



Davidson, NC

Technical Appendices
DRAFT
2017



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The National Citizen Survey™
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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Davidson:	Excellent		Good		Fair		Poor		Total	
Davidson as a place to live	66%	N=372	29%	N=164	4%	N=23	0%	N=1	100%	N=561
Your neighborhood as a place to live	58%	N=327	38%	N=212	4%	N=23	0%	N=1	100%	N=562
Davidson as a place to raise children	65%	N=327	31%	N=157	2%	N=12	1%	N=6	100%	N=501
Davidson as a place to work	44%	N=167	31%	N=119	18%	N=70	7%	N=26	100%	N=382
Davidson as a place to visit	45%	N=240	40%	N=213	14%	N=77	2%	N=8	100%	N=538
Davidson as a place to retire	53%	N=259	32%	N=156	12%	N=58	3%	N=15	100%	N=487
The overall quality of life in Davidson	57%	N=317	38%	N=211	5%	N=27	1%	N=4	100%	N=560

Table 2: Question 2

Please rate each of the following characteristics as they relate to Davidson as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Davidson	67%	N=377	30%	N=168	3%	N=17	0%	N=1	100%	N=563
Overall ease of getting to the places you usually have to visit	26%	N=145	40%	N=227	23%	N=131	11%	N=59	100%	N=563
Quality of overall natural environment in Davidson	40%	N=224	46%	N=256	12%	N=65	2%	N=13	100%	N=559
Overall "built environment" of Davidson (including overall design, buildings, parks and transportation systems)	19%	N=104	52%	N=289	24%	N=132	6%	N=34	100%	N=559
Health and wellness opportunities in Davidson	36%	N=193	48%	N=260	15%	N=79	2%	N=9	100%	N=540
Overall opportunities for education and enrichment	45%	N=248	45%	N=247	8%	N=42	2%	N=8	100%	N=546
Overall economic health of Davidson	35%	N=184	46%	N=243	14%	N=74	5%	N=25	100%	N=525
Sense of community	47%	N=261	38%	N=210	11%	N=60	4%	N=21	100%	N=552
Overall image or reputation of Davidson	64%	N=356	29%	N=163	6%	N=35	1%	N=5	100%	N=558

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Davidson to someone who asks	67%	N=377	25%	N=138	5%	N=30	3%	N=18	100%	N=562
Remain in Davidson for the next five years	64%	N=355	21%	N=116	8%	N=45	7%	N=37	100%	N=551

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	89%	N=500	9%	N=52	1%	N=7	0%	N=2	0%	N=0	100%	N=561
In Davidson's downtown/commercial area during the day	86%	N=477	13%	N=72	1%	N=4	0%	N=2	0%	N=2	100%	N=557

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Davidson as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	4%	N=20	23%	N=130	37%	N=208	36%	N=203	100%	N=561
Ease of public parking	3%	N=14	26%	N=146	37%	N=210	34%	N=191	100%	N=561
Ease of travel by car in Davidson	8%	N=45	36%	N=200	35%	N=198	21%	N=116	100%	N=558
Ease of travel by public transportation in Davidson	4%	N=12	14%	N=41	32%	N=93	49%	N=142	100%	N=289
Ease of travel by bicycle in Davidson	19%	N=84	39%	N=169	30%	N=131	11%	N=47	100%	N=431
Ease of walking in Davidson	40%	N=221	42%	N=231	15%	N=80	3%	N=17	100%	N=550
Availability of paths and walking trails	33%	N=179	42%	N=228	20%	N=109	5%	N=27	100%	N=544
Cleanliness of Davidson	56%	N=316	38%	N=216	3%	N=19	2%	N=10	100%	N=561
Overall appearance of Davidson	56%	N=314	39%	N=216	5%	N=29	0%	N=1	100%	N=560
Public places where people want to spend time	36%	N=197	49%	N=268	12%	N=68	3%	N=19	100%	N=552
Variety of housing options	18%	N=93	40%	N=207	31%	N=158	11%	N=54	100%	N=513
Availability of affordable quality housing	13%	N=59	23%	N=103	41%	N=183	23%	N=102	100%	N=447
Fitness opportunities (including exercise classes and paths or trails, etc.)	33%	N=178	43%	N=231	21%	N=113	3%	N=14	100%	N=536
Recreational opportunities	26%	N=140	47%	N=251	24%	N=129	3%	N=17	100%	N=536
Availability of affordable quality food	26%	N=140	41%	N=227	26%	N=144	7%	N=36	100%	N=547
Availability of preventive health services	27%	N=125	47%	N=214	23%	N=103	3%	N=16	100%	N=457
Availability of affordable quality mental health care	21%	N=49	36%	N=84	27%	N=64	15%	N=35	100%	N=232

Table 6: Question 6

Please rate each of the following characteristics as they relate to Davidson as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	20%	N=45	41%	N=91	29%	N=64	11%	N=24	100%	N=224
Adult educational opportunities	31%	N=118	48%	N=182	17%	N=65	4%	N=14	100%	N=379
Opportunities to attend cultural/arts/music activities	33%	N=179	46%	N=247	18%	N=99	2%	N=12	100%	N=537
Opportunities to participate in religious or spiritual events and activities	43%	N=205	46%	N=216	10%	N=49	1%	N=5	100%	N=475
Employment opportunities	8%	N=26	29%	N=99	46%	N=155	17%	N=57	100%	N=338
Shopping opportunities	12%	N=65	40%	N=218	38%	N=207	11%	N=60	100%	N=550
Cost of living in Davidson	8%	N=44	32%	N=172	45%	N=242	15%	N=80	100%	N=538
Overall quality of business and service establishments in Davidson	23%	N=129	55%	N=302	20%	N=111	2%	N=11	100%	N=553
Vibrant downtown/commercial area	33%	N=182	44%	N=247	20%	N=111	3%	N=14	100%	N=555
Overall quality of new development in Davidson	15%	N=75	43%	N=219	29%	N=148	14%	N=72	100%	N=515
Opportunities to participate in social events and activities	31%	N=166	46%	N=245	19%	N=103	3%	N=16	100%	N=531
Opportunities to volunteer	35%	N=163	48%	N=221	15%	N=67	2%	N=10	100%	N=461
Opportunities to participate in community matters	33%	N=158	47%	N=227	15%	N=73	4%	N=20	100%	N=478
Openness and acceptance of the community toward people of diverse backgrounds	27%	N=132	40%	N=192	25%	N=119	8%	N=39	100%	N=482
Neighborliness of residents in Davidson	32%	N=171	47%	N=252	19%	N=105	3%	N=14	100%	N=541

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	23%	N=131	77%	N=429	100%	N=560
Made efforts to make your home more energy efficient	28%	N=158	72%	N=400	100%	N=558
Observed a code violation or other hazard in Davidson (weeds, abandoned buildings, etc.)	77%	N=427	23%	N=127	100%	N=554
Household member was a victim of a crime in Davidson	94%	N=524	6%	N=35	100%	N=559
Reported a crime to the police in Davidson	88%	N=495	12%	N=66	100%	N=560
Stocked supplies in preparation for an emergency	68%	N=382	32%	N=176	100%	N=559
Campaigned or advocated for an issue, cause or candidate	57%	N=316	43%	N=243	100%	N=559
Contacted the Town of Davidson (in-person, phone, email or web) for help or information	52%	N=294	48%	N=266	100%	N=560
Contacted Davidson elected officials (in-person, phone, email or web) to express your opinion	69%	N=384	31%	N=174	100%	N=558

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Davidson?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Davidson recreation centers or their services	12%	N=64	12%	N=66	28%	N=154	47%	N=256	100%	N=540
Visited a neighborhood park or Town park	25%	N=136	27%	N=151	35%	N=192	14%	N=76	100%	N=556
Used Davidson public libraries or their services	12%	N=65	20%	N=109	32%	N=178	37%	N=203	100%	N=555
Participated in religious or spiritual activities in Davidson	14%	N=78	20%	N=113	17%	N=97	48%	N=266	100%	N=555
Attended a Town-sponsored event	4%	N=23	9%	N=51	65%	N=359	22%	N=119	100%	N=552
Used bus, rail or other public transportation instead of driving	3%	N=16	1%	N=8	8%	N=46	87%	N=486	100%	N=556
Carpooled with other adults or children instead of driving alone	12%	N=65	15%	N=84	20%	N=109	54%	N=299	100%	N=557
Walked or biked instead of driving	24%	N=133	22%	N=122	23%	N=129	31%	N=170	100%	N=554
Volunteered your time to some group/activity in Davidson	10%	N=57	14%	N=78	27%	N=151	49%	N=269	100%	N=555
Participated in a club	7%	N=38	11%	N=63	19%	N=107	63%	N=348	100%	N=555
Talked to or visited with your immediate neighbors	59%	N=326	26%	N=147	11%	N=61	4%	N=24	100%	N=557
Done a favor for a neighbor	23%	N=129	37%	N=203	33%	N=183	7%	N=40	100%	N=555

Table 9: Question 9

Thinking about local public meetings (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	5%	N=30	39%	N=217	55%	N=309	100%	N=556
Watched (online) a local public meeting	0%	N=0	3%	N=14	15%	N=83	82%	N=455	100%	N=553

Table 10: Question 10

Please rate the quality of each of the following services in Davidson:	Excellent		Good		Fair		Poor		Total	
Police services	58%	N=298	37%	N=190	4%	N=20	0%	N=2	100%	N=510
Fire services	63%	N=281	36%	N=161	1%	N=5	0%	N=0	100%	N=447
Crime prevention	50%	N=238	45%	N=215	5%	N=23	0%	N=1	100%	N=477
Fire prevention and education	47%	N=176	44%	N=165	8%	N=32	1%	N=3	100%	N=376
Traffic enforcement	31%	N=159	46%	N=234	15%	N=77	8%	N=43	100%	N=513
Street repair	15%	N=81	42%	N=224	30%	N=158	12%	N=65	100%	N=527

