

Rowan County, NC

AAP Study Report




Objective &
Methodology



Objective

The purpose of this Awareness, Attitude and Perception (AAP) Study was to gain intelligence from residents outside of Rowan County, NC regarding their awareness of Rowan County, attitude toward Rowan County, and their perception of Rowan County.

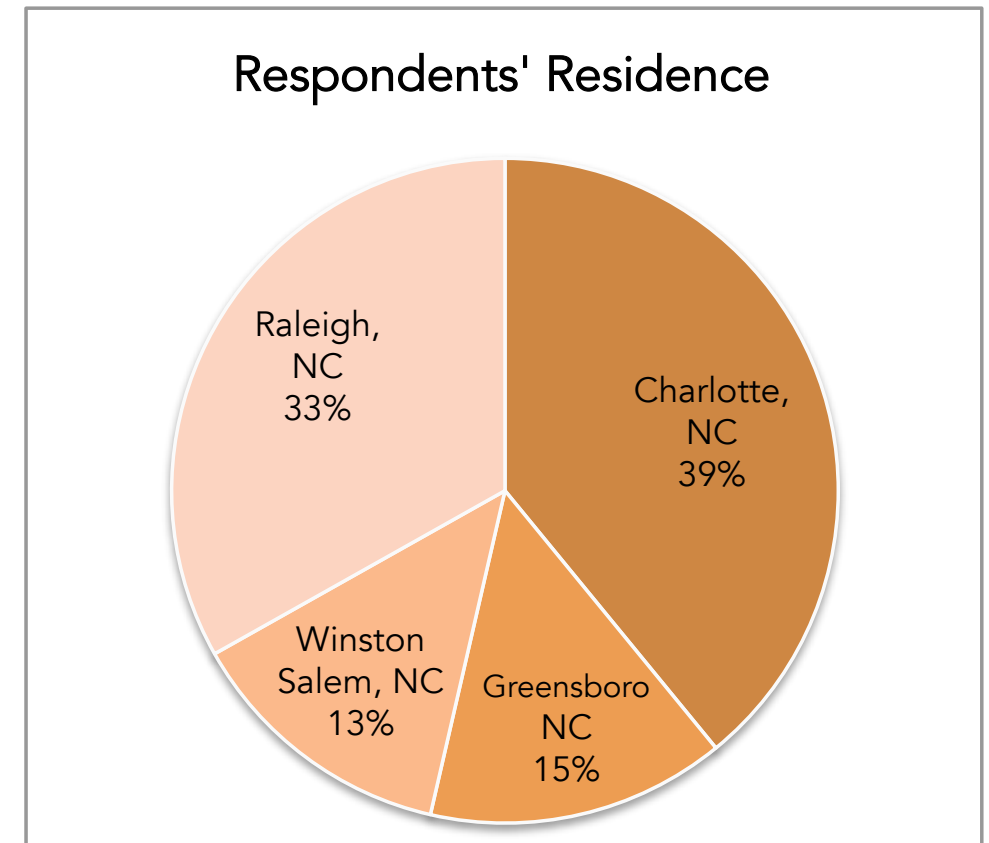
Areas covered were:

- Associations and descriptors
 - Visitation and reason for visit
 - Activities
 - Assets
 - Perceptions, usage, personality and reputation
 - Demographics
- 



Methodology

An online survey was distributed to a sample of general consumers in Charlotte, Winston-Salem, Greensboro and Raleigh. Participants had to be aware of Rowan County or two of the towns within Rowan County. Rowan County, NC residents were excluded from the survey.



The survey was approximately ten minutes long and conducted from 2/16/16 to 2/18/16. No incentive was provided to the participants. A total of 314 responses were collected. The 314 completes provide a margin of error of +/- 5.64% at the 95% confidence level.



Key Insights



Salisbury, Kannapolis and China Grove are the top communities in Rowan County.

Most recognized

Most visited



All of Rowan County's communities are described as rural/country and friendly/nice.

- Only Salisbury and Gold Hill are described as historic
- Only Salisbury and Kannapolis are recognized for their growth
- Spencer is known for its Transportation Museum and trains
- Rockwell is known for Tiger World
- Faith stands out for its patriotism - probably because of its 4th of July Celebration
- East Spencer and Rockwell are the only two communities with negative associations: crime



Community and history are Rowan County's strongest assets and what differentiates it from other places in NC. They're also what ensures the county's good reputation among outsiders.

Additional strong assets:

- Jobs and money
 - Land: whether it's available land or the beautiful countryside
 - Schools
 - Location: In particular, Rowan County's proximity to Charlotte
 - Food and shopping
-



Rowan County is highly visited - mostly for pleasure - and its attributes are rated highly.

- High ratings of visitation/entertainment/culture attributes, such as available attractions, activities, events, the arts & culture scene, dining and shopping options and natural beauty
- High ratings of heritage attributes, such as preserving and sharing its history
- High ratings of business attributes, such as vision, leadership and available workforce



Rowan County is considered business friendly. Salisbury is the business center.

- Rowan County was rated 4 out of 5 for business friendliness and 73% said doing business in Rowan County is a pleasant experience
- Business usually revolves around shopping, meetings and sales
- While in Rowan County on business, most eat in downtown Salisbury and take some time to shop for personal reasons. They're less likely to eat outside of downtown Salisbury or visit other Rowan County community downtown areas.



Schools are seen as an asset.

Rowan County schools were considered an asset by outsiders.

Those aware of the schools' reputation primarily say it is positive.

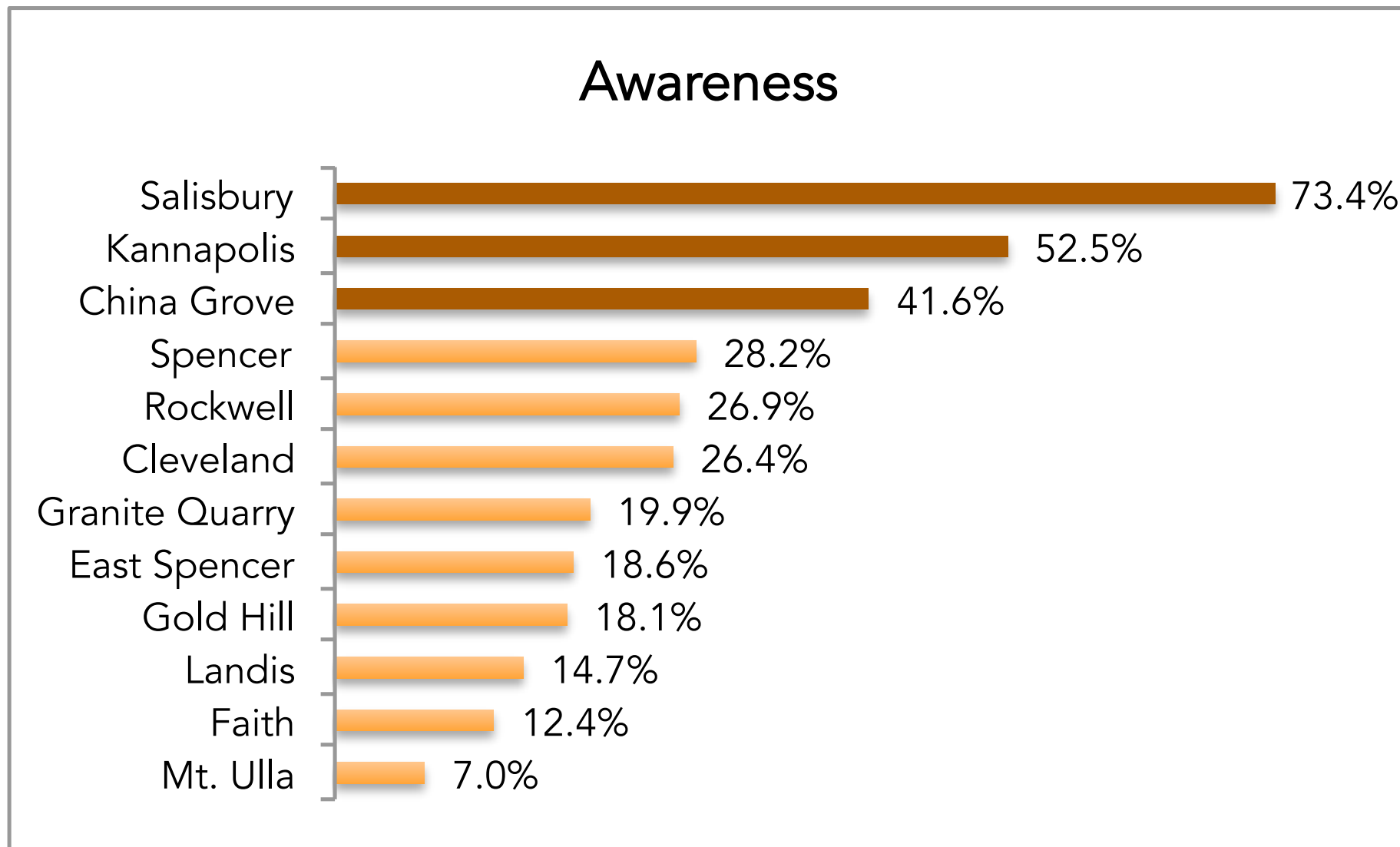


Detailed
Findings



Salisbury, Kannapolis and China Grove are the top recognized communities in Rowan County.

