

# *2015 Resident Survey*

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## **Findings Report**



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

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

by

**ETC Institute**

725 West Frontier  
Olathe, Kansas 66061  
(913) 829-1215

October 2015



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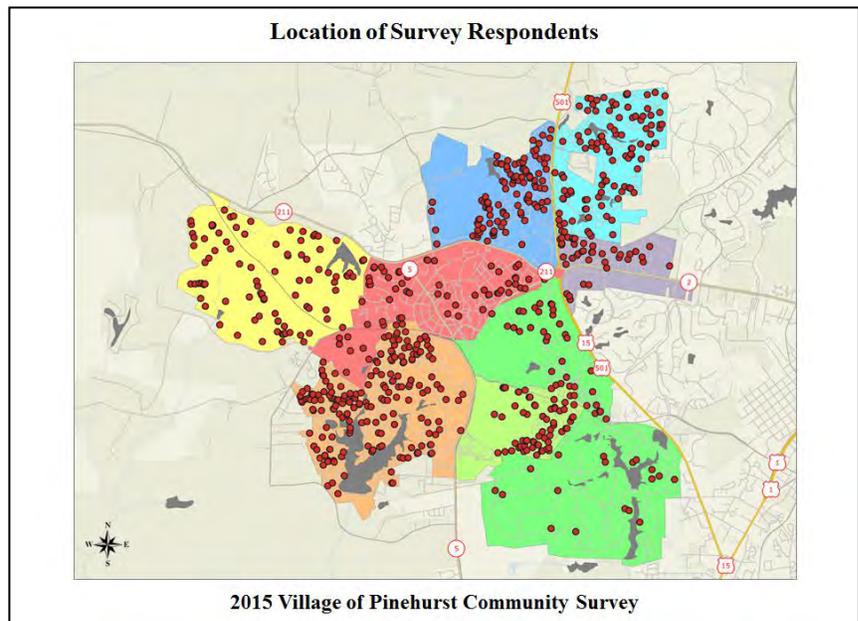
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## Executive Summary

### Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Village of Pinehurst during August and September of 2015. This is the fourth 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, a total of 753 completed the survey. The results for the random sample of 753 households have a 95% level of confidence with a precision of at least +/-3.6%. 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.



The percentage of “no opinion” 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 “no opinion” responses often reflects the utilization and awareness of city services, the percentage of “no opinion” responses has been provided in the tabular data section of this report. When the “no opinion” 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 (section 1)
- GIS maps that show the results of selected questions as maps of the Village (section 2)
- benchmarking data that shows how the results for the Village of Pinehurst compare to residents in other communities (section 3)
- importance-satisfaction analysis (section 4)
- tables that show the results for each question on the survey (section 5)
- a copy of the survey instrument (section 6).

## 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, 89% were satisfied with the overall quality of police services, and 83% were satisfied with the customer service provided by Village employees.
- **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, (3) enforcement of Village codes and ordinances, and (4) street and right-of-way maintenance. These were also the top four priorities in 2014, although not in the exact same order.
- **Perceptions of the City.** Most (97%) of the residents surveyed *who had an opinion* indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the overall feeling of safety in the Village; 95% were satisfied with the appearance of the Village, 95% were satisfied with the Village of Pinehurst as a place to live, 95% were satisfied with the overall image of the Village, and 94% were satisfied with the quality of life in the Village.
- **Public Safety.** 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 Village efforts to prevent crime, 85% were satisfied with how quickly police respond to emergencies, and 80% were satisfied with how quickly fire personnel respond to emergencies.

- **Cultural and Recreation Services** Eighty-five percent (85%) 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, 84% were satisfied with the number of Village parks, and 75% were satisfied with the availability of walking and greenway trails.
- **Community Development** Seventy-one percent (71%) 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, 66% were satisfied with the enforcing of sign regulations, and 60% were satisfied with the clean-up of litter and debris on private property.
- **Solid Waste Services.** Ninety-three percent (93%) 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, 92% were satisfied with curbside recycling services, and 86% were satisfied with yard waste collection services.
- **Public Services.** Ninety-two percent (92%) 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, 92% were satisfied with the cleanliness of streets and other public areas, 92% were satisfied with the maintenance and preservation of downtown, and 90% were satisfied with landscaping in medians and other public areas.
- **Downtown Parking.** Seventy-five percent (75%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) were satisfied with the quality of public parking lots, and 71% were satisfied with the availability of parking downtown.
- **Communications and Outreach.** Seventy-seven percent (77%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the Village Newsletter, 74% were satisfied with the quality of information about Village programs and services, and 72% were satisfied with Village efforts to keep residents informed about local issues.
- **Customer Service.** Forty-nine percent (49%) of residents have contacted the Village during the past year. Of the 49% that have contacted the Village, 95% feel the Village staff was “always” or “usually” courteous, 93% feel Village staff it “always” or “usually” competent and professional.

## Trend Analysis

From 2014 to 2015, satisfaction ratings have increased or stayed the same in 55 of the 87 areas that were assessed. There were significant increases (4% or more) in 13 of these areas. The areas that had a significant increase since 2014 are listed below:

- The Village as a place to raise children (+7%)
- Range of activities at parks and recreation facilities (+7%)
- Overall enforcement of Village codes and ordinances (+5%)
- Landscaping in medians and other public areas (+5%)
- The Help Desk on the Village website (+5%)
- The Village website (+5%)
- Leadership provided by elected officials (+5%)
- Village efforts to prevent crimes (+4%)
- Condition of walking/greenway trails (+4%)
- Cleanliness of streets and other public areas (+4%)
- Maintenance/perseveration of downtown (+4%)
- Village social media (+4%)
- Effectiveness of appointed boards/commissions (+4%)

From 2014 to 2015, satisfaction ratings have decreased the same in 32 of the 87 areas that were assessed. There were significant decreases (4% or more) in 7 of these areas. The areas that had a significant decrease since 2014 are listed below:

- Public Services “request for service” (-14%)
- Fire prevention and education programs (-12%)
- Efforts to keep residents informed on local issues (-7%)
- Village communication with residents (-6%)
- Variety of businesses in the Village Center (-6%)
- Availability of recreation indoor facilities (-5%)
- Walking alone in your neighborhood after dark (-5%)

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings.

Details regarding the methodology for the analysis are provided in the Section 5 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

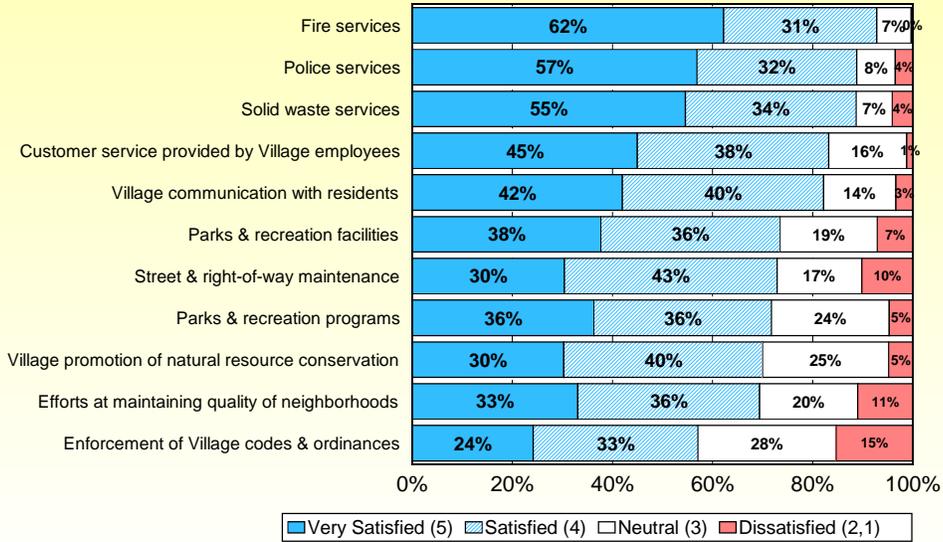
- **Overall Priorities for the City.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
  - Efforts at maintaining quality of neighborhoods (IS Rating = .1333)
  - Enforcement of Village codes and ordinances (IS Rating = .1333)
- **Priorities Within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
  - **Public Safety:** Frequency that police patrol neighborhoods
  - **Cultural & Recreation:** Availability of recreation indoor facilities & Village sponsored cultural arts events
  - **Public Services:** Availability of sidewalks & adequacy of street lighting

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

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

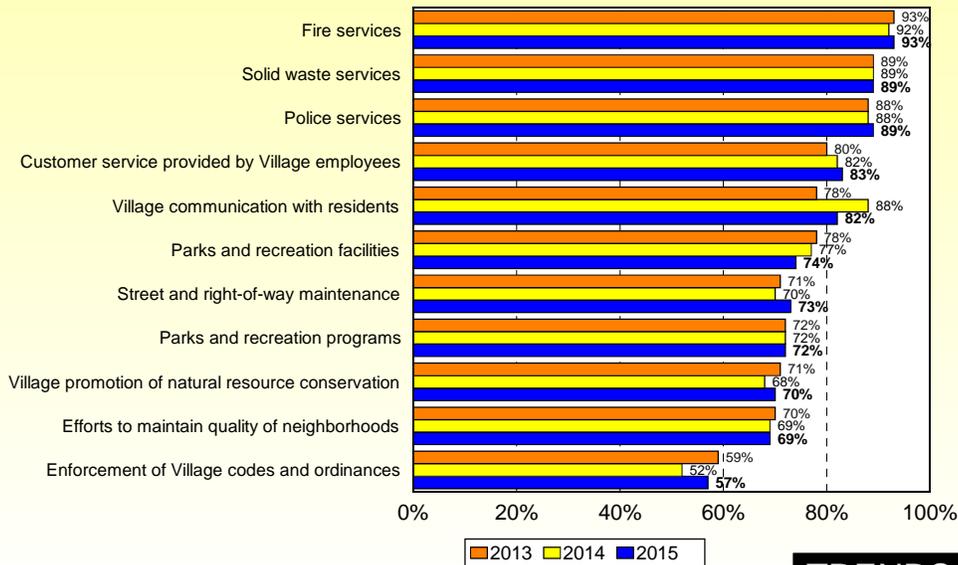
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2013, 2014 & 2015

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

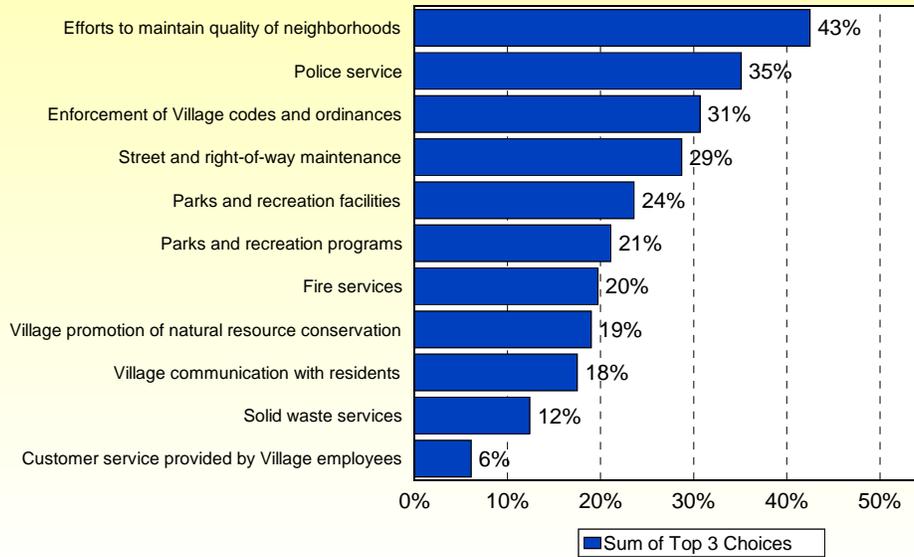


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

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

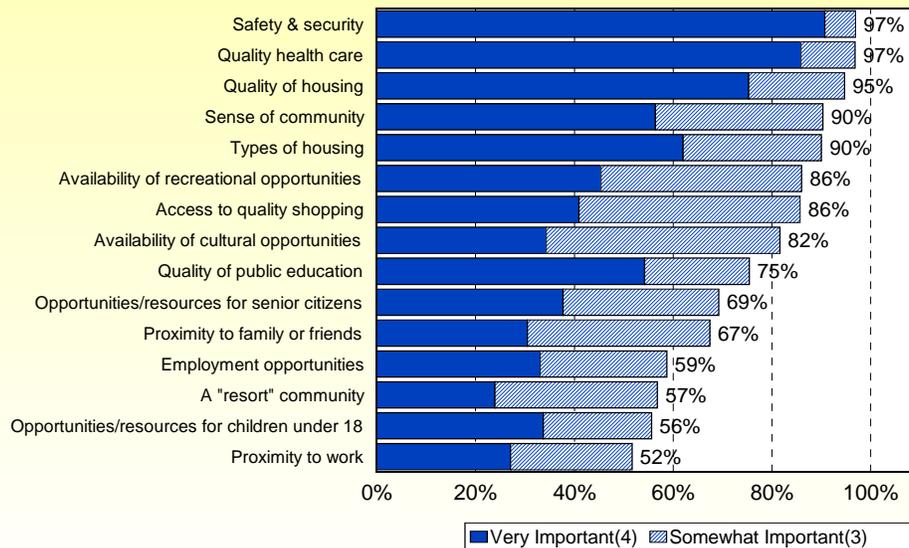
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

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

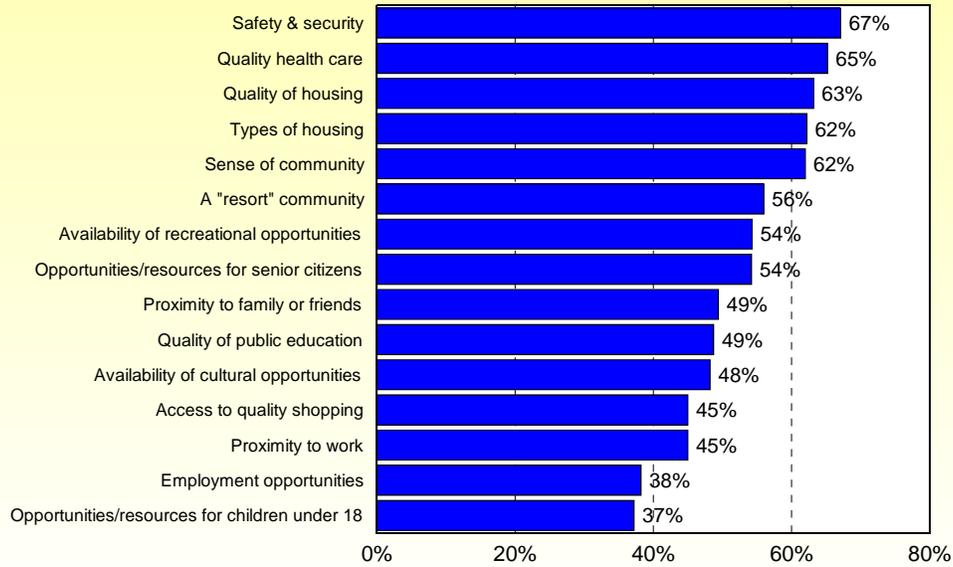
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

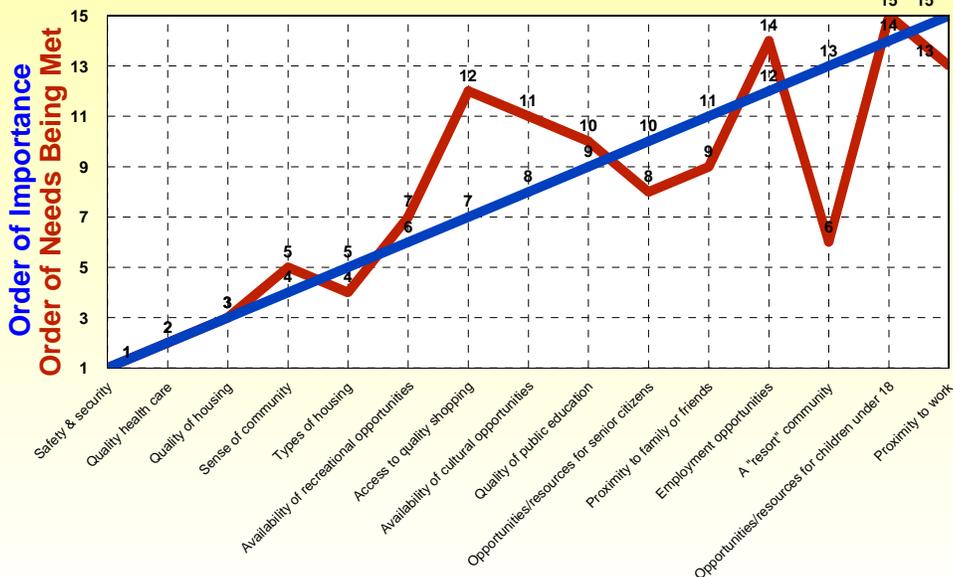
### Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

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

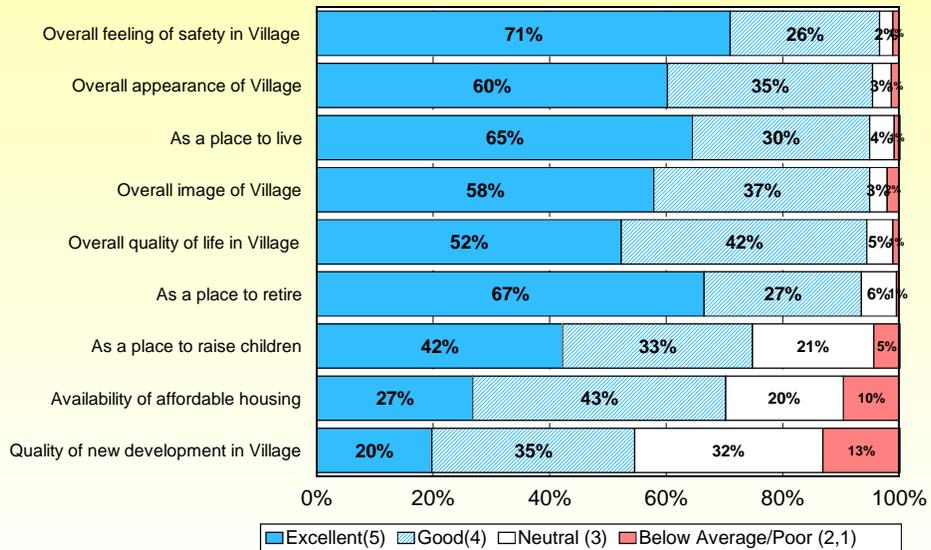


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

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

### Q4. Perception Residents Have of Pinehurst as a Community

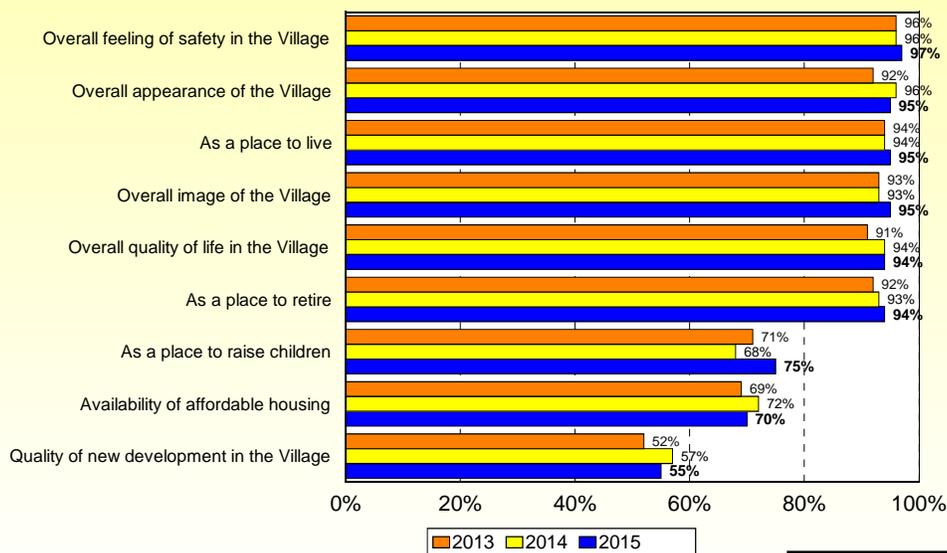
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

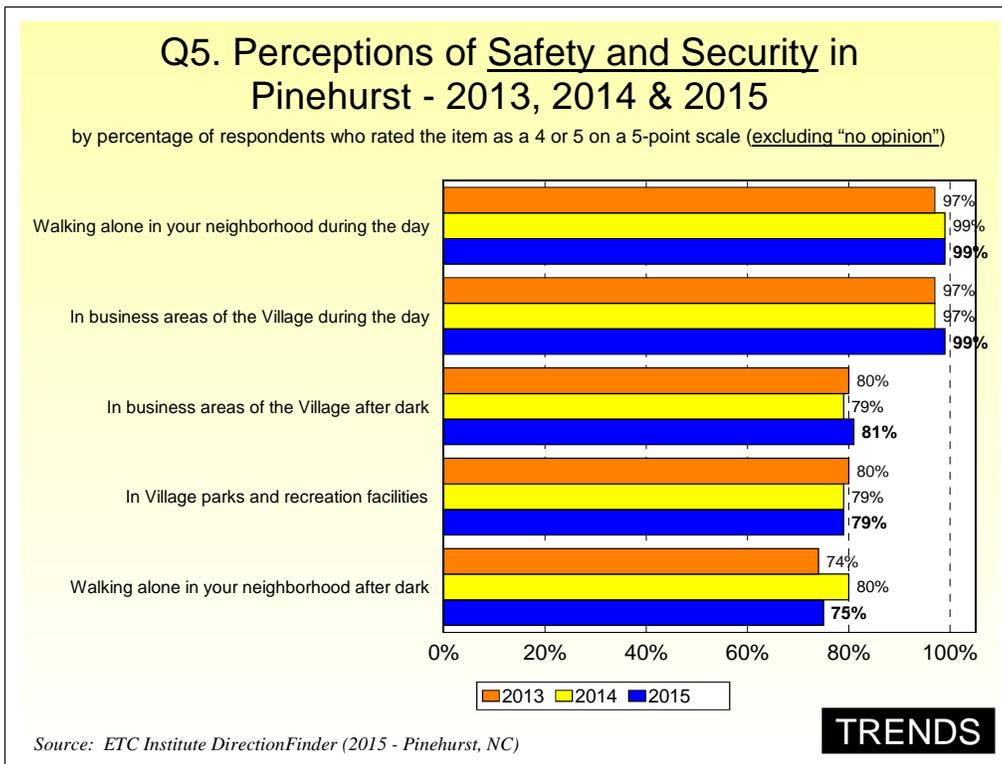
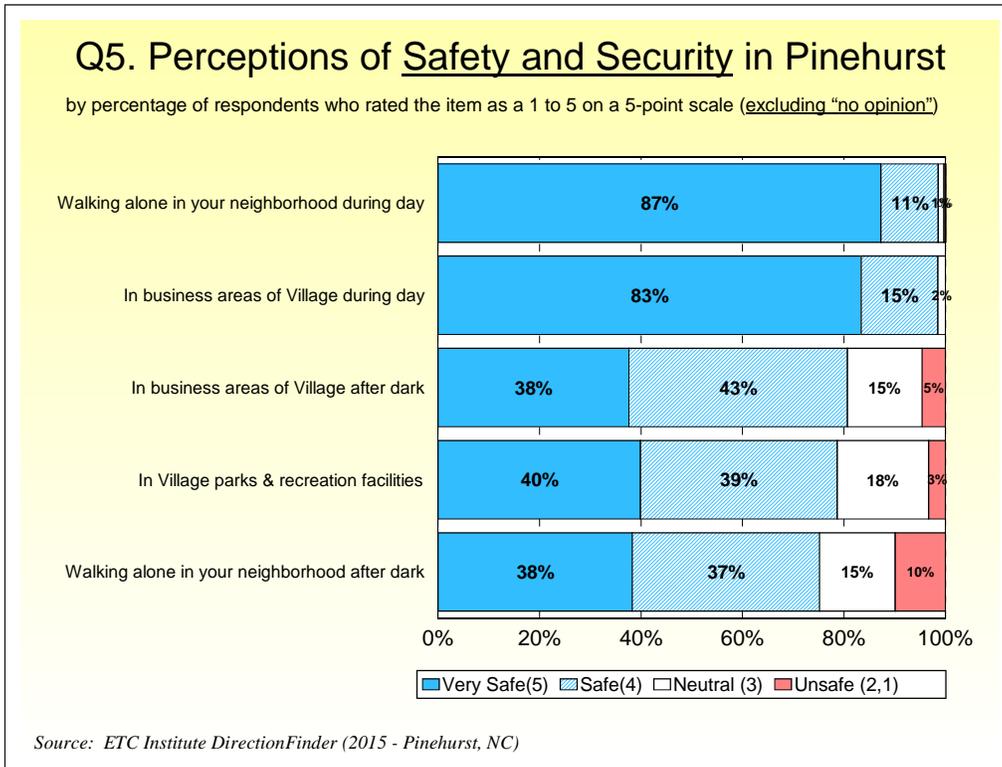
### Q4. Perception Residents Have of Pinehurst as a Community - 2013, 2014 & 2015

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



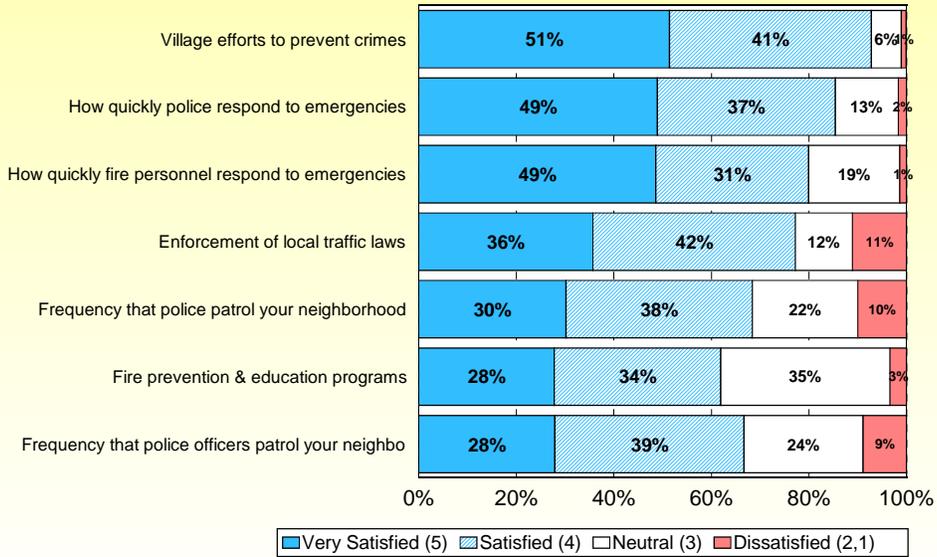
Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**



### Q6. Satisfaction with Various Aspects of Public Safety

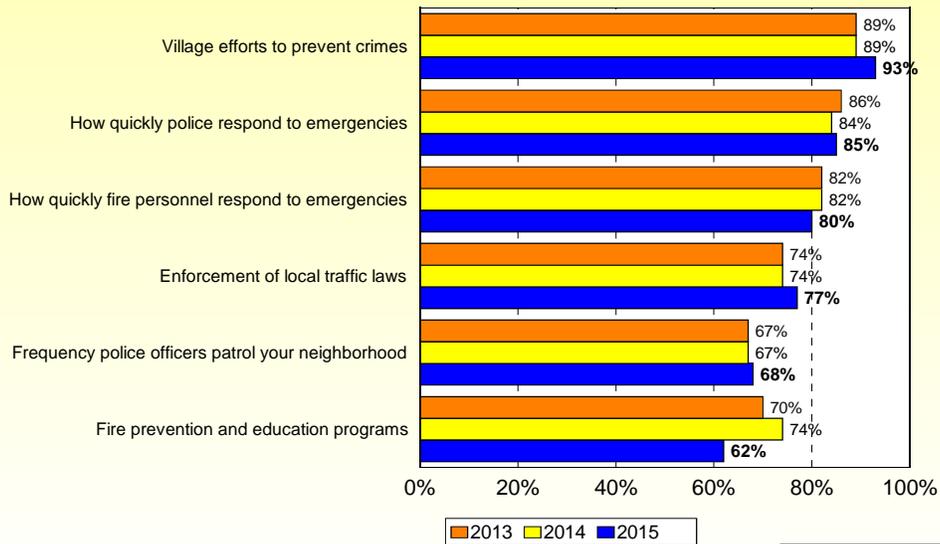
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q6. Satisfaction with Various Aspects of Public Safety 2013, 2014 & 2015

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

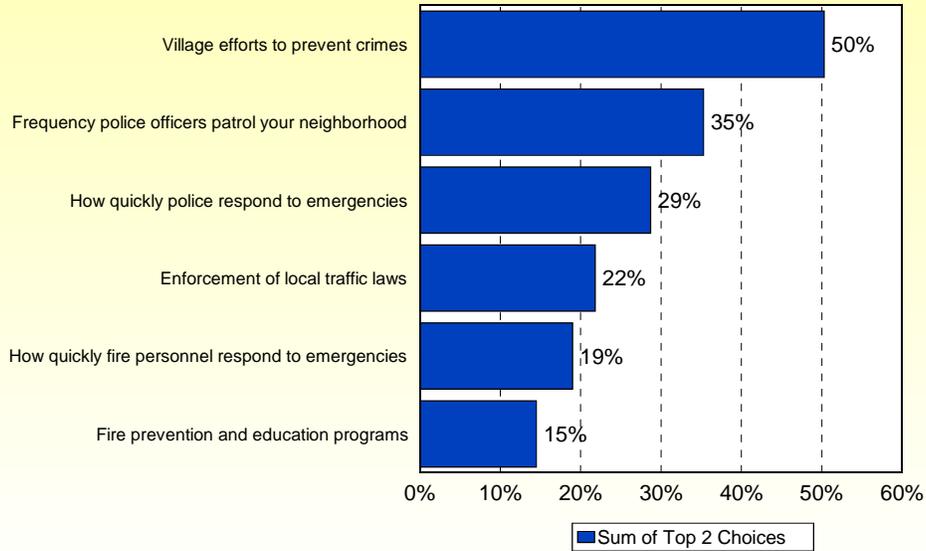


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

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

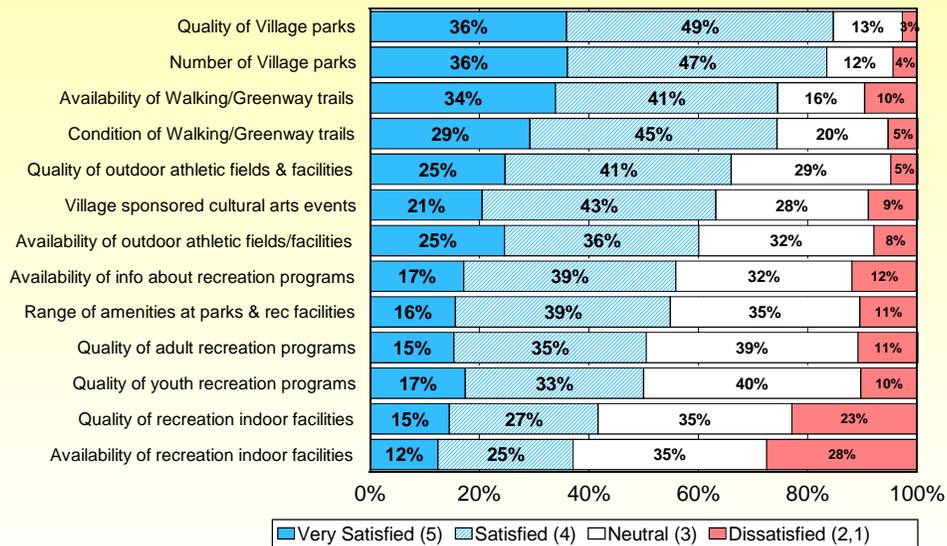
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

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

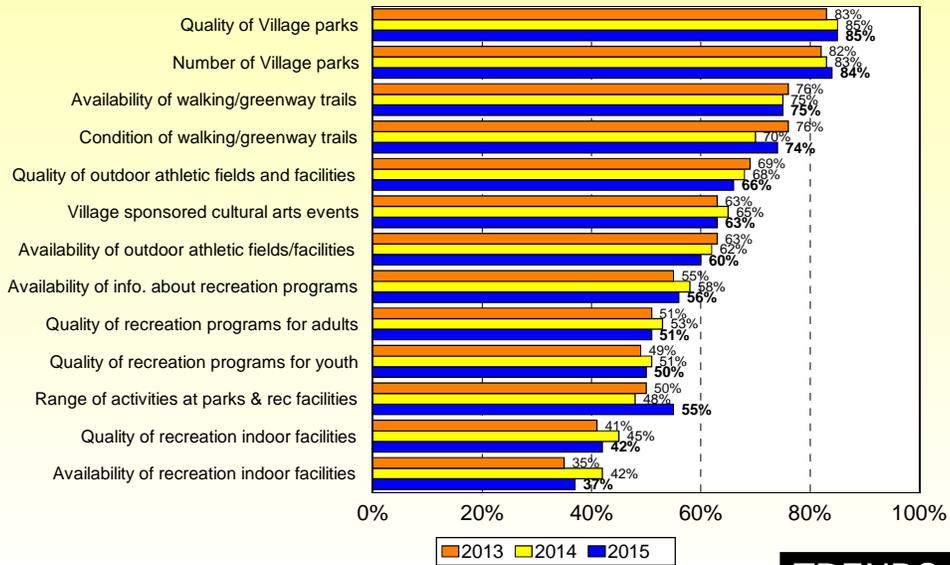
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q8. Satisfaction with Various Aspects of Cultural and Recreation Services - 2013, 2014 & 2015

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

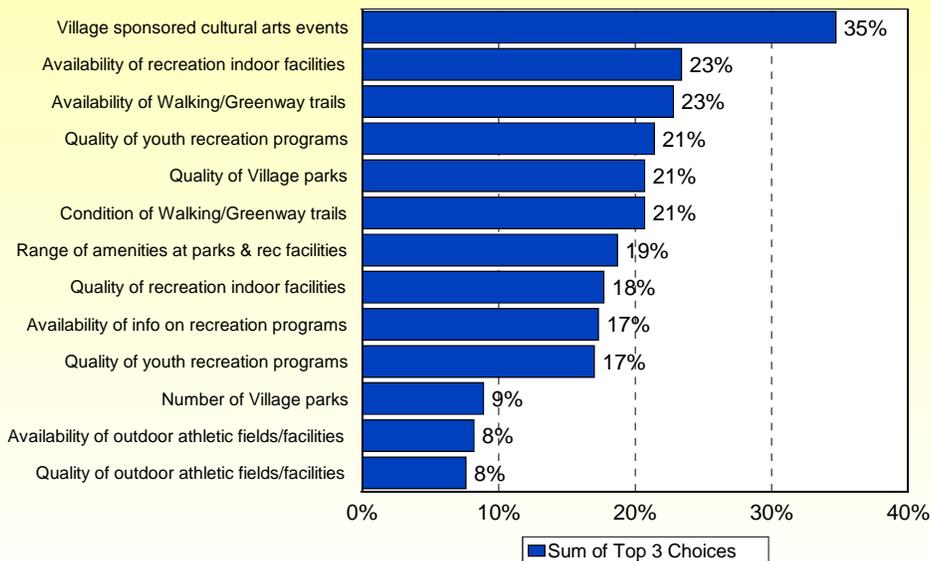


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

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

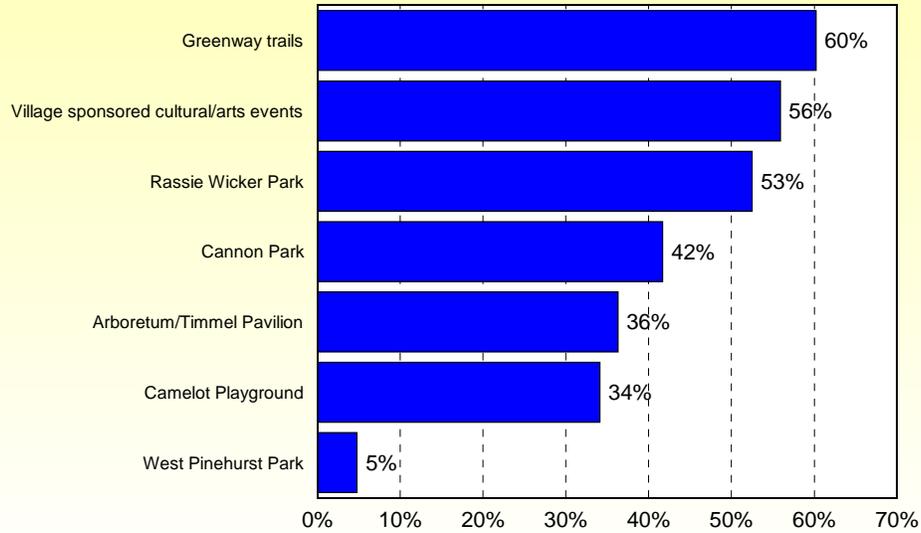
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

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

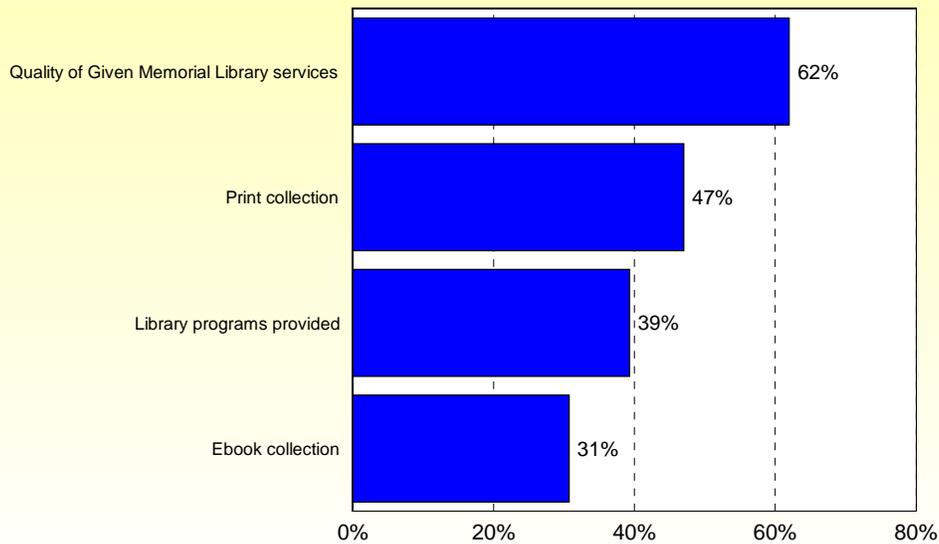
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q11. Have you used these Given Memorial Library services?

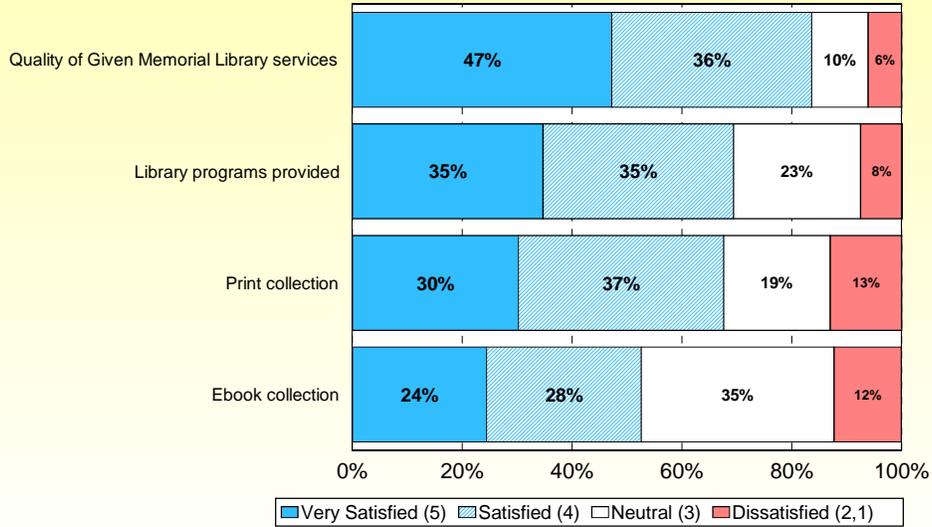
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q11b. Satisfaction with Various Aspects of the Given Memorial Library

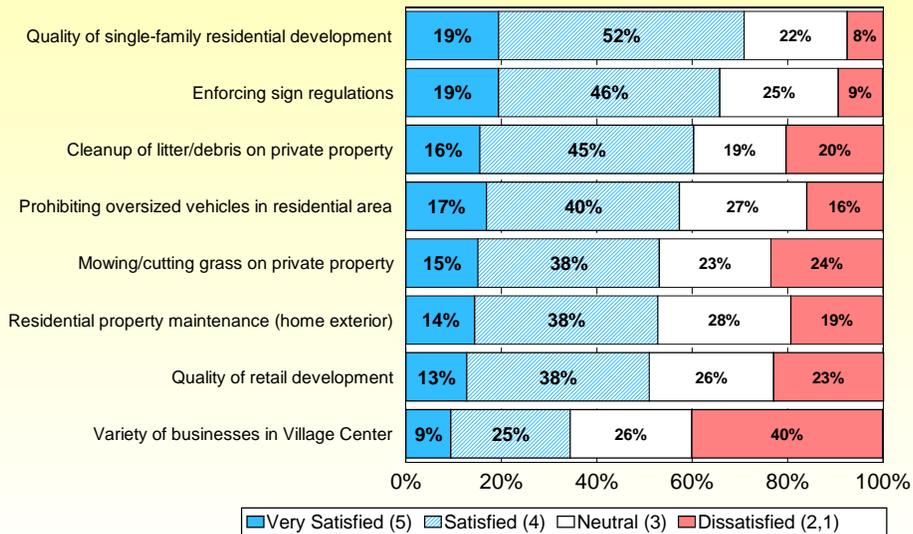
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q12. Satisfaction with Various Aspects of Community Development

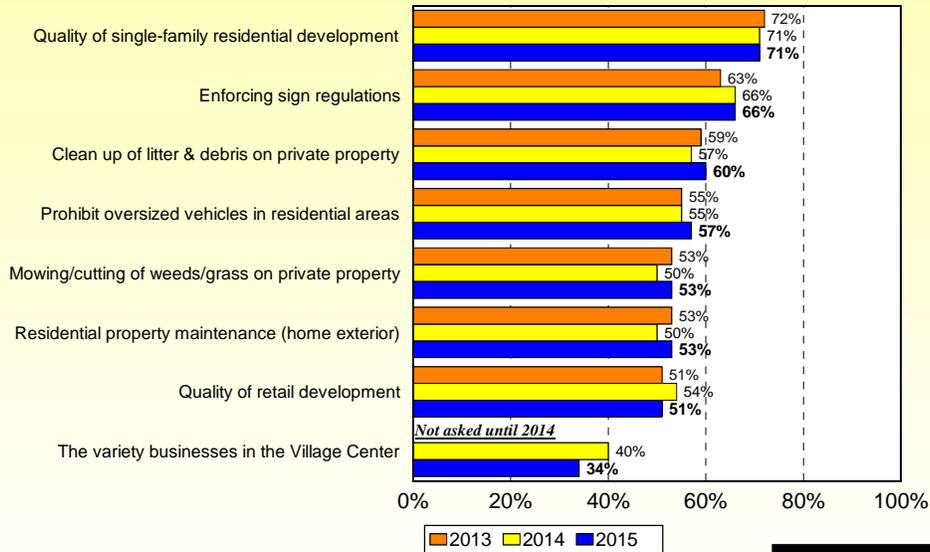
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q12. Satisfaction with Various Aspects of Community Development - 2013, 2014 & 2015

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

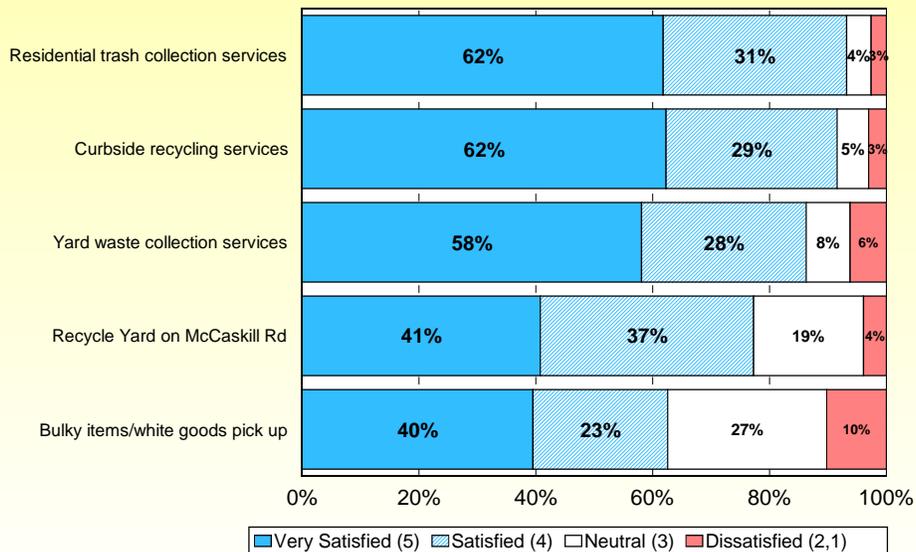


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

### Q13. Satisfaction with Solid Waste Services

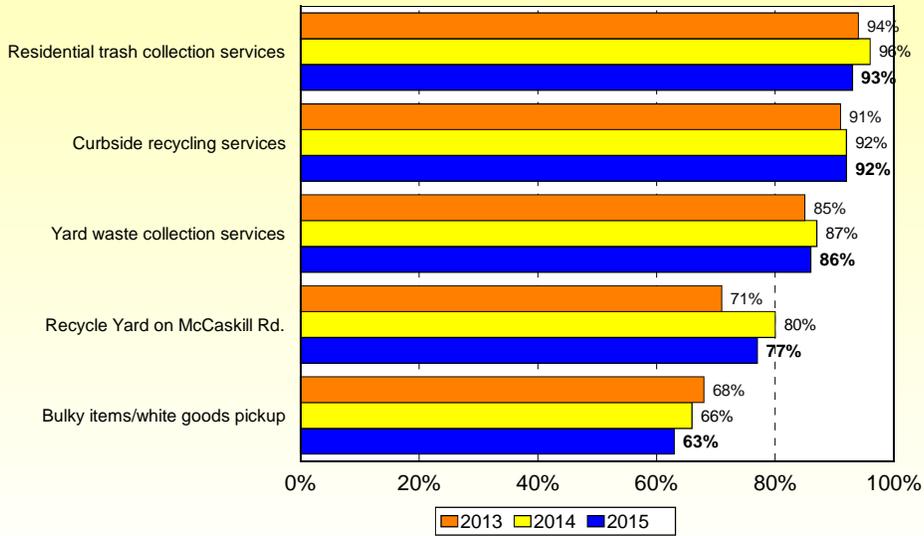
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q13. Satisfaction with Solid Waste Services - 2013, 2014 & 2015

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

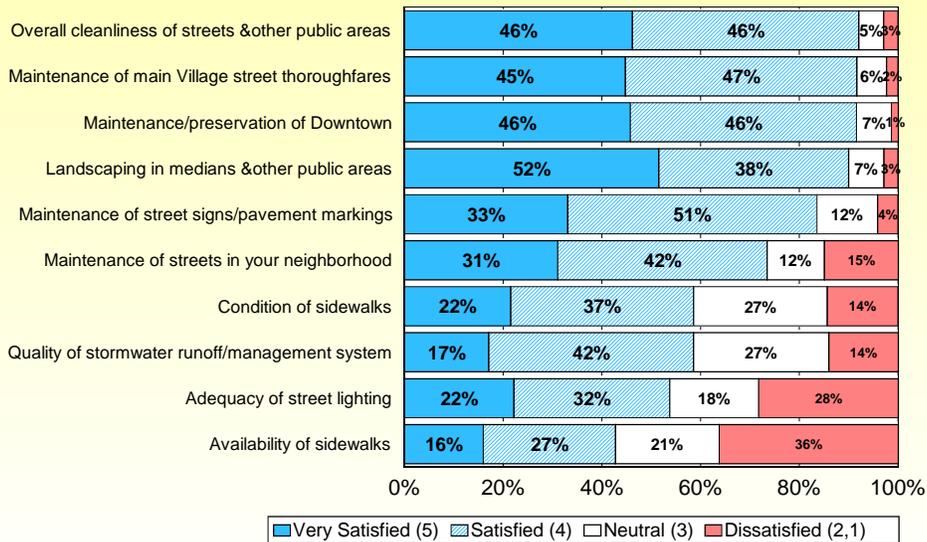


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

### Q14. Satisfaction with Various Aspects of Public Services

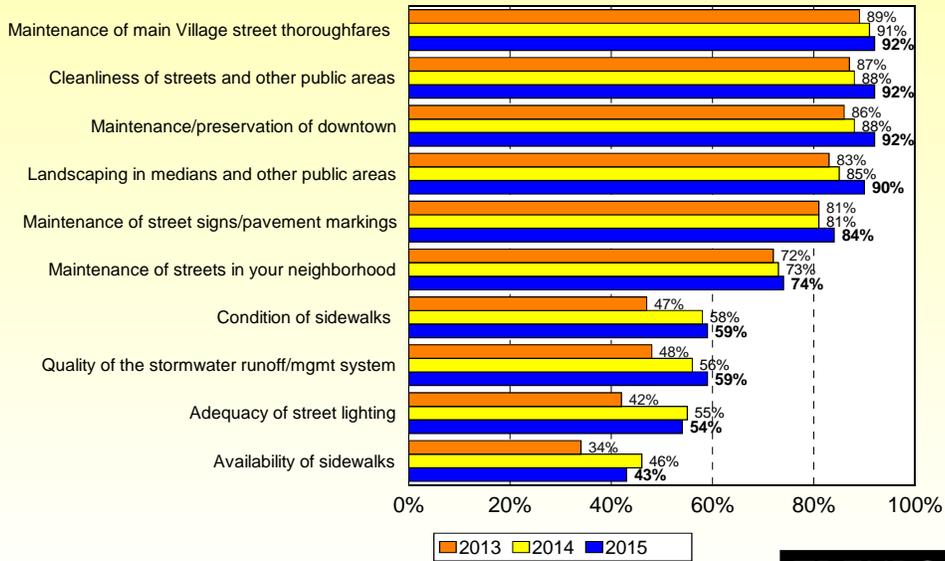
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q14. Satisfaction with Various Aspect of Public Services - 2013, 2014 & 2015

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

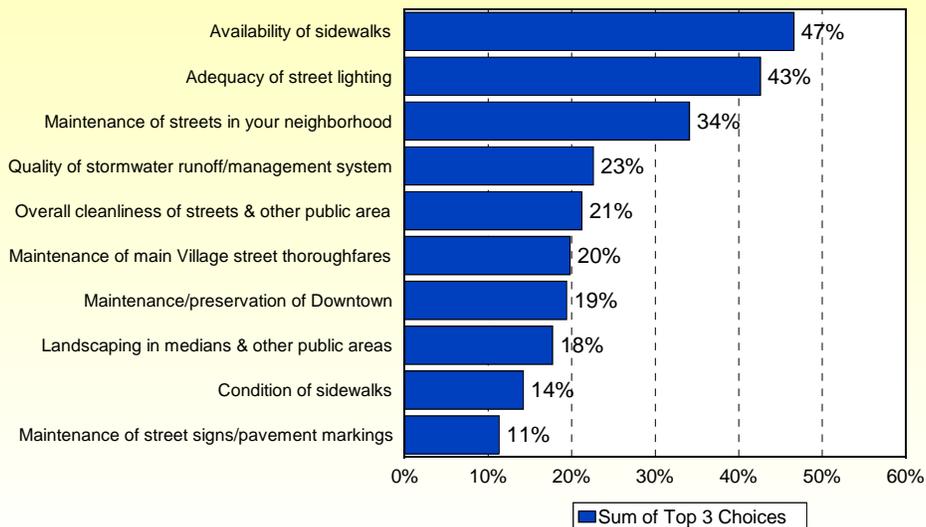


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

### Q15. Which three of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

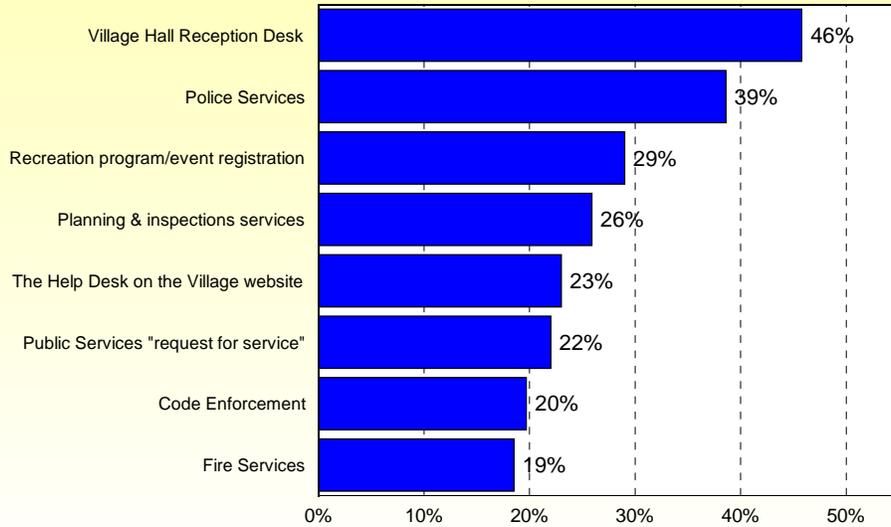
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q16. Do you or other members of your household use Village services and facilities?

