Manassas, VA

Brand Barometer Methodology

Purpose
The Community Brand Barometer measures strength of the Manassas brand according to:
- Resident satisfaction with and advocacy for Manassas as a place to live, visit, and conduct business
- Manassas satisfaction/advocacy relative to the nation.

Methodology & Results
Significant research* on a wide variety of customer satisfaction metrics found a single powerful question has the greatest ability both to measure current resident satisfaction and predict future community growth. That question, "Would you recommend your city to a friend or colleague as a place to live (or work or visit)?" is powerful because it surpasses the basic model of economic exchange, where money is spent for products or services. People who score their community high on the Brand Barometer actively recruit new residents, visitors, and businesses through positive word-of-mouth marketing. It is very personal. By making a strong recommendation, they are willing to risk their own character, trustworthiness and overall reputation for no tangible reward.

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants in the community-wide surveys answered three questions:
- Would you recommend living in Manassas to a friend or colleague?
- Would you recommend visiting Manassas to a friend or colleague?
- Would you recommend conducting business in Manassas to a friend or colleague?

Research conducted by Satmetrix Systems, Inc., Bain & Company and Fred Reichheld, author of "The One Number You Need to Grow," Harvard Business Review *(Dec. 2003).*

Brand Barometer

Methodology & Results (cont.)

Responses are measured on a 10-point scale with 1 being "Not at all likely" and 10 being "Extremely likely." Results are presented on an individual respondent level as well as an aggregate Brand Advocacy Score. Scores are calculated with response percentages in the following categories:

- Promoters (9 or 10) – Loyal residents who will continue fueling your growth and promoting your brand.
- Passives (7 or 8) – Satisfied but unenthusiastic residents who are vulnerable to other opinions and brands.
- Detractors (1-6) – Unhappy residents who can damage your brand and impede growth through negative referrals.

Brand Advocacy Score = % Promoters − % Detractors

Manassas's Brand Advocacy Score can then be compared to a benchmark score that has been derived for the entire nation. North Star employs multiple survey methods through proprietary sources to determine national averages. Scores represent a stratified random sample of the entire U.S. population and are updated on a regular basis. You can use this information to track your own brand performance relative to national trends over time. In addition, you can repeat the Brand Barometer after a designated period and compare the results to your own benchmark score for an on-going metric of how community attitudes change over time and in response to specific events or activities.
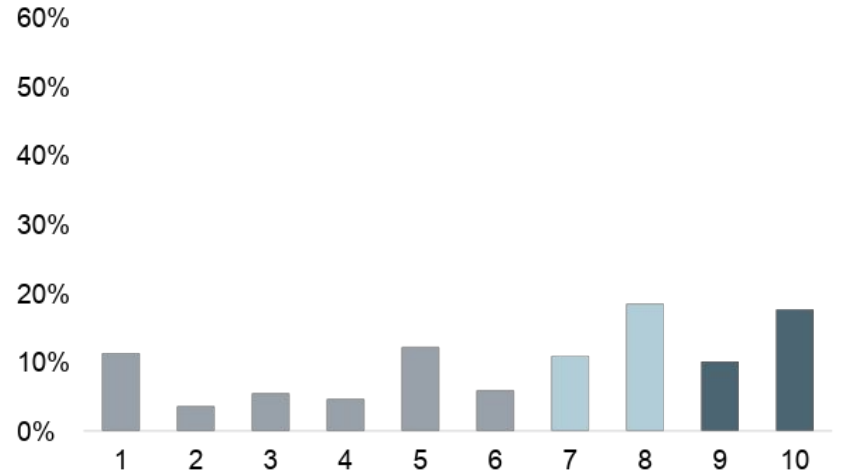
2015 Brand Barometer

On a scale of 1 to 10 with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend living in Manassas to a friend or colleague?

BRAND BAROMETER

Living in Manassas		
1	11.3%	Detractors
2	3.6%	
3	5.5%	
4	4.6%	**42.98%**
5	12.2%	
6	5.9%	
7	10.9%	Passives
8	18.4%	**29.35%**
9	10.1%	Promoters
10	17.6%	**27.67%**

Living in Manassas, VA

On a scale of 1 to 10 with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend visiting Manassas to a friend or colleague?

