



# **Town of Mooresville**

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## **Citizen Survey Results**

### **Town Residents**

### **February 1, 2008**

# Net Promoter<sup>®</sup> Concept

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

Extremely  
unlikely

Neutral

Extremely  
likely



Detractor

Passive

Promoter

Net Promoter<sup>®</sup>  
Score

= %

Promoter

(minus) %

Detractor

<sup>®</sup> Net Promoter<sup>®</sup> is a registered trademark of Satmetrix Systems, Fred Reichheld, and Bain & Company



# Net Promoter<sup>®</sup> - A Tough Grading System

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- Recommend – a difficult question – reputation on the line
- Scores of 0 - 6 are considered detractors and scored equally bad
- Scores of 7 – 8 are considered passive and ignored
- Avoids concept of grade inflation
- Reflects Mooresville's desire to be **GREAT!**

# Citizen Survey Other Questions



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- Importance/satisfaction with key issue areas
- Qualitative (i.e. What would make you rate Mooresville a 9 or 10 on the ultimate question?)
- Special attention to:
  - Recreation issues
  - Transportation issues
  - “Citizen touching” technology issues
- Not much more



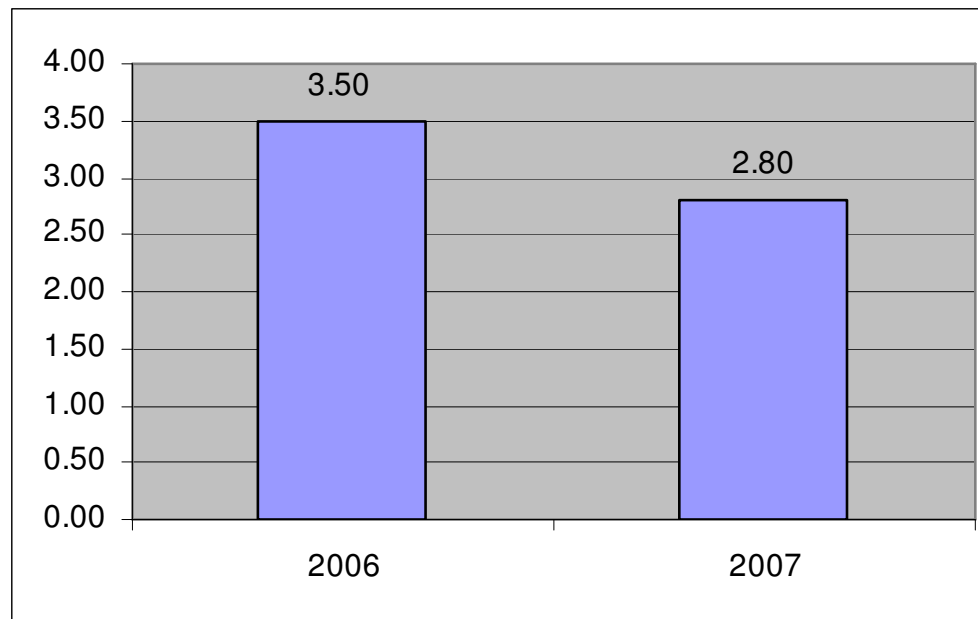
# Scope and Approach

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- Developed survey document
- Pre-tested with Town employees
- Publicized
- Sent email invitations successfully to 3,241 Mooresville email addresses (responses from this source – 688 or 21.2%)
- Distributed via Internet using lists.
- Made hard copy surveys available at the Library, Citizens' Center, Town Hall and other locations
- Made special effort to obtain minority responses through NAACP and church groups
- Received 1,374 total survey responses, 896 of which were from Town residents (increases of 30.4% and 17.7% over 2006, respectively)
- Tabulated results with a focus on the "Net Promoter<sup>®</sup> Score" concept

# Mooreville Citizen Survey - Net Promoter<sup>®</sup>

## Mooreville's Net Promoter<sup>®</sup> Score

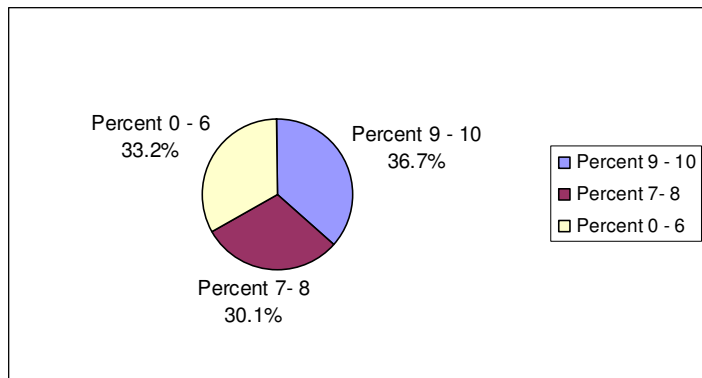


# NPS – Mooresville

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

**2006**

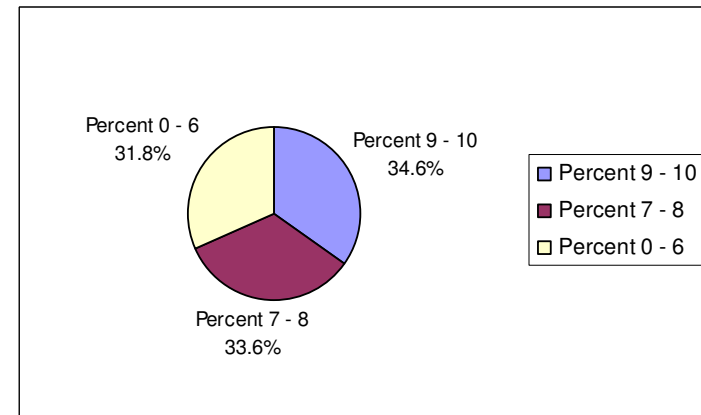
**36.7 Percent 9-10 minus  
33.2 Percent 0-6 = 3.5%  
NPS**



**Mean = 7.1**

**2007**

**34.6 Percent 9-10 minus  
31.8 Percent 0-6 = 2.8%  
NPS**

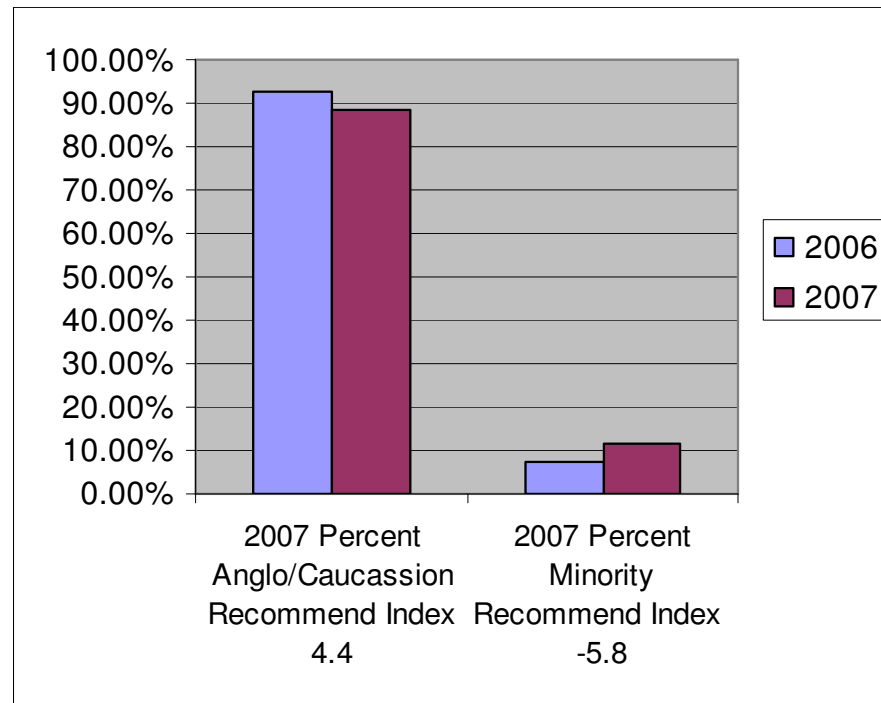


**Mean = 7.1**

# Mooreville Citizen Survey

## Why did Net promoter Score Decline?

Mainly because we had greater success obtaining minority respondent and they were more negative than Anglo/Caucasian Respondents

