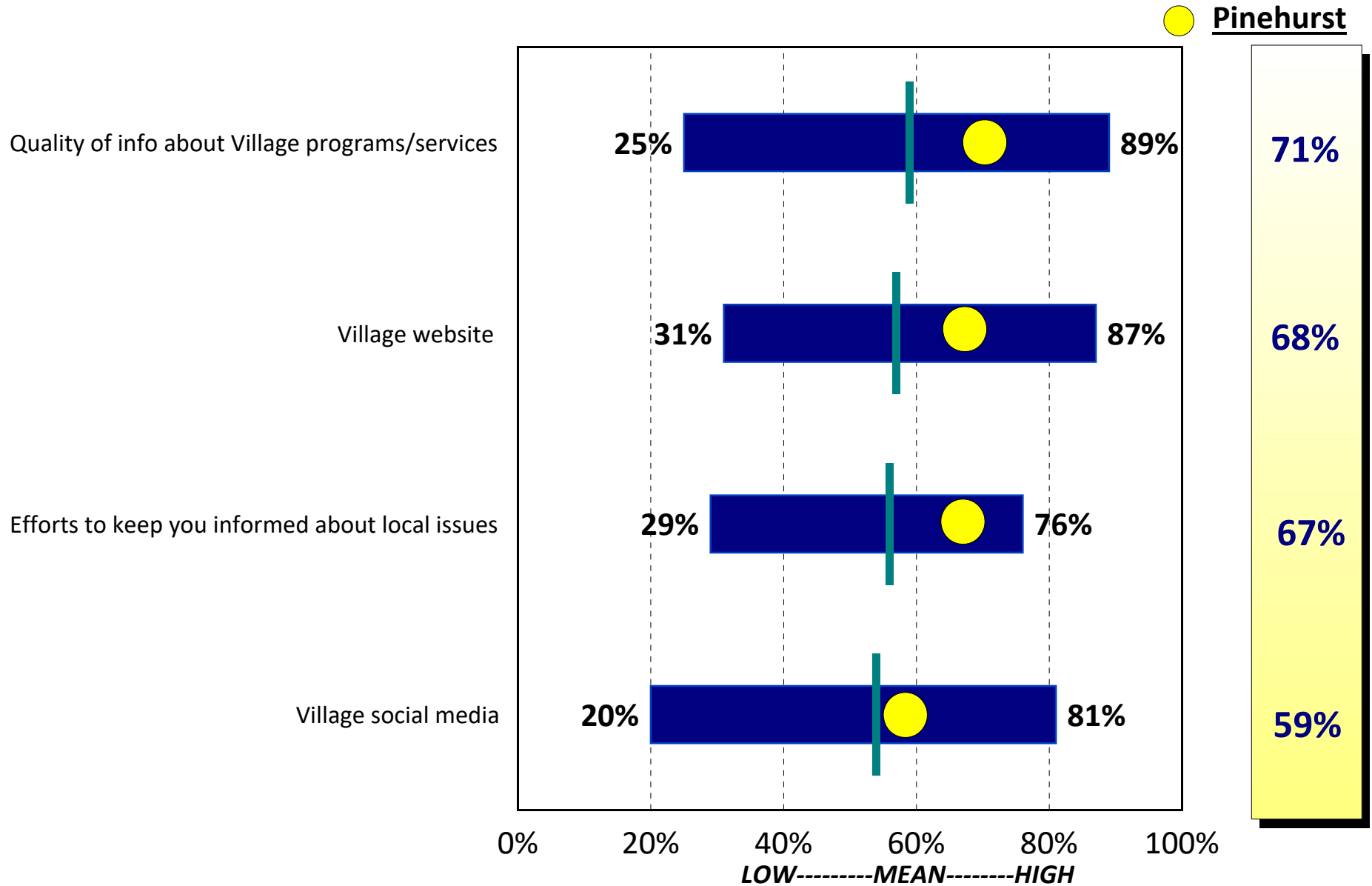
Overall Satisfaction with Solid Waste Services

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)



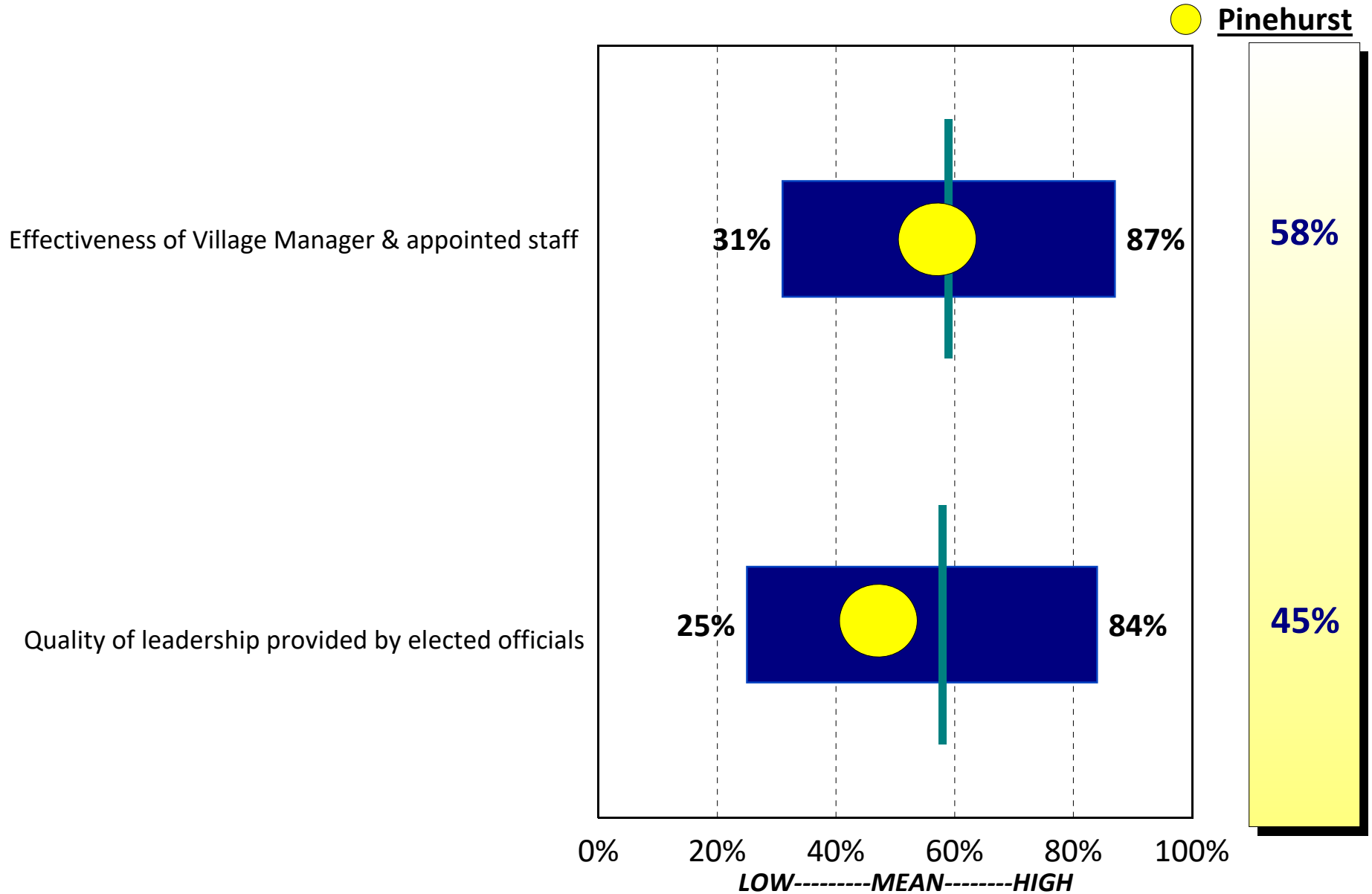
Overall Satisfaction with Public Communication and Outreach

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. Nearly one-third (32.8%) 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, 55.9% of respondents surveyed rated "*enforcement of Village codes and ordinances*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied"), excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 32.8% was multiplied by 44.1% (1-0.559). This calculation yielded an I-S rating of 0.1446, which ranked second out of twelve categories of Village services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

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

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

2023 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Village Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts at maintaining quality of neighborhoods	42%	1	65%	9	0.1485	1
Enforcement of Village codes and ordinances	33%	4	56%	11	0.1446	2
Level of public involvement in local decisions	27%	5	49%	12	0.1362	3
Medium Priority (IS <.10)						
Street and right-of-way maintenance	34%	3	74%	8	0.0878	4
Promotion of natural resource conservation	17%	9	61%	10	0.0664	5
Village communication with residents	18%	6	75%	7	0.0459	6
Parks and recreation programs	17%	8	81%	6	0.0318	7
Police services	37%	2	92%	2	0.0298	8
Parks and recreation facilities	16%	10	84%	4	0.0254	9
Solid waste services	13%	11	91%	3	0.0109	10
Fire services	17%	7	95%	1	0.0080	11
Customer service provided by Village employees	3%	12	82%	5	0.0056	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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2023 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
High Priority (IS .10-.20)						
Enforcement of local traffic laws	34%	2	68%	4	0.1108	1
Frequency police officers patrol your neighborhood	30%	3	63%	5	0.1097	2
Medium Priority (IS <.10)						
Efforts to prevent crimes	56%	1	83%	3	0.0950	3
How quickly police respond to emergencies	30%	4	85%	2	0.0446	4
Fire prevention & education programs	10%	6	62%	6	0.0361	5
How quickly fire personnel respond to emergencies	22%	5	88%	1	0.0264	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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2023 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with Cultural and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Village sponsored cultural/arts events	23%	3	71%	7	0.0666	1
Availability of walking/greenway trails	27%	2	76%	4	0.0644	2
Condition of walking/greenway trails	27%	1	77%	3	0.0644	3
Quality of adult recreation programs	14%	7	57%	12	0.0602	4
Quality of youth recreation programs	13%	8	54%	14	0.0601	5
Variety of cultural arts events & programs in Southern Moore County	18%	5	68%	8	0.0591	6
Availability of recreation indoor facilities	11%	11	54%	13	0.0518	7
Availability of information about recreation programs	13%	10	63%	11	0.0464	8
Variety of amenities in Village parks	17%	6	75%	5	0.0433	9
Variety of amenities in recreation indoor facilities	9%	12	53%	15	0.0398	10
Quality of Village parks	23%	4	88%	1	0.0278	11
Quality of recreation indoor facilities	6%	13	65%	10	0.0205	12
Number of Village parks	13%	9	85%	2	0.0199	13
Availability of outdoor athletic fields/facilities	4%	15	68%	9	0.0143	14
Quality of outdoor athletic fields and facilities	5%	14	74%	6	0.0125	15

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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2023 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Transportation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Ease of travel on NC Highway 5	57%	1	24%	10	0.4340	1
Ease of travel through the large traffic circle	47%	2	38%	9	0.2939	2
Availability of walkways	37%	3	45%	8	0.2031	3
High Priority (IS .10-.20)						
Adequacy of street lighting	34%	4	47%	7	0.1812	4
Medium Priority (IS < .10)						
Ease of golf cart travel	15%	7	52%	6	0.0714	5
Maintenance of streets in your neighborhood	25%	5	74%	4	0.0642	6
Condition of existing walkways	13%	8	61%	5	0.0495	7
Maintenance of main Village street thoroughfares	19%	6	88%	1	0.0238	8
Ease of travel on other streets in the Village	7%	10	76%	3	0.0174	9
Maintenance of street signs/pavement markings	8%	9	80%	2	0.0171	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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2023 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with Public Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of stormwater runoff/management system	39%	2	62%	5	0.1490	1
Medium Priority (IS <.10)						
Winter weather response on Village streets	20%	5	72%	4	0.0562	2
Cleanliness of streets & other public areas	44%	1	92%	2	0.0339	3
Maintenance/preservation of Downtown	36%	3	91%	3	0.0336	4
Landscaping in medians/other public areas	28%	4	93%	1	0.0207	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.

