

2016 Community Survey

Findings Report



HISTORY, CHARM, AND SOUTHERN HOSPITALITY_____

conducted for
The Village of
Pinehurst, North Carolina

by

ETC Institute

725 West Frontier
Olathe, Kansas 66061
(913) 829-1215

August 2016



Contents

Executive Summary	i
Charts and Graphs	1
GIS Maps	28
Benchmarking Data	75
Importance-Satisfaction Analysis	88
Tabular Data	95
Survey Instrument	136

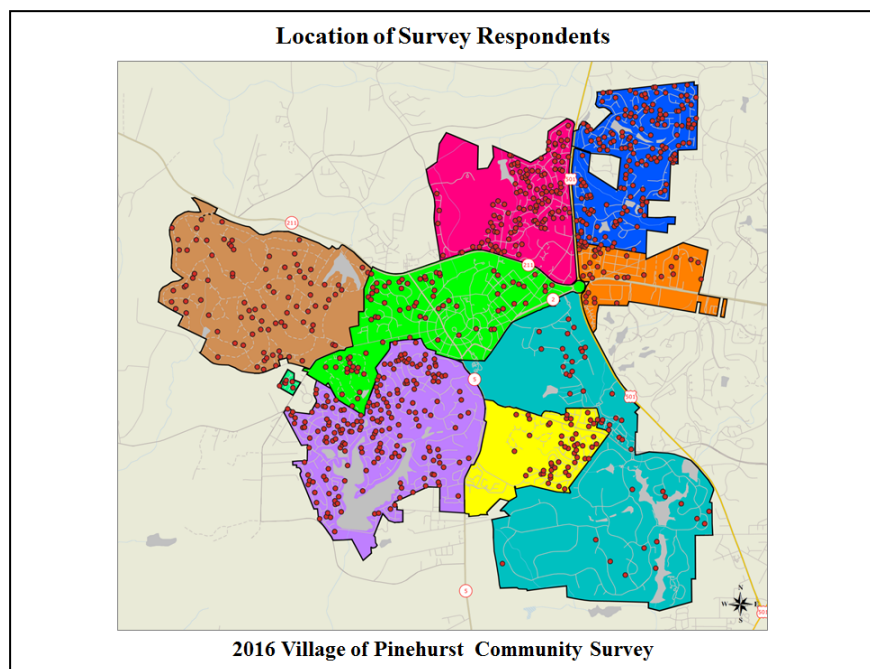
Village of Pinehurst Community Survey 2016

Executive Summary Report

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Village of Pinehurst during the summer of 2016. This is the fifth time that the survey was administered for the Village. The first time was in August and September of 2012. The survey was administered as part of an effort to assess citizen satisfaction with the quality of Village services. The results of this year's survey provide a valuable measurement of change – **TRENDS**. The information gathered from the survey will help the Village establish budget priorities and refine policy decisions, based on performance measurement provided by residents.

Methodology. A seven-page survey was mailed to a random sample of 2,500 households in the Village of Pinehurst. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, a total



of 793 completed the survey. The results for the random sample of 793 households have a 95% level of confidence with a precision of at least +/-3.5%. In order 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 above shows the physical distribution of survey respondents based on the location of their home.

The percentage of “no opinion” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the Village of Pinehurst from other communities in the *DirectionFinder*® database. Since the number of “no opinion”

responses often reflects the utilization and awareness of city services, the percentage of “no opinion” responses has been provided in the tabular data section of this report. When the “no opinion” 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:

- a summary of the methodology for administering the survey and major findings
- charts and graphs for each question on the survey (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 of Pinehurst compare to other communities (section 3)
- importance-satisfaction analysis (section 4)
- tables showing the results for each question on the survey (section 5)
- a copy of the survey instrument (section 6).

Major Findings

- **Most of the residents surveyed were satisfied with Village services.** Ninety-five percent (95%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire services, 92% were satisfied with police services, 88% were satisfied with the solid waste services, and 81% were satisfied with the customer service provided by Village employees.
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the Village of Pinehurst over the next two years were: (1) efforts to maintain the quality of their neighborhoods, (2) police services, (3), street and right-of-way maintenance and (4) enforcement of Village codes and ordinances. These were also the top four priorities in 2015, although not in the exact same order.
- **Perceptions of the City.** Most (98%) of the residents surveyed *who had an opinion* indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the overall feeling of safety in the Village; 95% were satisfied with the appearance of the Village, 95% were satisfied with the overall image of the Village of Pinehurst, 94% were satisfied with the overall quality of life in the Village, and 94% were satisfied with the Village as a place to live.

- **Public Safety.** Ninety-three percent (93%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with Village efforts to prevent crime, 87% were satisfied with how quickly police respond to emergencies, and 85% were satisfied with how quickly fire personnel respond to emergencies.
- **Cultural and Recreation Services** Eighty-eight percent (88%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of Village parks, 85% were satisfied with the number of Village parks, and 79% were satisfied with the availability of walking and greenway trails. These were the same three items with the highest level of satisfaction in 2014, in the same order.
- **Community Development** Sixty-seven percent (67%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the enforcement of solid waste cart regulations, 66% were satisfied with the enforcing of sign regulations, and 61% were satisfied with the clean-up of litter and debris on private property.
- **Solid Waste Services.** Ninety-three percent (93%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection service services, 92% were satisfied with curbside recycling services, and 89% were satisfied with yard waste collection services.
- **Public Services.** Ninety-one percent (91%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of main Village street thoroughfares, 90% were satisfied with the cleanliness of streets and other public areas, 89% were satisfied with the maintenance and preservation of downtown, and 89% were satisfied with landscaping in medians and other public areas.
- **Communications and Outreach.** Eighty-one percent (81%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the Village Newsletter, 78% were satisfied with the quality of information about Village programs and services, and 70% were satisfied with Village efforts to keep residents informed about local issues.
- **Customer Service.** Forty-seven percent (47%) of residents have contacted the Village during the past year. Of the 47% that have contacted the Village, 96% feel the Village staff was “always” or “usually” courteous, 94% feel Village staff it “always” or “usually” competent and professional, and 90% feel Village staff were “always” or “usually” responsive to their needs.

Trend Analysis

From 2015 to 2016, satisfaction ratings have increased or stayed the same in 58 of the 81 areas that were assessed. There were significant increases (4% or more) in 22 of these areas. The table below shows the areas that had any increases since 2015.

Service	2015	2016	Difference	Category
Recreation program/event registration	81%	90%	9%	Satisfaction with Services Used by Respondents
Code Enforcement	47%	55%	8%	Satisfaction with Services Used by Respondents
Availability of info. about recreation programs	56%	63%	7%	Cultural and Recreation Services
In Village parks and recreation facilities	79%	85%	6%	Safety and Security
Quality of outdoor athletic fields and facilities	66%	72%	6%	Cultural and Recreation Services
Availability of outdoor athletic fields/facilities	60%	66%	6%	Cultural and Recreation Services
Village Hall Reception Desk	90%	96%	6%	Satisfaction with Services Used by Respondents
Planning and inspections services	79%	85%	6%	Satisfaction with Services Used by Respondents
Parks and recreation programs	72%	77%	5%	Overall
How quickly fire personnel respond to emergencies	80%	85%	5%	Public Safety
Frequency police officers patrol your neighborhood	68%	73%	5%	Public Safety
Quality of recreation indoor facilities	42%	47%	5%	Cultural and Recreation Services
Police Services	88%	93%	5%	Satisfaction with Services Used by Respondents
Enforcement of Village codes and ordinances	57%	61%	4%	Overall
Fire prevention and education programs	62%	66%	4%	Public Safety
Availability of walking/greenway trails	75%	79%	4%	Cultural and Recreation Services
Range of activities at parks & rec facilities	55%	59%	4%	Cultural and Recreation Services
Quality of recreation programs for adults	51%	55%	4%	Cultural and Recreation Services
Quality of recreation programs for youth	50%	54%	4%	Cultural and Recreation Services
Availability of recreation indoor facilities	37%	41%	4%	Cultural and Recreation Services
Village Newsletter	77%	81%	4%	Public Communication and Outreach
Quality of info about Village programs/services	74%	78%	4%	Public Communication and Outreach
Police services	89%	92%	3%	Overall
Parks and recreation facilities	74%	77%	3%	Overall
Availability of affordable housing	70%	73%	3%	Perceptions
Walking alone in your neighborhood after dark	75%	78%	3%	Safety and Security
Quality of Village parks	85%	88%	3%	Cultural and Recreation Services
Village sponsored cultural arts events	63%	66%	3%	Cultural and Recreation Services
Yard waste collection services	86%	89%	3%	Solid Waste Services
Fire Services	95%	98%	3%	Satisfaction with Services Used by Respondents
Opportunities to participate in local government	56%	59%	3%	Public Communication and Outreach
Village social media	56%	59%	3%	Public Communication and Outreach
Effectiveness of Village Manager/appointed staff	73%	76%	3%	Village Leadership
Fire services	93%	95%	2%	Overall
Efforts to maintain quality of neighborhoods	69%	71%	2%	Overall
As a place to raise children	75%	77%	2%	Perceptions
In business areas of the Village after dark	81%	83%	2%	Safety and Security
How quickly police respond to emergencies	85%	87%	2%	Public Safety
Enforcement of local traffic laws	77%	79%	2%	Public Safety
Condition of walking/greenway trails	74%	76%	2%	Cultural and Recreation Services
Prohibit oversized vehicles in residential areas	57%	59%	2%	Community Development
Overall feeling of safety in the Village	97%	98%	1%	Perceptions
Number of Village parks	84%	85%	1%	Cultural and Recreation Services
Clean up of litter & debris on private property	60%	61%	1%	Community Development
Condition of sidewalks	59%	60%	1%	Public Services
The Help Desk on the Village website	82%	83%	1%	Satisfaction with Services Used by Respondents

From 2015 to 2016, satisfaction ratings have decreased in 23 of the 81 areas that were assessed. There were significant decreases (4% or more) in 4 of these areas. The table below shows the areas that stayed the same or decreased from 2015.

Service	2015	2016	Difference	Category
Overall appearance of the Village	95%	95%	0%	Perceptions
Overall image of the Village	95%	95%	0%	Perceptions
Overall quality of life in the Village	94%	94%	0%	Perceptions
As a place to retire	94%	94%	0%	Perceptions
Quality of new development in the Village	55%	55%	0%	Perceptions
In business areas of the Village during the day	99%	99%	0%	Safety and Security
Village efforts to prevent crimes	93%	93%	0%	Public Safety
Enforcing sign regulations	66%	66%	0%	Community Development
Residential property maintenance (home exterior)	53%	53%	0%	Community Development
Residential trash collection services	93%	93%	0%	Solid Waste Services
Curbside recycling services	92%	92%	0%	Solid Waste Services
Village website	67%	67%	0%	Public Communication and Outreach
Solid waste services	89%	88%	-1%	Overall
Village communication with residents	82%	81%	-1%	Overall
As a place to live	95%	94%	-1%	Perceptions
Walking alone in your neighborhood during the day	99%	98%	-1%	Safety and Security
Mowing/cutting of weeds/grass on private property	53%	52%	-1%	Community Development
Maintenance of main Village street thoroughfares	92%	91%	-1%	Public Services
Landscaping in medians and other public areas	90%	89%	-1%	Public Services
Maintenance of streets in your neighborhood	74%	73%	-1%	Public Services
Availability of sidewalks	43%	42%	-1%	Public Services
Progress toward meeting strategic vision/mission	52%	51%	-1%	Public Communication and Outreach
Effectiveness of appointed boards/commissions	64%	63%	-1%	Village Leadership
Customer service provided by Village employees	83%	81%	-2%	Overall
Street and right-of-way maintenance	73%	71%	-2%	Overall
Village promotion of natural resource conservation	70%	68%	-2%	Overall
Cleanliness of streets and other public areas	92%	90%	-2%	Public Services
Efforts to keep you informed on local issues	72%	70%	-2%	Public Communication and Outreach
Maintenance/preservation of downtown	92%	89%	-3%	Public Services
Maintenance of street signs/pavement markings	84%	81%	-3%	Public Services
Village eNews updates	62%	59%	-3%	Public Communication and Outreach
Adequacy of street lighting	54%	50%	-4%	Public Services
Leadership provided by the elected officials	71%	67%	-4%	Village Leadership
Quality of the stormwater runoff/mgmt system	59%	54%	-5%	Public Services
Public Services "request for service"	73%	59%	-14%	Satisfaction with Services Used by Respondents

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City 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 City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings.

Details regarding the methodology for the analysis are provided in the Section 5 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Efforts at maintaining quality of neighborhoods (IS Rating = .1166)
 - Level of public involvement in local decisions (IS Rating = .1070)
 - Enforcement of Village codes and ordinances (IS Rating = .1009)

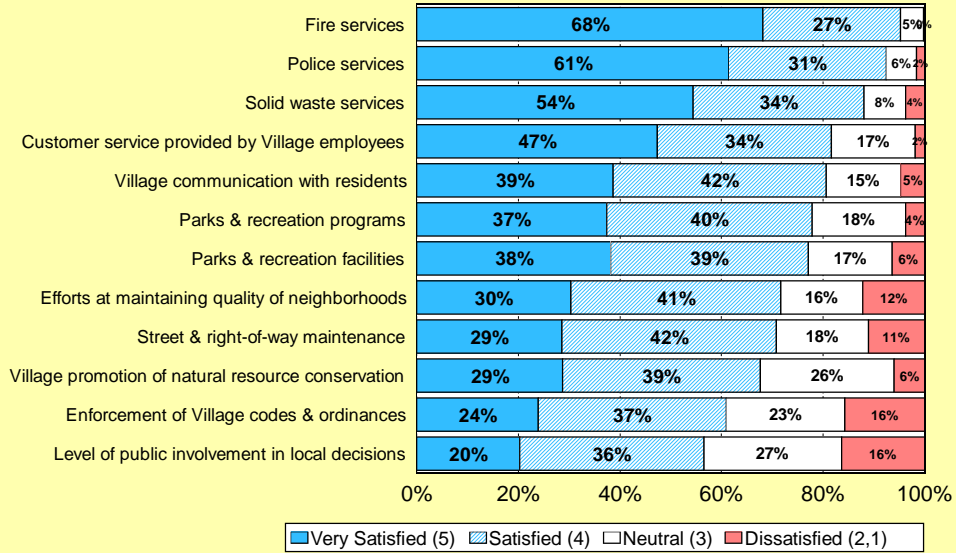
- **Priorities Within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Public Services:** Availability of sidewalks and adequacy of street lighting
 - **Public Safety:** Frequency that police patrol your neighborhood
 - **Cultural & Recreation:** Availability of recreation indoor facilities

Section 1

Charts and Graphs

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

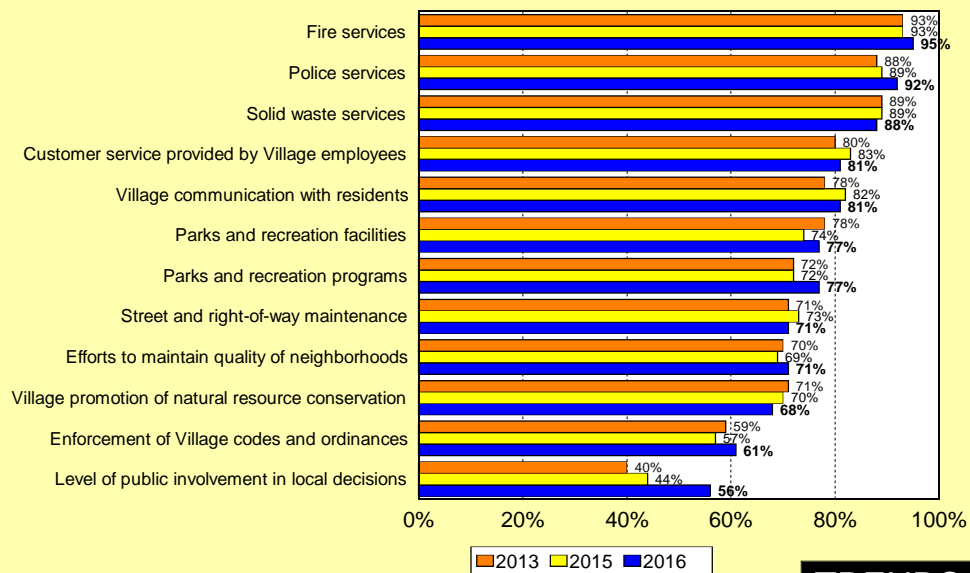
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2013, 2015 & 2016

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

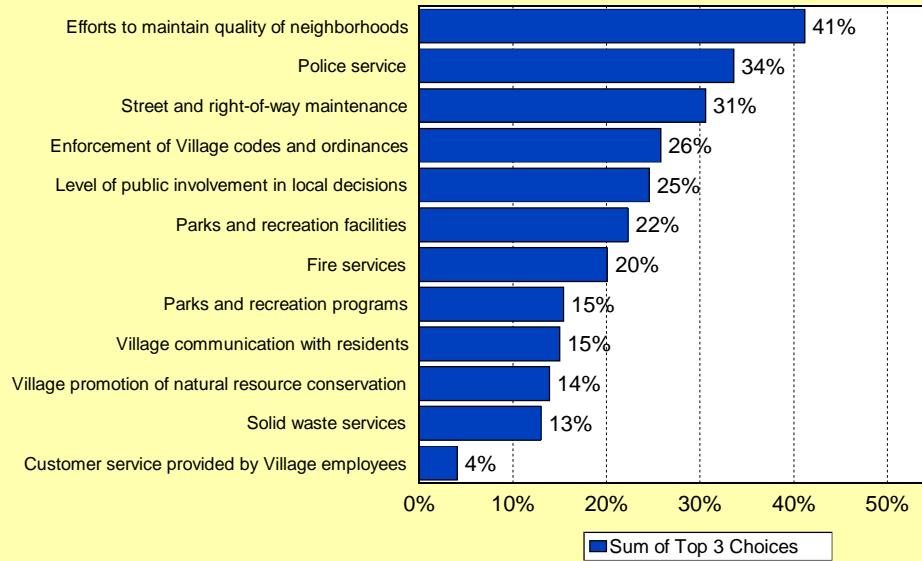


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

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

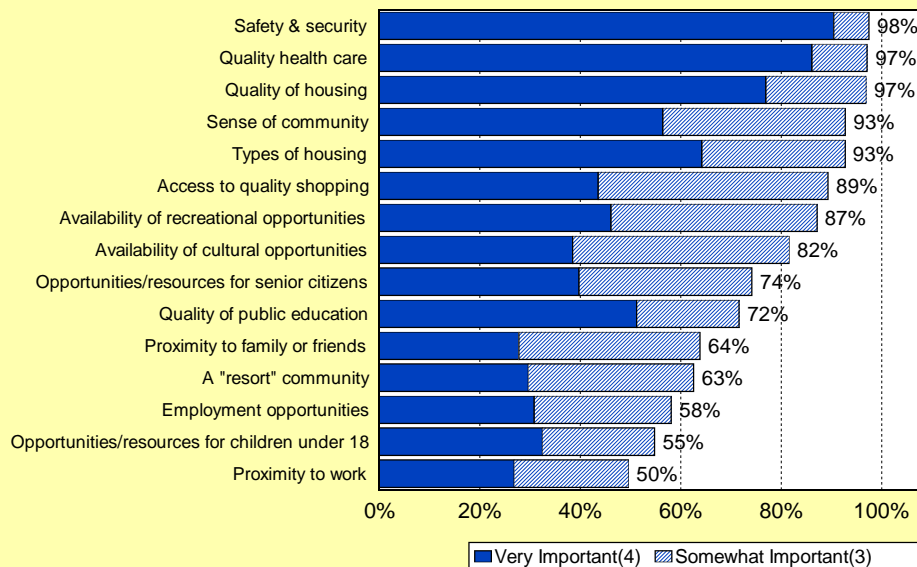
by percentage of respondents who selected the item as one of their top three choices



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

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

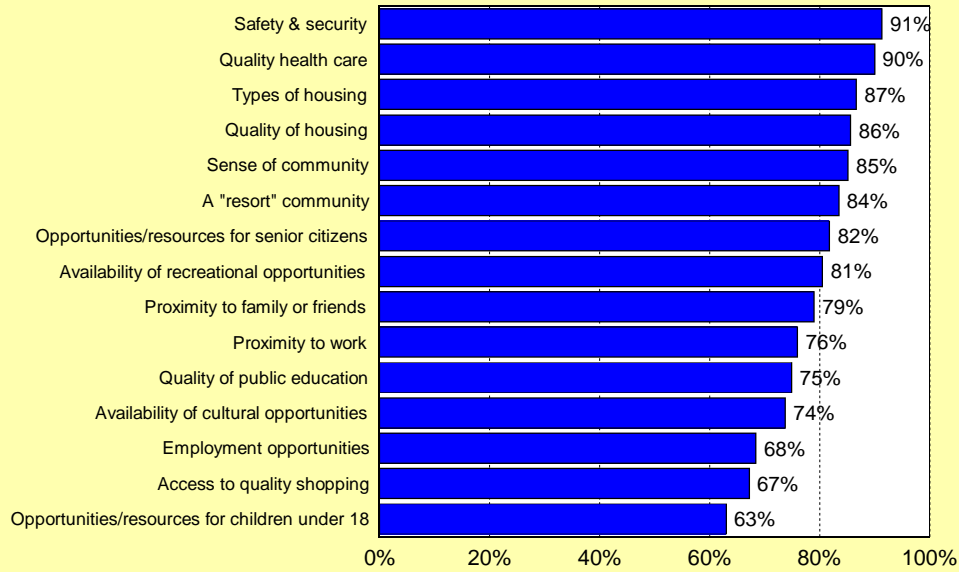
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



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

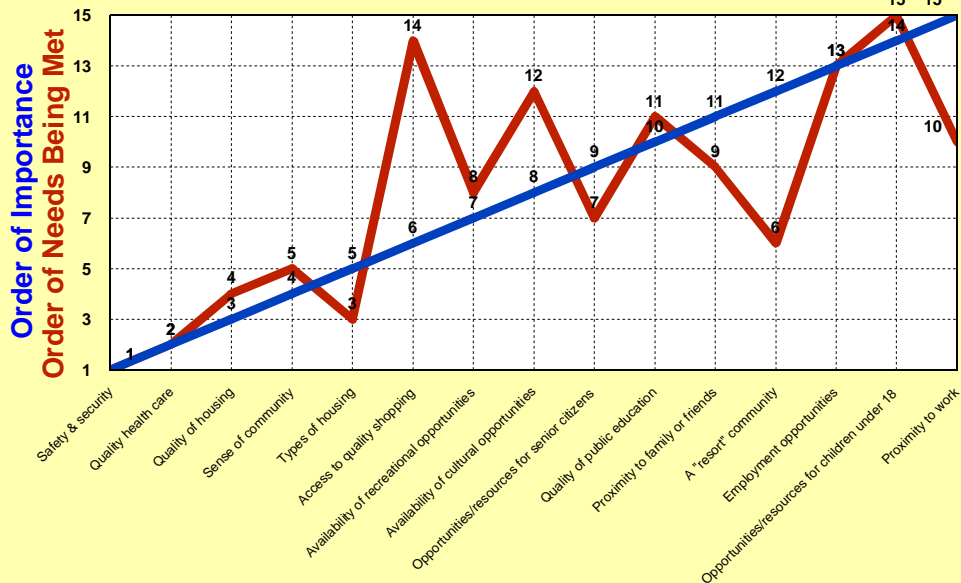
Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered "yes"



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

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

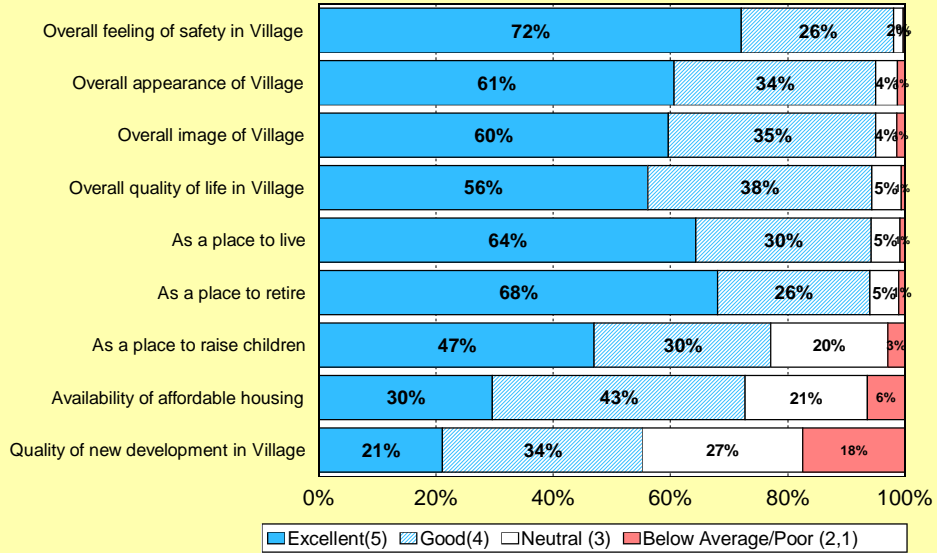


Red points above the blue line are needs that are not being met relative to their importance

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

Q4. Perception Residents Have of Pinehurst as a Community

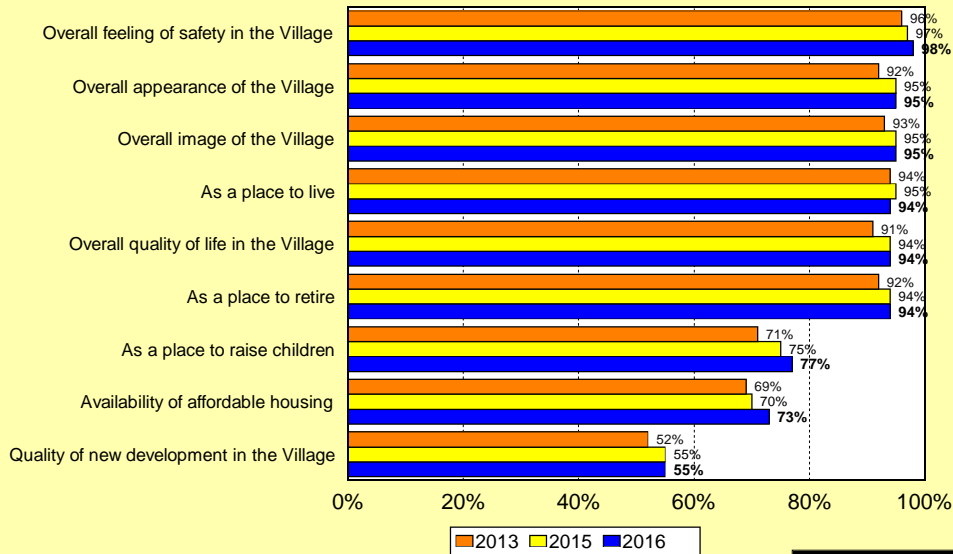
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q4. Perception Residents Have of Pinehurst as a Community - 2013, 2015 & 2016

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

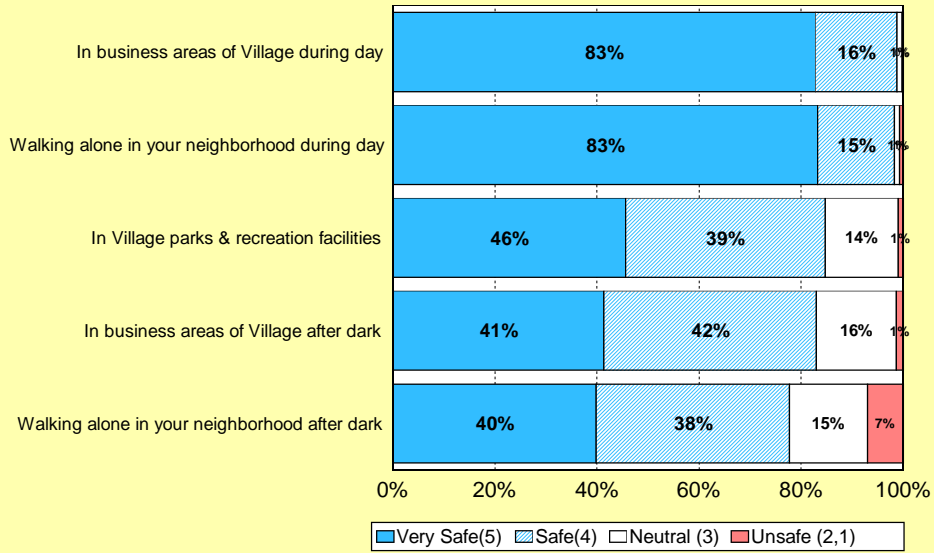


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q5. Perceptions of Safety and Security in Pinehurst

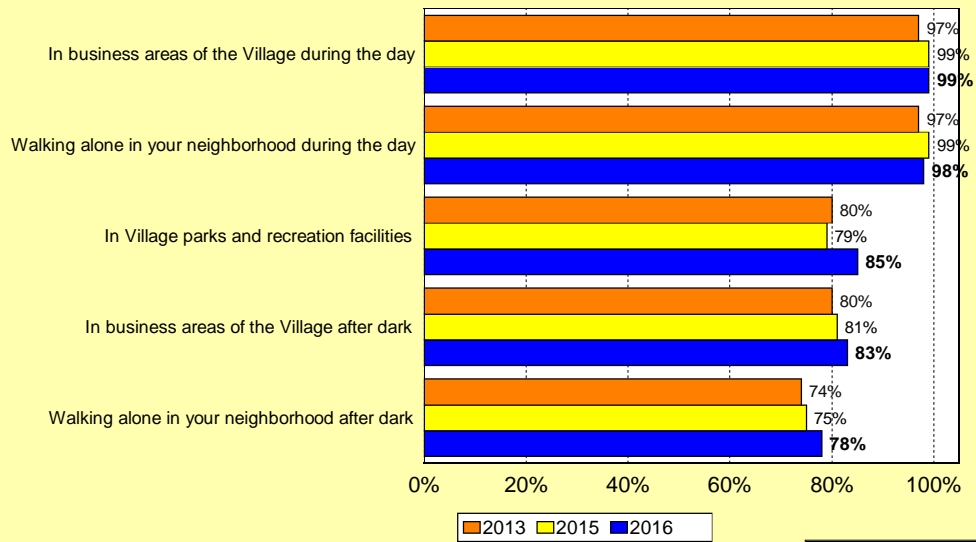
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q5. Perceptions of Safety and Security in Pinehurst - 2013, 2015 & 2016

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

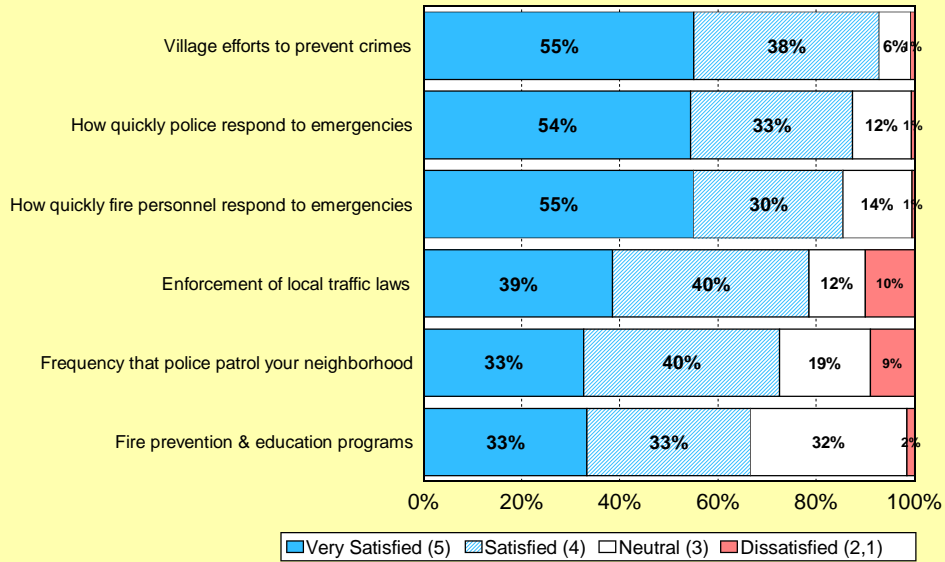


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q6. Satisfaction with Various Aspects of Public Safety

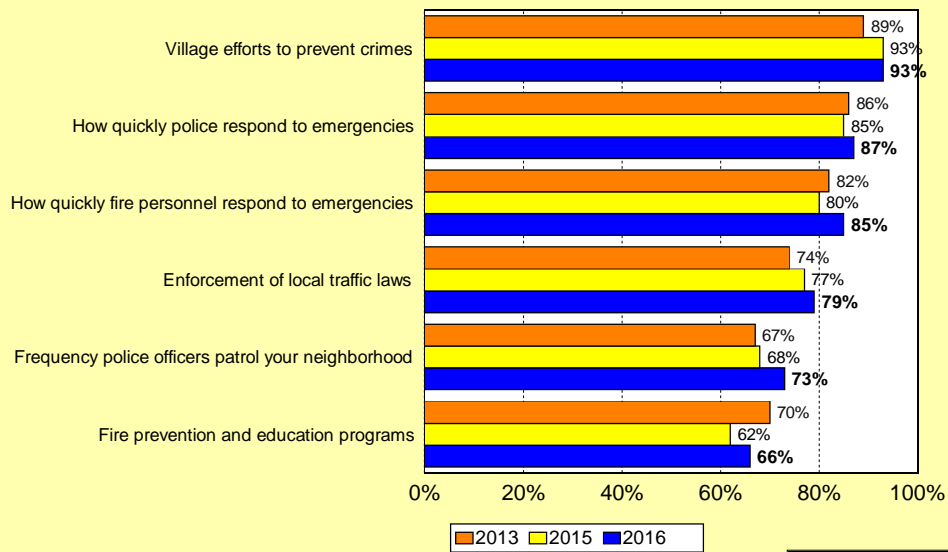
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q6. Satisfaction with Various Aspects of Public Safety 2013, 2015 & 2016

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

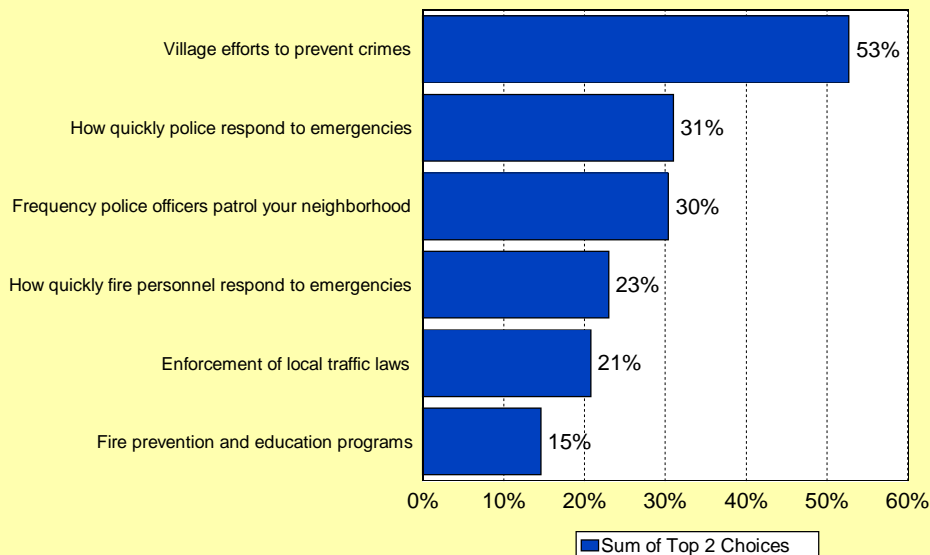


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

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

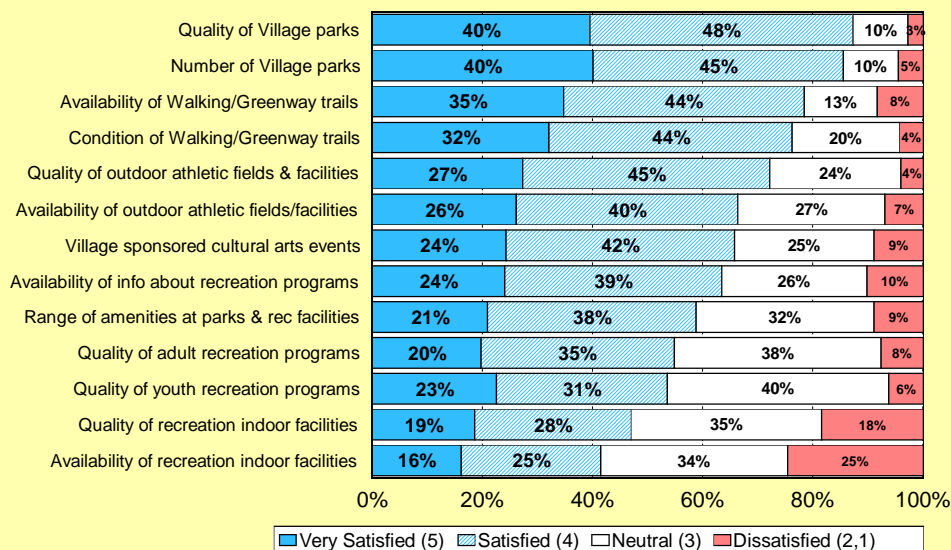
by percentage of respondents who selected the item as one of their top two choices



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

Q8. Satisfaction with Various Aspects of Cultural and Recreation Services

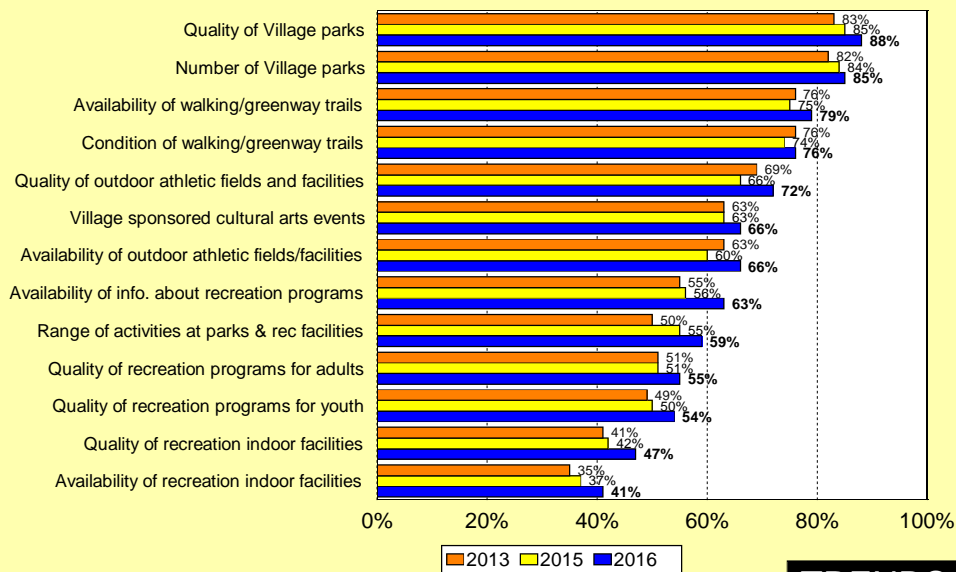
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q8. Satisfaction with Various Aspects of Cultural and Recreation Services - 2013, 2015 & 2016

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

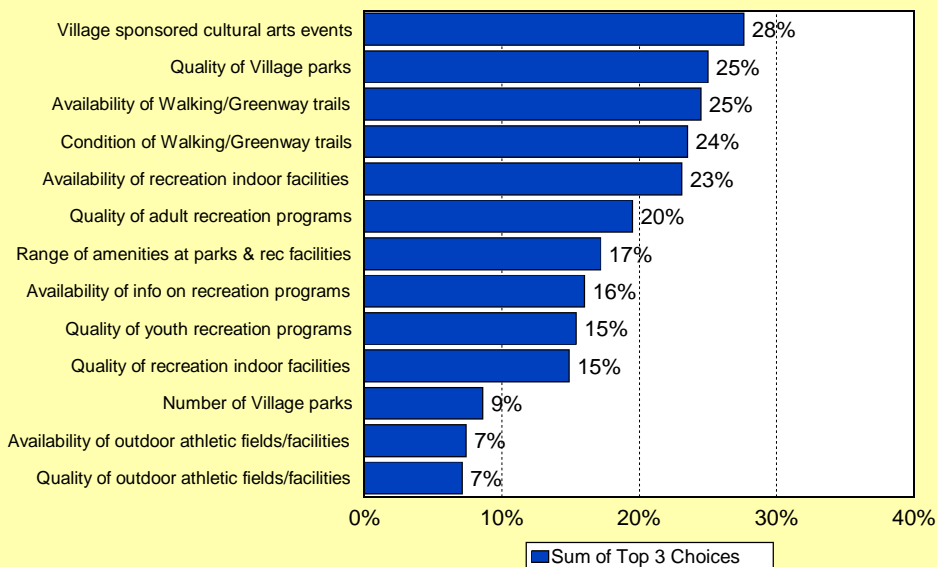


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q9. Cultural and Recreation Services That Should Receive the Most Emphasis Over the Next TWO Years

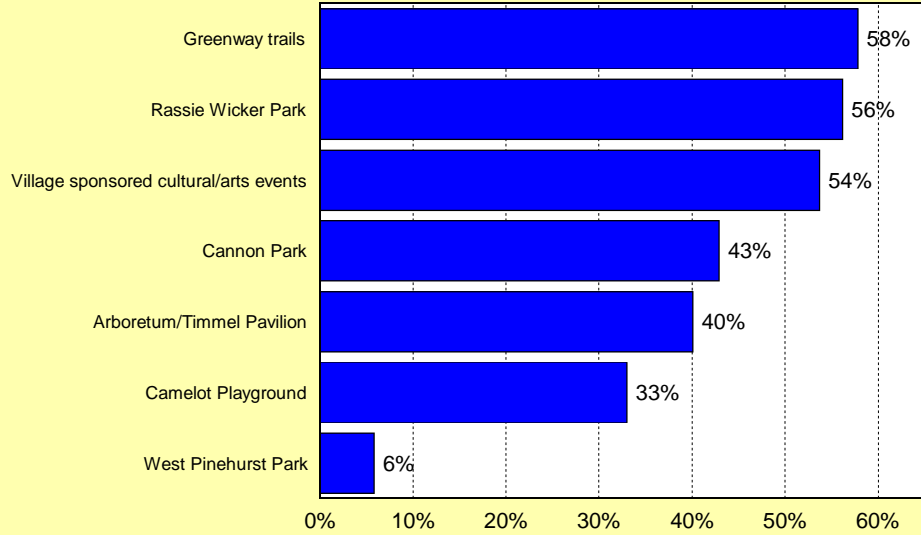
by percentage of respondents who selected the item as one of their top three choices



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

Q10. Parks and Recreation Programs and Facilities That Residents Have Used During the Past Year

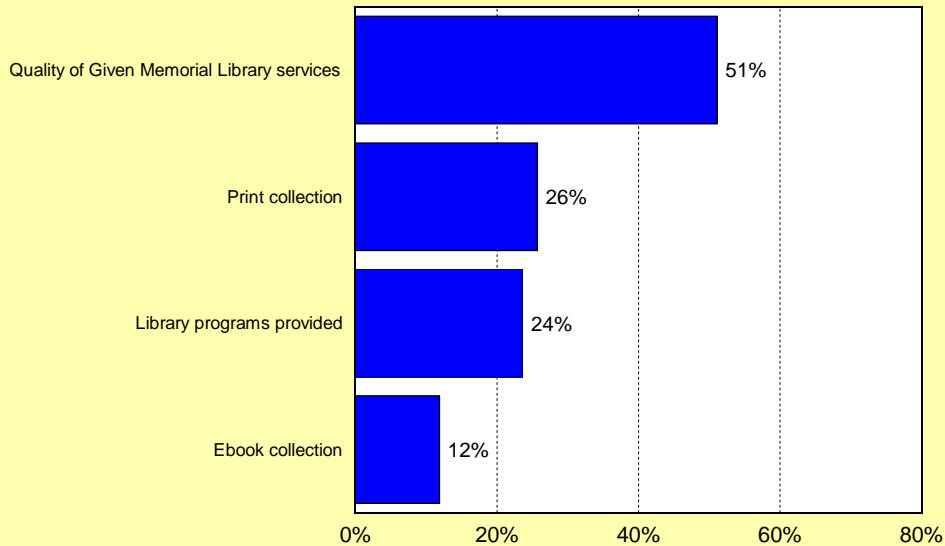
by percentage of respondents (multiple choices could be made)



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

Q11. Have you used these Given Memorial Library services?