Q: Which of the following communities are you aware of in Rowan County, NC?





Very similar top five descriptors were used for all of Rowan County's towns: nice, country, rural.

Q: Please list two adjectives or words that best describe ____.

Salisbury (n=222)	Kannapolis (n=158)	China Grove (n=131)	Spencer (n=91)	Rockwell (n=80)	Cleveland (n=81)
Nice	Nice	Nice	Trains	Nice	Nice
Country	Busy	Quiet	Nice	Country	Quiet
Friendly	Big	Rural	Friendly	Beautiful	Country
Big	Fun	Country	Fun	Fun	Fun
Rural	Rural	Friendly	Transportation Museum	Rural	Small town
Granite Quarry	East Spencer (n=56)	Gold Hill (n=60)	Landis (n=43)	Faith (n=38)	Mt. Ulla (n=23)
Fun	Friendly	Nice	Rural	Friendly	Nice
Nice	Crime	Fun	Beautiful	Nice	Awesome
Quaint	Nice	Country	Friendly	Quiet	Country
Quiet	Happy	Gold	Quiet	Country	Fun
Old fashioned	Inviting	History/	Country	Small town	Rural



Rowan County's Assets

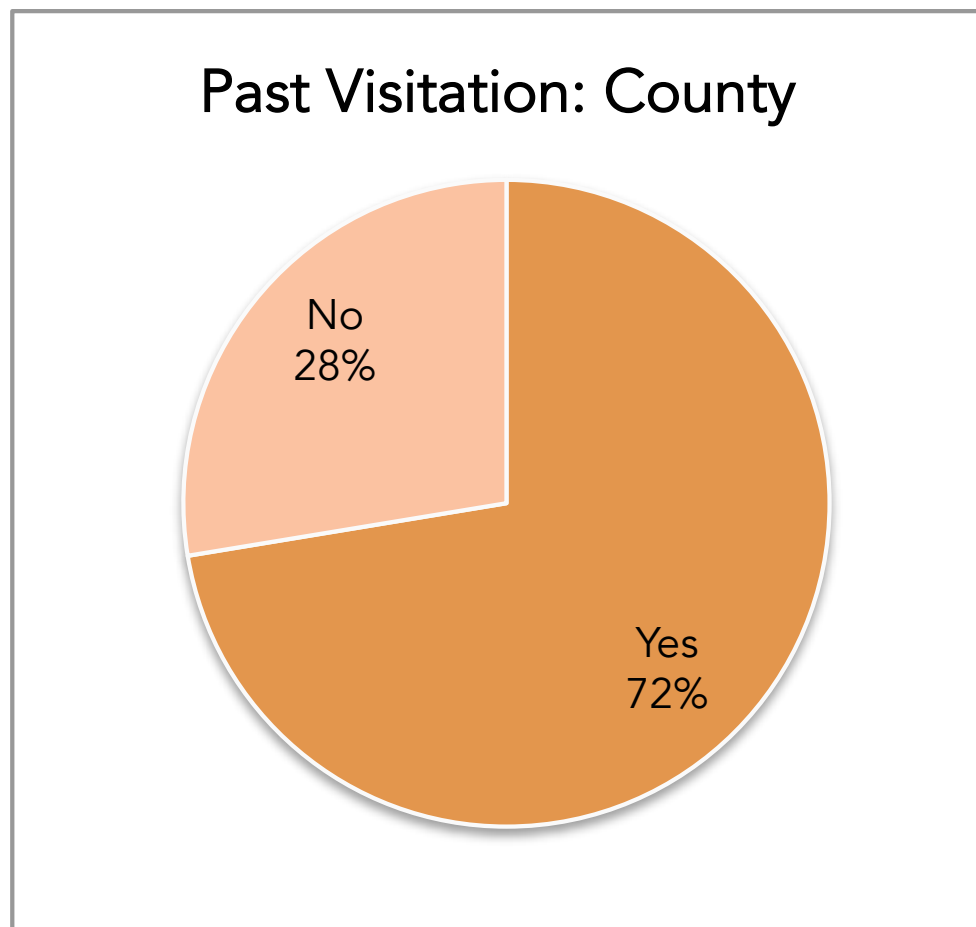
Q: In your opinion, what are the three most important assets in Rowan County?

Asset #1	Asset #2	Asset #3
Jobs	Schools	Community
Land	Community	Businesses
Parks	Shopping	Family
Location	Land	History
Proximity to Charlotte	Food	Nature
Community	History	Schools
History	Restaurants	Shopping
Country	Location	Proximity to Charlotte
Food	Money	Jobs
Friendly	Quiet	Money
Catawba College		Nice
VA Hospital		Peaceful
Shopping		

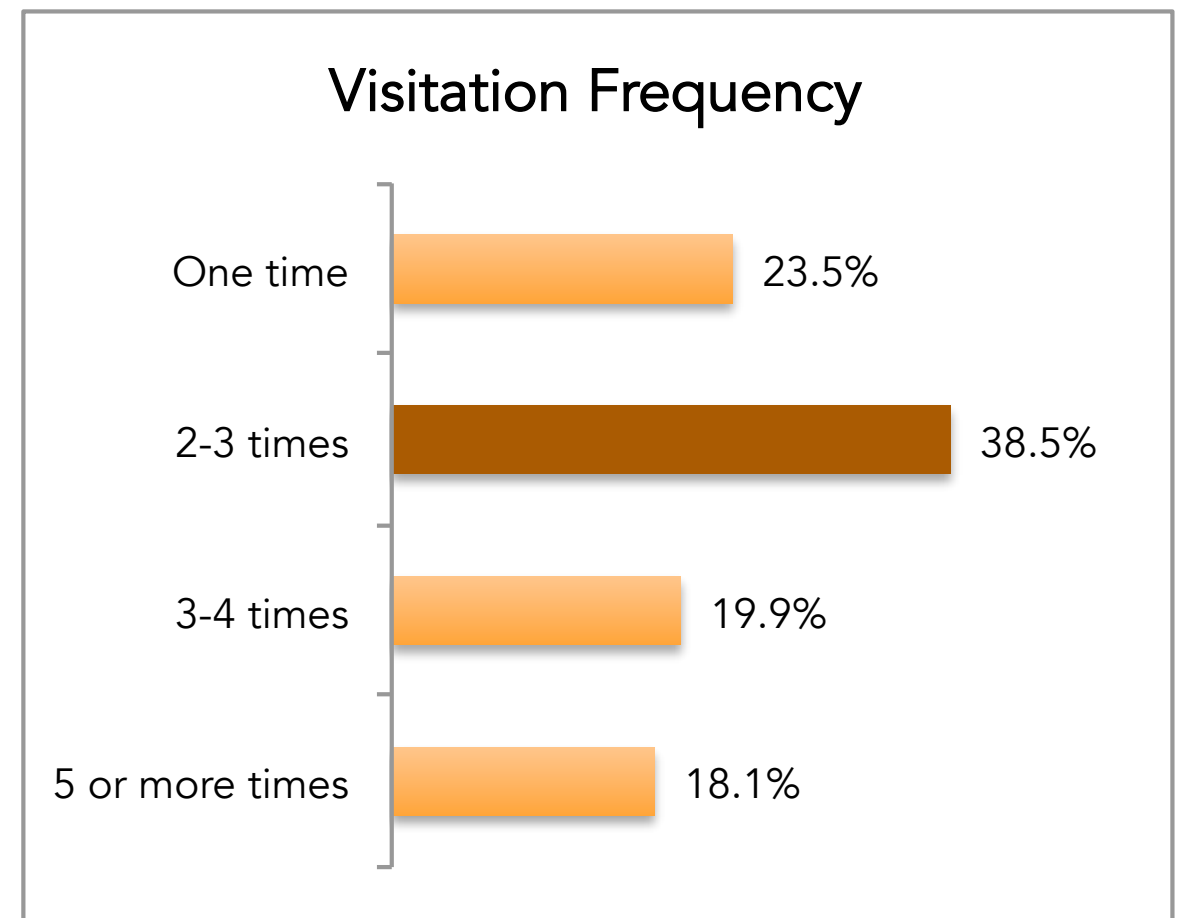


The majority visited Rowan County in the past three years and did so multiple times.

Q: Have you visited Rowan County in the past 3 years?



