

2012 Business Survey

FINAL Report



HISTORY, CHARM, AND SOUTHERN HOSPITALITY_____

conducted by
The Village of
Pinehurst, North Carolina

November, 2012

Contents

Executive Summary.....	i
Charts and Graphs	Section 1
Importance-Satisfaction Analysis.....	Section 2
Tabular Data and Survey Instrument.....	Section 3



Purpose and Methodology

The Village of Pinehurst administered a survey to all businesses located within the Village limits during October of 2012, and provided them with a business reply envelope to submit their responses anonymously. The survey was administered as part of an effort to assess business satisfaction with the quality of Village services. The information gathered from the survey will help the Village refine policy decisions for businesses, if indicated.

Methodology. A seven-page survey was mailed to all of the 148 businesses in the Village of Pinehurst. Of the 148 businesses, 29 completed and returned survey. Business surveys are difficult to gather and this number represents an expected sampling of businesses in the Village.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to be consistent with the presentation of the resident responses. 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:

- a summary of the methodology for administering the survey and major findings
- charts and graphs for each question on the survey
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Major Findings

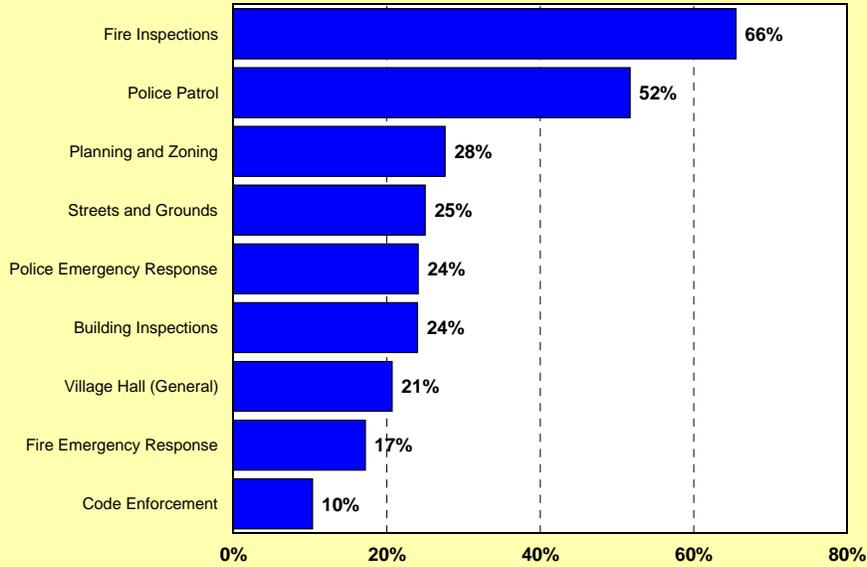
- **Business satisfaction with Village services.** Many had experience with fire inspections (66%) and police patrol (52%) over the past two years, and satisfaction was highest in those two categories; fire inspections (55%) and police patrol (45%).
- **Services that businesses thought should receive the most increase in emphasis over the next two years.** The areas that businesses thought should receive the most increase in emphasis from the Village of Pinehurst over the next two years were: (1) police patrol, (2) police emergency response, and (3) fire emergency response.
- **52% felt the Village met their expectations with the overall quality of services provided.**
- **Satisfaction with Various Village Services.** Most (81%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the landscaping maintenance in rights of way and public areas; 75% were satisfied with the cleanliness of streets, and 65% were satisfied with the historic preservation efforts. Businesses were least satisfied with night time lighting so customers feel safe.
- **Perceptions of the Village.** Most (93%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the overall feeling of safety during the day time; 90% were satisfied with the feeling of safety in the evening, and 86% were satisfied with the overall quality of life in the Village.
- **35% would be very likely, 31% would be likely, and 7% would be somewhat likely to recommend the Village as a business location to family and friends.**
- **31% rated the overall atmosphere in the Village as better than two years ago.**
- **38% rated as very good and 41% rated as good, Village customer service.**
- **Level of Agreement with Statements About the Village.** Eighty-five percent (85%) of the businesses surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with courtesy of the Village staff, 82% were satisfied with Village staff responsiveness to their needs, and 74% were satisfied with the competency and professionalism of Village staff.
- **The Pilot Newspaper and the Village Newsletter were the primary sources of information for businesses.**
- **Email and direct mail were indicated as the best way to communicate important information to businesses.**
- **52% had visited the Village web site in the past 6 months, and 38% were very or somewhat satisfied with the site.**

- **56% were satisfied with the accessibility of staff to address business concerns.**
- **Village Codes and Ordinances** Forty-eight percent (48%) of the businesses *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the enforcement of business parking regulations, 44% were satisfied with the enforcement of zoning ordinances, and 42% were satisfied with the enforcement of historic district guidelines.
- **Amount of Various Cultural and Entertainment Opportunities** Sixty-six percent (66%) of the businesses surveyed rated as “the right amount” restaurants in the Village, 62% rated as “the right amount” the major special events, but 45% rated as “too few”, cultural activities, 45% evening entertainment, and 41% family and friend activities.
- **28% were very satisfied and 41% were satisfied with how the Village handles events that attract large crowds to the Village.**
- **7% were very satisfied and 21% were satisfied with the value their business receives for the portion of taxes paid either directly or included in their rent.**
- **Of the 29 businesses that responded, 2 had over 100 full time employees and the other 27 had fewer than 15 full time employees.**
- **Importance of Various Reasons to Locate the Business in the Village** Eighty-nine percent (89%) indicated that the attitude of local government towards businesses was the most important, 87% said the image of the Village was second, and 80% said a low crime rate was third in importance to the location of their business in the Village.

Section 1:
Charts and Graphs

Q1a. Have you used this service or department in the past two years?

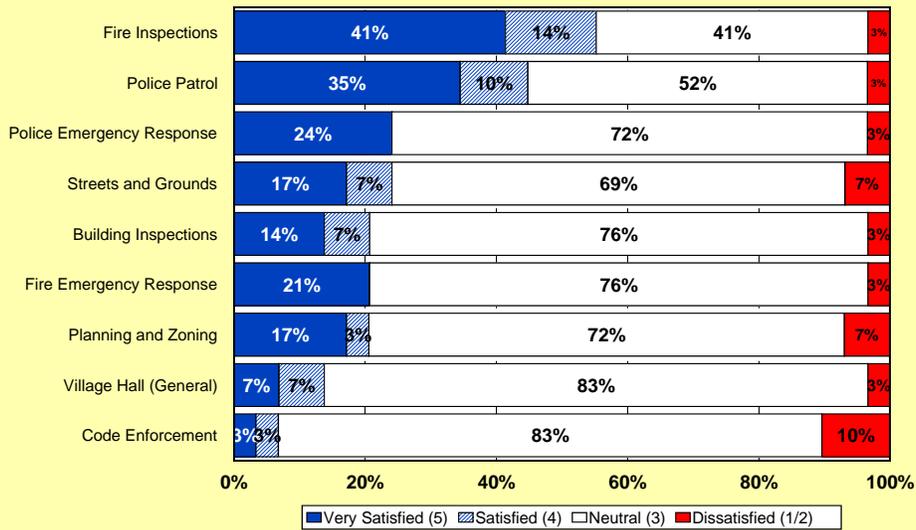
by percentage of respondents who answered "yes"



Pinehurst, NC Business Survey Results - 2012

Q1b. Overall Satisfaction with Pinehurst Services or Departments Used in the Past Two Years?

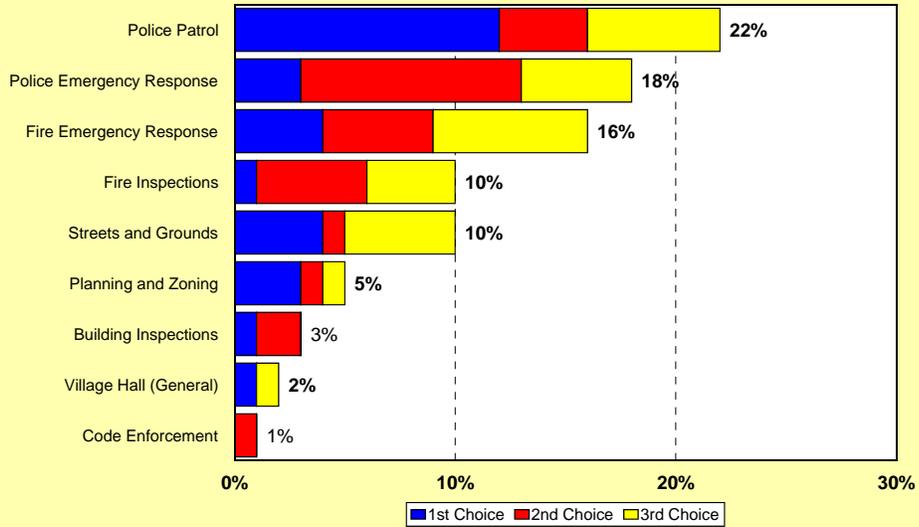
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale



Pinehurst, NC Business Survey Results - 2012

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

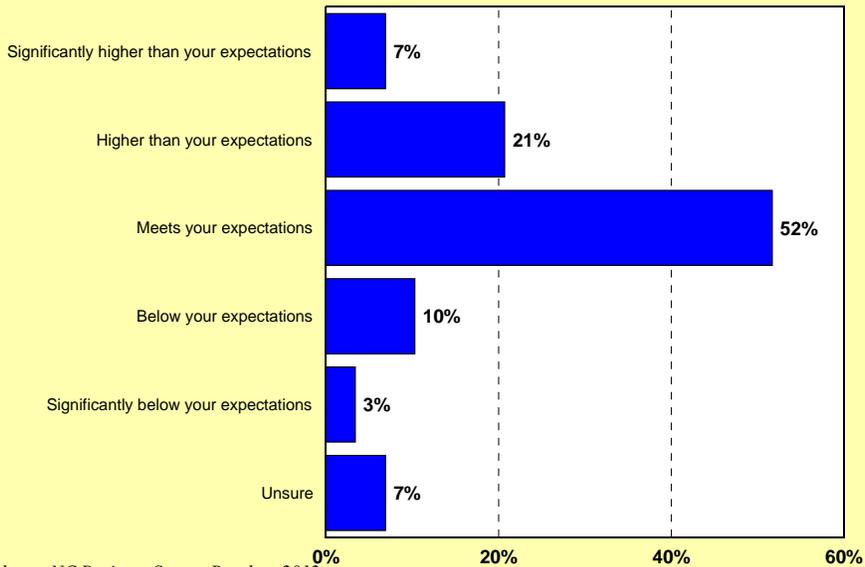
by percentage of respondents who selected the item as one of their top three choices



Pinehurst, NC Business Survey Results - 2012

Q3. Do you agree with the following statements about the overall quality of services provided to your business by the Village of Pinehurst?

