



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

# Scottsdale, AZ

Community Livability Report

2018



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The National Citizen Survey™  
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Scottsdale. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

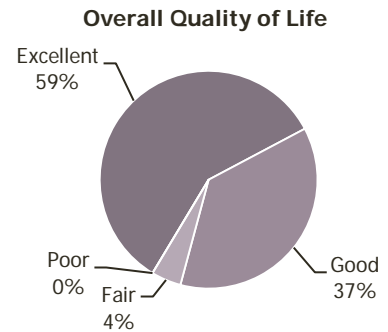
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 305 residents of the City of Scottsdale. The margin of error around any reported percentage is 6% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Scottsdale

Almost all residents rated the quality of life in Scottsdale as excellent or good. This rating was higher than the national comparison (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

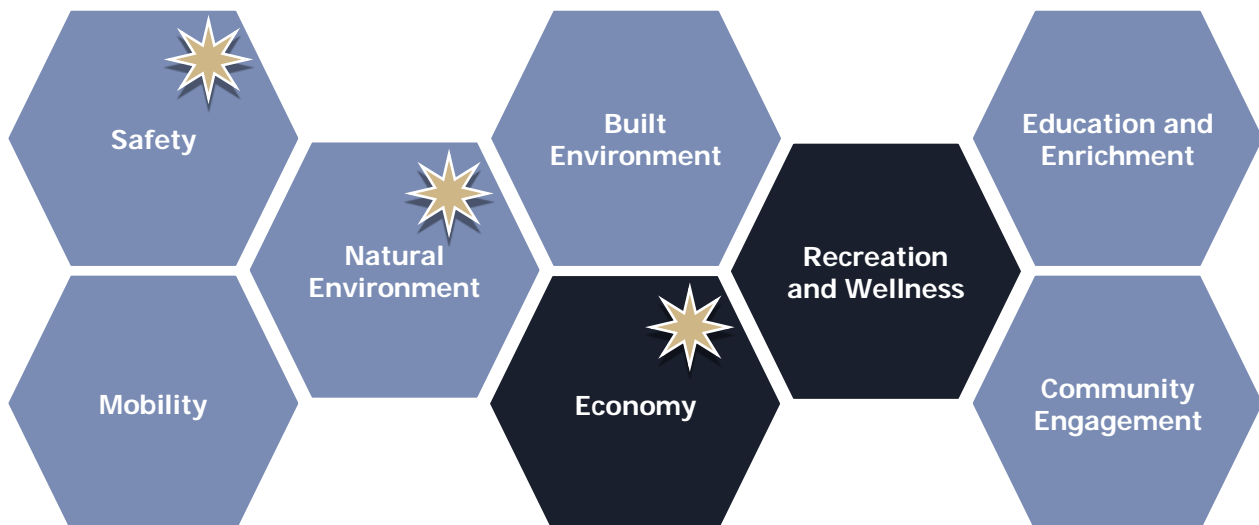
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Natural Environment and Economy as priorities for the Scottsdale community in the coming two years. The facets of Economy and Recreation and Wellness received ratings that were higher than the national benchmarks. All other facets had evaluations that were positive and similar to the national averages. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Scottsdale’s unique questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



# Community Characteristics

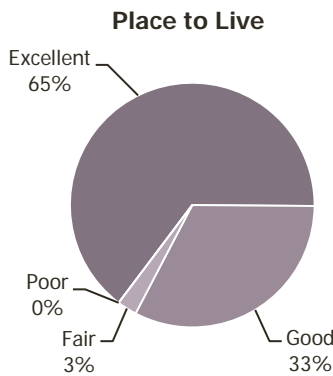
*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Scottsdale, almost all citizens rated the city as an excellent or good place to live. Respondents' reviews of Scottsdale as a place to live were higher than observed in other communities across the nation.

In addition to rating the city as a place to live, respondents rated several aspects of community quality including Scottsdale as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Scottsdale and its overall appearance. Nine in 10 residents gave favorable marks to the overall image or reputation of Scottsdale, their neighborhood as a place to live, Scottsdale as a place to retire and the City's overall appearance; these ratings were higher than the national averages. Ratings for Scottsdale as a place to retire were exceptional and were among the highest ratings ever recorded in NRC's benchmarking database

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of community livability. Evaluations of Economy were remarkably high, with scores higher than the national benchmark for overall economic health and overall quality of business and service establishments, and scores much higher than the national benchmark for vibrant downtown/commercial area,

shopping and employment opportunities, Scottsdale as a place to visit and Scottsdale as a place to work. Ratings for shopping opportunities were ranked 1<sup>st</sup> among all comparison communities.



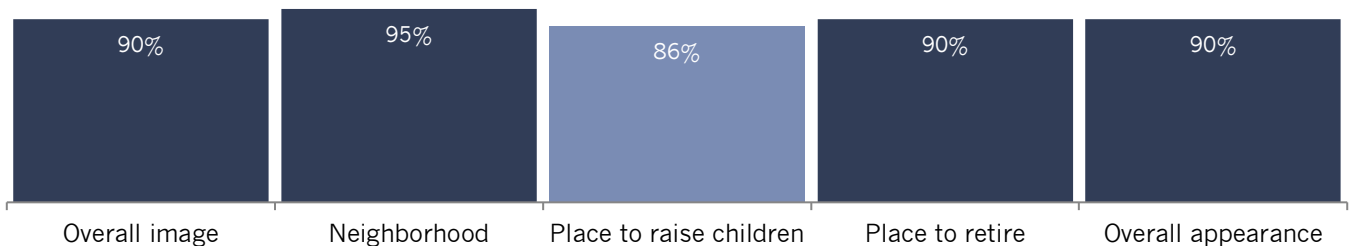
All of the ratings for Recreation and Wellness were strong and higher than observed across the nation. Health and wellness opportunities received marks much higher than the national benchmark.

Residents gave above-average marks to their overall feelings of safety in Scottsdale, as well as to the overall natural environment and the overall built environment. Several other aspects received high marks, including the availability

paths and walking trails, overall quality of new development in Scottsdale, overall opportunities for education and enrichment and opportunities to participate in social events and activities.

When compared to 2016, ratings in 2018 decreased for the availability of affordable quality housing, K-12 education, the availability of affordable quality child care/preschool and adult educational opportunities (for more information see the *Trends over Time* report under separate cover). All aspects of Community Characteristics remained stable from 2016 to 2018.

Percent rating positively (e.g., excellent/good)



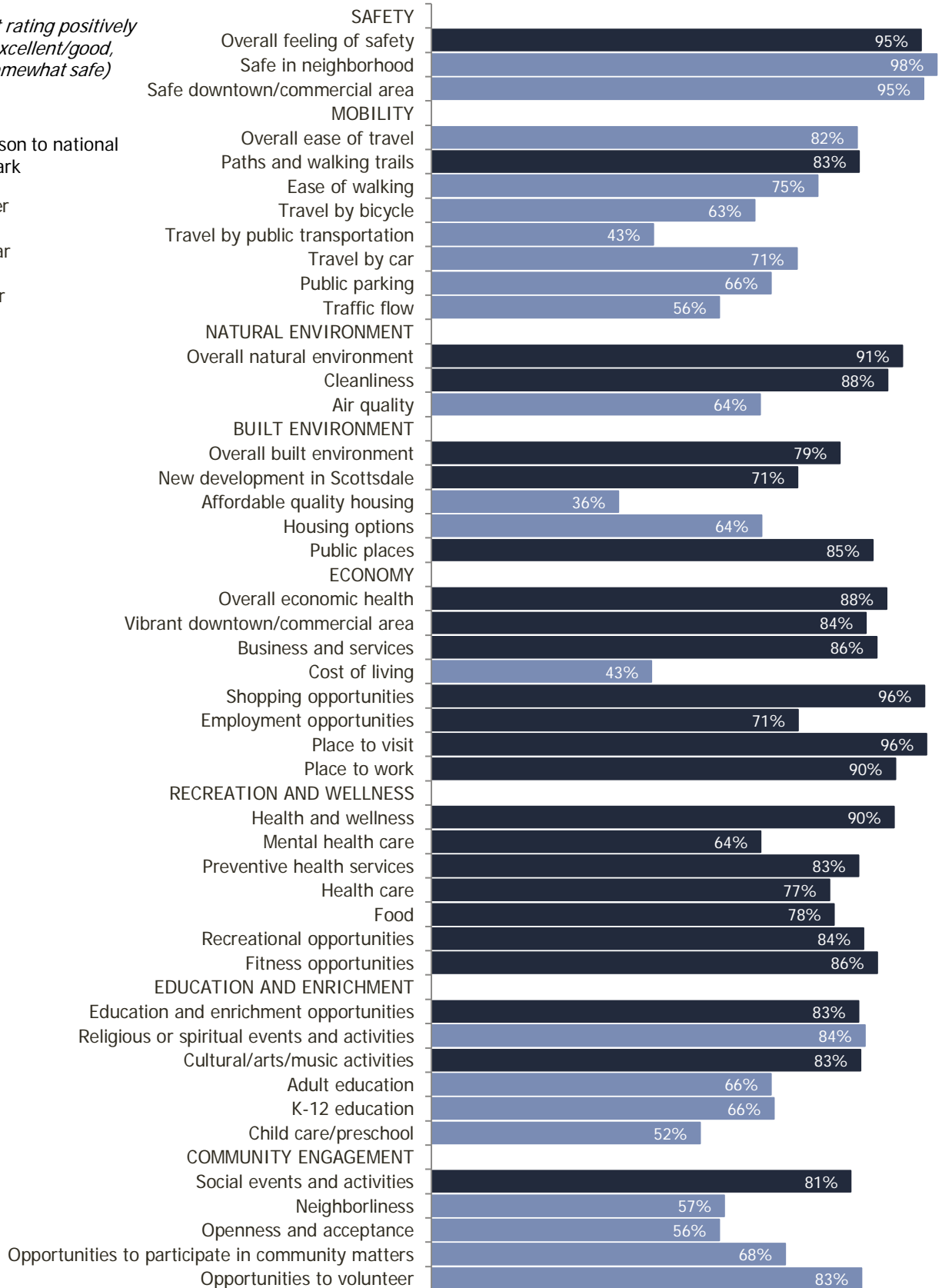
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

*How well does the government of Scottsdale meet the needs and expectations of its residents?*

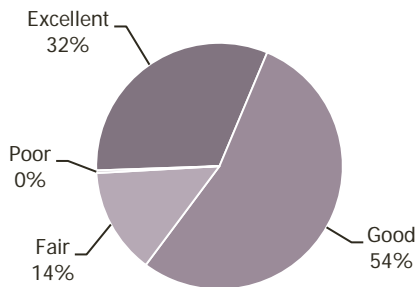
The overall quality of the services provided by Scottsdale as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 4 in 5 residents gave excellent or good ratings to the overall quality of City services, which was above-average. About one-third of respondents gave positive reviews to the Federal Government; this rating was on par with comparison communities nationwide.

Survey respondents also rated various aspects of Scottsdale’s leadership and governance. The overall customer service provided by Scottsdale employees received the highest marks, with 79% of respondents rating this aspect as excellent or good; however this rating decreased from 2016 to 2018. A majority of residents gave excellent or good ratings to all remaining aspects of government performance and these were similar to national averages.

Respondents evaluated over 30 individual services and amenities available in Scottsdale. All services related to Safety were positive and similar to the national benchmarks. Around 9 in 10 residents gave favorable marks to police services, fire services and ambulance or emergency medical services. Assessments of emergency preparedness decreased from 2016 to 2018.

Evaluations of Mobility were positive, with marks higher than the national averages for street repair, street cleaning and sidewalk maintenance. Assessments of traffic enforcement, street lighting, traffic signal timing and bus or transit services were similar to the national benchmarks.

Overall Quality of City Services



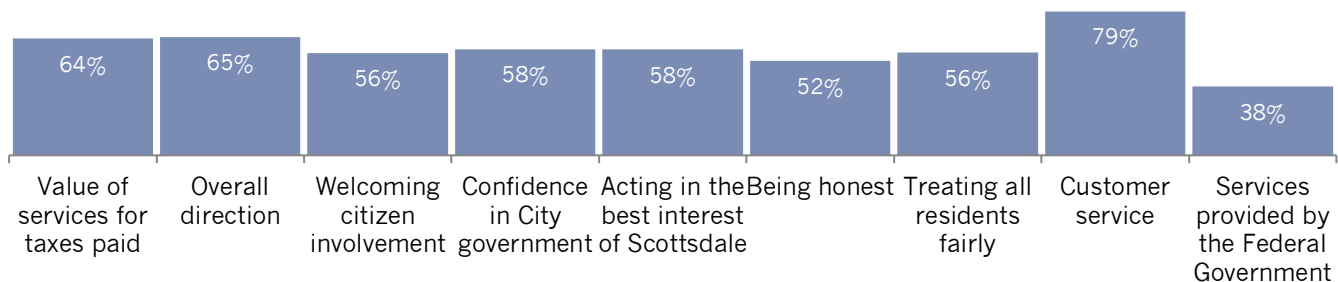
Scores for aspects of Natural Environment and Recreation and Wellness were favorable, with above-average ratings for yard waste pick-up, preservation of natural areas, open space (Scottsdale McDowell Sonoran Preserve), recreation programs or classes and recreation centers or facilities. Open space reviews were much higher than the national average. Assessments of yard waste pick-up improved from 2016 to 2018.

Ratings for code enforcement and public library services were strong and higher than the benchmarks. However, assessments of street cleaning and land use, planning and zoning declined from 2016 to 2018.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



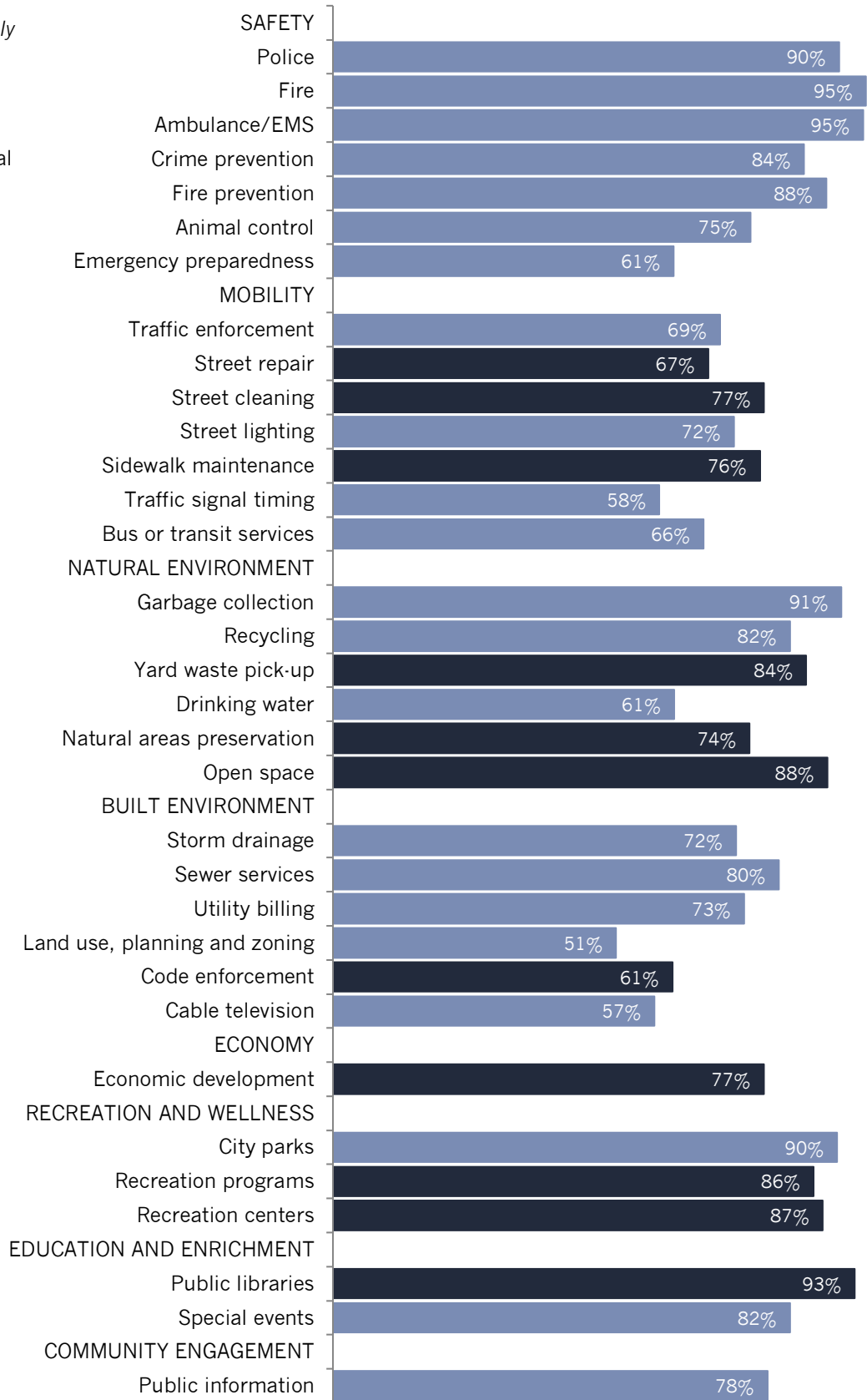
## The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower





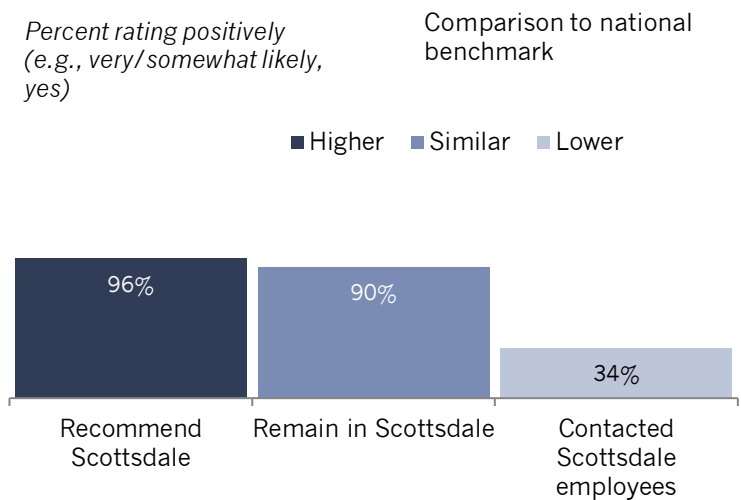
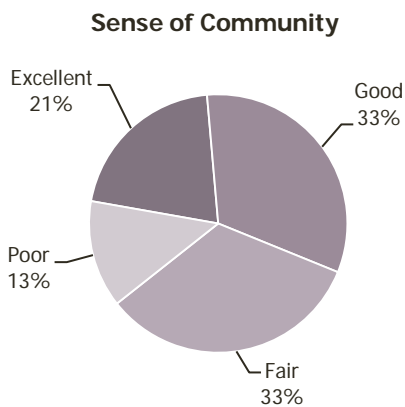
# Participation

*Are the residents of Scottsdale connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About half of Scottsdale residents gave high marks to the overall sense of community. This assessment was similar to what was observed in comparison communities across the nation.

Almost all residents were likely to recommend living in Scottsdale to someone who asked, which was higher than the national benchmark. About 9 in 10 residents planned to remain in Scottsdale for the next five years. About one-third of residents surveyed had contacted Scottsdale employees to ask for help or information in the 12 months prior to the survey; this rate of contact lower than the national averages and declined from 2016 to 2018.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates within Scottsdale varied widely, making the comparison to the benchmarks useful for interpreting the results. Overall, levels of Participation in Scottsdale were on par with the national benchmarks. Fewer residents reported stocking supplies in preparation for an emergency in Scottsdale than in other communities.



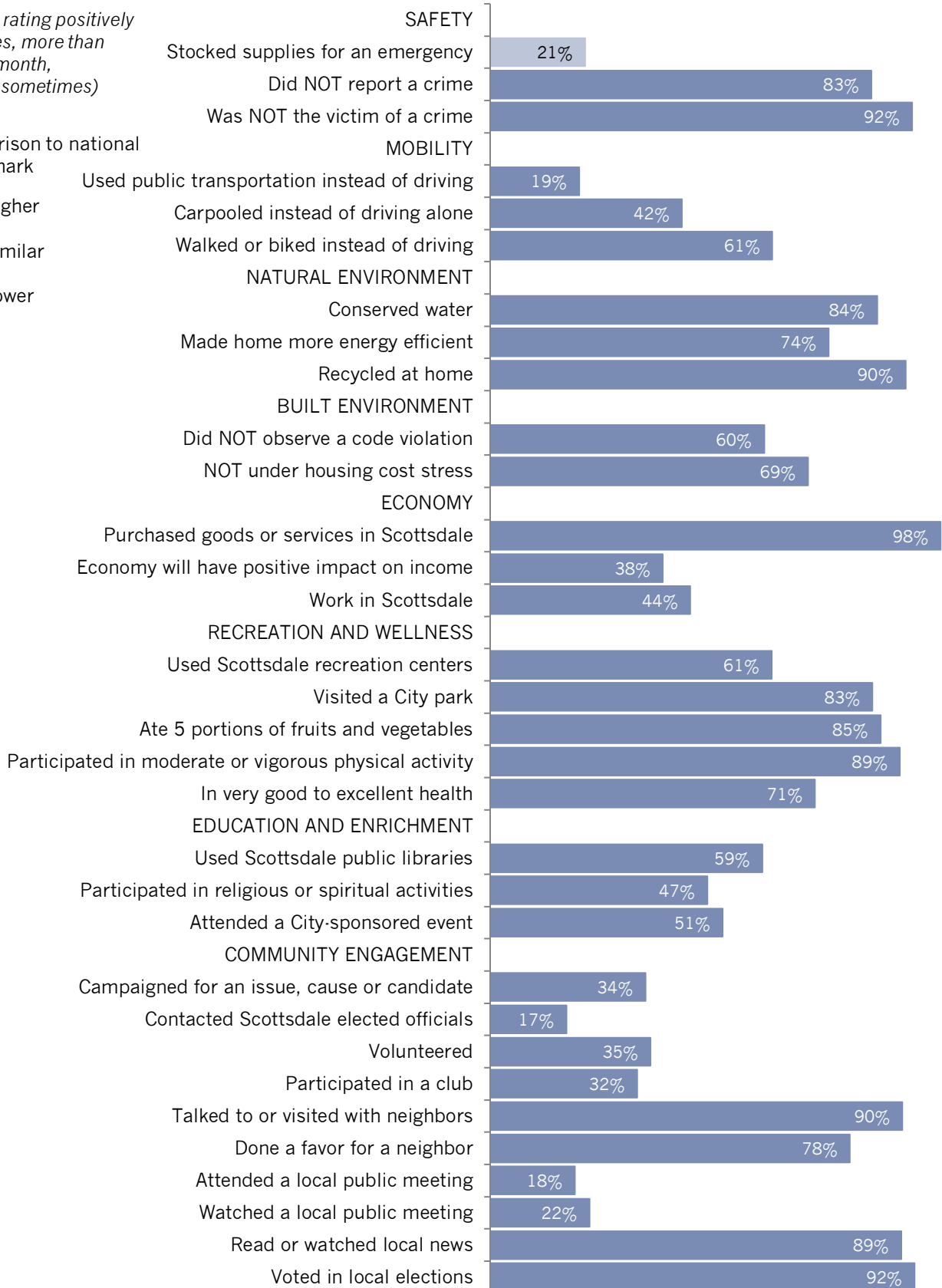
# The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



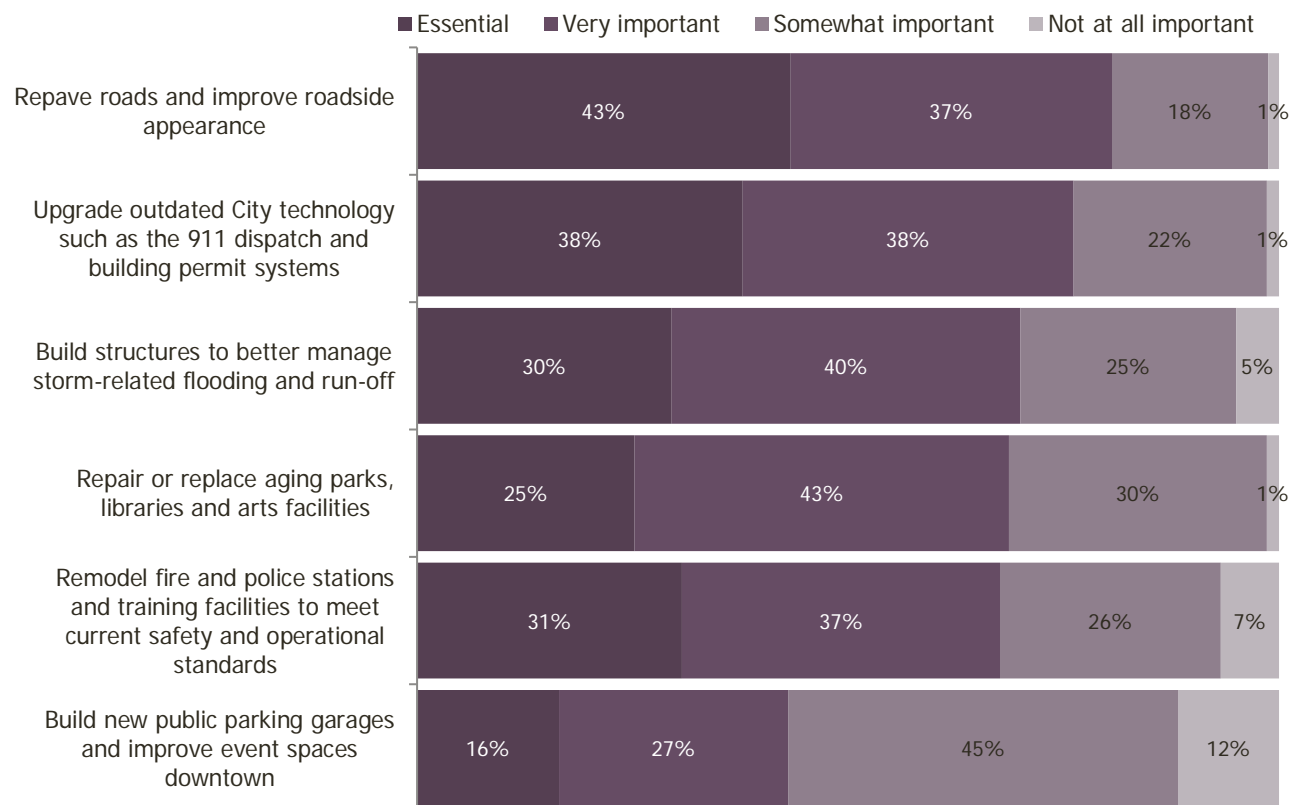
# Special Topics

The City of Scottsdale included four questions of special interest on The NCS. Scottsdale residents rated the importance of City initiatives, their level of agreement regarding water conservation topics, reported their use of Scottsdale McDowell Sonoran Preserve and sources of City information.

Community members rated how important it was for the City to invest in various initiatives over the next 10 years. About 8 in 10 community members felt it was essential or very important that the City repave roads and improve roadside appearance and upgrade outdated City technology such as the 911 dispatch and building permit systems. The initiative assessed as least important was building new public parking garages and improving event spaces downtown, with 4 in 10 residents saying this was essential or very important and 1 in 10 residents saying this was not at all important.

Figure 4: Importance of City Initiatives

*Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:*

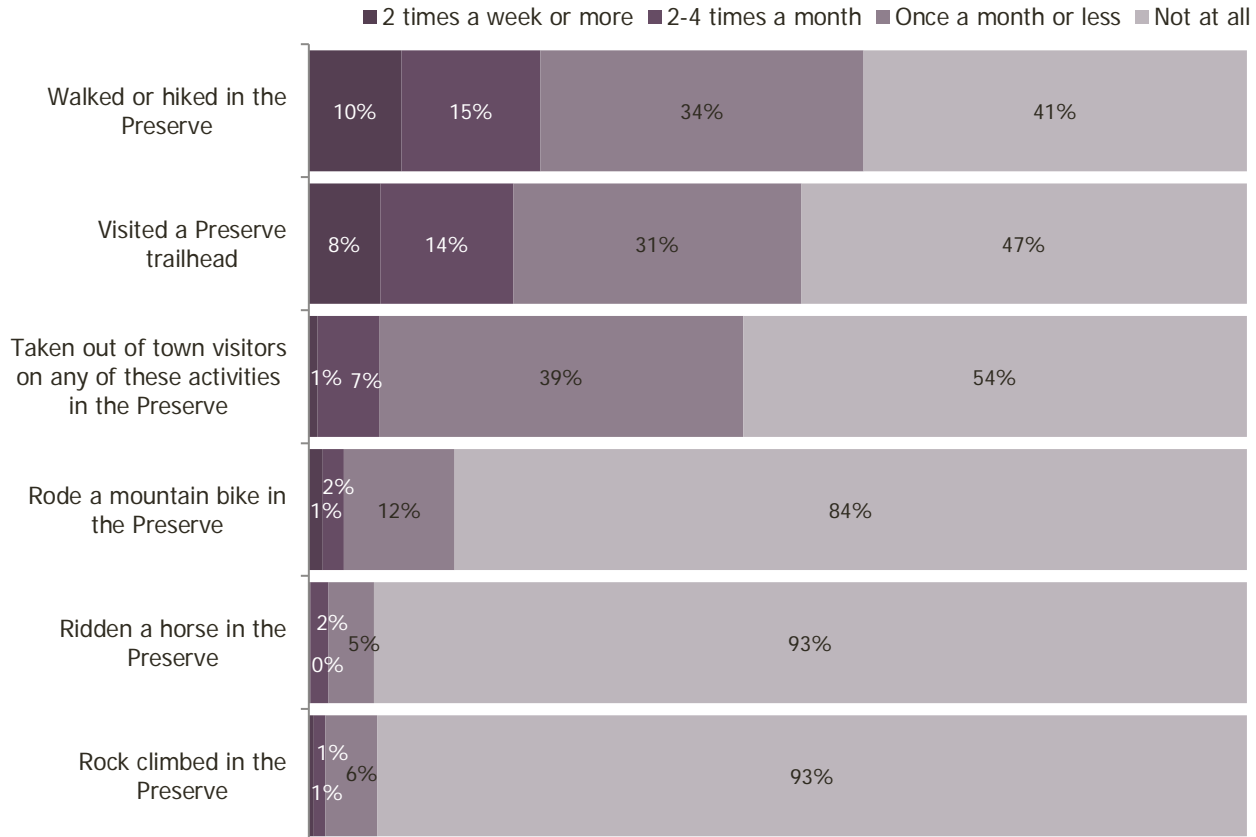


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Respondents were asked how often they used the Scottsdale McDowell Sonoran Preserve for different activities. The most common activities reported were walking or hiking in the Preserve and visiting a Preserve trailhead, with over half of residents using the Preserve for these activities in the 12 months prior to the survey. The least common activities reported were riding a horse and rock climbing in the Preserve.

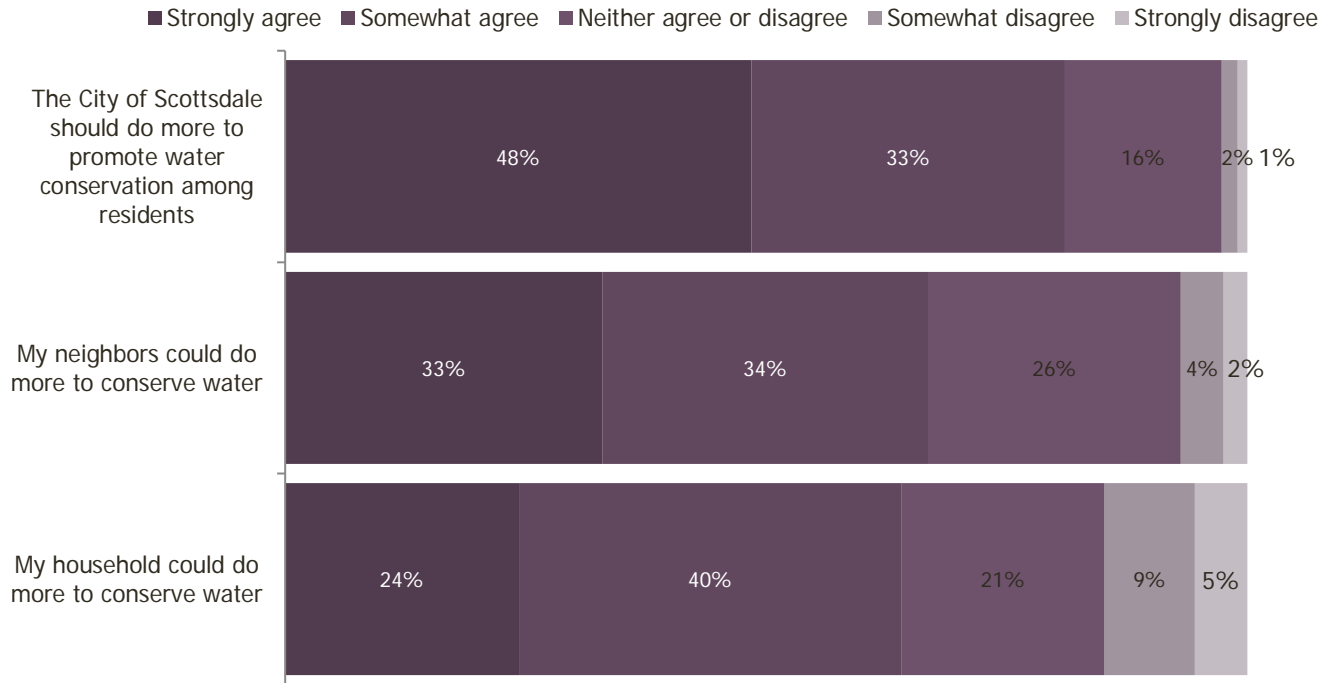
Figure 5: Activities in Scottsdale McDowell Sonoran Preserve

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.



Residents expressed their agreement or disagreement regarding water conservation topics. About 8 in 10 residents agreed that the City of Scottsdale should do more to promote water conservation among residents. About 7 in 10 residents agreed that their neighbors and their households could do more to conserve water.

Figure 6: Resident Opinion of Water Conservation Efforts  
 To what extent do you agree or disagree with each of the following statements?

