

## STATEMENT OF CONFIDENTIALITY AND OWNERSHIP

All of the analyses, findings, data, and recommendations contained within this report are the exclusive property of the Village of Pinehurst, North Carolina.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research and Public Policy maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the written consent of an authorized representative of the Village of Pinehurst.

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# 1 INTRODUCTION

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The Center for Research & Public Policy (CRPP) is pleased to present the results of a Community Planning Survey conducted among residents of Pinehurst, North Carolina.

The survey was designed to provide resident input on quality of life, transportation, village and residential development, community facilities, utility issues, open space, parks and greenways, streetlighting, ETJ Buildout, fiscal and other issues affecting the Village.

The research study included a comprehensive telephone survey. Interviews were conducted among residents of Pinehurst by phone. CRPP, working together with Pinehurst officials, designed the survey instrument to be used when calling residents of Pinehurst.

This report summarizes information collected from telephone surveys conducted November 9 – November 16, 2009.

The survey instrument employed in the Community Planning Survey included the following areas for investigation:

- Views of quality of life in Pinehurst;
- Perception of local roads, transportation and traffic issues;
- Views on Village Center and residential development;
- Perception of Pinehurst's need for community facilities;
- Utility issues;
- Views on Parks and Greenways;
- Views on ETJ Buildout;
- Views on street lighting throughout Pinehurst;
- Perception of open space;
- Fiscal issues;
- Views on other issues affecting Pinehurst; and
- Demographics.

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings for the residential telephone surveys - a narrative account of the data.

Section V is an Appendix to the report containing a crosstabulation table, a copy of the survey instrument, and the composite aggregate data.

## METHODOLOGY

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Using a quantitative research design, CRPP completed 400 interviews among residents of Pinehurst.

All telephone interviews were conducted between November 9 and November 16, 2009.

Survey input was provided by officials of the Village of Pinehurst.

CRPP utilized a “super random digit” sampling procedure, which derives a working telephone sample of both listed and unlisted telephone numbers. This method of sample selection eliminates any bias toward only listed telephone numbers. Additionally, this process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame. Cell phone only households were also included in the sampling.

Sample was generated proportional to population contribution.

One survey instrument was used to elicit information from all Pinehurst residents. Respondents qualified for the survey if they confirmed they were heads of households, at least twenty-five years of age, and were current residents of Pinehurst.

Training of telephone researchers and pre-test of the survey instrument occurred November 9, 2009.

All facets of the study were completed by CRPP’s senior staff and researchers. These aspects include: survey design, pre-test, computer programming, fielding, coding, editing, data entry, verification, validation and logic checks, computer analysis, analysis, and report writing.

Completion rates are a critical aspect of any telephone research survey research. Because one group of people might be easier to reach than another group, it is important that concentrated efforts are made to reach all groups to an equal degree.

A high completion rate means that a high percentage of the residents within the original sample were actually contacted, and the resulting sample is not biased toward one potential audience. CRPP maintained an **81%** completion rate on all calls made during this Community Planning Survey. And, a high completion rate, many times indicates an interest in the topic.

Statistically, a sample of 400 surveys represents a margin for error of +/-5.0% at a 95% confidence level.

In theory, a sample of Pinehurst residents will differ no more than +/-5.0% than if all Pinehurst residents were contacted and included in the survey. That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate the larger population values within plus or minus +/-5.0% -- 95 out of 100 times.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of "sampling error." Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event, based on known probabilities.

Each qualified household within Pinehurst had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

# HIGHLIGHTS

## GENERAL

- When asked, the top five reasons cited for choosing to live in Pinehurst included the following: overall character (35.8% in 2009 from 38.6% in 2002), recreation amenities such as golf course/resort (24.0% in 2009 from 39.8% in 2002), location (24.0% in 2009 from 33.6% in 2002), specific character such as house/neighborhood (16.3% in 2009 from 9.2% in 2002) and cost of living (7.6% in 2009).
- “Small quiet/quaint town” was the characteristic residents “liked the most about Pinehurst” (37.3%), while “increased traffic” was the characteristic “disliked the most” (11.3% of respondents).
- Impressively, 99.0% (from 99.5% in 2002) of survey respondents continued to report the overall quality of life in Pinehurst as being either “very good” (75.3% in 2009 from 85.6% in 2002) or “good” (23.8% in 2009 from 13.9% in 2002).
- Water supply/water restrictions, among 62 issues named, was viewed as the “issue or problem of most concern” (28.5% in 2009 from 34.1% in 2002). This was followed by overpopulation/over-development/growth (19.5% in 2009 from 38.3% in 2002) and increased traffic (7.5% in 2009 from 14.4% in 2002).