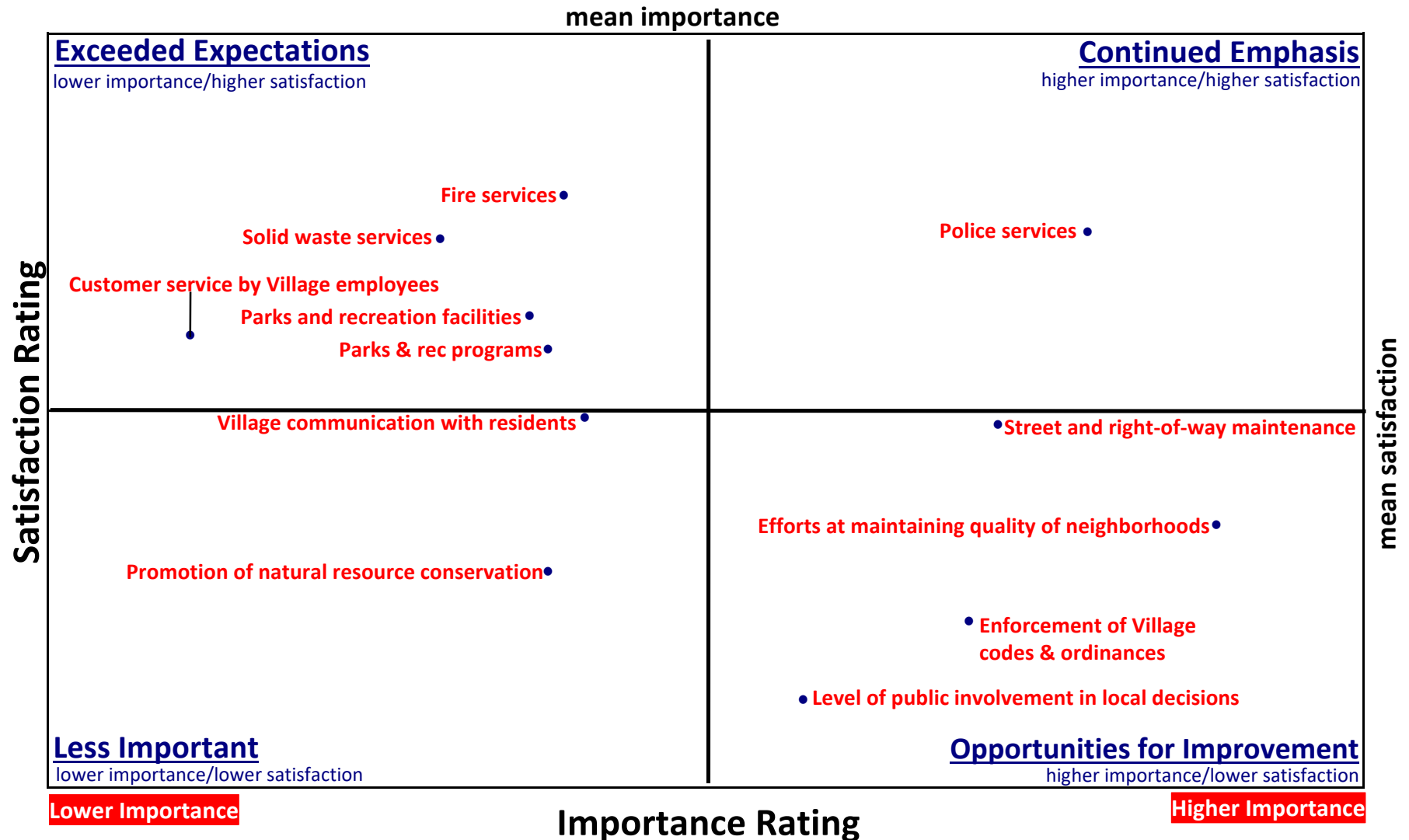
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City 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 City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City 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 City 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 City of Oklahoma City are provided on the following pages.

2023 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

-Overall-

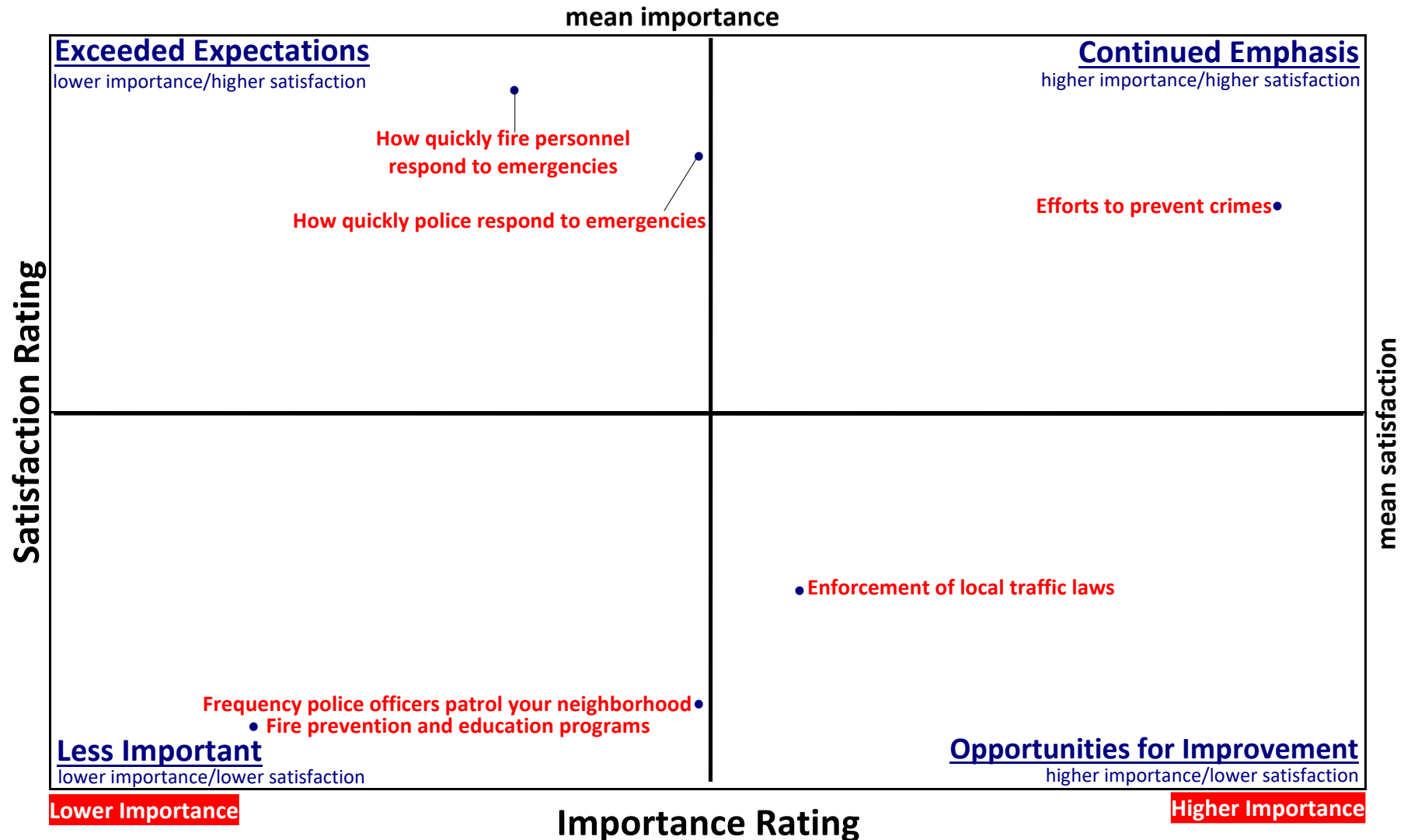
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

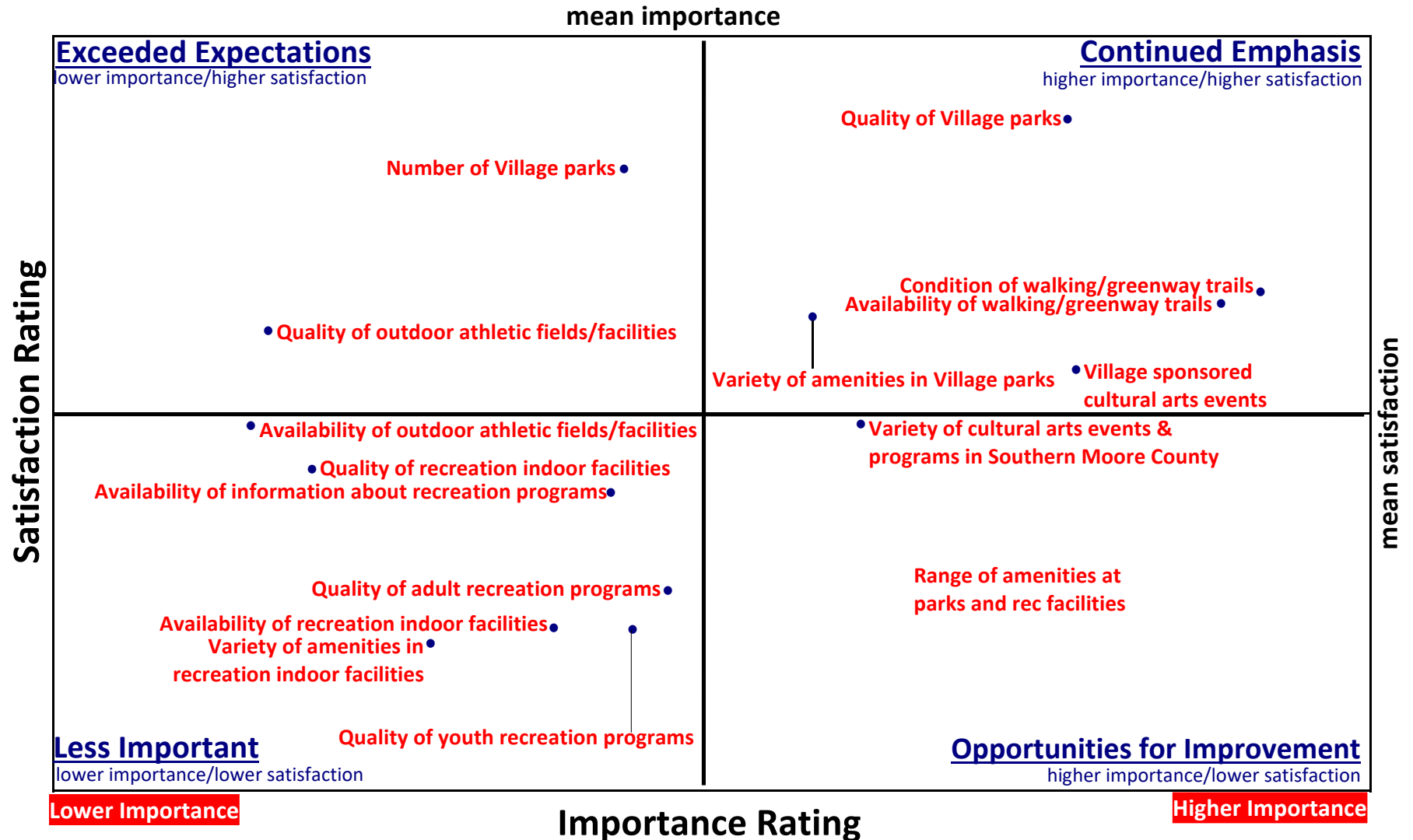
-Public Safety-

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



2023 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix -Cultural and Recreation Services-

