



Survey of Davis, CA Residents
April 2022

Project Purpose

- ▶ Understand current satisfaction with City of Davis services, features, and quality of life, and compare perceptions over time.
- ▶ Provide a baseline measurement of community sentiment about public safety and policing in Davis.
- ▶ Explore the preferred methods of communication about Davis news and events

Methodology

- ▶ Survey of residents in Davis, California
- ▶ Conducted April 12 – 19, 2022
- ▶ Multimodal telephone, text- and email-to-web methodology:
 - Telephone interviews were conducted by trained, professional interviewers in English and Spanish; landlines and mobile phones included
 - Email and text invitations were sent with link to web survey
- ▶ 500 interviews; margin of error ± 4.37 percentage points
- ▶ Where applicable, results compared with*:

Conducted by	Methodology	Dates	Target Universe	Sample Size	Margin of Error
EMC Research	Multimodal Survey	May 23-31, 2019	City of Davis Voters	n=500	± 4.4 % points
Godbe Research	Telephone Survey	June 11-16, 2014	City of Davis Voters	n=504	± 4.3 % points
Godbe Research	Telephone Survey	June 2-4, 2007	City of Davis Voters	n=600	± 4.0 % points

**Slight changes in methodology may be associated with a shift in results over time, especially in the “Don’t know” category of certain questions.*

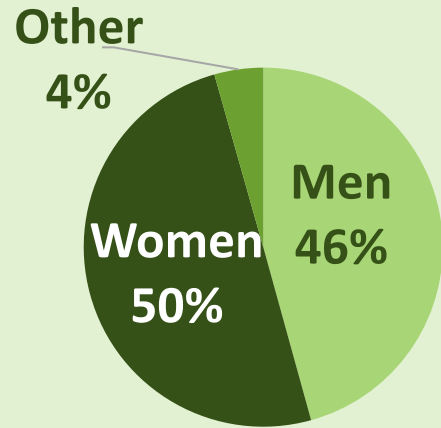
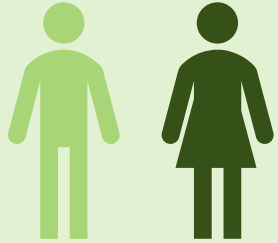
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

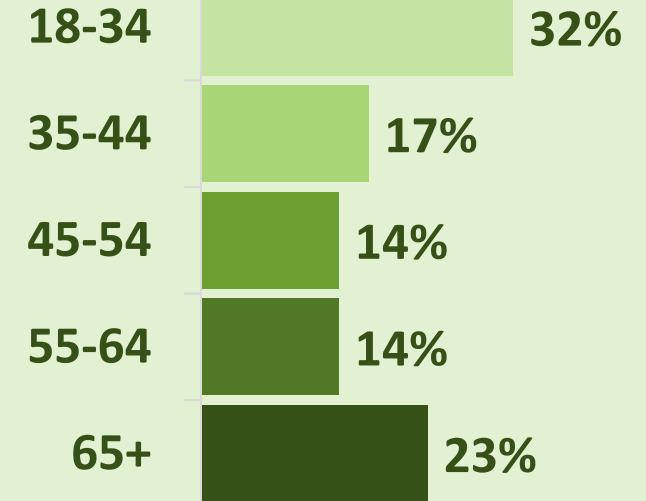
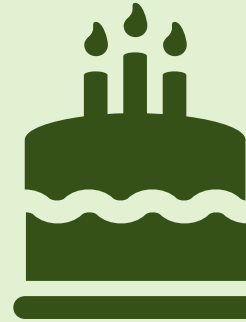
- ▶ Overall, Davis residents report high satisfaction with the quality of life and city services.
- ▶ While affordable housing remains a top concern, residents are increasingly concerned about homelessness and crime.
- ▶ A majority report positive interactions with Davis Police and feel comfortable calling the police in an emergency. Some indicate concern about bias and racial profiling in policing.
- ▶ Many residents indicate they get information about news and events in Davis from the Davis Enterprise, through word of mouth, and the internet. More indicate a preference for receiving information from the City by email than other methods, followed by social media and text message.

Respondent Profile

Gender

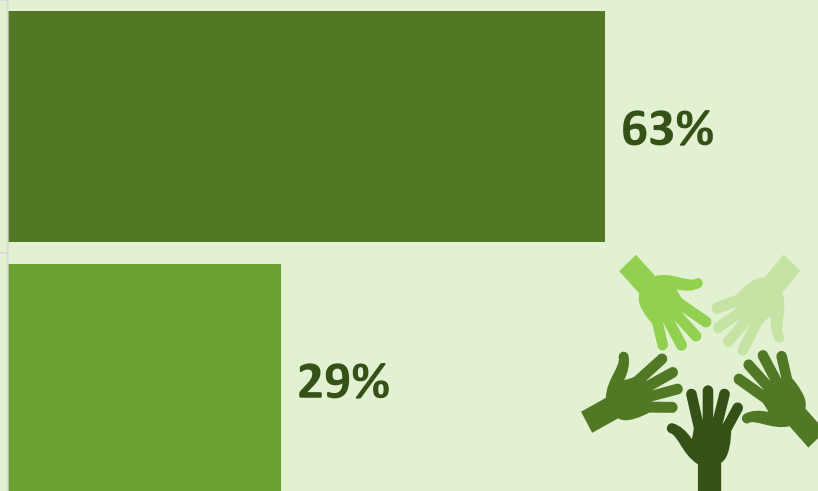


Age

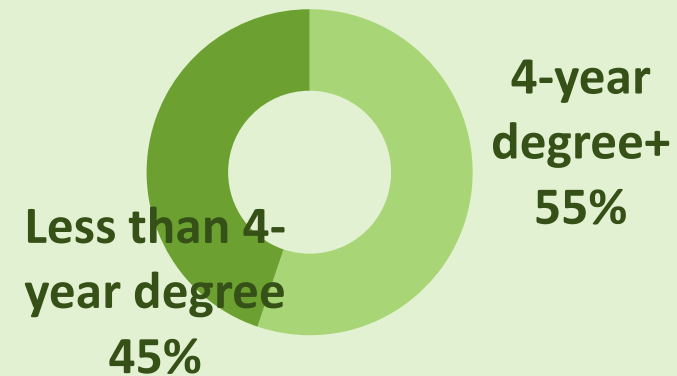


Ethnicity

White
Non-white

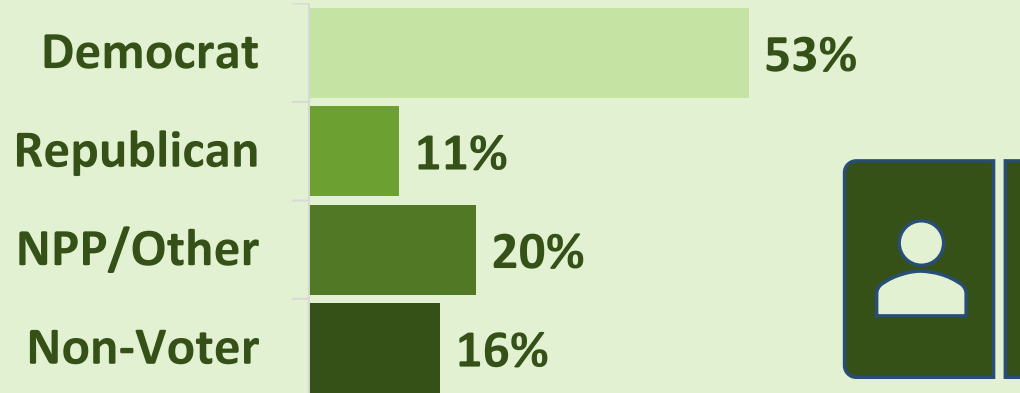


Education

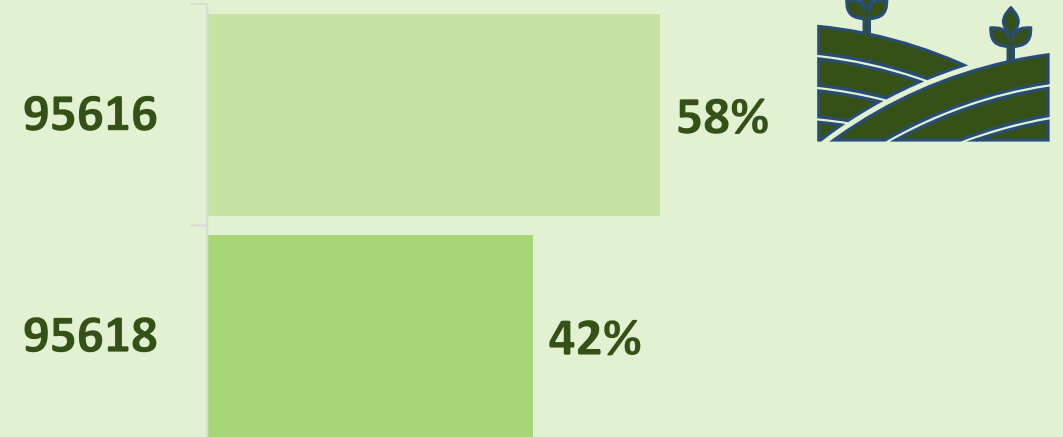


Respondent Profile

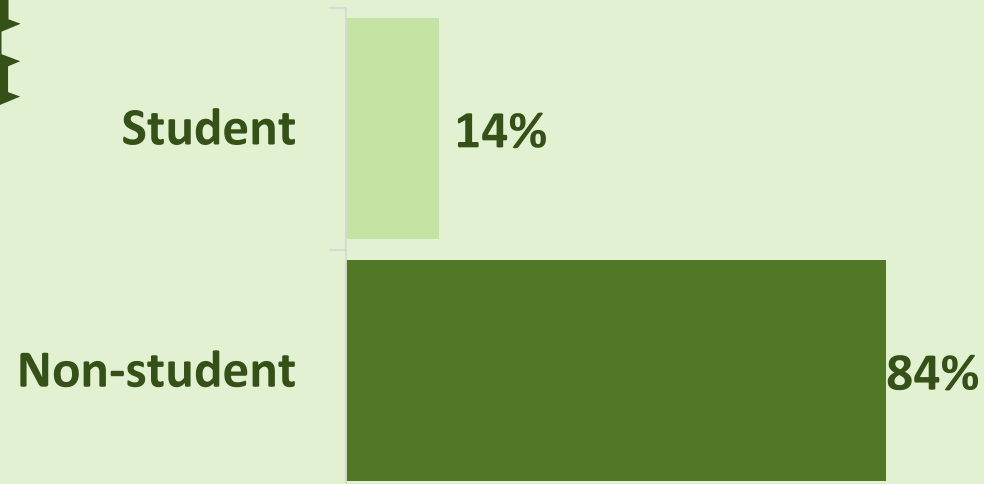
Party Registration (Sample)



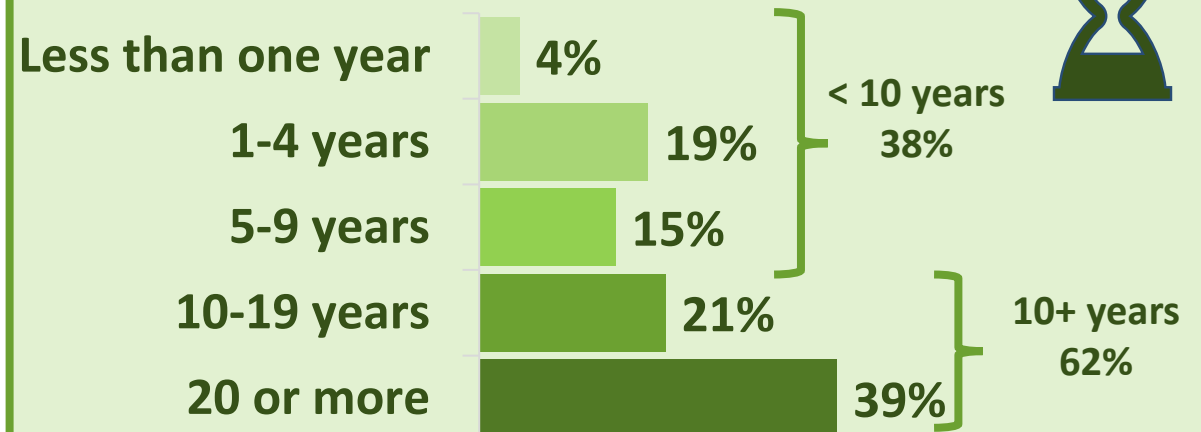
Zip Code (Sample)