## VILLAGE CENTER

- In declining order, respondents reported the following as their main reason for visiting the Village Center: restaurants (33.3%), banks (15.0%), post office (12.5%), retail stores (12.3%), library (10.0%) and other (14.3%).
- More than three-fifths of all respondents reported they either strongly agreed or somewhat agreed with the following statements:
  - I think more should be done to invigorate the Village Center (64.5%)
  - I support the Village’s efforts to explore possible changes or enhancements to the Village Green (64.0%)
  - I would visit the Village Center more often if there were more businesses and other activities located there (61.3%)
  - I wish we could provide more parking in the Village Center area (61.0%)
- In addition, more than half of all respondents reported they either strongly agreed or somewhat agreed with the following statements:
  - The Village should improve the existing Sand Parking Lot next to the Village Green (59.3%)
  - I would support expansion of the Village Center areas to provide more businesses and other activities (55.5%)
  - I would support parking time limits for on-street parking spaces in the Village Center (50.5%)

- Retail stores (out of 52 different suggestions) was named most frequently by survey respondents as the one thing which might encourage them or others to visit the Village Center more often (21.5%).
- While 20.0% suggested leaving the Village Center “as is”/don’t want change, when asked what businesses or other activities they would like to see encouraged in the Village Center survey respondents reported the following responses most frequently:
  - Restaurants (24.3% in 2009 from 23.9% in 2002)
  - Specialty food store/grocery store (14.3% in 2009 from 9.5% in 2002)
  - Book store (13.0% in 2009 from 8.7% in 2002)
  - Retail stores (11.5% in 2009 from 20.9% in 2002)
- While more than two-thirds of all respondents, 68.3%, suggested the Village is “doing enough” to preserve the community character of the Village Center, nearly one-quarter, 24.3%, suggested the Village should be “doing more” to preserve the community character of the Village Center.

### COMMUNITY FACILITIES

- More than two-thirds of all respondents reported they either strongly agreed or somewhat agreed with the following statements:
  - Pinehurst has enough community and recreation facilities for older residents (77.3%)
  - The Given Memorial Library meets the needs of current and future residents (67.0%)
- In addition, more than two-fifths of all respondents reported they either strongly agreed or somewhat agreed with the following statements:
  - Swimming and aquatics needs of residents are being met in Pinehurst (53.3%)
  - Pinehurst needs a community center for residents of all ages (50.8%)
  - Pinehurst has enough community and recreation facilities for younger residents (42.3%)

### PARKS AND GREENWAYS

- After being read a number of statements about parks and greenways in Pinehurst, survey respondents provided mixed levels of agreement (those who provided either a strongly agree or somewhat agree response) for each of the following:
  - Pinehurst has enough parks today (81.8%)
  - Pinehurst should do more to extend the greenway trail system throughout the community for pedestrians and bicycles (68.0%)
  - I would use a greenway trail if it was nearby my house (64.8%)
  - I would be willing to pay more taxes to accelerate development of a greenway trail system (35.8%)

## ETJ/BUILDOUT

- While the majority of respondents surveyed, 44.5%, suggested needing more specific information before providing a response, more than one-quarter of respondents surveyed, 29.0%, suggested the strategy for Pinehurst should be to maintain its current borders and let growth in areas outside its jurisdiction be managed by others. Another 19.0% believe the strategy for Pinehurst should be to expand its jurisdiction in order to manage growth and impacts outside the current borders and 7.5% reported to be “unsure” at the time of the call.

## TRANSPORTATION

- More than three-fifths of all respondents reported traffic congestion is a problem on major roads in Pinehurst (60.8% in 2009 from 60.4% in 2002) and more sidewalks on main roads in residential neighborhoods are needed (64.3% in 2009).
- In addition, nearly three-quarters of all respondents, 71.5%, reported to either strongly agree or somewhat agree that more needs to be done to preserve the traffic circle in Pinehurst.
- When compared with results collected in the previous study, consistent percentages of respondents agreed they would walk or ride a bicycle more often if there was an improved trail system in Pinehurst (55.5% in 2009 from 55.0% in 2002) and speeding traffic is a concern on a lot of roads in Pinehurst (47.0% in 2009 from 45.5% in 2002).

## UTILITY ISSUES

- Three-quarters of all respondents surveyed reported they either strongly agreed or somewhat agreed with the following statements:
  - A regional water solution would benefit Pinehurst and its residents (78.0%)
  - I support the Village’s efforts to expand our water supply sources (74.5%)
- In addition, more than half of all respondents reported they either strongly agreed or somewhat agreed with the following statements:
  - I am satisfied with the way the sewer system is currently being maintained (65.0%)
  - I am satisfied with the way the water system is currently being maintained (62.8%)
  - Pinehurst needs to do more to address storm water drainage and runoff in the community (56.8%)



