

The **Town of**
Davidson



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The Town of Davidson, North Carolina

Report of Results
2007



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The Town of Davidson staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Town of Davidson staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 52 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 480 residents, for a response rate of 42%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 480 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the Town of Davidson. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey 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, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
4. Selecting the respondent within the household using an unbiased sampling procedure¹.

¹ The birthday method requests 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.

5. 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.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by Town officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to weight the data 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 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 a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that 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 tend to be ambiguous, 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 fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen “objectively” in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

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 body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Davidson. They also evaluated characteristics of the community, and gave their perceptions of safety in the Town of Davidson. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Davidson.

Quality of Life

When asked to rate the overall quality of life in Davidson, 47% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Davidson are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Davidson

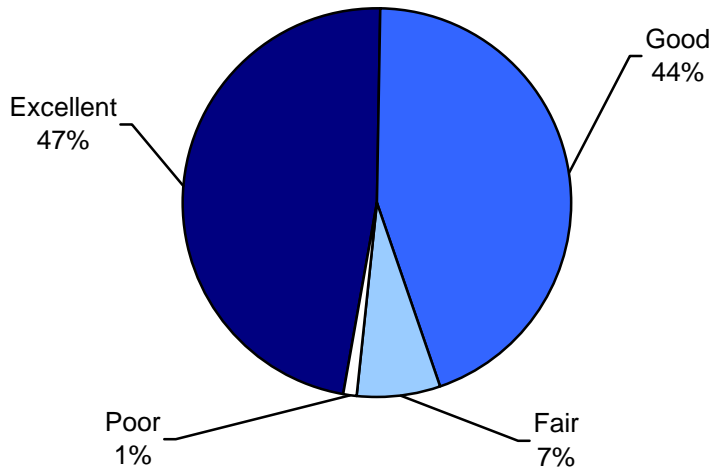
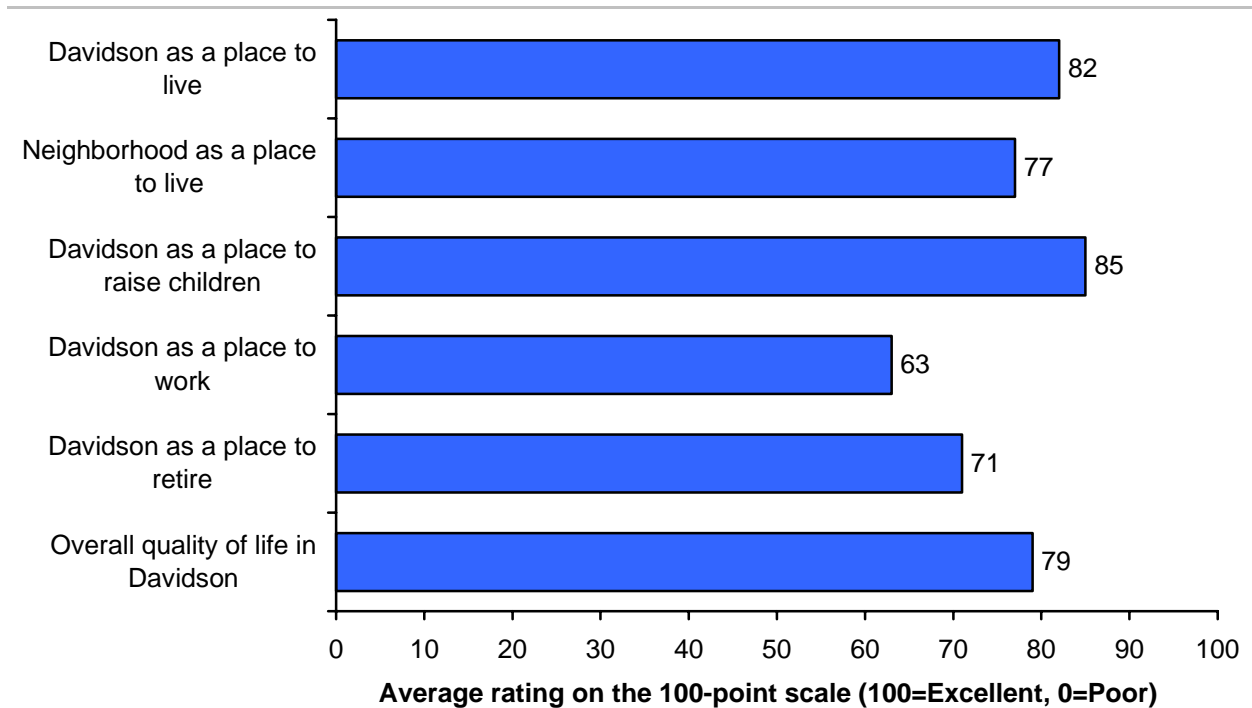


Figure 2: Quality of Life Ratings



Quality of Life Ratings

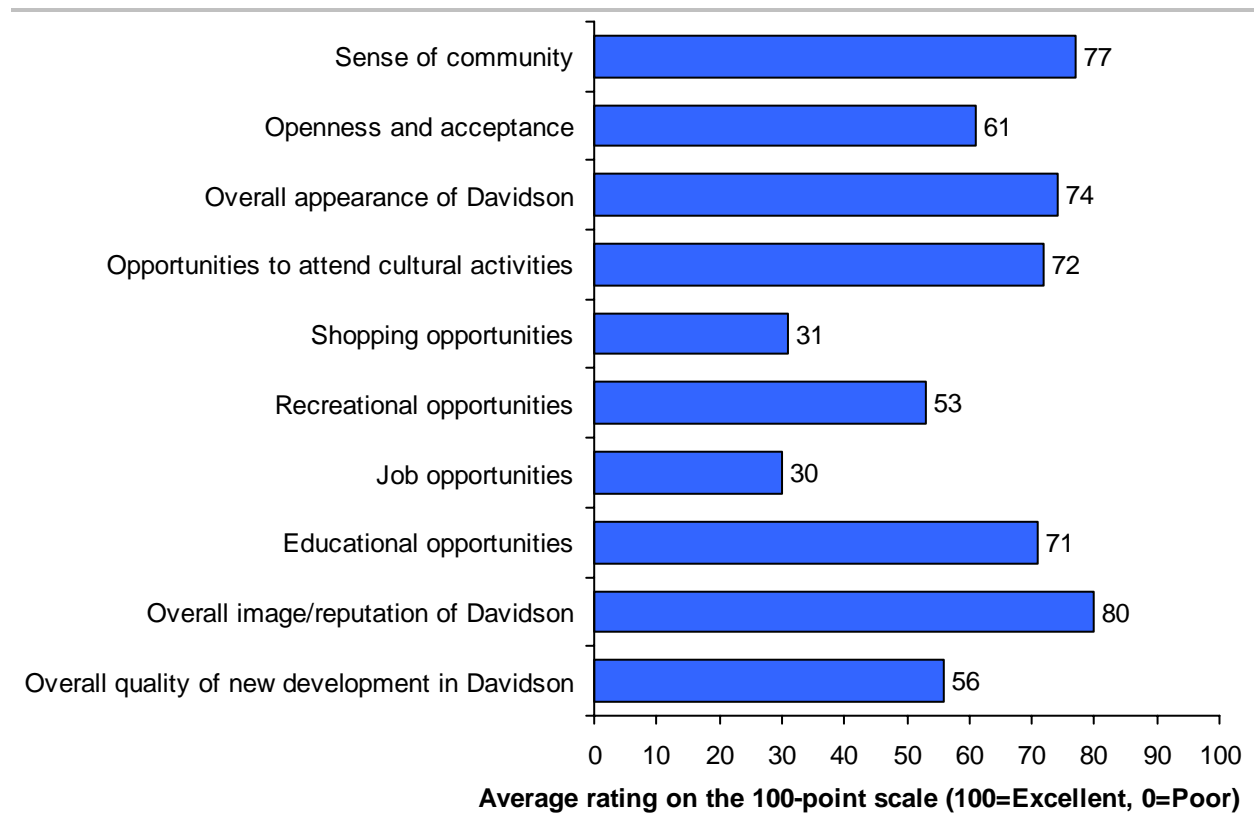
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Davidson as a place to live?	54%	39%	5%	1%	100%	82
How do you rate your neighborhood as a place to live?	46%	41%	11%	2%	100%	77
How do you rate Davidson as a place to raise children?	59%	37%	4%	0%	100%	85
How do you rate Davidson as a place to work?	36%	30%	21%	13%	100%	63
How do you rate Davidson as a place to retire?	42%	34%	18%	5%	100%	71
How do you rate the overall quality of life in Davidson?	47%	44%	7%	1%	100%	79

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Davidson

The highest rated characteristics of Davidson were overall image/reputation, sense of community, and overall appearance. When asked about potential problems in Davidson, the three concerns rated by the highest proportion of respondents as a “major problem” were traffic congestion, too much growth, and taxes. The rate of population growth in Davidson was viewed as “too fast” by 70% of respondents, while 2% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities

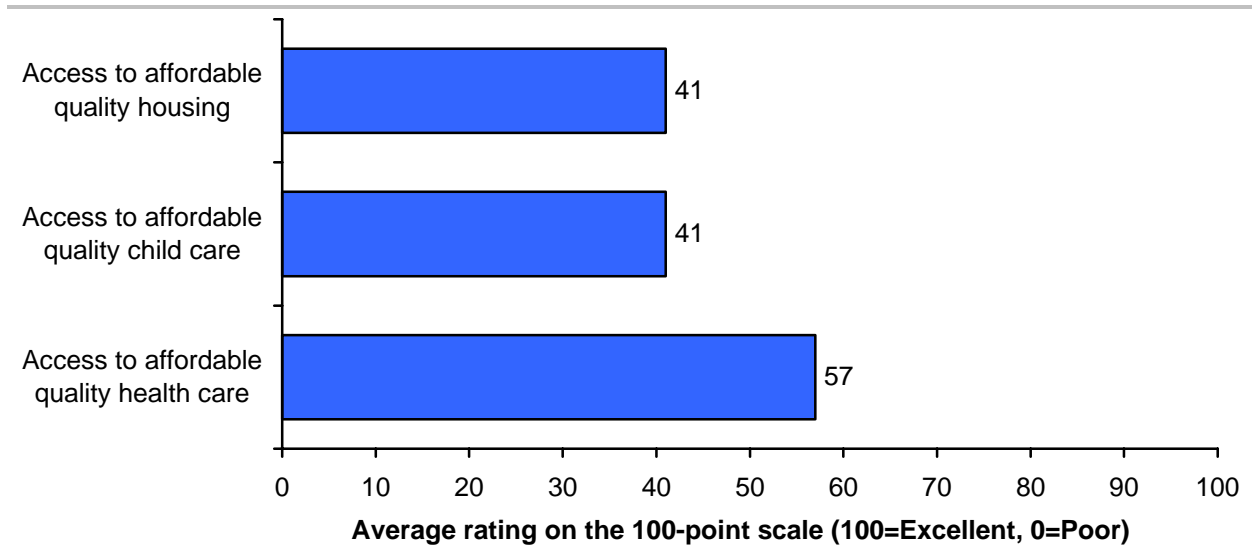


Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Davidson as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Sense of community	44%	42%	12%	1%	100%	77
Openness and acceptance of the community towards people of diverse backgrounds	23%	43%	28%	6%	100%	61
Overall appearance of Davidson	38%	50%	10%	2%	100%	74
Opportunities to attend cultural activities	35%	49%	12%	4%	100%	72
Shopping opportunities	3%	17%	49%	30%	100%	31
Recreational opportunities	14%	42%	33%	11%	100%	53
Job opportunities	2%	20%	45%	34%	100%	30
Educational opportunities	35%	46%	14%	5%	100%	71
Overall image/reputation of Davidson	50%	42%	6%	2%	100%	80
Overall quality of new development in Davidson	19%	43%	26%	12%	100%	56

