

# Rowan County, NC

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## Outlying Markets Focus Group Report



# Objective

The purpose of the online focus groups with “outlying markets” was to gain intelligence from residents in the Charlotte area, Greensboro, Winston-Salem and Raleigh regarding their awareness of Rowan County, attitude toward Rowan County, and their perception of Rowan County.

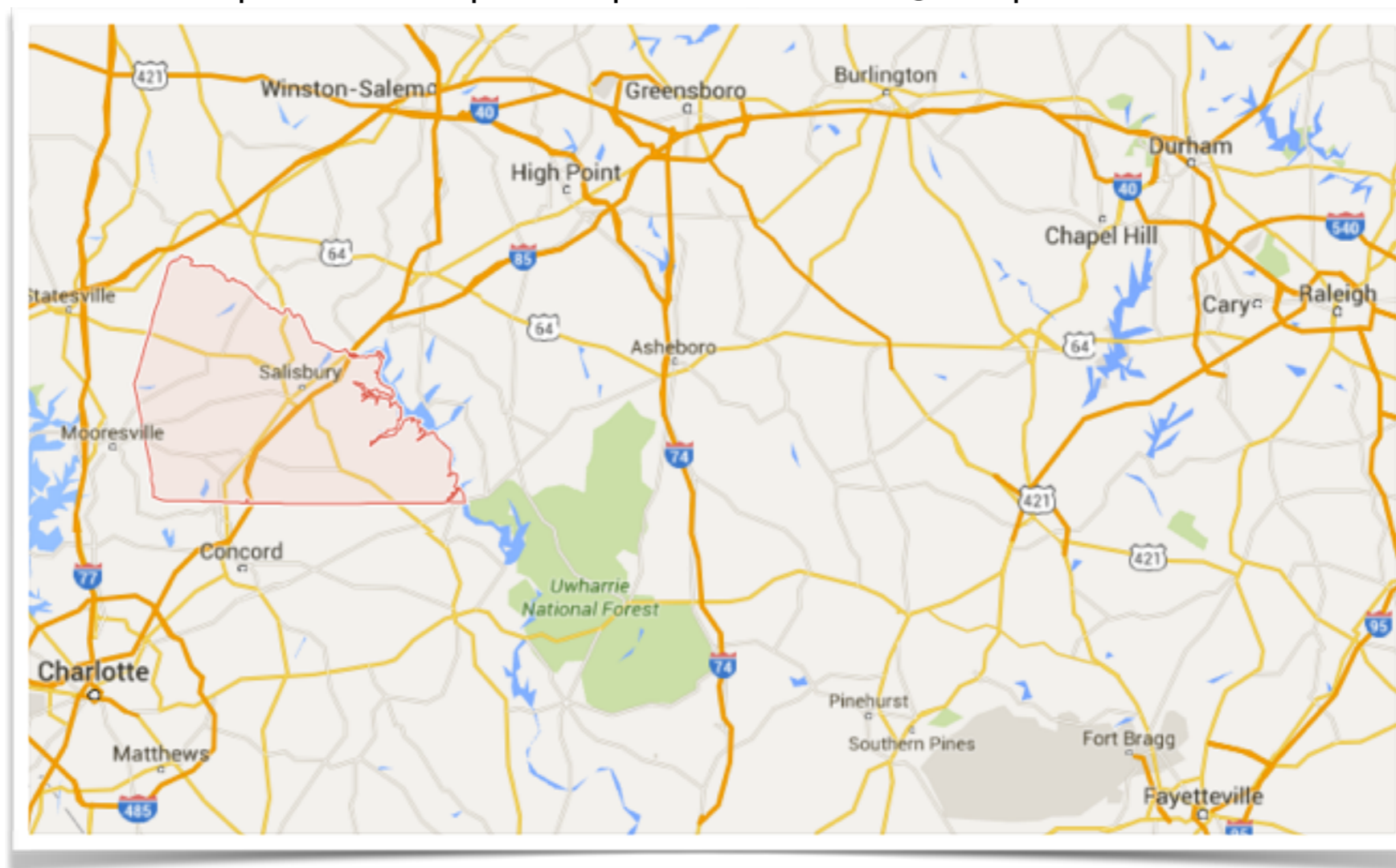
Areas covered were:

- Associations and descriptors
- Assets
- Perceptions, usage, personality and reputation



# Methodology

Online focus groups were conducted with residents of Charlotte, the Lake Norman area (including Mooresville, Davidson, and Caldwell), Winston-Salem, Greensboro and Raleigh. Participants had to be aware of Rowan County or at least two of the communities within Rowan County. a total of 56 respondents participated in the groups.







