

Village of Pinehurst Community Survey

Findings Report

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2018

Submitted to the Village of Pinehurst

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2018 Village of Pinehurst Community Survey Executive Summary Report

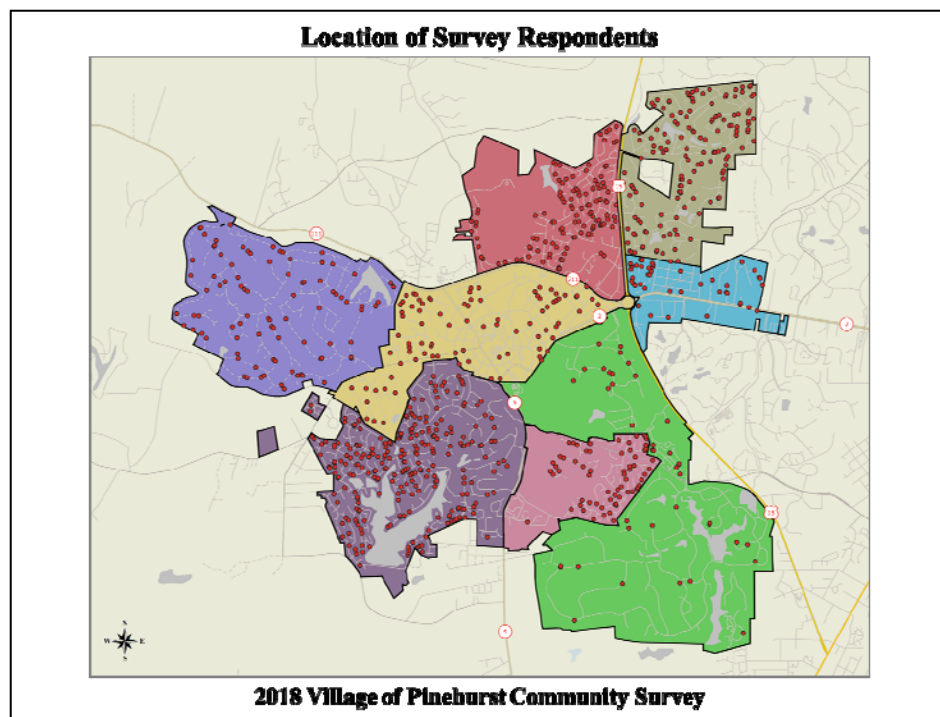
Purpose and Methodology

ETC Institute administered a survey to residents of the Village of Pinehurst during the summer of 2018. The purpose of the survey was to help Village leaders and elected officials set community priorities including staffing and budget expenditures. The survey and its data will also help the Village determine areas or services that need improvement and identify future needs. This is the seventh survey administered for the Village, previous community surveys were conducted in 2012, 2013, 2014, 2015, 2016, and 2017.

The seven-page survey and cover letter were mailed to a random sample of households in the Village of Pinehurst. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Pinehurst from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 700 residents. The goal was exceeded with a total of 906 residents completing the survey. The



overall results for the sample of 906 households have a precision of at least +/-3.26% at the 95% level of confidence. 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 on the previous page shows the physical distribution of survey respondents based on the location of their home.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Pinehurst with the results from other communities in ETC Institute’s *DirectionFinder*® database. 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:

- An executive summary of the methodology for administering the survey and major findings,
- charts and graphs for each question on the survey, including short-term and long-term trend comparisons (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 compare to other communities (section 3),
- importance-satisfaction analysis; this analysis was done to determine priority actions for the Village to address based upon the survey results (section 4),
- tables that show the results of the random sample for each question on the survey (section 5),
- a copy of the survey instrument (section 6).

Overall Perceptions of the Village

Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, indicated that the village is either an “excellent” or “good” place to live which is 25% higher than the national average. Ninety-four percent (94%) of those surveyed, *who had an opinion*, indicated the overall quality of life in the Village is either “excellent” or “good” which is 19% higher than the national average.

Overall Satisfaction with Village Services

The major categories of Village services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: fire services (95%), police services (93%), and solid waste services (91%). For all 12 major categories of Village services that were rated, 58% or more of residents *who had an opinion* were “very satisfied” or “satisfied”, Village leaders have done a great job of ensuring overall satisfaction among residents is very high. The areas residents thought should receive the most increase in emphasis from the Village over the next two years were: (1) efforts to maintain the quality of neighborhoods, (2) street and right-of-way maintenance, and (3) police services.

Feelings of Safety

Ninety-nine percent (99%) of respondents, *who had an opinion*, indicated they feel either “very safe” or “safe” walking alone in their neighborhood during the day, 98% of residents, *who had an opinion*, indicated they feel either “very safe” or “safe” in business areas of the Village during the day.

Satisfaction with Specific Village Services

- **Public Safety Services.** The highest levels of satisfaction with public safety services services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: efforts to prevent crime (91%), how quickly police respond to emergencies (87%), and how quickly fire personnel respond to emergencies (84%). The aspect of public safety services that respondents were least satisfied are the fire prevention and education programs provided by the Village (66%). Respondents indicated that the Village’s efforts to prevent crime is the public safety service they think should receive the most emphasis from Village leaders over the next two years.
- **Cultural and Recreation Services.** The highest levels of satisfaction with cultural and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of Village parks (87%) the number of Village parks (85%), the availability of walking/greenway trails (80%), and the condition of walking/greenway trails (79%). The three cultural and recreation services respondents indicated should receive the most emphasis over the next two years were (1) village sponsored cultural arts events, (2) the availability of walking/greenway trails, and (3) the condition of walking/greenway trails. Village sponsored cultural/arts events, Rassie Wicker Park, and greenway trails were the most used Village parks and recreation programs or facilities during the past year.
- **Code Enforcement.** The highest levels of satisfaction with Village code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of solid waste cart regulations (69%), enforcing sign regulations (66%), and enforcing the cleanup of litter and debris on private property (63%). Sixty-two percent (62%) of respondents described the effort the Village applies to enforce its codes and ordinances as “about right,” 9% indicated it was “too much,” and 21% indicated it was “too little.”
- **Solid Waste Services.** Ninety-six percent (96%) of residents *who had an opinion* were satisfied with curbside recycling services; 96% were satisfied with residential trash collection services, and 91% were satisfied with yard waste collection services.
- **Public Services.** The highest levels of satisfaction with public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall cleanliness of streets and other public areas (91%), the maintenance of main Village street thoroughfares (90%), the maintenance and

preservation of Downtown (89%), and the landscaping in medians and other public areas (89%). The ease of travel through large traffic circles and the ease of travel on Highway 5 were the two public services respondents think should receive the most emphasis from the Village over the next two years.

- **Public Communication and Outreach.** The highest levels of satisfaction with public communication and outreach, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the Village newsletter (78%), the quality of information on Village programs and services (74%), and efforts to keep residents informed about local issues (73%).
 - The Pilot newspaper (75%) and the Village newsletter (74%) are the two most used sources for information about the Village of Pinehurst.
 - Ninety-three percent (93%) of respondents indicated they read the Village newsletter either “all the time” or “sometimes.”
- **Village Leadership.** Sixty-eight percent (68%) of residents *who had an opinion* were satisfied with the effectiveness of the Village Manager and appointed staff; 64% were satisfied with the quality of leadership provided by elected officials, and 60% were satisfied with the effectiveness of appointed boards and commissions.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Village identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each Village 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 Village services over the next two years. If the Village wants to improve its overall satisfaction rating, they should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Overall Priorities for the Village by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Village services. This analysis was conducted to help set the overall priorities for the Village. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the Village’s overall satisfaction rating are listed below:

- Village efforts to maintain the quality of neighborhoods (IS Rating=0.1324)
- Street and right-of-way maintenance (IS Rating=0.1284)
- Level of public involvement in local decisions (IS Rating=0.1103)

The table on the following page shows the importance-satisfaction rating for all 12 major categories of Village services that were rated.

2018 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with 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)						
Village efforts at maintaining quality of your neighborhoods	42%	1	69%	8	0.1324	1
Street & right-of-way maintenance	40%	2	68%	9	0.1284	2
Level of public involvement in local decisions	26%	4	58%	12	0.1103	3
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	26%	5	61%	11	0.0998	4
Promotion of natural resource conservation	19%	7	66%	10	0.0656	5
Parks & recreation facilities	23%	6	77%	7	0.0529	6
Parks & recreation programs	18%	8	78%	6	0.0382	7
Village communication with residents	16%	9	80%	5	0.0328	8
Police services	27%	3	93%	2	0.0190	9
Solid waste services	9%	11	91%	3	0.0084	10
Fire services	15%	10	95%	1	0.0074	11
Customer service provided by Village employees	3%	12	85%	4	0.0046	12

Priorities Within Specific Areas. The second level of analysis reviewed the importance of and satisfaction with Public Safety Services, Cultural and Recreation Services, and other Public Services offered by the Village. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that were found to be top priorities are listed below.

- **Public Safety:** Frequency police officers patrol neighborhoods
- **Cultural and Recreation Services:** The availability of indoor recreation facilities
- **Public Services:** Ease of travel through large traffic circles and Highway 5

How the Village Compares to Other Communities Nationally

Satisfaction ratings for The Village of Pinehurst **rated the same as or above the U.S. average in 50 of the 53 areas** that were assessed. The Village of Pinehurst rated significantly higher than the U.S. average (difference of 5% or more) in 44 of these areas. Listed below are the comparisons between The Village of Pinehurst and the U.S. average:

Service	Pinehurst	U.S.	Difference	Category
Maintenance of main Village street thoroughfares	90%	48%	41%	Public Services
Customer service provided by Village employees	85%	45%	39%	Overall Satisfaction with Village Services
Landscaping in medians & other public areas	89%	52%	37%	Public Services
Efforts to prevent crimes	91%	54%	36%	Public Safety Services
As a place to retire	94%	58%	36%	Perceptions of Pinehurst
Village communication with residents	80%	48%	32%	Overall Satisfaction with Village Services
Overall appearance of Village	94%	63%	31%	Perceptions of Pinehurst
Overall image of Village	95%	64%	31%	Perceptions of Pinehurst
Yard waste collection services	91%	60%	31%	Solid Waste Services
Overall feeling of safety in Village	98%	67%	31%	Perceptions of Pinehurst
Overall effectiveness of Village Manager & appointed staff	68%	39%	30%	Village Leadership
Cleanliness of streets & other public areas	91%	61%	29%	Public Services
Opportunities to participate in local government	63%	34%	29%	Public Communication and Outreach
Quality of info about programs/services	74%	45%	29%	Public Communication and Outreach
Efforts to keep you informed about local issues	73%	45%	28%	Public Communication and Outreach
Maintenance/preservation of Downtown	89%	62%	27%	Public Services
Street & right-of-way maintenance	68%	41%	27%	Overall Satisfaction with Village Services
Curbside recycling services	96%	70%	26%	Solid Waste Services
Level of public involvement in local decisions	58%	32%	26%	Overall Satisfaction with Village Services
Overall quality of leadership provided by Village's elected officials	64%	39%	25%	Village Leadership
As a place to live	95%	70%	25%	Perceptions of Pinehurst
Police services	93%	70%	24%	Overall Satisfaction with Village Services
Solid waste services	91%	67%	23%	Overall Satisfaction with Village Services
How quickly police respond to emergencies	87%	64%	23%	Public Safety Services
Condition of existing walkways	69%	46%	23%	Public Services
Maintenance of streets in your neighborhood	70%	48%	22%	Public Services
Residential trash collection services	96%	75%	21%	Solid Waste Services
Enforcing cleanup of litter & debris	63%	43%	21%	Code Enforcement
Condition of walking/greenway trails	79%	59%	20%	Cultural and Recreation Services
Overall quality of life in Village	94%	75%	19%	Perceptions of Pinehurst
Enforcing mowing/cutting of weeds/grass	58%	39%	19%	Code Enforcement
Number of Village parks	85%	66%	18%	Cultural and Recreation Services
Quality of Village parks	87%	70%	17%	Cultural and Recreation Services
Availability of walking/greenway trails	80%	64%	16%	Cultural and Recreation Services
Enforcing sign regulations	66%	53%	13%	Code Enforcement
Fire services	95%	83%	12%	Overall Satisfaction with Village Services
Enforcement of local traffic laws	74%	64%	11%	Public Safety Services
Maintenance of street signs/pavement markings	80%	70%	10%	Public Services
Frequency police officers patrol your neighborhood	67%	59%	9%	Public Safety Services
Enforcement of Village codes & ordinances	61%	54%	8%	Overall Satisfaction with Village Services
Winter weather response on Village streets	66%	59%	7%	Public Services
As a place to raise children	76%	70%	6%	Perceptions of Pinehurst
Village social media	60%	55%	5%	Public Communication and Outreach
Village website (vopnc.org)	65%	60%	5%	Public Communication and Outreach
Progress toward strategic vision & mission	55%	51%	3%	Public Communication and Outreach
Quality of stormwater runoff/management system	58%	56%	3%	Public Services
Quality of outdoor athletic fields & facilities	70%	67%	3%	Cultural and Recreation Services
How quickly fire personnel respond to emergencies	84%	82%	2%	Public Safety Services
Fire prevention & education programs	66%	65%	1%	Public Safety Services
Quality of adult recreation programs	55%	54%	1%	Cultural and Recreation Services
Adequacy of street lighting	54%	56%	-2%	Public Services
Quality of youth recreation programs	54%	61%	-7%	Cultural and Recreation Services
Quality of recreation indoor facilities	43%	68%	-25%	Cultural and Recreation Services

How the Village Compares to Other Communities Regionally

Satisfaction ratings for The Village of Pinehurst rated the same or above the Atlantic regional average in 46 of the 53 areas that were assessed. The Village of Pinehurst rated significantly higher than this average (difference of 5% or more) in 43 of these areas. Listed below are the comparisons between The Village of Pinehurst and the average for the Atlantic Region:

Service	Pinehurst	Atlantic Region	Difference	Category
Maintenance of main Village street thoroughfares	90%	47%	42%	Public Services
Customer service provided by Village employees	85%	43%	41%	Overall Satisfaction with Village Services
As a place to retire	94%	59%	35%	Perceptions of Pinehurst
Landscaping in medians & other public areas	89%	56%	33%	Public Services
Maintenance/preservation of Downtown	89%	56%	33%	Public Services
Overall effectiveness of Village Manager & appointed staff	68%	37%	31%	Village Leadership
Overall image of Village	95%	65%	31%	Perceptions of Pinehurst
Cleanliness of streets & other public areas	91%	60%	31%	Public Services
Efforts to prevent crimes	91%	60%	30%	Public Safety Services
Overall appearance of Village	94%	64%	30%	Perceptions of Pinehurst
Village communication with residents	80%	50%	30%	Overall Satisfaction with Village Services
Yard waste collection services	91%	62%	29%	Solid Waste Services
Overall quality of leadership provided by Village's elected officials	64%	35%	29%	Village Leadership
Overall feeling of safety in Village	98%	70%	28%	Perceptions of Pinehurst
Opportunities to participate in local government	63%	36%	27%	Public Communication and Outreach
Efforts to keep you informed about local issues	73%	47%	26%	Public Communication and Outreach
Curbside recycling services	96%	71%	25%	Solid Waste Services
Enforcing mowing/cutting of weeds/grass	58%	33%	24%	Code Enforcement
Street & right-of-way maintenance	68%	44%	23%	Overall Satisfaction with Village Services
Maintenance of streets in your neighborhood	70%	47%	23%	Public Services
Enforcing cleanup of litter & debris	63%	41%	23%	Code Enforcement
Level of public involvement in local decisions	58%	35%	23%	Overall Satisfaction with Village Services
Quality of info about programs/services	74%	52%	22%	Public Communication and Outreach
Residential trash collection services	96%	74%	22%	Solid Waste Services
As a place to live	95%	73%	21%	Perceptions of Pinehurst
Solid waste services	91%	70%	21%	Overall Satisfaction with Village Services
Condition of existing walkways	69%	49%	21%	Public Services
Police services	93%	73%	20%	Overall Satisfaction with Village Services
Overall quality of life in Village	94%	74%	20%	Perceptions of Pinehurst
How quickly police respond to emergencies	87%	67%	20%	Public Safety Services
Enforcement of local traffic laws	74%	58%	17%	Public Safety Services
Condition of walking/greenway trails	79%	62%	17%	Cultural and Recreation Services
Quality of Village parks	87%	73%	14%	Cultural and Recreation Services
Enforcing sign regulations	66%	52%	14%	Code Enforcement
Number of Village parks	85%	71%	13%	Cultural and Recreation Services
Availability of walking/greenway trails	80%	68%	13%	Cultural and Recreation Services
Quality of stormwater runoff/management system	58%	47%	12%	Public Services
As a place to raise children	76%	68%	8%	Perceptions of Pinehurst
Maintenance of street signs/pavement markings	80%	72%	8%	Public Services
Fire services	95%	87%	8%	Overall Satisfaction with Village Services
Quality of outdoor athletic fields & facilities	70%	63%	7%	Cultural and Recreation Services
Frequency police officers patrol your neighborhood	67%	61%	6%	Public Safety Services
Enforcement of Village codes & ordinances	61%	56%	6%	Overall Satisfaction with Village Services
Village social media	60%	56%	4%	Public Communication and Outreach
Winter weather response on Village streets	66%	63%	4%	Public Services
Village website (vopnc.org)	65%	63%	1%	Public Communication and Outreach
Progress toward strategic vision & mission	55%	56%	-2%	Public Communication and Outreach
Adequacy of street lighting	54%	56%	-3%	Public Services
How quickly fire personnel respond to emergencies	84%	87%	-3%	Public Safety Services
Fire prevention & education programs	66%	70%	-4%	Public Safety Services
Quality of adult recreation programs	55%	59%	-5%	Cultural and Recreation Services
Quality of youth recreation programs	54%	61%	-7%	Cultural and Recreation Services
Quality of recreation indoor facilities	43%	73%	-31%	Cultural and Recreation Services

Short-Term Trend Analysis

From 2017 to 2018, satisfaction ratings have increased or stayed the same in 45 of the 86 areas that were assessed. There have been significant increases (5% or more) in satisfaction in seven of these areas. The 45 areas that have increased or stayed the same since 2017 are listed below.

Service	2018	2017	Difference	Category
Overall quality of leadership provided by Village's elected officials	64%	54%	10%	Village Leadership
Level of public involvement in local decisions	58%	51%	7%	Overall Satisfaction with City Services
Enforcing mowing/cutting of weeds/grass on private property	58%	51%	6%	Code Enforcement
Overall effectiveness of appointed boards & commissions	60%	54%	6%	Village Leadership
Open Village Hall community forum	57%	52%	5%	Public Communication and Outreach
Opportunities to participate in local government	63%	58%	5%	Public Communication and Outreach
Given Memorial Library programs	92%	87%	5%	Given Memorial Library
Enforcing cleanup of litter & debris on private property	63%	60%	4%	Code Enforcement
Village efforts to keep you informed about local issues	73%	69%	4%	Public Communication and Outreach
Street & right-of-way maintenance	68%	65%	3%	Overall Satisfaction with City Services
Village communication with residents	80%	77%	3%	Overall Satisfaction with City Services
MYVOP service request system	84%	81%	3%	Village Services and Facilities
Maintenance of street signs/pavement markings	80%	77%	2%	Public Services
Parks & recreation programs	78%	76%	2%	Overall Satisfaction with City Services
Enforcing sign regulations	66%	64%	2%	Code Enforcement
Enforcement of Village codes & ordinances	61%	59%	2%	Overall Satisfaction with City Services
Community's progress toward meeting its strategic vision & mission	55%	53%	2%	Public Communication and Outreach
Curbside recycling services	96%	94%	2%	Solid Waste Services
Customer service provided by Village employees	85%	83%	2%	Overall Satisfaction with City Services
Solid waste services	91%	89%	2%	Overall Satisfaction with City Services
Adequacy of street lighting	54%	52%	2%	Public Services
Parks & recreation facilities	77%	76%	1%	Overall Satisfaction with City Services
Overall cleanliness of streets & other public areas	91%	89%	1%	Public Services
Yard waste collection services	91%	90%	1%	Solid Waste Services
Overall effectiveness of Village Manager & appointed staff	68%	67%	1%	Village Leadership
Maintenance of streets in your neighborhood	70%	69%	1%	Public Services
As a place to retire	94%	93%	1%	Perceptions of the Village
Police services	93%	92%	1%	Overall Satisfaction with City Services
Efforts at maintaining quality of neighborhoods	69%	68%	1%	Overall Satisfaction with City Services
Maintenance of main Village street thoroughfares	90%	89%	1%	Public Services
Residential trash collection services	96%	95%	1%	Solid Waste Services
Availability of walkways	53%	52%	1%	Public Services
Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	57%	57%	1%	Code Enforcement
Overall feeling of safety in Village	98%	97%	1%	Perceptions of the Village
Walking alone in your neighborhood after dark	78%	77%	1%	Perceptions of Safety and Security
Village newsletter	78%	78%	0%	Public Communication and Outreach
Fire services	95%	95%	0%	Overall Satisfaction with City Services
In business areas of Village during the day	98%	98%	0%	Perceptions of Safety and Security
Overall image of Village	95%	95%	0%	Perceptions of the Village
As a place to raise children	76%	76%	0%	Perceptions of the Village
Code enforcement	51%	51%	0%	Village Services and Facilities
Given Memorial Library services	89%	89%	0%	Given Memorial Library
Monthly Village e-News updates	65%	65%	0%	Public Communication and Outreach
Overall quality of life in Village	94%	94%	0%	Perceptions of the Village
Availability of information about recreation programs	64%	64%	0%	Cultural and Recreation Services

Long-Term Trend Analysis

From 2013 to 2018, satisfaction ratings have increased or stayed the same in 70 of the 80 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 25 of these areas. The XX areas that have increased or stayed the same since 2013 are listed below.

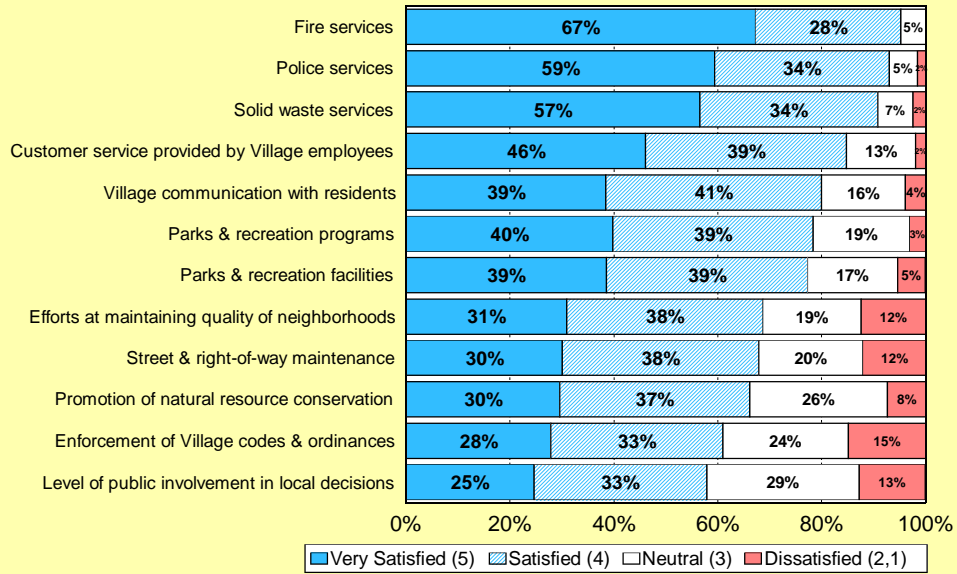
Service	2018	2013	Difference	Category
Condition of existing walkways	69%	47%	22%	Public Services
Given Memorial Library programs	92%	70%	22%	Given Memorial Library
Availability of walkways	53%	34%	19%	Public Services
Level of public involvement in local decisions	58%	40%	18%	Overall Satisfaction with City Services
Adequacy of street lighting	54%	42%	12%	Public Services
Quality of stormwater runoff/management system	58%	48%	10%	Public Services
Availability of information about recreation programs	64%	55%	9%	Cultural and Recreation Services
Overall effectiveness of appointed boards & commissions	60%	52%	8%	Village Leadership
Range of amenities at parks & recreation facilities	57%	50%	7%	Cultural and Recreation Services
Parks & recreation programs	78%	72%	6%	Overall Satisfaction with City Services
Yard waste collection services	91%	85%	6%	Solid Waste Services
Village sponsored cultural arts events	69%	63%	6%	Cultural and Recreation Services
Quality of landscaping in medians & other public areas	89%	83%	6%	Public Services
Given Memorial Library services	89%	83%	6%	Given Memorial Library
Community's progress toward meeting its strategic vision & mission	55%	49%	5%	Public Communication and Outreach
Planning & Inspections services	77%	72%	5%	Village Services and Facilities
As a place to raise children	76%	71%	5%	Perceptions of the Village
Police services	93%	88%	5%	Overall Satisfaction with City Services
Opportunities to participate in local government	63%	58%	5%	Public Communication and Outreach
Curbside recycling services	96%	91%	5%	Solid Waste Services
In Village parks & recreation facilities	85%	80%	5%	Perceptions of Safety and Security
Customer service provided by Village employees	85%	80%	5%	Overall Satisfaction with City Services
Quality of information about Village programs/services	74%	69%	5%	Public Communication and Outreach
Enforcing mowing/cutting of weeds/grass on private property	58%	53%	5%	Code Enforcement
Quality of youth recreation programs	54%	49%	5%	Cultural and Recreation Services
Availability of walking/greenway trails	80%	76%	4%	Cultural and Recreation Services
Enforcing cleanup of litter & debris on private property	63%	59%	4%	Code Enforcement
Overall quality of leadership provided by Village's elected officials	64%	60%	4%	Village Leadership
Availability of recreation indoor facilities	39%	35%	4%	Cultural and Recreation Services
Quality of adult recreation programs	55%	51%	4%	Cultural and Recreation Services
Village efforts to keep you informed about local issues	73%	69%	4%	Public Communication and Outreach
Quality of Village parks	87%	83%	4%	Cultural and Recreation Services
Walking alone in your neighborhood after dark	78%	74%	4%	Perceptions of Safety and Security
Overall cleanliness of streets & other public areas	91%	87%	4%	Public Services
Enforcing sign regulations	66%	63%	3%	Code Enforcement
Overall quality of life in Village	94%	91%	3%	Perceptions of the Village
Monthly Village e-News updates	65%	62%	3%	Public Communication and Outreach
Maintenance/preservation of Downtown	89%	86%	3%	Public Services
Fire services	97%	94%	3%	Village Services and Facilities
Condition of walking/greenway trails	79%	76%	3%	Cultural and Recreation Services
Availability of outdoor athletic fields & facilities	66%	63%	3%	Cultural and Recreation Services
Number of Village parks	85%	82%	3%	Cultural and Recreation Services
Village newsletter	78%	76%	2%	Public Communication and Outreach
Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	57%	55%	2%	Code Enforcement
Fire services	95%	93%	2%	Overall Satisfaction with City Services
Overall image of Village	95%	93%	2%	Perceptions of the Village
How quickly fire personnel respond to emergencies	84%	82%	2%	Public Safety Services
Village Hall reception desk	93%	91%	2%	Village Services and Facilities
Overall appearance of Village	94%	92%	2%	Perceptions of the Village
Enforcement of Village codes & ordinances	61%	59%	2%	Overall Satisfaction with City Services
As a place to retire	94%	92%	2%	Perceptions of the Village
Village communication with residents	80%	78%	2%	Overall Satisfaction with City Services
Solid waste services	91%	89%	2%	Overall Satisfaction with City Services
Efforts to prevent crimes	91%	89%	2%	Public Safety Services
Residential trash collection services	96%	94%	2%	Solid Waste Services
Quality of recreation indoor facilities	43%	41%	2%	Cultural and Recreation Services
Walking alone in your neighborhood during the day	99%	97%	2%	Perceptions of Safety and Security
Overall feeling of safety in Village	98%	96%	2%	Perceptions of the Village
In business areas of Village during the day	98%	97%	1%	Perceptions of Safety and Security
Overall effectiveness of Village Manager & appointed staff	68%	67%	1%	Village Leadership
How quickly police respond to emergencies	87%	86%	1%	Public Safety Services
Code enforcement	51%	50%	1%	Village Services and Facilities
Recreation program registration	88%	87%	1%	Village Services and Facilities
Quality of outdoor athletic fields & facilities	70%	69%	1%	Cultural and Recreation Services
Maintenance of main Village street thoroughfares	90%	89%	1%	Public Services
As a place to live	95%	94%	1%	Perceptions of the Village
Enforcement of local traffic laws	74%	74%	0%	Public Safety Services
Frequency that police officers patrol your neighborhood	67%	67%	0%	Public Safety Services
Police services	89%	89%	0%	Village Services and Facilities
Availability of affordable housing	69%	69%	0%	Perceptions of the Village

Section 1

Charts and Graphs

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

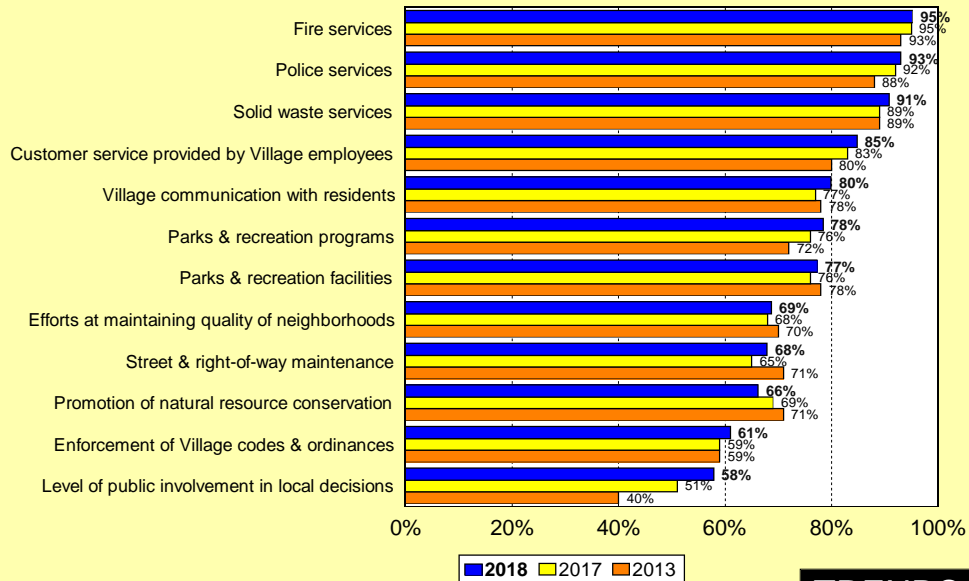
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2018, 2017 & 2013

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

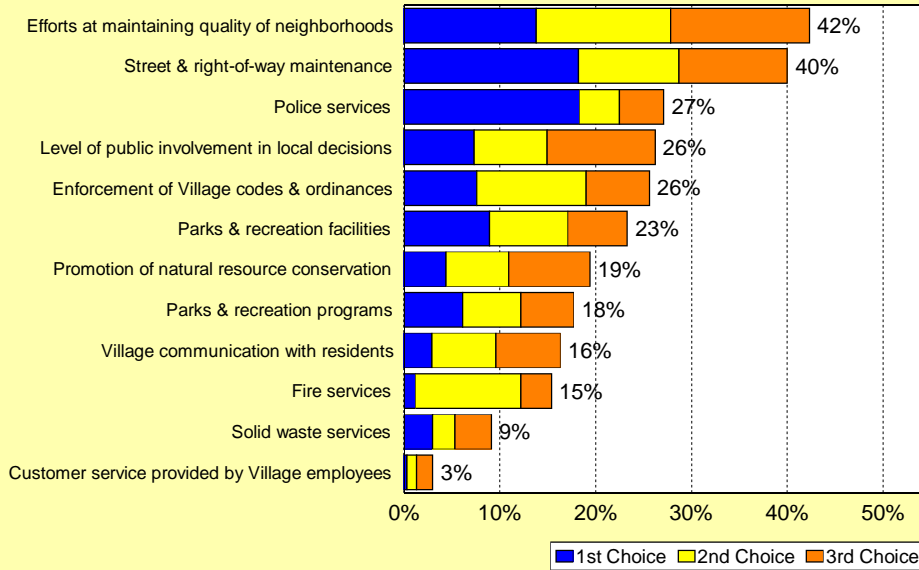


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

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

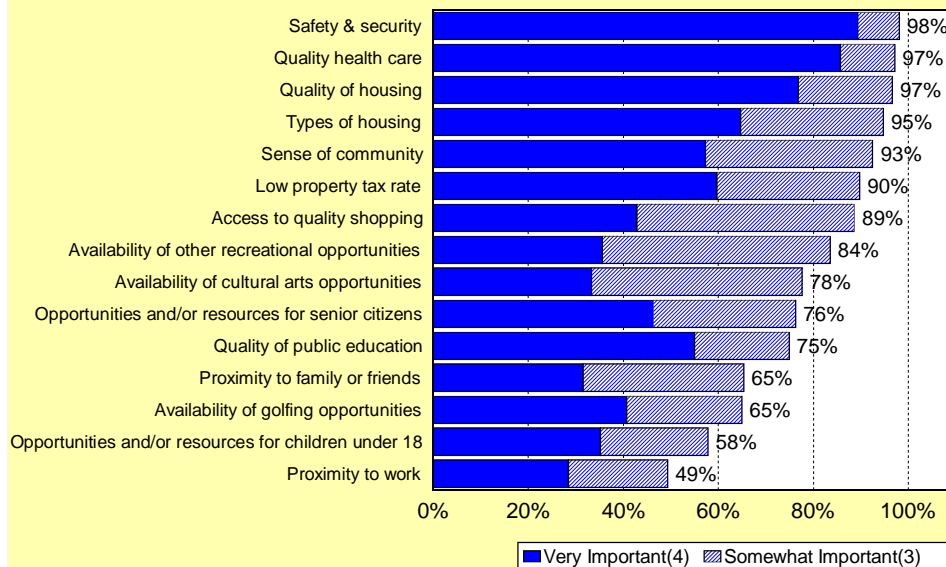
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

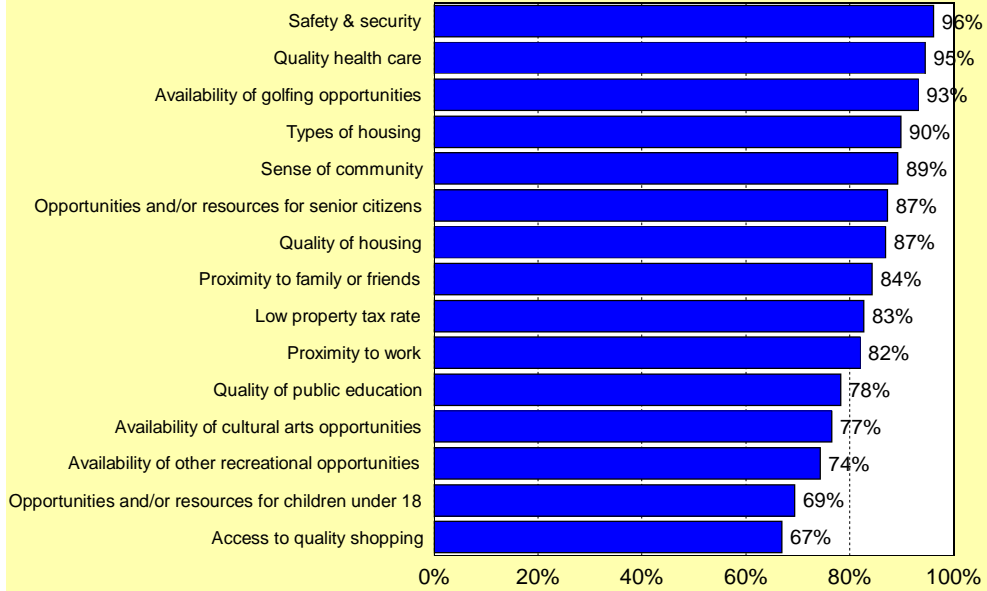
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

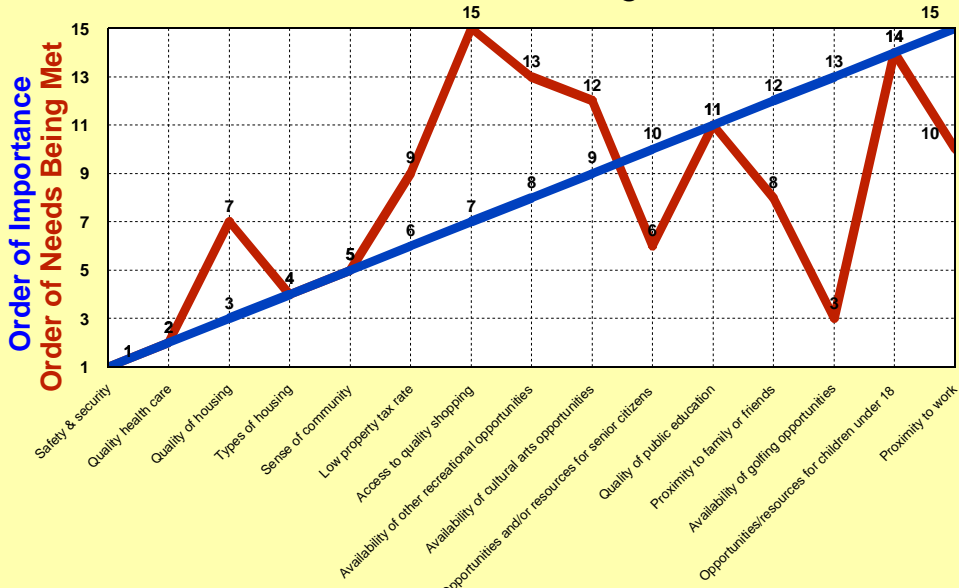
Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

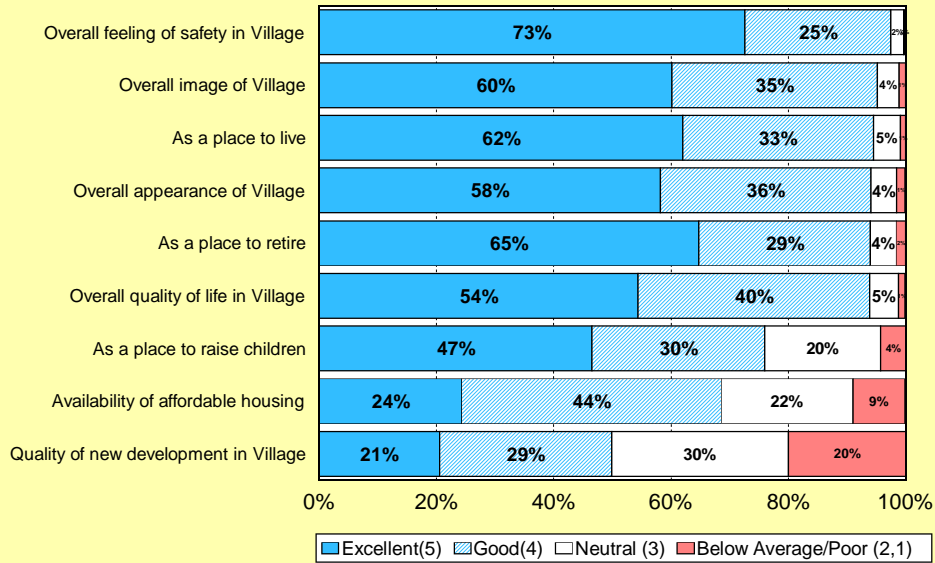


Red points above the blue line are needs that are not being met relative to their importance

Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community

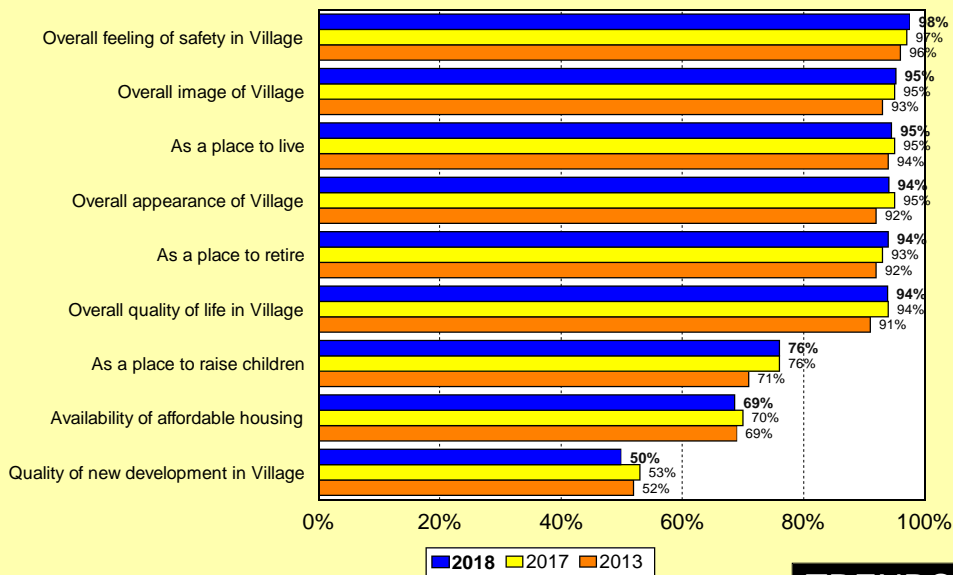
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community - 2018, 2017 & 2013

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

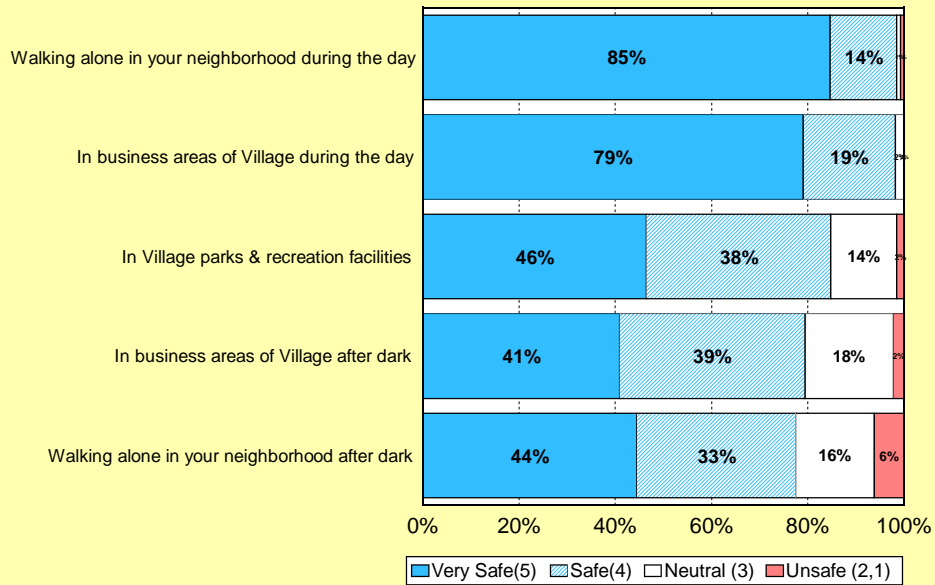


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q5. Perceptions of Safety and Security in Pinehurst

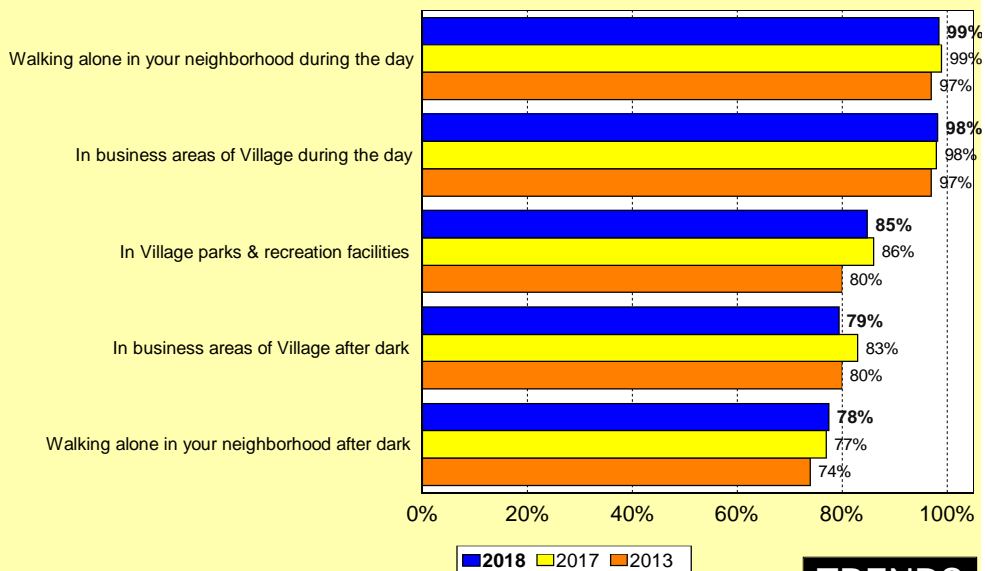
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q5. Perceptions of Safety and Security in Pinehurst - 2018, 2017 & 2013

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

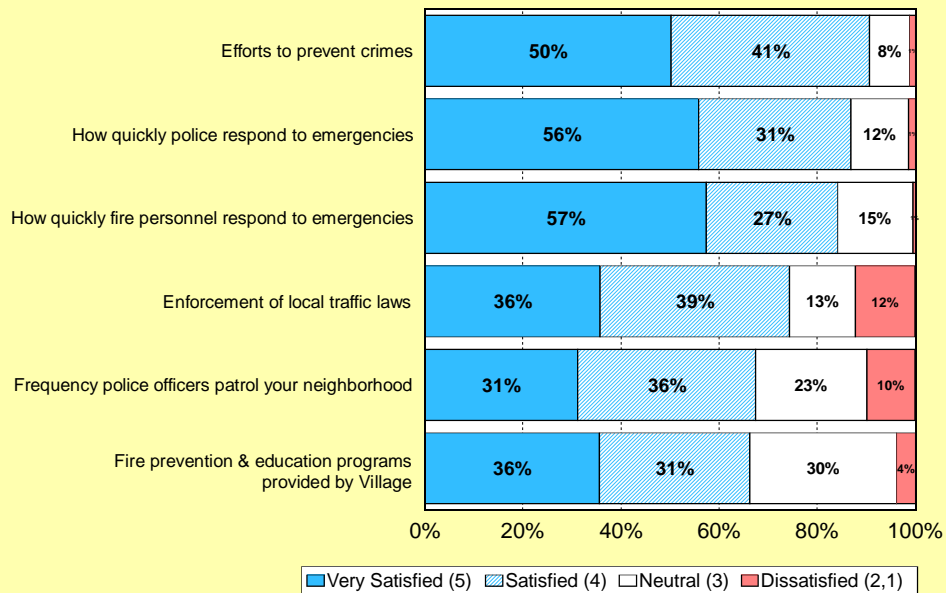


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q6. Satisfaction with Various Aspects of Public Safety

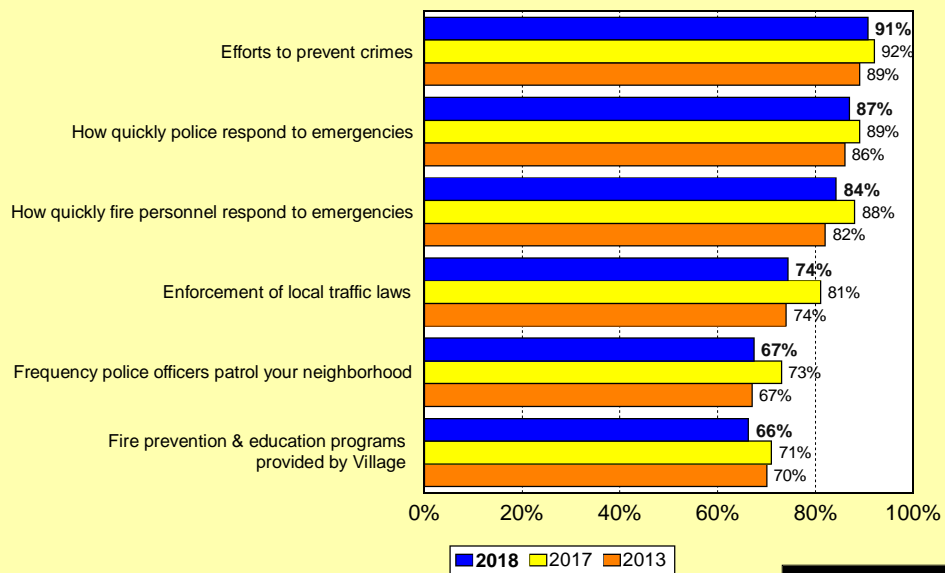
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q6. Satisfaction with Various Aspects of Public Safety 2018, 2017 & 2013