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

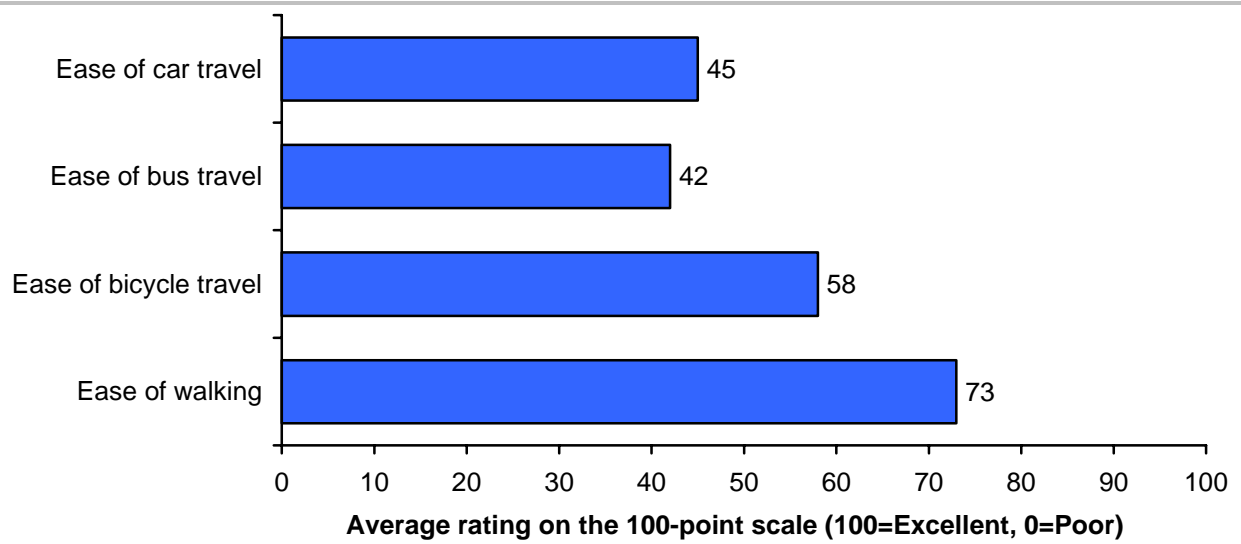


Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Davidson as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Access to affordable quality housing	8%	31%	34%	26%	100%	41
Access to affordable quality child care	11%	24%	42%	22%	100%	41
Access to affordable quality health care	19%	43%	27%	11%	100%	57

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Davidson as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Davidson	8%	36%	39%	17%	100%	45
Ease of bus travel in Davidson	8%	37%	30%	25%	100%	42
Ease of bicycle travel in Davidson	17%	53%	19%	12%	100%	58
Ease of walking in Davidson	39%	45%	10%	6%	100%	73

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Davidson

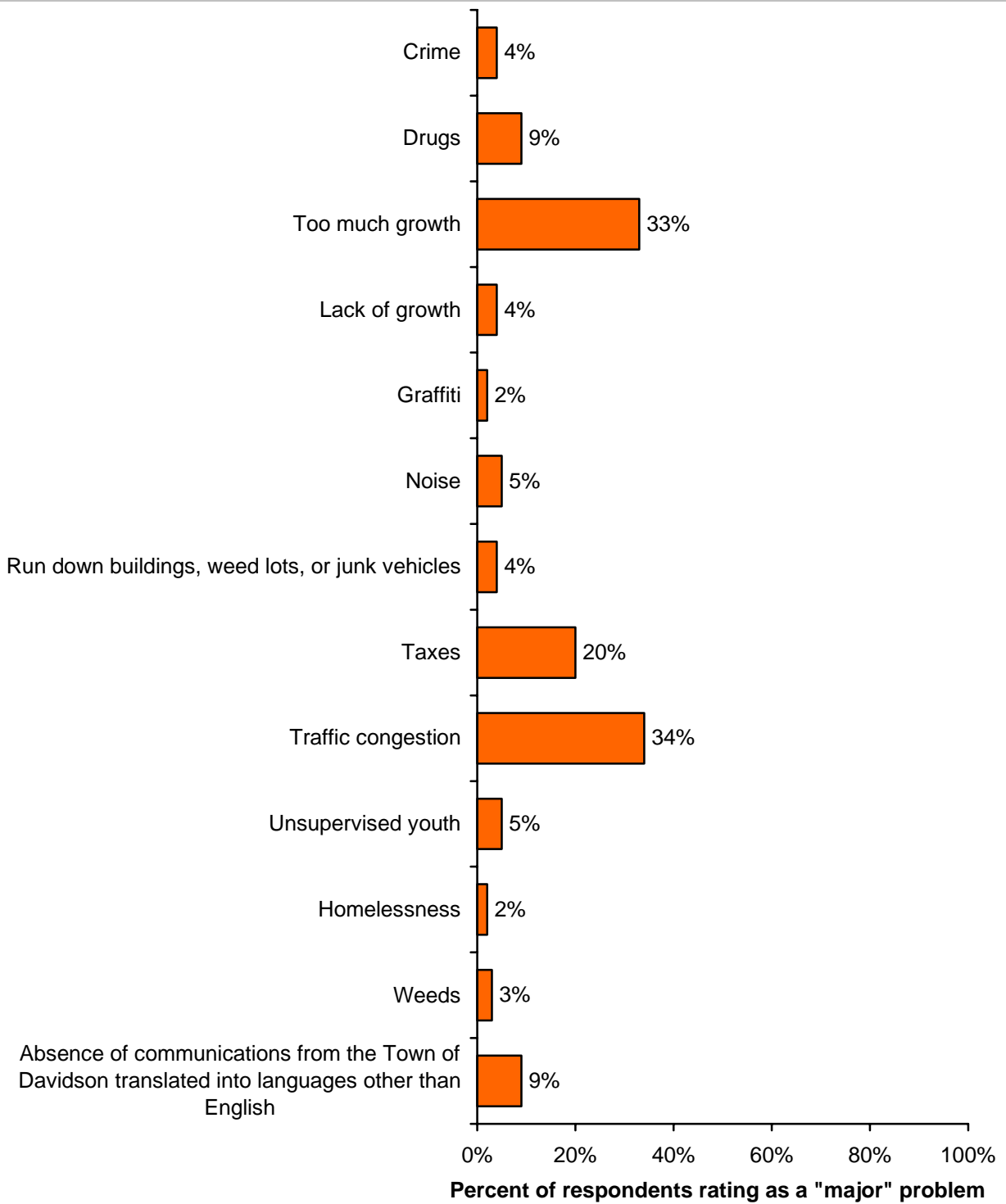
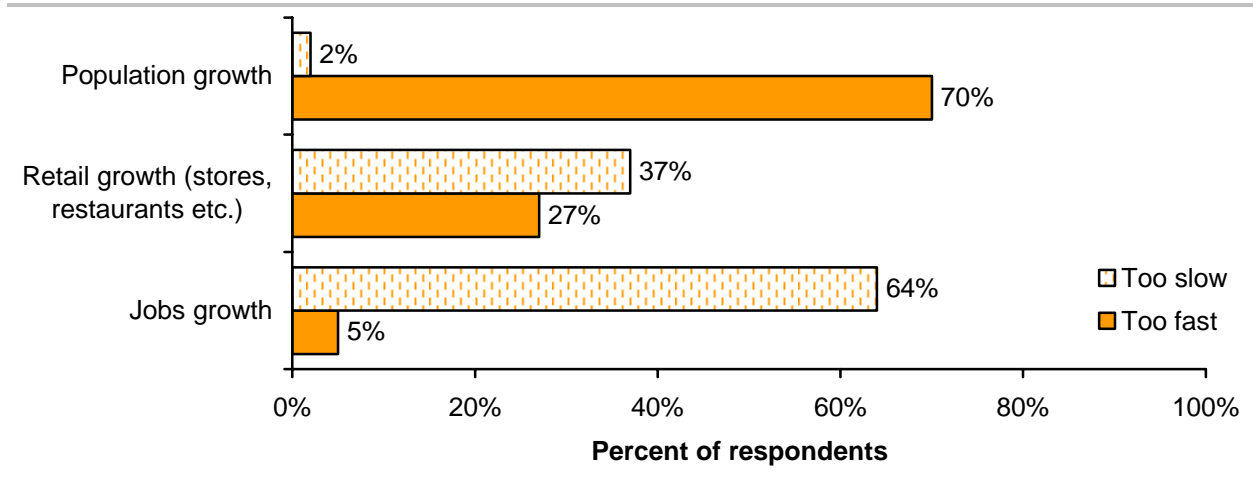


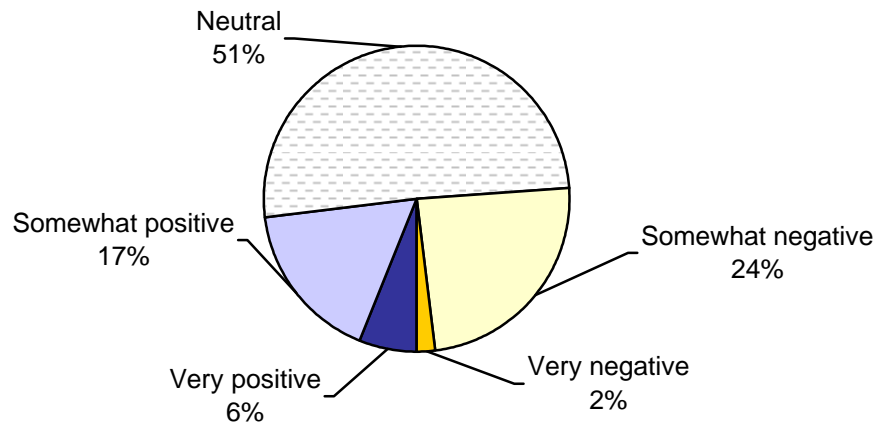
Figure 7: Ratings of Rates of Growth in Davidson



Twenty-three percent of Davidson residents expected that the coming six months would have a somewhat or very positive impact on their family, while 26% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of Economy

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...