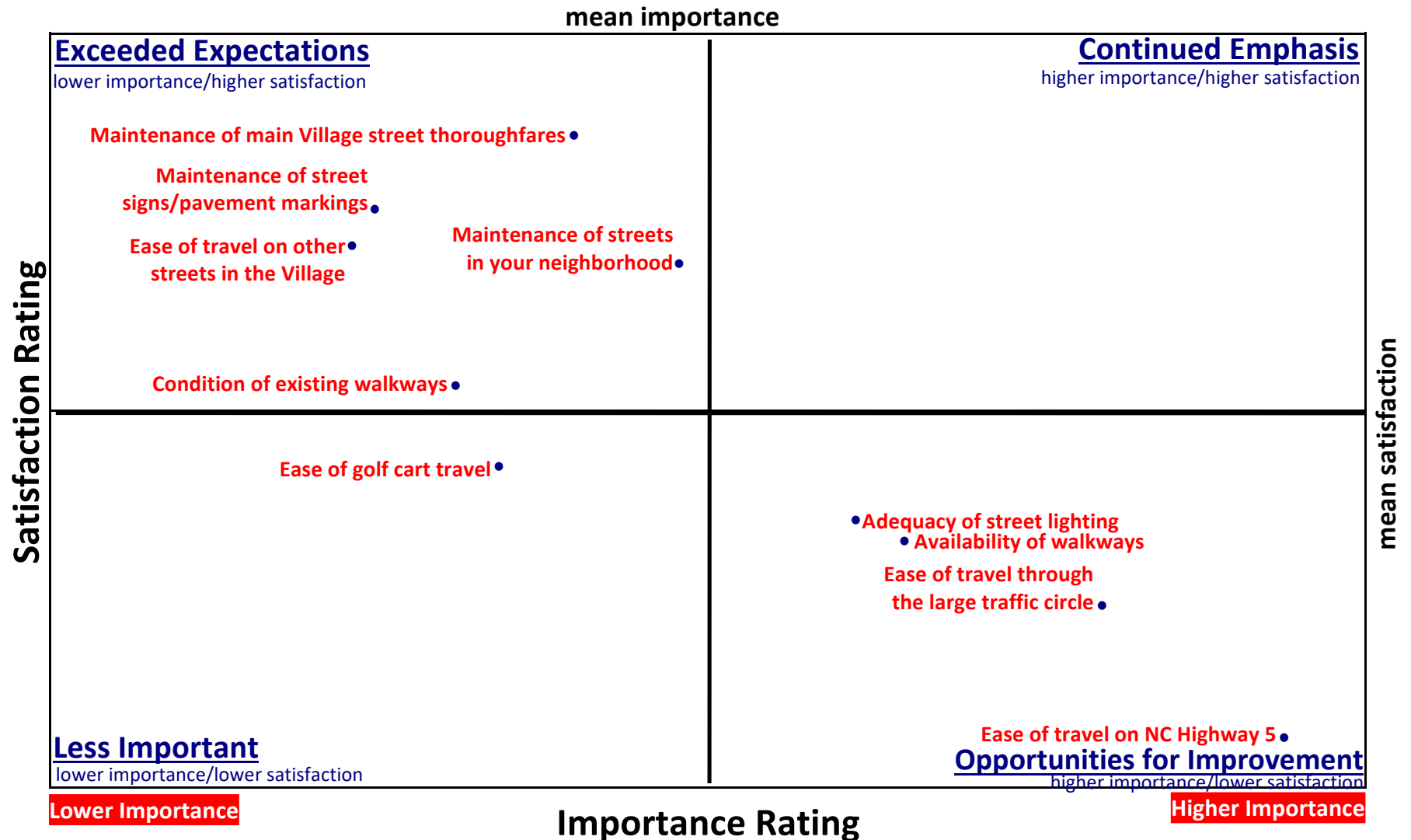
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 Village of Pinehurst Community Survey Importance-Satisfaction Assessment Matrix

-Transportation Services-

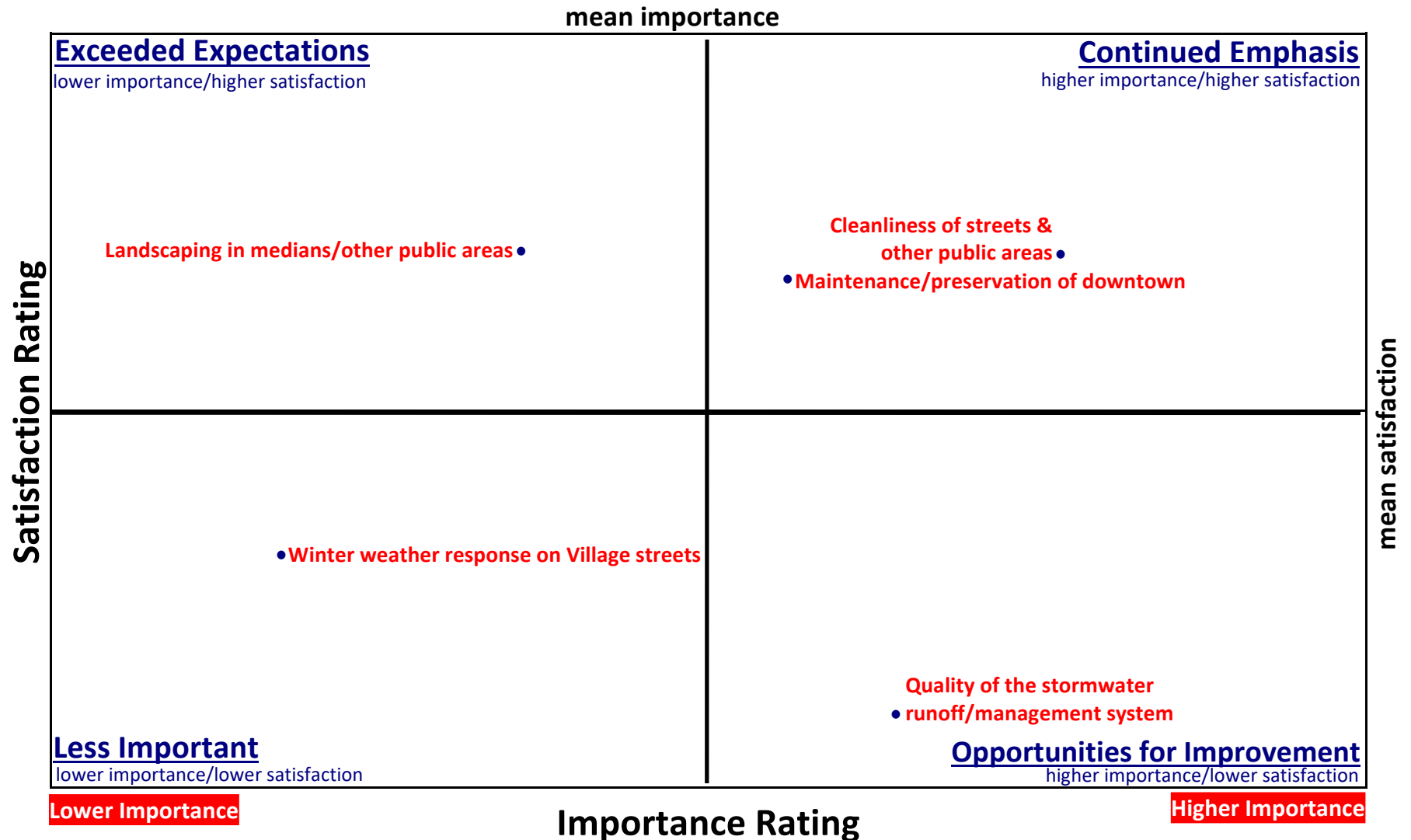
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q1-1. Police services	56.2%	31.2%	5.5%	1.4%	0.6%	5.1%
Q1-2. Fire services	59.7%	25.2%	4.1%	0.0%	0.0%	11.0%
Q1-3. Parks & recreation programs	34.1%	32.7%	13.8%	1.7%	0.1%	17.5%
Q1-4. Parks & recreation facilities	40.5%	32.1%	11.4%	1.8%	0.4%	13.7%
Q1-5. Solid waste services	58.0%	31.6%	5.8%	2.1%	0.4%	2.0%
Q1-6. Street & right-of-way maintenance	29.9%	41.8%	13.7%	9.4%	2.0%	3.3%
Q1-7. Enforcement of Village codes & ordinances	21.6%	28.6%	24.6%	10.8%	4.3%	10.1%
Q1-8. Customer service provided by Village employees	38.4%	30.9%	13.1%	1.4%	0.3%	15.9%
Q1-9. Village communication with residents	31.6%	39.5%	18.9%	3.8%	1.3%	4.8%
Q1-10. Village efforts at maintaining quality of your neighborhoods	26.9%	33.9%	17.8%	11.9%	3.3%	6.3%
Q1-11. Promotion of natural resource conservation	20.6%	28.3%	23.8%	7.0%	1.1%	19.2%
Q1-12. Level of public involvement in local decisions	14.4%	28.2%	29.9%	11.8%	3.3%	12.5%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	59.2%	32.8%	5.8%	1.5%	0.6%
Q1-2. Fire services	67.1%	28.3%	4.6%	0.0%	0.0%
Q1-3. Parks & recreation programs	41.4%	39.7%	16.7%	2.1%	0.2%
Q1-4. Parks & recreation facilities	47.0%	37.2%	13.2%	2.1%	0.5%
Q1-5. Solid waste services	59.2%	32.2%	6.0%	2.2%	0.4%
Q1-6. Street & right-of-way maintenance	30.9%	43.2%	14.1%	9.7%	2.1%
Q1-7. Enforcement of Village codes & ordinances	24.1%	31.8%	27.4%	12.0%	4.7%
Q1-8. Customer service provided by Village employees	45.7%	36.7%	15.6%	1.7%	0.3%
Q1-9. Village communication with residents	33.2%	41.6%	19.9%	4.0%	1.3%
Q1-10. Village efforts at maintaining quality of your neighborhoods	28.7%	36.1%	19.0%	12.7%	3.5%
Q1-11. Promotion of natural resource conservation	25.5%	35.0%	29.4%	8.6%	1.4%
Q1-12. Level of public involvement in local decisions	16.4%	32.2%	34.1%	13.5%	3.7%