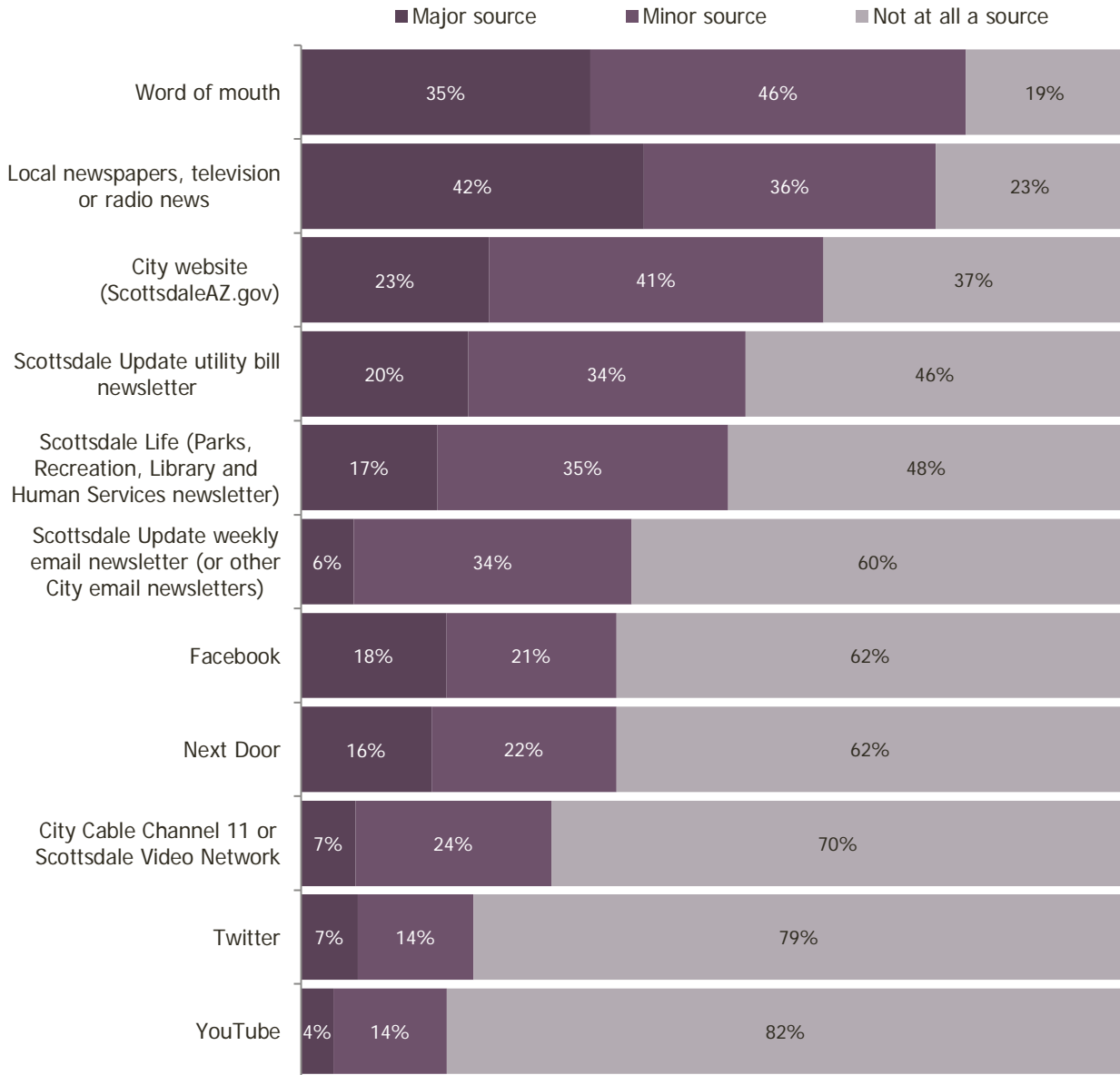


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When asked about sources used for obtaining information about Scottsdale, the most common sources of information were word of mouth and local newspapers, television or radio news; about 8 in 10 residents used these as a major or minor source. The least common sources of City information were Twitter and YouTube, with about 8 in 10 residents saying these were not at all a source.

Figure 7: Sources of City Information

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:



# Conclusions

## Residents continue to enjoy a high quality of life and strong sense of safety.

Almost all community members gave high marks to the overall quality of life in Scottsdale and Scottsdale as a place to live. About 9 in 10 residents positively rated the overall image or reputation of Scottsdale, their neighborhood as a place to live and its overall appearance; ratings higher than the national averages. Evaluations of Scottsdale as a place to retire were exceptional and among the highest ever recorded in NRC's benchmarking database. The proportion of residents who were likely to recommend living in Scottsdale to someone who asked was above-average. About 9 in 10 residents planned to remain in Scottsdale for the next five years and about half positively rated the sense of community in the city. Safety was a top priority for residents. About 9 in 10 residents positively rated the overall feeling of safety in Scottsdale and felt safe in their neighborhoods and the downtown/commercial area. Evaluations of the overall feeling of safety were higher than observed elsewhere in the country. Assessments of emergency preparedness declined from 2016 to 2018 and residents' reported levels of stocking supplies in preparation for an emergency were lower than the national benchmark; highlighting a possible area of opportunity for Scottsdale.

## Economy is a priority and residents applaud shopping and employment opportunities.

The economy was also identified as a priority for the community in the coming two years. Assessments within the facet of Economy were outstanding, with scores higher than the national averages for overall economic health, overall quality of business and service establishments and economic development. Residents' ratings of vibrant downtown/commercial area, shopping and employment opportunities, Scottsdale as a place to visit and Scottsdale as a place to work were much higher than what was observed elsewhere in the country. Additionally, reviews of shopping opportunities were ranked 1<sup>st</sup> among all comparison communities. About 4 in 10 residents believed the economy would have a positive impact on income, which was on par with other communities in the nation. Affordability was an asset in Scottsdale, with residents giving marks higher than the national benchmarks to availability of affordable quality food, health care and mental health care. About 4 in 10 community members gave high marks to cost of living, availability of affordable quality child care/preschool and availability of affordable quality housing; these rates were similar to the national averages. However, scores for availability of quality child care/preschool and housing declined from 2016 to 2018.

## Scottsdale residents are pleased with health and wellness opportunities in their city.

Evaluations of Recreation and Wellness in Scottsdale were very strong. Assessments of availability of preventive health services, recreational opportunities and fitness opportunities were higher than the national benchmarks. About 9 in 10 community members gave high marks to recreation programs or classes and recreation centers or facilities; these scores were also above-average. Ratings for health and wellness opportunities were much higher than the national averages and were ranked 3<sup>rd</sup> among comparison communities. About half of respondents had visited and walked or hiked in Scottsdale McDowell Sonoran Preserve in the 12 months prior to the survey. Yet, about 9 in 10 had not used the Preserve at all for mountain biking, horseback riding and rock climbing.



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## Scottsdale, AZ

Dashboard Summary of Findings

2018



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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 summarizes Scottsdale’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Scottsdale’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

General aspects of Community Characteristics tended to be higher than the national benchmarks. Other facets of Community Characteristics that were higher than observed in other communities in the country were Natural Environment, Built Environment, Economy and Recreation and Wellness. In Governance, evaluations of Natural Environment, Economy, Recreation and Wellness and Education and Enrichment tended to be higher than the national averages. Levels of Participation tended to be positive and similar to comparison communities. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	30	22	0	12	31	0	1	33	2
General	6	1	0	1	2	0	1	1	1
Safety	1	2	0	0	7	0	0	2	1
Mobility	1	7	0	3	4	0	0	3	0
Natural Environment	2	1	0	3	3	0	0	3	0
Built Environment	3	2	0	1	5	0	0	2	0
Economy	7	1	0	1	0	0	0	3	0
Recreation and Wellness	7	0	0	2	1	0	0	5	0
Education and Enrichment	2	4	0	1	1	0	0	3	0
Community Engagement	1	4	0	0	8	0	0	11	0

National Benchmark	
	Higher
	Similar
	Lower

# The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	90%	Customer service	↓	↔	79%	Recommend Scottsdale	↔	↑	96%
	Overall quality of life	↔	↑	96%	Services provided by Scottsdale	↔	↑	86%	Remain in Scottsdale	↔	↔	90%
	Place to retire	↔	↑↑	90%	Services provided by the Federal Government	↔	↔	38%	Contacted Scottsdale employees	↓	↓	34%
	Place to raise children	↔	↔	86%								
	Place to live	↔	↑	97%								
	Neighborhood	↔	↑	95%								
Safety	Overall image	↔	↑	90%								
	Overall feeling of safety	↔	↑	95%	Police	↔	↔	90%	Was NOT the victim of a crime	↔	↔	92%
	Safe in neighborhood	↔	↔	98%	Crime prevention	↔	↔	84%	Did NOT report a crime	↔	↔	83%
	Safe downtown/commercial area	↔	↔	95%	Fire	↔	↔	95%	Stocked supplies for an emergency	↔	↓	21%
					Fire prevention	↔	↔	88%				
					Ambulance/EMS	↔	↔	95%				
Mobility					Emergency preparedness	↓	↔	61%				
					Animal control	↔	↔	75%				
	Traffic flow	↔	↔	56%	Traffic enforcement	↔	↔	69%	Carpooled instead of driving alone	↓	↔	42%
	Travel by car	↔	↔	71%	Street repair	↔	↑	67%	Walked or biked instead of driving	↔	↔	61%
	Travel by bicycle	↔	↔	63%	Street cleaning	↓	↑	77%	Used public transportation instead of driving	↔	↔	19%
	Ease of walking	↔	↔	75%	Street lighting	↔	↔	72%				
	Travel by public transportation	↔	↔	43%	Sidewalk maintenance	↔	↑	76%				
Natural Environment	Overall ease travel	↔	↔	82%	Traffic signal timing	↔	↔	58%				
	Public parking	↔	↔	66%	Bus or transit services	↔	↔	66%				
	Paths and walking trails	↔	↑	83%								
	Overall natural environment	↔	↑	91%	Garbage collection	↔	↔	91%	Recycled at home	↔	↔	90%
	Air quality	↔	↔	64%	Recycling	↔	↔	82%	Conserved water	↔	↔	84%
	Cleanliness	↔	↑	88%	Yard waste pick-up	↑	↑	84%	Made home more energy efficient	↔	↔	74%
Built Environment					Drinking water	↔	↔	61%				
					Scottsdale McDowell Sonoran Preserve	↔	↑↑	88%				
					Natural areas preservation	↔	↑	74%				
	New development in Scottsdale	↔	↑	71%	Sewer services	↔	↔	80%	NOT experiencing housing cost stress	↔	↔	69%
	Affordable quality housing	↓	↔	36%	Storm drainage	↔	↔	72%	Did NOT observe a code violation	↔	↔	60%
	Housing options	↔	↔	64%	Utility billing	↔	↔	73%				
Built Environment	Overall built environment	↔	↑	79%	Land use, planning and zoning	↓	↔	51%				
	Public places	↔	↑	85%	Code enforcement	↔	↑	61%				
					Cable television	↔	↔	57%				

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

# The National Citizen Survey™

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↑	88%	Economic development	↔	↑	77%	Economy will have positive impact on income	↔	↔	38%
	Shopping opportunities	↔	↑↑	96%					Purchased goods or services in Scottsdale	↔	↔	98%
	Employment opportunities	↔	↑↑	71%					Work in Scottsdale	↔	↔	44%
	Place to visit	↔	↑↑	96%								
	Cost of living	↔	↔	43%								
	Vibrant downtown/commercial area	↔	↑↑	84%								
	Place to work	↔	↑↑	90%								
Recreation and Wellness	Business and services	↔	↑	86%								
	Fitness opportunities	↔	↑	86%	City parks	↔	↔	90%	In very good to excellent health	↔	↔	71%
	Recreational opportunities	↔	↑	84%	Recreation centers	↔	↑	87%	Used Scottsdale recreation centers	↔	↔	61%
	Health care	↔	↑	77%	Recreation programs	↔	↑	86%	Visited a City park	↔	↔	83%
	Food	↔	↑	78%					Ate 5 portions of fruits and vegetables	↔	↔	85%
	Mental health care	↔	↑	64%					Participated in moderate or vigorous physical activity	↔	↔	89%
	Health and wellness	↔	↑↑	90%								
Education and Enrichment	Preventive health services	↔	↑	83%								
	K-12 education	↓	↔	66%	Public libraries	↔	↑	93%	Used Scottsdale public libraries	↔	↔	59%
	Cultural/arts/music activities	↔	↑	83%	Special events	↔	↔	82%	Participated in religious or spiritual activities	↔	↔	47%
	Child care/preschool	↓	↔	52%					Attended a City-sponsored event	↔	↔	51%
	Religious or spiritual events and activities	↔	↔	84%								
	Adult education	↓	↔	66%								
Community Engagement	Overall education and enrichment	↔	↑	83%								
	Opportunities to participate in community matters	↔	↔	68%	Public information	↔	↔	78%	Sense of community	↓	↔	53%
	Opportunities to volunteer	↔	↔	83%	Overall direction	↔	↔	65%	Voted in local elections	↔	↔	92%
	Openness and acceptance	↔	↔	56%	Value of services for taxes paid	↔	↔	64%	Talked to or visited with neighbors	↔	↔	90%
	Social events and activities	↔	↑	81%	Welcoming citizen involvement	↔	↔	56%	Attended a local public meeting	↔	↔	18%
	Neighborliness	↔	↔	57%	Confidence in City government	↔	↔	58%	Watched a local public meeting	↔	↔	22%
					Acting in the best interest of Scottsdale	↔	↔	58%	Volunteered	↔	↔	35%
					Being honest	↔	↔	52%	Participated in a club	↔	↔	32%
					Treating all residents fairly	↔	↔	56%	Campaigned for an issue, cause or candidate	↔	↔	34%
									Contacted Scottsdale elected officials	↔	↔	17%
								Read or watched local news	↔	↔	89%	
								Done a favor for a neighbor	↔	↔	78%	

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available



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The National Citizen Survey<sup>TM</sup>

## Scottsdale, AZ

Trends over Time

2018



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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 2018 ratings for the City of Scottsdale to its previous survey results in 2003, 2004, 2006, 2010, 2013 and 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Scottsdale 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 greater than eight percentage points between the 2016 and 2018 surveys, otherwise the comparisons between 2016 and 2018 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 Scottsdale for 2018 generally remained stable. Of the 131 items for which comparisons were available, 119 items were rated similarly in 2016 and 2018, 11 items showed a decrease in ratings and one item showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, most ratings remained stable from 2016 to 2018. Most ratings decreases were concentrated in the facet of Education and Enrichment, with K-12 education, the availability of affordable quality child care/preschool and adult educational opportunities receiving lower marks. The availability of affordable quality housing also received less positive ratings in 2018 compared to 2016.
- In Governance, assessments of yard waste pick-up improved from 2016 to 2018. There were four aspects for which ratings decreased, including emergency preparedness; land use, planning and zoning, street cleaning, and overall customer service by Scottsdale employees.
- From 2016 to 2018, levels of Participation for most items remained stable in Scottsdale. Fewer residents reported they had carpooled or had contacted the City of Scottsdale for help or information. Community members' evaluations of the sense of community in Scottsdale also decreased.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)							2018 rating compared to 2016	Comparison to benchmark						
	2003	2004	2006	2010	2013	2016	2018		2003	2004	2006	2010	2013	2016	2018
Overall quality of life	91%	93%	90%	94%	98%	96%	96%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
Overall image	NA	NA	NA	92%	91%	89%	90%	Similar	NA	NA	NA	Much higher	Higher	Higher	Higher
Place to live	94%	95%	94%	96%	98%	98%	97%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
Neighborhood	87%	89%	90%	91%	93%	93%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
Place to raise children	80%	81%	78%	85%	92%	89%	86%	Similar	Higher	Higher	Similar	Much higher	Similar	Similar	Similar
Place to retire	82%	86%	81%	91%	91%	92%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher
Overall appearance	89%	90%	87%	94%	96%	93%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)							2018 rating compared to 2016	Comparison to benchmark						
		2003	2004	2006	2010	2013	2016	2018		2003	2004	2006	2010	2013	2016	2018
Safety	Overall feeling of safety	NA	NA	NA	NA	94%	92%	95%	Similar	NA	NA	NA	NA	Higher	Similar	Higher
	Safe in neighborhood	95%	95%	96%	98%	97%	97%	98%	Similar	Higher	Higher	Higher	Much higher	Similar	Similar	Similar
	Safe downtown/commercial area	92%	93%	91%	91%	97%	94%	95%	Similar	Much lower	Much higher	Higher	Higher	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	NA	NA	NA	87%	76%	82%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Paths and walking trails	NA	NA	NA	82%	89%	84%	83%	Similar	NA	NA	NA	Much higher	Much higher	Higher	Higher
	Ease of walking	NA	NA	68%	73%	85%	78%	75%	Similar	NA	NA	Much higher	Much higher	Higher	Similar	Similar
	Travel by bicycle	54%	59%	55%	68%	69%	65%	63%	Similar	Similar	Higher	Higher	Much higher	Higher	Similar	Similar
	Travel by public transportation	NA	NA	12%	NA	40%	39%	43%	Similar	NA	NA	Much lower	NA	Similar	Similar	Similar
	Travel by car	52%	51%	40%	69%	76%	70%	71%	Similar	Similar	Similar	Much lower	Much higher	Similar	Similar	Similar
	Public parking	NA	NA	NA	NA	65%	65%	66%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Traffic flow	29%	22%	19%	57%	62%	55%	56%	Similar	NA	NA	NA	Much higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)							2018 rating compared to 2016	Comparison to benchmark						
		2003	2004	2006	2010	2013	2016	2018		2003	2004	2006	2010	2013	2016	2018
Natural Environment	Overall natural environment	NA	NA	NA	82%	89%	88%	91%	Similar	NA	NA	NA	Higher	Higher	Similar	Higher
	Cleanliness	NA	NA	NA	93%	91%	92%	88%	Similar	NA	NA	NA	Much higher	Higher	Higher	Higher
	Air quality	NA	NA	NA	60%	63%	69%	64%	Similar	NA	NA	NA	Lower	Similar	Similar	Similar
Built Environment	Overall built environment	NA	NA	NA	NA	81%	81%	79%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
	New development in Scottsdale	NA	NA	NA	76%	78%	71%	71%	Similar	NA	NA	NA	Much higher	Higher	Higher	Higher
	Affordable quality housing	NA	NA	NA	NA	49%	45%	36%	Lower	NA	NA	NA	NA	Similar	Similar	Similar
	Housing options	NA	NA	NA	70%	71%	72%	64%	Similar	NA	NA	NA	Much higher	Higher	Higher	Similar
	Public places	NA	NA	NA	NA	88%	88%	85%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
Economy	Overall economic health	NA	NA	NA	NA	82%	85%	88%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
	Vibrant downtown/commercial area	NA	NA	NA	NA	85%	86%	84%	Similar	NA	NA	NA	NA	Much higher	Much higher	Much higher
	Business and services	NA	NA	NA	89%	89%	88%	86%	Similar	NA	NA	NA	Much higher	Higher	Higher	Higher
	Cost of living	NA	NA	NA	NA	52%	48%	43%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Shopping opportunities	94%	95%	95%	93%	96%	94%	96%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher
	Employment opportunities	47%	53%	62%	51%	67%	66%	71%	Similar	Higher	Much higher	Much higher	Much higher	Much higher	Higher	Much higher
	Place to visit	NA	NA	NA	NA	94%	95%	96%	Similar	NA	NA	NA	NA	Much higher	Much higher	Much higher
	Place to work	NA	NA	84%	88%	86%	92%	90%	Similar	NA	NA	Much higher	Much higher	Much higher	Much higher	Much higher
	Health and wellness	NA	NA	NA	NA	92%	92%	90%	Similar	NA	NA	NA	NA	Higher	Higher	Much higher
	Mental health care	NA	NA	NA	NA	61%	68%	64%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
Recreation and Wellness	Preventive health services	NA	NA	NA	NA	83%	85%	83%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
	Health care	NA	NA	NA	NA	78%	80%	77%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
	Food	NA	NA	NA	NA	81%	84%	78%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
	Recreational opportunities	81%	83%	85%	86%	89%	89%	84%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Fitness opportunities	NA	NA	NA	NA	89%	90%	86%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
	Education and enrichment opportunities	NA	NA	NA	NA	82%	86%	83%	Similar	NA	NA	NA	NA	Higher	Higher	Higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)							2018 rating compared to 2016	Comparison to benchmark						
		2003	2004	2006	2010	2013	2016	2018		2003	2004	2006	2010	2013	2016	2018
Enrichment	Religious or spiritual events and activities	NA	NA	NA	88%	92%	90%	84%	Similar	NA	NA	NA	Higher	Higher	Similar	Similar
	Cultural/arts/music activities	79%	77%	77%	80%	88%	85%	83%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Adult education	NA	NA	NA	NA	76%	77%	66%	Lower	NA	NA	NA	NA	Higher	Similar	Similar
	K-12 education	NA	NA	NA	78%	77%	81%	66%	Lower	NA	NA	NA	Higher	Similar	Similar	Similar
	Child care/preschool	NA	NA	NA	NA	63%	65%	52%	Lower	NA	NA	NA	NA	Higher	Similar	Similar
Community Engagement	Social events and activities	NA	NA	NA	79%	81%	76%	81%	Similar	NA	NA	NA	Much higher	Higher	Similar	Higher
	Neighborhoodness	NA	NA	NA	NA	58%	57%	57%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Openness and acceptance	NA	NA	NA	55%	58%	58%	56%	Similar	NA	NA	NA	Lower	Similar	Similar	Similar
	Opportunities to participate in community matters	NA	NA	NA	67%	66%	66%	68%	Similar	NA	NA	NA	Similar	Similar	Similar	Similar
	Opportunities to volunteer	NA	NA	NA	77%	79%	77%	83%	Similar	NA	NA	NA	Higher	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)							2018 rating compared to 2016	Comparison to benchmark						
	2003	2004	2006	2010	2013	2016	2018		2003	2004	2006	2010	2013	2016	2018
Services provided by Scottsdale	83%	88%	81%	88%	87%	89%	86%	Similar	Higher	Much higher	Much higher	Much higher	Similar	Higher	Higher
Customer service	80%	80%	76%	83%	80%	90%	79%	Lower	Higher	Similar	Similar	Much higher	Similar	Higher	Similar
Value of services for taxes paid	NA	NA	69%	74%	70%	71%	64%	Similar	NA	NA	Much higher	Much higher	Higher	Higher	Similar
Overall direction	51%	67%	57%	64%	72%	70%	65%	Similar	Similar	Much higher	Similar	Higher	Similar	Similar	Similar
Welcoming citizen involvement	54%	63%	51%	55%	52%	61%	56%	Similar	Similar	Higher	Similar	Similar	Similar	Similar	Similar
Confidence in City government	NA	NA	NA	NA	59%	63%	58%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Acting in the best interest of Scottsdale	NA	NA	NA	NA	60%	64%	58%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Being honest	NA	NA	NA	NA	53%	59%	52%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Treating all residents fairly	NA	NA	NA	NA	57%	63%	56%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Services provided by the Federal Government	41%	47%	37%	43%	34%	40%	38%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar



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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)						2018 rating compared to 2016	Comparison to benchmark							
		2003	2004	2006	2010	2013	2016		2018	2003	2004	2006	2010	2013	2016	2018
Safety	Police	83%	87%	82%	90%	90%	91%	90%	Similar	Similar	Higher	Much higher	Much higher	Similar	Higher	Similar
	Fire	91%	94%	96%	96%	97%	98%	95%	Similar	Similar	Similar	Much higher	Higher	Similar	Similar	Similar
	Ambulance/EMS	91%	93%	92%	95%	97%	98%	95%	Similar	Similar	Similar	Higher	Much higher	Similar	Similar	Similar
	Crime prevention	NA	NA	NA	84%	87%	85%	84%	Similar	NA	NA	NA	Much higher	Higher	Higher	Similar
	Fire prevention	NA	NA	NA	88%	88%	87%	88%	Similar	NA	NA	NA	Much higher	Similar	Similar	Similar
	Animal control	70%	73%	73%	72%	79%	80%	75%	Similar	Similar	Higher	Much higher	Much higher	Similar	Higher	Similar
	Emergency preparedness	NA	NA	NA	60%	71%	71%	61%	Lower	NA	NA	NA	Similar	Similar	Similar	Similar
Mobility	Traffic enforcement	61%	63%	58%	71%	76%	73%	69%	Similar	Similar	Similar	Similar	Higher	Similar	Similar	Similar
	Street repair	63%	63%	60%	67%	66%	69%	67%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Street cleaning	75%	76%	70%	82%	76%	85%	77%	Lower	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Street lighting	NA	NA	NA	75%	77%	77%	72%	Similar	NA	NA	NA	Much higher	Higher	Higher	Similar
	Sidewalk maintenance	70%	74%	66%	78%	75%	80%	76%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Traffic signal timing	53%	54%	48%	57%	60%	62%	58%	Similar	Higher	Similar	Similar	Higher	Similar	Similar	Similar
	Bus or transit services	38%	35%	37%	57%	56%	64%	66%	Similar	Much lower	Much lower	Much lower	Similar	Similar	Similar	Similar
Natural Environment	Garbage collection	91%	89%	88%	92%	89%	95%	91%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Higher	Similar
	Recycling	80%	82%	77%	87%	81%	87%	82%	Similar	Similar	Higher	Higher	Much higher	Similar	Similar	Similar
	Yard waste pick-up	76%	78%	75%	86%	76%	76%	84%	Higher	Much lower	Higher	Much higher	Much higher	Similar	Similar	Higher
	Drinking water	40%	39%	42%	52%	59%	56%	61%	Similar	Much lower	Much lower	Much lower	Much lower	Similar	Lower	Similar
	Natural areas preservation	NA	NA	NA	78%	78%	77%	74%	Similar	NA	NA	NA	Much higher	Higher	Higher	Higher
	Scottsdale McDowell Sonoran	NA	NA	NA	NA	95%	89%	88%	Similar	NA	NA	NA	NA	Much higher	Much higher	Much higher

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		Percent rating positively (e.g., excellent/good)							2018 rating compared to 2016	Comparison to benchmark						
		2003	2004	2006	2010	2013	2016	2018		2003	2004	2006	2010	2013	2016	2018
	Preserve															
Built Environment	Storm drainage	53%	51%	48%	70%	69%	69%	72%	Similar	Similar	Similar	Similar	Much higher	Similar	Similar	Similar
	Sewer services	NA	NA	NA	83%	84%	83%	80%	Similar	NA	NA	NA	Much higher	Similar	Similar	Similar
	Utility billing	NA	NA	NA	NA	79%	70%	73%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Land use, planning and zoning	40%	52%	48%	60%	70%	61%	51%	Lower	Lower	Higher	Higher	Much higher	Higher	Similar	Similar
	Code enforcement	57%	59%	59%	72%	74%	68%	61%	Similar	Higher	Higher	Much higher	Much higher	Higher	Higher	Higher
	Cable television	NA	NA	NA	68%	64%	58%	57%	Similar	NA	NA	NA	Much higher	Similar	Similar	Similar
Economy	Economic development	57%	65%	72%	60%	72%	79%	77%	Similar	Higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
Recreation and Wellness	City parks	90%	89%	84%	93%	95%	90%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar	Similar
	Recreation programs	88%	84%	80%	85%	91%	89%	86%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Recreation centers	NA	NA	NA	86%	93%	87%	87%	Similar	NA	NA	NA	Much higher	Higher	Higher	Higher
Education and Enrichment	Special events	NA	NA	NA	NA	81%	80%	82%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Public libraries	90%	91%	88%	93%	94%	95%	93%	Similar	Higher	Much higher	Much higher	Much higher	Similar	Higher	Higher
Community Engagement	Public information	74%	77%	73%	77%	82%	80%	78%	Similar	Much lower	Much higher	Much higher	Much higher	Similar	Higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2018 rating compared to 2016	Comparison to benchmark						
	2003	2004	2006	2010	2013	2016	2018		2003	2004	2006	2010	2013	2016	2018
Sense of community	53%	57%	54%	59%	54%	62%	53%	Lower	Similar	Similar	Lower	Similar	Similar	Similar	Similar
Recommend Scottsdale	NA	NA	NA	96%	96%	94%	96%	Similar	NA	NA	NA	Much higher	Higher	Similar	Higher
Remain in Scottsdale	NA	NA	NA	92%	94%	94%	90%	Similar	NA	NA	NA	Much higher	Higher	Higher	Similar
Contacted Scottsdale employees	54%	53%	54%	50%	39%	54%	34%	Lower	NA	NA	NA	Lower	Lower	Similar	Lower

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Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2018 rating compared to 2016	Comparison to benchmark						
		2003	2004	2006	2010	2013	2016	2018		2003	2004	2006	2010	2013	2016	2018
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	18%	26%	21%	Similar	NA	NA	NA	NA	Lower	Lower	Lower
	Did NOT report a crime	NA	NA	NA	NA	85%	85%	83%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Was NOT the victim of a crime	88%	87%	88%	11%	90%	86%	92%	Similar	NA	NA	NA	Similar	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	18%	13%	19%	Similar	NA	NA	NA	NA	Lower	Lower	Similar
	Carpooled instead of driving alone	NA	NA	NA	NA	45%	50%	42%	Lower	NA	NA	NA	NA	Similar	Similar	Similar
	Walked or biked instead of driving	NA	NA	NA	NA	55%	59%	61%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Natural Environment	Conserved water	NA	NA	NA	NA	85%	83%	84%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Made home more energy efficient	NA	NA	NA	NA	79%	78%	74%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Recycled at home	80%	79%	84%	86%	89%	94%	90%	Similar	NA	NA	NA	Higher	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	58%	67%	60%	Similar	NA	NA	NA	NA	Similar	Higher	Similar
	NOT under housing cost stress	NA	NA	NA	33%	74%	71%	69%	Similar	NA	NA	NA	Similar	Similar	Similar	Similar
Economy	Purchased goods or services in Scottsdale	NA	NA	NA	NA	100%	97%	98%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Economy will have positive impact on income	29%	38%	39%	15%	34%	38%	38%	Similar	NA	NA	NA	Similar	Higher	Higher	Similar
	Work in Scottsdale	NA	NA	NA	NA	41%	36%	44%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Recreation and Wellness	Used Scottsdale recreation centers	56%	61%	59%	58%	66%	63%	61%	Similar	NA	NA	NA	Similar	Similar	Similar	Similar
	Visited a City park	84%	86%	82%	83%	82%	86%	83%	Similar	NA	NA	NA	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	86%	87%	85%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	90%	89%	89%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	In very good to excellent health	NA	NA	NA	NA	72%	78%	71%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Education and Enrichment	Used Scottsdale public libraries	73%	73%	76%	73%	60%	62%	59%	Similar	NA	NA	NA	Similar	Lower	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2018 rating compared to 2016	Comparison to benchmark						
		2003	2004	2006	2010	2013	2016	2018		2003	2004	2006	2010	2013	2016	2018
Community Engagement	Participated in religious or spiritual activities	NA	NA	NA	52%	42%	44%	47%	Similar	NA	NA	NA	Similar	Similar	Similar	Similar
	Attended a City-sponsored event	NA	NA	NA	NA	46%	46%	51%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	21%	29%	34%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Contacted Scottsdale elected officials	NA	NA	NA	NA	11%	19%	17%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Volunteered	39%	40%	41%	47%	37%	36%	35%	Similar	NA	NA	NA	Similar	Similar	Similar	Similar
	Participated in a club	NA	NA	NA	35%	31%	30%	32%	Similar	NA	NA	NA	Higher	Similar	Similar	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	88%	93%	90%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	76%	82%	78%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Attended a local public meeting	22%	23%	25%	20%	15%	17%	18%	Similar	NA	NA	NA	Much lower	Lower	Similar	Similar
	Watched a local public meeting	48%	47%	54%	42%	20%	21%	22%	Similar	NA	NA	NA	Similar	Lower	Similar	Similar
	Read or watched local news	NA	NA	NA	NA	82%	86%	89%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Voted in local elections	66%	79%	76%	76%	84%	89%	92%	Similar	NA	NA	NA	Similar	Similar	Similar	Similar



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

## Scottsdale, AZ

Comparisons by Demographic Subgroups

2018



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# About

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## Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents age 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A) and 35 to 54 (B), as denoted by the “A B” listed in the cell of the ratings for those 55+. This was also true of women (A) over men (B); people who were white alone, not Hispanic (A) over those who were Hispanic and/or other race (B); homeowners (B) over renters (A); and those living in detached housing (A) over those living in attached housing (B).

