



Polco



National Research Center

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

**Results for
Dover, NH
2023 National
Community Survey™**





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:

ICMA

NLC NATIONAL
LEAGUE
OF CITIES

Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**

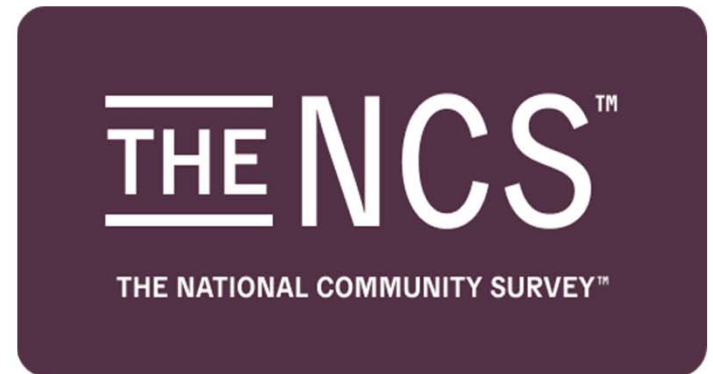


**Inform budget,
land use, strategic
planning decisions**



**Benchmarking
to other
communities**

Facets of Community Livability



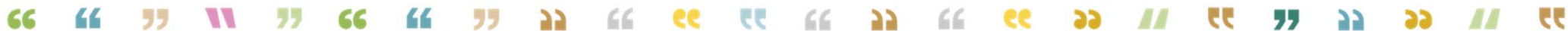
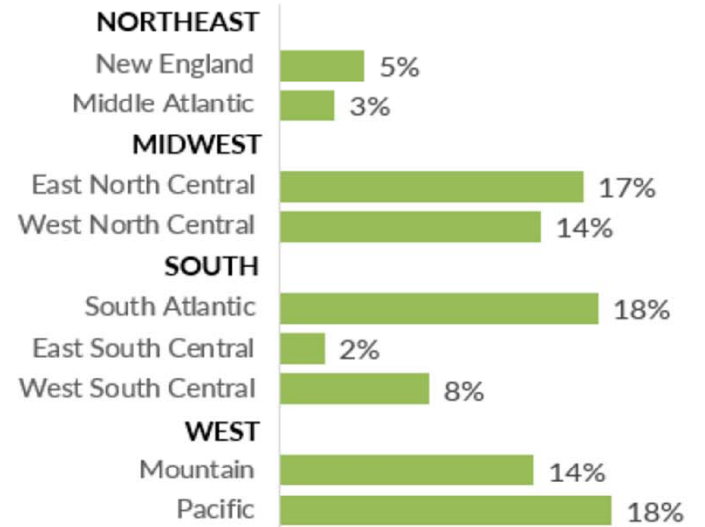
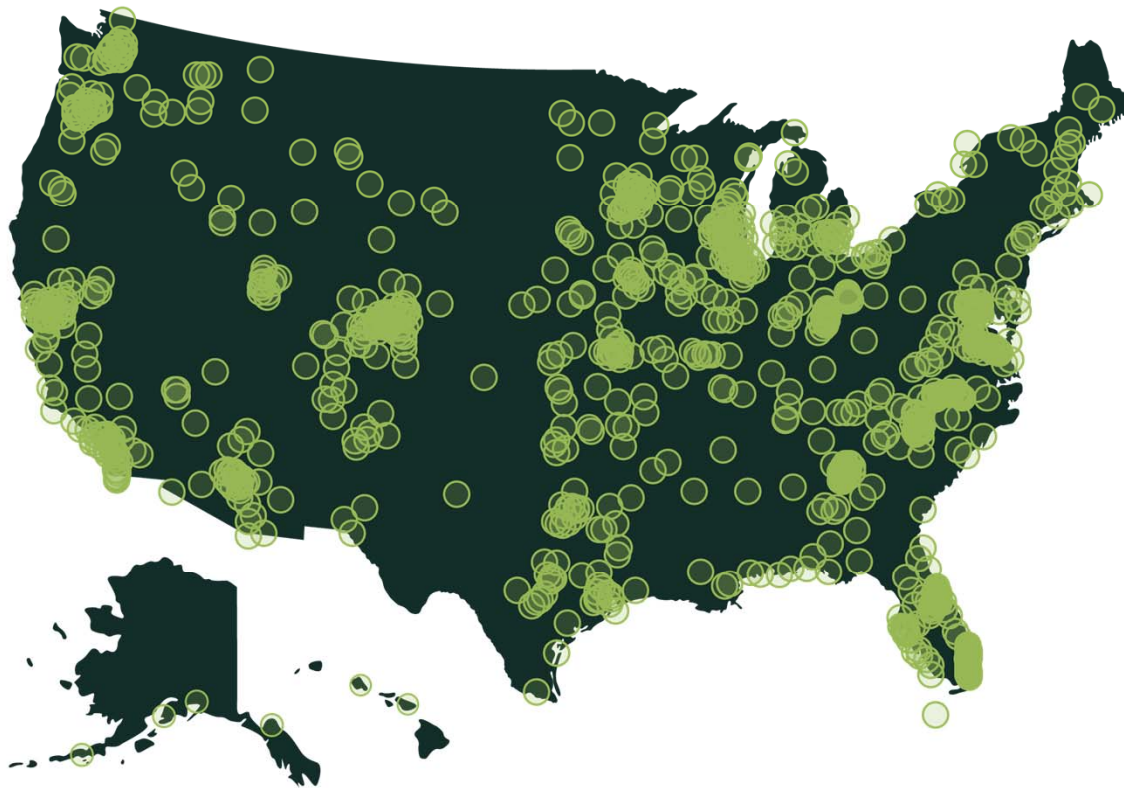
The National Community Survey™ in Dover



The NCS™ for Dover, NH:

- 9th time conducting The NCS
 - Previous surveys in: 2004, 2009, 2011, 2013, 2015, 2017, 2019, 2021
- Survey conducted from May 4, 2023 – June 15, 2023
- Mailing approach employed:
 - Probability-based sample of 3,000 randomly selected households
 - 620 total responses received
 - 21% overall response rate
 - Non-probability, open-participation survey: 311 responses
- Results statistically weighted to reflect Dover overall
- 95% confidence interval with a +/- 4% margin of error