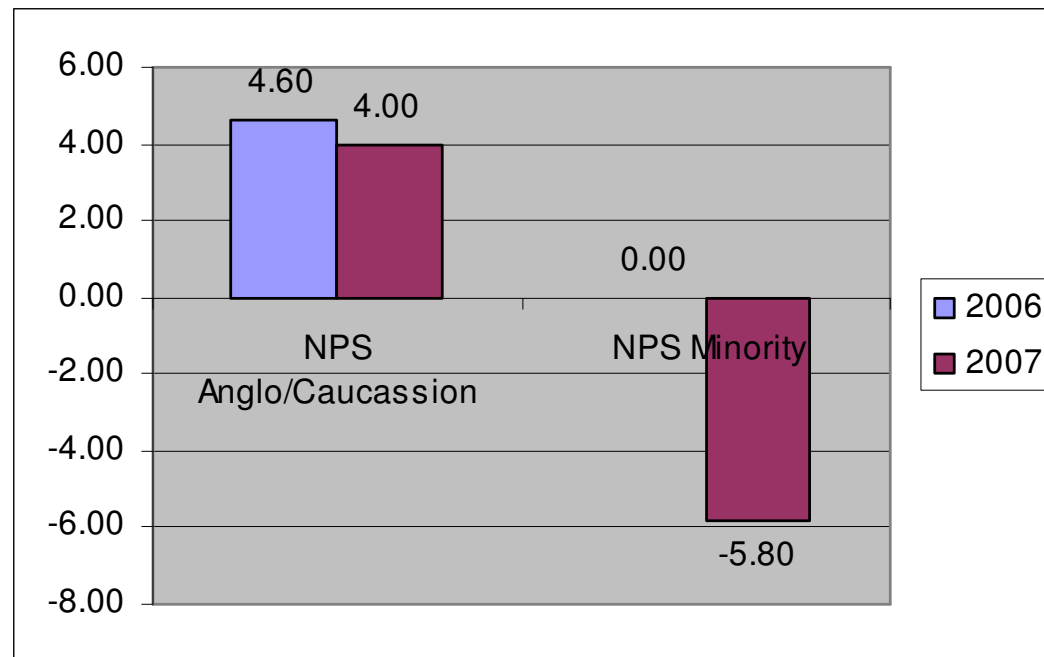




# Mooreville Citizen Survey

## Why Did Net Promoter Score Decline?

But also there was a very small decline in Anglo/Caucasian and a bigger decline Minority NPS as compared to 2006.

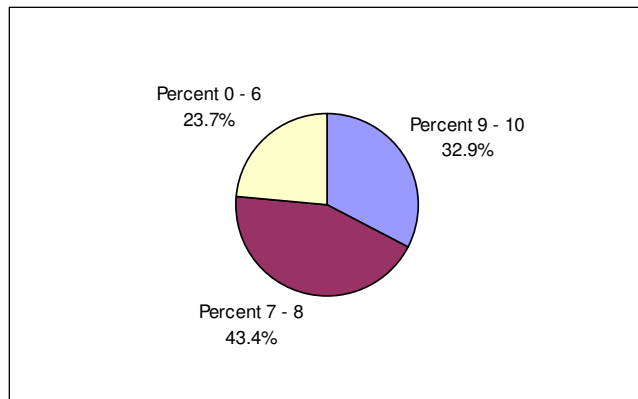


# Opinions of Mooresville – Live

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

**2006**

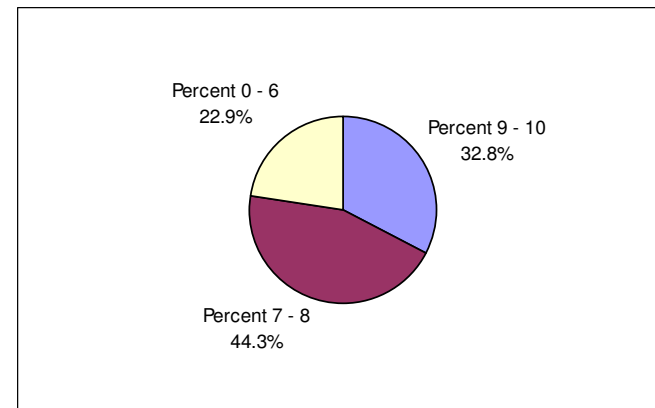
**32.9 Percent 9-10 minus  
23.7 Percent 0-6 = **9.2%**  
Index**



**Mean = 7.5**

**2007**

**32.8 Percent 9-10 minus  
22.9 Percent 0-6 = **9.9%**  
Index**



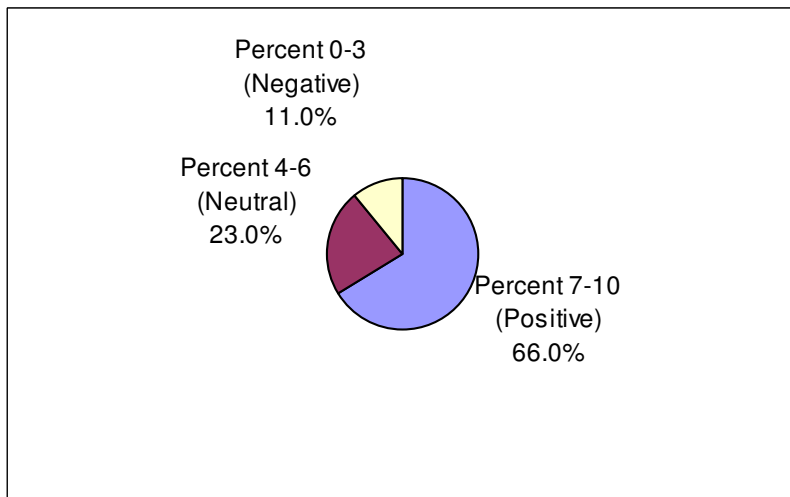
**Mean = 7.5**

# Citizen Satisfaction – More Traditional Approach

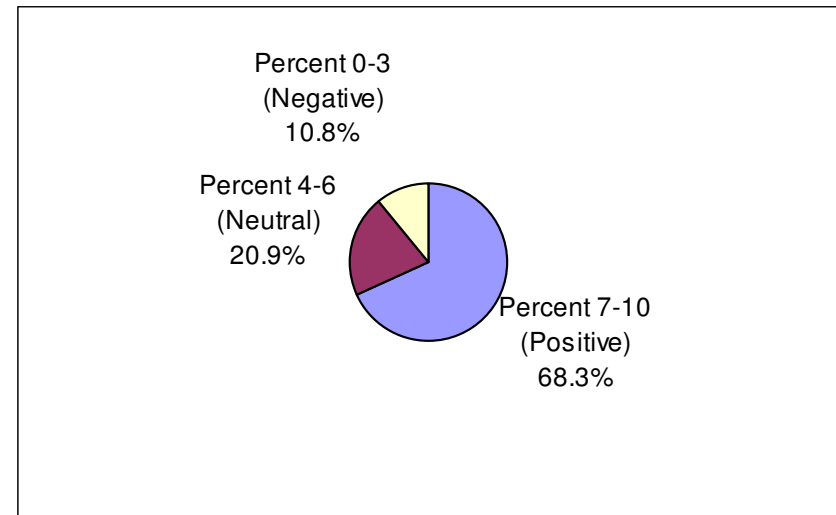
- Remember – Net Promoter is a tough grading system.
- Results under a more traditional method (7-10 negative, 4-6 Neutral, and 0-3 negative)

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

**2006**



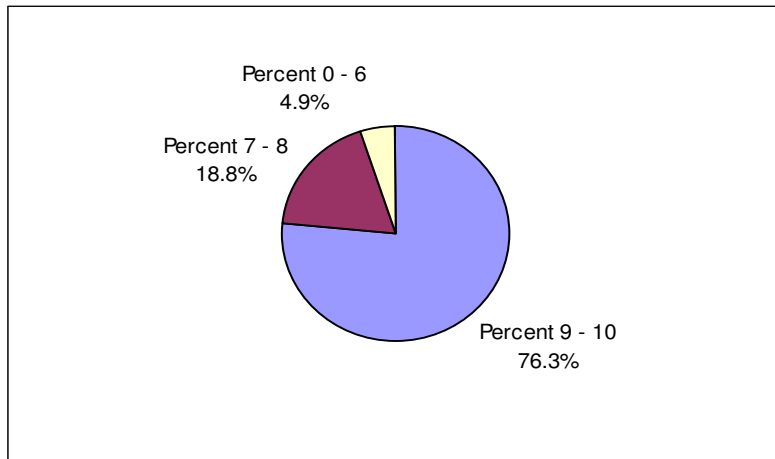
**2007**



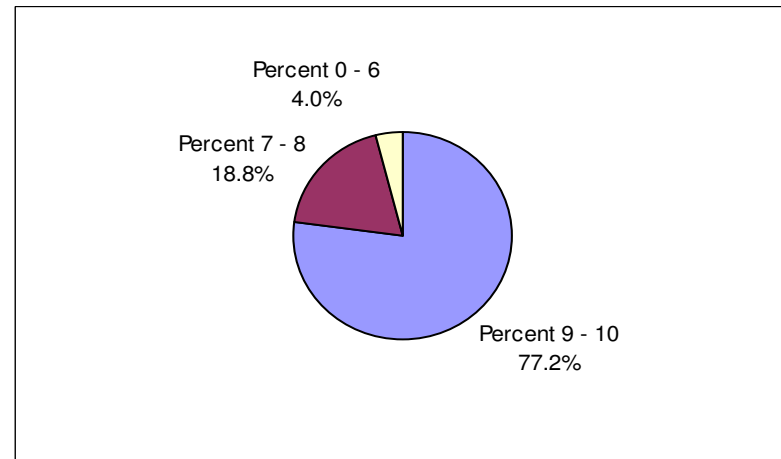
# Citizen Satisfaction – More Traditional Approach