Figure 1: Community Characteristics – General (Example Only)

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	
Percent rating positively (e.g., excellent/good)												
The overall quality of life in ABC	76%	78% A	82% A B	79% B	77%	81% B	71%	73%	81% A	79% B	76%	78%
Overall image or reputation of ABC	69%	69%	73% A B	71% B	69%	72% B	64%	68%	71% A	69%	71% A	70%
ABC as a place to live	81%	84% A	87% A B	85% B	83%	86% B	78%	79%	86% A	85% B	82%	84%

## Findings

Notable differences between demographic subgroups included the following:

- Community members under the age of 35 tended to give higher ratings to several aspects of the Scottsdale government, including the overall direction that Scottsdale is taking, overall confidence in Scottsdale government and generally acting in the best interest of the community. Residents younger than 35 were also more likely than their counterparts to positively rate several Safety-related services. Community members aged 35 or older were more likely to participate in many aspects of Community Engagement.
- Few differences in opinion by gender were observed. Where differences were noted, female residents tended to give higher ratings than male residents to aspects of Community Characteristics and Governance.
- Residents living in detached homes tended to give more positive ratings than those who lived in attached homes to general aspects of Community Characteristics (such as the overall quality of life in Scottsdale) and to Natural Environment-related services. However, residents living in attached housing were more likely than others to favorably rate aspects of public trust (such as overall confidence in City government and being honest).
- Residents who rented their homes gave higher marks than those who owned their homes to several general aspects of livability such as the overall ease of travel, quality of the overall natural environment and overall built environment. Homeowners tended to give more positive marks to Natural Environment-related services such as garbage collection and drinking water. Homeowners were also more likely than renters to have participated in aspects of Community Engagement such as contacting elected officials, interacting with neighbors or attending local public meetings.
- Residents who were white alone, not Hispanic were more likely to award positive ratings to services related to the Built Environment such as sewer services, utility billing and code enforcement, than residents who were Hispanic and/or another race. Other patterns in resident responses by race and ethnicity did not emerge.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The overall quality of life in Scottsdale	100%	95%	95%	96%	96%	98% B	91%	92%	97% A	96%	94%	96%
Overall image or reputation of Scottsdale	92%	86%	93%	92%	88%	90%	91%	93%	89%	90%	87%	90%
Scottsdale as a place to live	100%	95%	98%	96%	98%	99% B	95%	95%	98%	98%	94%	97%
Your neighborhood as a place to live	97%	93%	96%	93%	97%	98% B	90%	91%	96%	95%	92%	95%
Scottsdale as a place to raise children	94%	86%	85%	85%	89%	88%	86%	84%	88%	86%	90%	86%
Scottsdale as a place to retire	97% B	82%	93% B	88%	93%	90%	91%	90%	90%	91% B	80%	90%
Overall appearance of Scottsdale	94%	86%	92%	92%	89%	92%	87%	90%	90%	91%	85%	90%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Scottsdale	97%	96%	94%	96%	95%	94%	96%	97%	94%	96%	95%	95%
In your neighborhood during the day	100%	98%	97%	97%	99%	99%	97%	98%	98%	98%	100%	98%
In Scottsdale's downtown/commercial area during the day	95%	97%	94%	94%	96%	94%	98%	100% B	93%	94%	100%	95%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall ease of getting to the places you usually have to visit	87%	85%	81%	82%	85%	82%	84%	91% B	80%	82%	91%	82%
Traffic flow on major streets	48%	51%	65% A B	58%	53%	56%	56%	58%	55%	54%	63%	56%
Ease of public parking	78% B	59%	68%	68%	64%	64%	68%	72%	63%	64%	76%	66%



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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Ease of travel by car in Scottsdale	77%	68%	72%	70%	72%	74%	67%	71%	71%	68%	86% A	71%
Ease of travel by public transportation in Scottsdale	47%	35%	46%	43%	42%	38%	47%	42%	42%	38%	60% A	43%
Ease of travel by bicycle in Scottsdale	62%	61%	65%	66%	59%	65%	58%	52%	66%	58%	84% A	63%
Ease of walking in Scottsdale	69%	69%	83% B	80% B	69%	71%	80%	73%	75%	75%	68%	75%
Availability of paths and walking trails	84%	79%	86%	84%	82%	81%	86%	89%	81%	83%	78%	83%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Quality of overall natural environment in Scottsdale	97%	93%	90%	92%	92%	90%	93%	97% B	89%	92%	89%	91%
Air quality	75% C	63%	60%	60%	67%	66%	59%	62%	64%	65%	60%	64%
Cleanliness of Scottsdale	94%	85%	89%	88%	89%	90%	86%	89%	88%	89%	84%	88%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	100% B C	75%	75%	81%	79%	80%	79%	87% B	76%	78%	91% A	79%
Public places where people want to spend time	91%	82%	87%	85%	87%	86%	85%	85%	86%	86%	78%	85%
Variety of housing options	63%	64%	65%	60%	67%	63%	65%	66%	63%	65%	56%	64%
Availability of affordable quality housing	30%	34%	43%	31%	42%	37%	35%	40%	34%	37%	28%	36%
Overall quality of new development in Scottsdale	89% B C	64%	67%	69%	73%	69%	73%	80% B	67%	70%	76%	71%

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Scottsdale	97% C	88%	84%	88%	89%	90%	86%	94%	86%	89%	87%	88%
Scottsdale as a place to work	94%	91%	88%	89%	92%	88%	92%	92%	89%	90%	94%	90%
Scottsdale as a place to visit	100%	95%	95%	98%	95%	98%	94%	97%	96%	96%	96%	96%
Employment opportunities	72%	76%	69%	74%	70%	72%	71%	74%	70%	73%	61%	71%
Shopping opportunities	97%	96%	95%	96%	95%	95%	97%	99%	94%	97%	92%	96%
Cost of living in Scottsdale	40%	38%	48%	40%	45%	44%	41%	35%	46%	45%	30%	43%
Overall quality of business and service establishments in Scottsdale	89%	85%	87%	88%	85%	90%	82%	85%	88%	86%	89%	86%
Vibrant downtown/commercial area	88%	82%	85%	83%	84%	88% B	78%	80%	85%	83%	91%	84%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Health and wellness opportunities in Scottsdale	94%	88%	92%	91%	90%	90%	91%	98% B	87%	91%	82%	90%
Fitness opportunities (including exercise classes and paths or trails, etc.)	88%	88%	86%	89%	83%	87%	86%	88%	86%	87%	86%	86%
Recreational opportunities	83%	84%	86%	86%	83%	84%	84%	88%	82%	84%	80%	84%
Availability of affordable quality food	67%	77%	85% A	76%	80%	82% B	72%	81%	76%	80%	66%	78%
Availability of affordable quality health care	83% B	65%	84% B	73%	81%	76%	78%	77%	77%	79% B	60%	77%
Availability of preventive health services	88%	79%	84%	80%	85%	81%	85%	83%	82%	86% B	65%	83%
Availability of affordable quality mental health care	82% B C	49%	63%	61%	67%	61%	66%	60%	65%	66%	48%	64%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall opportunities for education and enrichment	94% B	75%	85% B	82%	85%	85%	79%	83%	83%	84%	78%	83%
Availability of affordable quality child care/preschool	47%	57%	53%	44%	61%	54%	50%	42%	54%	56%	38%	52%
K-12 education	63%	67%	71%	67%	66%	65%	69%	65%	66%	70% B	48%	66%
Adult educational opportunities	60%	54%	76% B	74% B	58%	63%	70%	67%	65%	69%	53%	66%
Opportunities to attend cultural/arts/music activities	75%	84%	87% A	85%	81%	82%	85%	89%	81%	85%	74%	83%
Opportunities to participate in religious or spiritual events and activities	69%	83%	90% A	88%	79%	85%	83%	78%	87%	87% B	60%	84%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Opportunities to participate in social events and activities	91% B	74%	84%	88% B	75%	76%	89% A	92% B	77%	81%	80%	81%
Opportunities to volunteer	89%	78%	86%	85%	83%	82%	87%	87%	83%	88% B	59%	83%
Opportunities to participate in community matters	61%	65%	76%	67%	71%	67%	73%	68%	69%	72%	55%	68%
Openness and acceptance of the community toward people of diverse backgrounds	53%	50%	60%	52%	59%	56%	56%	46%	60% A	56%	44%	56%
Neighborliness of residents in Scottsdale	60% B	42%	67% B	62% B	50%	53%	63%	63%	54%	56%	60%	57%
Helping new residents feel connected and integrated	47% B	30%	52% B	48%	37%	33%	58% A	48%	41%	44%	30%	43%
Demonstrating respect for residents of different cultures and belief systems	52%	50%	58%	57%	48%	53%	55%	40%	59% A	56% B	31%	54%

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Table 10: Governance - General

	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Detached (A)	Attached (B)	Rent (A)	Own (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
The City of Scottsdale	90%	82%	87%	88%	83%	84%	89%	85%	86%	85%	89%	86%
The value of services for the taxes paid to Scottsdale	59%	59%	72%	59%	69%	64%	65%	57%	67%	65%	55%	64%
The overall direction that Scottsdale is taking	78% B C	59%	63%	63%	68%	63%	68%	69%	63%	64%	72%	65%
The job Scottsdale government does at welcoming citizen involvement	65%	48%	59%	58%	55%	50%	65% A	60%	54%	56%	57%	56%
Overall confidence in Scottsdale government	78% B C	48%	58%	58%	58%	50%	70% A	67% B	54%	58%	59%	58%
Generally acting in the best interest of the community	81% B C	48%	56%	58%	59%	55%	62%	68% B	54%	58%	59%	58%
Being honest	67% B	39%	55% B	49%	55%	46%	60% A	52%	52%	52%	48%	52%
Treating all residents fairly	69% B	50%	55%	54%	60%	52%	63%	57%	56%	56%	58%	56%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	74%	79%	82%	80%	78%	84% B	71%	76%	80%	80%	71%	79%
The Federal Government	43%	33%	40%	36%	40%	37%	39%	30%	40%	38%	36%	38%
The State Government	51%	46%	48%	49%	46%	48%	48%	40%	50%	46%	51%	48%
Maricopa County Government	43%	51%	53%	53%	48%	55%	44%	34%	56% A	52%	37%	50%
Law enforcement treating all residents fairly	62%	69%	71%	67%	70%	68%	70%	60%	72%	68%	66%	68%

Table 11: Governance - Safety

	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Detached (A)	Attached (B)	Rent (A)	Own (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Police services	85%	94%	90%	92%	88%	90%	90%	90%	90%	92% B	78%	90%
Fire services	78%	97% A	99% A	98% B	92%	92%	100% A	95%	95%	97% B	83%	95%
Ambulance or emergency medical services	85%	94%	97% A	95%	94%	92%	98% A	97%	93%	95%	88%	95%
Crime prevention	100% B C	81%	81%	85%	84%	83%	86%	85%	84%	83%	93%	84%
Fire prevention and education	94%	86%	87%	89%	89%	87%	90%	88%	88%	88%	83%	88%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Animal control	89% B C	72%	70%	71%	80%	77%	72%	86% B	70%	77%	67%	75%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	87% B C	35%	65% B	61%	61%	59%	63%	56%	62%	60%	55%	61%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Traffic enforcement	82% B	66%	68%	79% B	62%	68%	71%	77%	66%	69%	77%	69%
Street repair	78% C	70%	60%	68%	66%	68%	66%	72%	65%	65%	77%	67%
Street cleaning	80%	76%	78%	76%	79%	80%	74%	77%	77%	76%	79%	77%
Street lighting	67%	70%	75%	73%	70%	75%	66%	68%	73%	72%	70%	72%
Sidewalk maintenance	92% B C	70%	75%	78%	75%	75%	78%	83%	73%	77%	72%	76%
Traffic signal timing	69% B	48%	61%	60%	56%	56%	60%	61%	56%	55%	72%	58%
Bus or transit services	72%	66%	64%	63%	70%	62%	70%	70%	63%	62%	85% A	66%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Garbage collection	91%	92%	91%	90%	91%	94% B	85%	82%	94% A	91%	91%	91%
Recycling	80%	78%	86%	80%	84%	90% B	66%	64%	88% A	83%	73%	82%
Yard waste pick-up	79%	86%	86%	92% B	77%	84%	86%	72%	87% A	86%	77%	84%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Drinking water	64%	60%	61%	59%	64%	67% B	52%	48%	66% A	62%	47%	61%
Preservation of natural areas such as open space, farmlands and greenbelts	81%	72%	75%	73%	77%	78%	68%	80%	72%	75%	74%	74%
Scottsdale McDowell Sonoran Preserve	80%	89%	92% A	93% B	83%	87%	90%	90%	87%	88%	88%	88%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Storm drainage	68%	76%	72%	77%	67%	77% B	65%	60%	77% A	72%	78%	72%
Sewer services	81%	77%	82%	83%	76%	81%	78%	76%	81%	83% B	61%	80%
Utility billing	66%	72%	79%	74%	73%	75%	71%	72%	74%	75% B	59%	73%
Land use, planning and zoning	57%	50%	51%	56%	46%	49%	54%	53%	50%	54% B	31%	51%
Code enforcement (weeds, abandoned buildings, etc.)	65%	63%	58%	57%	64%	64%	54%	64%	59%	66% B	38%	61%
Cable television	65%	52%	59%	56%	59%	59%	54%	62%	54%	57%	63%	57%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Economic development	80%	82%	73%	79%	75%	76%	79%	83%	75%	76%	85%	77%

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Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
City parks	88%	90%	92%	95% B	85%	90%	90%	88%	91%	90%	87%	90%
Recreation programs or classes	93%	84%	85%	86%	87%	86%	86%	81%	87%	88% B	70%	86%
Recreation centers or facilities	95%	88%	83%	86%	90%	89%	85%	84%	89%	89%	80%	87%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public library services	95%	98%	91%	92%	95%	93%	93%	96%	92%	93%	93%	93%
City-sponsored special events	96% B C	79%	78%	86%	78%	80%	83%	77%	83%	80%	91%	82%
Senior services	90%	70%	79%	77%	80%	80%	76%	72%	80%	81%	63%	78%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public information services	89%	76%	75%	78%	77%	78%	78%	84%	75%	79%	76%	78%
Scottsdale website (www.ScottsdaleAZ.gov)	72%	73%	81%	76%	76%	76%	75%	74%	76%	74%	82%	76%
City Cable Channel 11 or Scottsdale Video Network	100% B C	45%	71% B	68%	70%	69%	67%	64%	69%	65%	89%	69%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Sense of community	50%	44%	64% B	56%	51%	53%	55%	43%	58% A	55%	46%	53%
Recommend living in Scottsdale to someone who asks	95%	97%	97%	94%	99% A	96%	96%	97%	95%	96%	97%	96%
Remain in Scottsdale for the next five years	87%	88%	94%	92%	88%	93%	86%	81%	94% A	89%	91%	90%
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	5%	39% A	45% A	30%	39%	43% B	22%	20%	41% A	36%	26%	34%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Was NOT the victim of a crime	96%	89%	91%	90%	93%	93%	90%	90%	93%	91%	94%	92%
Did NOT report a crime	75%	84%	87% A	87%	79%	84%	81%	78%	85%	85%	77%	83%
Stocked supplies in preparation for an emergency	24%	20%	18%	13%	27% A	18%	24%	18%	21%	18%	27%	21%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Walked or biked instead of driving	72% C	68% C	50%	59%	63%	59%	65%	70% B	58%	61%	66%	61%
Carpooled with other adults or children instead of driving alone	51% C	44%	36%	42%	44%	41%	43%	37%	43%	42%	47%	42%
Used bus or other public transportation instead of driving	19%	21%	17%	16%	22%	10%	31% A	27% B	15%	18%	29%	19%



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Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Recycle at home	81%	92% A	93% A	86%	94% A	100% B	78%	78%	96% A	91%	84%	90%
Made efforts to make your home more energy efficient	65%	75%	77%	76%	70%	78%	68%	56%	81% A	73%	76%	74%
Made efforts to conserve water	69%	87% A	90% A	90% B	78%	88% B	79%	73%	89% A	87% B	64%	84%
Water services provided by Scottsdale Water Department	85%	78%	74%	76%	78%	83% B	69%	71%	80%	78%	69%	77%
Drinking water taste	53%	44%	45%	48%	47%	54% B	38%	34%	53% A	47%	43%	47%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
NOT under housing cost stress	66%	79% C	62%	67%	71%	79% B	56%	64%	72%	73% B	50%	69%
Did NOT observe a code violation	63%	55%	60%	65%	54%	58%	63%	66%	58%	59%	64%	60%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Purchase goods or services from a business located in Scottsdale	94%	100% A	98% A	96%	100% A	100% B	95%	93%	100% A	99% B	91%	98%
Economy will have positive impact on income	38%	47% C	32%	43%	32%	39%	35%	28%	42% A	38%	35%	38%
Work in Scottsdale	54% C	53% C	29%	42%	46%	47%	38%	51%	41%	43%	51%	44%
Visited downtown for shopping, dining or to attend an event	100% B C	89%	90%	94%	89%	91%	92%	95%	90%	92%	91%	92%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Detached (A)	Attached (B)	Rent (A)	Own (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	
Used Scottsdale recreation centers or their services	69% C	68% C	55% C	62% C	63% C	63% C	58% C	65% C	59% C	61% C	68% C	61% C
Visited a neighborhood park or City park	86% C	95% C	73% C	81% C	84% C	85% C	80% C	80% C	84% C	82% C	93% C	83% C
Eat at least 5 portions of fruits and vegetables a day	91% C	85% C	81% C	91% B	77% B	86% C	84% C	82% C	86% C	86% C	78% C	85% C
Participate in moderate or vigorous physical activity	91% C	97% C	82% C	89% C	89% C	91% C	87% C	88% C	89% C	91% B	79% C	89% C
Reported being in "very good" or "excellent" health	81% C	80% C	59% C	72% C	69% C	74% C	66% C	66% C	73% C	73% C	67% C	71% C
Visited or used a City pool	16% C	22% C	7% C	13% C	16% C	18% B	9% C	15% C	13% C	10% C	43% A	14% C
Used a City fitness facility	15% C	30% A C	14% C	20% C	19% C	21% C	19% C	30% B	16% C	16% C	45% A	20% C

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Detached (A)	Attached (B)	Rent (A)	Own (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	
Used Scottsdale public libraries or their services	44% C	64% A	61% A	61% C	58% C	64% B	52% C	51% C	62% C	59% C	64% C	59% C
Participated in religious or spiritual activities in Scottsdale	45% C	39% C	54% B	51% C	42% C	49% C	43% C	44% C	48% C	50% B	28% C	47% C
Attended a City-sponsored event	47% C	61% C	44% C	47% C	53% C	54% C	46% C	56% C	48% C	52% C	48% C	51% C

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Campaigned or advocated for an issue, cause or candidate	31%	34%	33%	35%	32%	41% B	24%	27%	37%	37% B	14%	34%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	4%	20% A	18% A	14%	19%	23% B	8%	5%	21% A	17%	9%	17%
Volunteered your time to some group/activity in Scottsdale	37%	30%	37%	36%	33%	37%	31%	31%	36%	34%	31%	35%
Participated in a club	22%	29%	38% A	26%	38% A	32%	30%	26%	33%	31%	31%	32%
Talked to or visited with your immediate neighbors	80%	91% A	93% A	86%	92%	91%	87%	82%	92% A	91% B	77%	90%
Done a favor for a neighbor	81%	72%	81%	80%	75%	82%	73%	65%	83% A	81% B	59%	78%
Attended a local public meeting	4%	20% A	26% A	16%	21%	21%	15%	3%	25% A	20%	8%	18%
Watched (online or on television) a local public meeting	10%	29% A	24% A	24%	21%	23%	19%	16%	24%	21%	22%	22%
Read or watch local news (via television, paper, computer, etc.)	83%	92%	90%	92%	87%	89%	89%	87%	90%	92% B	73%	89%
Vote in local elections	82%	97% A	93% A	90%	95%	99% B	83%	84%	96% A	94% B	85%	92%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Scottsdale	96%	92%	97%	97% B	92%	94%	96%	100% B	93%	94%	100%	95%
Overall ease of getting to the places you usually have to visit	89%	92%	92%	92%	91%	93%	89%	89%	92%	92%	83%	91%
Quality of overall natural environment in Scottsdale	80%	94% A	89% A	88%	89%	90%	87%	86%	90%	90%	82%	89%
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	74%	91% A	89% A	84%	88%	88%	84%	82%	88%	88% B	75%	86%

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Percent rating positively (e.g., essential/very important)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Health and wellness opportunities in Scottsdale	79%	74%	89% B	80%	82%	80%	83%	82%	80%	81%	75%	81%
Overall opportunities for education and enrichment	95% B C	79%	84%	87%	81%	82%	86%	86%	83%	84%	81%	84%
Overall economic health of Scottsdale	97% B	87%	94% B	91%	93%	91%	94%	94%	92%	91%	95%	92%
Sense of community	89%	87%	84%	82%	89%	86%	85%	91%	83%	85%	92%	85%

Table 29: Importance of City Investments

Percent rating positively (e.g., essential/very important)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Repair or replace aging parks, libraries and arts facilities	67%	68%	71%	64%	75%	68%	69%	76%	66%	67%	82% A	69%
Repave roads and improve roadside appearance	69%	82% A	88% A	75%	87% A	82%	78%	72%	84% A	83%	70%	81%
Build new public parking garages and improve event spaces downtown	38%	38%	49%	44%	42%	39%	48%	46%	40%	45% B	26%	43%
Upgrade outdated City technology such as the 911 dispatch and building permit systems	75%	71%	82%	80%	74%	69%	87% A	80%	74%	75%	81%	76%
Build structures to better manage storm-related flooding and run-off	65%	67%	75%	72%	69%	68%	72%	72%	69%	71%	64%	70%
Remodel fire and police stations and training facilities to meet current safety and operational standards	69%	62%	71%	69%	65%	60%	78% A	78% B	63%	66%	69%	68%

Table 30: Use of Scottsdale McDowell Sonoran Preserve

Percent rating positively (e.g., 2 times a week or more/2-4 times a month/once a month or less).	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Walked or hiked in the Preserve	67% C	76% C	40%	60%	56%	62%	55%	55%	61%	63% B	37%	59%
Rode a mountain bike in the Preserve	25% C	19% C	7%	10%	21% A	14%	17%	15%	15%	17% B	4%	16%
Rock climbed in the Preserve	5%	9%	5%	9%	4%	7%	7%	4%	8%	8%	1%	7%

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Percent rating positively (e.g., 2 times a week or more/2-4 times a month/once a month or less).	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Ridden a horse in the Preserve	13% C	6%	2%	5%	8%	7%	6%	6%	6%	7%	2%	7%
Visited a Preserve trailhead	50%	70% A C	38%	56%	47%	59% B	43%	47%	55%	56% B	34%	53%
Taken out of town visitors on any of these activities in the Preserve	57% C	52% C	36%	54% B	38%	49%	42%	45%	46%	49% B	32%	46%

Table 31: Water Conservation

Percent rating positively (e.g., strongly agree/somewhat agree)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The City of Scottsdale should do more to promote water conservation among residents	88%	83%	80%	82%	82%	80%	84%	91% B	77%	81%	84%	81%
My household could do more to conserve water	67%	70%	61%	64%	65%	69% B	57%	68%	62%	64%	69%	64%
My neighbors could do more to conserve water	62%	72%	68%	76% B	59%	69%	63%	73%	64%	69%	60%	67%

Table 32: Sources of City Information

Percent rating positively (e.g., major source/minor source)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Scottsdale Update utility bill newsletter	27%	57% A	65% A	56%	51%	69% B	33%	24%	66% A	56% B	36%	54%
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	43%	51%	59% A	62% B	42%	51%	53%	54%	51%	51%	58%	52%
City website (ScottsdaleAZ.gov)	64%	71%	59%	67%	62%	66%	59%	62%	63%	65%	57%	63%
Scottsdale Update weekly email newsletter (or other City email newsletters)	38%	34%	47%	41%	39%	42%	37%	34%	42%	40%	40%	40%
City Cable Channel 11 or Scottsdale Video Network	26%	24%	37% B	34%	26%	33%	26%	29%	30%	28%	34%	30%
Local newspapers, television or radio news	69%	71%	85% A B	86% B	66%	78%	75%	67%	81% A	80% B	60%	77%

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Percent rating positively (e.g., major source/minor source)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Facebook	62% B C	40% C	27%	40%	38%	34%	44%	51% B	32%	37%	47%	38%
Twitter	34% B C	21%	14%	23%	19%	18%	24%	19%	21%	17%	41% A	21%
Next Door	33%	45%	36%	43%	33%	45% B	28%	23%	44% A	40%	29%	38%
YouTube	32% B C	11%	15%	18%	17%	15%	20%	14%	18%	16%	23%	18%
Word of mouth	92% B	76%	80%	80%	82%	78%	83%	88% B	77%	81%	85%	81%

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

## Scottsdale, AZ

Comparisons by Geographic Subgroups

2018



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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. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Scottsdale's Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by geographic subarea (South of Indian Bend Road, North of Indian Bend Road and South or West of CAP Canal, and North or East of CAP Canal).

## Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by geographic subarea. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the “A B” listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the “D” in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%



Three geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 2: Geographic Areas

Area	Number of Completed Surveys
South of Indian Bend Road	117
North of Indian Bend Road and South or West of CAP Canal	92
North or East of CAP Canal	96

## Findings

Notable differences between geographic subareas included the following:

- Residents living South of Indian Bend Road tended to give higher marks to ease of travel by public transportation in Scottsdale than residents living in other areas.
- Community members living South of Indian Bend Road tended to give lower ratings to the overall appearance of Scottsdale, quality of overall natural environment and several City services (including police, animal control and sewer services) compared to residents living elsewhere.
- Residents living South of Indian Bend Road were less likely than others to give positive ratings to drinking water services and drinking water taste, and also less likely to have made efforts to conserve water in the past 12 months. They were also less likely than respondents who lived in other areas to believe that their household could do more to conserve water.
- Respondents who lived South of Indian Bend Road were less likely than their counterparts to have visited a public library or Scottsdale recreation centers and more likely to have observed a code violation.
- Residents living North or East of CAP Canal tended to rate ease of travel by bicycle and their feelings of safety in Scottsdale's downtown/commercial area during the day less favorably than other residents. They were also less likely to have reported using bus or other public transportation instead of driving.
- Compared to residents in other areas, residents living North or East of CAP Canal were more likely to have done several activities in Scottsdale McDowell Sonoran Preserve, including riding a mountain bike, rock climbing and riding a horse.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
The overall quality of life in Scottsdale	92%	97%	99% A	96%
Overall image or reputation of Scottsdale	88%	87%	95%	90%
Scottsdale as a place to live	97%	98%	97%	97%
Your neighborhood as a place to live	92%	98% A	96%	95%
Scottsdale as a place to raise children	90%	82%	86%	86%
Scottsdale as a place to retire	87%	88%	97% A	90%
Overall appearance of Scottsdale	84%	95% A	94% A	90%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
Overall feeling of safety in Scottsdale	91%	96%	98% A	95%
In your neighborhood during the day	96%	99%	99%	98%
In Scottsdale's downtown/commercial area during the day	98% C	98% C	89%	95%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
Overall ease of getting to the places you usually have to visit	84%	79%	83%	82%
Traffic flow on major streets	55%	50%	62%	56%
Ease of public parking	67%	64%	67%	66%
Ease of travel by car in Scottsdale	77% B	62%	72%	71%
Ease of travel by public transportation in Scottsdale	55% B C	28%	32%	43%
Ease of travel by bicycle in Scottsdale	71% C	67% C	44%	63%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
	Ease of walking in Scottsdale	82% C	75%	
Availability of paths and walking trails	87%	82%	78%	83%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
	Quality of overall natural environment in Scottsdale	84%	95% A	
Air quality	62%	65%	64%	64%
Cleanliness of Scottsdale	83%	91%	92% A	88%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
	Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	73%	81%	
Public places where people want to spend time	86%	85%	85%	85%
Variety of housing options	59%	61%	75% A	64%
Availability of affordable quality housing	33%	33%	43%	36%
Overall quality of new development in Scottsdale	63%	70%	81% A	71%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
	Overall economic health of Scottsdale	85%	86%	
Scottsdale as a place to work	92%	88%	89%	90%
Scottsdale as a place to visit	94%	96%	99% A	96%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Employment opportunities	72%	76%	63%	71%
Shopping opportunities	93%	96%	99% A	96%
Cost of living in Scottsdale	41%	37%	51%	43%
Overall quality of business and service establishments in Scottsdale	83%	87%	89%	86%
Vibrant downtown/commercial area	80%	92% A	82%	84%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Health and wellness opportunities in Scottsdale	85%	90%	96% A	90%
Fitness opportunities (including exercise classes and paths or trails, etc.)	85%	88%	86%	86%
Recreational opportunities	83%	88%	81%	84%
Availability of affordable quality food	79%	80%	75%	78%
Availability of affordable quality health care	69%	76%	89% A	77%
Availability of preventive health services	72%	86% A	93% A	83%
Availability of affordable quality mental health care	63%	70%	61%	64%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Overall opportunities for education and enrichment	84%	82%	83%	83%
Availability of affordable quality child care/preschool	49%	45%	64%	52%
K-12 education	63%	68%	68%	66%
Adult educational opportunities	67%	70%	60%	66%
Opportunities to attend cultural/arts/music activities	83%	83%	83%	83%
Opportunities to participate in religious or spiritual events and activities	79%	93% A	83%	84%

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Table 9: Community Characteristics - Community Engagement

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(A)
Opportunities to participate in social events and activities	81%	76%	87%	81%
Opportunities to volunteer	82%	78%	90%	83%
Opportunities to participate in community matters	70%	72%	62%	68%
Openness and acceptance of the community toward people of diverse backgrounds	58%	57%	51%	56%
Neighborliness of residents in Scottsdale	61%	53%	55%	57%
Helping new residents feel connected and integrated	46%	35%	47%	43%
Demonstrating respect for residents of different cultures and belief systems	47%	57%	58%	54%

Table 10: Governance - General

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
The City of Scottsdale	84%	85%	88%	86%
The value of services for the taxes paid to Scottsdale	63%	63%	66%	64%
The overall direction that Scottsdale is taking	63%	62%	70%	65%
The job Scottsdale government does at welcoming citizen involvement	55%	62%	52%	56%
Overall confidence in Scottsdale government	57%	56%	62%	58%
Generally acting in the best interest of the community	51%	66% A	60%	58%
Being honest	49%	51%	57%	52%
Treating all residents fairly	51%	55%	65%	56%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	76%	81%	81%	79%
The Federal Government	33%	40%	42%	38%
The State Government	47%	47%	48%	48%
Maricopa County Government	48%	48%	55%	50%
Law enforcement treating all residents fairly	61%	69%	77% A	68%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Police services	83%	97% A	94% A	90%
Fire services	91%	96%	100% A	95%
Ambulance or emergency medical services	96%	90%	97%	95%
Crime prevention	81%	82%	90%	84%
Fire prevention and education	85%	92%	89%	88%
Animal control	64%	82% A	82% A	75%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62% B	38%	82% A B	61%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Traffic enforcement	71%	66%	70%	69%
Street repair	67%	72%	62%	67%
Street cleaning	75%	77%	79%	77%
Street lighting	68%	70%	79%	72%
Sidewalk maintenance	70%	83% A	79%	76%
Traffic signal timing	55%	61%	60%	58%
Bus or transit services	78% C	61%	40%	66%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Garbage collection	90%	90%	92%	91%
Recycling	77%	83%	87%	82%
Yard waste pick-up	80%	89%	84%	84%
Drinking water	46%	73% A	70% A	61%

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	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
Preservation of natural areas such as open space, farmlands and greenbelts	72%	68%	85%	74%
Scottsdale McDowell Sonoran Preserve	87%	88%	90%	88%

Table 14: Governance - Built Environment

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
Storm drainage	69%	85% A C	63%	72%
Sewer services	71%	84% A	87% A	80%
Utility billing	74%	70%	76%	73%
Land use, planning and zoning	44%	57%	52%	51%
Code enforcement (weeds, abandoned buildings, etc.)	50%	64%	71% A	61%
Cable television	57%	61%	54%	57%

Table 15: Governance - Economy

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
Economic development	80%	72%	78%	77%

Table 16: Governance - Recreation and Wellness

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
City parks	88%	95%	87%	90%
Recreation programs or classes	84%	91%	82%	86%
Recreation centers or facilities	84%	90%	90%	87%

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Table 17: Governance - Education and Enrichment

	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
Percent rating positively (e.g., excellent/good)				
Public library services	88%	96%	95%	93%
City-sponsored special events	82%	81%	82%	82%
Senior services	77%	76%	80%	78%

Table 18: Governance - Community Engagement

	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
Percent rating positively (e.g., excellent/good)				
Public information services	70%	79%	85%	78%
Scottsdale website (www.ScottsdaleAZ.gov)	74%	76%	78%	76%
City Cable Channel 11 or Scottsdale Video Network	68%	74%	67%	69%

Table 19: Participation General

	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)				
Sense of community	52%	57%	52%	53%
Recommend living in Scottsdale to someone who asks	97%	92%	99% B	96%
Remain in Scottsdale for the next five years	90%	89%	91%	90%
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	33%	30%	40%	34%

Table 20: Participation - Safety

	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)				
Was NOT the victim of a crime	90%	91%	95%	92%
Did NOT report a crime	77%	83%	91% A	83%
Stocked supplies in preparation for an emergency	25%	19%	17%	21%



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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
Walked or biked instead of driving	68%	55%	59%	61%
Carpooled with other adults or children instead of driving alone	34%	43%	51% A	42%
Used bus or other public transportation instead of driving	29% C	19% C	6%	19%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
Recycle at home	87%	92%	94%	90%
Made efforts to make your home more energy efficient	70%	78%	73%	74%
Made efforts to conserve water	72%	91% A	94% A	84%
Water services provided by Scottsdale Water Department	74%	77%	81%	77%
Drinking water taste	34%	53% A	60% A	47%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
NOT under housing cost stress	63%	68%	78% A	69%
Did NOT observe a code violation	49%	69% A	64% A	60%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Purchase goods or services from a business located in Scottsdale	99%	99%	96%	98%
Economy will have positive impact on income	40%	33%	39%	38%
Work in Scottsdale	38%	49%	45%	44%
Visited downtown for shopping, dining or to attend an event	95%	88%	91%	92%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Used Scottsdale recreation centers or their services	51%	66% A	71% A	61%
Visited a neighborhood park or City park	89% C	81%	77%	83%
Eat at least 5 portions of fruits and vegetables a day	79%	86%	92% A	85%
Participate in moderate or vigorous physical activity	85%	90%	95% A	89%
Reported being in "very good" or "excellent" health	59%	75% A	81% A	71%
Visited or used a City pool	14%	16%	14%	14%
Used a City fitness facility	23%	21%	15%	20%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Used Scottsdale public libraries or their services	48%	69% A	65% A	59%
Participated in religious or spiritual activities in Scottsdale	39%	46%	61% A B	47%
Attended a City-sponsored event	57% B	40%	52%	51%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Campaigned or advocated for an issue, cause or candidate	24%	35%	46% A	34%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	14%	17%	21%	17%
Volunteered your time to some group/activity in Scottsdale	29%	35%	43% A	35%
Participated in a club	24%	35%	40% A	32%
Talked to or visited with your immediate neighbors	85%	88%	99% A B	90%
Done a favor for a neighbor	77%	75%	84%	78%
Attended a local public meeting	13%	19%	26% A	18%
Watched (online or on television) a local public meeting	21%	25%	19%	22%
Read or watch local news (via television, paper, computer, etc.)	82%	94% A	95% A	89%
Vote in local elections	90%	95%	92%	92%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Overall feeling of safety in Scottsdale	96%	94%	94%	95%
Overall ease of getting to the places you usually have to visit	88%	97% A	90%	91%
Quality of overall natural environment in Scottsdale	88%	85%	93%	89%
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	83%	87%	89%	86%
Health and wellness opportunities in Scottsdale	83%	82%	78%	81%
Overall opportunities for education and enrichment	79%	92% A	83%	84%
Overall economic health of Scottsdale	87%	97% A	94%	92%
Sense of community	85%	87%	84%	85%

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Table 29: Importance of City Investments

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
Percent rating positively (e.g., essential/very important)	(A)	(B)	(C)	(A)
Repair or replace aging parks, libraries and arts facilities	71%	66%	68%	69%
Repave roads and improve roadside appearance	77%	84%	82%	81%
Build new public parking garages and improve event spaces downtown	48% C	51% C	28%	43%
Upgrade outdated City technology such as the 911 dispatch and building permit systems	76%	81%	72%	76%
Build structures to better manage storm-related flooding and run-off	70%	68%	72%	70%
Remodel fire and police stations and training facilities to meet current safety and operational standards	71%	69%	61%	68%

Table 30: Use of Scottsdale McDowell Sonoran Preserve

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
Percent rating positively (e.g., 2 times a week or more/2-4 times a month/once a month or less).	(A)	(B)	(C)	(A)
Walked or hiked in the Preserve	42%	68% A	74% A	59%
Rode a mountain bike in the Preserve	12%	7%	30% A B	16%
Rock climbed in the Preserve	6%	3%	14% A B	7%
Ridden a horse in the Preserve	5%	1%	16% A B	7%
Visited a Preserve trailhead	32%	60% A	73% A	53%
Taken out of town visitors on any of these activities in the Preserve	33%	53% A	58% A	46%

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Table 31: Water Conservation

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., strongly agree/somewhat agree)	(A)	(B)	(C)	(A)
The City of Scottsdale should do more to promote water conservation among residents	77%	86%	82%	81%
My household could do more to conserve water	55%	69% A	72% A	64%
My neighbors could do more to conserve water	58%	76% A	71%	67%

Table 32: Sources of City Information

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., major source/minor source)	(A)	(B)	(C)	(A)
Scottsdale Update utility bill newsletter	49%	55%	59%	54%
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	54%	49%	52%	52%
City website (ScottsdaleAZ.gov)	62%	55%	74% B	63%
Scottsdale Update weekly email newsletter (or other City email newsletters)	39%	40%	42%	40%
City Cable Channel 11 or Scottsdale Video Network	33%	25%	32%	30%
Local newspapers, television or radio news	69%	88% A	77%	77%
Facebook	47% C	35%	29%	38%
Twitter	27%	17%	17%	21%
Next Door	36%	51% A C	28%	38%
YouTube	23%	15%	13%	18%
Word of mouth	77%	88% A	79%	81%



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

## Scottsdale, AZ

Supplemental Online Survey Results

2018



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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

## About this Report

As part of its participation in The National Citizen Survey™, the City of Scottsdale conducted a mailed survey of 1,600 residents. Surveys were mailed to randomly selected households in mid-November 2018 and data were collected through mid-January 2019. After the official data collection period was underway (see the report, *The National Citizen Survey: Community Livability Report, Scottsdale, AZ, 2018*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey from late December 2018 to early February 2019 and 104 surveys were received.

