

# ***2017 Business Survey***

## ***Village of Pinehurst, NC***

Presented by

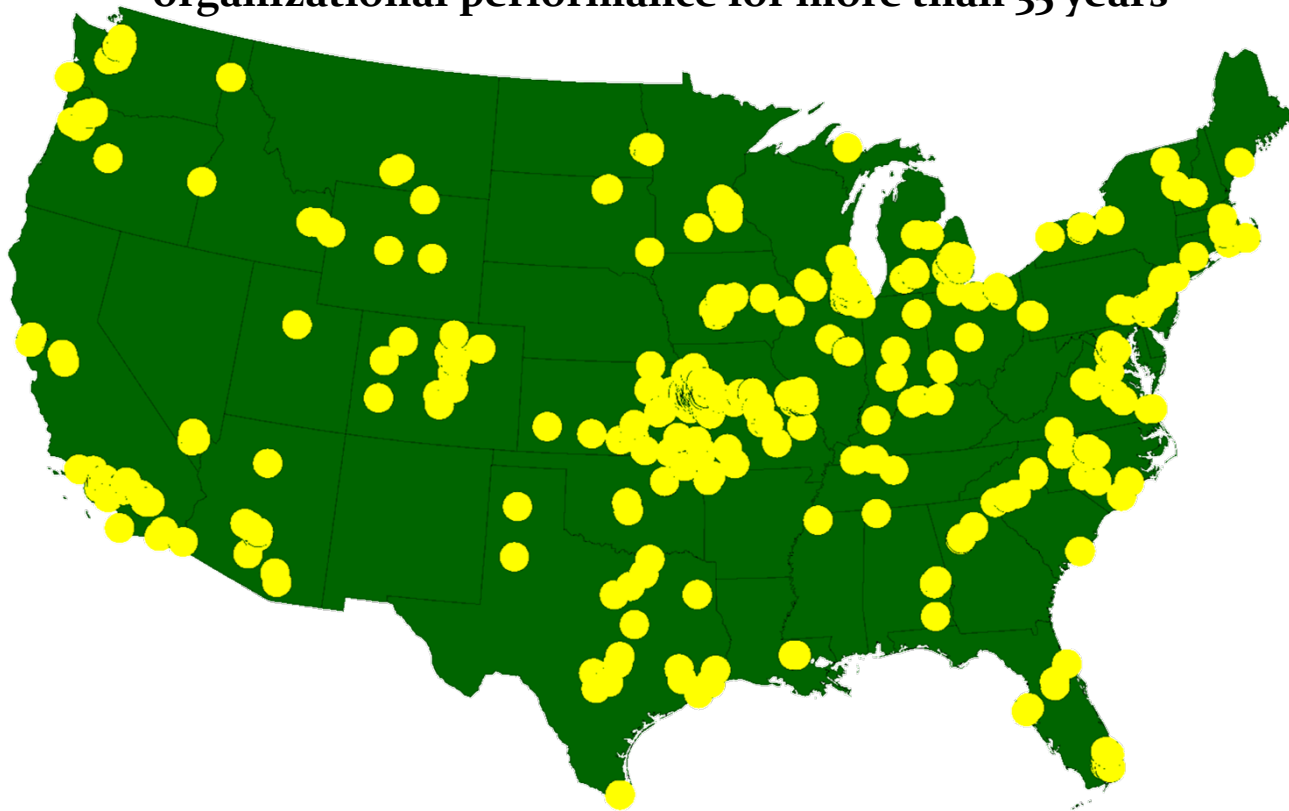


September 2017

# ETC Institute

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More than 2,150,000 Persons Surveyed Since 2006  
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# Agenda

Purpose

Methodology

Survey Topics

- Characteristics of Businesses
- Perceptions of the Village
- Satisfaction with Village Services
- Reasons Businesses Located in Pinehurst
- Communication

Summary

Questions

# Purpose

- ❑ To objectively assess the quality of Village services that are provided to businesses in Pinehurst
- ❑ To identify ways to improve the quality of Village services that are provided to businesses in the community
- ❑ To measure trends from previous surveys

# Methodology

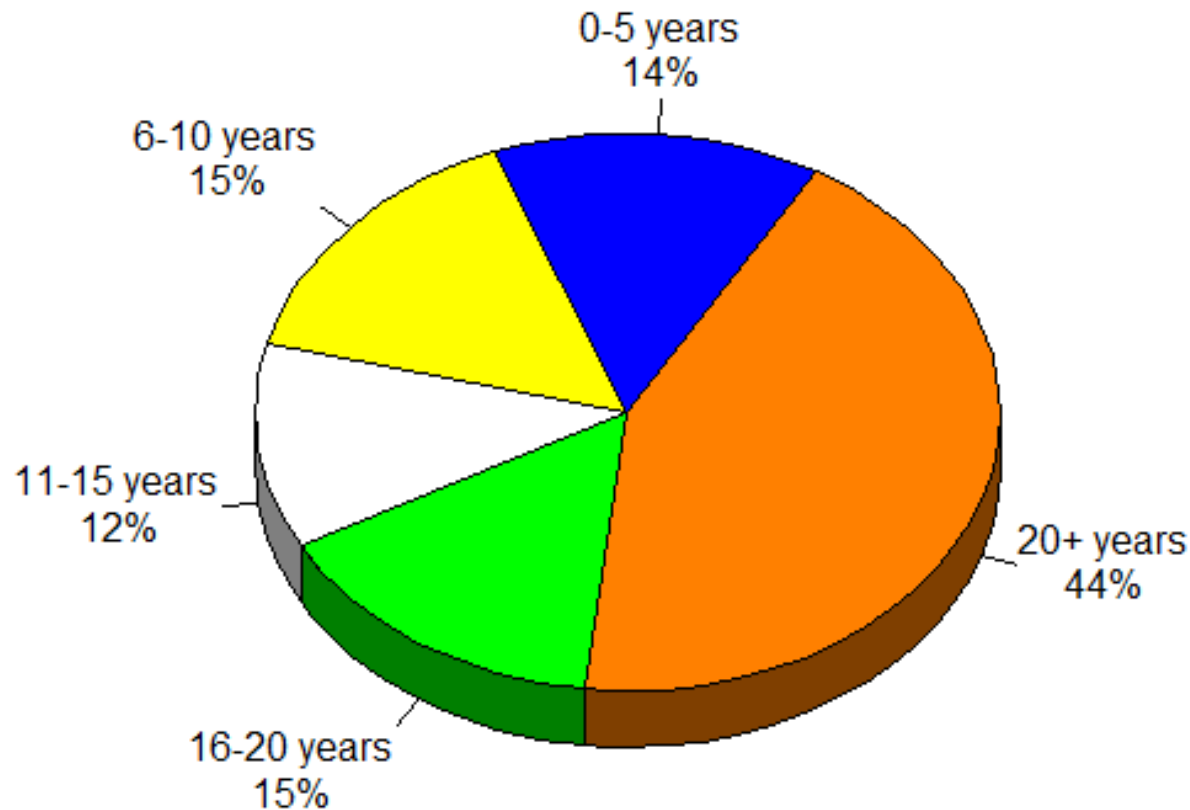
- ❑ Four-page survey
- ❑ Took average respondents about 10-15 minutes to complete
- ❑ Many of the questions were similar to those asked in previous surveys
- ❑ Administered by mail, online and phone
- ❑ A random sample of 86 business owners/senior managers completed the survey

## *Topic #1*

# Characteristics of the Business Community

## Q19. How many years have you been in operation in the Village?

by percentage of respondents (excluding "not provided")

