



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Davidson, NC

Trends over Time

2019



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2019 ratings for the Town of Davidson to its previous survey results in 2007, 2012, 2013 and 2017. Additional reports and technical appendices are available under separate cover.

Trend data for Davidson represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are six percentage points or more between the 2017 and 2019 surveys, otherwise the comparisons between 2017 and 2019 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Davidson for 2019 generally remained stable. Of the 124 items for which comparisons were available, 98 items were rated similarly in 2017 and 2019, eight items showed a decrease in ratings and 18 showed an increase in ratings. Notable trends over time included the following:

- Several aspects of Mobility had improved since the 2017 iteration of the survey, including travel by bicycle, ease of walking, travel by public transportation and paths and walking trails. Many of these ratings rebounded to those seen in 2014. Street cleaning was the only aspect of Mobility to decrease to the lowest levels seen since 2007; however, scores for street cleaning were still on par with other communities across the nation.
- A few services within the facets of the Natural Environment and Built Environment saw decreases in ratings, including garbage collection, recycling and storm drainage. Additionally, more respondents in 2019 than in 2017 reported having observed a code violation. There was an increase in the number of residents reporting that they had made their home more energy efficient since survey iteration.
- Residents gave higher evaluations to many aspects of government performance in 2019 compared to 2017, with the largest gains seen for the overall direction the Town is taking, confidence in Town government, acting in the best interest of Davidson and being honest. Generally, evaluations given for these items in 2019 were on par with those given in 2014. While more residents in 2019 than in 2017 watched a local public meeting, fewer reported participating a club or campaigning for an issue, cause, or candidate.
- Fewer respondents in 2019 felt the economy would have a positive impact on their income compared to 2017.
- Use of Davidson recreation centers increased from 2017 to 2019, and has been trending up since 2012, as did the quality of recreation centers. Similarly, ratings for emergency preparedness increased substantially over the two-year period and more respondents in 2019 than in 2017 reported having stocked supplies for an emergency.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)					2019 rating compared to 2017	Comparison to benchmark				
	2007	2012	2014	2017	2019		2007	2012	2014	2017	2019
Overall quality of life	NA	96%	97%	94%	94%	Similar	NA	Much higher	Higher	Higher	Higher
Overall image	NA	95%	97%	93%	95%	Similar	NA	Much higher	Much higher	Much higher	Much higher
Place to live	NA	97%	97%	96%	98%	Similar	NA	Much higher	Higher	Higher	Higher
Neighborhood	NA	93%	92%	96%	96%	Similar	NA	Much higher	Higher	Higher	Higher
Place to raise children	NA	97%	97%	97%	97%	Similar	NA	Much higher	Higher	Higher	Much higher
Place to retire	NA	91%	91%	85%	84%	Similar	NA	Much higher	Much higher	Higher	Much higher
Overall appearance	NA	94%	95%	95%	96%	Similar	NA	Much higher	Much higher	Much higher	Much higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2019 rating compared to 2017	Comparison to benchmark				
		2007	2012	2014	2017	2019		2007	2012	2014	2017	2019