Q2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	173	24.6 %
Fire services	9	1.3 %
Parks & recreation programs	39	5.5 %
Parks & recreation facilities	39	5.5 %
Solid waste services	15	2.1 %
Street & right-of-way maintenance	96	13.7 %
Enforcement of Village codes & ordinances	92	13.1 %
Customer service provided by Village employees	4	0.6 %
Village communication with residents	28	4.0 %
Village efforts at maintaining quality of your neighborhoods	86	12.2 %
Promotion of natural resource conservation	29	4.1 %
Level of public involvement in local decisions	51	7.3 %
None chosen	42	6.0 %
Total	703	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	52	7.4 %
Fire services	87	12.4 %
Parks & recreation programs	37	5.3 %
Parks & recreation facilities	46	6.5 %
Solid waste services	27	3.8 %
Street & right-of-way maintenance	73	10.4 %
Enforcement of Village codes & ordinances	79	11.2 %
Customer service provided by Village employees	11	1.6 %
Village communication with residents	48	6.8 %
Village efforts at maintaining quality of your neighborhoods	107	15.2 %
Promotion of natural resource conservation	31	4.4 %
Level of public involvement in local decisions	46	6.5 %
None chosen	59	8.4 %
Total	703	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	37	5.3 %
Fire services	26	3.7 %
Parks & recreation programs	42	6.0 %
Parks & recreation facilities	29	4.1 %
Solid waste services	48	6.8 %
Street & right-of-way maintenance	69	9.8 %
Enforcement of Village codes & ordinances	60	8.5 %
Customer service provided by Village employees	7	1.0 %
Village communication with residents	52	7.4 %
Village efforts at maintaining quality of your neighborhoods	104	14.8 %
Promotion of natural resource conservation	58	8.3 %
Level of public involvement in local decisions	89	12.7 %
None chosen	82	11.7 %
Total	703	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	262	37.3 %
Fire services	122	17.4 %
Parks & recreation programs	118	16.8 %
Parks & recreation facilities	114	16.2 %
Solid waste services	90	12.8 %
Street & right-of-way maintenance	238	33.9 %
Enforcement of Village codes & ordinances	231	32.9 %
Customer service provided by Village employees	22	3.1 %
Village communication with residents	128	18.2 %
Village efforts at maintaining quality of your neighborhoods	297	42.2 %
Promotion of natural resource conservation	118	16.8 %
Level of public involvement in local decisions	186	26.5 %
None chosen	42	6.0 %
Total	1968	

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=703)

	Very important	Somewhat important	Not sure	Unimportant
Q3-1. Sense of community	61.7%	29.3%	6.8%	2.1%
Q3-2. Quality of public education	56.2%	19.2%	12.8%	11.8%
Q3-3. Types of housing	60.7%	29.4%	6.1%	3.7%
Q3-4. Quality of housing	76.8%	17.9%	4.3%	1.0%
Q3-5. Access to quality shopping	41.7%	42.2%	8.8%	7.3%
Q3-6. Availability of cultural arts opportunities	34.0%	44.1%	13.4%	8.5%
Q3-7. Availability of golfing opportunities	36.7%	26.9%	9.2%	27.2%
Q3-8. Availability of other recreational opportunities	38.4%	43.1%	11.7%	6.8%
Q3-9. Proximity to family or friends	35.4%	30.9%	14.1%	19.6%
Q3-10. Proximity to work	20.1%	17.5%	13.8%	48.6%
Q3-11. Safety & security	90.9%	6.7%	2.0%	0.4%
Q3-12. Quality health care	88.5%	8.8%	2.0%	0.7%
Q3-13. Opportunities and/or resources for senior citizens	51.2%	29.0%	9.4%	10.4%
Q3-14. Opportunities and/or resources for children under 18	35.7%	25.9%	15.4%	23.0%
Q3-15. Low property tax rate	65.1%	25.5%	5.8%	3.6%
Q3-16. Historic landmark designation	26.6%	33.3%	17.2%	22.9%

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

(N=703)

	Yes	No	Not provided
Q3-1. Sense of community	71.4%	7.7%	20.9%
Q3-2. Quality of public education	42.2%	20.3%	37.4%
Q3-3. Types of housing	64.7%	10.0%	25.3%
Q3-4. Quality of housing	66.4%	8.5%	25.0%
Q3-5. Access to quality shopping	52.5%	24.0%	23.5%
Q3-6. Availability of cultural arts opportunities	58.2%	12.9%	28.9%
Q3-7. Availability of golfing opportunities	65.0%	3.1%	31.9%
Q3-8. Availability of other recreational opportunities	54.1%	16.8%	29.2%
Q3-9. Proximity to family or friends	57.8%	10.5%	31.7%
Q3-10. Proximity to work	44.8%	9.0%	46.2%
Q3-11. Safety & security	74.0%	4.6%	21.5%
Q3-12. Quality health care	70.0%	7.4%	22.6%
Q3-13. Opportunities and/or resources for senior citizens	59.9%	7.8%	32.3%
Q3-14. Opportunities and/or resources for children under 18	38.5%	17.5%	44.0%
Q3-15. Low property tax rate	59.7%	11.9%	28.3%
Q3-16. Historic landmark designation	54.8%	6.3%	39.0%

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

(N=703)

	Yes	No
Q3-1. Sense of community	90.3%	9.7%
Q3-2. Quality of public education	67.5%	32.5%
Q3-3. Types of housing	86.7%	13.3%
Q3-4. Quality of housing	88.6%	11.4%
Q3-5. Access to quality shopping	68.6%	31.4%
Q3-6. Availability of cultural arts opportunities	81.8%	18.2%
Q3-7. Availability of golfing opportunities	95.4%	4.6%
Q3-8. Availability of other recreational opportunities	76.3%	23.7%
Q3-9. Proximity to family or friends	84.6%	15.4%
Q3-10. Proximity to work	83.3%	16.7%
Q3-11. Safety & security	94.2%	5.8%
Q3-12. Quality health care	90.4%	9.6%
Q3-13. Opportunities and/or resources for senior citizens	88.4%	11.6%
Q3-14. Opportunities and/or resources for children under 18	68.8%	31.2%
Q3-15. Low property tax rate	83.3%	16.7%
Q3-16. Historic landmark designation	89.7%	10.3%

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=703)

	Excellent	Good	Neutral	Below average	Poor	No opinion
Q4-1. Overall image of Village	54.6%	37.4%	4.8%	1.1%	0.1%	1.8%
Q4-2. Overall quality of life in Village	54.3%	37.0%	5.0%	0.9%	0.3%	2.6%
Q4-3. Overall feeling of safety in Village	65.0%	29.6%	2.8%	1.1%	0.1%	1.3%
Q4-4. Quality of new residential development in Village	12.8%	27.5%	29.2%	11.1%	5.7%	13.8%
Q4-5. Quality of new commercial development in Village	11.9%	24.6%	33.1%	11.4%	6.0%	12.9%
Q4-6. As a place to live	60.6%	32.1%	4.3%	1.1%	0.3%	1.6%
Q4-7. As a place to raise children	32.0%	26.7%	11.7%	2.6%	1.1%	25.9%
Q4-8. As a place to retire	63.2%	26.0%	5.3%	1.7%	0.0%	3.8%
Q4-9. Overall appearance of public spaces across Village	56.3%	33.9%	6.3%	1.4%	0.3%	1.8%
Q4-10. Availability of affordable housing	13.1%	23.6%	23.3%	15.2%	7.8%	16.9%
Q4-11. Overall quality of Village services	40.1%	44.0%	11.2%	1.8%	0.3%	2.6%

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=703)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. Overall image of Village	55.7%	38.1%	4.9%	1.2%	0.1%
Q4-2. Overall quality of life in Village	55.8%	38.0%	5.1%	0.9%	0.3%
Q4-3. Overall feeling of safety in Village	65.9%	30.0%	2.9%	1.2%	0.1%
Q4-4. Quality of new residential development in Village	14.9%	31.8%	33.8%	12.9%	6.6%
Q4-5. Quality of new commercial development in Village	13.7%	28.3%	38.1%	13.1%	6.9%
Q4-6. As a place to live	61.6%	32.7%	4.3%	1.2%	0.3%
Q4-7. As a place to raise children	43.2%	36.1%	15.7%	3.5%	1.5%
Q4-8. As a place to retire	65.7%	27.1%	5.5%	1.8%	0.0%
Q4-9. Overall appearance of public spaces across Village	57.4%	34.5%	6.4%	1.4%	0.3%
Q4-10. Availability of affordable housing	15.8%	28.4%	28.1%	18.3%	9.4%
Q4-11. Overall quality of Village services	41.2%	45.1%	11.5%	1.9%	0.3%

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=703)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	No opinion
Q5-1. Walking alone in your neighborhood during the day	82.2%	13.9%	0.9%	1.8%	0.1%	1.0%
Q5-2. Walking alone in your neighborhood after dark	38.1%	34.3%	14.2%	6.4%	1.7%	5.3%
Q5-3. In Village parks & recreation facilities	41.4%	32.1%	13.4%	1.4%	0.4%	11.2%
Q5-4. In business areas of Village during the day	75.0%	20.1%	2.6%	0.1%	0.4%	1.8%
Q5-5. In business areas of Village after dark	33.6%	38.0%	16.4%	3.6%	0.4%	8.1%

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=703)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	83.0%	14.1%	0.9%	1.9%	0.1%
Q5-2. Walking alone in your neighborhood after dark	40.2%	36.2%	15.0%	6.8%	1.8%
Q5-3. In Village parks & recreation facilities	46.6%	36.2%	15.1%	1.6%	0.5%
Q5-4. In business areas of Village during the day	76.4%	20.4%	2.6%	0.1%	0.4%
Q5-5. In business areas of Village after dark	36.5%	41.3%	17.8%	3.9%	0.5%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q6-1. Efforts to prevent crimes	34.9%	40.5%	11.8%	2.7%	0.9%	9.2%
Q6-2. Enforcement of local traffic laws	25.2%	39.0%	13.8%	12.9%	3.7%	5.4%
Q6-3. How quickly police respond to emergencies	39.0%	26.9%	10.4%	0.9%	0.3%	22.6%
Q6-4. Frequency that police officers patrol your neighborhood	23.3%	33.9%	22.0%	8.1%	3.0%	9.7%
Q6-5. Fire prevention & education programs provided by Village	19.9%	22.6%	24.0%	1.4%	0.1%	31.9%
Q6-6. How quickly fire personnel respond to emergencies	39.4%	24.3%	8.4%	0.3%	0.3%	27.3%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Efforts to prevent crimes	38.4%	44.7%	13.0%	3.0%	0.9%
Q6-2. Enforcement of local traffic laws	26.6%	41.2%	14.6%	13.7%	3.9%
Q6-3. How quickly police respond to emergencies	50.4%	34.7%	13.4%	1.1%	0.4%
Q6-4. Frequency that police officers patrol your neighborhood	25.8%	37.5%	24.4%	9.0%	3.3%
Q6-5. Fire prevention & education programs provided by Village	29.2%	33.2%	35.3%	2.1%	0.2%
Q6-6. How quickly fire personnel respond to emergencies	54.2%	33.5%	11.5%	0.4%	0.4%

