



THE NCSTM
The National Citizen SurveyTM

Davidson, NC

Comparisons by Geographic Subgroups

2017



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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. This report discusses differences in opinion of survey respondents by zone (where Zone 1 was West Davidson, Zone 2 was Central Davidson, Zone 3 was East Davidson and Zone 4 contained only residents who received their mail from P.O. boxes).

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between zones are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (565 completed surveys). For each zone, the margin of error rises to approximately plus or minus nine percentage points since sample sizes were approximately 152 for West Davidson, 133 for Central Davidson, 146 for East Davidson and 134 for P.O. boxes. Notable differences between zones included the following:

- Within the pillar of Community Characteristics, respondents who lived in Central Davidson tended to give more positive ratings to Davidson as a place to retire than residents of other Town areas. Where differences were noted, residents from West Davidson were less likely to positively rate aspects of Mobility than their counterparts. However, there was one exception: residents of West Davidson tended to give more positive ratings to the ease of travel by public transportation. Respondents who used a P.O. Box to receive mail tended to give less positive ratings to several aspects of Economy than their counterparts.
- When asked about aspects of general Governance and the Town of Davidson’s leadership, several differences were noted. Broadly, residents from West Davidson and Central Davidson tended to give somewhat higher ratings to aspects of general Governance than their counterparts in East Davidson and those who received their mail via a P.O. box. Within Safety, participants from Central Davidson were less likely to positively rate police services than respondents from other areas.
- Within the pillar of Participation, respondents from West Davidson and residents who used P.O. Boxes were less likely to give high marks to the sense of community in Davidson and were less likely to report plans to stay in the community for the coming five years. Broadly, residents from West Davidson were less likely to report participating in aspects of Community Engagement than their counterparts.
- The availability of affordable quality housing in Davidson was rated more favorably by respondents from East Davidson, but received less positive ratings from residents who used P.O. boxes. When asked about their level of support for various measures to increase the supply of affordable housing in Davidson, respondents from East Davidson were less likely to support each of the four proposed measures.
- Residents from East Davidson were less likely to indicate that any types of additional cycling infrastructure would increase their likelihood of riding a bicycle than their counterparts in other Town areas.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
The overall quality of life in Davidson	93%	96%	98%	90%	94%
Overall image or reputation of Davidson	93%	95%	94%	89%	93%
Davidson as a place to live	95%	99%	97%	92%	96%
Your neighborhood as a place to live	93%	96%	100%	95%	96%
Davidson as a place to raise children	95%	99%	97%	95%	97%
Davidson as a place to retire	81%	95%	83%	84%	85%
Overall appearance of Davidson	93%	96%	98%	91%	95%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Overall feeling of safety in Davidson	96%	99%	100%	93%	97%
In your neighborhood during the day	98%	100%	99%	98%	98%
In Davidson's downtown/commercial area during the day	97%	100%	99%	98%	99%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Overall ease of getting to the places you usually have to visit	70%	70%	58%	66%	66%
Traffic flow on major streets	25%	33%	25%	26%	27%
Ease of public parking	32%	23%	29%	28%	29%
Ease of travel by car in Davidson	48%	47%	39%	41%	44%
Ease of travel by public transportation in Davidson	33%	9%	9%	17%	19%
Ease of travel by bicycle in Davidson	47%	70%	70%	51%	59%
Ease of walking in Davidson	74%	90%	88%	80%	82%
Availability of paths and walking trails	59%	86%	84%	76%	75%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Quality of overall natural environment in Davidson	85%	94%	91%	75%	86%
Cleanliness of Davidson	92%	98%	99%	91%	95%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Overall "built environment" of Davidson (including overall design, buildings, parks and transportation systems)	74%	83%	59%	67%	70%
Public places where people want to spend time	90%	84%	85%	76%	84%
Variety of housing options	52%	68%	73%	44%	59%
Availability of affordable quality housing	29%	46%	60%	16%	36%
Overall quality of new development in Davidson	59%	66%	59%	45%	57%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Overall economic health of Davidson	83%	90%	76%	77%	81%
Davidson as a place to work	85%	78%	73%	63%	75%
Davidson as a place to visit	89%	86%	79%	82%	84%
Employment opportunities	34%	44%	42%	30%	37%
Shopping opportunities	53%	54%	47%	53%	52%
Cost of living in Davidson	41%	43%	47%	29%	40%
Overall quality of business and service establishments in Davidson	74%	77%	85%	76%	78%
Vibrant downtown/commercial area	79%	83%	80%	68%	77%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Health and wellness opportunities in Davidson	79%	90%	84%	85%	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	72%	70%	84%	80%	76%
Recreational opportunities	76%	64%	77%	71%	73%
Availability of affordable quality food	66%	67%	73%	62%	67%
Availability of preventive health services	75%	75%	86%	59%	74%
Availability of affordable quality mental health care	64%	53%	74%	40%	57%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Overall opportunities for education and enrichment	89%	96%	90%	90%	91%
Availability of affordable quality child care/preschool	60%	70%	67%	48%	61%
Adult educational opportunities	73%	94%	77%	75%	79%
Opportunities to attend cultural/arts/music activities	77%	82%	86%	73%	79%
Opportunities to participate in religious or spiritual events and activities	86%	85%	96%	86%	89%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Opportunities to participate in social events and activities	79%	78%	79%	73%	78%