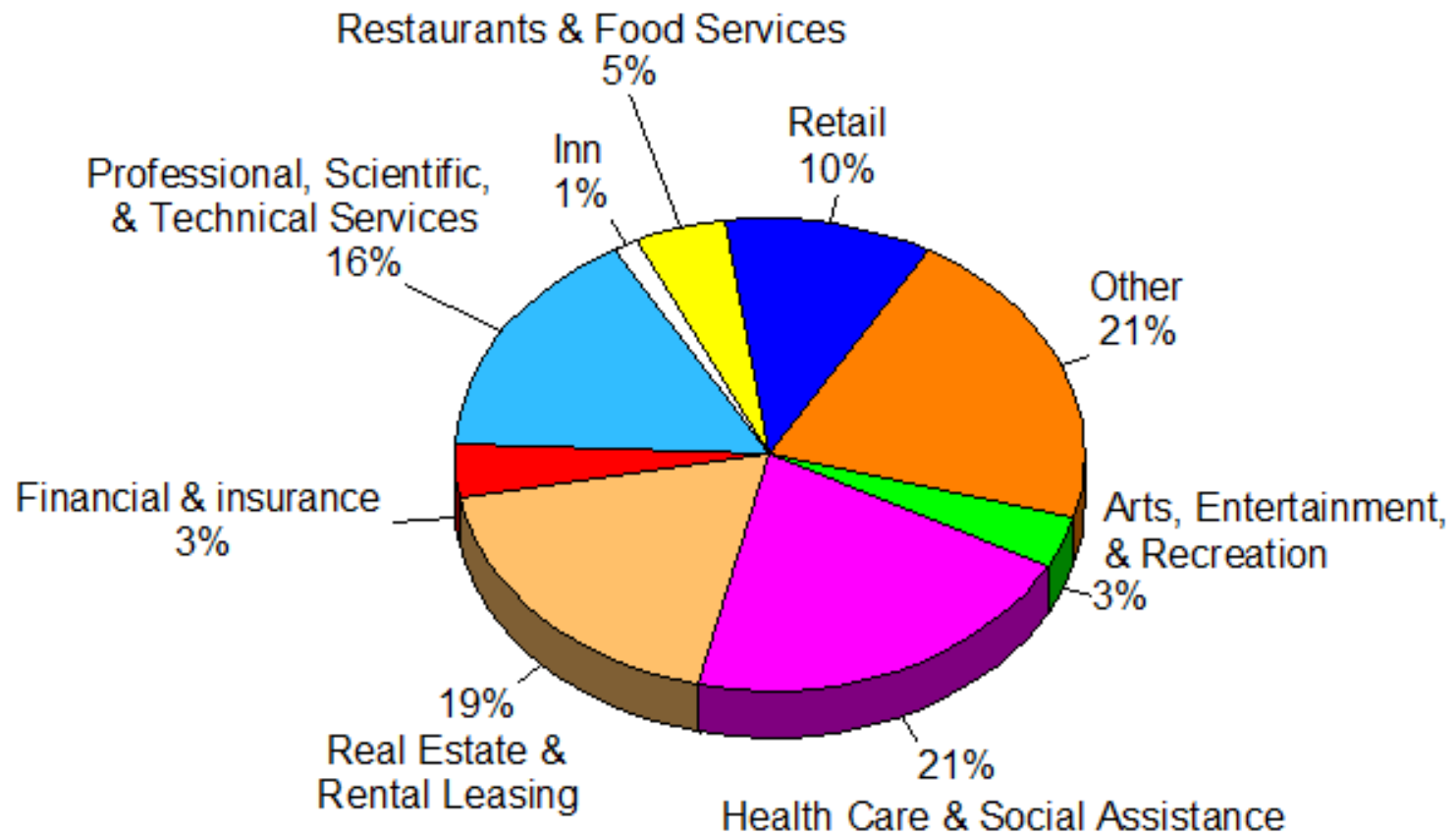


**Good Representation  
by Number of Years  
in the Village**

Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

# Q18. Primary Business Category for Your Business

by percentage of respondents



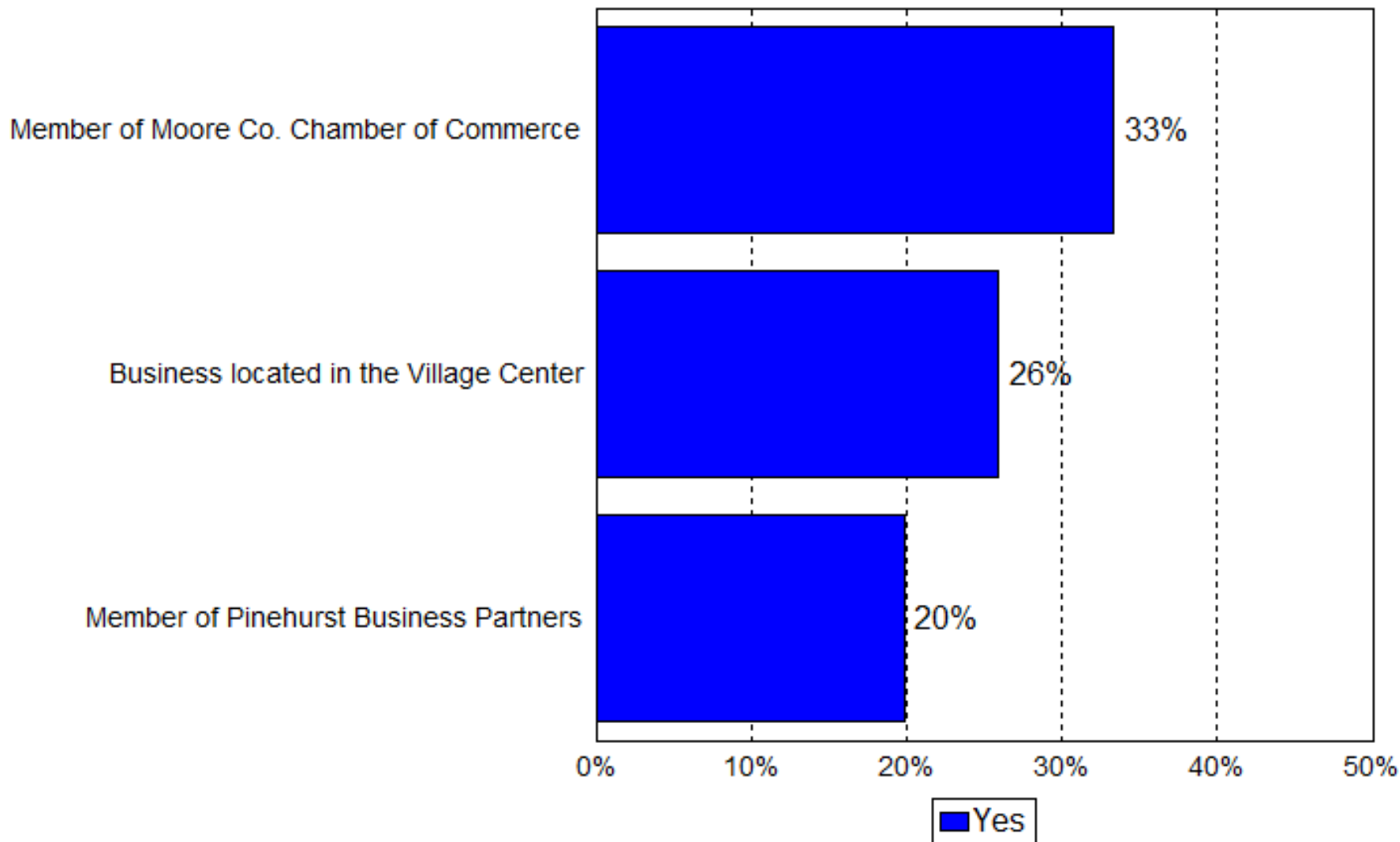
**Good Representation  
by Type of Business**

Source: ETC Institute (Pinehurst, NC Business Survey - 2017)



## Q20. Is Your Business Any of the Following:

by percentage of respondents who answered "yes"



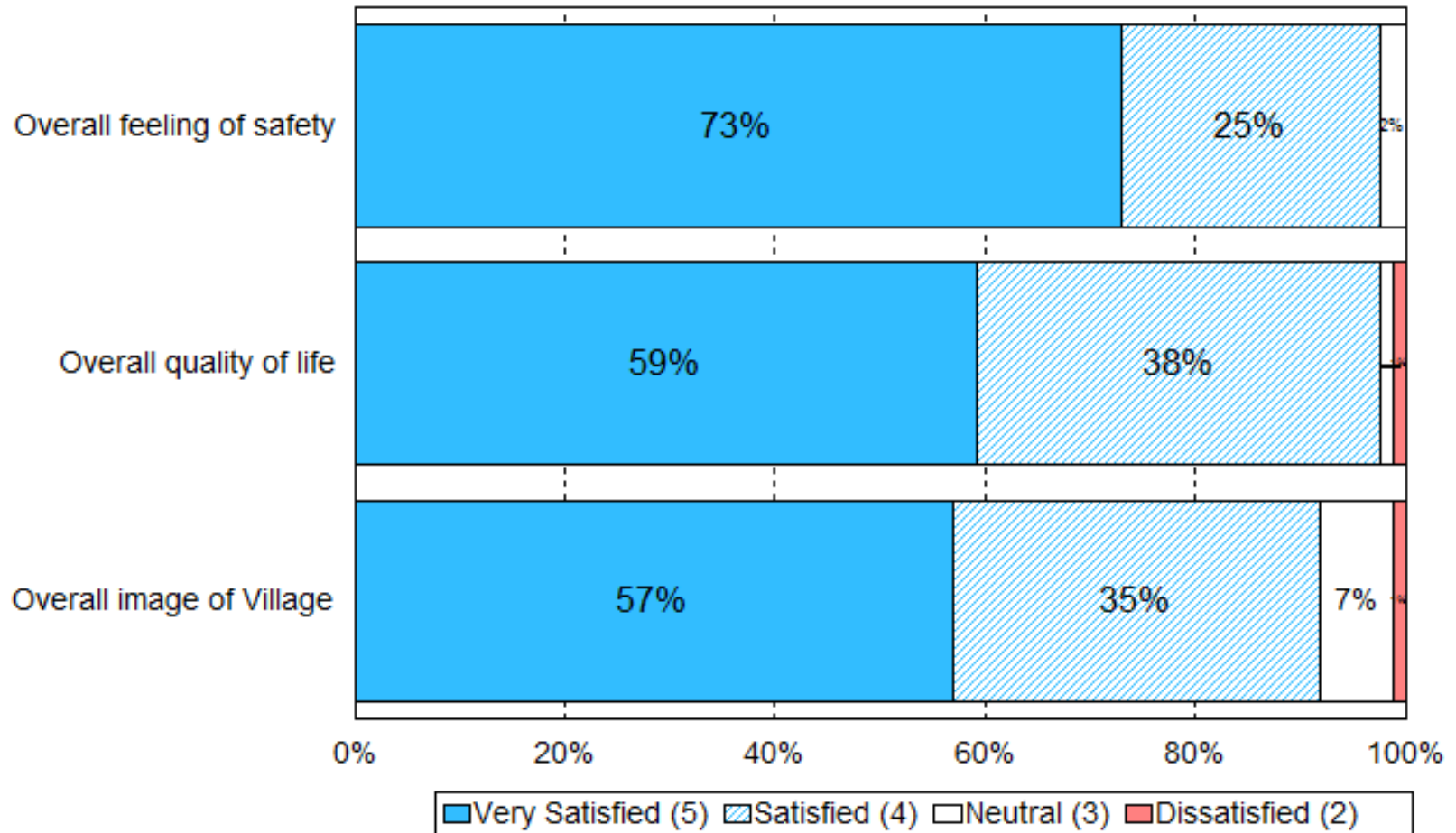
Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

