

2012 Community Survey

FINAL 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

October, 2012

Contents

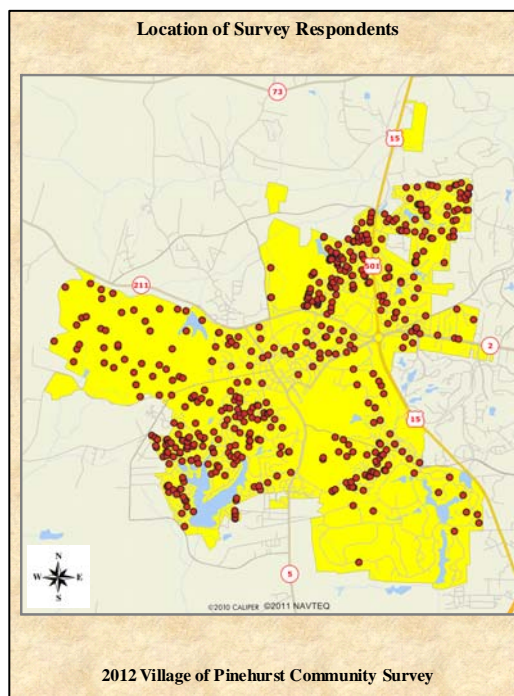
Executive Summary.....	i
Charts and Graphs	Section 1
GIS Mapping	Section 2
Importance-Satisfaction Analysis.....	Section 3
Benchmarks	Section 4
Tabular Data and Survey Instrument.....	Section 5



Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Village of Pinehurst during August and September of 2012. This is the first time that the survey was administered for the Village. The survey was administered as part of an effort to assess citizen satisfaction with the quality of Village services. The information gathered from the survey will help the Village establish budget priorities and refine policy decisions.

Methodology. A seven-page survey was mailed to a random sample of 1,800 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 that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 30 completed the survey by phone and 482 returned it by mail for a total of 512 completed surveys. The results for the random sample of 512 households have a 95% level of confidence with a precision of at least +/-4.3%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). 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 to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the Village of Pinehurst from other communities in the *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs for each question on the survey
- GIS maps that show the results of selected questions as maps of the Village
- benchmarking data that shows how the results for the Village of Pinehurst compare to other communities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Major Findings

- **Most of the residents surveyed were satisfied with Village services.** Ninety-two percent (92%) 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, 86% were satisfied with solid waste services, and 85% were satisfied with the overall quality of police services.
- **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, and (3) street and right-of-way maintenance.
- **Perceptions of the City.** Most (96%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the overall feeling of safety in the Village; 93% were satisfied with the overall appearance of the Village, and 93% were satisfied with the Village of Pinehurst as a place to live.
- **Public Safety.** Ninety-two percent (92%) 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, 84% were satisfied with how quickly police respond to emergencies, and 83% were satisfied with how quickly fire personnel respond to emergencies. Residents were least satisfied with the frequency that police officers patrol their neighborhood (62%). **A new high benchmark was set by the Village of Pinehurst at 92%, for its' effort to prevent crime.**

- **Cultural and Recreation Services** Eighty percent (80%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the number of Village parks, 78% were satisfied with greenway trails, and 75% were satisfied with the quality of outdoor athletic fields and facilities. The three issues that residents would like emphasized most over the next two years were greenway trails, the Village sponsored cultural arts events, and the quality of parks and recreation indoor facilities.
- **Community Development** Sixty-eight percent (68%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of single family residential development, 66% were satisfied with the enforcing of sign regulations, and 62% were satisfied with parking-prohibiting oversized vehicles in residential neighborhoods.
- **Public Works 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 maintenance of main Village street thoroughfares, 87% were satisfied with the maintenance and preservation of downtown, and 86% were satisfied with the cleanliness of streets and other public areas. **A new high benchmark was set by the Village of Pinehurst at 88%, for the maintenance of major streets in the Village.**
- **Solid Waste Services.** Ninety-two percent (92%) 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 79% were satisfied with yard waste collection services. **A new high benchmark was set by the Village of Pinehurst at 92%, for curbside recycling in the Village.**
- **Communications and Outreach.** Seventy-six percent (76%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the Village Newsletter, 70% were satisfied with the Village web site, and 68% were satisfied with the availability of information about Village programs and services.

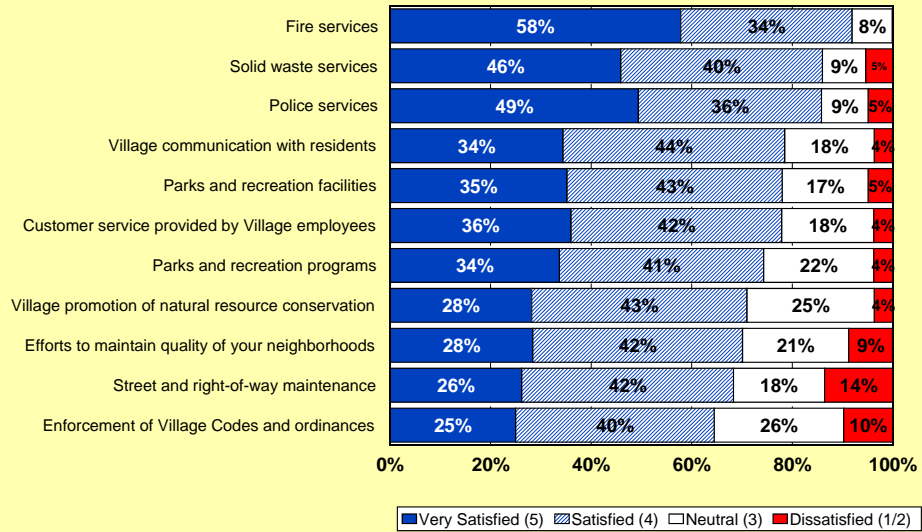
Other Findings.

- The Pilot Newspaper (82%) and the Village Newsletter (73%) were the sources most consulted for information about the Village. The Village Newsletter was read all the time by 74% of those surveyed. Seventy-nine percent (79%) would be willing to receive the newsletter electronically.
- Sixty-six percent (66%) of those surveyed were satisfied with the value received for the portion of their property taxes that fund the Village's operating budget.
- Ninety-three percent (93%) of those surveyed would recommend Pinehurst as a place to live.

Section 1:
Charts and Graphs

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

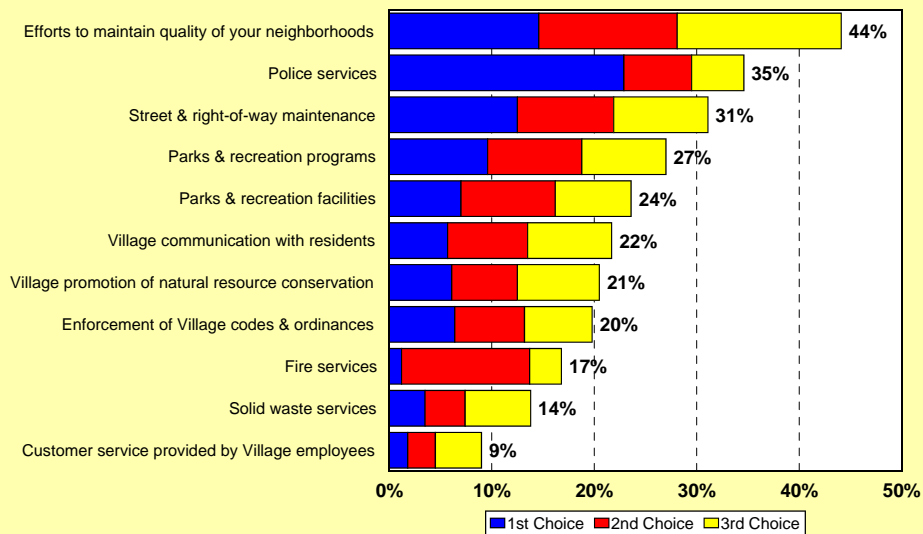
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

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

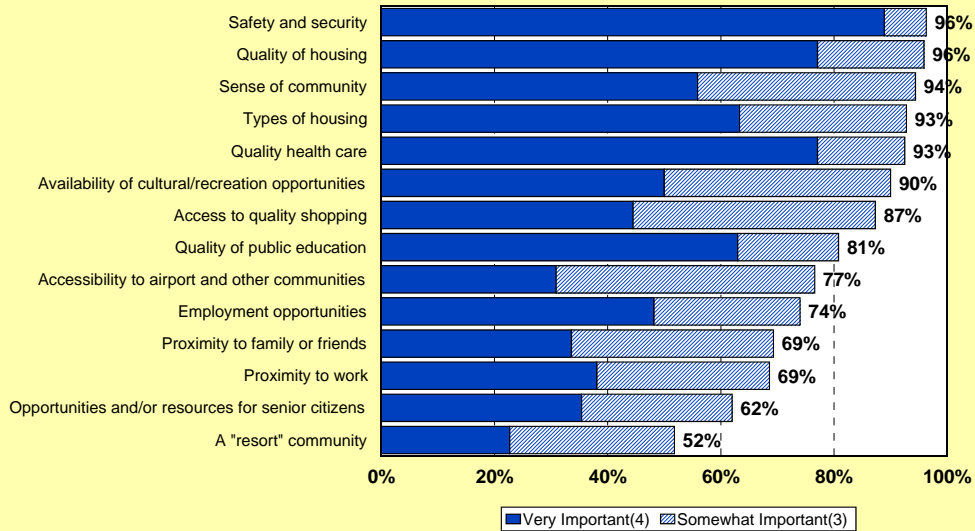
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q3. Importance of each reason indicated below in your decision to live where you live?

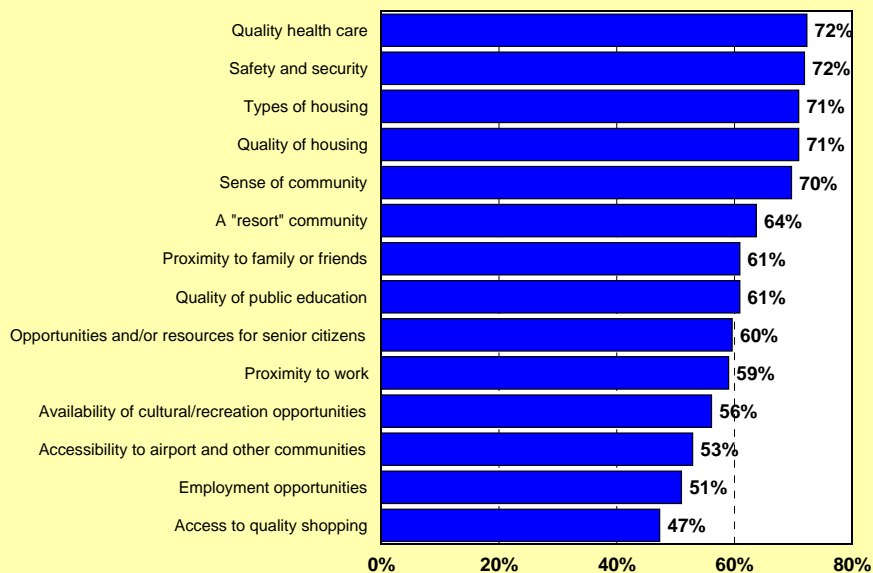
respondents who rated the item as a 1 to 4 on where 4 is very important and 1 is unimportant



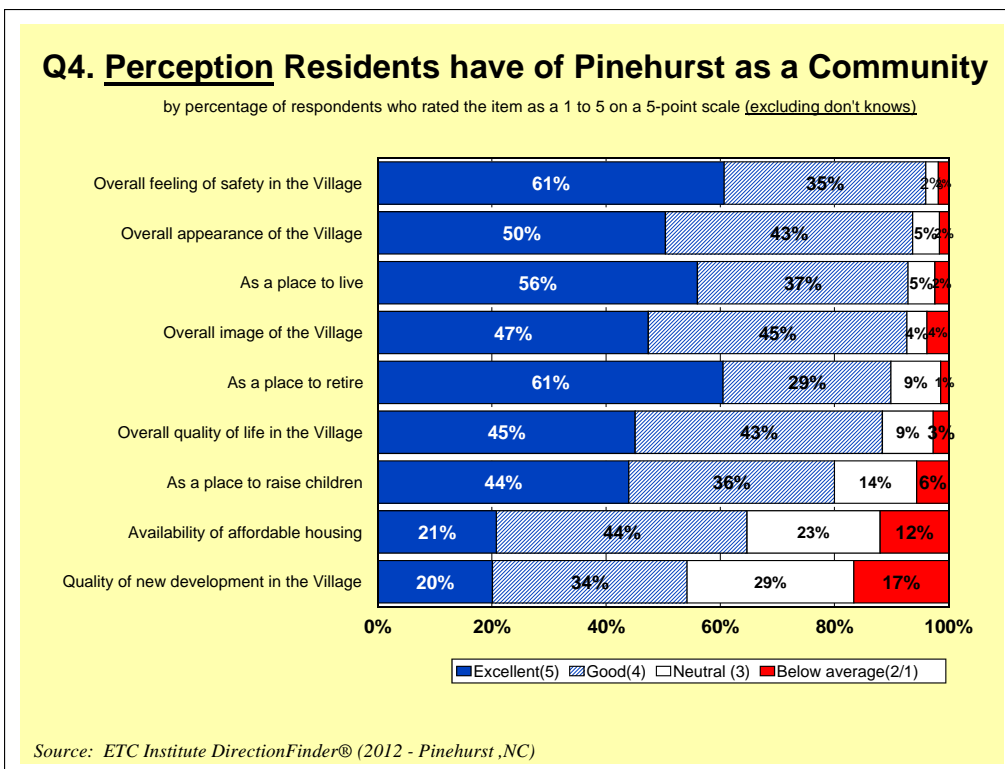
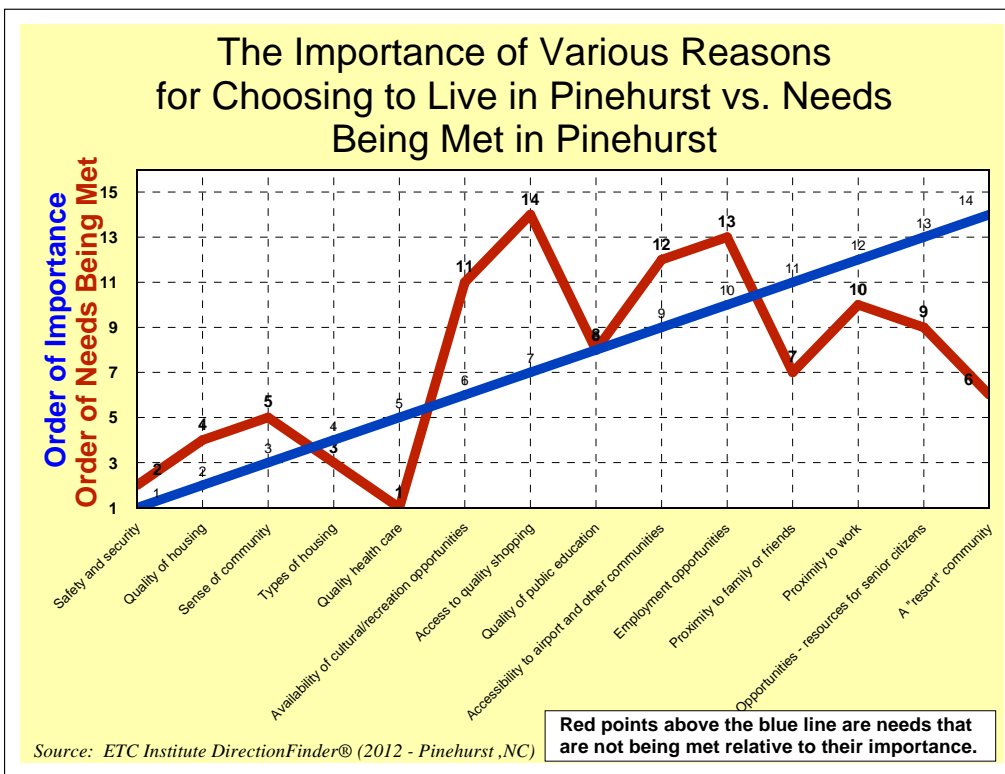
Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q3a. Are your needs being met in Pinehurst?

by percentage of respondents who answered "yes"

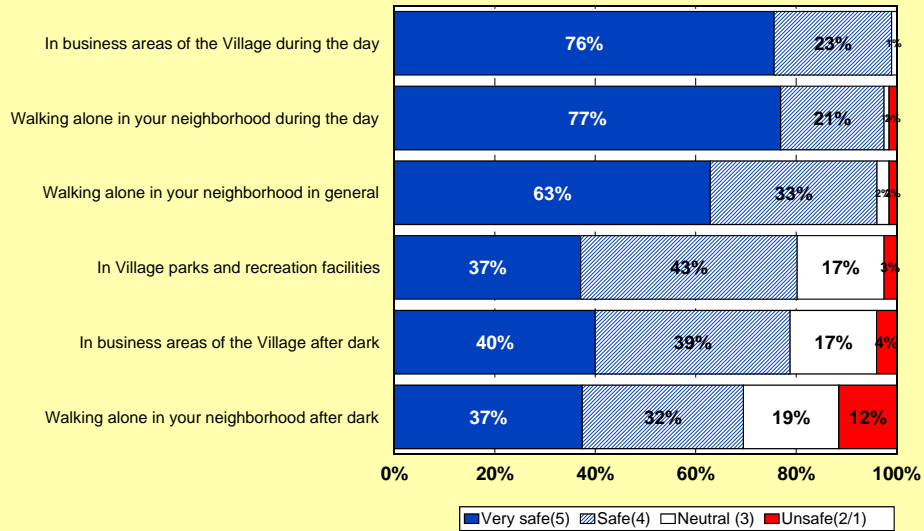


Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)



Q5. How safe you Feel in Pinehurst

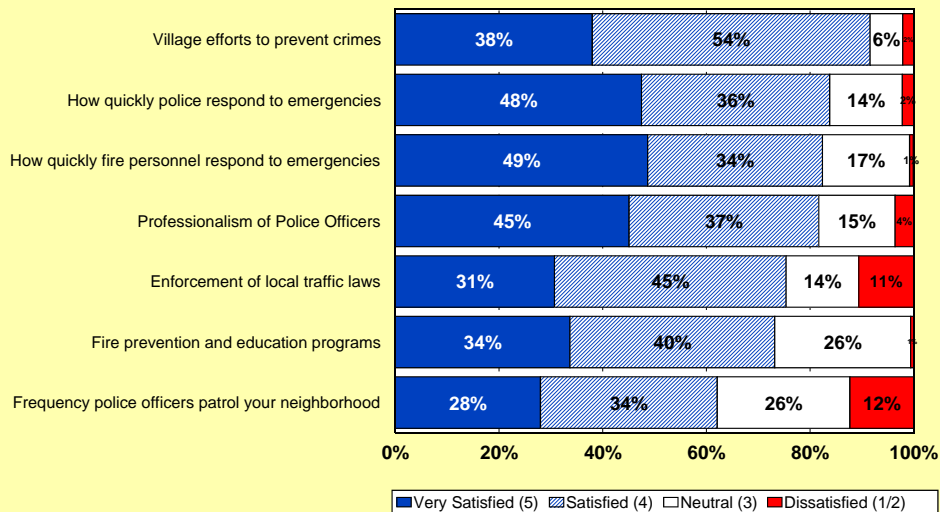
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q6. Satisfaction with Various Aspects of Public Safety

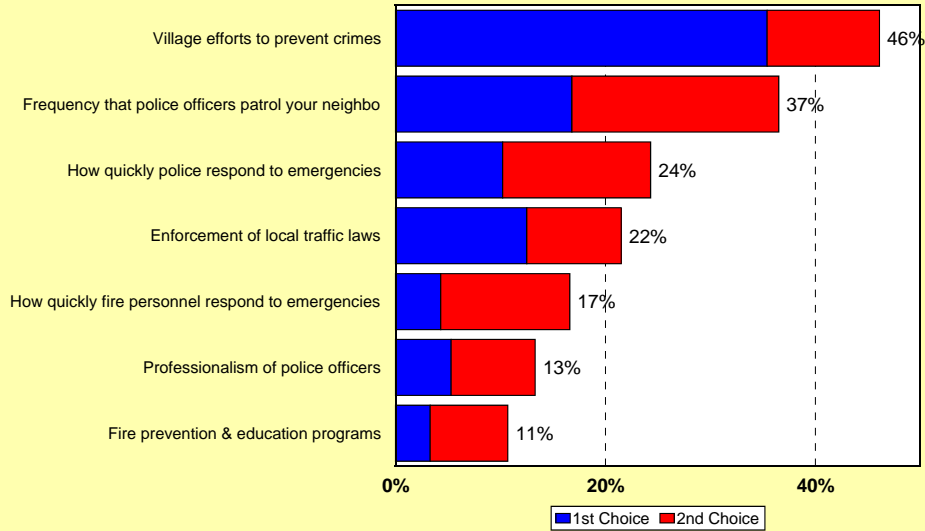
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q7. Public Safety items should receive the most emphasis from Village leaders over the next TWO Years

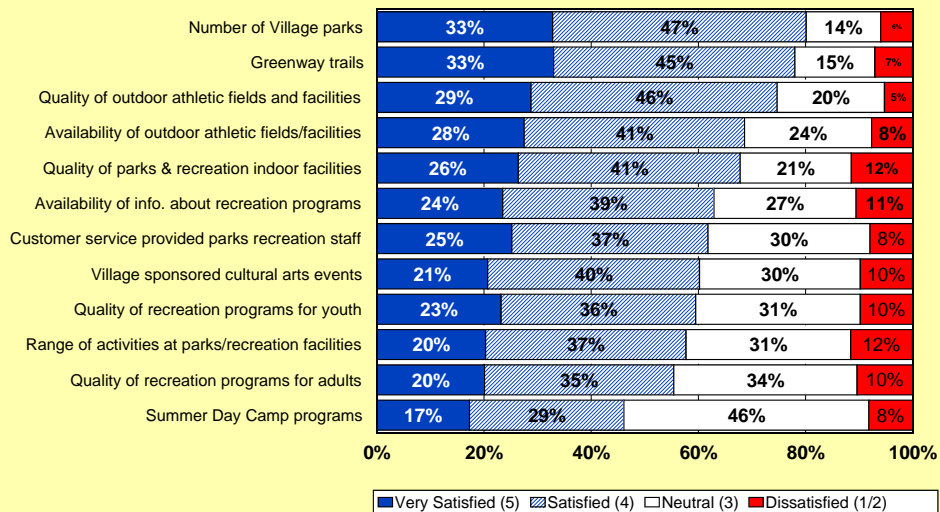
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q8. Satisfaction with Various Aspects of Cultural and Recreation Services

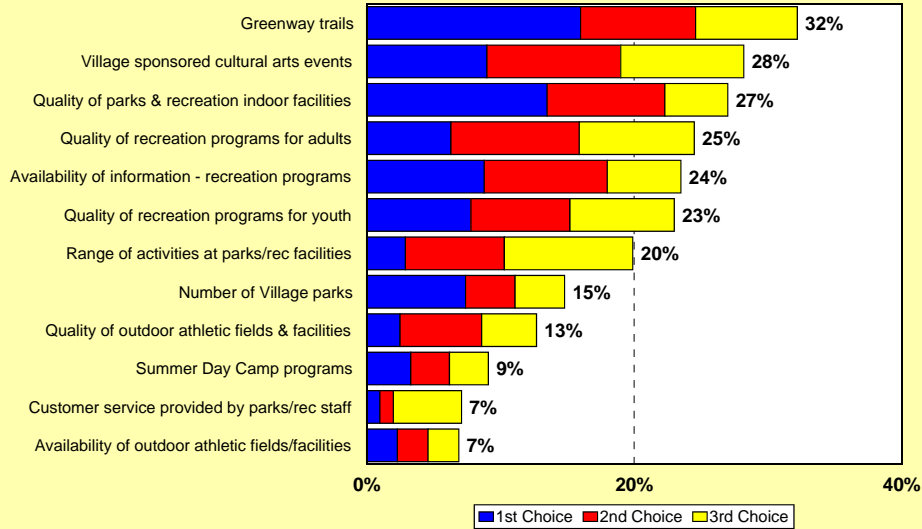
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q9. Cultural and Recreation Services that should receive the most emphasis from Village leaders over the next TWO Years

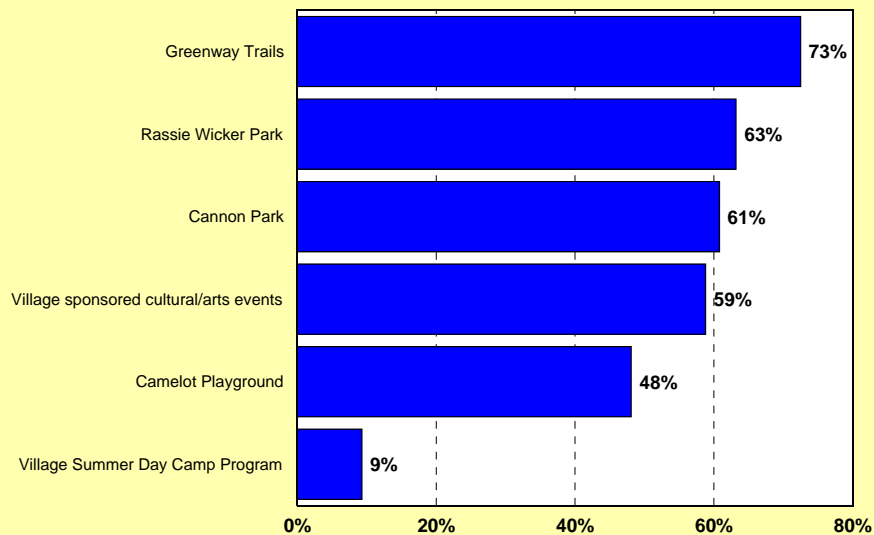
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

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

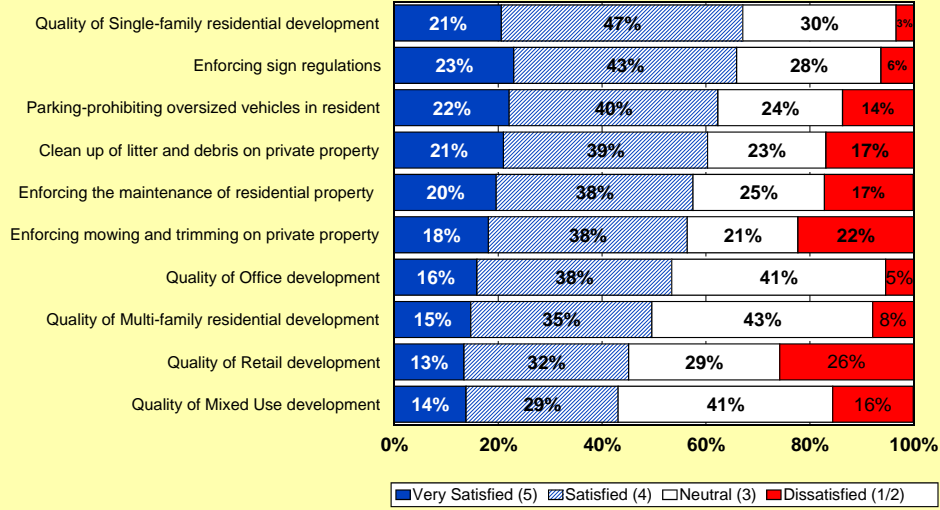
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q11. Satisfaction with Various Aspects of COMMUNITY DEVELOPMENT

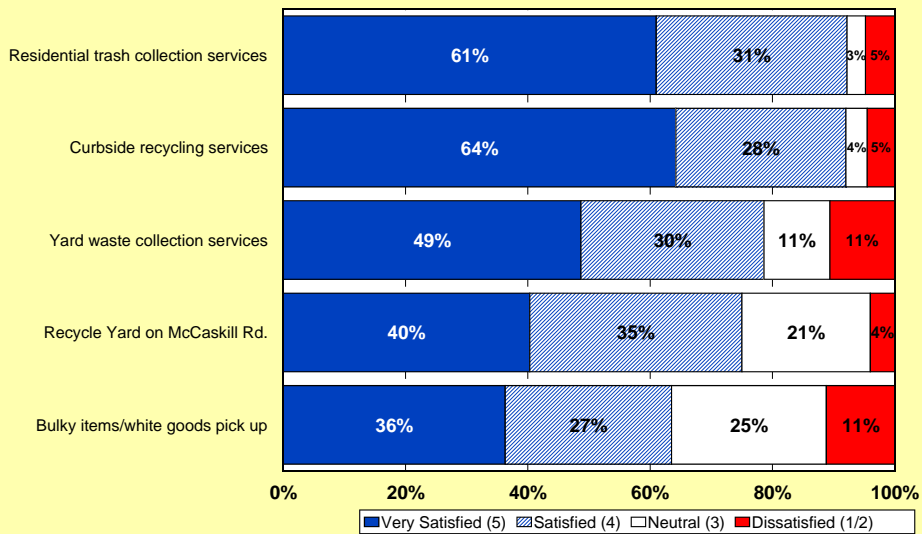
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q12. Satisfaction with Solid Waste Services

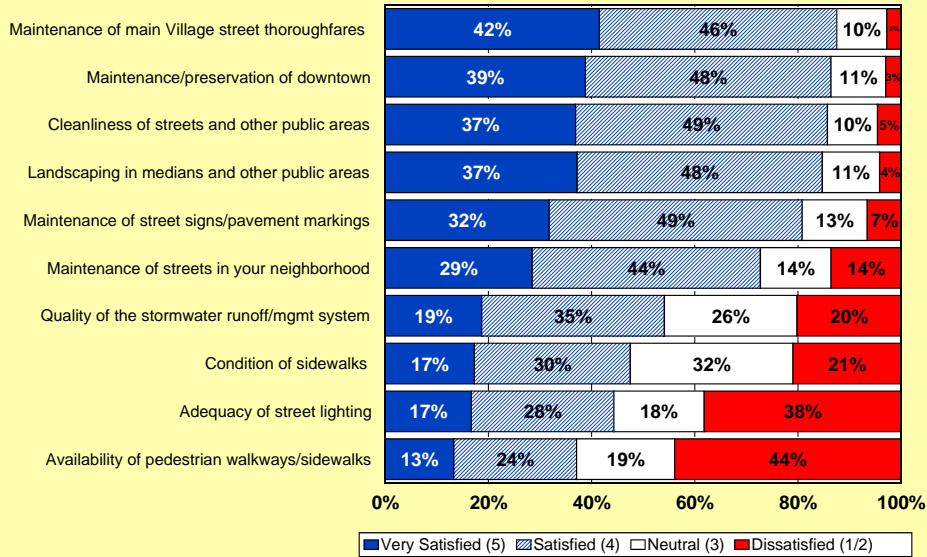
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q13. Satisfaction with Various Aspects of Public Works Services

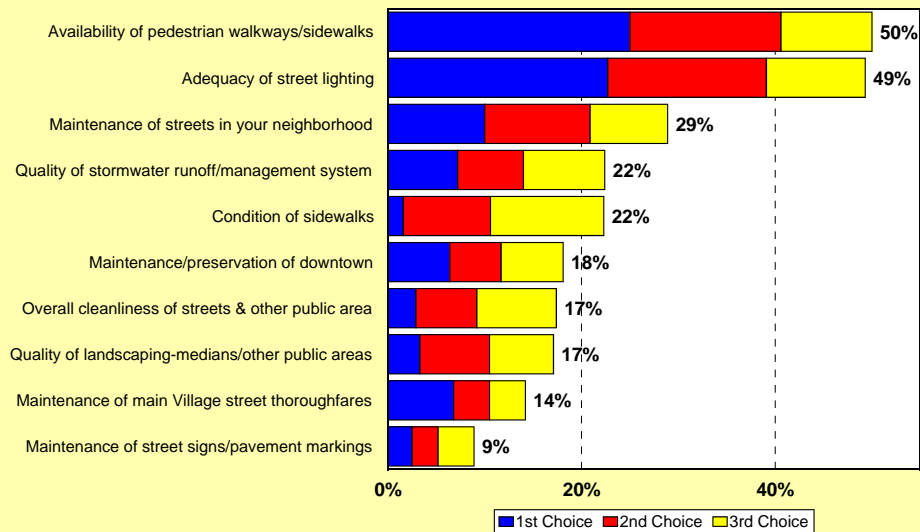
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q14. Which THREE of the Public Works items should receive the most emphasis from Village leaders over the next TWO Years?

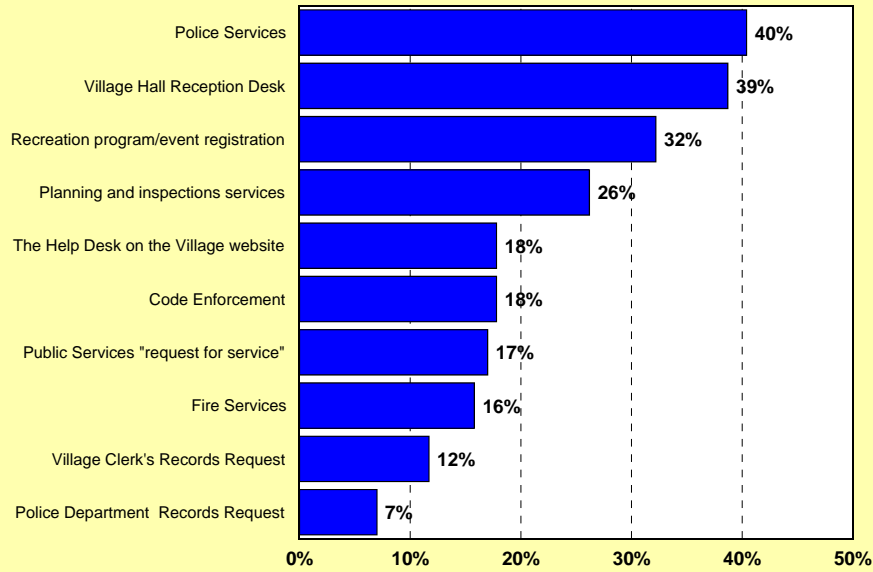
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q15. Do you or other members of your household use Village services and facilities?

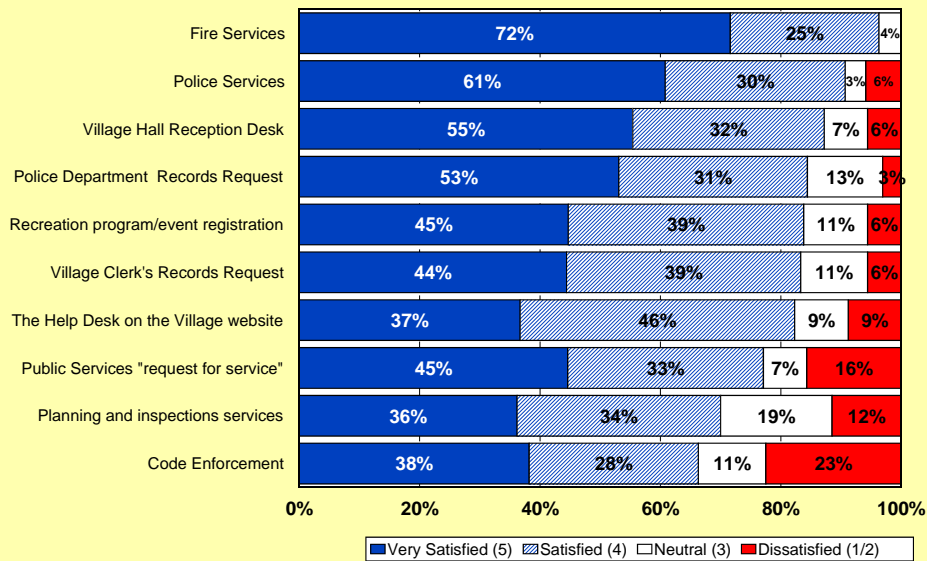
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q15a. Please rate your satisfaction for the services you or your household member have used?

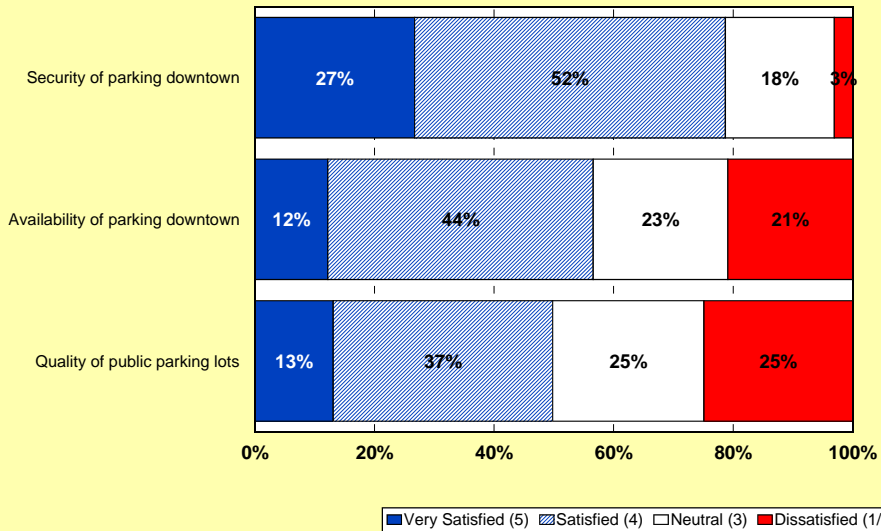
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q16. Satisfaction with Various Aspects of Downtown Parking

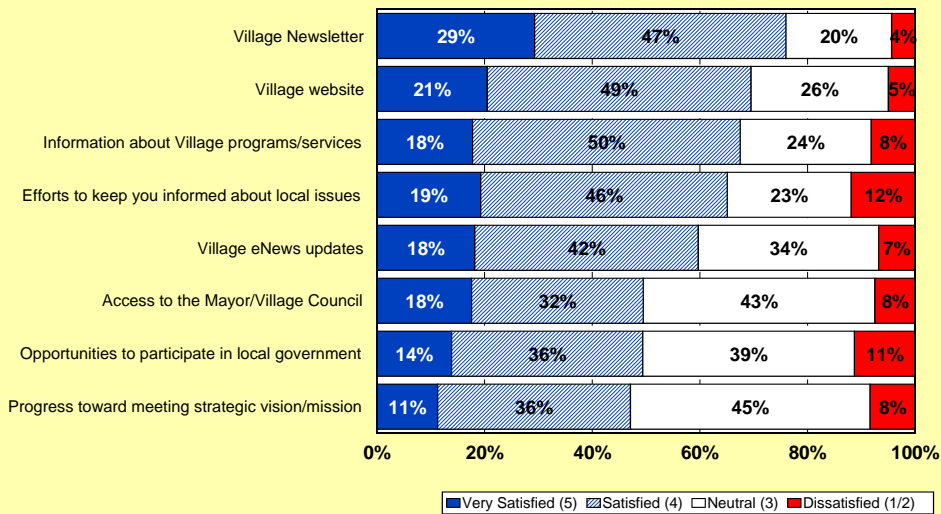
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q17. Satisfaction with Public Communication and Outreach

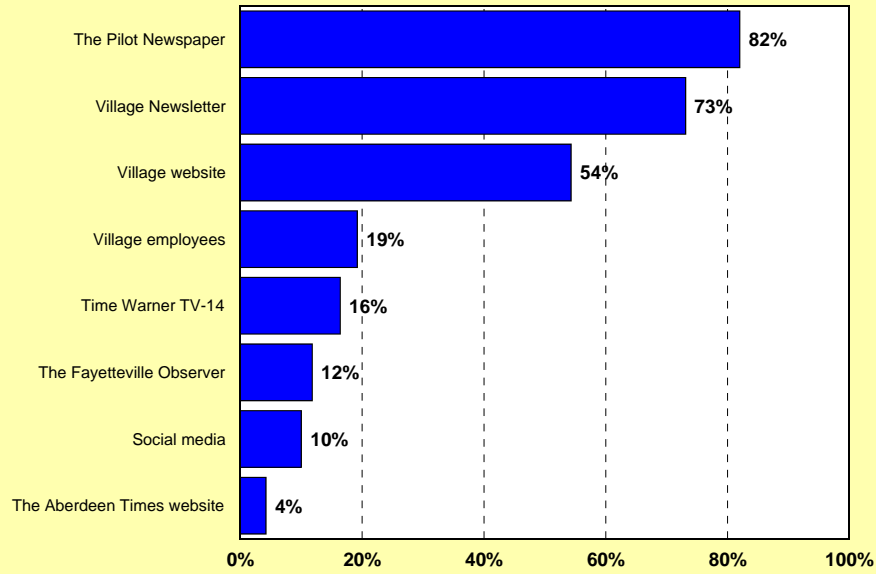
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q18. Which of the following do you use to get information about the Village of Pinehurst?