Polco's Benchmarking Database



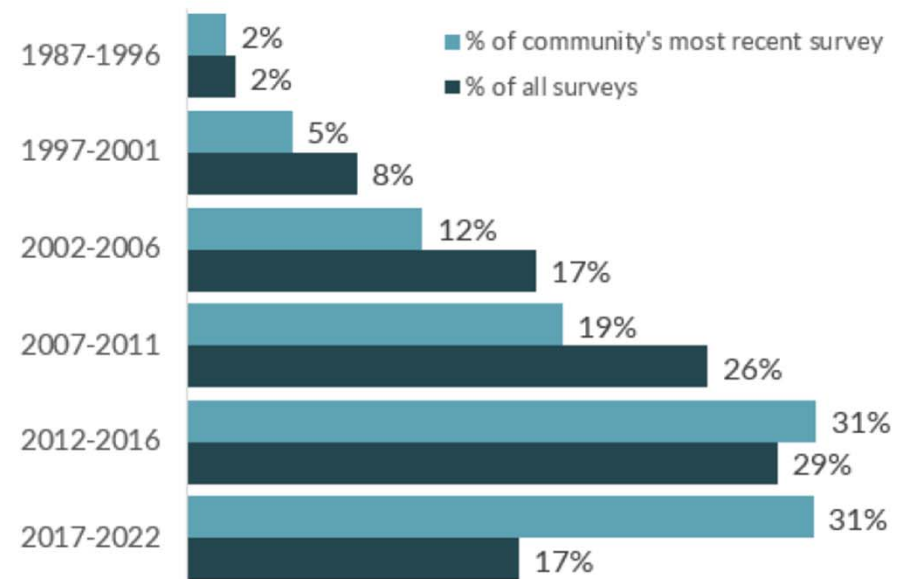
Polco's Benchmarking Database



Community Population by Type of Jurisdiction



Year Surveys Were Conducted





Overview of Survey Results



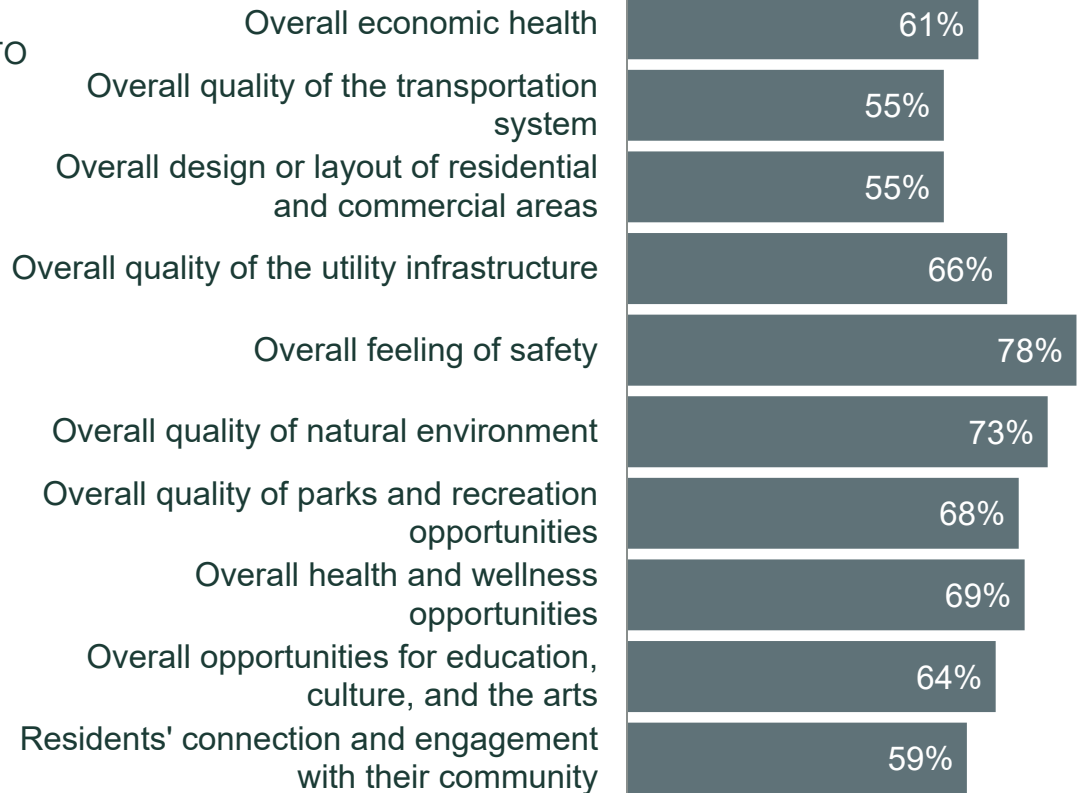