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Please rate the quality of each of the following services in Davidson:	Excellent		Good		Fair		Poor		Total	
Street cleaning	21%	N=110	56%	N=287	17%	N=88	6%	N=29	100%	N=514
Street lighting	20%	N=108	50%	N=267	20%	N=110	9%	N=50	100%	N=535
Snow removal	30%	N=138	42%	N=191	21%	N=98	7%	N=32	100%	N=459
Sidewalk maintenance	16%	N=84	46%	N=241	25%	N=132	12%	N=64	100%	N=521
Traffic signal timing	18%	N=92	47%	N=244	27%	N=144	9%	N=45	100%	N=525
Bus or transit services	14%	N=32	38%	N=88	23%	N=53	24%	N=56	100%	N=228
Garbage collection	37%	N=201	48%	N=259	11%	N=58	3%	N=18	100%	N=535
Recycling	36%	N=194	44%	N=234	12%	N=64	9%	N=46	100%	N=539
Yard waste pick-up	32%	N=127	48%	N=190	16%	N=65	5%	N=18	100%	N=399
Storm drainage	26%	N=113	52%	N=230	19%	N=84	3%	N=14	100%	N=441
Town parks	38%	N=194	49%	N=252	12%	N=62	2%	N=9	100%	N=517
Recreation programs or classes	31%	N=105	49%	N=165	15%	N=51	5%	N=16	100%	N=338
Recreation centers or facilities	23%	N=83	43%	N=154	26%	N=92	8%	N=28	100%	N=356
Land use, planning and zoning	11%	N=53	31%	N=150	28%	N=134	29%	N=139	100%	N=476
Code enforcement (weeds, abandoned buildings, etc.)	24%	N=86	46%	N=168	23%	N=85	7%	N=26	100%	N=365
Animal control	31%	N=114	46%	N=167	18%	N=66	5%	N=17	100%	N=364
Economic development	18%	N=82	47%	N=211	24%	N=107	11%	N=51	100%	N=451
Public information services	30%	N=140	46%	N=215	18%	N=85	5%	N=23	100%	N=463
Cable television	15%	N=58	27%	N=106	26%	N=102	33%	N=131	100%	N=397
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	22%	N=69	42%	N=133	24%	N=77	11%	N=35	100%	N=314
Preservation of natural areas such as open space, farmlands and greenbelts	25%	N=123	37%	N=187	18%	N=89	20%	N=102	100%	N=501
Davidson open space	22%	N=113	44%	N=229	20%	N=105	14%	N=72	100%	N=519
Town-sponsored special events	33%	N=165	49%	N=246	14%	N=69	4%	N=22	100%	N=502
Overall customer service by Davidson employees (police, receptionists, planners, etc.)	40%	N=194	50%	N=244	8%	N=39	2%	N=9	100%	N=487

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The Town of Davidson	31%	N=164	55%	N=291	11%	N=59	2%	N=13	100%	N=527
The Federal Government	6%	N=28	34%	N=158	39%	N=184	21%	N=97	100%	N=467

Table 12: Question 12

Please rate the following categories of Davidson government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Davidson	15%	N=75	53%	N=269	23%	N=116	9%	N=48	100%	N=507
The overall direction that Davidson is taking	14%	N=71	38%	N=194	24%	N=126	24%	N=125	100%	N=515
The job Davidson government does at welcoming citizen involvement	24%	N=118	46%	N=221	23%	N=111	7%	N=33	100%	N=483
Overall confidence in Davidson government	15%	N=76	42%	N=218	28%	N=147	15%	N=76	100%	N=518
Generally acting in the best interest of the community	19%	N=100	39%	N=209	24%	N=126	18%	N=94	100%	N=530
Being honest	20%	N=99	43%	N=213	22%	N=109	15%	N=75	100%	N=496
Treating all residents fairly	20%	N=97	44%	N=214	25%	N=120	11%	N=53	100%	N=484

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Table 13: Question 13

Please rate how important, if at all, you think it is for the Davidson community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Davidson	57%	N=319	26%	N=145	16%	N=88	1%	N=4	100%	N=556
Overall ease of getting to the places you usually have to visit	44%	N=245	41%	N=228	15%	N=81	0%	N=2	100%	N=556
Quality of overall natural environment in Davidson	48%	N=264	38%	N=209	12%	N=67	3%	N=15	100%	N=555
Overall "built environment" of Davidson (including overall design, buildings, parks and transportation systems)	48%	N=265	39%	N=213	12%	N=65	2%	N=8	100%	N=552
Health and wellness opportunities in Davidson	25%	N=137	38%	N=211	33%	N=184	4%	N=23	100%	N=554
Overall opportunities for education and enrichment	23%	N=128	39%	N=212	34%	N=188	4%	N=20	100%	N=547
Overall economic health of Davidson	43%	N=236	44%	N=242	12%	N=66	2%	N=8	100%	N=552
Sense of community	41%	N=227	43%	N=238	15%	N=84	1%	N=3	100%	N=552

Table 14: Question 14

To what extent would you support or oppose the following measures to increase the supply of affordable (not subsidized) housing in Davidson:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Increase property taxes by \$.01/\$100 valuation (approximately \$25/year for a \$250,000 home)	21%	N=112	30%	N=162	17%	N=90	32%	N=172	100%	N=536
Allocate funds from the Town budget without a tax increase	20%	N=106	40%	N=210	20%	N=104	20%	N=107	100%	N=527
Provide incentives to developers in the form of additional density, a quicker approval process, etc.	10%	N=51	33%	N=176	17%	N=90	41%	N=216	100%	N=533
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	26%	N=140	37%	N=198	11%	N=58	26%	N=136	100%	N=532

Table 15: Question 15

To what extent would you support or oppose using a property tax increase to finance improvements to the following facilities and programs:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Road improvements including street connections and intersection improvements	44%	N=239	37%	N=201	8%	N=44	11%	N=60	100%	N=545
Rectangular athletic fields suitable for soccer	16%	N=87	39%	N=211	24%	N=131	21%	N=116	100%	N=544
Diamond playing fields suitable for baseball, kickball, etc.	13%	N=69	37%	N=201	29%	N=157	22%	N=117	100%	N=543
Greenways and multi-use paths	47%	N=256	36%	N=195	7%	N=39	11%	N=58	100%	N=548
Open space land purchases	37%	N=203	31%	N=168	16%	N=89	16%	N=87	100%	N=547
Sidewalks	39%	N=215	46%	N=250	7%	N=39	8%	N=45	100%	N=548
Cultural facilities (museum, performing arts venue, etc.)	19%	N=102	41%	N=223	26%	N=139	15%	N=81	100%	N=545
Local Shuttle Service	21%	N=114	37%	N=204	22%	N=120	20%	N=107	100%	N=545

Table 16: Question 16

To what extent would you support or oppose Town funds being used for the following transportation initiatives:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Shuttles to town events and the Saturday Farmers' Market	27%	N=151	41%	N=227	17%	N=93	15%	N=81	100%	N=552
Providing bike sharing or car sharing services	15%	N=84	37%	N=204	32%	N=177	15%	N=84	100%	N=550
Improving bicycle and pedestrian facilities, including bike paths and sidewalks	52%	N=284	33%	N=183	6%	N=35	9%	N=48	100%	N=550
Promoting and educating businesses and citizens about commuter options	16%	N=90	47%	N=259	21%	N=117	15%	N=83	100%	N=549

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Table 17: 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?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Painted "sharrows" – shared lane markings (similar to those on Main Street in Davidson)	20%	N=78	35%	N=133	20%	N=76	25%	N=94	100%	N=380
Painted bike lanes	31%	N=117	34%	N=131	18%	N=69	17%	N=66	100%	N=383
Bike lanes with a painted buffer between car and bicycle traffic	37%	N=142	32%	N=126	16%	N=61	15%	N=59	100%	N=388
Bike lanes with a physical barrier such as bollards (posts) between car and bicycle traffic	40%	N=152	21%	N=79	21%	N=80	19%	N=72	100%	N=384
Bike lanes separated with a curb or planting strip between car and bicycle traffic	48%	N=181	22%	N=83	14%	N=55	15%	N=57	100%	N=377
Greenways or trails	67%	N=272	22%	N=87	6%	N=23	6%	N=24	100%	N=405
More bike racks Downtown	23%	N=91	40%	N=160	17%	N=67	20%	N=78	100%	N=397
More bike racks at retail and recreation destinations	23%	N=92	40%	N=157	18%	N=69	20%	N=77	100%	N=395

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	4%	N=20	1%	N=7	6%	N=33	12%	N=65	77%	N=431	100%	N=556
Purchase goods or services from a business located in Davidson	0%	N=2	4%	N=22	33%	N=183	49%	N=271	14%	N=78	100%	N=556
Eat at least 5 portions of fruits and vegetables a day	1%	N=4	7%	N=41	28%	N=156	43%	N=236	21%	N=117	100%	N=554
Participate in moderate or vigorous physical activity	1%	N=3	6%	N=34	24%	N=133	41%	N=228	28%	N=155	100%	N=553
Read or watch local news (via television, paper, computer, etc.)	2%	N=12	12%	N=69	17%	N=92	28%	N=158	40%	N=224	100%	N=555
Vote in local elections	7%	N=40	1%	N=8	8%	N=46	24%	N=134	59%	N=327	100%	N=555

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	35%	N=196
Very good	46%	N=257
Good	16%	N=89
Fair	2%	N=13
Poor	0%	N=2
Total	100%	N=556

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	10%	N=54
Somewhat positive	36%	N=199
Neutral	48%	N=264
Somewhat negative	6%	N=35
Very negative	0%	N=2
Total	100%	N=554

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Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	61%	N=338
Working part time for pay	10%	N=58
Unemployed, looking for paid work	2%	N=13
Unemployed, not looking for paid work	4%	N=24
Fully retired	22%	N=121
Total	100%	N=554

Table 22: Question D5

Do you work inside the boundaries of Davidson?	Percent	Number
Yes, outside the home	25%	N=132
Yes, from home	14%	N=72
No	62%	N=328
Total	100%	N=531

Table 23: Question D6

How many years have you lived in Davidson?	Percent	Number
Less than 2 years	22%	N=122
2 to 5 years	20%	N=113
6 to 10 years	18%	N=100
11 to 20 years	24%	N=136
More than 20 years	16%	N=91
Total	100%	N=561

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	70%	N=393
Building with two or more homes (duplex, townhome, apartment or condominium)	28%	N=156
Mobile home	0%	N=0
Other	2%	N=11
Total	100%	N=560

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	18%	N=98
Owned	82%	N=450
Total	100%	N=548

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Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=8
\$300 to \$599 per month	10%	N=51
\$600 to \$999 per month	15%	N=79
\$1,000 to \$1,499 per month	20%	N=109
\$1,500 to \$2,499 per month	29%	N=153
\$2,500 or more per month	25%	N=135
Total	100%	N=535

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=354
Yes	36%	N=202
Total	100%	N=557

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	73%	N=409
Yes	27%	N=148
Total	100%	N=557

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	3%	N=14
\$25,000 to \$49,999	13%	N=68
\$50,000 to \$99,999	24%	N=122
\$100,000 to \$149,999	19%	N=100
\$150,000 or more	41%	N=210
Total	100%	N=514

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	99%	N=538
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	N=7
Total	100%	N=545

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Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	4%	N=20
Black or African American	2%	N=12
White	91%	N=492
Other	3%	N=15

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=12
25 to 34 years	20%	N=108
35 to 44 years	13%	N=74
45 to 54 years	28%	N=156
55 to 64 years	14%	N=78
65 to 74 years	13%	N=70
75 years or older	9%	N=50
Total	100%	N=547

Table 33: Question D16

What is your sex?	Percent	Number
Female	50%	N=272
Male	50%	N=270
Total	100%	N=543

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	72%	N=401
Land line	11%	N=63
Both	16%	N=90
Total	100%	N=554