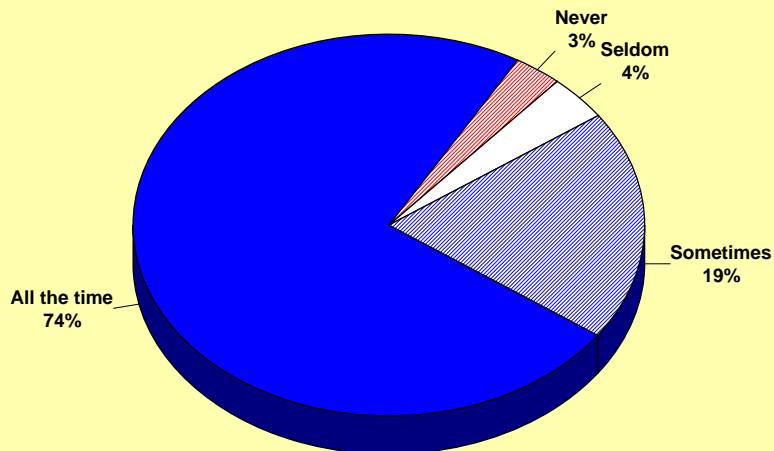
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q19. How often do you read the Village Newsletter, which is mailed to all residents?

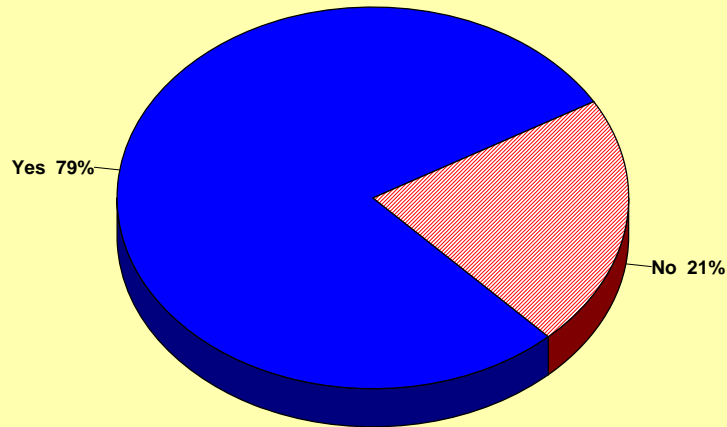
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q19a. Would you be willing to receive your newsletter electronically to cut costs?

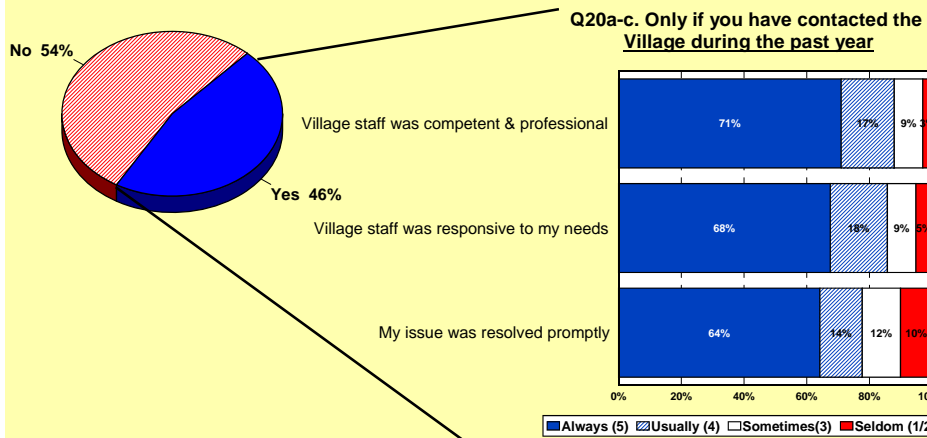
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q20. Have you contacted the Village during the past year?

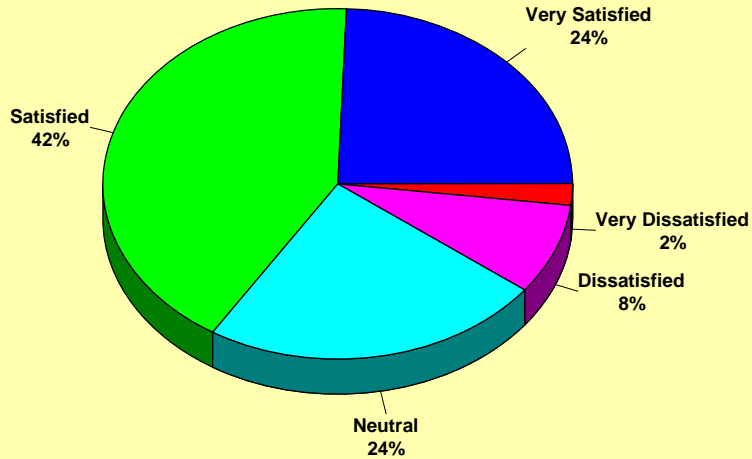
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q21. 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?

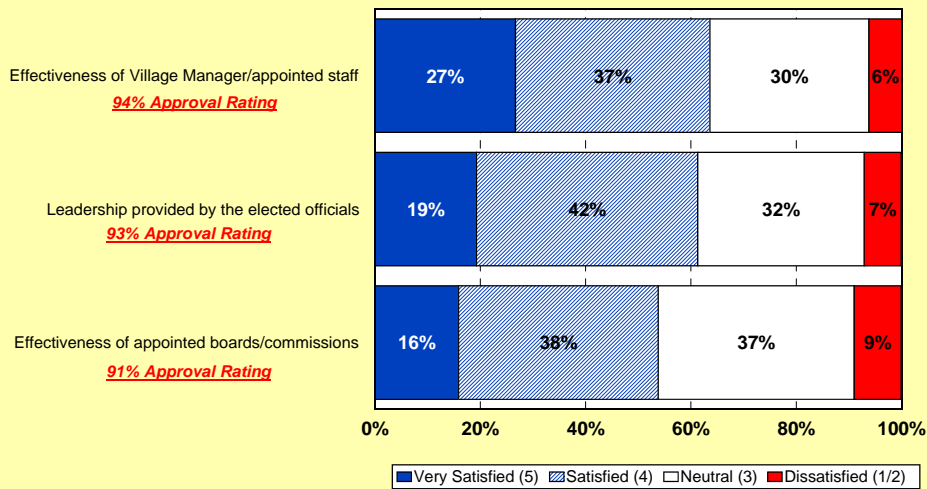
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q22. Please rate your Satisfaction with Village Leadership for the following Items:

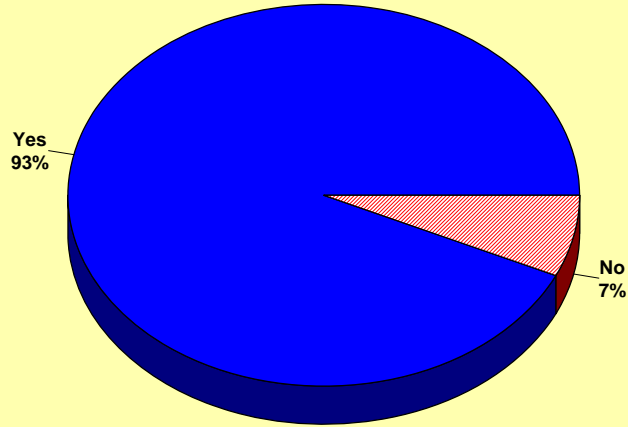
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q23. Would you recommend Pinehurst to others as a place to live?

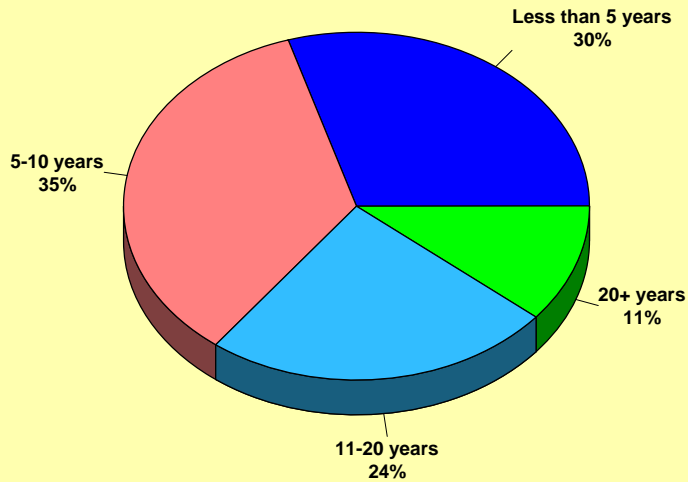
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q24. Approximately how many years have you lived in the Village of Pinehurst?

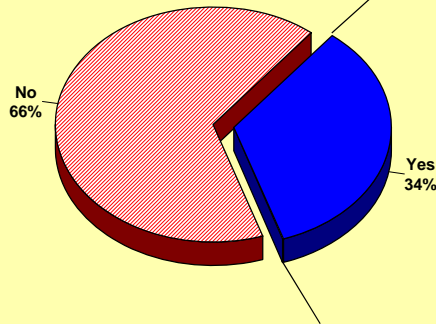
by percentage of respondents



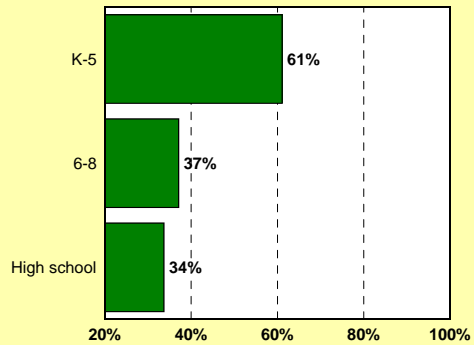
Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q25. Do you have school age children (grades K-12) living at home?

by percentage of respondents



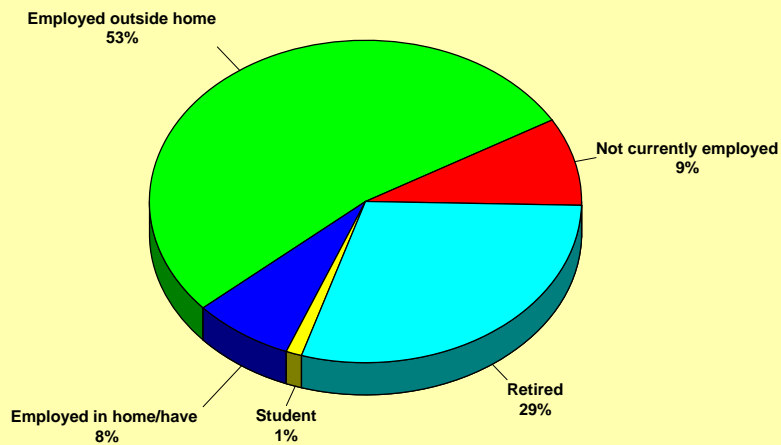
25a. If YES: For your school age children, what grade level are they?



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q26. Demographics: Current Employment Status

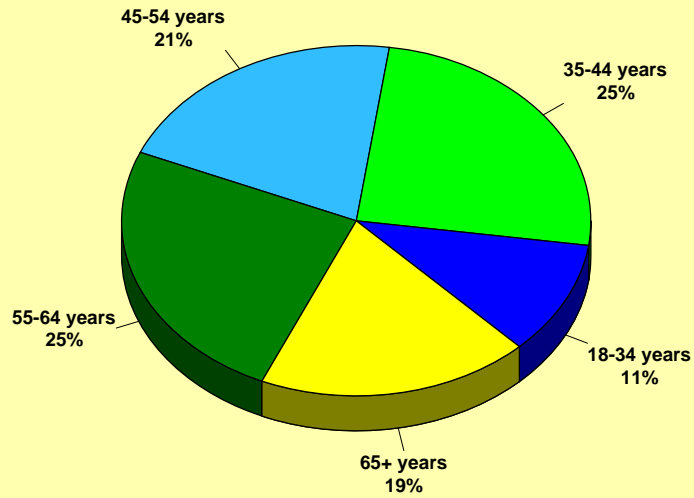
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst ,NC)

Q27. Demographics: Age of Respondents

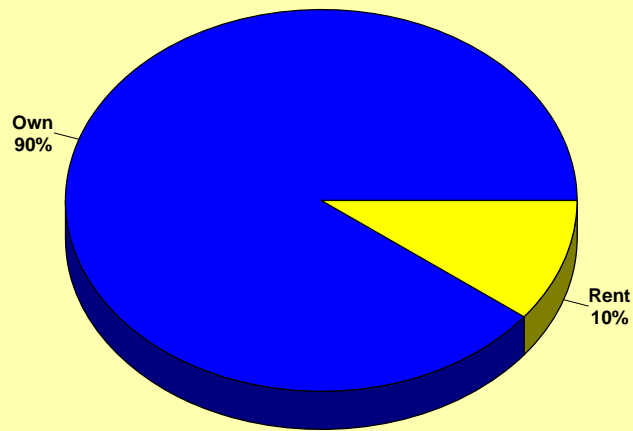
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q28. Do You Own Or Rent Current Residence?

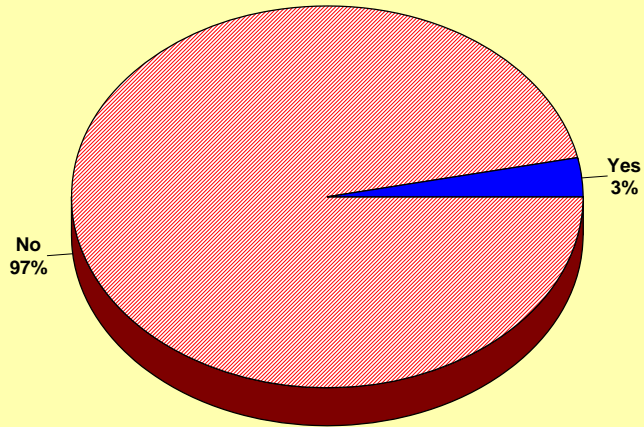
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin?

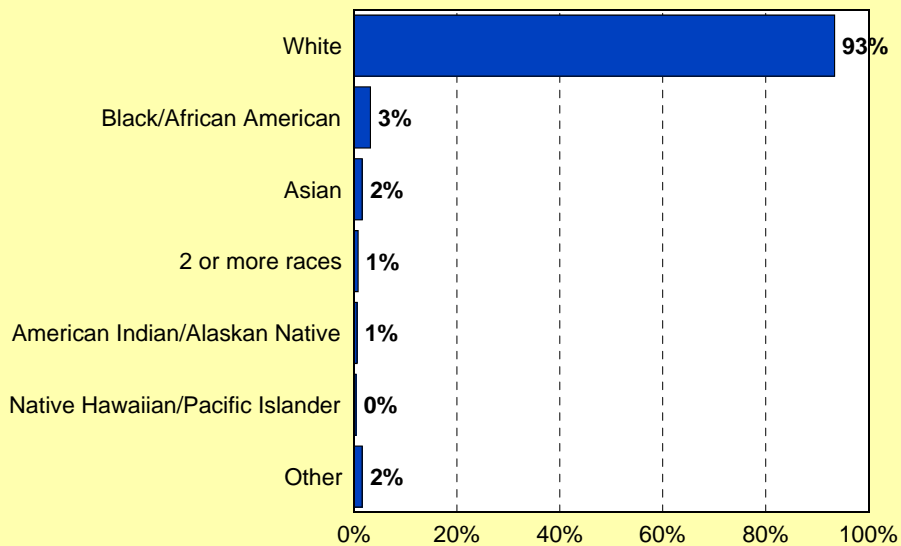
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q30. Which of the following best describes your race?

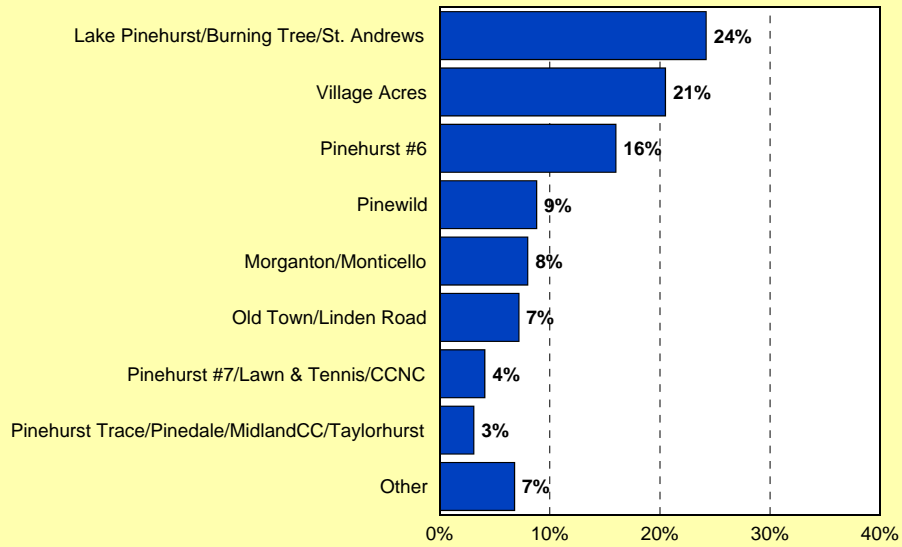
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

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

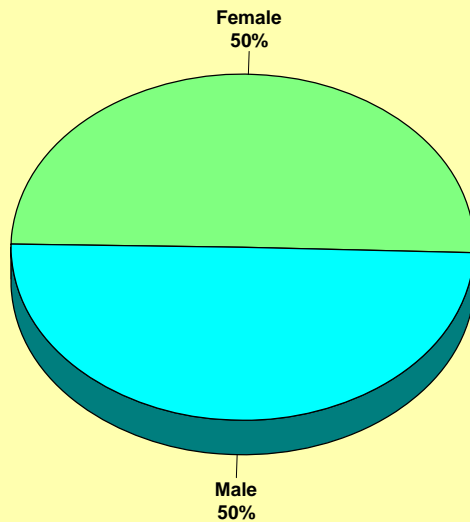
by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Q32. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder® (2012 - Pinehurst, NC)

Section 2:
GIS Mapping



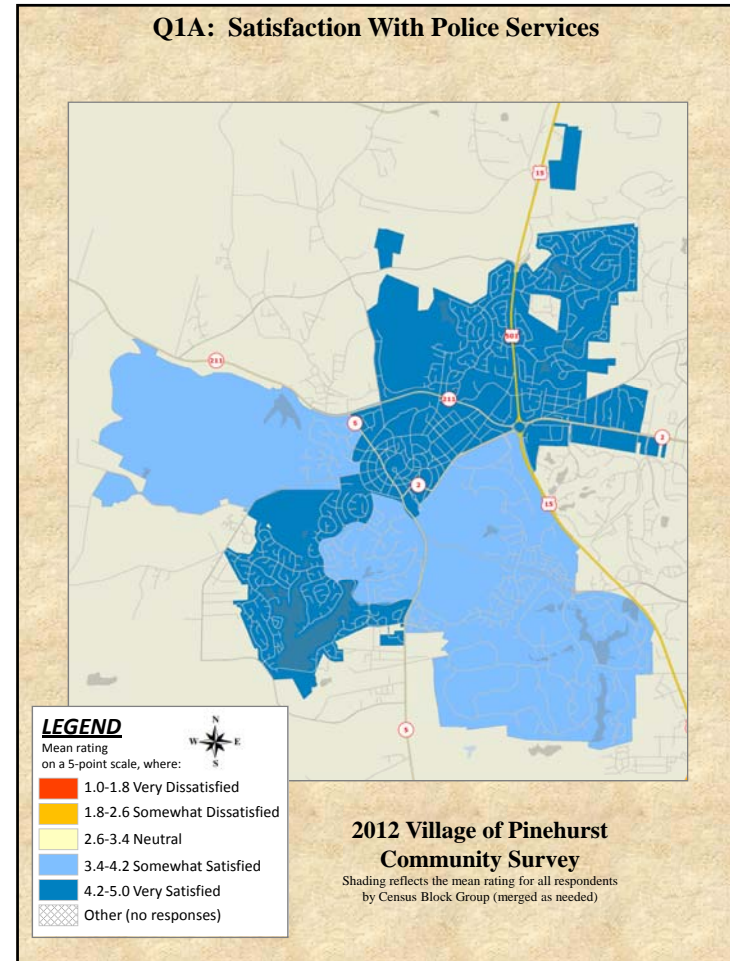
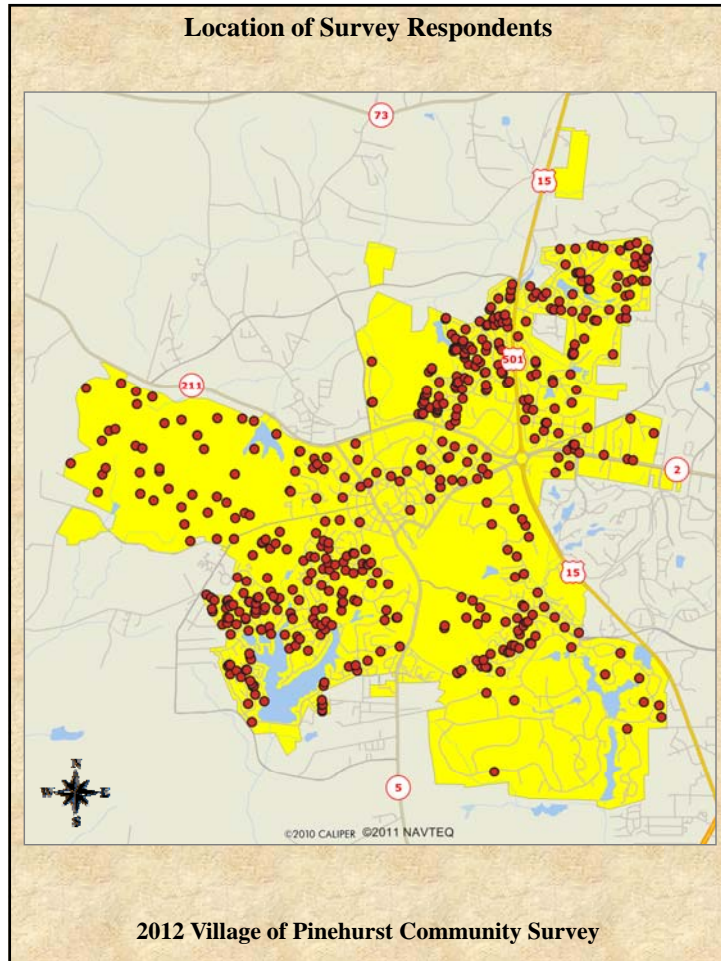
Interpreting the Maps

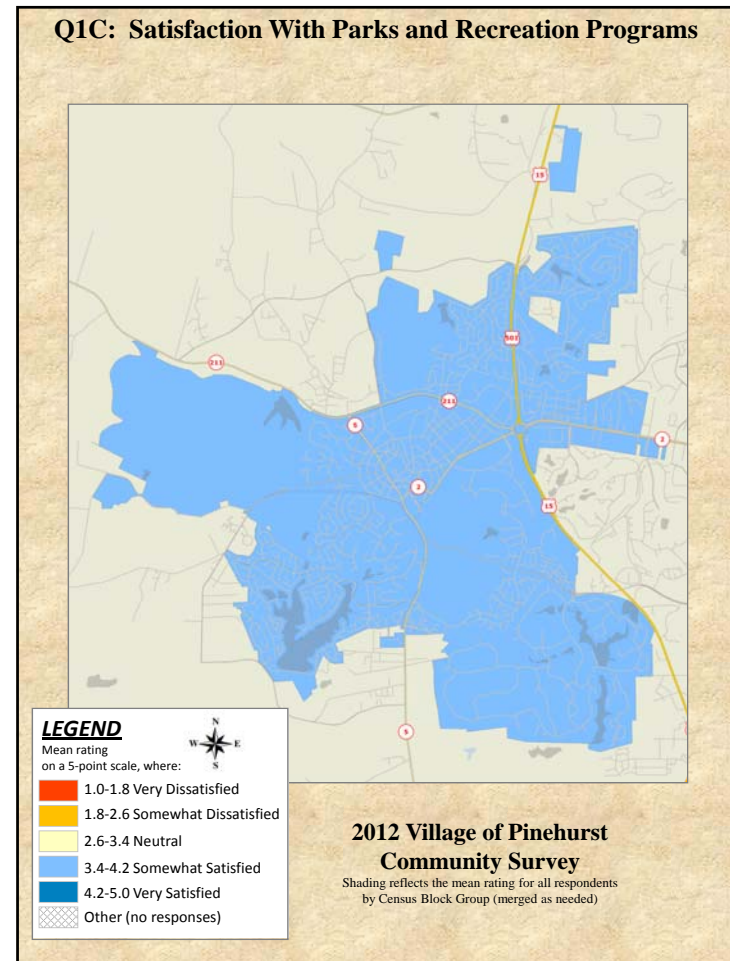
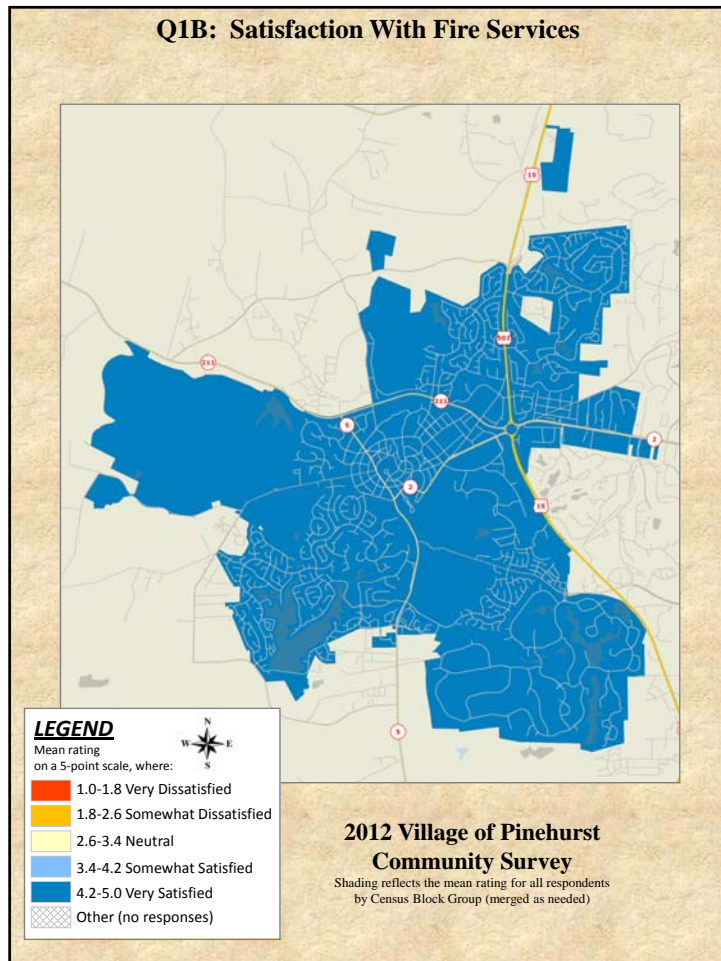
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

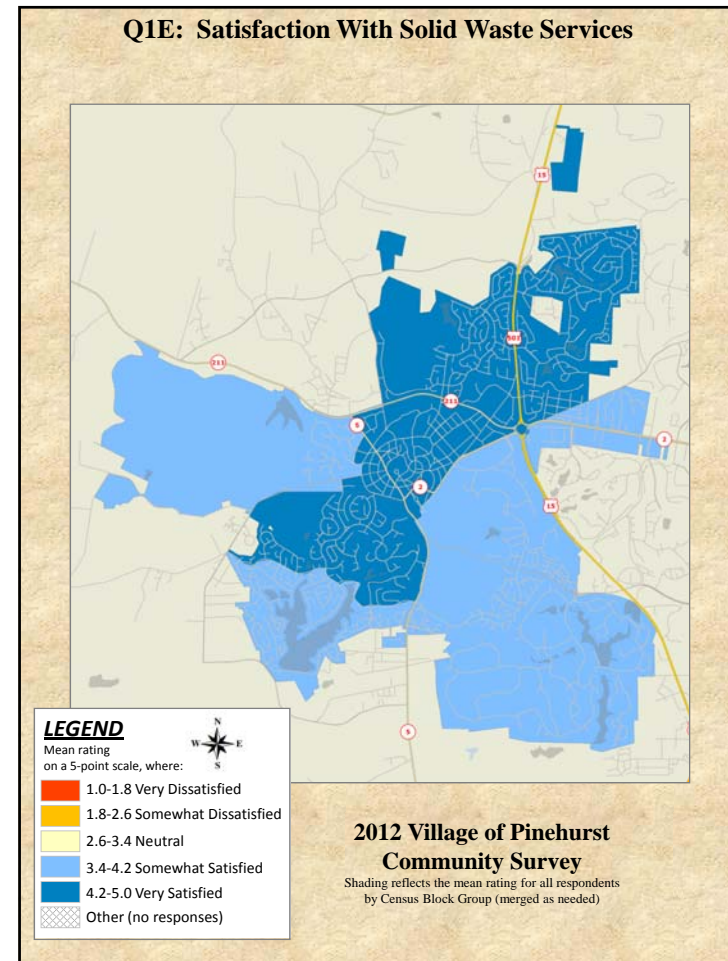
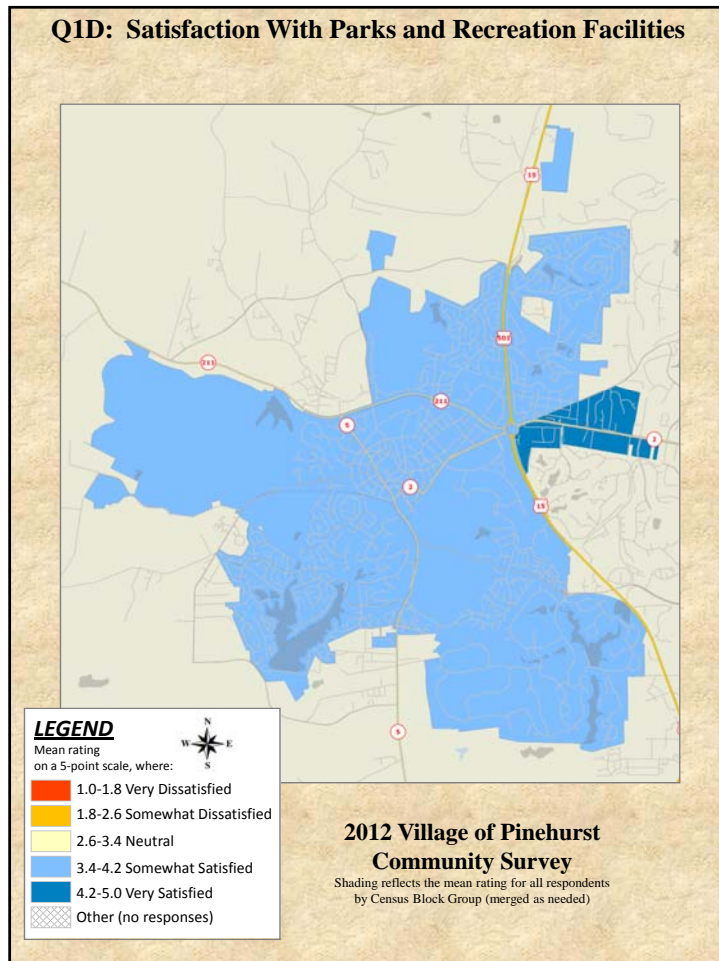
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

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

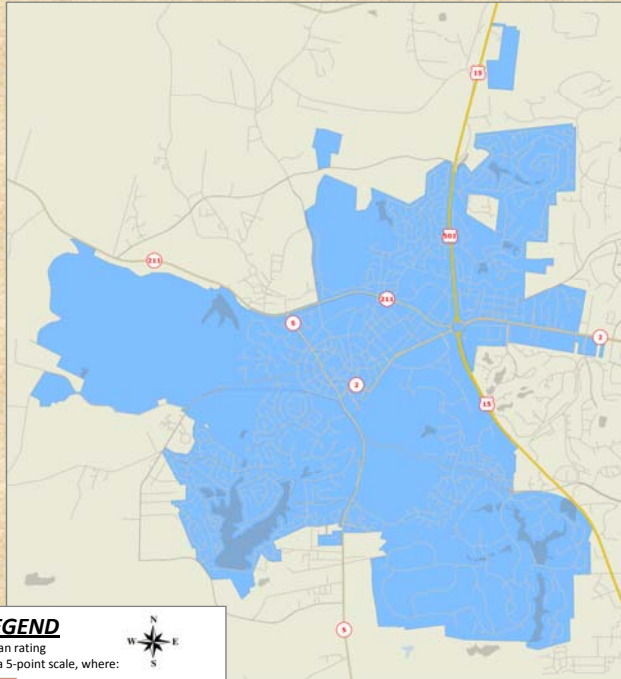
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.







Q1F: Satisfaction With Street and Right-of-Way Maintenance



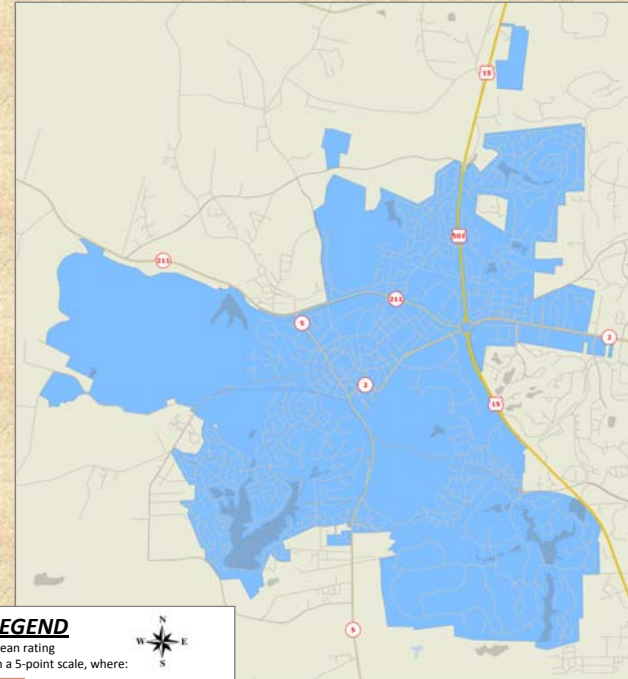
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q1G: Satisfaction With Enforcement of Village Codes and Ordinances



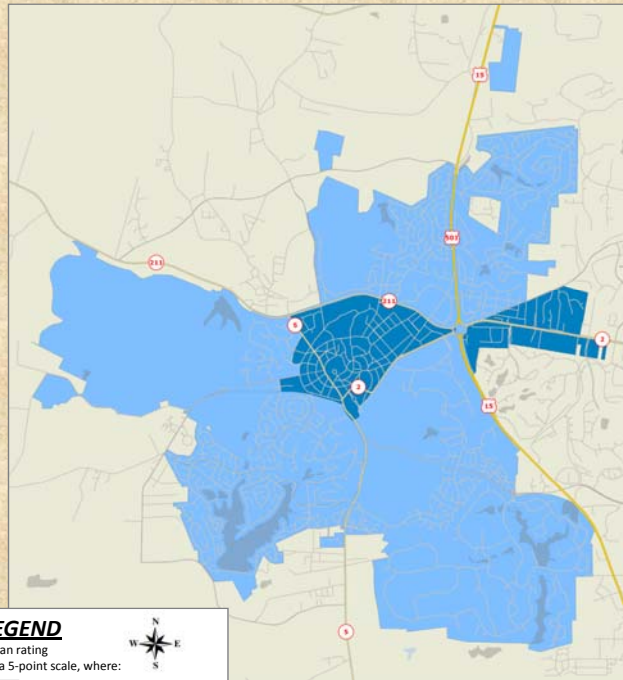
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q1H: Satisfaction With Customer Service Provided by Village Employees



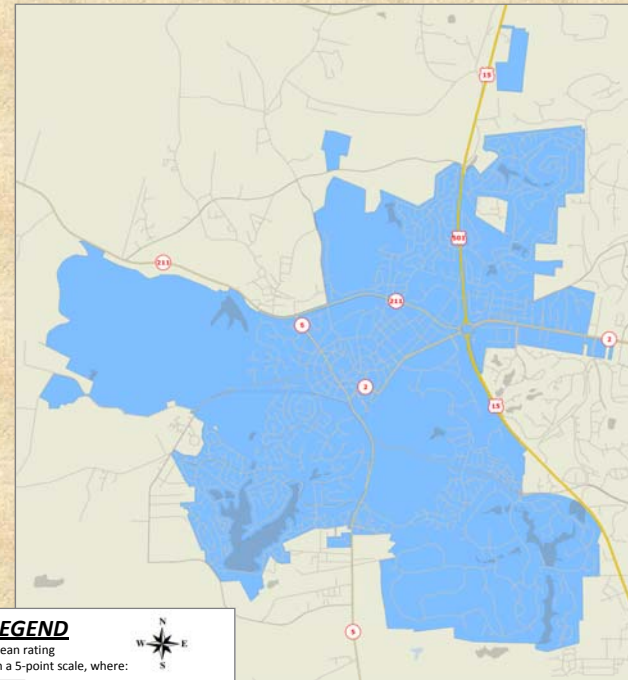
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q1I: Satisfaction With Village Communication With Residents



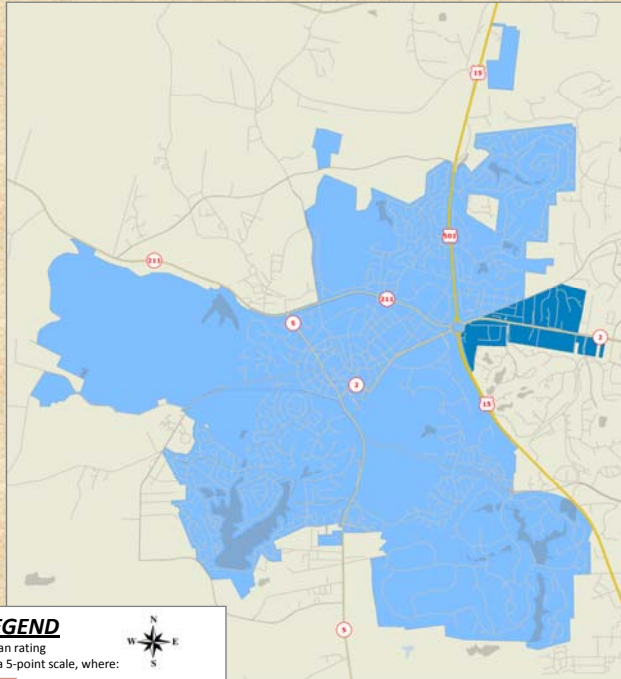
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q1J: Satisfaction With Village Efforts at Maintaining the Quality of Neighborhoods



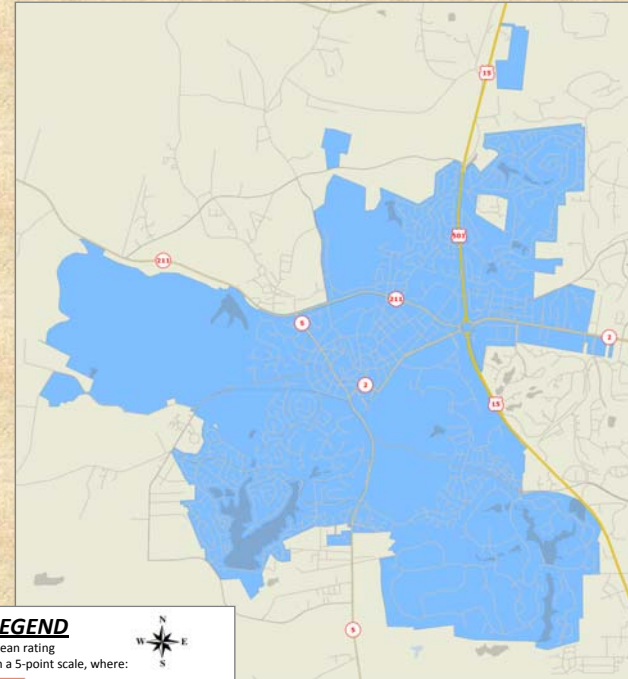
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q1K: Satisfaction With Village Promotion of Natural Resource Conservation