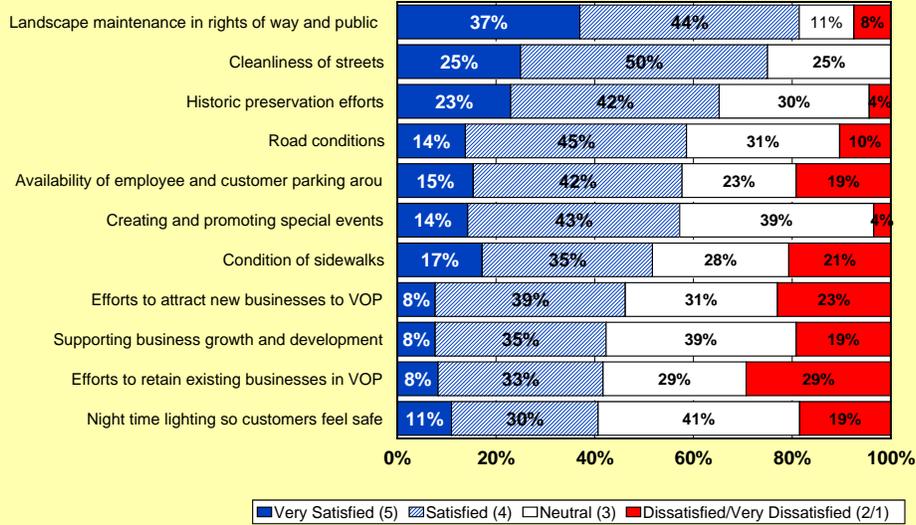
by percentage of respondents who answered "yes"



Pinehurst, NC Business Survey Results - 2012

Q4. Level of Satisfaction with the Village in Various Areas

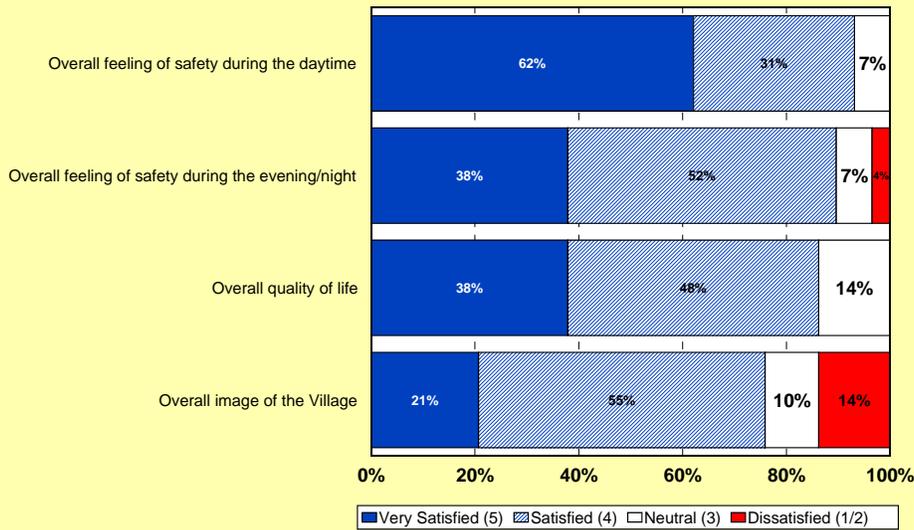
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (without "don't knows")



Pinehurst, NC Business Survey Results - 2012

Q5. Overall Satisfaction with Various Perceptions of the Village of Pinehurst?

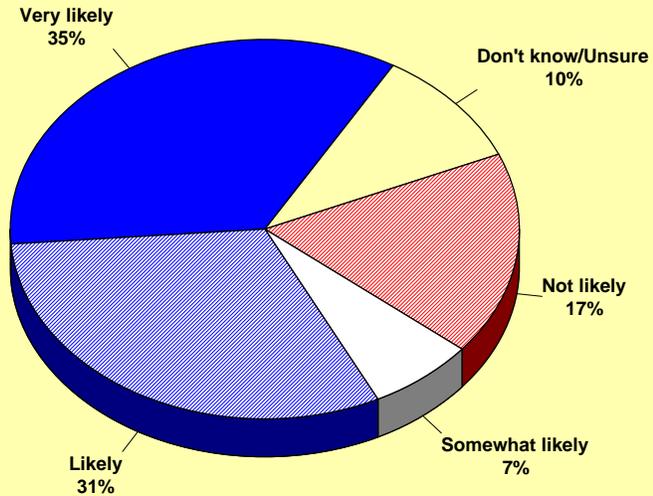
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (without "don't knows")



Pinehurst, NC Business Survey Results - 2012

Q6. How likely would you be to recommend the Village as a business location to friends, family, and co-workers?

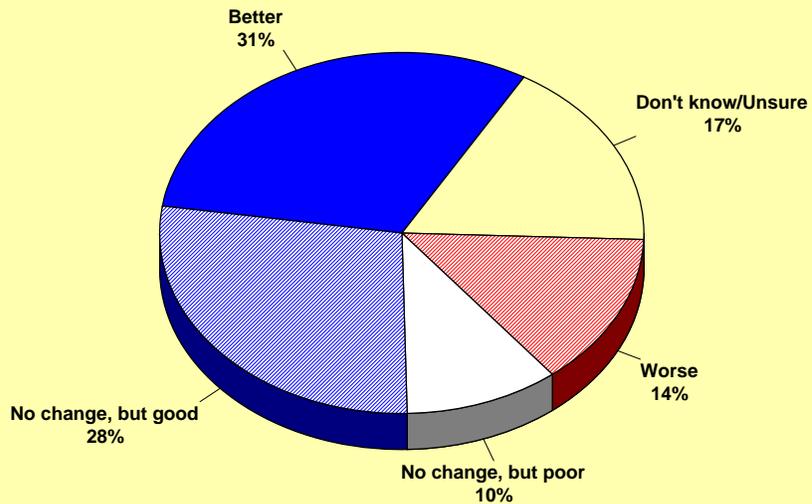
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q7. How would you rate the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?

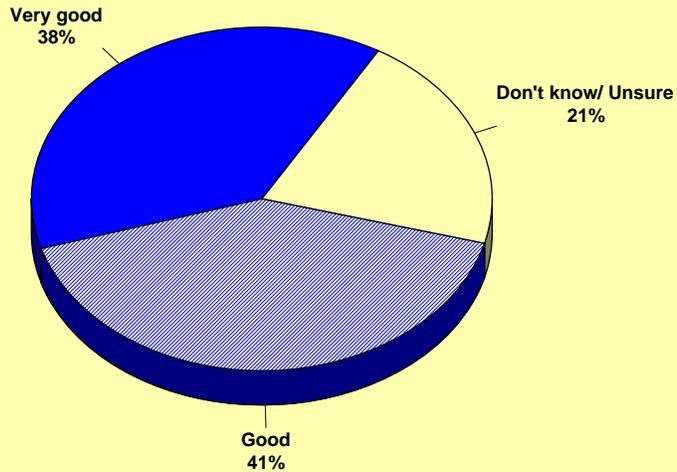
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q8. How would you rate the Village of Pinehurst customer service?

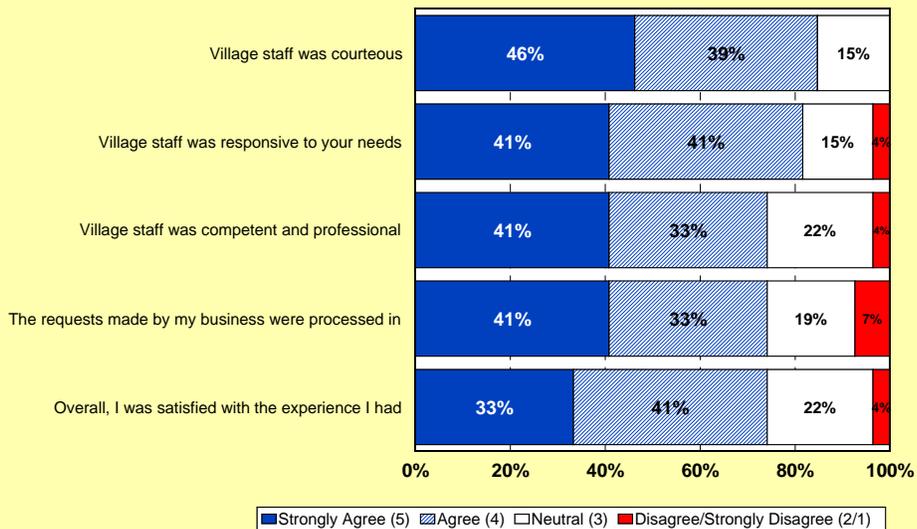
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q9. Level of Agreement with Statements about your Most Recent Contact with the Village

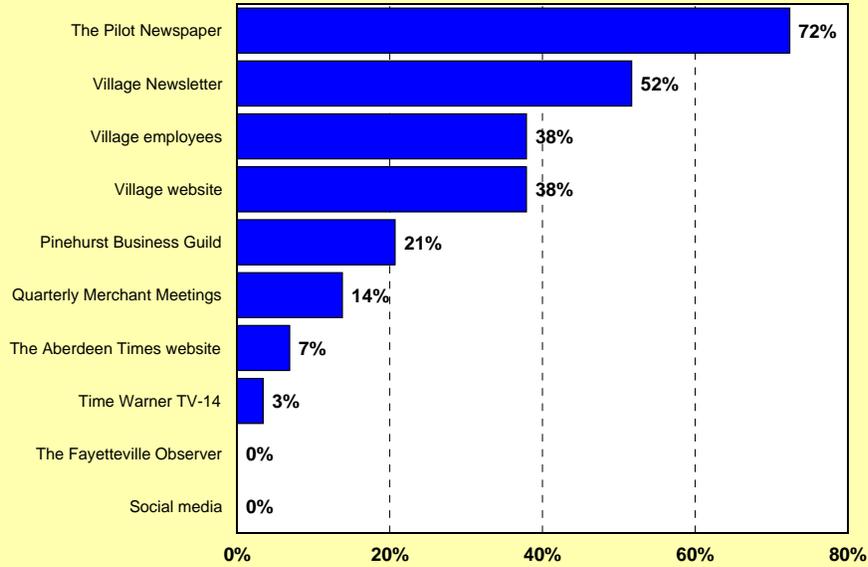
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (without "don't knows")



Pinehurst, NC Business Survey Results - 2012

Q10. Which of the following do you use to get information about the Village of Pinehurst?

