

# *2013 Community Survey*

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## **FINAL Report**



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

conducted for  
The Village of  
**Pinehurst, North Carolina**

by

**ETC Institute**  
725 West Frontier  
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November, 2013

# Contents

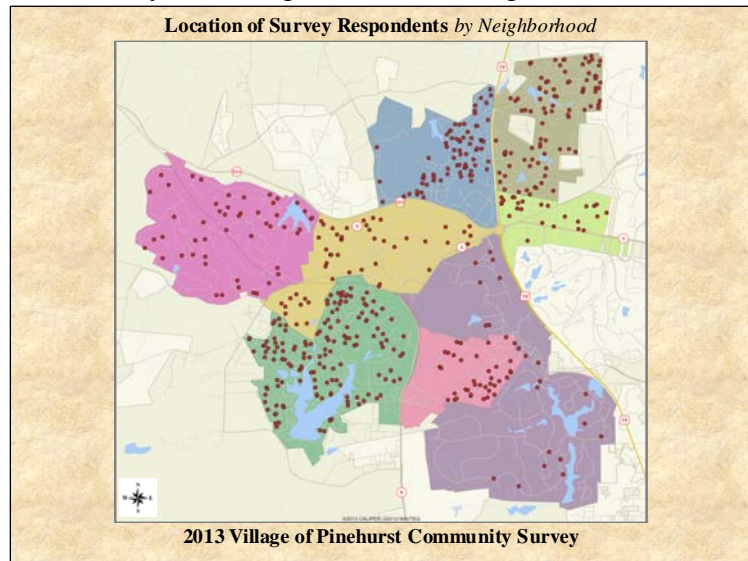
Executive Summary.....	i
Charts and Graphs .....	Section 1
GIS Mapping .....	Section 2
Importance-Satisfaction Analysis.....	Section 3
Benchmarks .....	Section 4
Tabular Data and Survey Instrument.....	Section 5



## Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Village of Pinehurst during September and October of 2013. This is the second time that the survey was administered for the Village. The first time was in August and September of 2012. The survey was administered as part of an effort to assess citizen satisfaction with the quality of Village services. The results of this year’s survey provide a valuable measurement of change – **TRENDS**. The information gathered from the survey will help the Village establish budget priorities and refine policy decisions, based on performance measurement provided by residents.

**Methodology.** A seven-page survey was mailed to a random sample of 2,500 households in the Village of Pinehurst. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, none completed the survey by phone, 58 completed it on-line, and 451 returned it by mail for a total of 509 completed surveys. The results for the random sample of 509 households have a 95% level of confidence with a precision of at least +/-4.3%. There were no statistically significant differences in the results of the survey based on the method of administration (internet vs. mail). In order to better understand how well services are being delivered by the Village, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home. This year the definition of areas was done by neighborhood and not by census block, which provided visual neighborhood-specific responses to survey questions on the maps (11 census blocks vs. 8 neighborhoods).



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the Village of Pinehurst from other communities in the *DirectionFinder®* database. Since the number of “don’t know” responses often reflects the utilization and awareness of city 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
- GIS maps that show the results of selected questions as maps of the Village
- importance-satisfaction analysis
- benchmarking data that shows how the results for the Village of Pinehurst compare to other communities
- tables that show the results for each question on the survey
- a copy of the survey instrument.

## Major Findings

- **Most of the residents surveyed were satisfied with Village services.** Ninety-three percent (93%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire services, 89% were satisfied with solid waste services, and 88% were satisfied with the overall quality of police services. **TRENDS: Change that is referred to as “significant” is above or below the +/-4.3% margin of error. Because the numbers measured are rounded, the margin of error is also rounded to +/- 4%, so “significant” applies to a change of 5% or more. There were no significant increases in this category and one significant decrease in the category of enforcement of Village Codes and Ordinances (65% in 2012 vs. 59% in 2013).**
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the Village of Pinehurst over the next two years were: (1) efforts to maintain the quality of their neighborhoods, (2) police services, and (3) street and right-of-way maintenance. These were also the top three, in this order, in 2012.
- **The Importance of Various Factors in Resident Decision to Live in the Village of Pinehurst (GAP Analysis)** Residents were asked to choose from a list of 13 issues that were the most important to their decision to live in the Village of Pinehurst. The top three reasons were 1st) safety and security, 2nd) quality of health care, and 3rd) the quality of housing.

With the same 13 issues, residents were asked if their needs were being met in Pinehurst. The greatest GAP between the order of importance and needs being met, were with;

- Access to quality shopping – 6<sup>th</sup> in importance – 12<sup>th</sup> at being met – GAP is -6

**The Village of Pinehurst accomplished what none of our other communities have – the first 5 “needs met” are being met in exactly the same order as their “importance”.**

- **Perceptions of the City.** Most (96%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the overall feeling of safety in the Village; 94% were satisfied with the Village of Pinehurst as a place to live, and 93% were satisfied with the overall image of the Village. **TRENDS:** **There were no significant increases in this category and one significant decrease in the category of the Village as a place to raise children (80% in 2012 vs. 71% in 2013).**
- **Public Safety.** Eighty-nine percent (89%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with Village efforts to prevent crime, 86% were satisfied with how quickly police respond to emergencies, and 84% were satisfied with the professionalism of Police Officers. **TRENDS:** **There was one significant increase in the category of frequency of police officers patrolling neighborhoods (62% in 2012 vs. 67% in 2013) and no significant decreases.**
- **Cultural and Recreation Services** Eighty-three percent (83%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of Village parks, 82% were satisfied with the number of Village parks, and 76% were satisfied with walking and greenway trails. **TRENDS:** **There were no significant increases and 7 significant decreases – the greatest was the quality of indoor facilities (67% in 2012 vs. 41% in 2013).**
- **Community Development** Seventy-two percent (72%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of single family residential development, 63% were satisfied with the enforcing of sign regulations, and 59% were satisfied with the clean-up of litter and debris on private property. **TRENDS:** **There was one significant increase in the quality of retail development (45% in 2012 vs. 51% in 2013) and one significant decrease in prohibiting oversize vehicles in residential development (62% in 2012 vs. 55% in 2013).**
- **Public Services.** Eighty-nine percent (89%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of main Village street thoroughfares, 87% were satisfied with the cleanliness of streets and other public areas, and 86% were satisfied with the maintenance and preservation of downtown. **TRENDS:** **There were no significant increases and one significant decrease in the quality of stormwater runoff/management system (54% in 2012 vs. 48% in 2013).**
- **Solid Waste Services.** Ninety-four percent (94%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection service services, 91% were satisfied with curbside recycling services, and 85% were satisfied with yard waste collection services. **TRENDS:** **There were two significant increases in yard waste collection services (79% in 2012 vs. 85% in 2013), and bulky items/white goods pick up (63% in 2012 vs. 68% in 2013), and no significant decreases.**

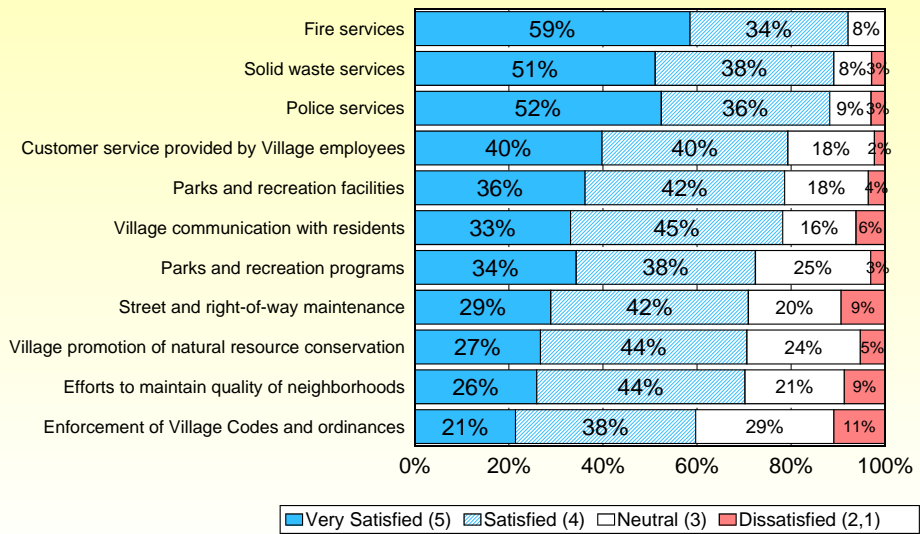
- **Communications and Outreach.** Seventy-six percent (76%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the Village Newsletter, 69% were satisfied with efforts to keep residents informed about local issues, and 69% were satisfied with the availability of information about Village programs and services. **TRENDS:** **There was one significant increase in the opportunities to participate in local government (50% in 2012 vs. 58% in 2013) and no significant decreases.**
  
- **Downtown Parking.** Residents were asked about the satisfaction with parking in downtown Pinehurst. In all three issues, Trend responses were up significantly. **TRENDS:**  
**1) Availability of parking downtown (56% in 2012 vs. 68% in 2013), 2) Quality of public parking lots (50% in 2012 vs. 80% in 2013) and 3) Security of parking downtown (79% in 2012 vs. 86% in 2013).**

*Section 1:*  
***Charts and Graphs***

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

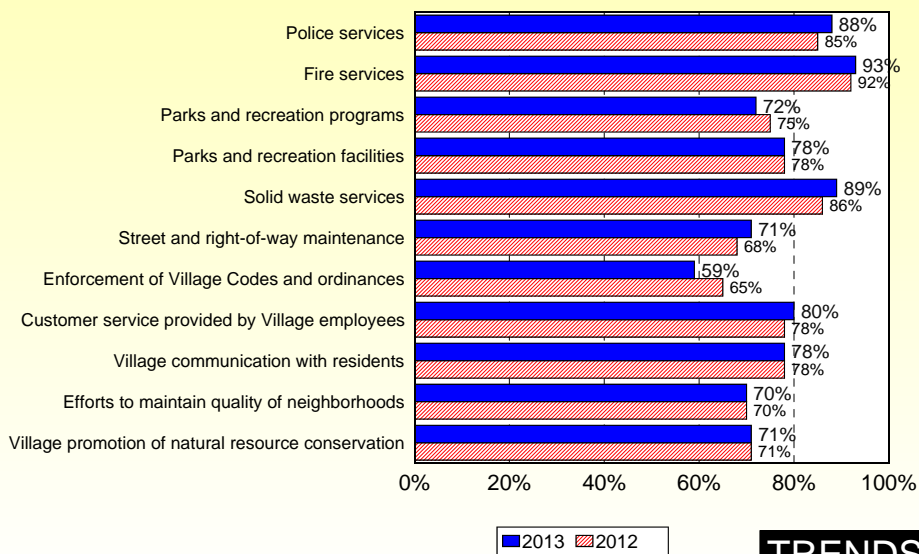
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Overall Satisfaction with Village of Pinehurst Services by Major Category - 2012 vs. 2013

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



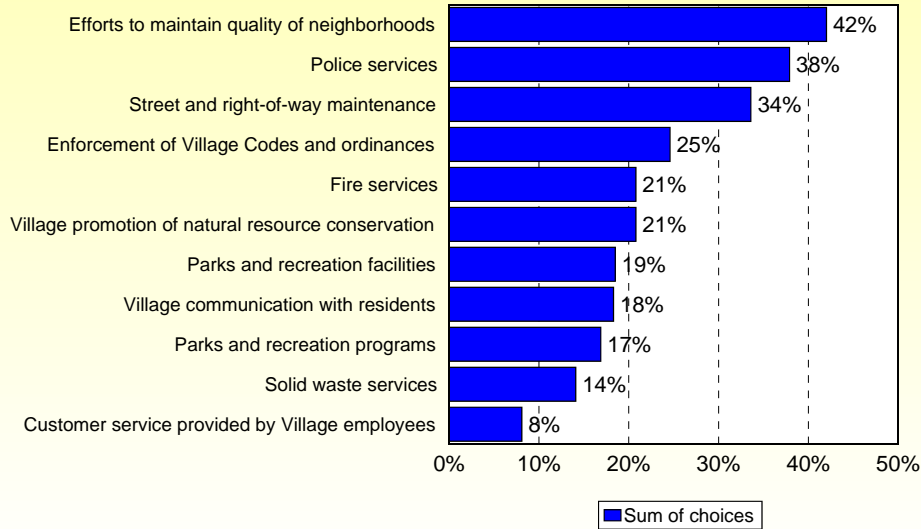
Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

**TRENDS**



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

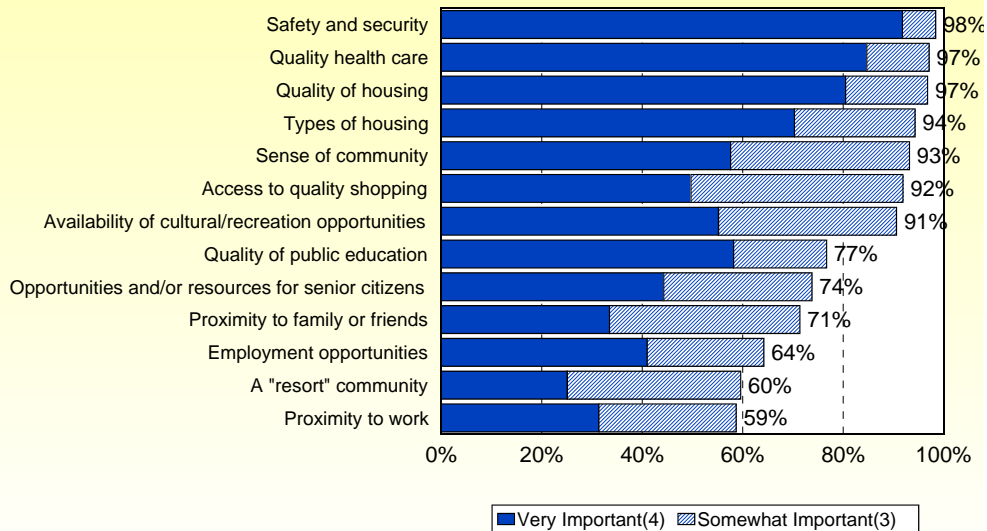
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Q3. Level of Importance of Various Reasons for Choosing to Live in Pinehurst

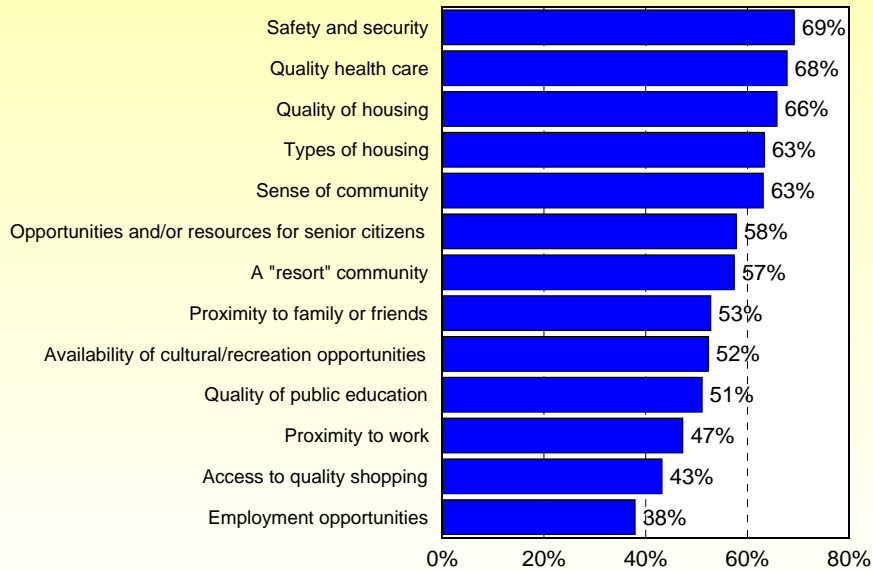
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

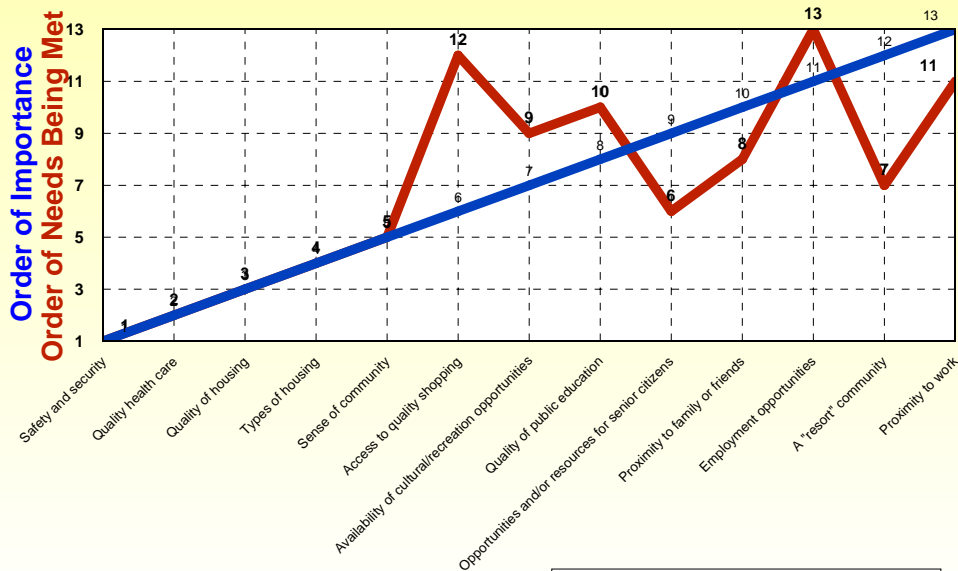
### Q3a. Are your needs being met in Pinehurst?

by percentage of respondents who answered "yes"



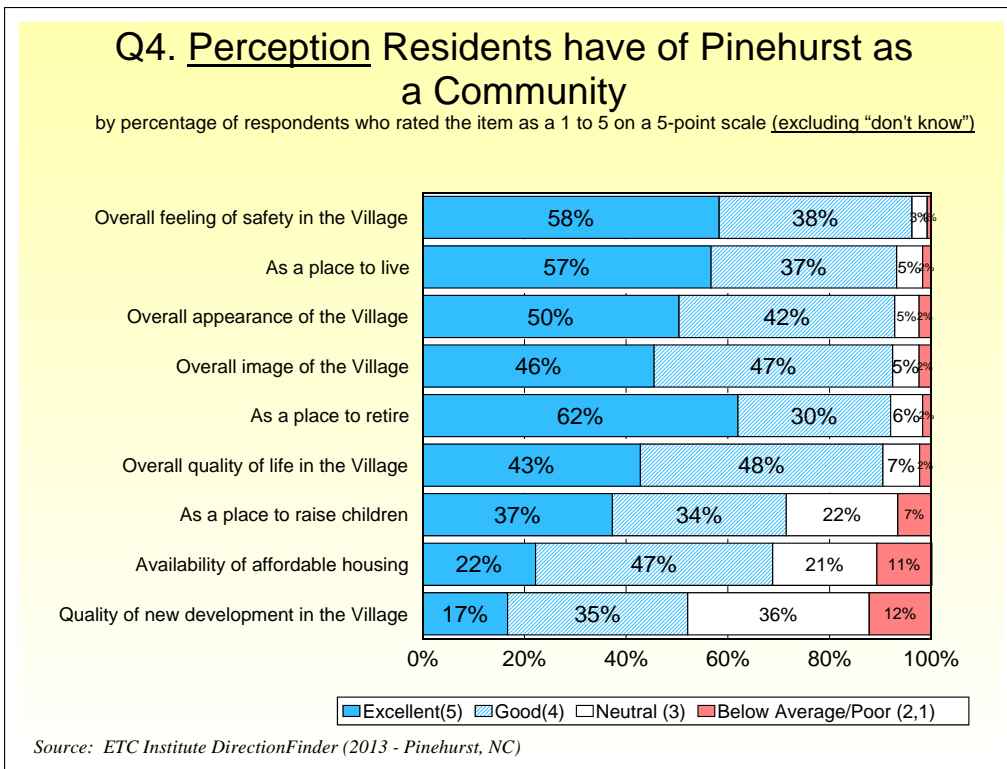
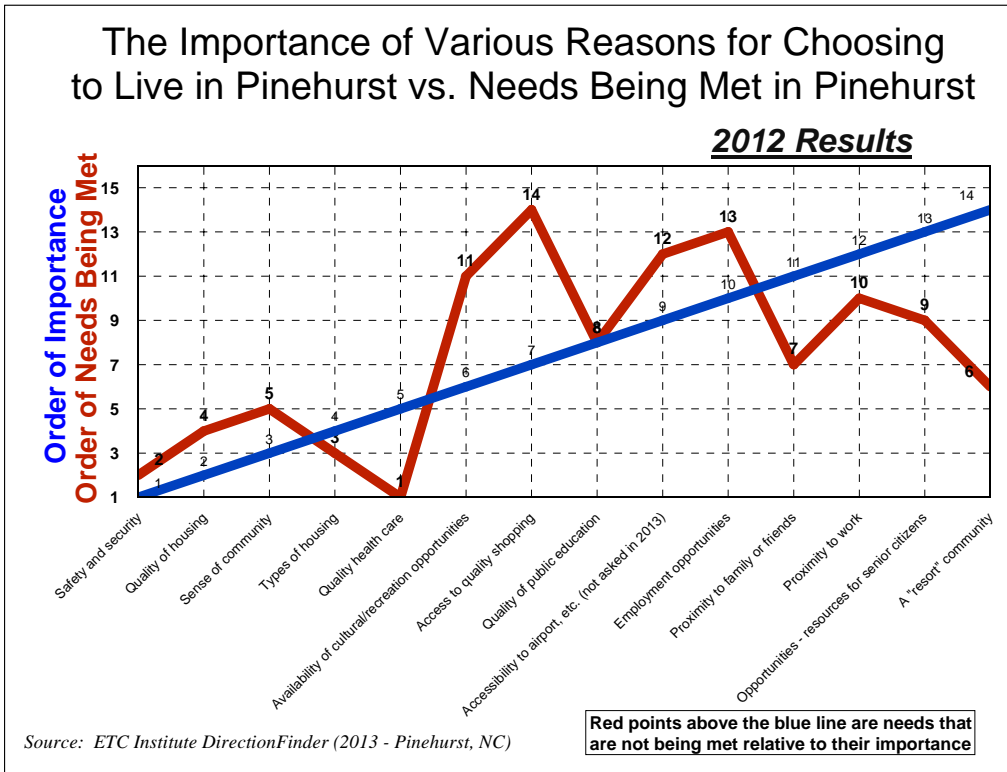
Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

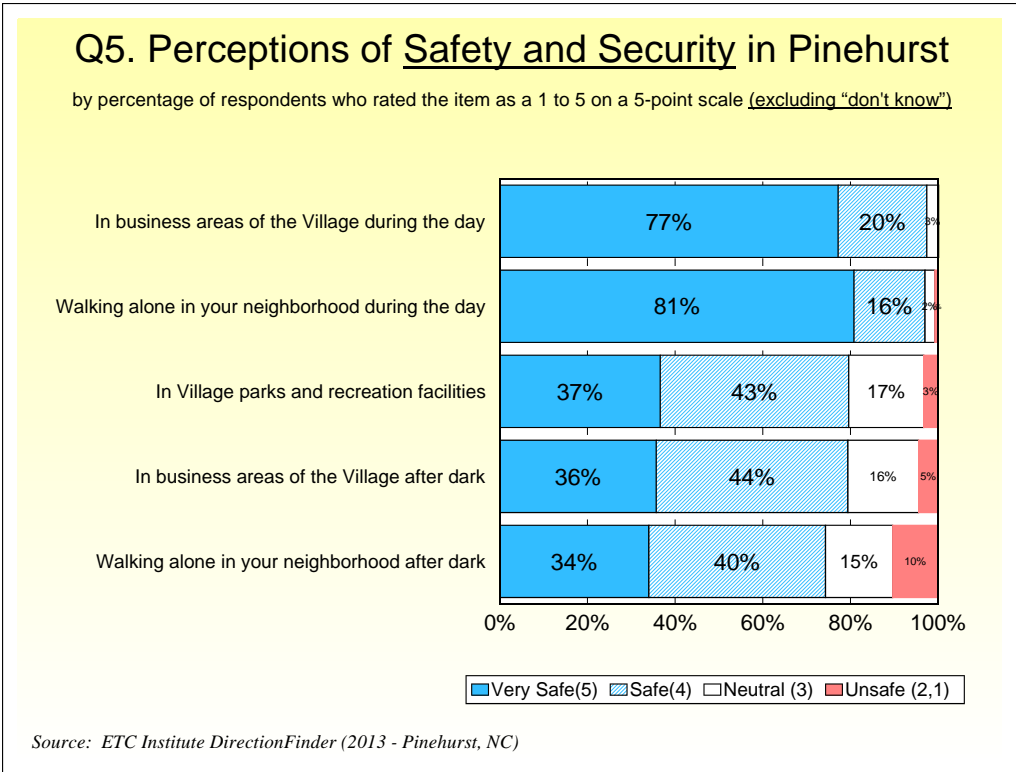
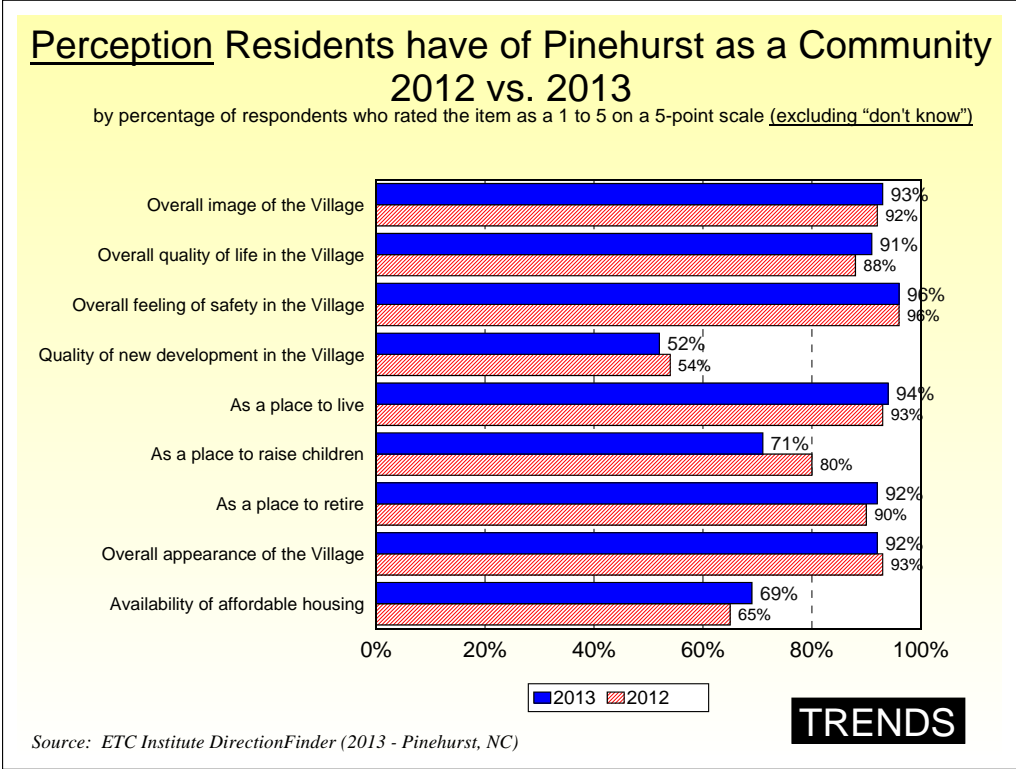
### The Importance of Various Reasons for Choosing to Live in Pinehurst vs. Needs Being Met in Pinehurst

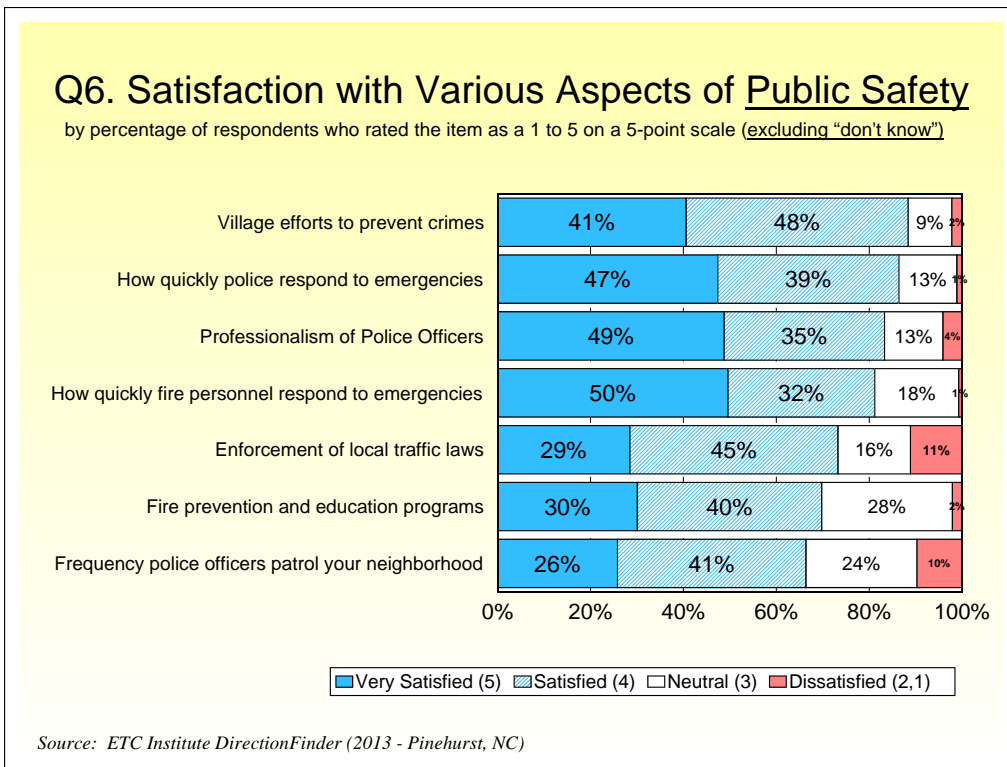
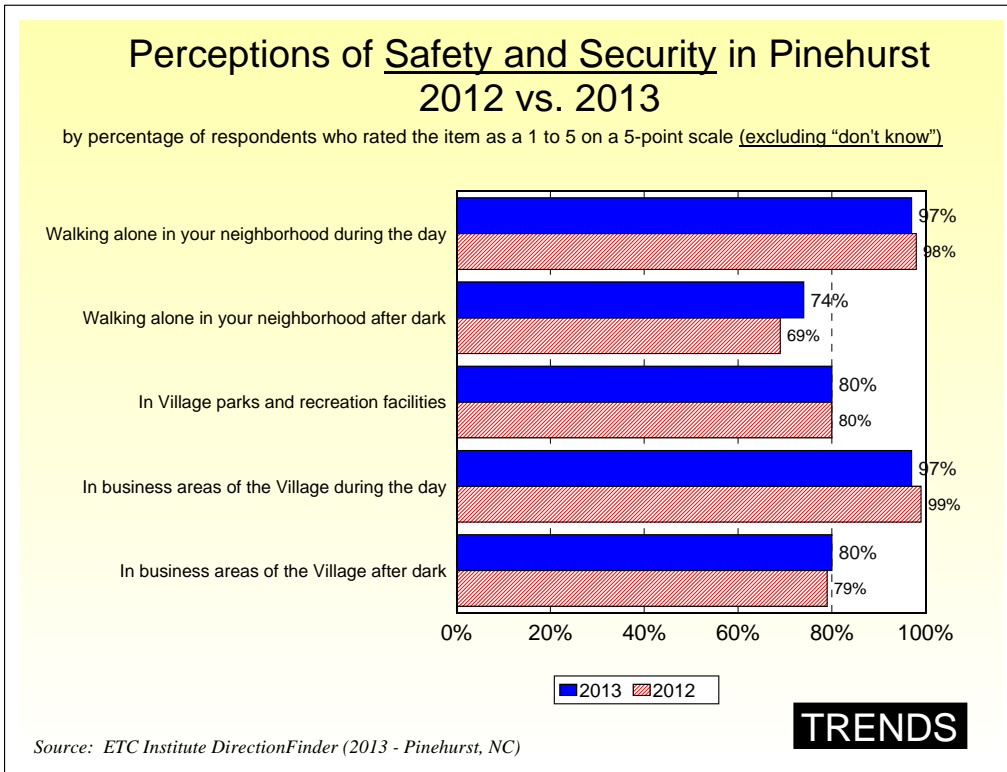


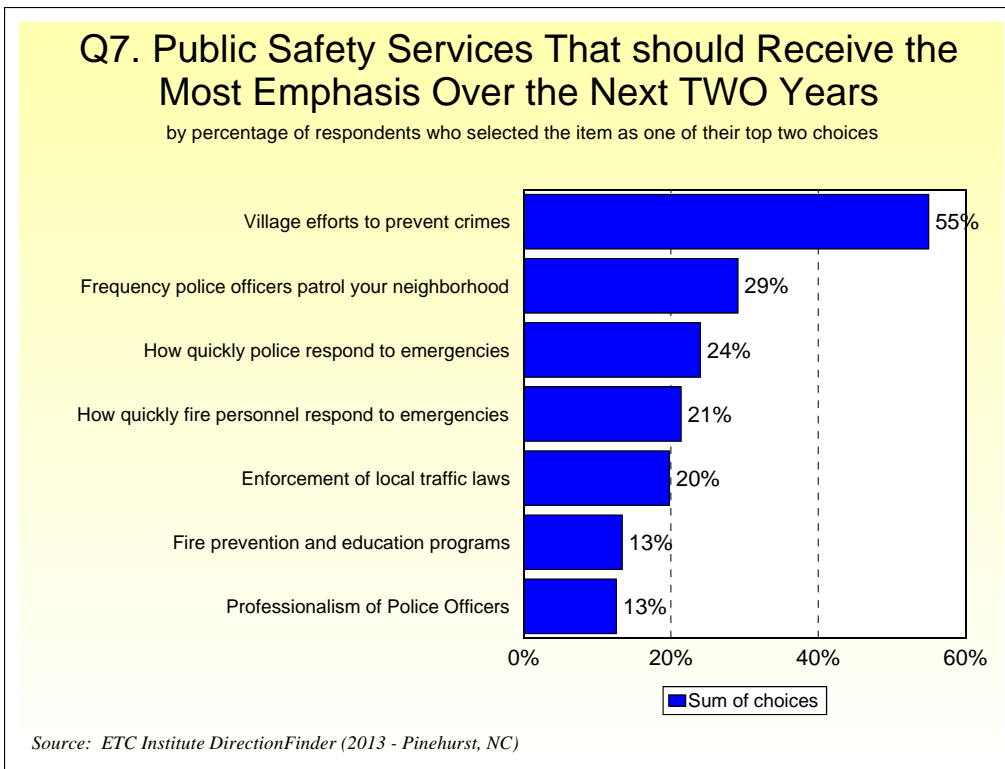
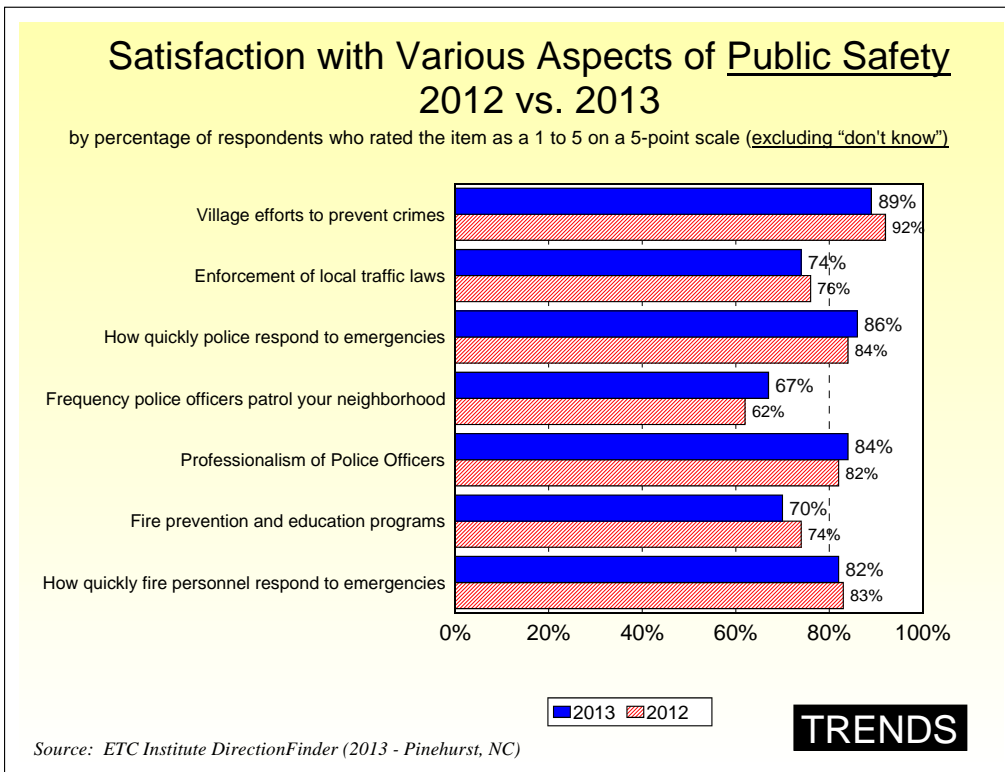
Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

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



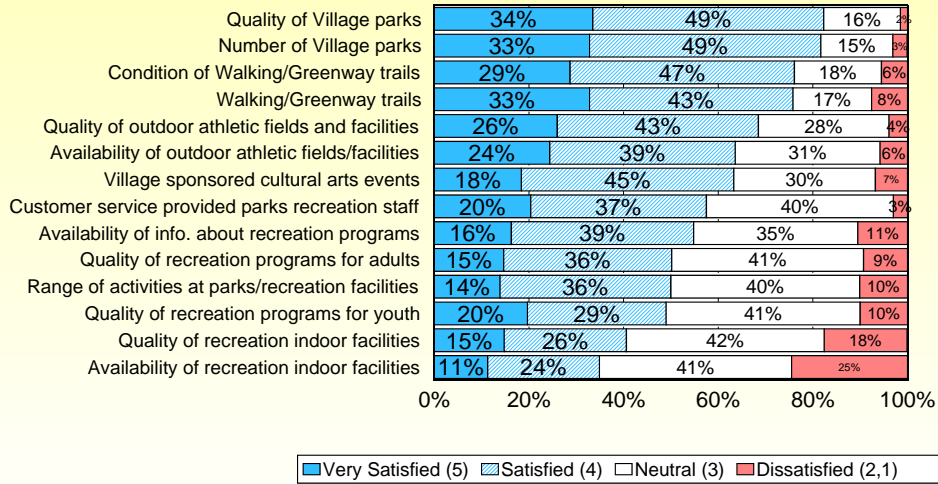






### Q8. Satisfaction with Various Aspects of Cultural and Recreation Services

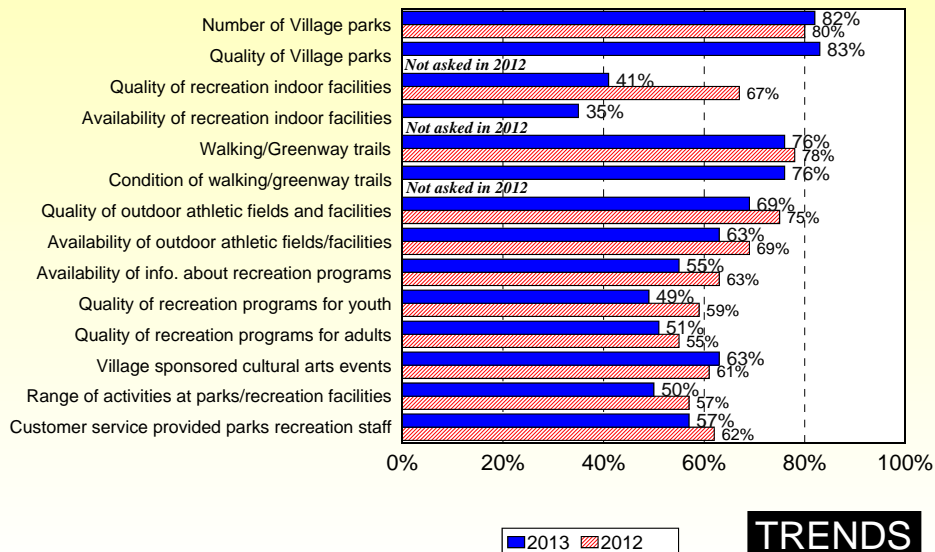
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Satisfaction with Various Aspects of Cultural and Recreation Services - 2012 vs. 2013

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

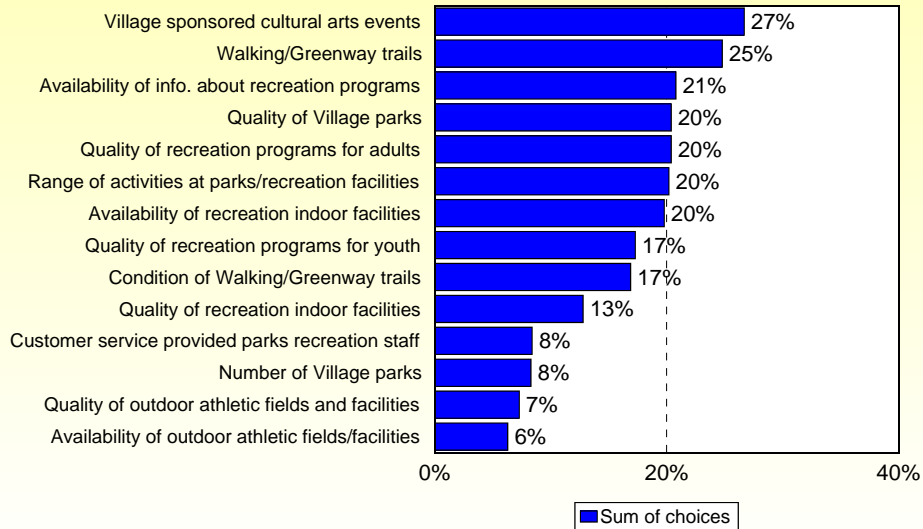


Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

**TRENDS**

### Q9. Cultural and Recreation Services That Should Receive the Most Emphasis Over the Next TWO Years

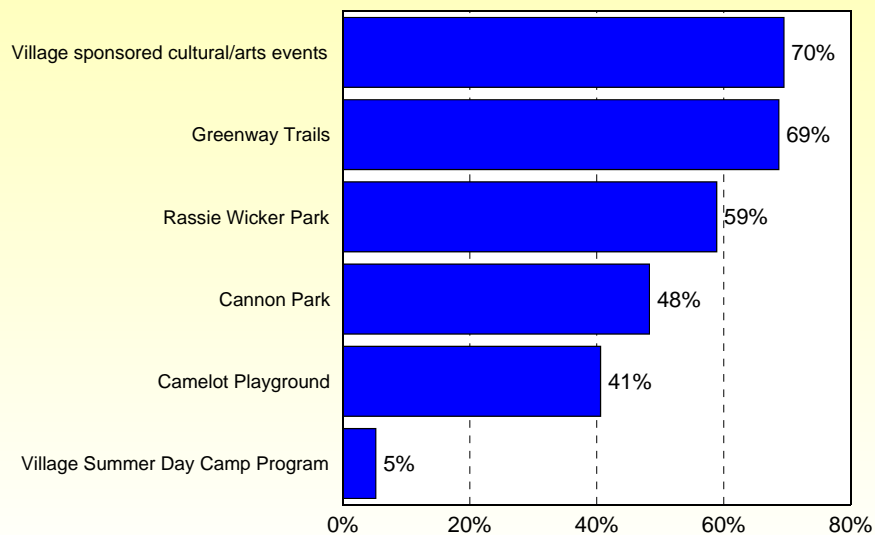
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Q10. Parks and Recreation Programs and Facilities That Residents Have Used During the Past Year

by percentage of respondents (multiple selections could be made)

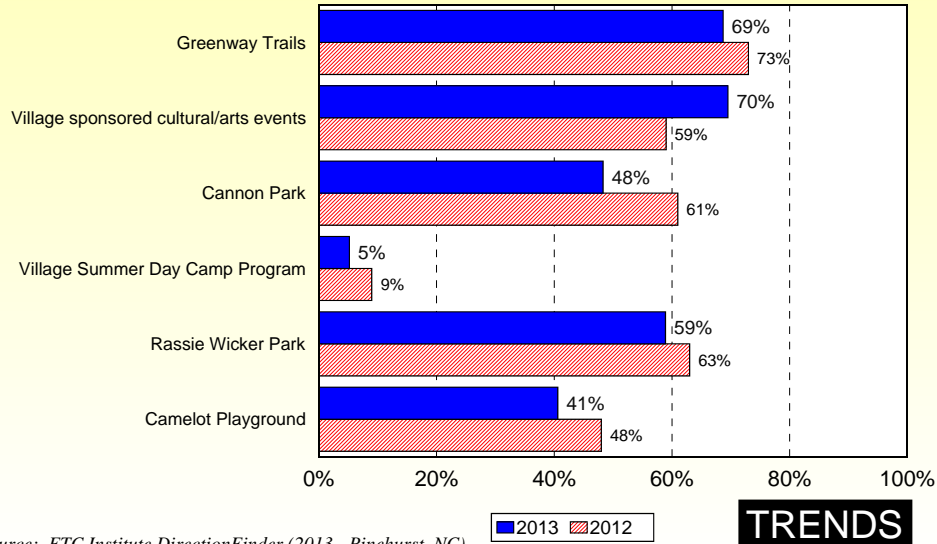


Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)



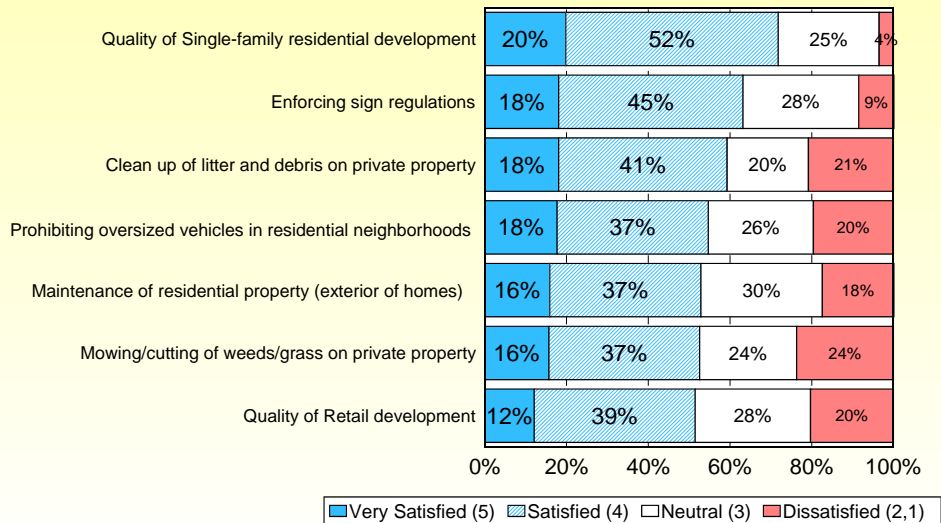
### Parks and Recreation Programs and Facilities That Residents Have Used During the Past Year 2012 vs. 2013

