

2018 Business Survey

Village of Pinehurst, NC

Presented by

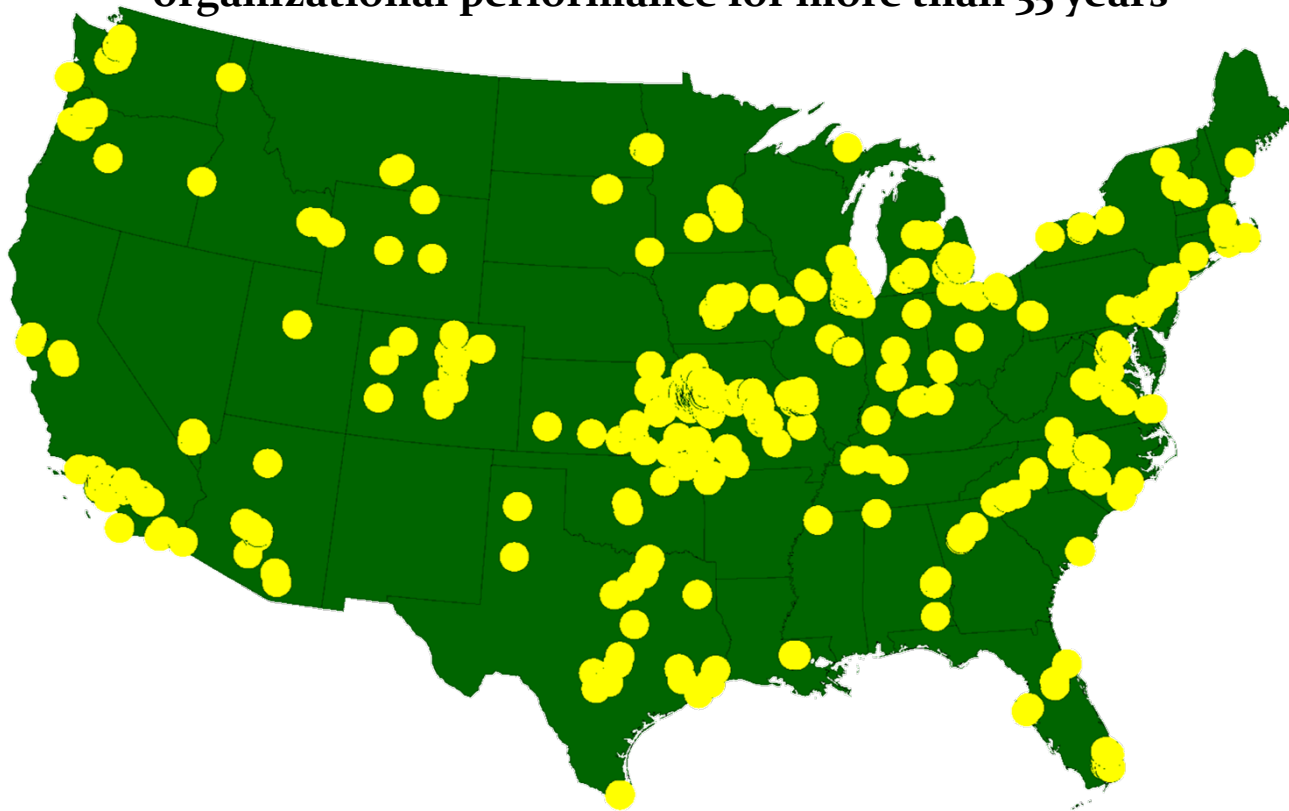


September 2018

ETC Institute

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Agenda

Purpose

Methodology

Survey Topics

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

Summary

Questions

Purpose

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

Methodology

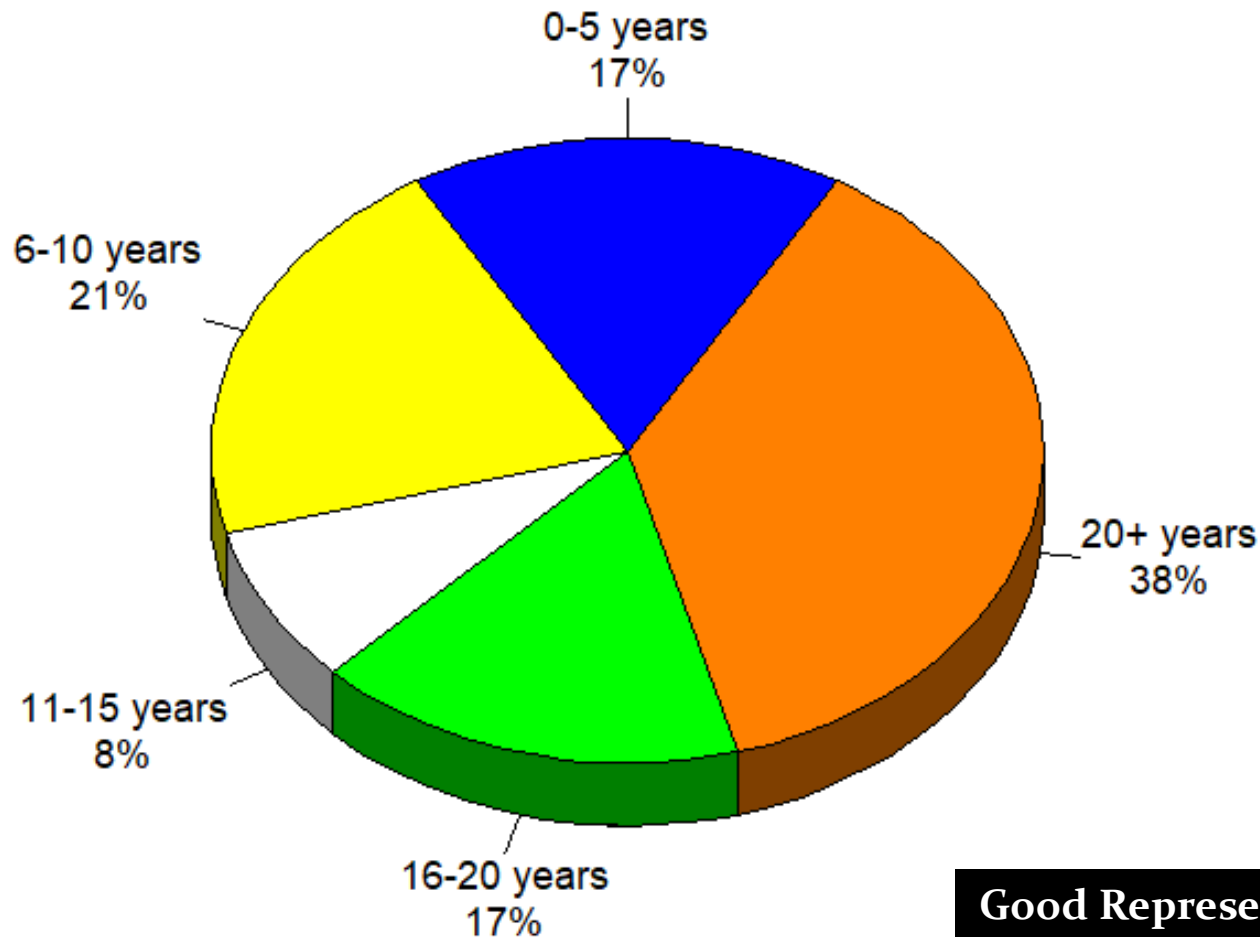
- ❑ Four-page survey
- ❑ Took average respondents about 10-15 minutes to complete
- ❑ Many of the questions were similar to those asked in previous surveys
- ❑ Administered by mail, online and phone
- ❑ A random sample of 75 business owners/senior managers completed the survey

Topic #1

Characteristics of the Business Community

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

by percentage of respondents (excluding "not provided")