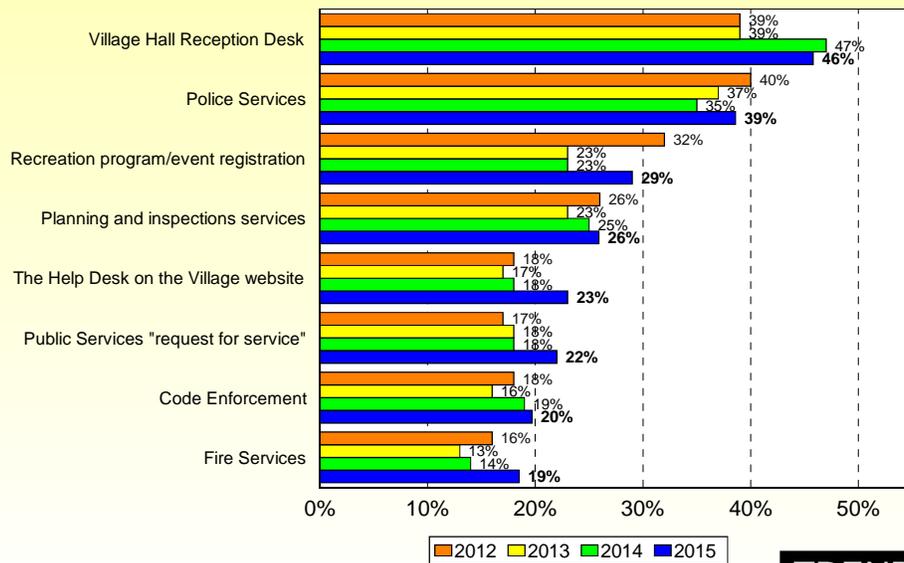
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q16. Households That Use Village Services and Facilities - 2012, 2013, 2014 & 2015

by percentage of respondents who answered "yes"

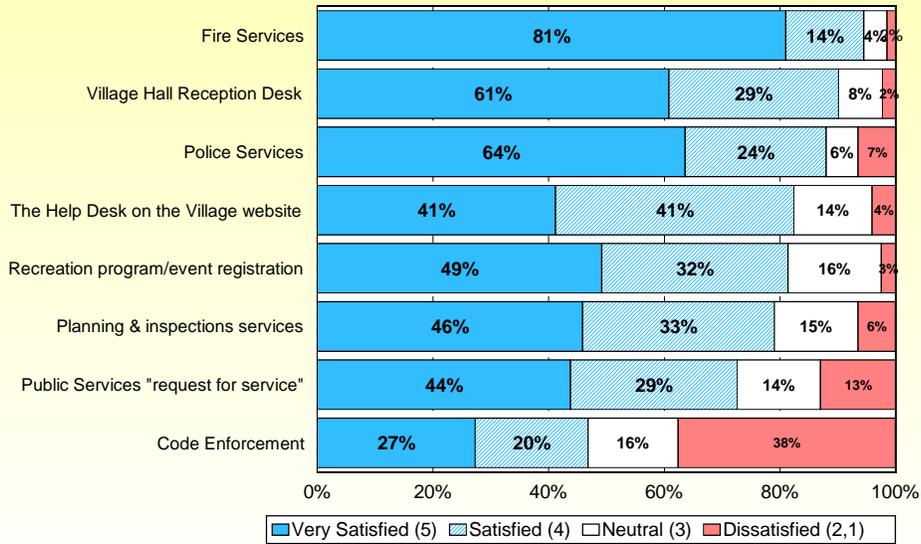


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

### Q16a. Satisfaction with Village Services and Facilities That Households Have Used

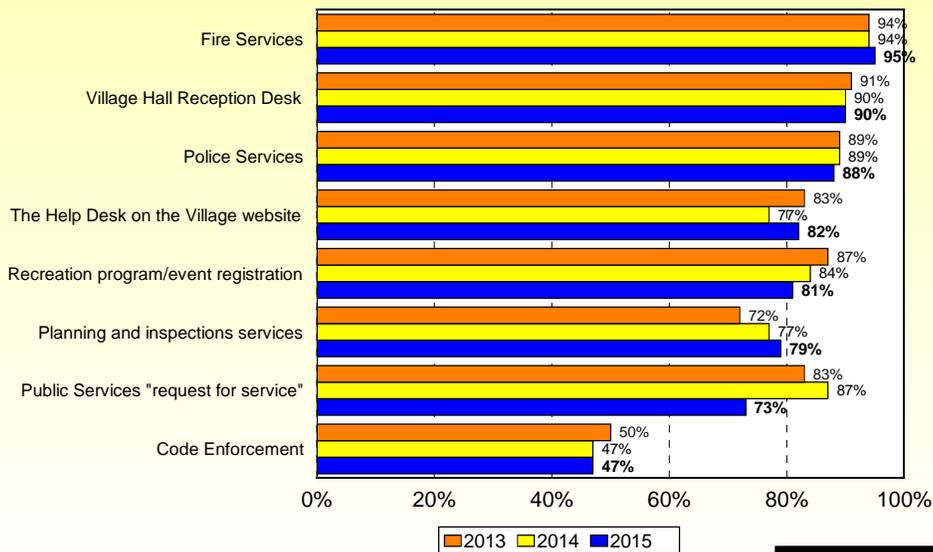
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q16a. Satisfaction With Village Services and Facilities - 2013, 2014 & 2015

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

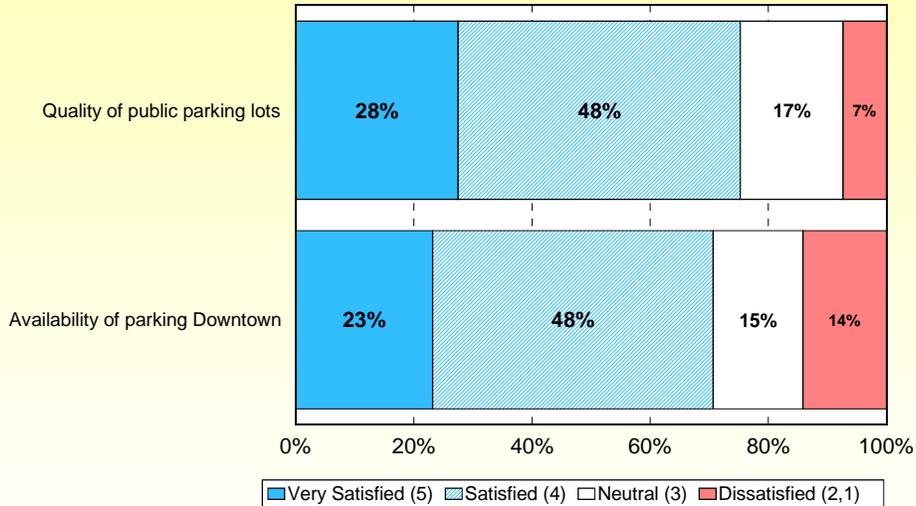


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

### Q17. Satisfaction with Various Aspects of Downtown Parking

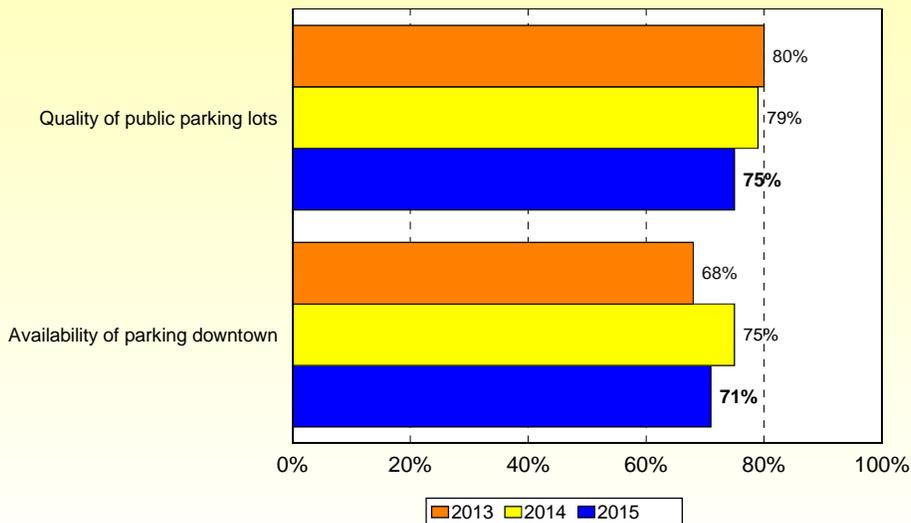
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q17. Satisfaction with Various Aspects of Downtown Parking - 2013, 2014 & 2015

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

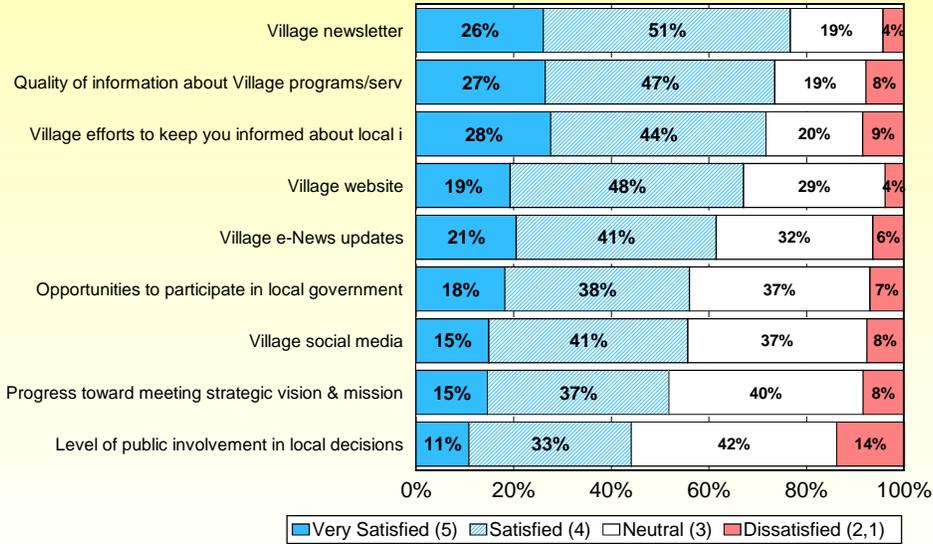


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

### Q18. Satisfaction with Public Communication and Outreach

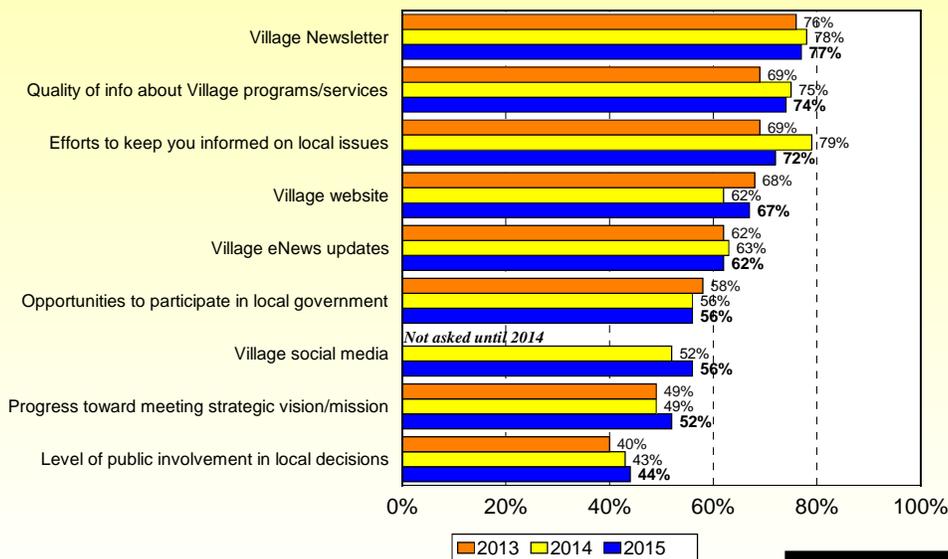
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

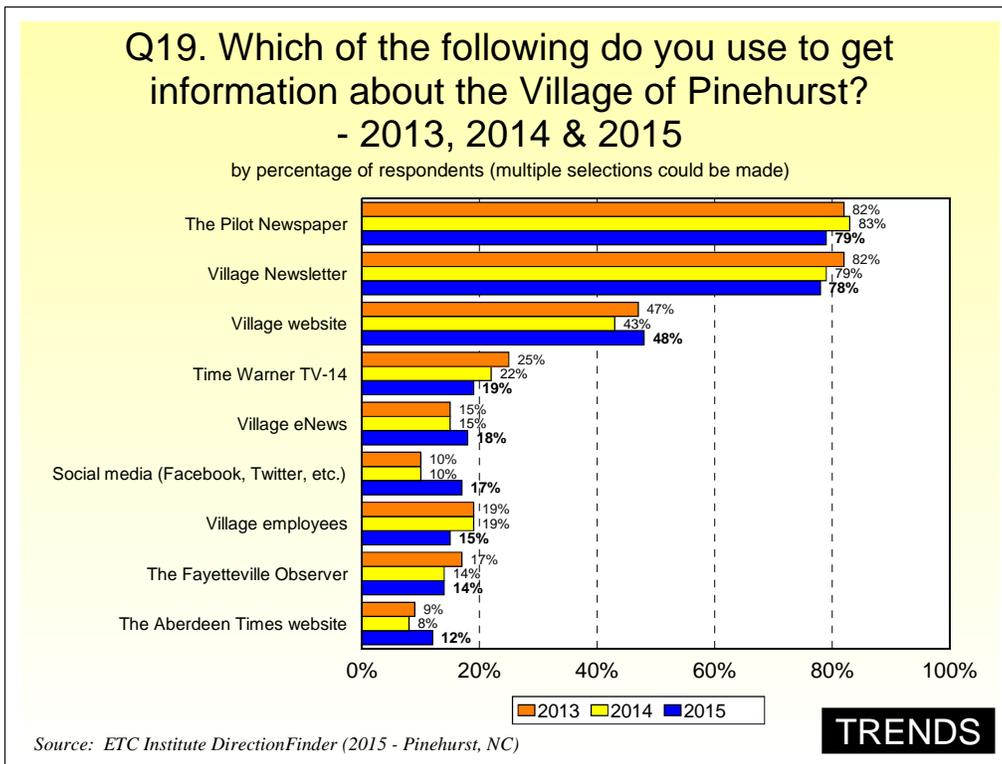
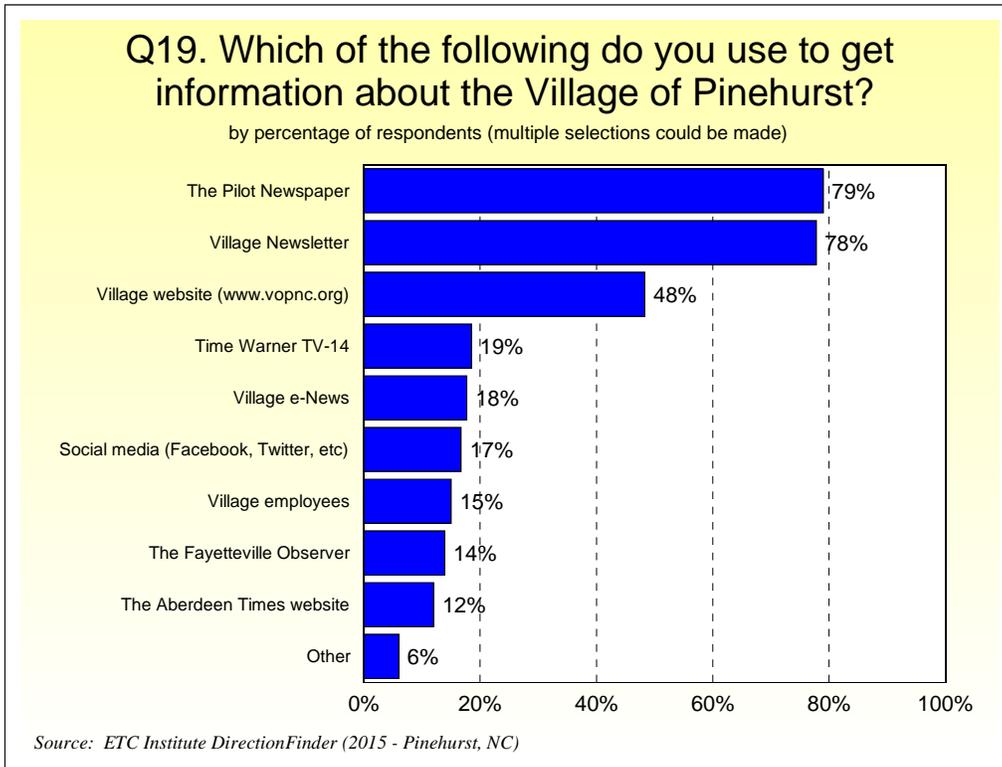
### Q18. Satisfaction with Public Communication and Outreach - 2013, 2014 & 2015

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



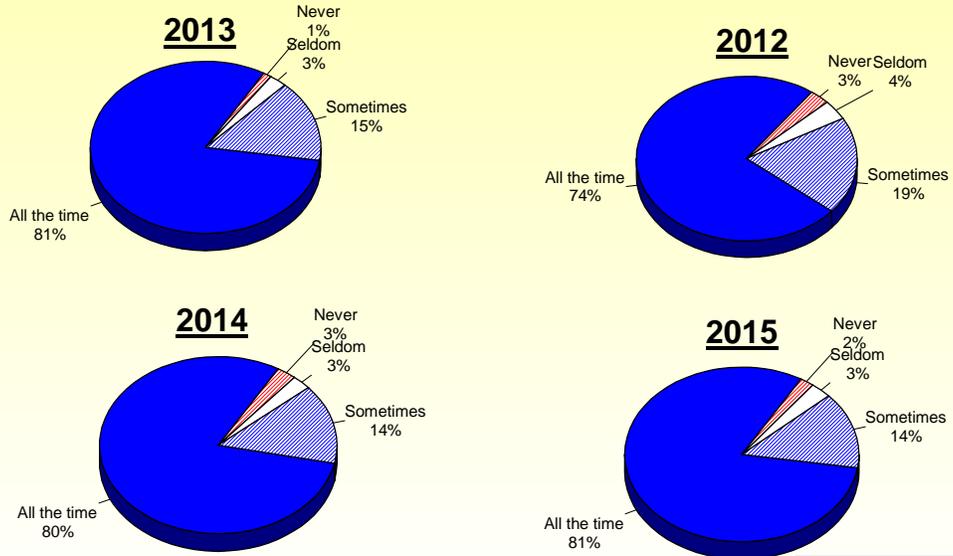
Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**



**Q20. How often do you read the Village Newsletter, which is mailed to all residents?**

by percentage of respondents

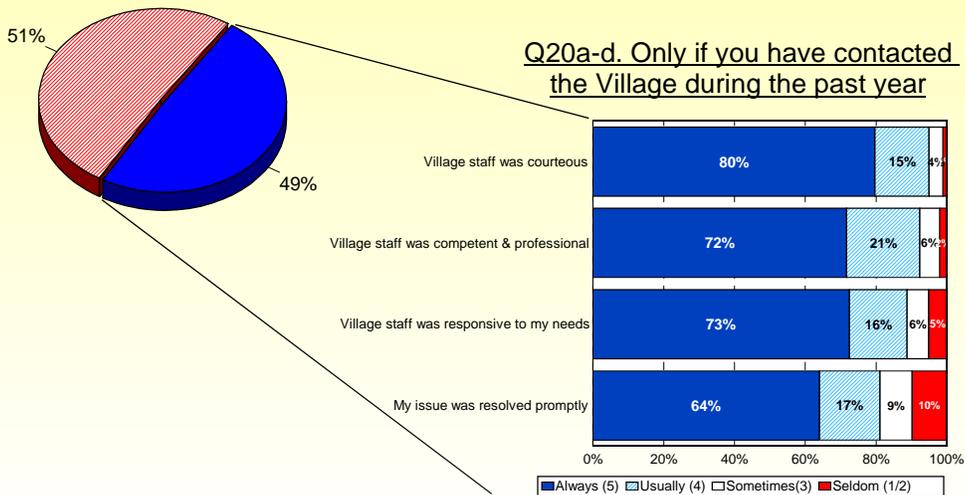


Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

**Q21. Have you contacted the Village during the past year?**

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q22. Capital Improvements That Residents Feel Are the Most Important

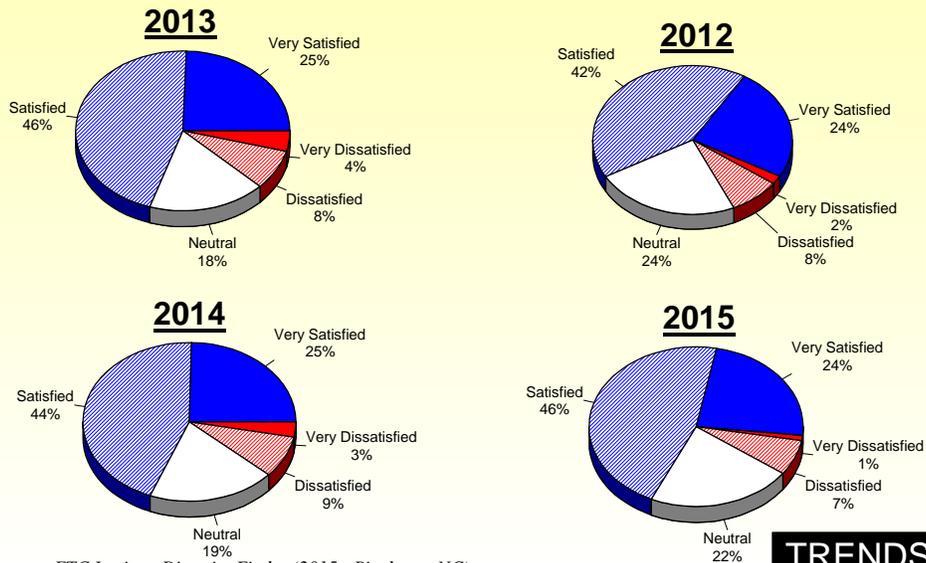
by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

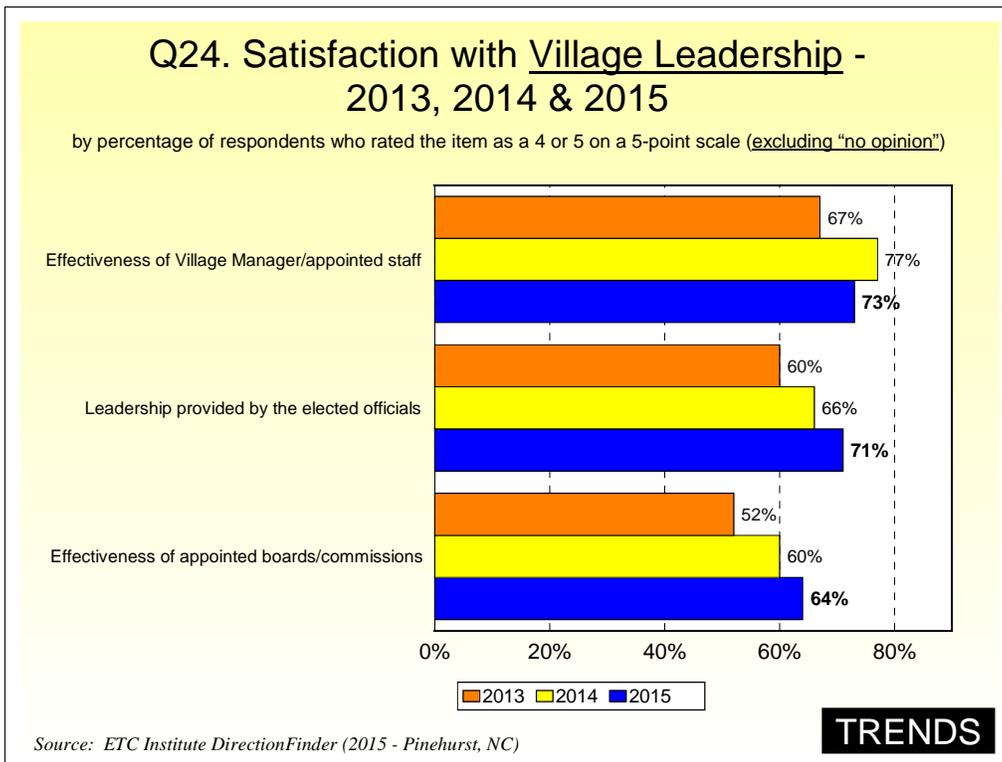
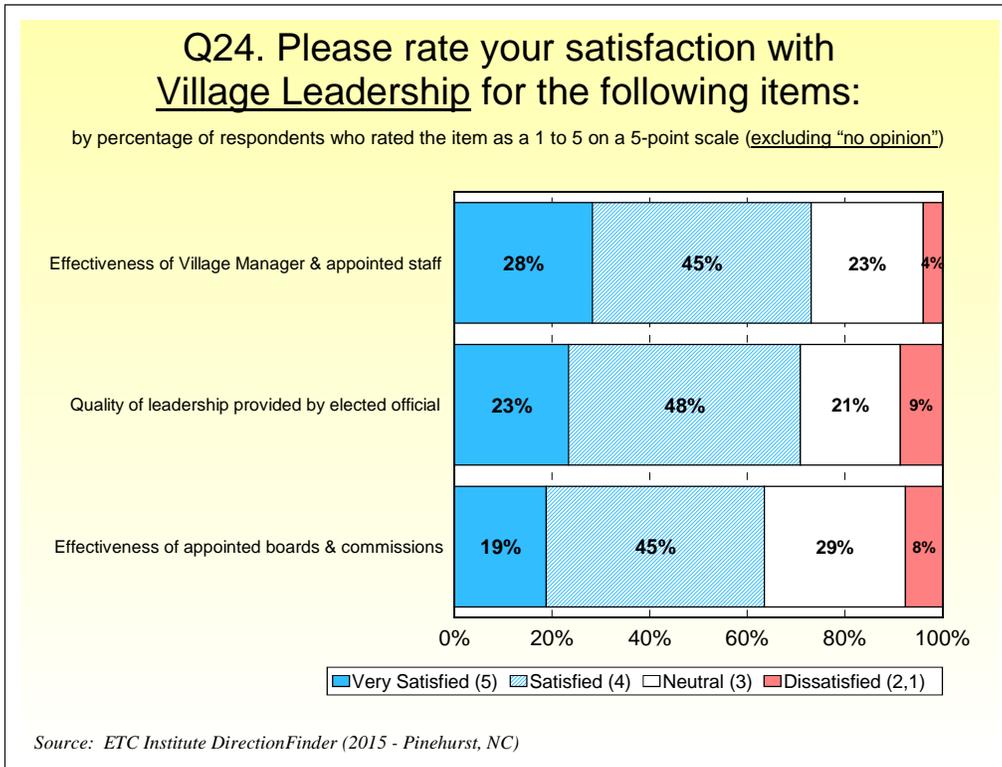
### Q23. What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget?

by percentage of respondents (excluding "don't know")



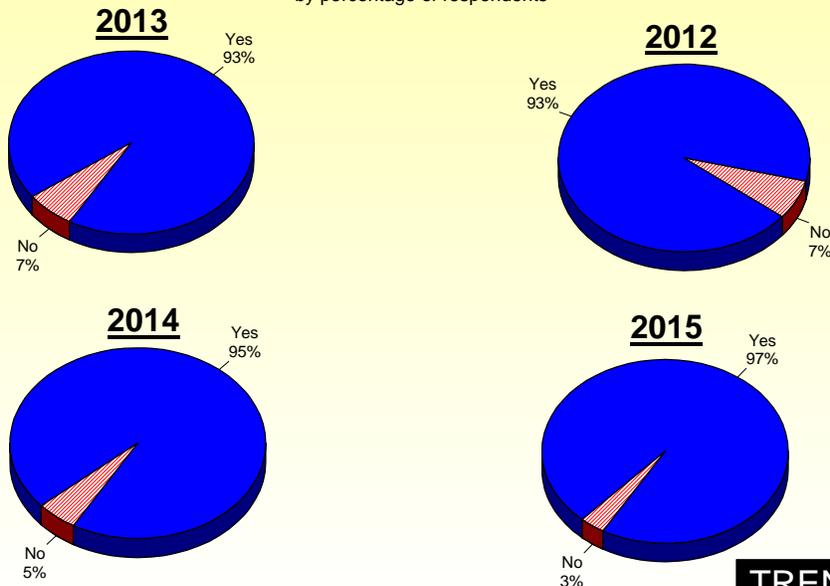
Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**



### Q25. Would you recommend Pinehurst to others as a place to live?

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

**TRENDS**

### Q26. Approximately how many years have you lived in the Village of Pinehurst?

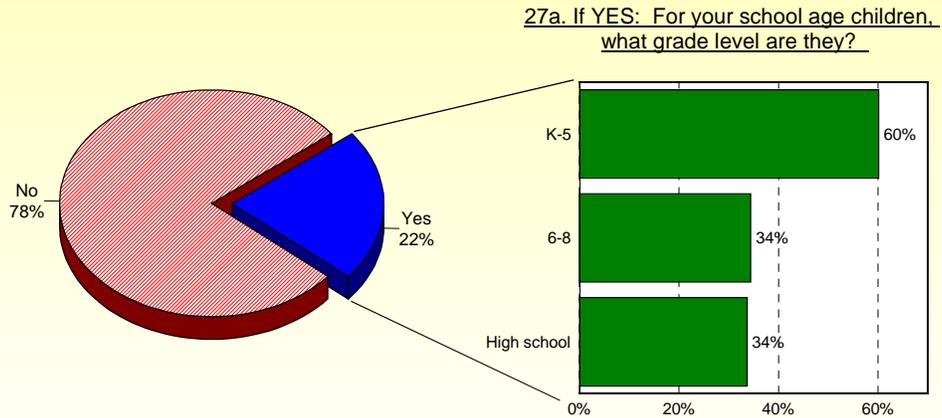
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q27. Do you have school age children (grades K-12) living at home?

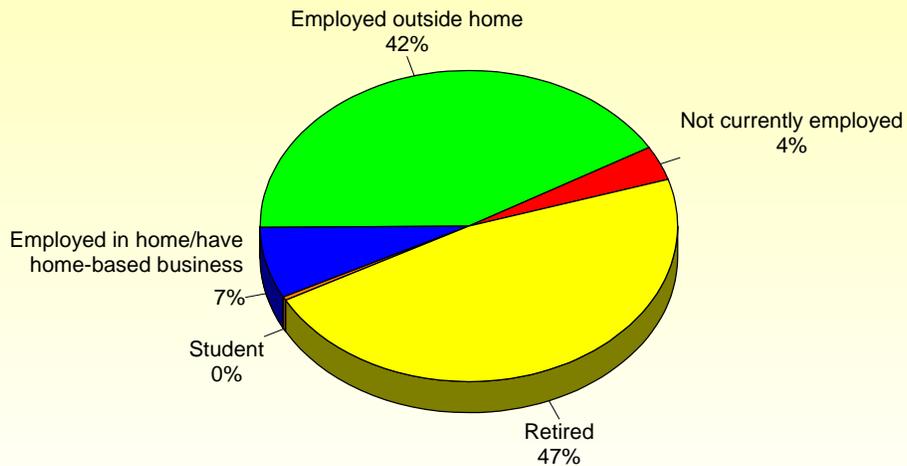
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q28. Demographics: Current Employment Status

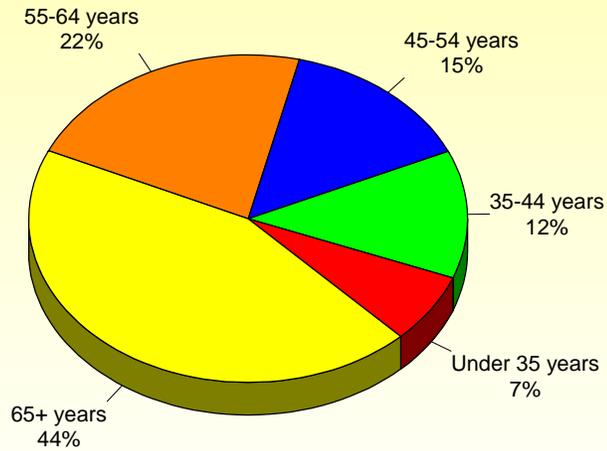
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q29. Demographics: Age of Respondents

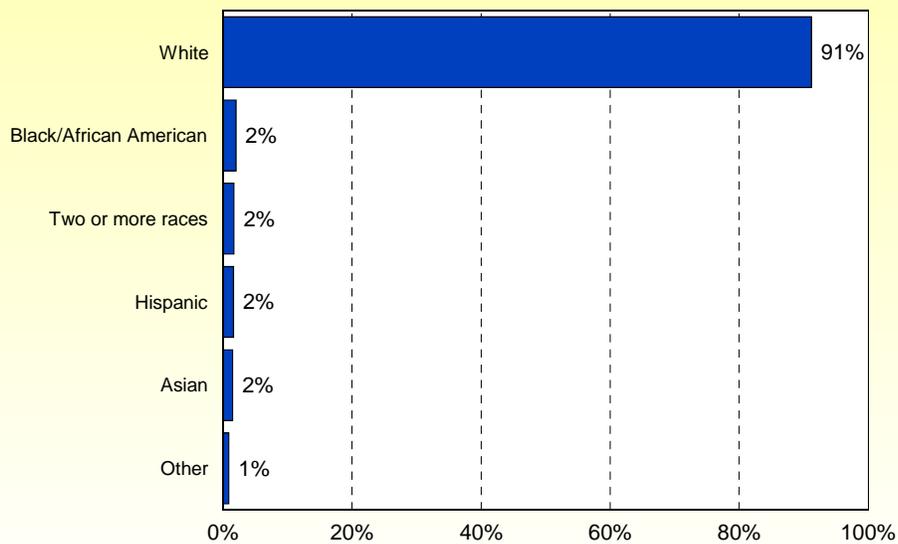
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

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

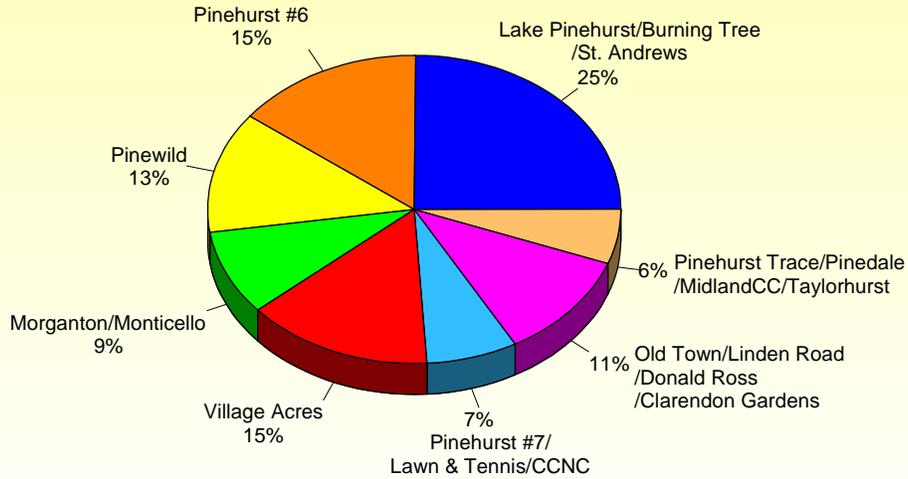
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

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

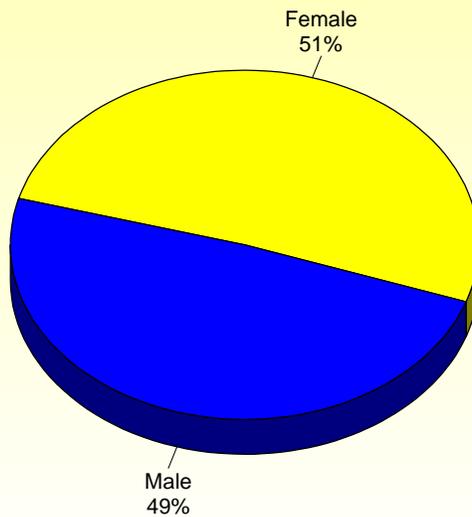
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

### Q32. Demographics: Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

*Section 2:*  
***GIS Maps***

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## Interpreting the Maps

The maps on the following pages show the mean ratings for several questions by Neighborhood in the Village of Pinehurst.

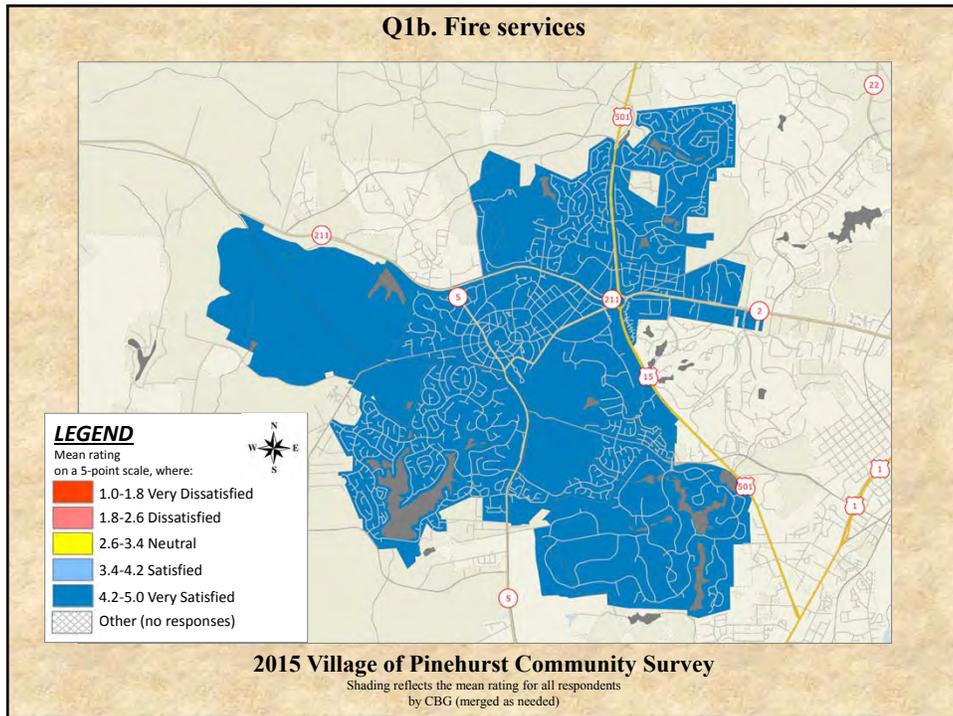
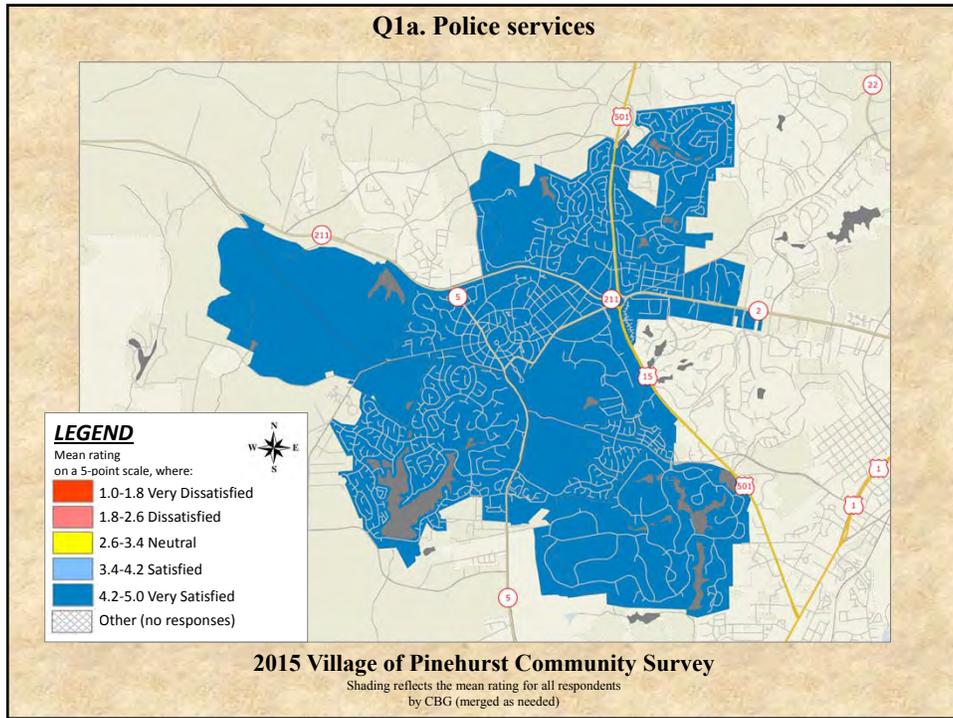
If all Neighborhoods on a map are the same color, then most residents in the community generally feel the same about that issue.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

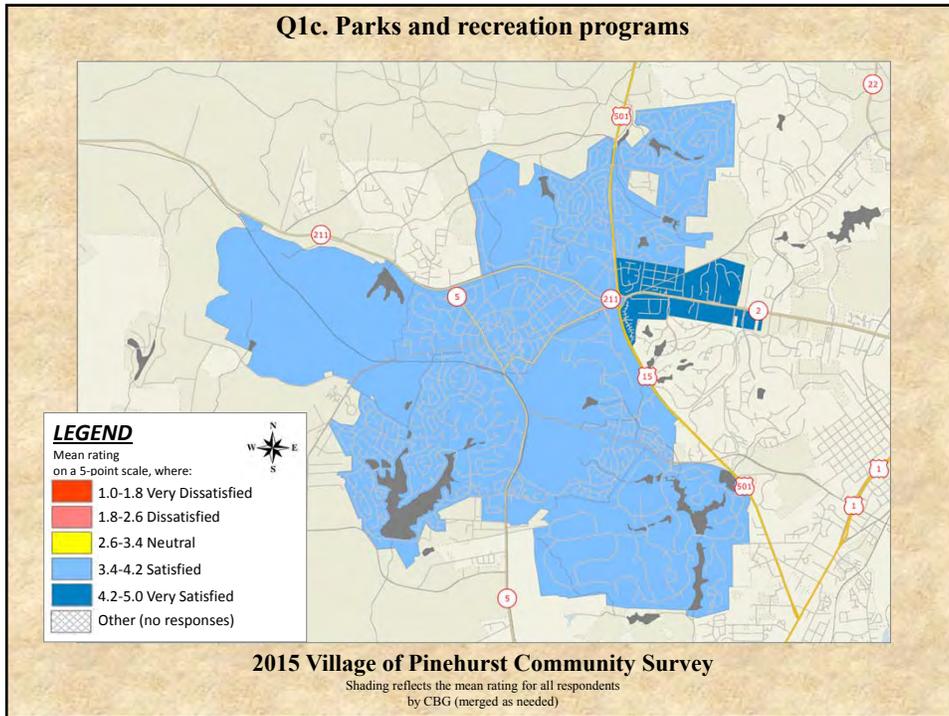
When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of “very satisfied” or “satisfied” responses, higher levels of “very safe” or “safe” responses or higher levels of importance depending upon the type of question.
- **YELLOW** shades indicate NEUTRAL ratings. Shades of yellow generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question.
- **DARK/LIGHT RED** shades indicate NEGATIVE ratings. Shades of red generally indicate higher levels of “dissatisfied” or “very dissatisfied” responses, higher levels of “unsafe” or “very unsafe” responses and lower levels of importance depending on the question.