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	290	41.3 %
Enforcement of local traffic laws	147	20.9 %
How quickly police respond to emergencies	64	9.1 %
Frequency that police officers patrol your neighborhood	76	10.8 %
Fire prevention & education programs provided by Village	32	4.6 %
How quickly fire personnel respond to emergencies	43	6.1 %
None chosen	51	7.3 %
Total	703	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	105	14.9 %
Enforcement of local traffic laws	95	13.5 %
How quickly police respond to emergencies	146	20.8 %
Frequency that police officers patrol your neighborhood	134	19.1 %
Fire prevention & education programs provided by Village	35	5.0 %
How quickly fire personnel respond to emergencies	108	15.4 %
None chosen	80	11.4 %
Total	703	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	395	56.2 %
Enforcement of local traffic laws	242	34.4 %
How quickly police respond to emergencies	210	29.9 %
Frequency that police officers patrol your neighborhood	210	29.9 %
Fire prevention & education programs provided by Village	67	9.5 %
How quickly fire personnel respond to emergencies	151	21.5 %
None chosen	51	7.3 %
Total	1326	

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

(N=703)

	Yes	No
Q8-1. Greenway trails	54.9%	45.1%
Q8-2. Village sponsored cultural/arts events	52.6%	47.4%
Q8-3. Cannon Park	36.3%	63.7%
Q8-4. Arboretum/Timmel Pavilion	41.7%	58.3%
Q8-5. Rassie Wicker Park	52.2%	47.8%
Q8-6. Camelot Playground	28.9%	71.1%
Q8-7. Splash Pad at Wicker Park	20.5%	79.5%
Q8-8. West Pinehurst Park (e.g., disc golf)	6.7%	93.3%
Q8-9. Community Center	28.2%	71.8%
Q8-10. Youth recreation programs	10.7%	89.3%
Q8-11. Adult recreation programs	14.7%	85.3%

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=585)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q8-1. Greenway trails	46.4%	42.0%	4.4%	3.9%	1.0%	2.3%
Q8-2. Village sponsored cultural/arts events	41.4%	45.1%	6.5%	1.4%	0.3%	5.4%
Q8-3. Cannon Park	45.5%	42.4%	6.3%	1.6%	0.0%	4.3%
Q8-4. Arboretum/Timmel Pavilion	56.0%	36.2%	3.4%	1.0%	0.0%	3.4%
Q8-5. Rassie Wicker Park	52.3%	37.6%	4.9%	1.9%	0.3%	3.0%
Q8-6. Camelot Playground	56.7%	33.5%	3.9%	3.0%	1.0%	2.0%
Q8-7. Splash Pad at Wicker Park	53.5%	30.6%	8.3%	2.1%	2.8%	2.8%
Q8-8. West Pinehurst Park (e.g., disc golf)	36.2%	36.2%	10.6%	10.6%	6.4%	0.0%
Q8-9. Community Center	43.4%	38.4%	12.1%	1.0%	0.0%	5.1%
Q8-10. Youth recreation programs	34.7%	40.0%	12.0%	5.3%	4.0%	4.0%
Q8-11. Adult recreation programs	40.8%	44.7%	9.7%	1.0%	0.0%	3.9%

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=585)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Greenway trails	47.5%	43.0%	4.5%	4.0%	1.1%
Q8-2. Village sponsored cultural/arts events	43.7%	47.7%	6.9%	1.4%	0.3%
Q8-3. Cannon Park	47.5%	44.3%	6.6%	1.6%	0.0%
Q8-4. Arboretum/Timmel Pavilion	58.0%	37.5%	3.5%	1.1%	0.0%
Q8-5. Rassie Wicker Park	53.9%	38.8%	5.1%	2.0%	0.3%
Q8-6. Camelot Playground	57.8%	34.2%	4.0%	3.0%	1.0%
Q8-7. Splash Pad at Wicker Park	55.0%	31.4%	8.6%	2.1%	2.9%
Q8-8. West Pinehurst Park (e.g., disc golf)	36.2%	36.2%	10.6%	10.6%	6.4%
Q8-9. Community Center	45.7%	40.4%	12.8%	1.1%	0.0%
Q8-10. Youth recreation programs	36.1%	41.7%	12.5%	5.6%	4.2%
Q8-11. Adult recreation programs	42.4%	46.5%	10.1%	1.0%	0.0%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q9-1. Number of Village parks	30.6%	42.2%	8.8%	3.4%	1.0%	13.9%
Q9-2. Quality of Village parks	34.6%	41.4%	9.0%	1.4%	0.1%	13.5%
Q9-3. Variety of amenities in Village parks	23.9%	38.1%	16.1%	3.8%	1.0%	17.1%
Q9-4. Quality of recreation indoor facilities	17.4%	23.5%	18.5%	3.1%	0.6%	37.0%
Q9-5. Availability of recreation indoor facilities	13.7%	20.5%	21.1%	6.4%	1.4%	37.0%
Q9-6. Variety of amenities in recreation indoor facilities	12.5%	19.6%	22.0%	5.3%	1.0%	39.5%
Q9-7. Availability of walking/ greenway trails	30.9%	32.3%	12.8%	4.6%	2.8%	16.6%
Q9-8. Condition of walking/ greenway trails	26.9%	34.1%	13.7%	4.3%	0.9%	20.2%
Q9-9. Quality of outdoor athletic fields & facilities	22.0%	25.7%	15.5%	1.4%	0.0%	35.3%
Q9-10. Availability of outdoor athletic fields & facilities	18.6%	23.2%	16.2%	3.4%	0.4%	38.1%
Q9-11. Availability of information about recreation programs	18.9%	28.9%	20.5%	6.3%	1.1%	24.3%
Q9-12. Quality of youth recreation programs	10.5%	14.8%	18.1%	2.6%	0.9%	53.2%
Q9-13. Quality of adult recreation programs	11.4%	19.9%	19.6%	4.0%	0.3%	44.8%
Q9-14. Village sponsored cultural/arts events	20.6%	32.9%	18.6%	2.7%	0.1%	25.0%
Q9-15. Variety of cultural arts events & programs in Southern Moore County	21.1%	30.0%	19.6%	3.8%	0.9%	24.6%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Number of Village parks	35.5%	49.1%	10.2%	4.0%	1.2%
Q9-2. Quality of Village parks	40.0%	47.9%	10.4%	1.6%	0.2%
Q9-3. Variety of amenities in Village parks	28.8%	46.0%	19.4%	4.6%	1.2%
Q9-4. Quality of recreation indoor facilities	27.5%	37.2%	29.3%	5.0%	0.9%
Q9-5. Availability of recreation indoor facilities	21.7%	32.5%	33.4%	10.2%	2.3%
Q9-6. Variety of amenities in recreation indoor facilities	20.7%	32.5%	36.5%	8.7%	1.6%
Q9-7. Availability of walking/greenway trails	37.0%	38.7%	15.4%	5.5%	3.4%
Q9-8. Condition of walking/greenway trails	33.7%	42.8%	17.1%	5.3%	1.1%
Q9-9. Quality of outdoor athletic fields & facilities	34.1%	39.8%	24.0%	2.2%	0.0%
Q9-10. Availability of outdoor athletic fields & facilities	30.1%	37.5%	26.2%	5.5%	0.7%
Q9-11. Availability of information about recreation programs	25.0%	38.2%	27.1%	8.3%	1.5%
Q9-12. Quality of youth recreation programs	22.5%	31.6%	38.6%	5.5%	1.8%
Q9-13. Quality of adult recreation programs	20.6%	36.1%	35.6%	7.2%	0.5%
Q9-14. Village sponsored cultural/arts events	27.5%	43.8%	24.9%	3.6%	0.2%
Q9-15. Variety of cultural arts events & programs in Southern Moore County	27.9%	39.8%	26.0%	5.1%	1.1%

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. Top choice</u>	<u>Number</u>	<u>Percent</u>
Number of Village parks	48	6.8 %
Quality of Village parks	88	12.5 %
Variety of amenities in Village parks	34	4.8 %
Quality of recreation indoor facilities	10	1.4 %
Availability of recreation indoor facilities	32	4.6 %
Variety of amenities in recreation indoor facilities	9	1.3 %
Availability of walking/greenway trails	101	14.4 %
Condition of walking/greenway trails	46	6.5 %
Quality of outdoor athletic fields & facilities	6	0.9 %
Availability of outdoor athletic fields & facilities	8	1.1 %
Availability of information about recreation programs	27	3.8 %
Quality of youth recreation programs	40	5.7 %
Quality of adult recreation programs	28	4.0 %
Village sponsored cultural/arts events	48	6.8 %
Variety of cultural arts events & programs in Southern Moore County	33	4.7 %
None chosen	145	20.6 %
Total	703	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. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Number of Village parks	17	2.4 %
Quality of Village parks	43	6.1 %
Variety of amenities in Village parks	45	6.4 %
Quality of recreation indoor facilities	14	2.0 %
Availability of recreation indoor facilities	22	3.1 %
Variety of amenities in recreation indoor facilities	32	4.6 %
Availability of walking/greenway trails	50	7.1 %
Condition of walking/greenway trails	92	13.1 %
Quality of outdoor athletic fields & facilities	9	1.3 %
Availability of outdoor athletic fields & facilities	11	1.6 %
Availability of information about recreation programs	29	4.1 %
Quality of youth recreation programs	27	3.8 %
Quality of adult recreation programs	37	5.3 %
Village sponsored cultural/arts events	59	8.4 %
Variety of cultural arts events & programs in Southern Moore County	43	6.1 %
None chosen	173	24.6 %
Total	703	100.0 %

Q10. Which THREE of the Cultural and Recreation services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. 3rd choice	Number	Percent
Number of Village parks	26	3.7 %
Quality of Village parks	31	4.4 %
Variety of amenities in Village parks	42	6.0 %
Quality of recreation indoor facilities	17	2.4 %
Availability of recreation indoor facilities	25	3.6 %
Variety of amenities in recreation indoor facilities	18	2.6 %
Availability of walking/greenway trails	35	5.0 %
Condition of walking/greenway trails	55	7.8 %
Quality of outdoor athletic fields & facilities	18	2.6 %
Availability of outdoor athletic fields & facilities	12	1.7 %
Availability of information about recreation programs	33	4.7 %
Quality of youth recreation programs	25	3.6 %
Quality of adult recreation programs	32	4.6 %
Village sponsored cultural/arts events	56	8.0 %
Variety of cultural arts events & programs in Southern Moore County	53	7.5 %
None chosen	225	32.0 %
Total	703	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the Cultural and Recreation services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

Q10. Sum of top 3 choices	Number	Percent
Number of Village parks	91	12.9 %
Quality of Village parks	162	23.0 %
Variety of amenities in Village parks	121	17.2 %
Quality of recreation indoor facilities	41	5.8 %
Availability of recreation indoor facilities	79	11.2 %
Variety of amenities in recreation indoor facilities	59	8.4 %
Availability of walking/greenway trails	186	26.5 %
Condition of walking/greenway trails	193	27.5 %
Quality of outdoor athletic fields & facilities	33	4.7 %
Availability of outdoor athletic fields & facilities	31	4.4 %
Availability of information about recreation programs	89	12.7 %
Quality of youth recreation programs	92	13.1 %
Quality of adult recreation programs	97	13.8 %
Village sponsored cultural/arts events	163	23.2 %
Variety of cultural arts events & programs in Southern Moore County	129	18.3 %
None chosen	145	20.6 %
Total	1711	