This report contains the results of this administration of the web-based survey that have not been weighted to current population estimates of Scottsdale.



# Complete Survey Responses

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

## Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Scottsdale as a place to live	56%	N=58	35%	N=36	10%	N=10	0%	N=0	100%	N=104
Your neighborhood as a place to live	57%	N=59	33%	N=34	8%	N=8	2%	N=2	100%	N=103
Scottsdale as a place to raise children	43%	N=33	40%	N=31	13%	N=10	4%	N=3	100%	N=77
Scottsdale as a place to work	43%	N=34	43%	N=34	13%	N=10	3%	N=2	100%	N=80
Scottsdale as a place to visit	64%	N=65	32%	N=33	2%	N=2	2%	N=2	100%	N=102
Scottsdale as a place to retire	48%	N=48	31%	N=31	15%	N=15	5%	N=5	100%	N=99
The overall quality of life in Scottsdale	49%	N=51	41%	N=43	8%	N=8	2%	N=2	100%	N=104

Table 2: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Scottsdale	48%	N=49	41%	N=42	7%	N=7	4%	N=4	100%	N=102
Overall ease of getting to the places you usually have to visit	17%	N=17	52%	N=53	23%	N=23	9%	N=9	100%	N=102
Quality of overall natural environment in Scottsdale	44%	N=45	43%	N=44	9%	N=9	4%	N=4	100%	N=102
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	20%	N=20	39%	N=39	31%	N=31	11%	N=11	100%	N=101
Health and wellness opportunities in Scottsdale	44%	N=43	40%	N=39	12%	N=12	4%	N=4	100%	N=98
Overall opportunities for education and enrichment	33%	N=33	48%	N=48	11%	N=11	7%	N=7	100%	N=99
Overall economic health of Scottsdale	24%	N=24	54%	N=53	16%	N=16	6%	N=6	100%	N=99
Sense of community	12%	N=12	41%	N=41	33%	N=33	14%	N=14	100%	N=100
Overall image or reputation of Scottsdale	43%	N=44	40%	N=41	15%	N=15	2%	N=2	100%	N=102

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Scottsdale to someone who asks	62%	N=60	24%	N=23	9%	N=9	5%	N=5	100%	N=97
Remain in Scottsdale for the next five years	64%	N=63	21%	N=21	8%	N=8	6%	N=6	100%	N=98

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Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	77%	N=75	17%	N=17	3%	N=3	3%	N=3	0%	N=0	100%	N=98
In Scottsdale's downtown/commercial area during the day	59%	N=55	33%	N=31	5%	N=5	0%	N=0	2%	N=2	100%	N=93

Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	4%	N=4	45%	N=43	25%	N=24	25%	N=24	100%	N=95
Ease of public parking	4%	N=4	48%	N=46	33%	N=31	15%	N=14	100%	N=95
Ease of travel by car in Scottsdale	7%	N=7	51%	N=48	26%	N=25	16%	N=15	100%	N=95
Ease of travel by public transportation in Scottsdale	6%	N=3	13%	N=7	25%	N=13	56%	N=29	100%	N=52
Ease of travel by bicycle in Scottsdale	12%	N=7	58%	N=33	25%	N=14	5%	N=3	100%	N=57
Ease of walking in Scottsdale	25%	N=23	51%	N=46	15%	N=14	9%	N=8	100%	N=91
Availability of paths and walking trails	44%	N=41	41%	N=38	12%	N=11	3%	N=3	100%	N=93
Air quality	9%	N=9	53%	N=50	25%	N=24	13%	N=12	100%	N=95
Cleanliness of Scottsdale	39%	N=37	48%	N=46	9%	N=9	3%	N=3	100%	N=95
Overall appearance of Scottsdale	34%	N=32	54%	N=51	10%	N=9	2%	N=2	100%	N=94
Public places where people want to spend time	38%	N=36	48%	N=45	11%	N=10	3%	N=3	100%	N=94
Variety of housing options	19%	N=16	40%	N=34	26%	N=22	14%	N=12	100%	N=84
Availability of affordable quality housing	9%	N=7	23%	N=18	36%	N=28	32%	N=25	100%	N=78
Fitness opportunities (including exercise classes and paths or trails, etc.)	46%	N=42	43%	N=40	9%	N=8	2%	N=2	100%	N=92
Recreational opportunities	48%	N=45	44%	N=41	6%	N=6	2%	N=2	100%	N=94
Availability of affordable quality food	34%	N=32	40%	N=38	24%	N=23	1%	N=1	100%	N=94
Availability of affordable quality health care	36%	N=33	41%	N=38	21%	N=19	2%	N=2	100%	N=92
Availability of preventive health services	32%	N=27	50%	N=42	14%	N=12	4%	N=3	100%	N=84
Availability of affordable quality mental health care	18%	N=6	38%	N=13	35%	N=12	9%	N=3	100%	N=34

Table 6: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	11%	N=3	30%	N=8	37%	N=10	22%	N=6	100%	N=27
K-12 education	21%	N=11	43%	N=23	19%	N=10	17%	N=9	100%	N=53
Adult educational opportunities	21%	N=15	53%	N=38	14%	N=10	13%	N=9	100%	N=72
Opportunities to attend cultural/arts/music activities	40%	N=35	45%	N=40	14%	N=12	1%	N=1	100%	N=88

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Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Opportunities to participate in religious or spiritual events and activities	45%	N=28	47%	N=29	6%	N=4	2%	N=1	100%	N=62
Employment opportunities	23%	N=14	52%	N=31	22%	N=13	3%	N=2	100%	N=60
Shopping opportunities	57%	N=53	33%	N=31	10%	N=9	0%	N=0	100%	N=93
Cost of living in Scottsdale	2%	N=2	42%	N=39	43%	N=40	12%	N=11	100%	N=92
Overall quality of business and service establishments in Scottsdale	35%	N=32	51%	N=46	13%	N=12	1%	N=1	100%	N=91
Vibrant downtown/commercial area	36%	N=31	41%	N=35	18%	N=15	5%	N=4	100%	N=85
Overall quality of new development in Scottsdale	11%	N=10	33%	N=29	22%	N=19	33%	N=29	100%	N=87
Opportunities to participate in social events and activities	40%	N=32	40%	N=32	16%	N=13	5%	N=4	100%	N=81
Opportunities to volunteer	49%	N=38	40%	N=31	8%	N=6	4%	N=3	100%	N=78
Opportunities to participate in community matters	30%	N=25	44%	N=36	20%	N=16	6%	N=5	100%	N=82
Openness and acceptance of the community toward people of diverse backgrounds	23%	N=16	39%	N=27	20%	N=14	19%	N=13	100%	N=70
Neighborliness of residents in Scottsdale	13%	N=12	36%	N=32	34%	N=31	17%	N=15	100%	N=90
Helping new residents feel connected and integrated	16%	N=12	30%	N=23	32%	N=24	22%	N=17	100%	N=76
Demonstrating respect for residents of different cultures and belief systems	21%	N=15	37%	N=26	27%	N=19	15%	N=11	100%	N=71

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	4%	N=4	96%	N=89	100%	N=93
Made efforts to make your home more energy efficient	16%	N=15	84%	N=78	100%	N=93
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	37%	N=34	63%	N=58	100%	N=92
Household member was a victim of a crime in Scottsdale	92%	N=85	8%	N=7	100%	N=92
Reported a crime to the police in Scottsdale	83%	N=76	17%	N=16	100%	N=92
Stocked supplies in preparation for an emergency	71%	N=66	29%	N=27	100%	N=93
Campaigned or advocated for an issue, cause or candidate	43%	N=40	57%	N=53	100%	N=93
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	28%	N=26	72%	N=67	100%	N=93
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	61%	N=56	39%	N=36	100%	N=92

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Scottsdale recreation centers or their services	8%	N=7	20%	N=18	31%	N=28	42%	N=38	100%	N=91
Visited a neighborhood park or City park	15%	N=14	37%	N=34	33%	N=30	14%	N=13	100%	N=91
Used Scottsdale public libraries or their services	17%	N=16	28%	N=26	32%	N=29	23%	N=21	100%	N=92
Participated in religious or spiritual activities in Scottsdale	9%	N=8	16%	N=15	18%	N=17	57%	N=52	100%	N=92
Attended a City-sponsored event	2%	N=2	13%	N=12	52%	N=47	32%	N=29	100%	N=90

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In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used bus or other public transportation instead of driving	2%	N=2	2%	N=2	8%	N=7	88%	N=80	100%	N=91
Carpooled with other adults or children instead of driving alone	12%	N=11	19%	N=17	10%	N=9	59%	N=54	100%	N=91
Walked or biked instead of driving	16%	N=15	13%	N=12	26%	N=24	44%	N=40	100%	N=91
Volunteered your time to some group/activity in Scottsdale	15%	N=14	13%	N=12	25%	N=23	46%	N=42	100%	N=91
Participated in a club	3%	N=3	13%	N=12	20%	N=18	63%	N=57	100%	N=90
Talked to or visited with your immediate neighbors	45%	N=41	26%	N=24	23%	N=21	5%	N=5	100%	N=91
Done a favor for a neighbor	24%	N=22	23%	N=21	34%	N=31	19%	N=17	100%	N=91
Visited or used a City pool	3%	N=3	1%	N=1	10%	N=9	86%	N=78	100%	N=91
Used a City fitness facility	4%	N=4	6%	N=5	7%	N=6	83%	N=75	100%	N=90
Visited downtown for shopping, dining or to attend an event	18%	N=16	30%	N=27	46%	N=42	7%	N=6	100%	N=91

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	2%	N=2	8%	N=7	30%	N=28	60%	N=55	100%	N=92
Watched (online or on television) a local public meeting	3%	N=3	8%	N=7	33%	N=30	57%	N=52	100%	N=92

Table 10: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	57%	N=47	29%	N=24	10%	N=8	5%	N=4	100%	N=83
Fire services	66%	N=49	28%	N=21	5%	N=4	0%	N=0	100%	N=74
Ambulance or emergency medical services	61%	N=36	34%	N=20	3%	N=2	2%	N=1	100%	N=59
Crime prevention	43%	N=30	41%	N=28	10%	N=7	6%	N=4	100%	N=69
Fire prevention and education	46%	N=27	42%	N=25	10%	N=6	2%	N=1	100%	N=59
Traffic enforcement	20%	N=16	49%	N=39	19%	N=15	11%	N=9	100%	N=79
Street repair	12%	N=11	41%	N=37	31%	N=28	16%	N=14	100%	N=90
Street cleaning	33%	N=28	47%	N=40	17%	N=15	3%	N=3	100%	N=86
Street lighting	26%	N=23	49%	N=43	18%	N=16	7%	N=6	100%	N=88
Sidewalk maintenance	18%	N=14	57%	N=44	19%	N=15	5%	N=4	100%	N=77
Traffic signal timing	6%	N=5	43%	N=39	24%	N=22	27%	N=24	100%	N=90
Bus or transit services	12%	N=4	21%	N=7	21%	N=7	45%	N=15	100%	N=33
Garbage collection	67%	N=58	25%	N=22	5%	N=4	3%	N=3	100%	N=87
Recycling	57%	N=49	28%	N=24	12%	N=10	3%	N=3	100%	N=86

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Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Yard waste pick-up	63%	N=45	31%	N=22	6%	N=4	1%	N=1	100%	N=72
Storm drainage	34%	N=24	39%	N=27	17%	N=12	10%	N=7	100%	N=70
Drinking water	33%	N=29	31%	N=27	22%	N=19	15%	N=13	100%	N=88
Sewer services	55%	N=39	42%	N=30	3%	N=2	0%	N=0	100%	N=71
Utility billing	36%	N=29	48%	N=39	10%	N=8	6%	N=5	100%	N=81
City parks	54%	N=44	38%	N=31	7%	N=6	1%	N=1	100%	N=82
Recreation programs or classes	36%	N=21	48%	N=28	14%	N=8	2%	N=1	100%	N=58
Recreation centers or facilities	46%	N=28	43%	N=26	8%	N=5	3%	N=2	100%	N=61
Land use, planning and zoning	5%	N=4	26%	N=19	32%	N=24	36%	N=27	100%	N=74
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=12	38%	N=27	27%	N=19	18%	N=13	100%	N=71
Animal control	17%	N=8	57%	N=26	17%	N=8	9%	N=4	100%	N=46
Economic development	11%	N=7	52%	N=33	23%	N=15	14%	N=9	100%	N=64
Public library services	67%	N=49	30%	N=22	3%	N=2	0%	N=0	100%	N=73
Public information services	21%	N=16	60%	N=46	14%	N=11	5%	N=4	100%	N=77
Cable television	16%	N=9	37%	N=21	26%	N=15	21%	N=12	100%	N=57
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=7	45%	N=17	24%	N=9	13%	N=5	100%	N=38
Preservation of natural areas such as open space, farmlands and greenbelts	36%	N=31	40%	N=34	14%	N=12	9%	N=8	100%	N=85
Scottsdale McDowell Sonoran Preserve	66%	N=52	20%	N=16	10%	N=8	4%	N=3	100%	N=79
City-sponsored special events	38%	N=24	50%	N=32	9%	N=6	3%	N=2	100%	N=64
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	44%	N=37	41%	N=35	9%	N=8	6%	N=5	100%	N=85
Scottsdale website (www.ScottsdaleAZ.gov)	28%	N=24	53%	N=46	17%	N=15	2%	N=2	100%	N=87
City Cable Channel 11 or Scottsdale Video Network	29%	N=10	49%	N=17	17%	N=6	6%	N=2	100%	N=35
Water services provided by Scottsdale Water Department	40%	N=31	48%	N=37	10%	N=8	1%	N=1	100%	N=77
Drinking water taste	18%	N=16	33%	N=29	27%	N=24	22%	N=19	100%	N=88
Senior services	25%	N=11	57%	N=25	11%	N=5	7%	N=3	100%	N=44

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale	36%	N=31	41%	N=35	19%	N=16	5%	N=4	100%	N=86
The Federal Government	5%	N=4	35%	N=29	43%	N=35	17%	N=14	100%	N=82
The State Government	6%	N=5	30%	N=24	49%	N=39	14%	N=11	100%	N=79
Maricopa County Government	7%	N=5	43%	N=31	43%	N=31	7%	N=5	100%	N=72

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Table 12: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Scottsdale	25%	N=21	38%	N=32	24%	N=20	13%	N=11	100%	N=84
The overall direction that Scottsdale is taking	7%	N=6	30%	N=26	30%	N=26	33%	N=29	100%	N=87
The job Scottsdale government does at welcoming citizen involvement	12%	N=9	29%	N=22	32%	N=24	28%	N=21	100%	N=76
Overall confidence in Scottsdale government	4%	N=3	29%	N=24	40%	N=33	28%	N=23	100%	N=83
Generally acting in the best interest of the community	5%	N=4	30%	N=25	33%	N=27	33%	N=27	100%	N=83
Being honest	4%	N=3	31%	N=24	35%	N=27	30%	N=23	100%	N=77
Treating all residents fairly	8%	N=6	30%	N=21	31%	N=22	31%	N=22	100%	N=71
Law enforcement treating all residents fairly	45%	N=30	36%	N=24	12%	N=8	7%	N=5	100%	N=67

Table 13: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Scottsdale	69%	N=59	23%	N=20	8%	N=7	0%	N=0	100%	N=86
Overall ease of getting to the places you usually have to visit	41%	N=35	47%	N=40	13%	N=11	0%	N=0	100%	N=86
Quality of overall natural environment in Scottsdale	67%	N=57	26%	N=22	7%	N=6	0%	N=0	100%	N=85
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	56%	N=48	35%	N=30	9%	N=8	0%	N=0	100%	N=86
Health and wellness opportunities in Scottsdale	29%	N=25	45%	N=39	20%	N=17	6%	N=5	100%	N=86
Overall opportunities for education and enrichment	30%	N=26	38%	N=33	27%	N=23	5%	N=4	100%	N=86
Overall economic health of Scottsdale	52%	N=45	41%	N=35	6%	N=5	1%	N=1	100%	N=86
Sense of community	34%	N=29	44%	N=38	16%	N=14	6%	N=5	100%	N=86

Table 14: Question 14

Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Repair or replace aging parks, libraries and arts facilities	42%	N=36	32%	N=27	25%	N=21	1%	N=1	100%	N=85
Repave roads and improve roadside appearance	49%	N=42	40%	N=34	11%	N=9	0%	N=0	100%	N=85
Build new public parking garages and improve event spaces downtown	16%	N=14	22%	N=19	39%	N=33	22%	N=19	100%	N=85
Upgrade outdated City technology such as the 911 dispatch and building permit systems	37%	N=30	30%	N=24	26%	N=21	7%	N=6	100%	N=81
Build structures to better manage storm-related flooding and run-off	34%	N=28	34%	N=28	25%	N=21	7%	N=6	100%	N=83
Remodel fire and police stations and training facilities to meet current safety and operational standards	27%	N=23	35%	N=30	31%	N=26	7%	N=6	100%	N=85

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Table 15: Question 15

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Walked or hiked in the Preserve	7%	N=6	27%	N=23	37%	N=32	29%	N=25	100%	N=86
Rode a mountain bike in the Preserve	3%	N=3	2%	N=2	8%	N=7	86%	N=74	100%	N=86
Rock climbed in the Preserve	0%	N=0	1%	N=1	8%	N=7	91%	N=78	100%	N=86
Ridden a horse in the Preserve	0%	N=0	0%	N=0	4%	N=3	96%	N=82	100%	N=85
Visited a Preserve trailhead	10%	N=8	23%	N=19	40%	N=33	28%	N=23	100%	N=83
Taken out of town visitors on any of these activities in the Preserve	2%	N=2	2%	N=2	59%	N=51	36%	N=31	100%	N=86

Table 16: Question 16

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree or disagree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale should do more to promote water conservation among residents	51%	N=44	26%	N=22	17%	N=15	2%	N=2	3%	N=3	100%	N=86
My household could do more to conserve water	12%	N=10	37%	N=32	26%	N=22	15%	N=13	10%	N=9	100%	N=86
My neighbors could do more to conserve water	28%	N=20	39%	N=28	21%	N=15	8%	N=6	4%	N=3	100%	N=72

Table 17: Question 17

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
	%	N	%	N	%	N	%	N
Scottsdale Update utility bill newsletter	28%	N=24	35%	N=30	37%	N=32	100%	N=86
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	26%	N=22	45%	N=39	29%	N=25	100%	N=86
City website (ScottsdaleAZ.gov)	43%	N=37	49%	N=42	8%	N=7	100%	N=86
Scottsdale Update weekly email newsletter (or other City email newsletters)	62%	N=53	29%	N=25	9%	N=8	100%	N=86
City Cable Channel 11 or Scottsdale Video Network	2%	N=2	27%	N=23	71%	N=61	100%	N=86
Local newspapers, television or radio news	40%	N=34	40%	N=34	21%	N=18	100%	N=86
Facebook	7%	N=6	21%	N=18	72%	N=61	100%	N=85
Twitter	4%	N=3	7%	N=6	89%	N=75	100%	N=84
Next Door	25%	N=21	33%	N=28	42%	N=36	100%	N=85
YouTube	4%	N=3	8%	N=7	88%	N=74	100%	N=84
Word of mouth	24%	N=21	57%	N=49	19%	N=16	100%	N=86

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Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	2%	N=2	2%	N=2	2%	N=2	9%	N=8	84%	N=71	100%	N=85
Purchase goods or services from a business located in Scottsdale	0%	N=0	1%	N=1	31%	N=27	56%	N=48	12%	N=10	100%	N=86
Eat at least 5 portions of fruits and vegetables a day	2%	N=2	13%	N=11	24%	N=21	45%	N=39	15%	N=13	100%	N=86
Participate in moderate or vigorous physical activity	1%	N=1	8%	N=7	24%	N=21	33%	N=28	34%	N=29	100%	N=86
Read or watch local news (via television, paper, computer, etc.)	3%	N=3	14%	N=12	14%	N=12	19%	N=16	50%	N=43	100%	N=86
Vote in local elections	1%	N=1	0%	N=0	1%	N=1	6%	N=5	92%	N=79	100%	N=86

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	37%	N=32
Very good	44%	N=38
Good	16%	N=14
Fair	1%	N=1
Poor	1%	N=1
Total	100%	N=86

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=7
Somewhat positive	23%	N=20
Neutral	37%	N=32
Somewhat negative	29%	N=25
Very negative	2%	N=2
Total	100%	N=86

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	43%	N=37
Working part time for pay	7%	N=6
Unemployed, looking for paid work	2%	N=2
Unemployed, not looking for paid work	5%	N=4
Fully retired	43%	N=37
Total	100%	N=86



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Table 22: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	24%	N=20
Yes, from home	14%	N=12
No	61%	N=51
Total	100%	N=83

Table 23: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	6%	N=5
2 to 5 years	16%	N=14
6 to 10 years	19%	N=16
11 to 20 years	20%	N=17
More than 20 years	40%	N=34
Total	100%	N=86

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=60
Building with two or more homes (duplex, townhome, apartment or condominium)	27%	N=22
Mobile home	0%	N=0
Other	0%	N=0
Total	100%	N=82

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	9%	N=7
Owned	91%	N=72
Total	100%	N=79

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Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	7%	N=6
\$300 to \$599 per month	12%	N=10
\$600 to \$999 per month	14%	N=12
\$1,000 to \$1,499 per month	15%	N=13
\$1,500 to \$2,499 per month	33%	N=28
\$2,500 or more per month	18%	N=15
Total	100%	N=84

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	91%	N=77
Yes	9%	N=8
Total	100%	N=85

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	42%	N=35
Yes	58%	N=48
Total	100%	N=83

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=3
\$25,000 to \$49,999	10%	N=8
\$50,000 to \$99,999	36%	N=28
\$100,000 to \$149,999	21%	N=16
\$150,000 or more	29%	N=23
Total	100%	N=78

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Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=80
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=3
Total	100%	N=83

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=1
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	1%	N=1
White	93%	N=77
Other	6%	N=5

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

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	5%	N=4
35 to 44 years	8%	N=7
45 to 54 years	8%	N=7
55 to 64 years	31%	N=26
65 to 74 years	39%	N=33
75 years or older	7%	N=6
Total	100%	N=84

Table 33: Question D16

What is your sex?	Percent	Number
Female	63%	N=49
Male	37%	N=29
Total	100%	N=78

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Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=52
Land line	15%	N=12
Both	21%	N=17
Total	100%	N=81

### Responses including “don’t know”

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

Table 35: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Scottsdale as a place to live	56%	N=58	35%	N=36	10%	N=10	0%	N=0	0%	N=0	100%	N=104
Your neighborhood as a place to live	57%	N=59	33%	N=34	8%	N=8	2%	N=2	0%	N=0	100%	N=103
Scottsdale as a place to raise children	32%	N=33	30%	N=31	10%	N=10	3%	N=3	26%	N=27	100%	N=104
Scottsdale as a place to work	33%	N=34	33%	N=34	10%	N=10	2%	N=2	23%	N=24	100%	N=104
Scottsdale as a place to visit	63%	N=65	32%	N=33	2%	N=2	2%	N=2	2%	N=2	100%	N=104
Scottsdale as a place to retire	47%	N=48	30%	N=31	15%	N=15	5%	N=5	4%	N=4	100%	N=103
The overall quality of life in Scottsdale	49%	N=51	41%	N=43	8%	N=8	2%	N=2	0%	N=0	100%	N=104

Table 36: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Scottsdale	48%	N=49	41%	N=42	7%	N=7	4%	N=4	0%	N=0	100%	N=102
Overall ease of getting to the places you usually have to visit	17%	N=17	52%	N=53	23%	N=23	9%	N=9	0%	N=0	100%	N=102
Quality of overall natural environment in Scottsdale	44%	N=45	43%	N=44	9%	N=9	4%	N=4	0%	N=0	100%	N=102
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	20%	N=20	38%	N=39	30%	N=31	11%	N=11	1%	N=1	100%	N=102
Health and wellness opportunities in Scottsdale	42%	N=43	38%	N=39	12%	N=12	4%	N=4	4%	N=4	100%	N=102
Overall opportunities for education and enrichment	32%	N=33	47%	N=48	11%	N=11	7%	N=7	3%	N=3	100%	N=102
Overall economic health of Scottsdale	24%	N=24	52%	N=53	16%	N=16	6%	N=6	2%	N=2	100%	N=101
Sense of community	12%	N=12	41%	N=41	33%	N=33	14%	N=14	1%	N=1	100%	N=101
Overall image or reputation of Scottsdale	43%	N=44	40%	N=41	15%	N=15	2%	N=2	0%	N=0	100%	N=102

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Scottsdale to someone who asks	61%	N=60	23%	N=23	9%	N=9	5%	N=5	1%	N=1	100%	N=98
Remain in Scottsdale for the next five years	64%	N=63	21%	N=21	8%	N=8	6%	N=6	0%	N=0	100%	N=98

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Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	77%	N=75	17%	N=17	3%	N=3	3%	N=3	0%	N=0	0%	N=0	100%	N=98
In Scottsdale's downtown/commercial area during the day	56%	N=55	32%	N=31	5%	N=5	0%	N=0	2%	N=2	5%	N=5	100%	N=98

Table 39: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	4%	N=4	45%	N=43	25%	N=24	25%	N=24	0%	N=0	100%	N=95
Ease of public parking	4%	N=4	48%	N=46	33%	N=31	15%	N=14	0%	N=0	100%	N=95
Ease of travel by car in Scottsdale	7%	N=7	51%	N=48	26%	N=25	16%	N=15	0%	N=0	100%	N=95
Ease of travel by public transportation in Scottsdale	3%	N=3	7%	N=7	14%	N=13	31%	N=29	45%	N=42	100%	N=94
Ease of travel by bicycle in Scottsdale	7%	N=7	35%	N=33	15%	N=14	3%	N=3	39%	N=37	100%	N=94
Ease of walking in Scottsdale	24%	N=23	48%	N=46	15%	N=14	8%	N=8	4%	N=4	100%	N=95
Availability of paths and walking trails	43%	N=41	40%	N=38	12%	N=11	3%	N=3	2%	N=2	100%	N=95
Air quality	9%	N=9	53%	N=50	25%	N=24	13%	N=12	0%	N=0	100%	N=95
Cleanliness of Scottsdale	39%	N=37	48%	N=46	9%	N=9	3%	N=3	0%	N=0	100%	N=95
Overall appearance of Scottsdale	34%	N=32	54%	N=51	10%	N=9	2%	N=2	0%	N=0	100%	N=94
Public places where people want to spend time	38%	N=36	48%	N=45	11%	N=10	3%	N=3	0%	N=0	100%	N=94
Variety of housing options	17%	N=16	36%	N=34	23%	N=22	13%	N=12	11%	N=10	100%	N=94
Availability of affordable quality housing	7%	N=7	19%	N=18	29%	N=28	26%	N=25	18%	N=17	100%	N=95
Fitness opportunities (including exercise classes and paths or trails, etc.)	44%	N=42	42%	N=40	8%	N=8	2%	N=2	3%	N=3	100%	N=95
Recreational opportunities	47%	N=45	43%	N=41	6%	N=6	2%	N=2	1%	N=1	100%	N=95
Availability of affordable quality food	34%	N=32	40%	N=38	24%	N=23	1%	N=1	1%	N=1	100%	N=95
Availability of affordable quality health care	35%	N=33	40%	N=38	20%	N=19	2%	N=2	3%	N=3	100%	N=95
Availability of preventive health services	28%	N=27	44%	N=42	13%	N=12	3%	N=3	12%	N=11	100%	N=95
Availability of affordable quality mental health care	6%	N=6	14%	N=13	13%	N=12	3%	N=3	64%	N=61	100%	N=95

Table 40: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	3%	N=3	9%	N=8	11%	N=10	6%	N=6	71%	N=66	100%	N=93
K-12 education	12%	N=11	25%	N=23	11%	N=10	10%	N=9	42%	N=39	100%	N=92
Adult educational opportunities	16%	N=15	41%	N=38	11%	N=10	10%	N=9	23%	N=21	100%	N=93

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Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Opportunities to attend cultural/arts/music activities	38%	N=35	43%	N=40	13%	N=12	1%	N=1	5%	N=5	100%	N=93
Opportunities to participate in religious or spiritual events and activities	30%	N=28	31%	N=29	4%	N=4	1%	N=1	33%	N=31	100%	N=93
Employment opportunities	15%	N=14	34%	N=31	14%	N=13	2%	N=2	35%	N=32	100%	N=92
Shopping opportunities	57%	N=53	33%	N=31	10%	N=9	0%	N=0	0%	N=0	100%	N=93
Cost of living in Scottsdale	2%	N=2	42%	N=39	43%	N=40	12%	N=11	1%	N=1	100%	N=93
Overall quality of business and service establishments in Scottsdale	35%	N=32	50%	N=46	13%	N=12	1%	N=1	1%	N=1	100%	N=92
Vibrant downtown/commercial area	33%	N=31	38%	N=35	16%	N=15	4%	N=4	9%	N=8	100%	N=93
Overall quality of new development in Scottsdale	11%	N=10	31%	N=29	20%	N=19	31%	N=29	6%	N=6	100%	N=93
Opportunities to participate in social events and activities	35%	N=32	35%	N=32	14%	N=13	4%	N=4	12%	N=11	100%	N=92
Opportunities to volunteer	41%	N=38	33%	N=31	6%	N=6	3%	N=3	16%	N=15	100%	N=93
Opportunities to participate in community matters	27%	N=25	39%	N=36	17%	N=16	5%	N=5	12%	N=11	100%	N=93
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=16	30%	N=27	15%	N=14	14%	N=13	23%	N=21	100%	N=91
Neighborliness of residents in Scottsdale	13%	N=12	35%	N=32	34%	N=31	16%	N=15	2%	N=2	100%	N=92
Helping new residents feel connected and integrated	13%	N=12	25%	N=23	26%	N=24	18%	N=17	18%	N=17	100%	N=93
Demonstrating respect for residents of different cultures and belief systems	16%	N=15	28%	N=26	20%	N=19	12%	N=11	24%	N=22	100%	N=93

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	4%	N=4	96%	N=89	100%	N=93
Made efforts to make your home more energy efficient	16%	N=15	84%	N=78	100%	N=93
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	37%	N=34	63%	N=58	100%	N=92
Household member was a victim of a crime in Scottsdale	92%	N=85	8%	N=7	100%	N=92
Reported a crime to the police in Scottsdale	83%	N=76	17%	N=16	100%	N=92
Stocked supplies in preparation for an emergency	71%	N=66	29%	N=27	100%	N=93
Campaigned or advocated for an issue, cause or candidate	43%	N=40	57%	N=53	100%	N=93
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	28%	N=26	72%	N=67	100%	N=93
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	61%	N=56	39%	N=36	100%	N=92

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Scottsdale recreation centers or their services	8%	N=7	20%	N=18	31%	N=28	42%	N=38	100%	N=91
Visited a neighborhood park or City park	15%	N=14	37%	N=34	33%	N=30	14%	N=13	100%	N=91

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In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Scottsdale public libraries or their services	17%	N=16	28%	N=26	32%	N=29	23%	N=21	100%	N=92
Participated in religious or spiritual activities in Scottsdale	9%	N=8	16%	N=15	18%	N=17	57%	N=52	100%	N=92
Attended a City-sponsored event	2%	N=2	13%	N=12	52%	N=47	32%	N=29	100%	N=90
Used bus or other public transportation instead of driving	2%	N=2	2%	N=2	8%	N=7	88%	N=80	100%	N=91
Carpooled with other adults or children instead of driving alone	12%	N=11	19%	N=17	10%	N=9	59%	N=54	100%	N=91
Walked or biked instead of driving	16%	N=15	13%	N=12	26%	N=24	44%	N=40	100%	N=91
Volunteered your time to some group/activity in Scottsdale	15%	N=14	13%	N=12	25%	N=23	46%	N=42	100%	N=91
Participated in a club	3%	N=3	13%	N=12	20%	N=18	63%	N=57	100%	N=90
Talked to or visited with your immediate neighbors	45%	N=41	26%	N=24	23%	N=21	5%	N=5	100%	N=91
Done a favor for a neighbor	24%	N=22	23%	N=21	34%	N=31	19%	N=17	100%	N=91
Visited or used a City pool	3%	N=3	1%	N=1	10%	N=9	86%	N=78	100%	N=91
Used a City fitness facility	4%	N=4	6%	N=5	7%	N=6	83%	N=75	100%	N=90
Visited downtown for shopping, dining or to attend an event	18%	N=16	30%	N=27	46%	N=42	7%	N=6	100%	N=91

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	2%	N=2	8%	N=7	30%	N=28	60%	N=55	100%	N=92
Watched (online or on television) a local public meeting	3%	N=3	8%	N=7	33%	N=30	57%	N=52	100%	N=92

Table 44: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	52%	N=47	27%	N=24	9%	N=8	4%	N=4	8%	N=7	100%	N=90
Fire services	54%	N=49	23%	N=21	4%	N=4	0%	N=0	18%	N=16	100%	N=90
Ambulance or emergency medical services	40%	N=36	22%	N=20	2%	N=2	1%	N=1	34%	N=31	100%	N=90
Crime prevention	33%	N=30	31%	N=28	8%	N=7	4%	N=4	23%	N=21	100%	N=90
Fire prevention and education	30%	N=27	28%	N=25	7%	N=6	1%	N=1	34%	N=31	100%	N=90
Traffic enforcement	18%	N=16	43%	N=39	17%	N=15	10%	N=9	12%	N=11	100%	N=90
Street repair	12%	N=11	41%	N=37	31%	N=28	16%	N=14	0%	N=0	100%	N=90
Street cleaning	31%	N=28	45%	N=40	17%	N=15	3%	N=3	3%	N=3	100%	N=89
Street lighting	26%	N=23	48%	N=43	18%	N=16	7%	N=6	1%	N=1	100%	N=89
Sidewalk maintenance	16%	N=14	49%	N=44	17%	N=15	4%	N=4	13%	N=12	100%	N=89
Traffic signal timing	6%	N=5	43%	N=39	24%	N=22	27%	N=24	0%	N=0	100%	N=90