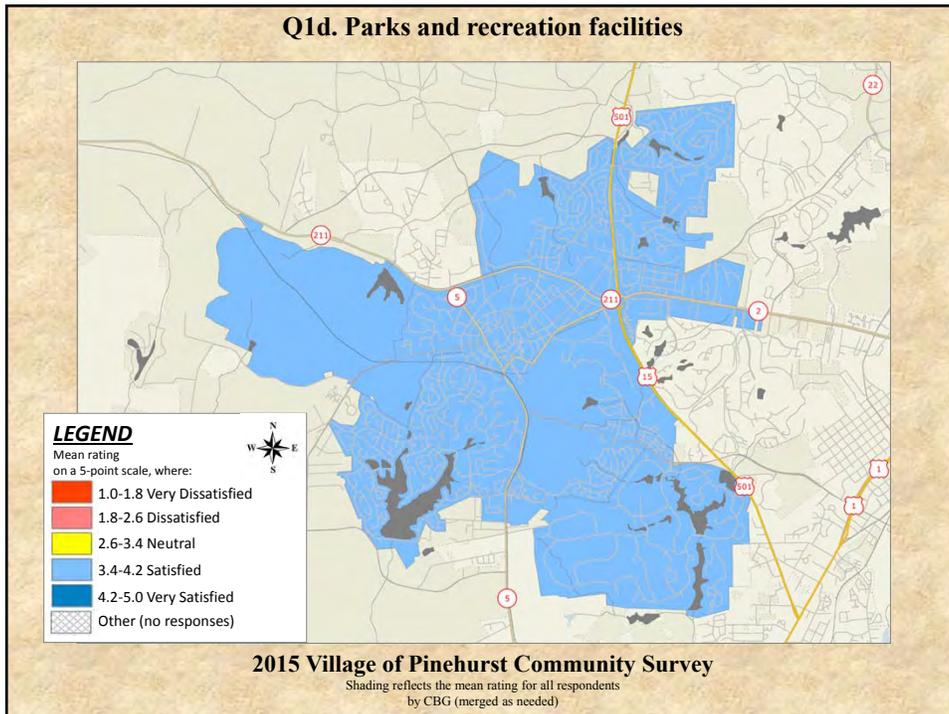




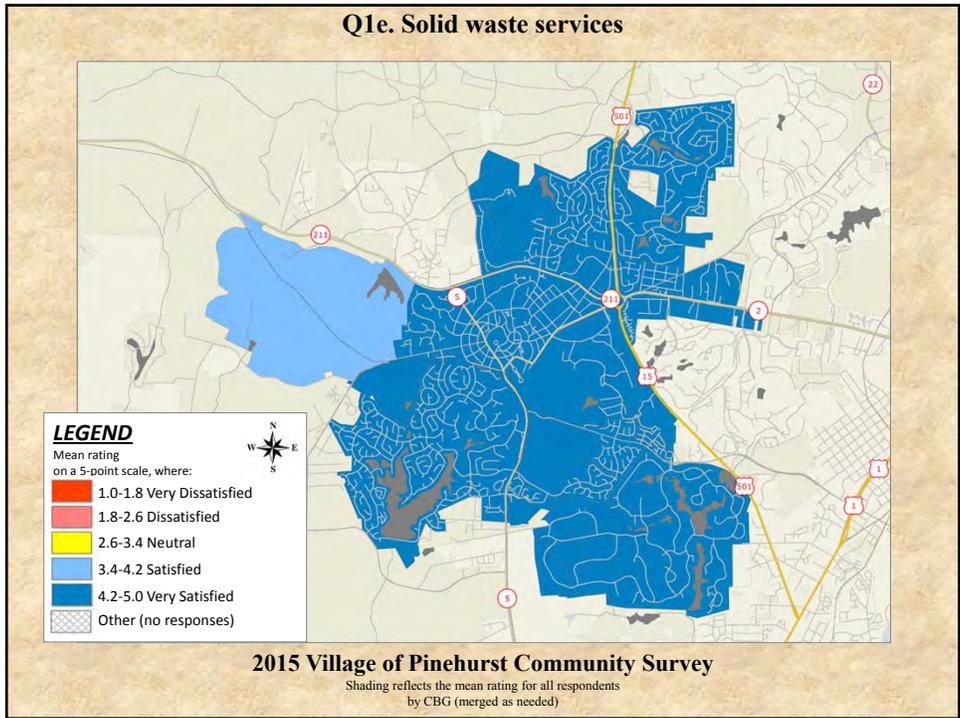
**Q1c. Parks and recreation programs**



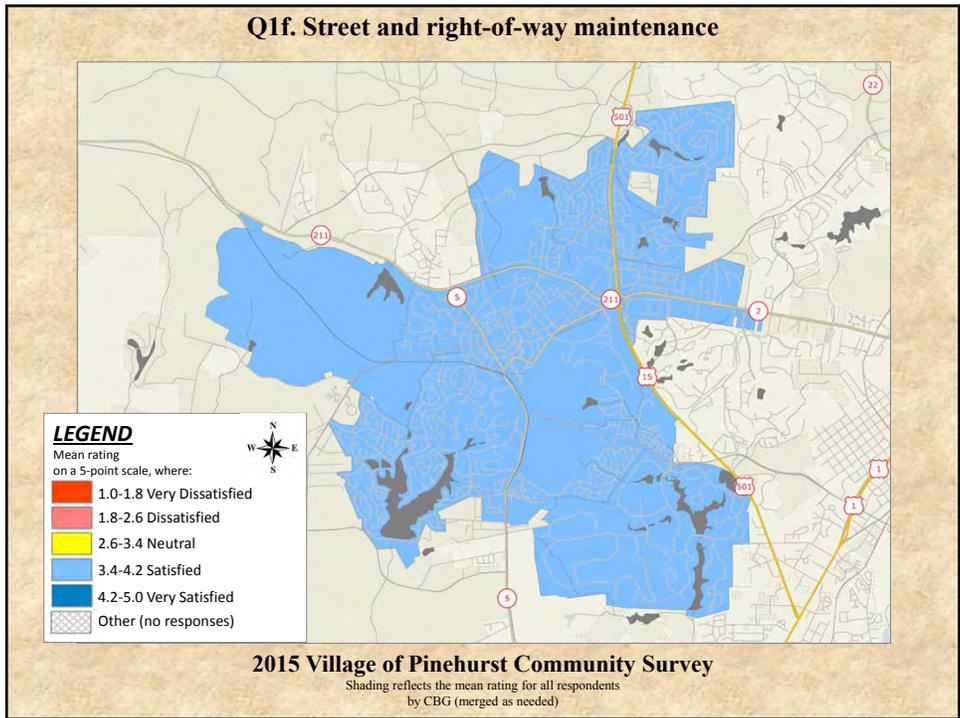
**Q1d. Parks and recreation facilities**

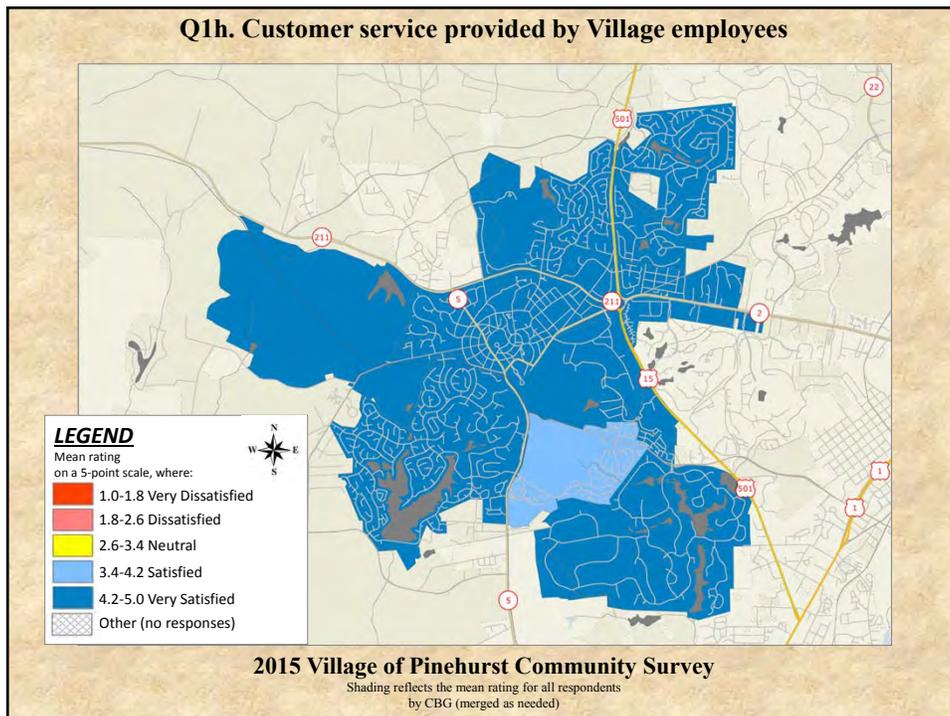
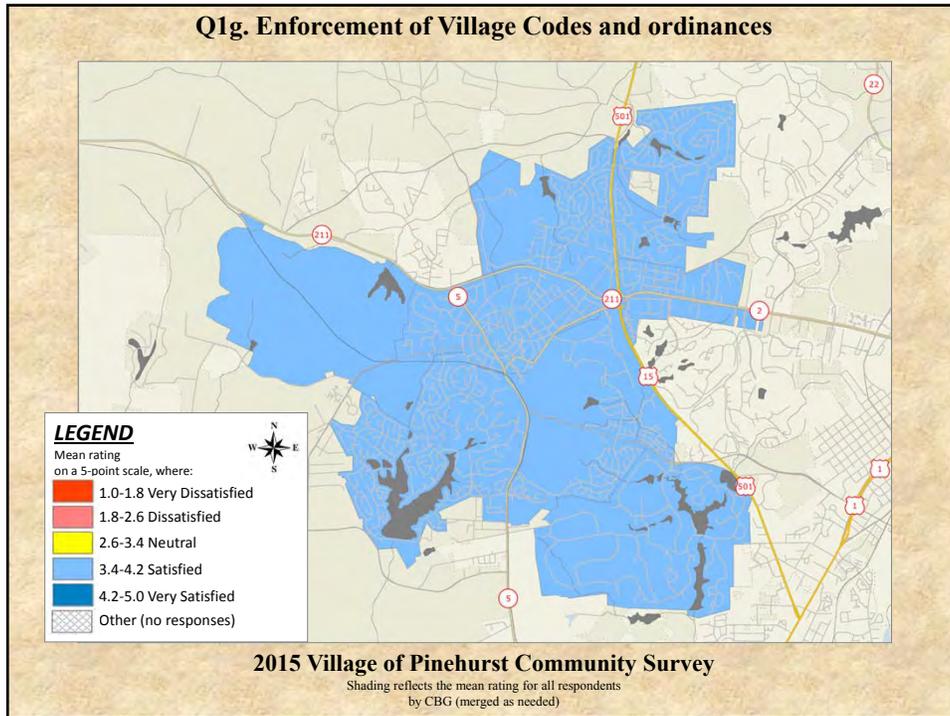


**Q1e. Solid waste services**

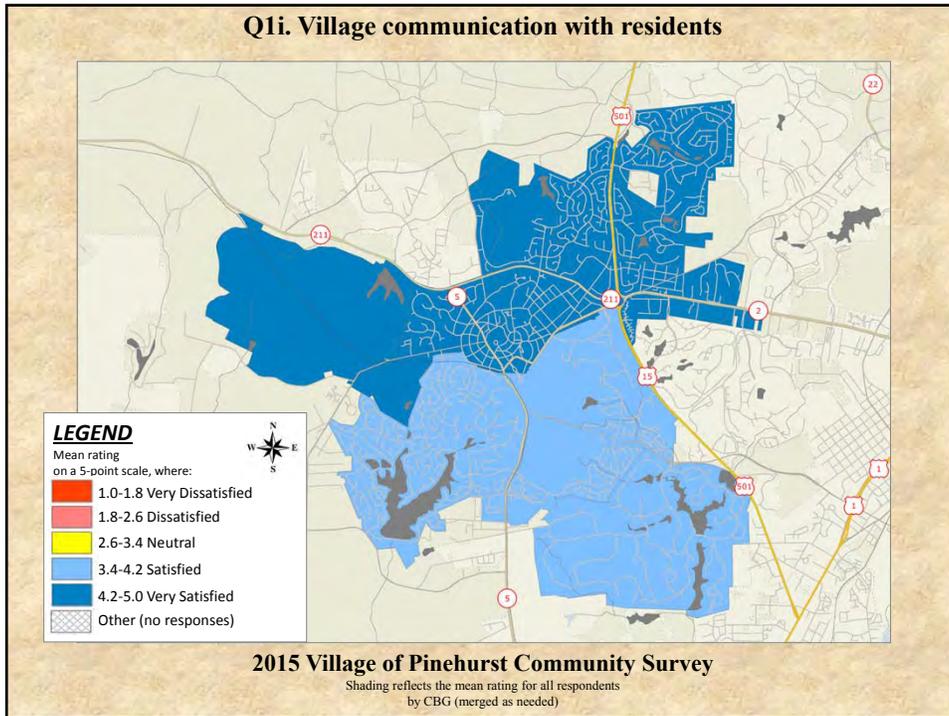


**Q1f. Street and right-of-way maintenance**

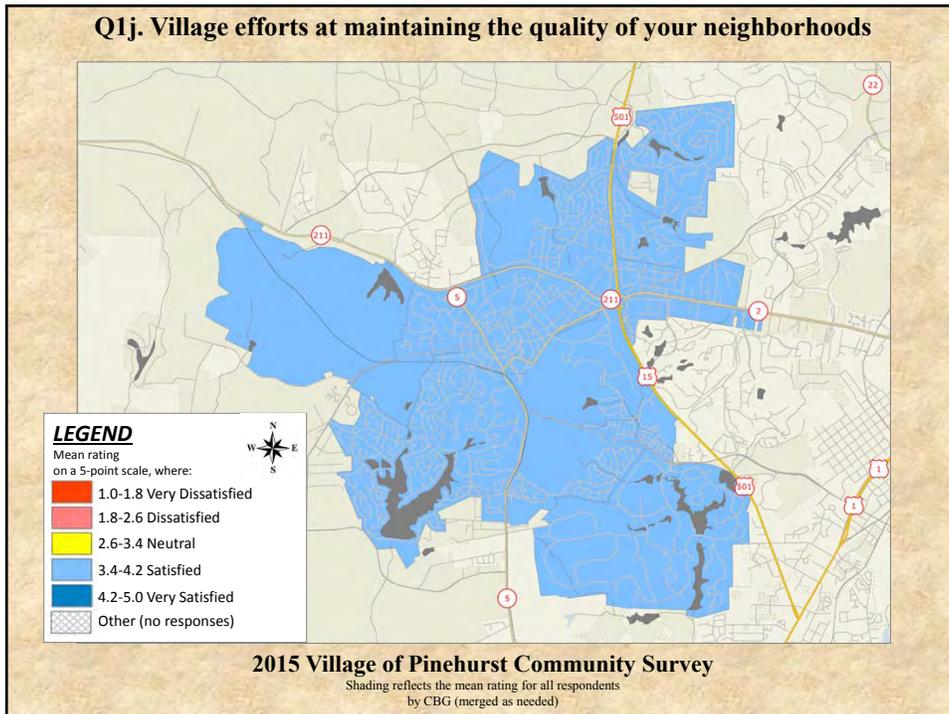


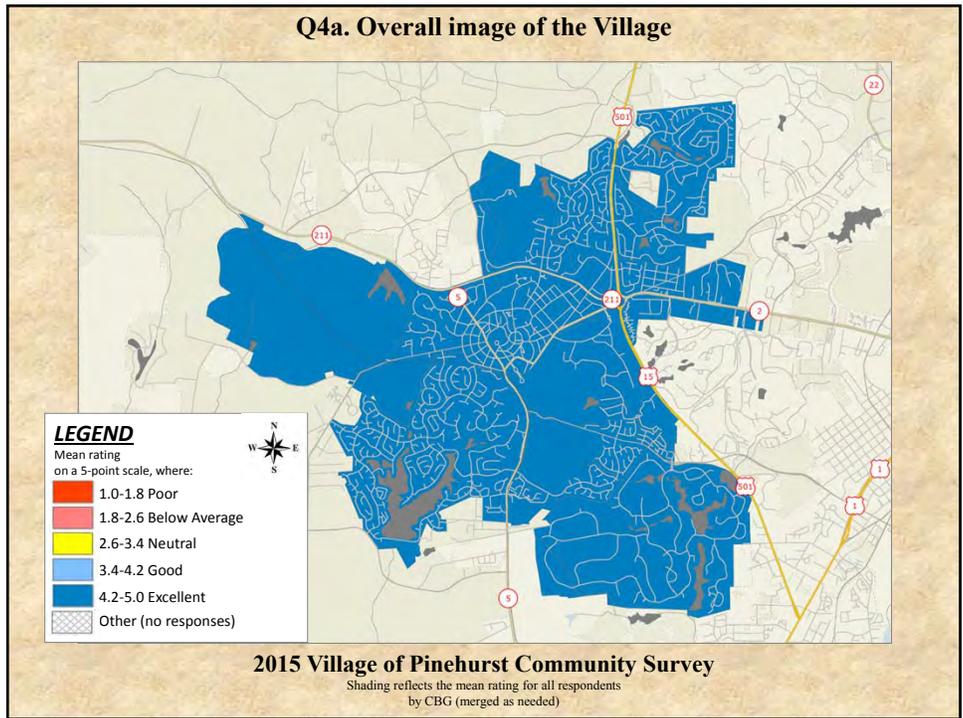
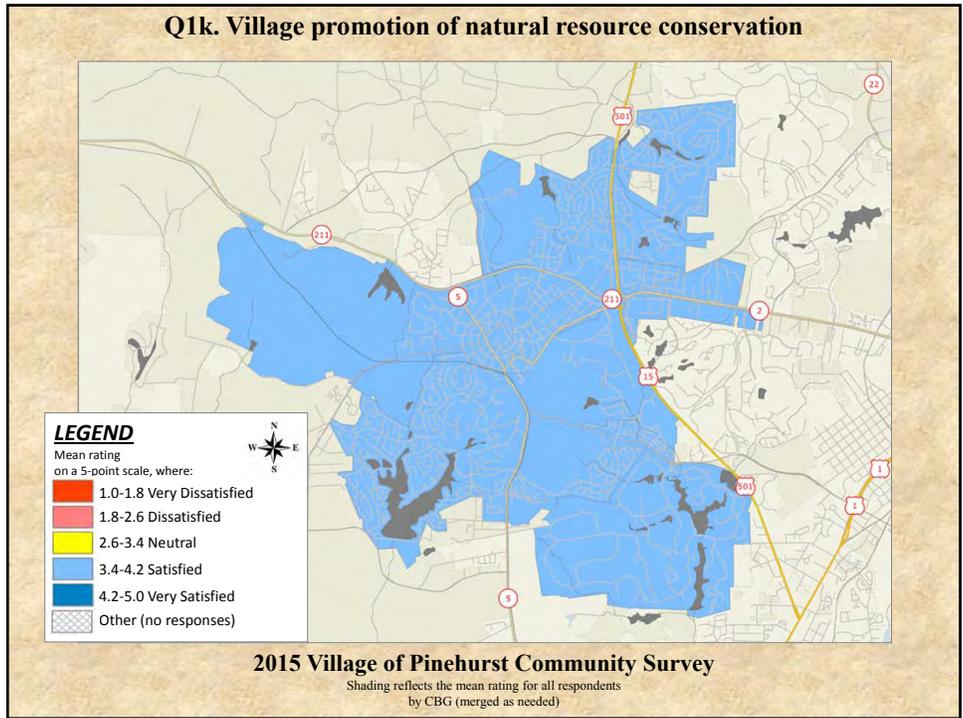


**Q1i. Village communication with residents**

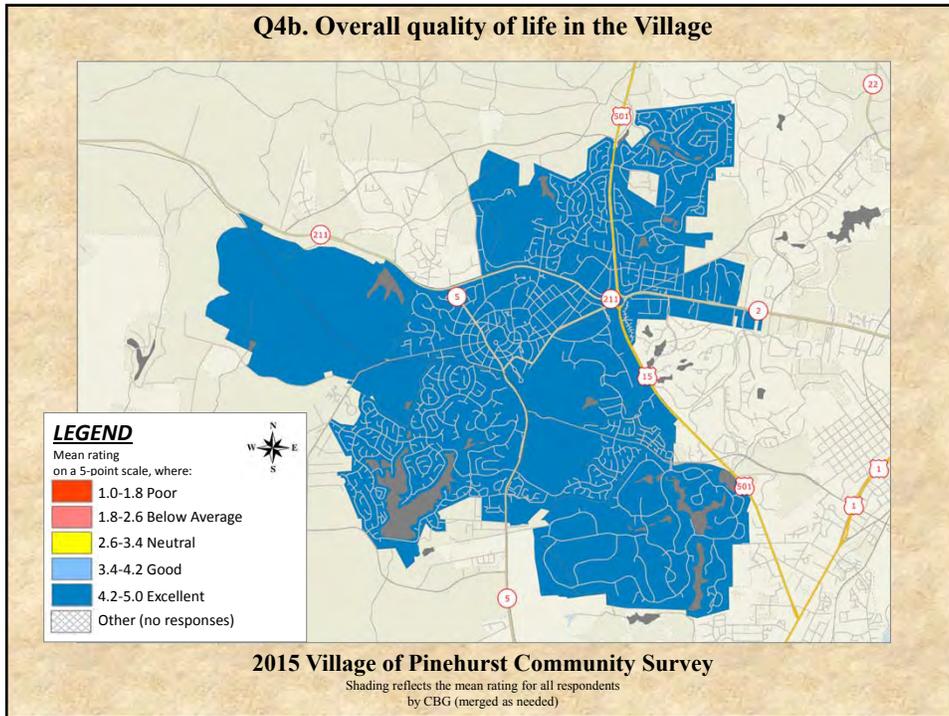


**Q1j. Village efforts at maintaining the quality of your neighborhoods**

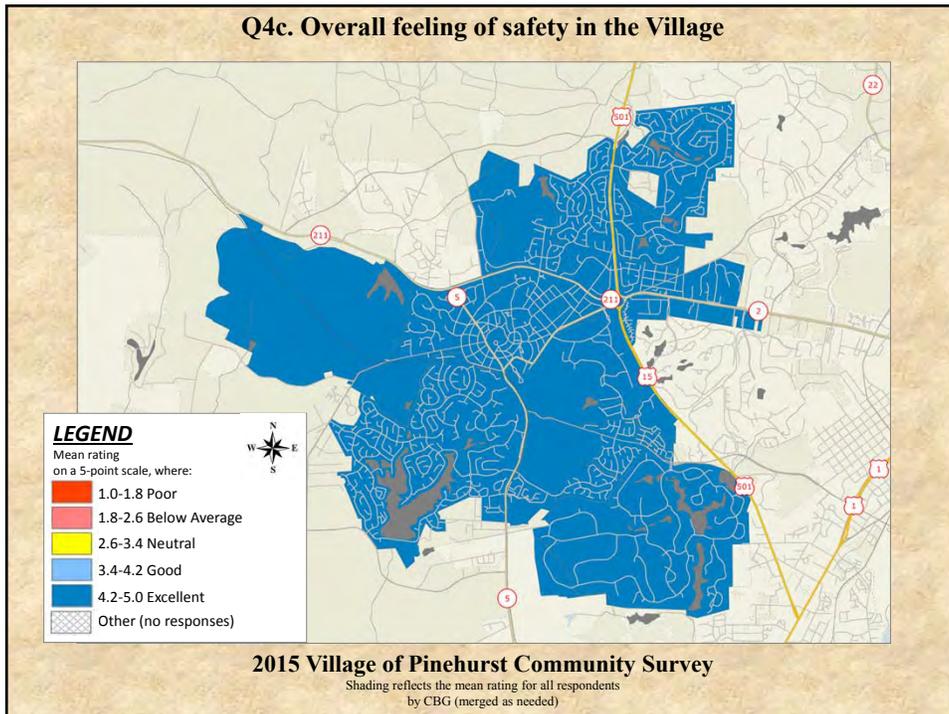




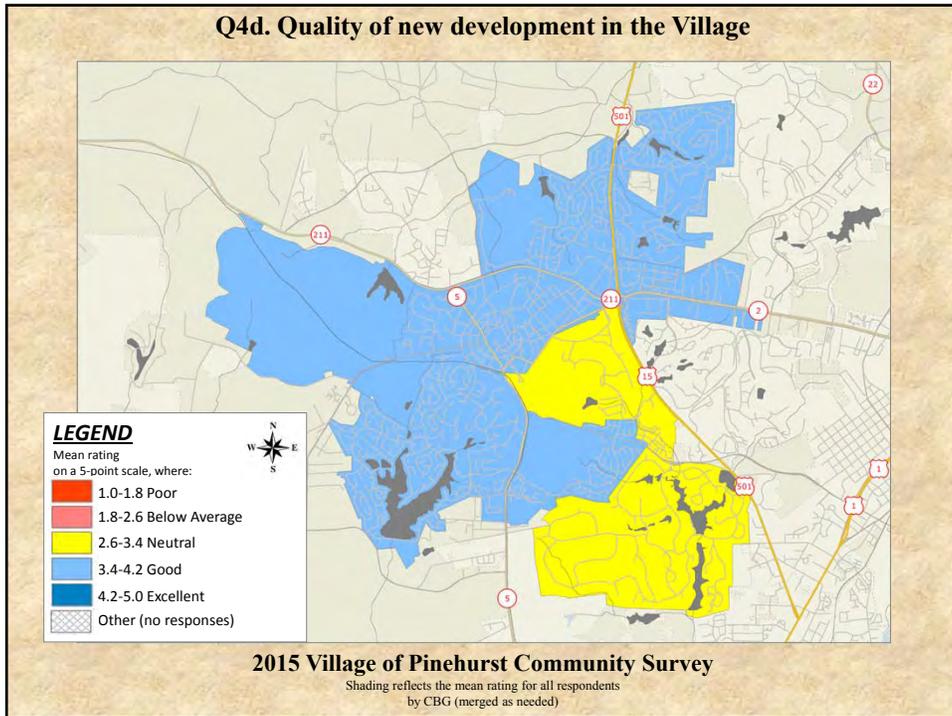
**Q4b. Overall quality of life in the Village**



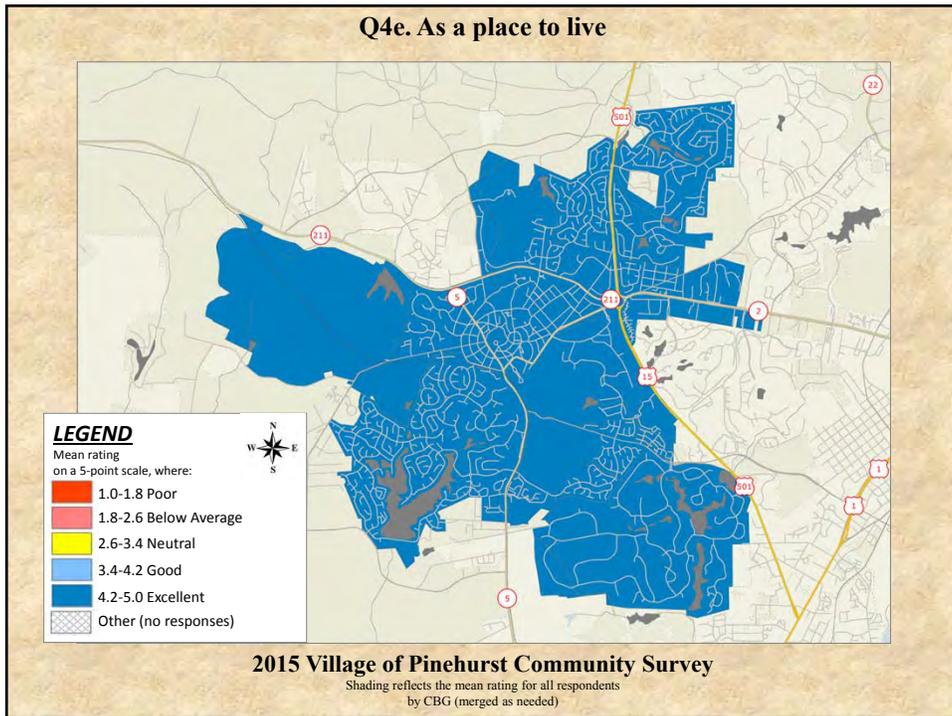
**Q4c. Overall feeling of safety in the Village**

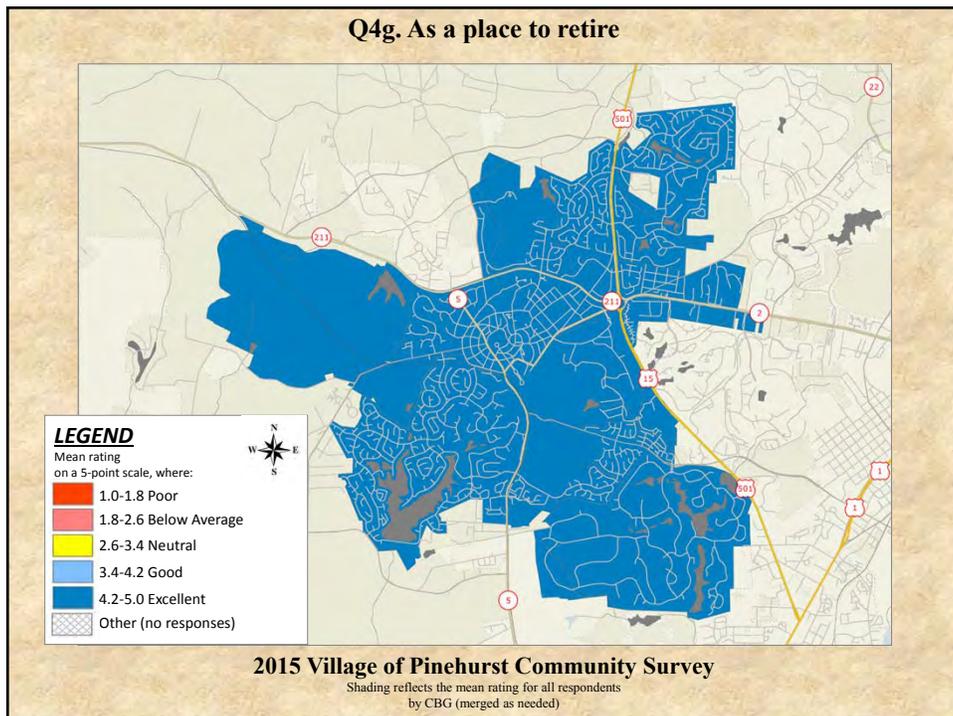
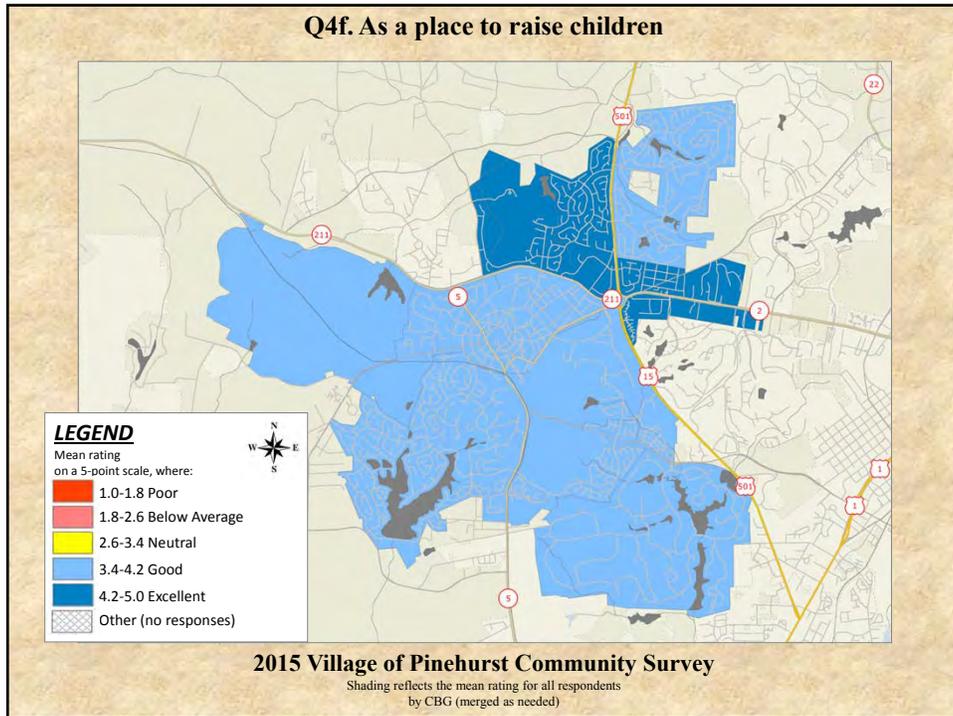


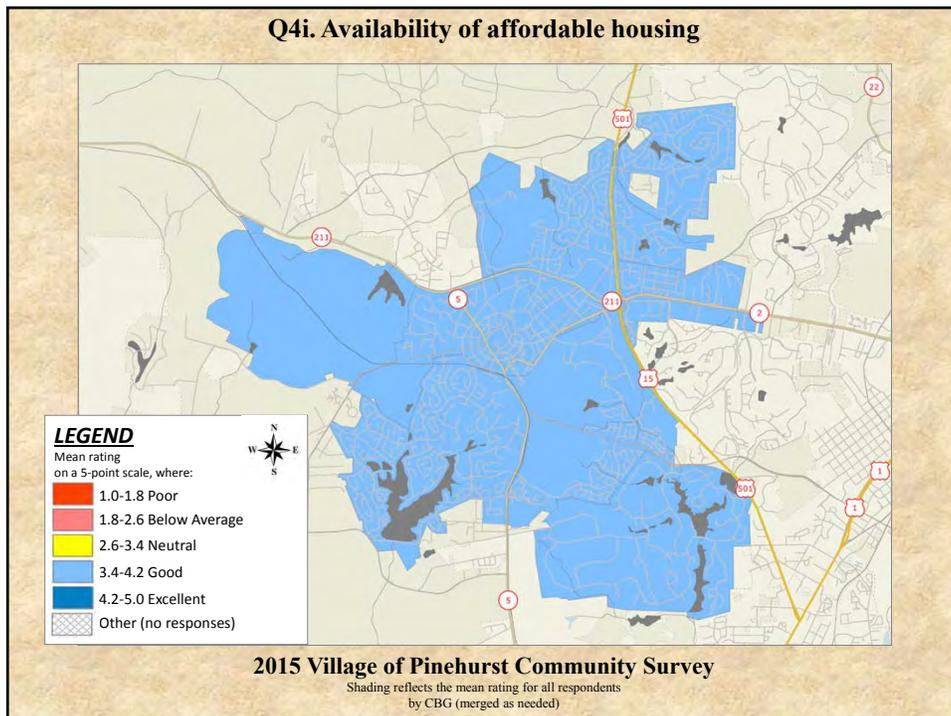
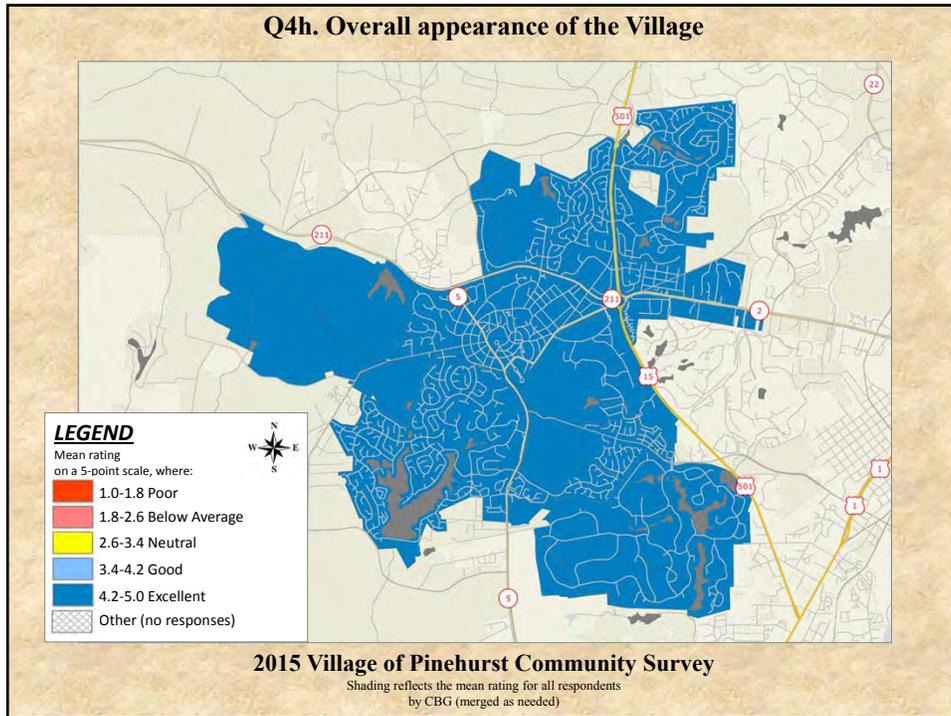
**Q4d. Quality of new development in the Village**



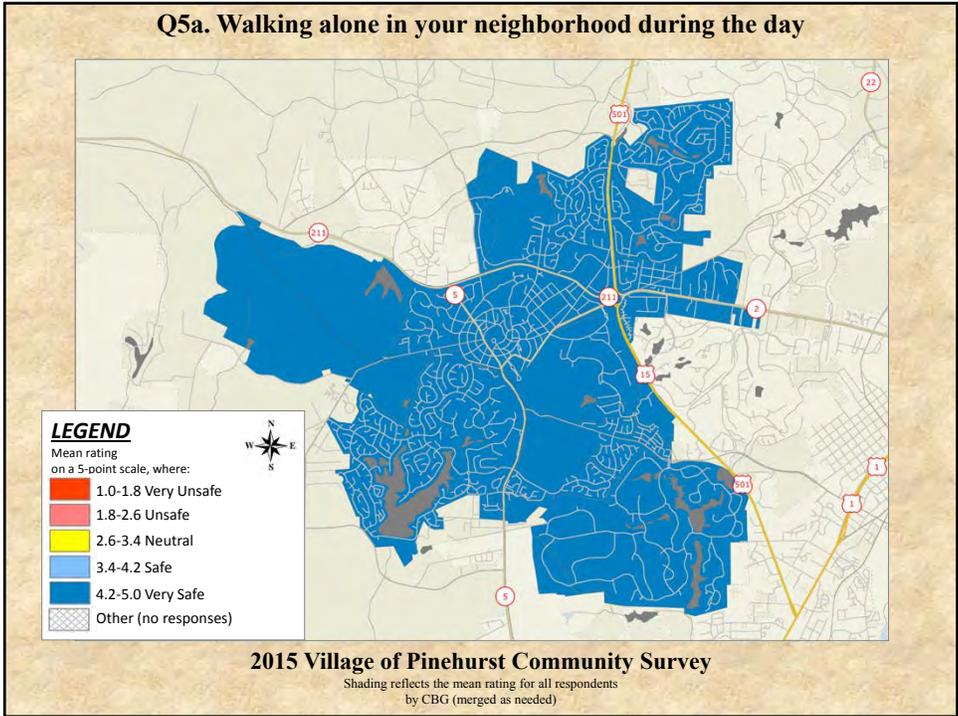
**Q4e. As a place to live**



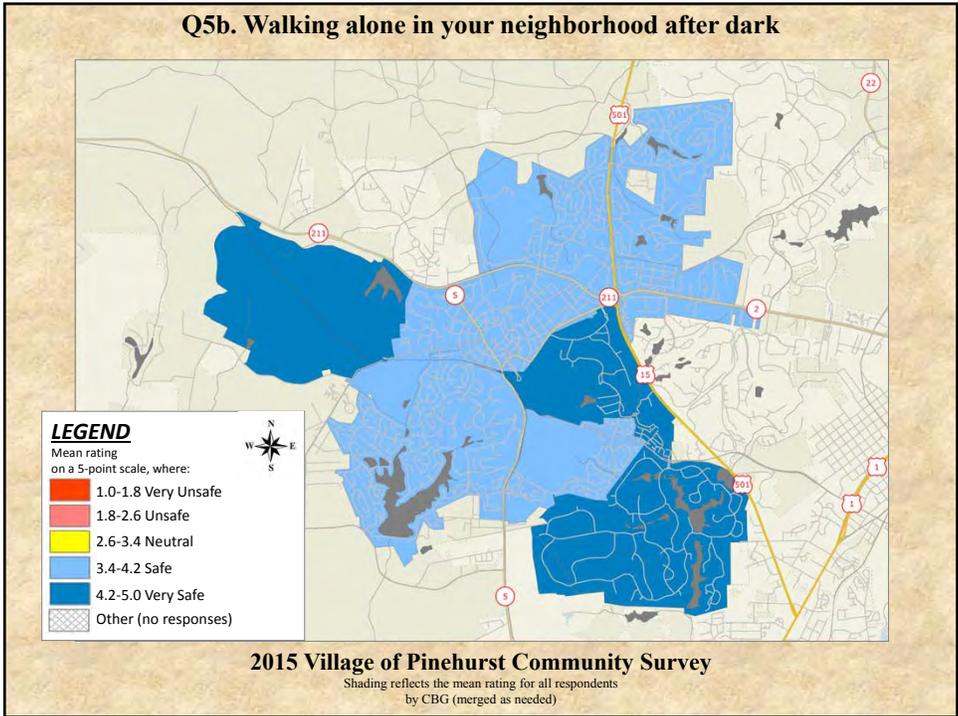




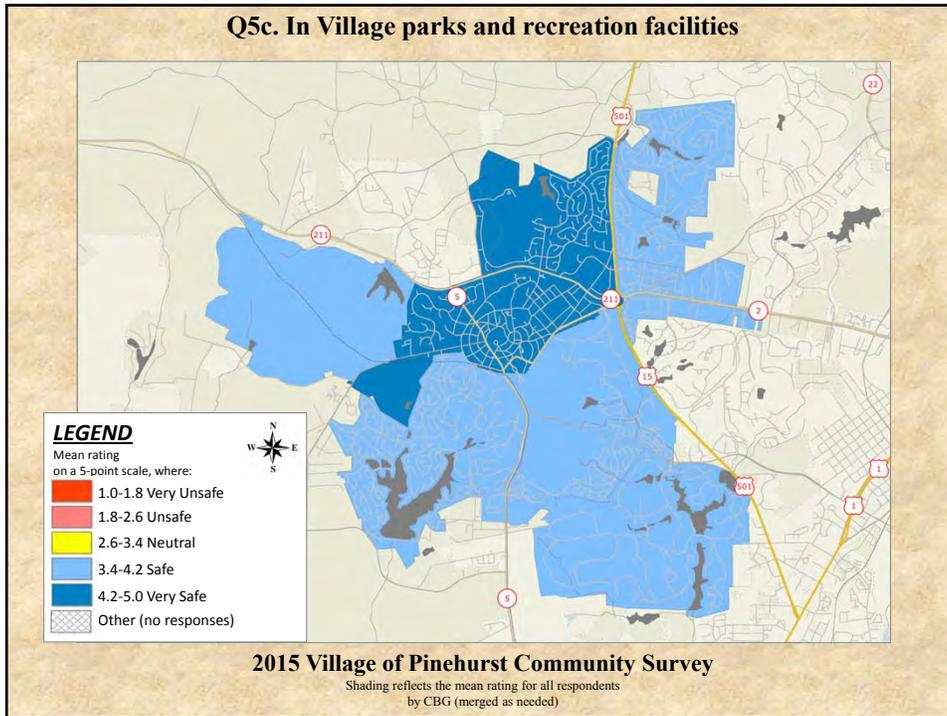
**Q5a. Walking alone in your neighborhood during the day**



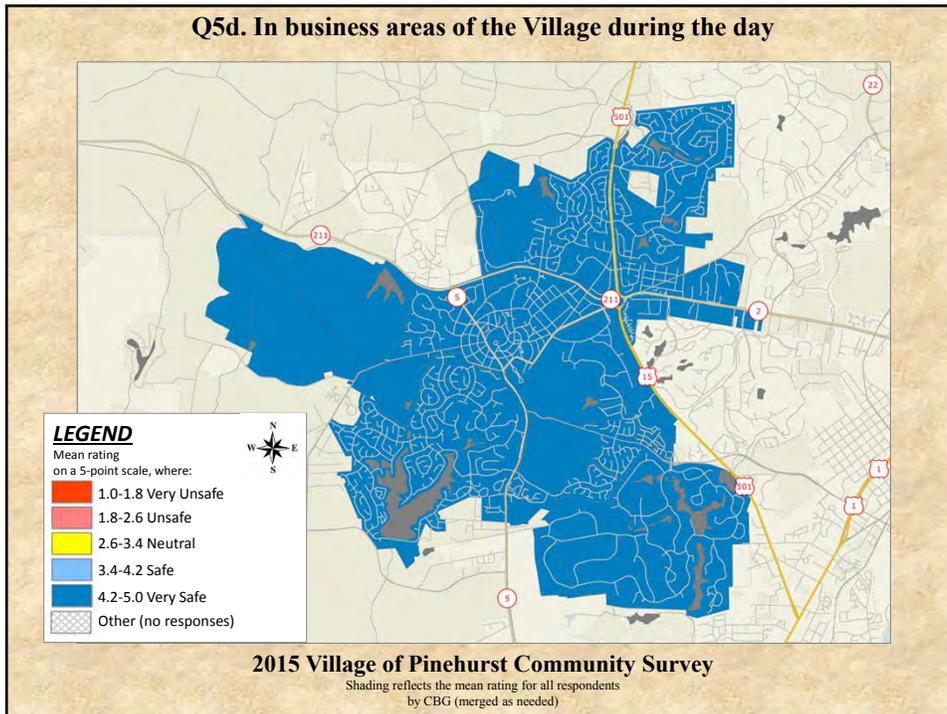
**Q5b. Walking alone in your neighborhood after dark**



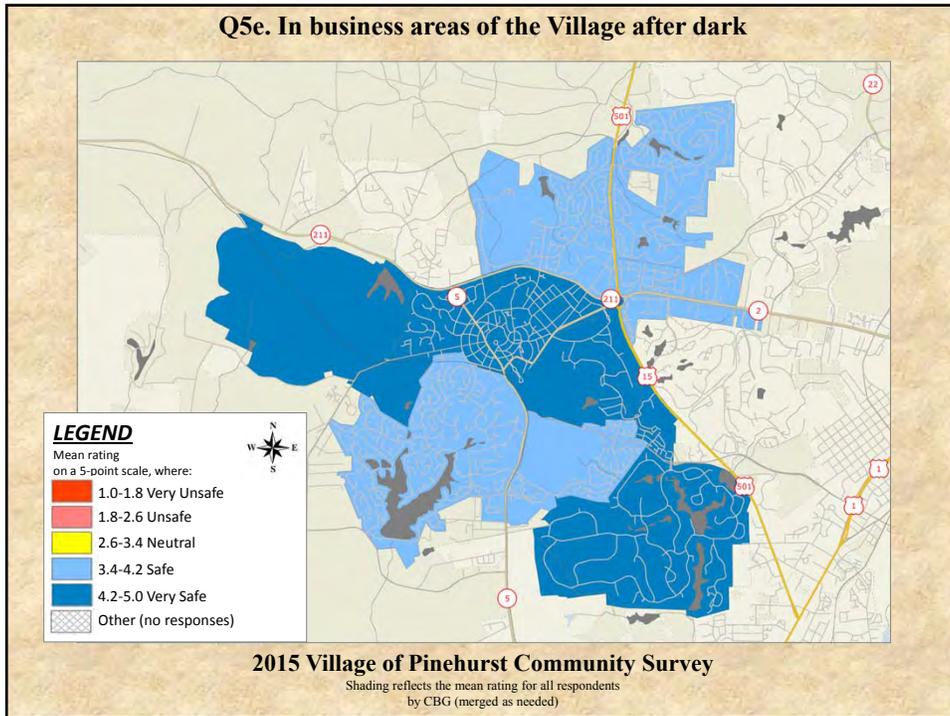
**Q5c. In Village parks and recreation facilities**