Perceptions of Safety

When evaluating safety in the community, 89% of respondents felt “somewhat” or “very safe” from violent crimes in Davidson. In their neighborhood after dark, 86% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 7% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 64% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Davidson

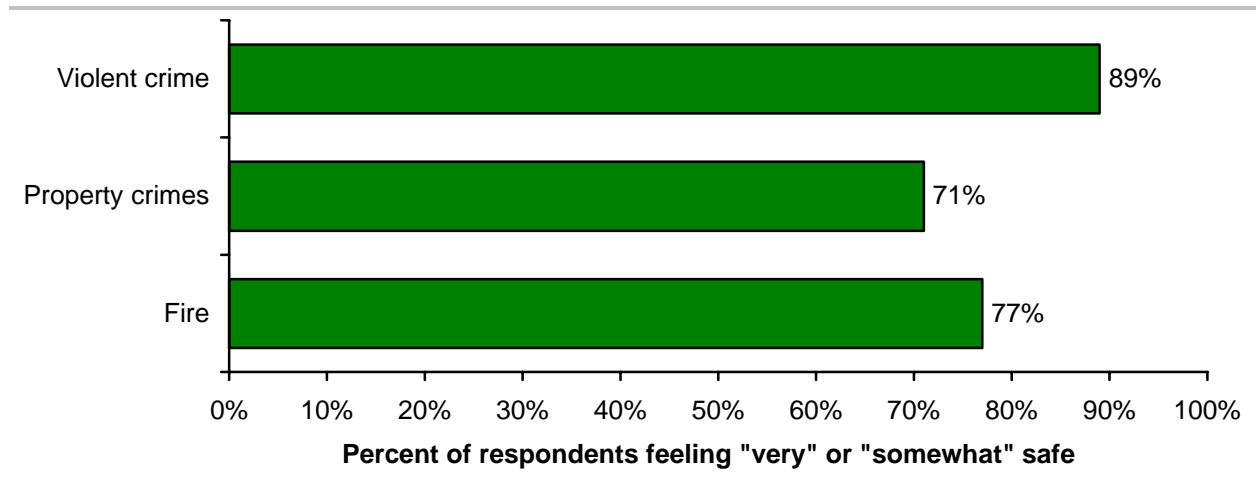


Figure 10: Ratings of Safety in Various Areas in Davidson

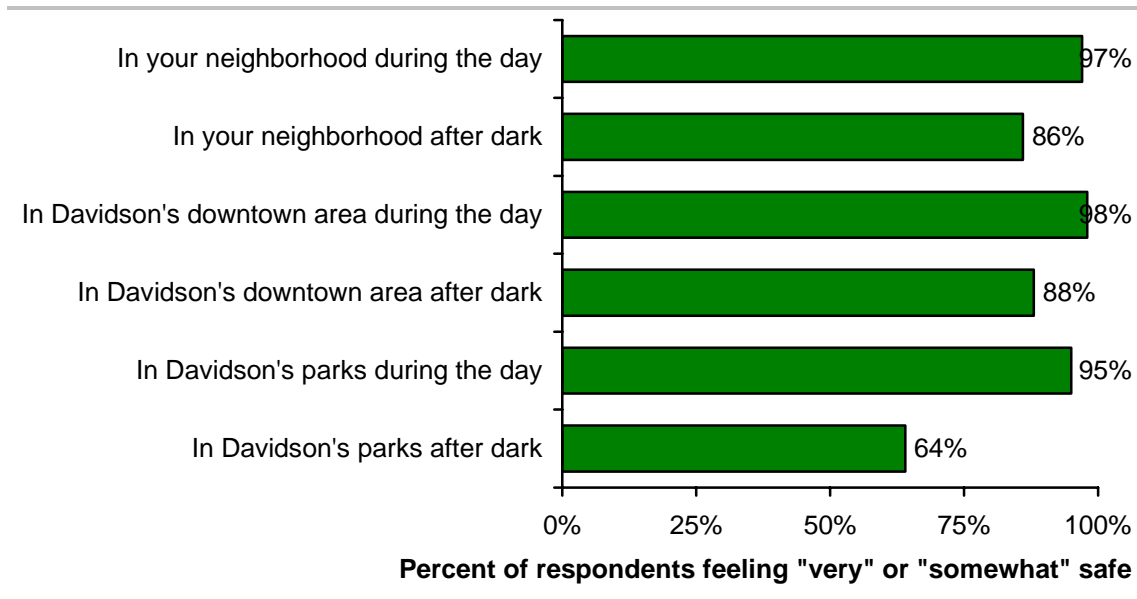


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

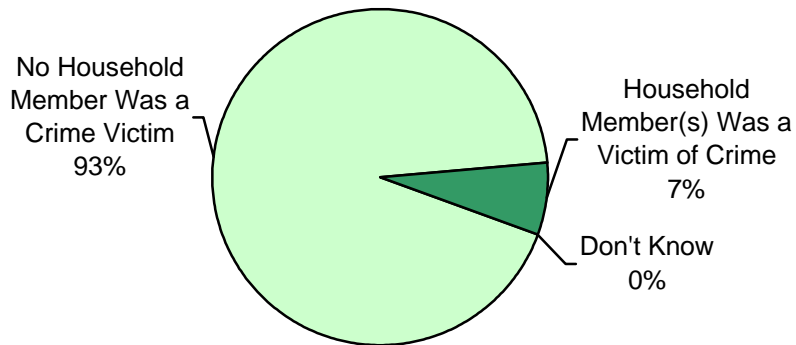
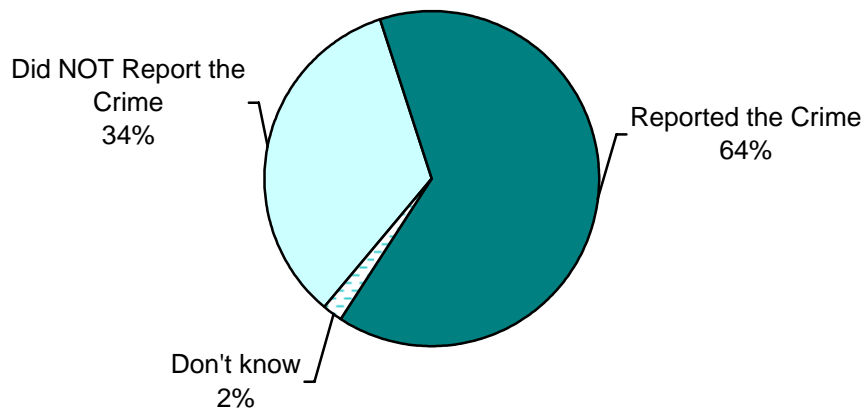


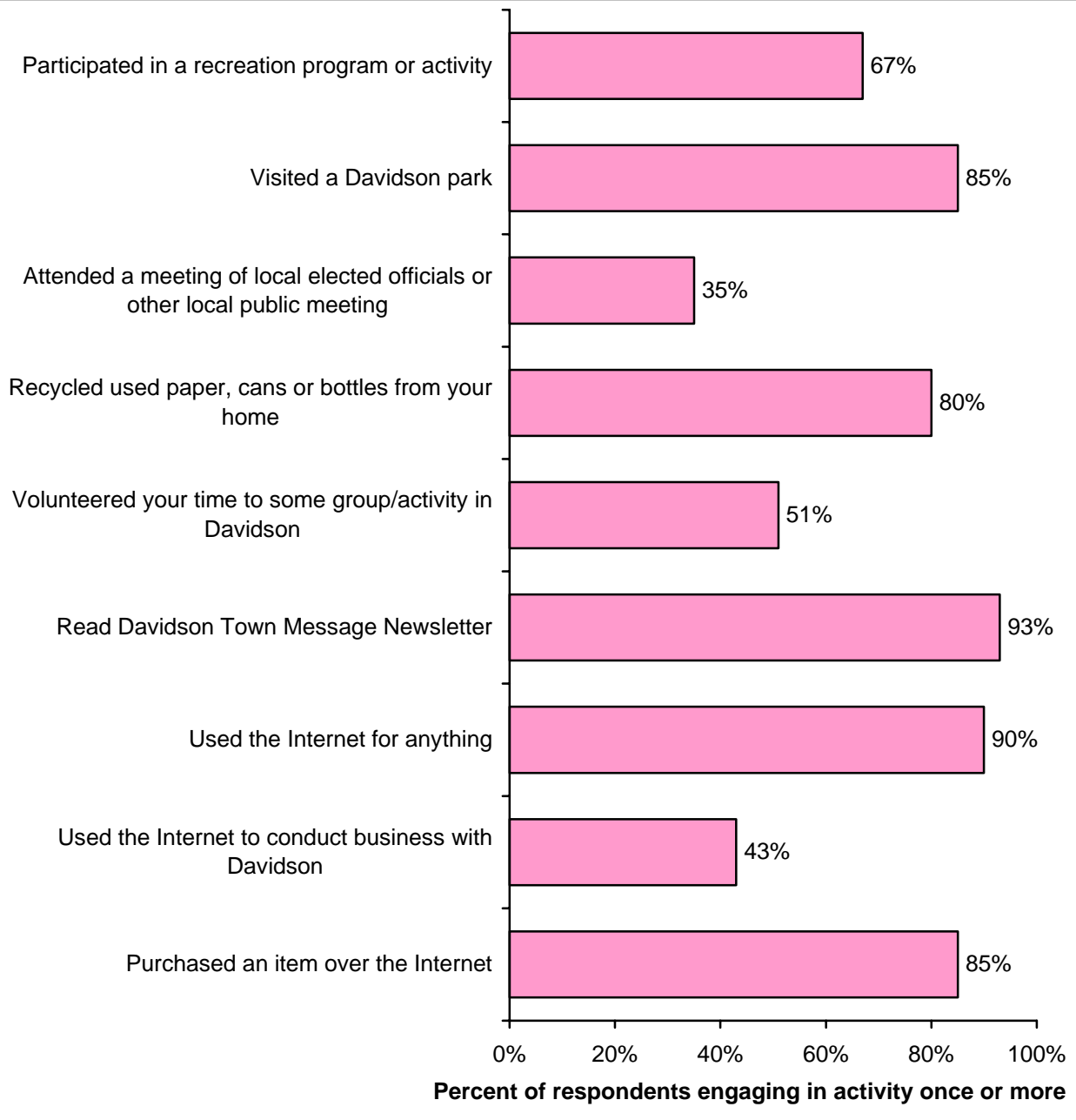
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