Student



Tenure in Davis

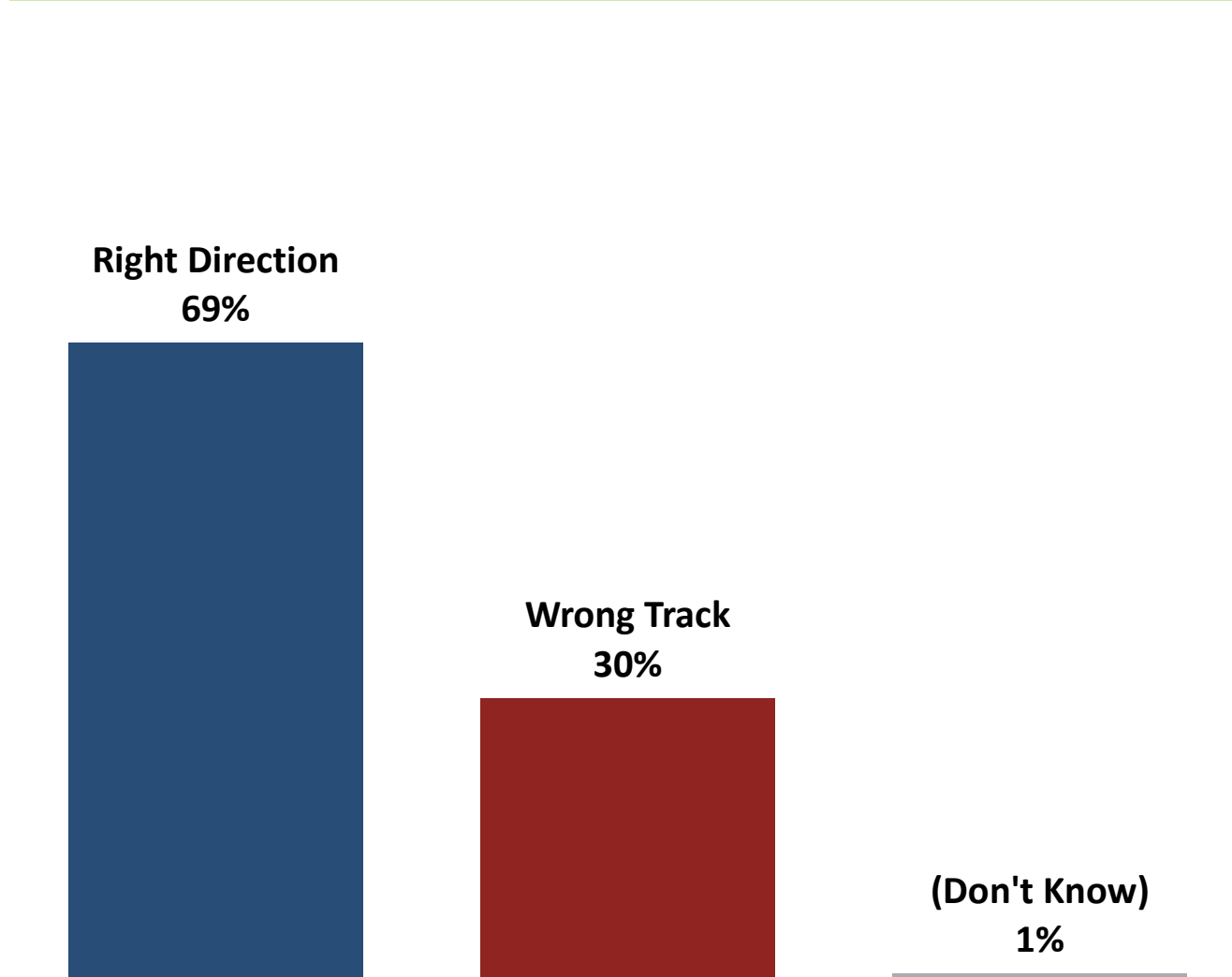




Issue Environment

Davis Right Direction/Wrong Track

More than two-thirds of residents are optimistic about the direction of the city.

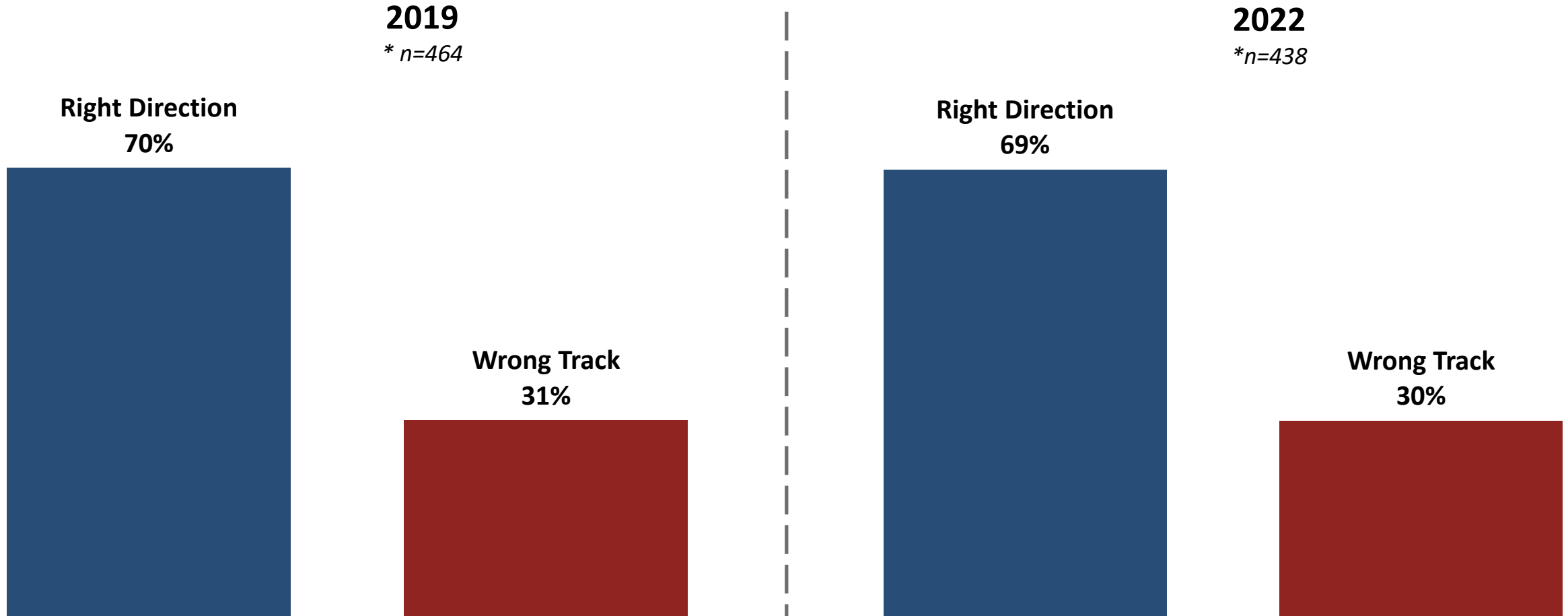


	Right Direction	Wrong Track
Overall	69%	30%
Men <45 (23%)	69%	31%
Women <45 (26%)	77%	21%
Men 45+ (24%)	67%	32%
Women 45+ (27%)	62%	37%
White (63%)	69%	31%
Non-white (29%)	77%	22%
4-year degree+ (55%)	70%	29%
Less than 4-year degree (45%)	67%	32%
Democrat (53%)	78%	22%
Republican (11%)	47%	53%
NPP/Other (20%)	59%	41%
Non-Voter (16%)	67%	30%
95616 (58%)	70%	30%
95618 (42%)	68%	32%
Student (14%)	74%	26%
Non-student/PNR (86%)	68%	31%
<10 years residency (38%)	82%	18%
>10 years residency (62%)	61%	38%

Q4. Do you feel that things in the City of Davis are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Davis Right Direction/Wrong Track Tracked - Voters

Overall optimism among voters is similar to 2019.

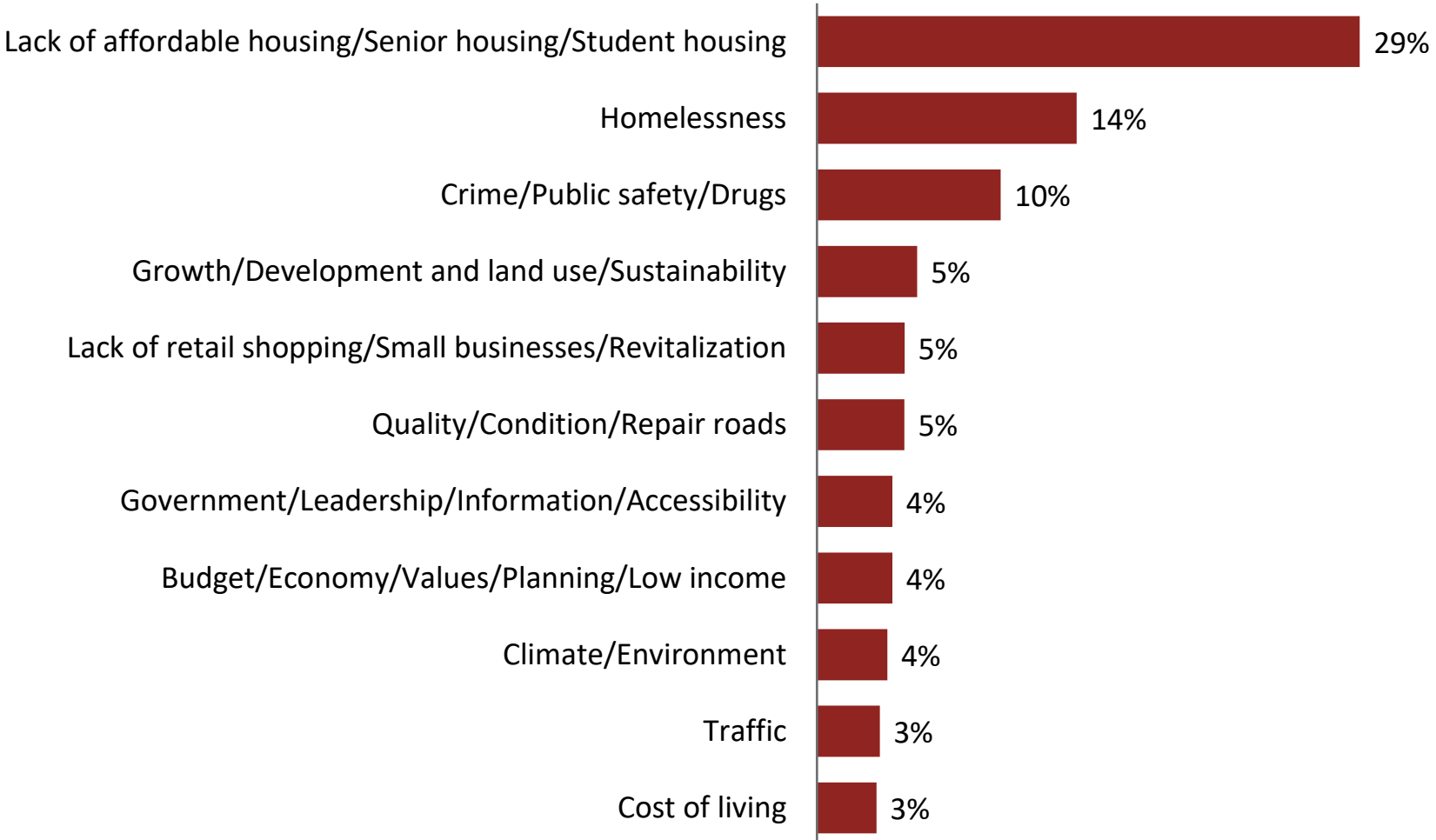


Q4. Do you feel that things in the City of Davis are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

**"Don't know" or "no response" removed. Responses from both years among voters only*

City of Davis Most Important Problem

Affordable housing is the predominant top-of-mind issue in Davis, followed by homelessness and public safety.

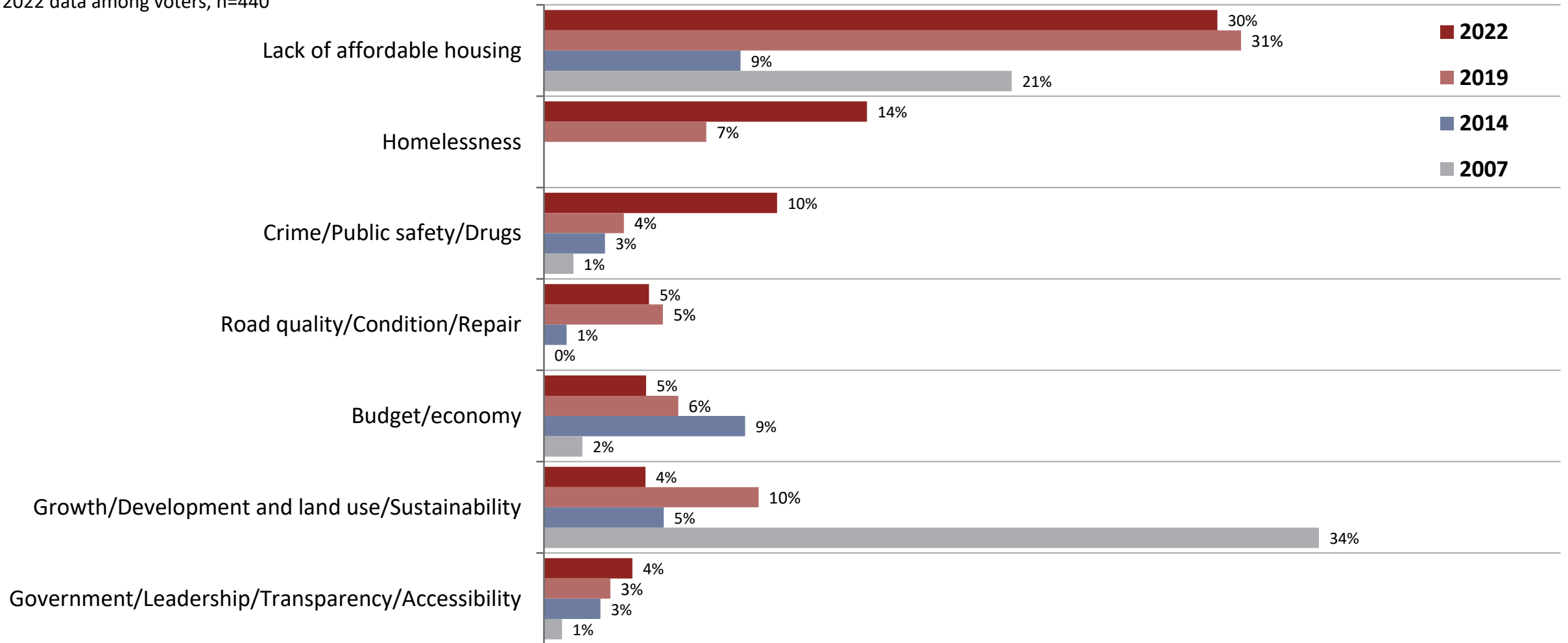


Most Important Problem Over Time – Voters

Since 2019, concerns about homelessness and crime have increased in Davis.