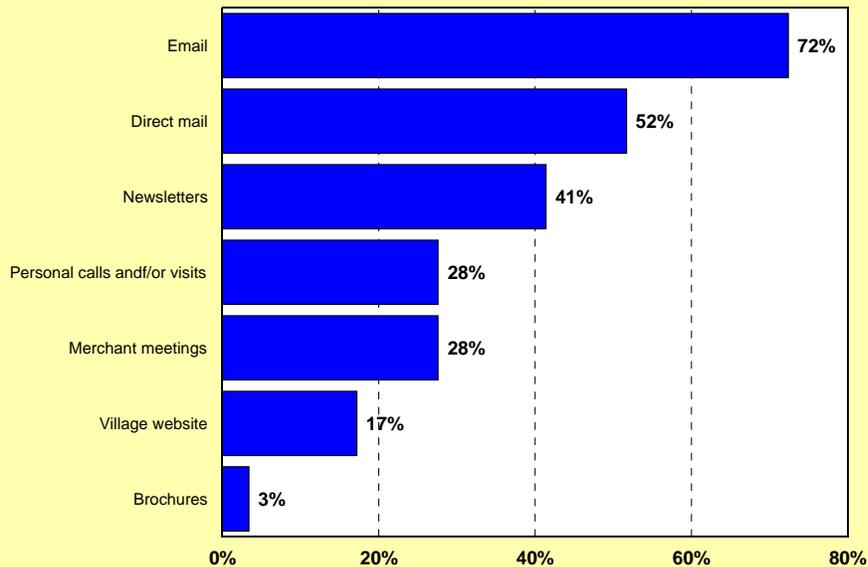
by percentage of respondents (multiple choices could be made)



Pinehurst, NC Business Survey Results - 2012

Q11. What is the best way for the Village to communicate important information to your business?

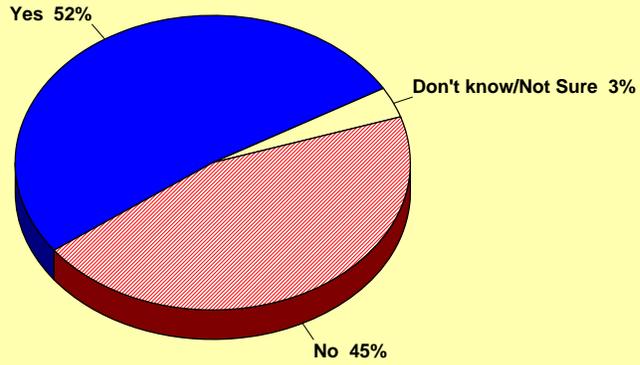
by percentage of respondents (multiple choices could be made)



Pinehurst, NC Business Survey Results - 2012

Q12. Have you visited the Village's website (www.vopnc.org) in the past 6 months?

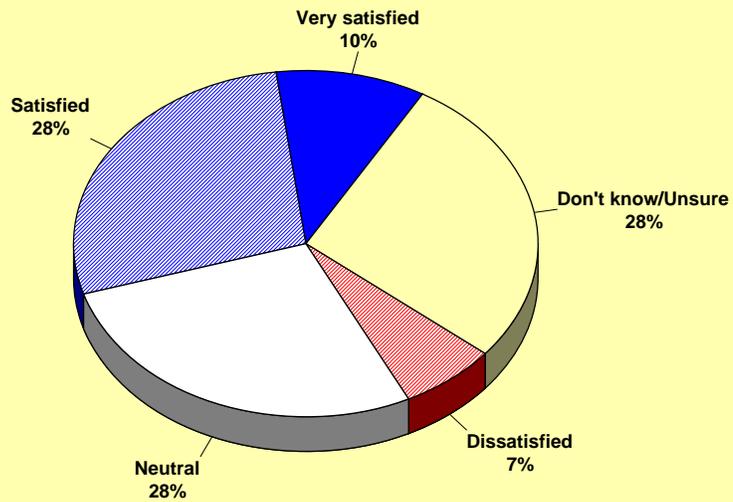
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q13. How satisfied are you with the Village's website?

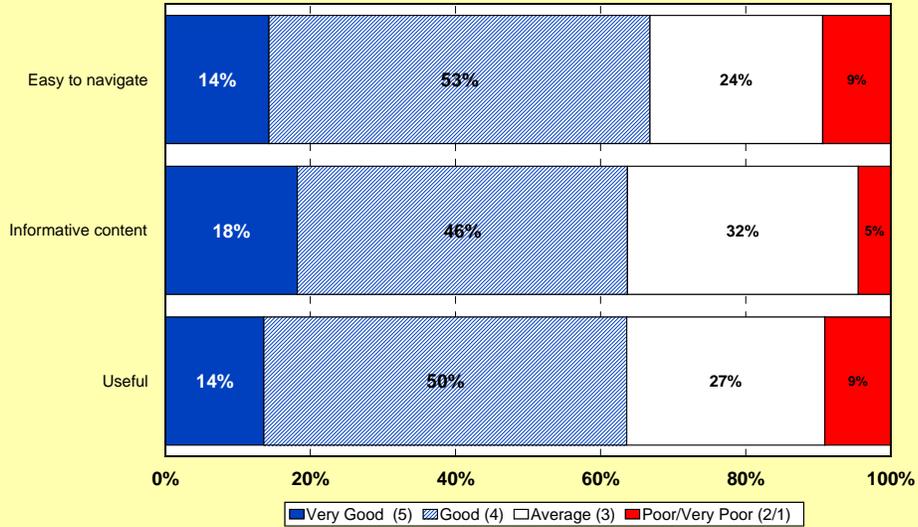
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q14. How would you rate the following characteristics of the Village website?

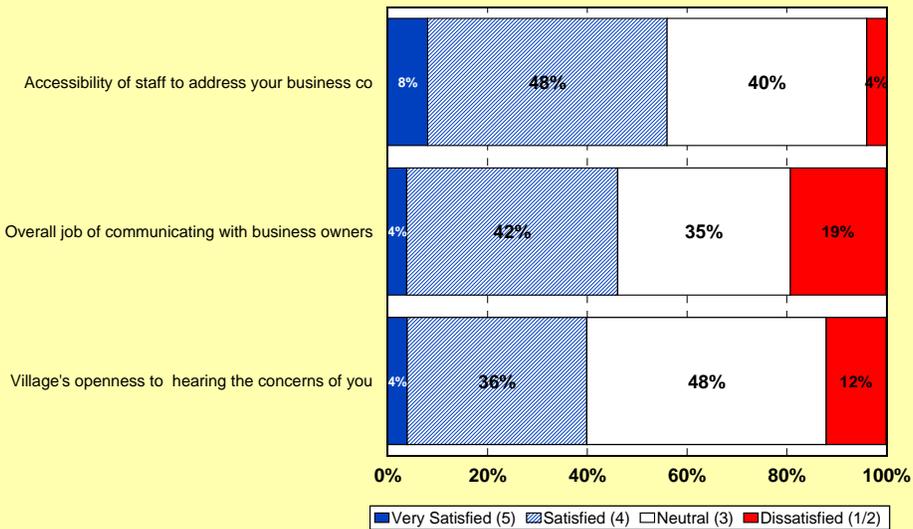
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (with "don't knows")



Pinehurst, NC Business Survey Results - 2012

Q15. How Satisfied your Business is with the Village, in Various Areas

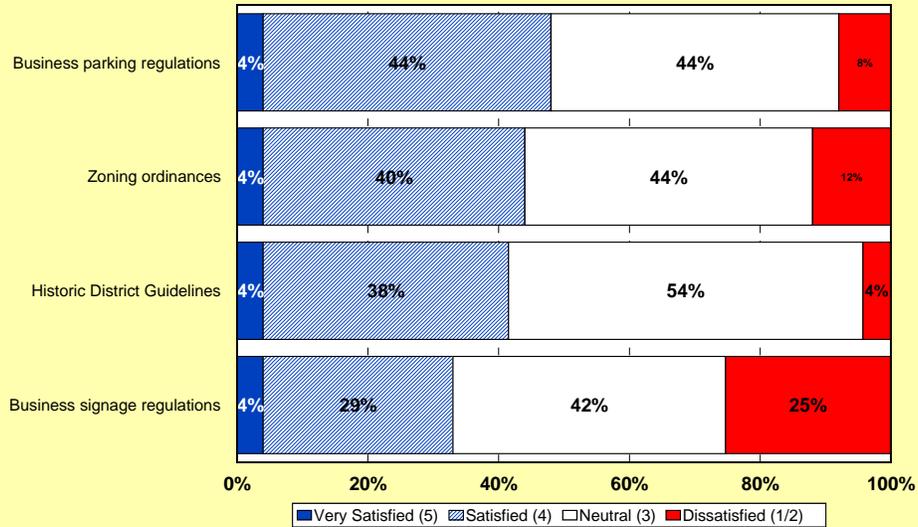
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (without "don't knows")



Pinehurst, NC Business Survey Results - 2012

Q16. How Satisfied your Business is with Village Codes and Ordinances, in Various Areas