Facets of Community Livability: Quality

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD



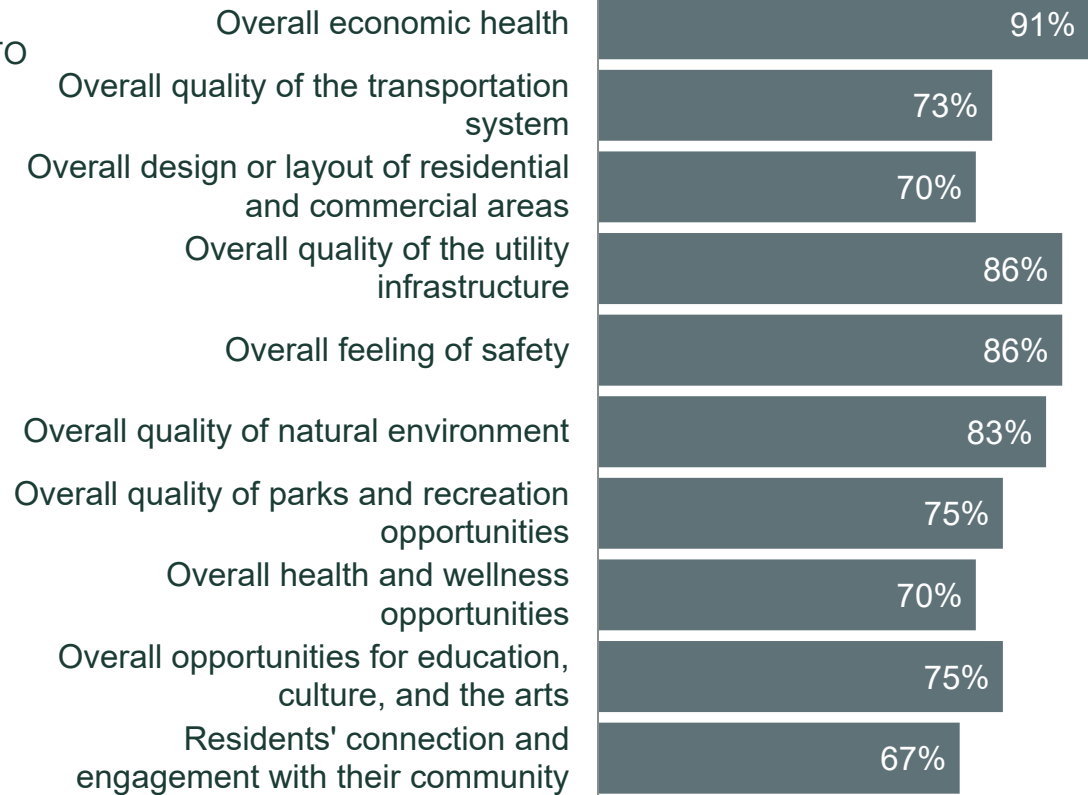


Facets of Community Livability: Importance

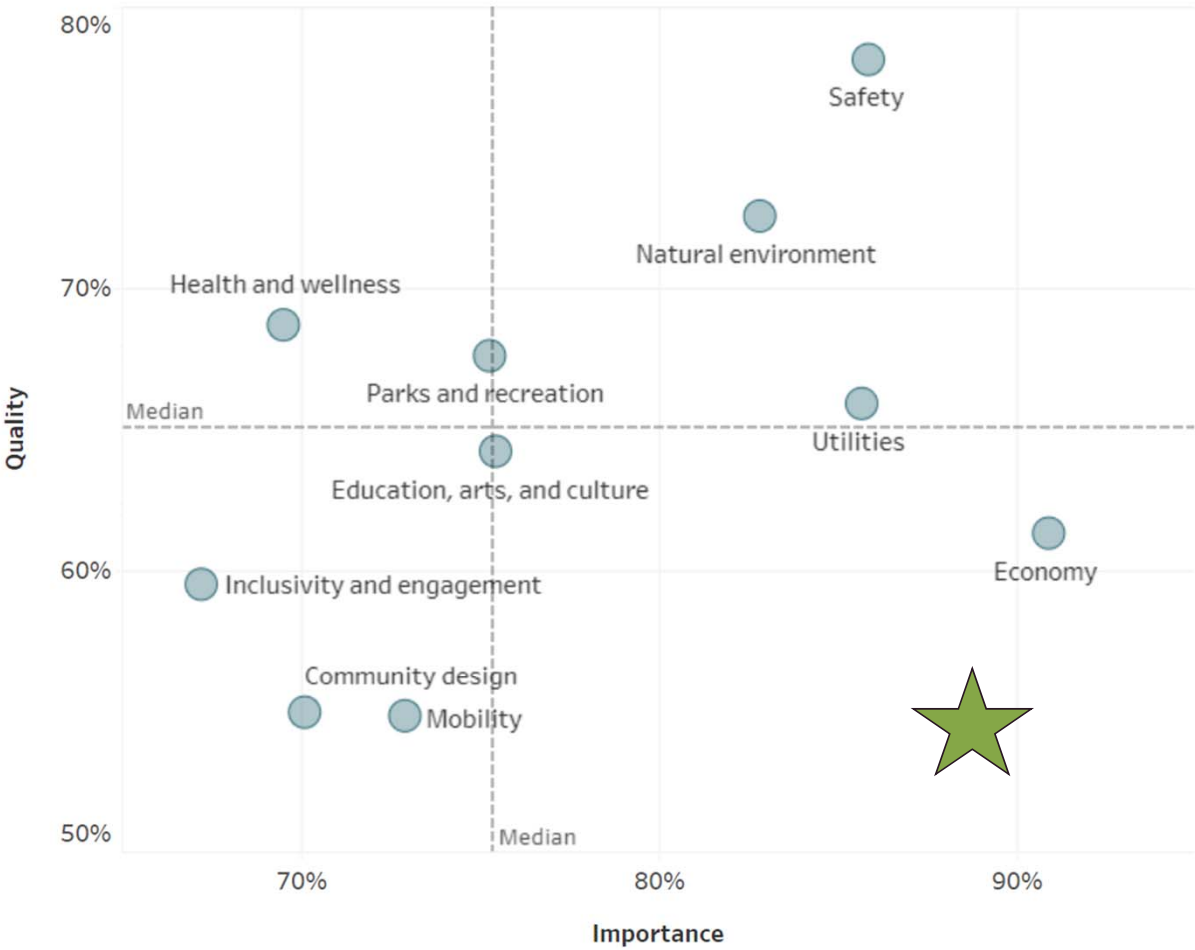
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