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 35: Question 1

Please rate each of the following aspects of quality of life in Davidson:	Excellent		Good		Fair		Poor		Don't know		Total	
Davidson as a place to live	66%	N=372	29%	N=164	4%	N=23	0%	N=1	0%	N=1	100%	N=562
Your neighborhood as a place to live	58%	N=327	38%	N=212	4%	N=23	0%	N=1	0%	N=0	100%	N=562
Davidson as a place to raise children	59%	N=327	28%	N=157	2%	N=12	1%	N=6	10%	N=56	100%	N=557
Davidson as a place to work	30%	N=167	21%	N=119	13%	N=70	5%	N=26	31%	N=172	100%	N=553
Davidson as a place to visit	43%	N=240	38%	N=213	14%	N=77	1%	N=8	4%	N=20	100%	N=559
Davidson as a place to retire	46%	N=259	28%	N=156	10%	N=58	3%	N=15	13%	N=73	100%	N=560
The overall quality of life in Davidson	57%	N=317	38%	N=211	5%	N=27	1%	N=4	0%	N=1	100%	N=561

Table 36: Question 2

Please rate each of the following characteristics as they relate to Davidson as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Davidson	67%	N=377	30%	N=168	3%	N=17	0%	N=1	0%	N=0	100%	N=563
Overall ease of getting to the places you usually have to visit	26%	N=145	40%	N=227	23%	N=131	11%	N=59	0%	N=0	100%	N=563
Quality of overall natural environment in Davidson	40%	N=224	46%	N=256	12%	N=65	2%	N=13	0%	N=1	100%	N=560
Overall "built environment" of Davidson (including overall design, buildings, parks and transportation systems)	19%	N=104	52%	N=289	23%	N=132	6%	N=34	0%	N=1	100%	N=560
Health and wellness opportunities in Davidson	34%	N=193	46%	N=260	14%	N=79	2%	N=9	4%	N=21	100%	N=561
Overall opportunities for education and enrichment	44%	N=248	44%	N=247	8%	N=42	1%	N=8	2%	N=12	100%	N=558
Overall economic health of Davidson	33%	N=184	43%	N=243	13%	N=74	4%	N=25	6%	N=35	100%	N=561
Sense of community	47%	N=261	38%	N=210	11%	N=60	4%	N=21	1%	N=4	100%	N=556
Overall image or reputation of Davidson	64%	N=356	29%	N=163	6%	N=35	1%	N=5	0%	N=1	100%	N=559

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Davidson to someone who asks	67%	N=377	24%	N=138	5%	N=30	3%	N=18	0%	N=1	100%	N=563
Remain in Davidson for the next five years	63%	N=355	20%	N=116	8%	N=45	6%	N=37	2%	N=13	100%	N=564

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	89%	N=500	9%	N=52	1%	N=7	0%	N=2	0%	N=0	0%	N=0	100%	N=561
In Davidson's downtown/commercial area during the day	85%	N=477	13%	N=72	1%	N=4	0%	N=2	0%	N=2	1%	N=4	100%	N=561

Table 39: Question 5

Please rate each of the following characteristics as they relate to Davidson as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	4%	N=20	23%	N=130	37%	N=208	36%	N=203	0%	N=0	100%	N=561
Ease of public parking	3%	N=14	26%	N=146	37%	N=210	34%	N=191	0%	N=1	100%	N=561
Ease of travel by car in Davidson	8%	N=45	36%	N=200	35%	N=198	21%	N=116	0%	N=1	100%	N=560

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Please rate each of the following characteristics as they relate to Davidson as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by public transportation in Davidson	2%	N=12	7%	N=41	17%	N=93	25%	N=142	48%	N=269	100%	N=558
Ease of travel by bicycle in Davidson	15%	N=84	30%	N=169	23%	N=131	8%	N=47	23%	N=127	100%	N=558
Ease of walking in Davidson	40%	N=221	42%	N=231	14%	N=80	3%	N=17	1%	N=6	100%	N=555
Availability of paths and walking trails	32%	N=179	41%	N=228	20%	N=109	5%	N=27	3%	N=15	100%	N=560
Cleanliness of Davidson	56%	N=316	38%	N=216	3%	N=19	2%	N=10	0%	N=0	100%	N=561
Overall appearance of Davidson	56%	N=314	39%	N=216	5%	N=29	0%	N=1	0%	N=1	100%	N=560
Public places where people want to spend time	35%	N=197	48%	N=268	12%	N=68	3%	N=19	1%	N=8	100%	N=560
Variety of housing options	17%	N=93	37%	N=207	28%	N=158	10%	N=54	8%	N=46	100%	N=559
Availability of affordable quality housing	11%	N=59	19%	N=103	33%	N=183	18%	N=102	20%	N=109	100%	N=557
Fitness opportunities (including exercise classes and paths or trails, etc.)	32%	N=178	41%	N=231	20%	N=113	2%	N=14	4%	N=23	100%	N=559
Recreational opportunities	25%	N=140	45%	N=251	23%	N=129	3%	N=17	4%	N=22	100%	N=558
Availability of affordable quality food	25%	N=140	41%	N=227	26%	N=144	7%	N=36	1%	N=8	100%	N=556
Availability of preventive health services	22%	N=125	38%	N=214	18%	N=103	3%	N=16	18%	N=104	100%	N=561
Availability of affordable quality mental health care	9%	N=49	15%	N=84	11%	N=64	6%	N=35	58%	N=326	100%	N=558

Table 40: Question 6

Please rate each of the following characteristics as they relate to Davidson as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	8%	N=45	16%	N=91	11%	N=64	4%	N=24	60%	N=332	100%	N=555
Adult educational opportunities	21%	N=118	33%	N=182	12%	N=65	3%	N=14	32%	N=176	100%	N=555
Opportunities to attend cultural/arts/music activities	32%	N=179	44%	N=247	18%	N=99	2%	N=12	4%	N=22	100%	N=559
Opportunities to participate in religious or spiritual events and activities	37%	N=205	39%	N=216	9%	N=49	1%	N=5	14%	N=75	100%	N=550
Employment opportunities	5%	N=26	18%	N=99	28%	N=155	10%	N=57	39%	N=219	100%	N=556
Shopping opportunities	12%	N=65	39%	N=218	37%	N=207	11%	N=60	1%	N=3	100%	N=553
Cost of living in Davidson	8%	N=44	31%	N=172	43%	N=242	14%	N=80	4%	N=20	100%	N=558
Overall quality of business and service establishments in Davidson	23%	N=129	54%	N=302	20%	N=111	2%	N=11	1%	N=7	100%	N=559
Vibrant downtown/commercial area	33%	N=182	44%	N=247	20%	N=111	3%	N=14	1%	N=4	100%	N=559
Overall quality of new development in Davidson	13%	N=75	39%	N=219	27%	N=148	13%	N=72	8%	N=44	100%	N=559
Opportunities to participate in social events and activities	30%	N=166	44%	N=245	18%	N=103	3%	N=16	5%	N=28	100%	N=559
Opportunities to volunteer	29%	N=163	40%	N=221	12%	N=67	2%	N=10	17%	N=95	100%	N=556
Opportunities to participate in community matters	29%	N=158	41%	N=227	13%	N=73	4%	N=20	13%	N=70	100%	N=548
Openness and acceptance of the community toward people of diverse backgrounds	24%	N=132	34%	N=192	21%	N=119	7%	N=39	13%	N=73	100%	N=556
Neighborliness of residents in Davidson	31%	N=171	45%	N=252	19%	N=105	2%	N=14	3%	N=17	100%	N=558

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	23%	N=131	77%	N=429	100%	N=560
Made efforts to make your home more energy efficient	28%	N=158	72%	N=400	100%	N=558
Observed a code violation or other hazard in Davidson (weeds, abandoned buildings, etc.)	77%	N=427	23%	N=127	100%	N=554
Household member was a victim of a crime in Davidson	94%	N=524	6%	N=35	100%	N=559
Reported a crime to the police in Davidson	88%	N=495	12%	N=66	100%	N=560
Stocked supplies in preparation for an emergency	68%	N=382	32%	N=176	100%	N=559

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Campaigned or advocated for an issue, cause or candidate	57%	N=316	43%	N=243	100%	N=559
Contacted the Town of Davidson (in-person, phone, email or web) for help or information	52%	N=294	48%	N=266	100%	N=560
Contacted Davidson elected officials (in-person, phone, email or web) to express your opinion	69%	N=384	31%	N=174	100%	N=558

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Davidson?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Davidson recreation centers or their services	12%	N=64	12%	N=66	28%	N=154	47%	N=256	100%	N=540
Visited a neighborhood park or Town park	25%	N=136	27%	N=151	35%	N=192	14%	N=76	100%	N=556
Used Davidson public libraries or their services	12%	N=65	20%	N=109	32%	N=178	37%	N=203	100%	N=555
Participated in religious or spiritual activities in Davidson	14%	N=78	20%	N=113	17%	N=97	48%	N=266	100%	N=555
Attended a Town-sponsored event	4%	N=23	9%	N=51	65%	N=359	22%	N=119	100%	N=552
Used bus, rail or other public transportation instead of driving	3%	N=16	1%	N=8	8%	N=46	87%	N=486	100%	N=556
Carpooled with other adults or children instead of driving alone	12%	N=65	15%	N=84	20%	N=109	54%	N=299	100%	N=557
Walked or biked instead of driving	24%	N=133	22%	N=122	23%	N=129	31%	N=170	100%	N=554
Volunteered your time to some group/activity in Davidson	10%	N=57	14%	N=78	27%	N=151	49%	N=269	100%	N=555
Participated in a club	7%	N=38	11%	N=63	19%	N=107	63%	N=348	100%	N=555
Talked to or visited with your immediate neighbors	59%	N=326	26%	N=147	11%	N=61	4%	N=24	100%	N=557
Done a favor for a neighbor	23%	N=129	37%	N=203	33%	N=183	7%	N=40	100%	N=555

Table 43: Question 9

Thinking about local public meetings (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	5%	N=30	39%	N=217	55%	N=309	100%	N=556
Watched (online) a local public meeting	0%	N=0	3%	N=14	15%	N=83	82%	N=455	100%	N=553

Table 44: Question 10

Please rate the quality of each of the following services in Davidson:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	54%	N=298	35%	N=190	4%	N=20	0%	N=2	7%	N=41	100%	N=551
Fire services	51%	N=281	29%	N=161	1%	N=5	0%	N=0	19%	N=104	100%	N=552
Crime prevention	43%	N=238	39%	N=215	4%	N=23	0%	N=1	13%	N=74	100%	N=551
Fire prevention and education	32%	N=176	30%	N=165	6%	N=32	0%	N=3	32%	N=173	100%	N=549
Traffic enforcement	29%	N=159	42%	N=234	14%	N=77	8%	N=43	7%	N=39	100%	N=551
Street repair	15%	N=81	41%	N=224	29%	N=158	12%	N=65	4%	N=24	100%	N=551
Street cleaning	20%	N=110	52%	N=287	16%	N=88	5%	N=29	6%	N=36	100%	N=550
Street lighting	20%	N=108	49%	N=267	20%	N=110	9%	N=50	3%	N=15	100%	N=550
Snow removal	25%	N=138	35%	N=191	18%	N=98	6%	N=32	16%	N=87	100%	N=546
Sidewalk maintenance	15%	N=84	44%	N=241	24%	N=132	12%	N=64	5%	N=30	100%	N=551
Traffic signal timing	17%	N=92	45%	N=244	26%	N=144	8%	N=45	4%	N=24	100%	N=548
Bus or transit services	6%	N=32	16%	N=88	10%	N=53	10%	N=56	58%	N=318	100%	N=546
Garbage collection	36%	N=201	47%	N=259	10%	N=58	3%	N=18	3%	N=18	100%	N=553

