

# Village of Pinehurst Business Survey

## Findings Report

*...helping organizations make better decisions since 1982*

# 2018

**Submitted to the Village of Pinehurst**

**By:**  
ETC Institute  
725 W. Frontier Lane,  
Olathe, Kansas 66061  
**September 2018**





# Contents

<b>Executive Summary</b> .....	i
<b>Section 1: Charts and Graphs</b> .....	1
<b>Section 2: Importance-Satisfaction Analysis</b> .....	22
<b>Section 3: Tabular Data</b> .....	28
<b>Section 4: Survey Instrument</b> .....	53

---

# 2018 Village of Pinehurst Business Survey Executive Summary Report

---

## Purpose and Methodology

ETC Institute administered a business survey to businesses in the Village of Pinehurst during the summer of 2018. The survey was administered for the seventh time as part of the Village's efforts to assess how well they are meeting the needs of its businesses. The survey results 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.

The four-page survey and cover letter were mailed to a sample of businesses in the Village of Pinehurst. The cover letter explained the purpose of the survey and encouraged business leaders to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the businesses 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 businesses to complete the survey. A total of 75 completed surveys were collected from businesses in the Village of Pinehurst. The overall results for the sample of 75 businesses have a precision of at least +/-11.3% at the 95% level of confidence.

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

This report contains:

- 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)
- importance-satisfaction analysis; this analysis was done to determine priority actions for the Village to address based upon the survey results (section 2),
- tables that show the results of the random sample for each question on the survey (section 3),
- a copy of the survey instrument (section 4).

## Major Findings

- **Use of Village Services.** The services that the highest percentage of businesses have used in the past year were: fire inspections (63%), police patrol (36%), police emergency response (23%), and streets & grounds (23%). All nine services and departments saw a decrease in use over the past year.
- **Satisfaction with Village Services and Departments.** The services that had the highest levels of satisfaction from businesses *who had an opinion* were: building inspections (100%), police emergency response (100%) fire emergency response (100%), police patrol (96%), fire inspections (93%), and Village Hall (front desk) (94%).
- **Most Important Village Services.** Based on the sum of the top three choices, areas that businesses rated as the most important were: (1) police patrol (44%) (2) fire emergency response (36%) , and police emergency response (32%).
- **Satisfaction with the Overall Quality of Village Services.** Over half (56%) of businesses feel the overall quality of services provided by the Village meets their expectations; 8% feel the overall quality of Village services is significantly higher than their expectations, 21% feel the overall quality of Village services exceeds their expectations, and only 4% feel the overall quality of Village services are below their expectations.
- **Satisfaction with Various Village Services.** Most (95%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the cleanliness of streets and public areas; 94% were satisfied with the landscape and maintenance in right of ways and public areas, and 94% were satisfied with the condition of sidewalks.
- **Perceptions of the Village.** All of the businesses surveyed *who had an opinion* indicated that they were satisfied with the overall feeling of safety in the Village; 96% were satisfied with the overall quality of life, and 93% were satisfied with the overall image of the Village.
- **Likelihood of Recommending the Village as a Business Location.** Seventy-six percent (76%) of businesses would be very likely or likely to recommend the Village as a business location to friends, family and co-workers; 11% would be somewhat likely to recommend the Village as a business location to friends, family and co-workers, and only 12% would not be likely to recommend the Village as a business location.
- **Business Atmosphere Compared to Two Years Ago.** Thirty-two percent (32%) of businesses feel the overall business atmosphere in the Village is better than two years ago; 45% feel there has been no change, but the atmosphere is good, 9% feel there has been no change but the atmosphere is poor, and 1% feel the atmosphere is worse.
- **Village Customer Service.** Twenty-nine percent (29%) of businesses rated the customer service from the Village as very good; 32% rated customer service as good, and only 4% rated the customer service from the Village as poor.

- **Level of Agreement with Statements About Customer Service from Village Staff.** Eighty-four percent (84%) of the businesses surveyed *who had an opinion* agreed that the Village staff was courteous during their most recent interaction with them; 84% agreed that Village staff was competent and professional, 84% agreed that Village staff was responsive to their needs, and 81% agreed that their issue was resolved promptly.
- **Satisfaction with Village Communications with Businesses.** Over two-thirds (64%) of businesses were satisfied with the job the Village does communicating with business owners, compared to only 7% who were dissatisfied.
- **Village Website.** Of the 48% of business that visited the Village’s website ([www.vopnc.org](http://www.vopnc.org)) during the past 12 months, nearly all of the businesses surveyed *who had an opinion* rated the ease of navigation (92%) and the availability of information on the Village’s website (94%) as “very good” or “good.”. Eighty-six percent (86%) of those who have visited the Village’s website indicated they were either very satisfied or satisfied with the website.
- **Village Mobile App.** Eight percent (8%) of businesses indicated they used the Village’s mobile app (MY VOP) during the past 12 months. All of those who have used it indicated they were very satisfied or satisfied.
- **Community Development (Codes and Ordinances).** Seventy-six percent (76%) of the businesses *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with historic district guidelines; 71% were satisfied with zoning ordinances, and 68% were satisfied with business signage and regulations.
- **Impact of Various Cultural and Entertainment Opportunities.** Forty-two percent (42%) of the businesses surveyed feel parades in the Village Center have a positive impact on their business; 41% feel the Holly Arts and Crafts Festival has a positive impact, and 39% feel the Farmer’s Market and the Tree Lighting have a positive impact on their business.
- **Satisfaction with the Way the Village handles Events That Attract Large Crowds.** Sixty-three percent (63%) of businesses are satisfied with the way the Village handles events that attract large crowds.
- **Reasons Influencing Decision to Locate Business in the Village of Pinehurst.** Eighty-two percent (82%) of businesses surveyed indicated the overall quality of life in the Village was either “extremely important” (59%) or “very important” (23%) in their decision to locate their business in the Village of Pinehurst. The other top reasons included safety and security the Village (78%) and the overall image of the Village (71%).

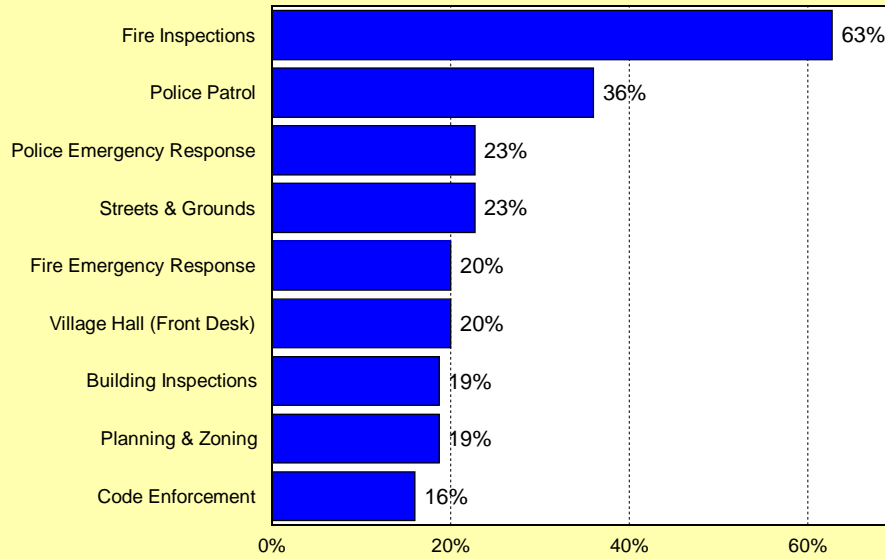
# Section 1

## *Charts and Graphs*

---

### Q1. Have you used this service or department in the past year?

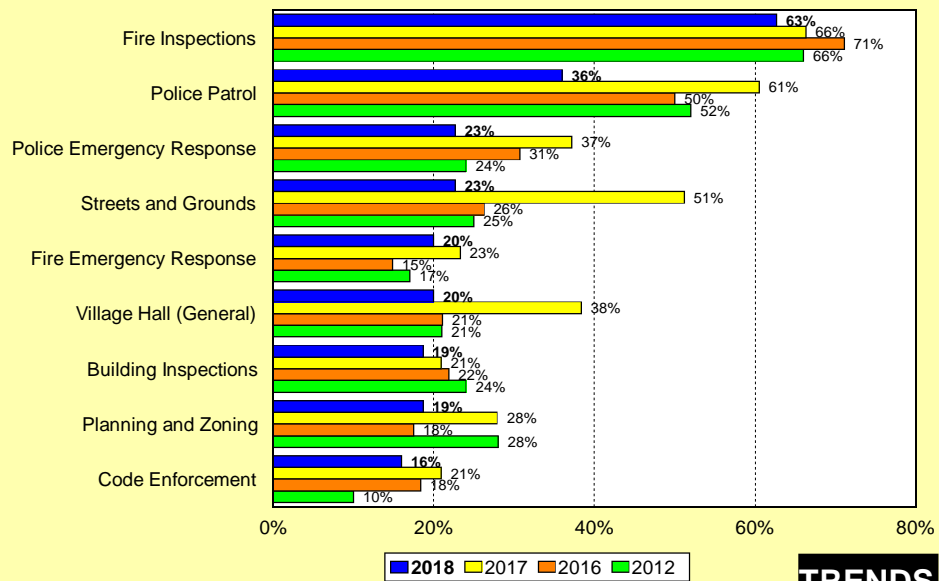
by percentage of respondents who answered "yes"



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q1. Have you used this service or department in the past year? - 2012 to 2018

by percentage of respondents who answered "yes"

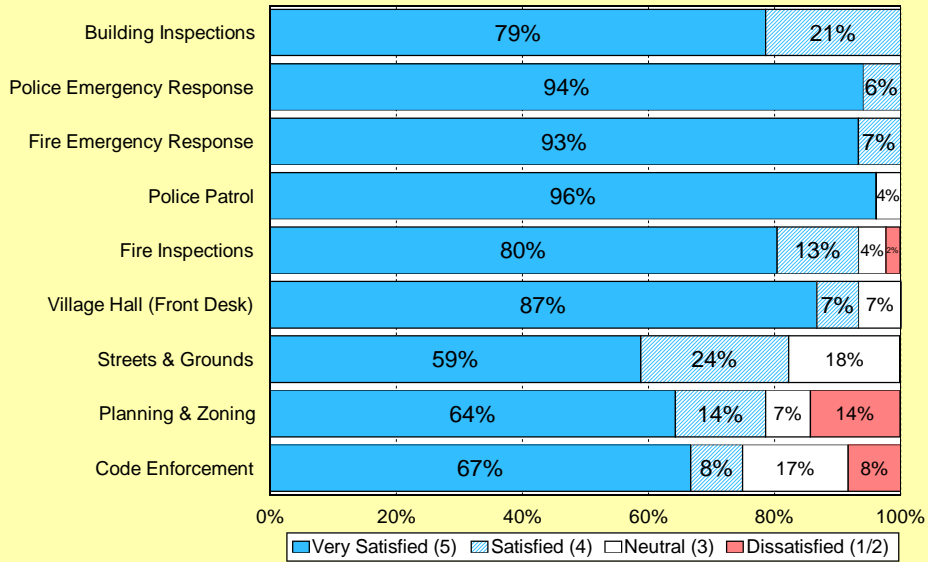


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

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

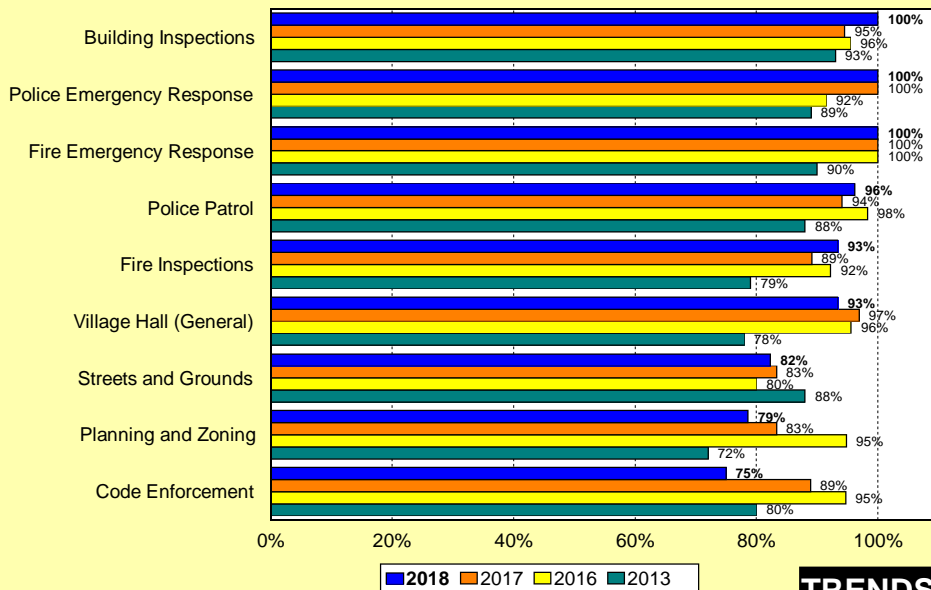
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