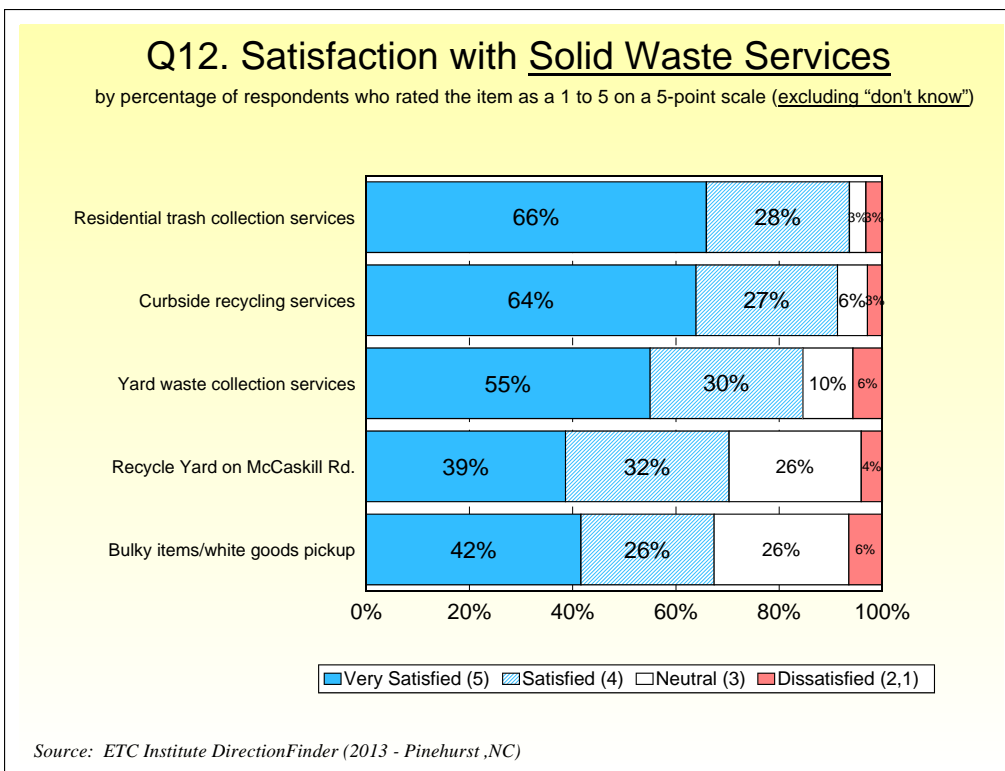
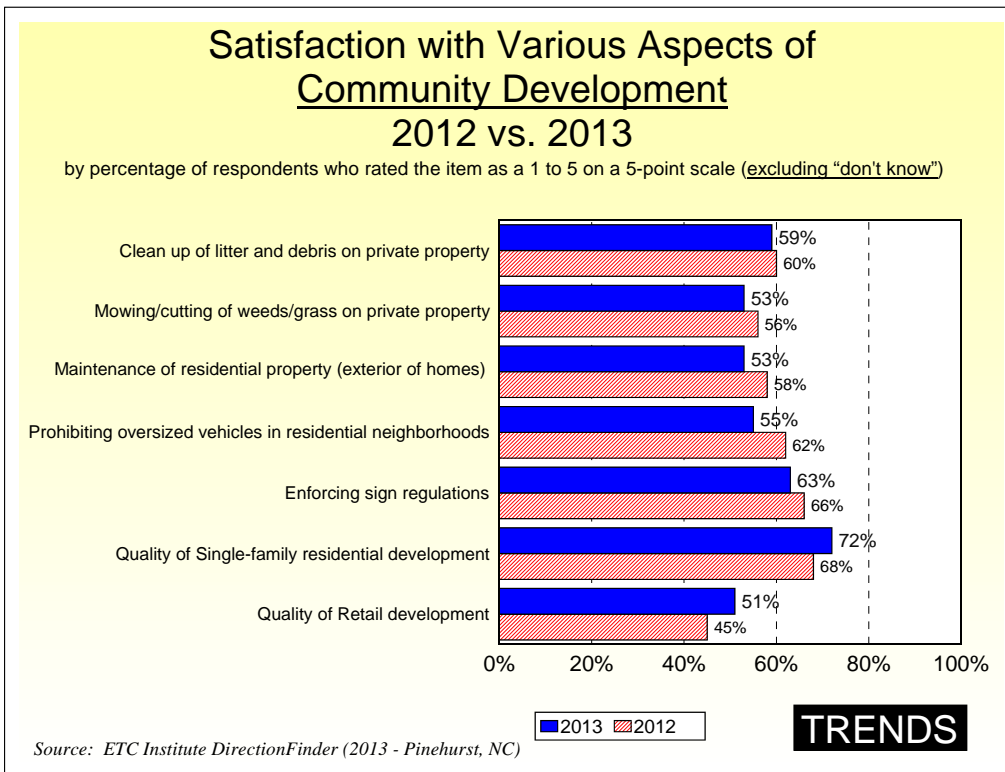
by percentage of respondents (multiple selections could be made)



### Q11. Satisfaction with Various Aspects of Community Development

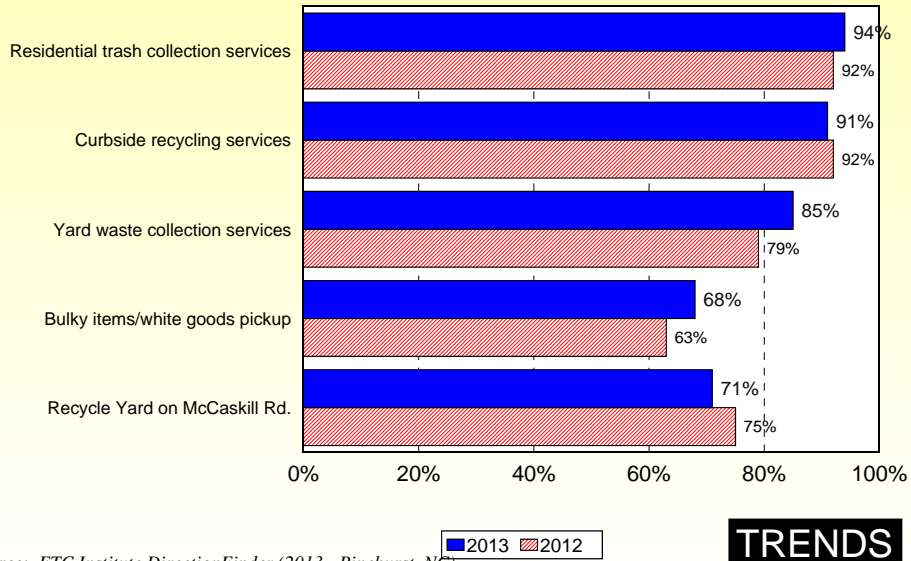
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")





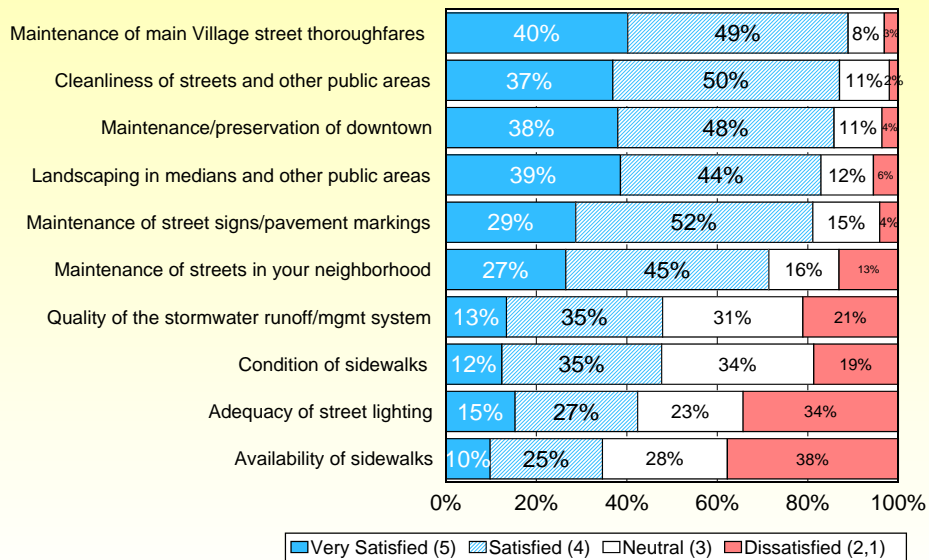
### Satisfaction with Solid Waste Services - 2012 vs. 2013

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



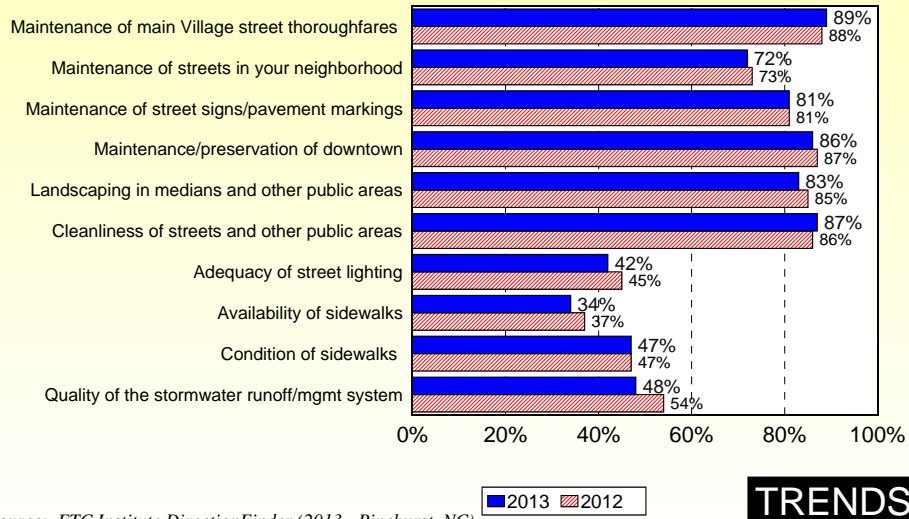
### Q13. Satisfaction with Various Aspects of Public Services

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



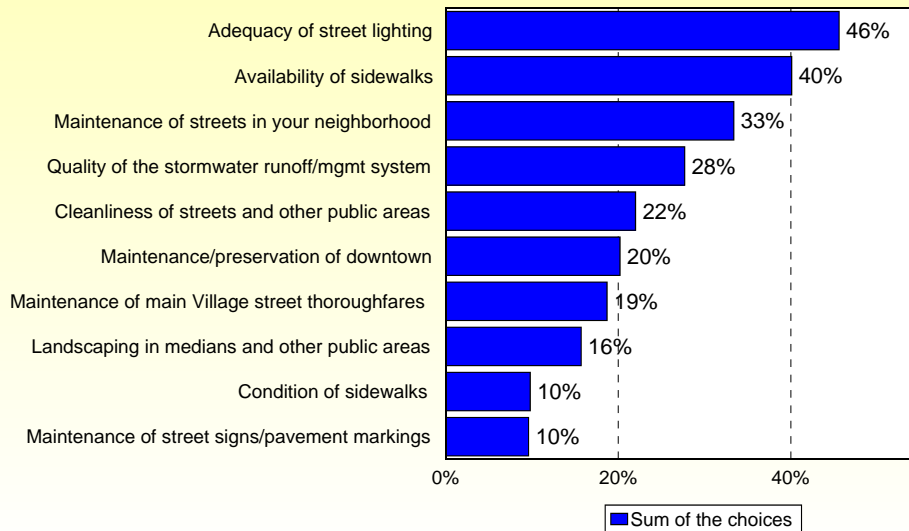
### Satisfaction with Various Aspect of Public Services - 2012 vs. 2013

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



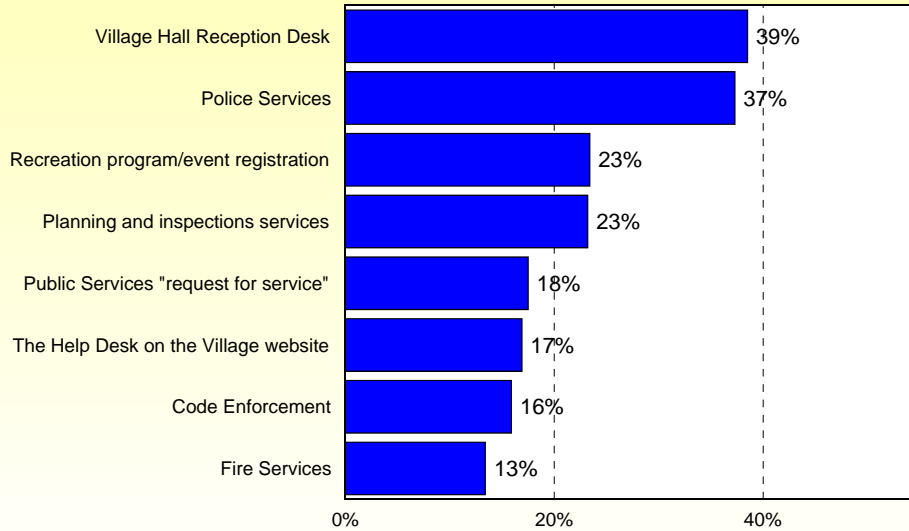
### Q14. Which THREE of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

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



### Q15. Do you or other members of your household use Village services and facilities?

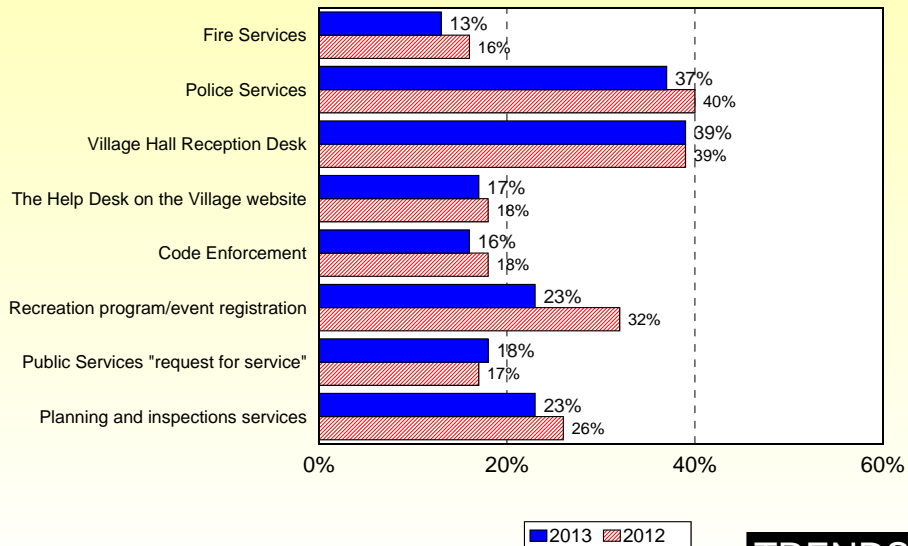
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Households That Use Village Services and Facilities - 2012 vs. 2013

by percentage of respondents who answered "yes"

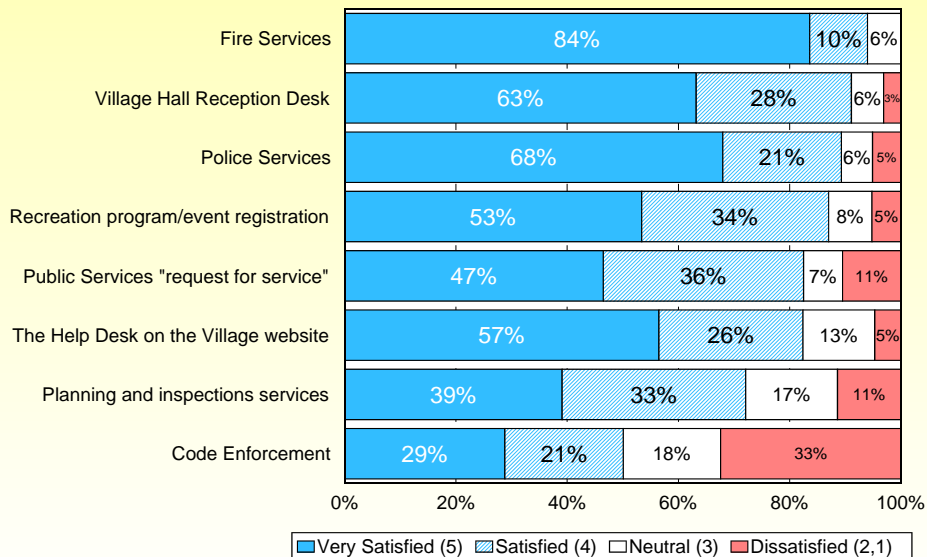


Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

**TRENDS**

### Q15a. Please rate your satisfaction for the services you or your household member have used

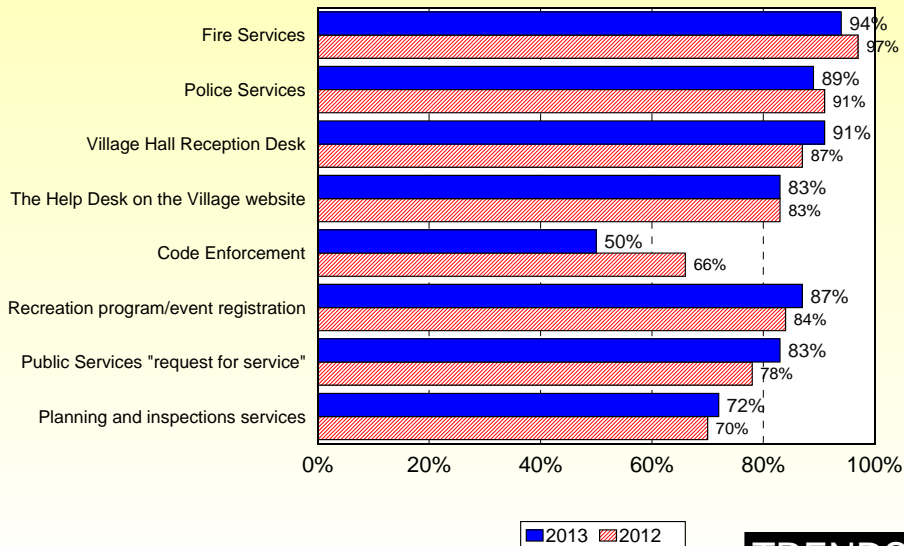
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

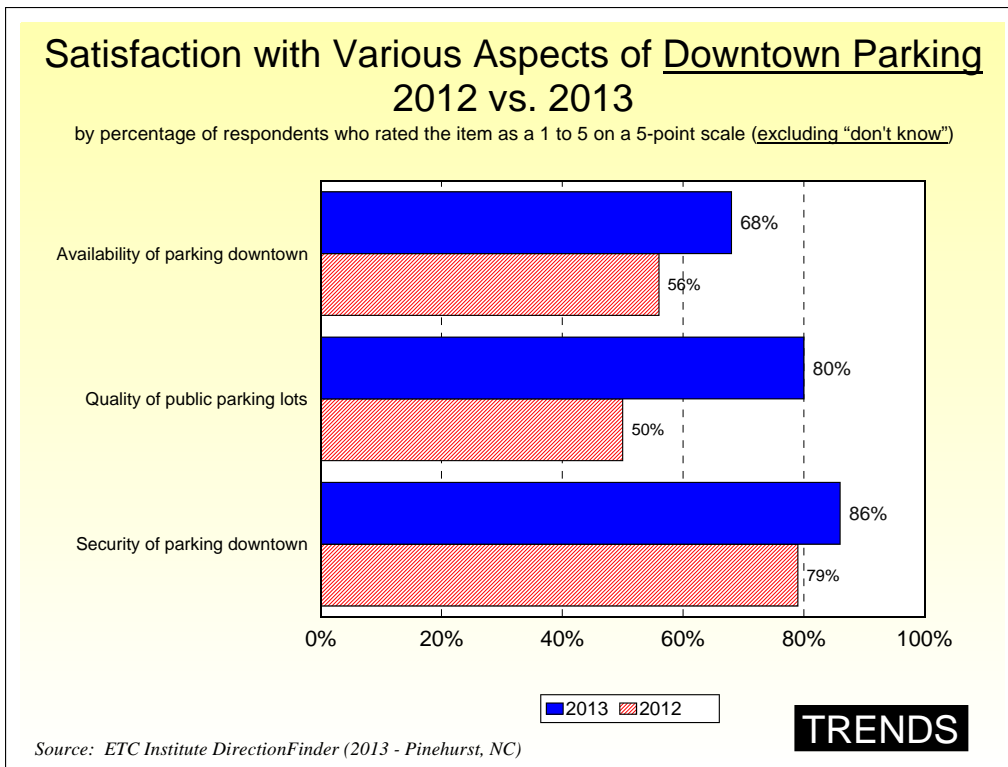
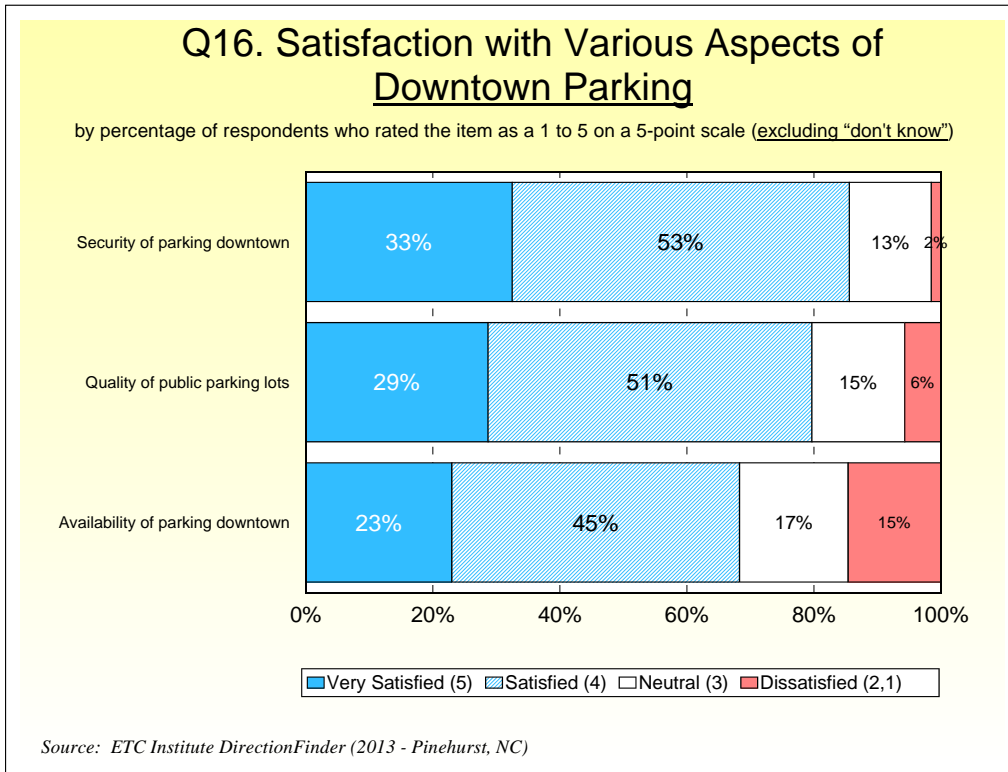
### Satisfaction With Village Services and Facilities - 2012 vs. 2013

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



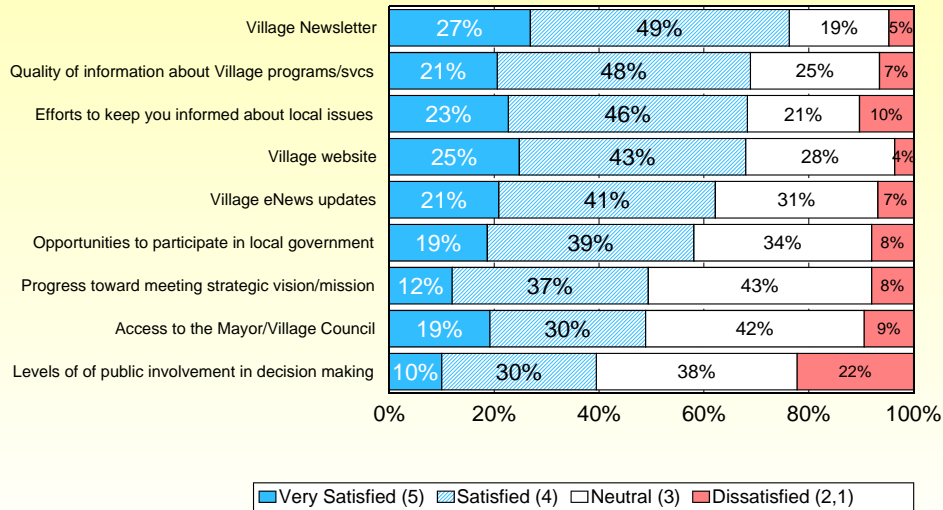
Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

**TRENDS**



### Q17. Satisfaction with Public Communication and Outreach

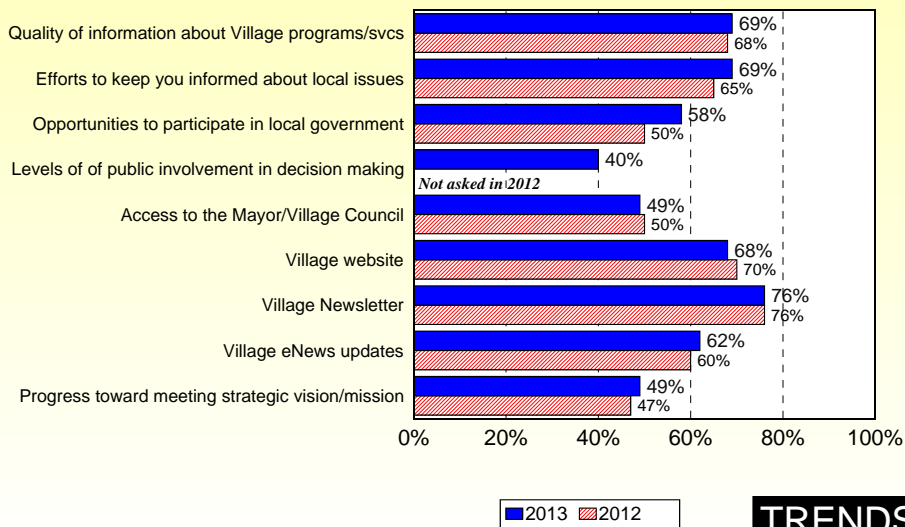
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Satisfaction with Public Communication and Outreach 2012 vs. 2013

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



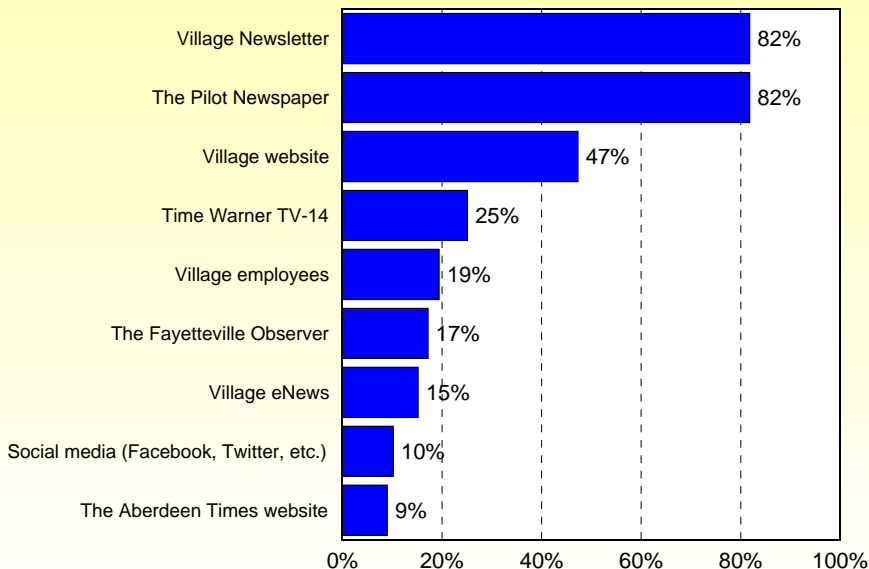
Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

**TRENDS**



### Q18. Which of the following do you use to get information about the Village of Pinehurst?

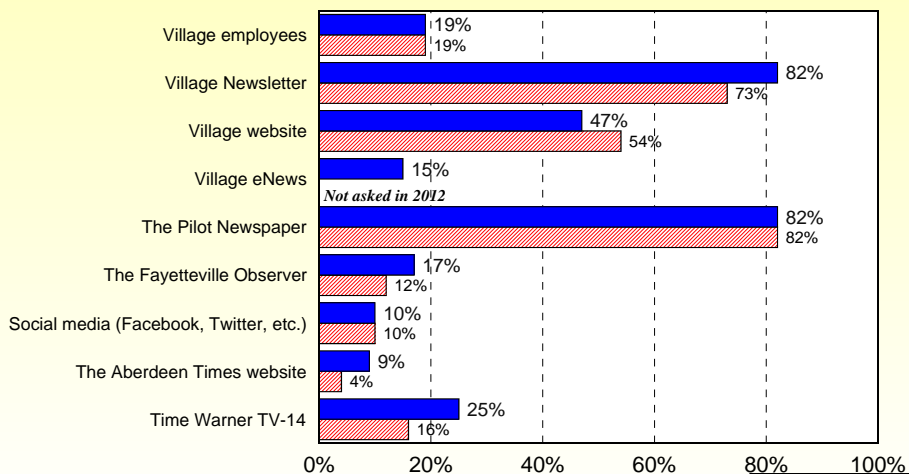
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Which of the following do you use to get information about the Village of Pinehurst? 2012 vs. 2013

by percentage of respondents (multiple selections could be made)

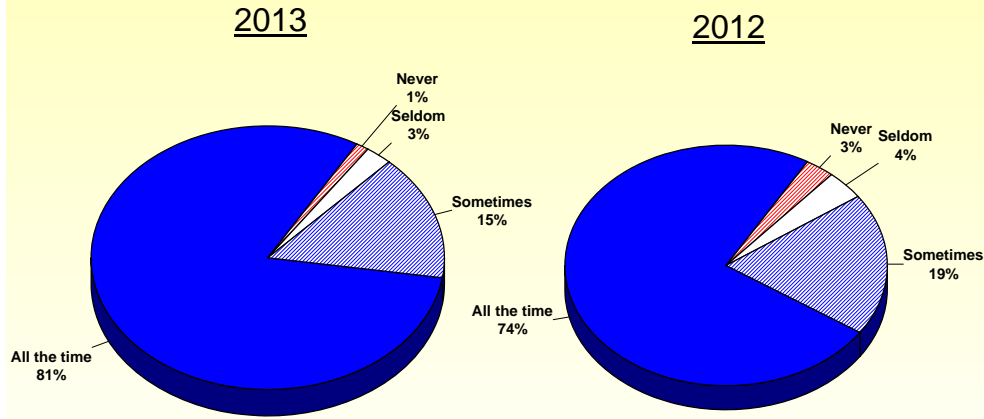


Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

**TRENDS**

**Q19. How often do you read the Village Newsletter, which is mailed to all residents?**

by percentage of respondents

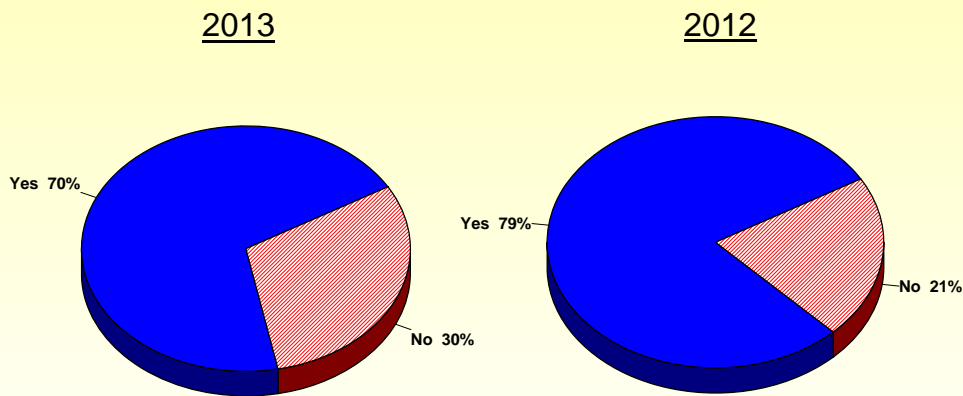


Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

**TRENDS**

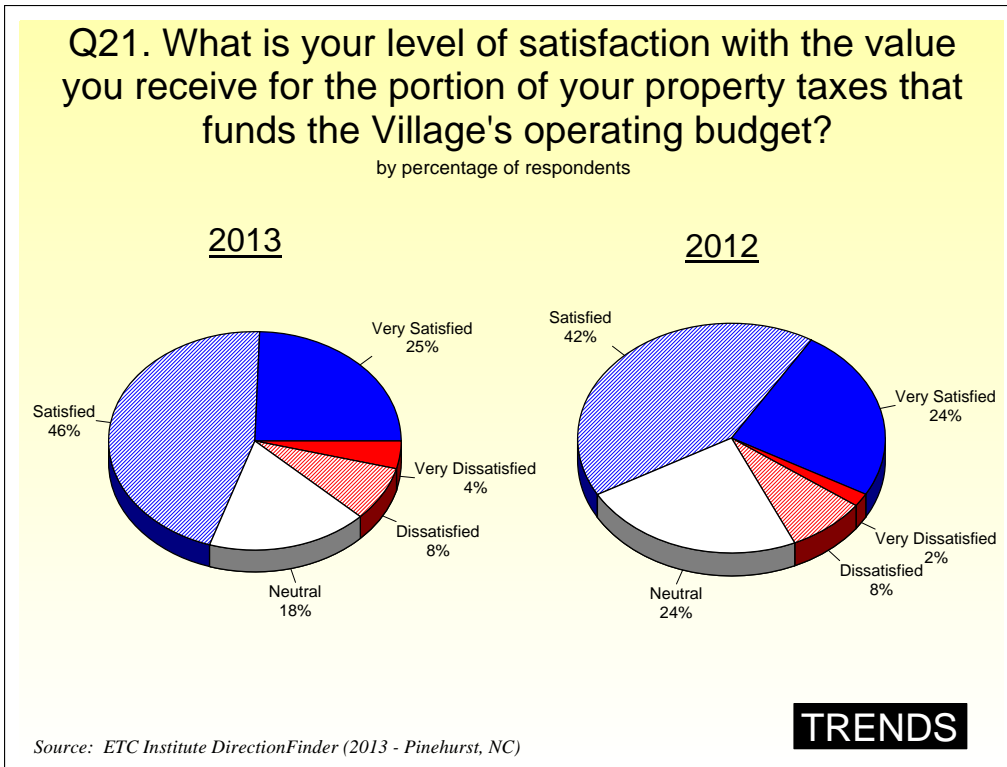
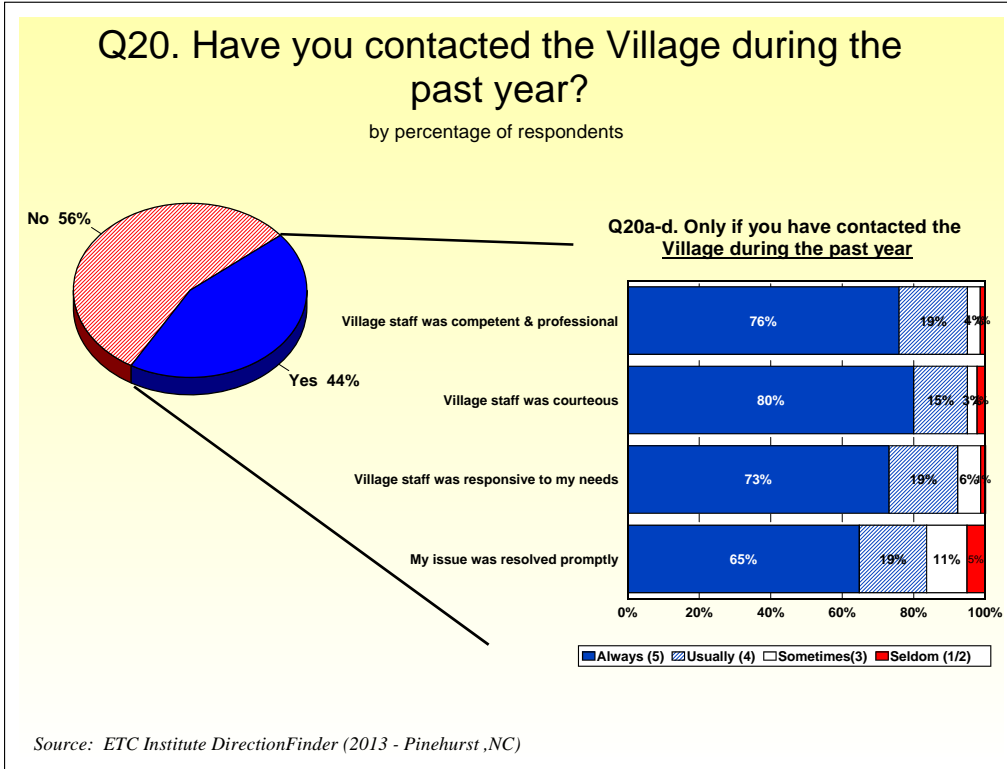
**Q19a. Would you be willing to receive your newsletter electronically to cut costs?**

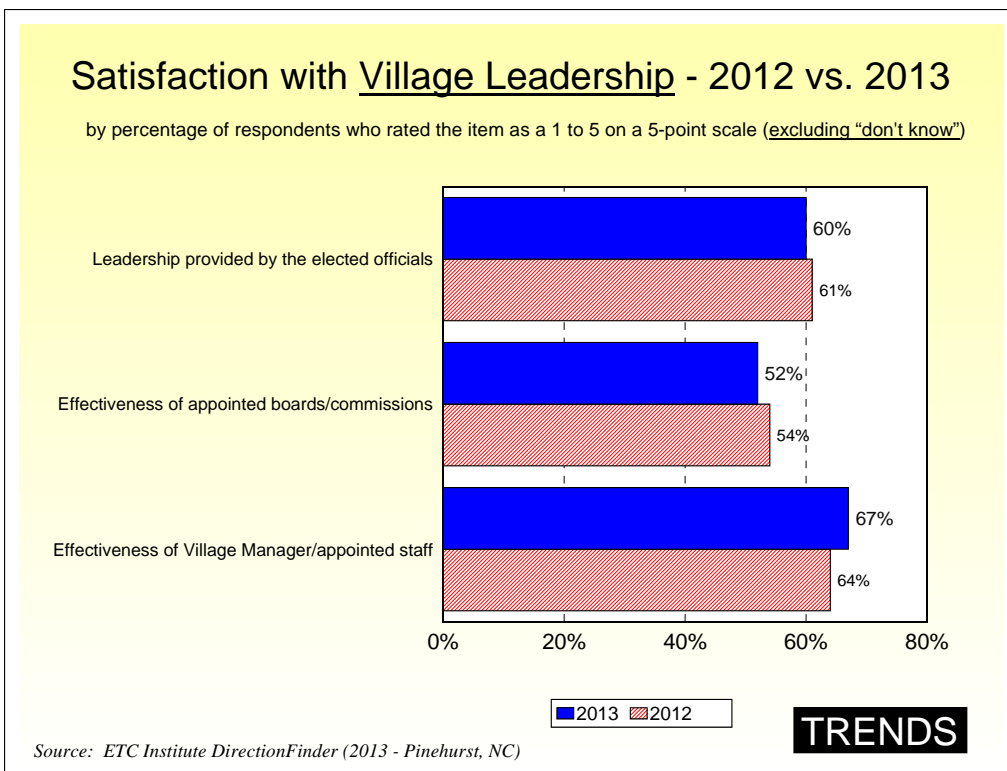
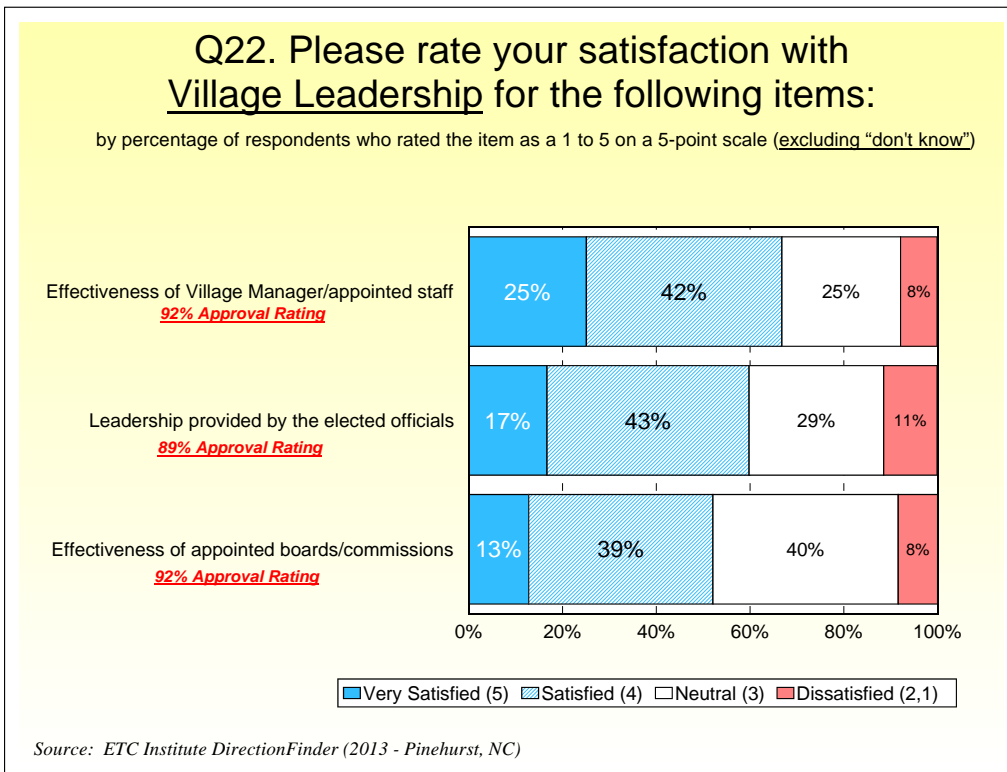
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

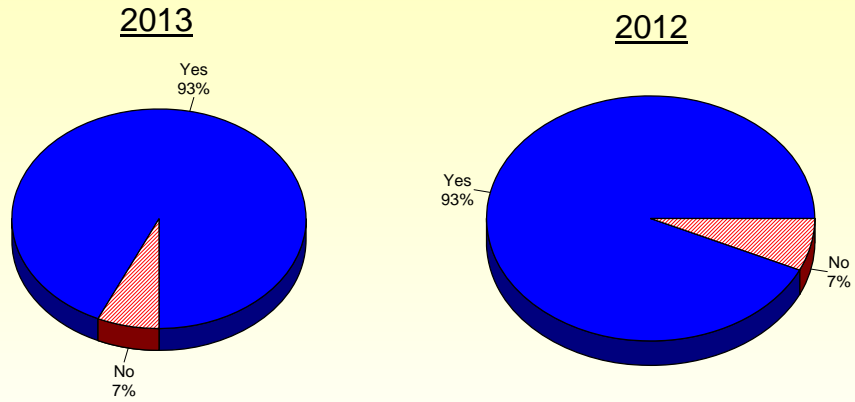
**TRENDS**





### Q23. Would you recommend Pinehurst to others as a place to live?

by percentage of respondents

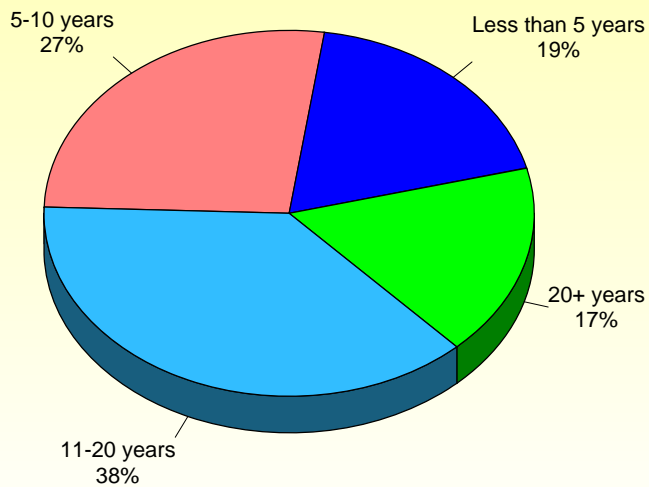


Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

**TRENDS**

### Q24. Approximately how many years have you lived in the Village of Pinehurst?

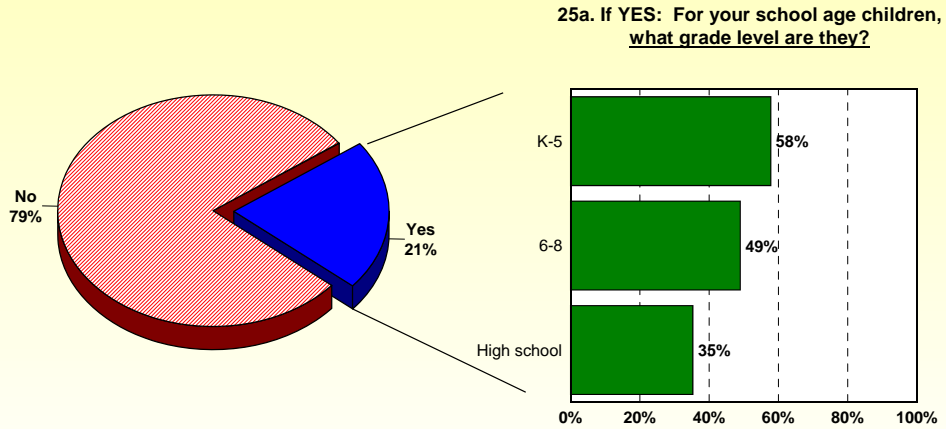
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Q25. Do you have school age children (grades K-12) living at home?