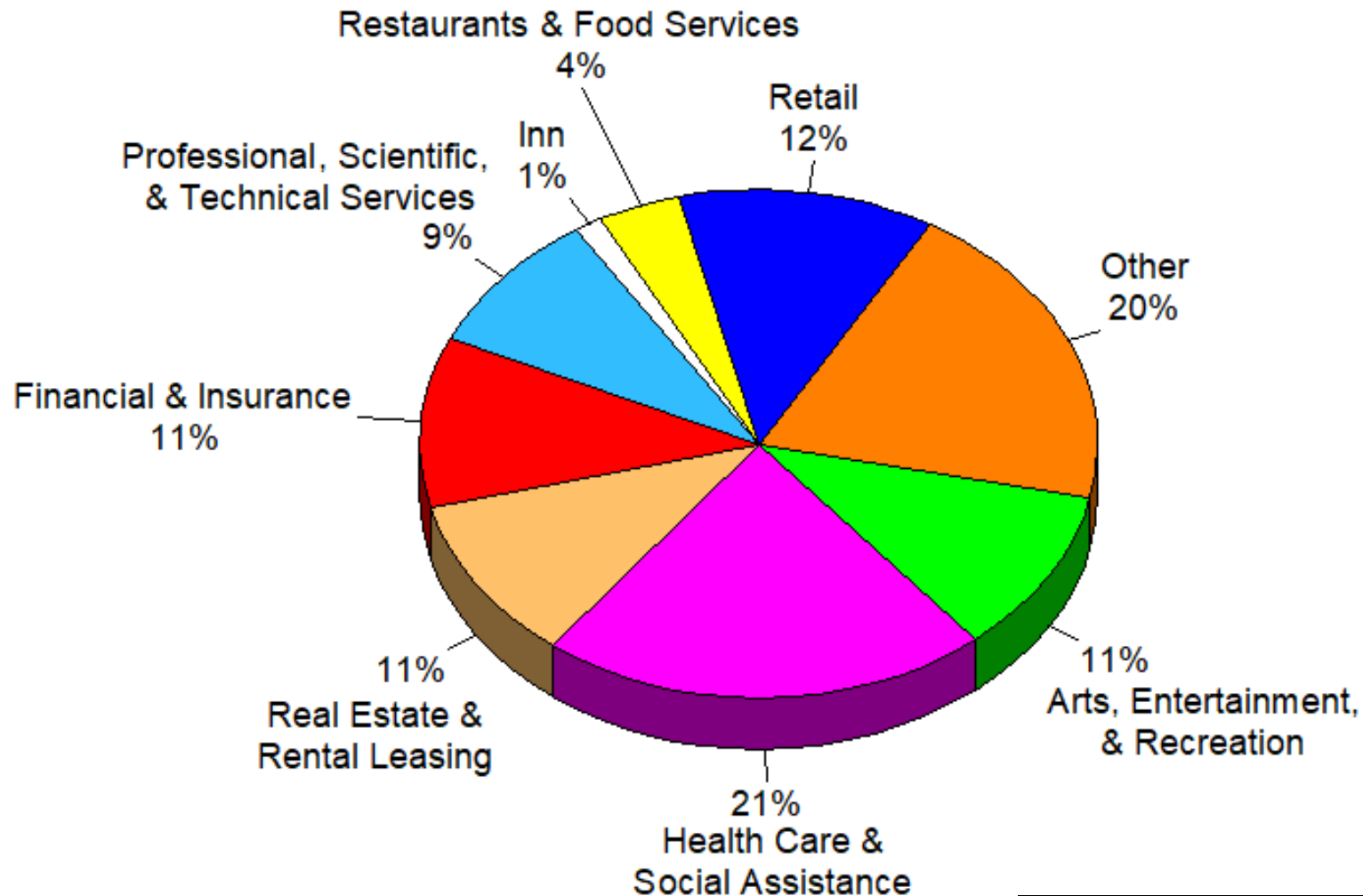


**Good Representation
by Number of Years in
the Village**

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

Q20. Primary Business Category for Your Business

by percentage of respondents

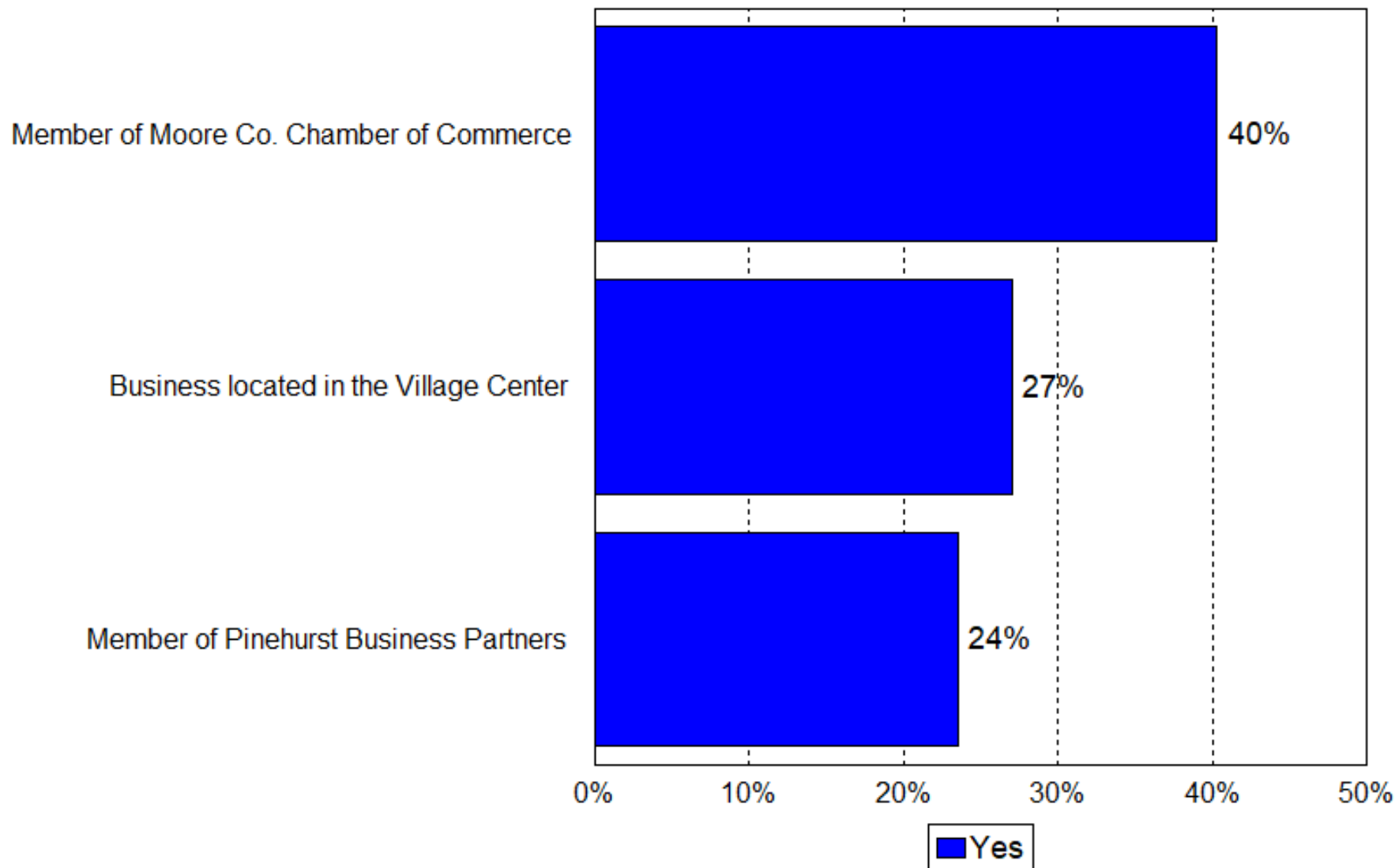


**Good Representation
by Type of Business**

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

Q22. Is Your Business Any of the Following:

by percentage of respondents



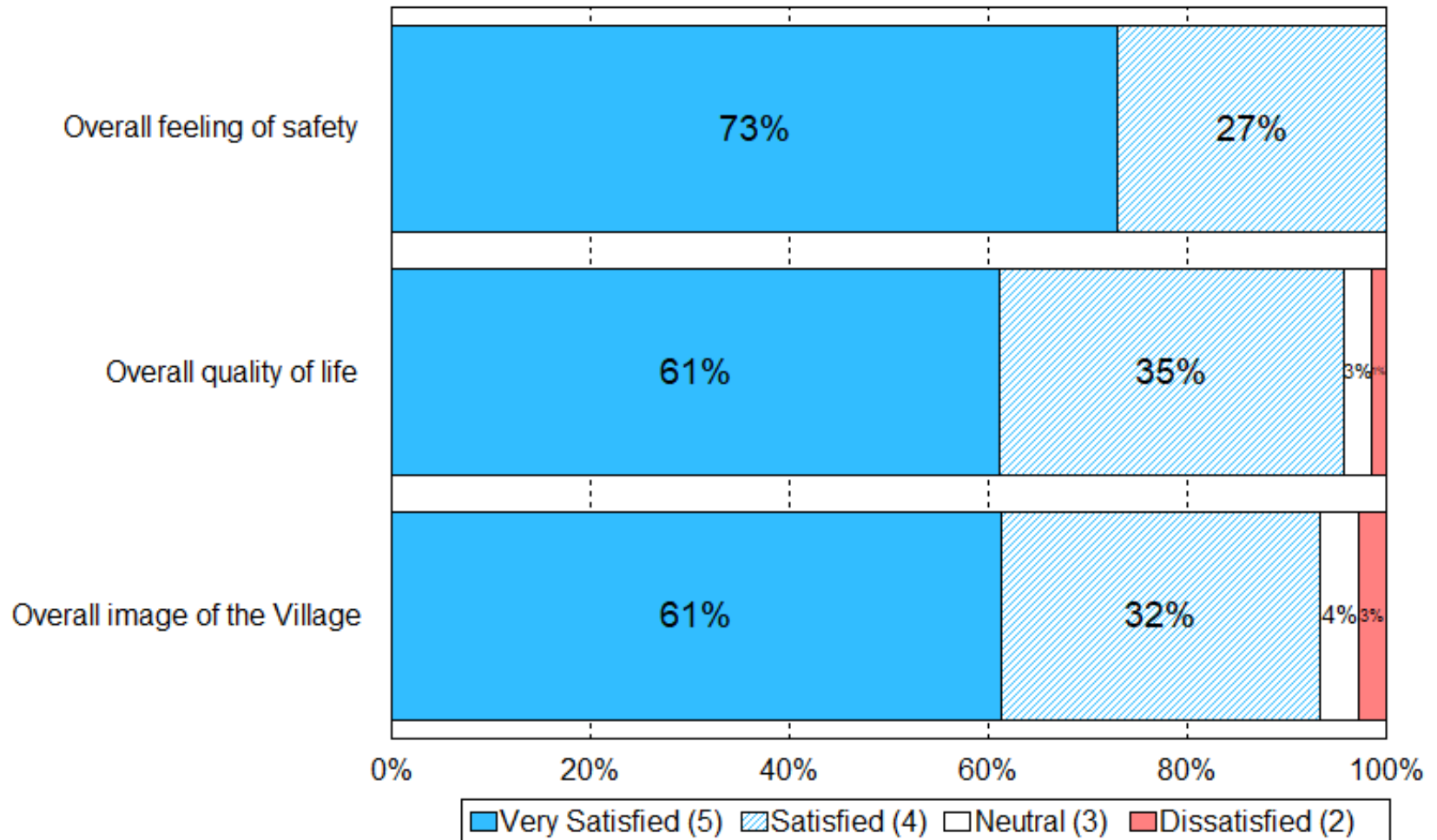
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Topic #2

