



THE NCSTM
The National Citizen SurveyTM

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
	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
Economy	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
	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
Recreation and Wellness	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	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