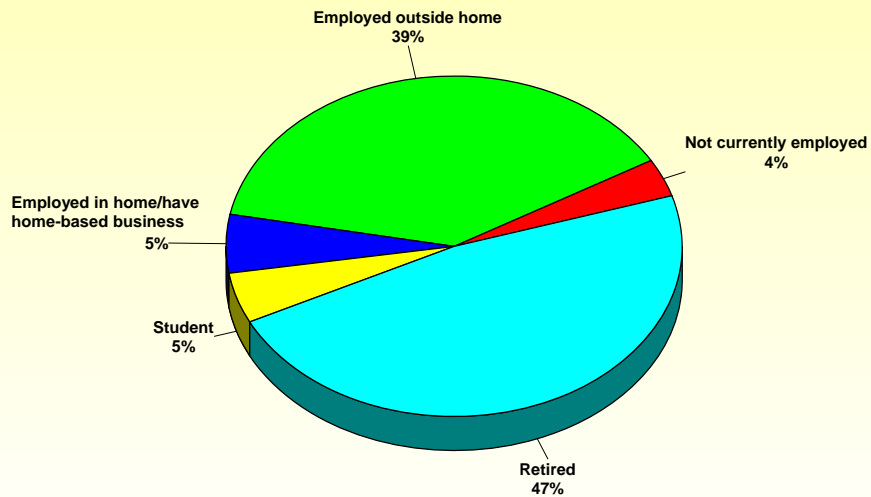
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Q26. Demographics: Current Employment Status

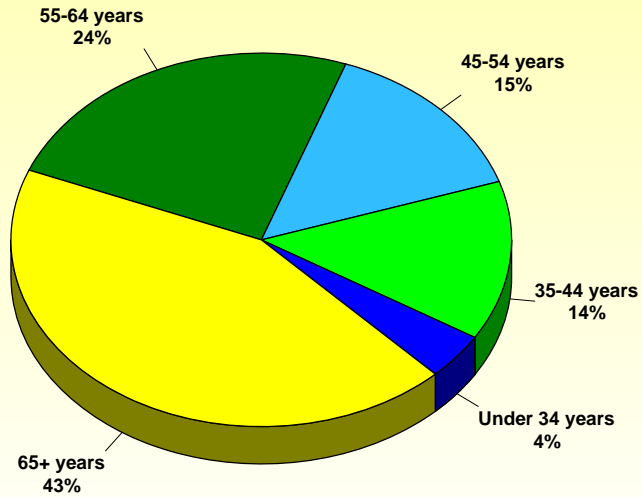
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Q27. Demographics: Age of Respondents

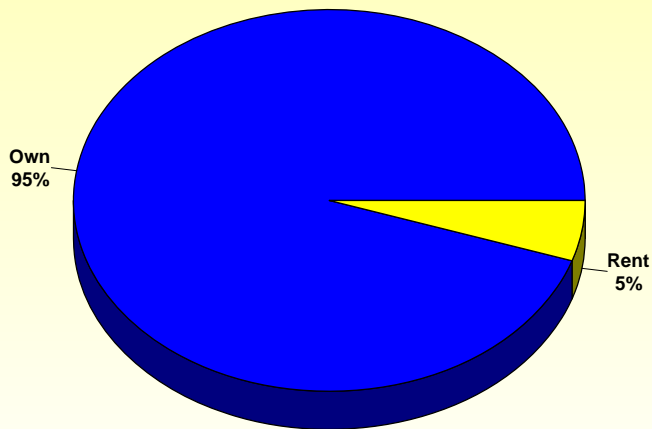
by percentage of respondents



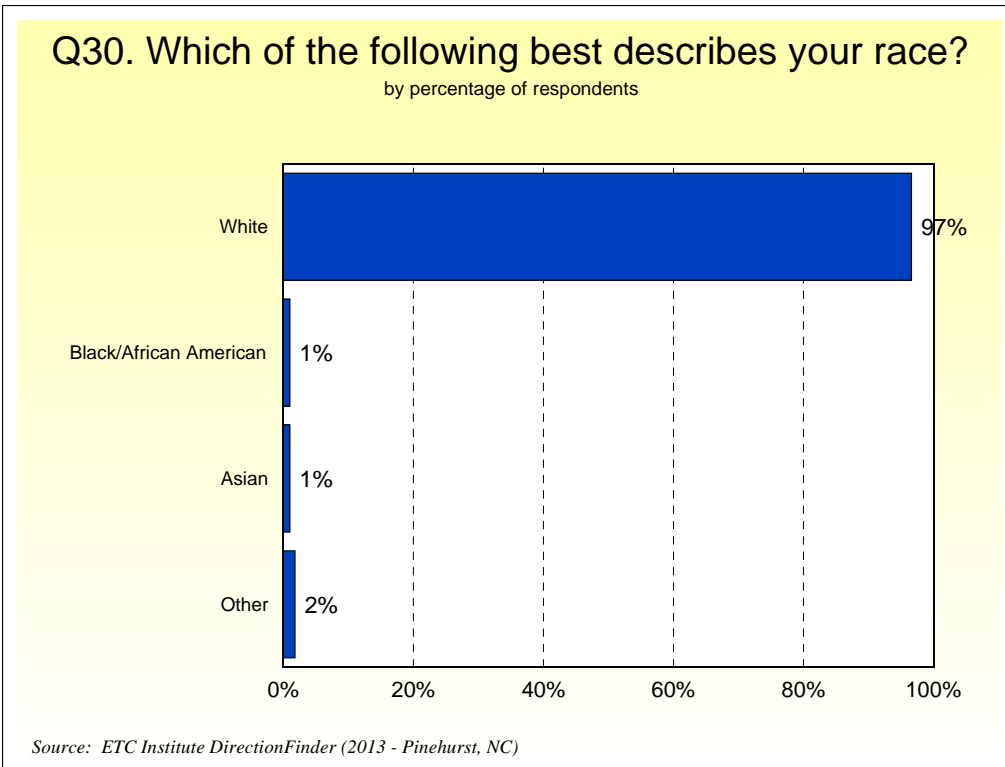
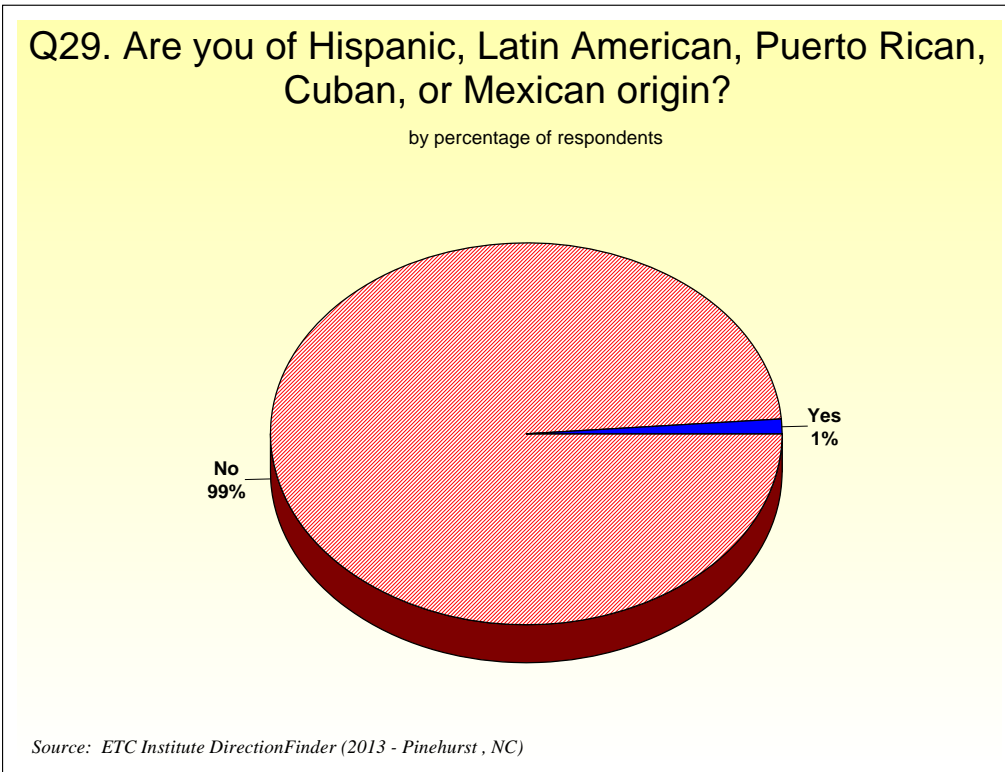
Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

### Q28. Do You Own Or Rent Current Residence?

by percentage of respondents



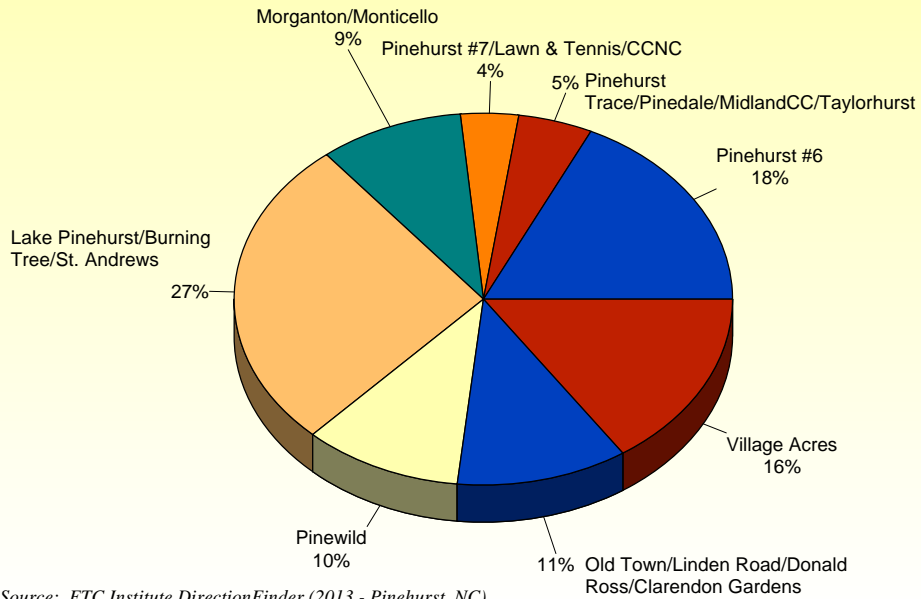
Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)





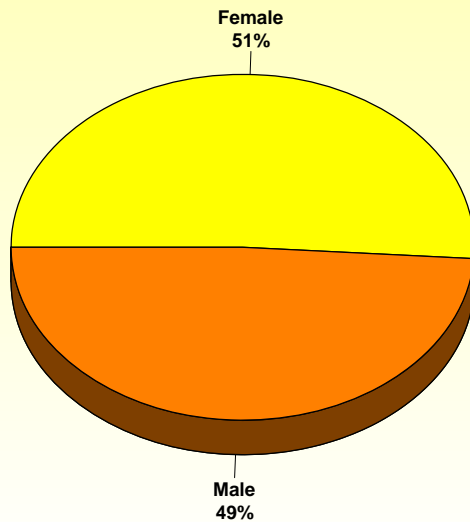
### Q31. Which of the following best describes where you live?

by percentage of respondents



### Q32. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Pinehurst, NC)

*Section 2:*  
***GIS Mapping***

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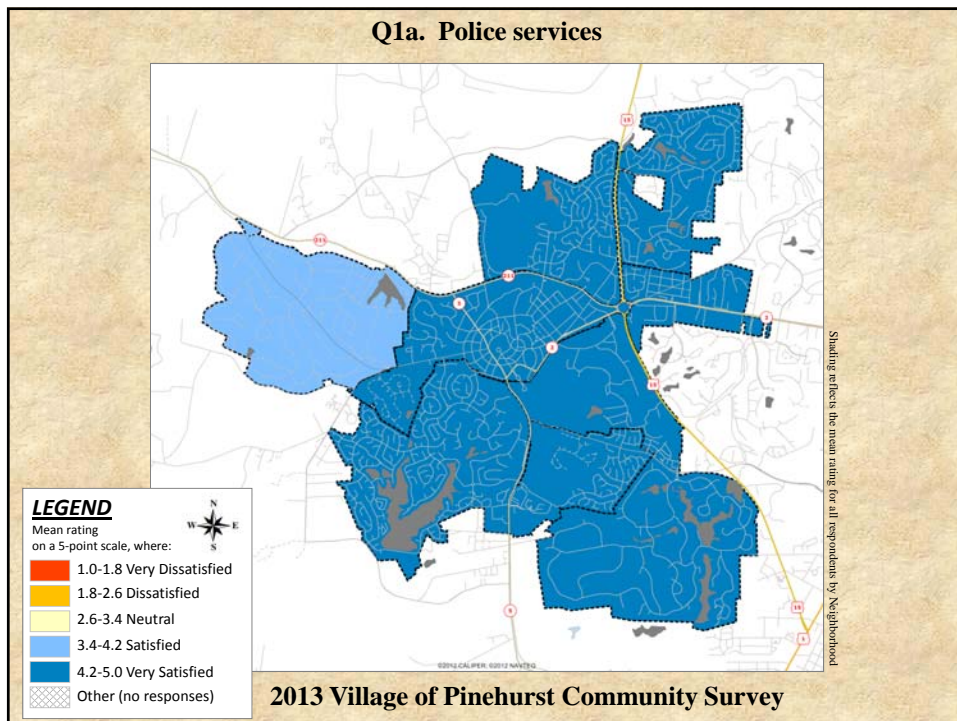
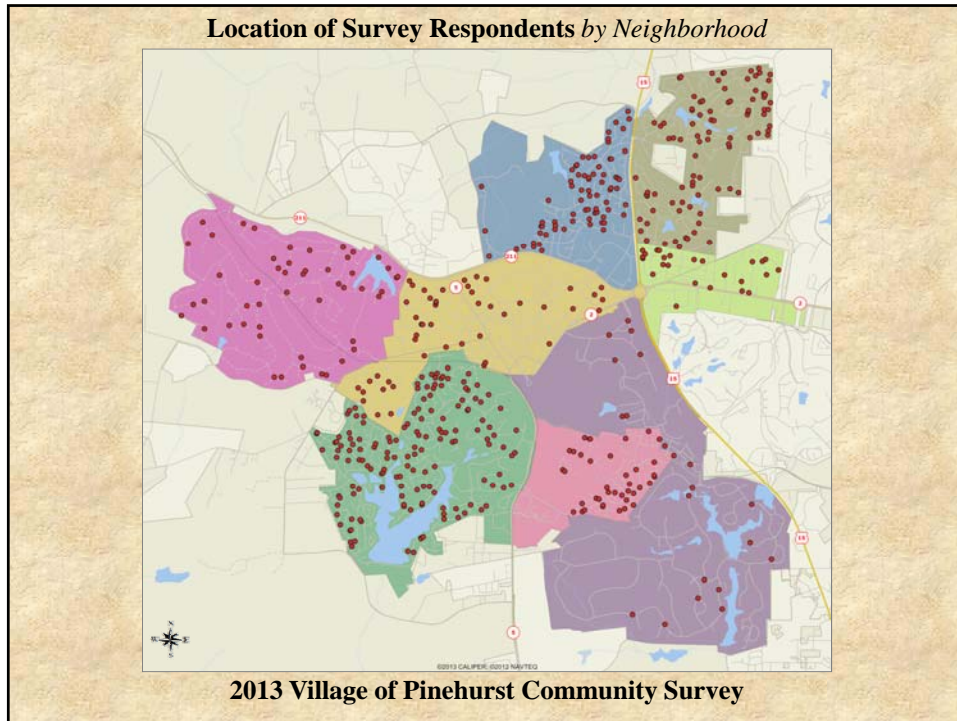
## Interpreting the Maps

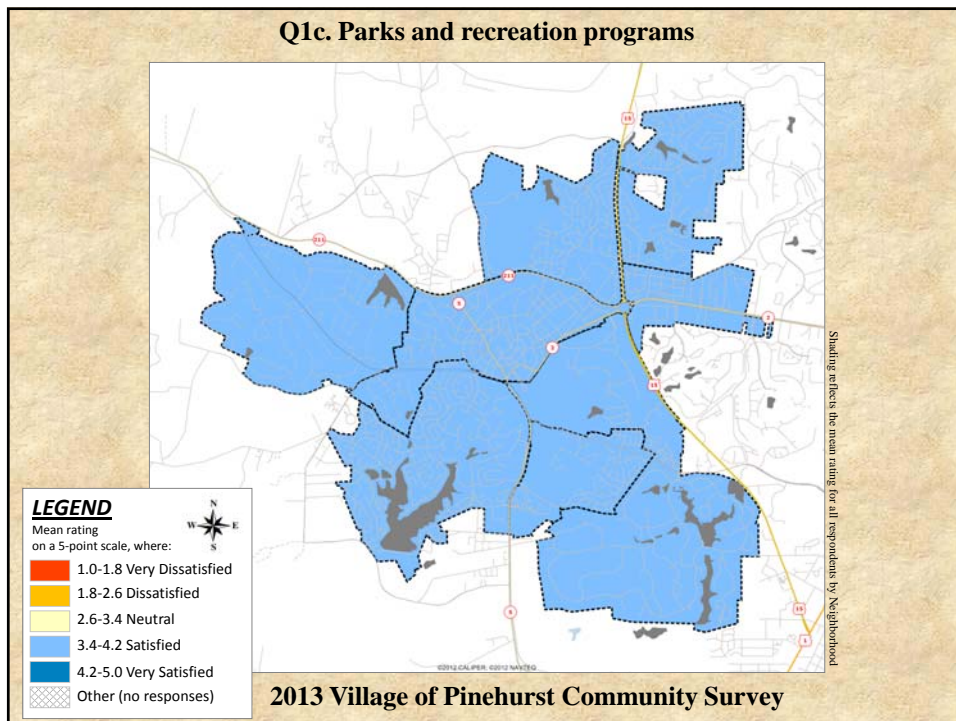
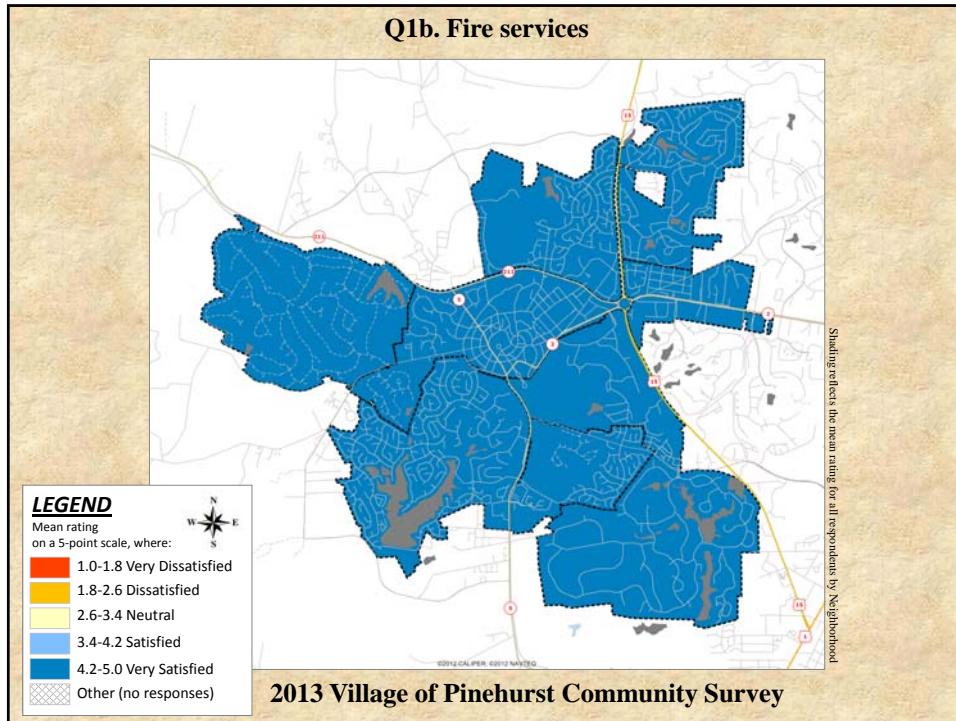
The maps on the following pages show the mean ratings for several questions by Neighborhood for the first time in the 2013 Report .

If all Neighborhoods on a map are the same color, then most residents in the community generally feel the same about that issue.

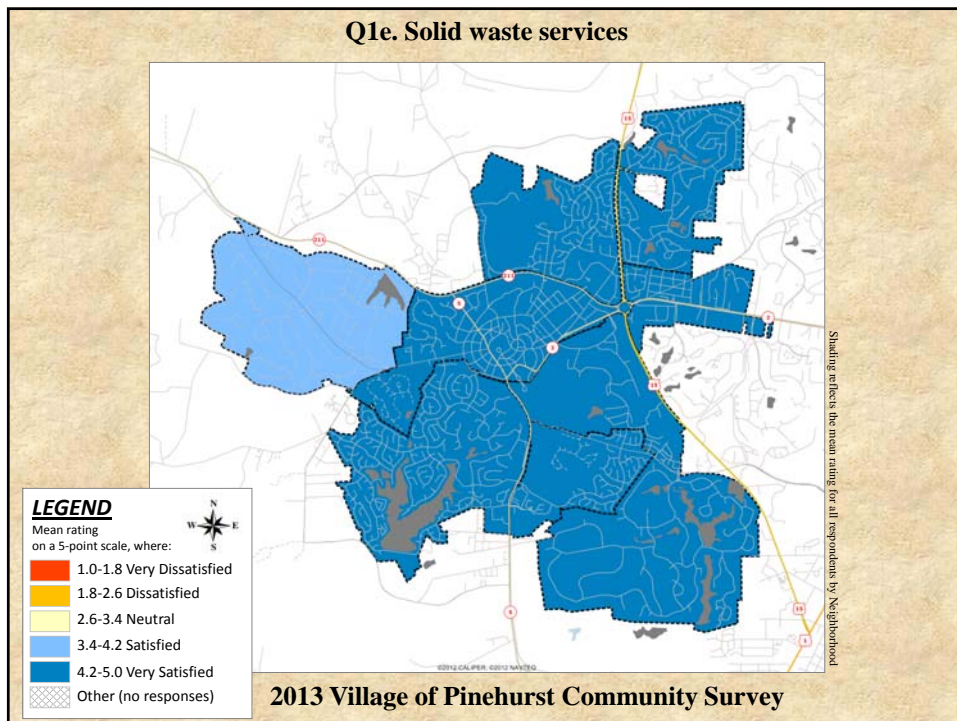
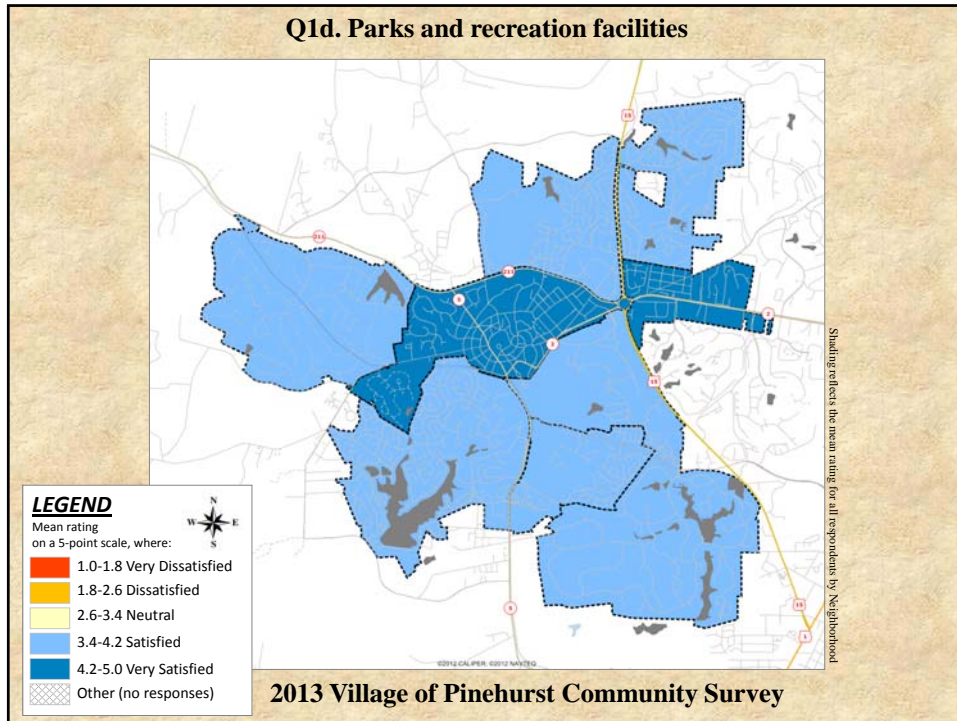
When reading the charts, please use the following color scheme as a guide:

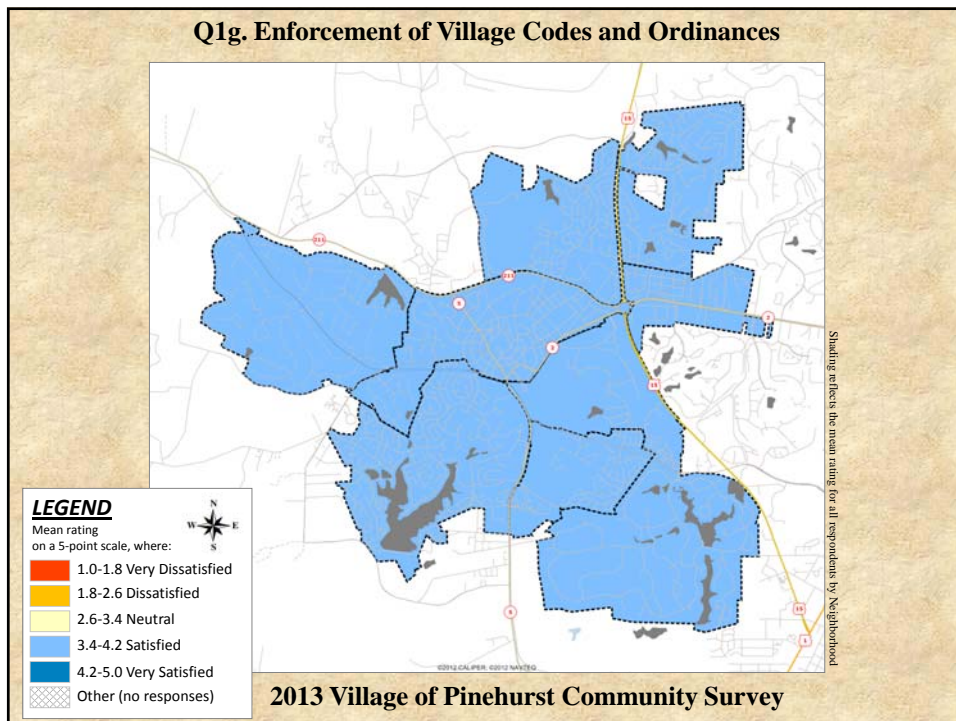
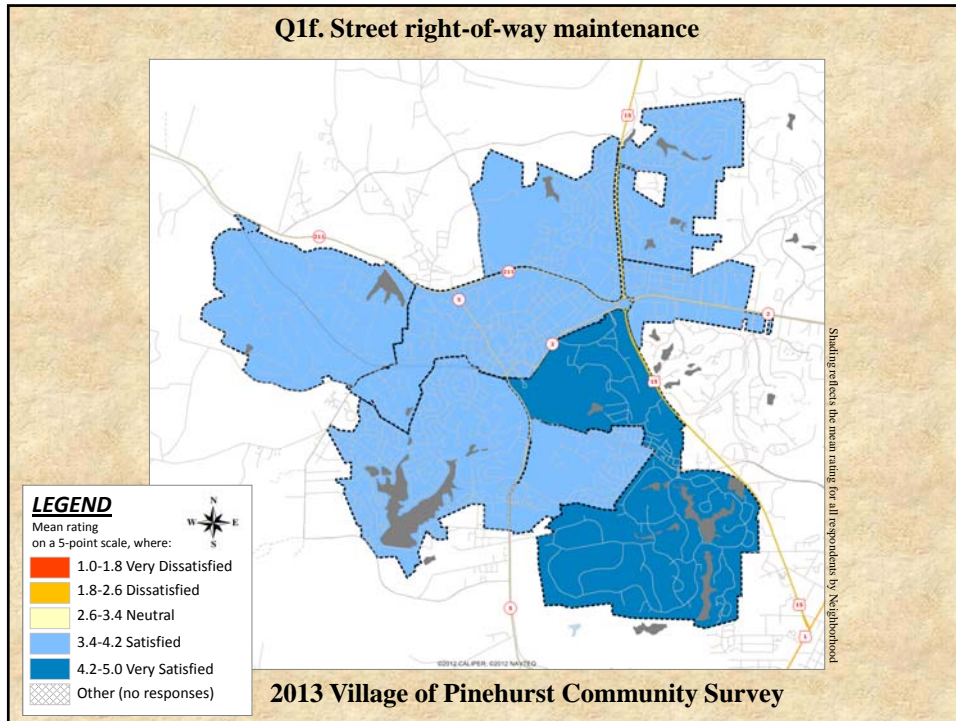
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate agreement and a willingness of residents to fund an initiative.
- **OFF-WHITE/BEIGE** shades indicate a NEUTRAL rating. Shades of neutral generally indicate a neutral or “not sure” opinion about an issue.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate disagreement and an unwillingness to fund an initiative.

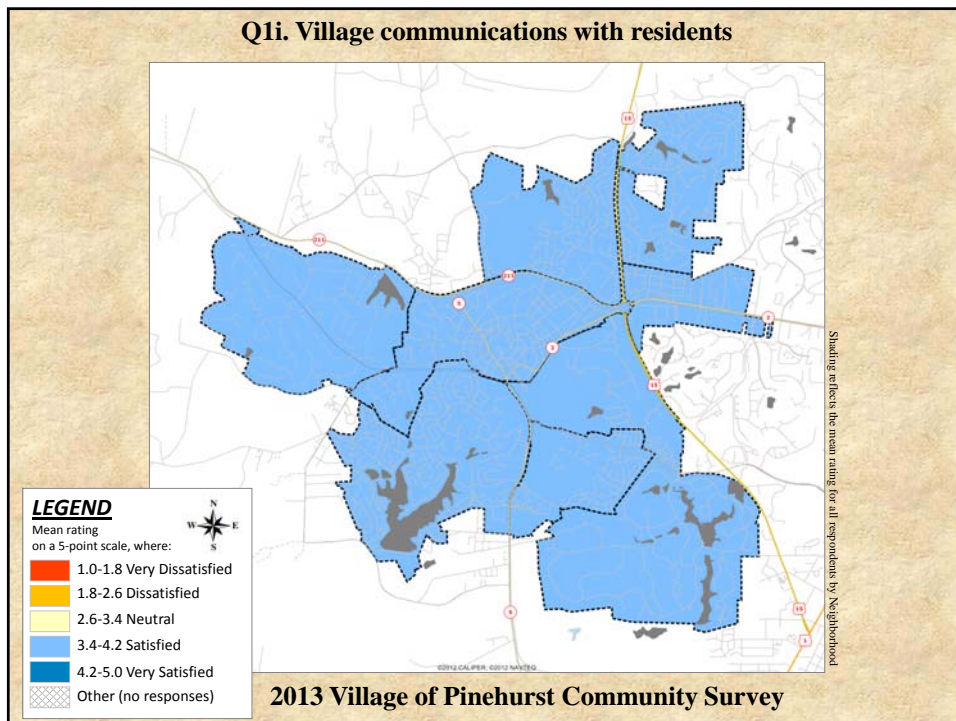
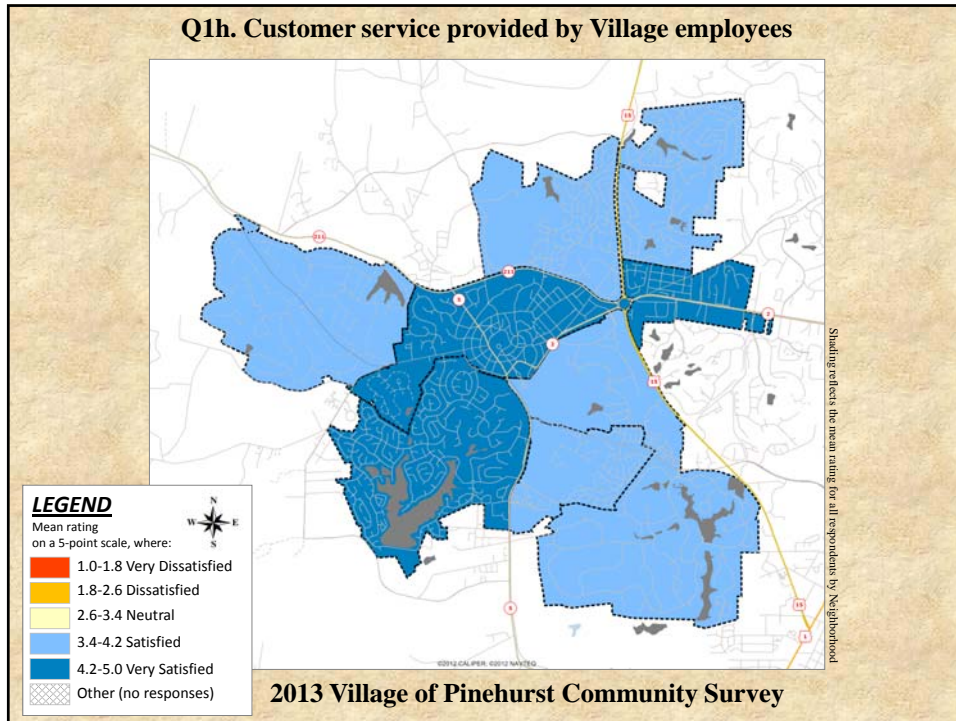




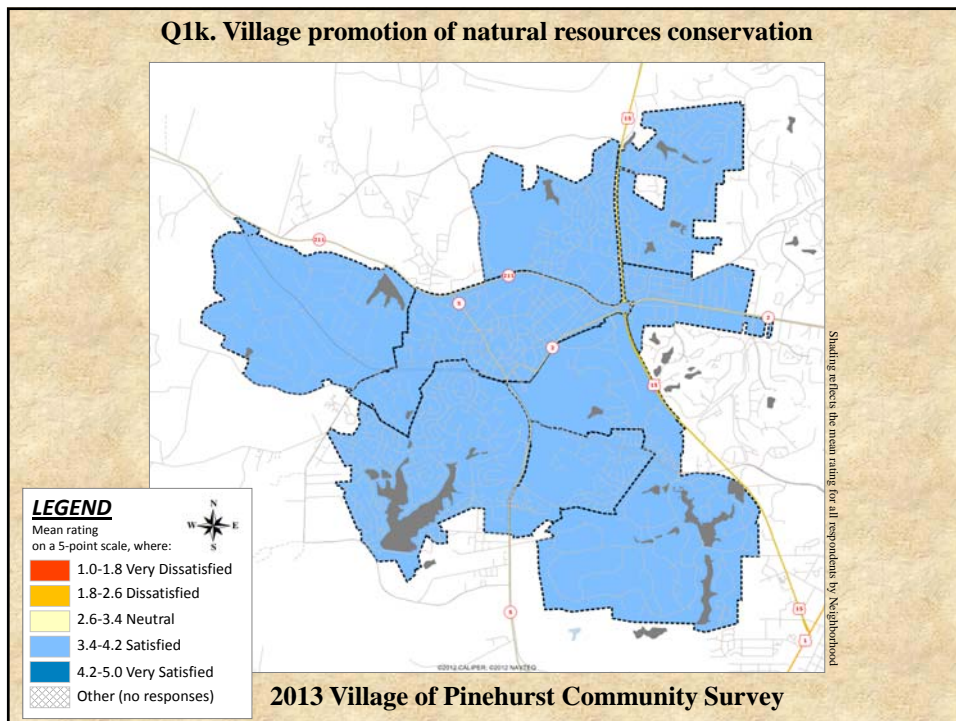
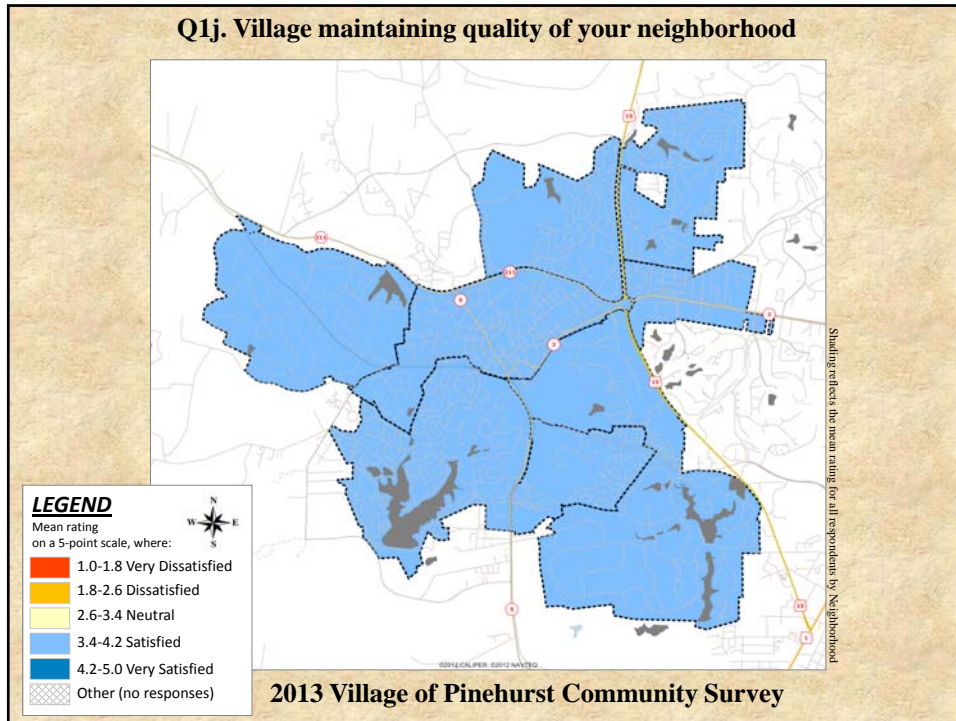


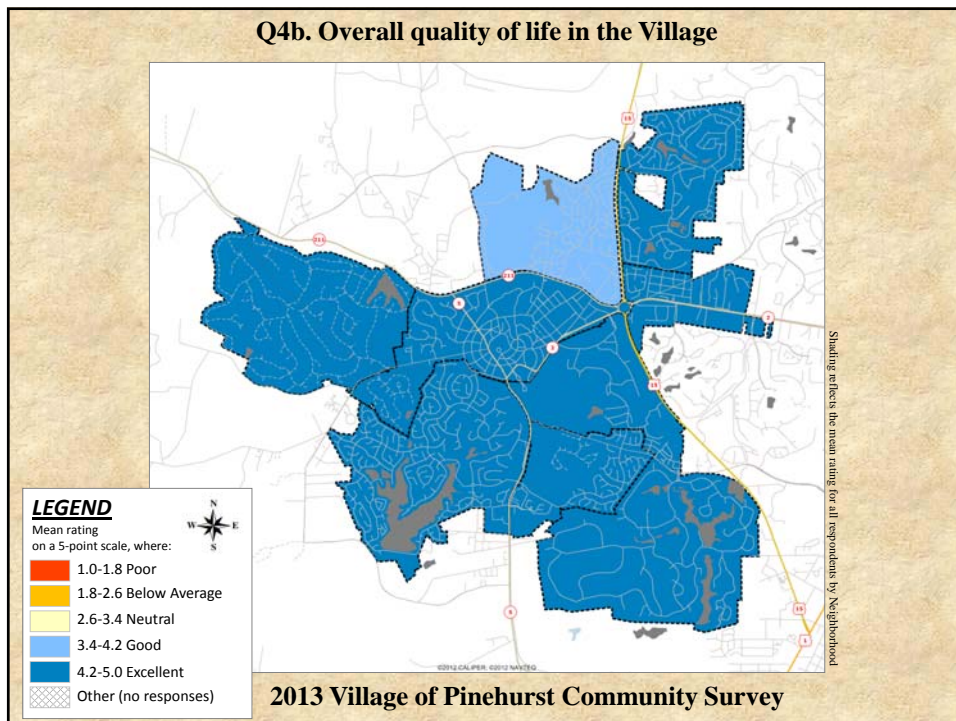
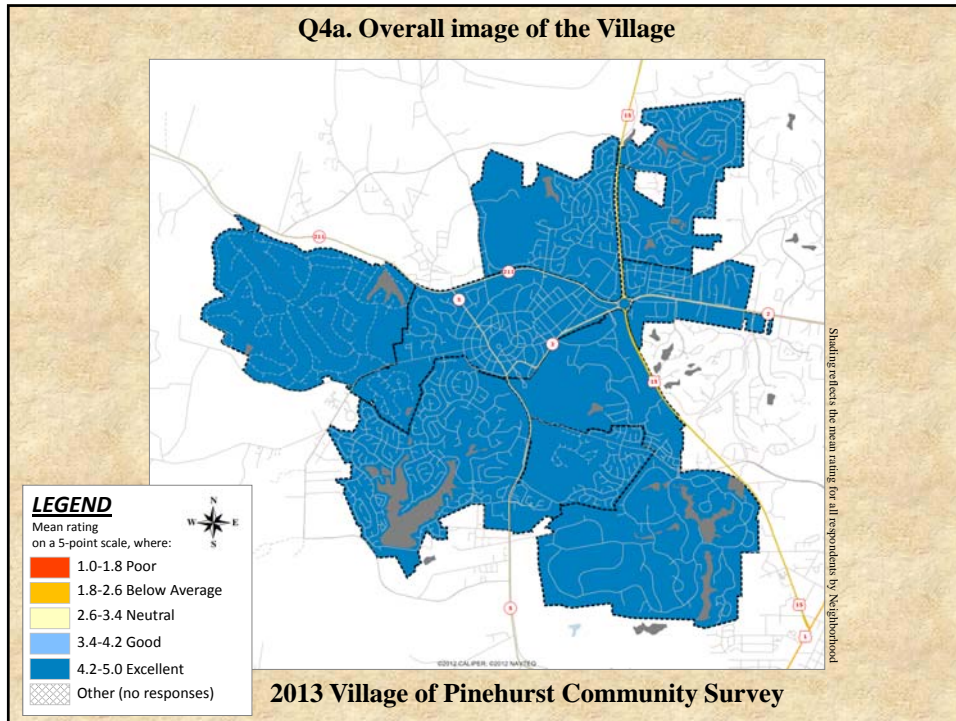


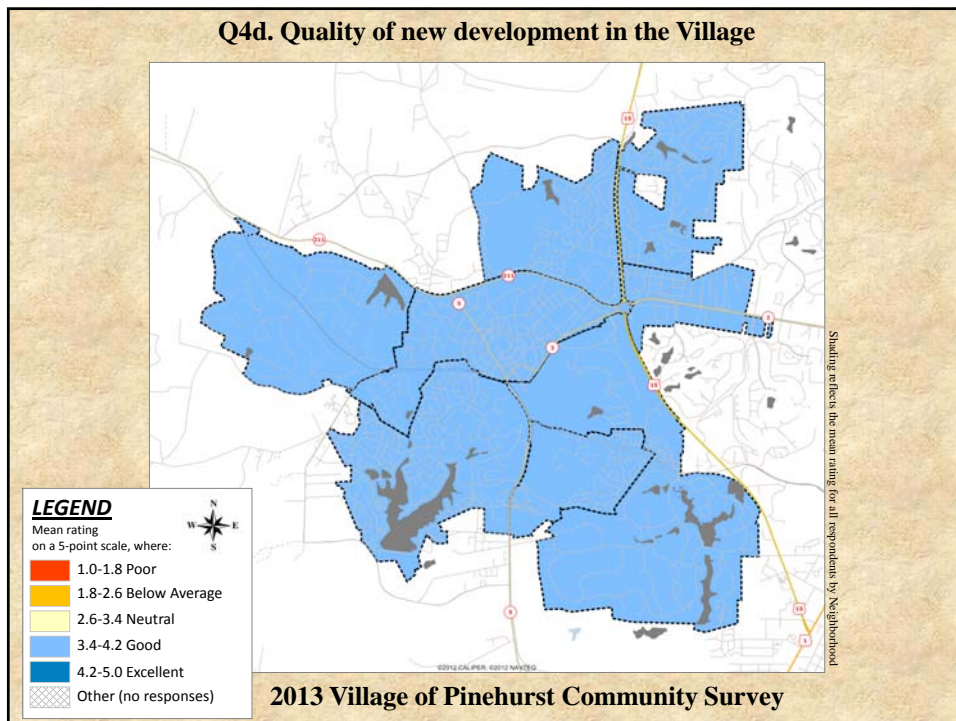
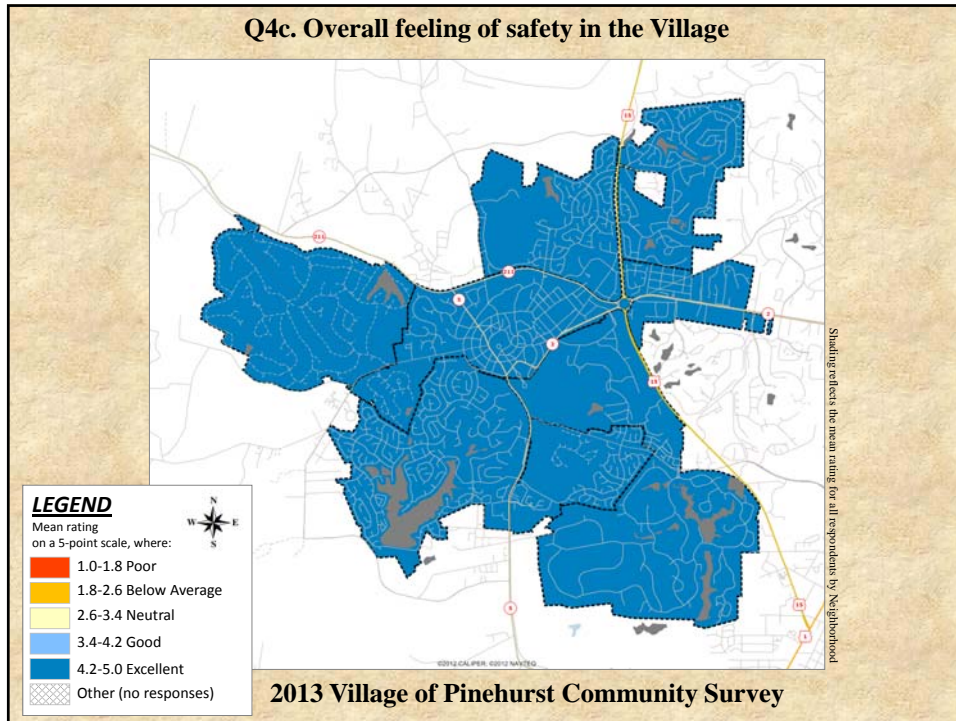




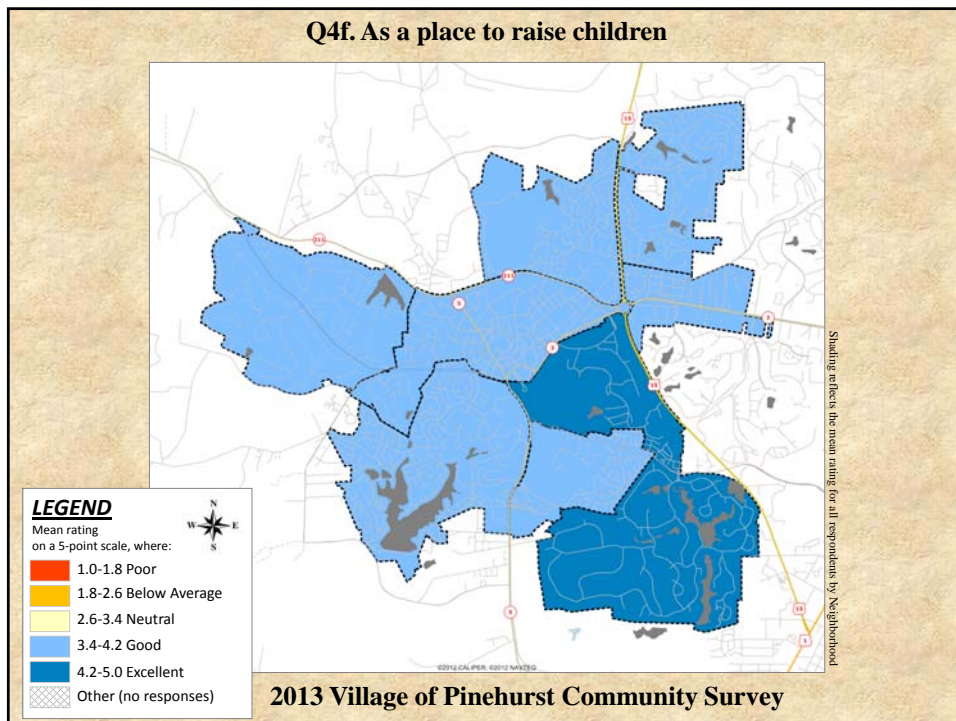
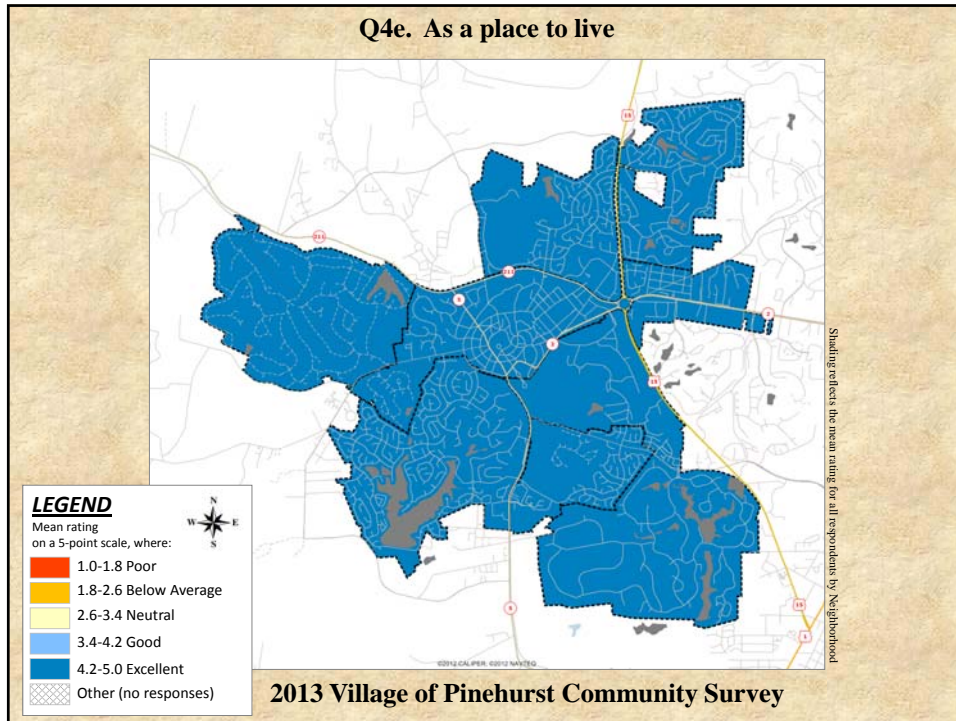


