

Village of Pinehurst Business Survey

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Findings
Report

Submitted to the Village of Pinehurst by:

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Executive Summary

Purpose and Methodology

A business survey was administered for The Village of Pinehurst to businesses located within the Village limits during July and August of 2016. The survey was administered for the fifth time as part of an effort to assess business satisfaction with the quality of Village services and to measure trends from the results of previous surveys. The information gathered will help the Village address issues affecting the business community by measuring change over time.

Methodology. A four-page survey was mailed to businesses in the Village of Pinehurst. Approximately 10 days after surveys were mailed, businesses who received the survey were contacted by phone. Those who indicated they had not returned the survey were given the option of completing it by phone. The goal was to receive at least 75 completed surveys. This goal was far exceeded, with a total of 114 businesses completing the survey.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to be consistent with the presentation of the resident responses. Since the number of “don’t know” responses often reflects the utilization and awareness of services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

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

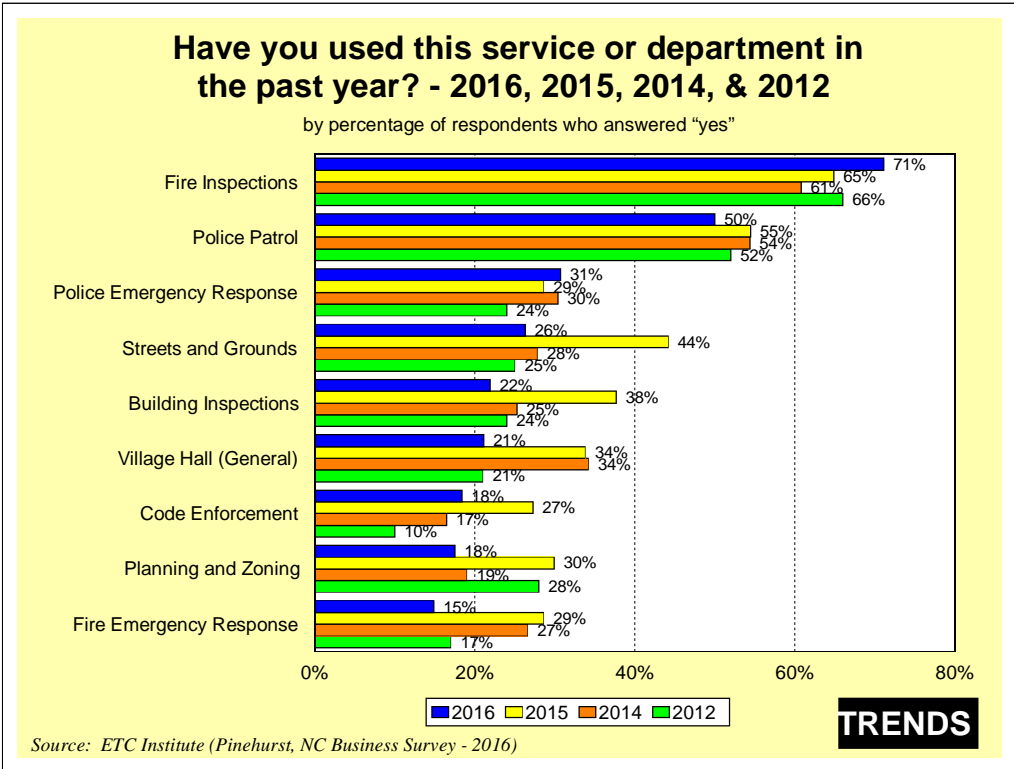
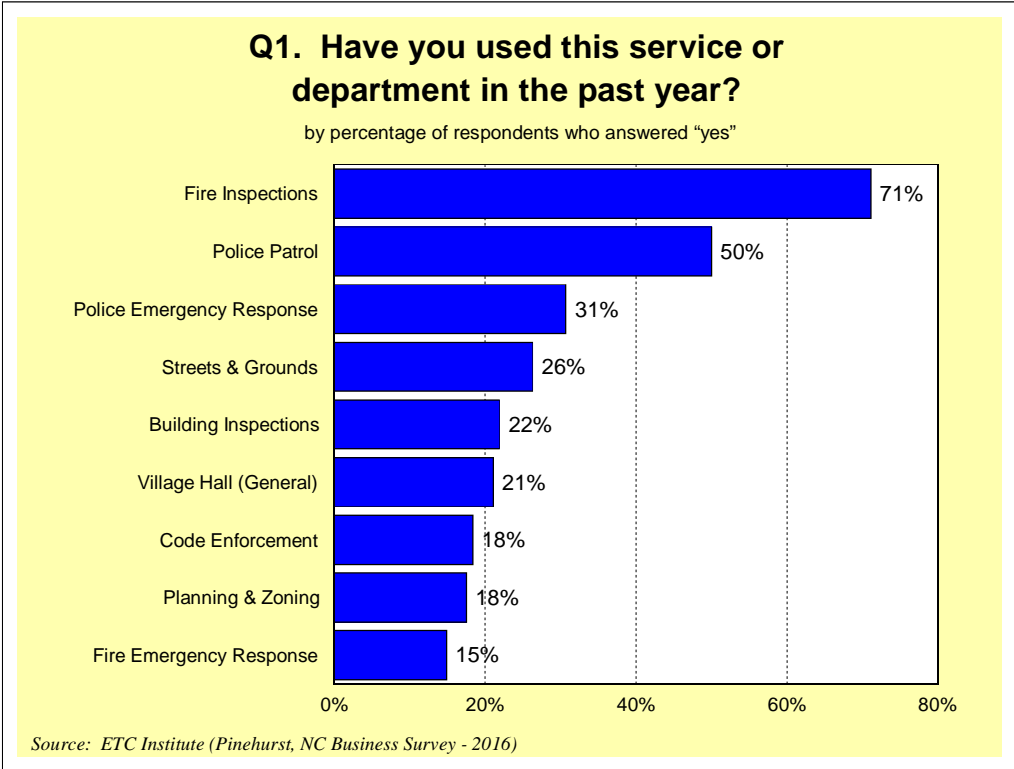
Major Findings

- **Use of Village Services.** The services that the highest percentage of businesses have used in the past year were: fire inspections (71%), police patrol (50%), and police emergency response (31%).
- **Satisfaction with Village Services and Departments.** The services that had the highest levels of satisfaction from businesses *who had an opinion* were: fire emergency response (100%), police patrol (98%), Village Hall (General) (95%), building inspections (95%), and planning and zoning (95%).
- **Most Important Village Services.** Based on the sum of the top three choices, areas that businesses rated as the most important were: (1) police patrol (71%), (2) police emergency response (60%), and (3) code enforcement (24%).
- **Satisfaction with the Overall Quality of Village Services.** Thirty-three percent (33%) of businesses feel the overall quality of services provided by the Village meets their expectations; 57% feel the overall quality of Village services exceeds their expectation, and only 4% feel the overall quality of Village services are below their expectations.
- **Satisfaction with Various Village Services.** Most (96%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the cleanliness of streets; 94% were satisfied with the landscape and maintenance in right of ways and public areas, and 82% were satisfied with creating and promoting special events.
- **Perceptions of the Village.** Most (97%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the overall feeling of safety in the Village; 95% were satisfied with the overall quality of life, and 89% were satisfied with the overall image of the Village.
- **Likelihood of Recommending the Village as a Business Location.** Two-thirds (66%) of businesses would be very likely or likely to recommend the Village as a business location to family and friends; 23% would be somewhat likely to recommend the Village as a business location to family and friends, and only 11% would not be likely to recommend the Village as a business location.
- **Business Atmosphere Compared to Two Years Ago.** Forty (40%) of businesses feel the overall business atmosphere in the Village is better than two years ago; 43% feel there has been no change, but the atmosphere is good, 9% feel there has been no change but the atmosphere is bad, and only 1% feel the atmosphere is worse.

- **Village Customer Service.** Nearly three-quarters (71%) of businesses rated the customer service from the Village at very good (42%) or good (29%); only 4% rated the customer service from the Village as poor.
- **Level of Agreement with Statements About Customer Service from Village Staff.** Ninety-one percent (91%) of the businesses surveyed *who had an opinion* agreed that the Village staff was courteous during their most recent interaction with Village staff; 84% agreed that Village staff was competent and professional, 84% agreed that Village staff was responsive to their needs, and 79% agreed that their issue was resolved promptly.
- **Satisfaction with Village Communications with Businesses.** Nearly two-thirds (65%) of businesses were satisfied with the job the Village does communicating with business owners, compared to only 8% who were dissatisfied.
- **Village Website.** Over three-fourths (76%) of businesses were very satisfied or satisfied with the Village’s website; 21% rated the Village’s website as “neutral”, and only 1% were dissatisfied. Over three-fourths (76%) of the businesses surveyed *who had an opinion* rated the ease of navigation of the Village’s website as “very good” or “good”.
- **Community Development (Codes and Ordinances)** Seventy percent (70%) of the businesses *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the historic district guidelines; 64% were satisfied with zoning ordinances, and 62% were satisfied with business signage and regulations.
- **Impact of Various Cultural and Entertainment Opportunities** Fifty-four percent (54%) of the businesses surveyed feel Holly Arts and Crafts Festival has a positive impact on their business, 53% feel Live After Five Concerts have a positive impact, and 53% feel other cultural activities such as live music have a positive impact on their business.
- **Satisfaction with the Way the Village handles Events That Attract Large Crowds.** Over three-fourths (81%) of businesses are satisfied with the way the Village handles events that attract large crowds.
- **Reasons Influencing Decision to Locate Business in the Village of Pinehurst.** Eighty-three percent (92%) of the businesses surveyed indicated the low crime rate was either “extremely important” (59%), “very important” (24%), or “important” (9%) to their decision to locate their business in the Village of Pinehurst. The other top reasons included the overall image of the village (93%), and attitude of local government towards businesses (87%).

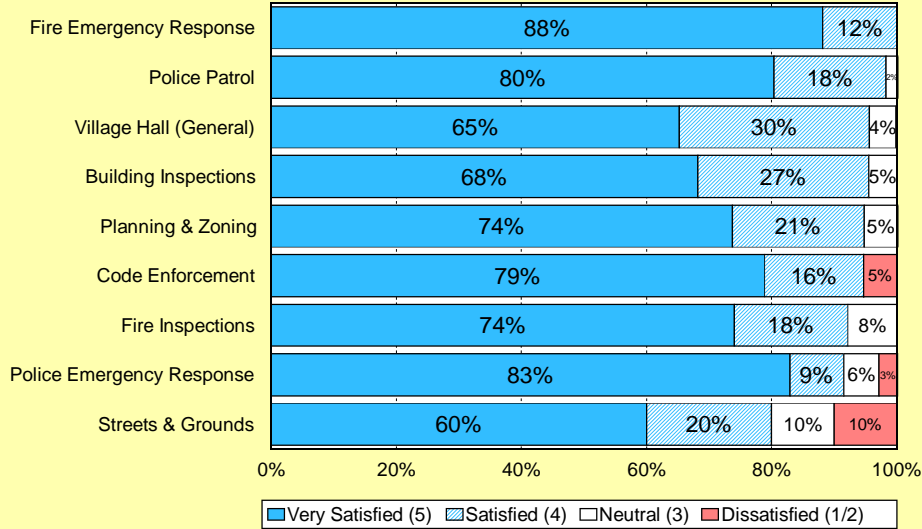
Section 1

Charts and Graphs



Q1. Overall Satisfaction with Pinehurst Services or Departments Used in the Past Year