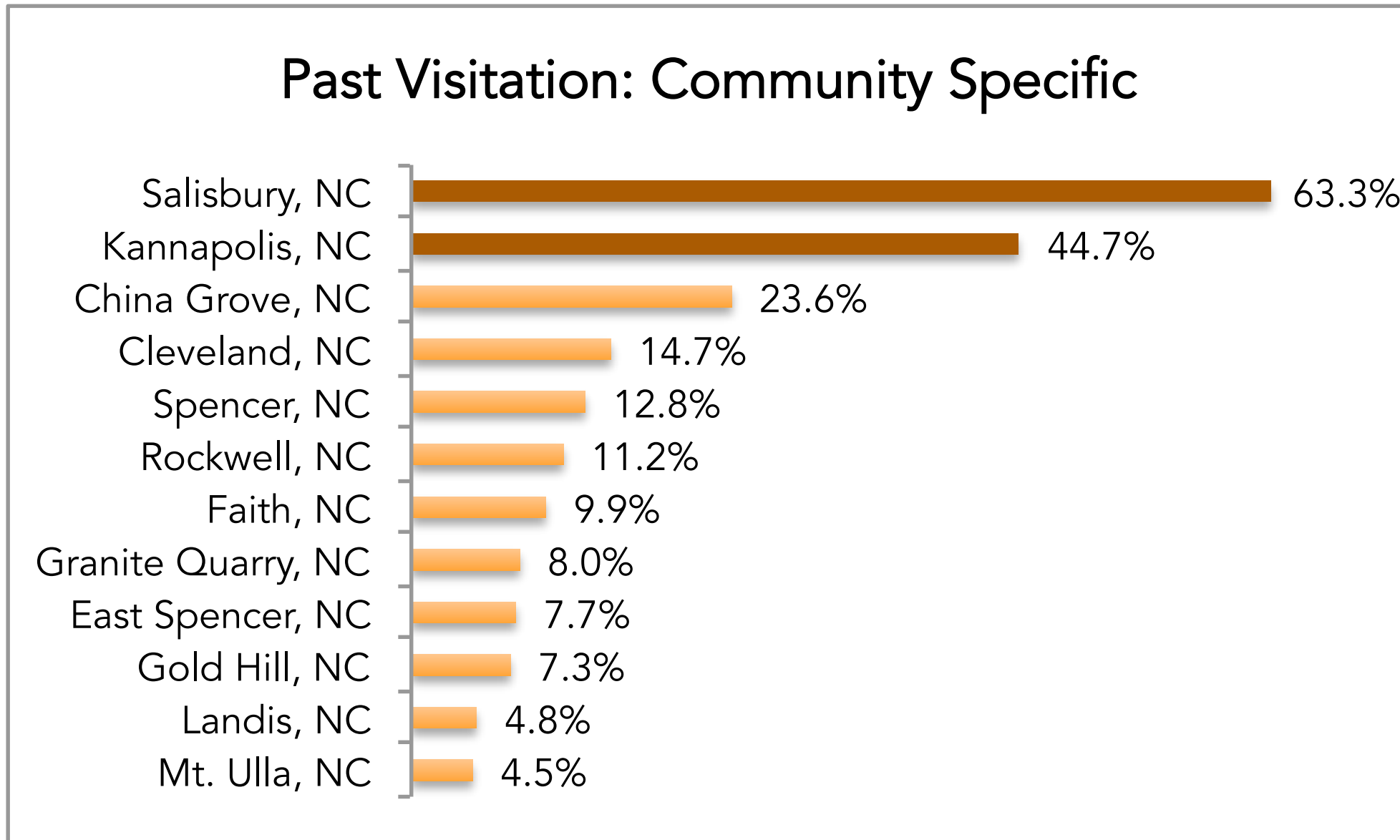
Q: How many times have you visited Rowan County in the past 3 years?





Salisbury and Kannapolis are the two most visited towns in Rowan County.

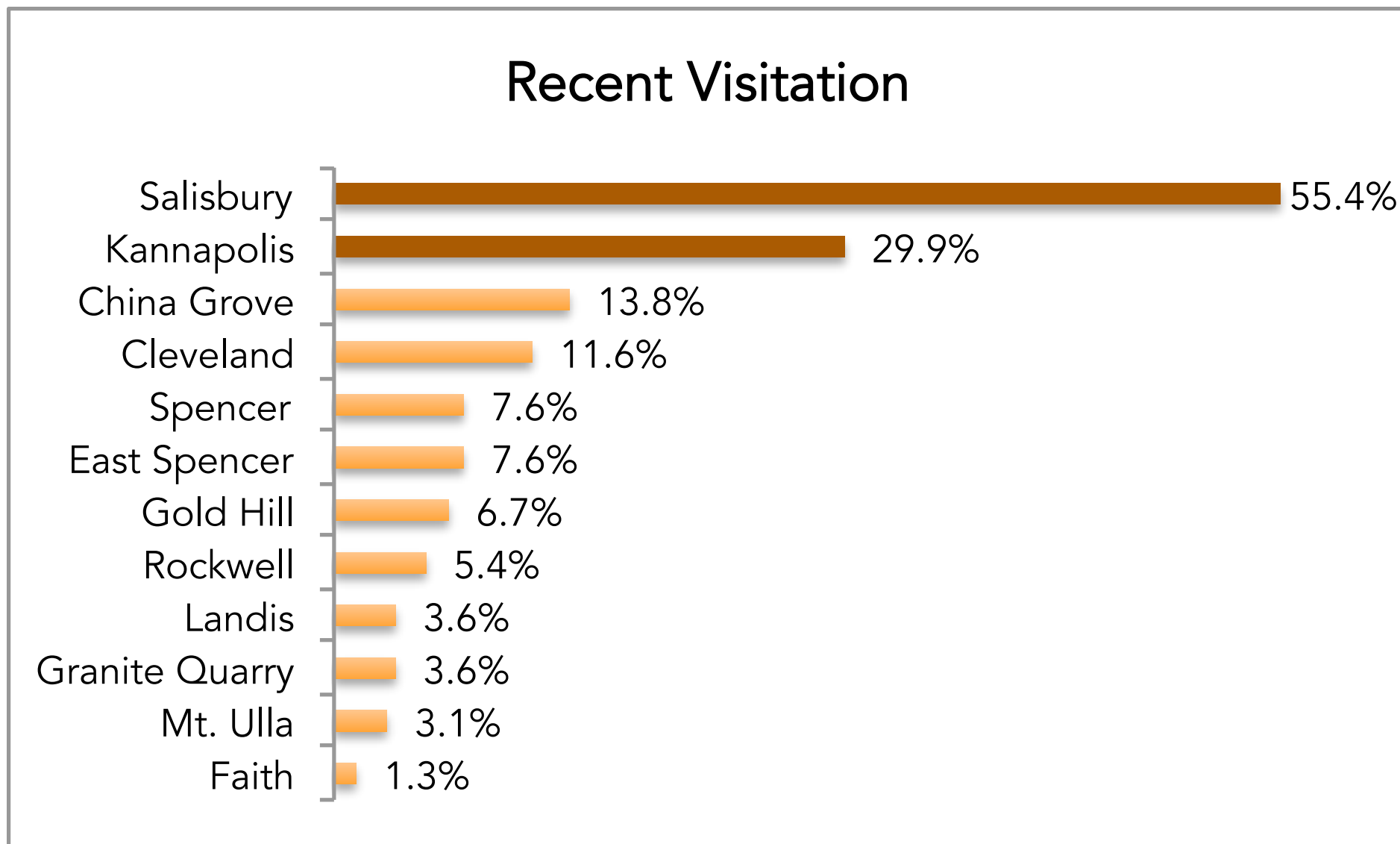
Q: Which of the following Rowan County communities have you visited in the past 3 years?





Even recently, Salisbury and Kannapolis are the two most visited towns in Rowan County.

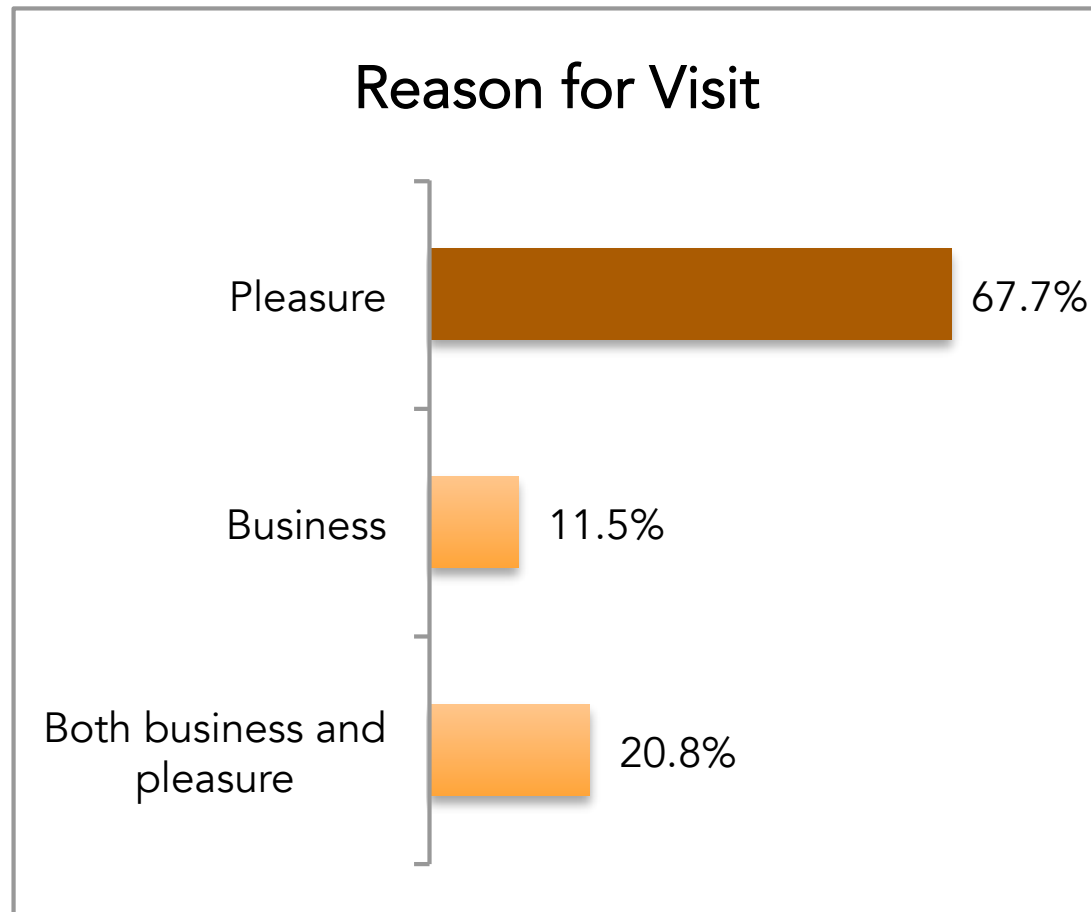
Q: On your most recent trip to Rowan County, which communities did you visit?