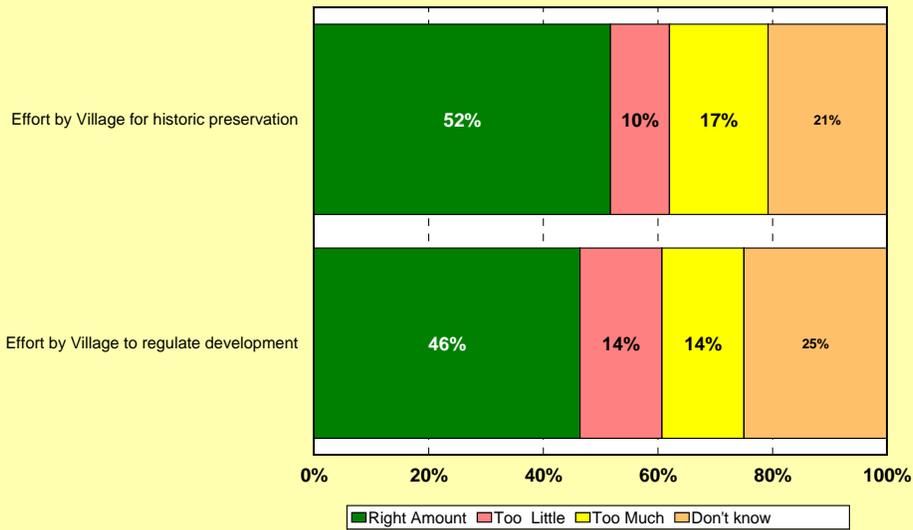
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (without "don't knows")



Pinehurst, NC Business Survey Results - 2012

Q17. How Satisfied your Business is with the Amount of Effort the Village gives to Various Areas

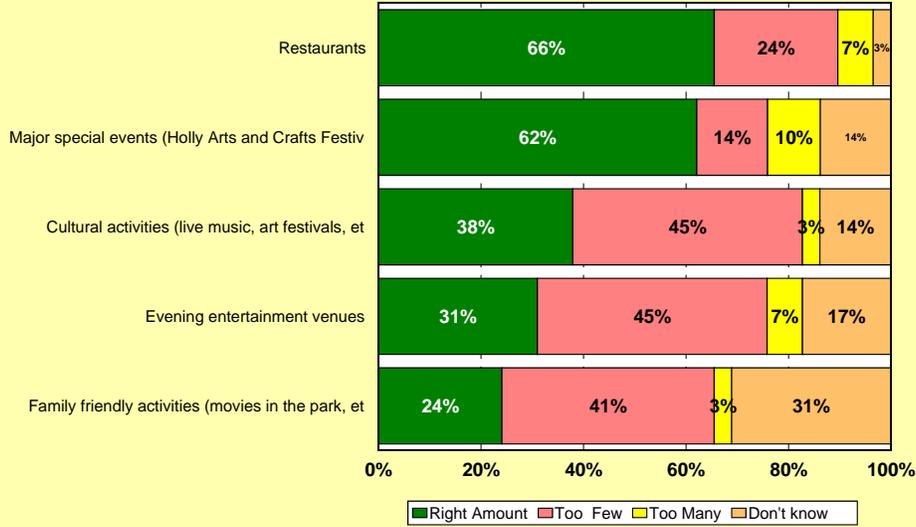
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (with "don't knows")



Pinehurst, NC Business Survey Results - 2012

Q18. How Satisfied your Business is with the Amount of the Following Cultural and Entertainment Opportunities in the Village

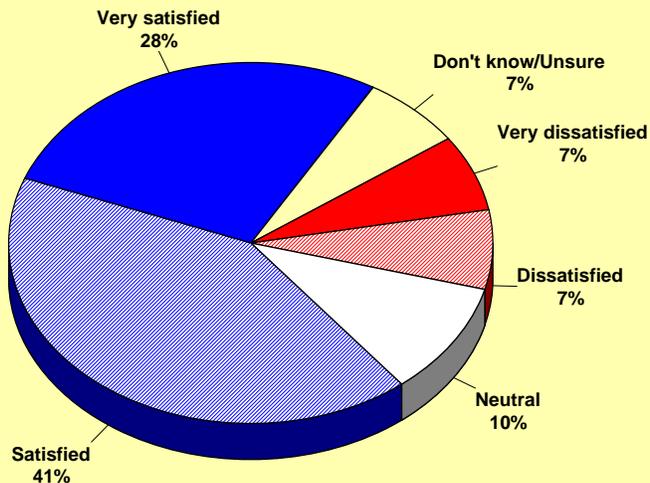
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (with "don't knows")



Pinehurst, NC Business Survey Results - 2012

Q19. How satisfied are you with the way the Village handles events that attract large crowds to the Village?

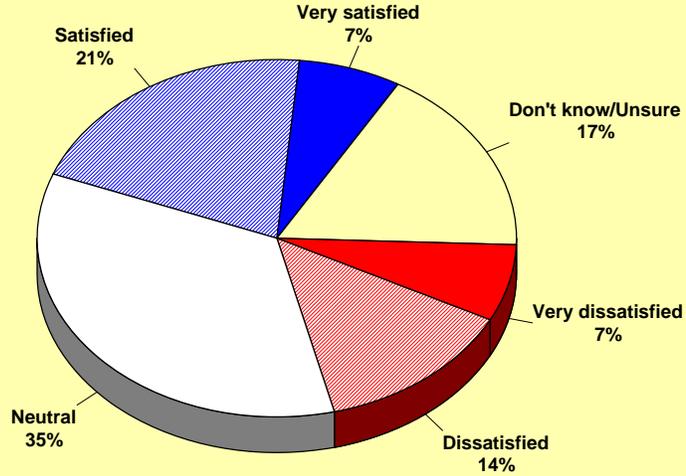
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q20. How satisfied are you with the value your business receives for the portion of taxes paid either directly or included in your rent?

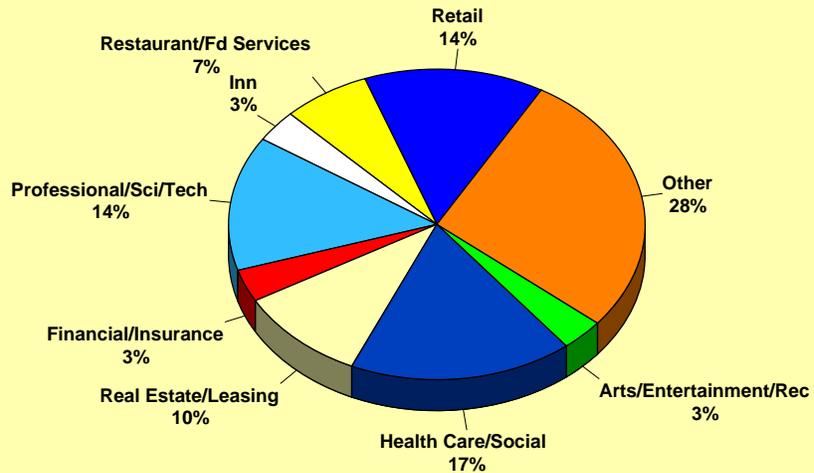
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q21. Primary Business Category for Your Business

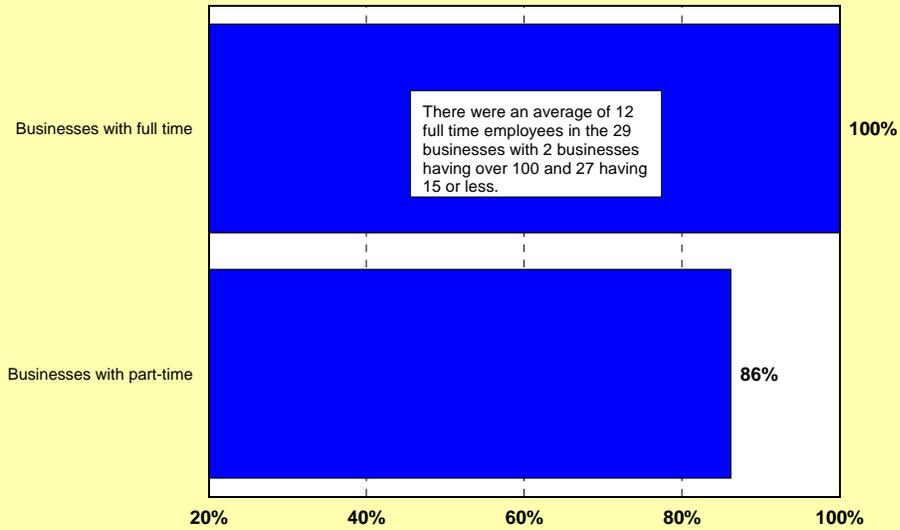
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q22. Number of Full and Part-time Employees?

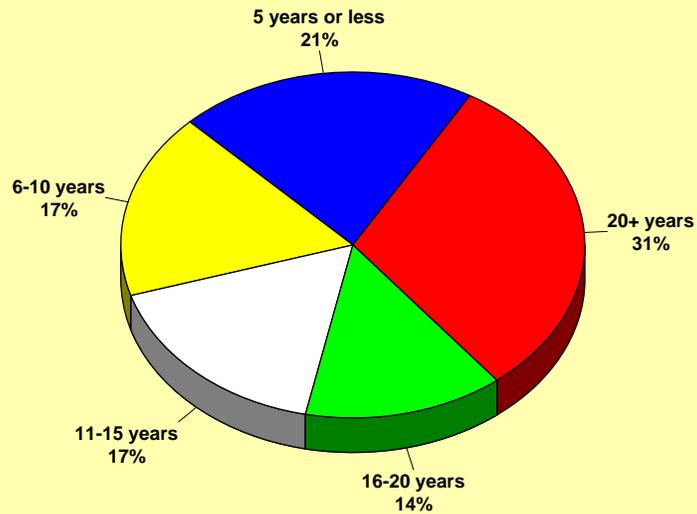
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q23. How many years have you been in operation in the Village Center?

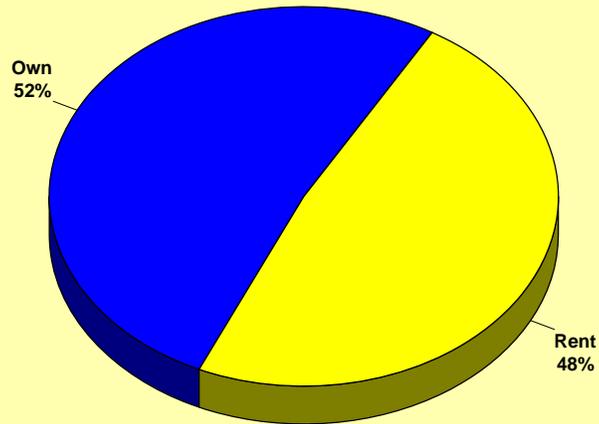
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q24. Do you Own or Rent your Facility(s)?