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

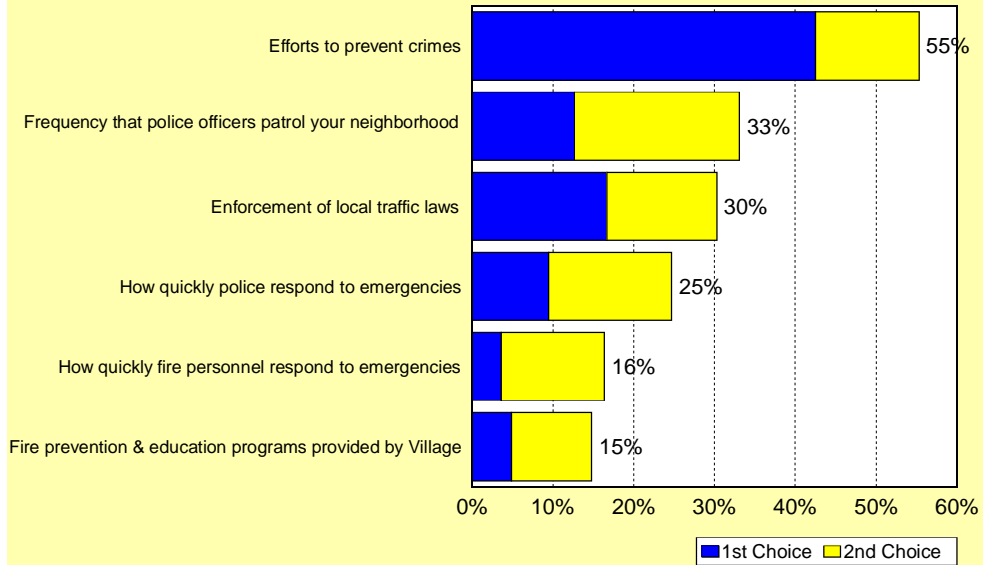


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

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

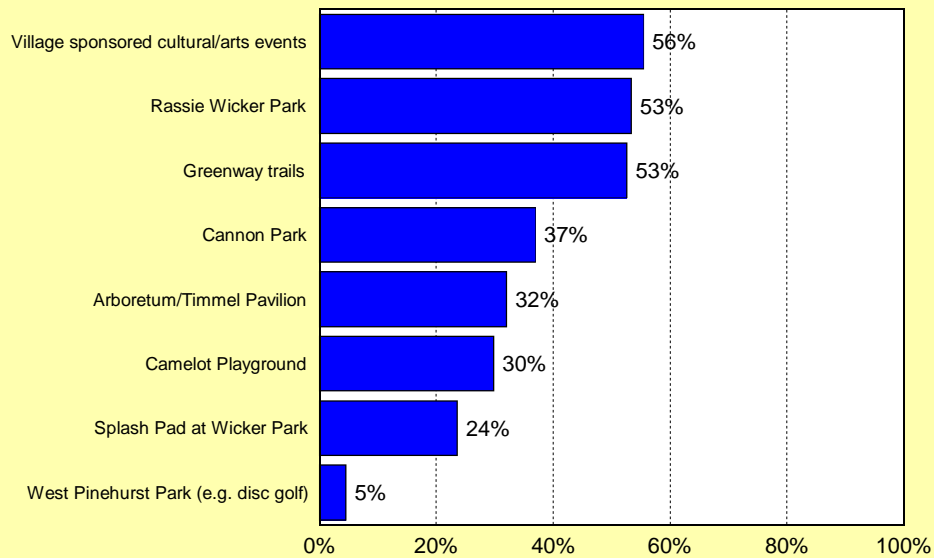
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q8. Village of Pinehurst Parks and Recreation Programs and Facilities Residents Have Used During the Past Year

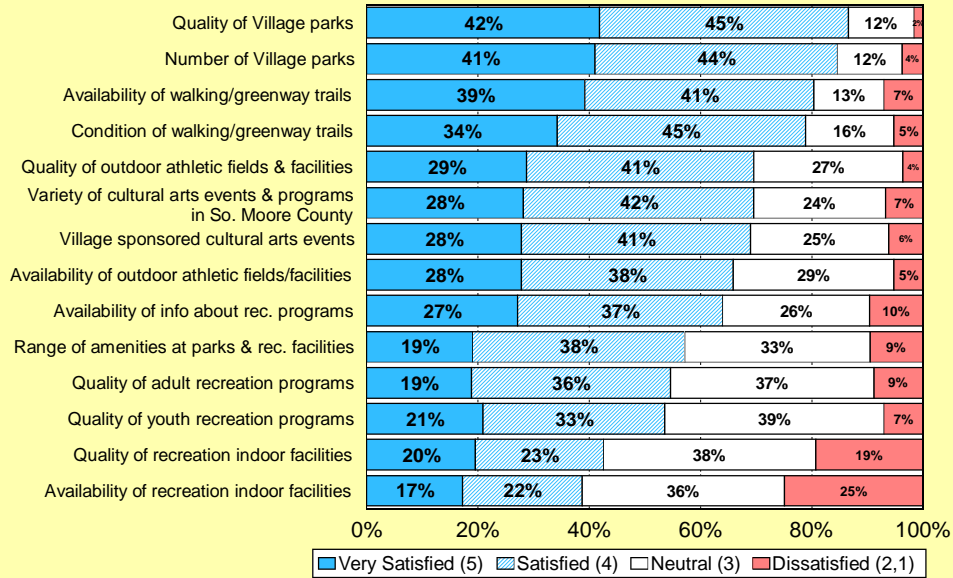
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services

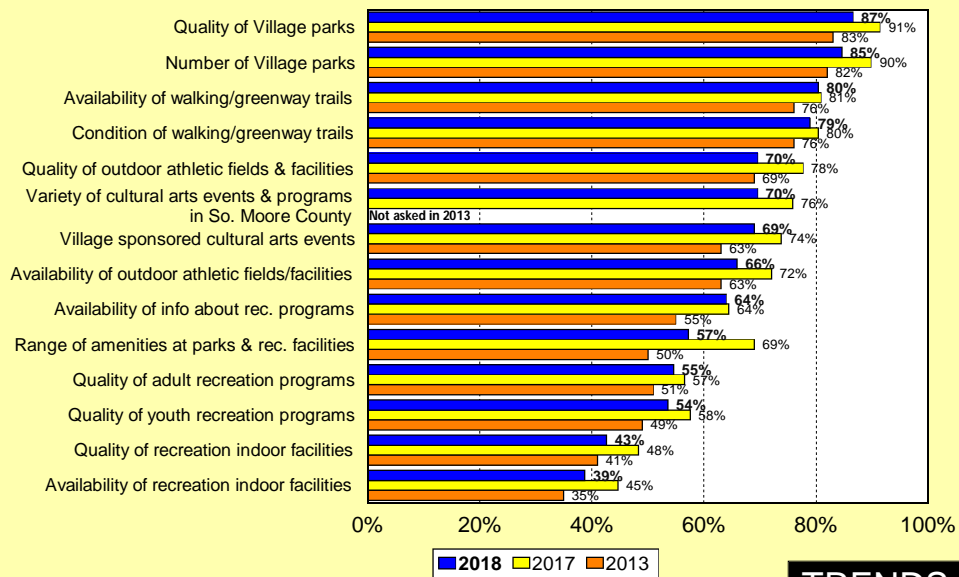
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services - 2018, 2017 & 2013

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

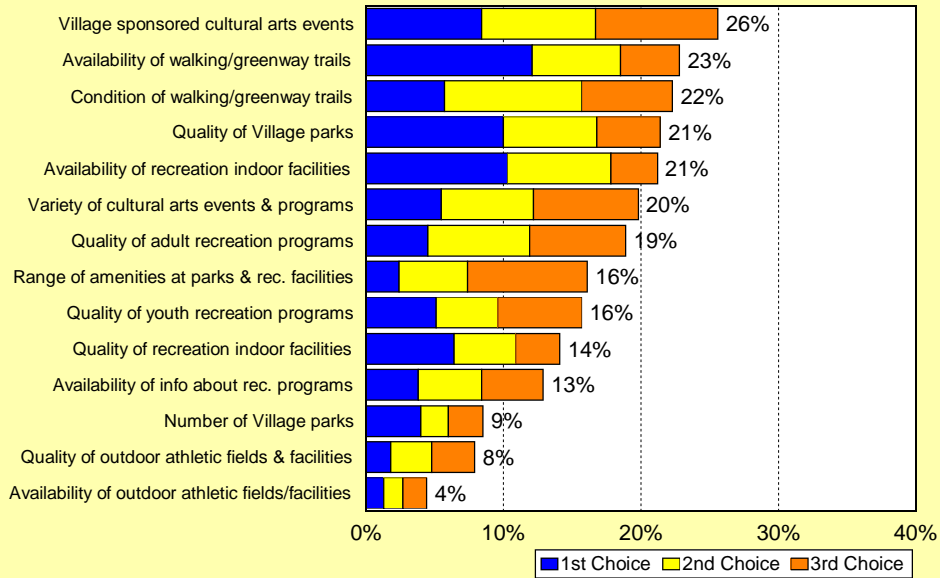


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q10. Cultural and Recreation Services That Should Receive the Most Emphasis Over the Next TWO Years

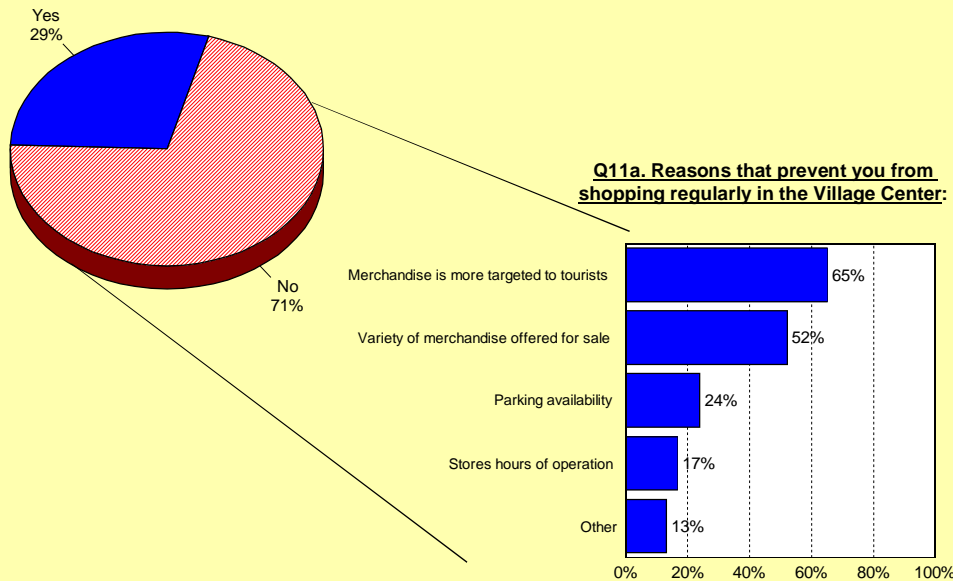
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

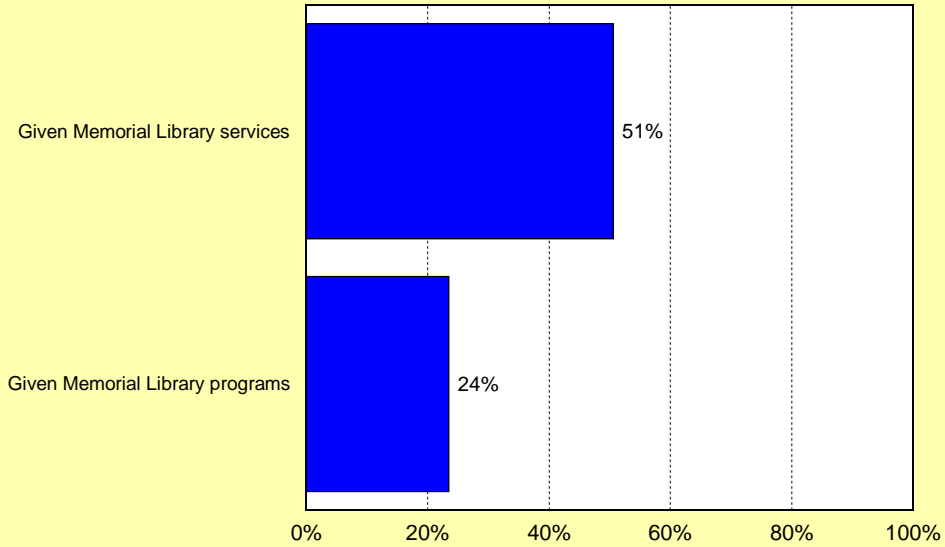
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q12-1. Have you used these Given Memorial Library services?

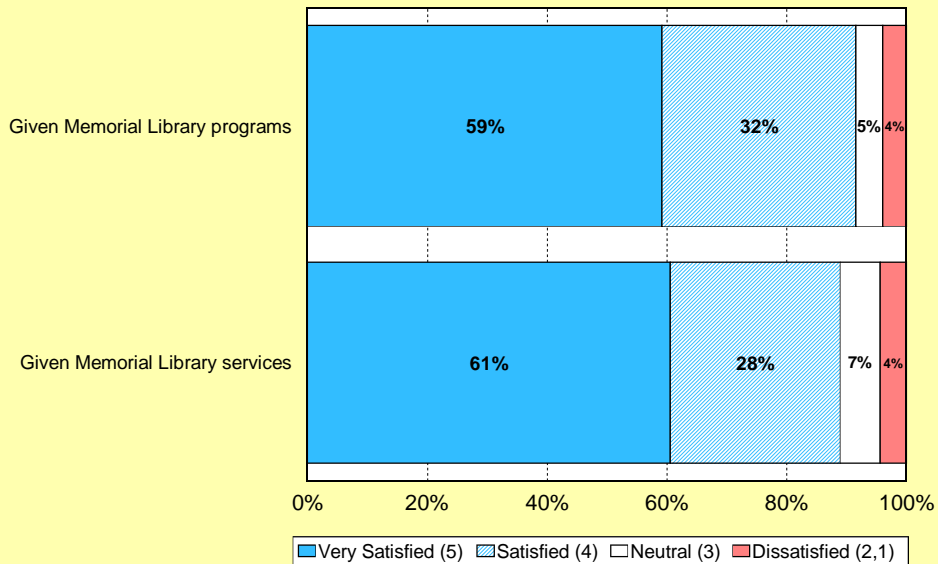
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q12-2. Satisfaction with Various Aspects of the Given Memorial Library

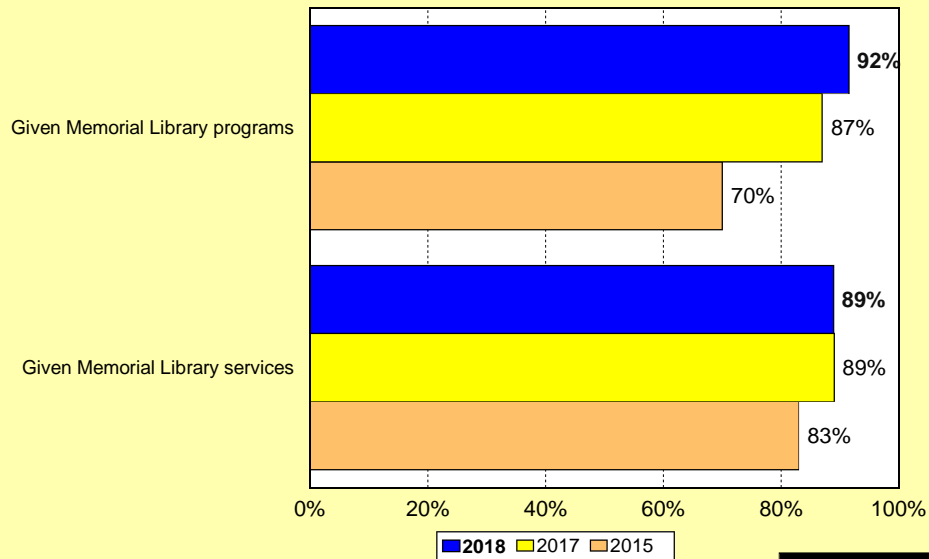
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q12-2. Satisfaction with Various Aspects of Given Memorial Library - 2018, 2017 & 2015

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

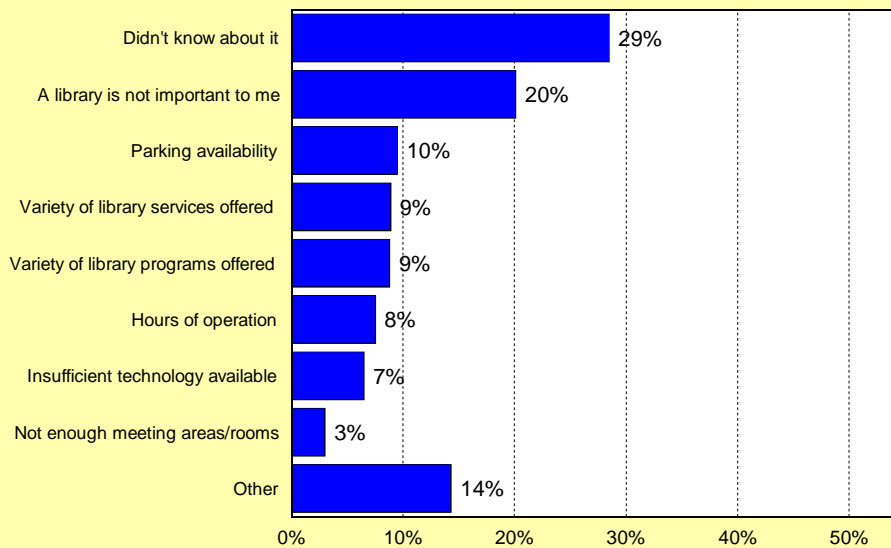


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q12a. Reasons that Prevent Respondents from Using the Given Memorial Library Services

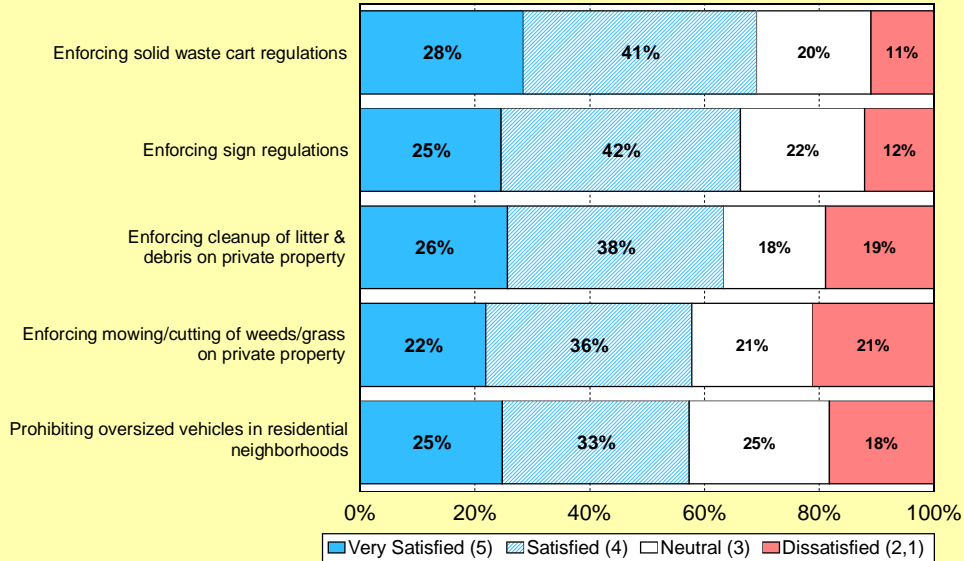
by percentage of respondents who answered "No" to Question 12



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement

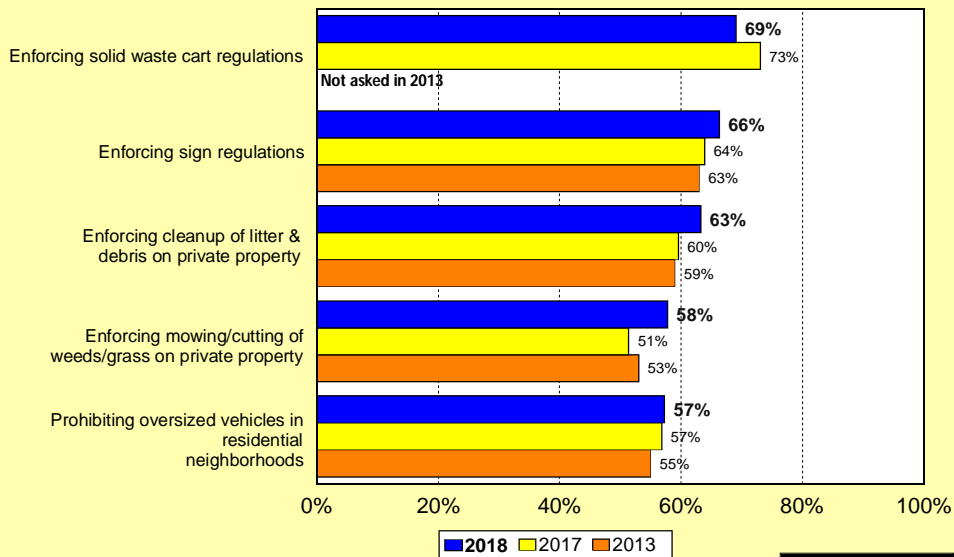
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement - 2018, 2017 & 2013

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

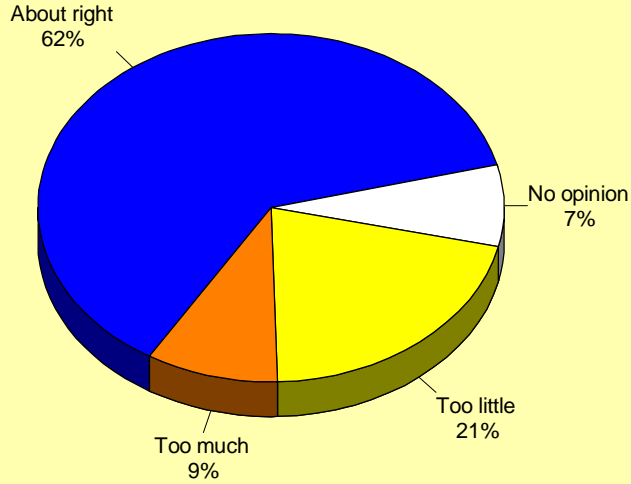


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

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

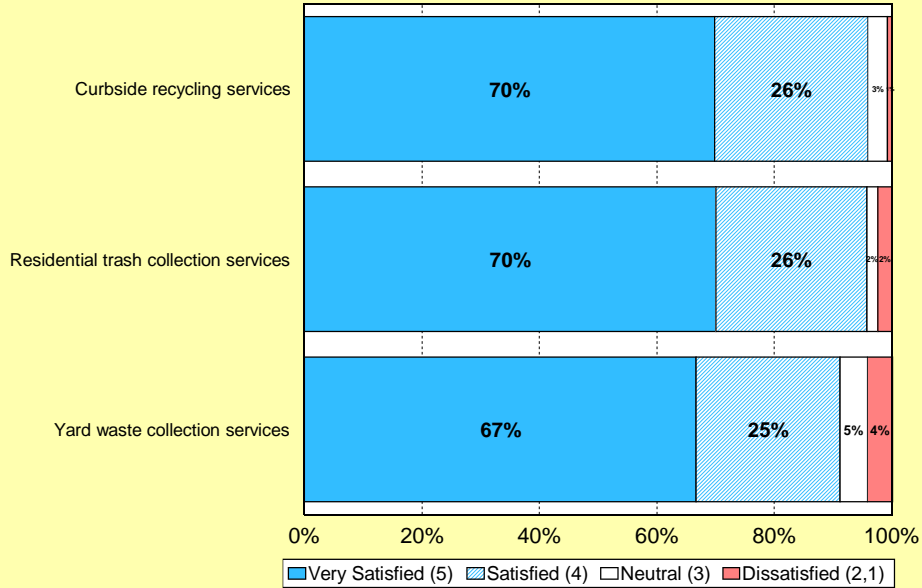
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q15. Satisfaction with Solid Waste Services

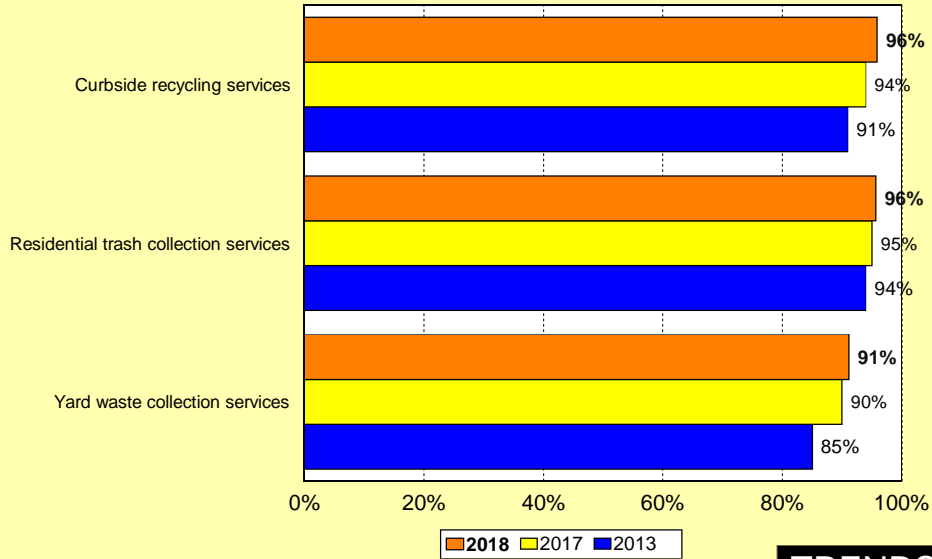
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q15. Satisfaction with Solid Waste Services - 2018, 2017 & 2013

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

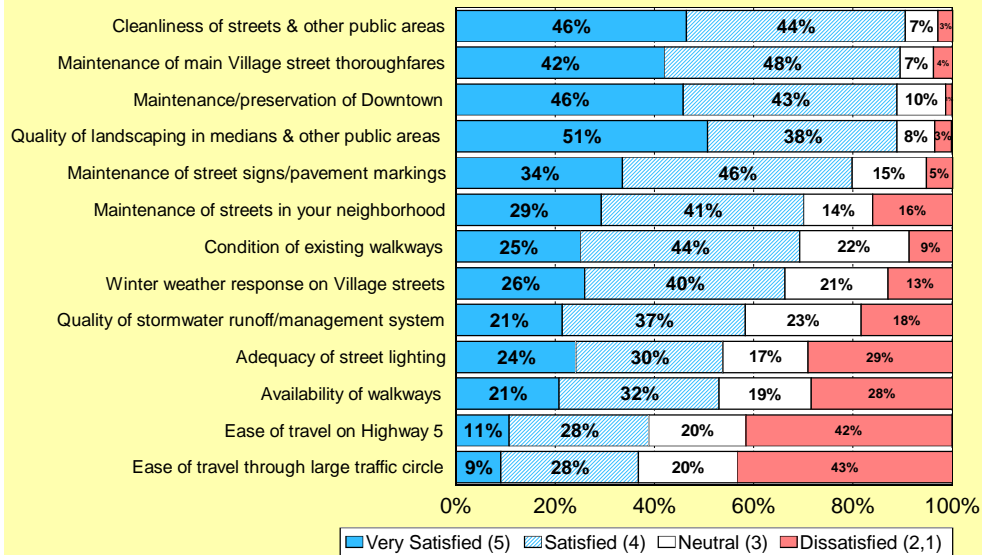


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q16. Satisfaction with Various Aspects of Public Services

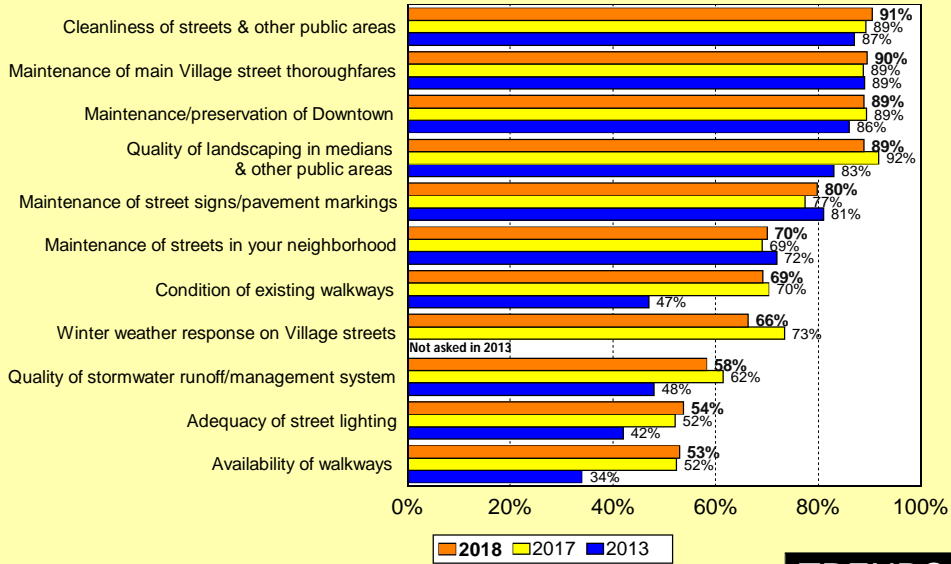
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q16. Satisfaction with Various Aspect of Public Services 2018, 2017 & 2013

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

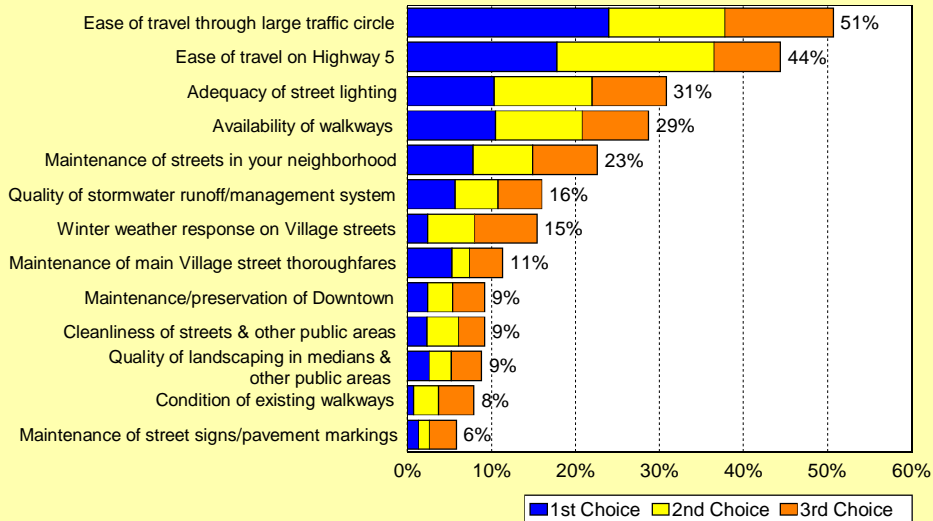


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q17. Which three of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

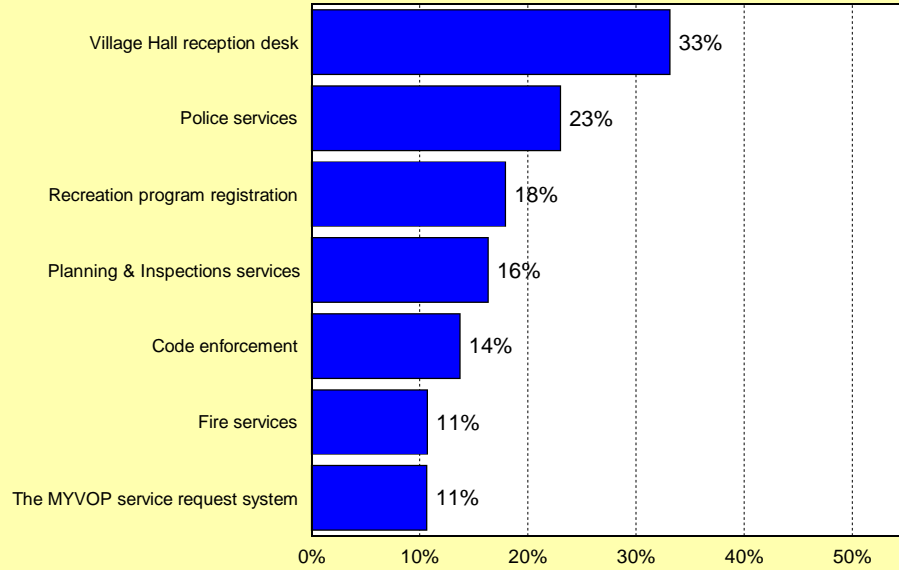
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q18. Do you or other members of your household use Village services and facilities?

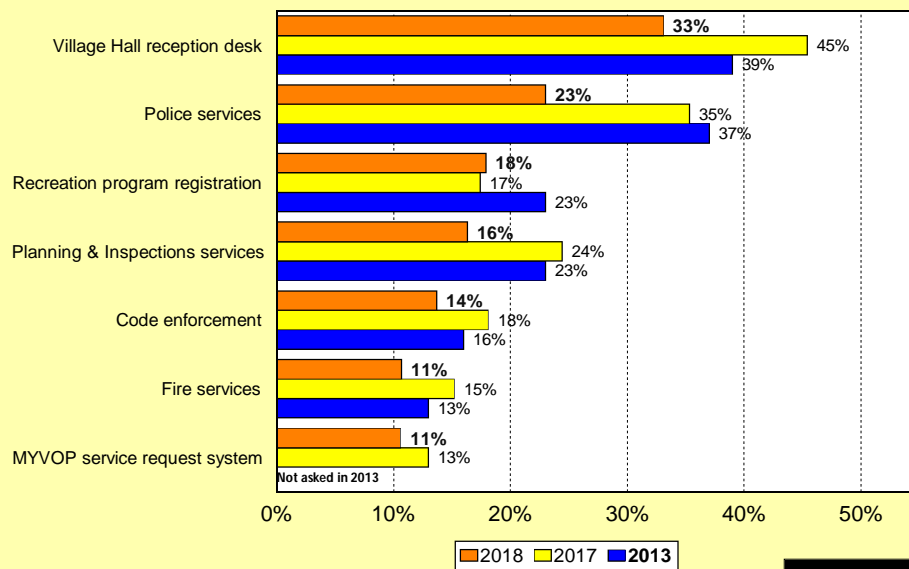
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q18. Households That Use Village Services and Facilities - 2018, 2017 & 2013

by percentage of respondents who answered "yes"

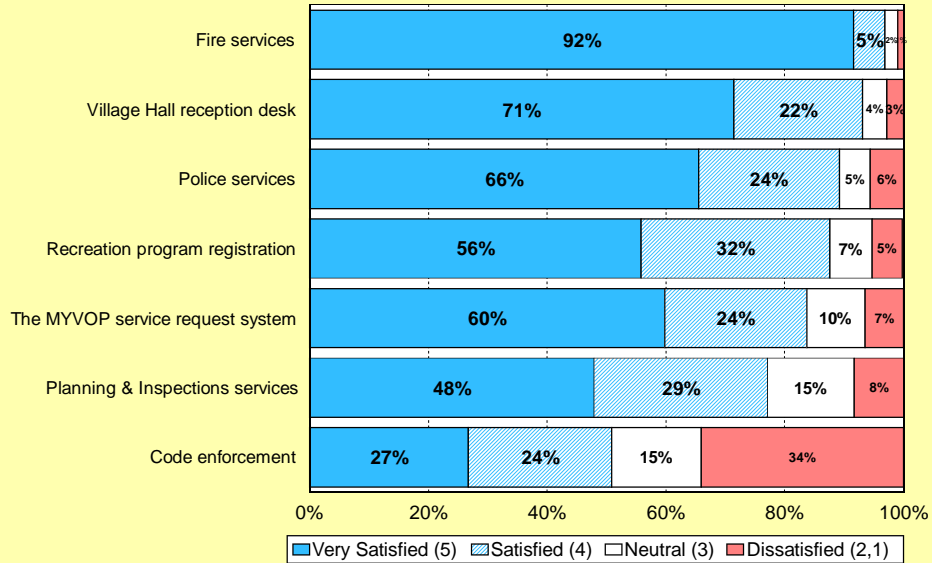


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q18a. Satisfaction with Village Services and Facilities That Households Have Used

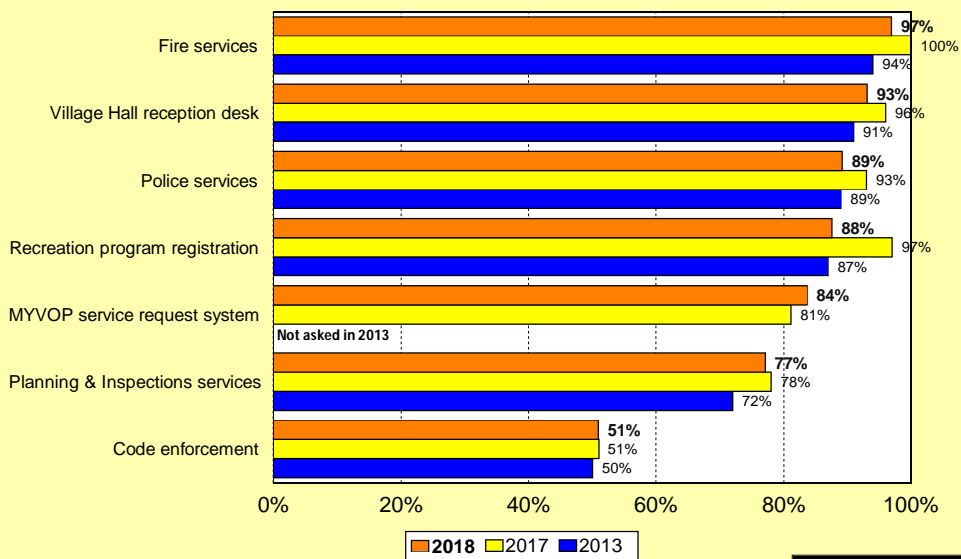
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q18a. Satisfaction With Village Services and Facilities - 2018, 2017 & 2013

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

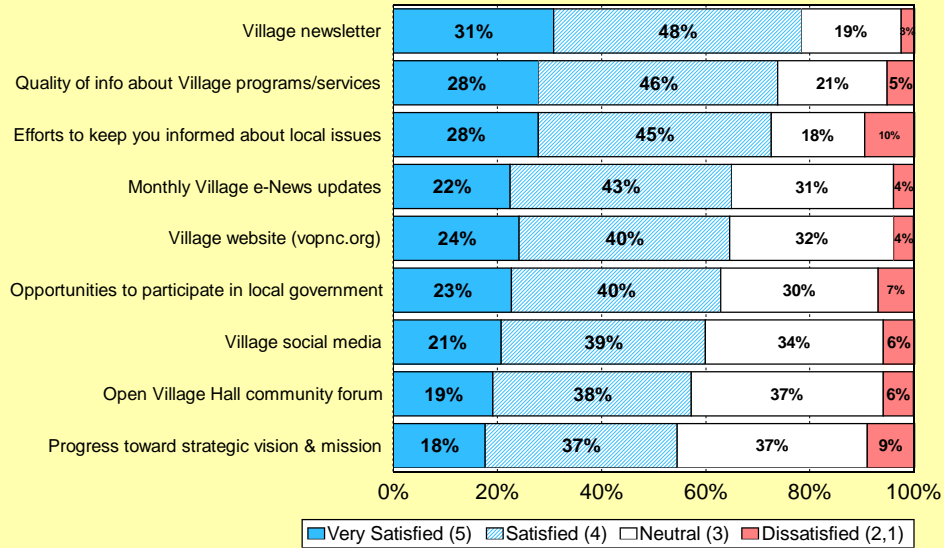


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q19. Satisfaction with Public Communication and Outreach

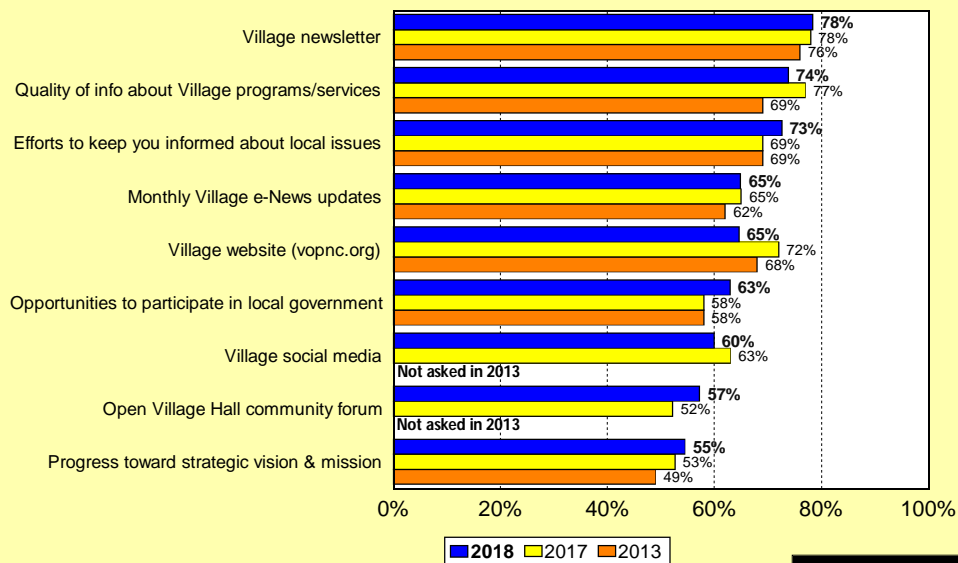
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q19. Satisfaction with Public Communication and Outreach - 2018, 2017 & 2013

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

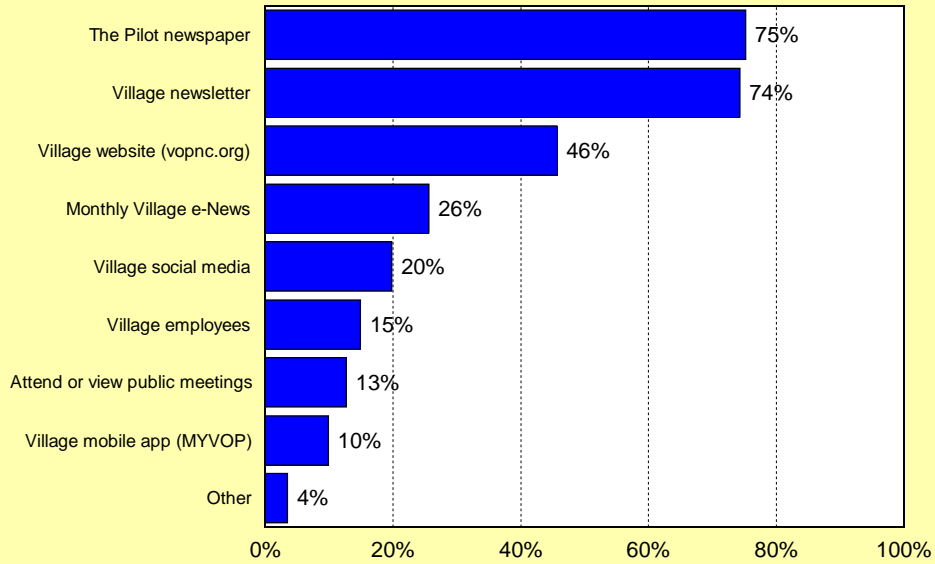


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q20. Which of the following do you use to get information about the Village of Pinehurst?

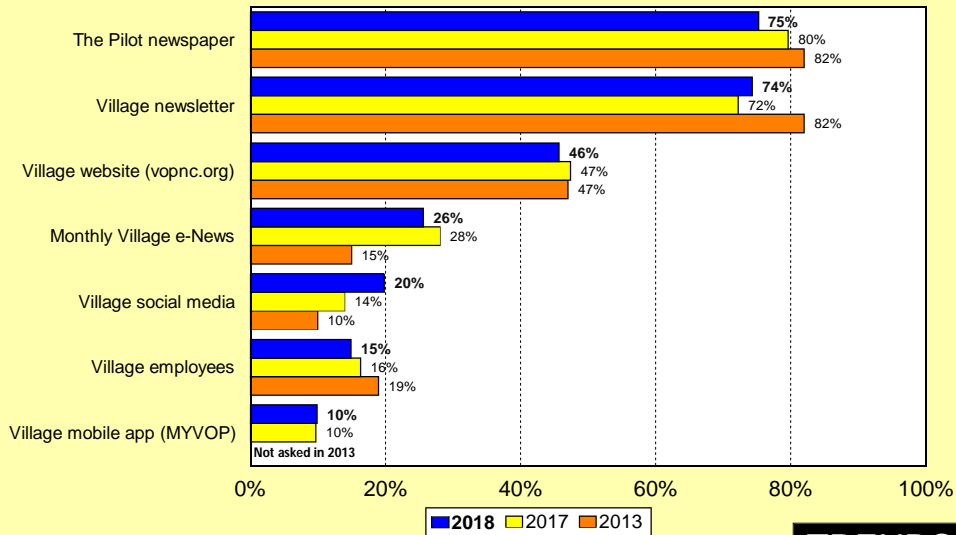
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q19. Which of the following do you use to get information about the Village of Pinehurst? 2018, 2017 & 2013

by percentage of respondents (multiple selections could be made)

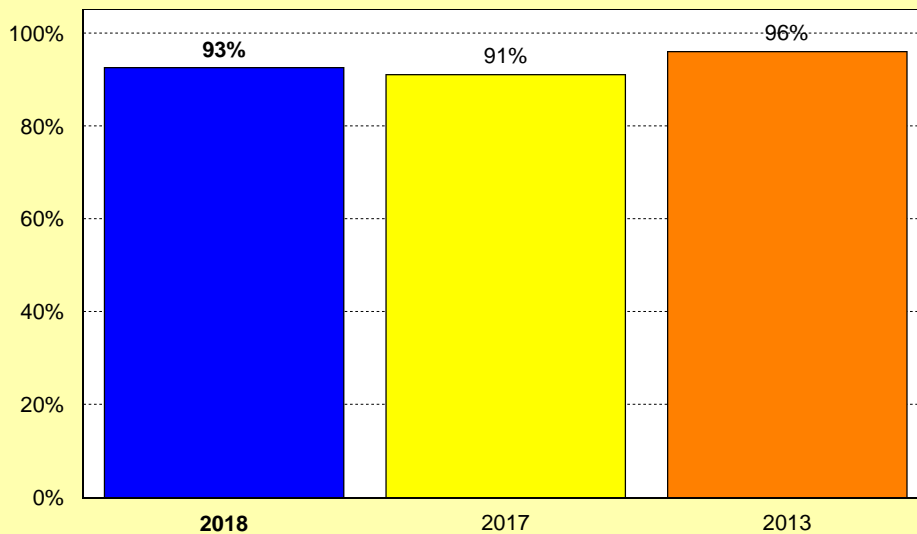


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q21. How often do you read the Village Newsletter, which is mailed to all residents?

by percentage of respondents who answered "all the time" or "sometimes" (excluding "don't know")

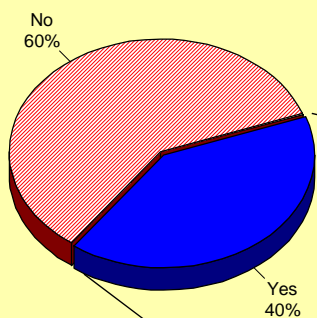


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

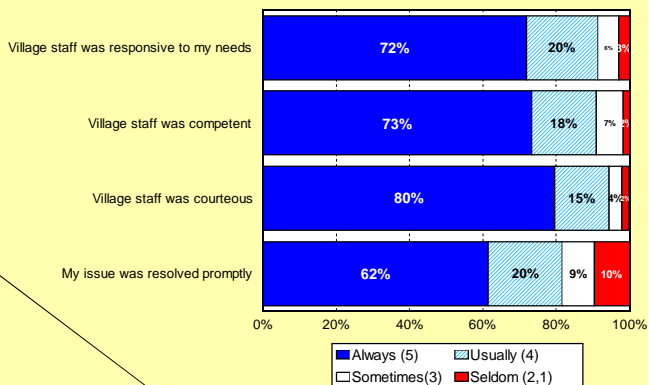
TRENDS

Q22. Have you contacted the Village during the past year?

by percentage of respondents



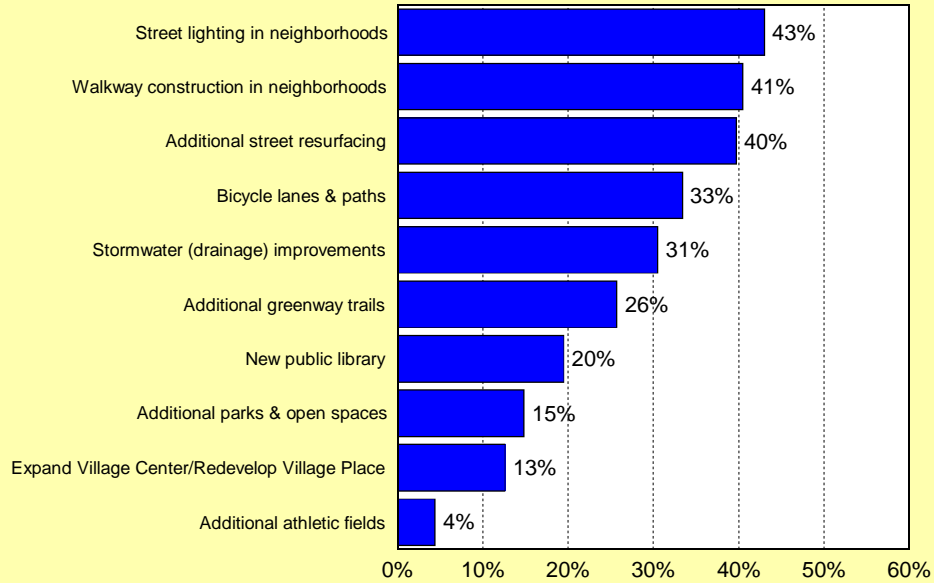
Q22a-d. Only if you have contacted the Village during the past year



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q23. Capital Improvements That Residents Feel Are the Most Important

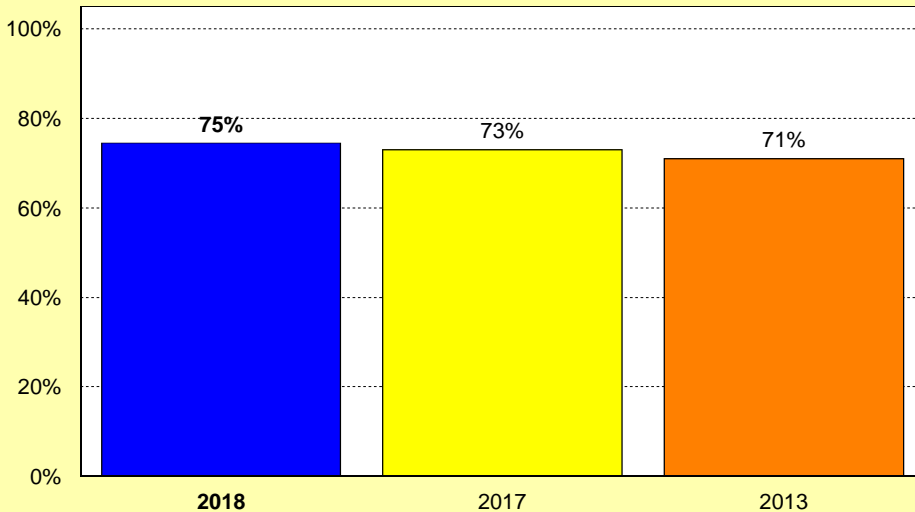
by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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 who answered "very satisfied" or "satisfied" (excluding "don't know")

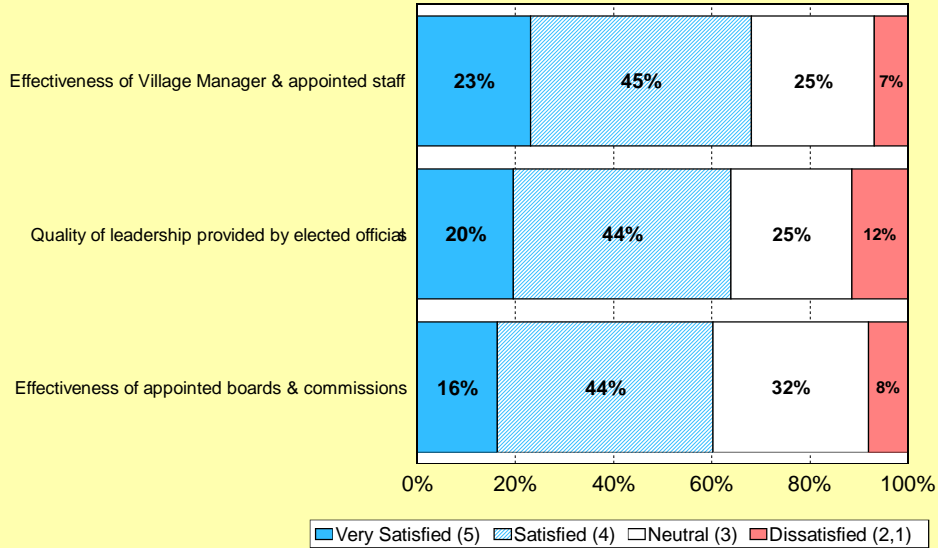


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q25. Please rate your satisfaction with the following aspects of Village leadership:

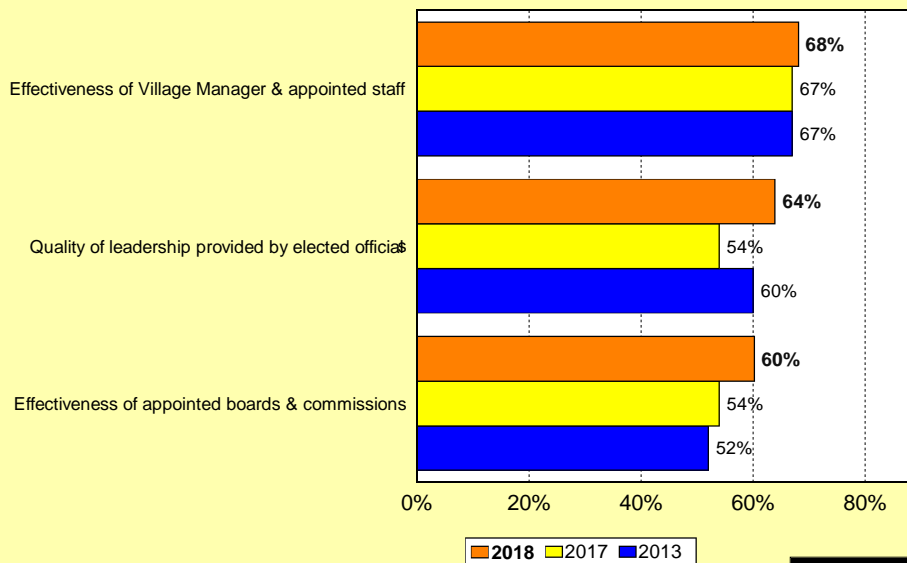
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q25. Satisfaction with Village Leadership - 2018, 2017 & 2013

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

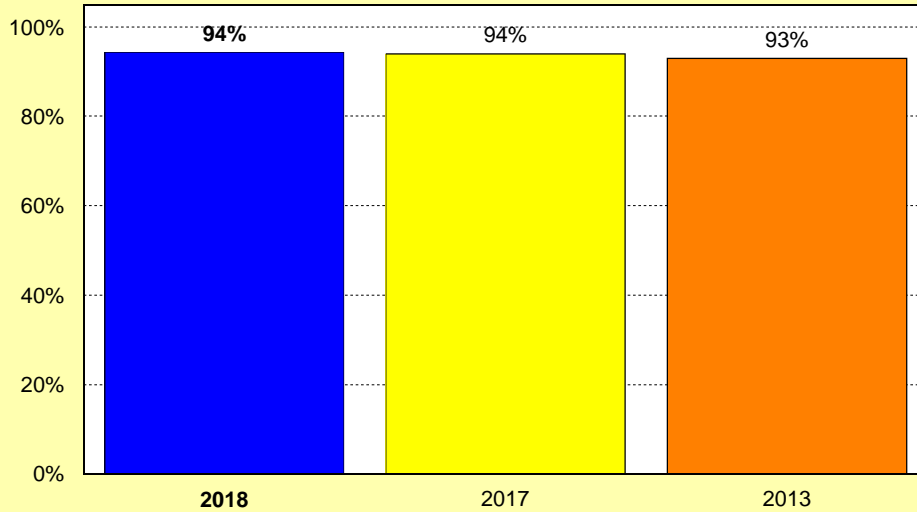


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q26. Would you recommend Pinehurst to others as a place to live?

by percentage of respondents who answered "yes" (excluding "not provided")

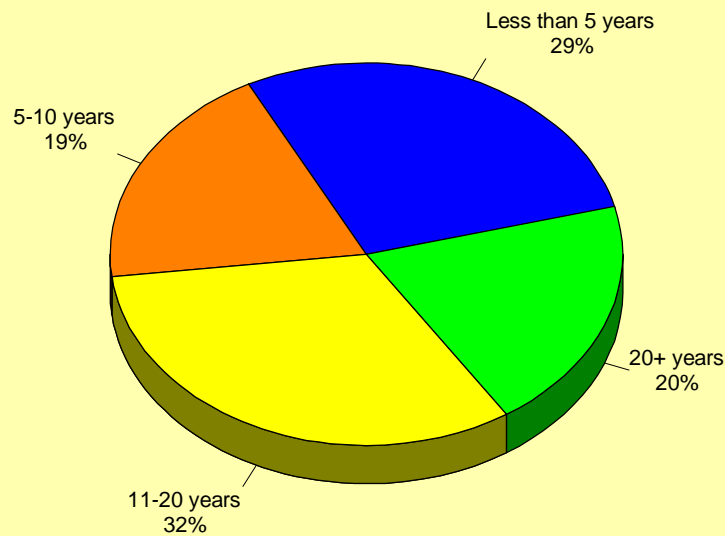


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q27. Demographics: Approximately how many years have you lived in the Village of Pinehurst?