Perceptions of the Village

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

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

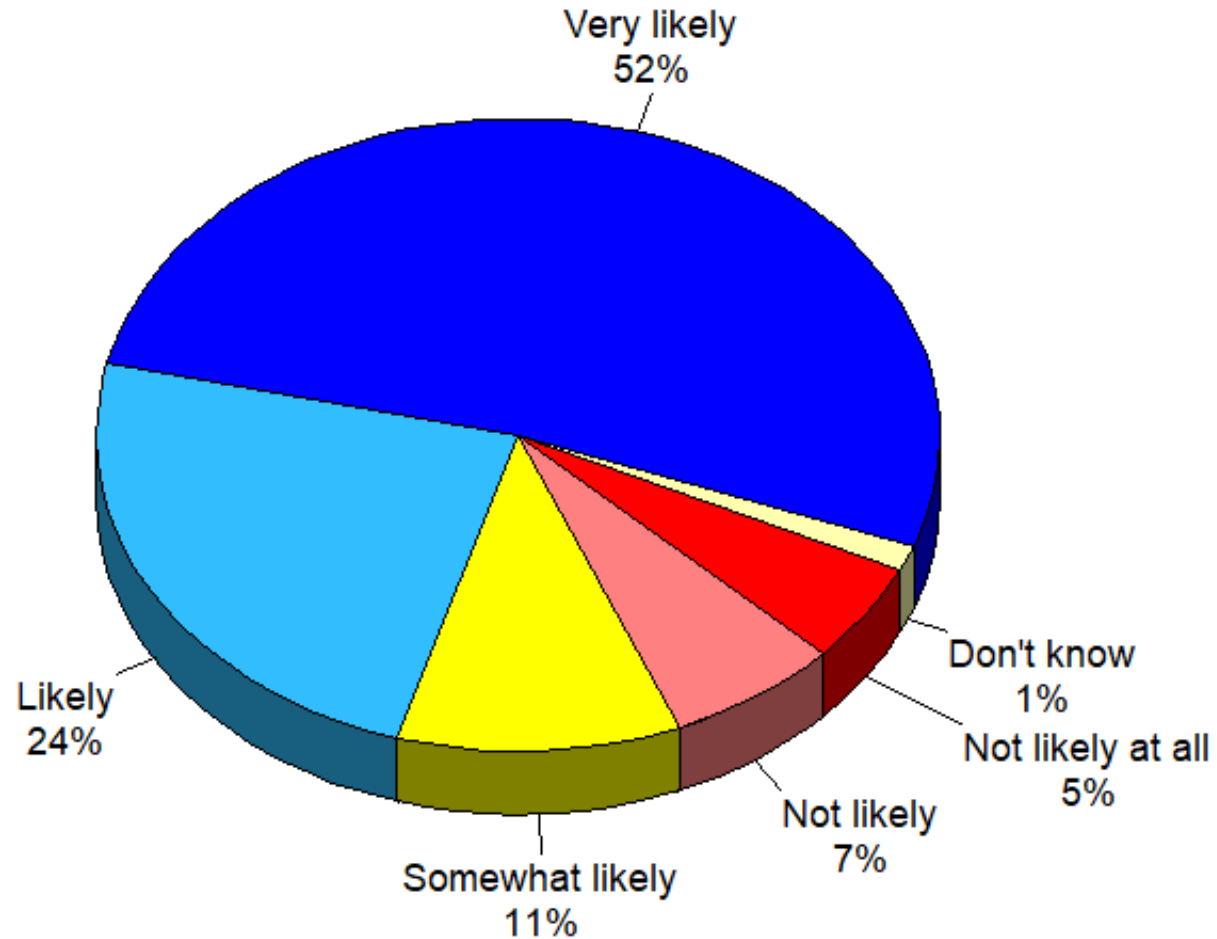


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

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

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

by percentage of respondents

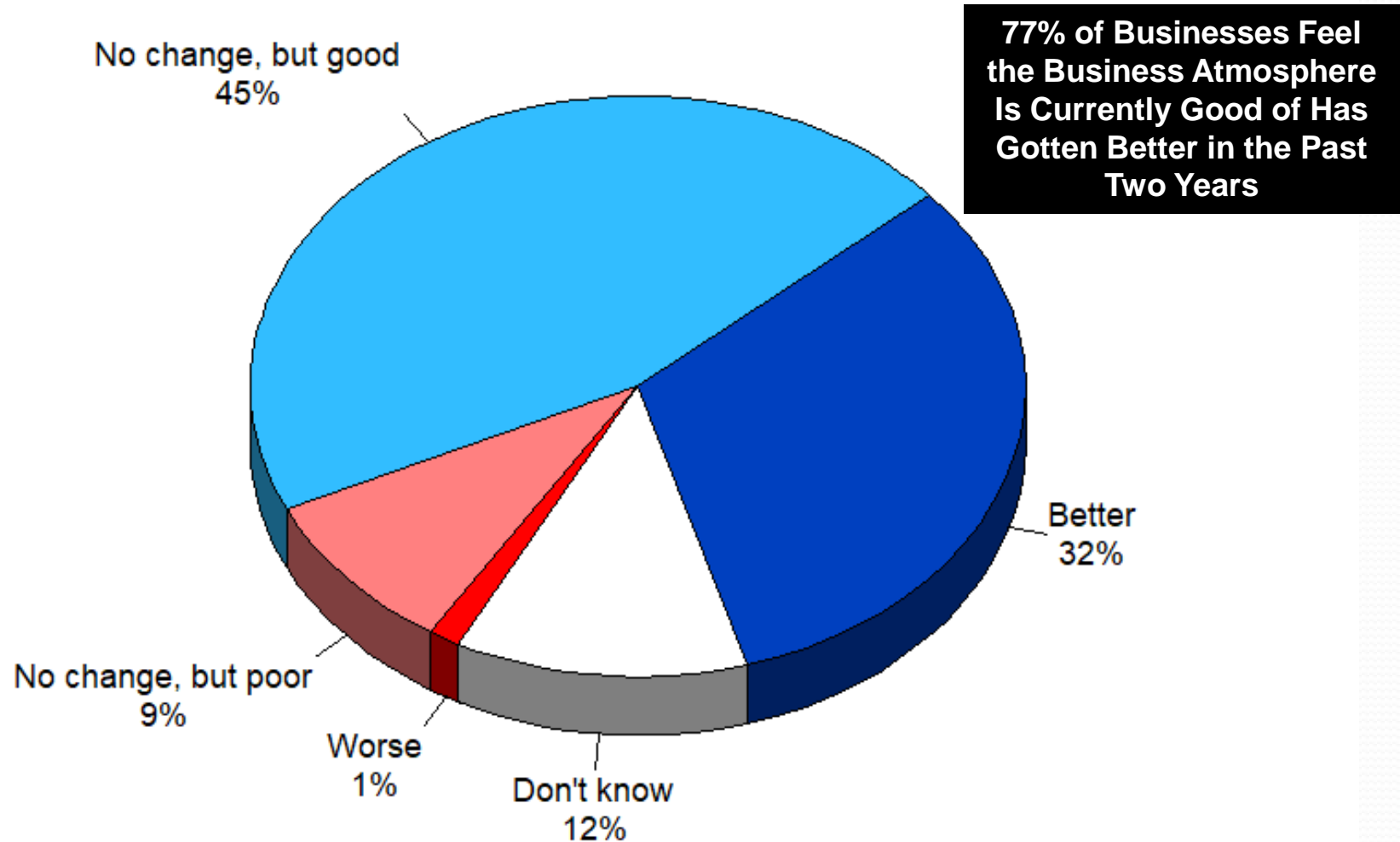


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

More Than a 6-1 Ratio of Businesses That Would Be Very Likely/Likely vs. Not at All Likely/Not Likely to Recommend the Village as a Business Location Not (76% vs. 12%)

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)

