THE NCS™

The National Citizen Survey™

Scottsdale, AZ
Community Livability Report

2016

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Contents

About

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

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

The Community Livability Report provides the opinions of a representative sample of 283 residents of the City of Scottsdale. The margin of error around any reported percentage is 6% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Residents

Community-based organizations

Communities are partnerships among...

Government

Private sector

Quality of Life in Scottsdale

Almost all residents rated the quality of life in Scottsdale as excellent or good. This was higher than the national benchmark comparison (see Appendix B of the *Technical Appendices* provided under separate cover).
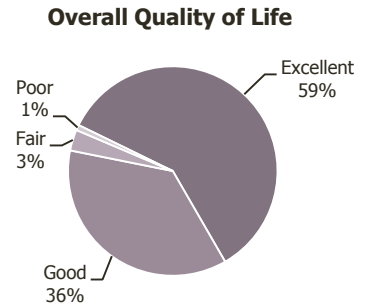
Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall Quality of Life
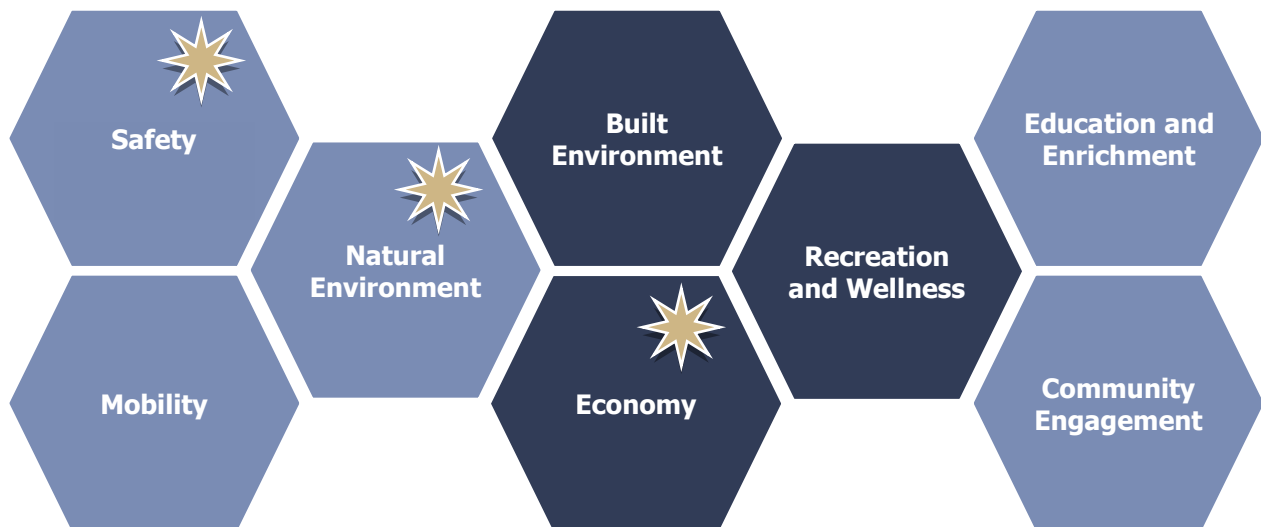
Excellent 59%
Poor 1%
Fair 3%
Good 36%

In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Economy and Natural Environment as priorities for the Scottsdale community in the coming two years. It is noteworthy that Scottsdale residents gave strong ratings to Economy as well as to Built Environment and Recreation and Wellness. Ratings for Safety, Mobility, Natural Environment, Education and Enrichment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

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

Legend

■ Higher than national benchmark
■ Similar to national benchmark
■ Lower than national benchmark

✦ Most important

Safety

Natural Environment

Built Environment

Mobility

Economy

Recreation and Wellness

Education and Enrichment

Community Engagement

2

Community Characteristics

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

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Scottsdale, 98% rated the City as an excellent or good place to live. Respondents' ratings of Scottsdale as a place to live were higher than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Scottsdale as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Scottsdale and its overall appearance. At least 4 in 5 respondents gave positive ratings to all of these aspects of community livability, and all received ratings higher than the national comparison except for Scottsdale as a place to raise children, which was similar to the benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Broadly, ratings for most aspects within Community Characteristics were positive and similar to or higher than the benchmark comparison; none were rated lower than the benchmark. About 9 in 10 residents or more gave excellent or good ratings to all aspects of Safety, as well as to the overall cleanliness of Scottsdale, shopping opportunities, Scottsdale as a place to visit and as a place to work, health and wellness opportunities, fitness opportunities and religious or spiritual events and activities. Nearly all aspects of Built Environment, Economy and Recreation and Wellness were rated higher than seen in comparison communities.
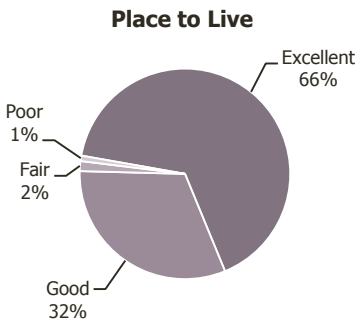
Place to Live

Excellent 66%

Poor 1%

Fair 2%

Good 32%

Ratings for almost all aspects of Community Characteristics remained stable over time; the only item that saw a change in ratings from 2013 to 2016 was the overall ease of travel, which declined. (For more information see the *Trends over Time* report under separate cover).

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

Comparison to national benchmark
■ Higher ■ Similar ■ Lower

Overall image	Neighborhood	Place to raise children	Place to retire	Overall appearance
89%	93%	89%	92%	93%
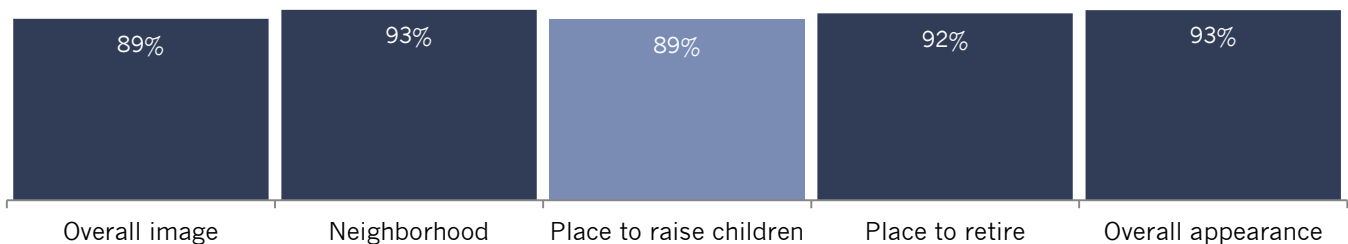
Figure 1: Aspects of Community Characteristics

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

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower

SAFETY
- Overall feeling of safety — 92%
- Safe in neighborhood — 97%
- Safe downtown/commercial area — 94%

MOBILITY
- Overall ease of travel — 76%
- Paths and walking trails — 84%
- Ease of walking — 78%
- Travel by bicycle — 65%
- Travel by public transportation — 39%
- Travel by car — 70%
- Public parking — 65%
- Traffic flow — 55%

NATURAL ENVIRONMENT
- Overall natural environment — 88%
- Cleanliness — 92%
- Air quality — 69%

BUILT ENVIRONMENT
- Overall built environment — 81%
- New development in Scottsdale — 71%
- Affordable quality housing — 45%
- Housing options — 72%
- Public places — 88%

ECONOMY
- Overall economic health — 85%
- Vibrant downtown/commercial area — 86%
- Business and services — 88%
- Cost of living — 48%
- Shopping opportunities — 94%
- Employment opportunities — 66%
- Place to visit — 95%
- Place to work — 92%

RECREATION AND WELLNESS
- Health and wellness — 92%
- Mental health care — 68%
- Preventive health services — 85%
- Health care — 80%
- Food — 84%
- Recreational opportunities — 89%
- Fitness opportunities — 90%

EDUCATION AND ENRICHMENT
- Education and enrichment opportunities — 86%
- Religious or spiritual events and activities — 90%
- Cultural/arts/music activities — 85%
- Adult education — 77%
- K-12 education — 81%
- Child care/preschool — 65%

COMMUNITY ENGAGEMENT
- Social events and activities — 76%
- Neighborliness — 57%
- Openness and acceptance — 58%
- Opportunities to participate in community matters — 66%
- Opportunities to volunteer — 77%

Governance

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

The overall quality of the services provided by Scottsdale as well as the manner in which these services are provided are a key component of how residents rate their quality of life. In Scottsdale, about 9 in 10 residents gave excellent or good ratings to the overall quality of services provided by the City and about 4 in 10 positively rated the services provided by the Federal Government. The rating for City services was higher than the benchmark comparison while the Federal Government rating was similar to the benchmark.

Survey respondents also rated various aspects of Scottsdale's leadership and governance. About 9 in 10 survey participants gave positive ratings to customer service provided by the City and about 7 in 10 were pleased with the value of services for taxes paid; both of these ratings were higher than the national benchmarks. About 6 in 10 residents gave favorable ratings to the job Scottsdale government does at welcoming citizen involvement, overall confidence in City government, the government acting in the best interest of Scottsdale, being honest and treating all residents fairly. These items were all rated similarly to comparison communities.

Respondents evaluated over 30 individual services and amenities available in Scottsdale. Generally, service ratings tended to be strong and similar to or higher than the benchmarks across all eight facets of community livability. A majority of residents gave positive ratings for all services, and 16 of the 33 items received ratings higher than the national benchmark comparison. Only one service, drinking water, was rated lower than the benchmark.

Overall Quality of City Services

Excellent 34%
Good 56%
Fair 8%
Poor 3%
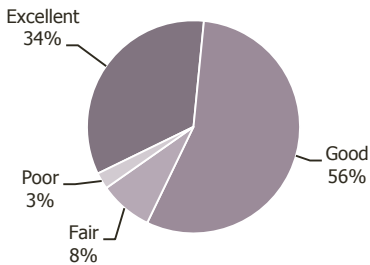
When comparing ratings over time, the proportion of respondents who positively rated street cleaning, the job Scottsdale government does at welcoming citizen involvement, and customer service provided by Scottsdale employees increased from 2013 to 2016. However, ratings for utility billing and land use, planning and zoning declined over time.

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

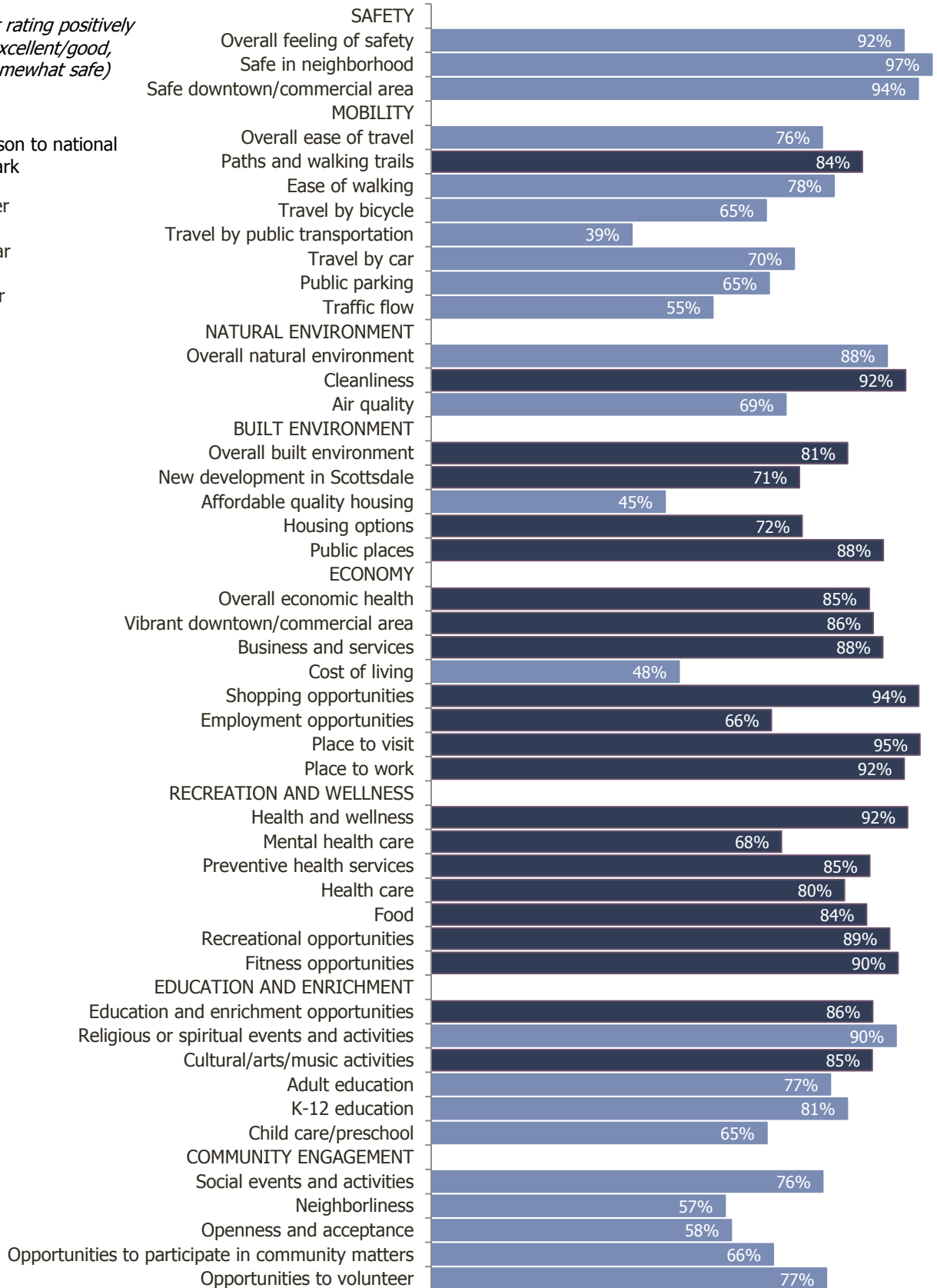| Value of services for taxes paid	Overall direction	Welcoming citizen involvement	Confidence in City government	Acting in the best interest of Scottsdale	Being honest	Treating all residents fairly	Customer service	Services provided by the Federal Government
71%	70%	61%	63%	64%	59%	63%	90%	40%
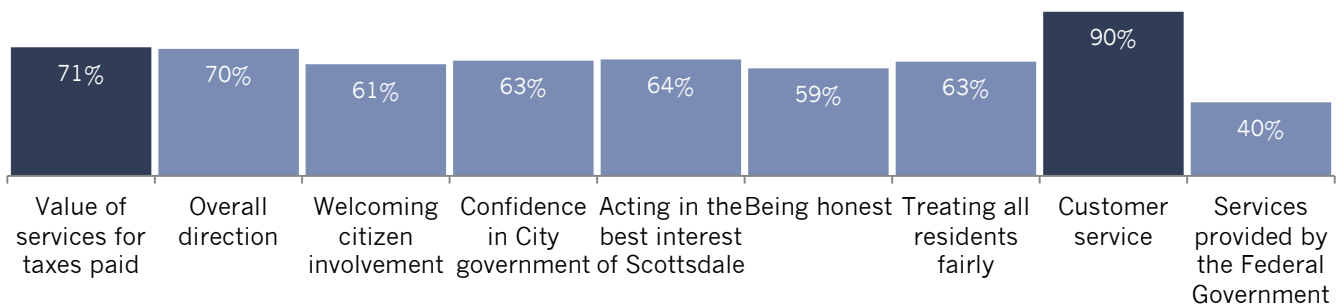
Figure 2: Aspects of Governance

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

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower

SAFETY
- Police — 91%
- Fire — 98%
- Ambulance/EMS — 98%
- Crime prevention — 85%
- Fire prevention — 87%
- Animal control — 80%
- Emergency preparedness — 71%

MOBILITY
- Traffic enforcement — 73%
- Street repair — 69%
- Street cleaning — 85%
- Street lighting — 77%
- Sidewalk maintenance — 80%
- Traffic signal timing — 62%
- Bus or transit services — 64%

NATURAL ENVIRONMENT
- Garbage collection — 95%
- Recycling — 87%
- Yard waste pick-up — 76%
- Drinking water — 56%
- Natural areas preservation — 77%
- Open space — 89%

BUILT ENVIRONMENT
- Storm drainage — 69%
- Sewer services — 83%
- Utility billing — 70%
- Land use, planning and zoning — 61%
- Code enforcement — 68%
- Cable television — 58%

ECONOMY
- Economic development — 79%

RECREATION AND WELLNESS
- City parks — 90%
- Recreation programs — 89%
- Recreation centers — 87%

EDUCATION AND ENRICHMENT
- Public libraries — 95%
- Special events — 80%

COMMUNITY ENGAGEMENT
- Public information — 80%

Participation

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

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. In Scottsdale, about 6 in 10 residents gave excellent or good ratings to the sense of community in the city, which was a rating similar to those given elsewhere. About 9 in 10 would recommend living in Scottsdale to someone who asked (a rate similar to the benchmark) and planned to remain in Scottsdale for the next five years (a rate higher than the benchmark).

