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# The City of Scottsdale, Arizona

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## Summary Report 2006



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# SURVEY BACKGROUND

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## About The National Citizen Survey™

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The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

## Understanding the Results

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### Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 33 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 362 residents, for a response rate of 31%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 1,200 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Scottsdale. (For more information on the survey methodology, see Appendix B in the Report of Results. A copy of the survey materials can be found in Appendix C of the Report of Results.)

### Use of the “Excellent, Good, Fair, Poor” 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). While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction 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. EGFP is more neutral because it requires 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).

## Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.

## PROFILE OF SCOTTSDALE

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As assessed by the survey, about 25% of Scottsdale residents have lived in the community for more than 20 years and 74% are over age 34. Another 23% are over age 64. Seventy-four percent are currently employed; 30% rent; 70% own and 51% live in detached single family homes. Over 90% of Scottsdale residents have at least some college and 65% have annual household incomes above \$50,000. Five percent of Scottsdale residents reported that they are Spanish, Hispanic or Latino and 94% said they are White or Caucasian.

## COMMUNITY LIFE

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The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Scottsdale. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Scottsdale. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Scottsdale.

### Quality of Life

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When asked to rate the overall quality of life in Scottsdale, 39% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” Scottsdale as a place to raise children received an average rating of 68 on a 100-point scale in 2003 and 70 in 2004, compared to 67 in 2006.

### Ratings of Community Characteristics

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In 2006, the highest rated characteristics of Scottsdale were shopping opportunities, overall appearance of Scottsdale, and recreational opportunities. The average rating on a 100-point scale given to shopping opportunities in 2006 was 84 compared to 85 in 2003 and 87 in 2004.

When asked about potential problems in Scottsdale, the three concerns rated by the highest proportion of respondents as a “major problem” in 2006 were traffic congestion, too much growth, and drugs. In 2006 48% rated traffic congestion as a “major problem” compared to 33% in 2003 and 32% in 2004.

### Perceptions of Safety

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When evaluating safety in the community, 75% of respondents felt “somewhat” or “very safe” from violent crimes in Scottsdale in 2006, compared to 70% in 2003 and 78% in 2004. In their neighborhood after dark, 79% of survey participants felt “somewhat” or “very safe” in 2006, compared to 81% in 2003 and in 2004.

In 2006, as assessed by the survey, 87% of households reported that at least one member had been the victim of one or more crimes in the past year. In 2003, 88% of households had reported that at least one member had been a crime victim, while 86% reported so in 2004. Of those who had been the victim of a crime in 2006, 66% had reported it to police.

## Community Participation

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Participation in the civic, social and economic life of Scottsdale during the past year was assessed on the survey. Among those completing the questionnaire in 2006, 41% reported volunteering in the past year compared to 39% in 2003 and 40% in 2004.

## LOCAL GOVERNMENT

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Several aspects of the government of the City of Scottsdale were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Scottsdale. Those who had any contact with a City of Scottsdale employee in the past year gave their impressions of the most recent encounter.

### Public Trust

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When asked to evaluate whether they were pleased with the overall direction taken by the City of Scottsdale, residents gave an average rating of a 61 on a 100-point scale in 2006, compared to 56 in 2003 and 67 in 2004.

### Service Provided by Scottsdale

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The overall quality of services provided by the City of Scottsdale was rated as 66 on a 100-point scale in 2006, compared to 68 in 2003 and 71 in 2004.

### The City of Scottsdale Employees

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Impressions of the City of Scottsdale employees were assessed on the questionnaire. In 2006, those who had been in contact with a City of Scottsdale employee in the past year (54%) rated their overall impression as 65 on a 100-point scale, compared to an average rating of 72 received in 2003 and 71 in 2004.



## ADDITIONAL QUESTIONS

Two additional questions were asked by the City of Scottsdale as listed below. The results for these questions are also available in the Report of Results.

<b>Policy Question #1</b>	
	<b>In which area of Scottsdale do you live?</b>
South or Indian Bend Road	42%
North of Indian Bend Road and south or west of the Central Arizona Project (CAP)	29%
North or east of the Central Arizona Project (CAP) Canal	29%
Total	100%

<b>Policy Question #2</b>		
<b>To what level do you agree or disagree with each of the following statements?</b>	<b>The City of Scottsdale should do more to promote water conservation among residents</b>	<b>My household could do more to conserve water</b>
Strongly agree	34%	10%
Somewhat agree	46%	40%
Neither agree nor disagree	15%	26%
Somewhat disagree	3%	16%
Strongly disagree	2%	7%
Total	100%	100%
Note: "don't know" responses have been removed.		



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## Report of Results 2006



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# SURVEY BACKGROUND

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## About The National Citizen Survey™

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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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

# UNDERSTANDING THE RESULTS

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## Survey Administration

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Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 33 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 362 residents, for a response rate of 31%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 1,200 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

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## Survey Validity

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The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey 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, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.

4. Selecting the respondent within the household using an unbiased sampling procedure<sup>1</sup>.
5. 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.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to re-weight the data 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 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 a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that 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

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<sup>1</sup> The birthday method requests 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.

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 tend to be ambiguous, 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 fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

## Use of the "Excellent, Good, Fair, Poor" 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 jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss 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, we have found that ratings of almost every local government service in almost every jurisdiction 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. EGFP is more neutral because it requires 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).

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## “Don’t Know” Responses

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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 body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

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## Putting Evaluations Onto a 100-Point Scale

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Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.

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## Interpreting Comparisons to Previous Years

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This report contains comparisons with prior years’ results; found primarily in the graphic representations of the data. In these graphs, data from 2006 are compared to data from 2003 and 2004. The table following a graph contains 2006 data only, and is titled accordingly. Differences between years can be considered “statistically significant” if they are greater than 5 percentage points or 5 points on a 100 point scale.



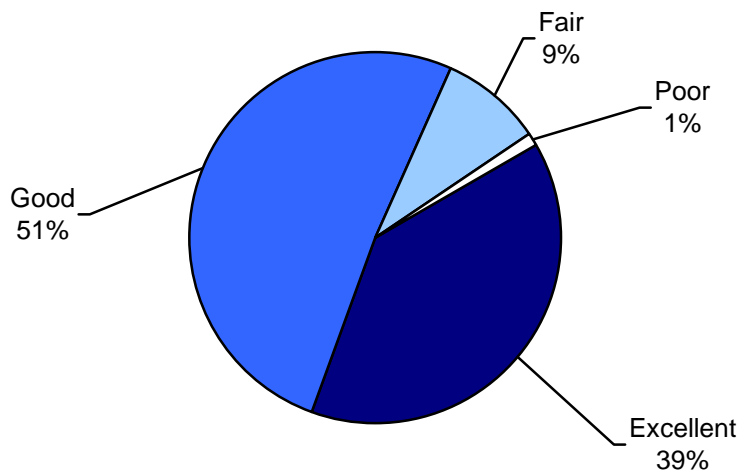
## COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Scottsdale. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Scottsdale. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Scottsdale.

### Quality of Life

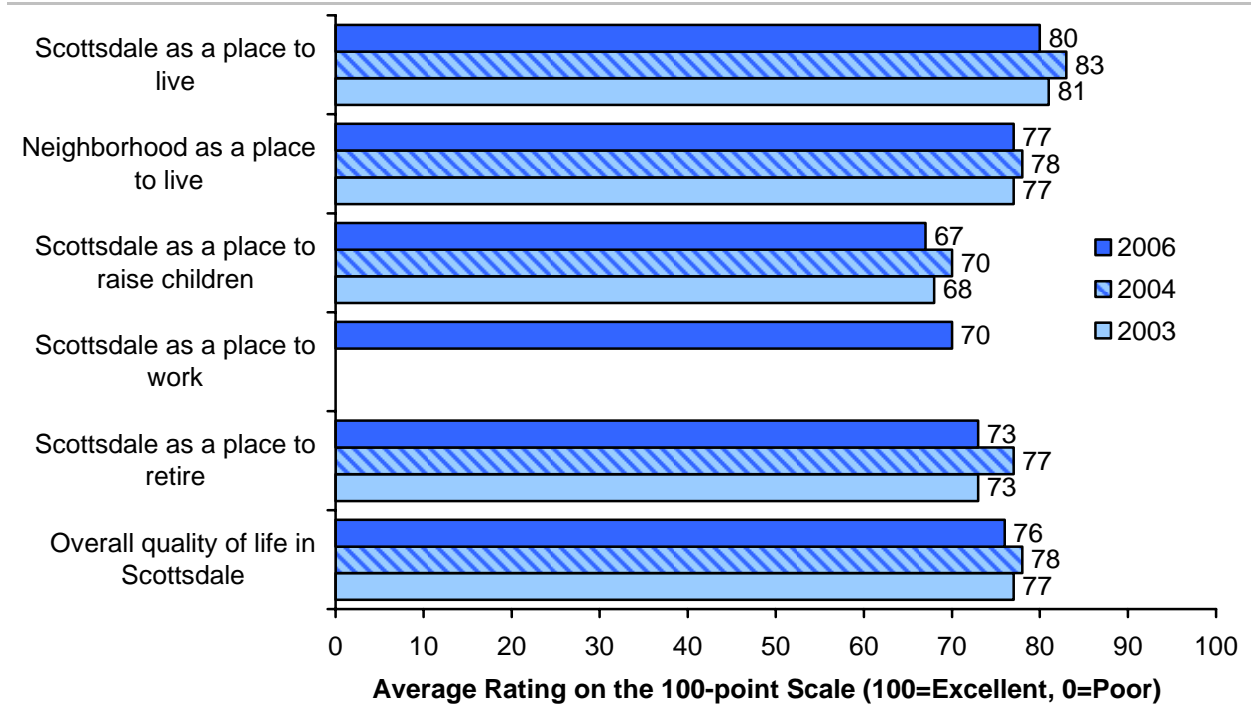
When asked to rate the overall quality of life in Scottsdale, 39% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.”

Figure 1: Overall Quality of Life in Scottsdale



The average rating of overall quality of life on a 100-point scale was 77 in 2003 and 78 in 2004. In 2006, the rating was 76. Scottsdale as a place to raise children received an average rating of 68 on a 100-point scale in 2003 and 70 in 2004, compared to 67 in 2006. Other ratings can be seen in the charts below.

Figure 2: Quality of Life Ratings



2006 Quality of Life Ratings

	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Scottsdale as a place to live?	48%	46%	4%	1%	100%	80
How do you rate your neighborhood as a place to live?	41%	49%	9%	1%	100%	77
How do you rate Scottsdale as a place to raise children?	27%	52%	17%	5%	100%	67
How do you rate Scottsdale as a place to work?	28%	56%	15%	1%	100%	70
How do you rate Scottsdale as a place to retire?	43%	38%	14%	5%	100%	73

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**2006 Quality of Life Ratings**

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	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>	<b>Average rating on a 100-point scale (100=Excellent, 0=Poor)</b>
How do you rate the overall quality of life in Scottsdale?	39%	51%	9%	1%	100%	76

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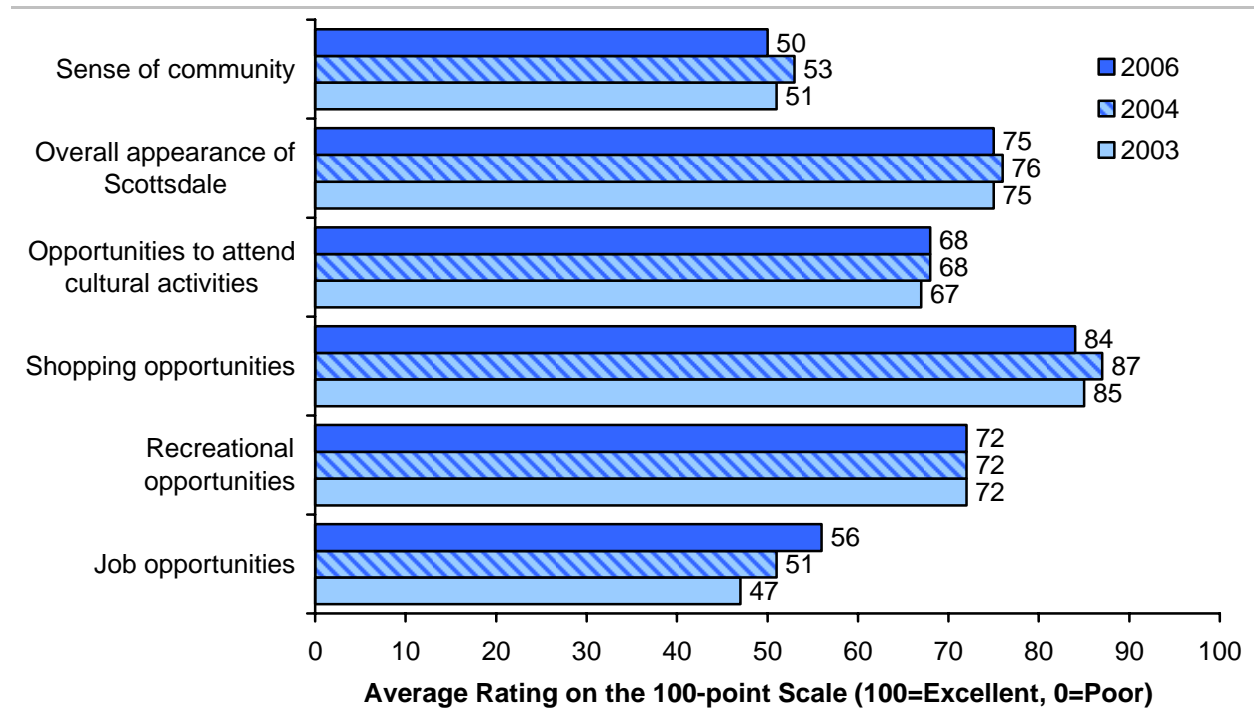
Note: "don't know" responses have been removed.

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## Ratings of Community Characteristics in Scottsdale

In 2006, the highest rated characteristics of Scottsdale were shopping opportunities, overall appearance of Scottsdale, and recreational opportunities. The average rating on a 100-point scale given to shopping opportunities in 2006 was 84 compared to 85 in 2003 and 87 in 2004. Average ratings given to all the characteristics are shown in Figures 3, 4 and 5.

**Figure 3: Characteristics of the Community: General and Opportunities**



**2006 Characteristics of the Community: General and Opportunities**

Please rate each of the following characteristics as they relate to Scottsdale as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Sense of community	11%	43%	32%	14%	100%	50
Overall appearance of Scottsdale	37%	49%	13%	1%	100%	75
Opportunities to attend cultural activities	33%	45%	16%	6%	100%	68
Shopping opportunities	58%	36%	5%	0%	100%	84
Recreational opportunities	33%	51%	12%	3%	100%	72
Job opportunities	12%	50%	32%	6%	100%	56

**2006 Characteristics of the Community: General and Opportunities**

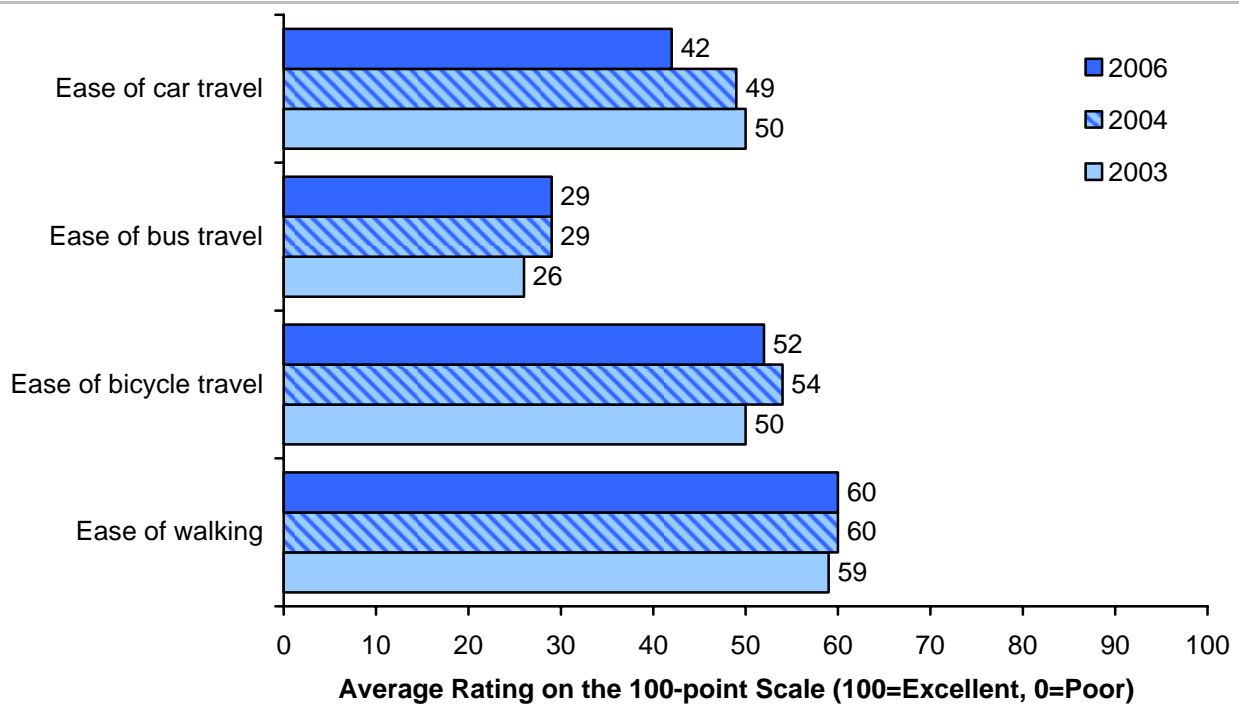
Please rate each of the following characteristics as they relate to Scottsdale as a whole:

Excellent Good Fair Poor Total

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Note: "don't know" responses have been removed.

**Figure 4: Characteristics of the Community: Mobility**



**2006 Characteristics of the Community: Mobility**

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

Excellent Good Fair Poor Total

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Characteristic	Excellent	Good	Fair	Poor	Total	Average Rating
Ease of car travel in Scottsdale	8%	32%	39%	21%	100%	42
Ease of bus travel in Scottsdale	5%	21%	27%	46%	100%	29
Ease of bicycle travel in Scottsdale	12%	42%	36%	10%	100%	52
Ease of walking in Scottsdale	21%	47%	24%	8%	100%	60

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**2006 Characteristics of the Community: Mobility**

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

**Excellent    Good    Fair    Poor    Total**

**Average rating on a 100-point scale (100=Excellent, 0=Poor)**

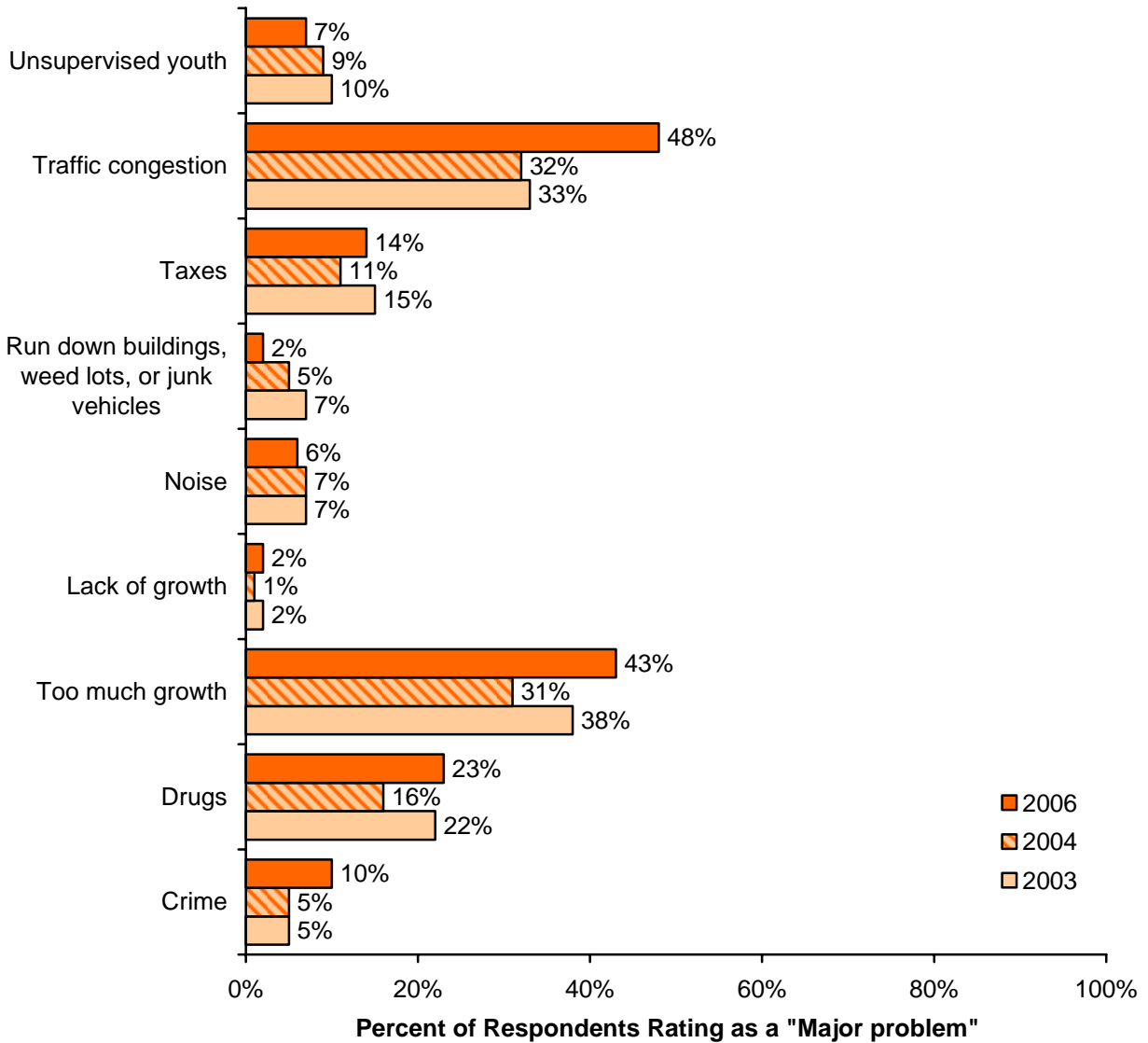
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Note: "don't know" responses have been removed.