*Note: Change in methodology may impact changes in results over time

**2022 data among voters, n=440



Q5. What do you think is the most important issue facing the City of Davis today?

*(2007/2014 wording: “What do you feel is the most important issue facing residents of Davis?”)



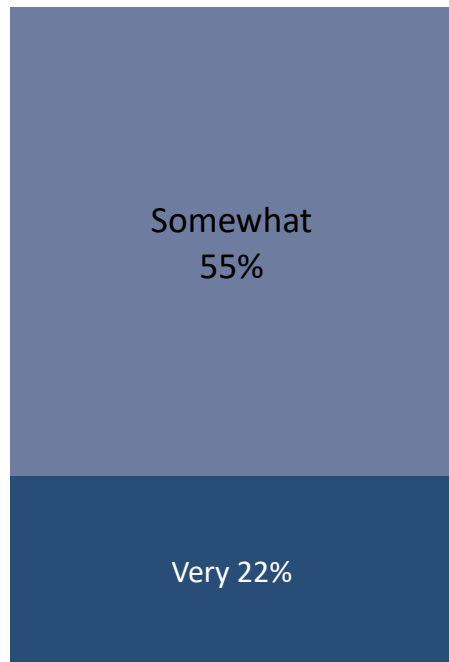
Resident Satisfaction

City of Davis Resident Satisfaction

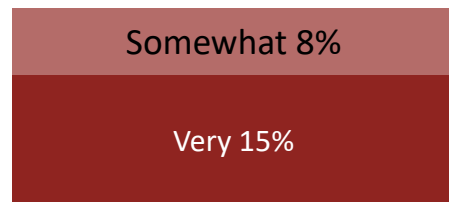
Overall satisfaction with city services in Davis is high, particularly among younger residents, Democrats, students, and newer residents.

Generally speaking, are you satisfied or dissatisfied with the job the City of Davis is doing to provide city services?

Satisfied
77%



Dissatisfied
23%



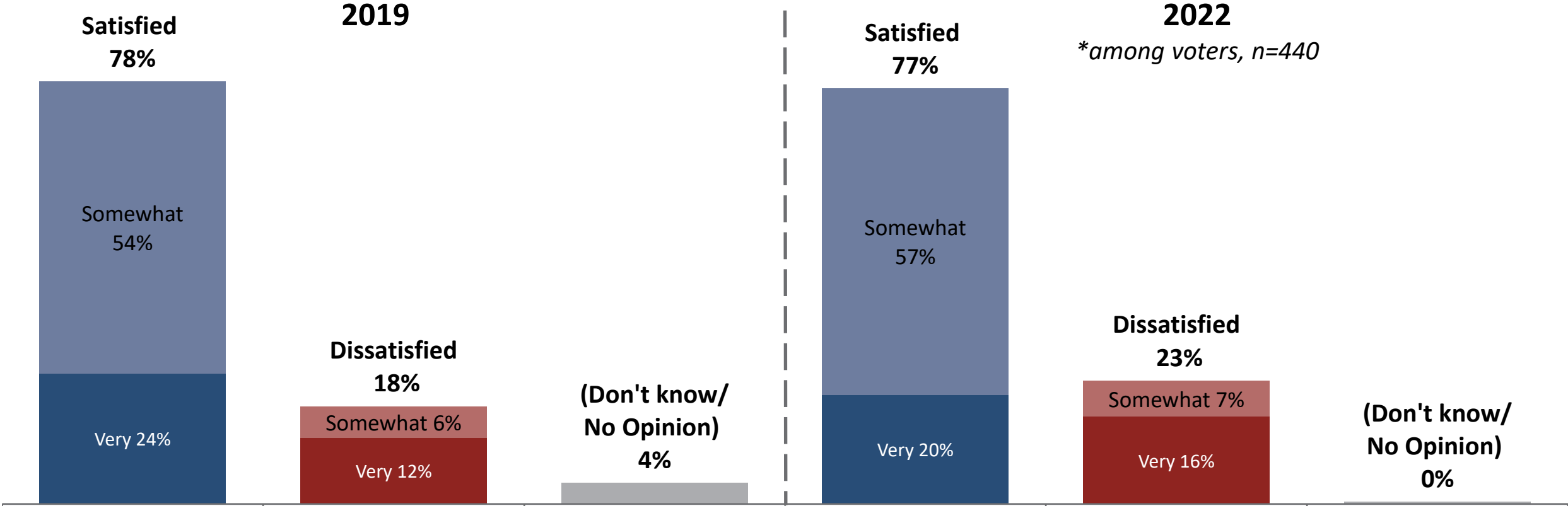
	Satisfied	Dissatisfied
Overall	77%	23%
Men <45 (23%)	82%	18%
Women <45 (26%)	83%	16%
Men 45+ (24%)	72%	28%
Women 45+ (27%)	70%	29%
White (63%)	79%	20%
Non-white (29%)	74%	26%
4-year degree+ (55%)	76%	23%
Less than 4-year degree (45%)	77%	23%
Democrat (53%)	82%	17%
Republican (11%)	52%	48%
NPP/Other (20%)	76%	24%
Non-Voter (16%)	76%	24%
95616 (58%)	79%	21%
95618 (42%)	73%	26%
Student (14%)	83%	17%
Non-student/PNR (86%)	76%	24%
<10 years residency (38%)	85%	15%
>10 years residency (62%)	72%	28%

City of Davis Resident Satisfaction Over Time - Voters



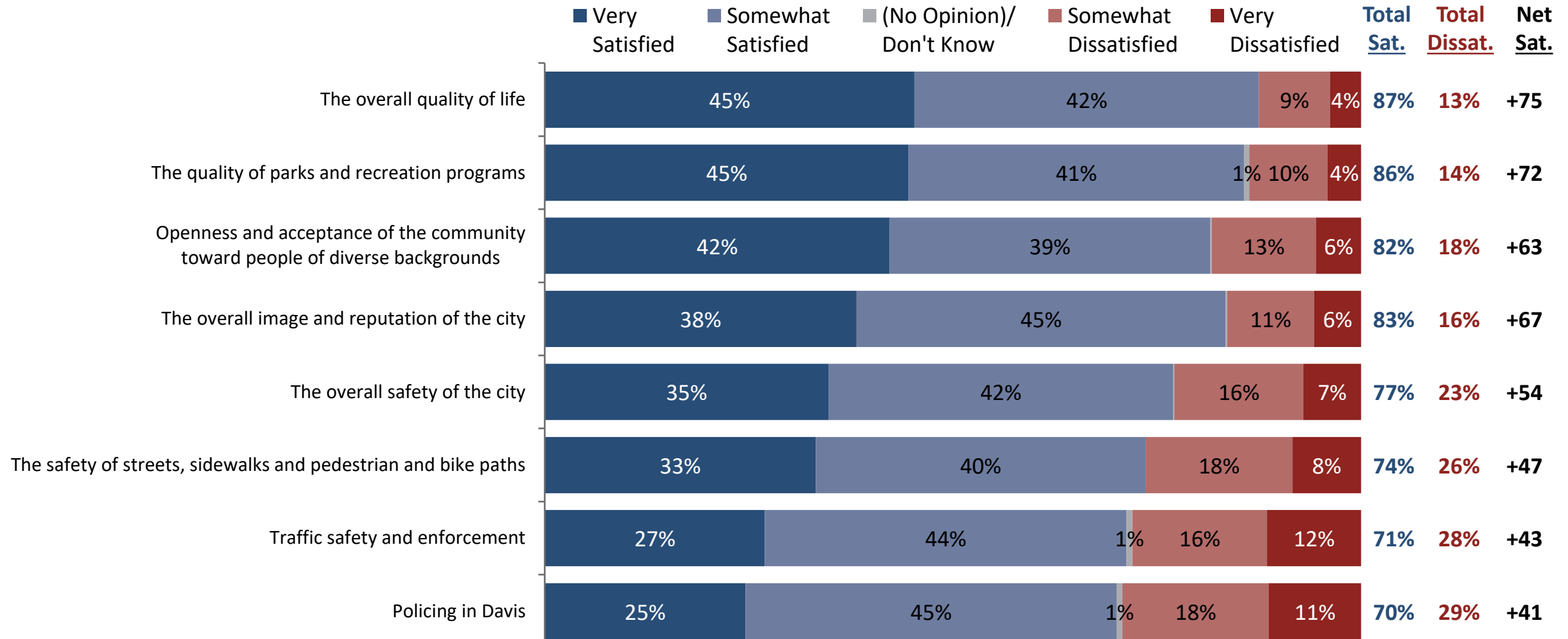
Satisfaction with city services has remained very strong, and consistent with 2019.

Generally speaking, are you satisfied or dissatisfied with the job the City of Davis is doing to provide city services?



City Satisfaction Ratings

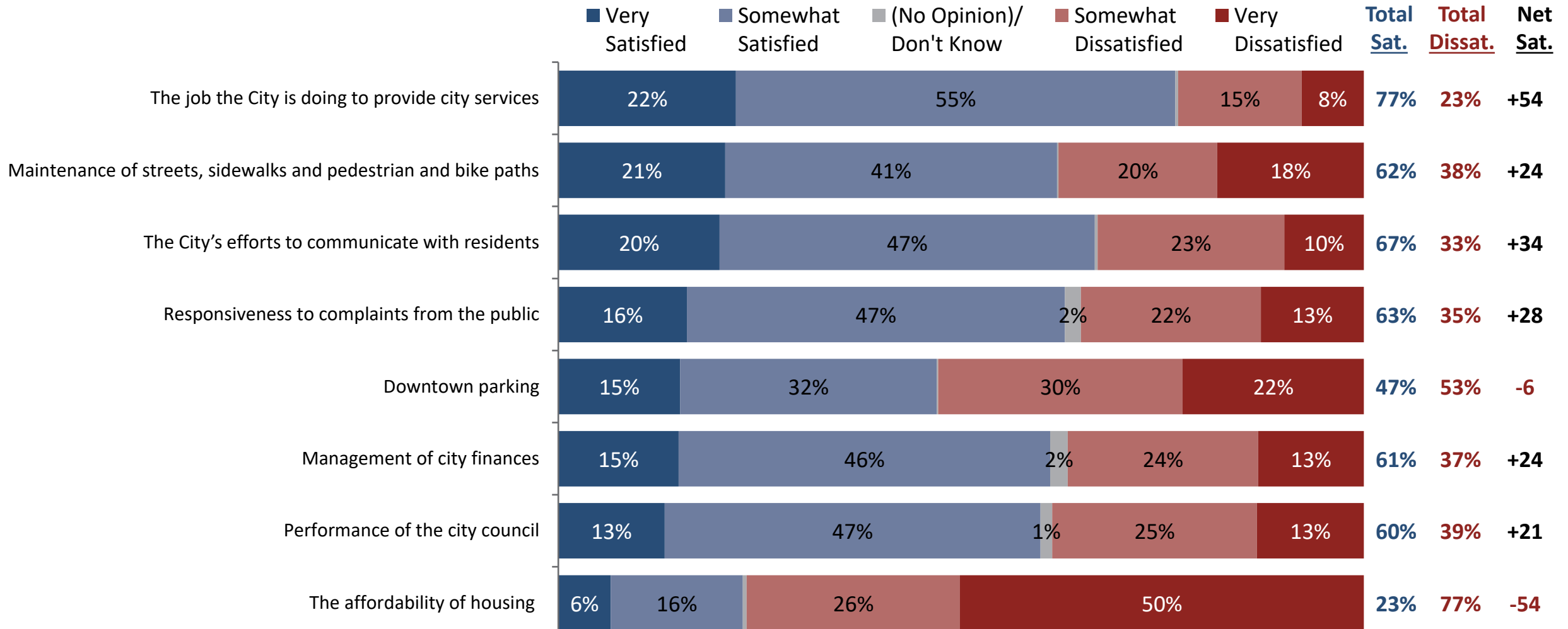
The vast majority are satisfied with the quality of life in Davis. Satisfaction is high with parks and recreation, openness and acceptance, the city's image and reputation, and many other aspects.



Q7-21. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with each of the following in Davis?