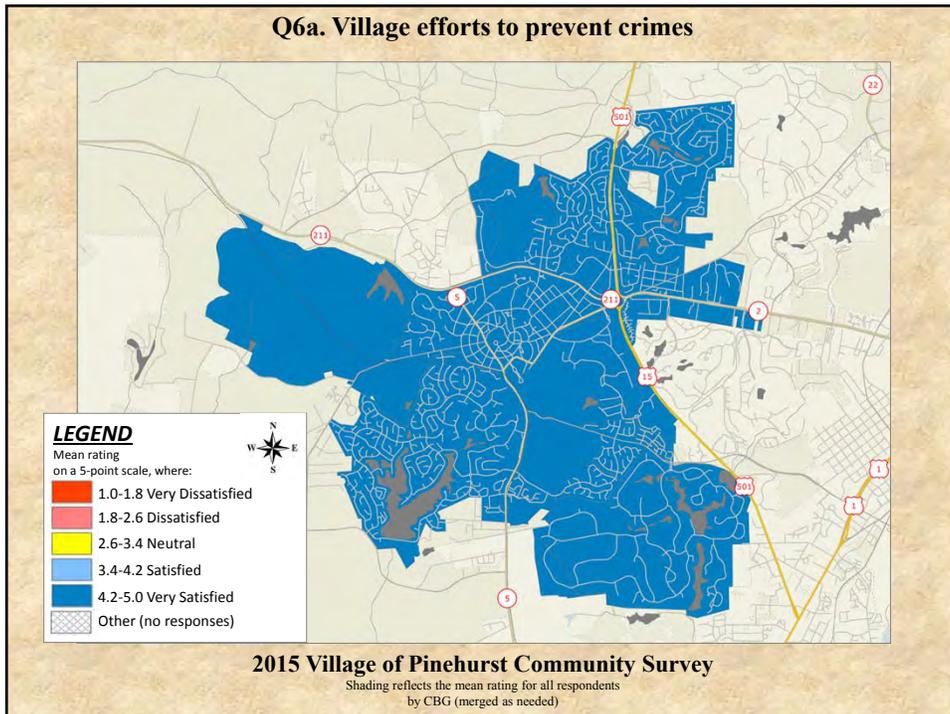
**Q5d. In business areas of the Village during the day**

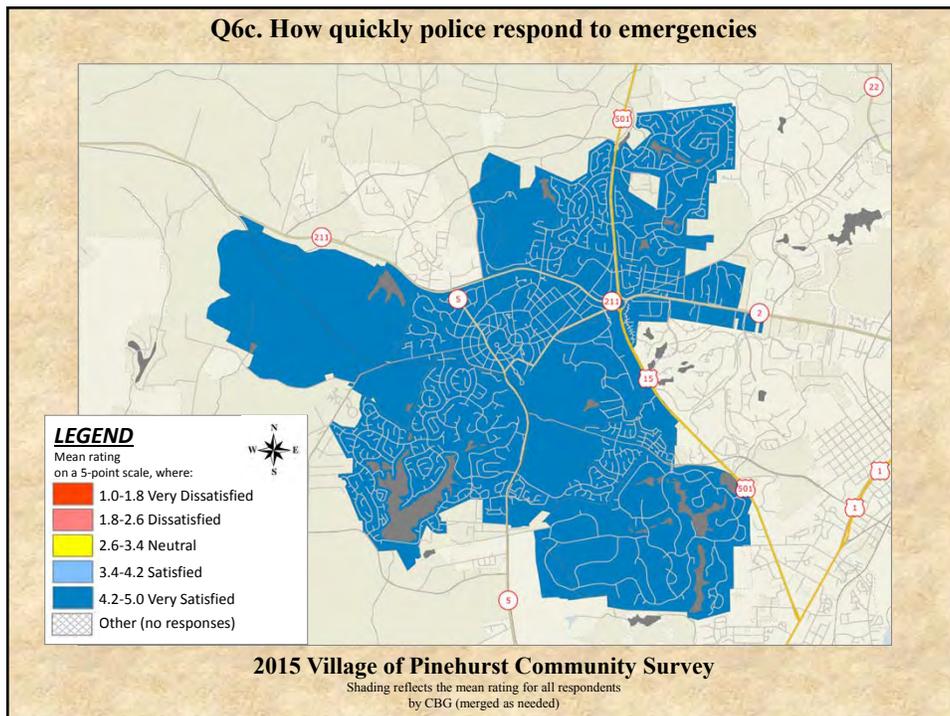
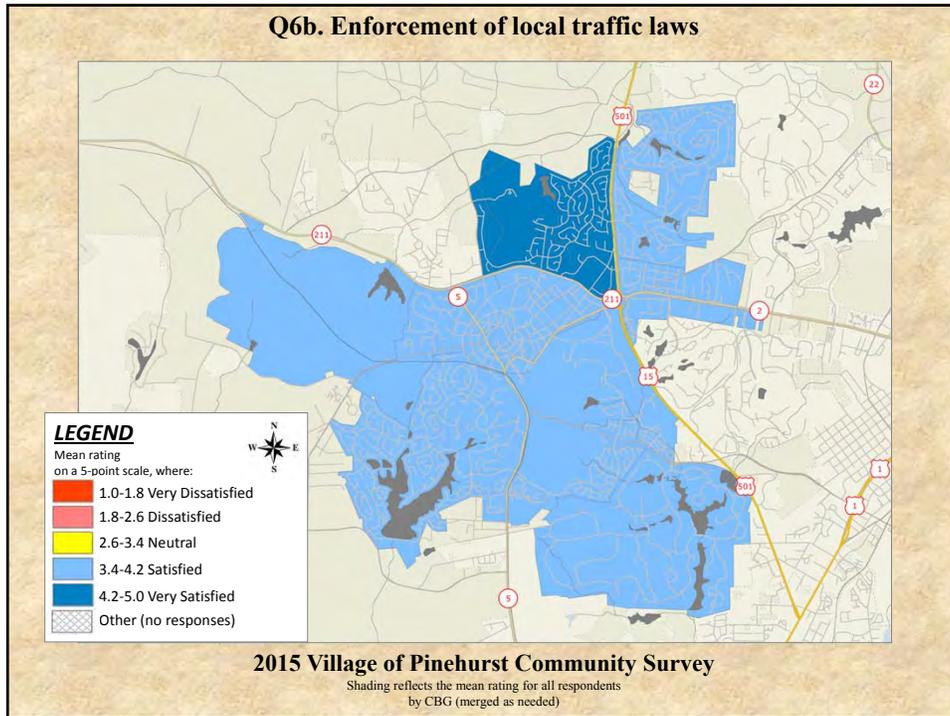


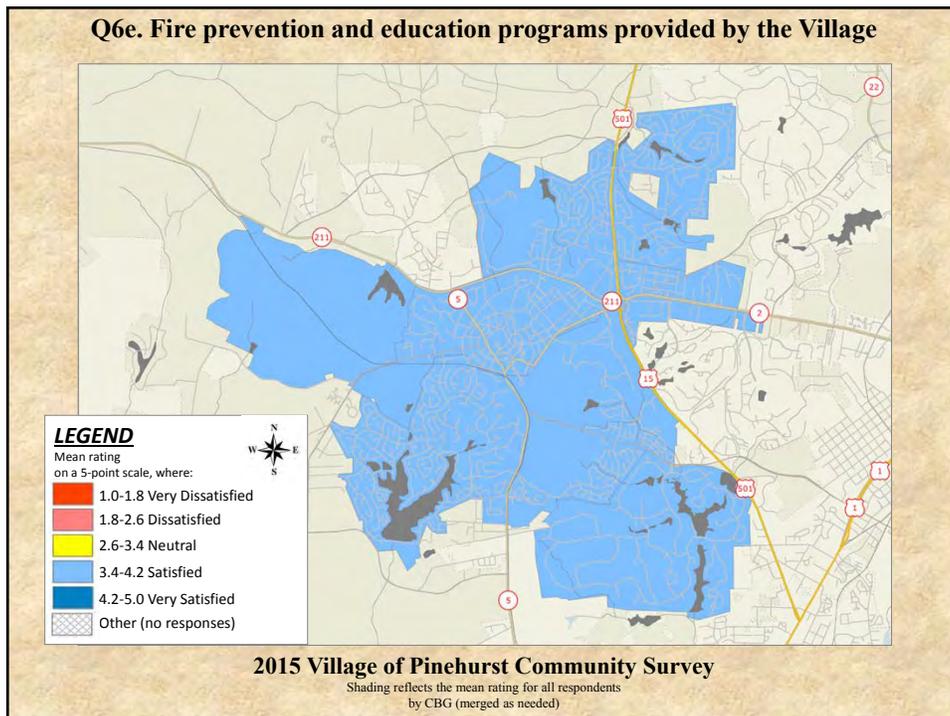
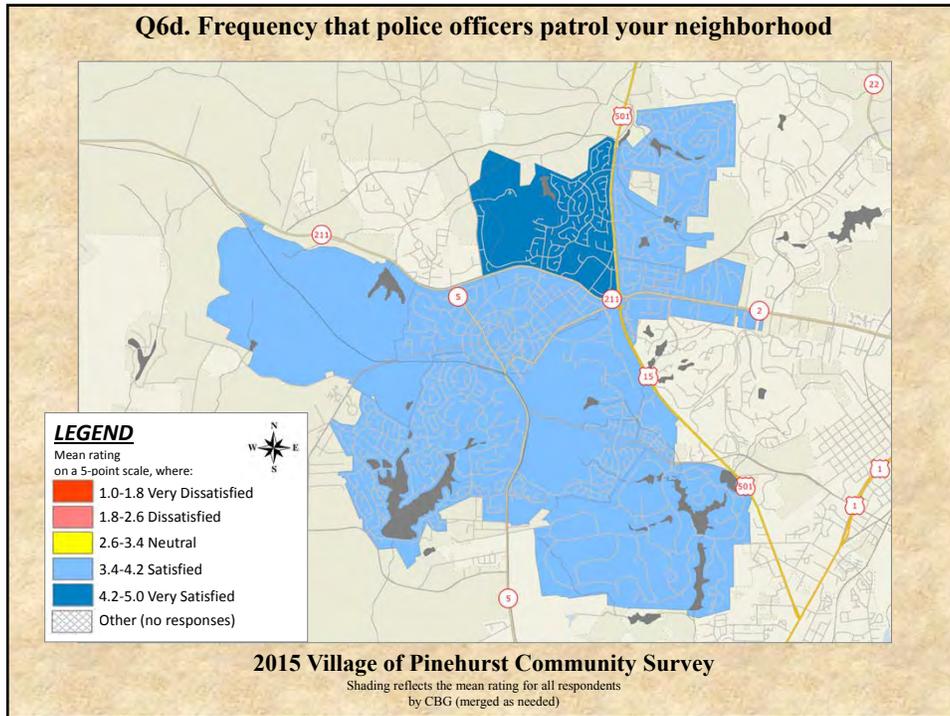
**Q5e. In business areas of the Village after dark**

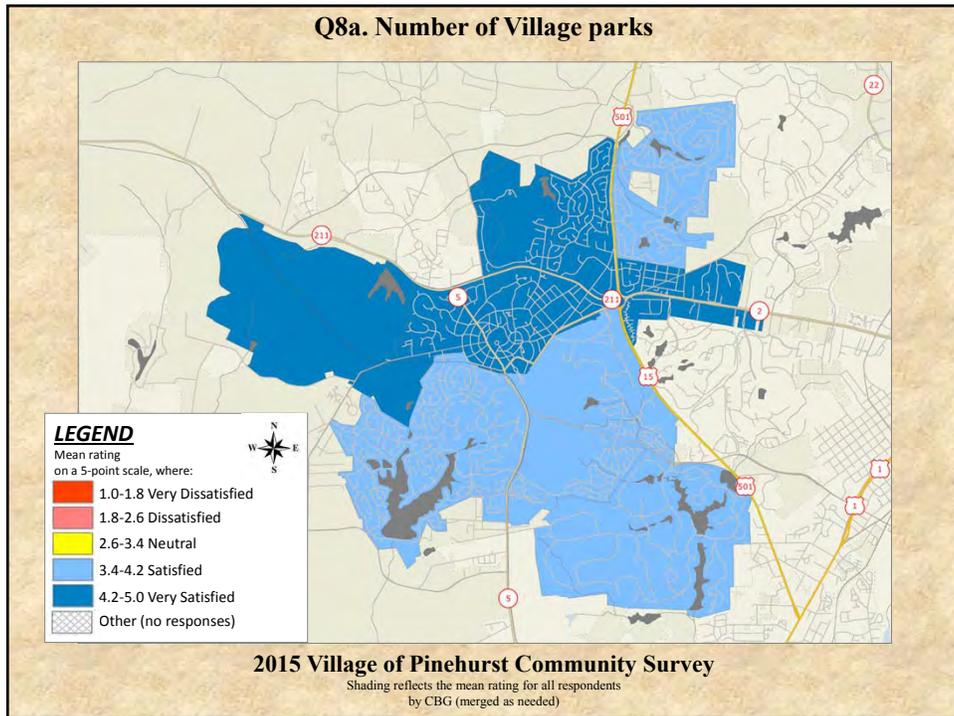
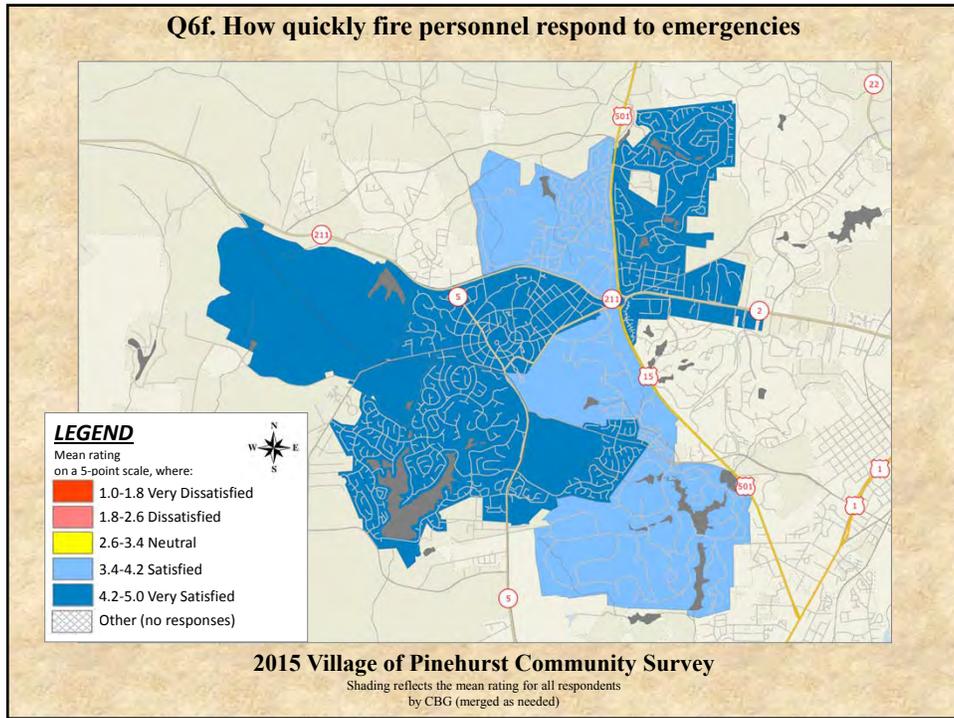


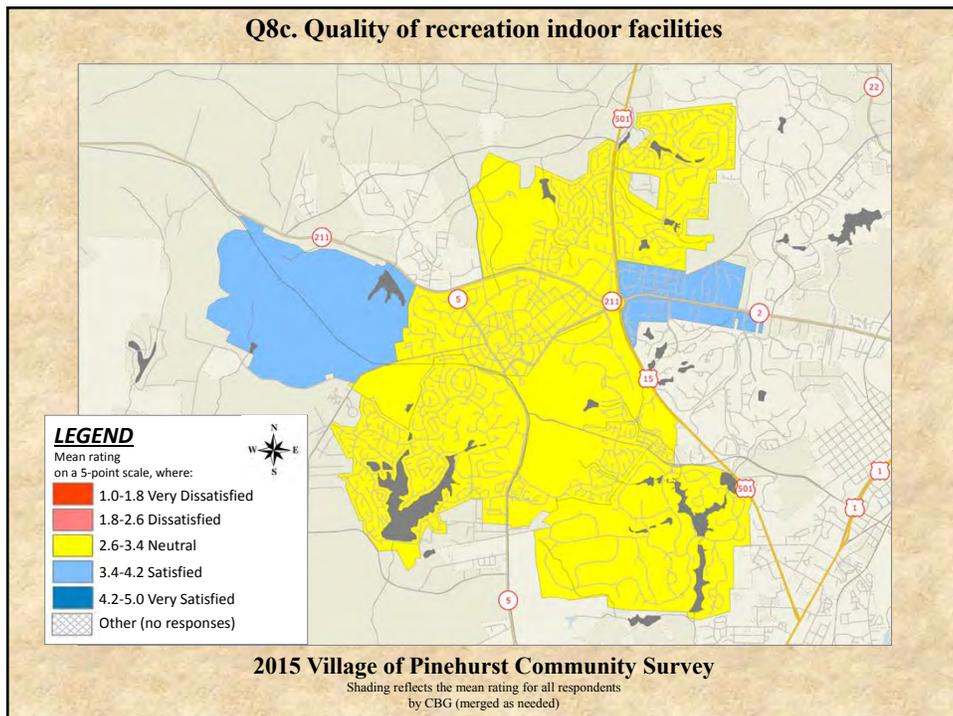
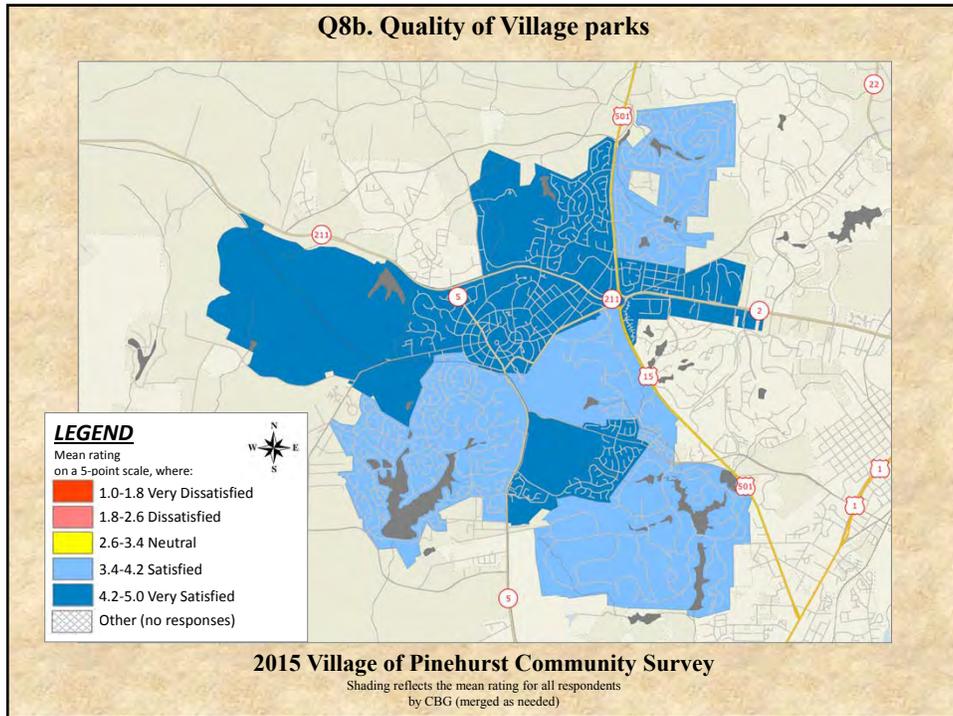
**Q6a. Village efforts to prevent crimes**



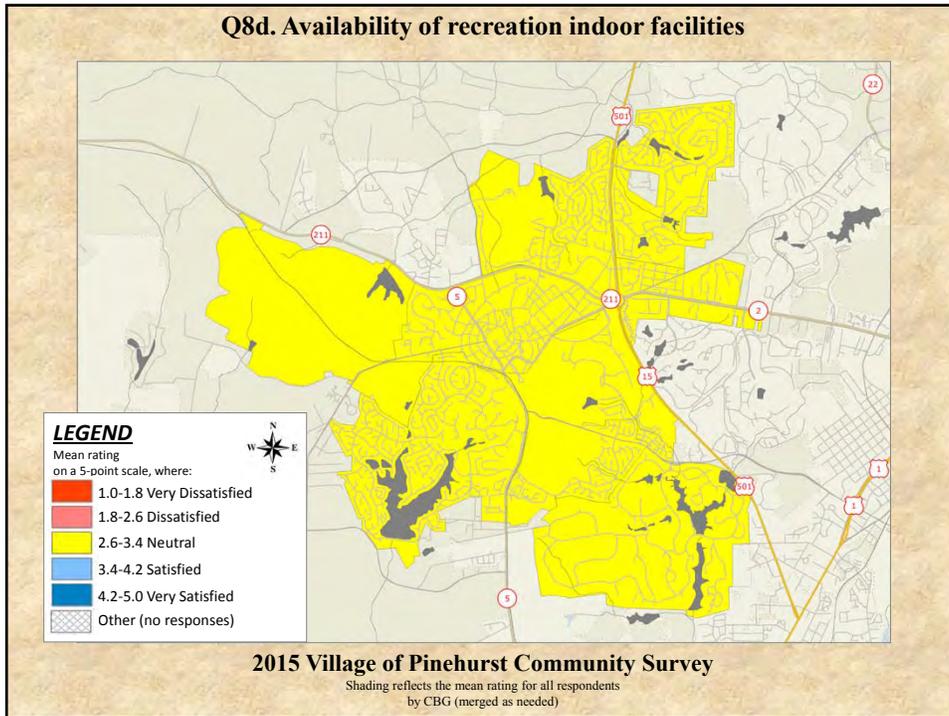




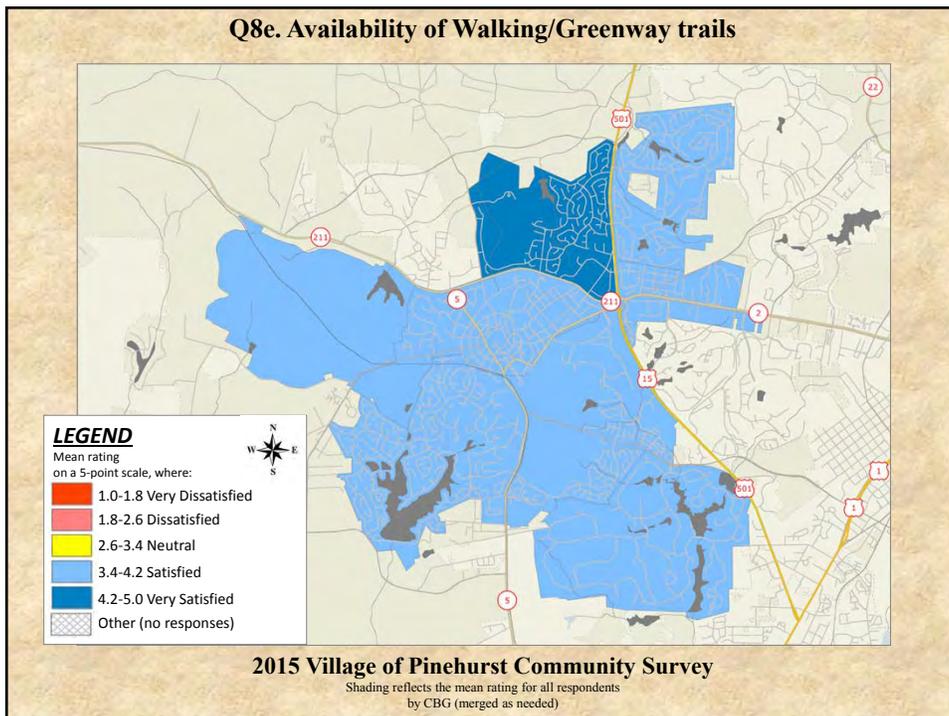


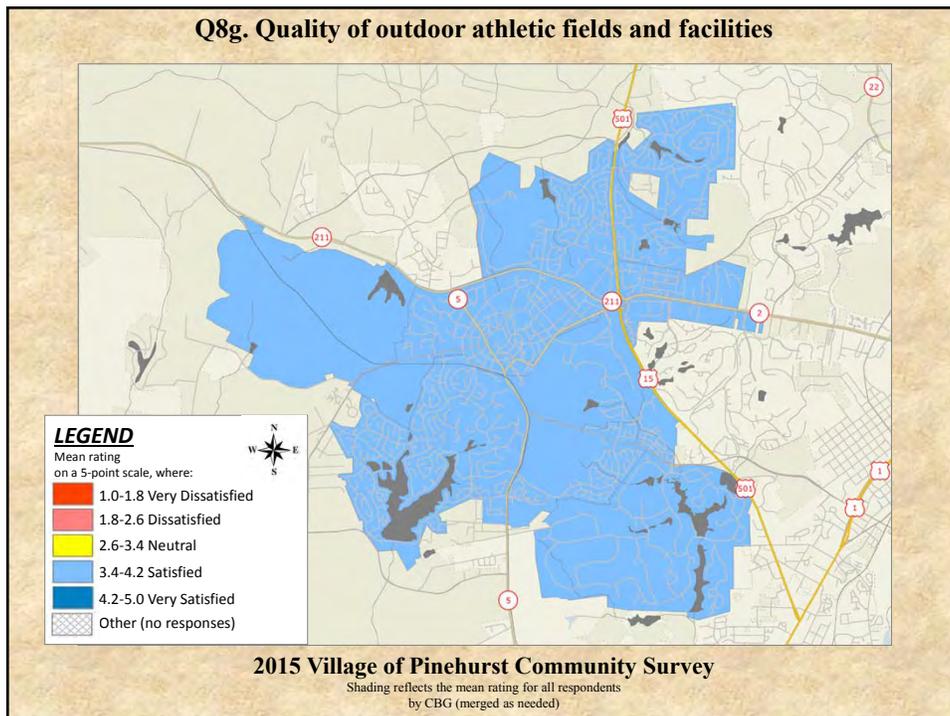
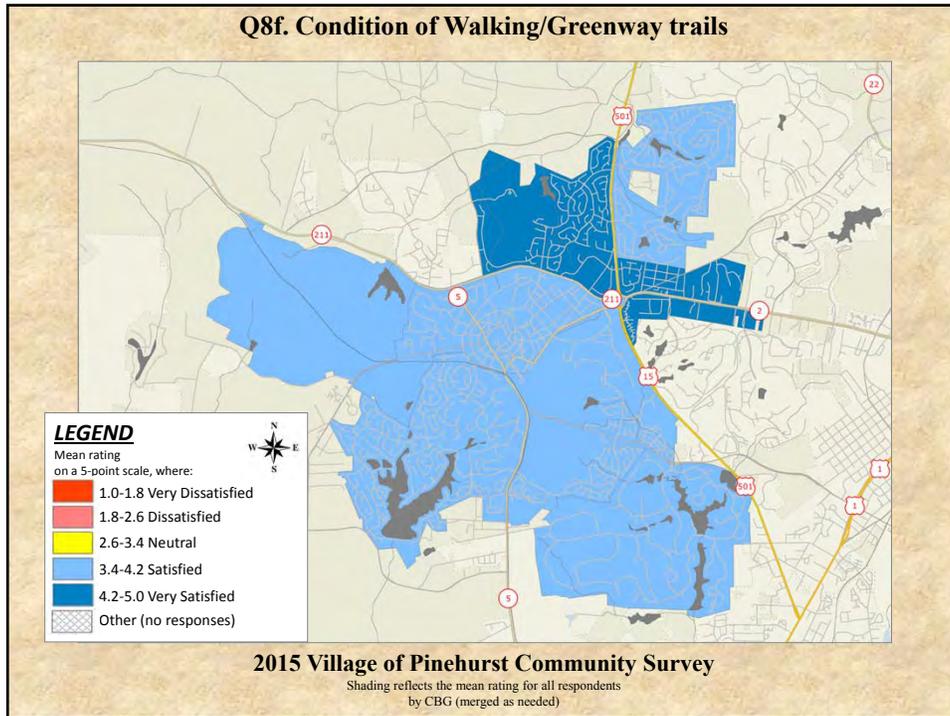


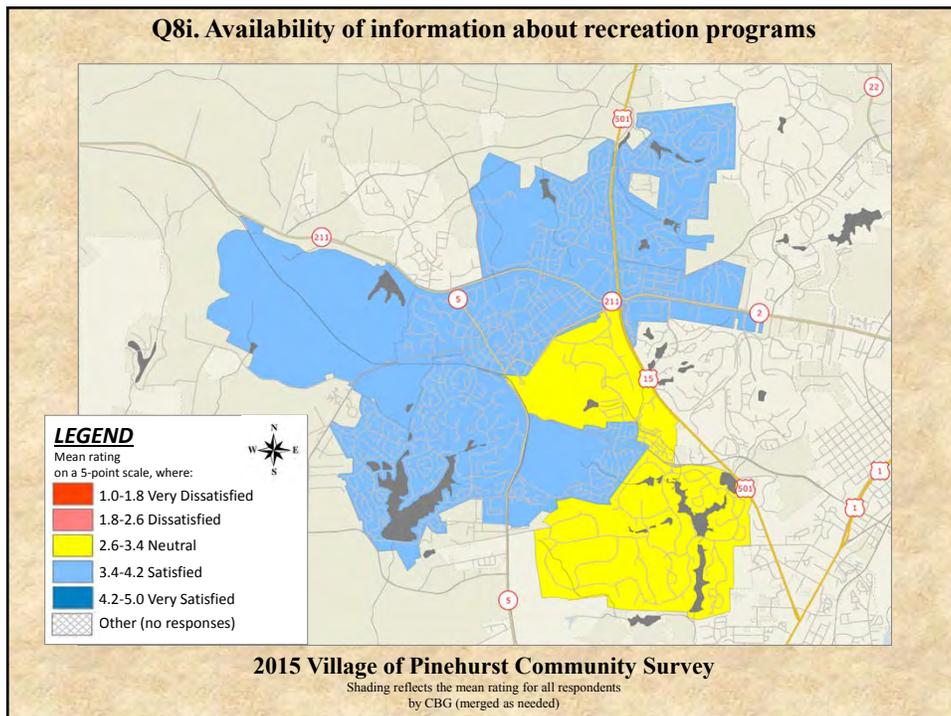
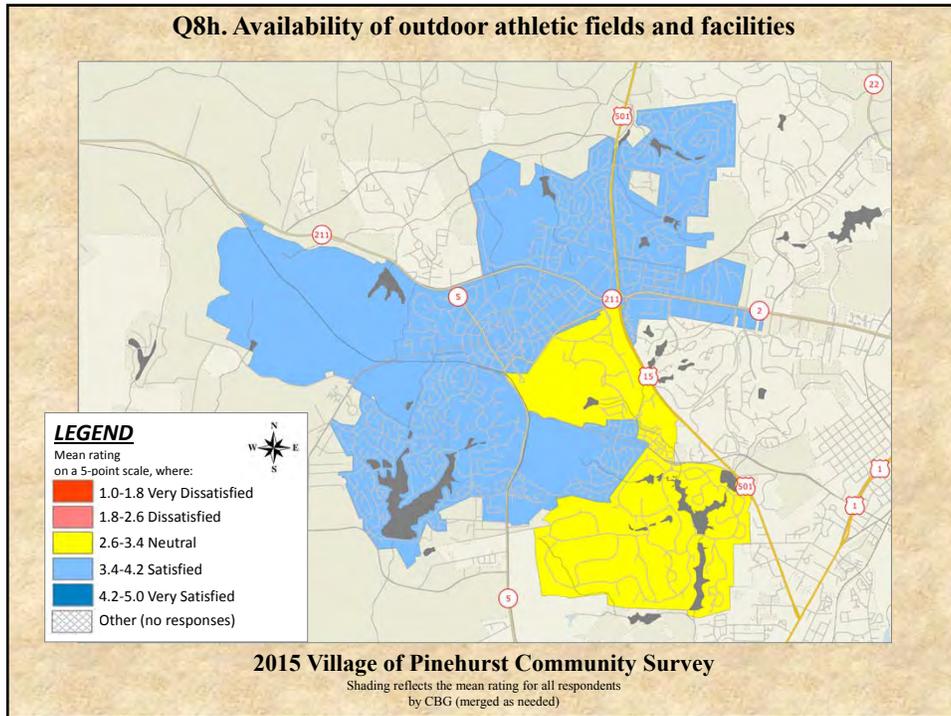
**Q8d. Availability of recreation indoor facilities**



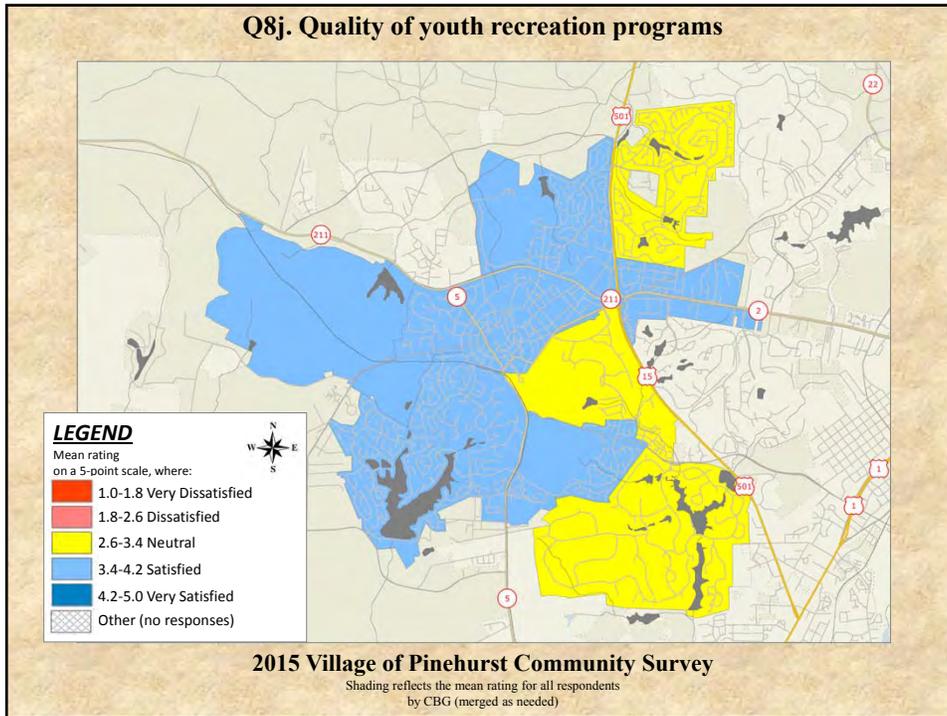
**Q8e. Availability of Walking/Greenway trails**



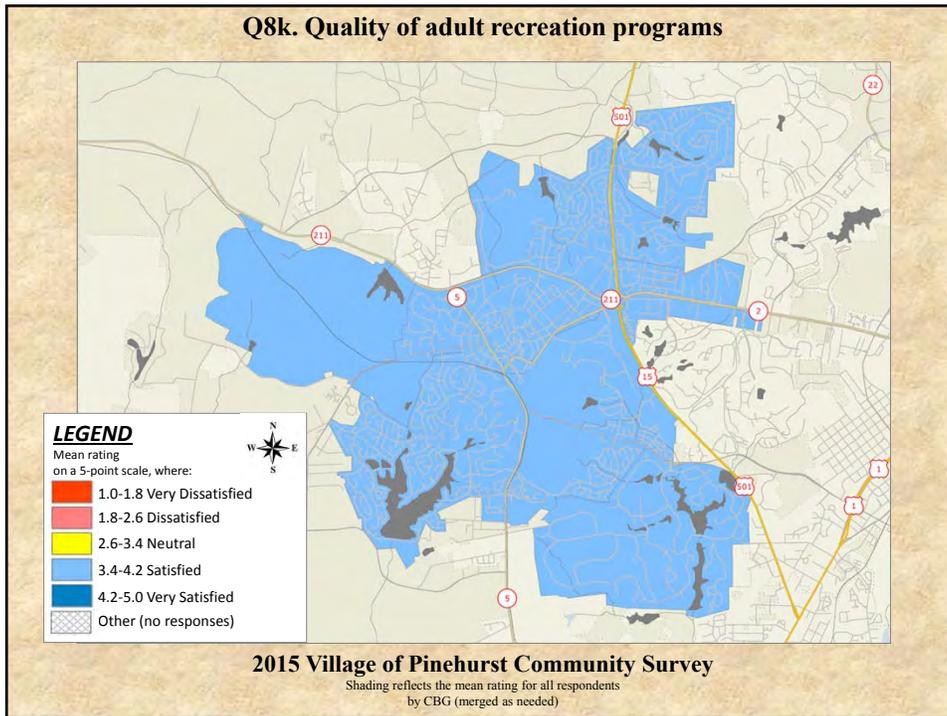


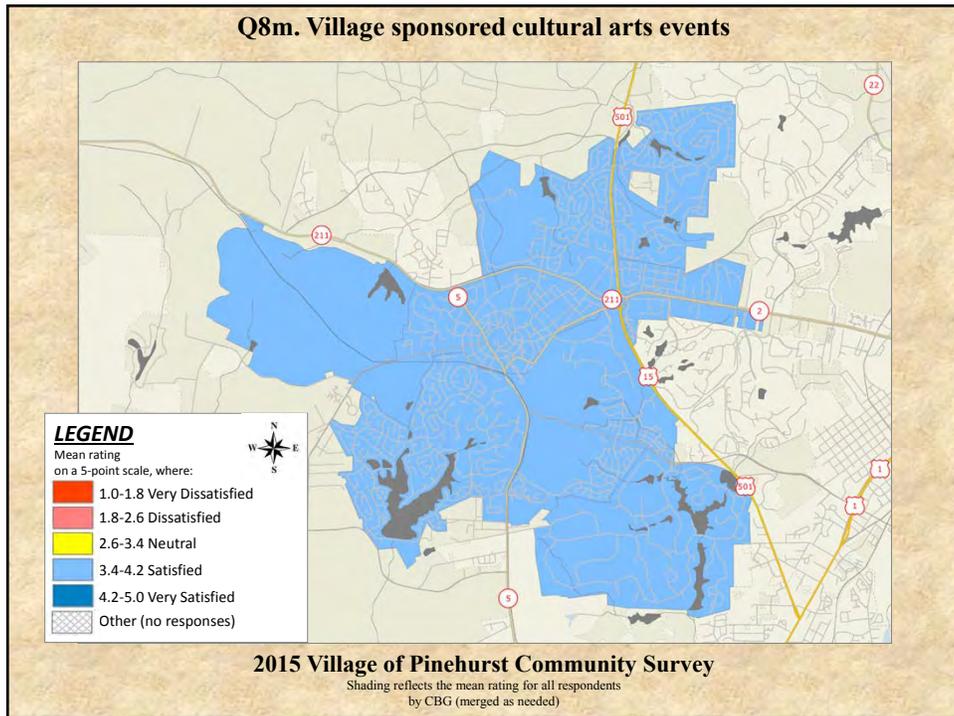
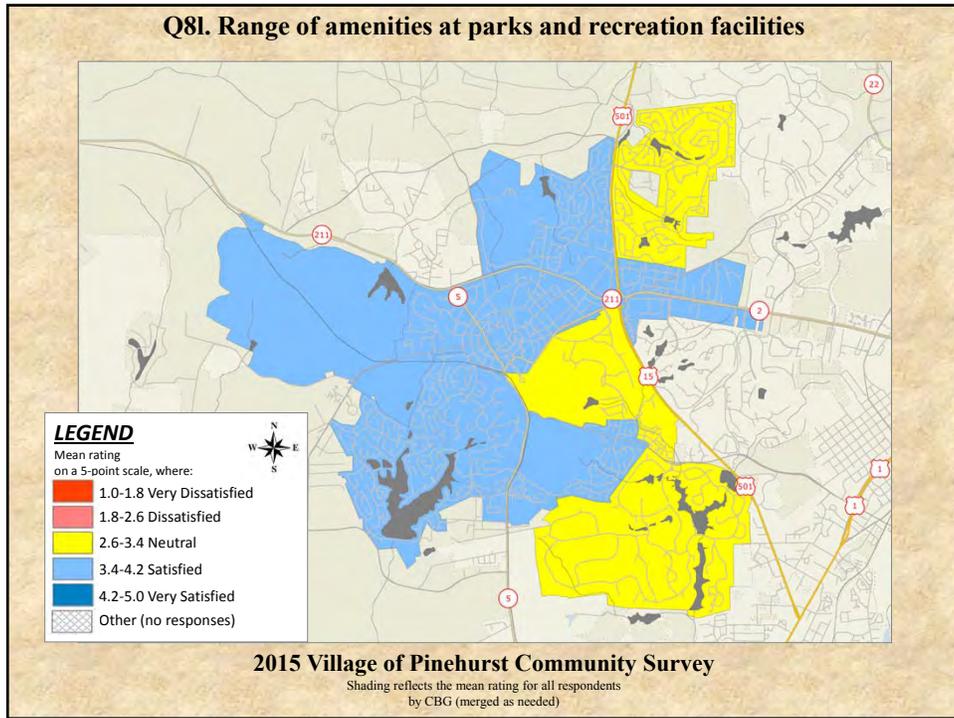


**Q8j. Quality of youth recreation programs**

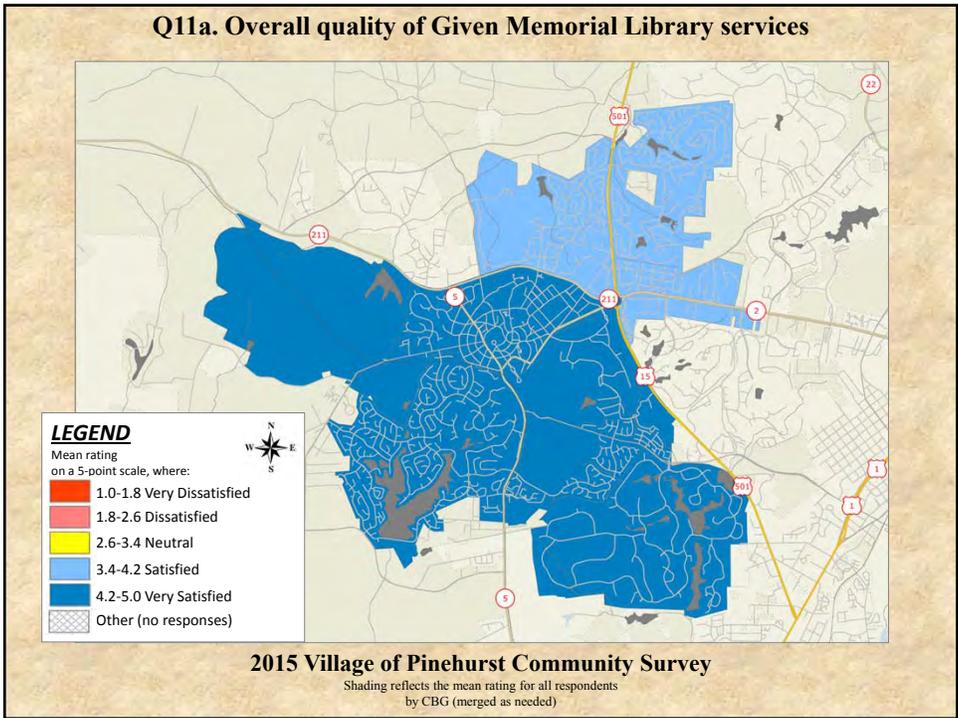


**Q8k. Quality of adult recreation programs**

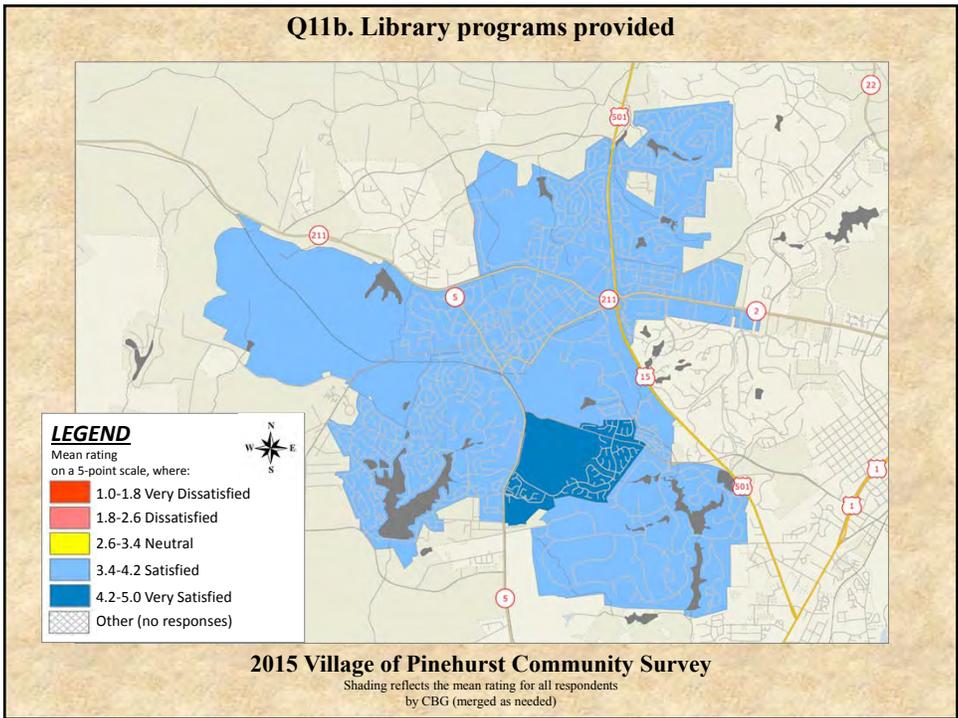




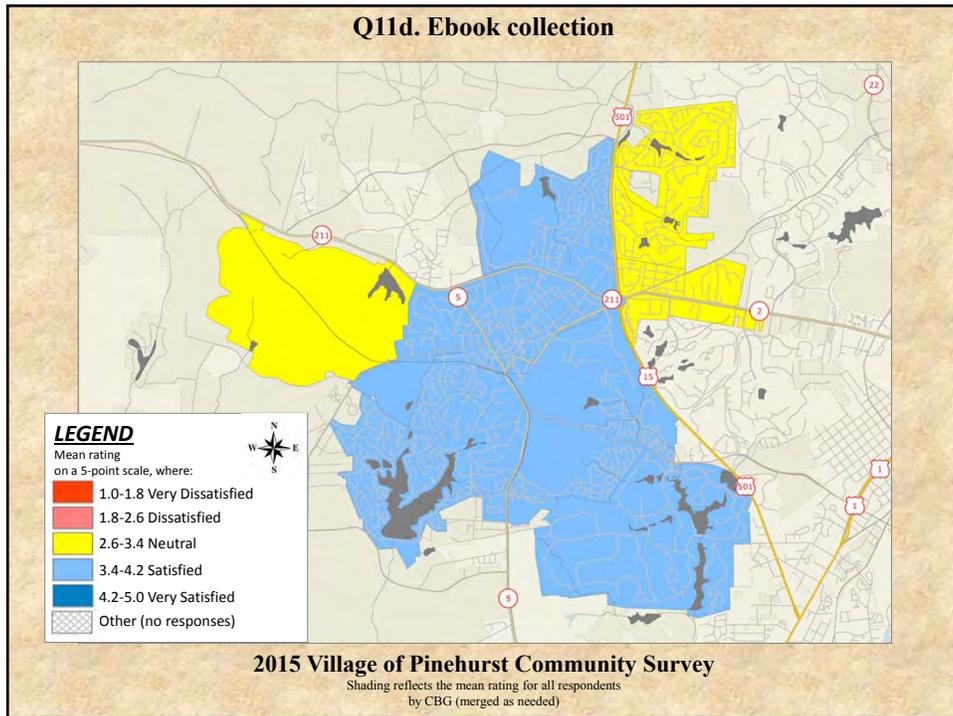
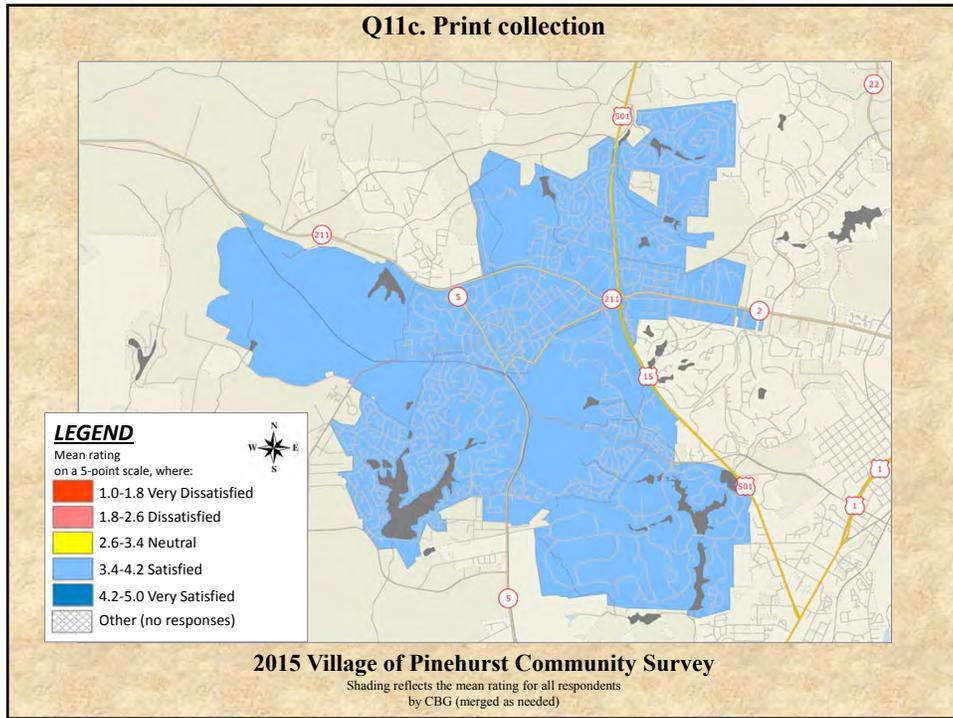
**Q11a. Overall quality of Given Memorial Library services**