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

**2006**



**2007**

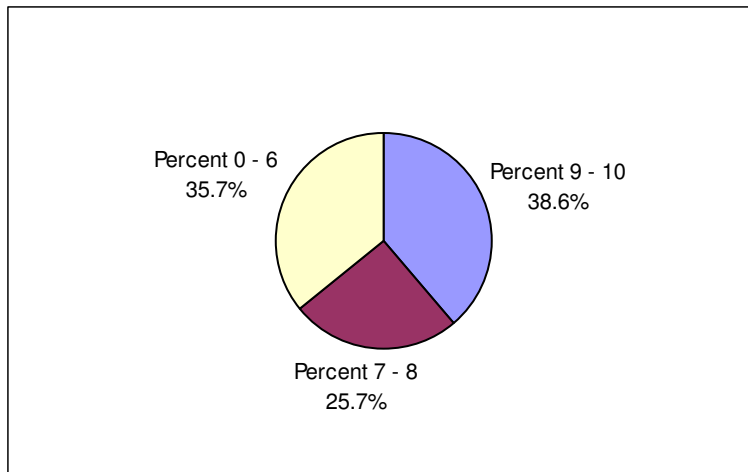


# NPS – Mooresville - Business

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

**2006**

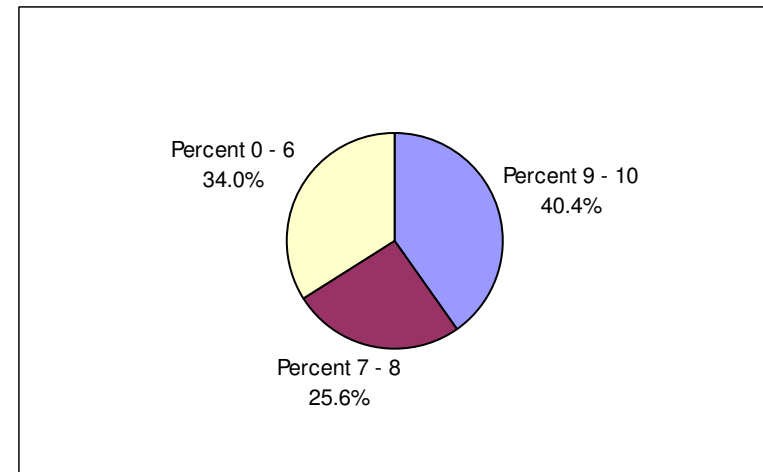
**38.6 Percent 9-10 minus 35.7  
Percent 0-6 = 2.9% NPS**



**Mean = 7.1**

**2007**

**40.4 Percent 9-10 minus 34.0  
Percent 0-6 = 6.4% NPS**



**Mean = 7.4**

Note A: Tabulation includes only respondents who work and/or own or operate a business in the Town of Mooresville.

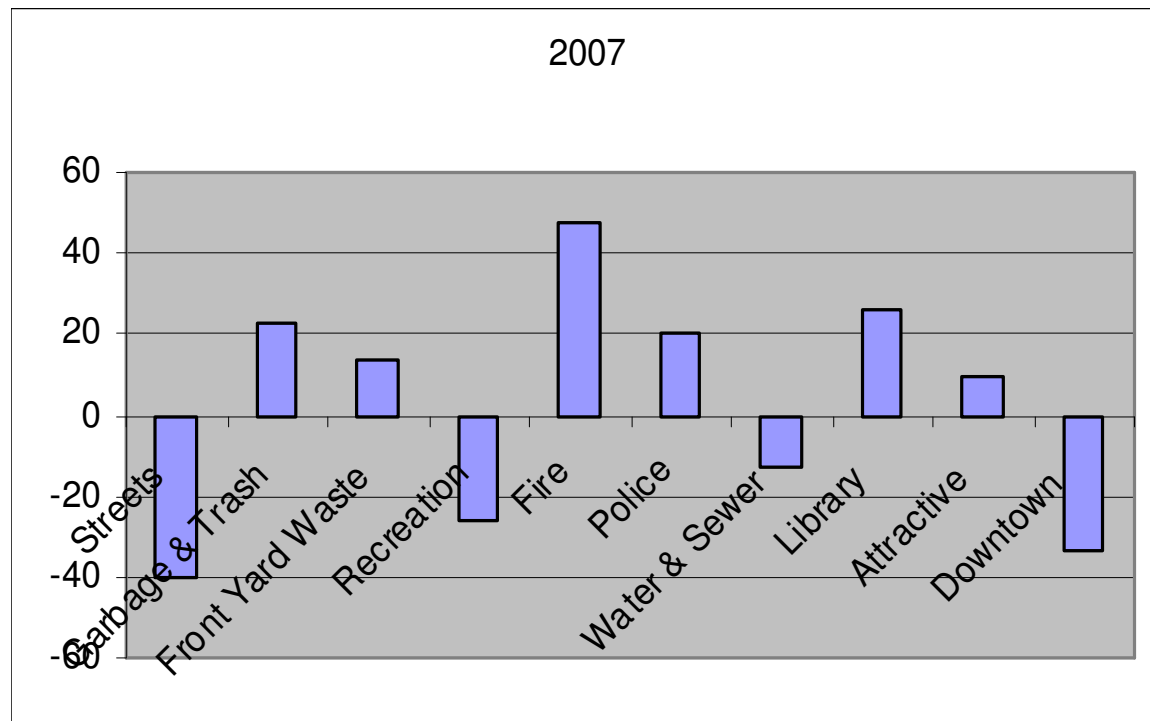


# Issue Analysis – Driven by Departmental Strategic Plans

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- Please rate your level of agreement with the following statements (0 – 10):
  - The streets in Mooresville are well maintained and attractive.
  - Garbage and Trash Collection in Mooresville is excellent.
  - Front yard waste (leaves, grass clippings, limbs) collection is excellent
  - Recreational opportunities for Mooresville citizens are diverse and beneficial to fulfilling life's leisure time.
  - The Mooresville Fire Department effectively safeguards life, property, and the environment.
  - The Mooresville Police Department is effective in enforcing the laws, preserving the peace, reducing fear, and providing a safe environment.
  - Water and sewer services in Mooresville are high quality.
  - The Mooresville Public Library meets the community's cultural, recreational, and educational information needs effectively.
  - Mooresville is an attractive place to live and work.
  - Downtown Mooresville is a pleasant and vibrant place.

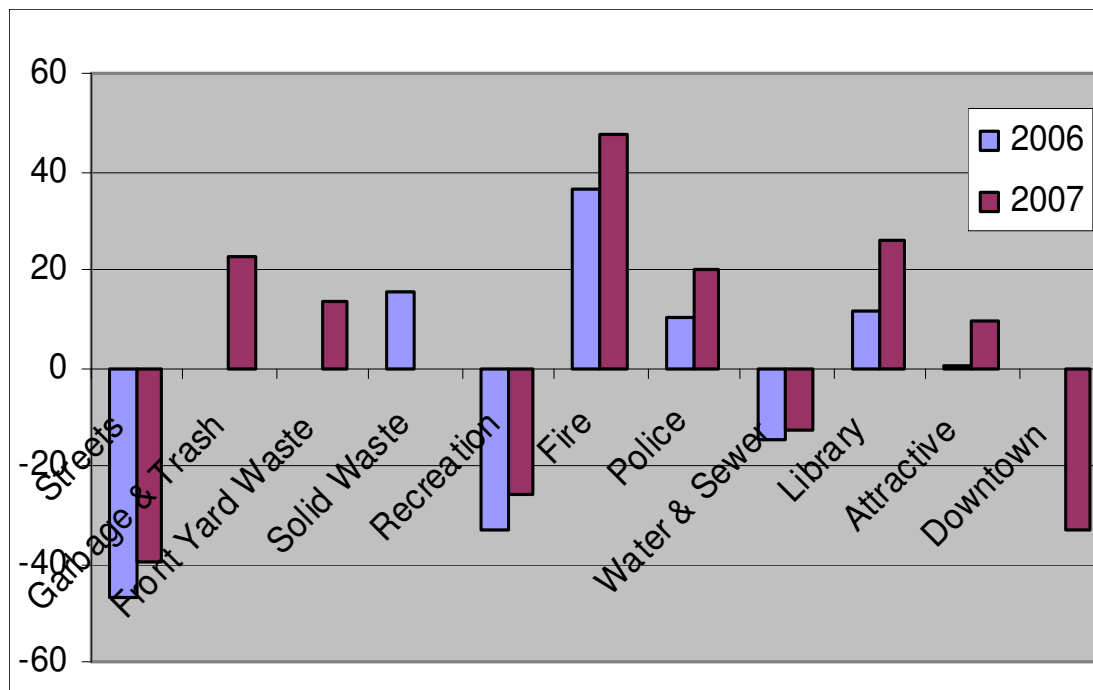
# Issue Assessment



Net Promoter<sup>®</sup> algorithm used to evaluate issues

# Issue Assessment – Comparison with 2006

Every “Citizen Touching” Department showed improvement.