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Please rate the quality of each of the following services in Davidson:	Excellent		Good		Fair		Poor		Don't know		Total	
Recycling	35%	N=194	42%	N=234	12%	N=64	8%	N=46	2%	N=13	100%	N=552
Yard waste pick-up	23%	N=127	34%	N=190	12%	N=65	3%	N=18	27%	N=151	100%	N=550
Storm drainage	21%	N=113	42%	N=230	15%	N=84	3%	N=14	19%	N=106	100%	N=546
Town parks	35%	N=194	46%	N=252	11%	N=62	2%	N=9	6%	N=32	100%	N=549
Recreation programs or classes	19%	N=105	30%	N=165	9%	N=51	3%	N=16	39%	N=213	100%	N=551
Recreation centers or facilities	15%	N=83	28%	N=154	17%	N=92	5%	N=28	35%	N=190	100%	N=546
Land use, planning and zoning	10%	N=53	28%	N=150	25%	N=134	26%	N=139	12%	N=63	100%	N=539
Code enforcement (weeds, abandoned buildings, etc.)	16%	N=86	31%	N=168	16%	N=85	5%	N=26	33%	N=182	100%	N=547
Animal control	21%	N=114	30%	N=167	12%	N=66	3%	N=17	34%	N=186	100%	N=550
Economic development	15%	N=82	39%	N=211	20%	N=107	9%	N=51	17%	N=94	100%	N=545
Public information services	26%	N=140	40%	N=215	16%	N=85	4%	N=23	15%	N=80	100%	N=542
Cable television	11%	N=58	19%	N=106	19%	N=102	24%	N=131	27%	N=150	100%	N=547
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	N=69	24%	N=133	14%	N=77	6%	N=35	43%	N=235	100%	N=548
Preservation of natural areas such as open space, farmlands and greenbelts	23%	N=123	34%	N=187	16%	N=89	19%	N=102	8%	N=44	100%	N=545
Davidson open space	21%	N=113	42%	N=229	19%	N=105	13%	N=72	5%	N=29	100%	N=549
Town-sponsored special events	30%	N=165	45%	N=246	13%	N=69	4%	N=22	8%	N=44	100%	N=546
Overall customer service by Davidson employees (police, receptionists, planners, etc.)	35%	N=194	45%	N=244	7%	N=39	2%	N=9	11%	N=61	100%	N=548

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The Town of Davidson	30%	N=164	53%	N=291	11%	N=59	2%	N=13	5%	N=26	100%	N=553
The Federal Government	5%	N=28	29%	N=158	33%	N=184	18%	N=97	15%	N=84	100%	N=551

Table 46: Question 12

Please rate the following categories of Davidson government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Davidson	14%	N=75	49%	N=269	21%	N=116	9%	N=48	8%	N=44	100%	N=552
The overall direction that Davidson is taking	13%	N=71	35%	N=194	23%	N=126	23%	N=125	7%	N=36	100%	N=552
The job Davidson government does at welcoming citizen involvement	21%	N=118	40%	N=221	20%	N=111	6%	N=33	12%	N=69	100%	N=551
Overall confidence in Davidson government	14%	N=76	39%	N=218	27%	N=147	14%	N=76	6%	N=35	100%	N=553
Generally acting in the best interest of the community	18%	N=100	38%	N=209	23%	N=126	17%	N=94	4%	N=23	100%	N=552
Being honest	18%	N=99	39%	N=213	20%	N=109	14%	N=75	10%	N=57	100%	N=553
Treating all residents fairly	18%	N=97	39%	N=214	22%	N=120	10%	N=53	12%	N=69	100%	N=553

Table 47: Question 13

Please rate how important, if at all, you think it is for the Davidson community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Davidson	57%	N=319	26%	N=145	16%	N=88	1%	N=4	100%	N=556
Overall ease of getting to the places you usually have to visit	44%	N=245	41%	N=228	15%	N=81	0%	N=2	100%	N=556
Quality of overall natural environment in Davidson	48%	N=264	38%	N=209	12%	N=67	3%	N=15	100%	N=555
Overall "built environment" of Davidson (including overall design, buildings, parks and	48%	N=265	39%	N=213	12%	N=65	2%	N=8	100%	N=552

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Please rate how important, if at all, you think it is for the Davidson community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
transportation systems)										
Health and wellness opportunities in Davidson	25%	N=137	38%	N=211	33%	N=184	4%	N=23	100%	N=554
Overall opportunities for education and enrichment	23%	N=128	39%	N=212	34%	N=188	4%	N=20	100%	N=547
Overall economic health of Davidson	43%	N=236	44%	N=242	12%	N=66	2%	N=8	100%	N=552
Sense of community	41%	N=227	43%	N=238	15%	N=84	1%	N=3	100%	N=552

Table 48: Question 14

To what extent would you support or oppose the following measures to increase the supply of affordable (not subsidized) housing in Davidson:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Increase property taxes by \$.01/\$100 valuation (approximately \$25/year for a \$250,000 home)	21%	N=112	30%	N=162	17%	N=90	32%	N=172	100%	N=536
Allocate funds from the Town budget without a tax increase	20%	N=106	40%	N=210	20%	N=104	20%	N=107	100%	N=527
Provide incentives to developers in the form of additional density, a quicker approval process, etc.	10%	N=51	33%	N=176	17%	N=90	41%	N=216	100%	N=533
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	26%	N=140	37%	N=198	11%	N=58	26%	N=136	100%	N=532

Table 49: Question 15

To what extent would you support or oppose using a property tax increase to finance improvements to the following facilities and programs:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Road improvements including street connections and intersection improvements	44%	N=239	37%	N=201	8%	N=44	11%	N=60	100%	N=545
Rectangular athletic fields suitable for soccer	16%	N=87	39%	N=211	24%	N=131	21%	N=116	100%	N=544
Diamond playing fields suitable for baseball, kickball, etc.	13%	N=69	37%	N=201	29%	N=157	22%	N=117	100%	N=543
Greenways and multi-use paths	47%	N=256	36%	N=195	7%	N=39	11%	N=58	100%	N=548
Open space land purchases	37%	N=203	31%	N=168	16%	N=89	16%	N=87	100%	N=547
Sidewalks	39%	N=215	46%	N=250	7%	N=39	8%	N=45	100%	N=548
Cultural facilities (museum, performing arts venue, etc.)	19%	N=102	41%	N=223	26%	N=139	15%	N=81	100%	N=545
Local Shuttle Service	21%	N=114	37%	N=204	22%	N=120	20%	N=107	100%	N=545

Table 50: Question 16

To what extent would you support or oppose Town funds being used for the following transportation initiatives:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Shuttles to town events and the Saturday Farmers' Market	27%	N=151	41%	N=227	17%	N=93	15%	N=81	100%	N=552
Providing bike sharing or car sharing services	15%	N=84	37%	N=204	32%	N=177	15%	N=84	100%	N=550
Improving bicycle and pedestrian facilities, including bike paths and sidewalks	52%	N=284	33%	N=183	6%	N=35	9%	N=48	100%	N=550
Promoting and educating businesses and citizens about commuter options	16%	N=90	47%	N=259	21%	N=117	15%	N=83	100%	N=549

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Table 51: 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?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Not applicable/I don't want to ride a bicycle		Total	
Painted "sharrows" – shared lane markings (similar to those on Main Street in Davidson)	14%	N=78	24%	N=133	14%	N=76	17%	N=94	31%	N=170	100%	N=550
Painted bike lanes	21%	N=117	24%	N=131	13%	N=69	12%	N=66	30%	N=165	100%	N=548
Bike lanes with a painted buffer between car and bicycle traffic	26%	N=142	23%	N=126	11%	N=61	11%	N=59	29%	N=155	100%	N=543
Bike lanes with a physical barrier such as bollards (posts) between car and bicycle traffic	28%	N=152	15%	N=79	15%	N=80	13%	N=72	30%	N=162	100%	N=546
Bike lanes separated with a curb or planting strip between car and bicycle traffic	33%	N=181	15%	N=83	10%	N=55	11%	N=57	31%	N=166	100%	N=542
Greenways or trails	50%	N=272	16%	N=87	4%	N=23	4%	N=24	26%	N=142	100%	N=547
More bike racks Downtown	17%	N=91	29%	N=160	12%	N=67	14%	N=78	27%	N=150	100%	N=546
More bike racks at retail and recreation destinations	17%	N=92	29%	N=157	13%	N=69	14%	N=77	28%	N=151	100%	N=546

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	4%	N=20	1%	N=7	6%	N=33	12%	N=65	77%	N=431	100%	N=556
Purchase goods or services from a business located in Davidson	0%	N=2	4%	N=22	33%	N=183	49%	N=271	14%	N=78	100%	N=556
Eat at least 5 portions of fruits and vegetables a day	1%	N=4	7%	N=41	28%	N=156	43%	N=236	21%	N=117	100%	N=554
Participate in moderate or vigorous physical activity	1%	N=3	6%	N=34	24%	N=133	41%	N=228	28%	N=155	100%	N=553
Read or watch local news (via television, paper, computer, etc.)	2%	N=12	12%	N=69	17%	N=92	28%	N=158	40%	N=224	100%	N=555
Vote in local elections	7%	N=40	1%	N=8	8%	N=46	24%	N=134	59%	N=327	100%	N=555

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	35%	N=196
Very good	46%	N=257
Good	16%	N=89
Fair	2%	N=13
Poor	0%	N=2
Total	100%	N=556

Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	10%	N=54
Somewhat positive	36%	N=199
Neutral	48%	N=264
Somewhat negative	6%	N=35
Very negative	0%	N=2
Total	100%	N=554

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Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	61%	N=338
Working part time for pay	10%	N=58
Unemployed, looking for paid work	2%	N=13
Unemployed, not looking for paid work	4%	N=24
Fully retired	22%	N=121
Total	100%	N=554

Table 56: Question D5

Do you work inside the boundaries of Davidson?	Percent	Number
Yes, outside the home	25%	N=132
Yes, from home	14%	N=72
No	62%	N=328
Total	100%	N=531

Table 57: Question D6

How many years have you lived in Davidson?	Percent	Number
Less than 2 years	22%	N=122
2 to 5 years	20%	N=113
6 to 10 years	18%	N=100
11 to 20 years	24%	N=136
More than 20 years	16%	N=91
Total	100%	N=561

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	70%	N=393
Building with two or more homes (duplex, townhome, apartment or condominium)	28%	N=156
Mobile home	0%	N=0
Other	2%	N=11
Total	100%	N=560

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	18%	N=98
Owned	82%	N=450
Total	100%	N=548

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Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=8
\$300 to \$599 per month	10%	N=51
\$600 to \$999 per month	15%	N=79
\$1,000 to \$1,499 per month	20%	N=109
\$1,500 to \$2,499 per month	29%	N=153
\$2,500 or more per month	25%	N=135
Total	100%	N=535

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=354
Yes	36%	N=202
Total	100%	N=557

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	73%	N=409
Yes	27%	N=148
Total	100%	N=557

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	3%	N=14
\$25,000 to \$49,999	13%	N=68
\$50,000 to \$99,999	24%	N=122
\$100,000 to \$149,999	19%	N=100
\$150,000 or more	41%	N=210
Total	100%	N=514

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	99%	N=538
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	N=7
Total	100%	N=545

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Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	4%	N=20
Black or African American	2%	N=12
White	91%	N=492
Other	3%	N=15

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=12
25 to 34 years	20%	N=108
35 to 44 years	13%	N=74
45 to 54 years	28%	N=156
55 to 64 years	14%	N=78
65 to 74 years	13%	N=70
75 years or older	9%	N=50
Total	100%	N=547

Table 67: Question D16

What is your sex?	Percent	Number
Female	50%	N=272
Male	50%	N=270
Total	100%	N=543

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	72%	N=401
Land line	11%	N=63
Both	16%	N=90
Total	100%	N=554

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The Town of Davidson chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Davidson's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Davidson's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Davidson's rating to the benchmark.