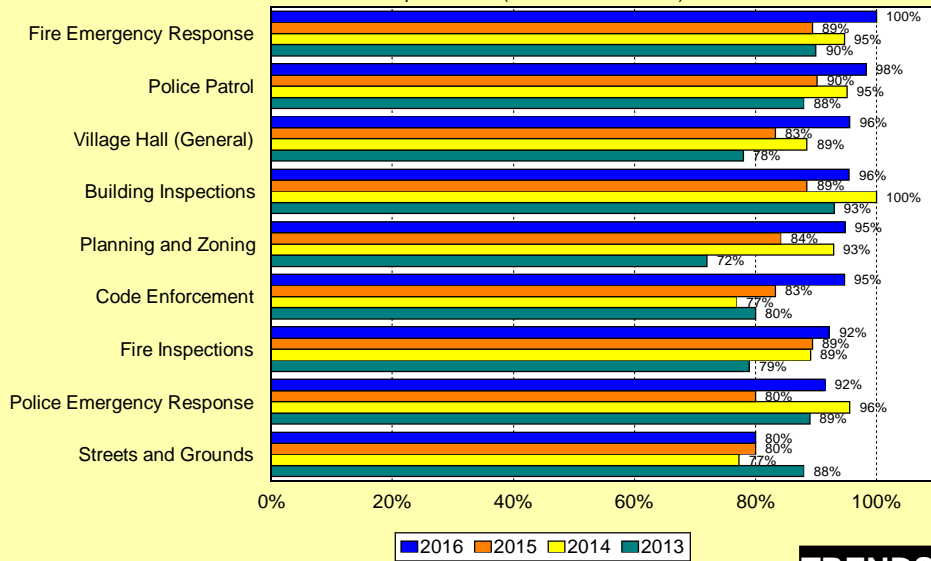
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (without "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Overall Satisfaction with Pinehurst Services or Departments Used in the Past Year - 2016, 2015, 2014, & 2013

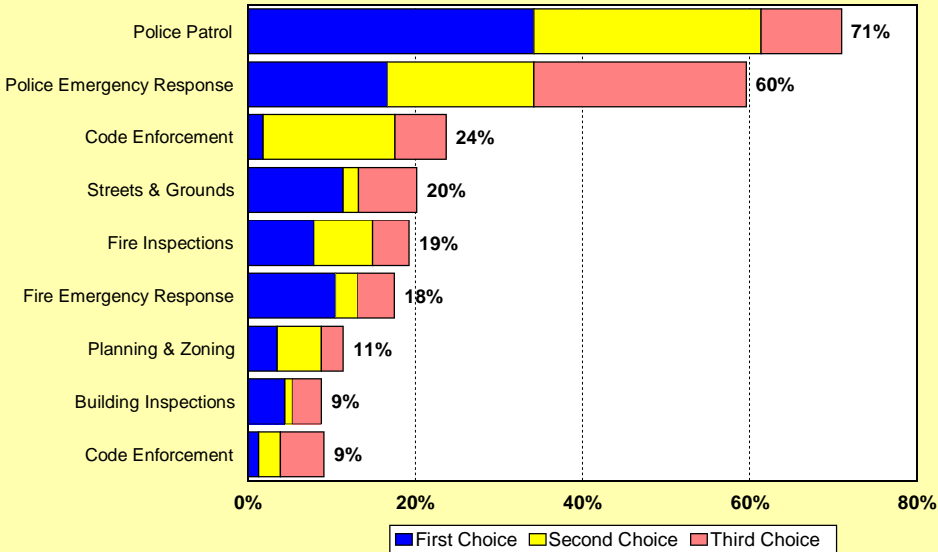
by percentage of respondents who rated the item as a 5 or 4 on a 5-point scale (without "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Q2. Village Services or Department Businesses Indicated as the Most Important to their Business

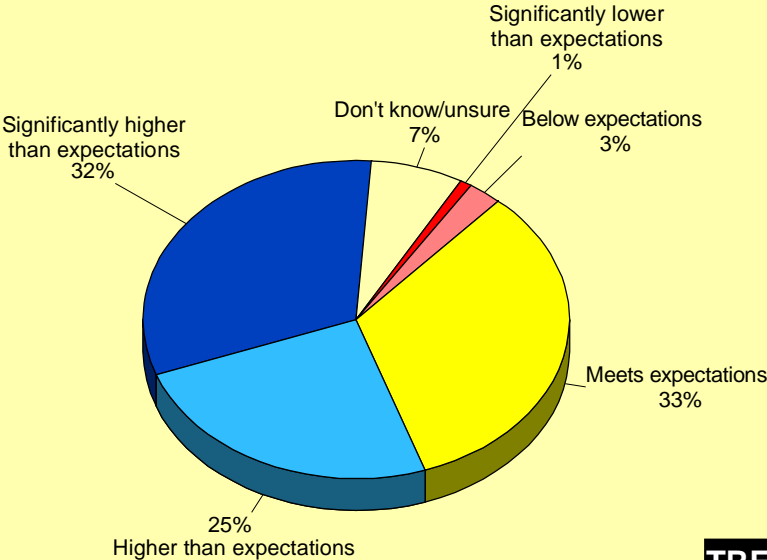
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Q3. Satisfaction with the overall quality of services provided to your business by the Village of Pinehurst

by percentage of respondents

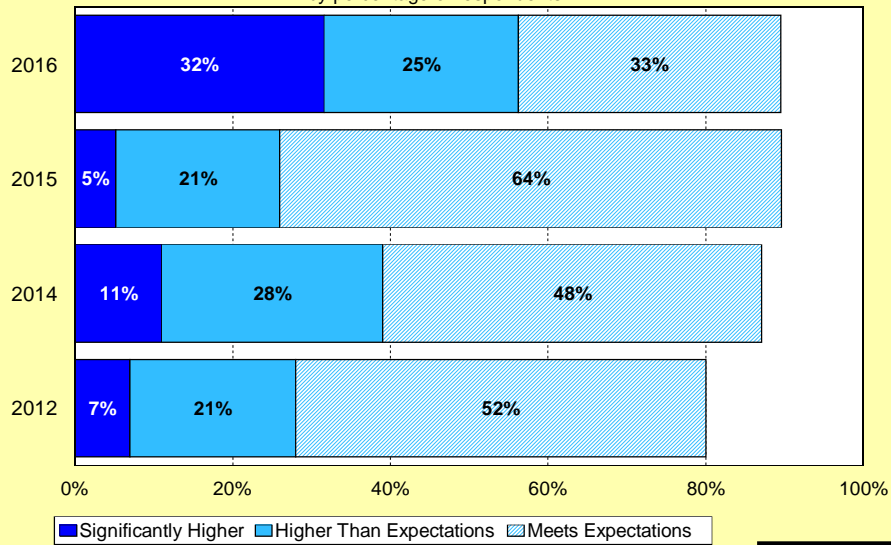


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q3. Satisfaction with the overall quality of services provided to your business by the Village of Pinehurst 2016, 2015, 2014, & 2012

by percentage of respondents

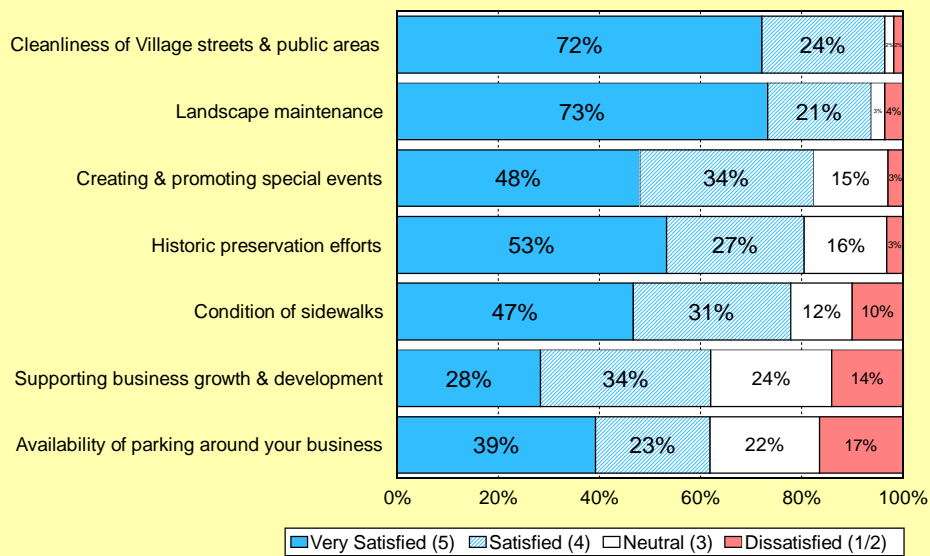


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q4. Level of Satisfaction with the Village in Various Areas

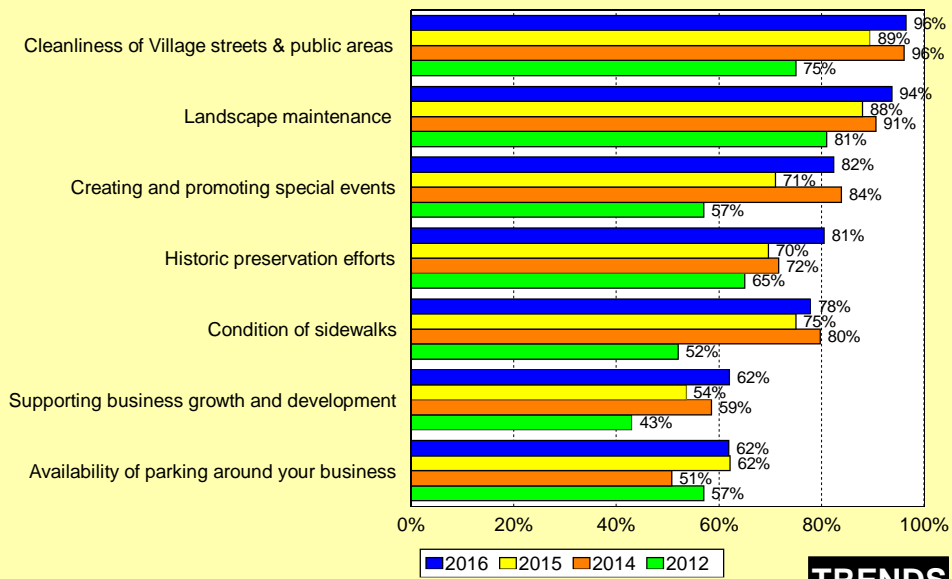
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (without "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Level of Satisfaction with the Village in Various Areas 2016, 2015, 2014, & 2012