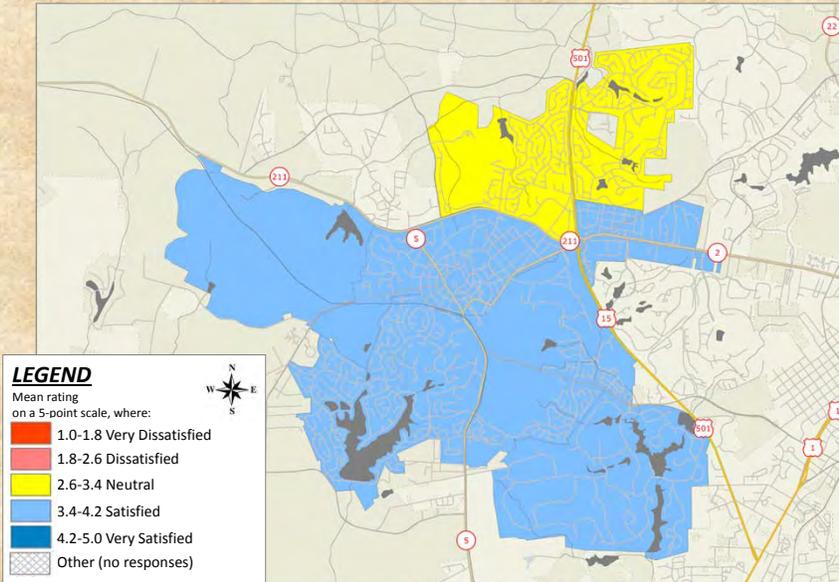
**Q11b. Library programs provided**



# Village of Pinehurst 2015 Resident Survey: Findings Report



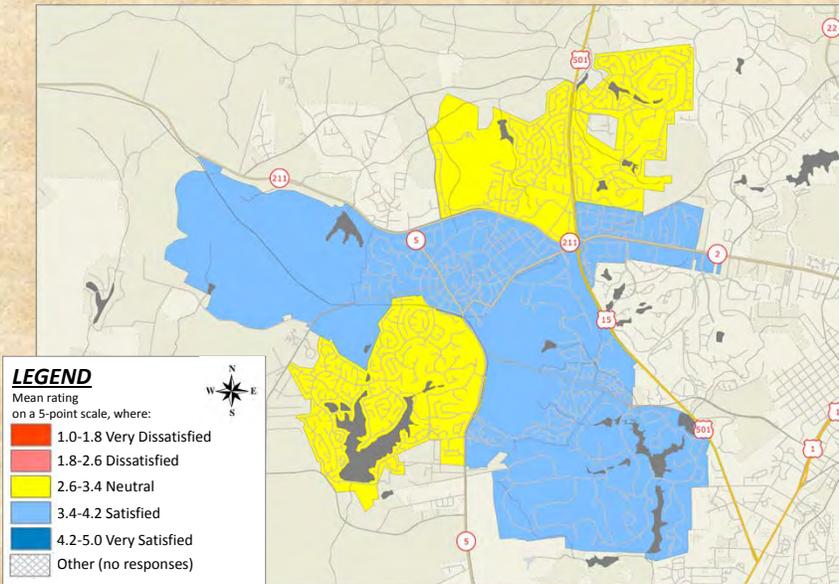
**Q12a. Enforcing the cleanup of litter and debris on private property**



**2015 Village of Pinehurst Community Survey**

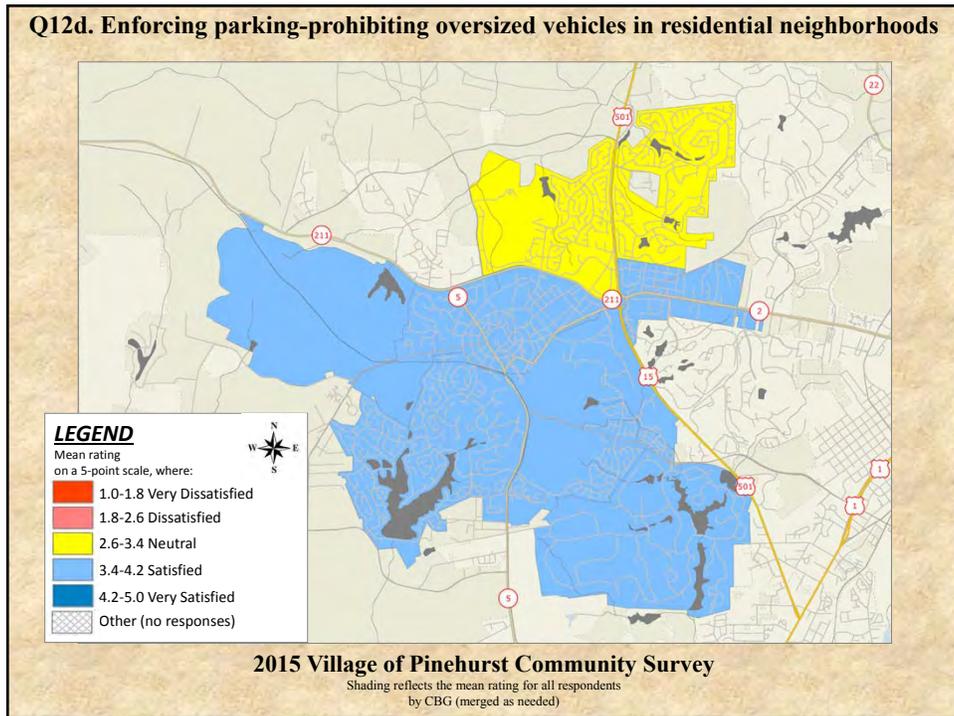
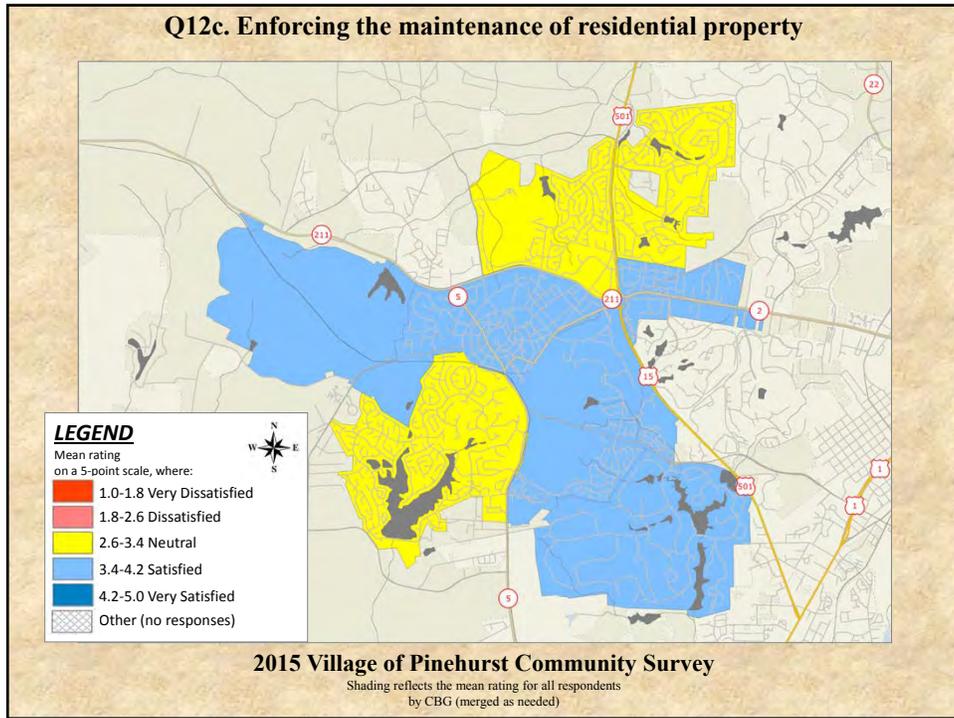
Shading reflects the mean rating for all respondents by CBG (merged as needed)

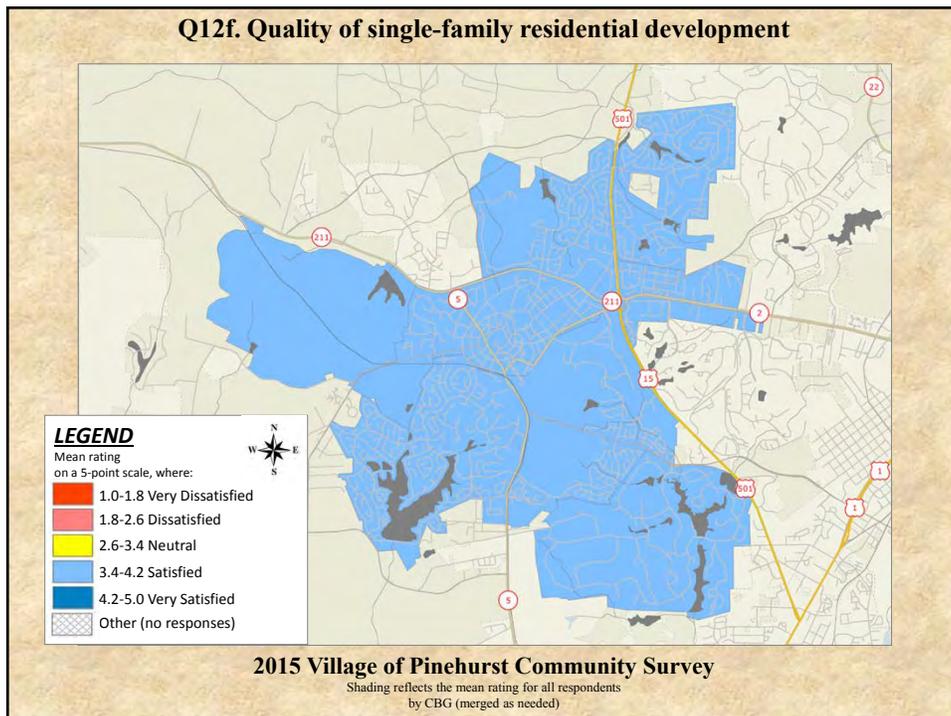
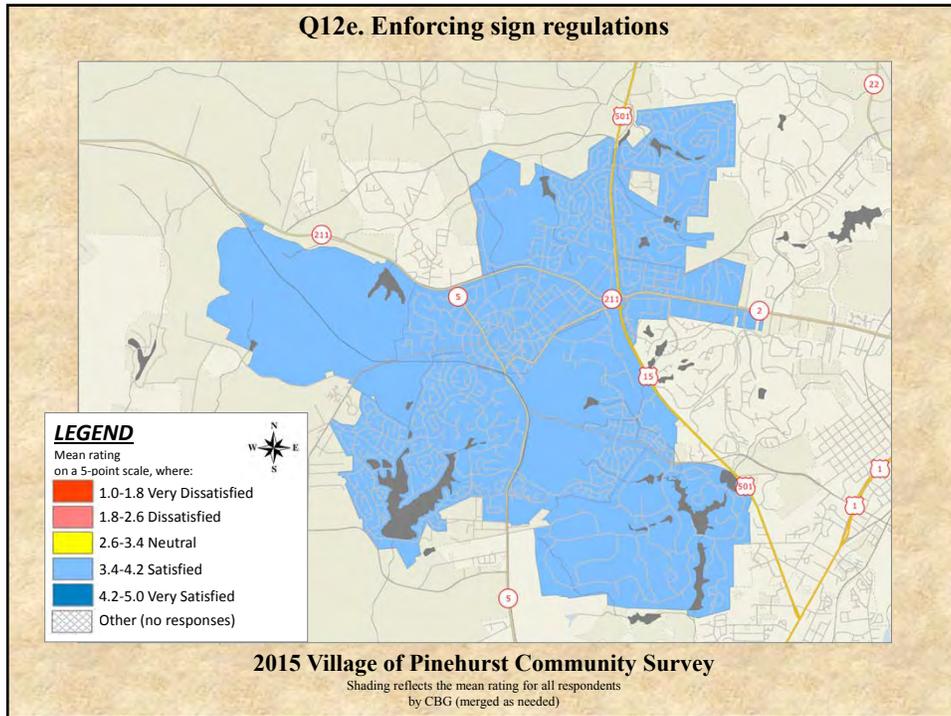
**Q12b. Enforcing mowing/cutting of weeds/grass on private property**

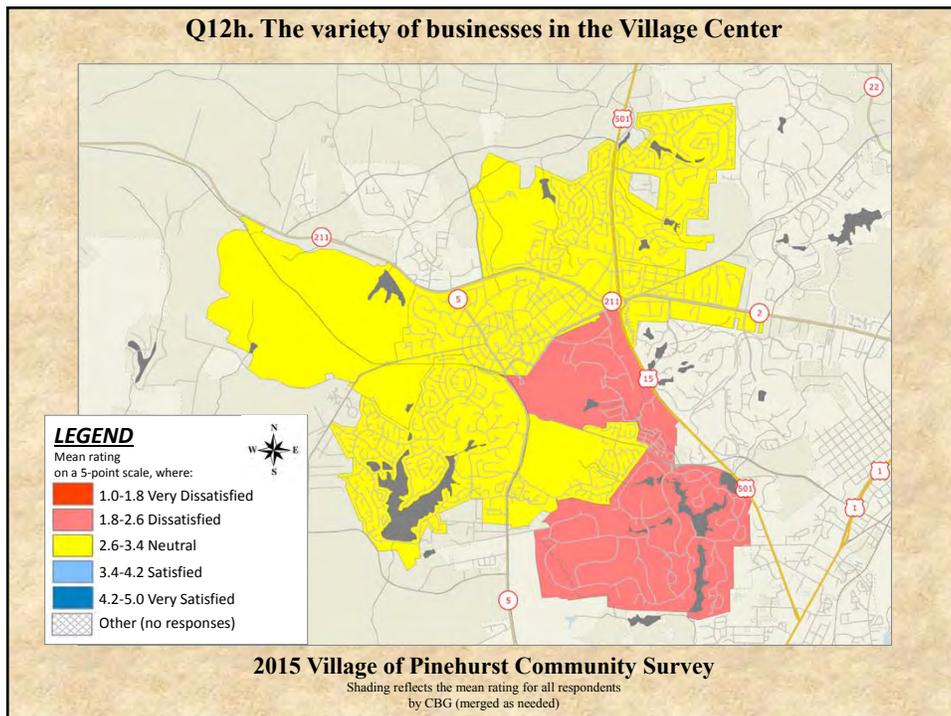
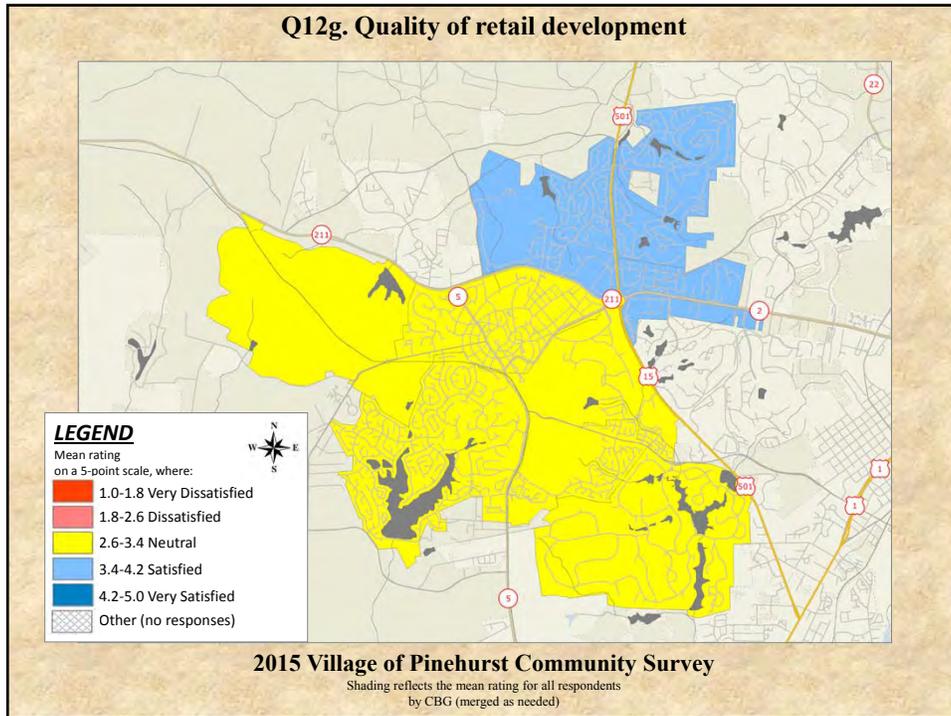


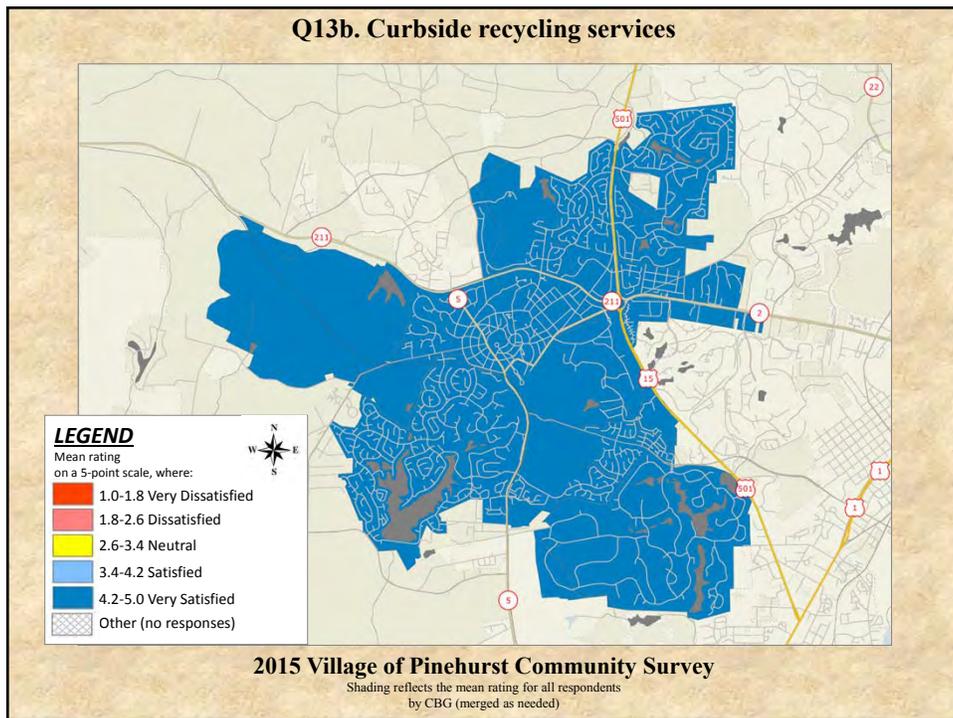
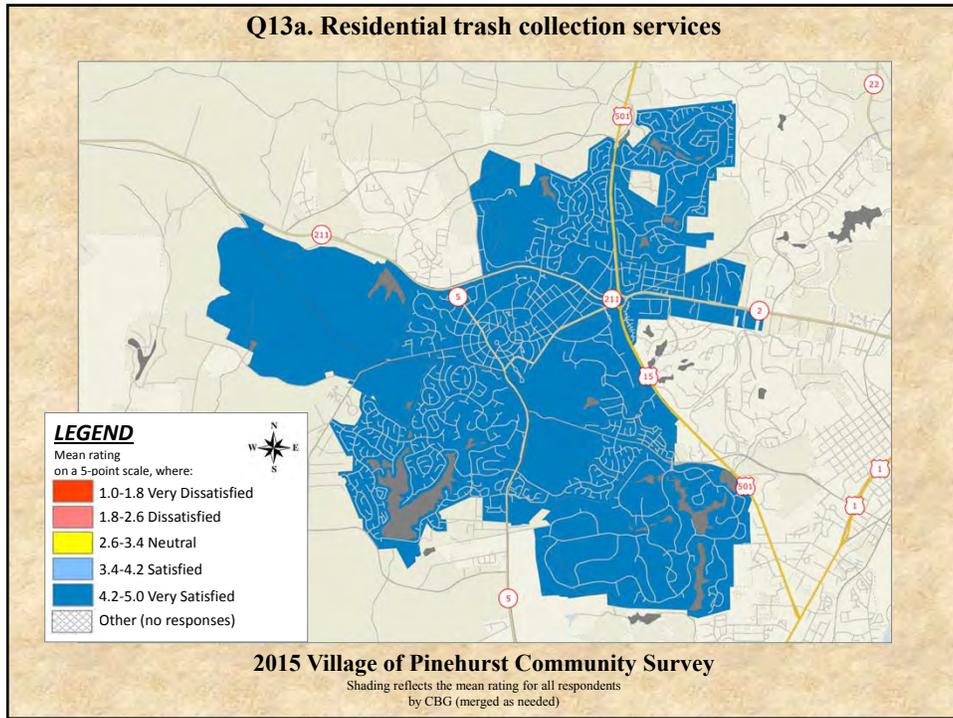
**2015 Village of Pinehurst Community Survey**

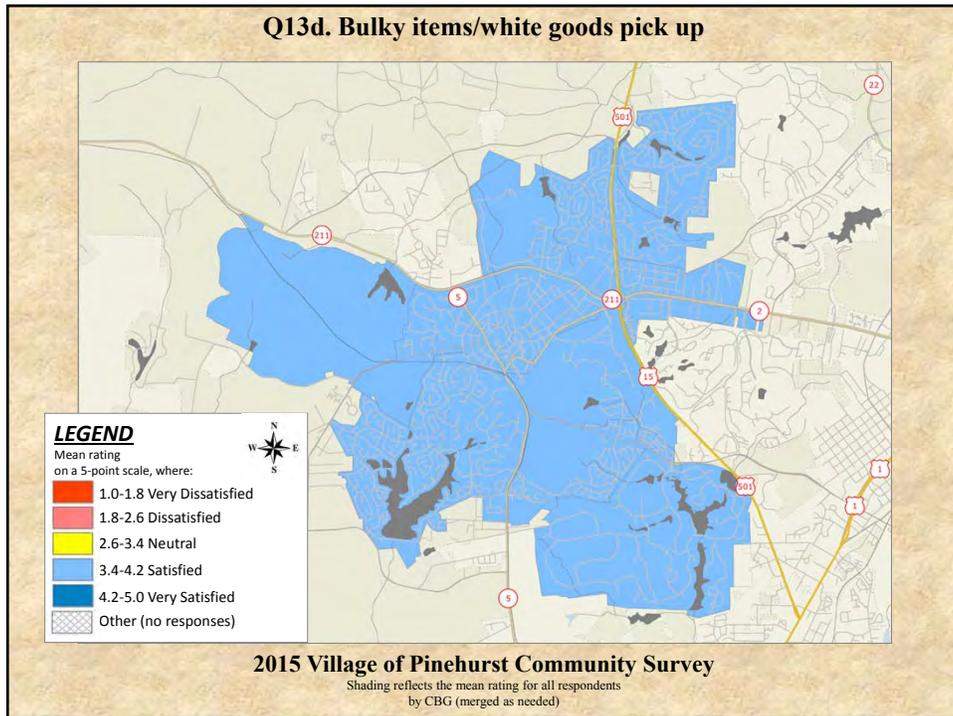
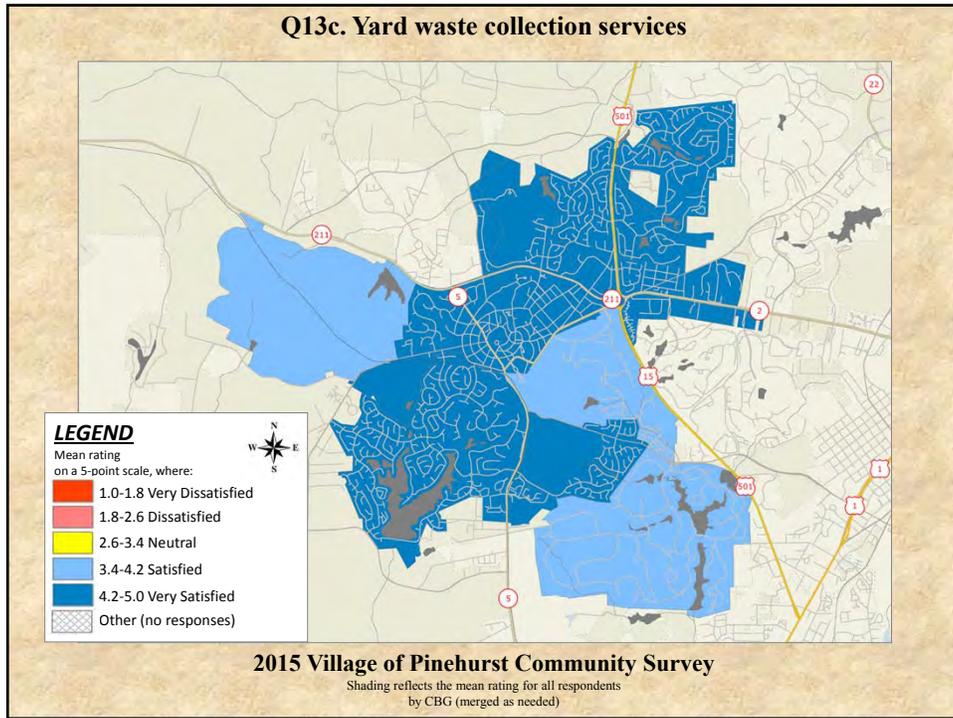
Shading reflects the mean rating for all respondents by CBG (merged as needed)

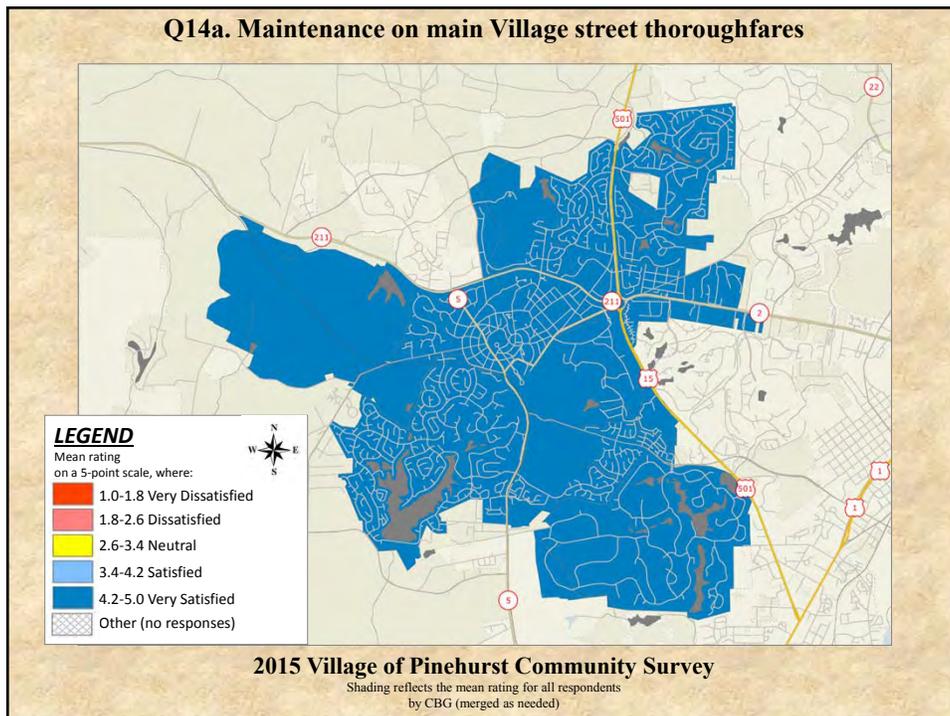
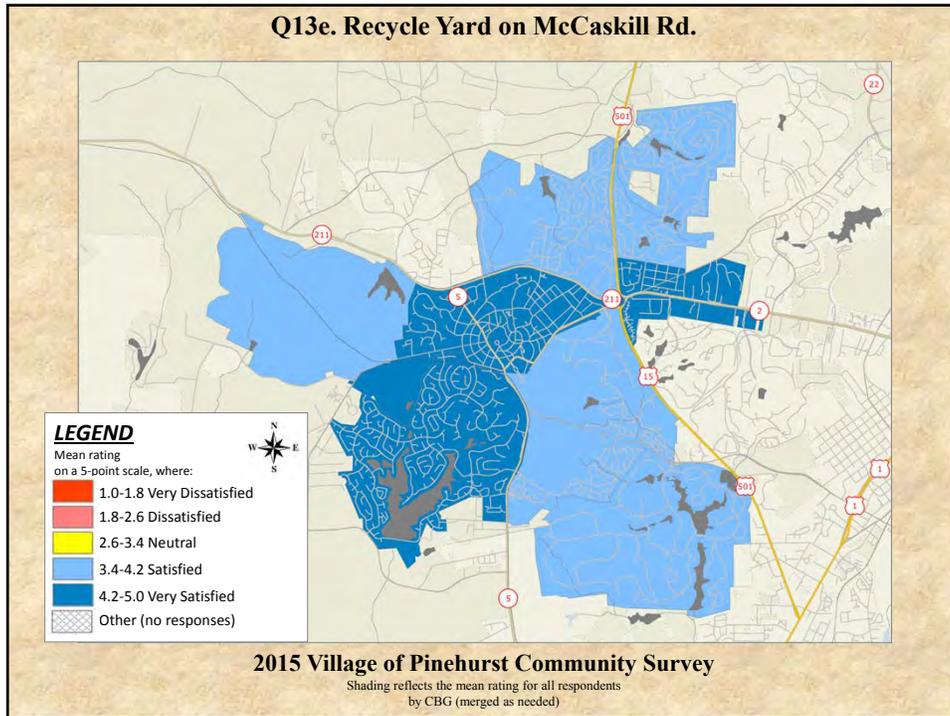




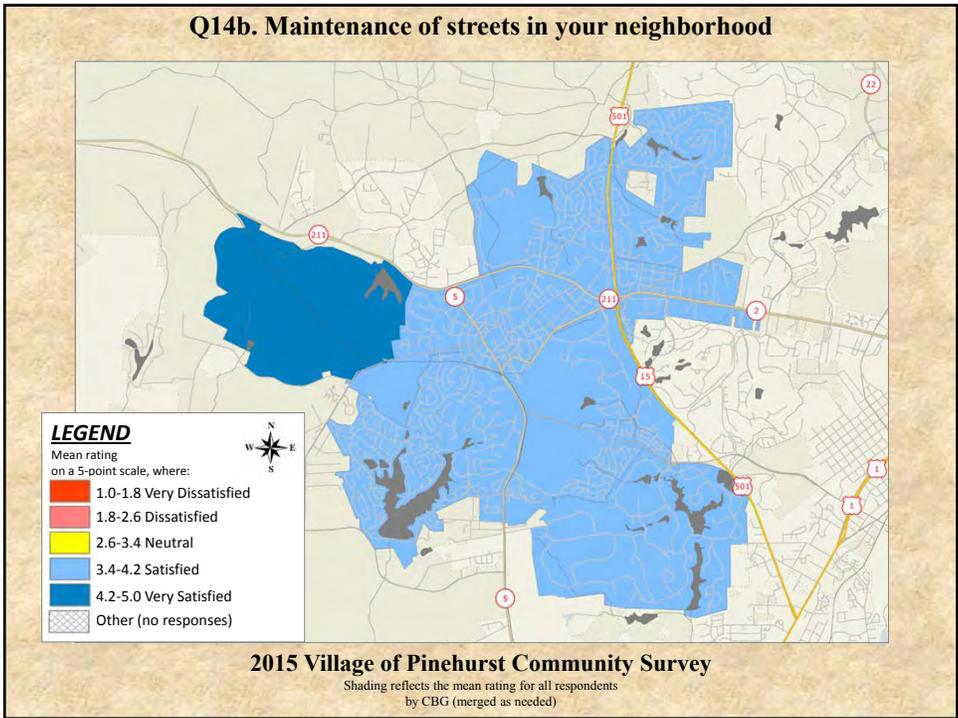




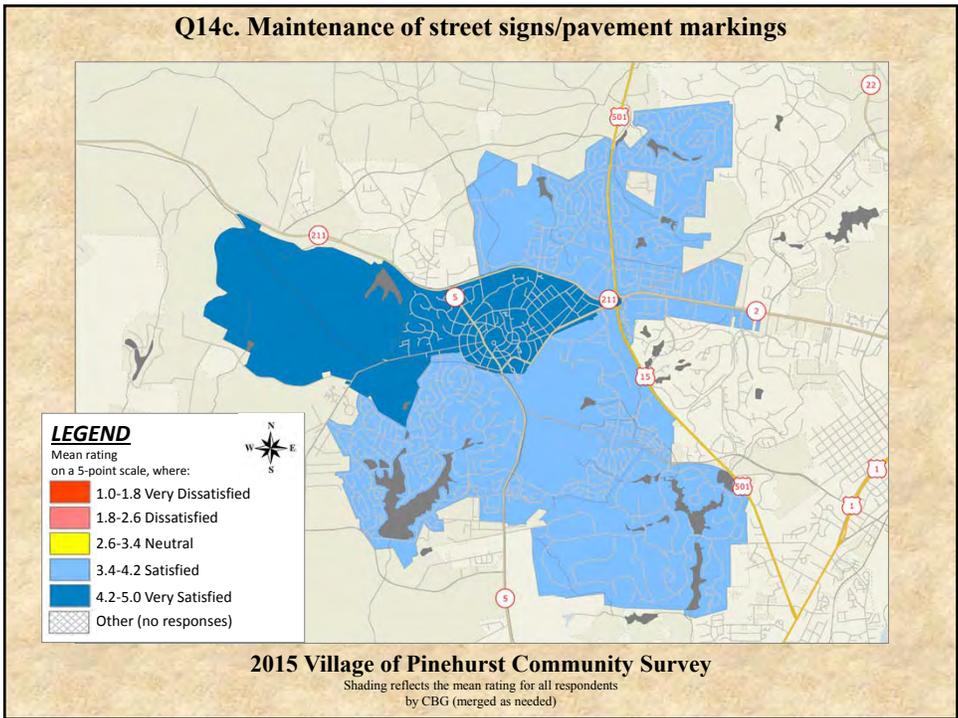




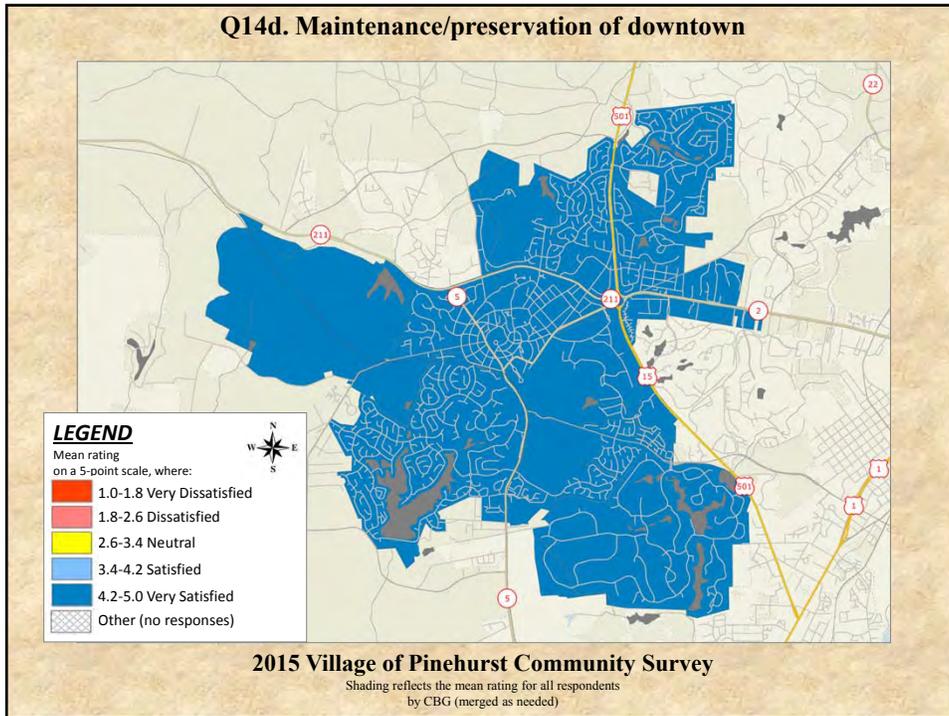
**Q14b. Maintenance of streets in your neighborhood**



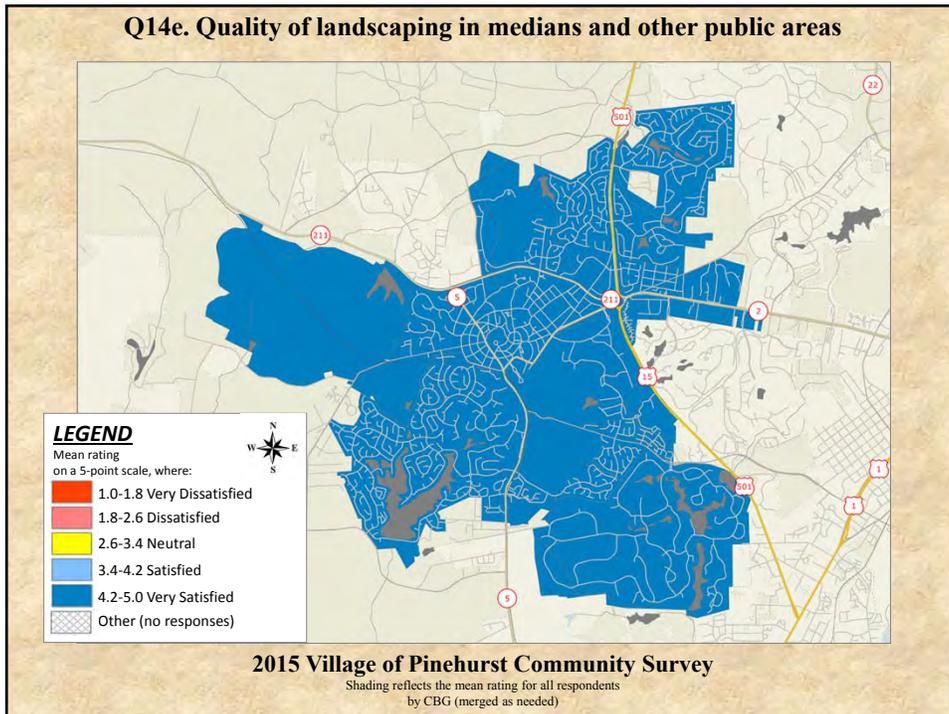
**Q14c. Maintenance of street signs/pavement markings**



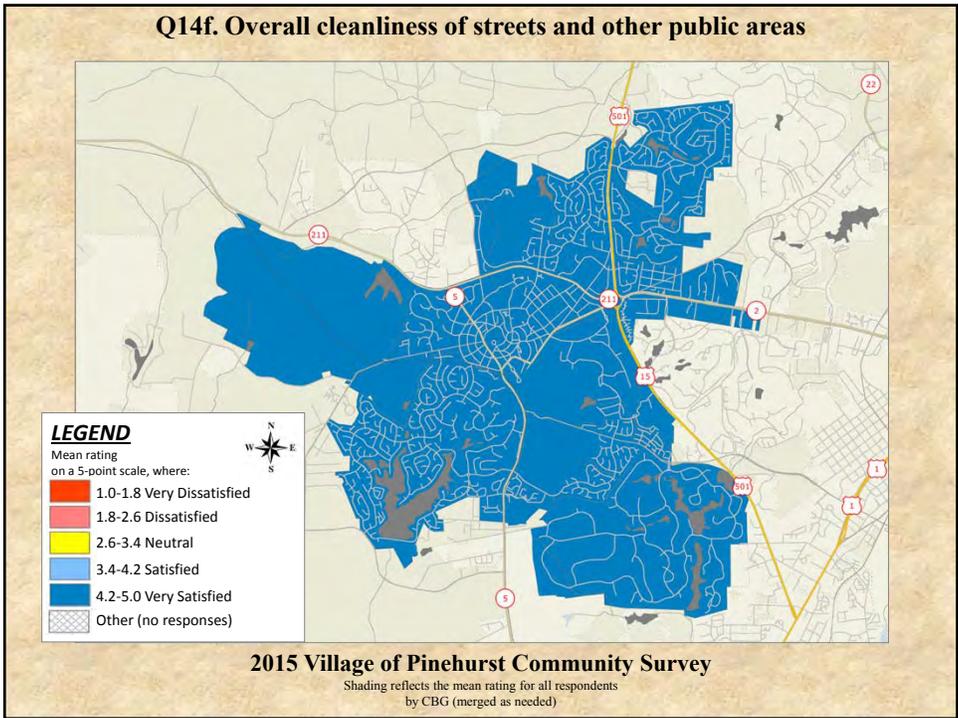
**Q14d. Maintenance/preservation of downtown**



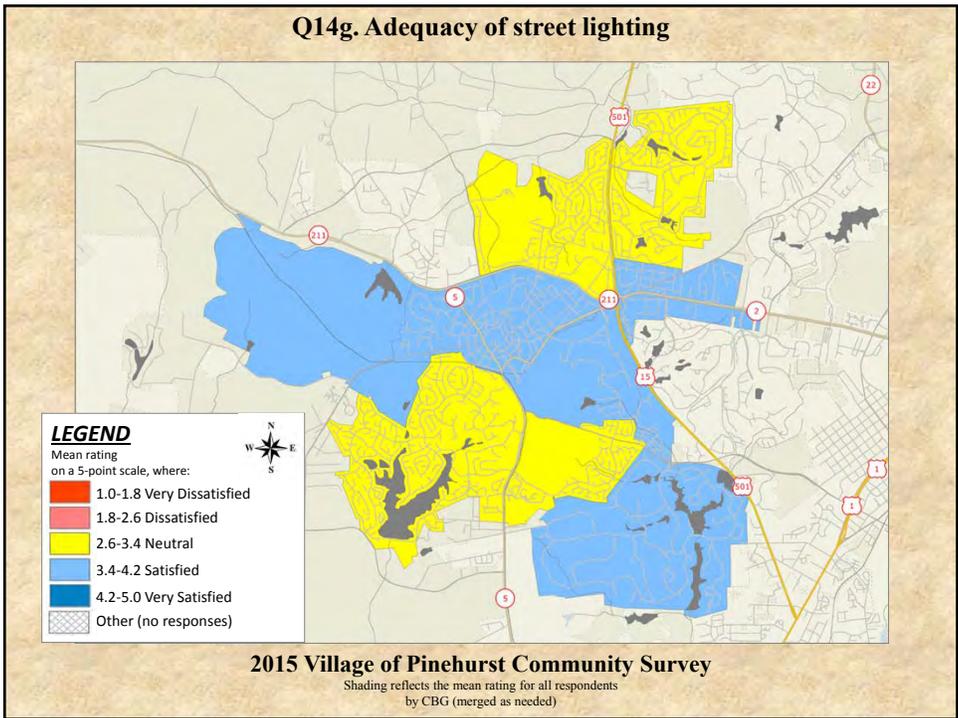
**Q14e. Quality of landscaping in medians and other public areas**

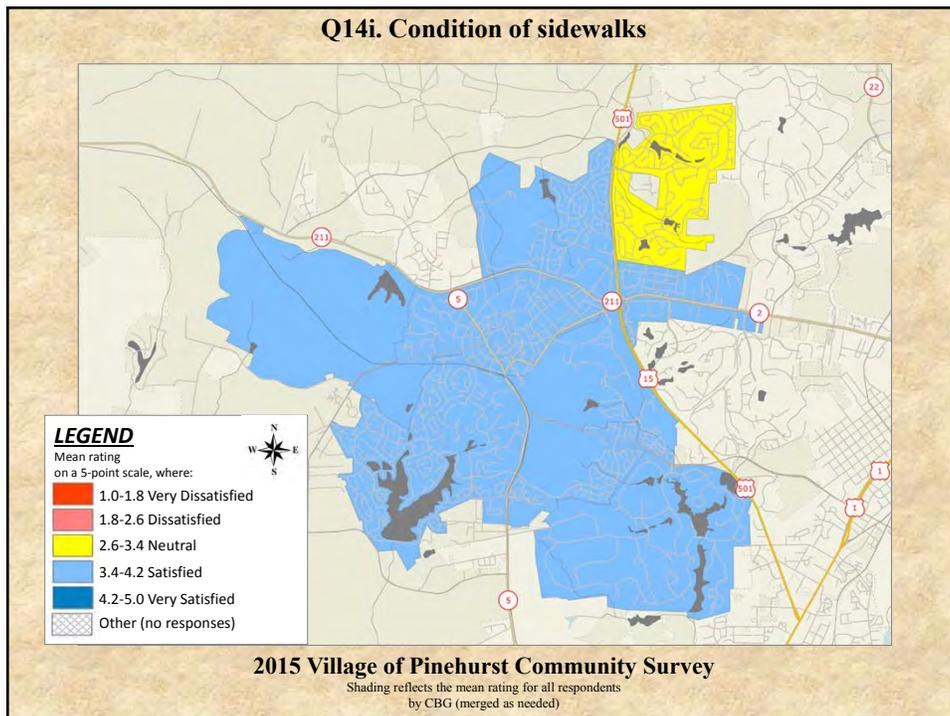
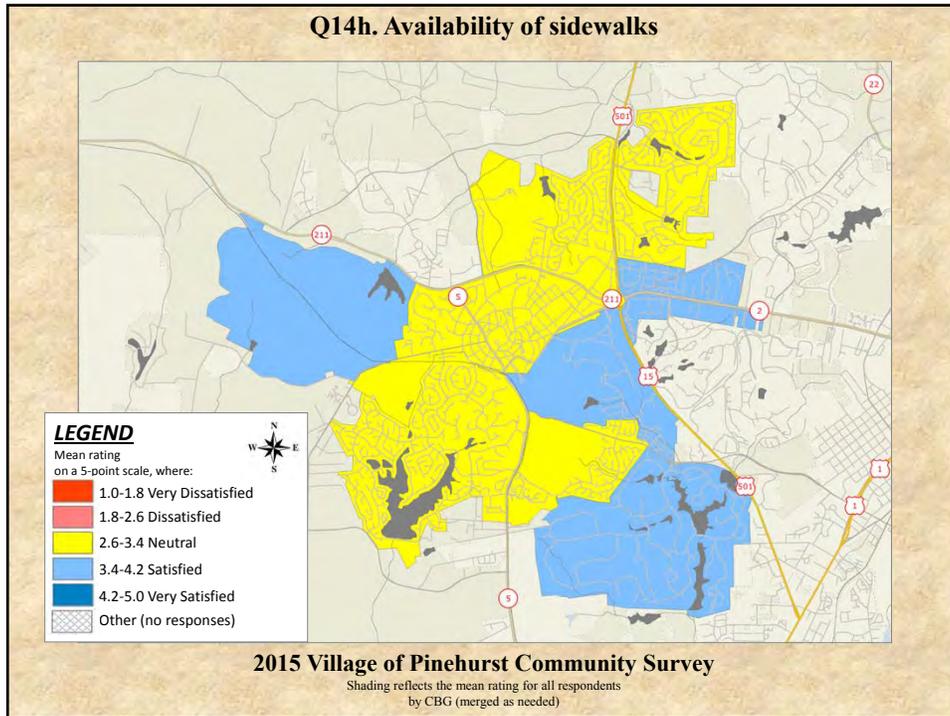