People tend to visit Rowan County for pleasure. They come for a fun day trip.

Q: What was the main reason for visiting Rowan County?



Q: You mentioned that you visited Rowan County for pleasure. Which of the following best categorizes the reason for your visit?





Business visits tend to revolve around shopping, meetings and sales.

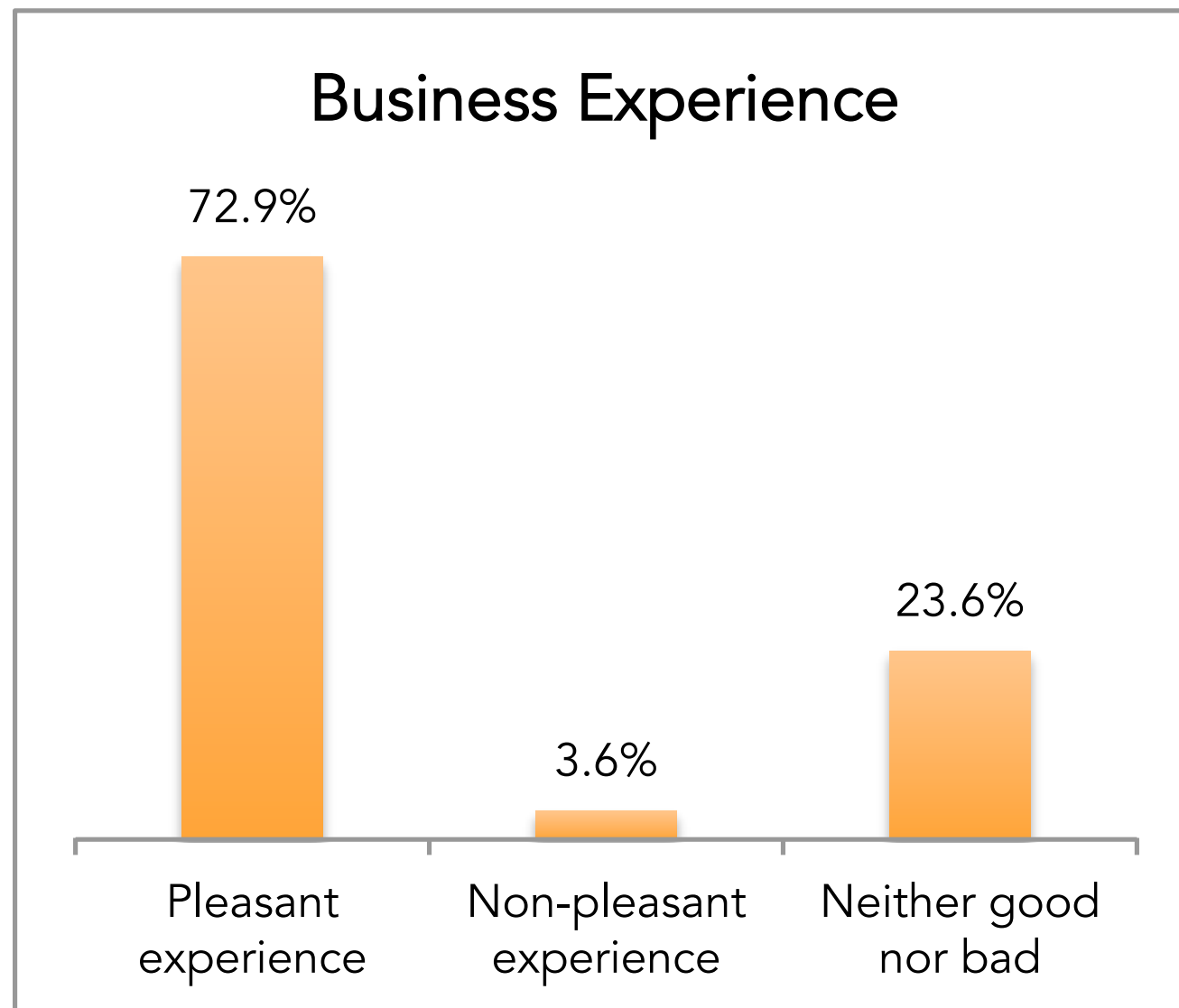
Q: You mentioned that you visited Rowan County on business. What was the nature of your business?

1. Shopping for the business
2. Meetings
3. Sales
4. Job interview
5. To perform a job
6. VA Hospital visit
7. Site visit
8. To see a client
9. Food/eat
10. Real estate
11. Train Museum
12. Delivery
13. Church related
14. Catawba College related



Doing business in Rowan County is usually a pleasant experience.

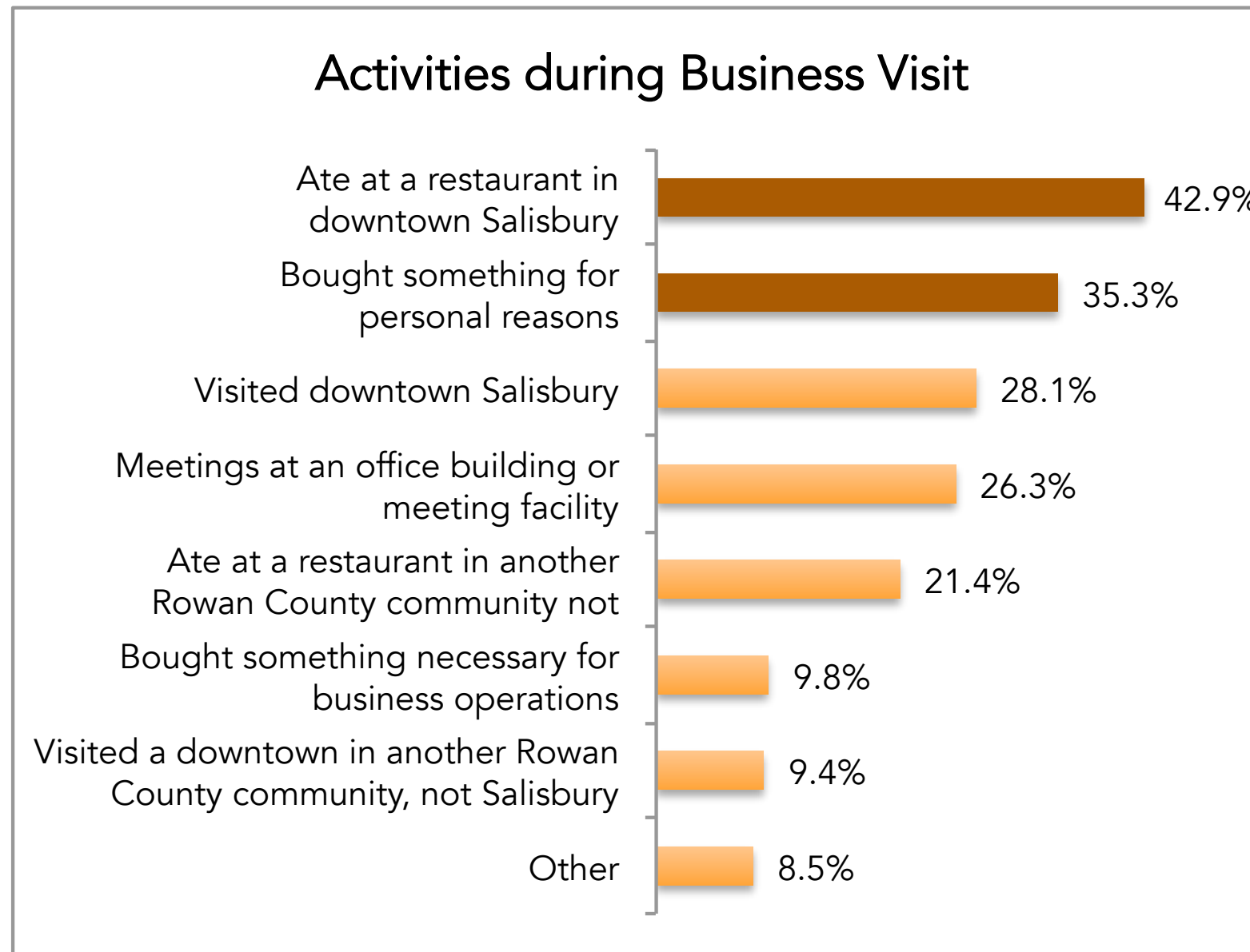
Q: Would you say doing business in Rowan County is a _____?





While doing business in Rowan County, most ate in downtown Salisbury and went shopping.