Safety	Overall feeling of safety	NA	NA	98%	97%	97%	Similar	NA	NA	Much higher	Higher	Higher
	Safe in neighborhood	NA	99%	98%	98%	98%	Similar	NA	Much higher	Similar	Similar	Similar
	Safe downtown/commercial areas	NA	99%	98%	99%	99%	Similar	NA	Much higher	Higher	Higher	Higher
	Overall ease of travel	NA	NA	82%	66%	67%	Similar	NA	NA	Similar	Similar	Similar
	Paths and walking trails	NA	77%	84%	75%	84%	Higher	NA	Much higher	Higher	Similar	Higher
	Ease of walking	78%	88%	91%	82%	89%	Higher	Much higher	Much higher	Much higher	Higher	Much higher
	Travel by bicycle	81%	73%	67%	59%	66%	Higher	Much higher	Much higher	Similar	Similar	Similar
	Travel by public transportation	NA	NA	23%	19%	30%	Higher	NA	NA	Lower	Lower	Similar
Mobility	Travel by car	77%	69%	69%	44%	43%	Similar	Much higher	Much higher	Similar	Lower	Lower
	Public parking	NA	NA	53%	29%	31%	Similar	NA	NA	Similar	Lower	Lower
	Traffic flow	53%	49%	54%	27%	27%	Similar	Higher	Similar	Similar	Lower	Lower
	Overall natural environment	84%	91%	92%	86%	88%	Similar	Much higher	Much higher	Higher	Similar	Similar
Natural Environment	Cleanliness	NA	96%	95%	95%	95%	Similar	NA	Much higher	Much higher	Higher	Higher
	Overall built environment	NA	NA	81%	70%	70%	Similar	NA	NA	Higher	Similar	Similar
Built Environment	New development in Davidson	NA	82%	77%	57%	56%	Similar	NA	Much higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2019 rating compared to 2017	Comparison to benchmark				
		2007	2012	2014	2017	2019		2007	2012	2014	2017	2019
	Affordable quality housing	NA	51%	53%	36%	36%	Similar	NA	Much higher	Similar	Similar	Similar
	Housing options	NA	68%	67%	59%	54%	Similar	NA	Much higher	Similar	Similar	Similar
	Public places	NA	NA	87%	84%	87%	Similar	NA	NA	Higher	Higher	Higher
Economy	Overall economic health	NA	NA	84%	81%	86%	Similar	NA	NA	Higher	Higher	Higher
	Vibrant downtown/commercial areas	NA	NA	68%	77%	81%	Similar	NA	NA	Higher	Much higher	Much higher
	Business and services	NA	71%	80%	78%	78%	Similar	NA	Much higher	Similar	Similar	Higher
	Cost of living	NA	NA	45%	40%	34%	Similar	NA	NA	Similar	Similar	Similar
	Shopping opportunities	NA	43%	44%	52%	55%	Similar	NA	Lower	Similar	Similar	Similar
	Employment opportunities	NA	31%	35%	37%	41%	Similar	NA	Higher	Similar	Similar	Similar
	Place to visit	NA	NA	85%	84%	87%	Similar	NA	NA	Higher	Higher	Higher
	Place to work	NA	73%	77%	75%	80%	Similar	NA	Much higher	Higher	Higher	Higher
	Health and wellness	NA	NA	87%	84%	82%	Similar	NA	NA	Higher	Higher	Similar
Recreation and Wellness	Mental health care	NA	NA	58%	57%	57%	Similar	NA	NA	Similar	Similar	Higher
	Preventive health services	NA	72%	73%	74%	80%	Similar	NA	Much higher	Similar	Similar	Higher
	Food	NA	77%	73%	67%	71%	Similar	NA	Much higher	Similar	Similar	Similar
	Recreational opportunities	NA	73%	79%	73%	77%	Similar	NA	Much higher	Similar	Similar	Similar
	Fitness opportunities	NA	NA	82%	76%	80%	Similar	NA	NA	Similar	Similar	Similar
Education and Enrichment	Education and enrichment opportunities	NA	NA	92%	91%	87%	Similar	NA	NA	Higher	Higher	Higher
	Religious or spiritual events and activities	NA	87%	93%	89%	92%	Similar	NA	Much higher	Higher	Similar	Higher
	Cultural/arts/music activities	NA	82%	88%	79%	86%	Higher	NA	Much higher	Much higher	Higher	Higher
	Adult education	NA	NA	74%	79%	78%	Similar	NA	NA	Higher	Higher	Higher
	Child care/preschool	NA	54%	67%	61%	66%	Similar	NA	Much higher	Higher	Similar	Higher
Community Engagement	Social events and activities	NA	84%	85%	78%	81%	Similar	NA	Much higher	Higher	Higher	Higher
	Neighborhoodliness	NA	NA	84%	78%	79%	Similar	NA	NA	Higher	Higher	Higher
	Openness and acceptance	NA	79%	70%	67%	72%	Similar	NA	Much higher	Similar	Similar	Similar