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Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Bus or transit services	4%	N=4	8%	N=7	8%	N=7	17%	N=15	63%	N=57	100%	N=90
Garbage collection	64%	N=58	24%	N=22	4%	N=4	3%	N=3	3%	N=3	100%	N=90
Recycling	54%	N=49	27%	N=24	11%	N=10	3%	N=3	4%	N=4	100%	N=90
Yard waste pick-up	50%	N=45	24%	N=22	4%	N=4	1%	N=1	20%	N=18	100%	N=90
Storm drainage	27%	N=24	30%	N=27	13%	N=12	8%	N=7	22%	N=20	100%	N=90
Drinking water	32%	N=29	30%	N=27	21%	N=19	14%	N=13	2%	N=2	100%	N=90
Sewer services	43%	N=39	33%	N=30	2%	N=2	0%	N=0	21%	N=19	100%	N=90
Utility billing	33%	N=29	44%	N=39	9%	N=8	6%	N=5	9%	N=8	100%	N=89
City parks	49%	N=44	34%	N=31	7%	N=6	1%	N=1	9%	N=8	100%	N=90
Recreation programs or classes	23%	N=21	31%	N=28	9%	N=8	1%	N=1	36%	N=32	100%	N=90
Recreation centers or facilities	31%	N=28	29%	N=26	6%	N=5	2%	N=2	32%	N=29	100%	N=90
Land use, planning and zoning	4%	N=4	21%	N=19	27%	N=24	30%	N=27	18%	N=16	100%	N=90
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=12	30%	N=27	21%	N=19	14%	N=13	21%	N=19	100%	N=90
Animal control	9%	N=8	29%	N=26	9%	N=8	4%	N=4	49%	N=44	100%	N=90
Economic development	8%	N=7	37%	N=33	17%	N=15	10%	N=9	29%	N=26	100%	N=90
Public library services	55%	N=49	25%	N=22	2%	N=2	0%	N=0	18%	N=16	100%	N=89
Public information services	18%	N=16	51%	N=46	12%	N=11	4%	N=4	14%	N=13	100%	N=90
Cable television	10%	N=9	23%	N=21	17%	N=15	13%	N=12	37%	N=33	100%	N=90
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=7	19%	N=17	10%	N=9	6%	N=5	58%	N=52	100%	N=90
Preservation of natural areas such as open space, farmlands and greenbelts	34%	N=31	38%	N=34	13%	N=12	9%	N=8	6%	N=5	100%	N=90
Scottsdale McDowell Sonoran Preserve	58%	N=52	18%	N=16	9%	N=8	3%	N=3	12%	N=11	100%	N=90
City-sponsored special events	27%	N=24	36%	N=32	7%	N=6	2%	N=2	28%	N=25	100%	N=89
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	41%	N=37	39%	N=35	9%	N=8	6%	N=5	6%	N=5	100%	N=90
Scottsdale website (www.ScottsdaleAZ.gov)	27%	N=24	51%	N=46	17%	N=15	2%	N=2	3%	N=3	100%	N=90
City Cable Channel 11 or Scottsdale Video Network	11%	N=10	19%	N=17	7%	N=6	2%	N=2	60%	N=53	100%	N=88
Water services provided by Scottsdale Water Department	34%	N=31	41%	N=37	9%	N=8	1%	N=1	14%	N=13	100%	N=90
Drinking water taste	18%	N=16	32%	N=29	27%	N=24	21%	N=19	2%	N=2	100%	N=90
Senior services	12%	N=11	28%	N=25	6%	N=5	3%	N=3	51%	N=45	100%	N=89

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Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Scottsdale	36%	N=31	41%	N=35	19%	N=16	5%	N=4	0%	N=0	100%	N=86
The Federal Government	5%	N=4	34%	N=29	41%	N=35	16%	N=14	5%	N=4	100%	N=86
The State Government	6%	N=5	28%	N=24	45%	N=39	13%	N=11	8%	N=7	100%	N=86
Maricopa County Government	6%	N=5	36%	N=31	36%	N=31	6%	N=5	15%	N=13	100%	N=85

Table 46: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Scottsdale	24%	N=21	37%	N=32	23%	N=20	13%	N=11	3%	N=3	100%	N=87
The overall direction that Scottsdale is taking	7%	N=6	30%	N=26	30%	N=26	33%	N=29	0%	N=0	100%	N=87
The job Scottsdale government does at welcoming citizen involvement	10%	N=9	26%	N=22	28%	N=24	24%	N=21	12%	N=10	100%	N=86
Overall confidence in Scottsdale government	4%	N=3	28%	N=24	39%	N=33	27%	N=23	2%	N=2	100%	N=85
Generally acting in the best interest of the community	5%	N=4	29%	N=25	31%	N=27	31%	N=27	3%	N=3	100%	N=86
Being honest	3%	N=3	28%	N=24	31%	N=27	27%	N=23	10%	N=9	100%	N=86
Treating all residents fairly	7%	N=6	24%	N=21	26%	N=22	26%	N=22	17%	N=15	100%	N=86
Law enforcement treating all residents fairly	35%	N=30	28%	N=24	9%	N=8	6%	N=5	22%	N=19	100%	N=86

Table 47: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Scottsdale	69%	N=59	23%	N=20	8%	N=7	0%	N=0	100%	N=86
Overall ease of getting to the places you usually have to visit	41%	N=35	47%	N=40	13%	N=11	0%	N=0	100%	N=86
Quality of overall natural environment in Scottsdale	67%	N=57	26%	N=22	7%	N=6	0%	N=0	100%	N=85
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	56%	N=48	35%	N=30	9%	N=8	0%	N=0	100%	N=86
Health and wellness opportunities in Scottsdale	29%	N=25	45%	N=39	20%	N=17	6%	N=5	100%	N=86
Overall opportunities for education and enrichment	30%	N=26	38%	N=33	27%	N=23	5%	N=4	100%	N=86
Overall economic health of Scottsdale	52%	N=45	41%	N=35	6%	N=5	1%	N=1	100%	N=86
Sense of community	34%	N=29	44%	N=38	16%	N=14	6%	N=5	100%	N=86

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Table 48: Question 14

Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Repair or replace aging parks, libraries and arts facilities	42%	N=36	32%	N=27	25%	N=21	1%	N=1	0%	N=0	100%	N=85
Repave roads and improve roadside appearance	49%	N=42	40%	N=34	11%	N=9	0%	N=0	0%	N=0	100%	N=85
Build new public parking garages and improve event spaces downtown	16%	N=14	22%	N=19	39%	N=33	22%	N=19	0%	N=0	100%	N=85
Upgrade outdated City technology such as the 911 dispatch and building permit systems	35%	N=30	28%	N=24	25%	N=21	7%	N=6	5%	N=4	100%	N=85
Build structures to better manage storm-related flooding and run-off	33%	N=28	33%	N=28	25%	N=21	7%	N=6	2%	N=2	100%	N=85
Remodel fire and police stations and training facilities to meet current safety and operational standards	27%	N=23	35%	N=30	31%	N=26	7%	N=6	0%	N=0	100%	N=85

Table 49: Question 15

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Walked or hiked in the Preserve	7%	N=6	27%	N=23	37%	N=32	29%	N=25	100%	N=86
Rode a mountain bike in the Preserve	3%	N=3	2%	N=2	8%	N=7	86%	N=74	100%	N=86
Rock climbed in the Preserve	0%	N=0	1%	N=1	8%	N=7	91%	N=78	100%	N=86
Ridden a horse in the Preserve	0%	N=0	0%	N=0	4%	N=3	96%	N=82	100%	N=85
Visited a Preserve trailhead	10%	N=8	23%	N=19	40%	N=33	28%	N=23	100%	N=83
Taken out of town visitors on any of these activities in the Preserve	2%	N=2	2%	N=2	59%	N=51	36%	N=31	100%	N=86

Table 50: Question 16

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree or disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale should do more to promote water conservation among residents	51%	N=44	26%	N=22	17%	N=15	2%	N=2	3%	N=3	0%	N=0	100%	N=86
My household could do more to conserve water	12%	N=10	37%	N=32	26%	N=22	15%	N=13	10%	N=9	0%	N=0	100%	N=86
My neighbors could do more to conserve water	23%	N=20	33%	N=28	17%	N=15	7%	N=6	3%	N=3	16%	N=14	100%	N=86

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Table 51: Question 17

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
	Percent	N	Percent	N	Percent	N	Percent	N
Scottsdale Update utility bill newsletter	28%	N=24	35%	N=30	37%	N=32	100%	N=86
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	26%	N=22	45%	N=39	29%	N=25	100%	N=86
City website (ScottsdaleAZ.gov)	43%	N=37	49%	N=42	8%	N=7	100%	N=86
Scottsdale Update weekly email newsletter (or other City email newsletters)	62%	N=53	29%	N=25	9%	N=8	100%	N=86
City Cable Channel 11 or Scottsdale Video Network	2%	N=2	27%	N=23	71%	N=61	100%	N=86
Local newspapers, television or radio news	40%	N=34	40%	N=34	21%	N=18	100%	N=86
Facebook	7%	N=6	21%	N=18	72%	N=61	100%	N=85
Twitter	4%	N=3	7%	N=6	89%	N=75	100%	N=84
Next Door	25%	N=21	33%	N=28	42%	N=36	100%	N=85
YouTube	4%	N=3	8%	N=7	88%	N=74	100%	N=84
Word of mouth	24%	N=21	57%	N=49	19%	N=16	100%	N=86

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	2%	N=2	2%	N=2	2%	N=2	9%	N=8	84%	N=71	100%	N=85
Purchase goods or services from a business located in Scottsdale	0%	N=0	1%	N=1	31%	N=27	56%	N=48	12%	N=10	100%	N=86
Eat at least 5 portions of fruits and vegetables a day	2%	N=2	13%	N=11	24%	N=21	45%	N=39	15%	N=13	100%	N=86
Participate in moderate or vigorous physical activity	1%	N=1	8%	N=7	24%	N=21	33%	N=28	34%	N=29	100%	N=86
Read or watch local news (via television, paper, computer, etc.)	3%	N=3	14%	N=12	14%	N=12	19%	N=16	50%	N=43	100%	N=86
Vote in local elections	1%	N=1	0%	N=0	1%	N=1	6%	N=5	92%	N=79	100%	N=86

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	37%	N=32
Very good	44%	N=38
Good	16%	N=14
Fair	1%	N=1
Poor	1%	N=1
Total	100%	N=86

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Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=7
Somewhat positive	23%	N=20
Neutral	37%	N=32
Somewhat negative	29%	N=25
Very negative	2%	N=2
Total	100%	N=86

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	43%	N=37
Working part time for pay	7%	N=6
Unemployed, looking for paid work	2%	N=2
Unemployed, not looking for paid work	5%	N=4
Fully retired	43%	N=37
Total	100%	N=86

Table 56: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	24%	N=20
Yes, from home	14%	N=12
No	61%	N=51
Total	100%	N=83

Table 57: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	6%	N=5
2 to 5 years	16%	N=14
6 to 10 years	19%	N=16
11 to 20 years	20%	N=17
More than 20 years	40%	N=34
Total	100%	N=86

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Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=60
Building with two or more homes (duplex, townhome, apartment or condominium)	27%	N=22
Mobile home	0%	N=0
Other	0%	N=0
Total	100%	N=82

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	9%	N=7
Owned	91%	N=72
Total	100%	N=79

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	7%	N=6
\$300 to \$599 per month	12%	N=10
\$600 to \$999 per month	14%	N=12
\$1,000 to \$1,499 per month	15%	N=13
\$1,500 to \$2,499 per month	33%	N=28
\$2,500 or more per month	18%	N=15
Total	100%	N=84

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	91%	N=77
Yes	9%	N=8
Total	100%	N=85

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	42%	N=35
Yes	58%	N=48
Total	100%	N=83

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Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=3
\$25,000 to \$49,999	10%	N=8
\$50,000 to \$99,999	36%	N=28
\$100,000 to \$149,999	21%	N=16
\$150,000 or more	29%	N=23
Total	100%	N=78

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=80
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=3
Total	100%	N=83

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=1
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	1%	N=1
White	93%	N=77
Other	6%	N=5

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

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	5%	N=4
35 to 44 years	8%	N=7
45 to 54 years	8%	N=7
55 to 64 years	31%	N=26
65 to 74 years	39%	N=33
75 years or older	7%	N=6
Total	100%	N=84

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Table 67: Question D16

What is your sex?	Percent	Number
Female	63%	N=49
Male	37%	N=29
Total	100%	N=78

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=52
Land line	15%	N=12
Both	21%	N=17
Total	100%	N=81





# Guide to Understanding and Using Your Reports

2018



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# Purpose of the User Guide

As a participant in The National Citizen Survey™ (The NCS™), you are among an elite group of communities that conduct resident surveys. Communities often use the results of The NCS to:

- **Envision** Make strategic plans and set goals
- **Engage** Partner with residents, other governments, private sector and community-based organizations
- **Earmark** Alter budgets, personnel or services
- **Educate** Communicate and reach out to residents to inform, educate and advocate
- **Enact** Create, alter and remove policies to promote community strengths
- **Evaluate** Track strengths and problems, dig more deeply and evaluate progress

The purpose of this User Guide is to provide you with an overview of the various products you have received related to your survey results, and to describe how to dive in and understand the data that are provided in these products.

Your community, including the elected officials and government staff, should dig into data relevant to their missions, discuss the findings and create action plans. Residents expect their leaders to act on the survey results they receive. By acting on survey results, community leaders build credibility with residents. This credibility leads to heightened public trust which, in turn, makes it more likely that residents will support expenditures and resource allocations recommended by their councils, commissions or staff. Proper expenditure of resources leads to better communities.

## The NCS Background

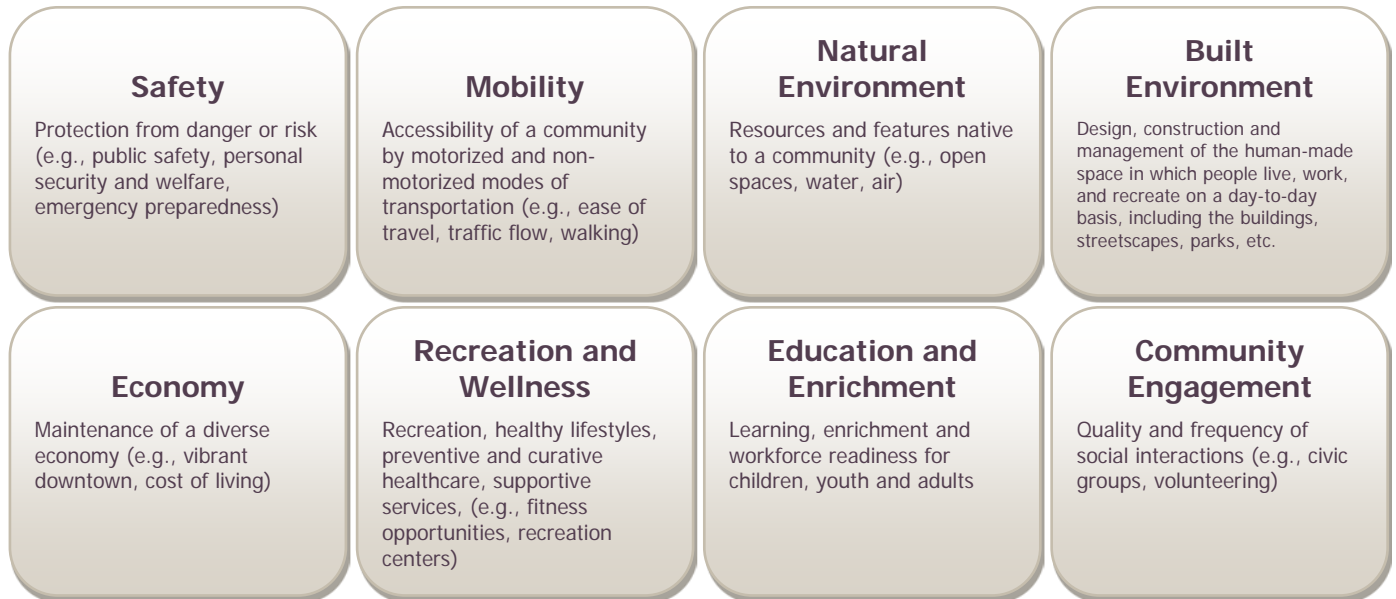
National Research Center, Inc. (NRC) developed The NCS as a low-cost, comprehensive, statistically valid survey solution for local governments eager to find out what their residents think about their communities. The NCS is not just a survey; it is a service that encompasses the entire survey research process - scheduling, questionnaire development, sample selection, data collection, analysis and reporting. In partnership with the International City/County Management Association (ICMA), The NCS has been administered hundreds of times in numerous U.S. cities, counties, towns, villages and boroughs.

The NCS assesses aspects of community life, local government service quality and resident participation in community activities. The results, based on resident perceptions, describe the areas where community members themselves believe things are going well and shed light on the areas that could benefit from improvement.

# What Does The NCS Measure?

Broadly, The NCS measures your community’s “livability.” A great many definitions have been made for community livability,<sup>1</sup> including one from the Partners for Livable Communities, calling it “the sum of the factors that add up to a community’s quality of life.”<sup>2</sup> Staff at NRC examined the extensive research that has been done about community livability and many of the models that have been developed to describe the components of livable communities.<sup>3</sup> Eight facets of community livability were distilled from our synthesis of this research: Safety, Mobility, the Natural Environment, the Built Environment, the Economy, Recreation and Wellness, Education and Enrichment and Community Engagement. The NCS questionnaire includes individual items that act as indicators of community quality within each of the eight facets – and, split in a different way, they form three “pillars” of community quality: Community Characteristics, Governance and Participation.

## The Eight Facets of Livable Communities



## The Three Pillars of Livable Communities



<sup>1</sup> Many examples are shown at [http://www.camsys.com/kb\\_experts\\_livability.htm](http://www.camsys.com/kb_experts_livability.htm)

<sup>2</sup> Source: Partners for Livable Communities, <http://www.livable.org/about-us/what-is-livability>

<sup>3</sup> See, for example: [http://livable.nonprofitsoapbox.com/storage/documents/board\\_resources/BOT\\_Meetings/2010/4ExecCommNov5/Grand\\_Alliance\\_doc\\_for\\_EC.pdf](http://livable.nonprofitsoapbox.com/storage/documents/board_resources/BOT_Meetings/2010/4ExecCommNov5/Grand_Alliance_doc_for_EC.pdf); [http://www.sustainable.org/images/stories/pdf/Placemaking\\_v1.pdf](http://www.sustainable.org/images/stories/pdf/Placemaking_v1.pdf); [http://www.who.int/ageing/publications/Global\\_age\\_friendly\\_cities\\_Guide\\_English.pdf](http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf)

Other sectors that influence community quality include the businesses, non-profit agencies, fraternal or service organizations (e.g., Kiwanis, Rotary, Lions and more) and other community groups (such as homeowners or neighborhood associations, etc.) as well as other nearby local governments or other levels of government. They are important target audiences for receiving and acting on The NCS results.

Because much of what The NCS measures is quality – quality of community life, services and connection – it is common for community leaders to conclude that their locale must excel in every facet of livability. While leaders may feel compelled to strive to be equally strong in all areas of community life, such a strategy is rarely feasible or even desirable. Different communities have different strengths and identities. These strengths and definitions of the community should be noted by all those reviewing the results. Less desirable ratings for some indicators should not automatically be seen as negative for a community, but instead a reflection of the community's resources and priorities which wisely may be spent on areas that matter more. Not all indicators that show less achievement are a call to action, just as not all indicators that are strong should become a gateway to complacency. Those viewing The NCS results, and in particular those charged with creating plans based on the results, should consider their community's essence and priorities, and should choose to make improvements or maintain excellence in areas that support the identity they desire. Meeting your definition of success in the areas deemed most important is the ultimate goal – and one that The NCS helps measure – even if all levels of success are not equal.

# Using Your Reports

## Report Documents

Instead of a single, heavy document that can be difficult to navigate and share, The NCS results are reported in multiple formats and lengths, each with varying levels of detail to ensure your different stakeholder groups get the right information to meet their needs. The Basic Service of The NCS includes each of the following documents:

- Community Livability Report
- Dashboard Summary of Findings
- Technical Appendices
- Trends over Time (if you have administered The NCS before)

Depending on the additional services you chose as part of your research project, you may also receive additional reports, such as:

- Demographic Subgroup Comparisons
- Geographic Subgroup Comparisons
- Report of Open-ended Questions
- Presentation slideshow (shown at in-person presentation of results and provided to you for your own uses)

This User Guide describes these reports, how to interpret the data and how to dig deeper to ensure everyone – you, government staff leadership, line staff, elected officials, residents, business owners and community organizations – get the most out of The NCS results.

## Report Types

When assembled together, these reports build on and reinforce each other, while separately, they provide the flexibility for targeted reporting to specific audiences.

**Community Livability Report** • This report is the most universal and summarizes all the results and key findings. The Community Livability Report is brief, attractive and accessible, making it a central public document.

**Dashboard Summary of Findings** • This report offers a simplified (“rolled up”) quantitative view of the data, as well as comparison details for each question (the relationship to the benchmark and over time, if this is not the first iteration of the survey).

**Technical Appendices** • The appendices include the details about survey methods, individual response options selected for each question – with and without the “don’t know” option – and detailed benchmark results. This document speaks to the credibility of data and the most granular detail of results.

**Trends over Time** • This report reveals how resident perspectives and behaviors have changed across two or more administrations of The NCS. The report offers a high level view of how rankings have changed as well as relative position to the benchmark including all administrations of The NCS.

**Guide to Understanding and Using Your Reports** • The Guide to Understanding and Using Your Reports (this document) is written simply so that the survey sponsors receive guidance about how to understand all aspects of the reports, and also so that sponsors can explain to others how the reports are organized and what they mean.

**Presentation** • An in-person presentation by NRC's independent researchers will offer an engaging overview of the findings – revealing important patterns without getting lost in the detail – at a Council meeting (either formal or work session). The PowerPoint slideshow can be reused for other audiences, including civic clubs, business and non-profit organizations and the press. Presentation by the unbiased survey research team offers the neutrality that is hard to garner when staff themselves present survey findings.

**Subgroup Comparisons** • Both demographic and geographic comparison options are available. Such information can be especially useful as programs are considered for different parts of a community or outreach is planned to educate different community groups.

**Open-ended Questions** • Residents' own words add flavor to the survey results and a quantitative grouping of similarly themed comments gives a sense of common ideas.

## Report Dissemination

Distributing the results and communicating the key findings engages audiences.

### Audiences and Stakeholders

**Residents** • Make the reports available to the public via your website. Share the results at a public meeting, being sure to advertise the event. A full presentation of the results (either by NRC or your own staff) with discussion of results among elected officials highlights the transparency of findings. If independence of the findings is particularly important in your community, working with NRC to make the presentation of results will be particularly effective.

**Department Managers and Line Staff** • Managers and staff will examine ratings most closely aligned to their work. Make a plan to disseminate results to line staff (e.g., through a series of small group meetings). Staff should be encouraged to identify specific areas where action is suggested – including further research as well as service enhancements or partnerships outside of the organization. These suggestions could be sent to the department heads who will meet to discuss action options with the chief administrative officer.

**Elected officials** • Elected officials benefit most from advance distribution of survey reports prior to public presentation and discussion. Ask elected officials to read the survey documents and funnel questions to staff who then can get assistance with answers from NRC professionals, when needed. Staff should develop an approach to action that can be presented to council. This way staff will be prepared when the inevitable council question is asked of the manager, "What do you plan to do with these results so that they don't just sit on a shelf?"

**Non-profits and Businesses** • While local governments sponsor The NCS, it is not just for staff and elected officials. It is a document to engage the entire community. Many of the findings of the survey will be relevant to the non-profit and business sectors and many community improvements will rest on the shoulders of these sectors as much as on government. Convene a meeting of business and non-profit leaders to release results and begin a discussion of actions to improve resident attitudes and behaviors. This could be a town hall-style meeting or a special invitation lunch with elected officials.

**Press/Media • Getting in front of your results means controlling how and when results are shared with the press. Whether your relationship with the local news media is cooperative or contentious, you should declare your intentions for the results even before the survey is conducted – then reinforce those intentions once you have the results. Let the press know that there are no bad results and that your community conducts The NCS because it intends to learn and improve like the best businesses. Certainly social media outlets also permit you to express your intentions for results and to interpret the findings for any of your followers. (And do not forget to link subsequent decisions to what you learned from the survey.)**

### Choosing a Report Audience

You can follow or adapt to your needs NRC’s recommendations for sharing The NCS reports with different stakeholder groups in your community. There is no reason to withhold any report from any individual or stakeholder group, but if targeting the right information to the right audience is seen to be of value, we believe that these distinctions among audiences will make the first pass at distributing results most effective.

#### Sharing The NCS Reports with Different Sectors

Report	Residents	Elected officials	Department managers and line staff	Non-profits and businesses	Press/ Media
Community Livability Report	●	●	●	●	●
Dashboard Summary of Findings			●		
Technical Appendices			●		
Trends over Time	●	●	●	○	●
Presentation of key findings	●	●	●		●
Subgroup comparisons (demographic and/or geographic)		○	●	○	
Open-ended Question Responses		○	○	○	
Guide to Understanding and Using Your Reports			●		

●=Recommended  
○=Optional

These stakeholder groups may wish to “drill down” into the results most meaningful or pertinent to their missions. Those wishing to drill down should review the questionnaire first and decide which survey items are relevant to their mission – choosing from not only specific municipality-provided services, but also those “community outcomes” that they wish to impact. The Dashboard Summary of Findings and Community Livability Report provide an overview, while the Technical Appendices provide the detailed survey responses and benchmark results. The Trends over Time can show how stakeholders’ efforts have impacted the community over the years. Demographic and Geographic Subgroup Comparisons reports can help to point out on whom and where impacts have been felt to lesser and greater degrees.



## Community Livability Report

Using the model of the eight facets of community livability within the three pillars of community, The NCS Community Livability report is divided into seven sections:

- About
- Quality of Life
- Community Characteristics
- Governance
- Participation
- Special Topics
- Conclusions

**About** • This section provides background on The NCS and community livability with brief descriptions of the survey methods.

**Quality of Life** • This section of the report highlights areas of community strength and challenge, as well as identifying community characteristics most important to your residents' assessments of their quality of life. A summary of benchmark comparisons is presented by the eight community livability facets helping communities to focus on areas that may provide “bigger bang for your buck.”

**Community Characteristics** • This section of the report describes residents' ratings of the characteristics that make a community livable, attractive and a place where people want to be.

**Governance** • This section of the report evaluates how well the local government delivers services and meets the needs and expectations of its residents.

**Participation** • This section of the report looks at how connected residents are to the community and each other.

**Special Topics** • This section includes the custom or special questions you may have included on your survey.

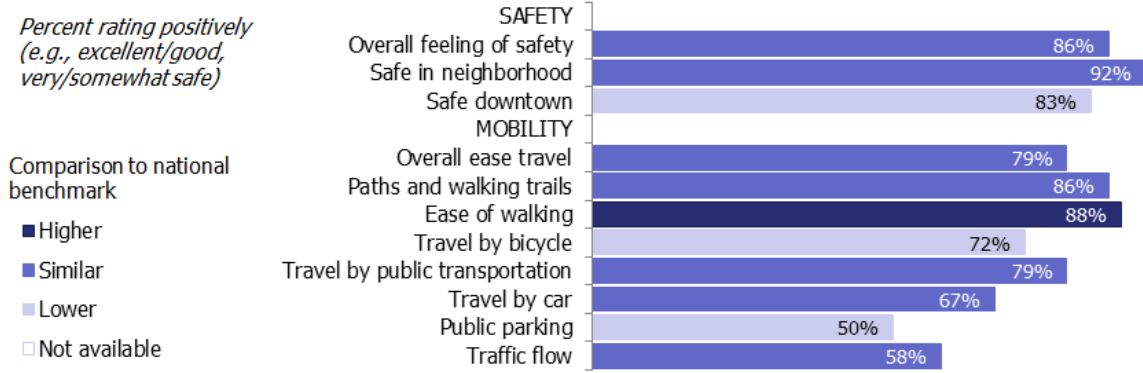
**Conclusions** • Your report ends with a summary of key findings.

For the most part, the “percent positive” is reported in the report's charts. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe”). For question that ask about behavior (e.g., asked on a yes/no scale or frequency scale like “never,” “rarely,” “sometimes,” “usually,” or “always”) we show a combination of responses that reflects at least some behavior (e.g., percent “yes” or “always” and “usually”).

On many of the questions in the survey, respondents could answer “don't know,” but these “don't know” responses have been excluded from the analyses shown in the report. In other words, the tables and charts display the responses from respondents who had an opinion about a specific item. Appendix A of the Technical Appendices provides the complete set of survey frequencies, with and without “don't know” responses. The User Guide section, *Understanding Survey Research* (starting on page 17) describes how and why we remove the “don't know” responses from our analyses.

Most of the charts in your Community Livability report have been color-coded to indicate how your results compare to national benchmarks, with individual survey items grouped within the eight facets of Community Livability. At a glance, you can see how your results compare to not only each other, but to

national benchmark communities, as well. Detailed benchmark results are provided in Appendix B of the Technical Appendices and include such additional information as your rank among the comparison communities. If you chose to have custom benchmark comparisons made, the results appear in this appendix as well.



## Dashboard Summary of Findings

The Dashboard Summary of Findings summarizes resident ratings across the eight facets and three pillars of a livable community. The Dashboard Summary chart displays your overall performance in each facet based on each survey item’s comparison to the benchmark. When most ratings were higher than the benchmark, the color is dark purple; when most ratings were lower than the benchmark, the color is the lightest purple. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	20	25	7	28	12	6	5	14	14
General	2	5	0	2	1	0	1	1	1
Safety	0	1	2	6	1	0	1	1	0
Mobility	4	2	2	2	4	2	1	1	0
Natural Environment	3	0	0	5	1	0	0	1	2
Built Environment	0	4	1	3	3	1	0	2	0
Economy	2	5	1	0	0	1	1	2	0
Recreation and Wellness	3	4	0	4	0	0	1	2	2
Education and Enrichment	3	2	0	1	0	1	0	1	2
Community Engagement	3	2	1	5	2	1	0	3	7

Legend	
	Higher
	Similar
	Lower

The Detailed Dashboard displays for each item on the survey, its comparison to the benchmark and the percent positive for the current year, and if applicable, how the current year’s rating compares to the previous year’s rating (higher, similar or lower). Examination of how areas are trending over time and how they compare to the benchmark can be helpful in identifying the areas that merit more attention.

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↓	↑	74%	Customer service	↔	↑	81%	Sense of community	↔	↔	78%
	Overall quality of life	↓	↔	82%	Services provided by ABC	↔	↑	79%	Recommend ABC	↓	↔	75%
	Place to retire	↔	↔	65%	Services provided by the Federal Government	↑	↔	45%	Remain in ABC	↔	↑	83%
	Place to raise children	↓	↔	77%					Contacted ABC employees	↑	↓	51%
	Place to live	↓	↔	84%								
	Neighborhood	↓	↔	78%								
	Overall image	↔	↑↑	87%								
Safety	Overall feeling of safety	*	*	89%	Police	↔	↑↑	82%	Was NOT the victim of a crime	↔	↑	89%
	Safe in neighborhood	↓	↔	92%	Crime prevention	↔	↑	70%	Did NOT report a crime to police	*	*	82%
	Safe downtown/commercial area	↔	↔	87%	Fire	↔	↑↑	94%	Stocked supplies for an emergency	*	*	42%
					Fire prevention	↔	↑	80%				
					Ambulance/EMS	↔	↑	91%				
					Emergency preparedness	↑	↑↑	66%				
Mobility	Overall ease of travel	↔	↔	75%	Animal control	↓	↔	62%	Walked or biked instead of driving	*	*	35%
	Traffic flow	↔	↔	49%	Traffic enforcement	↔	↔	66%	Carpooled instead of driving alone	*	*	42%
	Travel by car	↔	↑↑	64%	Street repair	↓	↓↓	43%	Used public transportation instead of driving	*	*	19%
	Travel by bicycle	↓	↑	55%	Street cleaning	↔	↑↑	66%				
	Ease of walking	↓	↑↑	66%	Street lighting	↔	↔	60%				
	Travel by public transportation	↑	↓↓	45%	Snow removal	↓	↓	60%				
	Paths and walking trails	↓	↑↑	62%	Sidewalk maintenance	↔	↔	55%				
					Traffic signal timing	↔	↔	52%				
				Bus or transit services	↔	↑↑	60%					

**Legend**  
 ↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

## Technical Appendices

### Appendix A: Complete Survey Responses

The first appendix in this document shows the responses to each question on the survey in two ways. Included first are the responses excluding any “don’t know” responses and second are the responses including the “don’t know” responses. We show both the percent of respondents giving a particular response followed by the number of respondents (denoted with “N=”). Every table in the appendix is numbered, to ease its reference in additional documentation or reports you may develop. The complete question wording that was used on the survey is also displayed in every table. This permits readers to review the results in their entirety without having to cross-reference the survey instrument.

High “don’t know” (typically 20% or greater) responses can suggest a need for additional communication or outreach in the community, especially if the high “don’t know” responses are related to underused services.

#### Responses excluding don't know

Table 1: Question 1

Please rate each of the following aspects of quality of life in ABC:	Excellent		Good		Fair		Poor		Total	
ABC as a place to live	47%	N=162	36%	N=125	12%	N=42	4%	N=15	100%	N=344
Your neighborhood as a place to live	45%	N=152	39%	N=132	12%	N=42	3%	N=11	100%	N=337
ABC as a place to raise children	54%	N=152	24%	N=69	18%	N=50	4%	N=12	100%	N=283
ABC as a place to work	34%	N=98	36%	N=102	22%	N=62	8%	N=23	100%	N=285
ABC as a place to visit	72%	N=214	22%	N=66	2%	N=5	4%	N=12	100%	N=297
ABC as a place to retire	40%	N=97	30%	N=72	18%	N=44	13%	N=31	100%	N=244
The overall quality of life in ABC	55%	N=187	35%	N=117	5%	N=18	4%	N=15	100%	N=337

#### Responses including don't know

Table 30: Question 1

Please rate each of the following aspects of quality of life in ABC:	Excellent		Good		Fair		Poor		Don't know		Total	
ABC as a place to live	47%	N=162	36%	N=125	12%	N=42	4%	N=15	1%	N=4	100%	N=348
Your neighborhood as a place to live	45%	N=152	39%	N=132	12%	N=42	3%	N=11	1%	N=3	100%	N=340
ABC as a place to raise children	46%	N=152	21%	N=69	15%	N=50	4%	N=12	13%	N=44	100%	N=327
ABC as a place to work	29%	N=98	30%	N=102	18%	N=62	7%	N=23	15%	N=52	100%	N=337
ABC as a place to visit	71%	N=214	22%	N=66	2%	N=5	4%	N=12	2%	N=5	100%	N=302
ABC as a place to retire	31%	N=97	23%	N=72	14%	N=44	10%	N=31	21%	N=64	100%	N=308
The overall quality of life in ABC	54%	N=187	34%	N=117	5%	N=18	4%	N=15	2%	N=7	100%	N=344

For some questions, respondents are permitted to select more than one response. When some respondents are counted in multiple categories, the total will likely exceed 100%. In these cases, those multiple response questions will have the appropriate notation below the table.