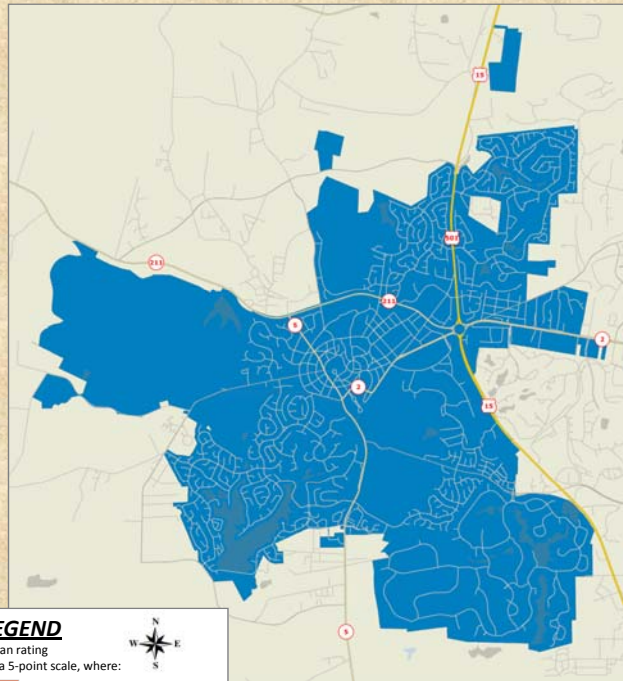
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q4A: How Respondents Rate the Overall Image of the Village



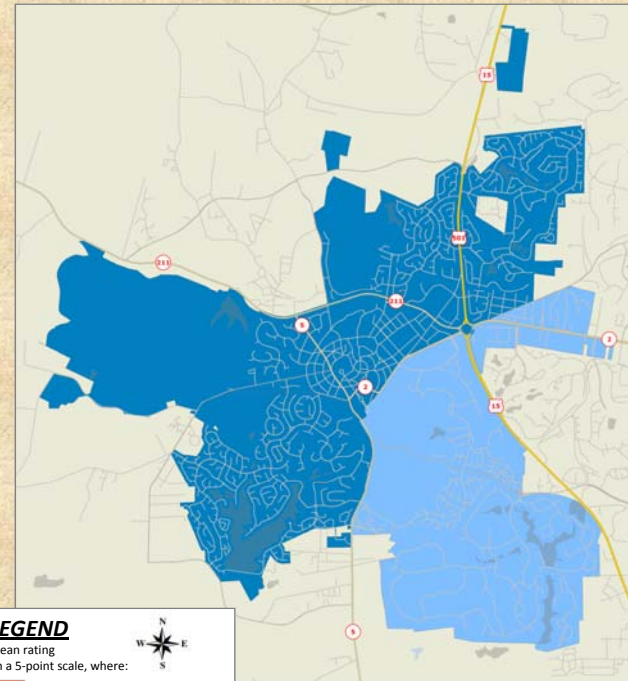
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q4B: How Respondents Rate the Overall Quality of Life in the Village



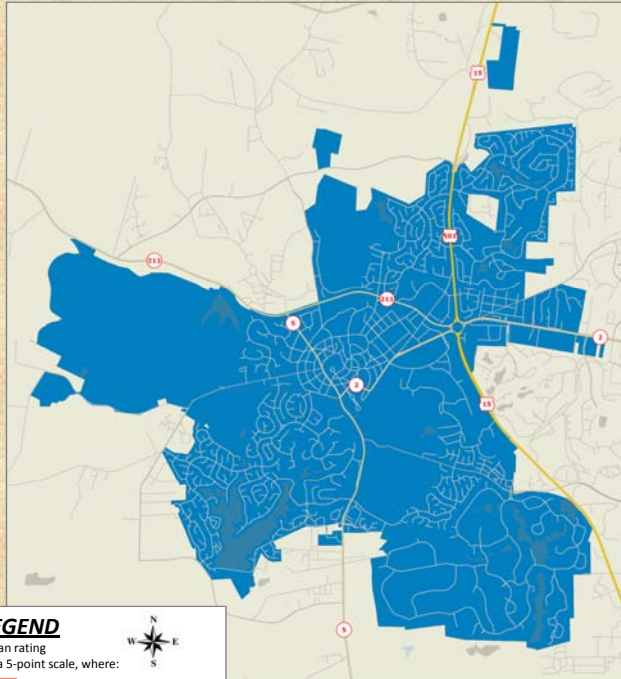
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q4C: How Respondents Rate the Overall Feeling of Safety in the Village

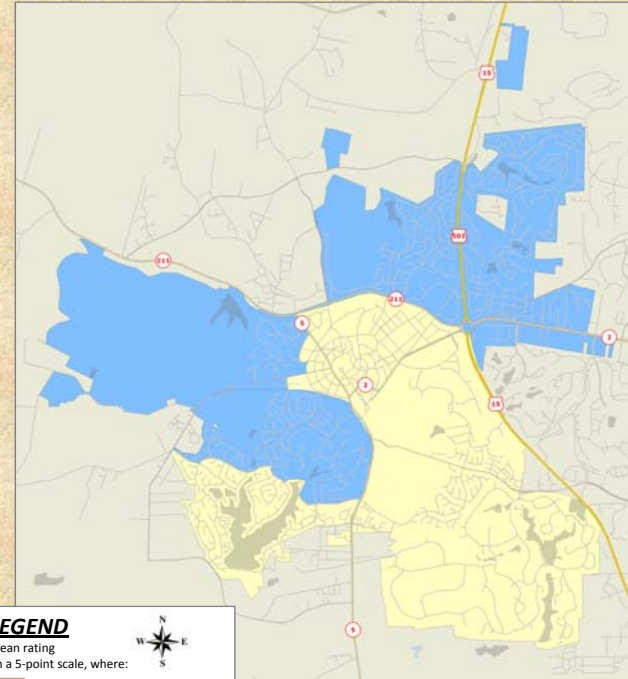


LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)

2012 Village of Pinehurst Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q4D: How Respondents Rate the Quality of New Development in the Village

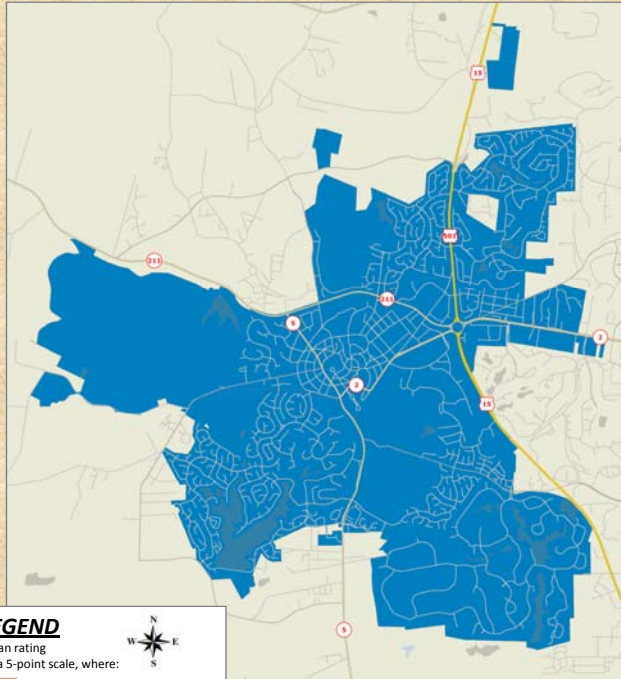


LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)

2012 Village of Pinehurst Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q4E: How Respondents Rate the Village as a Place to Live



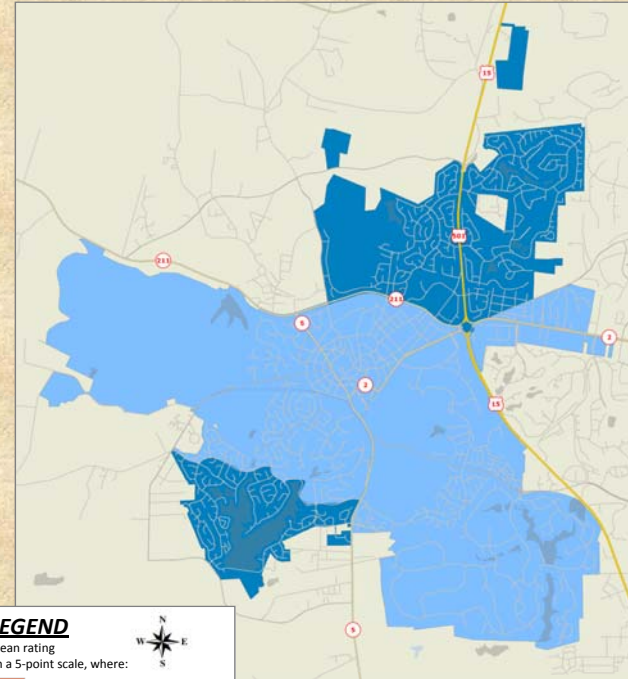
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q4F: How Respondents Rate the Village as a Place to Raise Children



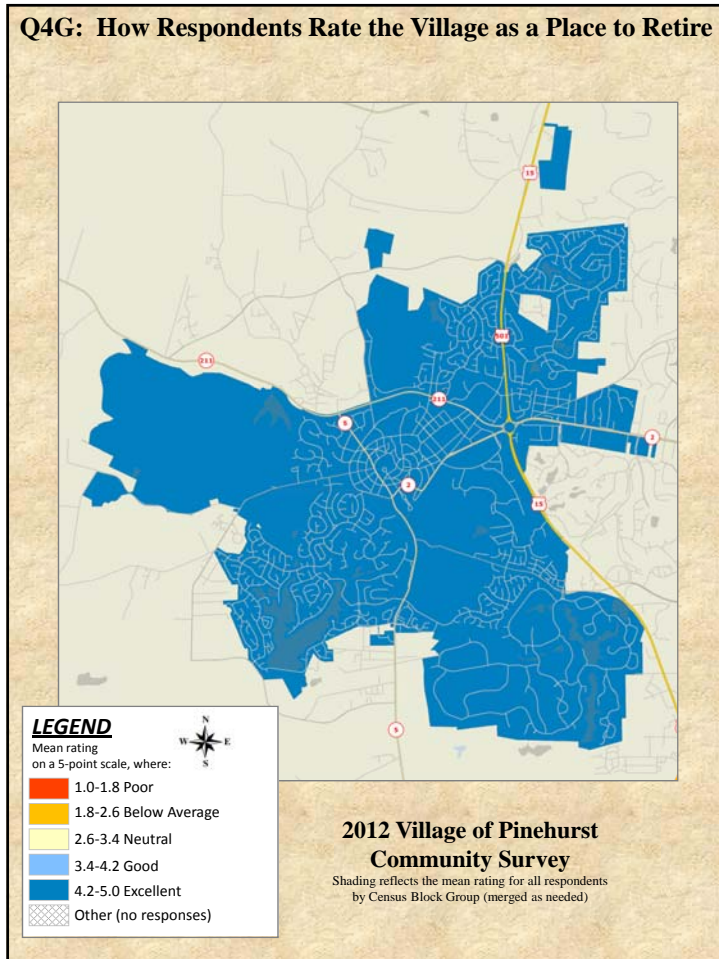
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)

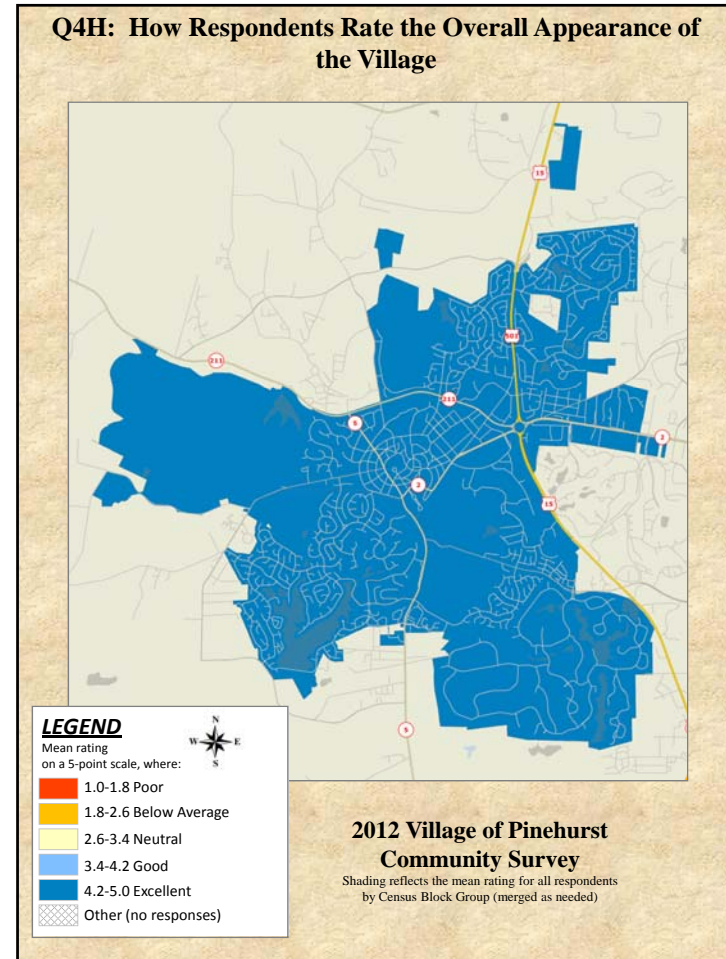
2012 Village of Pinehurst Community Survey

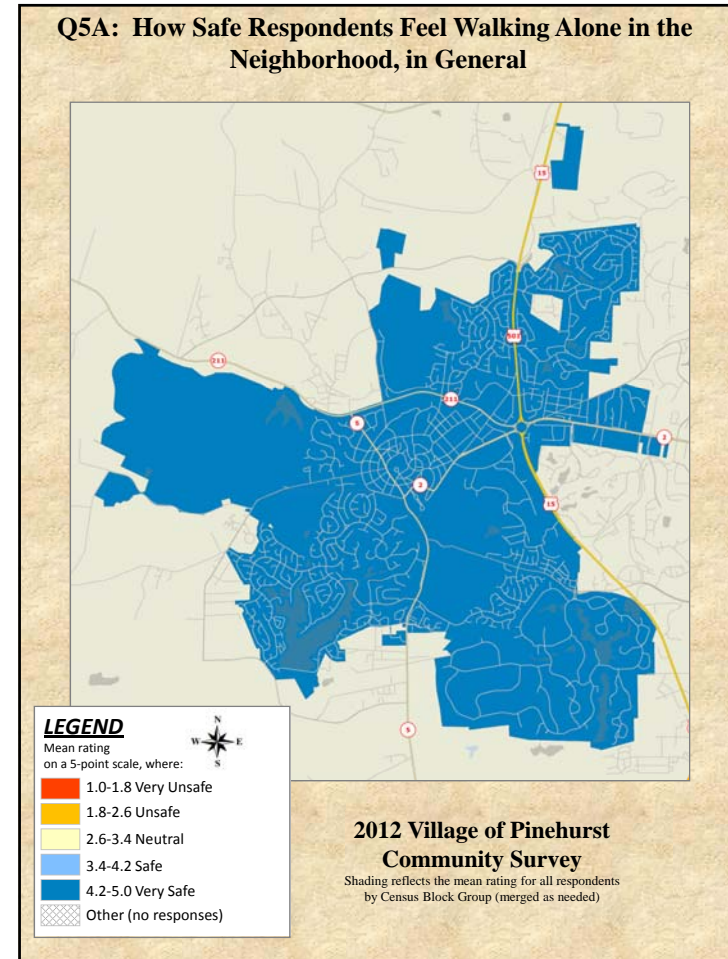
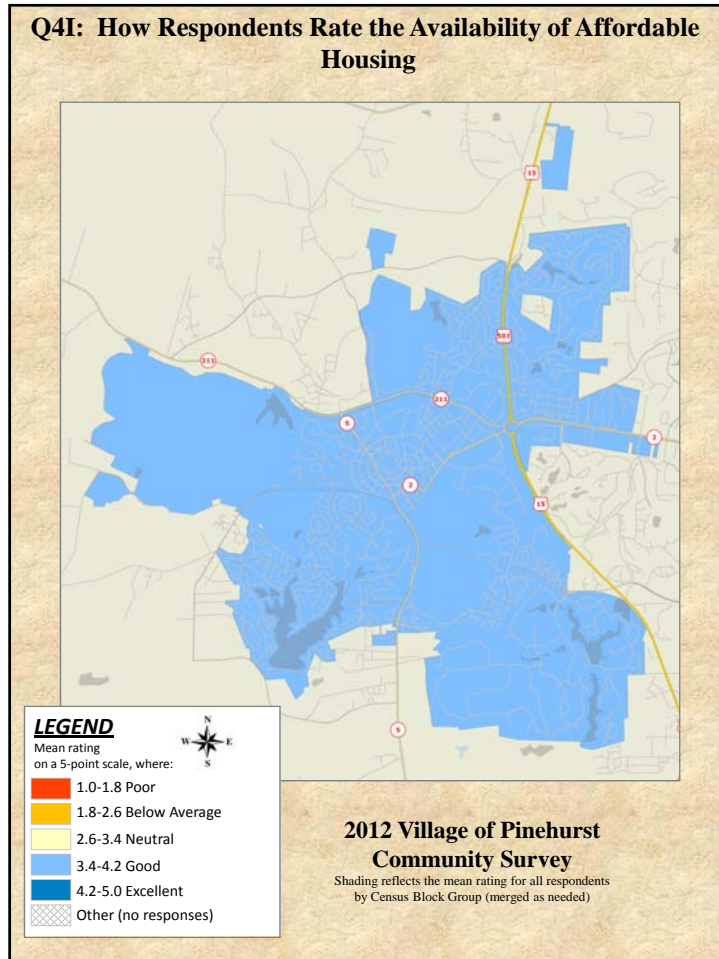
Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q4G: How Respondents Rate the Village as a Place to Retire

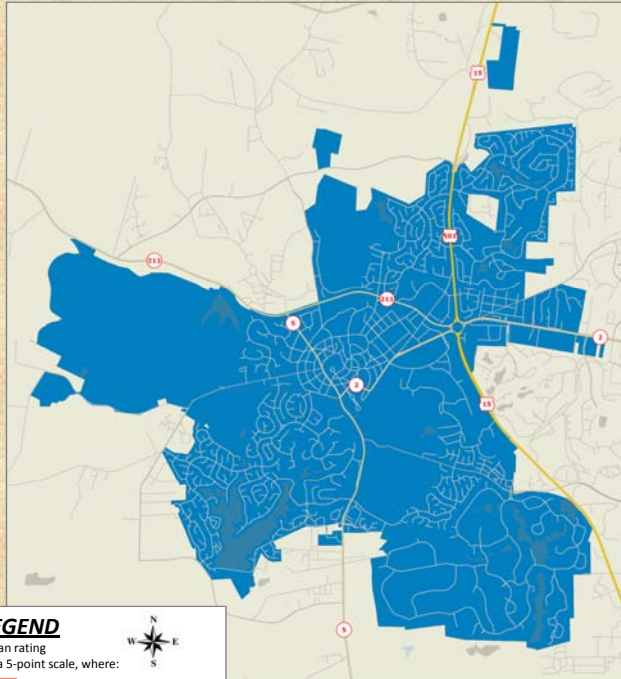


Q4H: How Respondents Rate the Overall Appearance of the Village





Q5B: How Safe Respondents Feel Walking Alone in the Neighborhood During the Day



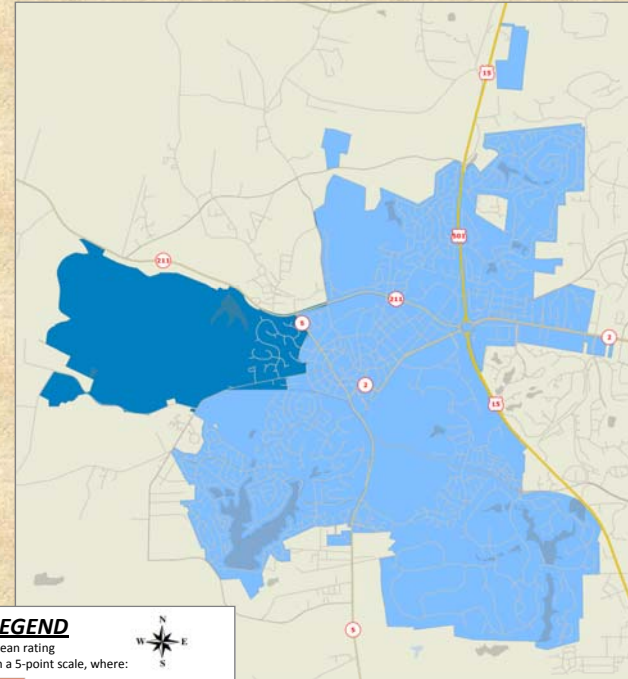
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q5C: How Safe Respondents Feel Walking Alone in the Neighborhood After Dark



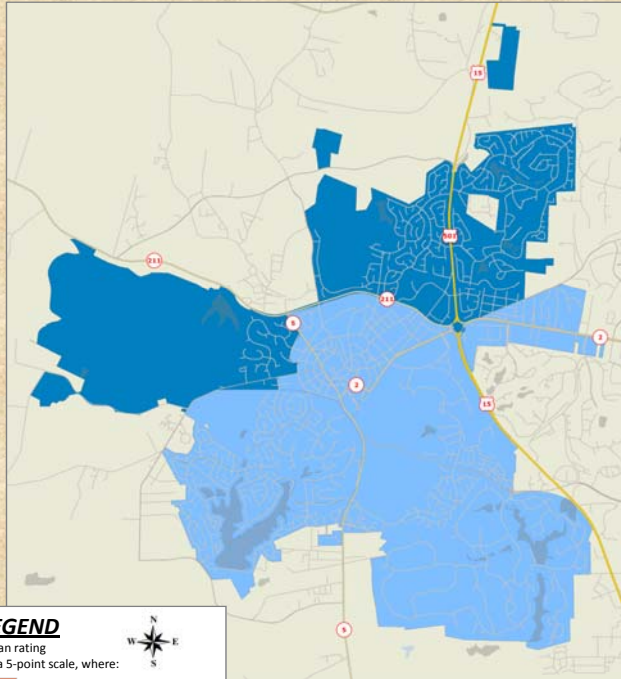
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q5D: How Safe Respondents Feel In Village Parks and Recreation Facilities

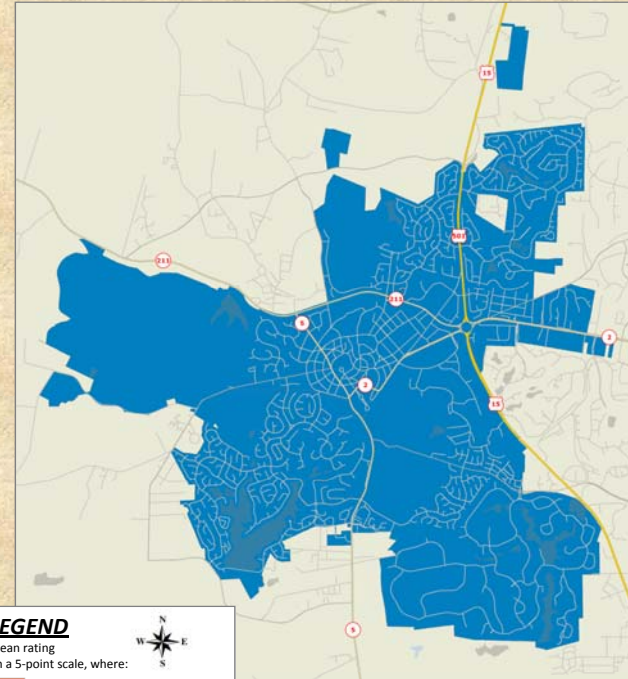


LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)

2012 Village of Pinehurst Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q5E: How Safe Respondents Feel In Business Areas of the Village During the Day

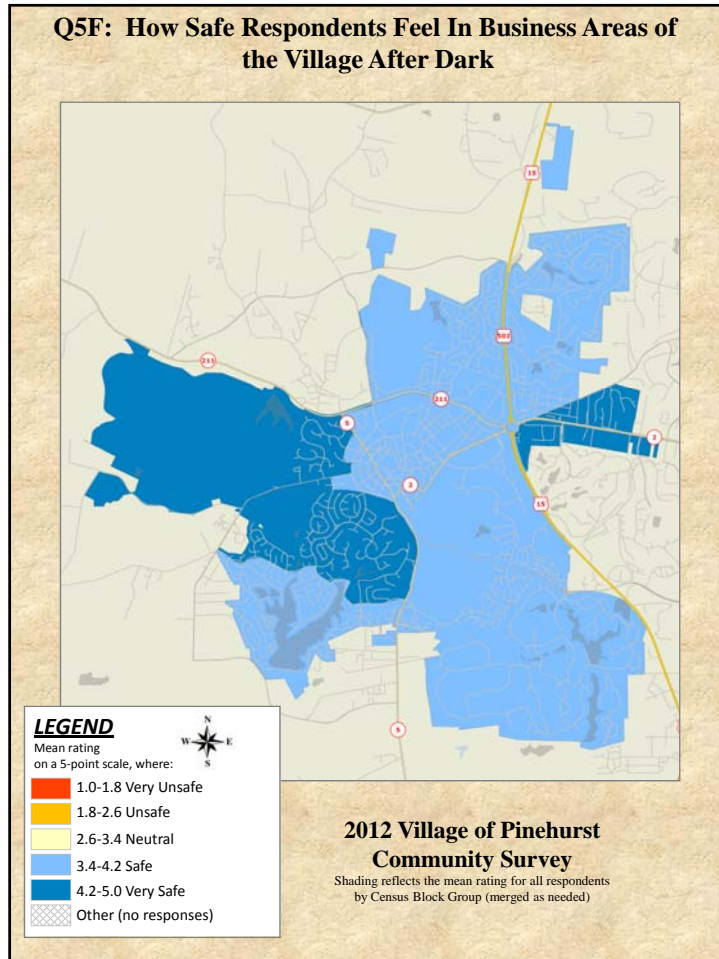


LEGEND
 Mean rating on a 5-point scale, where:

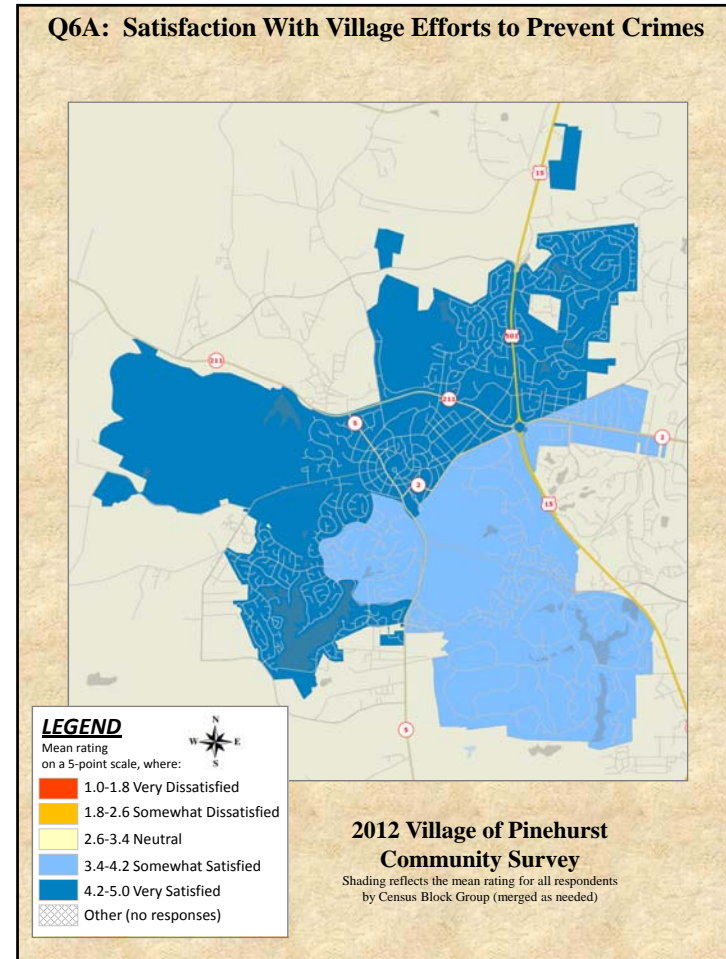
- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)

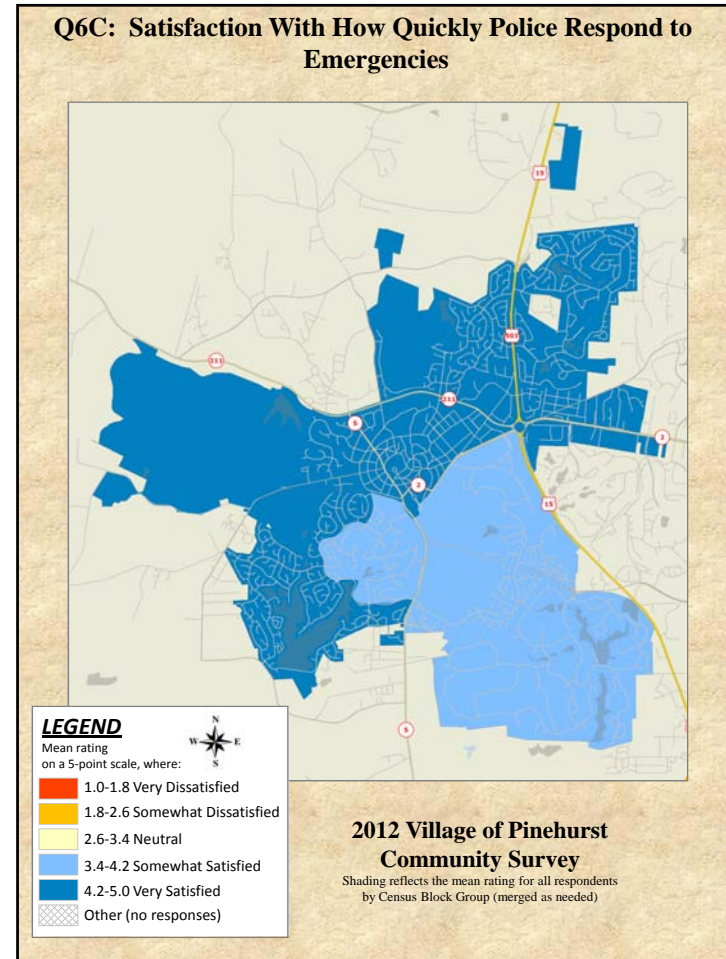
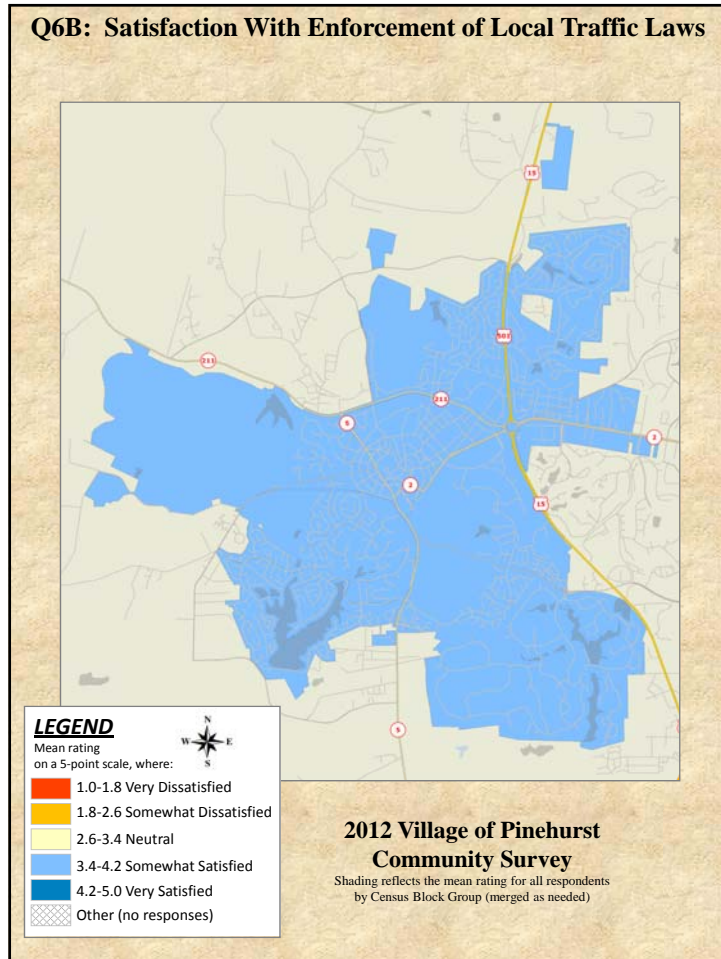
2012 Village of Pinehurst Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

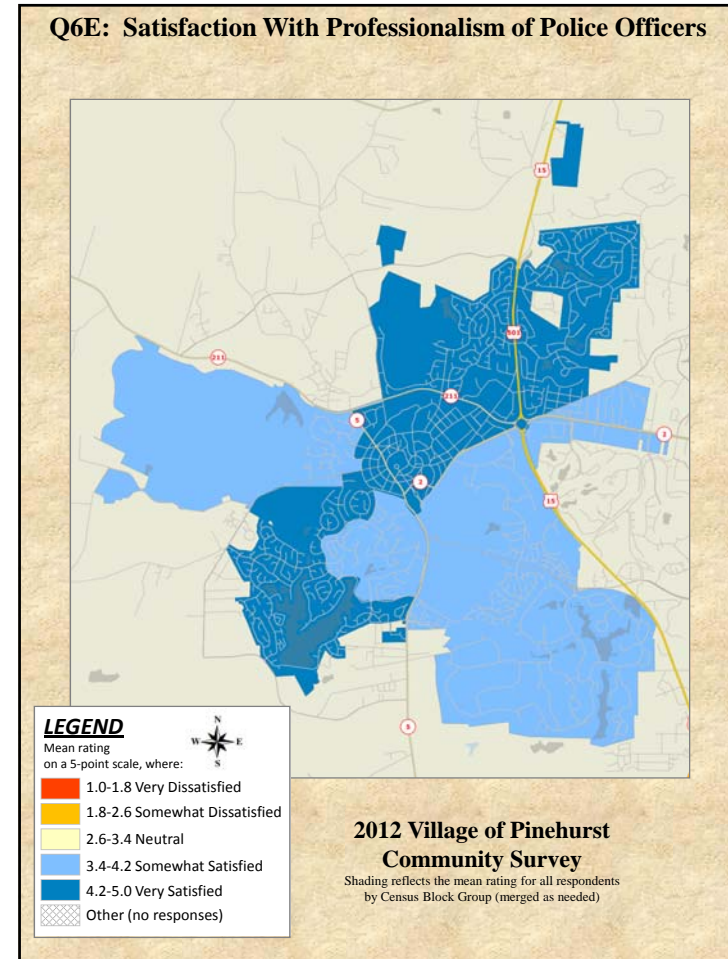
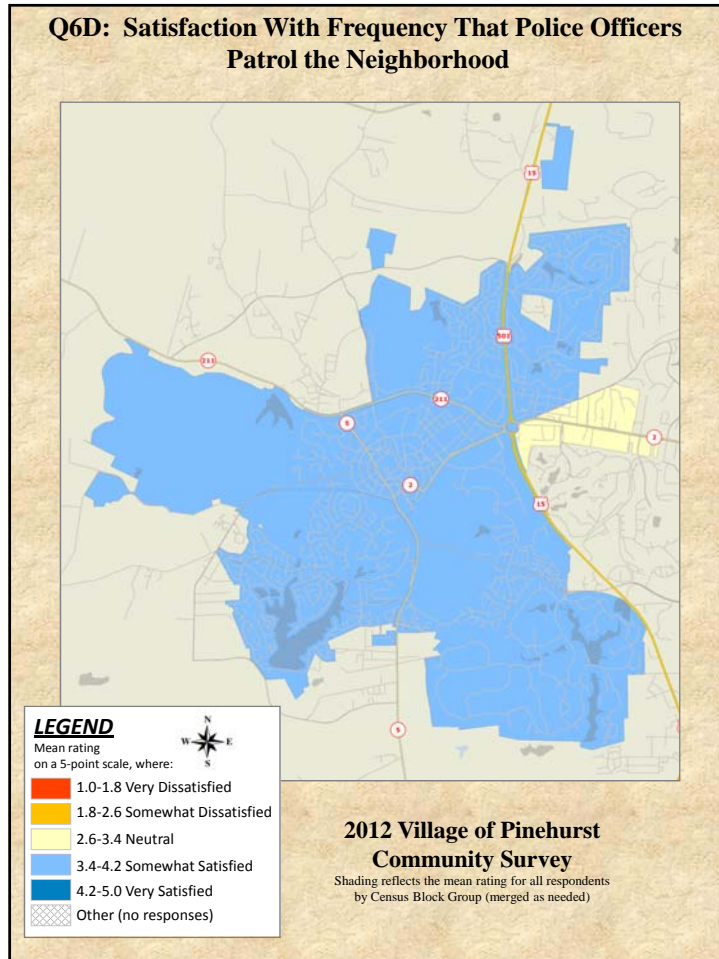
Q5F: How Safe Respondents Feel In Business Areas of the Village After Dark



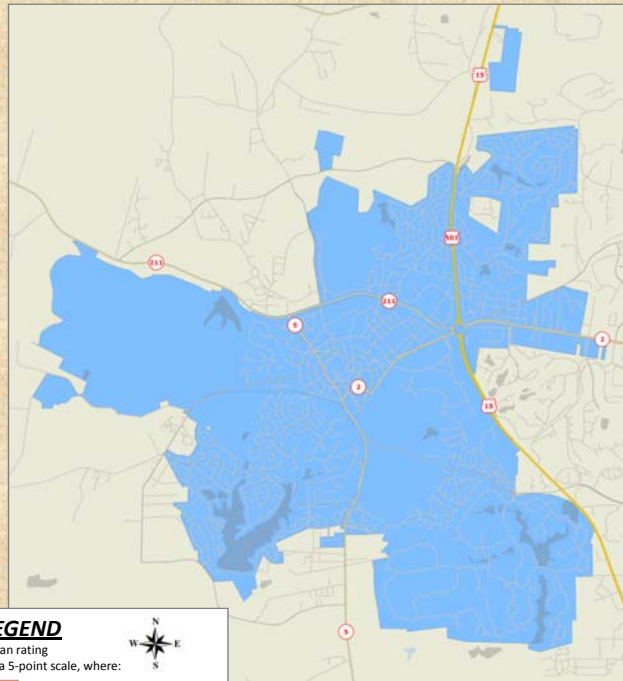
Q6A: Satisfaction With Village Efforts to Prevent Crimes







Q6F: Satisfaction With Fire Prevention and Education Programs Provided by the Village



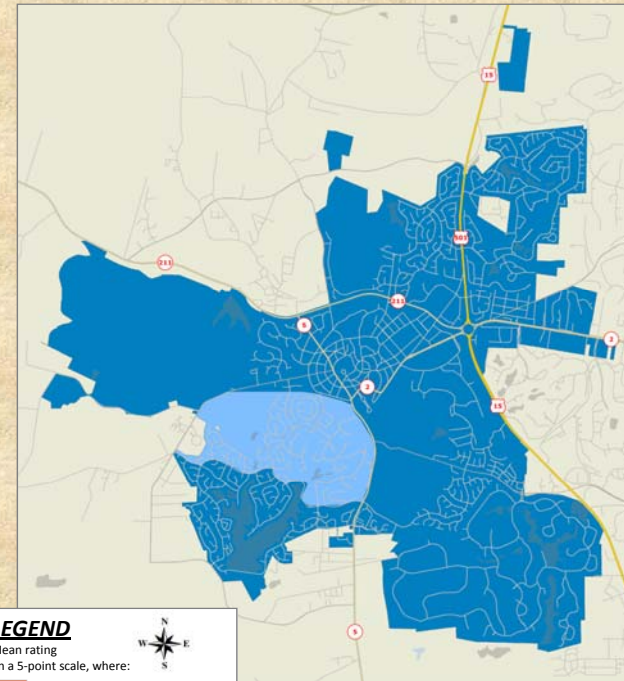
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q6G: Satisfaction With How Quickly Fire Personnel Respond to Emergencies