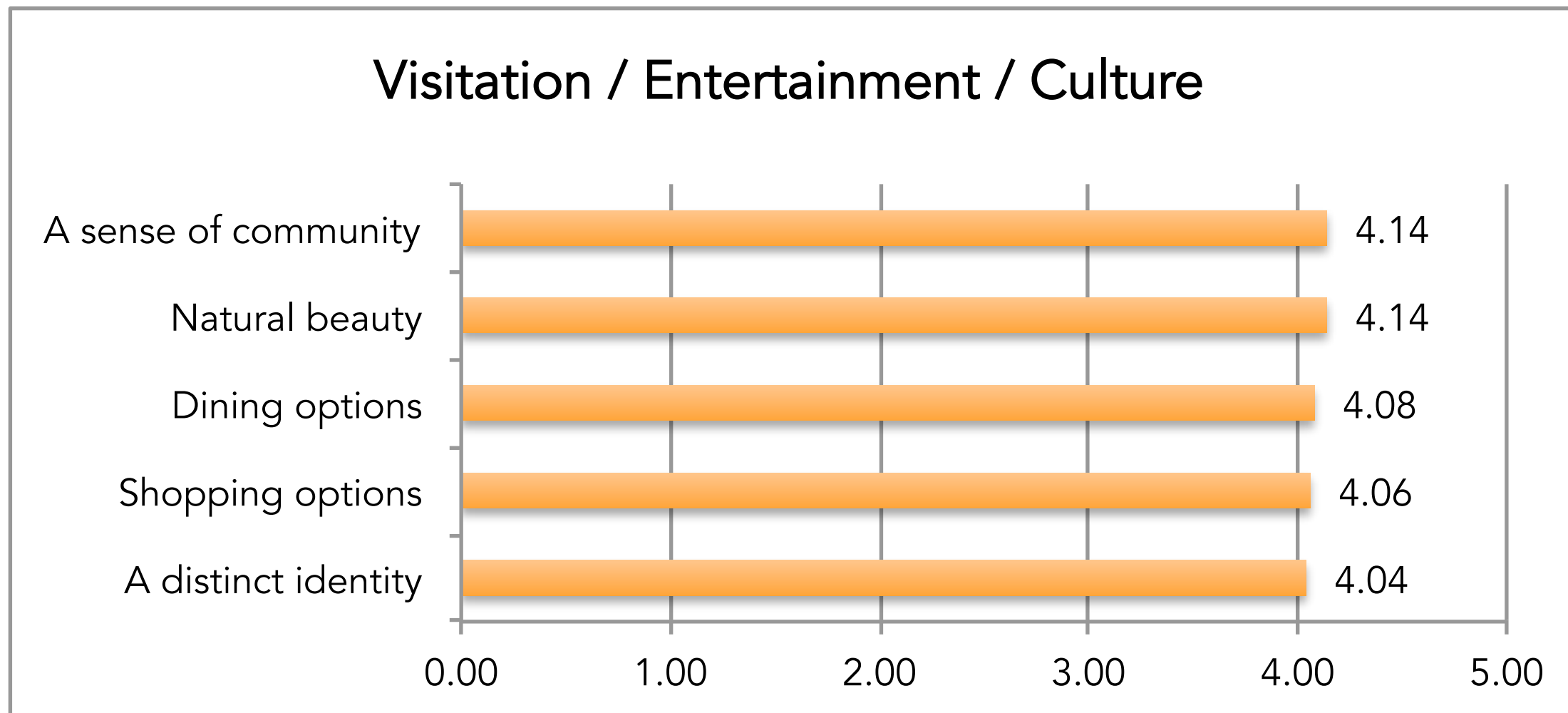
Q: While you were doing business in Rowan County, which of the following did you do?





Outsiders rate Rowan County highly (above 4) on all basic visitation, entertainment and culture attributes.

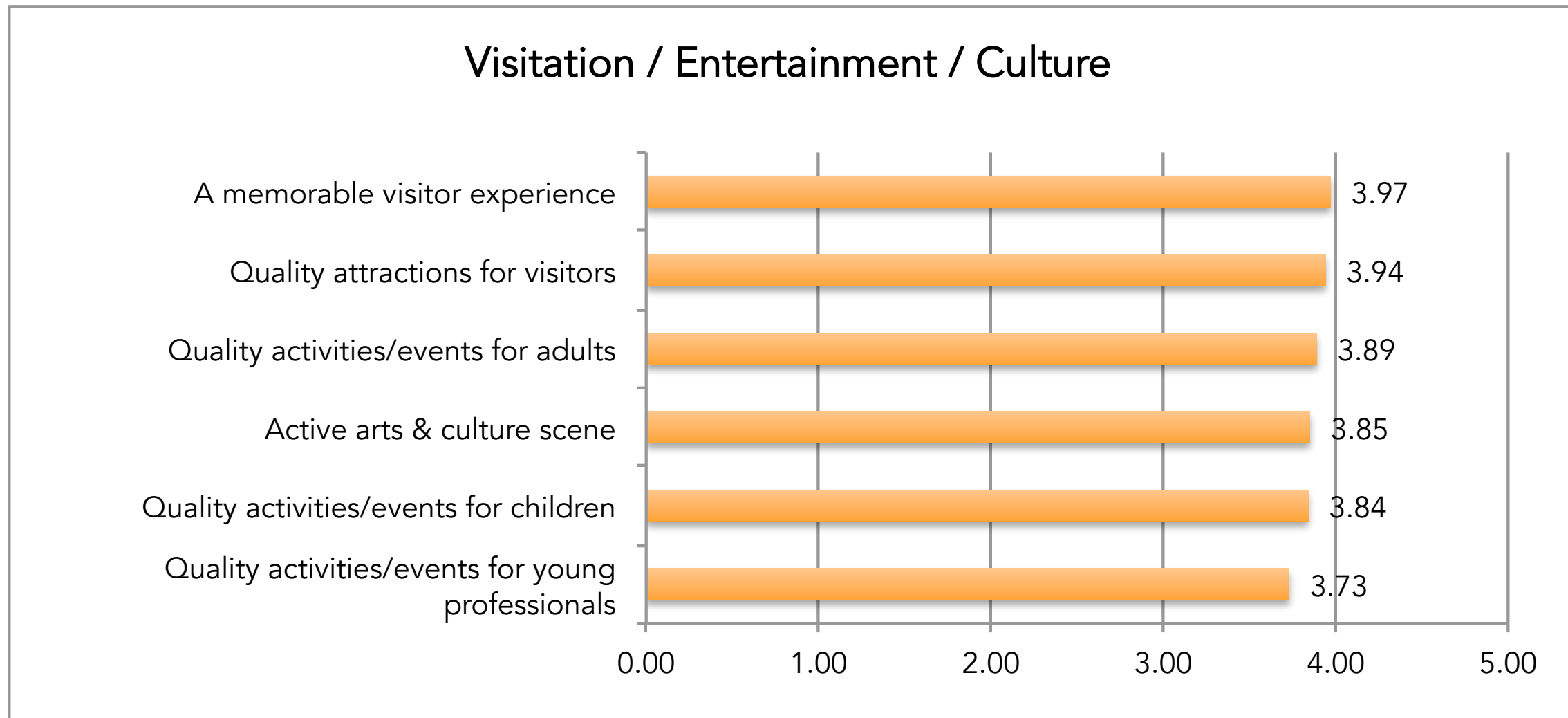
Q: On a scale of 1 to 5 with 1 being "poor" and 5 being "excellent," how well does Rowan County deliver the following attributes?





Even attractions, activities, events and the arts & culture scene were rated close to a 4.

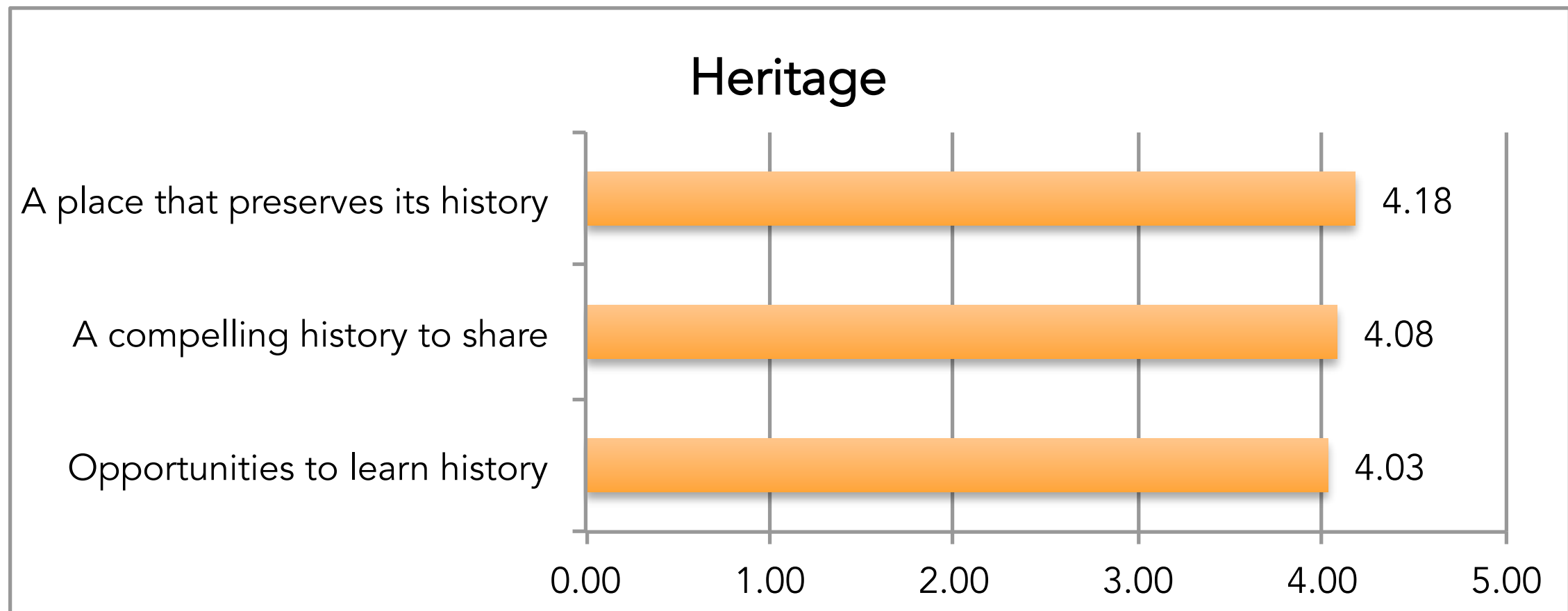
Q: On a scale of 1 to 5 with 1 being "poor" and 5 being "excellent," how well does Rowan County deliver the following attributes?