## FISCAL ISSUES

- When asked which services or activities they felt should be the highest priority for the Village, survey respondents reported the following in declining order:
  - Road maintenance (29.5%)
  - Drainage (25.3%)
  - Overall cleanliness, maintenance & beautification (25.0%)
  - Police (20.3%)
  - Fire (15.0%)
  - Refuse/Recycling (14.8%)
  - Civic and cultural events/activities (13.5%)
  - Recreation programs (10.0%)
  - Environmental initiatives (8.3%)
  - Code compliance (7.5%)
  - Outreach and communication to residents (5.0%)
  - Don't know/unsure (10.5%)

## STREET LIGHTING

- Mixed views existed among survey respondents with respect to strategies for streetlights. While two-fifths, 39.3%, believe that more streetlights should be installed only at intersections or where needed for safety, another 24.5% believe that more streetlights should be installed throughout Pinehurst in general. Remaining respondents reported no streetlights are needed (18.5%), that Pinehurst should leave streetlights the way they are but put reflectors in the pavement to identify intersections (13.8%) or “don't know/unsure” (4.0%).

## OTHER ISSUES

- Finally, more than half of all respondents either strongly agreed or somewhat agreed with the following statements:
  - I would like to have more concerts, festivals, and events in Pinehurst (70.8%)
  - Pinehurst should establish a street tree planting program to enhance the character of our neighborhoods (53.3%)

# SUMMARY OF FINDINGS

Readers are reminded that the following section summarizes statistics collected from telephone interview surveys conducted among 400 residents of Pinehurst, North Carolina.

## GENERAL

All Pinehurst residents were asked to report the reasons they decided to move to Pinehurst and top responses were “overall character” (35.8%), “recreation amenities” (24.0%), “location” (24.0%) and “specific character” (16.3%).

Multiple responses were accepted. The table below summarizes the top results as collected.

<i>Why did you choose to live in Pinehurst?</i>	<i>2002</i>	<i>2009</i>
Overall character (beautiful Village/beautiful area)	38.6%	35.8
Recreation amenities (golf courses, resort,)	39.8	24.0
Location (close to work/family)	33.6	24.0
Specific character (nice house, nice neighborhood)	9.2	16.3
Cost of living (affordable)	---	7.6
Hospital/health care facilities	---	6.3
Weather/climate	8.0	4.3
Born in Pinehurst	3.5	3.5
Retirement	5.2	2.3
People/Sense of community (community feeling)	16.4	1.6
School system	1.5	1.0
Safe	0.7	0.5
Low traffic/quiet	0.7	0.3
Horses	0.2	0.3
Housing affordability	4.2	---

For a complete list of reasons please refer to pages 39-40 of the Composite Data located in the Appendix section of this report.

In an open-ended format question, researchers asked respondents what they **liked** most about Pinehurst today. A total of 51 different responses were recorded.

The following table depicts the top ten most frequently cited responses.

<i>Like most about Pinehurst today</i>	<i>2002</i>	<i>2009</i>
Small quiet town/peace and quiet/small and quaint	27.9	37.3%
Friendly, "laid back" community/slow pace	28.1	24.0
Weather	8.2	11.8
Golf	12.7	11.0
Location – close to everything	4.7	10.3
Rural ambience/beauty	49.8	8.5
Safe	3.2	5.0
Everything	3.5	3.5
Cost of living/affordable	---	3.0
Good hospitals	---	3.0

For a complete list of responses please refer to pages 41-43 of the Composite Data located in the Appendix of this report.

Following, all respondents were asked what they **disliked** most about Pinehurst today. A total of 76 different responses were recorded.

The following table portrays the most frequently cited responses.

<i>Like least about Pinehurst today</i>	<i>2002</i>	<i>2009</i>
Nothing/Everything is fine	30.6%	23.0
Increased traffic	10.9	11.3
Disagreement between people and government/politics	6.5	6.3
Zoning laws are too strict/Planning & Zoning	4.5	6.0
Need a shopping mall/more shopping	6.7	5.3
Police Department	---	3.0
Over development/overpopulation/crowded	20.4	2.5
Lack of entertainment/activities	3.2	2.0
Pinehurst does not allow development/regulations	1.2	1.5
Not enough parking	1.0	1.3
Speeding vehicles/bad drivers/slow drivers	1.2	1.1
Hot weather	2.7	1.0
Need better maintenance and upkeep/fix roads	1.0	0.3
Spec houses	2.2	---