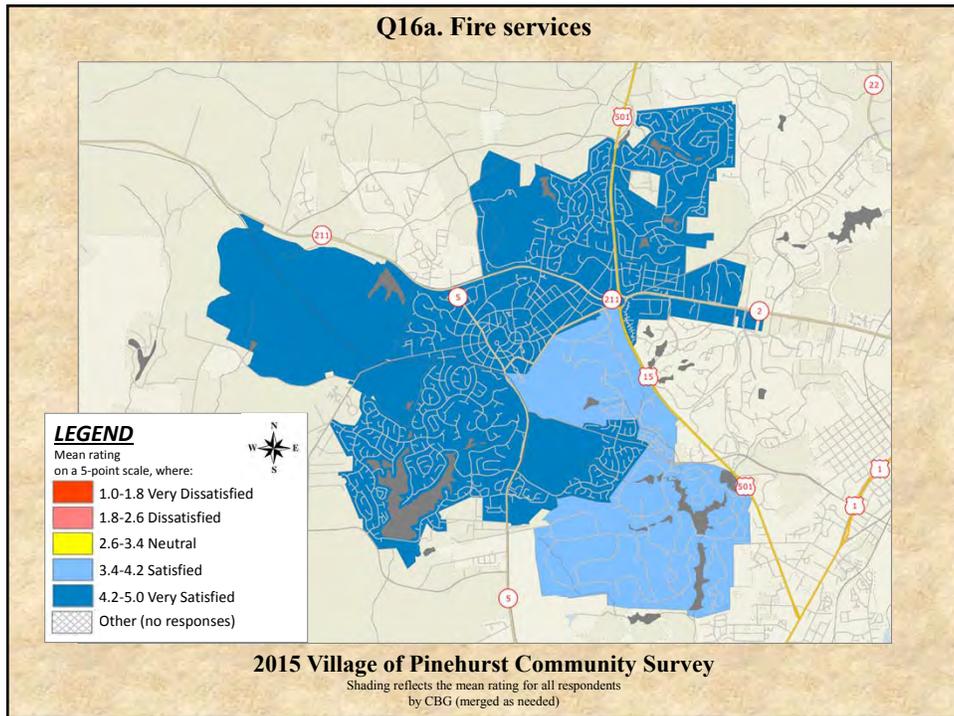
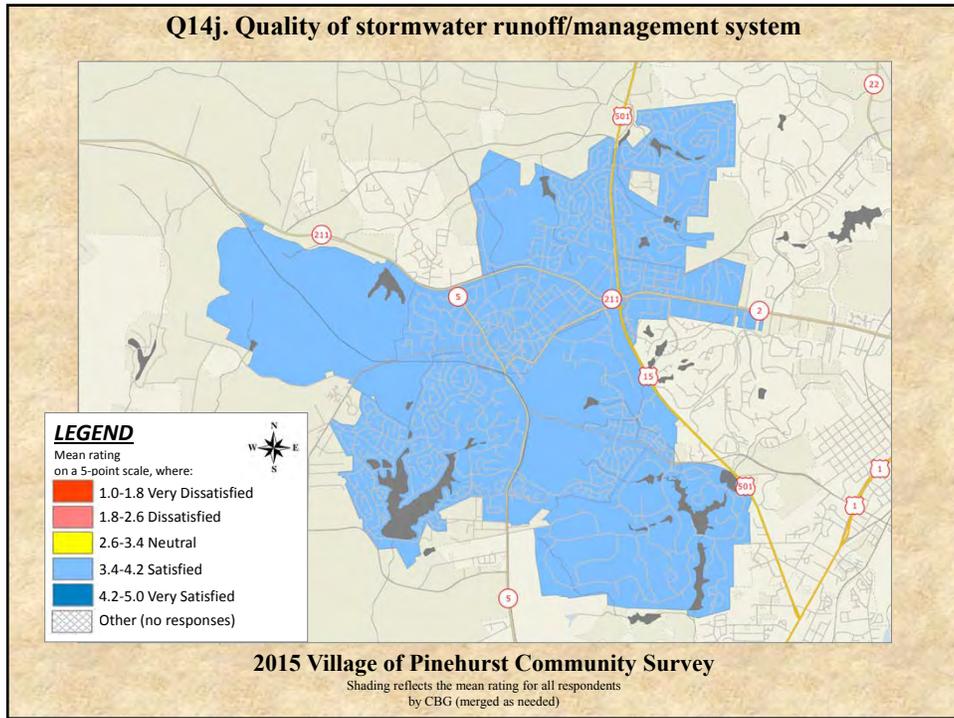
**Q14f. Overall cleanliness of streets and other public areas**

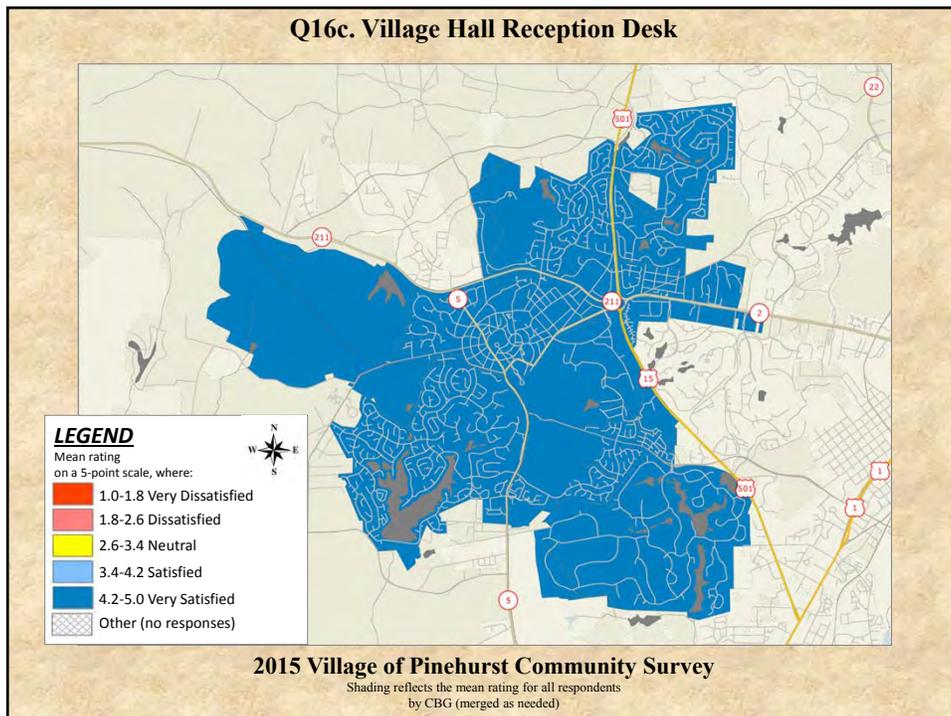
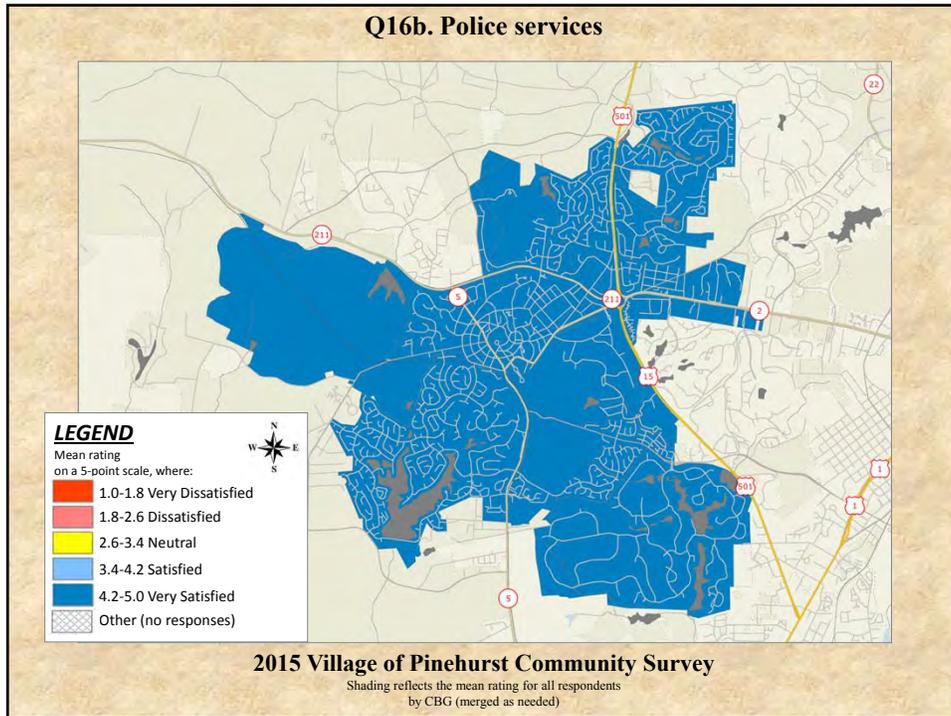


**Q14g. Adequacy of street lighting**

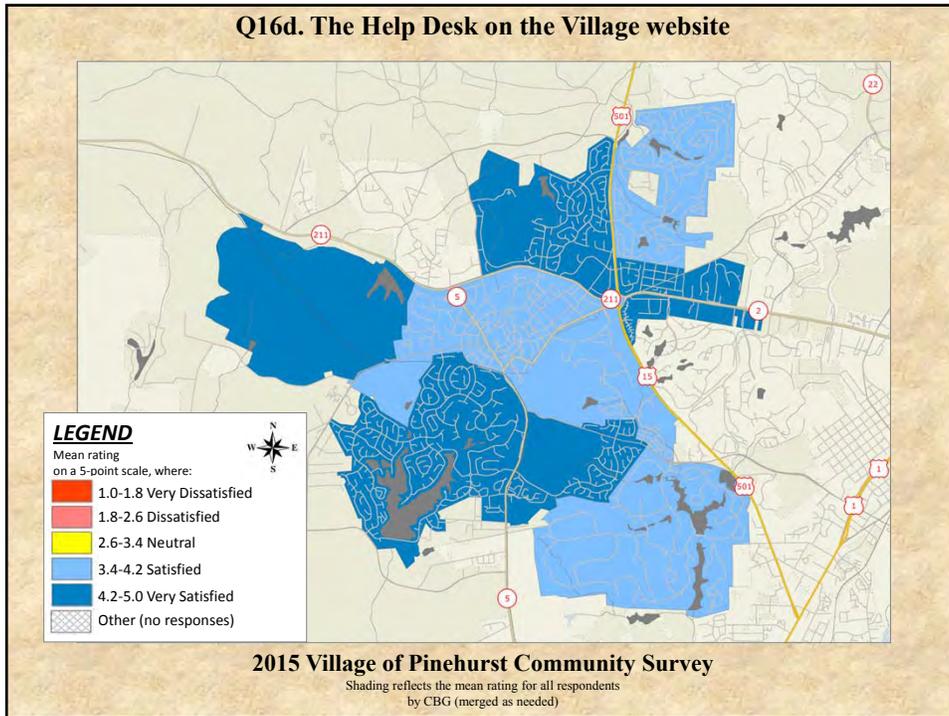




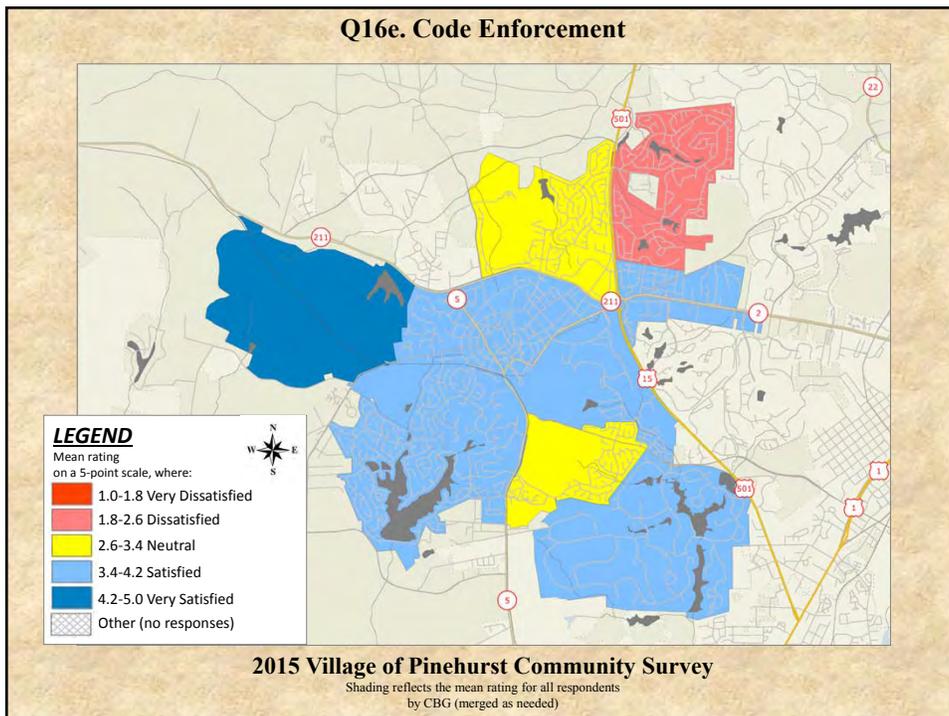


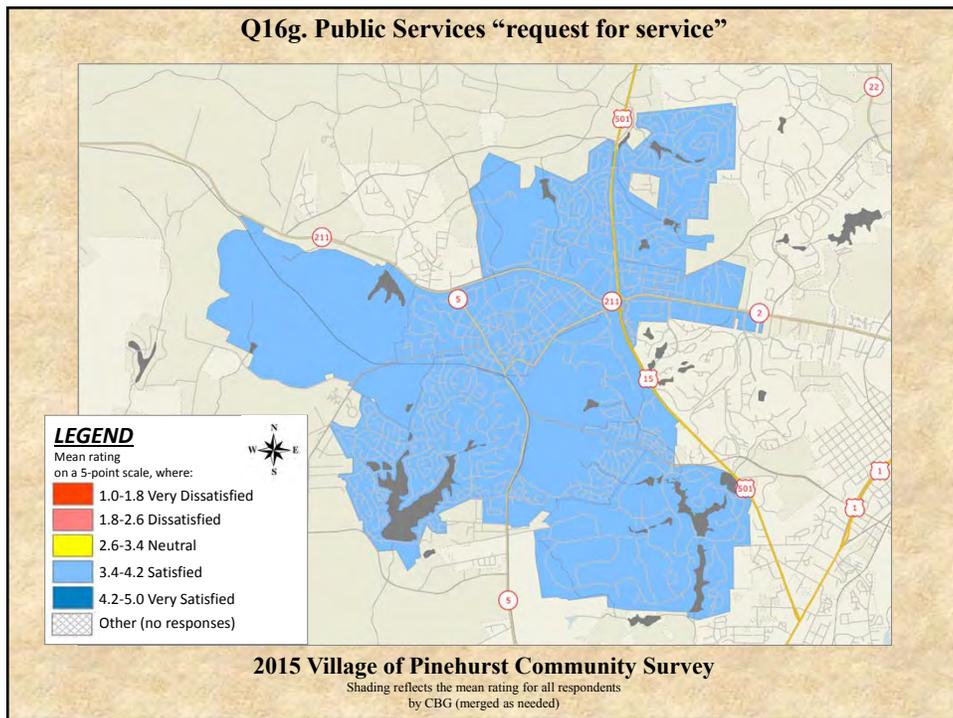
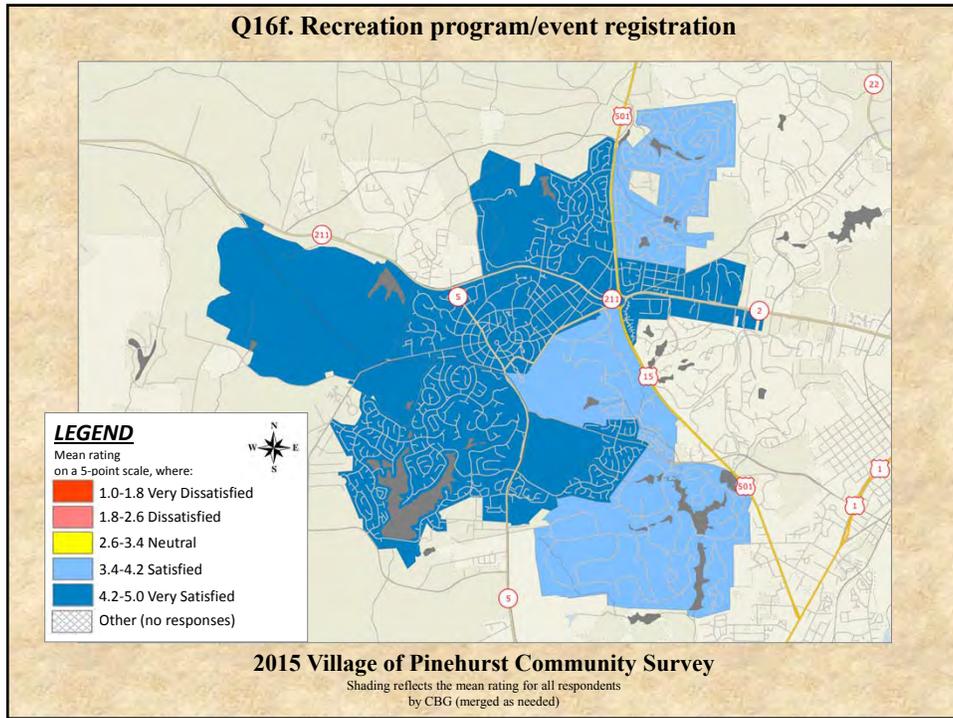


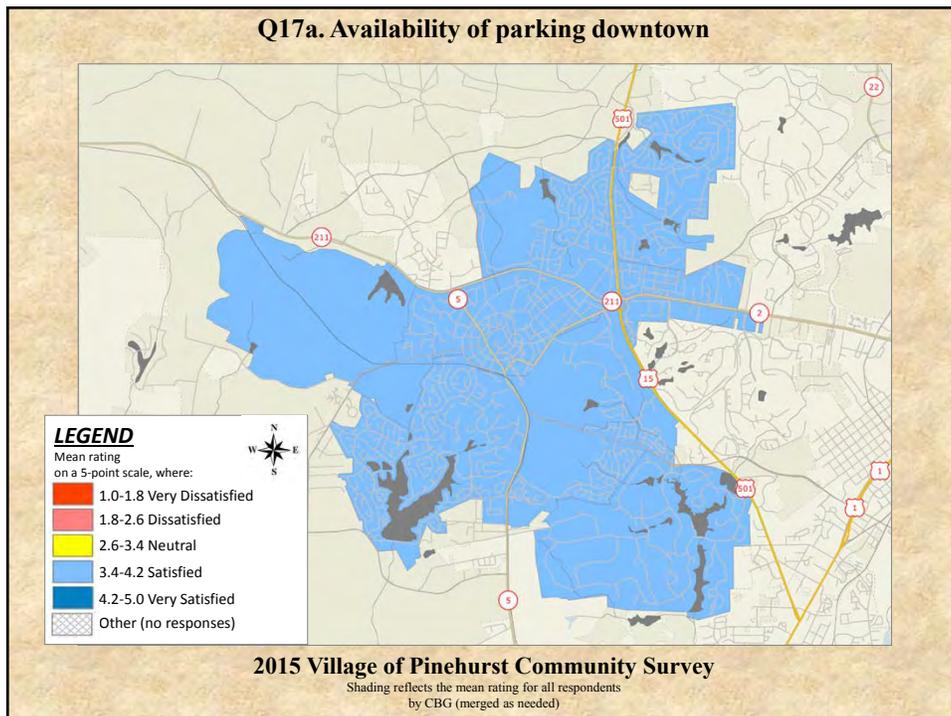
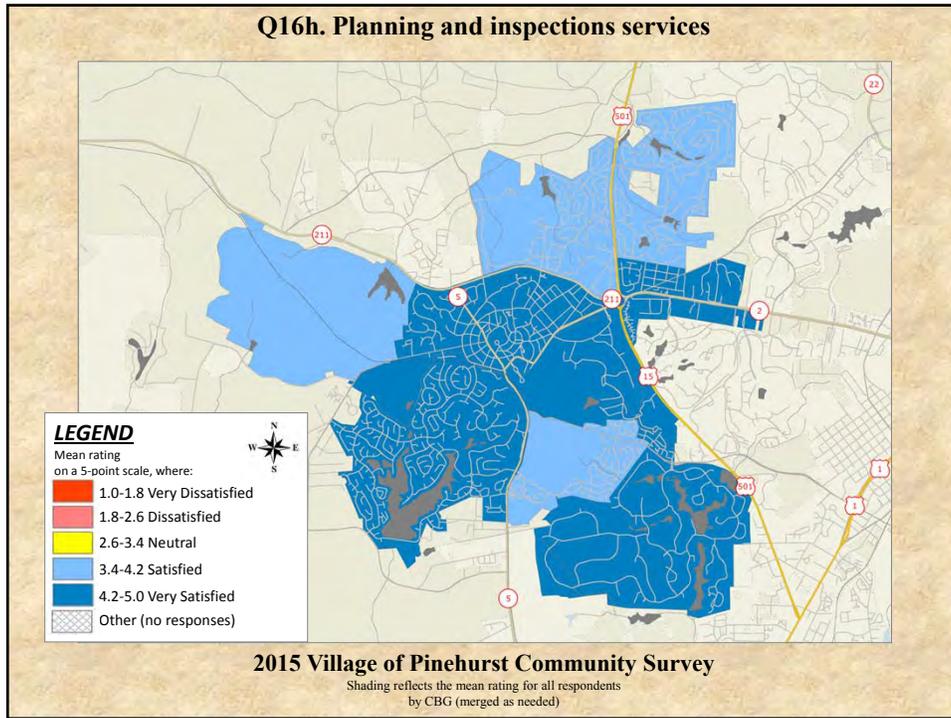
**Q16d. The Help Desk on the Village website**

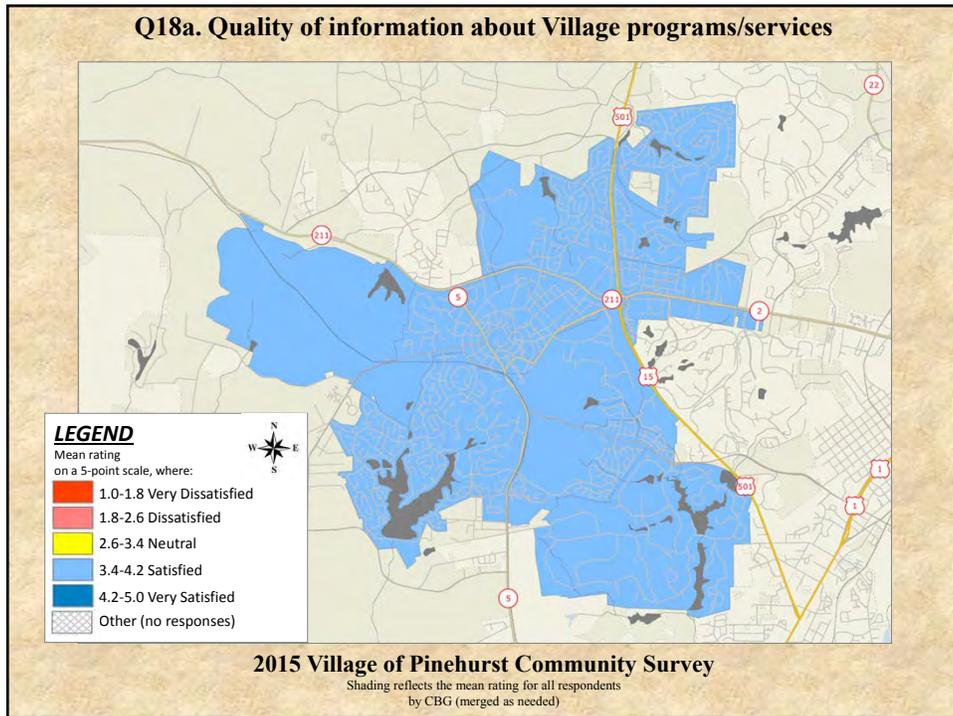
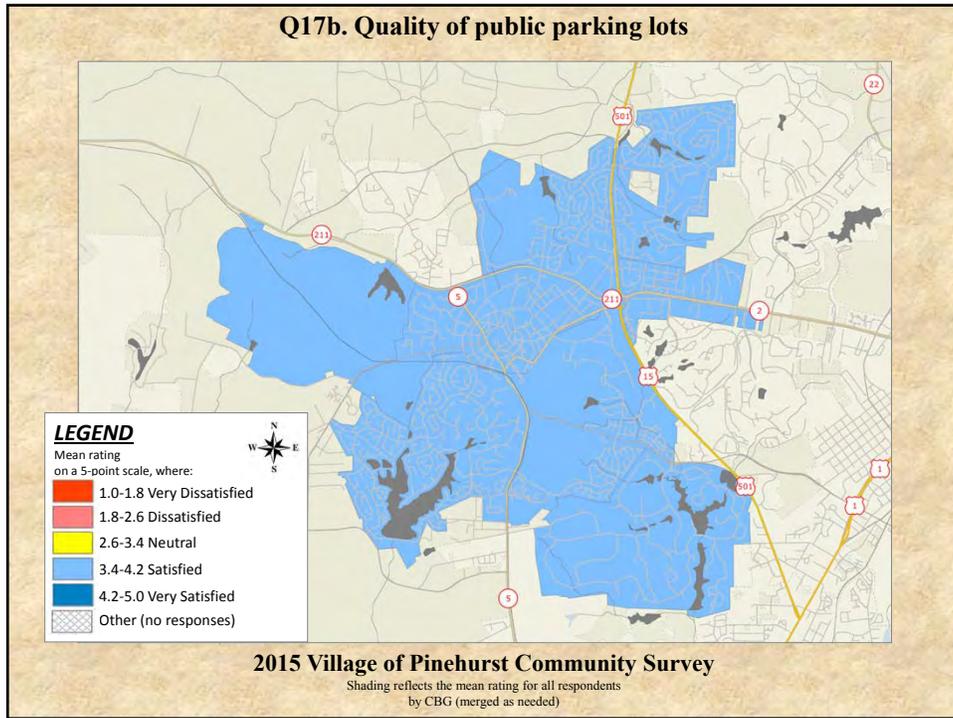


**Q16e. Code Enforcement**

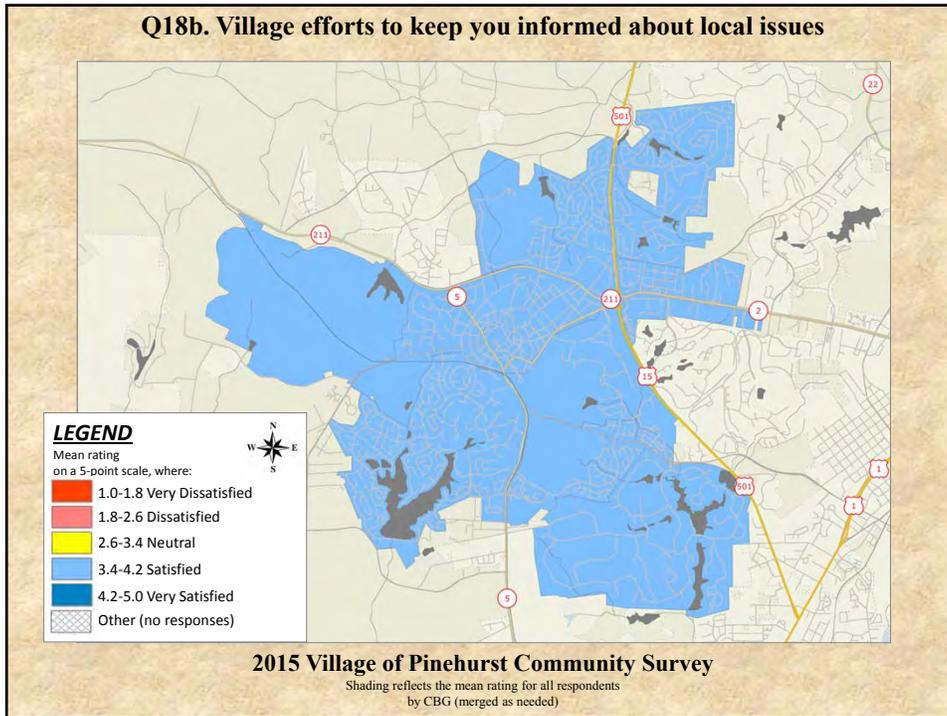




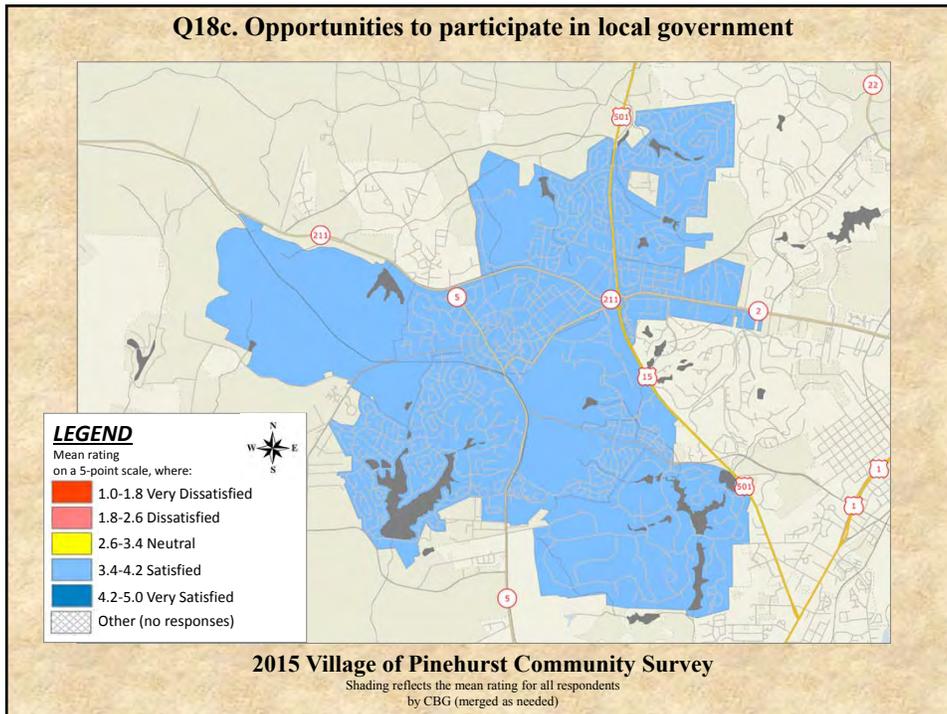


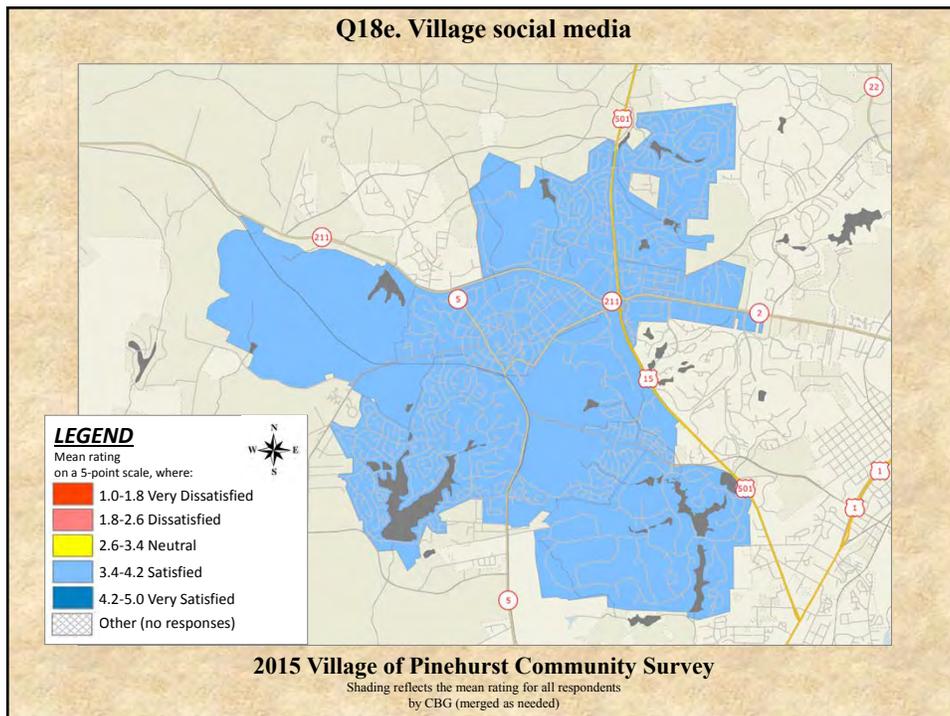
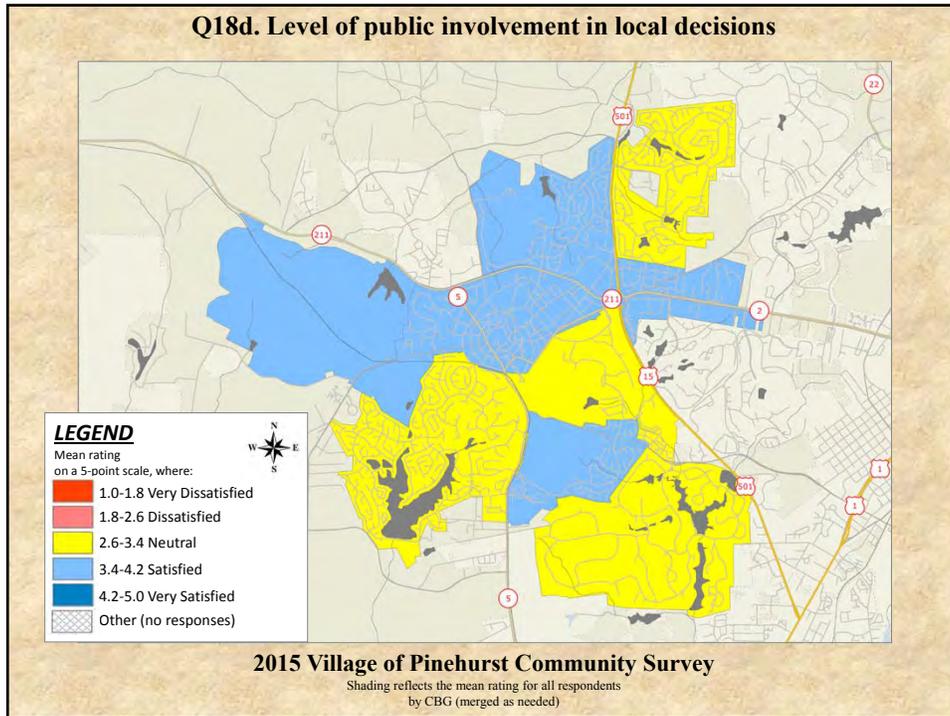


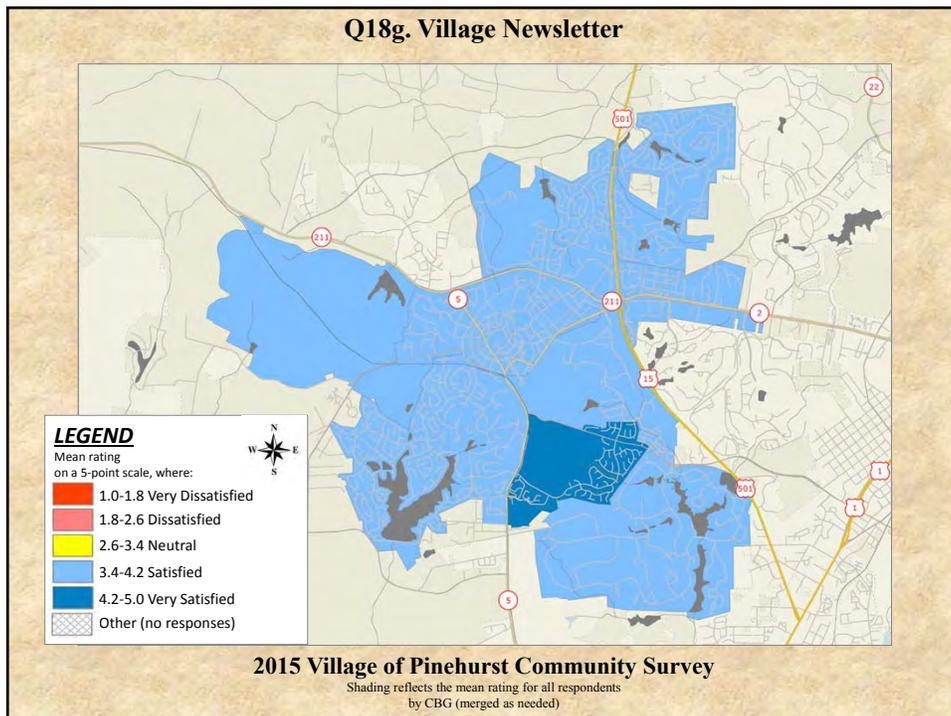
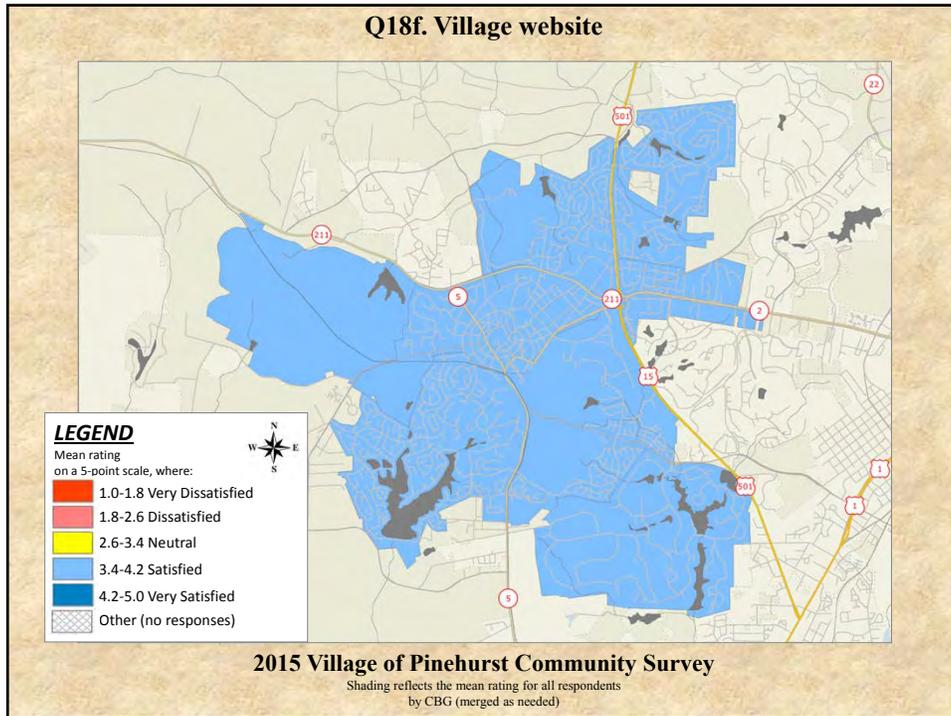
**Q18b. Village efforts to keep you informed about local issues**

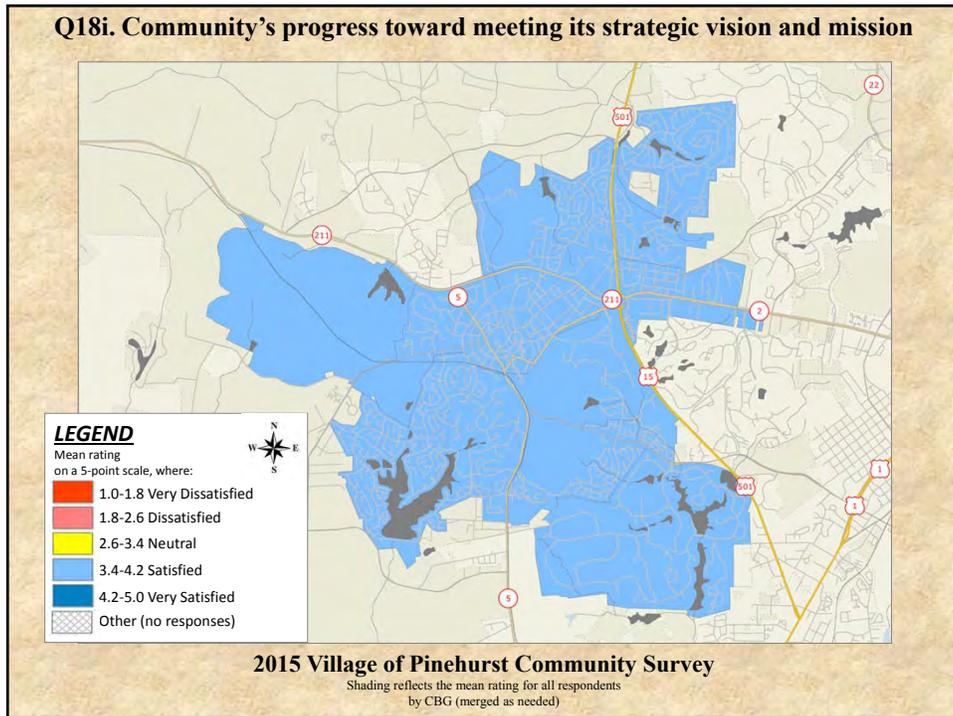
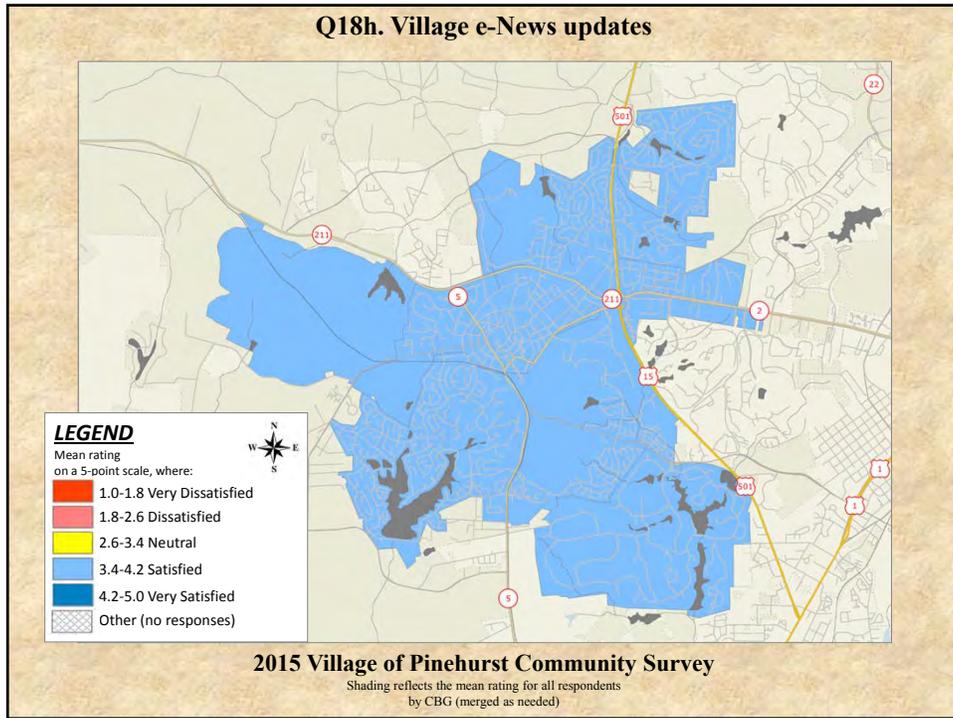


**Q18c. Opportunities to participate in local government**

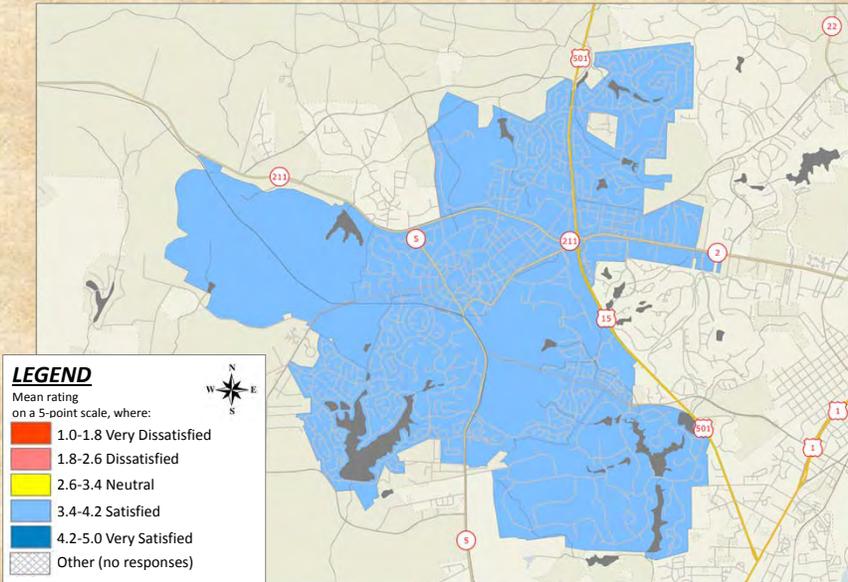








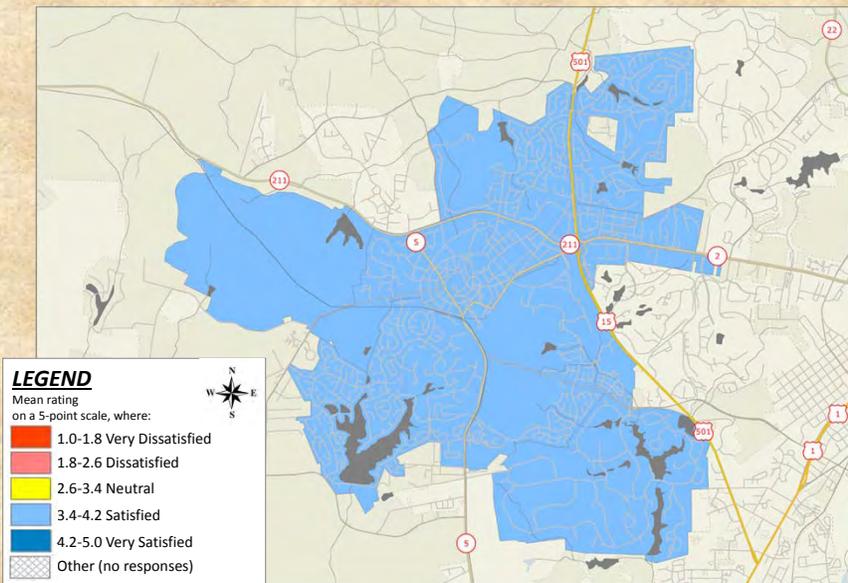
**Q24a. Overall quality of leadership provided by the Village's elected officials**



**2015 Village of Pinehurst Community Survey**

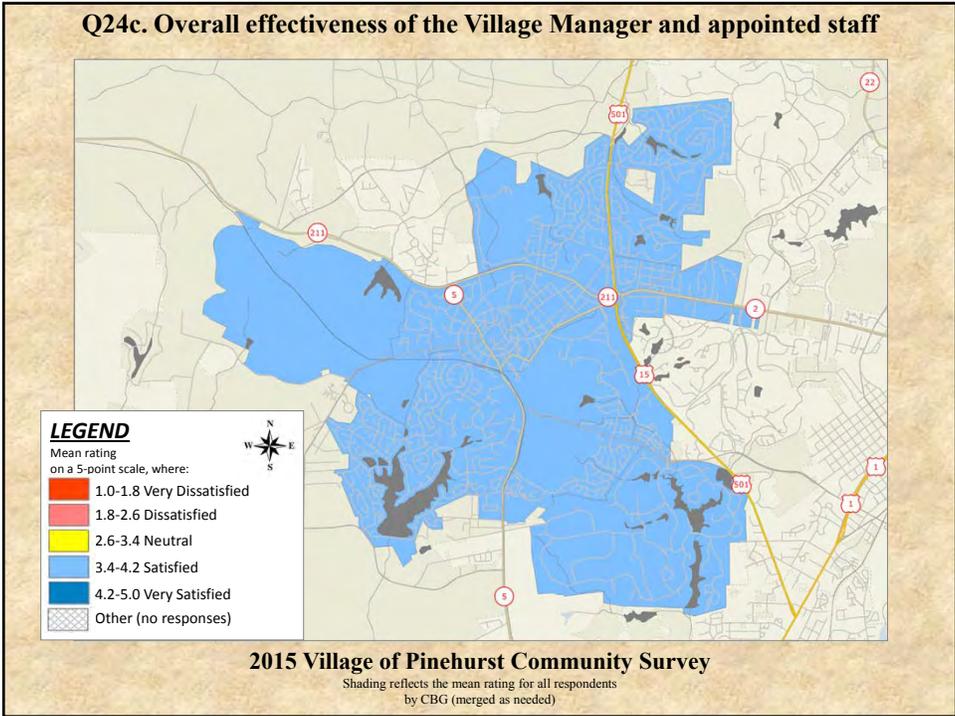
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q24b. Overall effectiveness of appointed boards and commissions**



**2015 Village of Pinehurst Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



*Section 3:*  
***Benchmarking Comparisons***

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# Benchmarking Summary Report

## Pinehurst, North Carolina

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### 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 230 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 the summer of 2014 to a random sample of over 4,000 residents across the United States, (2) a regional survey that was administered to a random sample of nearly 400 residents in the Southeastern region of the United States during the summer of 2014, and (3) individual communities with a population of less than 150,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2012 and August 2015; the 54 communities included in these comparisons are listed below.