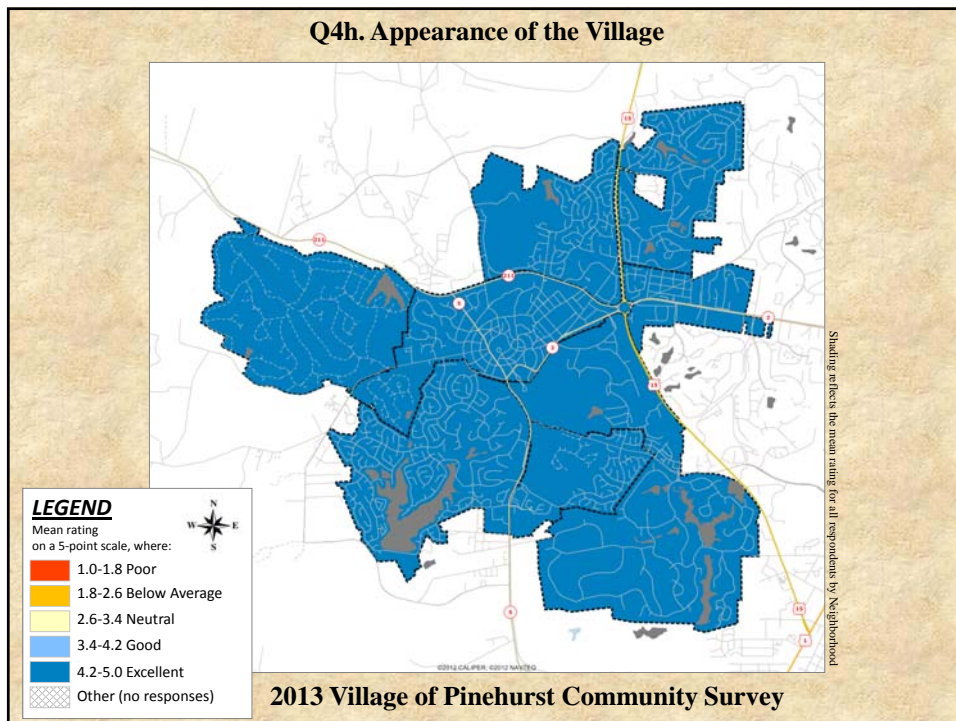
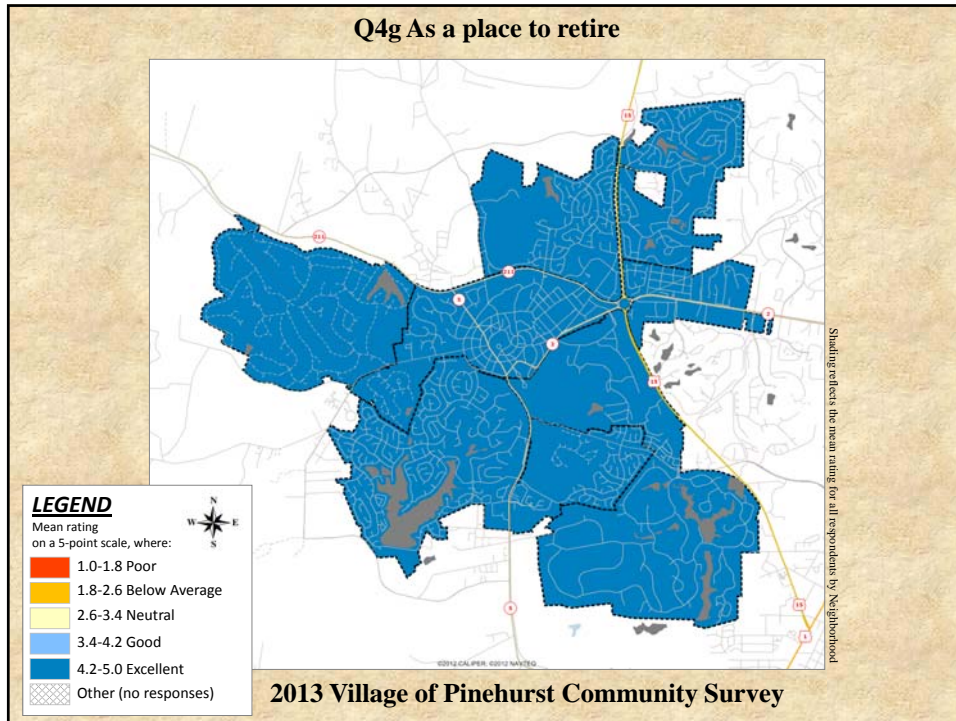


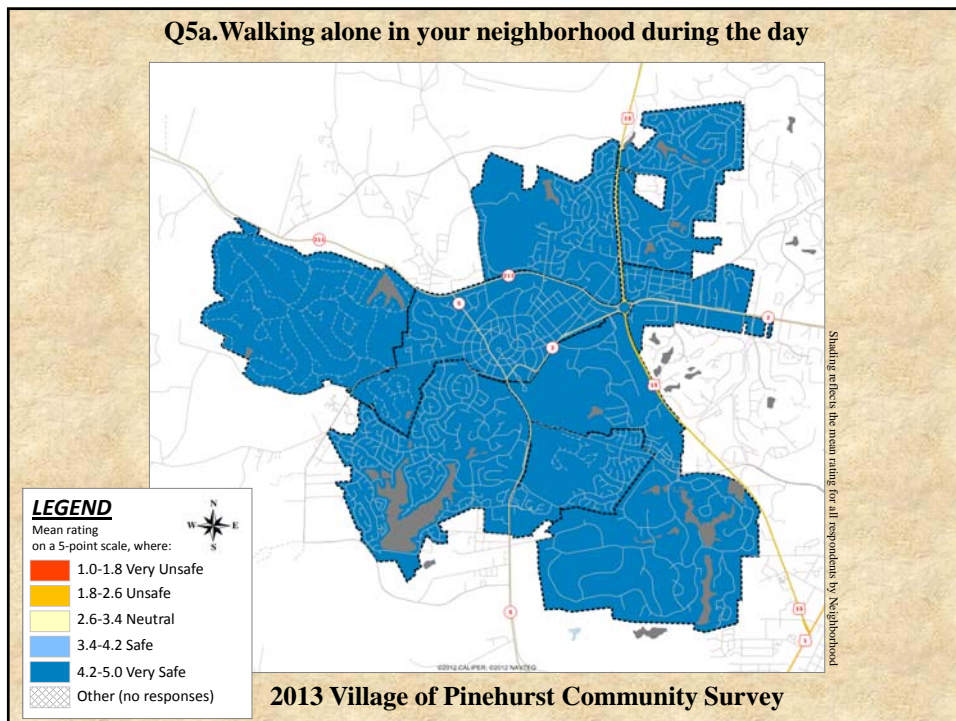
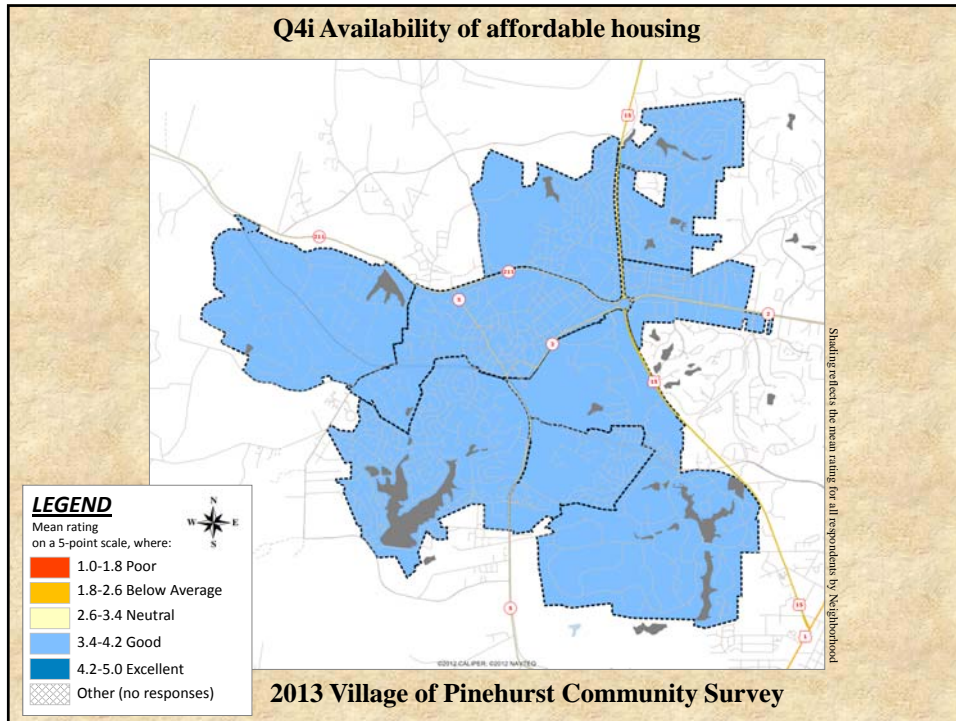




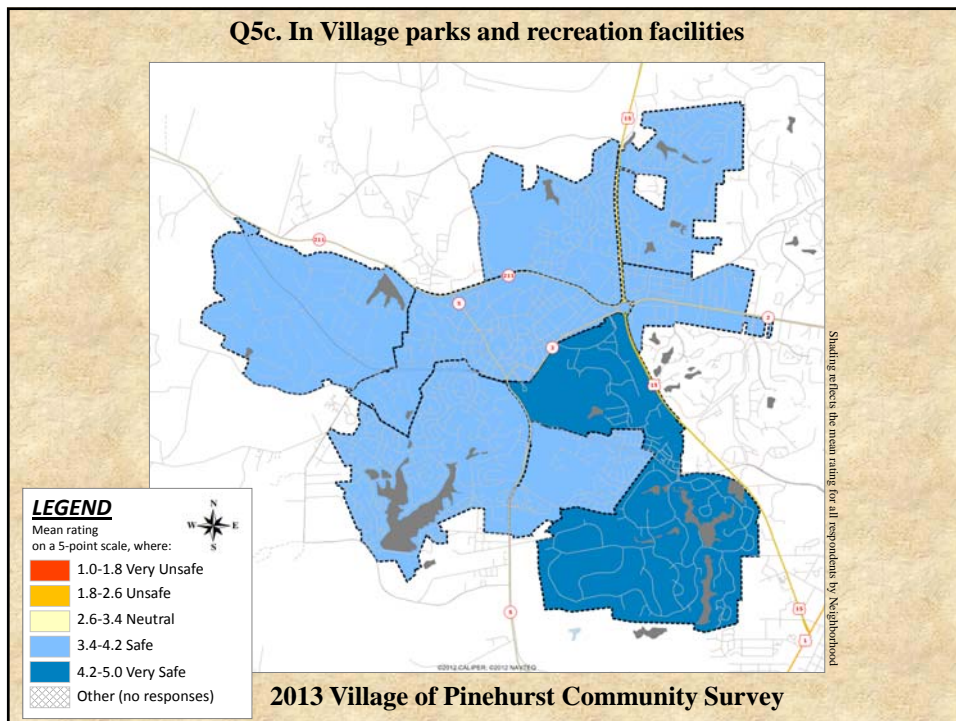
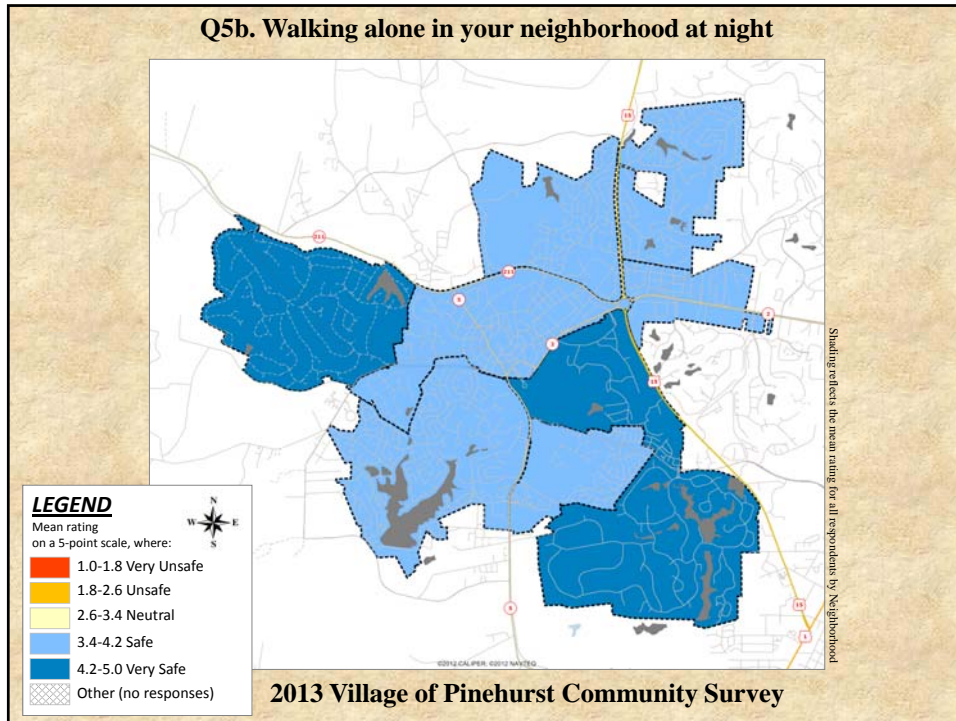


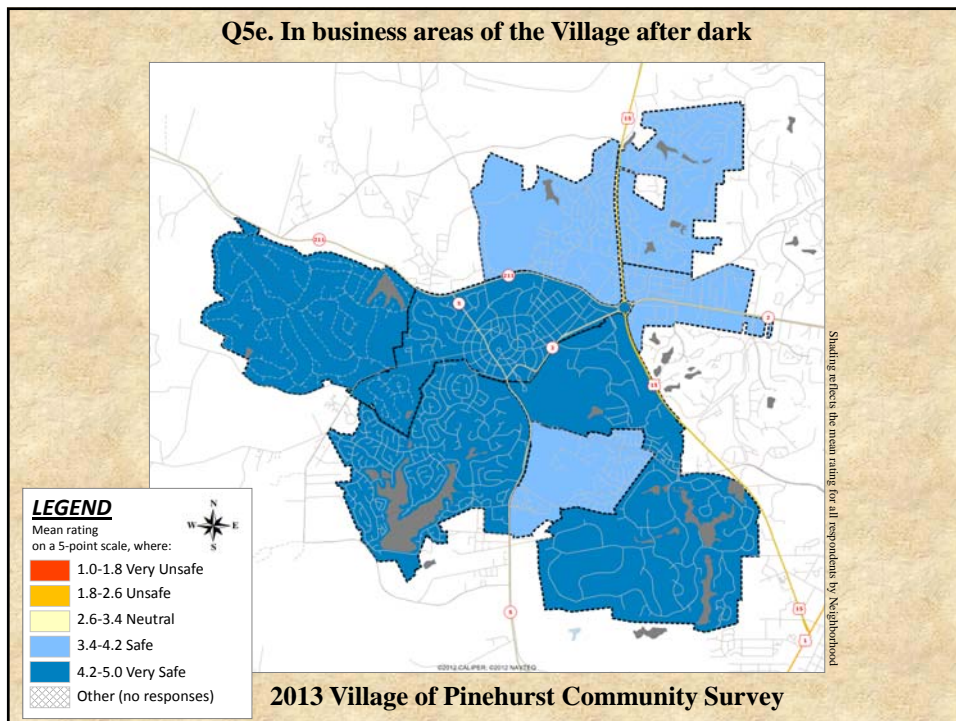
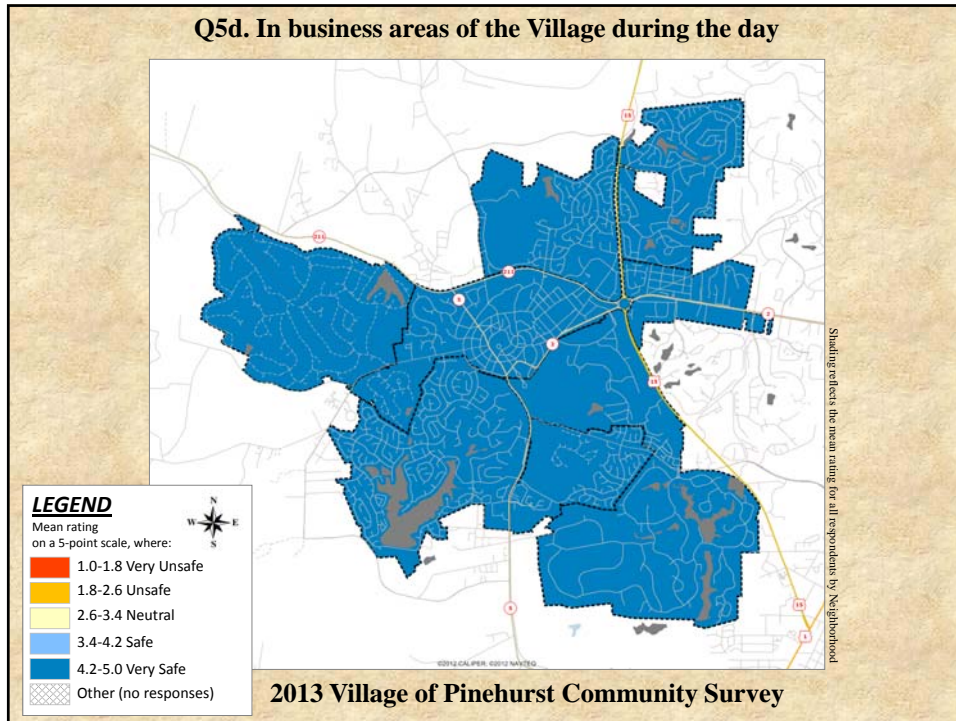




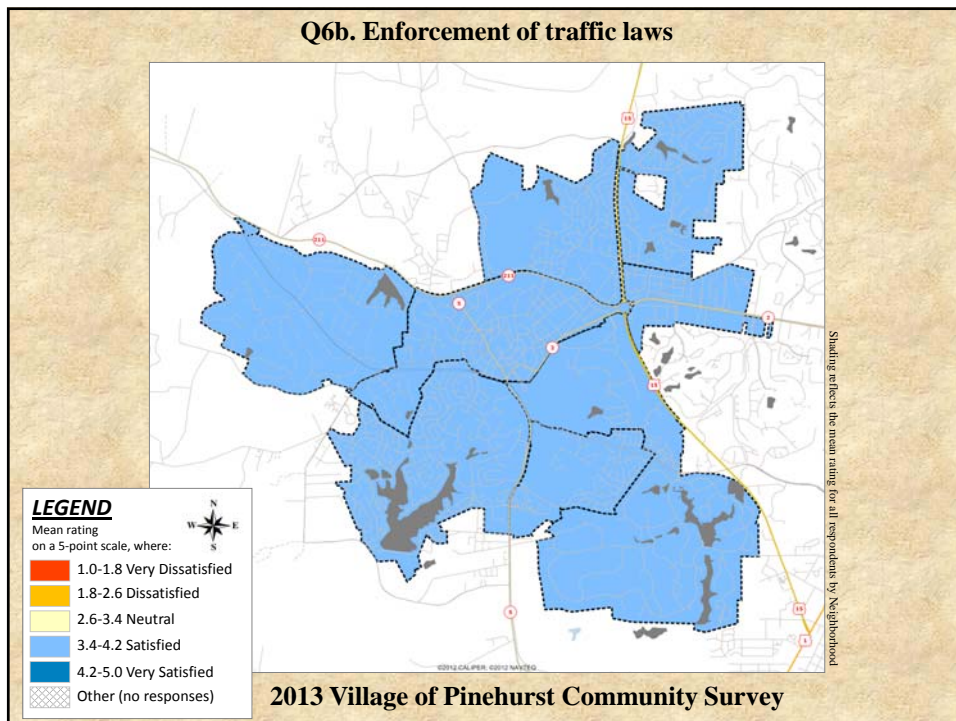
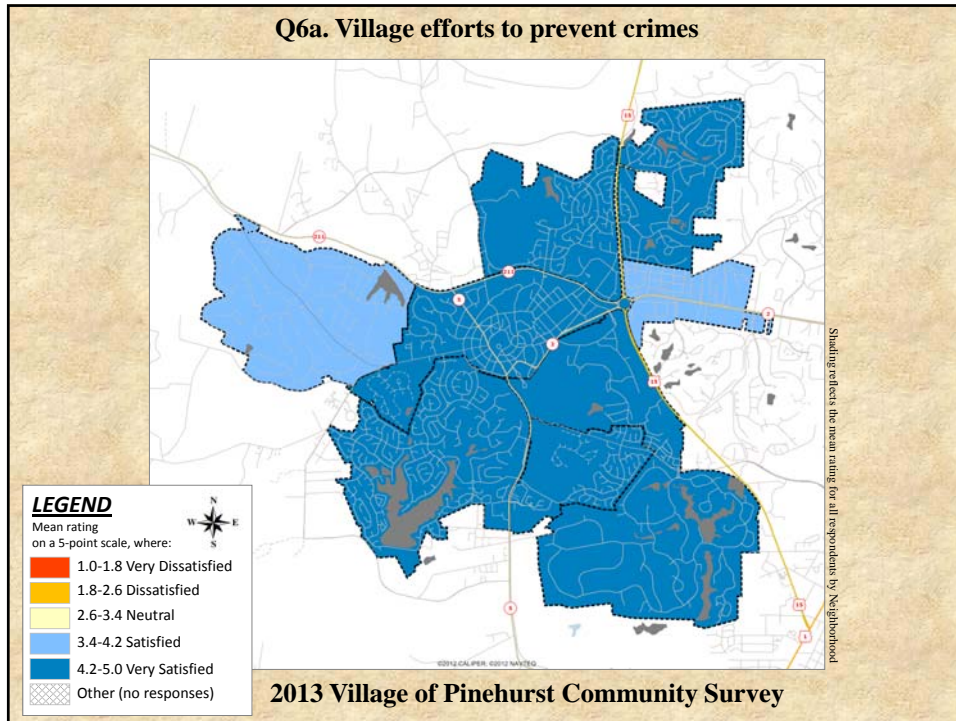


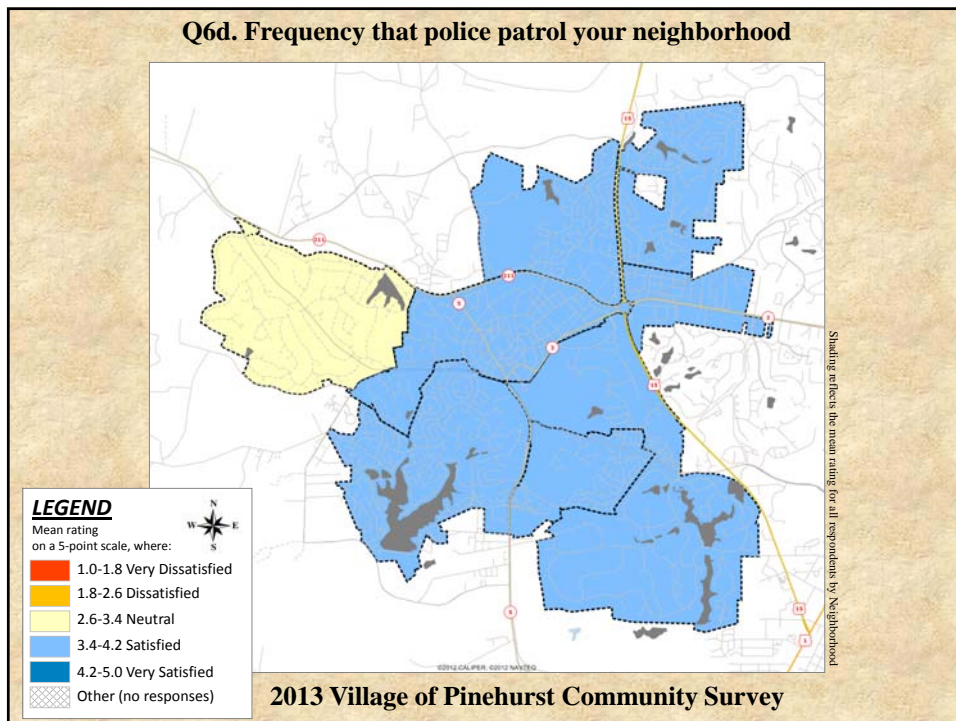
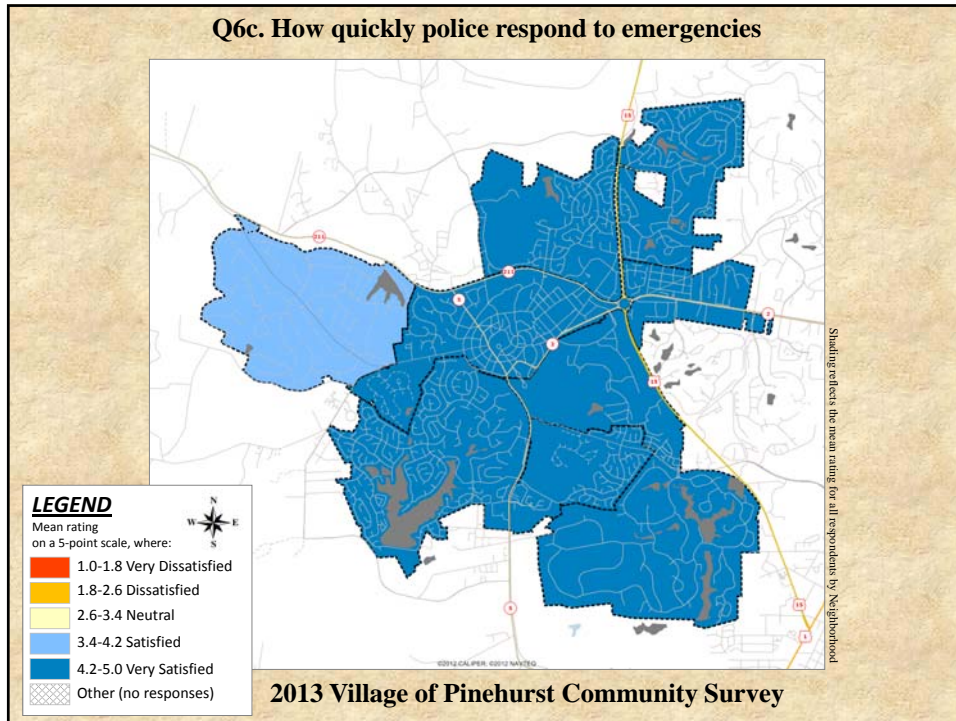


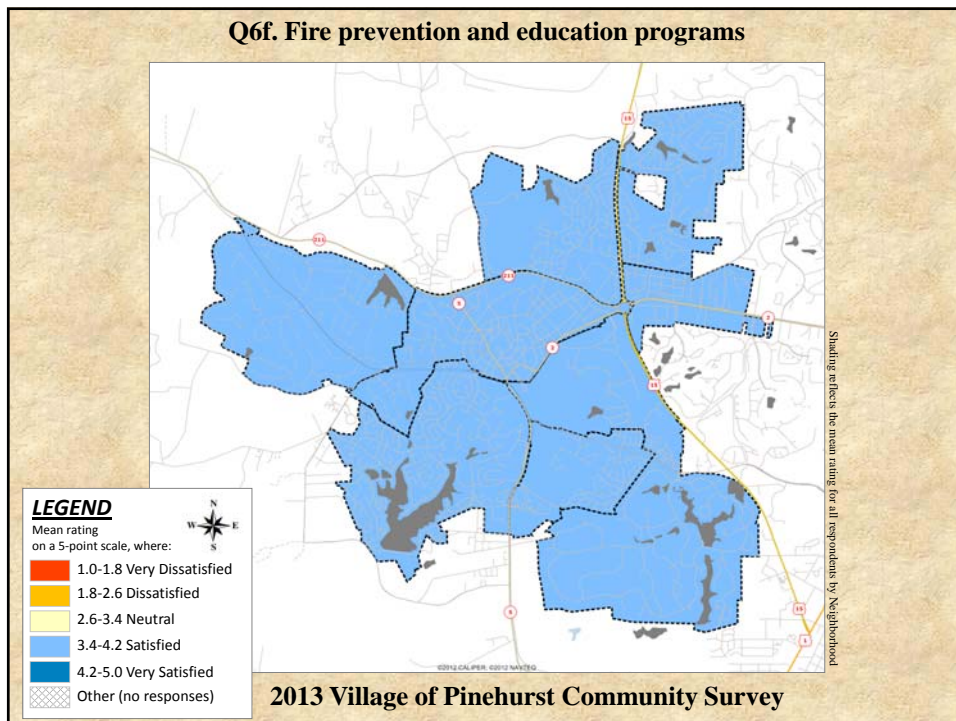
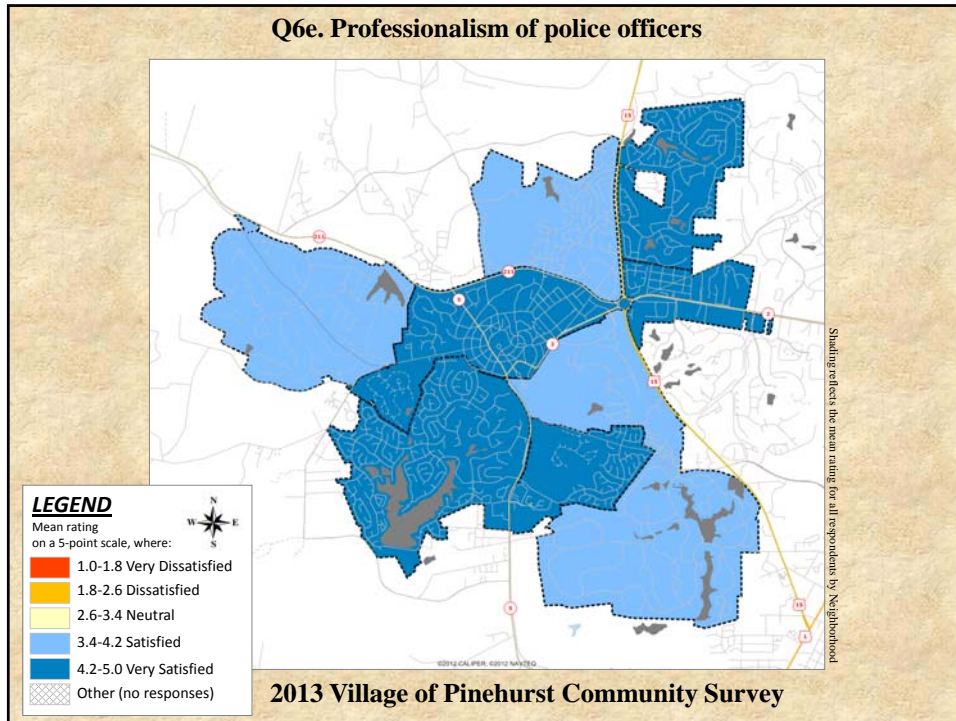




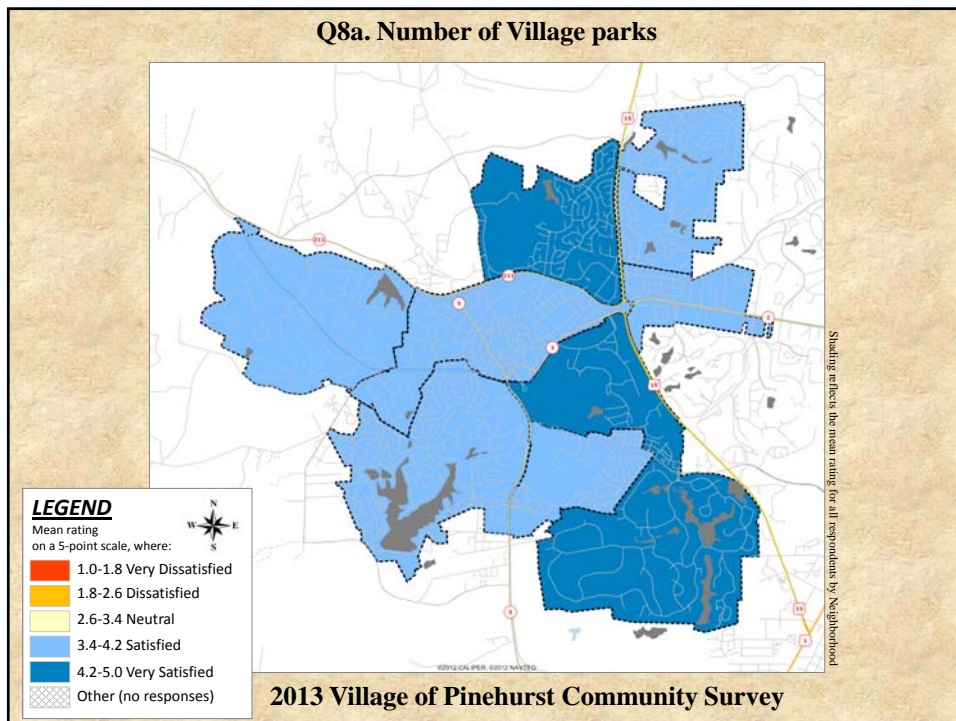
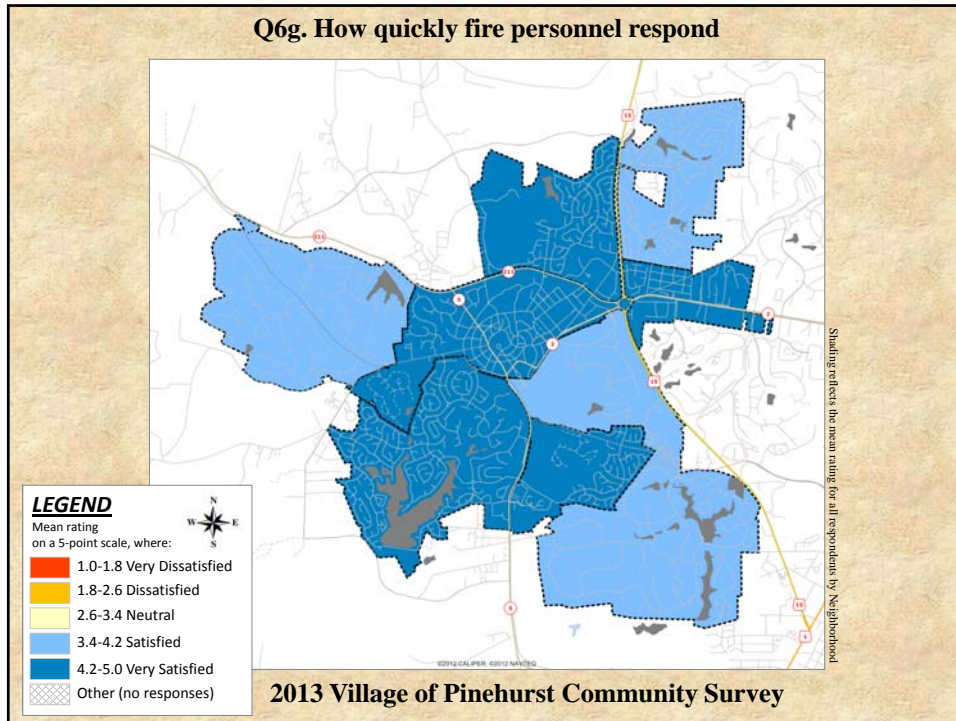


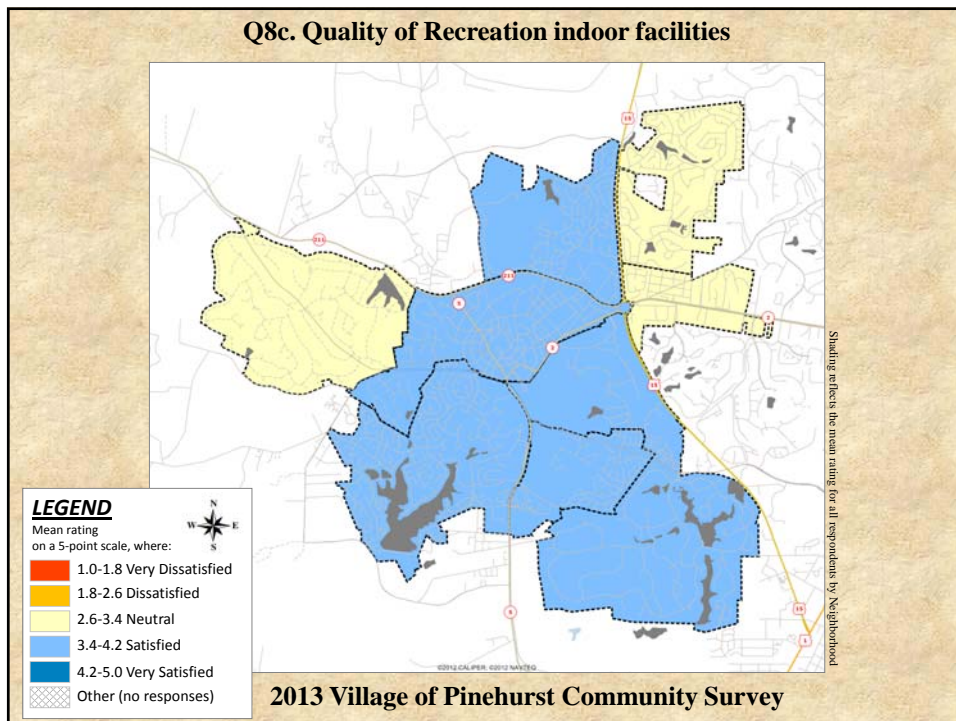
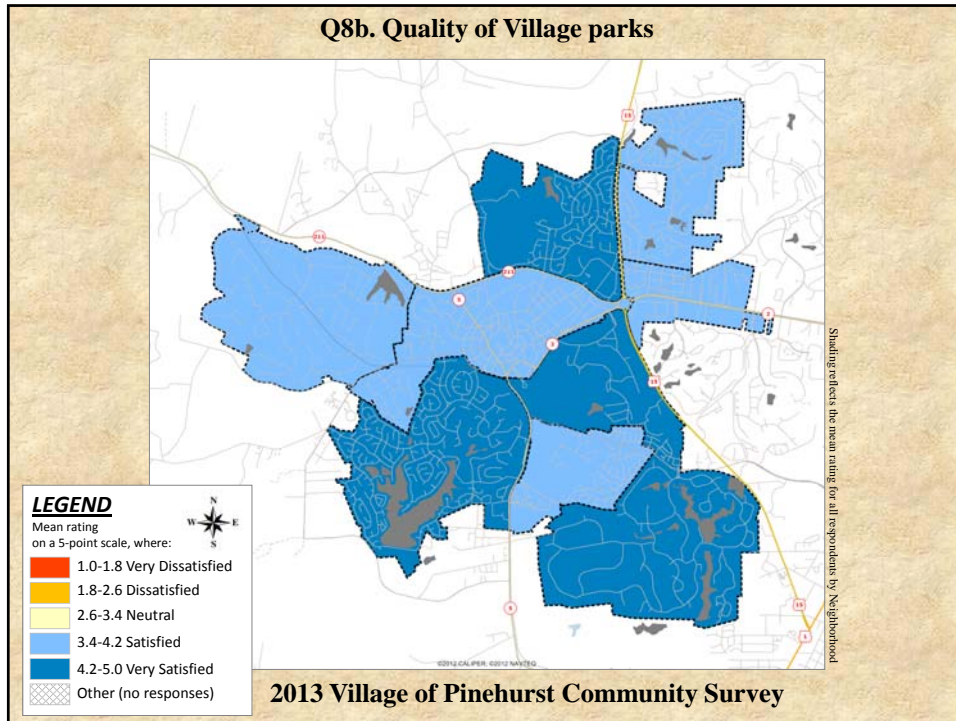


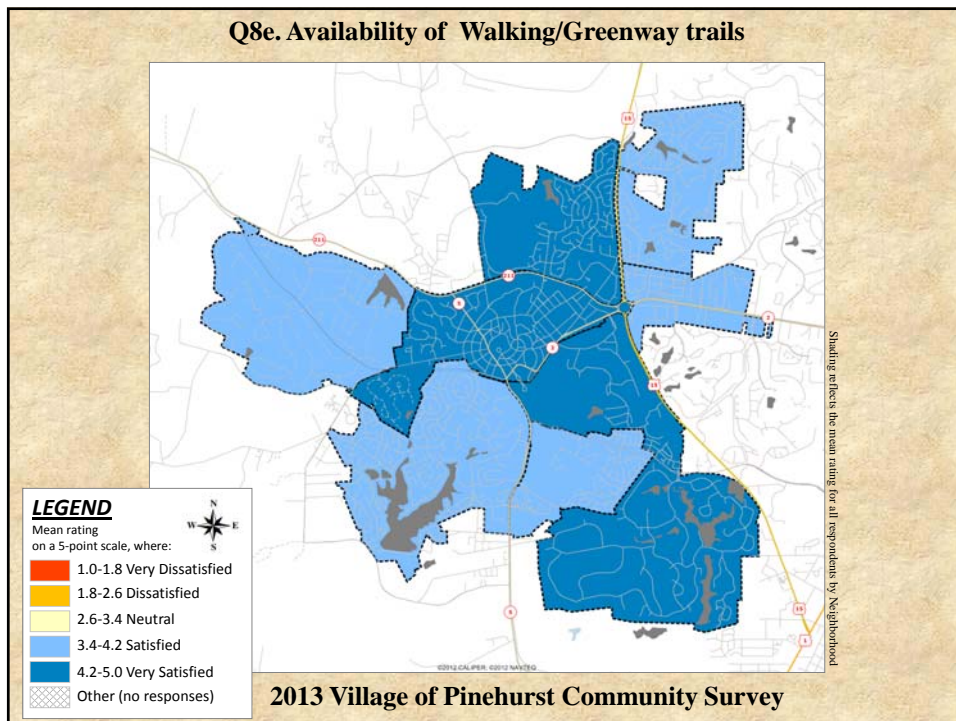
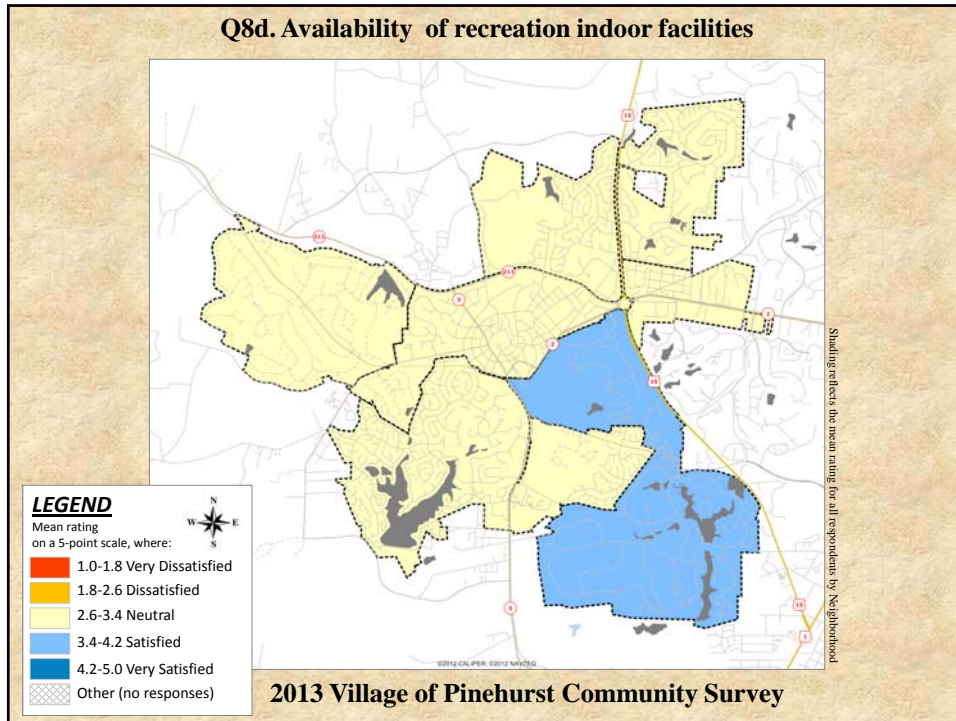




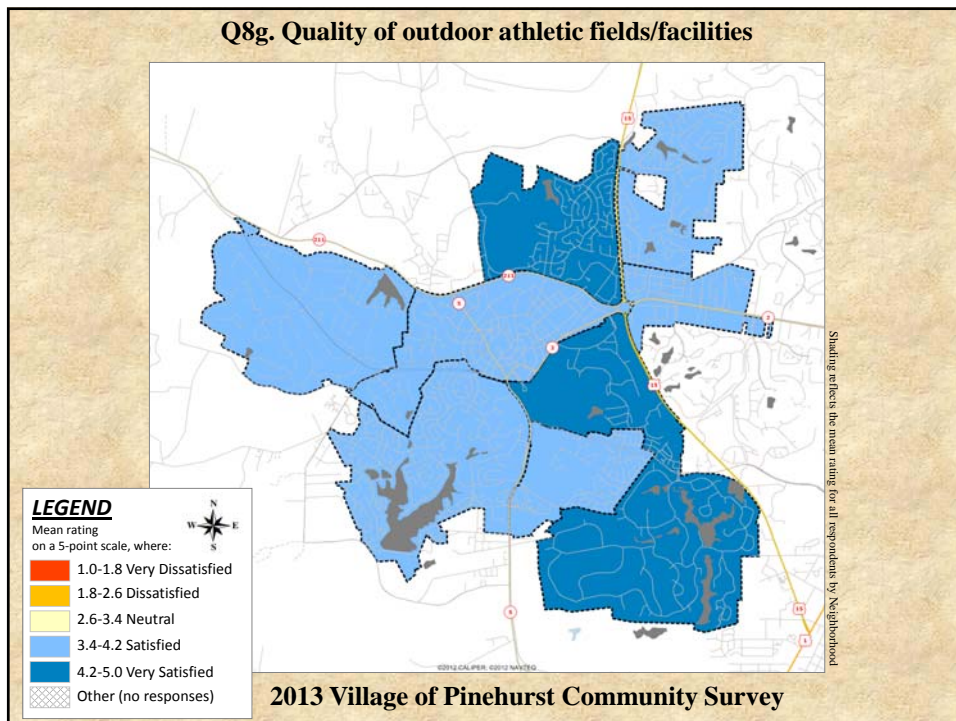
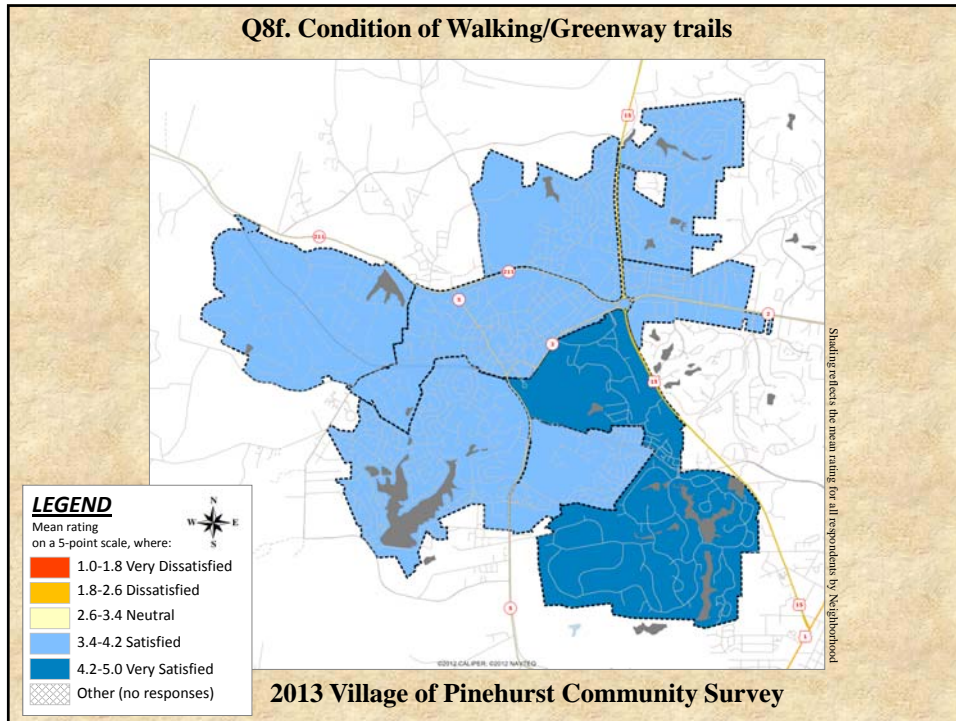