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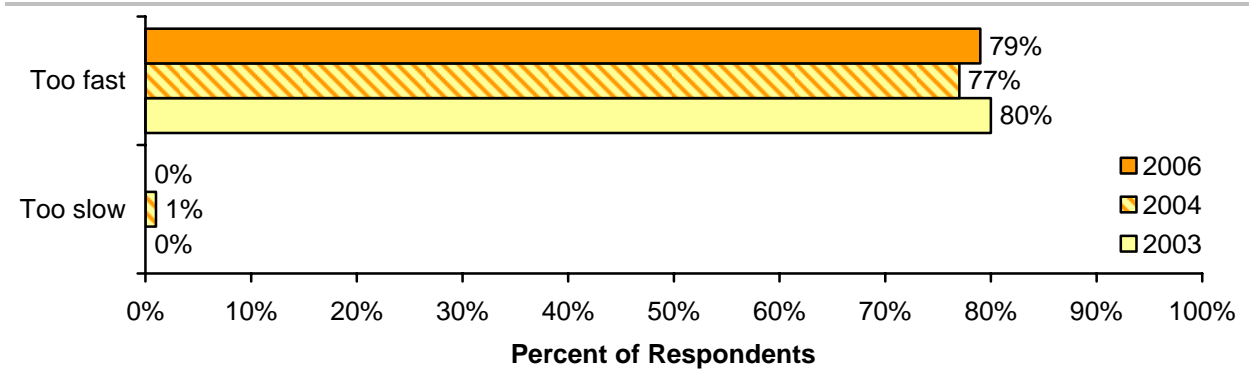
When asked about potential problems in Scottsdale, the three concerns rated by the highest proportion of respondents as a “major problem” in 2006 were traffic congestion, too much growth, and drugs. In 2006 48% rated traffic congestion as a “major problem” compared to 33% in 2003 and 32% in 2004.

**Figure 5: Ratings of Potential Problems in Scottsdale**



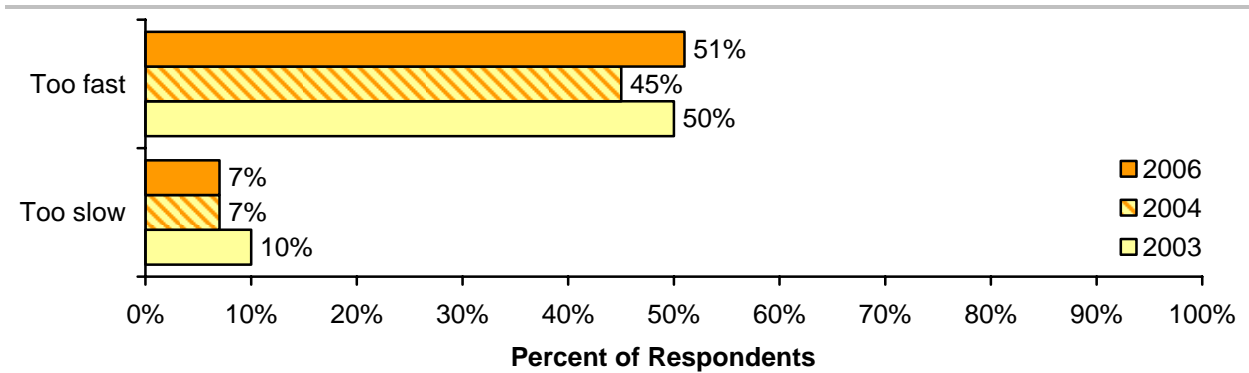
In 2006, the rate of population growth in Scottsdale was viewed as “too fast” by 79% of respondents, while 0% thought it was “too slow.”

**Figure 6a: Ratings of Population Growth by Year in Scottsdale**



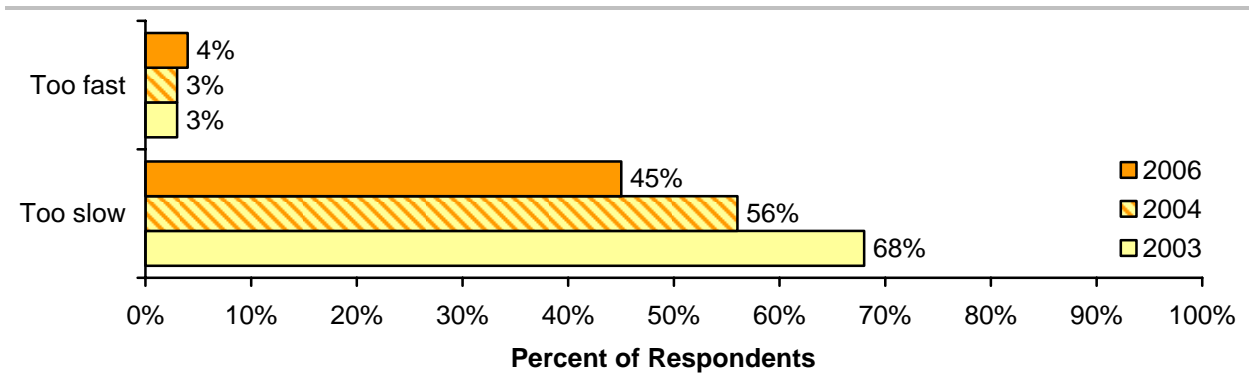
*Note: Responses of “right amount” were omitted.*

**Figure 6b: Ratings of Retail Growth by Year in Scottsdale**



*Note: Responses of “right amount” were omitted.*

**Figure 6c: Ratings of Jobs Growth by Year in Scottsdale**



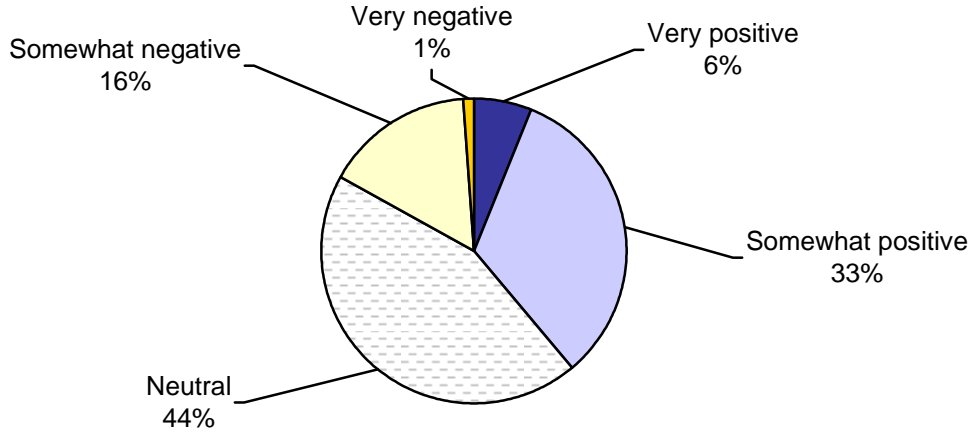
*Note: Responses of “right amount” were omitted.*



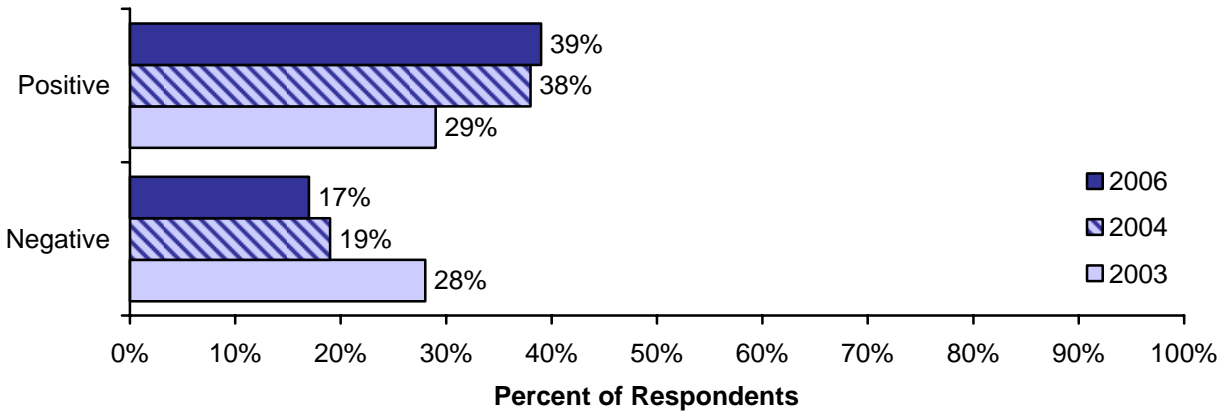
In 2006, 39% of respondents felt the impact of the economy would be positive on their family income in the next 12 months, while 17% felt it would be negative. In 2003, 29% of respondents and in 2004, 38% felt the impact of the economy would be positive.

**Figure 7a: 2006 Perceptions of Economy**

**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...**



**Figure 7b: Comparisons of Perceptions of Economy by Year**



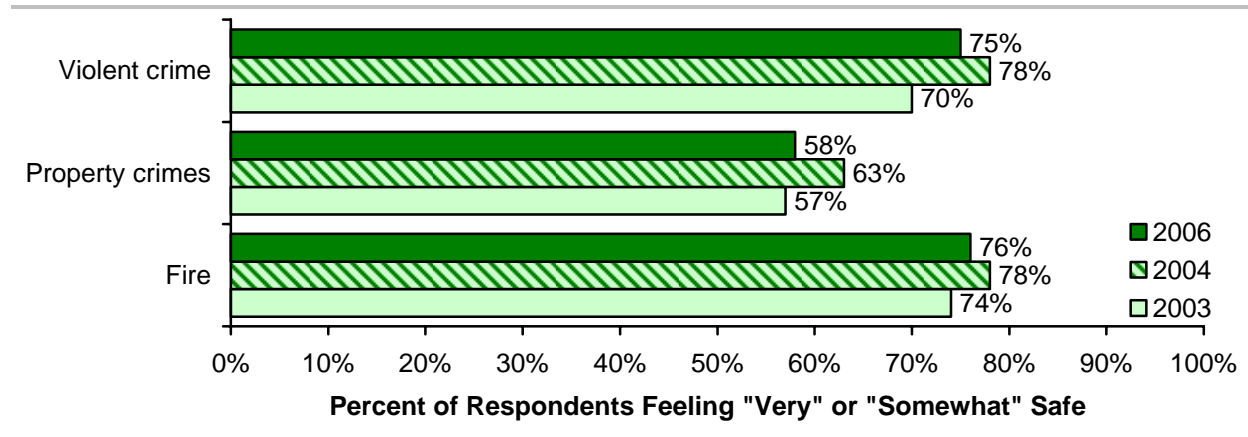
*Note: Responses of "neutral" were omitted.*

## Perceptions of Safety

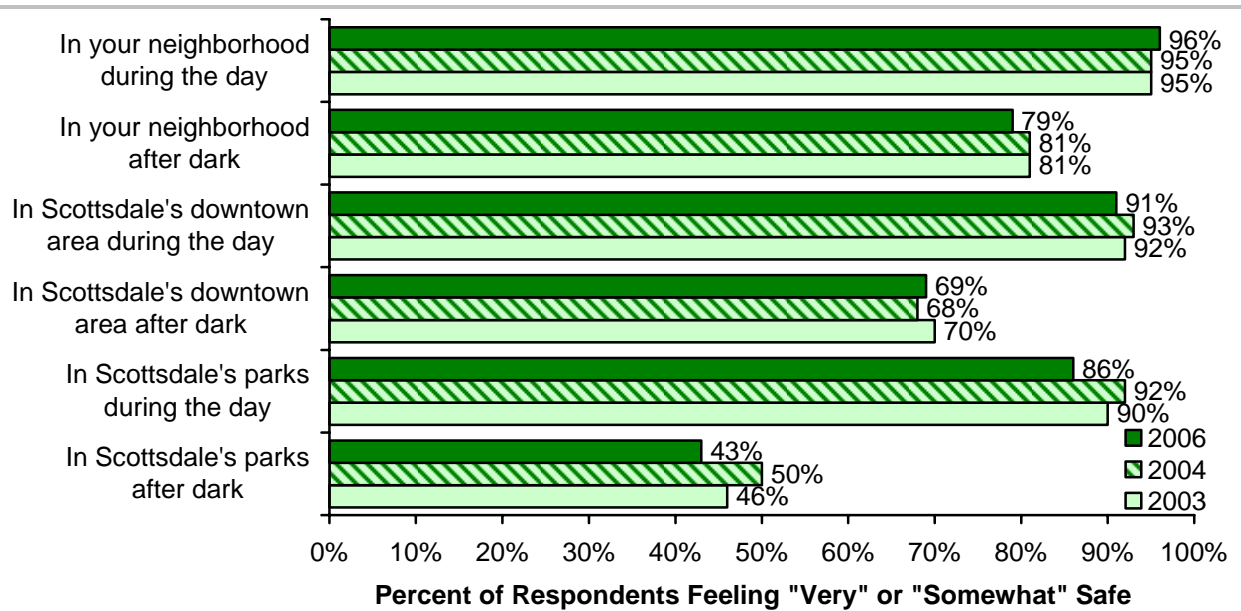
When evaluating safety in the community, 75% of respondents felt “somewhat” or “very safe” from violent crimes in Scottsdale in 2006, compared to 70% in 2003 and 78% in 2004. In their neighborhood after dark, 79% of survey participants felt “somewhat” or “very safe” in 2006, compared to 81% in 2003 and in 2004.

In 2006, as assessed by the survey, 87% of households reported that at least one member had been the victim of one or more crimes in the past year. In 2003, 88% of households had reported that at least one member had been a crime victim, while 86% reported so in 2004. Of those who had been the victim of a crime in 2006, 66% had reported it to police.

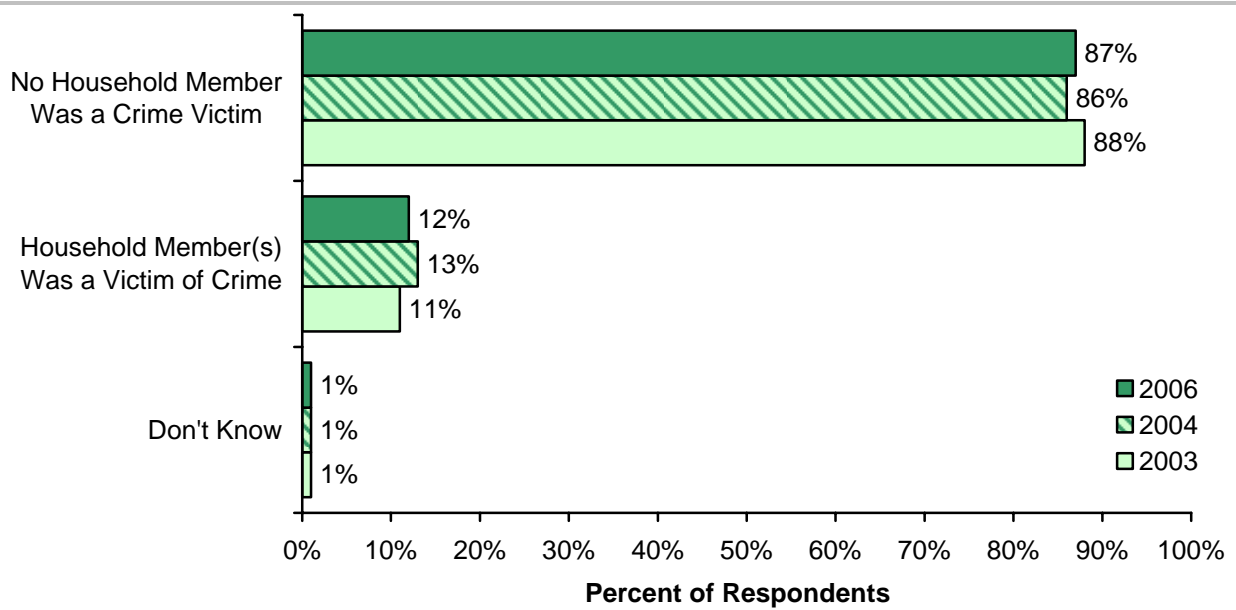
**Figure 8: Ratings of Safety from Various Problems in Scottsdale by Year**



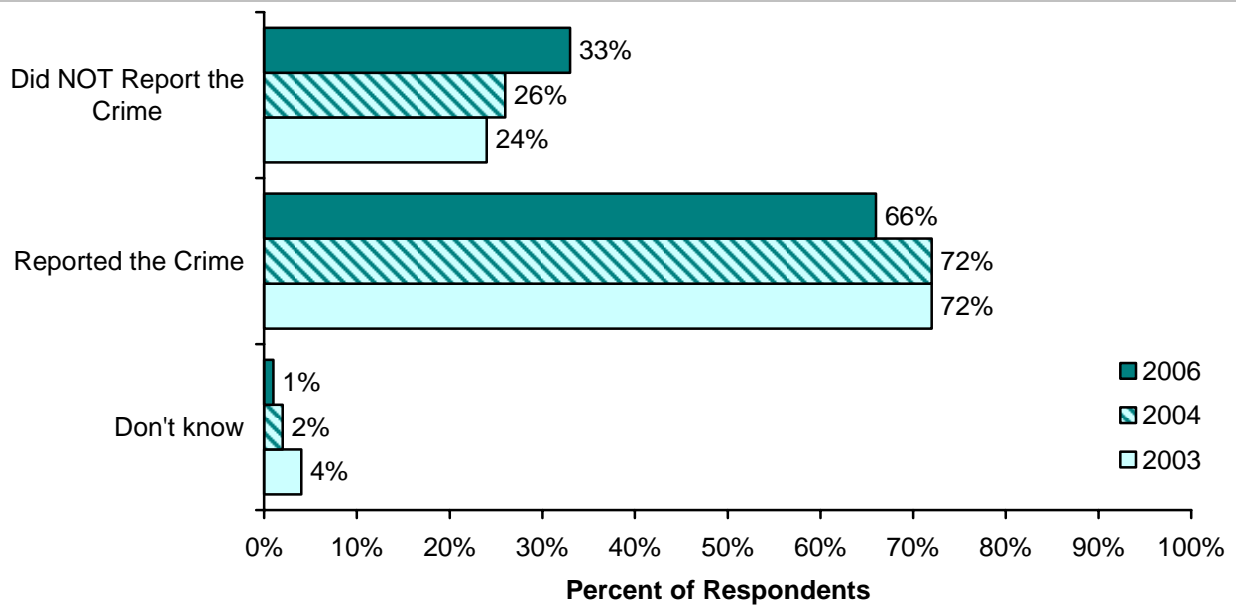
**Figure 9: Ratings of Safety in Various Areas in Scottsdale by Year**



**Figure 10: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months by Year**



**Figure 11: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime by Year**

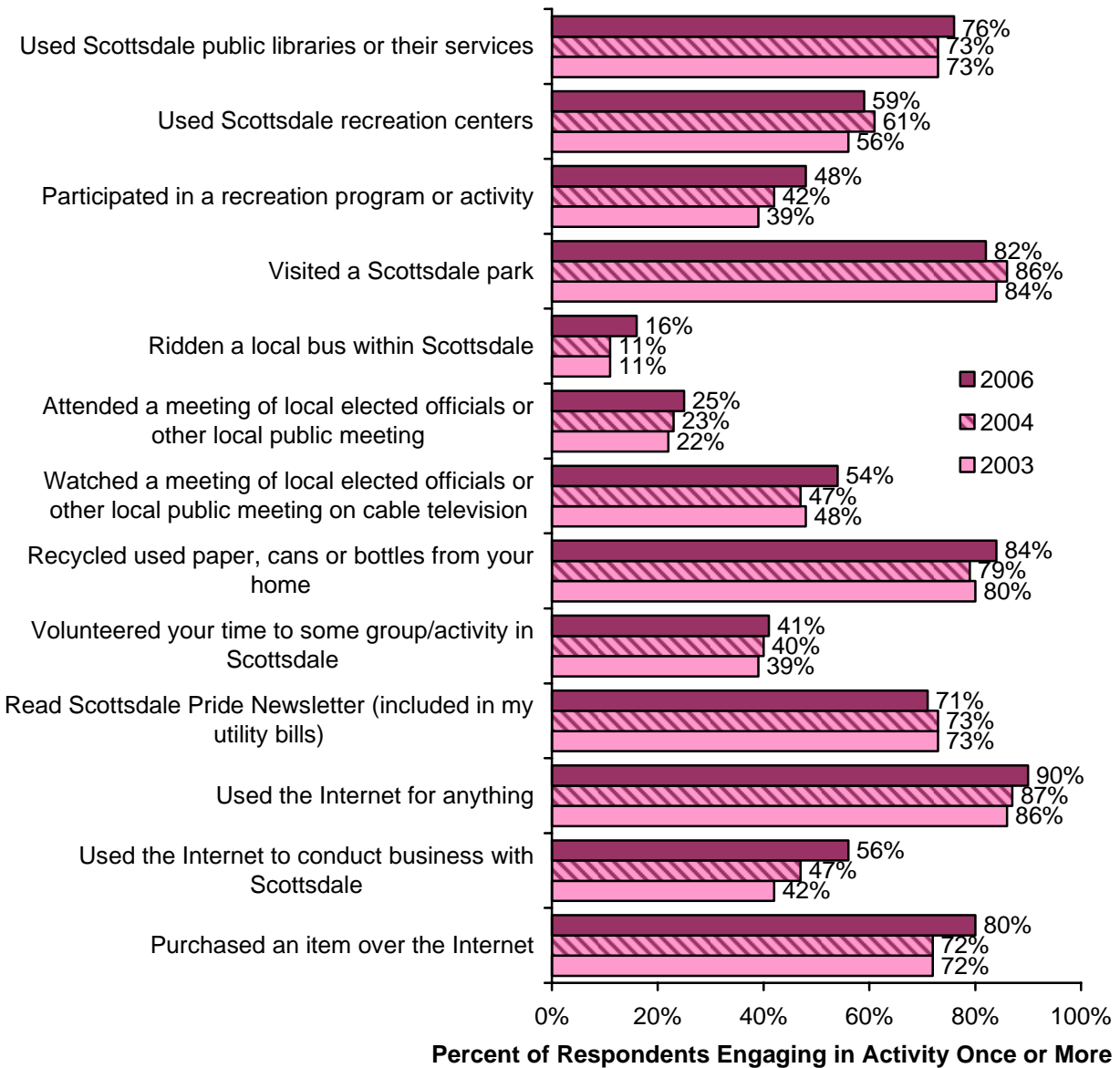


## Community Participation

Participation in the civic, social and economic life of Scottsdale during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below, with comparisons made between 2006, 2004 and 2003.