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

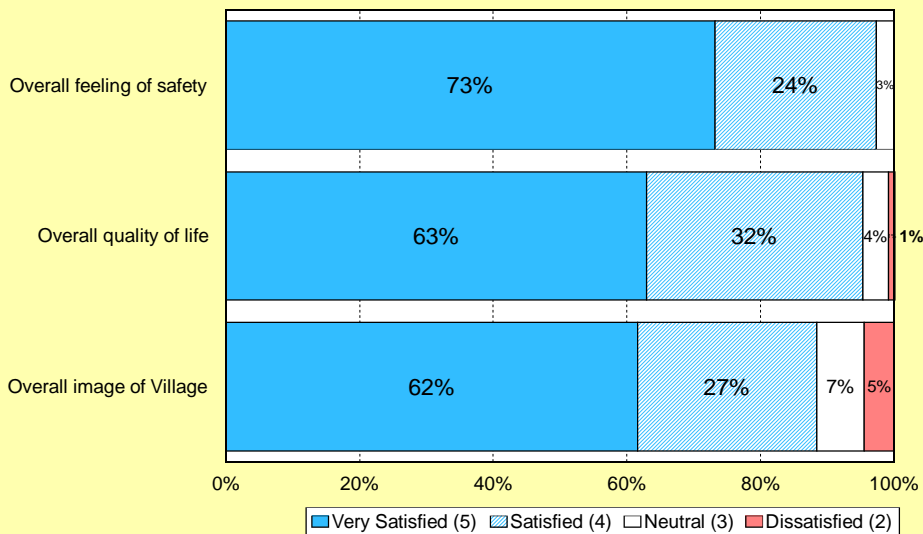


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

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

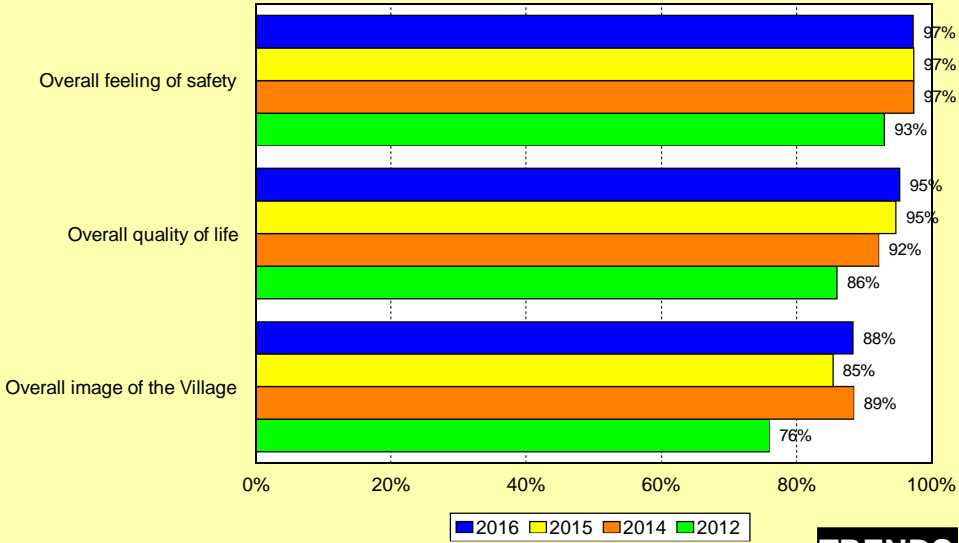
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (without "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Overall Satisfaction with Various Perceptions of the Village of Pinehurst - 2016, 2015, 2014, & 2012

by percentage of respondents who had used the service or department and rated the item as a 4 or 5 on a 5-point scale (without "don't know")

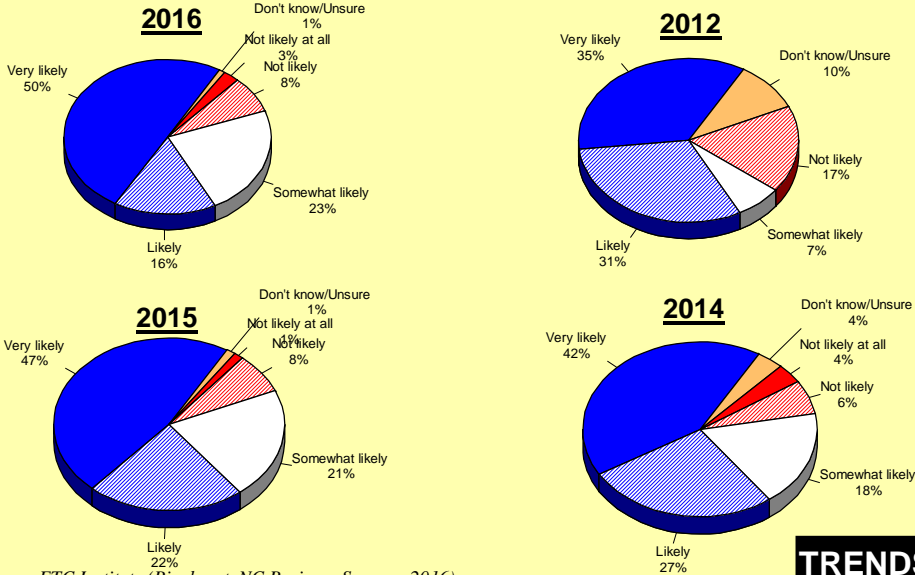


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q6. How likely would you be to recommend the Village as a business location to friends, family, and co-workers? - 2016, 2015, 2014, & 2012

by percentage of respondents

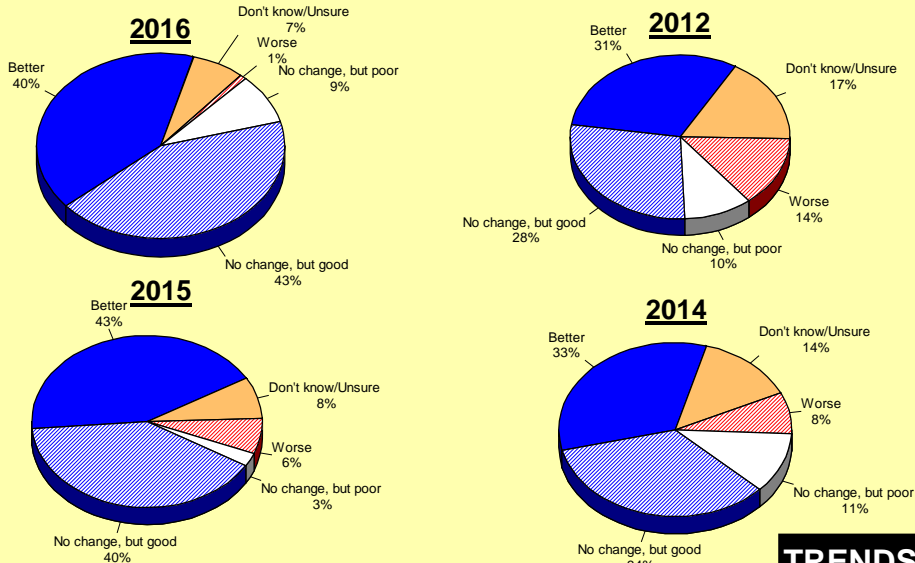


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q7. How would you rate the overall business atmosphere in the Village of Pinehurst today, compared to two years ago? - 2016, 2015, 2014, & 2012

by percentage of respondents

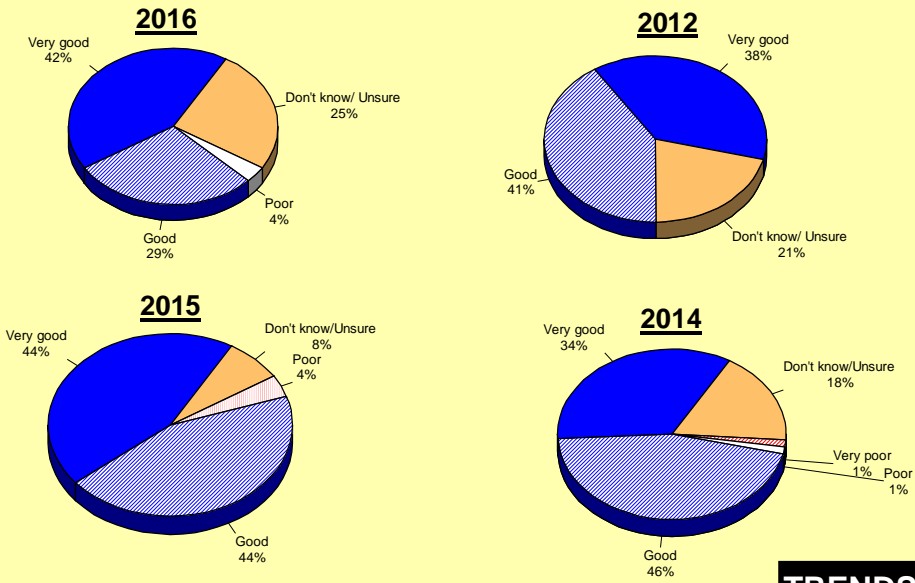


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q8. How would you rate the Village of Pinehurst customer service? - 2016, 2015, 2014, & 2012

by percentage of respondents

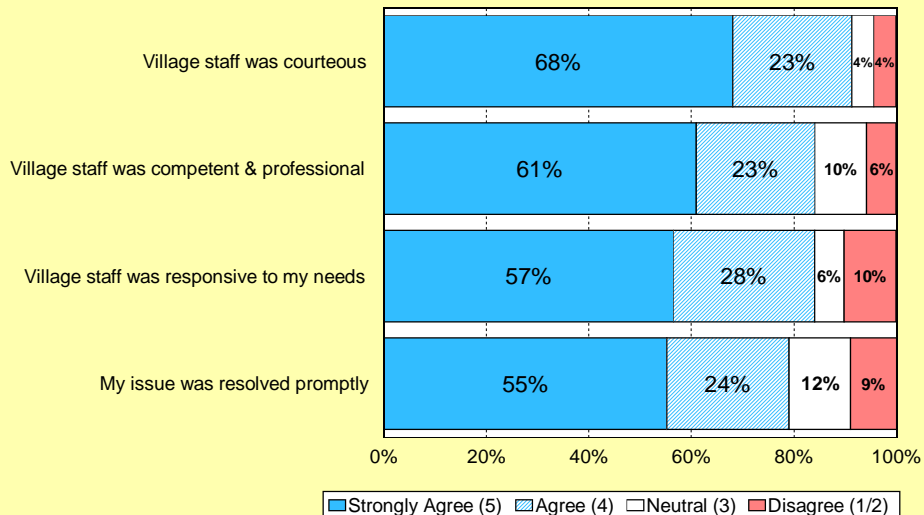


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q9. Level of Agreement with Statements About Your Most Recent Contact with the Village Government Staff

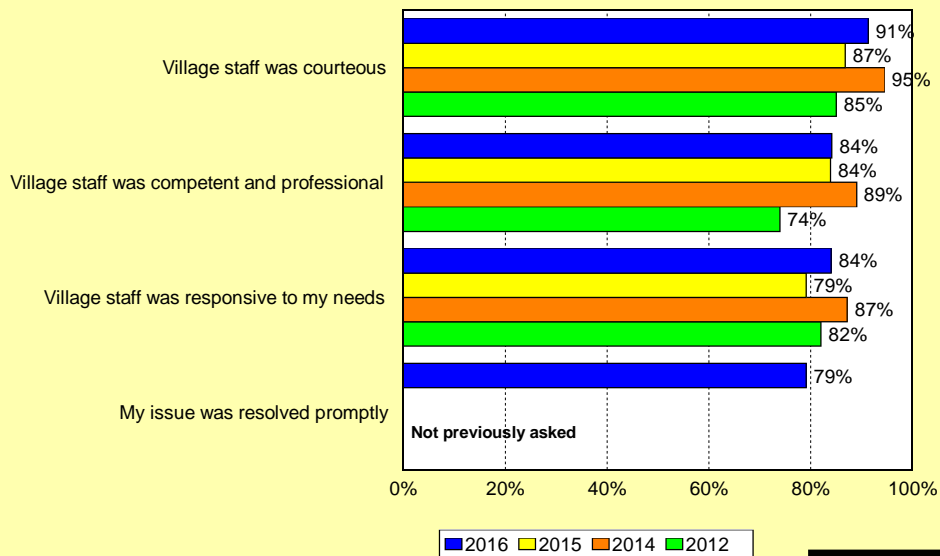
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (without "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Level of Agreement with Statements About Your Most Recent Contact with the Village - 2016, 2015, 2014, & 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")

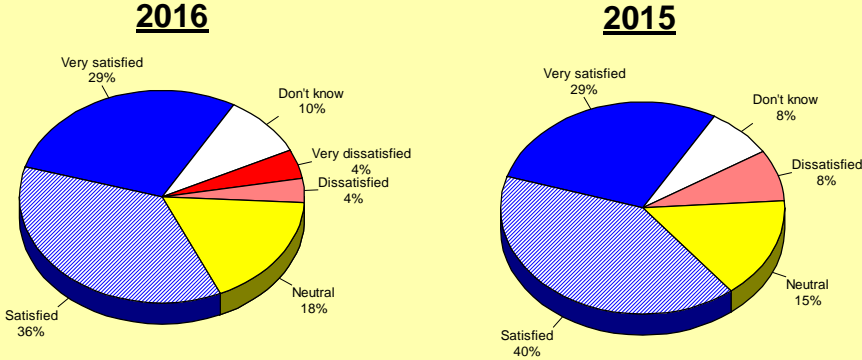


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners?

