



TOWN OF MOORESVILLE, NC 2012

Report of Demographic Subgroup Comparisons

CONTENTS

Survey Background.....	1
About The National Citizen Survey™	1
Understanding the Results	2
“Don’t Know” Responses	2
Understanding the Tables.....	2
Comparisons	3

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The Town of Mooresville staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Town of Mooresville staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Mooresville chose was to have crosstabulations of evaluative questions 1-18 by demographic questions D3 (length of residency in Mooresville), D5 (rent or own home), D10 and D11 (race and ethnicity), D12 (age of respondent) and D13 (gender of respondent).

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")									
Please rate each of the following aspects of quality of life in Mooresville:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Mooresville as a place to live	84%	95%	90%	95%	87%	90%	83%	94%	90%
Your neighborhood as a place to live	80%	77%	81%	89%	71%	79%	67%	86%	79%
Mooresville as a place to raise children	75%	87%	89%	96%	85%	86%	74%	93%	86%
Mooresville as a place to work	68%	65%	64%	69%	58%	64%	59%	67%	64%
Mooresville as a place to retire	69%	68%	63%	75%	65%	67%	63%	69%	67%
The overall quality of life in Mooresville	80%	88%	87%	92%	79%	85%	75%	90%	85%

Question 1: Quality of Life (Percent "excellent" or "good")										
Please rate each of the following aspects of quality of life in Mooresville:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Mooresville as a place to live	92%	80%	90%	91%	89%	90%	90%	92%	88%	90%
Your neighborhood as a place to live	79%	76%	79%	76%	79%	82%	79%	77%	81%	79%
Mooresville as a place to raise children	89%	75%	86%	81%	89%	87%	86%	88%	85%	86%
Mooresville as a place to work	67%	52%	64%	67%	61%	66%	64%	65%	64%	64%
Mooresville as a place to retire	68%	63%	67%	57%	67%	76%	67%	69%	65%	67%
The overall quality of life in Mooresville	87%	76%	85%	85%	82%	89%	85%	86%	84%	85%

Question 2: Community Characteristics (Percent "excellent" or "good")									
Please rate each of the following characteristics as they relate to Mooresville as a whole:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Sense of community	79%	73%	69%	79%	57%	70%	70%	71%	71%
Openness and acceptance of the community toward people of diverse backgrounds	77%	60%	65%	70%	56%	65%	66%	65%	65%
Overall appearance of Mooresville	74%	79%	72%	83%	68%	75%	78%	73%	75%
Cleanliness of Mooresville	81%	78%	76%	84%	74%	78%	79%	77%	78%
Overall quality of new development in Mooresville	74%	72%	70%	72%	62%	70%	70%	70%	70%
Variety of housing options	66%	60%	69%	75%	62%	66%	54%	73%	66%
Overall quality of business and service establishments in Mooresville	66%	74%	76%	81%	66%	72%	65%	76%	72%
Shopping opportunities	67%	67%	71%	73%	68%	69%	66%	71%	69%
Opportunities to attend cultural activities	44%	51%	40%	44%	42%	44%	45%	44%	44%
Recreational opportunities	57%	63%	61%	69%	65%	63%	52%	69%	63%
Employment opportunities	51%	34%	32%	44%	31%	37%	38%	37%	37%
Educational opportunities	58%	69%	63%	72%	75%	68%	61%	72%	68%
Opportunities to participate in social events and activities	66%	59%	61%	68%	62%	63%	57%	67%	63%
Opportunities to participate in religious or spiritual events and activities	62%	79%	80%	82%	79%	77%	62%	86%	77%
Opportunities to volunteer	64%	69%	72%	83%	72%	72%	64%	78%	73%
Opportunities to participate in community matters	58%	58%	62%	71%	56%	61%	56%	64%	61%
Ease of car travel in Mooresville	38%	33%	31%	43%	37%	36%	41%	34%	37%
Ease of bicycle travel in Mooresville	28%	22%	29%	23%	37%	28%	33%	25%	28%
Ease of walking in Mooresville	38%	31%	34%	39%	55%	39%	42%	39%	40%
Availability of paths and walking trails	32%	23%	33%	27%	42%	32%	31%	33%	32%
Traffic flow on major streets	18%	13%	15%	28%	25%	19%	22%	18%	20%
Amount of public parking	51%	51%	38%	44%	38%	44%	49%	43%	45%
Availability of affordable quality housing	63%	56%	55%	62%	38%	54%	49%	58%	55%
Availability of affordable quality child care	62%	45%	52%	62%	40%	50%	48%	52%	50%
Availability of affordable quality health care	74%	60%	58%	65%	53%	61%	60%	62%	61%