City Satisfaction Ratings

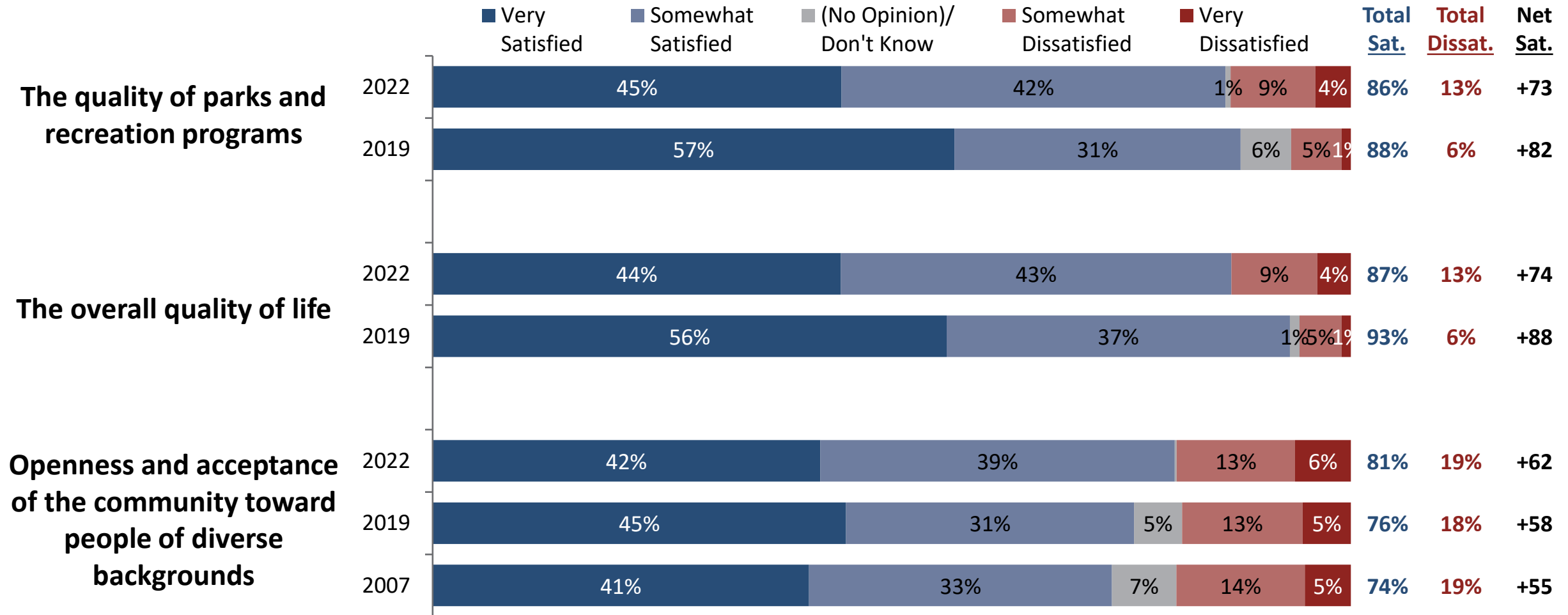
Most are dissatisfied with the affordability of housing.



Q7-21. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with each of the following in Davis?

City Satisfaction Ratings Over Time - Voters

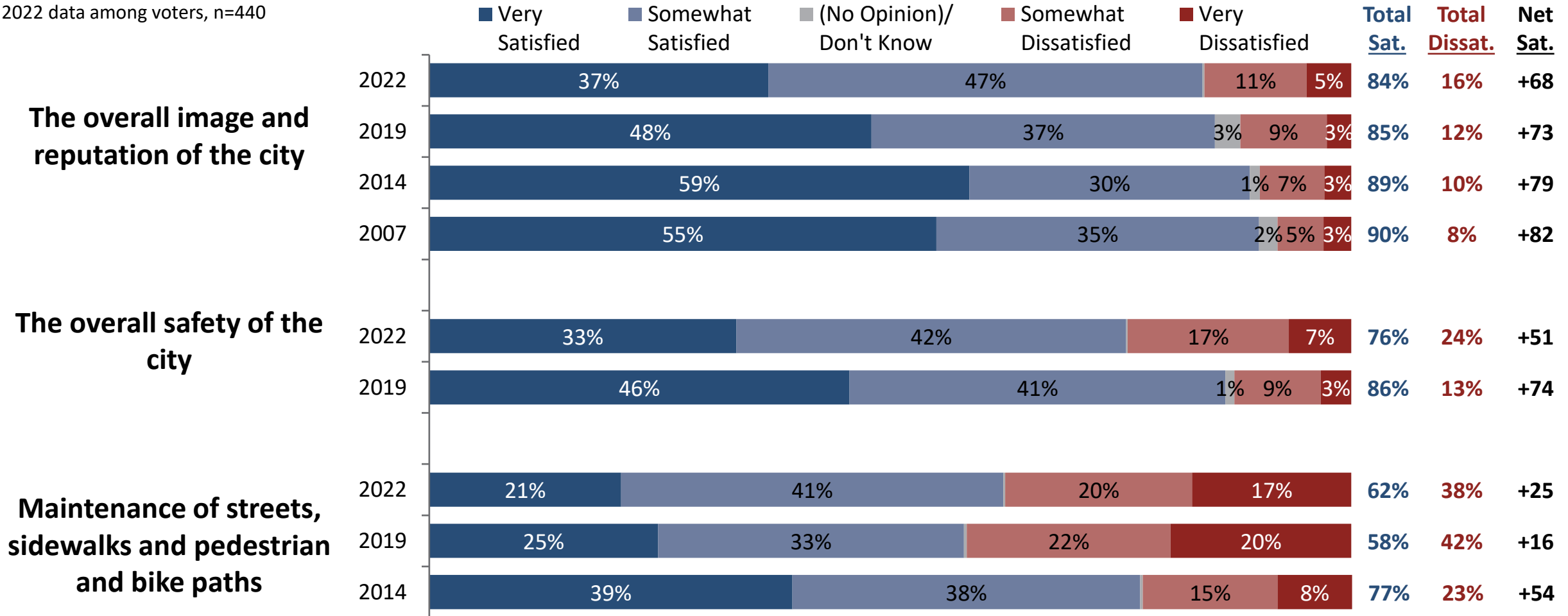
Total satisfaction with parks and recreation, quality of life, and openness and acceptance has remained fairly consistent over time among voters.



City Satisfaction Ratings Over Time - Voters

Satisfaction with the overall safety of the city has decreased among voters since 2019, but not dramatically.

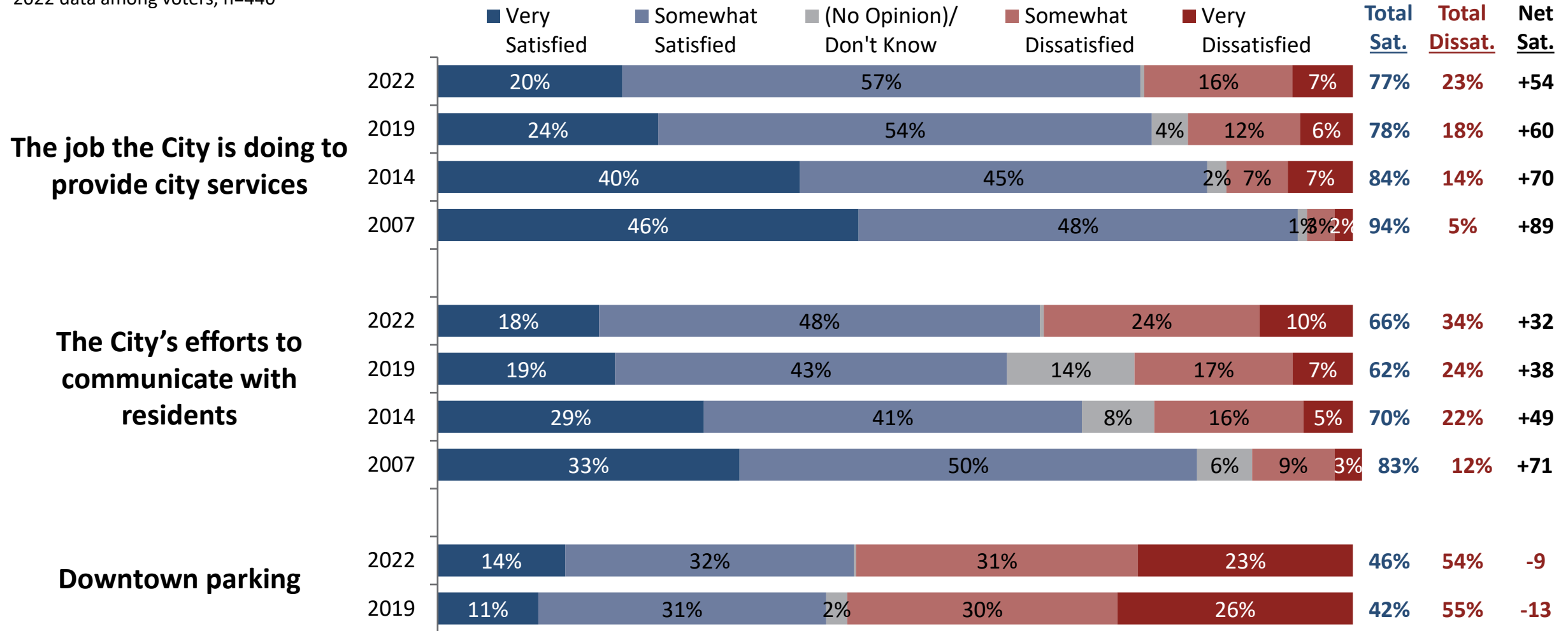
*2022 data among voters, n=440



City Satisfaction Ratings Over Time - Voters

Satisfaction with city services and communications remains high, although it has declined over time.

*2022 data among voters, n=440



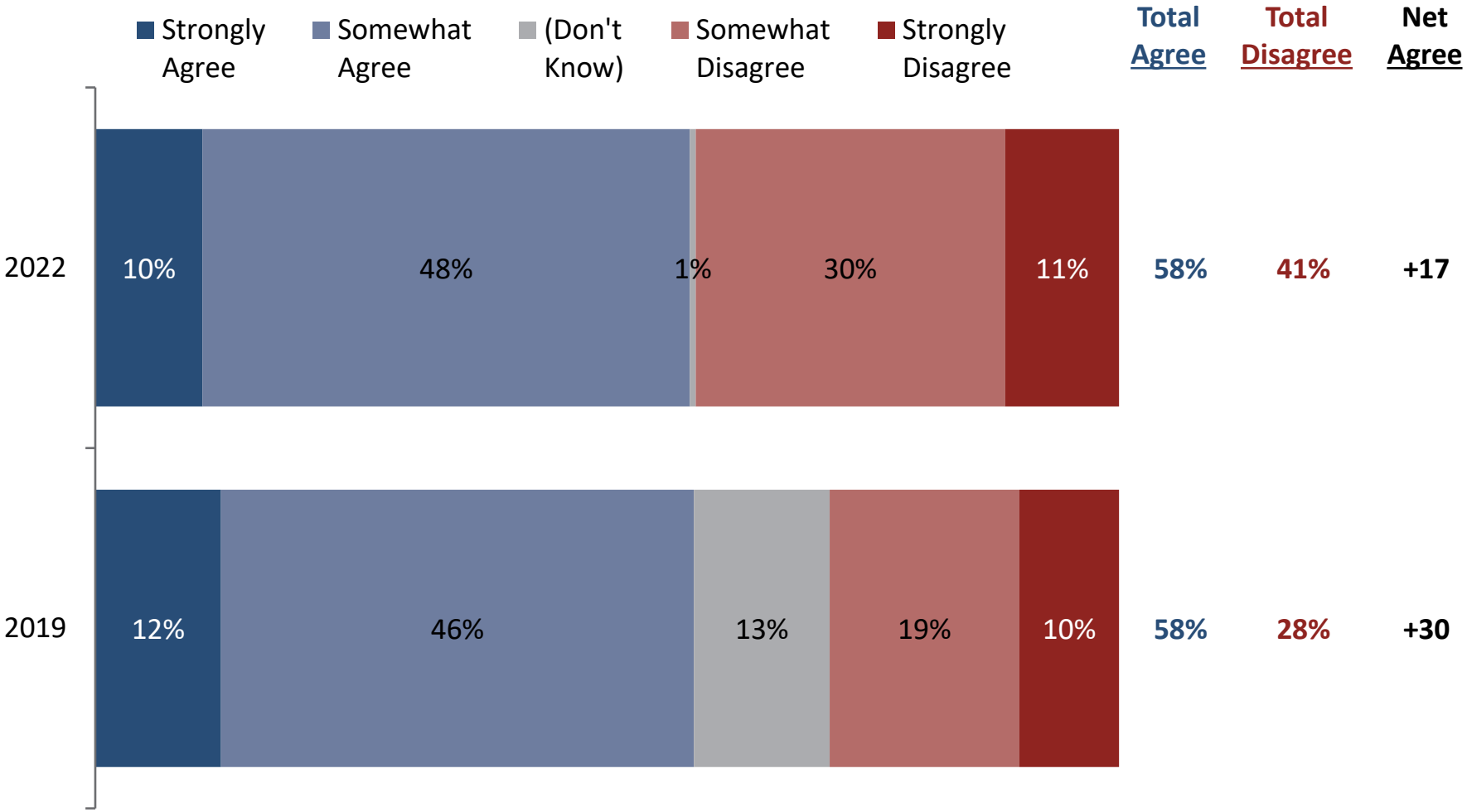
Attitudes towards Davis City Leaders Tracked - Voters



The same portion say they are confident in city leaders.