by percentage of respondents

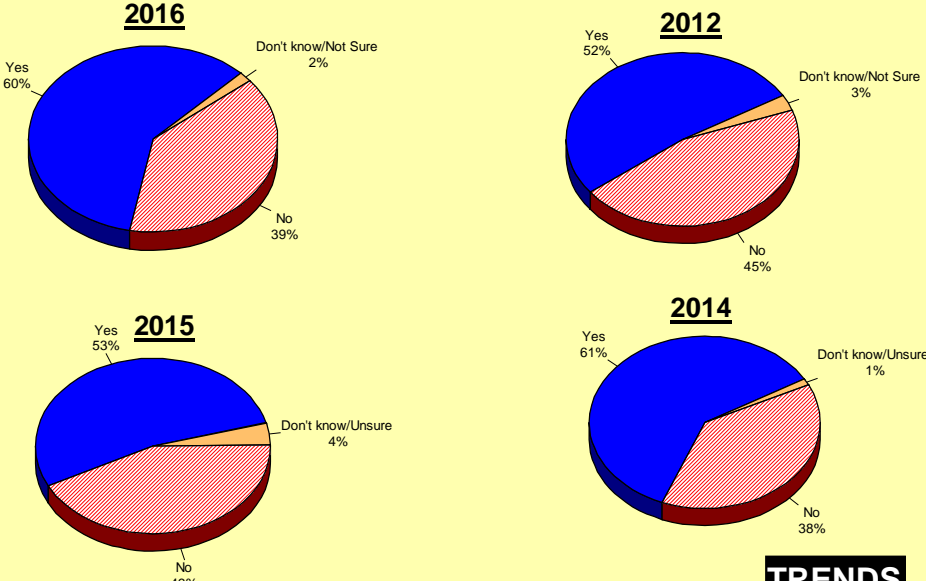


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

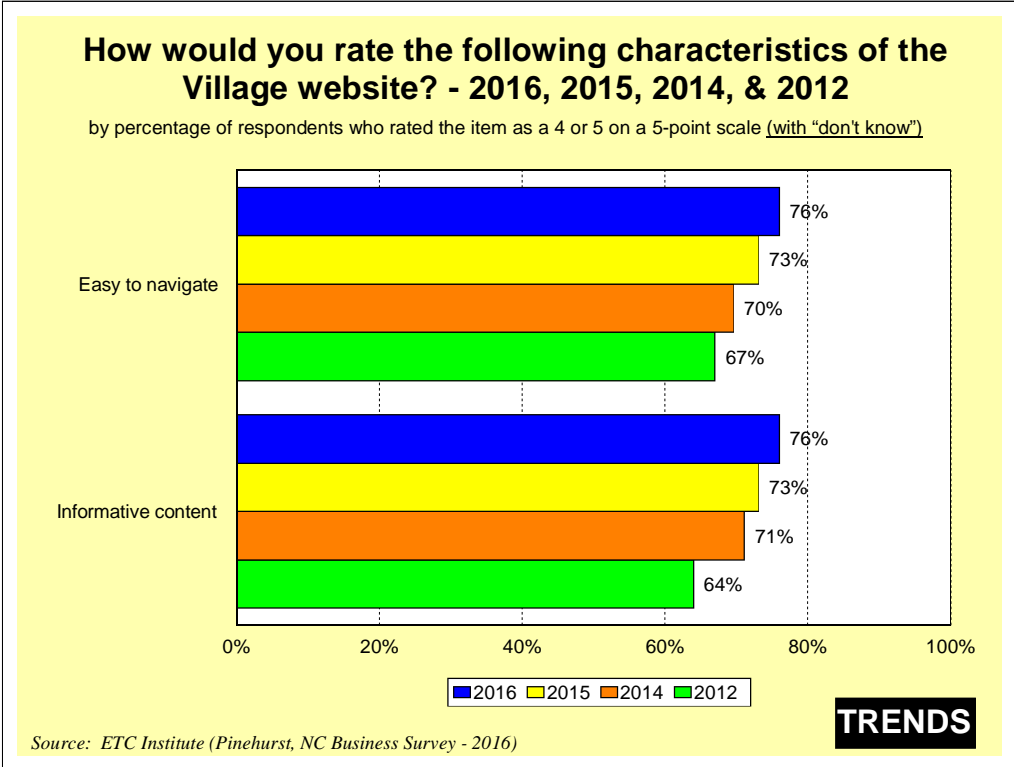
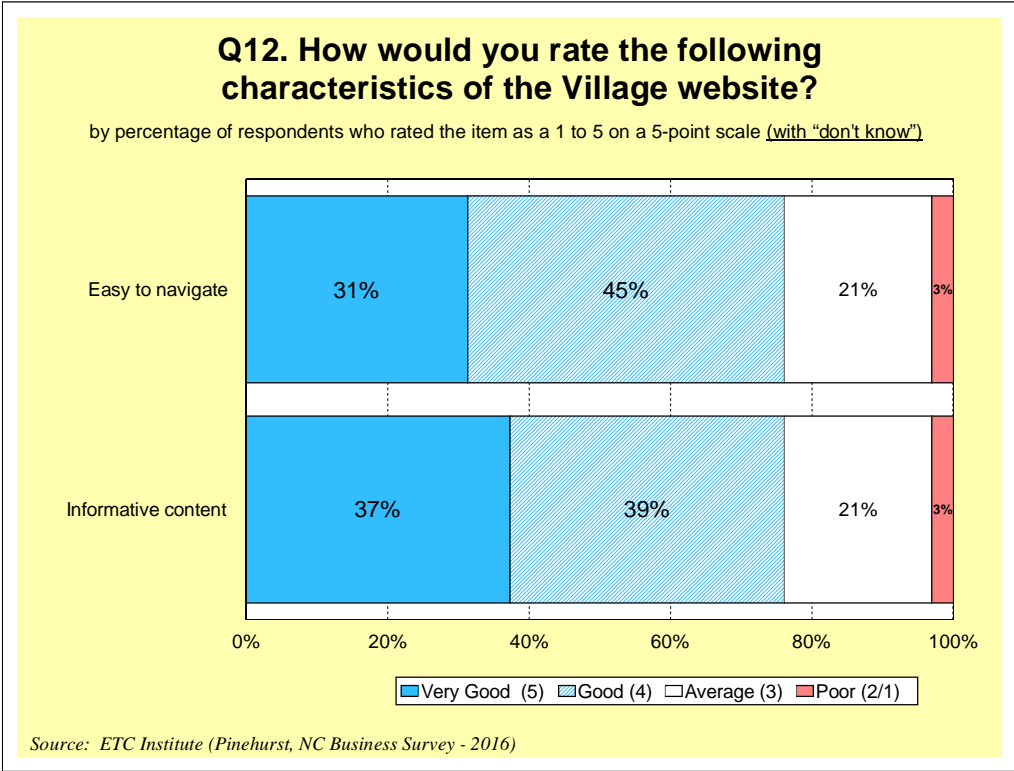
Q11. Have you visited the Village's website (www.vopnc.org) during the past 12 months? - 2016, 2015, 2014, & 2012

by percentage of respondents



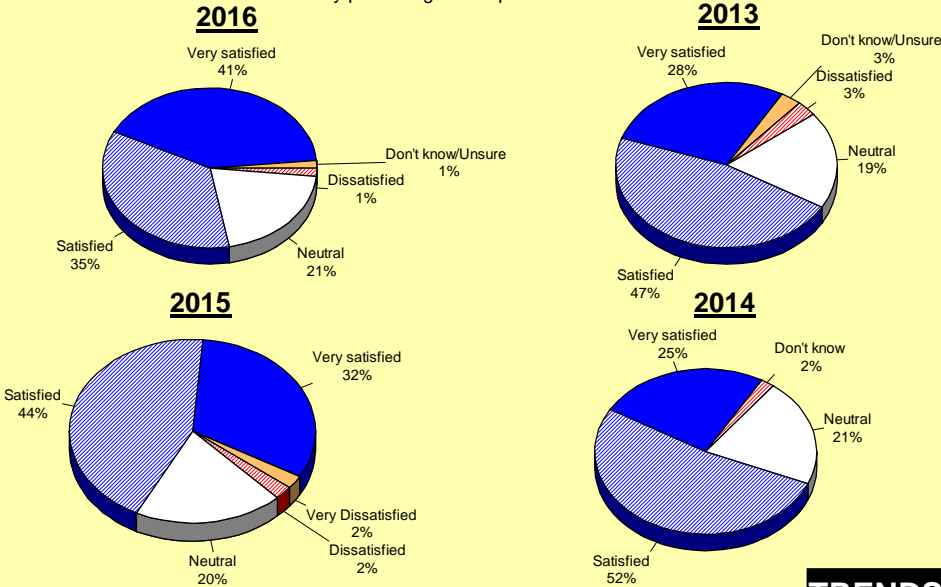
Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS



Q13. How satisfied are you with the Village's website? - 2016, 2015, 2014, & 2013

by percentage of respondents

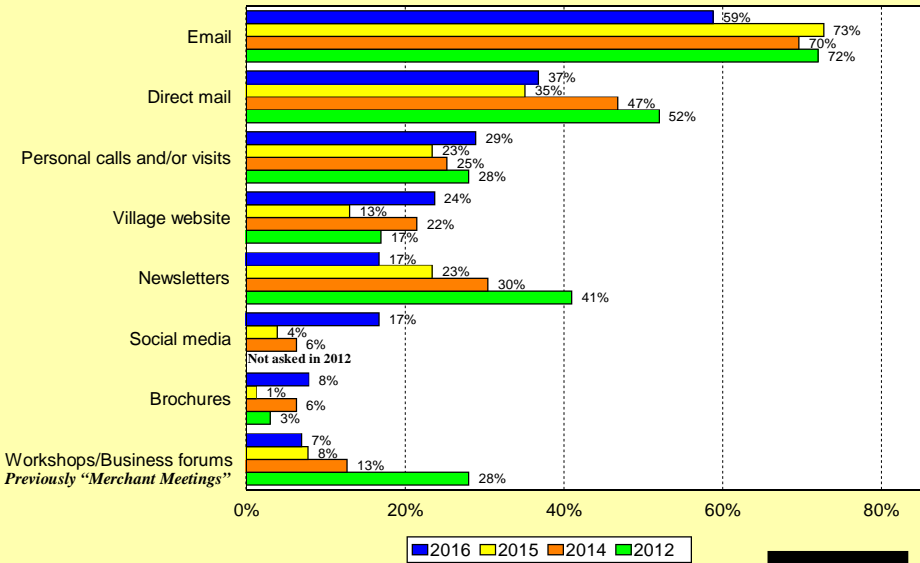


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q14. What are the best ways for the Village to communicate important information to your business?

by percentage of respondents (multiple choices could be made)

