



Welcome to the second annual Town of Mooresville citizen survey. The Town is working with Strategy Support Associates to help us evaluate and improve the quality of life in our Town. In doing this, it is critical that we understand your views as a citizen. This survey, which should require no more than a few minutes to complete, will help us design programs to better serve you. Individual responses to this survey will be held strictly confidential by our consultant. Please complete the survey no later than December 15, 2007.

1. What is your opinion of the Town of Mooresville as a place to live?

0-Extremely Poor 1 2 3 4 5-Neutral 6 7 8 9 10-Excellent

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

2. What is your opinion of the Town of Mooresville as a place to work or operate a business?

0-Extremely Poor 1 2 3 4 5-Neutral 6 7 8 9 10-Excellent

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

3. How likely would you be to recommend that a friend live in the Town of Mooresville?

0-Extremely Unlikely 1 2 3 4 5-Neutral 6 7 8 9 10-Extremely Likely

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

If you did not respond to question 3 with a "9" or "10", what would have to change in Mooresville for you to improve your rating?

4. How likely would you be to recommend that a friend or colleague open or relocate a business in the Town of Mooresville?

0-Extremely Unlikely 1 2 3 4 5-Neutral 6 7 8 9 10-Extremely Likely

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

If you did not respond to question 4 with a "9" or "10", what would have to change in Mooresville for you to improve your rating?

5. Please rate your level of agreement with the following statements. If you have no experience with a subject or no opinion, please leave the response for that subject blank.

[illegible]

6. Regardless of your assessment of how well they are provided in Mooresville, please evaluate the following issues in terms of their importance to your quality of life.

[illegible]

7. Please indicate your preference in the trade-off between maintaining current tax rates and increasing Town of Mooresville services.

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Neutral</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10-Increase Town Governmental Services</b>
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8. How interested would you be in participating in a curbside recycling program in Mooreville?

Mooreville?

0-Extremely  
Uninterested

1

2

3

4

5-Neutral

6

7

8

9

10-Extremely  
Interested

☐

☐

☐

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If you answered "6 to 10" to question 8 above, how much would you be willing to pay the Town annually for this service?

☐ \$50 per year

☐ \$75 per year

☐ Would not be willing to pay

9. As the Town of Mooreville develops its parks and recreational programs, how important are the following to you?

0-Extremely  
Unimportant

1

2

3

4

5-Neutral

6

7

8

9

10-Extremely  
Important

Athletic Fields

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Adult Athletic Programs

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Youth Athletic Programs

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Green Space

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Cultural Events

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Activities for seniors

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If there is a specific currently offered recreational activity that should be a focus of improvement efforts by the Town of Mooreville, please indicate it below.

If there is a specific recreational activity you would like the Town of Mooreville to offer that is not offered now, please indicate it below.

10. Last year respondents to the citizen survey indicated that transportation and roads were a significant issue that needed attention. Please evaluate the degree to which you are concerned about the following.

0-Extremely  
Unconcerned

1

2

3

4

5-Neutral

6

7

8

9

10-Extremely  
Concerned

Condition of the Roads

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Appearance of the  
Roads

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Traffic Congestion

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Traffic Signal Operation

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Please indicate any other transportation or roads issues that you are concerned about.

How have transportation and roads in Mooreville changed over the past year?

Much better

Slightly better

Remained the same

Slightly worse

Much worse

☐

☐

☐

☐

☐

Please indicate any specific geographic areas of transportation, roads, or traffic concern.

11. The Town of Mooresville has recently updated its electronic communications. Please respond to the following questions.

Have you visited the Town of Mooresville web site (<http://ci.mooresville.nc.us>) in the last year?

- ☐ Yes  
☐ No

If yes, how useful was it to you?

1-Not Useful                      2                      3-Neutral                      4                      5-Very Useful  
☐                      ☐                      ☐                      ☐                      ☐

Have you ever utilized the Town of Mooresville's on-line action line system?

- ☐ Yes  
☐ No

If yes, how useful was it to you?

1-Not Useful                      2                      3-Neutral                      4                      5-Very Useful  
☐                      ☐                      ☐                      ☐                      ☐

Have you ever utilized the Town of Mooresville's wireless Internet access?

- ☐ Yes  
☐ No

If yes, how useful was it to you?

1-Not Useful                      2                      3-Neutral                      4                      5-Very Useful  
☐                      ☐                      ☐                      ☐                      ☐

Please indicate any specific locations where you would like the Town of Mooresville to provide wireless Internet access?

12. Have you contacted Town of Mooresville personnel for any reason during the past year?

- ☐ Yes
- ☐ No

If yes, how well were you treated?

- |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 0-Extremely Poorly    | 1                     | 2                     | 3                     | 4                     | 5-Neutral             | 6                     | 7                     | 8                     | 9                     | 10-Extremely Well     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

13. Are there any services available in other towns that you would like the Town of Mooresville to begin providing?

- ☐ Yes
- ☐ No

If yes, please list the new services you would like the Town of Mooresville to provide.

14. Do you live east or west of I-77

- ☐ East of I-77
- ☐ West of I-77

15. Do you live in the Town of Mooresville?

- ☐ Yes
- ☐ No

16. Do you work and/or own or operate a business in the Town of Mooresville?

- ☐ Yes
- ☐ No

17. How long have you lived or worked in the Mooresville area?

- ☐ Less than 1 year
- ☐ 1 - 2 Years
- ☐ 3 - 5 years
- ☐ 6 - 10 years
- ☐ 11 - 20 years
- ☐ Over 20 years

18. Which ethnic group do you generally identify with?

- ☐ Anglo/Caucasion
- ☐ African American
- ☐ Hispanic
- ☐ Asian
- ☐ Other

19. Are you:

- ☐ Male
- ☐ Female

20. How old are you?

- ☐ Under 21
- ☐ 22 - 30
- ☐ 31 - 40
- ☐ 41 - 64
- ☐ 65 - 75
- ☐ Over 75

21. What is your estimated household income (OPTIONAL)?

- ☐ Under \$15,000
- ☐ \$15,001 - \$25,000
- ☐ \$25,001 - \$50,000
- ☐ \$50,001 - \$75,000
- ☐ \$75,001 - \$100,000
- ☐ \$100,001 - \$250,000
- ☐ Over \$250,000

22. Please provide any comments concerning how the Town of Mooresville Government can help enhance the quality of life in Mooresville.