- Auburn, AL
- Baytown, TX
- Bensenville, IL
- Blue Springs, MO
- Bryan, TX
- Chapel Hill, NC
- Chickasha, OK
- Clayton, MO
- Coffeyville, KS
- Columbia, MO
- Coral Springs, FL
- Davenport, IA
- Dothan, AL
- Edgerton, KS
- Garden City, KS
- Gardner, KS
- Grandview, MO
- Hallandale Beach, FL
- Harrisonville, MO
- High Point, NC
- Hyattsville, MD
- Indian Trail, NC
- Johnston, IA
- Junction City, KS
- Knoxville, IA
- Lawrence, KS
- Lenexa, KS
- Merriam, KS
- Mission, KS
- Mountain Brook, AL
- Naperville, IL
- Narragansett, RI
- Newport Beach, CA
- North Kansas City, MO
- Olathe, KS
- Pflugerville, TX
- Platte City, MO
- Pueblo, CO
- Raymore, MO
- Rio Blanco, CO
- Riverside, MO
- Rolla, MO
- Round Rock, TX
- Saint Joseph, MO
- San Marcos, TX
- Shoreline, WA
- St. Joseph, MO
- Tamarac, FL
- Vestavia Hills, AL
- Village of Pinehurst, NC
- Wentzville, MO
- Westlake, TX
- Wilmington, NC
- Winchester, VA

## Interpreting the Charts

**National Benchmarks.** The first set of charts on the following pages show how the overall results for Pinehurst compare to the national average and southeast regional average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents across the U.S., and over 400 residents in the southeast region of the U.S.

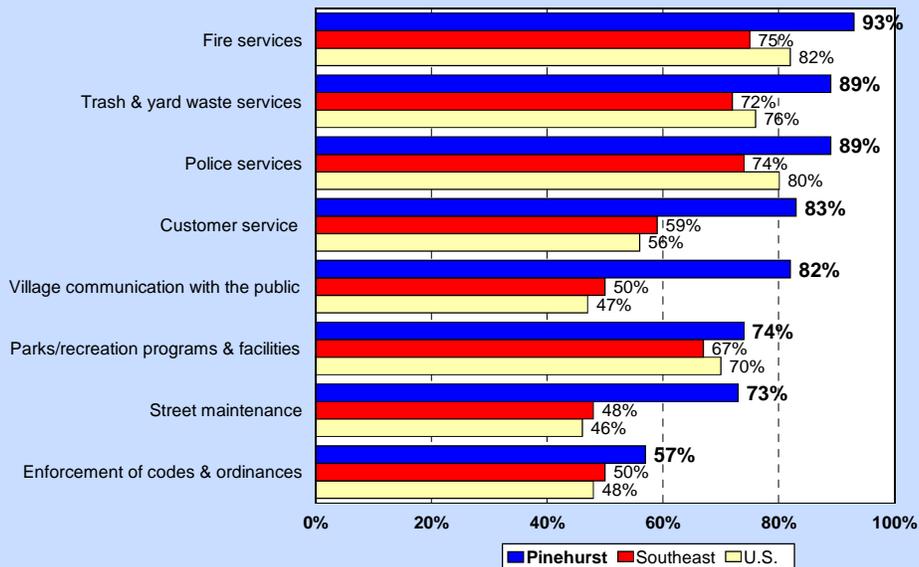
**Performance Ranges.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 54 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 54 communities. The actual ratings for Pinehurst are listed to the right of each chart. The dot on each bar shows how the results for Pinehurst compare to the other communities with a population of less than 150,000 where the DirectionFinder® survey has been administered since January 2012.

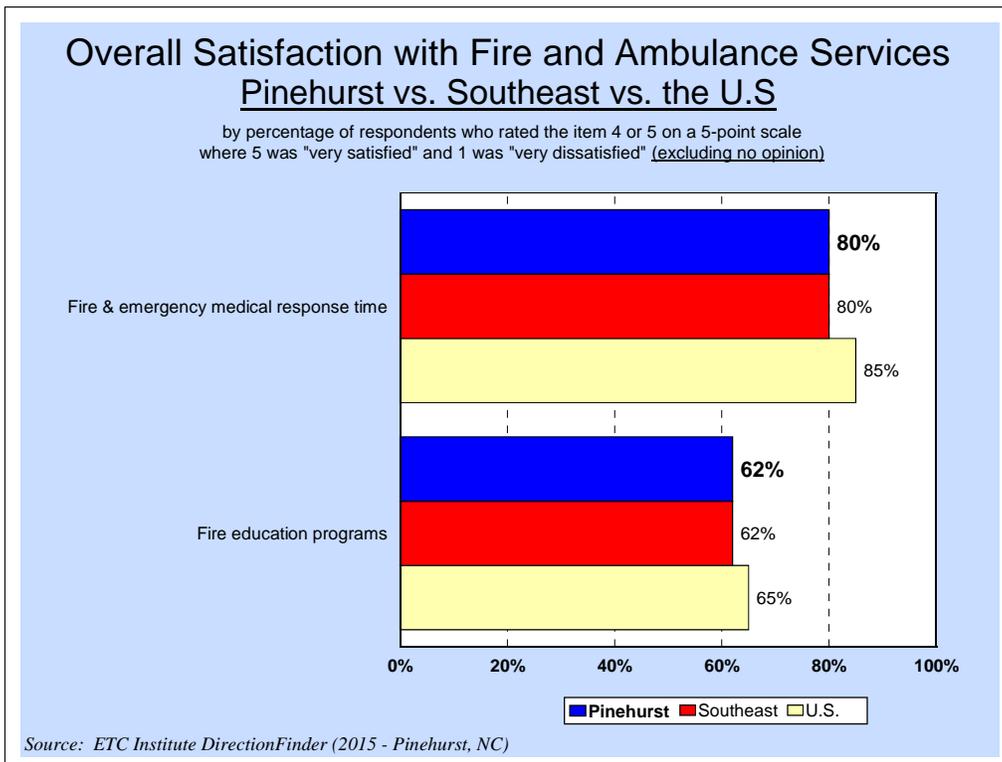
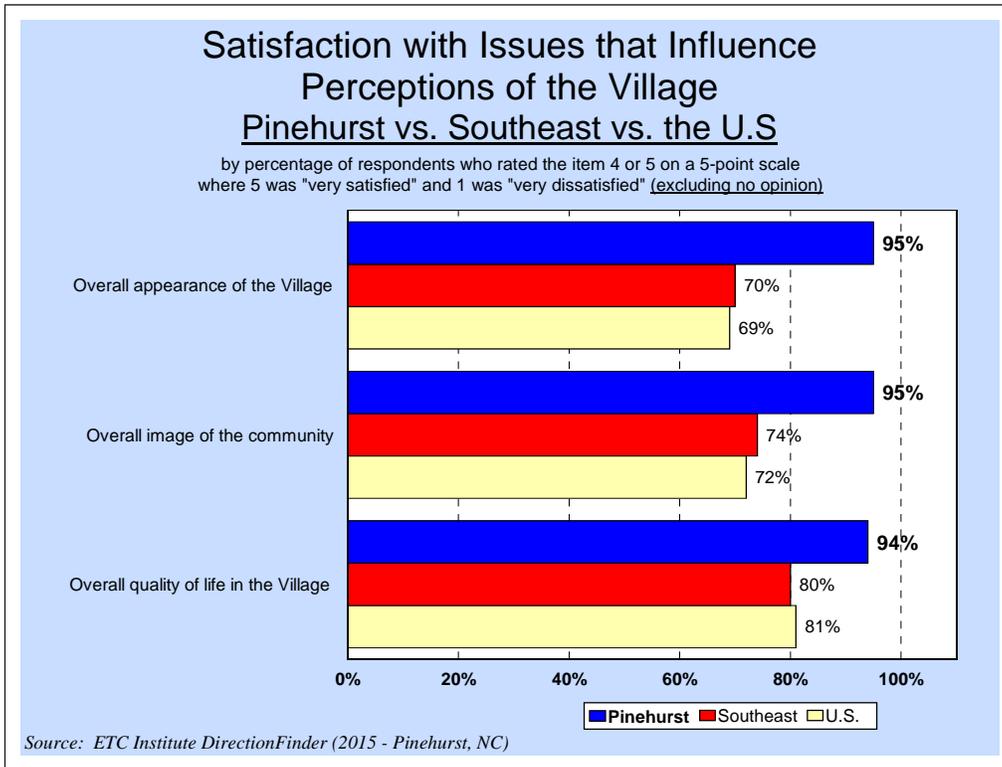
# National Benchmarks

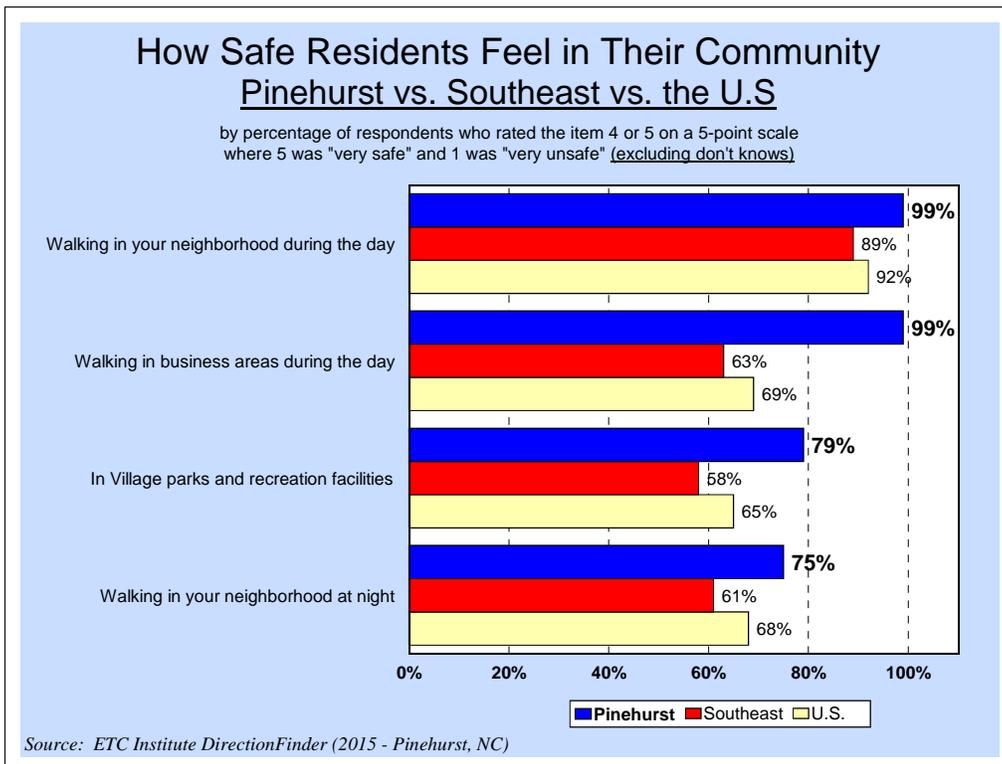
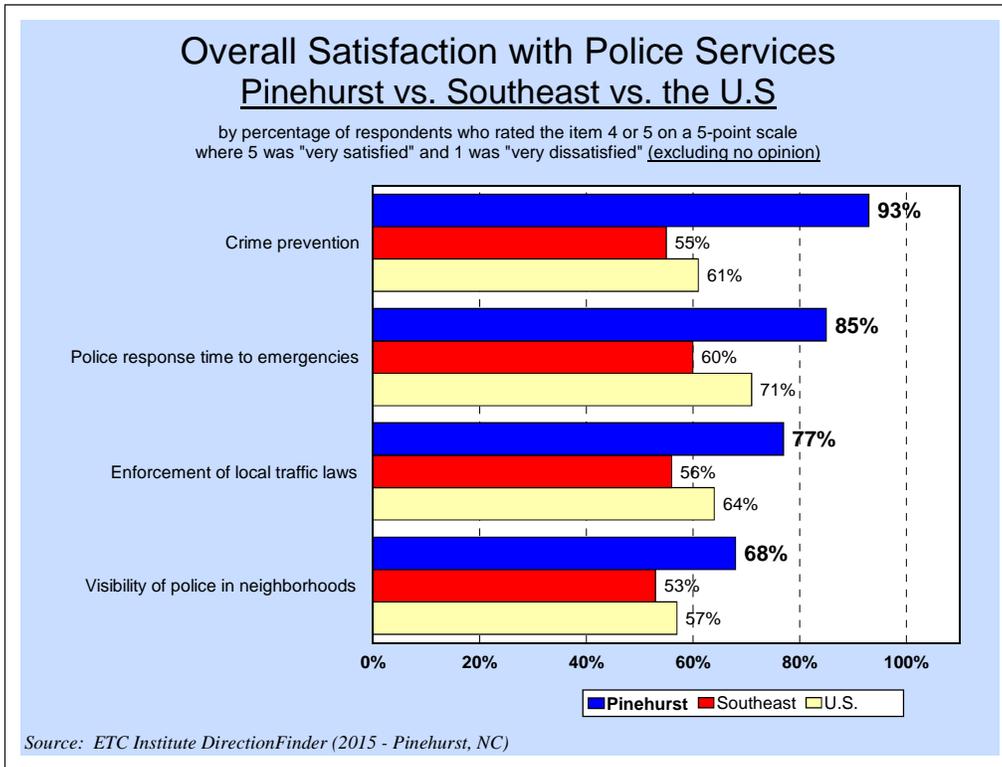
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Village of Pinehurst is not authorized without written consent from ETC Institute.**

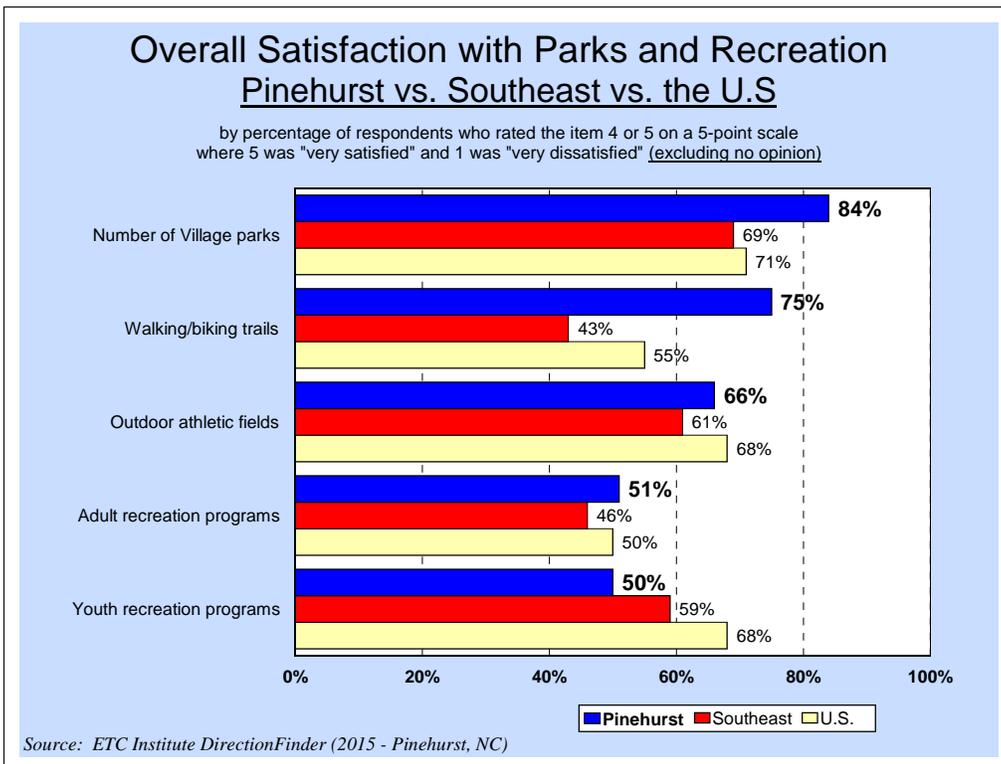
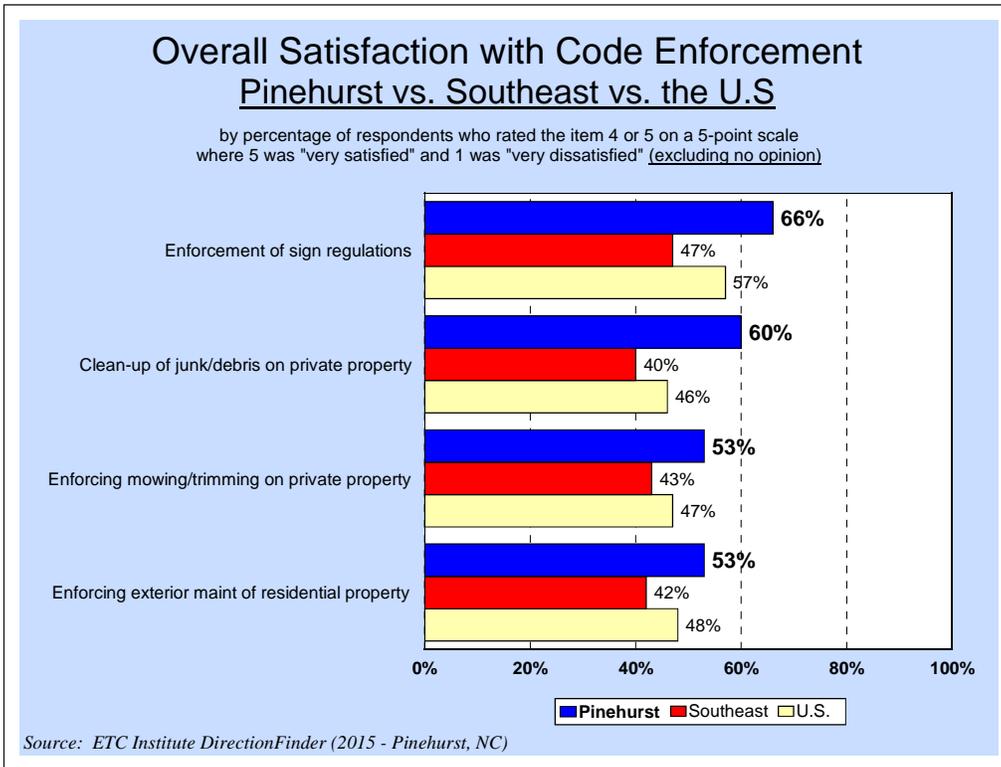
## Overall Satisfaction with Various Community Services Pinehurst vs. Southeast vs. the U.S.

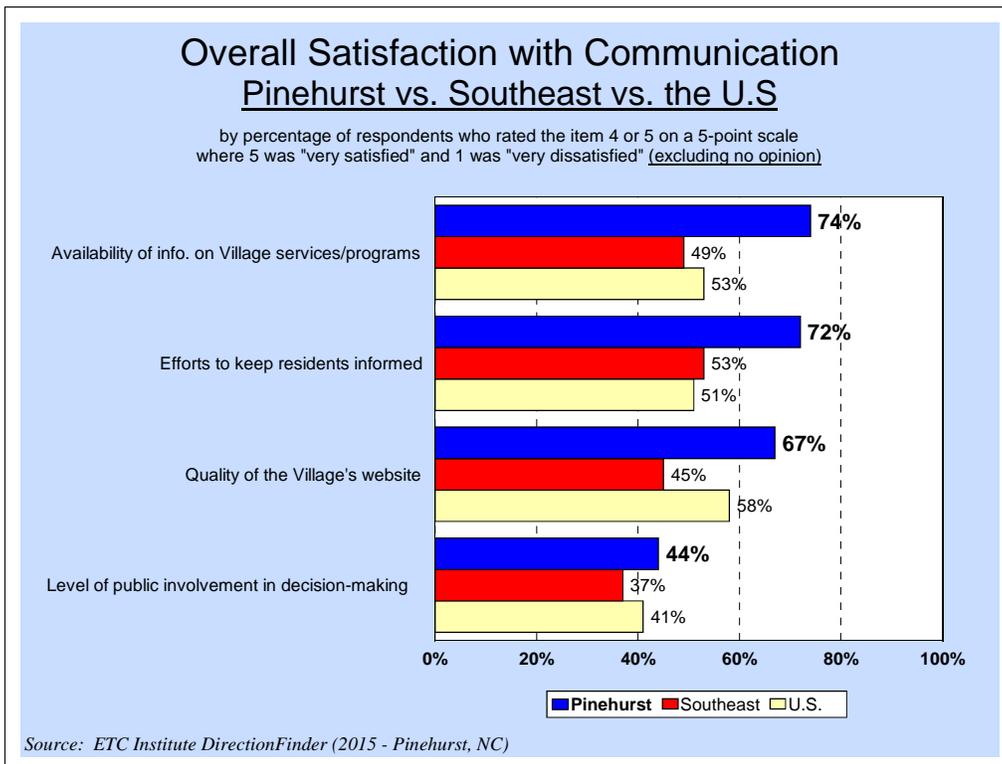
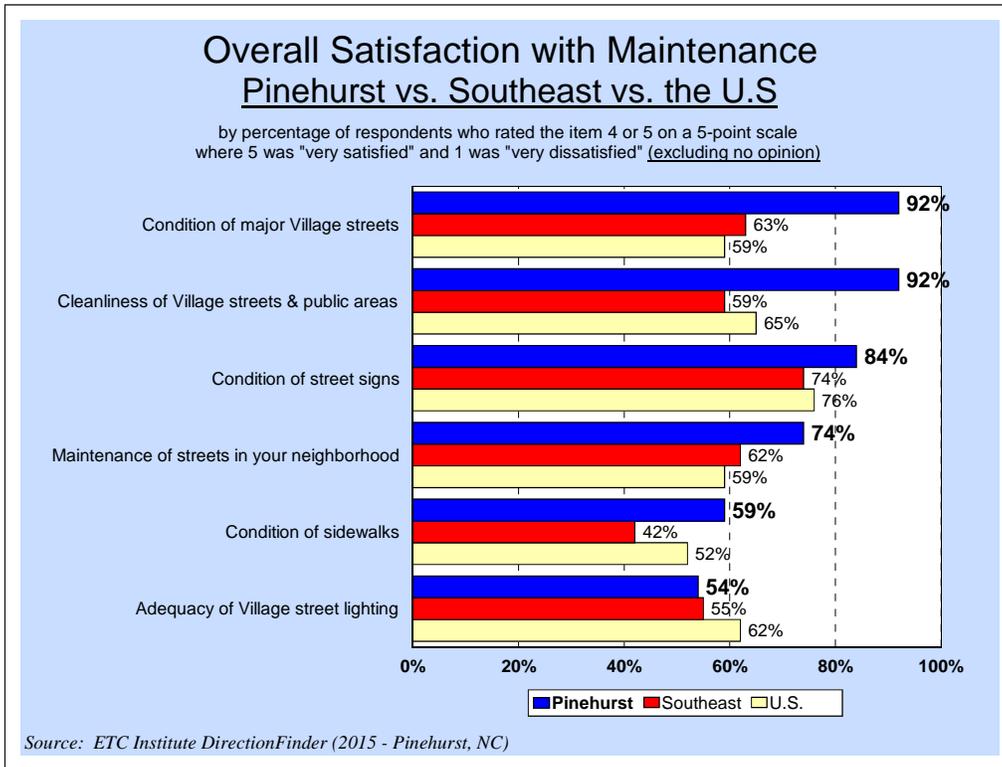
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

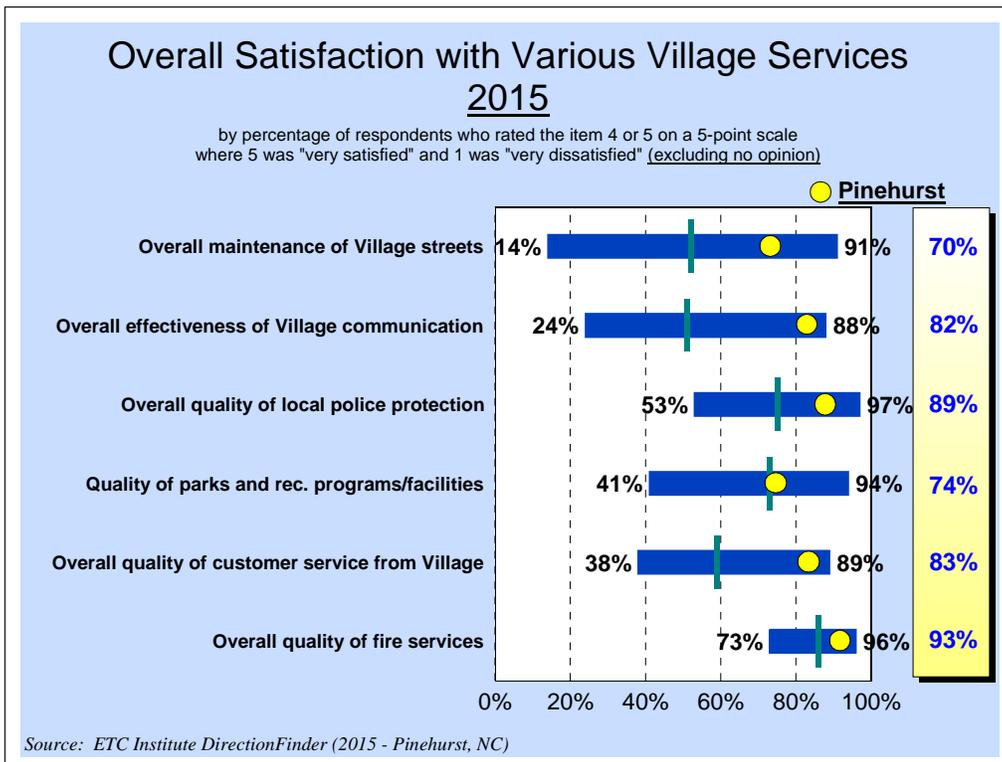
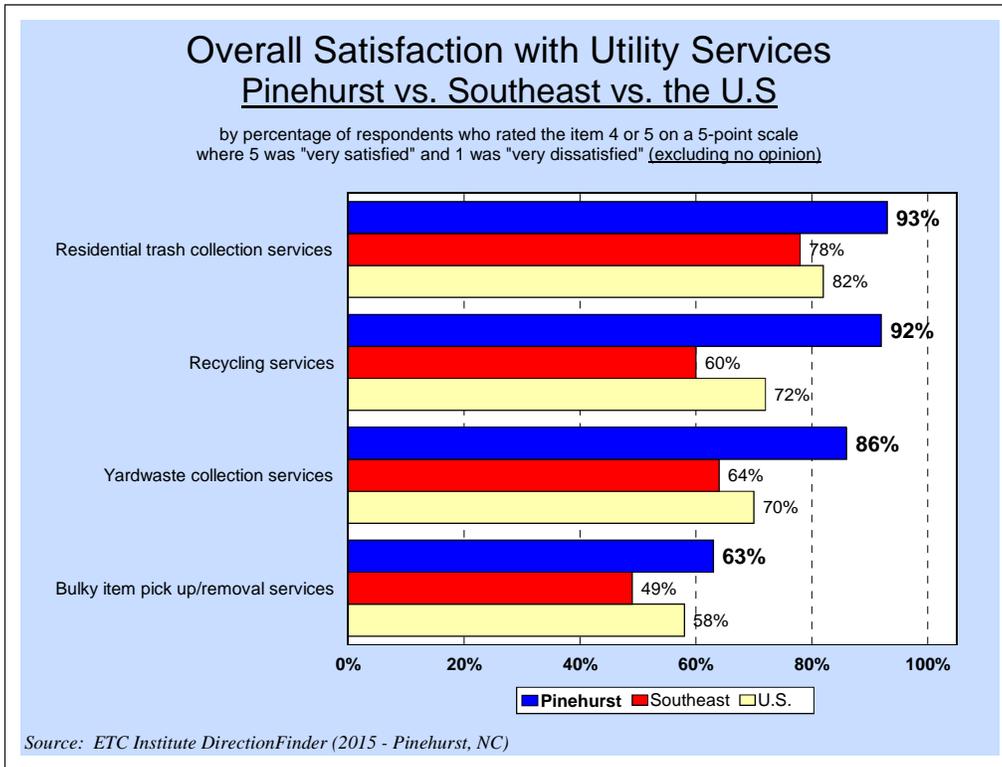


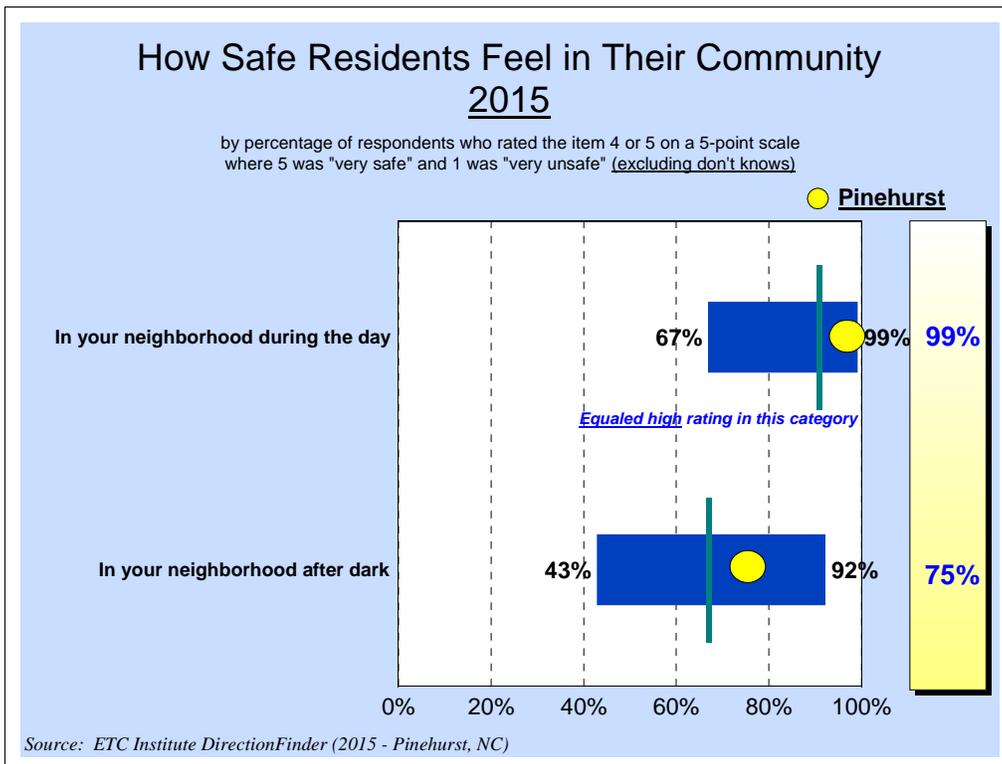
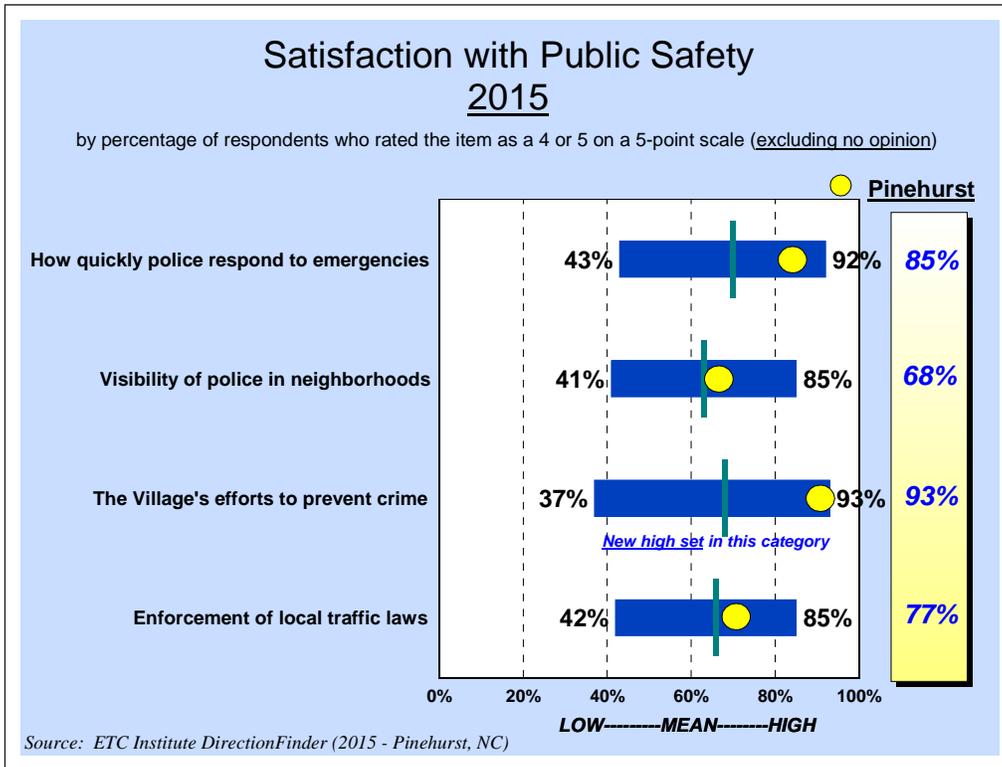


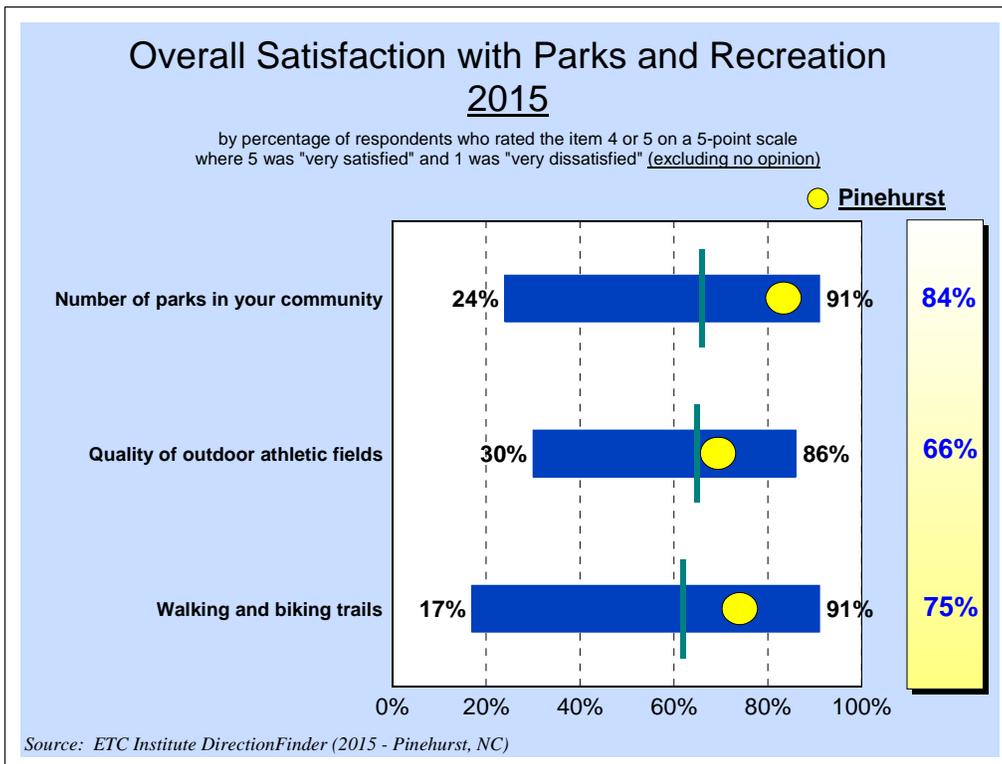
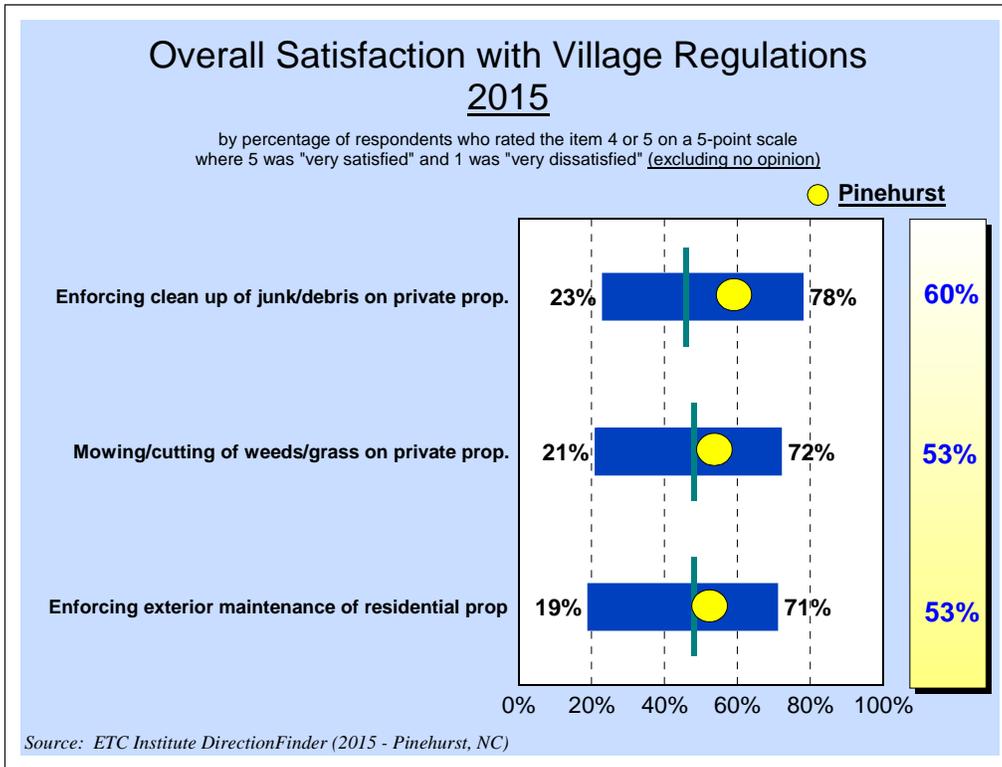






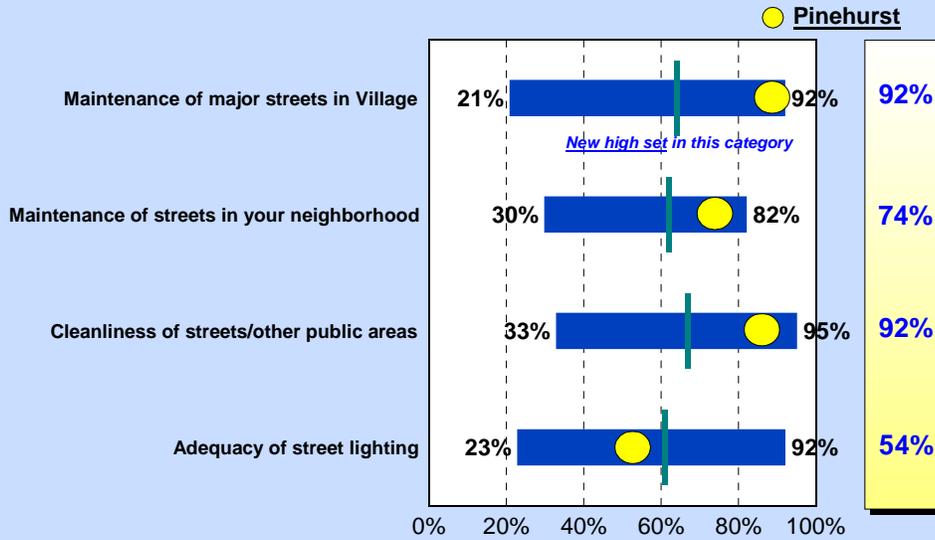






## Overall Satisfaction with Street Maintenance Services 2015

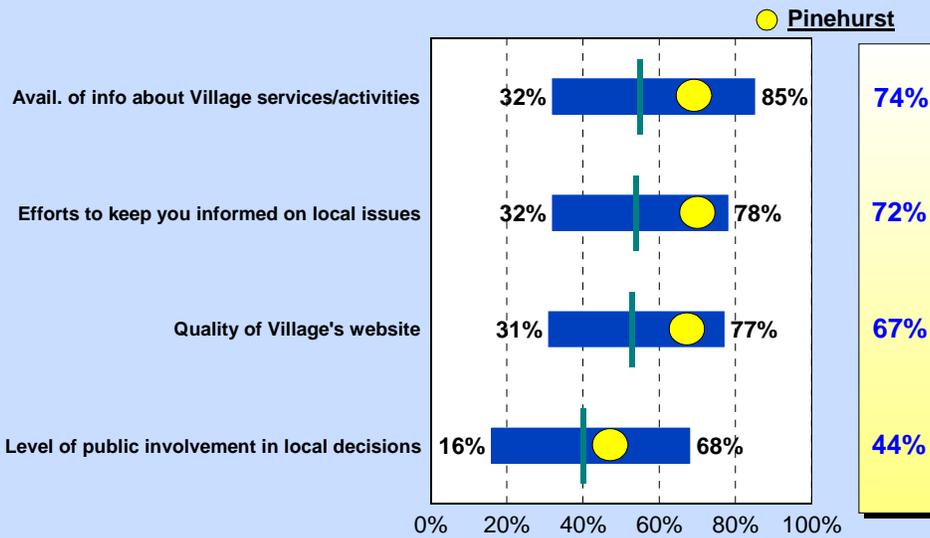
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



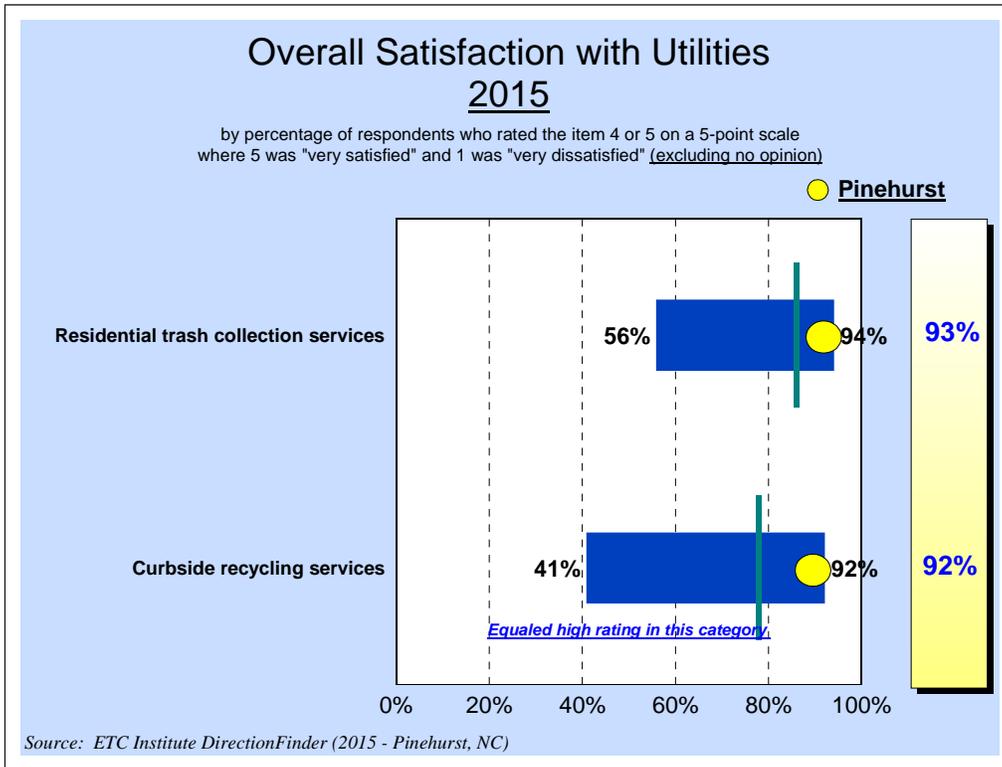
Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)

## Overall Satisfaction with Public Information Services 2015

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



Source: ETC Institute DirectionFinder (2015 - Pinehurst, NC)



*Section 4:*  
***Importance-Satisfaction  
Analysis***

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## Importance-Satisfaction Analysis

### 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.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation.** Respondents were asked to identify the major services they thought were the most important for the Village to provide. Forty-three percent (45%) of residents selected "Efforts at maintaining the quality of neighborhoods" as one of the most important major services to provide.

With regard to satisfaction, 69% of the residents surveyed rated their overall satisfaction with “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 “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, 43% was multiplied by 31% (1-0.69). This calculation yielded an I-S rating of 0.1333, 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 pages.