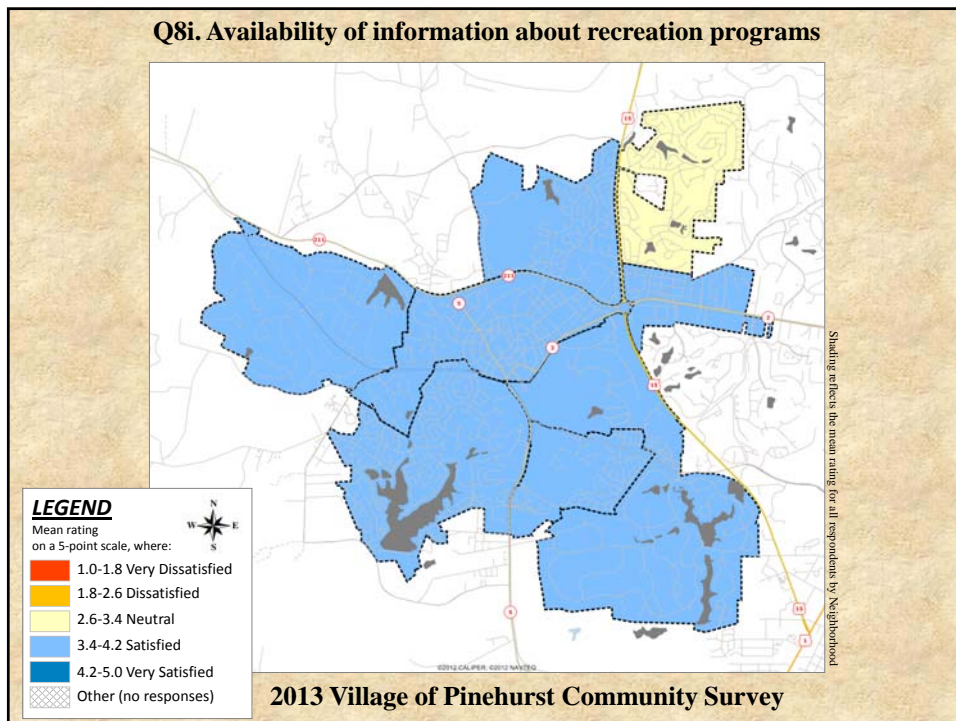
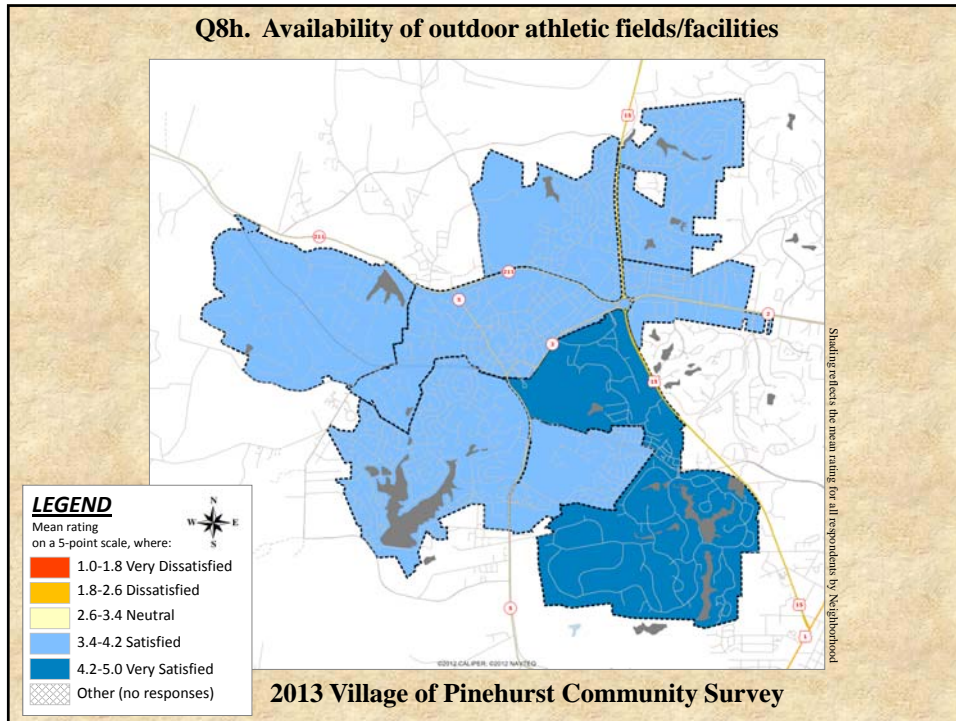




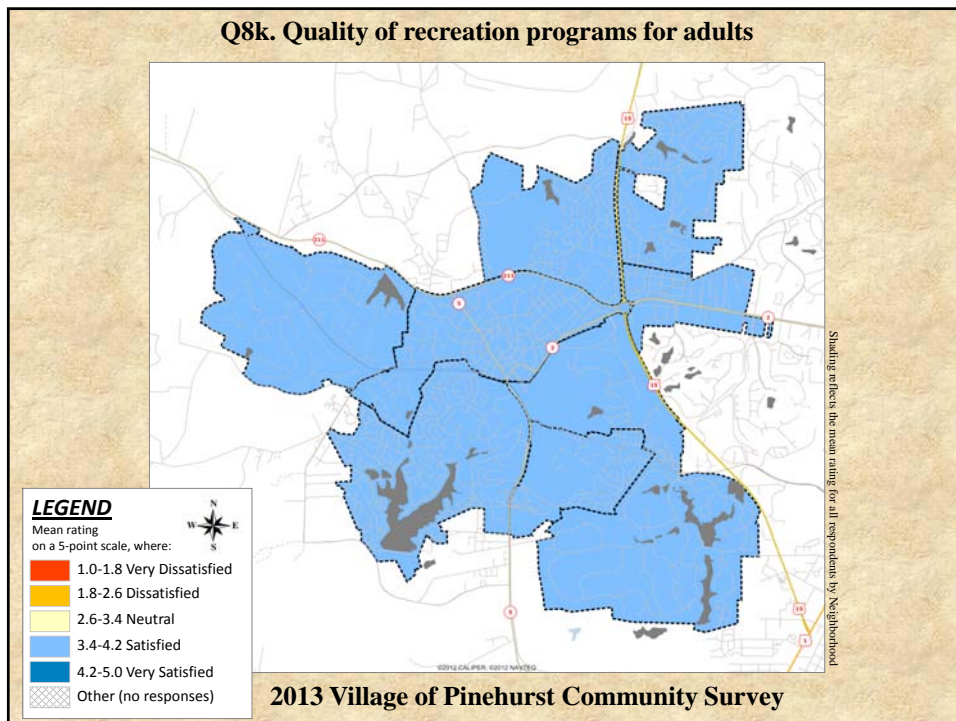
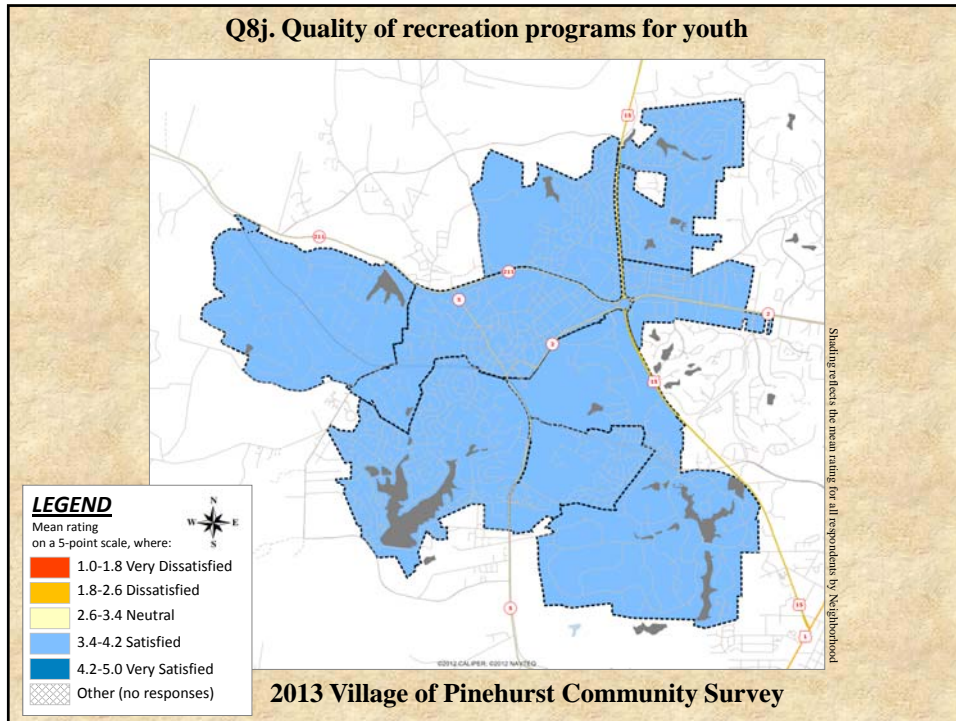


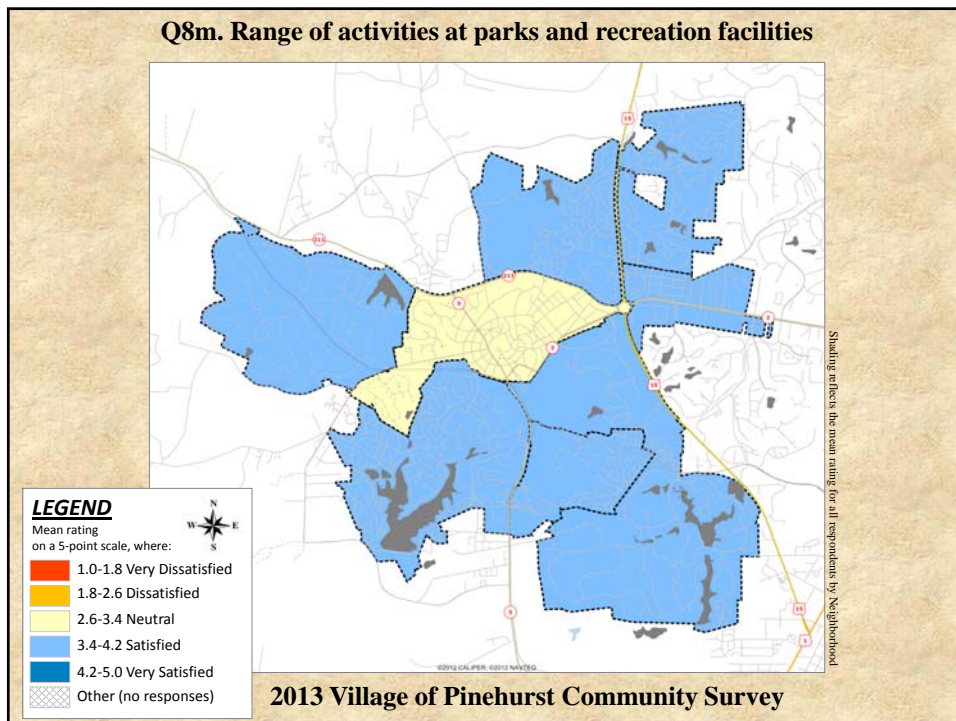
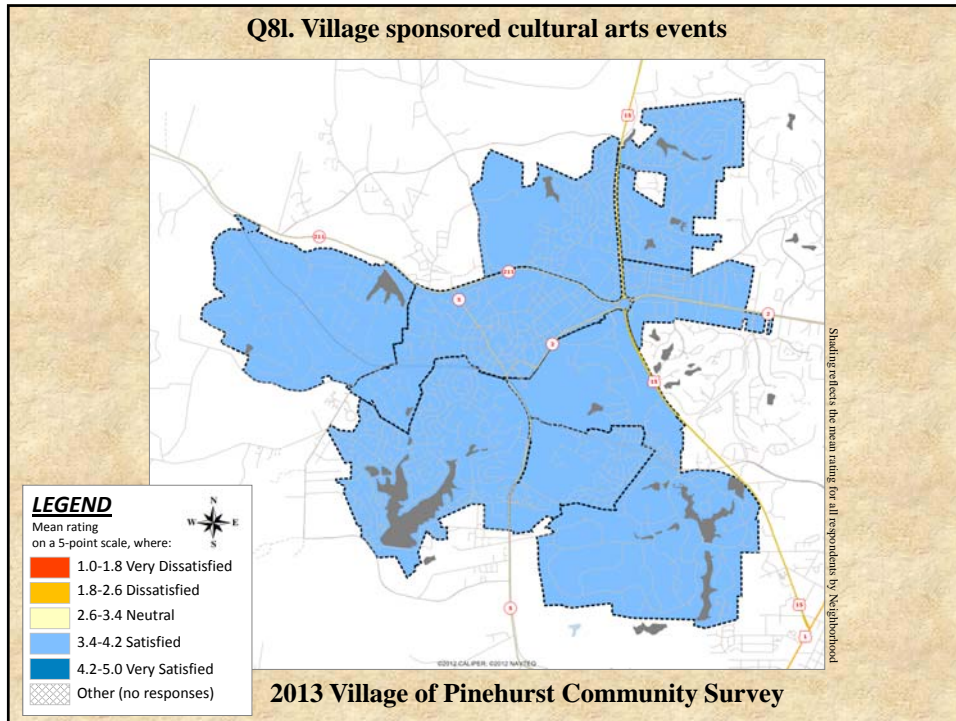


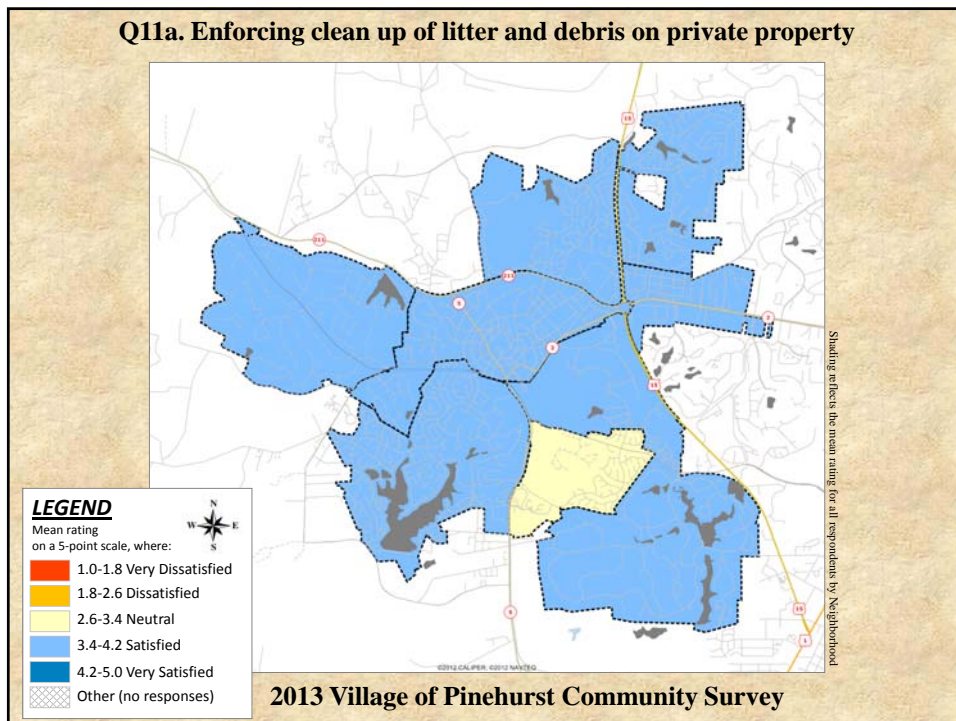
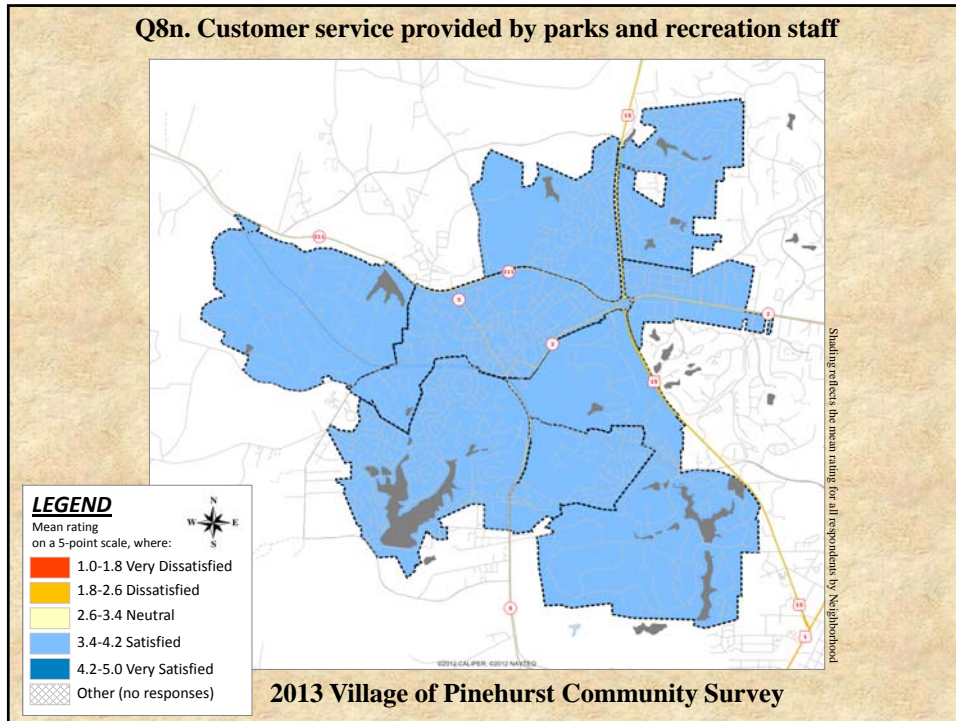




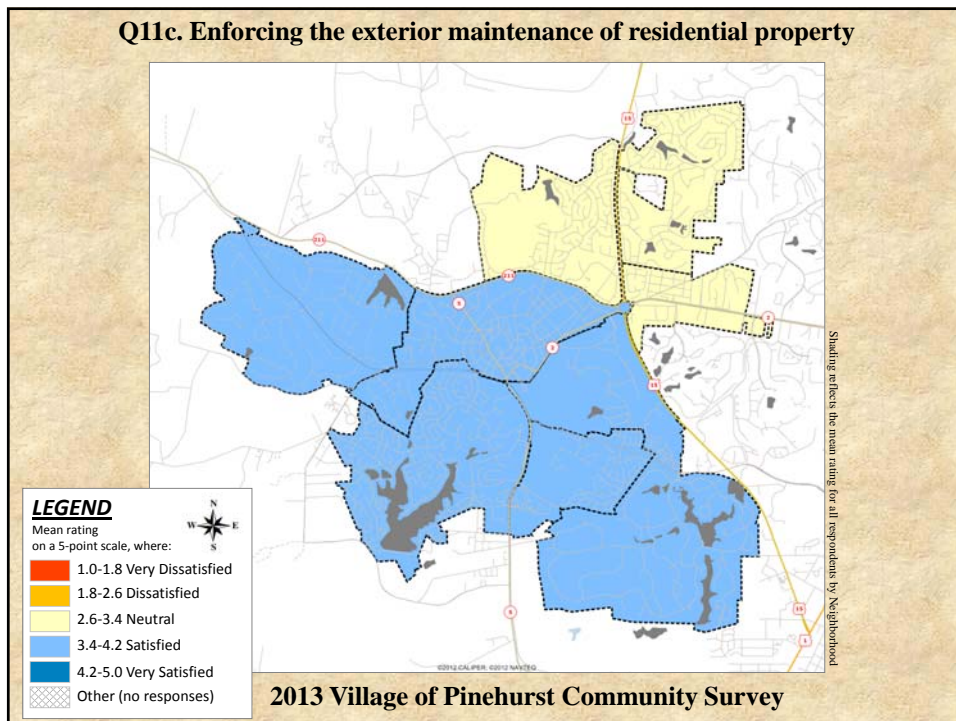
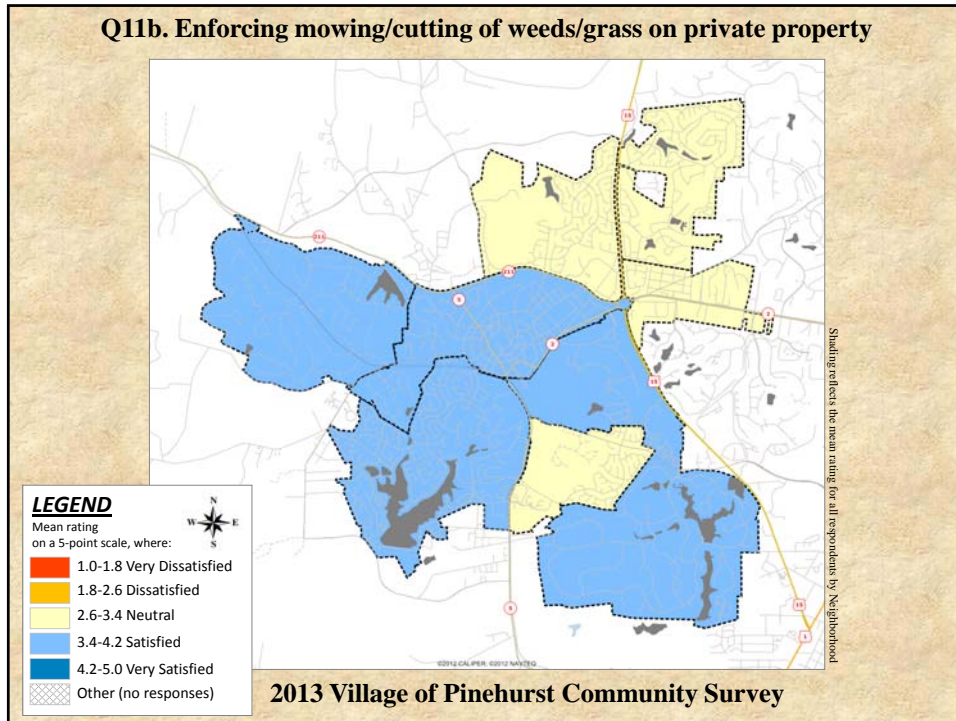


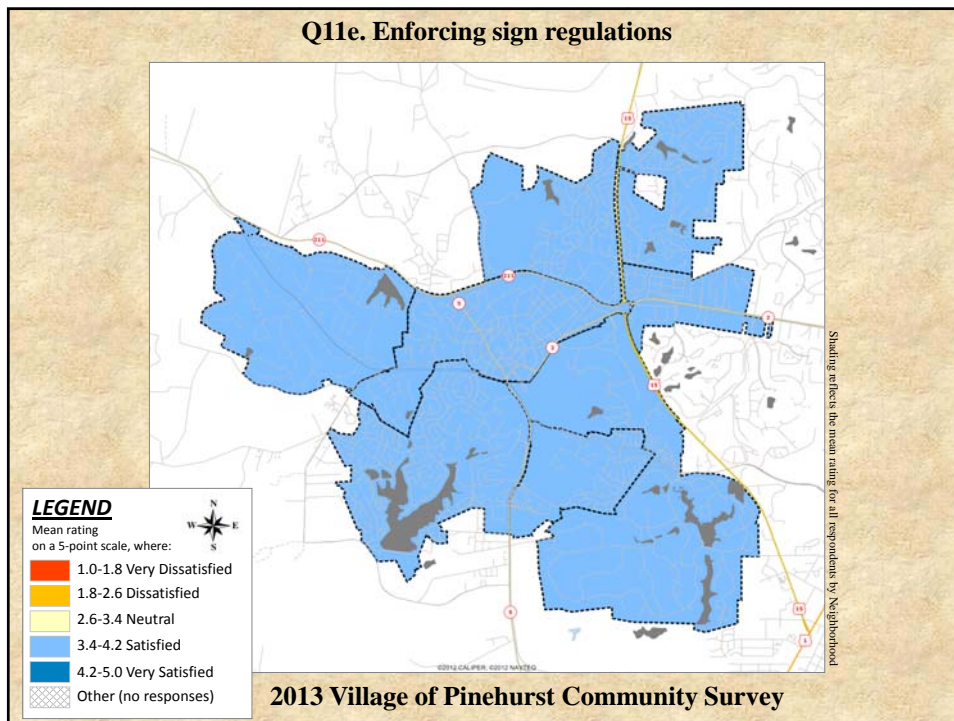
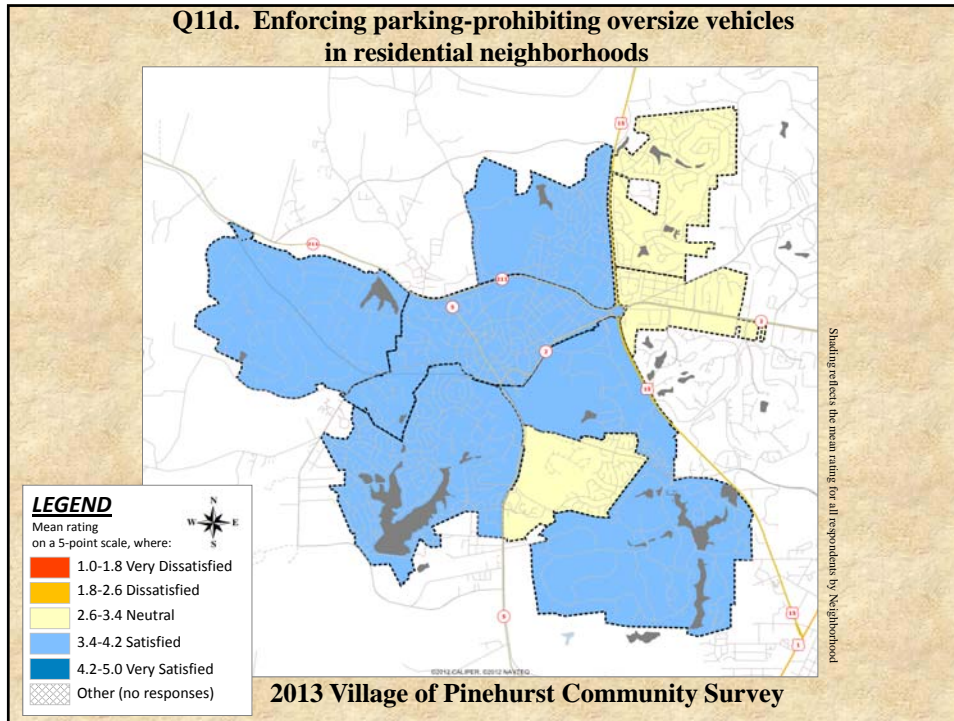


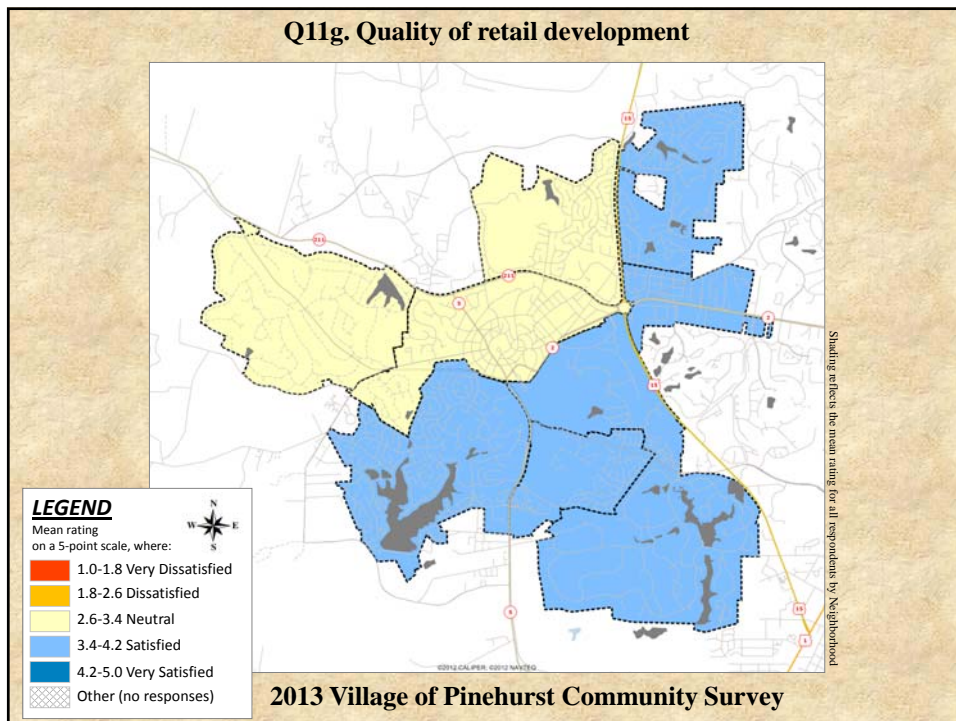
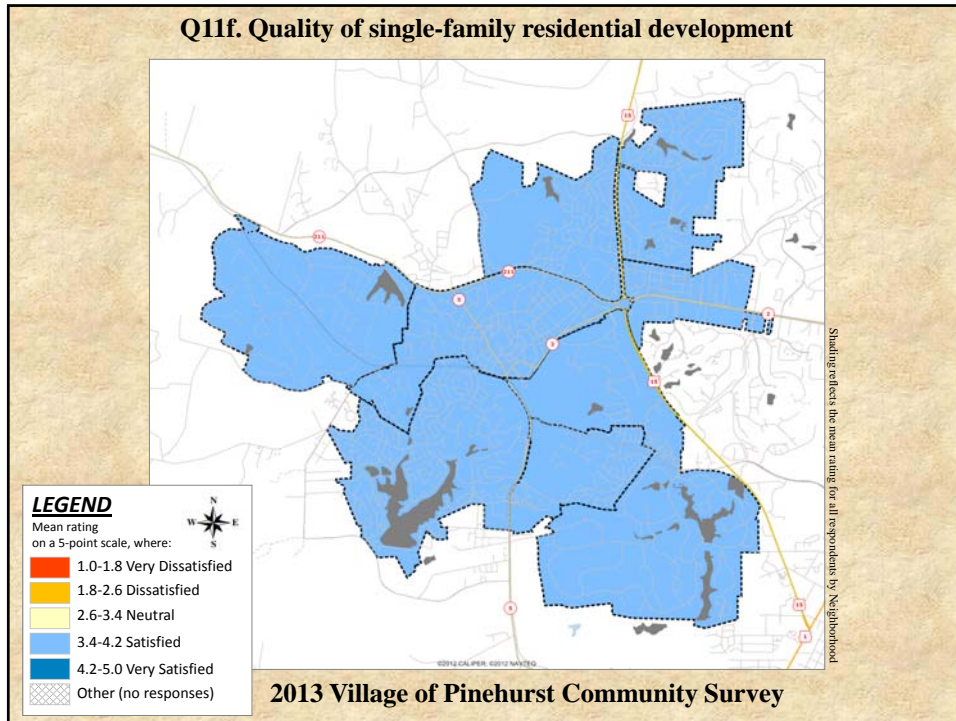




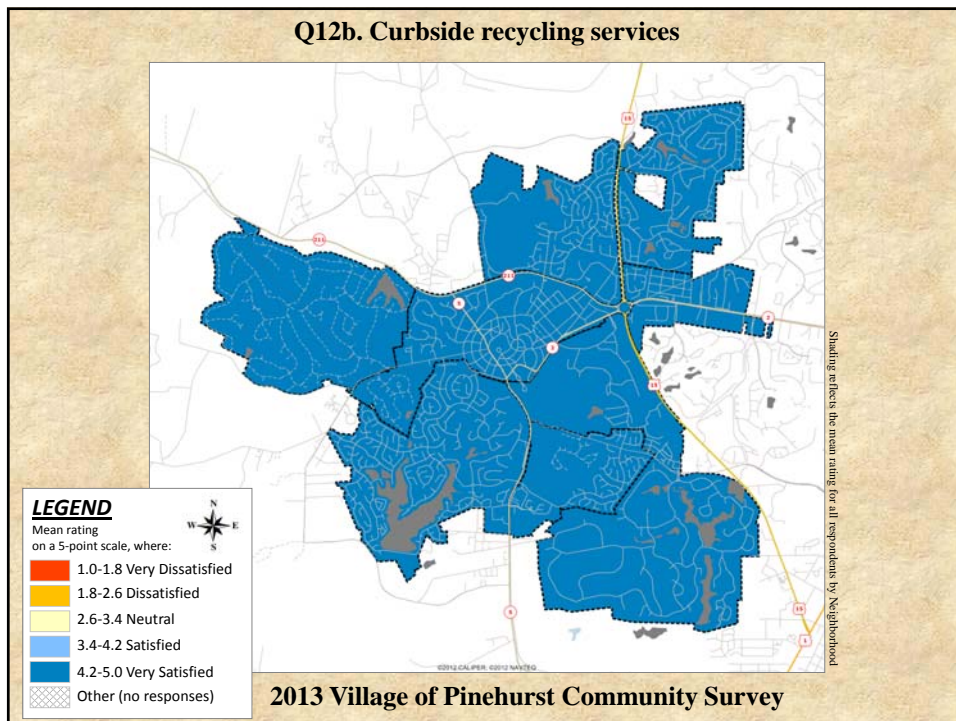
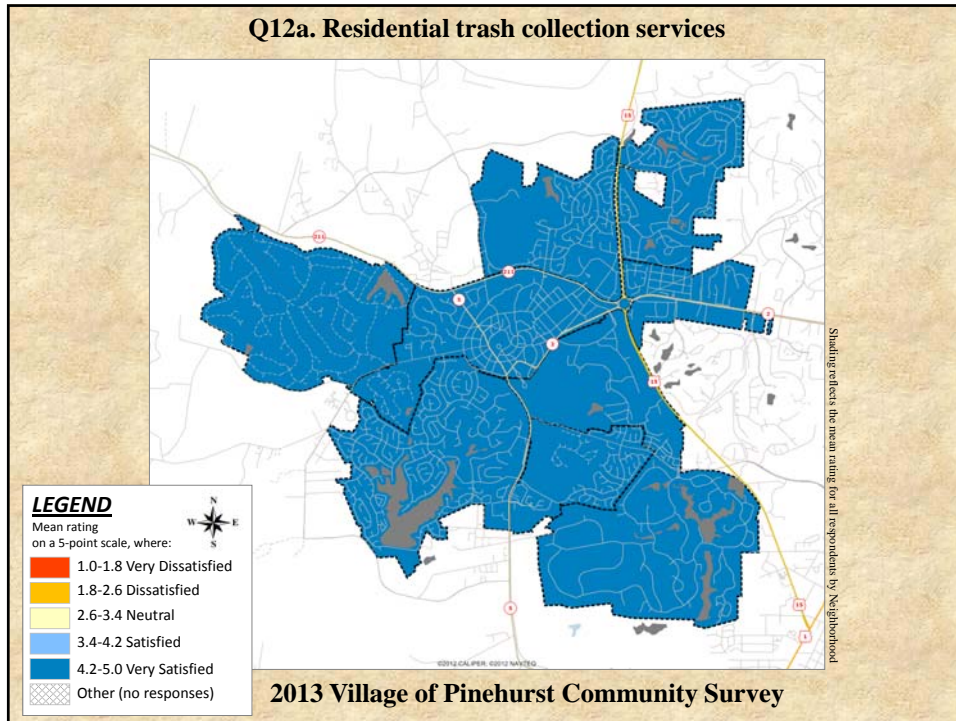


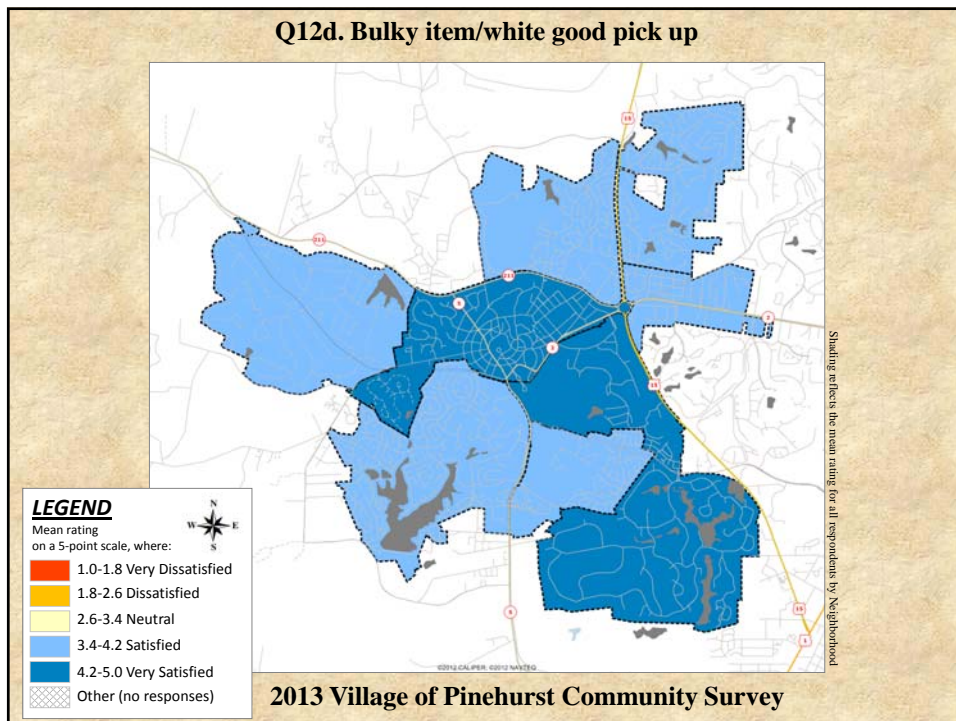
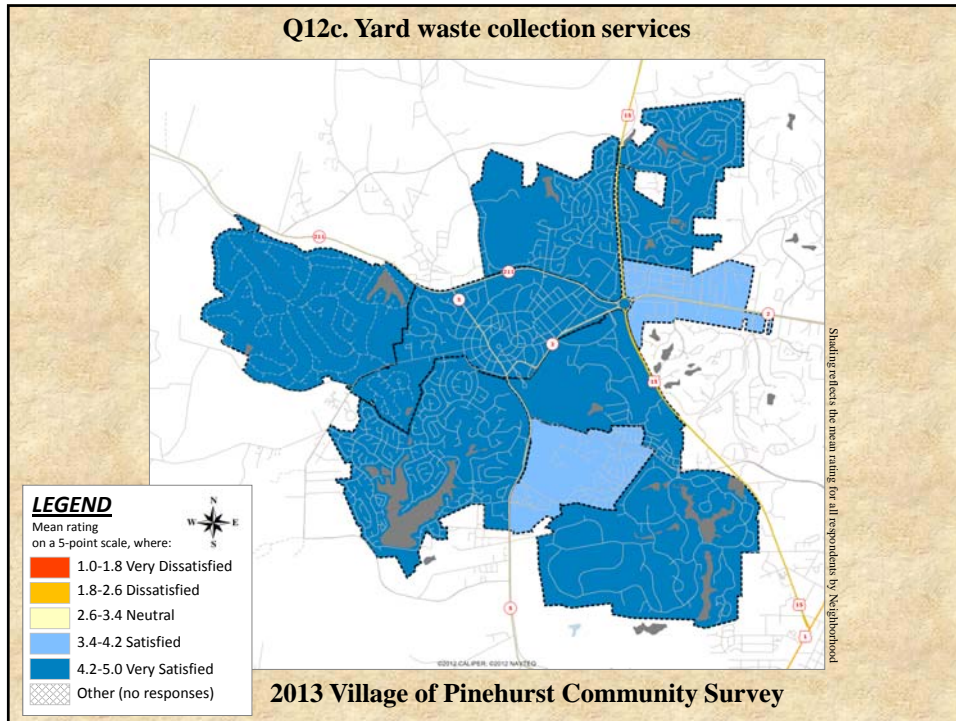




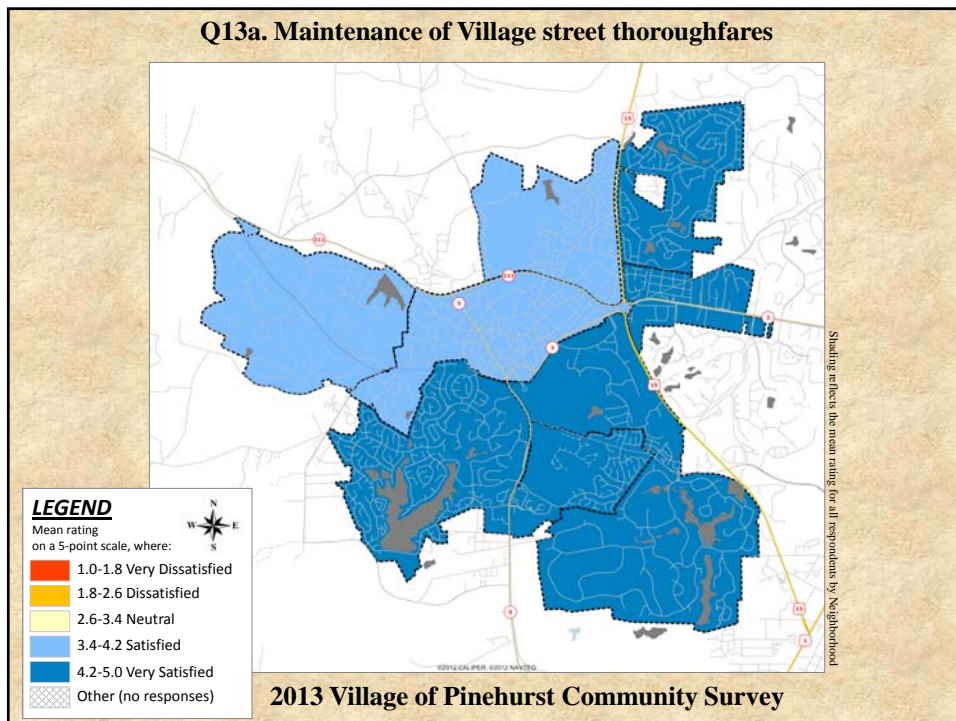
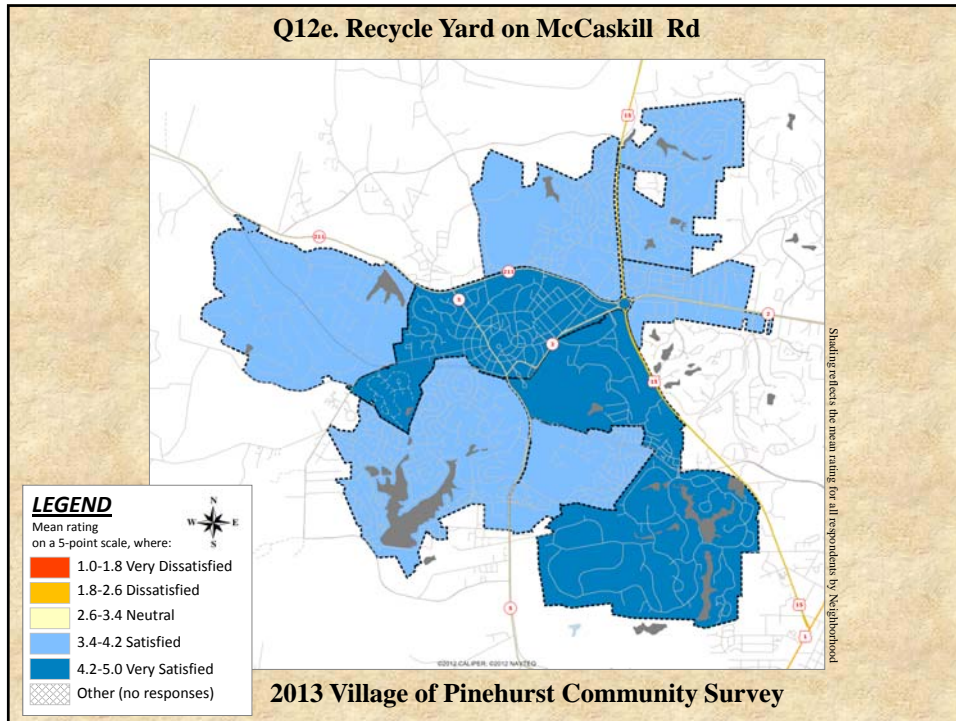


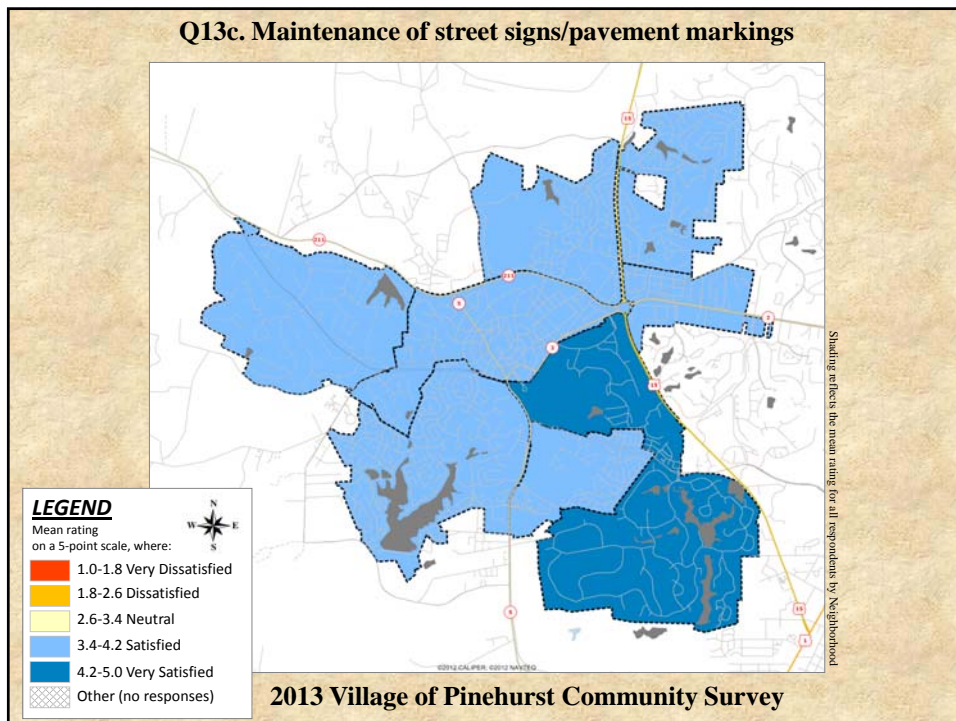
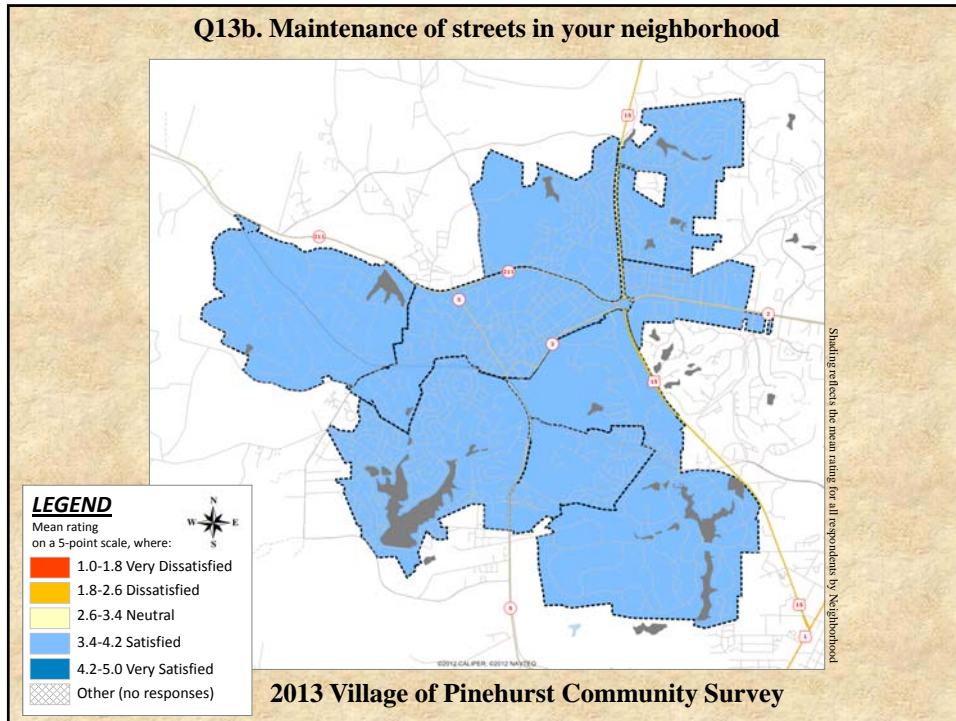