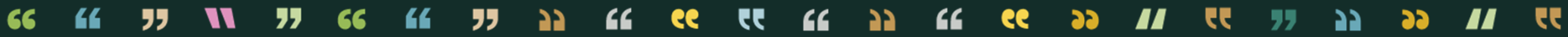
PERCENT ESSENTIAL OR VERY IMPORTANT



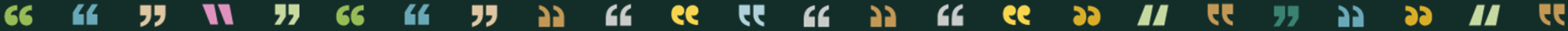
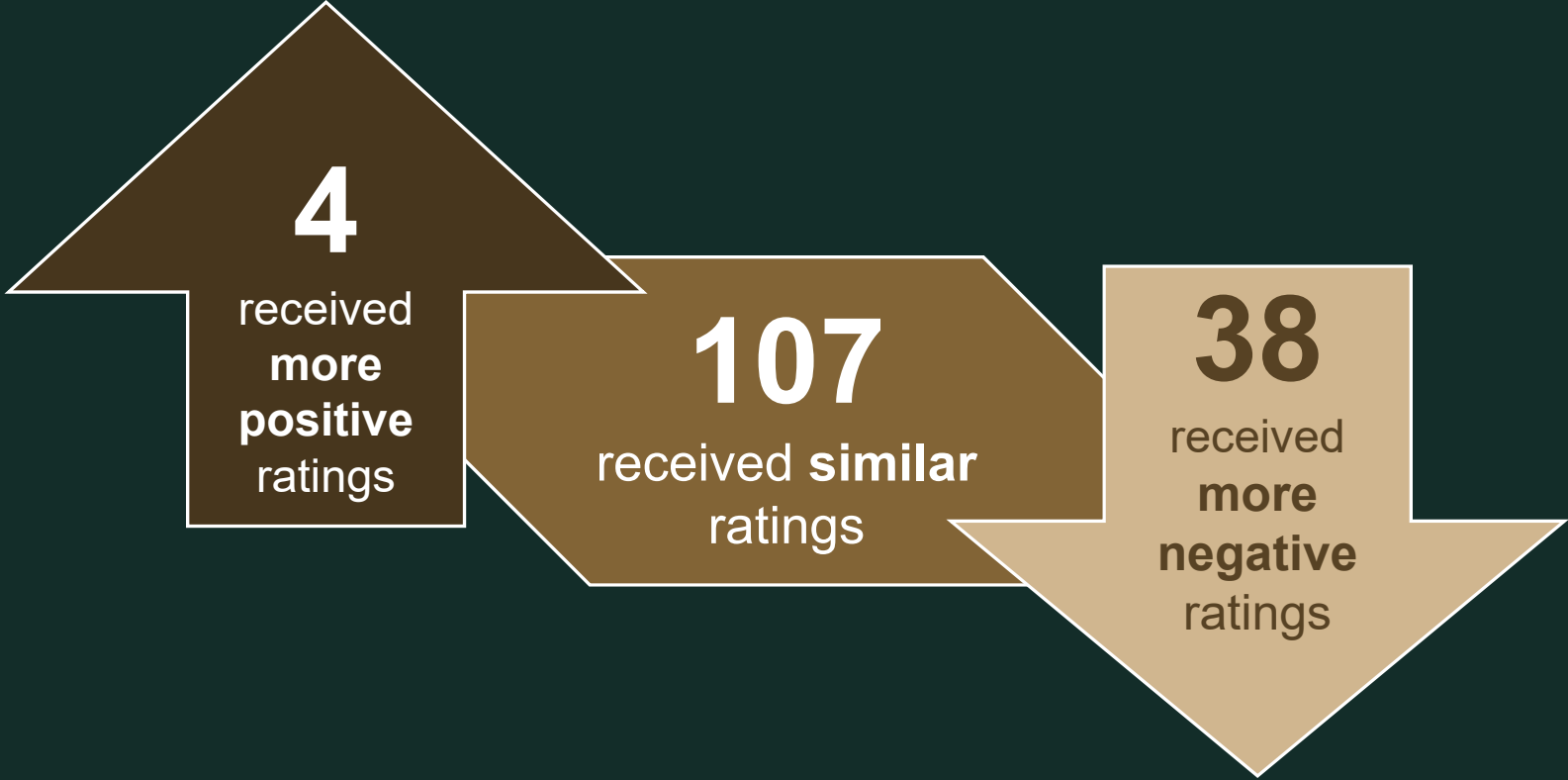
Balancing Quality and Importance



Comparisons to National Benchmarks



Comparisons from 2021 year to 2023





Key Findings



Overall Community Quality



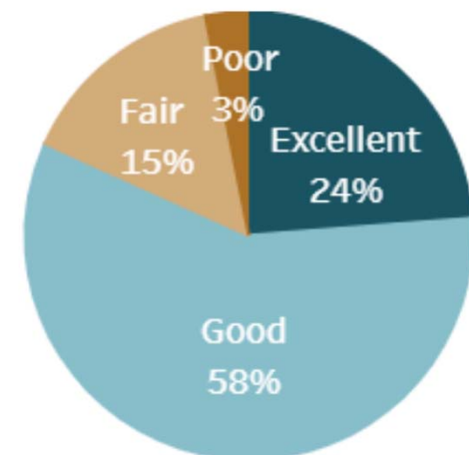
Over

8 in 10

residents gave **excellent** or **good** ratings to:

- Dover as a place to live
- Dover as a place to raise children
- The overall quality of life in Dover

The overall quality of life in
Dover, 2023



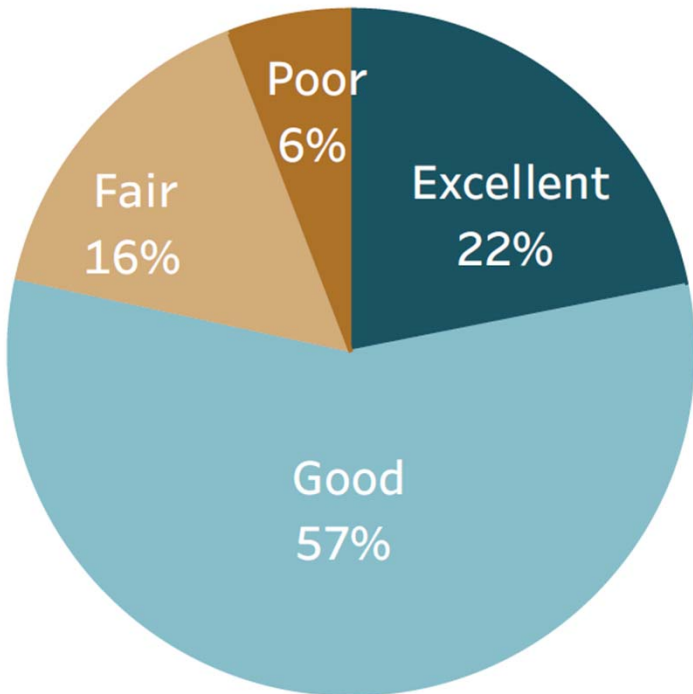
8 in 10 residents also:

- Plan to remain in Dover for the next 5 years
- Would recommend living in Dover to someone who asks