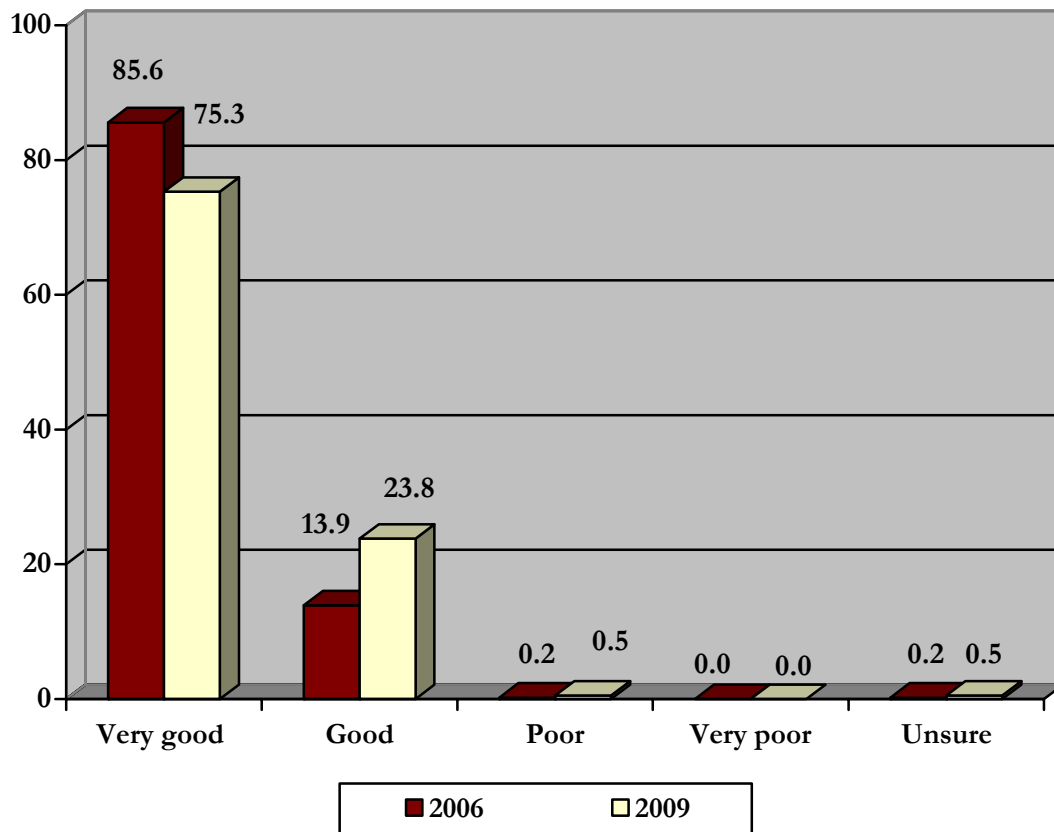
For a complete list of responses please refer to pages 44-46 of the Composite Data located in the Appendix of this report.

All residents were asked how they would rate the overall quality of life in Pinehurst.

As presented in the table below, the large majority, 99.0%, suggested quality life in Pinehurst is either very good (75.3%) or good (23.8%).

The chart below compares study results from 2002 with those collected in 2009.

**Overall quality of life in Pinehurst**



Researchers presented all residents interviewed with the following question: “*What do you see as the issues or problems facing the Village of Pinehurst that you are most concerned about today?*”

The following table presents the results for the most frequently cited responses out of the 62 responses collected.

<i>Issues or problems facing Pinehurst</i>	<i>2002</i>	<i>2009</i>
Water supply/water restrictions	34.1%	28.5
Overpopulation/over development/growth	38.3	19.5
Don't know/unsure	3.7	9.3
Increased traffic	14.4	7.5
Nothing/everything is fine	9.5	7.0
Keeping the historic homes/character/Village character	3.5	5.0
Disagreements between people and the government/politics	2.7	2.9
Lack of businesses/close too early	1.0	1.5
Increased cost of living/economy	1.7	1.0
Not enough shopping in town	1.5	1.0
Too many seniors – they run the town/need younger people	1.0	1.0
High taxes	1.2	0.8
Pinehurst does not allow for development/won't change	2.2	0.6
Keeping up services with the growth of town/need more retail	1.7	0.5
Storm water draining problems	1.2	0.5
Worsening of the school system	2.0	0.3
Lack of streetlights	1.0	---

For a complete list of responses please refer to pages 11-13 of the Composite Data located in the Appendix of this report.

## VILLAGE CENTER

Respondents were asked by researchers to think specifically about the Village Center and indicate on average, how often they have visited the commercial part of the Village Center over the past year.

As presented, one-quarter of respondents suggested having visited the Village Center “a few times per week” (26.0%).

<i>How often have you visited the commercial part of the Village Center over the past year?</i>	<i>2009</i>
Daily	12.0%
A few times per week	26.0
Once a week	17.8
A few times per month	21.0
Once a month	7.3
Rarely	14.0
Never	1.8
Don't know/unsure	0.3

When asked the main reason for visiting the Village Center, one-third of respondents, 33.3%, reported going to the Village Center to eat at one of the “restaurants.” This was followed by “banks” (15.0%) and “other (job, visit friends, walking, etc.)” (14.3%).

Detailed findings are presented in the table below.

<i>Reason for visiting Village Center</i>	<i>2009</i>
Restaurants	33.3%
Banks	15.0
Other (job, visit friends, walking, exercise, etc.)	14.3
Post Office	12.5
Retail Stores	12.3
Library	10.0
Don't know/unsure	2.0
Offices	0.8

Researchers read a list of statements related to the Village Center and asked respondents if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with each statement.