In that final column, Davidson's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Davidson residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Davidson	94%	19	457	Higher
Overall image or reputation of Davidson	93%	7	341	Much higher
Davidson as a place to live	96%	30	391	Higher
Your neighborhood as a place to live	96%	14	306	Higher
Davidson as a place to raise children	97%	19	377	Higher
Davidson as a place to retire	85%	13	351	Higher
Overall appearance of Davidson	95%	9	353	Much higher

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Davidson	97%	12	304	Higher
	In your neighborhood during the day	98%	17	352	Similar
	In Davidson's downtown/commercial area during the day	99%	21	304	Higher
Mobility	Overall ease of getting to the places you usually have to visit	66%	143	211	Similar
	Availability of paths and walking trails	75%	76	306	Similar
	Ease of walking in Davidson	82%	32	289	Higher
	Ease of travel by bicycle in Davidson	59%	100	291	Similar
	Ease of travel by public transportation in Davidson	19%	156	180	Lower
	Ease of travel by car in Davidson	44%	265	294	Lower
	Ease of public parking	29%	162	176	Lower
	Traffic flow on major streets	27%	317	346	Lower
Natural Environment	Quality of overall natural environment in Davidson	86%	67	268	Similar
	Cleanliness of Davidson	95%	14	276	Higher
Built Environment	Overall "built environment" of Davidson (including overall design, buildings, parks and transportation systems)	70%	66	201	Similar
	Overall quality of new development in Davidson	57%	143	280	Similar
	Availability of affordable quality housing	36%	169	300	Similar
	Variety of housing options	59%	107	271	Similar
	Public places where people want to spend time	84%	22	194	Higher
	Overall economic health of Davidson	81%	36	207	Higher
	Vibrant downtown/commercial area	77%	22	189	Much higher
Economy	Overall quality of business and service establishments in Davidson	78%	35	266	Similar
	Cost of living in Davidson	40%	114	205	Similar
	Shopping opportunities	52%	170	288	Similar
	Employment opportunities	37%	140	308	Similar
	Davidson as a place to visit	84%	36	221	Higher
	Davidson as a place to work	75%	46	352	Higher
	Health and wellness opportunities in Davidson	84%	36	203	Higher
	Availability of affordable quality mental health care	57%	39	177	Similar
	Availability of preventive health services	74%	42	229	Similar
	Availability of affordable quality food	67%	81	228	Similar
Recreation and Wellness	Recreational opportunities	73%	97	298	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	50	195	Similar
Education and Enrichment	Overall opportunities for education and enrichment	91%	15	203	Higher
	Opportunities to participate in religious or spiritual events and activities	89%	10	196	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	Opportunities to attend cultural/arts/music activities	79%	30	289	Higher
	Adult educational opportunities	79%	14	183	Higher
	Availability of affordable quality child care/preschool	61%	68	248	Similar
	Opportunities to participate in social events and activities	78%	25	252	Higher
	Neighborliness of Davidson	78%	5	197	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	67%	52	286	Similar
	Opportunities to participate in community matters	81%	10	266	Higher
	Opportunities to volunteer	83%	24	259	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Davidson	86%	55	429	Similar
Overall customer service by Davidson employees (police, receptionists, planners, etc.)	90%	27	368	Higher
Value of services for the taxes paid to Davidson	68%	75	393	Similar
Overall direction that Davidson is taking	51%	222	313	Similar
Job Davidson government does at welcoming citizen involvement	70%	14	312	Higher
Overall confidence in Davidson government	57%	94	205	Similar
Generally acting in the best interest of the community	58%	97	205	Similar
Being honest	63%	81	198	Similar
Treating all residents fairly	64%	54	203	Similar
Services provided by the Federal Government	40%	116	243	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	96%	8	456	Higher
	Fire services	99%	14	379	Similar
	Crime prevention	95%	3	351	Much higher
	Fire prevention and education	91%	8	278	Higher
	Animal control	77%	18	337	Higher
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64%	130	274	Similar
Mobility	Traffic enforcement	77%	37	369	Similar
	Street repair	58%	117	409	Similar
	Street cleaning	77%	62	315	Similar
	Street lighting	70%	70	316	Similar
	Snow removal	72%	60	295	Similar
	Sidewalk maintenance	62%	111	322	Similar
	Traffic signal timing	64%	21	251	Similar
	Bus or transit services	52%	122	213	Similar
Natural Environment	Garbage collection	86%	136	353	Similar
	Recycling	80%	182	356	Similar
	Yard waste pick-up	79%	106	269	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	62%	129	252	Similar
Built Environment	Davidson open space	66%	74	188	Similar
	Storm drainage	78%	34	352	Higher
	Land use, planning and zoning	42%	215	298	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Code enforcement (weeds, abandoned buildings, etc.)	70%	18	376	Higher
	Cable television	41%	162	194	Similar
Economy	Economic development	65%	72	281	Similar
	Town parks	86%	105	326	Similar
Recreation and Wellness	Recreation programs or classes	80%	88	328	Similar
	Recreation centers or facilities	67%	156	276	Similar
Education and Enrichment	Town-sponsored special events	82%	22	221	Higher
Community Engagement	Public information services	77%	48	279	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	85%	4	306	Higher
Recommend living in Davidson to someone who asks	92%	91	276	Similar
Remain in Davidson for the next five years	85%	116	270	Similar
Contacted Davidson (in-person, phone, email or web) for help or information	48%	123	307	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	32%	107	177	Similar
	Did NOT report a crime to the police	88%	13	200	Higher
Safety	Household member was NOT a victim of a crime	94%	38	268	Similar
	Used bus, rail, subway or other public transportation instead of driving	13%	114	165	Lower
	Carpooled with other adults or children instead of driving alone	46%	60	190	Similar
Mobility	Walked or biked instead of driving	69%	43	196	Higher
	Made efforts to conserve water	77%	143	184	Similar
	Made efforts to make your home more energy efficient	72%	155	184	Similar
Natural Environment	Recycle at home	95%	64	250	Similar
	Did NOT observe a code violation or other hazard in Davidson	77%	3	190	Much higher
Built Environment	NOT experiencing housing costs stress	84%	8	247	Higher
	Purchase goods or services from a business located in Davidson	96%	140	193	Similar
Economy	Economy will have positive impact on income	46%	8	247	Higher
	Work inside boundaries of Davidson	38%	96	192	Similar
	Used Davidson recreation centers or their services	53%	163	232	Similar
	Visited a neighborhood park or Town park	86%	107	264	Similar
	Eat at least 5 portions of fruits and vegetables a day	92%	5	185	Similar
	Participate in moderate or vigorous physical activity	93%	8	189	Similar
Recreation and Wellness	In very good to excellent health	81%	4	189	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Used Davidson public libraries or their services	63%	126	234	Similar
	Participated in religious or spiritual activities in Davidson	52%	69	195	Similar
	Attended Town-sponsored event	78%	8	195	Much higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	43%	7	176	Much higher
	Contacted Davidson elected officials (in-person, phone, email or web) to express your opinion	31%	7	192	Higher
	Volunteered your time to some group/activity in Davidson	51%	54	256	Higher
	Participated in a club	37%	41	234	Similar
	Talked to or visited with your immediate neighbors	96%	20	191	Similar
	Done a favor for a neighbor	93%	4	186	Higher
	Attended a local public meeting	45%	6	257	Much higher
	Watched (online or on television) a local public meeting	18%	176	221	Similar
	Read or watch local news (via television, paper, computer, etc.)	85%	113	194	Similar
	Vote in local elections	91%	15	249	Higher

Communities included in national comparisons

The communities included in Davidson's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO441,603
 Airway Heights city, WA 6,114
 Albany city, OR 50,158
 Albemarle County, VA 98,970
 Albert Lea city, MN 18,016
 Alexandria city, VA139,966
 Algonquin village, IL 30,046
 Aliso Viejo city, CA 47,823
 Altoona city, IA 14,541
 American Canyon city, CA 19,454
 Ames city, IA 58,965
 Andover CDP, MA 8,762
 Ankeny city, IA 45,582
 Ann Arbor city, MI113,934
 Annapolis city, MD 38,394
 Apache Junction city, AZ 35,840
 Apple Valley town, CA 69,135
 Arapahoe County, CO572,003
 Arkansas City city, AR 366
 Arlington County, VA207,627
 Arvada city, CO106,433
 Asheville city, NC 83,393
 Ashland city, OR 20,078
 Ashland town, MA 16,593
 Ashland town, VA 7,225
 Aspen city, CO 6,658
 Athens-Clarke County, GA115,452
 Auburn city, AL 53,380
 Auburn city, WA 70,180
 Augusta CCD, GA134,777
 Aurora city, CO325,078
 Austin city, TX790,390
 Avon town, CO 6,447
 Avondale city, AZ 76,238
 Azusa city, CA 46,361

Bainbridge Island city, WA 23,025
 Baltimore city, MD620,961
 Bartonville town, TX 1,469
 Battle Creek city, MI 52,347
 Bay City city, MI 34,932
 Baytown city, TX 71,802
 Bedford city, TX 46,979
 Bedford town, MA 13,320
 Bellevue city, WA122,363
 Bellingham city, WA 80,885
 Beltrami County, MN 44,442
 Benbrook city, TX 21,234
 Bend city, OR 76,639
 Bettendorf city, IA 33,217
 Billings city, MT104,170
 Blaine city, MN 57,186
 Bloomfield Hills city, MI 3,869
 Bloomington city, IN 80,405
 Bloomington city, MN 82,893
 Blue Springs city, MO 52,575
 Boise City city, ID205,671
 Boone County, KY118,811
 Boulder city, CO 97,385
 Bowling Green city, KY 58,067
 Bozeman city, MT 37,280
 Brentwood city, MO 8,055
 Brentwood city, TN 37,060
 Brighton city, CO 33,352
 Brighton city, MI 7,444
 Bristol city, TN 26,702
 Broken Arrow city, OK 98,850
 Brookfield city, WI 37,920
 Brookline CDP, MA 58,732
 Brooklyn Center city, MN 30,104
 Broomfield city, CO 55,889

