SUMMARY OF 2012 MANDAN RESIDENT SURVEY

The City of Mandan's Business Development Department issued a survey in September 2012 to approximately 6,240 utility bill account holders (residences and businesses) in the city's corporate limit. The survey was issued through the City's utility bill mailing as well as posted online with notices shared via business e-mail updates, Facebook and other means. There were 906 total respondents, about 15 percent. Survey results were compiled by Dakota Staffing via Survey Monkey. The survey provides feedback on community development matters that will be used by city leaders and staff in planning and project initiatives related to city services, development and marketing.

Overall Conclusions

1. **Community Contentment.** A significantly larger share of respondents, 74%, indicate they enjoy a good to excellent quality of life in Mandan, compared to 58% in a 2008 survey.
2. **Community Improvement.** The most important factors to improving Mandan are considered to be lower property taxes and more retail shopping followed by street repair and maintenance.
3. **Community Services.** City services falling below an average 2.0 rating may merit more specific attention to improvement and/or communication to the public about activities, progress and challenges in these areas.
4. **City Communication.** Proving news releases and information to the Bismarck Tribune and increasing content in the *Mandan Messenger* water bill newsletter are among the main ways the City can keep residents informed.
5. **Business Development.** The majority of respondents continue to support incentives to attract new and grow existing businesses. The share of residents that typically buy groceries in Mandan has decreased from the 2008 survey.
6. **Community Marketing.** Many ads to date have been in state and regional publications aimed at an external audience. Greater local reach and frequency for the marketing campaign may help boost internal perceptions and pride. Attention-getting, creative and informative were the most frequently selected descriptions for sample ads. Efforts should be made to assure future advertising is clear, focused and free of distractions.

GENERAL VIEWS OF MANDAN

Satisfaction with Mandan's direction

- 48% satisfied, 35% neutral, 17% dissatisfied.

Rating of overall quality of life in Mandan

- 12% excellent, 62% good, 25% fair, 2% poor

What residents like best about living in Mandan

- 39% small town atmosphere
- 25% safe community/low crime rate
- 15% sense of community
- 15% proximity to work, shopping, services
- 5% quality schools

Importance of factors to improving Mandan (average rankings on a scale of 1-7 with 1 being most important)

1. lowering property taxes (2.3)
2. more retail shopping (2.7)
3. street repair and maintenance (3.4)
4. more restaurants (3.8)
5. more service related (4.7)
6. more industrial development (5.5)
7. more hotels (5.6)

Perceptions of Mandan
(% agreement & average rating on a scale of 1 to 3 where 3=agree and 1=disagree)

Agree

- is a growing community (70%, 2.63)
- a desirable place to live (64%, 2.57)
- a strong sense of community (57%, 2.51)
- an attractive community (56%, 2.46)
- that they would invest in property in Mandan or encourage others to do so (49%, 2.33)

Neutral

- a place of student achievement (44%, 2.35)
- that they would open a business in Mandan or encourage someone else to do so (39%, 2.19)
- is a progressive community (32%, 2.11)
- is a place of economic opportunity (33%, 2.08)
- offers sources of adventure (20%, 1.91)

CITY SERVICES & FEATURES

Ratings of community services & activities (average rating on scale of 1-3 with 3 being excellent and 1 being poor & % excellent, average, poor)

Excellent

- fire protection (2.53 - 58%, 39%, 2%)

Average

- police protection (2.38 ï 45%, 49%, 5%)
- trash collection (2.38 ï 45%, 48%, 7%)
- public library (2.34 ï 44%, 49%, 4%)
- parks and recreation district (2.28 ï 35%, 58%, 6%)
- *Mandan Messenger* newsletter (2.28 ï 36%, 58%, 6%)
- public K-12 education (2.27 ï 37%, 56%, 5%)
- community events and activities (2.26) ï 37%, 53%, 10%)
- water and sewer services (2.26 ï 33%, 62%, 5%)
- emergency medical services (2.24 ï 40%, 46%, 11%)
- City website (2.15 ï 23%, 70%, 6%)
- traffic flow (2.09 ï 21%, 66%, 12%)
- public communications overall (2.01 ï 18%, 65%, 16%)
- public transportation (1.99 ï 22%, 61%, 12%)
- elected leaders (1.95 ï 14%, 69%, 15%)
- junk and rubbish control (1.93 ï 19%, 56%, 24%)

- snow removal (1.87 ï 19%, 51%, 30%)
- community planning (1.86 ï 13%, 63%, 22%)
- business development program (1.78 ï 13%, 56%, 27%)
- street sweeping (1.78 ï 11%, 57%, 31%)
- the business sector (1.70 ï 5%, 61%, 33%)

Poor

- street repair and maintenance (1.52 ï 5%, 42% 53%)

CITY COMMUNICATION

Use of information sources about what is happening in the City of Mandan (could choose all that applied)

- 70% *Bismarck Tribune*
- 58% *Mandan Messenger*
- 51% television news
- 33% *Mandan News*
- *29%* radio news
- *23%* City website
- *16%* televised government meetings

Watching of televised meetings of Mandan government boards

- 47% at least occasionally
    - 7% almost always
    - 40% occasionally
    - 54% never

Use of City website

- 55% at least occasionally
    - 6% regularly
    - 49% occasionally
    - 46% never

BUSINESS DEVELOPMENT

Support of the use of incentives to attract new and grow existing businesses in Mandan

- 50% yes, 35% maybe/uncertain, 16% no

Where typically shop for groceries

- 69% Mandan, 31% Bismarck

COMMUNITY MARKETING

Noticed use of community marketing logo

- 60% yes, 39% no, 1% unsure

Impression of logo

- 34% positive, 53% neutral, 13% negative

Noticed advertising or communications associated with "Great Things: Made in Mandan" community marketing

- 37% yes, 63% no

Influence of "Great Things: Made in Mandan" sample ads on perception of Mandan

- 28% more positive
- 64% neutral/unchanged
- 8% more negative

Description of "Great Things: Made in Mandan" advertising

Positive

- 29% attention-getting
- 20% creative
- 20% informative
- 19% cheerful
- 14% energetic
- 12% unique
- 10% motivating
- 6% pleasant
- 5% active
- 4% memorable

Negative

- 18% exaggerated
- 15% boring
- 14% cluttered
- 14% confusing
- 12% busy

DEMOGRAPHICS

Gender

- 52% female, 48% male

Age

- 16% age 35 or under
- 25% age 36 to 50
- 34% age 51 to 65
- 25% age 66 or older

Education

- 3% less than high school diploma
- 34% high school graduate
- 63% college graduate

Place of employment

- 34% Mandan
- 35% Bismarck
- 31% Do not work (retired, student, etc)

Length of time in Mandan

- 2% less than 1 year
- 14% one to five years
- 11% six to ten years
- 16% 11 to 20 years
- 57% 20 or more years

Area of residence

- 51% NW (north of Main/west of Collins)
- 21% NE (north of Main/east of Collins)
- 16% SW (south of Main/west of 1806)
- 12% SE (south of Main/east of 1806)

Note: Percentages for categories occasionally total to more than 100 due to rounding.