*2022 data among voters, n=440

I am confident that Davis' leaders are able to solve difficult problems as they arise



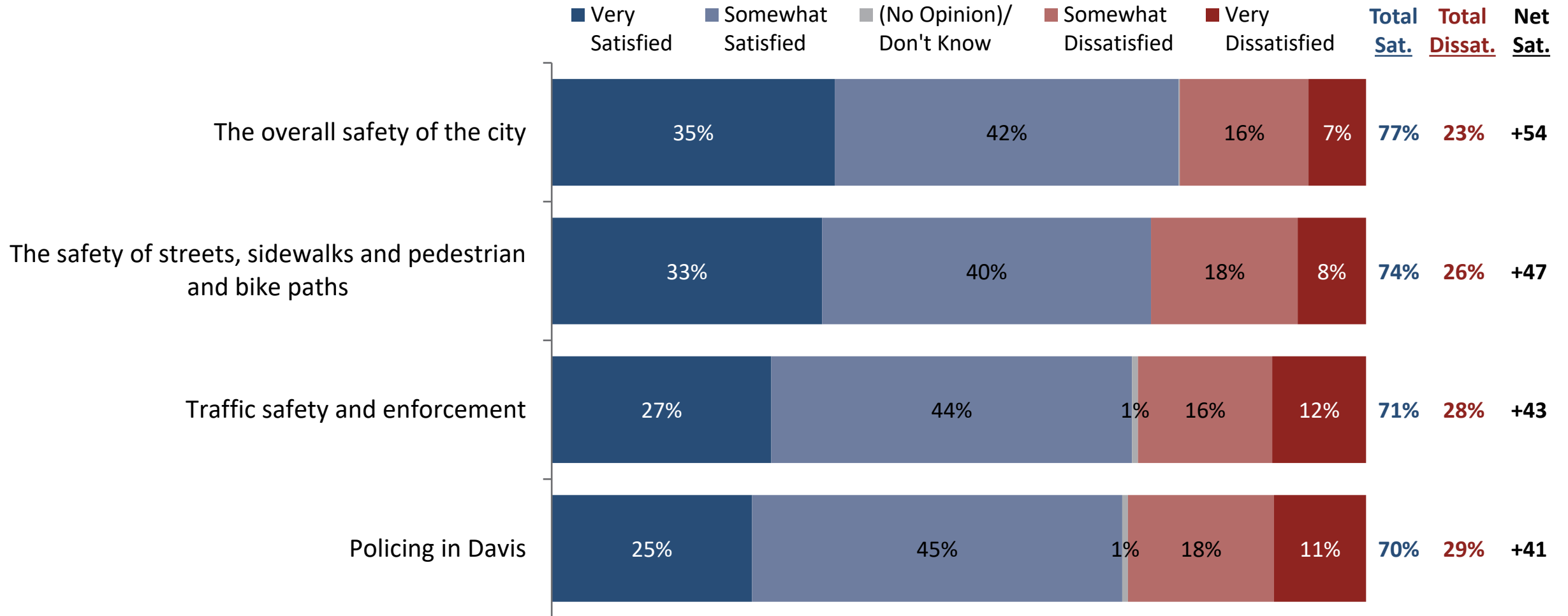
Q31. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



Public Safety

City Public Safety Satisfaction Ratings

Satisfaction with safety, traffic, and policing is high among Davis residents.

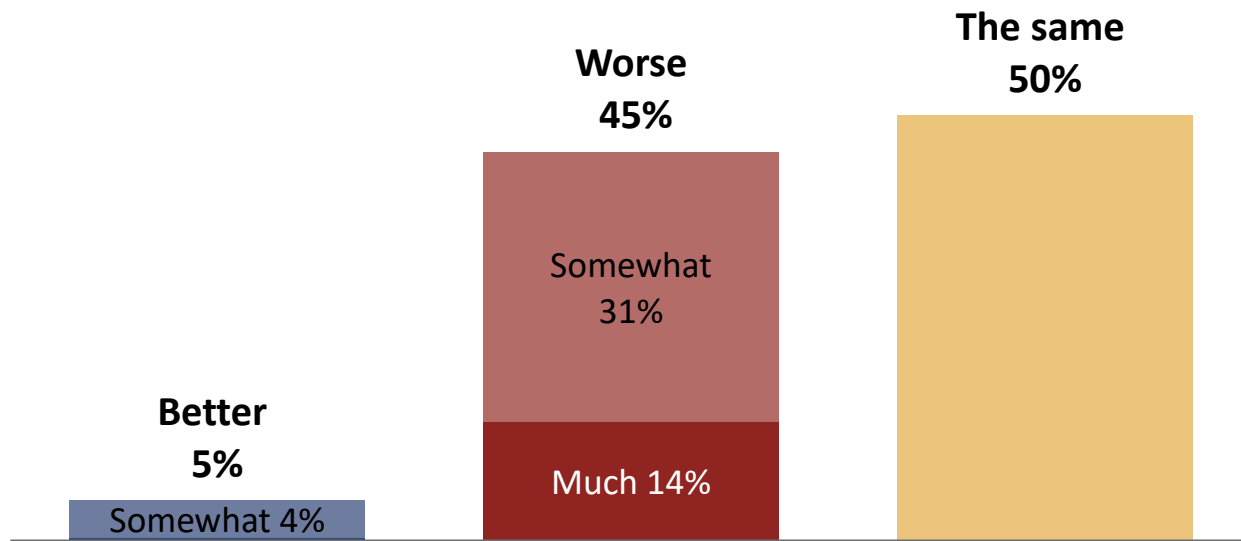


Q7-21. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with each of the following in Davis?

Perception of Crime in Davis

Residents are divided about whether crime is getting worse or staying the same.

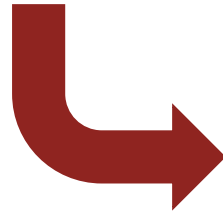
Thinking about crime in Davis, compared to a year ago would you say it is...



	Better	Worse	Same
Overall	5%	45%	50%
Men <45 (23%)	9%	37%	54%
Women <45 (26%)	5%	38%	57%
Men 45+ (24%)	4%	45%	51%
Women 45+ (27%)	1%	59%	39%
White (63%)	4%	41%	56%
Non-white (29%)	4%	53%	44%
4-year degree+ (55%)	4%	44%	52%
Less than 4-year degree (45%)	6%	47%	47%
Democrat (53%)	6%	38%	56%
Republican (11%)	2%	69%	30%
NPP/Other (20%)	5%	52%	43%
Non-Voter (16%)	2%	44%	53%
95616 (58%)	5%	43%	52%
95618 (42%)	4%	49%	47%
Student (14%)	9%	42%	50%
Non-student/PNR (86%)	4%	46%	50%
<10 years residency (38%)	5%	38%	57%
>10 years residency (62%)	4%	50%	46%

Selected Mentions of Crime

Among 10% of respondents who name crime as the most important issue facing Davis



“My car has been broken into twice and we have a problem with reckless drivers.”

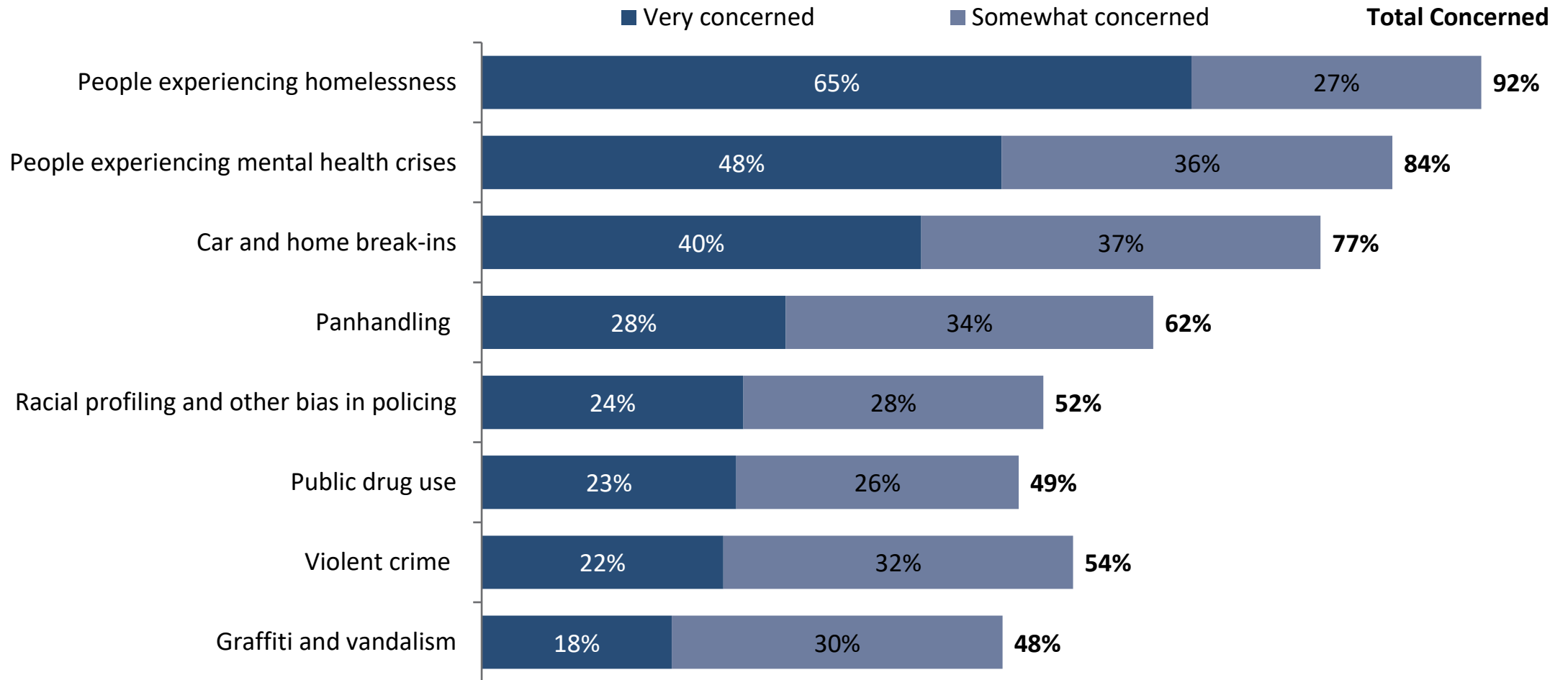
“Crime rate increasing, especially gun-related violence.”

“Increasing rates of violent crime.”

“Some areas aren’t receiving the policing that they need especially during the night.”

Concern about Local Issues

Although many are concerned about crime, especially car and home break-ins, concerns about people experiencing homelessness or mental health crises are higher overall. About half are concerned about bias in policing in Davis.

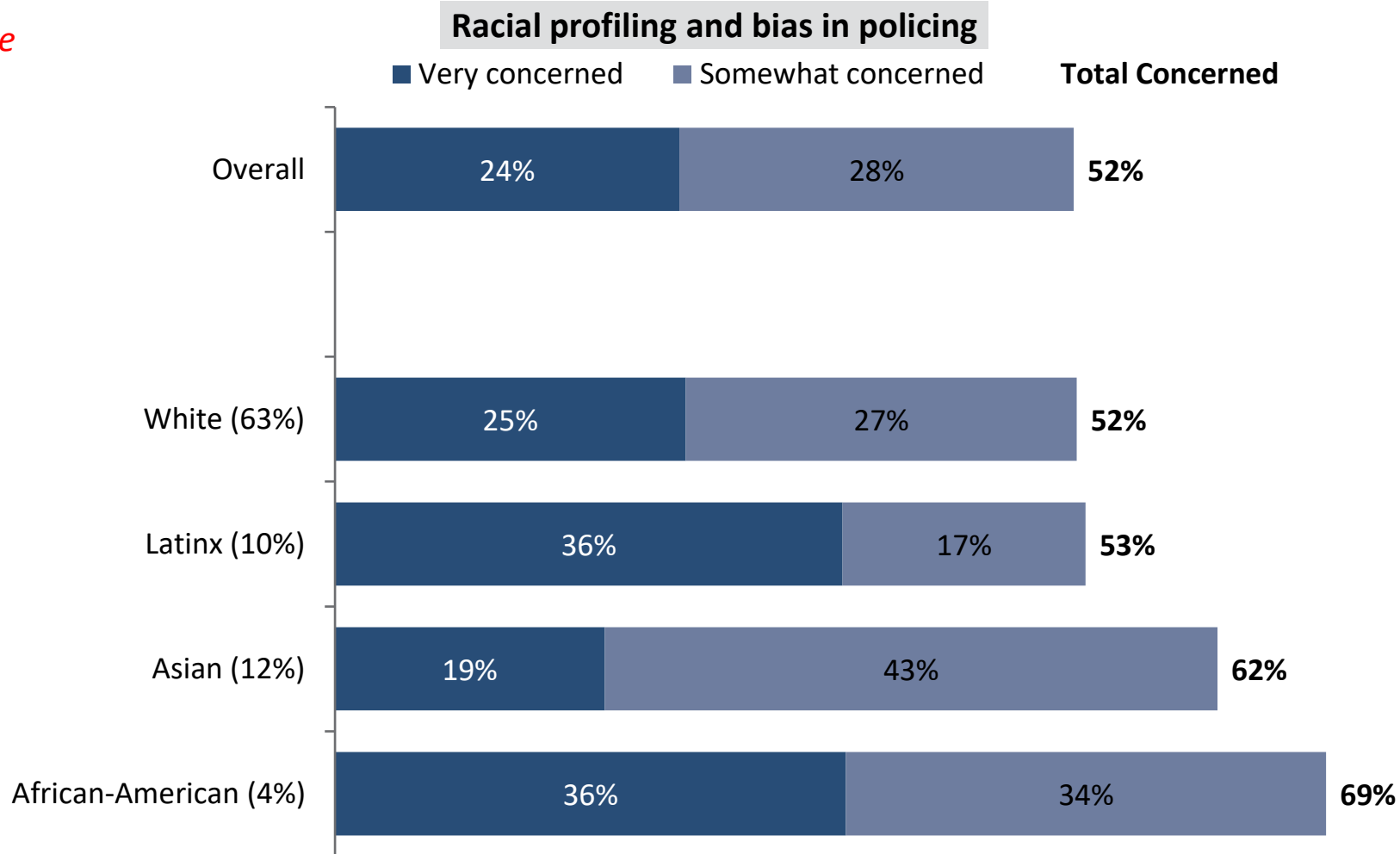


Q22-29. Now, please tell me if you are very concerned, somewhat concerned, not too concerned or not at all concerned about each of the following in Davis.