Opportunities to volunteer	81%	92%	83%	79%	83%
Opportunities to participate in community matters	77%	89%	80%	77%	81%
Openness and acceptance of the community toward people of diverse backgrounds	65%	73%	72%	61%	67%
Neighborliness of residents in Davidson	75%	82%	85%	71%	78%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
The Town of Davidson	89%	92%	86%	78%	86%
The value of services for the taxes paid to Davidson	73%	72%	60%	66%	68%
The overall direction that Davidson is taking	62%	50%	42%	48%	51%
The job Davidson government does at welcoming citizen involvement	70%	81%	69%	63%	70%
Overall confidence in Davidson government	69%	62%	43%	53%	57%
Generally acting in the best interest of the community	67%	63%	50%	53%	58%
Being honest	69%	71%	56%	55%	63%
Treating all residents fairly	70%	73%	55%	61%	64%
Overall customer service by Davidson employees (police, receptionists, planners, etc.)	91%	92%	90%	86%	90%
The Federal Government	43%	45%	32%	40%	40%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Police services	99%	86%	97%	97%	96%
Fire services	99%	98%	100%	98%	99%
Crime prevention	95%	96%	96%	92%	95%
Fire prevention and education	94%	89%	99%	80%	91%
Animal control	75%	80%	88%	66%	77%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	65%	66%	61%	66%	64%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Traffic enforcement	85%	66%	84%	67%	77%
Street repair	63%	64%	49%	56%	58%
Street cleaning	80%	83%	73%	74%	77%
Street lighting	78%	79%	56%	69%	70%
Snow removal	73%	84%	69%	63%	72%
Sidewalk maintenance	66%	64%	59%	59%	62%
Traffic signal timing	77%	62%	54%	61%	64%
Bus or transit services	79%	48%	34%	32%	52%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Garbage collection	89%	77%	87%	88%	86%
Recycling	71%	74%	85%	89%	80%
Yard waste pick-up	80%	83%	79%	76%	79%
Preservation of natural areas such as open space, farmlands and greenbelts	67%	64%	57%	60%	62%
Davidson open space	66%	78%	65%	58%	66%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Storm drainage	82%	78%	72%	79%	78%
Land use, planning and zoning	52%	40%	34%	41%	42%
Code enforcement (weeds, abandoned buildings, etc.)	64%	74%	79%	61%	70%
Cable television	49%	45%	24%	48%	41%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Economic development	63%	73%	65%	61%	65%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Town parks	89%	85%	90%	78%	86%
Recreation programs or classes	81%	82%	83%	73%	80%
Recreation centers or facilities	68%	64%	70%	63%	67%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Town-sponsored special events	87%	81%	82%	76%	82%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Public information services	78%	74%	77%	76%	77%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Sense of community	82%	90%	90%	81%	85%
Recommend living in Davidson to someone who asks	92%	91%	94%	89%	92%
Remain in Davidson for the next five years	80%	90%	93%	79%	85%
Contacted the Town of Davidson (in-person, phone, email or web) for help or information	47%	50%	42%	53%	48%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Was NOT the victim of a crime	96%	91%	95%	92%	94%
Did NOT report a crime	89%	85%	91%	87%	88%
Stocked supplies in preparation for an emergency	40%	29%	27%	29%	32%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Walked or biked instead of driving	79%	67%	52%	79%	69%
Carpooled with other adults or children instead of driving alone	35%	56%	49%	49%	46%
Used bus, rail or other public transportation instead of driving	10%	26%	8%	8%	13%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Recycle at home	94%	100%	90%	99%	95%
Made efforts to make your home more energy efficient	79%	63%	75%	66%	72%
Made efforts to conserve water	81%	76%	67%	83%	77%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
NOT under housing cost stress	84%	80%	91%	82%	84%
Did NOT observe a code violation	81%	76%	76%	75%	77%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Purchase goods or services from a business located in Davidson	96%	95%	95%	98%	96%
Economy will have positive impact on income	43%	37%	57%	44%	46%
Work in Davidson	29%	43%	41%	43%	38%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Used Davidson recreation centers or their services	50%	46%	56%	58%	53%
Visited a neighborhood park or Town park	85%	84%	87%	89%	86%
Eat at least 5 portions of fruits and vegetables a day	88%	95%	89%	96%	92%
Participate in moderate or vigorous physical activity	89%	96%	93%	97%	93%
Reported being in "very good" or "excellent" health	79%	82%	82%	85%	81%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Used Davidson public libraries or their services	57%	65%	69%	65%	63%
Participated in religious or spiritual activities in Davidson	47%	52%	52%	58%	52%
Attended a Town-sponsored event	76%	79%	74%	86%	78%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Campaigned or advocated for an issue, cause or candidate	32%	49%	42%	56%	43%
Contacted Davidson elected officials (in-person, phone, email or web) to express your opinion	26%	37%	26%	38%	31%
Volunteered your time to some group/activity in Davidson	43%	58%	47%	62%	51%
Participated in a club	28%	39%	38%	47%	37%
Talked to or visited with your immediate neighbors	94%	91%	100%	98%	96%
Done a favor for a neighbor	88%	89%	98%	97%	93%
Attended a local public meeting	41%	40%	46%	52%	45%
Watched (online) a local public meeting	16%	16%	21%	17%	18%
Read or watch local news (via television, paper, computer, etc.)	89%	75%	87%	88%	85%
Vote in local elections	85%	98%	88%	98%	91%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Overall feeling of safety in Davidson	86%	75%	91%	80%	83%
Overall ease of getting to the places you usually have to visit	84%	87%	87%	83%	85%
Quality of overall natural environment in Davidson	88%	79%	87%	86%	85%
Overall "built environment" of Davidson (including overall design, buildings, parks and transportation systems)	91%	87%	86%	81%	87%
Health and wellness opportunities in Davidson	63%	66%	60%	64%	63%
Overall opportunities for education and enrichment	61%	55%	63%	69%	62%
Overall economic health of Davidson	87%	86%	88%	84%	87%
Sense of community	81%	88%	88%	80%	84%