## *Topic #2*

# Perceptions of the Village

# 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 (excluding "don't know")

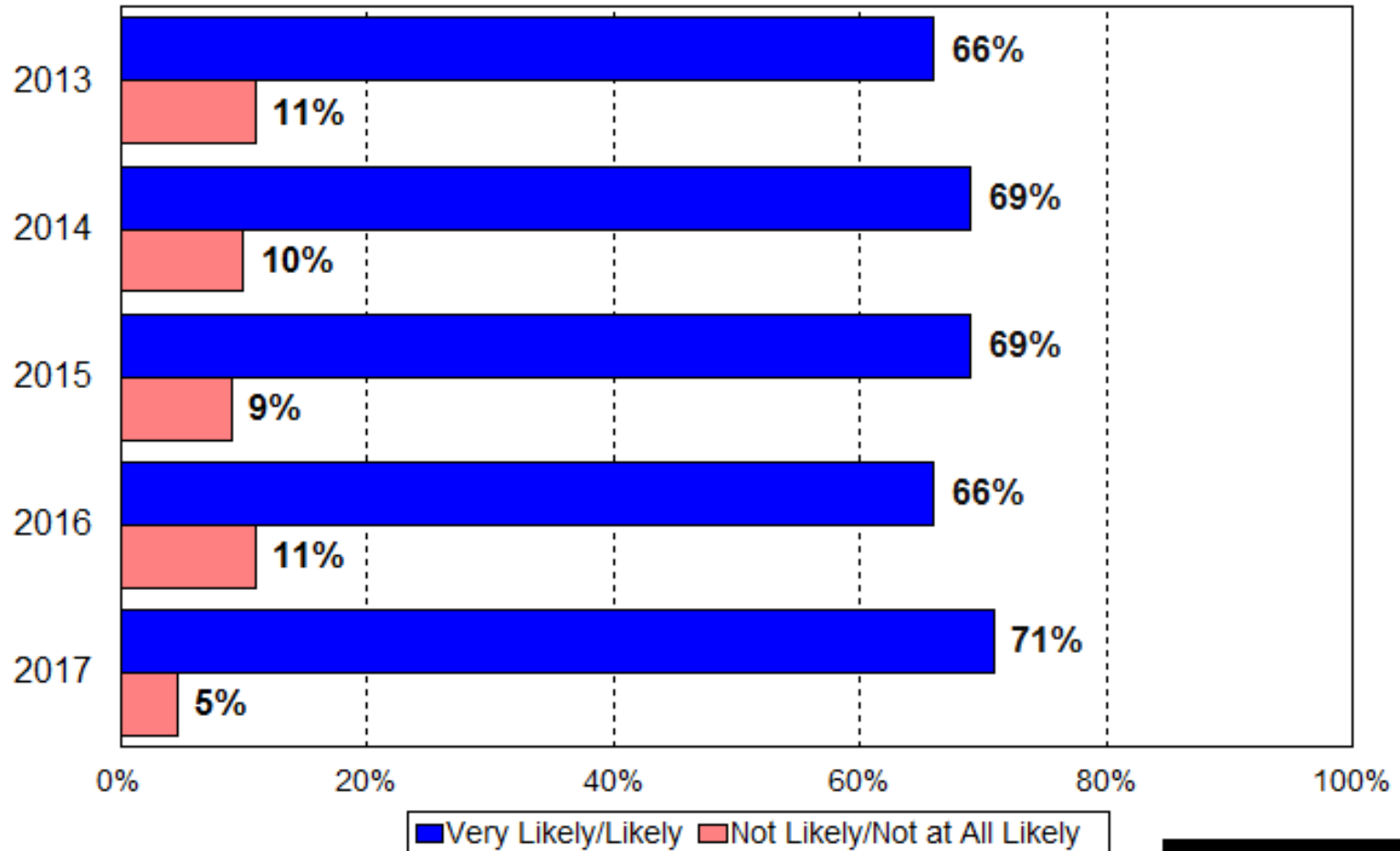


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**Over 90% of Businesses Are Very Satisfied or Satisfied with the Feeling of Safety, Quality of Life, and Image of the Village**

# Q6. How likely would you be to recommend the Village as a business location to friends, family, and co-workers? 2013 to 2017

by percentage of respondents



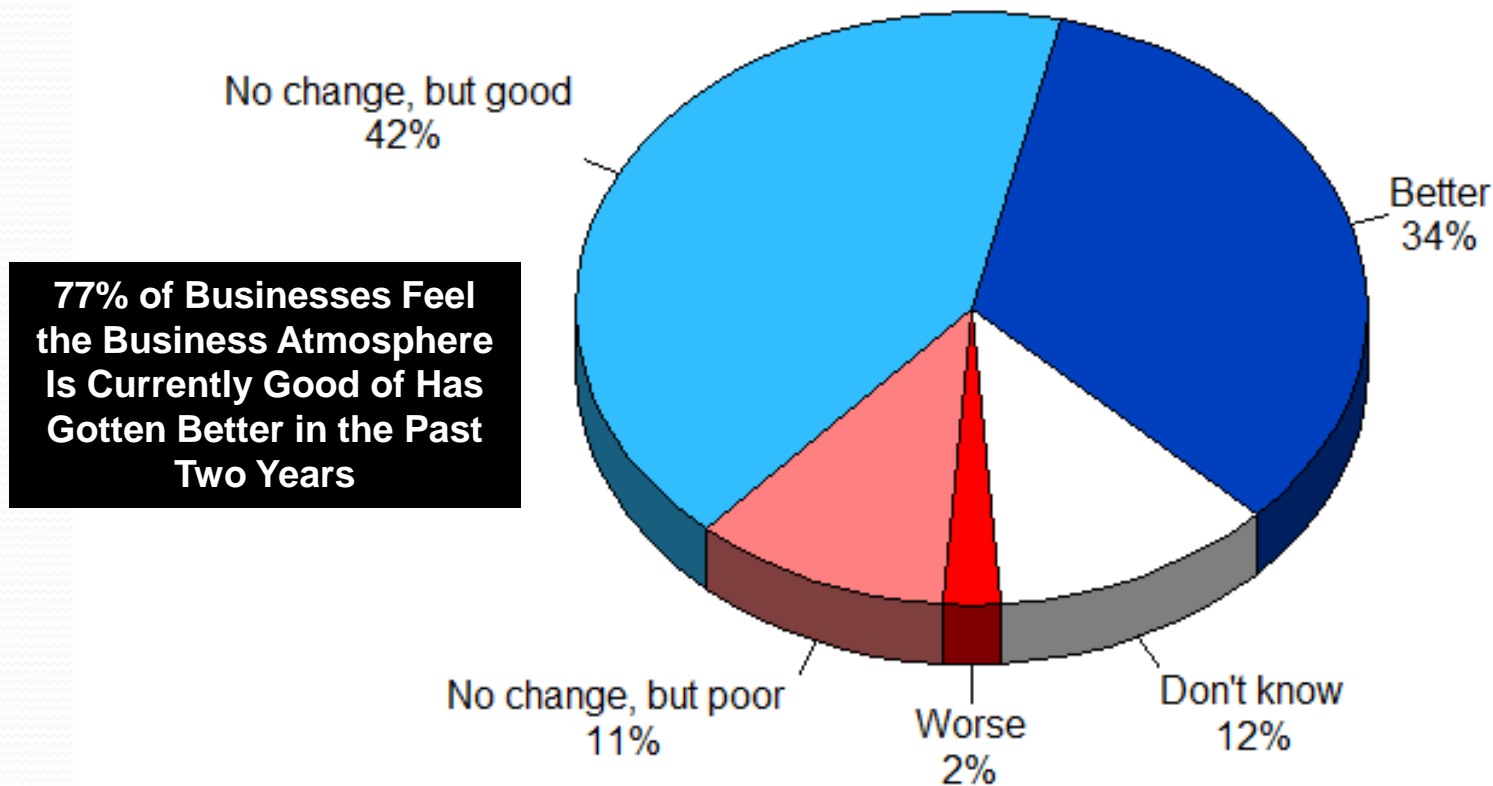
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

**TRENDS**

**In 2017, 71% of Businesses Would Be Very Likely or Likely to Recommend the Village as a Business Location, Compared to Only 5% Who Would Not**