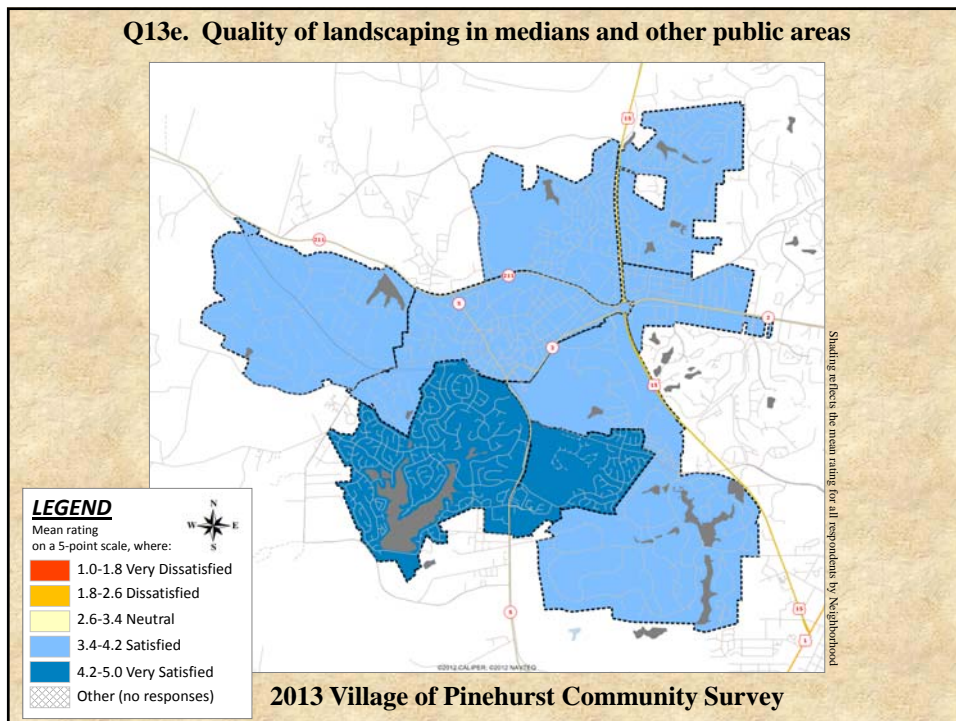
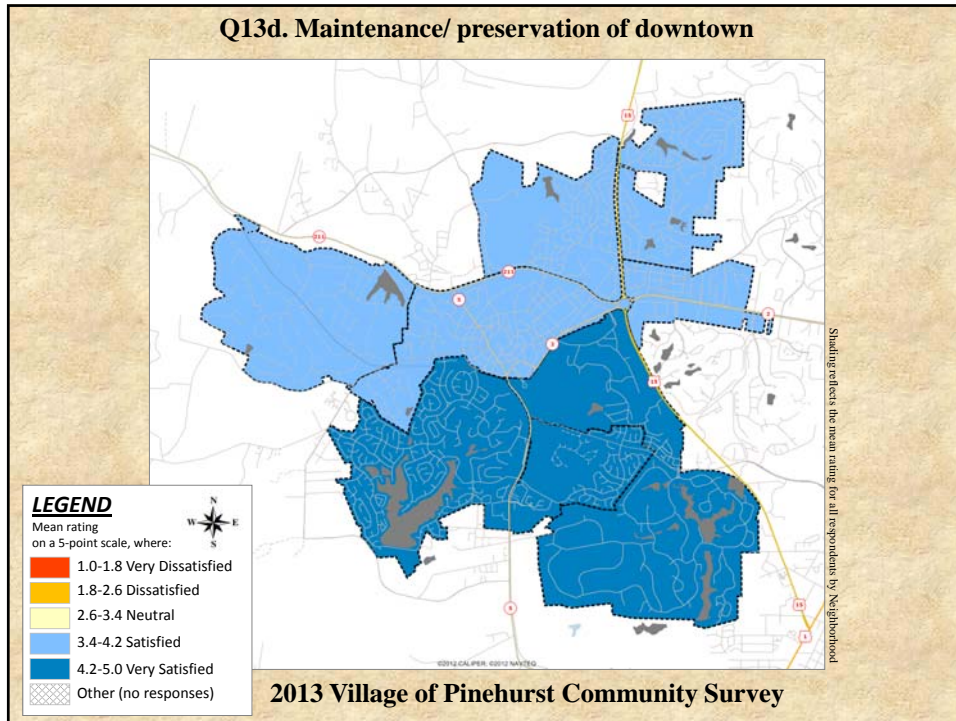




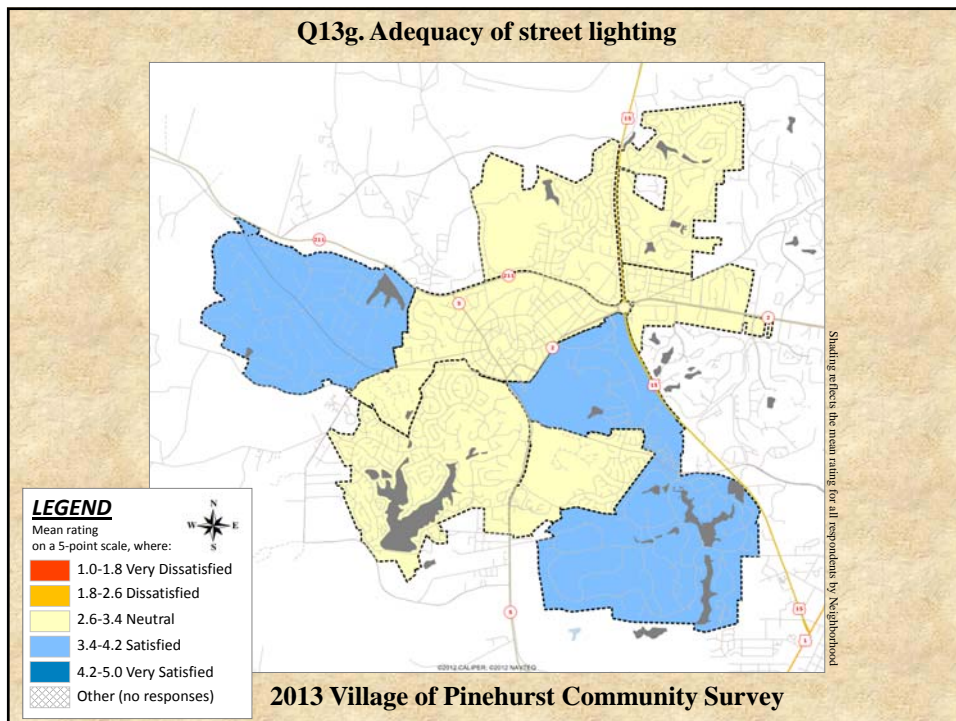
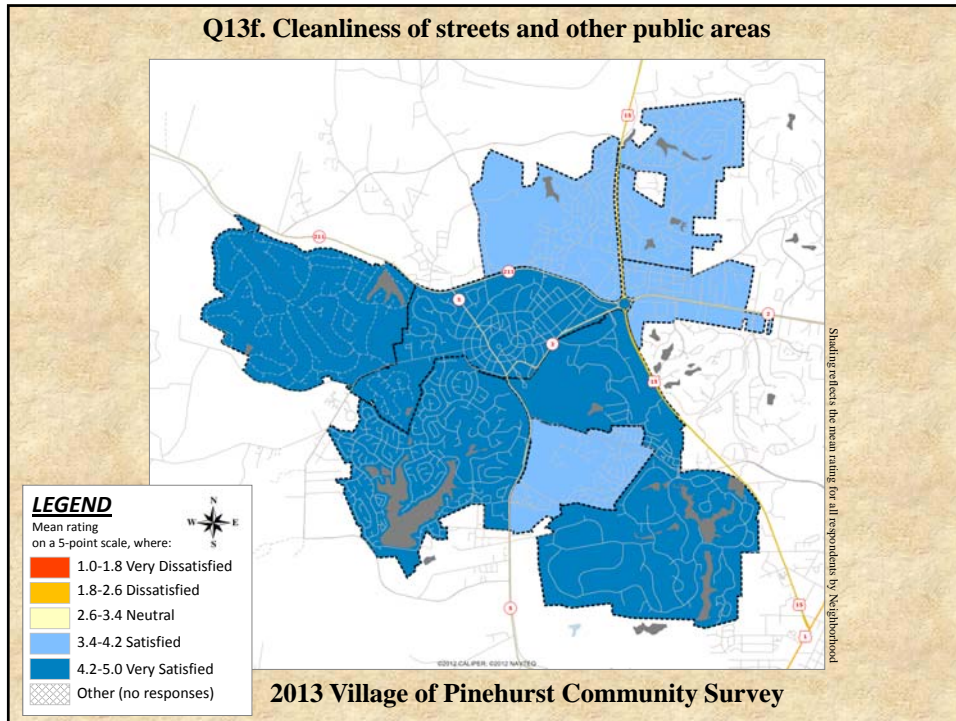


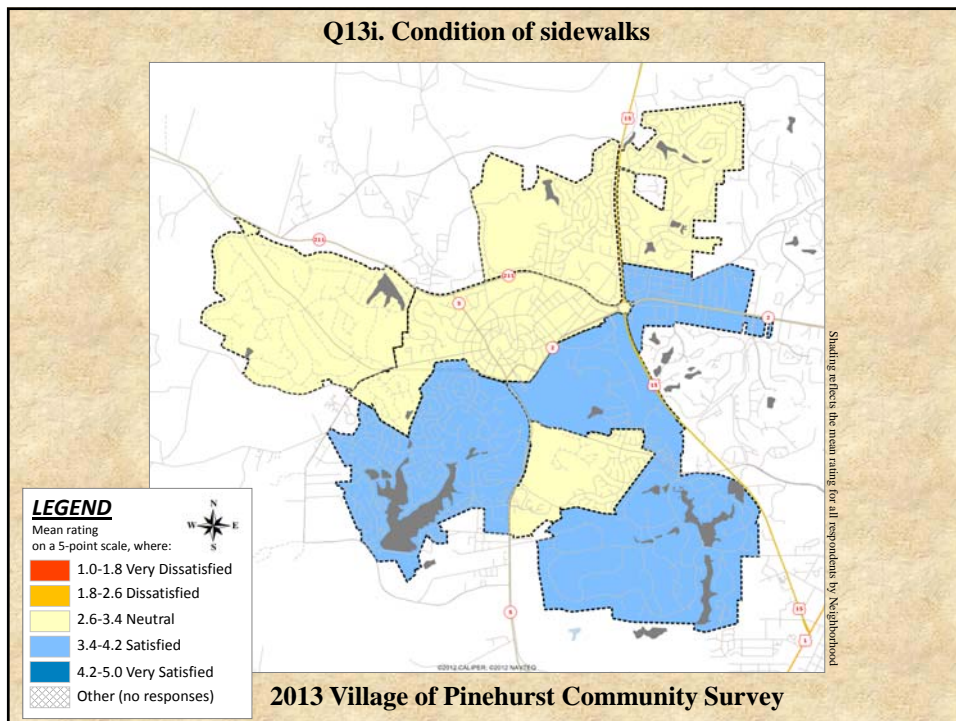
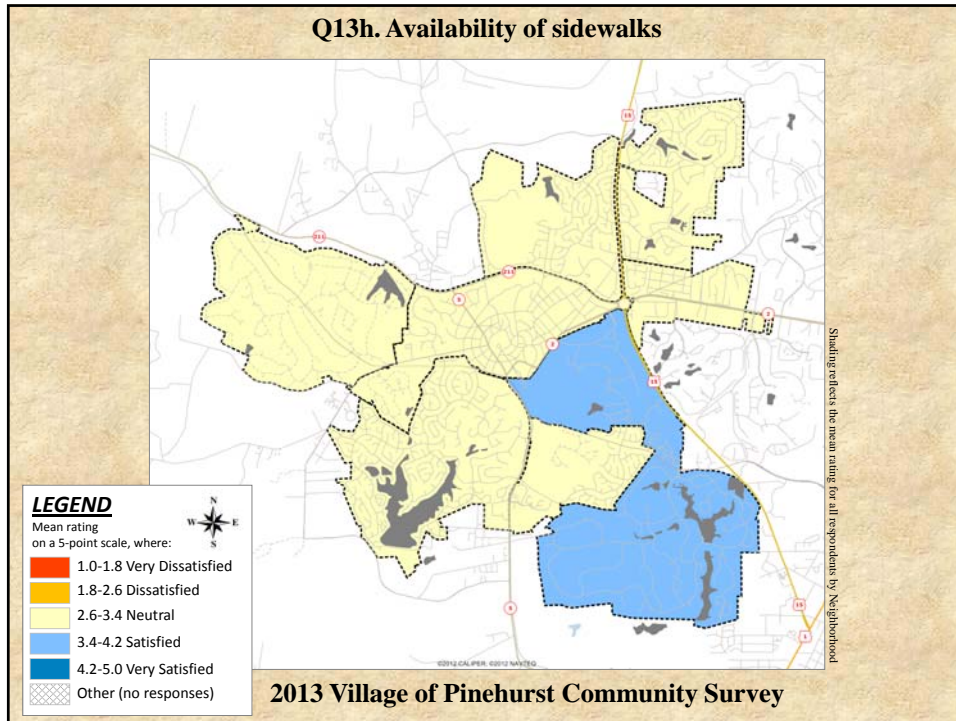


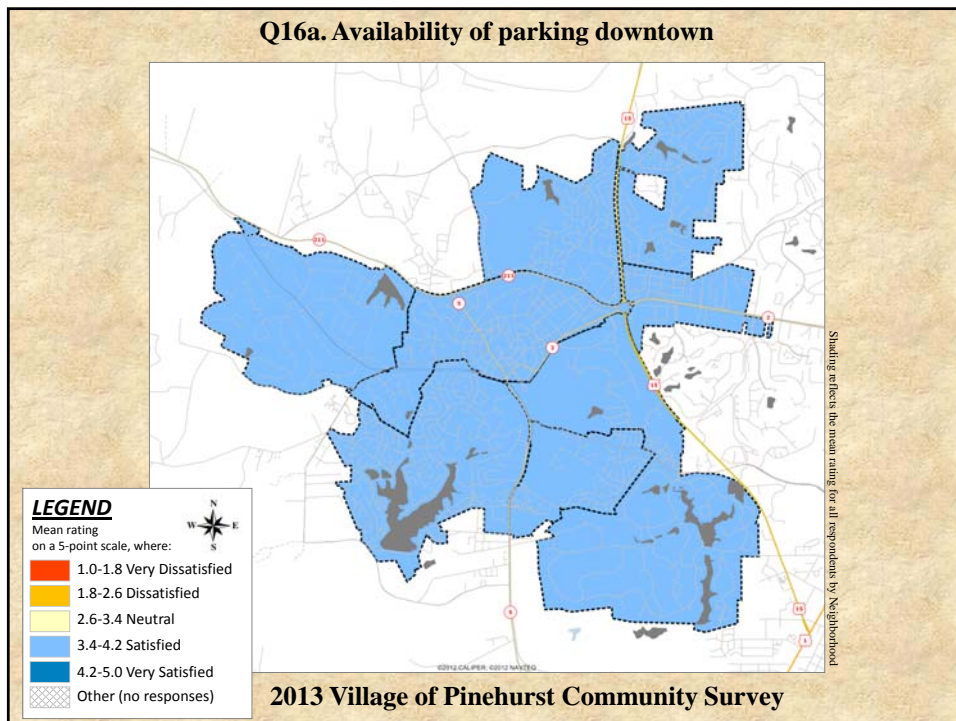
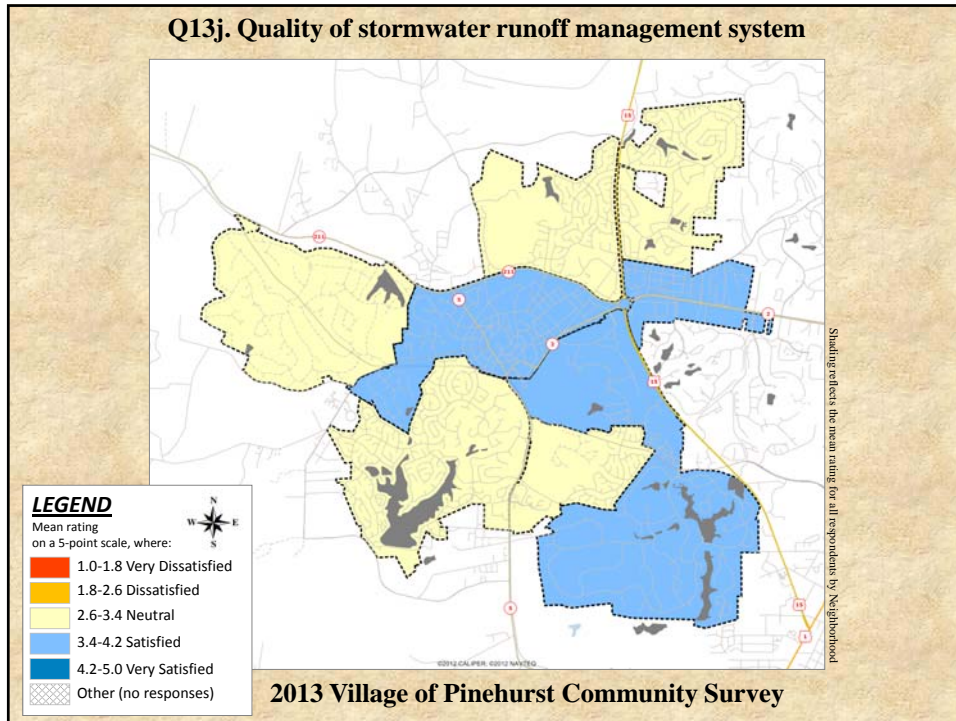




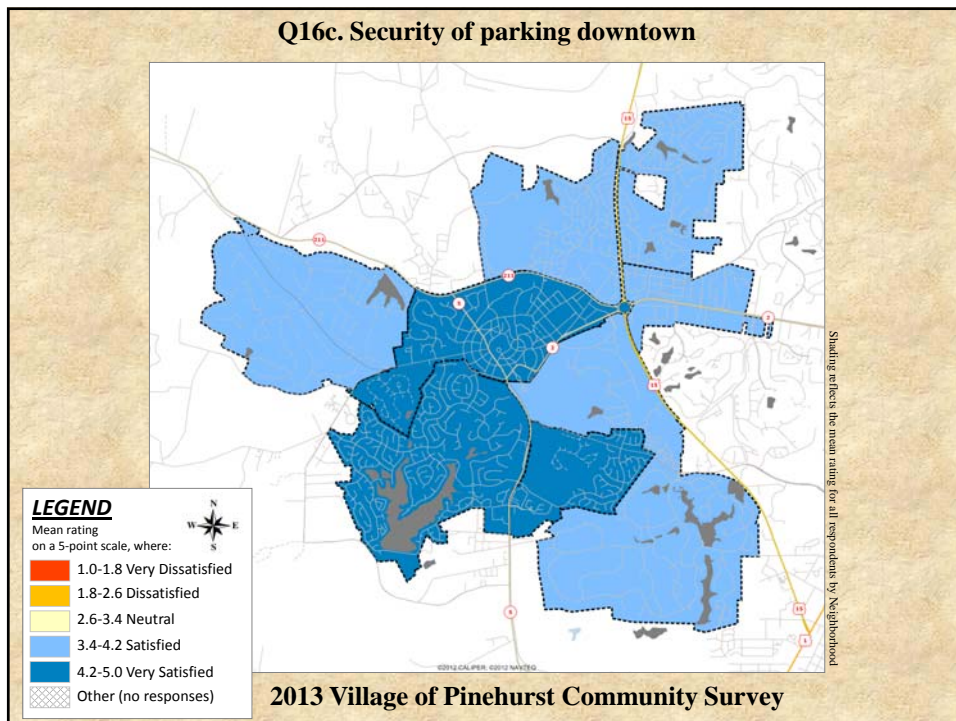
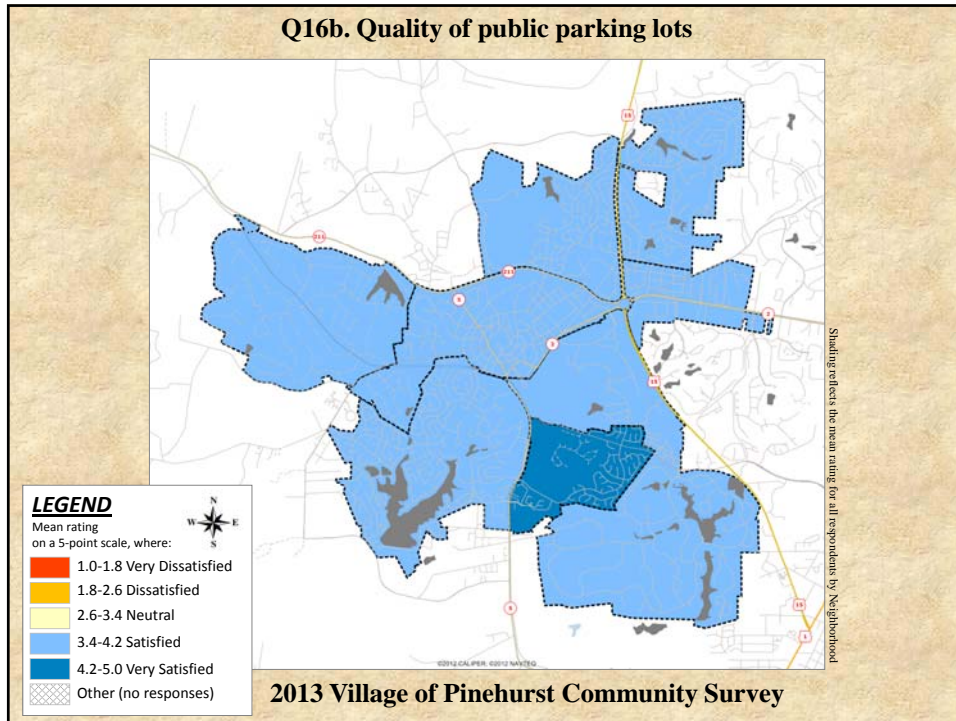












*Section 3:*  
***Importance-Satisfaction  
Analysis***

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# Importance-Satisfaction Analysis

The Village of Pinehurst, NC

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## Overview

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

The Importance-Satisfaction (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 citizen 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 Village to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the Village's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

**Example of the Calculation.** Respondents were asked to identify the major services they thought were the most important for the Village to provide. Forty-two percent (42%) of residents selected "Village efforts at maintaining the quality of neighborhoods" as one of the most important major services to provide.

With regard to satisfaction, approximately seventy percent (70.2%) of the residents surveyed rated their overall satisfaction with “Village efforts at maintaining the quality of neighborhoods” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “Village efforts at maintaining the quality of neighborhoods” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 42% was multiplied by 30% (1-0.702). This calculation yielded an I-S rating of 0.1252, which ranked first out of eleven major Village services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices 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 respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the Village 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 Pinehurst are provided on the following page.

# Importance-Satisfaction Rating

## Village of Pinehurst, NC

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 - .20)</b>						
Village efforts at maintaining quality of your neighborhoods	42%	1	70%	10	0.1252	1
<b>Medium Priority (IS &lt; .10)</b>						
Enforcement of Village codes & ordinances	25%	4	60%	11	0.0991	2
Street & right-of-way maintenance	34%	3	71%	8	0.0978	3
Village promotion of natural resource conservation	21%	6	71%	9	0.0612	4
Parks & recreation programs	17%	9	72%	7	0.0466	5
Police services	38%	2	88%	3	0.0447	6
Village communication with residents	18%	8	78%	6	0.0399	7
Parks & recreation facilities	19%	7	79%	5	0.0396	8
Customer service provided by Village employees	8%	11	79%	4	0.0168	9
Fire services	21%	5	92%	1	0.0164	10
Solid waste services	14%	10	89%	2	0.0154	11

**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, third and fourth 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 knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Village of Pinehurst, NC

### Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Frequency that police officers patrol your neighborhood	29%	2	66%	7	0.0978	1
Village efforts to prevent crimes	55%	1	88%	1	0.0638	2
Enforcement of local traffic laws	20%	5	73%	5	0.0529	3
Fire prevention & education programs provided by Village	13%	6	70%	6	0.0405	4
How quickly fire personnel respond to emergencies	21%	4	81%	4	0.0402	5
How quickly police respond to emergencies	24%	3	86%	2	0.0326	6
Professionalism of Police officers	13%	7	83%	3	0.0210	7

**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 knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Village of Pinehurst, NC

### Cultural and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS.10 - .20)</b>						
Availability of recreation indoor facilities	20%	7	35%	14	0.1289	1
Quality of recreation programs for adults	20%	5	50%	10	0.1016	2
Range of activities at parks & recreation	20%	6	50%	11	0.1010	3
<b>Medium Priority (IS &lt;.10)</b>						
Village sponsored cultural arts events	27%	1	63%	7	0.0980	4
Availability of information about recreation programs	21%	3	55%	9	0.0940	5
Quality of recreation programs for youth	17%	8	49%	12	0.0882	6
Quality of recreation indoor facilities	13%	10	41%	13	0.0760	7
Availability of Walking/Greenway trails	25%	2	76%	4	0.0600	8
Condition of Walking/Greenway trails	17%	9	76%	3	0.0404	9
Quality of Village parks	20%	4	82%	1	0.0361	10
Customer service provided by parks & recreation staff	8%	11	58%	8	0.0357	11
Quality of outdoor athletic fields & facilities	7%	13	69%	5	0.0230	12
Availability of outdoor athletic fields & facilities	6%	14	64%	6	0.0229	13
Number of Village parks	8%	12	82%	2	0.0152	14

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should 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 knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.



# Importance-Satisfaction Rating

## Village of Pinehurst, NC

### PUBLIC SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Adequacy of street lighting	46%	1	42%	9	0.2627	1
Availability of sidewalks	40%	2	35%	10	0.2623	2
<b><u>High Priority (IS.10 - .20)</u></b>						
Quality of stormwater runoff/management system	28%	4	48%	7	0.1443	3
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Maintenance of streets in your neighborhood	33%	3	71%	6	0.0955	4
Condition of sidewalks	10%	9	48%	8	0.0513	5
Maintenance/preservation of Downtown	20%	6	86%	3	0.0287	6
Overall cleanliness of streets & other public areas	22%	5	87%	2	0.0286	7
Quality of landscaping in medians & other public areas	16%	8	83%	4	0.0268	8
Maintenance of main Village street thoroughfares	19%	7	89%	1	0.0208	9
Maintenance of street signs/pavement markings	10%	10	81%	5	0.0181	10

**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 knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## 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.

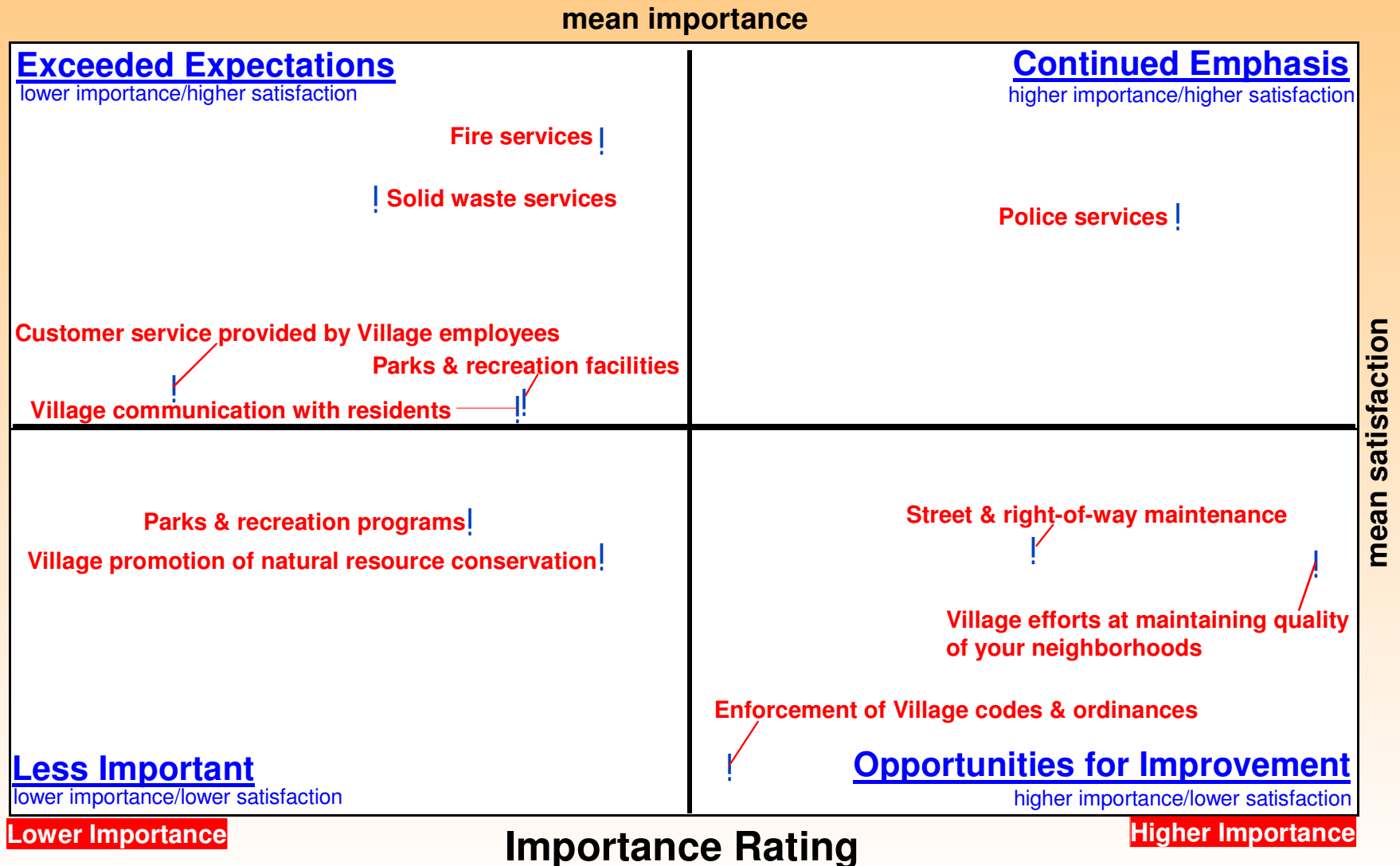
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the Village is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Village should maintain (or slightly increase) emphasis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

# 2013 Village of Pinehurst DirectionFinder Importance-Satisfaction Assessment Matrix

**-Overall-**

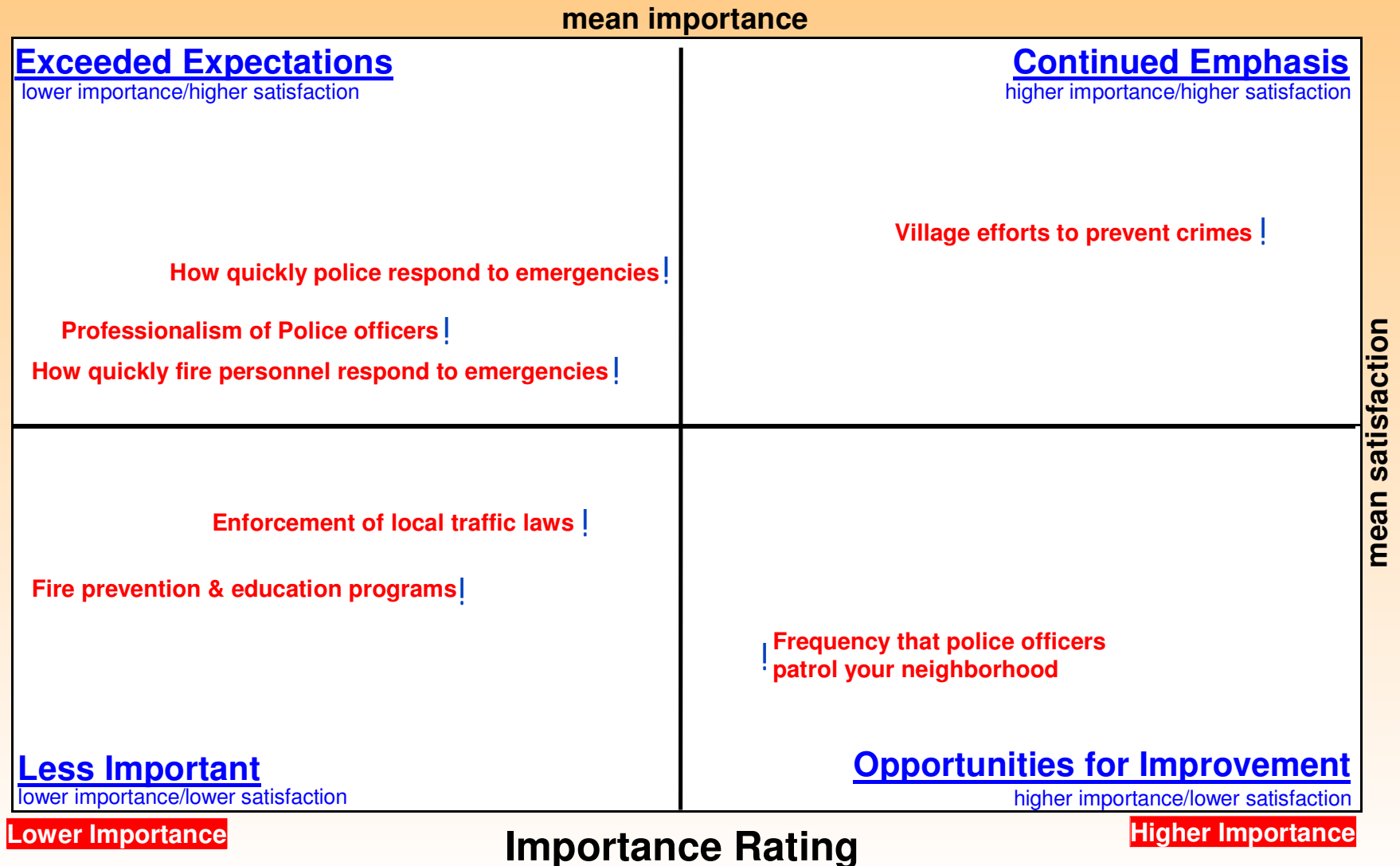
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2013 Village of Pinehurst DirectionFinder Importance-Satisfaction Assessment Matrix

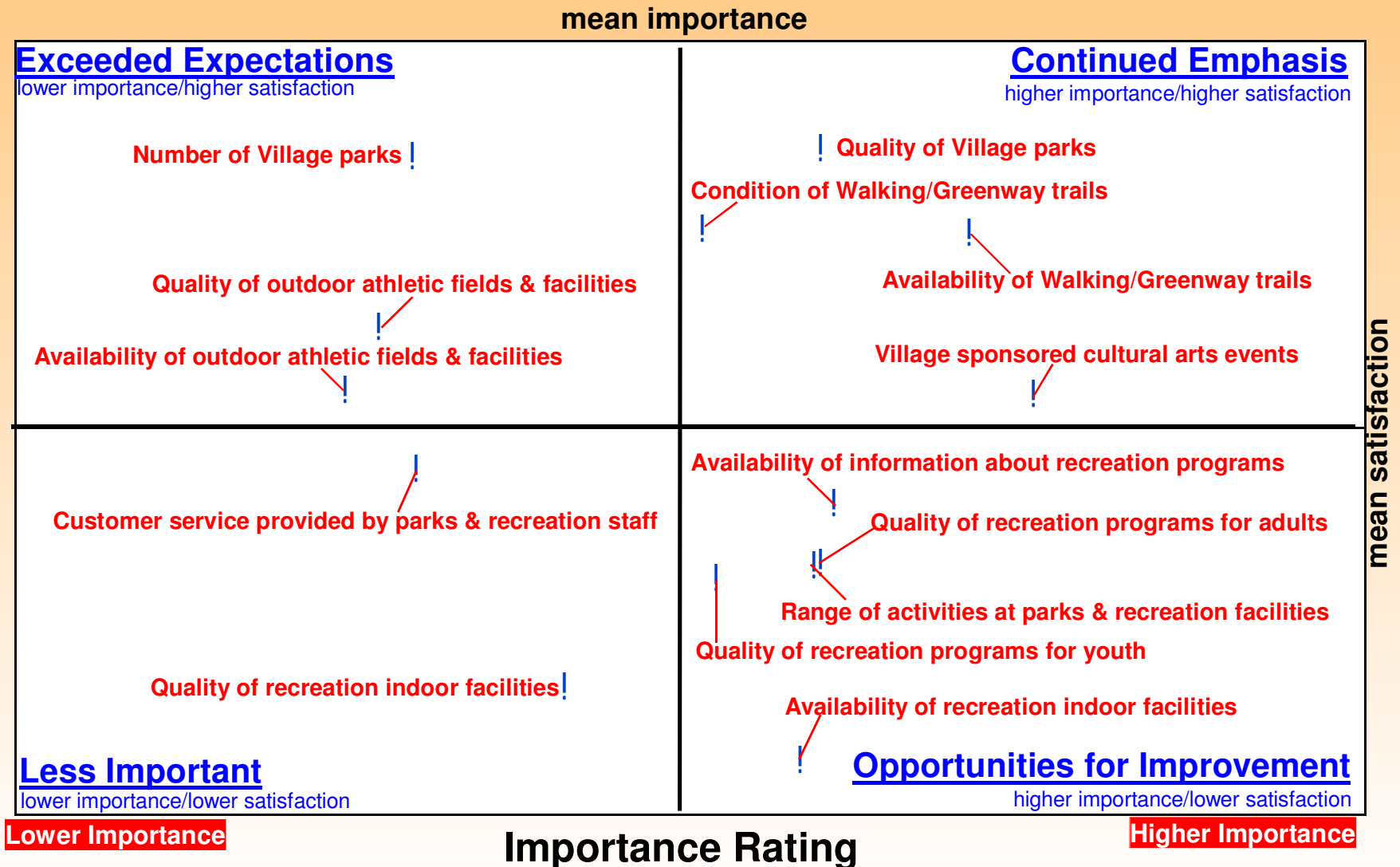
## -Public Safety-

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



# 2013 Village of Pinehurst DirectionFinder Importance-Satisfaction Assessment Matrix -Cultural and Recreation Services-

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







*Section 4:*  
***Benchmarking***

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# DirectionFinder® Survey

## Year 2013 Benchmarking Summary Report

### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 48 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during May and June 2011 to a random sample of 3,926 residents in the continental United States, (2) a regional survey that was administered to a random sample of 388 residents in the Southeastern region of the United States during May and June 2011. The states included in the Southeastern region are: Kentucky, North Carolina, Tennessee, South Carolina, Alabama, Arkansas, Mississippi, Louisiana and Georgia.

Some of the cities included in the performance ranges that are shown in this report are listed below:

- Arlington, VA
- Auburn, AL
- Burbank, CA
- Bridgeport, CT
- Cabarrus County, NC
- Casper, WY
- Chapel Hill, NC
- Charlottesville, VA
- Coral Springs, FL
- Durham, NC
- Hallandale Beach, FL
- High Point, NC
- Indian Trail, NC
- Key Biscayne, FL
- Lauderdale Lakes, FL
- Palm Desert, CA
- Panama City, FL
- Providence, RI
- Provo, UT
- San Bernardino, CA
- Shoreline, WA
- Lubbock, TX
- Naperville, IL
- Tamarac, FL
- Wilmington, NC
- Yuma, AZ

### **Interpreting the Performance Range Charts**

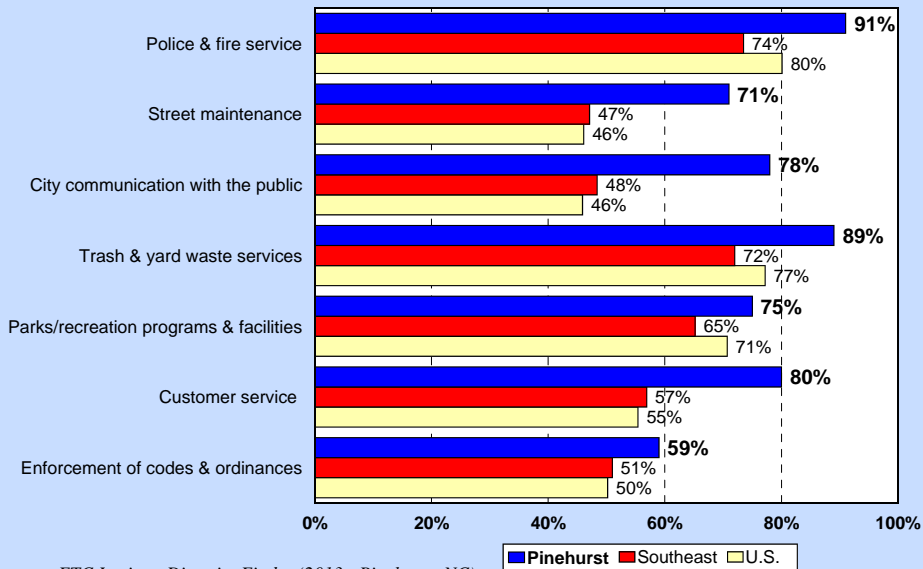
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Pinehurst compare to the community average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the Village of Pinehurst rated above the community average. If the yellow dot is located to the left of the vertical dash, the Village of Pinehurst rated below the community average.

# National Benchmarks

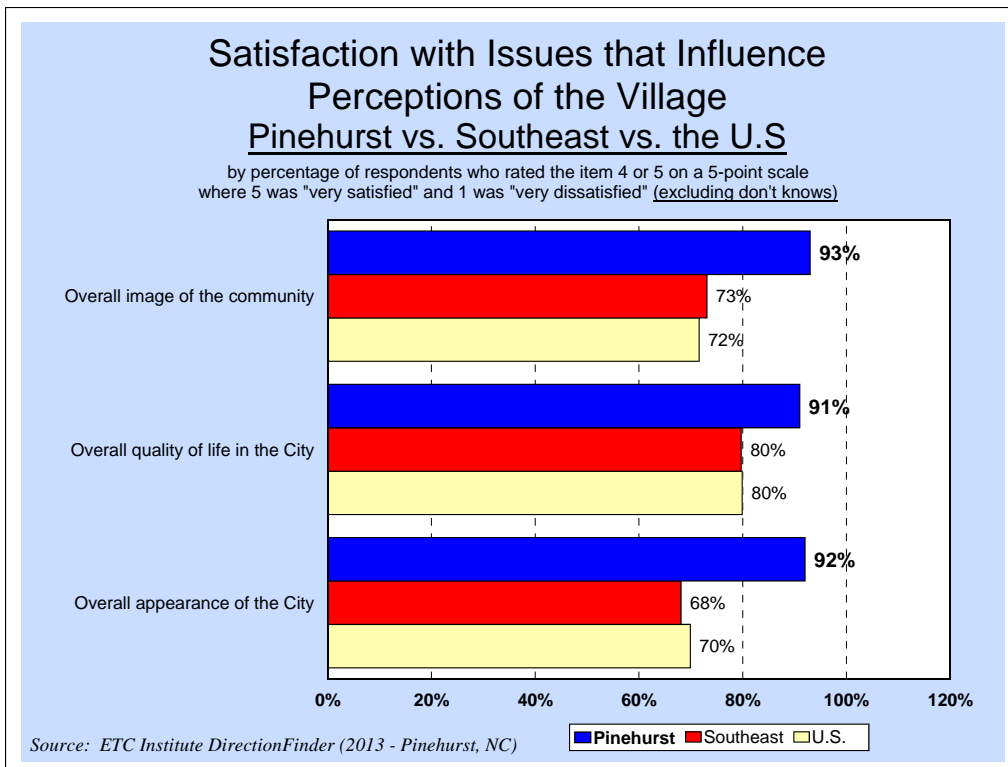
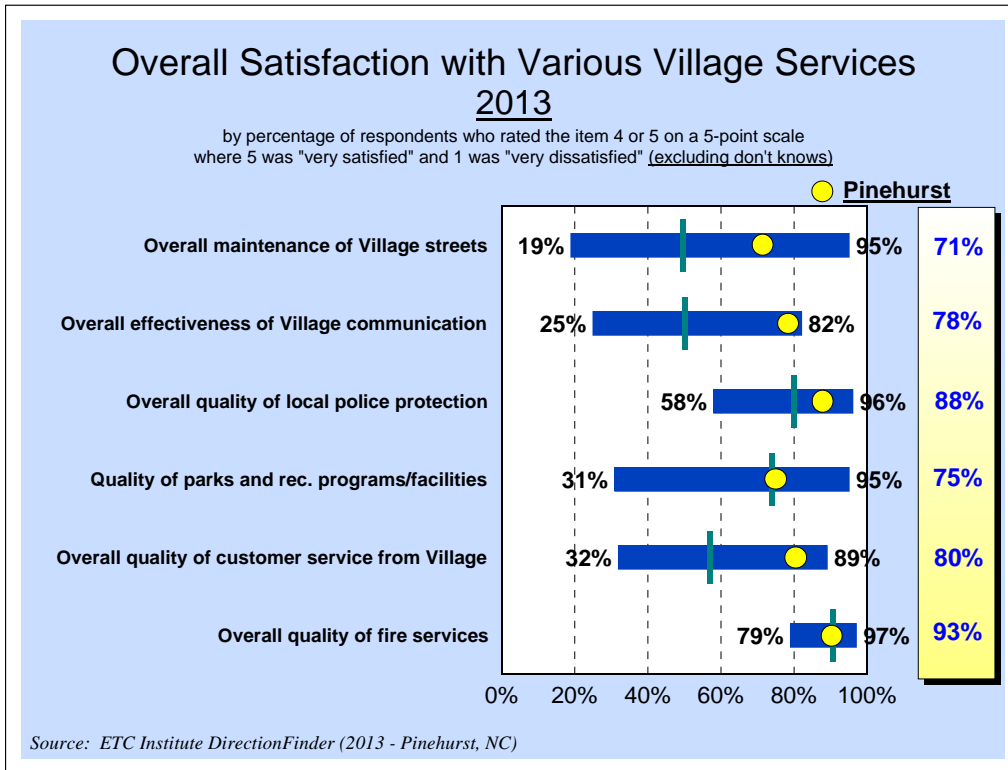
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Village of Pinehurst is not authorized without written consent from ETC Institute.**

## Overall Satisfaction with Various Community Services Pinehurst vs. Southeast vs. the U.S

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

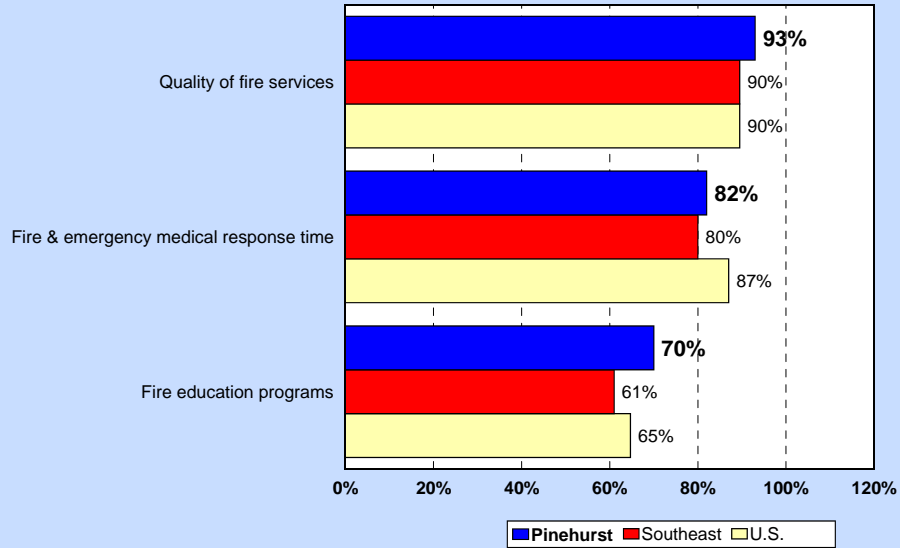






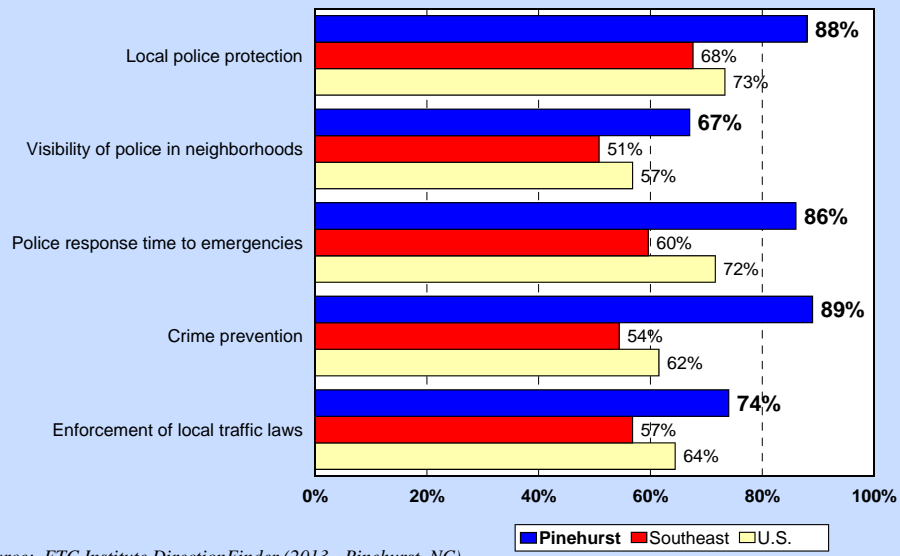
### Overall Satisfaction with Fire and Ambulance Services Pinehurst vs. Southeast vs. the U.S

