

2017 Resident Survey

Village of Pinehurst, NC

Presented by

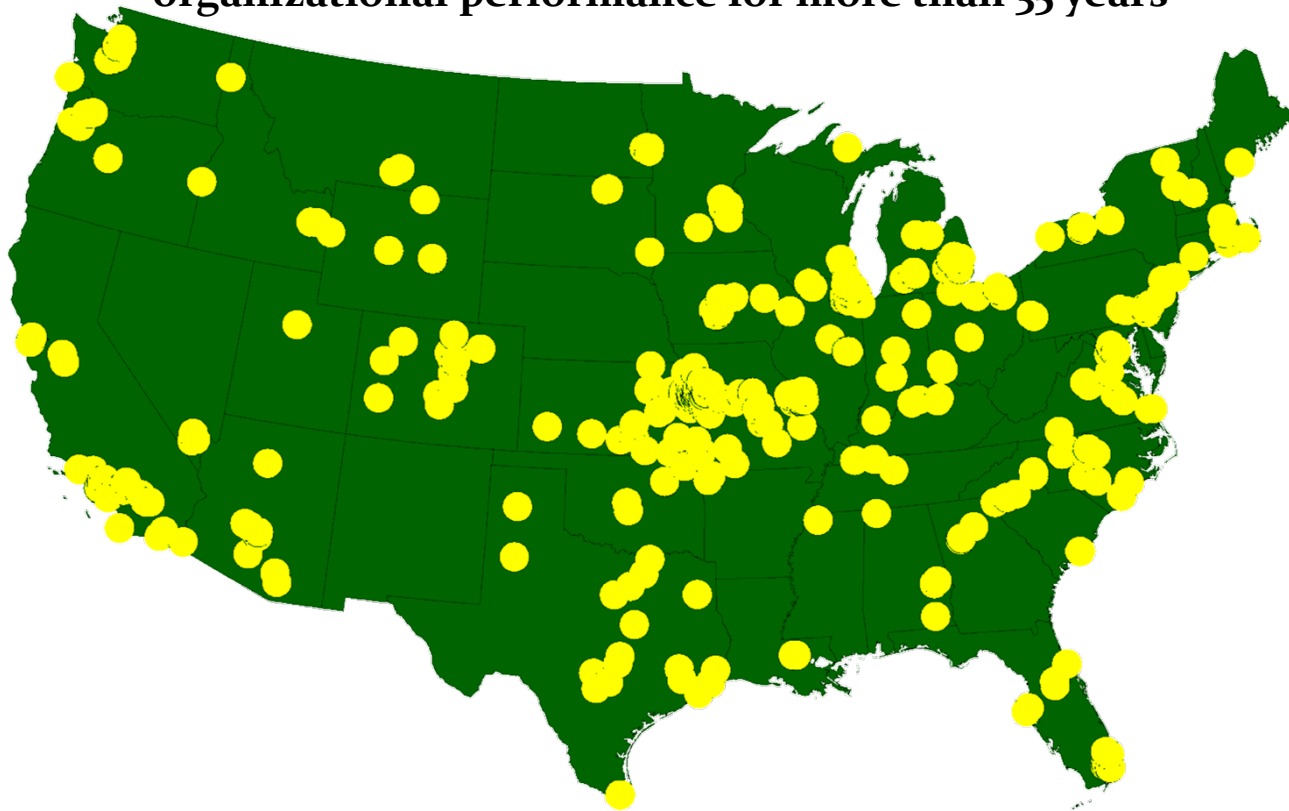


September 2017

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Purpose

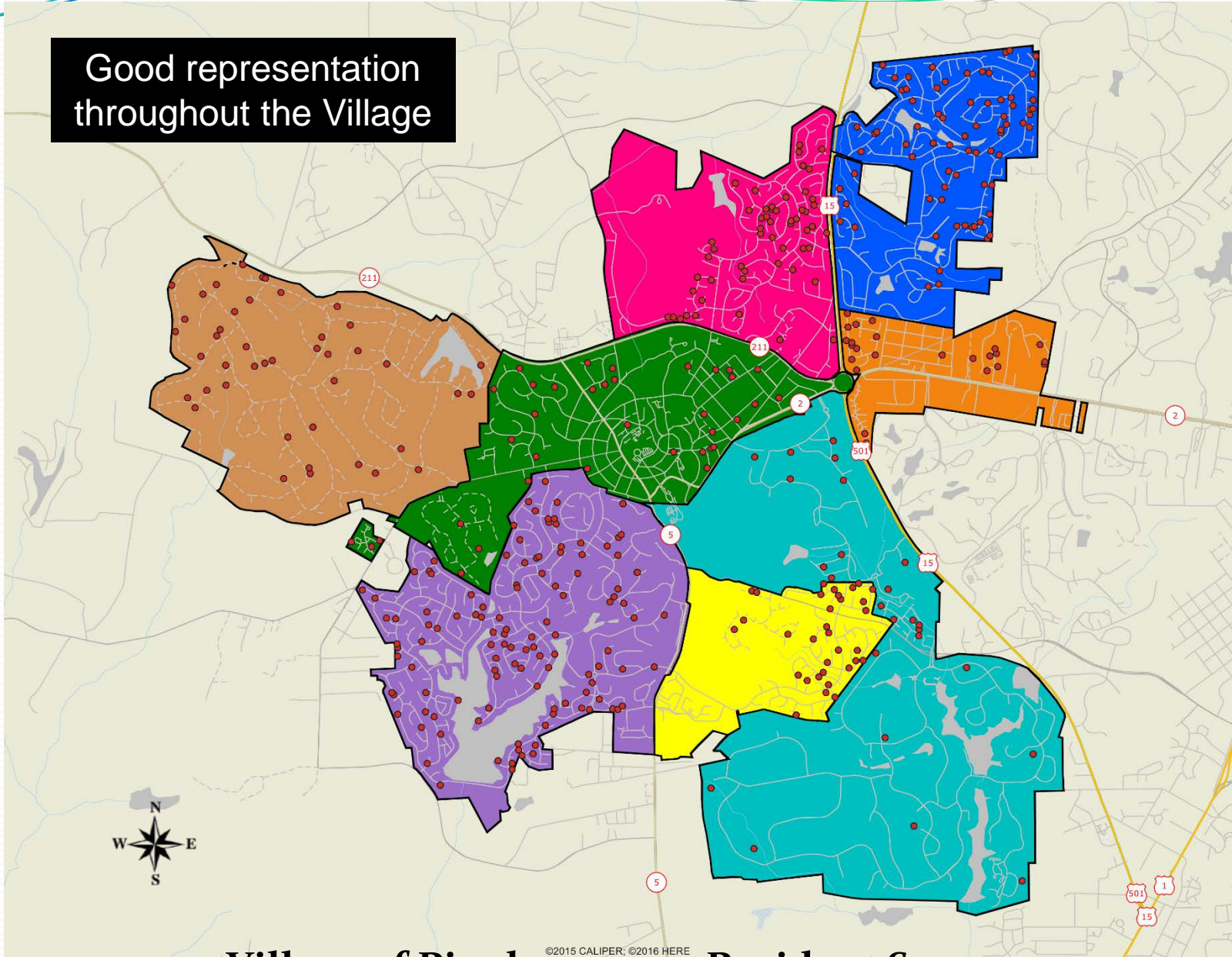
- **To objectively assess citizen satisfaction with the delivery of major Village services**
- **To measure trends from previous surveys**
- **To compare the Village's performance with residents regionally and nationally**
- **To help determine priorities for the community**

Methodology

- **Survey Description**
 - ❑ seven-page survey; included many of the same questions that were asked in previous years
 - ❑ 6th Resident Survey conducted for the Village
- **Method of Administration**
 - ❑ by mail, online, & phone to a random sample of Village residents
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ 414 completed surveys
 - ❑ demographics of survey respondents accurately reflects the actual population of the Village
- **Confidence level:** 95%
- **Margin of error:** +/- 4.8% overall

Location of Survey Respondents

Good representation
throughout the Village



Village of Pinehurst 2017 Resident Survey

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Bottom Line Up Front

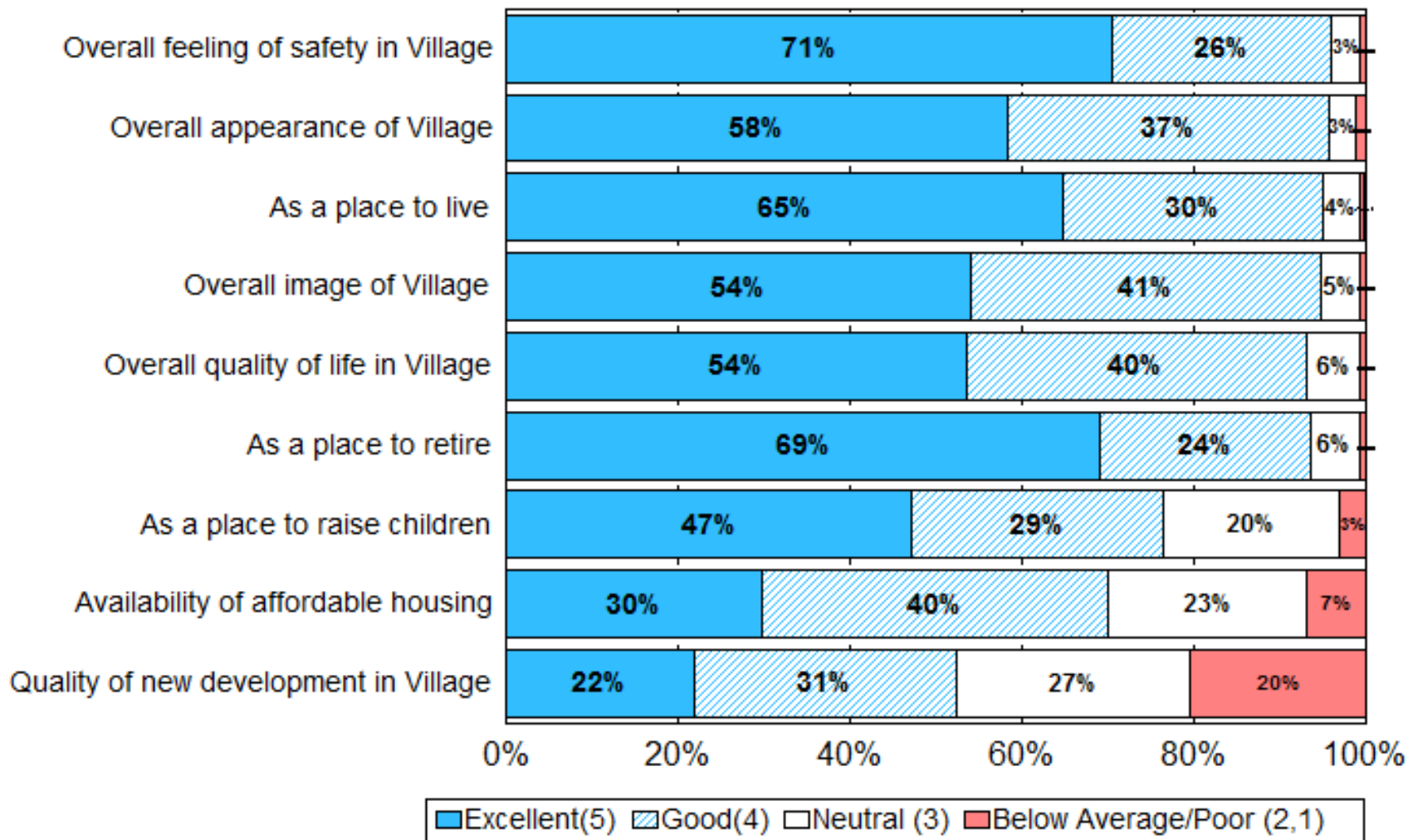
- **Residents Have a Very Positive Perception of the Village**
 - ❑ 95% rated Pinehurst as excellent or good place to live
 - ❑ 94% would recommend Pinehurst to others as a place to live
- **Satisfaction Ratings Have Increased Slightly Since 2016, and Remain Among the Highest in the Nation**
 - ❑ Satisfaction ratings have increased or stayed the same in 54 of 86 areas since 2016; and increased or stayed the same in 75 of 85 areas since 2013
- **Satisfaction with Village Services is Much Higher in Pinehurst Than Other Communities**
 - ❑ The Village rated above the Atlantic Regional Average in 48 of 50 areas, and above the U.S. Average in 46 of the 50 areas that were compared
- **Overall Priorities for Improvement:**
 - ❑ Level of public involvement in local decisions
 - ❑ Street and right-of-way maintenance
 - ❑ Efforts at maintaining the quality of neighborhoods