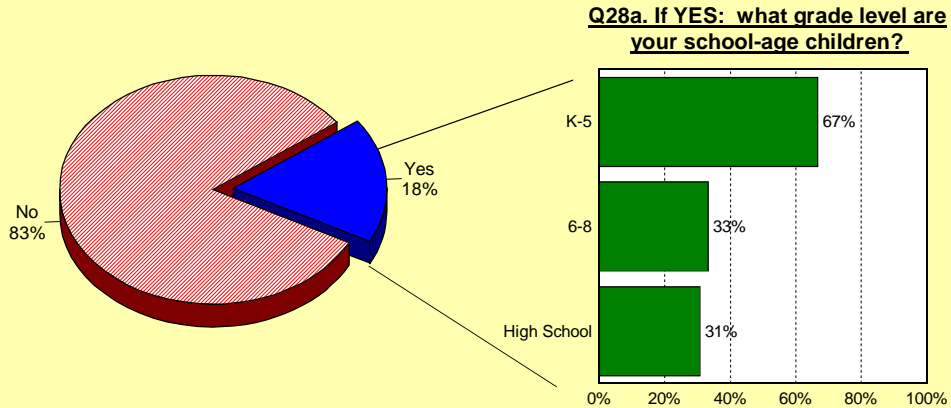
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q28. Demographics: Do you have school age children (grades K-12) living at home?

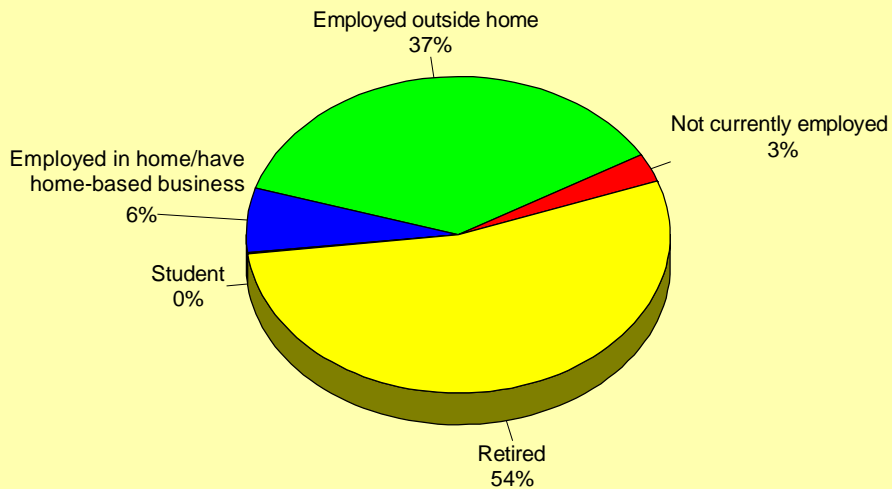
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q29. Demographics: Current Employment Status

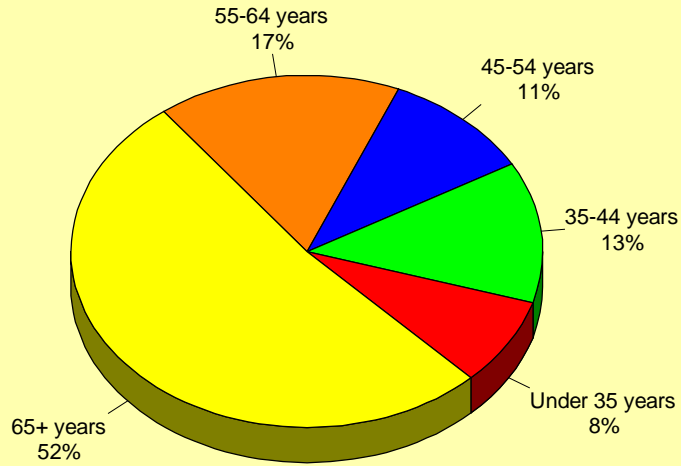
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q30. Demographics: Age of Respondents

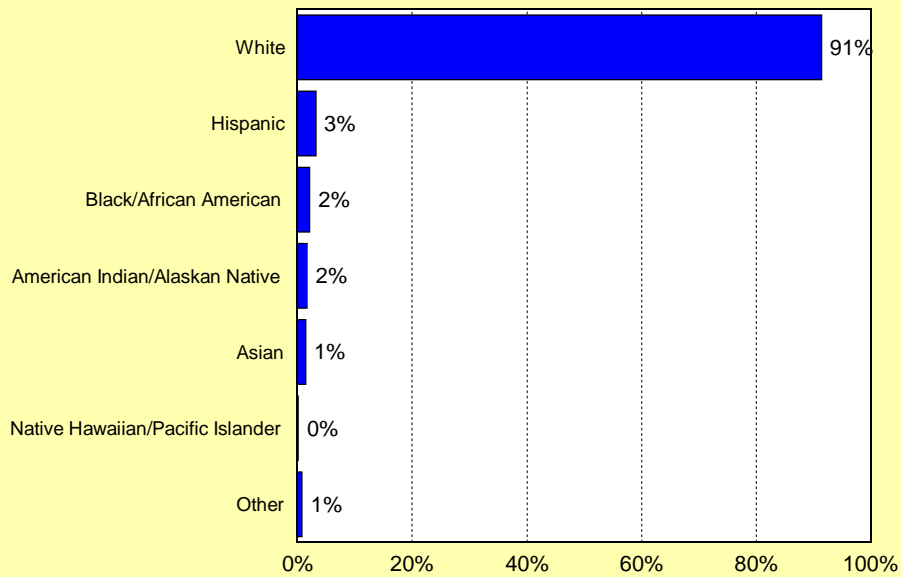
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

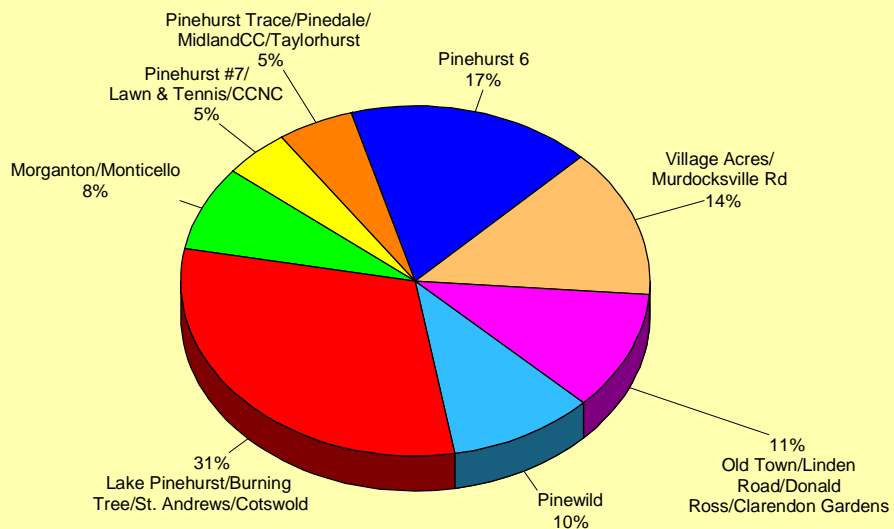
Q31. Demographics: Which of the following best describes your race?

by percentage of respondents (multiple selections could be made)



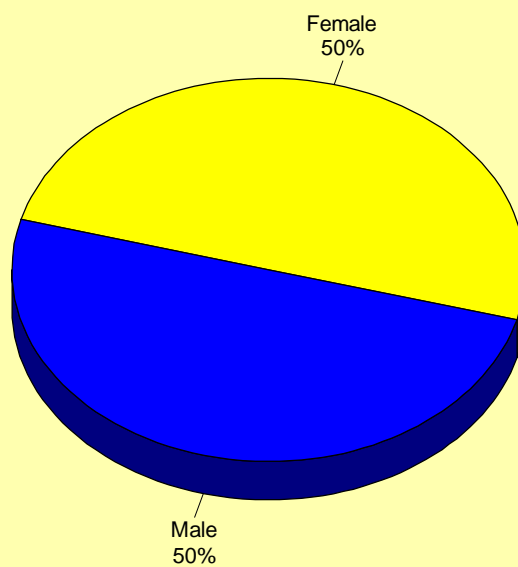
Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q32. Demographics: Which of the following best describes where you live? by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q33. Demographics: Gender by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Section 2

GIS Maps

Interpreting GIS Maps

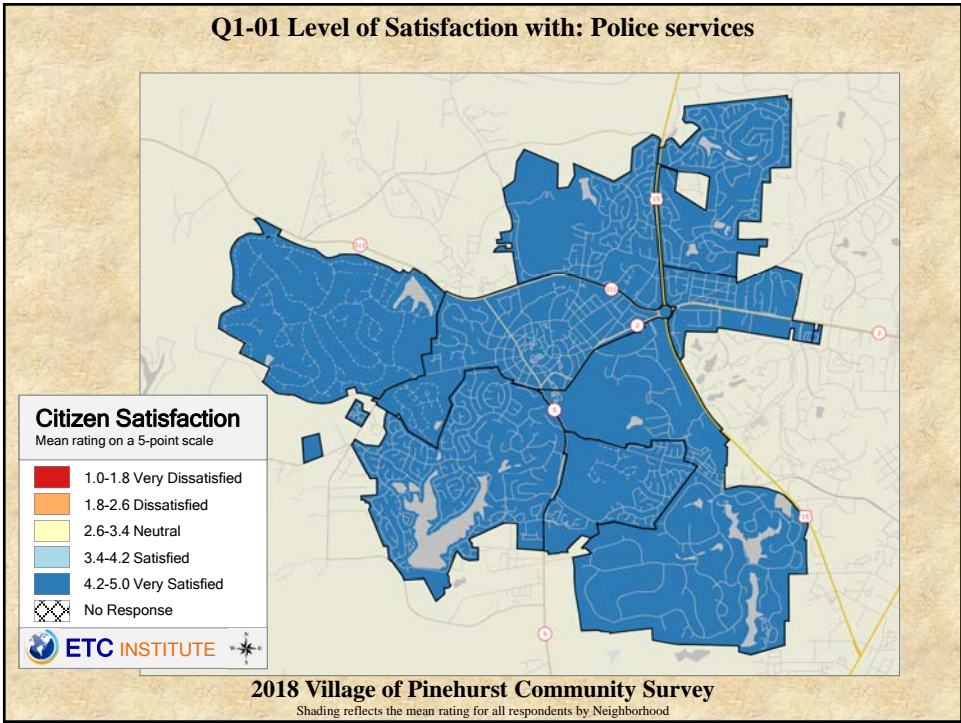
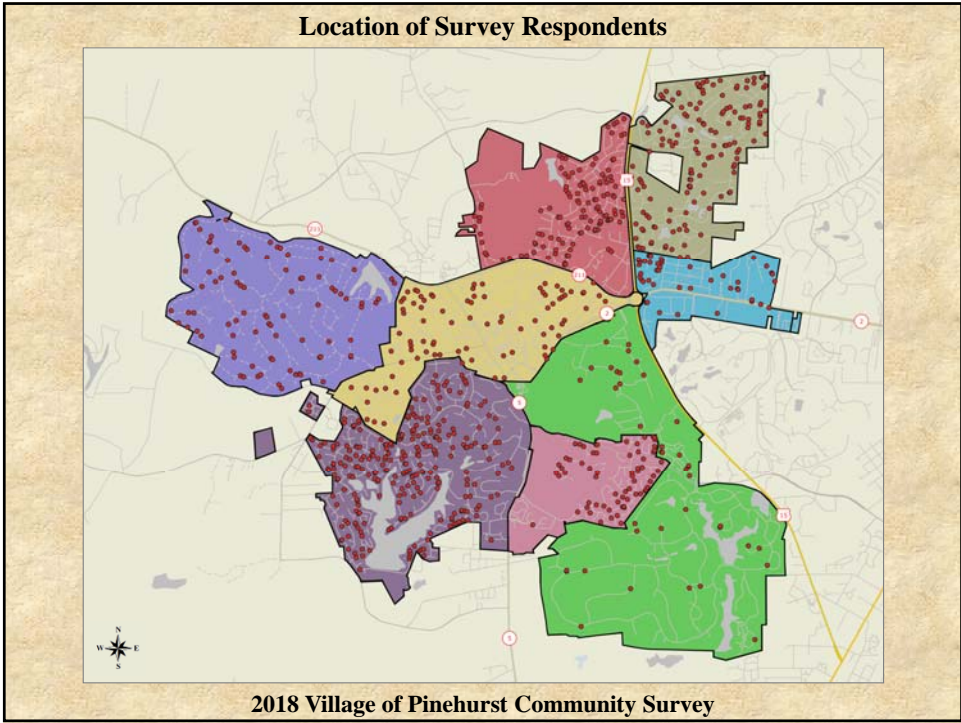
Village of Pinehurst, North Carolina

The maps on the following pages show the mean ratings for several questions on the survey by Neighborhood.

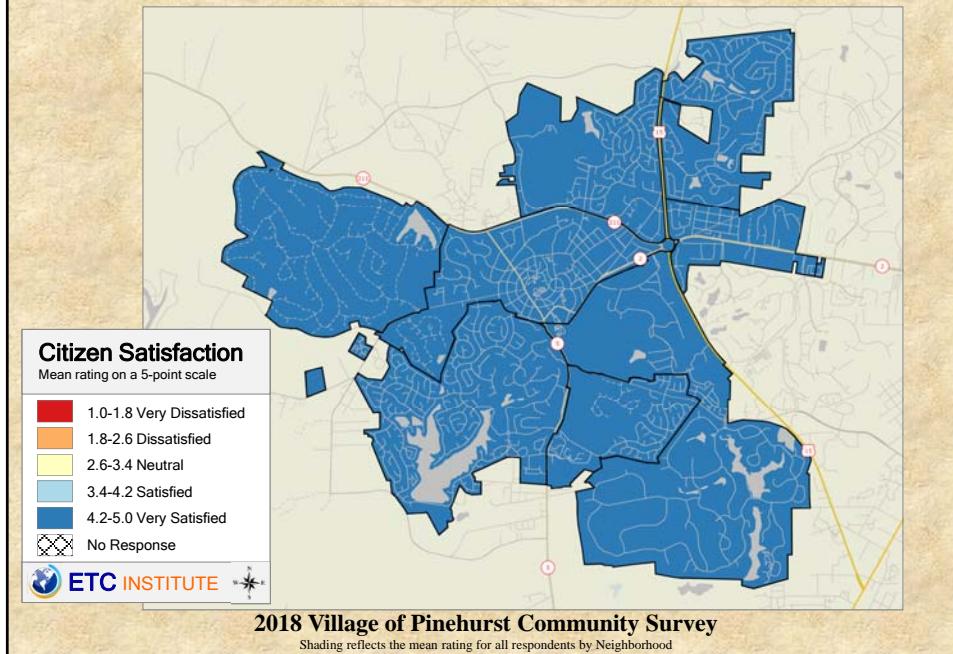
If all Neighborhoods on the map are of the same color, then most residents in the community feel the same about the issue regardless of the location of their home.

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

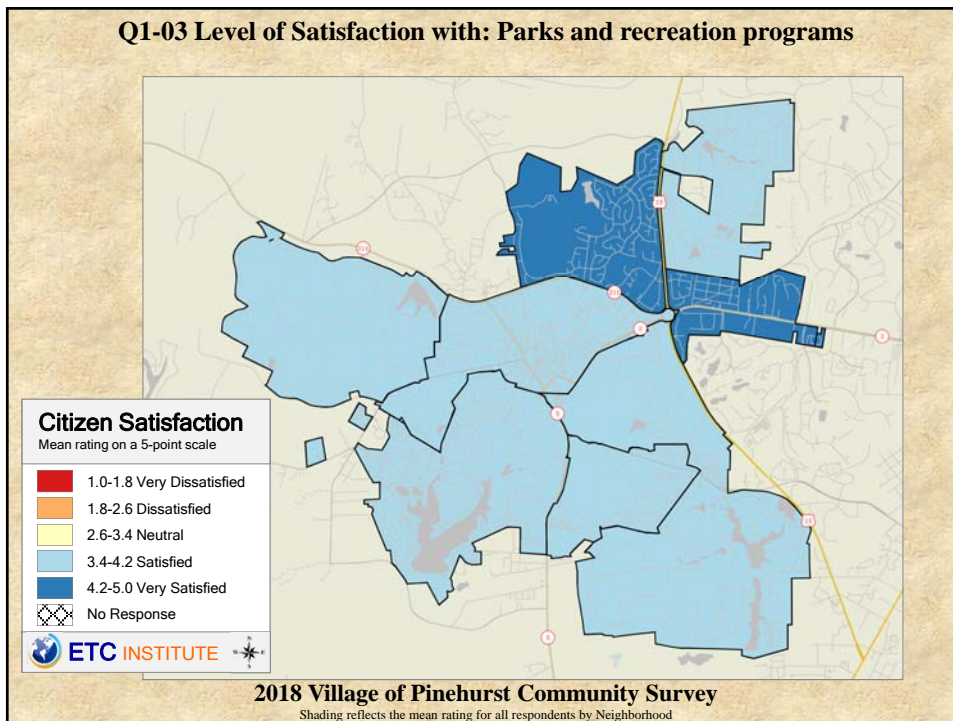
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **DARK/LIGHT RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”



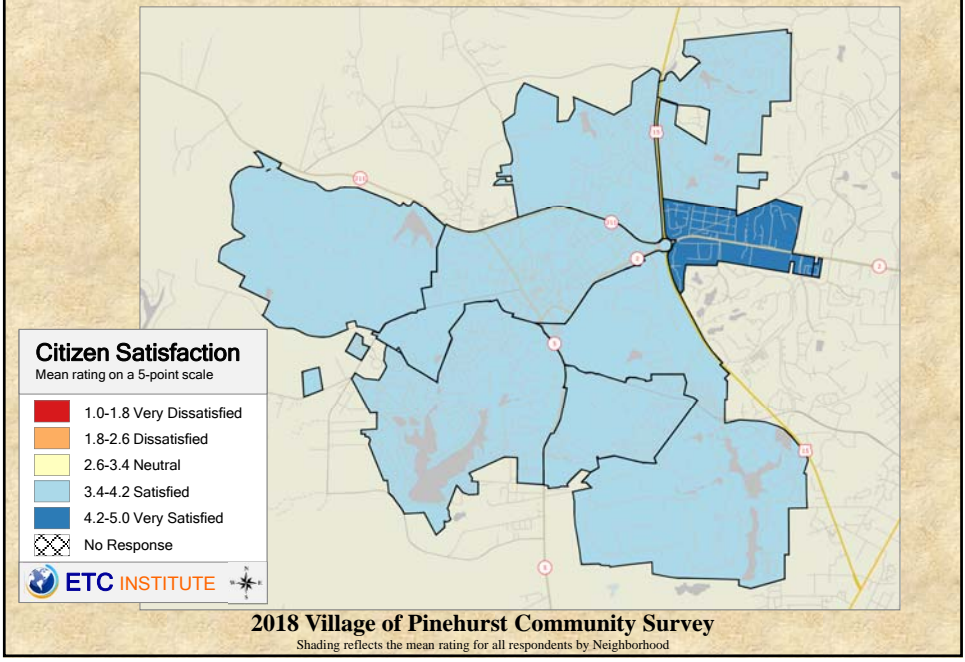
Q1-02 Level of Satisfaction with: Fire Services



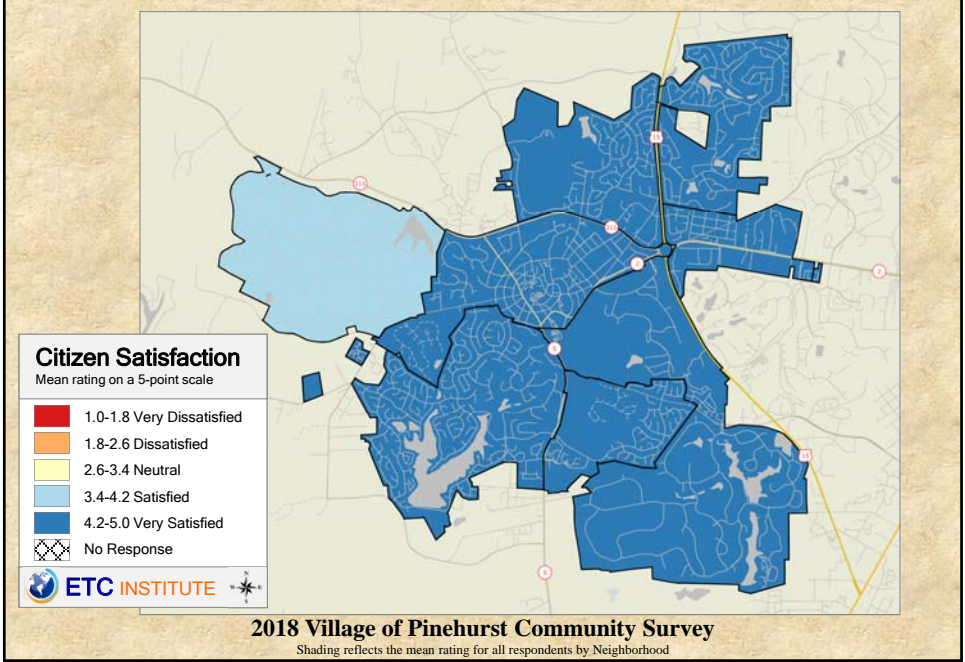
Q1-03 Level of Satisfaction with: Parks and recreation programs



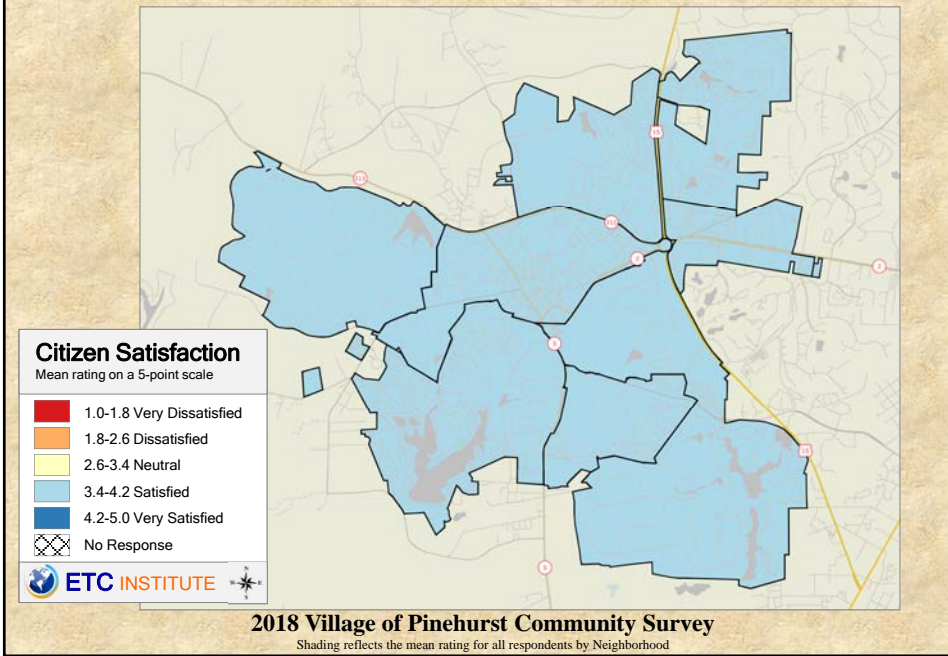
Q1-04 Level of Satisfaction with: Parks and recreation facilities



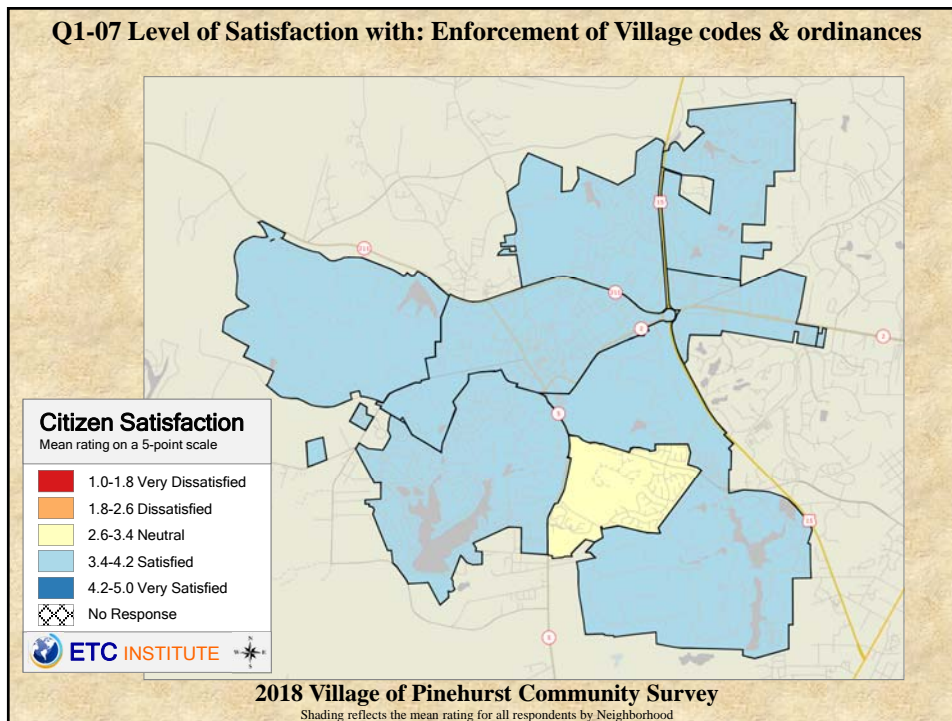
Q1-05 Level of Satisfaction with: Solid waste services



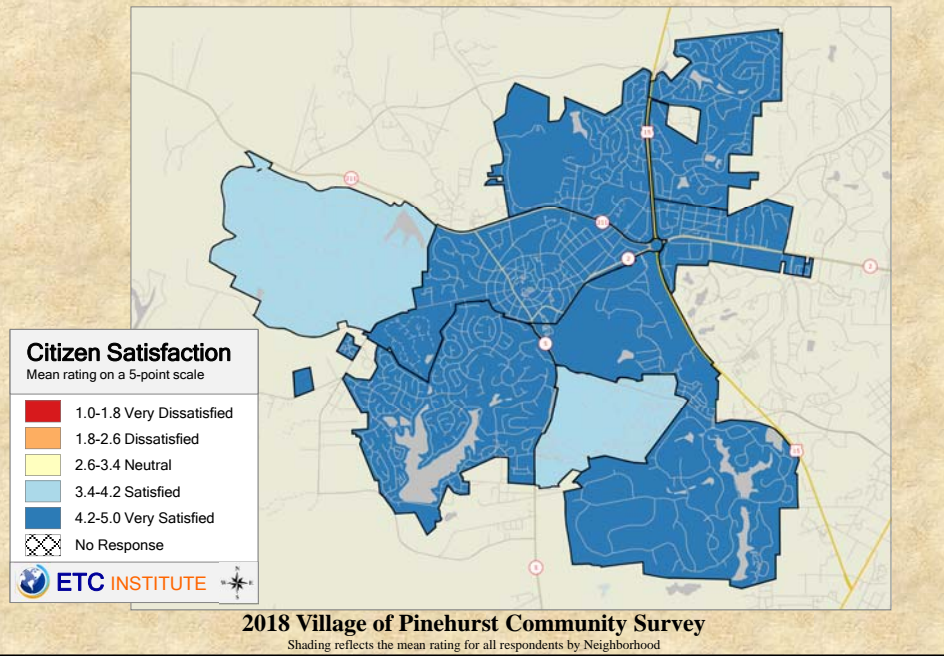
Q1-06 Level of Satisfaction with: Street and right-of-way maintenance



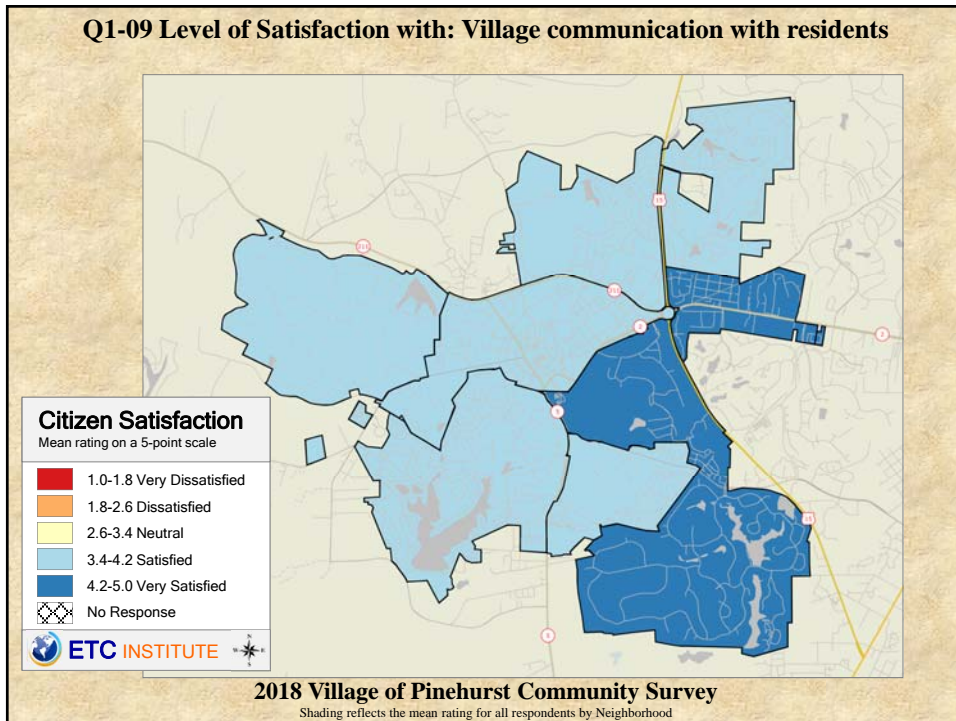
Q1-07 Level of Satisfaction with: Enforcement of Village codes & ordinances



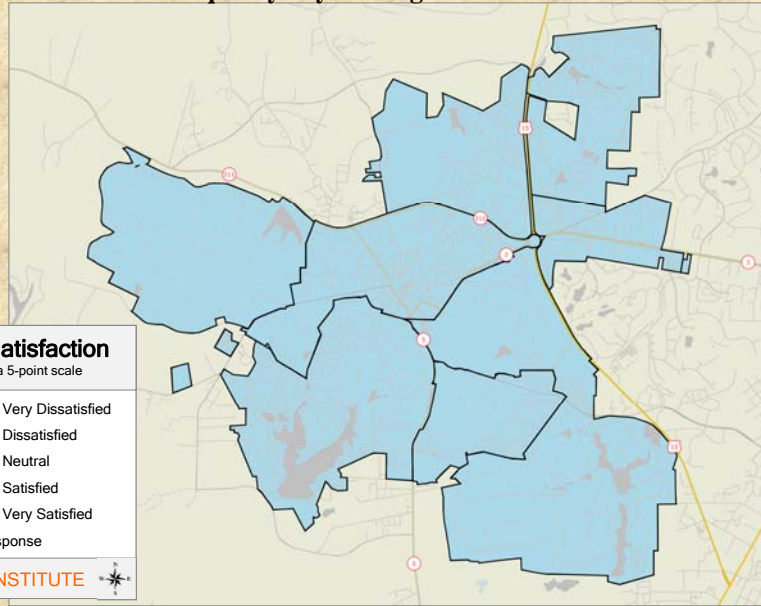
Q1-08 Level of Satisfaction with: Customer service provided by Village employees



Q1-09 Level of Satisfaction with: Village communication with residents



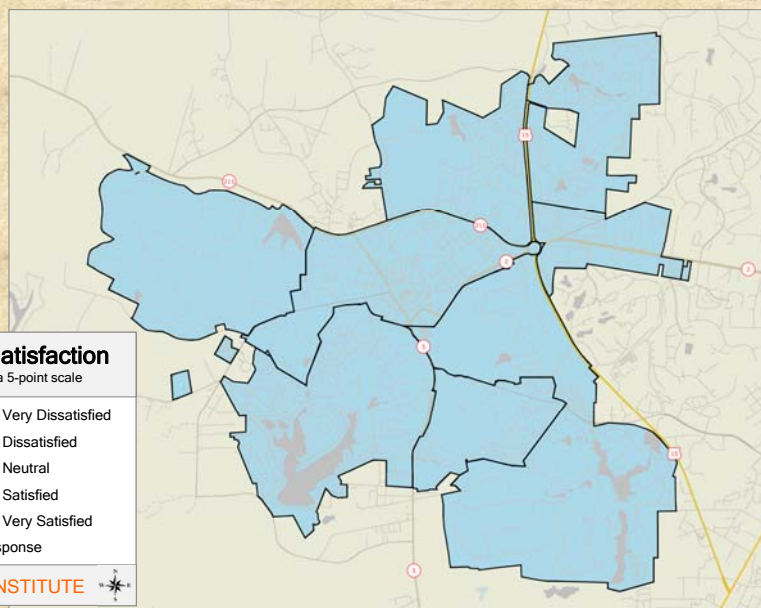
Q1-10 Level of Satisfaction with: Village efforts at maintaining the quality of your neighborhoods



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

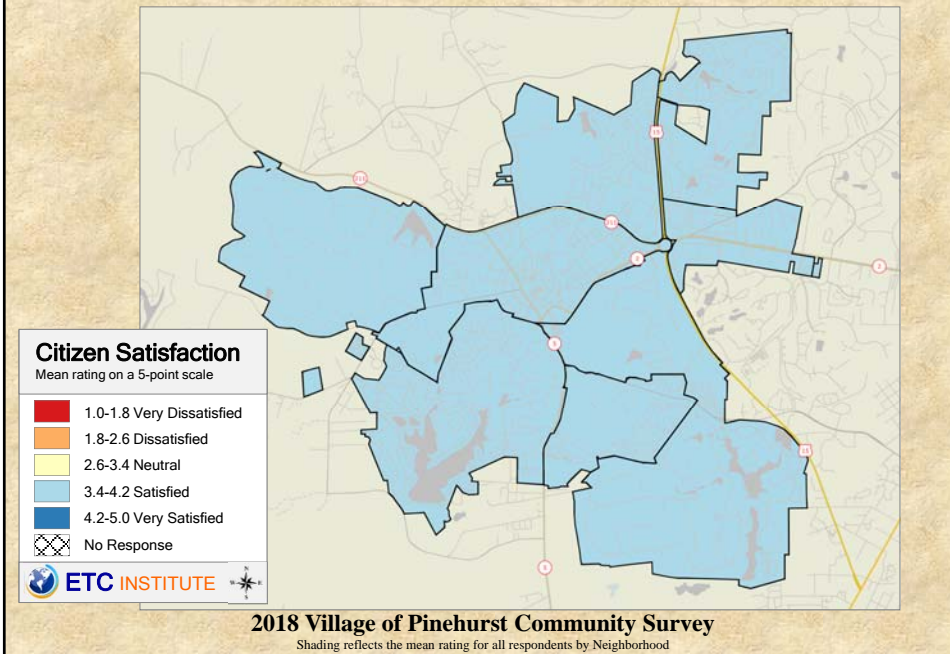
Q1-11 Level of Satisfaction with: Promotion of natural resource conservation



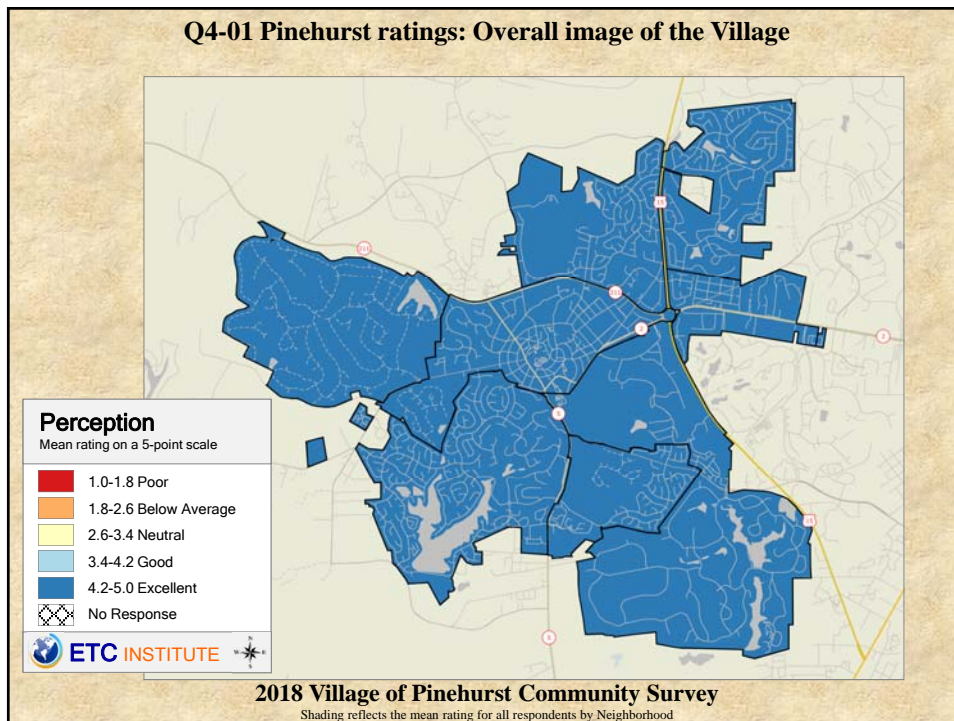
2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

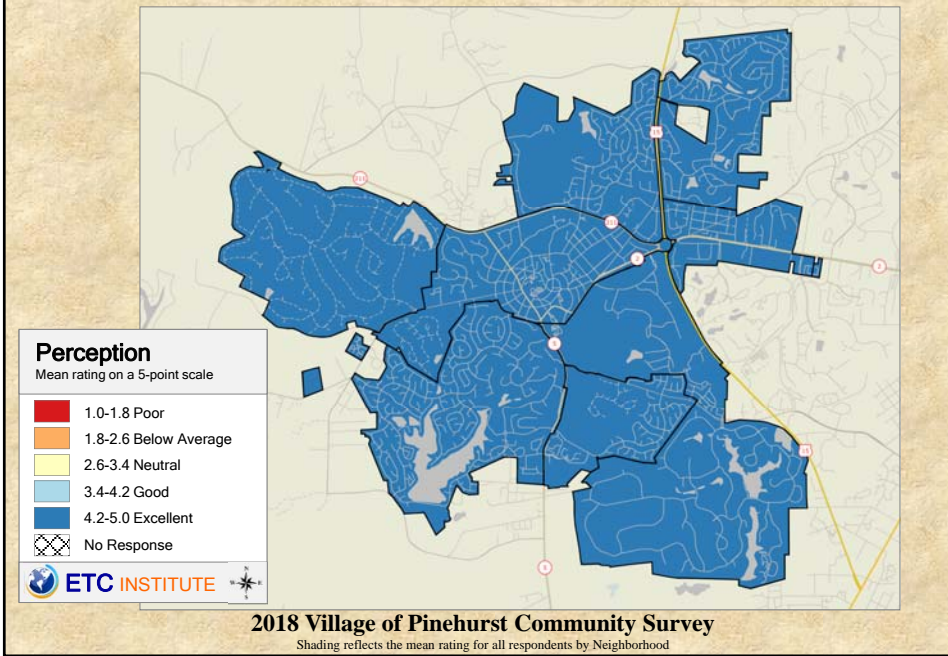
Q1-12 Level of Satisfaction with: Level of public involvement in local decisions



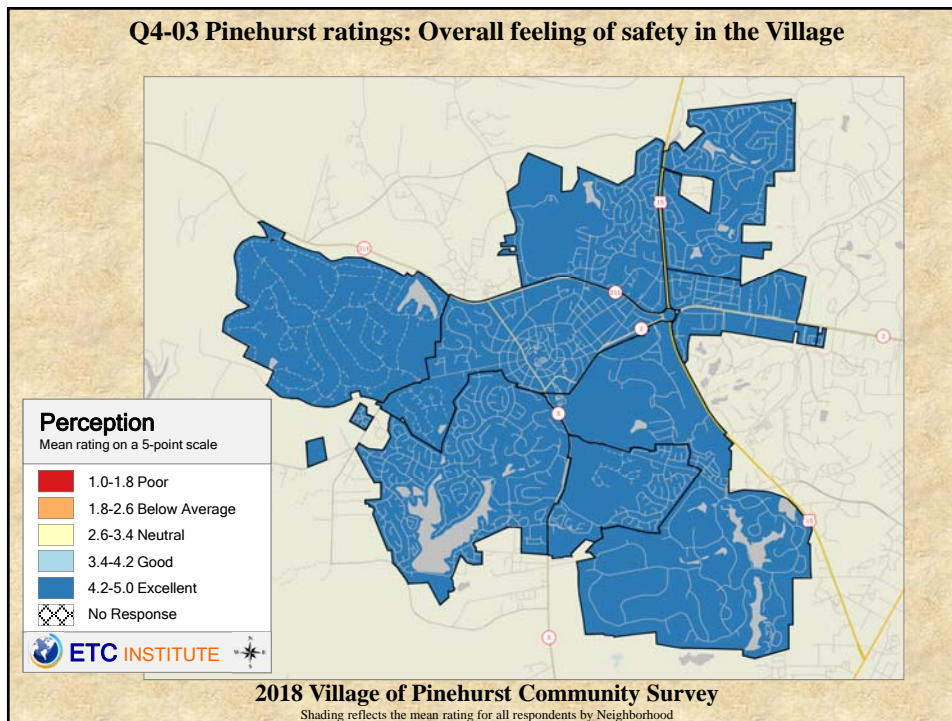
Q4-01 Pinehurst ratings: Overall image of the Village



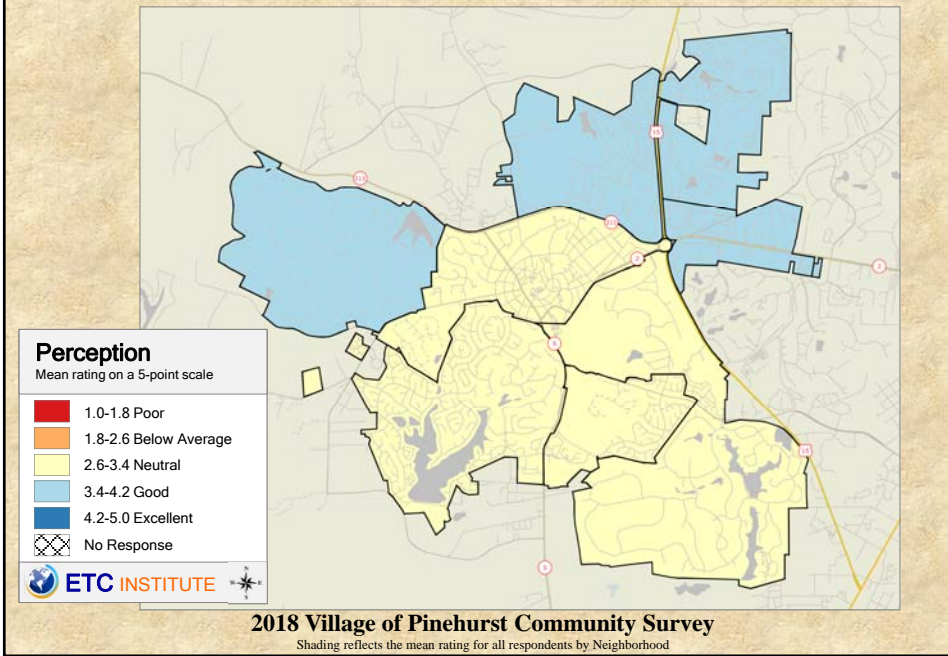
Q4-02 Pinehurst ratings: Overall quality of life in the Village