Safety in Dover

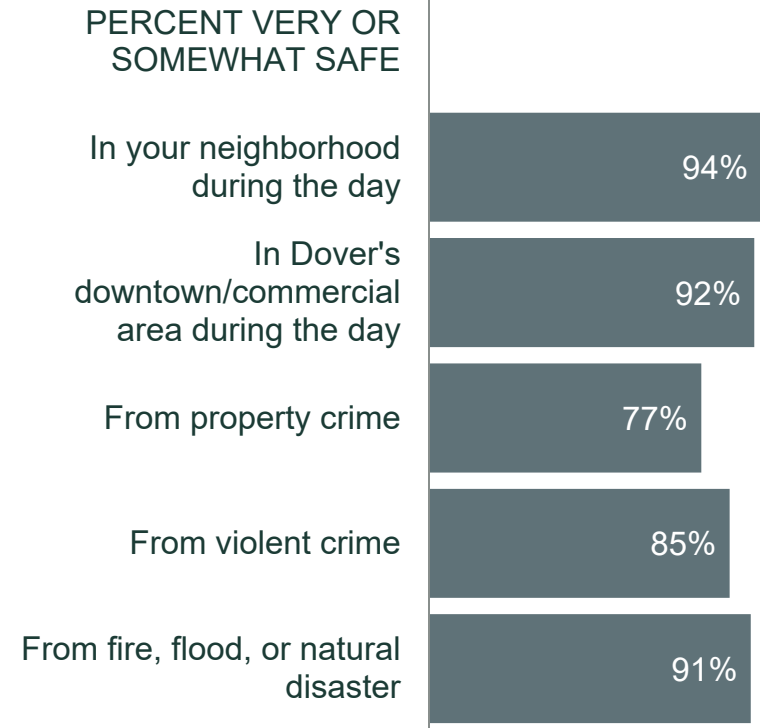


Overall feeling of safety in Dover,
2023



Please rate how safe or unsafe you feel:

- Higher
- Similar
- Lower



Safety Services in Dover



96%

Fire
services



94%

Ambulance/
Emergency
medical
services



81%

Police
services



82%

Fire
prevention/
education

Percent excellent or good
All similar to national and peer benchmarks



Key Finding #2

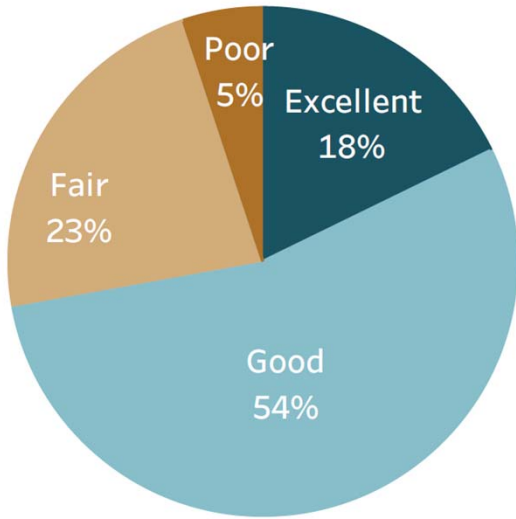
Residents appreciate Dover's natural environment and recreational opportunities.



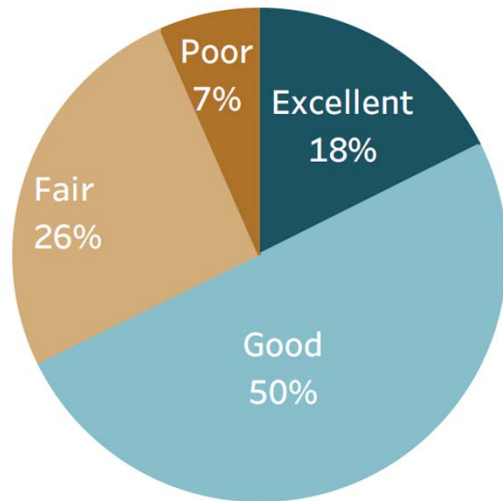
The Natural Environment in Dover



Overall quality of natural environment in Dover, 2023



Overall quality of parks and recreation opportunities, 2023



Please rate each of the following in the St. Lucie community:

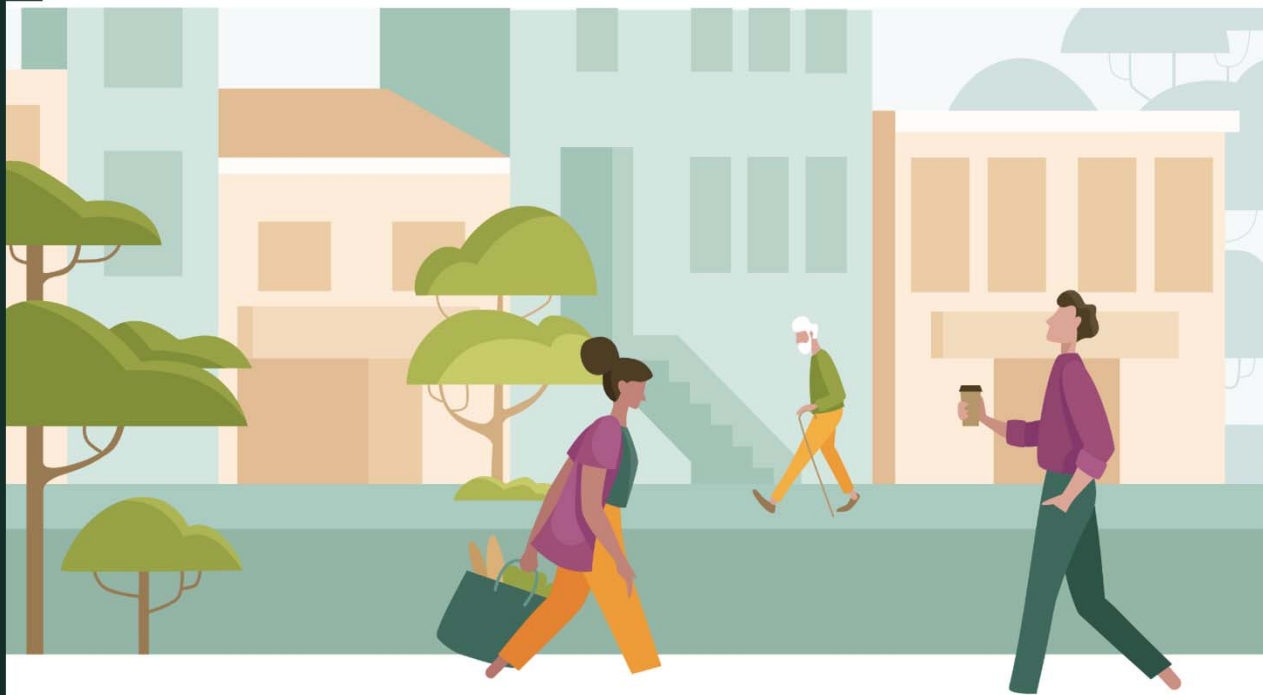


- Higher
- Similar
- Lower



Key Finding #3

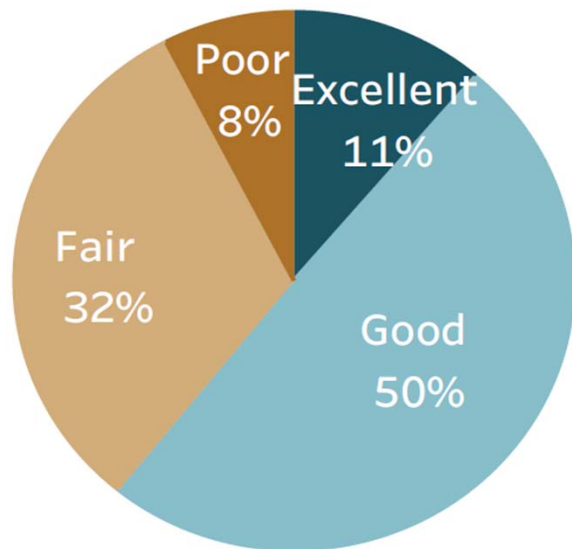
Many aspects of the local economy continue to receive positive review, but residents show concern about general affordability and their own economic outlook.



The Economy in Dover



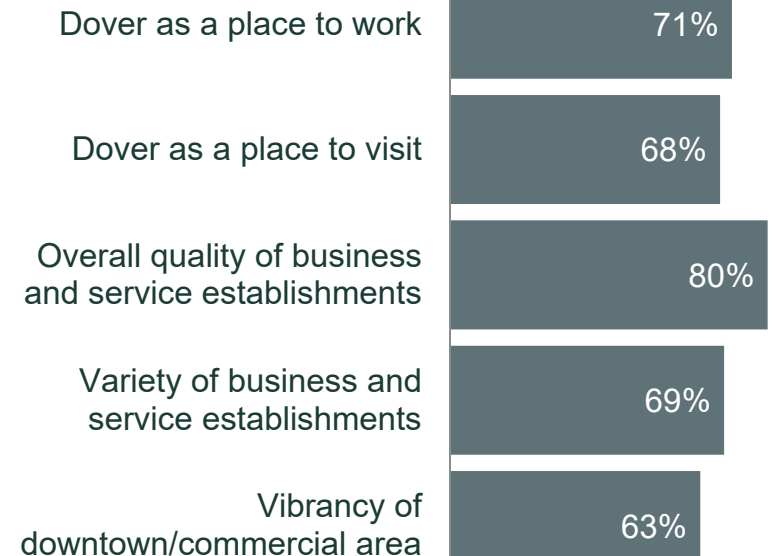
Overall economic health of
Dover, 2023



Please rate each of the following in the
Dover community:

PERCENT EXCELLENT OR
GOOD

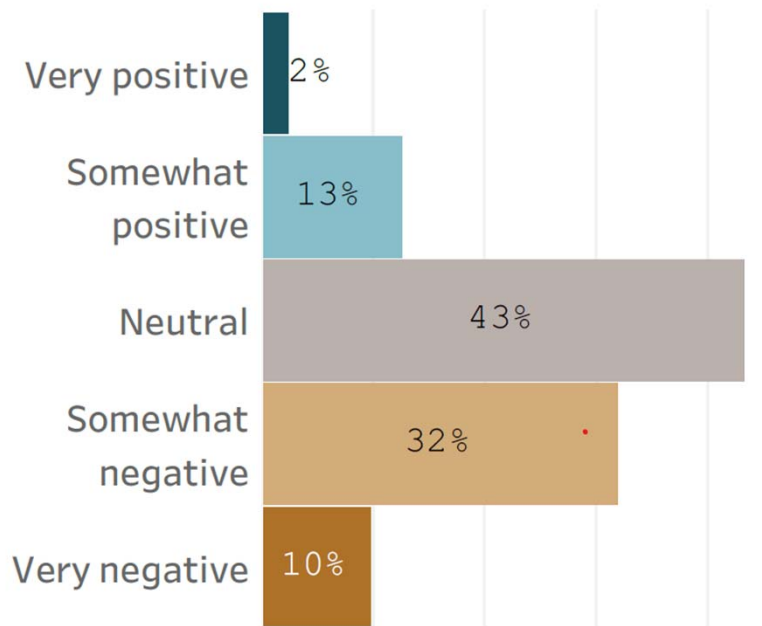
- Higher
- Similar
- Lower



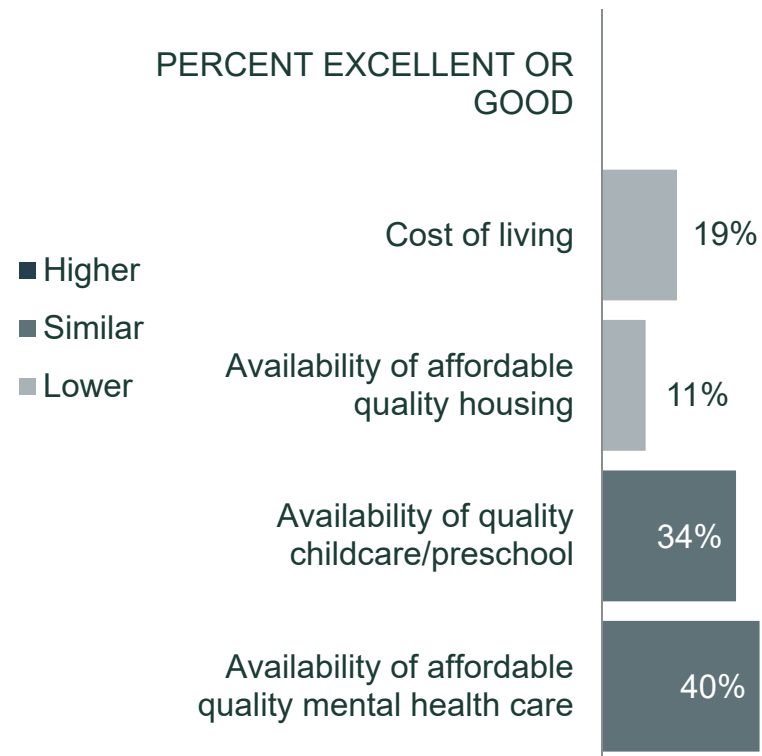
The Economy in Dover



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:



Please rate each of the following in the Dover community:





Key Finding #4

Residents' usage rates for alternative transportation are on the rise, but declining ratings in quality may indicate an opportunity for growth.