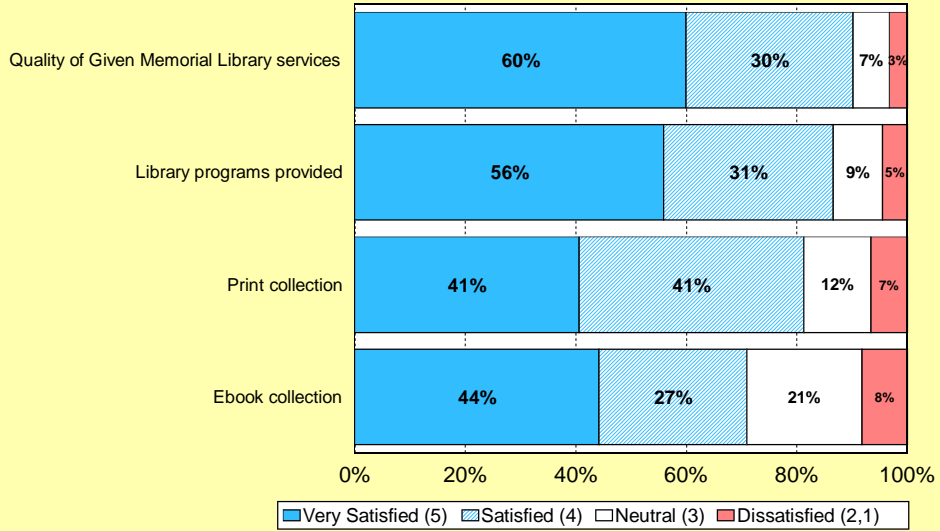
by percentage of respondents who answered "yes"



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

Q11b. 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 (2016 - Pinehurst, NC)

Q11b. Satisfaction with Various Aspects of the Given Memorial Library - 2015 & 2016

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

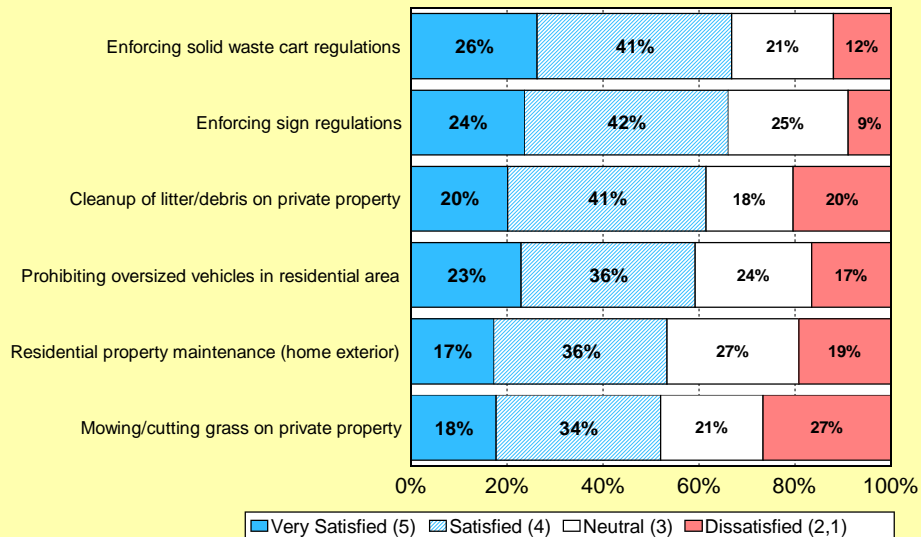


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q12. Satisfaction with Various Aspects of Community Development

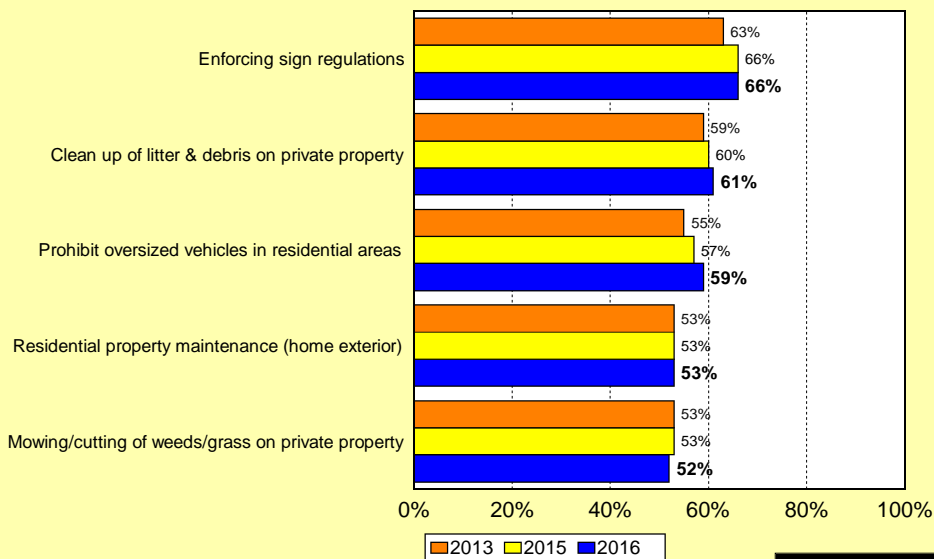
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q12. Satisfaction with Various Aspects of Community Development - 2013, 2015 & 2016

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

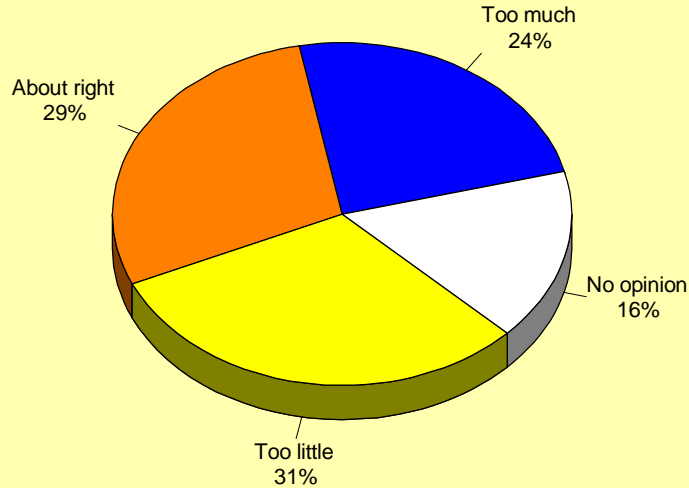


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q13. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

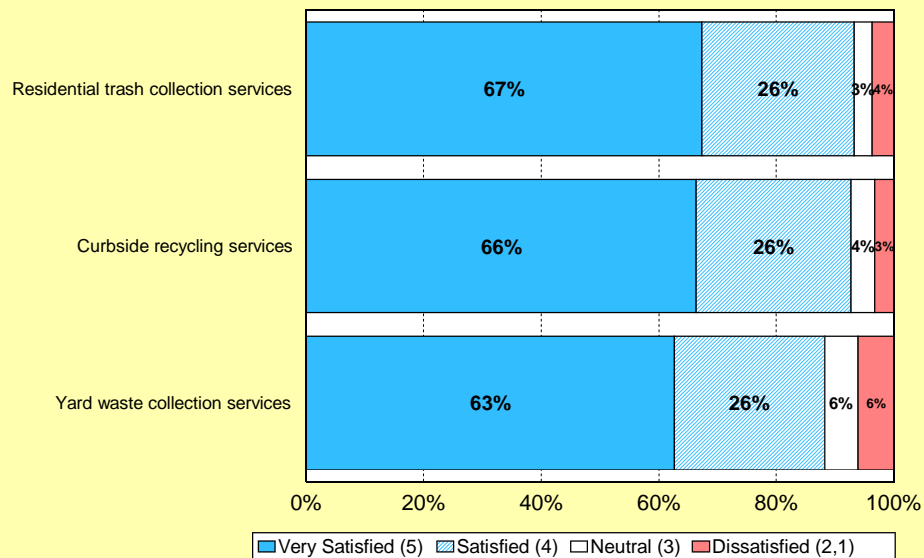
by percentage of respondents



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

Q14. Satisfaction with Solid Waste Services

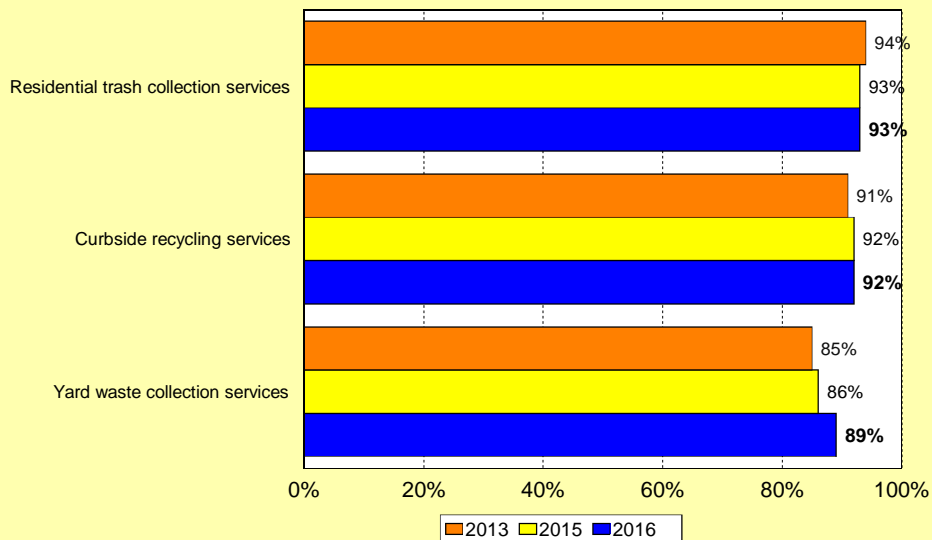
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q14. Satisfaction with Solid Waste Services - 2013, 2015 & 2016

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

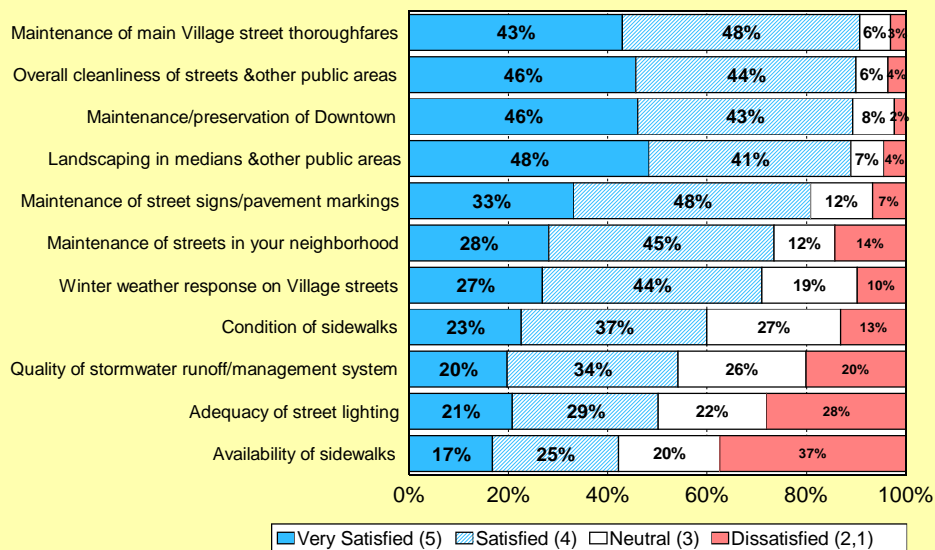


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q15. Satisfaction with Various Aspects of Public Services

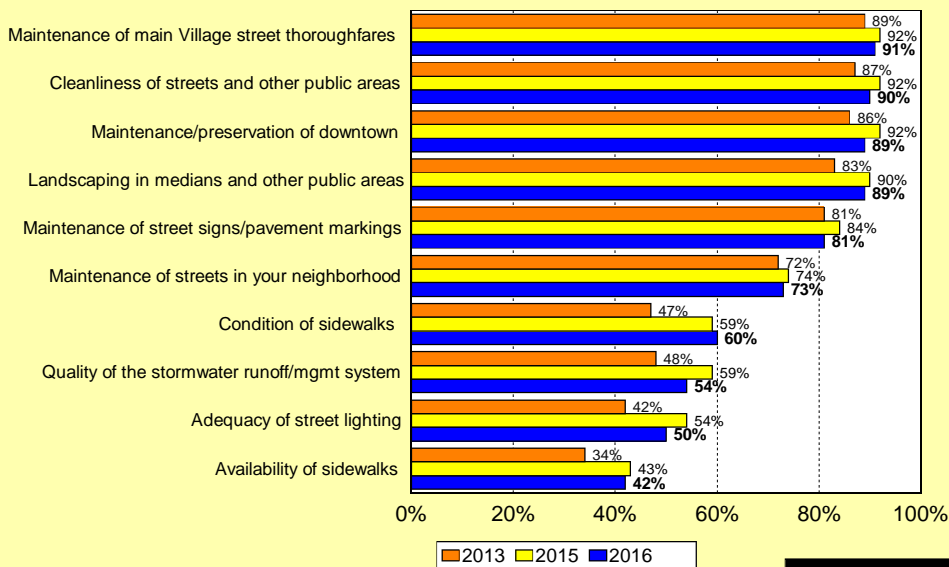
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q15. Satisfaction with Various Aspect of Public Services - 2013, 2015 & 2016

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

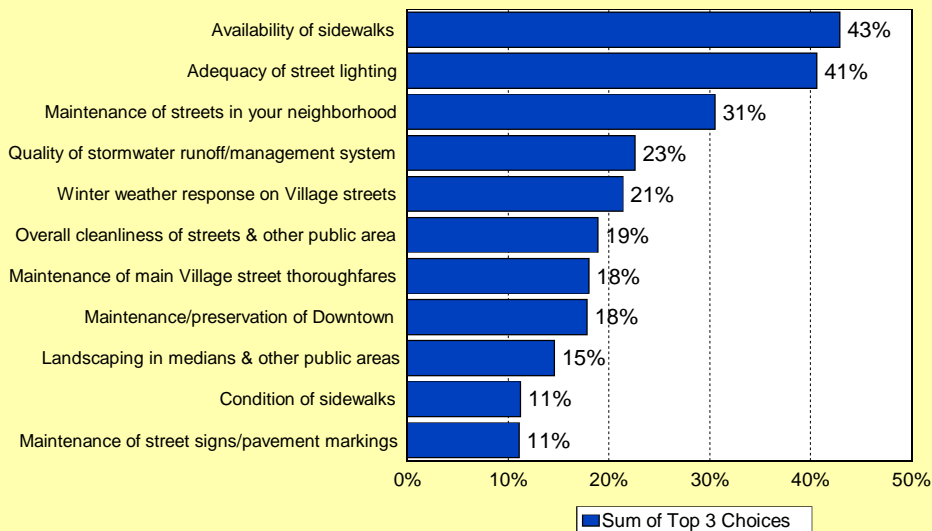


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q16. Which three of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

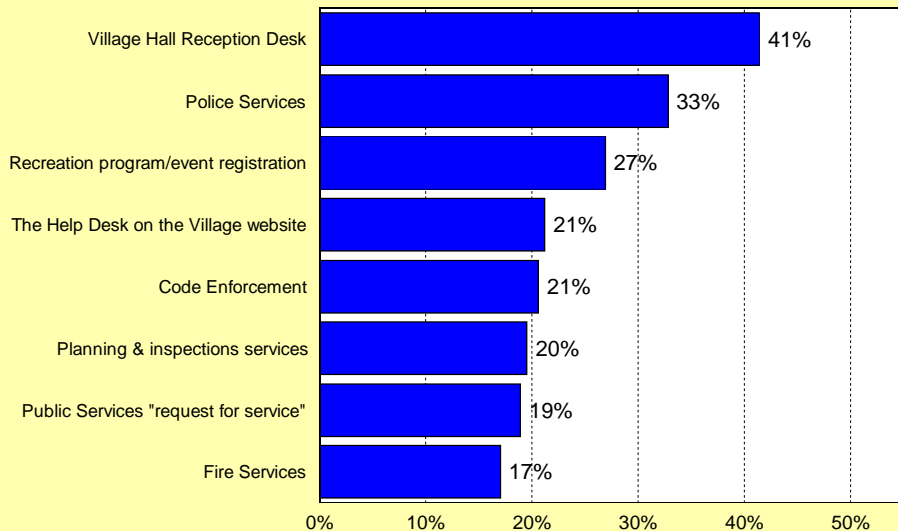
by percentage of respondents who selected the item as one of their top three choices



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

Q17. Do you or other members of your household use Village services and facilities?

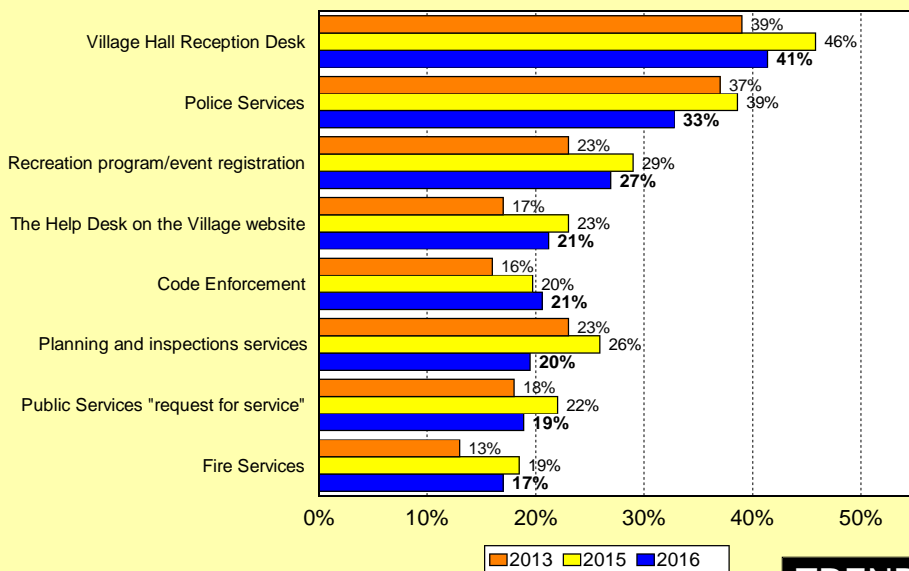
by percentage of respondents who answered "yes"



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

Q17. Households That Use Village Services and Facilities - 2012, 2013, 2014, 2015 & 2016

by percentage of respondents who answered "yes"

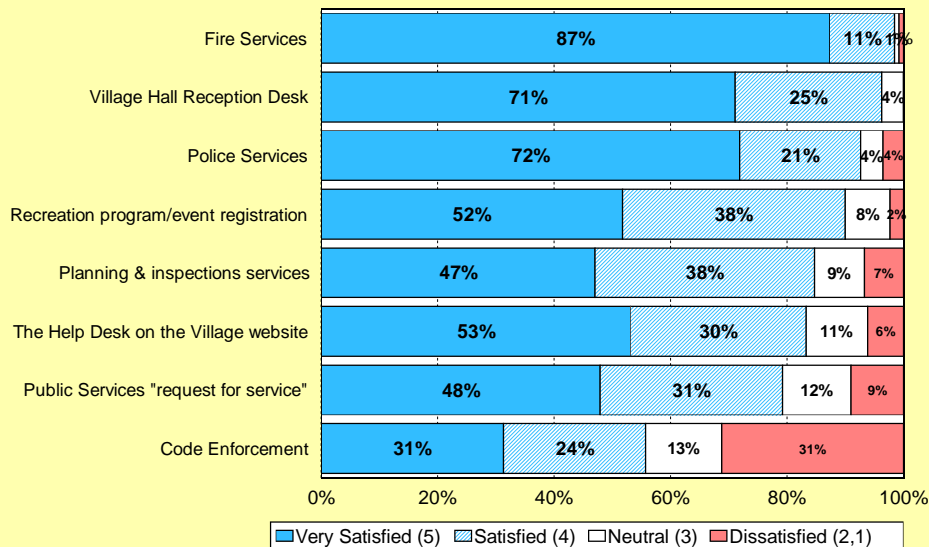


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q17a. Satisfaction with Village Services and Facilities That Households Have Used

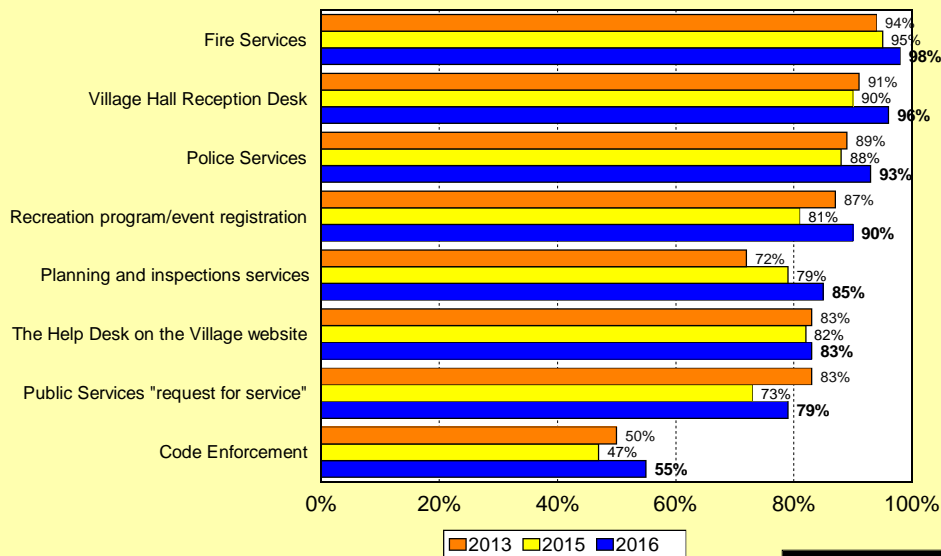
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q17a. Satisfaction With Village Services and Facilities - 2013, 2015 & 2016

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

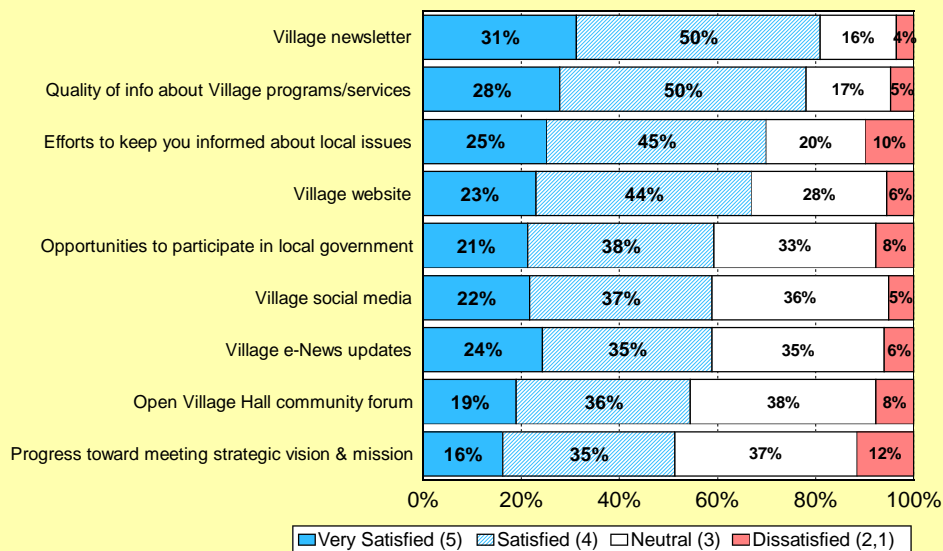


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q18. Satisfaction with Public Communication and Outreach

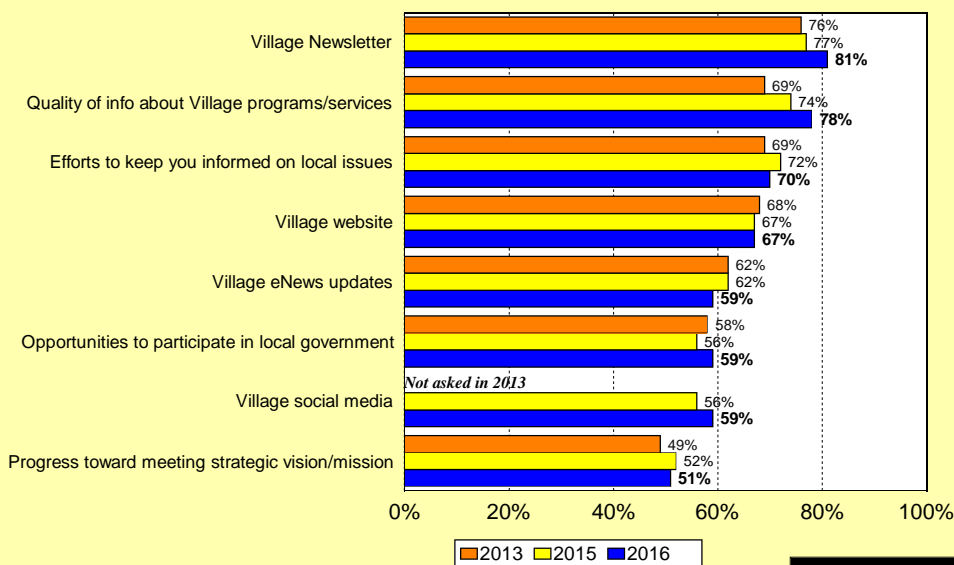
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q18. Satisfaction with Public Communication and Outreach - 2013, 2015 & 2016

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

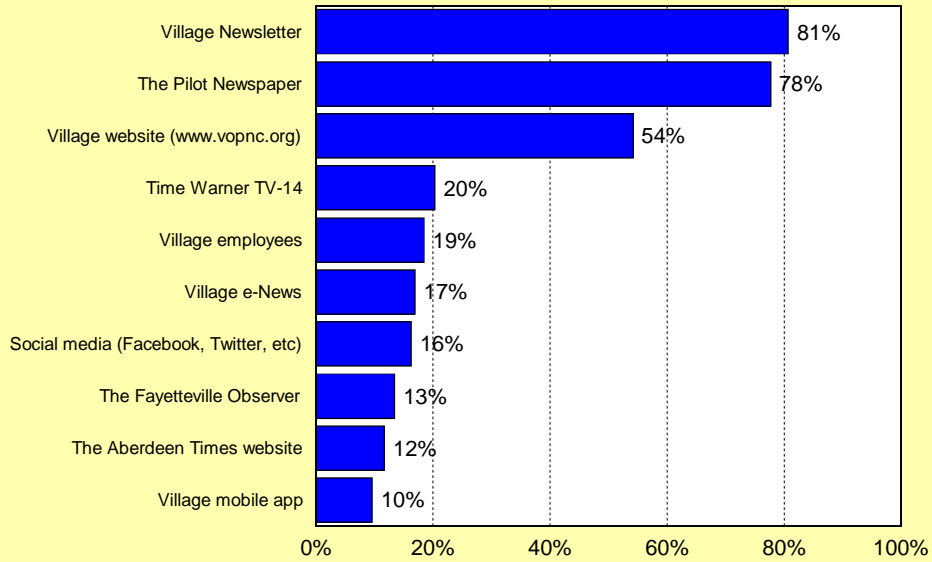


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q19. Which of the following do you use to get information about the Village of Pinehurst?

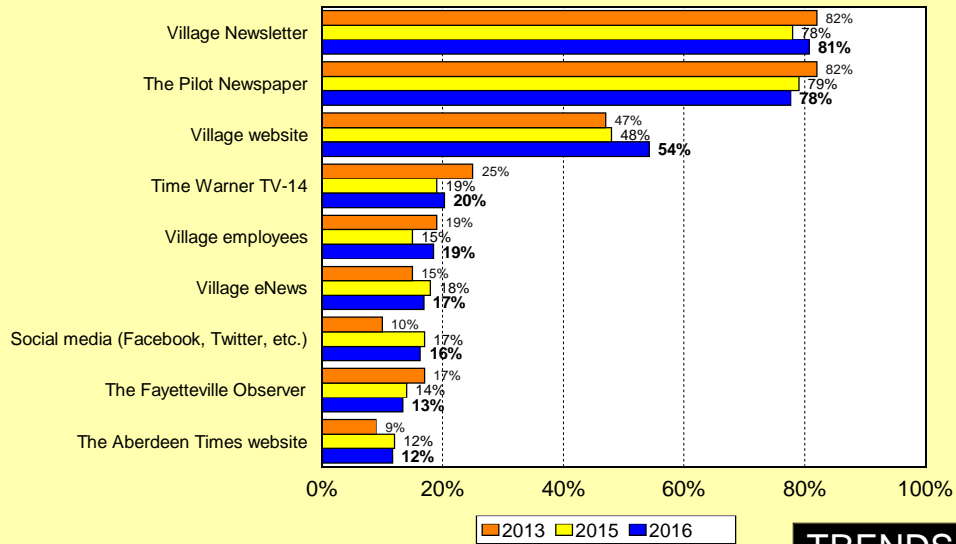
by percentage of respondents (multiple selections could be made)



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

Q19. Which of the following do you use to get information about the Village of Pinehurst? - 2013, 2015 & 2016

by percentage of respondents (multiple selections could be made)

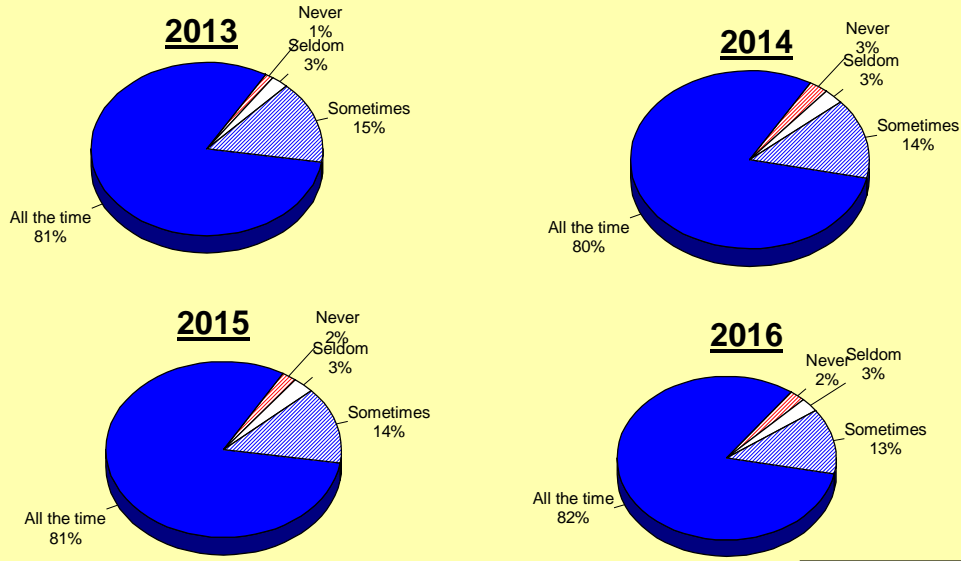


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q20. How often do you read the Village Newsletter, which is mailed to all residents?

by percentage of respondents

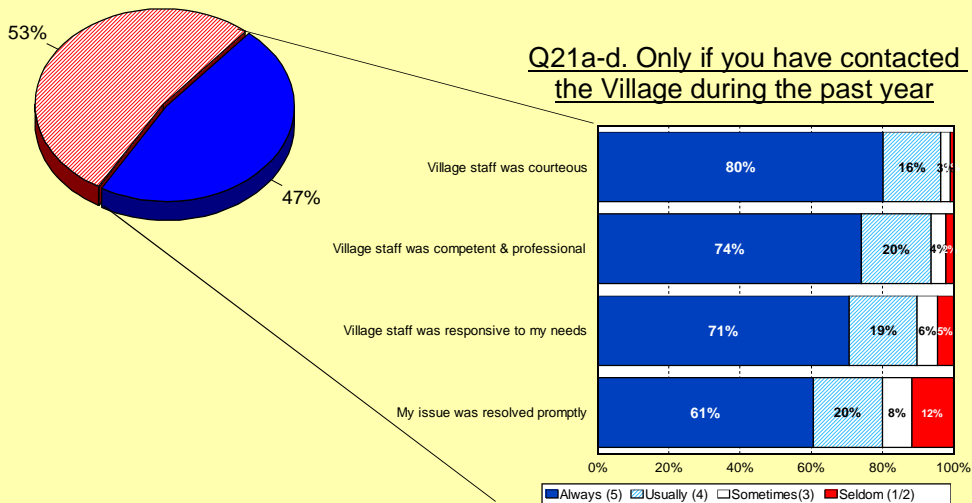


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q21. Have you contacted the Village during the past year?

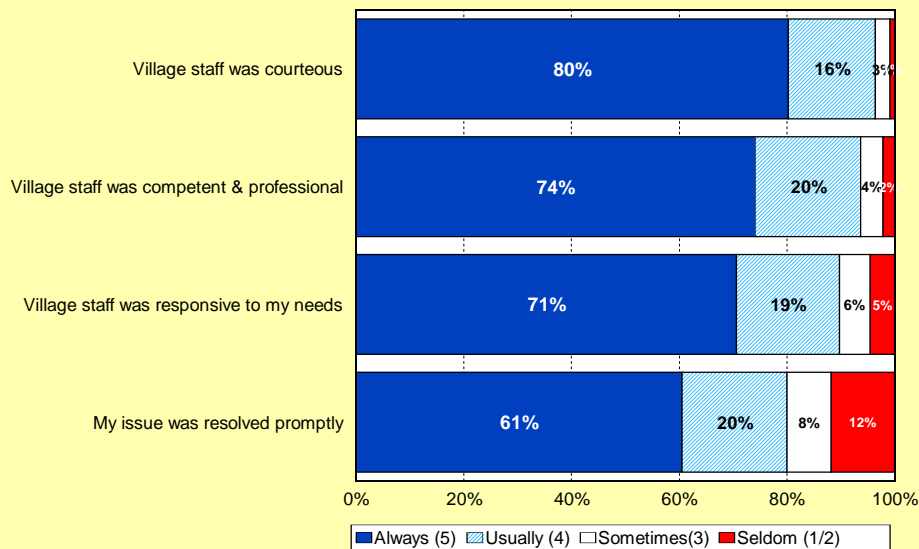
by percentage of respondents



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

Q21a-d. Satisfaction with Experience Interacting with Village Employees

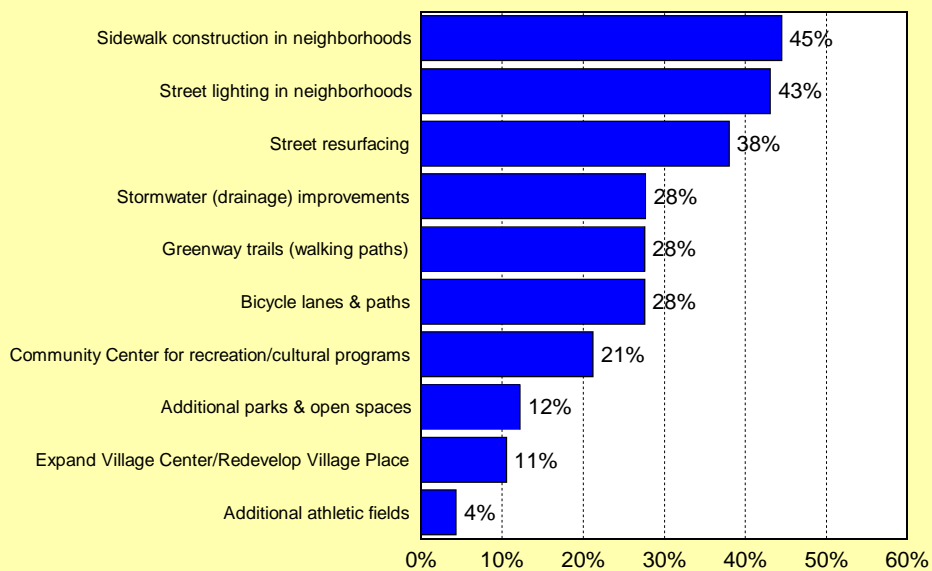
by percentage of respondents that have contacted the Village in the past year



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

Q22. Capital Improvements That Residents Feel Are the Most Important

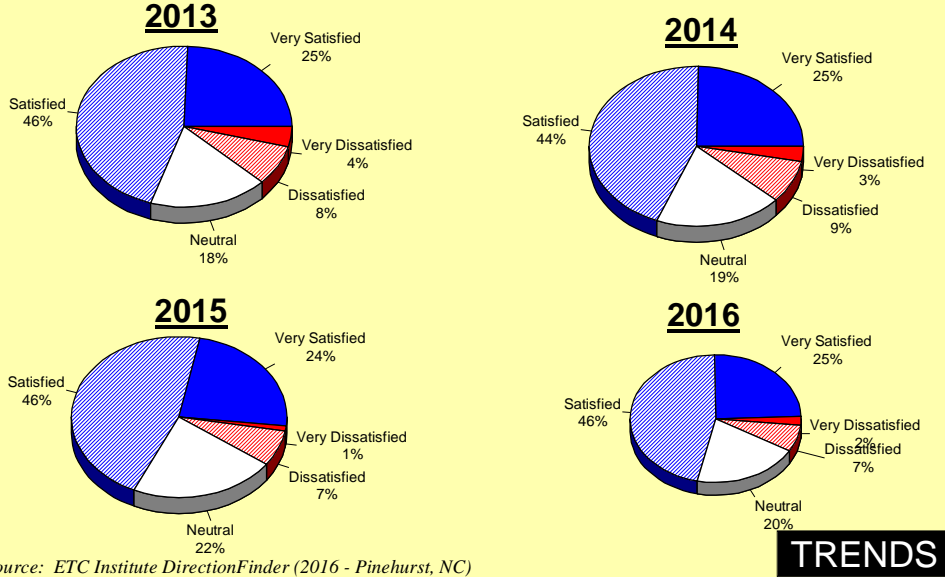
by percentage of respondents (3 selections could be made)



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

Q23. What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget?

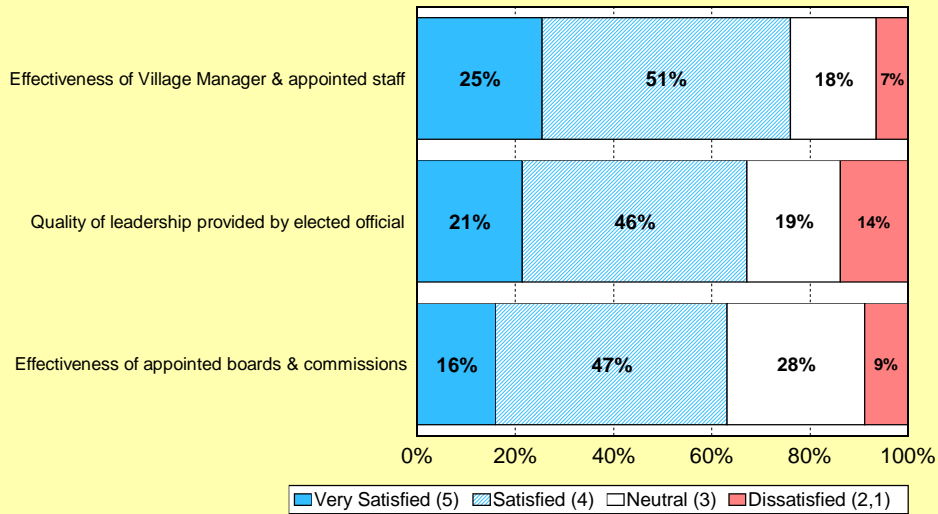
by percentage of respondents (excluding "don't know")



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

Q24. Please rate your satisfaction with Village Leadership for the following items:

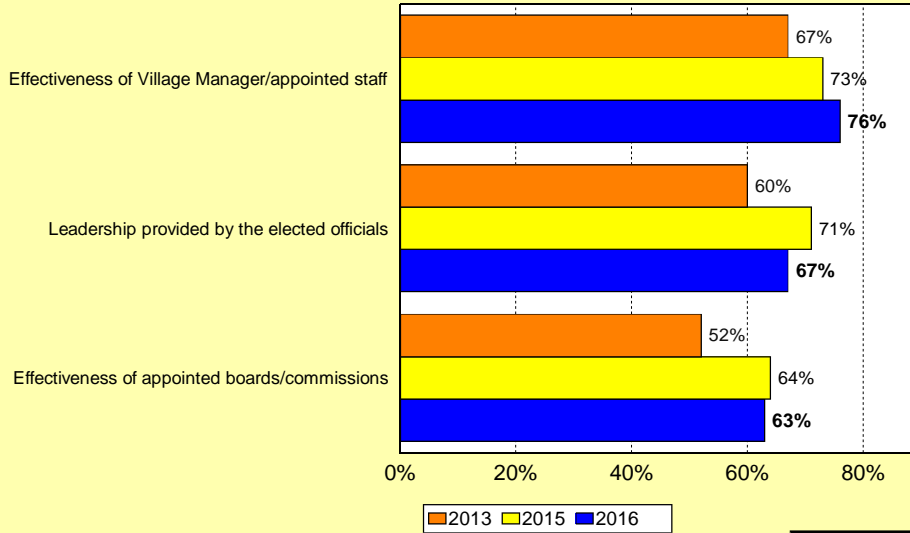
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



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

Q24. Satisfaction with Village Leadership - 2013, 2015 & 2016

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

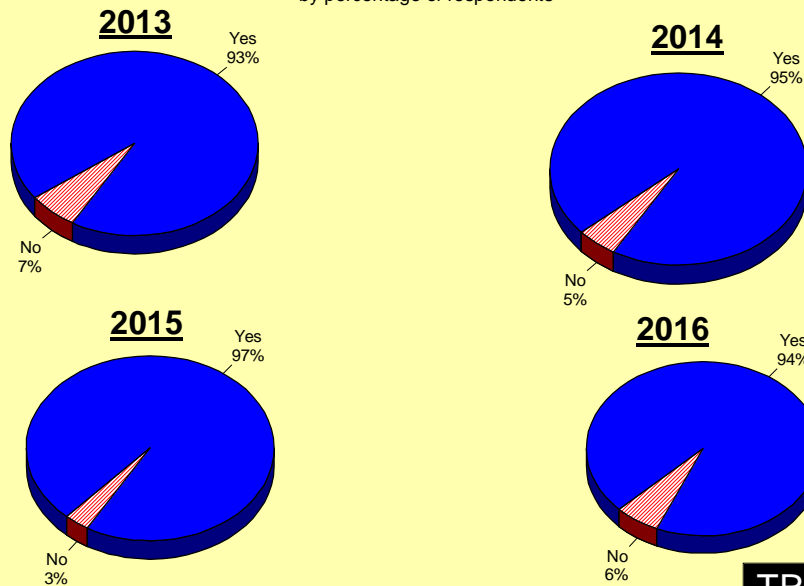


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

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

by percentage of respondents

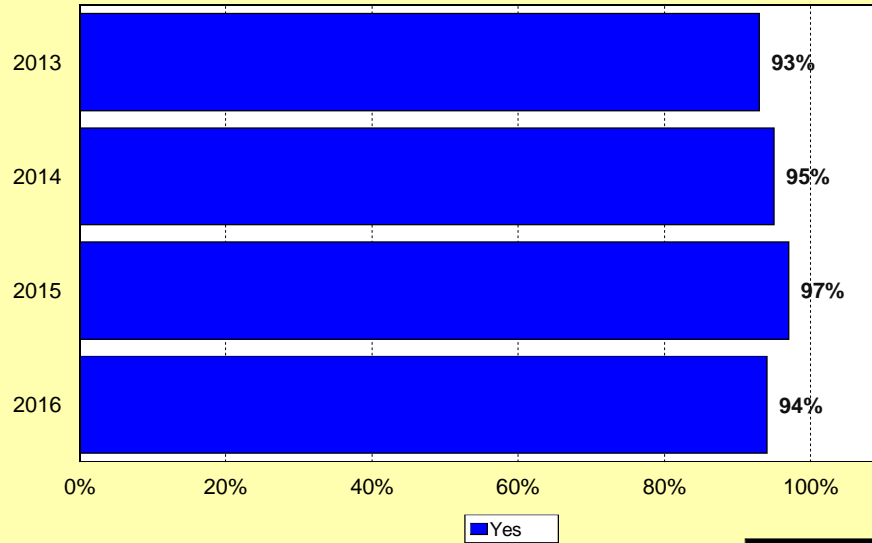


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

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

by percentage of respondents

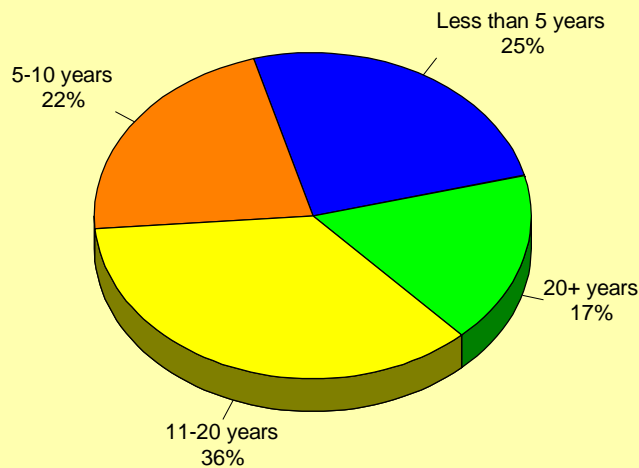


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q26. Approximately how many years have you lived in the Village of Pinehurst?

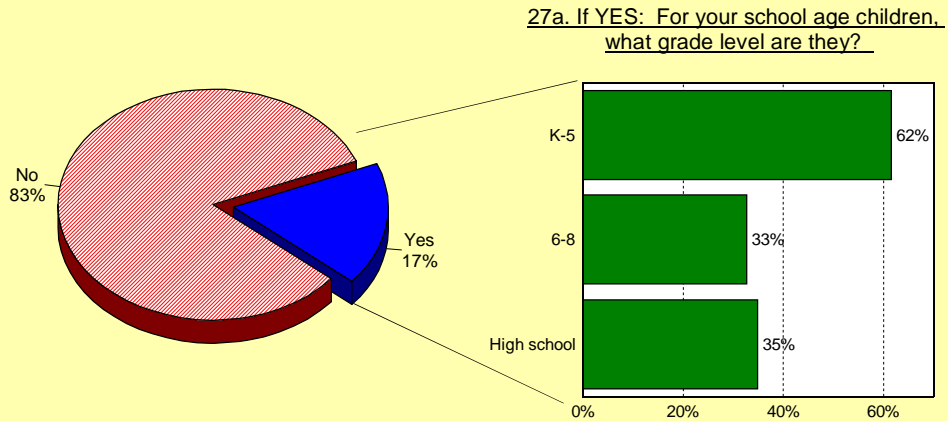
by percentage of respondents



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

Q27. Do you have school age children (grades K-12) living at home?

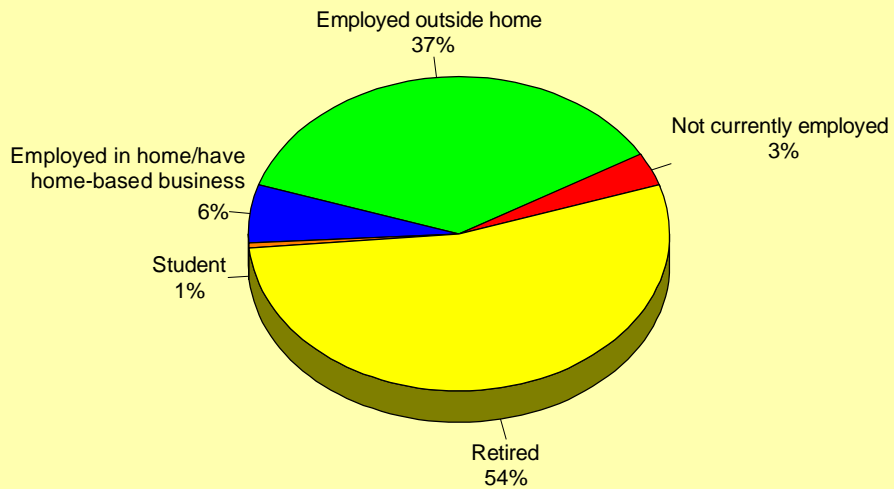
by percentage of respondents



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

Q28. Demographics: Current Employment Status

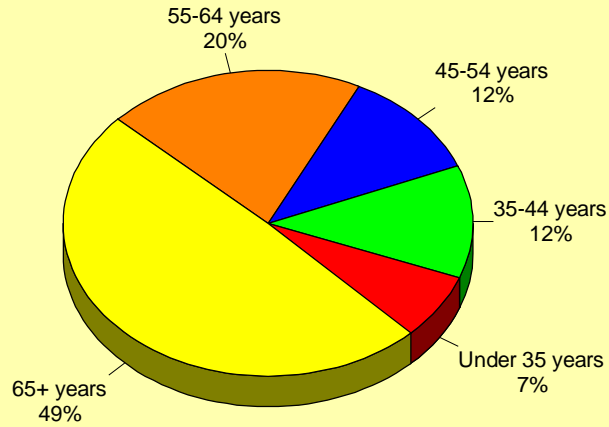
by percentage of respondents



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

Q29. Demographics: Age of Respondents

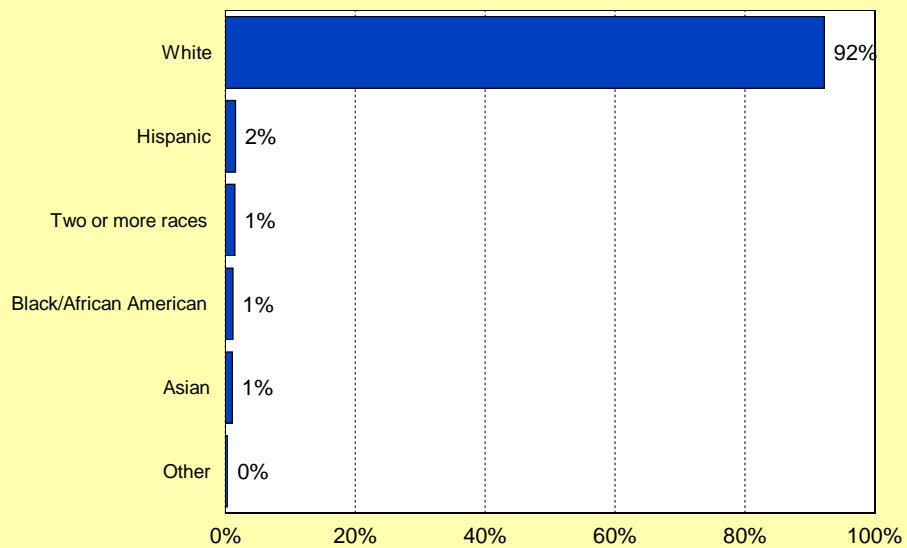
by percentage of respondents



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

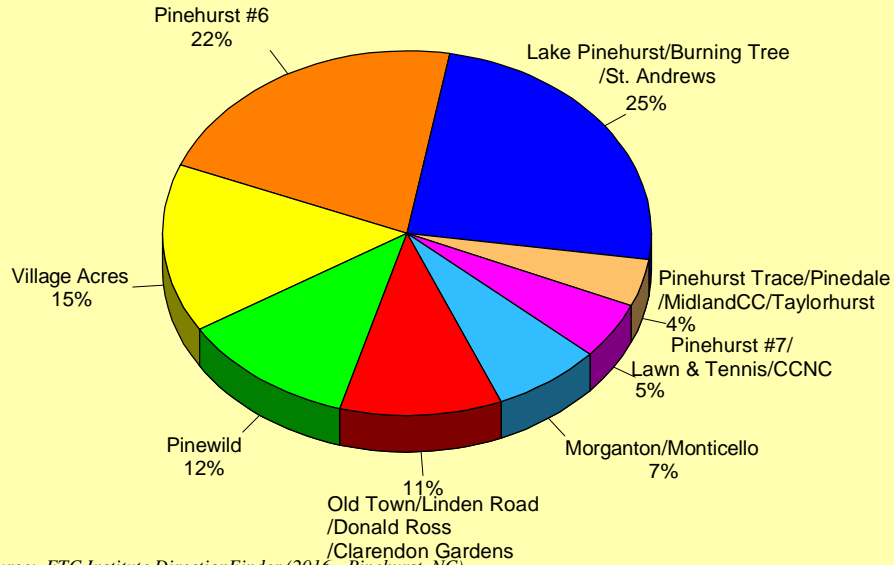
Q30. Which of the following best describes your race?

by percentage of respondents



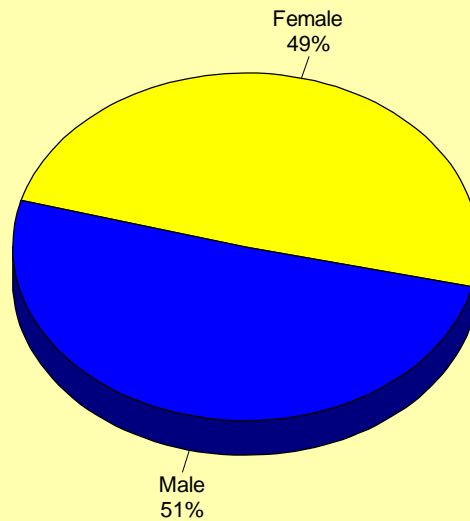
Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

Q31. Which of the following best describes where you live? by percentage of respondents



Q32. Demographics: Gender

by percentage of respondents



Section 2

GIS Maps

Interpreting GIS Maps Village of Pinehurst

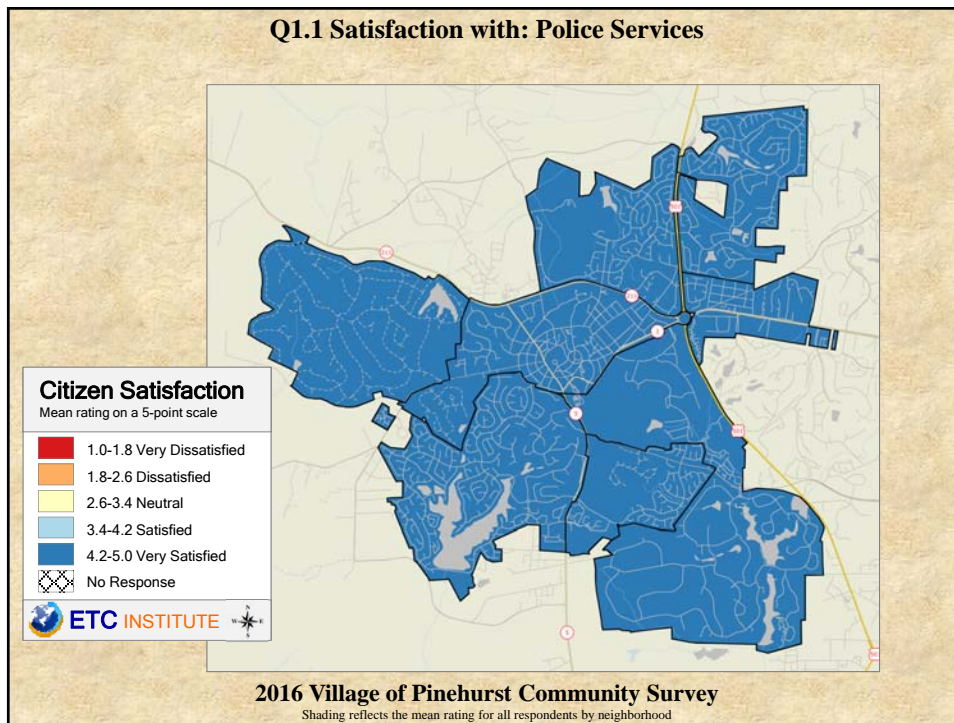
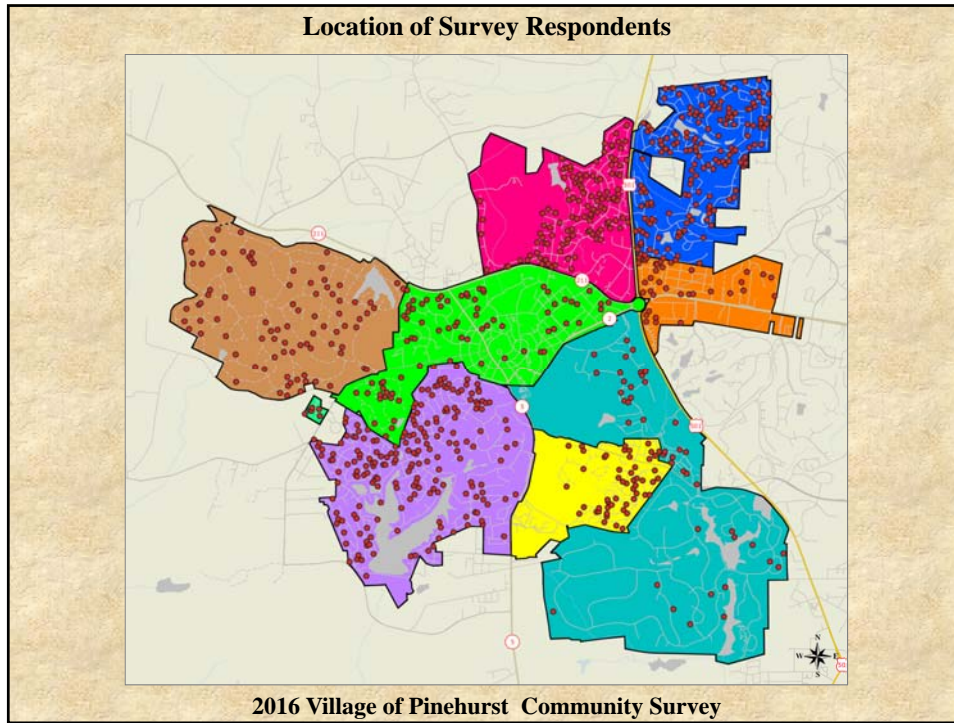
The maps on the following pages show the mean ratings for several questions by Neighborhood in the Village of Pinehurst.