## Importance-Satisfaction Rating

### Village of Pinehurst, North Carolina

#### **OVERALL VILLAGE SERVICES**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 -.20)</b>						
Efforts at maintaining quality of neighborhoods	43%	1	69%	10	0.1333	<b>1</b>
Enforcement of Village codes & ordinances	31%	3	57%	11	0.1333	<b>2</b>
<b>Medium Priority (IS &lt;.10)</b>						
Street & right-of-way maintenance	29%	4	73%	7	0.0783	<b>3</b>
Parks & recreation facilities	24%	5	74%	6	0.0624	<b>4</b>
Parks & recreation programs	21%	6	72%	8	0.0588	<b>5</b>
Village promotion of natural resource conservation	19%	8	70%	9	0.0570	<b>6</b>
Police services	35%	2	89%	2	0.0385	<b>7</b>
Village communication with residents	18%	9	82%	5	0.0324	<b>8</b>
Fire services	20%	7	93%	1	0.0140	<b>9</b>
Solid waste services	12%	10	89%	3	0.0132	<b>10</b>
Customer service provided by Village employees	6%	11	83%	4	0.0102	<b>11</b>

**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, North Carolina

### PUBLIC SAFETY 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>						
Frequency that police patrol your neighborhood	35%	2	68%	5	0.1106	<b>1</b>
<b>Medium Priority (IS &lt;.10)</b>						
Fire prevention & education programs	15%	6	62%	6	0.0572	<b>2</b>
Enforcement of local traffic laws	22%	4	77%	4	0.0502	<b>3</b>
How quickly police respond to emergencies	29%	3	85%	2	0.0423	<b>4</b>
How quickly fire personnel respond to emergencies	19%	5	80%	3	0.0382	<b>5</b>
Village efforts to prevent crimes	50%	1	93%	1	0.0360	<b>6</b>

**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

### CULTURAL & 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	23%	2	37%	13	0.1447	1
Village sponsored cultural arts events	35%	1	63%	6	0.1288	2
Quality of youth recreation programs	21%	4	50%	11	0.1050	3
Quality of recreation indoor facilities	18%	8	42%	12	0.1049	4
<b>Medium Priority (IS &lt;.10)</b>						
Range of amenities at parks & rec facilities	19%	7	55%	9	0.0857	5
Quality of adult recreation programs	17%	10	51%	10	0.0842	6
Availability of info about recreation programs	17%	9	56%	8	0.0750	7
Availability of Walking/Greenway trails	23%	3	75%	3	0.0587	8
Condition of Walking/Greenway trails	21%	6	74%	4	0.0538	9
Quality of Village parks	21%	5	85%	1	0.0321	10
Availability of outdoor athletic fields/facilities	8%	12	60%	7	0.0319	11
Quality of outdoor athletic fields & facilities	8%	13	66%	5	0.0272	12
Number of Village parks	9%	11	84%	2	0.0149	13

**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, North Carolina

### 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>						
Availability of sidewalks	47%	1	43%	10	0.2688	<b>1</b>
<b><u>High Priority (IS .10 -.20)</u></b>						
Adequacy of street lighting	43%	2	54%	9	0.1987	<b>2</b>
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of stormwater runoff/management system	23%	4	59%	8	0.0952	<b>3</b>
Maintenance of streets in your neighborhood	34%	3	74%	6	0.0901	<b>4</b>
Condition of sidewalks	14%	9	59%	7	0.0580	<b>5</b>
Maintenance of street signs/pavement markings	11%	10	84%	5	0.0180	<b>6</b>
Landscaping in medians & other public areas	18%	8	90%	4	0.0180	<b>7</b>
Maintenance of main Village street thoroughfares	20%	6	92%	2	0.0166	<b>8</b>
Overall cleanliness of streets & other public areas	21%	5	92%	1	0.0166	<b>9</b>
Maintenance/preservation of Downtown	19%	7	92%	3	0.0160	<b>10</b>

**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.

*Section 5:*  
***Tabular Data***

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## Village of Pinehurst 2015 Resident Survey: Findings Report

**Q1. OVERALL SATISFACTION WITH VILLAGE SERVICES. 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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q1a. Police services	53.8%	30.1%	7.3%	2.9%	0.4%	5.4%
Q1b. Fire services	55.0%	27.1%	6.1%	0.1%	0.1%	11.6%
Q1c. Parks & recreation programs	29.0%	28.3%	18.7%	3.3%	0.4%	20.3%
Q1d. Parks & recreation facilities	31.7%	30.1%	16.3%	4.5%	1.5%	15.8%
Q1e. Solid waste services	52.1%	32.5%	6.9%	3.7%	0.1%	4.6%
Q1f. Street & right-of-way maintenance	28.7%	40.1%	15.9%	8.0%	1.7%	5.6%
Q1g. Enforcement of Village codes & ordinances	21.2%	28.8%	24.2%	9.6%	3.9%	12.4%
Q1h. Customer service provided by Village employees	38.8%	32.9%	13.4%	0.9%	0.1%	13.8%
Q1i. Village communication with residents	40.6%	38.9%	13.9%	2.8%	0.5%	3.2%
Q1j. Village efforts at maintaining quality of your neighborhoods	31.1%	34.1%	18.5%	7.3%	3.1%	6.0%
Q1k. Village promotion of natural resource conservation	25.0%	32.7%	20.7%	3.6%	0.4%	17.7%

## Village of Pinehurst 2015 Resident Survey: Findings Report

### **WITHOUT NO OPINION**

**Q1. OVERALL SATISFACTION WITH VILLAGE SERVICES. 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 "no opinion")**

(N=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Police services	56.9%	31.9%	7.7%	3.1%	0.4%
Q1b. Fire services	62.2%	30.6%	6.9%	0.2%	0.2%
Q1c. Parks & recreation programs	36.3%	35.5%	23.5%	4.2%	0.5%
Q1d. Parks & recreation facilities	37.7%	35.8%	19.4%	5.4%	1.7%
Q1e. Solid waste services	54.6%	34.1%	7.2%	3.9%	0.1%
Q1f. Street & right-of-way maintenance	30.4%	42.5%	16.9%	8.4%	1.8%
Q1g. Enforcement of Village codes & ordinances	24.2%	32.9%	27.6%	10.9%	4.4%
Q1h. Customer service provided by Village employees	45.0%	38.2%	15.6%	1.1%	0.2%
Q1i. Village communication with residents	42.0%	40.2%	14.4%	2.9%	0.5%
Q1j. Village efforts at maintaining quality of your neighborhoods	33.1%	36.3%	19.6%	7.8%	3.2%
Q1k. Village promotion of natural resource conservation	30.3%	39.7%	25.2%	4.4%	0.5%

**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?**

Q2. Top choice	Number	Percent
Police services	181	24.0 %
Fire services	8	1.1 %
Parks & recreation programs	58	7.7 %
Parks & recreation facilities	67	8.9 %
Solid waste services	21	2.8 %
Street & right-of-way maintenance	61	8.1 %
Enforcement of Village codes & ordinances	88	11.7 %
Customer service provided by Village employees	9	1.2 %
Village communication with residents	32	4.2 %
Village efforts at maintaining quality of your neighborhoods	114	15.1 %
Village promotion of natural resource conservation	33	4.4 %
None chosen	81	10.8 %
Total	753	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?**

Q2. 2nd choice	Number	Percent
Police services	39	5.2 %
Fire services	106	14.1 %
Parks & recreation programs	57	7.6 %
Parks & recreation facilities	62	8.2 %
Solid waste services	25	3.3 %
Street & right-of-way maintenance	70	9.3 %
Enforcement of Village codes & ordinances	83	11.0 %
Customer service provided by Village employees	14	1.9 %
Village communication with residents	43	5.7 %
Village efforts at maintaining quality of your neighborhoods	106	14.1 %
Village promotion of natural resource conservation	39	5.2 %
None chosen	109	14.5 %
Total	753	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?**

Q2. 3rd choice	Number	Percent
Police services	44	5.8 %
Fire services	34	4.5 %
Parks & recreation programs	44	5.8 %
Parks & recreation facilities	49	6.5 %
Solid waste services	47	6.2 %
Street & right-of-way maintenance	85	11.3 %
Enforcement of Village codes & ordinances	60	8.0 %
Customer service provided by Village employees	23	3.1 %
Village communication with residents	57	7.6 %
Village efforts at maintaining quality of your neighborhoods	100	13.3 %
Village promotion of natural resource conservation	71	9.4 %
None chosen	139	18.5 %
Total	753	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)**

Q2. Sum of Top 3 Choices	Number	Percent
Police services	264	35.1 %
Fire services	148	19.7 %
Parks & recreation programs	159	21.1 %
Parks & recreation facilities	178	23.6 %
Solid waste services	93	12.4 %
Street & right-of-way maintenance	216	28.7 %
Enforcement of Village codes & ordinances	231	30.7 %
Customer service provided by Village employees	46	6.1 %
Village communication with residents	132	17.5 %
Village efforts at maintaining quality of your neighborhoods	320	42.5 %
Village promotion of natural resource conservation	143	19.0 %
None chosen	81	10.8 %
Total	2011	

**Q3. REASONS TO LIVE IN PINEHURST. 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=753)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q3a. Sense of community	56.4%	33.9%	7.2%	2.5%
Q3b. Quality of public education	54.2%	21.2%	10.8%	13.8%
Q3c. Employment opportunities	33.1%	25.6%	14.6%	26.7%
Q3d. Types of housing	62.0%	28.0%	6.6%	3.3%
Q3e. Quality of housing	75.3%	19.4%	4.0%	1.3%
Q3f. Access to quality shopping	40.9%	44.8%	7.4%	6.9%
Q3g. Availability of cultural opportunities	34.3%	47.3%	13.3%	5.2%
Q3h. Availability of recreational opportunities	45.4%	40.6%	8.4%	5.6%
Q3i. Proximity to family or friends	30.5%	36.9%	11.7%	20.8%
Q3j. Proximity to work	27.1%	24.6%	11.0%	37.3%
Q3k. Safety & security	90.7%	6.2%	2.8%	0.3%
Q3l. Quality health care	85.9%	10.9%	3.1%	0.1%
Q3m. A "resort" community	23.9%	32.9%	13.4%	29.7%
Q3n. Opportunities and/or resources for senior citizens	37.7%	31.5%	11.0%	19.8%
Q3o. Opportunities and/or resources for children under 18	33.7%	21.9%	15.3%	29.1%

**Q3. Please indicate if your needs are being met in Pinehurst.**

(N=753)

	Yes	No	Don't know
Q3a. Sense of community	62.0%	8.6%	29.3%
Q3b. Quality of public education	48.7%	11.2%	40.1%
Q3c. Employment opportunities	38.2%	15.8%	45.9%
Q3d. Types of housing	62.2%	4.1%	33.7%
Q3e. Quality of housing	63.2%	3.7%	33.1%
Q3f. Access to quality shopping	45.0%	23.4%	31.6%
Q3g. Availability of cultural opportunities	48.2%	16.3%	35.5%
Q3h. Availability of recreational opportunities	54.3%	10.2%	35.5%
Q3i. Proximity to family or friends	49.4%	10.1%	40.5%
Q3j. Proximity to work	45.0%	7.7%	47.3%
Q3k. Safety & security	67.1%	1.3%	31.6%
Q3l. Quality health care	65.2%	2.9%	31.9%
Q3m. A "resort" community	56.0%	4.8%	39.2%
Q3n. Opportunities and/or resources for senior citizens	54.2%	6.5%	39.3%
Q3o. Opportunities and/or resources for children under 18	37.2%	15.5%	47.3%

**WITHOUT NO OPINION**

**Q3. Please indicate if your needs are being met in Pinehurst. (without "don't know")**

(N=753)

	Yes	No
Q3a. Sense of community	87.8%	12.2%
Q3b. Quality of public education	81.4%	18.6%
Q3c. Employment opportunities	70.8%	29.2%
Q3d. Types of housing	93.8%	6.2%
Q3e. Quality of housing	94.4%	5.6%
Q3f. Access to quality shopping	65.8%	34.2%
Q3g. Availability of cultural opportunities	74.7%	25.3%
Q3h. Availability of recreational opportunities	84.2%	15.8%
Q3i. Proximity to family or friends	83.0%	17.0%
Q3j. Proximity to work	85.4%	14.6%
Q3k. Safety & security	98.1%	1.9%
Q3l. Quality health care	95.7%	4.3%
Q3m. A "resort" community	92.1%	7.9%
Q3n. Opportunities and/or resources for senior citizens	89.3%	10.7%
Q3o. Opportunities and/or resources for children under 18	70.5%	29.5%

**Q4. PERCEPTION OF PINEHURST. 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=753)

	Excellent	Good	Neutral	Below Average	Poor	No Opinion
Q4a. Overall image of Village	56.7%	36.3%	2.9%	1.6%	0.5%	2.0%
Q4b. Overall quality of life in Village	50.7%	40.9%	4.4%	0.8%	0.3%	2.9%
Q4c. Overall feeling of safety in Village	69.6%	25.1%	2.3%	0.8%	0.3%	2.0%
Q4d. Quality of new development in Village	17.9%	31.5%	29.2%	9.0%	2.9%	9.4%
Q4e. As a place to live	63.2%	29.7%	4.1%	0.7%	0.3%	2.0%
Q4f. As a place to raise children	33.7%	26.0%	16.6%	2.5%	1.1%	20.1%
Q4g. As a place to retire	63.5%	25.8%	5.7%	0.4%	0.1%	4.5%
Q4h. Overall appearance of Village	59.2%	34.7%	3.2%	1.1%	0.3%	1.6%
Q4i. Availability of affordable housing	24.2%	39.0%	18.2%	7.0%	1.6%	10.0%

**WITHOUT NO OPINION**

**Q4. PERCEPTION OF PINEHURST. 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 "no opinion")**

(N=753)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. Overall image of Village	57.9%	37.0%	3.0%	1.6%	0.5%
Q4b. Overall quality of life in Village	52.3%	42.1%	4.5%	0.8%	0.3%
Q4c. Overall feeling of safety in Village	71.0%	25.6%	2.3%	0.8%	0.3%
Q4d. Quality of new development in Village	19.8%	34.8%	32.3%	10.0%	3.2%
Q4e. As a place to live	64.5%	30.4%	4.2%	0.7%	0.3%
Q4f. As a place to raise children	42.2%	32.6%	20.8%	3.2%	1.3%
Q4g. As a place to retire	66.5%	27.0%	6.0%	0.4%	0.1%
Q4h. Overall appearance of Village	60.2%	35.2%	3.2%	1.1%	0.3%
Q4i. Availability of affordable housing	26.8%	43.4%	20.2%	7.8%	1.8%

**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=753)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	No Opinion
Q5a. Walking alone in your neighborhood during day	86.5%	11.2%	1.1%	0.4%	0.0%	0.9%
Q5b. Walking alone in your neighborhood after dark	36.7%	35.3%	14.2%	7.7%	1.7%	4.4%
Q5c. In Village parks & recreation facilities	35.1%	34.1%	15.8%	2.7%	0.3%	12.1%
Q5d. In business areas of Village during day	82.1%	14.9%	1.5%	0.0%	0.0%	1.6%
Q5e. In business areas of Village after dark	34.5%	39.6%	13.5%	3.7%	0.5%	8.1%

**WITHOUT NO OPINION**

**Q5. PERCEPTIONS OF SAFETY AND SECURITY. Using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (without "no opinion")**

(N=753)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q5a. Walking alone in your neighborhood during day	87.3%	11.3%	1.1%	0.4%	0.0%
Q5b. Walking alone in your neighborhood after dark	38.3%	36.9%	14.9%	8.1%	1.8%
Q5c. In Village parks & recreation facilities	39.9%	38.8%	18.0%	3.0%	0.3%
Q5d. In business areas of Village during day	83.4%	15.1%	1.5%	0.0%	0.0%
Q5e. In business areas of Village after dark	37.6%	43.1%	14.7%	4.0%	0.6%

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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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q6a. Village efforts to prevent crimes	47.8%	38.5%	5.7%	0.7%	0.3%	7.0%
Q6b. Enforcement of local traffic laws	33.7%	39.2%	11.0%	7.2%	3.3%	5.6%
Q6c. How quickly police respond to emergencies	37.2%	27.8%	9.8%	1.3%	0.0%	23.9%
Q6d. Frequency that police officers patrol your neighborhood	27.0%	34.1%	19.3%	7.6%	1.3%	10.8%
Q6e. Fire prevention & education programs provided by Village	19.5%	23.9%	24.3%	1.7%	0.7%	29.9%
Q6f. How quickly fire personnel respond to emergencies	32.5%	21.0%	12.5%	0.7%	0.3%	33.1%

**WITHOUT NO OPINION**

**Q6. PUBLIC SAFETY SERVICES. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (without "no opinion")**

(N=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Village efforts to prevent crimes	51.4%	41.4%	6.1%	0.7%	0.3%
Q6b. Enforcement of local traffic laws	35.7%	41.5%	11.7%	7.6%	3.5%
Q6c. How quickly police respond to emergencies	48.9%	36.5%	12.9%	1.7%	0.0%
Q6d. Frequency that police officers patrol your neighborhood	30.2%	38.2%	21.6%	8.5%	1.5%
Q6e. Fire prevention & education programs provided by Village	27.8%	34.1%	34.7%	2.5%	0.9%
Q6f. How quickly fire personnel respond to emergencies	48.6%	31.3%	18.7%	1.0%	0.4%

**Q7. Which TWO of the public safety services listed in Question 6 do you think should receive the most emphasis from Village leaders over the next two years?**

Q7. Top choice	Number	Percent
Village efforts to prevent crimes	301	40.0 %
Enforcement of local traffic laws	102	13.5 %
How quickly police respond to emergencies	80	10.6 %
Frequency that police officers patrol your neighborhood	116	15.4 %
Fire prevention & education programs provided by Village	37	4.9 %
How quickly fire personnel respond to emergencies	31	4.1 %
None chosen	86	11.4 %
Total	753	100.0 %

**Q7. Which TWO of the public safety services listed in Question 6 do you think should receive the most emphasis from Village leaders over the next two years?**

Q7. 2nd choice	Number	Percent
Village efforts to prevent crimes	80	10.6 %
Enforcement of local traffic laws	63	8.4 %
How quickly police respond to emergencies	136	18.1 %
Frequency that police officers patrol your neighborhood	156	20.7 %
Fire prevention & education programs provided by Village	73	9.7 %
How quickly fire personnel respond to emergencies	109	14.5 %
None chosen	136	18.1 %
Total	753	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)**

Q7. Sum of Top 2 Choices	Number	Percent
Village efforts to prevent crimes	381	50.6 %
Enforcement of local traffic laws	165	21.9 %
How quickly police respond to emergencies	216	28.7 %
Frequency that police officers patrol your neighborhood	272	36.1 %
Fire prevention & education programs provided by Village	110	14.6 %
How quickly fire personnel respond to emergencies	140	18.6 %
None chosen	86	11.4 %
Total	1370	

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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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q8a. Number of Village parks	32.8%	43.0%	11.0%	3.7%	0.3%	9.2%
Q8b. Quality of Village parks	32.7%	44.4%	11.4%	2.4%	0.1%	9.0%
Q8c. Quality of recreation indoor facilities	10.1%	19.0%	24.7%	12.0%	4.0%	30.3%
Q8d. Availability of recreation indoor facilities	8.9%	17.8%	25.5%	15.1%	4.6%	28.0%
Q8e. Availability of Walking/Greenway trails	30.8%	36.9%	14.5%	6.9%	1.7%	9.2%
Q8f. Condition of Walking/Greenway trails	25.4%	39.3%	17.7%	3.7%	0.9%	13.0%
Q8g. Quality of outdoor athletic fields & facilities	18.7%	31.3%	22.2%	2.7%	1.1%	24.0%
Q8h. Availability of outdoor athletic fields & facilities	18.3%	26.4%	23.8%	4.1%	1.7%	25.6%
Q8i. Availability of information about recreation programs	14.5%	32.8%	27.2%	8.2%	1.7%	15.5%
Q8j. Quality of youth recreation programs	10.1%	18.9%	23.0%	4.6%	1.3%	42.1%
Q8k. Quality of adult recreation programs	10.5%	24.2%	26.6%	6.8%	0.7%	31.3%
Q8l. Range of amenities at parks & recreation facilities	12.2%	30.8%	27.1%	6.9%	1.3%	21.6%
Q8m. Village sponsored cultural arts events	16.9%	35.2%	23.0%	6.2%	1.2%	17.5%

**WITHOUT NO OPINION**

**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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Number of Village parks	36.1%	47.4%	12.1%	4.1%	0.3%
Q8b. Quality of Village parks	35.9%	48.8%	12.6%	2.6%	0.1%
Q8c. Quality of recreation indoor facilities	14.5%	27.2%	35.4%	17.1%	5.7%
Q8d. Availability of recreation indoor facilities	12.4%	24.7%	35.4%	21.0%	6.5%
Q8e. Availability of Walking/Greenway trails	33.9%	40.6%	15.9%	7.6%	1.9%
Q8f. Condition of Walking/Greenway trails	29.2%	45.2%	20.3%	4.3%	1.1%
Q8g. Quality of outdoor athletic fields & facilities	24.7%	41.3%	29.2%	3.5%	1.4%
Q8h. Availability of outdoor athletic fields & facilities	24.6%	35.5%	32.0%	5.5%	2.3%
Q8i. Availability of information about recreation programs	17.1%	38.8%	32.2%	9.7%	2.0%
Q8j. Quality of youth recreation programs	17.4%	32.6%	39.7%	8.0%	2.3%
Q8k. Quality of adult recreation programs	15.3%	35.2%	38.7%	9.9%	1.0%
Q8l. Range of amenities at parks & recreation facilities	15.6%	39.3%	34.6%	8.8%	1.7%
Q8m. Village sponsored cultural arts events	20.5%	42.7%	27.9%	7.6%	1.4%

**Q9. Which THREE of the Cultural and Recreation Services items listed in Question 8 do you think should receive the most emphasis from Village leaders over the next two years?**

Q9. Top choice	Number	Percent
Number of Village parks	40	5.3 %
Quality of Village parks	62	8.2 %
Quality of recreation indoor facilities	38	5.0 %
Availability of recreation indoor facilities	75	10.0 %
Availability of Walking/Greenway trails	88	11.7 %
Condition of Walking/Greenway trails	34	4.5 %
Quality of outdoor athletic fields & facilities	15	2.0 %
Availability of outdoor athletic fields & facilities	10	1.3 %
Availability of information about recreation programs	46	6.1 %
Quality of youth recreation programs	57	7.6 %
Quality of youth recreation programs	39	5.2 %
Range of amenities at parks & recreation facilities	22	2.9 %
Village sponsored cultural arts events	109	14.5 %
None chosen	118	15.7 %
Total	753	100.0 %

**Q9. Which THREE of the Cultural and Recreation Services items listed in Question 8 do you think should receive the most emphasis from Village leaders over the next two years?**

Q9. 2nd choice	Number	Percent
Number of Village parks	13	1.7 %
Quality of Village parks	58	7.7 %
Quality of recreation indoor facilities	55	7.3 %
Availability of recreation indoor facilities	62	8.2 %
Availability of Walking/Greenway trails	49	6.5 %
Condition of Walking/Greenway trails	75	10.0 %
Quality of outdoor athletic fields & facilities	17	2.3 %
Availability of outdoor athletic fields & facilities	30	4.0 %
Availability of information about recreation programs	40	5.3 %
Quality of youth recreation programs	39	5.2 %
Quality of youth recreation programs	72	9.6 %
Range of amenities at parks & recreation facilities	43	5.7 %
Village sponsored cultural arts events	53	7.0 %
None chosen	147	19.5 %
Total	753	100.0 %

**Q9. Which THREE of the Cultural and Recreation Services items listed in Question 8 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	14	1.9 %
Quality of Village parks	36	4.8 %
Quality of recreation indoor facilities	40	5.3 %
Availability of recreation indoor facilities	39	5.2 %
Availability of Walking/Greenway trails	35	4.6 %
Condition of Walking/Greenway trails	47	6.2 %
Quality of outdoor athletic fields & facilities	25	3.3 %
Availability of outdoor athletic fields & facilities	22	2.9 %
Availability of information about recreation programs	44	5.8 %
Quality of youth recreation programs	32	4.2 %
Quality of youth recreation programs	50	6.6 %
Range of amenities at parks & recreation facilities	76	10.1 %
Village sponsored cultural arts events	99	13.1 %
None chosen	194	25.8 %
Total	753	100.0 %

**Q9. Which THREE of the Cultural and Recreation Services items listed in Question 8 do you think should receive the most emphasis from Village leaders over the next two years? (top 3)**

Q9. Sum of Top 3 Choices	Number	Percent
Number of Village parks	67	8.9 %
Quality of Village parks	156	20.7 %
Quality of recreation indoor facilities	133	17.7 %
Availability of recreation indoor facilities	176	23.4 %
Availability of Walking/Greenway trails	172	22.8 %
Condition of Walking/Greenway trails	156	20.7 %
Quality of outdoor athletic fields & facilities	57	7.6 %
Availability of outdoor athletic fields & facilities	62	8.2 %
Availability of information about recreation programs	130	17.3 %
Quality of youth recreation programs	128	17.0 %
Quality of youth recreation programs	161	21.4 %
Range of amenities at parks & recreation facilities	141	18.7 %
Village sponsored cultural arts events	261	34.7 %
None chosen	118	15.7 %
Total	1918	

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

Q10. Parks & rec programs & facilities have you used during past year	Number	Percent
Greenway trails	453	60.2 %
Village sponsored cultural/arts events	421	55.9 %
Rassie Wicker Park	395	52.5 %
Cannon Park	314	41.7 %
Arboretum/Timmel Pavilion	273	36.3 %
Camelot Playground	257	34.1 %
None	100	13.3 %
West Pinehurst Park	36	4.8 %
Total	2249	

**Q11. PUBLIC LIBRARY SERVICES. The Village of Pinehurst helps provide public library services through a cooperative agreement with the Given Memorial Library, a private non-profit organization, providing only 22% of the operational costs of the library. Please indicate whether you or other members of your household used the Given Memorial Library's services.**

(N=753)

	Yes	No
Q11. Overall quality of Given Memorial Library services	62.0%	38.0%
Q11. Library programs provided	39.3%	60.7%
Q11. Print collection	47.0%	53.0%
Q11. Ebook collection	30.7%	69.3%

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**Q11. 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=476)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q11. Overall quality of Given Memorial Library services	41.3%	31.9%	9.0%	3.9%	1.5%	12.4%
Q11. Library programs provided	26.4%	26.4%	17.6%	3.7%	2.0%	24.0%
Q11. Print collection	23.7%	29.4%	15.3%	8.8%	1.4%	21.5%
Q11. Ebook collection	13.9%	16.0%	19.9%	6.1%	0.9%	43.3%

**WITHOUT NO OPINION**

**Q11. 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 "no opinion")**

(N=476)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11. Overall quality of Given Memorial Library services	47.2%	36.4%	10.3%	4.4%	1.7%
Q11. Library programs provided	34.7%	34.7%	23.1%	4.9%	2.7%
Q11. Print collection	30.2%	37.4%	19.4%	11.2%	1.8%
Q11. Ebook collection	24.4%	28.2%	35.1%	10.7%	1.5%

**Q12. 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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q12a. Enforcing cleanup of litter & debris on private property	13.9%	40.2%	17.4%	13.5%	4.8%	10.1%
Q12b. Enforcing mowing/cutting of weeds/grass on private property	13.5%	34.1%	21.0%	15.8%	5.3%	10.2%
Q12c. Enforcing maintenance of residential property (exterior of homes)	13.0%	34.8%	25.2%	12.4%	5.2%	9.4%
Q12d. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	14.6%	34.8%	23.0%	8.6%	5.2%	13.8%
Q12e. Enforcing sign regulations	16.6%	39.7%	21.2%	5.0%	2.9%	14.5%
Q12f. Quality of single-family residential development	17.5%	46.5%	19.5%	5.2%	1.6%	9.7%
Q12g. Quality of retail development	11.6%	34.9%	23.8%	14.1%	6.9%	8.8%
Q12h. Variety of businesses in Village Center	8.9%	23.6%	24.0%	26.3%	11.6%	5.6%

**WITHOUT NO OPINION**

**Q12. 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 "no opinion")**

(N=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Enforcing cleanup of litter & debris on private property	15.5%	44.8%	19.4%	15.1%	5.3%
Q12b. Enforcing mowing/cutting of weeds/grass on private property	15.1%	38.0%	23.4%	17.6%	5.9%
Q12c. Enforcing maintenance of residential property (exterior of homes)	14.4%	38.4%	27.9%	13.6%	5.7%
Q12d. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	16.9%	40.4%	26.7%	10.0%	6.0%
Q12e. Enforcing sign regulations	19.4%	46.4%	24.8%	5.9%	3.4%
Q12f. Quality of single-family residential development	19.4%	51.5%	21.6%	5.7%	1.8%
Q12g. Quality of retail development	12.7%	38.3%	26.1%	15.4%	7.6%
Q12h. Variety of businesses in Village Center	9.4%	25.0%	25.5%	27.8%	12.2%

**Q13. 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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q13a. Residential trash collection services	60.3%	30.7%	4.1%	2.3%	0.3%	2.4%
Q13b. Curbside recycling services	59.9%	28.2%	5.2%	2.3%	0.7%	3.9%
Q13c. Yard waste collection services	53.1%	25.8%	6.9%	4.8%	0.9%	8.5%
Q13d. Bulky items/white goods pick up	24.7%	14.5%	17.0%	4.6%	1.7%	37.5%
Q13e. Recycle Yard on McCaskill Rd	23.6%	21.1%	10.9%	1.7%	0.5%	42.1%

**WITHOUT NO OPINION**

**Q13. SOLID WASTE SERVICES. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")**

(N=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Residential trash collection services	61.8%	31.4%	4.2%	2.3%	0.3%
Q13b. Curbside recycling services	62.3%	29.3%	5.4%	2.3%	0.7%
Q13c. Yard waste collection services	58.1%	28.2%	7.5%	5.2%	1.0%
Q13d. Bulky items/white goods pick up	39.5%	23.1%	27.2%	7.4%	2.8%
Q13e. Recycle Yard on McCaskill Rd	40.8%	36.5%	18.8%	3.0%	0.9%

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**Q14. 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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q14a. Maintenance of main Village street thoroughfares	43.7%	45.8%	5.8%	2.1%	0.1%	2.4%
Q14b. Maintenance of streets in your neighborhood	29.9%	40.8%	11.2%	11.7%	2.7%	3.9%
Q14c. Maintenance of street signs/pavement markings	32.3%	49.3%	12.0%	3.2%	0.8%	2.5%
Q14d. Maintenance/preservation of Downtown	44.0%	44.0%	6.8%	1.3%	0.0%	4.0%
Q14e. Quality of landscaping in medians & other public areas	50.7%	37.7%	7.0%	2.3%	0.5%	1.7%
Q14f. Overall cleanliness of streets & other public areas	45.3%	45.0%	4.9%	2.5%	0.3%	2.0%
Q14g. Adequacy of street lighting	21.5%	30.5%	17.4%	19.1%	8.2%	3.2%
Q14h. Availability of sidewalks	15.1%	25.4%	19.9%	21.2%	13.1%	5.2%
Q14i. Condition of sidewalks	18.3%	31.3%	23.0%	7.4%	4.6%	15.3%
Q14j. Quality of stormwater runoff/management system	13.7%	33.2%	21.9%	6.9%	4.4%	19.9%

**WITHOUT NO OPINION**

**Q14. 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 "no opinion")**

(N=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Maintenance of main Village street thoroughfares	44.8%	46.9%	6.0%	2.2%	0.1%
Q14b. Maintenance of streets in your neighborhood	31.1%	42.4%	11.6%	12.2%	2.8%
Q14c. Maintenance of street signs/pavement markings	33.1%	50.5%	12.3%	3.3%	0.8%
Q14d. Maintenance/preservation of Downtown	45.8%	45.8%	7.1%	1.4%	0.0%
Q14e. Quality of landscaping in medians & other public areas	51.6%	38.4%	7.2%	2.3%	0.5%
Q14f. Overall cleanliness of streets & other public areas	46.2%	45.9%	5.0%	2.6%	0.3%
Q14g. Adequacy of street lighting	22.2%	31.6%	18.0%	19.8%	8.5%
Q14h. Availability of sidewalks	16.0%	26.8%	21.0%	22.4%	13.9%
Q14i. Condition of sidewalks	21.6%	37.0%	27.1%	8.8%	5.5%
Q14j. Quality of stormwater runoff/management system	17.1%	41.5%	27.4%	8.6%	5.5%

**Q15. Which THREE of the Public Services items listed in Question 14 do you think should receive the most emphasis from Village leaders over the next TWO Years?**

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	73	9.7 %
Maintenance of streets in your neighborhood	105	13.9 %
Maintenance of street signs/pavement markings	12	1.6 %
Maintenance/preservation of Downtown	37	4.9 %
Quality of landscaping in medians & other public areas	34	4.5 %
Overall cleanliness of streets & other public areas	34	4.5 %
Adequacy of street lighting	155	20.6 %
Availability of sidewalks	142	18.9 %
Condition of sidewalks	15	2.0 %
Quality of stormwater runoff/management system	65	8.6 %
None chosen	81	10.8 %
Total	753	100.0 %

**Q15. Which THREE of the Public Services items listed in Question 14 do you think should receive the most emphasis from Village leaders over the next TWO Years?**

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	37	4.9 %
Maintenance of streets in your neighborhood	89	11.8 %
Maintenance of street signs/pavement markings	34	4.5 %
Maintenance/preservation of Downtown	56	7.4 %
Quality of landscaping in medians & other public areas	45	6.0 %
Overall cleanliness of streets & other public areas	55	7.3 %
Adequacy of street lighting	96	12.7 %
Availability of sidewalks	147	19.5 %
Condition of sidewalks	38	5.0 %
Quality of stormwater runoff/management system	35	4.6 %
None chosen	121	16.1 %
Total	753	100.0 %

**Q15. Which THREE of the Public Services items listed in Question 14 do you think should receive the most emphasis from Village leaders over the next TWO Years?**

Q15. 3rd choice	Number	Percent
Maintenance of main Village street thoroughfares	39	5.2 %
Maintenance of streets in your neighborhood	63	8.4 %
Maintenance of street signs/pavement markings	39	5.2 %
Maintenance/preservation of Downtown	53	7.0 %
Quality of landscaping in medians & other public areas	54	7.2 %
Overall cleanliness of streets & other public areas	71	9.4 %
Adequacy of street lighting	70	9.3 %
Availability of sidewalks	62	8.2 %
Condition of sidewalks	54	7.2 %
Quality of stormwater runoff/management system	70	9.3 %
None chosen	178	23.6 %
Total	753	100.0 %

**Q15. Which THREE of the Public Services items listed in Question 14 do you think should receive the most emphasis from Village leaders over the next TWO Years? (top 3)**

Q15. Sum of Top 3 Choices	Number	Percent
Maintenance of main Village street thoroughfares	149	19.8 %
Maintenance of streets in your neighborhood	257	34.1 %
Maintenance of street signs/pavement markings	85	11.3 %
Maintenance/preservation of Downtown	146	19.4 %
Quality of landscaping in medians & other public areas	133	17.7 %
Overall cleanliness of streets & other public areas	160	21.2 %
Adequacy of street lighting	321	42.6 %
Availability of sidewalks	351	46.6 %
Condition of sidewalks	107	14.2 %
Quality of stormwater runoff/management system	170	22.6 %
None chosen	81	10.8 %
Total	1960	

**Q16. Please indicate whether you or other members of your household used the Village services and facilities.**

(N=753)

	Yes	No
Q16. Fire Services	18.5%	81.5%
Q16. Police Services	38.6%	61.4%
Q16. Village Hall Reception Desk	45.8%	54.2%
Q16. The Help Desk on the Village website	23.0%	77.0%
Q16. Code Enforcement	19.7%	80.3%
Q16. Recreation program/event registration	29.0%	71.0%
Q16. Public Services "request for service"	22.0%	78.0%
Q16. Planning & inspections services	25.9%	74.1%

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**Q16. 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=595)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q16. Fire Services	73.4%	12.2%	3.6%	0.7%	0.7%	9.4%
Q16. Police Services	60.1%	23.0%	5.2%	4.8%	1.4%	5.5%
Q16. Village Hall Reception Desk	55.4%	26.7%	7.0%	1.2%	0.9%	9.0%
Q16. The Help Desk on the Village website	35.3%	35.3%	11.6%	2.3%	1.2%	14.5%
Q16. Code Enforcement	23.6%	16.9%	13.5%	22.3%	10.1%	13.5%
Q16. Recreation program/event registration	45.0%	29.4%	14.7%	1.8%	0.5%	8.7%
Q16. Public Services "request for service"	38.6%	25.3%	12.7%	6.0%	5.4%	12.0%
Q16. Planning & inspections services	40.5%	29.2%	12.8%	3.6%	2.1%	11.8%

**WITHOUT NO OPINION**

**Q16. 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 "no opinion")**

(N=595)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16. Fire Services	81.0%	13.5%	4.0%	0.8%	0.8%
Q16. Police Services	63.6%	24.4%	5.5%	5.1%	1.5%
Q16. Village Hall Reception Desk	60.8%	29.3%	7.6%	1.3%	1.0%
Q16. The Help Desk on the Village website	41.2%	41.2%	13.5%	2.7%	1.4%
Q16. Code Enforcement	27.3%	19.5%	15.6%	25.8%	11.7%
Q16. Recreation program/event registration	49.2%	32.2%	16.1%	2.0%	0.5%
Q16. Public Services "request for service"	43.8%	28.8%	14.4%	6.8%	6.2%
Q16. Planning & inspections services	45.9%	33.1%	14.5%	4.1%	2.3%

**Q17. DOWNTOWN PARKING. 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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q17a. Availability of parking Downtown	22.4%	45.9%	14.9%	11.3%	2.4%	3.1%
Q17b. Quality of public parking lots	26.3%	45.7%	16.6%	6.2%	0.8%	4.4%

**WITHOUT NO OPINION**

**Q17. DOWNTOWN PARKING. 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 "no opinion")**

(N=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Availability of parking Downtown	23.2%	47.4%	15.3%	11.6%	2.5%
Q17b. Quality of public parking lots	27.5%	47.8%	17.4%	6.5%	0.8%

## Village of Pinehurst 2015 Resident Survey: Findings Report

**Q18. 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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q18a. Quality of information about Village programs/services	25.0%	44.4%	17.7%	6.9%	0.4%	5.7%
Q18b. Village efforts to keep you informed about local issues	26.4%	42.2%	19.0%	7.6%	0.5%	4.2%
Q18c. Opportunities to participate in local government (advisory boards, volunteering)	14.3%	29.9%	29.2%	4.9%	0.7%	21.0%
Q18d. Level of public involvement in local decisions	9.0%	27.9%	35.2%	9.2%	2.4%	16.3%
Q18e. Village social media	10.5%	28.7%	25.8%	4.6%	0.7%	29.7%
Q18f. Village website	15.4%	38.1%	23.1%	2.7%	0.4%	20.3%
Q18g. Village newsletter	23.4%	45.3%	17.0%	3.1%	0.8%	10.5%
Q18h. Village e-News updates	14.9%	29.7%	23.2%	4.2%	0.4%	27.5%
Q18i. Community's progress toward meeting its strategic vision & mission	10.1%	25.8%	27.6%	4.8%	1.1%	30.7%

## Village of Pinehurst 2015 Resident Survey: Findings Report

### **WITHOUT NO OPINION**

**Q18. 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 "no opinion")**

(N=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Quality of information about Village programs/services	26.5%	47.0%	18.7%	7.3%	0.4%
Q18b. Village efforts to keep you informed about local issues	27.6%	44.1%	19.8%	7.9%	0.6%
Q18c. Opportunities to participate in local government (advisory boards, volunteering)	18.2%	37.8%	37.0%	6.2%	0.8%
Q18d. Level of public involvement in local decisions	10.8%	33.3%	42.1%	11.0%	2.9%
Q18e. Village social media	14.9%	40.8%	36.7%	6.6%	0.9%
Q18f. Village website	19.3%	47.8%	29.0%	3.3%	0.5%
Q18g. Village newsletter	26.1%	50.6%	19.0%	3.4%	0.9%
Q18h. Village e-News updates	20.5%	41.0%	32.1%	5.9%	0.5%
Q18i. Community's progress toward meeting its strategic vision & mission	14.6%	37.2%	39.8%	6.9%	1.5%

**Q19. Which of the following do you use to get information about the Village of Pinehurst?**

Q19. What do you use to get information about Village	Number	Percent
The Pilot Newspaper	595	79.0 %
Village Newsletter	586	77.8 %
Village website (www.vopnc.org)	364	48.3 %
Time Warner TV-14	139	18.5 %
Village e-News	133	17.7 %
Social media (Facebook, Twitter, etc.)	126	16.7 %
Village employees	113	15.0 %
The Fayetteville Observer	105	13.9 %
The Aberdeen Times website	90	12.0 %
Other	45	6.0 %
None chosen	8	1.1 %
Total	2304	

**Q20. Please indicate how often you read the Village Newsletter, which is mailed to all residents.**

Q20. How often do you read Village Newsletter	Number	Percent
All the time	578	76.8 %
Sometimes	100	13.3 %
Seldom	24	3.2 %
Never	17	2.3 %
Don't know	34	4.5 %
Total	753	100.0 %

**Q21. CUSTOMER SERVICE. Have you contacted the Village during the past year?**

Q21. Have you contacted Village during past year	Number	Percent
Yes	370	49.1 %
No	383	50.9 %
Total	753	100.0 %

Village of Pinehurst 2015 Resident Survey: Findings Report

**Q21a-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=370)

	Always	Usually	Sometimes	Seldom	Never	No Opinion
Q21a. Village staff was responsive to my needs	71.1%	15.9%	5.9%	2.2%	3.0%	1.9%
Q21b. Village staff was competent & professional	69.2%	20.0%	5.4%	0.8%	1.1%	3.5%
Q21c. Village staff was courteous	77.6%	14.9%	3.8%	0.5%	0.5%	2.7%
Q21d. My issue was resolved promptly	60.5%	16.2%	8.6%	4.1%	5.1%	5.4%

**WITHOUT NO OPINION**

**Q21a-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 "no opinion")**

(N=370)

	Always	Usually	Sometimes	Seldom	Never
Q21a. Village staff was responsive to my needs	72.5%	16.3%	6.1%	2.2%	3.0%
Q21b. Village staff was competent & professional	71.7%	20.7%	5.6%	0.8%	1.1%
Q21c. Village staff was courteous	79.7%	15.3%	3.9%	0.6%	0.6%
Q21d. My issue was resolved promptly	64.0%	17.1%	9.1%	4.3%	5.4%

**Q22. CAPITAL IMPROVEMENTS. Of these capital improvements, which would you select as the most important? (top 3)**

Q22. Capital Improvements	Number	Percent
Sidewalk construction in neighborhoods	308	40.9 %
Street lighting in neighborhoods	300	39.8 %
Bicycle lanes & paths	257	34.1 %
Greenway trails (walking paths)	218	29.0 %
Street resurfacing	197	26.2 %
Stormwater (drainage) improvements	156	20.7 %
Community Center for recreation & cultural programs	142	18.9 %
Street intersection improvements	93	12.4 %
Additional park amenities	78	10.4 %
Expansion of Village Center/Redevelopment of Village Place	72	9.6 %
Additional parks	62	8.2 %
Other	43	5.7 %
None chosen	21	2.8 %
Total	1947	

**Q23. 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.**

Q23. Level of satisfaction with value received for your property taxes	Number	Percent
Very Satisfied	160	21.2 %
Satisfied	312	41.4 %
Neutral	148	19.7 %
Dissatisfied	49	6.5 %
Very Dissatisfied	7	0.9 %
Don't Know	77	10.2 %
Total	753	100.0 %

Village of Pinehurst 2015 Resident Survey: Findings Report

**Q24. 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=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q24a. Overall quality of leadership provided by Village's elected officials	20.1%	40.6%	17.5%	5.7%	1.6%	14.5%
Q24b. Overall effectiveness of appointed boards & commissions	15.3%	36.4%	23.5%	5.2%	1.1%	18.6%
Q24c. Overall effectiveness of Village Manager & appointed staff	23.2%	36.8%	18.9%	2.3%	0.9%	17.9%

**WITHOUT NO OPINION**

**Q24. 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 "no opinion")**

(N=753)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q24a. Overall quality of leadership provided by Village's elected officials	23.4%	47.5%	20.5%	6.7%	1.9%
Q24b. Overall effectiveness of appointed boards & commissions	18.8%	44.7%	28.9%	6.4%	1.3%
Q24c. Overall effectiveness of Village Manager & appointed staff	28.3%	44.8%	23.0%	2.8%	1.1%

**Q25. Would you recommend Pinehurst to others as a place to live?**

Q25. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	710	94.3 %
No	25	3.3 %
Not provided	18	2.4 %
Total	753	100.0 %

**Q26. Approximately how many years have you lived in the Village of Pinehurst?**

Q26. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	215	28.6 %
5-10 years	180	23.9 %
11-20 years	234	31.1 %
20+ years	121	16.1 %
Not provided	3	0.4 %
Total	753	100.0 %

**Q27. Do you have school age children (grades K-12) living at home?**

Q27. Do you have school age children (grades K-12) living at home	Number	Percent
Yes	163	21.6 %
No	590	78.4 %
Total	753	100.0 %

**Q27a. If YES: For your school age children, what grade level are they?**

Q27a. What grade level	Number	Percent
K-5	98	60.1 %
6-8	56	34.4 %
High school	55	33.7 %
Not provided	4	2.5 %
Total	213	

**Q28. Which of the following best describes your current employment status?**

<u>Q28. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	309	41.0 %
Employed in home/have a home-based business	54	7.2 %
Student	3	0.4 %
Retired	347	46.1 %
Not currently employed	27	3.6 %
Not provided	13	1.7 %
Total	753	100.0 %

**Q28. (If employed outside home) What is the ZIP CODE where you work?**

<u>Q28-1. Work place zip code</u>	<u>Number</u>	<u>Percent</u>
28374	107	42.5 %
28387	43	17.1 %
28310	22	8.7 %
28315	9	3.6 %
27376	8	3.2 %
Other Zip Codes (5 or fewer responses from zip code)	63	25.2 %
Total	252	100.0 %

**Q29. Which of the following BEST describe your age?**

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	53	7.0 %
35-44 years	93	12.4 %
45-54 years	110	14.6 %
55-64 years	164	21.8 %
65+ years	328	43.6 %
Not provided	5	0.7 %
Total	753	100.0 %

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

<u>Q30. Your race</u>	<u>Number</u>	<u>Percent</u>
Asian	11	1.5 %
White	687	91.2 %
American Indian/Alaskan Native	4	0.5 %
Native Hawaiian/Pacific Islander	1	0.1 %
Black/African American	15	2.0 %
Two or more races	13	1.7 %
Hispanic	12	1.6 %
Other	7	0.9 %
Not provided	21	2.8 %
Total	771	

**Q32. What is your gender?**

<u>Q32. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	369	49.0 %
Female	384	51.0 %
Total	753	100.0 %

**Neighborhood**

<u>Neighborhood</u>	<u>Number</u>	<u>Percent</u>
Pinehurst #6	111	14.8 %
Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst	42	5.6 %
Pinehurst #7/Lawn & Tennis/CCNC	53	7.1 %
Morganton/Monticello	67	9.0 %
Lake Pinehurst/Burning Tree/St. Andrews	186	24.9 %
Pinewild	94	12.6 %
Old Town/Linden Road/Clarendon Gardens	85	11.4 %
Village Acres	109	14.6 %
Not provided	1	0.1 %
Total	748	100.0 %

*Section 6:*  
***Survey Instrument***

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

August 2015

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.2015PinehurstCommunitySurvey.com](http://www.2015PinehurstCommunitySurvey.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 October.

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,

Jeffrey M. Sanborn  
Village Manager

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ADMINISTRATION

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



# 2015 Village of Pinehurst Community Survey

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

1. **OVERALL SATISFACTION WITH VILLAGE SERVICES.** 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."

Village Services:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
A. Police services	5	4	3	2	1	9
B. Fire services	5	4	3	2	1	9
C. Parks and recreation <b>programs</b>	5	4	3	2	1	9
D. Parks and recreation <b>facilities</b>	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. **REASONS TO LIVE IN PINEHURST.** 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)

Indicators:		Very Important	Somewhat Important	Not sure	Unimportant	Are your needs being met in Pinehurst?	
						Yes	No
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 opportunities	4	3	2	1	A	B
H.	Availability of recreational opportunities	4	3	2	1	A	B
I.	Proximity to family or friends	4	3	2	1	A	B
J.	Proximity to work	4	3	2	1	A	B
K.	Safety and security	4	3	2	1	A	B
L.	Quality health care	4	3	2	1	A	B
M.	A "resort" community	4	3	2	1	A	B
N.	Opportunities and/or resources for senior citizens	4	3	2	1	A	B
O.	Opportunities and/or resources for children under 18	4	3	2	1	A	B

**4. PERCEPTION OF PINEHURST.** 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."

How would you rate The Village of Pinehurst:		Excellent	Good	Neutral	Below Average	Poor	No Opinion
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:

How safe do you feel:		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	No Opinion
A.	Walking alone in your neighborhood <b>during the day</b>	5	4	3	2	1	9
B.	Walking alone in your neighborhood <b>after dark</b>	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:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
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.	Fire prevention and education programs provided by the Village	5	4	3	2	1	9
F.	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.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
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 youth recreation programs	5	4	3	2	1	9
K.	Quality of adult recreation programs	5	4	3	2	1	9
L.	Range of amenities at parks and recreation facilities	5	4	3	2	1	9
M.	Village sponsored cultural arts events	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                        | _____ (5) Rassie Wicker Park                   |
| _____ (2) Village sponsored cultural/arts events | _____ (6) Camelot Playground                   |
| _____ (3) Cannon Park                            | _____ (7) West Pinehurst Park (e.g. disc golf) |
| _____ (4) Arboretum/Timmel Pavilion              |  |

11. **PUBLIC LIBRARY SERVICES.** The Village of Pinehurst helps provide public library services through a cooperative agreement with the Given Memorial Library, a private non-profit organization, providing only 22% of the operational costs of the library. Please indicate whether you or other members of your household used the Given Memorial Library’s services 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?		Service	Very Satisfied	Satisfied	Neutral	Dis-satisfied	Very Dissatisfied	No Opinion
YES	NO	Overall quality of Given Memorial Library services	5	4	3	2	1	9
YES	NO	Library programs provided	5	4	3	2	1	9
YES	NO	Print collection	5	4	3	2	1	9
YES	NO	Ebook collection	5	4	3	2	1	9

**12. 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."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
A.	Enforcing the cleanup 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
H.	The variety of businesses in the Village Center	5	4	3	2	1	9

**13. 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	No Opinion
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

**14. 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	No Opinion
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 / management system	5	4	3	2	1	9

**15. 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 Q14 above.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

16. 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	No Opinion
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

17. **DOWNTOWN PARKING.** 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	No Opinion
A.	Availability of parking downtown	5	4	3	2	1	9
B.	Quality of public parking lots	5	4	3	2	1	9

18. **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	No Opinion
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 local decisions	5	4	3	2	1	9
E.	Village social media	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 e-News updates	5	4	3	2	1	9
I.	Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

19. 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 (www.vopnc.org) | <input type="checkbox"/> (08) The Aberdeen Times website             |
| <input type="checkbox"/> (04) Village e-News                  | <input type="checkbox"/> (09) Time Warner TV-14                      |
| <input type="checkbox"/> (05) The Pilot Newspaper             |  |

20. 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"/> (3) Seldom       | <input type="checkbox"/> (9) Don't know |  |

**21. CUSTOMER SERVICE. Have you contacted the Village during the past year?**

\_\_\_\_(1) Yes [answer Q21a through d]                      \_\_\_\_ (2) No [go to Q22]

**21a-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:**

Customer Service Characteristics:		Always	Usually	Sometimes	Seldom	Never	No Opinion
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

**22. CAPITAL IMPROVEMENTS. Of these capital improvements, which would you select as the most important?**

**(Check up to 3)**

- |  |  |
|--|--|
| ____ (01) Sidewalk construction in neighborhoods | ____ (07) Street resurfacing   |
| ____ (02) Greenway trails (walking paths)        | ____ (08) Additional parks   |
| ____ (03) Bicycle lanes and paths                | ____ (09) Additional park amenities                                  |
| ____ (04) Street intersection improvements       | ____ (10) Community Center for recreation and cultural programs      |
| ____ (05) Street lighting in neighborhoods       | ____ (11) Expansion of Village Center/Redevelopment of Village Place |
| ____ (06) Stormwater (drainage) improvements     |  |

**23. 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        |

**24. 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.”**

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
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

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

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

**DEMOGRAPHICS**

**26. 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

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

- (1) Yes
- (2) No

27a. 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

28. 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

29. Which of the following BEST describe your age?

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

30. Which of the following best describes your race?

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

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.