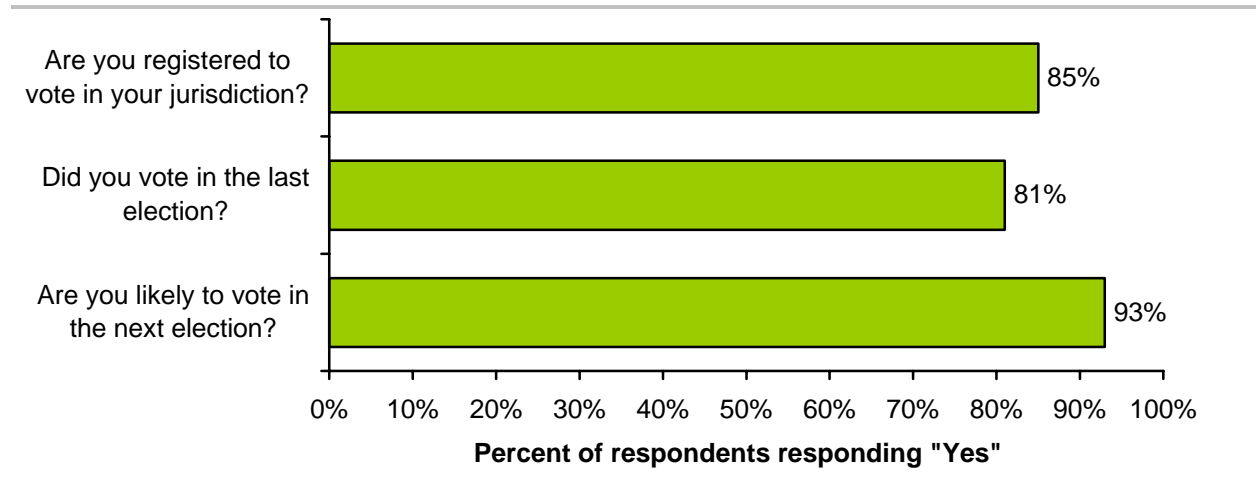
Participation in the civic, social and economic life of Davidson during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 85% reported visiting a park in Davidson in the past year and 35% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Davidson in the Past Year



Voter status was also estimated,² with 81% saying that they had voted in the last election.

Figure 14: Voter Status and Activity



Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	15%	85%	100%
Did you vote in the last election?	19%	81%	100%
Are you likely to vote in the next election?	7%	93%	100%

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

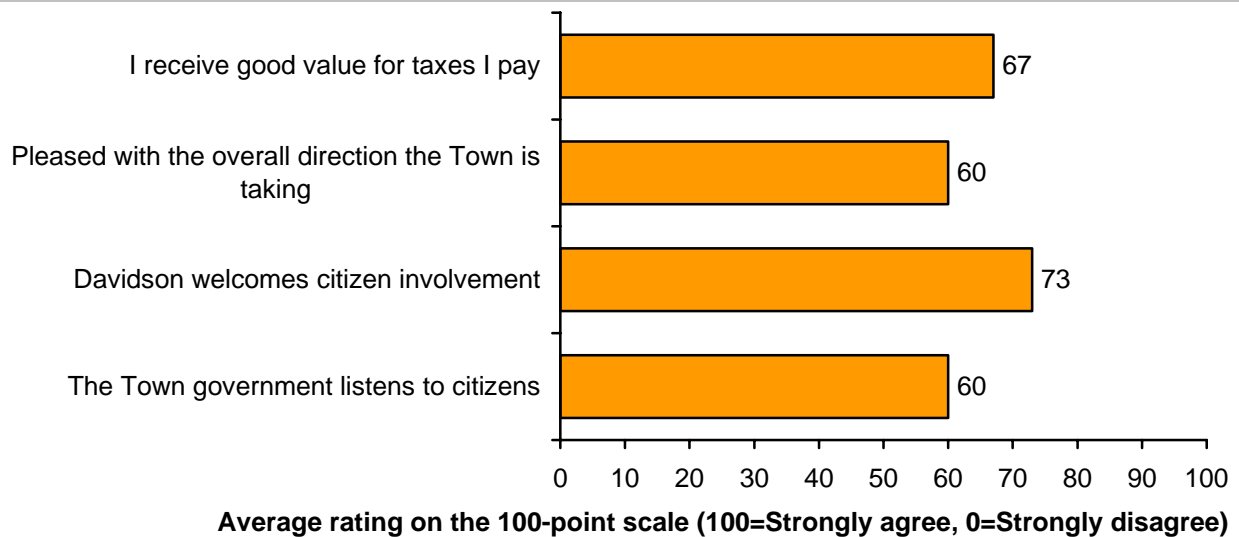
LOCAL GOVERNMENT

Several aspects of the government of the Town of Davidson were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the Town of Davidson. Those who had any contact with a Town of Davidson employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 67 on a 100-point scale.

Figure 15: Ratings of Public Trust



Ratings of Public Trust

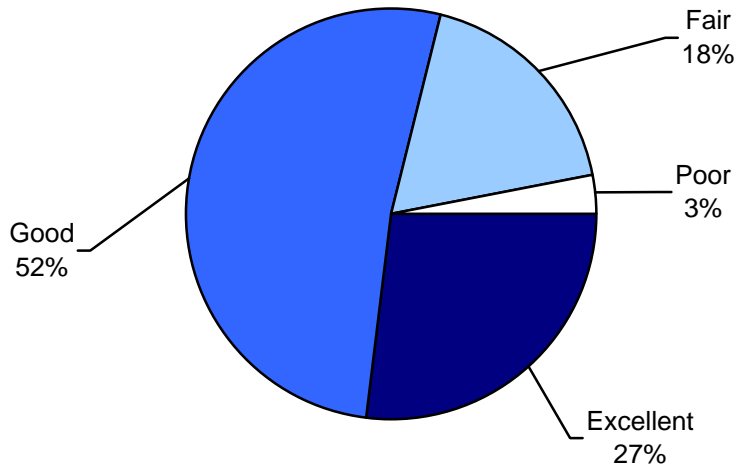
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the Town of Davidson taxes I pay	26%	42%	15%	10%	7%	100%	67
I am pleased with the overall direction that the Town of Davidson is taking	22%	35%	15%	17%	11%	100%	60
The Town of Davidson government welcomes citizen involvement	33%	35%	23%	6%	3%	100%	73
The Town of Davidson government listens to citizens	21%	31%	25%	13%	10%	100%	60

Note: "don't know" responses have been removed.

Service Provided by Davidson

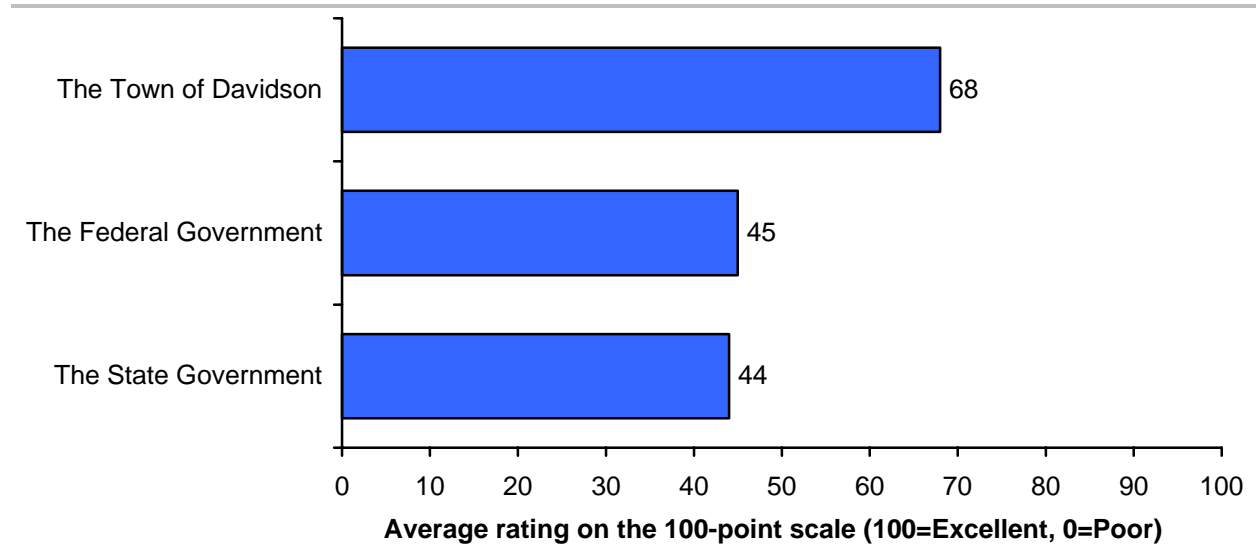
The responses of residents with an opinion about the overall quality of services provided by Davidson are shown in Figure 16 below. These responses result in an average rating of 68 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the Town of Davidson



On average, residents of Davidson gave the highest evaluations to their own local government and the lowest average rating to the state government.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government