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

Q11. Do you shop regularly in Village Center (downtown)	Number	Percent
Yes	305	43.4 %
No	395	56.2 %
Not provided	3	0.4 %
Total	703	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	305	43.6 %
No	395	56.4 %
Total	700	100.0 %

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

Q12. Do you regularly dine in Village Center (downtown)	Number	Percent
Yes	416	59.2 %
No	281	40.0 %
Not provided	6	0.9 %
Total	703	100.0 %

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

Q12. Do you regularly dine in Village Center (downtown)	Number	Percent
Yes	416	59.7 %
No	281	40.3 %
Total	697	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 more often	Number	Percent
Stores' hours of operation	164	23.3 %
Variety of merchandise/menu options offered	241	34.3 %
Merchandise is more targeted to tourists than local shoppers	295	42.0 %
Parking availability	200	28.4 %
Wait times for dining	102	14.5 %
Prices	203	28.9 %
Other	50	7.1 %
Nothing prevents me from shopping/dining more often in Village Center	177	25.2 %
Total	1432	

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

(N=703)

	Yes	No
Q14-1. Given Memorial Library	38.8%	61.2%
Q14-2. Tufts Archives	19.6%	80.4%

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=294)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q14-1. Given Memorial Library	51.6%	27.5%	8.1%	8.1%	0.4%	4.4%
Q14-2. Tufts Archives	64.5%	22.5%	6.5%	1.4%	0.0%	5.1%

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=294)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Given Memorial Library	54.0%	28.7%	8.4%	8.4%	0.4%
Q14-2. Tufts Archives	67.9%	23.7%	6.9%	1.5%	0.0%

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

Q14a. Reasons that prevent you from using Given Memorial Library/Tufts Archives	Number	Percent
Didn't know about it	65	11.1 %
Hours of operation	50	8.5 %
Variety of library services offered	56	9.6 %
Variety of library programs offered	32	5.5 %
Parking availability	63	10.8 %
Insufficient technology available	20	3.4 %
Not enough meeting areas/rooms	11	1.9 %
A library is not important to me	132	22.5 %
An archives is not important to me	153	26.1 %
Other	74	12.6 %
Total	656	

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q15-1. Enforcing cleanup of litter & debris on private property	19.2%	33.3%	18.2%	11.8%	4.0%	13.5%
Q15-2. Enforcing mowing/cutting of weeds/grass on private property	16.6%	32.0%	18.8%	13.1%	5.0%	14.5%
Q15-3. Enforcing overnight right-of-way parking prohibition in residential neighborhoods	14.9%	26.7%	21.1%	10.5%	5.0%	21.8%
Q15-4. Enforcing restrictions on oversized vehicles in residential neighborhoods	15.5%	26.7%	21.2%	11.2%	4.7%	20.6%
Q15-5. Enforcing noise ordinances	16.6%	27.0%	23.9%	11.2%	4.4%	16.8%
Q15-6. Enforcing sign regulations]	17.1%	27.6%	24.2%	7.1%	5.4%	18.6%
Q15-7. Enforcing solid waste cart regulations	20.2%	34.3%	21.9%	4.7%	3.0%	15.9%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Enforcing cleanup of litter & debris on private property	22.2%	38.5%	21.1%	13.7%	4.6%
Q15-2. Enforcing mowing/cutting of weeds/grass on private property	19.5%	37.4%	22.0%	15.3%	5.8%
Q15-3. Enforcing overnight right-of-way parking prohibition in residential neighborhoods	19.1%	34.2%	26.9%	13.5%	6.4%
Q15-4. Enforcing restrictions on oversized vehicles in residential neighborhoods	19.5%	33.7%	26.7%	14.2%	5.9%
Q15-5. Enforcing noise ordinances	20.0%	32.5%	28.7%	13.5%	5.3%
Q15-6. Enforcing sign regulations]	21.0%	33.9%	29.7%	8.7%	6.6%
Q15-7. Enforcing solid waste cart regulations	24.0%	40.8%	26.1%	5.6%	3.6%

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

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

	Number	Percent
About right	390	55.5 %
Too much	61	8.7 %
Too little	168	23.9 %
Not provided	84	11.9 %
Total	703	100.0 %

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

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

	Number	Percent
About right	390	63.0 %
Too much	61	9.9 %
Too little	168	27.1 %
Total	619	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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q17-1. Maintenance of main Village street thoroughfares	36.6%	46.2%	8.1%	2.4%	1.3%	5.4%
Q17-2. Maintenance of streets in your neighborhood	29.3%	39.4%	10.5%	10.2%	3.4%	7.1%
Q17-3. Maintenance of street signs/pavement markings	29.2%	46.5%	13.9%	4.1%	1.1%	5.1%
Q17-4. Adequacy of street lighting	16.9%	26.3%	17.2%	22.0%	10.2%	7.3%
Q17-5. Ease of travel on NC Highway 5	7.0%	15.6%	18.9%	34.4%	19.9%	4.1%
Q17-6. Ease of travel through large traffic circle	9.5%	27.0%	20.6%	20.8%	19.3%	2.7%
Q17-7. Ease of travel on other streets in Village	20.2%	52.6%	18.6%	2.7%	1.8%	4.0%
Q17-8. Availability of walkways	12.8%	27.9%	16.6%	17.4%	16.6%	8.7%
Q17-9. Condition of existing walkways	16.1%	36.7%	22.9%	7.5%	3.4%	13.4%
Q17-10. Ease of golf cart travel	11.0%	18.3%	17.2%	6.1%	3.3%	44.1%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Maintenance of main Village street thoroughfares	38.6%	48.9%	8.6%	2.6%	1.4%
Q17-2. Maintenance of streets in your neighborhood	31.5%	42.4%	11.3%	11.0%	3.7%
Q17-3. Maintenance of street signs/pavement markings	30.7%	49.0%	14.7%	4.3%	1.2%
Q17-4. Adequacy of street lighting	18.3%	28.4%	18.6%	23.8%	11.0%
Q17-5. Ease of travel on NC Highway 5	7.3%	16.3%	19.7%	35.9%	20.8%
Q17-6. Ease of travel through large traffic circle	9.8%	27.8%	21.2%	21.3%	19.9%
Q17-7. Ease of travel on other streets in Village	21.0%	54.8%	19.4%	2.8%	1.9%
Q17-8. Availability of walkways	14.0%	30.5%	18.2%	19.0%	18.2%
Q17-9. Condition of existing walkways	18.6%	42.4%	26.4%	8.7%	3.9%
Q17-10. Ease of golf cart travel	19.6%	32.8%	30.8%	10.9%	5.9%

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?

Q18. Top choice	Number	Percent
Maintenance of main Village street thoroughfares	64	9.1 %
Maintenance of streets in your neighborhood	73	10.4 %
Maintenance of street signs/pavement markings	9	1.3 %
Adequacy of street lighting	84	11.9 %
Ease of travel on NC Highway 5	176	25.0 %
Ease of travel through large traffic circle	116	16.5 %
Ease of travel on other streets in Village	2	0.3 %
Availability of walkways	89	12.7 %
Condition of existing walkways	9	1.3 %
Ease of golf cart travel	35	5.0 %
None chosen	46	6.5 %
Total	703	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?

Q18. 2nd choice	Number	Percent
Maintenance of main Village street thoroughfares	27	3.8 %
Maintenance of streets in your neighborhood	54	7.7 %
Maintenance of street signs/pavement markings	19	2.7 %
Adequacy of street lighting	82	11.7 %
Ease of travel on NC Highway 5	153	21.8 %
Ease of travel through large traffic circle	132	18.8 %
Ease of travel on other streets in Village	10	1.4 %
Availability of walkways	82	11.7 %
Condition of existing walkways	31	4.4 %
Ease of golf cart travel	26	3.7 %
None chosen	87	12.4 %
Total	703	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	43	6.1 %
Maintenance of streets in your neighborhood	46	6.5 %
Maintenance of street signs/pavement markings	31	4.4 %
Adequacy of street lighting	73	10.4 %
Ease of travel on NC Highway 5	70	10.0 %
Ease of travel through large traffic circle	83	11.8 %
Ease of travel on other streets in Village	39	5.5 %
Availability of walkways	86	12.2 %
Condition of existing walkways	49	7.0 %
Ease of golf cart travel	44	6.3 %
None chosen	139	19.8 %
Total	703	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	134	19.1 %
Maintenance of streets in your neighborhood	173	24.6 %
Maintenance of street signs/pavement markings	59	8.4 %
Adequacy of street lighting	239	34.0 %
Ease of travel on NC Highway 5	399	56.8 %
Ease of travel through large traffic circle	331	47.1 %
Ease of travel on other streets in Village	51	7.3 %
Availability of walkways	257	36.6 %
Condition of existing walkways	89	12.7 %
Ease of golf cart travel	105	14.9 %
None chosen	46	6.5 %
Total	1883	

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q19-1. Maintenance/preservation of Downtown	46.5%	39.5%	7.1%	1.6%	0.3%	5.0%
Q19-2. Quality of landscaping in medians & other public areas	54.2%	35.0%	4.4%	2.1%	0.7%	3.6%
Q19-3. Overall cleanliness of streets & other public areas	47.2%	42.1%	4.6%	2.6%	0.4%	3.1%
Q19-4. Quality of stormwater runoff/management system	20.8%	32.4%	18.5%	9.7%	4.7%	13.9%
Q19-5. Winter weather response on Village streets (snow/ice)	23.5%	35.6%	18.3%	3.1%	1.1%	18.3%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Maintenance/preservation of Downtown	49.0%	41.6%	7.5%	1.6%	0.3%
Q19-2. Quality of landscaping in medians & other public areas	56.2%	36.3%	4.6%	2.2%	0.7%
Q19-3. Overall cleanliness of streets & other public areas	48.8%	43.5%	4.7%	2.6%	0.4%
Q19-4. Quality of stormwater runoff/management system	24.1%	37.7%	21.5%	11.2%	5.5%
Q19-5. Winter weather response on Village streets (snow/ice)	28.7%	43.6%	22.5%	3.8%	1.4%

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	175	24.9 %
Quality of landscaping in medians & other public areas	85	12.1 %
Overall cleanliness of streets & other public areas	115	16.4 %
Quality of stormwater runoff/management system	186	26.5 %
Winter weather response on Village streets (snow/ice)	46	6.5 %
None chosen	96	13.7 %
Total	703	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	76	10.8 %
Quality of landscaping in medians & other public areas	109	15.5 %
Overall cleanliness of streets & other public areas	194	27.6 %
Quality of stormwater runoff/management system	88	12.5 %
Winter weather response on Village streets (snow/ice)	97	13.8 %
None chosen	139	19.8 %
Total	703	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	251	35.7 %
Quality of landscaping in medians & other public areas	194	27.6 %
Overall cleanliness of streets & other public areas	309	44.0 %
Quality of stormwater runoff/management system	274	39.0 %
Winter weather response on Village streets (snow/ice)	143	20.3 %
None chosen	96	13.7 %
Total	1267	