Major Finding #1

Residents Have a Very Positive
Perception of the Village

Q4. Perception Residents Have of Pinehurst as a Community

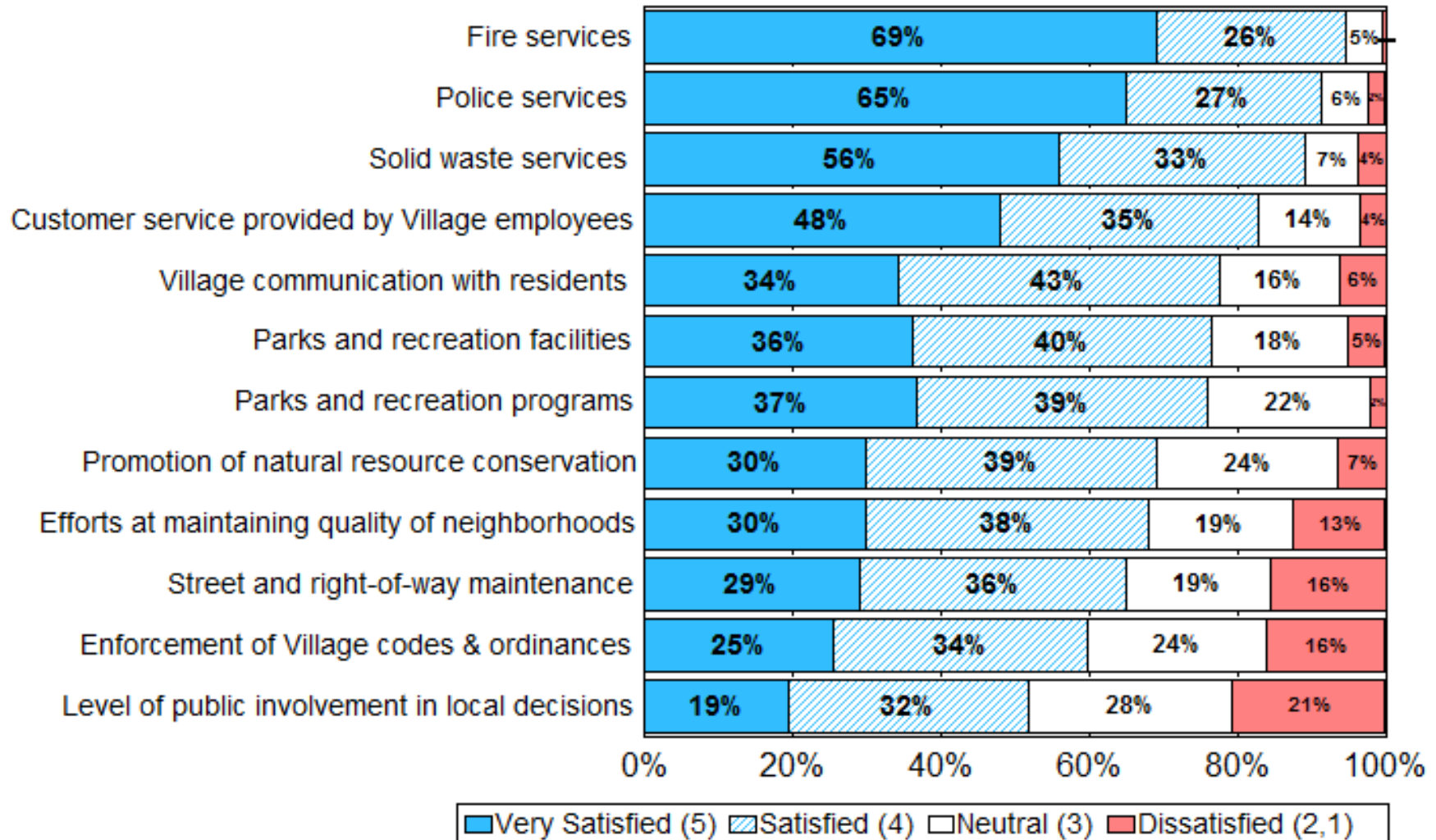
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Nearly All Residents Feel Pinehurst Is an Excellent or Good Place to Live, to Retire, and Feel Safe in the Village

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")

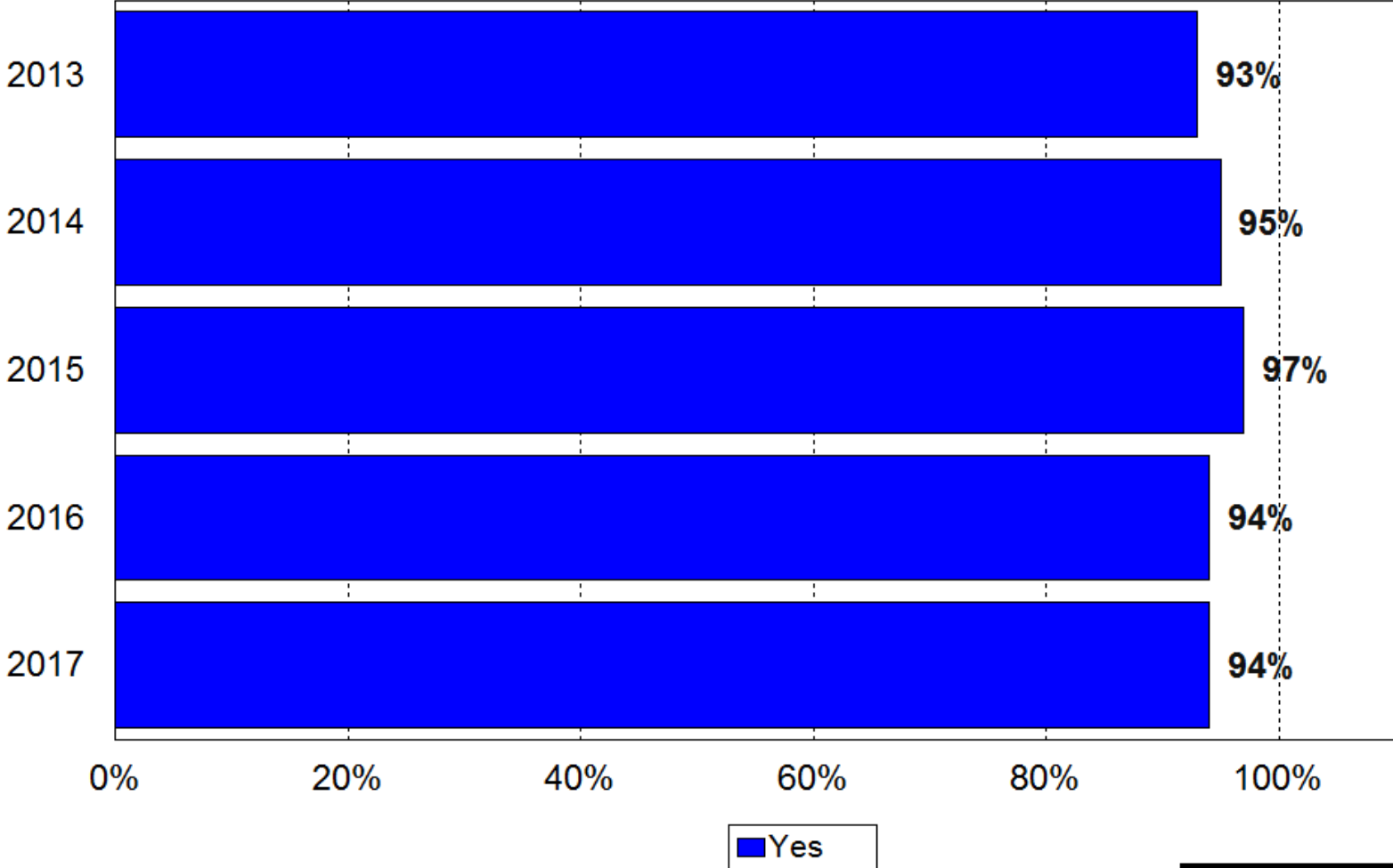


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Satisfaction Is High for All Village Services

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

by percentage of respondents



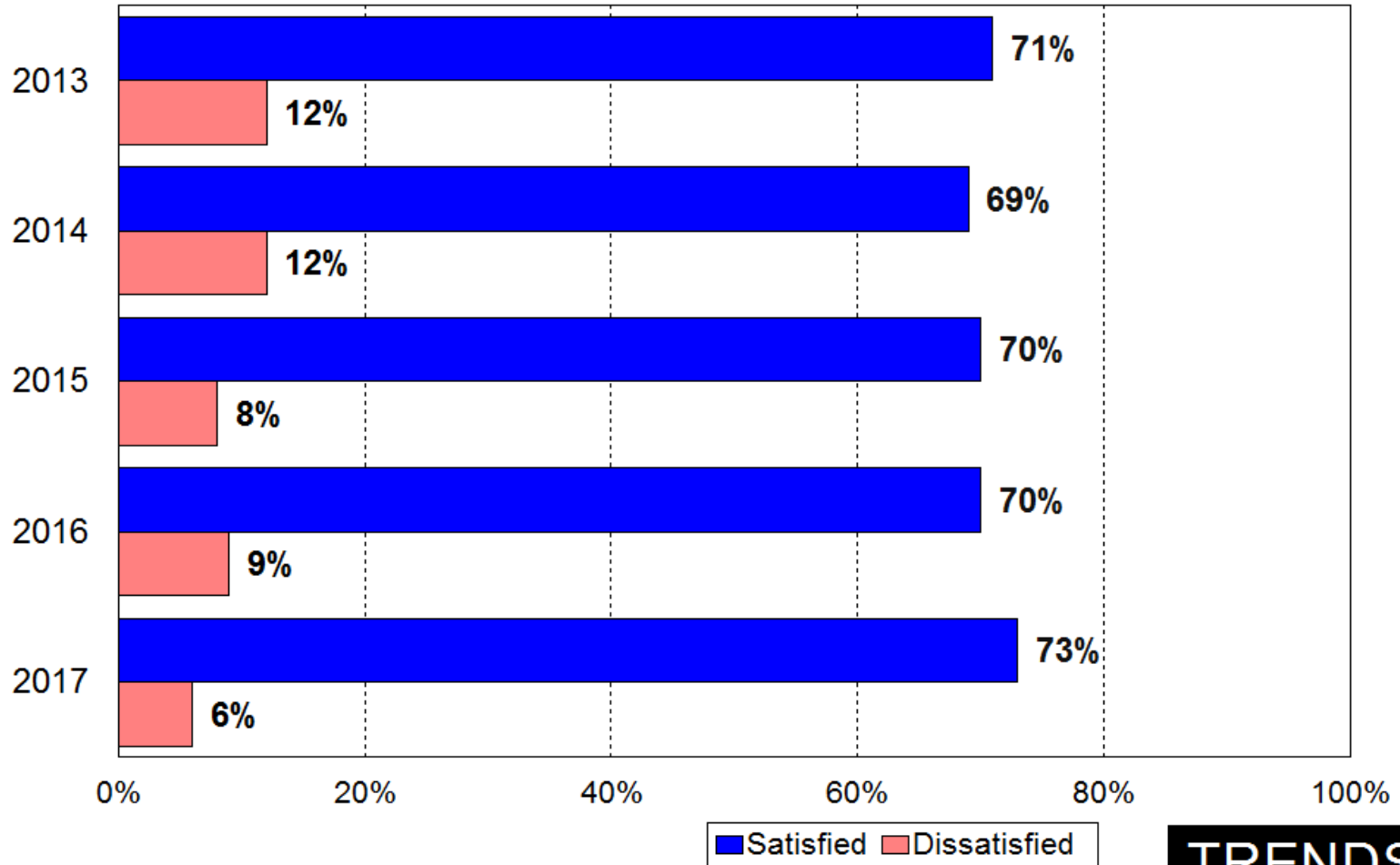
Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

94% of Residents Would Recommend Pinehurst to Others as a Place to Live

Q24. 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" responses)



