

# MANDAN Tomorrow

*Together, we make it happen!*

## **2011 SUMMARY OF NON-RESIDENT SURVEY**

### **Purpose**

The Mandan Tomorrow - Leadership, Pride and Image Committee conducted a second annual survey of residents from other cities in October 2011. The purpose was to: 1) assess non-resident views of Mandan to determine if perceptions are changing with community growth and progress, and 2) measure the effectiveness of community marketing and outreach activities in influencing perceptions and behavior.

The committee launched a *Great Things: Made in Mandan* community marketing campaign in the fall of 2010. Key messages focus on branding Mandan as a place of economic opportunity, with a strong sense of community, where achievement is possible, and adventure is widespread.

The committee intends to use survey results to provide direction for its 2012 marketing campaign and other initiatives. Other committees assisting in implementing the Mandan Tomorrow strategic plan, plus community leaders as a whole, are encouraged to use findings to continually address concerns and capitalize on opportunities to improve Mandan as a place to live, to do business and to visit.

### **Survey Procedures**

The committee issued the survey Oct. 10 to Oct. 31, 2011, online via Survey Monkey. Publicity for the survey included a local news release, coverage in the ChamberLink, an auto e-mail to City of Mandan website subscribers, and pass-it-on e-mails to a variety of contacts. There were 300 total respondents, 88 from Mandan and 212 from other locations (up from 186 in 2010). This is a summary of responses from non-residents only. Comparisons are provided for questions that mirrored the 2010 survey. A new section of questions was added to gather impressions of marketing components.

*Note: In 2010, 8 percent of respondents were from rural Mandan. The chance of rural residents categorizing themselves as non-residents was eliminated in 2011 with the use of zip codes. This change may be a factor behind some reductions in perceptions as rural residents may think more highly of their community than non-residents.*

### **Overall Conclusions**

**Perceptions.** A majority of respondents recognize Mandan's strong sense of community, growth and opportunities for student achievement. The quality of Mandan's elected officials, public school system, parks and recreation system, and events and activities continue to be identified strengths. A majority of respondents agree Mandan is an attractive community, but perceptions fell from a year ago, as did the share of respondents who view Mandan as a desirable place to live. Mandan's business sector continues to be perceived as average. Greater acknowledgement of economic opportunities and progress within the community is needed to stimulate increased interest in property and business investment.

**Marketing.** Half of respondents indicated they've seen the *Made In Mandan* logo in use and only 31 percent were certain they'd seen or heard advertising or communication associated with the community marketing. Nonetheless, 60 percent of respondents rated the influencing effect of sample ads as *definitely* to *somewhat more positive*. Only 2 percent reported a negative impact on their perception of Mandan. This indicates that greater reach and frequency for the marketing campaign can help boost perceptions of Mandan. Attention-getting, informative, energetic and creative were the most frequently selected descriptions for the sample ads.

### **Communications & Marketing Recommendations**

- Make a long-term commitment to the continuation of community marketing, strengthening the program as feasible.
- Strive to increase the reach and frequency of community marketing within budget constraints, seeking to increase private sector involvement and public relations activities as well.
- Examine the messages and content of advertising to assure each highlights community strengths and/or counters perceived weaknesses.

- Publicize business successes in Mandan including longevity and expansions of existing businesses, new business openings and other information regarding the size and diversity of Mandan's business community including the range of products and services provided.
- Tout news of progress and economic opportunity in Mandan to generate more interest in property investment and business ownership/operation in Mandan.

**Other Recommendations**

- Continue efforts to improve the physical attractiveness of Mandan, including maintaining programs like the Renaissance Zone and Storefront Improvement.
- Explore the possibility of bolstering the beautification committee, which currently consists of city staff, with the appointment of resident and business representatives from the community to provide input on and assist with initiatives, monitoring and enforcement of property maintenance requirements.

**DEMOGRAPHICS**

**Area of residence**

- 85% Bismarck
- 15% other

**Age**

- 0.5% age under 18
- 7.1% age 18 to 24
- 53% age 25 to 44
- 20.9% age 45 to 54
- 13.8% age 55 to 64
- 4.6% age 65 or older

**Gender**

- 67% female, 33% male

**VISITS TO MANDAN**

**What typically brings you to Mandan (could have more than one response)?**

- 61% work
- 47% visit friends and relatives
- 42% community events
- 24% athletic activities & competitions
- 24% dining/restaurants
- 16% entertainment
- 13% outdoor recreation
- 9% shopping
- 5% tourist attractions

**How recently have you visited Mandan?**

- 72% within the last week
- 20% within the last month
- 6% within the last year
- 3% it's been more than a year

**PERCEPTIONS OF MANDAN**

*Average ratings based on scale of 1-5 with 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree.*

**Mandan is an attractive community.**

- 3.33 rating average (neutral – down from 3.54 in 2010)
  - 52% at some level of agreement (down from 66% in 2010)
    - 6% strongly agree
    - 45% agree
    - 26% neither agree nor disagree
    - 20% disagree
    - 3% strongly disagree
    - 0% don't know

**Mandan is a desirable place to live.**

- 3.28 rating average (neutral – down from 3.35 in 2010)
  - 43% at some level of agreement (down from 55% in 2010)
    - 6% strongly agree
    - 37% agree
    - 33% neither agree or disagree
    - 15% disagree
    - 4% strongly disagree
    - 6% don't know