# Q7. How would you rate the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?

by percentage of respondents



**77% of Businesses Feel the Business Atmosphere Is Currently Good or Has Gotten Better in the Past Two Years**

Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

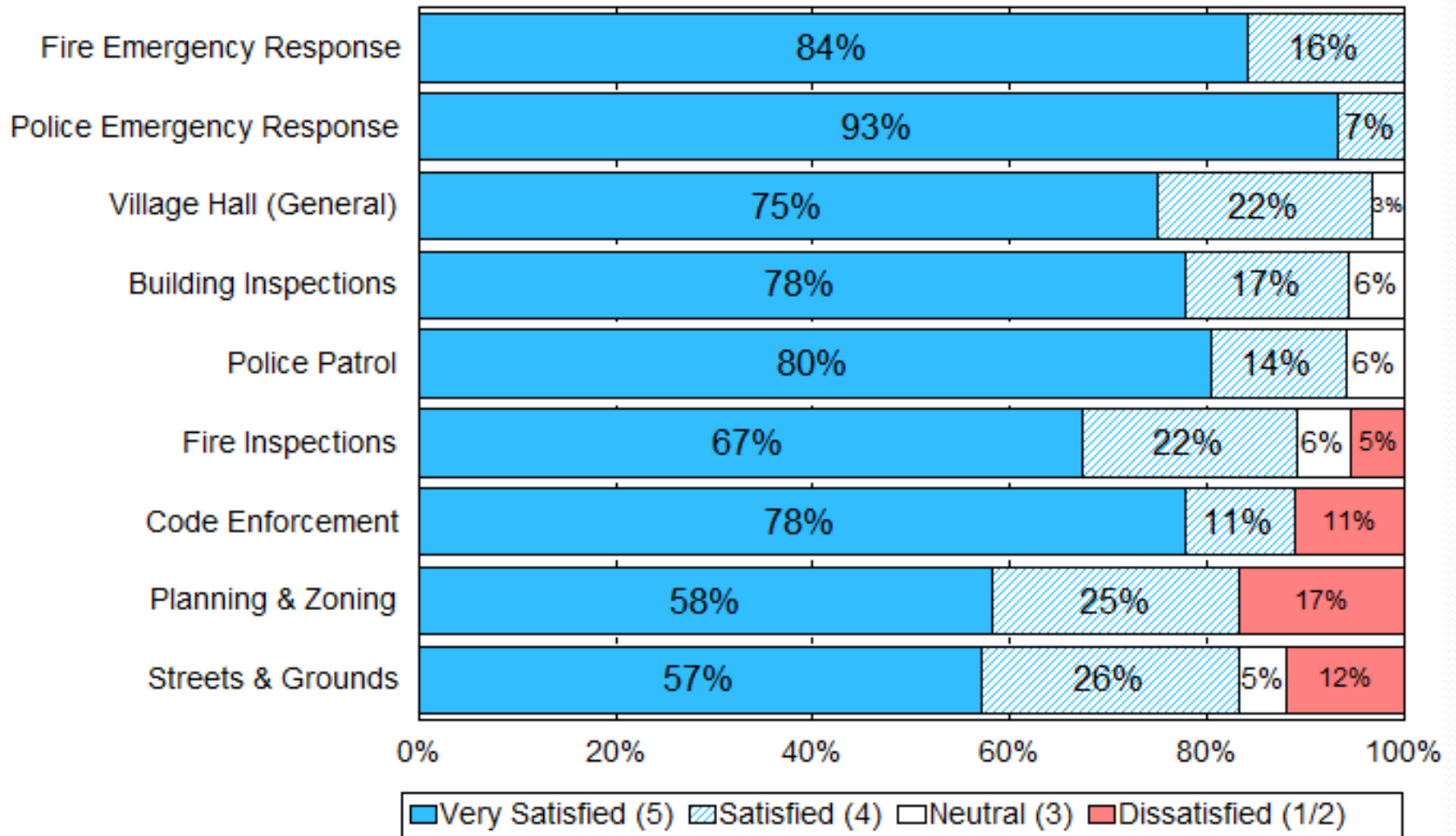
**34% Feel the Overall Business Atmosphere in Pinehurst Has Gotten Better, Compared to Only 2% Who Feel It's Gotten Worse**

## *Topic #3*

# Satisfaction with Village Services and Priorities for Improvement

# 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 (excluding "don't know")

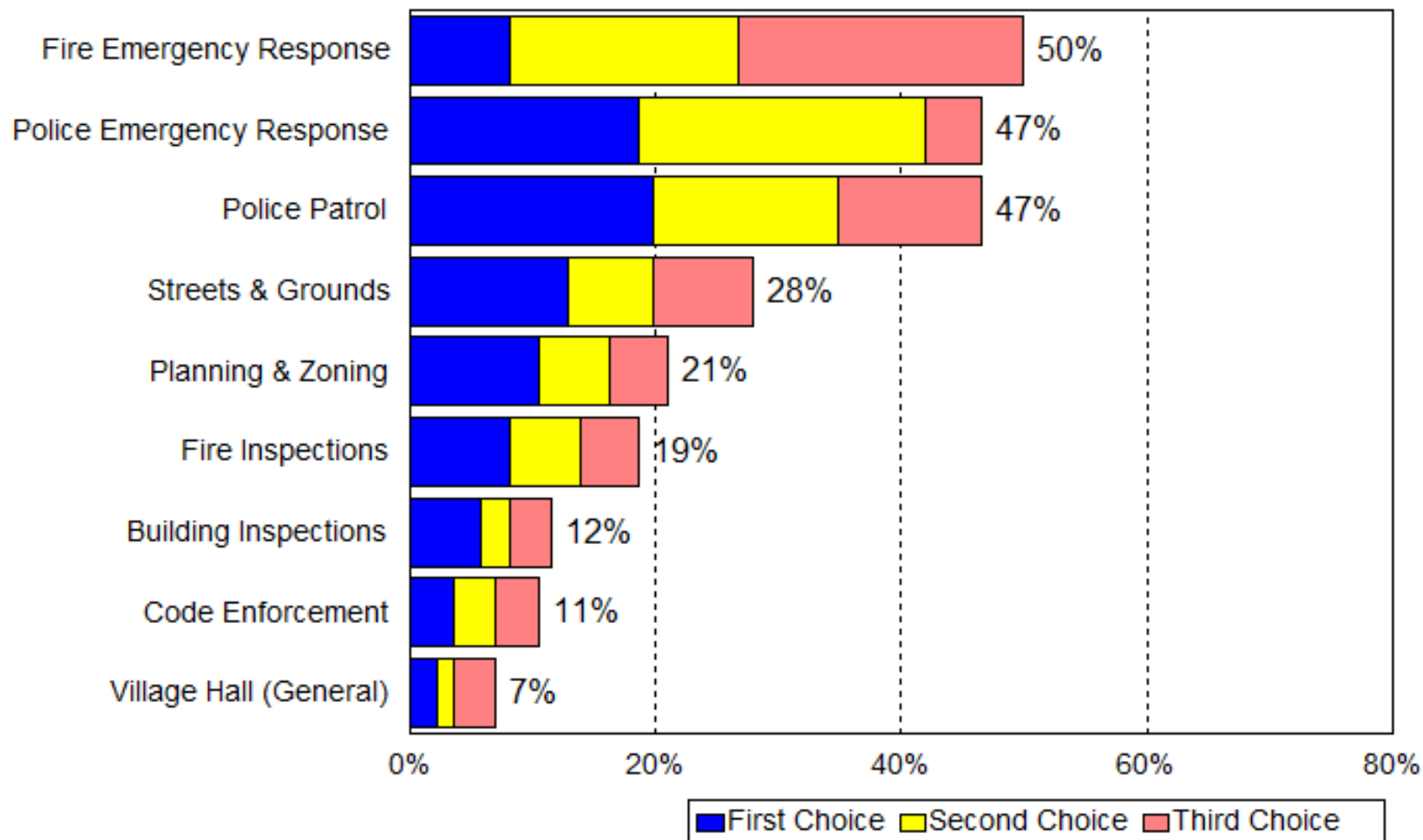


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**Satisfaction Is High for All Village Services**

## Q2. Village Services or Departments Rated as the Most Important to Their Business

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



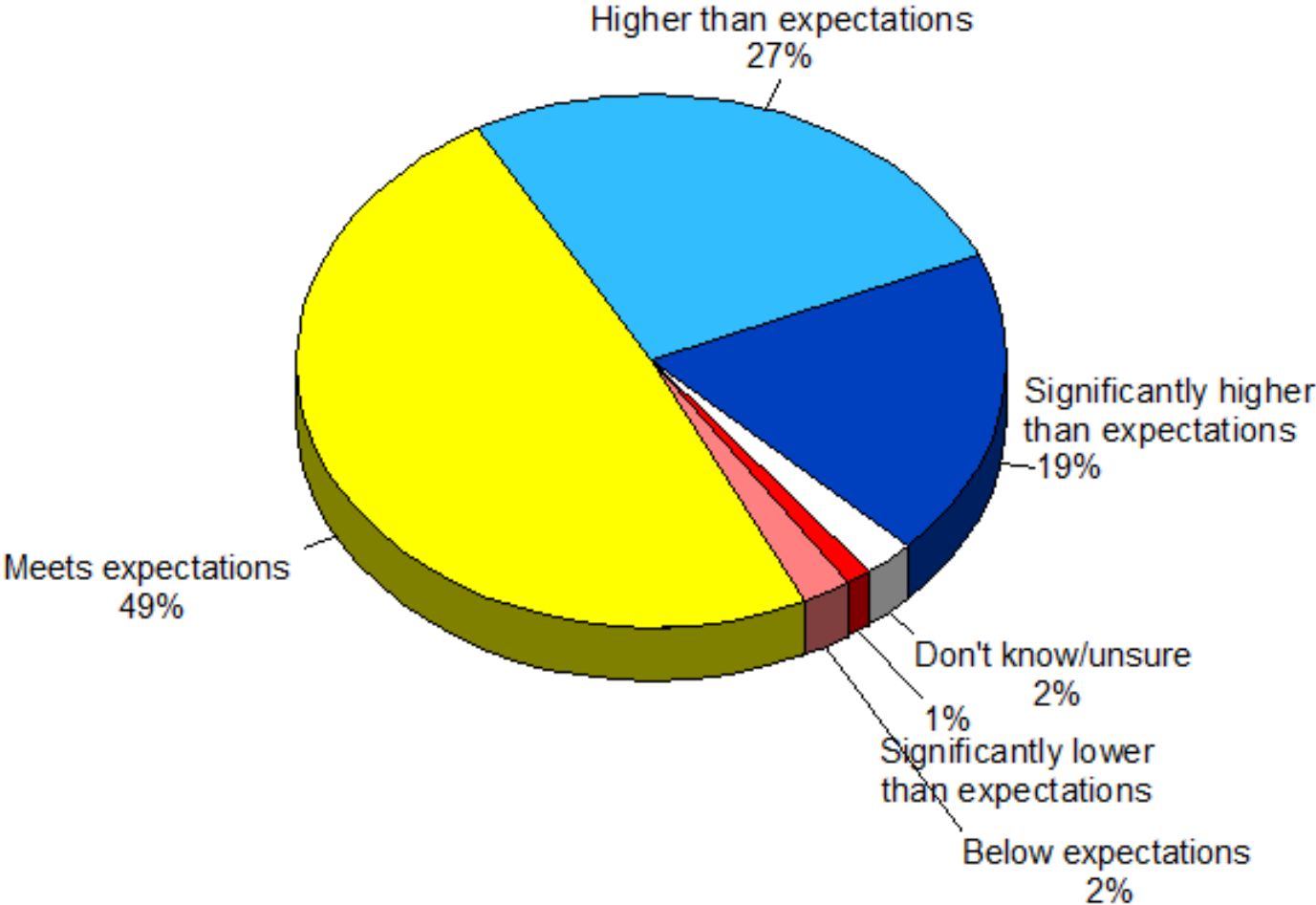
Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**Fire Emergency Response, Police Emergency Response, and Police Patrol Were Rated as the Most Important Village Services**