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS

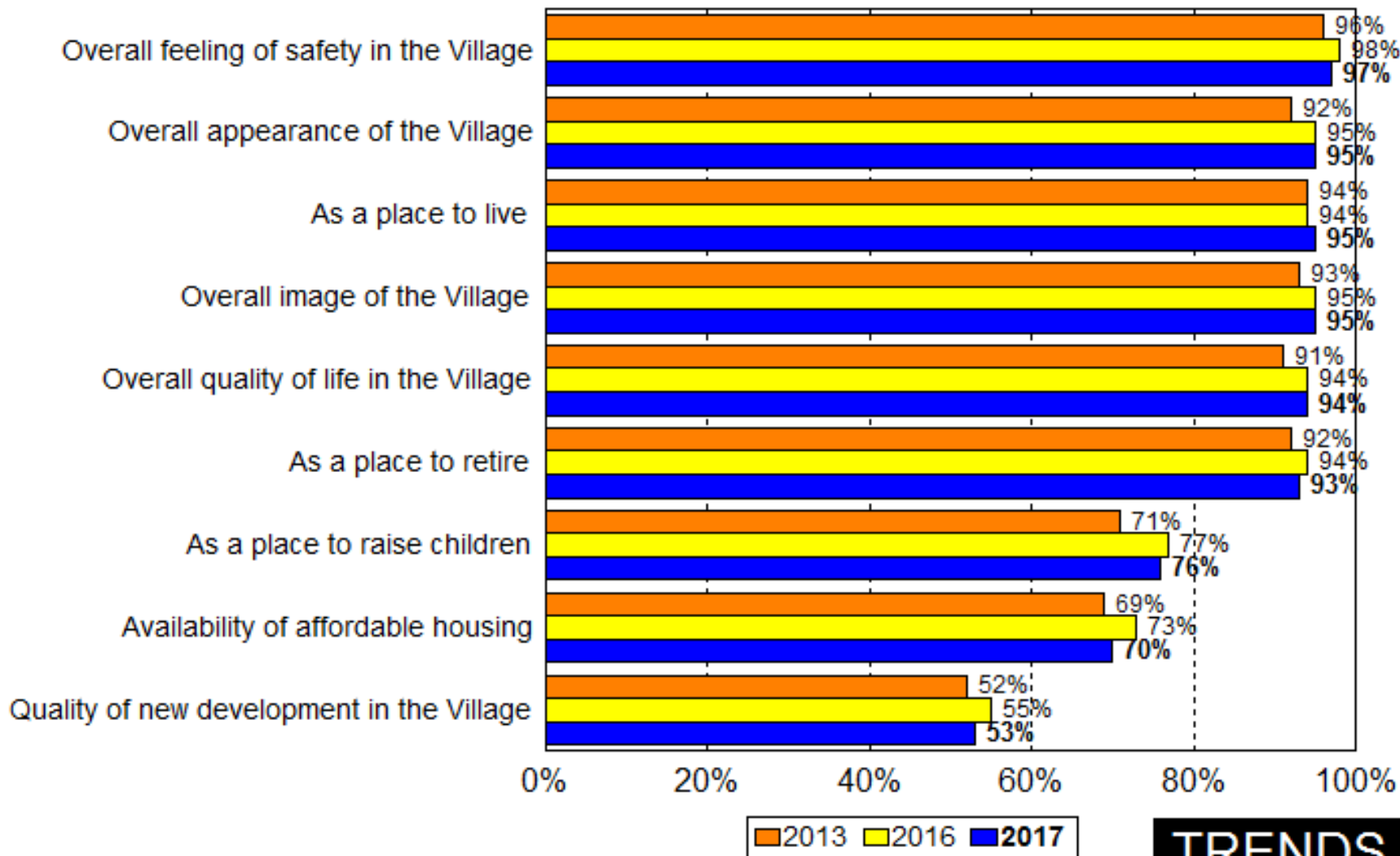
More Than a 12-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (73% vs. 6%) with the Value Received for Property Taxes Funding the Village's Operating Budget

Major Finding #2

Satisfaction Ratings Have
Increased Slightly Since 2016,
and Remain Among the Highest
in the Nation

Q4. Perception Residents Have of Pinehurst as a Community - 2013, 2016 & 2017

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



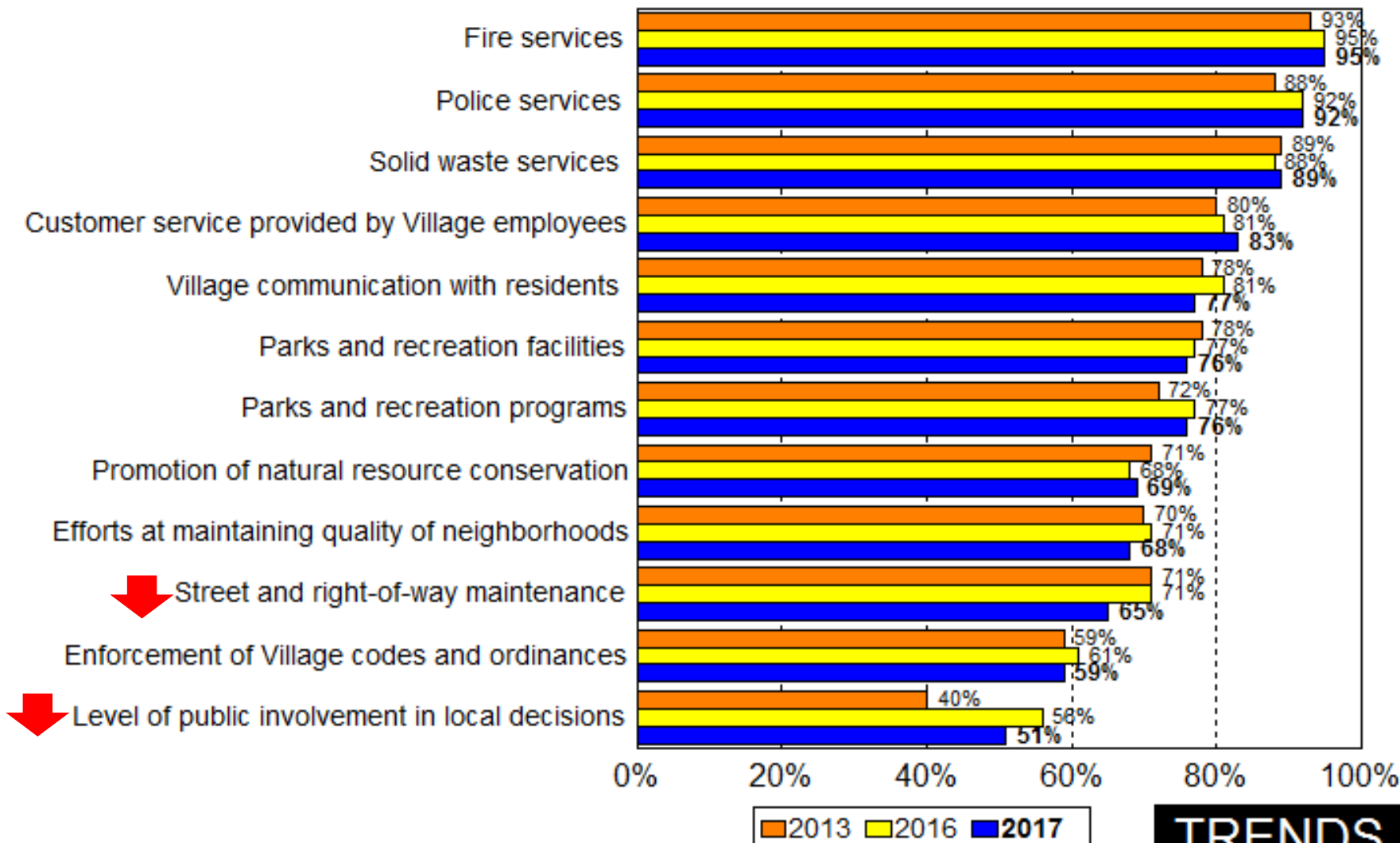
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS

Significant Increases From 2016: ↑ **Significant Decreases From 2016:** ↓

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2013, 2016 & 2017

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 (2017 - Pinehurst, NC)