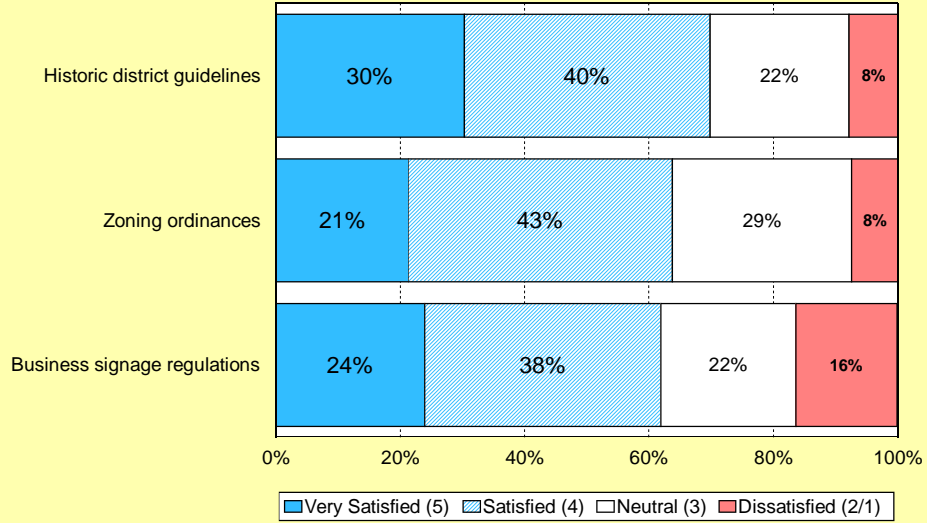


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q15. Level of Satisfaction with Community Development (Village Codes and Ordinances)

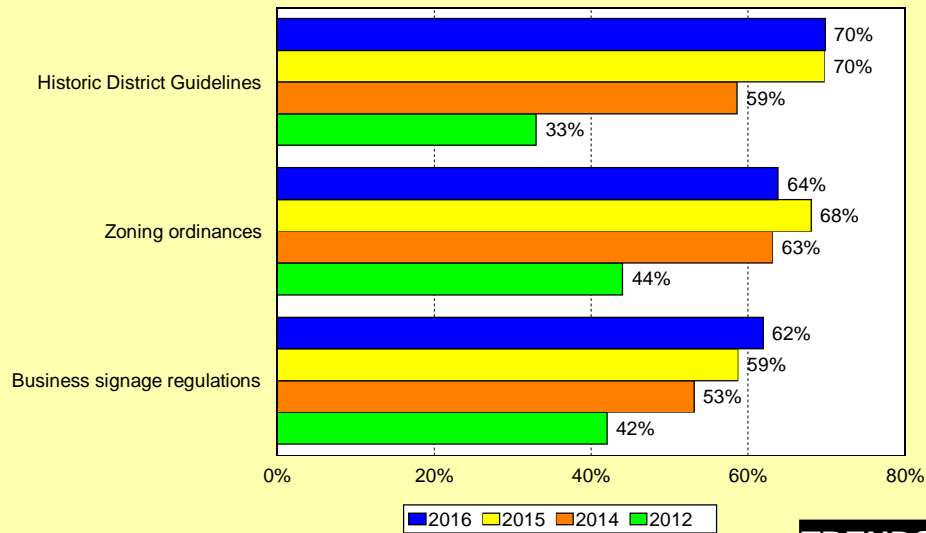
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (without "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Level of Satisfaction with Community Development (Village Codes and Ordinances) - 2016, 2015, 2014, & 2012

by percentage of respondents who had used the service or department and rated the item as a 4 or 5 on a 5-point scale (without "don't know")

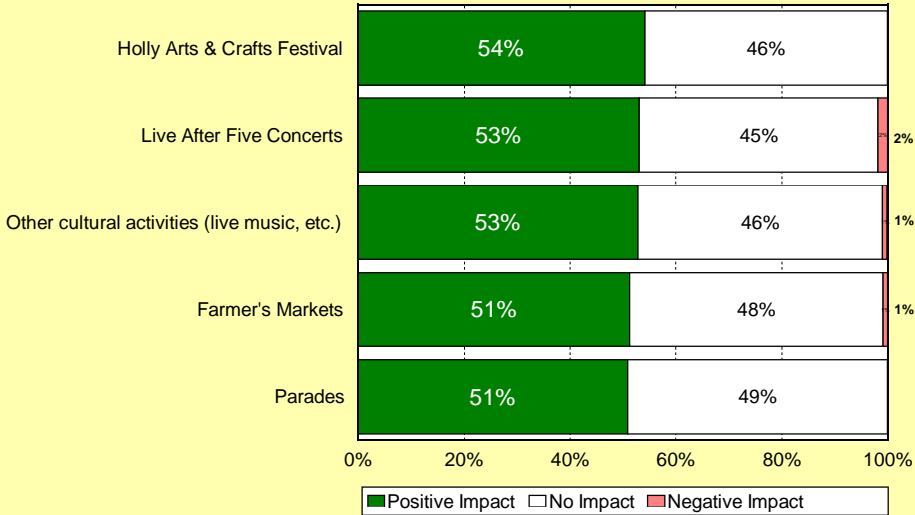


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q16. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business

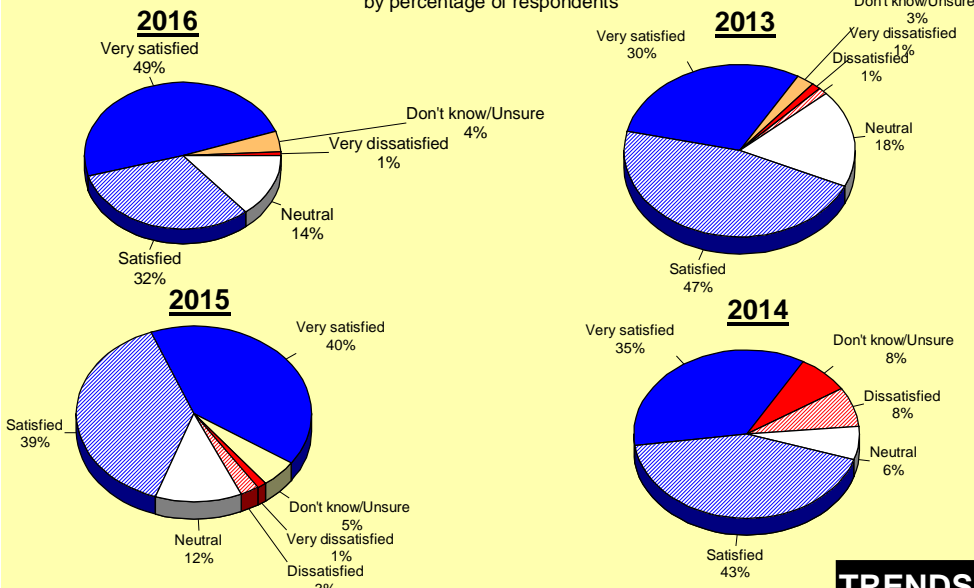
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Q17. How satisfied are you with the way the Village handles events that attract large crowds to the Village? - 2016, 2015, 2014, & 2013

by percentage of respondents

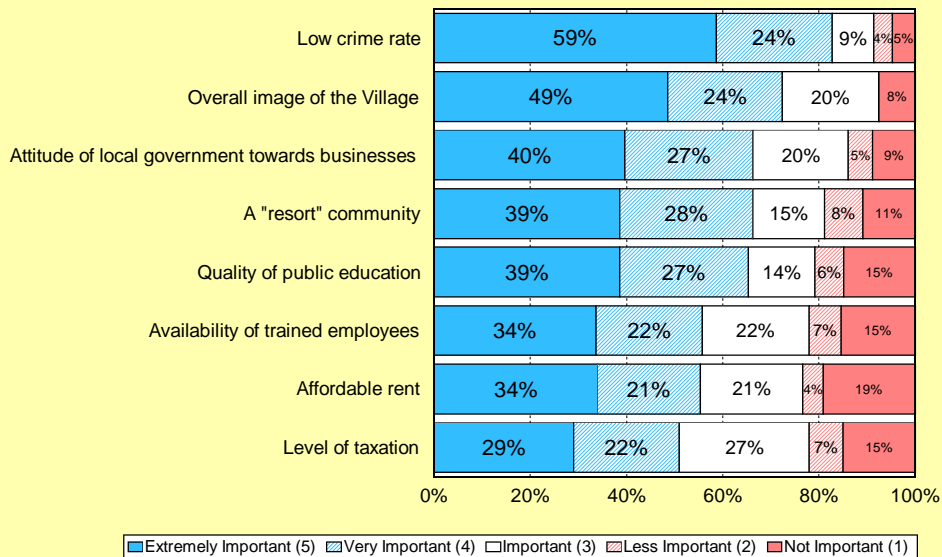


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q18. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst

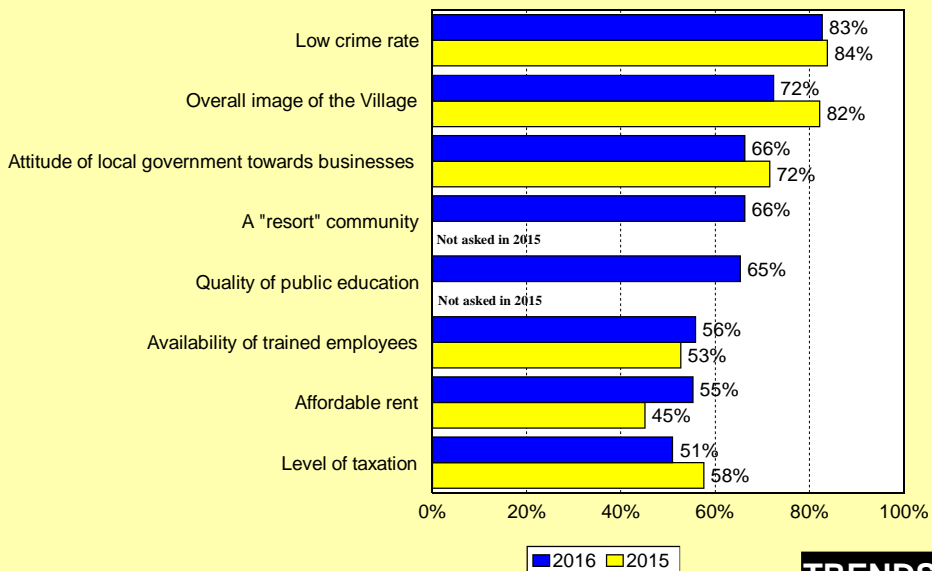
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (without "not provided")



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst - 2016 & 2015

by percentage of respondents rated the item as a 4 or 5 on a 5-point scale (without "don't know")

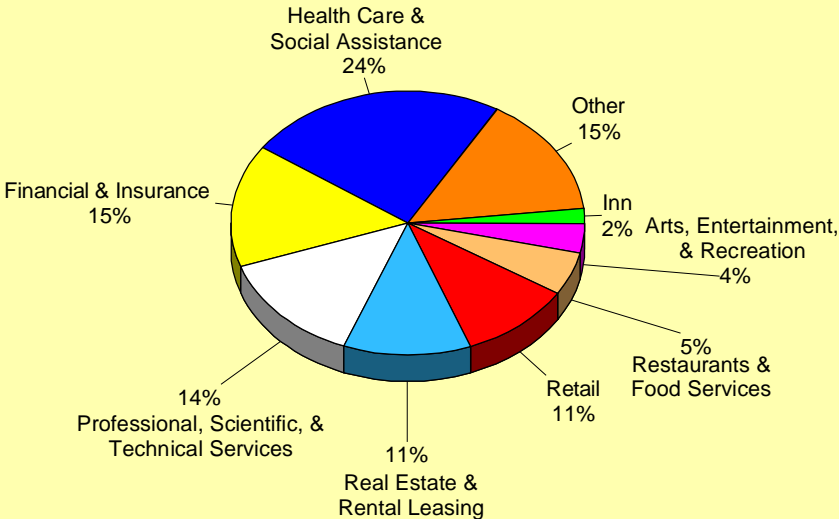


Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

TRENDS

Q19. Primary Business Category for Your Business

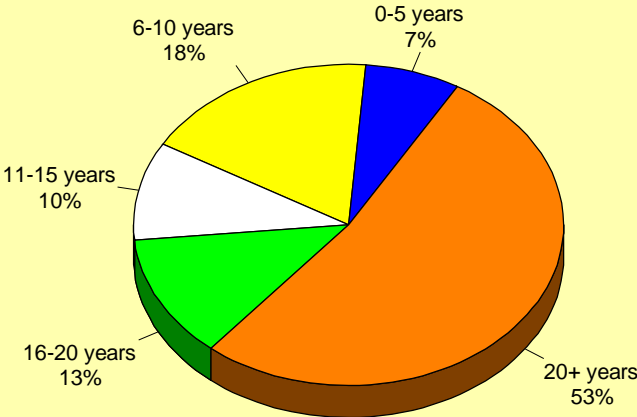
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Q20. How many years have you been in operation in the Village?

