



THE NCSTM
The National Citizen SurveyTM

Davidson, NC

Dashboard Summary of Findings

2017



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Davidson’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Davidson’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall, ratings for the dimensions of community livability were strong and similar to or higher than ratings seen in other communities across the nation. Aspects of Safety and Education and Enrichment within the pillars of Community Characteristics and Governance received exceptionally high ratings. Within the pillar of Community Characteristics, Davidson residents also gave very strong ratings to general aspects, Natural Environment, Economy and Community Engagement, and within Governance, residents also awarded high marks to aspects of Built Environment. Respondents’ reported levels of Participation in Built Environment and Community Engagement were higher than levels seen in other communities nationwide.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	23	22	4	9	30	0	13	22	1
General	7	0	0	1	2	0	0	3	0
Safety	2	1	0	4	2	0	1	2	0
Mobility	1	3	4	0	8	0	1	1	1
Natural Environment	1	1	0	0	5	0	0	3	0
Built Environment	1	4	0	2	2	0	2	0	0
Economy	4	4	0	0	1	0	1	2	0
Recreation and Wellness	1	5	0	0	3	0	0	5	0
Education and Enrichment	3	2	0	1	0	0	1	2	0
Community Engagement	3	2	0	1	7	0	7	4	0

Legend	
	Higher
	Similar
	Lower

The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑↑	95%	Customer service	↔	↑	90%	Recommend Davidson	↔	↔	92%
	Overall quality of life	↔	↑	94%	Services provided by Davidson	↔	↔	86%	Remain in Davidson	↔	↔	85%
	Place to retire	↔	↑	85%	Services provided by the Federal Government	↔	↔	40%	Contacted Davidson employees	↔	↔	48%
	Place to raise children	↔	↑	97%								
	Place to live	↔	↑	96%								
	Neighborhood	↔	↑	96%								
Safety	Overall image	↔	↑↑	93%								
	Overall feeling of safety	↔	↑	97%	Police	↔	↑	96%	Was NOT the victim of a crime	↔	↔	94%
	Safe in neighborhood	↔	↔	98%	Crime prevention	↔	↑↑	95%	Did NOT report a crime	↔	↑	88%
	Safe downtown/commercial area	↔	↑	99%	Fire	↑	↔	99%	Stocked supplies for an emergency	↔	↔	32%
					Fire prevention	↔	↑	91%				
					Emergency preparedness	↓	↔	64%				
Mobility					Animal control	↔	↑	77%				
	Traffic flow	↓	↓	27%	Traffic enforcement	↔	↔	77%	Carpooled instead of driving alone	↔	↔	46%
	Travel by car	↓	↓	44%	Street repair	↔	↔	58%	Walked or biked instead of driving	↔	↑	69%
	Travel by bicycle	↓	↔	59%	Street cleaning	↔	↔	77%	Used public transportation instead of driving	↔	↓	13%
	Ease of walking	↓	↑	82%	Street lighting	↔	↔	70%				
	Travel by public transportation	↔	↓	19%	Snow removal	↑	↔	72%				
	Overall ease travel	↓	↔	66%	Sidewalk maintenance	↔	↔	62%				
Natural Environment	Public parking	↓	↓	29%	Traffic signal timing	↔	↔	64%				
	Paths and walking trails	↓	↔	75%	Bus or transit services	↔	↔	52%				
	Overall natural environment	↓	↔	86%	Garbage collection	↔	↔	86%	Recycled at home	↔	↔	95%
	Cleanliness	↔	↑	95%	Recycling	↓	↔	80%	Conserved water	↔	↔	77%
					Yard waste pick-up	↔	↔	79%	Made home more energy efficient	↓	↔	72%
Built Environment					Open space	↓	↔	66%				
					Natural areas preservation	↓	↔	62%				
	New development in Davidson	↓	↔	57%	Storm drainage	↑	↑	78%	NOT experiencing housing cost stress	↔	↑	84%
	Affordable quality housing	↓	↔	36%	Land use, planning and zoning	↓	↔	42%	Did NOT observe a code violation	↑	↑↑	77%
	Housing options	↓	↔	59%	Code enforcement	↔	↑	70%				
Built Environment	Overall built environment	↓	↔	70%	Cable television	↔	↔	41%				
	Public places	↔	↑	84%								

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

The National Citizen Survey™

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↑	81%	Economic development	↓	↔	65%	Economy will have positive impact on income	↑	↑	46%
	Shopping opportunities	↑	↔	52%					Purchased goods or services in Davidson	↔	↔	96%
	Employment opportunities	↔	↔	37%					Work in Davidson	↔	↔	38%
	Place to visit	↔	↑	84%								
	Cost of living	↔	↔	40%								
	Vibrant downtown/commercial area	↑	↑↑	77%								
	Place to work	↔	↑	75%								
Recreation and Wellness	Business and services	↔	↔	78%								
	Fitness opportunities	↔	↔	76%	Town parks	↔	↔	86%	In very good to excellent health	↔	↔	81%
	Recreational opportunities	↓	↔	73%	Recreation centers	↔	↔	67%	Used Davidson recreation centers	↔	↔	53%
	Food	↔	↔	67%	Recreation programs	↔	↔	80%	Visited a Town park	↔	↔	86%
	Mental health care	↔	↔	57%					Ate 5 portions of fruits and vegetables	↔	↔	92%
	Health and wellness	↔	↑	84%					Participated in moderate or vigorous physical activity	↔	↔	93%
Education and Enrichment	Preventive health services	↔	↔	74%								
	Cultural/arts/music activities	↓	↑	79%	Special events	↓	↑	82%	Used Davidson public libraries	↓	↔	63%
	Child care/preschool	↓	↔	61%					Participated in religious or spiritual activities	↔	↔	52%
	Religious or spiritual events and activities	↔	↔	89%					Attended a Town-sponsored event	↔	↑↑	78%
	Adult education	↔	↑	79%								
Community Engagement	Overall education and enrichment	↔	↑	91%								
	Opportunities to participate in community matters	↔	↑	81%	Public information	↓	↔	77%	Sense of community	↔	↑	85%
	Opportunities to volunteer	↓	↔	83%	Overall direction	↓	↔	51%	Voted in local elections	↑	↑	91%
	Openness and acceptance	↔	↔	67%	Value of services for taxes paid	↔	↔	68%	Talked to or visited with neighbors	↔	↔	96%
	Social events and activities	↓	↑	78%	Welcoming citizen involvement	↓	↑	70%	Attended a local public meeting	↑	↑↑	45%
	Neighborliness	↔	↑	78%	Confidence in Town government	↓	↔	57%	Watched a local public meeting	*	↔	18%
					Acting in the best interest of Davidson	↓	↔	58%	Volunteered	↔	↑	51%
					Being honest	↓	↔	63%	Participated in a club	↔	↔	37%
					Treating all residents fairly	↓	↔	64%	Campaigned for an issue, cause or candidate	↑	↑↑	43%
									Contacted Davidson elected officials	↑	↑	31%
								Read or watched local news	↔	↔	85%	
								Done a favor for a neighbor	↔	↑	93%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available