Net Promoter<sup>®</sup> algorithm used to evaluate issues



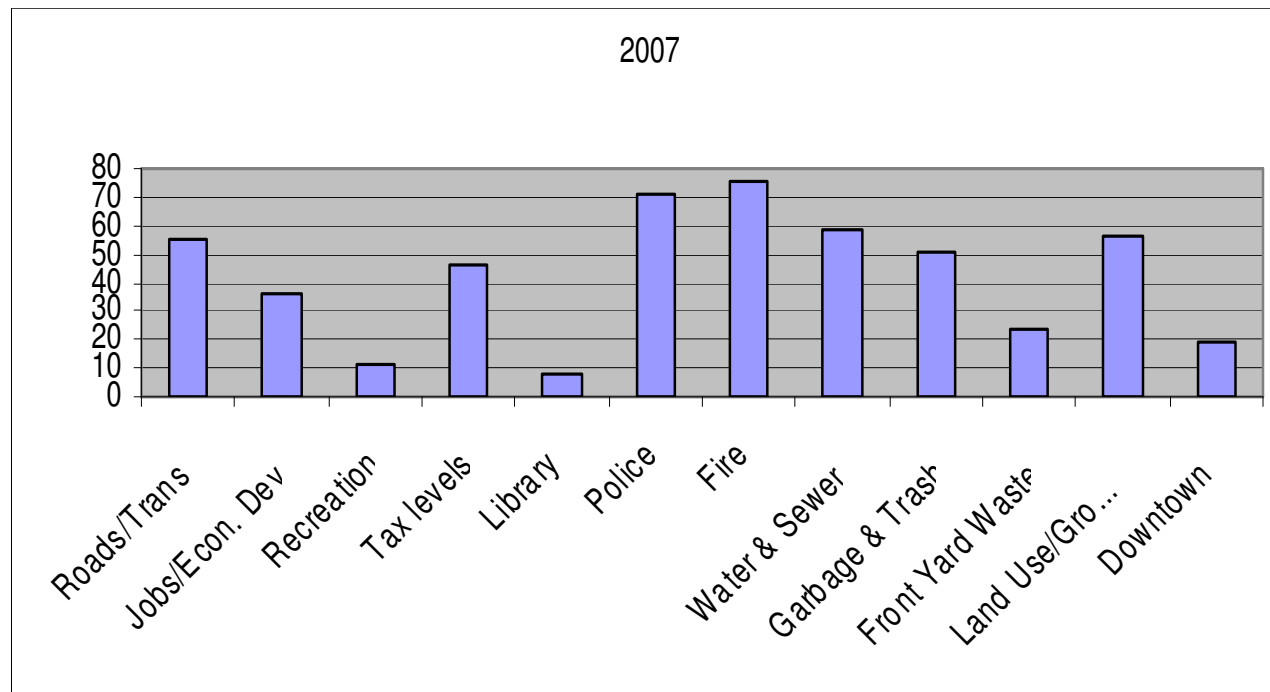


# Issue Importance

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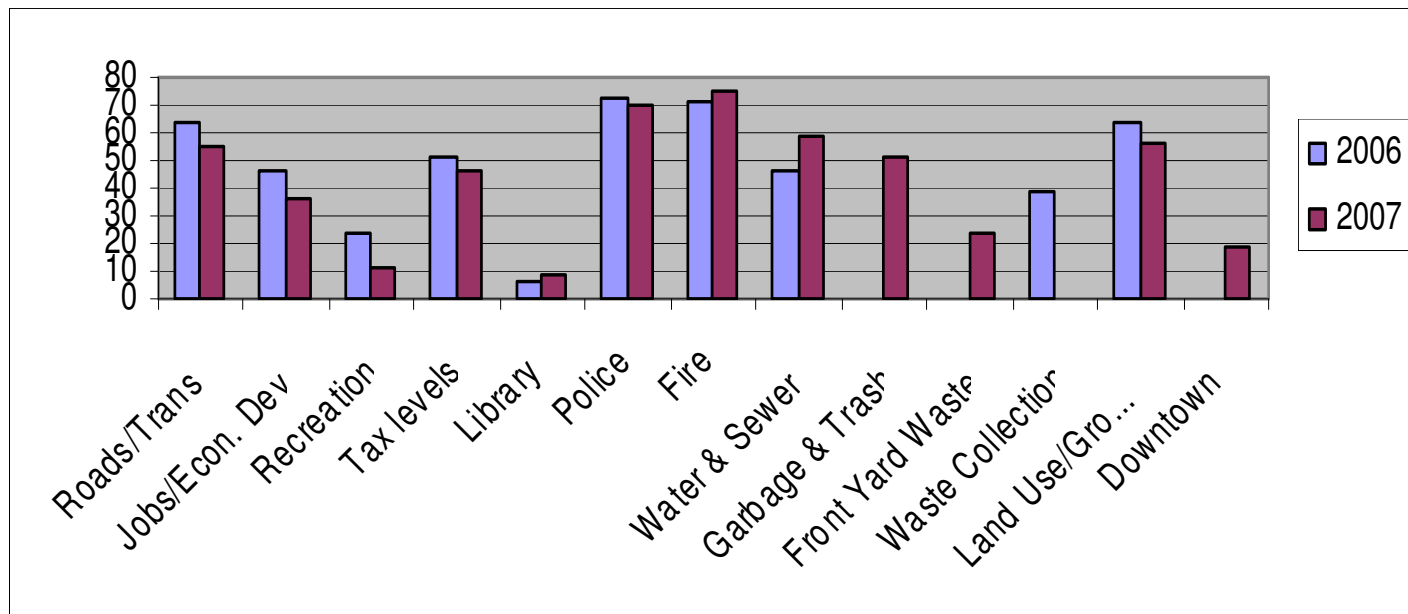
- Regardless of your assessment of how well they are provided in Mooresville, please evaluate the following issues in terms of their importance to your quality of life (0 – 10):
  - Roads/Transportation
  - Jobs/Economic Development
  - Recreation
  - Tax Levels
  - Library Services
  - Police Protection
  - Fire Protection
  - Water & Sewer Services
  - Garbage & Trash Collection
  - Front Yard Waste collection
  - Land Use/Growth Management
  - Quality of Downtown

# Issue Importance



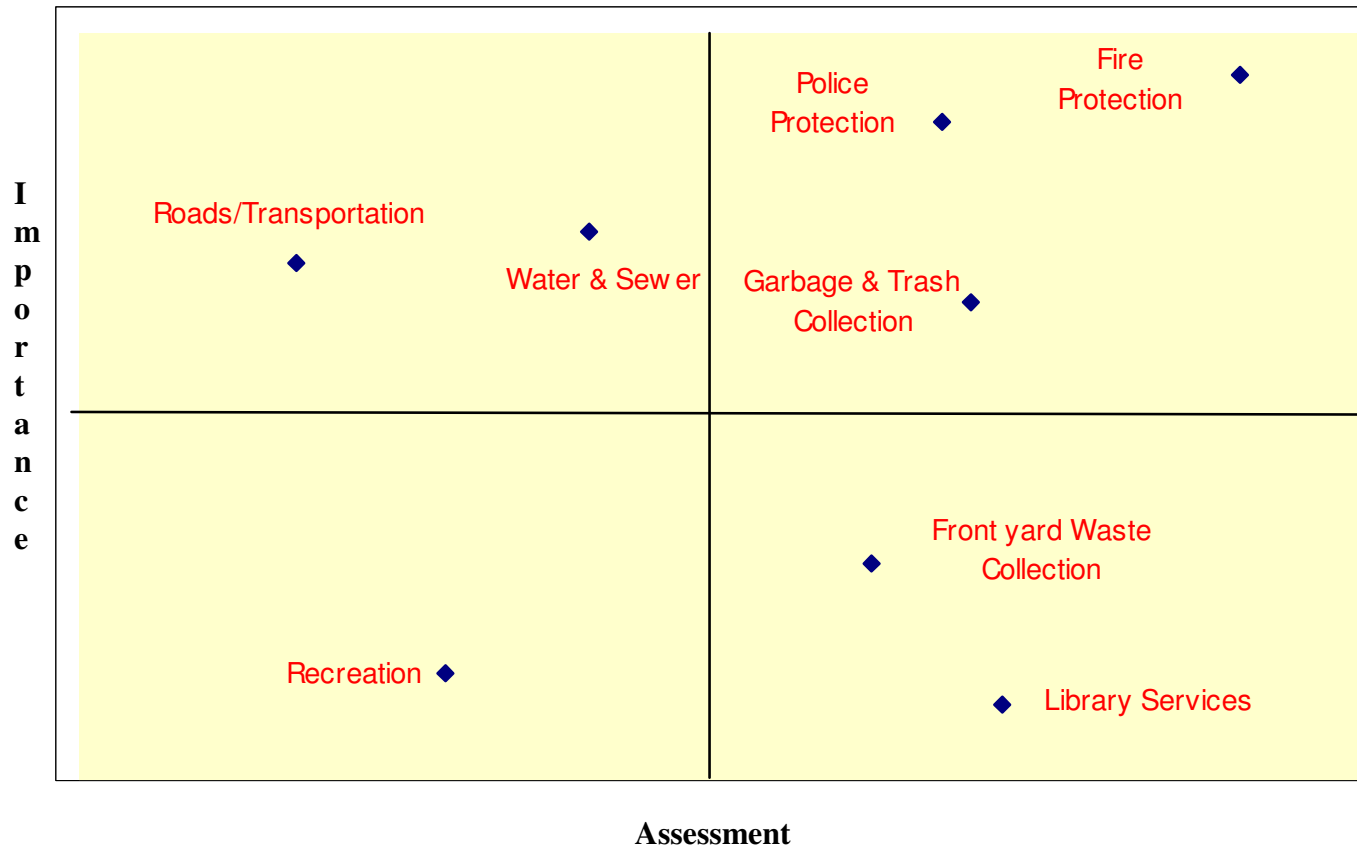
Net Promoter<sup>®</sup> algorithm used to assess issue importance