Concern about Racial Profiling by Subgroup

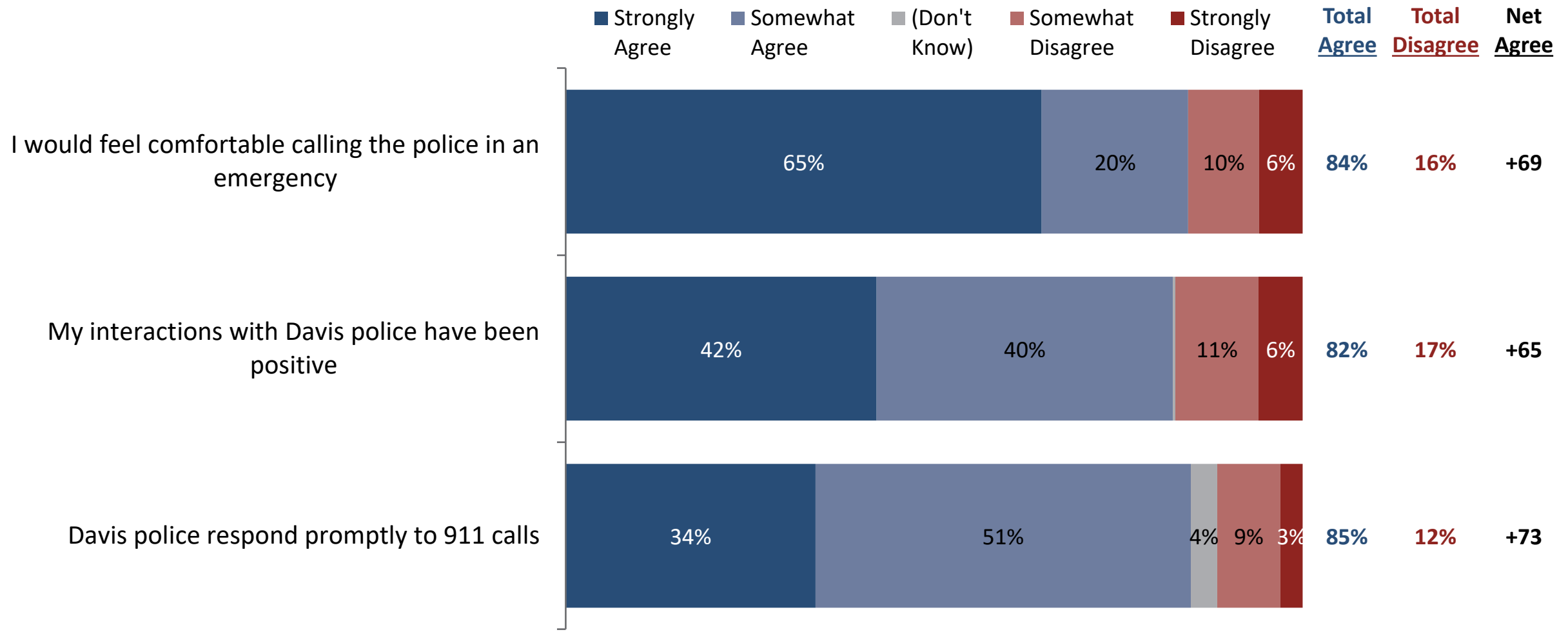
While sample sizes are very small, we do see higher levels of concern **intensity** about bias in policing among respondents who are not white or Asian. Overall concern is higher among Asians and African-American respondents.

Please note small sample sizes may be unreliable



Attitudes Towards Police in Davis

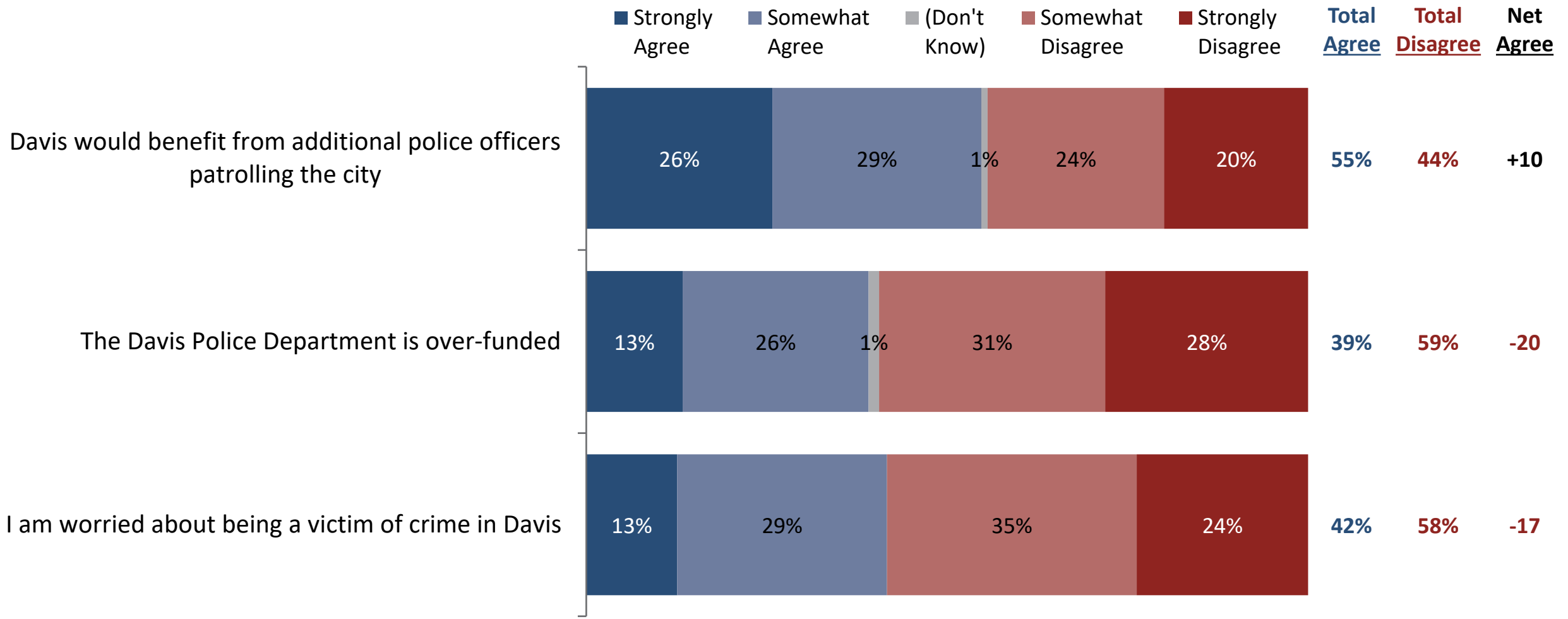
Most residents say their interactions with police have been positive, they would feel comfortable calling the police, and that police respond promptly to 911 calls.



Q32-37. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

Attitudes Towards Police in Davis

A majority do not think that the Davis Police Department is over-funded, and just over half see value in additional police officers.



Q32-37. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

Police Attitudes Segmentation

Nearly half indicate the police department is not over-funded and Davis would benefit from additional police officers.

Not Overfunded & More Police: Disagreed that Davis Police are overfunded, and agreed that Davis would benefit from more police officers

Overfunded & More Police: Agreed that Davis Police are overfunded, but agreed that Davis would benefit from more police officers

Overfunded & No More Police: Agreed that Davis Police are overfunded, and disagreed that Davis would benefit from more police officers

Not Overfunded & No More Police: Disagreed that Davis Police are overfunded, but disagreed that Davis would benefit from more police officers

Not Overfunded &
More Police
46%

Overfunded
& More
Police
10%

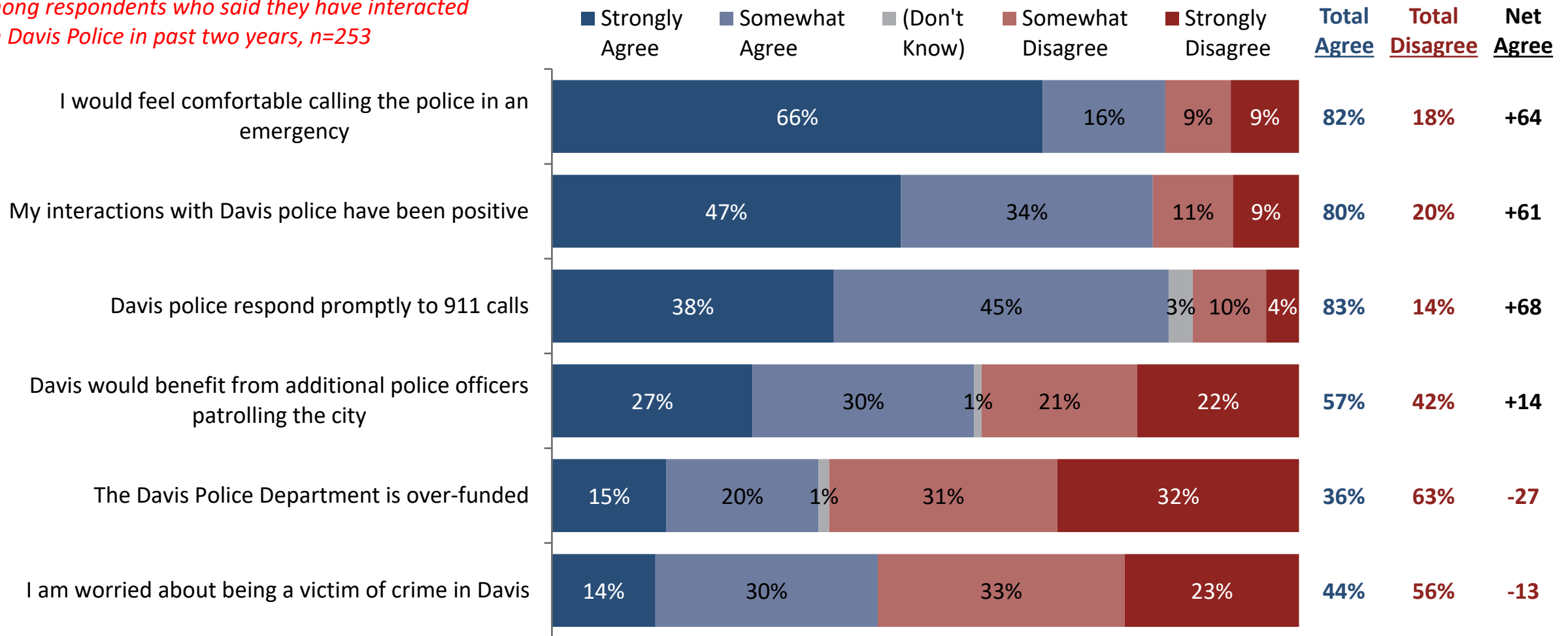
Overfunded & No More
Police
29%

Not Overfunded
& No More Police
15%

Attitudes Among Respondents with Recent Interactions with Police

Among those with recent police interactions, most have had positive interactions and feel comfortable with making future calls but about one in five express some concern.

**among respondents who said they have interacted with Davis Police in past two years, n=253*



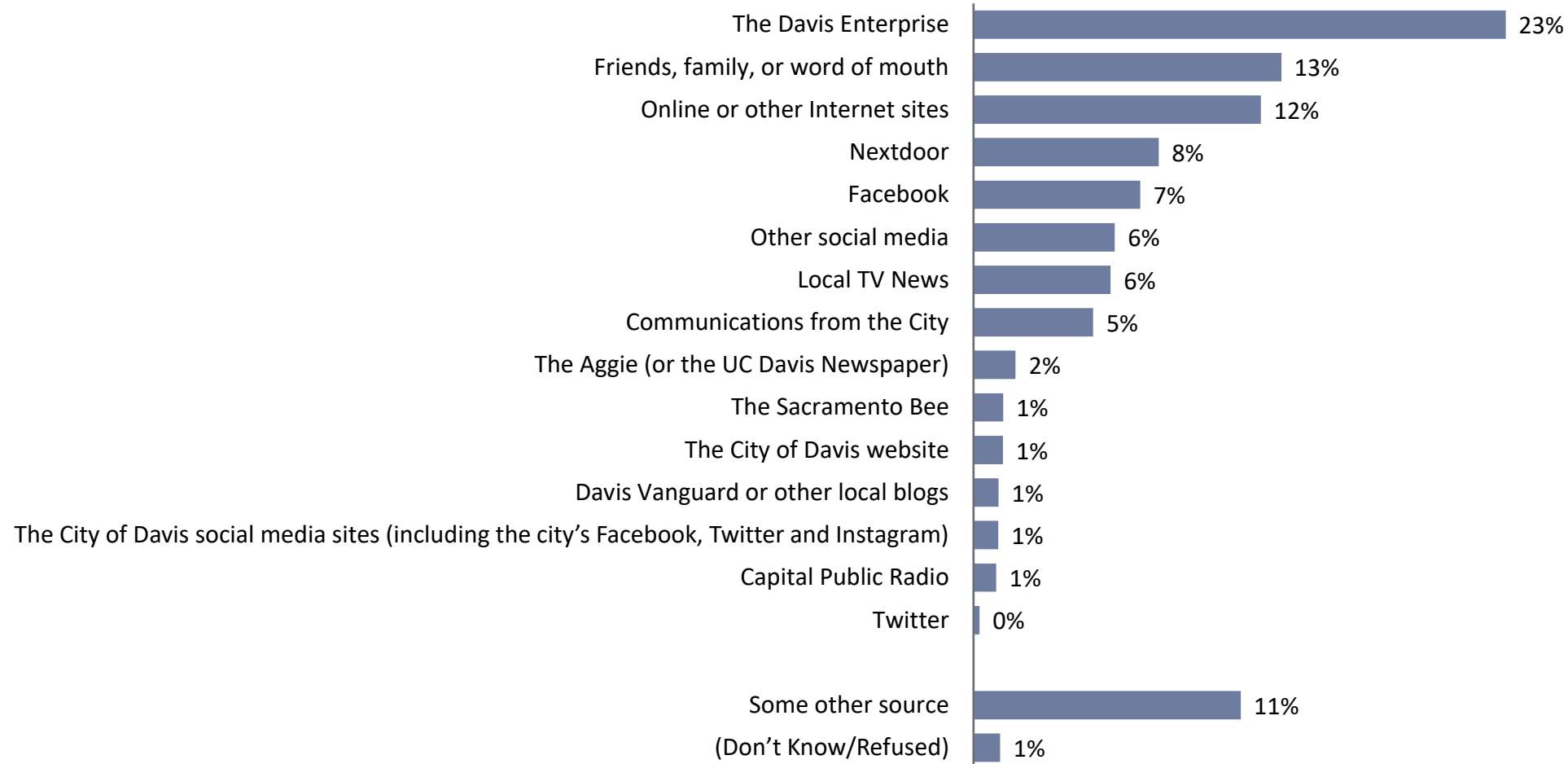
Q32-37. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



City Communications

Most Important Source for Local News

The Davis Enterprise is the top source of information for Davis residents followed by word of mouth.