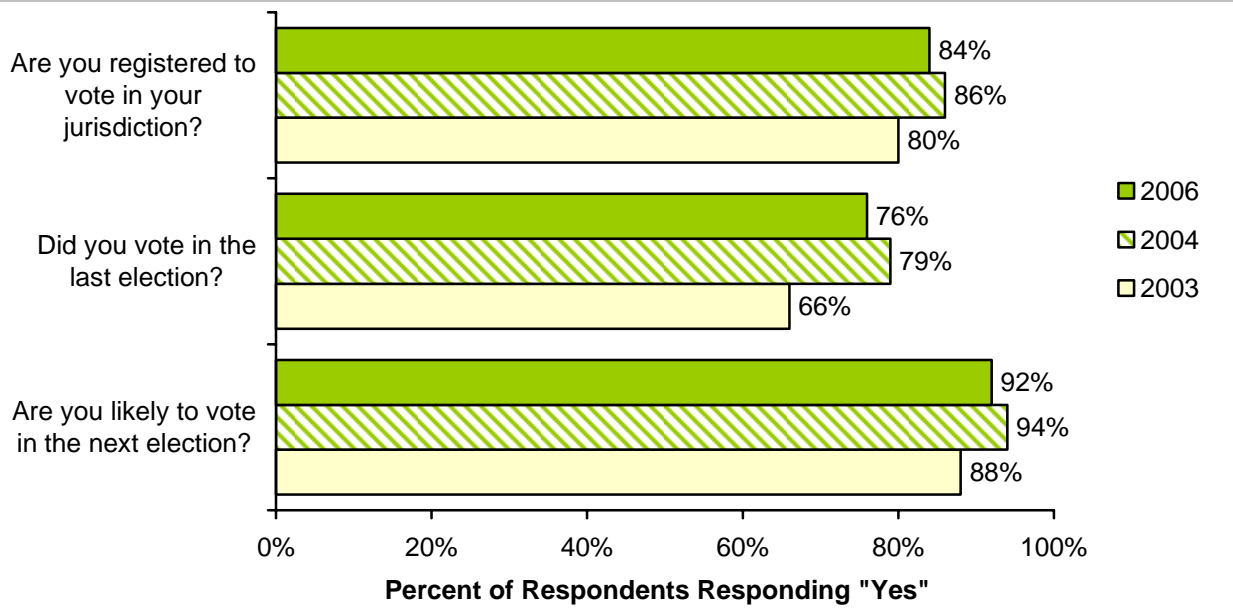
Among those completing the questionnaire in 2006, 41% reported volunteering in the past year compared to 39% in 2003 and 40% in 2004. Voter status was also estimated, and is shown on the next page.<sup>2</sup>

**Figure 12: Percent of Respondents Engaging in Various Activities in Scottsdale in the Last 12 Months by Year**



<sup>2</sup> In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

Figure 13: Voter Status and Activity by Year



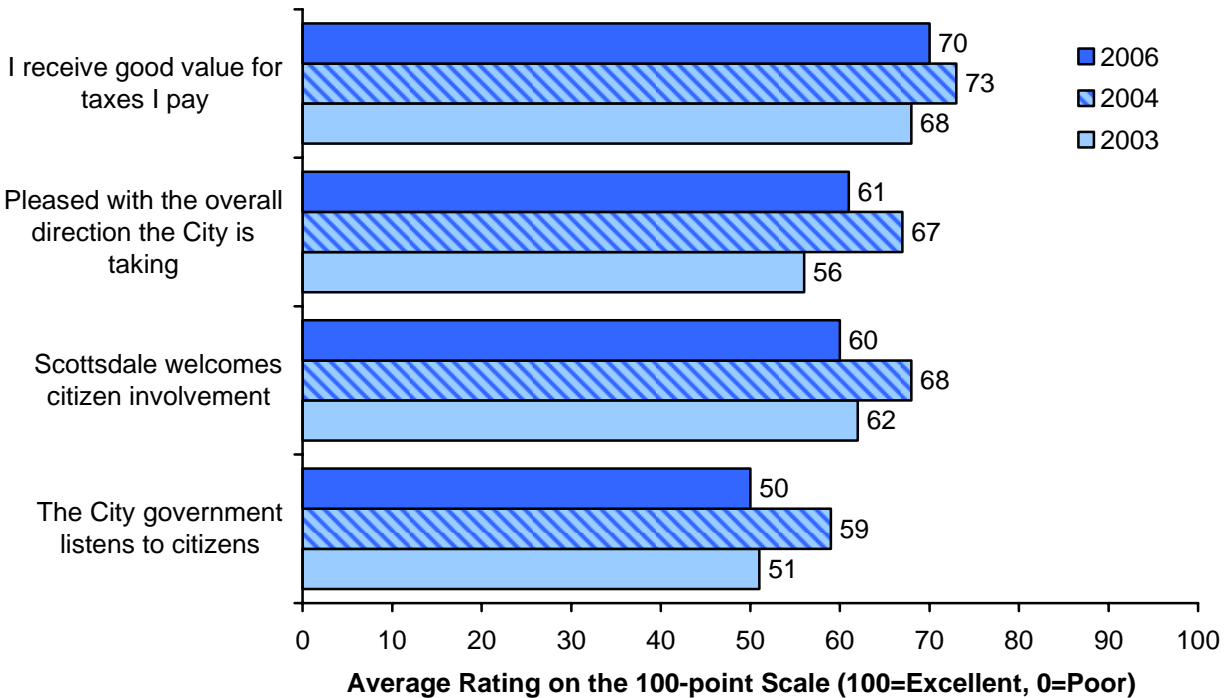
# LOCAL GOVERNMENT

Several aspects of the government of the City of Scottsdale were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Scottsdale. Those who had any contact with a City of Scottsdale employee in the past year gave their impressions of the most recent encounter.

## Public Trust

When asked to evaluate whether they were pleased with the overall direction taken by the City of Scottsdale, residents gave an average rating of a 61 on a 100-point scale in 2006, compared to 56 in 2003 and 67 in 2004.

Figure 14: Ratings of Public Trust by Year



**2006 Public Trust Ratings**

<b>Please rate the following statements:</b>	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Total</b>	<b>Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)</b>
I receive good value for the City of Scottsdale taxes I pay	24%	45%	22%	4%	5%	100%	70
I am pleased with the overall direction that the City of Scottsdale is taking	16%	40%	20%	15%	8%	100%	61
The City of Scottsdale government welcomes citizen involvement	18%	33%	25%	19%	5%	100%	60
The City of Scottsdale government listens to citizens	7%	29%	33%	21%	11%	100%	50

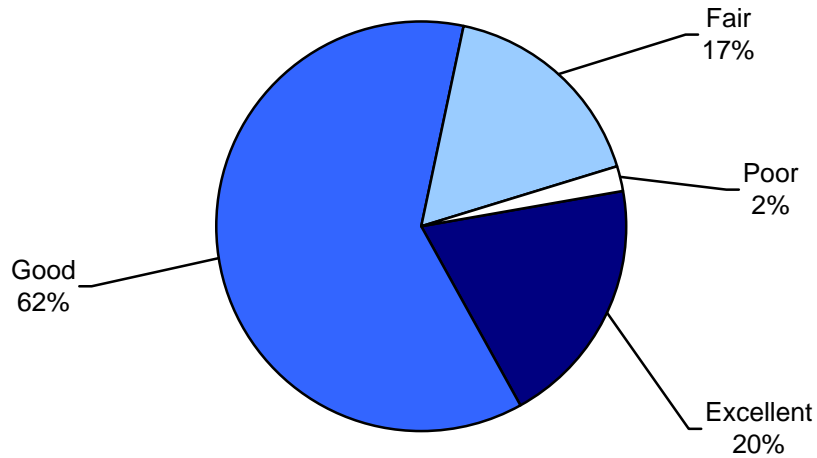
Note: "don't know" responses have been removed.



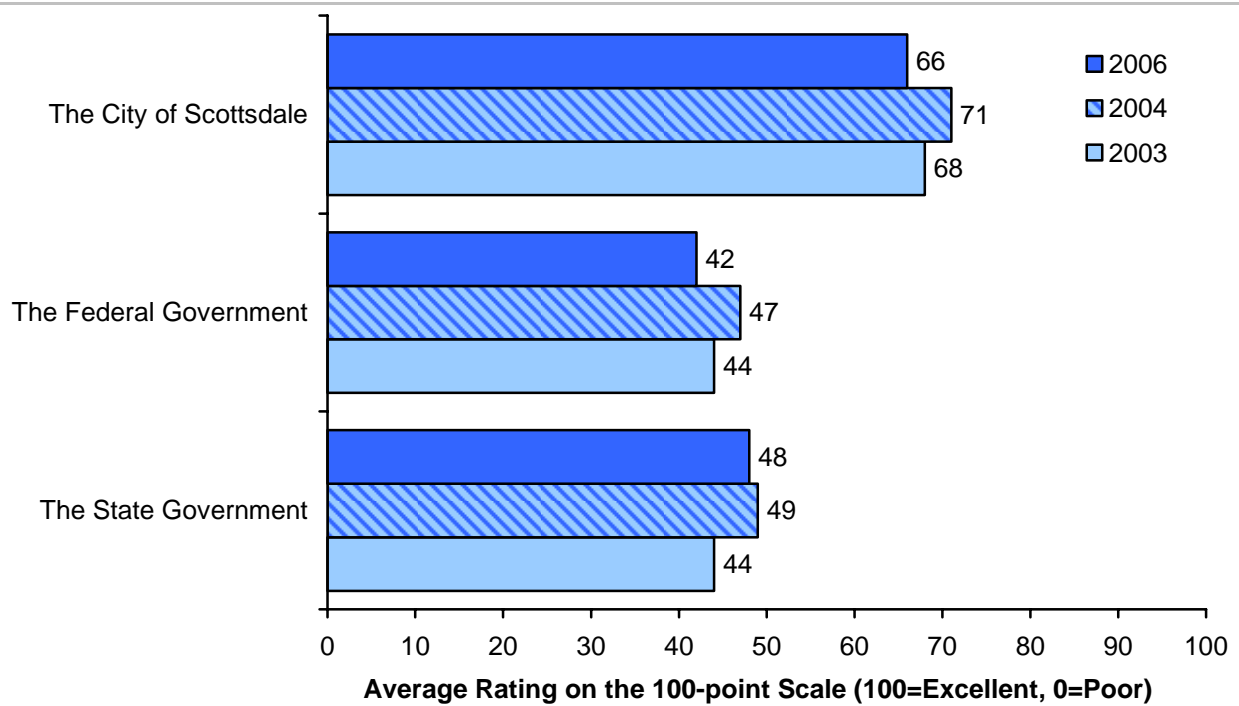
## Service Provided by Scottsdale

The overall quality of services provided by the City of Scottsdale was rated as 66 on a 100-point scale in 2006, compared to 68 in 2003 and 71 in 2004. Ratings given to specific services are shown on the following pages.

**Figure 15: Overall Quality of Services Provided by the City of Scottsdale**



**Figure 16: Rating of Overall Quality of Services Provided by Various Levels of Government by Year**

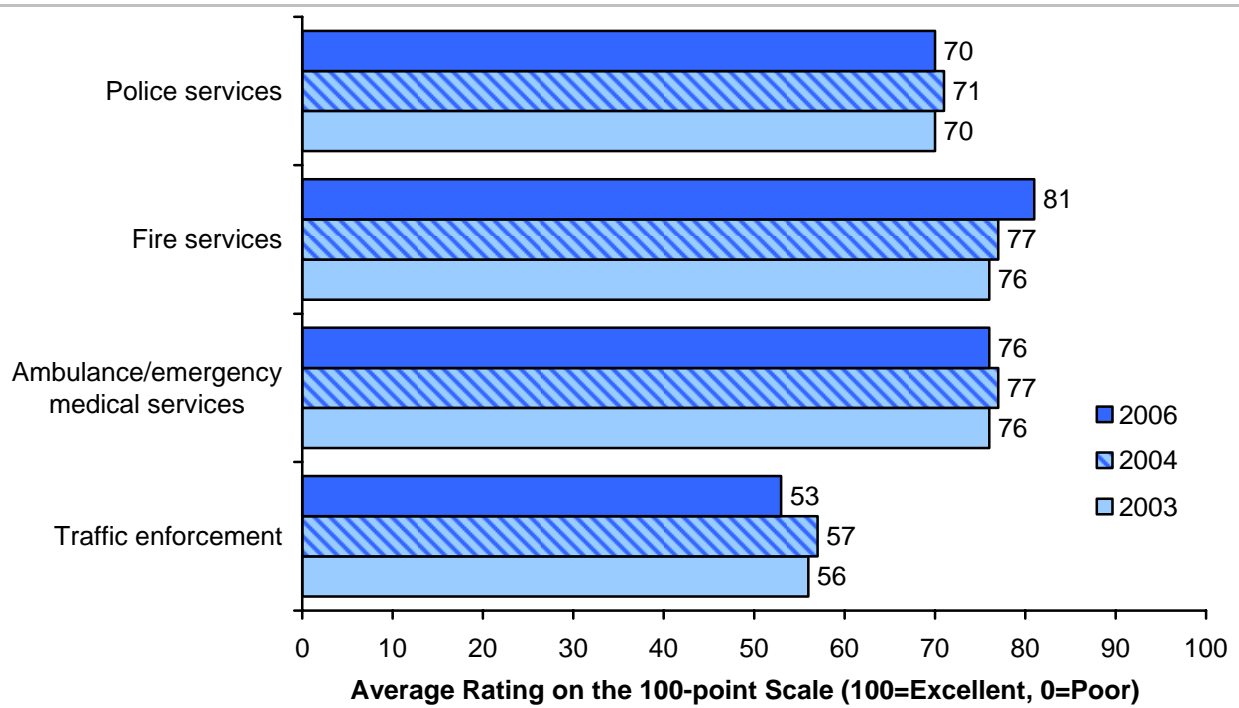


**2006 Overall Quality of Services: City of Scottsdale, Federal Government and State Government**

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The City of Scottsdale	20%	62%	17%	2%	100%	66
The Federal Government	4%	33%	48%	16%	100%	42
The State Government	5%	41%	47%	7%	100%	48

Note: "don't know" responses have been removed.

**Figure 17: Quality of Public Safety Services by Year**

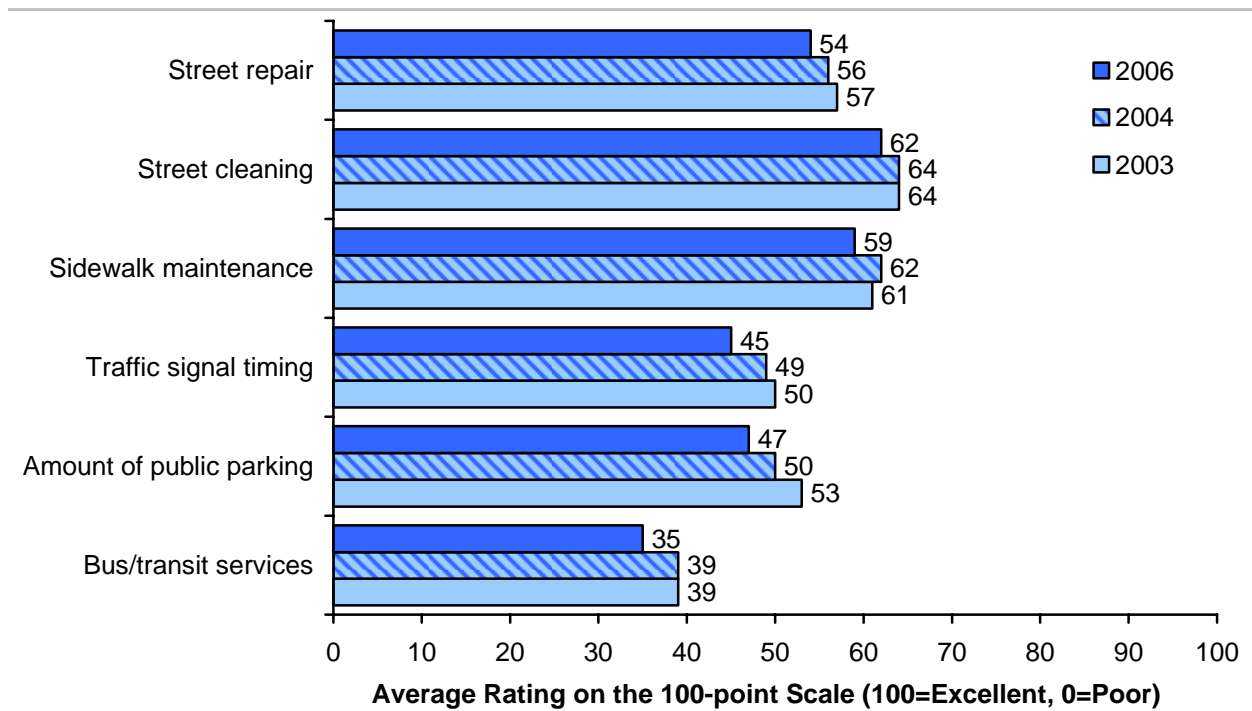


**2006 Quality of Public Safety Services**

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Police services	34%	48%	13%	5%	100%	70
Fire services	46%	50%	4%	0%	100%	81
Ambulance/emergency medical services	38%	54%	7%	1%	100%	76
Traffic enforcement	14%	45%	29%	13%	100%	53

Note: "don't know" responses have been removed.

**Figure 18: Quality of Transportation Services by Year**

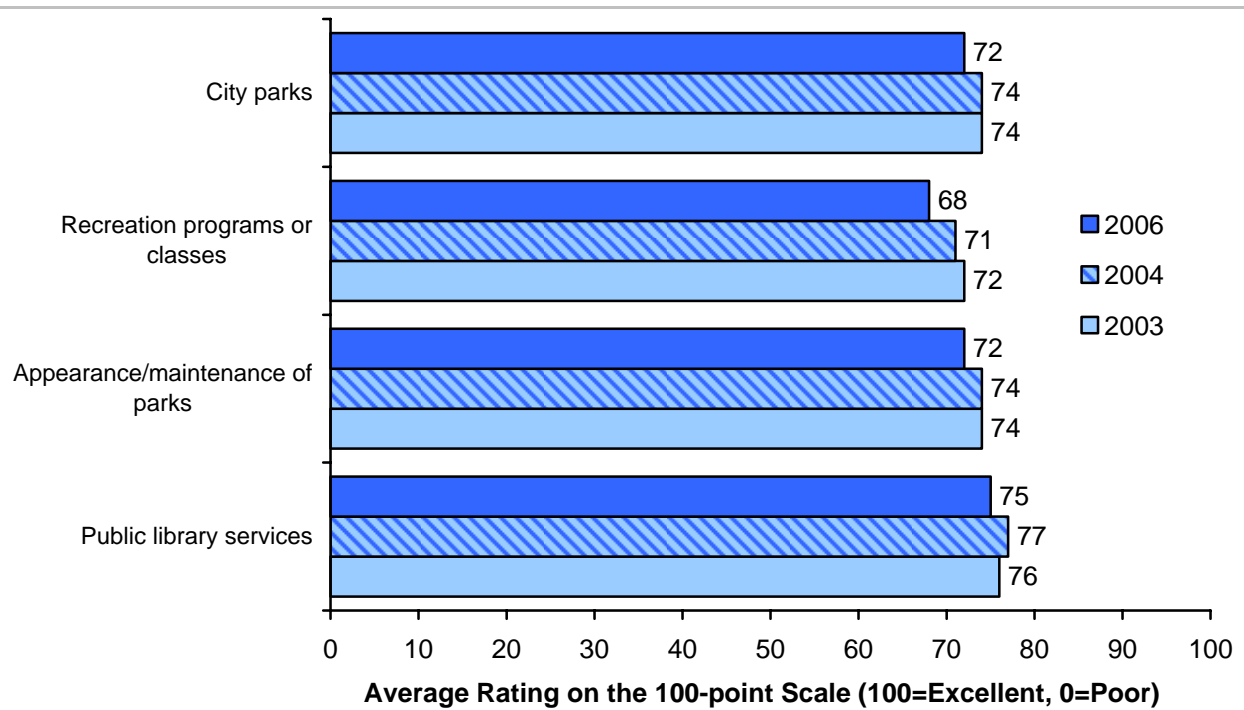


**2006 Quality of Transportation Services**

How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Street repair	15%	45%	28%	12%	100%	54
Street cleaning	21%	49%	26%	4%	100%	62
Sidewalk maintenance	17%	49%	29%	5%	100%	59
Traffic signal timing	10%	38%	31%	21%	100%	45
Amount of public parking	9%	37%	41%	13%	100%	47
Bus/transit services	4%	33%	28%	35%	100%	35

Note: "don't know" responses have been removed.

**Figure 19: Quality of Leisure Services by Year**

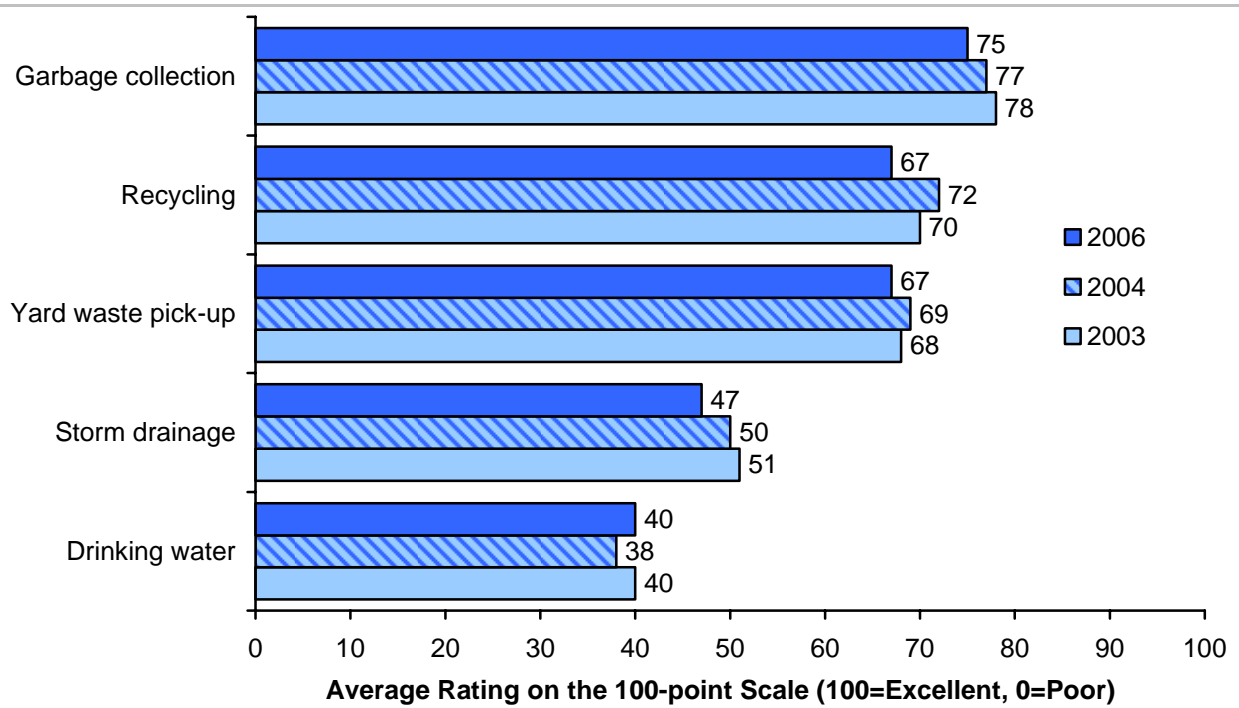


**2006 Quality of Leisure Services**

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
City parks	34%	50%	13%	3%	100%	72
Recreation programs or classes	27%	53%	17%	3%	100%	68
Appearance/maintenance of parks	33%	53%	12%	2%	100%	72
Public library services	40%	48%	10%	2%	100%	75

Note: "don't know" responses have been removed.