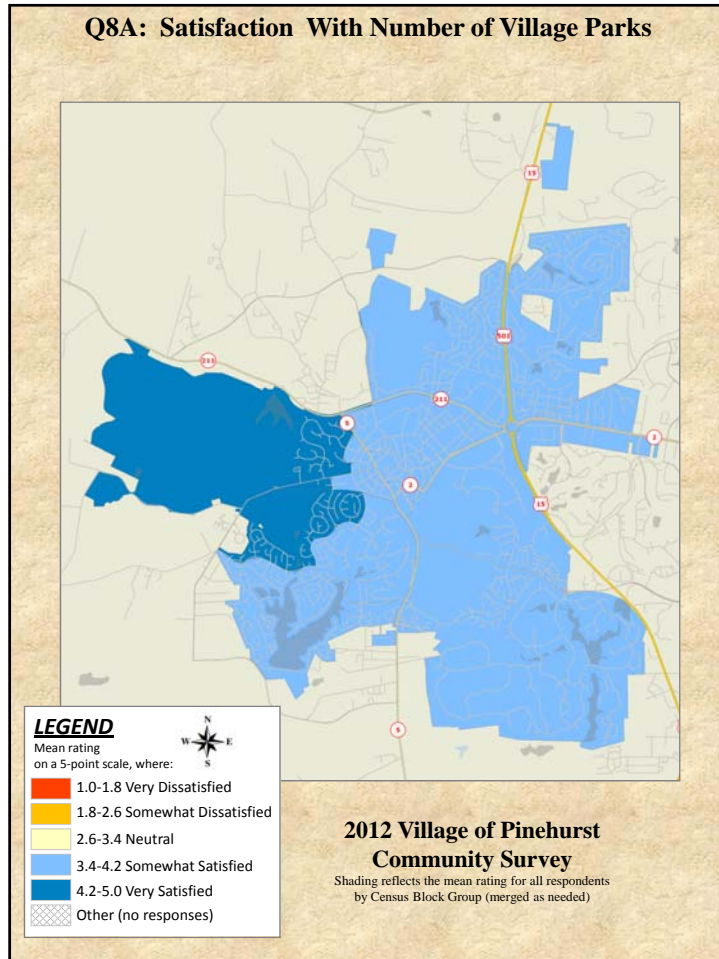
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

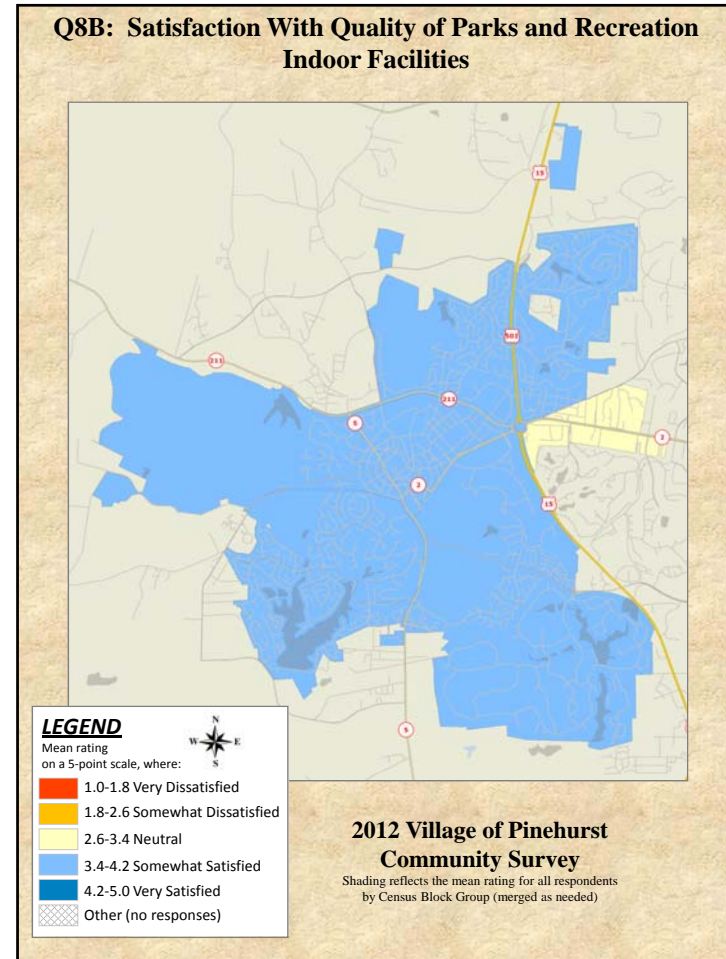
2012 Village of Pinehurst Community Survey

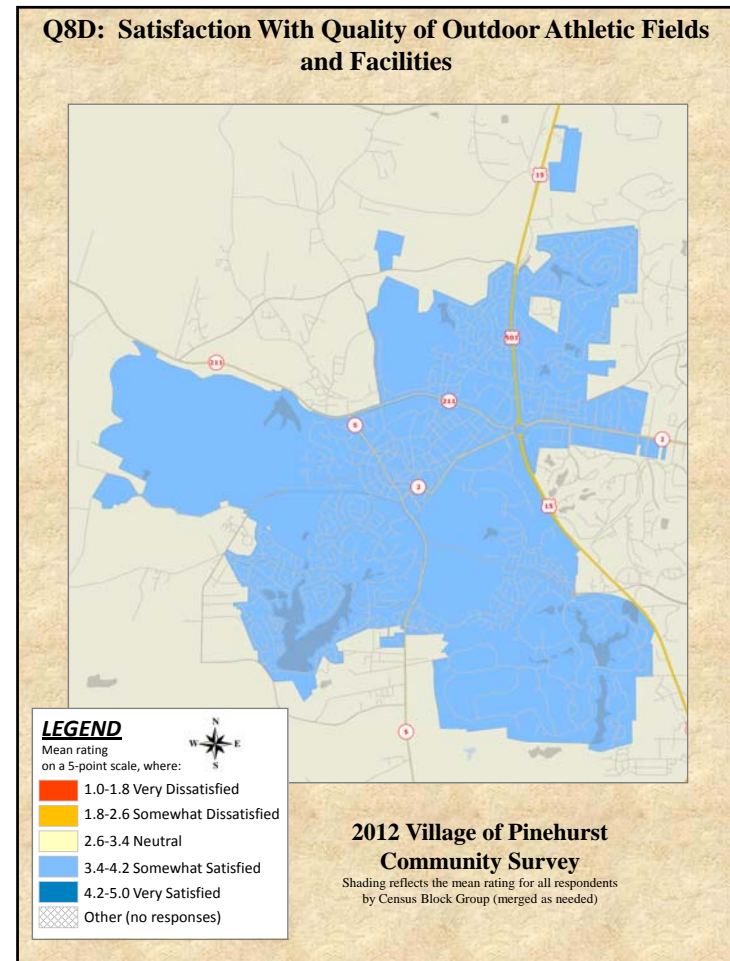
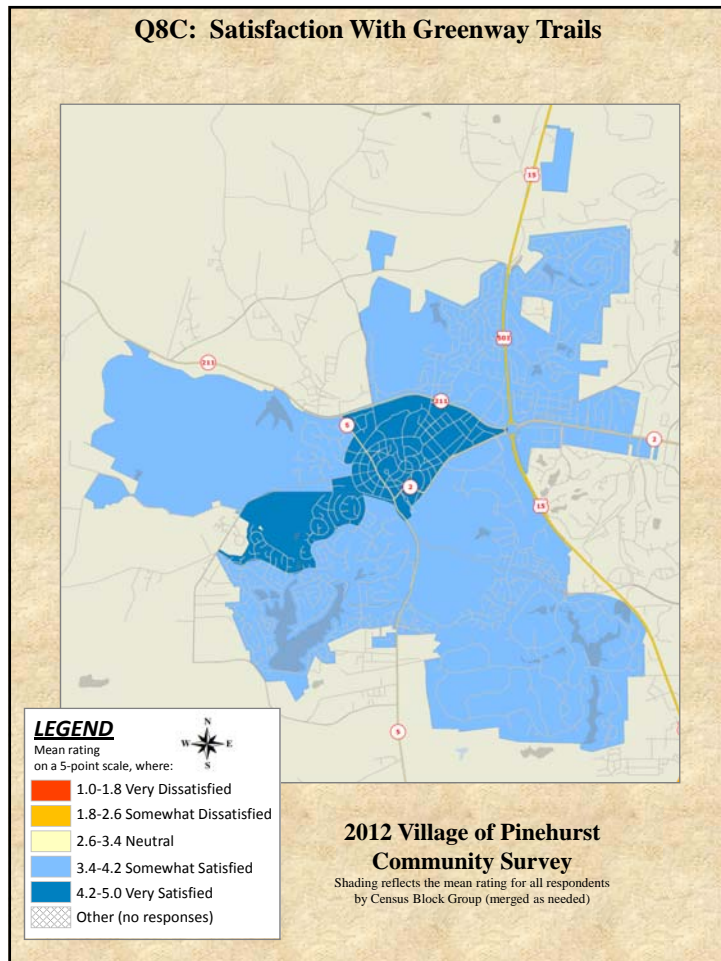
Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

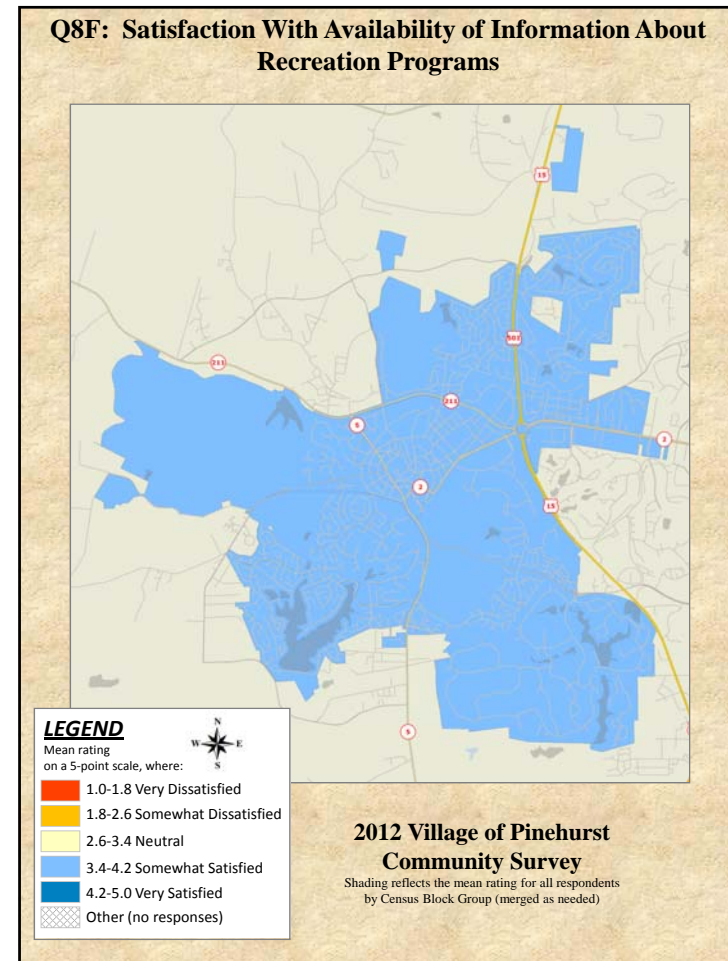
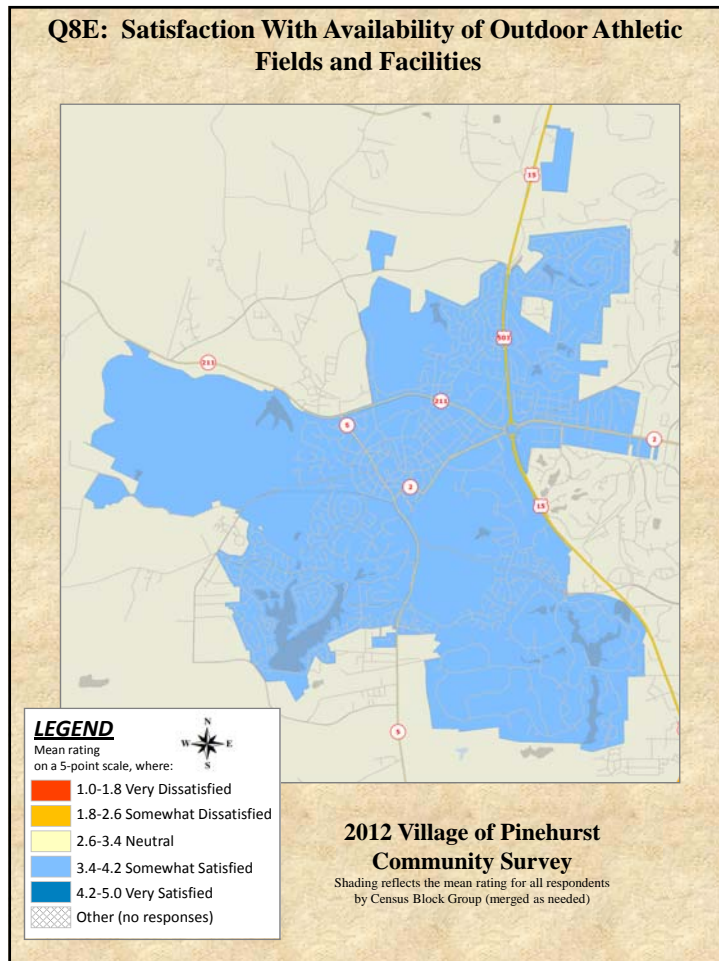
Q8A: Satisfaction With Number of Village Parks



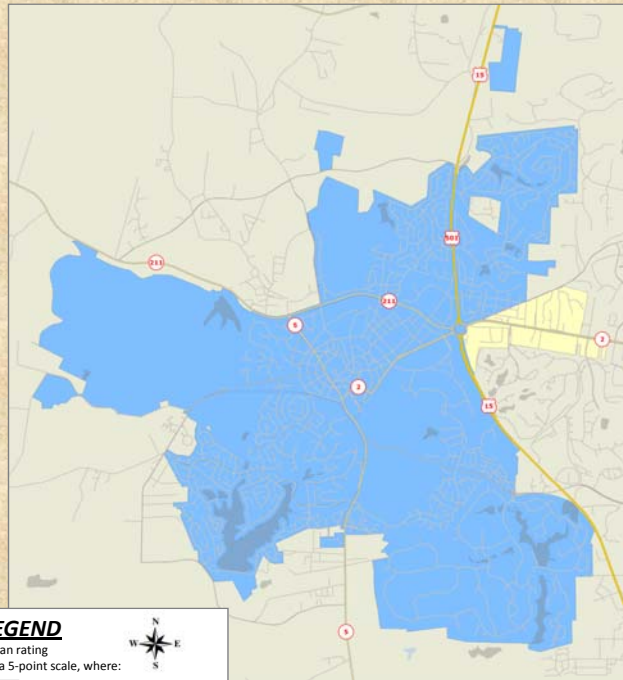
Q8B: Satisfaction With Quality of Parks and Recreation Indoor Facilities







Q8G: Satisfaction With Quality of Recreation Programs for Youth



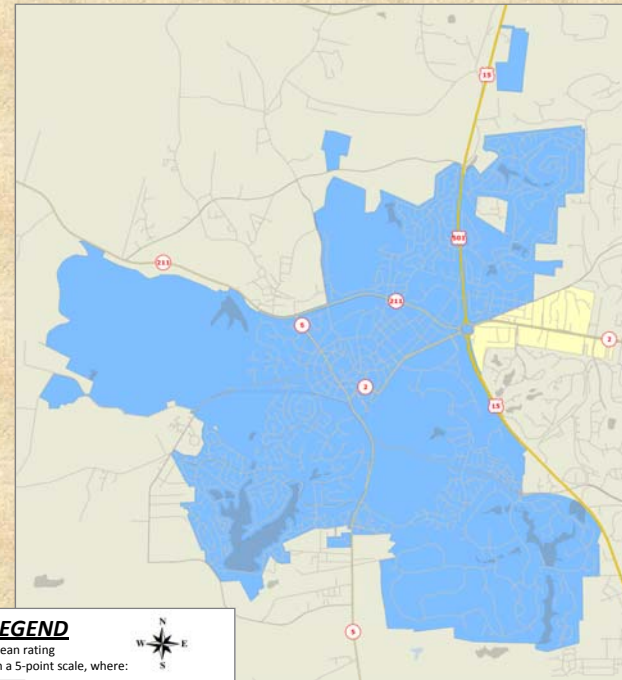
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q8H: Satisfaction With Quality of Recreation Programs for Adults

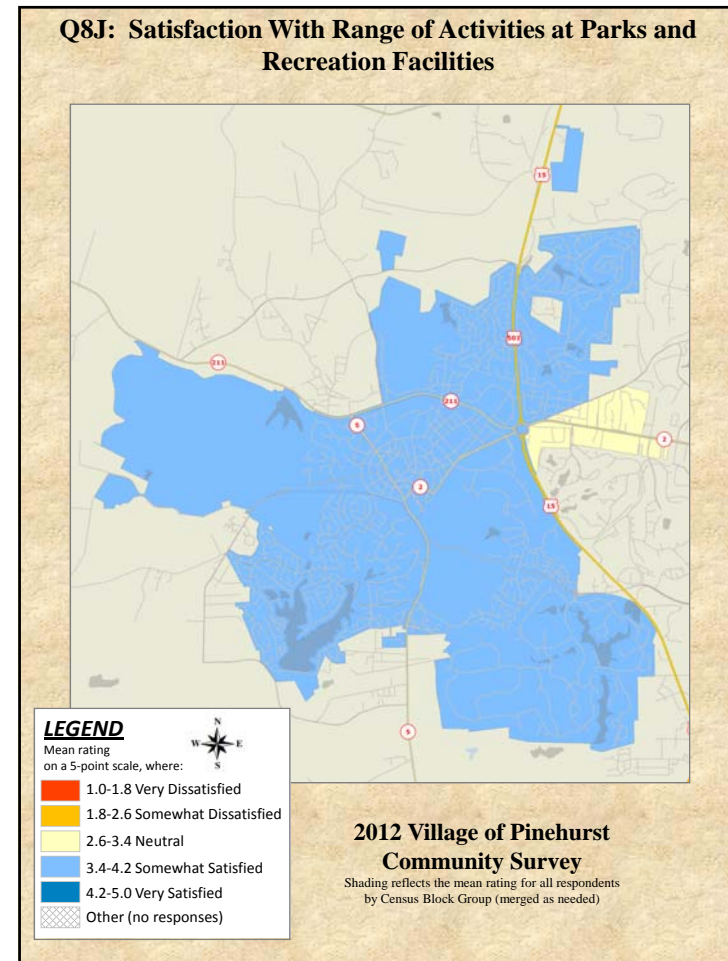
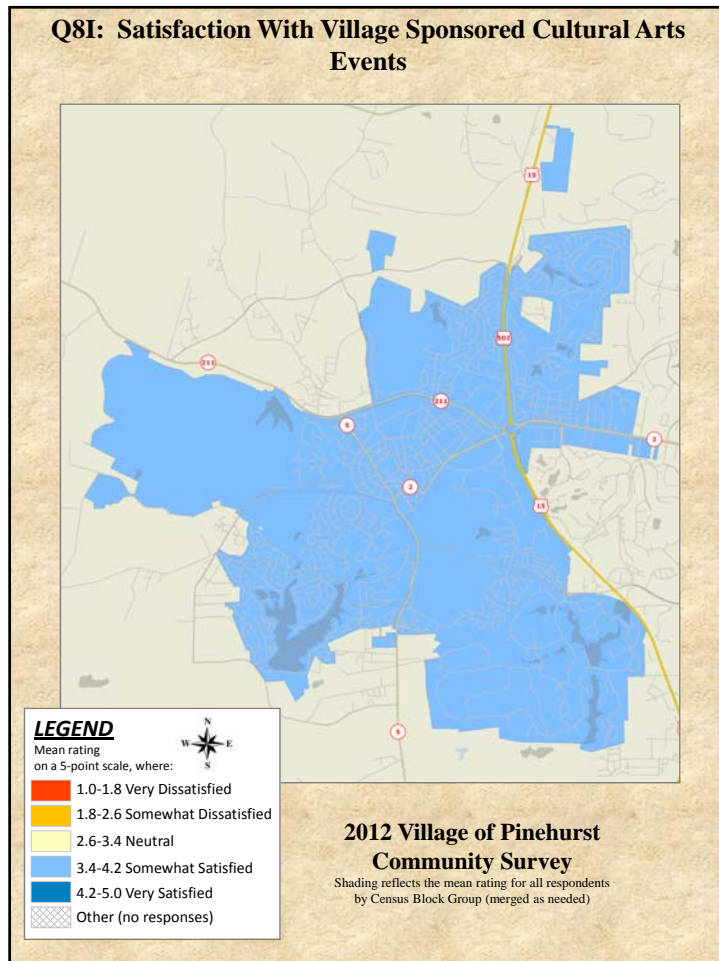


LEGEND
 Mean rating on a 5-point scale, where:

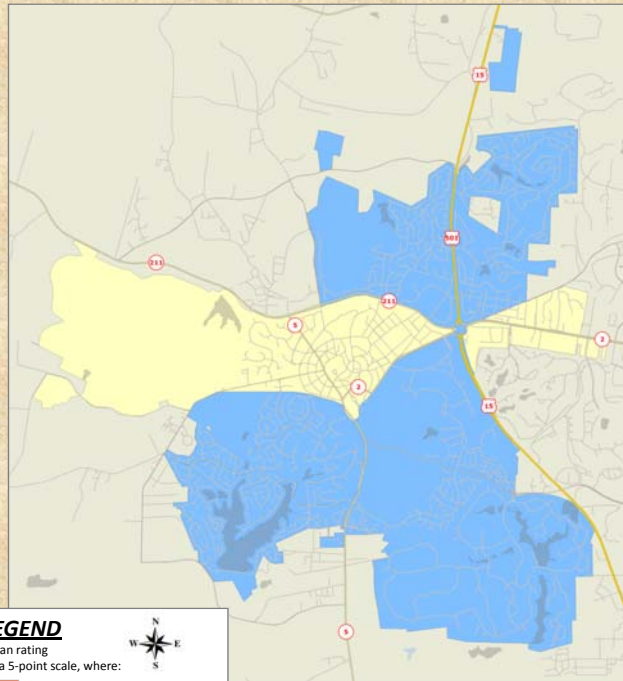
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)



Q8K: Satisfaction With Summer Day Camp Programs



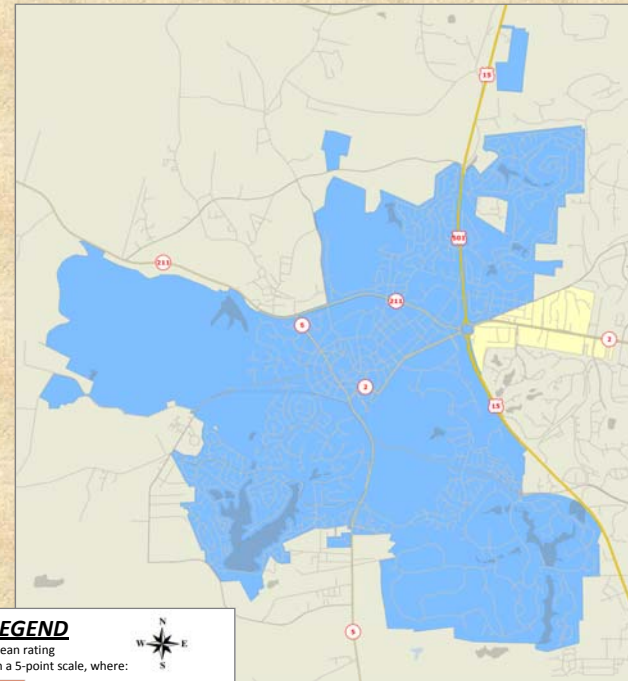
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q8L: Satisfaction With Customer Service Provided by Parks and Recreation Staff

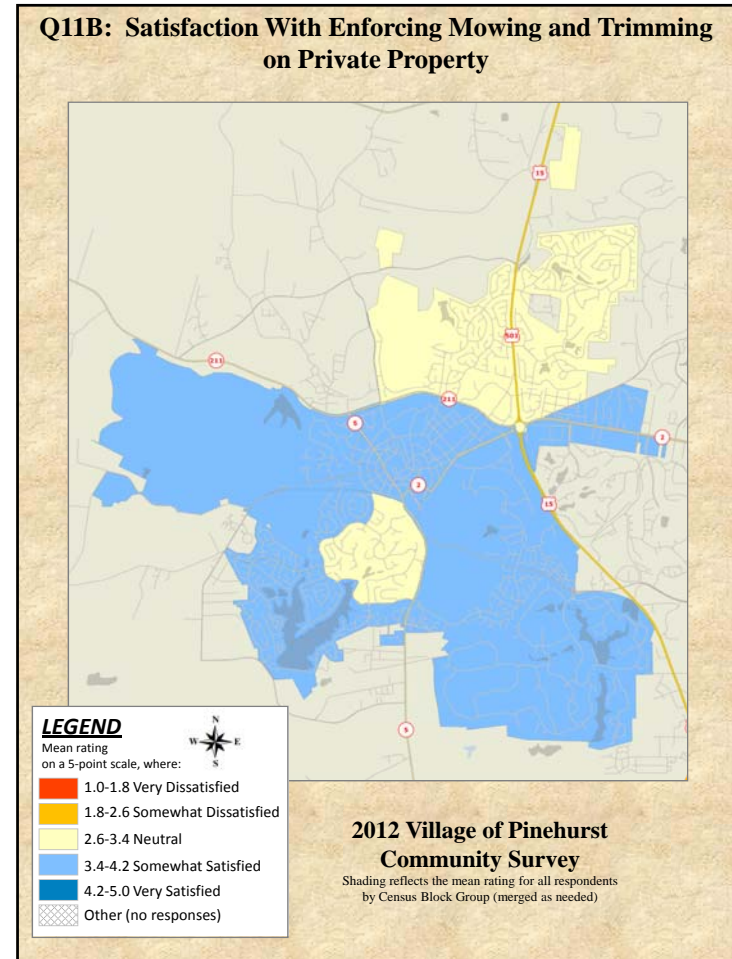
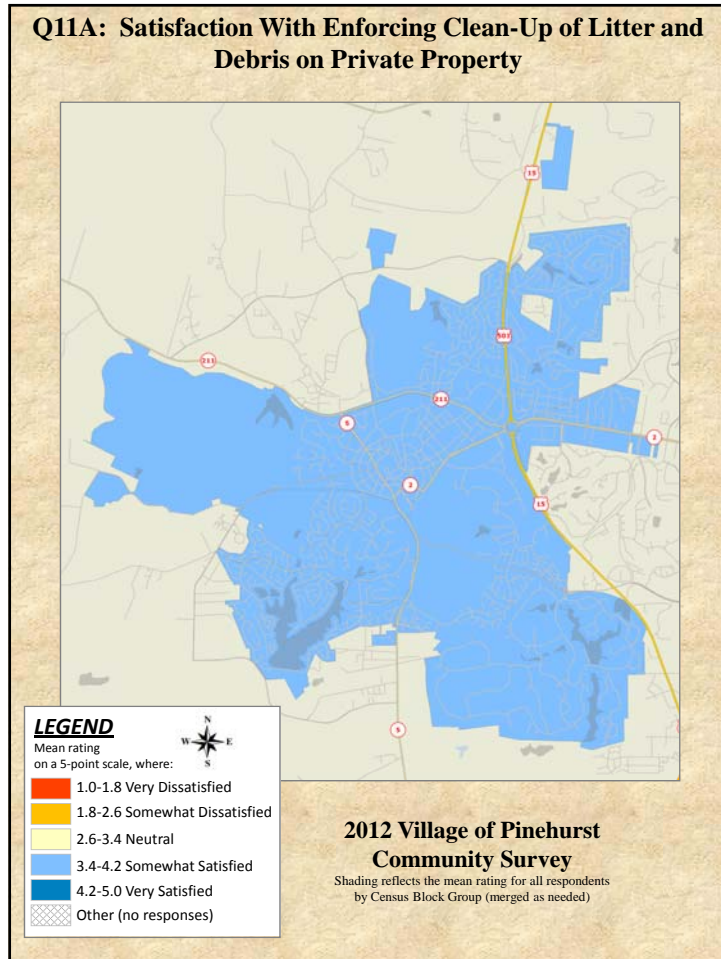


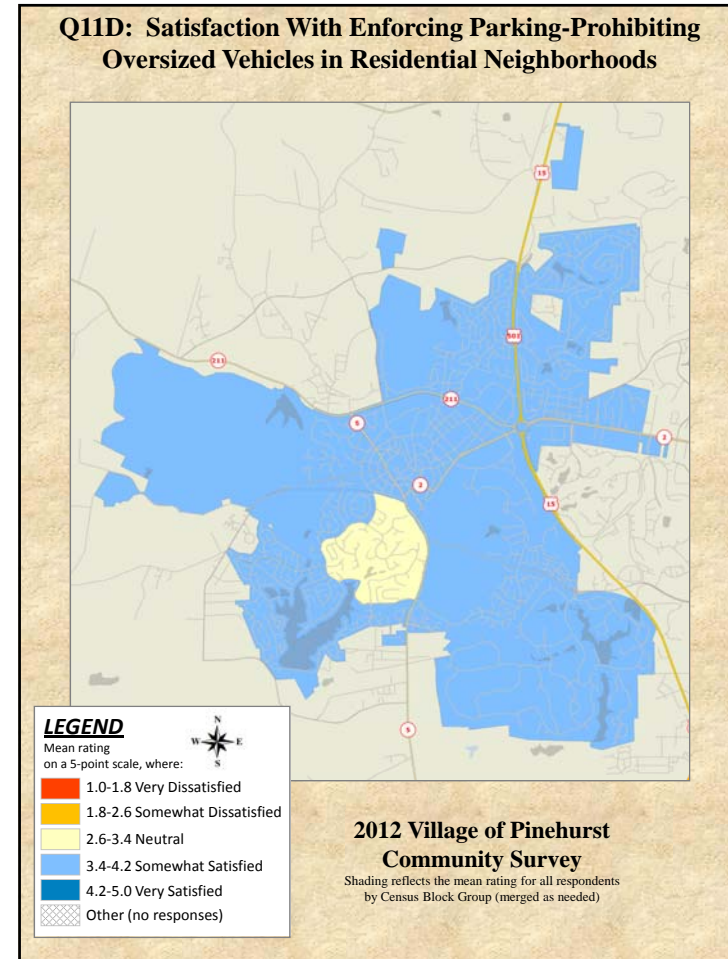
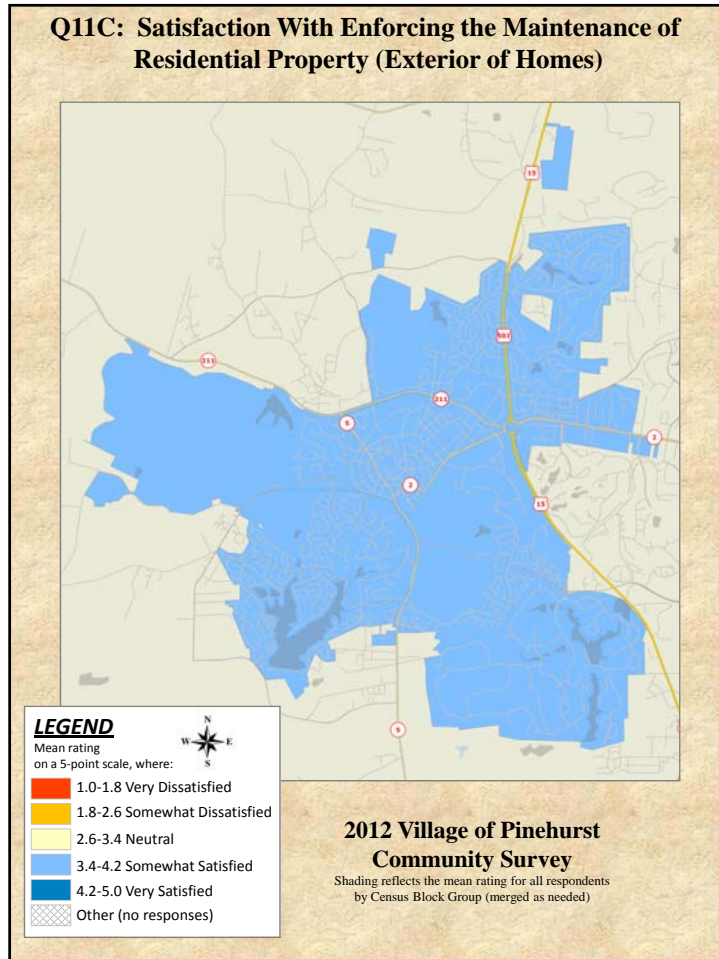
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

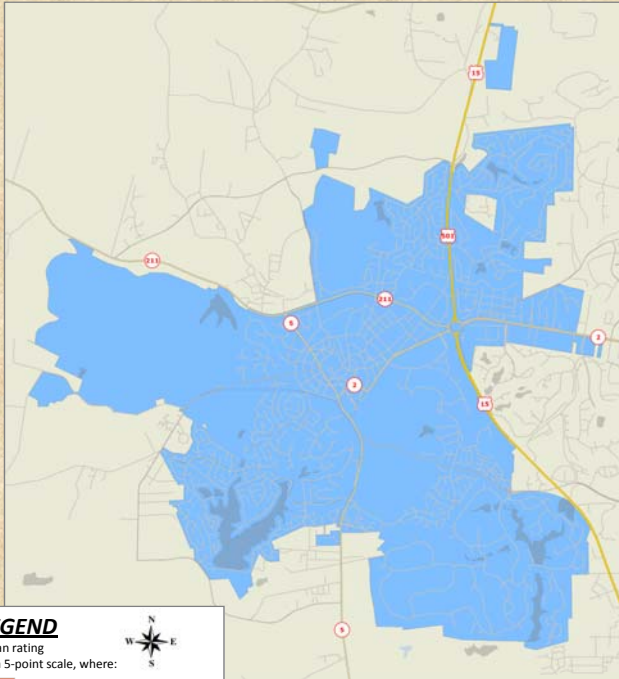
**2012 Village of Pinehurst
 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)





Q11E: Satisfaction With Enforcing Sign Regulations

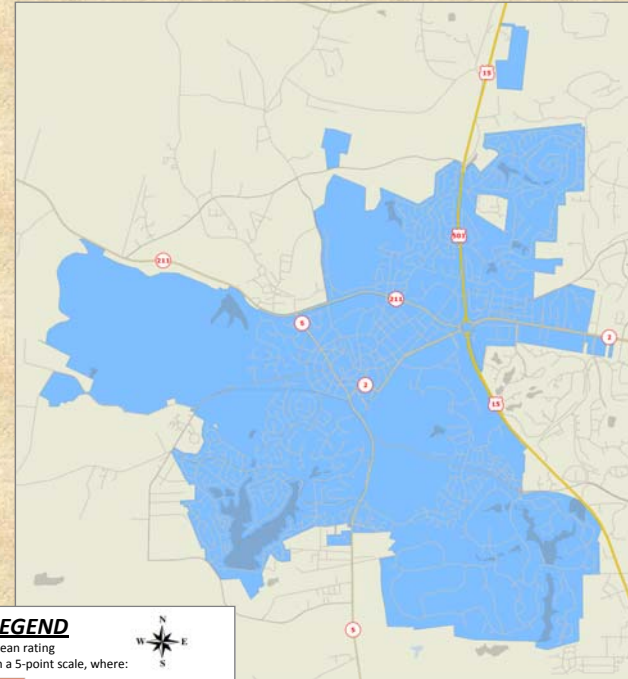


LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q11F: Satisfaction With Quality of Office Development

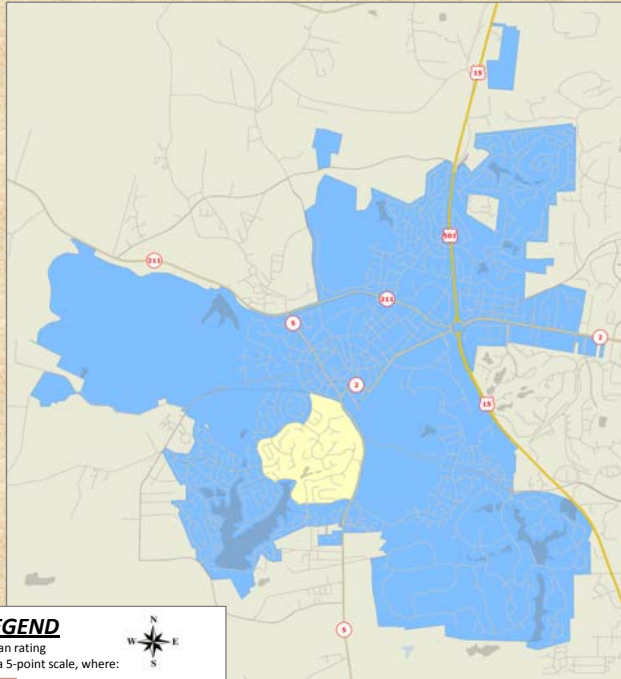


LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q11G: Satisfaction With Quality of Multi-Family Residential Development



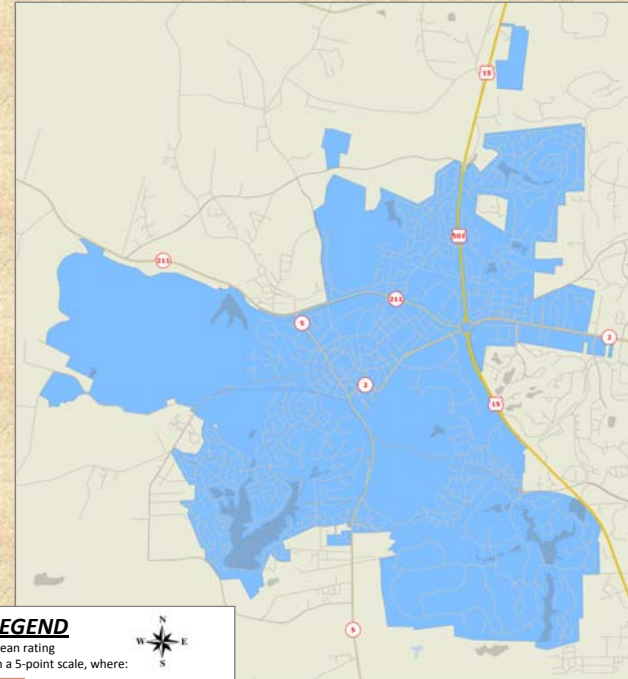
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q11H: Satisfaction With Quality of Single-Family Residential Development



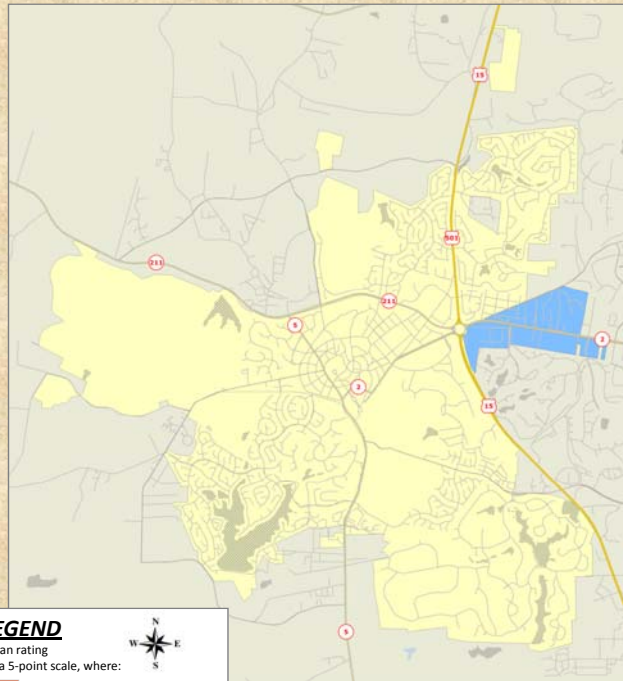
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q11I: Satisfaction With Quality of Retail Development