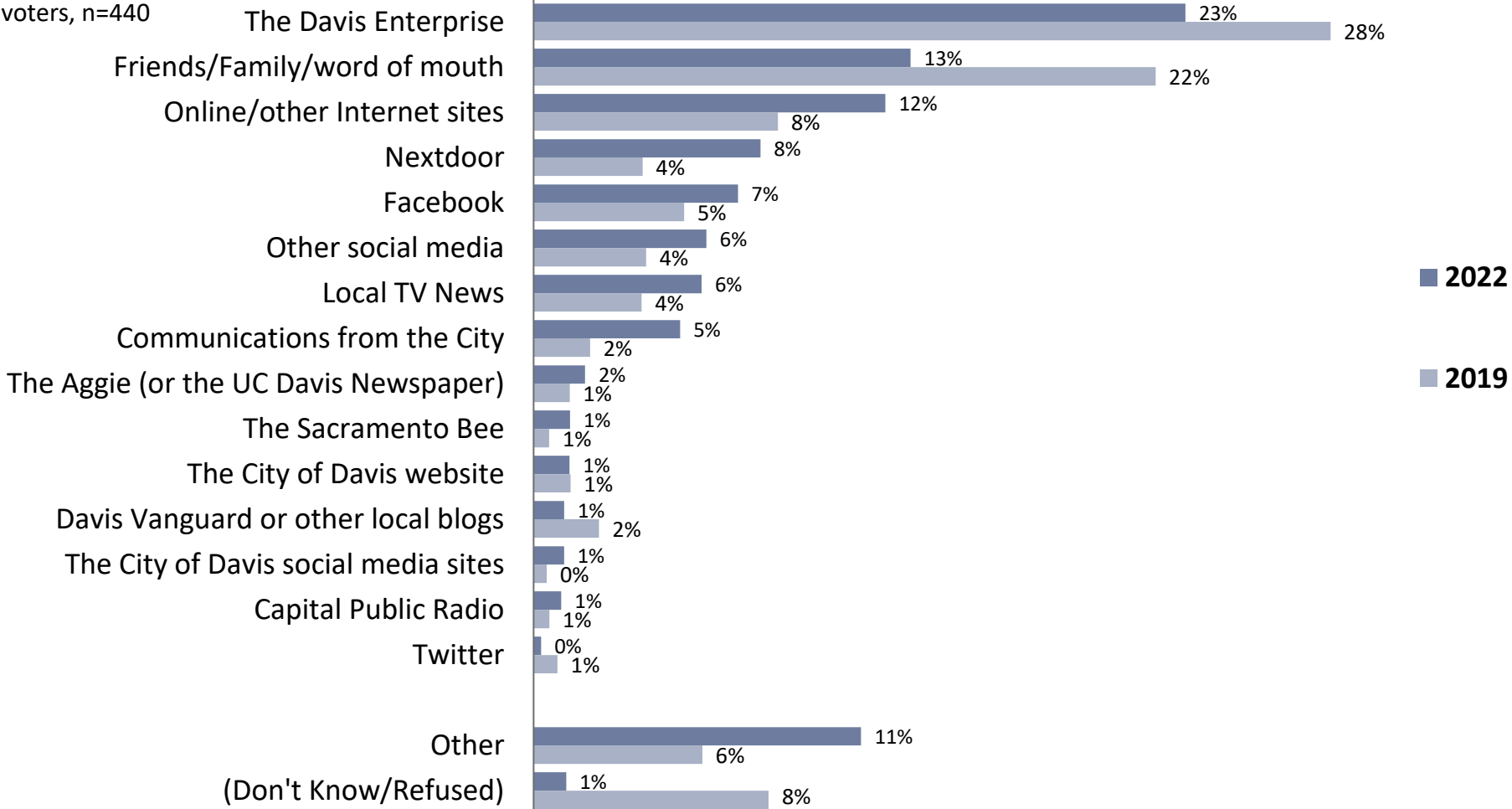


Most Important Source for Local News Tracked - Voters



NextDoor has risen in popularity for local news compared to 2019, along with Facebook, social media, and other websites. Local news and communications directly from the city also saw gains in popularity.

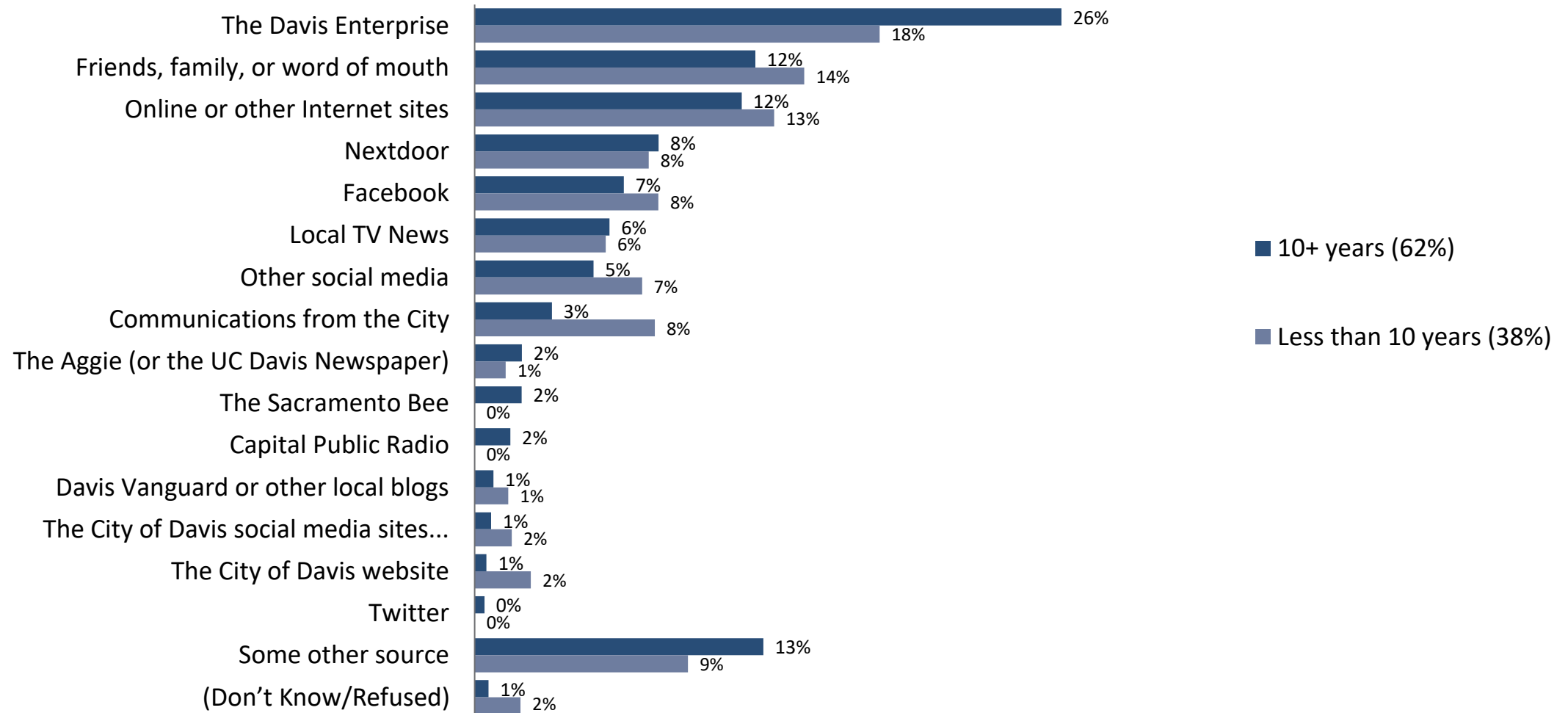
*2022 data among voters, n=440



Q39. People use different sources of information to hear about local news and events. What is your most important source of news and information about things in Davis?

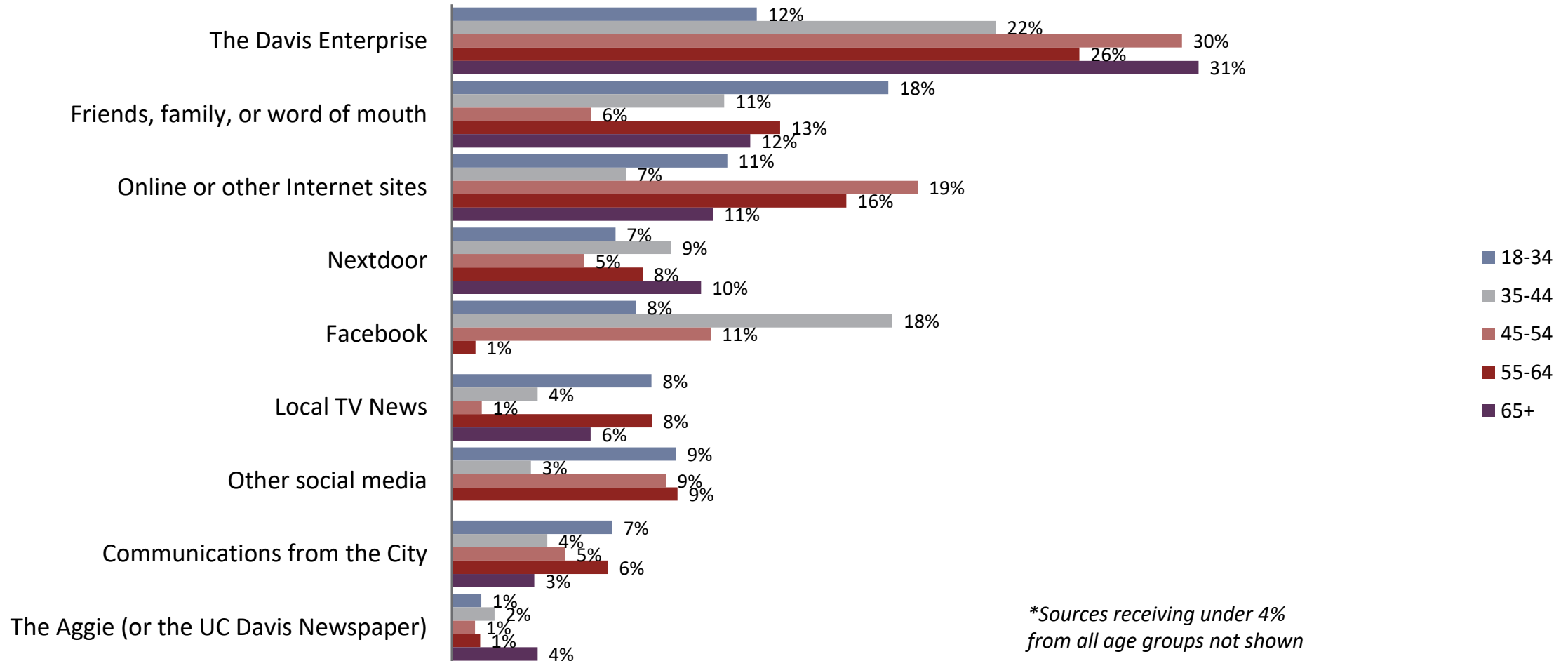
Most Important Source for Local News – Length of Residence

Although the Davis Enterprise is a top source of information for both shorter-term and longer-term Davis residents, the latter are more likely to mention it.