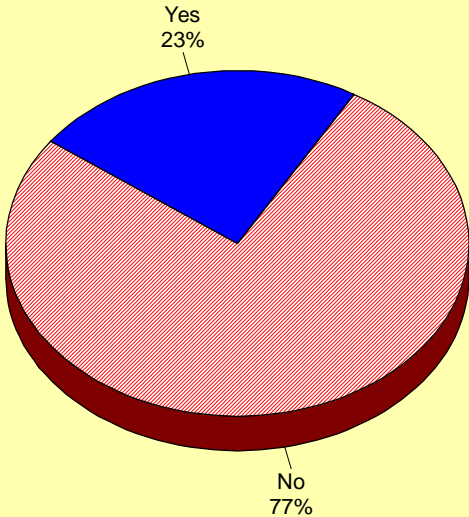
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Q21-1. Are you a member of the Pinehurst Business Partners?

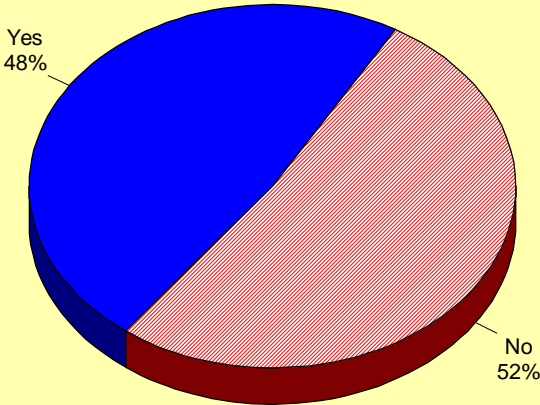
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Q21-2. Are you a member of the Moore County Chamber of Commerce?

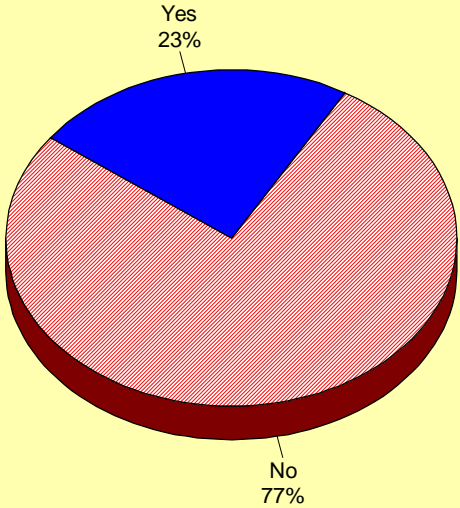
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Q21-3. Is your business located in the Village Center?

by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2016)

Section 2

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Village of Pinehurst, NC

Overview

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

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that communities will maximize overall business satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

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

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the Village to provide. Sixty percent (60%) of businesses selected "Police Patrol" as one of the most important major services to provide.

With regard to satisfaction, 98% of the businesses surveyed rated their overall satisfaction with “Police Patrol” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “Police Patrol” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 57% was multiplied by 2% (1-0.98). This calculation yielded an I-S rating of 0.0101, which ranked fourth out of nine major Village services.

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

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

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

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

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

The results for Pinehurst are provided on the following page.

Importance-Satisfaction Rating

Village of Pinehurst, NC - Business Survey

OVERALL VILLAGE SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Streets & Grounds	71%	1	80%	9	0.1420	1
Fire Inspections	18%	6	92%	7	0.0137	2
Code Enforcement	24%	3	95%	6	0.0126	3
Police Patrol	60%	2	98%	2	0.0101	4
Planning & Zoning	19%	5	95%	5	0.0100	5
Police Emergency Response	11%	7	92%	8	0.0097	6
Village Hall (General)	20%	4	96%	3	0.0089	7
Building Inspections	9%	9	96%	4	0.0040	8
Fire Emergency Response	9%	8	100%	1	0.0000	9

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, 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 Matrix Analysis

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

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

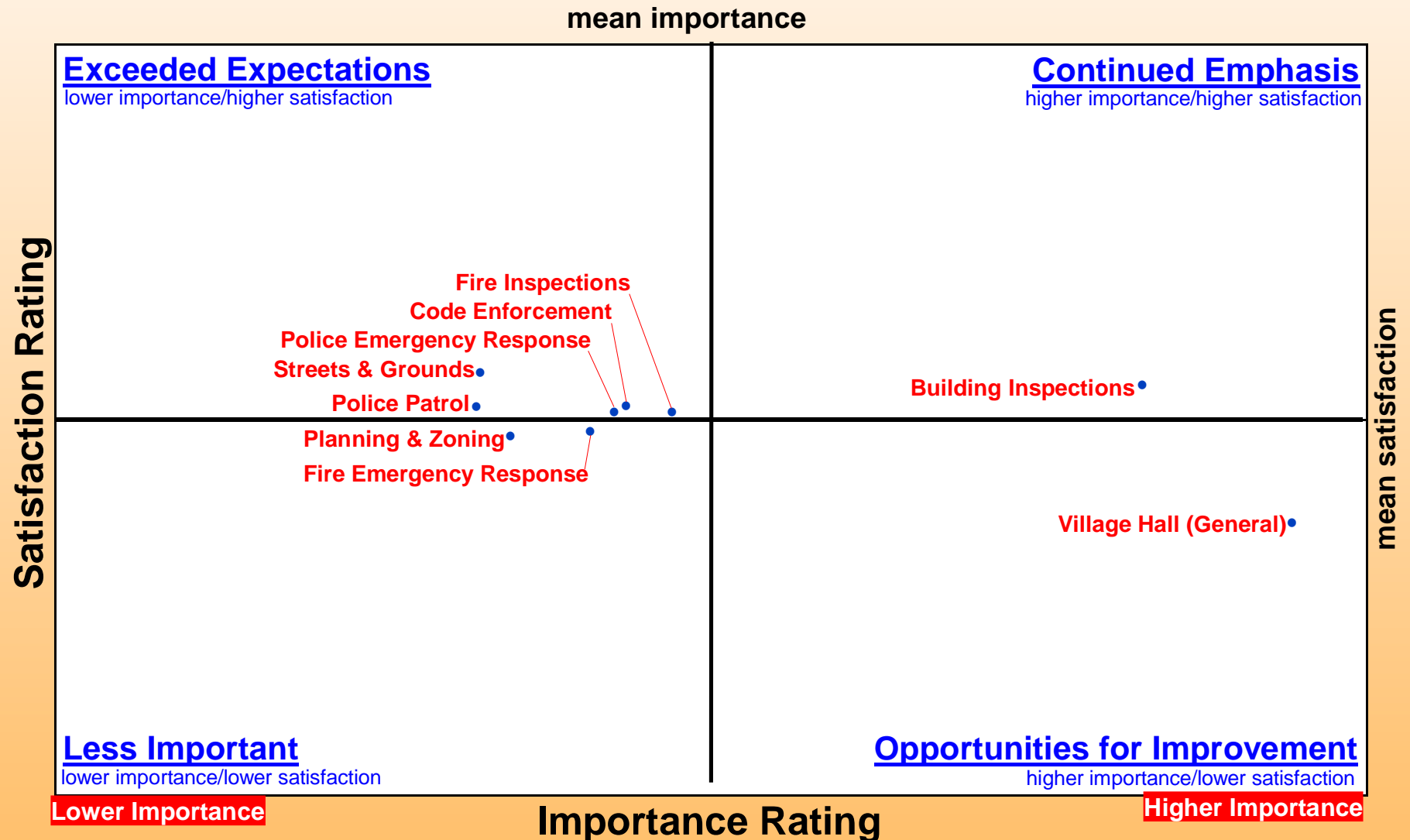
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the Village is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Village should maintain (or slightly increase) emphasis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

Matrices showing the results for Pinehurst are provided on the following page.

2016 Village of Pinehurst Business Survey Importance-Satisfaction Assessment Matrix

-Overall-

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



Source: ETC Institute (2016)

Section 3

Tabular Data

Q1. COMMUNITY SERVICE SATISFACTION. Please indicate if your business has used the service or department listed below in the past year.

(N=114)

	Yes	No
Q1a. Building Inspections	21.9%	78.1%
Q1b. Fire Inspections	71.1%	28.9%
Q1c. Planning & Zoning	17.5%	82.5%
Q1d. Code Enforcement	18.4%	81.6%
Q1e. Police Patrol	50.0%	50.0%
Q1f. Police Emergency Response	30.7%	69.3%
Q1g. Fire Emergency Response	14.9%	85.1%
Q1h. Village Hall (General)	21.1%	78.9%
Q1i. Streets & Grounds	26.3%	73.7%

Q1. COMMUNITY SERVICE SATISFACTION. If your business has used the service, please rate the service or department on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=101)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Building Inspections	62.5%	25.0%	4.2%	0.0%	0.0%	8.3%
Q1b. Fire Inspections	70.4%	17.3%	7.4%	0.0%	0.0%	4.9%
Q1c. Planning & Zoning	73.7%	21.1%	5.3%	0.0%	0.0%	0.0%
Q1d. Code Enforcement	78.9%	15.8%	0.0%	0.0%	5.3%	0.0%
Q1e. Police Patrol	80.4%	17.9%	1.8%	0.0%	0.0%	0.0%
Q1f. Police Emergency Response	82.9%	8.6%	5.7%	2.9%	0.0%	0.0%
Q1g. Fire Emergency Response	88.2%	11.8%	0.0%	0.0%	0.0%	0.0%
Q1h. Village Hall (General)	65.2%	30.4%	4.3%	0.0%	0.0%	0.0%
Q1i. Streets & Grounds	60.0%	20.0%	10.0%	6.7%	3.3%	0.0%

WITHOUT "DON'T KNOW"

Q1. COMMUNITY SERVICE SATISFACTION. If your business has used the service, please rate the service or department on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=101)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Building Inspections	68.2%	27.3%	4.5%	0.0%	0.0%
Q1b. Fire Inspections	74.0%	18.2%	7.8%	0.0%	0.0%
Q1c. Planning & Zoning	73.7%	21.1%	5.3%	0.0%	0.0%
Q1d. Code Enforcement	78.9%	15.8%	0.0%	0.0%	5.3%
Q1e. Police Patrol	80.4%	17.9%	1.8%	0.0%	0.0%
Q1f. Police Emergency Response	82.9%	8.6%	5.7%	2.9%	0.0%
Q1g. Fire Emergency Response	88.2%	11.8%	0.0%	0.0%	0.0%
Q1h. Village Hall (General)	65.2%	30.4%	4.3%	0.0%	0.0%
Q1i. Streets & Grounds	60.0%	20.0%	10.0%	6.7%	3.3%

Q2. Which THREE of the services or Village departments listed in Question 1 are the most important to your business?

Q2. Top choice	Number	Percent
Building Inspections	5	4.4 %
Fire Inspections	9	7.9 %
Planning & Zoning	4	3.5 %
Code Enforcement	2	1.8 %
Police Patrol	39	34.2 %
Police Emergency Response	19	16.7 %
Fire Emergency Response	12	10.5 %
Streets & Grounds	13	11.4 %
None chosen	11	9.6 %
Total	114	100.0 %

Q2. Which THREE of the services or Village departments listed in Question 1 are the most important to your business?