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	Percent rating positively (e.g., excellent/good, very/somewhat safe)	2019 rating compared to 2017					Comparison to benchmark				
		2007	2012	2014	2017	2019	2007	2012	2014	2017	2019
Opportunities to participate in community matters	NA	83%	86%	81%	86%	Similar	NA	Much higher	Higher	Higher	Higher
Opportunities to volunteer	NA	87%	91%	83%	84%	Similar	NA	Much higher	Higher	Similar	Higher

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)					2019 rating compared to 2017	Comparison to benchmark				
	2007	2012	2014	2017	2019		2007	2012	2014	2017	2019
Services provided by Davidson	NA	90%	91%	86%	89%	Similar	NA	Much higher	Higher	Similar	Higher
Customer service	NA	83%	88%	90%	88%	Similar	NA	Much higher	Similar	Higher	Higher
Value of services for taxes paid	NA	66%	66%	68%	70%	Similar	NA	Much higher	Similar	Similar	Higher
Overall direction	NA	73%	77%	51%	65%	Higher	NA	Much higher	Higher	Similar	Similar
Welcoming citizen involvement	NA	75%	78%	70%	79%	Higher	NA	Much higher	Higher	Higher	Higher
Confidence in Town government	NA	NA	72%	57%	72%	Higher	NA	NA	Higher	Similar	Higher
Acting in the best interest of Davidson	NA	NA	76%	58%	72%	Higher	NA	NA	Higher	Similar	Higher
Being honest	NA	NA	76%	63%	75%	Higher	NA	NA	Higher	Similar	Higher
Treating all residents fairly	NA	NA	75%	64%	73%	Higher	NA	NA	Higher	Similar	Higher
Services provided by the Federal Government	NA	36%	43%	40%	40%	Similar	NA	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

	Percent rating positively (e.g., excellent/good)	2019 rating compared to 2017					Comparison to benchmark					
		2007	2012	2014	2017	2019	2007	2012	2014	2017	2019	
Safety	Police	NA	89%	91%	96%	95%	Similar	NA	Much higher	Higher	Higher	Higher
	Fire	45%	96%	92%	99%	99%	Similar	Similar	Much higher	Similar	Similar	Higher
	Crime prevention	87%	91%	92%	95%	94%	Similar	Much higher	Much higher	Higher	Much higher	Much higher
	Fire prevention	84%	87%	90%	91%	93%	Similar	Much higher	Much higher	Similar	Higher	Higher
	Animal control	NA	75%	77%	77%	79%	Similar	NA	Much higher	Similar	Higher	Higher
	Emergency preparedness	27%	NA	72%	64%	76%	Higher	NA	NA	Similar	Similar	Similar
Mobility	Traffic enforcement	76%	79%	79%	77%	77%	Similar	Much higher	Much higher	Higher	Similar	Higher
	Street repair	86%	62%	58%	58%	52%	Similar	Much higher	Much higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good)					2019 rating compared to 2017	Comparison to benchmark				
		2007	2012	2014	2017	2019		2007	2012	2014	2017	2019
	Street cleaning	95%	78%	75%	77%	68%	Lower	Much higher	Much higher	Similar	Similar	Similar
	Street lighting	91%	60%	67%	70%	65%	Similar	Higher	Higher	Similar	Similar	Similar
	Snow removal	82%	59%	54%	72%	72%	Similar	Much higher	Similar	Similar	Similar	Similar
	Sidewalk maintenance	89%	61%	62%	62%	64%	Similar	Much higher	Much higher	Similar	Similar	Similar
	Traffic signal timing	55%	73%	69%	64%	68%	Similar	Higher	Much higher	Higher	Similar	Similar
	Bus or transit services	78%	58%	58%	52%	56%	Similar	Similar	Higher	Similar	Similar	Similar
Natural Environment	Garbage collection	NA	92%	90%	86%	74%	Lower	NA	Much higher	Similar	Similar	Similar
	Recycling	NA	87%	89%	80%	69%	Lower	NA	Much higher	Similar	Similar	Similar
	Yard waste pick-up	71%	78%	80%	79%	74%	Similar	Much higher	Much higher	Similar	Similar	Similar
	Natural areas preservation	NA	82%	82%	62%	65%	Similar	NA	Much higher	Higher	Similar	Similar
	Open space	NA	NA	84%	66%	67%	Similar	NA	NA	Higher	Similar	Similar
Built Environment	Storm drainage	77%	83%	70%	78%	71%	Lower	Much higher	Much higher	Similar	Higher	Similar
	Land use, planning and zoning	NA	75%	67%	42%	45%	Similar	NA	Much higher	Higher	Similar	Similar
	Code enforcement	NA	75%	74%	70%	73%	Similar	NA	Much higher	Higher	Higher	Higher
	Cable television	NA	46%	47%	41%	44%	Similar	NA	Lower	Similar	Similar	Similar
Economy	Economic development	NA	69%	71%	65%	65%	Similar	NA	Much higher	Higher	Similar	Similar
Recreation and Wellness	Town parks	NA	90%	90%	86%	89%	Similar	NA	Much higher	Similar	Similar	Similar
	Recreation programs	NA	86%	83%	80%	84%	Similar	NA	Much higher	Similar	Similar	Similar
	Recreation centers	NA	75%	72%	67%	74%	Higher	NA	Higher	Similar	Similar	Similar
Education and Enrichment	Special events	NA	NA	93%	82%	91%	Higher	NA	NA	Higher	Higher	Higher
Community Engagement	Public information	NA	84%	83%	77%	81%	Similar	NA	Much higher	Higher	Similar	Higher