Table 55: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	4%	N=15
Asian, Asian Indian or Pacific Islander	6%	N=20
Black or African American	10%	N=35
White	86%	N=298
Other	15%	N=52

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

## Appendix B: Benchmark Comparisons

### What Benchmarks Are

Benchmarks are comparison data that provide context for your ratings. In Appendix B, your detailed benchmark results are displayed in a table of five columns. The first column is the survey item for which the comparisons have been provided. The second column is your community’s percent positive. The third column is the rank assigned to your rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth and final column shows how your rating compares to the other communities in the benchmarking database. In that final column, your results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by residents of your community is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

### National Benchmark Comparisons

Table 1: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in ABC	83%	98	286	Similar
Overall image or reputation of ABC	84%	67	315	Much higher
ABC as a place to live	78%	118	255	Similar
Your neighborhood as a place to live	89%	80	374	Higher
ABC as a place to raise children	75%	135	325	Lower
ABC as a place to retire	72%	129	298	Much lower
Overall appearance of ABC	70%	168	354	Similar

We also provide a list of the communities included in your comparison with their population according to the U.S. Census Bureau. The communities in the national database represent a wide geographic and population range; many communities find a custom comparison that targets specific geographies or populations to be useful.

### Communities included in national comparisons

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

Abilene city, KS.....	6,844	Cambridge city, MA.....	105,162
Adams County, CO.....	441,603	Cape Coral city, FL.....	154,305
Airway Heights city, WA.....	6,114	Cape Girardeau city, MO.....	37,941
Albany city, GA.....	77,434	Cartersville city, GA.....	19,731
Albany city, OR.....	50,158	Carver County, MN.....	91,042
Albemarle County, VA.....	98,970	Cary town, NC.....	135,234
Albert Lea city, MN.....	18,016	Casa Grande city, AZ.....	48,571
Altoona city, IA.....	14,541	Casper city, WY.....	55,316
Ambridge borough, PA.....	7,050	Castle Pines North city, CO.....	10,360
Ames city, IA.....	58,965	Castle Rock town, CO.....	48,231
Andover CDP, MA.....	8,762	Cedar Falls city, IA.....	39,260
Ankeny city, IA.....	45,582	Cedar Rapids city, IA.....	126,326

### What Benchmarks Are Not

Benchmarks do not tell you what you need to fix. In this way, benchmarks are not like blood tests that carry a range, often narrow, within which you are considered to be healthy and outside of which you could be sick. A local score that is lower than scores typically seen in other places may indicate nothing more than community sentiment that resonates. For example, a suburb located near a large metropolitan center may not be seen to have as strong an economy as other places. This residential suburb’s commercial areas are not seen to be as vibrant as other places, may have a higher cost of living, fewer jobs and may have ceded downtown activities to a nearby metro area that has much higher density and more entertainment opportunities. A lower benchmark rating for “economy” simply offers specifics to the community identity which residents and leaders may feel no need to ameliorate. Instead

this hypothetical community may want to focus its resources on sustaining or strengthening its image as a safe place with many recreation opportunities and ease of travel by car and light rail.

#### How to Use Benchmarks

Many of the charts and tables in The NCS reports have been color-coded to indicate how your results compare to national benchmarks.

Benchmark comparisons often are used for performance measurement. Communities use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, jurisdictions need to know how others rate their services to understand if “good” is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents’ ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the perception of residents in the community it intends to protect is not so strong. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The Basic Service includes national benchmark comparisons. If you chose a custom benchmarks comparison as an additional service to the basic NCS, these comparison will appear in this appendix, as well.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Data come from tens of thousands of individual evaluations of community quality, service delivery and engagement. Despite the differences in jurisdiction characteristics, all are in the business of facilitating a high quality of life for residents, typically by providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective virtually everywhere is to help create and sustain highly livable communities.

#### Where Benchmarks Come From

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

Surveys in the benchmarks are conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the *Citizen Surveys* book, but also in *Public Administration Review* and the *Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work.<sup>4</sup> The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

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<sup>4</sup> See, for example: Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288 and Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341.

## Trends over Time Report

If you have conducted The NCS before, you will automatically receive the Trends over Time report. In this report we show your percent positive ratings by year, how your most current results compare to your previous year's results and how you have compared to the national benchmark for each survey year.

The Trends over Time Report provides insight on the aspects of your community that may be improving or perhaps starting to decline. While trends for your national benchmark comparisons are provided for reference, the benchmark is constantly changing as communities conduct newer surveys or new communities conduct surveys and resident perspectives change. Overall, your trends represent, perhaps, the most powerful benchmark you have – a comparison of you to yourself in prior years. These trends can be a window into the impact of new policies, capital projects or programs in your community.

Table 1: Community Quality Overall

	Percent rating positively (e.g., excellent/good)			2013 compared to 2011	Comparison to benchmark		
	2009	2011	2013		2009	2011	2013
Overall quality of life	68%	74%	79%	Similar	Much lower	Similar	Similar
Overall image	76%	80%	78%	Similar	Similar	Higher	Similar
Place to live	72%	71%	82%	Higher	Similar	Similar	Much higher
Neighborhood	79%	84%	91%	Similar	Higher	Higher	Higher
Place to raise children	65%	69%	78%	Similar	Lower	Much higher	Higher
Place to retire	NA	NA	60%	NA	NA	NA	Much lower
Overall appearance	88%	87%	90%	Similar	Similar	Similar	Similar



## Demographic and Geographic Subgroup Comparison Reports

An additional service many participants in The NCS choose is comparison of results by respondent characteristics. In the Demographic Subgroup Comparison Report, each survey question is cross-classified by responses from different demographic groups in your community. We typically show five demographic groupings (housing unit type, housing tenure, age, gender and race/ethnicity) so that you can see if results differ depending on the demographic category of respondent. The Geographic Subgroup Comparison Report is another optional service that compares survey responses by subgroups, in this case, based on respondents' location (e.g., district, neighborhood, ward, etc.). In order to create a report of geographic comparisons, the geographic subareas will need to be determined well before the survey mailing.

In these subgroup comparison reports, we show the percent positive rating and shade “statistically significant” differences grey. The shading is based on analysis of variance and chi-square tests of statistical significance where a “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed among subgroups are due to chance; or in other words, a greater than 95% probability that there are differences that exist in the subgroups being compared.

Table 1: Community Characteristics General

Percent rating positively (e.g., excellent/good)	Housing unit type		Housing tenure		Age			Gender		Race/Ethnicity		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
The overall quality of life in ABC	58%	55%	53%	58%	55%	56%	59%	60%	54%	43%	56%	57%
Overall image or reputation of ABC	62%	55%	56%	59%	59%	56%	60%	56%	61%	58%	55%	58%
ABC as a place to live	68%	67%	64%	69%	64%	69%	69%	68%	68%	68%	67%	68%
Your neighborhood as a place to live	50%	49%	46%	51%	53%	49%	47%	50%	49%	49%	47%	50%
ABC as a place to raise children	63%	62%	62%	63%	62%	62%	65%	64%	62%	62%	55%	63%
ABC as a place to retire	60%	59%	57%	60%	60%	58%	61%	60%	58%	60%	60%	60%
Overall appearance of ABC	55%	50%	43%	56%	50%	52%	57%	52%	53%	52%	57%	53%

Table 1: Community Characteristics General

Percent rating positively (e.g., excellent/good)	District 1	District 2	District 3	District 4	Overall
The overall quality of life in ABC	53%	59%	58%	59%	57%
Overall image or reputation of ABC	50%	61%	60%	60%	58%
ABC as a place to live	60%	72%	72%	74%	68%
Your neighborhood as a place to live	45%	58%	50%	48%	50%
ABC as a place to raise children	57%	66%	65%	67%	63%
ABC as a place to retire	55%	65%	60%	65%	60%
Overall appearance of ABC	50%	52%	53%	59%	53%

Demographic subgroup comparisons can help with creating targeted communication and service campaigns to address the concerns of each group.

Geographic subgroup comparisons can help demonstrate the sense of equity felt across the community since residents in some parts of every community tend to feel better than do those in other areas about the services they receive or the livability of their neighborhood. Results from geographic subgroup comparisons will permit targeting of services, capital improvements and programs so that residents in all areas can feel that they are receiving their fair share of resources.

## Open-ended Question Responses

The NCS standard questions are close-ended. A closed-ended question is one where a set of response options is listed as fixed choices on the survey and those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, respondents must “create” their own answers and state them in their own words. The inclusion of an open-ended question is available as an additional service for The NCS that results in a separate Report of Open-ended Questions.

On the survey, respondents write, in their own words, their answer to the posed open-ended questions. In this report, the verbatim responses are categorized by topic area using qualitative coding techniques. Often, an “other” category is used for responses falling outside these coded categories. In general, a code is assigned when the number of related responses reaches a critical mass.

We will provide a table showing the frequency of each code to give a general overview of the responses.

Table 1: Question 13

What one thing do you like most about living in ABC?	2013
Location	38%
My neighborhood	16%
Quality of life in general	10%
Parks and open space	14%
Rural character	8%
Small town feel	7%
Other	7%
Total	100%

We also provide every verbatim response with its assigned code. This type of report gives you and others a chance to “hear” the voice of respondents in their own words.

## Verbatim Responses

The following pages contain the respondents’ verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

### What one thing do you like most about living in ABC?

#### Location

- Access to everything
- Actual location
- Close to city
- Close to metro
- Close to my office
- Close to town
- Close to work
- Close to work and everything is handy
- Convenience
- Convenience
- Convenience
- Everything is handy and close
- I like living south of the river
- It’s convenient to everything meaning shopping and the airport
- Location
- Location
- Proximity to downtown

#### My neighborhood

- Appearance of the neighborhoods
- Friendly people next door
- Good neighborhood
- Great neighborhood
- I love my neighborhood!
- Just happy with the neighborhood I live in
- Lots of kids in the neighborhood
- Neighbors
- My neighborhood

# Understanding Survey Research

## Survey Sampling

We systematically select households from a geocoded United States Postal Service (USPS) address list to ensure that only households located within the boundaries of a community are surveyed. Systematic sampling is a procedure whereby a complete list of all eligible addresses is culled, selecting every N<sup>th</sup> one (a number that changes depending on the size of the population and the sample size to be selected) until the appropriate number of addresses is sampled. Not only does NRC scientifically and randomly sample households to participate in The NCS, but we also select, without bias, the household member to participate. This methodology helps ensure that the attitudes expressed by our respondent sample closely approximate the attitudes of all adult residents living in the community. Without controlling who in the household participates, it is likely that results would be biased towards those who are more sedentary and those without jobs (who may have different opinions about some services).

The Basic Service of The NCS includes mailing to randomly selected households. Though response rates across the US have dipped in recent years, the response rate for most administrations of The NCS ranges between 20% and 40%, which yields between 300 and 480 completed surveys.

## Margin of Error and Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used for The NCS, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because *some* residents’ opinions are used to estimate *all* residents’ opinions. The relationship between sample size and precision of estimates or margin of error (at the 95% confidence level) is shown in the adjacent table. With a typical sample size for The NCS, this means an estimated margin of error at the 95% confidence level of plus or minus four to six percentage points.

Number of completed surveys	Margin of error
100	±9.8%
300	±5.7%
400	±4.9%
500	±4.4%
750	±3.6%

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

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

## Non-response Bias

Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the community a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers).

## Weighting

The first step in preparing the data for analysis is to weight the data to reflect the demographic profile of the residents of the community being surveyed. Weighting is the approach used by quality survey consultancies to ensure that the demographic characteristics of the sample mirror the overall population. It is an important method to adjust for potential non-response bias. NRC uses a special software program of mathematical algorithms to calculate the appropriate weights. Several different weighting “schemes” may be tested to ensure the best fit for the data.

## “Don’t know” Responses

Generally, a small portion of respondents select “don’t know” for most survey items and inevitably some items have a larger “don’t know” percentage. Comparing responses to a set of items on the same scale can be misleading when the “don’t know” responses have been included. If two items have disparate “don’t know” percentages (2% versus 17%, for example), any apparent similarities or differences across the remaining response options may disappear once the “don’t know” responses are removed. Such an example is shown below.

When comparing the community as a place to live to the community as a place to work, it would appear that 76% of respondents rated the community as a place to live as “excellent” or “good” compared to just 63% for the community as a place to work. However, the community as a place to work has a much higher proportion of respondents answering “don’t know” (17% compared to 2%).

	Place to live		Place to work	
	Number	Percent	Number	Percent
Excellent	48	25%	38	20%
Good	97	51%	81	43%
Fair	23	12%	22	12%
Poor	19	10%	17	9%
Don't know	3	2%	32	17%
Total	190	100%	190	100%

If we remove the three “don’t know” responses from the community as a place to live and the 32 “don’t know” responses from the community as a place to work, the two items are actually much more similar in their evaluations: 78% “excellent” or “good” place to live compared to 75% “excellent” or “good” place to work.

	Place to live		Place to work	
	Number	Percent	Number	Percent
Excellent	48	26%	38	24%
Good	97	52%	81	51%
Fair	23	12%	22	14%
Poor	19	10%	17	11%
Total	187	100%	158	100%

## 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 communities conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The NCS questionnaire, 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, NRC has found that ratings of almost every local government service in almost every community 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. With questions worded for EGFP, responses are more neutral because they require 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).



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

## Scottsdale, AZ

Technical Appendices

2018



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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

# Appendix A: Complete Survey Responses

## Responses excluding “don’t know”

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

Table 1: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Scottsdale as a place to live	65%	N=197	33%	N=99	3%	N=8	0%	N=0	100%	N=304
Your neighborhood as a place to live	58%	N=173	37%	N=113	4%	N=13	1%	N=3	100%	N=301
Scottsdale as a place to raise children	51%	N=121	35%	N=83	10%	N=24	3%	N=8	100%	N=236
Scottsdale as a place to work	53%	N=133	37%	N=92	8%	N=19	3%	N=6	100%	N=250
Scottsdale as a place to visit	69%	N=202	27%	N=79	4%	N=11	0%	N=0	100%	N=293
Scottsdale as a place to retire	61%	N=167	29%	N=79	8%	N=21	2%	N=6	100%	N=273
The overall quality of life in Scottsdale	59%	N=178	37%	N=112	4%	N=13	0%	N=0	100%	N=303

Table 2: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Scottsdale	44%	N=132	51%	N=153	5%	N=15	0%	N=0	100%	N=301
Overall ease of getting to the places you usually have to visit	36%	N=109	46%	N=141	16%	N=48	2%	N=5	100%	N=302
Quality of overall natural environment in Scottsdale	46%	N=138	46%	N=137	8%	N=24	1%	N=3	100%	N=302
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	31%	N=94	48%	N=144	18%	N=54	3%	N=9	100%	N=300
Health and wellness opportunities in Scottsdale	57%	N=165	33%	N=95	10%	N=28	1%	N=2	100%	N=290
Overall opportunities for education and enrichment	38%	N=103	44%	N=119	14%	N=39	3%	N=8	100%	N=269
Overall economic health of Scottsdale	34%	N=94	54%	N=147	10%	N=26	2%	N=6	100%	N=273
Sense of community	21%	N=60	33%	N=93	33%	N=95	13%	N=38	100%	N=287
Overall image or reputation of Scottsdale	49%	N=148	41%	N=122	8%	N=25	2%	N=5	100%	N=300

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Scottsdale to someone who asks	73%	N=222	23%	N=70	3%	N=9	1%	N=3	100%	N=304
Remain in Scottsdale for the next five years	77%	N=230	13%	N=38	4%	N=13	6%	N=17	100%	N=298

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	81%	N=247	17%	N=51	2%	N=6	0%	N=1	0%	N=0	100%	N=305
In Scottsdale's downtown/commercial area during the day	65%	N=189	31%	N=90	4%	N=12	1%	N=2	0%	N=0	100%	N=292



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Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	7%	N=22	49%	N=147	33%	N=101	11%	N=33	100%	N=302
Ease of public parking	16%	N=48	50%	N=146	25%	N=74	9%	N=26	100%	N=295
Ease of travel by car in Scottsdale	22%	N=67	48%	N=146	25%	N=74	5%	N=14	100%	N=301
Ease of travel by public transportation in Scottsdale	8%	N=14	35%	N=60	27%	N=47	30%	N=52	100%	N=172
Ease of travel by bicycle in Scottsdale	22%	N=43	40%	N=78	27%	N=53	10%	N=20	100%	N=194
Ease of walking in Scottsdale	36%	N=101	39%	N=110	16%	N=45	9%	N=26	100%	N=282
Availability of paths and walking trails	45%	N=131	38%	N=110	13%	N=38	4%	N=12	100%	N=290
Air quality	19%	N=56	44%	N=131	27%	N=81	9%	N=26	100%	N=294
Cleanliness of Scottsdale	44%	N=132	45%	N=136	11%	N=34	0%	N=1	100%	N=304
Overall appearance of Scottsdale	48%	N=146	42%	N=126	10%	N=30	0%	N=0	100%	N=302
Public places where people want to spend time	43%	N=125	43%	N=126	14%	N=40	1%	N=3	100%	N=294
Variety of housing options	24%	N=68	40%	N=115	27%	N=76	9%	N=27	100%	N=286
Availability of affordable quality housing	5%	N=14	31%	N=84	31%	N=83	33%	N=90	100%	N=271
Fitness opportunities (including exercise classes and paths or trails, etc.)	50%	N=144	36%	N=105	10%	N=30	3%	N=9	100%	N=289
Recreational opportunities	44%	N=128	39%	N=113	12%	N=35	4%	N=11	100%	N=287
Availability of affordable quality food	39%	N=118	39%	N=116	18%	N=54	4%	N=12	100%	N=299
Availability of affordable quality health care	37%	N=106	40%	N=116	17%	N=49	6%	N=17	100%	N=288
Availability of preventive health services	39%	N=105	44%	N=118	13%	N=35	4%	N=11	100%	N=269
Availability of affordable quality mental health care	30%	N=49	34%	N=56	19%	N=32	17%	N=28	100%	N=165

Table 6: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	19%	N=20	33%	N=34	36%	N=37	12%	N=13	100%	N=104
K-12 education	19%	N=30	48%	N=76	24%	N=38	10%	N=16	100%	N=159
Adult educational opportunities	19%	N=36	46%	N=86	28%	N=51	7%	N=12	100%	N=185
Opportunities to attend cultural/arts/music activities	36%	N=99	47%	N=132	14%	N=38	3%	N=9	100%	N=277
Opportunities to participate in religious or spiritual events and activities	41%	N=83	43%	N=87	14%	N=28	2%	N=5	100%	N=203
Employment opportunities	20%	N=42	51%	N=107	25%	N=52	4%	N=9	100%	N=209
Shopping opportunities	67%	N=201	28%	N=84	3%	N=10	1%	N=3	100%	N=298
Cost of living in Scottsdale	5%	N=14	38%	N=111	42%	N=125	15%	N=44	100%	N=295
Overall quality of business and service establishments in Scottsdale	28%	N=83	58%	N=169	13%	N=38	1%	N=3	100%	N=292
Vibrant downtown/commercial area	44%	N=125	41%	N=117	15%	N=42	1%	N=3	100%	N=288
Overall quality of new development in Scottsdale	29%	N=78	42%	N=111	19%	N=49	11%	N=28	100%	N=266
Opportunities to participate in social events and activities	33%	N=87	48%	N=128	17%	N=44	2%	N=6	100%	N=266
Opportunities to volunteer	32%	N=68	51%	N=106	14%	N=29	3%	N=6	100%	N=209
Opportunities to participate in community matters	18%	N=39	50%	N=108	26%	N=55	6%	N=13	100%	N=214
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=43	38%	N=96	30%	N=74	15%	N=36	100%	N=249
Neighborliness of residents in Scottsdale	16%	N=46	41%	N=120	31%	N=91	12%	N=35	100%	N=291
Helping new residents feel connected and integrated	11%	N=28	32%	N=78	37%	N=93	20%	N=49	100%	N=247
Demonstrating respect for residents of different cultures and belief systems	16%	N=40	38%	N=94	35%	N=88	11%	N=29	100%	N=250

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	16%	N=48	84%	N=254	100%	N=302
Made efforts to make your home more energy efficient	26%	N=79	74%	N=221	100%	N=300
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	60%	N=178	40%	N=121	100%	N=299
Household member was a victim of a crime in Scottsdale	92%	N=274	8%	N=25	100%	N=299
Reported a crime to the police in Scottsdale	83%	N=249	17%	N=51	100%	N=300
Stocked supplies in preparation for an emergency	79%	N=238	21%	N=62	100%	N=300
Campaigned or advocated for an issue, cause or candidate	66%	N=198	34%	N=101	100%	N=299
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	66%	N=196	34%	N=103	100%	N=299
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	83%	N=249	17%	N=49	100%	N=298

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Scottsdale recreation centers or their services	13%	N=37	19%	N=55	30%	N=89	39%	N=115	100%	N=297
Visited a neighborhood park or City park	22%	N=66	26%	N=78	35%	N=105	17%	N=50	100%	N=298
Used Scottsdale public libraries or their services	11%	N=34	17%	N=51	31%	N=92	41%	N=122	100%	N=299
Participated in religious or spiritual activities in Scottsdale	12%	N=37	18%	N=53	17%	N=51	53%	N=157	100%	N=298
Attended a City-sponsored event	2%	N=7	6%	N=19	42%	N=124	49%	N=147	100%	N=297
Used bus or other public transportation instead of driving	3%	N=8	4%	N=11	13%	N=39	81%	N=240	100%	N=298
Carpooled with other adults or children instead of driving alone	12%	N=35	17%	N=50	13%	N=39	58%	N=173	100%	N=297
Walked or biked instead of driving	15%	N=46	16%	N=47	30%	N=88	39%	N=114	100%	N=295
Volunteered your time to some group/activity in Scottsdale	6%	N=19	9%	N=26	20%	N=59	65%	N=192	100%	N=295
Participated in a club	9%	N=26	10%	N=29	13%	N=39	68%	N=200	100%	N=295
Talked to or visited with your immediate neighbors	41%	N=123	28%	N=84	20%	N=59	10%	N=31	100%	N=296
Done a favor for a neighbor	23%	N=67	23%	N=69	32%	N=95	22%	N=64	100%	N=296
Visited or used a City pool	4%	N=11	2%	N=6	8%	N=25	86%	N=255	100%	N=297
Used a City fitness facility	7%	N=21	3%	N=9	10%	N=29	80%	N=232	100%	N=289
Visited downtown for shopping, dining or to attend an event	19%	N=56	36%	N=108	37%	N=109	8%	N=25	100%	N=297

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	2%	N=6	16%	N=48	82%	N=245	100%	N=301
Watched (online or on television) a local public meeting	2%	N=6	3%	N=10	16%	N=49	78%	N=235	100%	N=299

Table 10: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	46%	N=114	44%	N=111	8%	N=19	2%	N=5	100%	N=249
Fire services	61%	N=135	34%	N=75	5%	N=11	0%	N=0	100%	N=221
Ambulance or emergency medical services	58%	N=115	37%	N=73	4%	N=8	2%	N=3	100%	N=199

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Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Crime prevention	29%	N=58	56%	N=114	12%	N=25	4%	N=8	100%	N=205
Fire prevention and education	36%	N=66	52%	N=96	10%	N=19	2%	N=3	100%	N=184
Traffic enforcement	22%	N=55	48%	N=121	19%	N=48	12%	N=30	100%	N=254
Street repair	20%	N=56	47%	N=135	27%	N=76	6%	N=18	100%	N=284
Street cleaning	28%	N=78	49%	N=139	21%	N=59	2%	N=6	100%	N=282
Street lighting	23%	N=68	48%	N=142	21%	N=61	8%	N=22	100%	N=292
Sidewalk maintenance	27%	N=75	49%	N=136	20%	N=57	3%	N=9	100%	N=277
Traffic signal timing	16%	N=46	42%	N=122	26%	N=76	16%	N=45	100%	N=289
Bus or transit services	21%	N=30	45%	N=64	15%	N=21	19%	N=27	100%	N=141
Garbage collection	52%	N=139	39%	N=104	8%	N=22	1%	N=3	100%	N=268
Recycling	44%	N=121	37%	N=101	9%	N=24	10%	N=26	100%	N=273
Yard waste pick-up	48%	N=101	37%	N=79	12%	N=25	4%	N=8	100%	N=213
Storm drainage	26%	N=66	46%	N=119	19%	N=49	9%	N=23	100%	N=257
Drinking water	24%	N=67	37%	N=104	26%	N=72	13%	N=37	100%	N=279
Sewer services	36%	N=88	43%	N=106	19%	N=46	2%	N=4	100%	N=245
Utility billing	29%	N=78	45%	N=122	18%	N=49	9%	N=24	100%	N=273
City parks	44%	N=121	46%	N=127	9%	N=26	1%	N=1	100%	N=276
Recreation programs or classes	38%	N=61	48%	N=77	11%	N=18	3%	N=5	100%	N=160
Recreation centers or facilities	33%	N=59	54%	N=95	11%	N=19	2%	N=3	100%	N=175
Land use, planning and zoning	14%	N=30	37%	N=80	35%	N=75	15%	N=32	100%	N=218
Code enforcement (weeds, abandoned buildings, etc.)	21%	N=43	39%	N=78	28%	N=56	11%	N=22	100%	N=199
Animal control	27%	N=52	47%	N=90	18%	N=34	8%	N=14	100%	N=190
Economic development	25%	N=59	52%	N=125	19%	N=46	4%	N=10	100%	N=240
Public library services	60%	N=124	33%	N=69	6%	N=13	1%	N=2	100%	N=207
Public information services	28%	N=53	50%	N=97	19%	N=38	3%	N=6	100%	N=194
Cable television	21%	N=48	37%	N=85	27%	N=62	16%	N=37	100%	N=232
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=25	44%	N=63	33%	N=47	7%	N=10	100%	N=144
Preservation of natural areas such as open space, farmlands and greenbelts	31%	N=77	43%	N=106	20%	N=49	6%	N=15	100%	N=247
Scottsdale McDowell Sonoran Preserve	59%	N=135	29%	N=67	11%	N=24	1%	N=2	100%	N=228
City-sponsored special events	28%	N=53	54%	N=102	16%	N=31	2%	N=4	100%	N=190
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	30%	N=73	48%	N=116	16%	N=37	6%	N=13	100%	N=240
Scottsdale website (www.ScottsdaleAZ.gov)	23%	N=44	52%	N=98	24%	N=45	1%	N=1	100%	N=188
City Cable Channel 11 or Scottsdale Video Network	20%	N=20	49%	N=48	29%	N=29	2%	N=2	100%	N=99
Water services provided by Scottsdale Water Department	26%	N=64	51%	N=125	17%	N=43	6%	N=14	100%	N=245
Drinking water taste	17%	N=49	30%	N=85	24%	N=69	28%	N=80	100%	N=283
Senior services	32%	N=38	46%	N=54	16%	N=19	6%	N=7	100%	N=119

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Scottsdale	32%	N=93	54%	N=157	14%	N=40	0%	N=1	100%	N=291
The Federal Government	8%	N=22	29%	N=77	48%	N=125	15%	N=38	100%	N=262

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Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The State Government	9%	N=23	39%	N=102	44%	N=114	9%	N=23	100%	N=262
Maricopa County Government	10%	N=24	41%	N=99	43%	N=105	7%	N=16	100%	N=244

Table 12: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Scottsdale	19%	N=55	45%	N=126	30%	N=84	6%	N=17	100%	N=282
The overall direction that Scottsdale is taking	18%	N=49	47%	N=132	26%	N=74	9%	N=24	100%	N=279
The job Scottsdale government does at welcoming citizen involvement	19%	N=42	37%	N=82	31%	N=68	13%	N=29	100%	N=221
Overall confidence in Scottsdale government	14%	N=38	44%	N=120	32%	N=88	10%	N=26	100%	N=271
Generally acting in the best interest of the community	15%	N=40	43%	N=119	29%	N=80	13%	N=35	100%	N=274
Being honest	18%	N=42	34%	N=83	33%	N=79	16%	N=38	100%	N=241
Treating all residents fairly	18%	N=43	38%	N=92	28%	N=68	15%	N=37	100%	N=240
Law enforcement treating all residents fairly	27%	N=60	41%	N=92	23%	N=52	8%	N=18	100%	N=223

Table 13: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Scottsdale	65%	N=197	30%	N=92	5%	N=14	0%	N=1	100%	N=304
Overall ease of getting to the places you usually have to visit	41%	N=124	51%	N=154	8%	N=25	0%	N=1	100%	N=303
Quality of overall natural environment in Scottsdale	52%	N=156	36%	N=108	11%	N=33	0%	N=1	100%	N=298
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	42%	N=128	44%	N=133	14%	N=42	0%	N=0	100%	N=303
Health and wellness opportunities in Scottsdale	40%	N=122	41%	N=124	17%	N=52	2%	N=5	100%	N=303
Overall opportunities for education and enrichment	40%	N=122	44%	N=133	13%	N=40	3%	N=8	100%	N=303
Overall economic health of Scottsdale	54%	N=165	38%	N=115	7%	N=22	0%	N=1	100%	N=303
Sense of community	36%	N=108	50%	N=150	13%	N=40	2%	N=5	100%	N=302

Table 14: Question 14

Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:	Essential		Very important		Somewhat important		Not at all important		Total	
Repair or replace aging parks, libraries and arts facilities	25%	N=74	43%	N=128	30%	N=88	1%	N=4	100%	N=294
Repave roads and improve roadside appearance	43%	N=129	37%	N=111	18%	N=54	1%	N=4	100%	N=298
Build new public parking garages and improve event spaces downtown	16%	N=48	27%	N=78	45%	N=133	12%	N=34	100%	N=294
Upgrade outdated City technology such as the 911 dispatch and building permit systems	38%	N=108	38%	N=110	22%	N=64	1%	N=4	100%	N=286
Build structures to better manage storm-related flooding and run-off	30%	N=86	40%	N=118	25%	N=73	5%	N=14	100%	N=292
Remodel fire and police stations and training facilities to meet current safety and operational standards	31%	N=89	37%	N=107	26%	N=74	7%	N=20	100%	N=290

Table 15: Question 15

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Walked or hiked in the Preserve	10%	N=30	15%	N=45	34%	N=104	41%	N=123	100%	N=301
Rode a mountain bike in the Preserve	1%	N=4	2%	N=7	12%	N=35	84%	N=253	100%	N=300

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Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Rock climbed in the Preserve	1%	N=2	1%	N=4	6%	N=17	93%	N=277	100%	N=299
Ridden a horse in the Preserve	0%	N=0	2%	N=6	5%	N=15	93%	N=279	100%	N=299
Visited a Preserve trailhead	8%	N=23	14%	N=42	31%	N=91	47%	N=142	100%	N=298
Taken out of town visitors on any of these activities in the Preserve	1%	N=3	7%	N=20	39%	N=117	54%	N=161	100%	N=301

Table 16: Question 16

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree or disagree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale should do more to promote water conservation among residents	48%	N=143	33%	N=97	16%	N=48	2%	N=5	1%	N=3	100%	N=296
My household could do more to conserve water	24%	N=72	40%	N=117	21%	N=62	9%	N=28	5%	N=16	100%	N=295
My neighbors could do more to conserve water	33%	N=82	34%	N=84	26%	N=65	4%	N=11	2%	N=6	100%	N=249

Table 17: Question 17

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
	%	N	%	N	%	N	%	N
Scottsdale Update utility bill newsletter	20%	N=61	34%	N=101	46%	N=138	100%	N=301
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	17%	N=50	35%	N=106	48%	N=145	100%	N=300
City website (ScottsdaleAZ.gov)	23%	N=68	41%	N=121	37%	N=109	100%	N=298
Scottsdale Update weekly email newsletter (or other City email newsletters)	6%	N=19	34%	N=101	60%	N=179	100%	N=299
City Cable Channel 11 or Scottsdale Video Network	7%	N=20	24%	N=71	70%	N=208	100%	N=299
Local newspapers, television or radio news	42%	N=125	36%	N=107	23%	N=69	100%	N=301
Facebook	18%	N=53	21%	N=62	62%	N=184	100%	N=298
Twitter	7%	N=21	14%	N=42	79%	N=239	100%	N=302
Next Door	16%	N=48	22%	N=67	62%	N=185	100%	N=300
YouTube	4%	N=12	14%	N=41	82%	N=248	100%	N=301
Word of mouth	35%	N=105	46%	N=137	19%	N=58	100%	N=300

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	3%	N=10	6%	N=19	4%	N=11	22%	N=65	65%	N=197	100%	N=302
Purchase goods or services from a business located in Scottsdale	2%	N=5	0%	N=1	18%	N=54	51%	N=154	29%	N=87	100%	N=301
Eat at least 5 portions of fruits and vegetables a day	3%	N=9	12%	N=36	36%	N=106	33%	N=96	16%	N=48	100%	N=295
Participate in moderate or vigorous physical activity	2%	N=5	9%	N=27	19%	N=58	38%	N=112	32%	N=96	100%	N=298
Read or watch local news (via television, paper, computer, etc.)	1%	N=4	9%	N=27	24%	N=71	25%	N=75	40%	N=121	100%	N=298
Vote in local elections	5%	N=16	2%	N=7	4%	N=11	14%	N=43	74%	N=223	100%	N=300

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Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	34%	N=101
Very good	37%	N=111
Good	22%	N=67
Fair	5%	N=16
Poor	2%	N=6
Total	100%	N=299

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	12%	N=34
Somewhat positive	26%	N=78
Neutral	47%	N=140
Somewhat negative	15%	N=46
Very negative	1%	N=2
Total	100%	N=300

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=167
Working part time for pay	12%	N=35
Unemployed, looking for paid work	1%	N=4
Unemployed, not looking for paid work	2%	N=7
Fully retired	29%	N=86
Total	100%	N=298

Table 22: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	31%	N=87
Yes, from home	13%	N=37
No	56%	N=160
Total	100%	N=284

Table 23: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	9%	N=26
2 to 5 years	24%	N=72
6 to 10 years	13%	N=38
11 to 20 years	23%	N=69
More than 20 years	32%	N=97
Total	100%	N=302