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q21-1. Residential trash collection services	66.7%	25.9%	3.0%	1.1%	0.1%	3.1%
Q21-2. Curbside recycling services	57.9%	26.3%	5.0%	4.3%	1.3%	5.3%
Q21-3. Yard waste collection services	57.9%	27.5%	4.4%	2.0%	0.6%	7.7%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Residential trash collection services	68.9%	26.7%	3.1%	1.2%	0.1%
Q21-2. Curbside recycling services	61.1%	27.8%	5.3%	4.5%	1.4%
Q21-3. Yard waste collection services	62.7%	29.7%	4.8%	2.2%	0.6%

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

(N=703)

	Yes	No
Q22-1. Fire services	10.2%	89.8%
Q22-2. Police services	18.9%	81.1%
Q22-3. Village Hall reception desk	24.9%	75.1%
Q22-4. MyVOP service request system	18.9%	81.1%
Q22-5. Code enforcement	15.6%	84.4%
Q22-6. Recreation program registration	19.1%	80.9%
Q22-7. Planning & Inspections services	14.4%	85.6%

Q22. If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=426)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q22-1. Fire services	86.1%	6.9%	1.4%	1.4%	0.0%	4.2%
Q22-2. Police services	62.4%	21.1%	4.5%	3.8%	1.5%	6.8%
Q22-3. Village Hall reception desk	61.7%	29.7%	3.4%	1.7%	0.0%	3.4%
Q22-4. MyVOP service request system	39.1%	39.8%	6.0%	4.5%	4.5%	6.0%
Q22-5. Code enforcement	24.5%	27.3%	11.8%	18.2%	10.9%	7.3%
Q22-6. Recreation program registration	47.0%	29.1%	8.2%	9.0%	2.2%	4.5%
Q22-7. Planning & Inspections services	49.5%	33.7%	7.9%	5.9%	2.0%	1.0%

WITHOUT "NO OPINION"

Q22. If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=426)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Fire services	89.9%	7.2%	1.4%	1.4%	0.0%
Q22-2. Police services	66.9%	22.6%	4.8%	4.0%	1.6%
Q22-3. Village Hall reception desk	63.9%	30.8%	3.6%	1.8%	0.0%
Q22-4. MyVOP service request system	41.6%	42.4%	6.4%	4.8%	4.8%
Q22-5. Code enforcement	26.5%	29.4%	12.7%	19.6%	11.8%
Q22-6. Recreation program registration	49.2%	30.5%	8.6%	9.4%	2.3%
Q22-7. Planning & Inspections services	50.0%	34.0%	8.0%	6.0%	2.0%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q23-1. Quality of information about Village programs/services	21.5%	42.7%	19.2%	6.1%	0.9%	9.7%
Q23-2. Village efforts to keep you informed about local issues	19.9%	41.4%	18.6%	10.8%	1.1%	8.1%
Q23-3. Opportunities to participate in local government (advisory boards, volunteering)	14.9%	30.6%	26.5%	6.8%	1.3%	19.9%
Q23-4. Village social media	14.7%	29.4%	24.2%	5.1%	1.1%	25.5%
Q23-5. Village website (vopnc.org)	19.5%	34.4%	20.9%	4.0%	0.9%	20.3%
Q23-6. Village Newsletter	20.1%	38.3%	19.6%	4.3%	1.3%	16.5%
Q23-7. Monthly Village eNews updates	13.9%	26.3%	23.9%	4.3%	1.3%	30.3%
Q23-8. Online engagement portals (engage.vopnc.org)	9.5%	20.3%	25.5%	3.1%	1.0%	40.5%
Q23-9. Community's progress toward meeting its strategic vision & mission	8.8%	21.8%	29.7%	6.7%	2.7%	30.3%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Quality of information about Village programs/services	23.8%	47.2%	21.3%	6.8%	0.9%
Q23-2. Village efforts to keep you informed about local issues	21.7%	45.0%	20.3%	11.8%	1.2%
Q23-3. Opportunities to participate in local government (advisory boards, volunteering)	18.7%	38.2%	33.0%	8.5%	1.6%
Q23-4. Village social media	19.7%	39.5%	32.4%	6.9%	1.5%
Q23-5. Village website (vopnc.org)	24.5%	43.2%	26.3%	5.0%	1.1%
Q23-6. Village Newsletter	24.0%	45.8%	23.5%	5.1%	1.5%
Q23-7. Monthly Village eNews updates	20.0%	37.8%	34.3%	6.1%	1.8%
Q23-8. Online engagement portals (engage.vopnc.org)	16.0%	34.2%	42.8%	5.3%	1.7%
Q23-9. Community's progress toward meeting its strategic vision & mission	12.7%	31.2%	42.7%	9.6%	3.9%

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

Q24. Which following do you use to get information about Village of Pinehurst	Number	Percent
Village employees	105	14.9 %
Village newsletter	394	56.0 %
Village website (vopnc.org)	354	50.4 %
Monthly Village eNews	125	17.8 %
Village mobile app (MYVOP)	101	14.4 %
Engage Pinehurst online engagement portal engage.vopnc.org)	28	4.0 %
Village social media (e.g., Facebook, Twitter)	226	32.1 %
The Pilot newspaper	478	68.0 %
Attend or view public meetings	105	14.9 %
Other	33	4.7 %
Total	1949	

Q24-10. Other

Q24-10. Other	Number	Percent
NextDoor	3	9.1 %
Magazine	2	6.1 %
Word of mouth	2	6.1 %
Sandhills Sentinel	2	6.1 %
Mail	2	6.1 %
WELCOME CENTER	1	3.0 %
Facebook groups	1	3.0 %
Website	1	3.0 %
THE PINE TIMES	1	3.0 %
NEIGHBOR	1	3.0 %
Magazines	1	3.0 %
NORTH STATE JOURNAL	1	3.0 %
On my own	1	3.0 %
THE SWAY	1	3.0 %
FRIENDS	1	3.0 %
NextDoor app and word of mouth	1	3.0 %
Local publications such as the Pinestraw	1	3.0 %
Neighbors and friends	1	3.0 %
Neighbors, friends	1	3.0 %
Friends	1	3.0 %
Mainly social media of village business	1	3.0 %
Local paper	1	3.0 %
Pinestraw	1	3.0 %
Village newsletter	1	3.0 %
Talking to the Mayor	1	3.0 %
Council members	1	3.0 %
The internet	1	3.0 %
Total	33	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	404	57.5 %
Sometimes	135	19.2 %
Seldom	49	7.0 %
Never	36	5.1 %
Don't know	79	11.2 %
Total	703	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	404	64.7 %
Sometimes	135	21.6 %
Seldom	49	7.9 %
Never	36	5.8 %
Total	624	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	216	30.7 %
No	487	69.3 %
Total	703	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=216)

	Always	Usually	Sometimes	Seldom	Never	No opinion
Q26a-1. Village staff was responsive to my needs	66.2%	21.3%	6.5%	1.4%	2.8%	1.9%
Q26a-2. Village staff was competent	68.1%	22.2%	3.7%	1.9%	1.4%	2.8%
Q26a-3. Village staff was courteous	75.9%	18.5%	3.2%	0.0%	0.0%	2.3%
Q26a-4. My issue was resolved promptly	49.1%	20.4%	13.9%	4.6%	9.3%	2.8%

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=216)

	Always	Usually	Sometimes	Seldom	Never
Q26a-1. Village staff was responsive to my needs	67.5%	21.7%	6.6%	1.4%	2.8%
Q26a-2. Village staff was competent	70.0%	22.9%	3.8%	1.9%	1.4%
Q26a-3. Village staff was courteous	77.7%	19.0%	3.3%	0.0%	0.0%
Q26a-4. My issue was resolved promptly	50.5%	21.0%	14.3%	4.8%	9.5%

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

Q27. Which community improvements are the most important	Number	Percent
Additional walkway construction in neighborhoods	298	42.4 %
Additional street lighting in neighborhoods	274	39.0 %
Downtown parking	208	29.6 %
Additional stormwater (drainage) improvements	189	26.9 %
Additional street resurfacing	186	26.5 %
Additional greenway trails (walking paths)	176	25.0 %
Bicycle lanes & paths	171	24.3 %
Multi-purpose paths on main Village highways	121	17.2 %
Library/archives expansion	117	16.6 %
Third fire station	75	10.7 %
Additional parks & open spaces	61	8.7 %
Additional athletic fields	21	3.0 %
Total	1897	

Q28. If you own a home in the Village of Pinehurst, approximately 41% 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 (59%). 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 the portion of your property taxes that funds

Village's operating budget	Number	Percent
Very satisfied	171	24.3 %
Satisfied	307	43.7 %
Neutral	119	16.9 %
Dissatisfied	38	5.4 %
Very dissatisfied	10	1.4 %
Don't know	58	8.3 %
Total	703	100.0 %

WITHOUT "DON'T KNOW"

Q28. If you own a home in the Village of Pinehurst, approximately 41% 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 (59%). 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 the portion of your property taxes that funds

Village's operating budget	Number	Percent
Very satisfied	171	26.5 %
Satisfied	307	47.6 %
Neutral	119	18.4 %
Dissatisfied	38	5.9 %
Very dissatisfied	10	1.6 %
Total	645	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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q29-1. Overall quality of leadership provided by Village's elected officials	9.8%	29.6%	29.0%	14.5%	4.8%	12.2%
Q29-2. Overall effectiveness of appointed boards & commissions	9.7%	28.2%	33.1%	9.1%	4.0%	15.9%
Q29-3. Overall effectiveness of Village Manager & appointed staff	15.1%	34.9%	25.5%	4.4%	5.7%	14.5%

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=703)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q29-1. Overall quality of leadership provided by Village's elected officials	11.2%	33.7%	33.1%	16.5%	5.5%
Q29-2. Overall effectiveness of appointed boards & commissions	11.5%	33.5%	39.4%	10.8%	4.7%
Q29-3. Overall effectiveness of Village Manager & appointed staff	17.6%	40.8%	29.8%	5.2%	6.7%

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=703)

	Significantly better	Better	Same	Worse	Significantly worse	No opinion
Q30-1. Overall quality of life	43.2%	31.2%	18.5%	2.8%	0.7%	3.6%
Q30-2. Overall quality of Village services	30.7%	35.1%	25.0%	3.4%	0.4%	5.3%
Q30-3. Customer service provided by Village employees	28.7%	29.0%	24.2%	1.0%	0.9%	16.2%

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=703)

	Significantly better	Better	Same	Worse	Significantly worse
Q30-1. Overall quality of life	44.8%	32.3%	19.2%	2.9%	0.7%
Q30-2. Overall quality of Village services	32.4%	37.1%	26.4%	3.6%	0.5%
Q30-3. Customer service provided by Village employees	34.3%	34.6%	28.9%	1.2%	1.0%