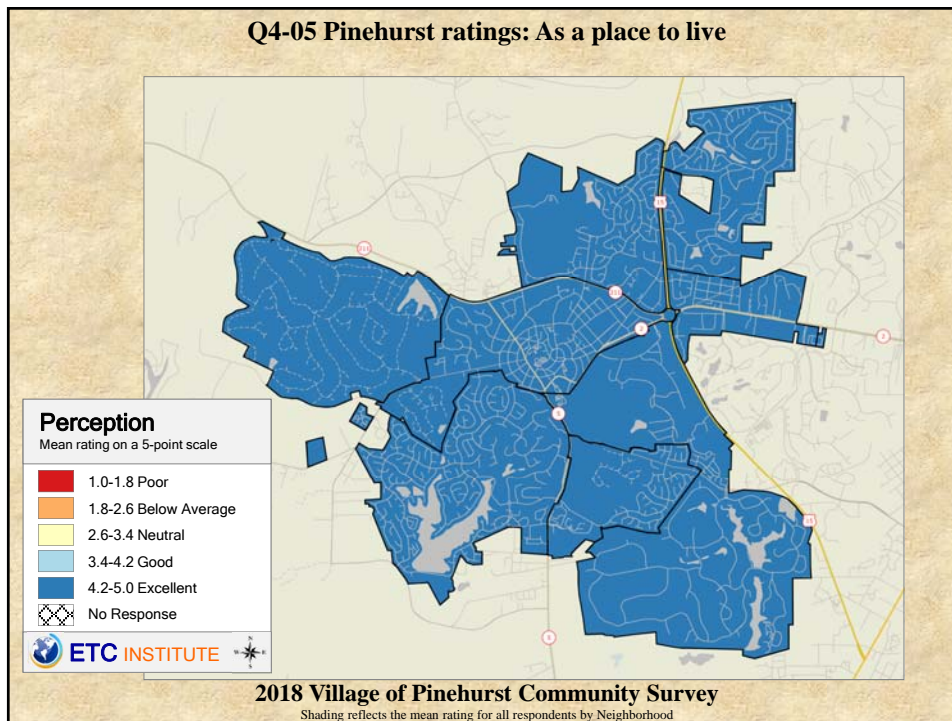
Q4-03 Pinehurst ratings: Overall feeling of safety in the Village



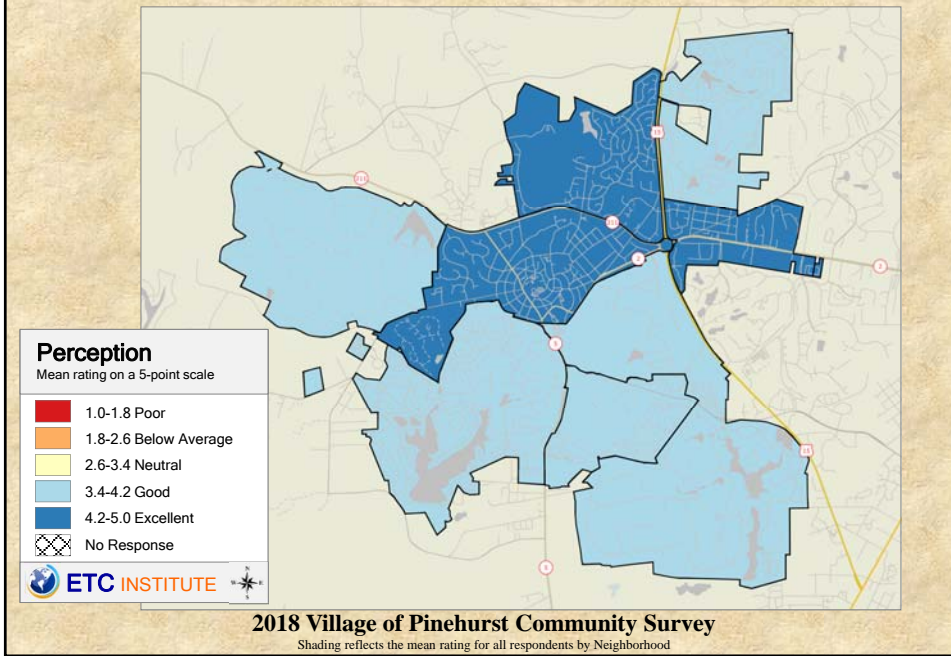
Q4-04 Pinehurst ratings: Quality of new development in the Village



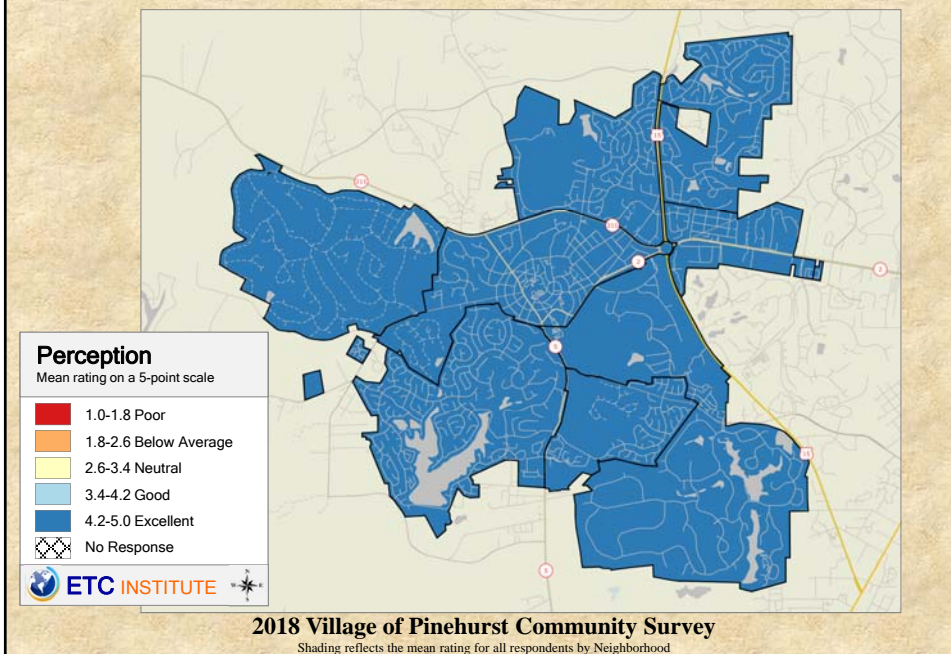
Q4-05 Pinehurst ratings: As a place to live



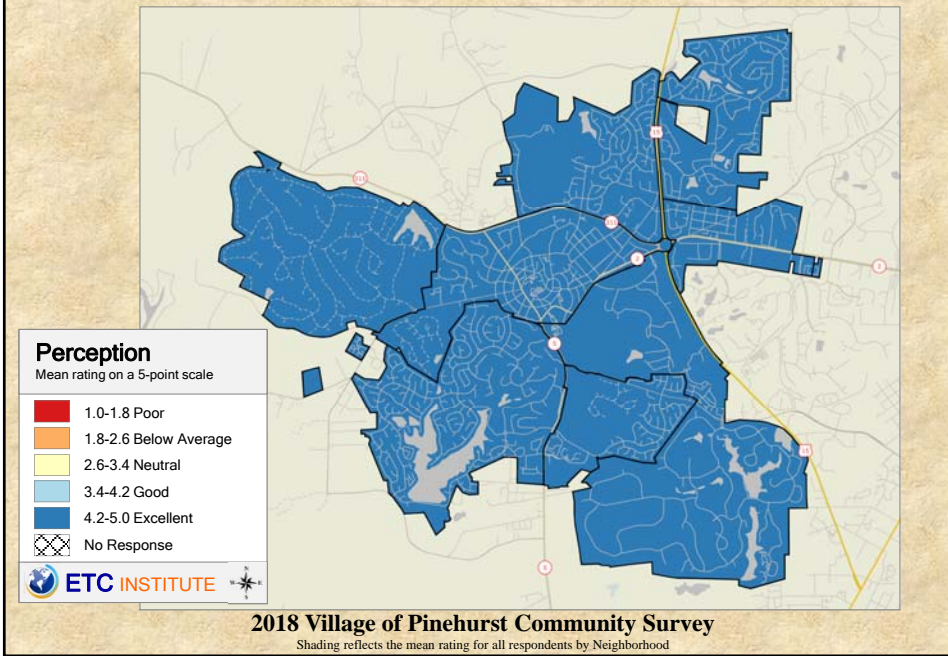
Q4-06 Pinehurst ratings: As a place to raise children



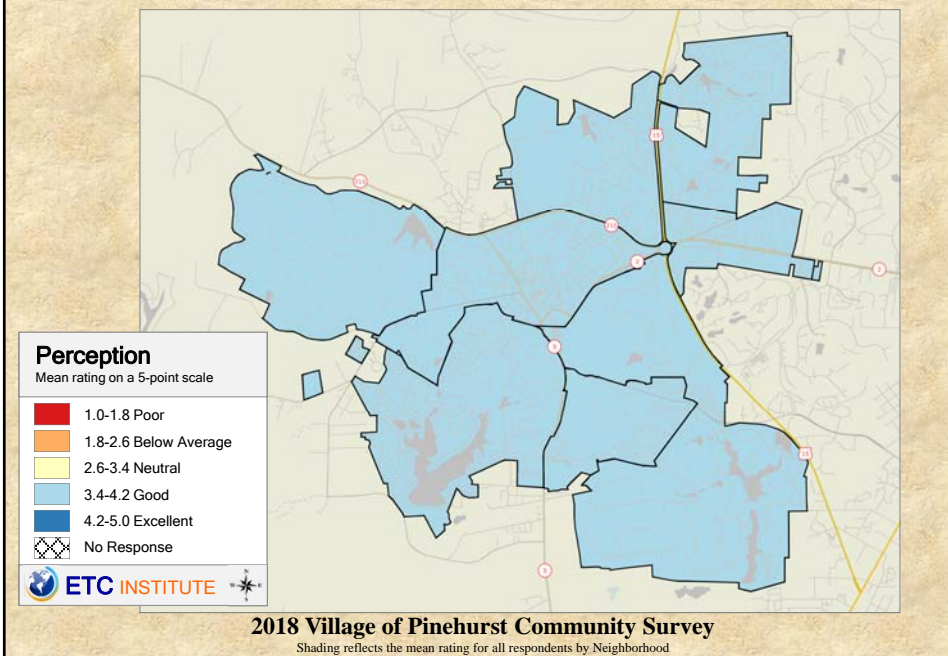
Q4-07 Pinehurst ratings: As a place to retire



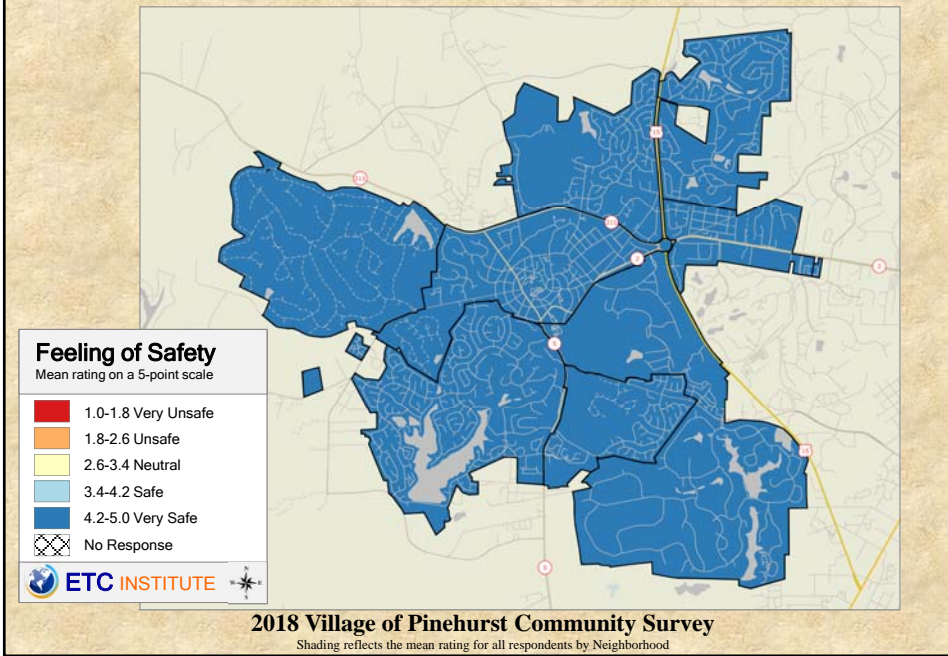
Q4-08 Pinehurst ratings: Overall appearance of the Village



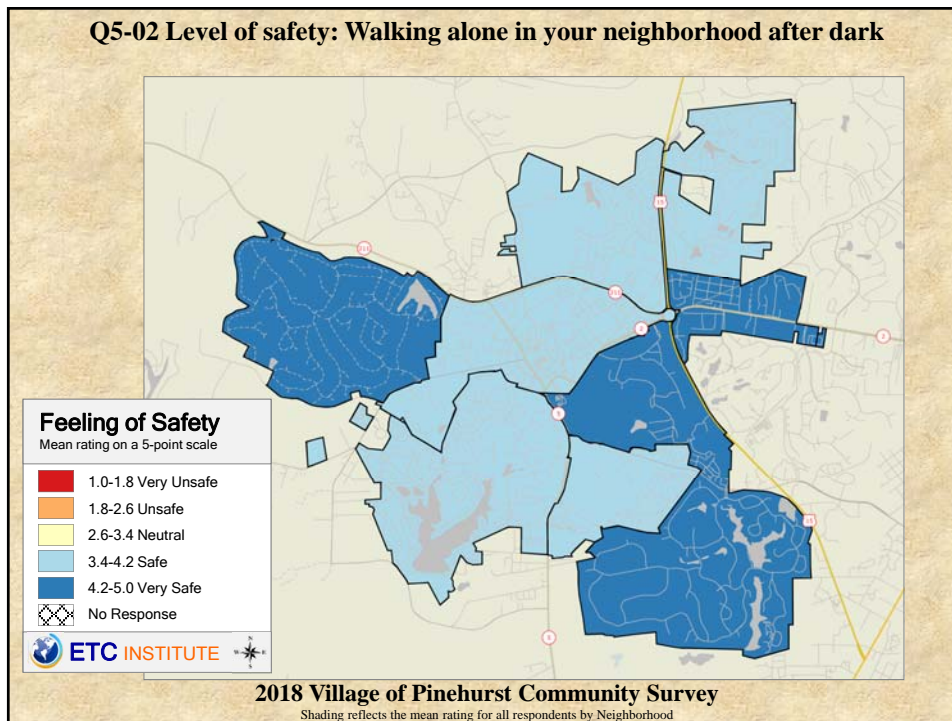
Q4-09 Pinehurst ratings: Availability of affordable housing



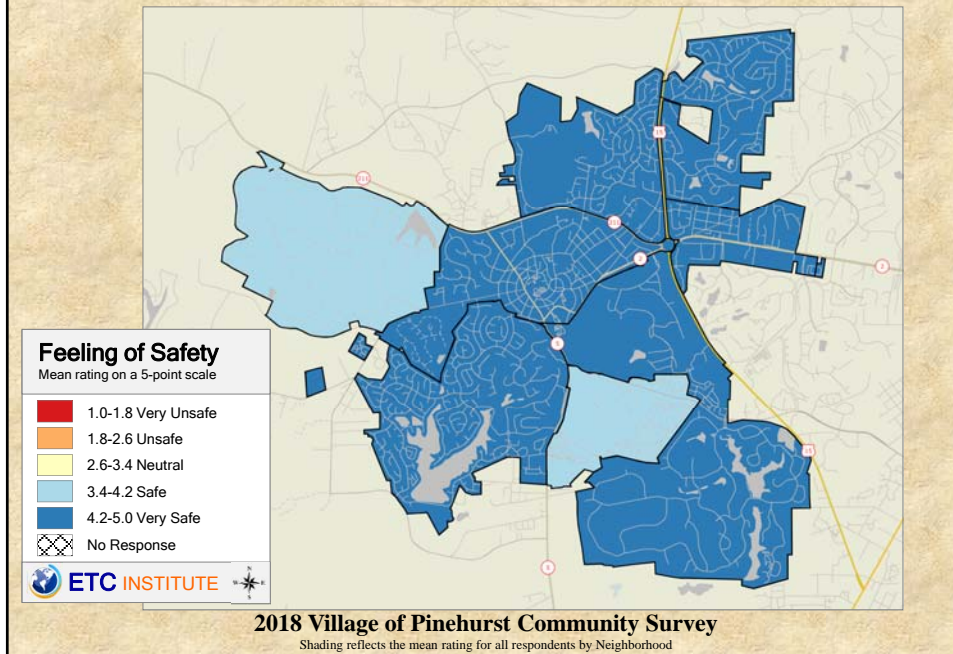
Q5-01 Level of safety: Walking alone in your neighborhood during the day



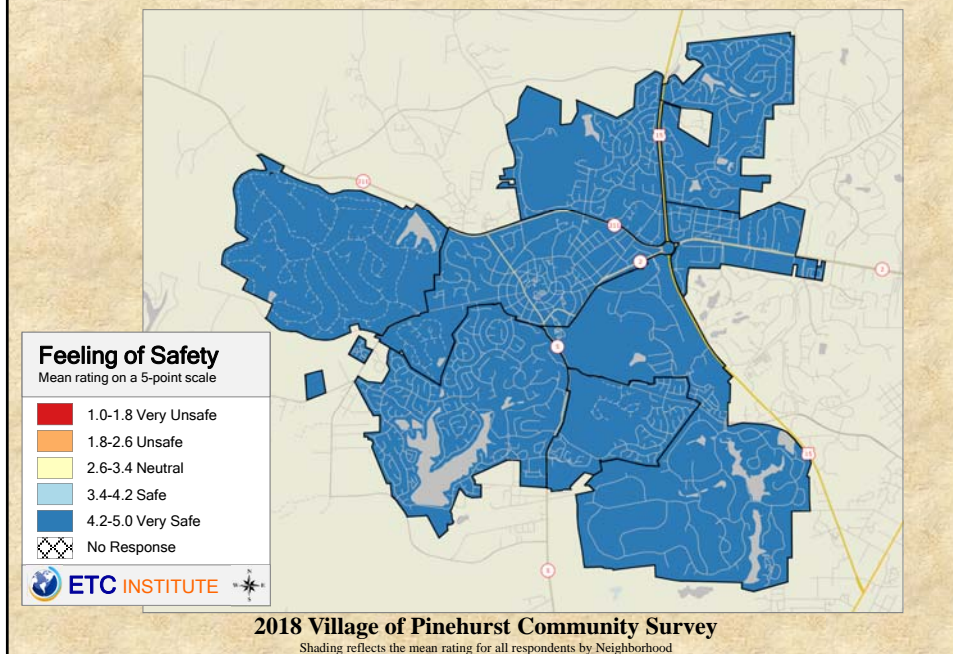
Q5-02 Level of safety: Walking alone in your neighborhood after dark



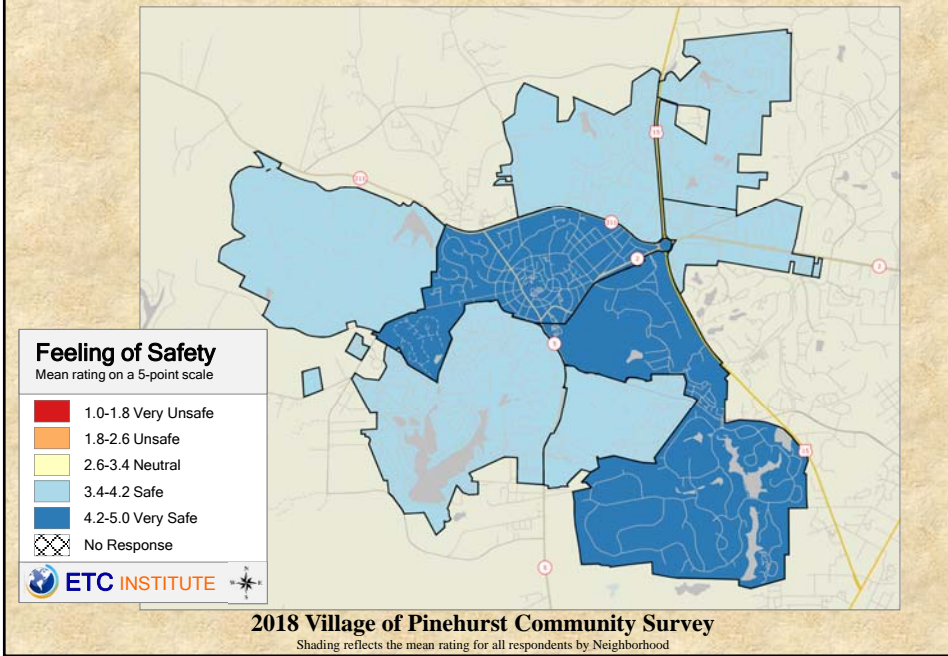
Q5-03 Level of safety: In Village parks and recreation facilities



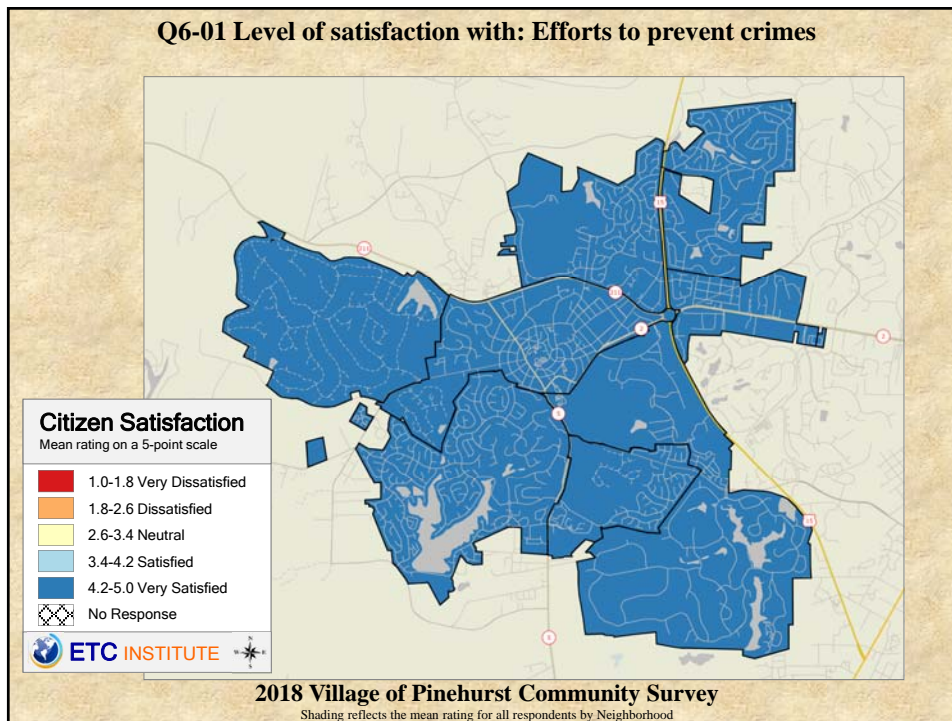
Q5-04 Level of safety: In business areas of the Village during the day



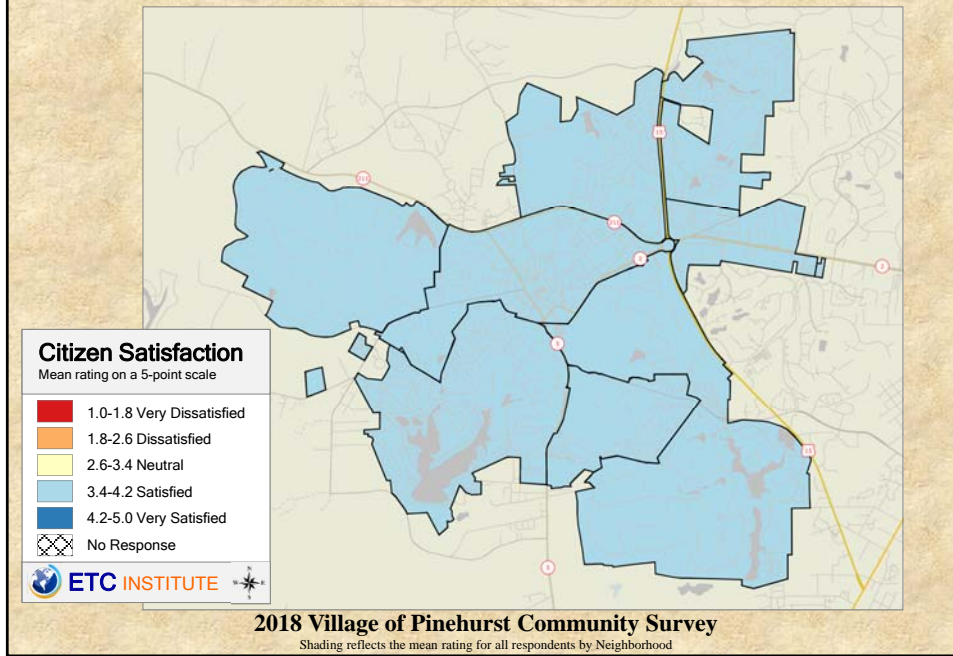
Q5-05 Level of safety: In business areas of the Village after dark



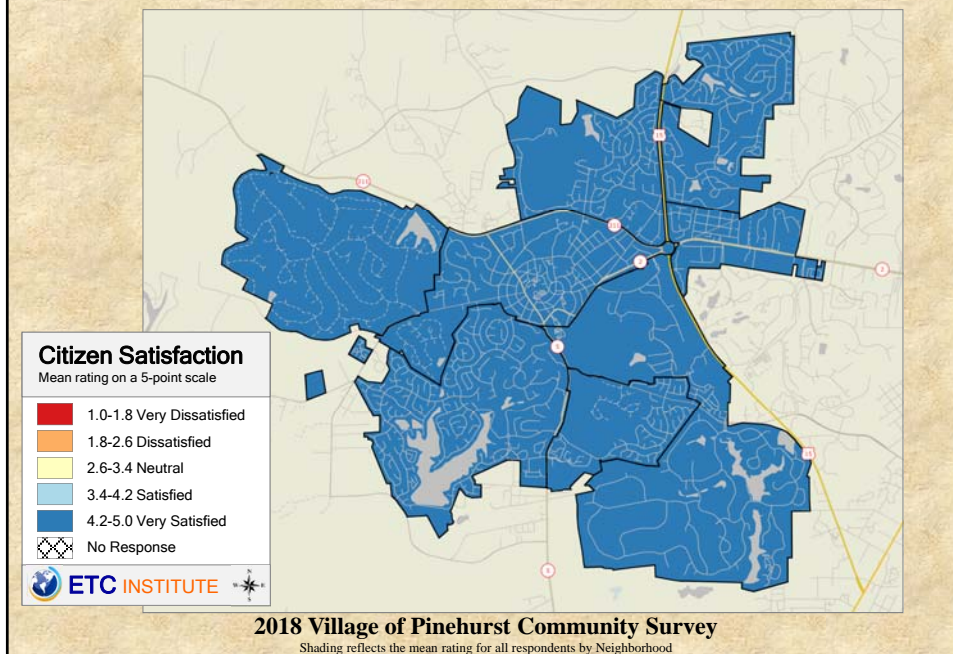
Q6-01 Level of satisfaction with: Efforts to prevent crimes



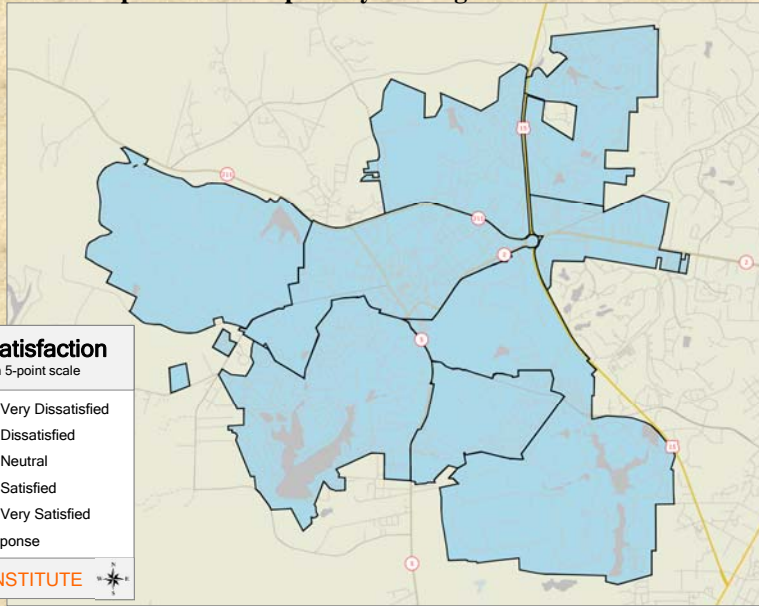
Q6-02 Level of satisfaction with: Enforcement of local traffic laws



Q6-03 Level of satisfaction with: How quickly police respond to emergencies



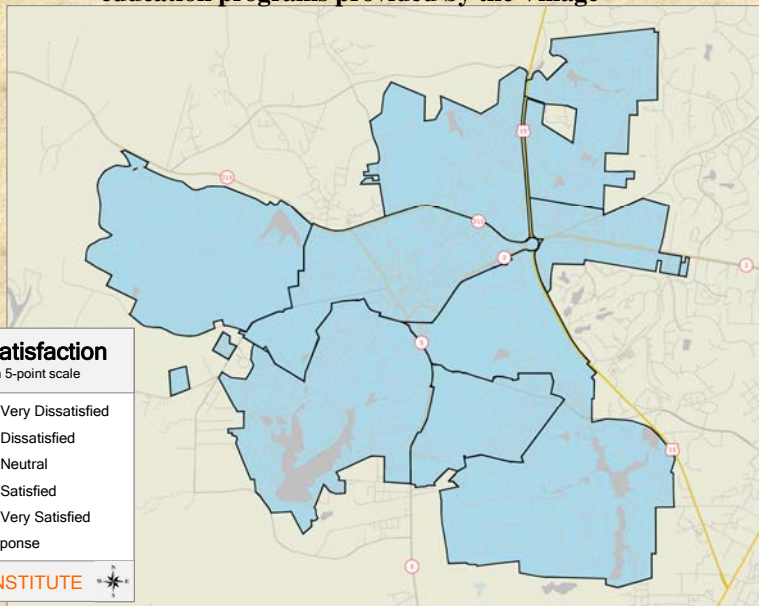
Q6-04 Level of satisfaction with: Frequency that police officers patrol your neighborhood



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

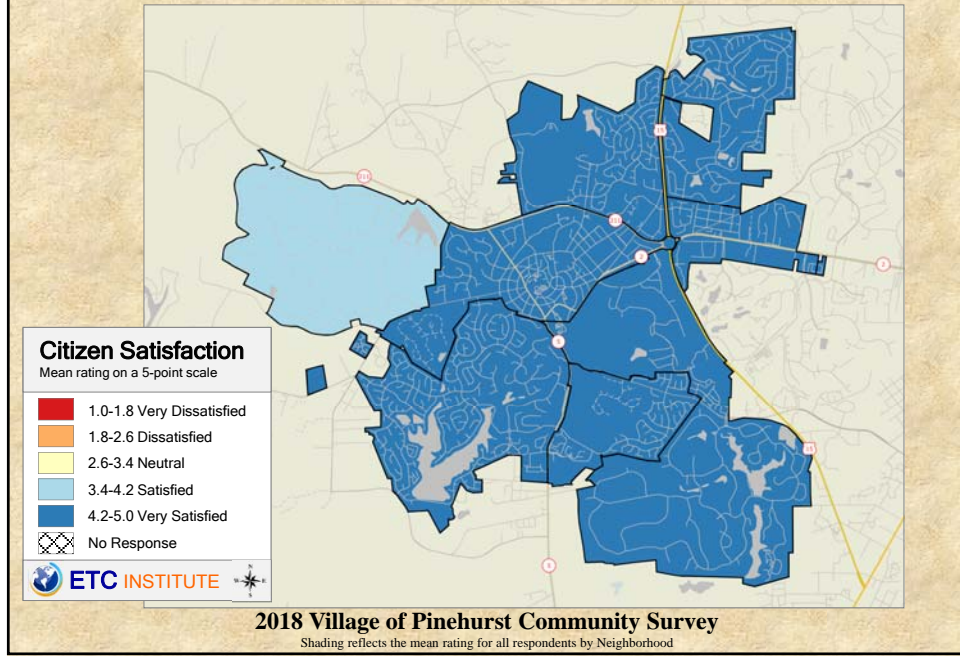
Q6-05 Level of satisfaction with: Fire prevention and education programs provided by the Village



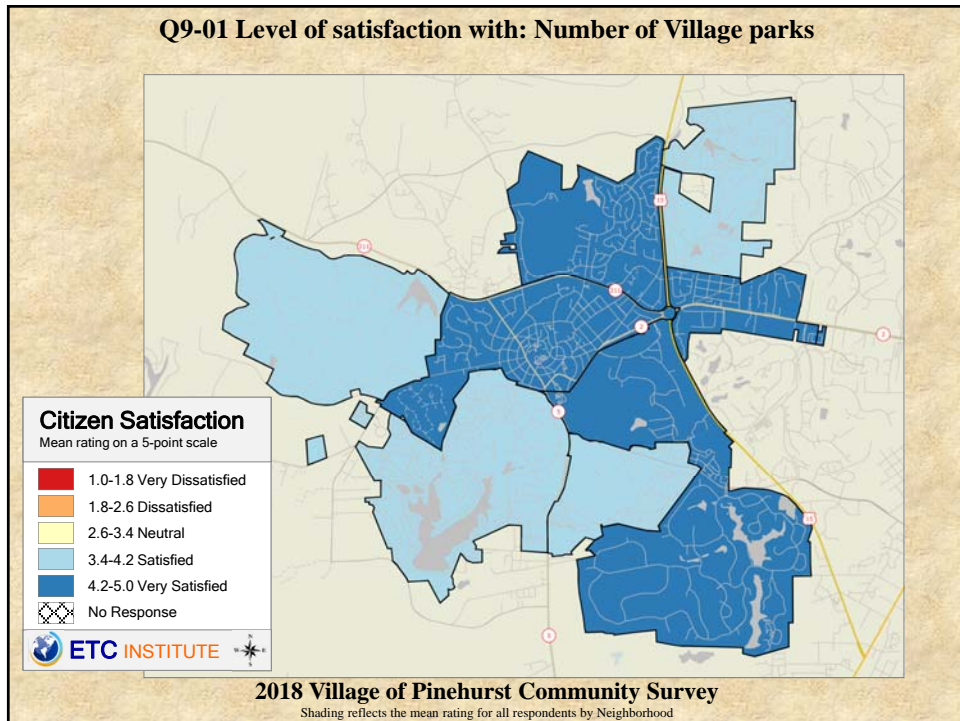
2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

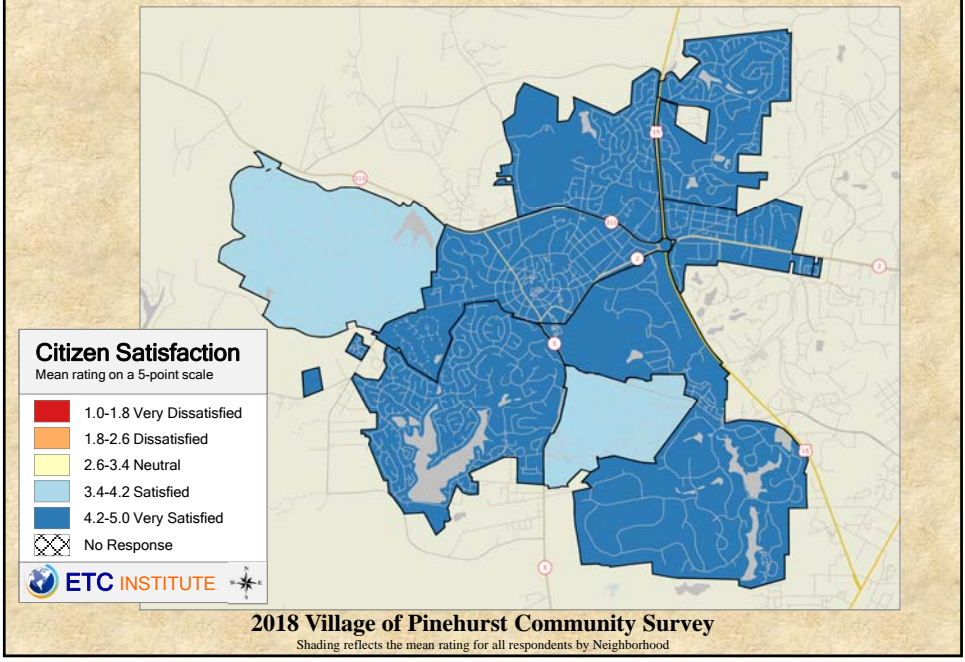
Q6-06 Level of satisfaction with: How quickly fire personnel respond to emergencies



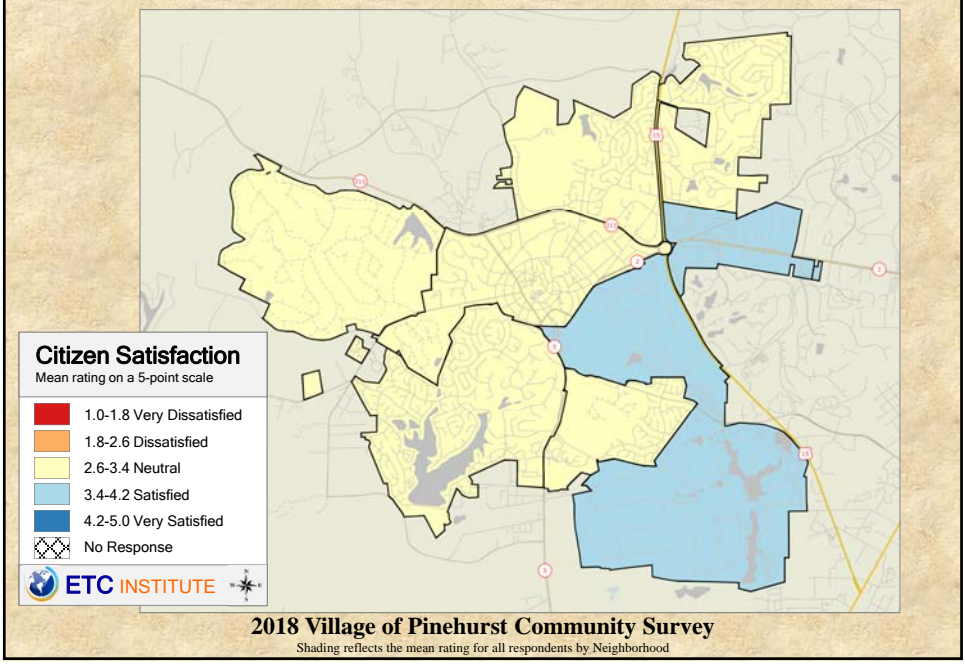
Q9-01 Level of satisfaction with: Number of Village parks



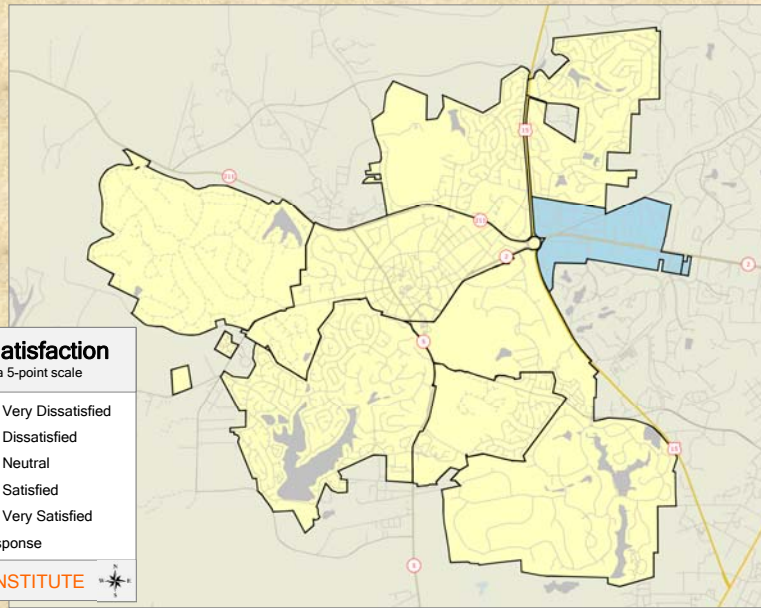
Q9-02 Level of satisfaction with: Quality of Village parks



Q9-03 Level of satisfaction with: Quality of recreation indoor facilities



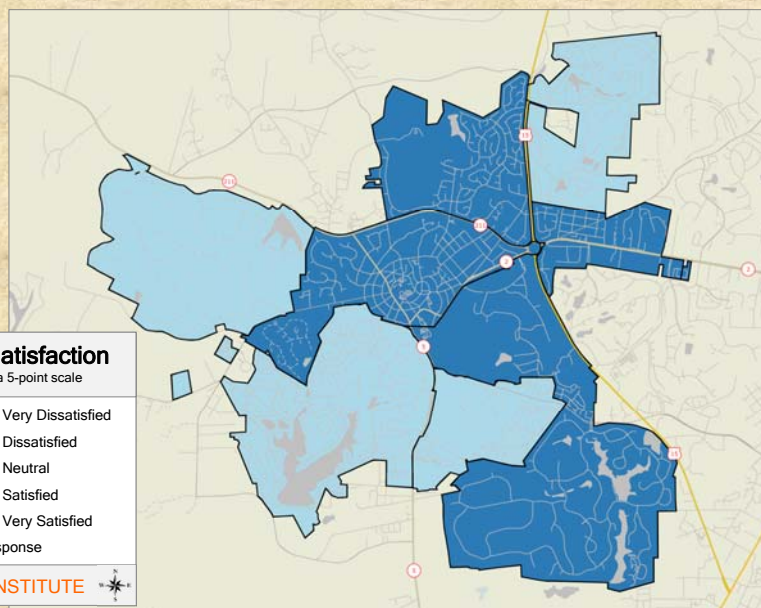
Q9-04 Level of satisfaction with: Availability of recreation indoor facilities



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

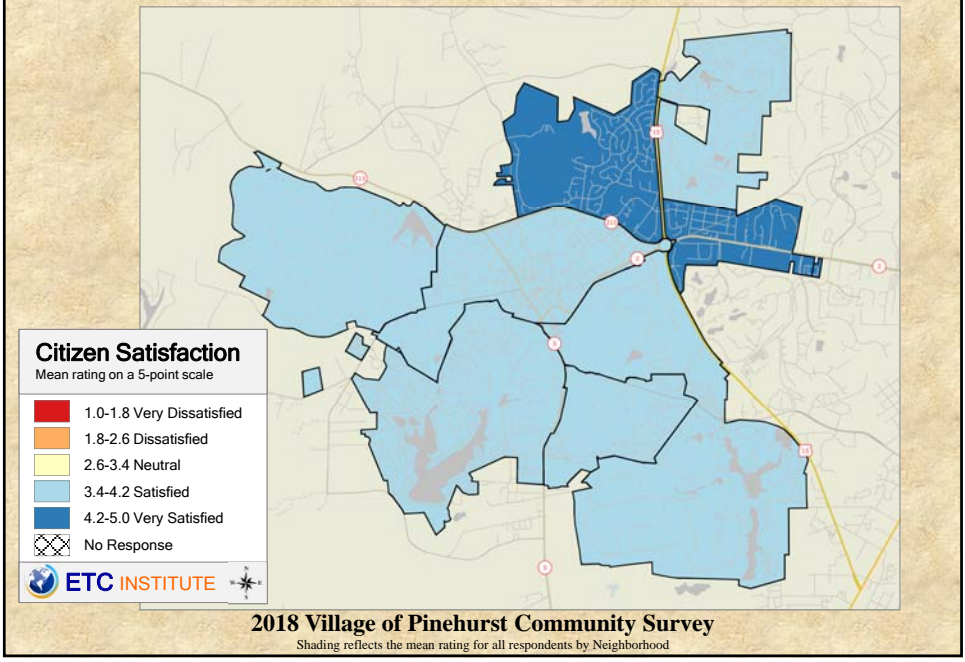
Q9-05 Level of satisfaction with: Availability of walking/greenway trails



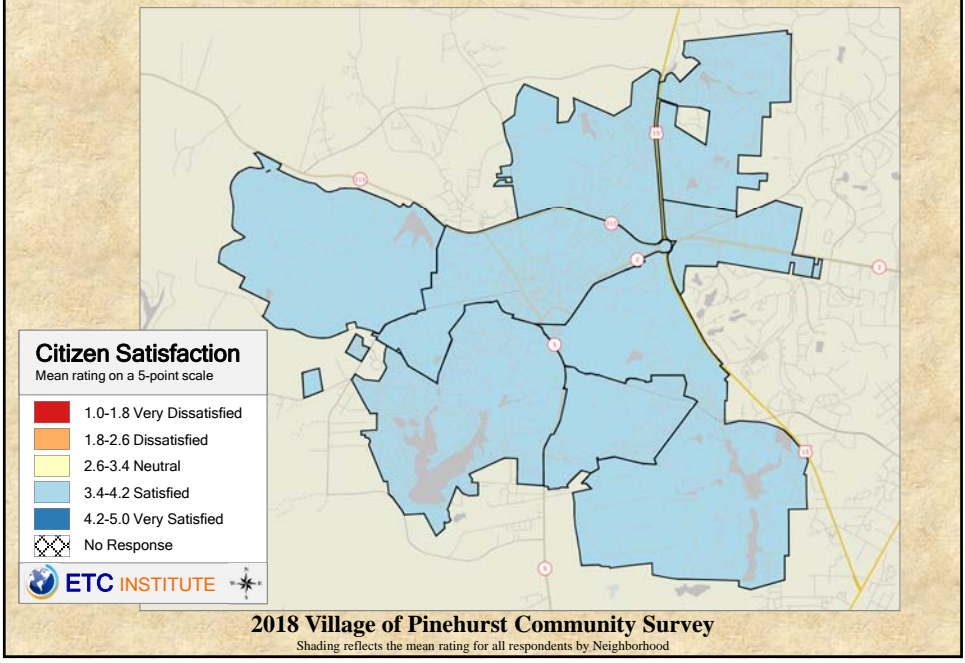
2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

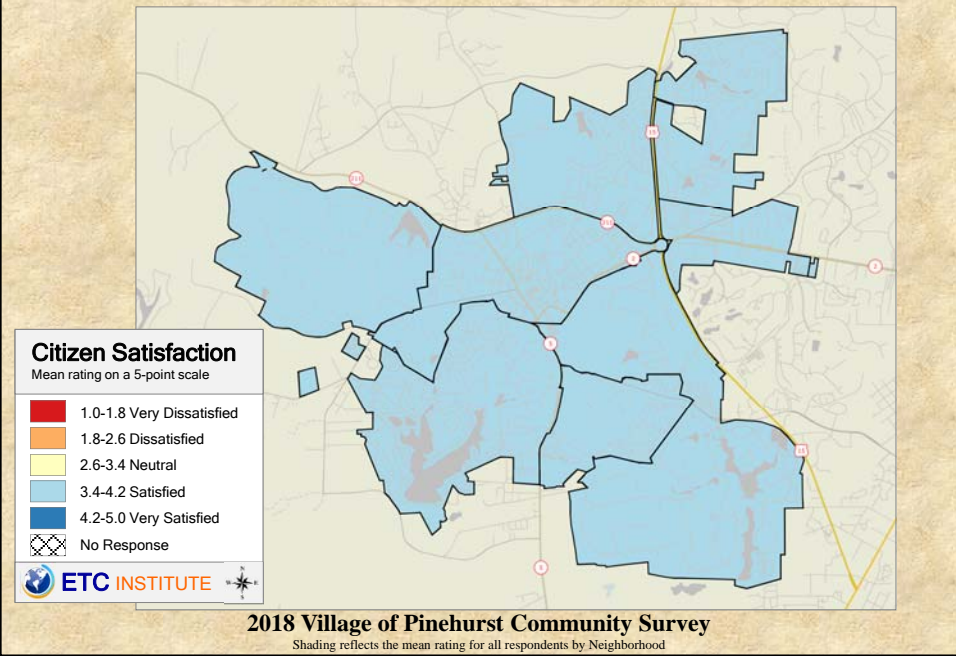
Q9-06 Level of satisfaction with: Condition of walking/greenway trails



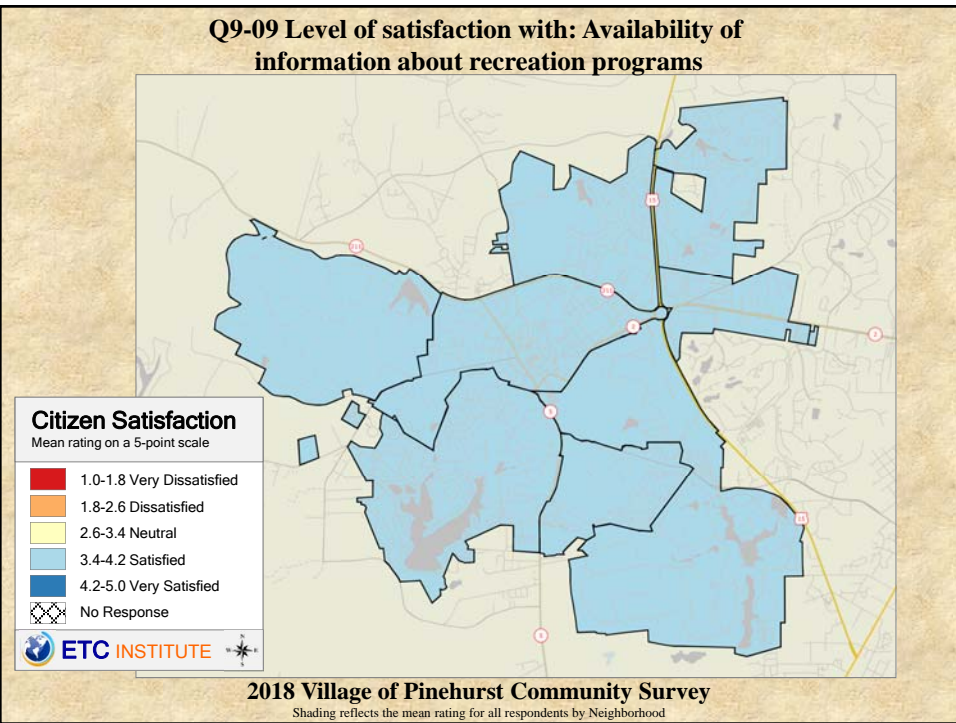
Q9-07 Level of satisfaction with: Quality of outdoor athletic fields and facilities