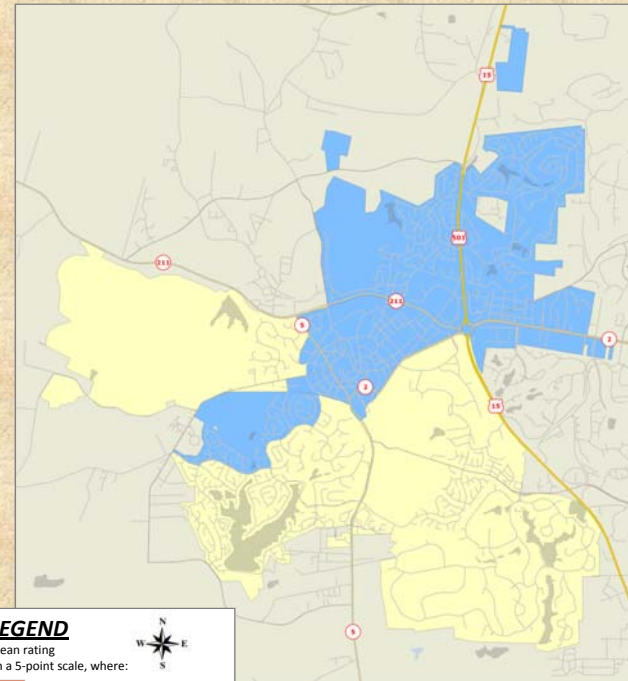


LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q11J: Quality of Mixed Use Development

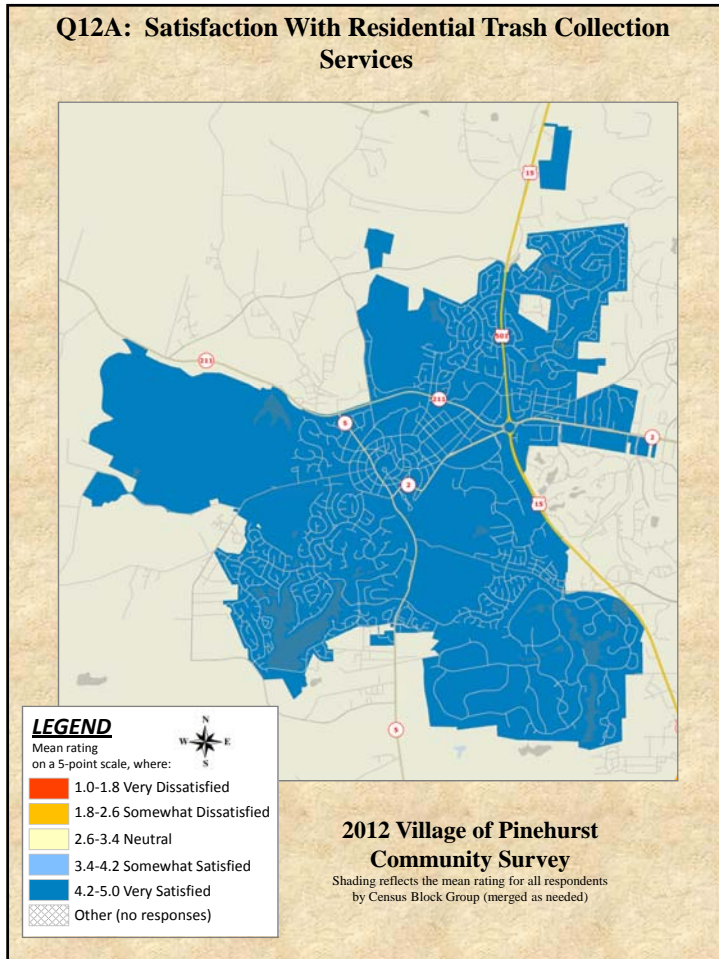


LEGEND
 Mean rating on a 5-point scale, where:

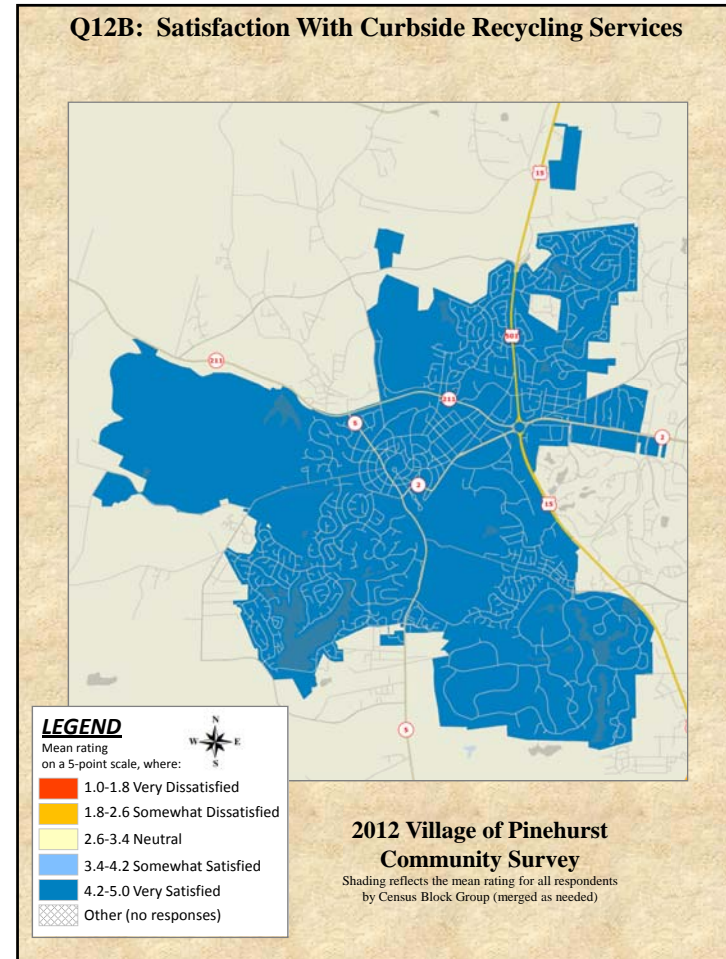
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

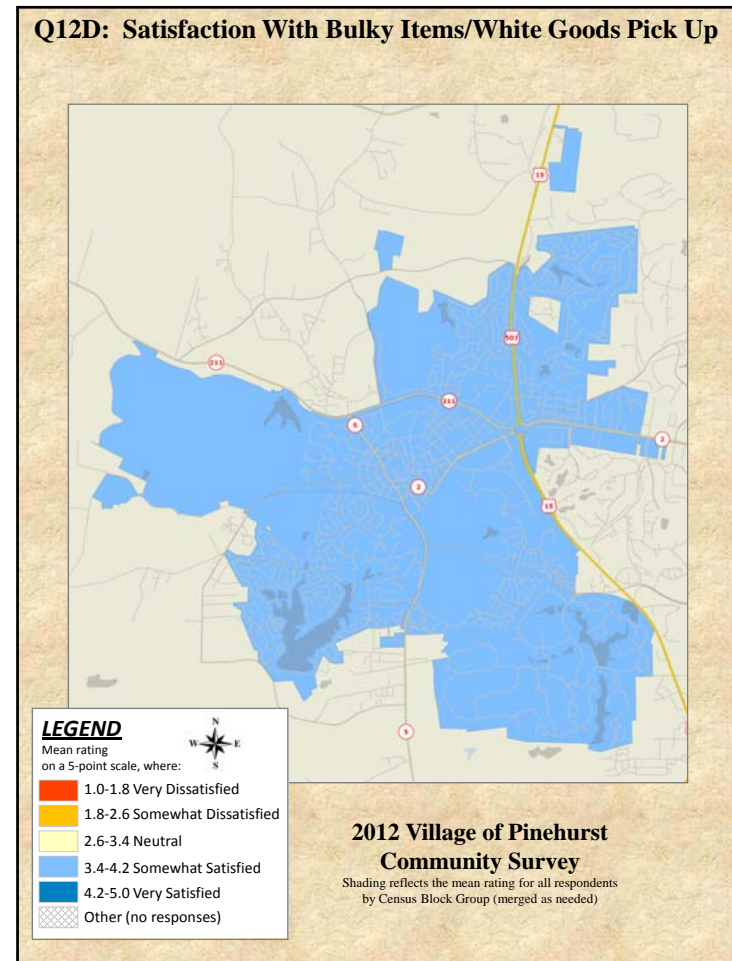
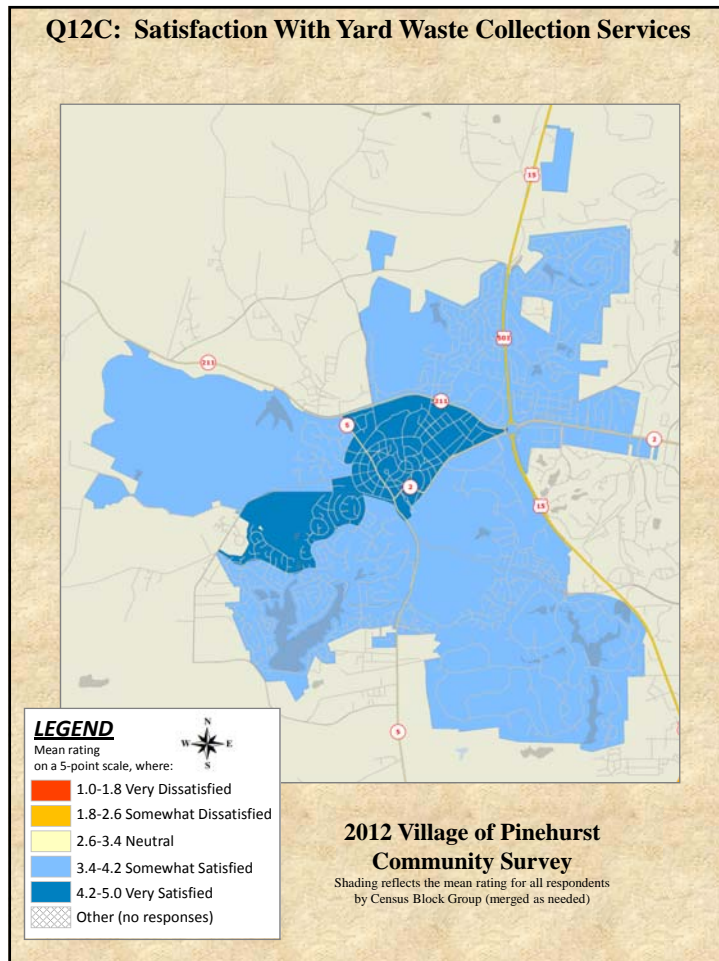
**2012 Village of Pinehurst
 Community Survey**
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q12A: Satisfaction With Residential Trash Collection Services

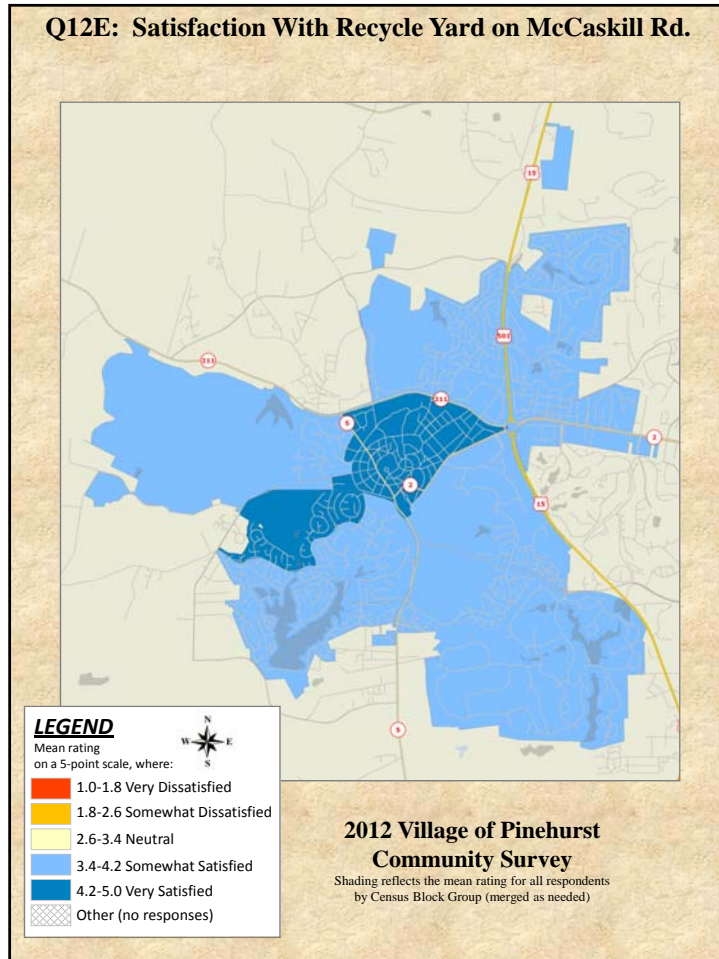


Q12B: Satisfaction With Curbside Recycling Services

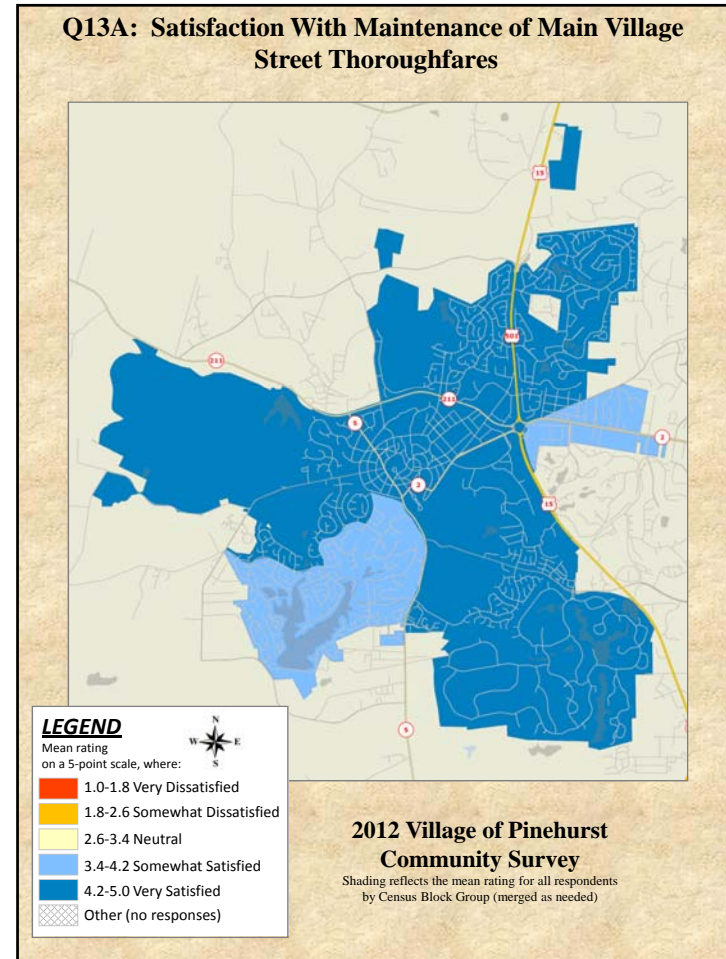




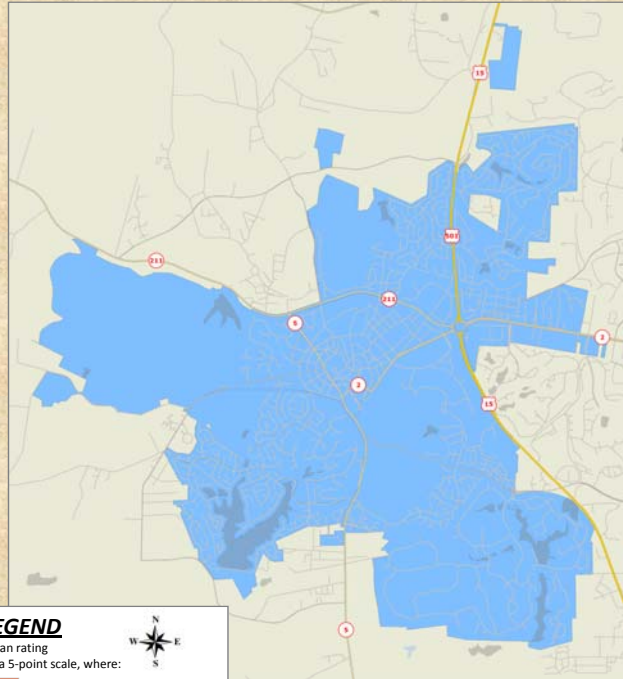
Q12E: Satisfaction With Recycle Yard on McCaskill Rd.



Q13A: Satisfaction With Maintenance of Main Village Street Thoroughfares



Q13B: Satisfaction With Maintenance of Streets in the Neighborhood



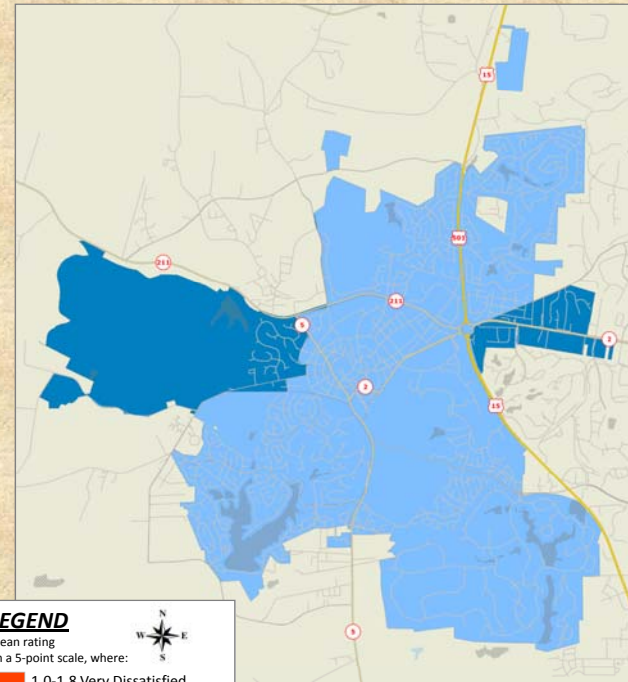
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

**Q13C: Satisfaction With Maintenance of Street Signs/
 Pavement Markings**



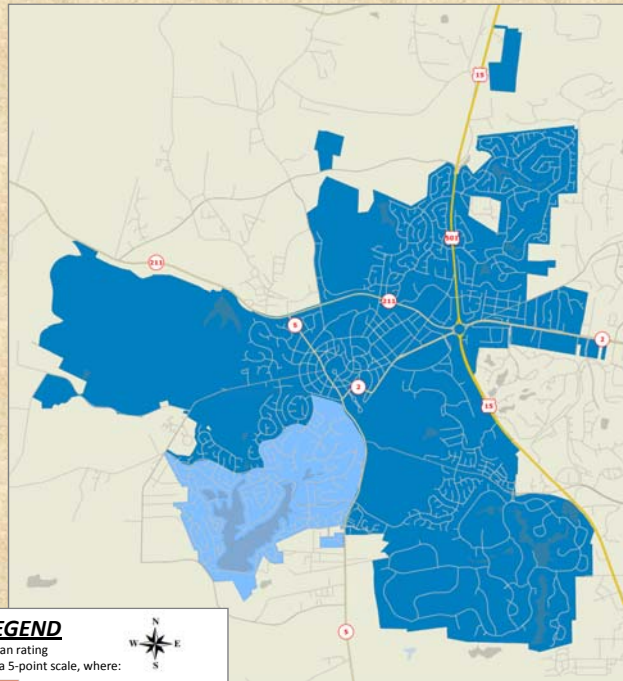
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q13D: Satisfaction With Maintenance/Preservation of Downtown



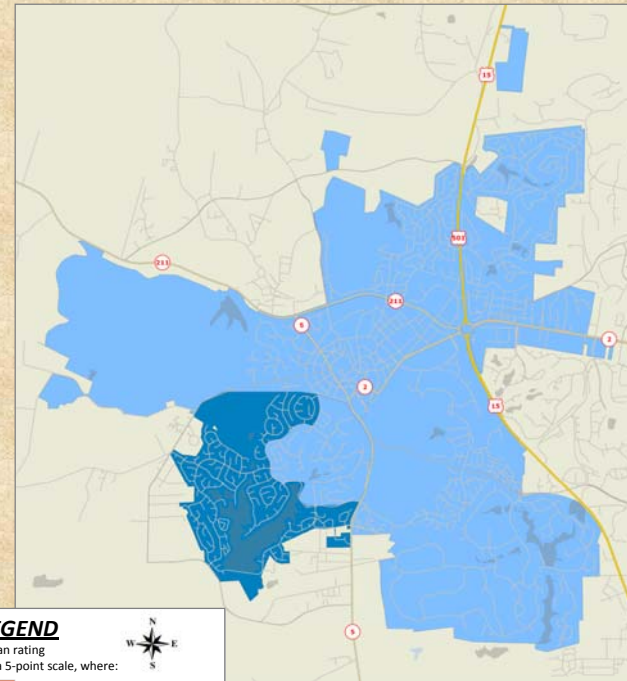
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q13E: Satisfaction With Quality of Landscaping in Medians and Other Public Areas



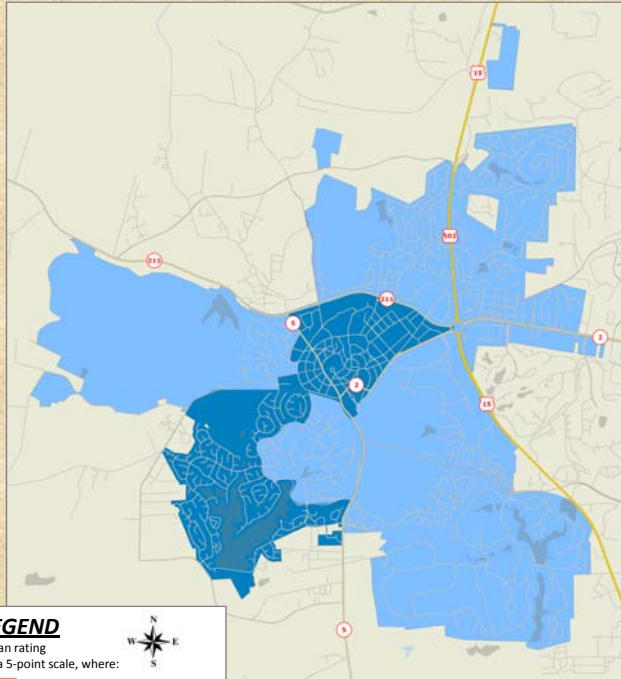
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q13F: Satisfaction With Overall Cleanliness of Streets and Other Public Areas



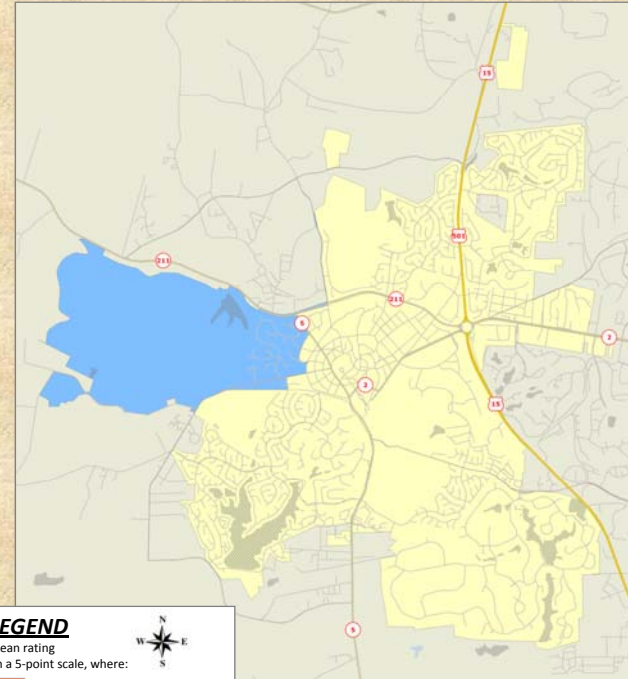
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

Q13G: Satisfaction With Adequacy of Street Lighting

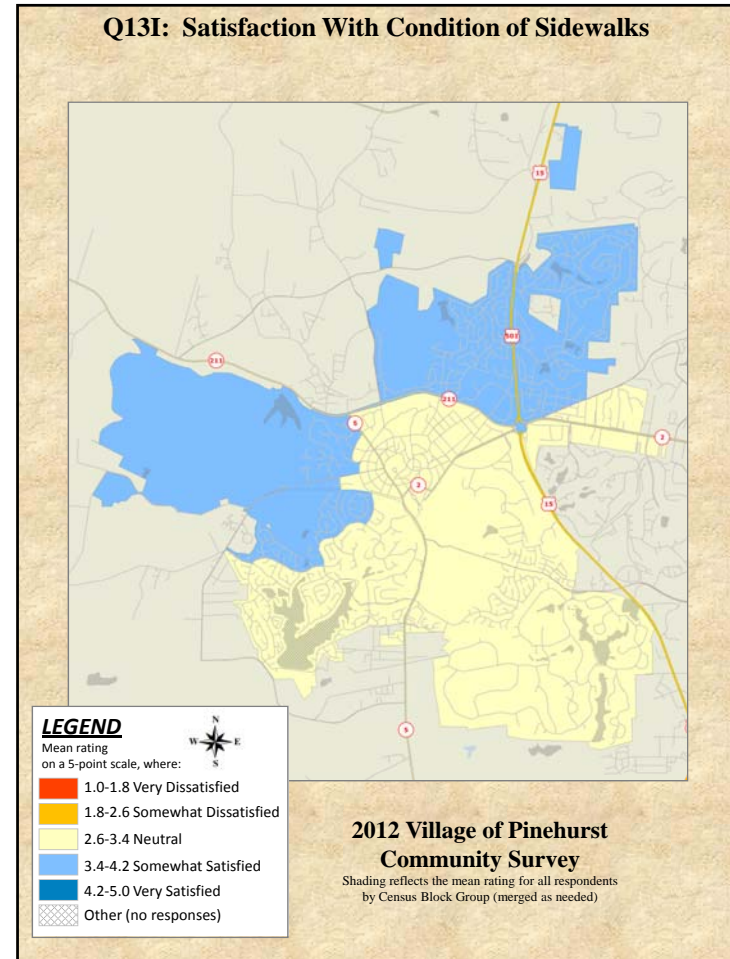
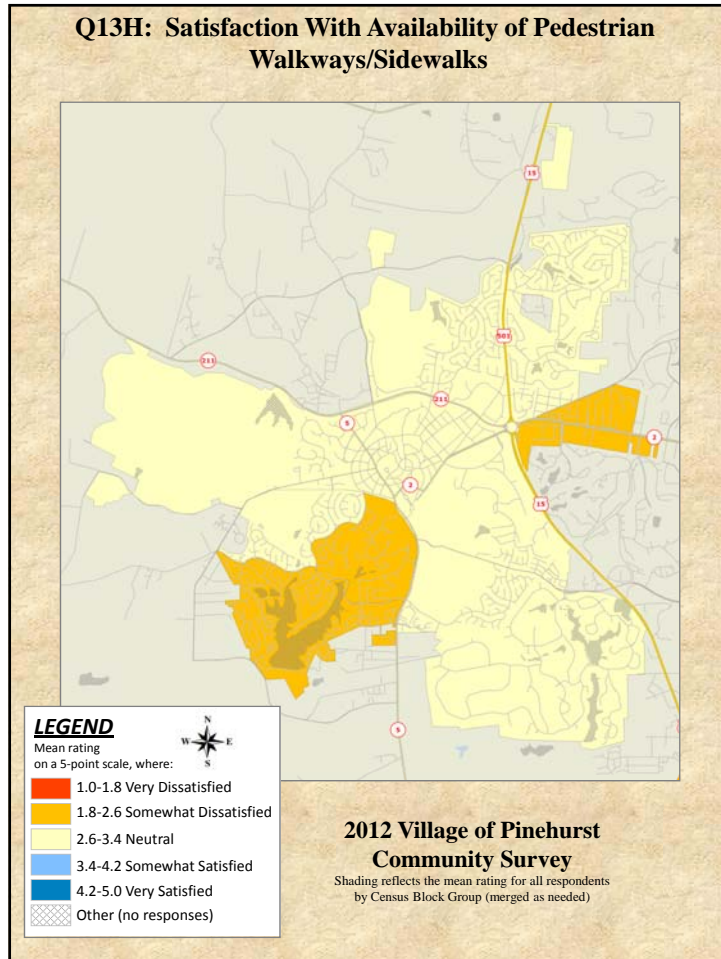


LEGEND
 Mean rating on a 5-point scale, where:

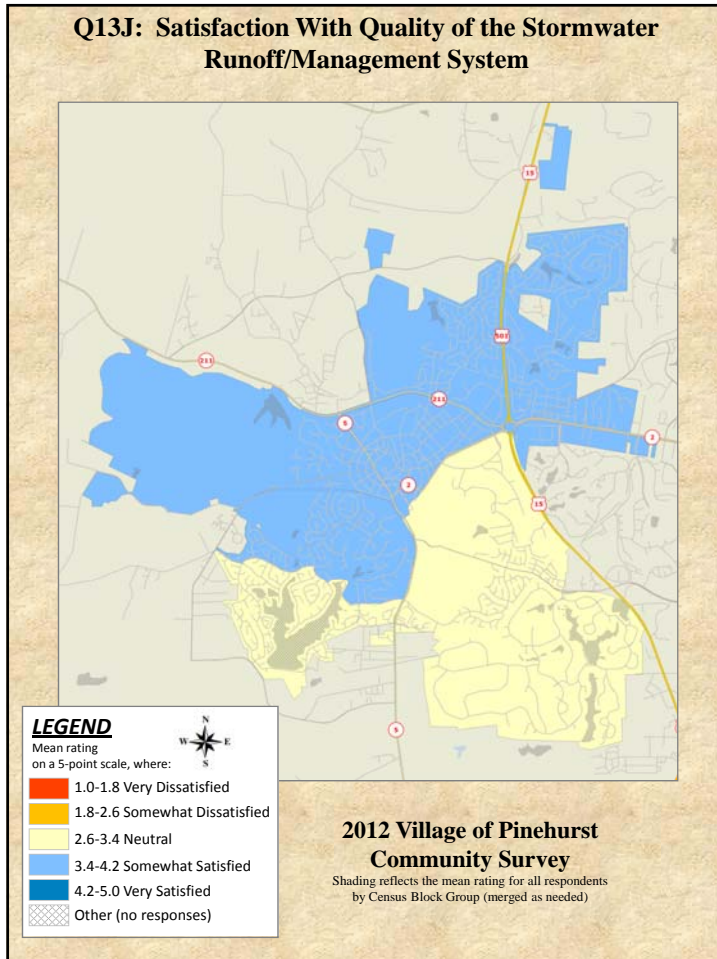
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2012 Village of Pinehurst
 Community Survey**

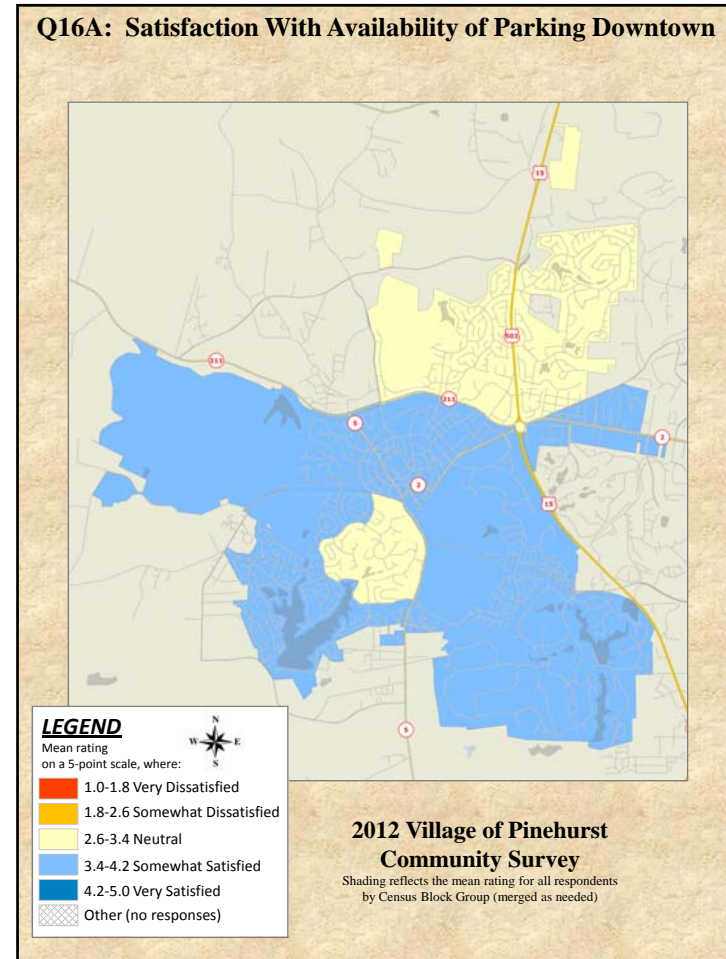
Shading reflects the mean rating for all respondents by Census Block Group (merged as needed)

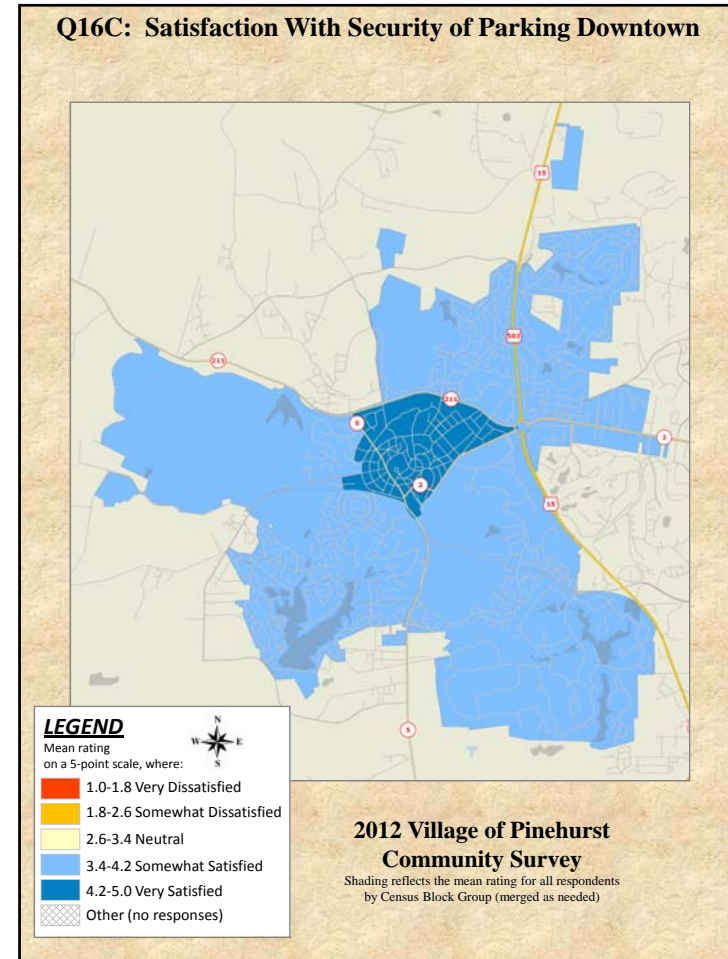
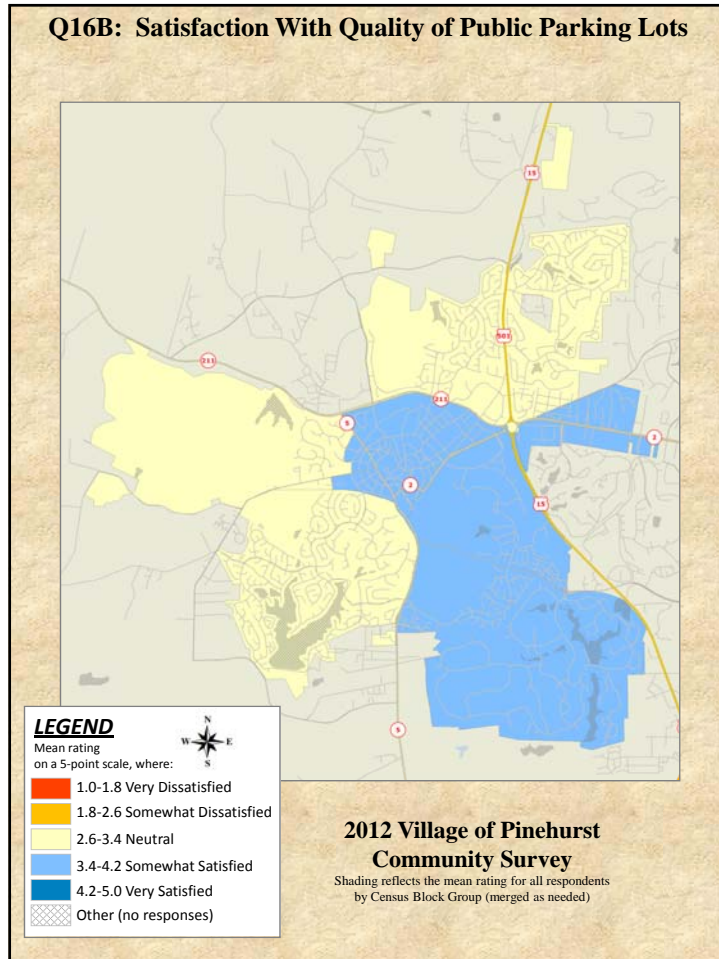


Q13J: Satisfaction With Quality of the Stormwater Runoff/Management System



Q16A: Satisfaction With Availability of Parking Downtown





Section 3:
***Importance-Satisfaction
Analysis***



Importance-Satisfaction Analysis

The Village of Pinehurst, NC

Overview

Today, community 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 cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought should receive the most emphasis over the next two years, twenty-seven percent (27%) ranked "Parks and Recreation programs" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Parks and Recreation programs” was ranked seventh overall with 75% rating “Parks and Recreation programs” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for “Parks and Recreation programs” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 27% was multiplied by 25% (1-0.75). This calculation yielded an I-S rating of **0.0675**, which was ranked fourth out of eleven 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 that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one 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 of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .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 page.

Importance-Satisfaction Rating

Pinehurst, NC

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Efforts to maintain quality of your neighborhoods	44%	1	70%	9	0.1320	1
Medium Priority (IS < .10)						
Street & right-of-way maintenance	31%	3	68%	10	0.0992	2
Enforcement of Village codes & ordinances	20%	8	65%	11	0.0700	3
Parks & recreation programs	27%	4	75%	7	0.0675	4
Village promotion of natural resource conservation	21%	7	71%	8	0.0609	5
Parks & recreation facilities	24%	5	78%	5	0.0528	6
Police services	35%	2	85%	3	0.0525	7
Village communication with residents	22%	6	78%	4	0.0484	8
Customer service provided by Village employees	9%	11	78%	6	0.0198	9
Solid waste services	14%	10	86%	2	0.0196	10
Fire services	17%	9	92%	1	0.0136	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, third and fourth 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.

© 2012 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

Pinehurst, NC

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Frequency that police officers patrol your neighborhood	37%	2	62%	7	0.1406	1
Medium Priority (IS <.10)						
Enforcement of local traffic laws	22%	4	76%	5	0.0528	2
How quickly police respond to emergencies	24%	3	84%	2	0.0384	3
Village efforts to prevent crimes	46%	1	92%	1	0.0368	4
How quickly fire personnel respond to emergencies	17%	5	83%	3	0.0289	5
Fire prevention & education programs	11%	7	74%	6	0.0286	6
Professionalism of police officers	13%	6	82%	4	0.0234	7

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.