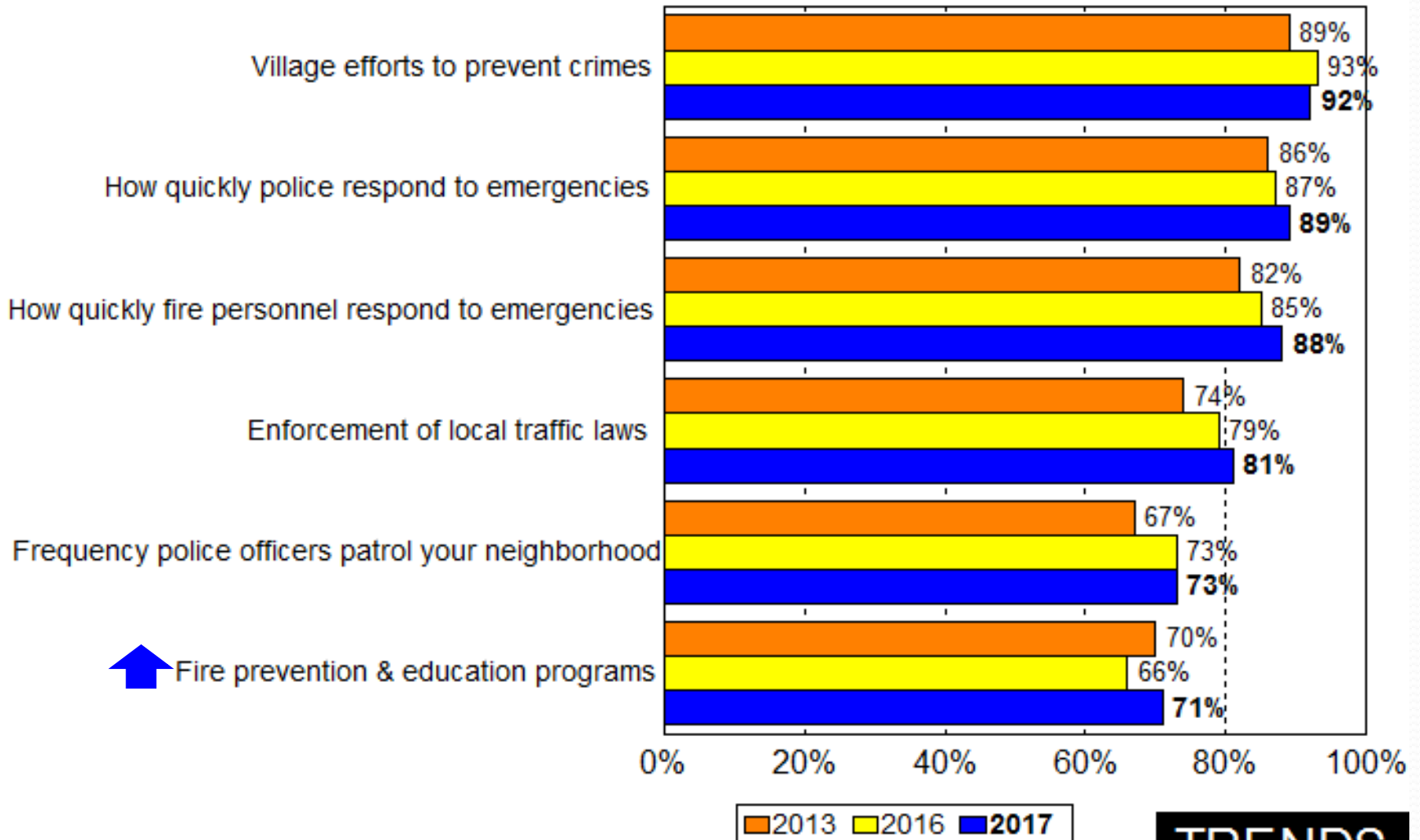
TRENDS

Significant Increases From 2016: ↑

Significant Decreases From 2016: ↓

Q6. Satisfaction with Various Aspects of Public Safety 2013, 2016 & 2017

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



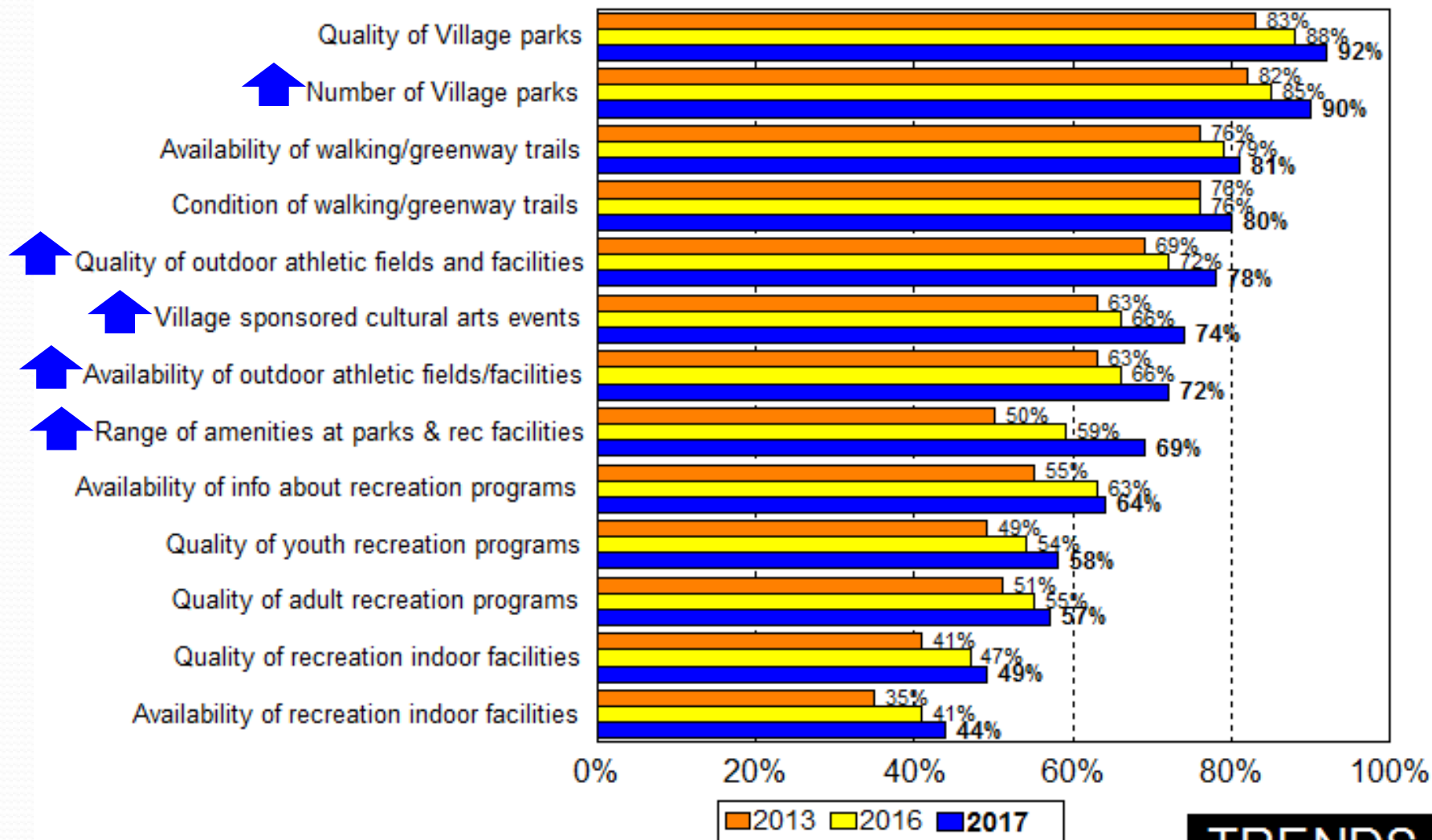
Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Significant Increases From 2016: Significant Decreases From 2016:

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services - 2013, 2016 & 2017

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



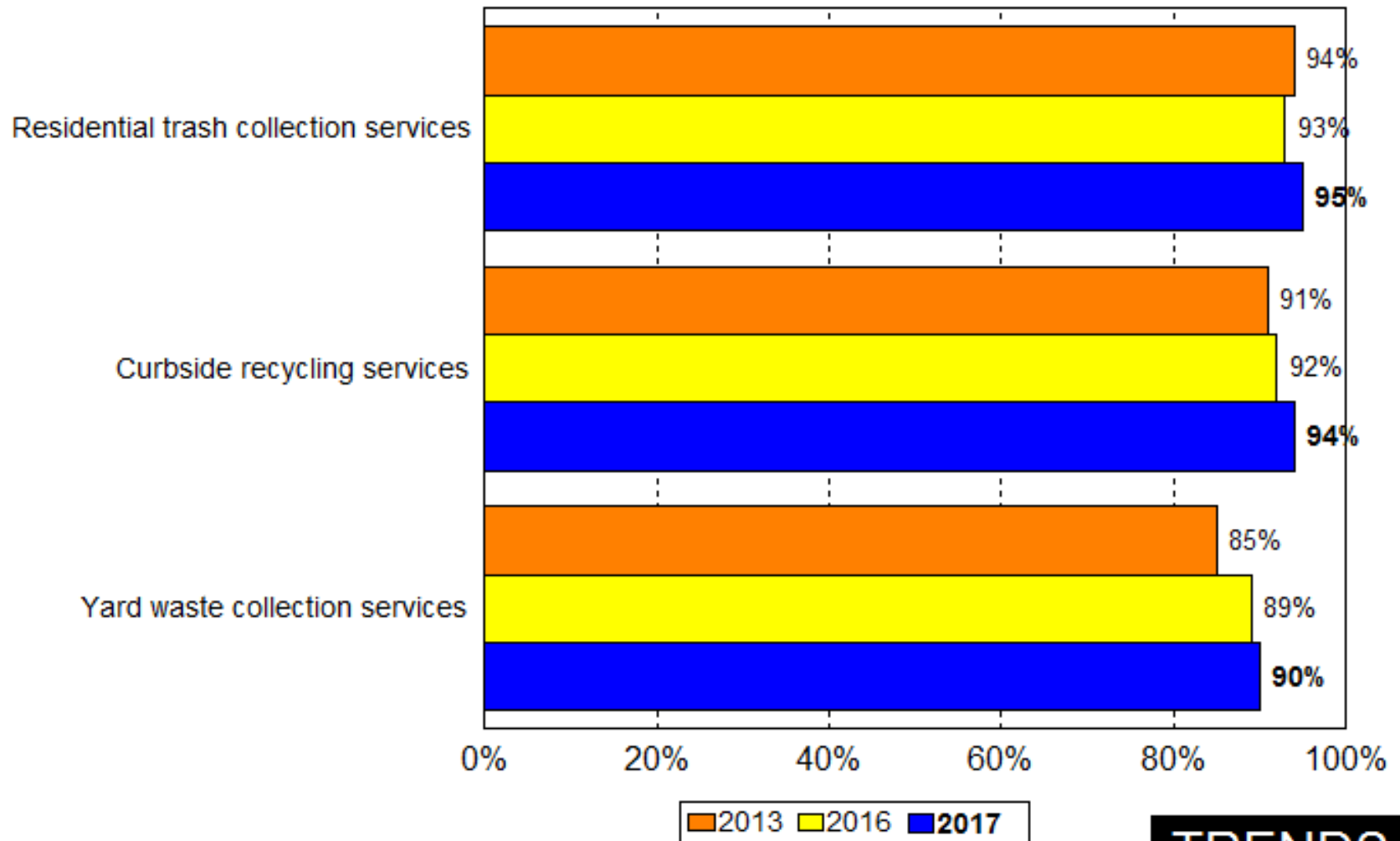
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS

Significant Increases From 2016: ↑ **Significant Decreases From 2016:** ↓

Q15. Satisfaction with Solid Waste Services - 2013, 2016 & 2017

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



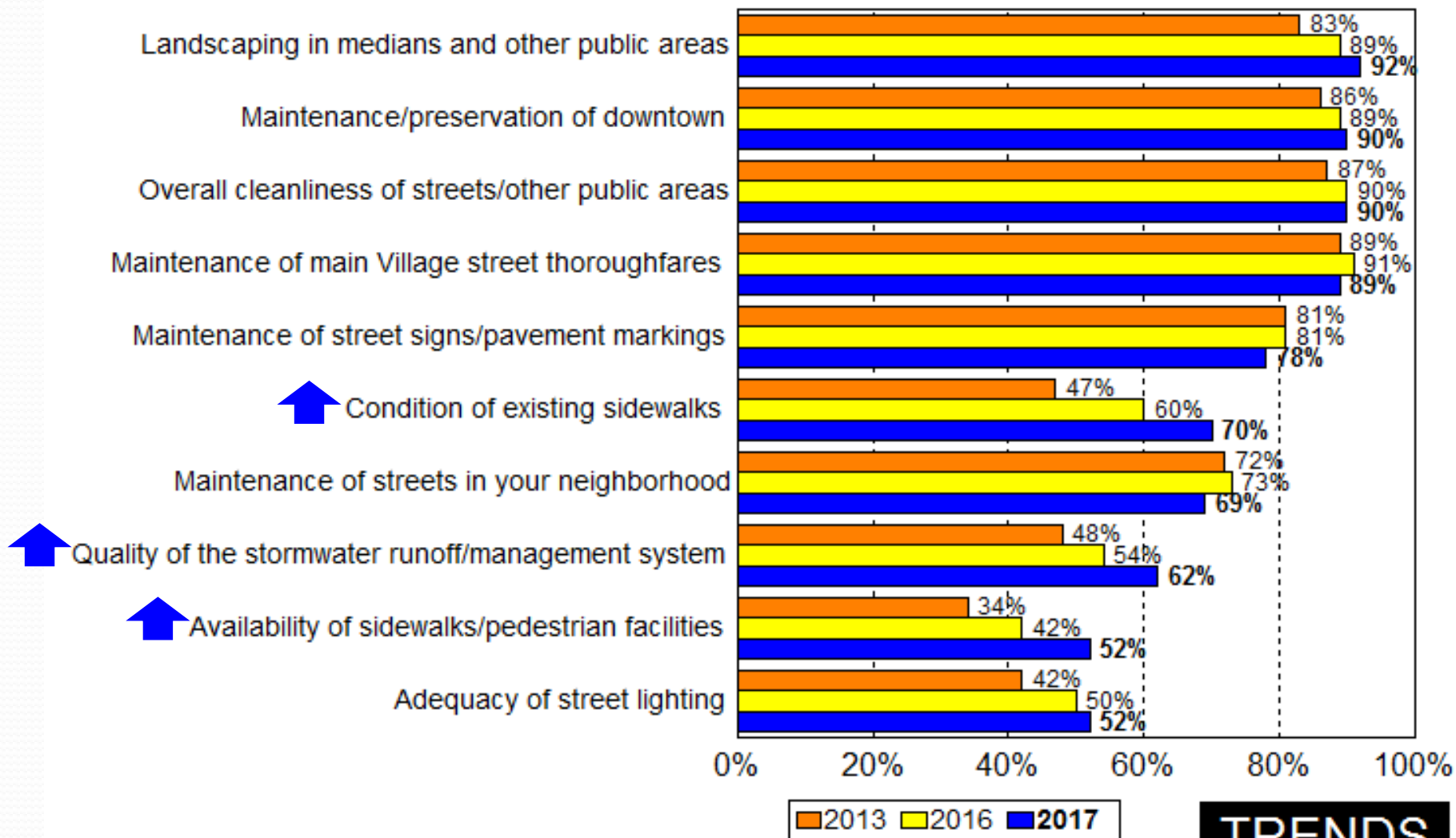
Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Significant Increases From 2016:  **Significant Decreases From 2016:** 

Q16. Satisfaction with Various Aspect of Public Services - 2013, 2016 & 2017

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 (2016 - Pinehurst, NC)