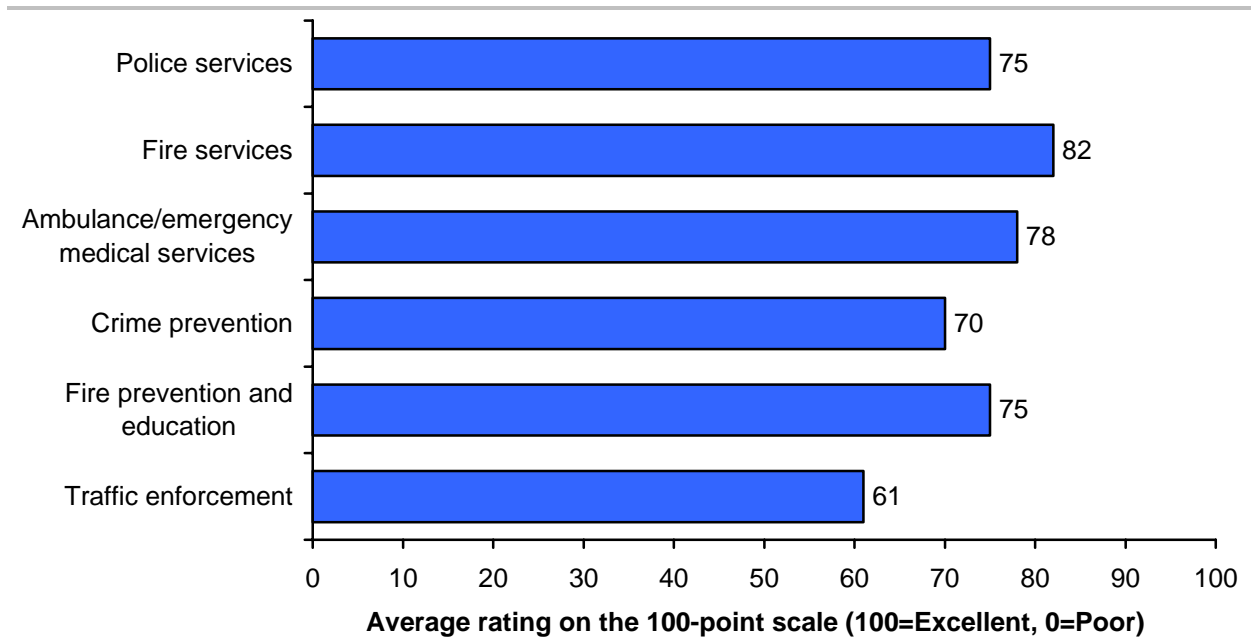


Overall Quality of Services: Town of Davidson, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The Town of Davidson	27%	52%	18%	3%	100%	68
The Federal Government	7%	35%	43%	14%	100%	45
The State Government	6%	34%	45%	15%	100%	44

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services

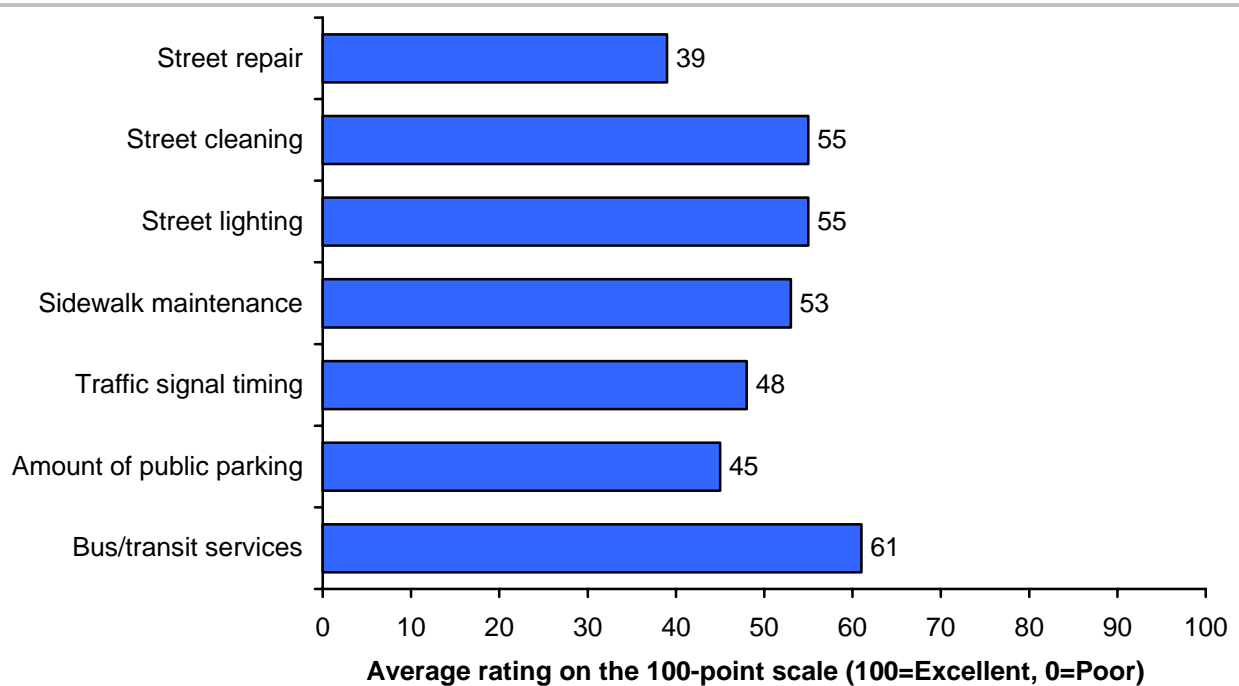


Quality of Public Safety Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Police services	42%	44%	11%	3%	100%	75
Fire services	52%	44%	4%	1%	100%	82
Ambulance/emergency medical services	44%	47%	7%	1%	100%	78
Crime prevention	32%	50%	13%	5%	100%	70
Fire prevention and education	37%	52%	10%	1%	100%	75
Traffic enforcement	24%	45%	19%	12%	100%	61

Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services

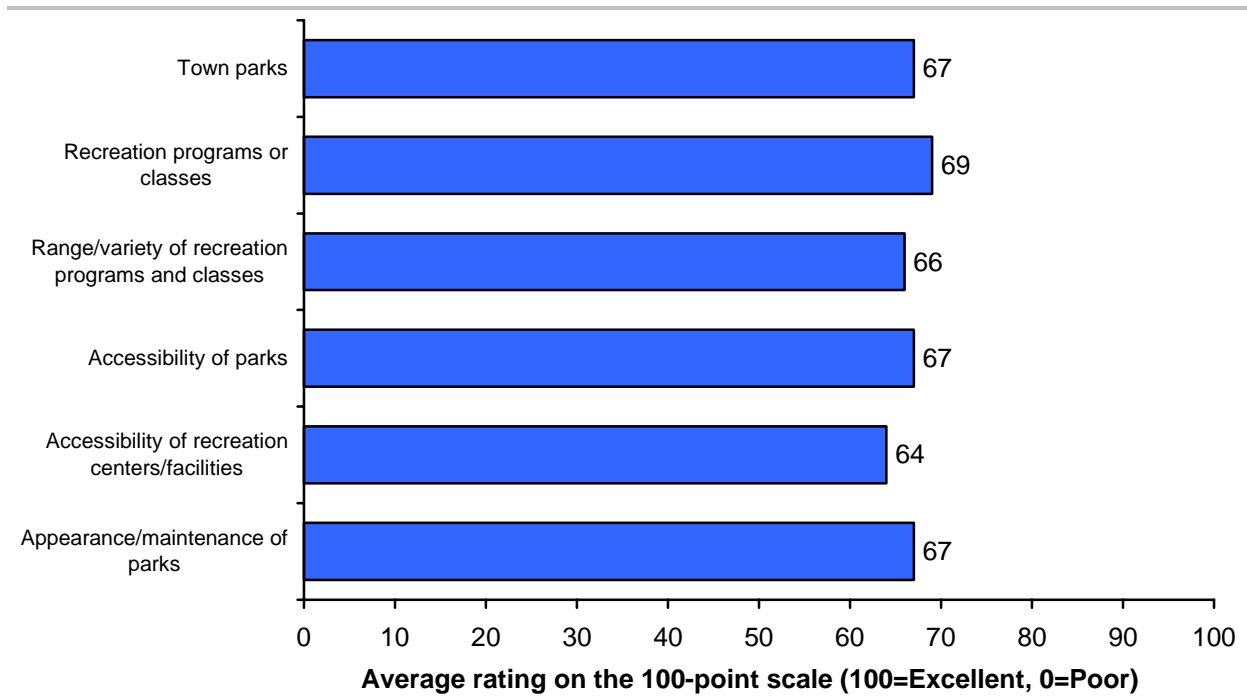


Quality of Transportation Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Street repair	7%	28%	42%	24%	100%	39
Street cleaning	14%	46%	31%	10%	100%	55
Street lighting	14%	47%	30%	10%	100%	55
Sidewalk maintenance	14%	41%	36%	9%	100%	53
Traffic signal timing	10%	44%	28%	19%	100%	48
Amount of public parking	8%	39%	33%	20%	100%	45
Bus/transit services	23%	49%	18%	10%	100%	61

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services

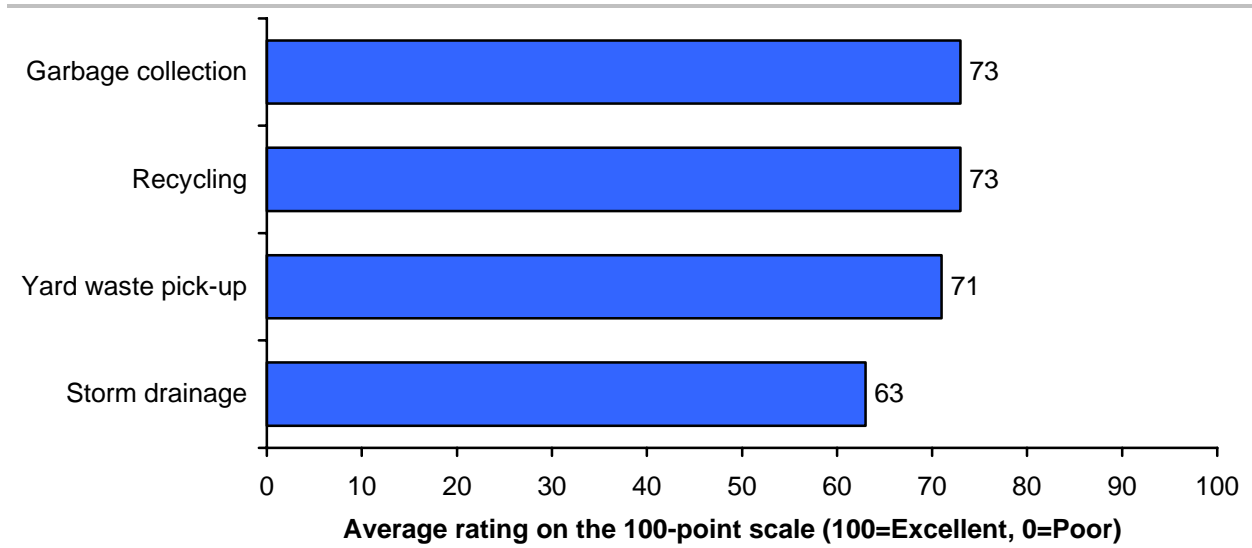


Quality of Leisure Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Town parks	26%	51%	21%	2%	100%	67
Recreation programs or classes	28%	53%	18%	1%	100%	69
Range/variety of recreation programs and classes	27%	51%	15%	7%	100%	66
Accessibility of parks	27%	52%	16%	5%	100%	67
Accessibility of recreation centers/facilities	23%	50%	24%	4%	100%	64
Appearance/maintenance of parks	27%	53%	16%	5%	100%	67

Note: "don't know" responses have been removed.