If all Neighborhoods on a map are the same color, then most residents in the community generally feel the same about that issue.

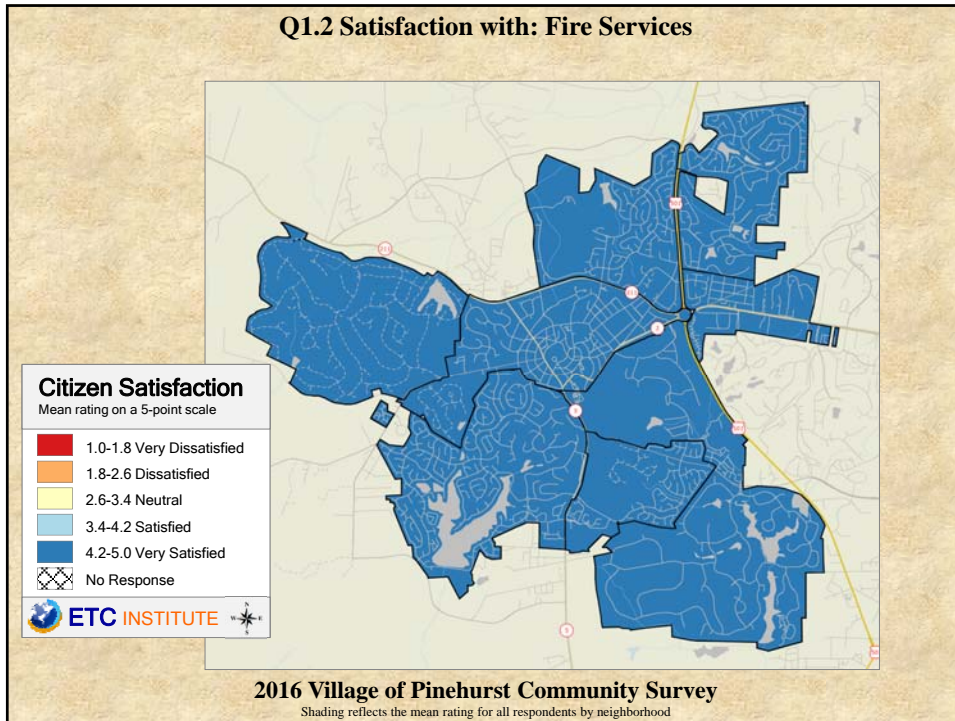
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

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

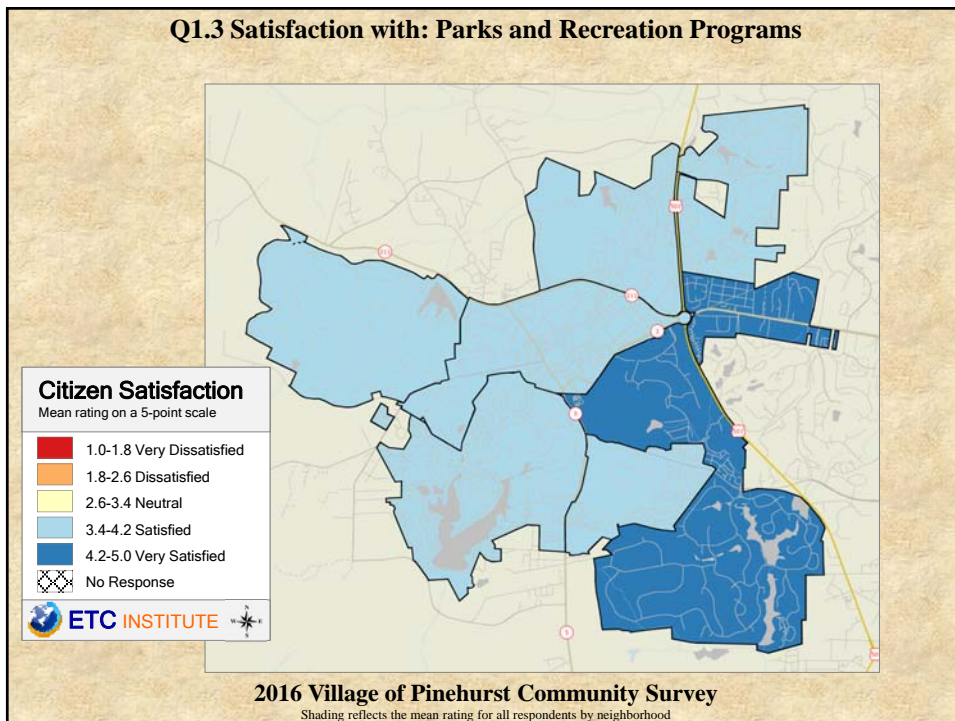
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of “very satisfied” or “satisfied” responses, higher levels of “very safe” or “safe” responses or higher levels of importance depending upon the type of question.
- **YELLOW** shades indicate NEUTRAL ratings. Shades of yellow generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question.
- **DARK/LIGHT RED** shades indicate NEGATIVE ratings. Shades of red generally indicate higher levels of “dissatisfied” or “very dissatisfied” responses, higher levels of “unsafe” or “very unsafe” responses and lower levels of importance depending on the question.



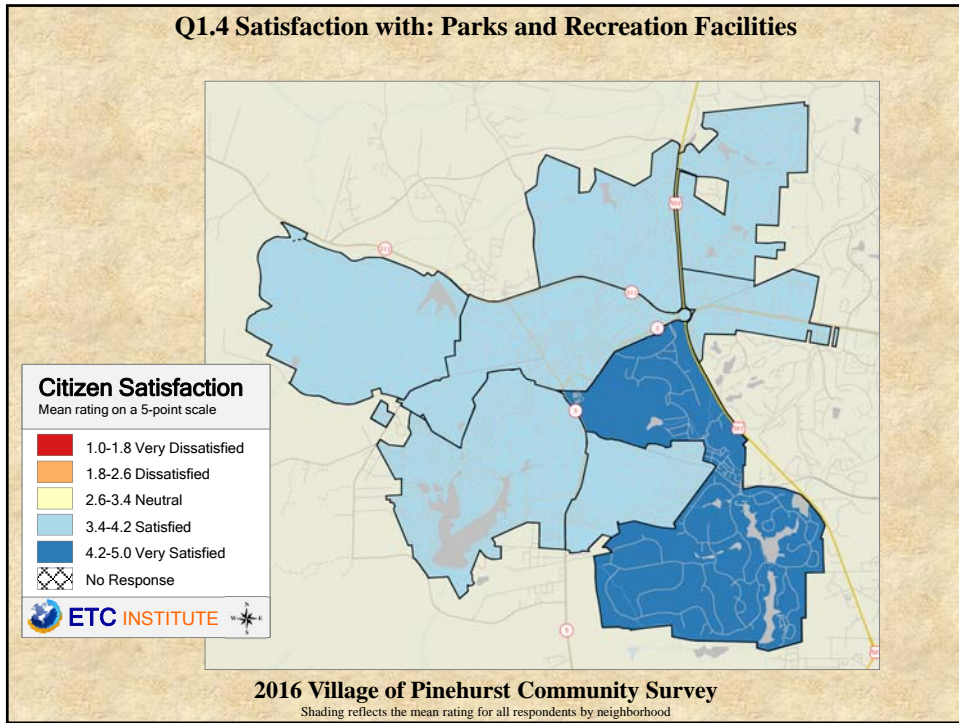
Q1.2 Satisfaction with: Fire Services



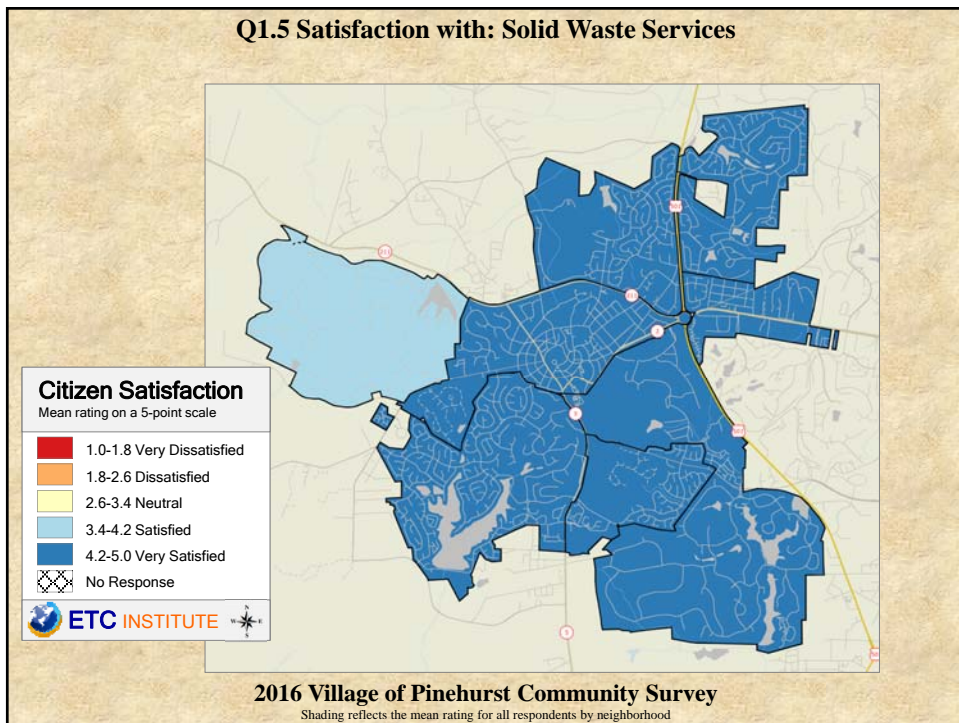
Q1.3 Satisfaction with: Parks and Recreation Programs

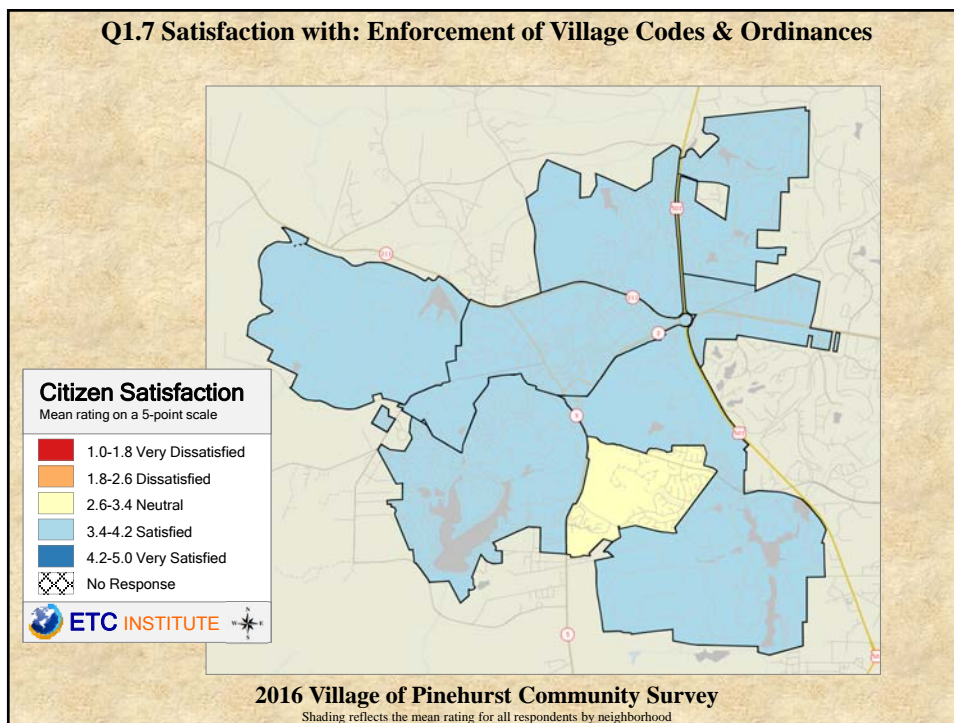
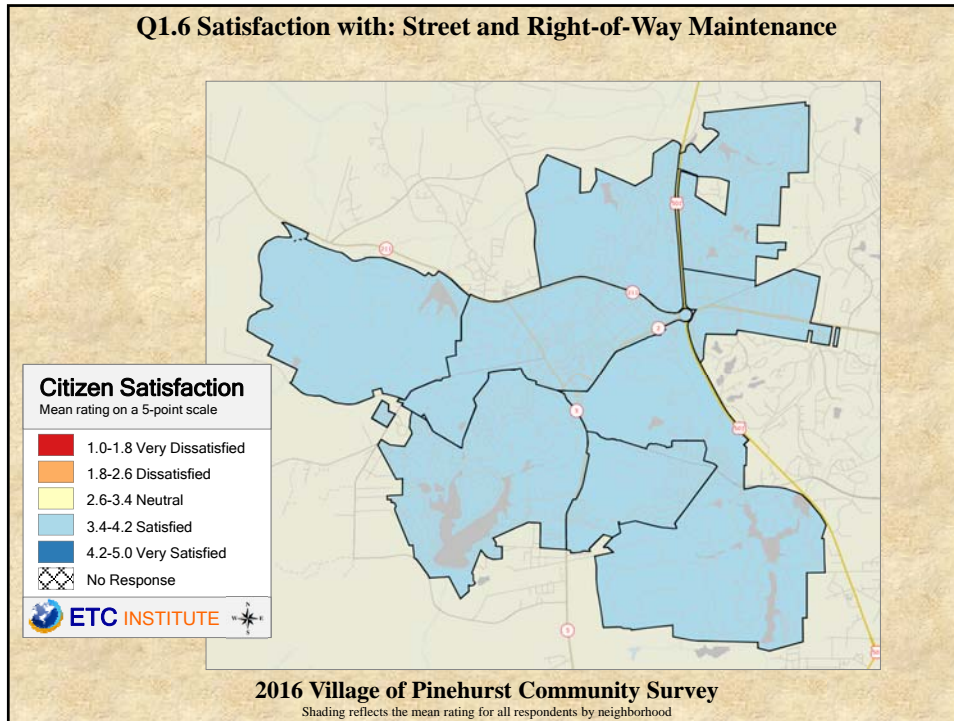


Q1.4 Satisfaction with: Parks and Recreation Facilities

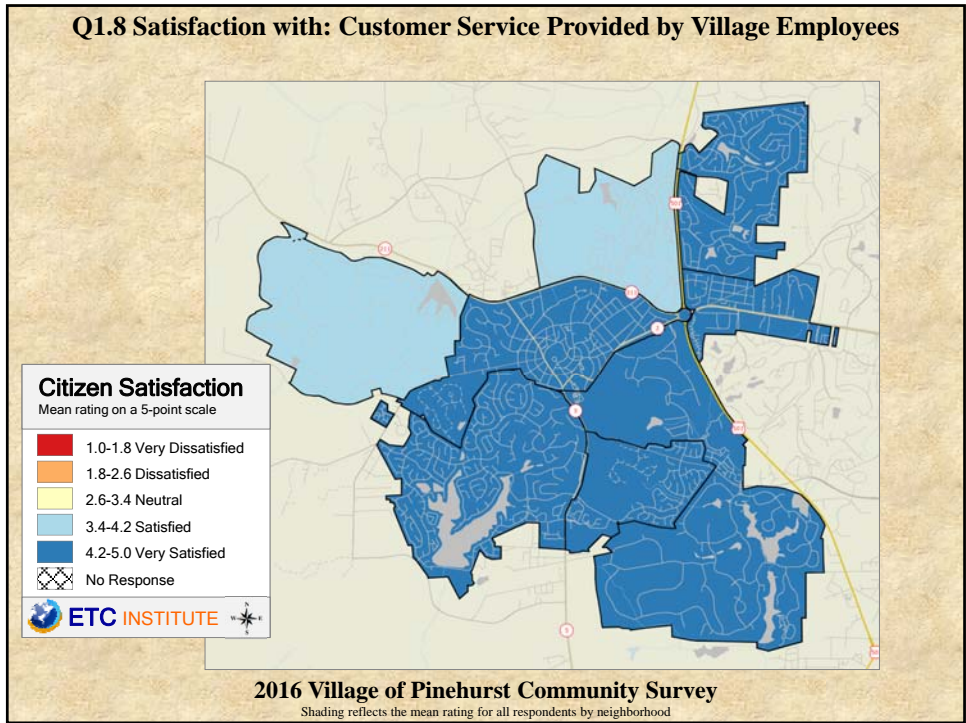


Q1.5 Satisfaction with: Solid Waste Services

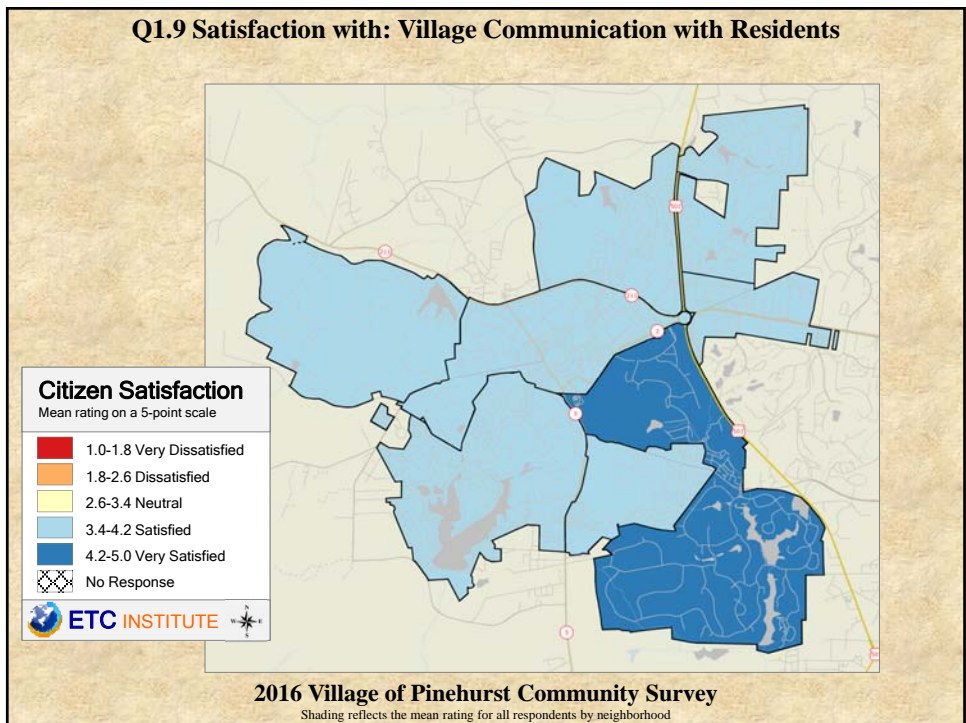


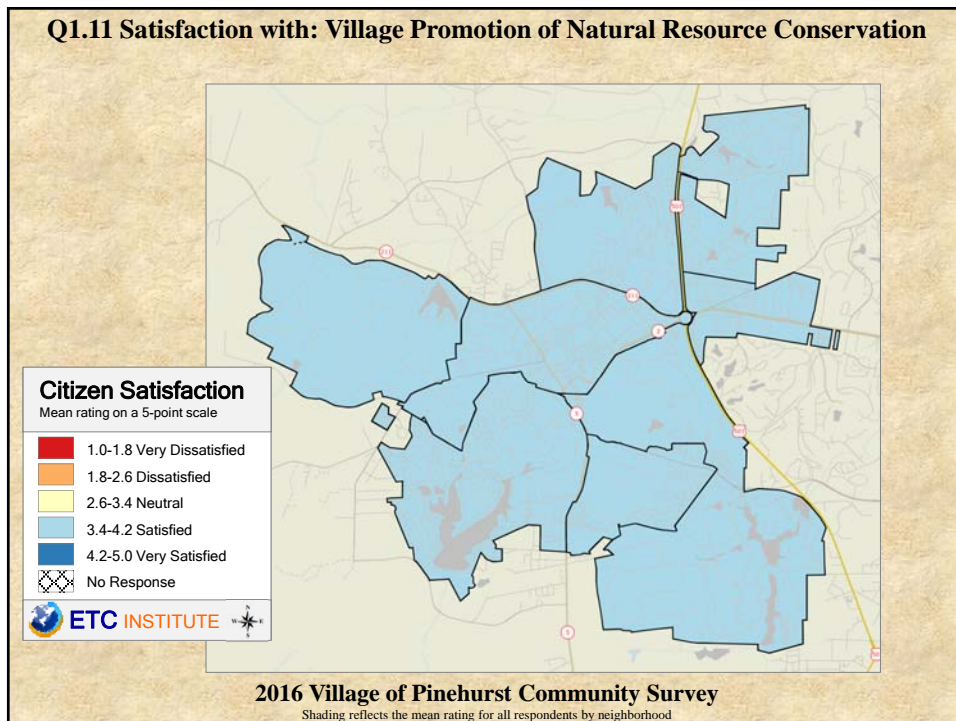
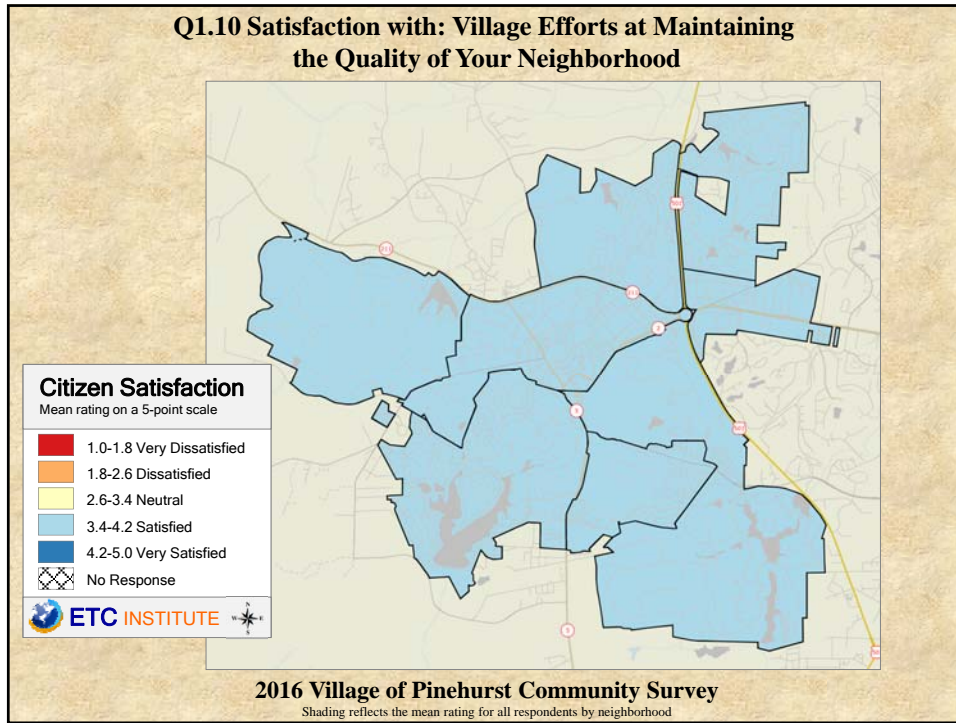


Q1.8 Satisfaction with: Customer Service Provided by Village Employees

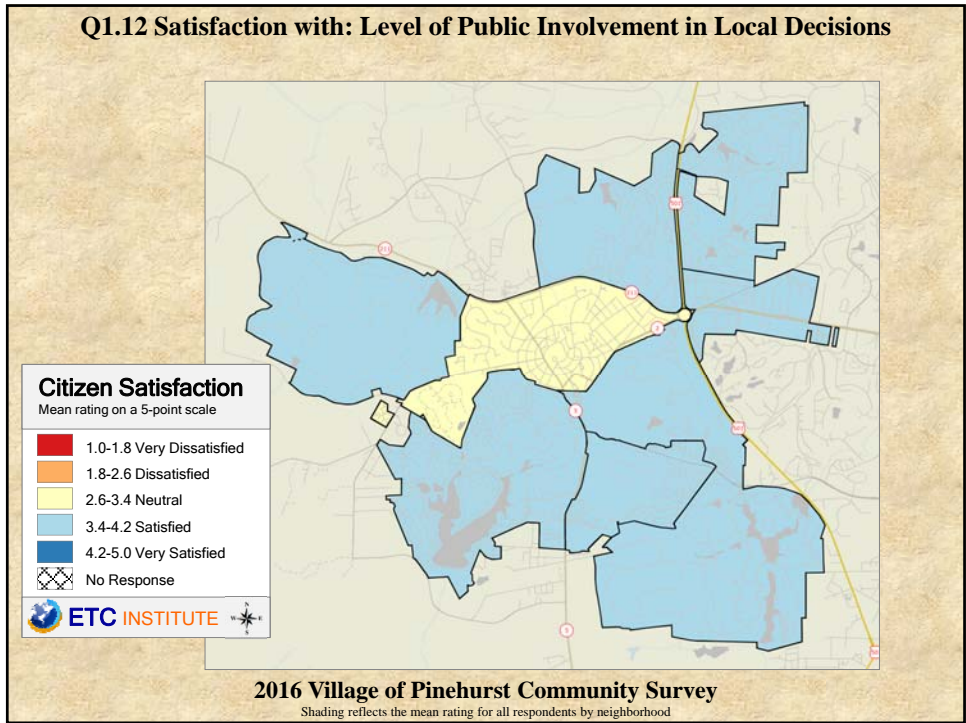


Q1.9 Satisfaction with: Village Communication with Residents

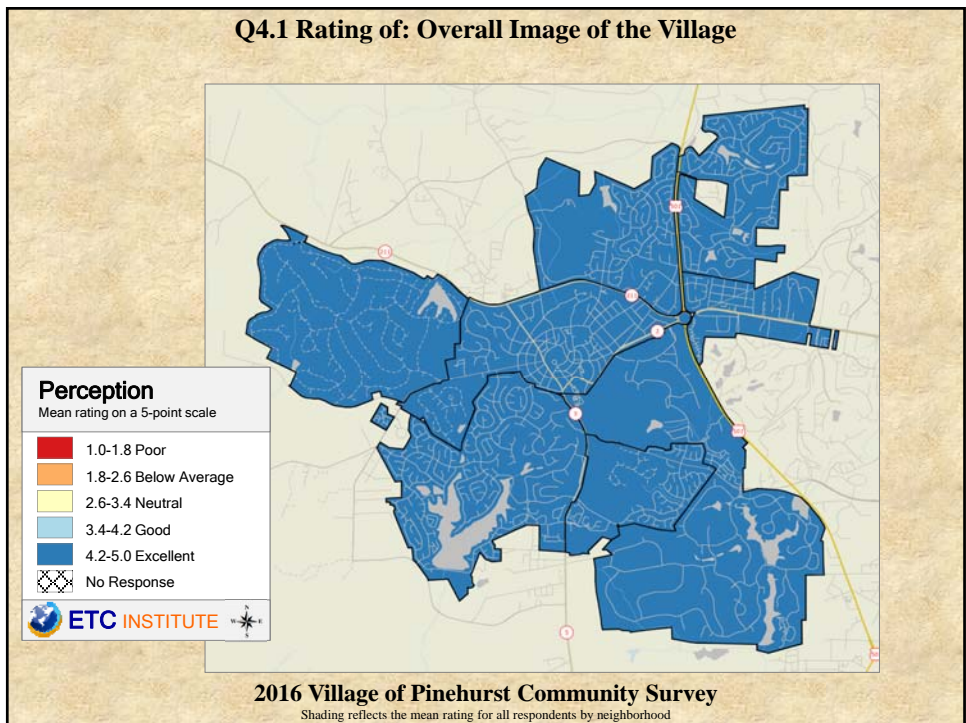




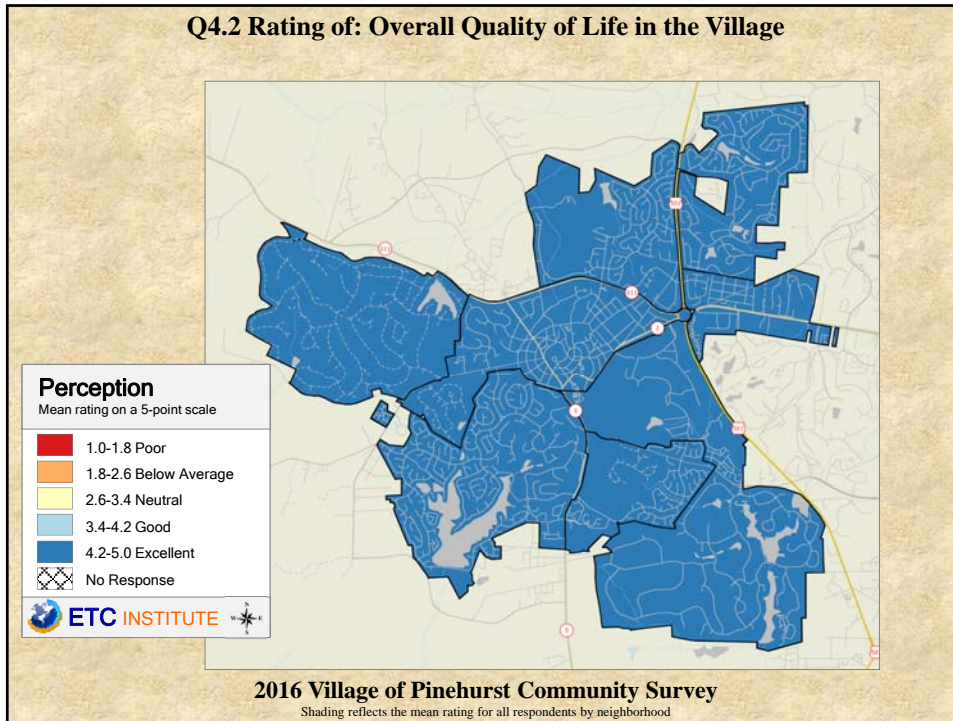
Q1.12 Satisfaction with: Level of Public Involvement in Local Decisions



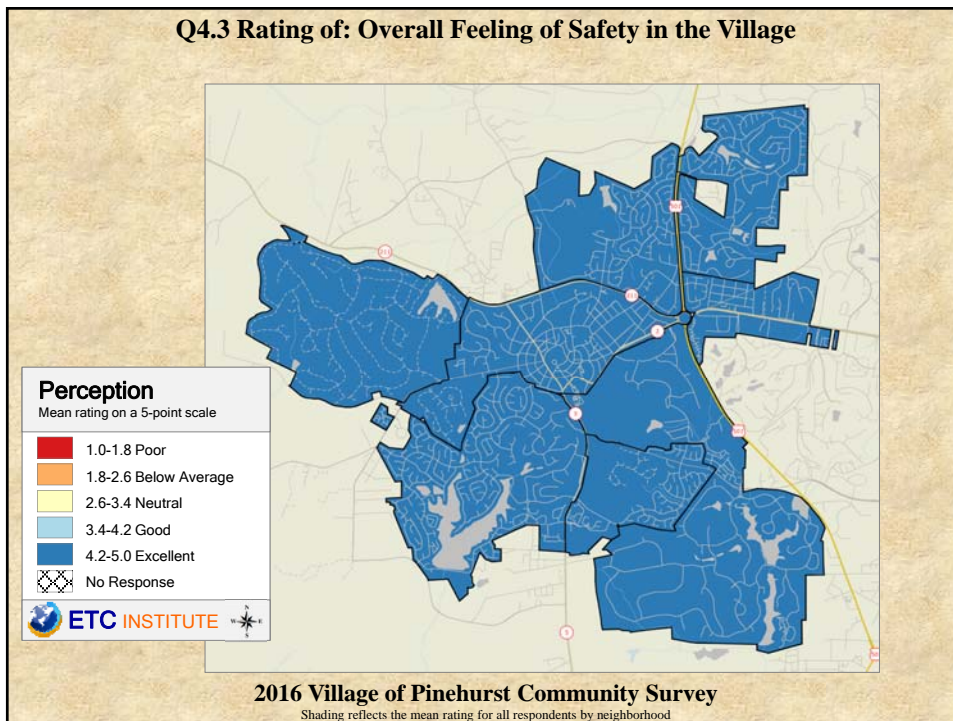
Q4.1 Rating of: Overall Image of the Village

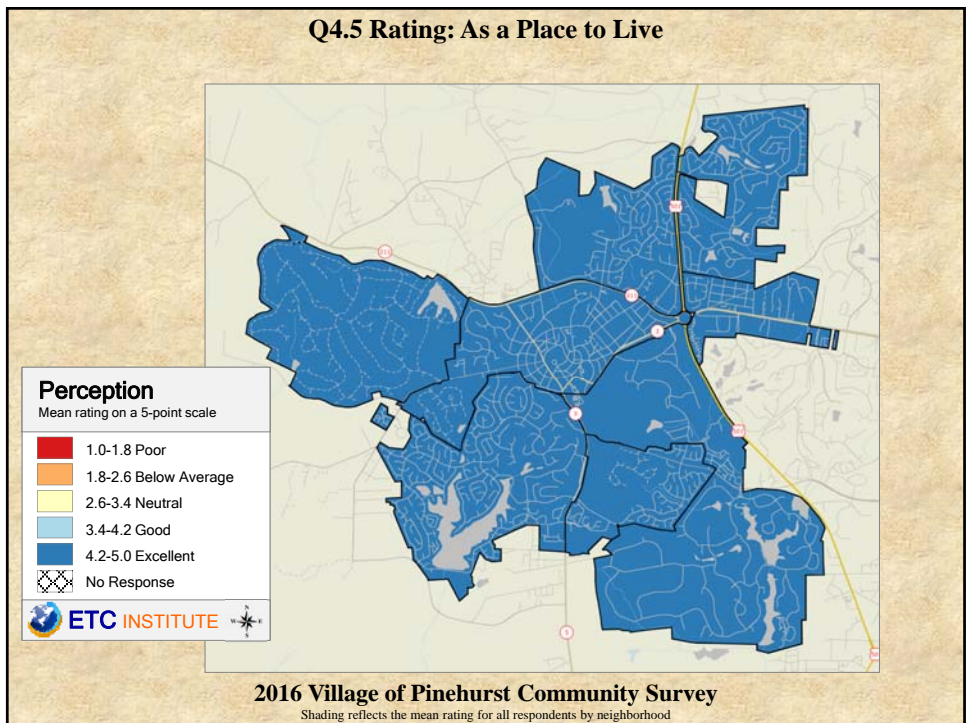
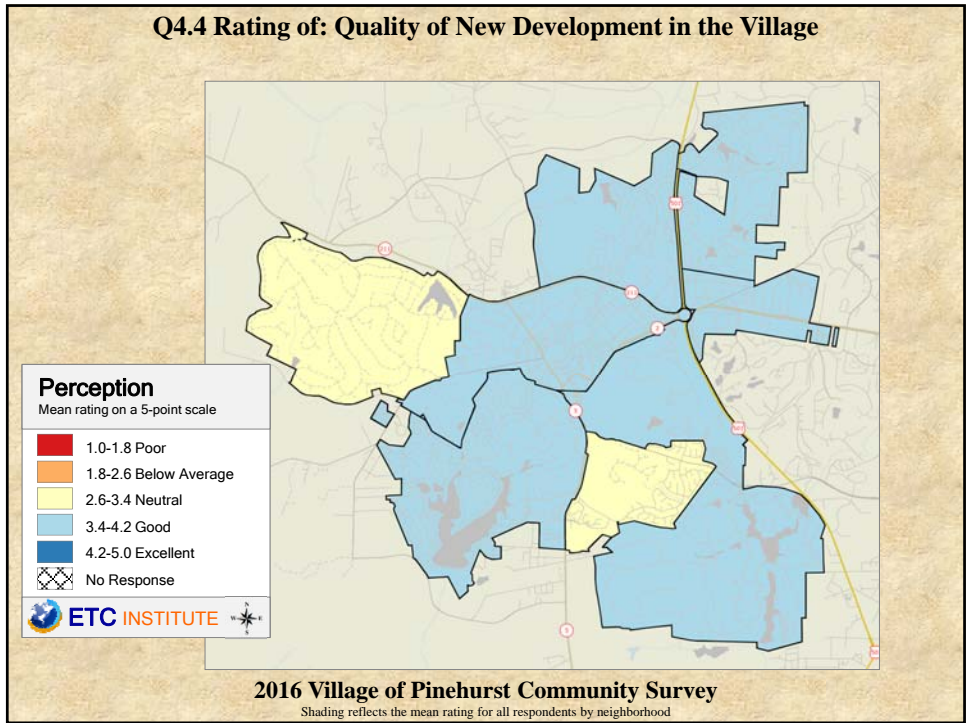


Q4.2 Rating of: Overall Quality of Life in the Village

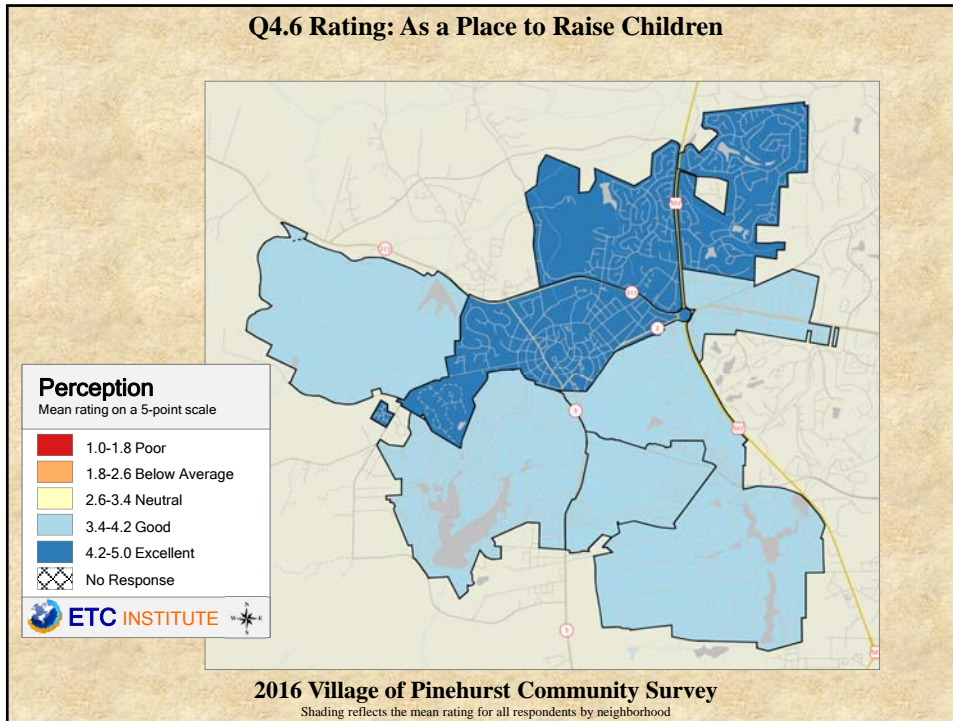


Q4.3 Rating of: Overall Feeling of Safety in the Village

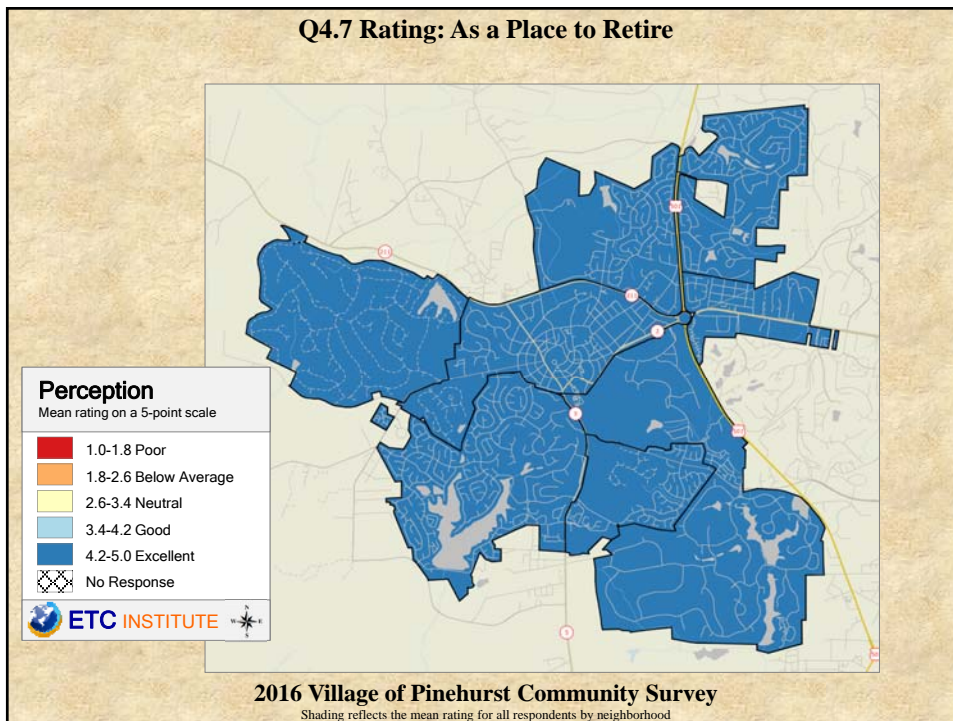




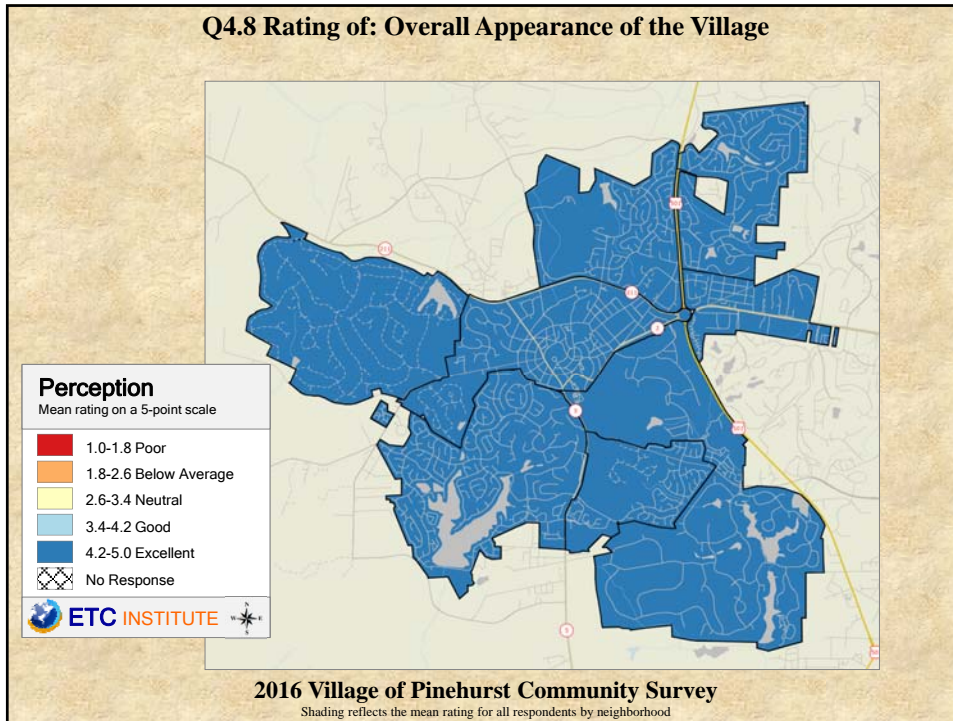
Q4.6 Rating: As a Place to Raise Children