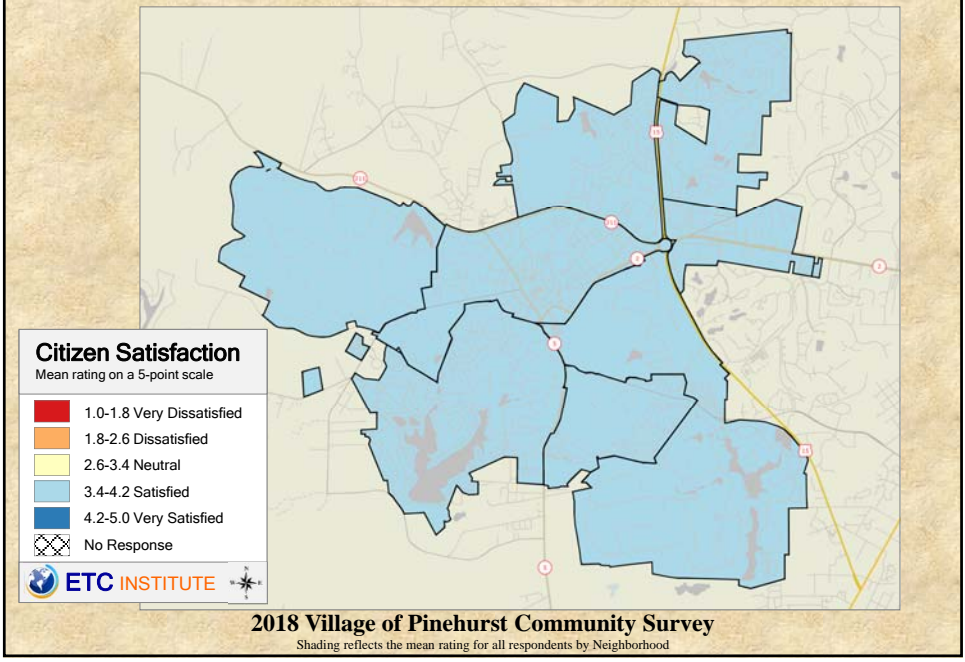
Q9-08 Level of satisfaction with: Availability of outdoor athletic fields and facilities



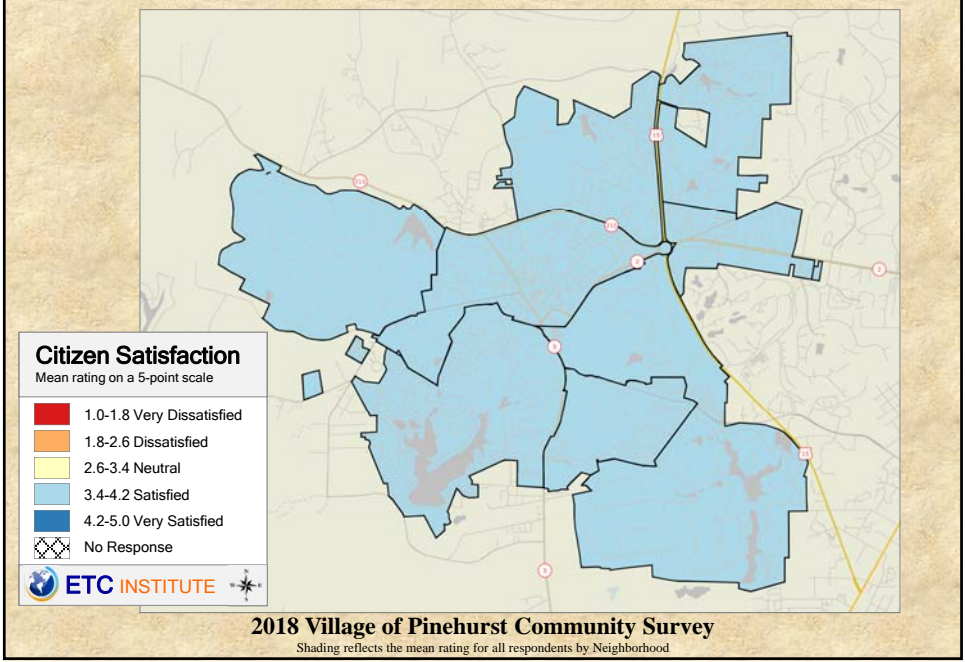
Q9-09 Level of satisfaction with: Availability of information about recreation programs



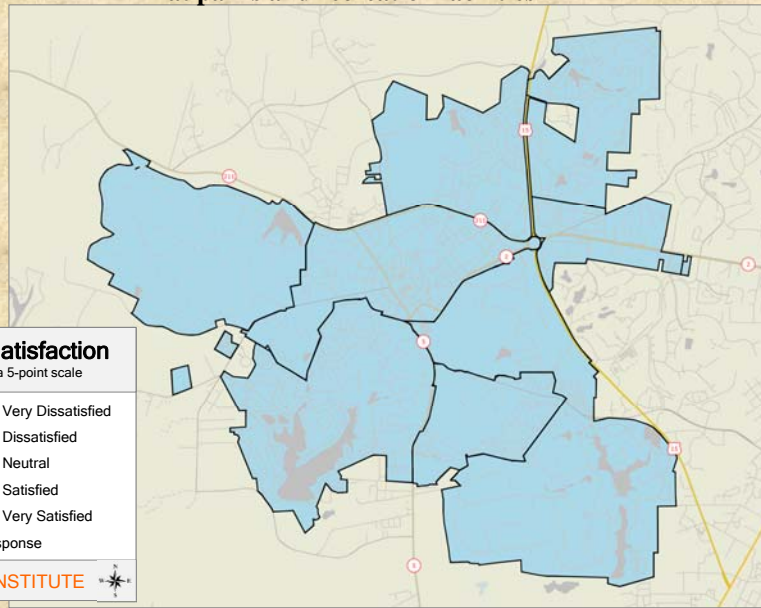
Q9-10 Level of satisfaction with: Quality of youth recreation programs



Q9-11 Level of satisfaction with: Quality of adult recreation programs



Q9-12 Level of satisfaction with: Range of amenities at parks and recreation facilities



Citizen Satisfaction
Mean rating on a 5-point scale

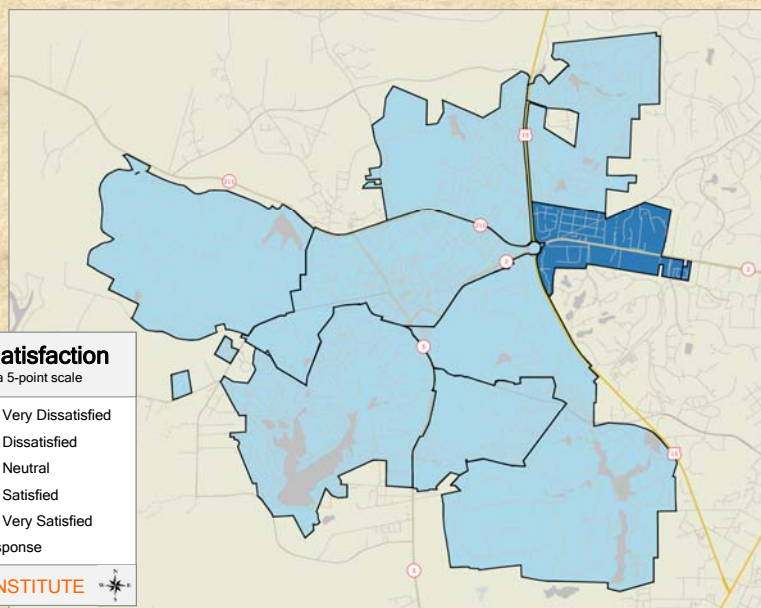
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

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2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

Q9-13 Level of satisfaction with: Village sponsored cultural arts events



Citizen Satisfaction
Mean rating on a 5-point scale

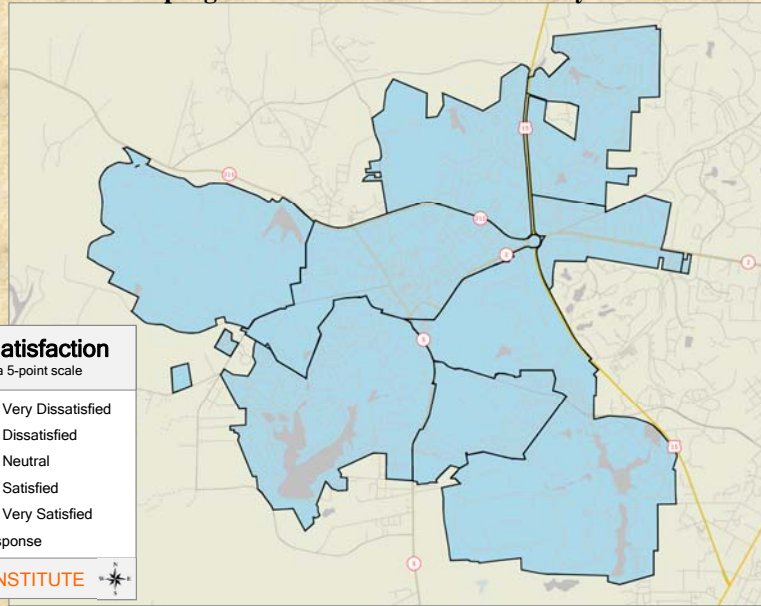
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

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2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

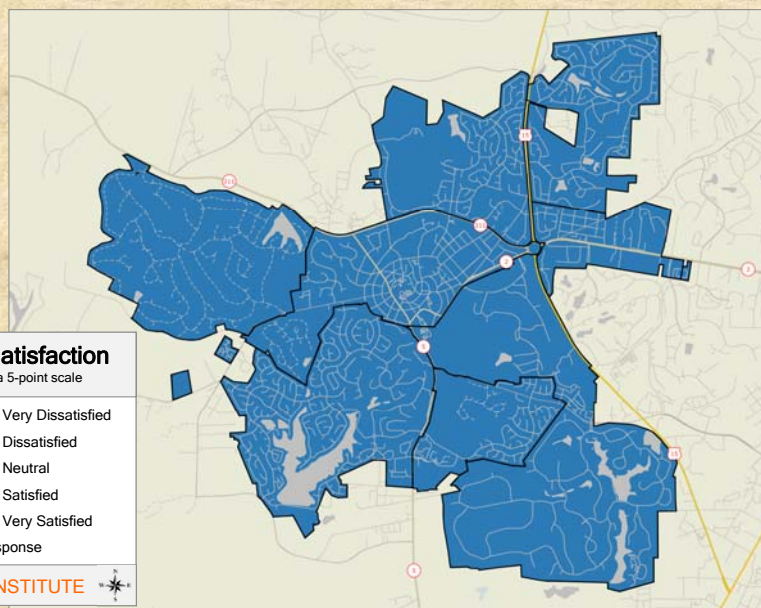
Q9-14 Level of satisfaction with: Variety of cultural arts events and programs in Southern Moore County



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

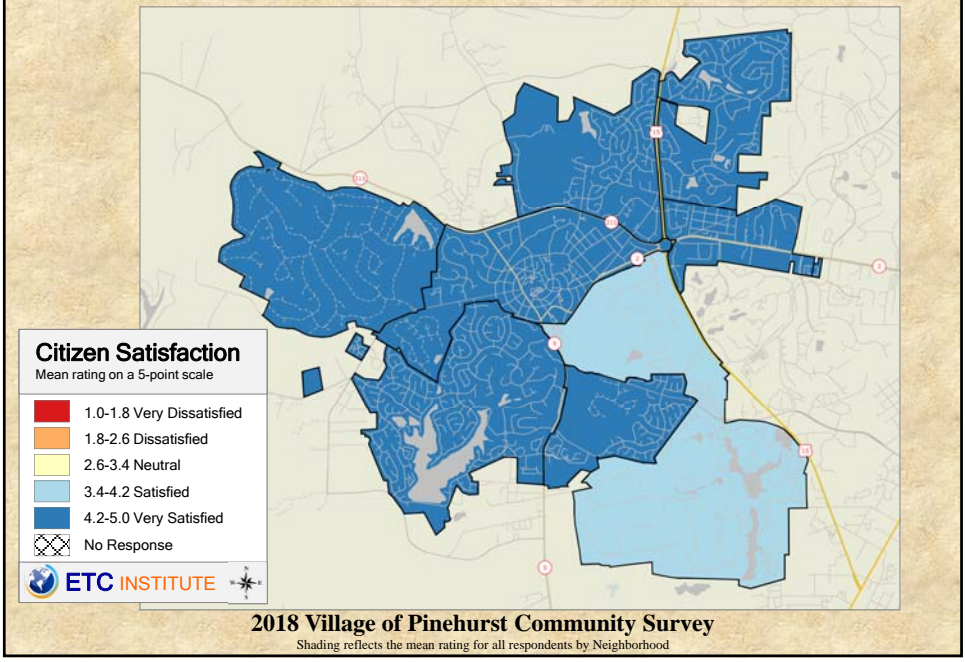
Q12-01 Level of satisfaction with: Given Memorial Library services



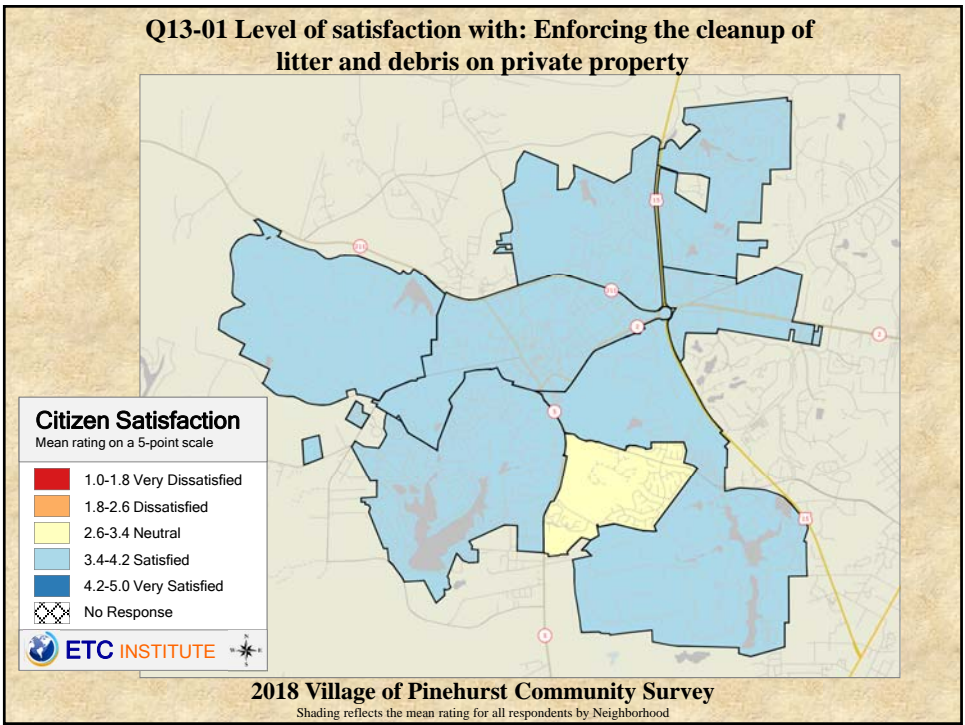
2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

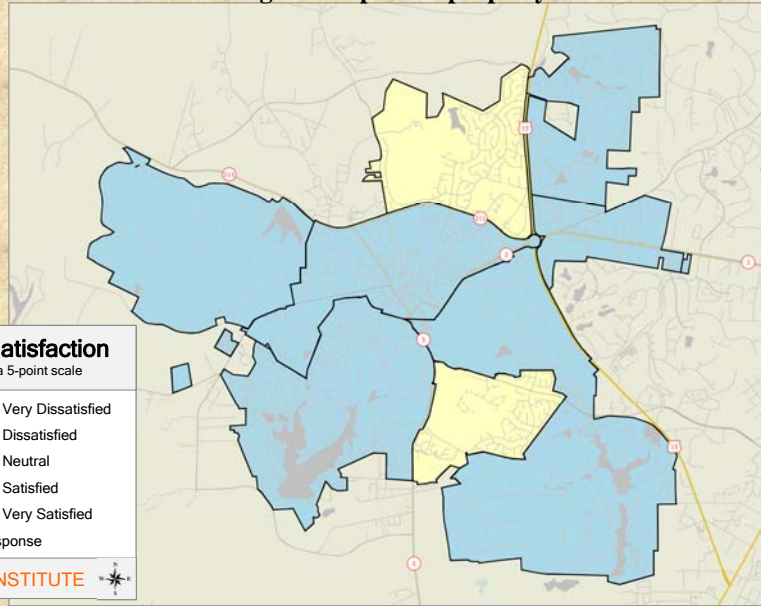
Q12-02 Level of satisfaction with: Given Memorial Library Programs



Q13-01 Level of satisfaction with: Enforcing the cleanup of litter and debris on private property



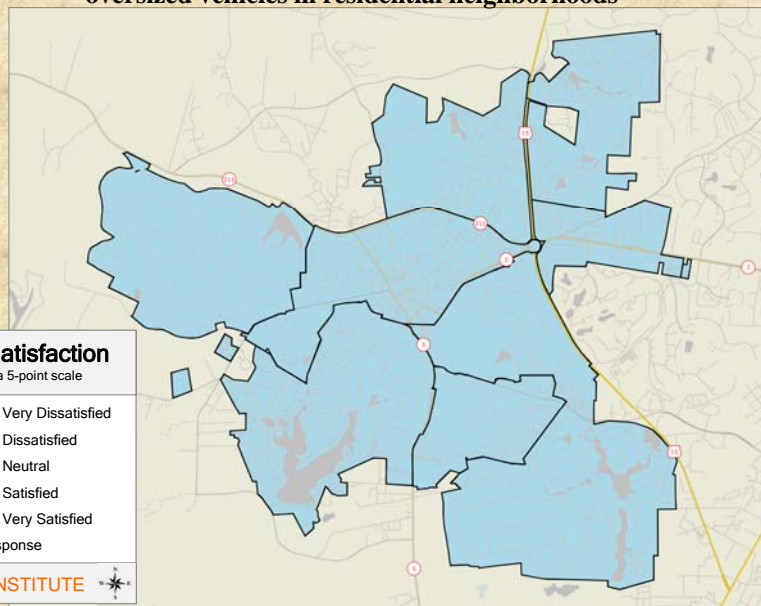
Q13-02 Level of satisfaction with: Enforcing mowing/cutting of weeds/grass on private property



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

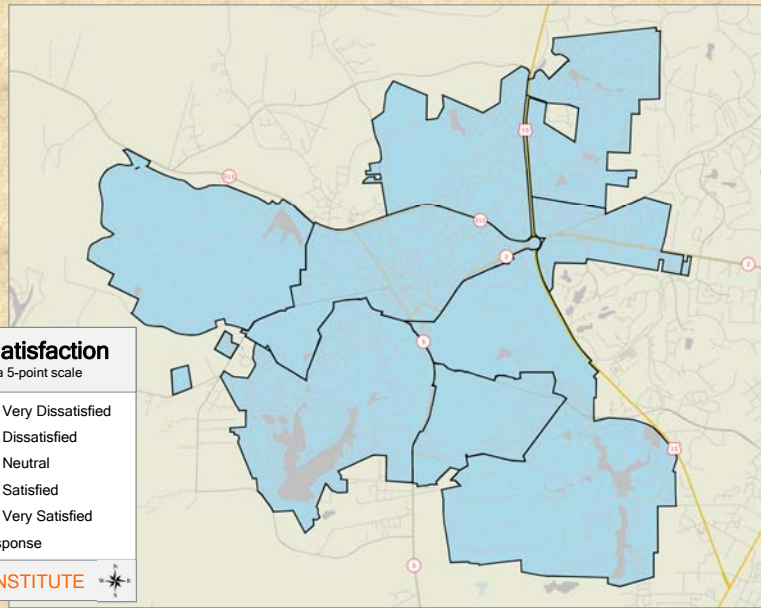
Q13-03 Level of satisfaction with: Enforcing parking-prohibiting oversized vehicles in residential neighborhoods



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

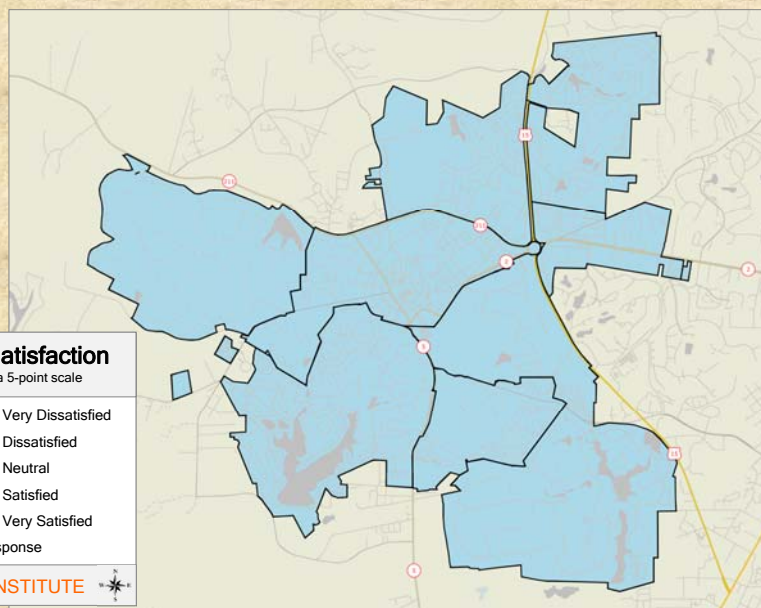
Q13-04 Level of satisfaction with: Enforcing sign regulations



2018 Village of Pinehurst Community Survey

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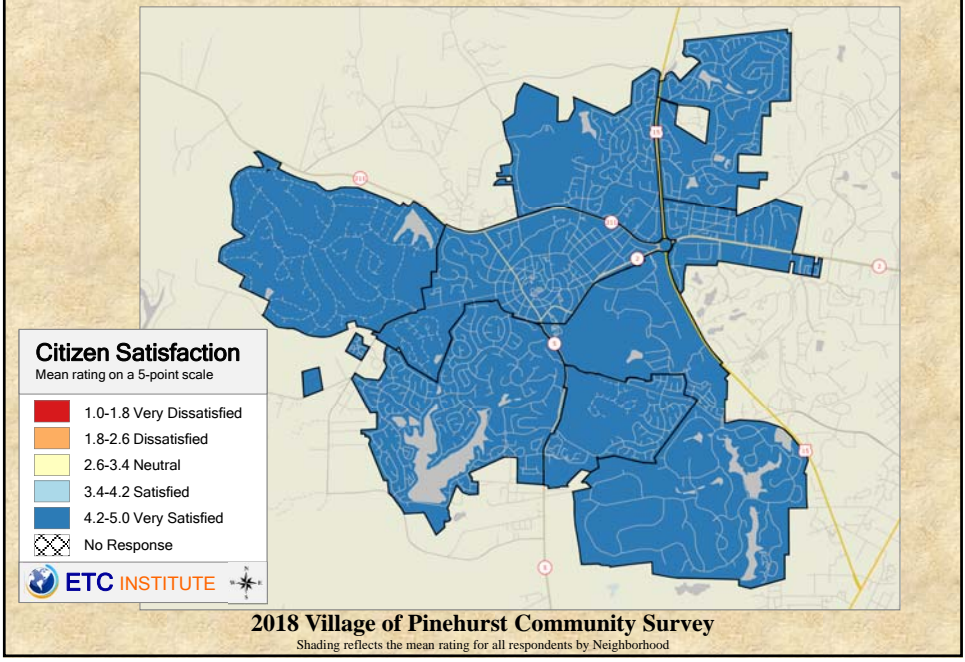
Q13-05 Level of satisfaction with: Enforcing solid waste cart regulations



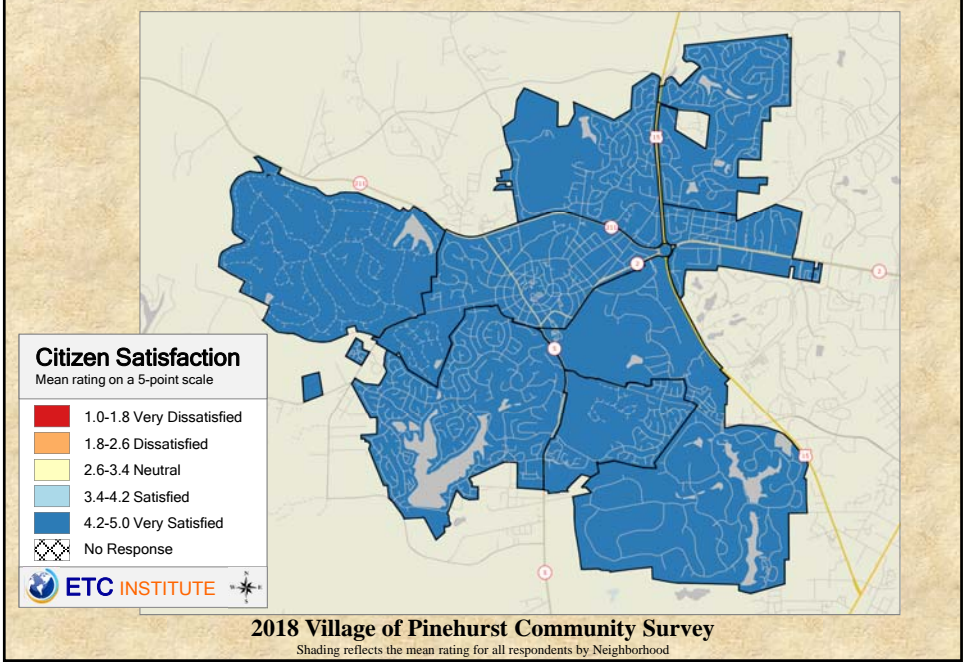
2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

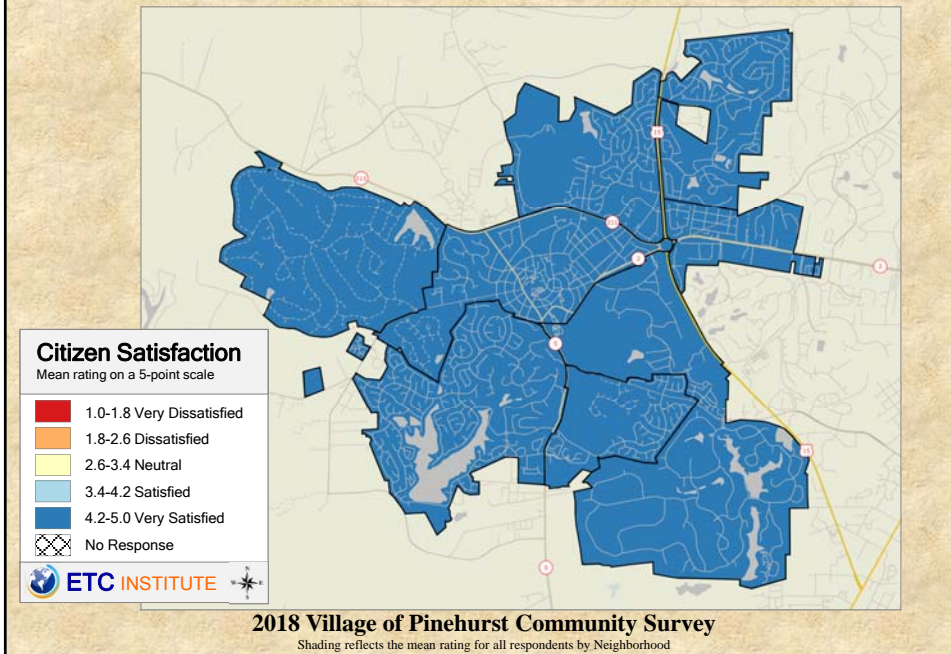
Q15-01 Level of satisfaction with: Residential trash collection services



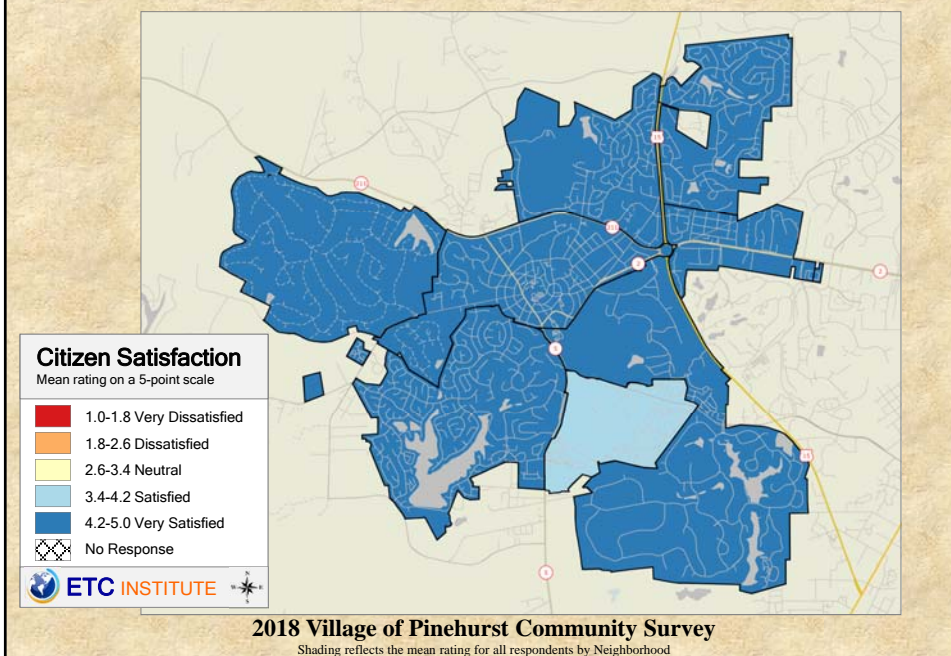
Q15-02 Level of satisfaction with: Curbside recycling services



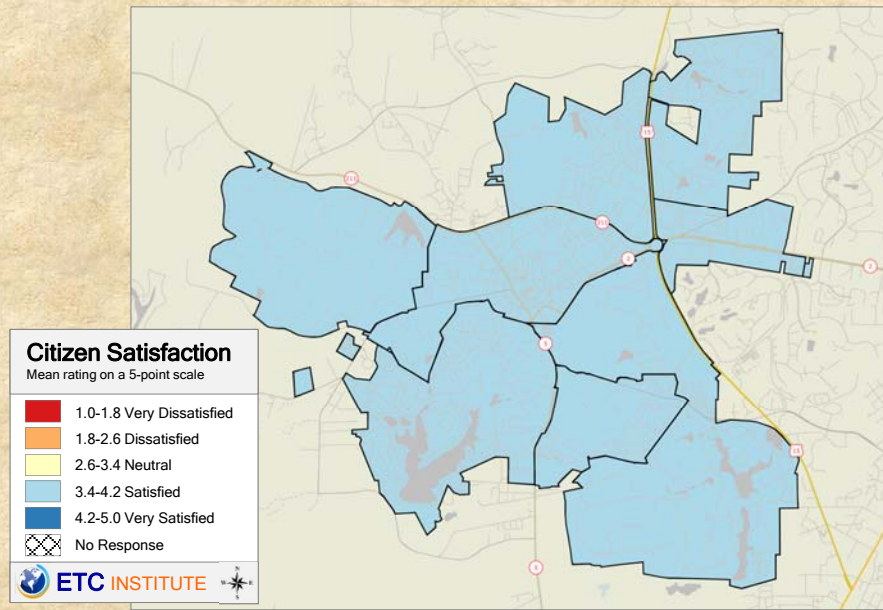
Q15-03 Level of satisfaction with: Yard waste collection services



Q16-01 Level of satisfaction with: Maintenance of main Village street thoroughfares



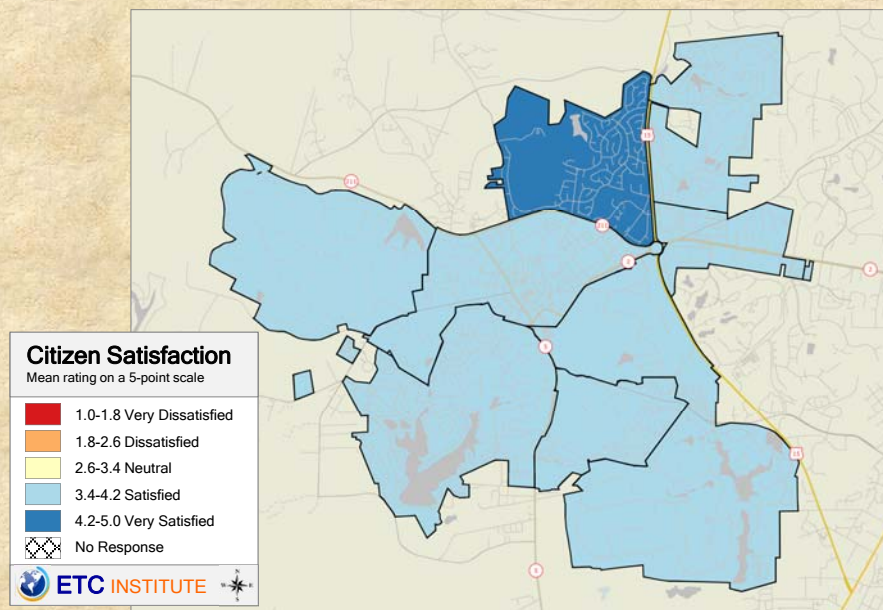
Q16-02 Level of satisfaction with: Maintenance of streets in your neighborhood



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

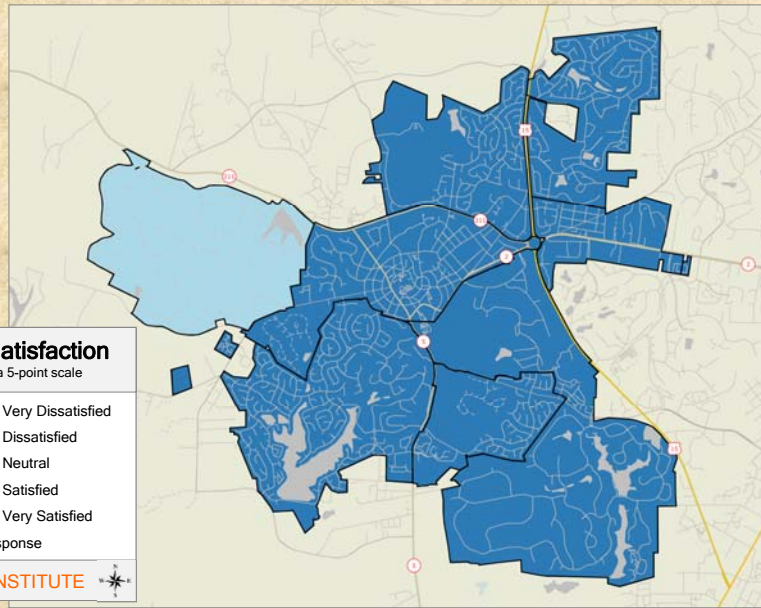
Q16-03 Level of satisfaction with: Maintenance of street signs/pavement markings



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

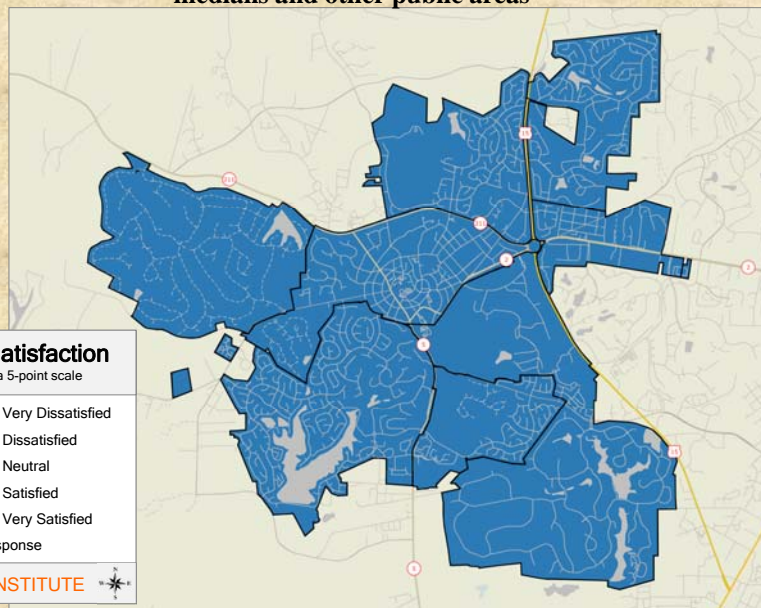
Q16-04 Level of satisfaction with: Maintenance/preservation of downtown



2018 Village of Pinehurst Community Survey

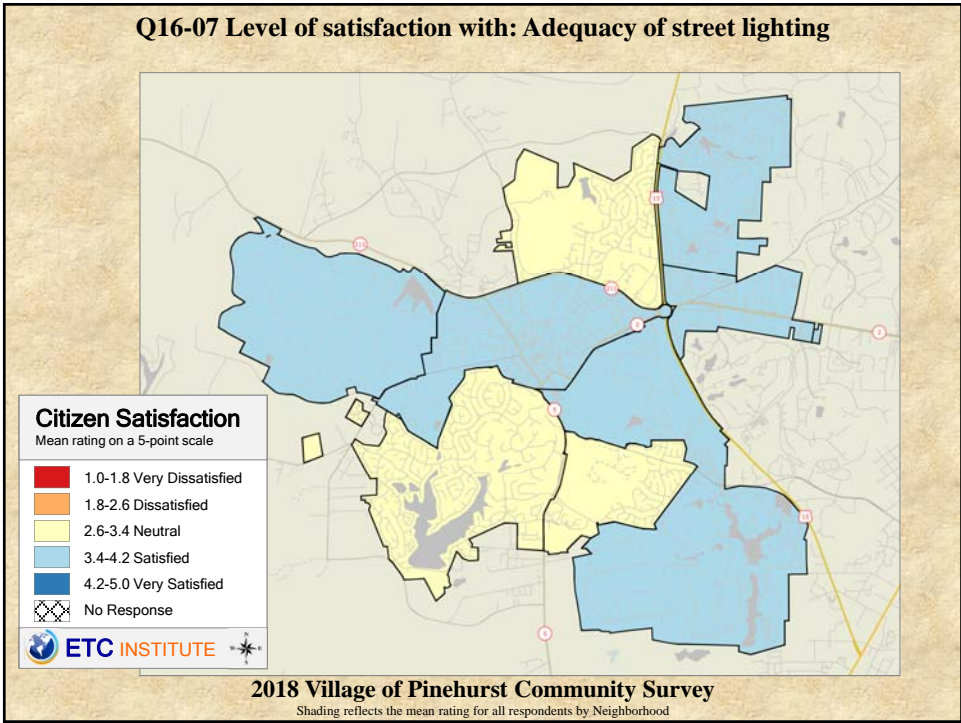
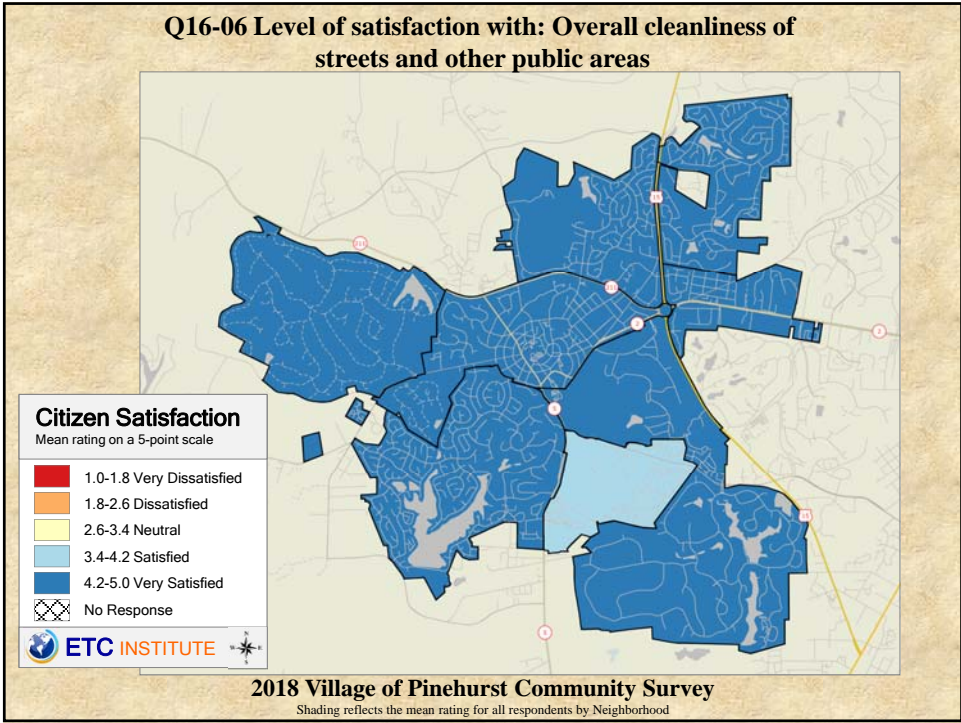
Shading reflects the mean rating for all respondents by Neighborhood

Q16-05 Level of satisfaction with: Quality of landscaping in medians and other public areas

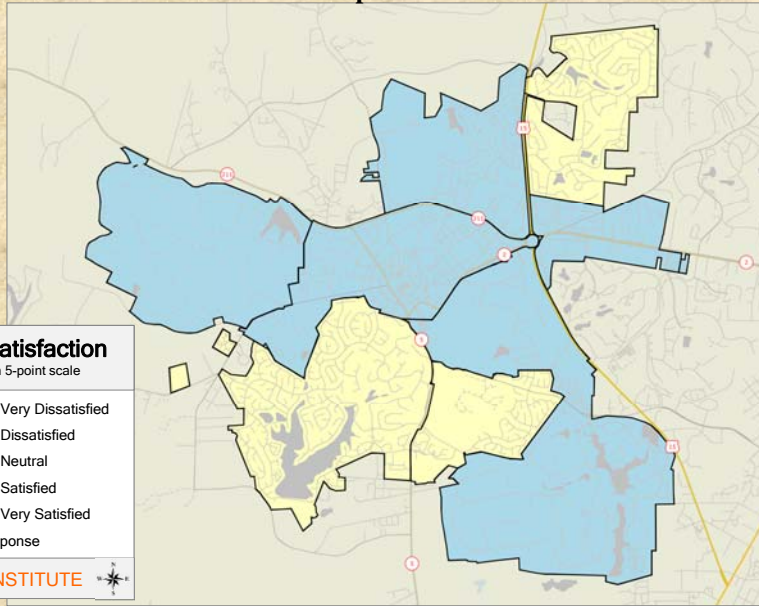


2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood



Q16-08 Level of satisfaction with: Availability of sidewalks and other pedestrian facilities



Citizen Satisfaction
Mean rating on a 5-point scale

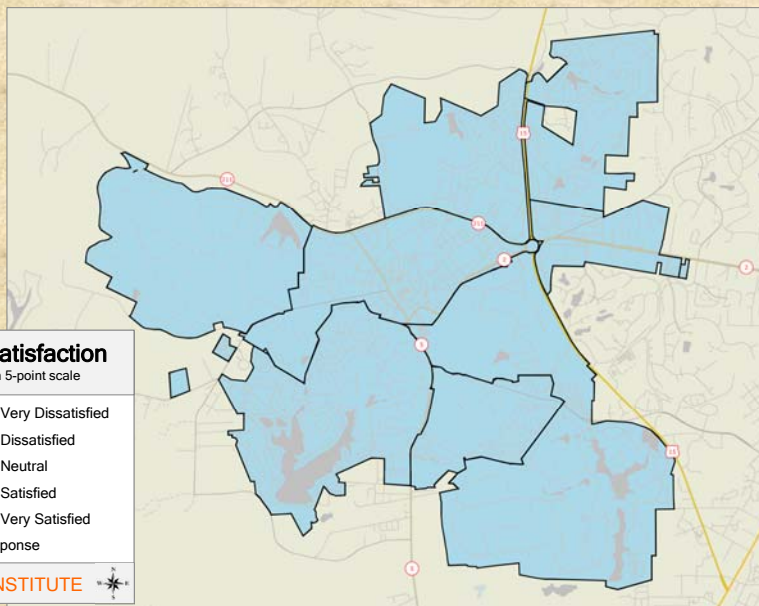
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

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2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

Q16-09 Level of satisfaction with: Condition of existing sidewalks



Citizen Satisfaction
Mean rating on a 5-point scale

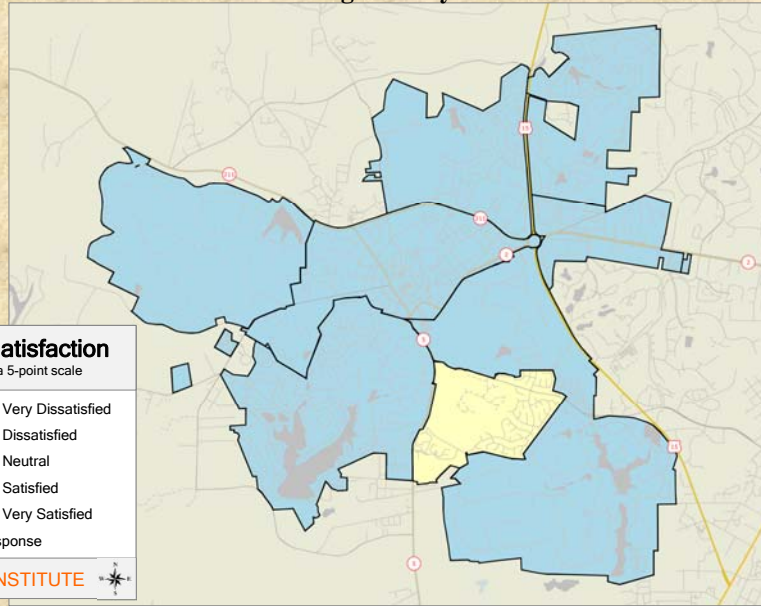
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

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2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

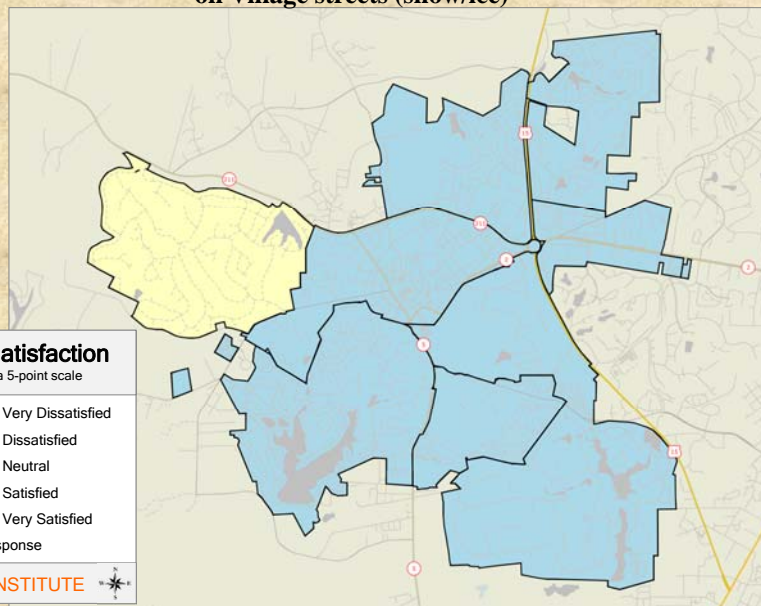
Q16-10 Level of satisfaction with: Quality of the stormwater runoff/management system



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

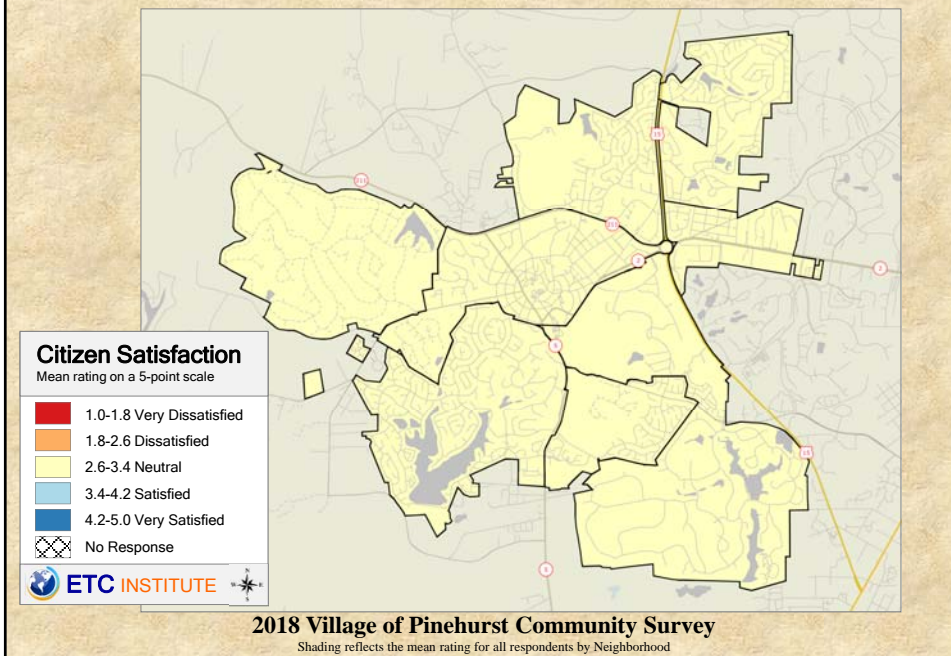
Q16-11 Level of satisfaction with: Winter weather response on Village streets (snow/ice)