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Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	58%	N=173
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=124
Mobile home	0%	N=0
Other	1%	N=4
Total	100%	N=301

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	30%	N=90
Owned	70%	N=210
Total	100%	N=300

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	2%	N=7
\$300 to \$599 per month	9%	N=26
\$600 to \$999 per month	10%	N=28
\$1,000 to \$1,499 per month	24%	N=70
\$1,500 to \$2,499 per month	29%	N=83
\$2,500 or more per month	26%	N=75
Total	100%	N=290

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=223
Yes	26%	N=78
Total	100%	N=300

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	65%	N=195
Yes	35%	N=103
Total	100%	N=298

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Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	8%	N=22
\$25,000 to \$49,999	13%	N=35
\$50,000 to \$99,999	26%	N=70
\$100,000 to \$149,999	18%	N=48
\$150,000 or more	36%	N=98
Total	100%	N=273

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=271
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=24
Total	100%	N=295

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=5
Asian, Asian Indian or Pacific Islander	3%	N=8
Black or African American	0%	N=1
White	95%	N=278
Other	4%	N=11

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

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=6
25 to 34 years	19%	N=58
35 to 44 years	11%	N=33
45 to 54 years	23%	N=67
55 to 64 years	12%	N=35
65 to 74 years	19%	N=56
75 years or older	14%	N=41
Total	100%	N=295

Table 33: Question D16

What is your sex?	Percent	Number
Female	52%	N=151
Male	48%	N=142
Total	100%	N=293



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Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	76%	N=228
Land line	11%	N=33
Both	13%	N=40
Total	100%	N=300

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Responses including “don’t know”

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

Table 35: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Scottsdale as a place to live	65%	N=197	33%	N=99	3%	N=8	0%	N=0	0%	N=0	100%	N=304
Your neighborhood as a place to live	57%	N=173	37%	N=113	4%	N=13	1%	N=3	0%	N=1	100%	N=302
Scottsdale as a place to raise children	41%	N=121	28%	N=83	8%	N=24	3%	N=8	20%	N=61	100%	N=297
Scottsdale as a place to work	45%	N=133	31%	N=92	6%	N=19	2%	N=6	16%	N=47	100%	N=298
Scottsdale as a place to visit	67%	N=202	26%	N=79	4%	N=11	0%	N=0	2%	N=7	100%	N=299
Scottsdale as a place to retire	56%	N=167	27%	N=79	7%	N=21	2%	N=6	8%	N=25	100%	N=298
The overall quality of life in Scottsdale	58%	N=178	37%	N=112	4%	N=13	0%	N=0	0%	N=1	100%	N=304

Table 36: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Scottsdale	44%	N=132	51%	N=153	5%	N=15	0%	N=0	1%	N=3	100%	N=303
Overall ease of getting to the places you usually have to visit	36%	N=109	46%	N=141	16%	N=48	2%	N=5	0%	N=0	100%	N=302
Quality of overall natural environment in Scottsdale	46%	N=138	46%	N=137	8%	N=24	1%	N=3	0%	N=0	100%	N=302
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	31%	N=94	48%	N=144	18%	N=54	3%	N=9	0%	N=1	100%	N=301
Health and wellness opportunities in Scottsdale	55%	N=165	32%	N=95	9%	N=28	1%	N=2	3%	N=9	100%	N=299
Overall opportunities for education and enrichment	34%	N=103	39%	N=119	13%	N=39	3%	N=8	11%	N=33	100%	N=302
Overall economic health of Scottsdale	32%	N=94	49%	N=147	9%	N=26	2%	N=6	8%	N=25	100%	N=297
Sense of community	20%	N=60	31%	N=93	32%	N=95	13%	N=38	3%	N=10	100%	N=297
Overall image or reputation of Scottsdale	49%	N=148	40%	N=122	8%	N=25	2%	N=5	0%	N=1	100%	N=301

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Scottsdale to someone who asks	73%	N=222	23%	N=70	3%	N=9	1%	N=3	0%	N=0	100%	N=304
Remain in Scottsdale for the next five years	76%	N=230	12%	N=38	4%	N=13	5%	N=17	2%	N=6	100%	N=304

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	81%	N=247	17%	N=51	2%	N=6	0%	N=1	0%	N=0	0%	N=0	100%	N=305
In Scottsdale's downtown/commercial area during the day	62%	N=189	30%	N=90	4%	N=12	1%	N=2	0%	N=0	4%	N=12	100%	N=304

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Table 39: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	7%	N=22	48%	N=147	33%	N=101	11%	N=33	1%	N=3	100%	N=305
Ease of public parking	16%	N=48	48%	N=146	25%	N=74	9%	N=26	2%	N=7	100%	N=302
Ease of travel by car in Scottsdale	22%	N=67	48%	N=146	24%	N=74	5%	N=14	1%	N=3	100%	N=303
Ease of travel by public transportation in Scottsdale	5%	N=14	20%	N=60	16%	N=47	17%	N=52	42%	N=127	100%	N=299
Ease of travel by bicycle in Scottsdale	15%	N=43	27%	N=78	18%	N=53	7%	N=20	34%	N=99	100%	N=293
Ease of walking in Scottsdale	34%	N=101	37%	N=110	15%	N=45	9%	N=26	6%	N=18	100%	N=300
Availability of paths and walking trails	43%	N=131	36%	N=110	13%	N=38	4%	N=12	4%	N=11	100%	N=302
Air quality	19%	N=56	44%	N=131	27%	N=81	9%	N=26	1%	N=4	100%	N=298
Cleanliness of Scottsdale	44%	N=132	45%	N=136	11%	N=34	0%	N=1	0%	N=0	100%	N=304
Overall appearance of Scottsdale	48%	N=146	42%	N=126	10%	N=30	0%	N=0	0%	N=0	100%	N=302
Public places where people want to spend time	42%	N=125	42%	N=126	13%	N=40	1%	N=3	2%	N=7	100%	N=301
Variety of housing options	23%	N=68	38%	N=115	25%	N=76	9%	N=27	5%	N=15	100%	N=301
Availability of affordable quality housing	5%	N=14	28%	N=84	28%	N=83	30%	N=90	10%	N=31	100%	N=302
Fitness opportunities (including exercise classes and paths or trails, etc.)	48%	N=144	35%	N=105	10%	N=30	3%	N=9	4%	N=13	100%	N=302
Recreational opportunities	42%	N=128	38%	N=113	12%	N=35	4%	N=11	5%	N=14	100%	N=302
Availability of affordable quality food	39%	N=118	38%	N=116	18%	N=54	4%	N=12	1%	N=2	100%	N=301
Availability of affordable quality health care	35%	N=106	38%	N=116	16%	N=49	6%	N=17	5%	N=14	100%	N=302
Availability of preventive health services	35%	N=105	39%	N=118	12%	N=35	4%	N=11	10%	N=29	100%	N=299
Availability of affordable quality mental health care	16%	N=49	19%	N=56	11%	N=32	9%	N=28	45%	N=134	100%	N=299

Table 40: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	7%	N=20	11%	N=34	12%	N=37	4%	N=13	65%	N=192	100%	N=296
K-12 education	10%	N=30	26%	N=76	13%	N=38	5%	N=16	46%	N=135	100%	N=295
Adult educational opportunities	12%	N=36	29%	N=86	17%	N=51	4%	N=12	38%	N=111	100%	N=297
Opportunities to attend cultural/arts/music activities	33%	N=99	44%	N=132	13%	N=38	3%	N=9	8%	N=23	100%	N=300
Opportunities to participate in religious or spiritual events and activities	28%	N=83	29%	N=87	9%	N=28	2%	N=5	32%	N=94	100%	N=297
Employment opportunities	14%	N=42	36%	N=107	18%	N=52	3%	N=9	29%	N=86	100%	N=295
Shopping opportunities	67%	N=201	28%	N=84	3%	N=10	1%	N=3	1%	N=2	100%	N=300
Cost of living in Scottsdale	5%	N=14	37%	N=111	42%	N=125	15%	N=44	1%	N=3	100%	N=297
Overall quality of business and service establishments in Scottsdale	28%	N=83	57%	N=169	13%	N=38	1%	N=3	1%	N=4	100%	N=297
Vibrant downtown/commercial area	43%	N=125	40%	N=117	14%	N=42	1%	N=3	2%	N=6	100%	N=294
Overall quality of new development in Scottsdale	26%	N=78	38%	N=111	17%	N=49	10%	N=28	9%	N=27	100%	N=293
Opportunities to participate in social events and activities	29%	N=87	43%	N=128	15%	N=44	2%	N=6	10%	N=31	100%	N=297
Opportunities to volunteer	23%	N=68	35%	N=106	10%	N=29	2%	N=6	30%	N=91	100%	N=300
Opportunities to participate in community matters	13%	N=39	37%	N=108	19%	N=55	4%	N=13	27%	N=80	100%	N=294
Openness and acceptance of the community toward people of diverse backgrounds	14%	N=43	32%	N=96	25%	N=74	12%	N=36	17%	N=51	100%	N=301
Neighborliness of residents in Scottsdale	15%	N=46	40%	N=120	31%	N=91	12%	N=35	2%	N=7	100%	N=298
Helping new residents feel connected and integrated	9%	N=28	26%	N=78	31%	N=93	16%	N=49	18%	N=53	100%	N=300

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Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	13%	N=40	31%	N=94	29%	N=88	9%	N=29	17%	N=50	100%	N=301
Demonstrating respect for residents of different cultures and belief systems												

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	16%	N=48	84%	N=254	100%	N=302
Made efforts to conserve water						
Made efforts to make your home more energy efficient						
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)						
Household member was a victim of a crime in Scottsdale						
Reported a crime to the police in Scottsdale						
Stocked supplies in preparation for an emergency						
Campaigned or advocated for an issue, cause or candidate						
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information						
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion						

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	13%	N=37	19%	N=55	30%	N=89	39%	N=115	100%	N=297
Used Scottsdale recreation centers or their services										
Visited a neighborhood park or City park										
Used Scottsdale public libraries or their services										
Participated in religious or spiritual activities in Scottsdale										
Attended a City-sponsored event										
Used bus or other public transportation instead of driving										
Carpooled with other adults or children instead of driving alone										
Walked or biked instead of driving										
Volunteered your time to some group/activity in Scottsdale										
Participated in a club										
Talked to or visited with your immediate neighbors										
Done a favor for a neighbor										
Visited or used a City pool										
Used a City fitness facility										
Visited downtown for shopping, dining or to attend an event										

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	0%	N=1	2%	N=6	16%	N=48	82%	N=245	100%	N=301
Attended a local public meeting										
Watched (online or on television) a local public meeting										

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Table 44: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	38%	N=114	37%	N=111	6%	N=19	2%	N=5	17%	N=51	100%	N=300
Fire services	45%	N=135	25%	N=75	4%	N=11	0%	N=0	27%	N=80	100%	N=301
Ambulance or emergency medical services	38%	N=115	24%	N=73	3%	N=8	1%	N=3	34%	N=104	100%	N=302
Crime prevention	20%	N=58	38%	N=114	8%	N=25	3%	N=8	32%	N=95	100%	N=300
Fire prevention and education	22%	N=66	33%	N=96	7%	N=19	1%	N=3	37%	N=109	100%	N=294
Traffic enforcement	18%	N=55	41%	N=121	16%	N=48	10%	N=30	15%	N=44	100%	N=297
Street repair	18%	N=56	45%	N=135	25%	N=76	6%	N=18	6%	N=17	100%	N=301
Street cleaning	26%	N=78	47%	N=139	20%	N=59	2%	N=6	5%	N=16	100%	N=298
Street lighting	22%	N=68	47%	N=142	20%	N=61	7%	N=22	3%	N=9	100%	N=301
Sidewalk maintenance	25%	N=75	46%	N=136	19%	N=57	3%	N=9	6%	N=17	100%	N=294
Traffic signal timing	15%	N=46	41%	N=122	25%	N=76	15%	N=45	4%	N=13	100%	N=301
Bus or transit services	10%	N=30	21%	N=64	7%	N=21	9%	N=27	52%	N=156	100%	N=298
Garbage collection	46%	N=139	35%	N=104	7%	N=22	1%	N=3	10%	N=31	100%	N=299
Recycling	40%	N=121	34%	N=101	8%	N=24	9%	N=26	9%	N=27	100%	N=299
Yard waste pick-up	34%	N=101	26%	N=79	8%	N=25	3%	N=8	29%	N=85	100%	N=299
Storm drainage	22%	N=66	40%	N=119	16%	N=49	8%	N=23	14%	N=41	100%	N=298
Drinking water	22%	N=67	35%	N=104	24%	N=72	13%	N=37	6%	N=19	100%	N=298
Sewer services	30%	N=88	36%	N=106	15%	N=46	1%	N=4	18%	N=53	100%	N=298
Utility billing	26%	N=78	41%	N=122	16%	N=49	8%	N=24	8%	N=23	100%	N=297
City parks	40%	N=121	42%	N=127	9%	N=26	0%	N=1	8%	N=24	100%	N=300
Recreation programs or classes	21%	N=61	26%	N=77	6%	N=18	2%	N=5	45%	N=134	100%	N=294
Recreation centers or facilities	20%	N=59	32%	N=95	7%	N=19	1%	N=3	41%	N=120	100%	N=295
Land use, planning and zoning	10%	N=30	27%	N=80	25%	N=75	11%	N=32	27%	N=79	100%	N=297
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=43	26%	N=78	19%	N=56	7%	N=22	33%	N=100	100%	N=299
Animal control	17%	N=52	30%	N=90	11%	N=34	5%	N=14	37%	N=110	100%	N=300
Economic development	20%	N=59	42%	N=125	16%	N=46	3%	N=10	19%	N=55	100%	N=295
Public library services	42%	N=124	23%	N=69	4%	N=13	1%	N=2	30%	N=88	100%	N=296
Public information services	18%	N=53	33%	N=97	13%	N=38	2%	N=6	34%	N=102	100%	N=296
Cable television	16%	N=48	28%	N=85	21%	N=62	13%	N=37	22%	N=66	100%	N=298
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=25	21%	N=63	16%	N=47	3%	N=10	52%	N=155	100%	N=300
Preservation of natural areas such as open space, farmlands and greenbelts	26%	N=77	36%	N=106	16%	N=49	5%	N=15	17%	N=49	100%	N=296
Scottsdale McDowell Sonoran Preserve	45%	N=135	22%	N=67	8%	N=24	1%	N=2	23%	N=69	100%	N=297
City-sponsored special events	18%	N=53	34%	N=102	10%	N=31	1%	N=4	36%	N=108	100%	N=298
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	24%	N=73	39%	N=116	12%	N=37	4%	N=13	20%	N=60	100%	N=300
Scottsdale website (www.ScottsdaleAZ.gov)	15%	N=44	34%	N=98	15%	N=45	0%	N=1	36%	N=104	100%	N=292
City Cable Channel 11 or Scottsdale Video Network	7%	N=20	16%	N=48	10%	N=29	1%	N=2	67%	N=198	100%	N=296
Water services provided by Scottsdale Water Department	22%	N=64	42%	N=125	14%	N=43	5%	N=14	17%	N=52	100%	N=297
Drinking water taste	16%	N=49	28%	N=85	23%	N=69	27%	N=80	6%	N=17	100%	N=301
Senior services	13%	N=38	18%	N=54	6%	N=19	2%	N=7	60%	N=181	100%	N=301

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Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Scottsdale	31%	N=93	52%	N=157	13%	N=40	0%	N=1	3%	N=9	100%	N=300
The Federal Government	7%	N=22	26%	N=77	42%	N=125	13%	N=38	12%	N=37	100%	N=299
The State Government	8%	N=23	34%	N=102	38%	N=114	8%	N=23	13%	N=37	100%	N=299
Maricopa County Government	8%	N=24	33%	N=99	35%	N=105	5%	N=16	18%	N=53	100%	N=297

Table 46: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Scottsdale	18%	N=55	42%	N=126	28%	N=84	6%	N=17	6%	N=18	100%	N=300
The overall direction that Scottsdale is taking	16%	N=49	44%	N=132	25%	N=74	8%	N=24	7%	N=22	100%	N=301
The job Scottsdale government does at welcoming citizen involvement	14%	N=42	27%	N=82	23%	N=68	10%	N=29	26%	N=79	100%	N=300
Overall confidence in Scottsdale government	13%	N=38	40%	N=120	29%	N=88	9%	N=26	9%	N=27	100%	N=298
Generally acting in the best interest of the community	13%	N=40	40%	N=119	27%	N=80	12%	N=35	8%	N=25	100%	N=299
Being honest	14%	N=42	28%	N=83	26%	N=79	13%	N=38	19%	N=58	100%	N=299
Treating all residents fairly	14%	N=43	31%	N=92	23%	N=68	12%	N=37	20%	N=59	100%	N=300
Law enforcement treating all residents fairly	20%	N=60	31%	N=92	17%	N=52	6%	N=18	26%	N=77	100%	N=300

Table 47: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Scottsdale	65%	N=197	30%	N=92	5%	N=14	0%	N=1	100%	N=304
Overall ease of getting to the places you usually have to visit	41%	N=124	51%	N=154	8%	N=25	0%	N=1	100%	N=303
Quality of overall natural environment in Scottsdale	52%	N=156	36%	N=108	11%	N=33	0%	N=1	100%	N=298
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	42%	N=128	44%	N=133	14%	N=42	0%	N=0	100%	N=303
Health and wellness opportunities in Scottsdale	40%	N=122	41%	N=124	17%	N=52	2%	N=5	100%	N=303
Overall opportunities for education and enrichment	40%	N=122	44%	N=133	13%	N=40	3%	N=8	100%	N=303
Overall economic health of Scottsdale	54%	N=165	38%	N=115	7%	N=22	0%	N=1	100%	N=303
Sense of community	36%	N=108	50%	N=150	13%	N=40	2%	N=5	100%	N=302

Table 48: Question 14

Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Repair or replace aging parks, libraries and arts facilities	25%	N=74	43%	N=128	29%	N=88	1%	N=4	2%	N=6	100%	N=300
Repave roads and improve roadside appearance	43%	N=129	37%	N=111	18%	N=54	1%	N=4	1%	N=2	100%	N=300
Build new public parking garages and improve event spaces downtown	16%	N=48	26%	N=78	44%	N=133	11%	N=34	2%	N=7	100%	N=301
Upgrade outdated City technology such as the 911 dispatch and building permit systems	36%	N=108	37%	N=110	22%	N=64	1%	N=4	4%	N=12	100%	N=299
Build structures to better manage storm-related flooding and run-off	29%	N=86	40%	N=118	25%	N=73	5%	N=14	2%	N=7	100%	N=299
Remodel fire and police stations and training facilities to meet current safety and operational standards	30%	N=89	36%	N=107	25%	N=74	7%	N=20	3%	N=10	100%	N=300

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Table 49: Question 15

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Walked or hiked in the Preserve	10%	N=30	15%	N=45	34%	N=104	41%	N=123	100%	N=301
Rode a mountain bike in the Preserve	1%	N=4	2%	N=7	12%	N=35	84%	N=253	100%	N=300
Rock climbed in the Preserve	1%	N=2	1%	N=4	6%	N=17	93%	N=277	100%	N=299
Ridden a horse in the Preserve	0%	N=0	2%	N=6	5%	N=15	93%	N=279	100%	N=299
Visited a Preserve trailhead	8%	N=23	14%	N=42	31%	N=91	47%	N=142	100%	N=298
Taken out of town visitors on any of these activities in the Preserve	1%	N=3	7%	N=20	39%	N=117	54%	N=161	100%	N=301

Table 50: Question 16

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree or disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale should do more to promote water conservation among residents	48%	N=143	32%	N=97	16%	N=48	2%	N=5	1%	N=3	2%	N=5	100%	N=301
My household could do more to conserve water	24%	N=72	39%	N=117	21%	N=62	9%	N=28	5%	N=16	2%	N=5	100%	N=300
My neighbors could do more to conserve water	27%	N=82	28%	N=84	22%	N=65	4%	N=11	2%	N=6	17%	N=52	100%	N=301

Table 51: Question 17

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
	%	N	%	N	%	N	%	N
Scottsdale Update utility bill newsletter	20%	N=61	34%	N=101	46%	N=138	100%	N=301
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	17%	N=50	35%	N=106	48%	N=145	100%	N=300
City website (ScottsdaleAZ.gov)	23%	N=68	41%	N=121	37%	N=109	100%	N=298
Scottsdale Update weekly email newsletter (or other City email newsletters)	6%	N=19	34%	N=101	60%	N=179	100%	N=299
City Cable Channel 11 or Scottsdale Video Network	7%	N=20	24%	N=71	70%	N=208	100%	N=299
Local newspapers, television or radio news	42%	N=125	36%	N=107	23%	N=69	100%	N=301
Facebook	18%	N=53	21%	N=62	62%	N=184	100%	N=298
Twitter	7%	N=21	14%	N=42	79%	N=239	100%	N=302
Next Door	16%	N=48	22%	N=67	62%	N=185	100%	N=300
YouTube	4%	N=12	14%	N=41	82%	N=248	100%	N=301
Word of mouth	35%	N=105	46%	N=137	19%	N=58	100%	N=300

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	3%	N=10	6%	N=19	4%	N=11	22%	N=65	65%	N=197	100%	N=302
Purchase goods or services from a business located in Scottsdale	2%	N=5	0%	N=1	18%	N=54	51%	N=154	29%	N=87	100%	N=301
Eat at least 5 portions of fruits and vegetables a day	3%	N=9	12%	N=36	36%	N=106	33%	N=96	16%	N=48	100%	N=295
Participate in moderate or vigorous physical activity	2%	N=5	9%	N=27	19%	N=58	38%	N=112	32%	N=96	100%	N=298
Read or watch local news (via television, paper, computer, etc.)	1%	N=4	9%	N=27	24%	N=71	25%	N=75	40%	N=121	100%	N=298
Vote in local elections	5%	N=16	2%	N=7	4%	N=11	14%	N=43	74%	N=223	100%	N=300

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Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	34%	N=101
Very good	37%	N=111
Good	22%	N=67
Fair	5%	N=16
Poor	2%	N=6
Total	100%	N=299

Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	12%	N=34
Somewhat positive	26%	N=78
Neutral	47%	N=140
Somewhat negative	15%	N=46
Very negative	1%	N=2
Total	100%	N=300

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=167
Working part time for pay	12%	N=35
Unemployed, looking for paid work	1%	N=4
Unemployed, not looking for paid work	2%	N=7
Fully retired	29%	N=86
Total	100%	N=298

Table 56: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	31%	N=87
Yes, from home	13%	N=37
No	56%	N=160
Total	100%	N=284

Table 57: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	9%	N=26
2 to 5 years	24%	N=72
6 to 10 years	13%	N=38
11 to 20 years	23%	N=69
More than 20 years	32%	N=97
Total	100%	N=302



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Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	58%	N=173
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=124
Mobile home	0%	N=0
Other	1%	N=4
Total	100%	N=301

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	30%	N=90
Owned	70%	N=210
Total	100%	N=300

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	2%	N=7
\$300 to \$599 per month	9%	N=26
\$600 to \$999 per month	10%	N=28
\$1,000 to \$1,499 per month	24%	N=70
\$1,500 to \$2,499 per month	29%	N=83
\$2,500 or more per month	26%	N=75
Total	100%	N=290

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=223
Yes	26%	N=78
Total	100%	N=300

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	65%	N=195
Yes	35%	N=103
Total	100%	N=298

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Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	8%	N=22
\$25,000 to \$49,999	13%	N=35
\$50,000 to \$99,999	26%	N=70
\$100,000 to \$149,999	18%	N=48
\$150,000 or more	36%	N=98
Total	100%	N=273

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=271
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=24
Total	100%	N=295

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=5
Asian, Asian Indian or Pacific Islander	3%	N=8
Black or African American	0%	N=1
White	95%	N=278
Other	4%	N=11

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

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=6
25 to 34 years	19%	N=58
35 to 44 years	11%	N=33
45 to 54 years	23%	N=67
55 to 64 years	12%	N=35
65 to 74 years	19%	N=56
75 years or older	14%	N=41
Total	100%	N=295

Table 67: Question D16

What is your sex?	Percent	Number
Female	52%	N=151
Male	48%	N=142
Total	100%	N=293

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Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	76%	N=228
Land line	11%	N=33
Both	13%	N=40
Total	100%	N=300

## Appendix B: Benchmark Comparisons

### Comparison Data

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

### Interpreting the Results

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

In that final column, Scottsdale’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Scottsdale residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Scottsdale’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Scottsdale’s average rating was more than 20 points different when compared to the benchmark.

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

## National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Scottsdale	96%	13	454	Higher
Overall image or reputation of Scottsdale	90%	37	349	Higher
Scottsdale as a place to live	97%	25	391	Higher
Your neighborhood as a place to live	95%	22	313	Higher
Scottsdale as a place to raise children	86%	117	380	Similar
Scottsdale as a place to retire	90%	2	354	Much higher
Overall appearance of Scottsdale	90%	27	357	Higher

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Scottsdale	95%	78	348	Higher
	In your neighborhood during the day	98%	61	356	Similar
	In Scottsdale's downtown/commercial area during the day	95%	110	315	Similar
Mobility	Overall ease of getting to the places you usually have to visit	82%	54	265	Similar
	Availability of paths and walking trails	83%	40	318	Higher
	Ease of walking in Scottsdale	75%	80	306	Similar
	Ease of travel by bicycle in Scottsdale	63%	79	306	Similar
	Ease of travel by public transportation in Scottsdale	43%	105	225	Similar
	Ease of travel by car in Scottsdale	71%	100	305	Similar
	Ease of public parking	66%	66	224	Similar
Natural Environment	Traffic flow on major streets	56%	116	341	Similar
	Quality of overall natural environment in Scottsdale	91%	40	278	Higher
	Cleanliness of Scottsdale	88%	46	285	Higher
Built Environment	Air quality	64%	201	247	Similar
	Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	79%	21	255	Higher
	Overall quality of new development in Scottsdale	71%	32	293	Higher
	Availability of affordable quality housing	36%	197	303	Similar
	Variety of housing options	64%	62	280	Similar
	Public places where people want to spend time	85%	11	248	Higher
Economy	Overall economic health of Scottsdale	88%	28	261	Higher
	Vibrant downtown/commercial area	84%	6	237	Much higher
	Overall quality of business and service establishments in Scottsdale	86%	11	274	Higher
	Cost of living in Scottsdale	43%	135	258	Similar
	Shopping opportunities	96%	1	297	Much higher
	Employment opportunities	71%	16	310	Much higher
	Scottsdale as a place to visit	96%	4	275	Much higher
	Scottsdale as a place to work	90%	5	361	Much higher
	Health and wellness opportunities in Scottsdale	90%	3	256	Much higher
	Availability of affordable quality mental health care	64%	21	225	Higher
Recreation and Wellness	Availability of preventive health services	83%	10	239	Higher
	Availability of affordable quality health care	77%	21	260	Higher
	Availability of affordable quality food	78%	14	245	Higher
	Recreational opportunities	84%	26	297	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	11	246	Higher
	Overall opportunities for education and enrichment	83%	54	258	Higher
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	84%	40	207	Similar
	Opportunities to attend cultural/arts/music activities	83%	22	296	Higher
	Adult educational opportunities	66%	80	235	Similar
	K-12 education	66%	183	273	Similar
	Availability of affordable quality child care/preschool	52%	98	256	Similar
		Opportunities to participate in social events and activities	81%	19	265
Community Engagement	Neighborhoodliness of Scottsdale	57%	168	250	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	56%	209	294	Similar
	Opportunities to participate in community matters	68%	103	276	Similar
	Opportunities to volunteer	83%	36	266	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Scottsdale	86%	51	429	Higher
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	79%	130	380	Similar
Value of services for the taxes paid to Scottsdale	64%	48	404	Similar
Overall direction that Scottsdale is taking	65%	101	318	Similar
Job Scottsdale government does at welcoming citizen involvement	56%	97	324	Similar
Overall confidence in Scottsdale government	58%	92	261	Similar
Generally acting in the best interest of the community	58%	118	261	Similar
Being honest	52%	149	253	Similar
Treating all residents fairly	56%	125	259	Similar
Services provided by the Federal Government	38%	87	252	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police services	90%	70	461	Similar	
	Fire services	95%	47	388	Similar	
	Ambulance or emergency medical services	95%	51	348	Similar	
	Crime prevention	84%	92	363	Similar	
	Fire prevention and education	88%	64	285	Similar	
	Animal control	75%	49	341	Similar	
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	149	279	Similar	
	Mobility	Traffic enforcement	69%	142	371	Similar
		Street repair	67%	32	388	Higher
		Street cleaning	77%	33	323	Higher
Street lighting		72%	55	327	Similar	
Sidewalk maintenance		76%	11	322	Higher	
Traffic signal timing		58%	69	265	Similar	
Bus or transit services		66%	64	230	Similar	
Natural Environment	Garbage collection	91%	16	356	Similar	
	Recycling	82%	110	360	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	84%	34	270	Higher
	Drinking water	61%	214	315	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	74%	31	258	Higher
Built Environment	Open space	88%	2	235	Much higher
	Storm drainage	72%	103	352	Similar
	Sewer services	80%	76	321	Similar
	Utility billing	73%	74	227	Similar
	Land use, planning and zoning	51%	105	302	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	61%	67	389	Higher
	Cable television	57%	58	203	Similar
Economy	Economic development	77%	16	286	Higher
Recreation and Wellness	City parks	90%	61	326	Similar
	Recreation programs or classes	86%	29	326	Higher
	Recreation centers or facilities	87%	37	279	Higher
Education and Enrichment	City-sponsored special events	82%	41	278	Similar
	Public library services	93%	20	339	Higher
Community Engagement	Public information services	78%	44	288	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	53%	208	312	Similar
Recommend living in Scottsdale to someone who asks	96%	30	288	Higher
Remain in Scottsdale for the next five years	90%	35	281	Similar
Contacted Scottsdale (in-person, phone, email or web) for help or information	34%	288	323	Lower

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	21%	209	226	Lower
	Did NOT report a crime to the police	83%	86	252	Similar
	Household member was NOT a victim of a crime	92%	91	273	Similar
Mobility	Used bus or other public transportation instead of driving	19%	98	205	Similar
	Carpooled with other adults or children instead of driving alone	42%	136	240	Similar
	Walked or biked instead of driving	61%	93	249	Similar
Natural Environment	Made efforts to conserve water	84%	87	234	Similar
	Made efforts to make your home more energy efficient	74%	156	236	Similar
	Recycle at home	90%	140	260	Similar
Built Environment	Did NOT observe a code violation or other hazard in Scottsdale	60%	90	242	Similar
	NOT experiencing housing costs stress	69%	134	259	Similar
Economy	Purchase goods or services from a business located in Scottsdale	98%	68	246	Similar
	Economy will have positive impact on income	38%	62	260	Similar
	Work inside boundaries of Scottsdale	44%	97	247	Similar
Recreation and Wellness	Used Scottsdale recreation centers or their services	61%	83	238	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Visited a neighborhood park or City park	83%	164	270	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	94	238	Similar
	Participate in moderate or vigorous physical activity	89%	52	242	Similar
	In very good to excellent health	71%	36	242	Similar
Education and Enrichment	Used Scottsdale public libraries or their services	59%	162	249	Similar
	Participated in religious or spiritual activities in Scottsdale	47%	90	205	Similar
	Attended City-sponsored event	51%	161	247	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	34%	31	230	Similar
	Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	17%	139	244	Similar
	Volunteered your time to some group/activity in Scottsdale	35%	160	266	Similar
	Participated in a club	32%	65	245	Similar
	Talked to or visited with your immediate neighbors	90%	156	244	Similar
	Done a favor for a neighbor	78%	181	239	Similar
	Attended a local public meeting	18%	176	264	Similar
	Watched (online or on television) a local public meeting	22%	125	231	Similar
	Read or watch local news (via television, paper, computer, etc.)	89%	35	247	Similar
	Vote in local elections	92%	17	260	Similar

### Communities included in national comparisons

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

Adams County, CO .....	441,603	Avon town, IN .....	12,446
Airway Heights city, WA .....	6,114	Avondale city, AZ .....	76,238
Albany city, OR .....	50,158	Azusa city, CA .....	46,361
Albemarle County, VA .....	98,970	Bainbridge Island city, WA .....	23,025
Albert Lea city, MN .....	18,016	Baltimore city, MD .....	620,961
Alexandria city, VA .....	139,966	Baltimore County, MD .....	805,029
Algonquin village, IL .....	30,046	Bartonville town, TX .....	1,469
Aliso Viejo city, CA .....	47,823	Battle Creek city, MI .....	52,347
American Canyon city, CA .....	19,454	Bay City city, MI .....	34,932
Ames city, IA .....	58,965	Bay Village city, OH .....	15,651
Ankeny city, IA .....	45,582	Baytown city, TX .....	71,802
Ann Arbor city, MI .....	113,934	Bedford city, TX .....	46,979
Apache Junction city, AZ .....	35,840	Bedford town, MA .....	13,320
Arapahoe County, CO .....	572,003	Bellevue city, WA .....	122,363
Arkansas City city, AR .....	366	Bellingham city, WA .....	80,885
Arlington city, TX .....	365,438	Benbrook city, TX .....	21,234
Arvada city, CO .....	106,433	Bend city, OR .....	76,639
Asheville city, NC .....	83,393	Bethlehem township, PA .....	23,730
Ashland city, OR .....	20,078	Bettendorf city, IA .....	33,217
Ashland town, MA .....	16,593	Billings city, MT .....	104,170
Ashland town, VA .....	7,225	Bloomington city, IN .....	80,405
Aspen city, CO .....	6,658	Bloomington city, MN .....	82,893
Athens-Clarke County, GA .....	115,452	Blue Springs city, MO .....	52,575
Auburn city, AL .....	53,380	Boise City city, ID .....	205,671
Augusta CCD, GA .....	134,777	Bonner Springs city, KS .....	7,314
Aurora city, CO .....	325,078	Boone County, KY .....	118,811
Austin city, TX .....	790,390	Boulder city, CO .....	97,385
Avon town, CO .....	6,447	Bowling Green city, KY .....	58,067