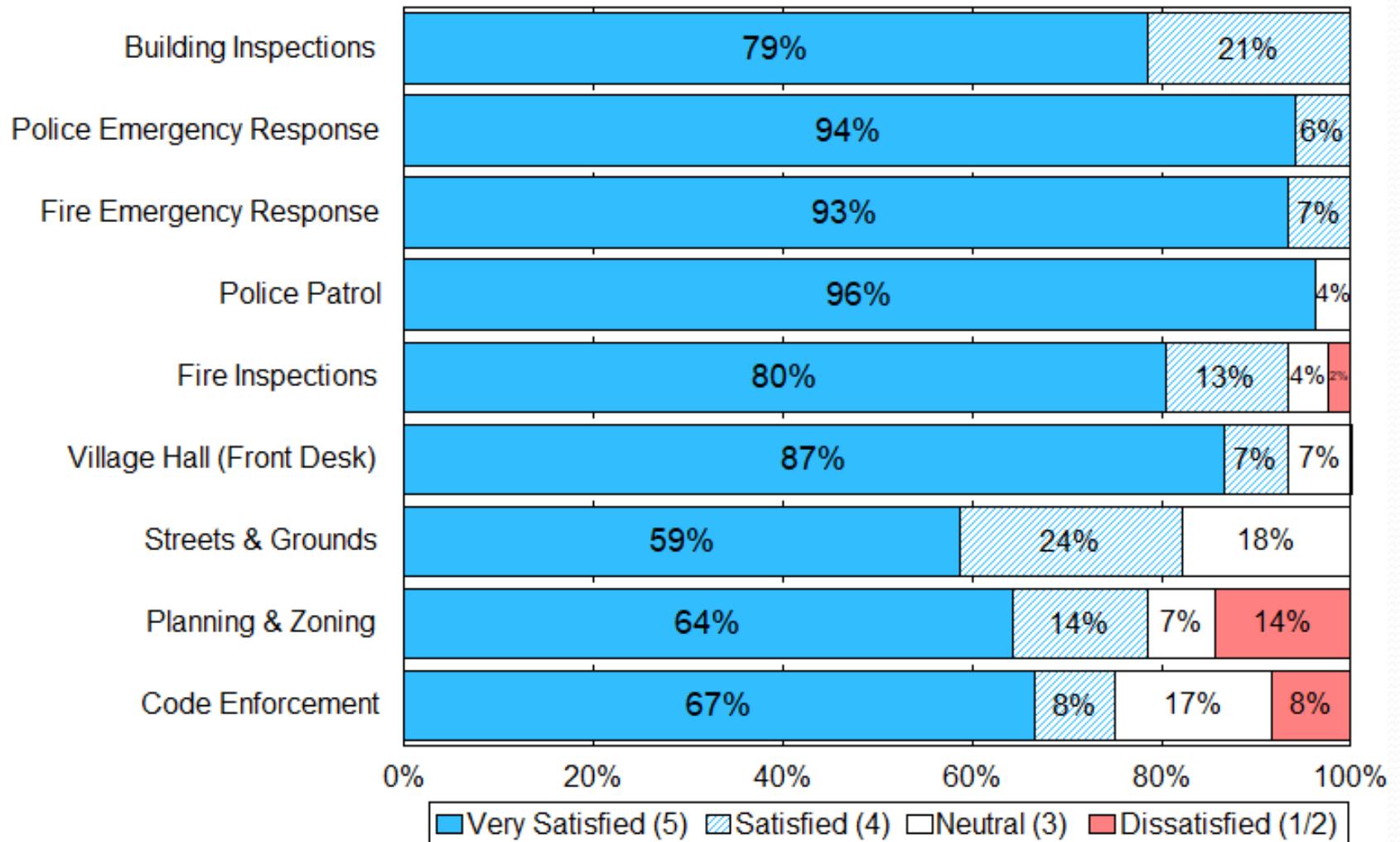
32% Feel the Overall Business Atmosphere in Pinehurst Has Gotten Better, Compared to Only 1% Who Feel It's Gotten Worse

Topic #3

Satisfaction with Village Services and Priorities for Improvement

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

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

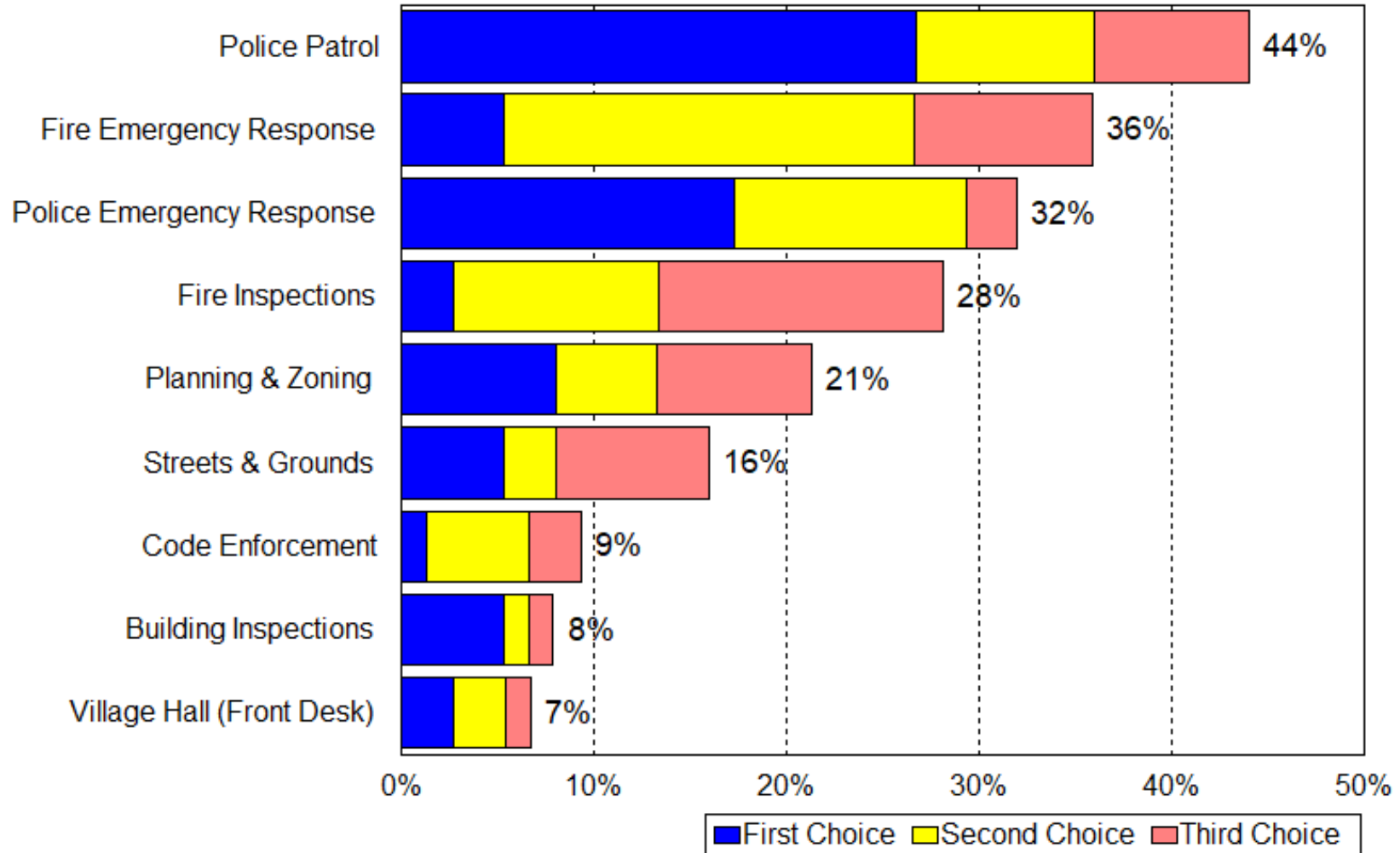


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Satisfaction Is High for All Village Services