Importance-Satisfaction Rating

Pinehurst, NC

Cultural and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS.10 - .20)						
Quality of recreation programs for adults	25%	4	55%	11	0.1125	1
Village sponsored cultural arts events	28%	2	61%	8	0.1092	2
Medium Priority (IS <.10)						
Quality of recreation programs for youth	23%	6	59%	9	0.0943	3
Quality of parks & recreation indoor facilities	27%	3	67%	5	0.0891	4
Availability of information about recreation programs	24%	5	63%	6	0.0888	5
Range of activities at parks & recreation facilities	20%	7	57%	10	0.0860	6
Greenway trails	32%	1	78%	2	0.0704	7
Summer Day Camp programs	9%	10	46%	12	0.0486	8
Quality of outdoor athletic fields & facilities	13%	9	75%	3	0.0325	9
Number of Village parks	15%	8	80%	1	0.0300	10
Customer service provided by parks & recreation staff	7%	11	62%	7	0.0266	11
Availability of outdoor athletic fields & facilities	7%	12	69%	4	0.0217	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.

Importance-Satisfaction Rating

Pinehurst, NC

PUBLIC WORKS

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 pedestrian walkways/sidewalks	50%	1	37%	10	0.3150	1
Adequacy of street lighting	49%	2	45%	9	0.2695	2
<u>High Priority (IS.10 - .20)</u>						
Condition of sidewalks	22%	5	47%	8	0.1166	3
Quality of stormwater runoff/management system	22%	4	54%	7	0.1012	4
<u>Medium Priority (IS < .10)</u>						
Maintenance of streets in your neighborhood	29%	3	73%	6	0.0783	5
Quality of landscaping in medians & other public areas	17%	8	85%	4	0.0255	6
Overall cleanliness of streets & other public areas	17%	7	86%	3	0.0238	7
Maintenance/preservation of downtown	18%	6	87%	2	0.0234	8
Maintenance of street signs/pavement markings	9%	10	81%	5	0.0171	9
Maintenance of main Village street thoroughfares	14%	9	88%	1	0.0168	10

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.



Importance-Satisfaction Matrix Analysis

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

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

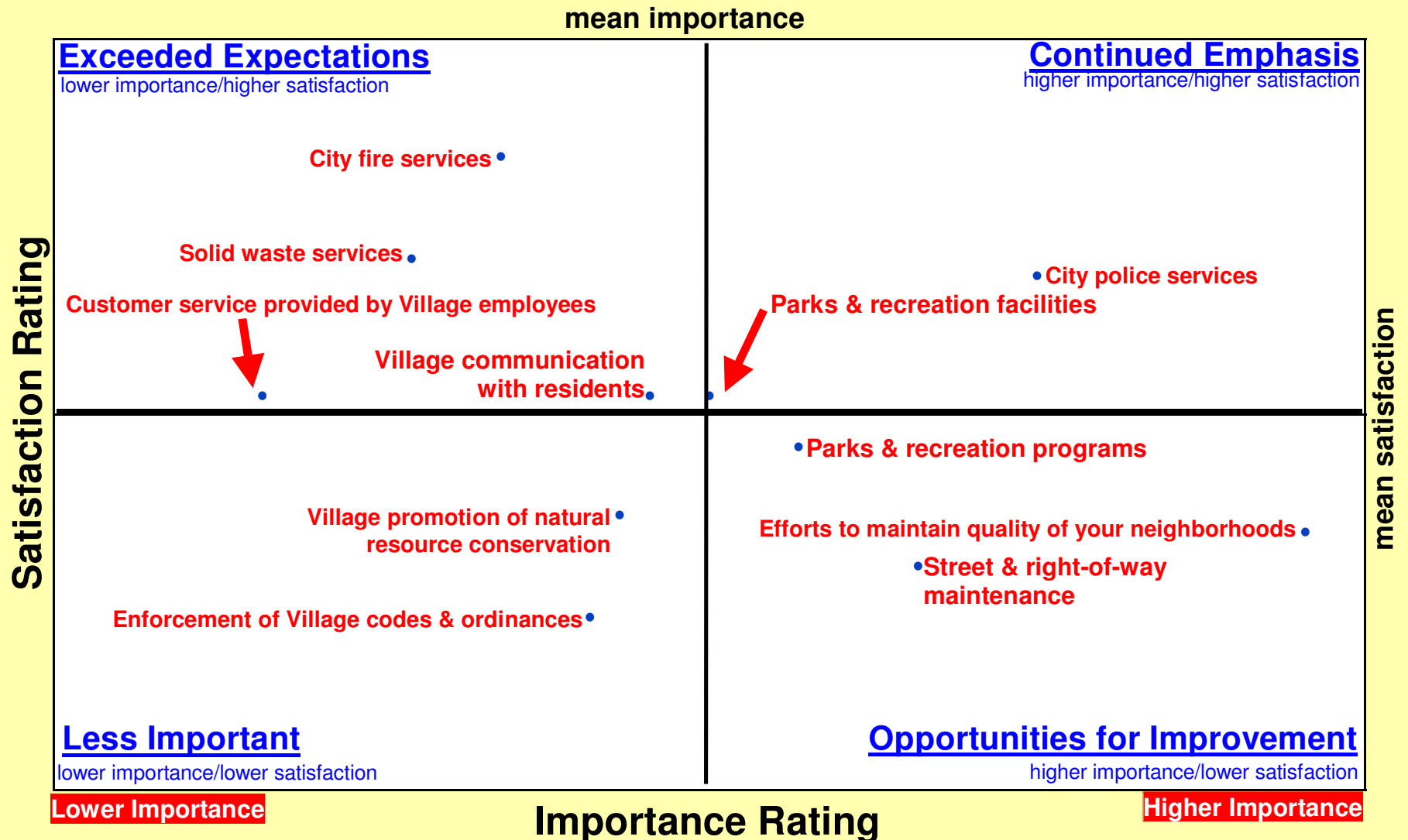
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Village is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Village should maintain (or slightly increase) emphasis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

Matrices showing the results for the Village of Pinehurst are provided on the following pages.

2012 Village of Pinehurst DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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



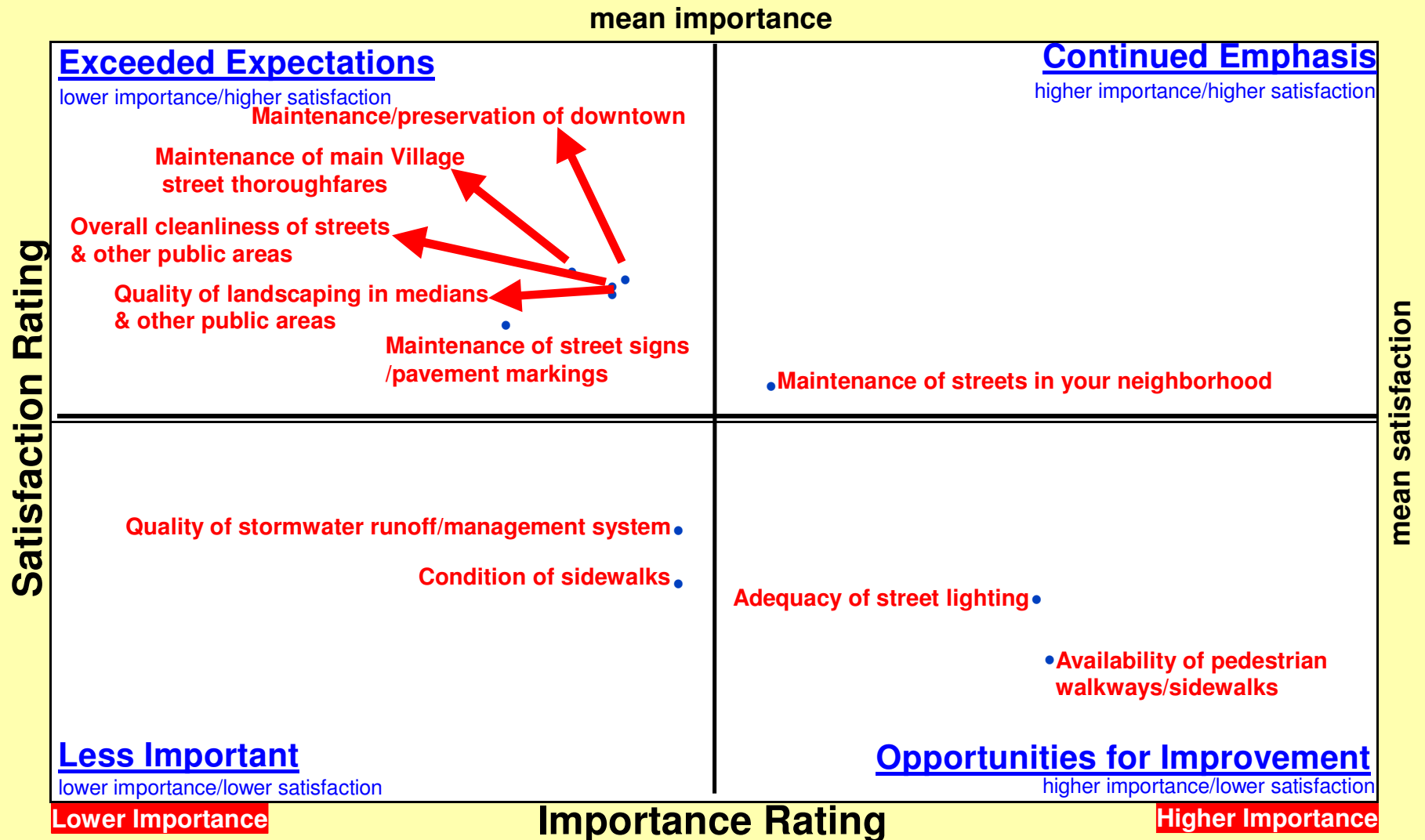
Source: ETC Institute (2012)

Importance-Satisfaction Analysis

2012 Village of Pinehurst DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

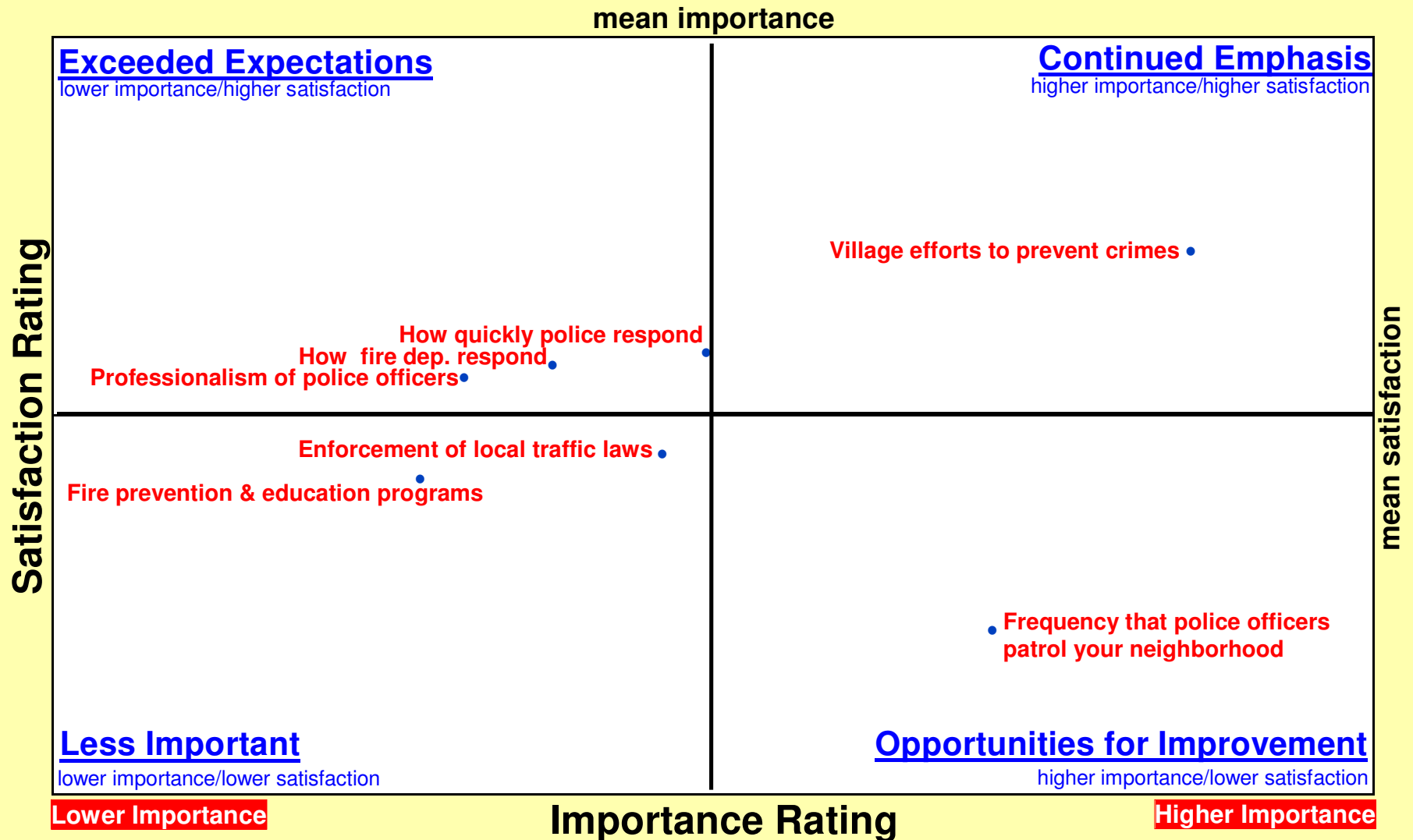
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 Village of Pinehurst DirectionFinder Importance-Satisfaction Assessment Matrix

- Public Safety -

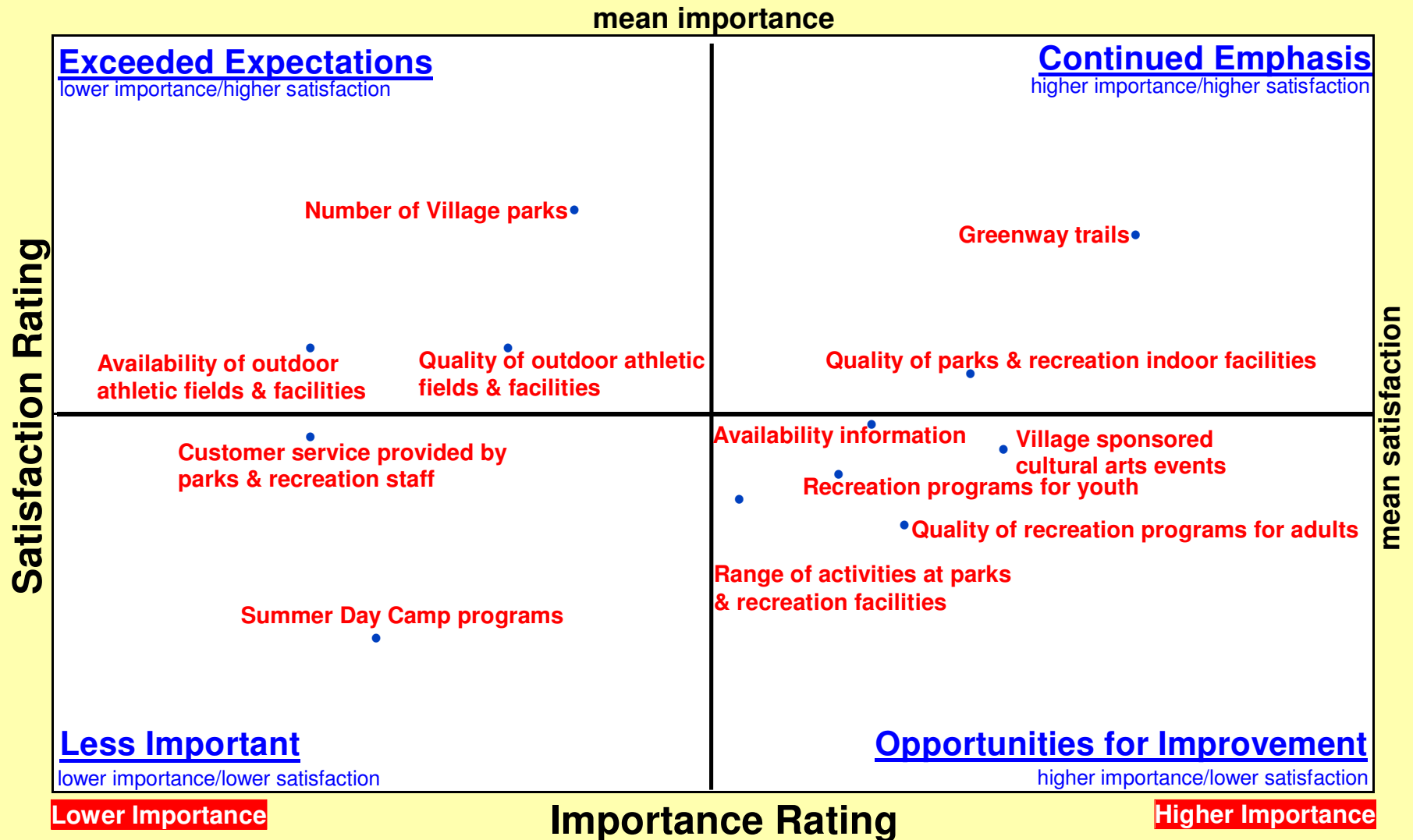
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 Village of Pinehurst DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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



Section 4:
Benchmarking



DirectionFinder® Survey

Year 2012 Benchmarking Summary Report

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 210 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 May and June 2011 to a random sample of 3,926 residents in the continental United States, (2) a regional survey that was administered to a random sample of 388 residents in the Southeastern region of the United States during May and June 2011. The states included in the Southeastern region are: Kentucky, North Carolina, Tennessee, South Carolina, Alabama, Arkansas, Mississippi, Louisiana and Georgia.

Some of the cities included in the performance ranges that are shown in this report are listed below:

- Arlington, VA
- Auburn, AL
- Burbank, CA
- Bridgeport, CT
- Cabarrus County, NC
- Casper, WY
- Chapel Hill, NC
- Charlottesville, VA
- Coral Springs, FL
- Durham, NC
- Hallandale Beach, FL
- High Point, NC
- Indian Trail, NC
- Key Biscayne, FL
- Lauderdale Lakes, FL
- Palm Desert, CA
- Panama City, FL
- Providence, RI
- Provo, UT
- San Bernardino, CA
- Shoreline, WA
- Lubbock, TX
- Naperville, IL
- Tamarac, FL
- Wilmington, NC
- Yuma, AZ

Interpreting the Performance Range Charts

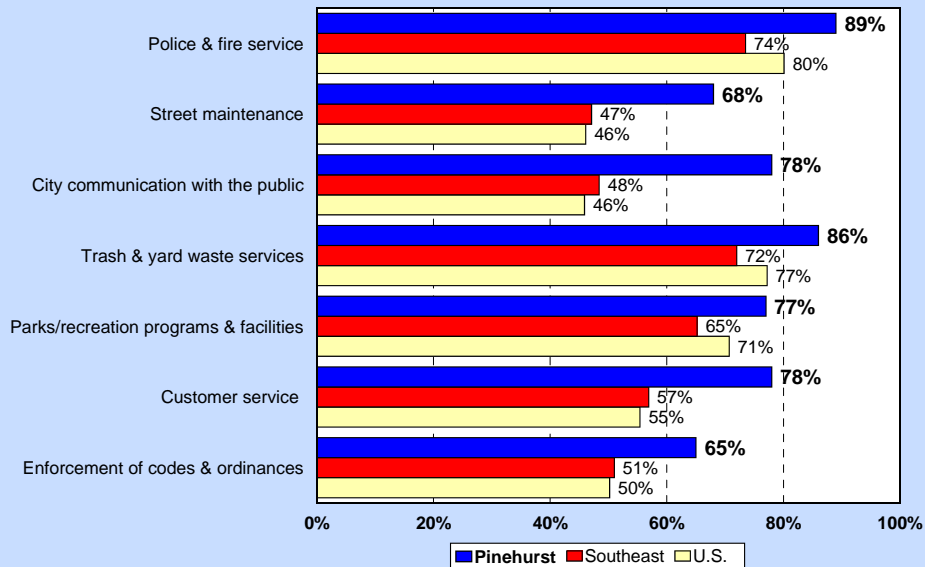
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Pinehurst compare to the community average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the Village of Pinehurst rated above the community average. If the yellow dot is located to the left of the vertical dash, the Village of Pinehurst rated below the community average.

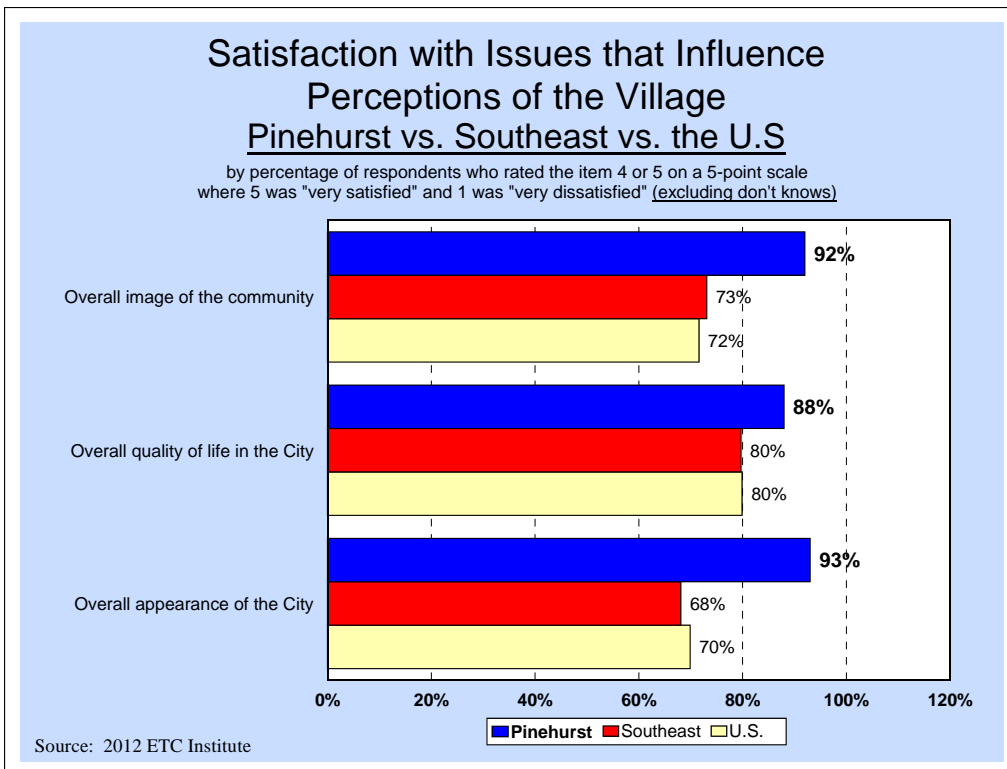
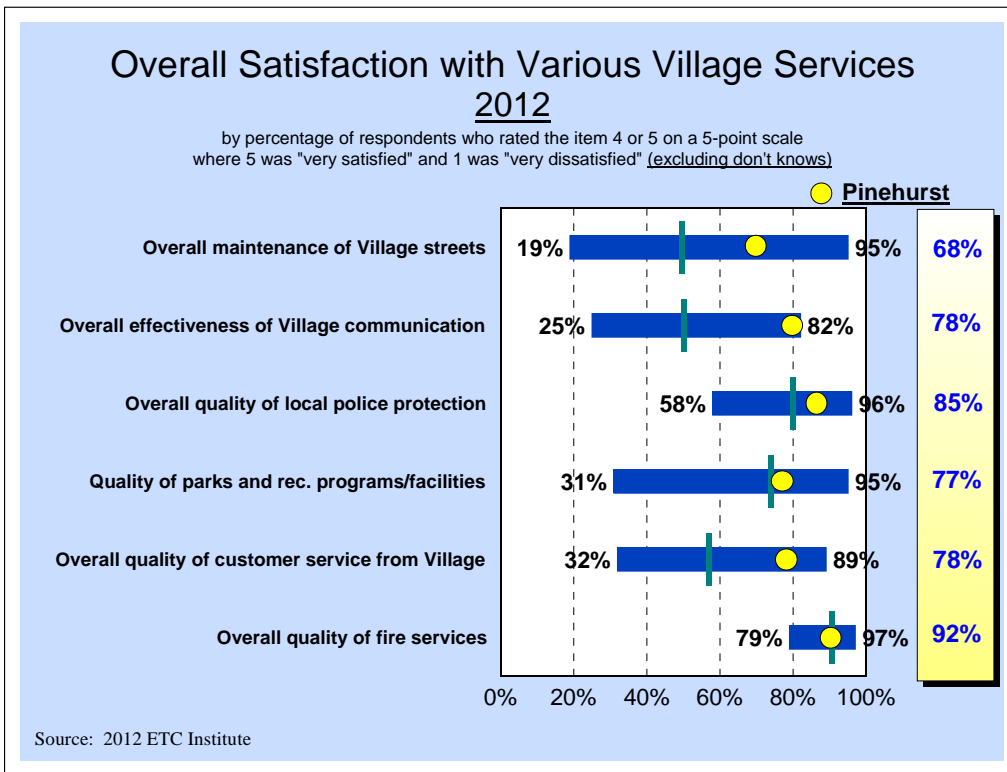
National Benchmarks

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

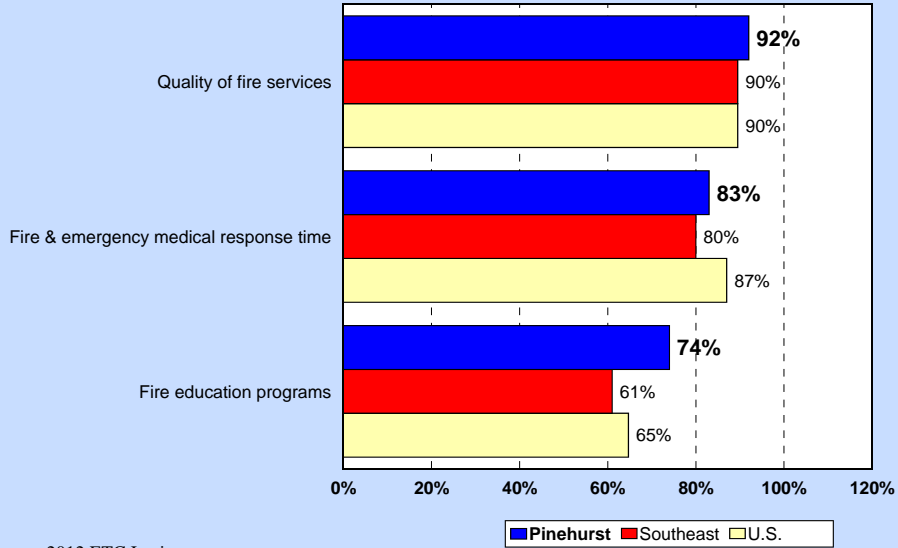
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





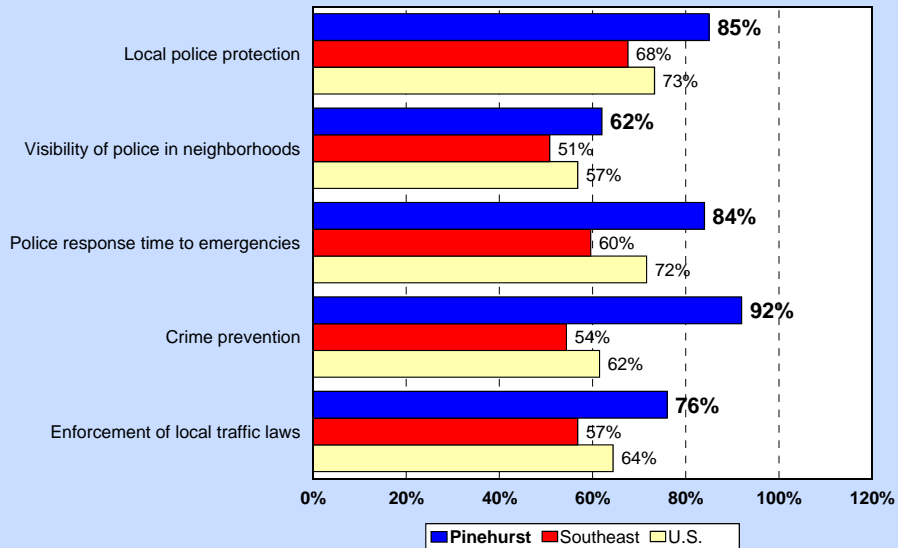
Overall Satisfaction with Fire and Ambulance Services Pinehurst vs. Southeast vs. the U.S

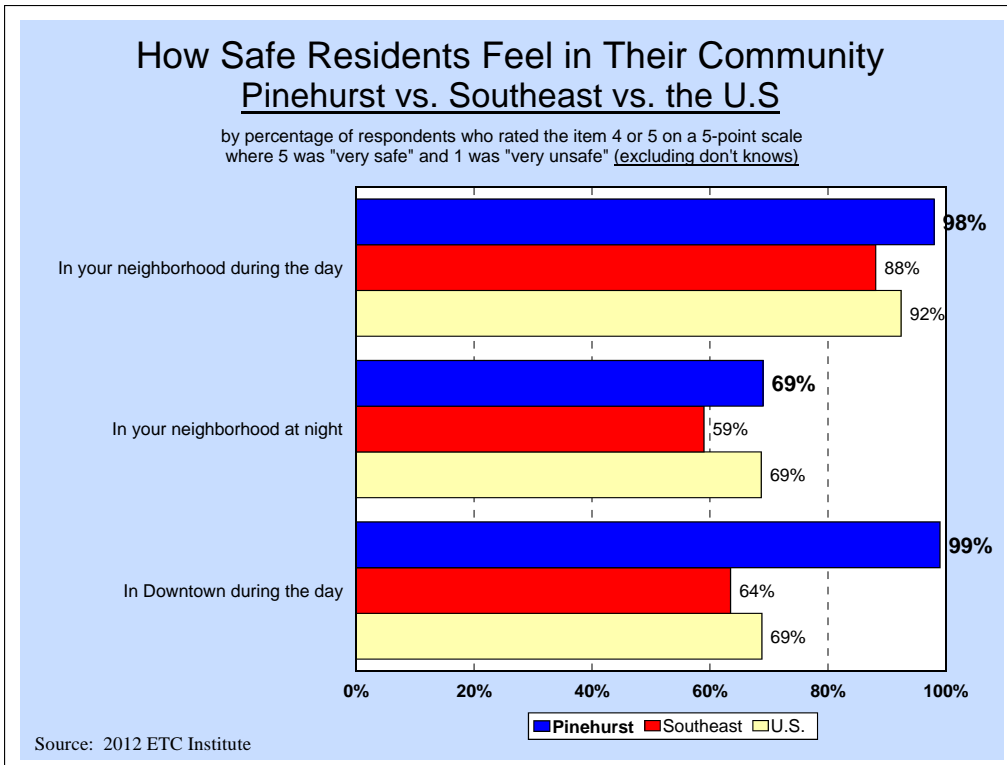
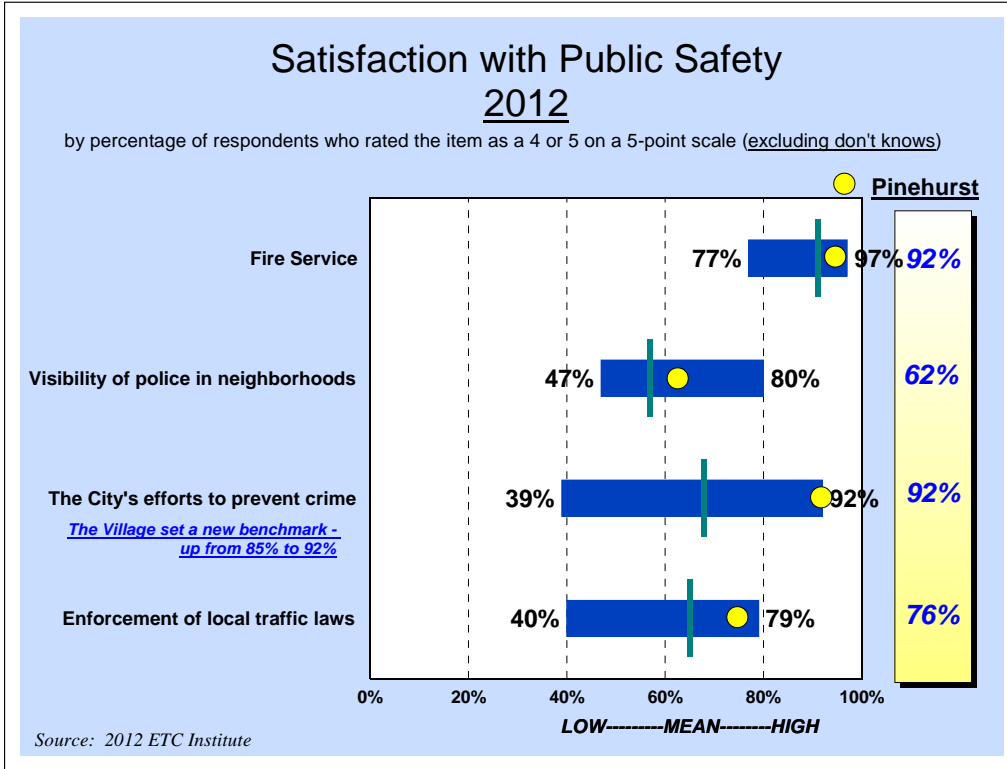
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

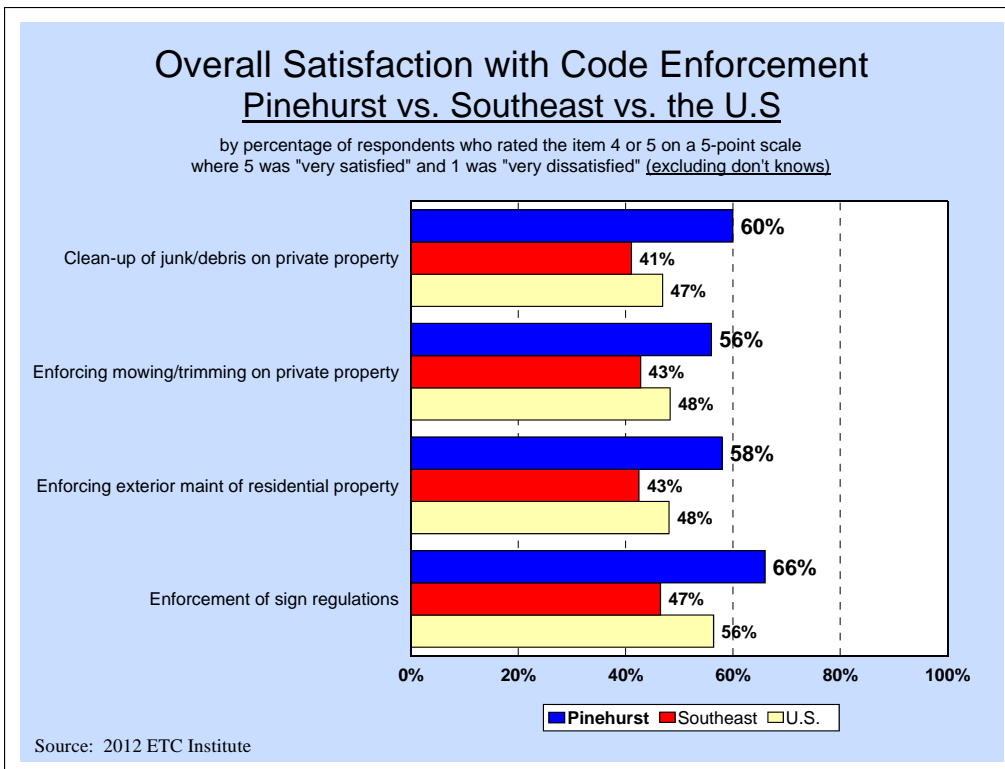
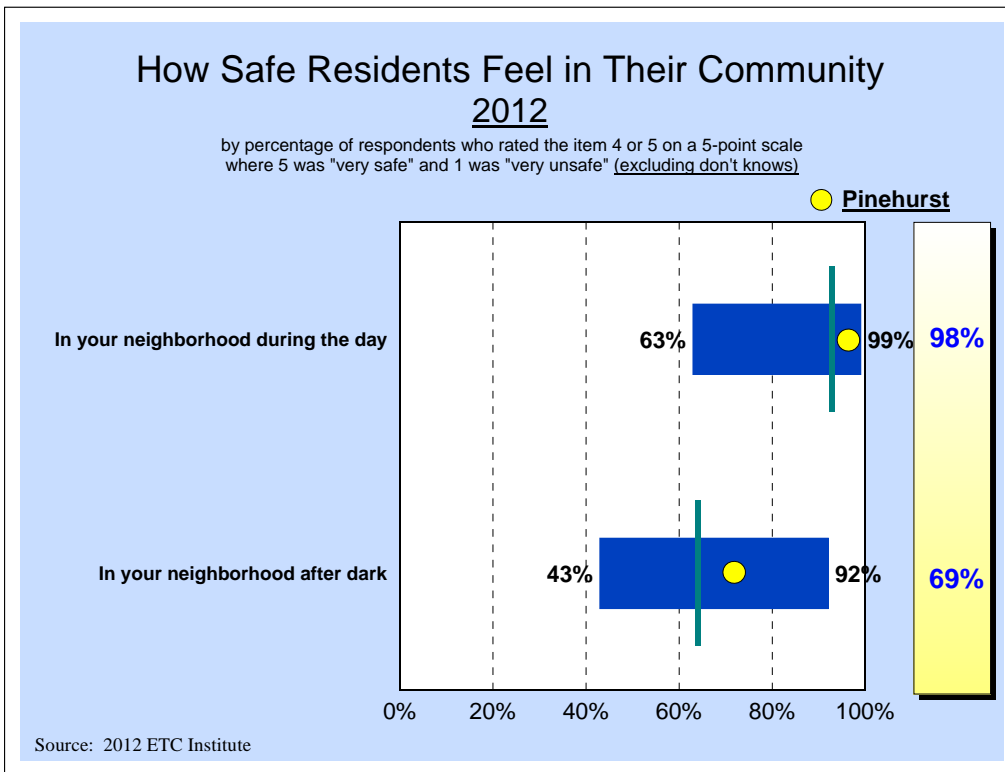