Figure 21: Quality of Utility Services

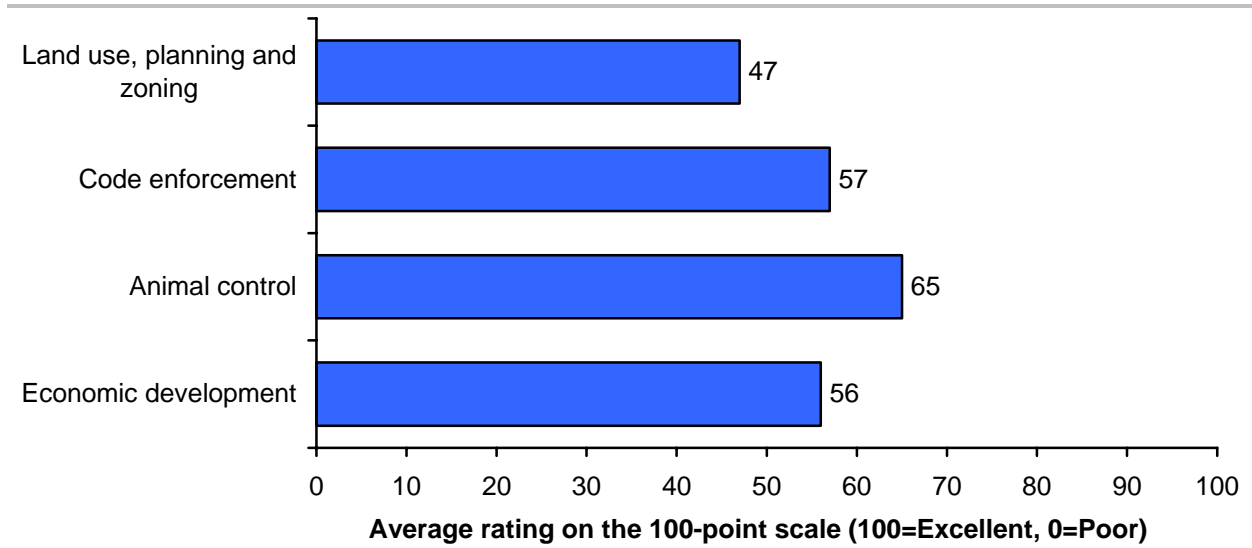


Quality of Utility Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Garbage collection	36%	50%	11%	3%	100%	73
Recycling	38%	50%	5%	7%	100%	73
Yard waste pick-up	37%	43%	15%	5%	100%	71
Storm drainage	18%	59%	19%	4%	100%	63

Note: "don't know" responses have been removed.

Figure 22: Quality of Planning and Code Enforcement Services

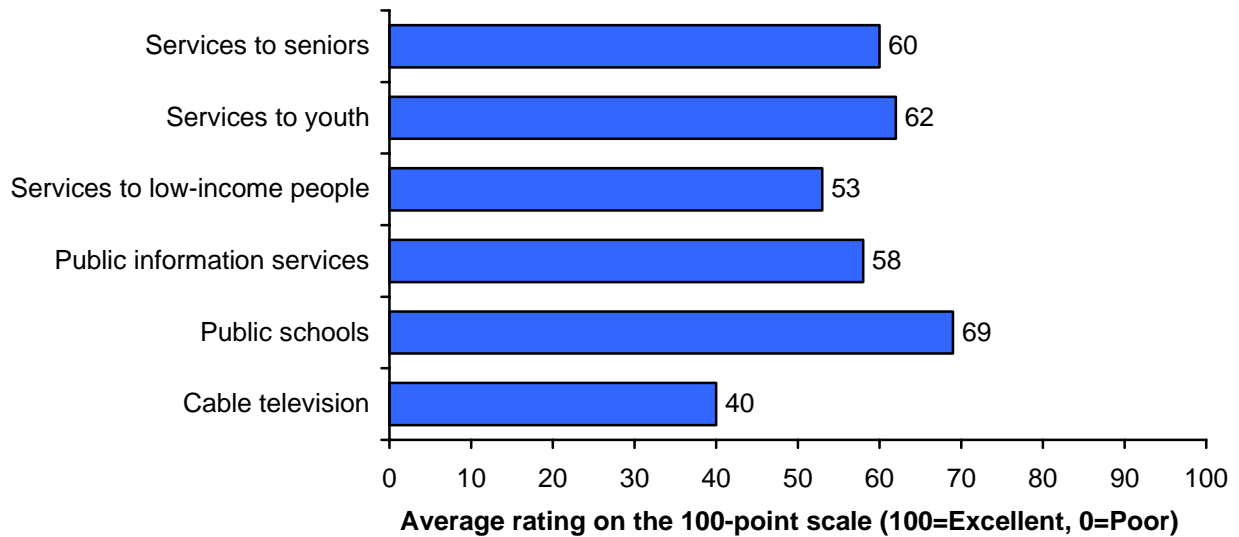


Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Land use, planning and zoning	13%	37%	31%	19%	100%	47
Code enforcement (weeds, abandoned buildings, etc)	18%	44%	27%	10%	100%	57
Animal control	28%	46%	19%	7%	100%	65
Economic development	17%	47%	22%	14%	100%	56

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services



Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Services to seniors	21%	50%	17%	13%	100%	60
Services to youth	26%	45%	21%	9%	100%	62
Services to low-income people	26%	29%	25%	21%	100%	53
Public information services	16%	49%	29%	6%	100%	58
Public schools	35%	42%	18%	5%	100%	69
Cable television	9%	32%	28%	31%	100%	40

Note: "don't know" responses have been removed.

The Town of Davidson Employees

Impressions of the Town of Davidson employees were assessed on the questionnaire. Those who had been in contact with a Town of Davidson employee in the past year (60%) rated their overall impression as 74 on a 100-point scale.

Figure 24: Percent of Respondents Who Had Contact with a Town of Davidson Employee

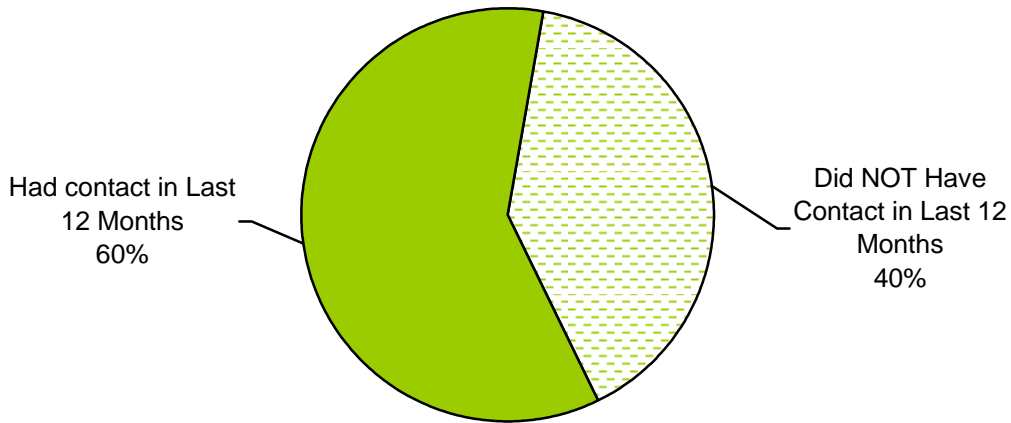
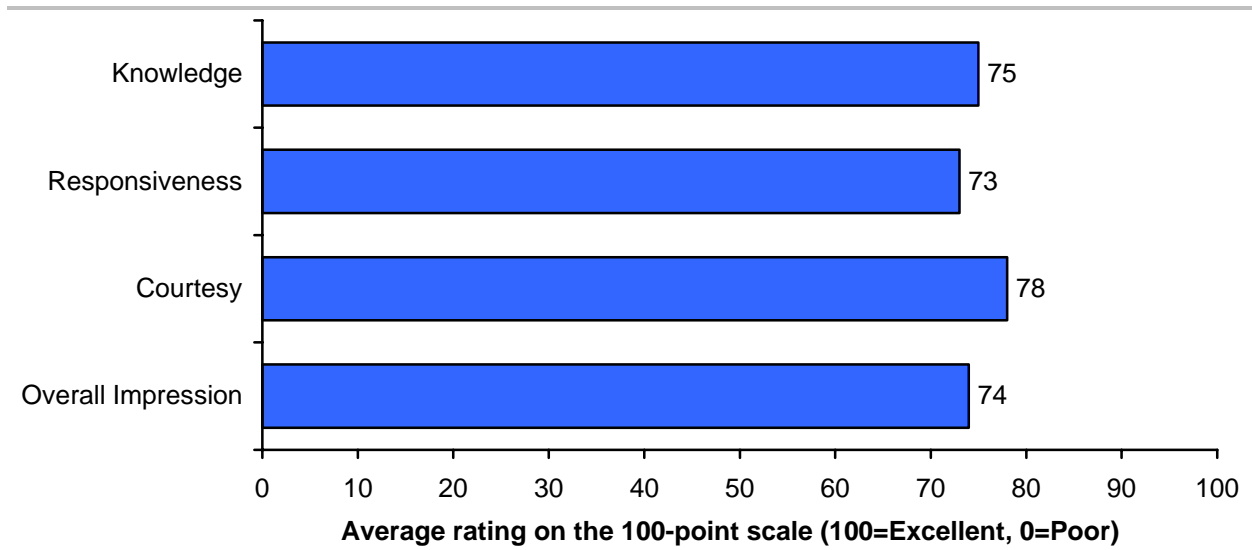


Figure 25: Ratings of Contact with the Town of Davidson Employees



Ratings of Contact with Town of Davidson Employees

What was your impression of employees of the Town of Davidson in your most recent contact?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Knowledge	44%	39%	13%	3%	100%	75
Responsiveness	46%	33%	12%	8%	100%	73
Courtesy	51%	38%	6%	5%	100%	78
Overall Impression	43%	40%	12%	5%	100%	74

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Four additional questions were asked by the Town of Davidson. The results for these questions are displayed below.