Table 29: Question 14

To what extent would you support or oppose the following measures to increase the supply of affordable (not subsidized) housing in Davidson: (Percent rating as "Strongly support" or "Somewhat support").	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Increase property taxes by \$.01/\$100 valuation (approximately \$25/year for a \$250,000 home)	56%	62%	29%	61%	51%
Allocate funds from the Town budget without a tax increase	64%	56%	44%	76%	60%
Provide incentives to developers in the form of additional density, a quicker approval process, etc.	53%	38%	29%	47%	42%
Require a fee from developers, which the Town would use to provide affordable housing, in lieu of developers providing affordable housing in each new housing development	65%	71%	44%	77%	64%

Table 30: Question 15

To what extent would you support or oppose using a property tax increase to finance improvements to the following facilities and programs: (Percent rating as "Strongly support" or "Somewhat support").	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Road improvements including street connections and intersection improvements	75%	82%	85%	82%	81%
Rectangular athletic fields suitable for soccer	51%	62%	50%	59%	55%
Diamond playing fields suitable for baseball, kickball, etc.	47%	59%	42%	54%	50%
Greenways and multi-use paths	80%	87%	82%	81%	82%
Open space land purchases	61%	72%	67%	75%	68%
Sidewalks	84%	86%	83%	86%	85%
Cultural facilities (museum, performing arts venue, etc.)	61%	56%	57%	65%	60%
Local Shuttle Service	62%	50%	53%	67%	58%

Table 31: Question 16

To what extent would you support or oppose Town funds being used for the following transportation initiatives: (Percent rating as "Strongly support" or "Somewhat support").	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Shuttles to town events and the Saturday Farmers' Market	68%	69%	64%	73%	68%
Providing bike sharing or car sharing services	56%	60%	34%	63%	52%
Improving bicycle and pedestrian facilities, including bike paths and sidewalks	89%	90%	86%	74%	85%
Promoting and educating businesses and citizens about commuter options	63%	71%	58%	63%	64%

Table 32: Question 17

How likely or unlikely would you be to ride your bicycle more often if the following cycling infrastructure were made available in Davidson? (Percent rating as "Very likely" or "Somewhat likely").	Four Town Zones				Overall
	West Davidson	Central Davidson	East Davidson	P.O. Boxes	
Painted "sharrows" – shared lane markings (similar to those on Main Street in Davidson)	65%	63%	44%	48%	55%
Painted bike lanes	68%	82%	50%	61%	65%
Bike lanes with a painted buffer between car and bicycle traffic	70%	85%	59%	64%	69%
Bike lanes with a physical barrier such as bollards (posts) between car and bicycle traffic	66%	73%	46%	59%	60%
Bike lanes separated with a curb or planting strip between car and bicycle traffic	80%	76%	58%	67%	70%
Greenways or trails	91%	95%	88%	79%	89%
More bike racks Downtown	71%	74%	44%	67%	63%
More bike racks at retail and recreation destinations	73%	70%	46%	63%	63%