## Q1. Overall Satisfaction with Pinehurst Services or Departments Used in the Past Year - 2013 to 2018

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



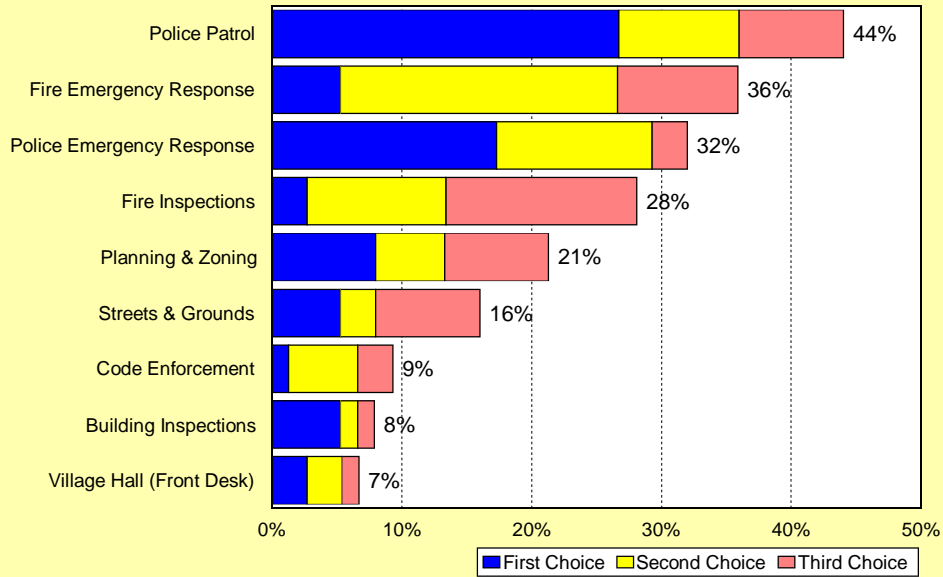
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**



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

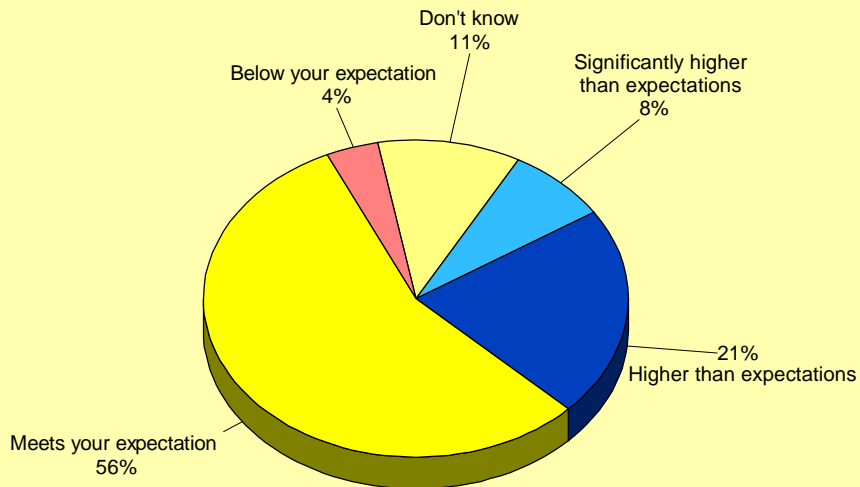
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

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

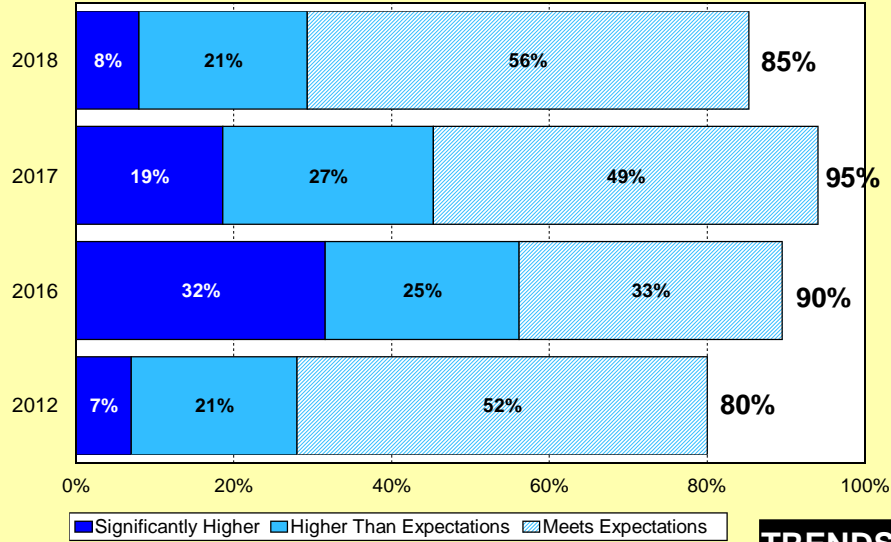
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q3. Satisfaction with the overall quality of services provided to your business by the Village of Pinehurst 2012 to 2018

by percentage of respondents

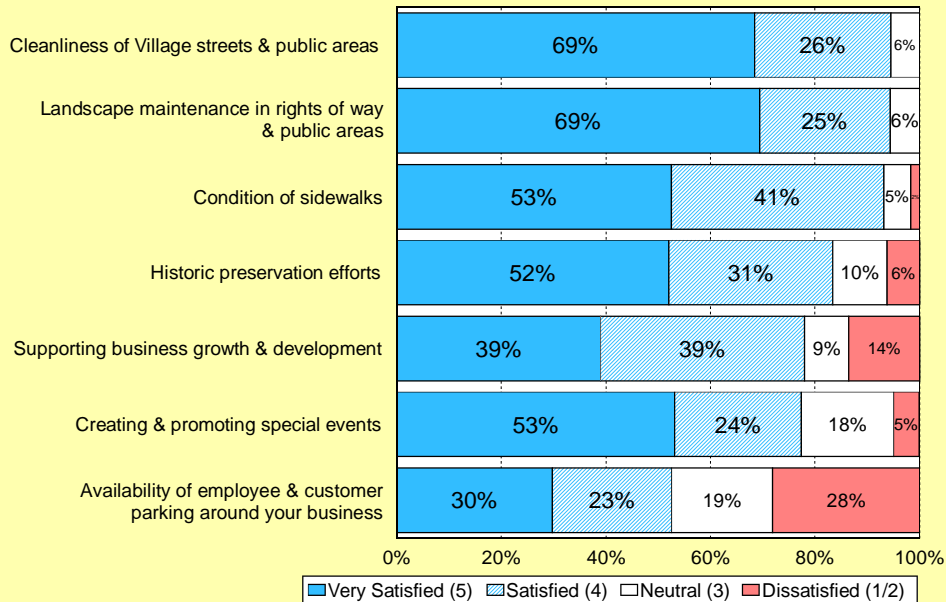


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

### Q4. Level of Satisfaction with the Village in Various Areas

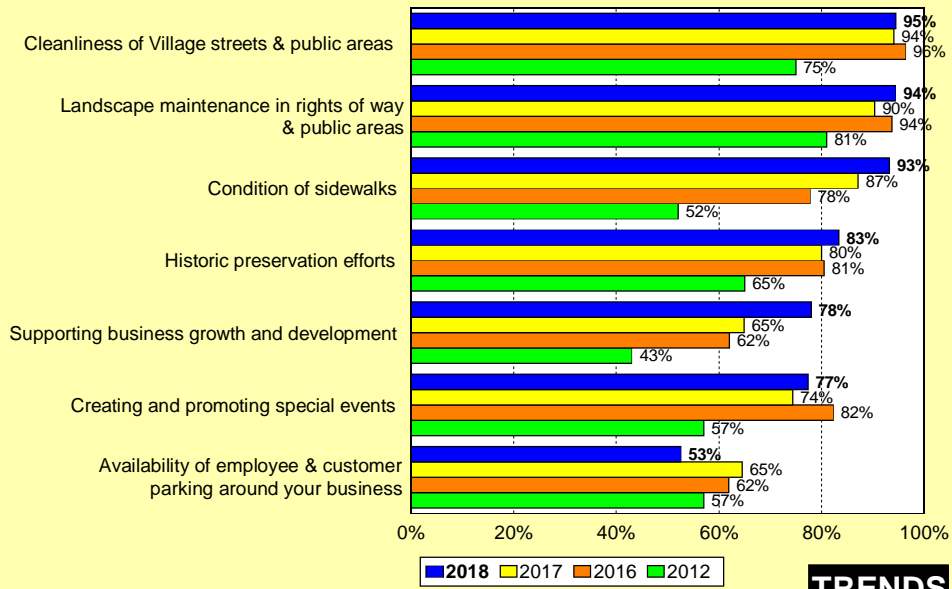
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

## Q4. Level of Satisfaction with the Village in Various Areas 2012 to 2018

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

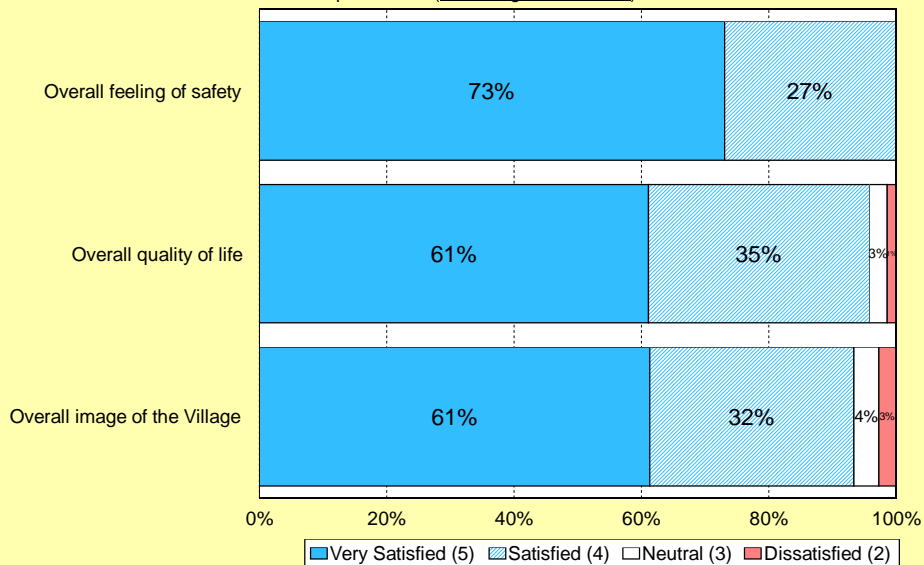


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

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

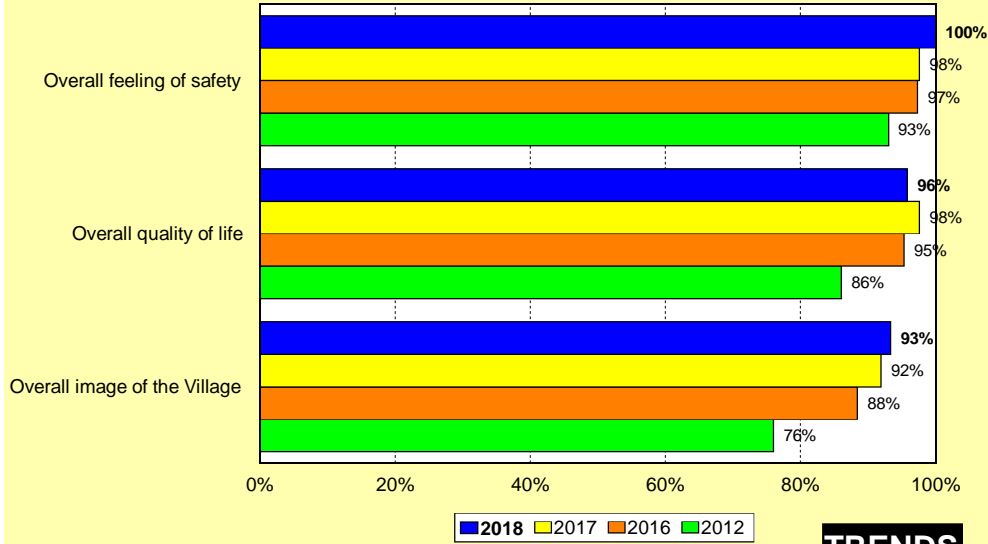
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q5. Overall Satisfaction with Various Perceptions of the Village of Pinehurst - 2012 to 2018

by percentage of respondents who had used the service or department and rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