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates across the eight facets of livability tended to vary, but almost all were similar to the national comparison. Within Built Environment, about two-thirds of residents reported that they had NOT observed a code violation in the 12 months prior to the survey, which was a higher rate than observed elsewhere. A higher proportion of Scottsdale residents believed the economy would have a positive impact on their income in the next six months. Within the facet of Safety, more than 8 in 10 residents had NOT reported a crime or been the victim of a crime, but only about one-quarter had stocked supplies for an emergency, which was lower than the benchmark. Within the facet of Mobility, while about half of respondents had carpooled instead of driving alone and about 6 in 10 had walked or biked instead of driving, only 13% had used public transportation instead of driving, a rate lower than the national comparison.

Most Participation rates remained similar from 2013 to 2016; the only item to change over time was the proportion of residents who had contacted Scottsdale employees, which increased.

Sense of Community

- Excellent 19%
- Good 43%
- Fair 28%
- Poor 10%

Percent rating positively (e.g., very/somewhat likely, yes)

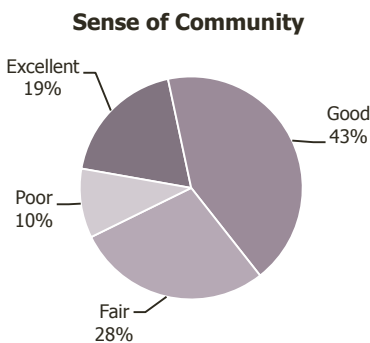Comparison to national benchmark

■ Higher ■ Similar ■ Lower

- Recommend Scottsdale: 94%
- Remain in Scottsdale: 94%
- Contacted Scottsdale employees: 54%

7
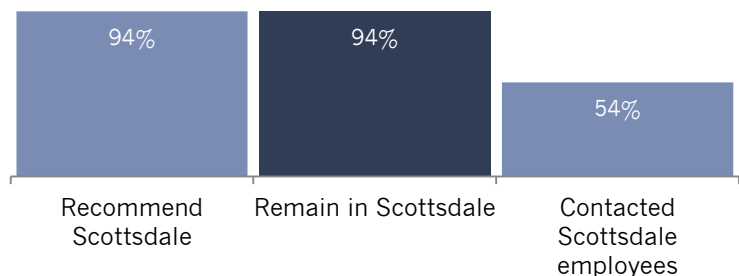
Figure 3: Aspects of Participation

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

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower

SAFETY
- Stocked supplies for an emergency — 26%
- Did NOT report a crime — 85%
- Was NOT the victim of a crime — 86%

MOBILITY
- Used public transportation instead of driving — 13%
- Carpooled instead of driving alone — 50%
- Walked or biked instead of driving — 59%

NATURAL ENVIRONMENT
- Conserved water — 83%
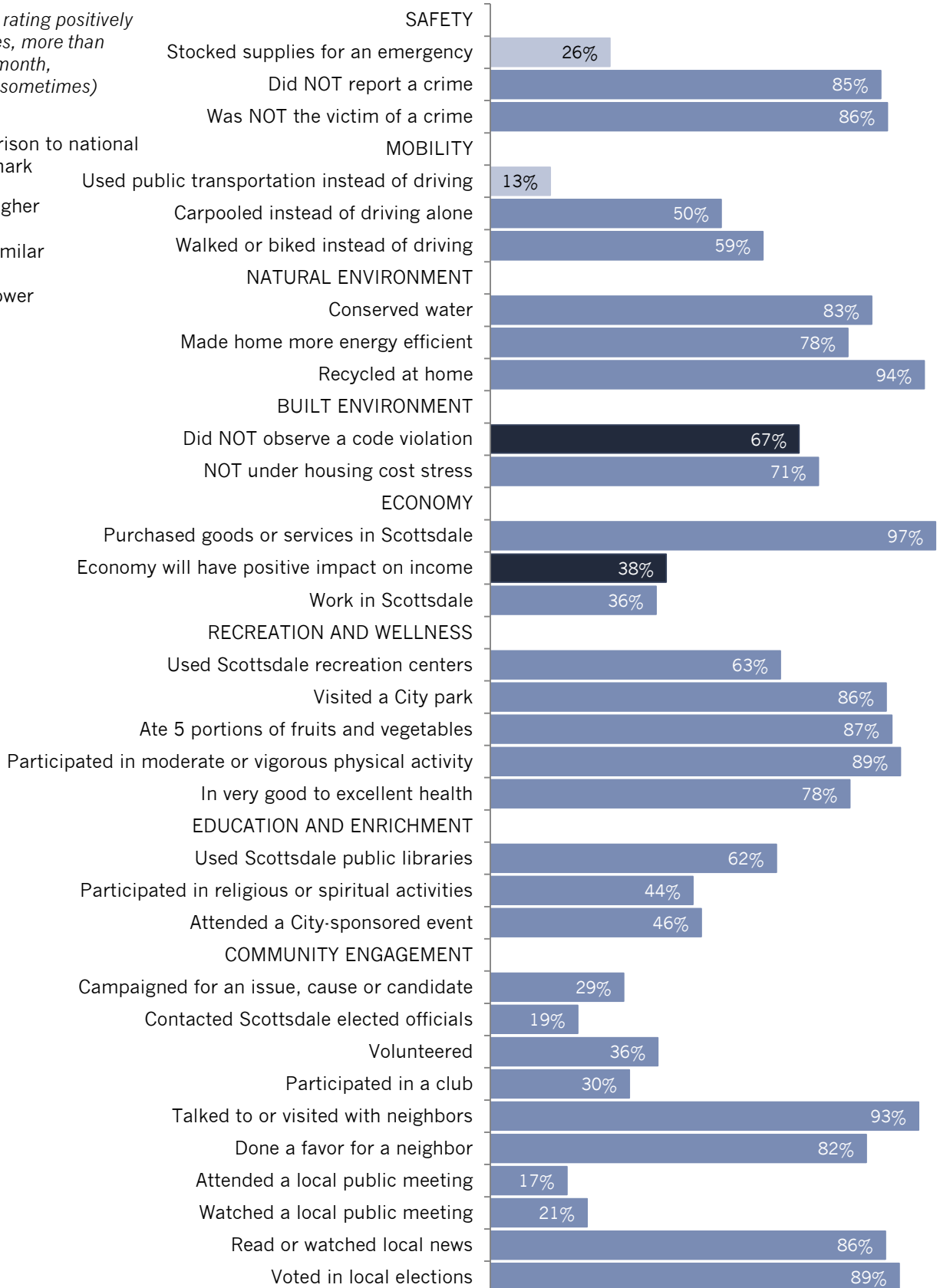- Made home more energy efficient — 78%
- Recycled at home — 94%

BUILT ENVIRONMENT
- Did NOT observe a code violation — 67%
- NOT under housing cost stress — 71%

ECONOMY
- Purchased goods or services in Scottsdale — 97%
- Economy will have positive impact on income — 38%
- Work in Scottsdale — 36%

RECREATION AND WELLNESS
- Used Scottsdale recreation centers — 63%
- Visited a City park — 86%
- Ate 5 portions of fruits and vegetables — 87%
- Participated in moderate or vigorous physical activity — 89%
- In very good to excellent health — 78%

EDUCATION AND ENRICHMENT
- Used Scottsdale public libraries — 62%
- Participated in religious or spiritual activities — 44%
- Attended a City-sponsored event — 46%

COMMUNITY ENGAGEMENT
- Campaigned for an issue, cause or candidate — 29%
- Contacted Scottsdale elected officials — 19%
- Volunteered — 36%
- Participated in a club — 30%
- Talked to or visited with neighbors — 93%
- Done a favor for a neighbor — 82%
- Attended a local public meeting — 17%
- Watched a local public meeting — 21%
- Read or watched local news — 86%
- Voted in local elections — 89%

Special Topics

The City of Scottsdale included five questions of special interest on The NCS. The first question asked residents how many times they had participated in a variety of activities in Scottsdale McDowell Sonoran Preserve. About half of residents had walked or hiked in the Preserve or visited a Preserve trailhead in the 12 months prior to the survey; slightly fewer had taken out of town visitors to do activities at the Preserve. About 2 in 10 or fewer residents had ridden a mountain bike, rock climbed or ridden a horse in the Preserve.

Figure 4: Activities in Scottsdale McDowell Sonoran Preserve
Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.
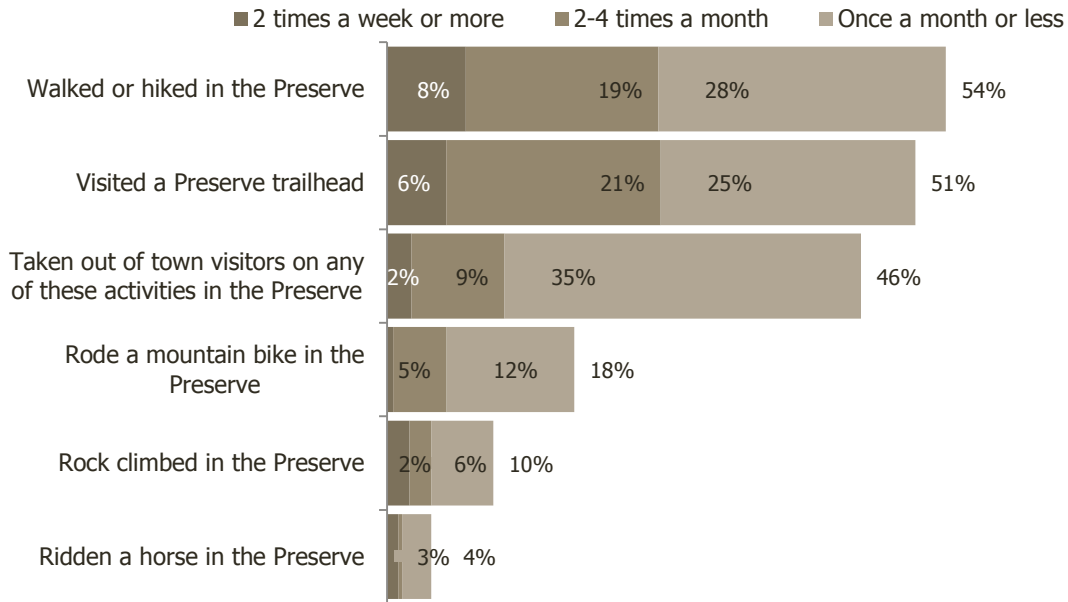
The next question asked residents to indicate their level of agreement with a series of statements related to water conservation. About half or more of respondents strongly or somewhat agreed with all three statements. Most residents agreed that the City should do more to promote water conservation; meanwhile, about one-quarter somewhat or strongly disagreed that their household could do more to conserve water.

Figure 5: Resident Opinion of Water Conservation Efforts
To what extent do you agree or disagree with each of the following statements?
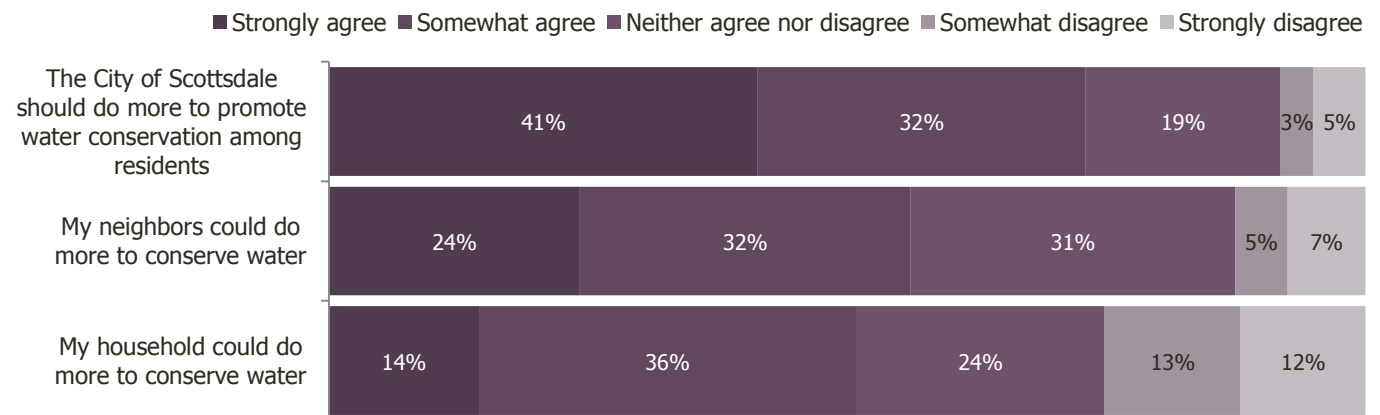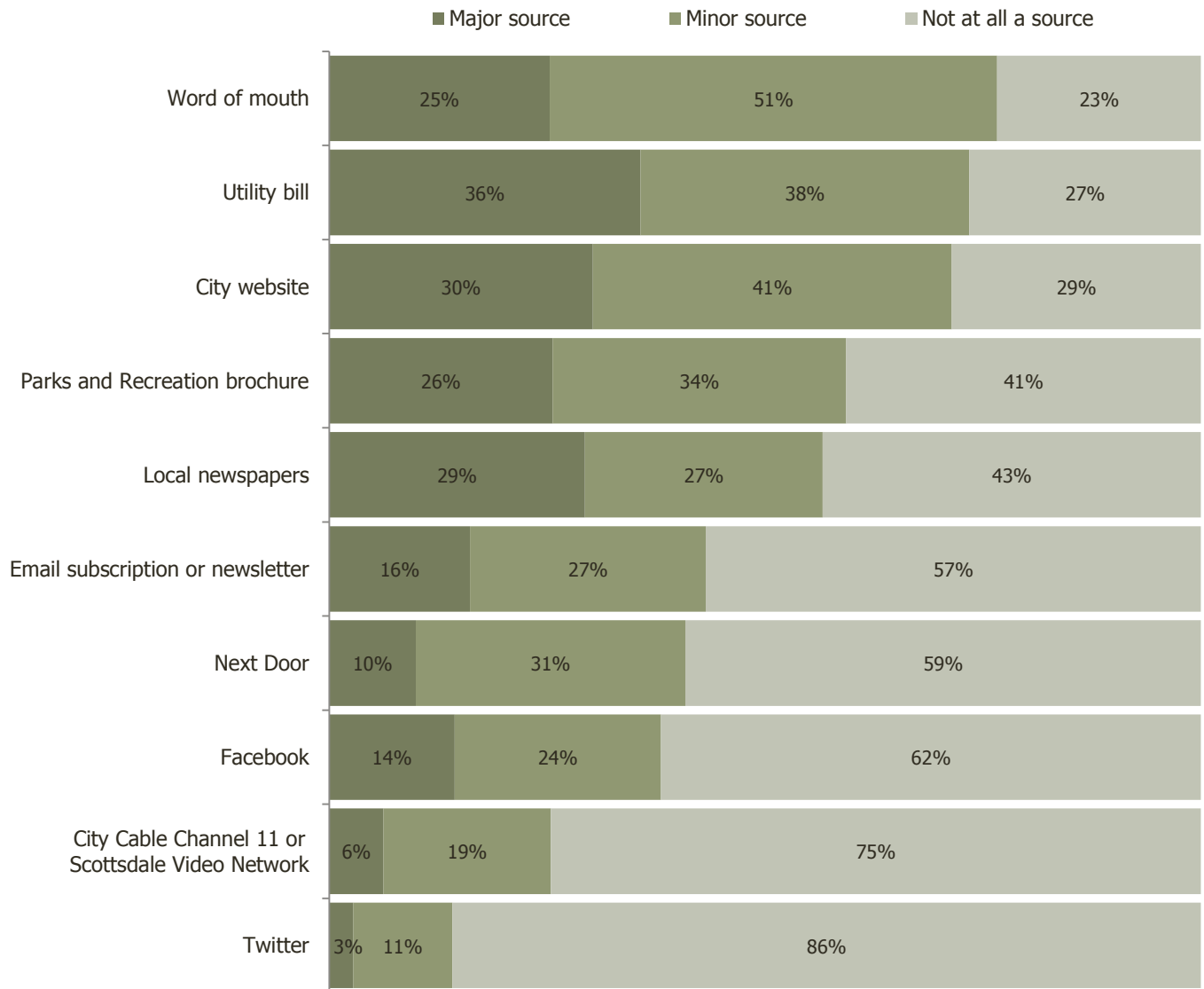
The following question asked residents about various sources of information about the City and how much of a source of information, if any, they felt each item was. About 7 in 10 residents rated word of mouth, their utility bill and the City website as major or minor sources of information, while about 6 in 10 thought that the Parks and Recreation brochure and local newspapers were at least minor sources. About one-quarter of residents thought City Cable Channel 11 was a source of City information and only about 1 in 10 used Twitter as a source.