**Figure 20: Quality of Utility Services by Year**

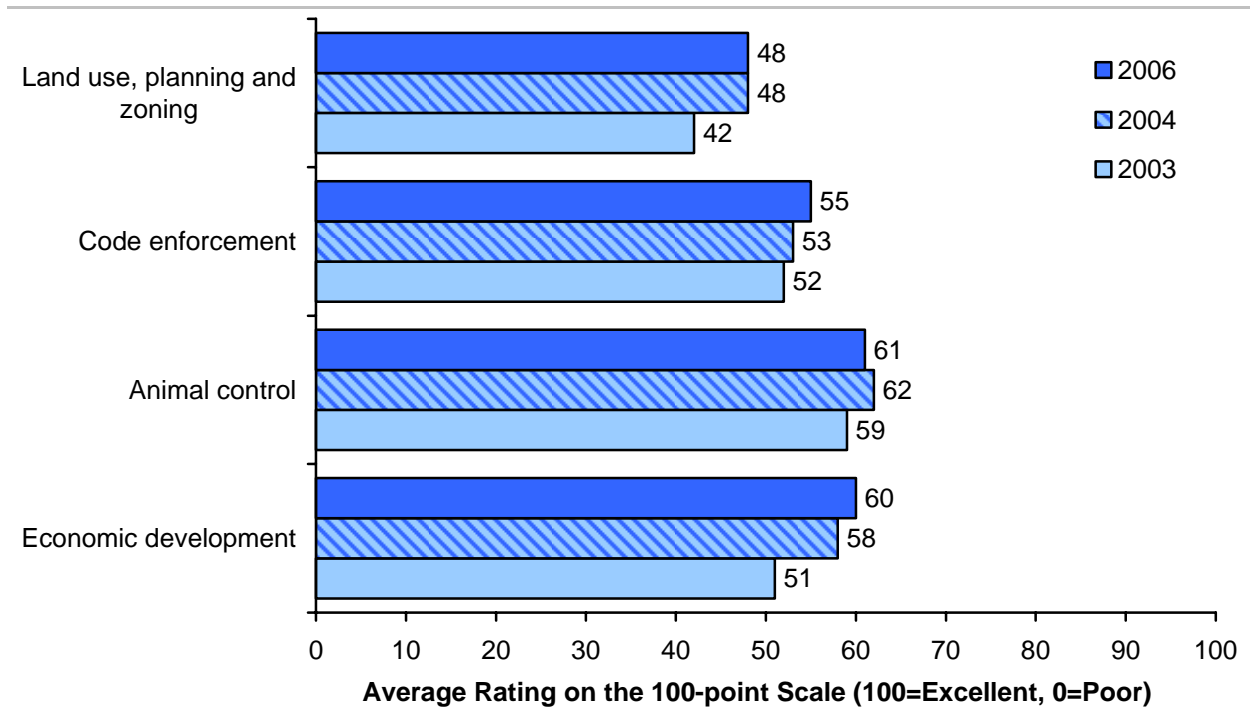


**2006 Quality of Utility Services**

How do you rate the quality of each of the following services?	2006 Quality of Utility Services				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Garbage collection	41%	47%	9%	4%	100%	75
Recycling	36%	41%	10%	13%	100%	67
Yard waste pick-up	34%	41%	18%	7%	100%	67
Storm drainage	9%	39%	38%	15%	100%	47
Drinking water	10%	32%	26%	32%	100%	40

Note: "don't know" responses have been removed.

**Figure 21: Quality of Planning and Code Enforcement Services by Year**

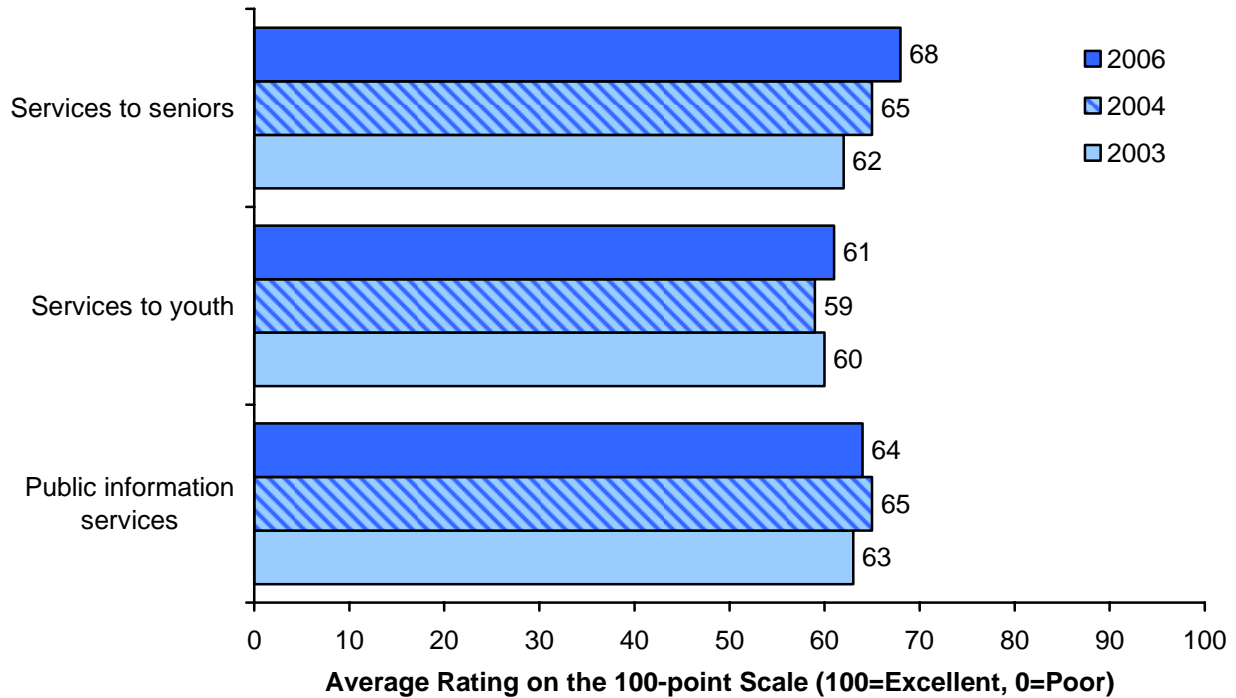


**2006 Quality of Planning and Code Enforcement Services**

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	11%	37%	37%	16%	100%	48
Code enforcement (weeds, abandoned buildings, etc)	16%	44%	32%	9%	100%	55
Animal control	15%	58%	22%	5%	100%	61
Economic development	13%	58%	23%	6%	100%	60

Note: "don't know" responses have been removed.

**Figure 22: Quality of Services to Special Populations and Other Services by Year**



**2006 Quality of Services to Special Populations and Other Services**

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Services to seniors	29%	49%	22%	1%	100%	68
Services to youth	20%	50%	23%	7%	100%	61
Public information services	22%	52%	22%	4%	100%	64

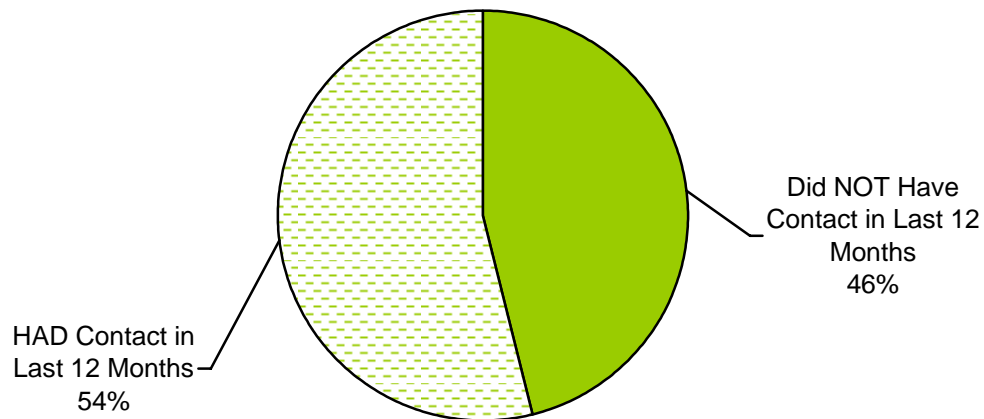
Note: "don't know" responses have been removed.



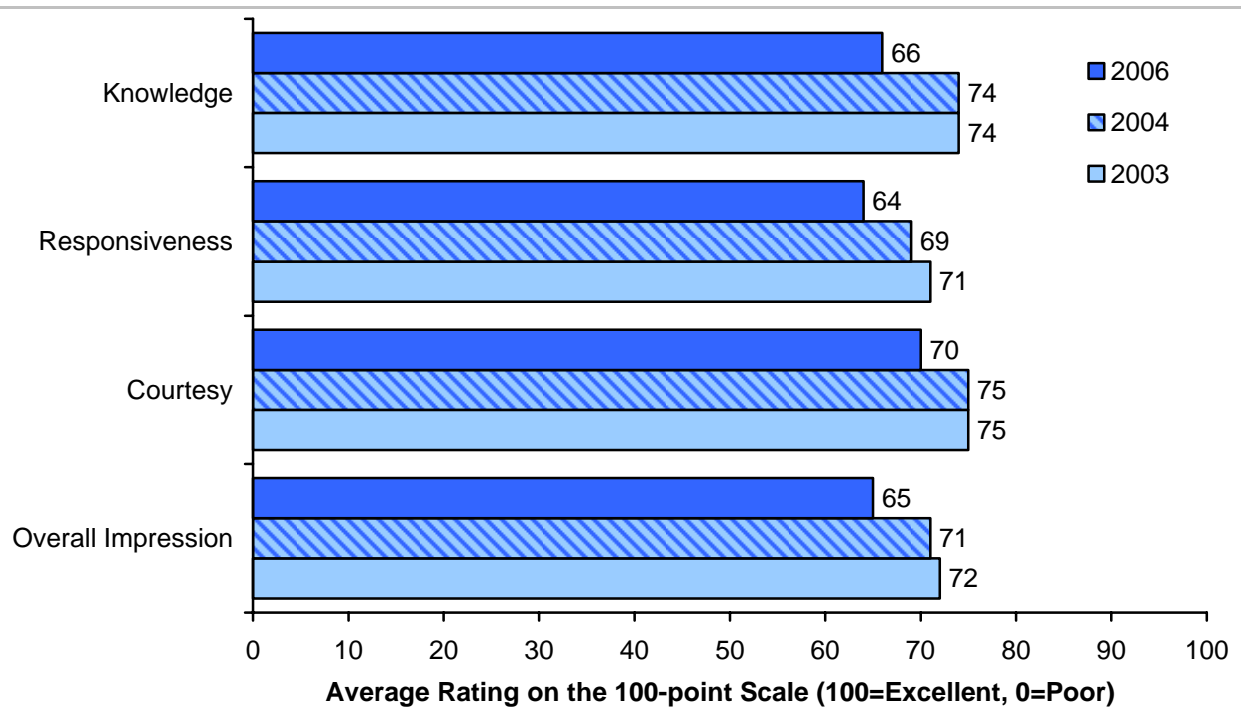
## The City of Scottsdale Employees

Impressions of the City of Scottsdale employees were assessed on the questionnaire. In 2006, those who had been in contact with a City of Scottsdale employee in the past year (54%) rated their overall impression as 65 on a 100-point scale, compared to an average rating of 72 received in 2003 and 71 in 2004.

**Figure 23: Percent of Respondents Who Had Contact with a City of Scottsdale Employee in 2006**



**Figure 24: Ratings of Contact with the City of Scottsdale Employees by Year**



**2006 Ratings of Contact with City of Scottsdale Employees**

What was your impression of employees of the City of Scottsdale in your most recent contact?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Knowledge	25%	55%	13%	8%	100%	66
Responsiveness	27%	48%	16%	9%	100%	64
Courtesy	34%	51%	9%	7%	100%	70
Overall Impression	28%	48%	16%	8%	100%	65

Note: "don't know" responses have been removed.

## ADDITIONAL QUESTIONS

Two additional questions were asked by the City of Scottsdale. The results for these questions are displayed below.

Policy Question #1	
	In which area of Scottsdale do you live?
South or Indian Bend Road	42%
North of Indian Bend Road and south or west of the Central Arizona Project (CAP)	29%
North or east of the Central Arizona Project (CAP) Canal	29%
Total	100%

Policy Question #2		
To what level do you agree or disagree with each of the following statements?	The City of Scottsdale should do more to promote water conservation among residents	My household could do more to conserve water
Strongly agree	34%	10%
Somewhat agree	46%	40%
Neither agree nor disagree	15%	26%
Somewhat disagree	3%	16%
Strongly disagree	2%	7%
Total	100%	100%

Note: "don't know" responses have been removed.

# APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

This appendix displays the complete distribution of responses to questions in 2006. The “don’t know” responses are shown, where applicable.

## Question 1: Quality of Life Ratings

	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Scottsdale as a place to live?	48%	46%	4%	1%	0%	100%
How do you rate your neighborhood as a place to live?	41%	49%	9%	1%	0%	100%
How do you rate Scottsdale as a place to raise children?	21%	41%	13%	4%	21%	100%
How do you rate Scottsdale as a place to work?	22%	45%	12%	1%	20%	100%
How do you rate Scottsdale as a place to retire?	36%	32%	12%	5%	15%	100%
How do you rate the overall quality of life in Scottsdale?	39%	51%	9%	1%	0%	100%

## 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
Sense of community	11%	42%	31%	14%	2%	100%
Overall appearance of Scottsdale	37%	49%	13%	1%	0%	100%
Opportunities to attend cultural activities	31%	43%	16%	6%	4%	100%
Shopping opportunities	58%	36%	5%	0%	0%	100%
Recreational opportunities	32%	49%	12%	3%	3%	100%
Job opportunities	9%	37%	24%	5%	25%	100%
Ease of car travel in Scottsdale	8%	31%	39%	21%	2%	100%
Ease of bus travel in Scottsdale	2%	9%	12%	21%	55%	100%
Ease of bicycle travel in Scottsdale	9%	30%	26%	7%	28%	100%
Ease of walking in Scottsdale	20%	44%	22%	8%	6%	100%

**Question 3: Please rate the speed of growth in the following categories in Scottsdale over the past two years**

	<b>Much too slow</b>	<b>Somewhat too slow</b>	<b>Right amount</b>	<b>Somewhat too fast</b>	<b>Much too fast</b>	<b>Don't know</b>	<b>Total</b>
Population growth	0%	0%	19%	37%	35%	9%	100%
Retail growth (stores, restaurants etc.)	2%	5%	39%	28%	20%	6%	100%
Jobs growth	4%	19%	27%	2%	0%	47%	100%

**Question 4: To what degree are the following problems in Scottsdale**

	<b>Not a problem</b>	<b>Minor problem</b>	<b>Moderate problem</b>	<b>Major problem</b>	<b>Don't know</b>	<b>Total</b>
Crime	9%	33%	40%	10%	8%	100%
Drugs	8%	25%	25%	17%	25%	100%
Too much growth	10%	13%	31%	41%	6%	100%
Lack of growth	74%	11%	5%	1%	9%	100%
Noise	25%	43%	25%	6%	1%	100%
Run down buildings, weed lots, or junk vehicles	34%	47%	14%	2%	3%	100%
Taxes	23%	25%	30%	13%	10%	100%
Traffic congestion	3%	16%	33%	48%	1%	100%
Unsupervised youth	16%	31%	23%	5%	25%	100%

**Question 5: Please rate how safe you feel from the following occurring to you in Scottsdale**

	<b>Very safe</b>	<b>Somewhat safe</b>	<b>Neither safe nor unsafe</b>	<b>Somewhat unsafe</b>	<b>Very unsafe</b>	<b>Don't know</b>	<b>Total</b>
Violent crime (e.g., rape, assault, robbery)	31%	42%	17%	8%	0%	2%	100%
Property crimes (e.g., burglary, theft)	13%	43%	20%	17%	4%	3%	100%
Fire	32%	37%	20%	2%	1%	8%	100%

The City of Scottsdale Citizen Survey

Appendix A: Survey Frequencies

**Question 6: Please rate how safe you feel:**

	<b>Very safe</b>	<b>Somewhat safe</b>	<b>Neither safe nor unsafe</b>	<b>Somewhat unsafe</b>	<b>Very unsafe</b>	<b>Don't know</b>	<b>Total</b>
In your neighborhood during the day	68%	28%	4%	0%	0%	0%	100%
In your neighborhood after dark	32%	47%	10%	9%	2%	1%	100%
In Scottsdale's downtown area during the day	56%	30%	7%	1%	0%	6%	100%
In Scottsdale's downtown area after dark	20%	42%	18%	10%	1%	9%	100%
In Scottsdale's parks during the day	48%	31%	8%	4%	0%	8%	100%
In Scottsdale's parks after dark	7%	27%	18%	17%	9%	23%	100%

**Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?**

	<b>No</b>	<b>Yes</b>	<b>Don't know</b>	<b>Total</b>
During the past twelve months, were you or anyone in your household the victim of any crime?	87%	12%	1%	100%

**Question 8: If yes, was this crime (these crimes) reported to the police?**

	<b>No</b>	<b>Yes</b>	<b>Don't know</b>	<b>Total</b>
If yes, was this crime (these crimes) reported to the police?	33%	66%	1%	100%

**Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Scottsdale?**

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Scottsdale public libraries or their services	24%	29%	29%	12%	7%	100%
Used Scottsdale recreation centers	41%	27%	19%	8%	6%	100%
Participated in a recreation program or activity	52%	27%	13%	4%	4%	100%
Visited a Scottsdale park	18%	25%	30%	16%	11%	100%
Ridden a local bus within Scottsdale	84%	8%	3%	2%	4%	100%
Attended a meeting of local elected officials or other local public meeting	75%	19%	5%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	46%	29%	21%	3%	2%	100%
Recycled used paper, cans or bottles from your home	16%	6%	10%	10%	58%	100%
Volunteered your time to some group/activity in Scottsdale	59%	20%	13%	3%	5%	100%
Read Scottsdale Pride Newsletter (included in my utility bills)	29%	21%	32%	9%	9%	100%
Used the Internet for anything	10%	4%	6%	6%	74%	100%
Used the Internet to conduct business with Scottsdale	44%	16%	14%	8%	18%	100%
Purchased an item over the Internet	20%	12%	30%	15%	23%	100%

<b>Question 10: How do you rate the quality of each of the following services in Scottsdale?</b>						
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
Police services	30%	42%	11%	4%	12%	100%
Fire services	35%	38%	3%	0%	24%	100%
Ambulance/emergency medical services	25%	35%	5%	1%	34%	100%
Traffic enforcement	13%	41%	27%	11%	8%	100%
Garbage collection	38%	45%	8%	3%	5%	100%
Recycling	33%	38%	9%	12%	8%	100%
Yard waste pick-up	25%	30%	13%	5%	26%	100%
Street repair	14%	43%	27%	12%	4%	100%
Street cleaning	20%	47%	25%	4%	4%	100%
Sidewalk maintenance	15%	44%	26%	5%	10%	100%
Traffic signal timing	9%	37%	30%	21%	3%	100%
Amount of public parking	8%	33%	37%	12%	10%	100%
Bus/transit services	2%	14%	12%	15%	57%	100%
Storm drainage	7%	32%	31%	12%	18%	100%
Drinking water	10%	29%	24%	30%	7%	100%
City parks	32%	46%	12%	3%	7%	100%
Recreation programs or classes	18%	36%	11%	2%	33%	100%
Appearance/maintenance of parks	31%	50%	11%	2%	5%	100%
Land use, planning and zoning	8%	28%	28%	12%	23%	100%
Code enforcement (weeds, abandoned buildings, etc)	13%	37%	27%	7%	16%	100%
Animal control	11%	43%	16%	4%	26%	100%
Economic development	11%	46%	18%	4%	20%	100%
Services to seniors	15%	26%	12%	1%	46%	100%
Services to youth	10%	25%	12%	3%	49%	100%
Public library services	34%	40%	8%	2%	16%	100%
Public information services	17%	40%	17%	3%	22%	100%



**Question 11: Overall, how would you rate the quality of the services provided by...**

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
The City of Scottsdale	19%	58%	16%	2%	5%	100%
The Federal Government	4%	29%	42%	14%	12%	100%
The State Government	5%	35%	41%	6%	14%	100%

**Question 12: Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?**

	<b>No</b>	<b>Yes</b>	<b>Total</b>
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	46%	54%	100%

**Question 13: What was your impression of the employees of the City of Scottsdale in your most recent contact?**

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
Knowledge	25%	54%	13%	8%	1%	100%
Responsiveness	27%	47%	16%	9%	1%	100%
Courtesy	34%	50%	9%	7%	0%	100%
Overall Impression	28%	48%	16%	8%	0%	100%

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**Question 14: Please rate your agreement or disagreement with the following statements.**

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Total</b>
I receive good value for the City of Scottsdale taxes I pay	23%	42%	21%	3%	5%	7%	100%
I am pleased with the overall direction that the City of Scottsdale is taking	15%	38%	19%	15%	7%	5%	100%
The City of Scottsdale government welcomes citizen involvement	14%	26%	20%	15%	4%	22%	100%
The City of Scottsdale government listens to citizens	6%	24%	27%	17%	9%	18%	100%

**Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?**

	<b>Very positive</b>	<b>Somewhat positive</b>	<b>Neutral</b>	<b>Somewhat negative</b>	<b>Very negative</b>	<b>Total</b>
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:	6%	33%	44%	16%	1%	100%