Question 2: Community Characteristics (Percent "excellent" or "good")									
Please rate each of the following characteristics as they relate to Mooresville as a whole:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Availability of affordable quality food	76%	76%	69%	68%	66%	71%	64%	74%	71%
Availability of preventive health services	63%	70%	64%	71%	53%	64%	59%	67%	64%
Air quality	80%	74%	73%	77%	68%	74%	71%	76%	74%
Quality of overall natural environment in Mooresville	79%	67%	73%	75%	60%	71%	74%	69%	71%
Overall image or reputation of Mooresville	80%	74%	79%	82%	68%	77%	72%	80%	77%

Question 2: Community Characteristics (Percent "excellent" or "good")										
Please rate each of the following characteristics as they relate to Mooresville as a whole:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Sense of community	70%	72%	70%	69%	69%	74%	70%	73%	67%	71%
Openness and acceptance of the community toward people of diverse backgrounds	67%	60%	65%	64%	63%	70%	65%	69%	62%	65%
Overall appearance of Mooresville	78%	62%	75%	73%	73%	78%	75%	76%	74%	75%
Cleanliness of Mooresville	80%	69%	78%	78%	79%	76%	78%	78%	78%	78%
Overall quality of new development in Mooresville	70%	67%	70%	73%	68%	69%	70%	74%	65%	70%
Variety of housing options	70%	49%	66%	62%	68%	69%	66%	65%	68%	67%
Overall quality of business and service establishments in Mooresville	76%	55%	72%	73%	70%	75%	72%	71%	73%	72%
Shopping opportunities	71%	61%	69%	69%	67%	72%	69%	70%	68%	69%
Opportunities to attend cultural activities	46%	33%	43%	40%	41%	52%	44%	44%	44%	44%
Recreational opportunities	68%	42%	63%	58%	62%	71%	63%	64%	62%	63%
Employment opportunities	38%	34%	37%	39%	36%	37%	37%	37%	37%	37%
Educational opportunities	71%	52%	67%	62%	67%	75%	67%	69%	66%	67%
Opportunities to participate in social events and activities	68%	44%	63%	63%	61%	68%	63%	64%	63%	63%
Opportunities to participate in religious or spiritual events and activities	83%	54%	77%	65%	78%	88%	77%	79%	75%	77%
Opportunities to volunteer	79%	47%	73%	69%	72%	76%	72%	74%	71%	72%

Question 2: Community Characteristics (Percent "excellent" or "good")

Please rate each of the following characteristics as they relate to Mooresville as a whole:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Opportunities to participate in community matters	64%	46%	61%	63%	55%	69%	61%	63%	59%	61%
Ease of car travel in Mooresville	34%	46%	36%	28%	36%	44%	36%	39%	33%	36%
Ease of bicycle travel in Mooresville	27%	31%	28%	24%	27%	34%	28%	31%	25%	28%
Ease of walking in Mooresville	41%	34%	40%	34%	36%	52%	39%	41%	39%	40%
Availability of paths and walking trails	35%	18%	32%	30%	28%	41%	32%	34%	30%	32%
Traffic flow on major streets	18%	23%	19%	15%	19%	25%	19%	23%	16%	20%
Amount of public parking	44%	47%	44%	48%	43%	41%	44%	41%	47%	44%
Availability of affordable quality housing	56%	51%	55%	52%	55%	56%	54%	53%	56%	54%
Availability of affordable quality child care	55%	35%	50%	42%	54%	54%	50%	49%	51%	50%
Availability of affordable quality health care	61%	61%	61%	59%	59%	65%	61%	58%	65%	61%
Availability of affordable quality food	73%	61%	70%	72%	68%	73%	70%	71%	70%	71%
Availability of preventive health services	68%	48%	64%	62%	63%	68%	64%	63%	66%	64%
Air quality	75%	71%	74%	76%	73%	73%	74%	71%	77%	74%
Quality of overall natural environment in Mooresville	72%	66%	71%	74%	66%	73%	70%	69%	72%	70%
Overall image or reputation of Mooresville	78%	71%	77%	77%	77%	75%	76%	76%	78%	77%