# Issue Importance – Comparison with 2006



Net Promoter<sup>®</sup> algorithm used to assess issue importance

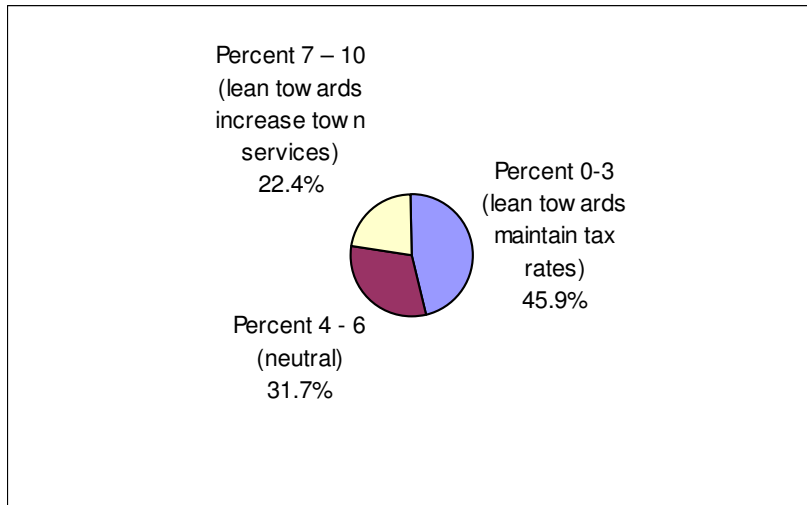
# Issue Analysis – Town Residents



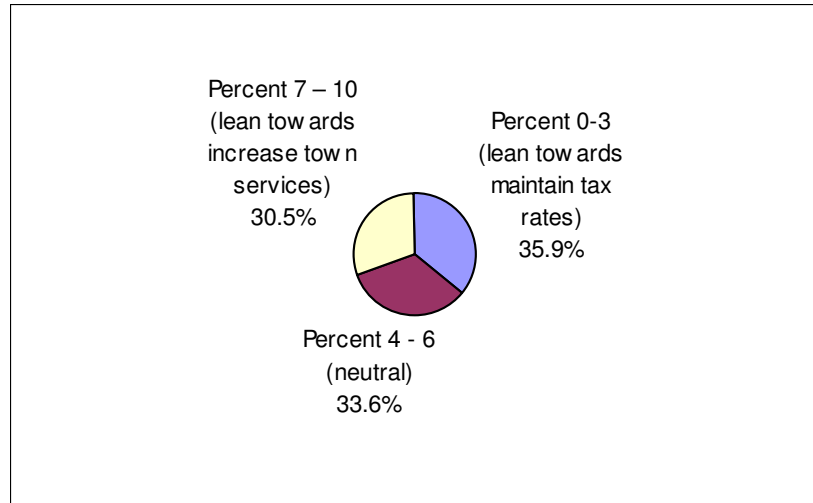
# Tax Versus Government Services Tradeoff

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

**2006**

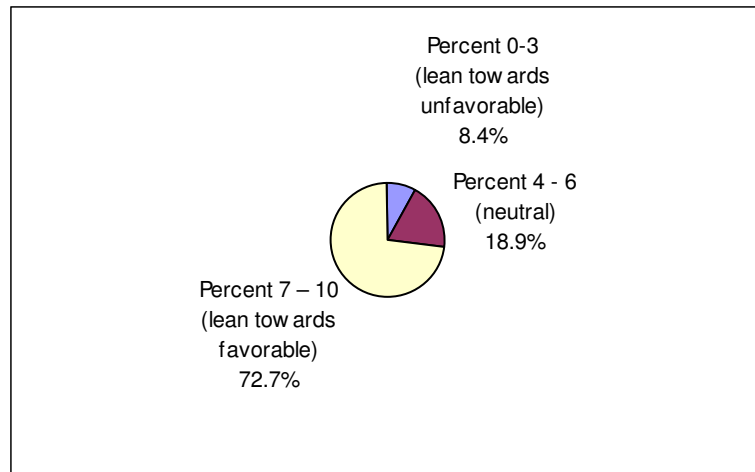


**2007**



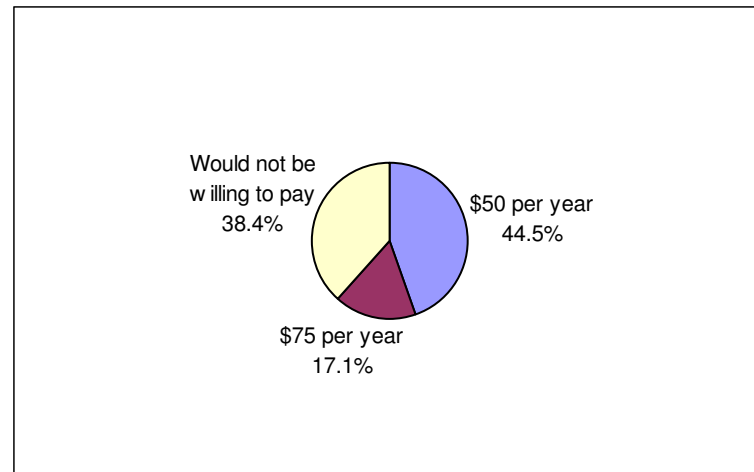
# Curbside Recycling

**How interested would you be in participating in a curbside recycling program in Mooresville?**



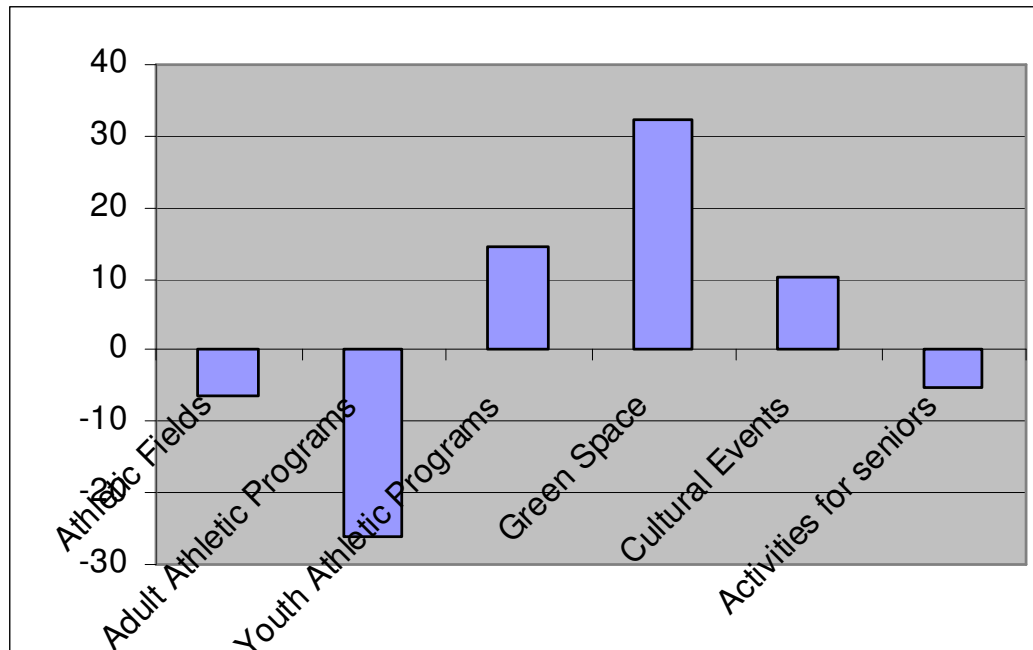
Note: 52.7% indicated 10 – Extremely Interested