Q2. 2nd choice	Number	Percent
Building Inspections	1	0.9 %
Fire Inspections	8	7.0 %
Planning & Zoning	6	5.3 %
Police Patrol	18	15.8 %
Police Emergency Response	31	27.2 %
Fire Emergency Response	20	17.5 %
Village Hall (General)	3	2.6 %
Streets & Grounds	2	1.8 %
None chosen	25	21.9 %
Total	114	100.0 %

Q2. Which THREE of the services or Village departments listed in Question 1 are the most important to your business?

Q2. 3rd choice	Number	Percent
Fire Inspections	4	3.5 %
Planning & Zoning	5	4.4 %
Code Enforcement	3	2.6 %
Police Patrol	7	6.1 %
Police Emergency Response	11	9.6 %
Fire Emergency Response	29	25.4 %
Village Hall (General)	5	4.4 %
Streets & Grounds	8	7.0 %
None chosen	42	36.8 %
Total	114	100.0 %

SUM OF TOP THREE

Q2. Which THREE of the services or Village departments listed in Question 1 are the most important to your business?

Q2. Sum of Top Three Choices	Number	Percent
Building Inspections	6	5.3 %
Fire Inspections	21	18.4 %
Planning & Zoning	15	13.2 %
Code Enforcement	5	4.4 %
Police Patrol	64	56.1 %
Police Emergency Response	61	53.5 %
Fire Emergency Response	61	53.5 %
Village Hall (General)	8	7.0 %
Streets & Grounds	23	20.2 %
None chosen	11	9.6 %
Total	275	

Q3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is:

Q3. How satisfied are you with overall quality of services provided to your business by Village of Pinehurst	Number	Percent
Significantly higher than your expectations	36	31.6 %
Higher than your expectations	28	24.6 %
Meets your expectations	38	33.3 %
Below your expectations	3	2.6 %
Significantly below your expectations	1	0.9 %
Don't know/Unsure	8	7.0 %
Total	114	100.0 %

WITHOUT "DON'T KNOW"

Q3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is:

Q3. How satisfied are you with overall quality of services provided to your business by Village of Pinehurst	Number	Percent
Significantly higher than your expectations	36	34.0 %
Higher than your expectations	28	26.4 %
Meets your expectations	38	35.8 %
Below your expectations	3	2.8 %
Significantly below your expectations	1	0.9 %
Total	106	100.0 %

Q4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in each of the following areas:

(N=114)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Supporting business growth & development	22.8%	27.2%	19.3%	8.8%	2.6%	19.3%
Q4b. Availability of employee & customer parking around your business	33.3%	19.3%	18.4%	8.8%	5.3%	14.9%
Q4c. Condition of sidewalks	36.8%	24.6%	9.6%	2.6%	5.3%	21.1%
Q4d. Creating & promoting special events	43.4%	31.0%	13.3%	1.8%	0.9%	9.7%
Q4e. Historic preservation efforts	43.4%	22.1%	13.3%	1.8%	0.9%	18.6%
Q4f. Cleanliness of Village streets & public areas	70.2%	23.7%	1.8%	0.9%	0.9%	2.6%
Q4g. Landscape maintenance in rights of way & public areas	71.9%	20.2%	2.6%	0.9%	2.6%	1.8%

WITHOUT "DON'T KNOW"

Q4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in each of the following areas:

(N=114)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Supporting business growth & development	28.3%	33.7%	23.9%	10.9%	3.3%
Q4b. Availability of employee & customer parking around your business	39.2%	22.7%	21.6%	10.3%	6.2%
Q4c. Condition of sidewalks	46.7%	31.1%	12.2%	3.3%	6.7%
Q4d. Creating & promoting special events	48.0%	34.3%	14.7%	2.0%	1.0%
Q4e. Historic preservation efforts	53.3%	27.2%	16.3%	2.2%	1.1%
Q4f. Cleanliness of Village streets & public areas	72.1%	24.3%	1.8%	0.9%	0.9%
Q4g. Landscape maintenance in rights of way & public areas	73.2%	20.5%	2.7%	0.9%	2.7%

Q5. PERCEPTIONS OF THE VILLAGE. Several items that may influence your business' perceptions of the Village of Pinehurst are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=114)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Don't Know
Q5a. Overall image of the Village	61.1%	26.5%	7.1%	4.4%	0.9%
Q5b. Overall quality of life	58.4%	30.1%	3.5%	0.9%	7.1%
Q5c. Overall feeling of safety	72.6%	23.9%	2.7%	0.0%	0.9%

WITHOUT "DON'T KNOW"

Q5. PERCEPTIONS OF THE VILLAGE. Several items that may influence your business' perceptions of the Village of Pinehurst are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=114)

	Very Satisfied	Satisfied	Neutral	Dissatisfied
Q5a. Overall image of the Village	61.6%	26.8%	7.1%	4.5%
Q5b. Overall quality of life	62.9%	32.4%	3.8%	1.0%
Q5c. Overall feeling of safety	73.2%	24.1%	2.7%	0.0%

Q6. Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers?

Q6. How likely would you be to recommend Village as a business location to friends, family, & co-workers	Number	Percent
Very likely	57	50.0 %
Likely	18	15.8 %
Somewhat likely	26	22.8 %
Not likely	9	7.9 %
Not likely at all	3	2.6 %
Don't know/unsure	1	0.9 %
Total	114	100.0 %

WITHOUT “DON’T KNOW”

Q6. Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers?

Q6. How likely would you be to recommend Village as a business location to friends, family, & co-workers	Number	Percent
Very likely	57	50.4 %
Likely	18	15.9 %
Somewhat likely	26	23.0 %
Not likely	9	8.0 %
Not likely at all	3	2.7 %
Total	113	100.0 %

Q7. Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, as compared to two years ago?

Q7. Overall business atmosphere in Village today as compared to two years ago	Number	Percent
Better	46	40.4 %
No change, but good	49	43.0 %
No change, but poor	10	8.8 %
Worse	1	0.9 %
Don't know/unsure	8	7.0 %
Total	114	100.0 %

WITHOUT “DON’T KNOW”

Q7. Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, as compared to two years ago?

Q7. Overall business atmosphere in Village today as compared to two years ago	Number	Percent
Better	46	43.4 %
No change, but good	49	46.2 %
No change, but poor	10	9.4 %
Worse	1	0.9 %
Total	106	100.0 %

Q8. CUSTOMER SERVICE. Overall, how would you rate the Village of Pinehurst customer service? Would you say it is:

Q8. How would you rate Village of Pinehurst customer service	Number	Percent
Very good	48	42.1 %
Good	33	28.9 %
Poor	4	3.5 %
Don't know/unsure	29	25.4 %
Total	114	100.0 %

WITHOUT “DON’T KNOW”

Q8. CUSTOMER SERVICE. Overall, how would you rate the Village of Pinehurst customer service?

Would you say it is:

Q8. How would you rate Village of Pinehurst customer service	Number	Percent
Very good	48	56.5 %
Good	33	38.8 %
Poor	4	4.7 %
Total	85	100.0 %

Q9. Thinking about your most recent contact with Village government staff, please rate your experience using scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=114)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q9a. Village staff was responsive to my needs	34.8%	17.0%	3.6%	4.5%	1.8%	38.4%
Q9b. Village staff was competent & professional	37.5%	14.3%	6.3%	2.7%	0.9%	38.4%
Q9c. Village staff was courteous	42.0%	14.3%	2.7%	2.7%	0.0%	38.4%
Q9d. My issue was resolved promptly	33.0%	14.3%	7.1%	1.8%	3.6%	40.2%

WITHOUT “DON’T KNOW”

Q9. Thinking about your most recent contact with Village government staff, please rate your experience using scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=114)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q9a. Village staff was responsive to my needs	56.5%	27.5%	5.8%	7.2%	2.9%
Q9b. Village staff was competent & professional	60.9%	23.2%	10.1%	4.3%	1.4%
Q9c. Village staff was courteous	68.1%	23.2%	4.3%	4.3%	0.0%
Q9d. My issue was resolved promptly	55.2%	23.9%	11.9%	3.0%	6.0%

Q10. COMMUNICATION. Overall, how satisfied are you with the job the Village of Pinehurst does communicating with business owners? Would you say you are:

Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners	Number	Percent
Very Satisfied	33	28.9 %
Satisfied	41	36.0 %
Neutral	20	17.5 %
Dissatisfied	4	3.5 %
Very Dissatisfied	5	4.4 %
Don't Know	11	9.6 %
Total	114	100.0 %

WITHOUT "DON'T KNOW"

Q10. COMMUNICATION. Overall, how satisfied are you with the job the Village of Pinehurst does communicating with business owners? Would you say you are:

Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners	Number	Percent
Very Satisfied	33	32.0 %
Satisfied	41	39.8 %
Neutral	20	19.4 %
Dissatisfied	4	3.9 %
Very Dissatisfied	5	4.9 %
Total	103	100.0 %

Q11. Have you visited the Village's website (www.vopnc.org) during the last 12 months?

Q11. Have you visited Village's website (www.vopnc.org) during last 12 months	Number	Percent
Yes	68	59.6 %
No	44	38.6 %
Don't know/unsure	2	1.8 %
Total	114	100.0 %

WITHOUT "DON'T KNOW"

Q11. Have you visited the Village's website (www.vopnc.org) during the last 12 months? (without "don't know/unsure")

Q11. Have you visited Village's website (www.vopnc.org) during last 12 months	Number	Percent
Yes	68	60.7 %
No	44	39.3 %
Total	112	100.0 %

Q12. (If YES to Question 11) Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website on the following characteristics:

(N=68)

	Very good	Good	Average	Poor	Very poor	Don't know
Q12a. Easy to navigate	30.9%	44.1%	20.6%	2.9%	0.0%	1.5%
Q12b. Availability of information about Village services	36.8%	38.2%	20.6%	1.5%	1.5%	1.5%

WITHOUT "DON'T KNOW"

Q12. (If YES to Question 11) Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website on the following characteristics:

(N=68)

	Very good	Good	Average	Poor	Very poor
Q12a. Easy to navigate	31.3%	44.8%	20.9%	3.0%	0.0%
Q12b. Availability of information about Village services	37.3%	38.8%	20.9%	1.5%	1.5%

Q13. (If YES to Question 11) Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you are:

Q13. How satisfied would you say you were with the Village of Pinehurst website	Number	Percent
Very Satisfied	28	41.2 %
Satisfied	24	35.3 %
Neutral	14	20.6 %
Dissatisfied	1	1.5 %
Don't Know	1	1.5 %
Total	68	100.0 %

WITHOUT "DON'T KNOW"

Q13. (If YES to Question 11) Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you are: (without "don't know")

Q13. How satisfied would you say you were with the Village of Pinehurst website	Number	Percent
Very Satisfied	28	41.8 %
Satisfied	24	35.8 %
Neutral	14	20.9 %
Dissatisfied	1	1.5 %
Total	67	100.0 %

Q14. Please indicate the best ways for the Village to communicate with you to get important information to your business.