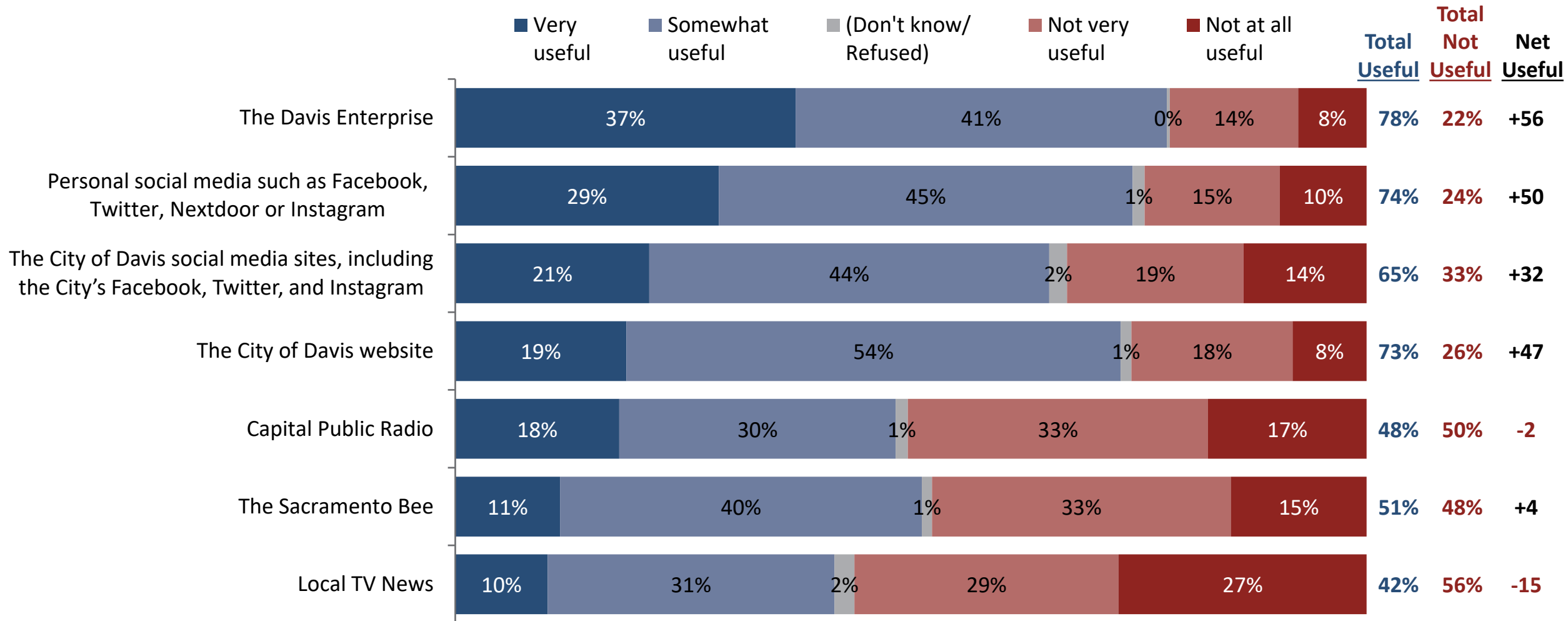
Most Important Source for Local News by Age

The Davis Enterprise is most popular among older residents. Younger residents tend to look toward friends and family, social media, and other websites for information.



Usefulness of Local News Sources

The Davis Enterprise is perceived as very useful by two in five, followed by personal social media. Most think the City of Davis website is useful.

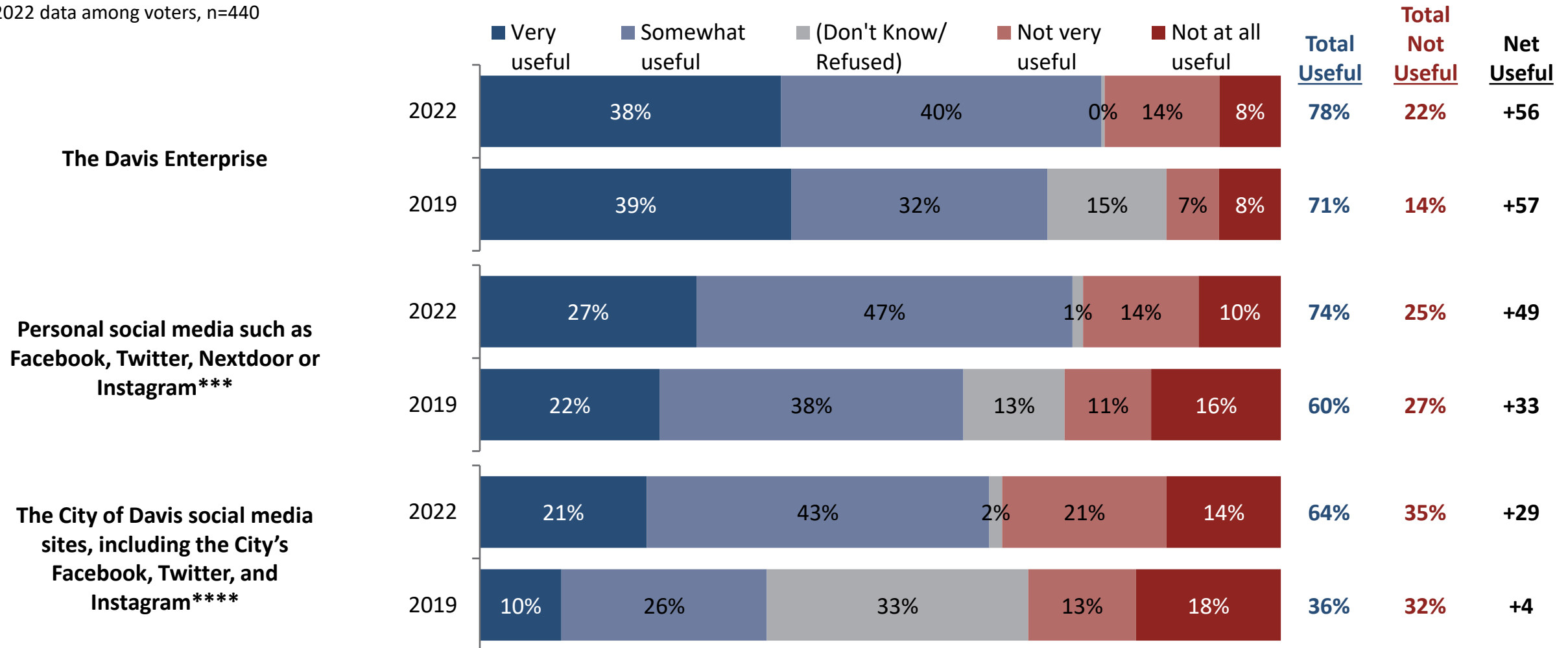


Q40-46. Please rate the usefulness of each of the following sources of information about local news and events in Davis

Usefulness of Local News Sources Tracked - Voters

Social media are viewed as more useful than they were in 2019.

**2022 data among voters, n=440



***2019 language = "Social media such as Facebook, Twitter, or NextDoor"

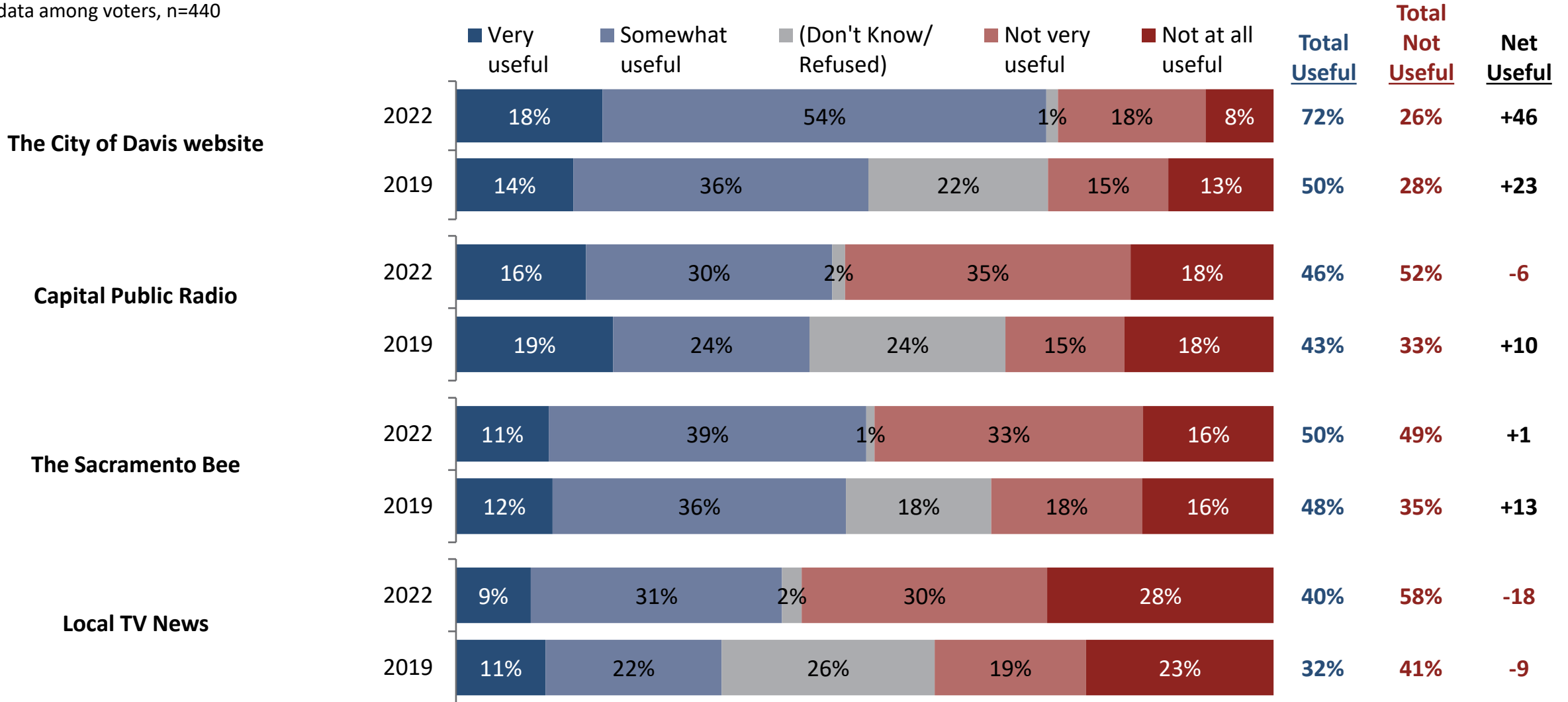
**** 2019 language = "The city of Davis social media sites"

Q40-46. Please rate the usefulness of each of the following sources of information about local news and events in Davis

Usefulness of Local News Sources Tracked - Voters

With fewer “don’t know” responses, the City of Davis website has gained popularity as a useful resource since 2019.

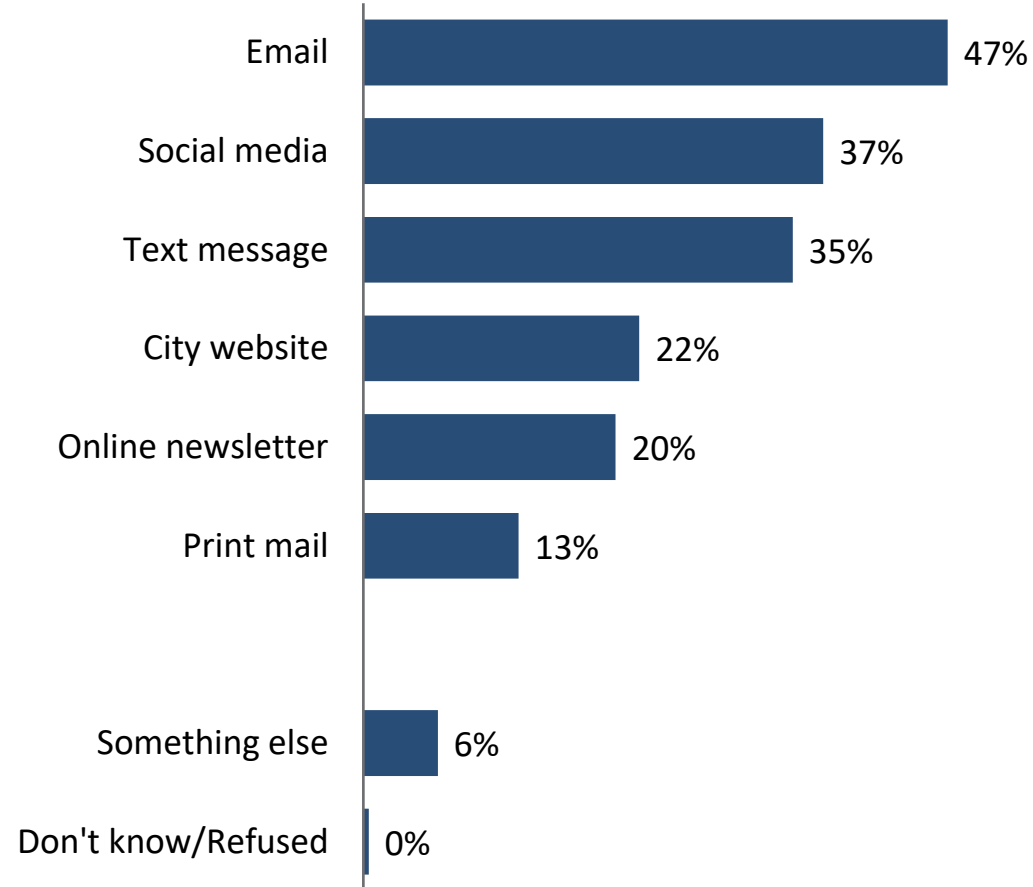
*2022 data among voters, n=440



Best Way to Receive Communications

Email, social media, and text message rank as the three tops ways to receive city communications.

**Respondents were able to offer up to two options, thus responses total more than 100%.*



Q47. What do you think would be the best way for the City of Davis to communicate with the local community on information about local news and events – by email, text message, print mail, online newsletter, the city website, social media or something else?



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