The City of Scottsdale Citizen Survey

Appendix A: Survey Frequencies

<b>Question 16a: Policy Question 1</b>				
	<b>South or Indian Bend Road</b>	<b>North of Indian Bend Road and south or west of the Central Arizona Project (CAP) Canal</b>	<b>North or east of the Central Arizona Project (CAP) Canal</b>	<b>Total</b>
In which area of Scottsdale do you live?	42%	29%	29%	100%

<b>Question 16b: Policy Question 2</b>							
<b>To what level do you agree or disagree with each of the following statements?</b>	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Total</b>
The City of Scottsdale should do more to promote water conservation among residents	33%	44%	15%	3%	2%	4%	100%
My household could do more to conserve water	10%	40%	26%	16%	7%	1%	100%

**Question 17: Do you live within the City limits of the City of Scottsdale?**

	No	Yes	Total
Do you live within the limits of the City of Scottsdale?	5%	95%	100%

**Question 18: Employment Status**

	No	Yes	Total
Are you currently employed?	26%	74%	100%

**Question 18a: Usual Mode of Transportation to Work**

**What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?**

Motorized vehicle	89%
Public transportation	3%
Walk	2%
Work at home	6%
Other	0%
Total	100%

**Question 18b: Drive Alone or Carpool**

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	87%	13%	100%

**Usual Mode of Transportation to Work, Including Carpooling**

<b>Usual mode of transportation to work</b>	
Motorized vehicle, no others (SOV)	78%
Motorized vehicle, with others (MOV)	11%
Public transportation	3%
Walk	2%
Work at home	6%
Other	0%
Total	100%

**Question 19: Length of Residency**

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

Less than 2 years	15%
2 to 5 years	20%
6 to 10 years	19%
11 to 20 years	21%
More than 20 years	25%
Total	100%

**Question 20: Type of Housing Unit**

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

One family house detached from any other houses	51%
One family house attached to one or more houses	14%
Building with two or more apartments or condominiums	33%
Other	1%
Total	100%

**Question 21: Tenure Status**

	<b>Rented for cash or occupied without cash payment?</b>	<b>Owned by you or someone in this house</b>	<b>Total</b>
Is this house, apartment, or mobile home...	30%	70%	100%

**Questions 22 to 25: Household Characteristics**

	<b>No</b>	<b>Yes</b>	<b>Total</b>
Do any children age 12 or under live in your household?	88%	12%	100%
Do any teenagers ages 13 through 17 live in your household?	92%	8%	100%
Are you or any other members of your household aged 65 or older?	74%	26%	100%
Does any member of your household have a physical handicap or is anyone disabled?	90%	10%	100%

**Question 26: Education**

**What is the highest degree or level of school you have completed?**

12th Grade or less, no diploma	1%
High school diploma	9%
Some college, no degree	20%
Associate's degree (e.g. AA, AS)	8%
Bachelor's degree (e.g. BA, AB, BS)	40%
Graduate degree or professional degree	22%
Total	100%

**Question 27: Annual Household Income**

**How much do you anticipate your household's total income before taxes will be for the current year?**

Less than \$24,999	11%
\$25,000 to \$49,999	25%
\$50,000 to \$99,999	32%
\$100,000 or more	33%
Total	100%

**Question 28: Ethnicity**

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	95%	5%	100%

**Question 29: Race**

What is your race?	Percent of Respondents
American Indian or Alaskan native	0%
Asian or Pacific Islander	1%
Black, African American	1%
White/Caucasian	94%
Other	4%

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

**Question 30: Age**

**In which category is your age?**

18 to 24 years	5%
25 to 34 years	21%
35 to 44 years	14%
45 to 54 years	24%
55 to 64 years	14%
65 to 74 years	13%
75 years or older	10%
Total	100%

**Question 31: Gender**

	Female	Male	Total
What is your gender?	54%	46%	100%

**Questions 32 to 34: Voter Status and Activity**

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	16%	83%	0%	100%
Did you vote in the last election?	24%	76%	0%	100%
Are you likely to vote in the next election?	8%	86%	7%	100%

## APPENDIX B: SURVEY METHODOLOGY

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The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The methods detailed in the following section are for the 2006 administration of The NCS in the City of Scottsdale. Information about the implementation in previous years can be found in past reports.

### Sampling

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Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.<sup>3</sup> An individual within each household was selected using the birthday method.<sup>4</sup>

### Survey Administration

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Selected households received three mailings, one week apart, beginning November 6, 2006. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following 5 weeks.

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<sup>3</sup> Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

<sup>4</sup> The birthday method is a process to remove bias in the selection of 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 but leaving selection of respondent to household members will lead to bias.



## Response Rate and Confidence Intervals

Of the 1,167 eligible households, 362 completed the survey providing a response rate of 31%. Approximately 33 addresses sampled were “vacant” or “not found.”<sup>5</sup> In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. The sample drawn for Scottsdale used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Scottsdale adults. This difference is also called a “margin of error.”<sup>6</sup> This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

## Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Scottsdale as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two

<sup>5</sup> “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Scottsdale.

<sup>6</sup> The margin of error was calculated using the following formula:  $1.96 * \text{square root}(0.25/400)$ . This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

socioeconomic characteristics that were used to weight the survey results were gender/age and tenure. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

**Weighting Scheme for the City of Scottsdale Citizen Survey**

<b>Respondent Characteristics</b>	<b>Population Norm<sup>7</sup></b>	<b>Unweighted Survey Data</b>	<b>Weighted Survey Data</b>
<b>Tenure</b>			
Rent Home	30%	16%	30%
Own Home	70%	84%	70%
<b>Type of Housing Unit</b>			
Single-Family Detached	55%	62%	51%
Attached	45%	38%	49%
<b>Ethnicity</b>			
Non-Hispanic	93%	96%	95%
Hispanic	7%	4%	5%
<b>Race</b>			
White/Caucasian	92%	95%	94%
Non-White	8%	5%	6%
<b>Gender</b>			
Female	52%	55%	54%
Male	48%	45%	46%
<b>Age</b>			
18-34	26%	10%	26%
35-54	39%	29%	38%
55+	35%	61%	36%
<b>Gender and Age</b>			
Females 18-34	13%	6%	13%
Females 35-54	20%	16%	20%
Females 55+	20%	33%	21%
Males 18-34	13%	4%	13%
Males 35-54	18%	13%	18%
Males 55+	16%	2%	15%

<sup>7</sup> Source: 2000 Census

## APPENDIX C: SURVEY MATERIALS

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The following pages contain copies of the survey materials sent to randomly selected households within the City of Scottsdale. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



**Communications & Public Affairs**

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Scottsdale, AZ 85251

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Permit NO. 94



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Boulder, CO  
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**Communications & Public Affairs**

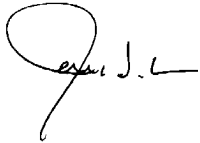
7522 E. 1st Street  
Scottsdale, AZ 85251

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

Dear Scottsdale Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Scottsdale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

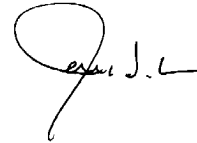
A handwritten signature in black ink, appearing to read "Jan Dolan". The signature is fluid and cursive, with a large initial "J" and "D".

Jan Dolan  
City Manager

Dear Scottsdale Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Scottsdale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

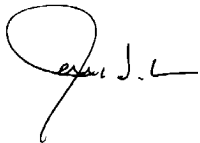
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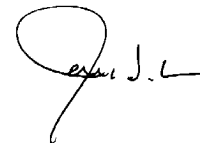
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A handwritten signature in black ink, appearing to read "Jan Dolan". The signature is fluid and cursive, with a large initial "J" and "D".

Jan Dolan  
City Manager



**Office of the City Manager**

3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

WEB [www.ScottsdaleAz.gov](http://www.ScottsdaleAz.gov)

November 2006

Dear Scottsdale Resident:

The City of Scottsdale wants to know what you think about our community and municipal government. You have been randomly selected to participate in Scottsdale's 2006 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Scottsdale residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey, please call 480-312-2335.

Please help us shape the future of Scottsdale. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Jan Dolan".

Jan Dolan  
City Manager



**Office of the City Manager**

3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

WEB [www.ScottsdaleAz.gov](http://www.ScottsdaleAz.gov)

November 2006

Dear Scottsdale Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Scottsdale wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Scottsdale Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Scottsdale residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

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Sincerely,

A handwritten signature in black ink, appearing to read "Jan Dolan".

Jan Dolan  
City Manager



# THE CITY OF SCOTTSDALE 2006 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 circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please circle the number that comes closest to your opinion for each of the following questions:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Scottsdale as a place to live?.....	1	2	3	4	5
How do you rate your neighborhood as a place to live? .....	1	2	3	4	5
How do you rate Scottsdale as a place to raise children?.....	1	2	3	4	5
How do you rate Scottsdale as a place to work? .....	1	2	3	4	5
How do you rate Scottsdale as a place to retire?.....	1	2	3	4	5
How do you rate 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:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community .....	1	2	3	4	5
Overall appearance of Scottsdale .....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Job opportunities .....	1	2	3	4	5
Ease of car travel in Scottsdale .....	1	2	3	4	5
Ease of bus travel in Scottsdale .....	1	2	3	4	5
Ease of rail/subway travel in Scottsdale .....	1	2	3	4	5
Ease of bicycle travel in Scottsdale .....	1	2	3	4	5
Ease of walking in Scottsdale.....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:**

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants etc.).....	1	2	3	4	5	6
Jobs growth .....	1	2	3	4	5	6

**4. To what degree, if at all, are the following problems in Scottsdale:**

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime .....	1	2	3	4	5
Drugs .....	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Lack of growth .....	1	2	3	4	5
Noise.....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles.....	1	2	3	4	5
Taxes .....	1	2	3	4	5
Traffic congestion .....	1	2	3	4	5
Unsupervised youth .....	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Scottsdale:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft) .....	1	2	3	4	5	6
Fire .....	1	2	3	4	5	6

6. Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day .....	1	2	3	4	5	6
In your neighborhood after dark .....	1	2	3	4	5	6
In Scottsdale's downtown area during the day .....	1	2	3	4	5	6
In Scottsdale's downtown area after dark.....	1	2	3	4	5	6
In Scottsdale's parks during the day.....	1	2	3	4	5	6
In Scottsdale's parks after dark .....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to question #9       Yes → Go to question #8       Don't know

8. If yes, was this crime (these crimes) reported to the police?

- No       Yes       Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Scottsdale?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Scottsdale public libraries or their services.....	1	2	3	4	5
Used Scottsdale recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood or City park .....	1	2	3	4	5
Ridden a local bus within Scottsdale .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television.....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group/activity in Scottsdale.....	1	2	3	4	5
Read Scottsdale Pride Newsletter (included in my utility bills).....	1	2	3	4	5
Used the Internet for anything .....	1	2	3	4	5
Used the Internet to conduct business with Scottsdale.....	1	2	3	4	5
Purchased an item over the Internet .....	1	2	3	4	5

**10. How do you rate the quality of each of the following services in Scottsdale?**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance/emergency medical services .....	1	2	3	4	5
Traffic enforcement.....	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
Street repair .....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Bus/transit services.....	1	2	3	4	5
Storm drainage .....	1	2	3	4	5
Drinking water .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Appearance of recreation centers/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
Services to seniors .....	1	2	3	4	5
Services to youth .....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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

**12. Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months (including police, receptionists, planners or any others)?**

- No → Go to question #14       Yes → Go to question #13

**13. What was your impression of employees of the City of Scottsdale in your most recent contact? (Rate each characteristic below.)**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge .....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Overall impression .....	1	2	3	4	5

**14. Please rate the following statements by circling the number that most clearly represents your opinion:**

	Strongly <u>agree</u>	Somewhat <u>agree</u>	Neither agree <u>nor disagree</u>	Somewhat <u>disagree</u>	Strongly <u>disagree</u>	Don't <u>know</u>
I receive good value for the City of Scottsdale taxes I pay .....	1	2	3	4	5	6
I am pleased with the overall direction that the City of Scottsdale is taking .....	1	2	3	4	5	6
The City of Scottsdale government welcomes citizen involvement .....	1	2	3	4	5	6
The City of Scottsdale government listens to citizens .....	1	2	3	4	5	6

**15. 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

**16. Please check the response that comes closest to your opinion for each of the following questions:**

**a. In which area of Scottsdale do you live?**

- South of Indian Bend Road  
 North of Indian Bend Road and south or west of the Central Arizona Project (CAP) Canal  
 North or east of the Central Arizona Project (CAP) Canal

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

	strongly <u>agree</u>	somewhat <u>agree</u>	neither agree <u>nor disagree</u>	somewhat <u>disagree</u>	strongly <u>disagree</u>	don't <u>know</u>
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

**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.**

**17. Do you live within the City limits of the City of Scottsdale?**

- No       Yes

**18. Are you currently employed?**

- No → Go to question #19  
 Yes → Go to question #18a

**18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?**

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)  
 Bus, Rail, Subway, or other public transportation  
 Walk  
 Work at home  
 Other

**18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?**

- No       Yes

**19. 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

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

- One family house detached from any other houses  
 House attached to one or more houses (e.g., a duplex or townhome)  
 Building with two or more apartments or condominiums  
 Mobile home  
 Other

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

- Rented for cash or occupied without cash payment?  
 Owned by you or someone in this house with a mortgage or free and clear?

**22. Do any children 12 or under live in your household?**

- No       Yes

**23. Do any teenagers aged between 13 and 17 live in your household?**

- No       Yes

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

- No       Yes

**25. Does any member of your household have a physical handicap or is anyone disabled?**

- No       Yes

**26. What is the highest degree or level of school you have completed? (mark one box)**

- 12th Grade or less, no diploma  
 High school diploma  
 Some college, no degree  
 Associate's degree (e.g. AA, AS)  
 Bachelor's degree (e.g. BA, AB, BS)  
 Graduate degree or professional degree

**27. 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 \$24,999  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 or more

**28. Are you Spanish/Hispanic/Latino?**

- No       Yes

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

- American Indian or Alaskan native  
 Asian or Pacific Islander  
 Black, African American  
 White/Caucasian  
 Other

**30. 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

**31. What is your sex?**

- Female       Male

**32. Are you registered to vote in your jurisdiction?**

- No       Yes       Don't know

**33. Did you vote in the last election?**

- No       Yes       Don't know

**34. Are you likely to vote in the next election?**

- No       Yes       Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:  
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



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# The City of Scottsdale, Arizona

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## Report of Normative Comparisons 2006



National Research Center, Inc.  
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# SURVEY BACKGROUND

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## About The National Citizen Survey™

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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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

# UNDERSTANDING THE NORMATIVE COMPARISONS

## Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in over 400 jurisdictions in the United States. Responses to thousands of survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
<b>Region</b>	
West Coast <sup>1</sup>	17%
West <sup>2</sup>	20%
North Central West <sup>3</sup>	11%
North Central East <sup>4</sup>	13%
South Central <sup>5</sup>	9%
South <sup>6</sup>	25%
Northeast West <sup>7</sup>	3%
Northeast East <sup>8</sup>	2%
<b>Population</b>	
Less than 40,000	39%
40,000 to 74,999	20%
75,000 to 149,000	17%
150,000 or more	24%

<sup>1</sup> Alaska, Washington, Oregon, California, Hawaii

<sup>2</sup> Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

<sup>3</sup> North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota

<sup>4</sup> Illinois, Indiana, Ohio, Michigan, Wisconsin

<sup>5</sup> Oklahoma, Texas, Louisiana, Arkansas

<sup>6</sup> West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC

<sup>7</sup> New York, Pennsylvania, New Jersey

<sup>8</sup> Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

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## Use of the “Excellent, Good, Fair, Poor” Response Scale

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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 jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss 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, we have found that ratings of almost every local government service in almost every jurisdiction 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. EGFP is more neutral because it requires 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).

---

## Putting Evaluations onto a 100-Point Scale

---

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.

## Interpreting the Results

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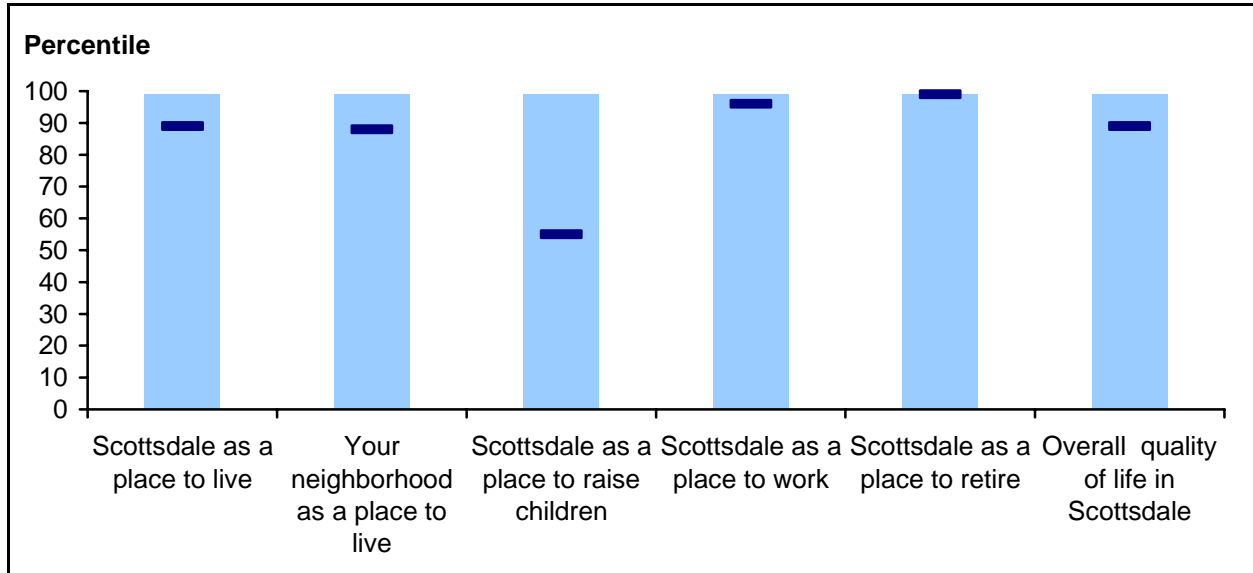
Comparisons are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction's rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: "above the norm," "below the norm" or "similar to the norm." This evaluation of "above," "below" or "similar to" comes from a statistical comparison of your jurisdiction's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of 5 or more points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm. When differences between your jurisdiction's ratings and the national norms are less than 5 points, they are marked as "similar to" the norm.

The data are represented visually in a chart that accompanies each table. Your jurisdiction's percentile for each compared item is marked with a black line on the chart.

# COMPARISONS

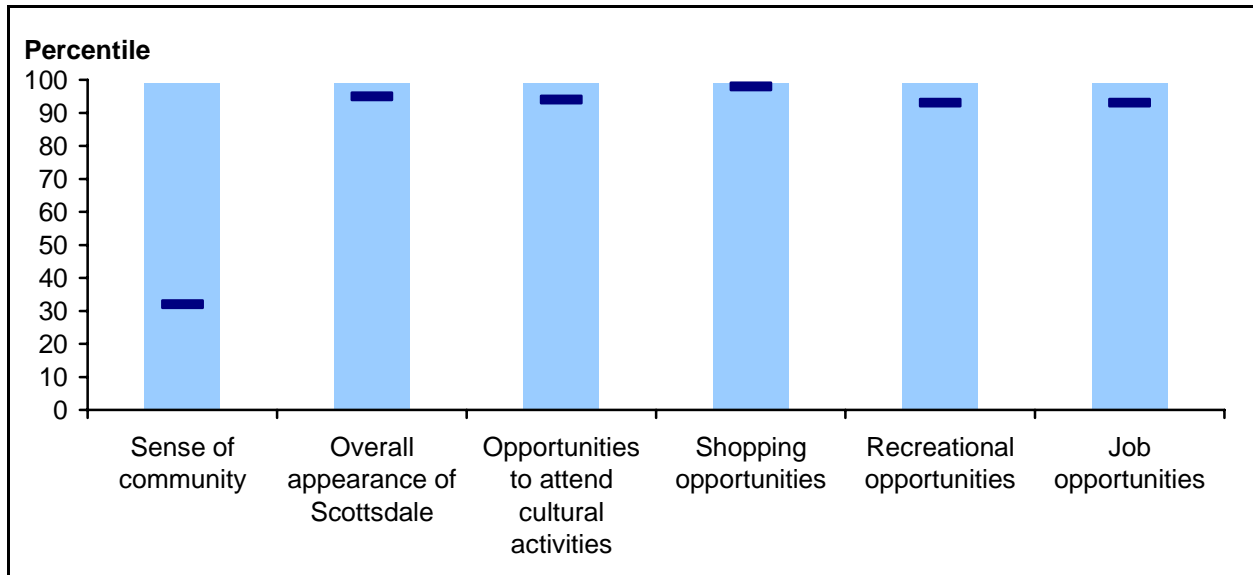
Figure 1: Quality of Life Ratings



## Quality of Life Ratings

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
How do you rate Scottsdale as a place to live?	80	25	221	89%ile	Above the norm
How do you rate your neighborhood as a place to live?	77	17	131	88%ile	Above the norm
How do you rate Scottsdale as a place to raise children?	67	72	159	55%ile	Similar to the norm
How do you rate Scottsdale as a place to work?	70	4	69	96%ile	Above the norm
How do you rate Scottsdale as a place to retire?	73	3	138	99%ile	Above the norm
How do you rate the overall quality of life in Scottsdale?	76	23	200	89%ile	Above the norm

**Figure 2: Characteristics of the Community: General and Opportunities**



**Characteristics of the Community: General and Opportunities**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Sense of community	50	82	119	32%ile	Below the norm
Overall appearance of Scottsdale	75	8	142	95%ile	Above the norm
Opportunities to attend cultural activities	68	8	121	94%ile	Above the norm
Shopping opportunities	84	3	116	98%ile	Above the norm
Recreational opportunities	72	10	127	93%ile	Above the norm
Job opportunities	56	11	142	93%ile	Above the norm