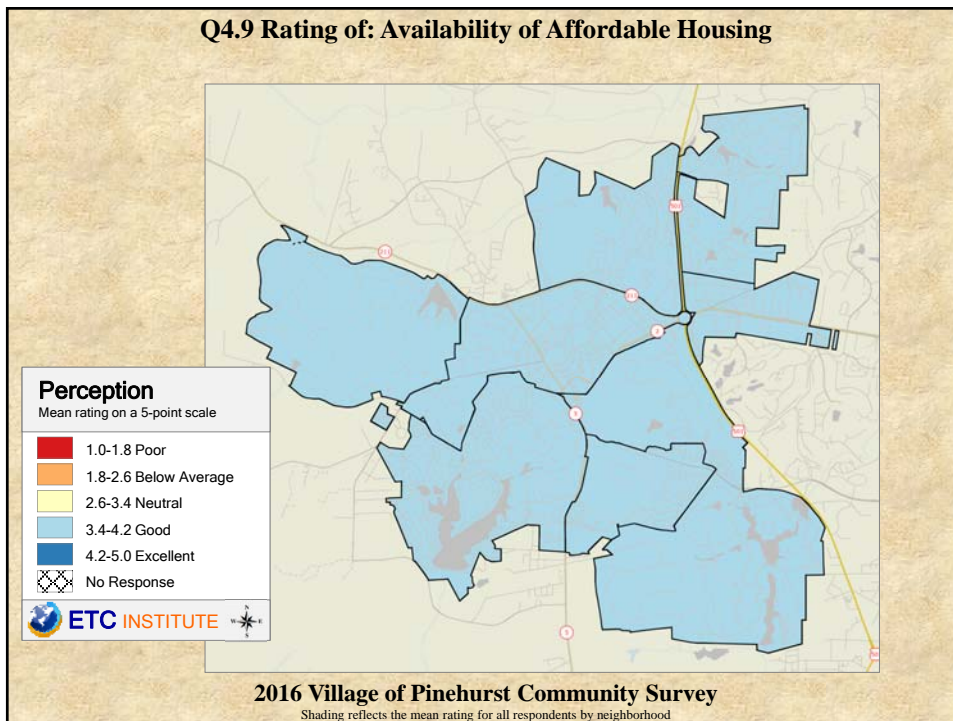
Q4.7 Rating: As a Place to Retire



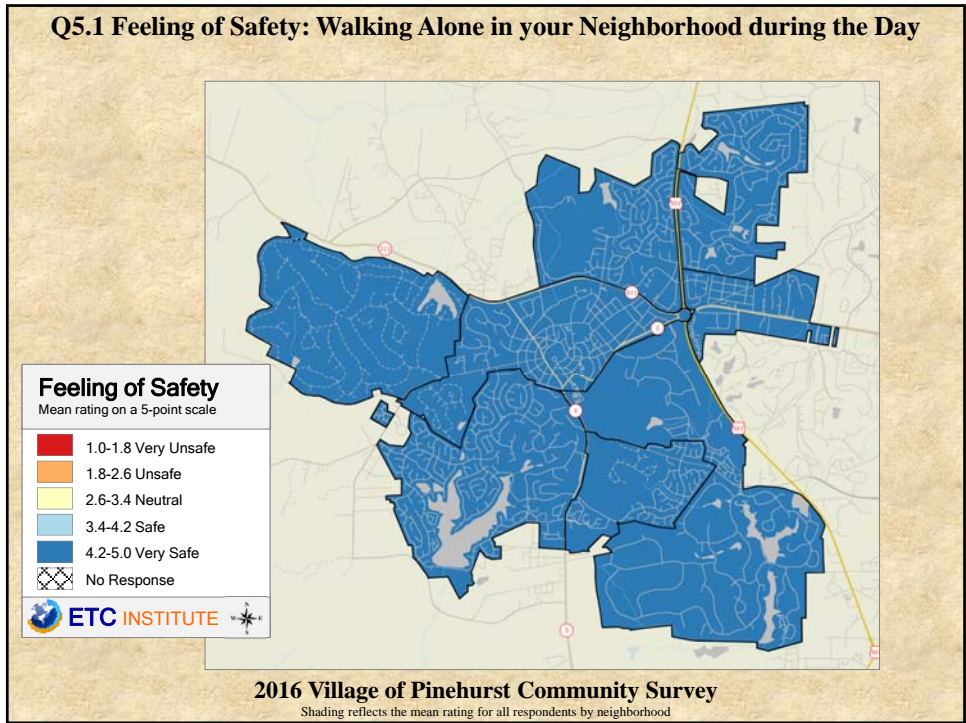
Q4.8 Rating of: Overall Appearance of the Village



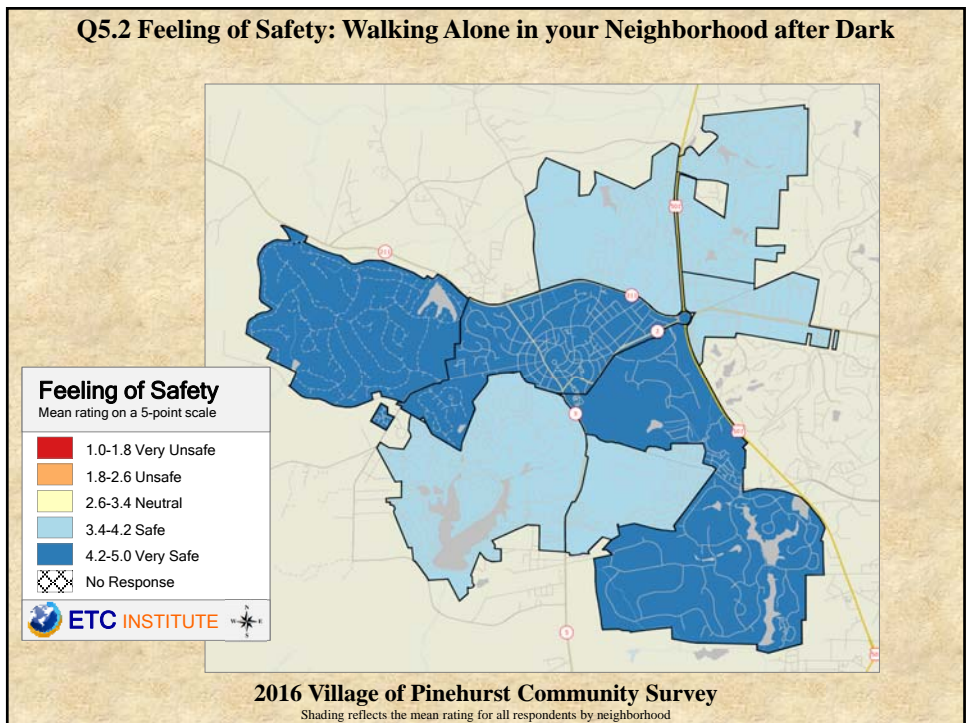
Q4.9 Rating of: Availability of Affordable Housing



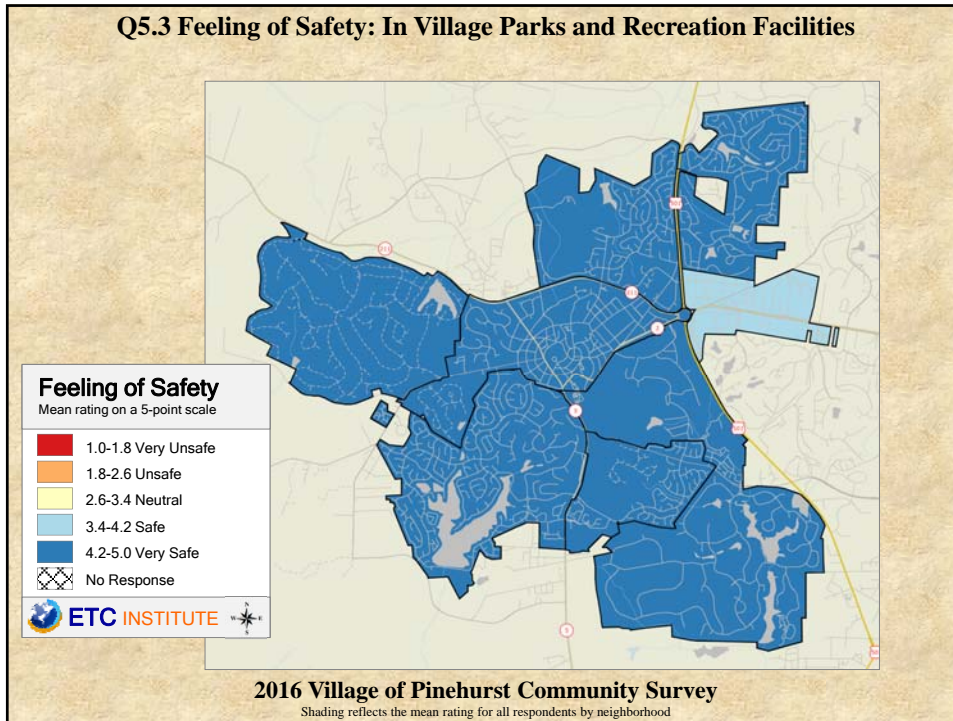
Q5.1 Feeling of Safety: Walking Alone in your Neighborhood during the Day



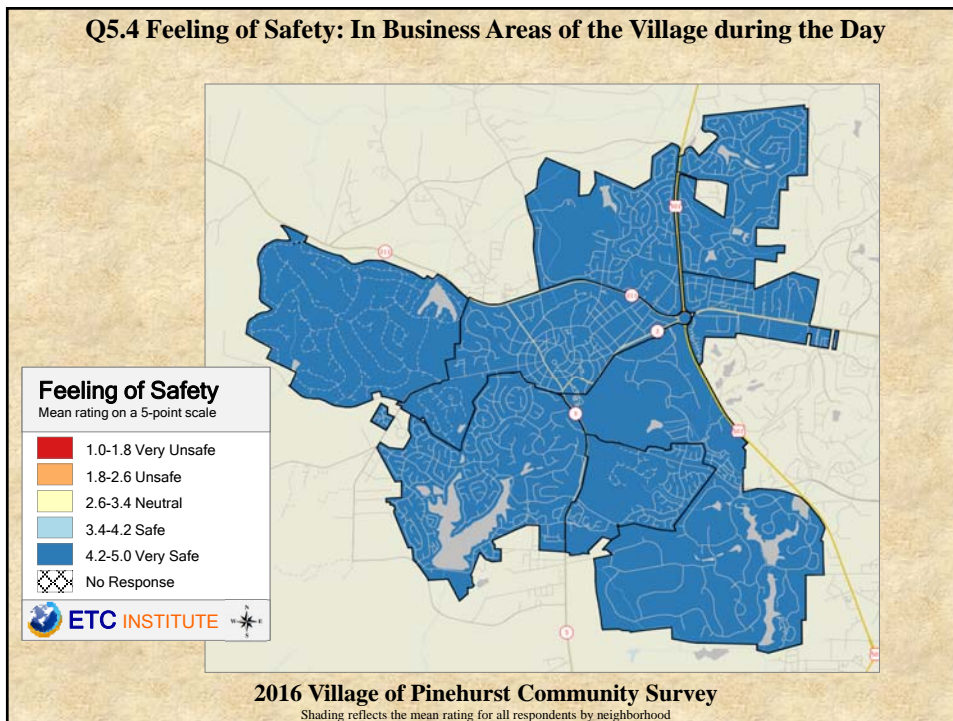
Q5.2 Feeling of Safety: Walking Alone in your Neighborhood after Dark



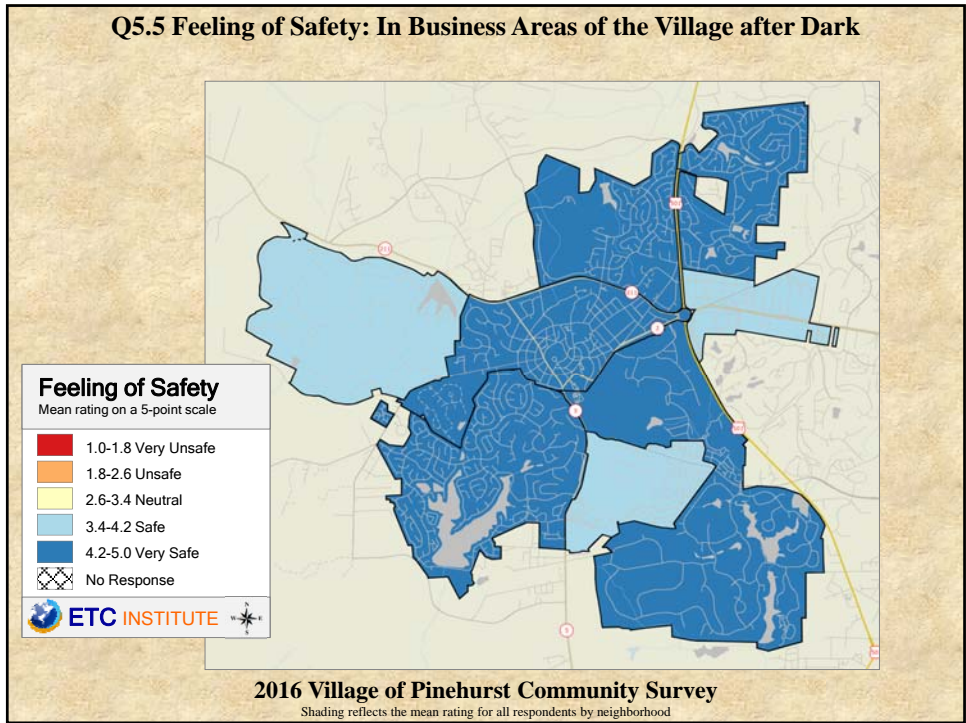
Q5.3 Feeling of Safety: In Village Parks and Recreation Facilities



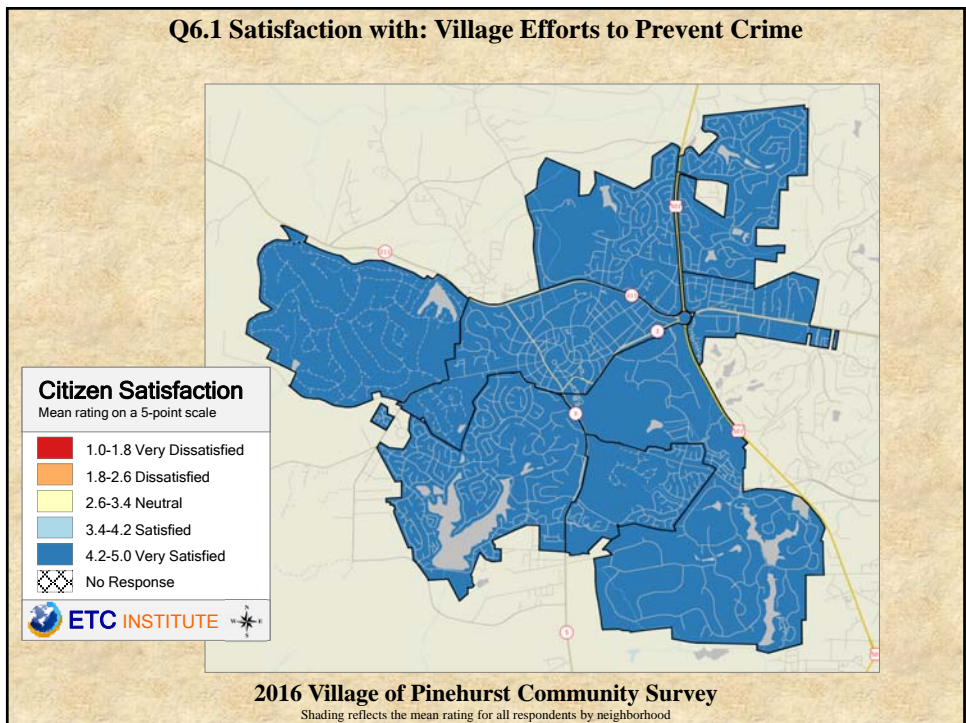
Q5.4 Feeling of Safety: In Business Areas of the Village during the Day



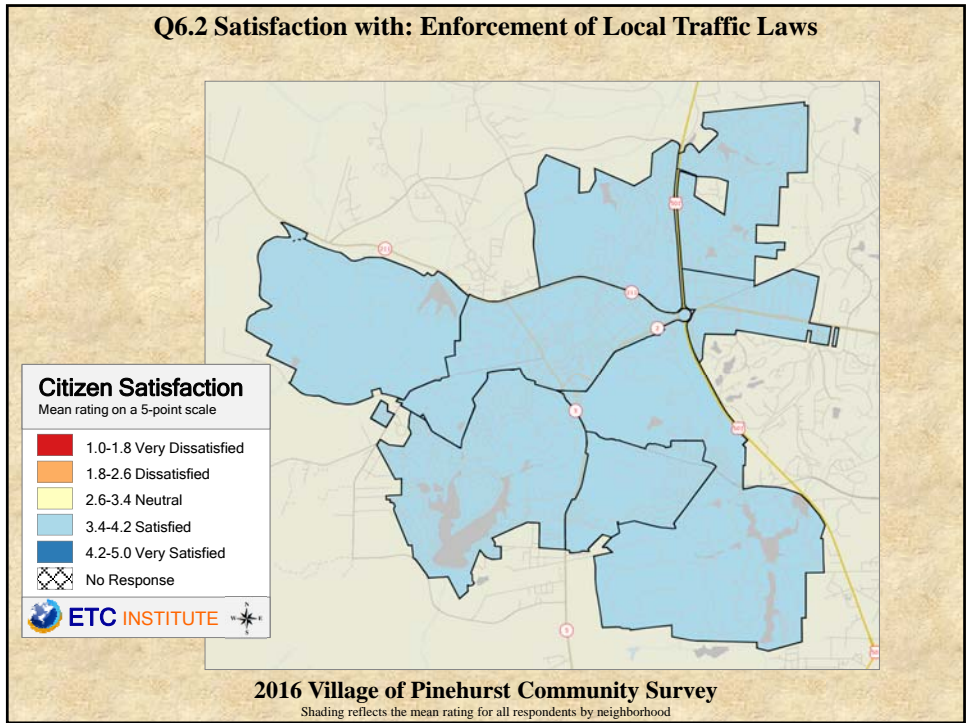
Q5.5 Feeling of Safety: In Business Areas of the Village after Dark



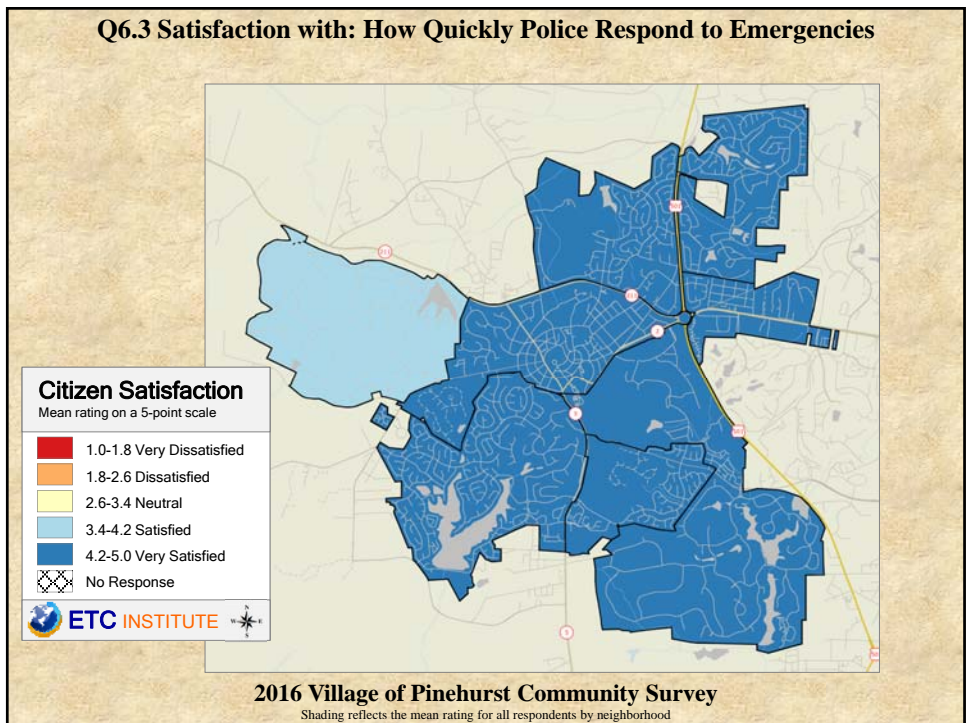
Q6.1 Satisfaction with: Village Efforts to Prevent Crime



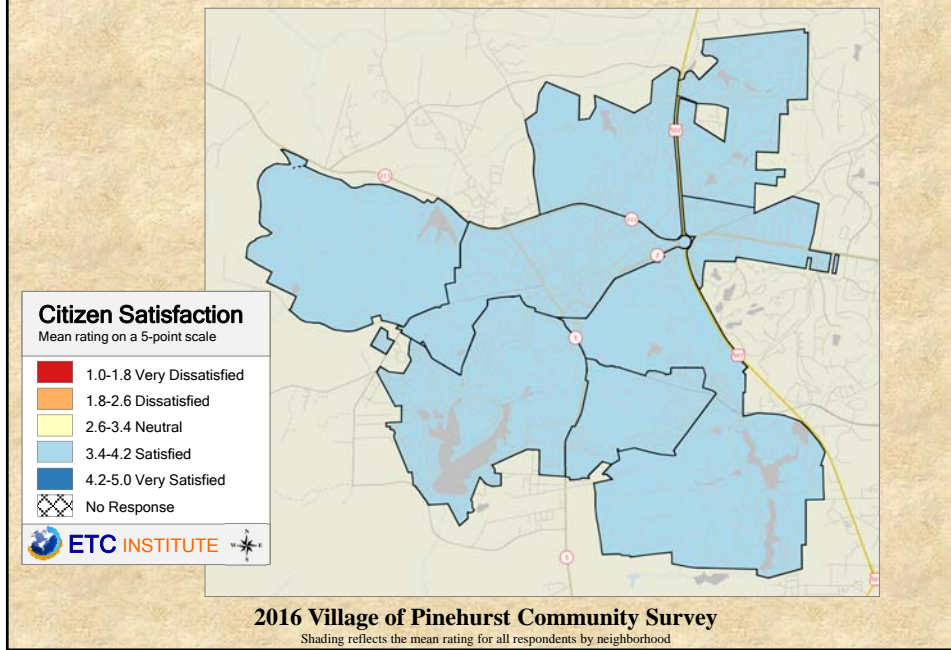
Q6.2 Satisfaction with: Enforcement of Local Traffic Laws



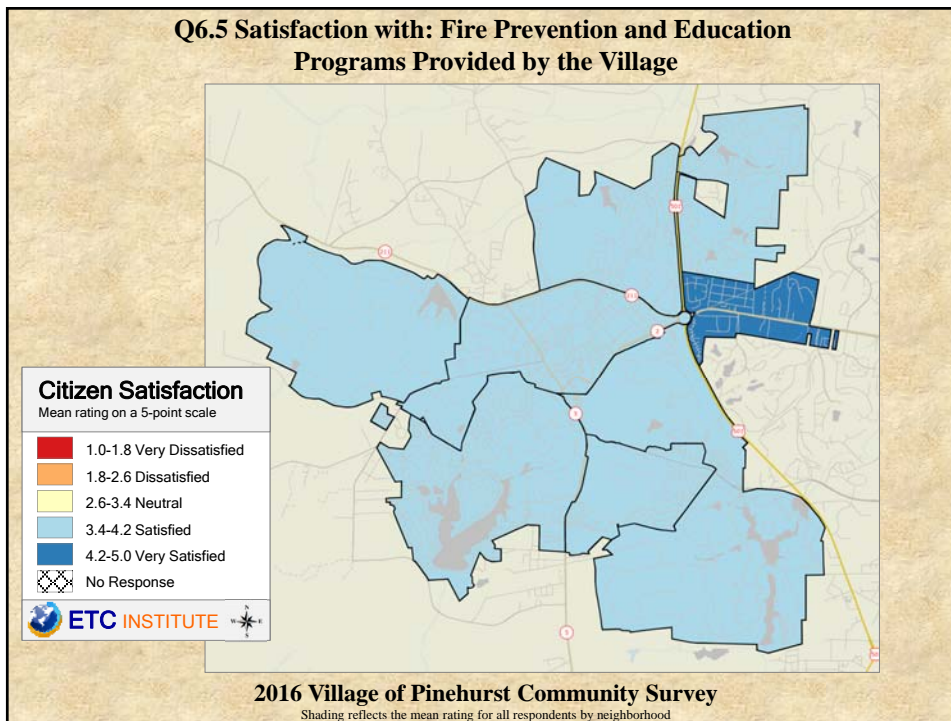
Q6.3 Satisfaction with: How Quickly Police Respond to Emergencies



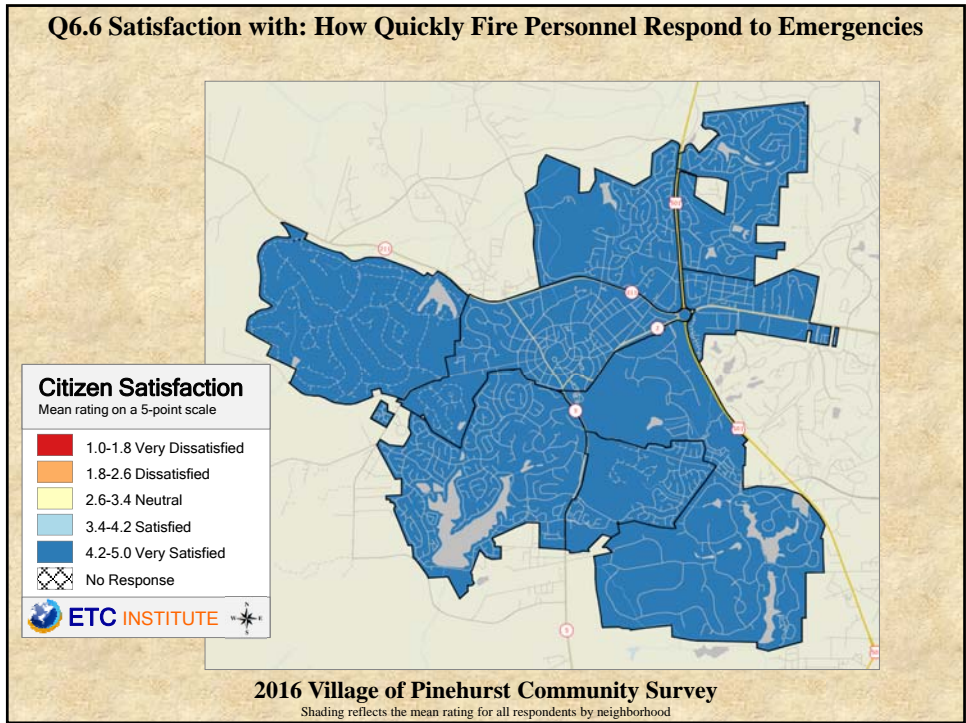
Q6.4 Satisfaction with: Frequency that Police Officers Patrol your Neighborhood



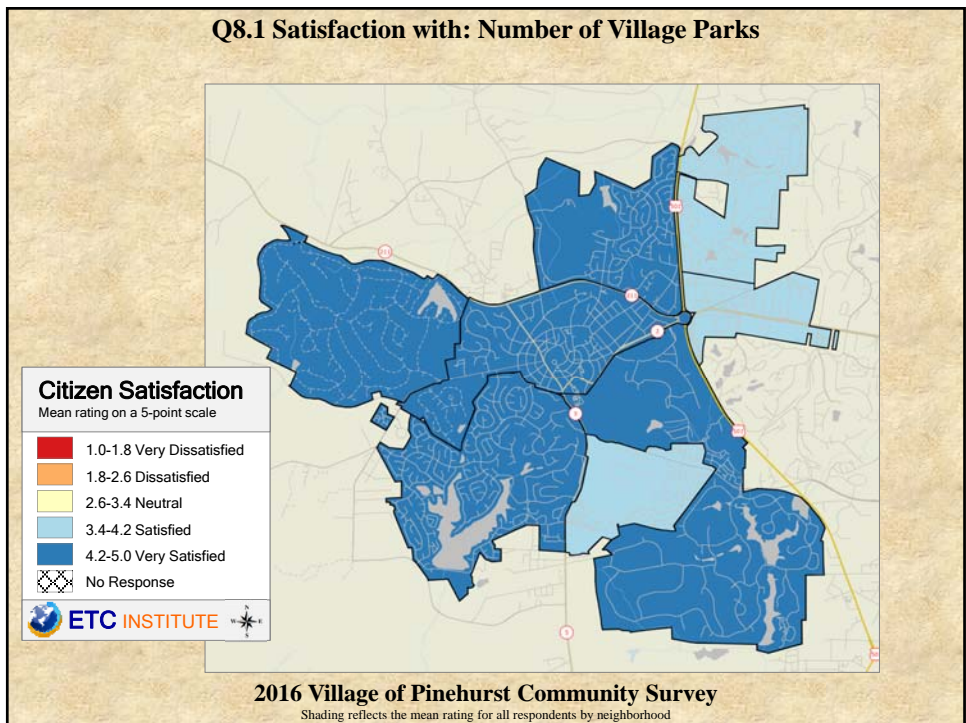
Q6.5 Satisfaction with: Fire Prevention and Education Programs Provided by the Village



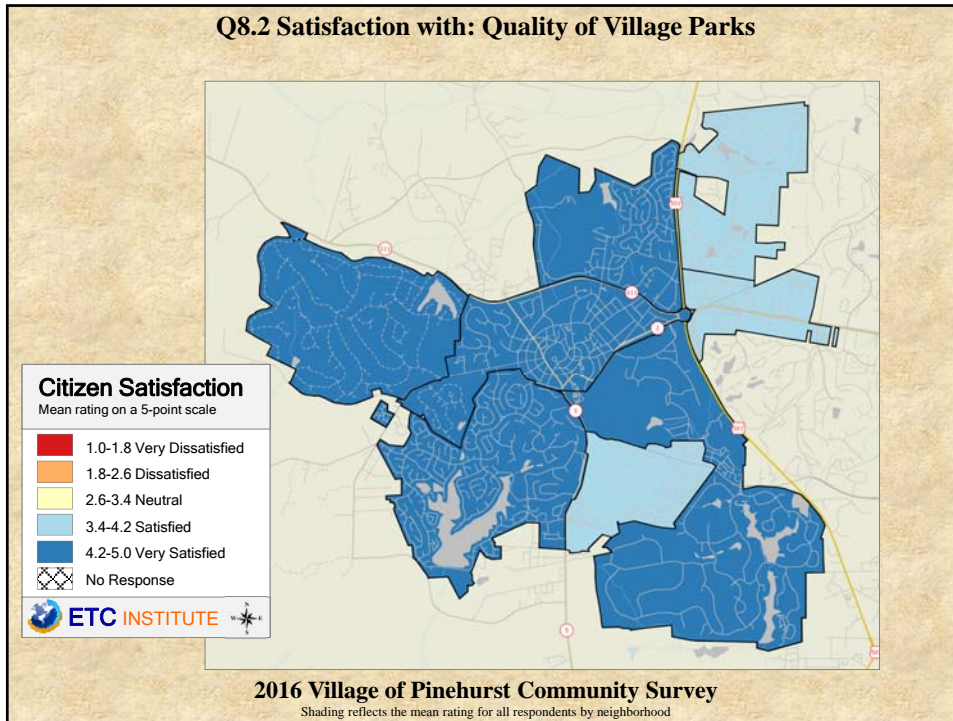
Q6.6 Satisfaction with: How Quickly Fire Personnel Respond to Emergencies



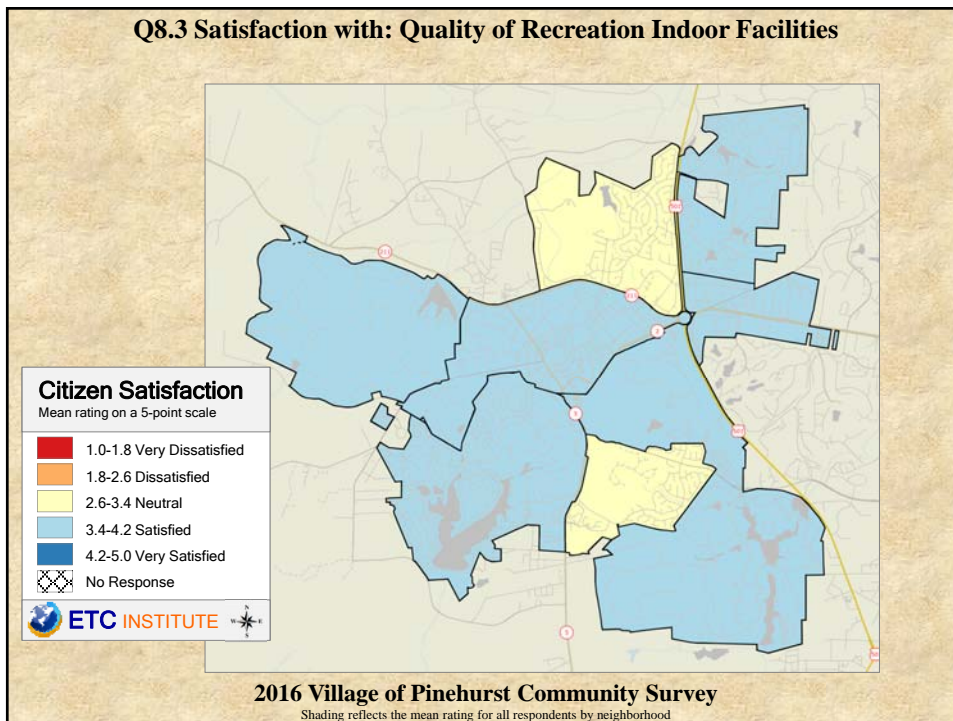
Q8.1 Satisfaction with: Number of Village Parks



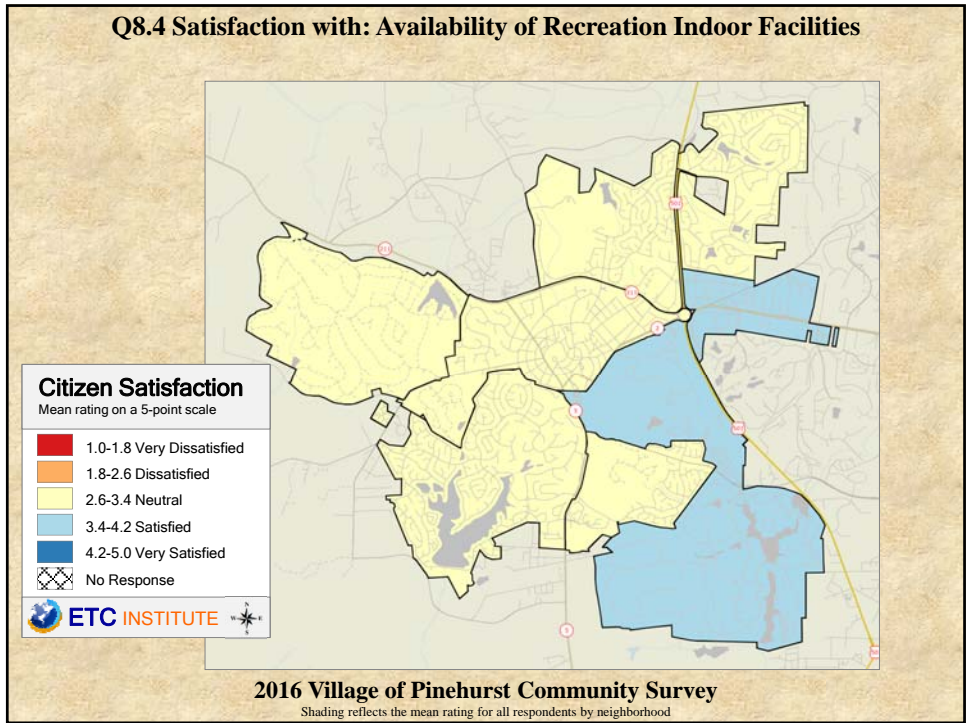
Q8.2 Satisfaction with: Quality of Village Parks



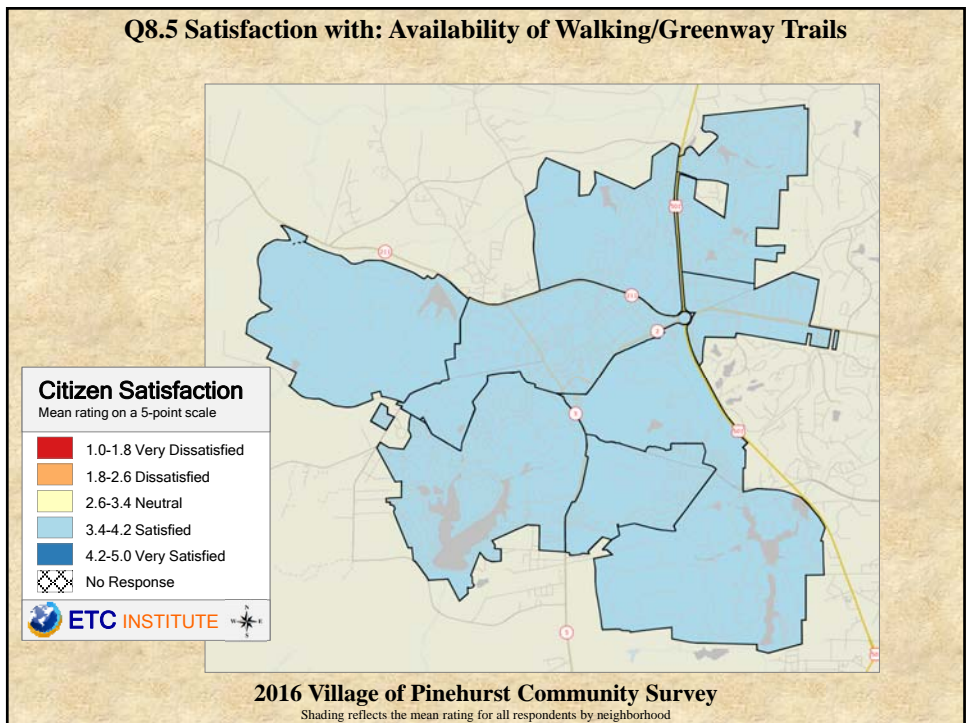
Q8.3 Satisfaction with: Quality of Recreation Indoor Facilities



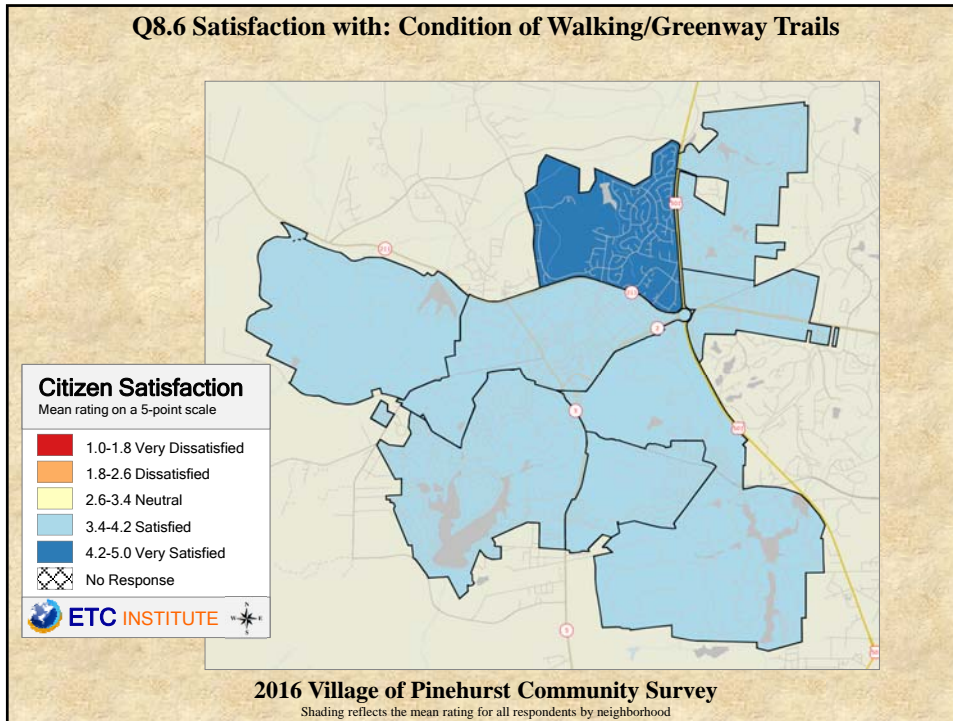
Q8.4 Satisfaction with: Availability of Recreation Indoor Facilities



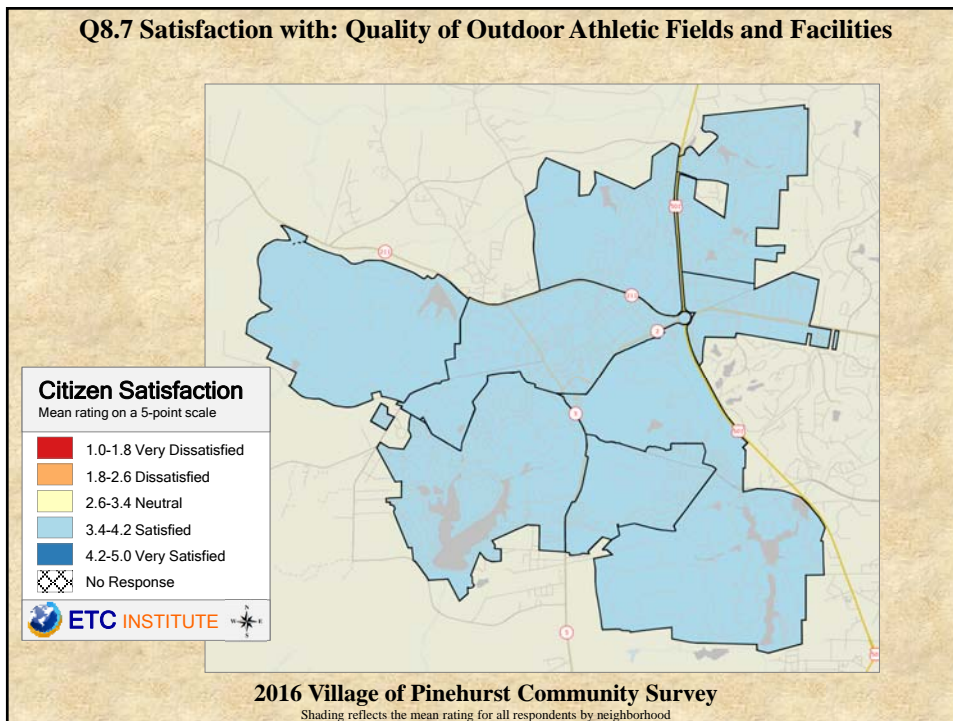
Q8.5 Satisfaction with: Availability of Walking/Greenway Trails



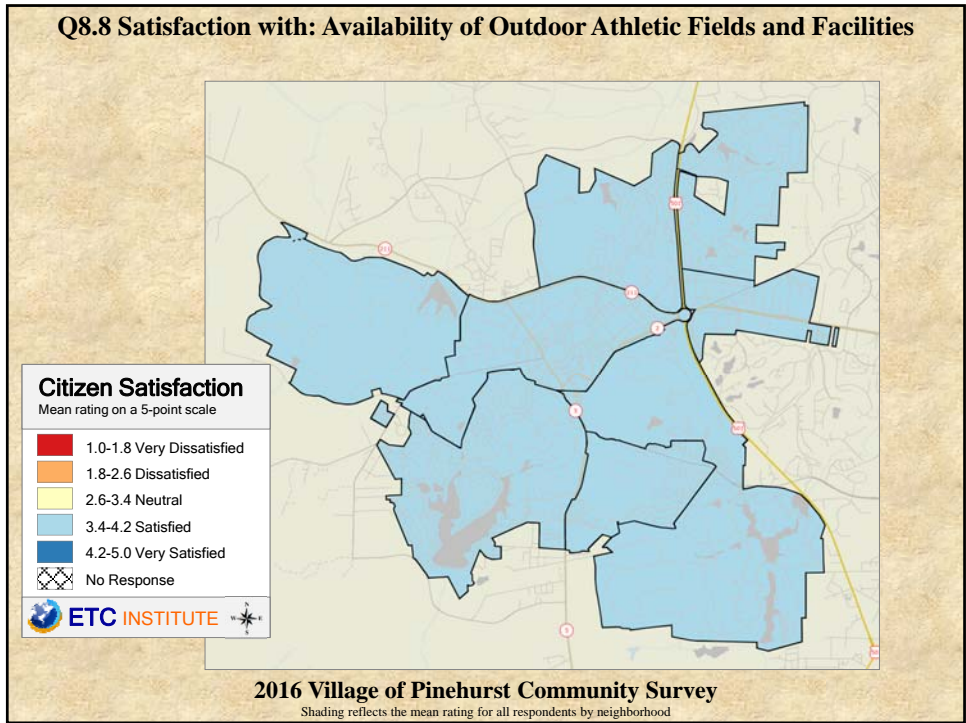
Q8.6 Satisfaction with: Condition of Walking/Greenway Trails



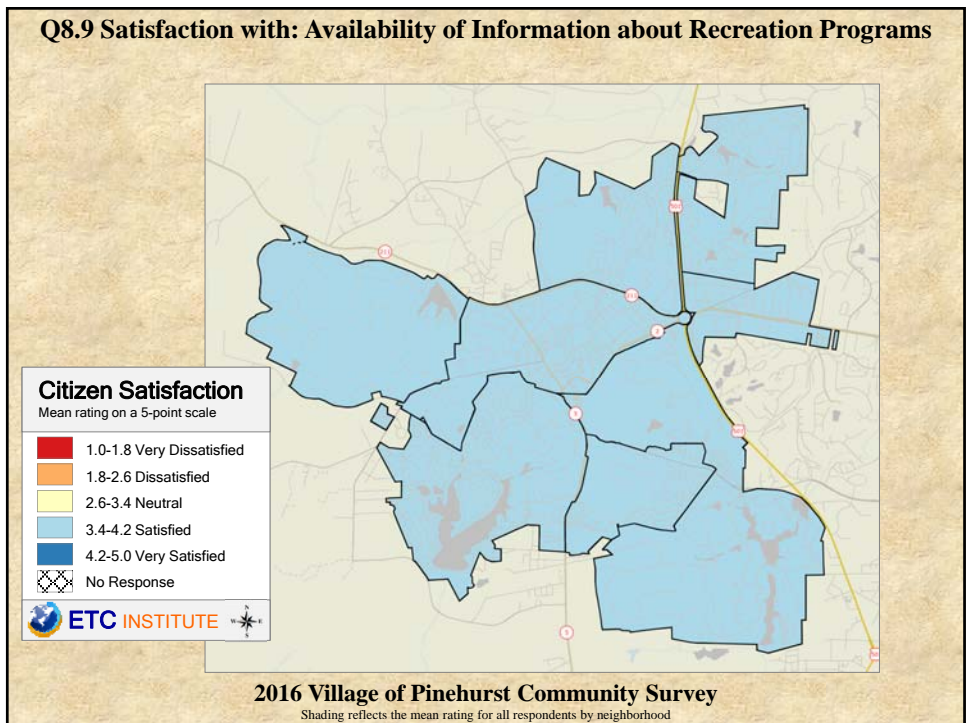
Q8.7 Satisfaction with: Quality of Outdoor Athletic Fields and Facilities



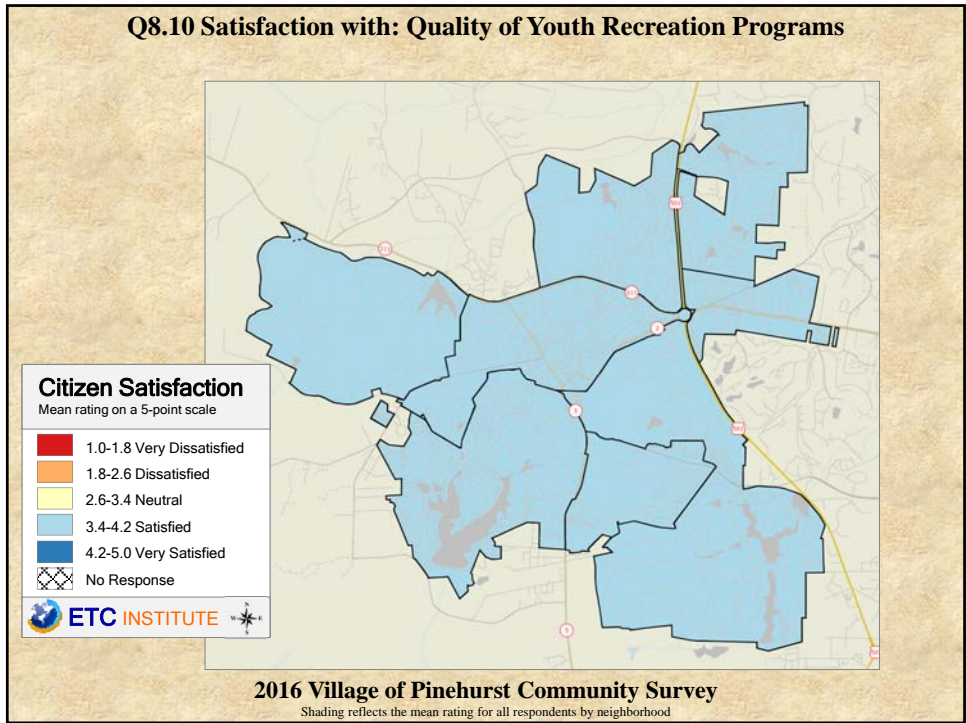
Q8.8 Satisfaction with: Availability of Outdoor Athletic Fields and Facilities