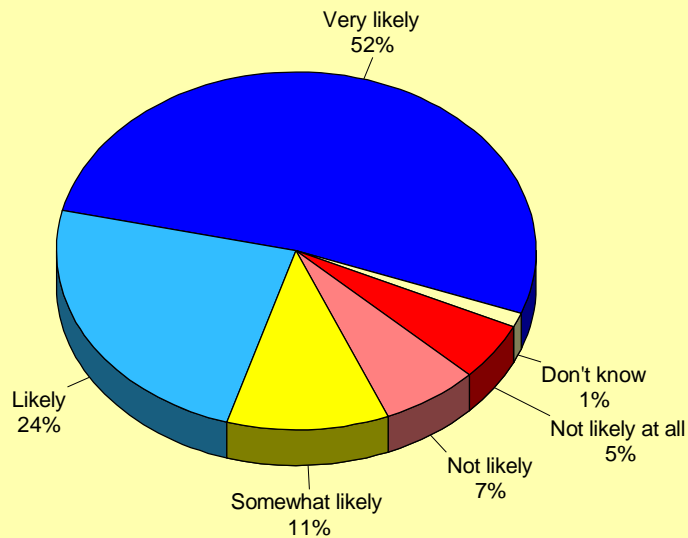


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

**TRENDS**

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

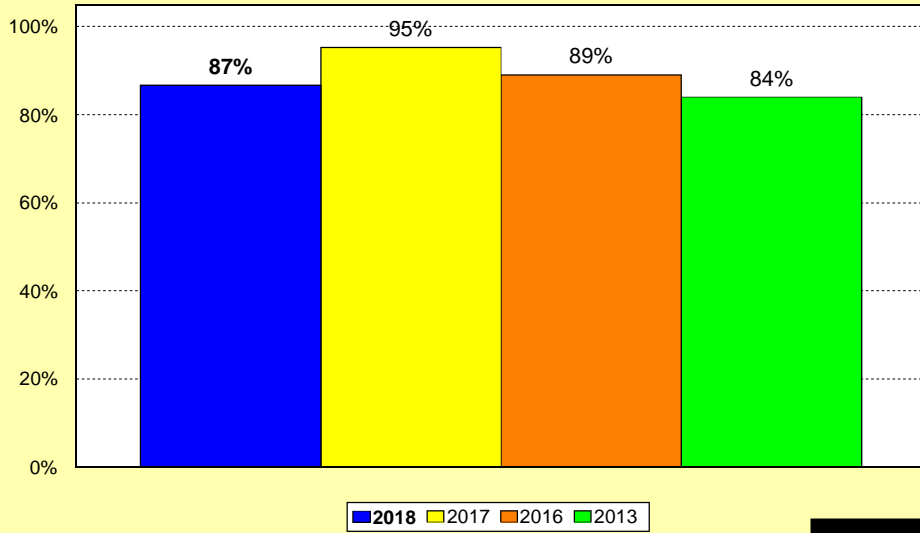
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**Q6. How likely would you be to recommend the Village as a business location to friends, family, and co-workers?  
2013 to 2018**

by percentage of respondents who answered "very likely," "likely," or "somewhat likely"

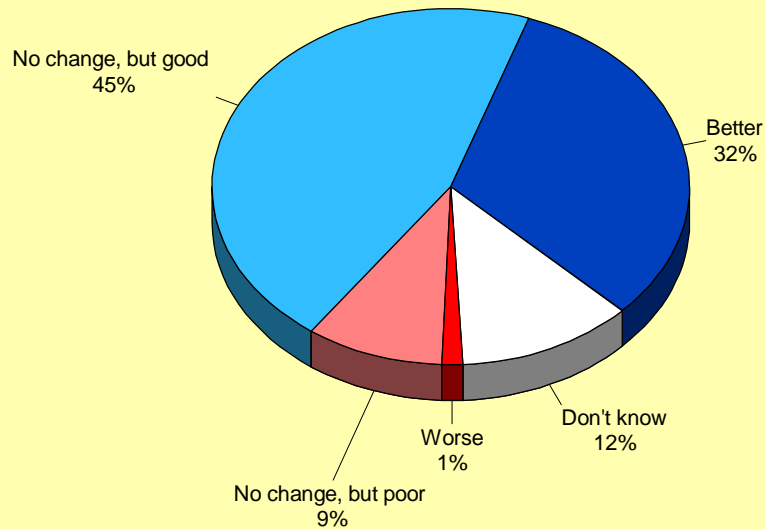


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

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

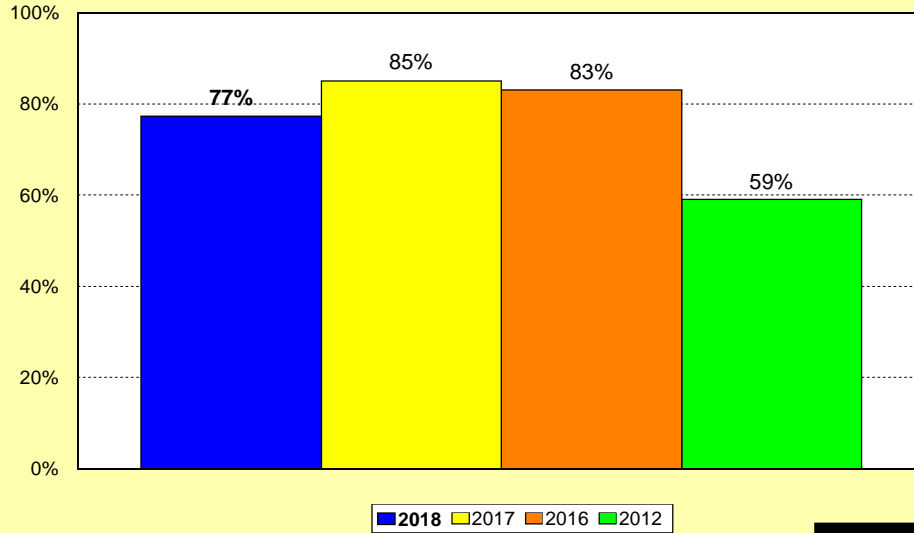
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q7. How would you rate the overall business atmosphere in the Village of Pinehurst today, compared to two years ago? 2012 to 2018

by percentage of respondents who answered "better" or "no change, but good"

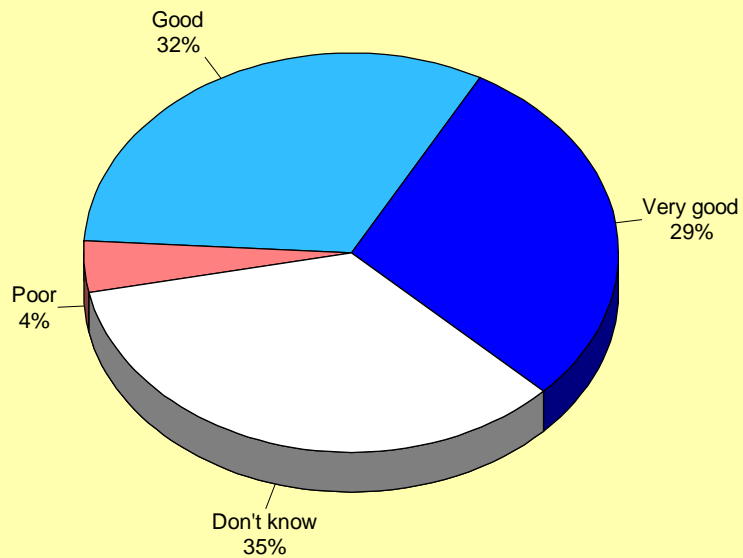


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

### Q8. How would you rate the Village of Pinehurst customer service?

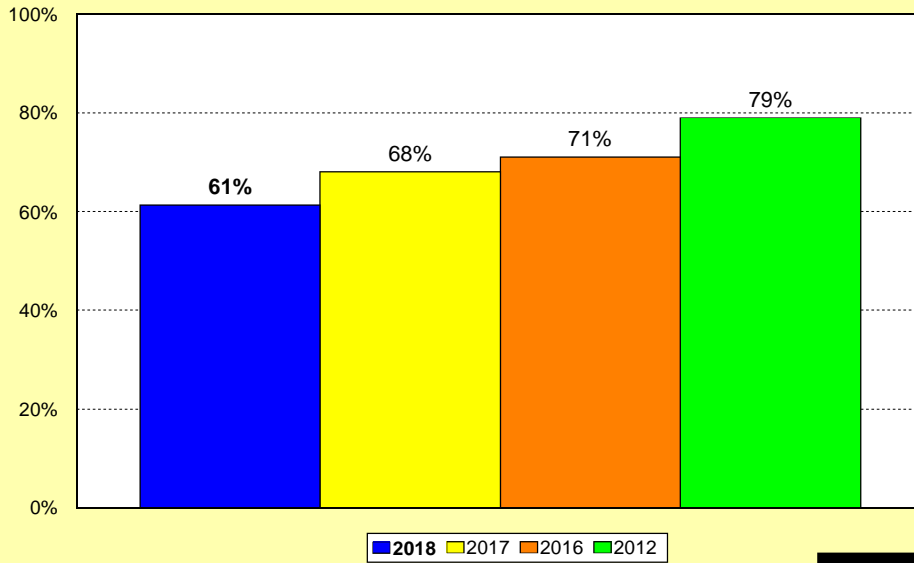
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q8. How would you rate the Village of Pinehurst customer service? - 2012 to 2018

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

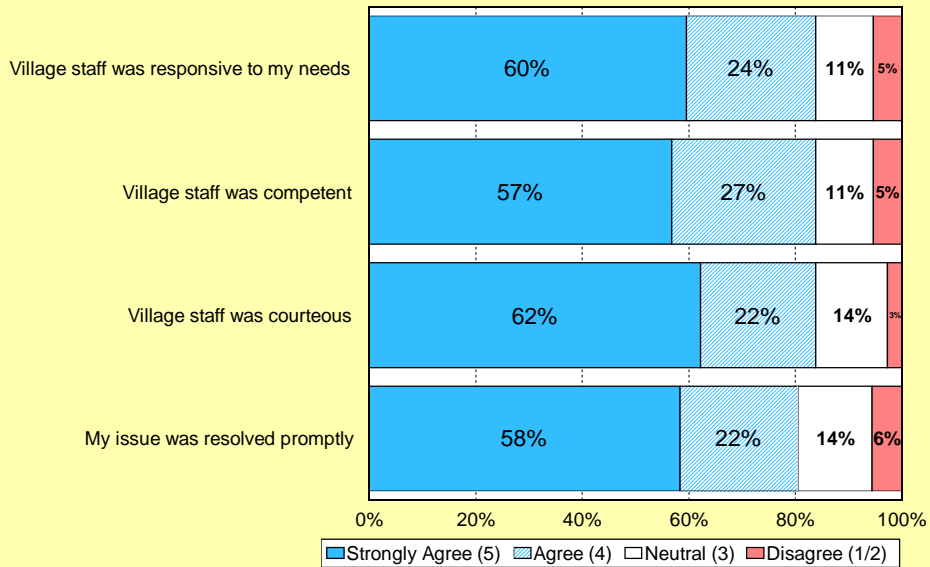


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

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

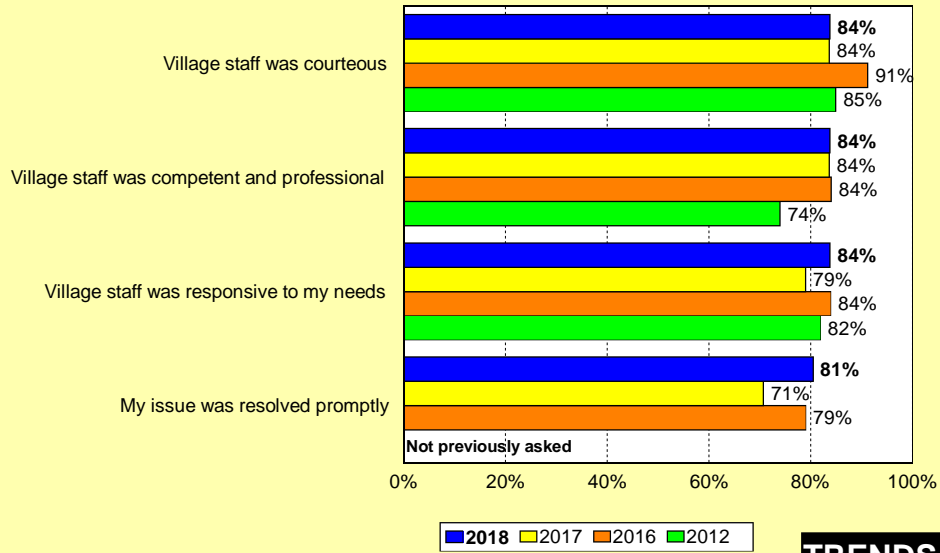
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q9. Level of Agreement with Statements About Your Most Recent Contact with the Village - 2012 to 2018

by percentage of respondents who answered "strongly agree" or "agree" (excluding "don't know")