Between 50.0% and 65.0% of respondents strongly or somewhat agreed with each of the statements with the highest percentage of agreement being recorded for “I think more should be done to invigorate the Village Center” (64.5%).

The lowest level of agreement was recorded for “I would support parking limits for on-street parking spaces in the Village Center” (50.5%).

Cumulative totals for those who strongly or somewhat agreed are presented in the second column of the following table, while the cumulative totals for those who somewhat or strongly disagreed with each statement are presented in the final column.

<i>Statements about the Village Center</i>	<i>Strong and Somewhat Agree</i>	<i>Somewhat and Strongly Disagree</i>
I think more should be done to invigorate the Village Center	64.5%	29.8
I support the Village’s efforts to explore possible changes or enhancements to the Village Green	64.0	28.3
I would visit the Village Center more often if there were more businesses and other activities located there	61.3	36.8
I wish we could provide more parking in the Village Center area	61.0	33.6
The Village should improve the existing Sand parking lot next to the Village Green	59.3	27.6
I would support expansion of the Village Center area to provide for more businesses and other activities	55.5	38.8
I would support parking time limits for on-street parking spaces in the Village Center	50.5	40.8

In an open ended question, respondents were asked what might encourage them or others to visit the Village Center more often.

After “don’t know” responses (37.3%), more than one-fifth of respondents, 21.5%, reported they would visit the Village Center more often if there were more retail stores.

A total of 52 responses were provided with top responses being presented in the following table.

<b><i>What might encourage you or others to visit the Village Center more?</i></b>	<b><i>2009</i></b>
Don't know/unsure	37.3%
Retail stores	21.5
Nothing/satisfied	7.8
Restaurants	5.8
More community activities	4.5
More businesses	3.5
More/better parking	2.0
More diversity	1.0
Post office	1.0
More entertainment	1.0
Longer hours	1.0

Respondents were asked what businesses or other activities they would like to see encouraged in the Village Center area. Top responses included: “restaurants” (24.3%), “don’t want more” (20.0%) and “specialty food store/grocery store” (14.3%).

<b><i>What businesses or other activities would you like to see encouraged in the Village Center area?</i></b>	<b><i>2009</i></b>
Restaurants	24.3%
Don't want more	20.0
Specialty Food Store/ Grocery	14.3
Book Store	13.0
Other	12.9
Retail stores	11.5
Don't know/unsure	10.0
Theater	7.0
Pharmacy	6.3
Wine Store	6.3
Coffee Shop	4.8
Convenience Store	3.8
Barber/ Hair Salon	3.5
Deli	2.8
Shoe Repair	2.3
Dry Cleaner	2.0

For a complete list of “other” responses, please refer to pages 47-49 of the Composite Data set located in the Appendix of this report.



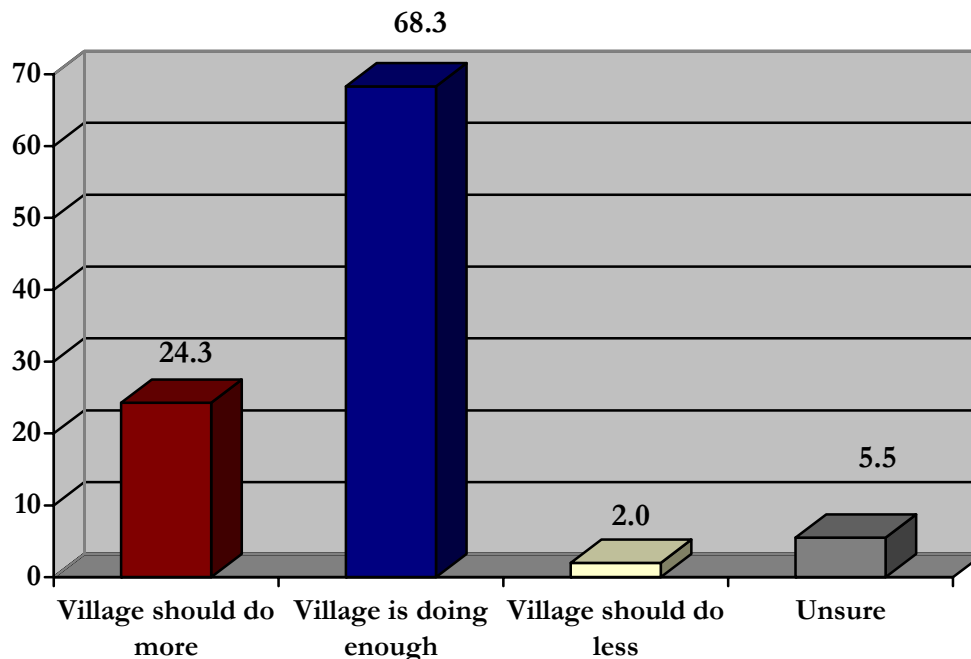
Respondents were then asked if they felt the Village was doing enough to preserve the “character” of the Village Center.