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

Q31. Would you recommend Village of Pinehurst to others as a place to live	Number	Percent
Yes	593	84.4 %
No	60	8.5 %
Not provided	50	7.1 %
Total	703	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 of Pinehurst to others as a place to live	Number	Percent
Yes	593	90.8 %
No	60	9.2 %
Total	653	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	190	27.0 %
5-10 years	149	21.2 %
11-20 years	183	26.0 %
20+ years	173	24.6 %
Not provided	8	1.1 %
Total	703	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	190	27.3 %
5-10 years	149	21.4 %
11-20 years	183	26.3 %
20+ years	173	24.9 %
Total	695	100.0 %

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

<u>Q35. Do you have school-age children living at home</u>	<u>Number</u>	<u>Percent</u>
Yes	115	16.4 %
No	577	82.1 %
Not provided	11	1.6 %
Total	703	100.0 %

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

<u>Q35. Do you have school-age children living at home</u>	<u>Number</u>	<u>Percent</u>
Yes	115	16.6 %
No	577	83.4 %
Total	692	100.0 %

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

<u>Q35a. What grade levels are your school-age children</u>	<u>Number</u>	<u>Percent</u>
K-5	61	53.0 %
6-8	40	34.8 %
High school	50	43.5 %
Total	151	

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

Q36. Which following best describes your current employment status	Number	Percent
Employed outside the home	196	27.9 %
Employed in the home/have a home-based business	66	9.4 %
Student	2	0.3 %
Retired	411	58.5 %
Not currently employed	9	1.3 %
Not provided	19	2.7 %
Total	703	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 the home	196	28.7 %
Employed in the home/have a home-based business	66	9.6 %
Student	2	0.3 %
Retired	411	60.1 %
Not currently employed	9	1.3 %
Total	684	100.0 %

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

<u>Q36-1. What is the zip code where you work</u>	<u>Number</u>	<u>Percent</u>
28374	68	48.6 %
28387	23	16.4 %
28310	6	4.3 %
28315	5	3.6 %
28307	3	2.1 %
27376	2	1.4 %
28304	2	1.4 %
28301	2	1.4 %
28327	2	1.4 %
28352	2	1.4 %
27371	1	0.7 %
28306	1	0.7 %
28312	1	0.7 %
27603	1	0.7 %
28345	1	0.7 %
21230	1	0.7 %
28308	1	0.7 %
20036	1	0.7 %
28311	1	0.7 %
22903	1	0.7 %
44124	1	0.7 %
27406	1	0.7 %
27705	1	0.7 %
27502	1	0.7 %
28303	1	0.7 %
28314	1	0.7 %
29926	1	0.7 %
28373	1	0.7 %
28375	1	0.7 %
28326	1	0.7 %
44720	1	0.7 %
27332	1	0.7 %
27260	1	0.7 %
26505	1	0.7 %
24060	1	0.7 %
Total	140	100.0 %

Q37. Which of the following best describes your age?

Q37. Your age	Number	Percent
18-34	53	7.5 %
35-44	66	9.4 %
45-54	95	13.5 %
55-64	113	16.1 %
65+	353	50.2 %
Not provided	23	3.3 %
Total	703	100.0 %

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

Q37. Your age	Number	Percent
18-34	53	7.8 %
35-44	66	9.7 %
45-54	95	14.0 %
55-64	113	16.6 %
65+	353	51.9 %
Total	680	100.0 %

Q38. Which of the following best describes your race?

Q38. Your race	Number	Percent
Asian or Asian Indian	16	2.3 %
Black or African American	17	2.4 %
American Indian or Alaska Native	4	0.6 %
White or Caucasian	646	91.9 %
Native Hawaiian or other Pacific Islander	3	0.4 %
Hispanic, Spanish, or Latino/a/x	24	3.4 %
Other	5	0.7 %
Total	715	

Q38-7. Self-describe your race:

Q38-7. Self-describe your race	Number	Percent
Multi-racial	1	20.0 %
Jewish	1	20.0 %
More than one	1	20.0 %
Mixed	1	20.0 %
European	1	20.0 %
Total	5	100.0 %

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

<u>Q39. General neighborhood area where you live</u>	<u>Number</u>	<u>Percent</u>
Pinehurst No. 6	128	18.2 %
Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/ Walker Station	37	5.3 %
Pinehurst No. 7/Lawn & Tennis/CCNC	33	4.7 %
Morganton/Monticello Rd.	62	8.8 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	187	26.6 %
Pinewild	84	11.9 %
Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens	82	11.7 %
Village Acres/Murdocksville Rd.	73	10.4 %
<u>Not provided</u>	<u>17</u>	<u>2.4 %</u>
Total	703	100.0 %

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

<u>Q39. General neighborhood area where you live</u>	<u>Number</u>	<u>Percent</u>
Pinehurst No. 6	128	18.7 %
Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/ Walker Station	37	5.4 %
Pinehurst No. 7/Lawn & Tennis/CCNC	33	4.8 %
Morganton/Monticello Rd.	62	9.0 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	187	27.3 %
Pinewild	84	12.2 %
Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens	82	12.0 %
<u>Village Acres/Murdocksville Rd.</u>	<u>73</u>	<u>10.6 %</u>
Total	686	100.0 %

Q40. What is your gender?

<u>Q40. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	346	49.2 %
Female	347	49.4 %
Non-binary	3	0.4 %
Prefer to self-describe	2	0.3 %
Not provided	5	0.7 %
Total	703	100.0 %

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

<u>Q40. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	346	49.6 %
Female	347	49.7 %
Non-binary	3	0.4 %
Prefer to self-describe	2	0.3 %
Total	698	100.0 %

Q40-4. Self-describe your gender:

<u>Q40-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Transmale	1	50.0 %
Fluid	1	50.0 %
Total	2	100.0 %

Q41. Do you own or rent your current residence?

Q41. Do you own or rent your current residence	Number	Percent
Own	634	90.2 %
Rent	60	8.5 %
Not provided	9	1.3 %
Total	703	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	634	91.4 %
Rent	60	8.6 %
Total	694	100.0 %

Q42. What is your total annual household income?

Q42. Your total annual household income	Number	Percent
Under \$30K	30	4.3 %
\$30K to \$59,999	69	9.8 %
\$60K to \$99,999	168	23.9 %
\$100K to \$149,999	137	19.5 %
\$150K+	149	21.2 %
Not provided	150	21.3 %
Total	703	100.0 %

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

Q42. Your total annual household income	Number	Percent
Under \$30K	30	5.4 %
\$30K to \$59,999	69	12.5 %
\$60K to \$99,999	168	30.4 %
\$100K to \$149,999	137	24.8 %
\$150K+	149	26.9 %
Total	553	100.0 %



5

Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

July 2023

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 PinehurstCommunitySurvey.org.

The survey data will be collected by ETC Institute, one of the nation's leading governmental research firms. Village staff will receive the survey results, without identifying information, from ETC Institute for further analysis. Results will be presented to the Pinehurst Village Council at a public meeting in September. Please join us to hear the results!

If you have any questions about the survey, please contact me at 295-1900, ext. 1101. Thank you for participating in the 2023 Community Survey.

Sincerely,

Jeffrey M. Sanborn
Village Manager

ADMINISTRATION

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



2023 Village of Pinehurst Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Village's ongoing effort to identify and respond to resident concerns. If you have questions, please contact Jeff Sanborn, Village Manager at (910) 295-1900, ext. 1101 or at jsanborn@vopnc.org.

1. **Overall Satisfaction with Village Services.** Please rate your level of satisfaction with each of the following major categories of services provided by the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Police services	5	4	3	2	1	9
02.	Fire services	5	4	3	2	1	9
03.	Parks and recreation programs	5	4	3	2	1	9
04.	Parks and recreation facilities	5	4	3	2	1	9
05.	Solid waste services	5	4	3	2	1	9
06.	Street and right-of-way maintenance	5	4	3	2	1	9
07.	Enforcement of Village codes and ordinances	5	4	3	2	1	9
08.	Customer service provided by Village employees	5	4	3	2	1	9
09.	Village communication with residents	5	4	3	2	1	9
10.	Village efforts at maintaining the quality of your neighborhoods	5	4	3	2	1	9
11.	Promotion of natural resource conservation	5	4	3	2	1	9
12.	Level of public involvement in local decisions	5	4	3	2	1	9

2. **From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?** [Write in your answers below using the numbers from the list in Question 1.]

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

3. **Reasons to 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.	Variety of amenities in Village parks	5	4	3	2	1	9
04.	Quality of recreation indoor facilities	5	4	3	2	1	9
05.	Availability of recreation indoor facilities	5	4	3	2	1	9
06.	Variety of amenities in recreation indoor facilities	5	4	3	2	1	9
07.	Availability of walking/greenway trails	5	4	3	2	1	9
08.	Condition of walking/greenway trails	5	4	3	2	1	9
09.	Quality of outdoor athletic fields and facilities	5	4	3	2	1	9
10.	Availability of outdoor athletic fields and facilities	5	4	3	2	1	9
11.	Availability of information about recreation programs	5	4	3	2	1	9
12.	Quality of youth recreation programs	5	4	3	2	1	9
13.	Quality of adult recreation programs	5	4	3	2	1	9
14.	Village sponsored cultural/arts events	5	4	3	2	1	9
15.	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 overnight right-of-way parking prohibition in residential neighborhoods	5	4	3	2	1	9
4.	Enforcing restrictions on oversized vehicles in residential neighborhoods	5	4	3	2	1	9
5.	Enforcing noise ordinances	5	4	3	2	1	9
6.	Enforcing sign regulations	5	4	3	2	1	9
7.	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 (vopnc.org)	5	4	3	2	1	9
6.	Village Newsletter	5	4	3	2	1	9
7.	Monthly Village e-News updates	5	4	3	2	1	9
8.	Online engagement portals (engage.vopnc.org)	5	4	3	2	1	9
9.	Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

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

- (01) Village employees (06) Engage Pinehurst online engagement portal (engage.vopnc.org)
 (02) Village Newsletter (07) Village social media (e.g., Facebook, Twitter)
 (03) Village website (vopnc.org) (08) The Pilot newspaper
 (04) Monthly Village e-News (09) Attend or view public meetings
 (05) Village mobile app (MYVOP) (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 [Answer Q26a.] (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 (07) Additional street resurfacing
 (02) Additional greenway trails (walking paths) (08) Additional parks and open spaces
 (03) Bicycle lanes and paths (09) Additional athletic fields
 (04) Multi-purpose paths on main Village highways (10) Library/Archives expansion
 (05) Additional street lighting in neighborhoods (11) Third fire station
 (06) Additional stormwater (drainage) improvements (12) Downtown parking

28. If you own a home in the Village of Pinehurst, approximately 41% 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 (59%). 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 ___(3) Student
(What is the zip code where you work? _____) ___(4) Retired
___(2) Employed in the home/have a home-based business ___(5) Not currently employed

37. Which of the following best describes your age?

___(1) Under 25 years ___(3) 35-44 years ___(5) 55-64 years
___(2) 25-34 years ___(4) 45-54 years ___(6) 65+ years

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

___(01) Asian 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 or Caucasian

39. Which of the following best describes the general neighborhood area 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 Gardens ___(7) Old Town/Linden Rd./Donald Ross Dr./Clarendon
___(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

43. Would you be willing to participate in future surveys sponsored by the Village of Pinehurst?

___(1) Yes [Please answer Q43a.] ___(2) No

43a. Please provide your contact information.

Mobile Phone Number: _____ Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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