Figure 6: Sources of City Information
Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:

Legend: ■ Major source ■ Minor source ■ Not at all a source

| Source	Major source	Minor source	Not at all a source
Word of mouth	25%	51%	23%
Utility bill	36%	38%	27%
City website	30%	41%	29%
Parks and Recreation brochure	26%	34%	41%
Local newspapers	29%	27%	43%
Email subscription or newsletter	16%	27%	57%
Next Door	10%	31%	59%
Facebook	14%	24%	62%
City Cable Channel 11 or Scottsdale Video Network	6%	19%	75%
Twitter	3%	11%	86%

Residents were next asked how they received their City utility bill. About half of residents received a paper bill and the other half received their bill electronically.

Figure 7: Method of Receiving Utility Bill
Which method does your household currently use to receive its City of Scottsdale utility bill?
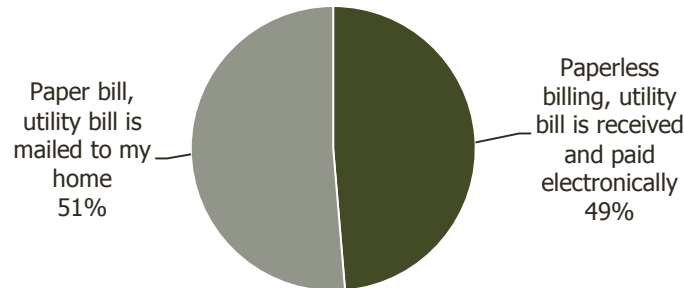
The final special-interest question asked residents who did not currently utilize paperless billing for their utility bill about their level of agreement with a series of related statements. Almost all residents who received a paper bill did so because they preferred it; about half indicated that they needed a paper bill for other reasons. A majority of residents who received a paper bill strongly disagreed that they didn't trust electronic payments, had tried to establish electronic payment but found the process too complicated, didn't have computer access or didn't know how to establish electronic payment.

Figure 8: Utility Billing Preferences
If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements:
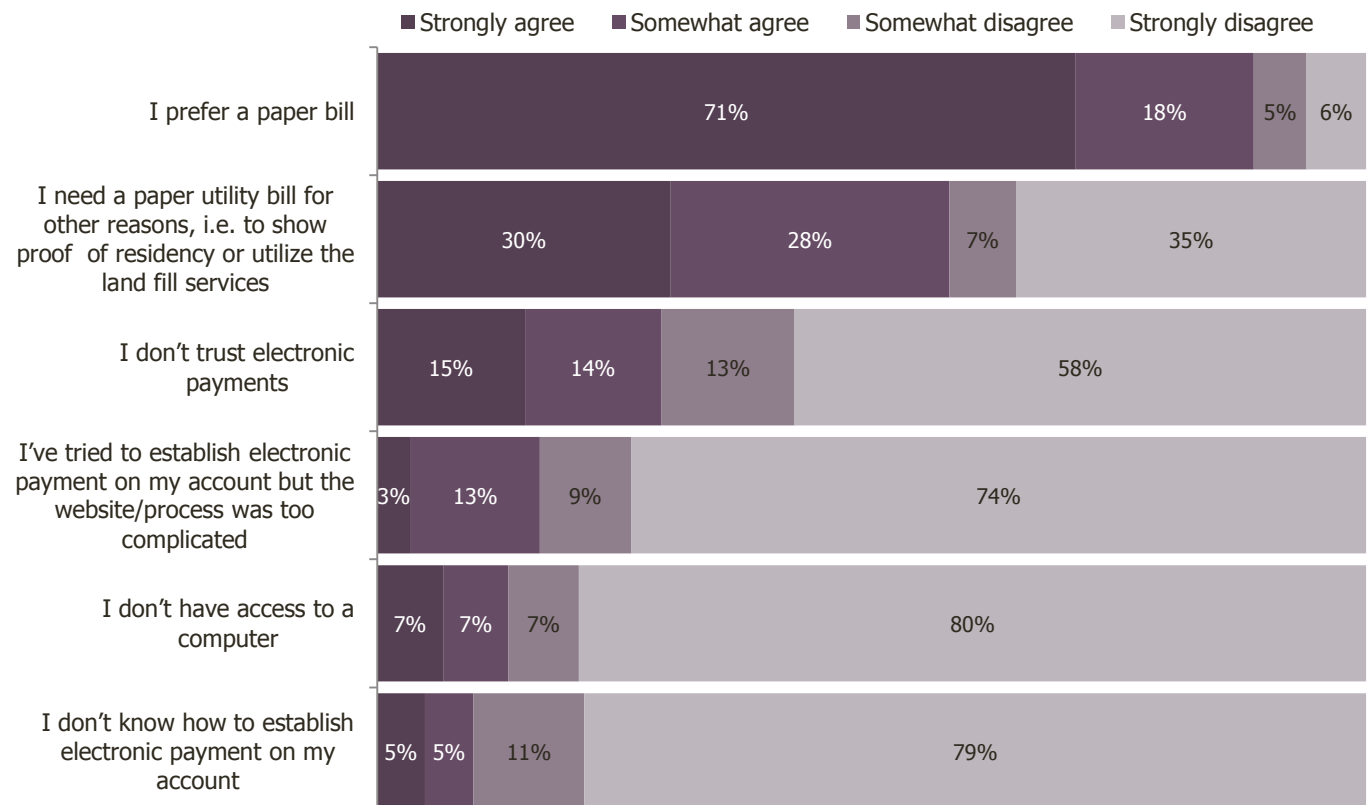
Conclusions

Scottsdale residents continue to rate their quality of life positively.

Almost all residents rated the quality of life in Scottsdale, and Scottsdale as a place to live, as excellent or good. About 9 in 10 residents positively rated the overall image and overall appearance of Scottsdale, their neighborhood as a place to live and Scottsdale as a place to retire, and all of these aspects received ratings higher than those given in other communities nationwide. About 9 in 10 would recommend living in Scottsdale to someone who asked and planned to remain in the city for the next 5 years. These ratings have remained stable over time.

Economy continues to be an area of focus and a strength of the community.

Residents identified Economy as a top priority of the Scottsdale community. More than 8 in 10 residents were pleased with the overall economic health of Scottsdale, and this rating was higher than seen in communities elsewhere. Many other aspects of Economy were rated higher than the national comparison, including shopping opportunities, employment opportunities, Scottsdale as a place to visit, vibrancy of the downtown/commercial area, overall quality of business and service establishments and economic development. Further, a higher-than-average proportion of Scottsdale residents believed the economy would have a positive impact on their income in the next six months. Ratings within Economy remained stable from 2013 to 2016.

The Natural Environment is also important to residents.

Residents also indicated that Natural Environment was an important area of focus in the coming years. More than 8 in 10 residents gave positive ratings to the overall natural environment in Scottsdale, and ratings for air quality, garbage collection, open space (Scottsdale McDowell Sonoran Preserve) and preservation of natural areas were all higher than the benchmark. When asked how many times they had participated in a variety of activities in Scottsdale McDowell Sonoran Preserve, about half of residents had walked or hiked in the Preserve or visited a Preserve trailhead in the 12 months prior to the survey; slightly fewer had taken out of town visitors to do activities at the Preserve. Finally, when asked to indicate how strongly they agreed or disagreed with a series of statements related to water conservation, about half or more of respondents strongly or somewhat agreed with all three statements, and most residents agreed that the City should do more to promote water conservation.

THE NCS™
The National Citizen Survey™

Scottsdale, AZ
Dashboard Summary of Findings

2016

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National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Scottsdale's performance in the eight facets of community livability with the "General" rating as a summary of results from the overarching questions not shown within any of the eight facets. The "Overall" represents the community pillar in its entirety (the eight facets and general).

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

Broadly, ratings for all facets across the three pillars of community livability tended to be strong and similar to or higher than the benchmark comparisons. In Community Characteristics, the facets of Built Environment, Economy and Recreation and Wellness, as well as general aspects of Community Characteristics received ratings that were tended to be higher than ratings in comparison communities. This was also true of General Governance, Mobility, Economy, Recreation and Wellness and Education and Enrichment within the pillar of Governance. Finally, reported participation rates within Built Environment in the pillar of Participation were also higher than the national benchmark. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	28	24	0	19	23	1	3	31	2
General	6	1	0	2	1	0	1	2	0
Safety	0	3	0	3	4	0	0	2	1
Mobility	1	7	0	4	3	0	0	2	1
Natural Environment	1	2	0	3	2	1	0	3	0
Built Environment	4	1	0	1	5	0	1	1	0
Economy	7	1	0	1	0	0	1	2	0
Recreation and Wellness	7	0	0	2	1	0	0	5	0
Education and Enrichment	2	4	0	1	1	0	0	3	0
Community Engagement	0	5	0	2	6	0	0	11	0

Legend	
	Higher
	Similar
	Lower

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	93%	Customer service	↑	↑	90%	Recommend Scottsdale	↔	↔	94%
	Overall quality of life	↔	↑	96%	Services provided by Scottsdale	↔	↑	89%	Remain in Scottsdale	↔	↑	94%
	Place to retire	↔	↑↑	92%	Services provided by the Federal Government	↔	↔	40%	Contacted Scottsdale employees	↑	↔	54%
	Place to raise children	↔	↔	89%								
	Place to live	↔	↑	98%								
	Neighborhood	↔	↑	93%								
	Overall image	↔	↑	89%								
Safety	Overall feeling of safety	↔	↔	92%	Police	↔	↑	91%	Was NOT the victim of a crime	↔	↔	86%
	Safe in neighborhood	↔	↔	97%	Crime prevention	↔	↑	85%	Did NOT report a crime	↔	↔	85%
	Safe downtown/commercial area	↔	↔	94%	Fire	↔	↔	98%	Stocked supplies for an emergency	↔	↓	26%
					Fire prevention	↔	↔	87%				
					Ambulance/EMS	↔	↔	98%				
					Emergency preparedness	↔	↔	71%				
					Animal control	↔	↑	80%				
Mobility	Traffic flow	↔	↔	55%	Traffic enforcement	↔	↔	73%	Carpooled instead of driving alone	↔	↔	50%
	Travel by car	↔	↔	70%	Street repair	↔	↑	69%	Walked or biked instead of driving	↔	↔	59%
	Travel by bicycle	↔	↔	65%	Street cleaning	↑	↑	85%	Used public transportation instead of driving	↔	↓	13%
	Ease of walking	↔	↔	78%	Street lighting	↔	↑	77%				
	Travel by public transportation	↔	↔	39%	Sidewalk maintenance	↔	↑	80%				
	Overall ease travel	↓	↔	76%	Traffic signal timing	↔	↔	62%				
	Public parking	↔	↔	65%	Bus or transit services	↔	↔	64%				
	Paths and walking trails	↔	↑	84%								
Natural Environment	Overall natural environment	↔	↔	88%	Garbage collection	↔	↑	95%	Recycled at home	↔	↔	94%
	Air quality	↔	↔	69%	Recycling	↔	↔	87%	Conserved water	↔	↔	83%
	Cleanliness	↔	↑	92%	Yard waste pick-up	↔	↔	76%	Made home more energy efficient	↔	↔	78%
					Drinking water	↔	↓	56%				
					Open space	↔	↑↑	89%				
					Natural areas preservation	↔	↑	77%				
Built Environment	New development in Scottsdale	↔	↑	71%	Sewer services	↔	↔	83%	NOT experiencing housing cost stress	↔	↔	71%
	Affordable quality housing	↔	↔	45%	Storm drainage	↔	↔	69%	Did NOT observe a code violation	↔	↑	67%
	Housing options	↔	↑	72%	Utility billing	↓	↔	70%				
	Overall built environment	↔	↑	81%	Land use, planning and zoning	↓	↔	61%				
	Public places	↔	↑	88%	Code enforcement	↔	↑	68%				
					Cable television	↔	↔	58%				

Legend

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

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↑	85%	Economic development	↔	↑	79%	Economy will have positive impact on income	↔	↑	38%
	Shopping opportunities	↔	↑↑	94%					Purchased goods or services in Scottsdale	↔	↔	97%
	Employment opportunities	↔	↑	66%					Work in Scottsdale	↔	↔	36%
	Place to visit	↔	↑↑	95%								
	Cost of living	↔	↔	48%								
	Vibrant downtown/commercial area	↔	↑↑	86%								
	Place to work	↔	↑↑	92%								
	Business and services	↔	↑	88%								
Recreation and Wellness	Fitness opportunities	↔	↑	90%	City parks	↔	↔	90%	In very good to excellent health	↔	↔	78%
	Recreational opportunities	↔	↑	89%	Recreation centers	↔	↑	87%	Used Scottsdale recreation centers	↔	↔	63%
	Health care	↔	↑	80%	Recreation programs	↔	↑	89%	Visited a City park	↔	↔	86%
	Food	↔	↑	84%					Ate 5 portions of fruits and vegetables	↔	↔	87%
	Mental health care	↔	↑	68%					Participated in moderate or vigorous physical activity	↔	↔	89%
	Health and wellness	↔	↑	92%								
	Preventive health services	↔	↑	85%								
Education and Enrichment	K-12 education	↔	↔	81%	Public libraries	↔	↑	95%	Used Scottsdale public libraries	↔	↔	62%
	Cultural/arts/music activities	↔	↑	85%	Special events	↔	↔	80%	Participated in religious or spiritual activities	↔	↔	44%
	Child care/preschool	↔	↔	65%					Attended a City-sponsored event	↔	↔	46%
	Religious or spiritual events and activities	↔	↔	90%								
	Adult education	↔	↔	77%								
	Overall education and enrichment	↔	↑	86%								
Community Engagement	Opportunities to participate in community matters	↔	↔	66%	Public information	↔	↑	80%	Sense of community	↔	↔	62%
	Opportunities to volunteer	↔	↔	77%	Overall direction	↔	↔	70%	Voted in local elections	↔	↔	89%
	Openness and acceptance	↔	↔	58%	Value of services for taxes paid	↔	↑	71%	Talked to or visited with neighbors	↔	↔	93%
	Social events and activities	↔	↔	76%	Welcoming citizen involvement	↑	↔	61%	Attended a local public meeting	↔	↔	17%
	Neighborliness	↔	↔	57%	Confidence in City government	↔	↔	63%	Watched a local public meeting	↔	↔	21%
					Acting in the best interest of Scottsdale	↔	↔	64%	Volunteered	↔	↔	36%
					Being honest	↔	↔	59%	Participated in a club	↔	↔	30%
					Treating all residents fairly	↔	↔	63%	Campaigned for an issue, cause or candidate	↔	↔	29%
									Contacted Scottsdale elected officials	↔	↔	19%
									Read or watched local news	↔	↔	86%
									Done a favor for a neighbor	↔	↔	82%

Legend

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

THE NCS™
The National Citizen Survey™

Scottsdale, AZ
Trends over Time

2016

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2016 ratings for the City of Scottsdale to its previous survey results in 2003, 2004, 2006, 2010, 2013 and 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Scottsdale represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than nine percentage points between the 2013 and 2016 surveys, otherwise the comparison between 2013 and 2016 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Scottsdale for 2016 generally remained stable. Of the 131 items for which comparisons were available, 124 items were rated similarly in 2013 and 2016; three items showed a decrease in ratings and four showed an increase in ratings. Notable trends over time included the following:

- Ratings for almost all aspects of Community Characteristics remained stable over time; the only item that saw a change in ratings from 2013 to 2016 was the overall ease of travel, which declined.
- The vast majority of Governance ratings remained stable from 2013 to 2016. The proportion of respondents who positively rated street cleaning, the job Scottsdale government does at welcoming citizen involvement, and customer service provided by Scottsdale employees increased from 2013 to 2016. However, ratings for utility billing and land use, planning and zoning declined over time.
- Most Participation rates remained similar from 2013 to 2016; the only item to change over time was the proportion of residents who had contacted Scottsdale employees, which increased.