Question 3: Growth (Percent of respondents)

Please rate the speed of growth in the following categories in Mooresville over the past 2 years:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Population growth too fast	42%	40%	61%	64%	71%	57%	60%	56%	57%
Retail growth too slow	29%	28%	31%	19%	22%	26%	29%	25%	27%
Job growth too slow	79%	85%	80%	82%	87%	83%	84%	82%	83%

Question 3: Growth (Percent of respondents)										
Please rate the speed of growth in the following categories in Mooresville over the past 2 years:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Population growth too fast	60%	45%	57%	48%	62%	59%	57%	65%	49%	57%
Retail growth too slow	23%	41%	26%	28%	25%	25%	26%	25%	27%	26%
Job growth too slow	84%	79%	83%	87%	79%	85%	83%	81%	84%	83%

Question 4: Code Enforcement (Percent a "major" problem)										
	Number of years in Mooresville						Rent or own			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall	
Run down buildings, weed lots or junk vehicle a major problem in Mooresville	8%	6%	6%	4%	10%	7%	5%	7%	6%	

Question 4: Code Enforcement (Percent a "major" problem)										
	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Run down buildings, weed lots or junk vehicle a major problem in Mooresville	7%	6%	6%	4%	6%	11%	7%	9%	4%	7%

Question 5: Community Safety (Percent "very" or "somewhat" safe)										
Please rate how safe or unsafe you feel from the following in Mooresville:	Number of years in Mooresville						Rent or own			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall	
Violent crime (e.g., rape, assault, robbery)	81%	84%	89%	84%	80%	84%	78%	87%	84%	
Property crimes (e.g., burglary, theft)	66%	71%	72%	69%	60%	68%	65%	69%	67%	
Environmental hazards, including toxic waste	82%	76%	79%	78%	81%	79%	77%	80%	79%	

Question 5: Community Safety (Percent "very" or "somewhat" safe)										
Please rate how safe or unsafe you feel from the following in Mooresville:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Violent crime (e.g., rape, assault, robbery)	84%	84%	84%	84%	85%	83%	84%	80%	89%	84%
Property crimes (e.g., burglary, theft)	66%	74%	68%	59%	71%	72%	68%	68%	68%	68%
Environmental hazards, including toxic waste	78%	84%	79%	82%	75%	81%	79%	76%	82%	79%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)									
Please rate how safe or unsafe you feel:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
In your neighborhood during the day	94%	94%	94%	97%	93%	94%	92%	96%	94%
In your neighborhood after dark	83%	77%	84%	82%	79%	81%	76%	84%	81%
In Mooresville's downtown area during the day	95%	95%	88%	96%	93%	93%	92%	93%	93%
In Mooresville's downtown area after dark	58%	66%	68%	77%	76%	69%	63%	72%	69%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)										
Please rate how safe or unsafe you feel:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
In your neighborhood during the day	95%	94%	94%	92%	95%	96%	94%	94%	95%	94%
In your neighborhood after dark	80%	86%	81%	72%	85%	84%	81%	81%	81%	81%
In Mooresville's downtown area during the day	95%	85%	93%	89%	95%	94%	93%	94%	92%	93%
In Mooresville's downtown area after dark	70%	68%	70%	62%	71%	73%	69%	70%	68%	69%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")									
	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	17%	11%	6%	9%	17%	12%	16%	10%	12%
If yes, was this crime (these crimes) reported to the police?	61%	74%	80%	40%	81%	69%	60%	76%	69%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")										
	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	13%	7%	12%	16%	12%	6%	12%	10%	14%	12%
If yes, was this crime (these crimes) reported to the police?	71%	62%	70%	54%	82%	74%	69%	72%	68%	70%