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

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

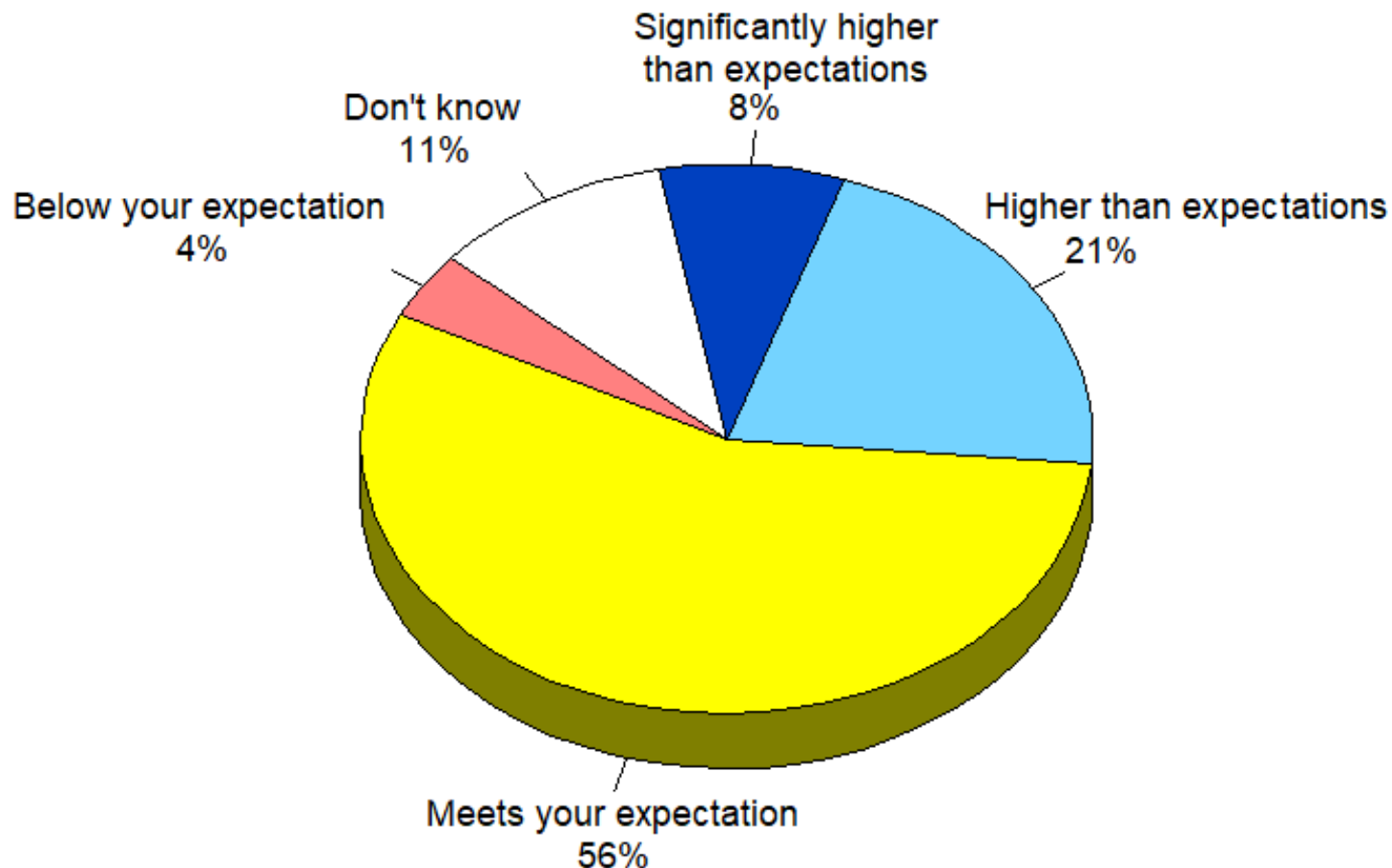


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

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

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

by percentage of respondents

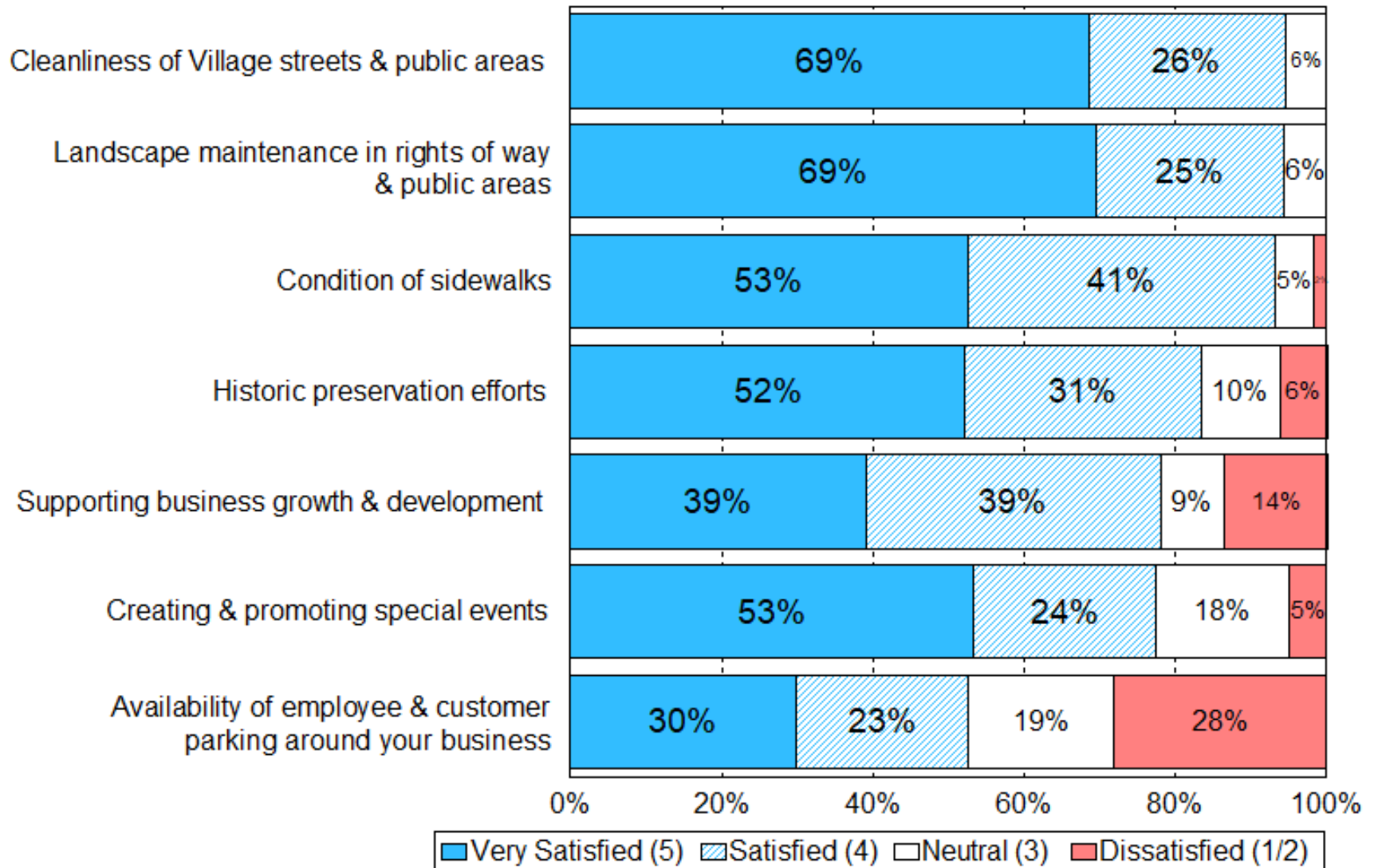


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

29% of Businesses Feel the Overall Quality of Village Services Is Higher Than Their Expectations; Only 4% Feel Village Services Are Below Their Expectations

Q4. Level of Satisfaction with the Village in Various Areas

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

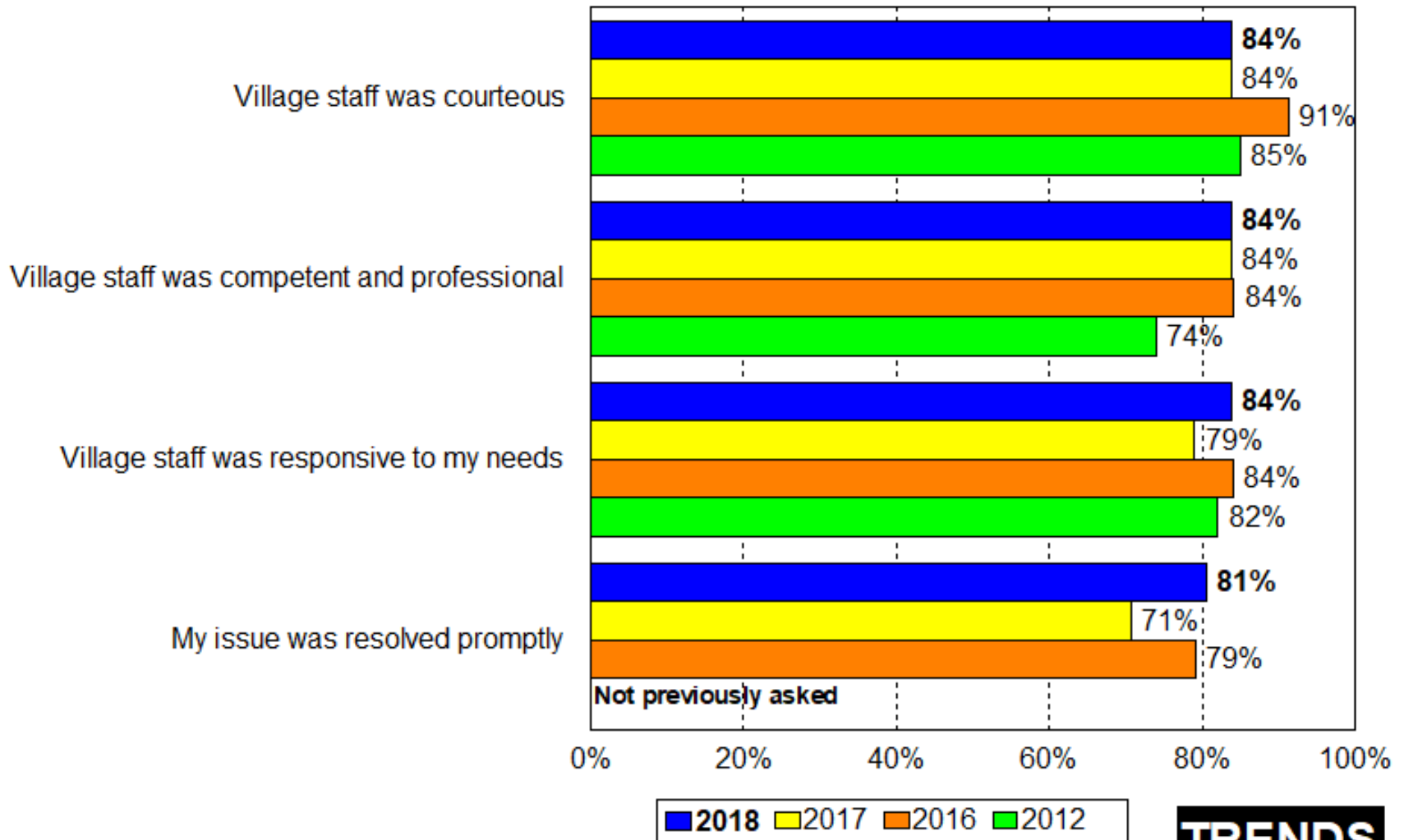


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Satisfaction Is High for All Village Services