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Bozeman city, MT .....	37,280	Cupertino city, CA .....	58,302
Brentwood city, MO .....	8,055	Dacono city, CO .....	4,152
Brentwood city, TN .....	37,060	Dakota County, MN .....	398,552
Brighton city, CO .....	33,352	Dallas city, OR .....	14,583
Brighton city, MI .....	7,444	Dallas city, TX .....	1,197,816
Bristol city, TN .....	26,702	Danville city, KY .....	16,218
Broken Arrow city, OK .....	98,850	Dardenne Prairie city, MO .....	11,494
Brookline CDP, MA .....	58,732	Darien city, IL .....	22,086
Brooklyn Center city, MN .....	30,104	Davenport city, FL .....	2,888
Brooklyn city, OH .....	11,169	Davidson town, NC .....	10,944
Broomfield city, CO .....	55,889	Dayton city, OH .....	141,527
Brownsburg town, IN .....	21,285	Dayton town, WY .....	757
Buffalo Grove village, IL .....	41,496	Dearborn city, MI .....	98,153
Burlingame city, CA .....	28,806	Decatur city, GA .....	19,335
Cabarrus County, NC .....	178,011	Del Mar city, CA .....	4,161
Cambridge city, MA .....	105,162	DeLand city, FL .....	27,031
Canandaigua city, NY .....	10,545	Delaware city, OH .....	34,753
Cannon Beach city, OR .....	1,690	Denison city, TX .....	22,682
Cañon City city, CO .....	16,400	Denton city, TX .....	113,383
Canton city, SD .....	3,057	Denver city, CO .....	600,158
Cape Coral city, FL .....	154,305	Des Moines city, IA .....	203,433
Carlisle borough, PA .....	18,682	Des Peres city, MO .....	8,373
Carlsbad city, CA .....	105,328	Destin city, FL .....	12,305
Carroll city, IA .....	10,103	Dover city, NH .....	29,987
Cartersville city, GA .....	19,731	Dublin city, CA .....	46,036
Cary town, NC .....	135,234	Dublin city, OH .....	41,751
Castine town, ME .....	1,366	Duluth city, MN .....	86,265
Castle Rock town, CO .....	48,231	Durham city, NC .....	228,330
Cedar Hill city, TX .....	45,028	Durham County, NC .....	267,587
Cedar Rapids city, IA .....	126,326	Dyer town, IN .....	16,390
Celina city, TX .....	6,028	Eagan city, MN .....	64,206
Centennial city, CO .....	100,377	Eagle Mountain city, UT .....	21,415
Chandler city, AZ .....	236,123	Eagle town, CO .....	6,508
Chandler city, TX .....	2,734	Eau Claire city, WI .....	65,883
Chanhassen city, MN .....	22,952	Eden Prairie city, MN .....	60,797
Chapel Hill town, NC .....	57,233	Eden town, VT .....	1,323
Chardon city, OH .....	5,148	Edgerton city, KS .....	1,671
Charles County, MD .....	146,551	Edgewater city, CO .....	5,170
Charlotte city, NC .....	731,424	Edina city, MN .....	47,941
Charlotte County, FL .....	159,978	Edmond city, OK .....	81,405
Charlottesville city, VA .....	43,475	Edmonds city, WA .....	39,709
Chattanooga city, TN .....	167,674	El Cerrito city, CA .....	23,549
Chautauqua town, NY .....	4,464	El Dorado County, CA .....	181,058
Chesterfield County, VA .....	316,236	El Paso de Robles (Paso Robles) city, CA .....	29,793
Clackamas County, OR .....	375,992	Elk Grove city, CA .....	153,015
Clarendon Hills village, IL .....	8,427	Elko New Market city, MN .....	4,110
Clayton city, MO .....	15,939	Elmhurst city, IL .....	44,121
Clearwater city, FL .....	107,685	Englewood city, CO .....	30,255
Cleveland Heights city, OH .....	46,121	Erie town, CO .....	18,135
Clinton city, SC .....	8,490	Escambia County, FL .....	297,619
Clive city, IA .....	15,447	Estes Park town, CO .....	5,858
Clovis city, CA .....	95,631	Euclid city, OH .....	48,920
College Park city, MD .....	30,413	Fairview town, TX .....	7,248
College Station city, TX .....	93,857	Farmers Branch city, TX .....	28,616
Colleyville city, TX .....	22,807	Farmersville city, TX .....	3,301
Columbia city, MO .....	108,500	Farmington Hills city, MI .....	79,740
Columbia city, SC .....	129,272	Farmington town, CT .....	25,340
Columbia Falls city, MT .....	4,688	Fayetteville city, GA .....	15,945
Commerce City city, CO .....	45,913	Fayetteville city, NC .....	200,564
Concord city, CA .....	122,067	Fernandina Beach city, FL .....	11,487
Concord town, MA .....	17,668	Flagstaff city, AZ .....	65,870
Conshohocken borough, PA .....	7,833	Flower Mound town, TX .....	64,669
Coolidge city, AZ .....	11,825	Forest Grove city, OR .....	21,083
Coon Rapids city, MN .....	61,476	Fort Collins city, CO .....	143,986
Copperas Cove city, TX .....	32,032	Franklin city, TN .....	62,487
Coral Springs city, FL .....	121,096	Frederick town, CO .....	8,679
Coronado city, CA .....	18,912	Fremont city, CA .....	214,089
Corvallis city, OR .....	54,462	Friendswood city, TX .....	35,805
Cottonwood Heights city, UT .....	33,433	Fruita city, CO .....	12,646
Creve Coeur city, MO .....	17,833	Gahanna city, OH .....	33,248

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Gaithersburg city, MD.....	59,933	Kenmore city, WA .....	20,460
Galveston city, TX .....	47,743	Kennedale city, TX .....	6,763
Gardner city, KS.....	19,123	Kent city, WA.....	92,411
Georgetown city, TX.....	47,400	Kerrville city, TX.....	22,347
Germantown city, TN .....	38,844	Kettering city, OH .....	56,163
Gilbert town, AZ.....	208,453	Key West city, FL .....	24,649
Gillette city, WY .....	29,087	King City city, CA .....	12,874
Glen Ellyn village, IL.....	27,450	Kingman city, AZ.....	28,068
Glendora city, CA .....	50,073	Kirkland city, WA.....	48,787
Glenview village, IL .....	44,692	Kirkwood city, MO .....	27,540
Golden city, CO.....	18,867	Knoxville city, IA .....	7,313
Golden Valley city, MN.....	20,371	La Plata town, MD.....	8,753
Goodyear city, AZ .....	65,275	La Vista city, NE.....	15,758
Grafton village, WI .....	11,459	Laguna Niguel city, CA .....	62,979
Grand Blanc city, MI.....	8,276	Lake Forest city, IL.....	19,375
Grants Pass city, OR.....	34,533	Lake in the Hills village, IL.....	28,965
Grass Valley city, CA.....	12,860	Lake Stevens city, WA .....	28,069
Greeley city, CO.....	92,889	Lake Worth city, FL .....	34,910
Greenville city, NC.....	84,554	Lake Zurich village, IL .....	19,631
Greenwich town, CT.....	61,171	Lakeville city, MN .....	55,954
Greenwood Village city, CO.....	13,925	Lakewood city, CO .....	142,980
Greer city, SC .....	25,515	Lakewood city, WA.....	58,163
Gunnison County, CO .....	15,324	Lancaster County, SC .....	76,652
Haltom City city, TX .....	42,409	Lane County, OR.....	351,715
Hamilton city, OH.....	62,477	Lansing city, MI .....	114,297
Hamilton town, MA.....	7,764	Laramie city, WY.....	30,816
Hampton city, VA.....	137,436	Larimer County, CO.....	299,630
Hanover County, VA.....	99,863	Las Cruces city, NM.....	97,618
Harrisburg city, SD.....	4,089	Las Vegas city, NM.....	13,753
Harrisonburg city, VA .....	48,914	Lawrence city, KS.....	87,643
Harrisonville city, MO .....	10,019	Lawrenceville city, GA .....	28,546
Hastings city, MN .....	22,172	Lee's Summit city, MO.....	91,364
Hayward city, CA .....	144,186	Lehi city, UT .....	47,407
Henderson city, NV .....	257,729	Lenexa city, KS .....	48,190
Herndon town, VA.....	23,292	Lewisville city, TX.....	95,290
High Point city, NC .....	104,371	Lewisville town, NC .....	12,639
Highland Park city, IL .....	29,763	Libertyville village, IL.....	20,315
Highlands Ranch CDP, CO .....	96,713	Lincolnwood village, IL .....	12,590
Homer Glen village, IL.....	24,220	Lindsborg city, KS .....	3,458
Honolulu County, HI.....	953,207	Little Chute village, WI .....	10,449
Hooksett town, NH.....	13,451	Littleton city, CO .....	41,737
Hopkins city, MN .....	17,591	Livermore city, CA.....	80,968
Hopkinton town, MA.....	14,925	Lombard village, IL .....	43,165
Hoquiam city, WA .....	8,726	Lone Tree city, CO .....	10,218
Horry County, SC .....	269,291	Long Grove village, IL .....	8,043
Howard village, WI.....	17,399	Longmont city, CO .....	86,270
Hudson town, CO.....	2,356	Longview city, TX.....	80,455
Huntley village, IL .....	24,291	Lonsdale city, MN.....	3,674
Huntsville city, TX .....	38,548	Los Alamos County, NM.....	17,950
Hurst city, TX.....	37,337	Los Altos Hills town, CA .....	7,922
Hutchinson city, MN .....	14,178	Loudoun County, VA .....	312,311
Hutto city, TX .....	14,698	Louisville city, CO.....	18,376
Independence city, MO.....	116,830	Lower Merion township, PA.....	57,825
Indianola city, IA.....	14,782	Lynchburg city, VA .....	75,568
Indio city, CA .....	76,036	Lynnwood city, WA .....	35,836
Iowa City city, IA .....	67,862	Macomb County, MI .....	840,978
Irving city, TX.....	216,290	Manassas city, VA .....	37,821
Issaquah city, WA .....	30,434	Manhattan Beach city, CA.....	35,135
Jackson city, MO.....	13,758	Manhattan city, KS.....	52,281
Jackson County, MI.....	160,248	Mankato city, MN .....	39,309
James City County, VA .....	67,009	Maple Grove city, MN .....	61,567
Jefferson County, NY.....	116,229	Maplewood city, MN .....	38,018
Jefferson Parish, LA.....	432,552	Maricopa County, AZ .....	3,817,117
Johnson City city, TN.....	63,152	Marin County, CA .....	252,409
Johnston city, IA .....	17,278	Marion city, IA .....	34,768
Jupiter town, FL.....	55,156	Mariposa County, CA .....	18,251
Kalamazoo city, MI.....	74,262	Marshfield city, WI .....	19,118
Kansas City city, KS.....	145,786	Martinez city, CA .....	35,824
Kansas City city, MO.....	459,787	Marysville city, WA .....	60,020
Keizer city, OR.....	36,478	Mathews town, NC.....	27,198

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Maui County, HI .....	154,834	Oklahoma City city, OK.....	579,999
McAllen city, TX .....	129,877	Olathe city, KS .....	125,872
McKinney city, TX.....	131,117	Old Town city, ME .....	7,840
McMinnville city, OR .....	32,187	Olmsted County, MN .....	144,248
Mecklenburg County, NC .....	919,628	Olympia city, WA .....	46,478
Menlo Park city, CA .....	32,026	Orange village, OH.....	3,323
Menomonee Falls village, WI .....	35,626	Orland Park village, IL .....	56,767
Mercer Island city, WA .....	22,699	Orleans Parish, LA.....	343,829
Meridian charter township, MI .....	39,688	Oshkosh city, WI.....	66,083
Meridian city, ID .....	75,092	Oshtemo charter township, MI .....	21,705
Merriam city, KS.....	11,003	Oswego village, IL.....	30,355
Mesa city, AZ .....	439,041	Ottawa County, MI.....	263,801
Mesa County, CO .....	146,723	Overland Park city, KS.....	173,372
Miami Beach city, FL .....	87,779	Paducah city, KY .....	25,024
Miami city, FL .....	399,457	Palm Beach Gardens city, FL.....	48,452
Middleton city, WI .....	17,442	Palm Coast city, FL.....	75,180
Midland city, MI .....	41,863	Palo Alto city, CA.....	64,403
Milford city, DE .....	9,559	Palos Verdes Estates city, CA .....	13,438
Milton city, GA .....	32,661	Papillion city, NE .....	18,894
Minneapolis city, MN .....	382,578	Paradise Valley town, AZ .....	12,820
Minnetrista city, MN .....	6,384	Park City city, UT .....	7,558
Missouri City city, TX .....	67,358	Parker town, CO .....	45,297
Modesto city, CA .....	201,165	Parkland city, FL .....	23,962
Moline city, IL .....	43,483	Pasco city, WA .....	59,781
Monroe city, MI .....	20,733	Pasco County, FL .....	464,697
Monterey city, CA .....	27,810	Payette city, ID .....	7,433
Montgomery city, MN .....	2,956	Pearland city, TX.....	91,252
Montgomery County, MD .....	971,777	Peoria city, AZ .....	154,065
Monticello city, UT.....	1,972	Peoria city, IL .....	115,007
Montrose city, CO .....	19,132	Pflugerville city, TX .....	46,936
Monument town, CO .....	5,530	Pinehurst village, NC .....	13,124
Moraga town, CA .....	16,016	Piqua city, OH.....	20,522
Morristown city, TN .....	29,137	Pitkin County, CO .....	17,148
Morrisville town, NC .....	18,576	Plano city, TX .....	259,841
Morro Bay city, CA .....	10,234	Platte City city, MO.....	4,691
Mountain Village town, CO.....	1,320	Pleasant Hill city, IA .....	8,785
Mountlake Terrace city, WA .....	19,909	Pleasanton city, CA .....	70,285
Murphy city, TX.....	17,708	Polk County, IA .....	430,640
Naperville city, IL .....	141,853	Pompano Beach city, FL .....	99,845
Napoleon city, OH.....	8,749	Port Orange city, FL .....	56,048
Nederland city, TX.....	17,547	Port St. Lucie city, FL .....	164,603
Needham CDP, MA.....	28,886	Portland city, OR.....	583,776
Nevada City city, CA .....	3,068	Powell city, OH .....	11,500
Nevada County, CA .....	98,764	Powhatan County, VA .....	28,046
New Braunfels city, TX .....	57,740	Prince William County, VA.....	402,002
New Brighton city, MN.....	21,456	Prior Lake city, MN .....	22,796
New Concord village, OH .....	2,491	Pueblo city, CO .....	106,595
New Hope city, MN .....	20,339	Purcellville town, VA .....	7,727
New Orleans city, LA .....	343,829	Queen Creek town, AZ .....	26,361
New Smyrna Beach city, FL .....	22,464	Raleigh city, NC .....	403,892
New Ulm city, MN .....	13,522	Ramsey city, MN .....	23,668
Newberg city, OR.....	22,068	Raymond town, ME .....	4,436
Newport city, RI.....	24,672	Raymore city, MO .....	19,206
Newport News city, VA .....	180,719	Redmond city, OR .....	26,215
Newton city, IA .....	15,254	Redmond city, WA .....	54,144
Noblesville city, IN .....	51,969	Redwood City city, CA .....	76,815
Norcross city, GA .....	9,116	Reno city, NV.....	225,221
Norfolk city, NE.....	24,210	Reston CDP, VA .....	58,404
Norfolk city, VA.....	242,803	Richland city, WA .....	48,058
North Mankato city, MN.....	13,394	Richmond city, CA .....	103,701
North Port city, FL.....	57,357	Richmond Heights city, MO.....	8,603
North Richland Hills city, TX.....	63,343	Rio Rancho city, NM .....	87,521
North Yarmouth town, ME .....	3,565	River Falls city, WI .....	15,000
Novato city, CA .....	51,904	Riverside city, CA .....	303,871
Novi city, MI .....	55,224	Roanoke city, VA.....	97,032
O'Fallon city, IL.....	28,281	Roanoke County, VA .....	92,376
O'Fallon city, MO.....	79,329	Rochester city, NY.....	210,565
Oak Park village, IL .....	51,878	Rochester Hills city, MI .....	70,995
Oakland city, CA .....	390,724	Rock Hill city, SC .....	66,154
Oakley city, CA .....	35,432	Rockville city, MD.....	61,209

## The National Citizen Survey™

Roland Park city, KS .....	6,731	Summit village, IL .....	11,054
Rogers city, MN .....	8,597	Sunnyvale city, CA .....	140,081
Rohnert Park city, CA .....	40,971	Surprise city, AZ .....	117,517
Rolla city, MO .....	19,559	Suwanee city, GA .....	15,355
Roselle village, IL .....	22,763	Tacoma city, WA .....	198,397
Rosemount city, MN .....	21,874	Takoma Park city, MD .....	16,715
Rosenberg city, TX .....	30,618	Tamarac city, FL .....	60,427
Roseville city, MN .....	33,660	Temecula city, CA .....	100,097
Round Rock city, TX .....	99,887	Tempe city, AZ .....	161,719
Royal Oak city, MI .....	57,236	Temple city, TX .....	66,102
Royal Palm Beach village, FL .....	34,140	Texarkana city, TX .....	36,411
Sacramento city, CA .....	466,488	The Woodlands CDP, TX .....	93,847
Sahuarita town, AZ .....	25,259	Thousand Oaks city, CA .....	126,683
Sammamish city, WA .....	45,780	Tigard city, OR .....	48,035
San Anselmo town, CA .....	12,336	Tracy city, CA .....	82,922
San Diego city, CA .....	1,307,402	Trinidad CCD, CO .....	12,017
San Francisco city, CA .....	805,235	Tualatin city, OR .....	26,054
San Jose city, CA .....	945,942	Tulsa city, OK .....	391,906
San Marcos city, CA .....	83,781	Tustin city, CA .....	75,540
San Marcos city, TX .....	44,894	Twin Falls city, ID .....	44,125
San Rafael city, CA .....	57,713	Unalaska city, AK .....	4,376
Sangamon County, IL .....	197,465	University Heights city, OH .....	13,539
Santa Fe city, NM .....	67,947	University Park city, TX .....	23,068
Santa Fe County, NM .....	144,170	Upper Arlington city, OH .....	33,771
Santa Monica city, CA .....	89,736	Urbandale city, IA .....	39,463
Sarasota County, FL .....	379,448	Vail town, CO .....	5,305
Savage city, MN .....	26,911	Ventura CCD, CA .....	111,889
Schaumburg village, IL .....	74,227	Vernon Hills village, IL .....	25,113
Schertz city, TX .....	31,465	Vestavia Hills city, AL .....	34,033
Scott County, MN .....	129,928	Victoria city, MN .....	7,345
Scottsdale city, AZ .....	217,385	Vienna town, VA .....	15,687
Sedona city, AZ .....	10,031	Virginia Beach city, VA .....	437,994
Sevierville city, TN .....	14,807	Walnut Creek city, CA .....	64,173
Shakopee city, MN .....	37,076	Warrensburg city, MO .....	18,838
Sharonville city, OH .....	13,560	Washington County, MN .....	238,136
Shawnee city, KS .....	62,209	Washington town, NH .....	1,123
Shawnee city, OK .....	29,857	Washoe County, NV .....	421,407
Sherborn town, MA .....	4,119	Washougal city, WA .....	14,095
Shoreline city, WA .....	53,007	Wauwatosa city, WI .....	46,396
Shoreview city, MN .....	25,043	Waverly city, IA .....	9,874
Shorewood village, IL .....	15,615	Wentzville city, MO .....	29,070
Shorewood village, WI .....	13,162	West Carrollton city, OH .....	13,143
Sierra Vista city, AZ .....	43,888	Western Springs village, IL .....	12,975
Silverton city, OR .....	9,222	Westerville city, OH .....	36,120
Sioux Center city, IA .....	7,048	Westlake town, TX .....	992
Sioux Falls city, SD .....	153,888	Westminster city, CO .....	106,114
Skokie village, IL .....	64,784	Weston town, MA .....	11,261
Snoqualmie city, WA .....	10,670	Wheat Ridge city, CO .....	30,166
Snowmass Village town, CO .....	2,826	White House city, TN .....	10,255
Somerset town, MA .....	18,165	Wichita city, KS .....	382,368
South Jordan city, UT .....	50,418	Williamsburg city, VA .....	14,068
South Lake Tahoe city, CA .....	21,403	Willowbrook village, IL .....	8,540
Southlake city, TX .....	26,575	Wilmington city, NC .....	106,476
Spearfish city, SD .....	10,494	Wilsonville city, OR .....	19,509
Spring Hill city, KS .....	5,437	Windsor town, CO .....	18,644
Springfield city, MO .....	159,498	Windsor town, CT .....	29,044
Springville city, UT .....	29,466	Winnetka village, IL .....	12,187
St. Augustine city, FL .....	12,975	Winter Garden city, FL .....	34,568
St. Charles city, IL .....	32,974	Woodbury city, MN .....	61,961
St. Cloud city, FL .....	35,183	Woodinville city, WA .....	10,938
St. Joseph city, MO .....	76,780	Woodland city, CA .....	55,468
St. Joseph town, WI .....	3,842	Wyandotte County, KS .....	157,505
St. Louis County, MN .....	200,226	Yakima city, WA .....	91,067
State College borough, PA .....	42,034	York County, VA .....	65,464
Steamboat Springs city, CO .....	12,088	Yorktown town, IN .....	9,405
Sugar Grove village, IL .....	8,997	Yorkville city, IL .....	16,921
Sugar Land city, TX .....	78,817	Yountville city, CA .....	2,933
Suisun City city, CA .....	28,111		
Summit County, UT .....	36,324		

## Appendix C: Detailed Survey Methods

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

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Scottsdale funded this research. Please contact Scottsdale Assistant City Manager Brent Stockwell at BStockwell@scottsdaleaz.gov if you have any questions about the survey.

### Survey Validity

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

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

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

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

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

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

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

### Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Scottsdale were eligible to participate in the survey. A list of all households within the zip codes serving Scottsdale was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Scottsdale households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Scottsdale boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of three geographic subareas (South of Indian Bend Road, North of Indian Bend Road and South or West of CAP Canal, North or East of CAP Canal).

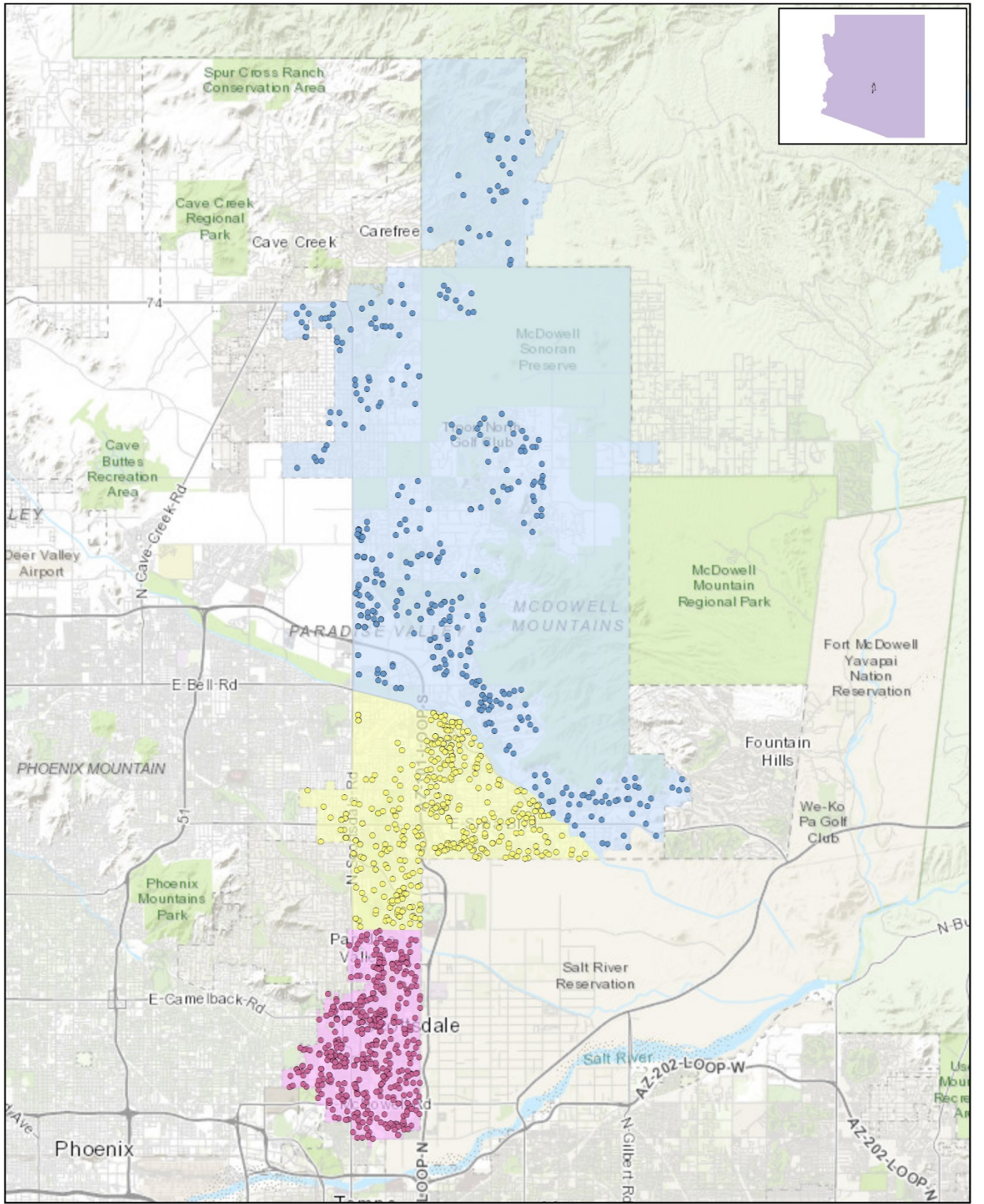
To choose the 1,600 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

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

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Scottsdale website. This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.



Figure 1: Location of Survey Recipients



**Survey Recipients in Scottsdale, AZ**

- In Area 1   ● In Area 3   ■ Area 1: S of Indian Bend Rd   ■ Area 3: N or E of CAP Canal
- In Area 2   ■ Area 2: N of Indian Bend Rd & S or W of CAP Canal



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on November 21, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. The City of Scottsdale chose to augment their administration of The NCS with several additional services, including demographic and geographic subgroup comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on December 26, 2018 and remained open for six weeks.

About 9% of the 1,600 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,450 households that received the survey, 305 completed the survey, providing an overall response rate of 21%. Of the 305 completed surveys, 31 were completed online. Additionally, responses were tracked by geographic subareas; response rates by area ranged from 19% to 26%. The response rates were calculated using AAPOR’s response rate #2<sup>1</sup> for mailed surveys of unnamed persons. Additionally, 104 opt-in residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 75: Survey Response Rates by Geographic Subarea

	Area 1	Area2	Area 3	Overall
Total sample used	619	550	431	1,600
I=Complete Interviews	117	91	94	301
P=Partial Interviews	1	1	2	4
R=Refusal and break off	0	0	0	0
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	448	404	286	1,138
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	21%	19%	26%	21%

## Confidence Intervals

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

The margin of error for the City of Scottsdale survey is no greater than plus or minus six percentage points around any given percent reported for all respondents (305 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

## Survey Processing (Data Entry)

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

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

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



## The National Citizen Survey™

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

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

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

### Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Scottsdale. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), race and ethnicity and sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 76: Scottsdale, AZ 2018 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	32%	17%	30%
Own home	68%	83%	70%
Detached unit*	59%	61%	58%
Attached unit*	41%	39%	42%
<b>Race and Ethnicity</b>			
White	91%	91%	91%
Not white	9%	9%	9%
Not Hispanic	93%	94%	92%
Hispanic	7%	6%	8%
<b>Sex and Age</b>			
Female	52%	51%	52%
Male	48%	49%	48%
18-34 years of age	23%	6%	22%
35-54 years of age	35%	21%	34%
55+ years of age	42%	73%	45%
Females 18-34	11%	3%	10%
Females 35-54	18%	12%	18%
Females 55+	23%	36%	24%
Males 18-34	12%	3%	12%
Males 35-54	17%	9%	17%
Males 55+	19%	37%	20%
<b>Area</b>			
South of Indian Bend Road	36%	38%	40%
North of Indian Bend Road and South or West	32%	30%	30%
North or East of CAP Canal	31%	31%	29%

\* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

### Survey Data Analysis and Reporting

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

## The National Citizen Survey™

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

## Appendix D: Survey Materials

Dear Scottsdale Resident,

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

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

Thank you for helping create a better City!

Sincerely,



W. J. "Jim" Lane  
Mayor

Dear Scottsdale Resident,

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

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

Thank you for helping create a better City!

Sincerely,



W. J. "Jim" Lane  
Mayor

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Thank you for helping create a better City!

Sincerely,



W. J. "Jim" Lane  
Mayor



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

City of Scottsdale  
3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251



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City of Scottsdale  
3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251



W.J. "Jim" Lane, Mayor

3939 N. Drinkwater Boulevard  
Scottsdale, AZ 85251

PHONE 480-312-2433  
FAX 480-312-2738  
WEB [www.ScottsdaleAZ.gov](http://www.ScottsdaleAZ.gov)

November 2018

Dear City of Scottsdale Resident:

Please help us shape the future of Scottsdale! You have been selected at random to participate in the 2018 Scottsdale Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Scottsdale make decisions that affect our City. Our independent survey firm crafted unbiased questions and selected households and residents at random to assure every resident in Scottsdale had a chance to participate and every result includes a range of certainty known as the margin of error.

**A few things to remember:**

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

**[www.bit.ly/XXXXPlaceholderXXXX](http://www.bit.ly/XXXXPlaceholderXXXX)**

If you have any questions about the survey, please call my office at 480-312-2800. After completing the survey, you are welcome to contact us with any suggestions for improvement by phone or by emailing us at [feedback@ScottsdaleAZ.gov](mailto:feedback@ScottsdaleAZ.gov). Please help us shape the future of Scottsdale.

Thank you for your time and participation!

Sincerely,

W.J. "Jim" Lane  
Mayor

Si requiere ayuda para completar esta encuesta sobre la comunidad y servicios municipales, pídala a algún amigo o familiar que le ayude. También puede llamar al Paiute Neighborhood Center al teléfono: 480-312-2529.

If you need help completing this survey about the community and City services, ask a friend or family member to help. You can also call the Paiute Neighborhood Center at: 480-312-2529.



W.J. "Jim" Lane, Mayor

3939 N. Drinkwater Boulevard  
Scottsdale, AZ 85251

PHONE 480-312-2433  
FAX 480-312-2738  
WEB [www.ScottsdaleAZ.gov](http://www.ScottsdaleAZ.gov)

December 2018

Dear City of Scottsdale Resident:

Here's a second chance if you haven't already responded to the 2018 Scottsdale Citizen Survey!  
**(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Scottsdale! You have been selected at random to participate in the 2018 Scottsdale Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Scottsdale make decisions that affect our City. Our independent survey firm crafted unbiased questions and selected households and residents at random to assure every resident in Scottsdale had a chance to participate and every result includes a range of certainty known as the margin of error.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
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**[www.bit.ly.com/XXXXPlaceholderXXXX](http://www.bit.ly.com/XXXXPlaceholderXXXX)**

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Mayor

Si requiere ayuda para completar esta encuesta sobre la comunidad y servicios municipales, pídala a algún amigo o familiar que le ayude. También puede llamar al Paiute Neighborhood Center al teléfono: 480-312-2529.

If you need help completing this survey about the community and City services, ask a friend or family member to help. You can also call the Paiute Neighborhood Center at: 480-312-2529.

# The City of Scottsdale 2018 Citizen Survey

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

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

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

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

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

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

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

**4. Please rate how safe or unsafe you feel:**

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

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

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



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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool .....	1	2	3	4	5
K-12 education .....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Scottsdale.....	1	2	3	4	5
Overall quality of business and service establishments in Scottsdale .....	1	2	3	4	5
Vibrant downtown/commercial area (Old Town Scottsdale) .....	1	2	3	4	5
Overall quality of new development in Scottsdale .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Neighborliness of residents in Scottsdale .....	1	2	3	4	5
Helping new residents feel connected and integrated .....	1	2	3	4	5
Demonstrating respect for residents of different cultures and belief systems .....	1	2	3	4	5

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

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

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

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

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

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

# The City of Scottsdale 2018 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or 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
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
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling .....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage .....	1	2	3	4	5
Drinking water .....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Scottsdale McDowell Sonoran Preserve .....	1	2	3	4	5
City-sponsored special events .....	1	2	3	4	5
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.).....	1	2	3	4	5
Scottsdale website (www.ScottsdaleAZ.gov) .....	1	2	3	4	5
City Cable Channel 11 or Scottsdale Video Network .....	1	2	3	4	5
Water services provided by Scottsdale Water Department.....	1	2	3	4	5
Drinking water taste.....	1	2	3	4	5
Senior services.....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Scottsdale.....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
Maricopa County Government .....	1	2	3	4	5

## 12. Please rate the following categories of Scottsdale government performance:

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

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

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

**14. Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Repair or replace aging parks, libraries and arts facilities.....	1	2	3	4	5
Repave roads and improve roadside appearance .....	1	2	3	4	5
Build new public parking garages and improve event spaces downtown .....	1	2	3	4	5
Upgrade outdated City technology such as the 911 dispatch and building permit systems.....	1	2	3	4	5
Build structures to better manage storm-related flooding and run-off....	1	2	3	4	5
Remodel fire and police stations and training facilities to meet current safety and operational standards .....	1	2	3	4	5

**15. Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Walked or hiked in the Preserve .....	1	2	3	4
Rode a mountain bike in the Preserve .....	1	2	3	4
Rock climbed in the Preserve .....	1	2	3	4
Ridden a horse in the Preserve .....	1	2	3	4
Visited a Preserve trailhead .....	1	2	3	4
Taken out of town visitors on any of these activities in the Preserve .....	1	2	3	4

**16. To what extent do you agree or disagree with each of the following statements?**

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Neither agree or disagree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
The City of Scottsdale should do more to promote water conservation among residents .....	1	2	3	4	5	6
My household could do more to conserve water .....	1	2	3	4	5	6
My neighbors could do more to conserve water .....	1	2	3	4	5	6

**17. Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:**

	<i>Major source</i>	<i>Minor source</i>	<i>Not at all a source</i>
Scottsdale Update utility bill newsletter .....	1	2	3
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter) .....	1	2	3
City website (ScottsdaleAZ.gov).....	1	2	3
Scottsdale Update weekly email newsletter (or other City email newsletters).....	1	2	3
City Cable Channel 11 or Scottsdale Video Network .....	1	2	3
Local newspapers, television or radio news .....	1	2	3
Facebook.....	1	2	3
Twitter .....	1	2	3
Next Door .....	1	2	3
YouTube.....	1	2	3
Word of mouth .....	1	2	3

# The City of Scottsdale 2018 Citizen Survey

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

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

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

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

- Excellent     
  Very good     
  Good     
  Fair     
  Poor

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

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

**D4. What is your employment status?**

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

**D5. Do you work inside the boundaries of Scottsdale?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. How many years have you lived in Scottsdale?**

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

**D7. Which best describes the building you live in?**

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

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

- Rented  
 Owned

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

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

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

- No       Yes

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

- No       Yes

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

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

**Please respond to both questions D13 and D14:**

**D13. Are you Spanish, Hispanic or Latino?**

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

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

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

**D15. In which category is your age?**

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

**D16. What is your sex?**

- Female       Male

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

- Cell       Land line       Both

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



City of Scottsdale  
3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

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