BRAND BAROMETER

Visiting Manassas		
1	4.0%	Detractors
2	2.3%	
3	3.2%	
4	4.0%	**28.6%**
5	8.4%	
6	6.7%	
7	7.8%	Passives
8	15.2%	**22.9%**
9	14.5%	Promoters
10	33.9%	**48.4%**

Visiting Manassas, VA

2015

On a scale of 1 to 10 with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend conducting business in Manassas to a friend or colleague?
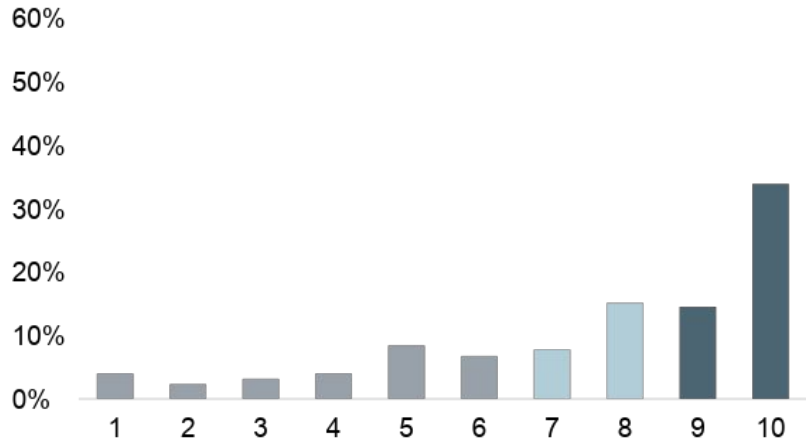
BRAND BAROMETER

Conducting Business in Manassas		
1	7.0%	Detractors
2	4.2%	
3	4.0%	
4	4.2%	**39.5%**
5	12.7%	
6	7.4%	
7	11.6%	Passives
8	16.0%	**27.6%**
9	12.2%	Promoters
10	20.7%	**32.9%**

Conducting Business in Manassas, VA
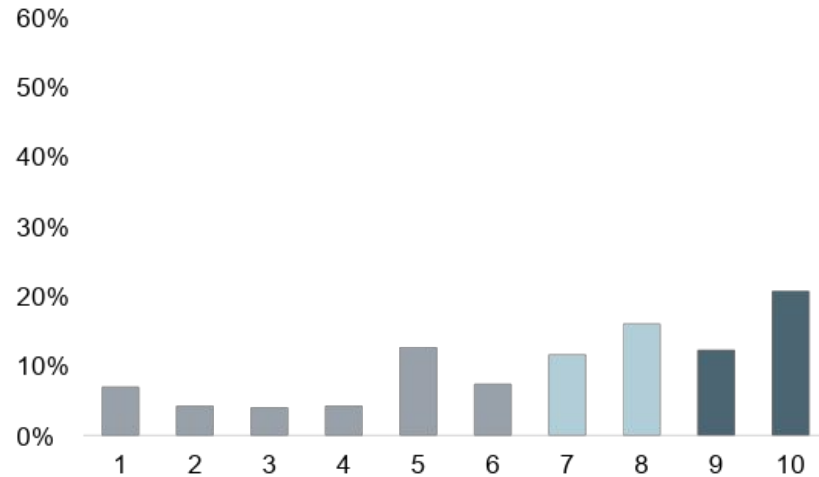
Living in Your City	National	Manassas, VA
1	3.6%	11.3%
2	2.1%	3.6%
3	3.1%	5.5%
4	3.1%	4.6%
5	9.0%	12.2%
6	7.3%	5.9%
7	12.7%	10.9%
8	18.5%	18.4%
9	14.2%	10.1%
10	26.5%	17.6%

Visiting Your City	National	Manassas, VA
1	2.8%	4.0%
2	2.0%	2.3%
3	2.9%	3.2%
4	3.6%	4.0%
5	9.5%	8.4%
6	8.3%	6.7%
7	12.2%	7.8%
8	16.9%	15.2%
9	14.4%	14.5%
10	27.3%	33.9%