While more than two-thirds of respondents, 68.3%, reported “The Village is doing enough to preserve the community character of the Village Center,” another 24.3% felt the Village should be doing more to preserve the community character.

Results are compiled in the table below.

<i>Preserving the character of the Village Center</i>	<i>2009</i>
The Village should be doing more to preserve the community character of the Village Center	24.3%
The Village is doing enough to preserve the community character of the Village Center	68.3
The Village should do less to preserve the community character of the Village Center	2.0
Don't know/unsure	5.5

**Is the Village doing enough to preserve the "character" of the Village Center?**



## COMMUNITY FACILITIES

Respondents were read a list of statements related to community facilities and asked if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with each.

While 77.3% of respondents strongly or somewhat agreed with the statement “Pinehurst has enough community and recreation facilities for older residents,” only 42.3% strongly or somewhat agreed with the following statement: “Pinehurst has enough community and recreation facilities for younger residents.”

The following table presents cumulative totals for those who strongly or somewhat agreed in column two as well as cumulative totals for those who somewhat and strongly disagreed in the final column.

<i>Statements</i>	<i>Strongly and Somewhat Agree</i>	<i>Somewhat and Strongly Disagree</i>
Pinehurst has enough community and recreation facilities for older residents	77.3%	14.1
The Given Memorial Library meets the needs of current and future residents	67.0	21.8
Swimming and aquatics needs of residents are being met in Pinehurst	53.3	27.8
Pinehurst needs a community center for residents of all ages	50.8	39.8
Pinehurst has enough community and recreation facilities for younger residents	42.3	36.0

## PARKS AND GREENWAYS

Respondents were read statements about parks and greenways in Pinehurst and were asked if they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagree with each statement.

The majority of respondents, 81.8% strongly or somewhat agreed with the following statement: “Pinehurst has enough parks today.”

The following table presents cumulative totals for those who strongly or somewhat agreed (second column) as well as those who strongly and somewhat disagreed (final column).

<i>Statements</i>	<i>Strongly and Somewhat Agree</i>	<i>Strongly and Somewhat Disagree</i>
Pinehurst has enough parks today	81.8%	13.3
Pinehurst should do more to extend the greenway trail system throughout the community for pedestrians and bicycles	68.0	23.8
I would use a greenway trail if it was nearby my house	64.8	30.1
I would be willing to pay more taxes to accelerate development of a greenway trail system.	35.8	54.0

## ETJ/BUILDOUT

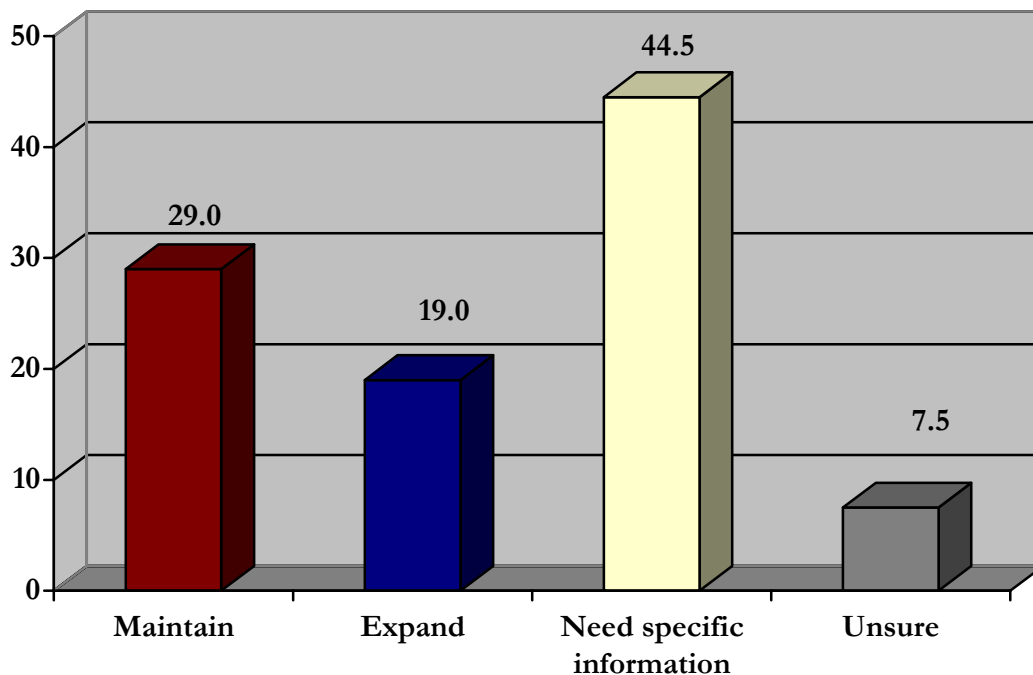
Respondents were read the following question: “Growth is happening nearby Pinehurst and some growth may affect the Village and its residents. In terms of future growth, do you feel the strategy should be:”

While more than two-fifths of respondents, 44.5%, reported they “would need more specific information before providing a response,” another 19.0% suggested Pinehurst should “Expand our jurisdiction in order to manage growth and impacts outside of our current borders.”