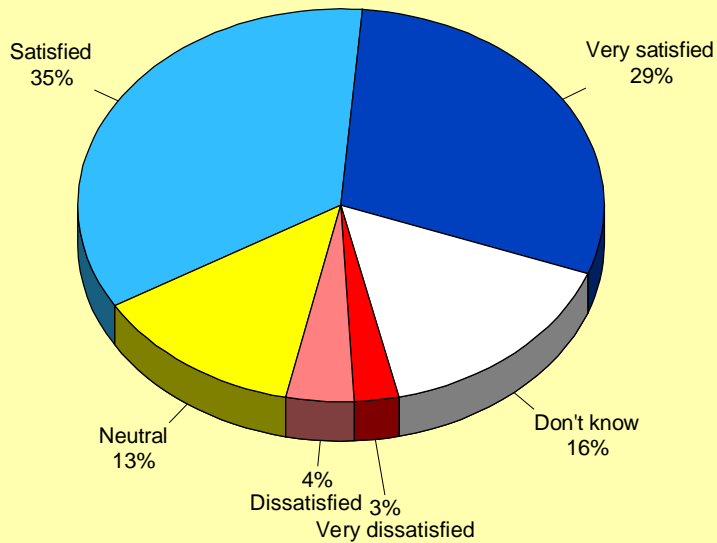


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

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

by percentage of respondents

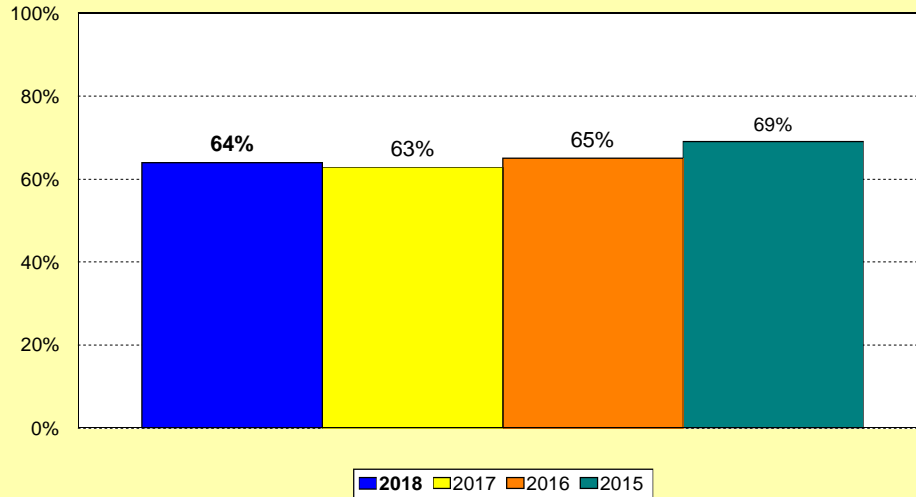


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)



### Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners? 2015 to 2018

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

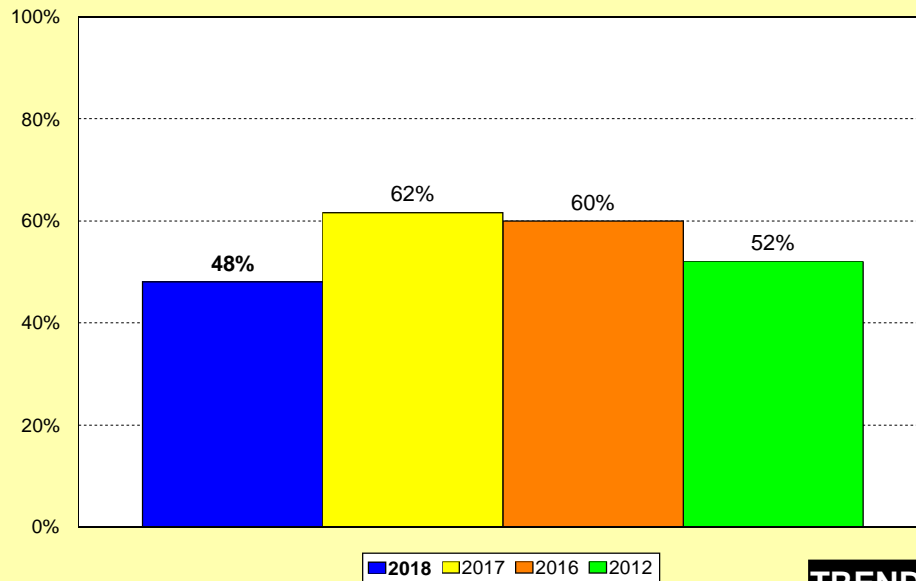


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

### Q11. Have you visited the Village's website (www.vopnc.org) during the past 12 months? - 2012 to 2018

by percentage of respondents who answered "yes"

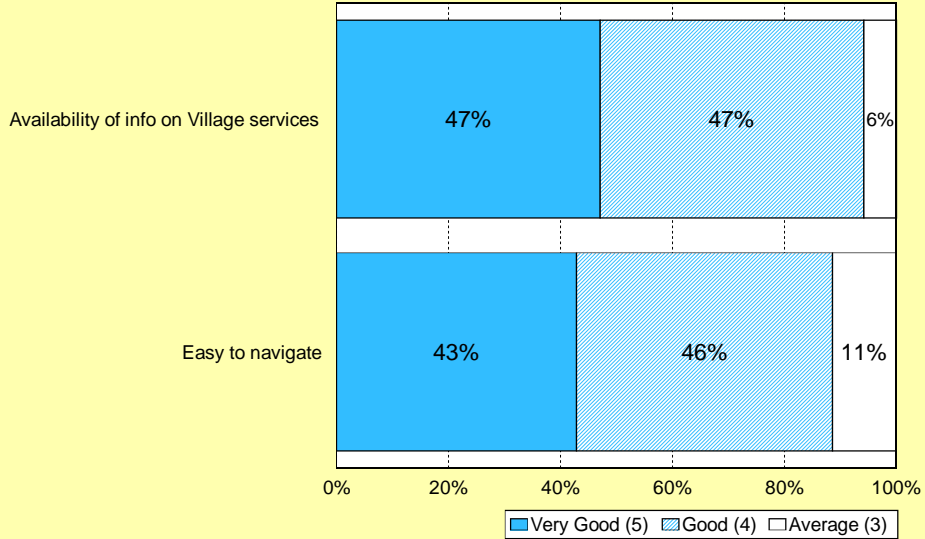


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

### Q11a. How would you rate the following characteristics of the Village website?

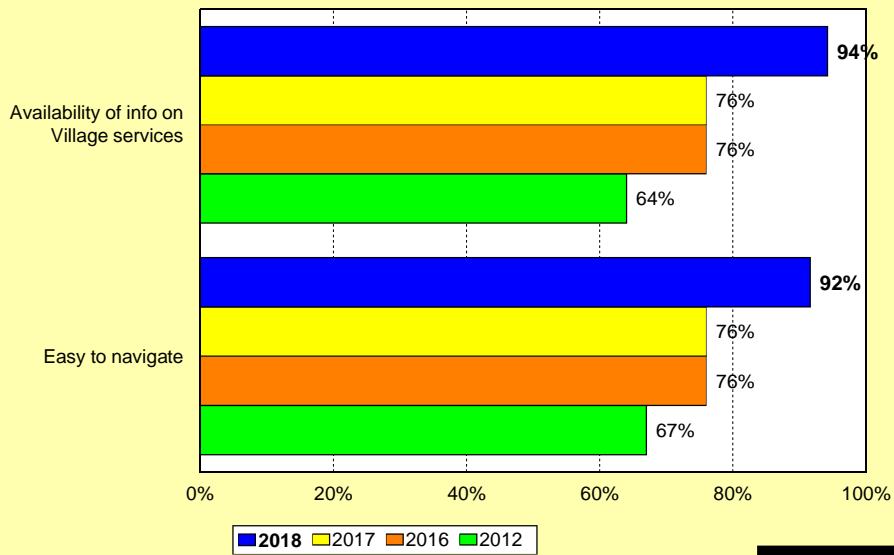
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q11a. How would you rate the following characteristics of the Village website? - 2012 to 2018

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

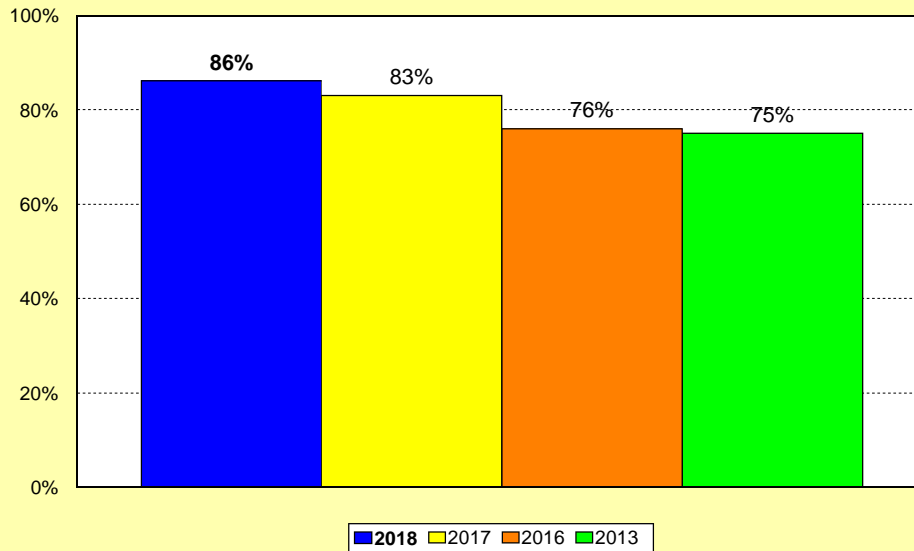


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

### Q11b. How satisfied are you with the Village's website? 2013 to 2018

by percentage of respondents who responded "very satisfied" or "satisfied"



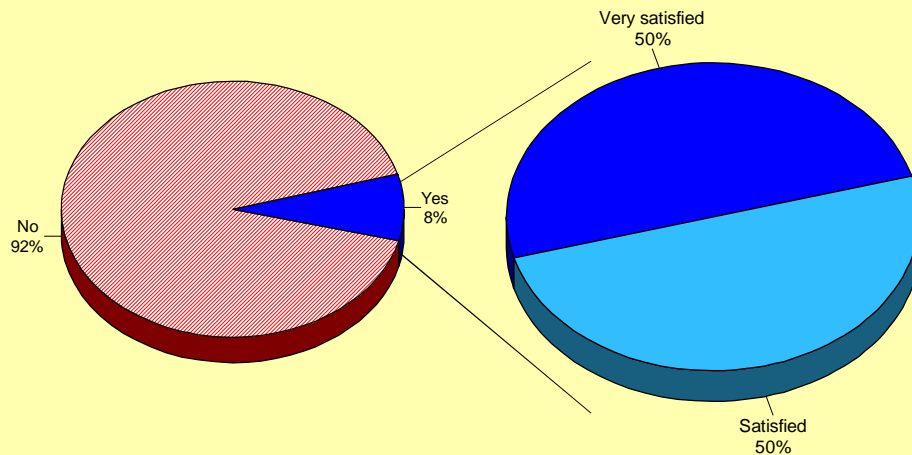
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

### Q12. Have you used the Village's mobile app ("MY VOP") during the past 12 months?

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

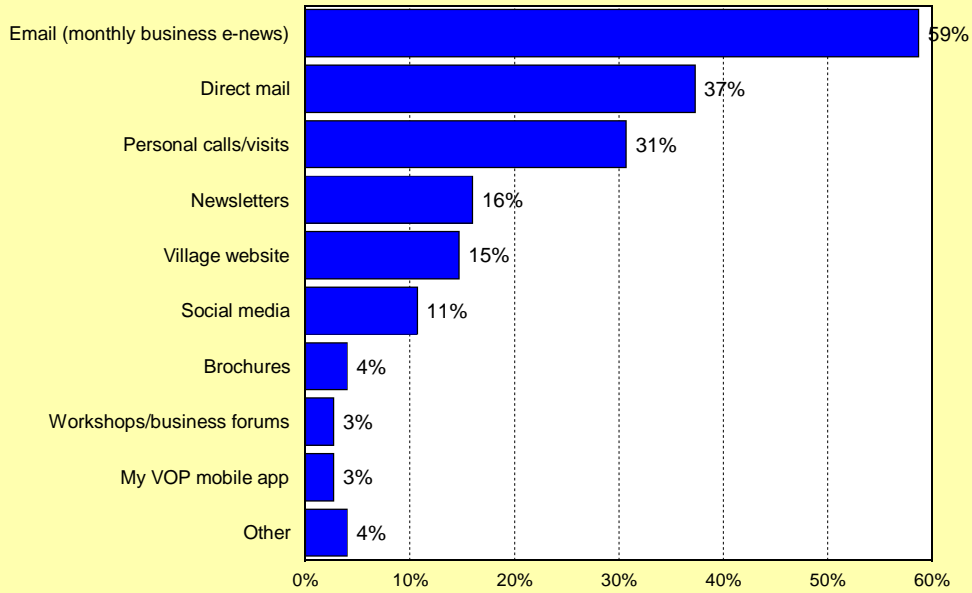
Q12a. If YES, how satisfied were you with  
The Village mobile app, MY VOP?