Table 1: Community Characteristics by Facet

Facet	Characteristic	Percent rating positively (e.g., excellent/good, very/somewhat safe)						2016 rating compared to	Comparison to benchmark					
		2003	2004	2006	2010	2013	2016	2013	2003	2004	2006	2010	2013	2016
Safety	Overall feeling of safety	NA	NA	NA	NA	94%	92%	Similar	NA	NA	NA	NA	Higher	Similar
	Safe in neighborhood	95%	95%	96%	98%	97%	97%	Similar	Higher	Higher	Higher	Much higher	Similar	Similar
	Safe downtown/commercial area	92%	93%	91%	91%	97%	94%	Similar	Much lower	Much higher	Higher	Higher	Similar	Similar
Mobility	Overall ease of travel	NA	NA	NA	NA	87%	76%	Lower	NA	NA	NA	NA	Similar	Similar
	Paths and walking trails	NA	NA	NA	82%	89%	84%	Similar	NA	NA	NA	Much higher	Much higher	Higher
	Ease of walking	NA	NA	68%	73%	85%	78%	Similar	NA	NA	Much higher	Much higher	Higher	Similar
	Travel by bicycle	54%	59%	55%	68%	69%	65%	Similar	Similar	Higher	Higher	Much higher	Higher	Similar
	Travel by public transportation	NA	NA	12%	NA	40%	39%	Similar	NA	NA	Much lower	NA	Similar	Similar
	Travel by car	52%	51%	40%	69%	76%	70%	Similar	Similar	Similar	Much lower	Much higher	Similar	Similar
	Public parking	NA	NA	NA	NA	65%	65%	Similar	NA	NA	NA	NA	Similar	Similar
	Traffic flow	29%	22%	19%	57%	62%	55%	Similar	NA	NA	NA	Much higher	Similar	Similar
Natural Environment	Overall natural environment	NA	NA	NA	82%	89%	88%	Similar	NA	NA	NA	Higher	Higher	Similar
	Cleanliness	NA	NA	NA	93%	91%	92%	Similar	NA	NA	NA	Much higher	Higher	Higher
	Air quality	NA	NA	NA	60%	63%	69%	Similar	NA	NA	NA	Lower	Similar	Similar
Built Environment	Overall built environment	NA	NA	NA	NA	81%	81%	Similar	NA	NA	NA	NA	Higher	Higher
	New development in Scottsdale	NA	NA	NA	76%	78%	71%	Similar	NA	NA	NA	Much higher	Higher	Higher
	Affordable quality housing	NA	NA	NA	NA	49%	45%	Similar	NA	NA	NA	NA	Similar	Similar
	Housing options	NA	NA	NA	70%	71%	72%	Similar	NA	NA	NA	Much higher	Higher	Higher
	Public places	NA	NA	NA	NA	88%	88%	Similar	NA	NA	NA	NA	Higher	Higher
Economy	Overall economic health	NA	NA	NA	NA	82%	85%	Similar	NA	NA	NA	NA	Higher	Higher
	Vibrant downtown/commercial area	NA	NA	NA	NA	85%	86%	Similar	NA	NA	NA	NA	Much higher	Much higher
	Business and services	NA	NA	NA	89%	89%	88%	Similar	NA	NA	NA	Much higher	Higher	Higher
	Cost of living	NA	NA	NA	NA	52%	48%	Similar	NA	NA	NA	NA	Similar	Similar
	Shopping opportunities	94%	95%	95%	93%	96%	94%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher

		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2016 rating compared to 2013	Comparison to benchmark					
		2003	2004	2006	2010	2013	2016		2003	2004	2006	2010	2013	2016
	Employment opportunities	47%	53%	62%	51%	67%	66%	Similar	Higher	Much higher	Much higher	Much higher	Much higher	Higher
	Place to visit	NA	NA	NA	NA	94%	95%	Similar	NA	NA	NA	NA	Much higher	Much higher
	Place to work	NA	NA	84%	88%	86%	92%	Similar	NA	NA	Much higher	Much higher	Much higher	Much higher
Recreation and Wellness	Health and wellness	NA	NA	NA	NA	92%	92%	Similar	NA	NA	NA	NA	Higher	Higher
	Mental health care	NA	NA	NA	NA	61%	68%	Similar	NA	NA	NA	NA	Higher	Higher
	Preventive health services	NA	NA	NA	NA	83%	85%	Similar	NA	NA	NA	NA	Higher	Higher
	Health care	NA	NA	NA	NA	78%	80%	Similar	NA	NA	NA	NA	Higher	Higher
	Food	NA	NA	NA	NA	81%	84%	Similar	NA	NA	NA	NA	Higher	Higher
	Recreational opportunities	81%	83%	85%	86%	89%	89%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Fitness opportunities	NA	NA	NA	NA	89%	90%	Similar	NA	NA	NA	NA	Higher	Higher
Education and Enrichment	Religious or spiritual events and activities	NA	NA	NA	88%	92%	90%	Similar	NA	NA	NA	Higher	Higher	Similar
	Cultural/arts/music activities	79%	77%	77%	80%	88%	85%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Higher
	Adult education	NA	NA	NA	NA	76%	77%	Similar	NA	NA	NA	NA	Higher	Similar
	K-12 education	NA	NA	NA	78%	77%	81%	Similar	NA	NA	NA	Higher	Similar	Similar
	Child care/preschool	NA	NA	NA	NA	63%	65%	Similar	NA	NA	NA	NA	Higher	Similar
Community Engagement	Social events and activities	NA	NA	NA	79%	81%	76%	Similar	NA	NA	NA	Much higher	Higher	Similar
	Neighborliness	NA	NA	NA	NA	58%	57%	Similar	NA	NA	NA	NA	Similar	Similar
	Openness and acceptance	NA	NA	NA	55%	58%	58%	Similar	NA	NA	NA	Lower	Similar	Similar
	Opportunities to participate in community matters	NA	NA	NA	67%	66%	66%	Similar	NA	NA	NA	Similar	Similar	Similar
	Opportunities to volunteer	NA	NA	NA	77%	79%	77%	Similar	NA	NA	NA	Higher	Similar	Similar

Table 2: Governance General

	Percent rating positively (e.g., excellent/good)						2016 rating compared to 2013	Comparison to benchmark					
	2003	2004	2006	2010	2013	2016		2003	2004	2006	2010	2013	2016
Services provided by Scottsdale	83%	88%	81%	88%	87%	89%	Similar	Higher	Much higher	Much higher	Much higher	Similar	Higher
Customer service	80%	80%	76%	83%	80%	90%	Higher	Higher	Similar	Similar	Much higher	Similar	Higher
Value of services for taxes paid	NA	NA	69%	74%	70%	71%	Similar	NA	NA	Much higher	Much higher	Higher	Higher

	Percent rating positively (e.g., excellent/good)						2016 rating compared to 2013	Comparison to benchmark					
	2003	2004	2006	2010	2013	2016		2003	2004	2006	2010	2013	2016
Overall direction	51%	67%	57%	64%	72%	70%	Similar	Similar	Much higher	Similar	Higher	Similar	Similar
Welcoming citizen involvement	54%	63%	51%	55%	52%	61%	Higher	Similar	Higher	Similar	Similar	Similar	Similar
Confidence in City government	NA	NA	NA	NA	59%	63%	Similar	NA	NA	NA	NA	Similar	Similar
Acting in the best interest of Scottsdale	NA	NA	NA	NA	60%	64%	Similar	NA	NA	NA	NA	Similar	Similar
Being honest	NA	NA	NA	NA	53%	59%	Similar	NA	NA	NA	NA	Similar	Similar
Treating all residents fairly	NA	NA	NA	NA	57%	63%	Similar	NA	NA	NA	NA	Similar	Similar
Services provided by the Federal Government	41%	47%	37%	43%	34%	40%	Similar	Similar	Similar	Similar	Similar	Similar	Similar

Table 3: Governance by Facet

		Percent rating positively (e.g., excellent/good)						2016 rating compared to 2013	Comparison to benchmark					
		2003	2004	2006	2010	2013	2016		2003	2004	2006	2010	2013	2016
Safety	Police	83%	87%	82%	90%	90%	91%	Similar	Similar	Higher	Much higher	Much higher	Similar	Higher
	Fire	91%	94%	96%	96%	97%	98%	Similar	Similar	Similar	Much higher	Higher	Similar	Similar
	Ambulance/EMS	91%	93%	92%	95%	97%	98%	Similar	Similar	Similar	Higher	Much higher	Similar	Similar
	Crime prevention	NA	NA	NA	84%	87%	85%	Similar	NA	NA	NA	Much higher	Higher	Higher
	Fire prevention	NA	NA	NA	88%	88%	87%	Similar	NA	NA	NA	Much higher	Similar	Similar
	Animal control	70%	73%	73%	72%	79%	80%	Similar	Similar	Higher	Much higher	Much higher	Similar	Higher
	Emergency preparedness	NA	NA	NA	60%	71%	71%	Similar	NA	NA	NA	Similar	Similar	Similar
	Traffic enforcement	61%	63%	58%	71%	76%	73%	Similar	Similar	Similar	Similar	Higher	Similar	Similar
Mobility	Street repair	63%	63%	60%	67%	66%	69%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Street cleaning	75%	76%	70%	82%	76%	85%	Higher	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Street lighting	NA	NA	NA	75%	77%	77%	Similar	NA	NA	NA	Much higher	Higher	Higher
	Sidewalk maintenance	70%	74%	66%	78%	75%	80%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Traffic signal timing	53%	54%	48%	57%	60%	62%	Similar	Higher	Similar	Similar	Higher	Similar	Similar
	Bus or transit services	38%	35%	37%	57%	56%	64%	Similar	Much lower	Much lower	Much lower	Similar	Similar	Similar

		Percent rating positively (e.g., excellent/good)						2016 rating compared to 2013	Comparison to benchmark					
		2003	2004	2006	2010	2013	2016		2003	2004	2006	2010	2013	2016
Natural Environment	Garbage collection	91%	89%	88%	92%	89%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Higher
	Recycling	80%	82%	77%	87%	81%	87%	Similar	Similar	Higher	Higher	Much higher	Similar	Similar
	Yard waste pick-up	76%	78%	75%	86%	76%	76%	Similar	Much lower	Higher	Much higher	Much higher	Similar	Similar
	Drinking water	40%	39%	42%	52%	59%	56%	Similar	Much lower	Much lower	Much lower	Much lower	Similar	Lower
	Natural areas preservation	NA	NA	NA	78%	78%	77%	Similar	NA	NA	NA	Much higher	Higher	Higher
	Open space	NA	NA	NA	NA	95%	89%	Similar	NA	NA	NA	NA	Much higher	Much higher
Built Environment	Storm drainage	53%	51%	48%	70%	69%	69%	Similar	Similar	Similar	Similar	Much higher	Similar	Similar
	Sewer services	NA	NA	NA	83%	84%	83%	Similar	NA	NA	NA	Much higher	Similar	Similar
	Utility billing	NA	NA	NA	NA	79%	70%	Lower	NA	NA	NA	NA	Similar	Similar
	Land use, planning and zoning	40%	52%	48%	60%	70%	61%	Lower	Lower	Higher	Higher	Much higher	Higher	Similar
	Code enforcement	57%	59%	59%	72%	74%	68%	Similar	Higher	Higher	Much higher	Much higher	Higher	Higher
	Cable television	NA	NA	NA	68%	64%	58%	Similar	NA	NA	NA	Much higher	Similar	Similar
Economy	Economic development	57%	65%	72%	60%	72%	79%	Similar	Higher	Much higher	Much higher	Much higher	Higher	Higher
Recreation and Wellness	City parks	90%	89%	84%	93%	95%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar
	Recreation programs	88%	84%	80%	85%	91%	89%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Recreation centers	NA	NA	NA	86%	93%	87%	Similar	NA	NA	NA	Much higher	Higher	Higher
	Special events	NA	NA	NA	NA	81%	80%	Similar	NA	NA	NA	NA	Similar	Similar
Education and Enrichment	Public libraries	90%	91%	88%	93%	94%	95%	Similar	Higher	Much higher	Much higher	Much higher	Similar	Higher
Community Engagement	Public information	74%	77%	73%	77%	82%	80%	Similar	Much lower	Much higher	Much higher	Much higher	Similar	Higher

Table 4: Participation General

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

Table 5: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2016 rating compared to 2013	Comparison to benchmark					
		2003	2004	2006	2010	2013	2016		2003	2004	2006	2010	2013	2016
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	18%	26%	Similar	NA	NA	NA	NA	Lower	Lower
	Did NOT report a crime	NA	NA	NA	NA	85%	85%	Similar	NA	NA	NA	NA	Similar	Similar
	Was NOT the victim of a crime	88%	87%	12%	89%	90%	86%	Similar	NA	NA	NA	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	18%	13%	Similar	NA	NA	NA	NA	Lower	Lower
	Carpooled instead of driving alone	NA	NA	NA	NA	45%	50%	Similar	NA	NA	NA	NA	Similar	Similar
	Walked or biked instead of driving	NA	NA	NA	NA	55%	59%	Similar	NA	NA	NA	NA	Similar	Similar
Natural Environment	Conserved water	NA	NA	NA	NA	85%	83%	Similar	NA	NA	NA	NA	Similar	Similar
	Made home more energy efficient	NA	NA	NA	NA	79%	78%	Similar	NA	NA	NA	NA	Similar	Similar
	Recycled at home	80%	79%	84%	86%	89%	94%	Similar	NA	NA	NA	Higher	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	58%	67%	Similar	NA	NA	NA	NA	Similar	Higher
	NOT under housing cost stress	NA	NA	NA	67%	74%	71%	Similar	NA	NA	NA	Similar	Similar	Similar
Economy	Purchased goods or services in Scottsdale	NA	NA	NA	NA	100%	97%	Similar	NA	NA	NA	NA	Similar	Similar
	Economy will have positive impact on income	29%	38%	39%	15%	34%	38%	Similar	NA	NA	NA	Similar	Higher	Higher
	Work in Scottsdale	NA	NA	NA	NA	41%	36%	Similar	NA	NA	NA	NA	Similar	Similar
Recreation and Wellness	Used Scottsdale recreation centers	56%	61%	59%	58%	66%	63%	Similar	NA	NA	NA	Similar	Similar	Similar
	Visited a City park	84%	86%	82%	83%	82%	86%	Similar	NA	NA	NA	Similar	Similar	Similar

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2016 rating compared to 2013	Comparison to benchmark					
		2003	2004	2006	2010	2013	2016		2003	2004	2006	2010	2013	2016
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	86%	87%	Similar	NA	NA	NA	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	90%	89%	Similar	NA	NA	NA	NA	Similar	Similar
	In very good to excellent health	NA	NA	NA	NA	72%	78%	Similar	NA	NA	NA	NA	Similar	Similar
Education and Enrichment	Used Scottsdale public libraries	73%	73%	76%	73%	60%	62%	Similar	NA	NA	NA	Similar	Lower	Similar
	Participated in religious or spiritual activities	NA	NA	NA	52%	42%	44%	Similar	NA	NA	NA	Similar	Similar	Similar
	Attended a City-sponsored event	NA	NA	NA	NA	46%	46%	Similar	NA	NA	NA	NA	Similar	Similar
	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	21%	29%	Similar	NA	NA	NA	NA	Similar	Similar
	Contacted Scottsdale elected officials	NA	NA	NA	NA	11%	19%	Similar	NA	NA	NA	NA	Similar	Similar
	Volunteered	39%	40%	41%	47%	37%	36%	Similar	NA	NA	NA	Similar	Similar	Similar
	Participated in a club	NA	NA	NA	35%	31%	30%	Similar	NA	NA	NA	Higher	Similar	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	88%	93%	Similar	NA	NA	NA	NA	Similar	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	76%	82%	Similar	NA	NA	NA	NA	Similar	Similar
	Attended a local public meeting	22%	23%	25%	20%	15%	17%	Similar	NA	NA	NA	Much lower	Lower	Similar
	Watched a local public meeting	48%	47%	54%	42%	20%	21%	Similar	NA	NA	NA	Similar	Lower	Similar
	Read or watched local news	NA	NA	NA	NA	82%	86%	Similar	NA	NA	NA	NA	Similar	Similar
Community Engagement	Voted in local elections	66%	79%	76%	76%	84%	89%	Similar	NA	NA	NA	Similar	Similar	Similar

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Scottsdale, AZ
Comparisons by Geographic Subgroups

2016

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Summary

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

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 area 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 (283 completed surveys). For each area (South of Indian Bend Rd., North of Indian Bend and South or West of CAP Canal, and North or East of CAP Canal), the margin of error rises to approximately plus or minus ten percentage points since sample sizes were approximately 98 for the area South of Indian Bend Rd., 90 for the area North of Indian Bend and South or West of CAP Canal, and 95 for the area North or East of CAP Canal. Notable differences between subareas included the following:

- Few significant differences in opinion by area were observed within the facet of Community Characteristics. Residents living North or East of the CAP Canal were more likely to positively rate the overall image or reputation of Scottsdale, and also aspects of Economy and of Recreation and Wellness, than their counterparts. Within the facet of Economy, residents North or East of the CAP Canal also tended to give more favorable ratings to ease of public parking and ease of travel by car in Scottsdale, while those living South of Indian Bend Road were more likely to positively rate the ease of travel by public transportation.
- Similarly, in Governance, few differences in opinion were noted by subarea. Where differences were observed, residents living North or East of the CAP Canal tended to give higher ratings than residents living elsewhere, although residents living South of Indian Bend Road were more likely to positively rate the services provided by the Federal Government.
- Participation rates by subarea tended to vary, and clear patterns of response were not emergent. Residents living North or East of the CAP Canal were more likely than their counterparts to indicate that they planned to remain in Scottsdale for the next five years, to not be under housing cost stress, to report being in very good or excellent health and to have volunteered. Residents living North of Indian Bend Road and South or West of the CAP Canal were more likely to have not observed a code violation, to have visited or used a City pool and to have used Scottsdale public libraries than their counterparts. Survey respondents who lived South of Indian Bend Road were more likely to have walked or biked instead of driving, to have used bus or other public transportation instead of driving, and to indicate that the sense of community in Scottsdale was essential or very important than residents living elsewhere.
- Residents living North or East of the CAP Canal tended to be more likely than residents in other areas to have participated in activities at the Scottsdale McDowell Sonoran Preserve, including having walked or hiked in the Preserve, having visited a Preserve trailhead or to have taken out of town visitors to do activities in the Preserve.
- Respondents living South of Indian Bend Road were more likely to indicate that their household could do more to conserve water, and also to say that they utilized Facebook as a major or minor source of information about the City, than residents living in other parts of Scottsdale.