# Q3. Satisfaction with the Overall Quality of Services Provided to Your Business by the Village of Pinehurst

by percentage of respondents

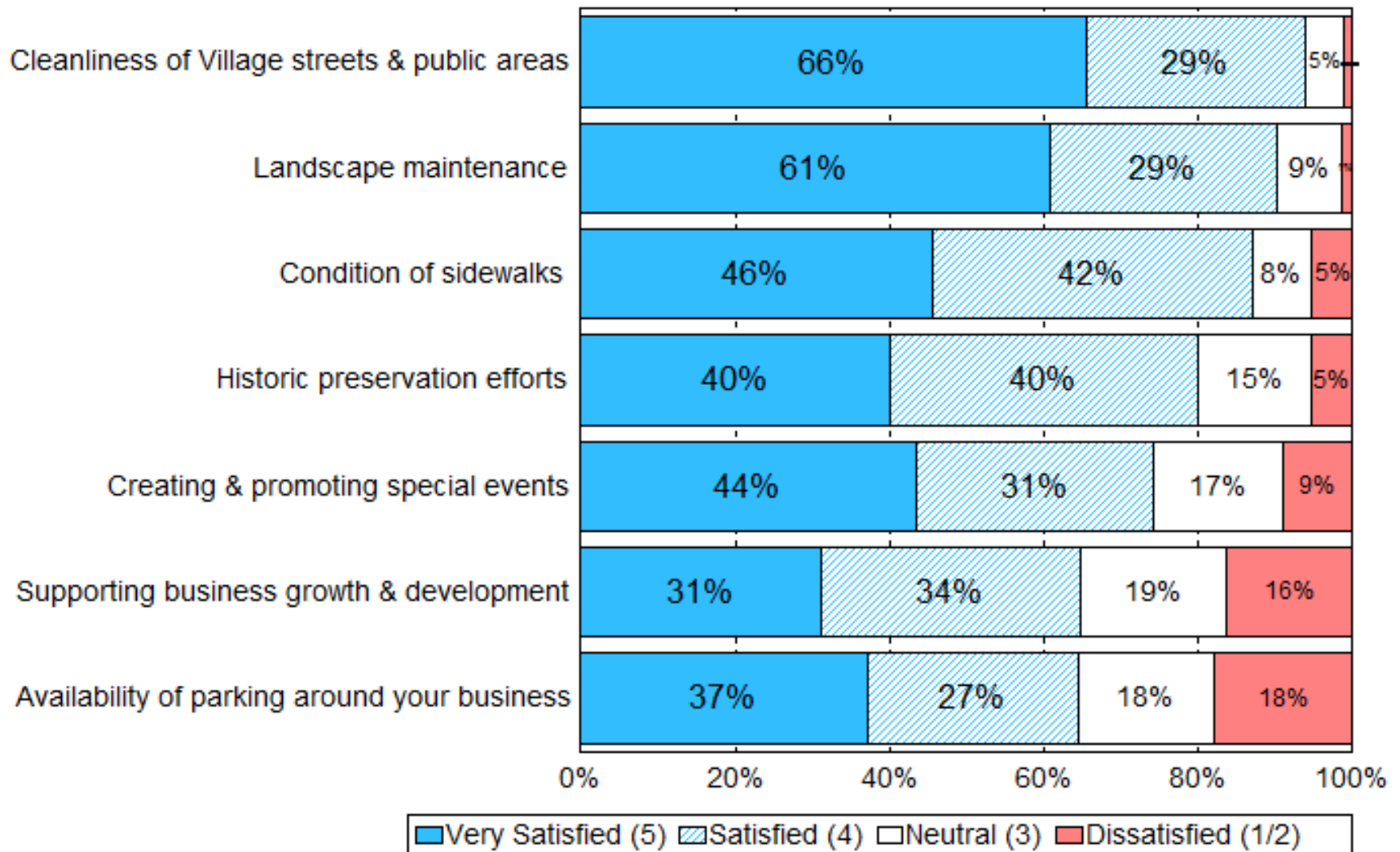


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**46% of Businesses Feel the Overall Quality of Village Services Is Higher Than Their Expectations; Only 3% Feel Village Services Are Below Their Expectations**

## 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 (excluding "don't know")

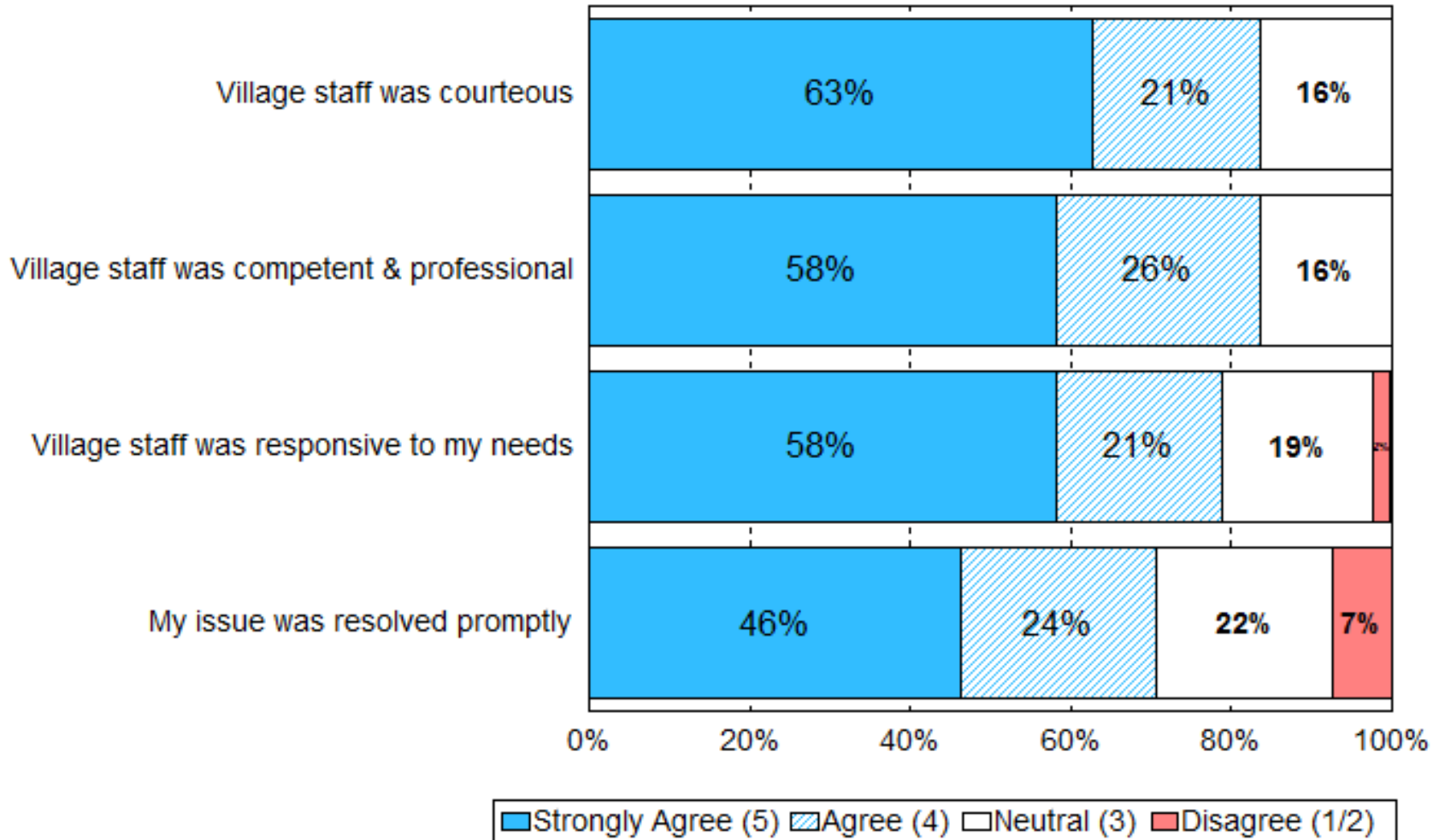


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**Satisfaction Is High for All Village Services**