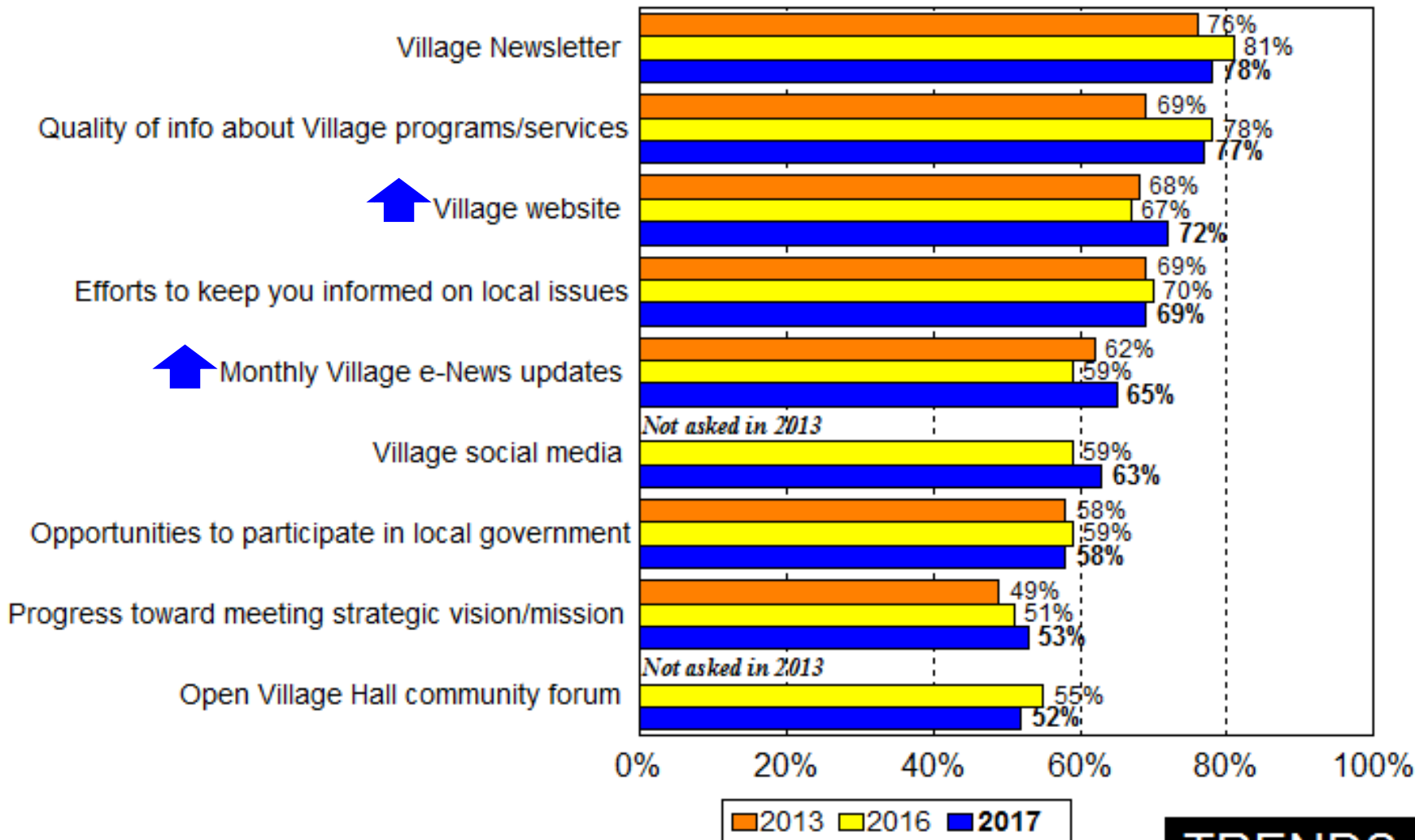
TRENDS

Significant Increases From 2016: ↑

Significant Decreases From 2016: ↓

Q19. Satisfaction with Public Communication and Outreach - 2013, 2016 & 2017

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



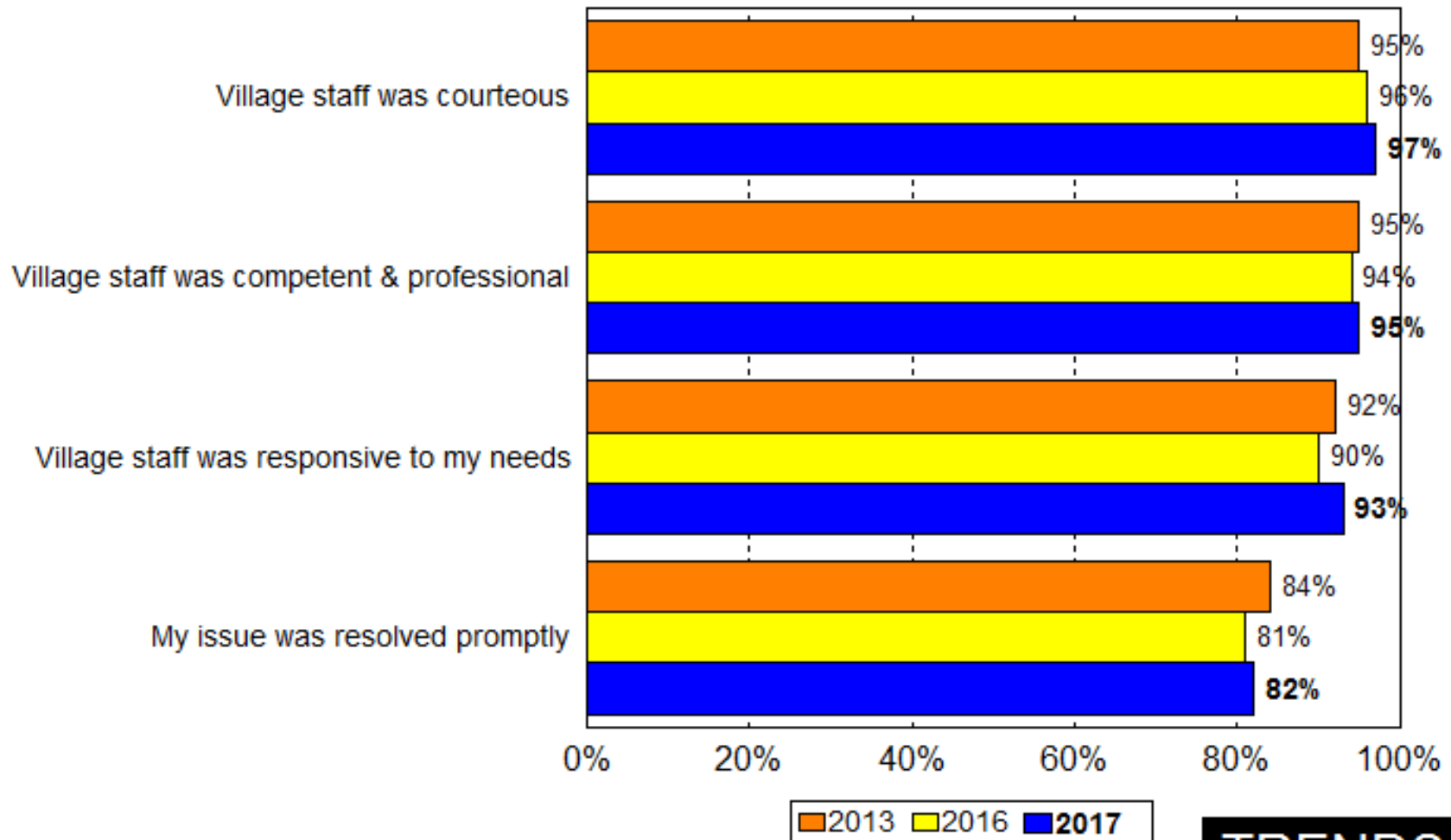
TRENDS

Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Significant Increases From 2016: ↑ **Significant Decreases From 2016:** ↓

Q22a-d. Satisfaction with Customer Service - 2013, 2016 & 2017

by percentage of respondents who have contacted the Village during the past year, and who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

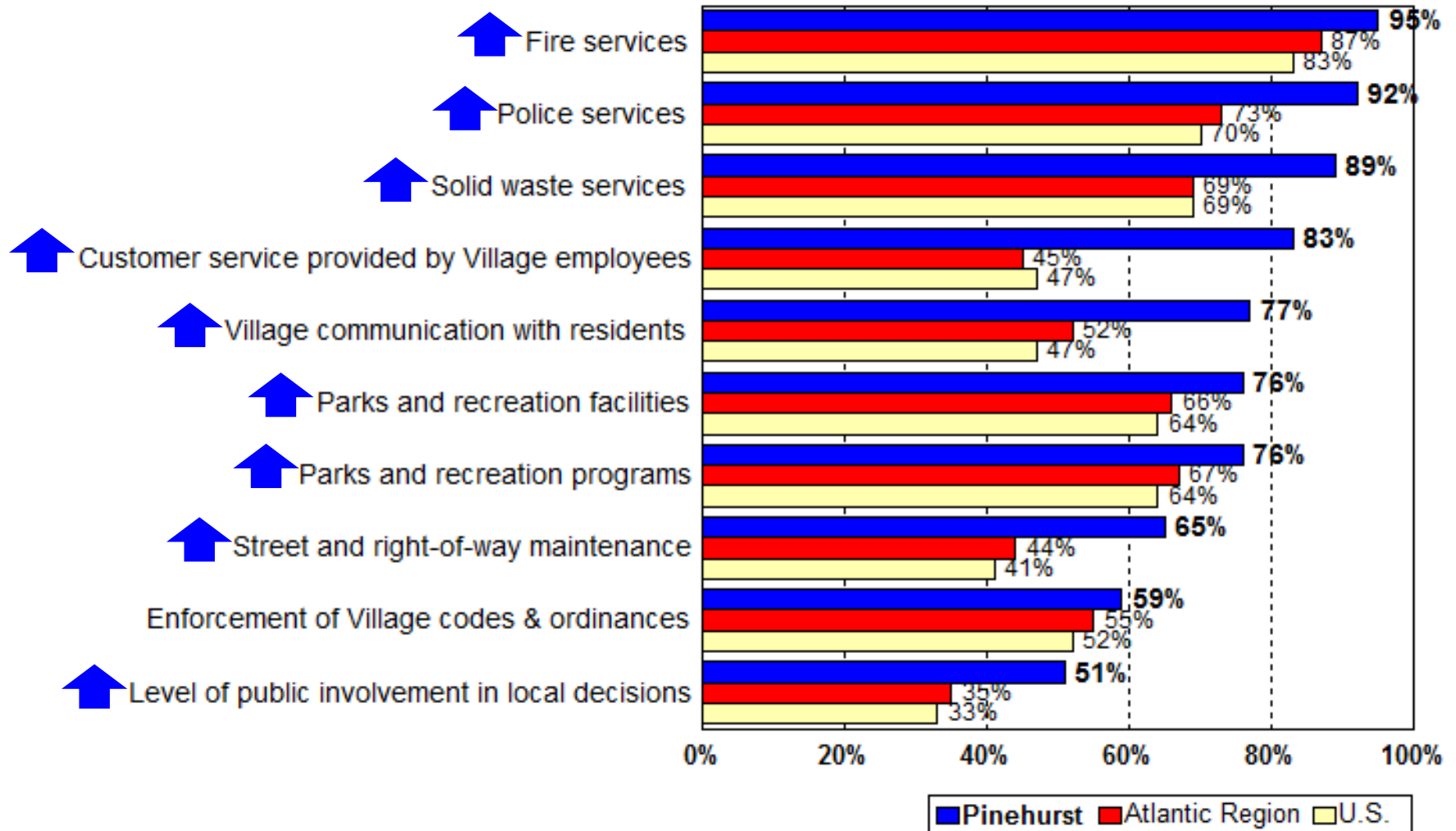
Significant Increases From 2016:  Significant Decreases From 2016: 

Major Finding #3

**Satisfaction with Village Services
Is Significantly Higher in
Pinehurst Than in Other
Communities**

Overall Satisfaction with Various Community Services Pinehurst vs. Atlantic Region 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)



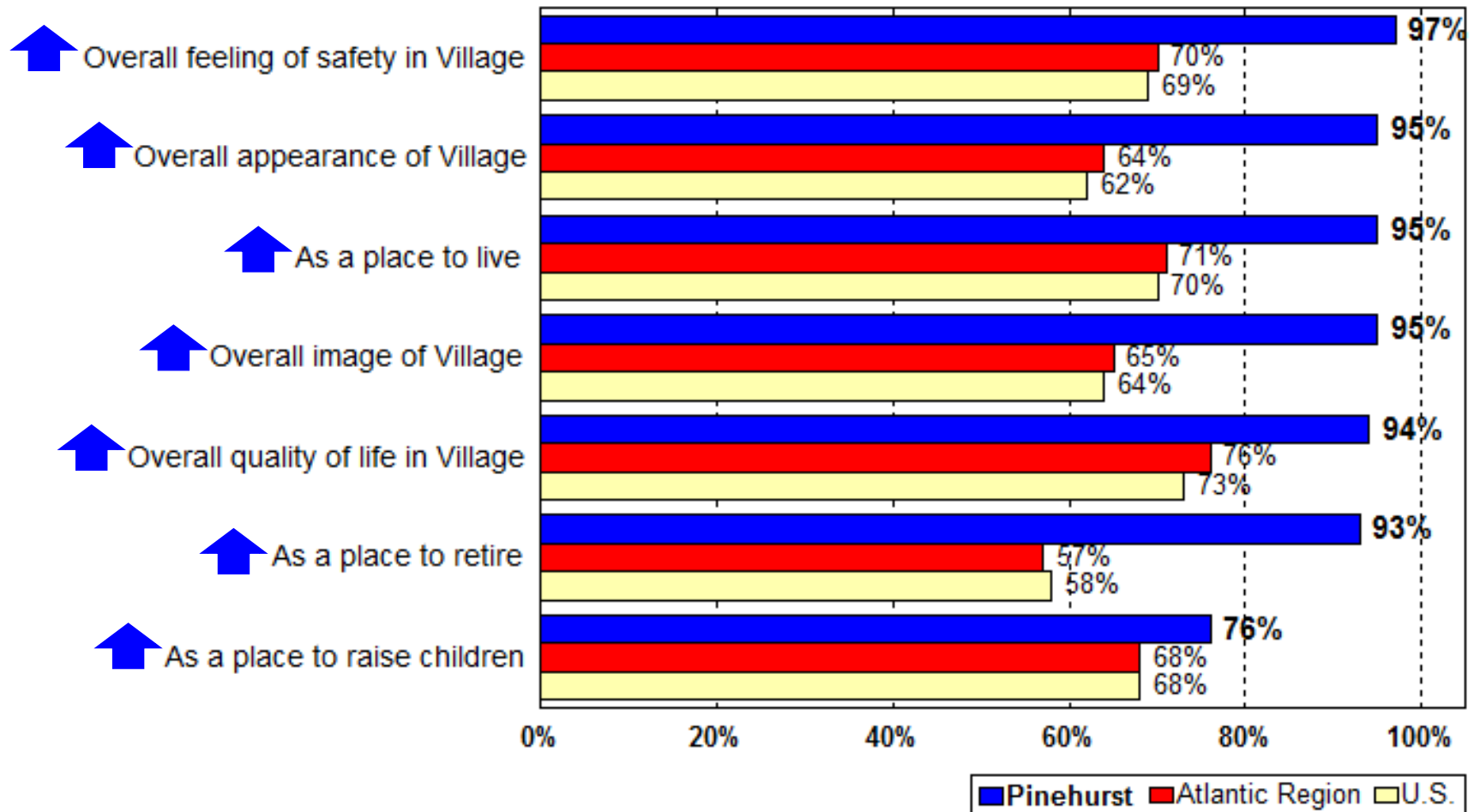
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Issues that Influence Perceptions of the Village Pinehurst vs. Atlantic Region 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)