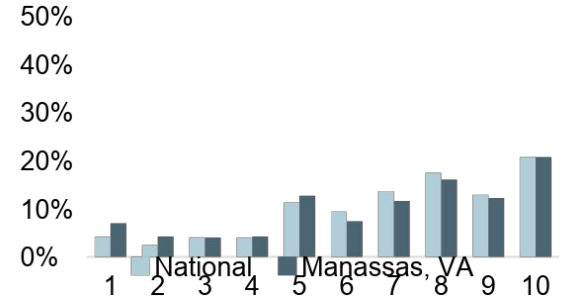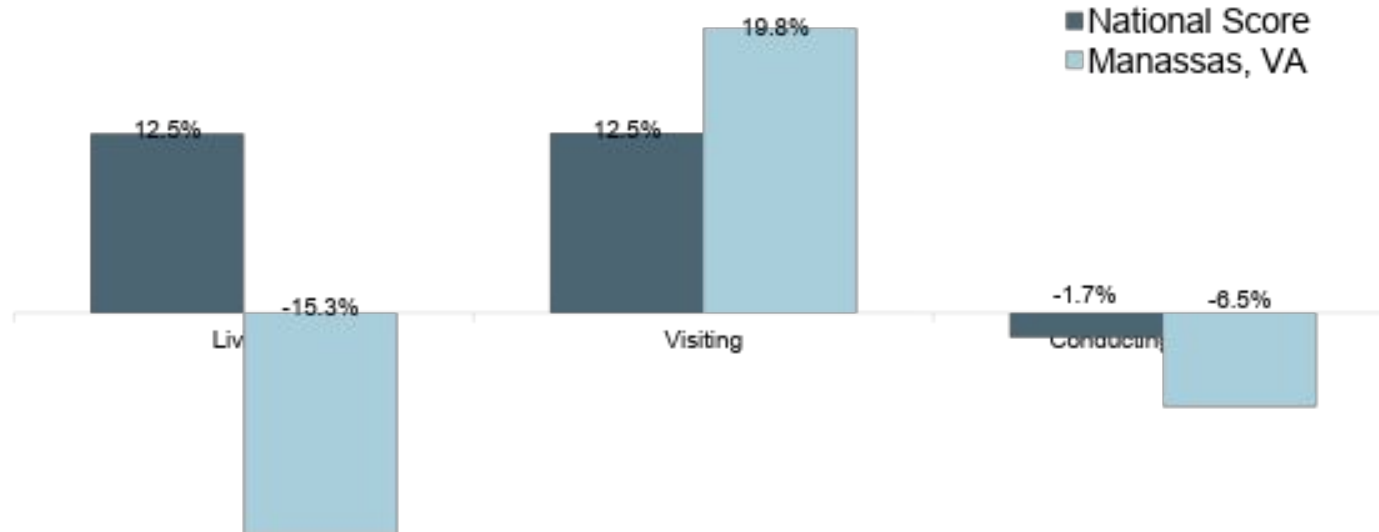| Conducting Business in Your City	National	Manassas, VA
1	4.2%	7.0%
2	2.4%	4.2%
3	4.0%	4.0%
4	4.0%	4.2%
5	11.3%	12.7%
6	9.4%	7.4%
7	13.6%	11.6%
8	17.4%	16.0%
9	12.9%	12.2%
10	20.7%	20.7%

As a place to live...
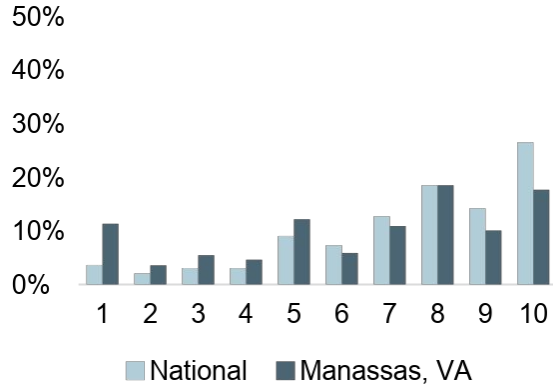
As a place to visit...
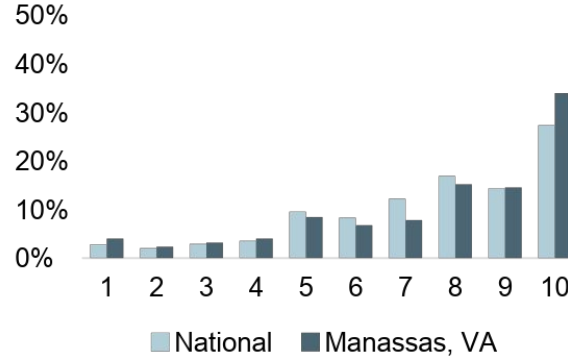
As a place to conduct business...