# 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 (excluding "don't know")

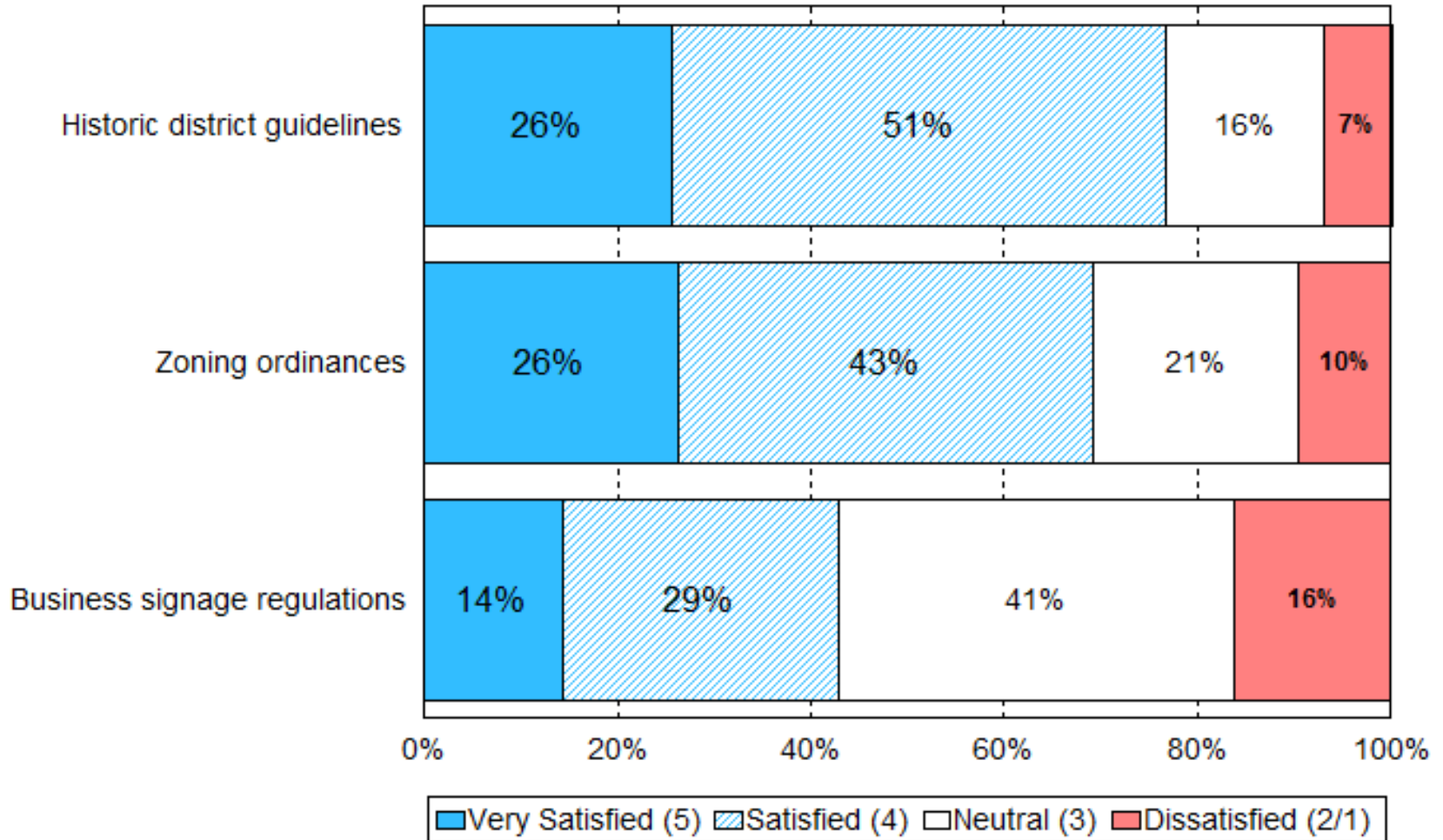


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**Satisfaction Is High for All Areas of Customer Service**

# Q14. 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 (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

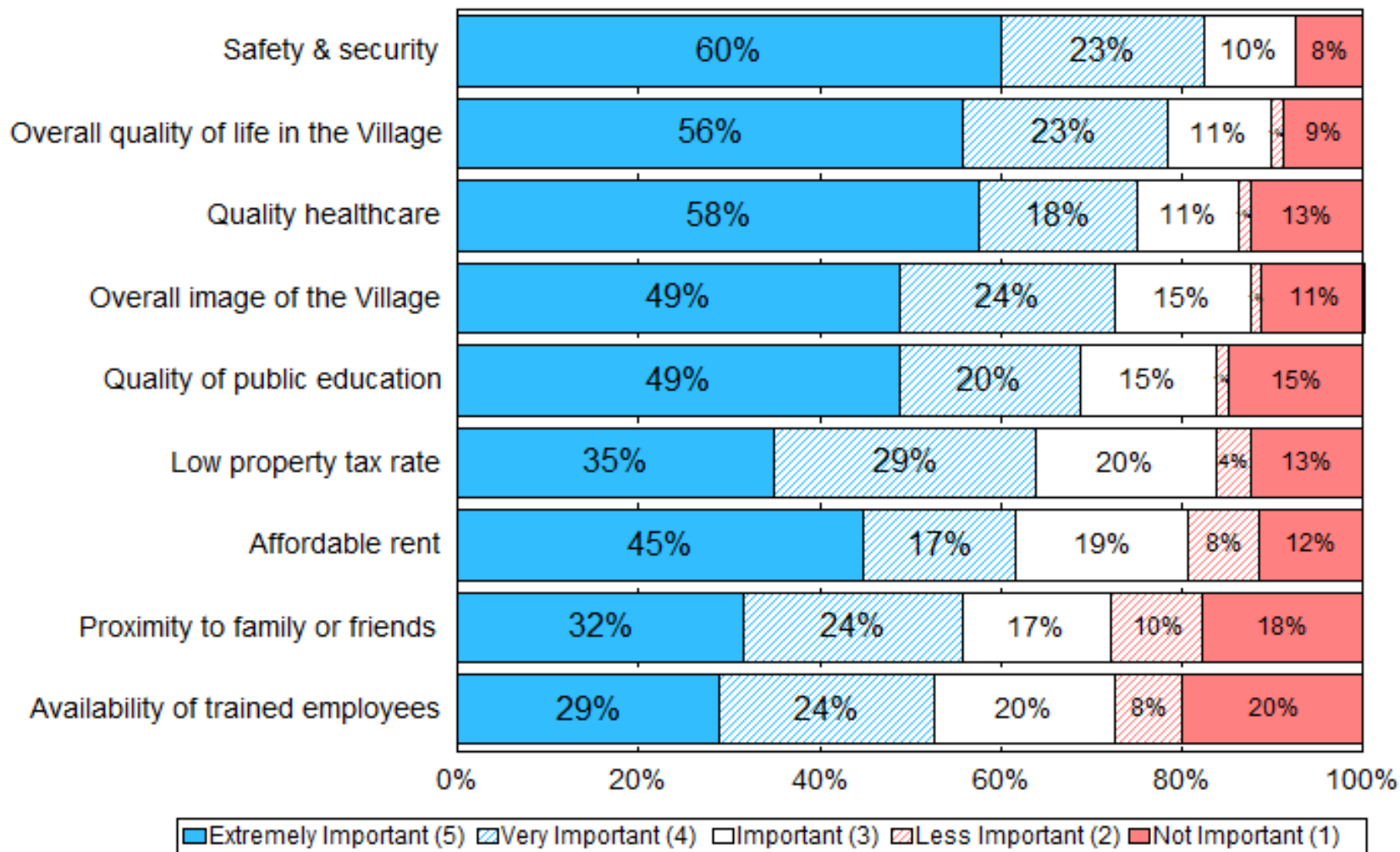
High Satisfaction with Historic District Guidelines and Zoning Ordinances