Rowan County's history and heritage were also rated highly by outsiders.

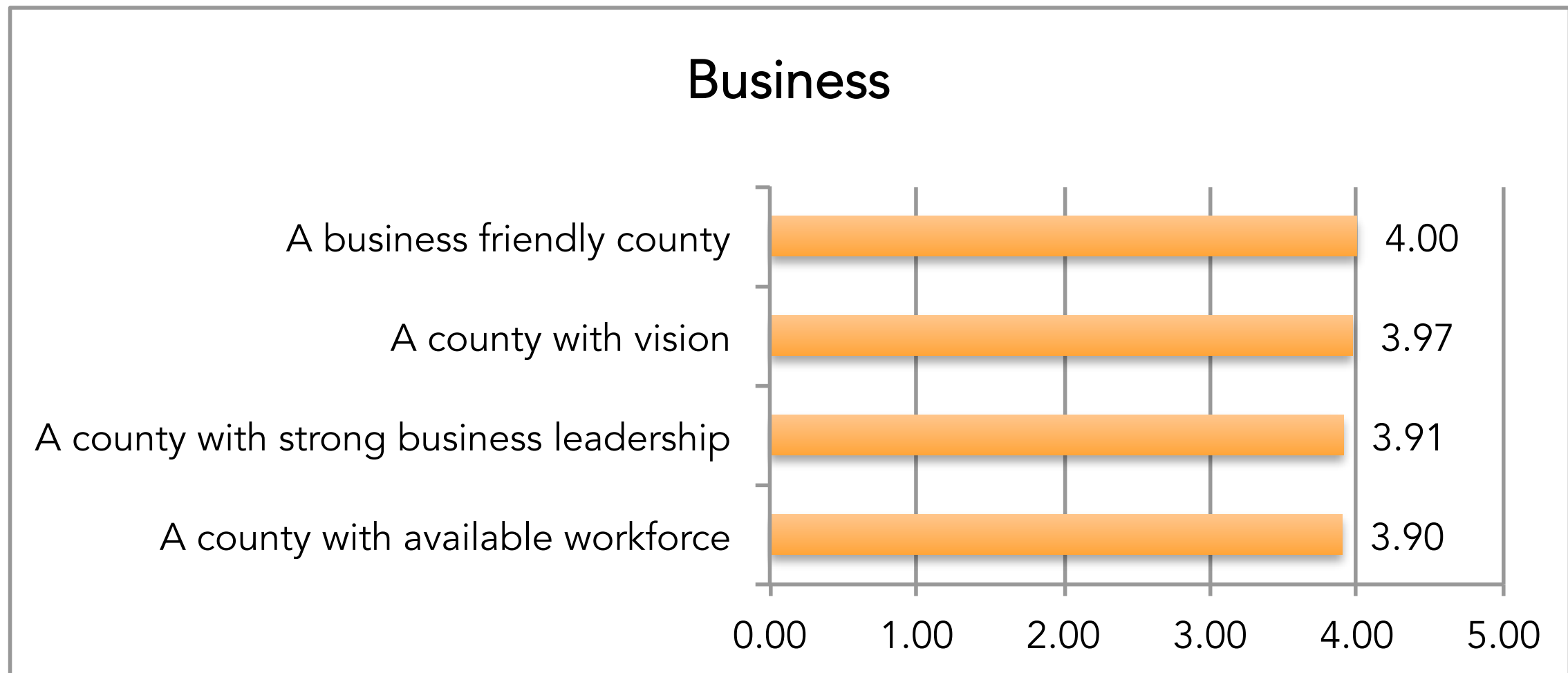
Q: On a scale of 1 to 5 with 1 being "poor" and 5 being "excellent," how well does Rowan County deliver the following attributes?





Rowan County does a good job delivering the various business attributes.

Q: On a scale of 1 to 5 with 1 being "poor" and 5 being "excellent," how well does Rowan County deliver the following attributes?





Once outsiders visit, they see how nice and beautiful Rowan County is and how much it has grown.

Q: After visiting, did your perception of Rowan County change? If yes, what changed your perception of Rowan County?

 Yes: 50%

1. Close-knit, nice community
2. Nice place to visit
3. Beautiful
4. Friendly
5. Exploring downtown
6. Good/more shopping nowadays
7. Seeing how much there is to do in the county
8. The Transportation Museum
9. Seeing the growth



Rowan County's history, natural beauty and sense of community set it apart.

Q: What distinguishes Rowan County, North Carolina most from other counties/areas in North Carolina?

1. History
2. Nice, clean place
3. Sense of community, close-knit
4. Beautiful
5. Friendly
6. Small town feel
7. North Carolina Transportation Museum
8. More rural
9. Salisbury
10. Lots of scenery
11. Proximity to Charlotte
12. Shopping opportunities
13. Historic sites
14. More laid back
15. Natural beauty
16. Peaceful

"Salisbury has preserved the history of the county downtown very well."

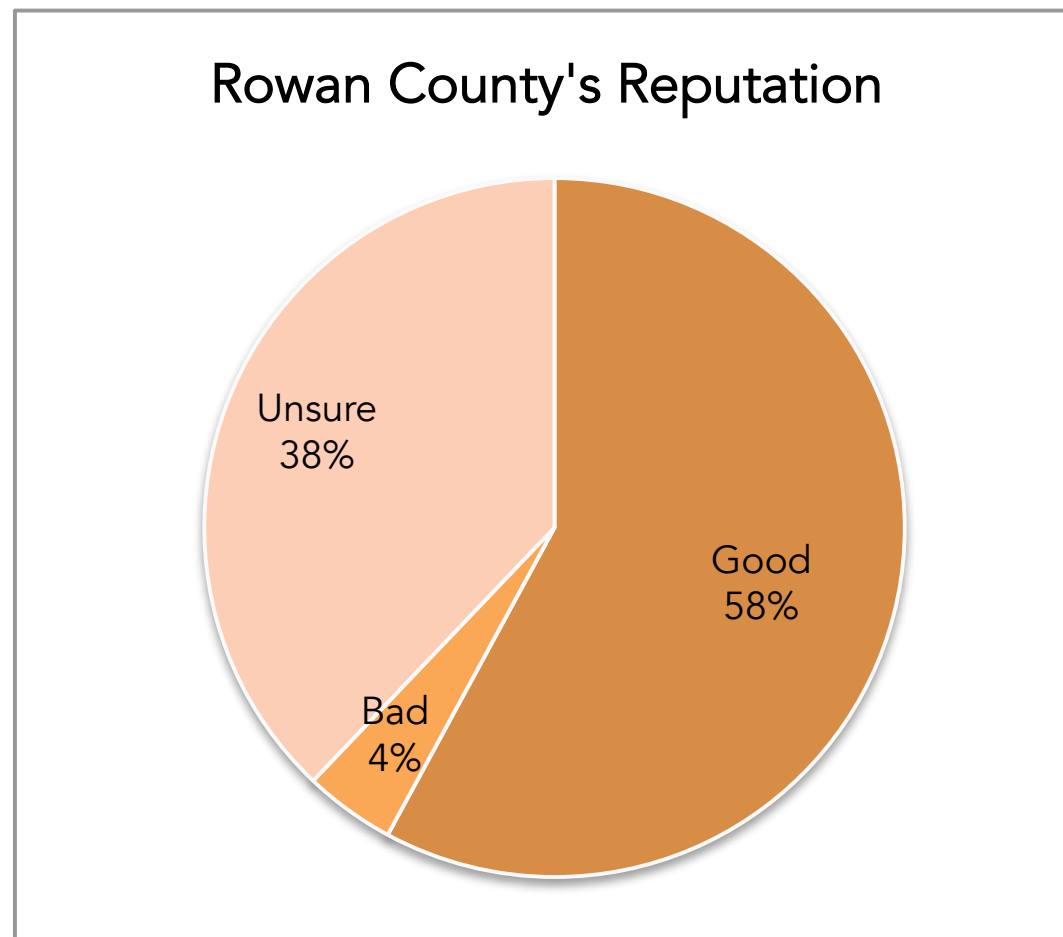
"It's so beautiful and natural and preserves its history so well."

"The mix of city and rural."



Rowan County's history and friendly people ensure a good reputation among outsiders.

Q: What is the reputation of Rowan County, NC to outsiders and why?