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

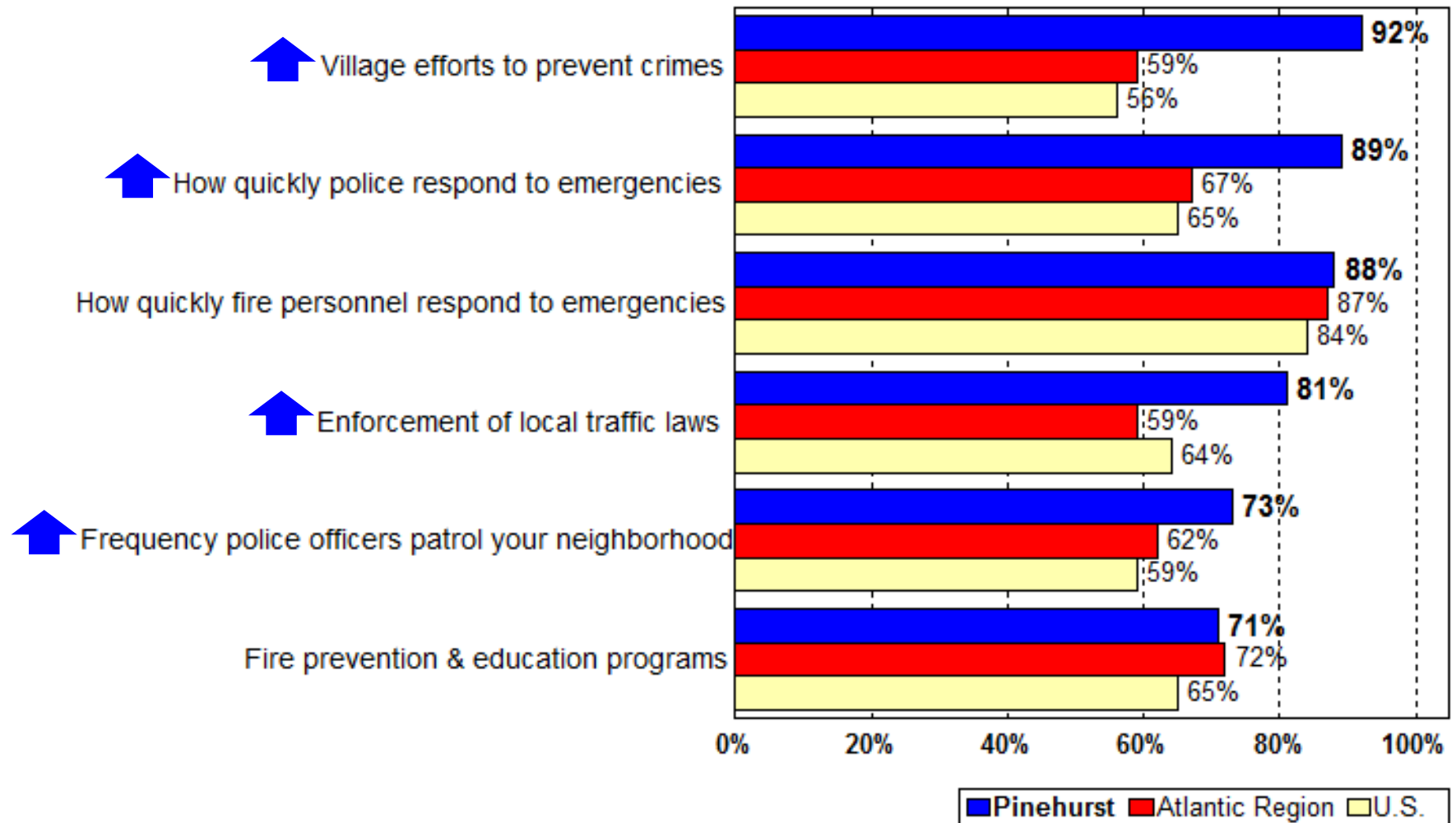
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Public Safety Services

Pinehurst vs. Atlantic Region 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)



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

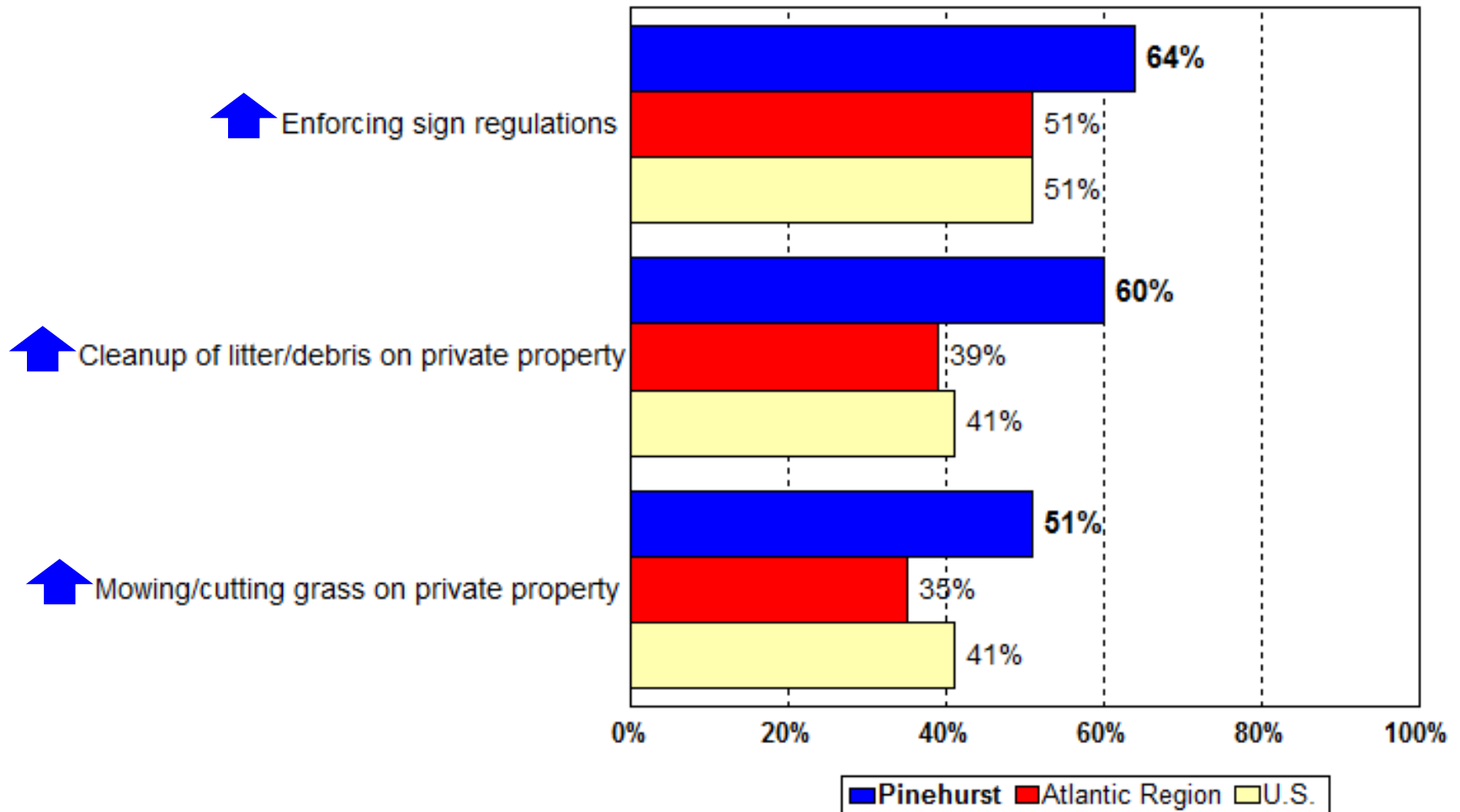
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Code Enforcement

Pinehurst vs. Atlantic Region 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)



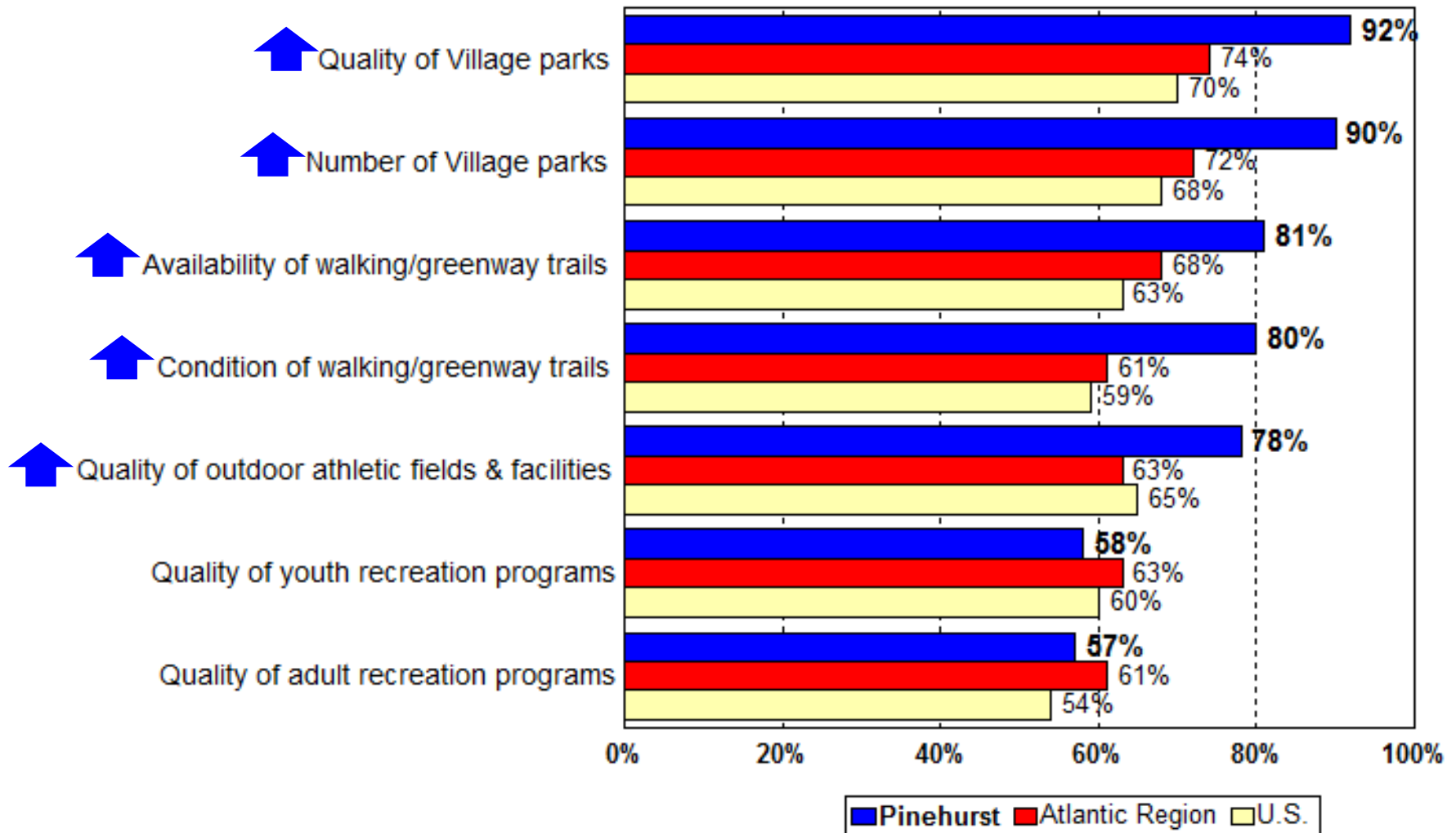
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Parks and Recreation Pinehurst vs. Atlantic Region 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)