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2019 rating compared to 2017	Comparison to benchmark				
	2007	2012	2014	2017	2019		2007	2012	2014	2017	2019
Sense of community	NA	93%	89%	85%	87%	Similar	NA	Much higher	Much higher	Higher	Higher
Recommend Davidson	NA	96%	96%	92%	94%	Similar	NA	Much higher	Similar	Similar	Similar
Remain in Davidson	NA	90%	88%	85%	89%	Similar	NA	Much higher	Similar	Similar	Similar
Contacted Davidson employees	60%	49%	47%	48%	51%	Similar	NA	Lower	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2019 rating compared to 2017	Comparison to benchmark				
		2007	2012	2014	2017	2019		2007	2012	2014	2017	2019
Safety	Stocked supplies for an emergency	NA	NA	30%	32%	55%	Higher	NA	NA	Similar	Similar	Higher
	Did NOT report a crime	NA	NA	88%	88%	89%	Similar	NA	NA	Higher	Higher	Higher
	Was NOT the victim of a crime	93%	3%	95%	94%	94%	Similar	NA	Much lower	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	8%	13%	12%	Similar	NA	NA	Much lower	Lower	Lower
	Carpooled instead of driving alone	NA	NA	51%	46%	43%	Similar	NA	NA	Similar	Similar	Similar
	Walked or biked instead of driving	NA	NA	71%	69%	73%	Similar	NA	NA	Higher	Higher	Higher
Natural Environment	Conserved water	NA	NA	79%	77%	78%	Similar	NA	NA	Similar	Similar	Similar
	Made home more energy efficient	NA	NA	80%	72%	81%	Higher	NA	NA	Similar	Similar	Similar
	Recycled at home	80%	87%	93%	95%	97%	Similar	NA	Much higher	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	NA	69%	77%	69%	Lower	NA	NA	Higher	Much higher	Higher
	NOT under housing cost stress	NA	24%	80%	84%	79%	Similar	NA	Much lower	Higher	Higher	Similar
	Purchased goods or services in Davidson	NA	NA	91%	96%	95%	Similar	NA	NA	Similar	Similar	Similar
Economy	Economy will have positive impact on income	24%	25%	32%	46%	31%	Lower	NA	Much higher	Higher	Higher	Similar
	Work in Davidson	NA	NA	40%	38%	36%	Similar	NA	NA	Similar	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2019 rating compared to 2017	Comparison to benchmark				
		2007	2012	2014	2017	2019		2007	2012	2014	2017	2019
Recreation and Wellness	Used Davidson recreation centers	NA	45%	53%	53%	61%	Higher	NA	Much lower	Similar	Similar	Similar
	Visited a Town park	85%	87%	84%	86%	87%	Similar	NA	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	88%	92%	89%	Similar	NA	NA	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	90%	93%	93%	Similar	NA	NA	Similar	Similar	Similar
	In very good to excellent health	NA	NA	75%	81%	78%	Similar	NA	NA	Similar	Similar	Similar
Education and Enrichment	Used Davidson public libraries	NA	70%	71%	63%	65%	Similar	NA	Similar	Similar	Similar	Similar
	Participated in religious or spiritual activities	NA	55%	56%	52%	51%	Similar	NA	Higher	Similar	Similar	Similar
	Attended a Town-sponsored event	NA	NA	76%	78%	81%	Similar	NA	NA	Much higher	Much higher	Much higher
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	30%	43%	37%	Lower	NA	NA	Similar	Much higher	Higher
	Contacted Davidson elected officials	NA	NA	23%	31%	26%	Similar	NA	NA	Similar	Higher	Similar
	Volunteered	51%	55%	49%	51%	49%	Similar	NA	Much higher	Similar	Higher	Similar
	Participated in a club	NA	37%	37%	37%	26%	Lower	NA	Much higher	Similar	Similar	Similar
	Talked to or visited with neighbors	NA	NA	97%	96%	98%	Similar	NA	NA	Similar	Similar	Similar
	Done a favor for a neighbor	NA	NA	88%	93%	93%	Similar	NA	NA	Similar	Higher	Higher
	Attended a local public meeting	35%	31%	35%	45%	41%	Similar	NA	Higher	Higher	Much higher	Higher
	Watched a local public meeting	NA	NA	NA	18%	26%	Higher	NA	NA	NA	Similar	Similar
	Read or watched local news	NA	NA	84%	85%	87%	Similar	NA	NA	Similar	Similar	Similar
	Voted in local elections	81%	82%	84%	91%	95%	Similar	NA	Much higher	Similar	Higher	Higher