**How much would you be willing to pay the Town annually for this service? (Tabulation for respondents who indicated 7 – 10 to interest question)**



# Recreation

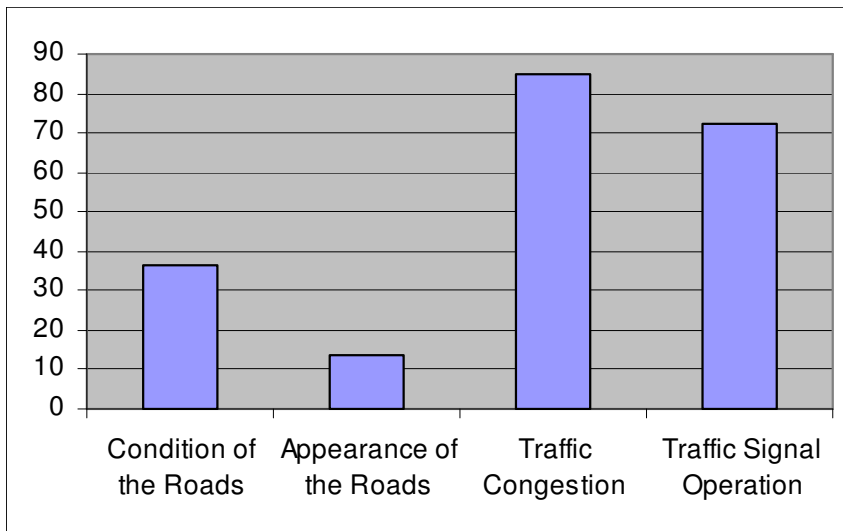
**As the Town of Mooresville develops its parks and recreational programs, how important are the following to you?**