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")



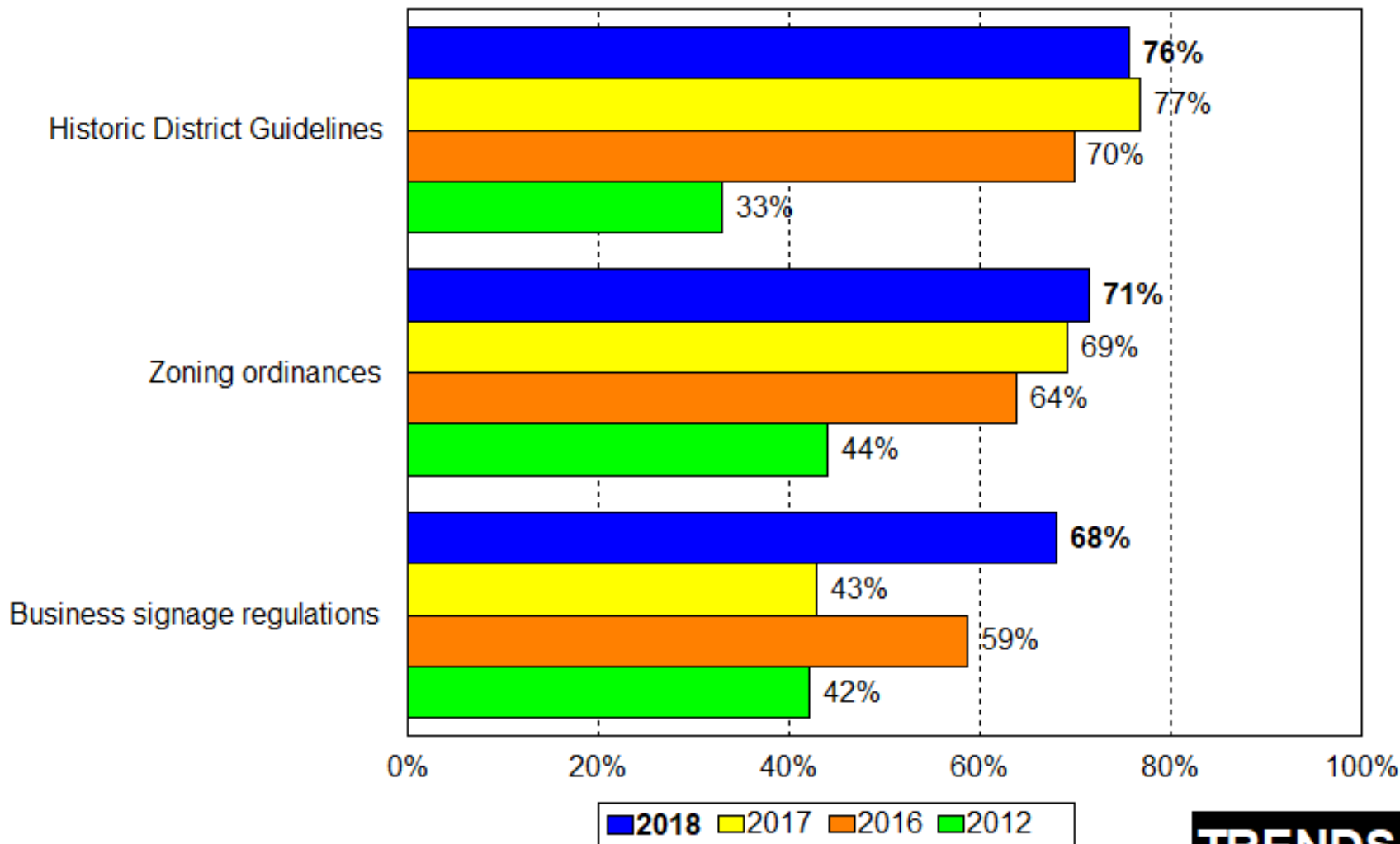
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Satisfaction Is High for All Areas of Customer Service

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)



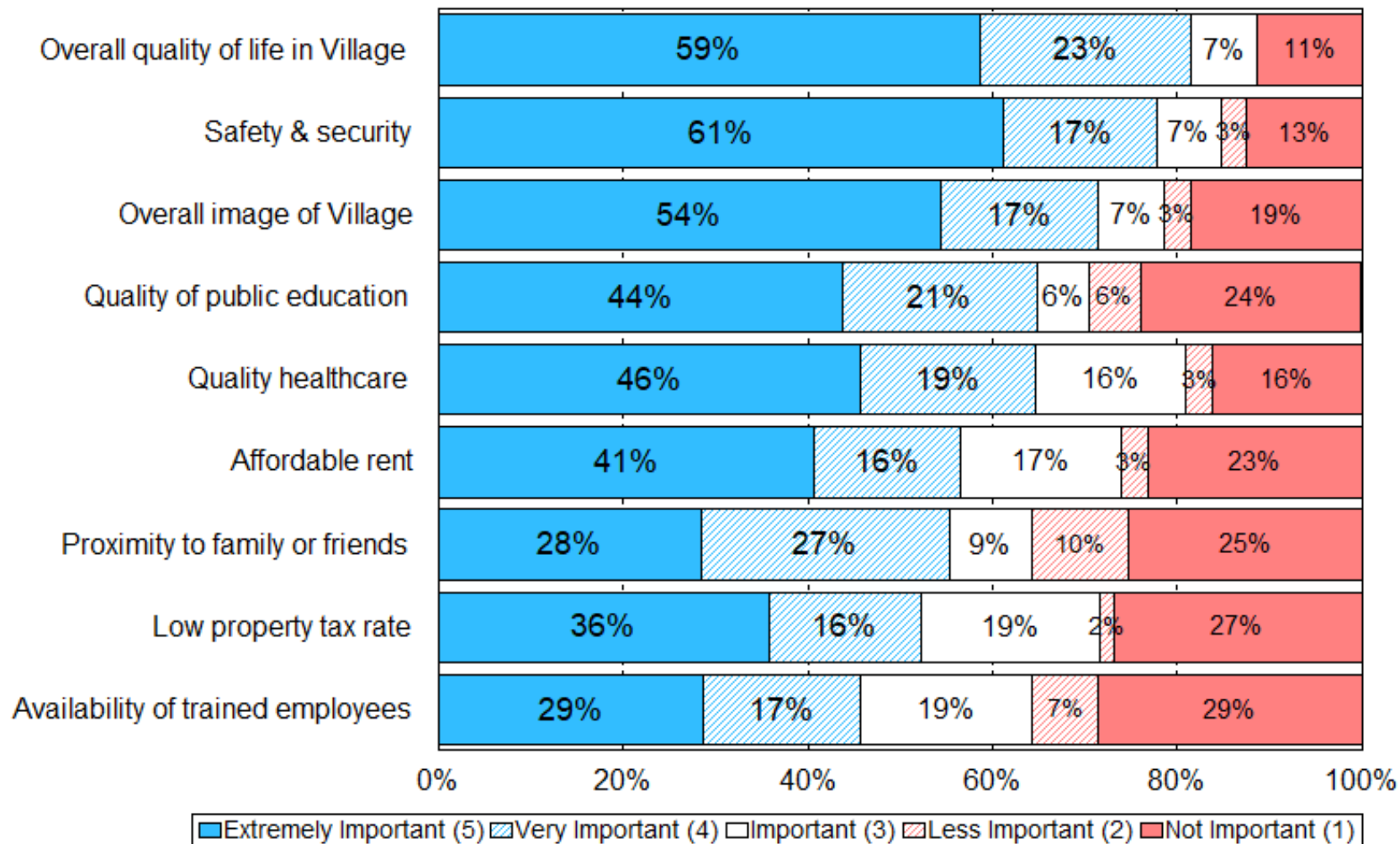
High Satisfaction with Historic District Guidelines and Zoning Ordinances