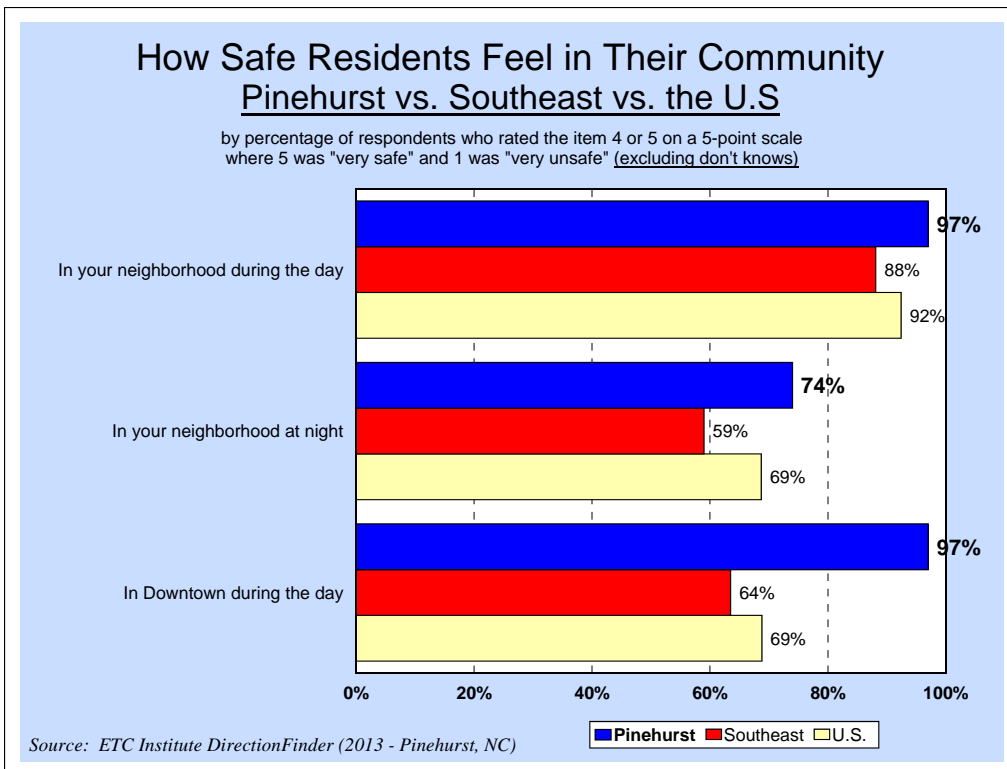
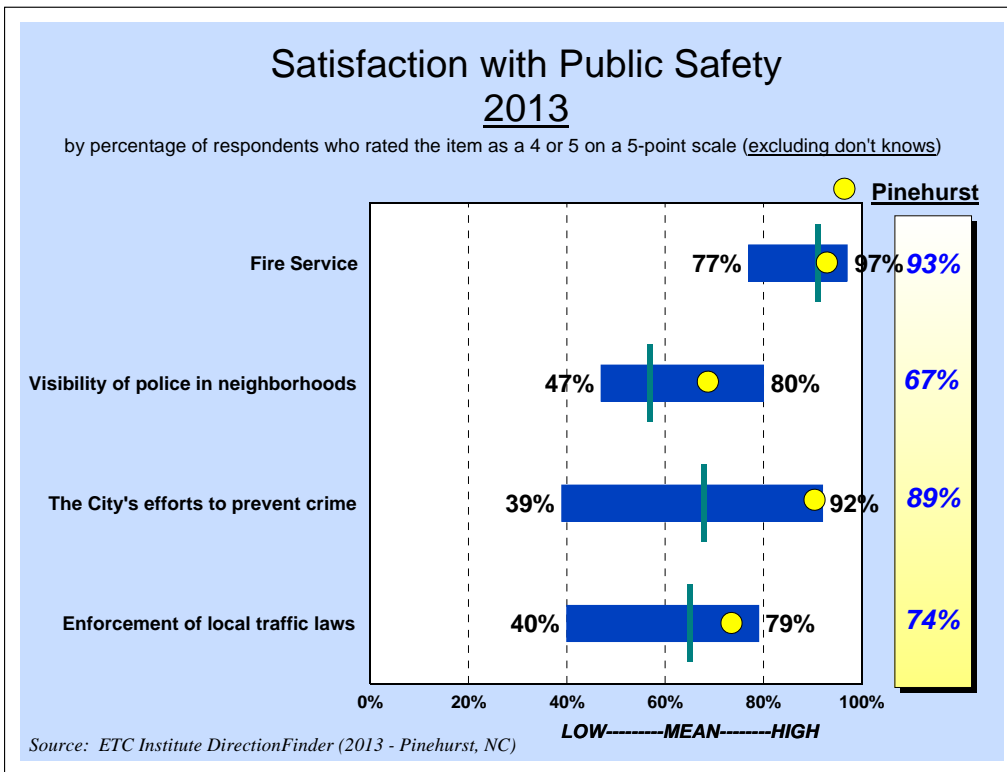
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

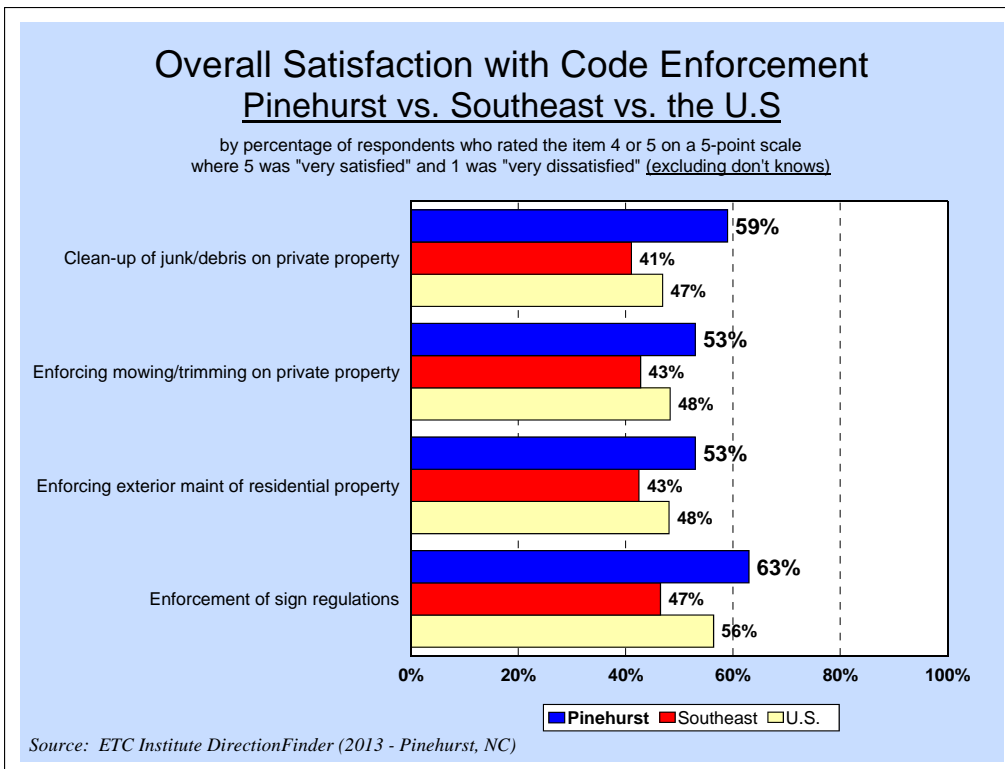
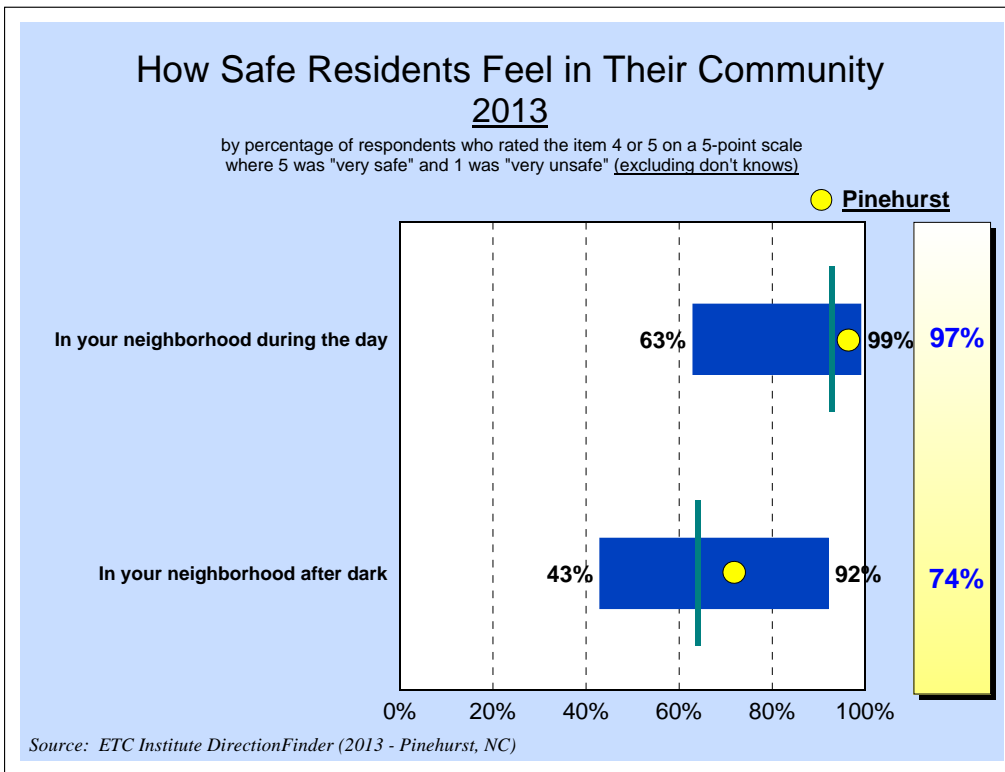


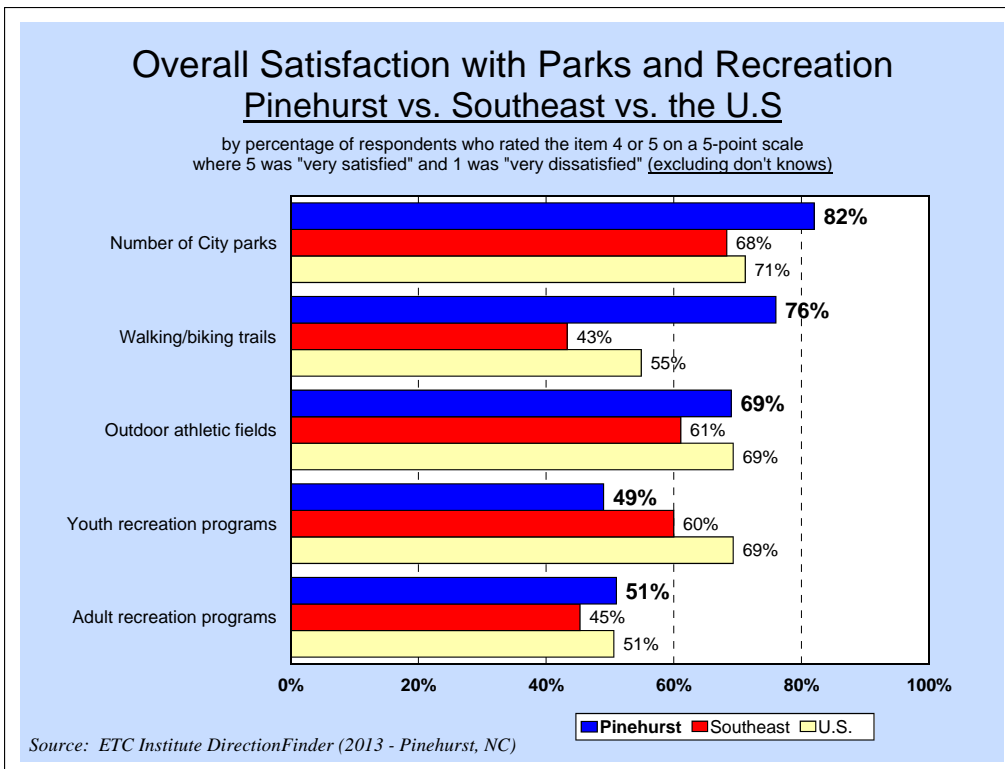
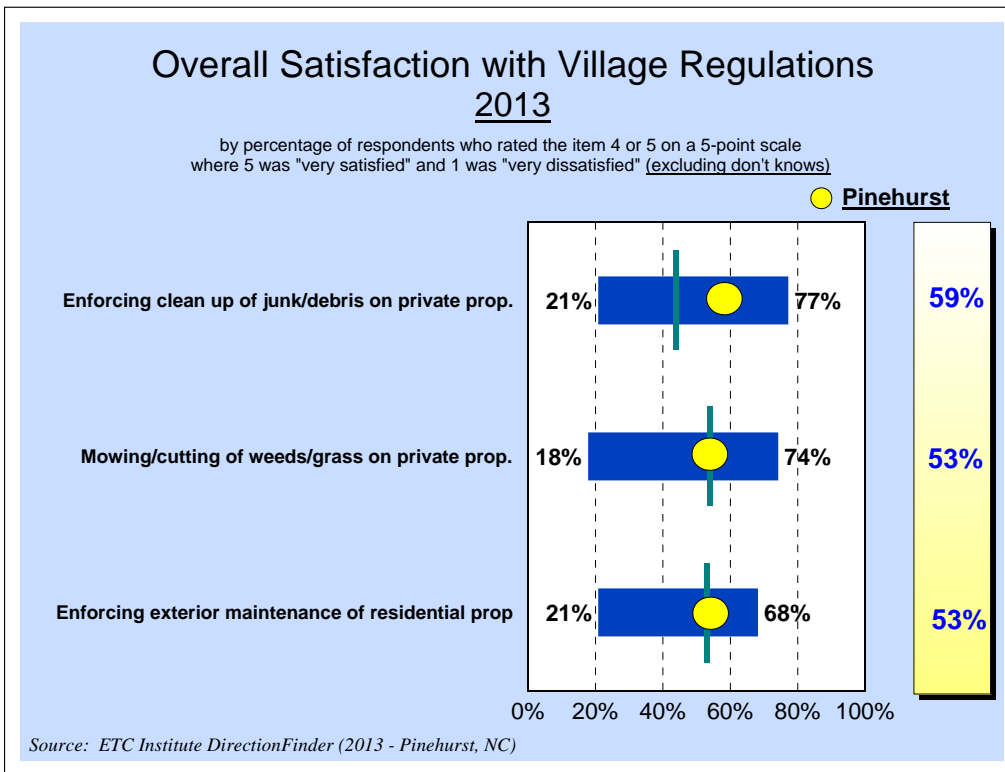
### Overall Satisfaction with Police Services Pinehurst vs. Southeast vs. the U.S

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

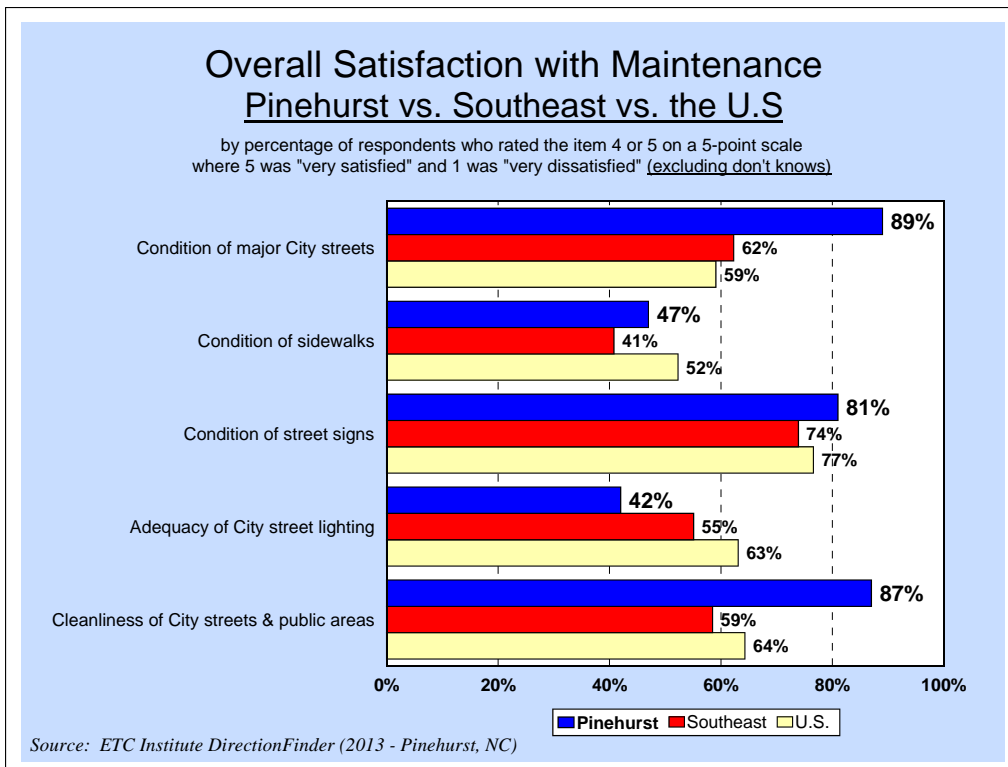
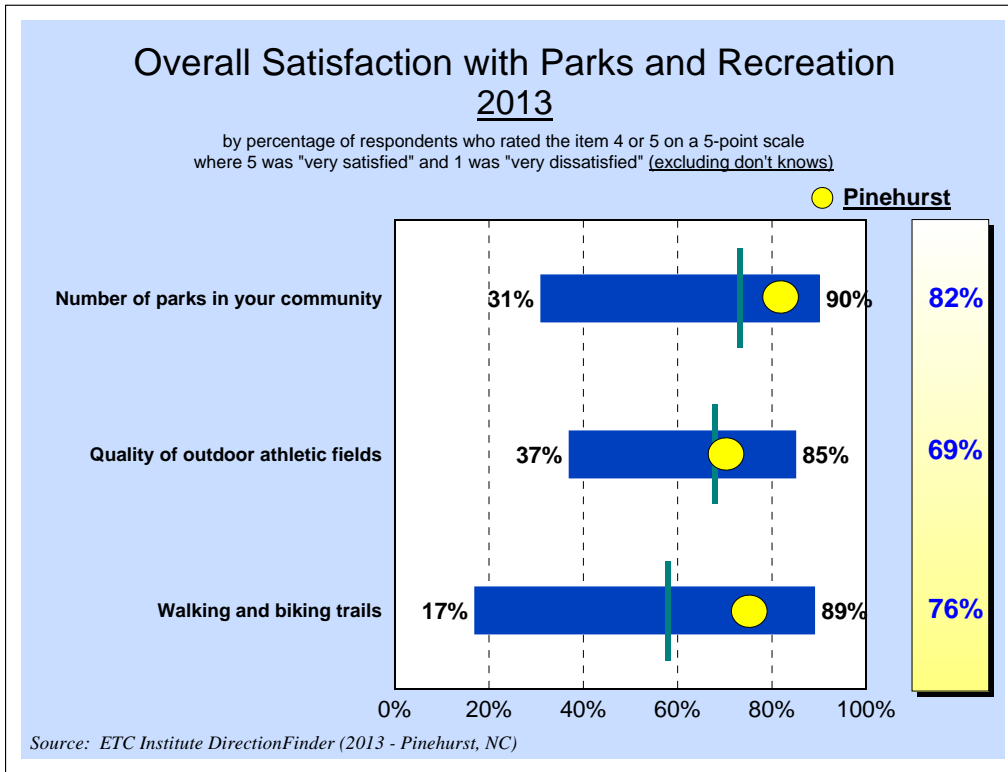


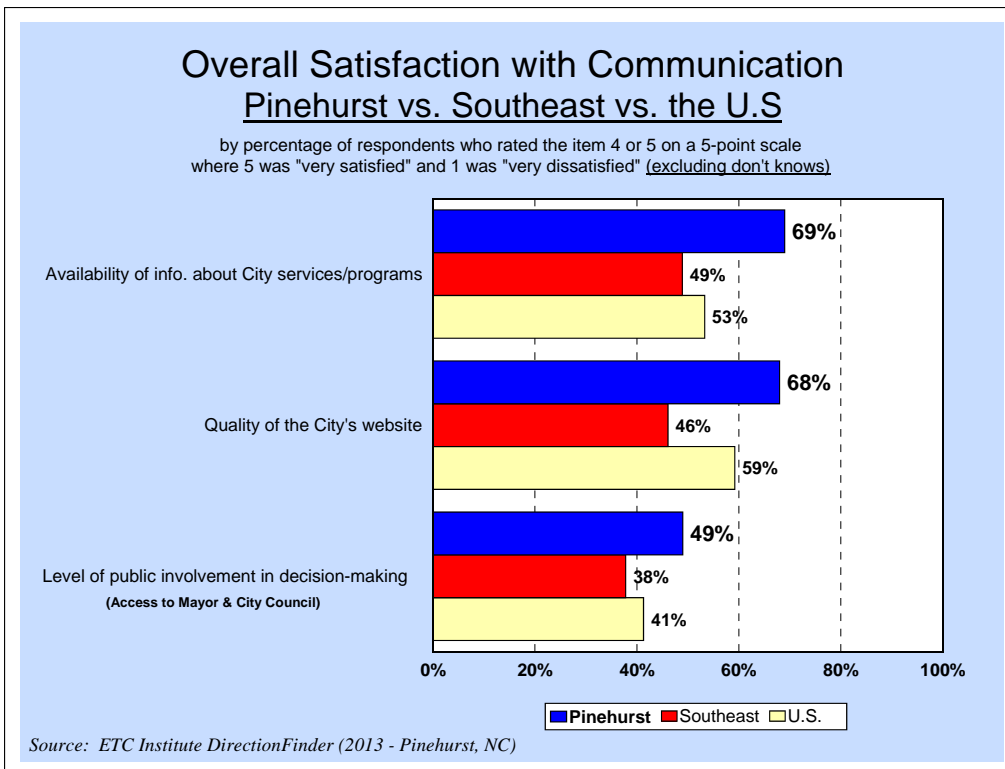
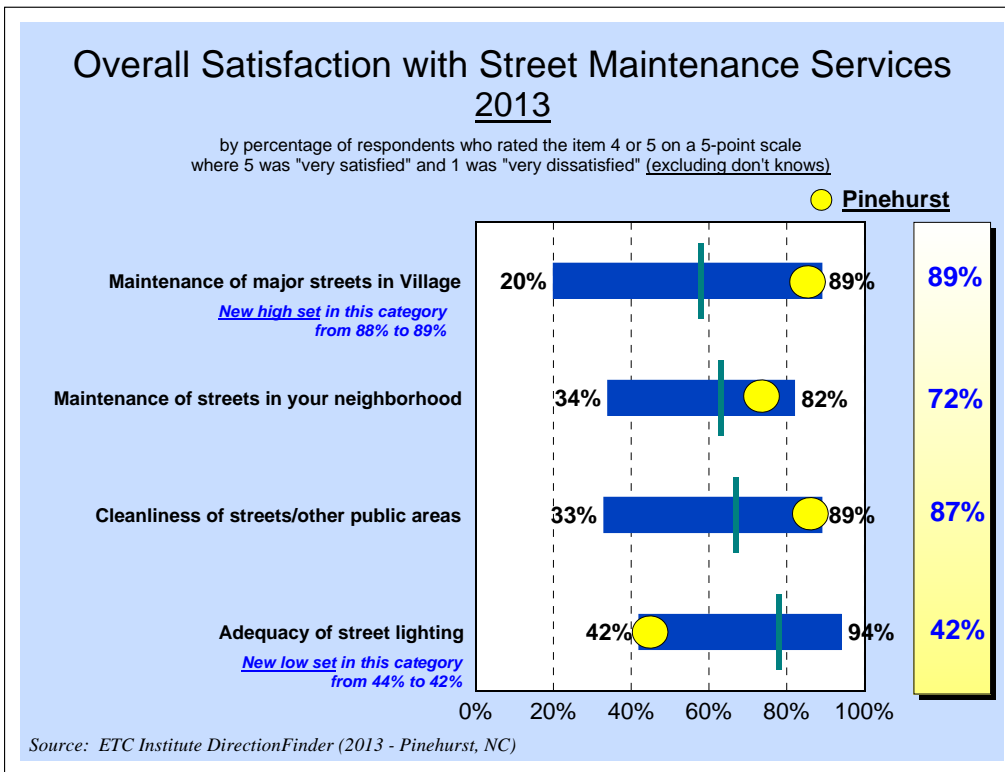


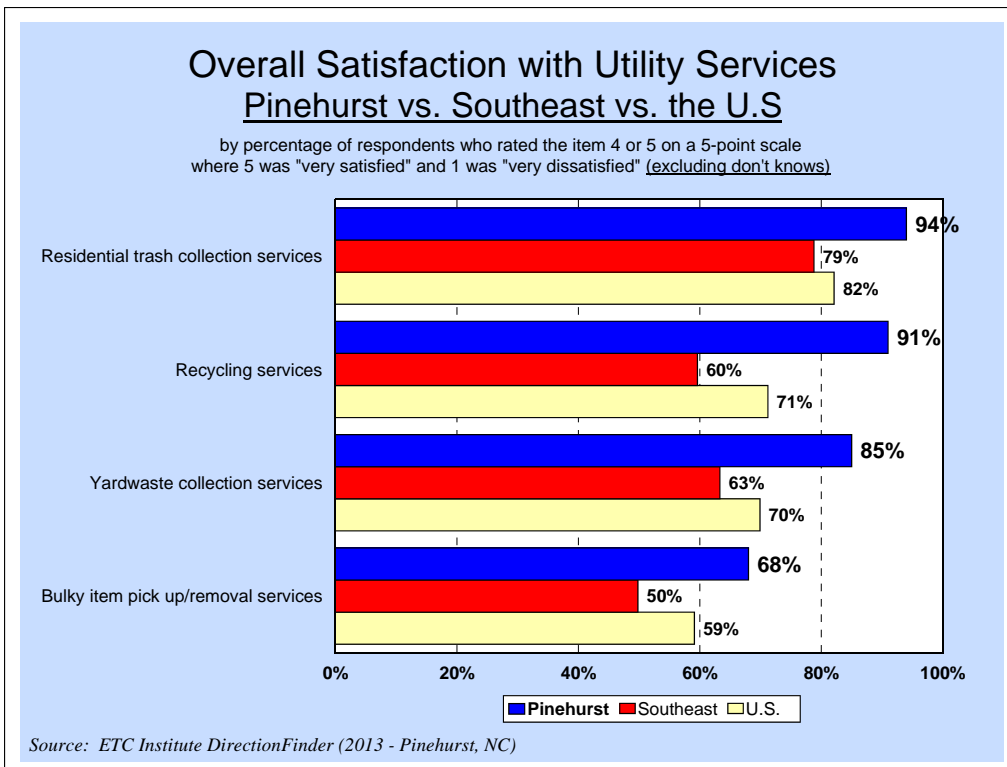
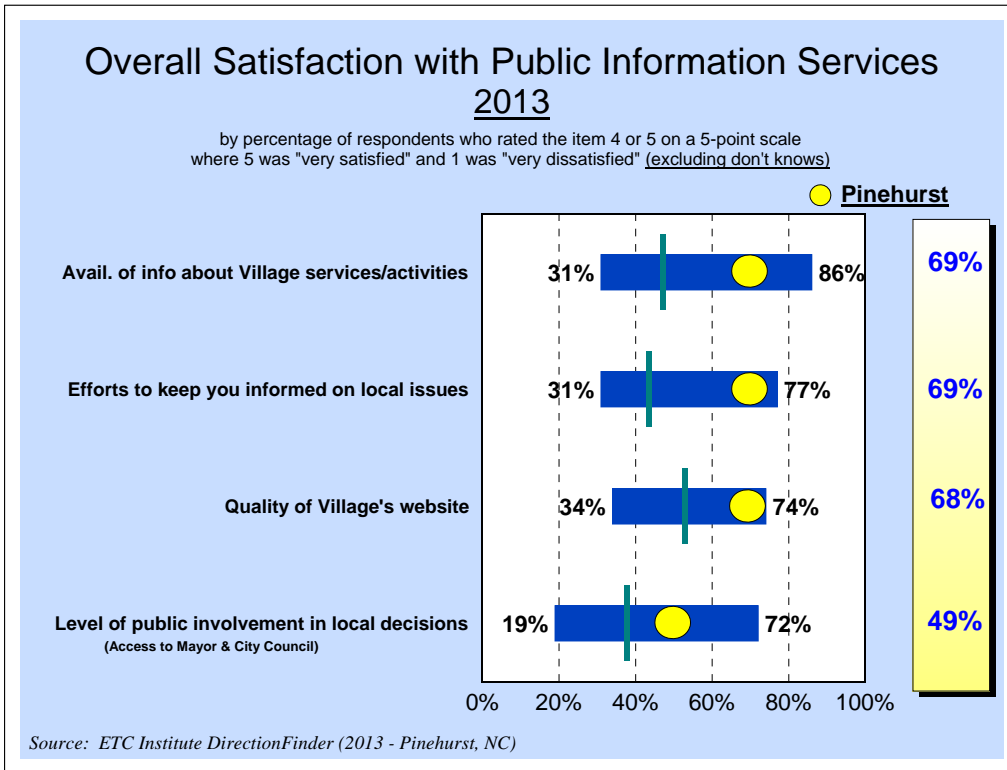


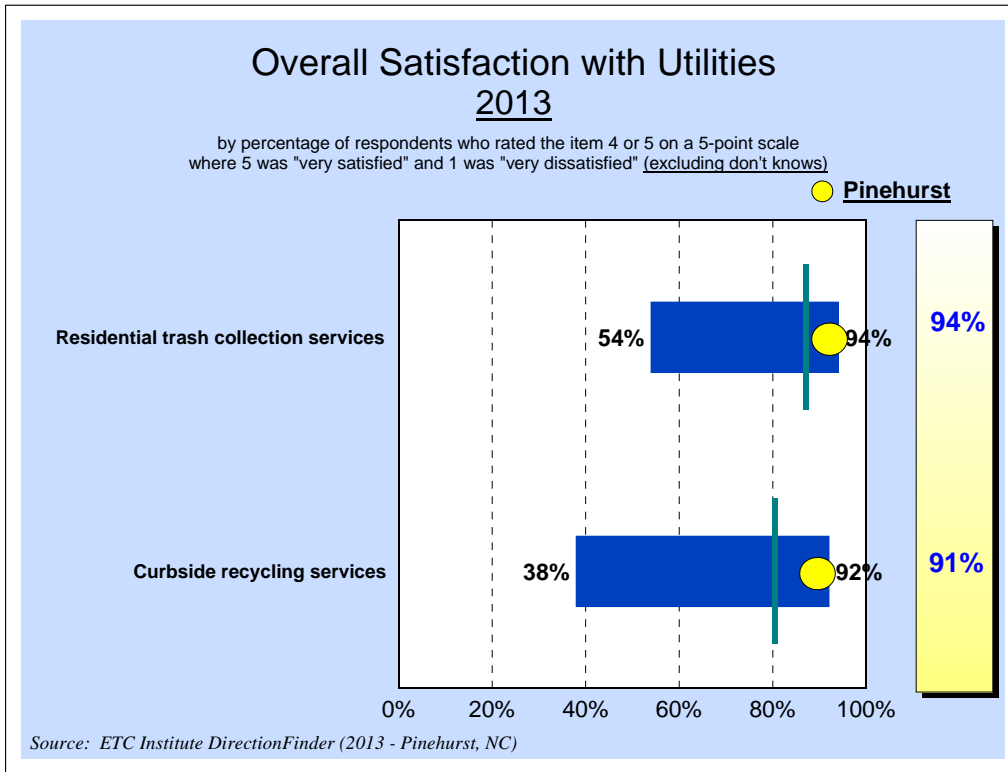












*Section 5:*  
*Tabular Data,*  
*Survey Instrument*

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## 2013 Village of Pinehurst Community Survey

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**Q1. Major categories of services provided by 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."**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Police services	48.9%	33.4%	8.3%	2.0%	0.8%	6.7%
Q1b. Fire services	49.0%	28.1%	6.5%	0.0%	0.2%	16.1%
Q1c. Parks & recreation programs	28.3%	31.4%	20.2%	2.4%	0.2%	17.5%
Q1d. Parks & recreation facilities	31.2%	36.5%	15.3%	2.6%	0.6%	13.8%
Q1e. Solid waste services	49.1%	36.5%	7.7%	2.6%	0.2%	3.9%
Q1f. Street & right-of-way maintenance	27.8%	40.4%	18.9%	6.3%	2.8%	3.9%
Q1g. Enforcement of Village codes & ordinances	18.5%	33.0%	25.3%	7.5%	2.0%	13.8%
Q1h. Customer service provided by Village employees	34.0%	33.8%	15.7%	1.4%	0.6%	14.5%
Q1i. Village communication with residents	32.2%	43.8%	15.1%	4.5%	1.6%	2.8%
Q1j. Village efforts at maintaining quality of your neighborhoods	24.6%	42.0%	20.0%	6.1%	2.2%	5.1%
Q1k. Village promotion of natural resource conservation	22.8%	37.5%	20.6%	3.5%	1.0%	14.5%

## 2013 Village of Pinehurst Community Survey

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**Q1. Major categories of services provided by 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." (without "don't know")**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Police services	52.4%	35.8%	8.8%	2.1%	0.8%
Q1b. Fire services	58.5%	33.6%	7.7%	0.0%	0.2%
Q1c. Parks & recreation programs	34.3%	38.1%	24.5%	2.9%	0.2%
Q1d. Parks & recreation facilities	36.2%	42.4%	17.8%	3.0%	0.7%
Q1e. Solid waste services	51.1%	38.0%	8.0%	2.7%	0.2%
Q1f. Street & right-of-way maintenance	28.9%	42.0%	19.7%	6.6%	2.9%
Q1g. Enforcement of Village codes & ordinances	21.4%	38.3%	29.4%	8.7%	2.3%
Q1h. Customer service provided by Village employees	39.8%	39.5%	18.4%	1.6%	0.7%
Q1i. Village communication with residents	33.1%	45.1%	15.6%	4.6%	1.6%
Q1j. Village efforts at maintaining quality of your neighborhoods	25.9%	44.3%	21.1%	6.4%	2.3%
Q1k. Village promotion of natural resource conservation	26.7%	43.9%	24.1%	4.1%	1.1%

## 2013 Village of Pinehurst Community Survey

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**Q2. From the list of items in Question #1, which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	145	28.5 %
Fire services	7	1.4 %
Parks & recreation programs	33	6.5 %
Parks & recreation facilities	34	6.7 %
Solid waste services	11	2.2 %
Street & right-of-way maintenance	61	12.0 %
Enforcement of Village codes & ordinances	36	7.1 %
Customer service provided by Village employees	8	1.6 %
Village communication with residents	24	4.7 %
Village efforts at maintaining quality of your neighborhoods	64	12.6 %
Village promotion of natural resource conservation	31	6.1 %
None chosen	55	10.8 %
Total	509	100.0 %

**Q2. From the list of items in Question #1, which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	20	3.9 %
Fire services	85	16.7 %
Parks & recreation programs	26	5.1 %
Parks & recreation facilities	31	6.1 %
Solid waste services	16	3.1 %
Street & right-of-way maintenance	72	14.1 %
Enforcement of Village codes & ordinances	43	8.4 %
Customer service provided by Village employees	11	2.2 %
Village communication with residents	25	4.9 %
Village efforts at maintaining quality of your neighborhoods	84	16.5 %
Village promotion of natural resource conservation	24	4.7 %
None chosen	72	14.1 %
Total	509	100.0 %

## 2013 Village of Pinehurst Community Survey

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**Q2. From the list of items in Question #1, which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	28	5.5 %
Fire services	14	2.8 %
Parks & recreation programs	27	5.3 %
Parks & recreation facilities	29	5.7 %
Solid waste services	45	8.8 %
Street & right-of-way maintenance	38	7.5 %
Enforcement of Village codes & ordinances	46	9.0 %
Customer service provided by Village employees	22	4.3 %
Village communication with residents	44	8.6 %
Village efforts at maintaining quality of your neighborhoods	66	13.0 %
Village promotion of natural resource conservation	51	10.0 %
None chosen	99	19.4 %
Total	509	100.0 %

**Q2. From the list of items in Question #1, which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years? (top 3)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	193	37.9 %
Fire services	106	20.8 %
Parks & recreation programs	86	16.9 %
Parks & recreation facilities	94	18.5 %
Solid waste services	72	14.1 %
Street & right-of-way maintenance	171	33.6 %
Enforcement of Village codes & ordinances	125	24.6 %
Customer service provided by Village employees	41	8.1 %
Village communication with residents	93	18.3 %
Village efforts at maintaining quality of your neighborhoods	214	42.0 %
Village promotion of natural resource conservation	106	20.8 %
None chosen	55	10.8 %
Total	1356	

## 2013 Village of Pinehurst Community Survey

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**Q3. QUALITY OF LIFE. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live where you live?**

(N=509)

	Very Important	Somewhat Important	Not Sure	Unimportant	No Response
Q3a. Sense of community	55.6%	34.4%	3.1%	3.3%	3.5%
Q3b. Quality of public education	55.2%	17.9%	5.9%	17.5%	3.5%
Q3c. Employment opportunities	38.9%	22.0%	7.1%	26.9%	5.1%
Q3d. Types of housing	68.4%	23.4%	2.6%	2.9%	2.8%
Q3e. Quality of housing	78.6%	15.9%	1.6%	1.6%	2.4%
Q3f. Access to quality shopping	48.3%	41.1%	2.9%	4.9%	2.8%
Q3g. Availability of cultural & recreation opportunities	54.2%	34.8%	3.3%	5.9%	1.8%
Q3h. Proximity to family or friends	32.4%	36.7%	6.7%	21.0%	3.1%
Q3i. Proximity to work	29.9%	25.9%	3.9%	35.4%	4.9%
Q3j. Safety & security	90.4%	6.5%	1.0%	0.6%	1.6%
Q3k. A "resort" community	24.4%	33.6%	6.9%	32.4%	2.8%
Q3l. Quality health care	83.5%	12.2%	1.2%	1.8%	1.4%
Q3m. Opportunities and/or resources for senior citizens	43.4%	28.9%	7.3%	18.5%	2.0%

## 2013 Village of Pinehurst Community Survey

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**Q3. QUALITY OF LIFE. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live where you live? (without "no response")**

(N=509)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q3a. Sense of community	57.6%	35.6%	3.3%	3.5%
Q3b. Quality of public education	57.2%	18.5%	6.1%	18.1%
Q3c. Employment opportunities	41.0%	23.2%	7.5%	28.4%
Q3d. Types of housing	70.3%	24.0%	2.6%	3.0%
Q3e. Quality of housing	80.5%	16.3%	1.6%	1.6%
Q3f. Access to quality shopping	49.7%	42.2%	3.0%	5.1%
Q3g. Availability of cultural & recreation opportunities	55.2%	35.4%	3.4%	6.0%
Q3h. Proximity to family or friends	33.5%	37.9%	6.9%	21.7%
Q3i. Proximity to work	31.4%	27.3%	4.1%	37.2%
Q3j. Safety & security	91.8%	6.6%	1.0%	0.6%
Q3k. A "resort" community	25.1%	34.5%	7.1%	33.3%
Q3l. Quality health care	84.7%	12.4%	1.2%	1.8%
Q3m. Opportunities and/or resources for senior citizens	44.3%	29.5%	7.4%	18.8%



## 2013 Village of Pinehurst Community Survey

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

(N=509)

	Yes	No	No response
Q3a. Sense of community	63.1%	7.9%	29.1%
Q3b. Quality of public education	51.1%	9.4%	39.5%
Q3c. Employment opportunities	37.9%	19.8%	42.2%
Q3d. Types of housing	63.3%	4.1%	32.6%
Q3e. Quality of housing	65.8%	3.5%	30.6%
Q3f. Access to quality shopping	43.2%	25.0%	31.8%
Q3g. Availability of cultural & recreation opportunities	52.3%	15.1%	32.6%
Q3h. Proximity to family or friends	52.8%	10.2%	36.9%
Q3i. Proximity to work	47.3%	9.8%	42.8%
Q3j. Safety & security	69.2%	1.8%	29.1%
Q3k. A "resort" community	57.4%	4.5%	38.1%
Q3l. Quality health care	67.8%	3.7%	28.5%
Q3m. Opportunities and/or resources for senior citizens	57.8%	8.3%	34.0%

## 2013 Village of Pinehurst Community Survey

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### **Q3. Then, please indicate if your needs are being met in Pinehurst. (without "no response")**

(N=509)

	Yes	No
Q3a. Sense of community	88.9%	11.1%
Q3b. Quality of public education	84.4%	15.6%
Q3c. Employment opportunities	65.6%	34.4%
Q3d. Types of housing	93.9%	6.1%
Q3e. Quality of housing	94.9%	5.1%
Q3f. Access to quality shopping	63.4%	36.6%
Q3g. Availability of cultural & recreation opportunities	77.6%	22.4%
Q3h. Proximity to family or friends	83.8%	16.2%
Q3i. Proximity to work	82.8%	17.2%
Q3j. Safety & security	97.5%	2.5%
Q3k. A "resort" community	92.7%	7.3%
Q3l. Quality health care	94.8%	5.2%
Q3m. Opportunities and/or resources for senior citizens	87.5%	12.5%

## 2013 Village of Pinehurst Community Survey

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**Q4. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."**

(N=509)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. Overall image of Village	44.4%	45.8%	5.1%	2.2%	0.2%	2.4%
Q4b. Overall quality of life in Village	41.1%	45.8%	6.9%	1.8%	0.4%	4.1%
Q4c. Overall feeling of safety in Village	56.8%	36.9%	2.9%	0.8%	0.0%	2.6%
Q4d. Quality of new development in Village	15.1%	32.0%	32.2%	8.1%	2.9%	9.6%
Q4e. As a place to live	54.6%	35.2%	4.9%	1.4%	0.2%	3.7%
Q4f. As a place to raise children	30.5%	28.0%	17.9%	4.1%	1.2%	18.3%
Q4g. As a place to retire	58.1%	28.1%	5.9%	1.4%	0.2%	6.3%
Q4h. Overall appearance of Village	49.3%	41.5%	4.7%	2.2%	0.2%	2.2%
Q4i. Availability of affordable housing	20.2%	42.4%	18.7%	7.1%	2.8%	8.8%

## 2013 Village of Pinehurst Community Survey

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**Q4. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor." (without "don't know")**

(N=509)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. Overall image of Village	45.5%	46.9%	5.2%	2.2%	0.2%
Q4b. Overall quality of life in Village	42.8%	47.7%	7.2%	1.8%	0.4%
Q4c. Overall feeling of safety in Village	58.3%	37.9%	3.0%	0.8%	0.0%
Q4d. Quality of new development in Village	16.7%	35.4%	35.7%	8.9%	3.3%
Q4e. As a place to live	56.7%	36.5%	5.1%	1.4%	0.2%
Q4f. As a place to raise children	37.3%	34.2%	21.9%	5.1%	1.4%
Q4g. As a place to retire	62.0%	30.0%	6.3%	1.5%	0.2%
Q4h. Overall appearance of Village	50.4%	42.4%	4.8%	2.2%	0.2%
Q4i. Availability of affordable housing	22.2%	46.6%	20.5%	7.8%	3.0%

## 2013 Village of Pinehurst Community Survey

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**Q5. PERCEPTIONS OF SAFETY AND SECURITY. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:**

(N=509)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q5a. Walking alone in your neighborhood during the day	79.2%	15.9%	2.2%	0.6%	0.2%	2.0%
Q5b. Walking alone in your neighborhood after dark	31.8%	37.7%	14.3%	7.9%	2.0%	6.3%
Q5c. In Village parks & recreation facilities	30.3%	35.6%	14.1%	2.6%	0.2%	17.3%
Q5d. In business areas of Village during the day	75.0%	19.6%	2.4%	0.0%	0.2%	2.8%
Q5e. In business areas of Village after dark	31.0%	37.9%	13.9%	3.3%	0.6%	13.2%

**Q5. PERCEPTIONS OF SAFETY AND SECURITY. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (without "don't know")**

(N=509)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q5a. Walking alone in your neighborhood during the day	80.8%	16.2%	2.2%	0.6%	0.2%
Q5b. Walking alone in your neighborhood after dark	34.0%	40.3%	15.3%	8.4%	2.1%
Q5c. In Village parks & recreation facilities	36.6%	43.0%	17.1%	3.1%	0.2%
Q5d. In business areas of Village during the day	77.2%	20.2%	2.4%	0.0%	0.2%
Q5e. In business areas of Village after dark	35.7%	43.7%	16.1%	3.8%	0.7%

## 2013 Village of Pinehurst Community Survey

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**Q6. PUBLIC SAFETY SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Village efforts to prevent crimes	36.5%	43.0%	8.4%	1.2%	0.8%	10.0%
Q6b. Enforcement of local traffic laws	27.3%	42.8%	14.9%	7.3%	3.3%	4.3%
Q6c. How quickly police respond to emergencies	32.1%	26.4%	8.5%	0.6%	0.2%	32.3%
Q6d. Frequency that police officers patrol your neighborhood	21.6%	34.0%	20.0%	5.9%	2.2%	16.3%
Q6e. Professionalism of Police officers	39.7%	28.1%	10.2%	1.8%	1.6%	18.7%
Q6f. Fire prevention & education programs provided by Village	17.9%	23.7%	16.8%	0.8%	0.4%	40.4%
Q6g. How quickly fire personnel respond to emergencies	27.6%	17.5%	10.0%	0.2%	0.2%	44.5%

**Q6. PUBLIC SAFETY SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items: (without "don't know")**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Village efforts to prevent crimes	40.6%	47.8%	9.4%	1.3%	0.9%
Q6b. Enforcement of local traffic laws	28.5%	44.8%	15.6%	7.6%	3.5%
Q6c. How quickly police respond to emergencies	47.4%	39.0%	12.5%	0.9%	0.3%
Q6d. Frequency that police officers patrol your neighborhood	25.8%	40.6%	23.9%	7.0%	2.6%
Q6e. Professionalism of Police officers	48.8%	34.5%	12.6%	2.2%	1.9%
Q6f. Fire prevention & education programs provided by Village	30.1%	39.7%	28.1%	1.3%	0.7%
Q6g. How quickly fire personnel respond to emergencies	49.6%	31.6%	18.1%	0.4%	0.4%



## 2013 Village of Pinehurst Community Survey

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### **Q7. Which TWO of the PUBLIC SAFETY SERVICES listed in Question #6 do you think should receive the most emphasis from Village leaders over the next two years?**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Village efforts to prevent crimes	223	43.8 %
Enforcement of local traffic laws	48	9.4 %
How quickly police respond to emergencies	45	8.8 %
Frequency that police officers patrol your neighborhood	60	11.8 %
Professionalism of Police officers	29	5.7 %
Fire prevention & education programs provided by Village	16	3.1 %
How quickly fire personnel respond to emergencies	30	5.9 %
<u>None chosen</u>	<u>58</u>	<u>11.4 %</u>
Total	509	100.0 %

### **Q7. Which TWO of the PUBLIC SAFETY SERVICES listed in Question #6 do you think should receive the most emphasis from Village leaders over the next two years?**

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Village efforts to prevent crimes	57	11.2 %
Enforcement of local traffic laws	53	10.4 %
How quickly police respond to emergencies	77	15.1 %
Frequency that police officers patrol your neighborhood	88	17.3 %
Professionalism of Police officers	35	6.9 %
Fire prevention & education programs provided by Village	52	10.2 %
How quickly fire personnel respond to emergencies	79	15.5 %
<u>None chosen</u>	<u>68</u>	<u>13.4 %</u>
Total	509	100.0 %

### **Q7. Which TWO of the PUBLIC SAFETY SERVICES listed in Question #6 do you think should receive the most emphasis from Village leaders over the next two years? (top 2)**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Village efforts to prevent crimes	280	55.0 %
Enforcement of local traffic laws	101	19.8 %
How quickly police respond to emergencies	122	24.0 %
Frequency that police officers patrol your neighborhood	148	29.1 %
Professionalism of Police officers	64	12.6 %
Fire prevention & education programs provided by Village	68	13.4 %
How quickly fire personnel respond to emergencies	109	21.4 %
<u>None chosen</u>	<u>58</u>	<u>11.4 %</u>
Total	950	