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Brownsburg town, IN	21,285	Davidson town, NC.....	10,944
Burien city, WA	33,313	Dayton city, OH	141,527
Burleson city, TX	36,690	Dayton town, WY.....	757
Burlingame city, CA.....	28,806	Decatur city, GA.....	19,335
Cabarrus County, NC.....	178,011	Del Mar city, CA.....	4,161
Cambridge city, MA	105,162	DeLand city, FL.....	27,031
Cannon Beach city, OR.....	1,690	Delaware city, OH	34,753
Cañon City city, CO	16,400	Delray Beach city, FL.....	60,522
Canton city, SD	3,057	Denison city, TX.....	22,682
Cape Coral city, FL	154,305	Denton city, TX.....	113,383
Cape Girardeau city, MO.....	37,941	Denver city, CO.....	600,158
Carlisle borough, PA	18,682	Derby city, KS.....	22,158
Carlsbad city, CA.....	105,328	Des Moines city, IA	203,433
Carroll city, IA.....	10,103	Des Peres city, MO	8,373
Cartersville city, GA.....	19,731	Destin city, FL.....	12,305
Cary town, NC	135,234	Dothan city, AL	65,496
Casper city, WY	55,316	Douglas County, CO	285,465
Castine town, ME.....	1,366	Dover city, NH	29,987
Castle Pines North city, CO	10,360	Dublin city, CA.....	46,036
Castle Rock town, CO.....	48,231	Dublin city, OH	41,751
Cedar Hill city, TX	45,028	Duluth city, MN.....	86,265
Cedar Rapids city, IA.....	126,326	Duncanville city, TX.....	38,524
Celina city, TX.....	6,028	Durham city, NC	228,330
Centennial city, CO.....	100,377	Durham County, NC	267,587
Chambersburg borough, PA.....	20,268	Eagan city, MN.....	64,206
Chandler city, AZ	236,123	Eagle Mountain city, UT.....	21,415
Chandler city, TX	2,734	Eagle town, CO.....	6,508
Chanhassen city, MN	22,952	East Baton Rouge Parish, LA.....	440,171
Chapel Hill town, NC	57,233	East Grand Forks city, MN.....	8,601
Charles County, MD.....	146,551	East Lansing city, MI	48,579
Charlotte city, NC.....	731,424	Eau Claire city, WI	65,883
Charlotte County, FL	159,978	Eden Prairie city, MN	60,797
Charlottesville city, VA.....	43,475	Edgerton city, KS	1,671
Chattanooga city, TN.....	167,674	Edgewater city, CO	5,170
Chesterfield County, VA.....	316,236	Edina city, MN	47,941
Chippewa Falls city, WI	13,661	Edmond city, OK.....	81,405
Citrus Heights city, CA.....	83,301	Edmonds city, WA.....	39,709
Clackamas County, OR	375,992	El Cerrito city, CA.....	23,549
Clarendon Hills village, IL	8,427	El Dorado County, CA.....	181,058
Clayton city, MO	15,939	El Paso city, TX.....	649,121
Clearwater city, FL	107,685	Elk Grove city, CA	153,015
Cleveland Heights city, OH.....	46,121	Elk River city, MN.....	22,974
Clinton city, SC	8,490	Elko New Market city, MN.....	4,110
Clive city, IA	15,447	Elmhurst city, IL.....	44,121
Clovis city, CA.....	95,631	Encinitas city, CA	59,518
College Park city, MD	30,413	Englewood city, CO.....	30,255
College Station city, TX	93,857	Erie town, CO	18,135
Colleyville city, TX	22,807	Escambia County, FL	297,619
Collinsville city, IL	25,579	Estes Park town, CO.....	5,858
Columbia city, SC	129,272	Euclid city, OH	48,920
Columbia Falls city, MT.....	4,688	Fairview town, TX	7,248
Columbus city, WI.....	4,991	Farmersville city, TX.....	3,301
Commerce City city, CO.....	45,913	Farmington Hills city, MI.....	79,740
Concord city, CA	122,067	Fayetteville city, NC.....	200,564
Concord town, MA.....	17,668	Fishers town, IN	76,794
Coon Rapids city, MN	61,476	Flower Mound town, TX.....	64,669
Copperas Cove city, TX.....	32,032	Forest Grove city, OR	21,083
Coral Springs city, FL.....	121,096	Fort Collins city, CO.....	143,986
Coronado city, CA	18,912	Fort Lauderdale city, FL	165,521
Corvallis city, OR.....	54,462	Fort Smith city, AR.....	86,209
Cottonwood Heights city, UT	33,433	Fort Worth city, TX.....	741,206
Creve Coeur city, MO	17,833	Fountain Hills town, AZ.....	22,489
Cross Roads town, TX	1,563	Franklin city, TN.....	62,487
Dacono city, CO.....	4,152	Fredericksburg city, VA.....	24,286
Dade City city, FL.....	6,437	Fremont city, CA	214,089
Dakota County, MN.....	398,552	Friendswood city, TX.....	35,805
Dallas city, OR	14,583	Fruita city, CO.....	12,646
Dallas city, TX.....	1,197,816	Gahanna city, OH.....	33,248
Danville city, KY.....	16,218	Gaithersburg city, MD.....	59,933
Dardenne Prairie city, MO	11,494	Galveston city, TX	47,743
Darien city, IL.....	22,086	Gardner city, KS.....	19,123
Davenport city, FL.....	2,888	Geneva city, NY	13,261
Davenport city, IA.....	99,685	Georgetown city, TX.....	47,400

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Germantown city, TN	38,844	Kennett Square borough, PA.....	6,072
Gilbert town, AZ.....	208,453	Kent city, WA.....	92,411
Gillette city, WY	29,087	Kerrville city, TX.....	22,347
Glendora city, CA	50,073	Kettering city, OH	56,163
Glenview village, IL.....	44,692	Key West city, FL	24,649
Globe city, AZ	7,532	King City city, CA	12,874
Golden city, CO.....	18,867	King County, WA.....	1,931,249
Golden Valley city, MN.....	20,371	Kirkland city, WA.....	48,787
Goodyear city, AZ	65,275	Kirkwood city, MO	27,540
Grafton village, WI.....	11,459	Knoxville city, IA	7,313
Grand Blanc city, MI.....	8,276	La Mesa city, CA	57,065
Grand Island city, NE	48,520	La Plata town, MD.....	8,753
Grants Pass city, OR.....	34,533	La Porte city, TX	33,800
Grass Valley city, CA.....	12,860	La Vista city, NE.....	15,758
Greenville city, NC.....	84,554	Lafayette city, CO	24,453
Greenwich town, CT.....	61,171	Laguna Beach city, CA.....	22,723
Greenwood Village city, CO.....	13,925	Laguna Hills city, CA.....	30,344
Greer city, SC	25,515	Laguna Niguel city, CA	62,979
Guilford County, NC	488,406	Lake Forest city, IL.....	19,375
Gunnison County, CO	15,324	Lake Oswego city, OR	36,619
Hailey city, ID	7,960	Lake Stevens city, WA	28,069
Haines Borough, AK	2,508	Lake Worth city, FL	34,910
Hallandale Beach city, FL.....	37,113	Lake Zurich village, IL	19,631
Hamilton city, OH.....	62,477	Lakeville city, MN	55,954
Hamilton town, MA.....	7,764	Lakewood city, CO	142,980
Hanover County, VA.....	99,863	Lakewood city, WA.....	58,163
Harrisburg city, SD	4,089	Lane County, OR.....	351,715
Harrisonburg city, VA	48,914	Lansing city, MI	114,297
Harrisonville city, MO	10,019	Laramie city, WY.....	30,816
Hayward city, CA	144,186	Larimer County, CO.....	299,630
Henderson city, NV	257,729	Las Cruces city, NM.....	97,618
Herndon town, VA.....	23,292	Las Vegas city, NV	583,756
High Point city, NC	104,371	Lawrence city, KS.....	87,643
Highland Park city, IL	29,763	Lawrenceville city, GA	28,546
Highlands Ranch CDP, CO	96,713	Lee's Summit city, MO	91,364
Holland city, MI.....	33,051	Lehi city, UT	47,407
Honolulu County, HI.....	953,207	Lenexa city, KS	48,190
Hooksett town, NH.....	13,451	Lewis County, NY.....	27,087
Hopkins city, MN	17,591	Lewiston city, ID	31,894
Hopkinton town, MA.....	14,925	Lewisville city, TX.....	95,290
Hoquiam city, WA	8,726	Lewisville town, NC	12,639
Horry County, SC	269,291	Libertyville village, IL.....	20,315
Howard village, WI.....	17,399	Lincoln city, NE	258,379
Hudson city, OH.....	22,262	Lindsborg city, KS	3,458
Hudson town, CO.....	2,356	Little Chute village, WI	10,449
Hudsonville city, MI.....	7,116	Littleton city, CO	41,737
Huntersville town, NC.....	46,773	Livermore city, CA.....	80,968
Huntley village, IL	24,291	Lombard village, IL	43,165
Hurst city, TX.....	37,337	Lone Tree city, CO	10,218
Hutchinson city, MN	14,178	Long Grove village, IL	8,043
Hutto city, TX	14,698	Longmont city, CO	86,270
Hyattsville city, MD	17,557	Longview city, TX.....	80,455
Independence city, MO.....	116,830	Lonsdale city, MN.....	3,674
Indian Trail town, NC	33,518	Los Alamos County, NM.....	17,950
Indianola city, IA	14,782	Los Altos Hills town, CA	7,922
Indio city, CA.....	76,036	Louisville city, CO.....	18,376
Iowa City city, IA	67,862	Lower Merion township, PA.....	57,825
Irving city, TX	216,290	Lynchburg city, VA	75,568
Issaquah city, WA	30,434	Lynnwood city, WA	35,836
Jackson County, MI.....	160,248	Macomb County, MI	840,978
James City County, VA	67,009	Manassas city, VA	37,821
Jefferson County, CO	534,543	Manhattan Beach city, CA.....	35,135
Jefferson County, NY.....	116,229	Manhattan city, KS.....	52,281
Jefferson Parish, LA.....	432,552	Mankato city, MN	39,309
Johnson City city, TN.....	63,152	Maple Grove city, MN	61,567
Johnston city, IA.....	17,278	Maricopa County, AZ	3,817,117
Jupiter town, FL.....	55,156	Marshfield city, WI	19,118
Kalamazoo city, MI.....	74,262	Martinez city, CA	35,824
Kansas City city, KS.....	145,786	Marysville city, WA	60,020
Kansas City city, MO.....	459,787	Matthews town, NC.....	27,198
Keizer city, OR.....	36,478	McAllen city, TX	129,877
Kenmore city, WA	20,460	McDonough city, GA.....	22,084
Kennedale city, TX	6,763	McKinney city, TX.....	131,117