# Rowan County is described as rural with small towns and conveniently located along I-85.

*"The big little county.....small towns with people with big hearts. Lots of country and farms. People are very friendly and love their families! I would describe most of Rowan County as a place for farms, but up and coming in all the modern fun as well. A great place to live because of the people, hometowns, weather, etc."*

*"Rural, country living with quaint small town feel. Historical and retro."*

*"I small rural area between Greensboro and Charlotte. They have a small college and several small towns."*

*A county filled with unique towns with a lot of fun things to do. They have several boutiques and antique shops if you like those types of stores. When I go visit I enjoy Salisbury and Kannapolis the most, not only because I have friends that live there but because of the shopping, historical attractions and art facilities. Fun fact, Cheerwine is from Salisbury. Also, if you like wine Cauble Creek Vineyard is a great place to visit. Overall Rowan County is a fun and historical place to visit.*

*Small towns, location makes it easy to get to Charlotte via I-85, Economic challenges - industries (which can be said for much of NC), relaxed, not the fast pace of a Mecklenburg County*

*"A place where you can go to relax, lots of "outdoor" activities, camping, parks. carousel. Also it's basically in the middle of everything.. close to the mountains, not far from the beach."*



# Outsiders know more about Salisbury than any of the other communities in Rowan County.

## Salisbury

Quaint (5)  
Small (4)  
Great restaurants (3)  
College town (3)  
Great shopping (3)  
Downtown (2)  
Home to Food Lion (2)  
Home town feel (2)  
BBQ (2)  
Convenient to I-85  
The real city of Rowan County  
Biggest small town in the county  
Busiest part of Rowan County  
A city on the rise  
Nice historic small town  
Beautiful small downtown

Stop on the way to Charlotte  
Pleasant  
Fun filled  
Authentic  
Activities  
Sleepy  
NC Theater  
Hidden gems  
Old Money  
Charming  
Picturesque  
Transitioning  
Cheerwine  
Catawba College



# Outlying Focus groups



## China Grove

Small (11)  
Rural (7)  
Quiet (2)  
County  
County living  
Historic feel  
Farms  
Friendly

## Kannapolis

Shopping (3)  
Restaurants (2)  
Suburb of Charlotte (2)  
Textiles  
Small  
Bustling  
Up & Coming  
Gateway to Charlotte  
Newer part of Rowan Co.

## Spencer

NC Transportation Museum (8)  
County living  
Rural  
History  
Family activities  
Small  
Pass thru

## East Spencer

Small (3)  
Rural (3)  
Train Museum (2)  
Old (2)  
Quiet (2)

## Gold Hill

Rural (3)  
Very small  
Old

## Faith

4th of July Parade  
Boring

## Landis

Small (3)  
County  
Rural  
Traffic  
Old

## Cleveland

Very Small  
Homey feel  
Diverse  
Economically challenged  
Farms

## Rockwell

Small  
Country  
Nothing to do  
Country store  
Historic

## Mt. Ulla

Simple living  
Lazy 5 Ranch







Rowan County is where the farmers and people who want the slower pace country lifestyle live.

Rowan County is the place in North Carolina where the \_\_\_\_\_ live.

Farmers (5)

Country people (4)

People who like a slower pace (3)

Retired people (3)

Native North Carolinians (2)

Easy going people (2)

Working Class

People who enjoy racing

People who like the city but choose not to live there

Folks that love country/small town living

Traditional people

Elderly

Rural people

Older generation

People who enjoy the small town life

Affluent

Middle Class

Country lovers

Easy-going people



Rowan County is where the farmers and people who want the slower pace country lifestyle live.

Rowan County is the place in North Carolina for the \_\_\_\_\_ type of business.

Agriculture/Farming (7)

Small (7)

Manufacturing (4)

Rural (2)

Family run (2)

NASCAR (2)

Educational

Industrial

Up & Coming

Transportation

Growing

Recreational

Blue Collar

Technology

Retail

Textile



Rowan County is where the farmers and people who want the slower pace country lifestyle live.

Rowan County is the place in North Carolina we go for \_\_\_\_\_.

Peace & quiet (5)  
NC Transportation Museum (3)  
Exclusive eateries (3)  
Relaxation (3)  
Dan Nicholas Park (2)  
Small town events (2)  
Eggs & meat from the farm  
Escape from the city  
Sunday afternoon getaway  
A small getaway  
Parks  
Fresh air  
Unique boutique shopping  
Fresh & quiet time

Getting back to our historic roots Fun  
Family time  
Hiking/exploring  
Kayaking  
Pleasure  
BBQ & Cheerwine  
Quick meal on the way to Charlotte Antiques  
Slowed down relaxing weekend  
History & Heritage