Question 9: Resident Behaviors (Percent at least once in past 12 months)									
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Mooresville?	Number of years in Mooresville					Rent or own			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Used Mooresville public libraries or their services	52%	78%	79%	82%	74%	74%	72%	75%	74%
Used Mooresville recreation centers	42%	59%	61%	63%	56%	56%	55%	58%	57%
Participated in a recreation program or activity	28%	40%	47%	55%	50%	44%	37%	49%	45%
Visited a neighborhood park or Town park	71%	78%	85%	77%	79%	79%	80%	79%	79%
Attended a meeting of local elected officials or other local public meeting	4%	18%	26%	34%	30%	22%	15%	26%	22%
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	20%	18%	19%	27%	36%	24%	23%	24%	24%
Read Mooresville Newsletter	63%	85%	90%	87%	90%	84%	69%	92%	84%
Visited the Town of Mooresville Web site (at www.ci.mooresville.nc.us)	61%	84%	76%	73%	54%	70%	55%	78%	70%
Recycled used paper, cans or bottles from your home	73%	83%	86%	89%	82%	83%	68%	91%	83%
Volunteered your time to some group or activity in Mooresville	26%	44%	55%	58%	54%	48%	36%	55%	48%
Participated in religious or spiritual activities in Mooresville	35%	58%	62%	71%	75%	61%	49%	66%	60%
Participated in a club or civic group in Mooresville	17%	22%	27%	39%	33%	27%	19%	32%	27%
Provided help to a friend or neighbor	88%	93%	95%	97%	97%	94%	90%	97%	94%

Question 9: Resident Behaviors (Percent at least once in past 12 months)

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Mooresville?	Race/ethnicity			Age			Sex			
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Used Mooresville public libraries or their services	71%	84%	74%	64%	82%	71%	73%	74%	73%	74%
Used Mooresville recreation centers	55%	66%	57%	48%	66%	50%	56%	54%	59%	56%
Participated in a recreation program or activity	43%	50%	45%	32%	55%	39%	44%	44%	44%	44%
Visited a neighborhood park or Town park	78%	86%	80%	81%	85%	66%	79%	78%	80%	79%
Attended a meeting of local elected officials or other local public meeting	23%	21%	22%	11%	26%	29%	22%	19%	26%	22%
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	20%	38%	24%	18%	24%	31%	24%	25%	22%	24%
Read Mooresville Newsletter	85%	81%	84%	75%	88%	88%	84%	86%	82%	84%
Visited the Town of Mooresville Web site (at www.ci.mooresville.nc.us)	72%	62%	70%	71%	77%	56%	70%	73%	67%	70%
Recycled used paper, cans or bottles from your home	83%	84%	83%	79%	87%	81%	83%	84%	82%	83%
Volunteered your time to some group or activity in Mooresville	50%	41%	48%	38%	56%	47%	48%	44%	52%	48%
Participated in religious or spiritual activities in Mooresville	63%	50%	60%	48%	65%	68%	60%	61%	61%	61%
Participated in a club or civic group in Mooresville	27%	26%	27%	21%	27%	36%	27%	23%	32%	27%
Provided help to a friend or neighbor	94%	94%	94%	91%	96%	94%	94%	94%	95%	94%

Question 10: Neighborliness (Percent at least several times a week)

	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Visit with neighbors at least several times a week	57%	58%	50%	60%	63%	57%	59%	56%	57%

Question 10: Neighborliness (Percent at least several times a week)										
	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Visit with neighbors at least several times a week	56%	62%	57%	55%	60%	55%	57%	58%	56%	57%