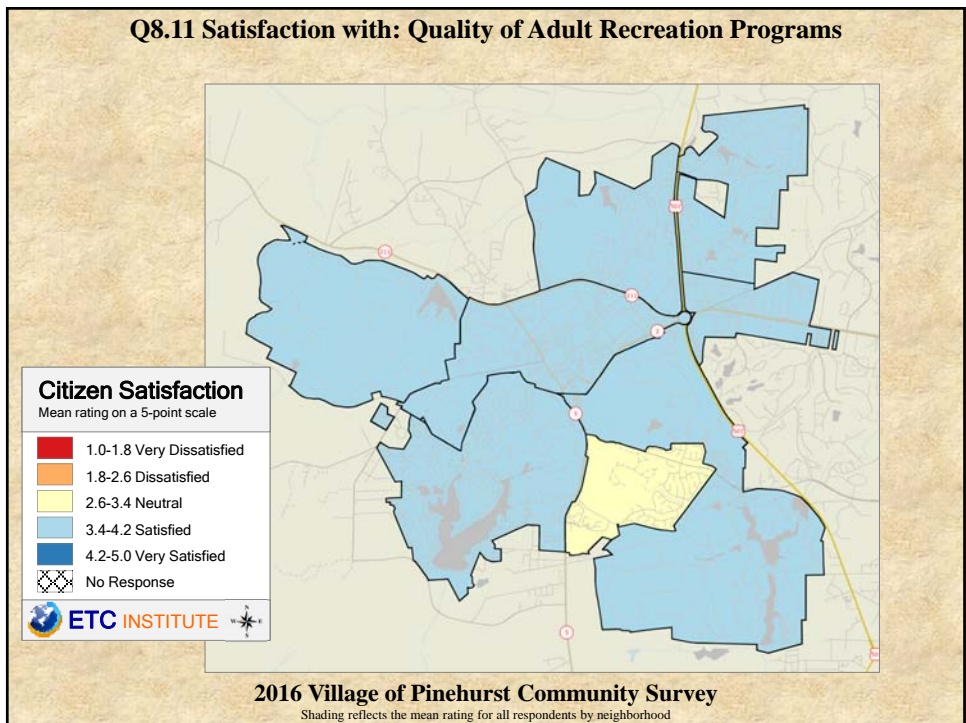
Q8.9 Satisfaction with: Availability of Information about Recreation Programs



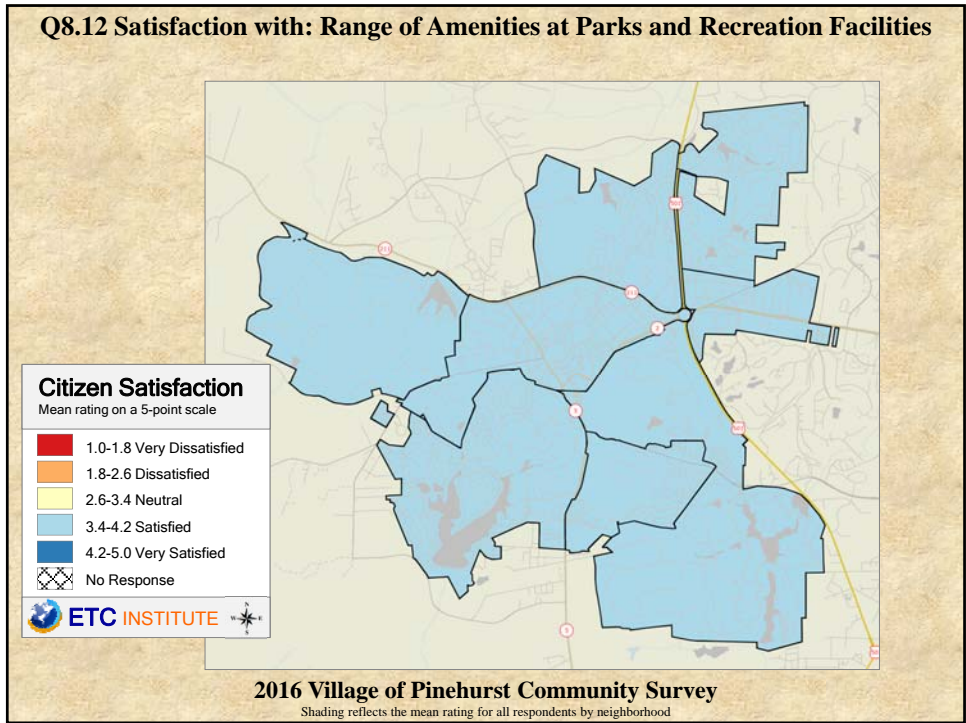
Q8.10 Satisfaction with: Quality of Youth Recreation Programs



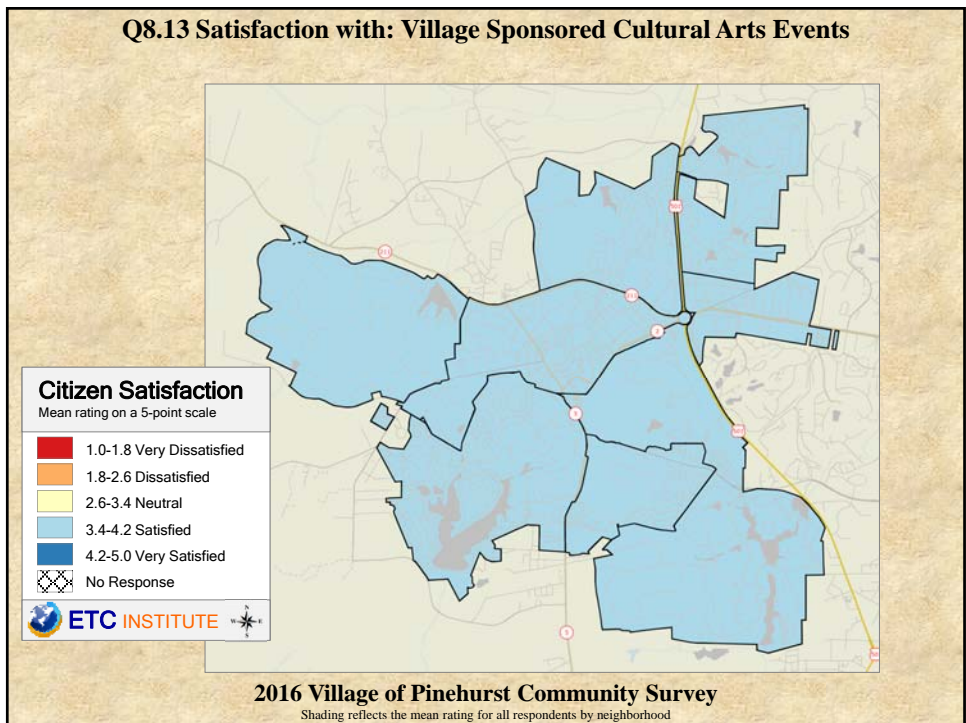
Q8.11 Satisfaction with: Quality of Adult Recreation Programs



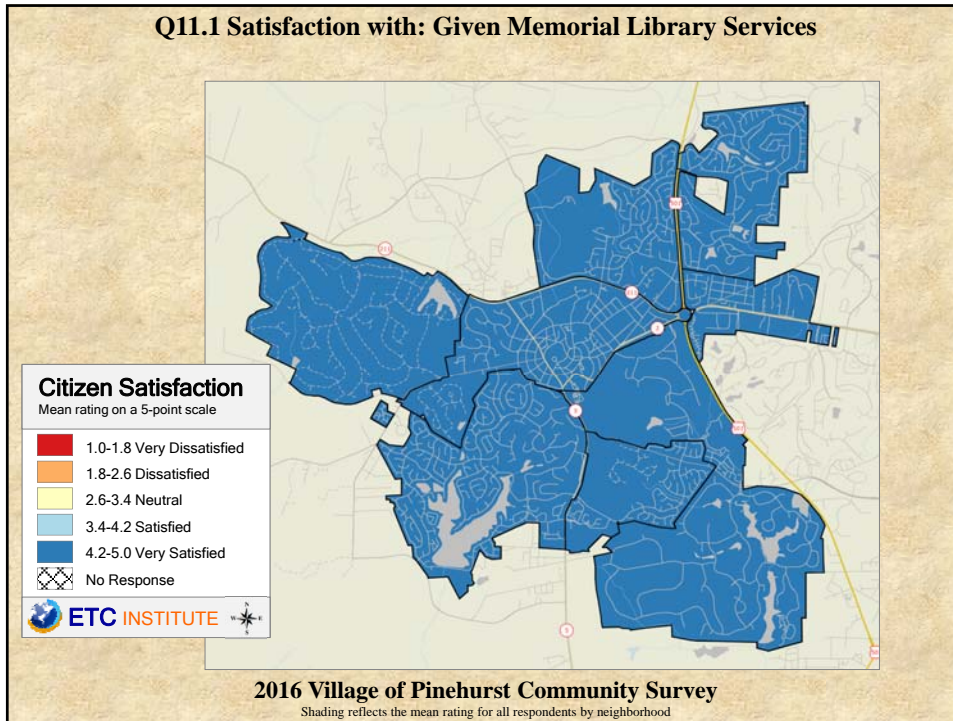
Q8.12 Satisfaction with: Range of Amenities at Parks and Recreation Facilities



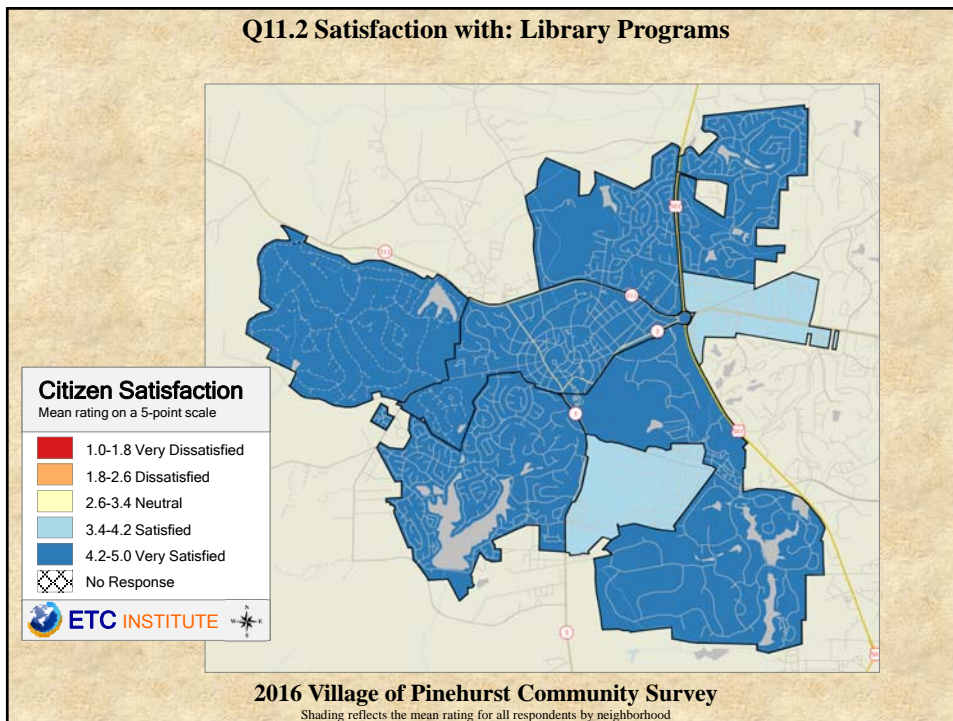
Q8.13 Satisfaction with: Village Sponsored Cultural Arts Events

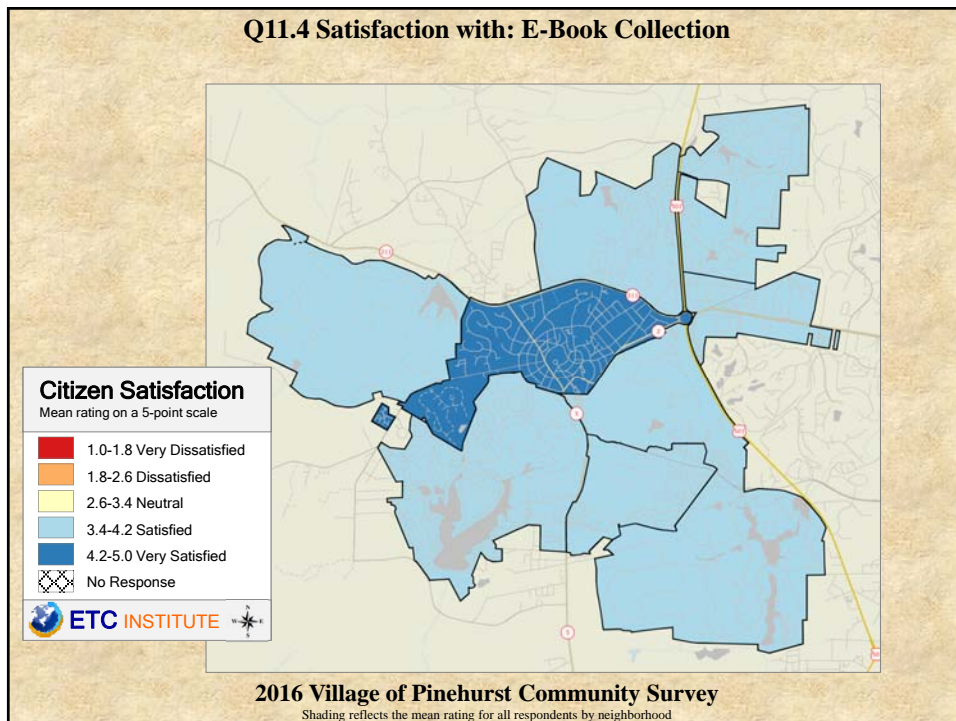
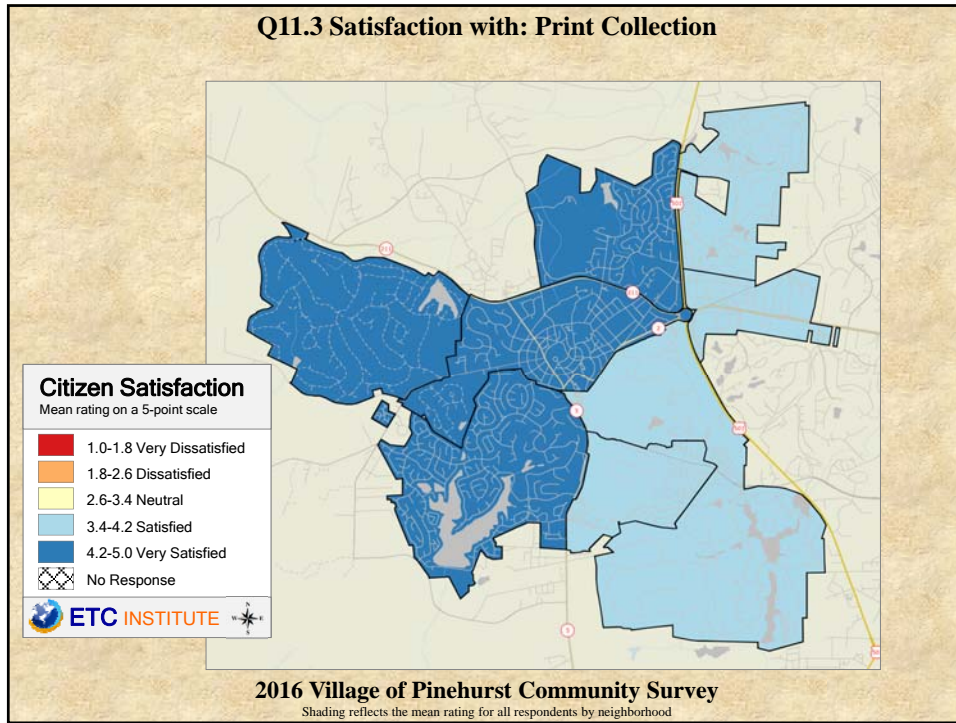


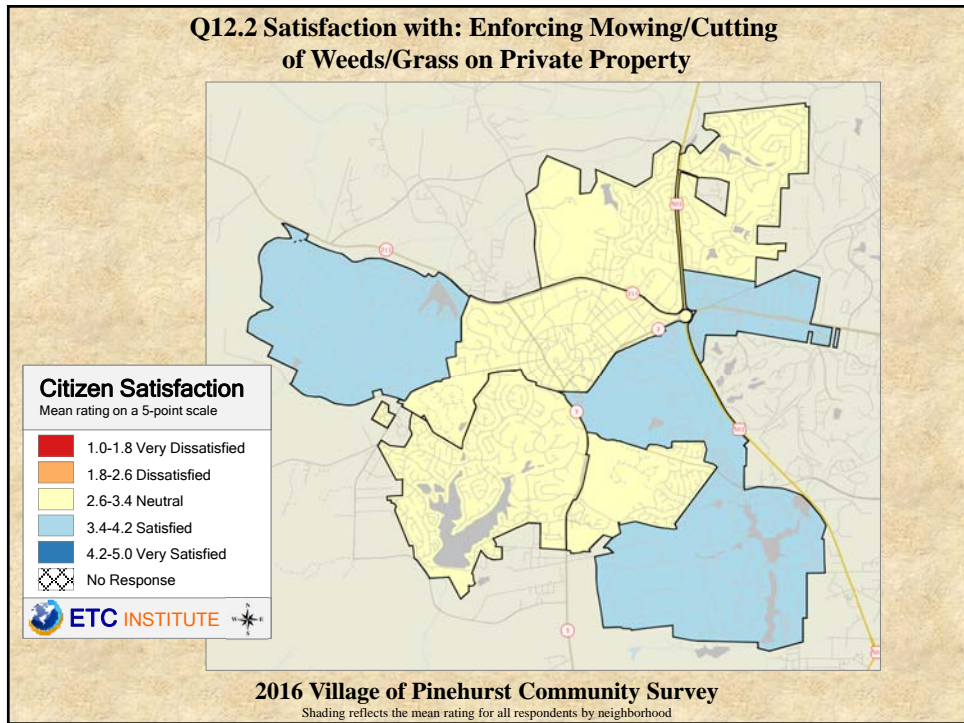
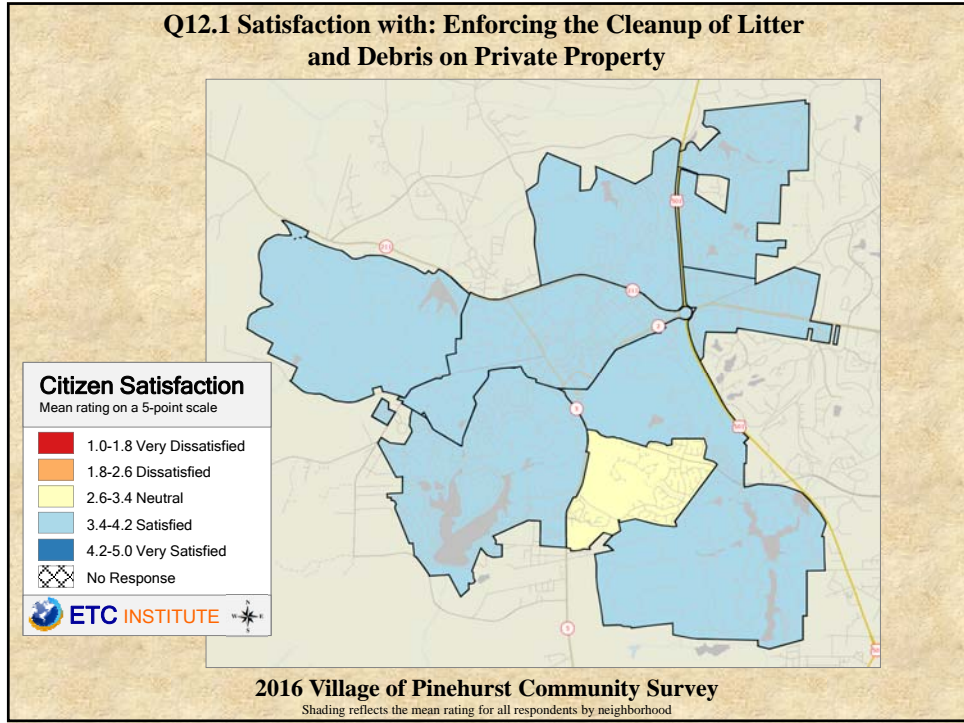
Q11.1 Satisfaction with: Given Memorial Library Services

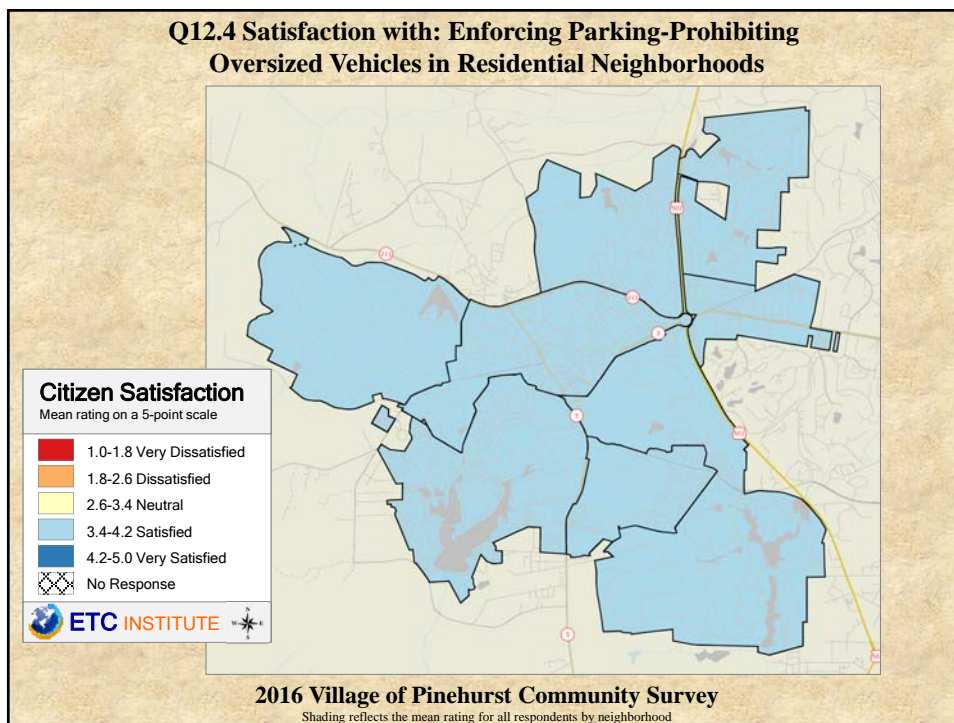
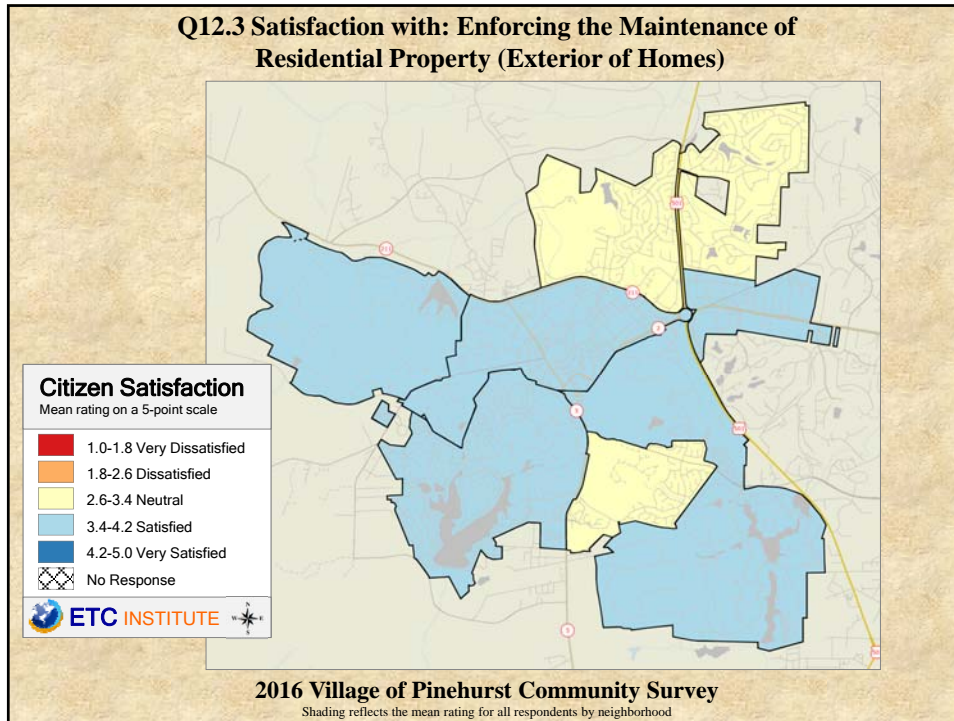


Q11.2 Satisfaction with: Library Programs

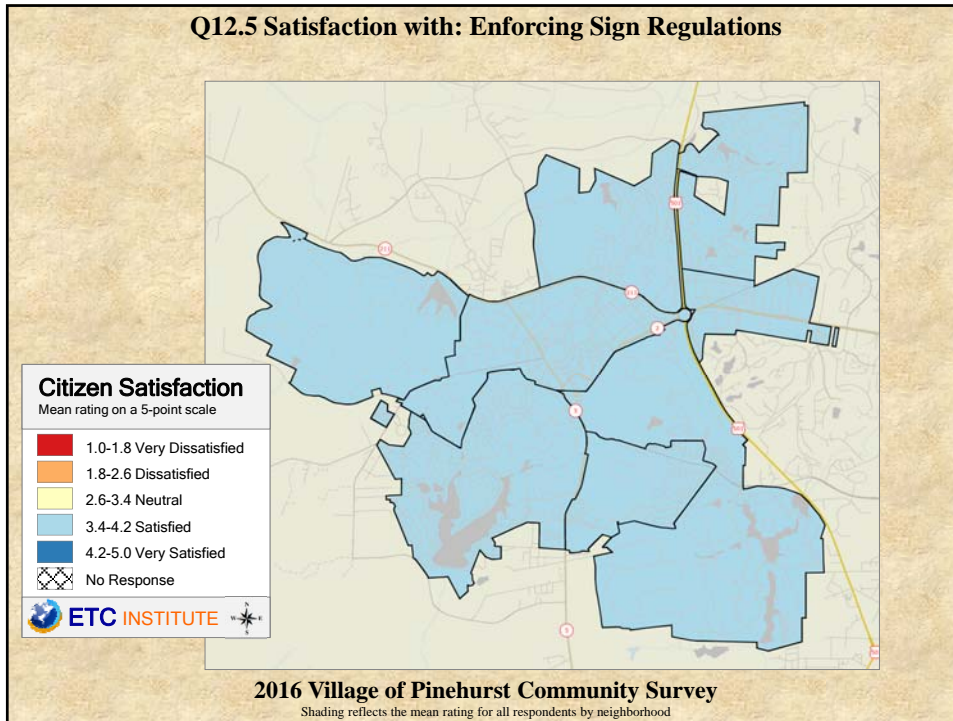




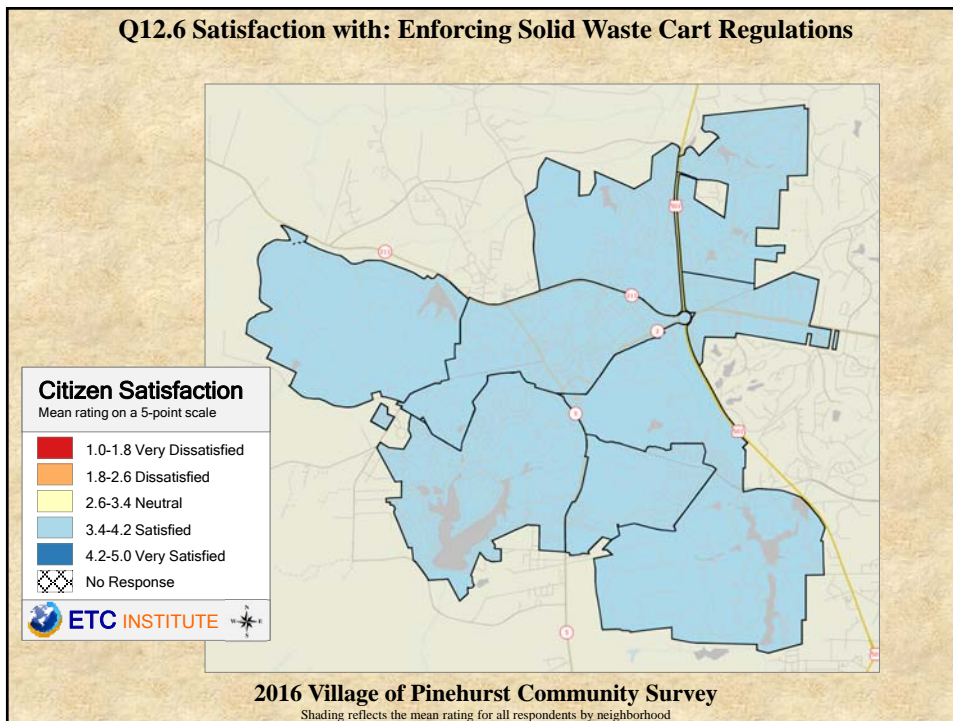


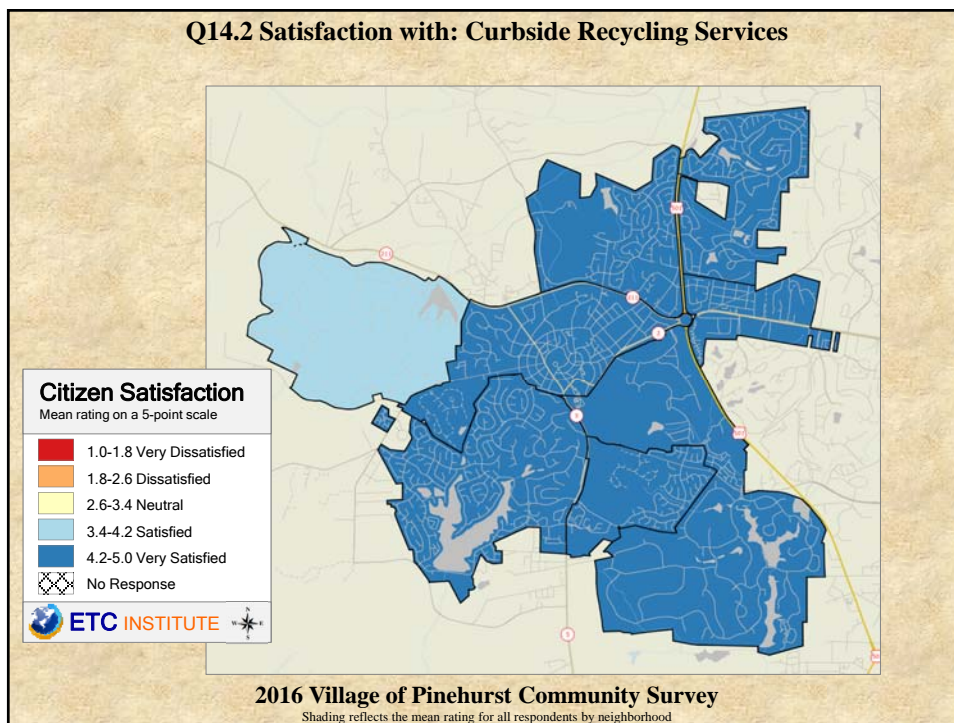
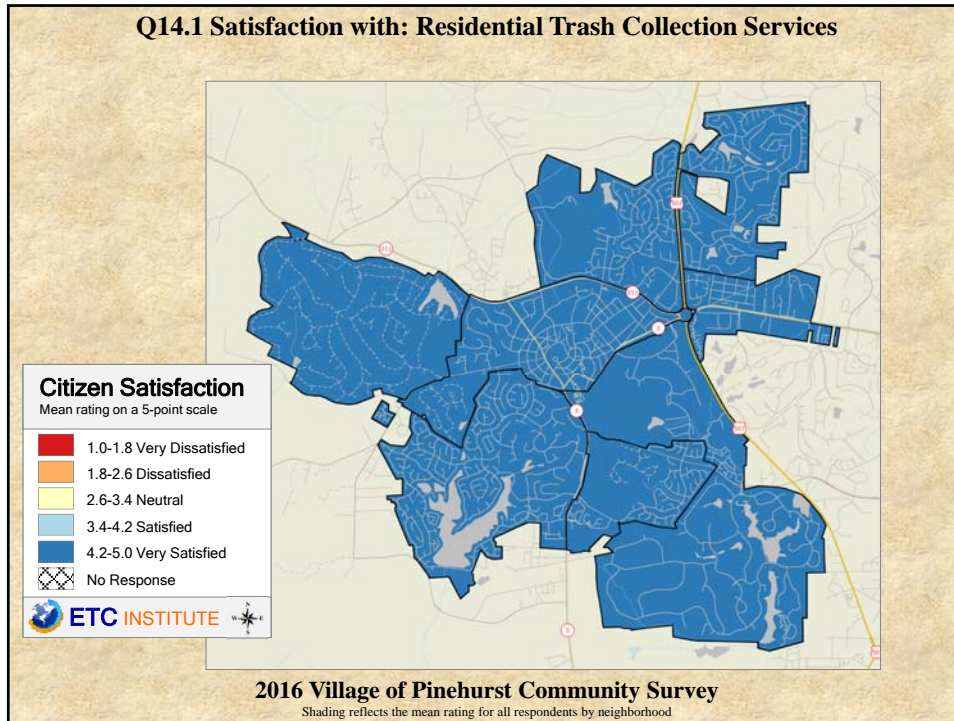


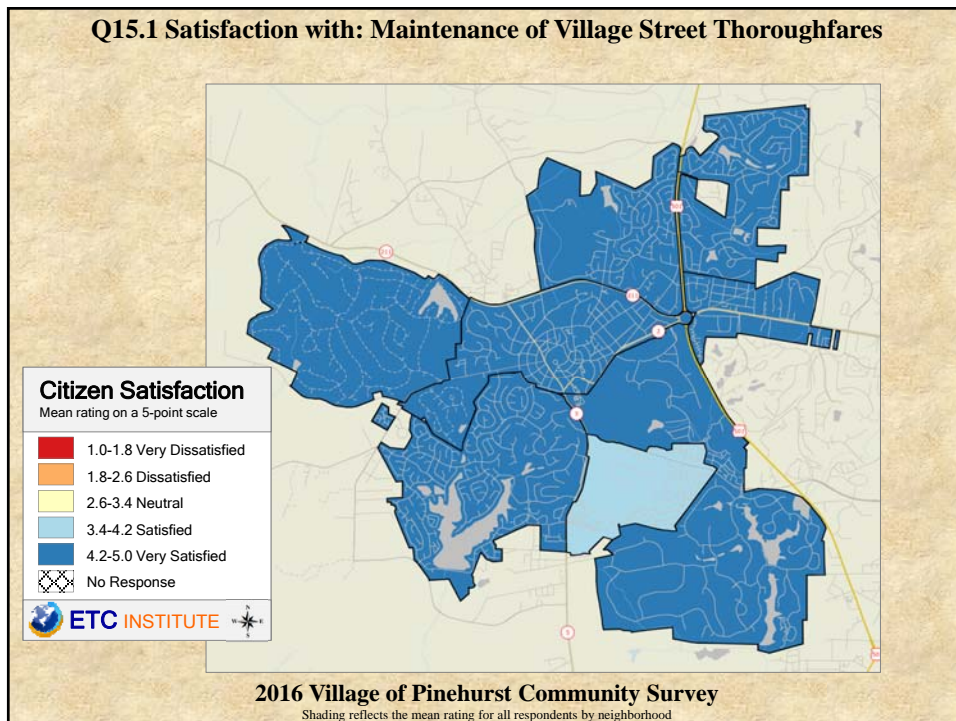
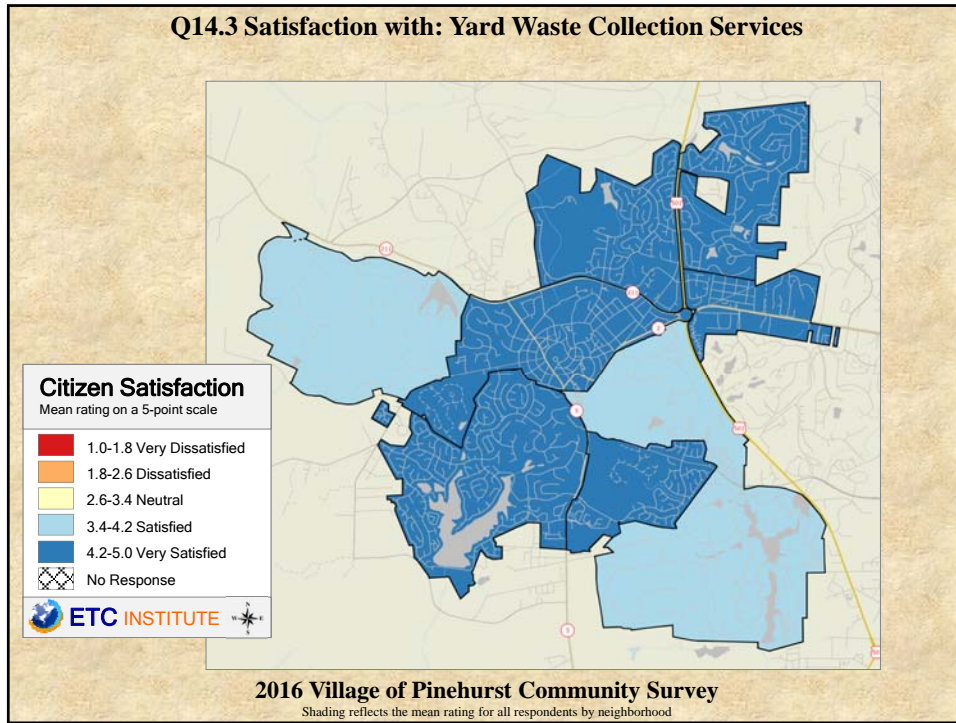
Q12.5 Satisfaction with: Enforcing Sign Regulations

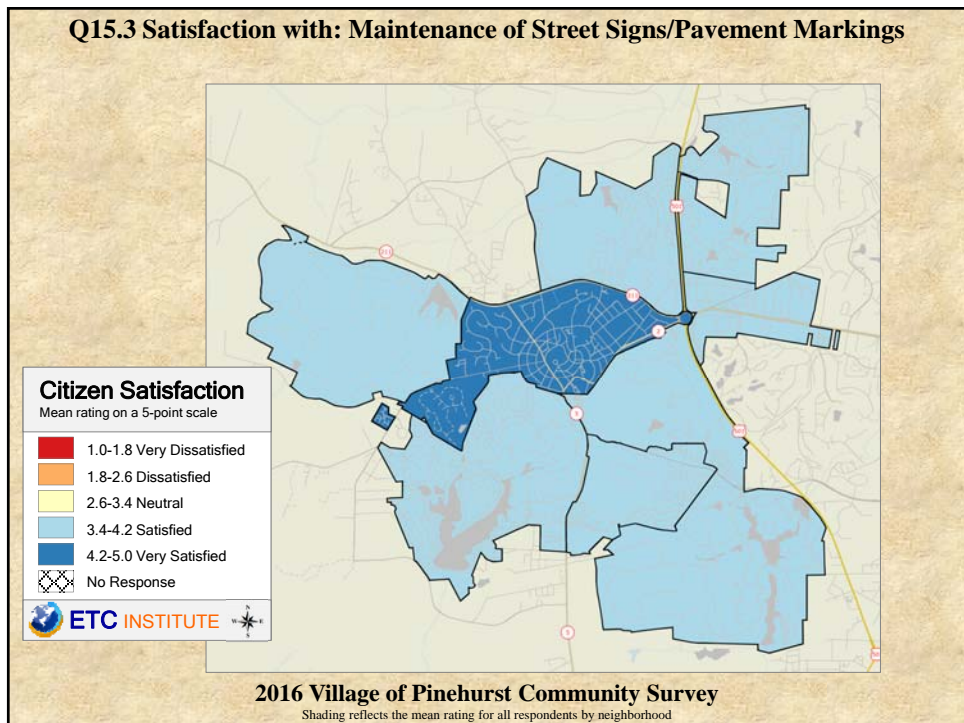
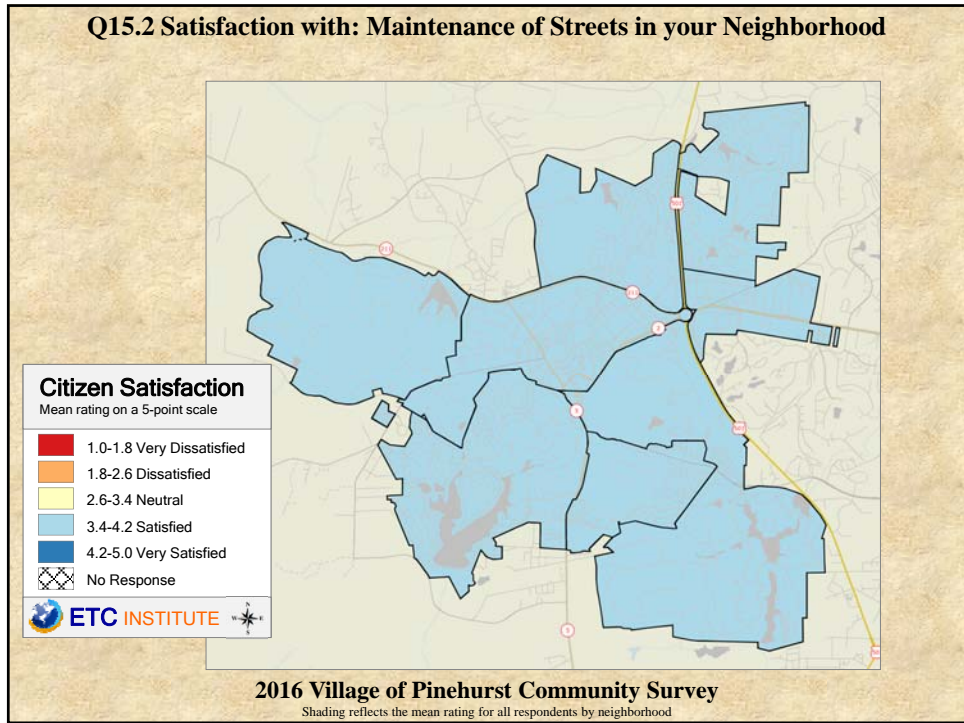


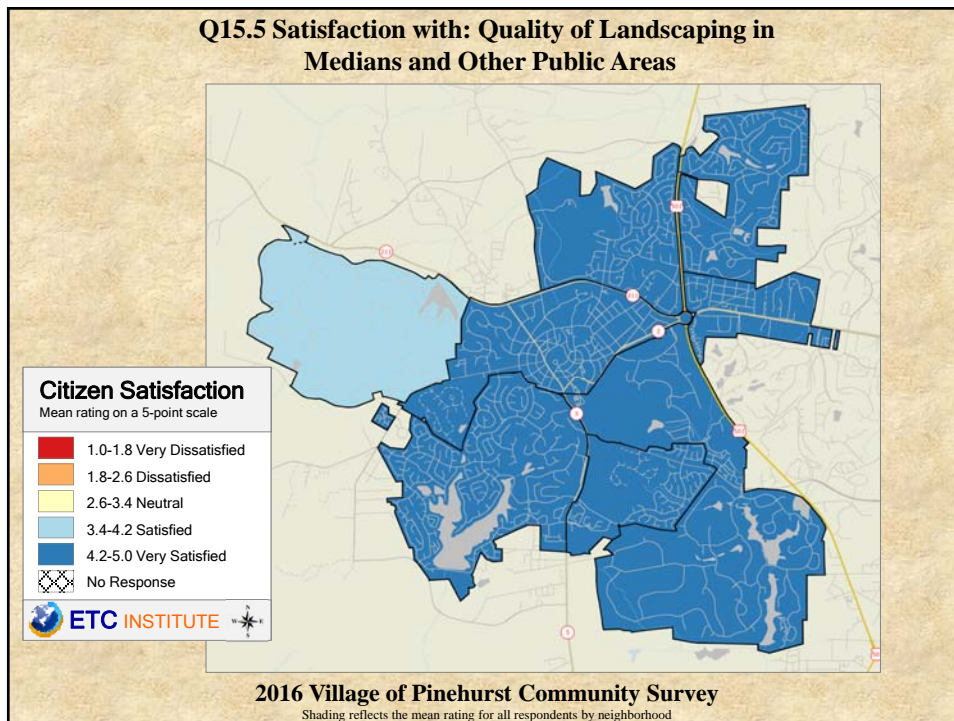
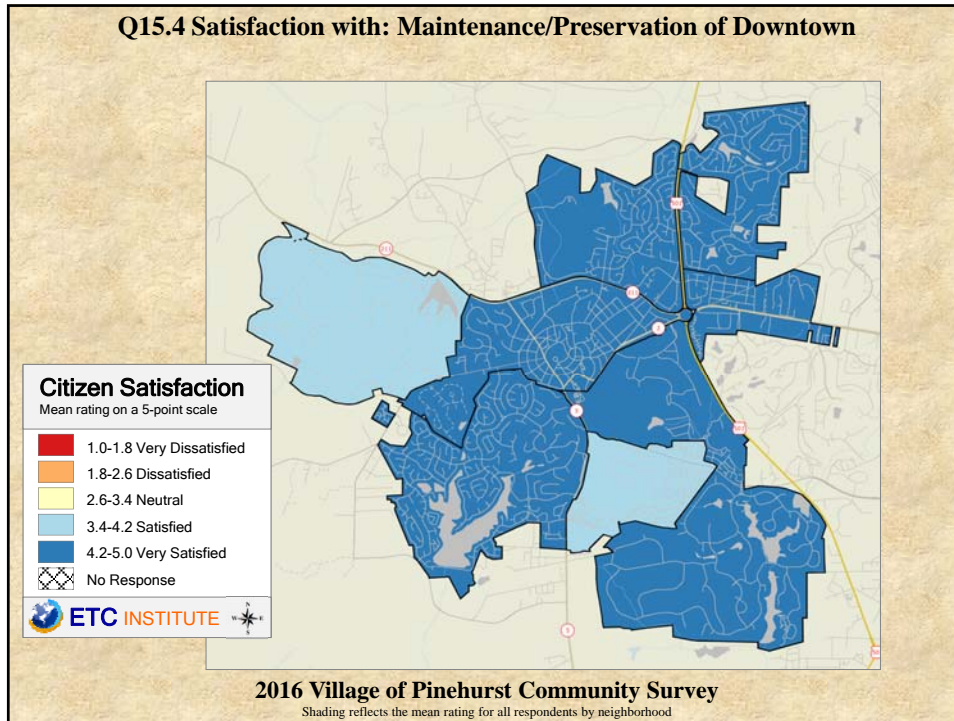
Q12.6 Satisfaction with: Enforcing Solid Waste Cart Regulations