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

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

by percentage of respondents (multiple choices could be made)

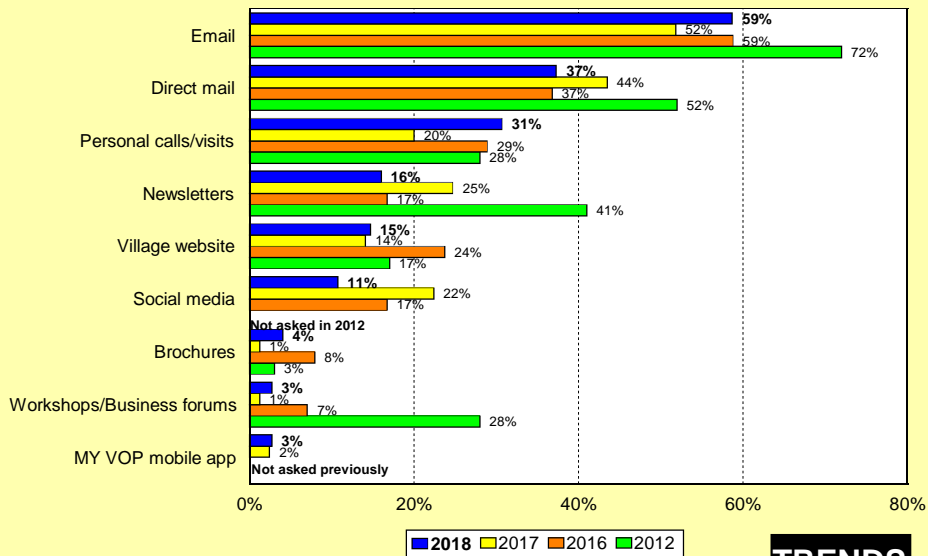


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

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

2012 to 2018

by percentage of respondents (multiple choices could be made)

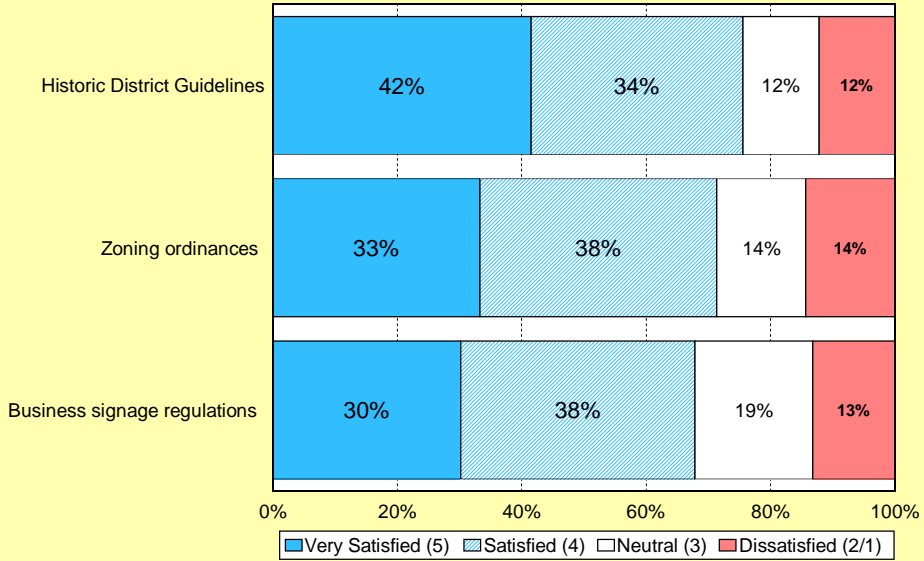


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

### Q14. Level of Satisfaction with Community Development (Village Codes and Ordinances)

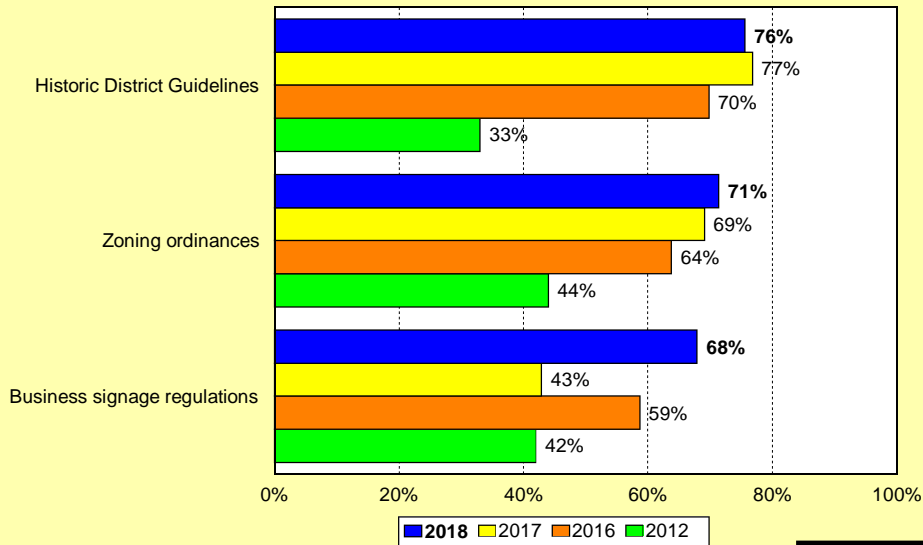
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q14. Level of Satisfaction with Community Development (Village Codes and Ordinances) - 2012 to 2018

by percentage of respondents who had used the service or department and answered "very satisfied" or "satisfied"

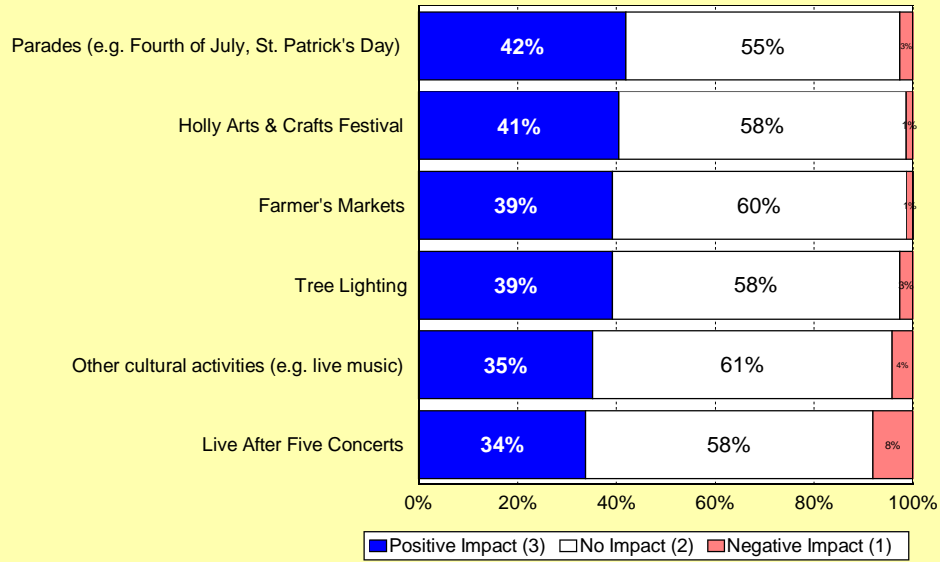


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

### Q15. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business

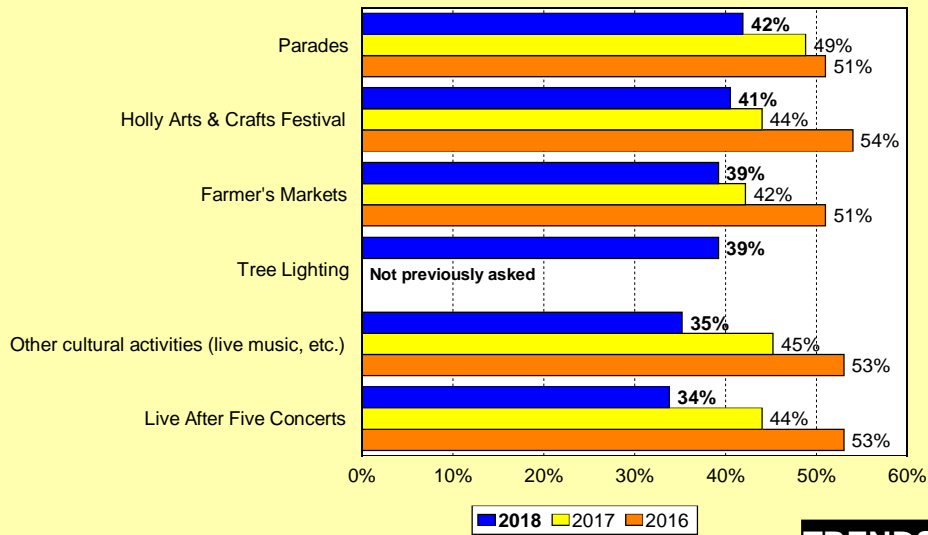
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q15. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business 2016 to 2018

by percentage of respondents who felt the event had a "positive impact" on their business