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McMinnville city, OR	32,187	Oviedo city, FL.....	33,342
Menlo Park city, CA	32,026	Paducah city, KY	25,024
Mercer Island city, WA	22,699	Palm Beach Gardens city, FL.....	48,452
Meridian charter township, MI	39,688	Palm Coast city, FL.....	75,180
Meridian city, ID	75,092	Palo Alto city, CA	64,403
Merriam city, KS.....	11,003	Palos Verdes Estates city, CA	13,438
Mesa city, AZ.....	439,041	Papillion city, NE	18,894
Mesa County, CO	146,723	Paradise Valley town, AZ	12,820
Miami Beach city, FL	87,779	Park City city, UT	7,558
Miami city, FL	399,457	Parker town, CO	45,297
Middleton city, WI.....	17,442	Parkland city, FL	23,962
Midland city, MI	41,863	Pasadena city, CA	137,122
Milford city, DE	9,559	Pasco city, WA	59,781
Milton city, GA	32,661	Pasco County, FL	464,697
Minneapolis city, MN	382,578	Payette city, ID	7,433
Mission Viejo city, CA	93,305	Pearland city, TX.....	91,252
Missouri City city, TX	67,358	Peoria city, AZ	154,065
Modesto city, CA.....	201,165	Peoria city, IL	115,007
Monterey city, CA.....	27,810	Peoria County, IL	186,494
Montgomery County, VA.....	94,392	Pflugerville city, TX	46,936
Monticello city, UT.....	1,972	Phoenix city, AZ.....	1,445,632
Montrose city, CO	19,132	Pinehurst village, NC	13,124
Monument town, CO	5,530	Piqua city, OH.....	20,522
Mooreville town, NC.....	32,711	Pitkin County, CO.....	17,148
Moraga town, CA	16,016	Plano city, TX	259,841
Morristown city, TN	29,137	Platte City city, MO.....	4,691
Morrisville town, NC	18,576	Pleasanton city, CA	70,285
Morro Bay city, CA	10,234	Plymouth city, MN.....	70,576
Mountain Village town, CO.....	1,320	Pocatello city, ID.....	54,255
Mountlake Terrace city, WA	19,909	Polk County, IA.....	430,640
Murphy city, TX.....	17,708	Pompano Beach city, FL	99,845
Naperville city, IL	141,853	Port Orange city, FL	56,048
Napoleon city, OH.....	8,749	Portland city, OR.....	583,776
Needham CDP, MA.....	28,886	Post Falls city, ID	27,574
Nevada City city, CA	3,068	Powell city, OH	11,500
New Braunfels city, TX	57,740	Prince William County, VA.....	402,002
New Brighton city, MN.....	21,456	Prior Lake city, MN	22,796
New Hanover County, NC	202,667	Pueblo city, CO	106,595
New Orleans city, LA	343,829	Purcellville town, VA.....	7,727
New Port Richey city, FL.....	14,911	Queen Creek town, AZ	26,361
New Smyrna Beach city, FL	22,464	Radnor township, PA.....	31,531
New Ulm city, MN	13,522	Ramsey city, MN	23,668
Newberg city, OR.....	22,068	Raymond town, ME.....	4,436
Newport city, RI.....	24,672	Raymore city, MO	19,206
Newport News city, VA.....	180,719	Redmond city, OR.....	26,215
Newton city, IA	15,254	Redmond city, WA	54,144
Noblesville city, IN	51,969	Rehoboth Beach city, DE	1,327
Nogales city, AZ.....	20,837	Reno city, NV.....	225,221
Norcross city, GA	9,116	Reston CDP, VA	58,404
Norfolk city, VA.....	242,803	Richmond city, CA.....	103,701
North Mankato city, MN.....	13,394	Richmond Heights city, MO	8,603
North Port city, FL.....	57,357	Rifle city, CO.....	9,172
North Richland Hills city, TX.....	63,343	Rio Rancho city, NM	87,521
Northglenn city, CO.....	35,789	River Falls city, WI	15,000
Novato city, CA	51,904	Riverside city, CA	303,871
Novi city, MI.....	55,224	Riverside city, MO	2,937
O'Fallon city, IL.....	28,281	Roanoke County, VA	92,376
O'Fallon city, MO.....	79,329	Rochester Hills city, MI.....	70,995
Oak Park village, IL	51,878	Rock Hill city, SC.....	66,154
Oakland city, CA	390,724	Rockville city, MD.....	61,209
Oakley city, CA	35,432	Roeland Park city, KS	6,731
Ogdensburg city, NY	11,128	Rogers city, MN	8,597
Oklahoma City city, OK.....	579,999	Rohnert Park city, CA	40,971
Olathe city, KS.....	125,872	Rolla city, MO	19,559
Old Town city, ME.....	7,840	Roselle village, IL	22,763
Olmsted County, MN	144,248	Rosemount city, MN	21,874
Olympia city, WA	46,478	Rosenberg city, TX.....	30,618
Orland Park village, IL	56,767	Roseville city, MN.....	33,660
Oshkosh city, WI.....	66,083	Round Rock city, TX	99,887
Oshkosh charter township, MI.....	21,705	Royal Oak city, MI.....	57,236
Oswego village, IL.....	30,355	Saco city, ME	18,482
Otsego County, MI	24,164	Sahuarita town, AZ	25,259
Ottawa County, MI.....	263,801	Salida city, CO	5,236

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Sammamish city, WA.....	45,780	Takoma Park city, MD	16,715
San Anselmo town, CA	12,336	Tamarac city, FL	60,427
San Antonio city, TX.....	1,327,407	Temecula city, CA	100,097
San Carlos city, CA.....	28,406	Tempe city, AZ	161,719
San Diego city, CA	1,307,402	Texarkana city, TX	36,411
San Francisco city, CA	805,235	The Woodlands CDP, TX.....	93,847
San Jose city, CA	945,942	Thornton city, CO.....	118,772
San Juan County, NM.....	130,044	Thousand Oaks city, CA.....	126,683
San Marcos city, CA.....	83,781	Tigard city, OR.....	48,035
San Marcos city, TX.....	44,894	Tracy city, CA	82,922
San Rafael city, CA.....	57,713	Trinidad CCD, CO.....	12,017
Sanford city, FL.....	53,570	Tualatin city, OR	26,054
Sangamon County, IL.....	197,465	Tulsa city, OK	391,906
Santa Clarita city, CA.....	176,320	Twin Falls city, ID	44,125
Santa Fe city, NM.....	67,947	Tyler city, TX	96,900
Santa Fe County, NM	144,170	Umatilla city, OR	6,906
Santa Monica city, CA.....	89,736	University Heights city, OH	13,539
Sarasota County, FL.....	379,448	University Park city, TX.....	23,068
Savage city, MN.....	26,911	Upper Arlington city, OH.....	33,771
Schaumburg village, IL.....	74,227	Urbandale city, IA	39,463
Scott County, MN	129,928	Vail town, CO.....	5,305
Scottsdale city, AZ	217,385	Vancouver city, WA.....	161,791
Seaside city, CA	33,025	Ventura CCD, CA	111,889
Sevierville city, TN.....	14,807	Vernon Hills village, IL.....	25,113
Shakopee city, MN	37,076	Vestavia Hills city, AL	34,033
Sharonville city, OH.....	13,560	Victoria city, MN.....	7,345
Shawnee city, KS	62,209	Vienna town, VA	15,687
Shawnee city, OK.....	29,857	Virginia Beach city, VA.....	437,994
Sheboygan city, WI.....	49,288	Wake Forest town, NC.....	30,117
Sherborn town, MA	4,119	Walnut Creek city, CA	64,173
Shoreview city, MN	25,043	Washington County, MN	238,136
Shorewood city, MN	7,307	Washington town, NH	1,123
Shorewood village, IL.....	15,615	Washougal city, WA	14,095
Shorewood village, WI	13,162	Watauga city, TX	23,497
Sierra Vista city, AZ.....	43,888	Wauwatosa city, WI	46,396
Sioux Center city, IA	7,048	Waverly city, IA	9,874
Sioux Falls city, SD	153,888	Weddington town, NC	9,459
Skokie village, IL.....	64,784	Wentzville city, MO.....	29,070
Snellville city, GA	18,242	West Carrollton city, OH	13,143
South Lake Tahoe city, CA.....	21,403	West Chester borough, PA.....	18,461
Southborough town, MA.....	9,767	West Des Moines city, IA.....	56,609
Southlake city, TX	26,575	Western Springs village, IL	12,975
Spokane Valley city, WA	89,755	Westerville city, OH.....	36,120
Spring Hill city, KS.....	5,437	Westlake town, TX	992
Springboro city, OH.....	17,409	Westminster city, CO.....	106,114
Springfield city, MO.....	159,498	Weston town, MA.....	11,261
Springville city, UT	29,466	Wheat Ridge city, CO	30,166
St. Augustine city, FL	12,975	White House city, TN.....	10,255
St. Charles city, IL.....	32,974	Wichita city, KS.....	382,368
St. Cloud city, FL.....	35,183	Williamsburg city, VA.....	14,068
St. Cloud city, MN	65,842	Willowbrook village, IL	8,540
St. Joseph city, MO	76,780	Wilmington city, NC.....	106,476
St. Louis County, MN.....	200,226	Wilsonville city, OR.....	19,509
St. Louis Park city, MN	45,250	Winchester city, VA.....	26,203
Stallings town, NC.....	13,831	Windsor town, CO	18,644
State College borough, PA.....	42,034	Windsor town, CT	29,044
Steamboat Springs city, CO	12,088	Winnetka village, IL	12,187
Sterling Heights city, MI	129,699	Winston-Salem city, NC	229,617
Sugar Grove village, IL	8,997	Winter Garden city, FL.....	34,568
Sugar Land city, TX.....	78,817	Woodbury city, MN.....	61,961
Suisun City city, CA	28,111	Woodland city, CA.....	55,468
Summit city, NJ.....	21,457	Wrentham town, MA	10,955
Summit County, UT.....	36,324	Wyandotte County, KS	157,505
Summit village, IL	11,054	Yakima city, WA.....	91,067
Sunnyvale city, CA	140,081	York County, VA.....	65,464
Surprise city, AZ.....	117,517	Yorktown town, IN.....	9,405
Suwanee city, GA.....	15,355	Yountville city, CA	2,933
Tacoma city, WA.....	198,397		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The Town of Davidson funded this research. Please contact Kim Fleming, Economic Development Manager of the Town of Davidson at kfleming@townofdavidson.org if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

