

# The National Citizen Survey™

## Scottsdale, AZ

Comparisons by Geographic  
Subgroups

2014

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The National Citizen Survey™  
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National Research Center, Inc.  
2955 Valmont Road, Suite 300  
Boulder, CO 80301  
[www.n-r-c.com](http://www.n-r-c.com) • 303-444-7863

International City/County Management Association  
777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
[www.icma.org](http://www.icma.org) • 202-289-ICMA

# Summary

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by geographic area.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Districts 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 have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (248 completed surveys). For each area (South of Indian Bend Road, North of Indian Bend Road and South or West of CAP Canal or North or East of CAP Canal), the margin of error rises to approximately plus or minus 12 percentage points since sample sizes were approximately 102 for South of Indian Bend Road, 79 for North of Indian Bend Road and South or West of CAP Canal and 67 for North or East of CAP Canal. Notable differences between areas included the following:

- Most Community Characteristics were rated similarly by residents in different areas of the city however a few interesting differences exist. Residents living South of Indian Bend Road rated the ease of travel by public transportation and bicycle better than their counterparts and they rated ease of public parking lower than their counterparts.
- Community Characteristics within the facet of the Natural Environment were rated highly in general, but residents living South of Indian Bend Road tended to give slightly lower ratings to these items than residents in other areas of Scottsdale.
- Some differences were found by geographic area within aspects of Governance. For example, residents living North of Indian Bend Road and South or West of CAP Canal tended to give higher ratings than residents living in other areas to general aspects of Governance including ratings for the government generally acting in the best interest of the community, being honest, and the overall customer service of Scottsdale employees.
- Two aspects of Natural Environment within Governance received lower ratings from residents living South of Indian Bend Road than their counterparts; garbage collection and recycling.
- Concerning Participation, residents living North of Indian Bend Road and South or West of CAP Canal reported the highest rates of participating in moderate or vigorous physical activity (while also rating recreational opportunities within Community Characteristics the highest compared to their counterparts).
- Respondents living South of Indian Bend Road had the highest rate being the victim of a crime. These residents also reported the highest rates of walking or biking or using public transportation instead of driving.
- Residents living North of Indian Bend Road and South or West of CAP Canal were the most likely to have ridden a horse on the Preserve or to have visited a Preserve trailhead. These residents were also more likely to use email subscriptions, read a newsletter or watch City Cable Channel 11 to get information about the City. Those living South of Indian Bend Road were more likely to use Facebook.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
The overall quality of life in Scottsdale	96%	98%	100%	98%
Overall image or reputation of Scottsdale	90%	90%	95%	91%
Scottsdale as a place to live	96%	99%	100%	98%
Your neighborhood as a place to live	89%	96%	98%	93%
Scottsdale as a place to raise children	90%	92%	93%	92%
Scottsdale as a place to retire	91%	88%	95%	91%
Overall appearance of Scottsdale	94%	97%	98%	96%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Overall feeling of safety in Scottsdale	92%	95%	96%	94%
In your neighborhood during the day	95%	97%	100%	97%
In Scottsdale's downtown/commercial area during the day	97%	99%	96%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Overall ease of getting to the places you usually have to visit	88%	88%	83%	87%
Traffic flow on major streets	55%	70%	62%	62%
Ease of public parking	56%	71%	72%	65%
Ease of travel by car in Scottsdale	72%	81%	76%	76%
Ease of travel by public transportation in Scottsdale	54%	27%	31%	40%
Ease of travel by bicycle in Scottsdale	78%	68%	50%	69%
Ease of walking in Scottsdale	91%	84%	75%	85%
Availability of paths and walking trails	89%	90%	87%	89%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Quality of overall natural environment in Scottsdale	83%	95%	93%	89%
Air quality	63%	62%	67%	63%