Major Finding #4

Reasons Businesses Decided to Locate in Pinehurst

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

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



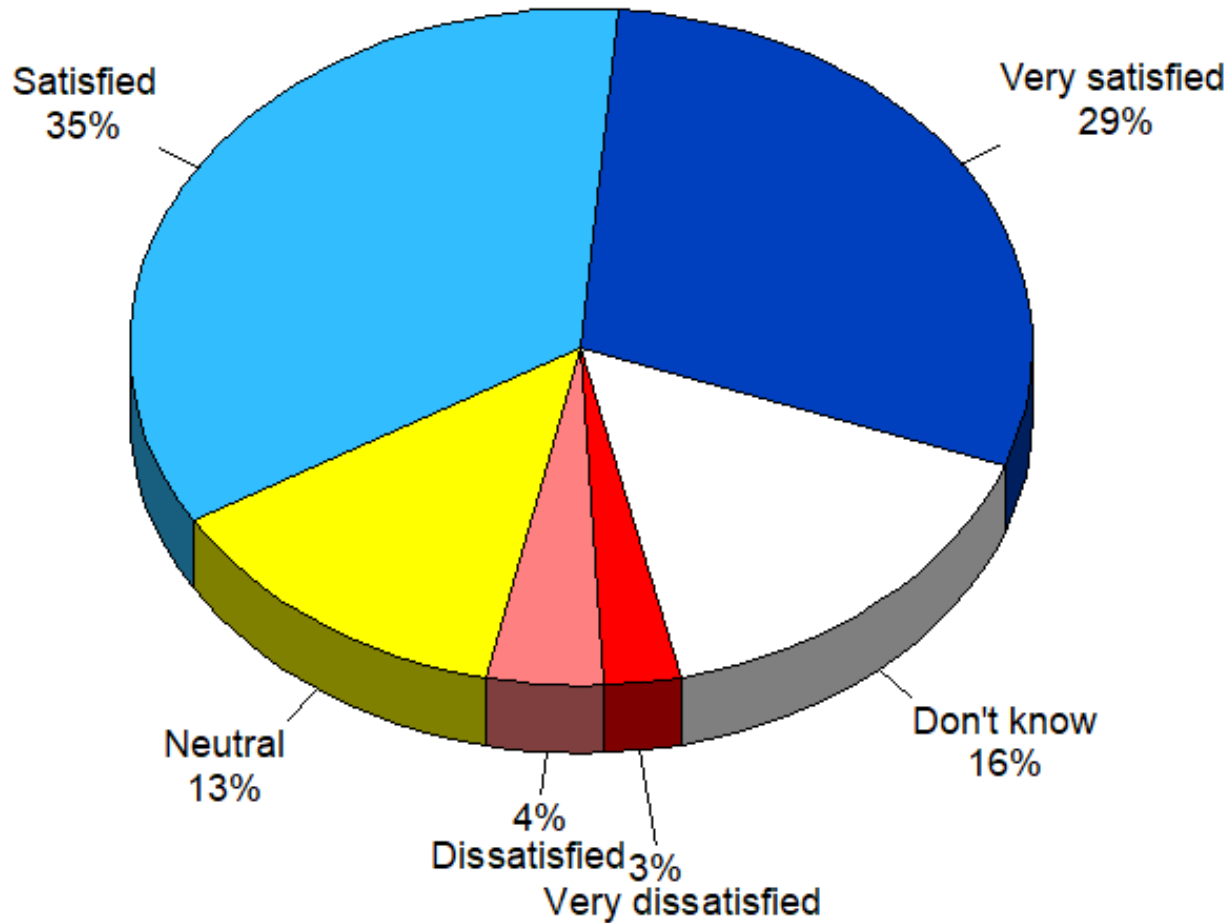
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

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

Major Finding #5
Communication

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

by percentage of respondents

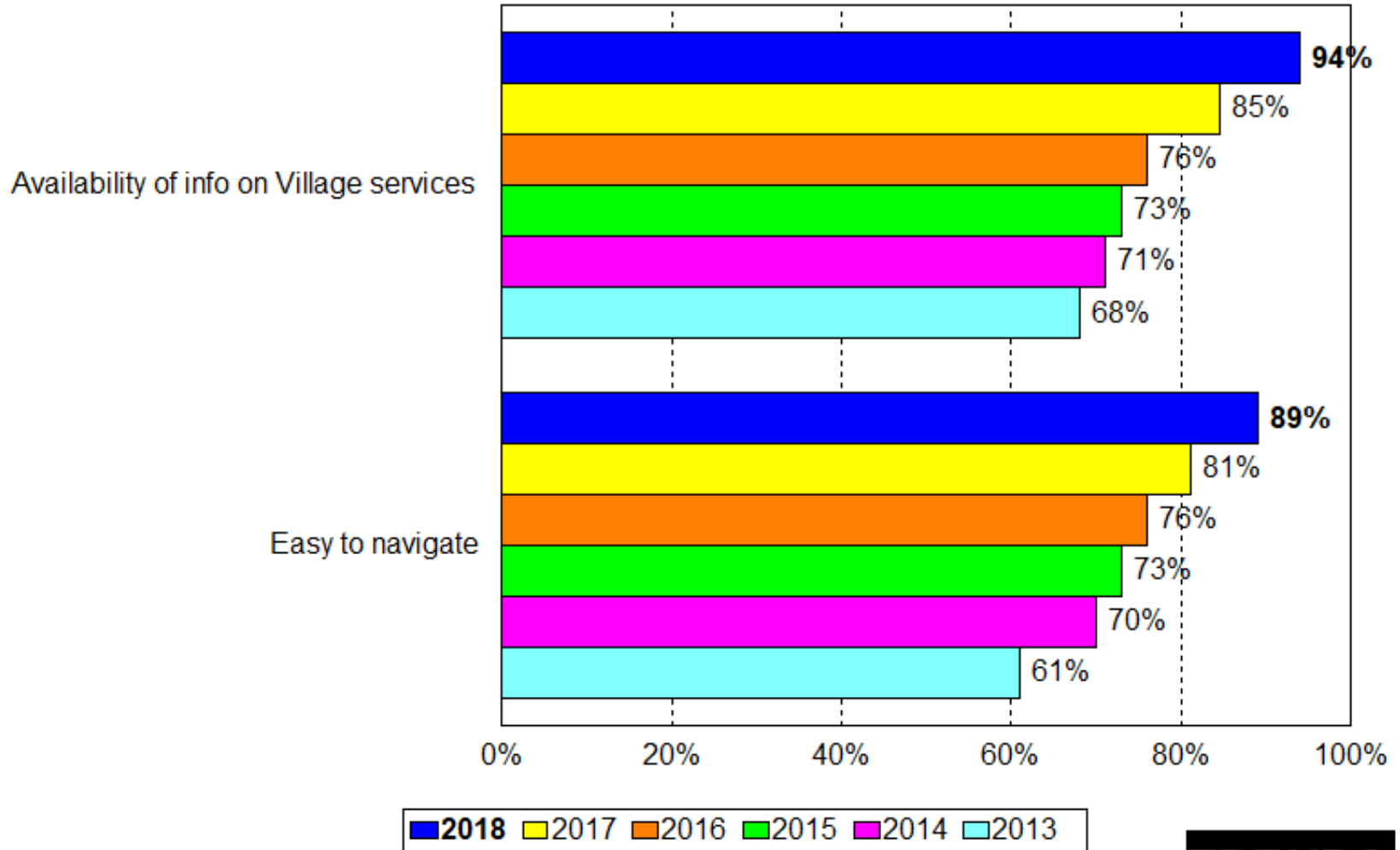


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

More Than a 9-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (64% vs. 7%) with How Well the Village Communicates with Business Owners

Q11a. How would you rate the following characteristics of the Village website? - 2013 to 2018

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



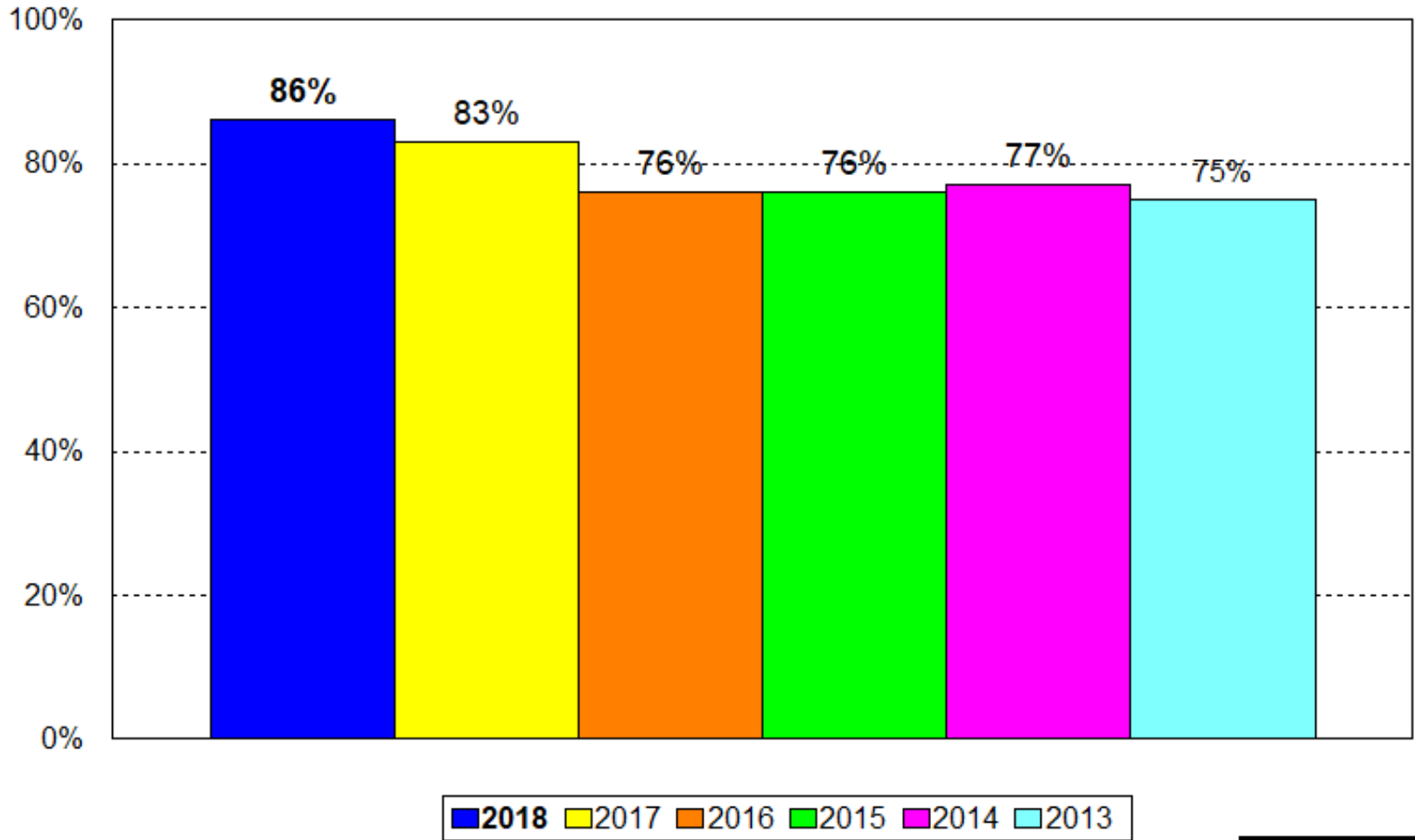
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Satisfaction Has Increased in 6 Consecutive Years with the Availability of Information and Ease of Navigating the Village Website