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 & South or West of CAP Canal	North or East of CAP Canal	
The overall quality of life in Scottsdale	94%	96%	99%	96%
Overall image or reputation of Scottsdale	84%	91%	95%	89%
Scottsdale as a place to live	97%	97%	99%	98%
Your neighborhood as a place to live	94%	90%	98%	93%
Scottsdale as a place to raise children	93%	81%	94%	89%
Scottsdale as a place to retire	90%	89%	98%	92%
Overall appearance of Scottsdale	89%	94%	98%	93%

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 & South or West of CAP Canal	North or East of CAP Canal	
Overall feeling of safety in Scottsdale	92%	89%	95%	92%
In your neighborhood during the day	95%	97%	100%	97%
In Scottsdale's downtown/commercial area during the day	96%	93%	93%	94%

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 & South or West of CAP Canal	North or East of CAP Canal	
Overall ease of getting to the places you usually have to visit	75%	70%	84%	76%
Traffic flow on major streets	52%	47%	68%	55%
Ease of public parking	58%	71%	70%	65%
Ease of travel by car in Scottsdale	75%	57%	81%	70%
Ease of travel by public transportation in Scottsdale	57%	29%	15%	39%
Ease of travel by bicycle in Scottsdale	64%	63%	70%	65%
Ease of walking in Scottsdale	82%	79%	72%	78%
Availability of paths and walking trails	84%	84%	83%	84%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Quality of overall natural environment in Scottsdale	90%	82%	95%	88%
Air quality	74%	60%	72%	69%
Cleanliness of Scottsdale	91%	89%	97%	92%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	82%	77%	83%	81%
Public places where people want to spend time	83%	88%	93%	88%
Variety of housing options	62%	76%	82%	72%
Availability of affordable quality housing	47%	37%	54%	45%
Overall quality of new development in Scottsdale	64%	79%	72%	71%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Overall economic health of Scottsdale	83%	85%	88%	85%
Scottsdale as a place to work	93%	86%	98%	92%
Scottsdale as a place to visit	92%	94%	100%	95%
Employment opportunities	55%	70%	75%	66%
Shopping opportunities	91%	97%	95%	94%
Cost of living in Scottsdale	45%	38%	65%	48%
Overall quality of business and service establishments in Scottsdale	85%	91%	87%	88%
Vibrant downtown/commercial area	86%	90%	80%	86%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Health and wellness opportunities in Scottsdale	92%	89%	98%	92%
Fitness opportunities (including exercise classes and paths or trails, etc.)	87%	91%	95%	90%
Recreational opportunities	88%	89%	91%	89%
Availability of affordable quality food	84%	80%	90%	84%
Availability of affordable quality health care	80%	74%	87%	80%
Availability of preventive health services	82%	83%	91%	85%
Availability of affordable quality mental health care	69%	66%	70%	68%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Overall opportunities for education and enrichment	89%	79%	89%	86%
Availability of affordable quality child care/preschool	73%	59%	67%	65%
K-12 education	87%	74%	83%	81%
Adult educational opportunities	84%	68%	78%	77%
Opportunities to attend cultural/arts/music activities	83%	83%	92%	85%
Opportunities to participate in religious or spiritual events and activities	90%	86%	96%	90%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Opportunities to participate in social events and activities	67%	76%	88%	76%
Opportunities to volunteer	63%	78%	94%	77%
Opportunities to participate in community matters	60%	59%	82%	66%
Openness and acceptance of the community toward people of diverse backgrounds	47%	59%	71%	58%
Neighborliness of residents in Scottsdale	51%	61%	59%	57%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
The City of Scottsdale	91%	86%	92%	89%
The value of services for the taxes paid to Scottsdale	71%	67%	75%	71%
The overall direction that Scottsdale is taking	65%	72%	72%	70%
The job Scottsdale government does at welcoming citizen involvement	55%	62%	69%	61%
Overall confidence in Scottsdale government	61%	61%	70%	63%
Generally acting in the best interest of the community	64%	60%	68%	64%
Being honest	64%	52%	62%	59%
Treating all residents fairly	65%	57%	66%	63%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	88%	88%	96%	90%
The Federal Government	51%	31%	38%	40%
The State Government	45%	38%	49%	43%
Maricopa County Government	60%	46%	51%	53%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Police services	92%	85%	96%	91%
Fire services	98%	98%	100%	98%
Ambulance or emergency medical services	99%	98%	96%	98%
Crime prevention	88%	76%	89%	85%
Fire prevention and education	90%	82%	91%	87%
Animal control	82%	78%	81%	80%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	76%	67%	68%	71%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Traffic enforcement	72%	64%	86%	73%
Street repair	61%	75%	72%	69%
Street cleaning	84%	87%	84%	85%
Street lighting	70%	84%	79%	77%
Sidewalk maintenance	72%	82%	91%	80%
Traffic signal timing	65%	59%	63%	62%
Bus or transit services	72%	56%	49%	64%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Garbage collection	96%	93%	98%	95%
Recycling	80%	90%	93%	87%
Yard waste pick-up	69%	74%	88%	76%
Drinking water	45%	59%	68%	56%
Preservation of natural areas such as open space, farmlands and greenbelts	71%	76%	87%	77%
Scottsdale McDowell Sonoran Preserve	87%	87%	92%	89%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Storm drainage	59%	75%	75%	69%
Sewer services	73%	88%	91%	83%
Utility billing	63%	70%	81%	70%
Land use, planning and zoning	60%	64%	58%	61%
Code enforcement (weeds, abandoned buildings, etc.)	63%	65%	80%	68%
Cable television	62%	55%	56%	58%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Economic development	75%	84%	79%	79%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
City parks	87%	91%	94%	90%
Recreation programs or classes	89%	90%	88%	89%
Recreation centers or facilities	87%	85%	91%	87%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Public library services	95%	98%	90%	95%
City-sponsored special events	72%	89%	83%	80%
Senior services	75%	66%	70%	71%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Public information services	76%	79%	87%	80%
Scottsdale website (www.ScottsdaleAZ.gov)	91%	81%	85%	86%
City Cable Channel 11 or Scottsdale Video Network	75%	70%	67%	72%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Sense of community	63%	57%	65%	62%
Recommend living in Scottsdale to someone who asks	92%	94%	98%	94%
Remain in Scottsdale for the next five years	90%	95%	99%	94%

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	55%	51%	56%	54%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Was NOT the victim of a crime	84%	86%	90%	86%
Did NOT report a crime	82%	86%	88%	85%
Stocked supplies in preparation for an emergency	31%	26%	19%	26%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Walked or biked instead of driving	71%	57%	45%	59%
Carpooled with other adults or children instead of driving alone	55%	50%	43%	50%
Used bus or other public transportation instead of driving	23%	8%	4%	13%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Recycle at home	91%	95%	99%	94%
Made efforts to make your home more energy efficient	78%	79%	76%	78%
Made efforts to conserve water	79%	88%	83%	83%
Water services provided by Scottsdale Water Department	67%	79%	88%	77%
Drinking water taste	38%	39%	57%	43%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
NOT under housing cost stress	64%	71%	84%	71%
Did NOT observe a code violation	53%	79%	73%	67%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Purchase goods or services from a business located in Scottsdale	95%	97%	100%	97%
Economy will have positive impact on income	31%	39%	48%	38%
Work in Scottsdale	33%	37%	40%	36%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Used Scottsdale recreation centers or their services	67%	62%	59%	63%
Visited a neighborhood park or City park	86%	86%	85%	86%
Eat at least 5 portions of fruits and vegetables a day	90%	83%	88%	87%
Participate in moderate or vigorous physical activity	87%	86%	97%	89%
Reported being in "very good" or "excellent" health	67%	82%	90%	78%
Visited or used a City pool	13%	27%	7%	16%
Used a City fitness facility	27%	22%	15%	22%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Used Scottsdale public libraries or their services	50%	74%	66%	62%
Participated in religious or spiritual activities in Scottsdale	37%	48%	49%	44%
Attended a City-sponsored event	50%	41%	46%	46%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Campaigned or advocated for an issue, cause or candidate	33%	28%	24%	29%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	19%	20%	18%	19%
Volunteered your time to some group/activity in Scottsdale	23%	42%	50%	36%
Participated in a club	18%	37%	40%	30%

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Talked to or visited with your immediate neighbors	93%	96%	90%	93%
Done a favor for a neighbor	78%	85%	83%	82%
Attended a local public meeting	17%	19%	13%	17%
Watched (online or on television) a local public meeting	22%	22%	17%	21%
Read or watch local news (via television, paper, computer, etc.)	88%	84%	85%	86%
Vote in local elections	85%	87%	96%	89%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Overall feeling of safety in Scottsdale	96%	93%	92%	94%
Overall ease of getting to the places you usually have to visit	81%	88%	86%	85%
Quality of overall natural environment in Scottsdale	88%	88%	94%	90%
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	83%	88%	92%	87%
Health and wellness opportunities in Scottsdale	77%	84%	82%	81%
Overall opportunities for education and enrichment	72%	80%	79%	77%
Overall economic health of Scottsdale	91%	97%	96%	95%
Sense of community	70%	89%	79%	79%

Table 29: Activities in Scottsdale McDowell Sonoran Preserve

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve. (Percent rating as "at least once a month").	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Walked or hiked in the Preserve	41%	56%	71%	54%
Rode a mountain bike in the Preserve	11%	25%	21%	18%
Rock climbed in the Preserve	8%	11%	12%	10%
Ridden a horse in the Preserve	3%	4%	7%	4%
Visited a Preserve trailhead	41%	49%	69%	51%
Taken out of town visitors on any of these activities in the Preserve	33%	47%	64%	46%

Table 30: Resident Opinion of Water Conservation Efforts

To what extent do you agree or disagree with each of the following statements? (Percent rating as "strongly agree" or "somewhat agree").	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
The City of Scottsdale should do more to promote water conservation among residents	75%	69%	75%	73%
My household could do more to conserve water	62%	42%	46%	51%
My neighbors could do more to conserve water	65%	49%	52%	56%

Table 31: Sources of City Information

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities: (Percent rating as "major source" or "minor source").	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Utility bill	72%	70%	80%	73%
Parks and Recreation brochure	53%	58%	70%	59%
City website	68%	73%	76%	71%
Email subscription or newsletter	42%	40%	50%	43%
City Cable Channel 11 or Scottsdale Video Network	31%	21%	22%	25%
Local newspapers	57%	52%	63%	57%
Facebook	49%	30%	31%	38%
Twitter	19%	10%	12%	14%
Next Door	41%	39%	42%	41%
Word of mouth	76%	74%	81%	77%

Table 32: Method of Receiving Utility Bill

	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall
Which method does your household currently use to receive its City of Scottsdale utility bill?	51%	46%	49%	49%

Table 33: Utility Billing Preferences

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements: (Percent rating as "strongly agree" or "somewhat agree").	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
I prefer a paper bill	93%	91%	81%	89%
I don't have access to a computer	13%	18%	8%	13%
I don't trust electronic payments	25%	35%	25%	29%
I don't know how to establish electronic payment on my account	11%	6%	14%	10%
I've tried to establish electronic payment on my account but the website/process was too complicated	28%	15%	6%	16%
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	61%	57%	56%	58%

Scottsdale, AZ

Comparisons by Demographic Subgroups

2016

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 age, gender, housing unit type (attached or detached), housing tenure (rent or own) and race/ethnicity.

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

Notable differences between demographic subgroups included the following:

- Residents who owned their homes tended to give higher ratings to general aspects of Community Characteristics than those who rented their homes, including to the overall quality of life in Scottsdale, the city as a place to live, their neighborhood as a place to live, Scottsdale as a place to retire and the overall appearance of the city. Respondents aged 18-34 were more likely to give positive ratings to aspects of Recreation and Wellness, while residents who were 35 or older, male or living in detached housing were more likely to favorably rate aspects of Community Engagement.
- In Governance, where differences in opinion were observed, survey respondents aged 18-34 tended to give higher ratings to general aspects of Governance and to aspects of Mobility than their older counterparts, although residents 35 or older were more likely to positively rate the services provided by the State Government. Homeowners were more likely to positively rate aspects of Natural Environment than renters, and those living in detached housing tended to give higher ratings to Built Environment than those living in attached housing.
- Within the pillar of Participation, respondents who owned their homes or who lived in detached housing were more likely to indicate that they planned to remain in Scottsdale for the next five years and would recommend living in Scottsdale to someone who asked than those who rented or lived in attached housing. Respondents who owned their homes or who were white and not Hispanic were less likely to have reported a crime or to have been the victim of a crime than their counterparts, although renters were more likely than homeowners to have stocked supplies for an emergency. Residents living in detached housing were also more likely than other residents to have participated in aspects of Economy and Education and Enrichment. Where differences were observed, residents 35 or older tended to participate more frequently in aspects of Community Engagement than their counterparts, although younger residents 18-34 were more likely to have campaigned for an issue, cause or candidate than older residents.
- Residents aged 35-54 tended to be more likely to have ridden a mountain bike or to have rock climbed in the Scottsdale McDowell Sonoran Preserve than their younger or older counterparts, and residents under the age of 55 were more likely to have visited a Preserve trailhead or to have taken out of town visitors to do activities in the Preserve than older respondents.
- When asked about sources of information about the City, survey respondents 35 and older were more likely to rate their utility bill, the Parks and Recreation brochure, the City website, email subscription or newsletter and NextDoor as major or minor sources of information than younger residents. Respondents under the age of 35 were more likely to utilize Facebook as a major or minor source of City information than their older counterparts.