## *Major Finding #4*

# Reasons Businesses Decided to Locate in Pinehurst

# Q17. 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 (excluding "not provided")



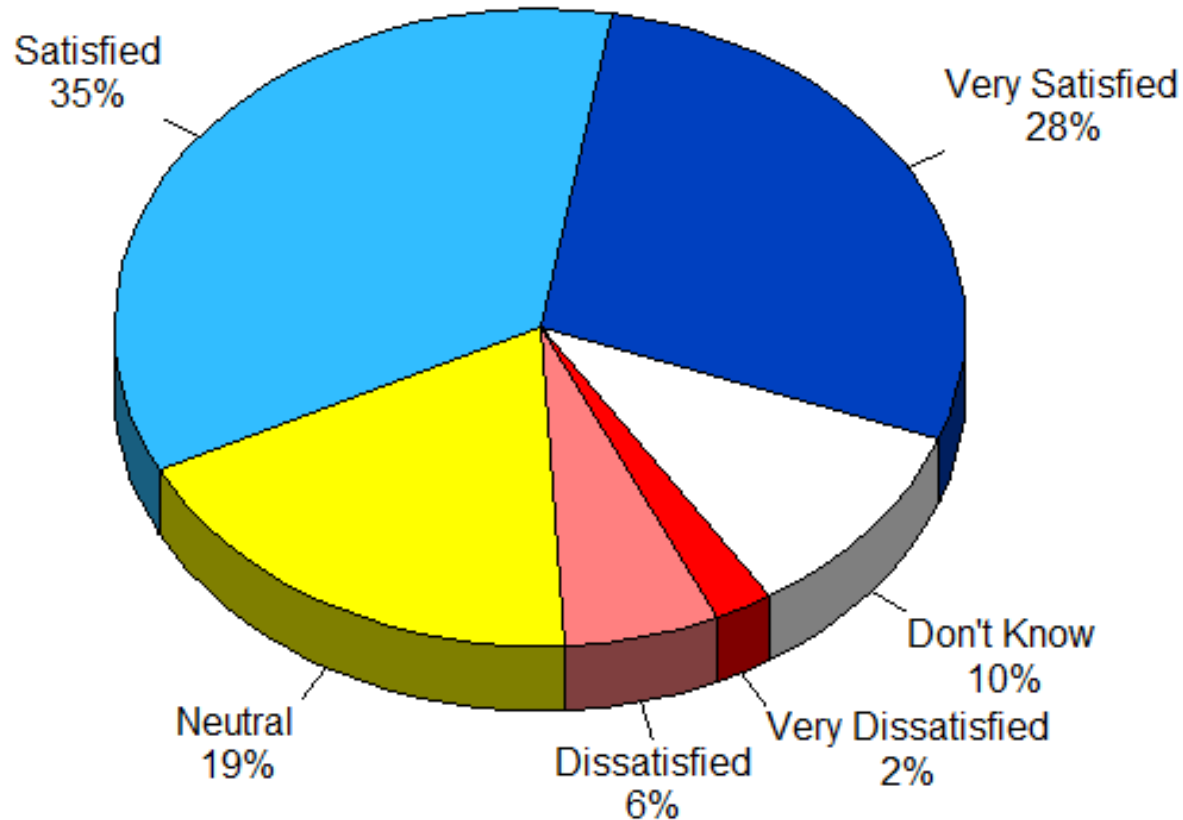
Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**The Most Important Reasons That Businesses Decided to Locate in Pinehurst Are: Safety and Security, Quality of Life in the Village, and Quality Healthcare**

*Major Finding #5*  
**Communication**

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

by percentage of respondents



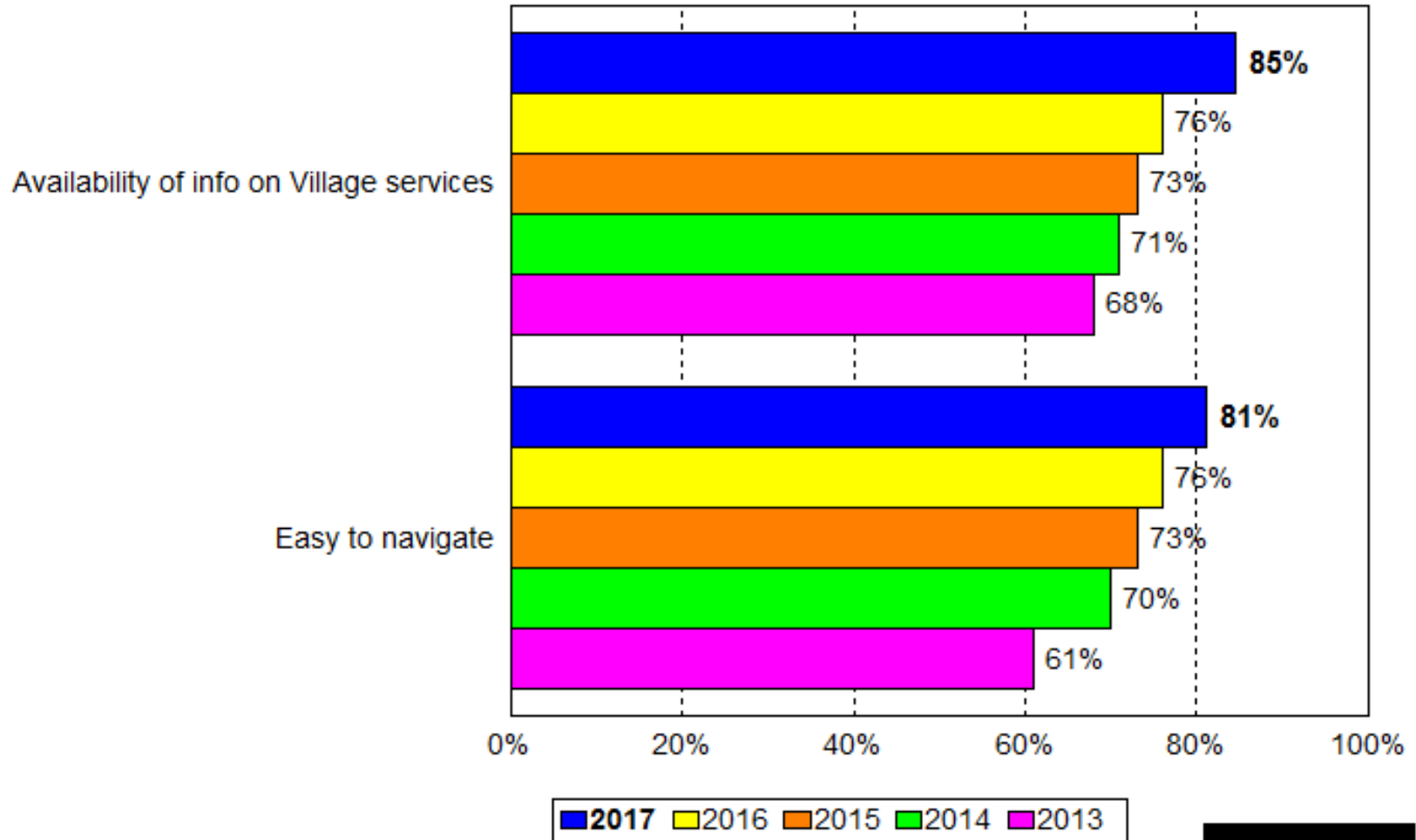
Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**Nearly an 8-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (63% vs. 8%) with How Well the Village Communicates with Business Owners**



# Q11a. How would you rate the following characteristics of the Village website? - 2012 to 2017

by percentage of respondents who answered "very good" or "good"



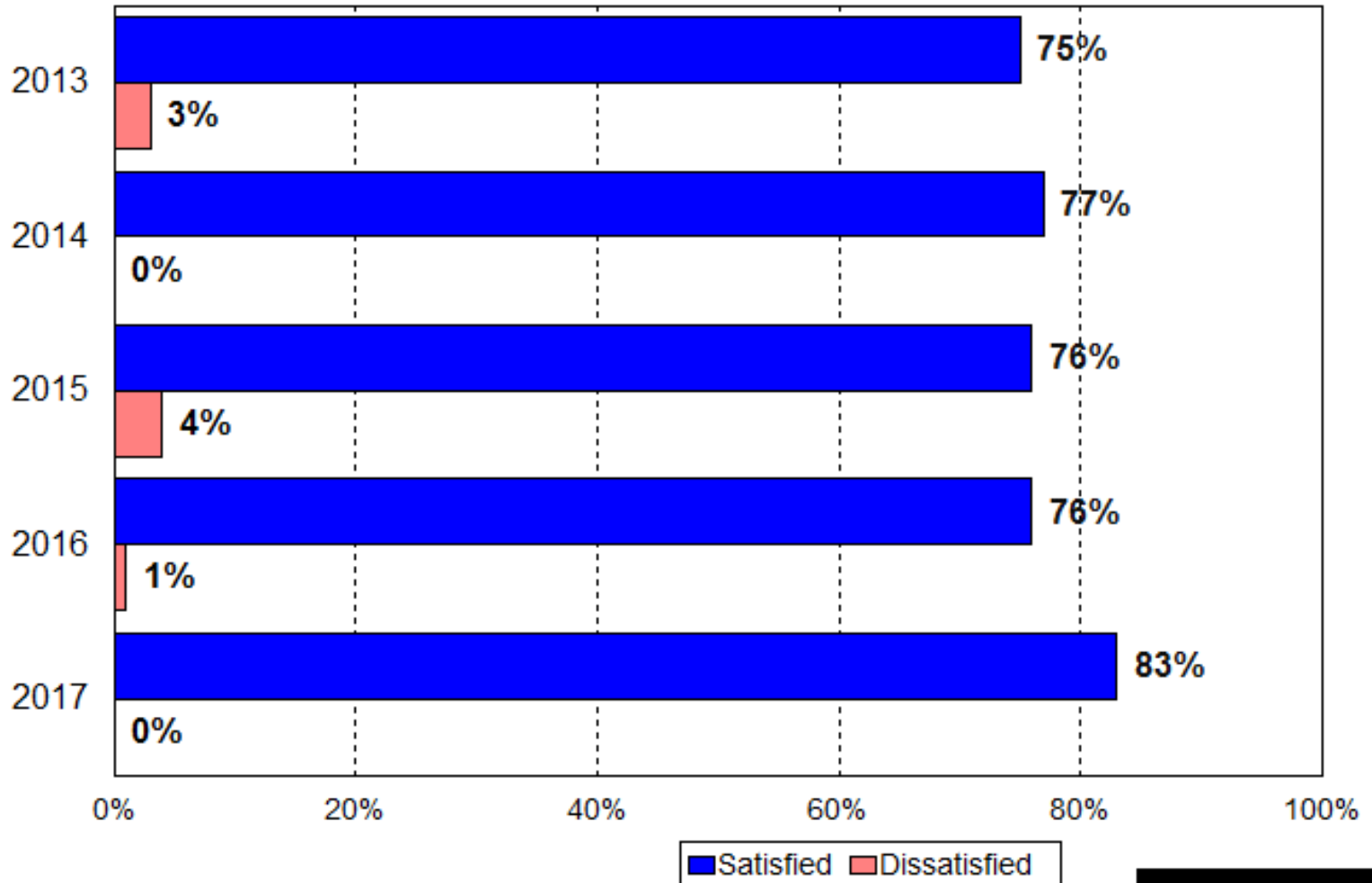
Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**TRENDS**