(N=114)

	Yes	No
Q14a. Direct mail	36.8%	63.2%
Q14b. Village website	23.7%	76.3%
Q14c. Email	58.8%	41.2%
Q14d. Workshops/Business forums	7.0%	93.0%
Q14e. Social media	16.7%	83.3%
Q14f. Personal calls and/or visits	28.9%	71.1%
Q14g. Newsletters	16.7%	83.3%
Q14h. Brochures	7.9%	92.1%
Q14i. Other	6.1%	93.9%

Q14. Other

Q14i. Other	Number	Percent
Word of mouth	5	71.4 %
Pilot Newspaper	1	14.3 %
As it happens	1	14.3 %
Total	7	100.0 %

Q15. COMMUNITY DEVELOPMENT. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances:

(N=114)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Zoning ordinances	15.3%	30.6%	20.7%	3.6%	1.8%	27.9%
Q15b. Business signage regulations	19.8%	31.5%	18.0%	9.0%	4.5%	17.1%
Q15c. Historic district guidelines	20.7%	27.0%	15.3%	5.4%	0.0%	31.5%

WITHOUT "DON'T KNOW"

Q15. COMMUNITY DEVELOPMENT. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances:

(N=114)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Zoning ordinances	21.3%	42.5%	28.8%	5.0%	2.5%
Q15b. Business signage regulations	23.9%	38.0%	21.7%	10.9%	5.4%
Q15c. Historic district guidelines	30.3%	39.5%	22.4%	7.9%	0.0%

Q16. VILLAGE EVENTS. Using a scale of 1 to 3, where 3 means the event has a "Positive Impact" and 1 means it has a "Negative Impact," please indicate the impact the following events in the Village Center have on your business:

(N=114)

	Positive Impact	No Impact	Negative Impact	Don't Know
Q16a. Farmer's Markets	50.9%	47.4%	0.9%	0.9%
Q16b. Live After Five Concerts	52.6%	44.7%	1.8%	0.9%
Q16c. Parades (Fourth of July, St. Patrick's Day, US Kids)	50.0%	48.2%	0.0%	1.8%
Q16d. Holly Arts & Crafts Festival	52.6%	44.7%	0.0%	2.6%
Q16e. Other cultural activities (live music, etc.)	50.0%	43.8%	0.9%	5.4%

WITHOUT "DON'T KNOW"

Q16. VILLAGE EVENTS. Using a scale of 1 to 3, where 3 means the event has a "Positive Impact" and 1 means it has a "Negative Impact," please indicate the impact the following events in the Village Center have on your business:

(N=114)

	Positive Impact	No Impact	Negative Impact
Q16a. Farmer's Markets	51.3%	47.8%	0.9%
Q16b. Live After Five Concerts	53.1%	45.1%	1.8%
Q16c. Parades (Fourth of July, St. Patrick's Day, US Kids)	50.9%	49.1%	0.0%
Q16d. Holly Arts & Crafts Festival	54.1%	45.9%	0.0%
Q16e. Other cultural activities (live music, etc.)	52.8%	46.2%	0.9%

Q17. Please indicate how satisfied you are with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues, etc.)?

Q17. How satisfied are you with the way the Village handles events that attract large crowds to the Village

	Number	Percent
Very Satisfied	56	49.1 %
Satisfied	36	31.6 %
Neutral	16	14.0 %
Very Dissatisfied	1	0.9 %
Don't Know	5	4.4 %
Total	114	100.0 %

WITHOUT "DON'T KNOW"

Q17. Please indicate how satisfied you are with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues, etc.)?

Q17. How satisfied are you with the way the Village handles events that attract large crowds to the Village

	Number	Percent
Very Satisfied	56	51.4 %
Satisfied	36	33.0 %
Neutral	16	14.7 %
Very Dissatisfied	1	0.9 %
Total	109	100.0 %

Q18. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst.

(N=114)

	Extremely Important	Very Important	Important	Less Important	Not Important
Q18a. Overall image of the Village	48.6%	23.8%	20.0%	0.0%	7.6%
Q18b. Low crime rate	58.7%	24.0%	8.7%	3.8%	4.8%
Q18c. Availability of trained employees	33.7%	22.1%	22.1%	6.7%	15.4%
Q18d. Level of taxation	29.0%	22.0%	27.0%	7.0%	15.0%
Q18e. Affordable rent	34.0%	21.3%	21.3%	4.3%	19.1%
Q18f. Attitude of local government towards businesses	39.6%	26.7%	19.8%	5.0%	8.9%
Q18g. Quality of public education	38.6%	26.7%	13.9%	5.9%	14.9%
Q18h. A "resort" community	38.6%	27.7%	14.9%	7.9%	10.9%

Q19. BUSINESS CATEGORY. Please indicate the primary business category for your business:

Q19. Primary business category for your business	Number	Percent
Retail	12	10.5 %
Restaurants & Food Services	6	5.3 %
Inn	2	1.8 %
Professional, Scientific, & Technical Services	16	14.0 %
Financial & Insurance	17	14.9 %
Real Estate & Rental Leasing	13	11.4 %
Health Care & Social Assistance	27	23.7 %
Arts, Entertainment, & Recreation	4	3.5 %
Other	17	14.9 %
Total	114	100.0 %

Q19. Other

<u>Q19. Other</u>	<u>Number</u>	<u>Percent</u>
Construction	4	23.5 %
Church	3	17.6 %
non profit	2	11.8 %
manufacturing	2	11.8 %
Custom Frame Shop	1	5.9 %
Event Marketing	1	5.9 %
safety consulting	1	5.9 %
SERVICE	1	5.9 %
NOT FOR PROFIT ASSN	1	5.9 %
<u>Regional Headquarter for Realty World franchise</u>	<u>1</u>	<u>5.9 %</u>
Total	17	100.0 %

Q20. How many years have you been in operation in the Village? (without "not provided")

<u>Q20. How many years have you been in operation in the Village</u>	<u>Number</u>	<u>Percent</u>
0-5 years	8	7.1 %
6-10 years	20	17.9 %
11-15 years	11	9.8 %
16-20 years	14	12.5 %
<u>20+ years</u>	<u>59</u>	<u>52.7 %</u>
Total	112	100.0 %

Q21. Please answer each of the following questions.

(N=114)

	Yes	No
Q21a. Are you a member of Pinehurst Business Partners	23.3%	76.7%
Q21b. Are you a member of the Moore County Chamber of Commerce	42.9%	57.1%
Q21c. Is your business located in the Village Center	23.2%	76.8%

Section 4

Survey Instrument



2016 Village of Pinehurst Business Satisfaction Survey

Please take a few minutes to complete this survey. Your input is an important part of the Village's ongoing effort to identify and respond to business concerns. If you have questions, please contact Natalie Dean, Assistant Village Manager at (910) 295-1900 Ext. 1103 or at ndean@vopnc.org.

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

Service/Program	Has your business used this service or department in the past year?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
	YES	NO						
1. Building Inspections	YES	NO	5	4	3	2	1	9
2. Fire Inspections	YES	NO	5	4	3	2	1	9
3. Planning and Zoning	YES	NO	5	4	3	2	1	9
4. Code Enforcement	YES	NO	5	4	3	2	1	9
5. Police Patrol	YES	NO	5	4	3	2	1	9
6. Police Emergency Response	YES	NO	5	4	3	2	1	9
7. Fire Emergency Response	YES	NO	5	4	3	2	1	9
8. Village Hall (<i>General</i>)	YES	NO	5	4	3	2	1	9
9. Streets & Grounds	YES	NO	5	4	3	2	1	9

- 2. Which THREE of the services or Village departments listed in Question 1 are MOST IMPORTANT to your business? [Write-in your answers below using the numbers from the list in Question 1.]**

1st: _____ 2nd: _____ 3rd: _____

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

____ (5) Significantly higher than your expectations ____ (2) Below your expectations
 ____ (4) Higher than your expectations ____ (1) Significantly below your expectations
 ____ (3) Meets your expectations ____ (9) Don't know/Unsure

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

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
2.	Availability of employee and customer parking around your business	5	4	3	2	1	9
3.	Condition of sidewalks	5	4	3	2	1	9
4.	Creating and promoting special events	5	4	3	2	1	9
5.	Historic preservation efforts	5	4	3	2	1	9
6.	Cleanliness of Village streets & public areas	5	4	3	2	1	9
7.	Landscape maintenance in rights of way and public areas	5	4	3	2	1	9

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall image of the Village	5	4	3	2	1	9
2. Overall quality of life	5	4	3	2	1	9
3. Overall feeling of safety	5	4	3	2	1	9

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

(5) Very likely (3) Somewhat likely (1) Not likely at all
 (4) Likely (2) Not likely (9) Don't know/Unsure

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

(4) Better (2) No change, but poor (9) Don't know/Unsure
 (3) No change, but good (1) Worse

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

(4) Very good (3) Good (2) Poor (1) Very poor (9) Don't know/Unsure

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

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. Village staff was responsive to my needs	5	4	3	2	1	9
2. Village staff was competent and professional	5	4	3	2	1	9
3. Village staff was courteous	5	4	3	2	1	9
4. My issue was resolved promptly	5	4	3	2	1	9

10. COMMUNICATION. Overall, how satisfied are you with the job the Village of Pinehurst does communicating with business owners? Would you say you are:

(5) Very satisfied (3) Neutral (1) Very dissatisfied
 (4) Satisfied (2) Dissatisfied (9) Don't know

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

(1) Yes [Answer Question 12 and 13.] (9) Don't know/Unsure
 (2) No [Skip to Question 14.]

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

	Very Good	Good	Average	Poor	Very Poor	Don't Know
1. Easy to navigate	5	4	3	2	1	9
2. Availability of information about Village services	5	4	3	2	1	9

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

(5) Very satisfied (3) Neutral (1) Very dissatisfied
 (4) Satisfied (2) Dissatisfied (9) Don't know

14. Please indicate the best ways for the Village to communicate with you to get important information to your business. [Check all that apply.]

(1) Direct mail (4) Workshops/Business Forums (7) Newsletters
 (2) Village website (5) Social media (8) Brochures
 (3) Email (6) Personal calls and/or visits (9) Other: _____

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

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

16. VILLAGE EVENTS. Using a scale of 1 to 3, where 3 means the event has a "Positive Impact" and 1 means it has a "Negative Impact," please indicate the impact the following events in the Village Center have on your business:

	Positive Impact	No Impact	Negative Impact	Don't Know
1. Farmer's Markets	3	2	1	9
2. Live After Five Concerts	3	2	1	9
3. Parades (<i>Fourth of July, St. Patrick's Day, US Kids</i>)	3	2	1	9
4. Holly Arts and Crafts Festival	3	2	1	9
5. Other cultural activities (<i>live music, etc.</i>)	3	2	1	9

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

(5) Very satisfied (3) Neutral (1) Very dissatisfied
 (4) Satisfied (2) Dissatisfied (9) Don't know

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

	Extremely Important	Very Important	Important	Less Important	Not Important
1. Overall image of the Village	5	4	3	2	1
2. Low crime rate	5	4	3	2	1
3. Availability of trained employees	5	4	3	2	1
4. Level of taxation	5	4	3	2	1
5. Affordable rent	5	4	3	2	1
6. Attitude of local government towards businesses	5	4	3	2	1
7. Quality of public education	5	4	3	2	1
8. A "resort" community	5	4	3	2	1

19. BUSINESS CATEGORY. Please indicate the primary business category for your business:

- | | |
|---|--|
| <input type="checkbox"/> (1) Retail | <input type="checkbox"/> (6) Real Estate and Rental Leasing |
| <input type="checkbox"/> (2) Restaurants and Food Services | <input type="checkbox"/> (7) Health Care and Social Assistance |
| <input type="checkbox"/> (3) Inn | <input type="checkbox"/> (8) Arts, Entertainment, and Recreation |
| <input type="checkbox"/> (4) Professional, Scientific, and Technical Services | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (5) Financial and Insurance | |

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

- (1) 0-5 years (2) 6-10 years (3) 11-15 years (4) 16-20 years (5) 20+ years

21. Please answer each of the following questions.

	Yes	No
1. Are you a member of Pinehurst Business Partners?	1	2
2. Are you a member of the Moore County Chamber of Commerce?	1	2
3. Is your business located in the Village Center?	1	2

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 and will be used to help guide improvements in Village services, allowing us to serve you better. The information to the right will ONLY be used to help identify the level of satisfaction with Village services in your area. Thank you.