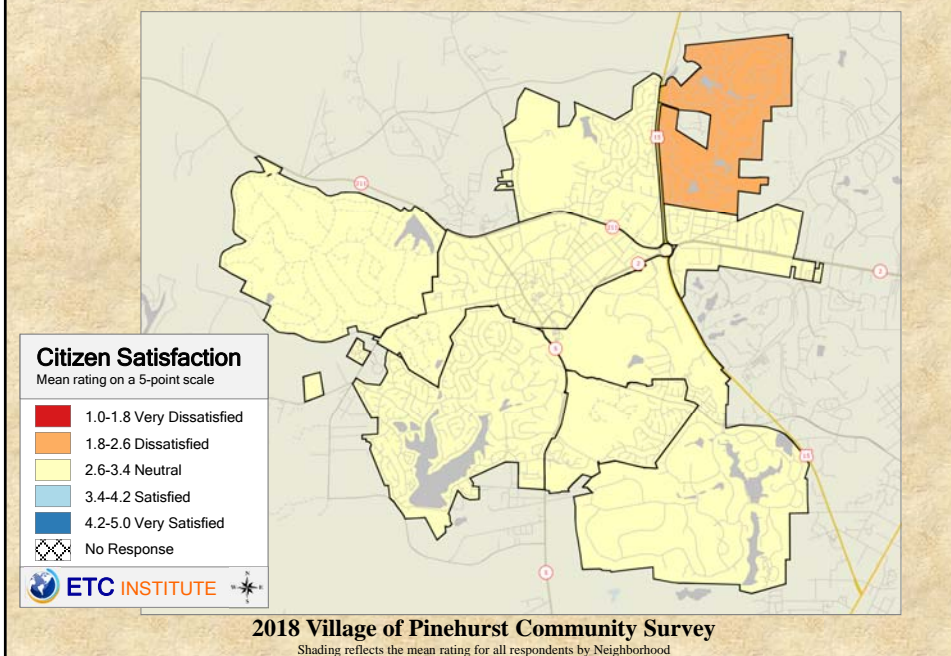
2018 Village of Pinehurst Community Survey

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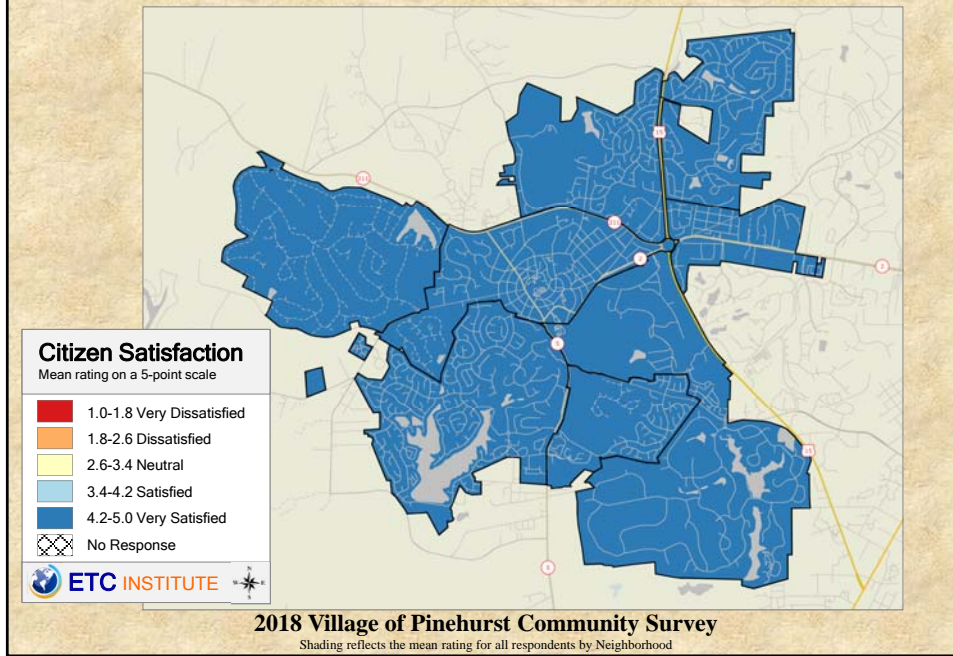
Q16-12 Level of satisfaction with: Ease of travel on Highway 5



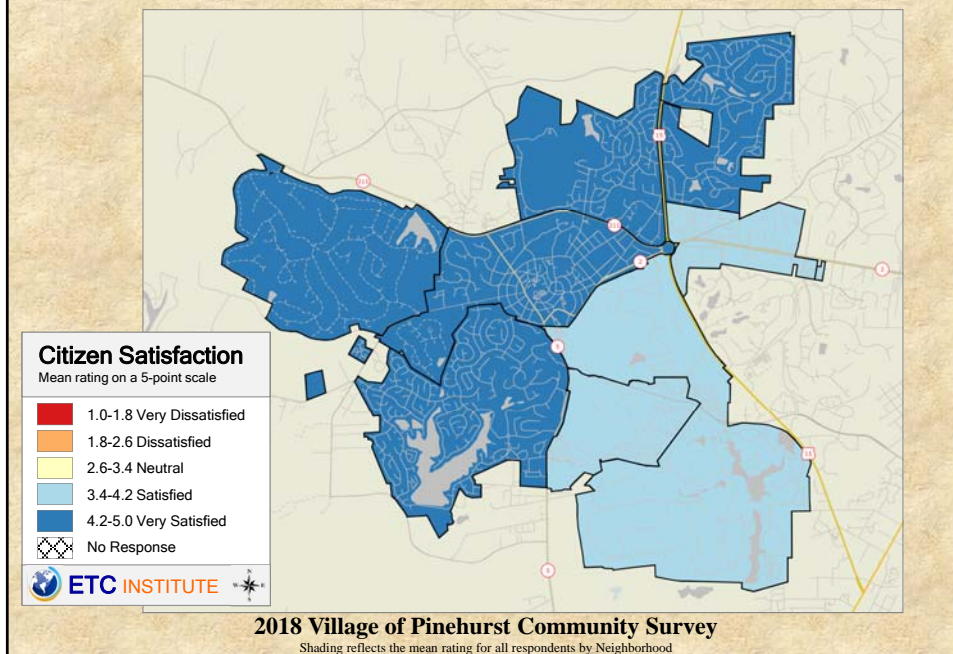
Q16-13 Level of satisfaction with: Ease of travel through the large traffic circle



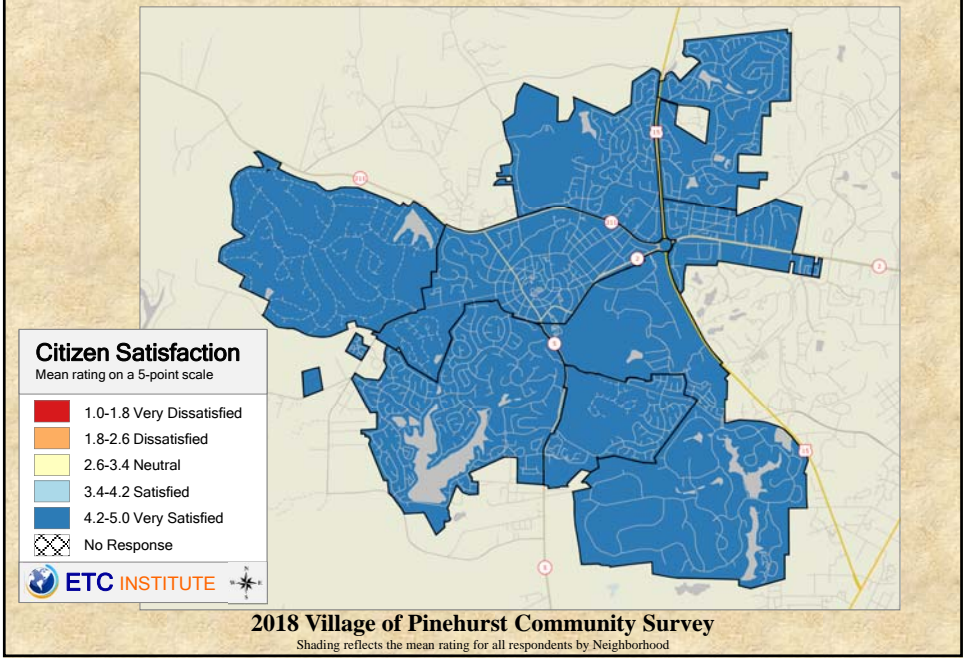
Q18-01 Level of satisfaction with: Fire services



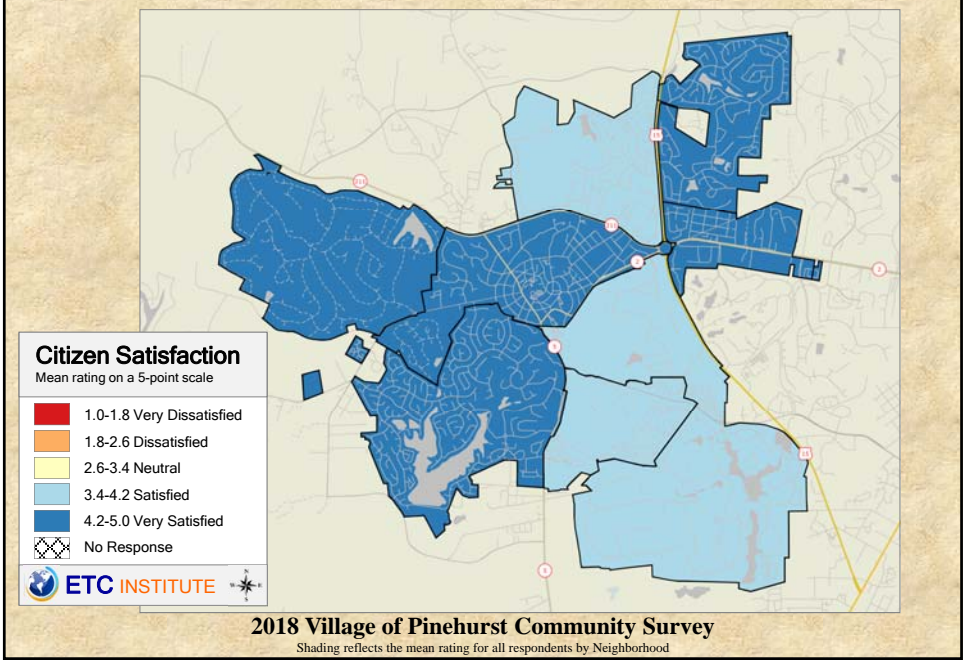
Q18-02 Level of satisfaction with: Police services



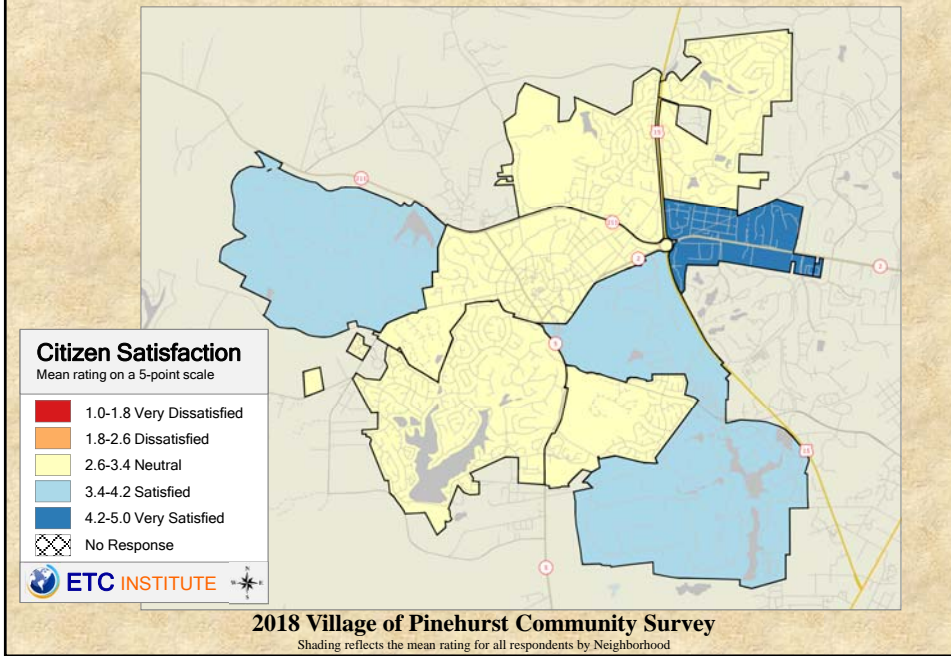
Q18-03 Level of satisfaction with: Village Hall reception desk



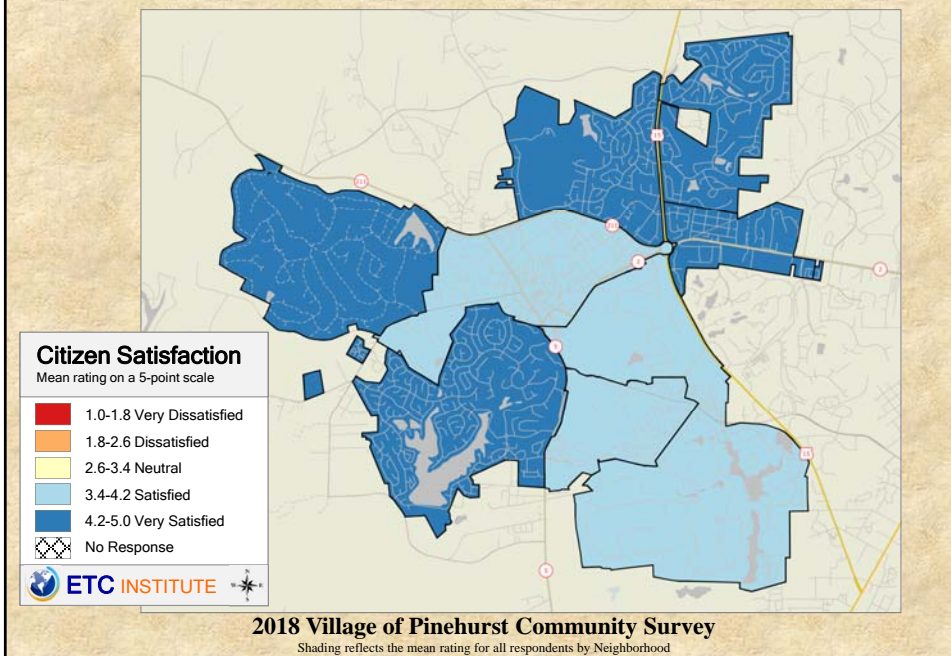
Q18-04 Level of satisfaction with: The MYVOP service request system



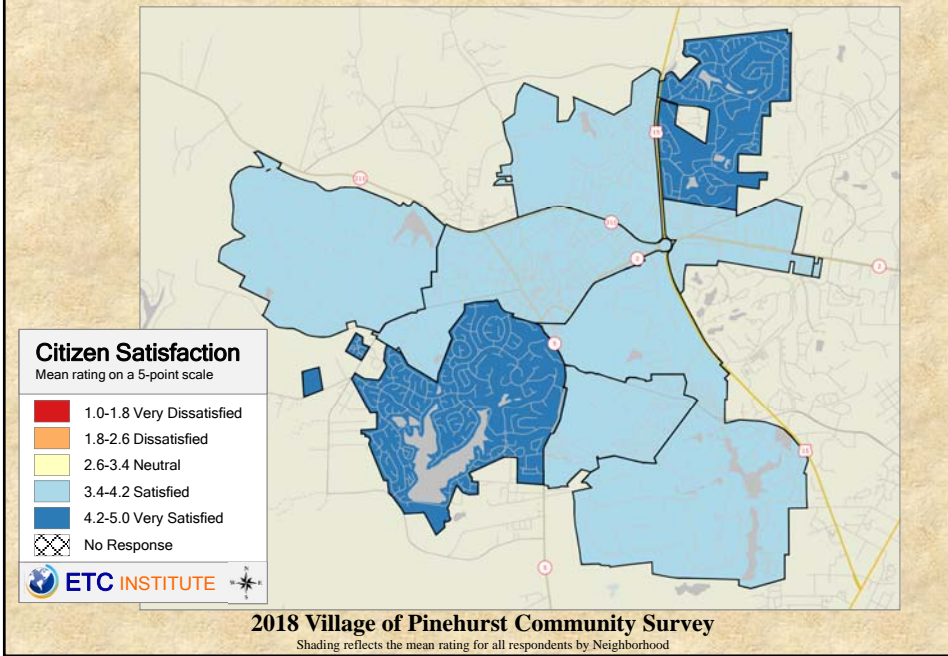
Q18-05 Level of satisfaction with: Code enforcement



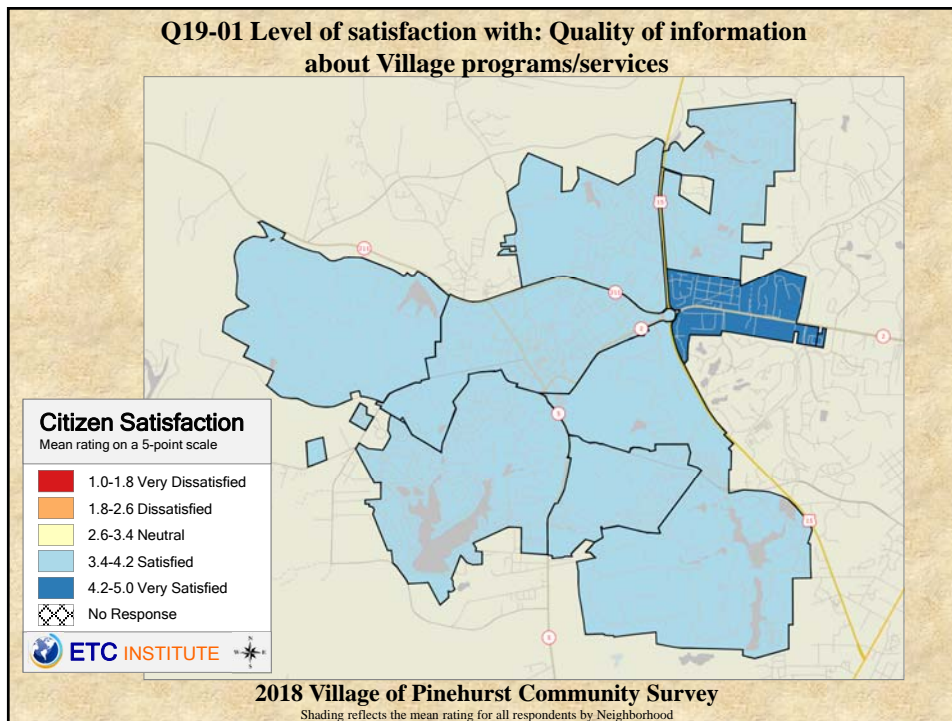
Q18-06 Level of satisfaction with: Recreation program registration

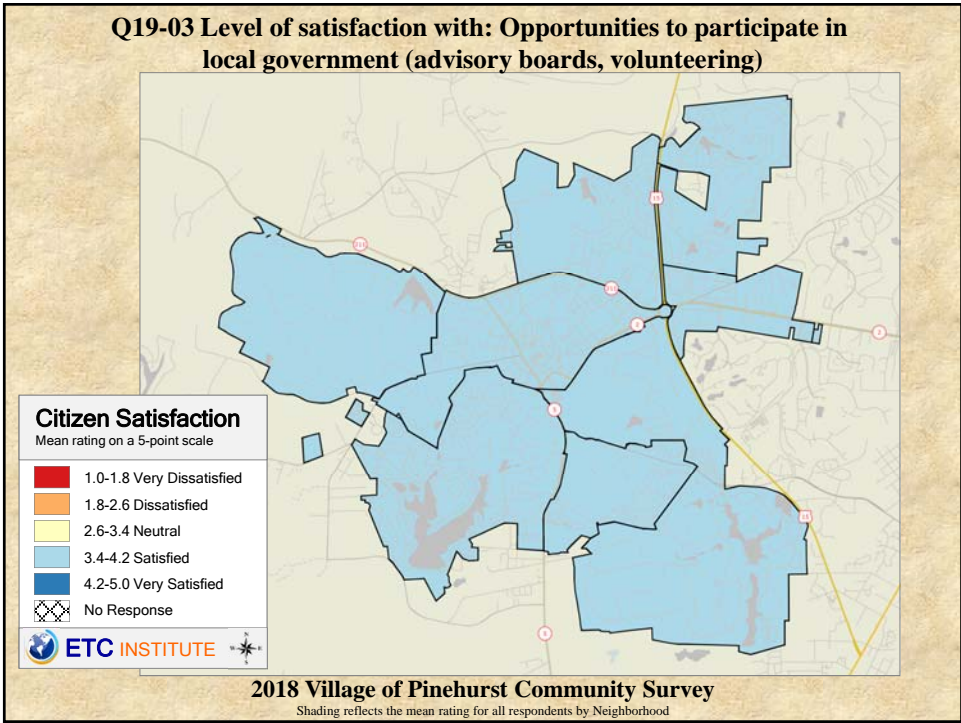
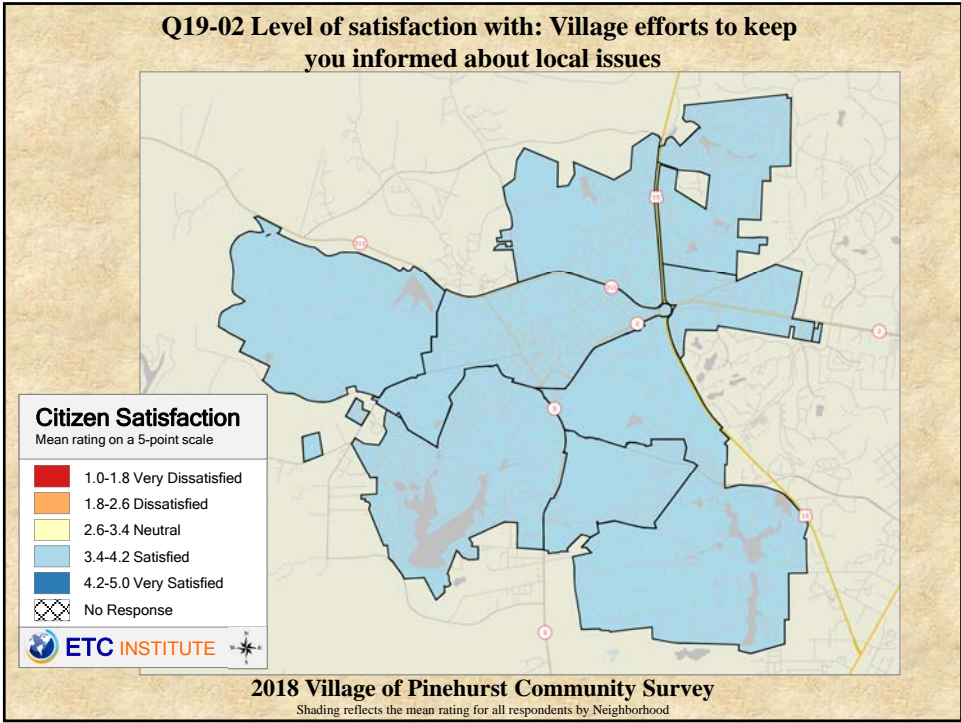


Q18-07 Level of satisfaction with: Planning and inspections services

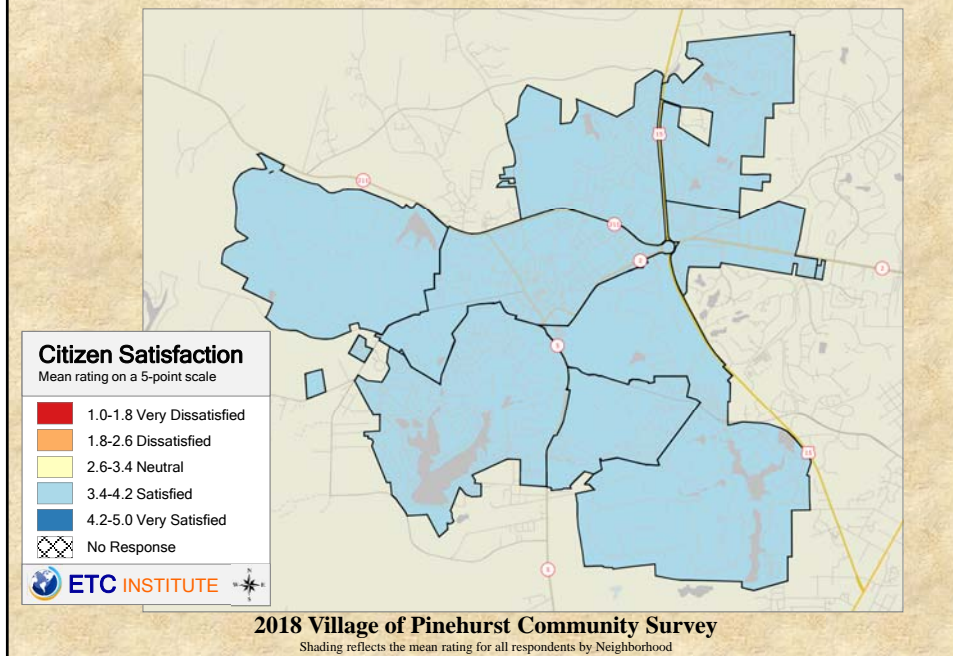


Q19-01 Level of satisfaction with: Quality of information about Village programs/services

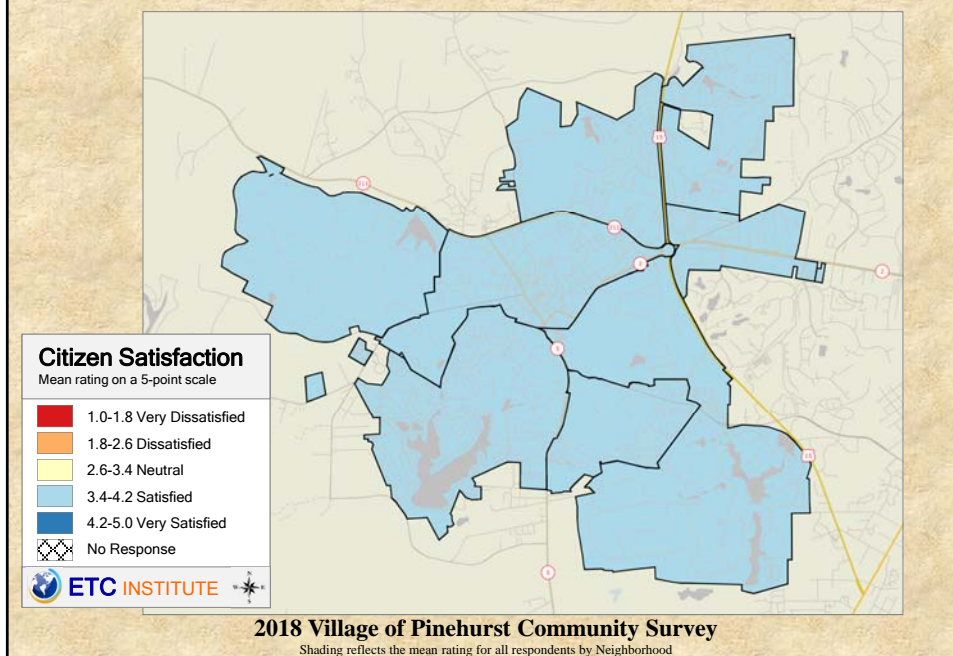




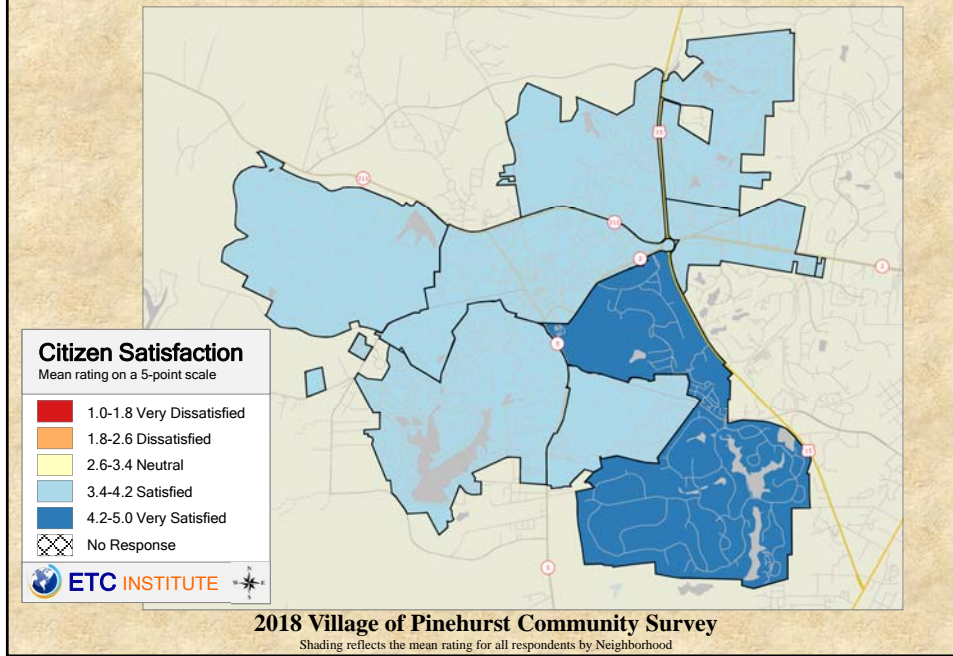
Q19-04 Level of satisfaction with: Village social media



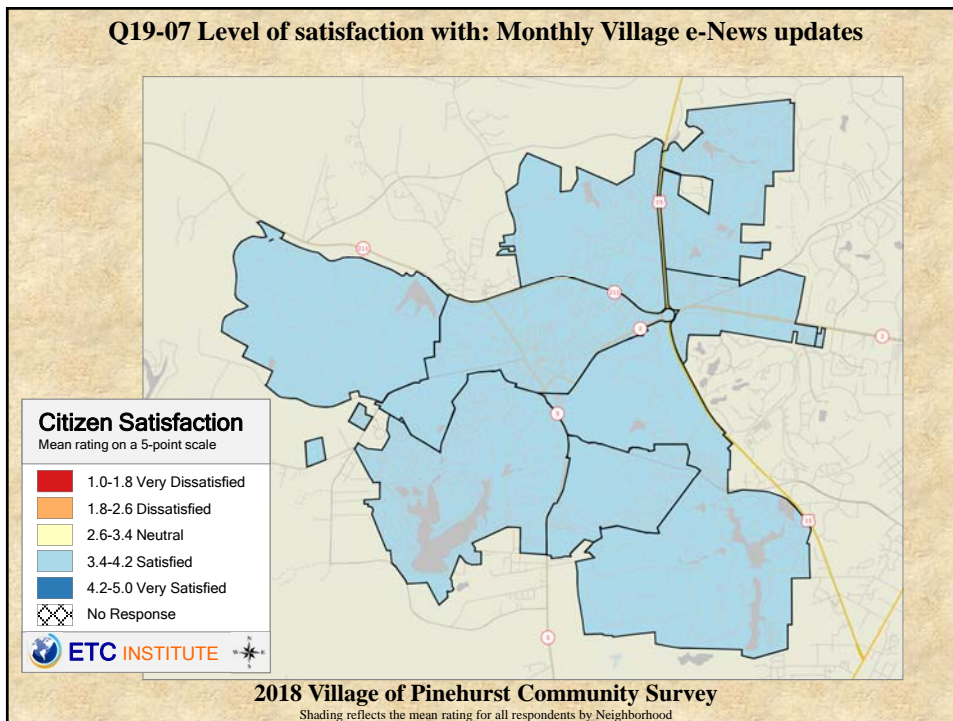
Q19-05 Level of satisfaction with: Village website (www.vopnc.org)



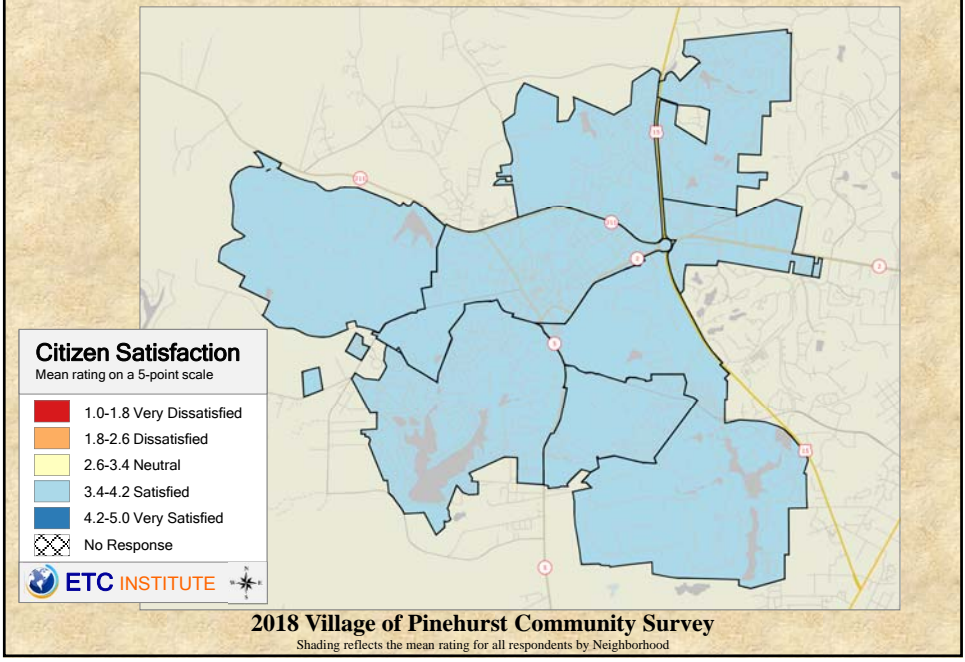
Q19-06 Level of satisfaction with: Village Newsletter



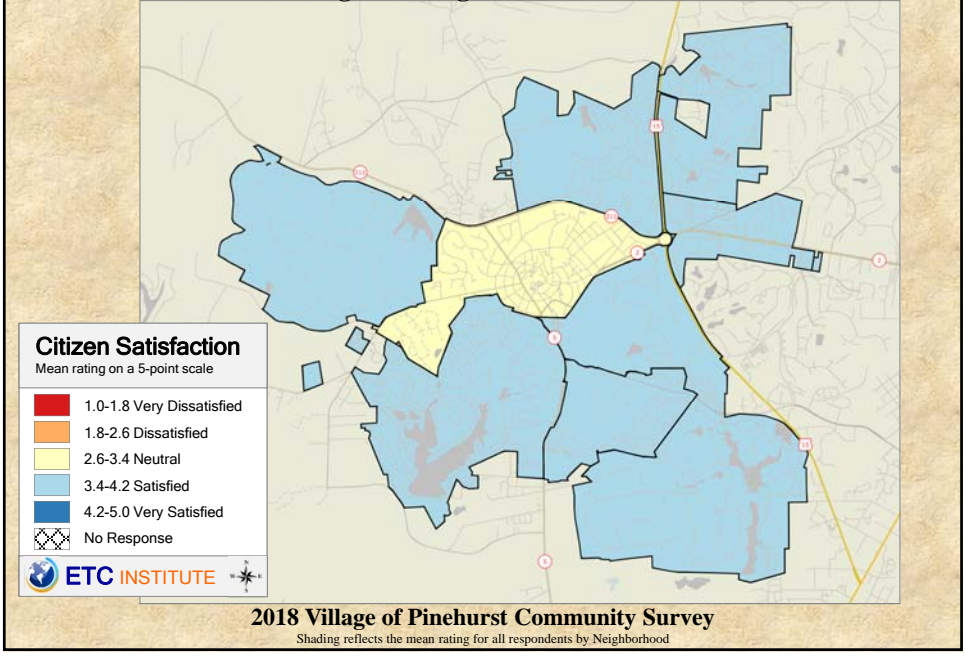
Q19-07 Level of satisfaction with: Monthly Village e-News updates



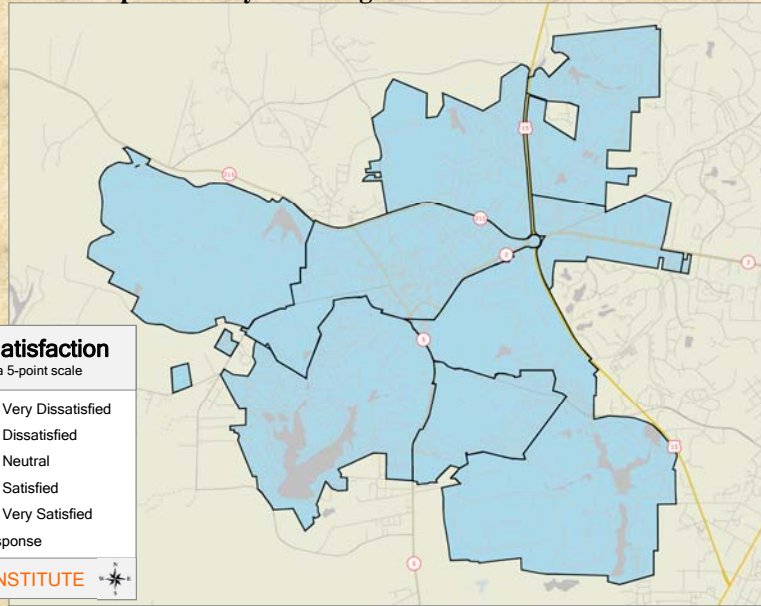
Q19-08 Level of satisfaction with: Open Village Hall community forum



Q19-09 Level of satisfaction with: Community's progress toward meeting its strategic vision and mission



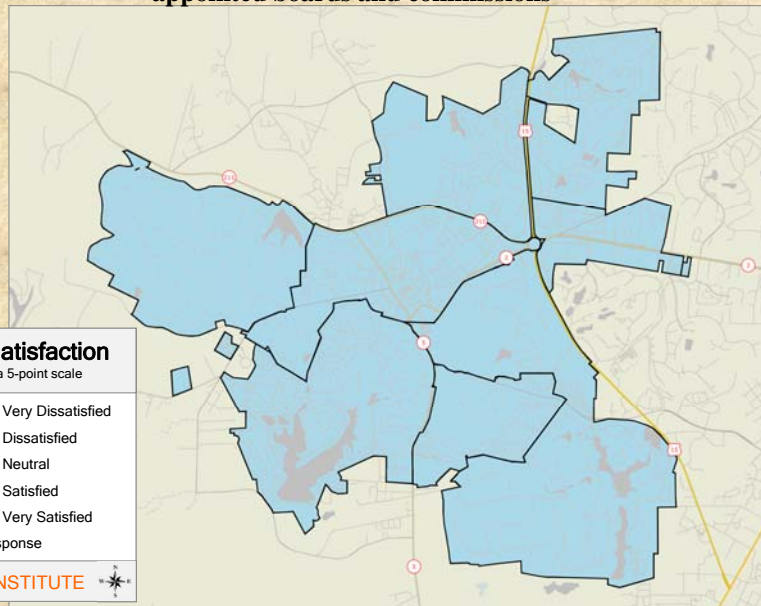
Q25-01 Level of satisfaction with: Overall quality of leadership provided by the Village's elected officials



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

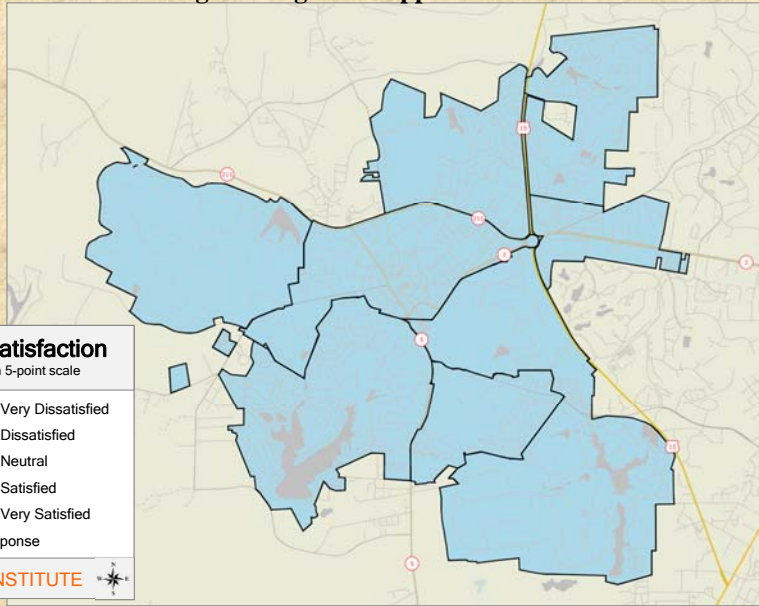
Q25-02 Level of satisfaction with: Overall effectiveness of appointed boards and commissions



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

Q25-03 Level of satisfaction with: Overall effectiveness of the Village Manager and appointed staff



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

Section 3

Benchmarking Analysis

Benchmarking Summary Report

Village of Pinehurst, North Carolina

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 of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities 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 2018 to a random sample of more than 4,000 residents across the United States, (2) a regional survey administered to a random sample of nearly 400 residents in the Atlantic region of the United States during the summer of 2018, and (3) individual communities with a population of less than 50,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2016 and December 2017; the communities included in this comparison are listed below.

- Apex, NC
- Branson, MO
- Brooklyn, OH
- Camas, WA
- Cedar Hill, TX
- Clayton, MO
- Cleveland Heights, OH
- Des Peres, MO
- Fruita, CO
- Gladstone, MO
- Hallandale Beach, FL
- Hillsborough, NC
- Jackson, MO
- Kennesaw, GA
- Kewanee, IL
- Kirkwood, MO
- Manassas, VA
- Montrose, CO
- Mountain Brook, AL
- North Kansas City, MO
- Oswego, IL
- Pilot Point, TX
- Pinecrest, FL
- Pitkin County, CO
- Platte City, MO
- Pleasant Hill, IA
- Raymore, MO
- Roeland Park, KS
- Schertz, TX
- Smithfield, NC
- Snowmass, CO
- Spring Hill, KS
- Vestavia Hills, AL
- Warrensburg, MO
- Washougal, WA
- Wauwatosa, WI
- Waxhaw, NC
- Weatherford, TX
- Wentzville, MO
- Westlake, TX
- 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 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., and 400 Atlantic region residents.

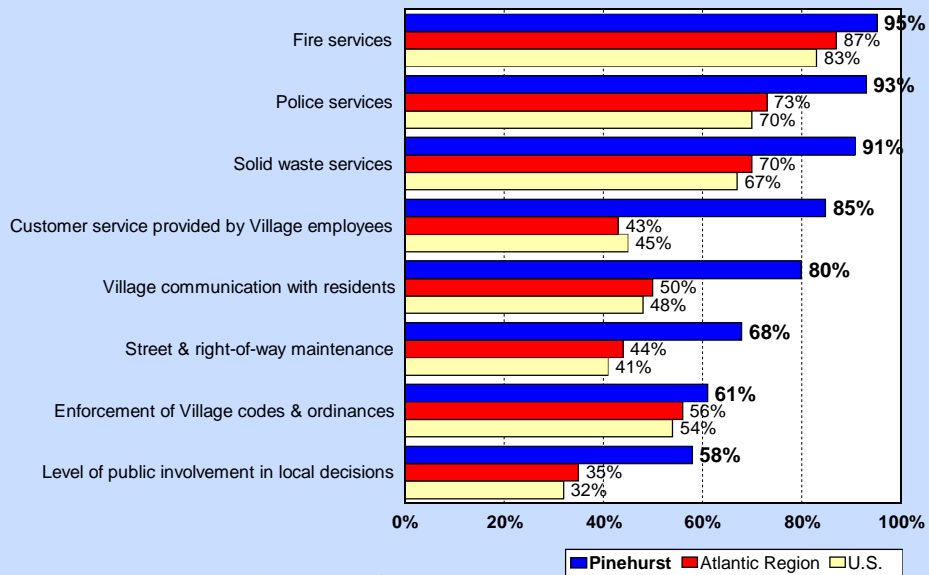
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for these communities. The actual ratings for Pinehurst are listed to the right of each chart. The dot on each bar shows how the results for Auburn compare to the other communities with a population of less than 50,000 where the DirectionFinder® survey has been administered since 2016.

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. Atlantic Region vs. the U.S.

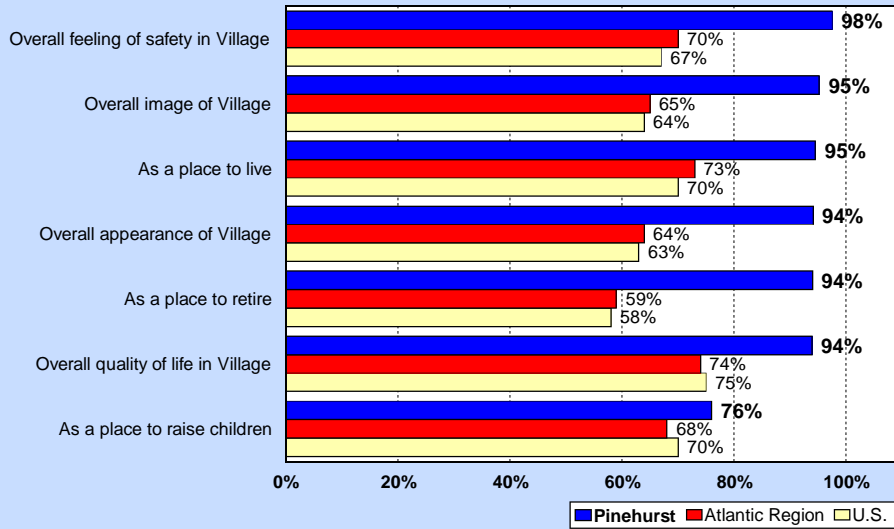
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

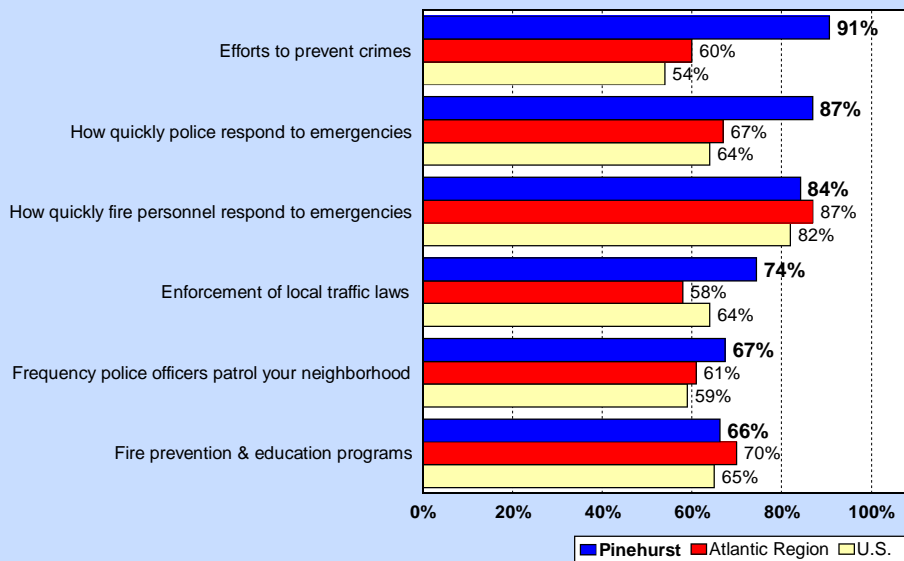
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Public Safety Services Pinehurst vs. Atlantic Region vs. the U.S.

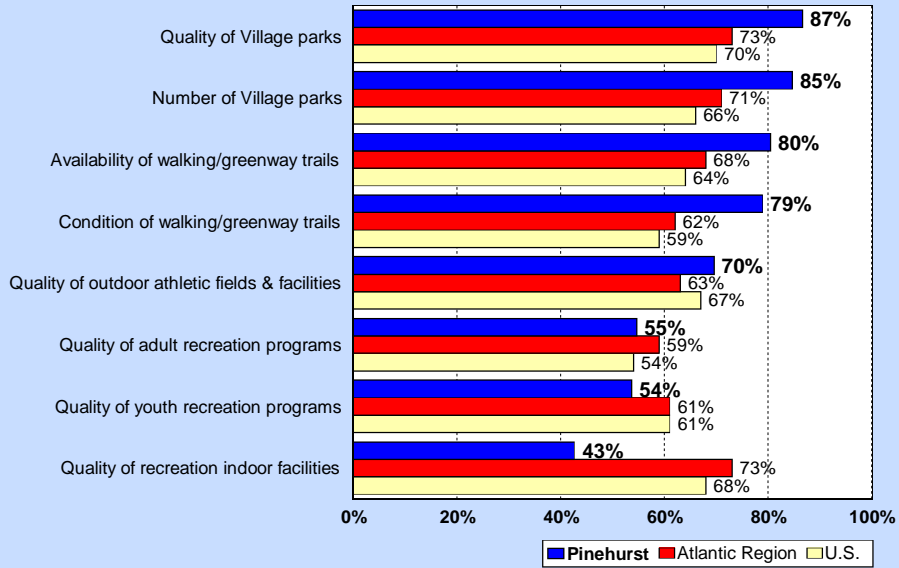
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Cultural and Recreation Services Pinehurst vs. Atlantic Region vs. the U.S.

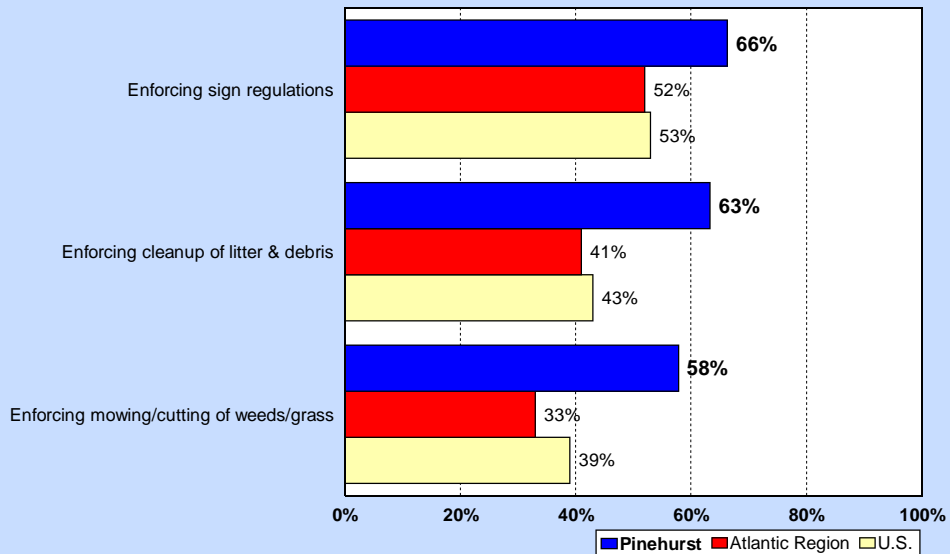
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Code Enforcement Pinehurst vs. Atlantic Region vs. the U.S.