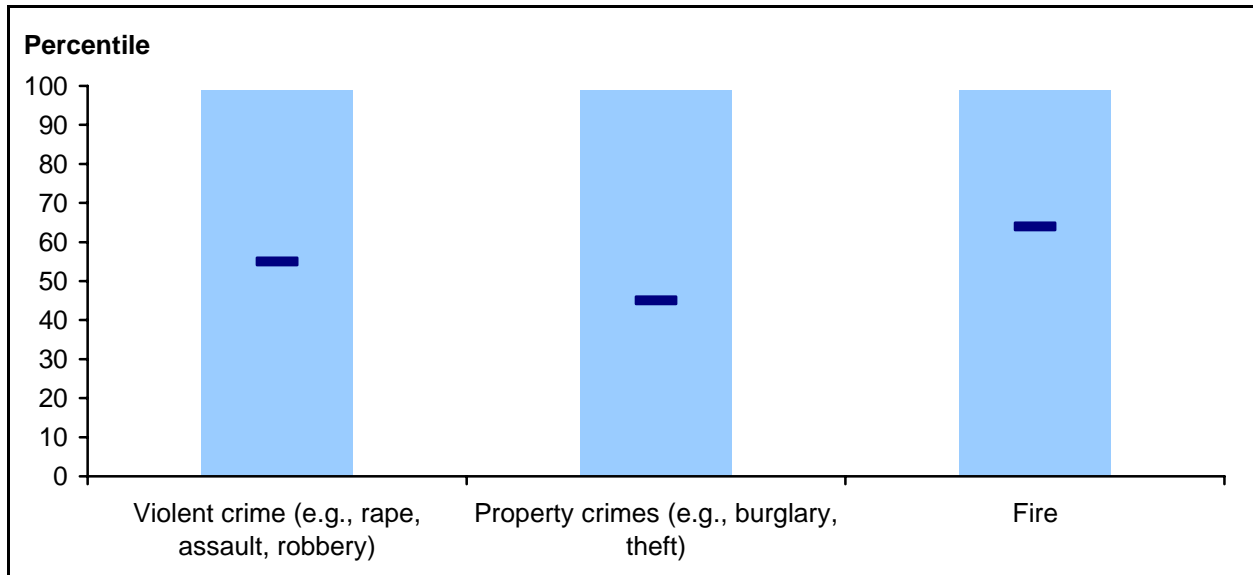
**Figure 3: Characteristics of the Community: Access and Mobility**



**Characteristics of the Community: Access and Mobility**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Ease of car travel in Scottsdale	42	86	111	23%ile	Below the norm
Ease of bus travel in Scottsdale	29	52	61	16%ile	Below the norm
Ease of bicycle travel in Scottsdale	52	41	108	63%ile	Above the norm
Ease of walking in Scottsdale	60	32	103	70%ile	Above the norm

**Figure 4: Ratings of Safety from Various Problems**



**Ratings of Safety From Various Problems**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Violent crime (e.g., rape, assault, robbery)	74	52	114	55%ile	Above the norm
Property crimes (e.g., burglary, theft)	61	64	115	45%ile	Similar to the norm
Fire	77	42	113	64%ile	Similar to the norm



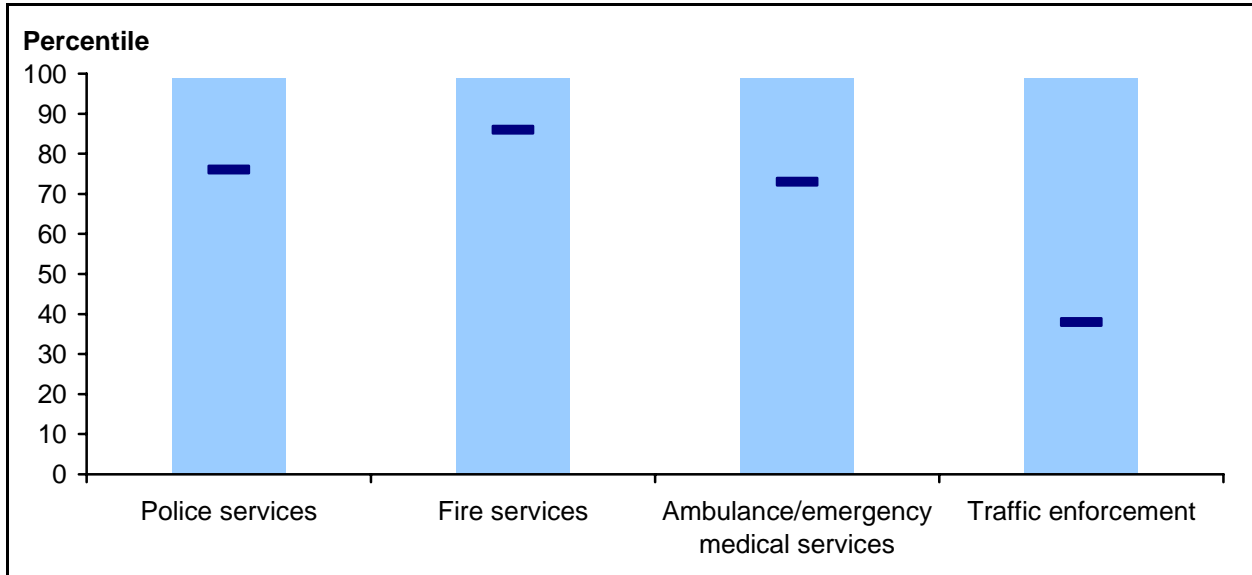
Figure 5: Ratings of Safety in Various Areas



Ratings of Safety in Various Areas

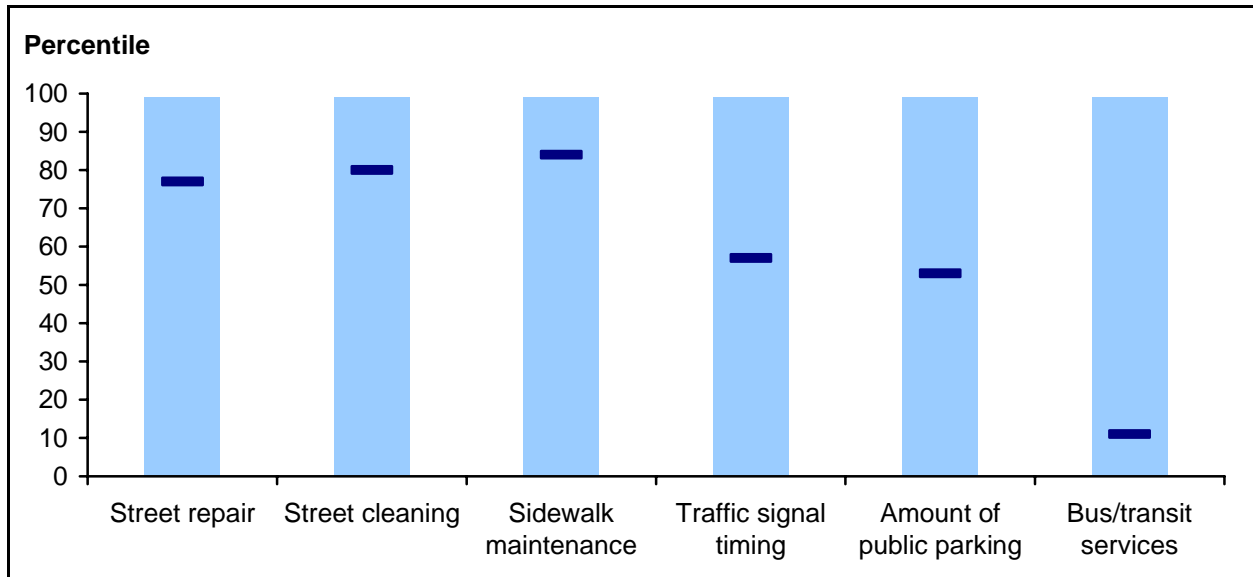
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
In your neighborhood during the day	91	40	138	72%ile	Above the norm
In your neighborhood after dark	75	61	158	62%ile	Above the norm
In Scottsdale's downtown area during the day	87	49	111	57%ile	Above the norm
In Scottsdale's downtown area after dark	70	37	129	72%ile	Above the norm
In Scottsdale's parks during the day	83	58	113	50%ile	Similar to the norm
In Scottsdale's parks after dark	52	55	112	52%ile	Similar to the norm

Figure 6: Quality of Public Safety Services



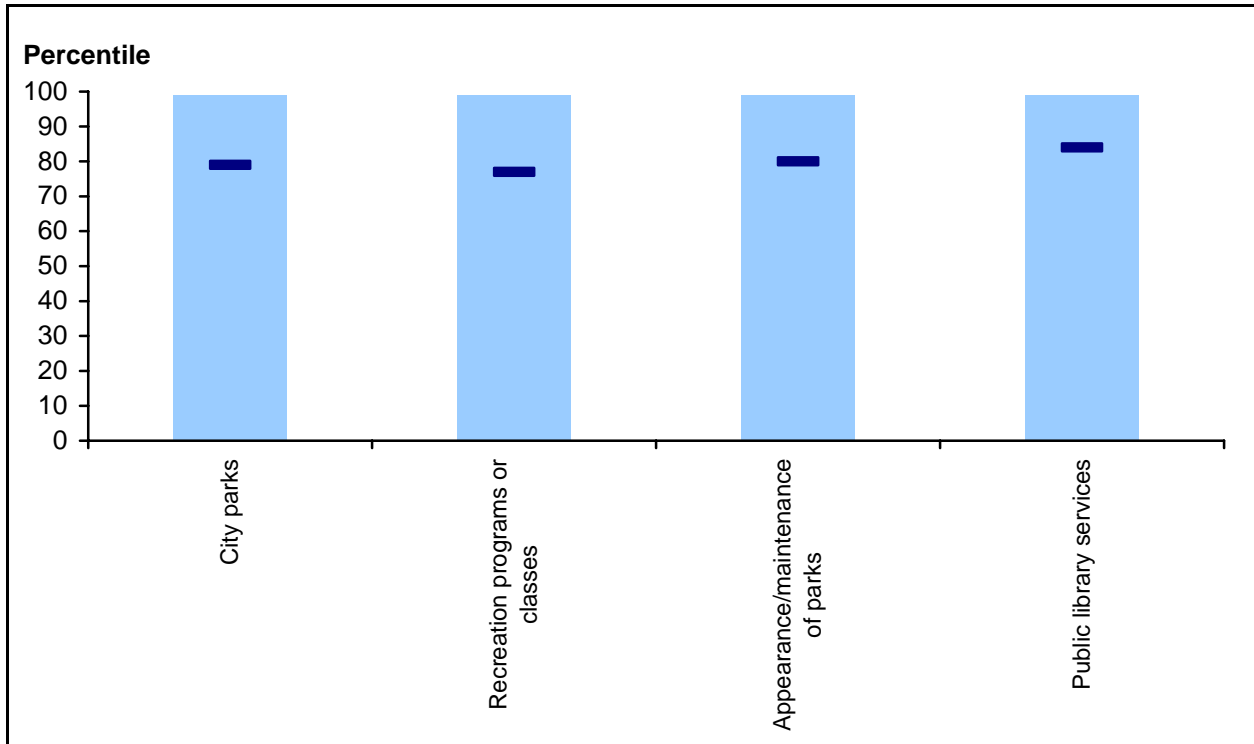
Quality of Public Safety Services					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Police services	70	72	301	76%ile	Above the norm
Fire services	81	32	224	86%ile	Above the norm
Ambulance/emergency medical services	76	50	182	73%ile	Above the norm
Traffic enforcement	53	108	172	38%ile	Similar to the norm

Figure 7: Quality of Transportation Services



Quality of Transportation Services					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Street repair	54	57	245	77%ile	Above the norm
Street cleaning	62	33	162	80%ile	Above the norm
Sidewalk maintenance	59	23	136	84%ile	Above the norm
Traffic signal timing	45	40	91	57%ile	Similar to the norm
Amount of public parking	47	37	76	53%ile	Similar to the norm
Bus/transit services	35	94	105	11%ile	Below the norm

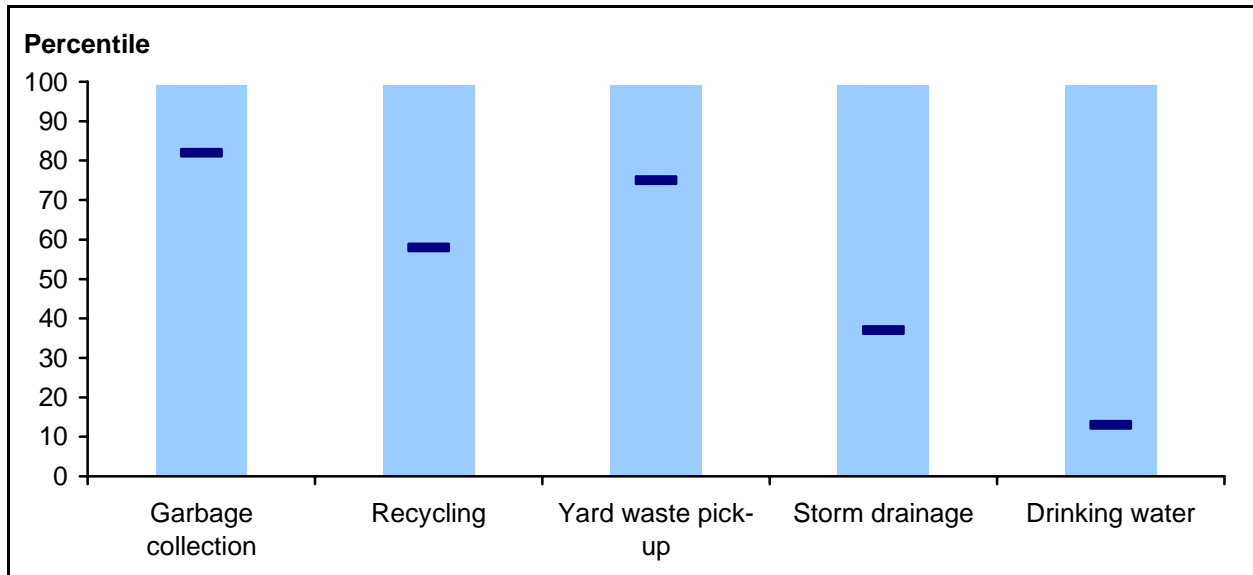
Figure 8: Quality of Leisure Services



Quality of Leisure Services

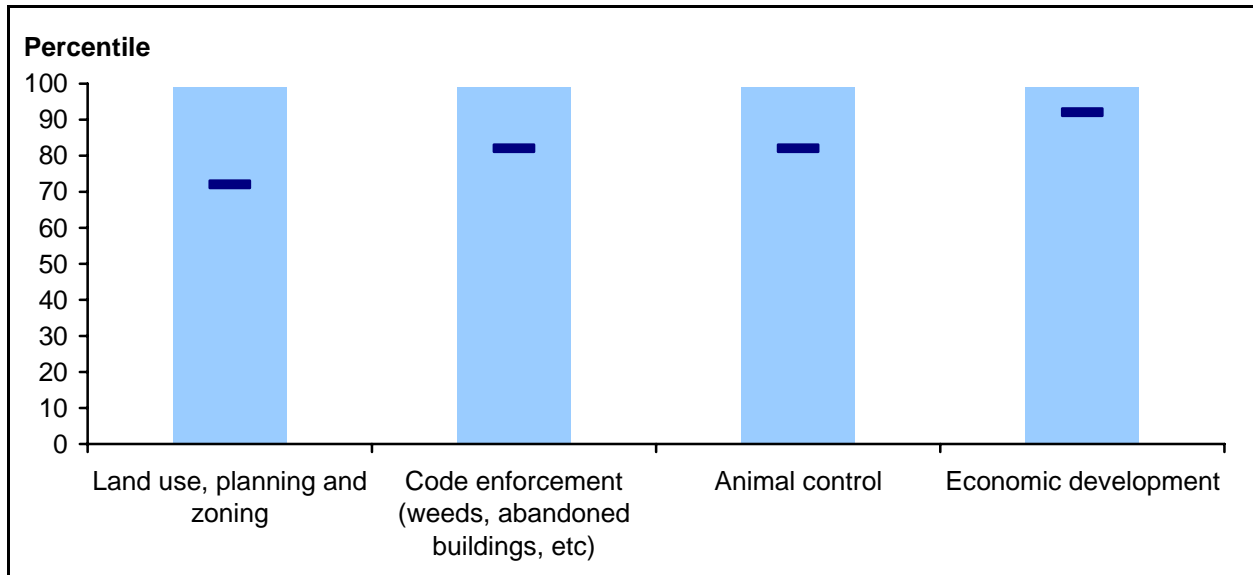
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
City parks	72	37	172	79%ile	Above the norm
Recreation programs or classes	68	44	186	77%ile	Above the norm
Appearance/maintenance of parks	72	37	177	80%ile	Above the norm
Public library services	75	33	200	84%ile	Above the norm

Figure 9: Quality of Utility Services



Quality of Utility Services					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Garbage collection	75	41	220	82%ile	Above the norm
Recycling	67	72	170	58%ile	Above the norm
Yard waste pick-up	67	27	103	75%ile	Above the norm
Storm drainage	47	110	172	37%ile	Similar to the norm
Drinking water	40	126	144	13%ile	Below the norm

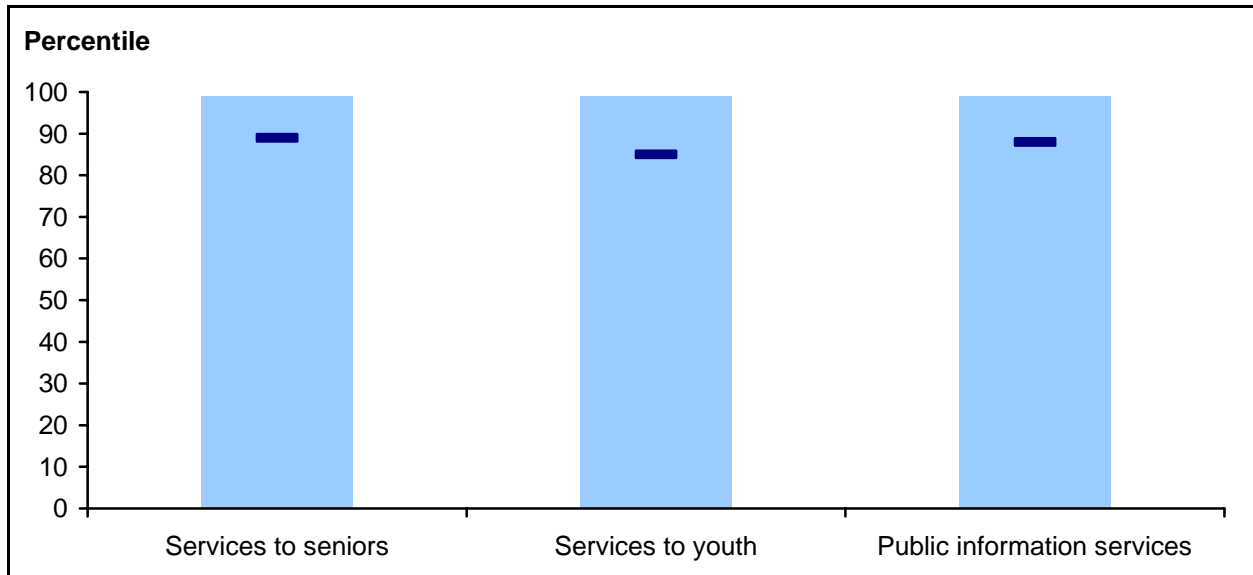
**Figure 10: Quality of Planning and Code Enforcement Services**



**Quality of Planning and Code Enforcement Services**

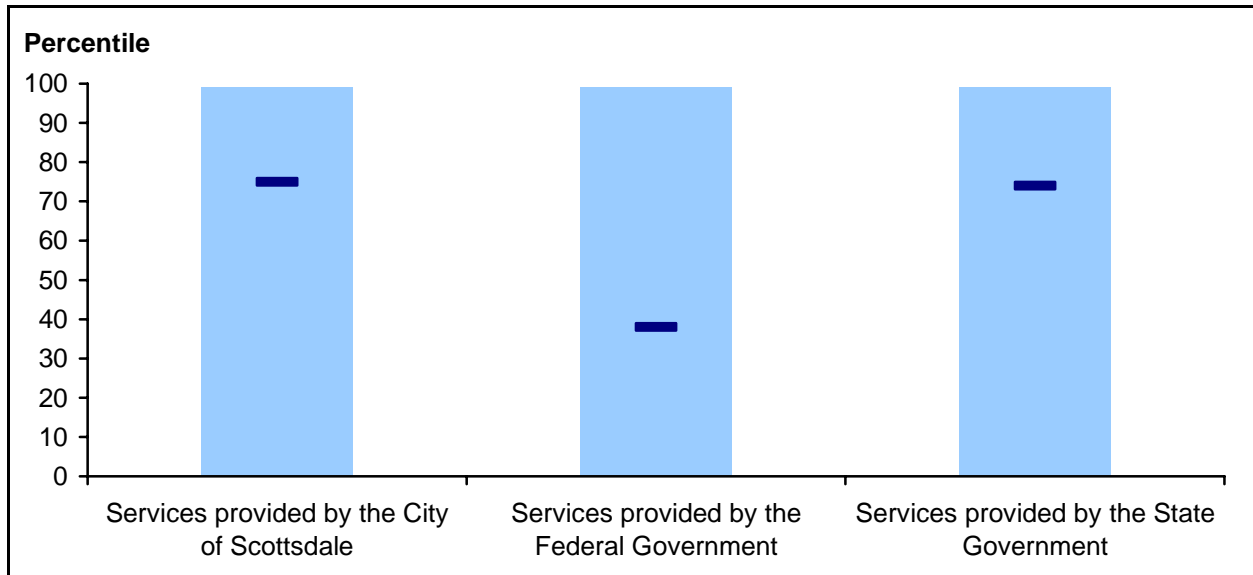
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Land use, planning and zoning	48	38	131	72%ile	Above the norm
Code enforcement (weeds, abandoned buildings, etc)	55	34	182	82%ile	Above the norm
Animal control	61	30	161	82%ile	Above the norm
Economic development	60	10	115	92%ile	Above the norm

**Figure 11: Quality of Services to Special Populations and Other Services**



Quality of Services to Special Populations and Other Services					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Services to seniors	68	16	137	89%ile	Above the norm
Services to youth	61	19	117	85%ile	Above the norm
Public information services	64	18	139	88%ile	Above the norm