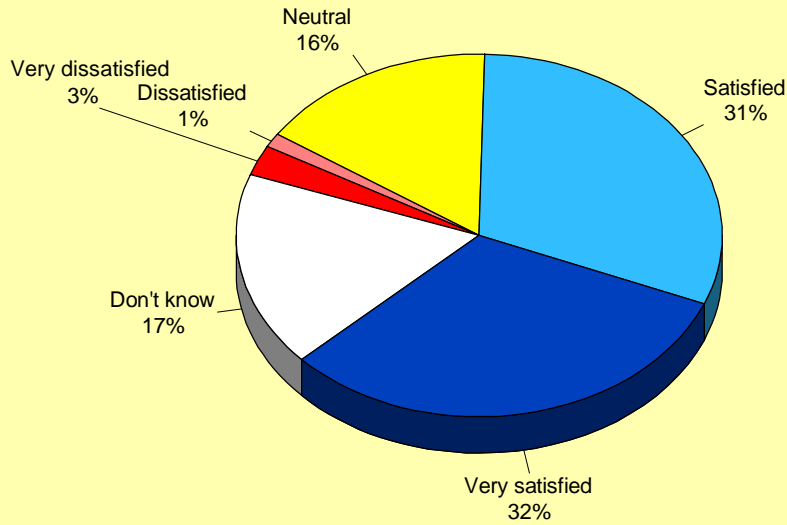


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

**Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village?**

by percentage of respondents

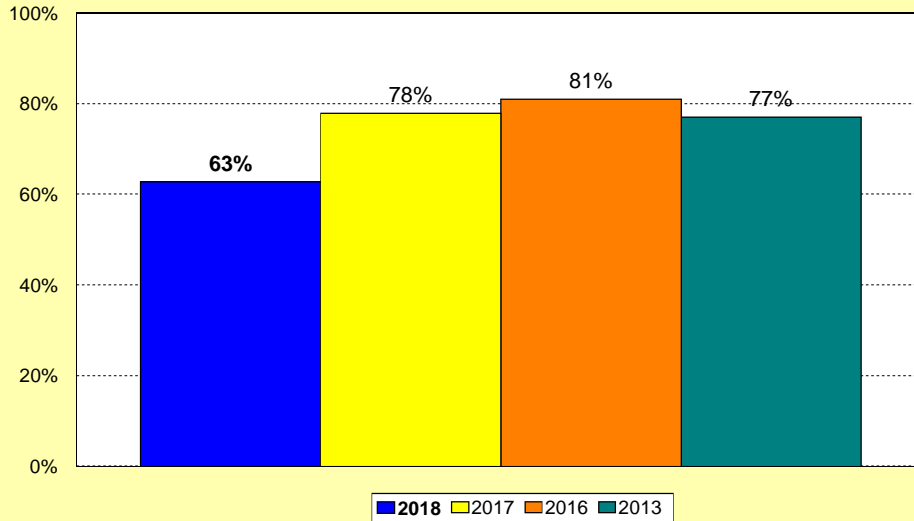


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village?**

**2013 to 2018**

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

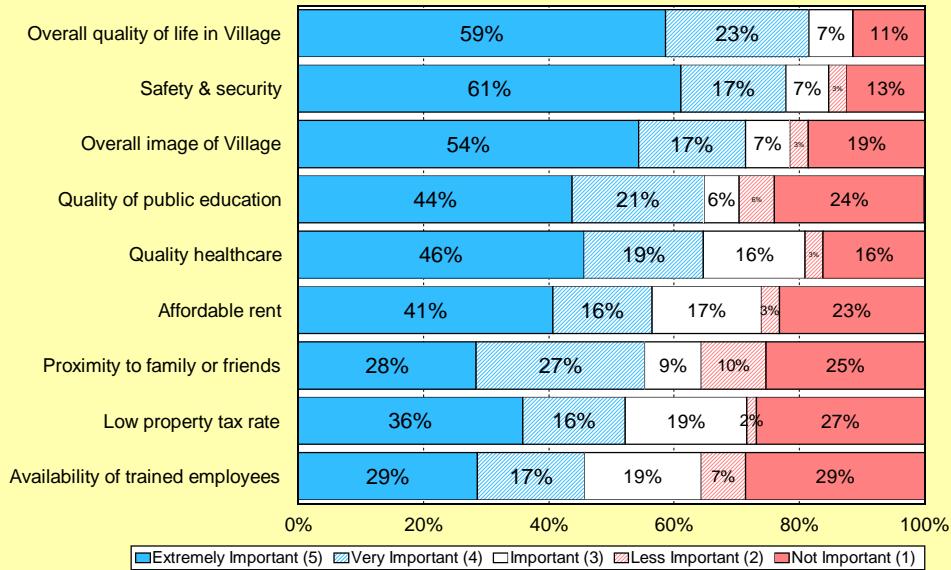


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**

### Q17. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst

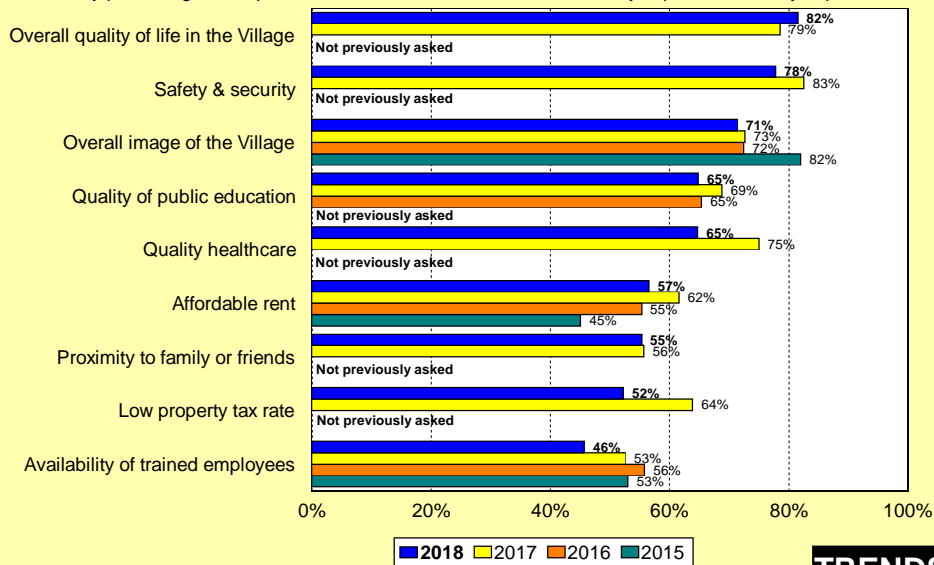
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "not provided")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q17. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst 2015 to 2018

by percentage of respondents who felt the reason was "extremely important" or "very important"



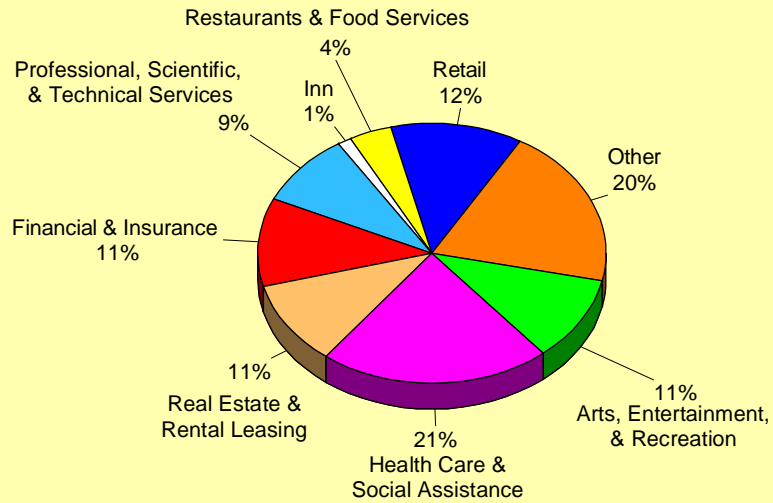
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**TRENDS**



## Q20. Primary Business Category for Your Business

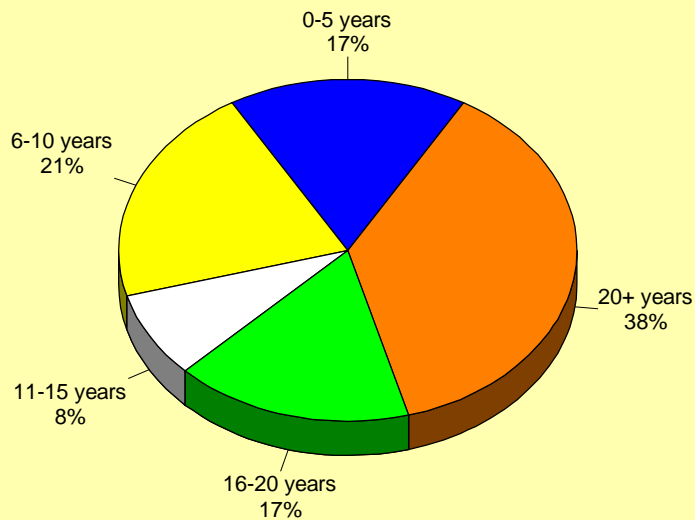
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

## Q21. How many years have you been in operation in the Village?

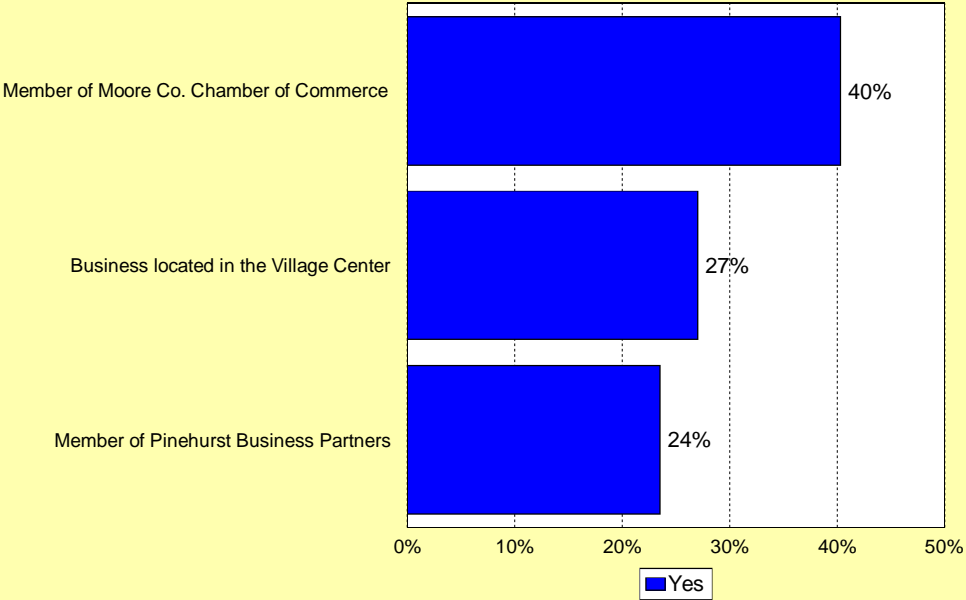
by percentage of respondents (excluding "not provided")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

### Q22. Is Your Business Any of the Following:

by percentage of respondents who answered "yes"



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

## **Section 2**

# ***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 and businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to businesses; and (2) to target resources toward those services where businesses are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that 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=Importance x (1-Satisfaction)].

**Example of the Calculation:** Respondents were asked to identify the major categories of Village services they think are most important to their business. Twenty-one percent (21%) of respondents selected *Planning and Zoning* as one of the most important services for the Village to provide.

With regard to satisfaction, 79% of respondents surveyed rated the Village's overall performance in *Planning and Zoning* 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 *Planning and Zoning* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 21% was multiplied by 21% (1-0.79). This calculation yielded an I-S rating of 0.0456 which ranked first out of 9 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
<b>Medium Priority (IS &lt; .10)</b>						
Planning & Zoning	21%	5	79%	8	0.0456	1
Streets & Grounds	16%	6	82%	7	0.0283	2
Code Enforcement	9%	7	75%	9	0.0233	3
Fire Inspections	28%	4	93%	5	0.0185	4
Police Patrol	44%	1	96%	4	0.0167	5
Village Hall (Front Desk)	7%	9	93%	6	0.0044	6
Building Inspections	8%	8	100%	1	0.0000	7
Fire Emergency Response	36%	2	100%	3	0.0000	8
Police Emergency Response	32%	3	100%	2	0.0000	9

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

**Most Important %:**

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

© 2018 DirectionFinder by ETC Institute

## Importance-Satisfaction Matrix Analysis

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

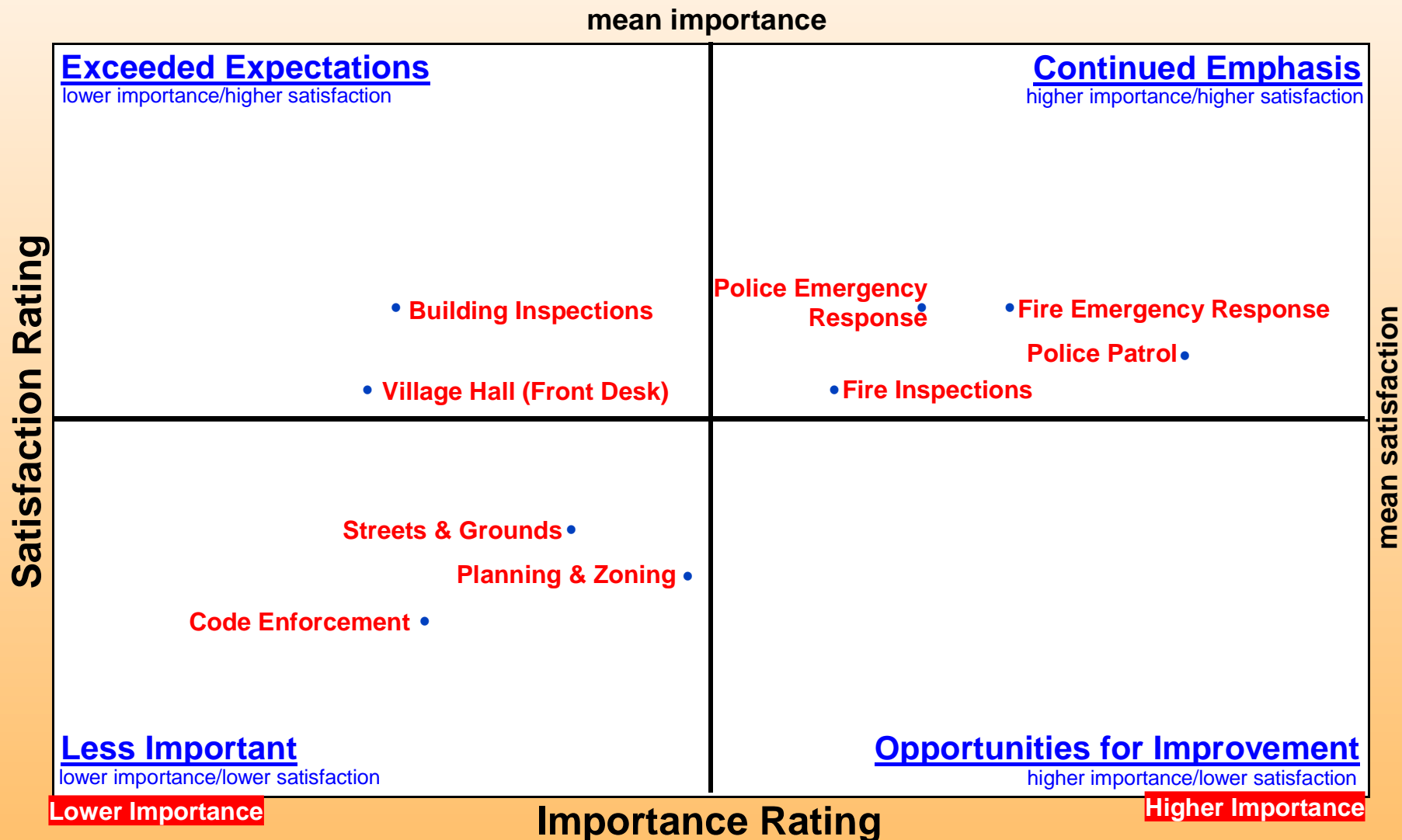
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the Village is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Village should maintain (or slightly increase) emphasis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

The matrix for the Village of Pinehurst is provided on the following page.