Question 11: Service Quality (Percent "excellent" or "good")									
Please rate the quality of each of the following services in Mooresville:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Police services	91%	86%	85%	87%	72%	83%	80%	86%	84%
Fire services	95%	95%	96%	98%	93%	95%	93%	97%	96%
Ambulance or emergency medical services	95%	89%	88%	94%	85%	89%	85%	92%	90%
Crime prevention	68%	76%	74%	79%	67%	73%	66%	76%	73%
Fire prevention and education	79%	78%	83%	81%	82%	81%	78%	83%	82%
Traffic enforcement	71%	63%	62%	57%	55%	61%	64%	61%	62%
Street repair	61%	53%	47%	48%	35%	48%	50%	48%	49%
Street cleaning	76%	68%	71%	74%	54%	68%	67%	70%	69%
Street lighting	71%	65%	57%	69%	51%	61%	62%	62%	62%
Snow removal	70%	59%	58%	67%	64%	62%	63%	62%	62%
Sidewalk maintenance	59%	56%	61%	62%	54%	58%	56%	60%	59%
Traffic signal timing	37%	33%	27%	33%	19%	29%	33%	27%	29%
Garbage collection	84%	92%	93%	94%	87%	90%	82%	94%	90%
Recycling	75%	88%	92%	92%	86%	87%	75%	94%	88%
Yard waste pick-up	80%	86%	87%	87%	72%	82%	72%	87%	83%
Storm drainage	70%	76%	76%	77%	61%	72%	64%	76%	72%
Drinking water	71%	62%	73%	75%	69%	70%	54%	79%	70%
Sewer services	87%	80%	80%	85%	74%	81%	77%	83%	81%
Town parks	84%	75%	80%	86%	79%	81%	78%	83%	82%
Recreation programs or classes	82%	71%	78%	79%	66%	75%	70%	78%	75%
Recreation centers or facilities	78%	71%	76%	77%	63%	73%	69%	75%	73%

Question 11: Service Quality (Percent "excellent" or "good")									
Please rate the quality of each of the following services in Mooresville:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Land use, planning and zoning	66%	45%	46%	48%	40%	47%	52%	46%	48%
Code enforcement (weeds, abandoned buildings, etc.)	48%	35%	43%	52%	33%	42%	45%	40%	42%
Animal control	68%	65%	56%	64%	51%	60%	61%	60%	61%
Economic development	67%	54%	53%	67%	49%	57%	62%	55%	57%
Health services	78%	75%	68%	81%	62%	72%	70%	73%	72%
Services to seniors	82%	69%	72%	79%	63%	71%	70%	73%	72%
Services to youth	72%	72%	61%	58%	57%	63%	57%	67%	63%
Services to low-income people	62%	51%	59%	63%	41%	53%	46%	61%	54%
Public library services	89%	85%	90%	91%	86%	88%	81%	92%	88%
Public information services	82%	72%	78%	86%	65%	76%	70%	80%	77%
Public schools	86%	93%	75%	92%	85%	85%	83%	88%	86%
Cable television	53%	58%	44%	51%	39%	48%	49%	49%	49%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	78%	57%	67%	72%	59%	66%	61%	68%	66%
Preservation of natural areas such as open space, farmlands and greenbelts	70%	53%	46%	54%	45%	52%	59%	49%	53%