Table 1: Community Characteristics - General

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

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall feeling of safety in Scottsdale	96%	87%	94%	93%	90%	94%	89%	88%	93%	93%	86%	92%
In your neighborhood during the day	100%	94%	98%	97%	97%	99%	95%	94%	98%	97%	94%	97%
In Scottsdale's downtown/commercial area during the day	96%	94%	94%	96%	93%	96%	92%	94%	94%	96%	87%	94%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall ease of getting to the places you usually have to visit	60%	77%	82%	70%	82%	80%	69%	65%	80%	75%	78%	76%
Traffic flow on major streets	39%	59%	59%	57%	53%	56%	52%	53%	56%	52%	77%	55%
Ease of public parking	66%	72%	62%	65%	68%	64%	69%	63%	67%	65%	70%	65%
Ease of travel by car in Scottsdale	68%	73%	70%	73%	69%	70%	72%	77%	68%	70%	79%	70%
Ease of travel by public transportation in Scottsdale	39%	38%	38%	41%	36%	30%	48%	50%	32%	40%	32%	39%
Ease of travel by bicycle in Scottsdale	58%	68%	64%	63%	65%	65%	64%	69%	63%	62%	74%	65%
Ease of walking in Scottsdale	89%	74%	76%	78%	78%	73%	85%	89%	74%	79%	76%	78%
Availability of paths and walking trails	87%	83%	82%	81%	87%	81%	88%	92%	81%	83%	90%	84%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Quality of overall natural environment in Scottsdale	84%	89%	90%	87%	90%	90%	86%	83%	90%	87%	94%	88%
Air quality	80%	64%	67%	66%	73%	70%	67%	77%	65%	66%	80%	69%
Cleanliness of Scottsdale	96%	89%	92%	92%	92%	94%	89%	92%	92%	92%	87%	92%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	93%	75%	81%	78%	84%	76%	88%	91%	76%	80%	91%	81%
Public places where people want to spend time	83%	90%	88%	83%	92%	91%	83%	86%	88%	89%	81%	88%
Variety of housing options	76%	70%	72%	69%	76%	78%	64%	57%	78%	73%	67%	72%
Availability of affordable quality housing	56%	42%	43%	46%	46%	51%	39%	49%	44%	44%	53%	45%
Overall quality of new development in Scottsdale	79%	69%	70%	65%	78%	73%	70%	75%	71%	69%	80%	71%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall economic health of Scottsdale	96%	83%	82%	85%	85%	86%	84%	79%	87%	85%	84%	85%
Scottsdale as a place to work	100%	88%	91%	91%	92%	94%	89%	86%	94%	91%	91%	92%
Scottsdale as a place to visit	91%	94%	97%	97%	92%	99%	88%	84%	99%	95%	91%	95%
Employment opportunities	79%	63%	62%	60%	71%	71%	59%	52%	73%	64%	75%	66%
Shopping opportunities	91%	94%	97%	96%	94%	95%	93%	91%	96%	95%	90%	94%
Cost of living in Scottsdale	40%	52%	50%	48%	51%	59%	33%	35%	54%	47%	58%	48%
Overall quality of business and service establishments in Scottsdale	100%	87%	84%	85%	92%	90%	86%	83%	91%	87%	91%	88%
Vibrant downtown/commercial area	100%	86%	80%	84%	90%	86%	87%	90%	85%	86%	88%	86%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Health and wellness opportunities in Scottsdale	95%	90%	93%	92%	93%	93%	93%	91%	93%	94%	86%	92%
Fitness opportunities (including exercise classes and paths or trails, etc.)	100%	83%	92%	88%	93%	90%	91%	90%	92%	91%	88%	90%
Recreational opportunities	100%	82%	89%	87%	91%	88%	91%	87%	90%	88%	92%	89%
Availability of affordable quality food	100%	74%	86%	84%	85%	87%	82%	78%	88%	84%	86%	84%
Availability of affordable quality health care	95%	71%	82%	75%	84%	81%	79%	74%	83%	80%	76%	80%
Availability of preventive health services	95%	80%	85%	84%	86%	86%	85%	82%	87%	86%	82%	85%
Availability of affordable quality mental health care	100%	51%	71%	60%	76%	64%	73%	64%	70%	65%	88%	68%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall opportunities for education and enrichment	95%	84%	84%	88%	84%	88%	82%	85%	86%	86%	83%	86%
Availability of affordable quality child care/preschool	88%	63%	58%	59%	69%	67%	63%	61%	68%	63%	76%	65%
K-12 education	83%	85%	75%	85%	77%	80%	82%	80%	81%	79%	84%	81%
Adult educational opportunities	82%	76%	77%	84%	70%	75%	81%	86%	74%	80%	66%	77%
Opportunities to attend cultural/arts/music activities	90%	82%	86%	83%	87%	86%	85%	82%	87%	87%	76%	85%
Opportunities to participate in religious or spiritual events and activities	100%	85%	91%	90%	90%	92%	88%	83%	92%	91%	83%	90%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Opportunities to participate in social events and activities	60%	80%	79%	67%	86%	83%	66%	67%	80%	76%	74%	76%
Opportunities to volunteer	54%	81%	85%	66%	88%	86%	65%	59%	85%	76%	87%	77%
Opportunities to participate in community matters	64%	67%	68%	59%	74%	72%	59%	60%	70%	65%	78%	66%
Openness and acceptance of the community toward people of diverse backgrounds	49%	59%	61%	46%	71%	67%	47%	56%	59%	57%	63%	58%
Neighborliness of residents in Scottsdale	61%	56%	57%	55%	59%	58%	56%	62%	56%	56%	68%	57%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Age 18-34	Age 35-54	Age 55+	Sex Female	Sex Male	Housing unit type Detached	Housing unit type Attached	Housing tenure Rent	Housing tenure Own	Race/ethnicity White alone, not Hispanic	Race/ethnicity Hispanic and/or other race	Overall
The City of Scottsdale	93%	88%	89%	90%	89%	89%	90%	90%	89%	89%	90%	89%
The value of services for the taxes paid to Scottsdale	80%	67%	71%	68%	74%	68%	76%	73%	71%	70%	83%	71%
The overall direction that Scottsdale is taking	88%	68%	64%	67%	73%	67%	73%	75%	67%	69%	76%	70%
The job Scottsdale government does at welcoming citizen involvement	57%	62%	64%	60%	63%	65%	58%	63%	61%	60%	69%	61%
Overall confidence in Scottsdale government	65%	63%	63%	61%	66%	59%	68%	66%	62%	60%	82%	63%
Generally acting in the best interest of the community	80%	62%	59%	62%	67%	62%	66%	66%	63%	62%	83%	64%
Being honest	65%	53%	61%	58%	59%	57%	61%	59%	59%	56%	77%	59%
Treating all residents fairly	83%	49%	65%	57%	68%	65%	59%	56%	66%	62%	68%	63%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	95%	88%	90%	91%	89%	93%	87%	94%	90%	91%	85%	90%
The Federal Government	32%	42%	43%	36%	44%	38%	44%	44%	39%	38%	54%	40%
The State Government	39%	47%	43%	37%	50%	43%	44%	45%	43%	42%	54%	43%
Maricopa County Government	59%	51%	51%	51%	54%	48%	59%	60%	49%	51%	65%	53%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Age 18-34	Age 35-54	Age 55+	Sex Female	Sex Male	Housing unit type Detached	Housing unit type Attached	Housing tenure Rent	Housing tenure Own	Race/ethnicity White alone, not Hispanic	Race/ethnicity Hispanic and/or other race	Overall
Police services	95%	87%	93%	95%	88%	94%	87%	86%	93%	94%	76%	91%
Fire services	100%	98%	98%	97%	99%	98%	99%	100%	98%	99%	100%	98%
Ambulance or emergency medical services	100%	98%	97%	96%	99%	97%	99%	100%	97%	98%	100%	98%
Crime prevention	100%	75%	86%	89%	81%	85%	84%	82%	85%	87%	70%	85%
Fire prevention and education	100%	84%	85%	88%	87%	85%	91%	92%	85%	88%	83%	87%
Animal control	100%	76%	74%	79%	81%	77%	85%	85%	80%	79%	89%	80%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	100%	68%	68%	77%	64%	68%	78%	80%	71%	72%	73%	71%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age 18-34	Age 35-54	Age 55+	Sex Female	Sex Male	Housing unit type Detached	Housing unit type Attached	Housing tenure Rent	Housing tenure Own	Race/ethnicity White alone, not Hispanic	Race/ethnicity Hispanic and/or other race	Overall
Traffic enforcement	83%	73%	70%	76%	70%	72%	76%	79%	71%	73%	73%	73%
Street repair	70%	71%	66%	69%	69%	72%	64%	71%	69%	68%	72%	69%

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Street cleaning	100%	84%	79%	85%	86%	83%	89%	96%	82%	85%	90%	85%
Street lighting	79%	82%	73%	76%	79%	77%	78%	76%	79%	76%	87%	77%
Sidewalk maintenance	79%	87%	75%	77%	83%	81%	80%	82%	81%	80%	84%	80%
Traffic signal timing	84%	59%	55%	62%	62%	62%	62%	77%	57%	58%	84%	62%
Bus or transit services	92%	49%	59%	63%	65%	61%	66%	75%	57%	63%	57%	64%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Garbage collection	100%	95%	94%	94%	96%	97%	94%	93%	97%	97%	86%	95%
Recycling	84%	87%	89%	88%	87%	96%	74%	73%	93%	89%	78%	87%
Yard waste pick-up	46%	80%	85%	81%	70%	80%	69%	53%	84%	75%	81%	76%
Drinking water	63%	49%	59%	49%	62%	59%	52%	33%	66%	55%	60%	56%
Preservation of natural areas such as open space, farmlands and greenbelts	85%	76%	76%	77%	77%	77%	78%	68%	81%	75%	95%	77%
Scottsdale McDowell Sonoran Preserve	85%	93%	86%	92%	85%	85%	94%	86%	89%	87%	95%	89%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Storm drainage	71%	68%	69%	66%	71%	75%	58%	63%	70%	68%	74%	69%
Sewer services	78%	87%	82%	83%	83%	91%	72%	75%	88%	84%	82%	83%
Utility billing	49%	74%	76%	71%	69%	77%	61%	46%	80%	70%	71%	70%
Land use, planning and zoning	76%	57%	55%	62%	58%	59%	62%	56%	62%	55%	91%	61%
Code enforcement (weeds, abandoned buildings, etc.)	68%	72%	64%	68%	67%	67%	69%	70%	68%	64%	91%	68%
Cable television	84%	44%	59%	57%	59%	55%	63%	61%	56%	56%	69%	58%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Economic development	100%	64%	80%	72%	85%	80%	76%	75%	80%	79%	75%	79%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
City parks	90%	89%	91%	87%	93%	91%	88%	86%	92%	91%	83%	90%
Recreation programs or classes	100%	90%	84%	88%	90%	88%	91%	90%	89%	89%	86%	89%
Recreation centers or facilities	100%	83%	86%	86%	87%	84%	92%	92%	87%	87%	85%	87%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Public library services	100%	98%	90%	95%	94%	95%	95%	100%	95%	95%	97%	95%
City-sponsored special events	57%	88%	81%	83%	76%	85%	72%	79%	80%	80%	80%	80%
Senior services	50%	68%	75%	71%	71%	74%	70%	65%	75%	71%	77%	71%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Public information services	88%	80%	76%	80%	78%	80%	79%	84%	79%	79%	83%	80%
Scottsdale website (www.ScottsdaleAZ.gov)	93%	85%	84%	89%	82%	85%	87%	98%	81%	87%	85%	86%
City Cable Channel 11 or Scottsdale Video Network	42%	79%	74%	73%	71%	80%	65%	69%	74%	73%	64%	72%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Sense of community	61%	63%	62%	60%	64%	63%	60%	64%	61%	61%	68%	62%
Recommend living in Scottsdale to someone who asks	100%	91%	94%	95%	94%	98%	90%	85%	98%	94%	95%	94%
Remain in Scottsdale for the next five years	91%	93%	97%	92%	97%	98%	89%	84%	98%	94%	95%	94%
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	50%	58%	52%	58%	50%	55%	53%	55%	53%	51%	68%	54%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Was NOT the victim of a crime	81%	84%	91%	88%	85%	88%	84%	77%	90%	89%	71%	86%
Did NOT report a crime	88%	79%	89%	84%	87%	86%	84%	72%	90%	87%	71%	85%
Stocked supplies in preparation for an emergency	31%	25%	23%	27%	24%	23%	29%	34%	22%	25%	32%	26%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Walked or biked instead of driving	78%	63%	50%	57%	64%	56%	66%	69%	58%	60%	66%	59%
Carpooled with other adults or children instead of driving alone	70%	59%	35%	53%	48%	48%	54%	47%	52%	47%	75%	50%
Used bus or other public transportation instead of driving	9%	18%	11%	12%	14%	7%	21%	26%	8%	14%	10%	13%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Recycle at home	91%	97%	94%	97%	92%	98%	90%	89%	97%	94%	98%	94%
Made efforts to make your home more energy efficient	88%	71%	78%	81%	73%	75%	81%	78%	78%	76%	85%	78%
Made efforts to conserve water	59%	85%	91%	82%	83%	83%	82%	73%	87%	83%	80%	83%
Water services provided by Scottsdale Water Department	63%	85%	75%	73%	82%	82%	71%	74%	79%	76%	84%	77%
Drinking water taste	41%	42%	46%	36%	51%	45%	41%	31%	49%	44%	42%	43%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
NOT under housing cost stress	63%	77%	71%	63%	80%	84%	54%	46%	82%	71%	71%	71%
Did NOT observe a code violation	76%	69%	64%	66%	69%	66%	71%	72%	66%	65%	84%	67%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age 18-34	Age 35-54	Age 55+	Sex Female	Sex Male	Housing unit type Detached	Housing unit type Attached	Housing tenure Rent	Housing tenure Own	Race/ethnicity White alone, not Hispanic	Race/ethnicity Hispanic and/or other race	Overall
Purchase goods or services from a business located in Scottsdale	91%	97%	99%	96%	98%	100%	92%	89%	100%	96%	98%	97%
Economy will have positive impact on income	29%	44%	39%	31%	48%	43%	31%	29%	41%	38%	50%	38%
Work in Scottsdale	21%	57%	25%	38%	35%	42%	27%	28%	39%	35%	38%	36%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age 18-34	Age 35-54	Age 55+	Sex Female	Sex Male	Housing unit type Detached	Housing unit type Attached	Housing tenure Rent	Housing tenure Own	Race/ethnicity White alone, not Hispanic	Race/ethnicity Hispanic and/or other race	Overall
Used Scottsdale recreation centers or their services	78%	62%	57%	64%	62%	60%	67%	70%	60%	64%	60%	63%
Visited a neighborhood park or City park	94%	94%	77%	83%	90%	89%	82%	91%	85%	85%	95%	86%
Eat at least 5 portions of fruits and vegetables a day	93%	86%	86%	90%	83%	85%	90%	90%	86%	85%	97%	87%
Participate in moderate or vigorous physical activity	93%	90%	87%	87%	91%	90%	89%	89%	89%	88%	97%	89%
Reported being in "very good" or "excellent" health	81%	84%	72%	81%	76%	81%	75%	69%	82%	77%	88%	78%
Visited or used a City pool	22%	25%	6%	10%	22%	19%	13%	14%	17%	13%	34%	16%
Used a City fitness facility	27%	32%	13%	25%	19%	26%	17%	29%	19%	22%	29%	22%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age 18-34	Age 35-54	Age 55+	Sex Female	Sex Male	Housing unit type Detached	Housing unit type Attached	Housing tenure Rent	Housing tenure Own	Race/ethnicity White alone, not Hispanic	Race/ethnicity Hispanic and/or other race	Overall
Used Scottsdale public libraries or their services	45%	70%	62%	60%	63%	68%	53%	51%	65%	61%	64%	62%
Participated in religious or spiritual activities in Scottsdale	19%	46%	53%	39%	49%	49%	37%	33%	48%	46%	36%	44%
Attended a City-sponsored event	34%	63%	38%	39%	53%	53%	36%	42%	48%	44%	52%	46%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age 18-34	Age 35-54	Age 55+	Sex Female	Sex Male	Housing unit type Detached	Housing unit type Attached	Housing tenure Rent	Housing tenure Own	Race/ethnicity White alone, not Hispanic	Race/ethnicity Hispanic and/or other race	Overall
Campaigned or advocated for an issue, cause or candidate	44%	21%	29%	31%	27%	27%	32%	46%	22%	30%	30%	29%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	25%	15%	19%	20%	18%	18%	21%	22%	16%	18%	21%	19%