# 2018 Village of Pinehurst Business Survey Importance-Satisfaction Assessment Matrix

## -Overall-

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



Source: ETC Institute (2018)



# Section 3

## *Tabular Data*

---

**Q1. Community Service Satisfaction. Please indicate if your business has used each of the services or departments listed below.**

(N=75)

	Yes	No
Q1-1. Building Inspections	18.7%	81.3%
Q1-2. Fire Inspections	62.7%	37.3%
Q1-3. Planning & Zoning	18.7%	81.3%
Q1-4. Code Enforcement	16.0%	84.0%
Q1-5. Police Patrol	36.0%	64.0%
Q1-6. Police Emergency Response	22.7%	77.3%
Q1-7. Fire Emergency Response	20.0%	80.0%
Q1-8. Village Hall (Front Desk)	20.0%	80.0%
Q1-9. Streets & Grounds	22.7%	77.3%

**Q1. If "Yes," please rate the service or department using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=61)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Building Inspections	78.6%	21.4%	0.0%	0.0%	0.0%
Q1-2. Fire Inspections	80.4%	13.0%	4.3%	2.2%	0.0%
Q1-3. Planning & Zoning	64.3%	14.3%	7.1%	7.1%	7.1%
Q1-4. Code Enforcement	66.7%	8.3%	16.7%	8.3%	0.0%
Q1-5. Police Patrol	96.2%	0.0%	3.8%	0.0%	0.0%
Q1-6. Police Emergency Response	94.1%	5.9%	0.0%	0.0%	0.0%
Q1-7. Fire Emergency Response	93.3%	6.7%	0.0%	0.0%	0.0%
Q1-8. Village Hall (Front Desk)	86.7%	6.7%	6.7%	0.0%	0.0%
Q1-9. Streets & Grounds	58.8%	23.5%	17.6%	0.0%	0.0%

**Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Building Inspections	4	5.3 %
Fire Inspections	2	2.7 %
Planning & Zoning	6	8.0 %
Code Enforcement	1	1.3 %
Police Patrol	20	26.7 %
Police Emergency Response	13	17.3 %
Fire Emergency Response	4	5.3 %
Village Hall (Front Desk)	2	2.7 %
Streets & Grounds	4	5.3 %
None chosen	19	25.3 %
Total	75	100.0 %

**Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Building Inspections	1	1.3 %
Fire Inspections	8	10.7 %
Planning & Zoning	4	5.3 %
Code Enforcement	4	5.3 %
Police Patrol	7	9.3 %
Police Emergency Response	9	12.0 %
Fire Emergency Response	16	21.3 %
Village Hall (Front Desk)	2	2.7 %
Streets & Grounds	2	2.7 %
None chosen	22	29.3 %
Total	75	100.0 %

**Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business?**

Q2. 3rd choice	Number	Percent
Building Inspections	1	1.3 %
Fire Inspections	11	14.7 %
Planning & Zoning	6	8.0 %
Code Enforcement	2	2.7 %
Police Patrol	6	8.0 %
Police Emergency Response	2	2.7 %
Fire Emergency Response	7	9.3 %
Village Hall (Front Desk)	1	1.3 %
Streets & Grounds	6	8.0 %
None chosen	33	44.0 %
Total	75	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business? (top 3)**

Q2. Sum of Top 3 Choices	Number	Percent
Building Inspections	6	8.0 %
Fire Inspections	21	28.0 %
Planning & Zoning	16	21.3 %
Code Enforcement	7	9.3 %
Police Patrol	33	44.0 %
Police Emergency Response	24	32.0 %
Fire Emergency Response	27	36.0 %
Village Hall (Front Desk)	5	6.7 %
Streets & Grounds	12	16.0 %
None chosen	19	25.3 %
Total	170	

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

Q3. How satisfied are you with overall quality of services provided to your business by Village of

<u>Pinehurst</u>	<u>Number</u>	<u>Percent</u>
Significantly higher than your expectations	6	8.0 %
Higher than your expectations	16	21.3 %
Meets your expectations	42	56.0 %
Below your expectations	3	4.0 %
Don't know	8	10.7 %
Total	75	100.0 %

**WITHOUT DON'T KNOW**

**Q3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is... (without "don't know")**

Q3. How satisfied are you with overall quality of services provided to your business by Village of

<u>Pinehurst</u>	<u>Number</u>	<u>Percent</u>
Significantly higher than your expectations	6	9.0 %
Higher than your expectations	16	23.9 %
Meets your expectations	42	62.7 %
Below your expectations	3	4.5 %
Total	67	100.0 %

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

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Supporting business growth & development	30.7%	30.7%	6.7%	4.0%	6.7%	21.3%
Q4-2. Availability of employee & customer parking around your business	22.7%	17.3%	14.7%	14.7%	6.7%	24.0%
Q4-3. Condition of sidewalks	41.3%	32.0%	4.0%	0.0%	1.3%	21.3%
Q4-4. Creating & promoting special events	44.0%	20.0%	14.7%	2.7%	1.3%	17.3%
Q4-5. Historic preservation efforts	33.3%	20.0%	6.7%	2.7%	1.3%	36.0%
Q4-6. Cleanliness of Village streets & public areas	66.7%	25.3%	5.3%	0.0%	0.0%	2.7%
Q4-7. Landscape maintenance in rights of way & public areas	66.7%	24.0%	5.3%	0.0%	0.0%	4.0%

**WITHOUT DON'T KNOW**

**Q4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in the following areas. (without "don't know")**

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Supporting business growth & development	39.0%	39.0%	8.5%	5.1%	8.5%
Q4-2. Availability of employee & customer parking around your business	29.8%	22.8%	19.3%	19.3%	8.8%
Q4-3. Condition of sidewalks	52.5%	40.7%	5.1%	0.0%	1.7%
Q4-4. Creating & promoting special events	53.2%	24.2%	17.7%	3.2%	1.6%
Q4-5. Historic preservation efforts	52.1%	31.3%	10.4%	4.2%	2.1%
Q4-6. Cleanliness of Village streets & public areas	68.5%	26.0%	5.5%	0.0%	0.0%
Q4-7. Landscape maintenance in rights of way & public areas	69.4%	25.0%	5.6%	0.0%	0.0%

**Q5. Perceptions of the Village. Several items that may influence your business's perception of the Village of Pinehurst are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Don't know
Q5-1. Overall image of Village	61.3%	32.0%	4.0%	2.7%	0.0%
Q5-2. Overall quality of life	58.7%	33.3%	2.7%	1.3%	4.0%
Q5-3. Overall feeling of safety	72.0%	26.7%	0.0%	0.0%	1.3%

**WITHOUT DON'T KNOW**

**Q5. Perceptions of the Village. Several items that may influence your business's perception of the Village of Pinehurst are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied
Q5-1. Overall image of Village	61.3%	32.0%	4.0%	2.7%
Q5-2. Overall quality of life	61.1%	34.7%	2.8%	1.4%
Q5-3. Overall feeling of safety	73.0%	27.0%	0.0%	0.0%



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

Q6. How likely would you be to recommend Village as a business location to friends, family, & co-workers

	Number	Percent
Very likely	39	52.0 %
Likely	18	24.0 %
Somewhat likely	8	10.7 %
Not likely	5	6.7 %
Not likely at all	4	5.3 %
Don't know	1	1.3 %
Total	75	100.0 %

**WITHOUT DON'T KNOW**

**Q6. Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers? (without "don't know")**

Q6. How likely would you be to recommend Village as a business location to friends, family, & co-workers

	Number	Percent
Very likely	39	52.7 %
Likely	18	24.3 %
Somewhat likely	8	10.8 %
Not likely	5	6.8 %
Not likely at all	4	5.4 %
Total	74	100.0 %

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

Q7. What best describes overall business atmosphere in Village of Pinehurst today compared to two years ago

	Number	Percent
Better	24	32.0 %
No change, but good	34	45.3 %
No change, but poor	7	9.3 %
Worse	1	1.3 %
Don't know	9	12.0 %
Total	75	100.0 %

**WITHOUT DON'T KNOW**

**Q7. Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, compared to two years ago? (without "don't know")**

Q7. What best describes overall business atmosphere in Village of Pinehurst today compared to two years ago

	Number	Percent
Better	24	36.4 %
No change, but good	34	51.5 %
No change, but poor	7	10.6 %
Worse	1	1.5 %
Total	66	100.0 %

**Q8. Customer Service. Overall, how would you rate the Village of Pinehurst customer service? Would you say it is...**

Q8. How would you rate Village of Pinehurst customer service	Number	Percent
Very good	22	29.3 %
Good	24	32.0 %
Poor	3	4.0 %
Don't know	26	34.7 %
Total	75	100.0 %

**WITHOUT DON'T KNOW**

**Q8. Customer Service. Overall, how would you rate the Village of Pinehurst customer service? Would you say it is... (without "don't know")**

Q8. How would you rate Village of Pinehurst customer service	Number	Percent
Very good	22	44.9 %
Good	24	49.0 %
Poor	3	6.1 %
Total	49	100.0 %

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

(N=75)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q9-1. Village staff was responsive to my needs	29.3%	12.0%	5.3%	1.3%	1.3%	50.7%
Q9-2. Village staff was competent	28.0%	13.3%	5.3%	2.7%	0.0%	50.7%
Q9-3. Village staff was courteous	30.7%	10.7%	6.7%	1.3%	0.0%	50.7%
Q9-4. My issue was resolved promptly	28.0%	10.7%	6.7%	0.0%	2.7%	52.0%

**WITHOUT DON'T KNOW**

**Q9. Thinking about your MOST RECENT contact with Village government staff, please rate your experience using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")**

(N=75)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9-1. Village staff was responsive to my needs	59.5%	24.3%	10.8%	2.7%	2.7%
Q9-2. Village staff was competent	56.8%	27.0%	10.8%	5.4%	0.0%
Q9-3. Village staff was courteous	62.2%	21.6%	13.5%	2.7%	0.0%
Q9-4. My issue was resolved promptly	58.3%	22.2%	13.9%	0.0%	5.6%

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

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

	Number	Percent
Very satisfied	22	29.3 %
Satisfied	26	34.7 %
Neutral	10	13.3 %
Dissatisfied	3	4.0 %
Very dissatisfied	2	2.7 %
Don't know	12	16.0 %
Total	75	100.0 %

**WITHOUT DON'T KNOW**

**Q10. Communication. Overall, how satisfied are you with the job the Village of Pinehurst does communicating with business owners? Would you say you are... (without "don't know")**

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

	Number	Percent
Very satisfied	22	34.9 %
Satisfied	26	41.3 %
Neutral	10	15.9 %
Dissatisfied	3	4.8 %
Very dissatisfied	2	3.2 %
Total	63	100.0 %

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

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

	Number	Percent
Yes	36	48.0 %
No	39	52.0 %
Total	75	100.0 %

**Q11a. Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website with regard to each of the following characteristics.**

(N=36)

	Very good	Good	Average	Don't know
Q11a-1. Easy to navigate	41.7%	44.4%	11.1%	2.8%
Q11a-2. Availability of information about Village services	44.4%	44.4%	5.6%	5.6%

**WITHOUT DON'T KNOW**

**Q11a. Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website with regard to each of the following characteristics. (without "don't know")**

(N=36)

	Very good	Good	Average
Q11a-1. Easy to navigate	42.9%	45.7%	11.4%
Q11a-2. Availability of information about Village services	47.1%	47.1%	5.9%

**Q11b. Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you were...**

Q11b. How satisfied were you with Village of Pinehurst website

	Number	Percent
Very satisfied	13	36.1 %
Satisfied	18	50.0 %
Neutral	4	11.1 %
Don't know	1	2.8 %
Total	36	100.0 %

**WITHOUT DON'T KNOW**

**Q11b. Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you were... (without "don't know")**

Q11b. How satisfied were you with Village of Pinehurst website

	Number	Percent
Very satisfied	13	37.1 %
Satisfied	18	51.4 %
Neutral	4	11.4 %
Total	35	100.0 %

**Q12. Have you used the Village's mobile app (MY VOP) during the last 12 months?**

Q12. Have you used Village's mobile app (MY VOP) during last 12 months	Number	Percent
Yes	6	8.0 %
No	67	89.3 %
Don't know	2	2.7 %
Total	75	100.0 %

**WITHOUT DON'T KNOW**

**Q12. Have you used the Village's mobile app (MY VOP) during the last 12 months? (without "don't know")**

Q12. Have you used Village's mobile app (MY VOP) during last 12 months	Number	Percent
Yes	6	8.2 %
No	67	91.8 %
Total	73	100.0 %

**Q12a. Overall, how satisfied would you say you were with the Village mobile app, MY VOP? Would you say you were...**

Q12a. How satisfied were you with Village mobile app, MY VOP	Number	Percent
Very satisfied	3	50.0 %
Satisfied	3	50.0 %
Total	6	100.0 %