Policy Question #1					
To what degree would you support or oppose funding each of the following amenities with your tax dollars?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Community center	27%	51%	12%	10%	100%
Open space	57%	32%	6%	4%	100%
Greenways	58%	33%	7%	2%	100%
Town swimming pool	36%	30%	15%	19%	100%
Park facilities (e.g. playgrounds, picnic shelters, etc.)	51%	40%	7%	2%	100%
Athletic facilities (e.g. ball fields, tennis courts and soccer fields)	47%	38%	10%	5%	100%

Note: "don't know" responses have been removed.

Policy Question #2					
To what degree would you support or oppose funding each of the following projects with your tax dollars?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Additional street connections	37%	35%	18%	10%	100%
Traffic calming initiatives	47%	32%	12%	9%	100%
Burying overhead utility lines	47%	30%	17%	6%	100%
Affordable housing	39%	31%	16%	13%	100%
Additional bike lanes	36%	41%	12%	12%	100%
Sidewalks and walking paths	69%	26%	3%	2%	100%

Note: "don't know" responses have been removed.

Policy Question #3

How important, if at all, is the issue of managing growth for the Town of Davidson?

Essential	67%
Very important	26%
Somewhat important	5%
Not at all important	2%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #4

Is the Town of Davidson on the right path for handling new growth in the area?

Yes, the Town is completely on the right path	14%
Yes, the Town is somewhat on the right path	52%
No, the Town is not on the right path	20%
I need more information to decide	14%
Total	100%

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question 1: Quality of Life Ratings

	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Davidson as a place to live?	54%	39%	5%	1%	0%	100%
How do you rate your neighborhood as a place to live?	46%	41%	11%	2%	0%	100%
How do you rate Davidson as a place to raise children?	52%	32%	4%	0%	12%	100%
How do you rate Davidson as a place to work?	23%	20%	14%	9%	35%	100%
How do you rate Davidson as a place to retire?	36%	29%	16%	5%	15%	100%
How do you rate the overall quality of life in Davidson?	47%	44%	7%	1%	0%	100%

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
Sense of community	43%	41%	12%	1%	2%	100%
Openness and acceptance of the community towards people of diverse backgrounds	21%	41%	27%	6%	5%	100%
Overall appearance of Davidson	37%	50%	10%	2%	0%	100%
Opportunities to attend cultural activities	34%	48%	12%	4%	2%	100%
Shopping opportunities	3%	17%	49%	30%	1%	100%
Recreational opportunities	14%	41%	32%	11%	2%	100%
Job opportunities	1%	14%	32%	24%	28%	100%
Access to affordable quality housing	7%	26%	29%	22%	16%	100%
Access to affordable quality child care	5%	11%	19%	10%	56%	100%
Access to affordable quality health care	15%	34%	21%	8%	22%	100%
Ease of car travel in Davidson	8%	35%	38%	16%	1%	100%
Ease of bus travel in Davidson	4%	17%	14%	12%	53%	100%
Ease of bicycle travel in Davidson	14%	43%	15%	9%	19%	100%
Ease of walking in Davidson	39%	45%	10%	6%	1%	100%
Educational opportunities	31%	41%	12%	4%	11%	100%
Overall image/reputation of Davidson	50%	42%	6%	2%	0%	100%
Overall quality of new development in Davidson	18%	41%	24%	12%	5%	100%

Question 3: Please rate the speed of growth in the following categories in Davidson over the past two years

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	1%	1%	26%	40%	25%	7%	100%
Retail growth (stores, restaurants etc.)	7%	28%	35%	17%	9%	3%	100%
Jobs growth	10%	21%	15%	2%	0%	51%	100%

Question 4: To what degree are the following problems in Davidson

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	19%	55%	14%	4%	8%	100%
Drugs	24%	27%	11%	6%	33%	100%
Too much growth	14%	18%	32%	32%	3%	100%
Lack of growth	76%	11%	2%	3%	7%	100%
Graffiti	61%	21%	2%	2%	13%	100%
Noise	51%	30%	9%	5%	4%	100%
Run down buildings, weed lots, or junk vehicles	40%	39%	12%	4%	5%	100%
Taxes	21%	25%	26%	19%	9%	100%
Traffic congestion	6%	21%	39%	34%	1%	100%
Unsupervised youth	36%	33%	8%	4%	19%	100%
Homelessness	52%	16%	2%	2%	28%	100%
Weeds	50%	30%	11%	3%	6%	100%
Absence of communications from the Town of Davidson translated into languages other than English	41%	6%	2%	5%	47%	100%

Question 5: Please rate how safe you feel from the following occurring to you in Davidson

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	56%	32%	4%	5%	2%	1%	100%
Property crimes (e.g., burglary, theft)	26%	45%	14%	11%	4%	1%	100%
Fire	46%	31%	18%	4%	0%	1%	100%

Question 6: Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	80%	16%	2%	1%	0%	1%	100%
In your neighborhood after dark	48%	37%	6%	7%	1%	1%	100%
In Davidson's downtown area during the day	85%	12%	1%	1%	0%	2%	100%
In Davidson's downtown area after dark	42%	42%	6%	3%	2%	5%	100%
In Davidson's parks during the day	61%	25%	2%	2%	0%	9%	100%
In Davidson's parks after dark	12%	35%	11%	11%	5%	27%	100%

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	93%	7%	0%	100%

Question 8: If yes, was this crime (these crimes) reported to the police?

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	34%	64%	2%	100%

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the Town of Davidson?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Participated in a recreation program or activity	33%	36%	29%	1%	2%	100%
Visited a Davidson park	15%	30%	36%	10%	9%	100%
Attended a meeting of local elected officials or other local public meeting	65%	22%	11%	1%	1%	100%
Recycled used paper, cans or bottles from your home	20%	5%	5%	7%	63%	100%
Volunteered your time to some group/activity in Davidson	49%	19%	15%	9%	8%	100%
Read Davidson Town Message Newsletter	7%	9%	65%	10%	9%	100%
Used the Internet for anything	10%	4%	3%	3%	80%	100%
Used the Internet to conduct business with Davidson	57%	18%	17%	5%	3%	100%
Purchased an item over the Internet	15%	9%	39%	14%	23%	100%

Question 10: How do you rate the quality of each of the following services in Davidson?

	Excellent	Good	Fair	Poor	Don't know	Total
Police services	40%	41%	10%	3%	6%	100%
Fire services	42%	36%	3%	1%	18%	100%
Ambulance/emergency medical services	28%	30%	5%	1%	36%	100%
Crime prevention	27%	42%	11%	4%	16%	100%
Fire prevention and education	25%	34%	7%	1%	34%	100%
Traffic enforcement	23%	42%	18%	11%	5%	100%
Garbage collection	34%	47%	10%	3%	5%	100%
Recycling	35%	46%	5%	6%	8%	100%
Yard waste pick-up	28%	33%	11%	4%	24%	100%
Street repair	7%	26%	39%	22%	6%	100%
Street cleaning	12%	41%	27%	9%	11%	100%
Street lighting	14%	47%	30%	10%	1%	100%
Sidewalk maintenance	13%	39%	34%	9%	4%	100%
Traffic signal timing	9%	42%	27%	18%	4%	100%
Amount of public parking	8%	39%	32%	20%	2%	100%
Bus/transit services	11%	24%	9%	5%	50%	100%
Storm drainage	14%	45%	14%	3%	23%	100%
Town parks	25%	49%	20%	2%	5%	100%
Recreation programs or classes	19%	36%	12%	1%	32%	100%
Range/variety of recreation programs and classes	20%	38%	11%	5%	25%	100%
Accessibility of parks	26%	49%	15%	5%	6%	100%
Accessibility of recreation centers/facilities	18%	39%	18%	3%	22%	100%
Appearance/maintenance of parks	25%	50%	15%	4%	5%	100%
Land use, planning and zoning	11%	33%	28%	17%	12%	100%
Code enforcement (weeds, abandoned buildings, etc)	15%	37%	23%	9%	17%	100%
Animal control	22%	36%	15%	6%	21%	100%
Economic development	14%	40%	19%	12%	16%	100%
Services to seniors	9%	22%	7%	6%	55%	100%
Services to youth	13%	24%	11%	5%	47%	100%
Services to low-income people	12%	13%	11%	9%	56%	100%
Public information services	12%	36%	21%	5%	26%	100%

Question 10: How do you rate the quality of each of the following services in Davidson?

	Excellent	Good	Fair	Poor	Don't know	Total
Public schools	26%	30%	13%	4%	27%	100%
Cable television	6%	22%	19%	21%	31%	100%

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent	Good	Fair	Poor	Don't know	Total
The Town of Davidson	26%	49%	17%	3%	5%	100%
The Federal Government	6%	32%	39%	13%	11%	100%
The State Government	6%	30%	40%	13%	11%	100%

Question 12: Have you had any in-person or phone contact with an employee of the Town of Davidson within the last 12 months?

	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Town of Davidson within the last 12 months?	40%	60%	100%

Question 13: What was your impression of the employees of the Town of Davidson in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	44%	39%	13%	3%	2%	100%
Responsiveness	46%	33%	12%	8%	1%	100%
Courtesy	50%	37%	6%	5%	2%	100%
Overall Impression	43%	40%	12%	5%	0%	100%

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the Town of Davidson taxes I pay	23%	38%	14%	9%	7%	9%	100%
I am pleased with the overall direction that the Town of Davidson is taking	21%	34%	15%	16%	11%	2%	100%
The Town of Davidson government welcomes citizen involvement	30%	32%	21%	5%	2%	10%	100%
The Town of Davidson government listens to citizens	18%	26%	21%	11%	8%	16%	100%

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
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:	6%	17%	51%	24%	2%	100%

Question 16a: Policy Question 1

To what degree would you support or oppose funding each of the following amenities with your tax dollars?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Community center	25%	47%	11%	9%	7%	100%
Open space	53%	30%	6%	4%	8%	100%
Greenways	54%	31%	7%	2%	6%	100%
Town swimming pool	33%	27%	13%	17%	9%	100%
Park facilities (e.g. playgrounds, picnic shelters, etc.)	48%	38%	7%	2%	5%	100%
Athletic facilities (e.g. ball fields, tennis courts and soccer fields)	45%	36%	9%	5%	5%	100%

Question 16b: Policy Question 2

To what degree would you support or oppose funding each of the following projects with your tax dollars?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Additional street connections	35%	32%	17%	9%	7%	100%
Traffic calming initiatives	44%	31%	11%	9%	6%	100%
Burying overhead utility lines	42%	27%	15%	5%	10%	100%
Affordable housing	37%	29%	15%	12%	7%	100%
Additional bike lanes	33%	37%	11%	11%	8%	100%
Sidewalks and walking paths	68%	25%	3%	2%	2%	100%

Question 16c: Policy Question 3						
	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
How important, if at all, is the issue of managing growth for the Town of Davidson?	67%	26%	5%	2%	0%	100%

Question 16d: Policy Question 4					
	Yes, the Town is completely on the right path	Yes, the Town is somewhat on the right path	No, the Town is not on the right path	I need more information to decide	Total
Is the Town of Davidson on the right path for handling new growth in the area?	14%	52%	20%	14%	100%

Question 17: Do you live within the Town limits of the Town of Davidson?