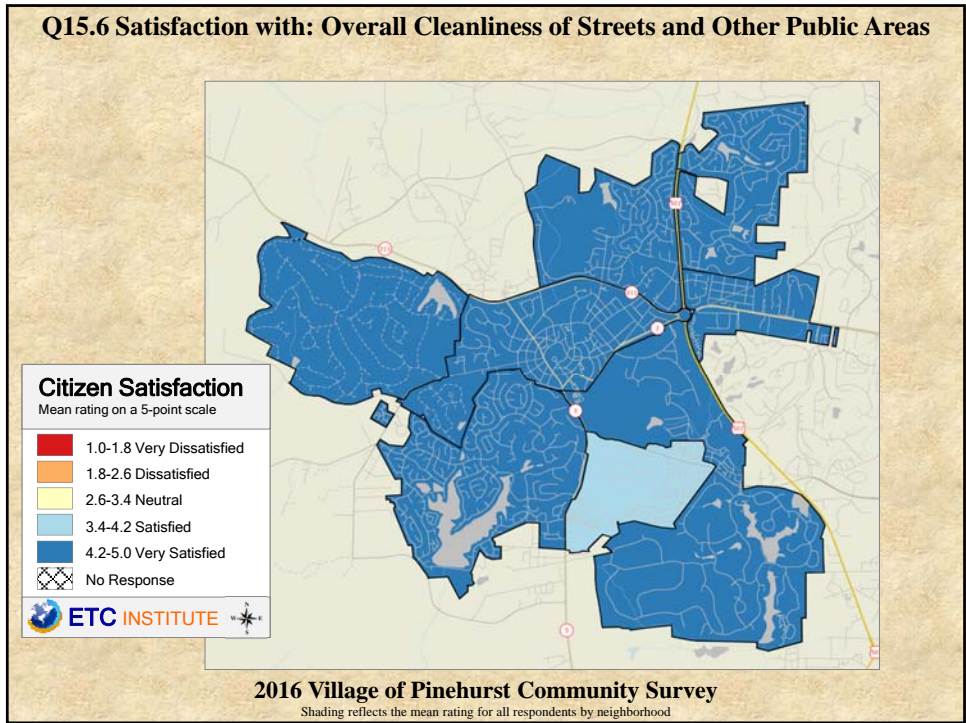




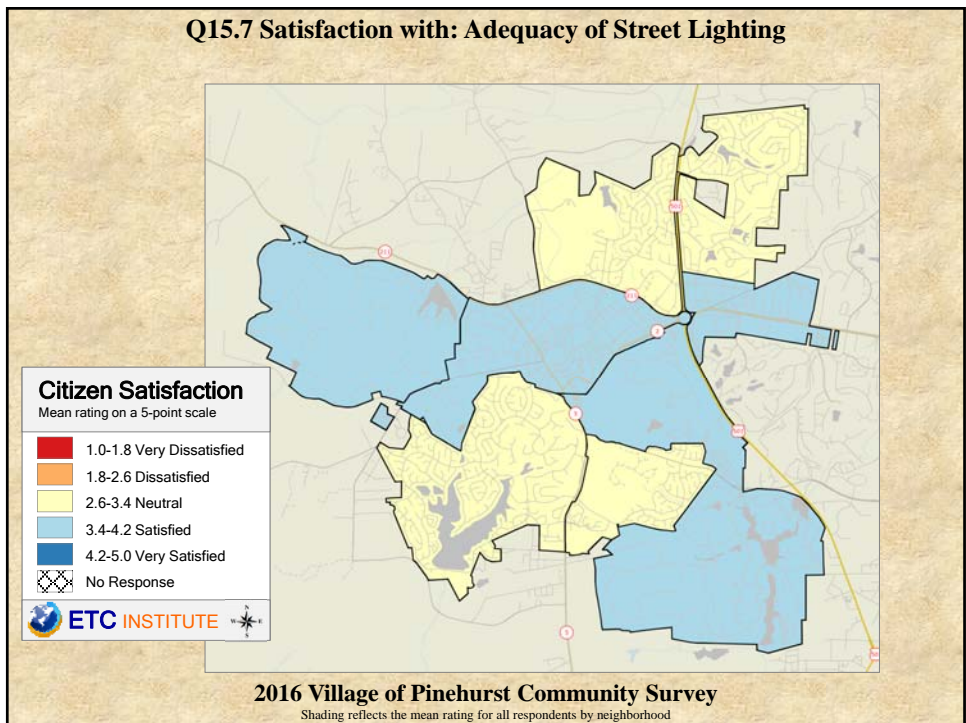


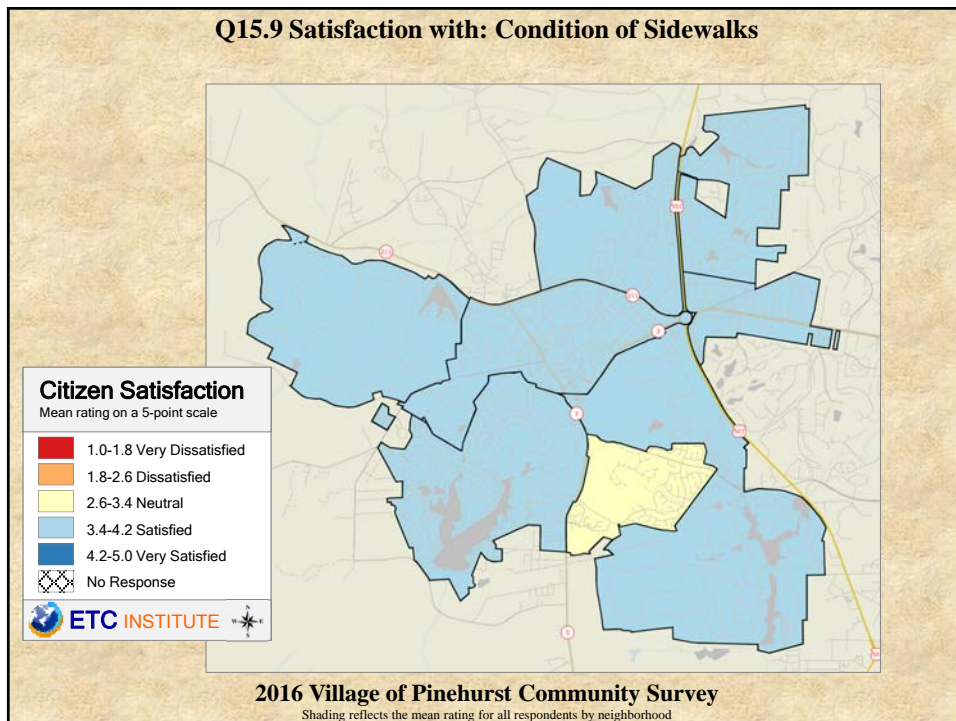
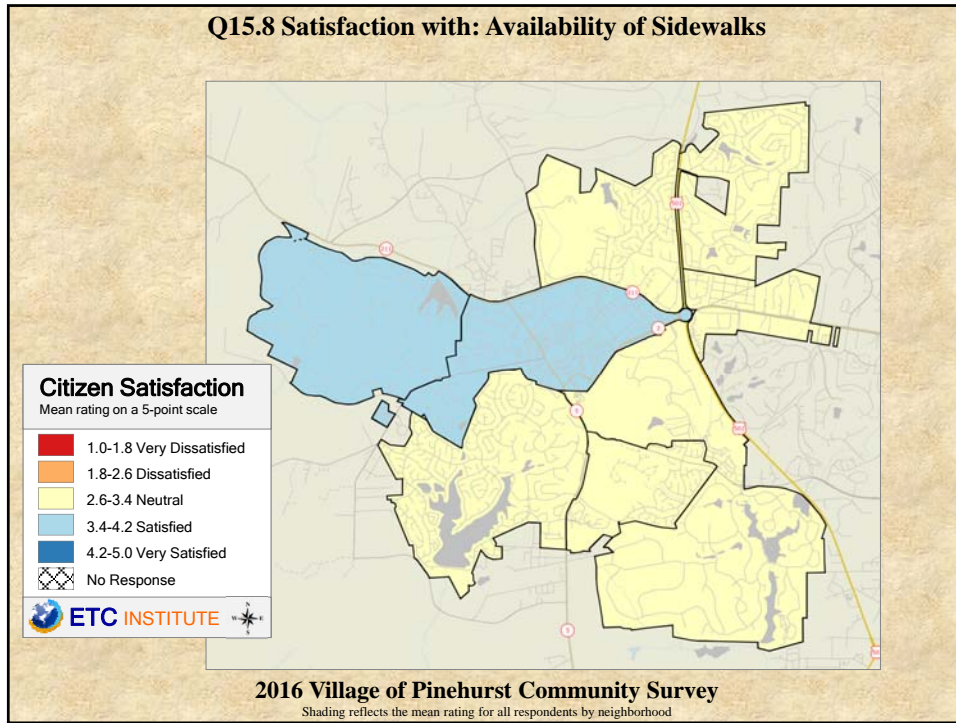


Q15.6 Satisfaction with: Overall Cleanliness of Streets and Other Public Areas

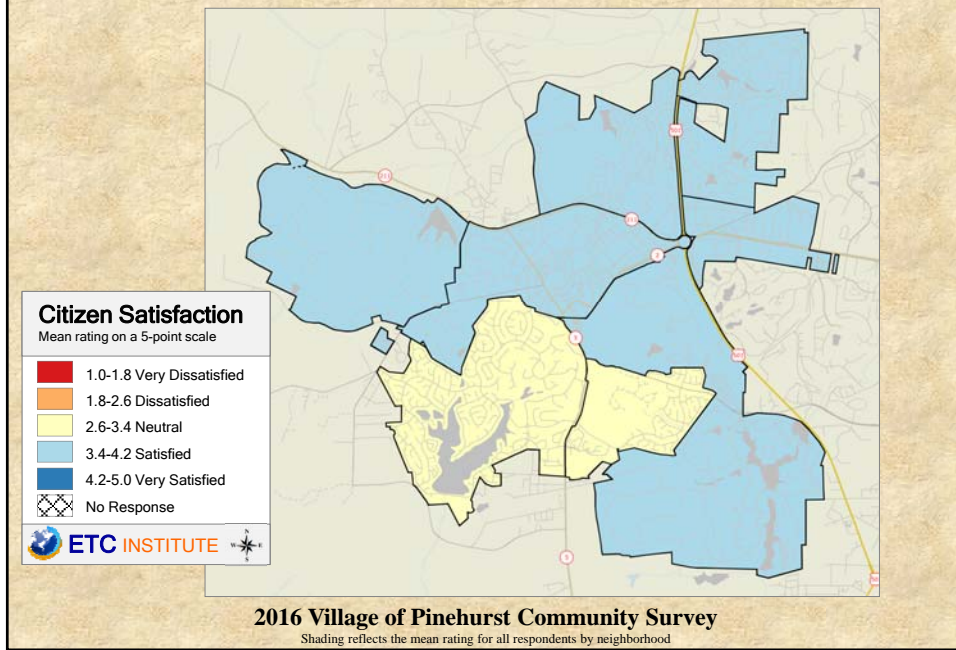


Q15.7 Satisfaction with: Adequacy of Street Lighting

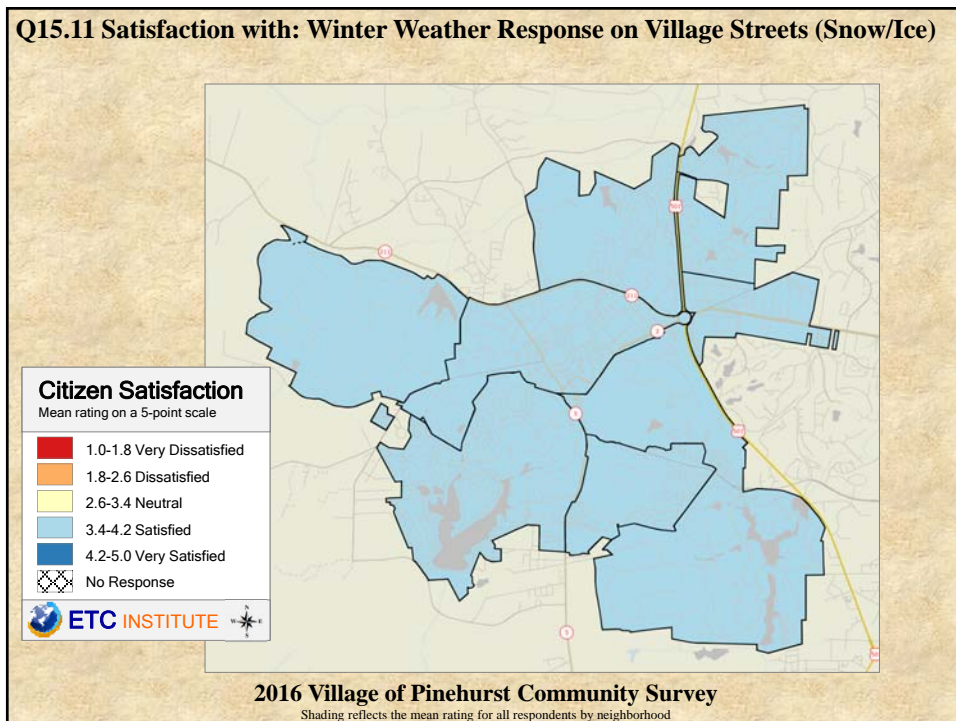


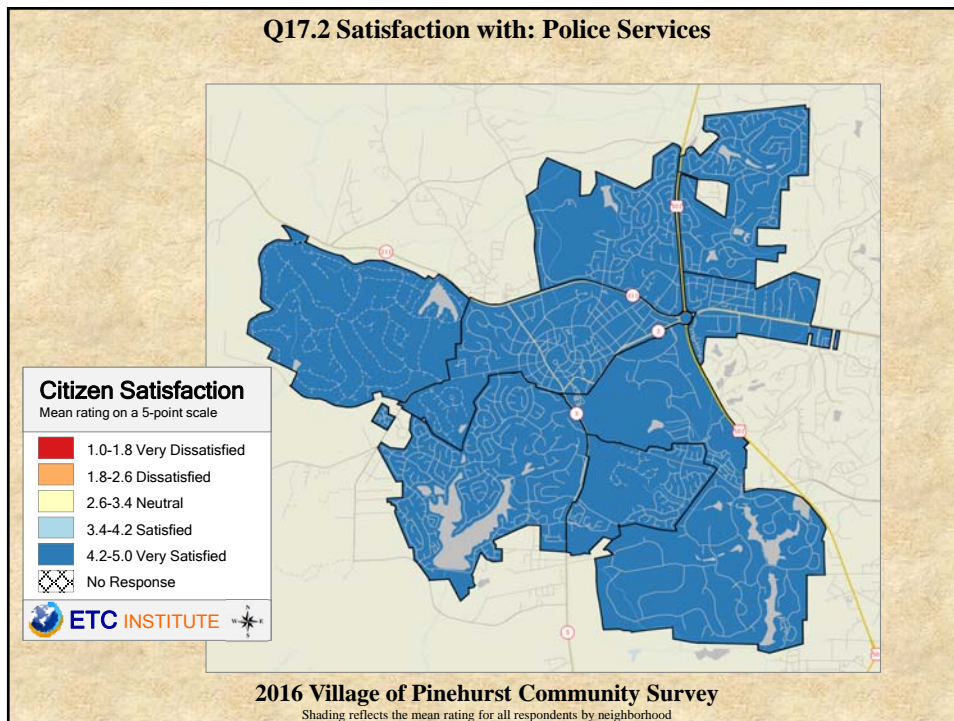
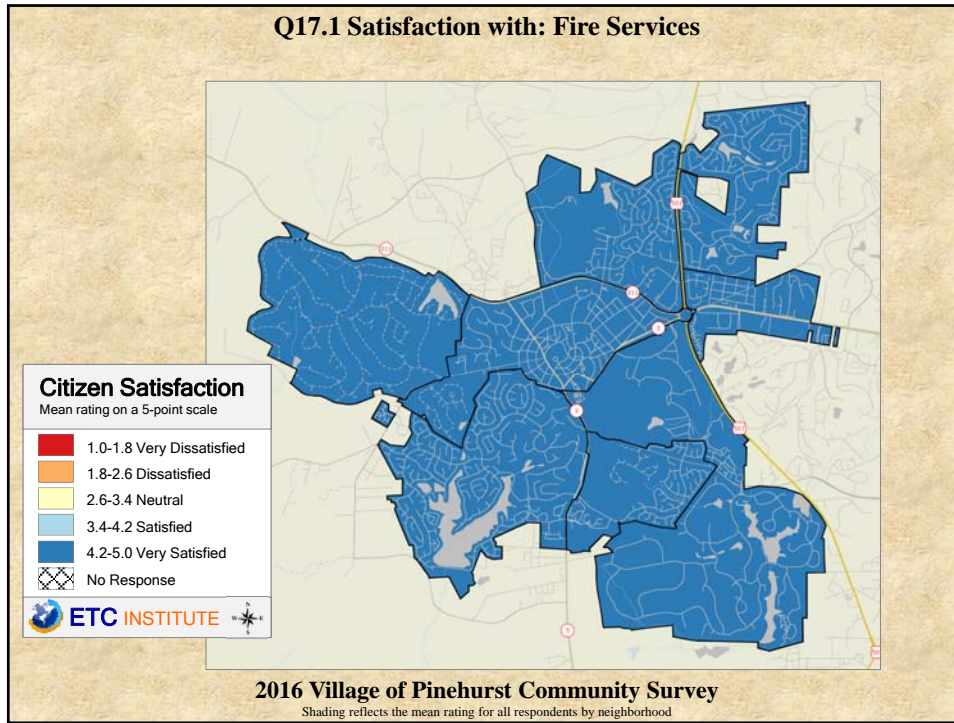


Q15.10 Satisfaction with: Quality of the Stormwater Runoff/Management System

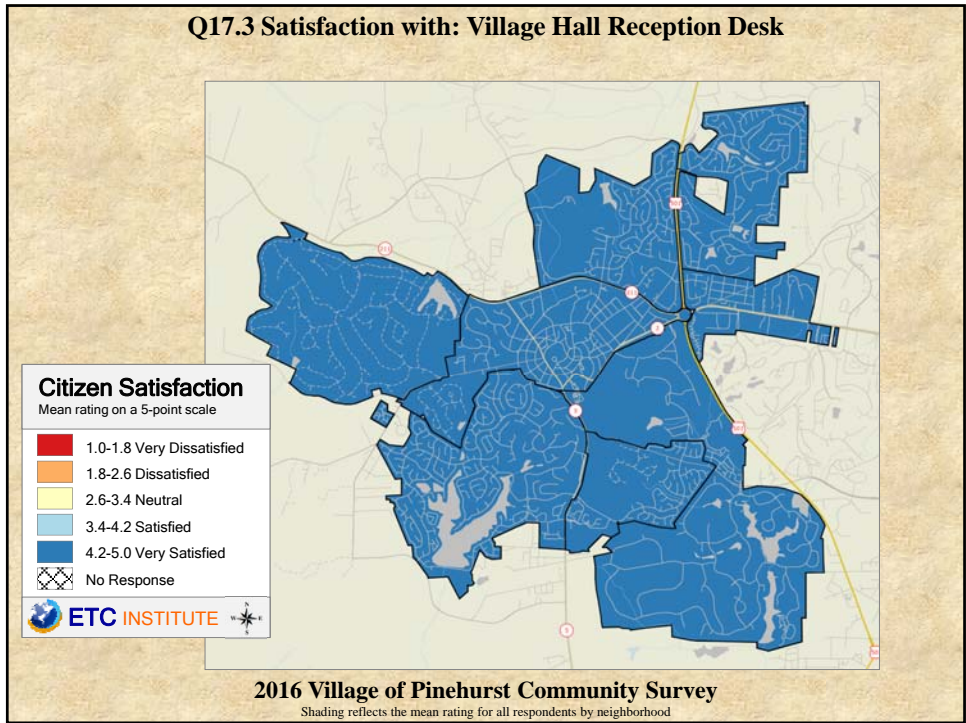


Q15.11 Satisfaction with: Winter Weather Response on Village Streets (Snow/Ice)

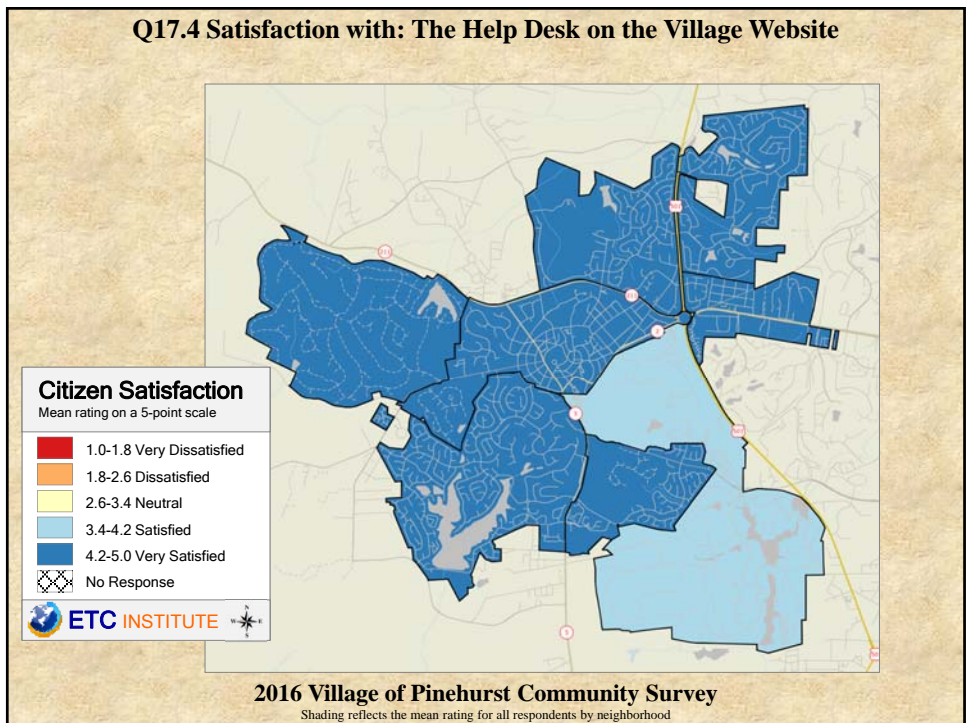


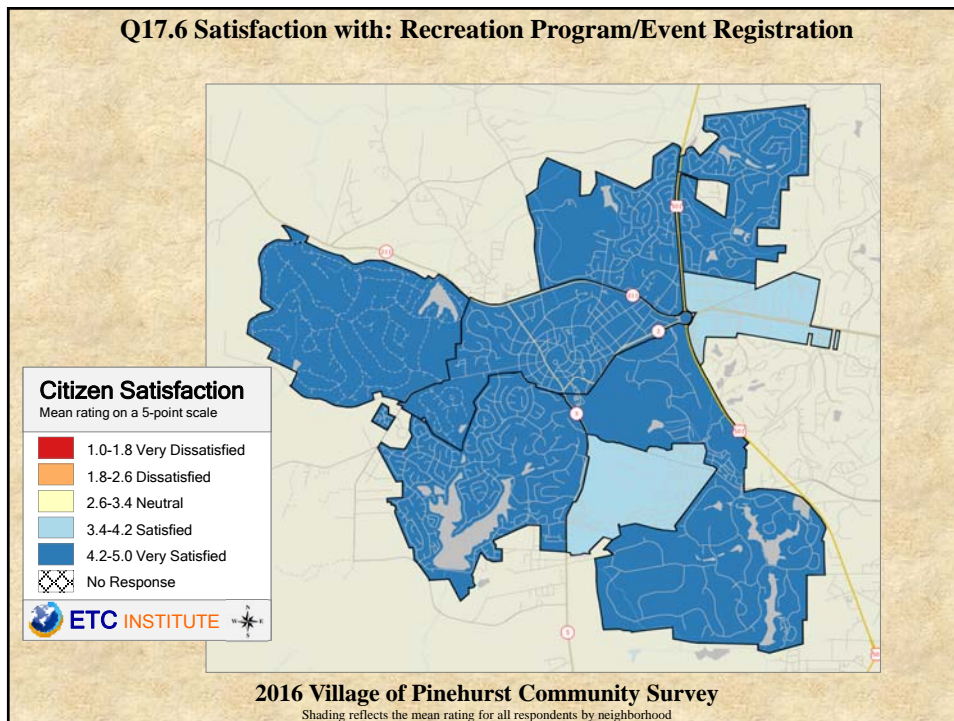
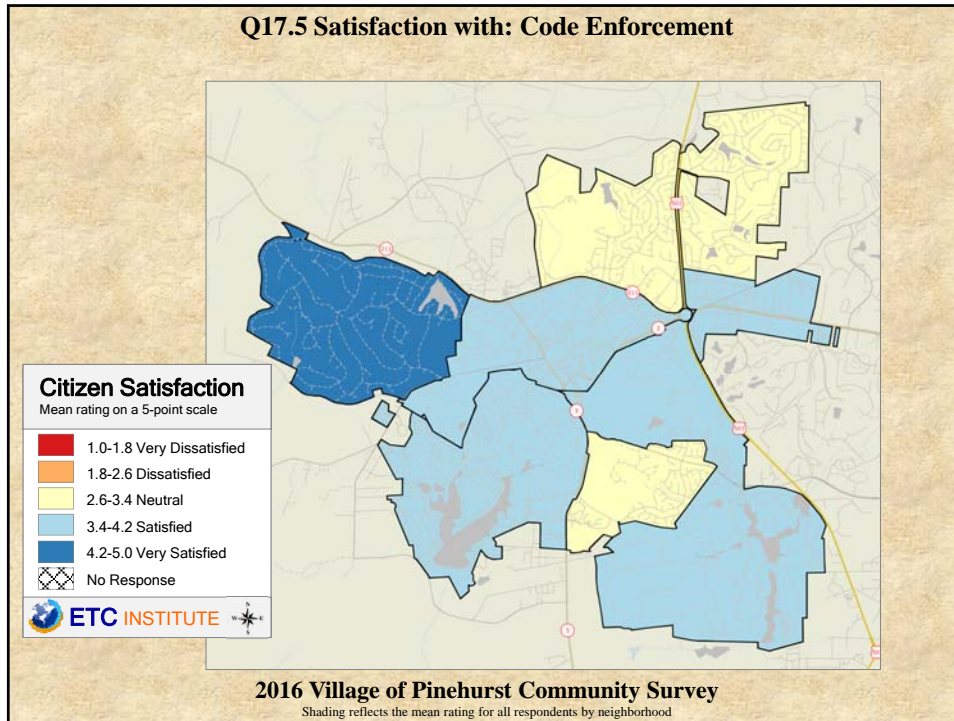


Q17.3 Satisfaction with: Village Hall Reception Desk

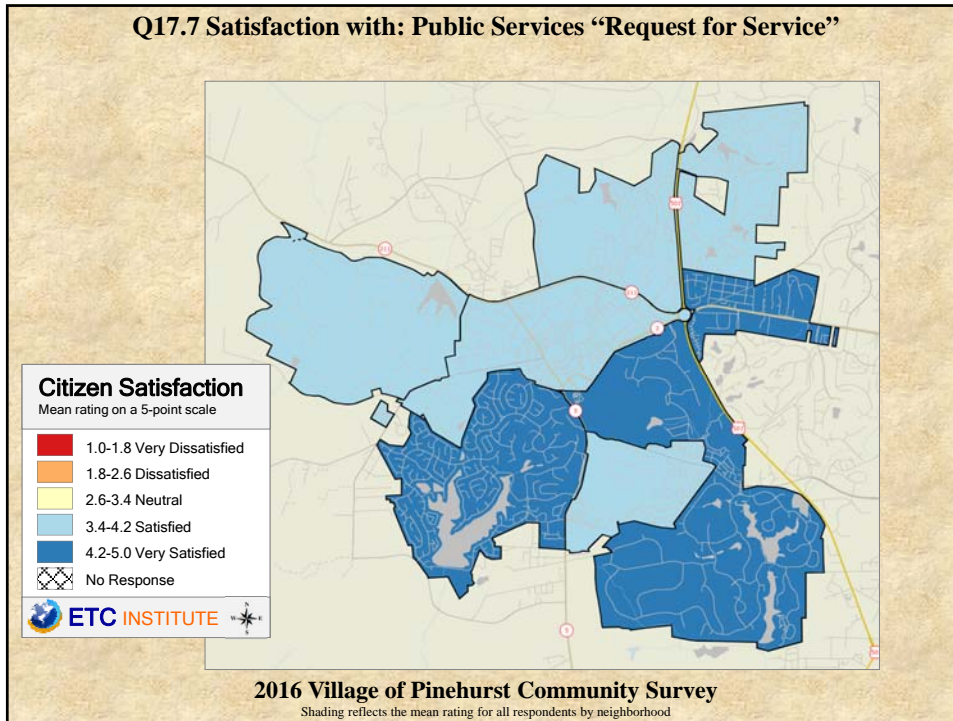


Q17.4 Satisfaction with: The Help Desk on the Village Website

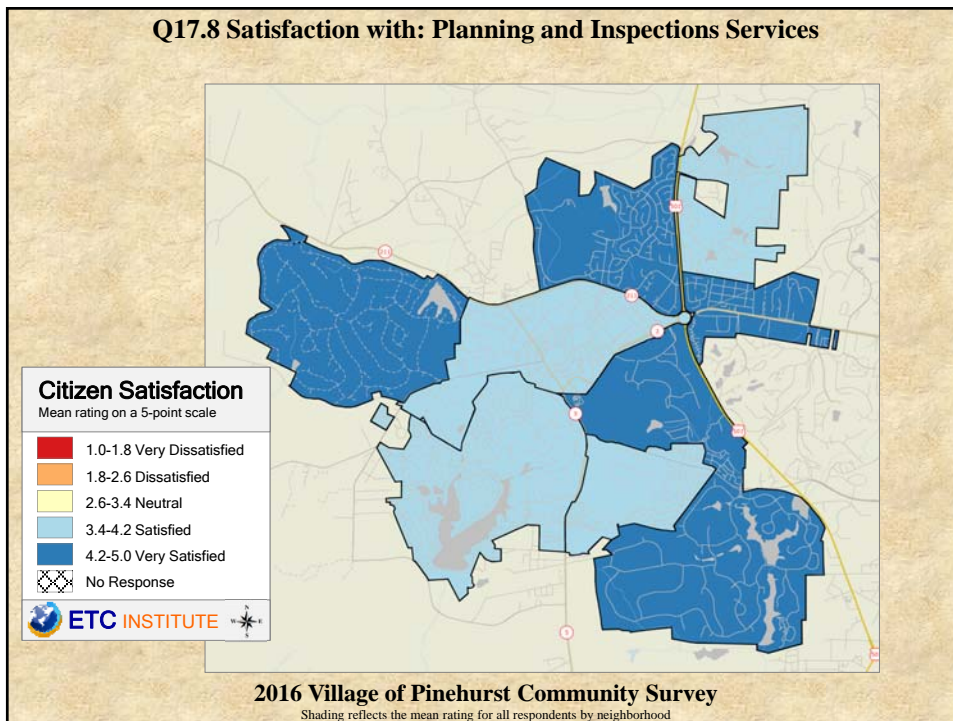




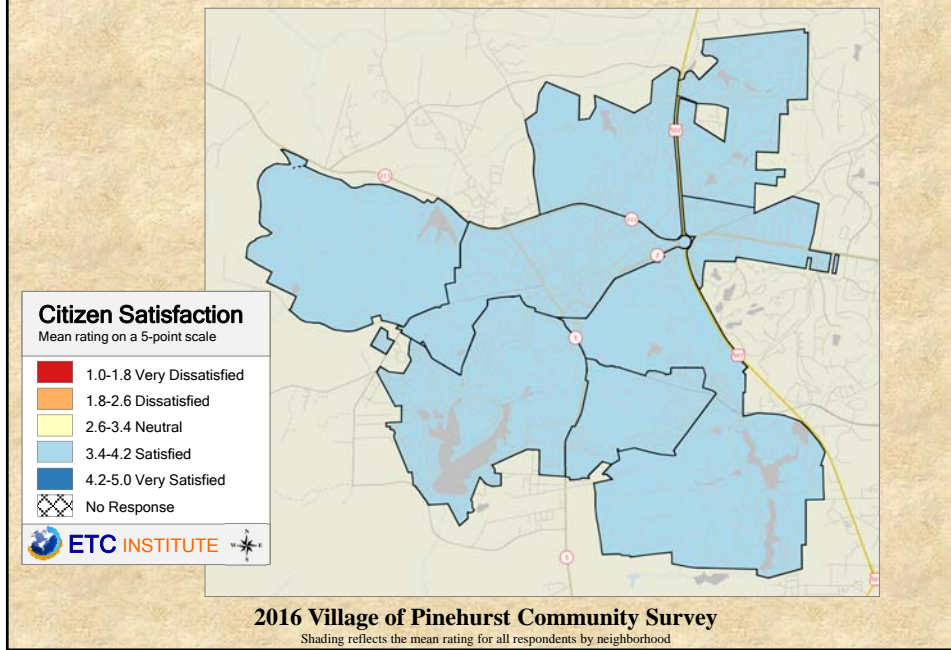
Q17.7 Satisfaction with: Public Services “Request for Service”



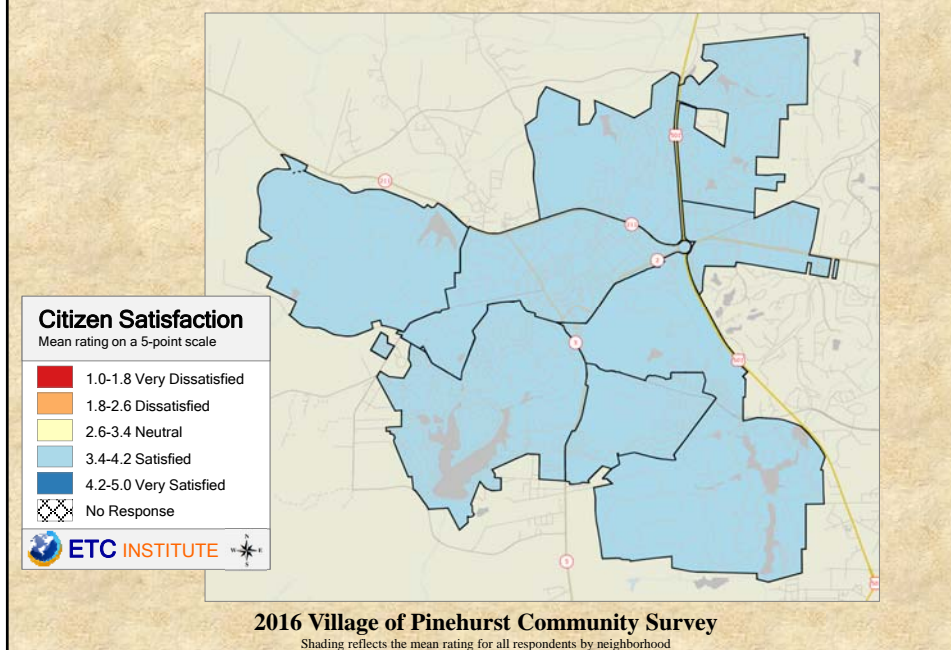
Q17.8 Satisfaction with: Planning and Inspections Services



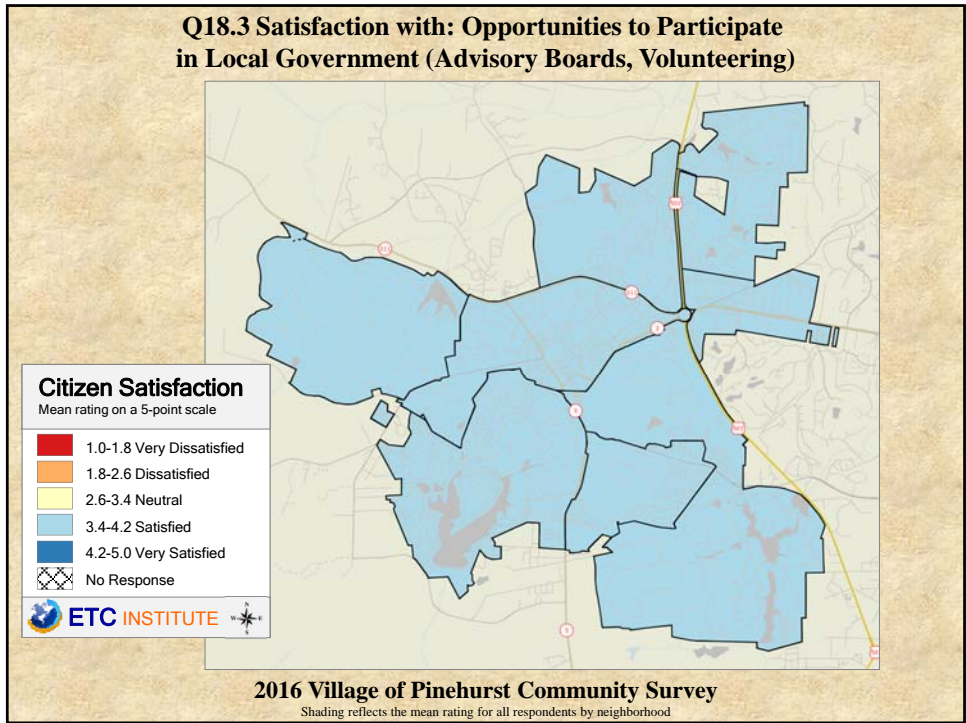
Q18.1 Satisfaction with: Quality of Information about Village Programs/Services



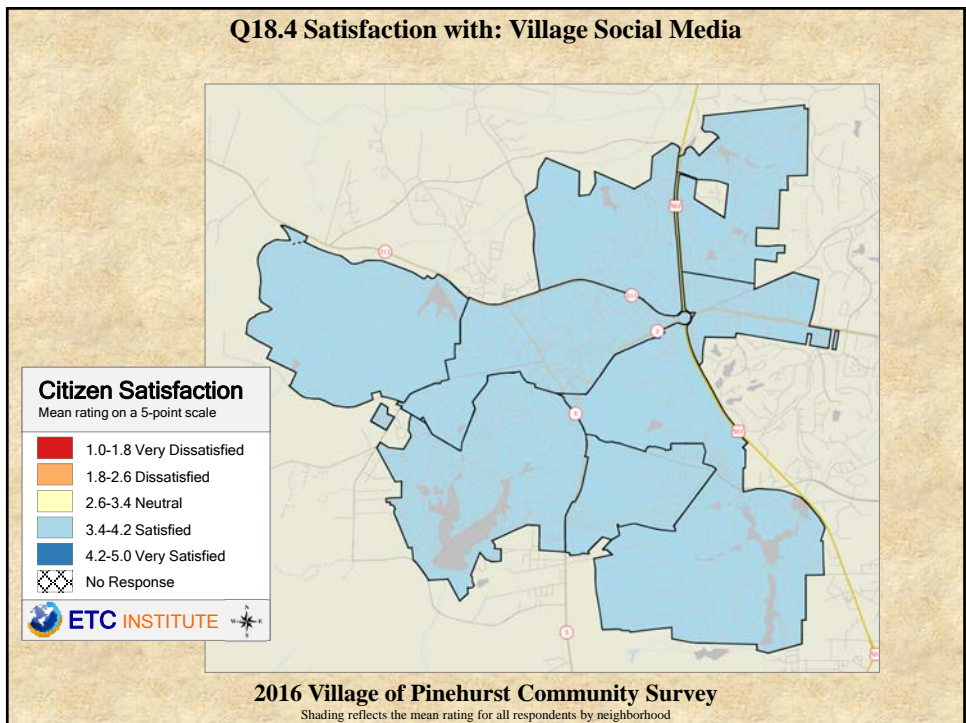
Q18.2 Satisfaction with: Village Efforts to keep you Informed About Local Issues

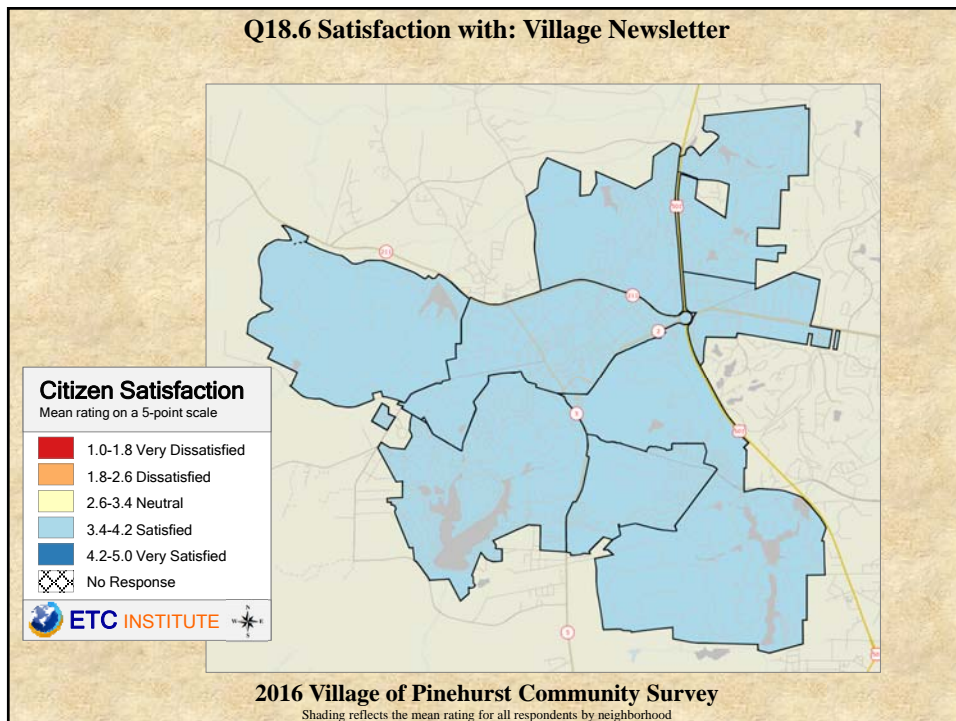
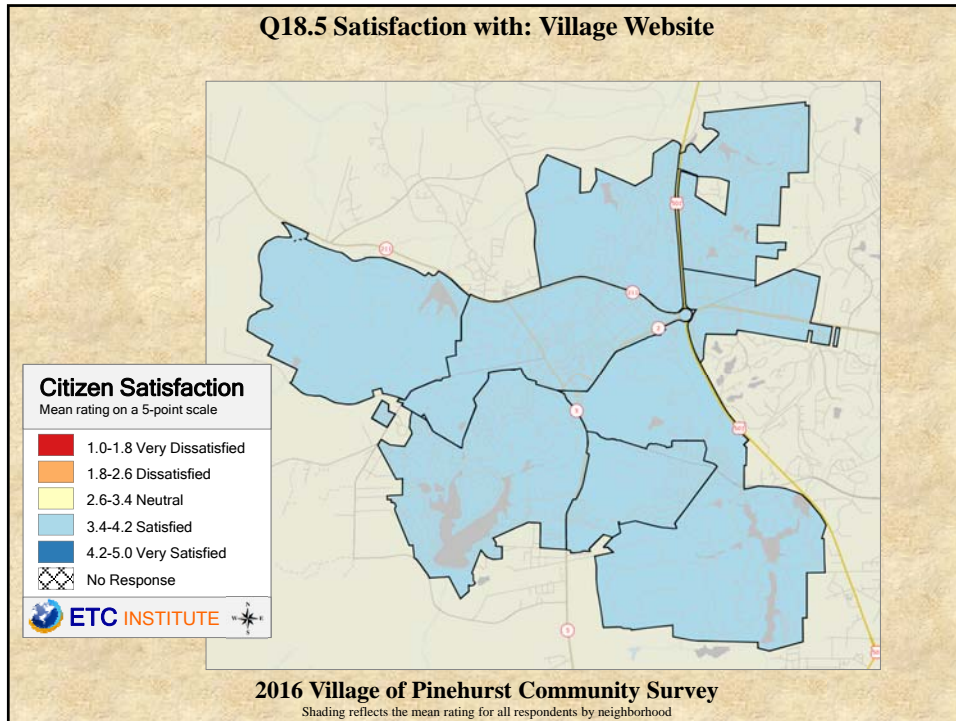


Q18.3 Satisfaction with: Opportunities to Participate in Local Government (Advisory Boards, Volunteering)

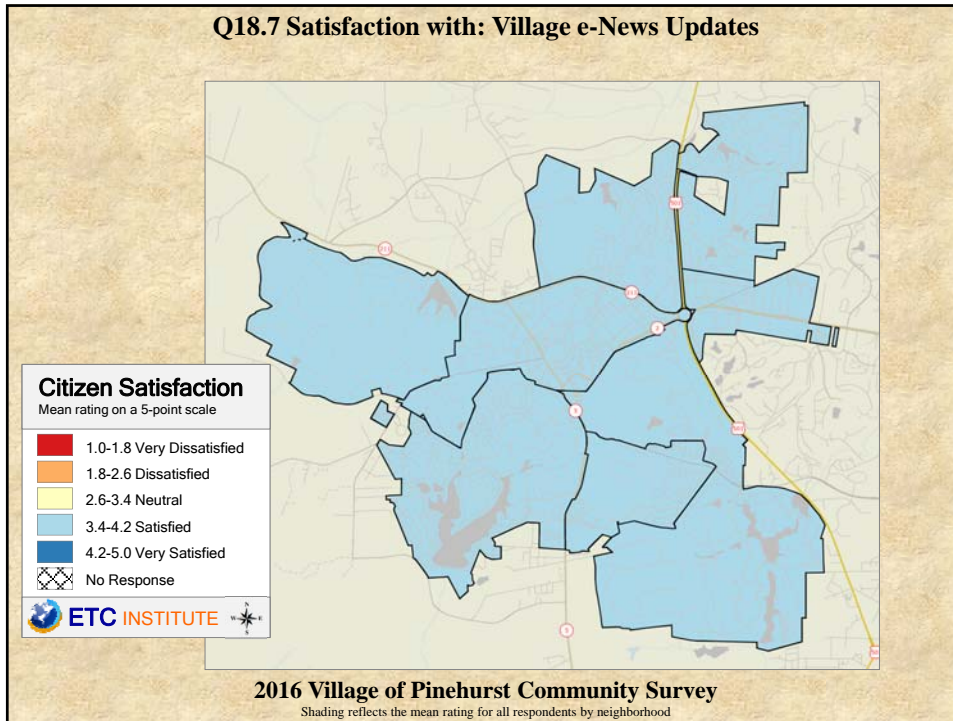


Q18.4 Satisfaction with: Village Social Media

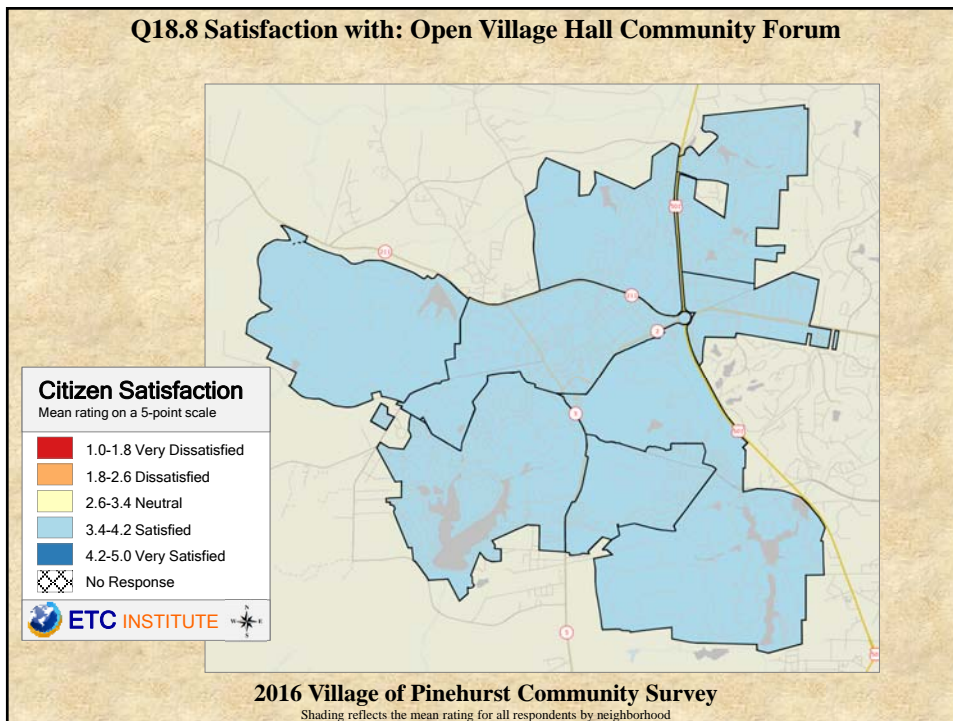


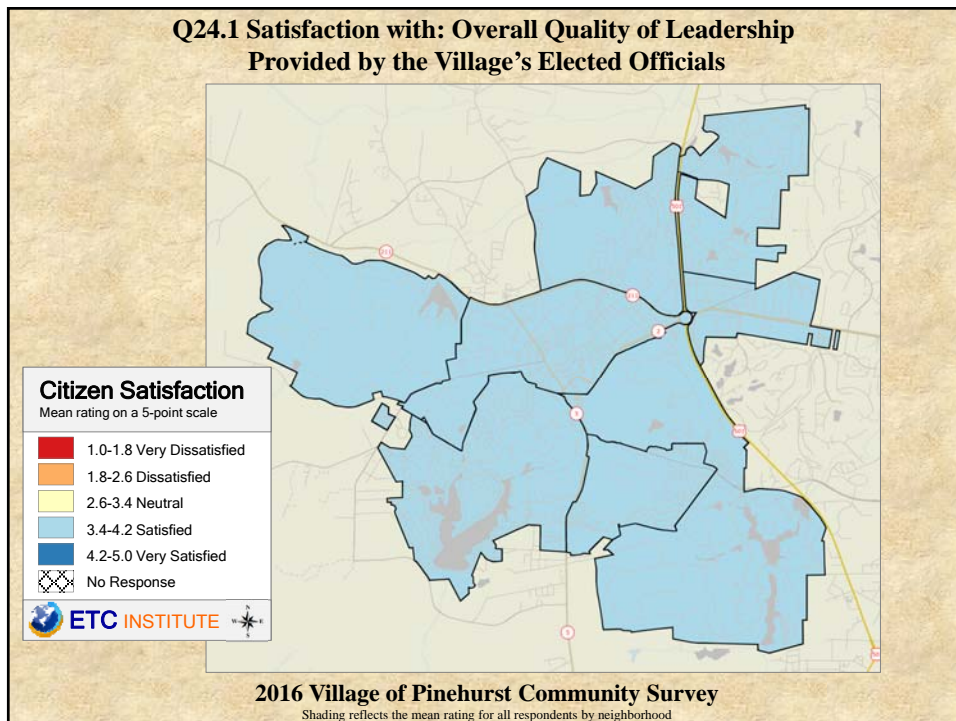
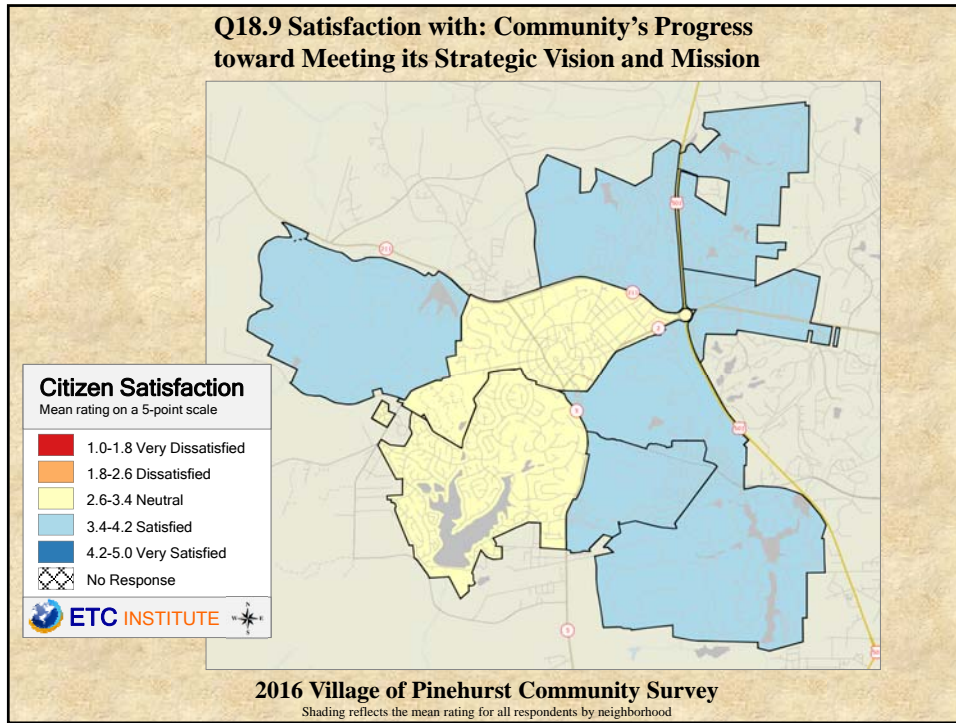