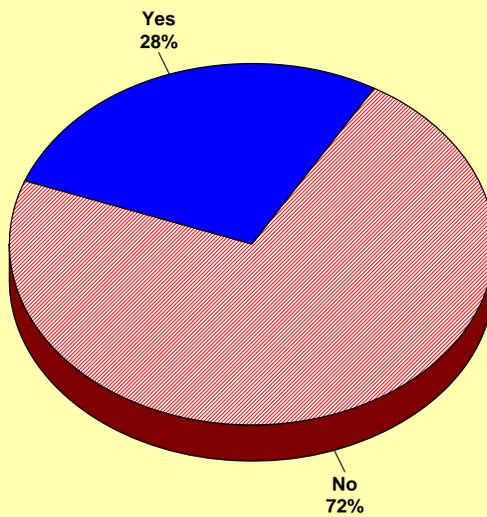
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q25. Are you a member of the Pinehurst Business Guild?

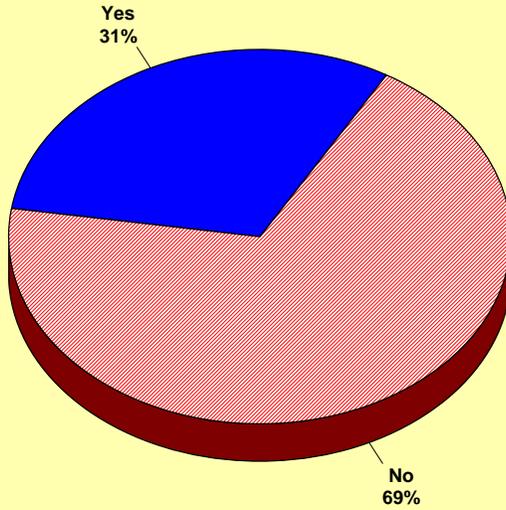
by percentage of respondents



Pinehurst, NC Business Survey Results - 2012

Q26. Are you a member of the Moore County Chamber of Commerce?

by percentage of respondents

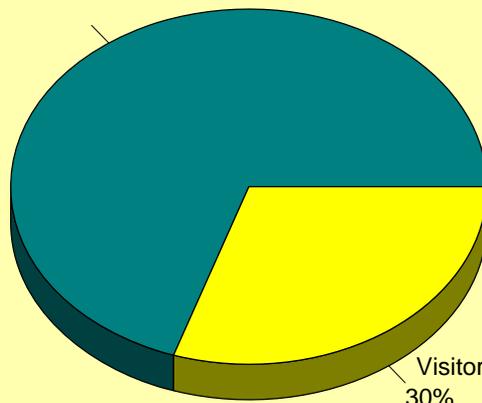


Pinehurst, NC Business Survey Results - 2012

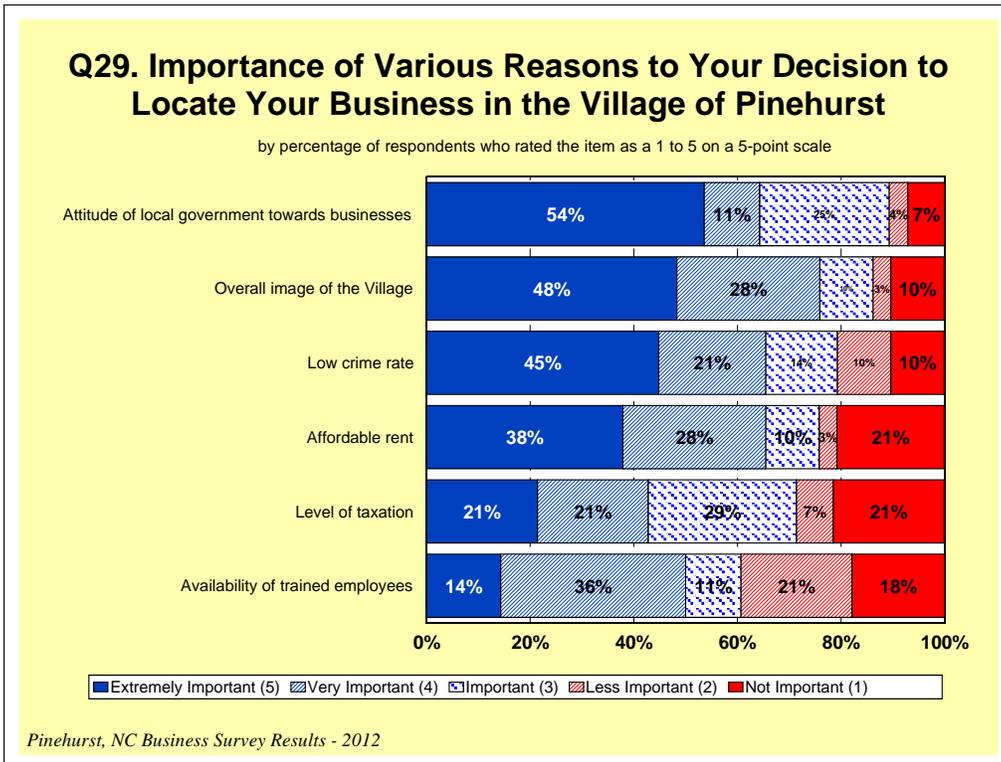
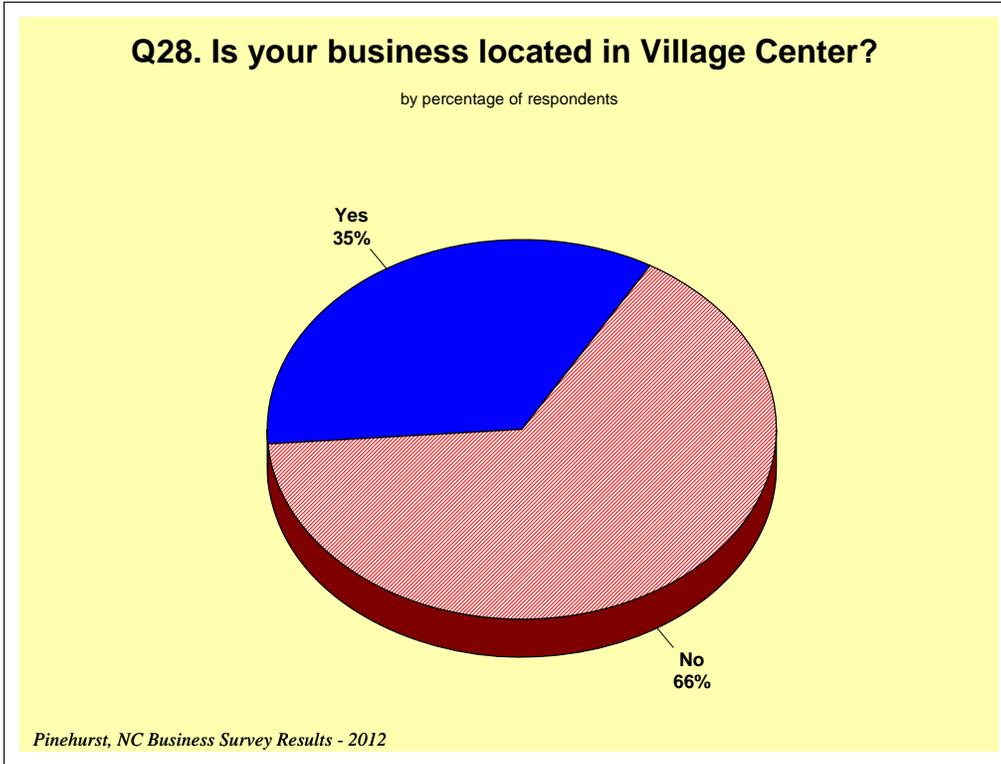
Q27. What percentage of your business comes from...?

by percentage of respondents

Moore County Residents
70%



Pinehurst, NC Business Survey Results - 2012



Section 2:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

Businesses of The Village of Pinehurst, NC

Overview

Today, community officials have limited resources which need to be targeted to activities that are of the most benefit to their businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to businesses; and (2) to target resources toward those services where businesses are the least satisfied.

The Importance-Satisfaction (IS) 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 rating is based on the concept that cities will maximize overall business satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of Businesses that indicated they were positively satisfied with the City'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 that the satisfaction ratings among service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation. Businesses were asked to identify the major categories of City services they thought should receive the most emphasis over the next two years, twenty-two percent (22%) ranked "Police Patrol" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Police Patrol” was ranked second overall with 45% rating “Police Patrol” as a “4” or a “5” on a 5-point scale excluding “Don’t know” responses. The I-S rating for “Police Patrol” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 22% was multiplied by 55% (1-0.55). This calculation yielded an I-S rating of **0.1210**, which was ranked third out of nine major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the Businesses select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

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

- if 100% of the Businesses were positively satisfied with the delivery of the service
- if none (0%) of the Businesses selected the service as one of the three most important areas for the City to emphasize over the next two years.