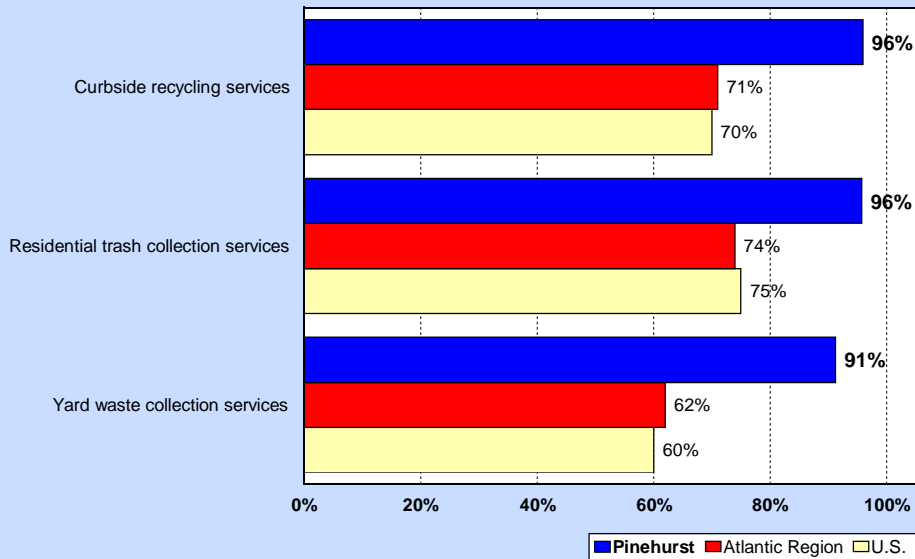
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Solid Waste Services Pinehurst vs. Atlantic Region vs. the U.S.

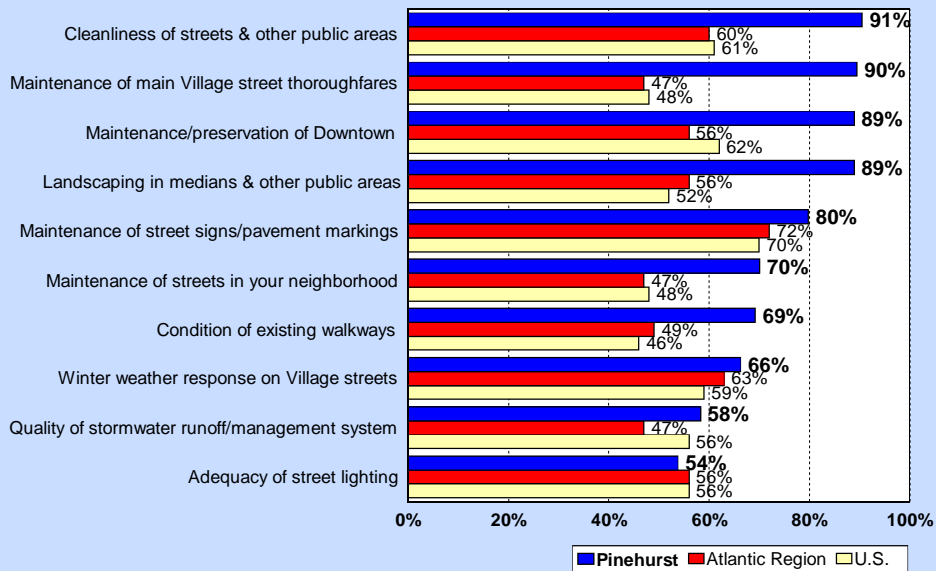
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Public Services Pinehurst vs. Atlantic Region vs. the U.S.

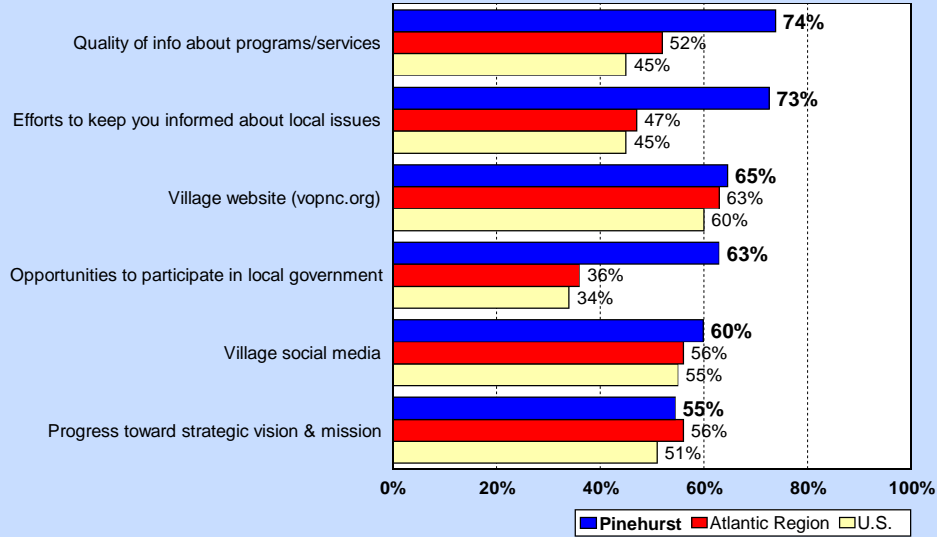
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Communication Pinehurst vs. Atlantic Region vs. the U.S.

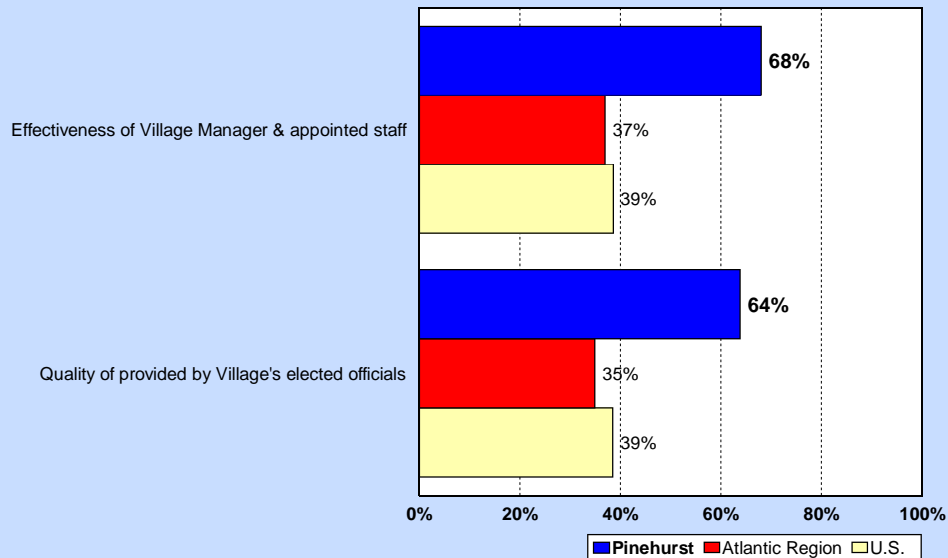
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Village Leadership Pinehurst vs. Atlantic Region vs. the U.S.

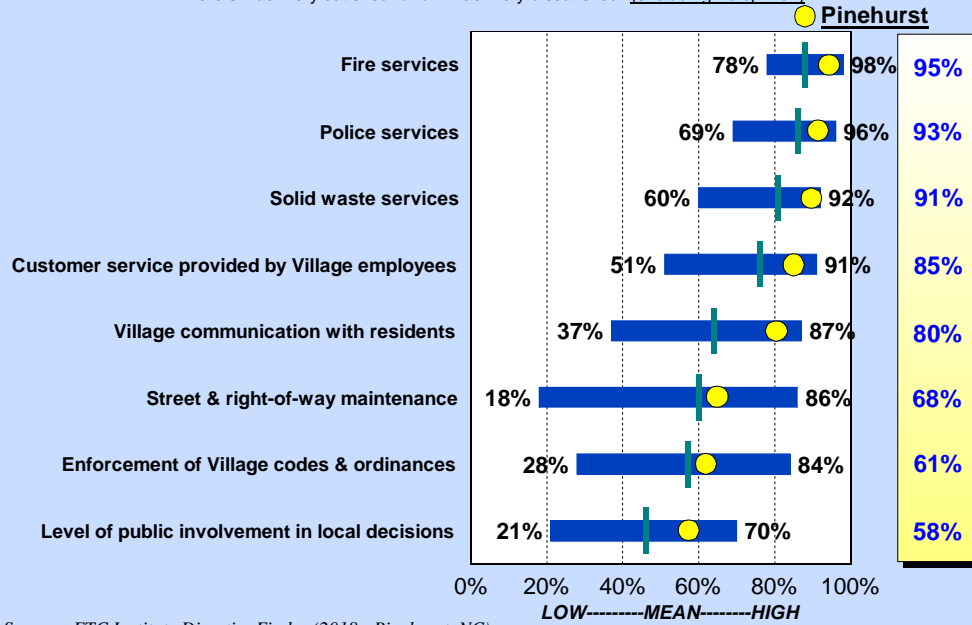
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

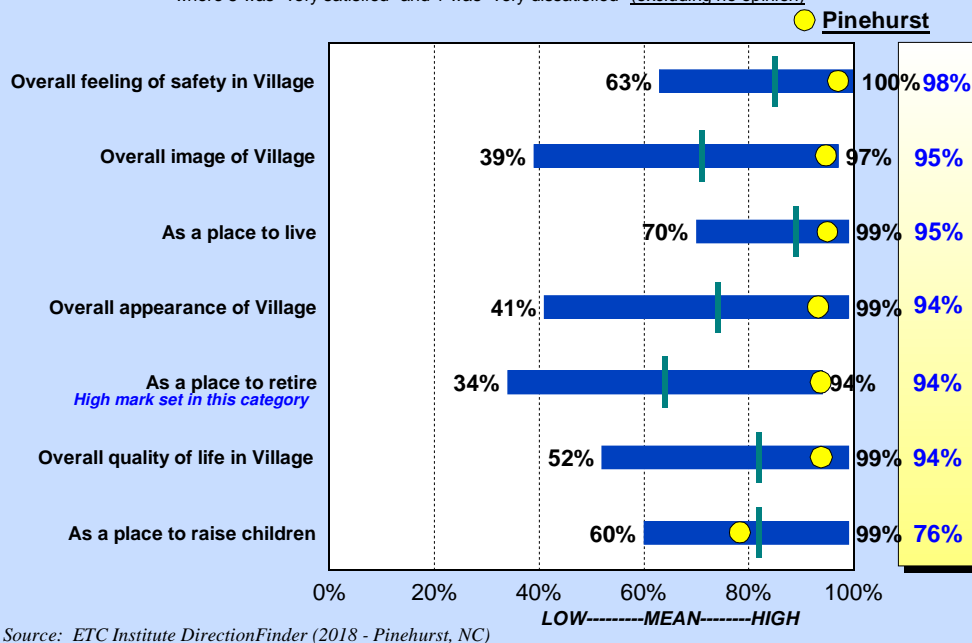
Overall Satisfaction with Various Village Services

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 Perceptions of the Village

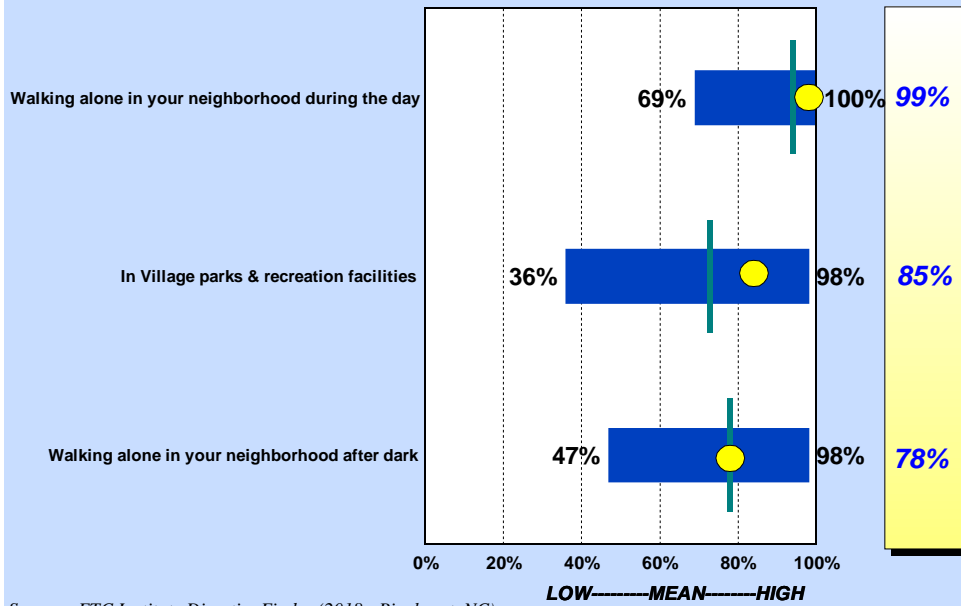
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



How Safe Residents Feel in Their Community

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

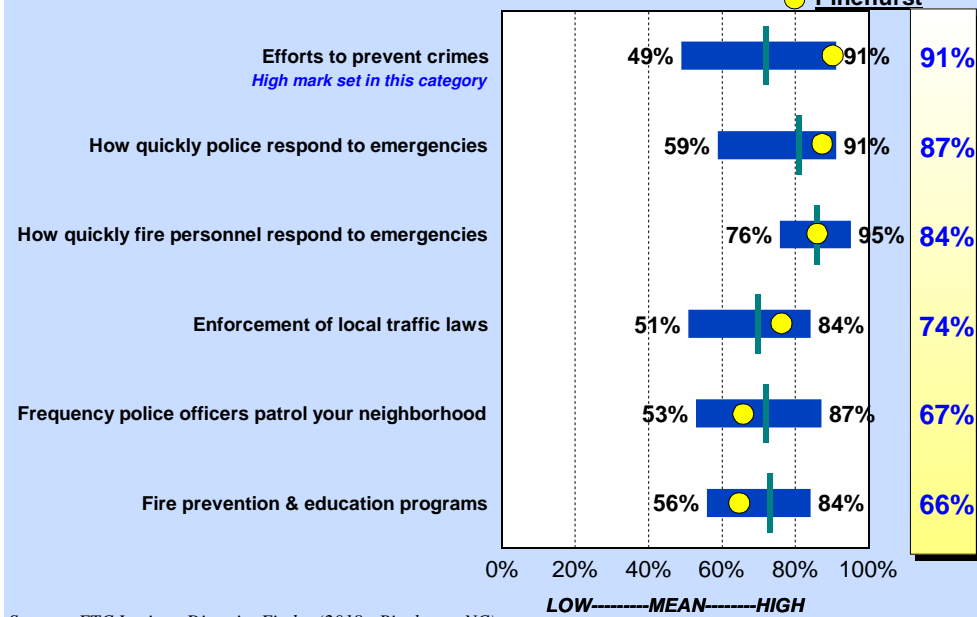
● Pinehurst



Satisfaction with Public Safety

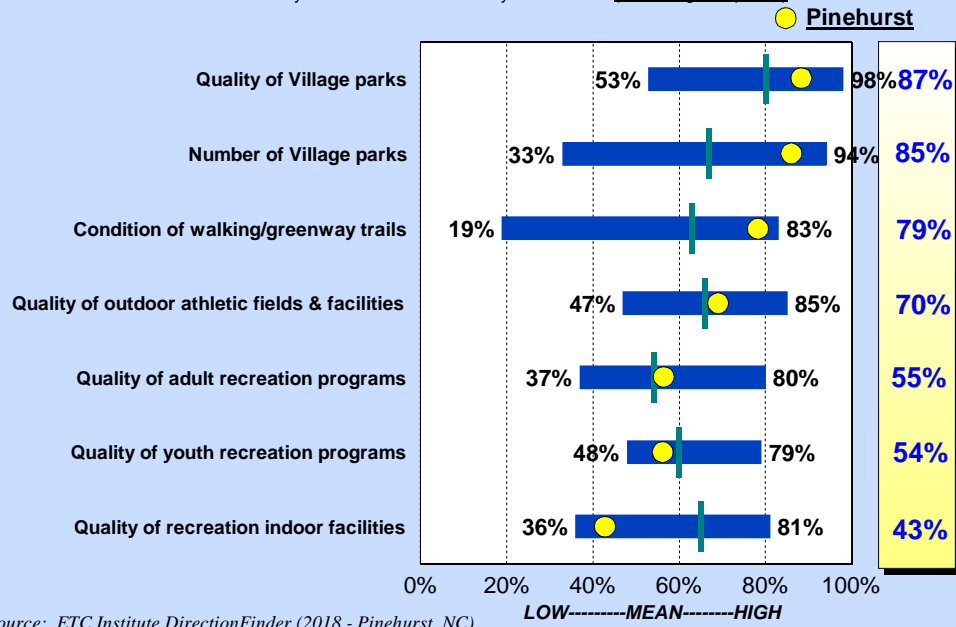
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

● Pinehurst



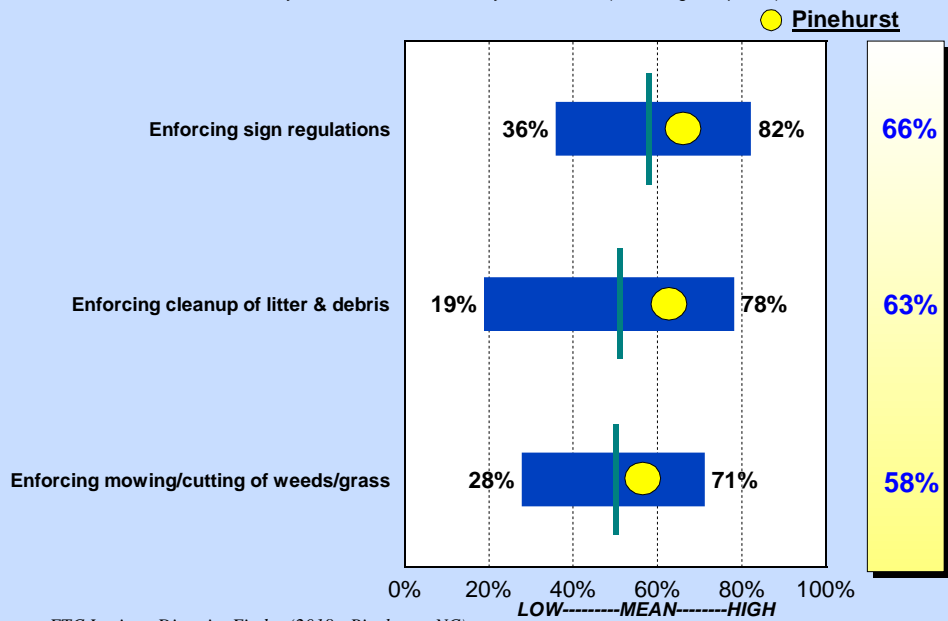
Overall Satisfaction with Cultural and Recreation Services

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)



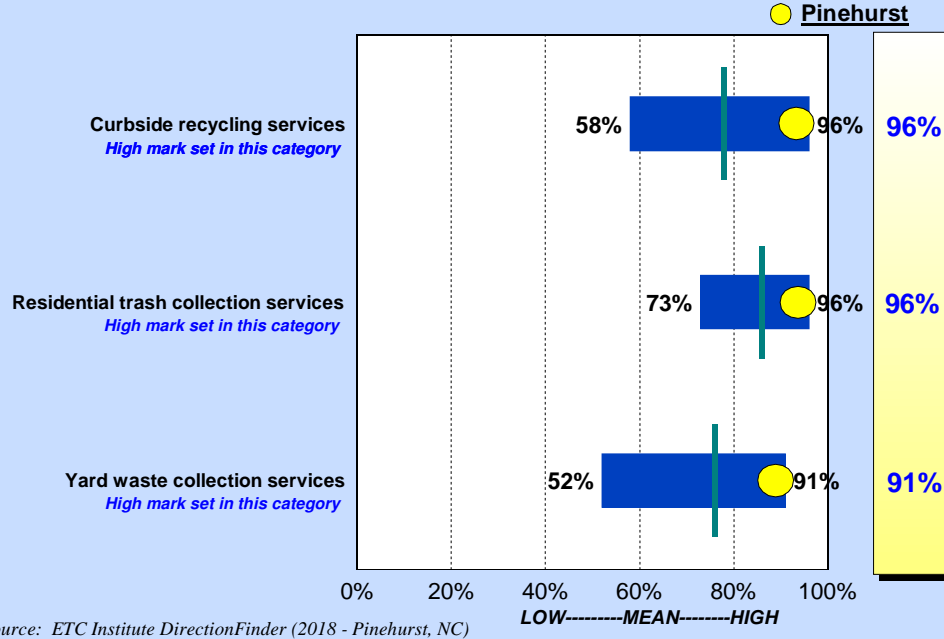
Overall Satisfaction with Code Enforcement

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)



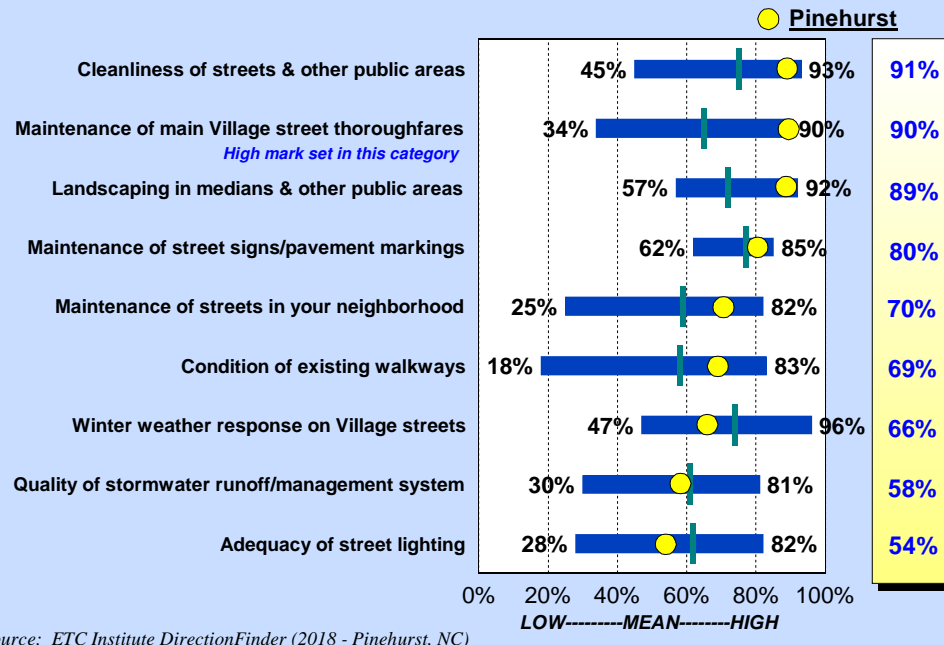
Overall Satisfaction with Solid Waste Services

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 Public Services

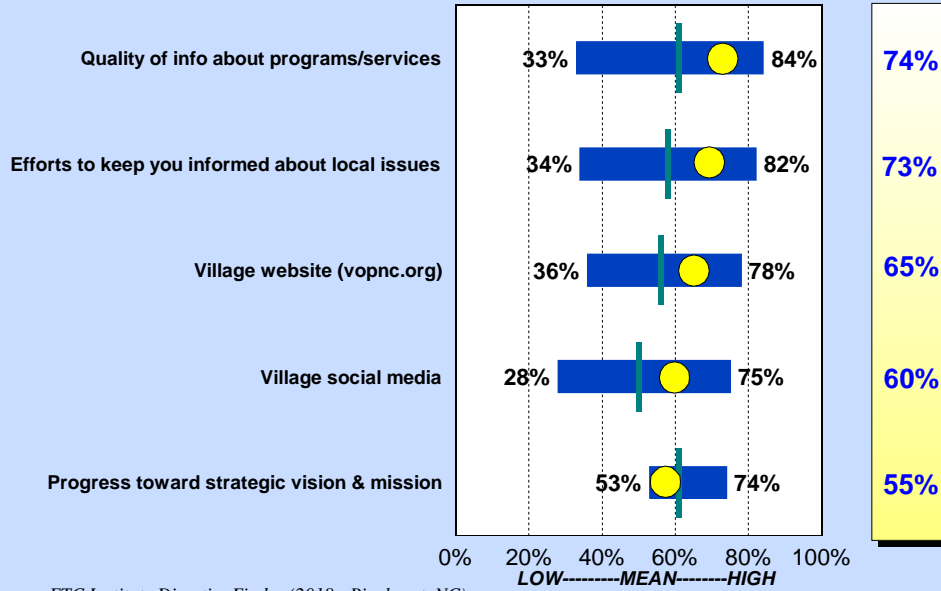
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Public Communication and Outreach

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)

● Pinehurst

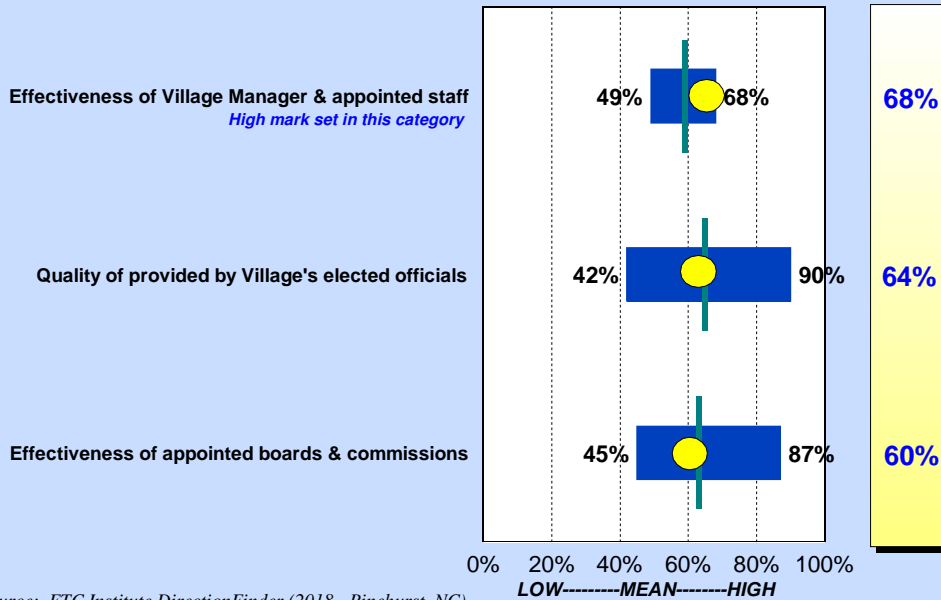


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Village Leadership

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)

● Pinehurst



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Section 4

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Village of Pinehurst, North Carolina

Overview

Today, Village 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 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.

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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 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 categories of Village services they thought should receive the most emphasis over the next two years. Forty-two percent (42%) of respondents selected *efforts to maintain the quality of neighborhoods* as one of the most important services for the Village to provide.

With regard to satisfaction, 69% of respondents surveyed rated the Village's overall performance in their *efforts to maintain the quality of neighborhoods on streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *efforts to maintain the quality of neighborhoods* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 42% was multiplied by 31% (1-0.69). This calculation yielded an I-S rating of 0.1324 which ranked first out of 12 major service categories.

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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for the three most important areas for the City 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the Village of Pinehurst are provided on the following pages.

2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with 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)						
Village efforts at maintaining quality of your neighborhoods	42%	1	69%	8	0.1324	1
Street & right-of-way maintenance	40%	2	68%	9	0.1284	2
Level of public involvement in local decisions	26%	4	58%	12	0.1103	3
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	26%	5	61%	11	0.0998	4
Promotion of natural resource conservation	19%	7	66%	10	0.0656	5
Parks & recreation facilities	23%	6	77%	7	0.0529	6
Parks & recreation programs	18%	8	78%	6	0.0382	7
Village communication with residents	16%	9	80%	5	0.0328	8
Police services	27%	3	93%	2	0.0190	9
Solid waste services	9%	11	91%	3	0.0084	10
Fire services	15%	10	95%	1	0.0074	11
Customer service provided by Village employees	3%	12	85%	4	0.0046	12

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Frequency that police officers patrol your neighborhood	33%	2	67%	5	0.1079	1
Medium Priority (IS <.10)						
Enforcement of local traffic laws	30%	3	74%	4	0.0776	2
Efforts to prevent crimes	55%	1	91%	1	0.0514	3
Fire prevention & education programs provided by Village	15%	6	66%	6	0.0499	4
How quickly police respond to emergencies	25%	4	87%	2	0.0324	5
How quickly fire personnel respond to emergencies	16%	5	84%	3	0.0259	6

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 and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Cultural and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Availability of recreation indoor facilities	21%	5	39%	14	0.1300	1
Medium Priority (IS <.10)						
Quality of adult recreation programs	19%	7	55%	11	0.0858	2
Quality of recreation indoor facilities	14%	10	43%	13	0.0809	3
Village sponsored cultural arts events	26%	1	69%	7	0.0794	4
Quality of youth recreation programs	16%	9	54%	12	0.0728	5
Range of amenities at parks & recreation facilities	16%	8	57%	10	0.0689	6
Variety of cultural arts events & programs in Southern Moore County	20%	6	70%	6	0.0602	7
Condition of walking/greenway trails	22%	3	79%	4	0.0471	8
Availability of information about recreation programs	13%	11	64%	9	0.0464	9
Availability of walking/greenway trails	23%	2	80%	3	0.0447	10
Quality of Village parks	21%	4	87%	1	0.0287	11
Quality of outdoor athletic fields & facilities	8%	13	70%	5	0.0240	12
Availability of outdoor athletic fields & facilities	4%	14	66%	8	0.0150	13
Number of Village parks	9%	12	85%	2	0.0131	14

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2018 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with Public Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Ease of travel through large traffic circle	51%	1	37%	13	0.3204	1
Ease of travel on Highway 5	44%	2	39%	12	0.2713	2
High Priority (IS .10-.20)						
Adequacy of street lighting	31%	3	54%	10	0.1423	3
Availability of walkways	29%	4	53%	11	0.1349	4
Medium Priority (IS <.10)						
Maintenance of streets in your neighborhood	23%	5	70%	6	0.0676	5
Quality of stormwater runoff/management system	16%	6	58%	9	0.0667	6
Winter weather response on Village streets (snow/ice)	15%	7	66%	8	0.0519	7
Condition of existing walkways	8%	12	69%	7	0.0243	8
Maintenance of main Village street thoroughfares	11%	8	90%	2	0.0119	9
Maintenance of street signs/pavement markings	6%	13	80%	5	0.0117	10
Maintenance/preservation of Downtown	9%	9	89%	3	0.0102	11
Quality of landscaping in medians & other public areas	9%	11	89%	4	0.0098	12
Overall cleanliness of streets & other public areas	9%	10	91%	1	0.0087	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, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Section 5

Tabular Data

Q1. Overall Satisfaction with Village Services. Please rate your level of satisfaction with each of the following major categories of services provided by the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q1-1. Police services	56.3%	31.8%	5.1%	1.0%	0.6%	5.3%
Q1-2. Fire services	59.1%	24.6%	4.2%	0.0%	0.0%	12.1%
Q1-3. Parks & recreation programs	33.2%	32.2%	15.5%	2.4%	0.2%	16.4%
Q1-4. Parks & recreation facilities	33.2%	33.3%	14.9%	4.1%	0.6%	13.9%
Q1-5. Solid waste services	54.5%	33.1%	6.5%	2.1%	0.2%	3.5%
Q1-6. Street & right-of-way maintenance	29.0%	36.4%	19.3%	8.8%	2.9%	3.5%
Q1-7. Enforcement of Village codes & ordinances	24.9%	29.6%	21.5%	9.7%	3.5%	10.7%
Q1-8. Customer service provided by Village employees	39.7%	33.3%	11.5%	1.1%	0.6%	13.8%
Q1-9. Village communication with residents	36.6%	39.4%	15.5%	3.0%	0.8%	4.7%
Q1-10. Village efforts at maintaining quality of your neighborhoods	29.5%	36.1%	18.0%	8.5%	3.3%	4.6%
Q1-11. Promotion of natural resource conservation	24.5%	30.4%	21.9%	4.2%	2.0%	17.1%
Q1-12. Level of public involvement in local decisions	21.5%	29.1%	25.6%	8.1%	3.1%	12.6%

WITHOUT NO OPINION

Q1. Overall Satisfaction with Village Services. Please rate your level of satisfaction with each of the following major categories of services provided by the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	59.4%	33.6%	5.4%	1.0%	0.6%
Q1-2. Fire services	67.2%	28.0%	4.8%	0.0%	0.0%
Q1-3. Parks & recreation programs	39.8%	38.6%	18.5%	2.9%	0.3%
Q1-4. Parks & recreation facilities	38.6%	38.7%	17.3%	4.7%	0.6%
Q1-5. Solid waste services	56.5%	34.3%	6.8%	2.2%	0.2%
Q1-6. Street & right-of-way maintenance	30.1%	37.8%	20.0%	9.2%	3.0%
Q1-7. Enforcement of Village codes & ordinances	27.9%	33.1%	24.1%	10.9%	4.0%
Q1-8. Customer service provided by Village employees	46.1%	38.7%	13.3%	1.3%	0.6%
Q1-9. Village communication with residents	38.5%	41.4%	16.2%	3.1%	0.8%
Q1-10. Village efforts at maintaining quality of your neighborhoods	30.9%	37.8%	18.9%	8.9%	3.5%
Q1-11. Promotion of natural resource conservation	29.6%	36.6%	26.4%	5.1%	2.4%
Q1-12. Level of public involvement in local decisions	24.6%	33.3%	29.3%	9.2%	3.5%

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	166	18.3 %
Fire services	11	1.2 %
Parks & recreation programs	55	6.1 %
Parks & recreation facilities	81	8.9 %
Solid waste services	27	3.0 %
Street & right-of-way maintenance	165	18.2 %
Enforcement of Village codes & ordinances	69	7.6 %
Customer service provided by Village employees	3	0.3 %
Village communication with residents	26	2.9 %
Village efforts at maintaining quality of your neighborhoods	125	13.8 %
Promotion of natural resource conservation	40	4.4 %
Level of public involvement in local decisions	66	7.3 %
None chosen	72	7.9 %
Total	906	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	38	4.2 %
Fire services	100	11.0 %
Parks & recreation programs	55	6.1 %
Parks & recreation facilities	74	8.2 %
Solid waste services	21	2.3 %
Street & right-of-way maintenance	95	10.5 %
Enforcement of Village codes & ordinances	103	11.4 %
Customer service provided by Village employees	9	1.0 %
Village communication with residents	61	6.7 %
Village efforts at maintaining quality of your neighborhoods	127	14.0 %
Promotion of natural resource conservation	59	6.5 %
Level of public involvement in local decisions	69	7.6 %
None chosen	95	10.5 %
Total	906	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	42	4.6 %
Fire services	29	3.2 %
Parks & recreation programs	50	5.5 %
Parks & recreation facilities	56	6.2 %
Solid waste services	34	3.8 %
Street & right-of-way maintenance	102	11.3 %
Enforcement of Village codes & ordinances	60	6.6 %
Customer service provided by Village employees	15	1.7 %
Village communication with residents	61	6.7 %
Village efforts at maintaining quality of your neighborhoods	131	14.5 %
Promotion of natural resource conservation	77	8.5 %
Level of public involvement in local decisions	102	11.3 %
None chosen	147	16.2 %
Total	906	100.0 %

SUM OF TOP 3 CHOICES

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	246	27.2 %
Fire services	140	15.5 %
Parks & recreation programs	160	17.7 %
Parks & recreation facilities	211	23.3 %
Solid waste services	82	9.1 %
Street & right-of-way maintenance	362	40.0 %
Enforcement of Village codes & ordinances	232	25.6 %
Customer service provided by Village employees	27	3.0 %
Village communication with residents	148	16.3 %
Village efforts at maintaining quality of your neighborhoods	383	42.3 %
Promotion of natural resource conservation	176	19.4 %
Level of public involvement in local decisions	237	26.2 %
None chosen	72	7.9 %
Total	2476	

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," please rate how important each reason was in your decision to live where you live.

(N=906)

	Very important	Somewhat important	Not sure	Unimportant	Not provided
Q3-1. Sense of community	56.2%	34.5%	4.2%	3.1%	2.0%
Q3-2. Quality of public education	53.3%	19.3%	9.4%	14.9%	3.1%
Q3-3. Types of housing	63.7%	29.6%	2.8%	2.4%	1.5%
Q3-4. Quality of housing	75.4%	19.4%	2.1%	1.2%	1.9%
Q3-5. Access to quality shopping	42.2%	44.9%	5.7%	5.5%	1.7%
Q3-6. Availability of cultural arts opportunities	32.6%	43.3%	12.1%	9.7%	2.3%
Q3-7. Availability of golfing opportunities	40.0%	23.7%	5.6%	28.8%	1.9%
Q3-8. Availability of other recreational opportunities	34.9%	46.9%	7.6%	8.5%	2.1%
Q3-9. Proximity to family or friends	30.7%	32.9%	9.1%	24.6%	2.8%
Q3-10. Proximity to work	27.4%	20.0%	5.1%	43.6%	4.0%
Q3-11. Safety & security	88.5%	8.7%	0.9%	1.0%	0.9%
Q3-12. Quality health care	84.7%	11.3%	1.8%	1.1%	1.2%
Q3-13. Opportunities and/or resources for senior citizens	45.4%	29.4%	8.3%	15.0%	2.0%
Q3-14. Opportunities and/or resources for children under 18	33.9%	21.7%	11.5%	29.2%	3.6%
Q3-15. Low property tax rate	58.5%	29.4%	5.1%	5.1%	2.0%

WITHOUT NOT PROVIDED

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," please rate how important each reason was in your decision to live where you live. (without "not provided")

(N=906)

	Very important	Somewhat important	Not sure	Unimportant
Q3-1. Sense of community	57.3%	35.2%	4.3%	3.2%
Q3-2. Quality of public education	55.0%	19.9%	9.7%	15.4%
Q3-3. Types of housing	64.7%	30.0%	2.8%	2.5%
Q3-4. Quality of housing	76.8%	19.8%	2.1%	1.2%
Q3-5. Access to quality shopping	42.9%	45.7%	5.8%	5.6%
Q3-6. Availability of cultural arts opportunities	33.3%	44.3%	12.4%	9.9%
Q3-7. Availability of golfing opportunities	40.7%	24.2%	5.7%	29.4%
Q3-8. Availability of other recreational opportunities	35.6%	47.9%	7.8%	8.7%
Q3-9. Proximity to family or friends	31.6%	33.8%	9.3%	25.3%
Q3-10. Proximity to work	28.5%	20.8%	5.3%	45.4%
Q3-11. Safety & security	89.3%	8.8%	0.9%	1.0%
Q3-12. Quality health care	85.7%	11.4%	1.8%	1.1%
Q3-13. Opportunities and/or resources for senior citizens	46.3%	30.0%	8.4%	15.3%
Q3-14. Opportunities and/or resources for children under 18	35.2%	22.6%	11.9%	30.4%
Q3-15. Low property tax rate	59.7%	30.0%	5.2%	5.2%

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

(N=906)

	<u>Yes</u>	<u>No</u>
Q3-1. Sense of community	89.2%	10.8%
Q3-2. Quality of public education	78.2%	21.8%
Q3-3. Types of housing	89.8%	10.2%
Q3-4. Quality of housing	86.9%	13.1%
Q3-5. Access to quality shopping	66.9%	33.1%
Q3-6. Availability of cultural arts opportunities	76.5%	23.5%
Q3-7. Availability of golfing opportunities	93.2%	6.8%
Q3-8. Availability of other recreational opportunities	74.3%	25.7%
Q3-9. Proximity to family or friends	84.3%	15.7%
Q3-10. Proximity to work	82.0%	18.0%
Q3-11. Safety & security	96.1%	3.9%
Q3-12. Quality health care	94.5%	5.5%
Q3-13. Opportunities and/or resources for senior citizens	87.2%	12.8%
Q3-14. Opportunities and/or resources for children under 18	69.4%	30.6%
Q3-15. Low property tax rate	82.7%	17.3%

Q4. Perception of Pinehurst. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

(N=906)

	Excellent	Good	Neutral	Below average	Poor	No opinion
Q4-1. Overall image of Village	59.2%	34.5%	3.6%	1.0%	0.1%	1.5%
Q4-2. Overall quality of life in Village	53.4%	38.7%	4.9%	0.9%	0.2%	1.9%
Q4-3. Overall feeling of safety in Village	71.7%	24.6%	2.2%	0.2%	0.0%	1.2%
Q4-4. Quality of new development in Village	19.3%	27.7%	28.4%	12.7%	6.2%	5.7%
Q4-5. As a place to live	61.0%	32.0%	4.5%	0.6%	0.3%	1.5%
Q4-6. As a place to raise children	36.5%	23.2%	15.5%	2.4%	1.0%	21.4%
Q4-7. As a place to retire	61.8%	28.0%	4.2%	1.0%	0.6%	4.4%
Q4-8. Overall appearance of Village	57.4%	35.4%	4.3%	1.3%	0.1%	1.4%
Q4-9. Availability of affordable housing	21.5%	39.2%	19.9%	6.0%	2.0%	11.5%

WITHOUT NO OPINION

Q4. Perception of Pinehurst. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "no opinion")

(N=906)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. Overall image of Village	60.1%	35.1%	3.7%	1.0%	0.1%
Q4-2. Overall quality of life in Village	54.4%	39.5%	4.9%	0.9%	0.2%
Q4-3. Overall feeling of safety in Village	72.6%	24.9%	2.2%	0.2%	0.0%
Q4-4. Quality of new development in Village	20.5%	29.4%	30.1%	13.5%	6.6%
Q4-5. As a place to live	62.0%	32.5%	4.6%	0.6%	0.3%
Q4-6. As a place to raise children	46.5%	29.5%	19.7%	3.1%	1.3%
Q4-7. As a place to retire	64.7%	29.3%	4.4%	1.0%	0.6%
Q4-8. Overall appearance of Village	58.2%	35.9%	4.4%	1.3%	0.1%
Q4-9. Availability of affordable housing	24.3%	44.3%	22.4%	6.7%	2.2%

Q5. Perceptions of Safety and Security. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=906)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	No opinion
Q5-1. Walking alone in your neighborhood during the day	84.0%	13.8%	0.8%	0.4%	0.2%	0.8%
Q5-2. Walking alone in your neighborhood after dark	42.3%	31.6%	15.6%	4.4%	1.4%	4.7%
Q5-3. In Village parks & recreation facilities	40.9%	33.9%	12.0%	1.3%	0.1%	11.7%
Q5-4. In business areas of Village during the day	77.5%	18.9%	1.7%	0.1%	0.0%	1.9%
Q5-5. In business areas of Village after dark	37.4%	35.4%	16.8%	1.8%	0.3%	8.3%

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=906)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	84.6%	13.9%	0.8%	0.4%	0.2%
Q5-2. Walking alone in your neighborhood after dark	44.4%	33.1%	16.3%	4.6%	1.5%
Q5-3. In Village parks & recreation facilities	46.4%	38.4%	13.6%	1.5%	0.1%
Q5-4. In business areas of Village during the day	79.0%	19.2%	1.7%	0.1%	0.0%
Q5-5. In business areas of Village after dark	40.8%	38.6%	18.3%	1.9%	0.4%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q6-1. Efforts to prevent crimes	46.9%	37.9%	7.6%	0.8%	0.3%	6.5%
Q6-2. Enforcement of local traffic laws	34.3%	37.2%	12.9%	7.5%	4.1%	4.0%
Q6-3. How quickly police respond to emergencies	44.3%	24.6%	9.3%	1.0%	0.1%	20.8%
Q6-4. Frequency that police officers patrol your neighborhood	28.8%	33.4%	21.0%	6.7%	2.3%	7.7%
Q6-5. Fire prevention & education programs provided by Village	26.0%	22.4%	21.9%	2.4%	0.3%	26.9%
Q6-6. How quickly fire personnel respond to emergencies	40.8%	19.1%	10.9%	0.3%	0.0%	28.8%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Efforts to prevent crimes	50.2%	40.5%	8.1%	0.8%	0.4%
Q6-2. Enforcement of local traffic laws	35.7%	38.7%	13.4%	7.8%	4.3%
Q6-3. How quickly police respond to emergencies	55.8%	31.1%	11.7%	1.3%	0.1%
Q6-4. Frequency that police officers patrol your neighborhood	31.2%	36.2%	22.7%	7.3%	2.5%
Q6-5. Fire prevention & education programs provided by Village	35.6%	30.7%	29.9%	3.3%	0.5%
Q6-6. How quickly fire personnel respond to emergencies	57.4%	26.8%	15.3%	0.5%	0.0%

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

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Efforts to prevent crimes	385	42.5 %
Enforcement of local traffic laws	151	16.7 %
How quickly police respond to emergencies	86	9.5 %
Frequency that police officers patrol your neighborhood	115	12.7 %
Fire prevention & education programs provided by Village	44	4.9 %
How quickly fire personnel respond to emergencies	33	3.6 %
None chosen	92	10.2 %
Total	906	100.0 %

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

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Efforts to prevent crimes	116	12.8 %
Enforcement of local traffic laws	123	13.6 %
How quickly police respond to emergencies	138	15.2 %
Frequency that police officers patrol your neighborhood	185	20.4 %
Fire prevention & education programs provided by Village	90	9.9 %
How quickly fire personnel respond to emergencies	116	12.8 %
None chosen	138	15.2 %
Total	906	100.0 %

SUM OF TOP 2 CHOICES

Q7. Which TWO of the public safety services listed in Question 6 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 2)

<u>Q7. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Efforts to prevent crimes	501	55.3 %
Enforcement of local traffic laws	274	30.2 %
How quickly police respond to emergencies	224	24.7 %
Frequency that police officers patrol your neighborhood	300	33.1 %
Fire prevention & education programs provided by Village	134	14.8 %
How quickly fire personnel respond to emergencies	149	16.4 %
None chosen	92	10.2 %
Total	1674	

Q8. Cultural and Recreation Services. Which of the following Parks and Recreation programs and facilities have you used in the Village of Pinehurst during the past year?

Q8. What Parks & Recreation programs & facilities have you used in Village of Pinehurst during past year

	Number	Percent
Greenway trails	477	52.6 %
Village sponsored cultural/arts events	503	55.5 %
Cannon Park	335	37.0 %
Arboretum/Timmel Pavilion	290	32.0 %
Rassie Wicker Park	484	53.4 %
Camelot Playground	270	29.8 %
Splash Pad at Wicker Park	214	23.6 %
West Pinehurst Park (e.g. disc golf)	41	4.5 %
Total	2614	

Q9. 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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q9-1. Number of Village parks	37.4%	39.7%	10.7%	2.8%	0.6%	8.8%
Q9-2. Quality of Village parks	38.2%	40.9%	10.8%	1.2%	0.2%	8.6%
Q9-3. Quality of recreation indoor facilities	12.9%	15.3%	25.3%	10.7%	2.1%	33.7%
Q9-4. Availability of recreation indoor facilities	11.9%	14.9%	25.3%	13.7%	3.6%	30.6%
Q9-5. Availability of walking/greenway trails	33.9%	35.7%	10.9%	4.9%	1.2%	13.5%
Q9-6. Condition of walking/greenway trails	28.8%	37.6%	13.4%	3.3%	1.1%	15.8%
Q9-7. Quality of outdoor athletic fields & facilities	20.1%	28.7%	18.8%	2.4%	0.1%	29.9%
Q9-8. Availability of outdoor athletic fields & facilities	19.3%	26.5%	20.1%	3.1%	0.6%	30.5%
Q9-9. Availability of information about recreation programs	22.5%	30.7%	22.0%	6.2%	1.8%	16.9%
Q9-10. Quality of youth recreation programs	11.7%	18.3%	22.1%	3.2%	0.8%	43.9%
Q9-11. Quality of adult recreation programs	12.8%	24.4%	24.9%	4.9%	1.1%	31.9%
Q9-12. Range of amenities at parks & recreation facilities	14.9%	29.9%	26.0%	6.0%	1.4%	21.7%
Q9-13. Village sponsored cultural arts events	23.2%	34.3%	20.8%	4.2%	0.9%	16.7%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	23.1%	34.1%	19.4%	4.2%	1.3%	17.9%

WITHOUT NO OPINION**Q9. 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 "no opinion")**

(N=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Number of Village parks	41.0%	43.6%	11.7%	3.0%	0.6%
Q9-2. Quality of Village parks	41.8%	44.8%	11.8%	1.3%	0.2%
Q9-3. Quality of recreation indoor facilities	19.5%	23.1%	38.1%	16.1%	3.2%
Q9-4. Availability of recreation indoor facilities	17.2%	21.5%	36.4%	19.7%	5.2%
Q9-5. Availability of walking/greenway trails	39.2%	41.2%	12.6%	5.6%	1.4%
Q9-6. Condition of walking/greenway trails	34.2%	44.7%	15.9%	3.9%	1.3%
Q9-7. Quality of outdoor athletic fields & facilities	28.7%	40.9%	26.8%	3.5%	0.2%
Q9-8. Availability of outdoor athletic fields & facilities	27.8%	38.1%	28.9%	4.4%	0.8%
Q9-9. Availability of information about recreation programs	27.1%	36.9%	26.4%	7.4%	2.1%
Q9-10. Quality of youth recreation programs	20.9%	32.7%	39.4%	5.7%	1.4%
Q9-11. Quality of adult recreation programs	18.8%	35.8%	36.6%	7.1%	1.6%
Q9-12. Range of amenities at parks & recreation facilities	19.0%	38.2%	33.3%	7.6%	1.8%
Q9-13. Village sponsored cultural arts events	27.8%	41.2%	24.9%	5.0%	1.1%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	28.1%	41.5%	23.7%	5.1%	1.6%

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. Top choice	Number	Percent
Number of Village parks	36	4.0 %
Quality of Village parks	91	10.0 %
Quality of recreation indoor facilities	58	6.4 %
Availability of recreation indoor facilities	93	10.3 %
Availability of walking/greenway trails	110	12.1 %
Condition of walking/greenway trails	52	5.7 %
Quality of outdoor athletic fields & facilities	16	1.8 %
Availability of outdoor athletic fields & facilities	12	1.3 %
Availability of information about recreation programs	34	3.8 %
Quality of youth recreation programs	46	5.1 %
Quality of adult recreation programs	41	4.5 %
Range of amenities at parks & recreation facilities	22	2.4 %
Village sponsored cultural arts events	76	8.4 %
Variety of cultural arts events & programs in Southern Moore County	50	5.5 %
None chosen	169	18.7 %
Total	906	100.0 %

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. 2nd choice	Number	Percent
Number of Village parks	18	2.0 %
Quality of Village parks	62	6.8 %
Quality of recreation indoor facilities	41	4.5 %
Availability of recreation indoor facilities	68	7.5 %
Availability of walking/greenway trails	58	6.4 %
Condition of walking/greenway trails	91	10.0 %
Quality of outdoor athletic fields & facilities	27	3.0 %
Availability of outdoor athletic fields & facilities	13	1.4 %
Availability of information about recreation programs	42	4.6 %
Quality of youth recreation programs	41	4.5 %
Quality of adult recreation programs	67	7.4 %
Range of amenities at parks & recreation facilities	45	5.0 %
Village sponsored cultural arts events	75	8.3 %
Variety of cultural arts events & programs in Southern Moore County	61	6.7 %
None chosen	197	21.7 %
Total	906	100.0 %

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. 3rd choice	Number	Percent
Number of Village parks	23	2.5 %
Quality of Village parks	42	4.6 %
Quality of recreation indoor facilities	29	3.2 %
Availability of recreation indoor facilities	31	3.4 %
Availability of walking/greenway trails	39	4.3 %
Condition of walking/greenway trails	60	6.6 %
Quality of outdoor athletic fields & facilities	28	3.1 %
Availability of outdoor athletic fields & facilities	15	1.7 %
Availability of information about recreation programs	41	4.5 %
Quality of youth recreation programs	55	6.1 %
Quality of adult recreation programs	63	7.0 %
Range of amenities at parks & recreation facilities	79	8.7 %
Village sponsored cultural arts events	81	8.9 %
Variety of cultural arts events & programs in Southern Moore County	69	7.6 %
None chosen	251	27.7 %
Total	906	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

Q10. Sum of Top 3 Choices	Number	Percent
Number of Village parks	77	8.5 %
Quality of Village parks	195	21.5 %
Quality of recreation indoor facilities	128	14.1 %
Availability of recreation indoor facilities	192	21.2 %
Availability of walking/greenway trails	207	22.8 %
Condition of walking/greenway trails	203	22.4 %
Quality of outdoor athletic fields & facilities	71	7.8 %
Availability of outdoor athletic fields & facilities	40	4.4 %
Availability of information about recreation programs	117	12.9 %
Quality of youth recreation programs	142	15.7 %
Quality of adult recreation programs	171	18.9 %
Range of amenities at parks & recreation facilities	146	16.1 %
Village sponsored cultural arts events	232	25.6 %
Variety of cultural arts events & programs in Southern Moore County	180	19.9 %
None chosen	169	18.7 %
Total	2270	

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

Q11. Do you shop regularly in Village Center (Downtown)	Number	Percent
Yes	251	27.7 %
No	628	69.3 %
Not provided	27	3.0 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q11. Do you shop regularly in the Village Center (Downtown)? (without "not provided")

Q11. Do you shop regularly in Village Center (Downtown)	Number	Percent
Yes	251	28.6 %
No	628	71.4 %
Total	879	100.0 %

Q11a. Please check each of the following reasons that prevent you from shopping regularly in the Village Center (Downtown).