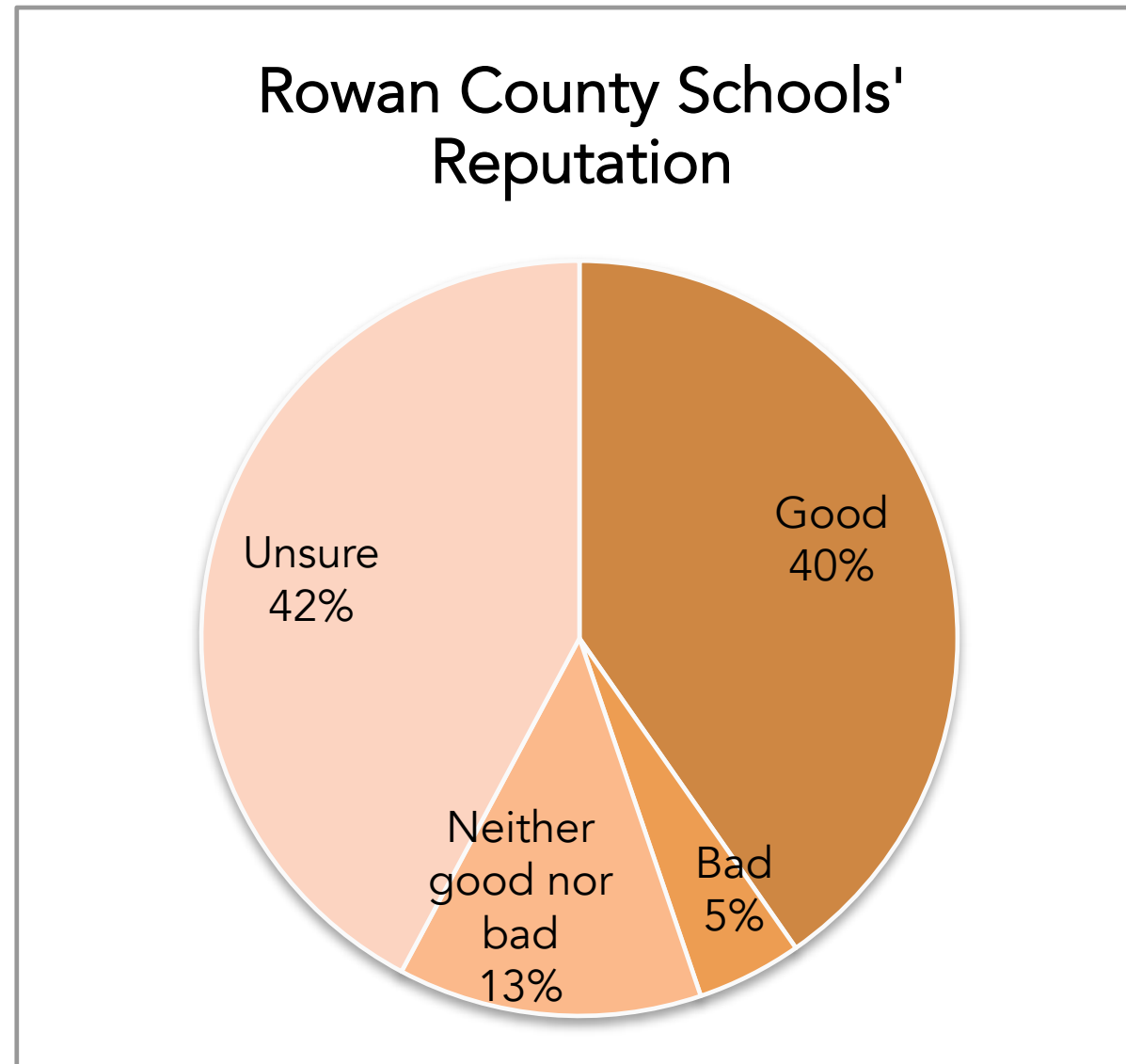


- Nice place to visit
- Friendly people
- Its history and heritage
- Don't hear any bad things about it
- Had a good experience
- Community feel
- Looks good
- It's clean
- Good food



Rowan County schools either have a good reputation or people don't know about them.

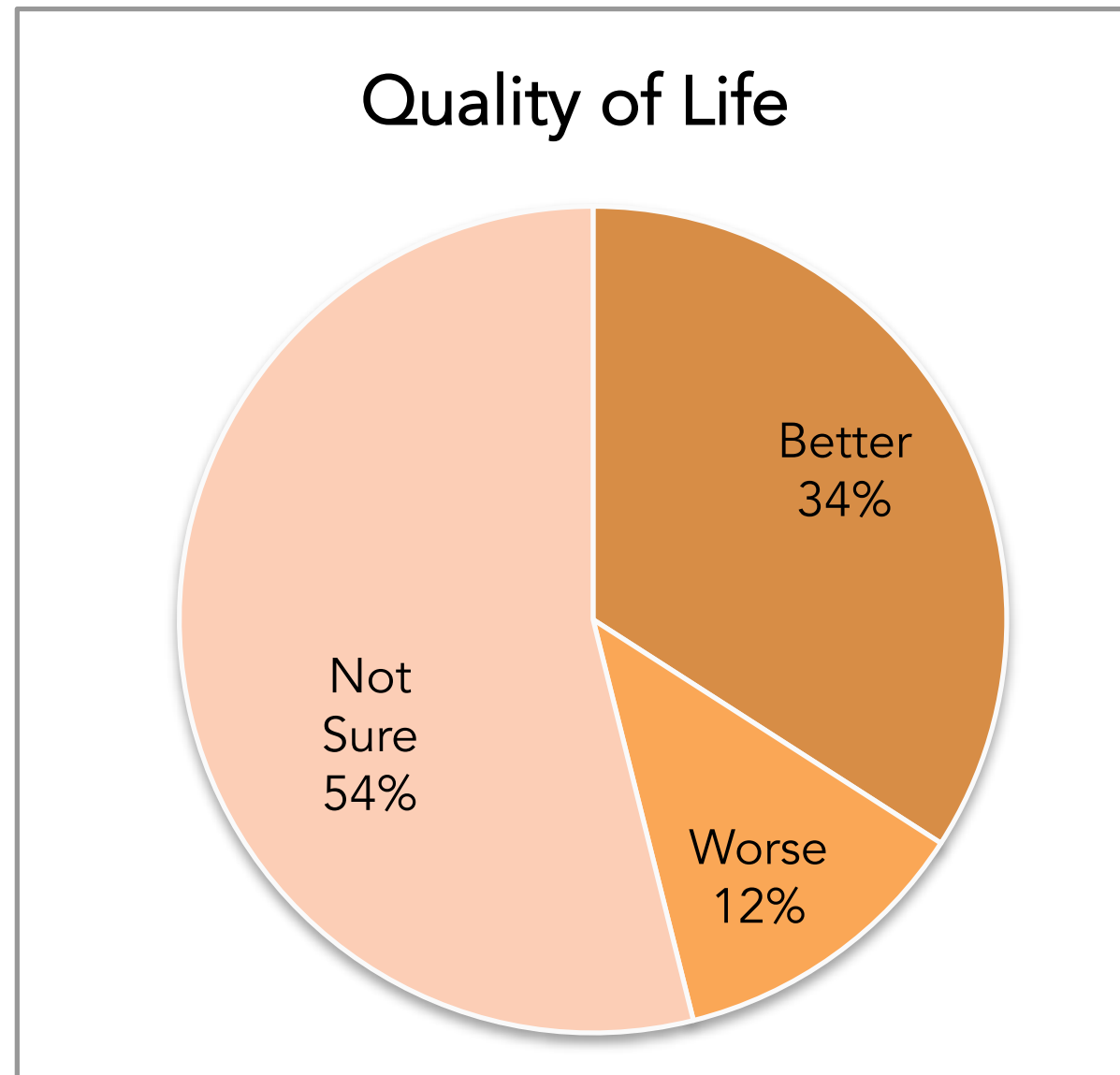
Q: What is the reputation of the Rowan County schools?





Half of outsiders don't know about Rowan County's quality of life, but the majority of the other half says it's better.