Question 11: Service Quality (Percent "excellent" or "good")										
Please rate the quality of each of the following services in Mooresville:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Police services	84%	79%	83%	82%	82%	87%	83%	81%	86%	83%
Fire services	97%	92%	96%	96%	96%	95%	96%	93%	98%	95%
Ambulance or emergency medical services	91%	82%	90%	87%	88%	93%	89%	92%	87%	89%
Crime prevention	74%	68%	73%	64%	74%	80%	73%	73%	73%	73%
Fire prevention and education	83%	73%	81%	78%	81%	85%	81%	80%	81%	81%
Traffic enforcement	61%	63%	62%	59%	60%	67%	61%	58%	65%	62%
Street repair	49%	45%	48%	49%	47%	49%	48%	47%	49%	48%
Street cleaning	71%	59%	69%	62%	73%	68%	68%	66%	71%	68%
Street lighting	63%	54%	62%	66%	57%	64%	62%	59%	64%	62%
Snow removal	67%	44%	63%	68%	57%	65%	62%	59%	66%	63%
Sidewalk maintenance	61%	51%	59%	61%	57%	57%	58%	58%	59%	58%
Traffic signal timing	29%	30%	29%	31%	28%	29%	29%	33%	25%	29%
Garbage collection	93%	80%	90%	86%	92%	91%	90%	89%	91%	90%
Recycling	88%	82%	87%	81%	91%	88%	87%	86%	88%	87%
Yard waste pick-up	85%	75%	83%	77%	86%	83%	83%	79%	87%	82%
Storm drainage	73%	71%	72%	66%	75%	73%	72%	69%	74%	72%
Drinking water	72%	61%	70%	64%	72%	75%	70%	67%	73%	70%
Sewer services	84%	70%	81%	83%	79%	81%	81%	76%	85%	80%
Town parks	82%	76%	81%	81%	78%	84%	81%	82%	79%	81%
Recreation programs or classes	77%	67%	75%	78%	71%	79%	75%	76%	74%	75%
Recreation centers or facilities	75%	65%	73%	77%	70%	74%	73%	73%	73%	73%
Land use, planning and zoning	49%	43%	48%	52%	43%	50%	47%	50%	46%	48%
Code enforcement (weeds, abandoned buildings, etc.)	45%	29%	42%	47%	39%	42%	42%	42%	41%	42%
Animal control	64%	44%	60%	59%	58%	63%	60%	61%	58%	60%
Economic development	59%	53%	57%	60%	54%	60%	57%	55%	60%	57%
Health services	74%	63%	72%	74%	67%	78%	72%	70%	74%	72%
Services to seniors	74%	63%	72%	79%	65%	73%	71%	72%	71%	72%

Question 11: Service Quality (Percent "excellent" or "good")										
Please rate the quality of each of the following services in Mooresville:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Services to youth	66%	53%	63%	63%	60%	68%	63%	60%	66%	63%
Services to low-income people	60%	35%	54%	55%	49%	57%	53%	53%	54%	54%
Public library services	88%	89%	89%	88%	87%	90%	88%	87%	90%	88%
Public information services	77%	74%	77%	72%	77%	78%	76%	77%	75%	76%
Public schools	86%	83%	86%	83%	87%	84%	85%	85%	86%	85%
Cable television	48%	50%	49%	53%	41%	55%	48%	50%	47%	49%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67%	60%	66%	62%	64%	72%	66%	69%	62%	65%
Preservation of natural areas such as open space, farmlands and greenbelts	49%	67%	53%	51%	49%	60%	52%	53%	53%	53%

Question 12: Government Services Overall (Percent "excellent" or "good")									
Overall, how would you rate the quality of the services provided by each of the following?	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
The Town of Mooresville	78%	76%	86%	87%	72%	80%	74%	84%	80%
The Federal Government	44%	30%	35%	39%	35%	36%	39%	34%	36%
The State Government	51%	39%	36%	45%	37%	41%	48%	37%	41%
Iredell County Government	55%	60%	57%	60%	51%	56%	52%	59%	56%

Question 12: Government Services Overall (Percent "excellent" or "good")										
Overall, how would you rate the quality of the services provided by each of the following?	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
The Town of Mooresville	83%	68%	80%	76%	81%	83%	80%	81%	79%	80%
The Federal Government	36%	35%	36%	35%	35%	39%	36%	40%	32%	36%
The State Government	41%	38%	41%	45%	39%	40%	41%	43%	40%	41%
Iredell County Government	59%	45%	56%	57%	53%	59%	56%	61%	52%	56%

Question 13: Contact with Town Employees (Percent "yes")									
	Number of years in Mooresville					Rent or own			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Have you had any in-person, phone or email contact with an employee of the Town of Mooresville within the last 12 months (including police, receptionists, planners or any others)?	41%	59%	56%	56%	58%	54%	50%	57%	55%