Results are presented in the table and chart below.

<i>Strategy for future growth</i>	<i>2009</i>
Maintain our current borders and let growth in areas outside our jurisdiction be managed by others	29.0%
Expand our jurisdiction in order to manage growth and impacts outside of our current borders	19.0
Would need more specific information before providing a response	44.5
Don't know/unsure	7.5

**Pinehurst strategy in terms of future growth should be...**



## TRANSPORTATION

Researchers provided respondents with a series of statements regarding transportation in Pinehurst, and asked if they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed with each.

The following table presents the cumulative totals recorded for strongly and somewhat agree responses for both 2002 and 2009.

Readers should note, wording was modified in 2009 for multiple questions. Where like questions exist, comparison data is provided below.

<i>Statements</i>	<i>2002 Strongly &amp; Somewhat Agree</i>	<i>2009 Strongly &amp; Somewhat Agree</i>
We need to preserve the traffic circle in Pinehurst	---%	71.5
We need more sidewalks on main roads in residential neighborhoods	---	64.3
Traffic congestion is a problem on major roads in Pinehurst	60.4	60.8
Pinehurst should push for a regional road system that diverts traffic around the Village	65.2	57.3
I would walk or ride a bicycle more often if there was an improved trail system in Pinehurst	55.0	55.5
Speeding traffic is a concern on a lot of roads in Pinehurst	45.5	47.0
Pinehurst should consider establishing a municipal transit system	---	39.0
The speed limits on all roads in Pinehurst should be reduced to 25 miles per hour/I would be willing to accept uniformly lower speed limits in Pinehurst	20.1	35.8
We should allow golf carts on more roads in Pinehurst	---	32.4
I favor alternative traffic controls (such as roundabouts over new signalized intersections)	48.5	---

## UTILITY ISSUES

Researchers presented survey respondents with five different statements regarding utility issues, and asked if they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed with each statement.

The table below depicts the cumulative totals for those providing strongly agree and somewhat agree responses (second column) as well as those providing somewhat disagree and strongly disagree responses (final column).

<i>Statements</i>	<i>Strongly &amp; Somewhat Agree</i>	<i>Somewhat &amp; Strongly Disagree</i>
A regional water solution would benefit Pinehurst and its residents	78.0%	6.8
I support the Village's efforts to expand our water supply sources	74.5	12.1
I am satisfied with the way the sewer system is currently being maintained.	65.0	18.3
I am satisfied with the way the water system is currently being maintained.	62.8	24.8
Pinehurst needs to do more to address storm water drainage and runoff in the community	56.8	18.0

## FISCAL ISSUES

Researchers read a list of services provided by the Village of Pinehurst and then asked which of the services or activities respondents felt should be the highest priority for the village.

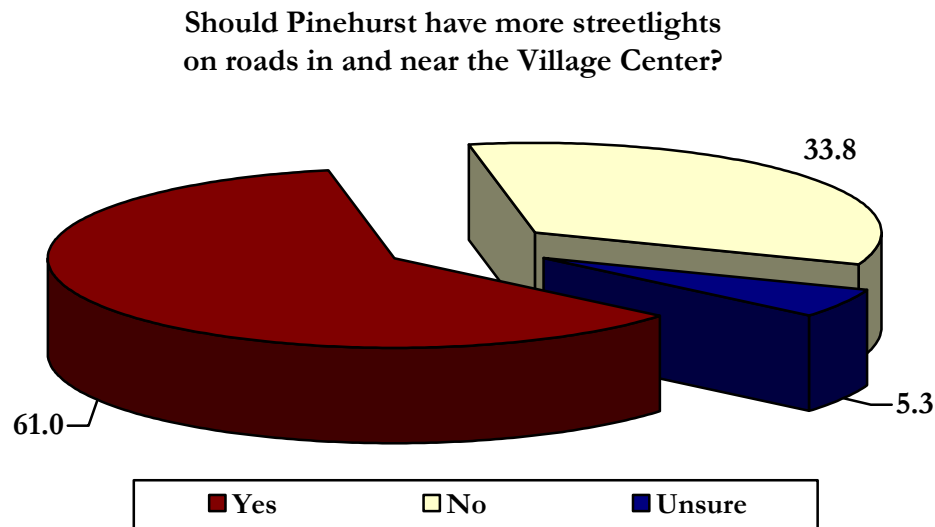
Detailed findings may be found in the table below.