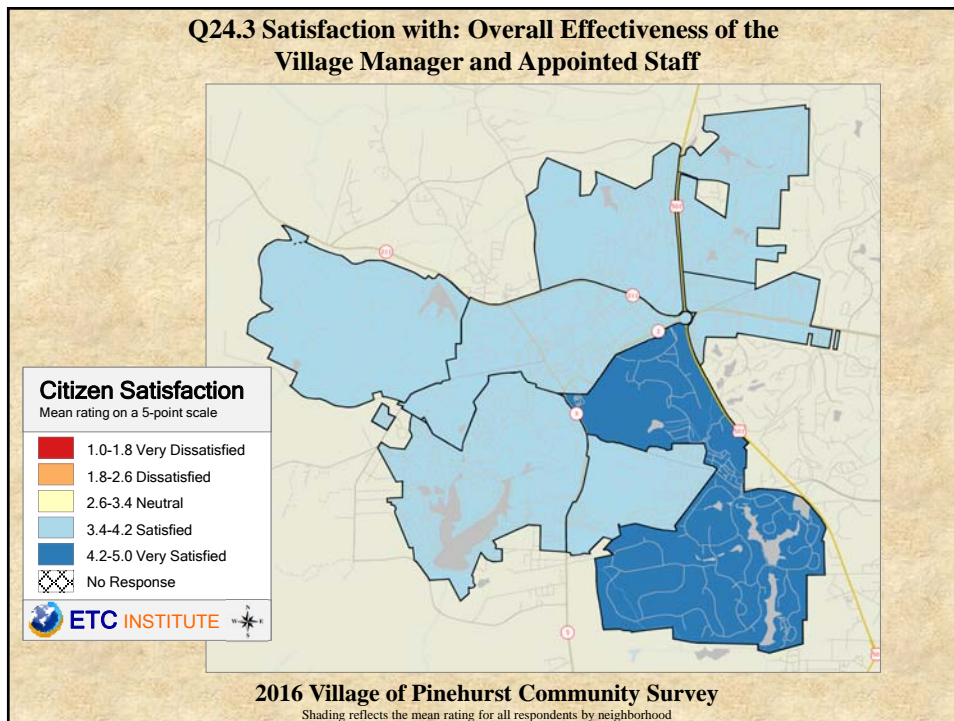
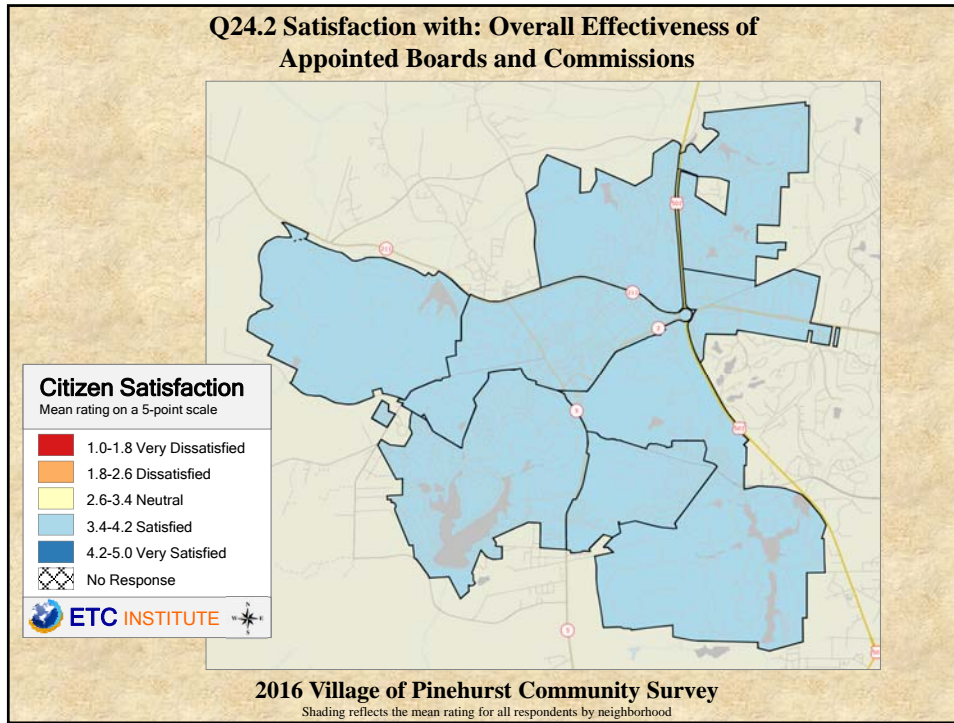
Q18.7 Satisfaction with: Village e-News Updates



Q18.8 Satisfaction with: Open Village Hall Community Forum







Section 3

Benchmarking Data

Benchmarking Summary Report

Village of Pinehurst

Overview

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 1999, the survey has been administered in more than 230 cities and counties in 48 states. Most participating communities 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 2014 to a random sample of over 4,000 residents across the United States, (2) a regional survey that was administered to a random sample of nearly 400 residents in the Southeastern region of the United States during the summer of 2014, and (3) individual communities with a population of less than 50,000 where ETC Institute had administered the *DirectionFinder Survey* since 2013; the 38 communities included in these comparisons are listed below.

- Auburn, CA
- Bensenville, IL
- Branson, MO
- Cedar Hill, TX
- Chickasha, OK
- Clayton, MO
- Coffeyville, KS
- Creve Coeur, MO
- Edgerton, KS
- Gardner, KS
- Gladstone, MO
- Glencoe, IL
- Glenview, IL
- Hallandale Beach, FL
- Hyattsville, MD
- Johnston, IA
- Kennesaw, GA
- Kirkwood, MO
- Knoxville, IA
- Lawrenceburg, IN
- Lenexa, KS
- Mission, KS
- Mountain Brook, AL
- Newport, RI
- Perryville, MO
- Pflugerville, TX
- Pinecrest, FL
- Pinehurst, NC
- Portland, TX
- Raymore, MO
- Rifle, CO
- Rio Blanco, CO
- Riverside, MO
- Rolla, MO
- San Marcos, TX
- Shoreline, WA
- Wentzville, MO
- Westlake, TX

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 and southeast regional 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. residents across the U.S., and over 400 residents in the southeast region of the U.S.

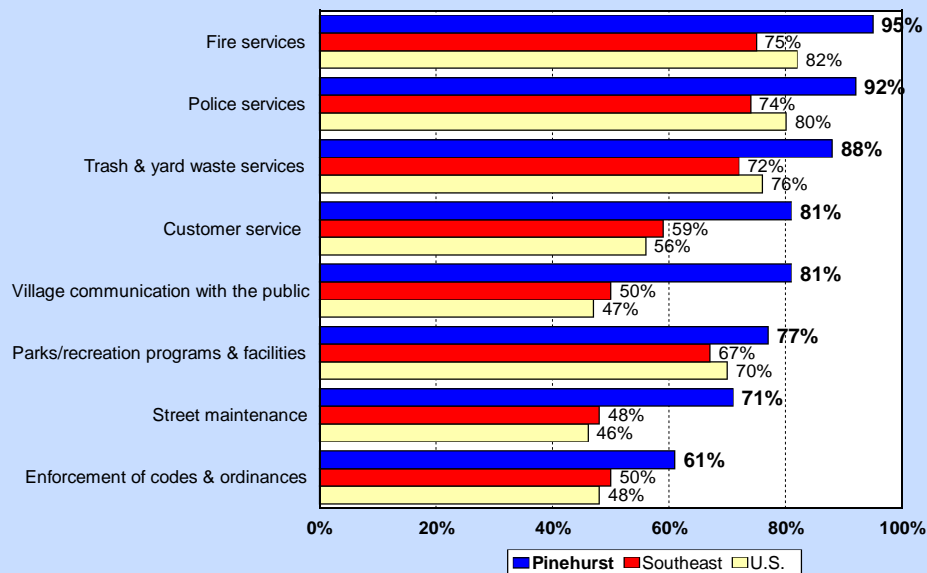
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 38 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 38 communities. The actual ratings for Pinehurst are listed to the right of each chart. The dot on each bar shows how the results for Pinehurst compare to the other communities with a population of less than 50,000 where ETC has administered the DirectionFinder® survey since 2013.

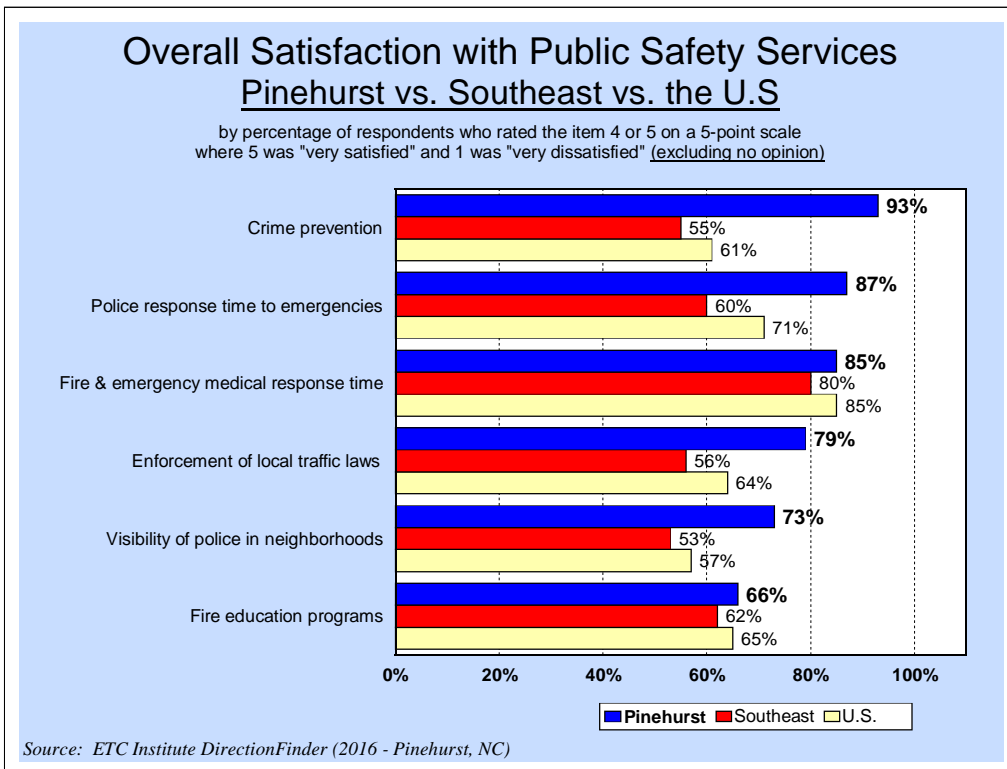
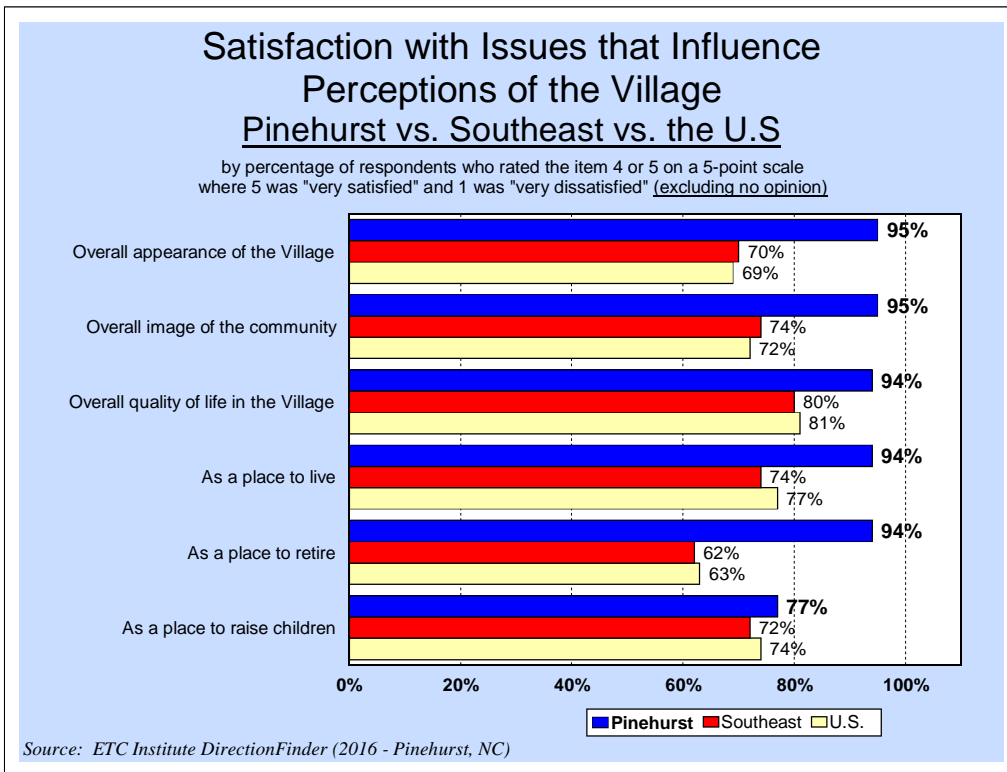
National Benchmarks

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. Southeast vs. the U.S.

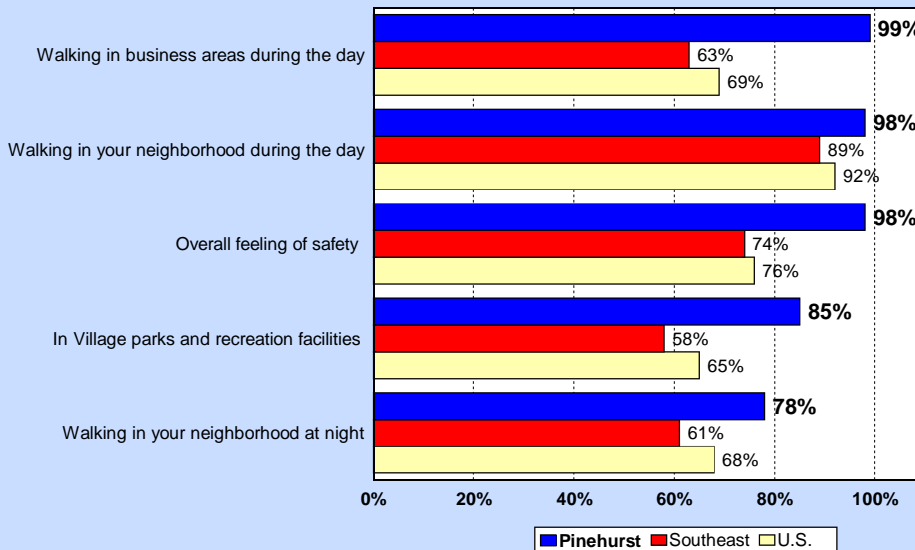
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)





How Safe Residents Feel in Their Community Pinehurst vs. Southeast vs. the U.S

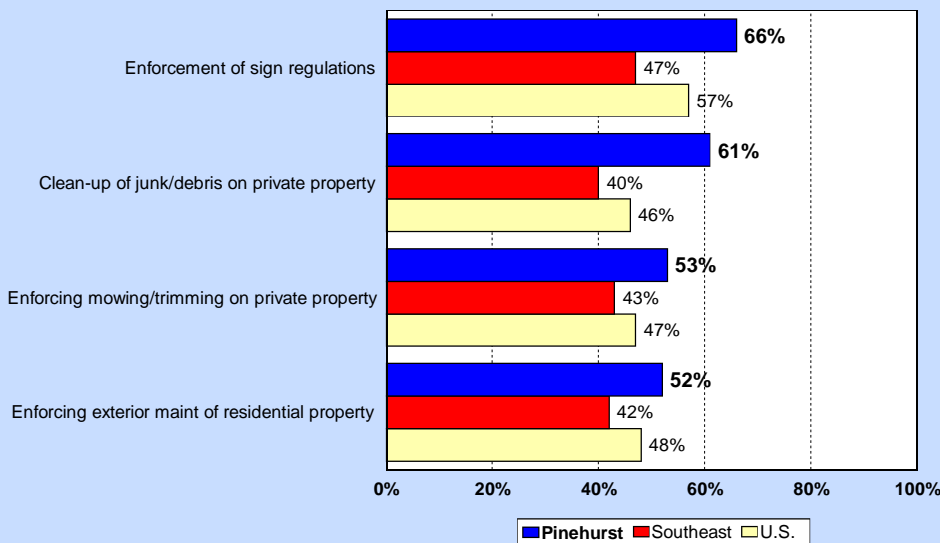
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



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

Overall Satisfaction with Code Enforcement Pinehurst vs. Southeast vs. the U.S

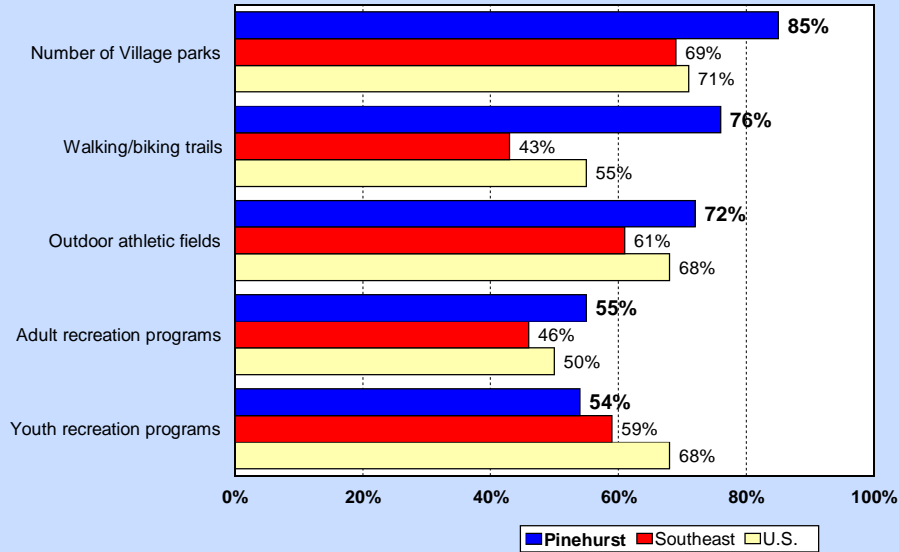
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



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

Overall Satisfaction with Parks and Recreation Pinehurst vs. Southeast vs. the U.S

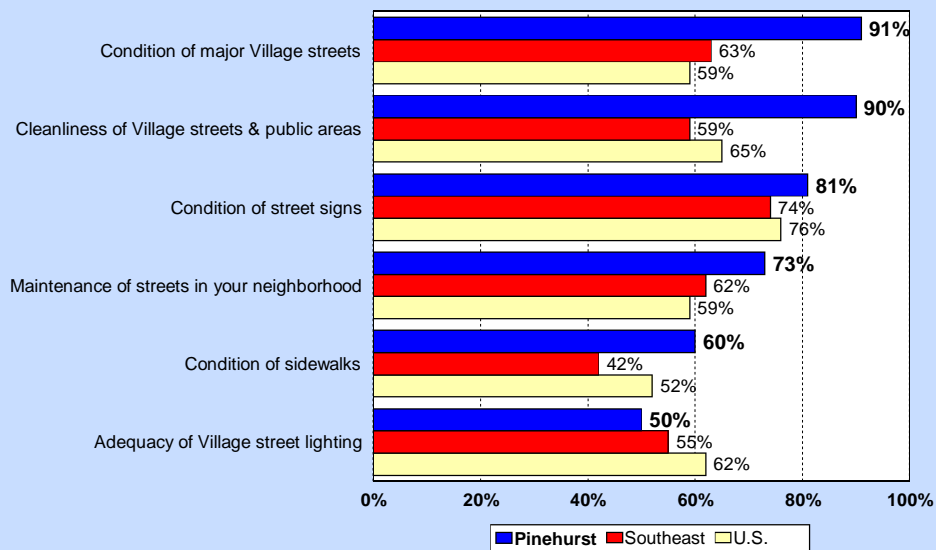
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



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

Overall Satisfaction with Maintenance Pinehurst vs. Southeast vs. the U.S

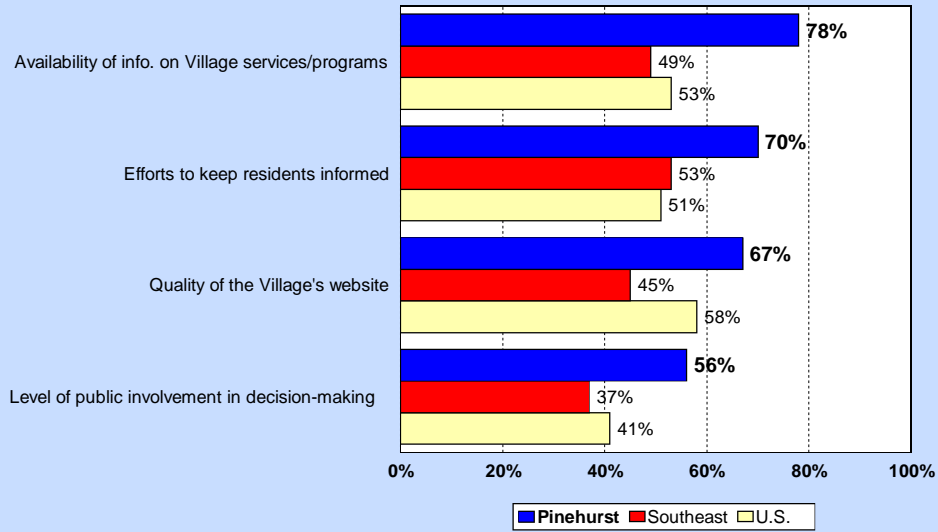
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



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

Overall Satisfaction with Communication Pinehurst vs. Southeast vs. the U.S

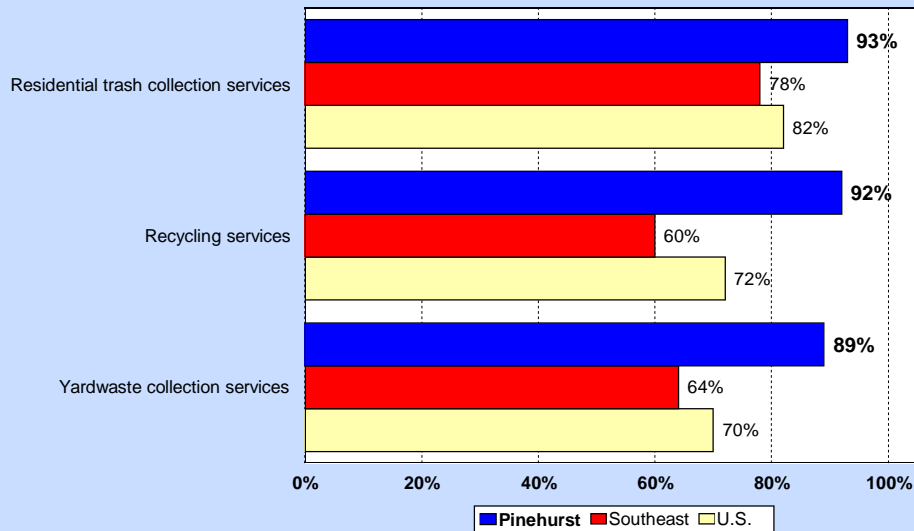
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



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

Overall Satisfaction with Utility Services Pinehurst vs. Southeast vs. the U.S

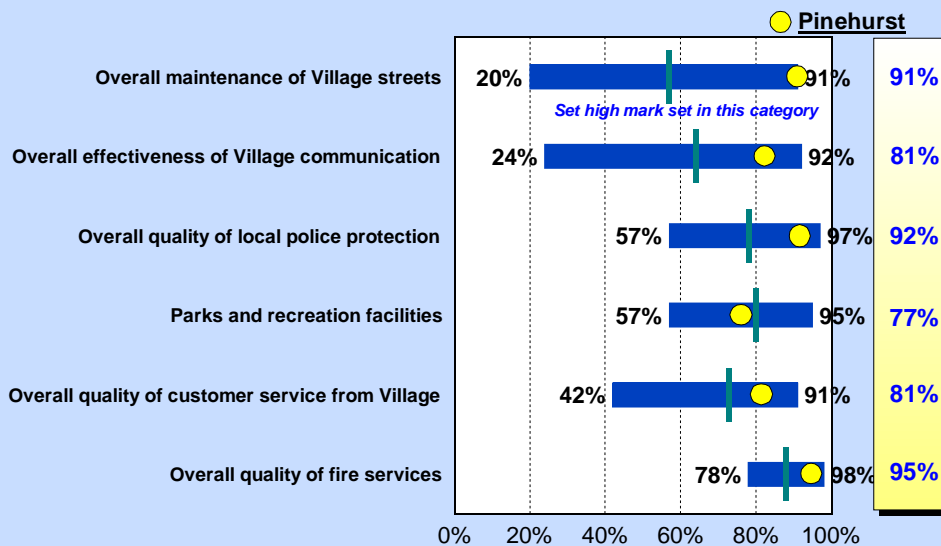
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



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

Overall Satisfaction with Various Village Services 2016

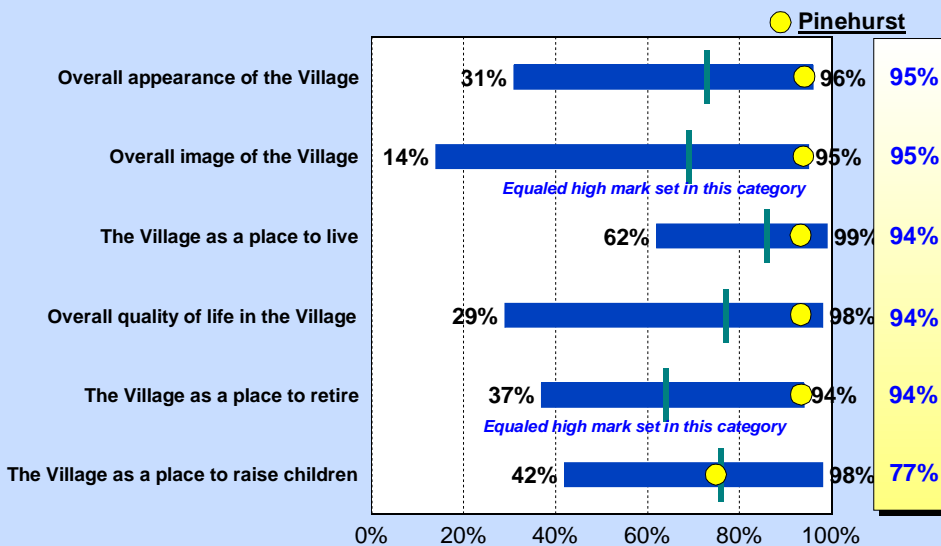
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



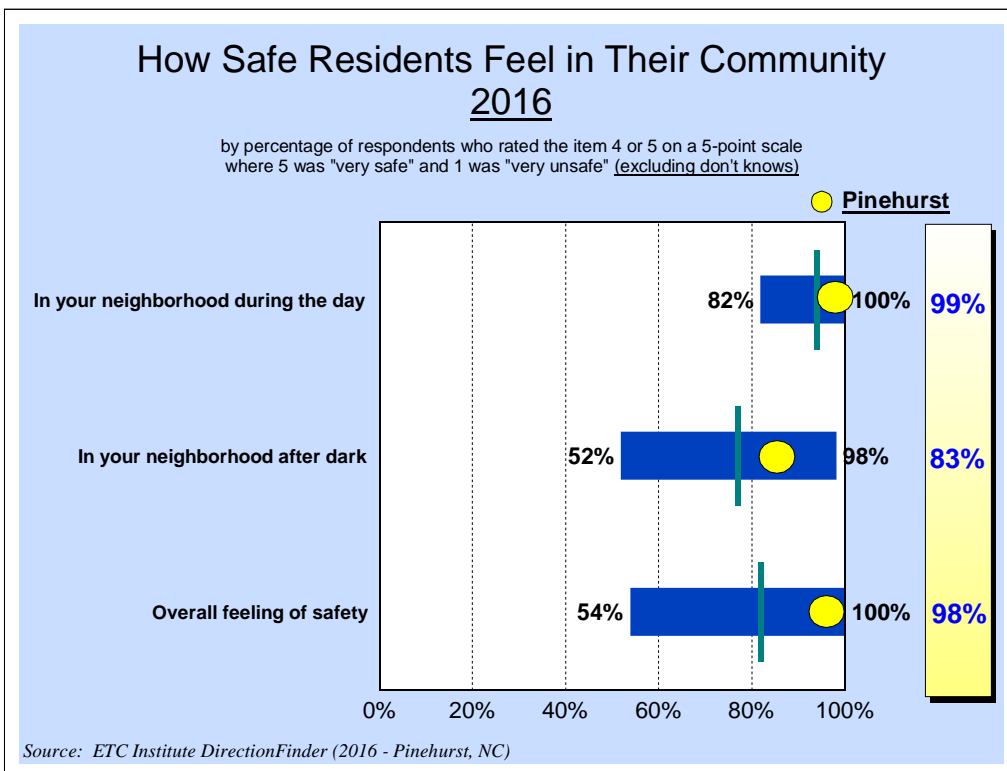
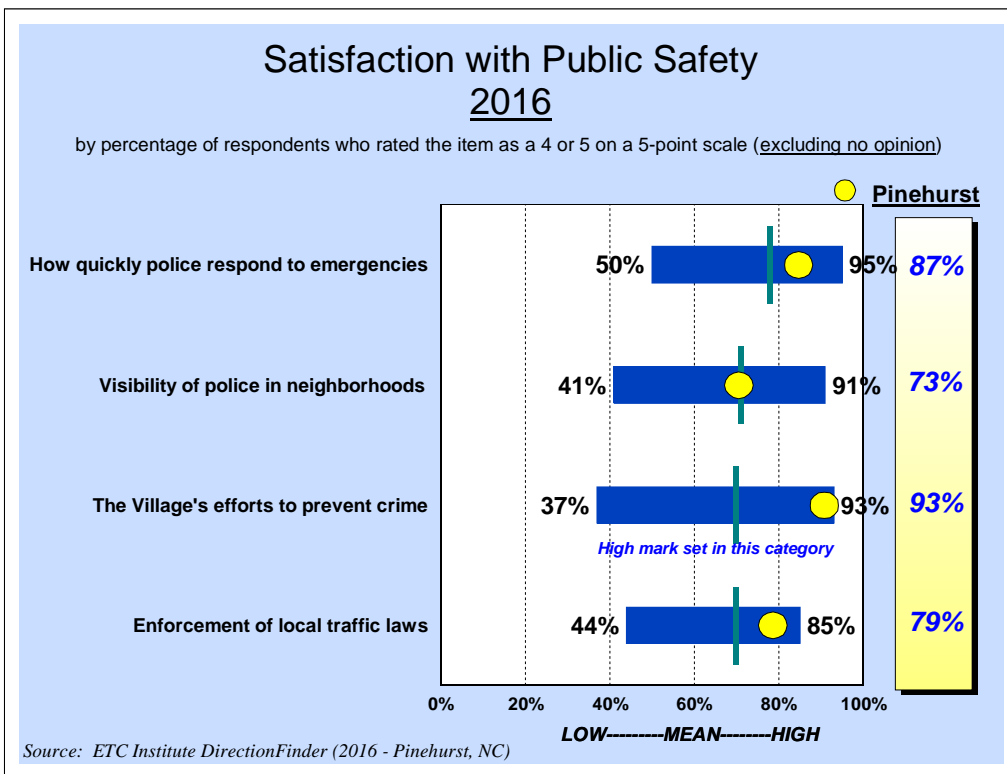
Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

Overall Perceptions of the Village 2016

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)

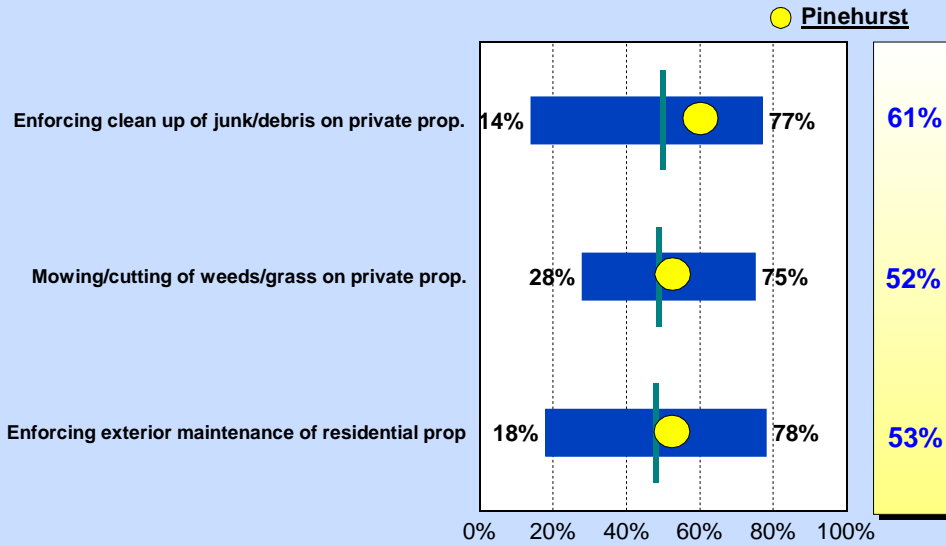


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)



Overall Satisfaction with Village Regulations 2016

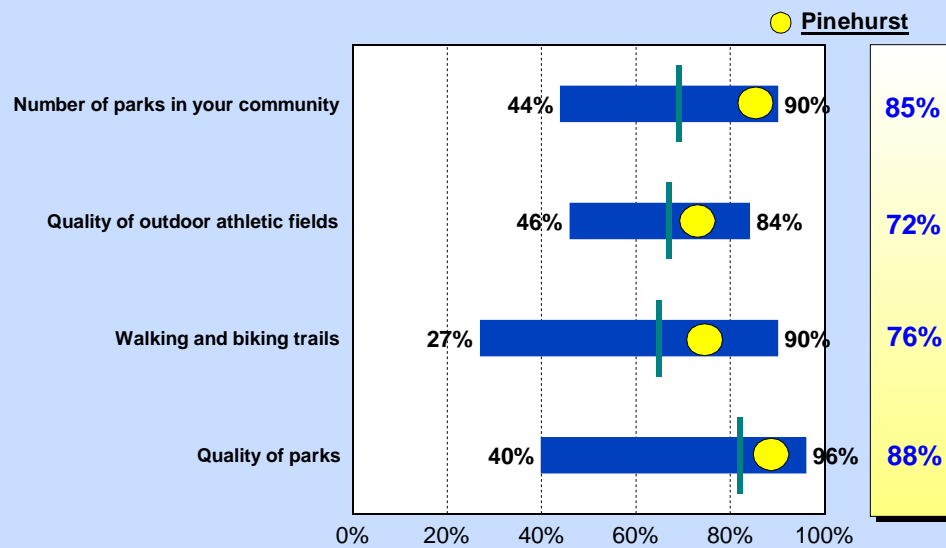
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



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

Overall Satisfaction with Parks and Recreation 2016

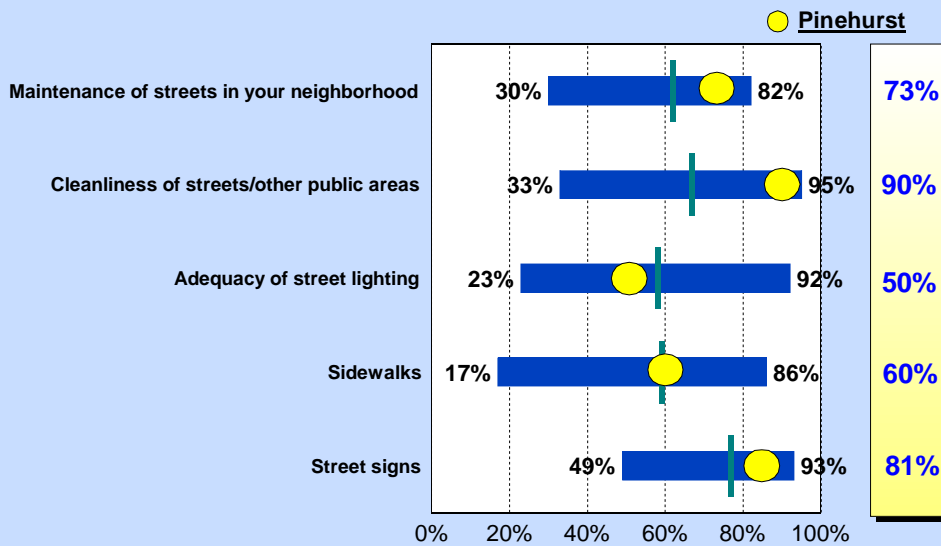
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



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

Overall Satisfaction with Street Maintenance Services 2016

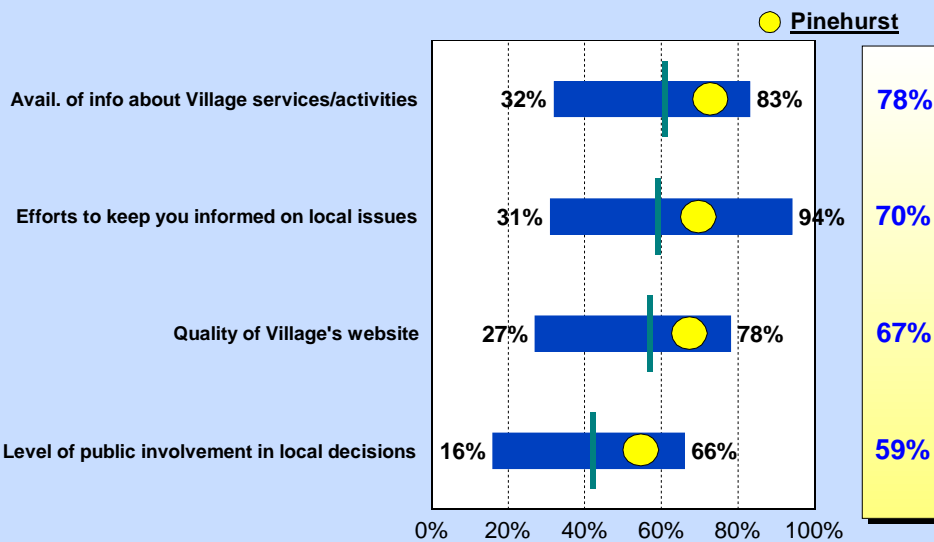
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



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

Overall Satisfaction with Public Information Services 2016

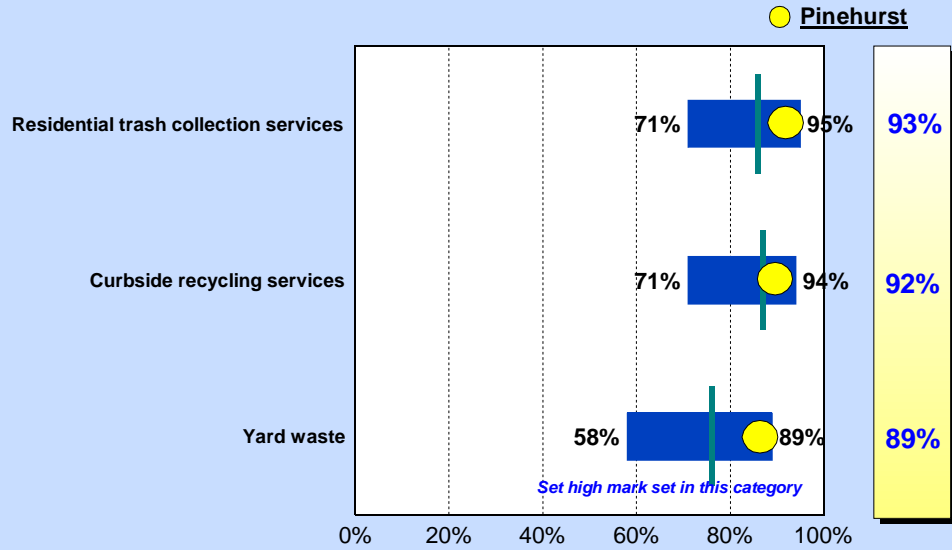
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



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

Overall Satisfaction with Utilities 2016

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 (2016 - Pinehurst, NC)

Section 4

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Village of Pinehurst

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.

Overview

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 "No Opinion" responses). "No Opinion" 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 thought should receive the most emphasis over the next two years. Forty-one percent (41%) of respondents selected *efforts at maintaining quality of neighborhoods* as one of the most important services for the City to provide.

With regard to satisfaction, 72% of respondents surveyed rated the Village's overall performance in the *efforts at maintaining quality of neighborhoods* 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 at maintaining 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 41% was multiplied by 72% (1-0.28). This calculation yielded an I-S rating of 0.1166 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 Village 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.

Importance-Satisfaction Rating

Village of Pinehurst, NC

OVERALL VILLAGE SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 -.20)						
Efforts at maintaining quality of neighborhoods	41%	1	72%	8	0.1166	1
Level of public involvement in local decisions	25%	5	57%	12	0.1070	2
Enforcement of Village codes & ordinances	26%	4	61%	11	0.1009	3
Medium Priority (IS <.10)						
Street & right-of-way maintenance	31%	3	71%	9	0.0894	4
Parks & recreation facilities	22%	6	77%	7	0.0511	5
Village promotion of natural resource conservation	14%	10	68%	10	0.0450	6
Parks & recreation programs	15%	8	78%	6	0.0342	7
Village communication with residents	15%	9	81%	5	0.0291	8
Police services	34%	2	92%	2	0.0255	9
Solid waste services	13%	11	88%	3	0.0155	10
Fire services	20%	7	95%	1	0.0096	11
Customer service provided by Village employees	4%	12	82%	4	0.0075	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 receive the most emphasis over the next two years.

Satisfaction %:

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

© 2016 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

Village of Pinehurst, NC

PUBLIC SAFETY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Frequency that police patrol your neighborhood	30%	3	73%	5	0.0836	1
Fire prevention & education programs	15%	6	67%	6	0.0488	2
Enforcement of local traffic laws	21%	5	79%	4	0.0447	3
How quickly police respond to emergencies	31%	2	87%	2	0.0391	4
Village efforts to prevent crimes	53%	1	93%	1	0.0379	5
How quickly fire personnel respond to emergencies	23%	4	85%	3	0.0336	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 receive the most emphasis over the next two years.

Satisfaction %:

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

© 2016 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

Village of Pinehurst, NC

CULTURAL & 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	23%	5	42%	13	0.1351	1
Medium Priority (IS <.10)						
Village sponsored cultural arts events	28%	1	66%	7	0.0944	2
Quality of adult recreation programs	20%	6	55%	10	0.0881	3
Quality of recreation indoor facilities	15%	10	47%	12	0.0790	4
Quality of youth recreation programs	15%	9	54%	11	0.0715	5
Range of amenities at parks & rec facilities	17%	7	59%	9	0.0709	6
Availability of info about recreation programs	16%	8	63%	8	0.0586	7
Condition of Walking/Greenway trails	24%	4	76%	4	0.0559	8
Availability of Walking/Greenway trails	25%	3	78%	3	0.0529	9
Quality of Village parks	25%	2	87%	1	0.0318	10
Availability of outdoor athletic fields/facilities	7%	12	66%	6	0.0249	11
Quality of outdoor athletic fields & facilities	7%	13	72%	5	0.0197	12
Number of Village parks	9%	11	86%	2	0.0125	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 receive the most emphasis over the next two years.

Satisfaction %:

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

© 2016 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

Village of Pinehurst, NC

PUBLIC SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Availability of sidewalks	43%	1	42%	11	0.2480	1
Adequacy of street lighting	41%	2	50%	10	0.2022	2
<u>High Priority (IS .10 -.20)</u>						
Quality of stormwater runoff/management system	23%	4	54%	9	0.1035	3
<u>Medium Priority (IS <.10)</u>						
Maintenance of streets in your neighborhood	31%	3	74%	6	0.0808	4
Winter weather response on Village streets	21%	5	71%	7	0.0618	5
Condition of sidewalks	11%	10	60%	8	0.0448	6
Maintenance of street signs/pavement markings	11%	11	81%	5	0.0212	7
Maintenance/preservation of Downtown	18%	8	89%	3	0.0190	8
Overall cleanliness of streets & other public areas	19%	6	90%	2	0.0189	9
Maintenance of main Village street thoroughfares	18%	7	91%	1	0.0166	10
Landscaping in medians & other public areas	15%	9	89%	4	0.0162	11

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 receive the most emphasis over the next two years.