Alternative Transportation Use in Dover



28%

Used public transportation instead of driving *



49%

Carpooled instead of driving alone *



69%

Walked or biked instead of driving **

Percent excellent or good

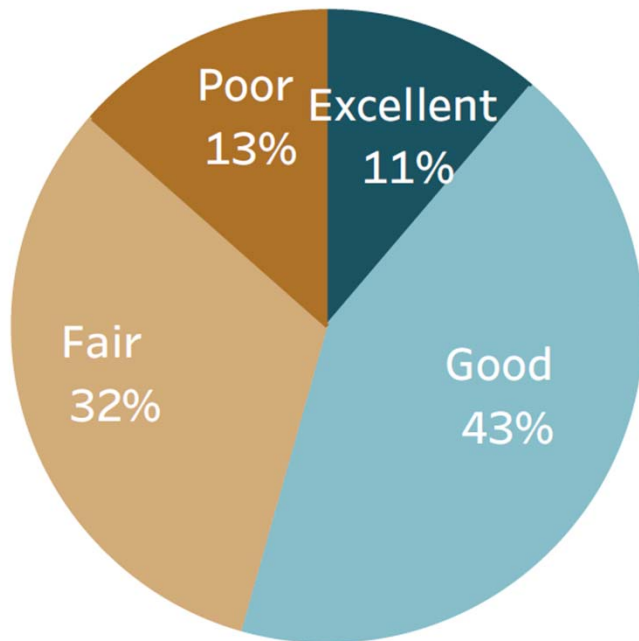
* Statistically significant increase from 2021

** Higher than national benchmarks

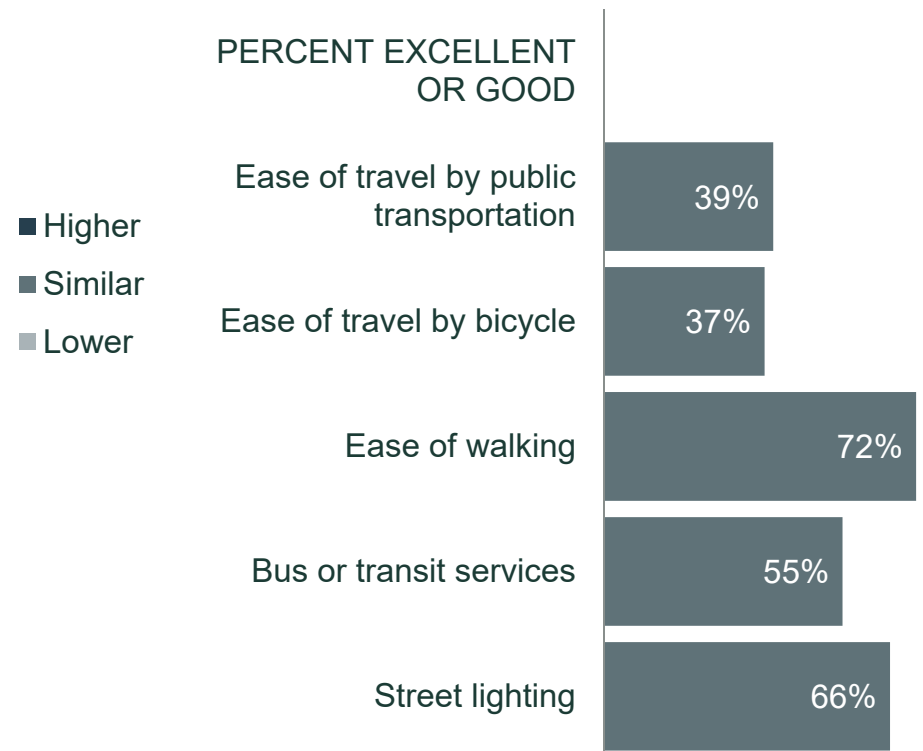
Mobility Ratings in Dover



Overall quality of the transportation system in Dover, 2023



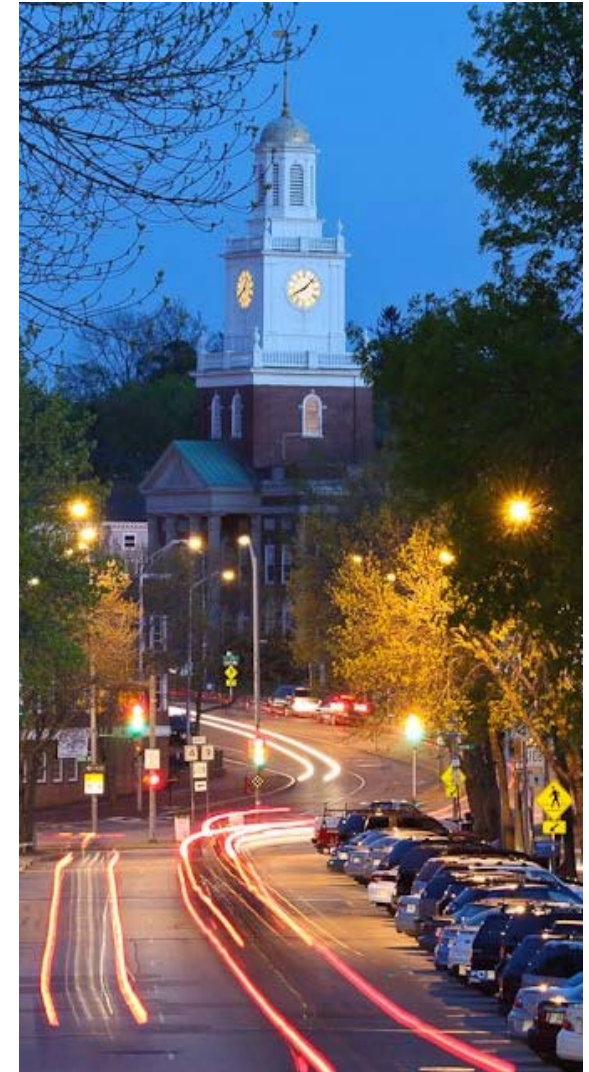
Please rate the quality of each of the following services in Dover:





Summary of Conclusions

1. Dover residents feel safe and experience a high quality of life.
2. Residents appreciate Dover's natural environment and recreational opportunities.
3. Many aspects of the local economy continue to receive positive reviews, but residents show additional concerns about general affordability and their own economic outlook.
4. Residents' usage rates for alternative transportation are on the rise, but declining ratings in quality may indicate an opportunity for growth.



Debriefing The Survey Results

What findings did you expect?

What findings were surprising?

Are there areas where you need to dig deeper?

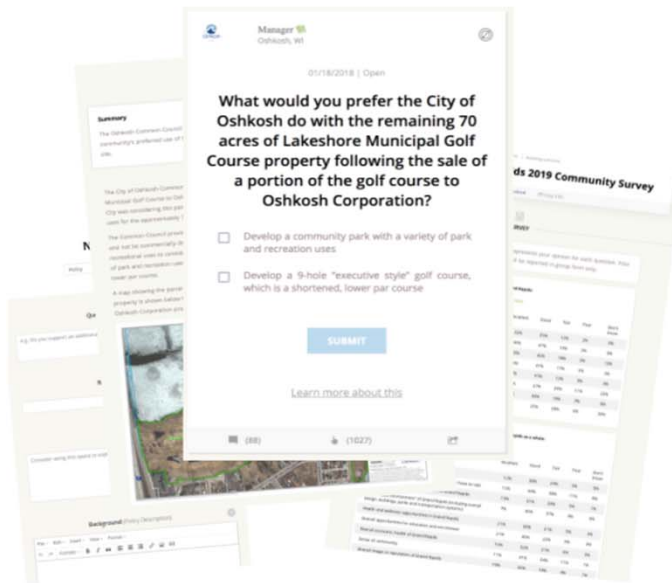
In what areas should you focus?

Continue Resident Engagement on Polco



Don't let the community input and dialogue conclude with the survey.

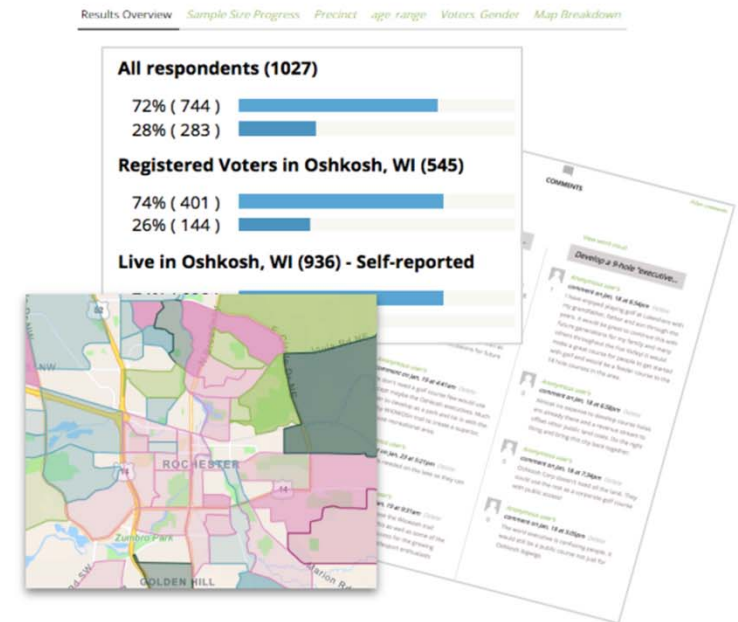
Post



Share



Analyze



- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management

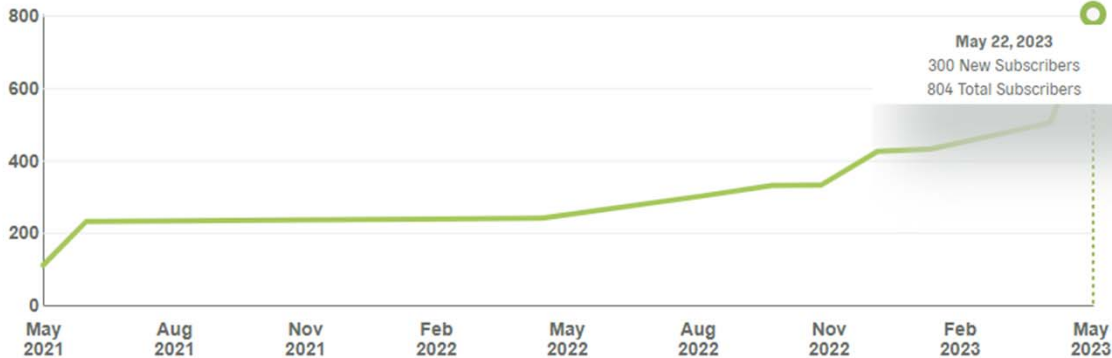


Better balanced participation



Save staff time and effort

Subscriber Growth Over Time (per month)



What's This?

May 22, 2023
300 New Subscribers
804 Total Subscribers

Polco

ENGAGEMENT

Participants

Content

Outreach

Polco Library

ACCOUNT

Profile

Settings

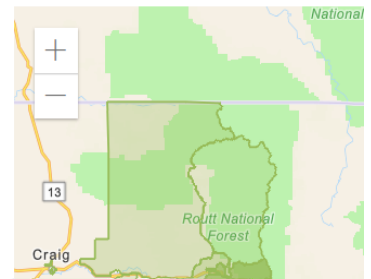
Superadmin

Configuration

Benchmark R

Participants

Residence of verified subscribers



Total Responses

What's This?

1,449

^ 1.73%
in the last 30 days

Questions?



Thank you!

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