**Mandan has a strong sense of community.**

- 3.82 rating average (agree – new in 2011)
  - 70% at some level of agreement
    - 15% strongly agree
    - 55% agree
    - 19% neither agree or disagree
    - 5% disagree
    - 1% strongly disagree
    - 6% don't know

**Mandan offers opportunities for student achievement.**

- 3.71 rating average (agree – new in 2011)
  - 57% at some level of agreement
    - 14% strongly agree
    - 43% agree
    - 22% neither agree or disagree
    - 5% disagree
    - 3% strongly disagree
    - 15% don't know

**Mandan offers widespread sources of adventure.**

- 2.99 rating average (neutral – new in 2010)
  - 33% at some level of agreement
    - 3% strongly agree
    - 30% agree
    - 33% neither agree or disagree
    - 19% disagree
    - 9% strongly disagree
    - 7% don't know

**Mandan offers economic opportunity.**

- 3.20 rating average (neutral – up slightly from 3.10 in 2010)
  - 43% at some level of agreement (similar to 44% in 2010)
    - 4% strongly agree
    - 39% agree
    - 28% neither agree or disagree
    - 17% disagree
    - 5% strongly disagree
    - 7% don't know

**Mandan is a growing community.**

- 3.72 rating average (agree – down slightly from 3.82 in 2010)
  - 72% at some level of agreement (down from 76% in 2010)
    - 9% strongly agree
    - 62% agree
    - 14% neither agree or disagree
    - 7% disagree
    - 3% strongly disagree
    - 4% don't know

**Mandan is a progressive community.**

- 3.27 average rating (neutral . up from 3.09 in 2010)
  - 46% at some level of agreement (up slightly from 44% in 2010)
    - 8% strongly agree
    - 38% agree
    - 26% neither agree or disagree
    - 15% disagree
    - 7% strongly disagree
    - 7% don't know

**I would open a business in Mandan, or encourage someone else to.**

- 2.93 rating average (neutral – up from 2.56 in 2010)
  - 29% at some level of agreement (up from 17% in 2010)
    - 5% strongly agree
    - 24% agree
    - 32% neither agree or disagree
    - 21% disagree
    - 10% strongly disagree
    - 9% don't know

**I would invest in property in Mandan, or encourage someone else to.**

- 3.05 rating average (neutral – up from 2.98 in 2010)
  - 35% at some level of agreement (same as in 2010)
    - 6% strongly agree
    - 28% agree
    - 32% neither agree or disagree
    - 21% disagree
    - 8% strongly disagree
    - 5% don't know

**Average ratings based on scale of 1-5 with 1=poor, 2=below average, 3=average, 4=good and 5=excellent.**

**The quality of Mandan's elected leaders**

- 3.63 average rating (good - up from 3.56 in 2010)
  - 45% good to excellent (up from 36% in 2010)
    - 7% excellent
    - 39% good
    - 25% average
    - 3% below average
    - 1% poor
    - 25% don't know

**The quality of Mandan's business sector**

- 2.88 average rating (average – down from 2.95 in 2010)
  - 24% good to excellent (down from 28% in 2010)
    - 2% excellent
    - 26% good
    - 34% average
    - 25% below average
    - 5% poor
    - 8% don't know

**The quality of Mandan's public school system.**

- 3.90 average rating (good – up from 3.86 in 2010)
  - 62% good to excellent (up from 59% in 2010)
    - 20% excellent
    - 42% good
    - 15% average
    - 5% below average
    - 1% poor
    - 17% don't know

**The quality of Mandan's park and recreation system.**

- 3.68 average rating (good – down from 3.87 in 2010)
  - 59% good to excellent (down from 64% in 2010)
    - 10% excellent
    - 49% good
    - 26% average
    - 5% below average
    - 1% poor
    - 9% don't know

**The quality of Mandan's events and activities.**

- 3.60 average rating (good – down from 4.04 for 2010)
  - 56% good to excellent (down from 75% in 2010)
    - 12% excellent
    - 45% good
    - 28% average
    - 8% below average
    - 2% poor
    - 5% don't know

**MARKETING QUESTIONS (new for 2011)**

**Have you seen the "Made in Mandan" logo in use?**

- 50% yes
- 50% no

**Is your impression of the logo ...?**

- 54% positive
- 37% neutral
- 8% negative

**Have you seen or heard any advertising or communications associated with "Great Things: Made in Mandan" community marketing?**

- 61% no
- 31% yes
- 7% unsure

**Rate the initial influencing effect of the "Great Things" Made in Mandan" sample ads on your perception of Mandan.**

- 60% definitely to somewhat more positive
  - 19% definitely more positive
  - 41% somewhat more positive
  - 38% neutral/unchanged
  - 1% somewhat more negative
  - 1% definitely more negative

**If you were to describe the "Great Things: Made in Mandan" advertising to a friend, would you say the ads are ... (check all that apply)**

- 43% attention-getting
- 37% informative
- 33% creative
- 35% energetic
- 24% cheerful
- 24% active
- 23% pleasant
- 17% other
- 14% genuine/sincere
- 12% warm-hearted
- 11% unique
- 7% strong
- 6% memorable
- 3% boring
- 1% irritating
- 0% offensive