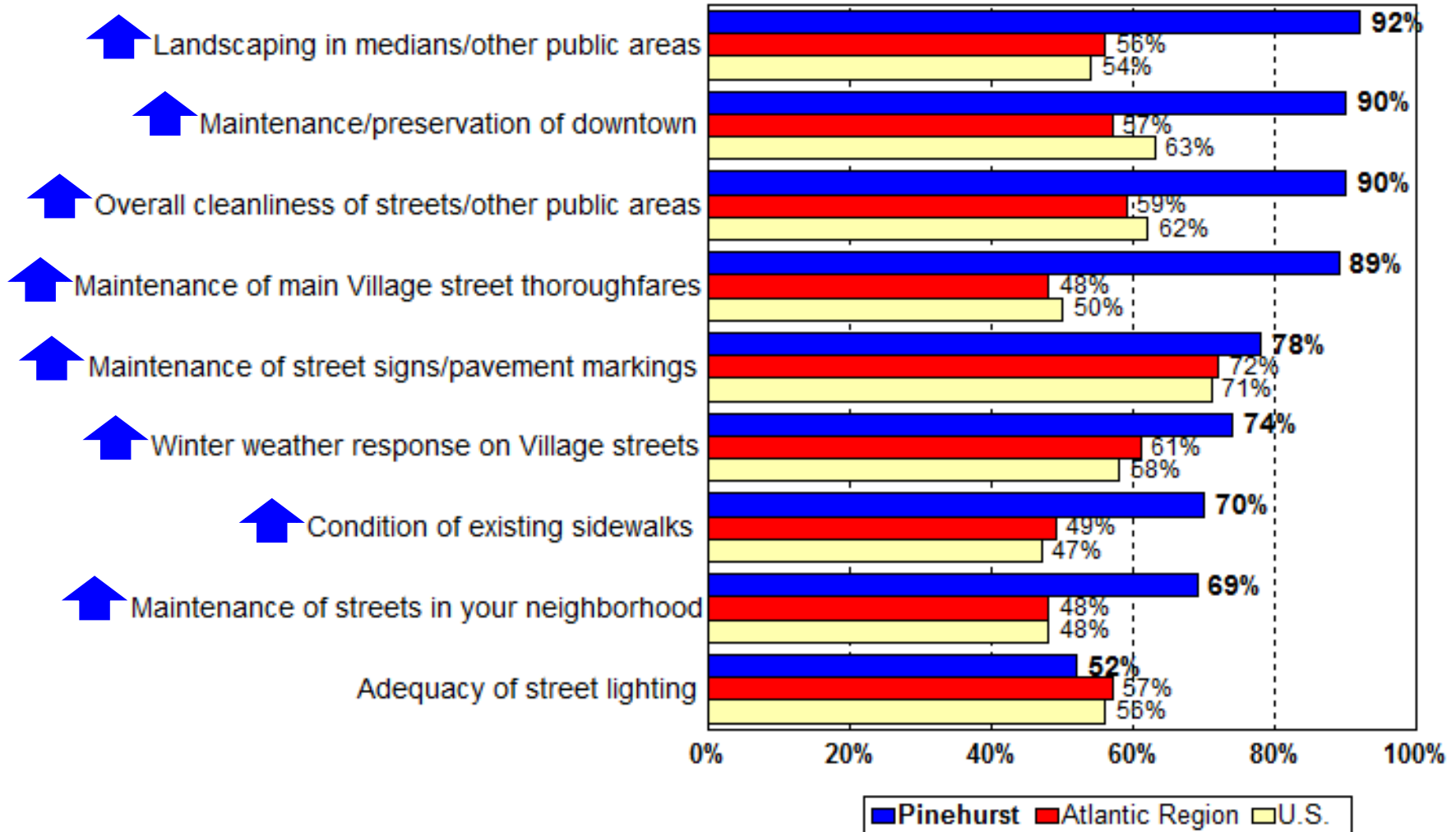
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Maintenance Pinehurst vs. Atlantic Region 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)



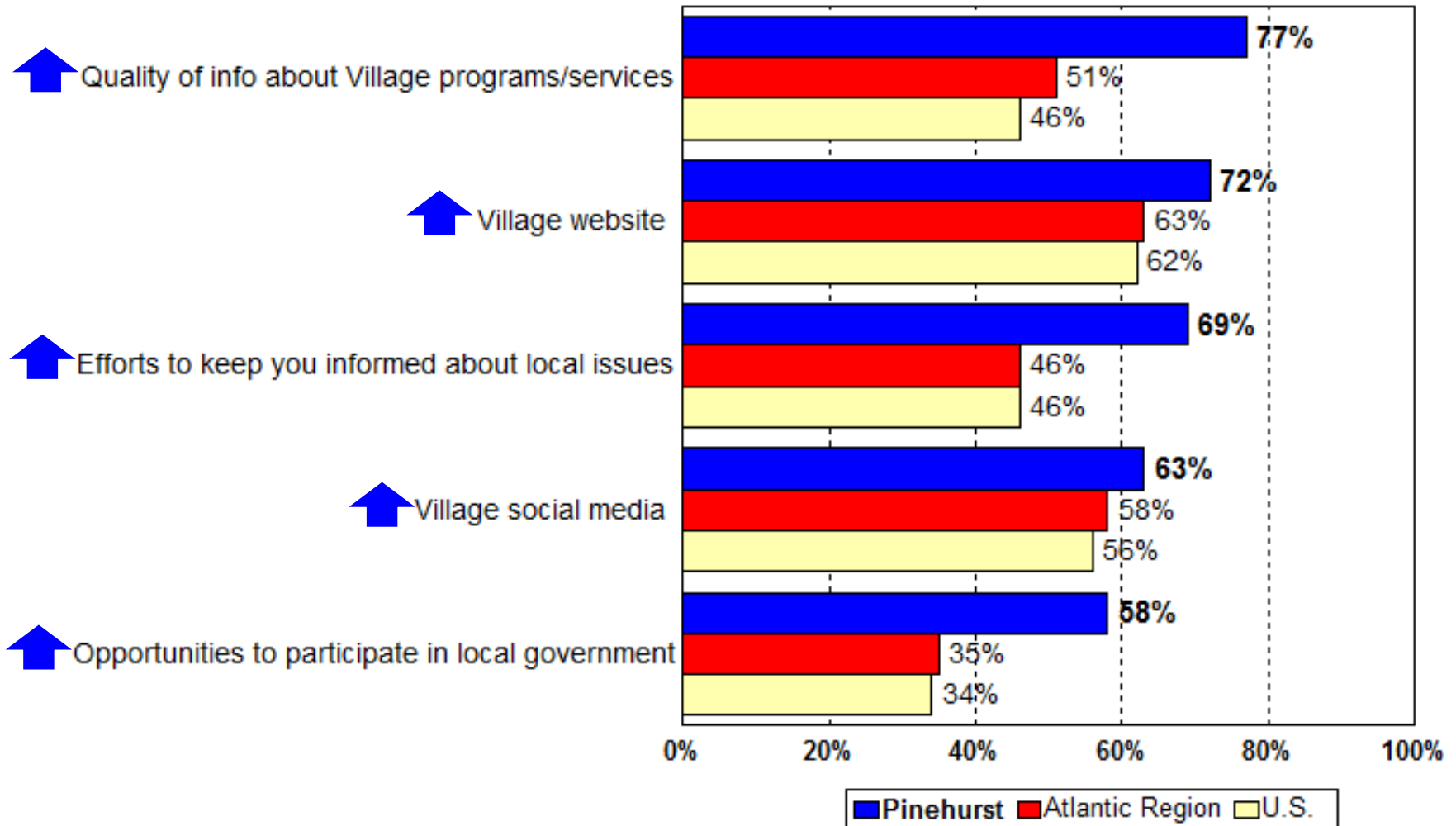
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Communication Pinehurst vs. Atlantic Region 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)



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #4
Priorities for Investment

Importance-Satisfaction Rating

Village of Pinehurst, NC

OVERALL VILLAGE SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 -.20)						
Level of public involvement in local decisions	31%	3	52%	12	0.1483	1
Street and right-of-way maintenance	39%	1	65%	10	0.1362	2
Efforts at maintaining quality of neighborhoods	33%	2	68%	9	0.1043	3
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	24%	5	60%	11	0.0973	4
Parks and recreation facilities	21%	6	77%	6	0.0501	5
Promotion of natural resource conservation	15%	10	69%	8	0.0462	6
Village communication with residents	19%	7	78%	5	0.0430	7
Parks and recreation programs	17%	8	76%	7	0.0404	8
Police services	26%	4	91%	2	0.0220	9
Customer service provided by Village employees	8%	12	83%	4	0.0130	10
Solid waste services	8%	11	89%	3	0.0090	11
Fire services	15%	9	95%	1	0.0082	12

Overall Priorities: 

Importance-Satisfaction Rating

Village of Pinehurst, NC

PUBLIC SERVICES

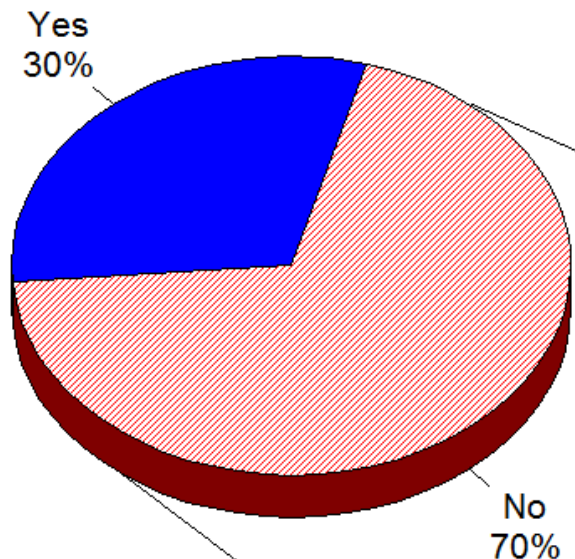
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 -.20)						
Adequacy of street lighting	36%	1	52%	12	0.1724	1
Availability of sidewalks/pedestrian facilities	35%	2	52%	11	0.1642	2
Maintenance of streets in your neighborhood	33%	3	69%	9	0.1017	3
Medium Priority (IS <.10)						
Quality of the stormwater runoff/management system	19%	7	62%	10	0.0716	4
Ease of travel on primary highways	23%	4	73%	7	0.0606	5
Winter weather response on Village streets	16%	9	73%	6	0.0412	6
Maintenance of street signs/pavement markings	14%	10	77%	5	0.0316	7
Condition of existing sidewalks	8%	12	70%	8	0.0228	8
Maintenance of main Village street thoroughfares	20%	6	89%	4	0.0220	9
Maintenance/preservation of downtown	20%	5	89%	2	0.0208	10
Overall cleanliness of streets/other public areas	18%	8	89%	3	0.0188	11
Landscaping in medians/other public areas	10%	11	92%	1	0.0083	12

Public Services Priorities: 

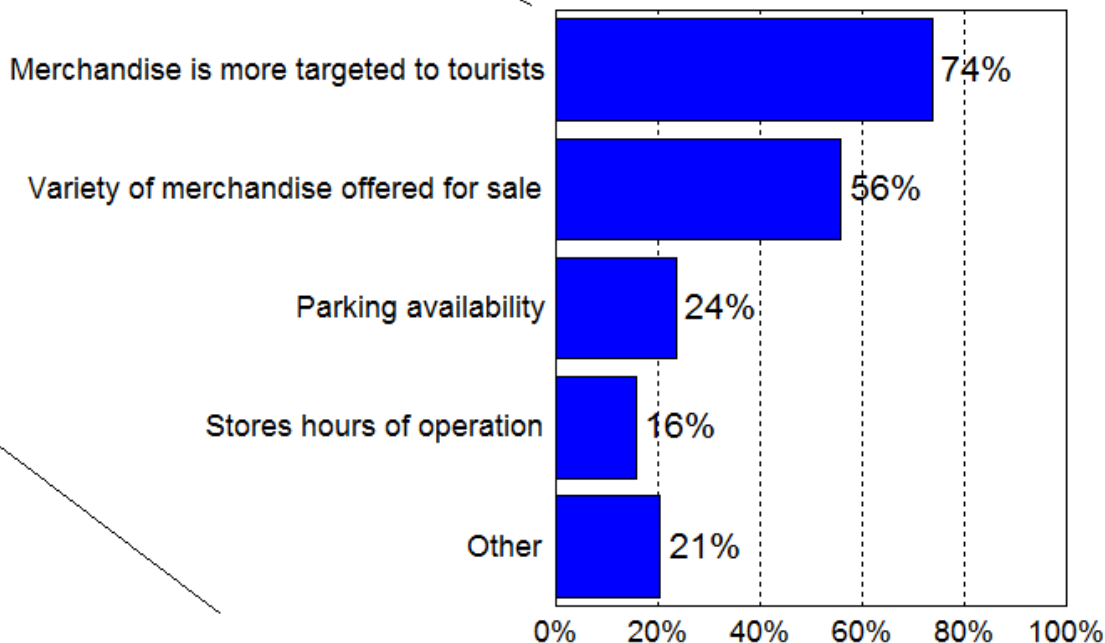
Other Findings

Q11. Do you shop regularly in the Village Center (downtown)?