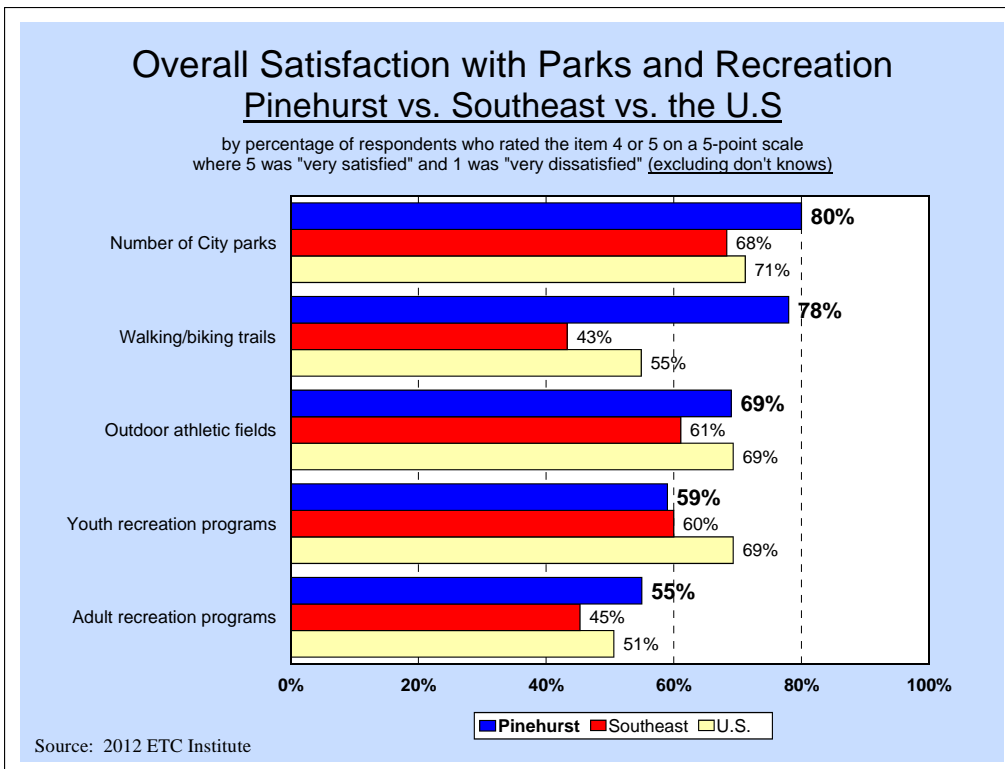
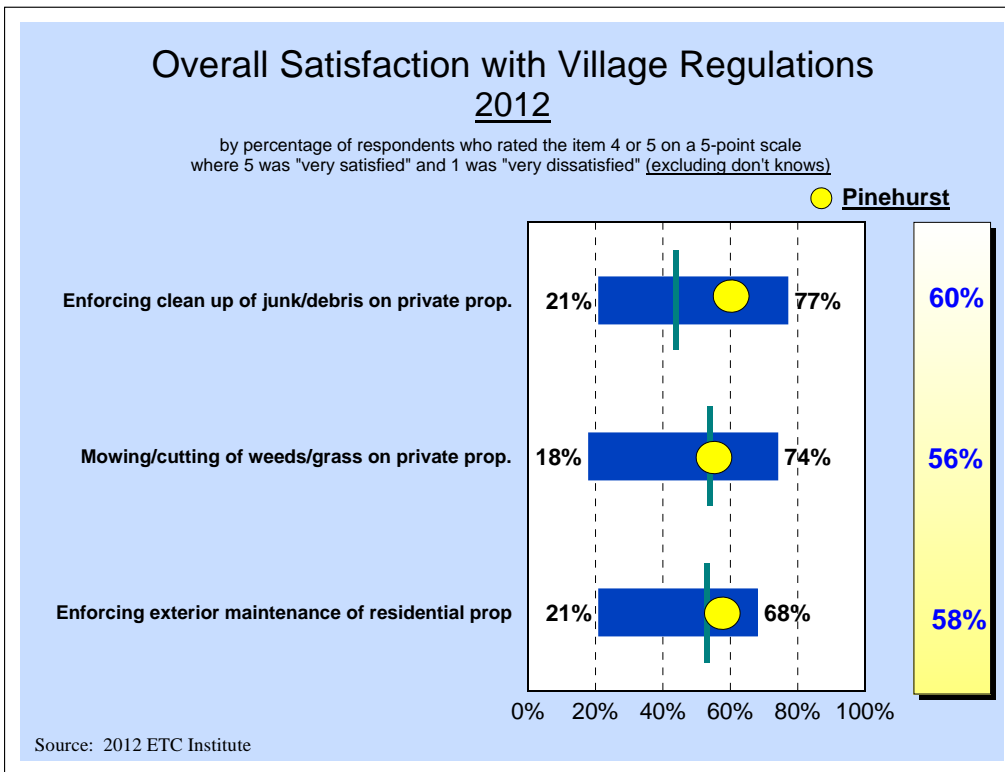
Overall Satisfaction with Police Services Pinehurst vs. Southeast vs. the U.S

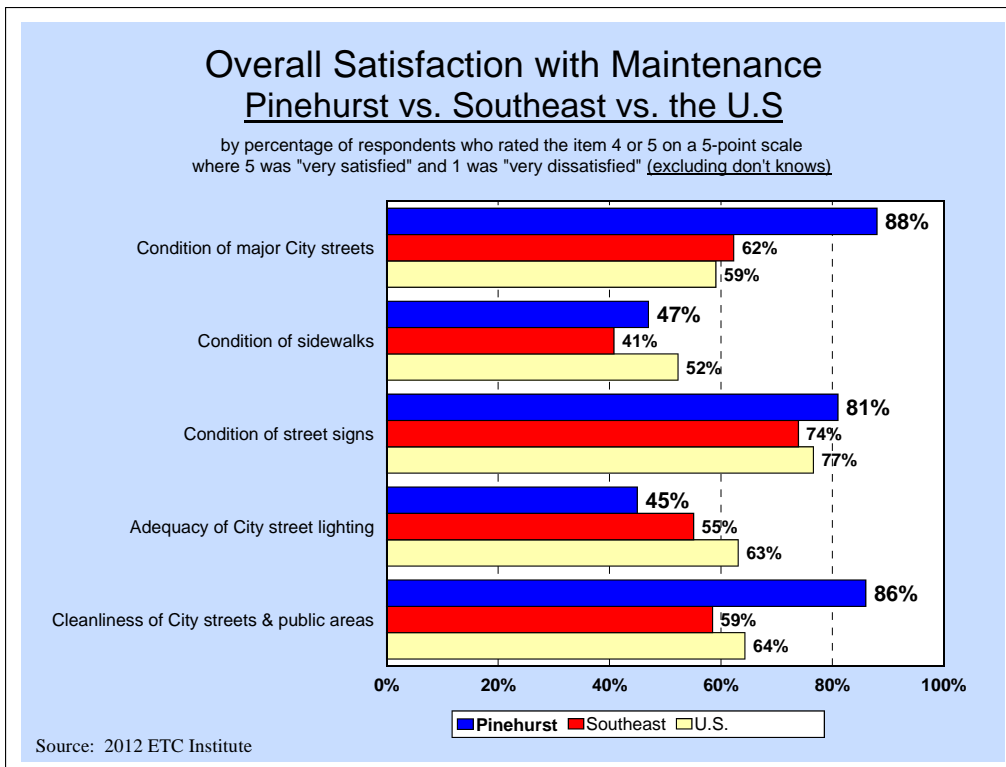
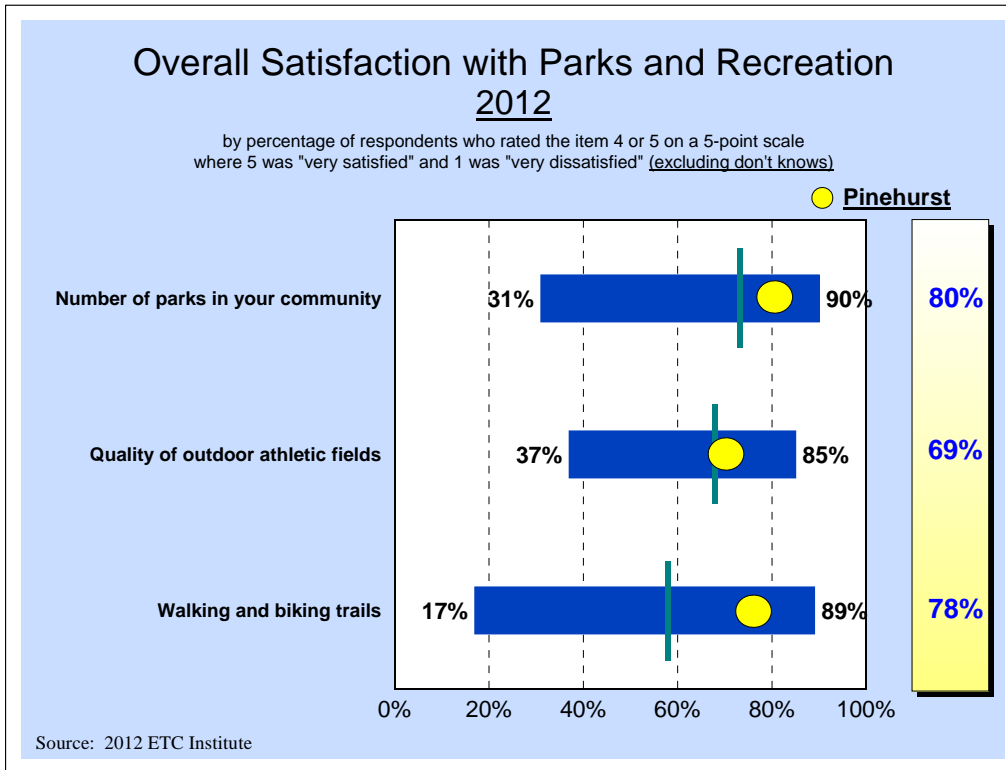
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





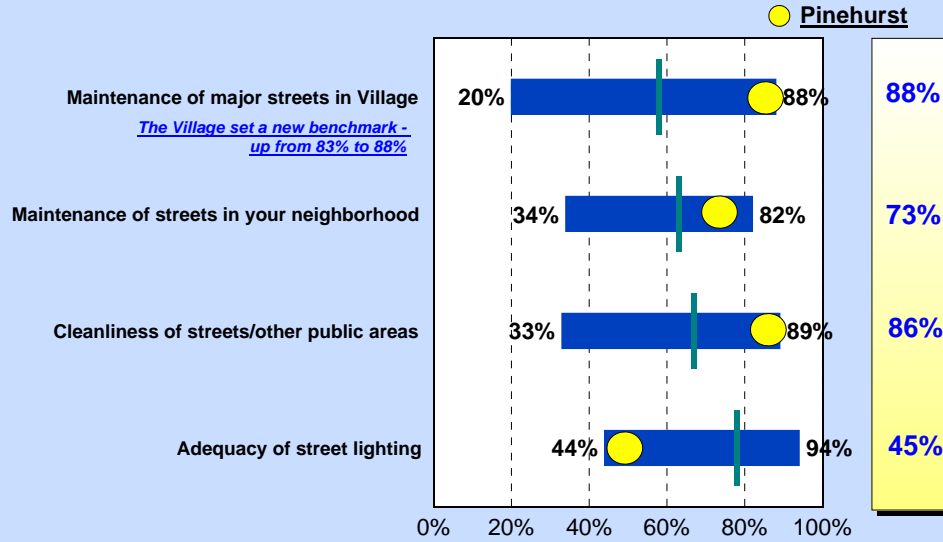






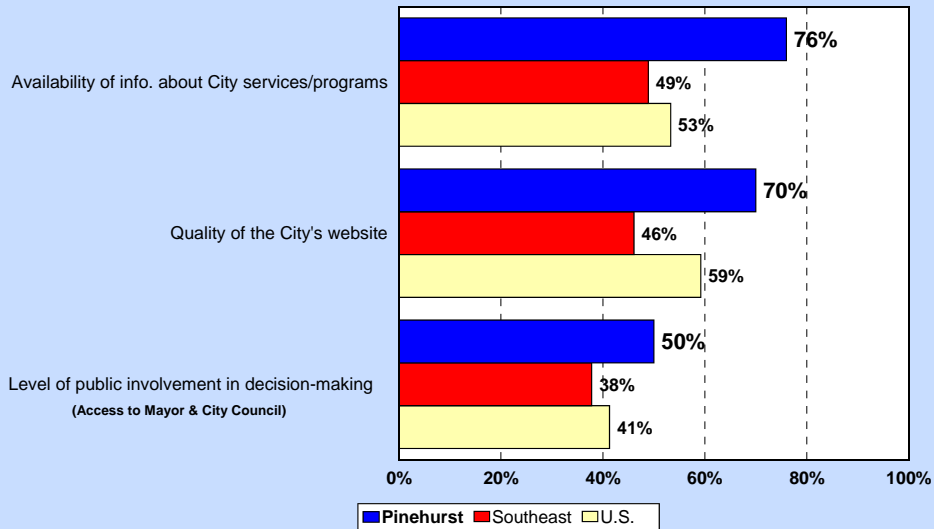
Overall Satisfaction with Street Maintenance Services 2012

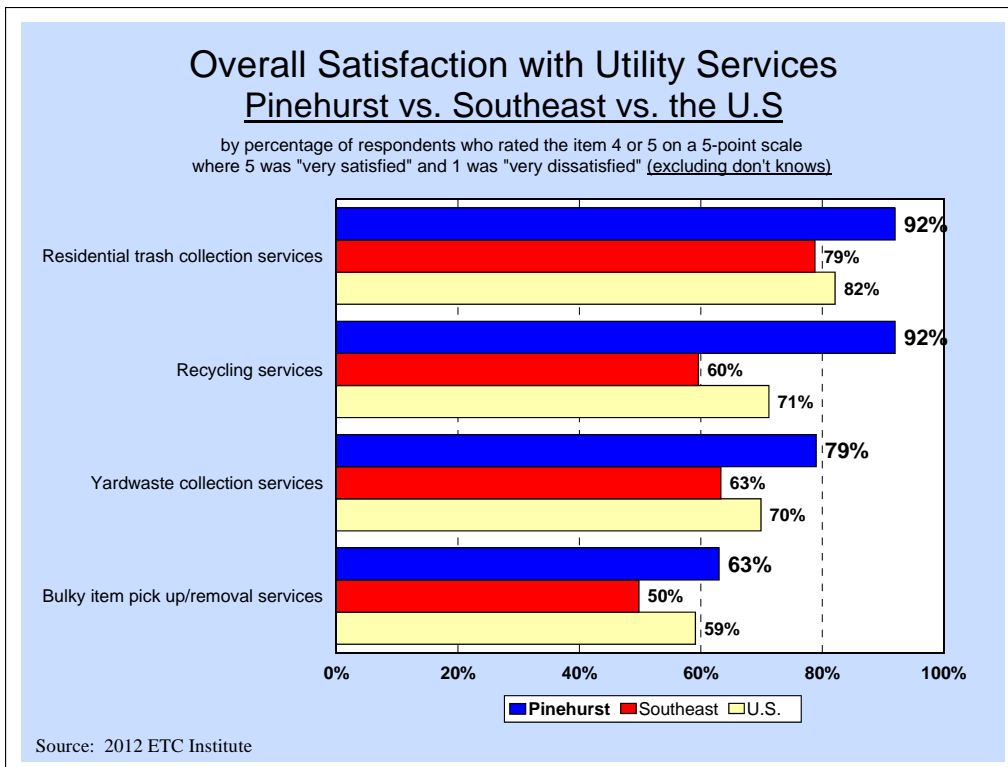
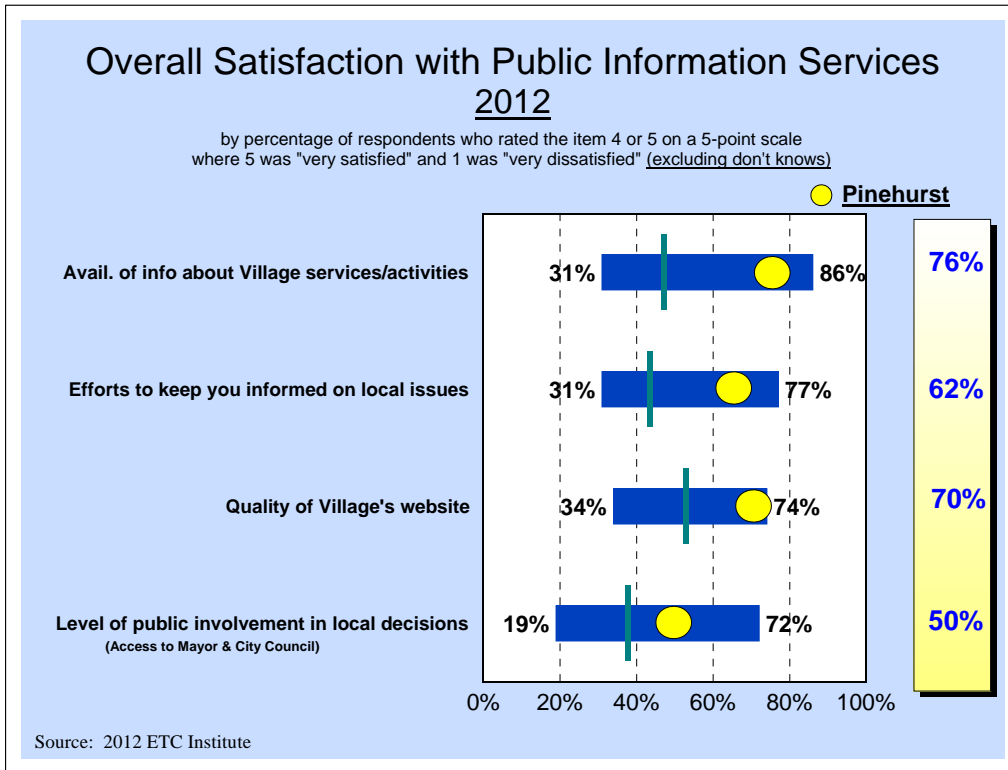
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

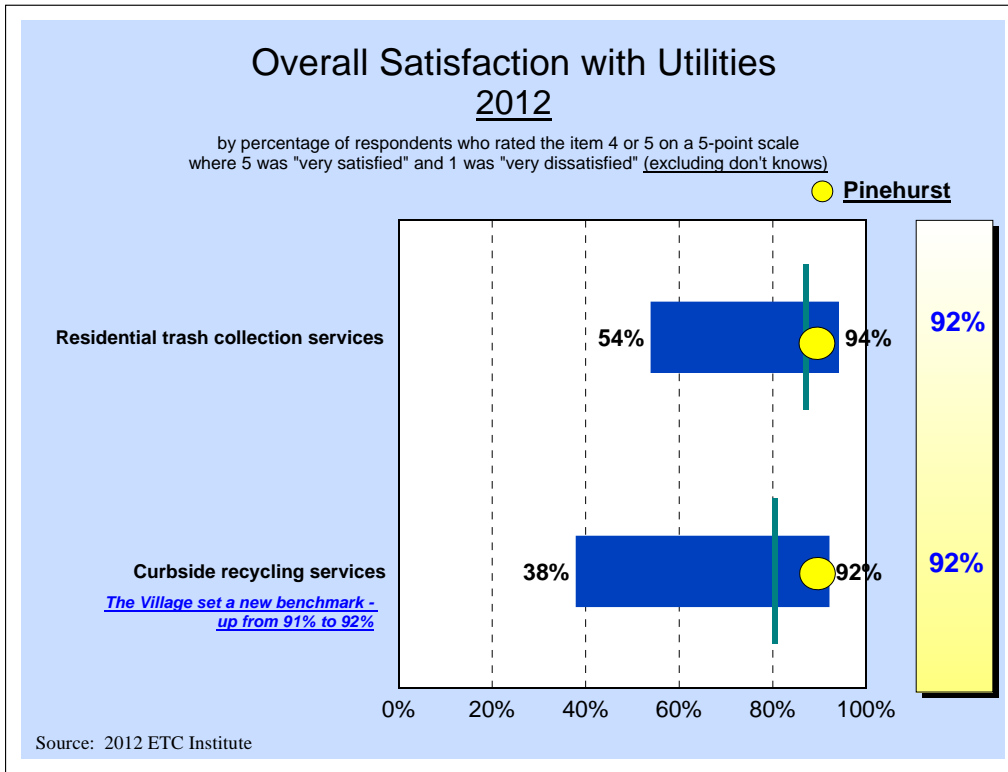


Overall Satisfaction with Communication Pinehurst vs. Southeast vs. the U.S

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 don't knows)







Section 5:
***Tabular Data,
Survey Instrument***

2012 Village of Pinehurst Community Survey

Q1. 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=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Police services	46.7%	34.4%	8.8%	2.5%	2.1%	5.5%
Q1b. Fire services	47.1%	27.7%	6.3%	0.2%	0.2%	18.6%
Q1c. Parks & recreation programs	27.7%	33.4%	18.0%	2.3%	0.8%	17.8%
Q1d. Parks & recreation facilities	30.9%	37.5%	15.0%	3.9%	0.4%	12.3%
Q1e. Solid waste services	44.7%	39.1%	8.4%	3.9%	1.4%	2.5%
Q1f. Street & right-of-way maintenance	25.4%	40.8%	17.6%	11.9%	1.4%	2.9%
Q1g. Enforcement of Village codes & ordinances	21.5%	34.0%	22.1%	6.3%	2.1%	14.1%
Q1h. Customer service provided by Village employees	31.1%	36.1%	15.8%	2.3%	1.0%	13.7%
Q1i. Village communication with residents	33.2%	42.6%	17.2%	2.7%	0.8%	3.5%
Q1j. Village efforts at maintaining quality of your neighborhoods	27.1%	39.8%	20.1%	6.4%	2.0%	4.5%
Q1k. Village promotion of natural resource conservation	24.2%	36.7%	21.7%	2.5%	0.6%	14.3%

2012 Village of Pinehurst Community Survey

Q1. 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 "don't know")

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Police services	49.4%	36.4%	9.3%	2.7%	2.3%
Q1b. Fire services	57.8%	34.1%	7.7%	0.2%	0.2%
Q1c. Parks & recreation programs	33.7%	40.6%	21.9%	2.9%	1.0%
Q1d. Parks & recreation facilities	35.2%	42.8%	17.1%	4.5%	0.4%
Q1e. Solid waste services	45.9%	40.1%	8.6%	4.0%	1.4%
Q1f. Street & right-of-way maintenance	26.2%	42.1%	18.1%	12.3%	1.4%
Q1g. Enforcement of Village codes & ordinances	25.0%	39.5%	25.7%	7.3%	2.5%
Q1h. Customer service provided by Village employees	36.0%	41.9%	18.3%	2.7%	1.1%
Q1i. Village communication with residents	34.4%	44.1%	17.8%	2.8%	0.8%
Q1j. Village efforts at maintaining quality of your neighborhoods	28.4%	41.7%	21.1%	6.7%	2.0%
Q1k. Village promotion of natural resource conservation	28.2%	42.8%	25.3%	3.0%	0.7%

2012 Village of Pinehurst Community Survey

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	117	22.9 %
Fire services	6	1.2 %
Parks & recreation programs	49	9.6 %
Parks & recreation facilities	36	7.0 %
Solid waste services	18	3.5 %
Street & right-of-way maintenance	64	12.5 %
Enforcement of Village codes & ordinances	33	6.4 %
Customer service provided by Village employees	9	1.8 %
Village communication with residents	29	5.7 %
Village efforts at maintaining quality of your neighborhoods	75	14.6 %
Village promotion of natural resource conservation	31	6.1 %
None chosen	45	8.8 %
Total	512	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	34	6.6 %
Fire services	64	12.5 %
Parks & recreation programs	47	9.2 %
Parks & recreation facilities	47	9.2 %
Solid waste services	20	3.9 %
Street & right-of-way maintenance	48	9.4 %
Enforcement of Village codes & ordinances	35	6.8 %
Customer service provided by Village employees	14	2.7 %
Village communication with residents	40	7.8 %
Village efforts at maintaining quality of your neighborhoods	69	13.5 %
Village promotion of natural resource conservation	33	6.4 %
None chosen	61	11.9 %
Total	512	100.0 %

2012 Village of Pinehurst Community Survey

Q2. From the list of items in Question #1, which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years?

Q2. 3rd choice	Number	Percent
Police services	26	5.1 %
Fire services	16	3.1 %
Parks & recreation programs	42	8.2 %
Parks & recreation facilities	38	7.4 %
Solid waste services	33	6.4 %
Street & right-of-way maintenance	47	9.2 %
Enforcement of Village codes & ordinances	34	6.6 %
Customer service provided by Village employees	23	4.5 %
Village communication with residents	42	8.2 %
Village efforts at maintaining quality of your neighborhoods	82	16.0 %
Village promotion of natural resource conservation	41	8.0 %
None chosen	88	17.2 %
Total	512	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? (top 3)

Q2. Top choice	Number	Percent
Police services	177	34.6 %
Fire services	86	16.8 %
Parks & recreation programs	138	27.0 %
Parks & recreation facilities	121	23.6 %
Solid waste services	71	13.9 %
Street & right-of-way maintenance	159	31.1 %
Enforcement of Village codes & ordinances	102	19.9 %
Customer service provided by Village employees	46	9.0 %
Village communication with residents	111	21.7 %
Village efforts at maintaining quality of your neighborhoods	226	44.1 %
Village promotion of natural resource conservation	105	20.5 %
None chosen	45	8.8 %
Total	1387	

2012 Village of Pinehurst Community Survey

Q3. QUALITY OF LIFE: Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live where you live?

(N=512)

	Very Important	Somewhat Important	Not Sure	Unimportant	No Response
Q3a. Sense of community	55.9%	38.5%	2.5%	2.7%	0.4%
Q3b. Quality of public education	63.0%	17.8%	4.9%	13.9%	0.4%
Q3c. Employment opportunities	48.2%	25.8%	4.5%	20.9%	0.6%
Q3d. Types of housing	63.3%	29.5%	3.7%	3.1%	0.4%
Q3e. Quality of housing	77.1%	18.8%	2.7%	1.0%	0.4%
Q3f. Access to quality shopping	44.5%	42.8%	5.1%	7.2%	0.4%
Q3g. Availability of cultural & recreation opportunities	50.0%	40.0%	4.7%	4.9%	0.4%
Q3h. Proximity to family or friends	33.6%	35.7%	6.8%	23.4%	0.4%
Q3i. Proximity to work	38.1%	30.5%	6.3%	24.6%	0.6%
Q3j. Safety & security	88.9%	7.4%	2.0%	1.4%	0.4%
Q3k. Accessibility to airport & other communities	30.9%	45.7%	6.8%	16.2%	0.4%
Q3l. A "resort" community	22.7%	29.1%	10.0%	37.9%	0.4%
Q3m. Quality health care	77.1%	15.4%	3.5%	3.5%	0.4%
Q3n. Opportunities and/or resources for senior citizens	35.4%	26.6%	8.8%	28.9%	0.4%

2012 Village of Pinehurst Community Survey

Q3. QUALITY OF LIFE: Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live where you live? (without "no response")

(N=512)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q3a. Sense of community	56.1%	38.6%	2.5%	2.7%
Q3b. Quality of public education	63.3%	17.9%	4.9%	13.9%
Q3c. Employment opportunities	48.5%	25.9%	4.5%	21.0%
Q3d. Types of housing	63.5%	29.6%	3.7%	3.1%
Q3e. Quality of housing	77.5%	18.8%	2.7%	1.0%
Q3f. Access to quality shopping	44.7%	42.9%	5.1%	7.3%
Q3g. Availability of cultural & recreation opportunities	50.2%	40.2%	4.7%	4.9%
Q3h. Proximity to family or friends	33.7%	35.9%	6.9%	23.5%
Q3i. Proximity to work	38.3%	30.6%	6.3%	24.8%
Q3j. Safety & security	89.2%	7.5%	2.0%	1.4%
Q3k. Accessibility to airport & other communities	31.0%	45.9%	6.9%	16.3%
Q3l. A "resort" community	22.7%	29.2%	10.0%	38.0%
Q3m. Quality health care	77.5%	15.5%	3.5%	3.5%
Q3n. Opportunities and/or resources for senior citizens	35.5%	26.7%	8.8%	29.0%

2012 Village of Pinehurst Community Survey

Q3. QUALITY OF LIFE: Then, please indicate if your needs are being met in Pinehurst.

(N=512)

	Yes	No	Don't Know
Q3a. Sense of community	69.7%	8.0%	22.3%
Q3b. Quality of public education	60.9%	8.8%	30.3%
Q3c. Employment opportunities	51.0%	18.0%	31.1%
Q3d. Types of housing	70.9%	3.3%	25.8%
Q3e. Quality of housing	70.9%	4.5%	24.6%
Q3f. Access to quality shopping	47.3%	29.1%	23.6%
Q3g. Availability of cultural & recreation opportunities	56.1%	17.6%	26.4%
Q3h. Proximity to family or friends	60.9%	7.6%	31.4%
Q3i. Proximity to work	59.0%	8.4%	32.6%
Q3j. Safety & security	71.9%	3.7%	24.4%
Q3k. Accessibility to airport & other communities	52.9%	19.9%	27.1%
Q3l. A "resort" community	63.7%	4.1%	32.2%
Q3m. Quality health care	72.3%	3.5%	24.2%
Q3n. Opportunities and/or resources for senior citizens	59.6%	7.4%	33.0%

2012 Village of Pinehurst Community Survey

Q3. QUALITY OF LIFE: Then, please indicate if your needs are being met in Pinehurst. (without "don't know")

(N=512)

	Yes	No
Q3a. Sense of community	89.7%	10.3%
Q3b. Quality of public education	87.4%	12.6%
Q3c. Employment opportunities	73.9%	26.1%
Q3d. Types of housing	95.5%	4.5%
Q3e. Quality of housing	94.0%	6.0%
Q3f. Access to quality shopping	61.9%	38.1%
Q3g. Availability of cultural & recreation opportunities	76.1%	23.9%
Q3h. Proximity to family or friends	88.9%	11.1%
Q3i. Proximity to work	87.5%	12.5%
Q3j. Safety & security	95.1%	4.9%
Q3k. Accessibility to airport & other communities	72.7%	27.3%
Q3l. A "resort" community	93.9%	6.1%
Q3m. Quality health care	95.4%	4.6%
Q3n. Opportunities and/or resources for senior citizens	88.9%	11.1%

2012 Village of Pinehurst Community Survey

Q4. 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=512)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. Overall image of Village	47.1%	44.9%	3.5%	3.3%	0.4%	0.8%
Q4b. Overall quality of life in Village	44.5%	42.8%	8.8%	2.3%	0.4%	1.2%
Q4c. Overall feeling of safety in Village	60.2%	35.0%	2.1%	1.4%	0.4%	1.0%
Q4d. Quality of new development in Village	19.1%	32.4%	27.7%	12.5%	3.3%	4.9%
Q4e. As a place to live	55.5%	36.5%	4.7%	1.6%	0.8%	1.0%
Q4f. As a place to raise children	38.3%	31.3%	12.5%	3.9%	1.0%	13.1%
Q4g. As a place to retire	57.0%	27.7%	8.2%	1.0%	0.4%	5.7%
Q4h. Overall appearance of Village	50.0%	43.0%	4.7%	1.4%	0.2%	0.8%
Q4i. Availability of affordable housing	19.3%	40.8%	21.7%	9.6%	1.6%	7.0%

2012 Village of Pinehurst Community Survey

Q4. 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 "don't know")

(N=512)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. Overall image of Village	47.4%	45.3%	3.5%	3.3%	0.4%
Q4b. Overall quality of life in Village	45.1%	43.3%	8.9%	2.4%	0.4%
Q4c. Overall feeling of safety in Village	60.7%	35.3%	2.2%	1.4%	0.4%
Q4d. Quality of new development in Village	20.1%	34.1%	29.2%	13.1%	3.5%
Q4e. As a place to live	56.0%	36.9%	4.7%	1.6%	0.8%
Q4f. As a place to raise children	44.0%	36.0%	14.4%	4.5%	1.1%
Q4g. As a place to retire	60.5%	29.4%	8.7%	1.0%	0.4%
Q4h. Overall appearance of Village	50.4%	43.3%	4.7%	1.4%	0.2%
Q4i. Availability of affordable housing	20.8%	43.9%	23.3%	10.3%	1.7%

2012 Village of Pinehurst Community Survey

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=512)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q5a. Walking alone in your neighborhood in general	62.5%	33.0%	2.3%	1.4%	0.2%	0.6%
Q5b. Walking alone in your neighborhood during the day	76.6%	20.5%	1.0%	1.6%	0.0%	0.4%
Q5c. Walking alone in your neighborhood after dark	35.7%	30.7%	18.2%	9.4%	1.6%	4.5%
Q5d. In Village parks & recreation facilities	32.6%	37.9%	15.2%	2.0%	0.2%	12.1%
Q5e. In business areas of Village during the day	74.4%	23.0%	1.0%	0.0%	0.0%	1.6%
Q5f. In business areas of Village after dark	36.9%	35.7%	15.8%	3.7%	0.0%	7.8%

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: (without "don't know")

(N=512)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q5a. Walking alone in your neighborhood in general	62.9%	33.2%	2.4%	1.4%	0.2%
Q5b. Walking alone in your neighborhood during day	76.9%	20.6%	1.0%	1.6%	0.0%
Q5c. Walking alone in your neighborhood after dark	37.4%	32.1%	19.0%	9.8%	1.6%
Q5d. In Village parks & recreation facilities	37.1%	43.1%	17.3%	2.2%	0.2%
Q5e. In business areas of Village during the day	75.6%	23.4%	1.0%	0.0%	0.0%
Q5f. In business areas of Village after dark	40.0%	38.8%	17.2%	4.0%	0.0%

2012 Village of Pinehurst Community Survey

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=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Village efforts to prevent crimes	34.4%	48.4%	5.7%	1.4%	0.6%	9.6%
Q6b. Enforcement of local traffic laws	28.7%	41.8%	13.1%	5.3%	4.7%	6.4%
Q6c. How quickly police respond to emergencies	33.2%	25.4%	9.8%	1.0%	0.6%	30.1%
Q6d. Frequency that police officers patrol your neighborhood	25.2%	30.7%	23.0%	8.4%	2.7%	10.0%
Q6e. Professionalism of police officers	39.1%	31.6%	12.7%	1.4%	1.8%	13.5%
Q6f. Fire prevention & education programs provided by Village	21.9%	25.6%	17.0%	0.4%	0.0%	35.2%
Q6g. How quickly fire personnel respond to emergencies	26.6%	18.4%	9.2%	0.4%	0.0%	45.5%

2012 Village of Pinehurst Community Survey

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 "don't know")

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Village efforts to prevent crimes	38.0%	53.6%	6.3%	1.5%	0.6%
Q6b. Enforcement of local traffic laws	30.7%	44.7%	14.0%	5.6%	5.0%
Q6c. How quickly police respond to emergencies	47.5%	36.3%	14.0%	1.4%	0.8%
Q6d. Frequency that police officers patrol your neighborhood	28.0%	34.1%	25.6%	9.3%	3.0%
Q6e. Professionalism of police officers	45.1%	36.6%	14.7%	1.6%	2.0%
Q6f. Fire prevention & education programs provided by Village	33.7%	39.5%	26.2%	0.6%	0.0%
Q6g. How quickly fire personnel respond to emergencies	48.7%	33.7%	16.8%	0.7%	0.0%

2012 Village of Pinehurst Community Survey

Q7. Which TWO of the public safety services listed above in Question #6 do you think should receive the most emphasis from Village leaders over the next two years?

Q7. Top choice	Number	Percent
Village efforts to prevent crimes	181	35.4 %
Enforcement of local traffic laws	64	12.5 %
How quickly police respond to emergencies	52	10.2 %
Frequency that police officers patrol your neighborhood	86	16.8 %
Professionalism of police officers	27	5.3 %
Fire prevention & education programs	17	3.3 %
How quickly fire personnel respond to emergencies	22	4.3 %
None chosen	63	12.3 %
Total	512	100.0 %

Q7. Which TWO of the public safety services listed above in Question #6 do you think should receive the most emphasis from Village leaders over the next two years?