Q11a. What are reasons that prevent you from shopping regularly in Village Center (Downtown)	Number	Percent
Stores hours of operation	105	16.7 %
Variety of merchandise offered for sale	327	52.1 %
Merchandise is more targeted to tourists than local shoppers	409	65.1 %
Parking availability	150	23.9 %
Other	82	13.1 %
Total	1073	

Q11a. Other

<u>Q11a. Other</u>	<u>Number</u>	<u>Percent</u>
Prices are too high	18	22.0 %
Too expensive	13	15.9 %
Cost	3	3.7 %
High prices	2	2.4 %
Expensive	2	2.4 %
No interest	2	2.4 %
My horse is in Southern Pines so I tend to gravitate to Southern Pines	1	1.2 %
Other shopping, i.e. Southern Pines, which we are near, and Aberdeen	1	1.2 %
Don't go to downtown area often	1	1.2 %
I am elderly and shop mostly for food at super markets	1	1.2 %
Boutique pricing	1	1.2 %
Need parking garage	1	1.2 %
Not affordable	1	1.2 %
Too many expensive shops	1	1.2 %
Most of our shopping is not done in the center	1	1.2 %
I don't shop	1	1.2 %
Lack of courtesy and hospitality from store managers and employees	1	1.2 %
Most items are expensive	1	1.2 %
TOO MANY BANKS, REALTY OFFICES	1	1.2 %
Too many service businesses (realtors, lawyers, banks)	1	1.2 %
Too pricey	1	1.2 %
Don't go to village much	1	1.2 %
Just don't	1	1.2 %
Not much going on	1	1.2 %
Need more options	1	1.2 %
NO NEED	1	1.2 %
Not enough handicap parking spots	1	1.2 %
Not a shopper	1	1.2 %
Too many banks, law offices, real estate offices	1	1.2 %
Lack of restaurant/retail at street level	1	1.2 %
NO WAY TO GET THERE	1	1.2 %
Too upscale	1	1.2 %
I WORK AND THEY ARE CLOSED WHEN I GET OFF	1	1.2 %
SUPER SENIORS	1	1.2 %
TIME	1	1.2 %
Too expensive but enjoy eating there	1	1.2 %
WALMART	1	1.2 %
NO ICE CREAM SHOP	1	1.2 %
LACK OF VARIETY	1	1.2 %
Family obligations	1	1.2 %
Over priced	1	1.2 %
Not a big shopper	1	1.2 %
BIG MARKUP IN PRICES	1	1.2 %
HATE SHOPPING	1	1.2 %
Merchandise is expensive and stores are not suitable for children	1	1.2 %
Not ideal for young females	1	1.2 %
Not my style	1	1.2 %
Traffic	1	1.2 %
Total	82	100.0 %

Q12. Public Library Services. Through a cooperative agreement with the Given Memorial Library-a private, non-profit organization-the Village provides approximately 16% of the operational costs of the library. With that in mind, please indicate whether you or other members of your household have used the Given Memorial Library's services during the past year.

(N=906)

	Yes	No
Q12-1. Given Memorial Library services	50.6%	49.4%
Q12-2. Given Memorial Library programs	23.5%	76.5%

Q12. Then, for each of the services you have used, please rate your satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=470)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q12-1. Given Memorial Library services	60.0%	28.1%	6.6%	3.7%	0.7%	0.9%
Q12-2. Given Memorial Library programs	59.2%	32.3%	4.5%	3.5%	0.5%	0.0%

WITHOUT NO OPINION

Q12. Then, for each of the services you have used, please rate your satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=470)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Given Memorial Library services	60.5%	28.4%	6.7%	3.7%	0.7%
Q12-2. Given Memorial Library programs	59.2%	32.3%	4.5%	3.5%	0.5%

Q12a. If you answered "No" to either part of Question 12, please CHECK ALL of the following reasons that prevent you from using the Given Memorial Library services.

Q12a. Reasons that prevent you from using Given Memorial Library services	Number	Percent
Didn't know about it	201	28.5 %
Hours of operation	53	7.5 %
Variety of library services offered	63	8.9 %
Variety of library programs offered	62	8.8 %
Parking availability	67	9.5 %
Insufficient technology available	46	6.5 %
Not enough meeting areas/rooms	21	3.0 %
A library is not important to me	142	20.1 %
Other	101	14.3 %
Total	756	

Q12a. Other

<u>Q12a. Other</u>	<u>Number</u>	<u>Percent</u>
No need	6	5.9 %
No interest	5	5.0 %
INTERNET	2	2.0 %
No time	2	2.0 %
New to area	2	2.0 %
Unfriendly staff	2	2.0 %
Will be using these services now that children will be in our family soon	1	1.0 %
Plan to use the Pinehurst library this year	1	1.0 %
We are still working full-time and are empty nesters	1	1.0 %
Recent resident, still in the learning phase of all local activities	1	1.0 %
Staff aren't children friendly	1	1.0 %
My work schedule doesn't allow me to access	1	1.0 %
I order and read books online on my computer	1	1.0 %
Obtain reading material from other sources	1	1.0 %
Use s pines and scc library	1	1.0 %
Not pertinent to my interests	1	1.0 %
Used when child was younger	1	1.0 %
Heard from neighbors small kids are not welcome	1	1.0 %
Great if you want a novel, but little help if you need a reference book	1	1.0 %
Have been in the library in the past and was treated rudely	1	1.0 %
I am elderly and do not travel away from my home very often	1	1.0 %
LACK OF TIME	1	1.0 %
I never have a need to use their services	1	1.0 %
NO INTEREST IN PROGRAMS	1	1.0 %
Appreciate and strongly support their purpose for a diverse community	1	1.0 %
Busy with other commitments	1	1.0 %
I will in the future	1	1.0 %
We just moved here and haven't had time yet to go to the library	1	1.0 %
Hard copy books are obsolete	1	1.0 %
We have a fine library at Pinehurst Trace	1	1.0 %
Not entirely kid friendly	1	1.0 %
Most problems didn't appear to me	1	1.0 %
Insufficient inventory	1	1.0 %
Buy books	1	1.0 %
Use Southern Pines Library	1	1.0 %
I don't participate	1	1.0 %
ACCESS TO HIGHER LEVEL OF RESEARCH	1	1.0 %
DO NOT NEED PROGRAMS	1	1.0 %
HAVEN'T ATTENDED ANY	1	1.0 %
Will probably use in future	1	1.0 %
INTERNET AND AMAZON SERVE MY PURPOSES	1	1.0 %
Woefully inadequate library	1	1.0 %
Other interests	1	1.0 %
Books are the only services I use	1	1.0 %

Q12a. Other

<u>Q12a. Other</u>	<u>Number</u>	<u>Percent</u>
SERVICES/PRGRAMS, WHATS THE DIFFERENCE	1	1.0 %
USE ONLINE	1	1.0 %
I DON'T DRIVE-THERE'S NO WAY TO GET THERE	1	1.0 %
JUST USE FOR BOOKS	1	1.0 %
Not many good books available	1	1.0 %
We prefer the southern pines public library	1	1.0 %
Just have not had a need	1	1.0 %
I DON'T DRIVE CAN'T GET THERE	1	1.0 %
SUPER SENIORS	1	1.0 %
WE USUALLY BUY BOOKS	1	1.0 %
BUSY	1	1.0 %
NO IDEA WHAT IS OFFERED	1	1.0 %
SOME ARE VERY RUDE, UNHELPFUL	1	1.0 %
WORKING	1	1.0 %
Think its vital but haven't enjoyed it will do so this year	1	1.0 %
NEED MORE PROGRAMS	1	1.0 %
NO KIDS AREA	1	1.0 %
E READER AND CYBER LENDING	1	1.0 %
Tend to do most of my reading, research etc. online	1	1.0 %
BUSY NO TIME	1	1.0 %
I get my books from another source	1	1.0 %
I'm retired and don't use the facility or service	1	1.0 %
Read online	1	1.0 %
Haven't made the time	1	1.0 %
No time due to long work hours	1	1.0 %
Library volunteers/check out staff rude and noticeably annoyed with children	1	1.0 %
NEVER HEARD OF IT	1	1.0 %
DO NOT KNOW WHAT SERVICES ARE AVAILABLE	1	1.0 %
COSTS	1	1.0 %
Longer library hours, more books and electronics	1	1.0 %
Online services Tufts archives	1	1.0 %
I keep forgetting	1	1.0 %
Lack of information	1	1.0 %
Recommendation	1	1.0 %
SOUTHERN PINES IS BETTER	1	1.0 %
NO INTEREST IN PROGRAMS OFFERED	1	1.0 %
Lack of books	1	1.0 %
CHILDREN'S SELECTION LIMITED	1	1.0 %
JUST MOVED HERE	1	1.0 %
DISTANCE FROM HOME	1	1.0 %
DON'T MAKE THE TIME	1	1.0 %
Teens not interested in the books they have in the library	1	1.0 %
No library card	1	1.0 %
Poor selection of books	1	1.0 %
Total	101	100.0 %

Q13. Code Enforcement. Please rate your satisfaction with each of the following Village efforts to enforce regulations using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q13-1. Enforcing cleanup of litter & debris on private property	22.8%	33.3%	15.8%	12.4%	4.4%	11.3%
Q13-2. Enforcing mowing/cutting of weeds/grass on private property	19.2%	31.6%	18.4%	14.3%	4.3%	12.1%
Q13-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	21.3%	27.9%	21.1%	11.8%	3.9%	14.0%
Q13-4. Enforcing sign regulations	21.1%	35.8%	18.5%	7.3%	3.1%	14.2%
Q13-5. Enforcing solid waste cart regulations	25.1%	35.9%	17.5%	6.3%	3.3%	11.9%

WITHOUT NO OPINION

Q13. Code Enforcement. Please rate your satisfaction with each of the following Village efforts to enforce regulations using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing cleanup of litter & debris on private property	25.7%	37.6%	17.8%	13.9%	5.0%
Q13-2. Enforcing mowing/cutting of weeds/grass on private property	21.9%	35.9%	21.0%	16.3%	4.9%
Q13-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	24.8%	32.5%	24.5%	13.7%	4.5%
Q13-4. Enforcing sign regulations	24.6%	41.7%	21.6%	8.5%	3.6%
Q13-5. Enforcing solid waste cart regulations	28.4%	40.7%	19.9%	7.1%	3.8%

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

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

	Number	Percent
About right	566	62.5 %
Too much	82	9.1 %
Too little	191	21.1 %
Not provided	67	7.4 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q14. How would you describe the amount of effort the Village applies to enforce its codes and ordinances? (without "not provided")

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

	Number	Percent
About right	566	67.5 %
Too much	82	9.8 %
Too little	191	22.8 %
Total	839	100.0 %

Q15. 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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q15-1. Residential trash collection services	68.1%	25.1%	1.9%	1.7%	0.7%	2.6%
Q15-2. Curbside recycling services	67.3%	25.2%	3.2%	0.4%	0.3%	3.5%
Q15-3. Yard waste collection services	61.4%	22.5%	4.2%	2.9%	1.1%	7.9%

WITHOUT NO OPINION

Q15. 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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Residential trash collection services	70.0%	25.7%	1.9%	1.7%	0.7%
Q15-2. Curbside recycling services	69.8%	26.1%	3.3%	0.5%	0.3%
Q15-3. Yard waste collection services	66.7%	24.5%	4.6%	3.1%	1.2%

Q16. Public 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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q16-1. Maintenance of main Village street thoroughfares	40.6%	46.0%	6.5%	2.9%	0.8%	3.2%
Q16-2. Maintenance of streets in your neighborhood	28.4%	39.4%	13.5%	11.1%	4.3%	3.3%
Q16-3. Maintenance of street signs/pavement markings	32.5%	44.6%	14.5%	4.3%	0.8%	3.4%
Q16-4. Maintenance/preservation of Downtown	43.5%	40.9%	9.3%	1.0%	0.2%	5.1%
Q16-5. Quality of landscaping in medians & other public areas	49.8%	37.5%	7.5%	2.9%	0.4%	1.9%
Q16-6. Overall cleanliness of streets & other public areas	45.4%	43.0%	6.4%	2.4%	0.4%	2.3%
Q16-7. Adequacy of street lighting	23.2%	28.3%	16.3%	19.0%	8.8%	4.4%
Q16-8. Availability of walkways	19.6%	30.4%	17.5%	18.0%	8.7%	5.7%
Q16-9. Condition of existing walkways	22.3%	39.2%	19.6%	5.7%	2.0%	11.1%
Q16-10. Quality of stormwater runoff/management system	19.1%	32.9%	20.8%	8.9%	7.5%	10.8%
Q16-11. Winter weather response on Village streets (snow/ice)	24.2%	37.7%	19.4%	8.1%	4.0%	6.6%
Q16-12. Ease of travel on Highway 5	10.4%	27.3%	18.9%	24.6%	15.5%	3.4%
Q16-13. Ease of travel through large traffic circle	8.9%	27.2%	19.5%	22.3%	20.2%	1.9%

WITHOUT NO OPINION

Q16. Public 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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Maintenance of main Village street thoroughfares	42.0%	47.5%	6.7%	3.0%	0.8%
Q16-2. Maintenance of streets in your neighborhood	29.3%	40.8%	13.9%	11.5%	4.5%
Q16-3. Maintenance of street signs/pavement markings	33.6%	46.2%	15.0%	4.5%	0.8%
Q16-4. Maintenance/preservation of Downtown	45.8%	43.1%	9.8%	1.0%	0.2%
Q16-5. Quality of landscaping in medians & other public areas	50.7%	38.2%	7.6%	2.9%	0.4%
Q16-6. Overall cleanliness of streets & other public areas	46.4%	44.1%	6.6%	2.5%	0.5%
Q16-7. Adequacy of street lighting	24.2%	29.6%	17.1%	19.9%	9.2%
Q16-8. Availability of walkways	20.8%	32.2%	18.6%	19.1%	9.3%
Q16-9. Condition of existing walkways	25.1%	44.1%	22.1%	6.5%	2.2%
Q16-10. Quality of stormwater runoff/management system	21.4%	36.9%	23.3%	10.0%	8.4%
Q16-11. Winter weather response on Village streets (snow/ice)	25.9%	40.4%	20.8%	8.6%	4.3%
Q16-12. Ease of travel on Highway 5	10.7%	28.2%	19.5%	25.5%	16.0%
Q16-13. Ease of travel through large traffic circle	9.1%	27.7%	19.9%	22.7%	20.6%

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q17. Top choice	Number	Percent
Maintenance of main Village street thoroughfares	48	5.3 %
Maintenance of streets in your neighborhood	71	7.8 %
Maintenance of street signs/pavement markings	12	1.3 %
Maintenance/preservation of Downtown	22	2.4 %
Quality of landscaping in medians & other public areas	24	2.6 %
Overall cleanliness of streets & other public areas	21	2.3 %
Adequacy of street lighting	93	10.3 %
Availability of walkways	95	10.5 %
Condition of existing walkways	6	0.7 %
Quality of stormwater runoff/management system	52	5.7 %
Winter weather response on Village streets (snow/ice)	22	2.4 %
Ease of travel on Highway 5	161	17.8 %
Ease of travel through large traffic circle	217	24.0 %
None chosen	62	6.8 %
Total	906	100.0 %

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q17. 2nd choice	Number	Percent
Maintenance of main Village street thoroughfares	19	2.1 %
Maintenance of streets in your neighborhood	64	7.1 %
Maintenance of street signs/pavement markings	12	1.3 %
Maintenance/preservation of Downtown	27	3.0 %
Quality of landscaping in medians & other public areas	24	2.6 %
Overall cleanliness of streets & other public areas	34	3.8 %
Adequacy of street lighting	106	11.7 %
Availability of walkways	93	10.3 %
Condition of existing walkways	27	3.0 %
Quality of stormwater runoff/management system	46	5.1 %
Winter weather response on Village streets (snow/ice)	51	5.6 %
Ease of travel on Highway 5	169	18.7 %
Ease of travel through large traffic circle	125	13.8 %
None chosen	109	12.0 %
Total	906	100.0 %

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q17. 3rd choice	Number	Percent
Maintenance of main Village street thoroughfares	35	3.9 %
Maintenance of streets in your neighborhood	70	7.7 %
Maintenance of street signs/pavement markings	29	3.2 %
Maintenance/preservation of Downtown	34	3.8 %
Quality of landscaping in medians & other public areas	33	3.6 %
Overall cleanliness of streets & other public areas	28	3.1 %
Adequacy of street lighting	80	8.8 %
Availability of walkways	72	7.9 %
Condition of existing walkways	38	4.2 %
Quality of stormwater runoff/management system	47	5.2 %
Winter weather response on Village streets (snow/ice)	67	7.4 %
Ease of travel on Highway 5	72	7.9 %
Ease of travel through large traffic circle	117	12.9 %
None chosen	184	20.3 %
Total	906	100.0 %

SUM OF TOP 3 CHOICES OPINION

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

Q17. Sum of Top 3 Choices	Number	Percent
Maintenance of main Village street thoroughfares	102	11.3 %
Maintenance of streets in your neighborhood	205	22.6 %
Maintenance of street signs/pavement markings	53	5.8 %
Maintenance/preservation of Downtown	83	9.2 %
Quality of landscaping in medians & other public areas	81	8.9 %
Overall cleanliness of streets & other public areas	83	9.2 %
Adequacy of street lighting	279	30.8 %
Availability of walkways	260	28.7 %
Condition of existing walkways	71	7.8 %
Quality of stormwater runoff/management system	145	16.0 %
Winter weather response on Village streets (snow/ice)	140	15.5 %
Ease of travel on Highway 5	402	44.4 %
Ease of travel through large traffic circle	459	50.7 %
None chosen	62	6.8 %
Total	2425	

Q18. Please indicate whether you or other members of your household have used the Village services and facilities during the past year.

(N=906)

	Yes	No
Q18-1. Fire services	10.7%	89.3%
Q18-2. Police services	23.0%	77.0%
Q18-3. Village Hall reception desk	33.1%	66.9%
Q18-4. The MYVOP service request system	10.6%	89.4%
Q18-5. Code enforcement	13.7%	86.3%
Q18-6. Recreation program registration	17.9%	82.1%
Q18-7. Planning & Inspections services	16.3%	83.7%

Q18. If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=550)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q18-1. Fire services	90.6%	5.2%	2.1%	1.0%	0.0%	1.0%
Q18-2. Police services	64.8%	23.5%	5.1%	4.1%	1.5%	1.0%
Q18-3. Village Hall reception desk	70.9%	21.6%	4.1%	2.7%	0.0%	0.7%
Q18-4. The MYVOP service request system	58.5%	23.4%	9.6%	2.1%	4.3%	2.1%
Q18-5. Code enforcement	26.2%	23.8%	14.8%	23.0%	10.7%	1.6%
Q18-6. Recreation program registration	55.1%	31.4%	7.1%	3.2%	1.9%	1.3%
Q18-7. Planning & Inspections services	47.3%	28.8%	14.4%	6.2%	2.1%	1.4%

WITHOUT NO OPINION

Q18. If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=550)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Fire services	91.6%	5.3%	2.1%	1.1%	0.0%
Q18-2. Police services	65.5%	23.7%	5.2%	4.1%	1.5%
Q18-3. Village Hall reception desk	71.4%	21.7%	4.1%	2.8%	0.0%
Q18-4. The MYVOP service request system	59.8%	23.9%	9.8%	2.2%	4.3%
Q18-5. Code enforcement	26.7%	24.2%	15.0%	23.3%	10.8%
Q18-6. Recreation program registration	55.8%	31.8%	7.1%	3.2%	1.9%
Q18-7. Planning & Inspections services	47.9%	29.2%	14.6%	6.3%	2.1%

Q19. Public Communication and Outreach. 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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q19-1. Quality of information about Village programs/services	25.8%	42.5%	19.4%	4.3%	0.4%	7.5%
Q19-2. Village efforts to keep you informed about local issues	26.0%	42.1%	16.8%	7.8%	1.1%	6.2%
Q19-3. Opportunities to participate in local government (advisory boards, volunteering)	19.2%	34.1%	25.6%	4.3%	1.5%	15.2%
Q19-4. Village social media	16.0%	30.4%	26.5%	3.3%	1.3%	22.5%
Q19-5. Village website (vopnc.org)	20.0%	33.3%	25.9%	2.1%	1.1%	17.5%
Q19-6. Village newsletter	28.0%	43.4%	17.4%	1.4%	0.9%	8.8%
Q19-7. Monthly Village e-News updates	17.2%	32.7%	24.0%	1.9%	1.2%	23.1%
Q19-8. Open Village Hall community forum	13.8%	27.5%	26.6%	2.5%	1.7%	27.9%
Q19-9. Community's progress toward meeting its strategic vision & mission	13.0%	27.4%	27.0%	4.0%	2.8%	25.8%

WITHOUT NO OPINION

Q19. Public Communication and Outreach. 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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Quality of information about Village programs/services	27.9%	45.9%	21.0%	4.7%	0.5%
Q19-2. Village efforts to keep you informed about local issues	27.8%	44.8%	17.9%	8.4%	1.2%
Q19-3. Opportunities to participate in local government (advisory boards, volunteering)	22.7%	40.2%	30.2%	5.1%	1.8%
Q19-4. Village social media	20.7%	39.2%	34.2%	4.3%	1.7%
Q19-5. Village website (vopnc.org)	24.2%	40.4%	31.5%	2.5%	1.3%
Q19-6. Village newsletter	30.8%	47.6%	19.1%	1.6%	1.0%
Q19-7. Monthly Village e-News updates	22.4%	42.5%	31.1%	2.4%	1.6%
Q19-8. Open Village Hall community forum	19.1%	38.1%	36.9%	3.5%	2.3%
Q19-9. Community's progress toward meeting its strategic vision & mission	17.6%	36.9%	36.5%	5.4%	3.7%

Q20. Which of the following do you use to get information about the Village of Pinehurst?

Q20. What do you use to get information about

<u>Village of Pinehurst</u>	<u>Number</u>	<u>Percent</u>
Village employees	135	14.9 %
Village newsletter	673	74.3 %
Village website (vopnc.org)	414	45.7 %
Monthly Village e-News	232	25.6 %
Village mobile app (MYVOP)	90	9.9 %
Village social media (e.g. Facebook, Twitter)	179	19.8 %
The Pilot newspaper	681	75.2 %
Attend or view public meetings	115	12.7 %
Other	32	3.5 %
Total	2551	

Q20. Other

<u>Q20. Other</u>	<u>Number</u>	<u>Percent</u>
Neighbors	6	18.8 %
PINE TIMES	2	6.3 %
Magazines	2	6.3 %
Friends	2	6.3 %
Word of mouth	2	6.3 %
We do get the Pilot and its weekly e-news	1	3.1 %
School	1	3.1 %
Family discussions	1	3.1 %
VILLAGE COUNCIL MEMBERS	1	3.1 %
Living here	1	3.1 %
Pinehurst No 6 Community Watch Program, email	1	3.1 %
Nextdoor	1	3.1 %
PINE STRAW	1	3.1 %
INTERNET	1	3.1 %
The Sway	1	3.1 %
POA meetings	1	3.1 %
PINEHURST PROP OWNERS ASSOC	1	3.1 %
Farmers market need to be added in summer	1	3.1 %
SIGNAGE/FLYERS	1	3.1 %
CALL VILLAGE WITH QUESTIONS	1	3.1 %
Seasonal booklet of program offerings	1	3.1 %
Pines Times	1	3.1 %
Radio	1	3.1 %
Total	32	100.0 %

Q21. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

<u>Q21. How often do you read Village newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	629	69.4 %
Sometimes	171	18.9 %
Seldom	40	4.4 %
Never	25	2.8 %
Don't know	41	4.5 %
Total	906	100.0 %

WITHOUT DON'T KNOW

Q21. Please indicate how often you read the Village Newsletter, which is mailed to all residents. (without "don't know")

<u>Q21. How often do you read Village newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	629	72.7 %
Sometimes	171	19.8 %
Seldom	40	4.6 %
Never	25	2.9 %
Total	865	100.0 %

Q22. Customer Service. Have you contacted the Village during the past year?

<u>Q22. Have you contacted Village during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	366	40.4 %
No	540	59.6 %
Total	906	100.0 %

Q22a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your experience with Village employees (not elected officials) on the following behaviors.

(N=366)

	Always	Usually	Someti- mes	Seldom	Never	No opinion
Q22a-1. Village staff was responsive to my needs	70.5%	19.1%	5.5%	1.9%	1.1%	1.9%
Q22a-2. Village staff was competent	70.5%	16.9%	7.1%	1.4%	0.3%	3.8%
Q22a-3. Village staff was courteous	77.6%	14.5%	3.6%	1.1%	0.8%	2.5%
Q22a-4. My issue was resolved promptly	59.3%	19.4%	8.5%	3.8%	5.5%	3.6%

WITHOUT NO OPINION

Q22a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your experience with Village employees (not elected officials) on the following behaviors. (without "no opinion")

(N=366)

	Always	Usually	Sometimes	Seldom	Never
Q22a-1. Village staff was responsive to my needs	71.9%	19.5%	5.6%	1.9%	1.1%
Q22a-2. Village staff was competent	73.3%	17.6%	7.4%	1.4%	0.3%
Q22a-3. Village staff was courteous	79.6%	14.8%	3.6%	1.1%	0.8%
Q22a-4. My issue was resolved promptly	61.5%	20.1%	8.8%	4.0%	5.7%

Q23. Capital Improvements. Of the community improvements listed below, which THREE would you select as the MOST IMPORTANT?

<u>Q23. Most important community improvements</u>	<u>Number</u>	<u>Percent</u>
Additional walkway construction in neighborhoods	367	40.5 %
Additional greenway trails (walking paths)	233	25.7 %
Bicycle lanes & paths	303	33.4 %
Additional street lighting in neighborhoods	390	43.0 %
Additional stormwater (drainage) improvements	276	30.5 %
Additional street resurfacing	360	39.7 %
Additional parks & open spaces	134	14.8 %
Additional athletic fields	40	4.4 %
New public library	177	19.5 %
<u>Expansion of Village Center/Redevelopment of Village Place</u>	<u>114</u>	<u>12.6 %</u>
Total	2394	

Q24. If you own a home in Pinehurst, 39% 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 (61%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that funds the Village's operating budget?

Q24. How satisfied are you with the value you receive for the portion of your property taxes that funds Village's operating budget

	Number	Percent
Very satisfied	222	24.5 %
Satisfied	405	44.7 %
Neutral	149	16.4 %
Dissatisfied	54	6.0 %
Very dissatisfied	12	1.3 %
Don't know	64	7.1 %
Total	906	100.0 %

WITHOUT DON'T KNOW

Q24. If you own a home in Pinehurst, 39% 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 (61%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that funds the Village's operating budget? (without "don't know")

Q24. How satisfied are you with the value you receive for the portion of your property taxes that funds Village's operating budget

	Number	Percent
Very satisfied	222	26.4 %
Satisfied	405	48.1 %
Neutral	149	17.7 %
Dissatisfied	54	6.4 %
Very dissatisfied	12	1.4 %
Total	842	100.0 %

Q25. Village Leadership. Please rate your level of satisfaction with the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q25-1. Overall quality of leadership provided by Village's elected officials	16.8%	37.9%	21.1%	7.0%	2.9%	14.5%
Q25-2. Overall effectiveness of appointed boards & commissions	13.1%	35.4%	25.6%	5.3%	1.2%	19.3%
Q25-3. Overall effectiveness of Village Manager & appointed staff	19.3%	37.6%	20.9%	4.3%	1.4%	16.4%

WITHOUT NO OPINION

Q25. Village Leadership. Please rate your level of satisfaction with the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25-1. Overall quality of leadership provided by Village's elected officials	19.6%	44.3%	24.6%	8.1%	3.4%
Q25-2. Overall effectiveness of appointed boards & commissions	16.3%	43.9%	31.7%	6.6%	1.5%
Q25-3. Overall effectiveness of Village Manager & appointed staff	23.1%	45.0%	25.0%	5.2%	1.7%

Q26. Would you recommend Pinehurst to others as a place to live?

Q26. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	809	89.3 %
No	49	5.4 %
Not provided	48	5.3 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q26. Would you recommend Pinehurst to others as a place to live? (without "not provided")

Q26. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	809	94.3 %
No	49	5.7 %
Total	858	100.0 %

Q31. Approximately how many years have you lived in the Village of Pinehurst?

Q31. How many years have you lived in Village of Pinehurst

	Number	Percent
Less than 5 years	258	28.5 %
5-10 years	174	19.2 %
11-20 years	292	32.2 %
20+ years	179	19.8 %
Not provided	3	0.3 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q31. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")

Q31. How many years have you lived in Village of Pinehurst

	Number	Percent
Less than 5 years	258	28.6 %
5-10 years	174	19.3 %
11-20 years	292	32.3 %
20+ years	179	19.8 %
Total	903	100.0 %

Q32. Do you have school-age children (grades K-12) living at home?

Q32. Do you have school-age children (grades K-12) living at home	Number	Percent
Yes	159	17.5 %
No	747	82.5 %
Total	906	100.0 %

Q32a. What grade level(s) are your school-age children?

Q32a. What grade level(s) are your school-age children	Number	Percent
K-5	106	66.7 %
6-8	53	33.3 %
High School	49	30.8 %
Total	208	

Q33. Which of the following best describes your current employment status?

<u>Q33. What is your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	332	36.6 %
Employed in home/have a home-based business	57	6.3 %
Student	1	0.1 %
Retired	481	53.1 %
Not currently employed	26	2.9 %
<u>Not provided</u>	<u>9</u>	<u>1.0 %</u>
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q33. Which of the following best describes your current employment status? (without "not provided")

<u>Q33. What is your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	332	37.0 %
Employed in home/have a home-based business	57	6.4 %
Student	1	0.1 %
Retired	481	53.6 %
Not currently employed	26	2.9 %
Total	897	100.0 %

Q33-1. "If employed outside home," what is the zip code where you work?

<u>Q33a. What is the zip code where you work</u>	<u>Number</u>	<u>Percent</u>
28374	121	48.0 %
28387	40	15.9 %
28310	16	6.3 %
28315	8	3.2 %
27376	8	3.2 %
28307	7	2.8 %
28327	5	2.0 %
28388	4	1.6 %
28306	3	1.2 %
28308	3	1.2 %
28347	2	0.8 %
28345	2	0.8 %
27615	2	0.8 %
27401	2	0.8 %
28303	2	0.8 %
27341	2	0.8 %
27103	1	0.4 %
27214	1	0.4 %
27332	1	0.4 %
28373	1	0.4 %
27281	1	0.4 %
28287	1	0.4 %
28379	1	0.4 %
28364	1	0.4 %
29512	1	0.4 %
27708	1	0.4 %
27330	1	0.4 %
29374	1	0.4 %
28352	1	0.4 %
28783	1	0.4 %
27858	1	0.4 %
28384	1	0.4 %
28372	1	0.4 %
27834	1	0.4 %
28874	1	0.4 %
27612	1	0.4 %
29510	1	0.4 %
27603	1	0.4 %
27203	1	0.4 %
28301	1	0.4 %
28314	1	0.4 %
Total	252	100.0 %

Q34. Which of the following best describes your age?

Q34. What is your age	Number	Percent
18-24	4	0.4 %
25-34	70	7.7 %
35-44	115	12.7 %
45-54	95	10.5 %
55-64	149	16.4 %
65+	467	51.5 %
Not provided	6	0.7 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q34. Which of the following best describes your age? (without "not provided")

Q34. What is your age	Number	Percent
18-24	4	0.4 %
25-34	70	7.8 %
35-44	115	12.8 %
45-54	95	10.6 %
55-64	149	16.6 %
65+	467	51.9 %
Total	900	100.0 %

Q35. Which of the following best describes your race?

<u>Q35. Your race</u>	<u>Number</u>	<u>Percent</u>
Asian	13	1.4 %
White	828	91.4 %
American Indian/Alaskan Native	15	1.7 %
Native Hawaiian/Pacific Islander	1	0.1 %
Black/African American	19	2.1 %
Hispanic	29	3.2 %
Other	7	0.8 %
Total	912	

Q35. Other

<u>Q35. Other</u>	<u>Number</u>	<u>Percent</u>
Latino	1	50.0 %
European	1	50.0 %
Total	2	100.0 %

Q36. Which of the following best describes where you live?

<u>Q36. Where do you live</u>	<u>Number</u>	<u>Percent</u>
Pinehurst 6	148	16.3 %
Pinehurst Trace/Pinedale/ MidlandCC/Taylorhurst	47	5.2 %
Pinehurst 7/Lawn & Tennis/CCNC	41	4.5 %
Morganton/Monticello	70	7.7 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	269	29.7 %
Pinewild	89	9.8 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	98	10.8 %
Village Acres/Murdocksville Rd	121	13.4 %
<u>Not provided</u>	<u>23</u>	<u>2.5 %</u>
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q36. Which of the following best describes where you live? (without "not provided")

<u>Q36. Where do you live</u>	<u>Number</u>	<u>Percent</u>
Pinehurst 6	148	16.8 %
Pinehurst Trace/Pinedale/ MidlandCC/Taylorhurst	47	5.3 %
Pinehurst 7/Lawn & Tennis/CCNC	41	4.6 %
Morganton/Monticello	70	7.9 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	269	30.5 %
Pinewild	89	10.1 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	98	11.1 %
Village Acres/Murdocksville Rd	121	13.7 %
Total	883	100.0 %

Q37. What is your gender?

<u>Q37. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	453	50.0 %
Female	452	49.9 %
Not provided	1	0.1 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q37. What is your gender? (without "not provided")

<u>Q37. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	453	50.1 %
Female	452	49.9 %
Total	905	100.0 %

Section 6

Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

July 2018

Dear Village of Pinehurst Resident,

Each year, the Village of Pinehurst surveys its residents to obtain feedback on how the Village is meeting the needs of its citizens. We invite you to participate in this year's survey by providing your personal opinion. By taking approximately 15 minutes to complete the anonymous survey, you can help make an impact on the Village of Pinehurst. The feedback we receive will help Village leaders and elected officials set community priorities including staffing and budget expenditures, determine areas or services that need improvement, and identify future needs. We strive to exceed your expectations as we promote, enhance, and sustain the quality of life in the Village of Pinehurst.

Complete the survey using the paper survey and postage paid envelope provided or complete it online by visiting www.2018PinehurstCommunitySurvey.com.

The survey data will be collected and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present the results to the Pinehurst Village Council at a public meeting in September. Please join us to hear the results!

If you have any questions about the survey, please contact me at 295-1900, ext. 1101. Thank you for participating in the 2018 Community Survey.

Sincerely,

Jeffrey M. Sanborn
Village Manager

ADMINISTRATION

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



2018 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.

- 1. Overall Satisfaction with Village Services. Please rate your level of satisfaction with each of the following major categories of services provided by the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Police services	5	4	3	2	1	9
02.	Fire services	5	4	3	2	1	9
03.	Parks and recreation programs	5	4	3	2	1	9
04.	Parks and recreation facilities	5	4	3	2	1	9
05.	Solid waste services	5	4	3	2	1	9
06.	Street and right-of-way maintenance	5	4	3	2	1	9
07.	Enforcement of Village codes & ordinances	5	4	3	2	1	9
08.	Customer service provided by Village employees	5	4	3	2	1	9
09.	Village communication with residents	5	4	3	2	1	9
10.	Village efforts at maintaining the quality of your neighborhoods	5	4	3	2	1	9
11.	Promotion of natural resource conservation	5	4	3	2	1	9
12.	Level of public involvement in local decisions	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 your answers below using the numbers from the list in Question 1.]**

1st: ____ 2nd: ____ 3rd: ____

- 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," please rate how important each reason was in your decision to live where you live. Then, please indicate if your needs are being met in Pinehurst.**

		Very Important	Somewhat Important	Not sure	Unimportant	Are your needs being met in Pinehurst?	
01.	Sense of community	4	3	2	1	Yes	No
02.	Quality of public education	4	3	2	1	Yes	No
03.	Types of housing	4	3	2	1	Yes	No
04.	Quality of housing	4	3	2	1	Yes	No
05.	Access to quality shopping	4	3	2	1	Yes	No
06.	Availability of cultural arts opportunities	4	3	2	1	Yes	No
07.	Availability of golfing opportunities	4	3	2	1	Yes	No
08.	Availability of other recreational opportunities	4	3	2	1	Yes	No
09.	Proximity to family or friends	4	3	2	1	Yes	No
10.	Proximity to work	4	3	2	1	Yes	No
11.	Safety and security	4	3	2	1	Yes	No
12.	Quality health care	4	3	2	1	Yes	No
13.	Opportunities and/or resources for senior citizens	4	3	2	1	Yes	No
14.	Opportunities and/or resources for children under 18	4	3	2	1	Yes	No
15.	Low property tax rate	4	3	2	1	Yes	No

4. **Perception of Pinehurst.** Several items that may influence your perception of Pinehurst as a community are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

	Excellent	Good	Neutral	Below Average	Poor	No Opinion
1. Overall image of the Village	5	4	3	2	1	9
2. Overall quality of life in the Village	5	4	3	2	1	9
3. Overall feeling of safety in the Village	5	4	3	2	1	9
4. Quality of new development in the Village	5	4	3	2	1	9
5. As a place to live	5	4	3	2	1	9
6. As a place to raise children	5	4	3	2	1	9
7. As a place to retire	5	4	3	2	1	9
8. Overall appearance of the Village	5	4	3	2	1	9
9. 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
1. Walking alone in your neighborhood during the day	5	4	3	2	1	9
2. Walking alone in your neighborhood after dark	5	4	3	2	1	9
3. In Village parks and recreation facilities	5	4	3	2	1	9
4. In business areas of the Village during the day	5	4	3	2	1	9
5. 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.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1. Efforts to prevent crimes	5	4	3	2	1	9
2. Enforcement of local traffic laws	5	4	3	2	1	9
3. How quickly police respond to emergencies	5	4	3	2	1	9
4. Frequency that police officers patrol your neighborhood	5	4	3	2	1	9
5. Fire prevention and education programs provided by the Village	5	4	3	2	1	9
6. How quickly fire personnel respond to emergencies	5	4	3	2	1	9

7. **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?** [Write in your answers below using the numbers from the list in Question 6.]

1st: ____ 2nd: ____

8. **Cultural and Recreation Services.** 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) Rassic Wicker Park |
| ____(2) Village sponsored cultural/arts events | ____(6) Camelot Playground |
| ____(3) Cannon Park | ____(7) Splash Pad at Wicker Park |
| ____(4) Arboretum/Timmel Pavilion | ____(8) West Pinehurst Park (e.g. disc golf) |

9. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Number of Village parks	5	4	3	2	1	9
02.	Quality of Village parks	5	4	3	2	1	9
03.	Quality of recreation indoor facilities	5	4	3	2	1	9
04.	Availability of recreation indoor facilities	5	4	3	2	1	9
05.	Availability of walking/greenway trails	5	4	3	2	1	9
06.	Condition of walking/greenway trails	5	4	3	2	1	9
07.	Quality of outdoor athletic fields and facilities	5	4	3	2	1	9
08.	Availability of outdoor athletic fields and facilities	5	4	3	2	1	9
09.	Availability of information about recreation programs	5	4	3	2	1	9
10.	Quality of youth recreation programs	5	4	3	2	1	9
11.	Quality of adult recreation programs	5	4	3	2	1	9
12.	Range of amenities at parks and recreation facilities	5	4	3	2	1	9
13.	Village sponsored cultural arts events	5	4	3	2	1	9
14.	Variety of cultural arts events and programs in Southern Moore County	5	4	3	2	1	9

10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 9.]

1st: ____ 2nd: ____ 3rd: ____

11. Do you shop regularly in the Village Center (downtown)? ____ (1) Yes [Skip to Q12.] ____ (2) No

11a. Please check each of the following reasons that prevent you from shopping regularly in the Village Center (downtown). [Check all that apply.]

- ____ (1) Stores hours of operation
- ____ (2) Variety of merchandise offered for sale
- ____ (3) Merchandise is more targeted to tourists than local shoppers
- ____ (4) Parking availability
- ____ (5) Other: _____

12. Public Library Services. Through a cooperative agreement with the Given Memorial Library—a private, non-profit organization—the Village provides approximately 16% of the operational costs of the library. With that in mind, please indicate whether you or other members of your household have used the Given Memorial Library's services during the past year by circling either "Yes" or "No." Then, for each of the services you have used, please rate your satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Have you used this service?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Given Memorial Library services	Yes No	5	4	3	2	1	9
2.	Given Memorial Library programs	Yes No	5	4	3	2	1	9

12a. If you answered "No" to either part of Question 12, please CHECK ALL of the following reasons that prevent you from using the Given Memorial Library services.

- ____ (1) Didn't know about it
- ____ (2) Hours of operation
- ____ (3) Variety of library services offered
- ____ (4) Variety of library programs offered
- ____ (5) Parking availability
- ____ (6) Insufficient technology available
- ____ (7) Not enough meeting areas/rooms
- ____ (8) A library is not important to me
- ____ (9) Other: _____

13. **Code Enforcement.** Please rate your satisfaction with each of the following Village efforts to enforce regulations using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2.	Enforcing mowing/cutting of weeds/grass on private property	5	4	3	2	1	9
3.	Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	5	4	3	2	1	9
4.	Enforcing sign regulations	5	4	3	2	1	9
5.	Enforcing solid waste cart regulations	5	4	3	2	1	9

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

____(1) About right ____ (2) Too much ____ (3) Too little

15. **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."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Residential trash collection services	5	4	3	2	1	9
2.	Curbside recycling services	5	4	3	2	1	9
3.	Yard waste collection services	5	4	3	2	1	9

16. **Public 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."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Maintenance of main Village street thoroughfares	5	4	3	2	1	9
02.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
03.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
04.	Maintenance/preservation of downtown	5	4	3	2	1	9
05.	Quality of landscaping in medians and other public areas	5	4	3	2	1	9
06.	Overall cleanliness of streets and other public areas	5	4	3	2	1	9
07.	Adequacy of street lighting	5	4	3	2	1	9
08.	Availability of walkways	5	4	3	2	1	9
09.	Condition of existing walkways	5	4	3	2	1	9
10.	Quality of the stormwater runoff/management system	5	4	3	2	1	9
11.	Winter weather response on Village streets (snow/ice)	5	4	3	2	1	9
12.	Ease of travel on Highway 5	5	4	3	2	1	9
13.	Ease of travel through the large traffic circle	5	4	3	2	1	9

17. **Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 16.]**

1st: ____ 2nd: ____ 3rd: ____

18. Please indicate whether you or other members of your household have used the Village services and facilities during the past year by circling either "Yes" or "No." If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Have you used this service or facility?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Fire services	Yes	No	5	4	3	2	1	9
2.	Police services	Yes	No	5	4	3	2	1	9
3.	Village Hall reception desk	Yes	No	5	4	3	2	1	9
4.	The MYVOP service request system	Yes	No	5	4	3	2	1	9
5.	Code enforcement	Yes	No	5	4	3	2	1	9
6.	Recreation program registration	Yes	No	5	4	3	2	1	9
7.	Planning and Inspections services	Yes	No	5	4	3	2	1	9

19. **Public Communication and Outreach.** 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."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Quality of information about Village programs/services	5	4	3	2	1	9
2.	Village efforts to keep you informed about local issues	5	4	3	2	1	9
3.	Opportunities to participate in local government (advisory boards, volunteering)	5	4	3	2	1	9
4.	Village social media	5	4	3	2	1	9
5.	Village website (vopnc.org)	5	4	3	2	1	9
6.	Village Newsletter	5	4	3	2	1	9
7.	Monthly Village e-News updates	5	4	3	2	1	9
8.	Open Village Hall community forum	5	4	3	2	1	9
9.	Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

20. Which of the following do you use to get information about the Village of Pinehurst? [Check all that apply.]

- | | |
|---|--|
| <input type="checkbox"/> (1) Village employees | <input type="checkbox"/> (6) Village social media (e.g. Facebook, Twitter) |
| <input type="checkbox"/> (2) Village Newsletter | <input type="checkbox"/> (7) The Pilot newspaper |
| <input type="checkbox"/> (3) Village website (vopnc.org) | <input type="checkbox"/> (8) Attend or view public meetings |
| <input type="checkbox"/> (4) Monthly Village e-News | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (5) Village mobile app (MYVOP) | |

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

- (1) All the time (2) Sometimes (3) Seldom (4) Never (9) Don't know

22. **Customer Service.** Have you contacted the Village during the past year?

- (1) Yes (2) No [Skip to Q23.]

22a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your experience with Village employees (not elected officials) on the following behaviors.

Customer Service Characteristics:	Always	Usually	Sometimes	Seldom	Never	No Opinion
1. Village staff was responsive to my needs	5	4	3	2	1	9
2. Village staff was competent	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

23. Capital Improvements. Of the community improvements listed below, which THREE would you select as the MOST IMPORTANT?

- (01) Additional walkway construction in neighborhoods
- (07) Additional parks and open spaces
- (02) Additional greenway trails (walking paths)
- (08) Additional athletic fields
- (03) Bicycle lanes and paths
- (09) New public library
- (04) Additional street lighting in neighborhoods
- (10) Expansion of Village Center/Redevelopment of Village Place
- (05) Additional stormwater (drainage) improvements
- (06) Additional street resurfacing

24. If you own a home in Pinehurst, 39% 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 (61%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that funds the Village's operating budget?

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

25. Village Leadership. Please rate your level of satisfaction with the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1. Overall quality of leadership provided by the Village's elected officials	5	4	3	2	1	9
2. Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
3. Overall effectiveness of the Village Manager and appointed staff	5	4	3	2	1	9

26. Would you recommend Pinehurst to others as a place to live? (1) Yes (2) No

27. Additional Feedback. What do you like MOST about living in Pinehurst today?

28. What do you like LEAST about living in Pinehurst today?

29. What are the most important issues facing Pinehurst today?

30. Do you have any suggestions for how the Village could serve you better?

DEMOGRAPHICS

31. 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) 20+ years

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

___(1) Yes ___(2) No *[Skip to Q33.]*

32a. What grade level(s) are your school-age children? *[Check all that apply.]*

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

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

___(1) Employed outside the home
(What is the zip code where you work? _____) ___(3) Student
___(2) Employed in the home/have a home-based business ___(4) Retired
___(5) Not currently employed

34. Which of the following best describes your age?

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

35. Which of the following best describes your race? *[Check all that apply.]*

___(1) Asian ___(4) Native Hawaiian/Pacific Islander ___(7) Other: _____
___(2) White ___(5) Black/African American
___(3) American Indian/Alaskan Native ___(6) Hispanic

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

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

37. 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 the right 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. Thank you.