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 .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

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

Importance-Satisfaction Rating

Village of Pinhurst Businesses

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 -.20)</u>						
Police Emergency Response	18%	2	24%	3	0.1368	1
Fire Emergency Response	16%	3	21%	6	0.1264	2
Police Patrol	22%	1	45%	2	0.1210	3
<u>Medium Priority (IS <.10)</u>						
Streets and Grounds	10%	5	24%	4	0.0760	4
Fire Inspections	10%	4	55%	1	0.0450	5
Planning and Zoning	5%	6	20%	7	0.0400	6
Building Inspections	3%	7	21%	5	0.0237	7
Village Hall (General)	2%	8	14%	8	0.0172	8
Code Enforcement	1%	9	6%	9	0.0094	9

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

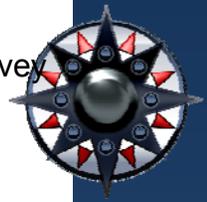
Most Important %:

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 receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't know'. Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

© 2012 DirectionFinder by ETC Institute



Importance-Satisfaction Matrix Analysis

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

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

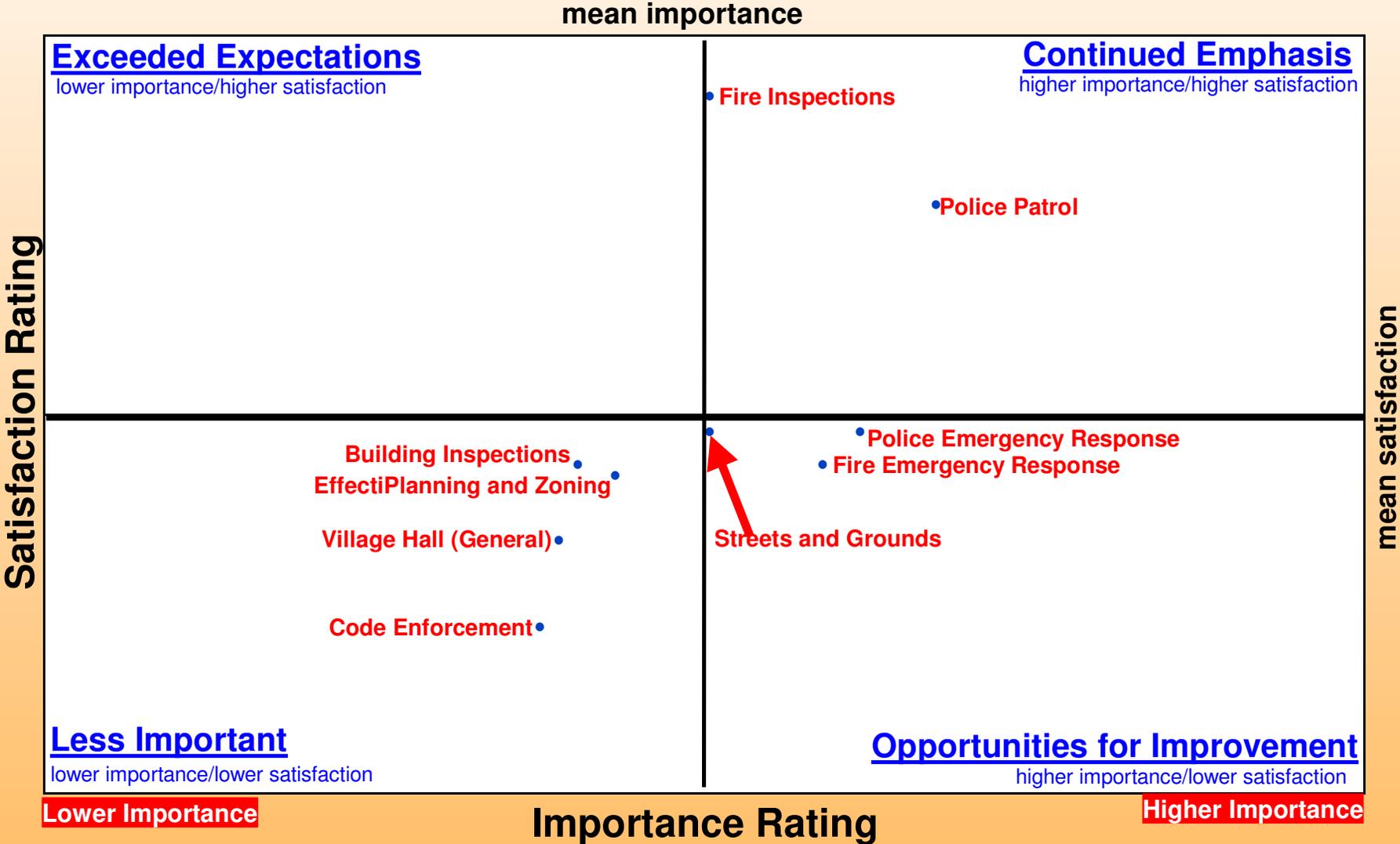
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Village is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Village should maintain (or slightly increase) emphasis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

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

2012 Village of Pinehurst Business 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)



Source: ETC Institute (2012)

Section 3:
Tabular Data,
Survey Instrument

1. Please indicate if your business has used the service or department listed below in the past year by selecting Yes or No.

	Yes	No	Response Count
Building Inspections	24.1% (7)	75.9% (22)	29
Fire Inspections	65.5% (19)	34.5% (10)	29
Planning and Zoning	27.6% (8)	72.4% (21)	29
Code Enforcement	10.3% (3)	89.7% (26)	29
Police Patrol	51.7% (15)	48.3% (14)	29
Police Emergency Response	24.1% (7)	75.9% (22)	29
Fire Emergency Response	17.2% (5)	82.8% (24)	29
Village Hall (General)	20.7% (6)	79.3% (23)	29
Streets & Grounds	25.0% (7)	75.0% (21)	28
		answered question	29
		skipped question	0

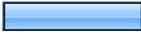
2. Of the above listed services your business has utilized in the past year, please rate the service or department on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Rating Average	Response Count
Building Inspections	13.8% (4)	6.9% (2)	75.9% (22)	3.4% (1)	0.0% (0)	3.31	29
Fire Inspections	41.4% (12)	13.8% (4)	41.4% (12)	0.0% (0)	3.4% (1)	3.90	29
Planning and Zoning	17.2% (5)	3.4% (1)	72.4% (21)	0.0% (0)	6.9% (2)	3.24	29
Code Enforcement	3.4% (1)	3.4% (1)	82.8% (24)	0.0% (0)	10.3% (3)	2.90	29
Police Patrol	34.5% (10)	10.3% (3)	51.7% (15)	0.0% (0)	3.4% (1)	3.72	29
Police Emergency Response	24.1% (7)	0.0% (0)	72.4% (21)	0.0% (0)	3.4% (1)	3.41	29
Fire Emergency Response	20.7% (6)	0.0% (0)	75.9% (22)	0.0% (0)	3.4% (1)	3.34	29
Village Hall (General)	6.9% (2)	6.9% (2)	82.8% (24)	0.0% (0)	3.4% (1)	3.14	29
Streets & Grounds	17.2% (5)	6.9% (2)	69.0% (20)	3.4% (1)	3.4% (1)	3.31	29
answered question							29
skipped question							0

3. Which THREE of the services or Village departments listed above are the most important to your business?

	1	2	3	Response Count
Building Inspections	33.3% (1)	66.7% (2)	0.0% (0)	3
Fire Inspections	10.0% (1)	50.0% (5)	40.0% (4)	10
Planning & Zoning	60.0% (3)	20.0% (1)	20.0% (1)	5
Code Enforcement	0.0% (0)	100.0% (1)	0.0% (0)	1
Police Patrol	54.5% (12)	18.2% (4)	27.3% (6)	22
Police Emergency Response	16.7% (3)	55.6% (10)	27.8% (5)	18
Fire Emergency Response	25.0% (4)	31.3% (5)	43.8% (7)	16
Village Hall (General)	50.0% (1)	0.0% (0)	50.0% (1)	2
Streets & Grounds	40.0% (4)	10.0% (1)	50.0% (5)	10
answered question				29
skipped question				0

4. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is:

		Response Percent	Response Count
Significantly higher than your expectations		6.9%	2
Higher than your expectations		20.7%	6
Meets your expectations		51.7%	15
Below your expectations		10.3%	3
Significantly below your expectations		3.4%	1
Don't know/Unsure		6.9%	2
		answered question	29
		skipped question	0

5. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please indicate how satisfied your business is with the Village in the following areas:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know	Rating Average	Response Count
Efforts to retain existing businesses in VOP	6.9% (2)	27.6% (8)	24.1% (7)	20.7% (6)	3.4% (1)	17.2% (5)	4.17	
Efforts to attract new businesses to VOP	6.9% (2)	34.5% (10)	27.6% (8)	17.2% (5)	3.4% (1)	10.3% (3)	3.86	
Supporting business growth and development	6.9% (2)	31.0% (9)	34.5% (10)	13.8% (4)	3.4% (1)	10.3% (3)	3.86	
Night time lighting so customers feel safe	10.3% (3)	27.6% (8)	37.9% (11)	17.2% (5)	0.0% (0)	6.9% (2)	3.72	
Availability of employee and customer parking around your business	13.8% (4)	37.9% (11)	20.7% (6)	10.3% (3)	6.9% (2)	10.3% (3)	4.03	
Road conditions	13.8% (4)	44.8% (13)	31.0% (9)	10.3% (3)	0.0% (0)	0.0% (0)	3.62	
Condition of sidewalks	17.2% (5)	34.5% (10)	27.6% (8)	13.8% (4)	6.9% (2)	0.0% (0)	3.41	
Creating and promoting special events	13.8% (4)	41.4% (12)	37.9% (11)	3.4% (1)	0.0% (0)	3.4% (1)	3.86	
Historic preservation efforts	22.2% (6)	40.7% (11)	29.6% (8)	3.7% (1)	0.0% (0)	3.7% (1)	4.04	
Cleanliness of streets	25.0% (7)	50.0% (14)	25.0% (7)	0.0% (0)	0.0% (0)	0.0% (0)	4.00	
Landscape maintenance in rights of way and public areas	37.0% (10)	44.4% (12)	11.1% (3)	3.7% (1)	3.7% (1)	0.0% (0)	4.07	
answered question								
skipped question								

6. Several items that may influence your business's perceptions of the Village of Pinehurst are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know	Rating Average	Response Count
Overall image of the Village	20.7% (6)	55.2% (16)	10.3% (3)	13.8% (4)	0.0% (0)	0.0% (0)	3.83	
Overall quality of life	37.9% (11)	48.3% (14)	13.8% (4)	0.0% (0)	0.0% (0)	0.0% (0)	4.24	
Overall feeling of safety during the daytime	62.1% (18)	31.0% (9)	6.9% (2)	0.0% (0)	0.0% (0)	0.0% (0)	4.55	
Overall feeling of safety during the evening/night-time	37.9% (11)	51.7% (15)	6.9% (2)	3.4% (1)	0.0% (0)	0.0% (0)	4.24	
answered question								
skipped question								

7. Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers?

		Response Percent	Response Count
Very likely		34.5%	10
Likely		31.0%	9
Somewhat likely		6.9%	2
Not likely		17.2%	5
Not likely at all		0.0%	0
Don't know/Unsure		10.3%	3
answered question			29
skipped question			0

8. Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?