<i>Highest priority amongst services provided</i>	<i>2009</i>
Road Maintenance	29.5%
Drainage	25.3
Overall cleanliness, maintenance & beautification	25.0
Police	20.3
Fire	15.0
Refuse/Recycling	14.8
Civic and cultural events and activities	13.5
Don't know/unsure	10.5
Recreation programs	10.0
Environmental initiatives	8.3
Code compliance	7.5
Other	5.1
Outreach and communication to residents	5.0

## STREET LIGHTING

Researchers read all respondents the following: *“Pinehurst presently has streetlights mostly in the Village Center area. Do you feel Pinehurst should have more streetlights on roads in and near the Village Center to encourage pedestrian activity?”*

While 61.0% of respondents suggested they feel Pinehurst should have more streetlights on roads in and near the Village Center, 33.8% did not feel more streetlights are necessary.



Researchers read the following: *“Some people have indicated they would like to have more streetlights in Pinehurst for driving and getting around at night. What do you think the Village’s strategy should be?”*

Two-fifths of respondents, 39.3%, think the Village’s strategy should be to “install more street lights but only at intersections and where needed for safety.”

Detailed findings may be found in the table below.

<i>Village’s strategy should be...</i>	<i>2009</i>
Install streetlights throughout Pinehurst	24.5%
Install more street lights but only at intersections and where needed for safety	39.3
Leave the street lights the way they are but put reflectors in the pavement to identify intersections	13.8
None, leave the street lights the way they are.	18.5
Don’t Know/Refused	4.0



## **OTHER ISSUES**

Respondents were read two statements and asked how strongly they supported each.

While a majority of respondents strongly or somewhat agreed with the statement “I would like to have more concerts, festivals, and events in Pinehurst” (70.8%), just over half, 53.3%, strongly or somewhat agreed with the statement “Pinehurst should establish a street tree planting program to enhance the character of our neighborhoods.”

The following table presents the results as collected.

<i>Statements</i>	<i>Strongly and Somewhat Agree</i>	<i>Strongly and Somewhat Disagree</i>
I would like to have more concerts, festivals, and events in Pinehurst	70.8%	24.0
Pinehurst should establish a street tree planting program to enhance the character of our neighborhoods	53.3	38.3

In an open-ended format question, respondents were asked to indicate any suggestions or thoughts they might have for improvements to the Village of Pinehurst which might benefit residents and visitors to the area.

A total of 74 responses were provided. The table below presents the top ten responses.

<i>Suggestions</i>	<i>2009</i>
None/satisfied	46.3%
Don't know/unsure	12.5
Maintain character	3.5
Improve Police Department	2.3
More family friendly activities	2.0
More retail	1.5
Fix streetlights	1.8
More pedestrian friendly sidewalks	1.5
Improve traffic	1.5
Water/sewer needs improvement	1.5

For detailed responses please refer to pages 32-35 of the Composite Data located in the Appendix section of this report.

## DEMOGRAPHICS

<i>Years living in Pinehurst</i>	<b>2002*</b>	<b>2009</b>
Less than two years	43.3%	2.3
Two to five years		16.5
Five to ten years		21.3
Ten to twenty years	40.3	30.5
More than twenty years	16.4	27.8

<i>Own your home?</i>	<b>2002</b>	<b>2009</b>
Yes	89.8%	95.5
No	10.0	3.3
Don't know/unsure	---	1.3

<i>Education</i>	<b>2002</b>	<b>2009</b>
High school graduate	11.4%	8.8
Some college	20.1	14.8
College graduate	44.3	46.8
Post graduate	23.6	24.3
Don't know/refused	---	5.5

<i>Current employment status</i>	<b>2009</b>
Working full-time	24.8%
Working part-time	6.0
Student	0.3
Retired	58.3
Unemployed – looking for work	0.3
Unemployed – not looking for work	1.3
Unemployed – unable to work because of disability	1.0
Homemaker	2.5
Don't know/unsure/other	5.8

<i>Age</i>	<i>2002*</i>	<i>2009</i>
25 to 34	7.2%	4.3
35 to 44	19.9	10.8
45 to 54		14.5
55 to 64	17.9	17.8
65 to 74	28.9	23.8
75 to 84	23.4	19.8
85 and older	1.5	8.5
Refused	1.5	0.8

\* Readers should not question was worded differently in 2002

<i>Gender</i>	<i>2002</i>	<i>2009</i>
Male	46.3%	46.8
Female	53.7	53.3

<i>Area you live in</i>	<i>2009</i>
Number 6	24.5%
Lake Area	22.5
Village Acres	9.8
Pinewild	9.3
Don't know/unsure	8.8
Morganton	7.3
Donald Ross Drive	6.5
Old Town	5.3
Number 7	4.3
ETJ area	2.0

# 5 APPENDIX

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## INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable”. This code is also used to classify ambiguous responses. In addition, the “DON’T KNOW/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.