	No	Yes	Total
Do you live within the limits of the Town of Davidson?	5%	95%	100%

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	29%	71%	100%

Question 18a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

Motorized vehicle	90%
Bus, Rail, Subway, or other public transportation	1%
Walk	2%
Work at home	6%
Other	2%
Total	100%

Question 18b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	86%	14%	100%

Usual Mode of Transportation to Work, Including Carpooling

Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	78%
Motorized vehicle, with others (MOV)	12%
Bus, rail, subway, or other public transportation	1%
Walk	2%
Work at home	6%
Other	2%
Total	100%

Question 19: Length of Residency

How many years have you lived in Davidson?	
Less than 2 years	20%
2 to 5 years	36%
6 to 10 years	20%
11 to 20 years	12%
More than 20 years	12%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?	
One family house detached from any other houses	64%
One family house attached to one or more houses	10%
Building with two or more apartments or condominiums	25%
Other	2%
Total	100%

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	21%	79%	100%

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	67%	33%	100%
Do any teenagers ages 13 through 17 live in your household?	90%	10%	100%
Are you or any other members of your household aged 65 or older?	82%	18%	100%
Does any member of your household have a physical handicap or is anyone disabled?	90%	10%	100%

Question 26: Education

What is the highest degree or level of school you have completed?

12th Grade or less, no diploma	1%
High school diploma	4%
Some college, no degree	14%
Associate's degree (e.g. AA, AS)	9%
Bachelor's degree (e.g. BA, AB, BS)	38%
Graduate degree or professional degree	34%
Total	100%

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than \$24,999	7%
\$25,000 to \$49,999	19%
\$50,000 to \$99,999	27%
\$100,000 or more	46%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	98%	2%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	0%
Asian or Pacific Islander	2%
Black, African American	5%
White/Caucasian	93%
Other	3%

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

Question 30: Age

In which category is your age?	
18 to 24 years	10%
25 to 34 years	25%
35 to 44 years	18%
45 to 54 years	19%
55 to 64 years	11%
65 to 74 years	8%
75 years or older	7%
Total	100%

Question 31: Gender

	Female	Male	Total
What is your gender?	53%	47%	100%

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	15%	82%	3%	100%
Did you vote in the last election?	19%	81%	0%	100%
Are you likely to vote in the next election?	7%	89%	4%	100%

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Sampling

Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

Survey Administration

Selected households received three mailings, one week apart, beginning September 4, 2007. 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 postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following five weeks.

Response Rate and Confidence Intervals

Of the 1,148 eligible households, 480 completed the survey providing a response rate of 42%. Approximately 52 addresses sampled were "vacant" or "not found."⁵ In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey. The sample drawn for Davidson used USPS data to approximate the geographic boundaries of the jurisdiction, though

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of 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 but leaving selection of respondent to household members will lead to bias.

⁵ "Eligible" households refer to addresses that belong to residences that are not vacant within the Town of Davidson.

some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Davidson adults. This difference is also called a “margin of error.”⁶ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the Town of Davidson as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are generally selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The socioeconomic characteristics that were used to weight the survey results were tenure, gender and age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root } (0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

Weighting Scheme for the Town of Davidson Citizen Survey

Respondent Characteristics	Population Norm⁷	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	21%	11%	21%
Own Home	79%	89%	79%
Type of Housing Unit			
Single-Family Detached	68%	69%	64%
Attached	32%	31%	36%
Ethnicity			
Non-Hispanic	98%	99%	98%
Hispanic	2%	1%	2%
Race			
White/Caucasian	89%	93%	91%
Non-White	11%	7%	9%
Gender			
Female	53%	59%	53%
Male	47%	41%	47%
Age			
18-34	43%	8%	36%
35-54	35%	45%	37%
55+	22%	47%	27%
Gender and Age			
Females 18-34	22%	6%	22%
Females 35-54	18%	27%	18%
Females 55+	13%	26%	12%
Males 18-34	21%	2%	13%
Males 35-54	17%	18%	19%
Males 55+	9%	21%	15%

⁷ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the Town of Davidson. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



Post Office Box 579, Davidson, NC 28036

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



Post Office Box 579, Davidson, NC 28036

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



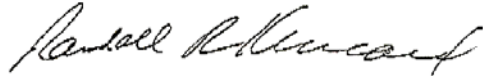
Post Office Box 579, Davidson, NC 28036

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

Dear Davidson Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the Town of Davidson. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Randall Kincaid
Mayor

Dear Davidson Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the Town of Davidson. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Randall Kincaid
Mayor

Dear Davidson Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the Town of Davidson. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Randall Kincaid
Mayor

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Your household has been selected at random to participate in an anonymous citizen survey about the Town of Davidson. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Randall Kincaid
Mayor



September 2007

Dear Davidson Resident:

The Town of Davidson wants to know what you think about our community and municipal government. You have been randomly selected to participate in Davidson's 2007 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Town Board of Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Davidson residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (704) 892-7591.

Please help us shape the future of Davidson. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Randall Kincaid".

Randall Kincaid
Mayor



September 2007

Dear Davidson Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The Town of Davidson wants to know what you think about our community and municipal government. You have been randomly selected to participate in the Town of Davidson's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help Davidson Town Board of Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Davidson residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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Please help us shape the future of Davidson. Thank you for your time and participation.

Sincerely,

Randall Kincaid
Mayor

THE TOWN OF DAVIDSON 2007 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 circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Davidson as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Davidson as a place to raise children?	1	2	3	4	5
How do you rate Davidson as a place to work?	1	2	3	4	5
How do you rate Davidson as a place to retire?	1	2	3	4	5
How do you rate 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:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Davidson	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care	1	2	3	4	5
Ease of car travel in Davidson	1	2	3	4	5
Ease of bus travel in Davidson	1	2	3	4	5
Ease of bicycle travel in Davidson	1	2	3	4	5
Ease of walking in Davidson	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Overall image/reputation of Davidson	1	2	3	4	5
Overall quality of new development in Davidson	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Davidson over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Davidson:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds	1	2	3	4	5
Absence of communications from the Town of Davidson translated into languages other than English	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Davidson:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Davidson's downtown area during the day	1	2	3	4	5	6
In Davidson's downtown area after dark	1	2	3	4	5	6
In Davidson's parks during the day	1	2	3	4	5	6
In Davidson's parks after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to question #9 Yes → Go to question #8 Don't know

8. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Davidson?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Participated in a recreation program or activity	1	2	3	4	5
Visited a Town park	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group/activity in Davidson	1	2	3	4	5
Read Davidson Town Message Newsletter.....	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Davidson.....	1	2	3	4	5
Purchased an item over the Internet	1	2	3	4	5

10. How do you rate the quality of each of the following services in Davidson?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/emergency medical 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
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	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
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Bus/transit services.....	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
Range/variety of recreation programs and classes	1	2	3	4	5
Accessibility of parks	1	2	3	4	5
Accessibility of recreation centers/facilities	1	2	3	4	5
Appearance/maintenance of parks.....	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
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people.....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5

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

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

12. Have you had any in-person or phone contact with an employee of the Town of Davidson within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to question #14 Yes → Go to question #13

13. What was your impression of employees of the Town of Davidson in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the Town of Davidson taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the Town of Davidson is taking	1	2	3	4	5	6
The Town of Davidson government welcomes citizen involvement	1	2	3	4	5	6
The Town of Davidson government listens to citizens	1	2	3	4	5	6

15. 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

16. Please check the response that comes closest to your opinion for each of the following questions:

a. To what degree would you support or oppose funding each of the following amenities with your tax dollars?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Community center.....	1	2	3	4	5
Open space	1	2	3	4	5
Greenways.....	1	2	3	4	5
Town swimming pool	1	2	3	4	5
Park facilities (e.g. playgrounds, picnic shelters etc....)....	1	2	3	4	5
Athletic facilities (e.g. ball fields, tennis courts and soccer fields)	1	2	3	4	5

b. To what degree would you support or oppose funding each of the following projects with your tax dollars?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Additional street connections.....	1	2	3	4	5
Traffic calming initiatives	1	2	3	4	5
Burying overhead utility lines.....	1	2	3	4	5
Affordable housing.....	1	2	3	4	5
Additional bike lanes.....	1	2	3	4	5
Sidewalks and walking paths.....	1	2	3	4	5

c. How important, if at all, is the issue of managing growth for the Town of Davidson?

- Essential
 Very important
 Somewhat important
 Not at all important
 Don't know

d. Is the Town of Davidson on the right path for handling new growth in the area?

- Yes, the Town is completely on the right path
 Yes, the Town is somewhat on the right path
 No, the Town is not on the right path
 I need more information to decide

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.

17. Do you live within the Town limits of the Town of Davidson?

- No Yes

18. Are you currently employed?

- No → Go to question #19
 Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Bus or other public transportation
 Walk
 Work at home
 Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- No Yes

19. 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

20. Which best describes the building you live in?

- One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condominiums
 Mobile home
 Other

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

- Rented for cash or occupied without cash payment?
 Owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- No Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- No Yes

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

- No Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- No Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g. AA, AS)
 Bachelor's degree (e.g. BA, AB, BS)
 Graduate degree or professional degree

27. 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 \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- No Yes

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

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

30. 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

31. What is your sex?

- Female Male

32. Are you registered to vote in your jurisdiction?

- No Yes Don't know

33. Did you vote in the last election?

- No Yes Don't know

34. Are you likely to vote in the next election?

- No Yes Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



Post Office Box 579, Davidson, NC 28036

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