		Response Percent	Response Count
Better		31.0%	9
No change, but good		27.6%	8
No change, but poor		10.3%	3
Worse		13.8%	4
Don't know/Unsure		17.2%	5
answered question			29
skipped question			0

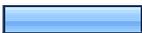
9. Overall, how would you rate the Village of Pinehurst customer service? Would you say it is:

		Response Percent	Response Count
Very good		37.9%	11
Good		41.4%	12
Poor		0.0%	0
Very poor		0.0%	0
Don't know/Unsure		20.7%	6
answered question			29
skipped question			0

10. Thinking about your most recent contact with Village government staff, please rate your experience on the following scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know	Rating Average	Response Count
Village staff was responsive to my needs.	37.9% (11)	37.9% (11)	13.8% (4)	0.0% (0)	3.4% (1)	6.9% (2)	4.48	29
Village staff was competent and professional.	37.9% (11)	31.0% (9)	20.7% (6)	0.0% (0)	3.4% (1)	6.9% (2)	4.41	29
Village staff was courteous.	41.4% (12)	34.5% (10)	13.8% (4)	0.0% (0)	0.0% (0)	10.3% (3)	4.79	29
The requests made by my business were processed in a timely manner.	37.9% (11)	31.0% (9)	17.2% (5)	0.0% (0)	6.9% (2)	6.9% (2)	4.34	29
Overall, I was satisfied with the experience I had contacting the Village.	31.0% (9)	37.9% (11)	20.7% (6)	0.0% (0)	3.4% (1)	6.9% (2)	4.34	29
answered question								29
skipped question								0

**11. Which of the following do you use to get information about the Village of Pinehurst?
(check all that apply)**

		Response Percent	Response Count
Village employees		37.9%	11
Village Newsletter		51.7%	15
Village website		37.9%	11
The Pilot newspaper		72.4%	21
The Fayetteville Observer		0.0%	0
Social media (Facebook, Twitter, etc.)		0.0%	0
The Aberdeen Times website		6.9%	2
Time Warner TV-14		3.4%	1
Quarterly Merchant Meetings		13.8%	4
Pinehurst Business Guild		20.7%	6
		answered question	29
		skipped question	0

12. Please indicate the best ways for the Village to communicate with your business to get important information to your business. (check all that apply)

		Response Percent	Response Count
Direct mail		51.7%	15
Village website		17.2%	5
Email		72.4%	21
Merchant meetings		27.6%	8
Brochures		3.4%	1
Personal calls and/or visits		27.6%	8
Newsletters		41.4%	12
	Other: (please specify)		0
	answered question		29
	skipped question		0

13. Have you visited the Village's website (www.vopnc.org) in the last 6 months?

		Response Percent	Response Count
Yes		51.7%	15
No		44.8%	13
Don't know/Unsure		3.4%	1
	answered question		29
	skipped question		0

**14. Overall, how satisfied would you say you were with the Village of Pinehurst website?
Would you say you were. . .**

		Response Percent	Response Count
Very satisfied		10.3%	3
Satisfied		27.6%	8
Neutral		27.6%	8
Dissatisfied		6.9%	2
Very dissatisfied		0.0%	0
Don't know/Unsure		27.6%	8
answered question			29
skipped question			0

15. Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor", please rate the Village website on the following characteristics:

	Very good	Good	Average	Poor	Very Poor	Don't know	Rating Average	Response Count
Easy to navigate	10.3% (3)	37.9% (11)	17.2% (5)	3.4% (1)	3.4% (1)	27.6% (8)	5.14	29
Informative content	13.8% (4)	34.5% (10)	24.1% (7)	3.4% (1)	0.0% (0)	24.1% (7)	5.03	29
Useful	10.3% (3)	37.9% (11)	20.7% (6)	6.9% (2)	0.0% (0)	24.1% (7)	4.97	29
answered question								29
skipped question								0

16. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please indicate how satisfied your business is with the Village in the following areas:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know	Rating Average	Response Count
Overall job of communicating with business owners	3.4% (1)	37.9% (11)	31.0% (9)	13.8% (4)	3.4% (1)	10.3% (3)	3.86	
Village's openness to hearing the concerns of your business	3.4% (1)	31.0% (9)	41.4% (12)	10.3% (3)	0.0% (0)	13.8% (4)	4.10	
Accessibility of staff to address your business concerns.	7.1% (2)	42.9% (12)	35.7% (10)	3.6% (1)	0.0% (0)	10.7% (3)	4.18	
answered question								
skipped question								

17. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please indicate how satisfied your business is with the following Village codes and ordinances:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know	Rating Average	Response Count
Zoning ordinances	3.4% (1)	34.5% (10)	37.9% (11)	10.3% (3)	0.0% (0)	13.8% (4)	4.14	
Business signage regulations	3.7% (1)	25.9% (7)	37.0% (10)	11.1% (3)	11.1% (3)	11.1% (3)	3.67	
Business parking regulations	3.6% (1)	39.3% (11)	39.3% (11)	3.6% (1)	3.6% (1)	10.7% (3)	4.00	
Historic District Guidelines	3.4% (1)	31.0% (9)	44.8% (13)	3.4% (1)	0.0% (0)	17.2% (5)	4.38	
answered question								
skipped question								

18. Using a scale of 1 to 3, where 3 means "About the Right Amount" and 1 means "Too Much", please indicate how satisfied your business is with the following:

	About the Right Amount	Too Little	Too Much	Don't Know	Rating Average	Response Count
Effort put forth by the Village to regulate development.	46.4% (13)	14.3% (4)	14.3% (4)	25.0% (7)	4.07	28
Effort put forth by the Village for historic preservation.	51.7% (15)	10.3% (3)	17.2% (5)	20.7% (6)	3.79	29
answered question						29
skipped question						0

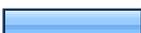
19. Using a scale of 1 to 3, where 3 means "About the Right Amount" and 1 means "Too Many", please indicate if you feel there are an appropriate amount of the following in the Village Center:

	About the Right Amount	Too Few	Too Many	Don't Know	Rating Average	Response Count
Restaruants	65.5% (19)	24.1% (7)	6.9% (2)	3.4% (1)	2.83	29
Evening entertainment venues	31.0% (9)	44.8% (13)	6.9% (2)	17.2% (5)	3.45	29
Cultural activities (live music, art festivals, etc.)	37.9% (11)	44.8% (13)	3.4% (1)	13.8% (4)	3.31	29
Family friendly activities (movies in the park, etc.)	24.1% (7)	41.4% (12)	3.4% (1)	31.0% (9)	4.38	29
Major special events (Holly Arts and Crafts Festival, parades, etc.)	62.1% (18)	13.8% (4)	10.3% (3)	13.8% (4)	3.48	29
answered question						29
skipped question						0

20. Please indicate how satisfied you are with the way the Village handles events that attract large crowds to the Village (considering the needs of businesses, addressing noise and disturbance issues, etc.)?

		Response Percent	Response Count
Very satisfied		27.6%	8
Satisfied		41.4%	12
Neutral		10.3%	3
Dissatisfied		6.9%	2
Very dissatisfied		6.9%	2
Don't Know/Unsure		6.9%	2
answered question			29
skipped question			0

21. For your business, what is your level of satisfaction with the value you receive for the portion of your property taxes that you pay either directly or included in your rent?

		Response Percent	Response Count
Very satisfied		6.9%	2
Satisfied		20.7%	6
Neutral		34.5%	10
Dissatisfied		13.8%	4
Very dissatisfied		6.9%	2
Don't know/Unsure		17.2%	5
answered question			29
skipped question			0

22. Please indicate the primary business category for your business:

		Response Percent	Response Count
Retail		13.8%	4
Restaurants and Food Services		6.9%	2
Inn		3.4%	1
Professional, Scientific, and Technical Services		13.8%	4
Financial and Insurance		3.4%	1
Real Estate and Rental Leasing		10.3%	3
Health Care and Social Assistance		17.2%	5
Arts, Entertainment, and Recreation		3.4%	1
Other		27.6%	8
		answered question	29
		skipped question	0

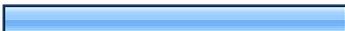
23. How many full-time and part-time employees does your business currently employ?

		Response Percent	Response Count
# of full-time employees:		100.0%	29
# of part-time employees:		86.2%	25
		answered question	29
		skipped question	0

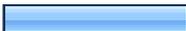
24. How many years have you been in operation in the Village Center?

		Response Percent	Response Count
0 - 5 years		20.7%	6
6 - 10 years		17.2%	5
11 - 15 years		17.2%	5
16 - 20 years		13.8%	4
20 + years		31.0%	9
		answered question	29
		skipped question	0

25. Do you own or lease your facilities?

		Response Percent	Response Count
Own		51.7%	15
Lease		48.3%	14
		answered question	29
		skipped question	0

26. Are you a member of the Pinehurst Business Guild?

		Response Percent	Response Count
Yes		27.6%	8
No		72.4%	21
		answered question	29
		skipped question	0

27. Are you a member of the Moore County Chamber of Commerce?

		Response Percent	Response Count
Yes		31.0%	9
No		69.0%	20
answered question			29
skipped question			0

28. What percentage of your business comes from (Note: the total should equal 100%):

		Response Percent	Response Count
Moore County residents		100.0%	29
Visitors to Moore County		75.9%	22
answered question			29
skipped question			0

29. Is your business located in the Village Center?

		Response Percent	Response Count
Yes		34.5%	10
No		65.5%	19
answered question			29
skipped question			0

30. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important", please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst:

	Extremely Important	Very Important	Important	Less Important	Not Important	Rating Average	Response Count
Overall image of the Village	48.3% (14)	27.6% (8)	10.3% (3)	3.4% (1)	10.3% (3)	4.00	29
Low crime rate	44.8% (13)	20.7% (6)	13.8% (4)	10.3% (3)	10.3% (3)	3.79	29
Availability of trained employees	14.3% (4)	35.7% (10)	10.7% (3)	21.4% (6)	17.9% (5)	3.07	28
Level of taxation	21.4% (6)	21.4% (6)	28.6% (8)	7.1% (2)	21.4% (6)	3.14	28
Affordable rent	37.9% (11)	27.6% (8)	10.3% (3)	3.4% (1)	20.7% (6)	3.59	29
Attitude of local government towards businesses	53.6% (15)	10.7% (3)	25.0% (7)	3.6% (1)	7.1% (2)	4.00	28
					answered question		29
					skipped question		0

31. Please write additional comments that you would like to share with Village officials in the space below:

	Response Count
	11
answered question	11
skipped question	18



2012 Village of Pinehurst Business Satisfaction 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 business concerns. If you have questions, please contact **Natalie Dean, Assistant Village Manager** at (910) 295-1900 or at ndean@vopnc.org.