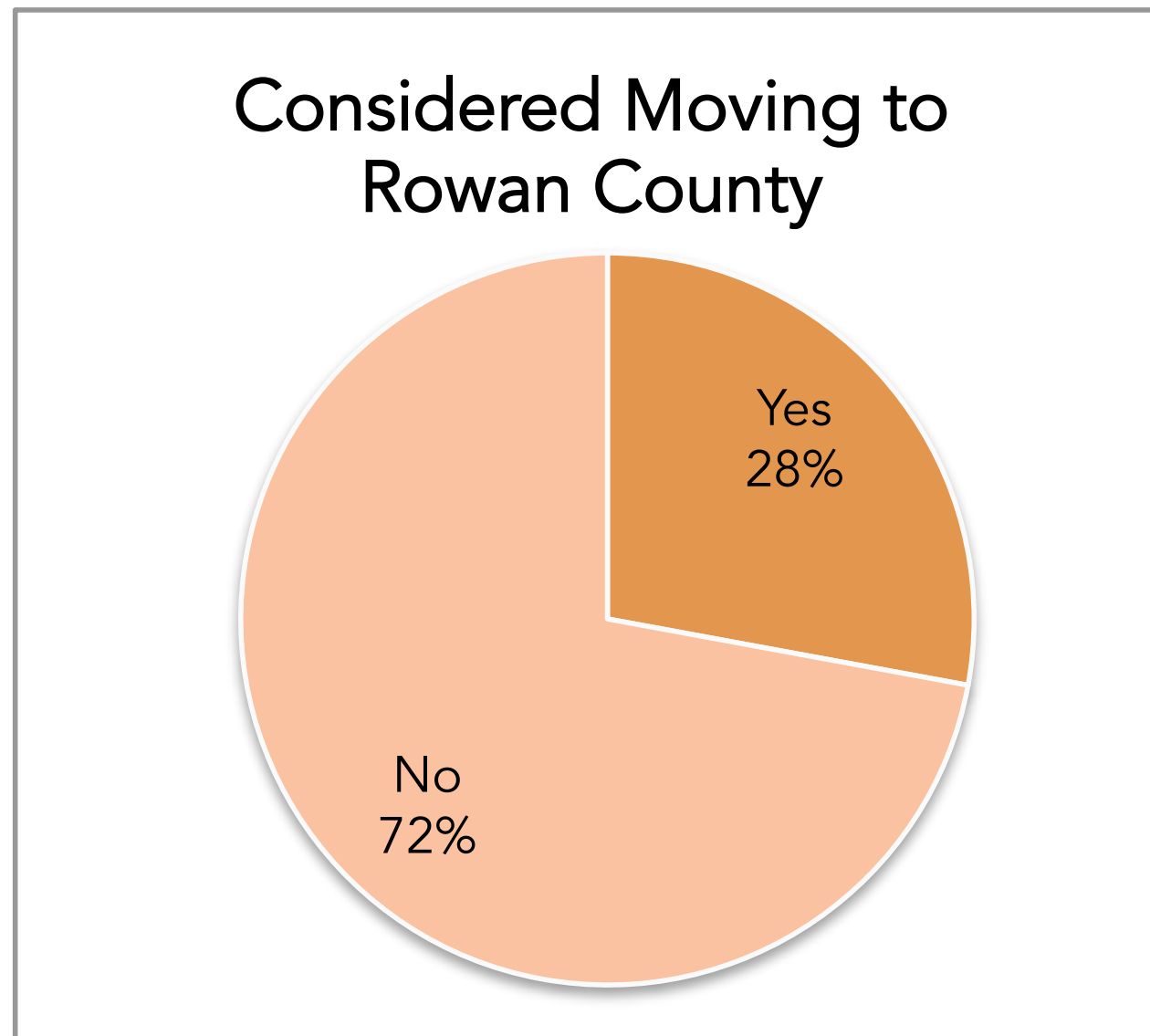
Q: What's the quality of life in Rowan County compared to your current city?





One in four have considered moving to Rowan County.

Q: Have you ever considered moving to Rowan County, NC?



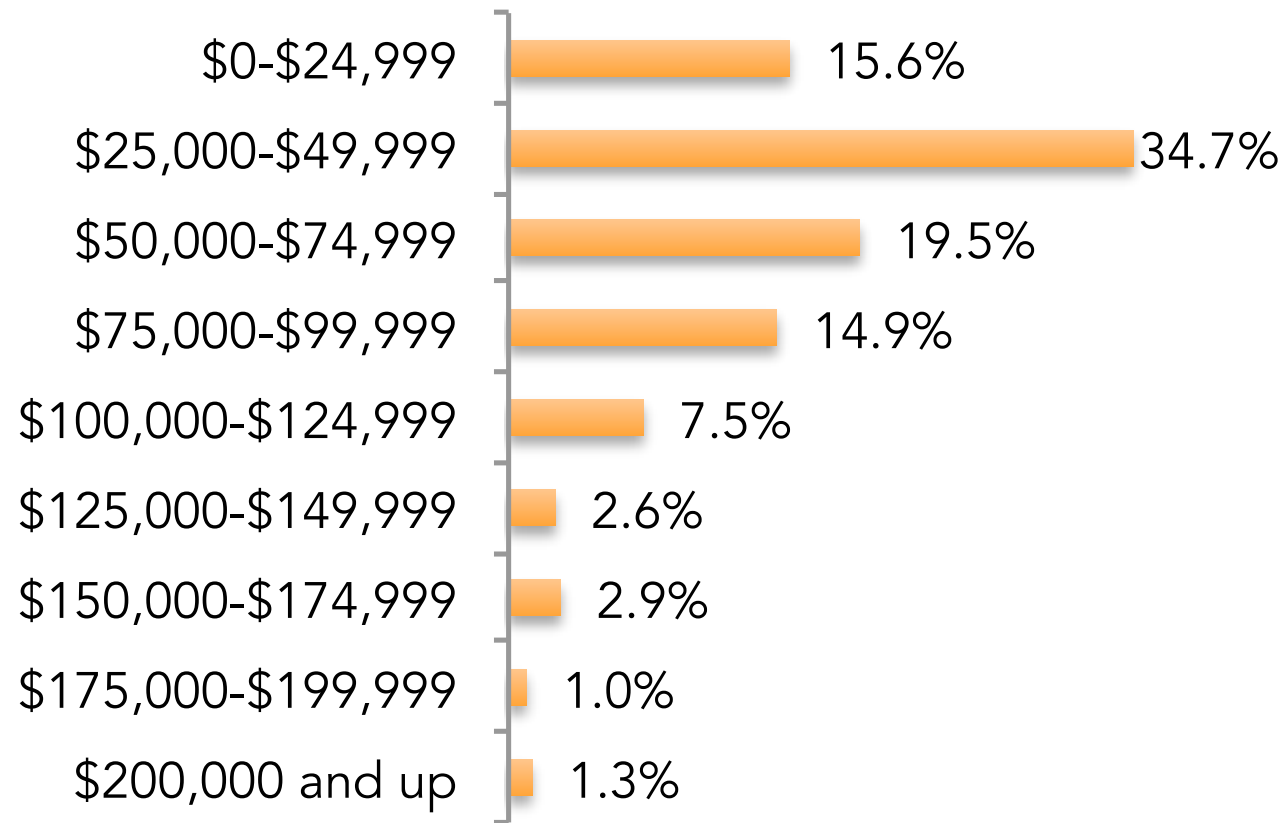


Respondent Demographics

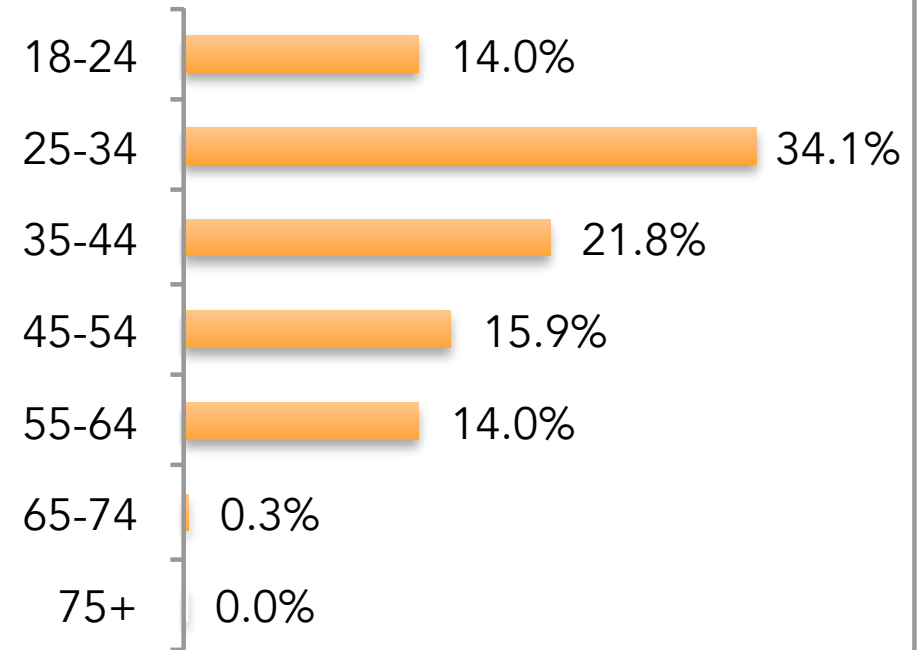
Demographics



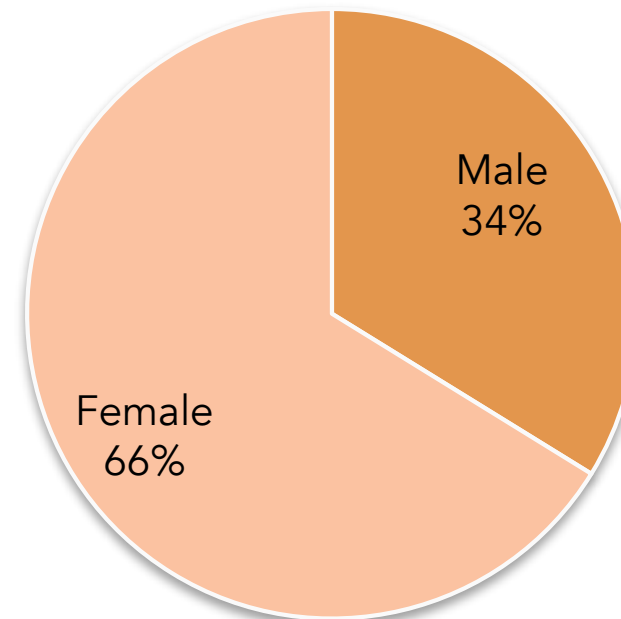
Household Income



Age



Gender



Thank you!