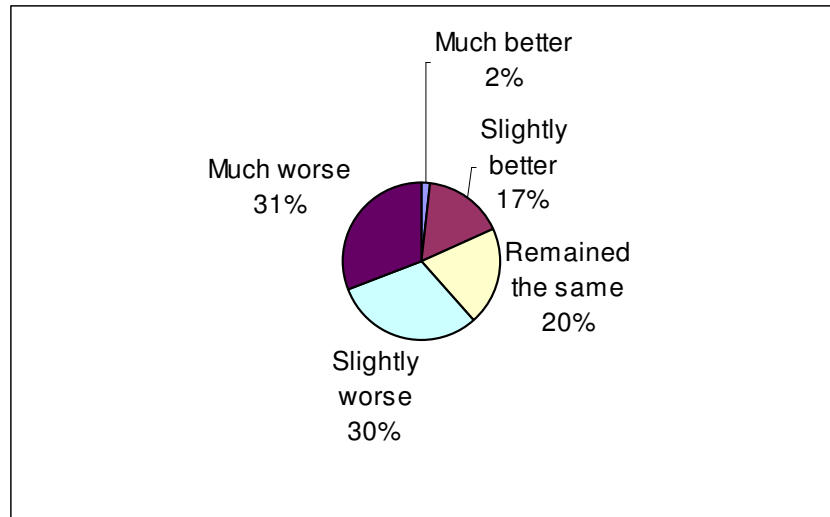


# Transportation & Roads

**Please evaluate the degree to which you are concerned about the following.**



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

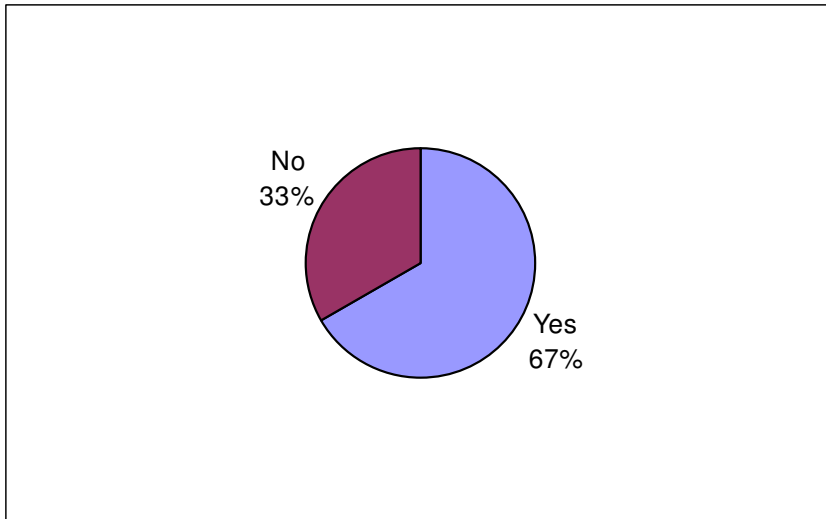




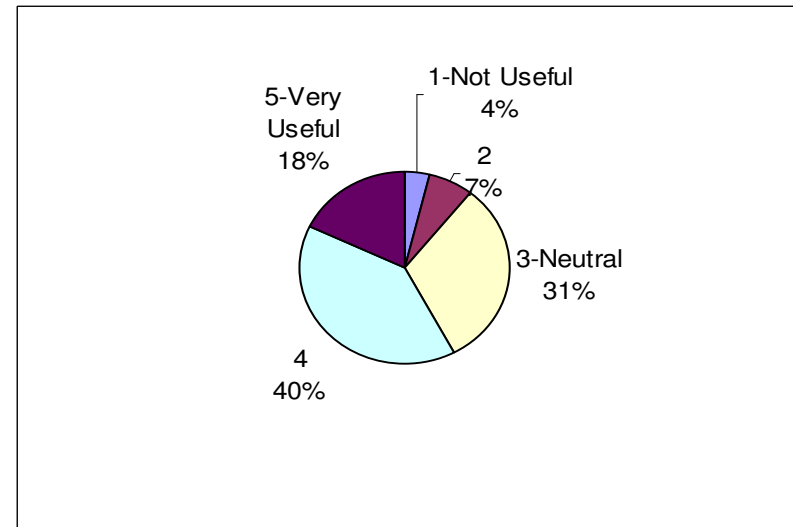


# Technology – Web site

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

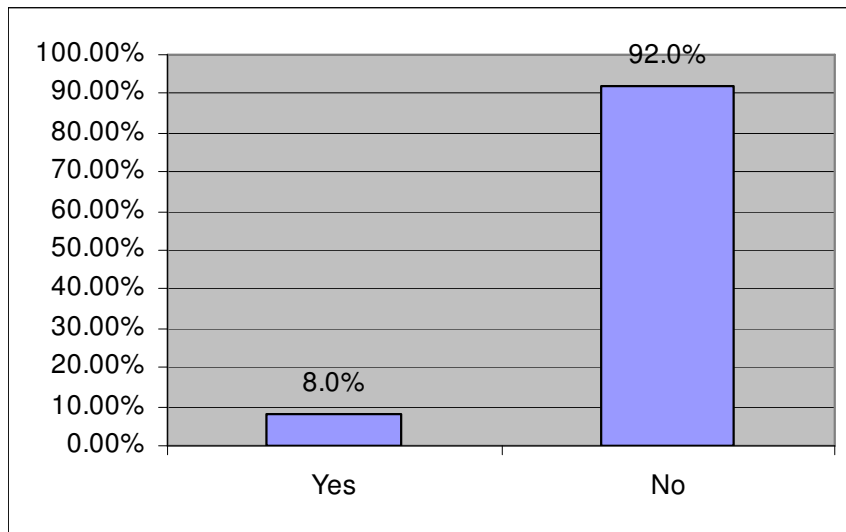


**If yes, how useful was it to you?**

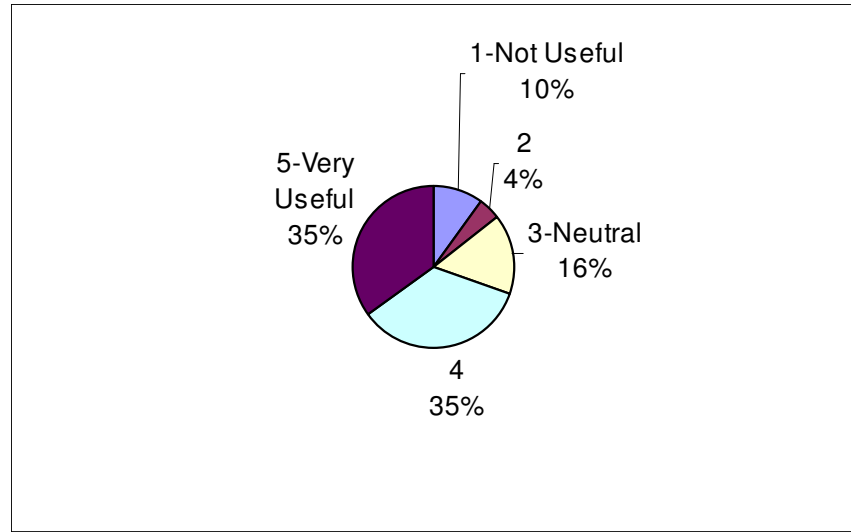


# Technology – Action Line System

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

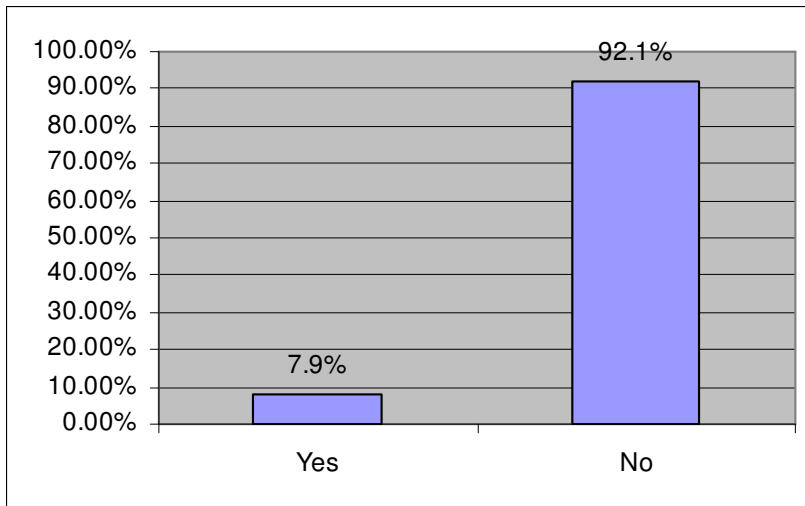


**If yes, how useful was it to you?**

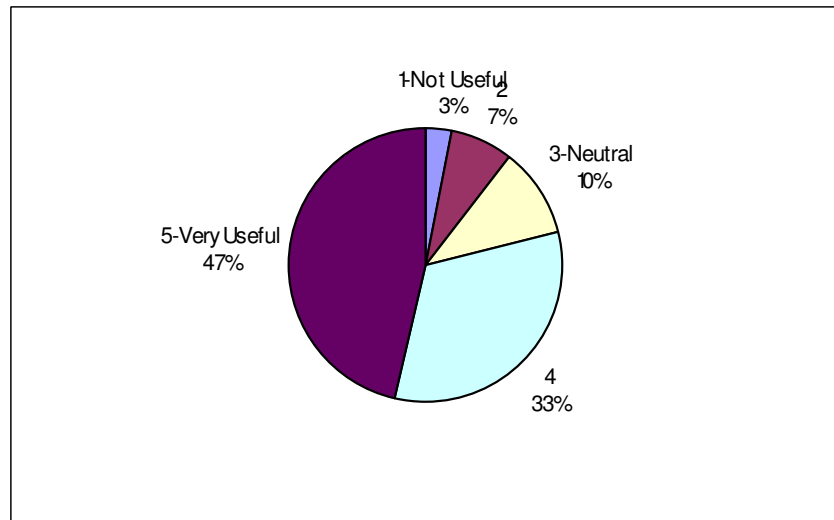


# Technology – Wireless Internet

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



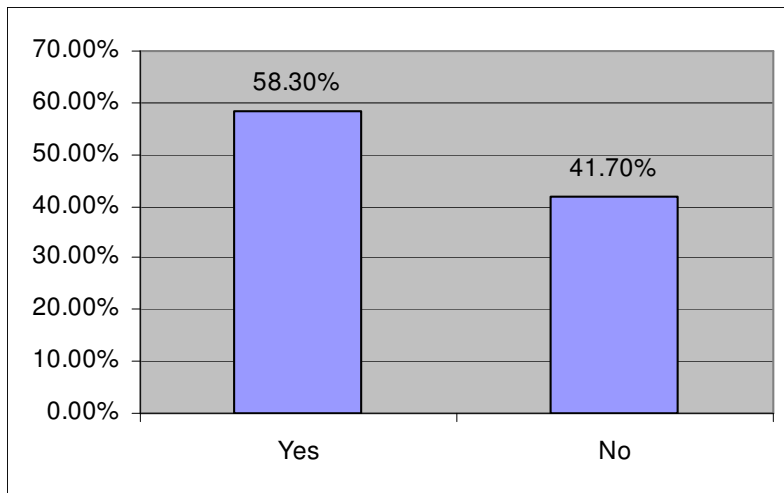
**If yes, how useful was it to you?**



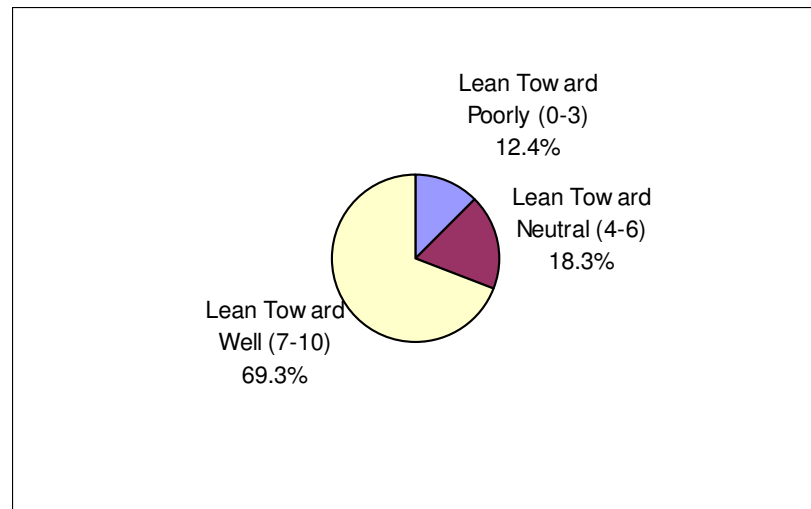


# Citizen Service

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

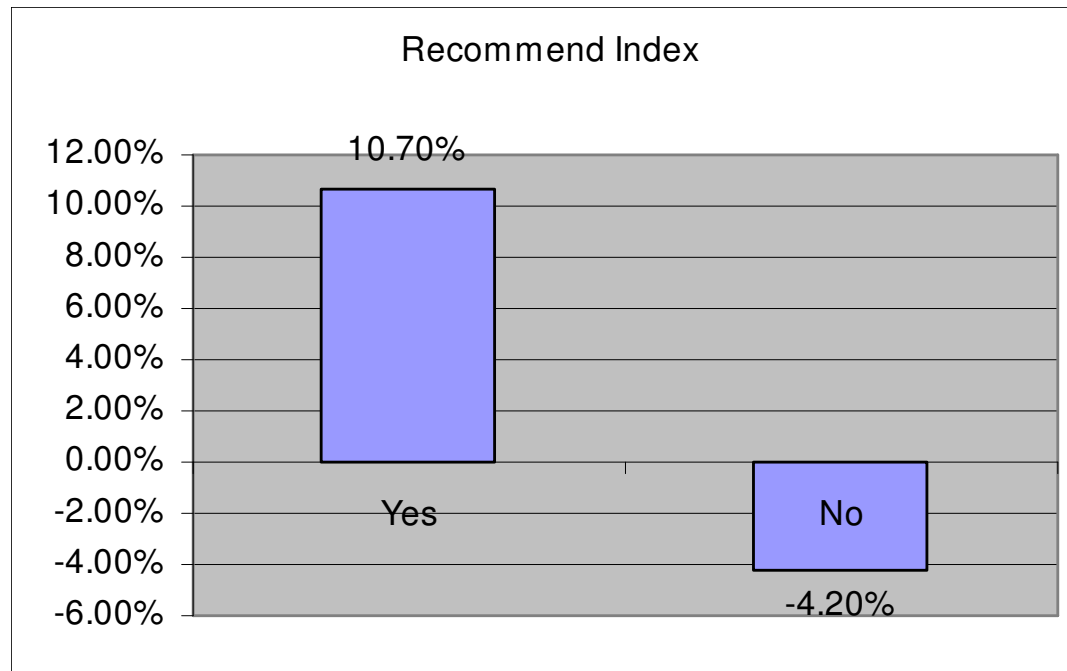


**If yes, how well were you treated?**



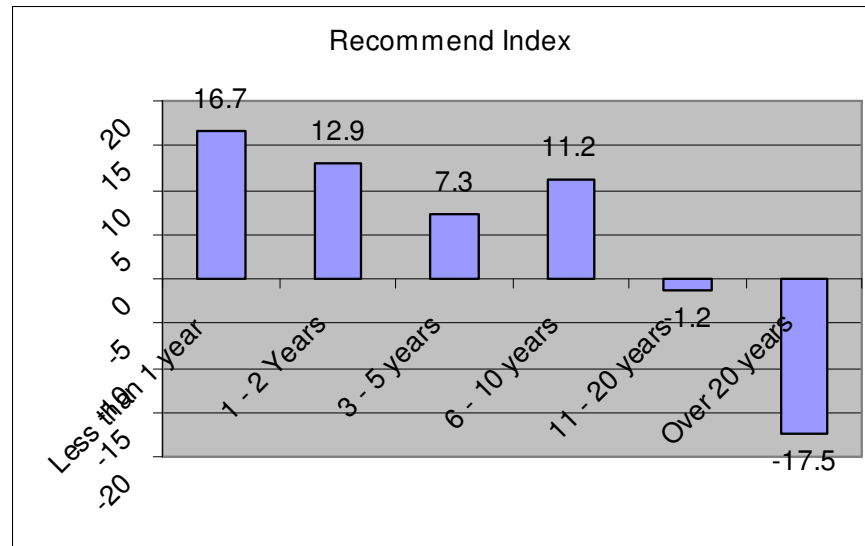
# Segment Analysis – Work or Business in Mooresville