**Q13. Please indicate which of the following are the best ways for the Village to communicate with you to get important information to your business.**

Q13. What are the best ways for Village to communicate with you to get important information to your business

	Number	Percent
Direct mail	28	37.3 %
Village website	11	14.7 %
Email (monthly business e-news)	44	58.7 %
Workshops/business forums	2	2.7 %
Social media	8	10.7 %
Personal calls/visits	23	30.7 %
Newsletters	12	16.0 %
Brochures	3	4.0 %
MY VOP mobile app	2	2.7 %
Other	3	4.0 %
Total	136	

**Q13. Other**

Q13-10. Other	Number	Percent
Robo calls	1	33.3 %
Text	1	33.3 %
Radio/newspaper	1	33.3 %
Total	3	100.0 %

**Q14. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances.**

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Zoning ordinances	18.7%	21.3%	8.0%	2.7%	5.3%	44.0%
Q14-2. Business signage regulations	21.3%	26.7%	13.3%	6.7%	2.7%	29.3%
Q14-3. Historic district guidelines	22.7%	18.7%	6.7%	2.7%	4.0%	45.3%

**WITHOUT DON'T KNOW**

**Q14. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances. (without "don't know")**

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Zoning ordinances	33.3%	38.1%	14.3%	4.8%	9.5%
Q14-2. Business signage regulations	30.2%	37.7%	18.9%	9.4%	3.8%
Q14-3. Historic district guidelines	41.5%	34.1%	12.2%	4.9%	7.3%

**Q15. Village Events. Using a scale of 1 to 3, where 3 means "Positive Impact" and 1 means "Negative Impact," please indicate the impact the following events in the Village Center have on your business.**

(N=75)

	Positive impact	No impact	Negative impact	Don't know
Q15-1. Farmer's Markets	38.7%	58.7%	1.3%	1.3%
Q15-2. Live After Five Concerts	33.3%	57.3%	8.0%	1.3%
Q15-3. Parades (e.g. Fourth of July, St. Patrick's Day, US Kids)	41.3%	54.7%	2.7%	1.3%
Q15-4. Holly Arts & Crafts Festival	40.0%	57.3%	1.3%	1.3%
Q15-5. Tree Lighting	38.7%	57.3%	2.7%	1.3%
Q15-6. Other cultural activities (e.g. live music)	33.3%	57.3%	4.0%	5.3%

**WITHOUT DON'T KNOW**

**Q15. Village Events. Using a scale of 1 to 3, where 3 means "Positive Impact" and 1 means "Negative Impact," please indicate the impact the following events in the Village Center have on your business. (without "don't know")**

(N=75)

	Positive impact	No impact	Negative impact
Q15-1. Farmer's Markets	39.2%	59.5%	1.4%
Q15-2. Live After Five Concerts	33.8%	58.1%	8.1%
Q15-3. Parades (e.g. Fourth of July, St. Patrick's Day, US Kids)	41.9%	55.4%	2.7%
Q15-4. Holly Arts & Crafts Festival	40.5%	58.1%	1.4%
Q15-5. Tree Lighting	39.2%	58.1%	2.7%
Q15-6. Other cultural activities (e.g. live music)	35.2%	60.6%	4.2%

**Q16. Please indicate how satisfied you are with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues)?**

Q16. How satisfied are you with the way Village handles events that attract large crowds to Village	Number	Percent
Very satisfied	24	32.0 %
Satisfied	23	30.7 %
Neutral	12	16.0 %
Dissatisfied	1	1.3 %
Very dissatisfied	2	2.7 %
Don't know	13	17.3 %
Total	75	100.0 %

**WITHOUT DON'T KNOW**

**Q16. Please indicate how satisfied you are with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues)? (without "don't know")**

Q16. How satisfied are you with the way Village handles events that attract large crowds to Village	Number	Percent
Very satisfied	24	38.7 %
Satisfied	23	37.1 %
Neutral	12	19.4 %
Dissatisfied	1	1.6 %
Very dissatisfied	2	3.2 %
Total	62	100.0 %

**Q17. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst.**

(N=75)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q17-1. Overall image of Village	50.7%	16.0%	6.7%	2.7%	17.3%	6.7%
Q17-2. Safety & security	58.7%	16.0%	6.7%	2.7%	12.0%	4.0%
Q17-3. Availability of trained employees	26.7%	16.0%	17.3%	6.7%	26.7%	6.7%
Q17-4. Low property tax rate	32.0%	14.7%	17.3%	1.3%	24.0%	10.7%
Q17-5. Quality healthcare	41.3%	17.3%	14.7%	2.7%	14.7%	9.3%
Q17-6. Affordable rent	37.3%	14.7%	16.0%	2.7%	21.3%	8.0%
Q17-7. Proximity to family or friends	25.3%	24.0%	8.0%	9.3%	22.7%	10.7%
Q17-8. Quality of public education	41.3%	20.0%	5.3%	5.3%	22.7%	5.3%
Q17-9. Overall quality of life in Village	54.7%	21.3%	6.7%	0.0%	10.7%	6.7%

**WITHOUT NOT PROVIDED**

**Q17. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst. (without "not provided")**

(N=75)

	Extremely important	Very important	Important	Less important	Not important
Q17-1. Overall image of Village	54.3%	17.1%	7.1%	2.9%	18.6%
Q17-2. Safety & security	61.1%	16.7%	6.9%	2.8%	12.5%
Q17-3. Availability of trained employees	28.6%	17.1%	18.6%	7.1%	28.6%
Q17-4. Low property tax rate	35.8%	16.4%	19.4%	1.5%	26.9%
Q17-5. Quality healthcare	45.6%	19.1%	16.2%	2.9%	16.2%
Q17-6. Affordable rent	40.6%	15.9%	17.4%	2.9%	23.2%
Q17-7. Proximity to family or friends	28.4%	26.9%	9.0%	10.4%	25.4%
Q17-8. Quality of public education	43.7%	21.1%	5.6%	5.6%	23.9%
Q17-9. Overall quality of life in Village	58.6%	22.9%	7.1%	0.0%	11.4%

**Q20. Business Category. Please indicate the primary business category for your business.**

Q20. What is primary business category for your business	Number	Percent
Retail	9	12.0 %
Restaurants & Food Services	3	4.0 %
Inn	1	1.3 %
Professional, Scientific, & Technical Services	7	9.3 %
Financial & Insurance	8	10.7 %
Real Estate & Rental Leasing	8	10.7 %
Health Care & Social Assistance	16	21.3 %
Arts, Entertainment, & Recreation	8	10.7 %
Other	15	20.0 %
Total	75	100.0 %

**Q20. Other**

Q20. Other	Number	Percent
Church	1	7.1 %
Commercial	1	7.1 %
Construction	1	7.1 %
Day spa	1	7.1 %
Education	1	7.1 %
Estate tax	1	7.1 %
Golf club	1	7.1 %
Hospitality house for hospital	1	7.1 %
Manufacturing	1	7.1 %
Non-profit Scottish Culture promotional organization	1	7.1 %
Online tech service	1	7.1 %
Property owner association	1	7.1 %
Service	1	7.1 %
Wholesale	1	7.1 %
Total	14	100.0 %

**Q21. How many years have you been in operation in the Village of Pinehurst?**

Q21. How many years have you been in operation  
in Village of Pinehurst

	<u>Number</u>	<u>Percent</u>
0-5 years	12	16.0 %
6-10 years	15	20.0 %
11-15 years	6	8.0 %
16-20 years	12	16.0 %
20+ years	27	36.0 %
Not provided	3	4.0 %
Total	75	100.0 %

**WITHOUT NOT PROVIDED**

**Q21. How many years have you been in operation in the Village of Pinehurst? (without "not provided")**

Q21. How many years have you been in operation  
in Village of Pinehurst

	<u>Number</u>	<u>Percent</u>
0-5 years	12	16.7 %
6-10 years	15	20.8 %
11-15 years	6	8.3 %
16-20 years	12	16.7 %
20+ years	27	37.5 %
Total	72	100.0 %



**Q22. Please answer the following questions.**

(N=75)

	Yes	No	Not provided
Q22-1. Are you a member of Pinehurst Business Partners	21.3%	69.3%	9.3%
Q22-2. Are you a member of Moore County Chamber of Commerce	38.7%	57.3%	4.0%
Q22-3. Is your business located in Village Center	26.7%	72.0%	1.3%

**WITHOUT NOT PROVIDED**

**Q22. Please answer the following questions. (without "not provided")**

(N=75)

	Yes	No
Q22-1. Are you a member of Pinehurst Business Partners	23.5%	76.5%
Q22-2. Are you a member of Moore County Chamber of Commerce	40.3%	59.7%
Q22-3. Is your business located in Village Center	27.0%	73.0%

# Section 4

## *Survey Instrument*

---



**July 2018**

Dear Village of Pinehurst Business Owner,

Each year, the Village of Pinehurst surveys its business owners to obtain feedback on how the Village is meeting the needs of its businesses. We invite you to participate in this year's survey by providing your personal opinion. By taking approximately 10 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.2018PinehurstBusinessSurvey.com](http://www.2018PinehurstBusinessSurvey.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 Business 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](http://www.vopnc.org)



## 2018 Village of Pinehurst Business Survey

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

1. **Community Service Satisfaction.** Please indicate if your business has used each of the services or departments listed below in the past year. *If "Yes," please rate the service or department using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."*

Service/Department	Has your business used this service or department in the past year?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Building Inspections	Yes	No	5	4	3	2	1	9
2. Fire Inspections	Yes	No	5	4	3	2	1	9
3. Planning and Zoning	Yes	No	5	4	3	2	1	9
4. Code Enforcement	Yes	No	5	4	3	2	1	9
5. Police Patrol	Yes	No	5	4	3	2	1	9
6. Police Emergency Response	Yes	No	5	4	3	2	1	9
7. Fire Emergency Response	Yes	No	5	4	3	2	1	9
8. Village Hall (Front Desk)	Yes	No	5	4	3	2	1	9
9. Streets and Grounds	Yes	No	5	4	3	2	1	9

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

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

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

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

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

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

5. **Perceptions of the Village.** Several items that may influence your business's perception of the Village of Pinehurst are listed below. Please rate 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	Don't Know
1.	Overall image of the Village	5	4	3	2	1	9
2.	Overall quality of life	5	4	3	2	1	9
3.	Overall feeling of safety	5	4	3	2	1	9

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

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

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

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

8. **Customer Service.** Overall, how would you rate the Village of Pinehurst customer service? Would you say it is...

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

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

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

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

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

11. **Have you visited the Village's website ([vopnc.org](http://vopnc.org)) during the last 12 months?**

(1) Yes [*Answer Q11a-b.*]       (2) No [*Skip to Q12.*]       (9) Don't know [*Skip to Q12.*]

- 11a. **Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website with regard to each of the following characteristics.**

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

- 11b. **Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you were...**

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

**12. Have you used the Village's mobile app (MY VOP) during the last 12 months?**

\_\_\_(1) Yes [Answer Q12a.]      \_\_\_(2) No [Skip to Q13.]      \_\_\_(9) Don't know [Skip to Q13.]

**12a. Overall, how satisfied would you say you were with the Village mobile app, MY VOP? Would you say you were...**

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

**13. Please indicate which of the following are the best ways for the Village to communicate with you to get important information to your business. [Check all that apply.]**

\_\_\_(01) Direct mail      \_\_\_(05) Social media      \_\_\_(09) MY VOP mobile app  
 \_\_\_(02) Village website      \_\_\_(06) Personal calls/visits      \_\_\_(10) Other: \_\_\_\_\_  
 \_\_\_(03) Email (Monthly Business eNews)      \_\_\_(07) Newsletters  
 \_\_\_(04) Workshops/Business Forums      \_\_\_(08) Brochures

**14. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances.**

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

**15. Village Events. Using a scale of 1 to 3, where 3 means "Positive Impact" and 1 means "Negative Impact," please indicate the impact the following events in the Village Center have on your business.**

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

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

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

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

		Extremely Important	Very Important	Important	Less Important	Not Important
1.	Overall image of the Village	5	4	3	2	1
2.	Safety and security	5	4	3	2	1
3.	Availability of trained employees	5	4	3	2	1
4.	Low property tax rate	5	4	3	2	1
5.	Quality healthcare	5	4	3	2	1
6.	Affordable rent	5	4	3	2	1
7.	Proximity to family or friends	5	4	3	2	1
8.	Quality of public education	5	4	3	2	1
9.	Overall quality of life in the Village	5	4	3	2	1

18. **Additional Feedback.** What are the most important issues facing Pinehurst today?

---



---



---

19. Do you have any suggestions for how the Village could serve your business better?

---



---



---

20. **Business Category.** Please indicate the primary business category for your business.

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

21. How many years have you been in operation in the Village of Pinehurst?

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

22. Please answer the following questions.

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

**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 to 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.