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Volunteered your time to some group/activity in Scottsdale	24%	41%	39%	30%	44%	45%	25%	19%	43%	37%	35%	36%
Participated in a club	22%	28%	35%	28%	33%	39%	17%	16%	35%	30%	33%	30%
Talked to or visited with your immediate neighbors	92%	91%	96%	92%	95%	95%	92%	90%	95%	94%	86%	93%
Done a favor for a neighbor	69%	85%	86%	79%	85%	84%	80%	82%	82%	83%	83%	82%
Attended a local public meeting	14%	17%	18%	13%	22%	13%	23%	11%	18%	17%	20%	17%
Watched (online or on television) a local public meeting	5%	27%	24%	21%	21%	18%	24%	21%	21%	19%	32%	21%
Read or watch local news (via television, paper, computer, etc.)	84%	81%	91%	88%	84%	87%	84%	81%	88%	85%	92%	86%
Vote in local elections	74%	95%	90%	88%	89%	91%	86%	81%	92%	88%	93%	89%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall feeling of safety in Scottsdale	94%	94%	94%	96%	92%	95%	94%	97%	94%	93%	100%	94%
Overall ease of getting to the places you usually have to visit	75%	87%	88%	83%	86%	89%	80%	80%	88%	83%	96%	85%
Quality of overall natural environment in Scottsdale	100%	86%	89%	90%	89%	88%	93%	96%	87%	89%	99%	90%
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	91%	81%	90%	85%	89%	91%	81%	80%	90%	86%	93%	87%
Health and wellness opportunities in Scottsdale	85%	66%	90%	78%	82%	80%	82%	83%	80%	79%	87%	81%
Overall opportunities for education and enrichment	75%	73%	80%	74%	79%	79%	74%	79%	76%	75%	83%	77%
Overall economic health of Scottsdale	92%	94%	96%	91%	98%	95%	94%	93%	95%	96%	85%	95%
Sense of community	63%	78%	86%	73%	84%	85%	70%	71%	82%	80%	73%	79%

Table 29: Activities in Scottsdale McDowell Sonoran Preserve

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve. (Percent rating as "at least once a month").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Walked or hiked in the Preserve	64%	58%	46%	50%	58%	64%	39%	42%	59%	53%	60%	54%
Rode a mountain bike in the Preserve	21%	29%	8%	15%	22%	22%	13%	14%	20%	16%	29%	18%
Rock climbed in the Preserve	0%	18%	8%	9%	11%	12%	8%	9%	10%	11%	9%	10%
Ridden a horse in the Preserve	0%	7%	4%	3%	6%	5%	4%	9%	2%	4%	7%	4%

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 as "at least once a month").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	Overall
Visited a Preserve trailhead	60%	59%	41%	49%	53%	62%	35%	42%	55%	51%	48%	51%
Taken out of town visitors on any of these activities in the Preserve	54%	52%	37%	46%	45%	57%	29%	38%	49%	46%	50%	46%

Table 30: Resident Opinion of Water Conservation Efforts

To what extent do you agree or disagree with each of the following statements? (Percent rating as "strongly agree" or "somewhat agree").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	Overall
The City of Scottsdale should do more to promote water conservation among residents	60%	76%	76%	71%	74%	75%	70%	72%	73%	74%	68%	73%
My household could do more to conserve water	67%	43%	50%	47%	55%	54%	47%	52%	51%	51%	54%	51%
My neighbors could do more to conserve water	70%	54%	52%	52%	60%	56%	57%	70%	52%	56%	57%	56%

Table 31: Sources of City Information

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities: (Percent rating as "major source" or "minor source").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	Overall
Utility bill	51%	81%	78%	74%	72%	84%	59%	64%	78%	74%	67%	73%
Parks and Recreation brochure	19%	69%	70%	60%	60%	64%	53%	54%	62%	60%	55%	59%
City website	57%	84%	67%	68%	73%	74%	68%	77%	69%	70%	77%	71%
Email subscription or newsletter	23%	45%	51%	48%	37%	44%	43%	37%	46%	43%	45%	43%
City Cable Channel 11 or Scottsdale Video Network	9%	24%	34%	23%	28%	21%	32%	33%	23%	26%	28%	25%
Local newspapers	39%	47%	72%	54%	60%	59%	54%	55%	57%	56%	59%	57%
Facebook	56%	44%	25%	42%	35%	39%	36%	52%	32%	38%	39%	38%
Twitter	9%	16%	14%	15%	13%	12%	17%	20%	11%	14%	14%	14%
Next Door	26%	45%	44%	44%	38%	42%	38%	40%	41%	41%	35%	41%
Word of mouth	73%	76%	78%	77%	76%	79%	73%	79%	75%	78%	69%	77%

Table 32: Method of Receiving Utility Bill

	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	Overall
Which method does your household currently use to receive its City of Scottsdale utility bill?	87%	46%	36%	51%	48%	46%	54%	58%	45%	46%	65%	49%

Table 33: Utility Billing Preferences

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements: (Percent rating as "strongly agree" or "somewhat agree").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	Overall
I prefer a paper bill	100%	79%	93%	87%	89%	84%	99%	100%	85%	89%	82%	89%
I don't have access to a computer	0%	11%	18%	11%	17%	7%	28%	25%	9%	14%	12%	13%
I don't trust electronic payments	0%	18%	42%	32%	25%	22%	45%	41%	26%	28%	30%	29%
I don't know how to establish electronic payment on my account	0%	3%	16%	11%	7%	9%	12%	0%	13%	10%	6%	10%
I've tried to establish electronic payment on my account but the website/process was too complicated	50%	11%	15%	18%	14%	9%	34%	35%	11%	18%	3%	16%
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	50%	59%	59%	60%	54%	49%	79%	78%	53%	58%	70%	58%

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Technical Appendices

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Contents

Appendix A: Complete Survey Responses

Responses excluding "don't know"

Table 1: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Scottsdale as a place to live	66%	N=183	32%	N=88	2%	N=4	1%	N=2	100%	N=277
Your neighborhood as a place to live	59%	N=162	34%	N=94	6%	N=16	1%	N=2	100%	N=274
Scottsdale as a place to raise children	48%	N=106	41%	N=90	9%	N=19	3%	N=6	100%	N=221
Scottsdale as a place to work	51%	N=106	41%	N=85	5%	N=10	3%	N=7	100%	N=208
Scottsdale as a place to visit	66%	N=180	29%	N=79	4%	N=11	1%	N=3	100%	N=273
Scottsdale as a place to retire	62%	N=149	30%	N=73	6%	N=15	2%	N=5	100%	N=242
The overall quality of life in Scottsdale	59%	N=166	36%	N=102	3%	N=9	1%	N=2	100%	N=279

Table 2: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Scottsdale	46%	N=130	45%	N=127	6%	N=16	3%	N=8	100%	N=281
Overall ease of getting to the places you usually have to visit	31%	N=88	45%	N=125	20%	N=57	4%	N=12	100%	N=281
Quality of overall natural environment in Scottsdale	44%	N=122	45%	N=125	10%	N=28	2%	N=5	100%	N=279
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	32%	N=89	49%	N=137	16%	N=44	4%	N=10	100%	N=279
Health and wellness opportunities in Scottsdale	45%	N=120	47%	N=125	5%	N=14	2%	N=6	100%	N=264
Overall opportunities for education and enrichment	34%	N=81	52%	N=123	11%	N=26	4%	N=9	100%	N=238
Overall economic health of Scottsdale	32%	N=81	53%	N=137	12%	N=30	3%	N=9	100%	N=257
Sense of community	19%	N=52	43%	N=117	28%	N=78	10%	N=27	100%	N=274
Overall image or reputation of Scottsdale	46%	N=130	43%	N=121	9%	N=26	2%	N=5	100%	N=281

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Scottsdale to someone who asks	73%	N=203	21%	N=59	4%	N=10	2%	N=6	100%	N=278
Remain in Scottsdale for the next five years	76%	N=206	18%	N=50	3%	N=7	3%	N=8	100%	N=271

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	82%	N=231	15%	N=41	1%	N=4	1%	N=3	1%	N=2	100%	N=280
In Scottsdale's downtown/commercial area during the day	60%	N=162	34%	N=91	5%	N=13	0%	N=1	1%	N=2	100%	N=268

Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	11%	N=30	44%	N=122	32%	N=91	13%	N=36	100%	N=279
Ease of public parking	17%	N=46	49%	N=134	27%	N=73	8%	N=22	100%	N=275
Ease of travel by car in Scottsdale	23%	N=63	48%	N=131	23%	N=64	6%	N=18	100%	N=276
Ease of travel by public transportation in Scottsdale	13%	N=19	26%	N=40	25%	N=38	36%	N=55	100%	N=151

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Ease of travel by bicycle in Scottsdale	20%	N=38	45%	N=86	24%	N=46	11%	N=21	100%	N=191
Ease of walking in Scottsdale	28%	N=75	50%	N=131	14%	N=37	8%	N=21	100%	N=264
Availability of paths and walking trails	40%	N=105	44%	N=115	12%	N=32	4%	N=11	100%	N=263
Air quality	20%	N=55	48%	N=130	24%	N=64	7%	N=20	100%	N=268
Cleanliness of Scottsdale	40%	N=112	52%	N=143	7%	N=19	1%	N=4	100%	N=277
Overall appearance of Scottsdale	46%	N=129	47%	N=132	5%	N=14	2%	N=5	100%	N=279
Public places where people want to spend time	37%	N=101	50%	N=137	11%	N=29	2%	N=4	100%	N=271
Variety of housing options	26%	N=68	46%	N=119	19%	N=51	9%	N=22	100%	N=261
Availability of affordable quality housing	16%	N=38	29%	N=68	33%	N=78	21%	N=50	100%	N=235
Fitness opportunities (including exercise classes and paths or trails, etc.)	45%	N=120	45%	N=120	8%	N=21	2%	N=4	100%	N=265
Recreational opportunities	41%	N=110	48%	N=129	9%	N=25	2%	N=5	100%	N=269
Availability of affordable quality food	40%	N=110	45%	N=124	10%	N=29	5%	N=15	100%	N=278
Availability of affordable quality health care	38%	N=98	42%	N=110	11%	N=28	9%	N=24	100%	N=260
Availability of preventive health services	37%	N=91	48%	N=119	8%	N=20	7%	N=18	100%	N=247
Availability of affordable quality mental health care	28%	N=40	39%	N=56	17%	N=24	15%	N=21	100%	N=142

Table 6: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	21%	N=21	44%	N=43	20%	N=20	15%	N=14	100%	N=99
K-12 education	30%	N=46	50%	N=76	16%	N=24	3%	N=5	100%	N=151
Adult educational opportunities	17%	N=31	61%	N=112	21%	N=38	2%	N=3	100%	N=185
Opportunities to attend cultural/arts/music activities	39%	N=98	46%	N=117	13%	N=33	2%	N=4	100%	N=252
Opportunities to participate in religious or spiritual events and activities	40%	N=73	50%	N=91	8%	N=15	2%	N=3	100%	N=182
Employment opportunities	24%	N=45	41%	N=76	23%	N=43	11%	N=20	100%	N=183
Shopping opportunities	68%	N=188	26%	N=71	5%	N=13	1%	N=2	100%	N=274
Cost of living in Scottsdale	9%	N=24	39%	N=106	38%	N=103	14%	N=38	100%	N=270
Overall quality of business and service establishments in Scottsdale	32%	N=87	56%	N=153	10%	N=26	3%	N=8	100%	N=275
Vibrant downtown/commercial area	35%	N=94	50%	N=133	12%	N=31	3%	N=7	100%	N=265
Overall quality of new development in Scottsdale	28%	N=68	43%	N=106	20%	N=48	9%	N=22	100%	N=245
Opportunities to participate in social events and activities	26%	N=64	50%	N=124	20%	N=49	4%	N=10	100%	N=247
Opportunities to volunteer	25%	N=51	52%	N=109	19%	N=41	4%	N=8	100%	N=209
Opportunities to participate in community matters	20%	N=37	47%	N=89	25%	N=48	9%	N=16	100%	N=191
Openness and acceptance of the community toward people of diverse backgrounds	15%	N=30	43%	N=90	24%	N=49	18%	N=38	100%	N=207
Neighborliness of residents in Scottsdale	14%	N=34	43%	N=107	34%	N=85	9%	N=22	100%	N=248

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	17%	N=47	83%	N=230	100%	N=278
Made efforts to make your home more energy efficient	22%	N=62	78%	N=216	100%	N=277
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	67%	N=185	33%	N=91	100%	N=276
Household member was a victim of a crime in Scottsdale	86%	N=241	14%	N=38	100%	N=279
Reported a crime to the police in Scottsdale	85%	N=236	15%	N=42	100%	N=278

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Stocked supplies in preparation for an emergency	74%	N=206	26%	N=72	100%	N=278
Campaigned or advocated for an issue, cause or candidate	71%	N=194	29%	N=79	100%	N=274
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	46%	N=128	54%	N=149	100%	N=277
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	81%	N=224	19%	N=53	100%	N=277

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Scottsdale recreation centers or their services	14%	N=38	21%	N=57	28%	N=77	37%	N=101	100%	N=272
Visited a neighborhood park or City park	24%	N=66	34%	N=95	28%	N=77	14%	N=39	100%	N=277
Used Scottsdale public libraries or their services	7%	N=21	27%	N=75	28%	N=78	38%	N=105	100%	N=279
Participated in religious or spiritual activities in Scottsdale	9%	N=24	18%	N=50	17%	N=48	56%	N=155	100%	N=278
Attended a City-sponsored event	1%	N=2	4%	N=11	41%	N=113	54%	N=149	100%	N=275
Used bus or other public transportation instead of driving	3%	N=8	4%	N=10	7%	N=18	87%	N=240	100%	N=275
Carpooled with other adults or children instead of driving alone	15%	N=41	16%	N=43	20%	N=55	50%	N=138	100%	N=277
Walked or biked instead of driving	21%	N=58	17%	N=47	21%	N=59	41%	N=113	100%	N=278
Volunteered your time to some group/activity in Scottsdale	5%	N=13	11%	N=31	20%	N=56	64%	N=176	100%	N=277
Participated in a club	7%	N=18	11%	N=31	12%	N=34	70%	N=192	100%	N=275
Talked to or visited with your immediate neighbors	35%	N=96	37%	N=101	22%	N=60	7%	N=19	100%	N=276
Done a favor for a neighbor	20%	N=54	25%	N=70	37%	N=102	18%	N=50	100%	N=277
Visited or used a City pool	1%	N=4	3%	N=7	12%	N=34	84%	N=230	100%	N=275
Used a City fitness facility	7%	N=20	5%	N=14	10%	N=27	78%	N=216	100%	N=278

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	2%	N=6	14%	N=38	83%	N=227	100%	N=272
Watched (online or on television) a local public meeting	1%	N=3	4%	N=11	16%	N=43	79%	N=215	100%	N=272

Table 10: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Police services	49%	N=116	43%	N=101	5%	N=13	4%	N=8	100%	N=238
Fire services	61%	N=126	37%	N=76	2%	N=3	0%	N=0	100%	N=205
Ambulance or emergency medical services	52%	N=103	46%	N=91	2%	N=4	0%	N=0	100%	N=198
Crime prevention	36%	N=72	49%	N=100	12%	N=24	4%	N=7	100%	N=203
Fire prevention and education	37%	N=66	50%	N=90	11%	N=19	2%	N=3	100%	N=179
Traffic enforcement	23%	N=55	51%	N=123	17%	N=42	9%	N=22	100%	N=242
Street repair	20%	N=51	49%	N=126	24%	N=61	7%	N=18	100%	N=257
Street cleaning	28%	N=73	57%	N=145	13%	N=32	2%	N=6	100%	N=256
Street lighting	32%	N=84	45%	N=119	17%	N=46	5%	N=13	100%	N=263
Sidewalk maintenance	32%	N=81	48%	N=121	13%	N=33	6%	N=16	100%	N=252