Brand Advocacy Comparison

Brand Advocacy Score = % Promoters – % Detractors

When removing the Passives category, one can see that Manassas underperforms in the Living and Conducting Business categories, but outpaces the national average as a recommended place to visit.
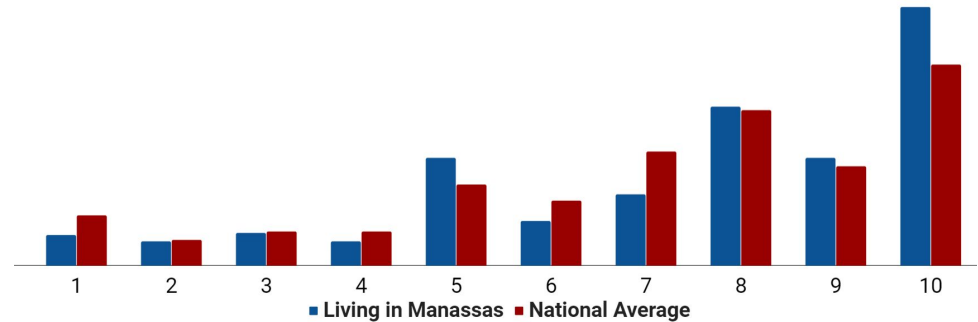
2018 Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend the following to a friend or colleague... *Living in Manassas*

3.6% — 1
2.8% — 2
3.8% — 3
2.8% — 4
12.5% — 5
5.2% — 6
8.3% — 7
18.4% — 8
12.5% — 9
30.0% — 10

Detractors

Passive

Promoters
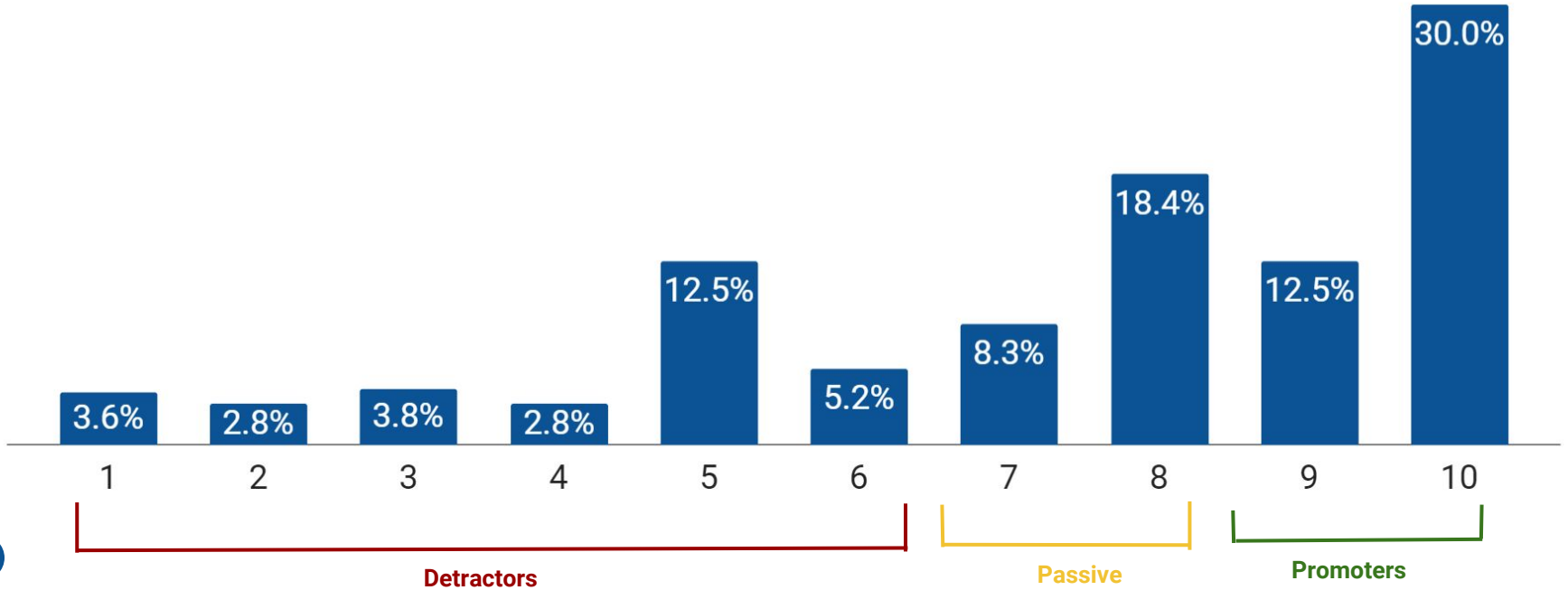
On a scale of 1 to 10 with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend... Living in Manassas

