

## **Highlights from Scottsdale's Citizen Survey**

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Scottsdale residents value their quality of life and give high marks to the local economy, according to the National Citizen Survey conducted in November and December 2016. Some noteworthy excerpts from the 125-page survey report are highlighted below.

### **Scottsdale residents continue to rate their quality of life positively.**

Almost all residents rated the quality of life in Scottsdale, and Scottsdale as a place to live, as excellent or good. About 9 in 10 residents positively rated the overall image and overall appearance of Scottsdale, their neighborhood as a place to live and Scottsdale as a place to retire, and all of these aspects received ratings higher than those given in other communities nationwide. About 9 in 10 would recommend living in Scottsdale to someone who asked and planned to remain in the city for the next five years. These ratings have remained stable over time.

### **Scottsdale residents feel Safety, Economy and Natural Environment are priority areas for the future.**

Residents identified Safety, Economy and Natural Environment as priorities for the Scottsdale community in the coming two years. More than 9 in 10 residents gave excellent or good ratings to all aspects of Safety. More than 8 in 10 residents were pleased with the overall economic health of Scottsdale, and this rating was higher than seen in communities elsewhere. Many other aspects of Economy were rated highly, including shopping opportunities, employment opportunities, Scottsdale as a place to visit, vibrancy of the downtown, overall quality of business and service establishments and economic development. More than 8 in 10 residents gave positive ratings to the overall natural environment in Scottsdale, and ratings for open space (Scottsdale McDowell Sonoran Preserve) and preservation of natural areas were all higher than the benchmark.

### **Scottsdale residents are pleased with the quality of city services and with city employees.**

About 9 in 10 residents gave excellent or good ratings to the overall quality of services provided by the City, as well as the customer service provided by city employees. About 7 in 10 were pleased with the value of services for taxes paid. These ratings were higher than benchmark communities. Residents also evaluated more than 30 individual services and amenities available in Scottsdale. A majority of residents gave positive ratings for all services and 16 received ratings higher than benchmark comparisons. Some comparisons and contrasts.

Several areas were rated much higher than other benchmark communities, including:

- Scottsdale as a place to retire;
- shopping opportunities;
- the Scottsdale McDowell Sonoran Preserve
- Scottsdale as a place to visit;
- Scottsdale as a place to work; and
- a vibrant downtown/commercial area;

In addition, some areas had significant improvement from the last survey conducted in 2013, including:

- Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)
- The job Scottsdale government does at welcoming citizen involvement;
- Street cleaning;
- Contacted the City of Scottsdale (in-person, phone, email or web) for help or information in the last year;

A list of the highest and lowest ratings are provided below:

<b>Highest ratings were given to the following:</b>	Percent positive	Trend	Benchmark
Fire	98%	↔	↔
Ambulance/EMS	98%	↔	↔
Safe in neighborhood	97%	↔	↔
Purchased goods or services in Scottsdale	97%	↔	↔
Scottsdale as a place to visit	95%	↔	↑↑
Garbage collection	95%	↔	↑
Public libraries	95%	↔	↑
Safe downtown/commercial area	94%	↔	↔
Shopping opportunities	94%	↔	↑↑
Recommend Scottsdale as a place to live	94%	↔	↔

<b>Lowest ratings were given to the following:</b>	Percent positive	Trend	Benchmark
Used public transportation instead of driving	13%	↔	↓
Attended a local public meeting	17%	↔	↔
Contacted Scottsdale elected officials	19%	↔	↔
Watched a local public meeting	21%	↔	↔
Stocked supplies for an emergency	26%	↔	↓
Campaigned for an issue, cause or candidate	29%	↔	↔
Participated in a club	30%	↔	↔
Work in Scottsdale	36%	↔	↔
Volunteered	36%	↔	↔
Economy will have positive impact on income	38%	↔	↑

**Legend**

- ↑↑ Much higher
- ↑ Higher
- ↔ Similar
- ↓ Lower
- ↓↓ Much lower
- \* New question

The report provides the opinions of a representative sample selected from 1,500 Scottsdale residents. The margin of error around any reported percentage is 6 percent for the entire sample of 283 completed surveys. Also included as a supplement are the results from an online opt-in survey conducted in January 2017 that received 290 responses.