Question 13: Contact with Town Employees (Percent "yes")										
	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Have you had any in-person, phone or email contact with an employee of the Town of Mooresville within the last 12 months (including police, receptionists, planners or any others)?	57%	41%	54%	56%	55%	49%	54%	51%	57%	54%

Question 14: Town Employees (Percent "excellent" or "good")									
What was your impression of the employee(s) of the Town of Mooresville in your most recent contact?	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Knowledge	98%	78%	87%	89%	81%	85%	85%	86%	86%
Responsiveness	95%	77%	87%	87%	71%	82%	80%	84%	83%
Courtesy	100%	77%	91%	88%	84%	87%	83%	90%	88%
Overall impression	99%	77%	86%	87%	76%	84%	85%	84%	84%

Question 14: Town Employees (Percent "excellent" or "good")										
What was your impression of the employee(s) of the Town of Mooresville in your most recent contact?	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Knowledge	87%	76%	86%	89%	84%	84%	85%	87%	84%	85%
Responsiveness	84%	71%	83%	81%	83%	83%	82%	86%	79%	82%
Courtesy	89%	76%	87%	87%	88%	87%	87%	89%	86%	87%
Overall impression	85%	76%	84%	83%	84%	85%	84%	87%	81%	84%

Question 15: Government Performance (Percent "excellent" or "good")									
Please rate the following categories of Mooresville government performance:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
The value of services for the taxes paid to Mooresville	59%	58%	60%	71%	41%	57%	57%	58%	58%
The overall direction that Mooresville is taking	69%	63%	65%	72%	56%	65%	65%	64%	65%
The job Mooresville government does at welcoming citizen involvement	57%	47%	48%	58%	48%	51%	46%	55%	52%

Question 15: Government Performance (Percent "excellent" or "good")										
Please rate the following categories of Mooresville government performance:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
The value of services for the taxes paid to Mooresville	59%	54%	58%	51%	57%	66%	58%	57%	58%	58%
The overall direction that Mooresville is taking	66%	61%	65%	64%	65%	66%	65%	64%	66%	65%
The job Mooresville government does at welcoming citizen involvement	54%	42%	51%	48%	48%	61%	51%	55%	48%	51%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)									
Please indicate how likely or unlikely you are to do each of the following:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Recommend living in Mooresville to someone who asks	90%	92%	91%	96%	87%	91%	89%	92%	91%
Remain in Mooresville for the next five years	71%	78%	87%	96%	94%	85%	73%	91%	85%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)										
Please indicate how likely or unlikely you are to do each of the following:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Recommend living in Mooresville to someone who asks	91%	93%	91%	89%	91%	93%	91%	92%	89%	91%
Remain in Mooresville for the next five years	87%	78%	85%	77%	86%	95%	85%	91%	80%	85%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)									
	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	32%	15%	20%	28%	28%	24%	30%	21%	24%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)										
	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	22%	33%	24%	24%	26%	23%	24%	23%	26%	24%

Question 18a: Custom Question 1 (Percent "minor" or "major" source)									
Please indicate if each of the following is a major source, minor source, or not a source of information for you about the Town of Mooresville and its activities	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Town of Mooresville Newsletter (Town Voice)	71%	83%	85%	94%	87%	84%	74%	90%	84%
Town of Mooresville Web site (www.ci.mooresville.nc.us)	76%	84%	67%	72%	64%	72%	68%	75%	72%
MI-Connection Cable Channel 20 (Town Board Meetings, Mooresville Minutes, etc.)	44%	33%	24%	27%	38%	33%	49%	23%	32%
The Charlotte Observer/Mooresville News/Lake Norman News	65%	70%	78%	78%	76%	74%	65%	78%	73%
Mooresville Weekly/Mooresville Tribune/Statesville Record & Landmark	66%	78%	81%	83%	83%	79%	69%	84%	79%
Charlotte regional TV stations	75%	69%	77%	72%	86%	76%	76%	77%	76%
Social media (Facebook, Twitter, YouTube)	59%	52%	45%	51%	52%	51%	62%	45%	51%
Word of mouth	92%	81%	86%	92%	94%	89%	89%	89%	89%