	Living in Manassas	National Average	Manassas	National
1	3.6%	5.87%	**Detractors**	**Detractors**
2	2.8%	3.02%		
3	3.8%	3.94%		
4	2.8%	3.99%		
5	12.5%	9.42%		
6	5.2%	7.58%	**30.7%**	**33.83%**
7	8.3%	13.26%	**Passives**	**Passives**
8	18.4%	18.04%	**26.7%**	**31.29%**
9	12.5%	11.50%	**Promoters**	**Promoters**
10	30.0%	23.37%	**42.6%**	**34.88%**

2018

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend the following to a friend or colleague… *Living in Manassas*
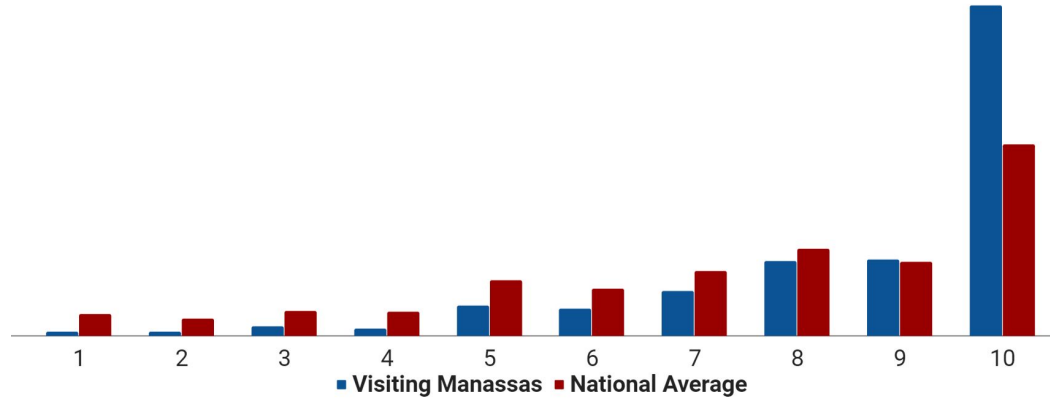
11.81%

Overall Brand Advocacy Score
Living in Manassas
(% of Promoters minus % of Detractors)

Brand Barometer

	Visiting Manassas	National Average	Manassas	National
1	0.7%	3.64%	Detractors	Detractors
2	0.7%	2.89%		
3	1.7%	4.08%		
4	1.2%	4.01%		
5	5.0%	9.14%		
6	4.5%	7.78%	13.7%	31.54%
7	7.3%	10.70%	Passives	Passives
8	12.3%	14.26%	19.6%	24.96%
9	12.5%	12.13%	Promoters	Promoters
10	54.1%	31.37%	66.7%	43.50%

■ Visiting Manassas ■ National Average

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Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend the following to a friend or colleague…*Visiting Manassas*
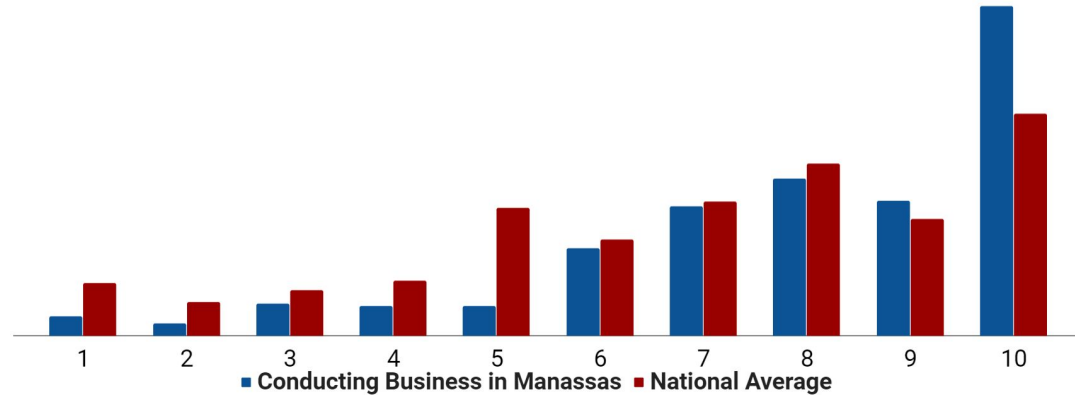
52.97%