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



# Segment Analysis – Longevity in Mooresville

How long have you lived or worked in the  
Town of Mooresville?



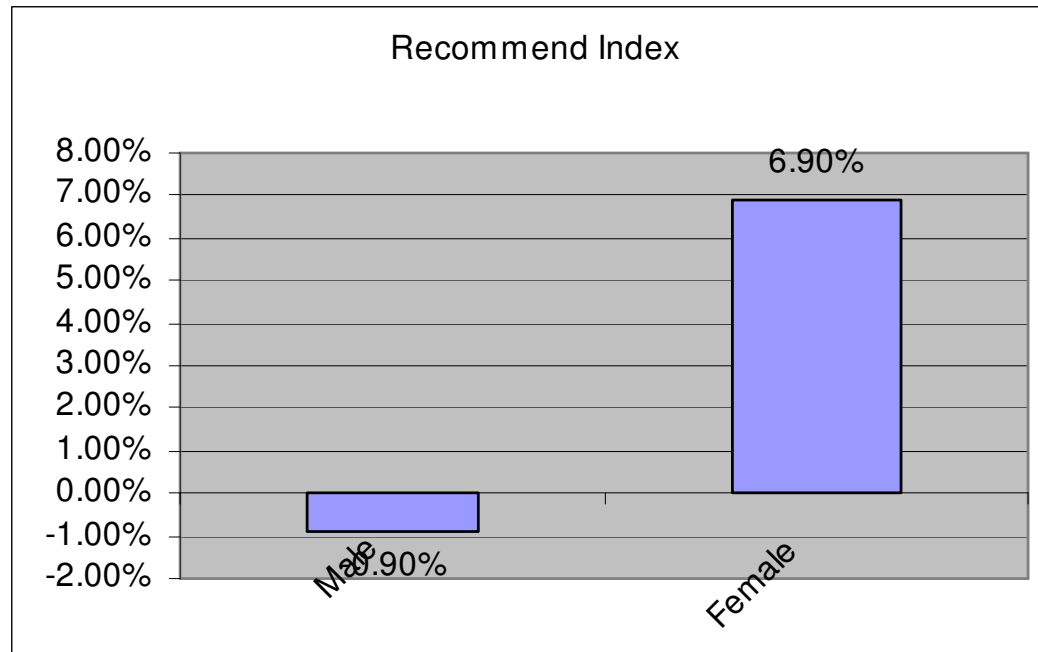
Notes:

2007 Recommend Index **excluding** respondents who have lived or worked in Mooresville for over 20 years is 7.7.

2007 Recommend Index **excluding** respondents who have lived or worked in Mooresville for over 10 years is 10.5.

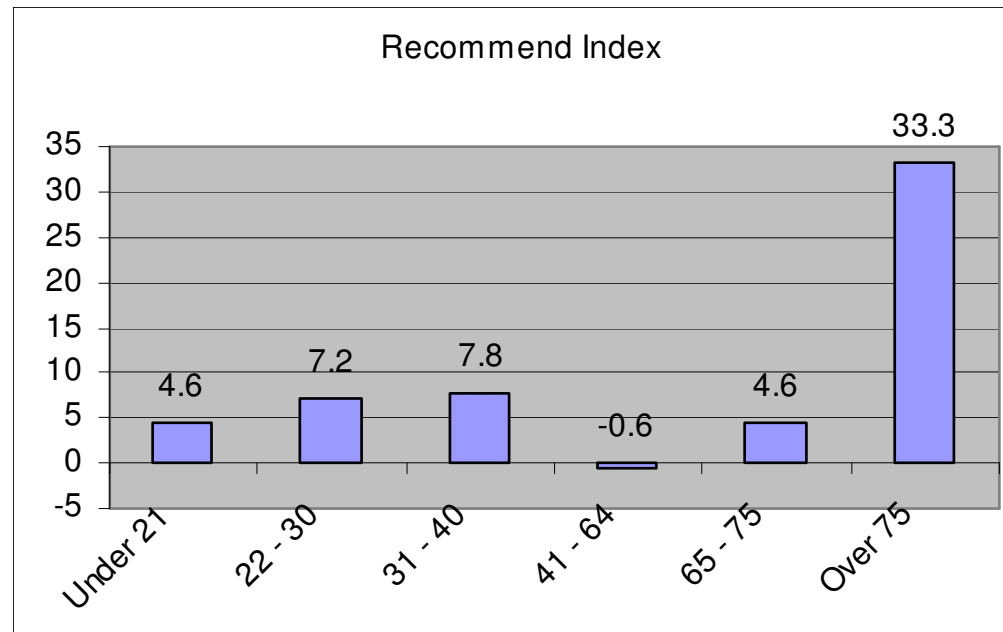
# Segment Analysis – Gender

Are you male or female?



# Segment Analysis – Age

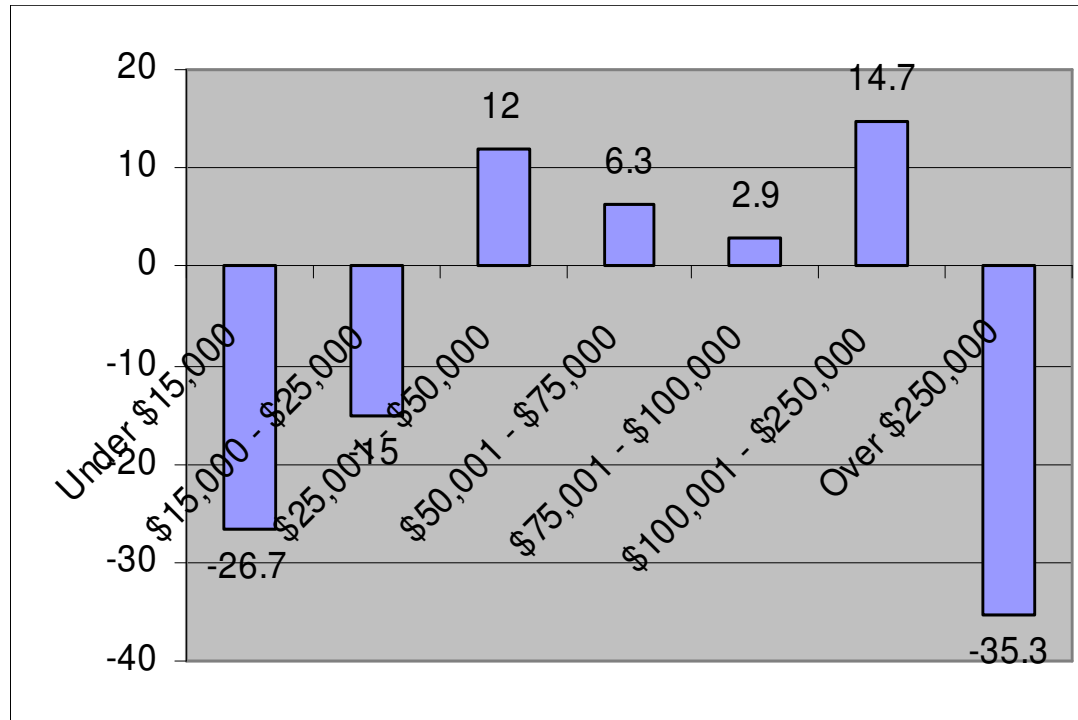
How old are you?





# Segment Analysis – Income

What is your estimated household income





# Qualitative Comments

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- Overwhelmingly
  - Roads/transportation/traffic
- Very significant
  - Growth management
- Other Issues
  - Good government
  - Cable TV (mostly negative)



# Questions and Discussion

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