## 2013 Village of Pinehurst Community Survey

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**Q8. CULTURAL AND RECREATION SERVICES. Please rate your satisfaction with each item using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Number of Village parks	30.1%	44.8%	13.9%	2.0%	0.8%	8.4%
Q8b. Quality of Village parks	30.5%	44.4%	14.7%	1.0%	0.4%	9.0%
Q8c. Quality of recreation indoor facilities	9.6%	16.7%	27.2%	8.7%	2.8%	35.0%
Q8d. Availability of recreation indoor facilities	7.5%	15.6%	26.8%	12.4%	3.7%	33.9%
Q8e. Availability of Walking/Greenway trails	29.1%	38.1%	14.7%	4.3%	2.4%	11.4%
Q8f. Condition of Walking/Greenway trails	23.6%	38.9%	15.1%	3.7%	0.8%	17.9%
Q8g. Quality of outdoor athletic fields & Facilities	18.5%	30.3%	19.7%	2.4%	0.4%	28.7%
Q8h. Availability of outdoor athletic fields & facilities	17.3%	27.8%	21.7%	3.9%	0.2%	29.1%
Q8i. Availability of information about recreation programs	13.4%	31.6%	28.5%	6.5%	2.2%	17.9%
Q8j. Quality of recreation programs for youth	11.2%	16.8%	23.5%	4.7%	1.0%	42.8%
Q8k. Quality of recreation programs for adults	9.9%	24.0%	27.3%	5.0%	1.4%	32.5%
Q8l. Village sponsored cultural arts events	15.3%	37.5%	25.0%	5.1%	0.6%	16.5%
Q8m. Range of activities at parks & recreation facilities	10.1%	26.0%	28.8%	5.1%	2.2%	27.8%
Q8n. Customer service provided by parks & recreation staff	12.0%	21.9%	23.2%	1.4%	0.4%	41.1%

## 2013 Village of Pinehurst Community Survey

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**Q8. CULTURAL AND RECREATION SERVICES. Please rate your satisfaction with each item using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Number of Village parks	32.8%	48.9%	15.2%	2.1%	0.9%
Q8b. Quality of Village parks	33.5%	48.8%	16.2%	1.1%	0.4%
Q8c. Quality of recreation indoor facilities	14.8%	25.8%	41.8%	13.3%	4.2%
Q8d. Availability of recreation indoor facilities	11.3%	23.6%	40.6%	18.8%	5.7%
Q8e. Availability of Walking/Greenway trails	32.8%	43.0%	16.6%	4.9%	2.7%
Q8f. Condition of Walking/Greenway trails	28.7%	47.4%	18.4%	4.5%	1.0%
Q8g. Quality of outdoor athletic fields & Facilities	26.0%	42.5%	27.6%	3.3%	0.6%
Q8h. Availability of outdoor athletic fields & facilities	24.4%	39.2%	30.6%	5.6%	0.3%
Q8i. Availability of information about recreation programs	16.3%	38.5%	34.7%	7.9%	2.6%
Q8j. Quality of recreation programs for youth	19.7%	29.3%	41.0%	8.3%	1.7%
Q8k. Quality of recreation programs for adults	14.7%	35.5%	40.5%	7.3%	2.1%
Q8l. Village sponsored cultural arts events	18.4%	44.9%	29.9%	6.1%	0.7%
Q8m. Range of activities at parks & recreation facilities	13.9%	36.1%	39.9%	7.1%	3.0%
Q8n. Customer service provided by parks & recreation staff	20.4%	37.1%	39.5%	2.3%	0.7%

## 2013 Village of Pinehurst Community Survey

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### **Q9. Which THREE of the CULTURAL AND RECREATION SERVICES items listed above do you think should receive the most emphasis from Village leaders over the next two years?**

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Number of Village parks	21	4.1 %
Quality of Village parks	55	10.8 %
Quality of recreation indoor facilities	30	5.9 %
Availability of recreation indoor facilities	45	8.8 %
Availability of Walking/Greenway trails	56	11.0 %
Condition of Walking/Greenway trails	20	3.9 %
Quality of outdoor athletic fields & facilities	11	2.2 %
Availability of outdoor athletic fields & facilities	6	1.2 %
Availability of information about recreation programs	41	8.1 %
Quality of recreation programs for youth	32	6.3 %
Quality of recreation programs for adults	26	5.1 %
Village sponsored cultural arts events	45	8.8 %
Range of activities at parks & recreation facilities	14	2.8 %
Customer service provided by parks & recreation staff	11	2.2 %
<u>None chosen</u>	<u>96</u>	<u>18.9 %</u>
Total	509	100.0 %

### **Q9. Which THREE of the CULTURAL AND RECREATION SERVICES items listed above do you think should receive the most emphasis from Village leaders over the next two years?**

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Number of Village parks	9	1.8 %
Quality of Village parks	26	5.1 %
Quality of recreation indoor facilities	18	3.5 %
Availability of recreation indoor facilities	35	6.9 %
Availability of Walking/Greenway trails	44	8.6 %
Condition of Walking/Greenway trails	38	7.5 %
Quality of outdoor athletic fields & facilities	14	2.8 %
Availability of outdoor athletic fields & facilities	12	2.4 %
Availability of information about recreation programs	37	7.3 %
Quality of recreation programs for youth	30	5.9 %
Quality of recreation programs for adults	42	8.3 %
Village sponsored cultural arts events	48	9.4 %
Range of activities at parks & recreation facilities	36	7.1 %
Customer service provided by parks & recreation staff	6	1.2 %
<u>None chosen</u>	<u>114</u>	<u>22.4 %</u>
Total	509	100.0 %

## 2013 Village of Pinehurst Community Survey

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**Q9. Which THREE of the CULTURAL AND RECREATION SERVICES items listed above do you think should receive the most emphasis from Village leaders over the next two years?**

Q9. 3rd choice	Number	Percent
Number of Village parks	12	2.4 %
Quality of Village parks	23	4.5 %
Quality of recreation indoor facilities	17	3.3 %
Availability of recreation indoor facilities	21	4.1 %
Availability of Walking/Greenway trails	26	5.1 %
Condition of Walking/Greenway trails	28	5.5 %
Quality of outdoor athletic fields & facilities	12	2.4 %
Availability of outdoor athletic fields & facilities	14	2.8 %
Availability of information about recreation programs	28	5.5 %
Quality of recreation programs for youth	26	5.1 %
Quality of recreation programs for adults	36	7.1 %
Village sponsored cultural arts events	43	8.4 %
Range of activities at parks & recreation facilities	53	10.4 %
Customer service provided by parks & recreation staff	26	5.1 %
<u>None chosen</u>	<u>144</u>	<u>28.3 %</u>
Total	509	100.0 %

**Q9. Which THREE of the CULTURAL AND RECREATION SERVICES items listed above do you think should receive the most emphasis from Village leaders over the next two years? (top 3)**

Q9. Top choice	Number	Percent
Number of Village parks	42	8.3 %
Quality of Village parks	104	20.4 %
Quality of recreation indoor facilities	65	12.8 %
Availability of recreation indoor facilities	101	19.8 %
Availability of Walking/Greenway trails	126	24.8 %
Condition of Walking/Greenway trails	86	16.9 %
Quality of outdoor athletic fields & facilities	37	7.3 %
Availability of outdoor athletic fields & facilities	32	6.3 %
Availability of information about recreation programs	106	20.8 %
Quality of recreation programs for youth	88	17.3 %
Quality of recreation programs for adults	104	20.4 %
Village sponsored cultural arts events	136	26.7 %
Range of activities at parks & recreation facilities	103	20.2 %
Customer service provided by parks & recreation staff	43	8.4 %
<u>None chosen</u>	<u>96</u>	<u>18.9 %</u>
Total	1269	

## 2013 Village of Pinehurst Community Survey

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### **Q10. Which of the following parks and recreation programs and facilities have you used in the Village of Pinehurst during the past year?**

Q10. Which parks & recreation programs & facilities have you used during past year	Number	Percent
Greenway trails	279	54.8 %
Village sponsored cultural/arts events	282	55.4 %
Cannon Park	196	38.5 %
Village summer day camp program	21	4.1 %
Rassie Wicker Park	239	47.0 %
Camelot Playground	165	32.4 %
None chosen	103	20.2 %
Total	1285	

### **Q10. Which of the following parks and recreation programs and facilities have you used in the Village of Pinehurst during the past year? (without "none chosen")**

Q10. Which parks & recreation programs & facilities have you used during past year	Number	Percent
Greenway trails	279	68.7 %
Village sponsored cultural/arts events	282	69.5 %
Cannon Park	196	48.3 %
Village summer day camp program	21	5.2 %
Rassie Wicker Park	239	58.9 %
Camelot Playground	165	40.6 %
Total	1182	



## 2013 Village of Pinehurst Community Survey

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**Q11. COMMUNITY DEVELOPMENT. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Enforcing clean up of litter & debris on private property	15.5%	35.4%	17.1%	14.9%	2.9%	14.1%
Q11b. Enforcing mowing/cutting of weeds/grass on private property	13.4%	31.4%	20.2%	16.7%	3.5%	14.7%
Q11c. Enforcing maintenance of residential property (exterior of homes)	13.6%	31.6%	25.3%	11.8%	3.1%	14.5%
Q11d. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	14.7%	30.8%	21.4%	13.0%	3.3%	16.7%
Q11e. Enforcing sign regulations	14.7%	36.7%	23.0%	5.7%	1.4%	18.5%
Q11f. Quality of Single-family residential development	17.5%	46.0%	21.8%	2.8%	0.4%	11.6%
Q11g. Quality of Retail development	10.8%	35.2%	25.1%	12.4%	5.7%	10.8%

## 2013 Village of Pinehurst Community Survey

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**Q11. COMMUNITY DEVELOPMENT. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Enforcing clean up of litter & debris on private property	18.1%	41.2%	19.9%	17.4%	3.4%
Q11b. Enforcing mowing/cutting of weeds/grass on private property	15.7%	36.9%	23.7%	19.6%	4.1%
Q11c. Enforcing maintenance of residential property (exterior of homes)	15.9%	37.0%	29.7%	13.8%	3.7%
Q11d. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	17.7%	37.0%	25.7%	15.6%	4.0%
Q11e. Enforcing sign regulations	18.1%	45.1%	28.2%	7.0%	1.7%
Q11f. Quality of Single-family residential development	19.8%	52.0%	24.7%	3.1%	0.4%
Q11g. Quality of Retail development	12.1%	39.4%	28.2%	13.9%	6.4%

## 2013 Village of Pinehurst Community Survey

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**Q12. SOLID WASTE SERVICES. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Residential trash collection services	64.0%	26.9%	3.1%	3.1%	0.0%	2.8%
Q12b. Curbside recycling services	60.9%	26.1%	5.5%	2.4%	0.4%	4.7%
Q12c. Yard waste collection services	51.1%	27.5%	9.0%	3.7%	1.6%	7.1%
Q12d. Bulky items/white goods pick up	25.3%	15.7%	15.9%	2.8%	1.2%	39.1%
Q12e. Recycle Yard on McCaskill Rd	22.2%	18.3%	14.7%	2.0%	0.4%	42.4%

**Q12. SOLID WASTE SERVICES. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Residential trash collection services	65.9%	27.7%	3.2%	3.2%	0.0%
Q12b. Curbside recycling services	63.9%	27.4%	5.8%	2.5%	0.4%
Q12c. Yard waste collection services	55.0%	29.6%	9.7%	4.0%	1.7%
Q12d. Bulky items/white goods pick up	41.6%	25.8%	26.1%	4.5%	1.9%
Q12e. Recycle Yard on McCaskill Rd	38.6%	31.7%	25.6%	3.4%	0.7%

## 2013 Village of Pinehurst Community Survey

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**Q13. PUBLIC SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Maintenance of main Village street thoroughfares	38.3%	46.4%	7.7%	2.2%	0.8%	4.7%
Q13b. Maintenance of streets in your neighborhood	25.1%	42.6%	14.7%	9.8%	2.6%	5.1%
Q13c. Maintenance of street signs/pavement markings	27.6%	50.2%	14.2%	3.0%	1.0%	4.1%
Q13d. Maintenance/preservation of Downtown	36.0%	45.2%	10.0%	2.9%	0.4%	5.5%
Q13e. Quality of landscaping in medians & other public areas	37.2%	42.7%	11.2%	4.7%	0.6%	3.5%
Q13f. Overall cleanliness of streets & other public areas	35.8%	48.5%	10.6%	1.8%	0.2%	3.1%
Q13g. Adequacy of street lighting	14.6%	25.8%	22.2%	20.1%	12.6%	4.7%
Q13h. Availability of sidewalks	9.3%	23.4%	26.0%	21.9%	13.8%	5.7%
Q13i. Condition of sidewalks	10.6%	30.1%	28.7%	8.7%	7.3%	14.6%
Q13j. Quality of stormwater runoff/management system	10.6%	27.3%	24.6%	9.8%	6.9%	20.8%

## 2013 Village of Pinehurst Community Survey

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**Q13. PUBLIC SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Maintenance of main Village street thoroughfares	40.2%	48.7%	8.0%	2.3%	0.8%
Q13b. Maintenance of streets in your neighborhood	26.5%	44.9%	15.5%	10.4%	2.7%
Q13c. Maintenance of street signs/pavement markings	28.7%	52.4%	14.8%	3.1%	1.0%
Q13d. Maintenance/preservation of Downtown	38.0%	47.8%	10.6%	3.1%	0.4%
Q13e. Quality of landscaping in medians & other public areas	38.6%	44.3%	11.6%	4.9%	0.6%
Q13f. Overall cleanliness of streets & other public areas	36.9%	50.1%	11.0%	1.8%	0.2%
Q13g. Adequacy of street lighting	15.3%	27.1%	23.3%	21.1%	13.2%
Q13h. Availability of sidewalks	9.8%	24.8%	27.6%	23.2%	14.6%
Q13i. Condition of sidewalks	12.4%	35.3%	33.6%	10.1%	8.5%
Q13j. Quality of stormwater runoff/management system	13.4%	34.5%	31.0%	12.4%	8.7%

## 2013 Village of Pinehurst Community Survey

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### **Q14. Which THREE of the PUBLIC SERVICES items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years?**

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	51	10.0 %
Maintenance of streets in your neighborhood	66	13.0 %
Maintenance of street signs/pavement markings	6	1.2 %
Maintenance/preservation of Downtown	39	7.7 %
Quality of landscaping in medians & other public areas	14	2.8 %
Overall cleanliness of streets & other public areas	20	3.9 %
Adequacy of street lighting	107	21.0 %
Availability of sidewalks	75	14.7 %
Condition of sidewalks	5	1.0 %
Quality of stormwater runoff/management system	57	11.2 %
None chosen	69	13.6 %
Total	509	100.0 %

### **Q14. Which THREE of the PUBLIC SERVICES items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years?**

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	18	3.5 %
Maintenance of streets in your neighborhood	53	10.4 %
Maintenance of street signs/pavement markings	25	4.9 %
Maintenance/preservation of Downtown	32	6.3 %
Quality of landscaping in medians & other public areas	31	6.1 %
Overall cleanliness of streets & other public areas	46	9.0 %
Adequacy of street lighting	77	15.1 %
Availability of sidewalks	89	17.5 %
Condition of sidewalks	15	2.9 %
Quality of stormwater runoff/management system	29	5.7 %
None chosen	94	18.5 %
Total	509	100.0 %



## 2013 Village of Pinehurst Community Survey

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### **Q14. Which THREE of the PUBLIC SERVICES items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years?**

<u>Q14 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	26	5.1 %
Maintenance of streets in your neighborhood	51	10.0 %
Maintenance of street signs/pavement markings	18	3.5 %
Maintenance/preservation of Downtown	32	6.3 %
Quality of landscaping in medians & other public areas	35	6.9 %
Overall cleanliness of streets & other public areas	46	9.0 %
Adequacy of street lighting	48	9.4 %
Availability of sidewalks	40	7.9 %
Condition of sidewalks	30	5.9 %
Quality of stormwater runoff/management system	55	10.8 %
None chosen	128	25.1 %
Total	509	100.0 %

### **Q14. Which THREE of the PUBLIC SERVICES items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years? (top 3)**

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	95	18.7 %
Maintenance of streets in your neighborhood	170	33.4 %
Maintenance of street signs/pavement markings	49	9.6 %
Maintenance/preservation of Downtown	103	20.2 %
Quality of landscaping in medians & other public areas	80	15.7 %
Overall cleanliness of streets & other public areas	112	22.0 %
Adequacy of street lighting	232	45.6 %
Availability of sidewalks	204	40.1 %
Condition of sidewalks	50	9.8 %
Quality of stormwater runoff/management system	141	27.7 %
None chosen	69	13.6 %
Total	1305	

## 2013 Village of Pinehurst Community Survey

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**Q15. Please indicate whether you or other members of your household used the Village services and facilities below.**

(N=509)

	Yes	No
Q15a. Fire Services	13.4%	86.6%
Q15b. Police Services	37.3%	62.7%
Q15c. Village Hall Reception Desk	38.5%	61.5%
Q15d. Help Desk on Village website	16.9%	83.1%
Q15e. Code Enforcement	15.9%	84.1%
Q15f. Recreation program/event registration	23.4%	76.6%
Q15g. Public Services "request for service"	17.5%	82.5%
Q15h. Planning & inspections services	23.2%	76.8%

## 2013 Village of Pinehurst Community Survey

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**Q15. If you answer YES, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with the service or facility.**

(N=355)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Fire Services	82.4%	10.3%	5.9%	0.0%	0.0%	1.5%
Q15b. Police Services	63.7%	20.0%	5.3%	2.1%	2.6%	6.3%
Q15c. Village Hall Reception Desk	61.2%	27.0%	5.6%	2.0%	1.0%	3.1%
Q15d. Help Desk on Village website	55.8%	25.6%	12.8%	2.3%	2.3%	1.2%
Q15e. Code Enforcement	28.4%	21.0%	17.3%	21.0%	11.1%	1.2%
Q15f. Recreation program/event registration	52.1%	32.8%	7.6%	1.7%	3.4%	2.5%
Q15g. Public Services "request for service"	44.9%	34.8%	6.7%	6.7%	3.4%	3.4%
Q15h. Planning & inspections services	38.1%	32.2%	16.1%	5.9%	5.1%	2.5%

**Q15. If you answer YES, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with the service or facility. (without "don't know")**

(N=355)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Fire Services	83.6%	10.4%	6.0%	0.0%	0.0%
Q15b. Police Services	68.0%	21.3%	5.6%	2.2%	2.8%
Q15c. Village Hall Reception Desk	63.2%	27.9%	5.8%	2.1%	1.1%
Q15d. Help Desk on Village website	56.5%	25.9%	12.9%	2.4%	2.4%
Q15e. Code Enforcement	28.8%	21.3%	17.5%	21.3%	11.3%
Q15f. Recreation program/event registration	53.4%	33.6%	7.8%	1.7%	3.4%
Q15g. Public Services "request for service"	46.5%	36.0%	7.0%	7.0%	3.5%
Q15h. Planning & inspections services	39.1%	33.0%	16.5%	6.1%	5.2%

## 2013 Village of Pinehurst Community Survey

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**Q16. DOWNTOWN PARKING. The Village continues to address parking Downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Availability of parking Downtown	22.0%	43.2%	16.3%	11.4%	2.6%	4.5%
Q16b. Quality of public parking lots	26.9%	47.9%	13.8%	3.9%	1.4%	6.1%
Q16c. Security of parking Downtown	29.1%	47.5%	11.6%	1.0%	0.4%	10.4%

**Q16. DOWNTOWN PARKING. The Village continues to address parking Downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Availability of parking Downtown	23.0%	45.3%	17.1%	11.9%	2.7%
Q16b. Quality of public parking lots	28.7%	51.0%	14.6%	4.2%	1.5%
Q16c. Security of parking Downtown	32.5%	53.1%	12.9%	1.1%	0.4%

## 2013 Village of Pinehurst Community Survey

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**Q17. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Quality of information about Village programs/services	19.1%	44.8%	22.8%	5.1%	1.0%	7.3%
Q17b. Village efforts to keep you informed about local issues	21.6%	43.4%	20.4%	7.3%	2.6%	4.7%
Q17c. Opportunities to participate in local government	14.8%	31.1%	26.8%	3.7%	2.6%	21.1%
Q17d. Level of public involvement in decision making	7.9%	23.2%	30.1%	13.8%	3.7%	21.3%
Q17e. Access to Mayor & Village Council	13.0%	20.1%	28.1%	4.7%	1.6%	32.5%
Q17f. Village website	20.1%	35.0%	23.0%	2.6%	0.4%	18.9%
Q17g. Village Newsletter	24.8%	45.5%	17.5%	3.3%	1.0%	7.9%
Q17h. Village eNews updates	14.8%	29.2%	21.9%	3.8%	1.0%	29.2%
Q17i. Community's progress toward meeting its strategic vision & mission	7.7%	24.1%	27.4%	3.9%	1.2%	35.7%

## 2013 Village of Pinehurst Community Survey

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**Q17. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Quality of information about Village programs/services	20.6%	48.3%	24.6%	5.5%	1.1%
Q17b. Village efforts to keep you informed about local issues	22.7%	45.6%	21.4%	7.6%	2.7%
Q17c. Opportunities to participate in local government	18.7%	39.4%	33.9%	4.7%	3.2%
Q17d. Level of public involvement in decision making	10.0%	29.5%	38.3%	17.5%	4.8%
Q17e. Access to Mayor & Village Council	19.2%	29.7%	41.7%	7.0%	2.3%
Q17f. Village website	24.8%	43.2%	28.4%	3.2%	0.5%
Q17g. Village Newsletter	26.9%	49.4%	19.0%	3.6%	1.1%
Q17h. Village eNews updates	20.9%	41.3%	31.0%	5.3%	1.4%
Q17i. Community's progress toward meeting its strategic vision & mission	12.0%	37.4%	42.6%	6.1%	1.8%

## 2013 Village of Pinehurst Community Survey

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### **Q18. Which of the following do you use to get information about the Village of Pinehurst?**

<u>Q18. What do you use to get information about Village</u>	<u>Number</u>	<u>Percent</u>
Village employees	97	19.1 %
Village newsletter	408	80.2 %
Village website	236	46.4 %
Village eNews	76	14.9 %
The Pilot Newspaper	408	80.2 %
The Fayetteville Observer	86	16.9 %
Social media (Facebook, Twitter, etc.)	51	10.0 %
The Aberdeen Times website	45	8.8 %
Time Warner TV-14	125	24.6 %
None chosen	10	2.0 %
Total	1542	

### **Q18. Which of the following do you use to get information about the Village of Pinehurst? (without "none chosen")**

<u>Q18. What do you use to get information about Village</u>	<u>Number</u>	<u>Percent</u>
The Pilot Newspaper	408	81.8 %
Village newsletter	408	81.8 %
Village website	236	47.3 %
Time Warner TV-14	125	25.1 %
Village employees	97	19.4 %
The Fayetteville Observer	86	17.2 %
Village eNews	76	15.2 %
Social media (Facebook, Twitter, etc.)	51	10.2 %
The Aberdeen Times website	45	9.0 %
Total	1532	



## 2013 Village of Pinehurst Community Survey

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### **Q19. Please indicate how often you read the Village Newsletter, which is mailed to all residents.**

<u>Q19. How often you read Village Newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	396	77.8 %
Sometimes	75	14.7 %
Seldom	12	2.4 %
Never	6	1.2 %
<u>Don't know</u>	<u>20</u>	<u>3.9 %</u>
Total	509	100.0 %

### **Q19. Please indicate how often you read the Village Newsletter, which is mailed to all residents. (without "don't know")**

<u>Q19. How often you read Village Newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	396	81.0 %
Sometimes	75	15.3 %
Seldom	12	2.5 %
<u>Never</u>	<u>6</u>	<u>1.2 %</u>
Total	489	100.0 %

### **Q19a. Would you be willing to receive your newsletter electronically to cut costs?**

<u>Q19a. Willing to receive newsletter electronically to cut costs</u>	<u>Number</u>	<u>Percent</u>
Yes	347	68.2 %
No	151	29.7 %
<u>No response</u>	<u>11</u>	<u>2.2 %</u>
Total	509	100.0 %

### **Q19a. Would you be willing to receive your newsletter electronically to cut costs? (without "no response")**

<u>Q19a. Willing to receive newsletter electronically to cut costs</u>	<u>Number</u>	<u>Percent</u>
Yes	347	69.7 %
<u>No</u>	<u>151</u>	<u>30.3 %</u>
Total	498	100.0 %

## 2013 Village of Pinehurst Community Survey

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### **Q20. Have you contacted the Village during the past year?**

Q20. Contacted Village during past year	Number	Percent
Yes	220	43.2 %
No	278	54.6 %
No response	11	2.2 %
Total	509	100.0 %

### **Q20. Have you contacted the Village during the past year? (without "no response")**

Q20. Contacted Village during past year	Number	Percent
Yes	220	44.2 %
No	278	55.8 %
Total	498	100.0 %

### **Q20a-d. (Only if you have contacted the Village during the past year): Using a 5-point scale where 5 means "always" and 1 means "never," please indicate your experience with Village employees (not elected officials) on the following behaviors:**

(N=220)

	Always	Usually	Sometimes	Seldom	Never	Don't Know
Q20a. Village staff was responsive to my needs	72.7%	19.1%	6.4%	0.9%	0.5%	0.5%
Q20b. Village staff was competent & professional	75.9%	19.1%	3.6%	1.4%	0.0%	0.0%
Q20c. Village staff was courteous	80.0%	15.0%	2.7%	2.3%	0.0%	0.0%
Q20d. My issue was resolved promptly	62.7%	18.2%	10.9%	2.7%	2.3%	3.2%

### **Q20a-d. (Only if you have contacted the Village during the past year): Using a 5-point scale where 5 means "always" and 1 means "never," please indicate your experience with Village employees (not elected officials) on the following behaviors: (without "don't know")**

(N=220)

	Always	Usually	Sometimes	Seldom	Never
Q20a. Village staff was responsive to my needs	73.1%	19.2%	6.4%	0.9%	0.5%
Q20b. Village staff was competent & professional	75.9%	19.1%	3.6%	1.4%	0.0%
Q20c. Village staff was courteous	80.0%	15.0%	2.7%	2.3%	0.0%
Q20d. My issue was resolved promptly	64.8%	18.8%	11.3%	2.8%	2.3%

## 2013 Village of Pinehurst Community Survey

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**Q21. If you own a home in Pinehurst, 38% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (62%). What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget?**

Q21. Your level of satisfaction with value you receive for portion of your property taxes that funds Village's operating budget

	Number	Percent
Very Satisfied	116	22.8 %
Satisfied	216	42.4 %
Neutral	84	16.5 %
Dissatisfied	39	7.7 %
Very Dissatisfied	19	3.7 %
Don't Know	35	6.9 %
Total	509	100.0 %

**Q21. If you own a home in Pinehurst, 38% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (62%). What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget? (without "don't know")**

Q21. Your level of satisfaction with value you receive for portion of your property taxes that funds Village's operating budget

	Number	Percent
Very Satisfied	116	24.5 %
Satisfied	216	45.6 %
Neutral	84	17.7 %
Dissatisfied	39	8.2 %
Very Dissatisfied	19	4.0 %
Total	474	100.0 %

## 2013 Village of Pinehurst Community Survey

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**Q22. VILLAGE LEADERSHIP. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q22a. Overall quality of leadership provided by Village's elected officials	14.3%	36.9%	24.6%	6.9%	2.9%	14.3%
Q22b. Overall effectiveness of appointed boards & commissions	10.4%	32.0%	32.2%	5.5%	1.4%	18.5%
Q22c. Overall effectiveness of Village Manager & appointed staff	21.4%	35.6%	21.6%	4.5%	2.2%	14.7%

**Q22. VILLAGE LEADERSHIP. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=509)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q22a. Overall quality of leadership provided by Village's elected officials	16.7%	43.1%	28.7%	8.0%	3.4%
Q22b. Overall effectiveness of appointed boards & commissions	12.8%	39.3%	39.5%	6.7%	1.7%
Q22c. Overall effectiveness of Village Manager & appointed staff	25.1%	41.7%	25.3%	5.3%	2.5%

# 2013 Village of Pinehurst Community Survey

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## **Q23. Would you recommend Pinehurst to others as a place to live?**

Q23. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	460	90.4 %
No	33	6.5 %
No response	16	3.1 %
Total	509	100.0 %

## **Q23. Would you recommend Pinehurst to others as a place to live? (without "no response")**

Q23. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	460	93.3 %
No	33	6.7 %
Total	493	100.0 %

## **Q24. Approximately how many years have you lived in the Village of Pinehurst?**

Q24. How many years have you lived in Pinehurst	Number	Percent
Less than 5 years	96	18.9 %
5-10 years	136	26.7 %
11-20 years	191	37.5 %
20+ years	86	16.9 %
Total	509	100.0 %

## **Q24. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")**

Q24. How many years have you lived in Pinehurst	Number	Percent
Less than 5 years	96	18.9 %
5-10 years	136	26.7 %
11-20 years	191	37.5 %
20+ years	86	16.9 %
Total	509	100.0 %

## 2013 Village of Pinehurst Community Survey

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### **Q25. Do you have school age children (grades K-12) living at home?**

Q25. Do you have school age children (grades K-12) living at home	Number	Percent
Yes	104	20.4 %
No	404	79.4 %
Not provided	1	0.2 %
Total	509	100.0 %

### **Q25. Do you have school age children (grades K-12) living at home? (without "not provided")**

Q25. Do you have school age children (grades K-12) living at home	Number	Percent
Yes	104	20.5 %
No	404	79.5 %
Total	508	100.0 %

### **Q25a. If YES: For your school age children, what grade level are they?**

Q25a. What grade level are they	Number	Percent
K-5	59	56.7 %
6-8	36	34.6 %
High School	50	48.1 %
Not provided	2	1.9 %
Total	147	

### **Q25a. If YES: For your school age children, what grade level are they? (without "not provided")**

Q25a. What grade level are they	Number	Percent
K-5	59	57.8 %
High School	50	49.0 %
6-8	36	35.3 %
Total	145	

## 2013 Village of Pinehurst Community Survey

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### **Q26. Which of the following best describes your current employment status?**

<u>Q26. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	204	40.1 %
Employed in home/have a home-based business	28	5.5 %
Student	3	0.6 %
Retired	250	49.1 %
Not currently employed	19	3.7 %
Not provided	5	1.0 %
Total	509	100.0 %

### **Q26. Which of the following best describes your current employment status? (without "not provided")**

<u>Q26. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	204	40.5 %
Employed in home/have a home-based business	28	5.6 %
Student	3	0.6 %
Retired	250	49.6 %
Not currently employed	19	3.8 %
Total	504	100.0 %



## 2013 Village of Pinehurst Community Survey

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### **Q26. (IF employed outside home): What is the ZIP CODE where you work?**

<u>Q26. Zip code of workplace</u>	<u>Number</u>	<u>Percent</u>
28374	70	38.7 %
28387	31	17.1 %
28315	11	6.1 %
28310	11	6.1 %
28307	6	3.3 %
28379	4	2.2 %
28327	4	2.2 %
28376	4	2.2 %
27376	3	1.7 %
28308	3	1.7 %
28388	3	1.7 %
28304	2	1.1 %
27325	2	1.1 %
27583	2	1.1 %
17331	1	0.6 %
27356	1	0.6 %
28303	1	0.6 %
60544	1	0.6 %
28473	1	0.6 %
28378	1	0.6 %
28353	1	0.6 %
28311	1	0.6 %
27603	1	0.6 %
28352	1	0.6 %
28363	1	0.6 %
27103	1	0.6 %
28345	1	0.6 %
10022	1	0.6 %
27330	1	0.6 %
27331	1	0.6 %
91106	1	0.6 %
28348	1	0.6 %
28370	1	0.6 %
28314	1	0.6 %
28373	1	0.6 %
23187	1	0.6 %
14051	1	0.6 %
27371	1	0.6 %
27402	1	0.6 %
Total	181	100.0 %

# 2013 Village of Pinehurst Community Survey

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## **Q27. Which of the following BEST describe your age?**

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
25-34 years	21	4.1 %
35-44 years	69	13.6 %
45-54 years	75	14.7 %
55-64 years	124	24.4 %
65+ years	220	43.2 %
Total	509	100.0 %

## **Q27. Which of the following BEST describe your age? (without "not provided")**

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
25-34 years	21	4.1 %
35-44 years	69	13.6 %
45-54 years	75	14.7 %
55-64 years	124	24.4 %
65+ years	220	43.2 %
Total	509	100.0 %

## **Q28. Do you own or rent your current residence?**

<u>Q28. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	476	93.5 %
Rent	25	4.9 %
Not provided	8	1.6 %
Total	509	100.0 %

## **Q28. Do you own or rent your current residence? (without "not provided")**

<u>Q28. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	476	95.0 %
Rent	25	5.0 %
Total	501	100.0 %

## 2013 Village of Pinehurst Community Survey

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### **Q29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin?**

Q29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin	Number	Percent
Yes	6	1.2 %
No	488	95.9 %
Not provided	15	2.9 %
Total	509	100.0 %

### **Q29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin? (without "not provided")**

Q29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin	Number	Percent
Yes	6	1.2 %
No	488	98.8 %
Total	494	100.0 %

# 2013 Village of Pinehurst Community Survey

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## **Q30. Which of the following best describes your race?**

<u>Q30. Your race</u>	<u>Number</u>	<u>Percent</u>
Asian	5	1.0 %
White	480	94.3 %
American Indian/Alaskan Native	3	0.6 %
Black/African American	5	1.0 %
Two or more races	5	1.0 %
Other	4	0.8 %
Not provided	12	2.4 %
Total	514	

## **Q30. Which of the following best describes your race? (without "not provided")**

<u>Q30. Your race</u>	<u>Number</u>	<u>Percent</u>
White	480	96.6 %
Asian	5	1.0 %
Black/African American	5	1.0 %
Two or more races	5	1.0 %
Other	4	0.8 %
American Indian/Alaskan Native	3	0.6 %
Total	502	

## **Q30. Other**

Q30 Other

AMERICAN

Middle Eastern

SCOTT-ENGLISH

SLOVAK-AMERICAN

## 2013 Village of Pinehurst Community Survey

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### **Q31. Which of the following best describes where you live?**

<u>Q31. Where you live</u>	<u>Number</u>	<u>Percent</u>
Pinehurst #6	90	17.7 %
Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst	24	4.7 %
Pinehurst #7/Lawn & Tennis/CCNC	18	3.5 %
Morganton/Monticello	47	9.2 %
Lake Pinehurst/Burning Tree/St. Andrews	136	26.7 %
Pinewild	52	10.2 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	55	10.8 %
Village Acres	78	15.3 %
Not provided	9	1.8 %
Total	509	100.0 %

### **Q31. Which of the following best describes where you live? (without "not provided")**

<u>Q31. Where you live</u>	<u>Number</u>	<u>Percent</u>
Pinehurst #6	90	18.0 %
Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst	24	4.8 %
Pinehurst #7/Lawn & Tennis/CCNC	18	3.6 %
Morganton/Monticello	47	9.4 %
Lake Pinehurst/Burning Tree/St. Andrews	136	27.2 %
Pinewild	52	10.4 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	55	11.0 %
Village Acres	78	15.6 %
Total	500	100.0 %

## 2013 Village of Pinehurst Community Survey

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### **Q32. What is your gender?**

<u>Q32. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	247	48.5 %
Female	262	51.5 %
Total	509	100.0 %



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

September 2013

Dear Village of Pinehurst Resident,

The Village of Pinehurst is requesting your help. You have been chosen to participate in a survey designed to gather resident opinions and feedback regarding Village services and programs. The information requested in this survey will be used to help improve our services and determine the future needs of Pinehurst's citizens.

**We greatly appreciate your participation.** Please take a few minutes to complete and return the survey. We estimate it should take approximately 15-20 minutes to answer all the questions, and your individual responses to the questions will remain confidential. The sticker on the survey identifies responses from broad geographic areas and helps us know where we might improve our service delivery.

**Please return your completed survey in the next few days using the postage paid envelope provided.**

You may also take the survey online by visiting [www.2013PinehurstCommunitySurvey.com](http://www.2013PinehurstCommunitySurvey.com) .

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present survey results to the Pinehurst Village Council at a public meeting in November.

If you have any questions about the survey, please contact me at 295-1900, ext. 1101. Thank you for helping guide the direction of our community by completing and returning the enclosed survey.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrew M. Wilkison". The signature is written in a cursive, flowing style.

Andrew M. Wilkison  
Village Manager

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ADMINISTRATION

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





# 2013 Village of Pinehurst Community Survey

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

1. Major categories of services provided by 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."

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Police services	5	4	3	2	1	9
B.	Fire services	5	4	3	2	1	9
C.	Parks and recreation programs	5	4	3	2	1	9
D.	Parks and recreation facilities	5	4	3	2	1	9
E.	Solid waste services	5	4	3	2	1	9
F.	Street and right-of-way maintenance	5	4	3	2	1	9
G.	Enforcement of Village Codes and ordinances	5	4	3	2	1	9
H.	Customer service provided by Village employees	5	4	3	2	1	9
I.	Village communication with residents	5	4	3	2	1	9
J.	Village efforts at maintaining the quality of your neighborhoods	5	4	3	2	1	9
K.	Village promotion of natural resource conservation	5	4	3	2	1	9

2. From the list of items in Question #1 which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

1<sup>st</sup>: \_\_\_\_ 2<sup>nd</sup>: \_\_\_\_ 3<sup>rd</sup>: \_\_\_\_

3. **QUALITY OF LIFE.** Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "very important" and "1" is "unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in Pinehurst. (Please circle your answers)

<b>The Reasons for Choosing a Community to Live in</b>						<b>Are your needs being met in Pinehurst?</b>	
						Very Important	Somewhat Important
A.	Sense of community	4	3	2	1	A	B
B.	Quality of public education	4	3	2	1	A	B
C.	Employment opportunities	4	3	2	1	A	B
D.	Types of housing	4	3	2	1	A	B
E.	Quality of housing	4	3	2	1	A	B
F.	Access to quality shopping	4	3	2	1	A	B
G.	Availability of cultural and recreation opportunities	4	3	2	1	A	B
H.	Proximity to family or friends	4	3	2	1	A	B
I.	Proximity to work	4	3	2	1	A	B
J.	Safety and security	4	3	2	1	A	B
K.	A "resort" community	4	3	2	1	A	B
L.	Quality health care	4	3	2	1	A	B
M.	Opportunities and/or resources for senior citizens	4	3	2	1	A	B

4. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

<i>How would you rate The Village of Pinehurst:</i>		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall image of the Village	5	4	3	2	1	9
B.	Overall quality of life in the Village	5	4	3	2	1	9
C.	Overall feeling of safety in the Village	5	4	3	2	1	9
D.	Quality of new development in the Village	5	4	3	2	1	9
E.	As a place to live	5	4	3	2	1	9
F.	As a place to raise children	5	4	3	2	1	9
G.	As a place to retire	5	4	3	2	1	9
H.	Overall appearance of the Village	5	4	3	2	1	9
I.	Availability of affordable housing	5	4	3	2	1	9

5. Perceptions of Safety and Security. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	Walking alone in your neighborhood during the day	5	4	3	2	1	9
B.	Walking alone in your neighborhood after dark	5	4	3	2	1	9
C.	In Village parks and recreation facilities	5	4	3	2	1	9
D.	In business areas of the Village during the day	5	4	3	2	1	9
E.	In business areas of the Village after dark	5	4	3	2	1	9

6. Public Safety Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Village efforts to prevent crimes	5	4	3	2	1	9
B.	Enforcement of local traffic laws	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	Frequency that police officers patrol your neighborhood	5	4	3	2	1	9
E.	Professionalism of Police Officers	5	4	3	2	1	9
F.	Fire prevention and education programs provided by the Village	5	4	3	2	1	9
G.	How quickly fire personnel respond to emergencies	5	4	3	2	1	9

7. Which TWO of the public safety services listed above do you think should receive the most emphasis from Village leaders over the next two years? [Write in the letters below using the letters from the list in Question 6 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

8. **Cultural and Recreation Services.** Please rate your satisfaction with each item using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Number of Village parks	5	4	3	2	1	9
B.	Quality of Village parks	5	4	3	2	1	9
C.	Quality of recreation indoor facilities	5	4	3	2	1	9
D.	Availability of recreation indoor facilities	5	4	3	2	1	9
E.	Availability of Walking/Greenway trails	5	4	3	2	1	9
F.	Condition of Walking/Greenway trails	5	4	3	2	1	9
G.	Quality of outdoor athletic fields and facilities	5	4	3	2	1	9
H.	Availability of outdoor athletic fields and facilities	5	4	3	2	1	9
I.	Availability of information about recreation Programs	5	4	3	2	1	9
J.	Quality of recreation programs for youth	5	4	3	2	1	9
K.	Quality of recreation programs for adults	5	4	3	2	1	9
L.	Village sponsored cultural arts events	5	4	3	2	1	9
M.	Range of activities at parks and recreation Facilities	5	4	3	2	1	9
N.	Customer service provided by parks and recreation staff	5	4	3	2	1	9

9. Which THREE of the **Cultural and Recreation Services** items listed above do you think should receive the most emphasis from Village leaders over the next two years? [Write in the letters below using the letters from the list in Question 8 above].

1<sup>st</sup> : \_\_\_\_\_ 2<sup>nd</sup> : \_\_\_\_\_ 3<sup>rd</sup> : \_\_\_\_\_

10. Which of the following parks and recreation programs and facilities have you used in the Village of Pinehurst during the past year? (Check ALL that apply)

(1) Greenway trails
  (4) Village summer day camp program  
 (2) Village sponsored cultural/arts events
  (5) Rassic Wicker Park  
 (3) Cannon Park
  (6) Camelot Playground

11. **COMMUNITY DEVELOPMENT** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing mowing/cutting of weeds/grass on private property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	5	4	3	2	1	9
E.	Enforcing sign regulations	5	4	3	2	1	9
F.	Quality of Single-family residential development	5	4	3	2	1	9
G.	Quality of Retail development	5	4	3	2	1	9

12. **Solid Waste Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Yard waste collection services	5	4	3	2	1	9
D.	Bulky items/white goods pick up	5	4	3	2	1	9
E.	Recycle Yard on McCaskill Rd.	5	4	3	2	1	9

13. **PUBLIC SERVICES.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of main Village street thoroughfares	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
D.	Maintenance/preservation of downtown	5	4	3	2	1	9
E.	Quality of landscaping in medians and other public areas	5	4	3	2	1	9
F.	Overall cleanliness of streets and other public areas	5	4	3	2	1	9
G.	Adequacy of street lighting	5	4	3	2	1	9
H.	Availability of sidewalks	5	4	3	2	1	9
I.	Condition of sidewalks	5	4	3	2	1	9
J.	Quality of the stormwater runoff/mgmt system	5	4	3	2	1	9

14. Which THREE of the Public Services items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years? [Write the letters below using the letters from list in Q13 above.]

1<sup>st</sup> : \_\_\_\_\_ 2<sup>nd</sup> : \_\_\_\_\_ 3<sup>rd</sup> : \_\_\_\_\_

15. Please indicate whether you or other members of your household used the Village services and facilities by circling YES or NO below. If you answer YES, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with the service or facility by circling the corresponding number to the right.

Have You Used This Service or Facility?		Service or Facility	Very Satisfied	Satisfied	Neutral	Dis-satisfied	Very Dissatisfied	Don't Know
YES	NO	Fire Services	5	4	3	2	1	9
YES	NO	Police Services	5	4	3	2	1	9
YES	NO	Village Hall Reception Desk	5	4	3	2	1	9
YES	NO	The Help Desk on the Village website	5	4	3	2	1	9
YES	NO	Code Enforcement	5	4	3	2	1	9
YES	NO	Recreation program/event registration	5	4	3	2	1	9
YES	NO	Public Services "request for service"	5	4	3	2	1	9
YES	NO	Planning and inspections services	5	4	3	2	1	9

16. **DOWNTOWN PARKING.** The Village continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of parking downtown	5	4	3	2	1	9
B.	Quality of public parking lots	5	4	3	2	1	9
C.	Security of parking downtown	5	4	3	2	1	9

17. **PUBLIC COMMUNICATION AND OUTREACH.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of information about Village programs/services	5	4	3	2	1	9
B.	Village efforts to keep you informed about local issues	5	4	3	2	1	9
C.	Opportunities to participate in local government (advisory boards, volunteering)	5	4	3	2	1	9
D.	Level of public involvement in decision making	5	4	3	2	1	9
E.	Access to the Mayor and Village Council	5	4	3	2	1	9
F.	Village website	5	4	3	2	1	9
G.	Village Newsletter	5	4	3	2	1	9
H.	Village eNews updates	5	4	3	2	1	9
I.	Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

18. Which of the following do you use to get information about the Village of Pinehurst? (check all that apply)
- |   |  |
|---|--|
| <input type="checkbox"/> (01) Village employees   | <input type="checkbox"/> (06) The Fayetteville Observer              |
| <input type="checkbox"/> (02) Village Newsletter  | <input type="checkbox"/> (07) Social media (Facebook, Twitter, etc.) |
| <input type="checkbox"/> (03) Village website     | <input type="checkbox"/> (08) The Aberdeen Times website             |
| <input type="checkbox"/> (04) Village eNews       | <input type="checkbox"/> (09) Time Warner TV-14                      |
| <input type="checkbox"/> (05) The Pilot Newspaper |  |

19. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

- |   |   |
|---|---|
| <input type="checkbox"/> (1) All the time | <input type="checkbox"/> (4) Never      |
| <input type="checkbox"/> (2) Sometimes    | <input type="checkbox"/> (9) Don't know |
| <input type="checkbox"/> (3) Seldom       |   |

19a. Would you be willing to receive your newsletter electronically to cut costs?

- (1) Yes     (2) No

**CUSTOMER SERVICE**

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

- \_\_\_(1) Yes [answer Q20a through d]      \_\_\_(2) No [go to Q21]

20a-c. Only if you have contacted the Village during the past year: Using a 5-point scale where 5 means "always" and 1 means "never," please indicate your experience with Village employees (not elected officials) on the following behaviors:

<i>Customer Service Characteristics:</i>		<i>Always</i>	<i>Usually</i>	<i>Some-times</i>	<i>Seldom</i>	<i>Never</i>	<i>Don't Know</i>
A.	Village staff was responsive to my needs	5	4	3	2	1	9
B.	The Village staff was competent and professional	5	4	3	2	1	9
C.	Village staff was courteous	5	4	3	2	1	9
D.	My issue was resolved promptly	5	4	3	2	1	9

21. If you own a home in Pinehurst, 38% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (62%). What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget.

- \_\_\_ (1) Very satisfied      \_\_\_ (4) Dissatisfied  
 \_\_\_ (2) Satisfied      \_\_\_ (5) Very Dissatisfied  
 \_\_\_ (3) Neutral      \_\_\_ (6) Don't know

22. **VILLAGE LEADERSHIP.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<b>How Satisfied are you with:</b>		<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>Don't Know</b>
A.	Overall quality of leadership provided by the Village's elected officials	5	4	3	2	1	9
B.	Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
C.	Overall effectiveness of the Village Manager and appointed staff	5	4	3	2	1	9

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

- \_\_\_(1) Yes  
 \_\_\_(2) No

**DEMOGRAPHICS**

24. Approximately how many years have you lived in the Village of Pinehurst?

- \_\_\_ (1) Less than 5 years  
 \_\_\_ (2) 5-10 years  
 \_\_\_ (3) 11-20 years  
 \_\_\_ (4) More than 20 years

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

- \_\_\_(1) Yes  
 \_\_\_(2) No

25a. If YES: For your school age children, what grade level are they? (Check all that apply)

- \_\_\_(1) K-5  
 \_\_\_(2) 6-8  
 \_\_\_(3) High School

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

- (1) employed outside the home –  
What is the ZIP CODE where you work? \_\_\_\_\_  
 (2) employed in the home/have a home-based business  
 (3) student  
 (4) retired  
 (5) not currently employed

27. Which of the following BEST describe your age?

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

28. Do you own or rent your current residence?

- (1) Own  
 (2) Rent

29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin?

- (1) Yes      (2) No

30. Which of the following best describes your race?

- (1) Asian                                       (5) Black/African American  
 (2) White                                       (6) Two or more races  
 (3) American Indian/Alaskan Native    (7) Other: \_\_\_\_\_  
 (4) Native Hawaiian/Pacific Islander

31. Which of the following best describes where you live?

- (1) Pinehurst #6  
 (2) Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst  
 (3) Pinehurst #7/Lawn & Tennis/CCNC  
 (4) Morganton/Monticello  
 (5) Lake Pinehurst/Burning Tree/St. Andrews  
 (6) Pinewild  
 (7) Old Town/Linden Road/Donald Ross/Clarendon Gardens  
 (8) Village Acres

32. What is your gender?

- (1) Male  
 (2) Female

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

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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