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

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



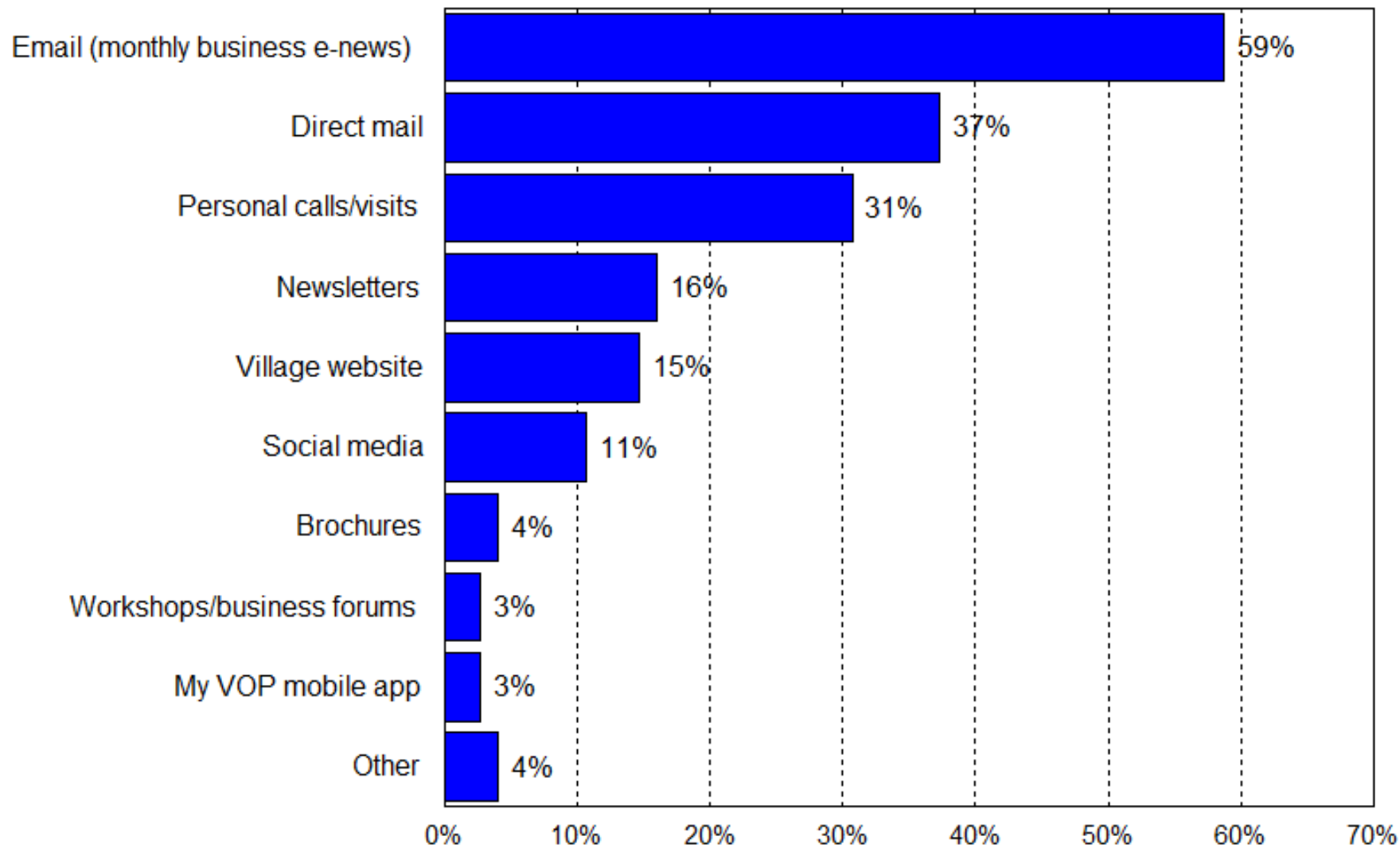
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

In 2018, 86% of Businesses Were Satisfied with the Village Website, and No Businesses Were Dissatisfied

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

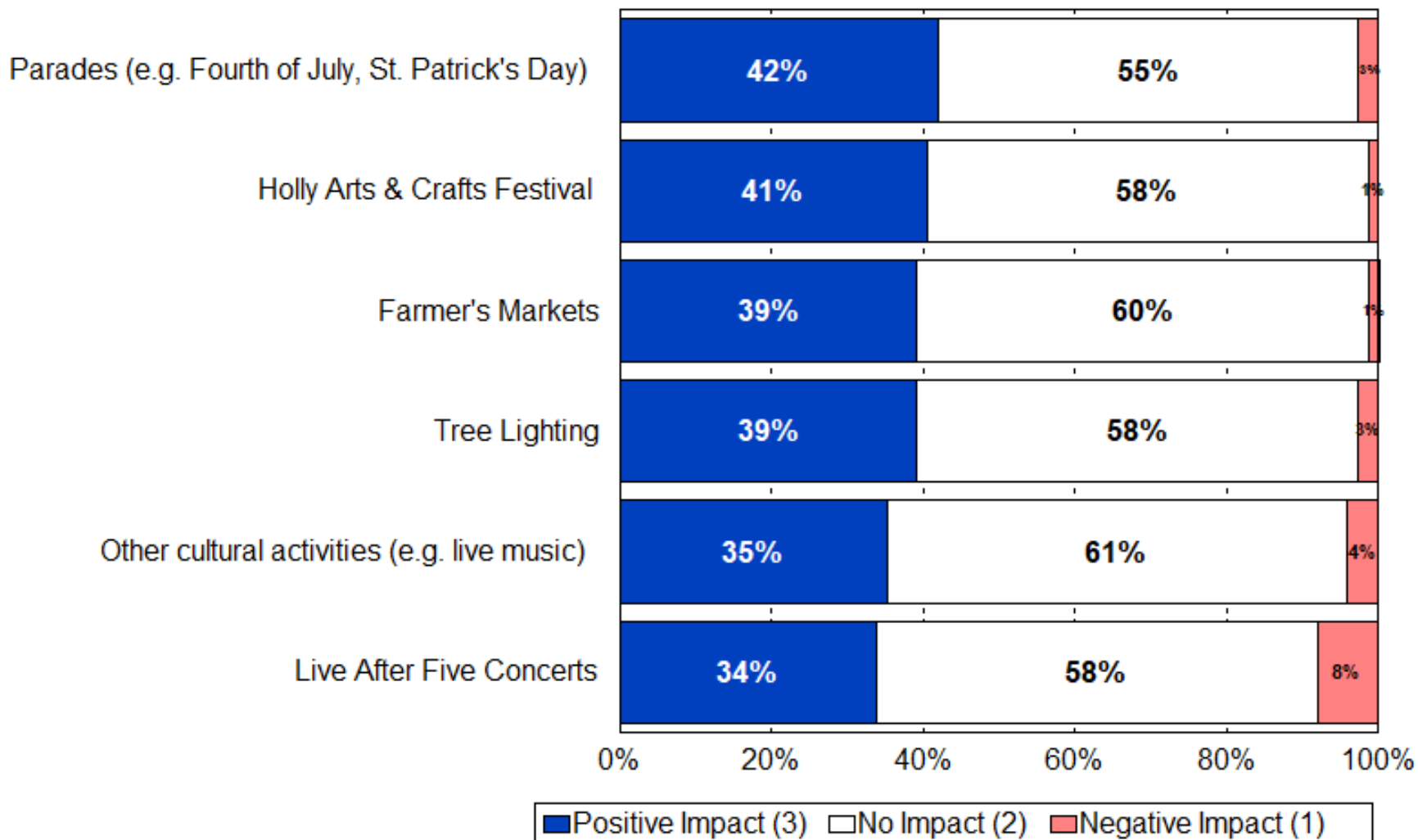
by percentage of respondents (multiple choices could be made)



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

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)

Summary

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

Questions?

THANK YOU!!