Overall Brand Advocacy Score
Visiting Manassas
(% of Promoters minus % of Detractors)
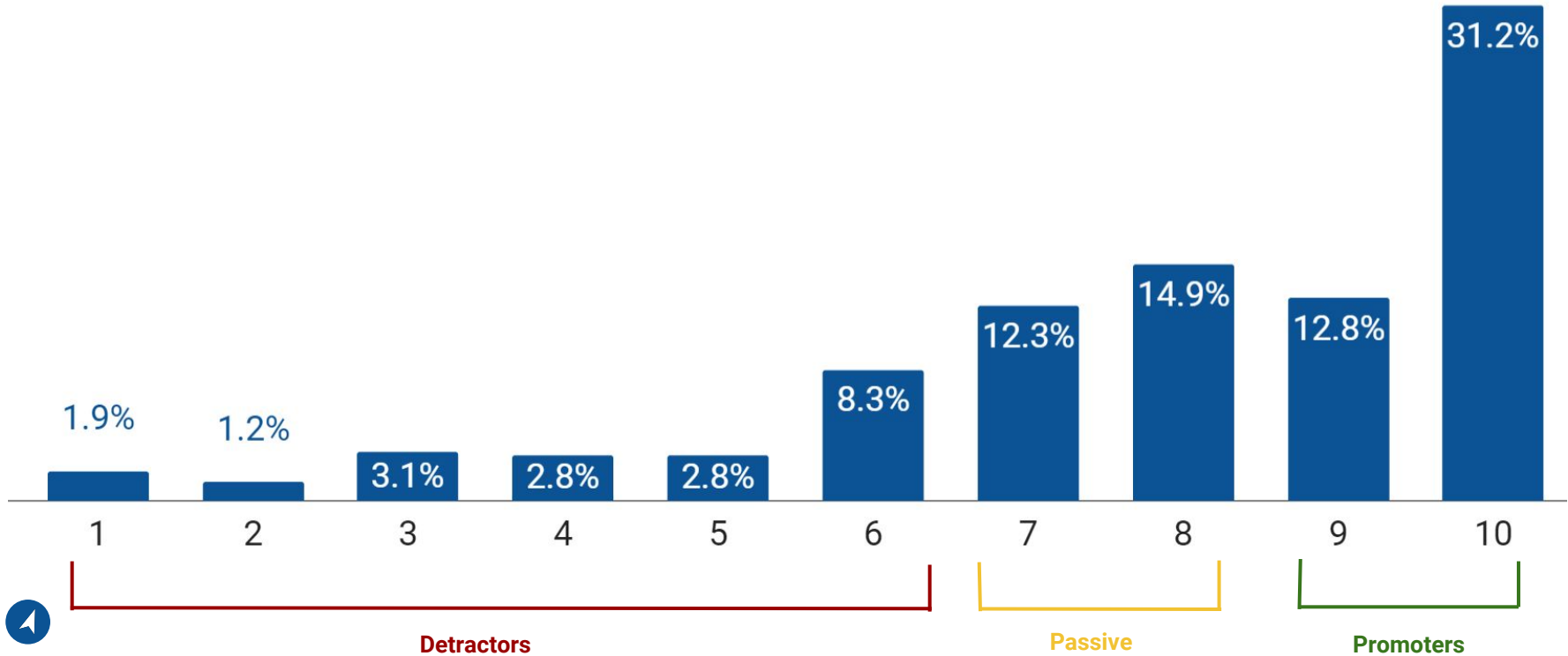
Brand Barometer

	Conducting Business in Manassas	National Average	Manassas	National Average
1	1.9%	4.98%	Detractors	Detractors
2	1.2%	3.19%		
3	3.1%	4.35%		
4	2.8%	5.26%		
5	2.8%	12.12%		
6	8.3%	9.10%	20.1%	39.00%
7	12.3%	12.67%	Passives	Passives
8	14.9%	16.32%	27.2%	28.98%
9	12.8%	11.06%	Promoters	Promoters
10	31.2%	20.98%	44.0%	32.04%

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15.15%

Overall Brand Advocacy Score
Conducting Business in Manassas
(% of Promoters minus % of Detractors)