by percentage of respondents (excluding "not provided")



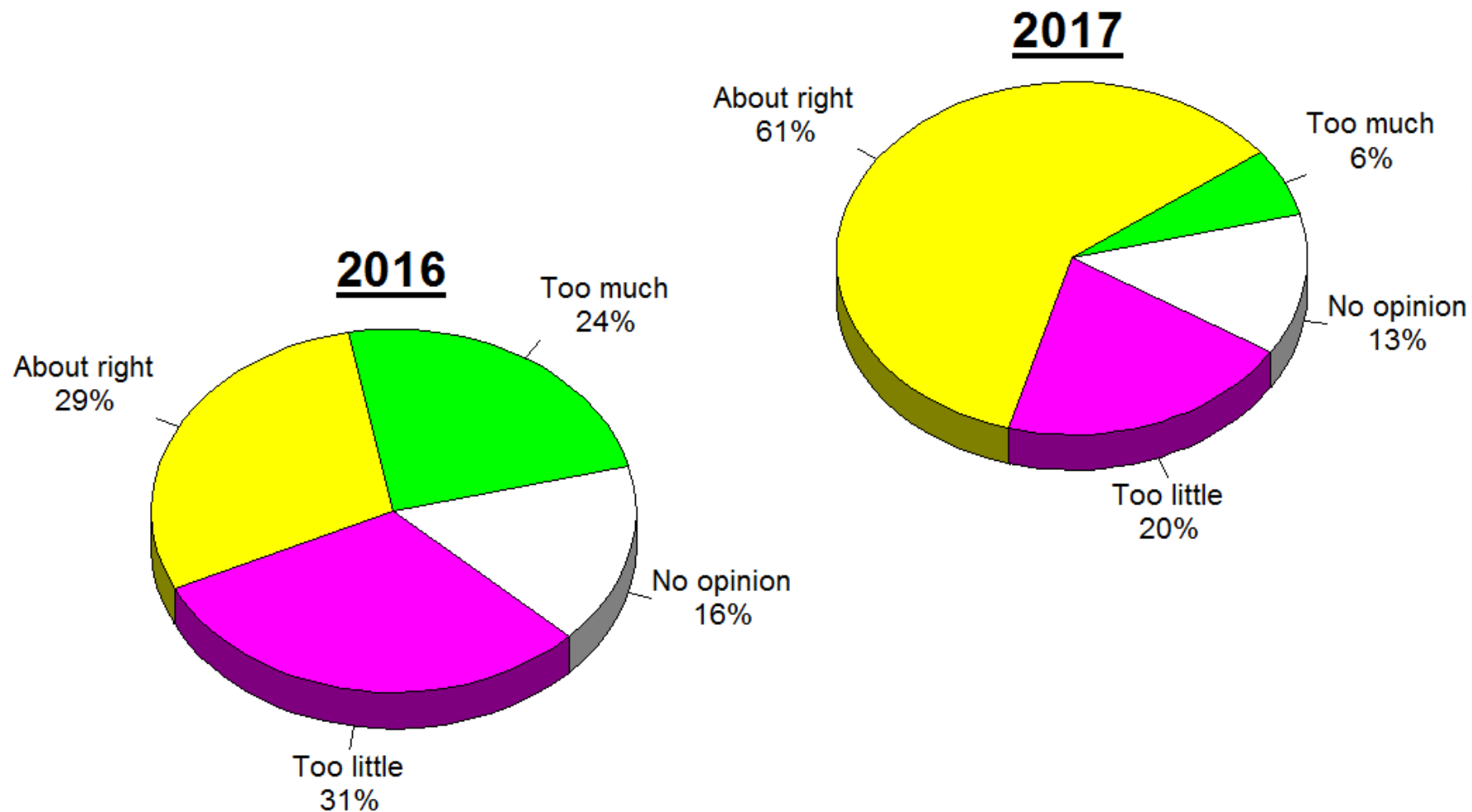
Q11a. Reasons that prevent you from shopping regularly in the Village Center:



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q14. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

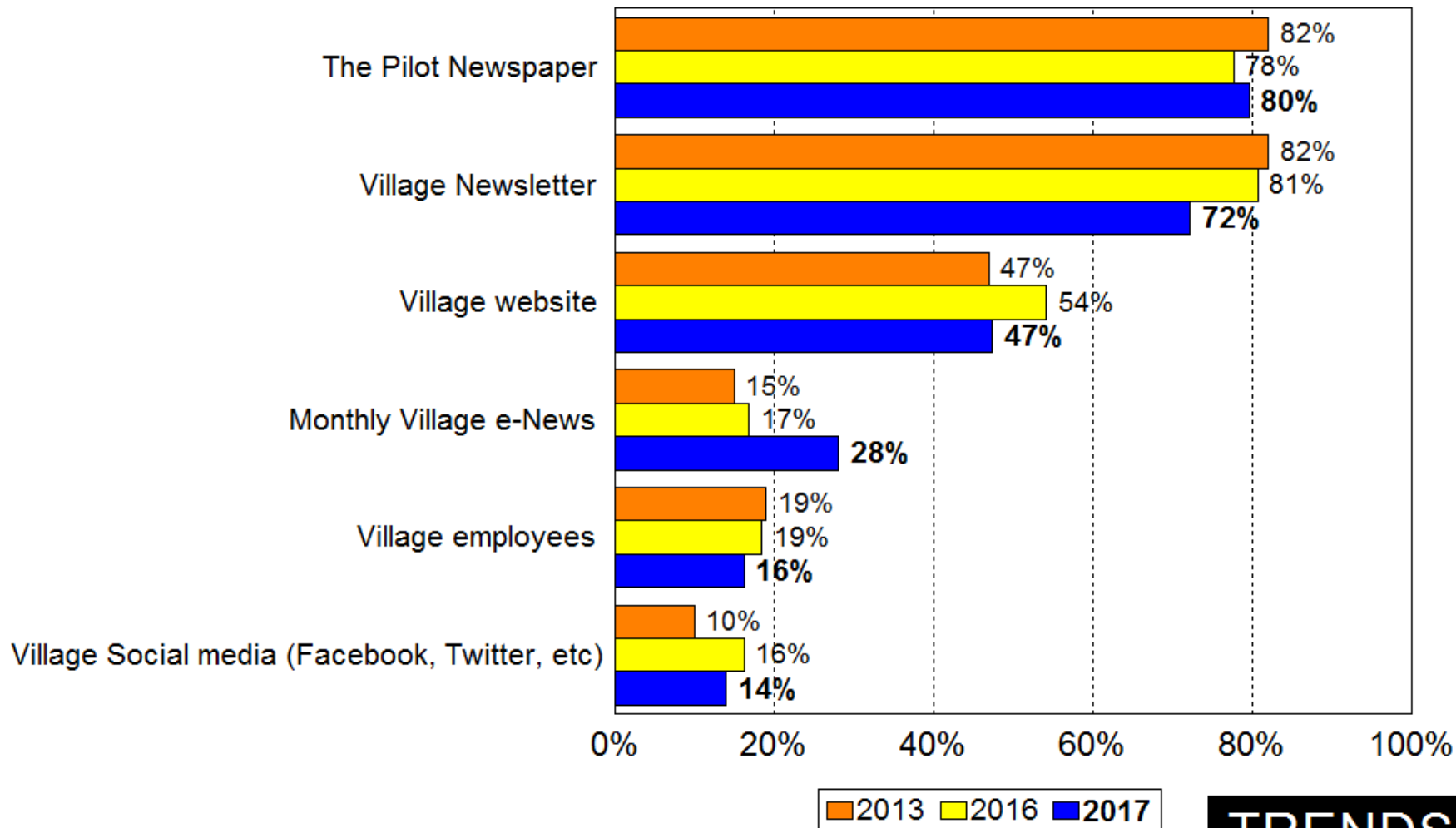
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q19. Which of the following do you use to get information about the Village of Pinehurst? 2013, 2016 & 2017

by percentage of respondents (multiple selections could be made)

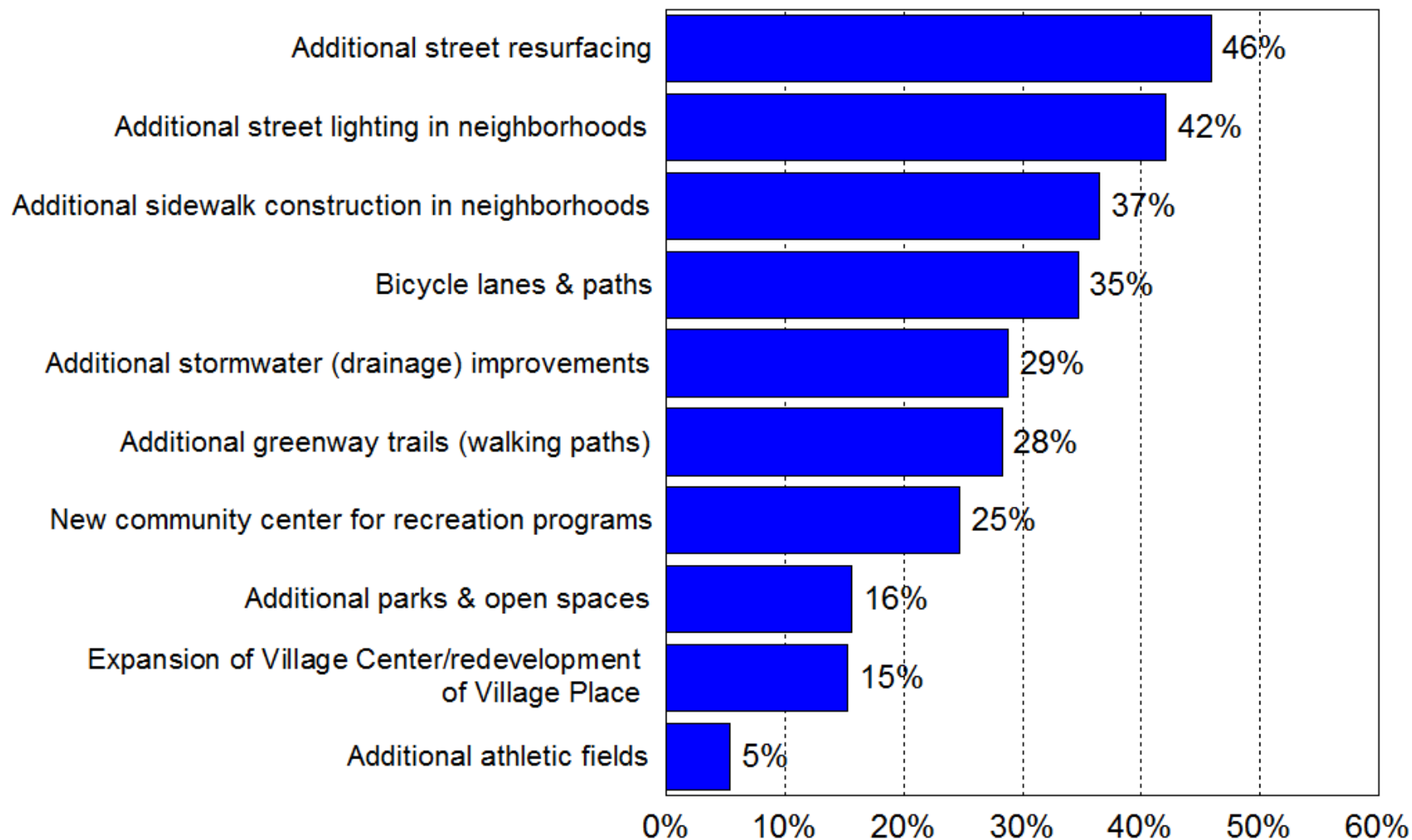


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS

Q23. Capital Improvements That Residents Feel Are the Most Important

by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Summary

- **Residents Have a Very Positive Perception of the Village**
 - ❑ 95% rated Pinehurst as excellent or good place to live
 - ❑ 94% would recommend Pinehurst to others as a place to live
- **Satisfaction Ratings Have Increased Slightly Since 2016, and Remain Among the Highest in the Nation**
 - ❑ Satisfaction ratings have increased or stayed the same in 54 of 86 areas since 2016; and increased or stayed the same in 75 of 85 areas since 2013
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 - ❑ The Village rated above the Atlantic Regional Average in 48 of 50 areas, and above the U.S. Average in 46 of the 50 areas that were compared
- **Overall Priorities for Improvement:**
 - ❑ Level of public involvement in local decisions
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 - ❑ Efforts at maintaining the quality of neighborhoods

Questions?

THANK YOU!!