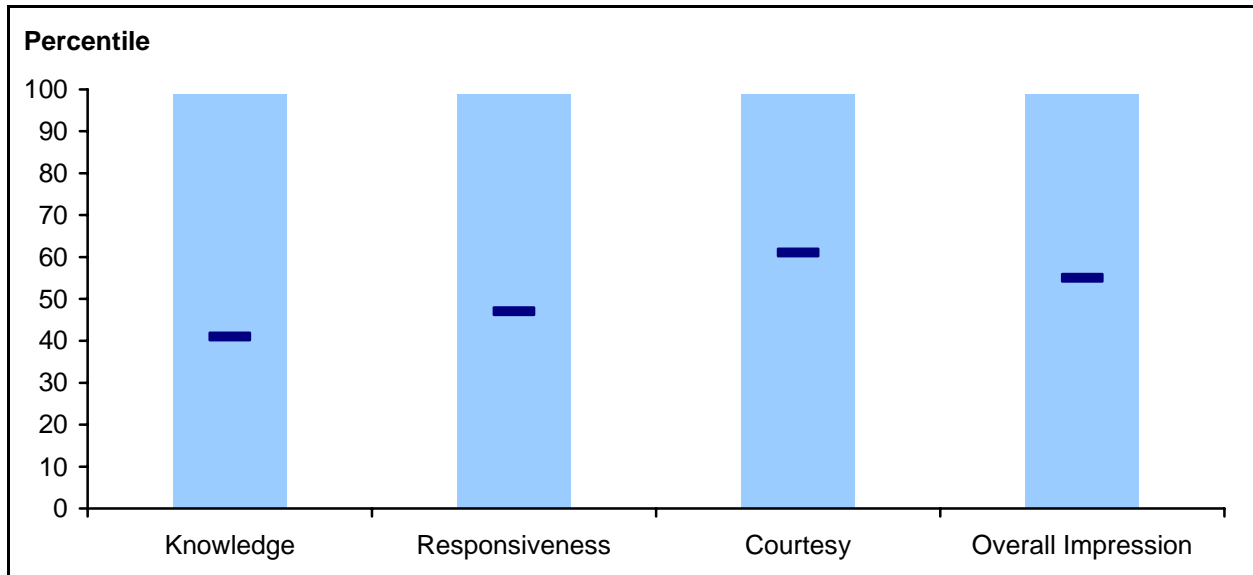
Figure 12: Overall Quality of Services



Overall Quality of Services					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Services provided by the City of Scottsdale	66	49	194	75%ile	Above the norm
Services provided by the Federal Government	42	64	102	38%ile	Similar to the norm
Services provided by the State Government	48	28	105	74%ile	Above the norm



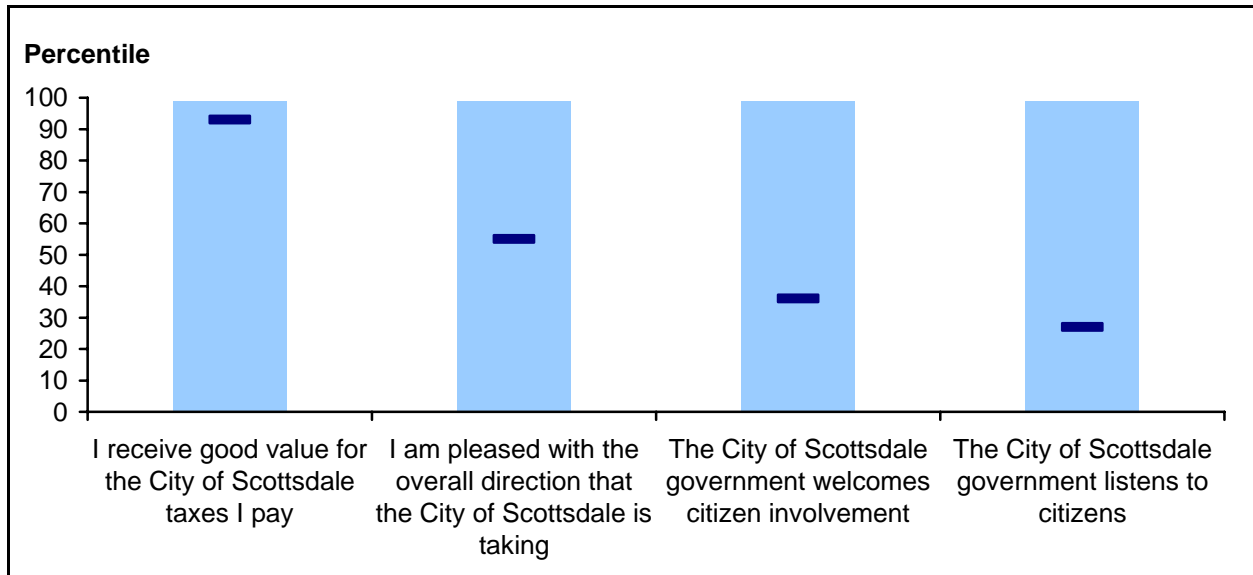
Figure 13: Ratings of Contact with City Employees



Ratings of Contact with the City Employees

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Knowledge	66	89	150	41%ile	Similar to the norm
Responsiveness	64	81	151	47%ile	Similar to the norm
Courtesy	70	47	117	61%ile	Similar to the norm
Overall Impression	65	80	174	55%ile	Similar to the norm

Figure 14: Ratings of Public Trust



Ratings of Public Trust

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
I receive good value for the City of Scottsdale taxes I pay	70	11	148	93%ile	Above the norm
I am pleased with the overall direction that the City of Scottsdale is taking	61	59	130	55%ile	Similar to the norm
The City of Scottsdale government welcomes citizen involvement	60	84	130	36%ile	Similar to the norm
The City of Scottsdale government listens to citizens	50	86	116	27%ile	Below the norm

# APPENDIX A: LIST OF JURISDICTIONS INCLUDED IN NORMATIVE COMPARISONS

Jurisdiction Name	State	2000 Population
Homer	AK	3,946
Auburn	AL	42,987
Phenix City	AL	28,265
Fayetteville	AR	58,047
Fort Smith	AR	80,268
Hot Springs	AR	35,613
Little Rock	AR	183,133
Siloam Springs	AR	10,000
Chandler	AZ	176,581
Gilbert	AZ	109,697
Mesa	AZ	396,375
Peoria	AZ	108,364
Phoenix	AZ	1,321,045
Safford	AZ	9,232
Sedona	AZ	10,192
Tempe	AZ	158,625
Tucson	AZ	486,699
Antioch	CA	90,532
Arcadia	CA	53,054
Bakersfield	CA	247,057
Benicia	CA	26,865
Berkeley	CA	102,743
Carlsbad	CA	78,247
Chula Vista	CA	173,556
Claremont	CA	33,998
Concord	CA	121,780
Coronado	CA	24,100
Cupertino	CA	50,546
Cypress	CA	46,229

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
El Cerrito	CA	23,171
Encinitas	CA	54,014
Fremont	CA	203,413
Garden Grove	CA	165,196
Gilroy	CA	41,464
Hercules	CA	19,488
Highland	CA	44,605
La Mesa	CA	54,749
Lakewood	CA	79,345
Livermore	CA	73,345
Lompoc	CA	41,103
Long Beach	CA	461,522
Los Alamitos	CA	11,536
Los Gatos	CA	28,592
Menlo Park	CA	30,785
Monterey	CA	29,674
Mountain View	CA	70,708
Novato	CA	47,630
Oceanside	CA	161,029
Oxnard	CA	170,358
Palm Springs	CA	42,807
Palo Alto	CA	58,598
Pasadena	CA	133,936
Pleasanton	CA	63,654
Pomona	CA	149,473
Poway	CA	48,044
Redding	CA	80,865
Ridgecrest	CA	24,927
Riverside	CA	255,166
Rosemead	CA	53,505
Sacramento County	CA	1,223,499
San Francisco	CA	776,733
San Jose	CA	894,943
San Luis Obispo County	CA	247,900
San Mateo	CA	92,482

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
San Ramon	CA	44,722
Santa Barbara County	CA	399,347
Santa Clara	CA	102,361
Santa Clarita	CA	151,088
Santa Monica	CA	84,084
Santa Rosa	CA	147,595
Simi Valley	CA	111,351
Solana Beach	CA	12,979
South Gate	CA	96,375
Sunnyvale	CA	131,760
Temecula	CA	57,716
Thousand Oaks	CA	117,005
Torrance	CA	137,946
Visalia	CA	91,565
Walnut Creek	CA	64,296
Yuba City	CA	36,758
Arvada	CO	102,153
Boulder	CO	94,673
Boulder County	CO	291,288
Broomfield	CO	38,272
Castle Rock	CO	20,224
Denver (City and County)	CO	554,636
Douglas County	CO	175,766
Englewood	CO	31,727
Fort Collins	CO	118,652
Fruita	CO	6,478
Golden	CO	17,159
Greeley	CO	76,930
Highlands Ranch	CO	70,931
Jefferson County	CO	527,056
Lafayette	CO	23,197
Lakewood	CO	144,126
Larimer County	CO	251,494
Littleton	CO	40,340
Lone Tree	CO	4,873

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Longmont	CO	71,093
Louisville	CO	18,937
Loveland	CO	50,608
Northglenn	CO	31,575
Parker	CO	23,558
Thornton	CO	82,384
Vail	CO	4,531
Westminster	CO	100,940
Wheat Ridge	CO	32,913
Hartford	CT	121,578
Manchester	CT	54,740
New London	CT	25,671
Vernon	CT	28,063
West Hartford	CT	63,589
Wethersfield	CT	26,271
Dover	DE	32,135
Newark	DE	28,547
Altamonte Springs	FL	41,200
Boca Raton	FL	74,764
Bonita Springs	FL	32,797
Bradenton	FL	49,504
Brevard County	FL	476,230
Broward County	FL	1,623,018
Cape Coral	FL	102,286
Clearwater	FL	108,787
Cooper City	FL	27,939
Coral Springs	FL	117,549
Dania Beach	FL	20,061
Deerfield Beach	FL	64,583
Delray Beach	FL	60,020
Duval County	FL	778,879
Fort Lauderdale	FL	152,397
Jacksonville	FL	735,617
Kissimmee	FL	47,814
Melbourne	FL	71,382

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Miami	FL	362,470
Miami Beach	FL	87,933
Miami-Dade County	FL	2,253,362
Ocoee	FL	24,391
Oldsmar	FL	11,910
Orange County	FL	896,344
Orlando	FL	185,951
Oviedo	FL	26,316
Palm Bay	FL	79,413
Palm Beach County	FL	1,131,184
Palm Coast	FL	32,732
Pinellas County	FL	921,482
Pinellas Park	FL	45,658
Port Orange	FL	45,823
Port St. Lucie	FL	88,769
Sarasota	FL	52,715
South Daytona	FL	13,177
St. Petersburg	FL	248,232
Tallahassee	FL	150,624
Titusville	FL	40,670
Atlanta	GA	416,474
Cartersville	GA	15,925
Columbus	GA	185,781
Decatur	GA	18,147
Douglas County	GA	92,174
Macon	GA	97,255
Milledgeville	GA	18,757
Savannah	GA	131,510
Adams County	IA	4,482
Ames	IA	50,731
Ankeny	IA	27,117
Cedar Falls	IA	36,145
Cedar Rapids	IA	120,758
Clarke County	IA	9,133
Des Moines	IA	198,682

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Des Moines County	IA	42,351
Fort Dodge	IA	25,136
Fort Madison	IA	10,715
Indianola	IA	12,998
Iowa County	IA	15,671
Louisa County	IA	12,183
Marion	IA	7,144
Newton	IA	15,579
Polk County	IA	374,601
Sheldahl	IA	336
Urbandale	IA	29,072
Waukee	IA	5,126
West Des Moines	IA	46,403
Lewiston	ID	30,904
Moscow	ID	21,291
Twin Falls	ID	34,469
Addison Village	IL	35,914
Batavia	IL	23,866
Decatur	IL	81,860
DeKalb	IL	39,018
Downers Grove	IL	48,724
Elmhurst	IL	42,762
Evanston	IL	74,239
Highland Park	IL	31,365
Homewood	IL	19,543
Naperville	IL	128,358
O'Fallon	IL	21,910
Park Ridge	IL	37,775
Peoria	IL	112,936
Skokie	IL	63,348
St. Charles	IL	27,896
Streamwood	IL	36,407
Urbana	IL	36,395
Village of Oak Park	IL	52,524
Wilmette	IL	27,651



## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Fishers	IN	37,835
Fort Wayne	IN	205,727
Gary	IN	102,746
Marion County	IN	860,454
Munster	IN	21,511
Calgary	INT	878,866
District of Saanich, Victoria	INT	103,654
Kamloops	INT	77,281
North Vancouver	INT	44,303
Prince Albert	INT	34,291
Thunder Bay	INT	109,016
Winnipeg	INT	619,544
Lawrence	KS	80,098
Merriam	KS	11,008
Olathe	KS	92,962
Overland Park	KS	149,080
Salina	KS	45,679
Shawnee	KS	47,996
Wichita	KS	344,284
Ashland	KY	21,981
Bowling Green	KY	49,296
Lexington	KY	260,512
Jefferson Parish	LA	455,466
Orleans Parish	LA	484,674
Andover	MA	31,247
Barnstable	MA	47,821
Boston	MA	589,141
Brookline	MA	57,107
Worcester	MA	172,648
Greenbelt	MD	21,456
Rockville	MD	47,388
Saco	ME	16,822
Ann Arbor	MI	114,024
Battle Creek	MI	53,364
Delhi Township	MI	22,569

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Detroit	MI	951,270
East Lansing	MI	46,525
Grand Rapids	MI	197,800
Kentwood	MI	45,255
Meridian Charter Township	MI	38,987
Muskegon	MI	40,105
Novi	MI	47,386
Port Huron	MI	32,338
Rochester Hills	MI	68,825
Troy	MI	80,959
Blaine	MN	44,942
Blue Earth	MN	3,621
Burnsville	MN	60,220
Carver County	MN	70,205
Chanhassen	MN	20,321
Dakota County	MN	355,904
Duluth	MN	86,918
Eagan	MN	63,557
Fridley	MN	27,449
Golden Valley	MN	20,281
Grand Forks	MN	231
Mankato	MN	32,427
Maplewood	MN	34,947
Minneapolis	MN	382,618
Minnnetonka	MN	51,301
Plymouth	MN	65,894
Polk County	MN	31,369
Richfield	MN	34,439
Roseville	MN	33,690
Scott County	MN	89,498
St. Clair Shores	MN	827
St. Cloud	MN	59,107
St. Paul	MN	287,151
Washington County	MN	201,130
Ballwin	MO	31,283

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Blue Springs	MO	48,080
Columbia	MO	84,531
Ellisville	MO	9,104
Grandview	MO	24,881
Joplin	MO	45,504
Kansas City	MO	441,545
Kirkwood	MO	27,324
Lee's Summit	MO	70,700
Maryland Heights	MO	25,756
Maryville	MO	10,581
Platte City	MO	3,866
Platte County	MO	73,791
Saint Joseph	MO	73,990
Saint Peters	MO	51,381
Springfield	MO	151,580
Biloxi	MS	50,644
Pascagoula	MS	26,200
Starkville	MS	21,869
Bozeman	MT	27,509
Yellowstone County	MT	129,352
Cary	NC	94,536
Charlotte	NC	540,828
Durham	NC	187,038
Greensboro	NC	223,891
Hickory	NC	37,222
Hudson	NC	3,078
Knightdale	NC	5,958
Rocky Mount	NC	55,893
Wilmington	NC	90,400
Grand Forks	ND	49,321
Kearney	NE	27,431
Dover	NH	26,884
Merrimack	NH	25,119
Salem	NH	28,112
Hackensack	NJ	42,677

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Medford	NJ	22,253
Willingboro Township	NJ	33,008
Alamogordo	NM	35,582
Albuquerque	NM	448,607
Bloomfield	NM	6,417
Los Alamos County	NM	18,343
Rio Rancho	NM	51,765
Taos	NM	4,700
Henderson	NV	175,381
North Las Vegas	NV	115,488
Reno	NV	180,480
Sparks	NV	66,346
Washoe County	NV	339,486
Genesee County	NY	60,370
New York City	NY	8,008,278
Rochester	NY	219,773
Rye	NY	14,955
Watertown	NY	26,705
Akron	OH	217,074
Cincinnati	OH	331,285
Columbus	OH	711,470
Dayton	OH	166,179
Dublin	OH	31,392
Fairborn	OH	32,052
Huber Heights	OH	38,212
Hudson	OH	22,439
Kettering	OH	57,502
Sandusky	OH	27,844
Shaker Heights	OH	29,405
Springfield	OH	65,358
Westerville	OH	35,318
Broken Arrow	OK	74,839
Edmond	OK	68,315
Oklahoma City	OK	506,132
Albany	OR	40,852

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Ashland	OR	19,522
Corvallis	OR	49,322
Eugene	OR	137,893
Gresham	OR	90,205
Jackson County	OR	181,269
Lake Oswego	OR	35,278
Multnomah County	OR	660,486
Portland	OR	529,121
Springfield	OR	52,864
Ephrata Borough	PA	13,213
Lower Merion Township	PA	59,850
Manheim	PA	4,784
Philadelphia	PA	1,517,550
State College	PA	38,420
Upper Merion Township	PA	28,863
East Providence	RI	48,688
Newport	RI	26,475
Columbia	SC	116,278
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Pickens County	SC	110,757
Rock Hill	SC	49,765
York County	SC	164,614
Aberdeen	SD	24,658
Cookeville	TN	23,923
Franklin	TN	41,842
Knoxville	TN	173,890
Memphis	TN	650,100
Oak Ridge	TN	27,387
Arlington	TX	332,969
Austin	TX	656,562
Bedford	TX	47,152
Carrollton	TX	109,576
College Station	TX	67,890
Corpus Christi	TX	277,454

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Dallas	TX	1,188,580
Denton	TX	80,537
DeSoto	TX	37,646
Fort Worth	TX	534,694
Garland	TX	215,768
Grand Prairie	TX	127,427
Lewisville	TX	77,737
Lubbock	TX	199,564
Lufkin	TX	32,709
McAllen	TX	106,414
McKinney	TX	54,369
Missouri City	TX	52,913
Mount Pleasant	TX	13,935
Nacogdoches	TX	29,914
Pasadena	TX	141,674
Plano	TX	222,030
Round Rock	TX	61,136
Sugar Land	TX	63,328
Temple	TX	54,514
Victoria	TX	60,603
Farmington	UT	12,081
Ogden	UT	77,226
Riverdale	UT	7,656
Washington City	UT	8,186
West Valley City	UT	108,896
Arlington County	VA	189,453
Bedford County	VA	60,371
Blacksburg	VA	39,357
Botetourt County	VA	30,496
Chesapeake	VA	199,184
Hampton	VA	146,437
Hanover County	VA	86,320
Hopewell	VA	22,354
James City County	VA	48,102
Lynchburg	VA	65,269

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Newport News	VA	180,150
Norfolk	VA	234,403
Northampton County	VA	13,093
Prince William County	VA	280,813
Richmond	VA	197,790
Roanoke County	VA	85,778
Stafford County	VA	92,446
Staunton	VA	23,853
Virginia Beach	VA	425,257
Williamsburg	VA	11,998
Chittenden County	VT	146,571
Bellevue	WA	109,569
Bothell	WA	30,150
Kent	WA	79,524
King County	WA	1,737,034
Kirkland	WA	45,054
Kitsap County	WA	231,969
Lynnwood	WA	33,847
Marysville	WA	12,268
Ocean Shores	WA	3,836
Olympia	WA	42,514
Pasco	WA	32,066
Redmond	WA	45,256
Renton	WA	50,052
Richland	WA	38,708
Seattle	WA	563,374
University Place	WA	29,933
Vancouver	WA	143,560
Walla Walla	WA	29,686
Appleton	WI	70,087
Eau Claire	WI	61,704
Janesville	WI	59,498
Kenosha	WI	90,352
Madison	WI	208,054
Marquette County	WI	15,832

## The City of Scottsdale Citizen Survey

### Jurisdictions in Comparisons

<b>Jurisdiction Name</b>	<b>State</b>	<b>2000 Population</b>
Milton	WI	5,132
Ozaukee County	WI	82,317
Superior	WI	27,368
Village of Brown Deer	WI	12,170
Wausau	WI	38,426
Wauwatosa	WI	47,271
Whitewater	WI	13,437
Winnebago County	WI	156,763
Cheyenne	WY	53,011
Gillette	WY	19,646
Laramie	WY	27,204
Teton County	WY	18,251



# APPENDIX B: FREQUENTLY ASKED QUESTIONS ABOUT THE CITIZEN SURVEY DATABASE

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## **What is in the citizen survey database?**

NRC's database includes the results from citizen surveys conducted in over 450 jurisdictions in the United States. These are public opinion polls answered by hundreds of thousands of residents around the country. We have recorded, analyzed and stored responses to thousands of survey questions dealing with resident perceptions about the quality of community life and public trust and residents' report of their use of public facilities. Respondents to these surveys are intended to represent over 50 million Americans.

## **What kinds of questions are included?**

Residents' ratings of the quality of virtually every kind of local government service are included – from police, fire and trash haul to animal control, planning and cemeteries. Many dimensions of quality of life are included such as feeling of safety and opportunities for dining, recreation and shopping as well as ratings of the overall quality of community life and community as a place to raise children and retire.

## **What is so unique about National Research Center's Citizen Survey database?**

It is the only database of its size that contains the people's perceptions about government service delivery and quality of life. For example, others use government statistics about crime to deduce the quality of police services or speed of pot hole repair to draw conclusions about the quality of street maintenance. Only National Research Center's database adds the opinion of service recipients themselves to the service quality equation. We believe that conclusions about service or community quality are made prematurely if opinions of the community's residents themselves are missing.

## **What is the database used for?**

Benchmarking. Our clients use the comparative information in the database to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We don't know what is small or tall without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. So many surveys of service satisfaction turn up at least "good" citizen evaluations that we 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. We need to

ask more important and harder questions. We need to know how our residents' ratings of fire service compare to opinions about fire service in other communities.

### **So what if we find that our public opinions are better or – for that matter – worse than opinions in other communities? What does it mean?**

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 its clients believe services are not very good compared to ratings received by objectively “worse” departments.

National Research Center's database can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data from National Research Center's database, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data to help managers know how to respond to comparative results.

### **Aren't comparisons of questions from different surveys like comparing apples and oranges?**

It is true that you can't simply take a given result from one survey and compare it to the result from a different survey. National Research Center, Inc. principals have pioneered and reported their methods for converting all survey responses to the same scale. Because scales responses will differ among types of survey questions, National Research Center, Inc. statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale and the survey methods. All results are then converted to the PTM (percent to maximum) scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). We then can provide a norm that not only controls for question differences, but also controls for differences in types of survey methods. This way we put all questions on the same scale and a norm can be offered for communities of given sizes or in various regions.