Satisfaction %:

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

© 2016 DirectionFinder by ETC Institute

Section 5

Tabular Data

Q1. OVERALL SATISFACTION WITH VILLAGE SERVICES. Major categories of services provided by the Village of Pinehurst are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q1-1. Police services	58.7%	29.6%	5.7%	1.1%	0.5%	4.3%
Q1-2. Fire services	61.6%	24.4%	4.2%	0.0%	0.1%	9.7%
Q1-3. Parks & recreation programs	31.1%	33.7%	15.3%	3.1%	0.1%	16.7%
Q1-4. Parks & recreation facilities	33.8%	34.5%	14.6%	4.9%	0.8%	11.4%
Q1-5. Solid waste services	53.5%	33.2%	8.0%	2.9%	0.9%	1.5%
Q1-6. Street & right-of-way maintenance	27.7%	41.0%	17.6%	8.0%	2.8%	2.9%
Q1-7. Enforcement of Village codes & ordinances	21.8%	33.7%	21.3%	9.7%	4.6%	8.8%
Q1-8. Customer service provided by Village employees	41.3%	29.9%	14.4%	1.3%	0.4%	12.7%
Q1-9. Village communication with residents	37.3%	40.6%	14.2%	3.2%	1.4%	3.3%
Q1-10. Village efforts at maintaining quality of your neighborhoods	29.2%	39.8%	15.5%	8.8%	3.0%	3.7%
Q1-11. Village promotion of natural resource conservation	24.5%	33.2%	22.5%	4.1%	1.0%	14.7%
Q1-12. Level of public involvement in local decisions	18.1%	32.5%	24.2%	10.7%	4.0%	10.5%

WITHOUT NO OPINION**Q1. OVERALL SATISFACTION WITH VILLAGE SERVICES. Major categories of services provided by the Village of Pinehurst are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied. (without "no opinion")**

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Police services	61.4%	31.0%	6.0%	1.2%	0.5%
Q1-2. Fire services	68.2%	27.0%	4.6%	0.0%	0.1%
Q1-3. Parks & recreation programs	37.4%	40.4%	18.4%	3.7%	0.2%
Q1-4. Parks & recreation facilities	38.2%	38.9%	16.5%	5.5%	0.9%
Q1-5. Solid waste services	54.4%	33.7%	8.1%	3.0%	0.9%
Q1-6. Street & right-of-way maintenance	28.6%	42.2%	18.1%	8.3%	2.9%
Q1-7. Enforcement of Village codes & ordinances	23.9%	37.0%	23.4%	10.6%	5.0%
Q1-8. Customer service provided by Village employees	47.3%	34.3%	16.5%	1.5%	0.4%
Q1-9. Village communication with residents	38.6%	42.0%	14.7%	3.3%	1.4%
Q1-10. Village efforts at maintaining quality of your neighborhoods	30.3%	41.4%	16.1%	9.1%	3.2%
Q1-11. Village promotion of natural resource conservation	28.7%	38.9%	26.4%	4.8%	1.2%
Q1-12. Level of public involvement in local decisions	20.2%	36.3%	27.1%	12.0%	4.4%

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?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	185	23.3 %
Fire services	12	1.5 %
Parks & recreation programs	37	4.7 %
Parks & recreation facilities	63	7.9 %
Solid waste services	21	2.6 %
Street & right-of-way maintenance	94	11.9 %
Enforcement of Village codes & ordinances	81	10.2 %
Customer service provided by Village employees	5	0.6 %
Village communication with residents	34	4.3 %
Village efforts at maintaining quality of your neighborhoods	98	12.4 %
Village promotion of natural resource conservation	22	2.8 %
Level of public involvement in local decisions	63	7.9 %
None chosen	78	9.8 %
Total	793	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?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	43	5.4 %
Fire services	118	14.9 %
Parks & recreation programs	44	5.5 %
Parks & recreation facilities	71	9.0 %
Solid waste services	29	3.7 %
Street & right-of-way maintenance	75	9.5 %
Enforcement of Village codes & ordinances	67	8.4 %
Customer service provided by Village employees	11	1.4 %
Village communication with residents	34	4.3 %
Village efforts at maintaining quality of your neighborhoods	111	14.0 %
Village promotion of natural resource conservation	42	5.3 %
Level of public involvement in local decisions	51	6.4 %
None chosen	97	12.2 %
Total	793	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?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	39	4.9 %
Fire services	29	3.7 %
Parks & recreation programs	41	5.2 %
Parks & recreation facilities	43	5.4 %
Solid waste services	53	6.7 %
Street & right-of-way maintenance	73	9.2 %
Enforcement of Village codes & ordinances	57	7.2 %
Customer service provided by Village employees	17	2.1 %
Village communication with residents	51	6.4 %
Village efforts at maintaining quality of your neighborhoods	117	14.8 %
Village promotion of natural resource conservation	46	5.8 %
Level of public involvement in local decisions	82	10.3 %
None chosen	145	18.3 %
Total	793	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)

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Police services	267	33.7 %
Fire services	159	20.1 %
Parks & recreation programs	122	15.4 %
Parks & recreation facilities	177	22.3 %
Solid waste services	103	13.0 %
Street & right-of-way maintenance	242	30.5 %
Enforcement of Village codes & ordinances	205	25.9 %
Customer service provided by Village employees	33	4.2 %
Village communication with residents	119	15.0 %
Village efforts at maintaining quality of your neighborhoods	326	41.1 %
Village promotion of natural resource conservation	110	13.9 %
Level of public involvement in local decisions	196	24.7 %
None chosen	78	9.8 %
Total	2137	

Q3. REASONS TO LIVE IN PINEHURST. Several reasons for deciding where to live are listed below. On a scale of 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live where you live?

(N=793)

	Very important	Somewhat important	Not sure	Unimportant
Q3-1. Sense of community	56.4%	36.4%	4.2%	2.9%
Q3-2. Quality of public education	51.2%	20.4%	10.1%	18.3%
Q3-3. Employment opportunities	30.8%	27.3%	12.1%	29.9%
Q3-4. Types of housing	64.2%	28.5%	3.3%	4.0%
Q3-5. Quality of housing	76.9%	20.0%	2.3%	0.8%
Q3-6. Access to quality shopping	43.6%	45.7%	5.4%	5.4%
Q3-7. Availability of cultural opportunities	38.5%	43.1%	10.1%	8.4%
Q3-8. Availability of recreational opportunities	46.1%	41.0%	7.2%	5.7%
Q3-9. Proximity to family or friends	27.8%	36.0%	10.8%	25.4%
Q3-10. Proximity to work	26.8%	22.8%	9.3%	41.1%
Q3-11. Safety & security	90.5%	7.0%	1.7%	0.8%
Q3-12. Quality health care	86.1%	11.0%	1.3%	1.7%
Q3-13. A "resort" community	29.6%	33.0%	10.9%	26.5%
Q3-14. Opportunities and/or resources for senior citizens	39.7%	34.4%	9.8%	16.2%
Q3-15. Opportunities and/or resources for children under 18	32.4%	22.4%	11.9%	33.2%

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

(N=793)

	Yes	No
Q3-1. Sense of community	85.2%	14.8%
Q3-2. Quality of public education	74.9%	25.1%
Q3-3. Employment opportunities	68.4%	31.6%
Q3-4. Types of housing	86.7%	13.3%
Q3-5. Quality of housing	85.6%	14.4%
Q3-6. Access to quality shopping	67.2%	32.8%
Q3-7. Availability of cultural opportunities	73.8%	26.2%
Q3-8. Availability of recreational opportunities	80.5%	19.5%
Q3-9. Proximity to family or friends	79.0%	21.0%
Q3-10. Proximity to work	76.0%	24.0%
Q3-11. Safety & security	91.3%	8.7%
Q3-12. Quality health care	90.0%	10.0%
Q3-13. A "resort" community	83.5%	16.5%
Q3-14. Opportunities and/or resources for senior citizens	81.8%	18.2%
Q3-15. Opportunities and/or resources for children under 18	63.0%	37.0%

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

(N=793)

	Excellent	Good	Neutral	Below Average	Poor	No Opinion
Q4-1. Overall image of Village	59.1%	35.1%	3.5%	1.4%	0.0%	0.9%
Q4-2. Overall quality of life in Village	55.3%	37.7%	4.9%	0.5%	0.1%	1.4%
Q4-3. Overall feeling of safety in Village	71.3%	25.6%	1.6%	0.1%	0.3%	1.1%
Q4-4. Quality of new development in Village	19.7%	31.8%	25.5%	10.6%	5.8%	6.7%
Q4-5. As a place to live	63.5%	29.5%	4.8%	0.5%	0.4%	1.3%
Q4-6. As a place to raise children	37.2%	23.8%	15.8%	1.6%	0.8%	20.9%
Q4-7. As a place to retire	64.7%	24.7%	4.7%	1.0%	0.0%	4.8%
Q4-8. Overall appearance of Village	60.0%	34.0%	3.7%	1.1%	0.1%	1.0%
Q4-9. Availability of affordable housing	26.8%	39.1%	18.9%	4.2%	1.7%	9.3%

WITHOUT NO OPINION

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

(N=793)

	Excellent	Good	Neutral	Below Average	Poor
Q4-1. Overall image of Village	59.6%	35.4%	3.6%	1.4%	0.0%
Q4-2. Overall quality of life in Village	56.1%	38.2%	5.0%	0.5%	0.1%
Q4-3. Overall feeling of safety in Village	72.1%	25.9%	1.7%	0.1%	0.3%
Q4-4. Quality of new development in Village	21.1%	34.1%	27.3%	11.3%	6.2%
Q4-5. As a place to live	64.3%	29.9%	4.9%	0.5%	0.4%
Q4-6. As a place to raise children	47.0%	30.1%	20.0%	2.0%	1.0%
Q4-7. As a place to retire	68.0%	26.0%	4.9%	1.1%	0.0%
Q4-8. Overall appearance of Village	60.6%	34.4%	3.7%	1.2%	0.1%
Q4-9. Availability of affordable housing	29.6%	43.1%	20.8%	4.6%	1.8%

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=793)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	No Opinion
Q5-1. Walking alone in your neighborhood during the day	83.0%	15.1%	1.0%	0.5%	0.1%	0.3%
Q5-2. Walking alone in your neighborhood after dark	38.1%	36.0%	14.6%	5.8%	0.9%	4.6%
Q5-3. In Village parks & recreation facilities	40.7%	34.9%	12.8%	0.8%	0.1%	10.7%
Q5-4. In business areas of Village during the day	81.6%	15.7%	1.0%	0.3%	0.0%	1.4%
Q5-5. In business areas of Village after dark	38.8%	38.9%	14.7%	1.1%	0.1%	6.4%

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=793)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q5-1. Walking alone in your neighborhood during the day	83.2%	15.1%	1.0%	0.5%	0.1%
Q5-2. Walking alone in your neighborhood after dark	39.9%	37.8%	15.3%	6.1%	0.9%
Q5-3. In Village parks & recreation facilities	45.6%	39.1%	14.3%	0.9%	0.1%
Q5-4. In business areas of Village during the day	82.8%	16.0%	1.0%	0.3%	0.0%
Q5-5. In business areas of Village after dark	41.4%	41.6%	15.7%	1.2%	0.1%

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=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q6-1. Village efforts to prevent crimes	52.8%	36.2%	6.1%	0.5%	0.3%	4.2%
Q6-2. Enforcement of local traffic laws	37.2%	38.6%	11.1%	6.1%	3.5%	3.4%
Q6-3. How quickly police respond to emergencies	43.0%	26.1%	9.5%	0.5%	0.0%	21.0%
Q6-4. Frequency that police officers patrol your neighborhood	29.7%	36.3%	16.8%	5.9%	2.4%	8.9%
Q6-5. Fire prevention & education programs provided by Village	23.8%	23.8%	22.9%	0.9%	0.1%	28.3%
Q6-6. How quickly fire personnel respond to emergencies	39.4%	21.8%	10.1%	0.4%	0.0%	28.3%

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=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6-1. Village efforts to prevent crimes	55.1%	37.7%	6.4%	0.5%	0.3%
Q6-2. Enforcement of local traffic laws	38.5%	40.0%	11.5%	6.3%	3.7%
Q6-3. How quickly police respond to emergencies	54.4%	33.0%	12.0%	0.6%	0.0%
Q6-4. Frequency that police officers patrol your neighborhood	32.6%	39.9%	18.5%	6.4%	2.7%
Q6-5. Fire prevention & education programs provided by Village	33.3%	33.3%	32.0%	1.3%	0.2%
Q6-6. How quickly fire personnel respond to emergencies	55.0%	30.4%	14.1%	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>
Village efforts to prevent crimes	326	41.1 %
Enforcement of local traffic laws	88	11.1 %
How quickly police respond to emergencies	115	14.5 %
Frequency that police officers patrol your neighborhood	109	13.7 %
Fire prevention & education programs provided by Village	37	4.7 %
How quickly fire personnel respond to emergencies	32	4.0 %
None chosen	86	10.8 %
Total	793	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>
Village efforts to prevent crimes	92	11.6 %
Enforcement of local traffic laws	77	9.7 %
How quickly police respond to emergencies	131	16.5 %
Frequency that police officers patrol your neighborhood	132	16.6 %
Fire prevention & education programs provided by Village	79	10.0 %
How quickly fire personnel respond to emergencies	150	18.9 %
None chosen	132	16.6 %
Total	793	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)**

Q7. Sum of Top 2 Choices	Number	Percent
Village efforts to prevent crimes	418	52.7 %
Enforcement of local traffic laws	165	20.8 %
How quickly police respond to emergencies	246	31.0 %
Frequency that police officers patrol your neighborhood	241	30.4 %
Fire prevention & education programs provided by Village	116	14.6 %
How quickly fire personnel respond to emergencies	182	23.0 %
None chosen	86	10.8 %
Total	1454	

Q8. CULTURAL AND RECREATION 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=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q8-1. Number of Village parks	36.7%	41.4%	9.1%	3.7%	0.4%	8.6%
Q8-2. Quality of Village parks	36.0%	43.6%	9.1%	2.3%	0.1%	8.8%
Q8-3. Quality of recreation indoor facilities	13.2%	20.4%	24.7%	10.9%	2.2%	28.6%
Q8-4. Availability of recreation indoor facilities	11.7%	18.4%	24.7%	14.5%	3.4%	27.3%
Q8-5. Availability of Walking/Greenway trails	31.1%	39.3%	12.0%	6.4%	1.0%	10.2%
Q8-6. Condition of Walking/Greenway trails	27.8%	38.2%	16.9%	2.9%	0.8%	13.3%
Q8-7. Quality of outdoor athletic fields & facilities	20.1%	33.0%	17.5%	2.8%	0.1%	26.4%
Q8-8. Availability of outdoor athletic fields & facilities	18.9%	29.1%	19.3%	4.3%	0.8%	27.6%
Q8-9. Availability of information about recreation programs	20.0%	32.9%	22.1%	7.6%	0.9%	16.5%
Q8-10. Quality of youth recreation programs	13.3%	18.4%	23.8%	3.4%	0.3%	40.9%
Q8-11. Quality of adult recreation programs	13.5%	24.0%	25.7%	4.7%	0.5%	31.6%
Q8-12. Range of amenities at parks & recreation facilities	16.4%	29.9%	25.5%	6.5%	0.5%	21.2%
Q8-13. Village sponsored cultural arts events	20.6%	35.3%	21.6%	6.9%	0.6%	14.9%

WITHOUT NO OPINION

Q8. CULTURAL AND RECREATION 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=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8-1. Number of Village parks	40.1%	45.4%	10.0%	4.1%	0.4%
Q8-2. Quality of Village parks	39.5%	47.8%	10.0%	2.5%	0.1%
Q8-3. Quality of recreation indoor facilities	18.5%	28.5%	34.5%	15.3%	3.1%
Q8-4. Availability of recreation indoor facilities	16.1%	25.4%	33.9%	20.0%	4.6%
Q8-5. Availability of Walking/Greenway trails	34.7%	43.7%	13.3%	7.2%	1.1%
Q8-6. Condition of Walking/Greenway trails	32.1%	44.1%	19.5%	3.4%	0.9%
Q8-7. Quality of outdoor athletic fields & facilities	27.3%	44.9%	23.8%	3.9%	0.2%
Q8-8. Availability of outdoor athletic fields & facilities	26.1%	40.3%	26.7%	5.9%	1.1%
Q8-9. Availability of information about recreation programs	24.0%	39.4%	26.4%	9.1%	1.1%
Q8-10. Quality of youth recreation programs	22.5%	31.1%	40.2%	5.7%	0.4%
Q8-11. Quality of adult recreation programs	19.7%	35.1%	37.6%	6.8%	0.8%
Q8-12. Range of amenities at parks & recreation facilities	20.9%	37.9%	32.3%	8.2%	0.7%
Q8-13. Village sponsored cultural arts events	24.3%	41.5%	25.3%	8.1%	0.8%

Q9. Which THREE of the Cultural and Recreation Services items listed in Question 8 do you think should receive the MOST EMPHASIS from Village leaders over the next two years?

Q9. Top choice	Number	Percent
Number of Village parks	29	3.7 %
Quality of Village parks	111	14.0 %
Quality of recreation indoor facilities	42	5.3 %
Availability of recreation indoor facilities	82	10.3 %
Availability of Walking/Greenway trails	99	12.5 %
Condition of Walking/Greenway trails	41	5.2 %
Quality of outdoor athletic fields & facilities	16	2.0 %
Availability of outdoor athletic fields & facilities	13	1.6 %
Availability of information about recreation programs	33	4.2 %
Quality of youth recreation programs	36	4.5 %
Quality of adult recreation programs	32	4.0 %
Range of amenities at parks & recreation facilities	19	2.4 %
Village sponsored cultural arts events	92	11.6 %
None chosen	148	18.7 %
Total	793	100.0 %

Q9. Which THREE of the Cultural and Recreation Services items listed in Question 8 do you think should receive the MOST EMPHASIS from Village leaders over the next two years?

Q9. 2nd choice	Number	Percent
Number of Village parks	20	2.5 %
Quality of Village parks	59	7.4 %
Quality of recreation indoor facilities	50	6.3 %
Availability of recreation indoor facilities	57	7.2 %
Availability of Walking/Greenway trails	67	8.4 %
Condition of Walking/Greenway trails	82	10.3 %
Quality of outdoor athletic fields & facilities	25	3.2 %
Availability of outdoor athletic fields & facilities	25	3.2 %
Availability of information about recreation programs	49	6.2 %
Quality of youth recreation programs	37	4.7 %
Quality of adult recreation programs	65	8.2 %
Range of amenities at parks & recreation facilities	37	4.7 %
Village sponsored cultural arts events	41	5.2 %
None chosen	179	22.6 %
Total	793	100.0 %

Q9. Which THREE of the Cultural and Recreation Services items listed in Question 8 do you think should receive the MOST EMPHASIS from Village leaders over the next two years?

Q9. 3rd choice	Number	Percent
Number of Village parks	19	2.4 %
Quality of Village parks	28	3.5 %
Quality of recreation indoor facilities	26	3.3 %
Availability of recreation indoor facilities	44	5.5 %
Availability of Walking/Greenway trails	28	3.5 %
Condition of Walking/Greenway trails	63	7.9 %
Quality of outdoor athletic fields & facilities	15	1.9 %
Availability of outdoor athletic fields & facilities	21	2.6 %
Availability of information about recreation programs	45	5.7 %
Quality of youth recreation programs	49	6.2 %
Quality of adult recreation programs	58	7.3 %
Range of amenities at parks & recreation facilities	80	10.1 %
Village sponsored cultural arts events	86	10.8 %
None chosen	231	29.1 %
Total	793	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the Cultural and Recreation Services items listed in Question 8 do you think should receive the MOST EMPHASIS from Village leaders over the next two years? (top 3)

Q9. Sum of Top 3 Choices	Number	Percent
Number of Village parks	68	8.6 %
Quality of Village parks	198	25.0 %
Quality of recreation indoor facilities	118	14.9 %
Availability of recreation indoor facilities	183	23.1 %
Availability of Walking/Greenway trails	194	24.5 %
Condition of Walking/Greenway trails	186	23.5 %
Quality of outdoor athletic fields & facilities	56	7.1 %
Availability of outdoor athletic fields & facilities	59	7.4 %
Availability of information about recreation programs	127	16.0 %
Quality of youth recreation programs	122	15.4 %
Quality of adult recreation programs	155	19.5 %
Range of amenities at parks & recreation facilities	136	17.2 %
Village sponsored cultural arts events	219	27.6 %
None chosen	148	18.7 %
Total	1969	

Q10. Which of the following parks and recreation programs and facilities have you used in the Village of Pinehurst during the past year?

Q10. Parks & recreation programs & facilities you have used during past year	Number	Percent
Greenway trails	458	57.8 %
Village sponsored cultural/arts events	426	53.7 %
Cannon Park	340	42.9 %
Arboretum/Timmel Pavilion	318	40.1 %
Rassie Wicker Park	446	56.2 %
Camelot Playground	262	33.0 %
West Pinehurst Park (e.g. disc golf)	46	5.8 %
Total	2296	

Q11. PUBLIC LIBRARY SERVICES. The Village of Pinehurst helps provide public library services through a cooperative agreement with the Given Memorial Library-a private, non-profit organization-providing only 22% of the operational costs of the library. Please indicate whether you or other members of your household used the Given Memorial Library's services.

(N=793)

	Yes	No
Q11-1. Given Memorial Library services	51.1%	48.9%
Q11-2. Library programs provided	23.6%	76.4%
Q11-3. Print collection	25.7%	74.3%
Q11-4. E-book collection	11.9%	88.1%

Q11. If you answer "Yes," please rate your satisfaction on a scale of 1 to 5, where 5 means you are "Very Satisfied" and 1 means you are "Very Dissatisfied" with the service or facility.

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q11-1. Given Memorial Library services	59.4%	30.0%	6.5%	2.3%	1.0%	0.8%
Q11-2. Library programs provided	54.9%	30.2%	8.8%	3.8%	0.5%	1.6%
Q11-3. Print collection	39.8%	39.8%	11.9%	6.0%	0.5%	2.0%
Q11-4. E-book collection	42.2%	25.6%	20.0%	5.6%	2.2%	4.4%

WITHOUT NO OPINION

Q11. If you answer "Yes," please rate your satisfaction on a scale of 1 to 5, where 5 means you are "Very Satisfied" and 1 means you are "Very Dissatisfied" with the service or facility. (without "no opinion")

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Given Memorial Library services	59.9%	30.2%	6.6%	2.3%	1.0%
Q11-2. Library programs provided	55.9%	30.7%	8.9%	3.9%	0.6%
Q11-3. Print collection	40.6%	40.6%	12.2%	6.1%	0.5%
Q11-4. E-book collection	44.2%	26.7%	20.9%	5.8%	2.3%

Q12. CODE ENFORCEMENT. For each of the items listed, please rate your satisfaction with Village efforts to enforce regulations on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q12-1. Enforcing cleanup of litter & debris on private property	18.2%	37.1%	16.4%	12.5%	5.6%	10.1%
Q12-2. Enforcing mowing/cutting of weeds/grass on private property	16.1%	31.0%	19.3%	17.3%	6.8%	9.5%
Q12-3. Enforcing maintenance of residential property (exterior of homes)	15.5%	32.4%	24.6%	12.2%	5.0%	10.4%
Q12-4. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	20.1%	31.6%	21.2%	9.0%	5.4%	12.7%
Q12-5. Enforcing sign regulations	20.7%	37.1%	21.9%	5.4%	2.3%	12.5%
Q12-6. Enforcing solid waste cart regulations	23.5%	36.4%	18.9%	6.4%	4.4%	10.4%

WITHOUT NO OPINION

Q12. CODE ENFORCEMENT. For each of the items listed, please rate your satisfaction with Village efforts to enforce regulations on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12-1. Enforcing cleanup of litter & debris on private property	20.2%	41.3%	18.2%	14.0%	6.3%
Q12-2. Enforcing mowing/cutting of weeds/grass on private property	17.8%	34.2%	21.4%	19.1%	7.5%
Q12-3. Enforcing maintenance of residential property (exterior of homes)	17.3%	36.1%	27.4%	13.6%	5.6%
Q12-4. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	23.0%	36.2%	24.3%	10.3%	6.2%
Q12-5. Enforcing sign regulations	23.7%	42.4%	25.0%	6.2%	2.7%
Q12-6. Enforcing solid waste cart regulations	26.3%	40.6%	21.1%	7.2%	4.9%

Q13. CODE ENFORCEMENT PROGRAM. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

Q13. Amount of effort Village applies to enforce its codes & ordinances	Number	Percent
About right	465	58.6 %
Too much	59	7.4 %
Too little	175	22.1 %
No opinion	94	11.9 %
Total	793	100.0 %

WITHOUT NO OPINION

Q13. CODE ENFORCEMENT PROGRAM. How would you describe the amount of effort the Village applies to enforce its codes and ordinances? (without "no opinion")

Q13. Amount of effort Village applies to enforce its codes & ordinances	Number	Percent
About right	465	66.5 %
Too much	59	8.4 %
Too little	175	25.0 %
Total	699	100.0 %

Q14. 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=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q14-1. Residential trash collection services	66.5%	25.6%	3.1%	2.7%	1.0%	1.1%
Q14-2. Curbside recycling services	64.8%	25.9%	3.9%	2.0%	1.1%	2.2%
Q14-3. Yard waste collection services	58.7%	24.1%	5.4%	3.8%	1.9%	6.1%

WITHOUT NO OPINION

Q14. 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=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14-1. Residential trash collection services	67.3%	25.9%	3.1%	2.7%	1.0%
Q14-2. Curbside recycling services	66.3%	26.4%	4.0%	2.1%	1.2%
Q14-3. Yard waste collection services	62.6%	25.6%	5.7%	4.1%	2.0%

Q15. PUBLIC SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q15-1. Maintenance of main Village street thoroughfares	42.2%	47.1%	6.0%	2.5%	0.5%	1.7%
Q15-2. Maintenance of streets in your neighborhood	26.8%	43.3%	11.6%	11.4%	2.3%	4.6%
Q15-3. Maintenance of street signs/pavement markings	32.3%	46.6%	12.1%	5.7%	0.8%	2.4%
Q15-4. Maintenance/preservation of Downtown	44.6%	41.9%	8.2%	1.7%	0.5%	3.1%
Q15-5. Quality of landscaping in medians & other public areas	47.6%	40.1%	6.6%	3.7%	0.6%	1.4%
Q15-6. Overall cleanliness of streets & other public areas	45.3%	43.9%	6.4%	3.1%	0.5%	0.8%
Q15-7. Adequacy of street lighting	20.1%	28.5%	21.1%	18.1%	9.0%	3.1%
Q15-8. Availability of sidewalks	16.2%	24.6%	19.8%	24.6%	11.6%	3.1%
Q15-9. Condition of sidewalks	19.5%	32.3%	23.3%	6.8%	4.4%	13.7%
Q15-10. Quality of stormwater runoff/management system	17.5%	30.5%	22.8%	11.8%	5.9%	11.6%
Q15-11. Winter weather response on Village streets (snow/ice)	24.7%	40.8%	17.6%	6.8%	2.3%	7.8%

WITHOUT NO OPINION

Q15. PUBLIC SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Maintenance of main Village street thoroughfares	42.9%	47.9%	6.1%	2.6%	0.5%
Q15-2. Maintenance of streets in your neighborhood	28.1%	45.4%	12.2%	11.9%	2.4%
Q15-3. Maintenance of street signs/pavement markings	33.1%	47.8%	12.4%	5.9%	0.8%
Q15-4. Maintenance/preservation of Downtown	46.0%	43.3%	8.4%	1.7%	0.5%
Q15-5. Quality of landscaping in medians & other public areas	48.3%	40.6%	6.7%	3.8%	0.6%
Q15-6. Overall cleanliness of streets & other public areas	45.7%	44.3%	6.4%	3.1%	0.5%
Q15-7. Adequacy of street lighting	20.8%	29.4%	21.8%	18.7%	9.3%
Q15-8. Availability of sidewalks	16.7%	25.4%	20.4%	25.4%	12.0%
Q15-9. Condition of sidewalks	22.6%	37.4%	26.9%	7.9%	5.1%
Q15-10. Quality of stormwater runoff/management system	19.8%	34.4%	25.7%	13.4%	6.7%
Q15-11. Winter weather response on Village streets (snow/ice)	26.8%	44.3%	19.1%	7.3%	2.5%

Q16. Which THREE of the Public Services items listed in Question 15 do you think should receive the MOST EMPHASIS from Village leaders over the next two years?

Q16. Top choice	Number	Percent
Maintenance of main Village street thoroughfares	78	9.8 %
Maintenance of streets in your neighborhood	109	13.7 %
Maintenance of street signs/pavement markings	22	2.8 %
Maintenance/preservation of Downtown	44	5.5 %
Quality of landscaping in medians & other public areas	32	4.0 %
Overall cleanliness of streets & other public areas	22	2.8 %
Adequacy of street lighting	154	19.4 %
Availability of sidewalks	137	17.3 %
Condition of sidewalks	5	0.6 %
Quality of stormwater runoff/management system	63	7.9 %
Winter weather response on Village streets (snow/ice)	50	6.3 %
None chosen	77	9.7 %
Total	793	100.0 %

Q16. Which THREE of the Public Services items listed in Question 15 do you think should receive the MOST EMPHASIS from Village leaders over the next two years?

Q16. 2nd choice	Number	Percent
Maintenance of main Village street thoroughfares	32	4.0 %
Maintenance of streets in your neighborhood	66	8.3 %
Maintenance of street signs/pavement markings	32	4.0 %
Maintenance/preservation of Downtown	50	6.3 %
Quality of landscaping in medians & other public areas	45	5.7 %
Overall cleanliness of streets & other public areas	57	7.2 %
Adequacy of street lighting	113	14.2 %
Availability of sidewalks	149	18.8 %
Condition of sidewalks	31	3.9 %
Quality of stormwater runoff/management system	50	6.3 %
Winter weather response on Village streets (snow/ice)	44	5.5 %
None chosen	124	15.6 %
Total	793	100.0 %

Q16. Which THREE of the Public Services items listed in Question 15 do you think should receive the MOST EMPHASIS from Village leaders over the next two years?

Q16. 3rd choice	Number	Percent
Maintenance of main Village street thoroughfares	33	4.2 %
Maintenance of streets in your neighborhood	67	8.4 %
Maintenance of street signs/pavement markings	34	4.3 %
Maintenance/preservation of Downtown	47	5.9 %
Quality of landscaping in medians & other public areas	39	4.9 %
Overall cleanliness of streets & other public areas	71	9.0 %
Adequacy of street lighting	55	6.9 %
Availability of sidewalks	54	6.8 %
Condition of sidewalks	53	6.7 %
Quality of stormwater runoff/management system	66	8.3 %
Winter weather response on Village streets (snow/ice)	76	9.6 %
None chosen	198	25.0 %
Total	793	100.0 %

SUM OF TOP 3 CHOICES

Q16. Which THREE of the Public Services items listed in Question 15 do you think should receive the MOST EMPHASIS from Village leaders over the next two years? (top 3)

Q16. Sum of Top 3 Choices	Number	Percent
Maintenance of main Village street thoroughfares	143	18.0 %
Maintenance of streets in your neighborhood	242	30.5 %
Maintenance of street signs/pavement markings	88	11.1 %
Maintenance/preservation of Downtown	141	17.8 %
Quality of landscaping in medians & other public areas	116	14.6 %
Overall cleanliness of streets & other public areas	150	18.9 %
Adequacy of street lighting	322	40.6 %
Availability of sidewalks	340	42.9 %
Condition of sidewalks	89	11.2 %
Quality of stormwater runoff/management system	179	22.6 %
Winter weather response on Village streets (snow/ice)	170	21.4 %
None chosen	77	9.7 %
Total	2057	

Q17. Please indicate whether you or other members of your household used any of the following Village services and facilities.

(N=793)

	Yes	No
Q17-1. Fire services	17.0%	83.0%
Q17-2. Police services	32.8%	67.2%
Q17-3. Village Hall reception desk	41.4%	58.6%
Q17-4. The Help Desk on Village website	21.2%	78.8%
Q17-5. Code enforcement	20.6%	79.4%
Q17-6. Recreation program/event registration	26.9%	73.1%
Q17-7. Public Services "request for service"	18.9%	81.1%
Q17-8. Planning & Inspections services	19.5%	80.5%

Q17. If you answer "Yes," please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with the service or facility.

(N=587)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q17-1. Fire services	86.7%	11.1%	0.7%	0.7%	0.0%	0.7%
Q17-2. Police services	71.0%	20.5%	3.9%	3.1%	0.4%	1.2%
Q17-3. Village Hall reception desk	69.8%	24.7%	3.7%	0.0%	0.0%	1.9%
Q17-4. The Help Desk on Village website	52.1%	29.7%	10.3%	4.8%	1.2%	1.8%
Q17-5. Code enforcement	30.9%	24.1%	13.0%	19.8%	11.1%	1.2%
Q17-6. Recreation program/event registration	50.9%	37.7%	7.5%	2.4%	0.0%	1.4%
Q17-7. Public Services "request for service"	46.9%	30.6%	11.6%	4.8%	4.1%	2.0%
Q17-8. Planning & Inspections services	46.1%	37.0%	8.4%	2.6%	3.9%	1.9%

WITHOUT NO OPINION

Q17. If you answer "Yes," please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with the service or facility. (without "no opinion")

(N=587)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17-1. Fire services	87.3%	11.2%	0.7%	0.7%	0.0%
Q17-2. Police services	71.9%	20.7%	3.9%	3.1%	0.4%
Q17-3. Village Hall reception desk	71.1%	25.2%	3.8%	0.0%	0.0%
Q17-4. The Help Desk on Village website	53.1%	30.2%	10.5%	4.9%	1.2%
Q17-5. Code enforcement	31.3%	24.4%	13.1%	20.0%	11.3%
Q17-6. Recreation program/event registration	51.7%	38.3%	7.7%	2.4%	0.0%
Q17-7. Public Services "request for service"	47.9%	31.3%	11.8%	4.9%	4.2%
Q17-8. Planning & Inspections services	47.0%	37.7%	8.6%	2.6%	4.0%

Q18. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q18-1. Quality of information about Village programs/services	26.6%	47.9%	16.5%	3.7%	0.9%	4.4%
Q18-2. Village efforts to keep you informed about local issues	24.3%	43.2%	19.6%	8.5%	1.0%	3.3%
Q18-3. Opportunities to participate in local government (advisory boards, volunteering)	17.7%	31.6%	27.4%	4.8%	1.6%	16.9%
Q18-4. Village social media	16.5%	28.2%	27.3%	3.3%	0.7%	24.1%
Q18-5. Village website	19.7%	37.7%	23.7%	3.7%	0.9%	14.2%
Q18-6. Village newsletter	29.3%	46.5%	14.6%	3.0%	0.4%	6.3%
Q18-7. Village e-News updates	18.2%	25.9%	26.3%	3.6%	0.8%	25.2%
Q18-8. Open Village Hall community forum	13.2%	24.7%	26.3%	4.3%	1.0%	30.5%
Q18-9. Community's progress toward meeting its strategic vision & mission	12.1%	26.0%	27.6%	6.5%	2.2%	25.6%

WITHOUT NO OPINION

Q18. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18-1. Quality of information about Village programs/services	27.9%	50.1%	17.2%	3.9%	0.9%
Q18-2. Village efforts to keep you informed about local issues	25.2%	44.7%	20.2%	8.8%	1.1%
Q18-3. Opportunities to participate in local government (advisory boards, volunteering)	21.3%	38.0%	33.0%	5.8%	1.9%
Q18-4. Village social media	21.7%	37.2%	36.0%	4.3%	0.9%
Q18-5. Village website	23.0%	43.9%	27.7%	4.4%	1.1%
Q18-6. Village newsletter	31.2%	49.7%	15.5%	3.2%	0.4%
Q18-7. Village e-News updates	24.3%	34.6%	35.1%	4.9%	1.0%
Q18-8. Open Village Hall community forum	19.0%	35.5%	37.8%	6.2%	1.5%
Q18-9. Community's progress toward meeting its strategic vision & mission	16.3%	35.0%	37.1%	8.7%	3.0%

Q19. Which of the following do you use to get information about the Village of Pinehurst?

Q19. What do you use to get information about

Village of Pinehurst	Number	Percent
Village employees	147	18.5 %
Village Newsletter	640	80.7 %
Village website (www.vopnc.org)	430	54.2 %
Village e-News	134	16.9 %
Village mobile app	76	9.6 %
Village social media (Facebook, Twitter, etc.)	129	16.3 %
The Pilot newspaper	616	77.7 %
The Fayetteville Observer newspaper	106	13.4 %
The Aberdeen Times website	93	11.7 %
Time Warner TV-14	161	20.3 %
Total	2532	

Q20. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

Q20. How often do you read the Village

Newsletter	Number	Percent
All the time	624	78.7 %
Sometimes	97	12.2 %
Seldom	21	2.6 %
Never	19	2.4 %
Don't Know	32	4.0 %
Total	793	100.0 %

Q21. CUSTOMER SERVICE. Have you contacted the Village during the past year?

Q21. Have you contacted the Village during past

year	Number	Percent
Yes	374	47.2 %
No	419	52.8 %
Total	793	100.0 %

Q21a. (If YES to Question 21) Using a 5-point scale, where 5 means "Always" and 1 means "Never," please indicate your experience with Village employees (not elected officials) on the following behaviors:

(N=374)

	Always	Usually	Sometimes	Seldom	Never	No opinion
Q21a-1. Village staff was responsive to my needs	69.6%	18.8%	5.6%	3.0%	1.6%	1.3%
Q21a-2. The Village staff was competent & professional	72.5%	19.1%	4.0%	0.8%	1.3%	2.2%
Q21a-3. Village staff was courteous	78.9%	15.9%	2.7%	0.0%	0.8%	1.6%
Q21a-4. My issue was resolved promptly	57.5%	18.5%	7.8%	5.6%	5.6%	4.8%

WITHOUT NO OPINION

Q21a. (If YES to Question 21) Using a 5-point scale, where 5 means "Always" and 1 means "Never," please indicate your experience with Village employees (not elected officials) on the following behaviors: (without "no opinion")

(N=374)

	Always	Usually	Sometimes	Seldom	Never
Q21a-1. Village staff was responsive to my needs	70.6%	19.1%	5.7%	3.0%	1.6%
Q21a-2. The Village staff was competent & professional	74.1%	19.6%	4.1%	0.8%	1.4%
Q21a-3. Village staff was courteous	80.2%	16.2%	2.7%	0.0%	0.8%
Q21a-4. My issue was resolved promptly	60.5%	19.5%	8.2%	5.9%	5.9%

Q22. CAPITAL IMPROVEMENTS. Of these capital improvements, which would you select as the most important?

<u>Q22. Most important Capital Improvements</u>	<u>Number</u>	<u>Percent</u>
Sidewalk construction in neighborhoods	353	44.5 %
Greenway trails (walking paths)	219	27.6 %
Bicycle lanes & paths	219	27.6 %
Street lighting in neighborhoods	342	43.1 %
Stormwater (drainage) improvements	220	27.7 %
Street resurfacing	301	38.0 %
Additional parks & open spaces	97	12.2 %
Additional athletic fields	34	4.3 %
Community Center for recreation & cultural programs	168	21.2 %
<u>Expansion of Village Center/Redevelopment of Village Place</u>	<u>83</u>	<u>10.5 %</u>
Total	2036	

Q23. 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%). 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?

Q23. Your level of satisfaction with the value you receive for the portion of your property taxes

	Number	Percent
Very Satisfied	179	22.6 %
Satisfied	337	42.5 %
Neutral	145	18.3 %
Dissatisfied	49	6.2 %
Very Dissatisfied	15	1.9 %
Don't Know	68	8.6 %
Total	793	100.0 %

WITHOUT DON'T KNOW

Q23. 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%). 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? (without "no opinion")

Q23. Your level of satisfaction with the value you receive for the portion of your property taxes

	Number	Percent
Very Satisfied	179	24.7 %
Satisfied	337	46.5 %
Neutral	145	20.0 %
Dissatisfied	49	6.8 %
Very Dissatisfied	15	2.1 %
Total	725	100.0 %

Q24. VILLAGE LEADERSHIP. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Q24-1. Overall quality of leadership provided by Village's elected officials	19.3%	41.2%	17.1%	9.9%	2.6%	10.0%
Q24-2. Overall effectiveness of appointed boards & commissions	13.8%	40.5%	24.1%	6.2%	1.5%	13.9%
Q24-3. Overall effectiveness of Village Manager & appointed staff	22.1%	44.0%	15.2%	4.1%	1.5%	13.0%

WITHOUT NO OPINION

Q24. VILLAGE LEADERSHIP. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=793)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q24-1. Overall quality of leadership provided by Village's elected officials	21.4%	45.8%	19.0%	11.0%	2.9%
Q24-2. Overall effectiveness of appointed boards & commissions	16.0%	47.1%	28.0%	7.2%	1.8%
Q24-3. Overall effectiveness of Village Manager & appointed staff	25.4%	50.6%	17.5%	4.7%	1.8%

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

Q25. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	719	90.7 %
No	49	6.2 %
No opinion	25	3.2 %
Total	793	100.0 %

WITHOUT NO OPINION

Q25. Would you recommend Pinehurst to others as a place to live? (without "no opinion")

Q25. Would you recommend Pinehurst to others as a place to live	Number	Percent
Yes	719	93.6 %
No	49	6.4 %
Total	768	100.0 %

Q26. Approximately how many years have you lived in the Village of Pinehurst?

Q26. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	200	25.2 %
5-10 years	173	21.8 %
11-20 years	281	35.4 %
20+ years	134	16.9 %
Not provided	5	0.6 %
Total	793	100.0 %

Q27. Do you have school age children (grades K-12) living at home?

Q27. Do you have school age children (grades K-12) living at home	Number	Percent
Yes	135	17.0 %
No	652	82.2 %
Not provided	6	0.8 %
Total	793	100.0 %

Q27a. (If YES to Question 27) For your school age children, what grade level are they?

Q27a. What grade level are they	Number	Percent
K-5	83	61.5 %
6-8	44	32.6 %
High school	47	34.8 %
Total	174	

Q28. Which of the following best describes your current employment status?

<u>Q28. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside the home	291	36.7 %
Employed in the home/have a home-based business	46	5.8 %
Student	4	0.5 %
Retired	424	53.5 %
Not currently employed	27	3.4 %
<u>Not provided</u>	<u>1</u>	<u>0.1 %</u>
Total	793	100.0 %

Q28-1. (If "Employed outside the home") What is the zip code where you work?

Q28-1. What is the zip code where you work	Number	Percent
27157	1	0.4 %
27209	1	0.4 %
27306	1	0.4 %
27330	4	1.6 %
27371	1	0.4 %
27376	10	4.1 %
27607	1	0.4 %
28307	10	4.1 %
28308	4	1.6 %
28310	20	8.2 %
28314	1	0.4 %
28315	17	7.0 %
28327	7	2.9 %
28345	1	0.4 %
28347	1	0.4 %
28348	1	0.4 %
28352	4	1.6 %
28364	1	0.4 %
28371	1	0.4 %
28372	2	0.8 %
28374	101	41.6 %
28376	1	0.4 %
28378	1	0.4 %
28379	3	1.2 %
28381	1	0.4 %
28387	32	13.2 %
28388	3	1.2 %
28390	1	0.4 %
28394	1	0.4 %
28601	1	0.4 %
28610	1	0.4 %
28774	1	0.4 %
29341	1	0.4 %
29512	1	0.4 %
47374	1	0.4 %
58103	1	0.4 %
77024	1	0.4 %
80622	1	0.4 %
94080	1	0.4 %
Total	243	100.0 %

Q29. Which of the following best describe your age?

Q29. Your age	Number	Percent
Under 35 years	56	7.1 %
35-44 years	93	11.7 %
45-54 years	93	11.7 %
55-64 years	161	20.3 %
65+ years	389	49.1 %
Not provided	1	0.1 %
Total	793	100.0 %

Q30. Which of the following best describes your race?

Q30. Your race	Number	Percent
Asian	8	1.0 %
White	731	92.2 %
American Indian/Alaskan Native	5	0.6 %
Black/African American	9	1.1 %
Two or more races	11	1.4 %
Hispanic	12	1.5 %
Other	2	0.3 %
Total	778	

Q31. Which of the following best describes where you live?

Q31. Where do you live	Number	Percent
Pinehurst #6	170	21.4 %
Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst	33	4.2 %
Pinehurst #7/Lawn & Tennis/CCNC	40	5.0 %
Morganton/Monticello	57	7.2 %
Lake Pinehurst/Burning Tree/St. Andrews	192	24.2 %
Pinewild	93	11.7 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	82	10.3 %
Village Acres	116	14.6 %
Not provided	10	1.3 %
Total	793	100.0 %

Q32. What is your gender?

Q32. Your gender	Number	Percent
Male	399	50.3 %
Female	389	49.1 %
Not provided	5	0.6 %
Total	793	100.0 %

Section 6

Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

Dear Village of Pinehurst Resident,

The Village of Pinehurst is requesting your help. You have been chosen to participate in a survey designed to gather resident opinions and feedback regarding Village services and programs. The information requested in this survey will be used to help improve our services and determine the future needs of Pinehurst's citizens.

We greatly appreciate your participation. Please take a few minutes to complete and return the survey. We estimate it should take approximately 15-20 minutes to answer all the questions, and your individual responses to the questions will remain confidential. The address information on the survey identifies responses from broad geographic areas and helps us know where we might improve our service delivery.

Please return your completed survey in the next few days using the postage paid envelope provided.

You may also take the survey online by visiting www.2016PinehurstCommunitySurvey.com.

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

If you have any questions about the survey, please contact me at 295-1900, ext. 1101. Thank you for helping guide the direction of our community by completing and returning the enclosed 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



2016 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.** Major categories of services provided by the Village of Pinehurst are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Village Services:	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. Village 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 of 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in Pinehurst.

Indicators:	Very Important	Somewhat Important	Not sure	Un-Important	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. Employment opportunities	4	3	2	1	Yes	No
04. Types of housing	4	3	2	1	Yes	No
05. Quality of housing	4	3	2	1	Yes	No
06. Access to quality shopping	4	3	2	1	Yes	No
07. Availability of cultural opportunities	4	3	2	1	Yes	No
08. Availability of 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. A "resort" community	4	3	2	1	Yes	No
14. Opportunities and/or resources for senior citizens	4	3	2	1	Yes	No
15. Opportunities and/or resources for children under 18	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 your satisfaction with each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

How would you rate the Village of Pinehurst:	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:

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1. Village 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. 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."

How Satisfied are you with:		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

9. Which THREE of the Cultural and Recreation Services items listed in Question 8 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 8.]

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

10. 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) Rassie Wicker Park |
| ____(2) Village sponsored cultural/arts events | ____(6) Camelot Playground |
| ____(3) Cannon Park | ____(7) West Pinehurst Park (e.g. disc golf) |
| ____(4) Arboretum/Timmel Pavilion | |

11. PUBLIC LIBRARY SERVICES. The Village of Pinehurst helps provide public library services through a cooperative agreement with the Given Memorial Library—a private, non-profit organization—providing only 22% of the operational costs of the library. Please indicate whether you or other members of your household used the Given Memorial Library's services by circling either "Yes" or "No" below. If you answer "Yes," please rate your satisfaction on a scale of 1 to 5, where 5 means you are "Very Satisfied" and 1 means you are "Very Dissatisfied" with the service or facility.

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.	Library programs	Yes No	5	4	3	2	1	9
3.	Print collection	Yes No	5	4	3	2	1	9
4.	E-book collection	Yes No	5	4	3	2	1	9

12. CODE ENFORCEMENT. For each of the items listed, please rate your satisfaction with Village efforts to enforce regulations on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:		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 the maintenance of residential property (<i>exterior of homes</i>)	5	4	3	2	1	9
4.	Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	5	4	3	2	1	9
5.	Enforcing sign regulations	5	4	3	2	1	9
6.	Enforcing solid waste cart regulations	5	4	3	2	1	9

13. CODE ENFORCEMENT PROGRAM. 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

14. 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."

How Satisfied are you with:		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

15. PUBLIC SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:		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 sidewalks	5	4	3	2	1	9
09.	Condition of sidewalks	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 (<i>snow/ice</i>)	5	4	3	2	1	9

16. Which THREE of the Public Services items listed in Question 15 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 list in Question 15.]

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

17. Please indicate whether you or other members of your household used any of the following Village services and facilities by circling "Yes" or "No" below. If you answer "Yes," please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with the service or facility.

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 Help Desk on the Village website	Yes	No	5	4	3	2	1	9
5.	Code enforcement	Yes	No	5	4	3	2	1	9
6.	Recreation program/event registration	Yes	No	5	4	3	2	1	9
7.	Public Services "request for service"	Yes	No	5	4	3	2	1	9
8.	Planning and Inspections services	Yes	No	5	4	3	2	1	9

18. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:	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	5	4	3	2	1	9
6. Village Newsletter	5	4	3	2	1	9
7. 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

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

- | | |
|--|--|
| <input type="checkbox"/> (01) Village employees | <input type="checkbox"/> (06) Village social media (Facebook, Twitter, etc.) |
| <input type="checkbox"/> (02) Village Newsletter | <input type="checkbox"/> (07) The Pilot newspaper |
| <input type="checkbox"/> (03) Village website (www.vopnc.org) | <input type="checkbox"/> (08) The Fayetteville Observer newspaper |
| <input type="checkbox"/> (04) Village e-News | <input type="checkbox"/> (09) The Aberdeen Times website |
| <input type="checkbox"/> (05) Village mobile app | <input type="checkbox"/> (10) Time Warner TV-14 |

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

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

21. CUSTOMER SERVICE. Have you contacted the Village during the past year?

___(1) Yes [Answer Question 21-2.] ___(2) No [Skip to Question 22.]

21-2. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please indicate 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.	The Village staff was competent and professional	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

22. CAPITAL IMPROVEMENTS. Of these capital improvements, which would you select as the most important? [Check up to 3.]

- | | |
|--|--|
| ___(01) Sidewalk construction in neighborhoods | ___(06) Street resurfacing |
| ___(02) Greenway trails (walking paths) | ___(07) Additional parks and open spaces |
| ___(03) Bicycle lanes and paths | ___(08) Additional athletic fields |
| ___(04) Street lighting in neighborhoods | ___(09) Community Center for recreation and cultural programs |
| ___(05) Stormwater (drainage) improvements | ___(10) Expansion of Village Center/Redevelopment of Village Place |

23. 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%). 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?

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

24. VILLAGE LEADERSHIP. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:		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

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

DEMOGRAPHICS

26. 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) More than 20 years

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

- ___(1) Yes [Answer Question 27-2.] ___(2) No

27-2. For your school age children, what grade level are they? [Check all that apply.]

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

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

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

29. Which of the following best describe 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

30. Which of the following best describes your race?

- (1) Asian (5) Black/African American
- (2) White (6) Two or more races
- (3) American Indian/Alaskan Native (7) Hispanic
- (4) Native Hawaiian/Pacific Islander (8) Other: _____

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

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

32. 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 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.