COMMUNITY SERVICE SATISFACTION

- Please indicate if your business has used the service or department listed below in the past year. If your business has used the service, please rate the service or department on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Has your business used this service or department in the past two years?		Service/Program	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	YES NO	Building Inspections	5	4	3	2	1	9
B.	YES NO	Fire Inspections	5	4	3	2	1	9
C.	YES NO	Planning and Zoning	5	4	3	2	1	9
D.	YES NO	Code Enforcement	5	4	3	2	1	9
E.	YES NO	Police Patrol	5	4	3	2	1	9
F.	YES NO	Police Emergency Response	5	4	3	2	1	9
G.	YES NO	Fire Emergency Response	5	4	3	2	1	9
H.	YES NO	Village Hall (General)	5	4	3	2	1	9
I.	YES NO	Streets & Grounds	5	4	3	2	1	9

- Which THREE of the services or Village departments listed above are the most important to your business?
 1st: _____ 2nd: _____ 3rd: _____
- In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is:

_____ (01) Significantly higher than your expectations _____ (02) Higher than your expectations _____ (03) Meets your expectations	_____ (04) Below your expectations _____ (05) Significantly below your expectations _____ (09) Don't know/Unsure
--	--

4. Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, please indicate how satisfied your business is with the Village in the following areas:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Efforts to retain existing businesses in VOP	5	4	3	2	1	9
B.	Efforts to attract new businesses to VOP	5	4	3	2	1	9
C.	Supporting business growth and development	5	4	3	2	1	9
D.	Night time lighting so customers feel safe	5	4	3	2	1	9
E.	Availability of employee and customer parking around your business	5	4	3	2	1	9
F.	Road conditions	5	4	3	2	1	9
G.	Condition of sidewalks	5	4	3	2	1	9
H.	Creating and promoting special events	5	4	3	2	1	9
I.	Historic preservation efforts	5	4	3	2	1	9
J.	Cleanliness of streets	5	4	3	2	1	9
K.	Landscape maintenance in rights of way and public areas	5	4	3	2	1	9

PERCEPTIONS OF THE VILLAGE

5. Several items that may influence your business’s perceptions of the Village of Pinehurst are listed below. Please rate each item on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall image of the Village	5	4	3	2	1	9
B.	Overall quality of life	5	4	3	2	1	9
C.	Overall feeling of safety during the daytime	5	4	3	2	1	9
D.	Overall feeling of safety during the evening/night-time	5	4	3	2	1	9

6. Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers?

_____ (01) Very likely

_____ (02) Likely

_____ (03) Somewhat likely

_____ (04) Not likely

_____ (05) Not likely at all

_____ (09) Don't know/Unsure

7. Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?

_____ (01) Better

_____ (02) No change, but good

_____ (03) No change, but poor

_____ (04) Worse

_____ (09) Don't know/Unsure

CUSTOMER SERVICE AND COMMUNICATION

8. Overall, how would you rate the Village of Pinehurst customer service? Would you say it is:

- (01) Very good
 (02) Good
 (03) Poor

- (04) Very poor
 (09) Don't know/Unsure

9. Thinking about your most recent contact with Village government staff, please rate your experience on the following scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

		Strongly				Strongly	Don't
		Agree	Agree	Neutral	Disagree	Disagree	Know
A.	Village staff was responsive to my needs.	5	4	3	2	1	9
B.	Village staff was competent and professional.	5	4	3	2	1	9
C.	Village staff was courteous.	5	4	3	2	1	9
D.	The requests made by my business were processed in a timely manner.	5	4	3	2	1	9
E.	Overall, I was satisfied with the experience I had contacting the Village.	5	4	3	2	1	9

10. Which of the following do you use to get information about the Village of Pinehurst? (check all that apply)

- (01) Village employees
 (02) Village Newsletter
 (03) Village website
 (04) The Pilot newspaper
 (05) The Fayetteville Observer
 (06) Social media (Facebook, Twitter, etc.)
 (07) The Aberdeen Times website
 (08) Time Warner TV-14
 (09) Quarterly Merchant Meetings
 (10) Pinehurst Business Guild

11. Please indicate the best ways for the Village to communicate with your business to get important information to your business. (check all that apply)

- (01) Direct mail
 (02) Village website
 (03) Email
 (04) Merchant meetings
 (05) Brochures
 (06) Personal calls and/or visits
 (07) Newsletters
 (08) Other: _____

12. Have you visited the Village's website (www.vopnc.org) in the last 6 months?

- (01) Yes
 (02) No
 (09) Don't know/Unsure

13. Overall, how satisfied would you say you were with the Village of Pinehurst website? Would you say you were...

- | | |
|---------------------------|------------------------------|
| _____ (01) Very satisfied | _____ (04) Dissatisfied |
| _____ (02) Satisfied | _____ (05) Very dissatisfied |
| _____ (03) Neutral | _____ (09) Don't know/Unsure |

14. Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor", please rate the Village website on the following characteristics:

		Very Good	Good	Average	Poor	Very Poor	Don't Know
A.	Easy to navigate	5	4	3	2	1	9
B.	Informative content	5	4	3	2	1	9
C.	Useful	5	4	3	2	1	9

15. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please indicate how satisfied your business is with the Village in the following areas:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall job of communicating with business owners	5	4	3	2	1	9
B.	Village's openness to hearing the concerns of your business	5	4	3	2	1	9
C.	Accessibility of staff to address your business concerns	5	4	3	2	1	9

COMMUNITY DEVELOPMENT

16. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please indicate how satisfied your business is with the following Village codes and ordinances:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Zoning ordinances	5	4	3	2	1	9
B.	Business signage regulations	5	4	3	2	1	9
C.	Business parking regulations	5	4	3	2	1	9
D.	Historic District Guidelines	5	4	3	2	1	9

17. Using a scale of 1 to 3, where 3 means “About the Right Amount” and 1 means “Too Much”, please indicate how satisfied your business is with the following:

		About the Right Amount	Too Little	Too Much	Don't Know
A.	Effort put forth by the Village to regulate development	3	2	1	9
B.	Effort put forth by the Village for historic preservation	3	2	1	9

CULTURE/ENTERTAINMENT

18. Using a scale of 1 to 3, where 3 means “About the Right Amount” and 1 means “Too Many”, please indicate if you feel there are an appropriate amount of the following in the Village Center:

		About the Right Amount	Too Few	Too Many	Don't Know
A.	Restaurants	3	2	1	9
B.	Evening entertainment venues	3	2	1	9
C.	Cultural activities (live music, art festivals, etc.)	3	2	1	9
D.	Family friendly activities (movies in the park, etc.)	3	2	1	9
E.	Major special events (Holly Arts and Crafts Festival, parades, etc.)	3	2	1	9

19. Please indicate how satisfied you are with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues, etc.)?

_____ (01) Very satisfied

_____ (02) Satisfied

_____ (03) Neutral

_____ (04) Dissatisfied

_____ (05) Very dissatisfied

_____ (09) Don't know/Unsure

TAXES

20. For your business, what is your level of satisfaction with the value you receive for the portion of your property taxes that you pay either directly or included in your rent?

_____ (01) Very satisfied

_____ (02) Satisfied

_____ (03) Neutral

_____ (04) Dissatisfied

_____ (05) Very dissatisfied

_____ (09) Don't know/Unsure

DEMOGRAPHIC/OTHER INFORMATION

21. Please indicate the primary business category for your business:

- | | |
|--|---|
| <input type="checkbox"/> (01) Retail | <input type="checkbox"/> (05) Financial and Insurance |
| <input type="checkbox"/> (02) Restaurants and Food Services | <input type="checkbox"/> (06) Real Estate and Rental Leasing |
| <input type="checkbox"/> (03) Inn | <input type="checkbox"/> (07) Health Care and Social Assistance |
| <input type="checkbox"/> (04) Professional, Scientific, and Technical Services | <input type="checkbox"/> (08) Arts, Entertainment, and Recreation |
| | <input type="checkbox"/> (09) Other |

22. How many full-time and part-time employees does your business currently employ?

of full-time employees: _____

of part-time employees: _____

23. How many years have you been in operation in the Village Center?

- | | |
|---|---|
| <input type="checkbox"/> (01) 0-5 years | <input type="checkbox"/> (04) 16-20 years |
| <input type="checkbox"/> (02) 6-10 years | <input type="checkbox"/> (05) 20+ years |
| <input type="checkbox"/> (03) 11-15 years | |

24. Do you own or lease your facilities?

- | | |
|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> (01) Own | <input type="checkbox"/> (02) Lease |
|-----------------------------------|-------------------------------------|

25. Are you a member of the Pinehurst Business Guild?

- | | |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> (01) Yes | <input type="checkbox"/> (02) No |
|-----------------------------------|----------------------------------|

26. Are you a member of the Moore County Chamber of Commerce?

- | | |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> (01) Yes | <input type="checkbox"/> (02) No |
|-----------------------------------|----------------------------------|

27. What percentage of your business comes from (Note: The total should equal 100%):

- | |
|--|
| <input type="checkbox"/> (01) Moore County residents |
| <input type="checkbox"/> (02) Visitors to Moore County |

28. Is your business located in the Village Center?

- | | |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> (01) Yes | <input type="checkbox"/> (02) No |
|-----------------------------------|----------------------------------|

29. Using a scale of 1 to 5, where 5 means “Extremely Important” and 1 means “Not Important”, please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst:

		Extremely Important	Very Important	Important	Less Important	Not Important
A.	Overall image of the Village	5	4	3	2	1
B.	Low crime rate	5	4	3	2	1
C.	Availability of trained employees	5	4	3	2	1
D.	Level of taxation	5	4	3	2	1
E.	Affordable rent	5	4	3	2	1
F.	Attitude of local government towards businesses	5	4	3	2	1

OPTIONAL

Please write additional comments that you would like to share with Village officials in the space below:

This concludes the survey. Thank you for your time!!!!

Please return your completed survey in the enclosed postage paid envelope addressed to:

Village of Pinehurst
 Attn: Natalie Dean
 395 Magnolia Road
 Pinehurst, NC 28374

Your responses will remain completely confidential and will be used to help guide improvements in Village services, allowing us to serve you better.