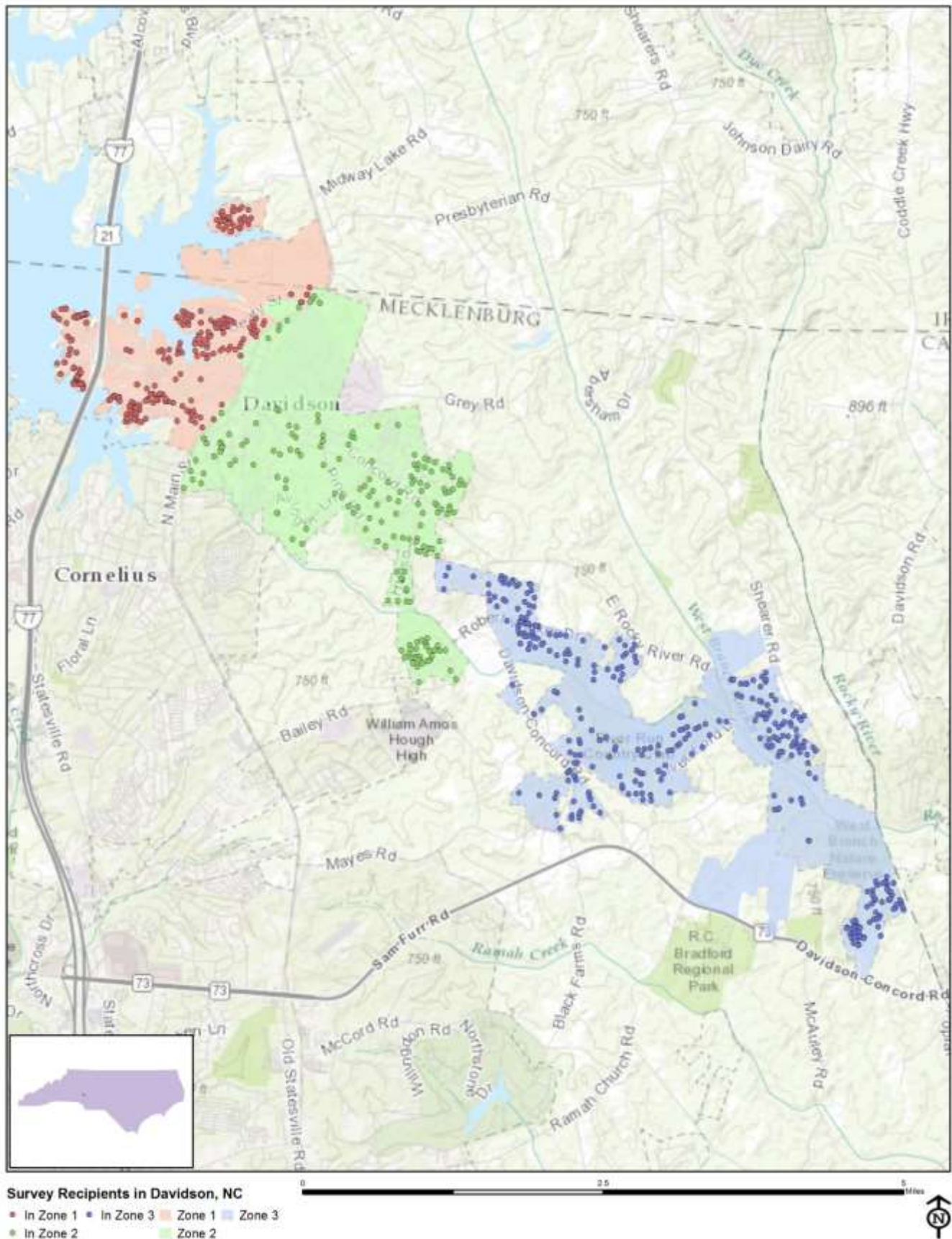
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the Town of Davidson were eligible to participate in the survey. A list of all households within the zip codes serving Davidson was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Davidson households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the Town of Davidson boundaries were removed from consideration. Each address identified as being within Town boundaries was further identified as being within one of three Town zones (West Davidson, Central Davidson and East Davidson), and all residents who receive mail via a P.O. box were grouped into a fourth zone.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on February 15, 2017. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. Completed surveys were collected over the following seven weeks.

About 4% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1441 households that received the survey, 566 completed the survey, providing an overall response rate of 39%. Additionally, responses were tracked by zones; response rates by zones ranged from 31% to 47%. The response rate(s) were/was calculated using AAPOR's response rate #2¹ for mailed surveys of unnamed persons.

Table 75: Survey Response Rates by Zone

	West Davidson	Central Davidson	East Davidson	P.O. Boxes	Overall
Total sample used	528	730	399	104	1500
I=Complete Interviews	149	132	145	133	559
P=Partial Interviews	3	1	1	1	6
R=Refusal and break off	0	0	0	0	0
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	345	148	185	197	875
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	31%	47%	44%	40%	39%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the Town of Davidson survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (565 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

¹ See AAPOR's Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

NRC used Qualtrics, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the Town of Davidson. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, sex, age and area (the four Davidson zones). No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 76: Davidson, NC 2017 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	25%	14%	18%
Own home	75%	86%	82%
Detached unit	68%	66%	70%
Attached unit	32%	34%	30%
Race and Ethnicity			
White	88%	93%	91%
Not white	12%	7%	9%
Not Hispanic	97%	98%	99%
Hispanic	3%	2%	1%
Sex and Age			
Female	53%	54%	50%
Male	47%	46%	50%
18-34 years of age	34%	4%	22%
35-54 years of age	36%	33%	42%
55+ years of age	30%	64%	36%
Females 18-34	18%	1%	8%
Females 35-54	19%	18%	22%
Females 55+	16%	34%	21%
Males 18-34	17%	3%	15%
Males 35-54	17%	14%	20%
Males 55+	13%	30%	16%
Zones			
West Davidson	33%	27%	31%
Central Davidson	20%	24%	21%
East Davidson	23%	26%	26%
P.O. Boxes	24%	24%	22%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Davidson Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about our community. Your survey will arrive in the mail in a few days.

Thank you for helping to create a better town!

Sincerely,

A handwritten signature in black ink, appearing to read 'John M. Woods'.

John M. Woods
Mayor

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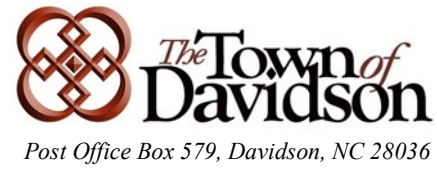
Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Post Office Box 579, Davidson, NC 28036

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94



February 2017

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Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Davidson make decisions that affect our town.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/2ky4M6D>

If you have any questions about the survey please call (704) 892-7591.

Thank you for your time and participation!

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March 2017

Dear Town of Davidson Resident:

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The Town of Davidson 2017 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Davidson:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Davidson as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Davidson as a place to raise children	1	2	3	4	5
Davidson as a place to work.....	1	2	3	4	5
Davidson as a place to visit	1	2	3	4	5
Davidson as a place to retire	1	2	3	4	5
The overall quality of life in Davidson	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Davidson as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Davidson.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Davidson	1	2	3	4	5
Overall "built environment" of Davidson (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Davidson	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Davidson	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Davidson	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Davidson to someone who asks.....	1	2	3	4	5
Remain in Davidson for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day	1	2	3	4	5	6
In Davidson's downtown/commercial area during the day.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Davidson as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Davidson.....	1	2	3	4	5
Ease of travel by public transportation in Davidson	1	2	3	4	5
Ease of travel by bicycle in Davidson	1	2	3	4	5
Ease of walking in Davidson	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Cleanliness of Davidson.....	1	2	3	4	5
Overall appearance of Davidson.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Davidson as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Davidson	1	2	3	4	5
Overall quality of business and service establishments in Davidson	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Davidson	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Davidson	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Davidson (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Davidson	1	2
Reported a crime to the police in Davidson	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the Town of Davidson (in-person, phone, email or web) for help or information	1	2
Contacted Davidson elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Davidson?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Davidson recreation centers or their services	1	2	3	4
Visited a neighborhood park or Town park	1	2	3	4
Used Davidson public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Davidson	1	2	3	4
Attended a Town-sponsored event	1	2	3	4
Used bus, rail or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Davidson	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online) a local public meeting	1	2	3	4

The Town of Davidson 2017 Citizen Survey

10. Please rate the quality of each of the following services in Davidson:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Davidson open space.....	1	2	3	4	5
Town-sponsored special events.....	1	2	3	4	5
Overall customer service by Davidson employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The Town of Davidson.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate the following categories of Davidson government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Davidson.....	1	2	3	4	5
The overall direction that Davidson is taking.....	1	2	3	4	5
The job Davidson government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Davidson government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Davidson community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Davidson.....	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Davidson	1	2	3	4
Overall “built environment” of Davidson (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Davidson	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Davidson	1	2	3	4
Sense of community	1	2	3	4

14. To what extent would you support or oppose the following measures to increase the supply of affordable (not subsidized) housing in Davidson:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Increase property taxes by \$.01/\$100 valuation (approximately \$25/year for a \$250,000 home)	1	2	3	4
Allocate funds from the Town budget without a tax increase	1	2	3	4
Provide incentives to developers in the form of additional density, a quicker approval process, etc.	1	2	3	4
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.....	1	2	3	4

15. To what extent would you support or oppose using a property tax increase to finance improvements to the following facilities and programs:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Road improvements including street connections and intersection improvements.....	1	2	3	4
Rectangular athletic fields suitable for soccer	1	2	3	4
Diamond playing fields suitable for baseball, kickball, etc.	1	2	3	4
Greenways and multi-use paths	1	2	3	4
Open space land purchases.....	1	2	3	4
Sidewalks.....	1	2	3	4
Cultural facilities (museum, performing arts venue, etc.)	1	2	3	4
Local Shuttle Service	1	2	3	4

16. To what extent would you support or oppose Town funds being used for the following transportation initiatives:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Shuttles to town events and the Saturday Farmers’ Market.....	1	2	3	4
Providing bike sharing or car sharing services.	1	2	3	4
Improving bicycle and pedestrian facilities, including bike paths and sidewalks.	1	2	3	4
Promoting and educating businesses and citizens about commuter options.	1	2	3	4

17. How likely or unlikely would you be to ride your bicycle more often if the following cycling infrastructure were made available in Davidson?

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Not applicable/ I don’t want to ride a bicycle</i>
Painted “sharrows” – shared lane markings (similar to those on Main Street in Davidson).....	1	2	3	4	5
Painted bike lanes.....	1	2	3	4	5
Bike lanes with a painted buffer between car and bicycle traffic	1	2	3	4	5
Bike lanes with a physical barrier such as bollards (posts) between car and bicycle traffic	1	2	3	4	5
Bike lanes separated with a curb or planting strip between car and bicycle traffic	1	2	3	4	5
Greenways or trails.....	1	2	3	4	5
More bike racks Downtown.....	1	2	3	4	5
More bike racks at retail and recreation destinations.....	1	2	3	4	5

The Town of Davidson 2017 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home.....	1	2	3	4	5
Purchase goods or services from a business located in Davidson	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:

- ☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- ☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. What is your employment status?

- ☐ Working full time for pay
☐ Working part time for pay
☐ Unemployed, looking for paid work
☐ Unemployed, not looking for paid work
☐ Fully retired

D5. Do you work inside the boundaries of Davidson?

- ☐ Yes, outside the home
☐ Yes, from home
☐ No

D6. How many years have you lived in Davidson?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

D7. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ Building with two or more homes (duplex, townhome, apartment or condominium)
☐ Mobile home
☐ Other

D8. Is this house, apartment or mobile home...

- ☐ Rented
☐ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$300 per month
☐ \$300 to \$599 per month
☐ \$600 to \$999 per month
☐ \$1,000 to \$1,499 per month
☐ \$1,500 to \$2,499 per month
☐ \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D11. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 to \$149,999
☐ \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D15. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D16. What is your sex?

- ☐ Female ☐ Male

D17. Do you consider a cell phone or land line your primary telephone number?

- ☐ Cell ☐ Land line ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502