**Satisfaction Has Increased in 5 Consecutive Years with the Availability of Information and Ease of Navigating the Village Website**

# Q11b. Overall, how satisfied are you with the Village's website? - 2013 to 2017

by percentage of respondents



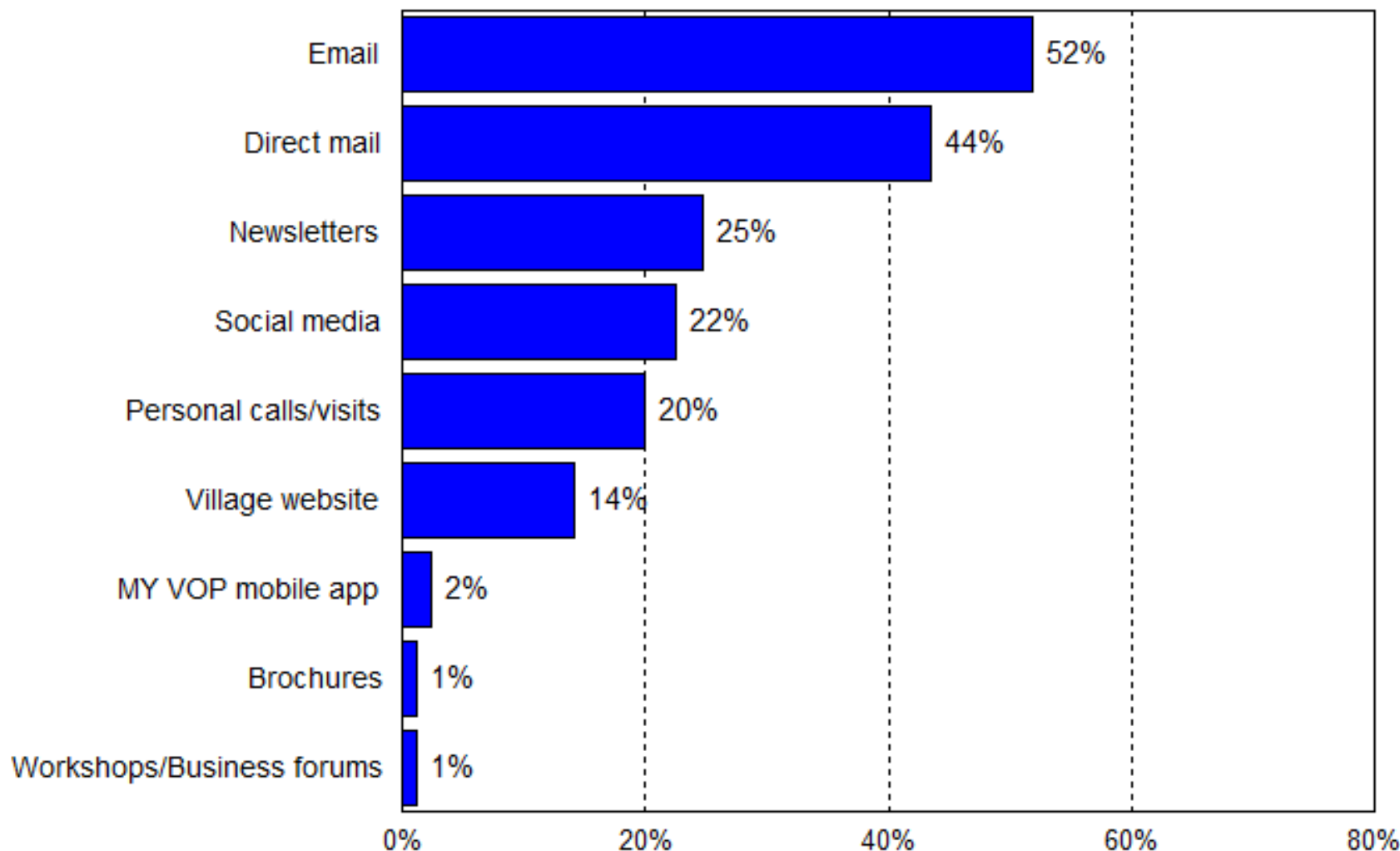
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

**TRENDS**

**In 2017, 83% of Businesses Were Satisfied with the Village Website, and No Businesses Were Dissatisfied**

# Q13. Which of the following are the best ways for the Village to communicate important information to your business?

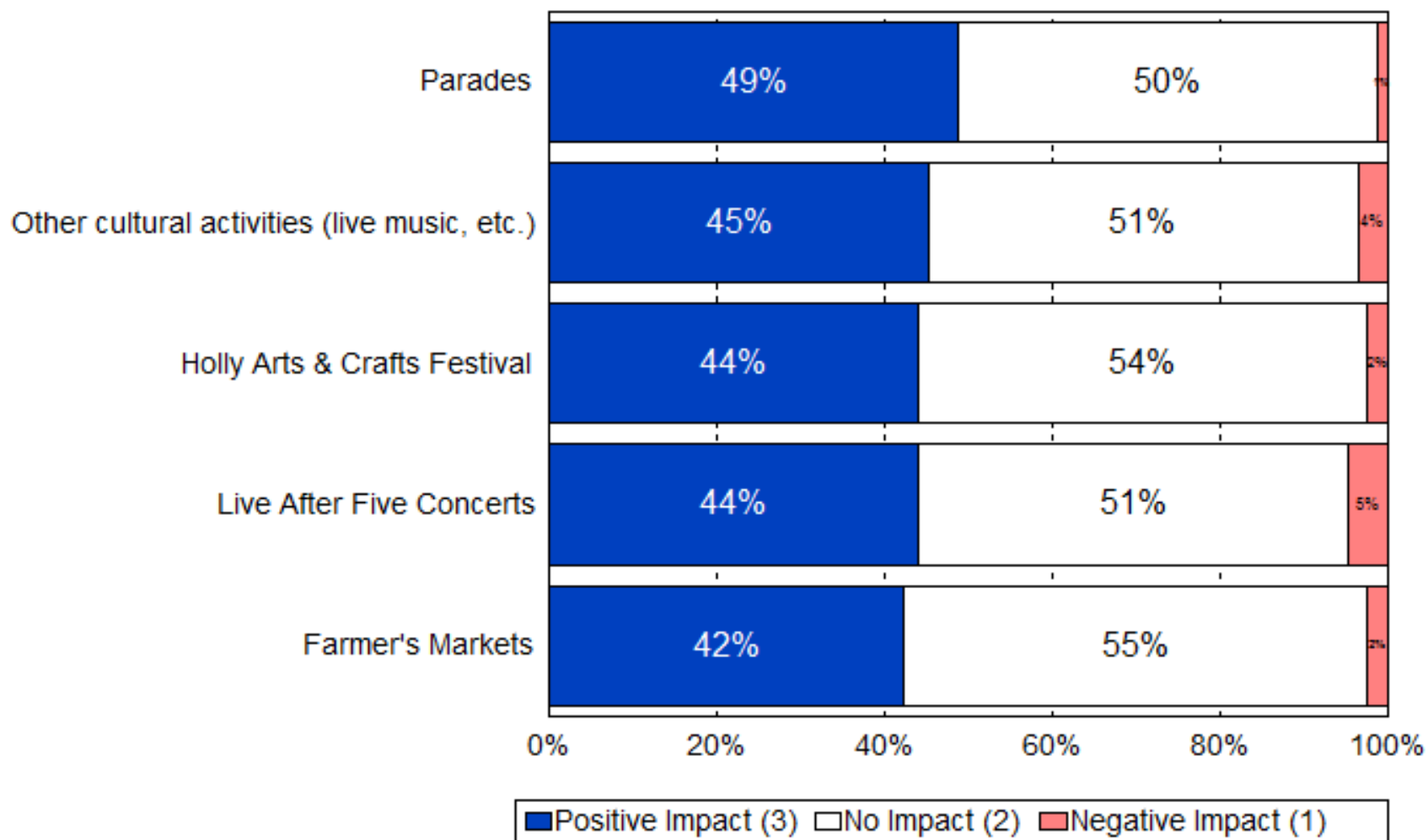
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

# Q15. 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 - 2017)

# Summary

- ❑ The Village of Pinehurst has a very strong brand among businesses
- ❑ Businesses have a high level of satisfaction with Village services
- ❑ The majority of businesses are satisfied with the level of customer service and how well the Village communicates with their business
- ❑ The Village services that businesses rated as the most important are: fire emergency response, police emergency response, and police patrol
- ❑ The most important reasons for businesses locating in Pinehurst are: safety and security, quality of life in the Village, and quality healthcare

# Questions?

THANK YOU!!