Question 18a: Custom Question 1 (Percent "minor" or "major" source)										
Please indicate if each of the following is a major source, minor source, or not a source of information for you about the Town of Mooresville and its activities	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Town of Mooresville Newsletter (Town Voice)	84%	85%	84%	74%	88%	89%	84%	86%	82%	84%
Town of Mooresville Web site (www.ci.mooresville.nc.us)	72%	77%	73%	77%	76%	61%	72%	75%	70%	72%
MI-Connection Cable Channel 20 (Town Board Meetings, Mooresville Minutes, etc.)	28%	51%	32%	36%	29%	34%	32%	37%	28%	33%
The Charlotte Observer/Mooresville News/Lake Norman News	73%	74%	74%	61%	79%	79%	74%	77%	70%	73%
Mooresville Weekly/Mooresville Tribune/Statesville Record & Landmark	79%	76%	78%	64%	86%	83%	79%	81%	75%	78%
Charlotte regional TV stations	75%	80%	76%	74%	75%	81%	76%	74%	79%	76%
Social media (Facebook, Twitter, YouTube)	51%	56%	52%	65%	52%	35%	51%	57%	46%	52%
Word of mouth	89%	87%	89%	88%	90%	87%	89%	89%	88%	89%

Question 18b: Custom Question 2 (Percent "somewhat" or "strongly" support)									
Please indicate how much you would support or oppose the following:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
Renovations at Mooresville Golf Course	62%	54%	62%	56%	45%	56%	52%	59%	57%
Downtown parking lot improvements	98%	89%	93%	95%	91%	93%	95%	92%	93%
Construction of a new downtown parking deck	78%	72%	61%	66%	63%	67%	74%	64%	67%
Construction of a new fire station	87%	77%	85%	85%	74%	81%	89%	78%	82%

Question 18b: Custom Question 2 (Percent "somewhat" or "strongly" support)										
Please indicate how much you would support or oppose the following:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Renovations at Mooresville Golf Course	58%	47%	56%	51%	60%	55%	56%	53%	58%	56%
Downtown parking lot improvements	94%	90%	93%	96%	92%	92%	93%	93%	93%	93%
Construction of a new downtown parking deck	66%	71%	67%	78%	65%	59%	68%	64%	69%	67%
Construction of a new fire station	80%	88%	81%	89%	78%	80%	82%	85%	78%	82%

Question 18c: Custom Question 3 (Percent at least once in past 12 months)									
In the last 12 months, how many times, if any, have you or other household members used the following:	Number of years in Mooresville						Rent or own		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Overall	Rent	Own	Overall
The Charles Mack Citizen Center	28%	42%	58%	64%	57%	50%	37%	58%	51%
Mooresville Golf Course	16%	22%	37%	35%	23%	27%	21%	31%	27%
Mooresville Public Library	54%	80%	80%	82%	76%	75%	73%	76%	75%
Outdoor recreation facilities (Cornelius Park, Mazeppa Park, etc.)	65%	68%	74%	79%	65%	70%	73%	71%	72%
Indoor recreation facilities (Winnie Hooper/War Memorial/Talbert)	31%	32%	39%	46%	49%	39%	40%	40%	40%

Question 18c: Custom Question 3 (Percent at least once in past 12 months)										
In the last 12 months, how many times, if any, have you or other household members used the following:	Race/ethnicity			Age				Sex		
	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
The Charles Mack Citizen Center	49%	54%	50%	31%	57%	60%	50%	50%	51%	50%
Mooresville Golf Course	29%	19%	27%	24%	35%	19%	28%	23%	32%	27%
Mooresville Public Library	72%	88%	75%	65%	83%	73%	75%	74%	76%	75%
Outdoor recreation facilities (Cornelius Park, Mazeppa Park, etc.)	71%	74%	71%	78%	78%	50%	70%	71%	70%	70%
Indoor recreation facilities (Winnie Hooper/War Memorial/Talbert)	36%	52%	39%	34%	46%	36%	40%	41%	38%	40%