Cleanliness of Scottsdale	85%	94%	97%	91%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Overall built environment of Scottsdale (including overall design, buildings, parks and transportation systems)	74%	86%	87%	81%
Public places where people want to spend time	84%	94%	89%	88%
Variety of housing options	66%	71%	79%	71%
Availability of affordable quality housing	47%	47%	56%	49%
Overall quality of new development in Scottsdale	74%	83%	79%	78%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Overall economic health of Scottsdale	81%	83%	81%	82%
Scottsdale as a place to work	85%	87%	87%	86%
Scottsdale as a place to visit	91%	94%	99%	94%
Employment opportunities	64%	67%	72%	67%
Shopping opportunities	94%	96%	100%	96%
Cost of living in Scottsdale	52%	40%	64%	52%
Overall quality of business and service establishments in Scottsdale	88%	87%	94%	89%
Vibrant downtown/commercial area	83%	84%	89%	85%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Health and wellness opportunities in Scottsdale	88%	96%	95%	92%
Fitness opportunities (including exercise classes and paths or trails, etc.)	87%	92%	89%	89%
Recreational opportunities	82%	96%	93%	89%
Availability of affordable quality food	74%	89%	85%	81%
Availability of affordable quality health care	70%	83%	84%	78%
Availability of preventive health services	76%	92%	84%	83%
Availability of affordable quality mental health care	54%	66%	67%	61%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Overall opportunities for education and enrichment	75%	89%	84%	82%
Availability of affordable quality child care/preschool	58%	77%	52%	63%
K-12 education	74%	85%	70%	77%
Adult educational opportunities	70%	84%	76%	76%
Opportunities to attend cultural/arts/music activities	86%	91%	90%	88%
Opportunities to participate in religious or spiritual events and activities	89%	95%	96%	92%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Opportunities to participate in social events and activities	76%	82%	90%	81%
Opportunities to volunteer	74%	82%	85%	79%
Opportunities to participate in community matters	54%	71%	78%	66%
Openness and acceptance of the community toward people of diverse backgrounds	50%	62%	66%	58%
Neighborhoodness of residents in Scottsdale	50%	61%	69%	58%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
The City of Scottsdale	81%	92%	89%	87%
The value of services for the taxes paid to Scottsdale	66%	78%	68%	70%
The overall direction that Scottsdale is taking	68%	71%	81%	72%
The job Scottsdale government does at welcoming citizen involvement	50%	60%	46%	52%
Overall confidence in Scottsdale government	58%	65%	54%	59%
Generally acting in the best interest of the community	49%	74%	61%	60%
Being honest	42%	68%	53%	53%
Treating all residents fairly	51%	70%	55%	57%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	74%	92%	78%	80%
The Federal Government	3%	3%	3%	3%
The State Government	3%	3%	3%	3%
Maricopa County Government	54%	41%	57%	51%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Police services	88%	93%	92%	90%
Fire services	96%	97%	100%	97%
Ambulance or emergency medical services	94%	100%	100%	97%
Crime prevention	81%	90%	95%	87%
Fire prevention and education	86%	89%	92%	88%
Animal control	80%	81%	73%	79%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	69%	76%	71%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Traffic enforcement	73%	84%	73%	76%
Street repair	64%	67%	67%	66%
Street cleaning	72%	80%	79%	76%
Street lighting	78%	76%	78%	77%
Sidewalk maintenance	75%	73%	78%	75%
Traffic signal timing	60%	56%	65%	60%
Bus or transit services	60%	44%	62%	56%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Garbage collection	82%	95%	95%	89%
Recycling	65%	90%	99%	81%
Yard waste pick-up	68%	78%	86%	76%
Drinking water	52%	64%	64%	59%
Preservation of natural areas such as open space, farmlands and greenbelts	78%	74%	80%	78%
Scottsdale McDowell Sonoran Preserve	91%	97%	98%	95%
Water services provided by City of Scottsdale Water Resources Department	58%	68%	74%	65%
Drinking water taste	36%	45%	53%	43%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Storm drainage	58%	78%	76%	69%
Sewer services	81%	85%	86%	84%
Utility billing	67%	90%	88%	79%
Land use, planning and zoning	70%	77%	62%	70%
Code enforcement (weeds, abandoned buildings, etc.)	70%	81%	72%	74%
Cable television	65%	59%	69%	64%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Economic development	68%	74%	77%	72%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
City parks	93%	98%	97%	95%
Recreation programs or classes	88%	95%	90%	91%
Recreation centers or facilities	91%	95%	96%	93%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Public library services	90%	96%	98%	94%
City-sponsored special events	89%	74%	72%	81%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Public information services	78%	84%	87%	82%
Scottsdale Web site (www.ScottsdaleAZ.gov)	80%	84%	88%	83%
City Cable Channel 11	67%	66%	92%	73%



Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Sense of community	51%	55%	61%	54%
Recommend living in Scottsdale to someone who asks	93%	99%	98%	96%
Remain in Scottsdale for the next five years	93%	96%	91%	94%
Contacted Scottsdale (in-person, phone, email or web) for help or information	39%	40%	39%	39%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Was NOT the victim of a crime	85%	92%	96%	90%
Did NOT report a crime	78%	89%	93%	85%
Stocked supplies in preparation for an emergency	21%	14%	17%	18%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Walked or biked instead of driving	68%	53%	36%	55%
Carpooled with other adults or children instead of driving alone	50%	43%	39%	45%
Used bus or other public transportation instead of driving	29%	11%	7%	18%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Recycle at home	28%	35%	23%	28%
Made efforts to make your home more energy efficient	79%	77%	82%	79%
Made efforts to conserve water	86%	84%	85%	85%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
NOT under housing cost stress	72%	78%	72%	74%
Did NOT observe a code violation	47%	63%	71%	58%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Purchase goods or services from a business located in Scottsdale	70%	80%	74%	74%
Economy will have positive impact on income	35%	39%	26%	34%
Work in Scottsdale	39%	51%	34%	41%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Used Scottsdale recreation centers or their services	63%	76%	61%	66%
Visited a neighborhood park or City park	81%	88%	77%	82%
Eat at least 5 portions of fruits and vegetables a day	71%	65%	68%	69%
Participate in moderate or vigorous physical activity	56%	74%	64%	63%
Reported being in "very good" or "excellent" health	66%	78%	75%	72%
Visited or used a City pool	18%	20%	21%	19%
Used a City fitness facility	24%	17%	35%	25%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Used Scottsdale public libraries or their services	52%	60%	71%	60%
Participated in religious or spiritual activities in Scottsdale	29%	48%	57%	42%
Attended a City-sponsored event	46%	45%	45%	46%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Campaigned or advocated for an issue, cause or candidate	16%	26%	24%	21%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	6%	17%	12%	11%
Volunteered your time to some group/activity in Scottsdale	31%	35%	48%	37%
Participated in a club	21%	32%	47%	31%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Talked to or visited with your immediate neighbors	85%	91%	92%	88%
Done a favor for a neighbor	71%	79%	79%	76%
Attended a local public meeting	11%	17%	19%	15%
Watched (online or on television) a local public meeting	17%	23%	22%	20%
Read or watch local news (via television, paper, computer, etc.)	49%	52%	47%	49%
Vote in local elections	33%	47%	41%	39%

Table 28: Custom Question 1

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve. Percent rating positively (more than once a month).	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Walked or hiked in the Preserve	20%	27%	25%	23%
Rode a mountain bike in the Preserve	10%	5%	11%	9%
Rock climbed in the Preserve	4%	0%	2%	3%
Ridden a horse in the Preserve	1%	6%	0%	2%
Visited a Preserve trailhead	9%	23%	19%	16%
Taken out of town visitors on any of these activities in the Preserve	6%	10%	9%	8%

Table 29: Custom Question 2

To what extent do you agree or disagree with each of the following statements? (Percent "strongly" or "somewhat" agree).	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
The City of Scottsdale should do more to promote water conservation among residents	74%	72%	57%	69%
My household could do more to conserve water	69%	59%	46%	60%
My neighbors could do more to conserve water	75%	57%	43%	61%

Table 30: Custom Question 3

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities: (Percent "major" or "minor" source).	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Utility bill	70%	69%	62%	68%
Parks and Recreation brochure	59%	71%	55%	61%
City website	45%	64%	52%	52%
Email subscription or newsletter	25%	40%	21%	28%
City Cable Channel 11	23%	42%	24%	28%
Local newspapers	61%	69%	64%	64%
Facebook	29%	18%	12%	22%
Twitter	6%	14%	10%	9%
Word of mouth	84%	81%	80%	82%