### **How can managers trust the comparability of results?**

Principals of National Research Center, Inc. have submitted their work to peer reviewed scholarly journals where its publication fully describes the rigor of our methods and the quality of our findings. We have published articles in *Public Administration Review*, *Journal of Policy Analysis and Management* and *Governing*, and we wrote a book, *Citizen Surveys: How to do them, how to use them, what they mean*, that describes in detail how survey responses can be adjusted to provide fair comparisons for ratings among many jurisdictions. Our work on calculating national norms 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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# The City of Scottsdale, Arizona

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## Report of Demographic Subgroup Comparisons 2006



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# SURVEY BACKGROUND

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## About The National Citizen Survey™

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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 National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Scottsdale chose was to have crosstabulations of evaluative questions 1-15 by demographic questions 19 (length of residency), 26 (education), 27 (household income), 30 (age of respondent) and question 31 (gender of respondent).

# UNDERSTANDING THE RESULTS

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## “Don’t Know” Responses

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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 of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

## Putting Evaluations onto a 100-Point Scale

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Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

## Understanding the Tables

---

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

# COMPARISONS

## Quality of Life Ratings

	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
How do you rate Scottsdale as a place to live?	77	79	80	84	81	79	82	80	76	80	81	74	86	79	80
How do you rate your neighborhood as a place to live?	74	76	76	80	77	70	75	74	67	78	81	68	77	76	79
How do you rate Scottsdale as a place to raise children?	68	66	63	69	68	74	76	68	61	63	73	57	78	63	65
How do you rate Scottsdale as a place to work?	70	74	66	70	71	83	74	66	74	68	74	62	78	70	68

**Quality of Life Ratings**

	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
How do you rate Scottsdale as a place to retire?	63	83	73	75	70	72	80	72	57	74	76	63	77	75	71
How do you rate the overall quality of life in Scottsdale?	75	78	76	79	74	76	78	76	71	76	78	69	80	75	76
Average rating on a 100-point scale (100=Excellent, 0=Poor)															



Quality of Life Ratings									
	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
How do you rate Scottsdale as a place to live?	65	75	76	82	87	86	86	82	78
How do you rate your neighborhood as a place to live?	71	69	75	76	85	84	77	77	76
How do you rate Scottsdale as a place to raise children?	62	64	67	66	70	72	72	67	67
How do you rate Scottsdale as a place to work?	73	71	63	71	74	73	69	72	69
How do you rate Scottsdale as a place to retire?	69	64	71	69	76	81	85	74	71
How do you rate the overall quality of life in Scottsdale?	65	73	69	75	83	83	82	78	74
Average rating on a 100-point scale (100=Excellent, 0=Poor)									

The City of Scottsdale Citizen Survey

Comparisons

Characteristics of the Community															
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Sense of community	37	50	50	58	51	81	59	58	46	43	52	43	58	44	51
Overall appearance of Scottsdale	76	79	73	72	73	77	75	75	71	75	75	67	76	75	74
Opportunities to attend cultural activities	65	63	69	69	72	83	62	74	69	62	73	65	70	68	68
Shopping opportunities	83	87	87	83	83	87	77	82	82	88	84	82	84	84	87
Recreational opportunities	67	73	72	72	72	91	70	71	61	73	73	69	74	72	70
Job opportunities	58	57	50	57	57	83	57	53	60	55	57	46	63	56	56
Ease of car travel in Scottsdale	40	47	44	43	37	68	34	38	44	42	46	42	43	41	42
Ease of bus travel in Scottsdale	29	32	26	30	28	100	27	41	27	17	33	23	32	32	24
Ease of rail/subway travel in Scottsdale	6	13	11	16	16	78	28	16	17	5	7	7	22	15	8

**Characteristics of the Community**

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Ease of bicycle travel in Scottsdale	54	57	49	49	51	92	52	56	44	49	54	47	52	53	50
Ease of walking in Scottsdale	61	59	59	55	64	72	62	66	52	56	61	54	64	59	58
Average rating on a 100-point scale (100=Excellent, 0=Poor)															

**Characteristics of the Community**

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Sense of community	28	42	44	49	57	61	70	53	46
Overall appearance of Scottsdale	67	76	70	72	80	74	81	76	72
Opportunities to attend cultural activities	60	58	59	70	72	77	81	72	62
Shopping opportunities	92	87	79	80	84	86	90	85	84
Recreational opportunities	73	70	63	72	72	74	81	72	70
Job opportunities	51	55	56	56	54	59	59	59	52
Ease of car travel in Scottsdale	33	48	42	35	49	40	43	45	39
Ease of bus travel in Scottsdale	16	28	20	30	32	30	37	33	24
Ease of rail/subway travel in Scottsdale	0	9	9	10	24	22	23	18	7
Ease of bicycle travel in Scottsdale	52	59	39	52	55	51	54	54	49
Ease of walking in Scottsdale	51	57	52	60	64	69	62	61	58
Average rating on a 100-point scale (100=Excellent, 0=Poor)									

The City of Scottsdale Citizen Survey

Comparisons

Ratings of Growth															
Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	Population growth	24%	17%	31%	23%	12%	68%	17%	17%	23%	24%	18%	15%	24%	19%
Retail growth (stores, restaurants etc.)	49%	54%	41%	33%	37%	55%	34%	51%	58%	38%	41%	27%	49%	40%	48%
Jobs growth	57%	49%	54%	52%	50%	100%	48%	44%	47%	55%	55%	45%	66%	50%	48%
Proportion of respondents rating as "About right"															

Ratings of Growth									
Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Population growth	19%	38%	13%	13%	28%	7%	21%	17%	25%
Retail growth (stores, restaurants etc.)	37%	45%	46%	38%	51%	28%	56%	47%	37%
Jobs growth	25%	57%	62%	43%	36%	65%	73%	57%	47%
Proportion of respondents rating as "About right"									

**Ratings of Potential Problems in Scottsdale**

To what degree, if at all, are the following in Scottsdale:	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	Crime	55	53	47	51	42	21	50	40	37	51	58	34	43	49
Drugs	66	49	46	42	34	18	46	30	54	47	54	36	43	43	51
Too much growth	48	31	37	27	21	14	35	26	43	32	28	24	33	28	36
Lack of growth	95	88	88	89	94	19	87	84	94	92	95	97	89	90	92
Noise	70	70	63	59	53	43	60	65	59	62	63	64	57	64	62
Run down buildings, weed lots, or junk vehicles	84	79	68	67	66	71	64	69	79	73	75	68	69	75	72
Taxes	63	59	52	49	54	40	45	46	53	61	57	53	54	59	56
Traffic congestion	35	26	23	24	18	44	24	18	24	25	29	28	25	29	19
Unsupervised youth	73	66	61	57	47	59	44	48	57	63	69	57	50	59	66

Average rating on a 100-point scale (100=Not a problem, 0=Major problem)

**Ratings of Potential Problems in Scottsdale**

To what degree, if at all, are the following in Scottsdale:	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Crime	64	55	45	47	50	44	36	47	50
Drugs	75	60	43	42	38	33	26	43	47
Too much growth	49	46	23	25	33	16	31	29	34
Lack of growth	94	95	90	91	82	93	86	92	89
Noise	90	69	57	54	61	61	63	63	61
Run down buildings, weed lots, or junk vehicles	76	78	70	66	75	70	76	72	72
Taxes	48	67	50	48	59	53	52	56	53
Traffic congestion	33	42	18	13	25	23	21	24	25
Unsupervised youth	78	69	53	56	58	53	53	58	61

Average rating on a 100-point scale (100=Not a problem, 0=Major problem)

**Ratings of Safety from Various Problems**

Please rate how safe you feel from the following occurring to you in Scottsdale:	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	Violent crime	81	79	75	75	67	67	70	70	63	79	77	64	72	77
Property crimes	66	65	59	65	56	70	71	56	54	62	63	50	61	61	66
Fire	80	74	77	77	78	70	80	76	80	77	75	77	78	76	78
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)															

**Ratings of Safety from Various Problems**

Please rate how safe you feel from the following occurring to you in Scottsdale:	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Violent crime	79	80	73	75	73	72	67	72	77
Property crimes	60	62	58	60	63	64	64	60	62
Fire	92	73	70	79	77	78	82	78	76
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)									



Ratings of Feelings of Safety in Various Areas

Please rate how safe you feel:	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	In your neighborhood during the day	94	93	90	91	88	87	87	91	88	92	93	87	89	92
In your neighborhood after dark	80	76	76	75	69	78	70	70	63	78	80	61	71	76	83
In Scottsdale's downtown area during the day	90	85	89	87	86	78	91	80	88	87	92	84	85	89	89
In Scottsdale's downtown area after dark	73	69	73	67	67	81	68	63	67	72	72	69	64	72	72
In Scottsdale's parks during the day	85	85	83	80	84	59	80	79	81	85	86	71	84	85	86
In Scottsdale's parks after dark	62	53	54	50	44	50	52	41	48	57	52	32	53	54	56

Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)

**Ratings of Feelings of Safety in Various Areas**

Please rate how safe you feel:	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
In your neighborhood during the day	96	90	88	89	93	93	92	92	90
In your neighborhood after dark	67	73	76	74	78	78	73	71	79
In Scottsdale's downtown area during the day	92	92	86	89	87	83	77	86	88
In Scottsdale's downtown area after dark	72	77	71	71	66	63	58	68	72
In Scottsdale's parks during the day	85	87	85	82	85	83	73	83	84
In Scottsdale's parks after dark	60	64	52	46	52	46	35	46	59
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)									

**Crime Victimization and Reporting**

	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	During the past twelve months, were you or anyone in your household the victim of any crime?	22%	8%	21%	6%	8%	0%	13%	13%	16%	14%	7%	36%	13%	10%
If yes, was this crime (these crimes) reported to the police?	70%	100%	40%	34%	100%	.	100%	53%	75%	51%	100%	24%	86%	86%	75%

Percent of respondents whose households were victims of crime, and who reported the crime

**Crime Victimization and Reporting**

	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
During the past twelve months, were you or anyone in your household the victim of any crime?	35%	16%	11%	18%	2%	5%	1%	11%	13%
If yes, was this crime (these crimes) reported to the police?	67%	40%	74%	74%	69%	100%	100%	82%	47%
Percent of respondents whose households were victims of crime, and who reported the crime									

The City of Scottsdale Citizen Survey

Comparisons

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Used Scottsdale public libraries or their services	50%	77%	77%	85%	83%	88%	57%	83%	67%	72%	89%	78%	79%	75%	73%
Used Scottsdale recreation centers	45%	61%	63%	66%	57%	55%	31%	63%	60%	64%	58%	33%	52%	64%	66%
Participated in a recreation program or activity	35%	41%	54%	56%	49%	49%	30%	43%	62%	48%	51%	27%	44%	54%	48%
Visited a Scottsdale park	84%	72%	86%	83%	82%	66%	62%	74%	76%	82%	96%	62%	78%	84%	86%
Ridden a local bus within Scottsdale	17%	19%	20%	18%	11%	49%	31%	19%	3%	13%	18%	20%	24%	12%	12%

The City of Scottsdale Citizen Survey

Comparisons

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Attended a meeting of local elected officials or other local public meeting	6%	19%	26%	27%	38%	42%	20%	32%	9%	21%	32%	19%	27%	23%	25%
Watched a meeting of local elected officials or other local public meeting on cable television	46%	45%	60%	50%	66%	50%	34%	66%	70%	46%	61%	56%	51%	55%	50%
Recycled used paper, cans or bottles from your home	73%	90%	84%	87%	82%	56%	69%	76%	86%	88%	88%	66%	76%	82%	93%

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Volunteered your time to some group/activity in Scottsdale	10%	37%	49%	60%	42%	66%	21%	35%	38%	42%	54%	19%	37%	39%	53%
Read Scottsdale Pride Newsletter (included in my utility bills)	41%	73%	78%	76%	78%	100%	64%	72%	75%	72%	67%	39%	68%	74%	78%
Used the Internet for anything	96%	96%	95%	91%	79%	74%	68%	81%	90%	97%	99%	76%	76%	99%	98%
Used the Internet to conduct business with Scottsdale	52%	71%	64%	52%	44%	0%	32%	45%	71%	64%	61%	44%	44%	60%	65%

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Purchased an item over the Internet	89%	82%	88%	82%	66%	38%	55%	65%	77%	89%	93%	51%	64%	88%	95%

Proportion of respondents engaging in activity at least once in last 12 months



Use of Community Amenities									
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Used Scottsdale public libraries or their services	53%	76%	76%	81%	74%	72%	81%	75%
Used Scottsdale recreation centers	36%	57%	74%	70%	51%	53%	46%	55%	65%
Participated in a recreation program or activity	24%	51%	67%	52%	38%	39%	36%	46%	49%
Visited a Scottsdale park	82%	83%	87%	88%	82%	76%	60%	80%	83%
Ridden a local bus within Scottsdale	18%	24%	10%	24%	15%	7%	6%	13%	20%
Attended a meeting of local elected officials or other local public meeting	12%	11%	27%	29%	28%	36%	30%	19%	30%
Watched a meeting of local elected officials or other local public meeting on cable television	35%	52%	56%	50%	50%	59%	77%	50%	58%
Recycled used paper, cans or bottles from your home	71%	86%	85%	84%	89%	81%	78%	81%	87%
Volunteered your time to some group/activity in Scottsdale	24%	30%	47%	51%	49%	41%	33%	43%	38%
Read Scottsdale Pride Newsletter (included in my utility bills)	42%	59%	72%	73%	79%	76%	85%	71%	69%
Used the Internet for anything	100%	100%	94%	93%	90%	78%	70%	89%	92%
Used the Internet to conduct business with Scottsdale	42%	82%	64%	67%	42%	36%	18%	53%	60%
Purchased an item over the Internet	95%	91%	95%	86%	79%	59%	45%	74%	88%
Proportion of respondents engaging in activity at least once in last 12 months									

Quality of Service Ratings

How do you rate the quality of each of the following services?	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	Police services	66	62	72	74	74	44	67	80	55	71	70	70	76	72
Fire services	74	80	83	80	82	67	82	83	72	82	79	78	81	81	79
Ambulance/emergency medical services	78	77	75	74	76	67	78	81	71	73	75	67	79	76	75
Traffic enforcement	57	50	54	51	53	72	51	60	54	53	47	55	57	55	48
Garbage collection	67	78	73	76	77	67	74	75	72	74	76	50	80	72	79
Recycling	48	74	64	66	73	67	75	70	58	66	64	44	64	62	75
Yard waste pick-up	64	68	59	69	72	57	53	73	58	70	67	48	72	65	68
Street repair	59	59	55	53	47	67	43	52	53	57	53	37	61	57	52
Street cleaning	71	65	63	60	56	67	48	61	63	67	59	60	71	62	59
Sidewalk maintenance	70	62	58	58	52	67	45	59	62	64	57	56	64	60	56
Traffic signal timing	55	43	51	40	41	63	37	45	35	48	45	48	50	45	42
Amount of public parking	48	45	50	45	46	63	43	49	37	48	47	54	53	46	41
Bus/transit services	33	40	30	36	36	67	24	41	37	34	37	22	42	42	28
Storm drainage	47	41	48	47	53	40	45	50	44	46	51	41	50	50	47
Drinking water	29	38	39	40	48	49	35	45	27	35	49	36	39	35	42
City parks	71	69	74	68	75	67	63	71	69	74	71	68	72	73	69
Recreation programs or classes	60	65	74	63	73	67	67	69	59	70	68	57	69	70	69

**Quality of Service Ratings**

How do you rate the quality of each of the following services?	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	Appearance/maintenance of parks	73	74	75	69	71	67	56	73	74	78	68	70	74	73
Appearance of recreation centers/facilities	68	71	72	65	69	67	60	69	75	69	70	59	73	69	69
Land use, planning and zoning	55	55	45	44	41	67	47	47	32	48	50	37	53	52	43
Code enforcement (weeds, abandoned buildings, etc)	68	60	52	51	53	67	50	54	60	58	56	58	56	59	52
Animal control	68	65	58	58	59	41	52	57	60	65	64	51	60	63	61
Economic development	68	57	60	58	59	60	50	58	63	62	61	70	60	64	58
Services to seniors	60	71	67	70	67	67	56	66	58	72	74	69	68	67	68
Services to youth	59	60	59	63	63	76	47	61	44	64	68	47	63	66	59
Public library services	68	72	78	75	79	77	63	77	67	78	77	87	79	77	68
Public information services	63	58	62	65	68	73	51	67	55	66	64	77	64	66	57
Average rating on a 100-point scale (100=Excellent, 0=Poor)															

Quality of Service Ratings									
How do you rate the quality of each of the following services?	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Police services	33	63	70	72	73	78	85	74	66
Fire services	88	80	76	81	81	79	88	80	81
Ambulance/emergency medical services	87	78	72	72	75	78	81	76	76
Traffic enforcement	50	52	53	50	53	57	60	59	47
Garbage collection	57	71	71	74	82	78	85	76	73
Recycling	36	54	64	71	76	74	82	68	64
Yard waste pick-up	55	60	65	70	68	71	76	70	64
Street repair	33	56	48	52	59	59	63	57	51
Street cleaning	51	70	58	57	64	64	66	66	58
Sidewalk maintenance	44	68	53	54	63	64	61	61	58
Traffic signal timing	35	54	38	38	53	44	52	50	40
Amount of public parking	33	46	48	46	53	47	51	49	45
Bus/transit services	0	41	19	31	37	42	47	40	29
Storm drainage	38	47	48	45	48	53	54	49	46
Drinking water	18	29	29	47	44	50	48	39	40
City parks	47	75	66	75	69	73	78	72	70
Recreation programs or classes	33	66	66	76	61	69	77	69	67
Appearance/maintenance of parks	55	80	68	74	70	73	71	73	71
Appearance of recreation centers/facilities	37	75	62	73	70	68	67	70	67

Quality of Service Ratings									
How do you rate the quality of each of the following services?	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Land use, planning and zoning	51	57	45	42	43	41	57	50	44
Code enforcement (weeds, abandoned buildings, etc)	51	69	56	52	54	45	58	60	52
Animal control	63	68	57	58	64	55	62	63	59
Economic development	53	65	54	61	56	59	60	65	55
Services to seniors	67	69	72	71	61	67	68	70	66
Services to youth	43	54	71	65	58	59	68	66	55
Public library services	50	76	73	75	75	80	85	78	72
Public information services	28	62	58	65	63	65	77	66	60
Average rating on a 100-point scale (100=Excellent, 0=Poor)									

**Ratings of Various Levels of Government**

Overall, how would you rate the quality of services provided by...	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	The City of Scottsdale	64	62	71	67	67	67	54	72	54	69	64	66	67	69
The Federal Government	41	40	42	40	44	56	44	47	35	38	43	36	47	38	38
The State Government	51	48	51	42	50	52	44	48	37	49	49	42	51	48	45
Average rating on a 100-point scale (100=Excellent, 0=Poor)															

**Ratings of Various Levels of Government**

Overall, how would you rate the quality of services provided by...	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	The City of Scottsdale	49	63	63	66	72	68	77	68
The Federal Government	25	43	40	40	39	44	54	44	39
The State Government	33	48	48	43	50	48	63	49	45
Average rating on a 100-point scale (100=Excellent, 0=Poor)									

**Proportion of Population Having Contact with City Employees**

	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	41%	56%	66%	47%	60%	14%	43%	54%	52%	60%	52%	48%	54%	53%

Percent of respondents who reported contact with a City employee in the last 12 months

**Proportion of Population Having Contact with City Employees**

	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	59%	65%	58%	52%	51%	48%	42%	52%

Percent of respondents who reported contact with a City employee in the last 12 months

**Ratings of Contact with City Employees**

What was your impression of employees of the City of Scottsdale in your most recent contact?	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Knowledge	66	58	66	66	71	67	47	72	56	69	62	66	67	70	62
Responsiveness	62	59	67	65	67	67	48	67	56	68	63	60	67	68	61
Courtesy	68	60	77	68	75	67	52	73	68	74	67	73	69	71	71
Overall Impression	64	55	71	65	69	67	48	70	61	68	61	63	65	69	61
Average rating on a 100-point scale (100=Excellent, 0=Poor)															

**Ratings of Contact with City Employees**

What was your impression of employees of the City of Scottsdale in your most recent contact?	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Knowledge	27	64	65	67	67	75	81	69	63
Responsiveness	27	68	59	60	67	75	84	69	60
Courtesy	20	70	67	72	72	86	82	71	69
Overall Impression	27	64	61	64	66	76	85	69	60
Average rating on a 100-point scale (100=Excellent, 0=Poor)									



The City of Scottsdale Citizen Survey

Comparisons

Ratings of Public Trust

Please rate the following statements:	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
	I receive good value for the City of Scottsdale taxes I pay	72	66	69	70	73	69	60	71	69	71	72	60	69	72
I am pleased with the overall direction that the City of Scottsdale is taking	69	65	62	57	54	56	53	63	65	60	62	52	65	62	60
The City of Scottsdale government welcomes citizen involvement	67	64	57	54	61	69	61	65	60	56	62	52	64	64	54
The City of Scottsdale government listens to citizens	55	49	51	49	48	54	39	53	48	50	51	43	58	53	45
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)															

**Ratings of Public Trust**

Please rate the following statements:	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
I receive good value for the City of Scottsdale taxes I pay	54	67	67	68	76	70	83	73	66
I am pleased with the overall direction that the City of Scottsdale is taking	51	70	57	55	60	56	73	63	58
The City of Scottsdale government welcomes citizen involvement	61	61	62	54	58	61	74	63	58
The City of Scottsdale government listens to citizens	32	52	50	44	54	48	65	53	47
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)									

Perceptions of the Economy

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:	How many years have you lived in Scottsdale?					What is the highest degree or level of school you have completed?						How much do you anticipate your household's total income before taxes will be for the current year?			
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	12th Grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree (e.g. AA, AS)	Bachelor's degree (e.g. BA, AB, BS)	Graduate degree or professional degree	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Very positive	13%	9%	1%	9%	3%	0%	3%	5%	15%	7%	7%	5%	5%	5%	10%
Somewhat positive	37%	33%	39%	24%	32%	59%	26%	31%	34%	31%	39%	31%	30%	36%	31%
Neutral	37%	40%	33%	45%	56%	41%	48%	39%	27%	48%	41%	47%	46%	39%	43%
Somewhat negative	13%	18%	26%	18%	10%	0%	23%	21%	25%	14%	13%	12%	19%	19%	15%
Very negative	0%	0%	2%	4%	0%	0%	0%	4%	0%	1%	0%	5%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Perceptions of the Economy

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:	In which category is your age?							What is your gender?	
	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Very positive	0%	10%	3%	11%	7%	2%	4%	9%	4%
Somewhat positive	18%	42%	48%	31%	24%	29%	22%	22%	45%
Neutral	41%	34%	32%	43%	39%	54%	66%	49%	36%
Somewhat negative	41%	13%	17%	12%	29%	14%	7%	19%	14%
Very negative	0%	0%	0%	3%	1%	1%	0%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%