Q7. 2nd choice	Number	Percent
Village efforts to prevent crimes	55	10.7 %
Enforcement of local traffic laws	46	9.0 %
How quickly police respond to emergencies	72	14.1 %
Frequency that police officers patrol your neighborhood	101	19.7 %
Professionalism of police officers	41	8.0 %
Fire prevention & education programs	38	7.4 %
How quickly fire personnel respond to emergencies	63	12.3 %
None chosen	96	18.8 %
Total	512	100.0 %

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

Q7. Top choice	Number	Percent
Village efforts to prevent crimes	236	46.1 %
Enforcement of local traffic laws	110	21.5 %
How quickly police respond to emergencies	124	24.2 %
Frequency that police officers patrol your neighborhood	187	36.5 %
Professionalism of police officers	68	13.3 %
Fire prevention & education programs	55	10.7 %
How quickly fire personnel respond to emergencies	85	16.6 %
None chosen	63	12.3 %
Total	928	

2012 Village of Pinehurst Community Survey

Q8. Cultural and Recreation Services: Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Number of Village parks	29.7%	42.8%	12.6%	5.1%	0.4%	9.4%
Q8b. Quality of parks & recreation indoor facilities	20.9%	32.9%	16.4%	7.8%	1.4%	20.5%
Q8c. Greenway trails	28.6%	38.9%	12.9%	5.3%	0.8%	13.5%
Q8d. Quality of outdoor athletic fields & facilities	23.1%	36.8%	16.0%	3.5%	0.8%	19.8%
Q8e. Availability of outdoor athletic fields & facilities	21.3%	31.9%	18.4%	4.9%	1.2%	22.3%
Q8f. Availability of information about recreation programs	20.0%	33.5%	22.5%	7.2%	1.8%	15.1%
Q8g. Quality of recreation programs for youth	15.3%	23.9%	20.2%	4.7%	1.8%	34.2%
Q8h. Quality of recreation programs for adults	13.9%	24.5%	23.7%	6.1%	1.2%	30.7%
Q8i. Village sponsored cultural arts events	16.6%	31.7%	24.1%	6.8%	1.0%	19.8%
Q8j. Range of activities at parks & recreation facilities	14.9%	27.4%	22.5%	7.0%	1.4%	26.8%
Q8k. Summer Day Camp programs	8.2%	13.7%	21.7%	2.3%	1.6%	52.4%
Q8l. Customer service provided by parks & recreation staff	14.7%	21.3%	17.6%	1.8%	2.9%	41.7%

2012 Village of Pinehurst Community Survey

Q8. Cultural and Recreation Services: Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.” (without "don't know")

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Number of Village parks	32.8%	47.3%	13.9%	5.6%	0.4%
Q8b. Quality of parks & recreation indoor facilities	26.4%	41.4%	20.7%	9.9%	1.7%
Q8c. Greenway trails	33.0%	45.0%	14.9%	6.1%	0.9%
Q8d. Quality of outdoor athletic fields & facilities	28.8%	45.9%	20.0%	4.4%	1.0%
Q8e. Availability of outdoor athletic fields & facilities	27.5%	41.1%	23.7%	6.3%	1.5%
Q8f. Availability of information about recreation programs	23.5%	39.4%	26.5%	8.5%	2.1%
Q8g. Quality of recreation programs for youth	23.2%	36.3%	30.7%	7.1%	2.7%
Q8h. Quality of recreation programs for adults	20.1%	35.3%	34.2%	8.8%	1.7%
Q8i. Village sponsored cultural arts events	20.7%	39.5%	30.0%	8.5%	1.2%
Q8j. Range of activities at parks & recreation facilities	20.3%	37.4%	30.7%	9.6%	1.9%
Q8k. Summer Day Camp programs	17.3%	28.8%	45.7%	4.9%	3.3%
Q8l. Customer service provided by parks & recreation staff	25.2%	36.6%	30.2%	3.0%	5.0%

2012 Village of Pinehurst Community Survey

Q9. Which THREE of the Cultural and Recreation Services items listed above 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	38	7.4 %
Quality of parks & recreation indoor facilities	69	13.5 %
Greenway trails	82	16.0 %
Quality of outdoor athletic fields & facilities	13	2.5 %
Availability of outdoor athletic fields & facilities	12	2.3 %
Availability of information about recreation programs	45	8.8 %
Quality of recreation programs for youth	40	7.8 %
Quality of recreation programs for adults	32	6.3 %
Village sponsored cultural arts events	46	9.0 %
Range of activities at parks & recreation facilities	15	2.9 %
Summer Day Camp programs	17	3.3 %
Customer service provided by parks & recreation staff	5	1.0 %
None chosen	98	19.1 %
Total	512	100.0 %

Q9. Which THREE of the Cultural and Recreation Services items listed above 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	19	3.7 %
Quality of parks & recreation indoor facilities	45	8.8 %
Greenway trails	44	8.6 %
Quality of outdoor athletic fields & facilities	31	6.1 %
Availability of outdoor athletic fields & facilities	12	2.3 %
Availability of information about recreation programs	47	9.2 %
Quality of recreation programs for youth	38	7.4 %
Quality of recreation programs for adults	49	9.6 %
Village sponsored cultural arts events	51	10.0 %
Range of activities at parks & recreation facilities	38	7.4 %
Summer Day Camp programs	15	2.9 %
Customer service provided by parks & recreation staff	5	1.0 %
None chosen	118	23.0 %
Total	512	100.0 %

2012 Village of Pinehurst Community Survey

Q9. Which THREE of the Cultural and Recreation Services items listed above 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	3.7 %
Quality of parks & recreation indoor facilities	24	4.7 %
Greenway trails	39	7.6 %
Quality of outdoor athletic fields & facilities	21	4.1 %
Availability of outdoor athletic fields & facilities	12	2.3 %
Availability of information about recreation programs	28	5.5 %
Quality of recreation programs for youth	40	7.8 %
Quality of recreation programs for adults	44	8.6 %
Village sponsored cultural arts events	47	9.2 %
Range of activities at parks & recreation facilities	49	9.6 %
Summer Day Camp programs	15	2.9 %
Customer service provided by parks & recreation staff	26	5.1 %
None chosen	148	28.9 %
Total	512	100.0 %

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

Q9. Top choice	Number	Percent
Number of Village parks	76	14.8 %
Quality of parks & recreation indoor facilities	138	27.0 %
Greenway trails	165	32.2 %
Quality of outdoor athletic fields & facilities	65	12.7 %
Availability of outdoor athletic fields & facilities	36	7.0 %
Availability of information about recreation programs	120	23.4 %
Quality of recreation programs for youth	118	23.0 %
Quality of recreation programs for adults	125	24.4 %
Village sponsored cultural arts events	144	28.1 %
Range of activities at parks & recreation facilities	102	19.9 %
Summer Day Camp programs	47	9.2 %
Customer service provided by parks & recreation staff	36	7.0 %
None chosen	98	19.1 %
Total	1270	

2012 Village of Pinehurst Community Survey

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

Q10. Which parks & recreation programs & facilities have you used	Number	Percent
Greenway Trails	327	63.9 %
Village sponsored cultural/arts events	265	51.8 %
Cannon Park	274	53.5 %
Village Summer Day Camp Program	42	8.2 %
Rassie Wicker Park	285	55.7 %
Camelot Playground	217	42.4 %
None chosen	61	11.9 %
Total	1471	

Q10. Which of the following parks and recreation programs and facilities have you used in the Village of Pinehurst during the past year? (without "none chosen")

Q10. Which parks & recreation programs & facilities have you used	Number	Percent
Greenway Trails	327	72.5 %
Village sponsored cultural/arts events	265	58.8 %
Cannon Park	274	60.8 %
Village Summer Day Camp Program	42	9.3 %
Rassie Wicker Park	285	63.2 %
Camelot Playground	217	48.1 %
Total	1410	

2012 Village of Pinehurst Community Survey

Q11. COMMUNITY DEVELOPMENT: 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=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Enforcing cleanup of litter & debris on private property	18.2%	34.0%	19.7%	11.5%	3.1%	13.5%
Q11b. Enforcing mowing & trimming on private property	15.8%	33.4%	18.6%	15.4%	4.1%	12.7%
Q11c. Enforcing maintenance of residential property	16.8%	32.4%	21.7%	11.7%	2.9%	14.5%
Q11d. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	18.6%	33.8%	20.1%	9.4%	2.1%	16.0%
Q11e. Enforcing sign regulations	19.3%	36.1%	23.4%	4.3%	1.0%	15.8%
Q11f. Quality of office development	10.7%	25.4%	27.9%	3.3%	0.4%	32.2%
Q11g. Quality of Multi-family residential development	9.8%	23.2%	28.3%	4.9%	0.4%	33.4%
Q11h. Quality of single-family residential development	16.6%	37.5%	23.8%	2.3%	0.4%	19.3%
Q11i. Quality of retail development	10.9%	26.0%	23.8%	16.0%	5.1%	18.2%
Q11j. Quality of mixed use development	9.2%	19.5%	27.5%	7.6%	2.7%	33.4%

2012 Village of Pinehurst Community Survey

Q11. COMMUNITY DEVELOPMENT: 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 "don't know")

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Enforcing cleanup of litter & debris on private property	21.0%	39.3%	22.8%	13.3%	3.6%
Q11b. Enforcing mowing & trimming on private property	18.1%	38.3%	21.3%	17.7%	4.7%
Q11c. Enforcing maintenance of residential property	19.6%	37.9%	25.3%	13.7%	3.4%
Q11d. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	22.1%	40.2%	24.0%	11.2%	2.6%
Q11e. Enforcing sign regulations	23.0%	42.9%	27.8%	5.1%	1.2%
Q11f. Quality of office development	15.9%	37.5%	41.2%	4.9%	0.6%
Q11g. Quality of Multi-family residential development	14.7%	34.9%	42.5%	7.3%	0.6%
Q11h. Quality of single-family residential development	20.6%	46.5%	29.5%	2.9%	0.5%
Q11i. Quality of retail development	13.4%	31.7%	29.1%	19.6%	6.2%
Q11j. Quality of mixed use development	13.8%	29.3%	41.3%	11.4%	4.1%

2012 Village of Pinehurst Community Survey

Q12. 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=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Residential trash collection services	59.6%	30.5%	2.9%	3.9%	0.8%	2.3%
Q12b. Curbside recycling services	61.3%	26.6%	3.3%	3.1%	1.2%	4.5%
Q12c. Yard waste collection services	43.9%	27.0%	9.8%	6.6%	2.9%	9.8%
Q12d. Bulky items/white goods pick up	22.7%	17.0%	15.8%	4.7%	2.3%	37.5%
Q12e. Recycle Yard on McCaskill Road	23.6%	20.3%	12.3%	2.1%	0.2%	41.4%

Q12. 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 "don't know")

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Residential trash collection services	61.0%	31.2%	3.0%	4.0%	0.8%
Q12b. Curbside recycling services	64.2%	27.8%	3.5%	3.3%	1.2%
Q12c. Yard waste collection services	48.7%	29.9%	10.8%	7.4%	3.2%
Q12d. Bulky items/white goods pick up	36.3%	27.2%	25.3%	7.5%	3.8%
Q12e. Recycle Yard on McCaskill Road	40.3%	34.7%	21.0%	3.7%	0.3%

2012 Village of Pinehurst Community Survey

Q13. 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=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Maintenance of main Village street thoroughfares	40.2%	44.5%	9.4%	2.7%	0.0%	3.1%
Q13b. Maintenance of streets in your neighborhood	27.7%	43.0%	13.3%	10.5%	2.7%	2.7%
Q13c. Maintenance of street signs/pavement markings	31.1%	47.9%	12.3%	5.5%	1.0%	2.3%
Q13d. Maintenance/preservation of downtown	37.7%	46.3%	10.4%	2.3%	0.6%	2.7%
Q13e. Quality of landscaping in medians & other public areas	36.5%	46.7%	10.9%	2.9%	1.2%	1.8%
Q13f. Overall cleanliness of streets & other public areas	36.3%	48.0%	9.6%	3.1%	1.4%	1.6%
Q13g. Adequacy of street lighting	16.2%	26.8%	17.0%	22.7%	14.5%	2.9%
Q13h. Availability of pedestrian walkways/sidewalks	12.9%	23.0%	18.4%	22.5%	19.9%	3.3%
Q13i. Condition of sidewalks	15.4%	27.0%	28.1%	10.5%	8.2%	10.7%
Q13j. Quality of stormwater runoff/management system	15.0%	28.5%	20.7%	10.9%	5.3%	19.5%

2012 Village of Pinehurst Community Survey

Q13. 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 "don't know")

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Maintenance of main Village street thoroughfares	41.5%	46.0%	9.7%	2.8%	0.0%
Q13b. Maintenance of streets in your neighborhood	28.5%	44.2%	13.7%	10.8%	2.8%
Q13c. Maintenance of street signs/pavement markings	31.8%	49.0%	12.6%	5.6%	1.0%
Q13d. Maintenance/preservation of downtown	38.8%	47.6%	10.6%	2.4%	0.6%
Q13e. Quality of landscaping in medians & other public areas	37.2%	47.5%	11.1%	3.0%	1.2%
Q13f. Overall cleanliness of streets & other Public areas	36.9%	48.8%	9.7%	3.2%	1.4%
Q13g. Adequacy of street lighting	16.7%	27.6%	17.5%	23.3%	14.9%
Q13h. Availability of pedestrian walkways/sidewalks	13.3%	23.8%	19.0%	23.2%	20.6%
Q13i. Condition of sidewalks	17.3%	30.2%	31.5%	11.8%	9.2%
Q13j. Quality of stormwater runoff/management system	18.7%	35.4%	25.7%	13.6%	6.6%

2012 Village of Pinehurst Community Survey

Q14. Which THREE of the Public Services items listed above in Question #13 do you think should receive the most emphasis from Village leaders over the next TWO Years?

Q14. Top choice	Number	Percent
Maintenance of main Village street thoroughfares	35	6.8 %
Maintenance of streets in your neighborhood	51	10.0 %
Maintenance of street signs/pavement markings	13	2.5 %
Maintenance/preservation of downtown	33	6.4 %
Quality of landscaping in medians & other public areas	17	3.3 %
Overall cleanliness of streets & other public areas	15	2.9 %
Adequacy of street lighting	116	22.7 %
Availability of pedestrian walkways/sidewalks	128	25.0 %
Condition of sidewalks	8	1.6 %
Quality of stormwater runoff/management system	37	7.2 %
None chosen	59	11.5 %
Total	512	100.0 %

Q14. Which THREE of the Public Services items listed above in Question #13 do you think should receive the most emphasis from Village leaders over the next TWO Years?

Q14. 2nd choice	Number	Percent
Maintenance of main Village street thoroughfares	19	3.7 %
Maintenance of streets in your neighborhood	56	10.9 %
Maintenance of street signs/pavement markings	14	2.7 %
Maintenance/preservation of downtown	27	5.3 %
Quality of landscaping in medians & other public areas	37	7.2 %
Overall cleanliness of streets & other public areas	32	6.3 %
Adequacy of street lighting	84	16.4 %
Availability of pedestrian walkways/sidewalks	80	15.6 %
Condition of sidewalks	46	9.0 %
Quality of stormwater runoff/management system	35	6.8 %
None chosen	82	16.0 %
Total	512	100.0 %

2012 Village of Pinehurst Community Survey

Q14. Which THREE of the Public Services items listed above in Question #13 do you think should receive the most emphasis from Village leaders over the next TWO Years?

Q14. 3rd choice	Number	Percent
Maintenance of main Village street thoroughfares	19	3.7 %
Maintenance of streets in your neighborhood	41	8.0 %
Maintenance of street signs/pavement markings	19	3.7 %
Maintenance/preservation of downtown	33	6.4 %
Quality of landscaping in medians & other public areas	34	6.6 %
Overall cleanliness of streets & other public areas	42	8.2 %
Adequacy of street lighting	52	10.2 %
Availability of pedestrian walkways/sidewalks	48	9.4 %
Condition of sidewalks	60	11.7 %
Quality of stormwater runoff/management system	43	8.4 %
None chosen	121	23.6 %
Total	512	100.0 %

Q14. Which THREE of the Public Services items listed above in Question #13 do you think should receive the most emphasis from Village leaders over the next TWO Years? (top 3)

Q14. Top choice	Number	Percent
Maintenance of main Village street thoroughfares	73	14.3 %
Maintenance of streets in your neighborhood	148	28.9 %
Maintenance of street signs/pavement markings	46	9.0 %
Maintenance/preservation of downtown	93	18.2 %
Quality of landscaping in medians & other public areas	88	17.2 %
Overall cleanliness of streets & other public areas	89	17.4 %
Adequacy of street lighting	252	49.2 %
Availability of pedestrian walkways/sidewalks	256	50.0 %
Condition of sidewalks	114	22.3 %
Quality of stormwater runoff/management system	115	22.5 %
None chosen	59	11.5 %
Total	1333	

2012 Village of Pinehurst Community Survey

Q15. Please indicate whether you or other members of your household used the Village services and facilities listed below.

(N=512)

	Yes	No
Q15. Fire Services	15.8%	84.2%
Q15. Police Services	40.4%	59.6%
Q15. Village Clerk's Records Request	11.7%	88.3%
Q15. Village Hall Reception Desk	38.7%	61.3%
Q15. Police Department Records Request	7.0%	93.0%
Q15. The Help Desk on the Village website	17.8%	82.2%
Q15. Code Enforcement	17.8%	82.2%
Q15. Recreation program/event registration	32.2%	67.8%
Q15. Public Services "request for service"	17.0%	83.0%
Q15. Planning & inspections services	26.2%	73.8%

2012 Village of Pinehurst Community Survey

Q15. 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=393)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q15. Fire Services	71.6%	24.7%	3.7%	0.0%	0.0%	0.0%
Q15. Police Services	59.9%	29.5%	3.4%	3.4%	2.4%	1.4%
Q15. Village Clerk's Records Request	41.4%	36.2%	10.3%	3.4%	1.7%	6.9%
Q15. Village Hall Reception Desk	54.5%	31.3%	7.1%	4.0%	1.5%	1.5%
Q15. Police Department Records Request	47.2%	27.8%	11.1%	0.0%	2.8%	11.1%
Q15. The Help Desk on the Village website	36.3%	45.1%	8.8%	6.6%	2.2%	1.1%
Q15. Code Enforcement	37.4%	27.5%	11.0%	14.3%	7.7%	2.2%
Q15. Recreation program/ event registration	43.6%	38.2%	10.3%	4.8%	0.6%	2.4%
Q15. Public Services "request for service"	42.5%	31.0%	6.9%	9.2%	5.7%	4.6%
Q15. Planning & inspections services	35.1%	32.8%	17.9%	8.2%	3.0%	3.0%

2012 Village of Pinehurst Community Survey

Q15. 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 "don't know")

(N=393)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15. Fire Services	71.6%	24.7%	3.7%	0.0%	0.0%
Q15. Police Services	60.8%	29.9%	3.4%	3.4%	2.5%
Q15. Village Clerk's Records Request	44.4%	38.9%	11.1%	3.7%	1.9%
Q15. Village Hall Reception Desk	55.4%	31.8%	7.2%	4.1%	1.5%
Q15. Police Department Records Request	53.1%	31.3%	12.5%	0.0%	3.1%
Q15. The Help Desk on the Village website	36.7%	45.6%	8.9%	6.7%	2.2%
Q15. Code Enforcement	38.2%	28.1%	11.2%	14.6%	7.9%
Q15. Recreation program/event registration	44.7%	39.1%	10.6%	5.0%	0.6%
Q15. Public Services "request for service"	44.6%	32.5%	7.2%	9.6%	6.0%
Q15. Planning & inspections services	36.2%	33.8%	18.5%	8.5%	3.1%

2012 Village of Pinehurst Community Survey

Q16. DOWNTOWN PARKING: The Village continues to address parking downtown. 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=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Availability of parking downtown	11.9%	43.2%	21.9%	16.6%	3.7%	2.7%
Q16b. Quality of public parking lots	12.7%	35.7%	24.6%	19.9%	4.3%	2.7%
Q16c. Security of parking downtown	25.2%	49.0%	17.2%	2.3%	0.6%	5.7%

Q16. DOWNTOWN PARKING: The Village continues to address parking downtown. 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 "don't know")

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Availability of parking downtown	12.2%	44.4%	22.5%	17.1%	3.8%
Q16b. Quality of public parking lots	13.1%	36.7%	25.3%	20.5%	4.4%
Q16c. Security of parking downtown	26.7%	52.0%	18.2%	2.5%	0.6%

2012 Village of Pinehurst Community Survey

Q17. 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=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Quality of information about Village programs/services	16.6%	46.3%	22.7%	6.6%	1.0%	6.8%
Q17b. Village efforts to keep you informed about local issues	18.4%	43.6%	21.9%	9.8%	1.6%	4.9%
Q17c. Opportunities to participate in local government	11.3%	28.9%	32.0%	7.2%	2.0%	18.6%
Q17d. Access to the Mayor & Village Council	11.5%	20.9%	28.1%	3.9%	1.0%	34.6%
Q17e. Village website	16.9%	40.5%	21.0%	3.7%	0.4%	17.5%
Q17f. Village Newsletter	22.3%	35.5%	14.9%	2.2%	1.1%	24.0%
Q17g. Village eNews updates	11.1%	25.4%	20.5%	3.7%	0.4%	38.9%
Q17h. Community's progress toward meeting its strategic vision & mission	6.8%	21.7%	27.0%	4.1%	1.0%	39.5%

2012 Village of Pinehurst Community Survey

Q17. 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 "don't know")

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Quality of information about Village programs/services	17.8%	49.7%	24.3%	7.1%	1.0%
Q17b. Village efforts to keep you informed about local issues	19.3%	45.8%	23.0%	10.3%	1.6%
Q17c. Opportunities to participate in local government	13.9%	35.5%	39.3%	8.9%	2.4%
Q17d. Access to the Mayor & Village Council	17.6%	31.9%	43.0%	6.0%	1.5%
Q17e. Village website	20.5%	49.0%	25.5%	4.5%	0.5%
Q17f. Village Newsletter	29.3%	46.7%	19.6%	2.9%	1.4%
Q17g. Village eNews updates	18.2%	41.5%	33.5%	6.1%	0.6%
Q17h. Community's progress toward meeting its strategic vision & mission	11.3%	35.8%	44.5%	6.8%	1.6%

2012 Village of Pinehurst Community Survey

Q18. Which of the following do you use to get information about the Village of Pinehurst?

Q18. Which do you use to get information about Village of Pinehurst	Number	Percent
Village employees	96	18.8 %
Village Newsletter	366	71.5 %
Village website	272	53.1 %
The Pilot Newspaper	411	80.3 %
The Fayetteville Observer	59	11.5 %
Social media	50	9.8 %
The Aberdeen Times website	21	4.1 %
Time Warner TV-14	82	16.0 %
None chosen	11	2.1 %
Total	1368	

Q18. Which of the following do you use to get information about the Village of Pinehurst? (without "none chosen")

Q18. Which do you use to get information about Village of Pinehurst	Number	Percent
Village employees	96	19.2 %
Village Newsletter	366	73.1 %
Village website	272	54.3 %
The Pilot Newspaper	411	82.0 %
The Fayetteville Observer	59	11.8 %
Social media	50	10.0 %
The Aberdeen Times website	21	4.2 %
Time Warner TV-14	82	16.4 %
Total	1357	

2012 Village of Pinehurst Community Survey

Q19. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

<u>Q19. How often you read Village Newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	357	69.7 %
Sometimes	95	18.6 %
Seldom	19	3.7 %
Never	15	2.9 %
<u>Don't Know</u>	<u>26</u>	<u>5.1 %</u>
Total	512	100.0 %

Q19. Please indicate how often you read the Village Newsletter, which is mailed to all residents. (without "don't know")

<u>Q19. How often you read Village Newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	357	73.5 %
Sometimes	95	19.5 %
Seldom	19	3.9 %
Never	15	3.1 %
Total	486	100.0 %

Q19a. Would you be willing to receive your newsletter electronically to cut costs?

<u>Q19a. Willing to receive newsletter electronically</u>	<u>Number</u>	<u>Percent</u>
Yes	395	77.1 %
No	107	20.9 %
<u>No response</u>	<u>10</u>	<u>2.0 %</u>
Total	512	100.0 %

Q19a. Would you be willing to receive your newsletter electronically to cut costs? (without "no response")

<u>Q19a. Willing to receive newsletter electronically</u>	<u>Number</u>	<u>Percent</u>
Yes	395	78.7 %
No	107	21.3 %
Total	502	100.0 %

2012 Village of Pinehurst Community Survey

Q20. Have you contacted the Village during the past year?

<u>Q20. Have you contacted the Village</u>	<u>Number</u>	<u>Percent</u>
Yes	236	46.1 %
No	271	52.9 %
No response	5	1.0 %
Total	512	100.0 %

Q20. Have you contacted the Village during the past year? (without "no response")

<u>Q20. Have you contacted the Village</u>	<u>Number</u>	<u>Percent</u>
Yes	236	46.5 %
No	271	53.5 %
Total	507	100.0 %

2012 Village of Pinehurst Community Survey

Q20a-c. Only if you have contacted the Village during the past year: 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=236)

	Always	Usually	Sometimes	Seldom	Never	Don't Know
Q20a. Village staff was responsive to my needs	66.1%	17.8%	8.9%	3.4%	1.7%	2.1%
Q20b. Village staff was competent & professional	69.5%	16.5%	8.9%	2.1%	0.8%	2.1%
Q20c. My issue was resolved promptly	62.3%	13.1%	11.9%	3.8%	5.9%	3.0%

Q20a-c. Only if you have contacted the Village during the past year: 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 "don't know")

(N=236)

	Always	Usually	Sometimes	Seldom	Never
Q20a. Village staff was responsive to my needs	67.5%	18.2%	9.1%	3.5%	1.7%
Q20b. Village staff was competent & professional	71.0%	16.9%	9.1%	2.2%	0.9%
Q20c. My issue was resolved promptly	64.2%	13.5%	12.2%	3.9%	6.1%

2012 Village of Pinehurst Community Survey

Q21. If you own a home in Pinehurst, 38% 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 (62%). 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?

<u>Q21. Your level of satisfaction with the value you receive</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	113	22.1 %
Satisfied	193	37.7 %
Neutral	109	21.3 %
Dissatisfied	40	7.8 %
Very Dissatisfied	9	1.8 %
Don't Know	48	9.4 %
Total	512	100.0 %

Q21. If you own a home in Pinehurst, 38% 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 (62%). 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 "don't know")

<u>Q21. Your level of satisfaction with the value you receive</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	113	24.4 %
Satisfied	193	41.6 %
Neutral	109	23.5 %
Dissatisfied	40	8.6 %
Very Dissatisfied	9	1.9 %
Total	464	100.0 %

2012 Village of Pinehurst Community Survey

Q22. 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=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q22a. Overall quality of leadership provided by Village's elected officials	15.6%	34.0%	25.6%	4.9%	0.8%	19.1%
Q22b. Overall effectiveness of appointed boards & commissions	12.1%	28.9%	28.3%	6.1%	0.8%	23.8%
Q22c. Overall effectiveness of Village Manager & appointed staff	20.9%	28.9%	23.6%	3.7%	1.2%	21.7%

Q22. 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 "don't know")

(N=512)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q22a. Overall quality of leadership provided by Village's elected officials	19.3%	42.0%	31.6%	6.0%	1.0%
Q22b. Overall effectiveness of appointed boards & commissions	15.9%	37.9%	37.2%	7.9%	1.0%
Q22c. Overall effectiveness of Village Manager & appointed staff	26.7%	36.9%	30.2%	4.7%	1.5%

2012 Village of Pinehurst Community Survey

Q23. Would you recommend Pinehurst to others as a place to live?

<u>Q23. Would you recommend Pinehurst to others</u>	<u>Number</u>	<u>Percent</u>
Yes	468	91.4 %
No	34	6.6 %
No response	10	2.0 %
Total	512	100.0 %

Q23. Would you recommend Pinehurst to others as a place to live? (without "no response")

<u>Q23. Would you recommend Pinehurst to others</u>	<u>Number</u>	<u>Percent</u>
Yes	468	93.2 %
No	34	6.8 %
Total	502	100.0 %

Q24. Approximately how many years have you lived in the Village of Pinehurst?

<u>Q24. How many years have you lived in Village of Pinehurst</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	151	29.5 %
5-10 years	179	35.0 %
11-20 years	124	24.2 %
20+ years	56	10.9 %
Not provided	2	0.4 %
Total	512	100.0 %

Q24. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")

<u>Q24. How many years have you lived in Village of Pinehurst</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	151	29.6 %
5-10 years	179	35.1 %
11-20 years	124	24.3 %
20+ years	56	11.0 %
Total	510	100.0 %

2012 Village of Pinehurst Community Survey

Q25. Do you have school age children (grades K-12) living at home?

Q25. Do you have school age children (grades K-12) living at home	Number	Percent
Yes	175	34.2 %
No	335	65.4 %
Not provided	2	0.4 %
Total	512	100.0 %

Q25. Do you have school age children (grades K-12) living at home? (without "not provided")

Q25. Do you have school age children (grades K-12) living at home	Number	Percent
Yes	175	34.3 %
No	335	65.7 %
Total	510	100.0 %

Q25a. If YES: For your school age children, what grade level are they?

Q25a. What grade level	Number	Percent
K-5	107	61.1 %
6-8	65	37.1 %
High school	59	33.7 %
Total	231	

2012 Village of Pinehurst Community Survey

Q26. Which of the following best describes your current employment status?

<u>Q26. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	270	52.7 %
Employed in home/have a home-based business	39	7.6 %
Student	6	1.2 %
Retired	149	29.1 %
Not currently employed	44	8.6 %
Not provided	4	0.8 %
Total	512	100.0 %

Q26. Which of the following best describes your current employment status? (without "not provided")

<u>Q26. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	270	53.1 %
Employed in home/have a home-based business	39	7.7 %
Student	6	1.2 %
Retired	149	29.3 %
Not currently employed	44	8.7 %
Total	508	100.0 %

2012 Village of Pinehurst Community Survey

Q26. If "employed outside the home," what is the zip code where you work?

Q26. Work zip code	Number	Percent
10022	1	0.4 %
10036	1	0.4 %
10591	1	0.4 %
10708	1	0.4 %
13202	1	0.4 %
23776	1	0.4 %
27325	1	0.4 %
27376	8	3.3 %
27606	1	0.4 %
27613	1	0.4 %
27615	1	0.4 %
28301	3	1.2 %
28304	1	0.4 %
28307	15	6.1 %
28308	2	0.8 %
28310	15	6.1 %
28315	13	5.3 %
28327	6	2.4 %
28343	1	0.4 %
28345	4	1.6 %
28351	1	0.4 %
28352	2	0.8 %
28364	1	0.4 %
28370	9	3.7 %
28372	1	0.4 %
28373	1	0.4 %
28374	104	42.4 %
28376	3	1.2 %
28378	1	0.4 %
28379	1	0.4 %
28382	1	0.4 %
28387	35	14.3 %
28388	2	0.8 %
28394	1	0.4 %
28401	1	0.4 %
30304	1	0.4 %
76102	1	0.4 %
95014	1	0.4 %
Total	245	100.0 %

2012 Village of Pinehurst Community Survey

Q27. Which of the following BEST describes your age?

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 25 years	1	0.2 %
25-34 years	53	10.4 %
35-44 years	127	24.8 %
45-54 years	106	20.7 %
55-64 years	126	24.6 %
65+ years	95	18.6 %
Not provided	4	0.8 %
Total	512	100.0 %

Q27. Which of the following BEST describes your age? (without "not provided")

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 25 years	1	0.2 %
25-34 years	53	10.4 %
35-44 years	127	25.0 %
45-54 years	106	20.9 %
55-64 years	126	24.8 %
65+ years	95	18.7 %
Total	508	100.0 %

Q28. Do you own or rent your current residence?

<u>Q28. Do you own or rent your residence</u>	<u>Number</u>	<u>Percent</u>
Own	455	88.9 %
Rent	53	10.4 %
Not provided	4	0.8 %
Total	512	100.0 %

Q28. Do you own or rent your current residence? (without "not provided")

<u>Q28. Do you own or rent your residence</u>	<u>Number</u>	<u>Percent</u>
Own	455	89.6 %
Rent	53	10.4 %
Total	508	100.0 %

2012 Village of Pinehurst Community Survey

Q29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin?

Q29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin	Number	Percent
Yes	16	3.1 %
No	485	94.7 %
Not provided	11	2.1 %
Total	512	100.0 %

Q29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin? (without "not provided")

Q29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin	Number	Percent
Yes	16	3.2 %
No	485	96.8 %
Total	501	100.0 %

2012 Village of Pinehurst Community Survey

Q30. Which of the following best describes your race?

<u>Q30. Your race</u>	<u>Number</u>	<u>Percent</u>
Asian	8	1.6 %
White	467	91.2 %
American Indian/Alaskan Native	3	0.6 %
Native Hawaiian/Pacific Islander	2	0.4 %
Black/African American	16	3.1 %
2 or more races	4	0.8 %
Other	8	1.6 %
Not provided	12	2.3 %
Total	520	

Q30. Which of the following best describes your race? (without "not provided")

<u>Q30. Your race</u>	<u>Number</u>	<u>Percent</u>
Asian	8	1.6 %
White	467	93.4 %
American Indian/Alaskan Native	3	0.6 %
Native Hawaiian/Pacific Islander	2	0.4 %
Black/African American	16	3.2 %
2 or more races	4	0.8 %
Other	8	1.6 %
Total	508	

Q30. Other

Q30 Other

EURO AMERICAN
GERMAN AMERICAN
HISPANIC
LATINA
MEXICAN AMERICAN

2012 Village of Pinehurst Community Survey

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

Q31. Where do you live	Number	Percent
Not provided	6	1.2 %
Pinehurst #6	82	16.0 %
Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst	16	3.1 %
Pinehurst #7/Lawn & Tennis/CCNC	21	4.1 %
Morganton/Monticello	41	8.0 %
Lake Pinehurst/Burning Tree/St. Andrews	124	24.2 %
Pinewild	45	8.8 %
Old Town/Linden Road	37	7.2 %
Village Acres	105	20.5 %
Other	35	6.8 %
Total	512	100.0 %

Q31. Other

PITT
 PCC #5
 UNIT #1
 VILLAGE
 CLARENDON
 SUGAR GUM
 DORAL WOODS
 DORAL WOODS
 DORAL WOODS
 KINGS COURT
 KINGS GRANT
 WEST END NC
 DIAMOND HEAD
 PINEHURST #1
 PINEHURST #1
 BRIARWOOD CIR
 SUGAR PINE DR
 LAKE FOREST DR
 BURNING TREE RD
 CLARENDON GARDEN
 DONALD RISE AREA
 DONALD ROSE AREA
 DONALD ROSS AREA
 CLARENDON GARDENS
 GLARENDON GARDENS
 UNIT 2 DONALD ROSS
 CLARENDHOPE GARDENS
 ODD AIRPORT/MIDLAND RD
 OLD TOWN NOT LINDEN RD
 ST ANDREWS & ALPINE PLACE

2012 Village of Pinehurst Community Survey

Q32. What is your gender?

<u>Q32. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	255	49.8 %
Female	257	50.2 %
Total	512	100.0 %

Zip code

<u>Zip code</u>	<u>Number</u>	<u>Percent</u>
28370	7	1.4 %
28374	497	98.4 %
28674	1	0.2 %
Total	505	100.0 %



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

September 2012

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 sticker 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.

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 November.

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,

Andrew M. Wilkison
Village Manager

ADMINISTRATION

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



2012 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 Andy Wilkison, Village Manager at (910) 295-1900, ext. 1101 or at awilkison@vopnc.org.

1. 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."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Police services	5	4	3	2	1	9
B.	Fire services	5	4	3	2	1	9
C.	Parks and recreation programs	5	4	3	2	1	9
D.	Parks and recreation facilities	5	4	3	2	1	9
E.	Solid waste services	5	4	3	2	1	9
F.	Street and right-of-way maintenance	5	4	3	2	1	9
G.	Enforcement of Village Codes and ordinances	5	4	3	2	1	9
H.	Customer service provided by Village employees	5	4	3	2	1	9
I.	Village communication with residents	5	4	3	2	1	9
J.	Village efforts at maintaining the quality of your neighborhoods	5	4	3	2	1	9
K.	Village promotion of natural resource conservation	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 the letters below using the letters from the list in Question 1 above].

1st: _____ 2nd: _____ 3rd: _____

3. **QUALITY OF LIFE.** Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "very important" and "1" is "unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in Pinehurst. (Please circle your answers)

The Reasons for Choosing a Community to Live in		Very Important	Somewhat Important	Not sure	Unimportant	Are your needs being met in Pinehurst?	
						Yes	No
A.	Sense of community	4	3	2	1	A	B
B.	Quality of public education	4	3	2	1	A	B
C.	Employment opportunities	4	3	2	1	A	B
D.	Types of housing	4	3	2	1	A	B
E.	Quality of housing	4	3	2	1	A	B
F.	Access to quality shopping	4	3	2	1	A	B
G.	Availability of cultural and recreation opportunities	4	3	2	1	A	B
H.	Proximity to family or friends	4	3	2	1	A	B
I.	Proximity to work	4	3	2	1	A	B
J.	Safety and security	4	3	2	1	A	B
K.	Accessibility to airport and other communities	4	3	2	1	A	B
L.	A "resort" community	4	3	2	1	A	B
M.	Quality health care	4	3	2	1	A	B
N.	Opportunities and/or resources for senior citizens	4	3	2	1	A	B

4. 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."

<i>How would you rate The Village of Pinehurst:</i>		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall image of the Village	5	4	3	2	1	9
B.	Overall quality of life in the Village	5	4	3	2	1	9
C.	Overall feeling of safety in the Village	5	4	3	2	1	9
D.	Quality of new development in the Village	5	4	3	2	1	9
E.	As a place to live	5	4	3	2	1	9
F.	As a place to raise children	5	4	3	2	1	9
G.	As a place to retire	5	4	3	2	1	9
H.	Overall appearance of the Village	5	4	3	2	1	9
I.	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:

<i>How safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	Walking alone in your neighborhood in general	5	4	3	2	1	9
B.	Walking alone in your neighborhood during the day	5	4	3	2	1	9
C.	Walking alone in your neighborhood after dark	5	4	3	2	1	9
D.	In Village parks and recreation facilities	5	4	3	2	1	9
E.	In business areas of the Village during the day	5	4	3	2	1	9
F.	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:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Village efforts to prevent crimes	5	4	3	2	1	9
B.	Enforcement of local traffic laws	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	Frequency that police officers patrol your neighborhood	5	4	3	2	1	9
E.	Professionalism of Police Officers	5	4	3	2	1	9
F.	Fire prevention and education programs provided by the Village	5	4	3	2	1	9
G.	How quickly fire personnel respond to emergencies	5	4	3	2	1	9

7. Which **TWO** of the public safety services listed above do you think should receive the most emphasis from Village leaders over the next two years? [Write in the letters below using the letters from the list in Question 6 above].

1st. _____ 2nd. _____

8. **Cultural and Recreation Services.** Please rate your satisfaction with each item 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	Don't Know
A.	Number of Village parks	5	4	3	2	1	9
B.	Quality of parks & recreation indoor facilities	5	4	3	2	1	9
C.	Greenway trails	5	4	3	2	1	9
D.	Quality of outdoor athletic fields and facilities	5	4	3	2	1	9
E.	Availability of outdoor athletic fields and facilities	5	4	3	2	1	9
F.	Availability of information about recreation programs	5	4	3	2	1	9
G.	Quality of recreation programs for youth	5	4	3	2	1	9
H.	Quality of recreation programs for adults	5	4	3	2	1	9
I.	Village sponsored cultural arts events	5	4	3	2	1	9
J.	Range of activities at parks and recreation facilities	5	4	3	2	1	9
K.	Summer Day Camp programs	5	4	3	2	1	9
L.	Customer service provided by parks and recreation staff	5	4	3	2	1	9

9. Which THREE of the **Cultural and Recreation Services** items listed above do you think should receive the most emphasis from Village leaders over the next two years? [Write in the letters below using the letters from the list in Question 8 above].

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
 (4) Village summer day camp program
 (2) Village sponsored cultural/arts events
 (5) Rassic Wicker Park
 (3) Cannon Park
 (6) Camelot Playground

11. **COMMUNITY DEVELOPMENT** 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	Don't Know
A.	Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing mowing and trimming on private property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	5	4	3	2	1	9
E.	Enforcing sign regulations	5	4	3	2	1	9
F.	Quality of Office development	5	4	3	2	1	9
G.	Quality of Multi-family residential development	5	4	3	2	1	9
H.	Quality of Single-family residential development	5	4	3	2	1	9
I.	Quality of Retail development	5	4	3	2	1	9
J.	Quality of Mixed Use development	5	4	3	2	1	9

12. **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	Don't Know
A.	Residential trash collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Yard waste collection services	5	4	3	2	1	9
D.	Bulky items/white goods pick up	5	4	3	2	1	9
E.	Recycle Yard on McCaskill Rd.	5	4	3	2	1	9

13. **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	Don't Know
A.	Maintenance of main Village street thoroughfares	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
D.	Maintenance/preservation of downtown	5	4	3	2	1	9
E.	Quality of landscaping in medians and other public areas	5	4	3	2	1	9
F.	Overall cleanliness of streets and other public areas	5	4	3	2	1	9
H.	Adequacy of street lighting	5	4	3	2	1	9
I.	Availability of pedestrian walkways/sidewalks	5	4	3	2	1	9
J.	Condition of sidewalks	5	4	3	2	1	9
K.	Quality of the stormwater runoff/mgmt system	5	4	3	2	1	9

14. Which THREE of the Public Services items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years? [Write the letters below using the letters from list in Q13 above.]

1st: _____ 2nd: _____ 3rd: _____

15. Please indicate whether you or other members of your household used the 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 by circling the corresponding number to the right.

Have You Used This Service or Facility?		<i>Service or Facility</i>	Very Satisfied	Satisfied	Neutral	Dis-satisfied	Very Dissatisfied	Don't Know
YES	NO	Fire Services	5	4	3	2	1	9
YES	NO	Police Services	5	4	3	2	1	9
YES	NO	Village Clerk's Records Request	5	4	3	2	1	9
YES	NO	Village Hall Reception Desk	5	4	3	2	1	9
YES	NO	Police Department Records Request	5	4	3	2	1	9
YES	NO	The Help Desk on the Village website	5	4	3	2	1	9
YES	NO	Code Enforcement	5	4	3	2	1	9
YES	NO	Recreation program/event registration	5	4	3	2	1	9
YES	NO	Public Services "request for service"	5	4	3	2	1	9
YES	NO	Planning and inspections services	5	4	3	2	1	9

16. **DOWNTOWN PARKING.** The Village continues to address parking downtown. 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	Don't Know
A.	Availability of parking downtown	5	4	3	2	1	9
B.	Quality of public parking lots	5	4	3	2	1	9
C.	Security of parking downtown	5	4	3	2	1	9

17. **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	Don't Know
A.	Quality of information about Village programs/services	5	4	3	2	1	9
B.	Village efforts to keep you informed about local issues	5	4	3	2	1	9
C.	Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	5	4	3	2	1	9
D.	Access to the Mayor and Village Council	5	4	3	2	1	9
E.	Village website	5	4	3	2	1	9
F.	Village Newsletter						
G.	Village eNews updates	5	4	3	2	1	9
H.	Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

18. 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) Social media (Facebook, Twitter, etc). |
| <input type="checkbox"/> (02) Village Newsletter | <input type="checkbox"/> (07) The Aberdeen Times website |
| <input type="checkbox"/> (03) Village website | <input type="checkbox"/> (08) Time Warner TV-14 |
| <input type="checkbox"/> (04) The Pilot Newspaper | |
| <input type="checkbox"/> (05) The Fayetteville Observer | |

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

- | | |
|---|---|
| <input type="checkbox"/> (1) All the time | <input type="checkbox"/> (4) Never |
| <input type="checkbox"/> (2) Sometimes | <input type="checkbox"/> (9) Don't know |
| <input type="checkbox"/> (3) Seldom | |

19a. Would you be willing to receive your newsletter electronically to cut costs?

- (1) Yes (2) No

CUSTOMER SERVICE

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

- ___(1) Yes [answer Q20a through c] ___(2) No [go to Q21]

20a-c. Only if you have contacted the Village during the past year: 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:

<i>Customer Service Characteristics:</i>		<i>Always</i>	<i>Usually</i>	<i>Some times</i>	<i>Seldom</i>	<i>Never</i>	<i>Don't Know</i>
A.	Village staff was responsive to my needs	5	4	3	2	1	9
B.	The Village staff was competent and professional	5	4	3	2	1	9
C.	My issue was resolved promptly	5	4	3	2	1	9

21. If you own a home in Pinehurst, 38% 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 (62%). 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.

- ___ (1) Very satisfied ___ (4) Dissatisfied
 ___ (2) Satisfied ___ (5) Very Dissatisfied
 ___ (3) Neutral ___ (6) Don't know

22. **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	Don't Know
A.	Overall quality of leadership provided by the Village's elected officials	5	4	3	2	1	9
B.	Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
C.	Overall effectiveness of the Village Manager and appointed staff	5	4	3	2	1	9

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

- ___(1) Yes
 ___(2) No

DEMOGRAPHICS

24. 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

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

- ___(1) Yes
 ___(2) No

25a. If YES: For your school age children, what grade level are they? (Check all that apply)

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

26. 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

27. Which of the following BEST describe your age?

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

28. Do you own or rent your current residence?

- (1) Own
 (2) Rent

29. Are you of Hispanic, Latin American, Puerto Rican, Cuban, or Mexican origin?

- (1) Yes (2) No

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) Other: _____
 (4) Native Hawaiian/Pacific Islander

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

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

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 on your address sticker 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.