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Traffic signal timing	21%	N=56	41%	N=106	23%	N=59	15%	N=38	100%	N=259
Bus or transit services	23%	N=28	41%	N=49	17%	N=21	19%	N=23	100%	N=121
Garbage collection	50%	N=126	46%	N=116	4%	N=10	1%	N=2	100%	N=254
Recycling	46%	N=116	41%	N=102	8%	N=20	5%	N=12	100%	N=251
Yard waste pick-up	42%	N=94	34%	N=75	17%	N=38	7%	N=16	100%	N=223
Storm drainage	29%	N=65	40%	N=88	23%	N=52	8%	N=17	100%	N=221
Drinking water	24%	N=61	32%	N=81	22%	N=57	22%	N=56	100%	N=255
Sewer services	35%	N=82	48%	N=111	12%	N=28	5%	N=11	100%	N=232
Utility billing	30%	N=77	40%	N=103	23%	N=60	6%	N=17	100%	N=257
City parks	50%	N=129	40%	N=102	7%	N=17	3%	N=8	100%	N=256
Recreation programs or classes	34%	N=57	55%	N=92	9%	N=15	2%	N=3	100%	N=167
Recreation centers or facilities	37%	N=64	49%	N=85	10%	N=17	3%	N=6	100%	N=172
Land use, planning and zoning	22%	N=41	39%	N=74	23%	N=43	17%	N=32	100%	N=190
Code enforcement (weeds, abandoned buildings, etc.)	26%	N=49	43%	N=82	23%	N=45	9%	N=17	100%	N=192
Animal control	29%	N=55	51%	N=96	14%	N=26	6%	N=11	100%	N=187
Economic development	26%	N=52	53%	N=104	12%	N=23	10%	N=19	100%	N=199
Public library services	54%	N=117	41%	N=89	5%	N=11	0%	N=0	100%	N=218
Public information services	33%	N=59	47%	N=84	17%	N=31	3%	N=5	100%	N=180
Cable television	19%	N=37	39%	N=75	25%	N=48	17%	N=33	100%	N=193
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	33%	N=37	38%	N=41	19%	N=21	10%	N=11	100%	N=110
Preservation of natural areas such as open space, farmlands and greenbelts	40%	N=90	37%	N=84	14%	N=31	9%	N=20	100%	N=224
Scottsdale McDowell Sonoran Preserve	57%	N=110	32%	N=62	9%	N=18	2%	N=4	100%	N=193
City-sponsored special events	25%	N=42	54%	N=89	17%	N=28	3%	N=5	100%	N=164
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	39%	N=83	51%	N=110	8%	N=16	2%	N=5	100%	N=213
Scottsdale website (www.ScottsdaleAZ.gov)	37%	N=67	49%	N=90	11%	N=20	3%	N=5	100%	N=182
City Cable Channel 11 or Scottsdale Video Network	27%	N=25	45%	N=41	22%	N=20	6%	N=5	100%	N=91
Water services provided by Scottsdale Water Department	28%	N=61	50%	N=110	16%	N=34	7%	N=16	100%	N=221
Drinking water taste	16%	N=42	27%	N=72	26%	N=67	31%	N=81	100%	N=261
Senior services	33%	N=38	38%	N=43	15%	N=17	14%	N=16	100%	N=114

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Scottsdale	34%	N=86	56%	N=142	8%	N=21	3%	N=6	100%	N=255
The Federal Government	6%	N=15	34%	N=81	36%	N=87	23%	N=55	100%	N=238
The State Government	6%	N=14	37%	N=88	38%	N=90	18%	N=43	100%	N=235
Maricopa County Government	7%	N=15	46%	N=104	32%	N=72	15%	N=35	100%	N=227

Table 12: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Scottsdale	21%	N=53	50%	N=126	25%	N=63	4%	N=11	100%	N=254
The overall direction that Scottsdale is taking	19%	N=48	51%	N=127	17%	N=42	13%	N=34	100%	N=250

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Total	
The job Scottsdale government does at welcoming citizen involvement	19%	N=34	42%	N=78	22%	N=40	17%	N=31	100%	N=184
Overall confidence in Scottsdale government	19%	N=45	45%	N=108	27%	N=65	10%	N=24	100%	N=242
Generally acting in the best interest of the community	18%	N=44	46%	N=112	26%	N=63	10%	N=26	100%	N=245
Being honest	17%	N=36	42%	N=89	28%	N=58	13%	N=28	100%	N=211
Treating all residents fairly	16%	N=33	47%	N=98	25%	N=53	12%	N=26	100%	N=210

Table 13: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Scottsdale	67%	N=186	27%	N=76	5%	N=14	1%	N=3	100%	N=279
Overall ease of getting to the places you usually have to visit	44%	N=123	41%	N=113	14%	N=39	1%	N=3	100%	N=279
Quality of overall natural environment in Scottsdale	53%	N=147	37%	N=102	8%	N=24	2%	N=5	100%	N=278
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	42%	N=116	45%	N=124	12%	N=32	1%	N=4	100%	N=276
Health and wellness opportunities in Scottsdale	37%	N=101	44%	N=122	16%	N=45	3%	N=8	100%	N=277
Overall opportunities for education and enrichment	38%	N=104	39%	N=107	21%	N=57	2%	N=7	100%	N=275
Overall economic health of Scottsdale	56%	N=156	38%	N=106	5%	N=15	0%	N=1	100%	N=276
Sense of community	28%	N=77	51%	N=142	18%	N=51	3%	N=8	100%	N=278

Table 14: Question 14

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Walked or hiked in the Preserve	8%	N=21	19%	N=51	28%	N=76	46%	N=125	100%	N=272
Rode a mountain bike in the Preserve	1%	N=2	5%	N=14	12%	N=34	82%	N=222	100%	N=271
Rock climbed in the Preserve	2%	N=6	2%	N=6	6%	N=16	90%	N=244	100%	N=272
Ridden a horse in the Preserve	1%	N=3	0%	N=1	3%	N=8	96%	N=261	100%	N=272
Visited a Preserve trailhead	6%	N=16	21%	N=57	25%	N=67	49%	N=132	100%	N=272
Taken out of town visitors on any of these activities in the Preserve	2%	N=6	9%	N=25	35%	N=94	54%	N=147	100%	N=273

Table 15: Question 15

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total	
The City of Scottsdale should do more to promote water conservation among residents	41%	N=113	32%	N=86	19%	N=51	3%	N=9	5%	N=14	100%	N=272
My household could do more to conserve water	14%	N=39	36%	N=99	24%	N=65	13%	N=36	12%	N=33	100%	N=273
My neighbors could do more to conserve water	24%	N=56	32%	N=74	31%	N=73	5%	N=12	7%	N=17	100%	N=233

Table 16: Question 16

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
Utility bill	36%	N=98	38%	N=104	27%	N=73	100%	N=274
Parks and Recreation brochure	26%	N=71	34%	N=93	41%	N=112	100%	N=276
City website	30%	N=83	41%	N=113	29%	N=78	100%	N=275

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
Email subscription or newsletter	16%	N=45	27%	N=74	57%	N=156	100%	N=275
City Cable Channel 11 or Scottsdale Video Network	6%	N=17	19%	N=52	75%	N=204	100%	N=273
Local newspapers	29%	N=81	27%	N=75	43%	N=120	100%	N=276
Facebook	14%	N=40	24%	N=65	62%	N=170	100%	N=275
Twitter	3%	N=7	11%	N=31	86%	N=235	100%	N=274
Next Door	10%	N=27	31%	N=84	59%	N=161	100%	N=272
Word of mouth	25%	N=70	51%	N=141	23%	N=64	100%	N=275

Table 17: Question 17

Which method does your household currently use to receive its City of Scottsdale utility bill?	Percent	Number
Paperless billing, utility bill is received and paid electronically	49%	N=114
Paper bill, utility bill is mailed to my home	51%	N=120
Total	100%	N=233

Table 18: Question 18

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements;	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
I prefer a paper bill	71%	N=91	18%	N=23	5%	N=7	6%	N=8	100%	N=129
I don't have access to a computer	7%	N=8	7%	N=8	7%	N=9	80%	N=97	100%	N=122
I don't trust electronic payments	15%	N=18	14%	N=17	13%	N=16	58%	N=71	100%	N=122
I don't know how to establish electronic payment on my account	5%	N=6	5%	N=6	11%	N=13	79%	N=91	100%	N=115
I've tried to establish electronic payment on my account but the website/process was too complicated	3%	N=4	13%	N=16	9%	N=11	74%	N=89	100%	N=120
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	30%	N=37	28%	N=35	7%	N=8	35%	N=44	100%	N=123

Table 19: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=5	4%	N=10	6%	N=18	22%	N=61	66%	N=182	100%	N=276
Purchase goods or services from a business located in Scottsdale	1%	N=3	2%	N=6	13%	N=37	56%	N=155	28%	N=78	100%	N=279
Eat at least 5 portions of fruits and vegetables a day	4%	N=11	9%	N=24	29%	N=79	38%	N=104	20%	N=56	100%	N=274
Participate in moderate or vigorous physical activity	2%	N=4	9%	N=26	23%	N=62	39%	N=108	28%	N=77	100%	N=277
Read or watch local news (via television, paper, computer, etc.)	4%	N=10	10%	N=29	18%	N=50	26%	N=73	42%	N=116	100%	N=278
Vote in local elections	5%	N=15	6%	N=16	4%	N=11	14%	N=38	71%	N=198	100%	N=279

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=79
Very good	50%	N=139
Good	17%	N=47
Fair	5%	N=13
Poor	1%	N=2
Total	100%	N=279

Table 21: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	12%	N=32
Somewhat positive	27%	N=74
Neutral	49%	N=135
Somewhat negative	10%	N=27
Very negative	3%	N=8
Total	100%	N=275

Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	50%	N=140
Working part time for pay	10%	N=27
Unemployed, looking for paid work	3%	N=9
Unemployed, not looking for paid work	4%	N=10
Fully retired	33%	N=94
Total	100%	N=280

Table 23: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	19%	N=48
Yes, from home	17%	N=44
No	64%	N=164
Total	100%	N=257

Table 24: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	18%	N=49
2 to 5 years	16%	N=45
6 to 10 years	12%	N=33
11 to 20 years	26%	N=74
More than 20 years	28%	N=79
Total	100%	N=280

Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	58%	N=163
Building with two or more homes (duplex, townhome, apartment or condominium)	40%	N=112
Mobile home	0%	N=1
Other	1%	N=3
Total	100%	N=279

Table 26: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	29%	N=79
Owned	71%	N=195
Total	100%	N=273

Table 27: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	4%	N=10
$300 to $599 per month	8%	N=21
$600 to $999 per month	15%	N=41
$1,000 to $1,499 per month	26%	N=69
$1,500 to $2,499 per month	25%	N=67
$2,500 or more per month	23%	N=61
Total	100%	N=269

Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	75%	N=209
Yes	25%	N=71
Total	100%	N=279

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	62%	N=175
Yes	38%	N=106
Total	100%	N=280

Table 30: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	12%	N=31
$25,000 to $49,999	12%	N=31
$50,000 to $99,999	27%	N=71
$100,000 to $149,999	18%	N=47
$150,000 or more	30%	N=79
Total	100%	N=259

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=263
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=11
Total	100%	N=273

Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=2
Asian, Asian Indian or Pacific Islander	5%	N=15
Black or African American	2%	N=6
White	91%	N=249
Other	3%	N=9

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

Table 33: Question D15

In which category is your age?	Percent	Number
18 to 24 years	6%	N=17
25 to 34 years	13%	N=37
35 to 44 years	13%	N=36
45 to 54 years	21%	N=60
55 to 64 years	11%	N=31
65 to 74 years	18%	N=51
75 years or older	17%	N=47
Total	100%	N=278

Table 34: Question D16

What is your sex?	Percent	Number
Female	52%	N=142
Male	48%	N=132
Total	100%	N=274

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=179
Land line	15%	N=42
Both	20%	N=57
Total	100%	N=278

Responses including "don't know"

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

Table 36: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Scottsdale as a place to live	66%	N=183	32%	N=88	2%	N=4	1%	N=2	0%	N=0	100%	N=277
Your neighborhood as a place to live	58%	N=162	34%	N=94	6%	N=16	1%	N=2	2%	N=5	100%	N=279
Scottsdale as a place to raise children	38%	N=106	33%	N=90	7%	N=19	2%	N=6	20%	N=55	100%	N=276
Scottsdale as a place to work	39%	N=106	31%	N=85	4%	N=10	3%	N=7	24%	N=65	100%	N=273
Scottsdale as a place to visit	65%	N=180	28%	N=79	4%	N=11	1%	N=3	2%	N=5	100%	N=278
Scottsdale as a place to retire	54%	N=149	26%	N=73	5%	N=15	2%	N=5	13%	N=36	100%	N=278
The overall quality of life in Scottsdale	59%	N=166	36%	N=102	3%	N=9	1%	N=2	0%	N=0	100%	N=279

Table 37: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Scottsdale	46%	N=130	45%	N=127	6%	N=16	3%	N=8	0%	N=0	100%	N=281
Overall ease of getting to the places you usually have to visit	31%	N=88	45%	N=125	20%	N=57	4%	N=12	0%	N=0	100%	N=281
Quality of overall natural environment in Scottsdale	44%	N=122	45%	N=125	10%	N=28	2%	N=5	0%	N=0	100%	N=279
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	32%	N=89	49%	N=137	16%	N=44	4%	N=10	0%	N=0	100%	N=280
Health and wellness opportunities in Scottsdale	43%	N=120	45%	N=125	5%	N=14	2%	N=6	5%	N=13	100%	N=278
Overall opportunities for education and enrichment	29%	N=81	44%	N=123	9%	N=26	3%	N=9	14%	N=39	100%	N=277
Overall economic health of Scottsdale	29%	N=81	49%	N=137	11%	N=30	3%	N=9	8%	N=22	100%	N=280
Sense of community	19%	N=52	42%	N=117	28%	N=78	10%	N=27	1%	N=3	100%	N=276
Overall image or reputation of Scottsdale	46%	N=130	43%	N=121	9%	N=26	2%	N=5	0%	N=0	100%	N=281

Table 38: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Scottsdale to someone who asks	73%	N=203	21%	N=59	4%	N=10	2%	N=6	0%	N=0	100%	N=278
Remain in Scottsdale for the next five years	75%	N=206	18%	N=50	3%	N=7	3%	N=8	1%	N=4	100%	N=275

Table 39: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	82%	N=231	15%	N=41	1%	N=4	1%	N=3	1%	N=2	0%	N=1	100%	N=281
In Scottsdale's downtown/commercial area during the day	58%	N=162	33%	N=91	5%	N=13	0%	N=1	1%	N=2	4%	N=12	100%	N=280

Table 40: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	11%	N=30	44%	N=122	32%	N=91	13%	N=36	0%	N=1	100%	N=280
Ease of public parking	17%	N=46	48%	N=134	26%	N=73	8%	N=22	1%	N=4	100%	N=279

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by car in Scottsdale	23%	N=63	47%	N=131	23%	N=64	6%	N=18	0%	N=1	100%	N=277
Ease of travel by public transportation in Scottsdale	7%	N=19	14%	N=40	14%	N=38	20%	N=55	45%	N=124	100%	N=275
Ease of travel by bicycle in Scottsdale	14%	N=38	31%	N=86	17%	N=46	8%	N=21	30%	N=83	100%	N=274
Ease of walking in Scottsdale	27%	N=75	48%	N=131	14%	N=37	8%	N=21	4%	N=11	100%	N=275
Availability of paths and walking trails	38%	N=105	42%	N=115	12%	N=32	4%	N=11	5%	N=14	100%	N=277
Air quality	20%	N=55	47%	N=130	23%	N=64	7%	N=20	3%	N=8	100%	N=276
Cleanliness of Scottsdale	40%	N=112	52%	N=143	7%	N=19	1%	N=4	0%	N=0	100%	N=277
Overall appearance of Scottsdale	46%	N=129	47%	N=132	5%	N=14	2%	N=5	0%	N=0	100%	N=279
Public places where people want to spend time	36%	N=101	49%	N=137	10%	N=29	2%	N=4	2%	N=6	100%	N=278
Variety of housing options	25%	N=68	43%	N=119	18%	N=51	8%	N=22	6%	N=17	100%	N=278
Availability of affordable quality housing	14%	N=38	25%	N=68	28%	N=78	18%	N=50	15%	N=41	100%	N=276
Fitness opportunities (including exercise classes and paths or trails, etc.)	43%	N=120	43%	N=120	8%	N=21	2%	N=4	4%	N=12	100%	N=277
Recreational opportunities	40%	N=110	47%	N=129	9%	N=25	2%	N=5	3%	N=7	100%	N=276
Availability of affordable quality food	40%	N=110	44%	N=124	10%	N=29	5%	N=15	1%	N=2	100%	N=279
Availability of affordable quality health care	35%	N=98	40%	N=110	10%	N=28	9%	N=24	6%	N=17	100%	N=277
Availability of preventive health services	33%	N=91	43%	N=119	7%	N=20	6%	N=18	10%	N=29	100%	N=276
Availability of affordable quality mental health care	15%	N=40	20%	N=56	9%	N=24	8%	N=21	48%	N=133	100%	N=275

Table 41: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	8%	N=21	16%	N=43	7%	N=20	5%	N=14	64%	N=176	100%	N=275
K-12 education	17%	N=46	28%	N=76	9%	N=24	2%	N=5	44%	N=121	100%	N=272
Adult educational opportunities	12%	N=31	42%	N=112	14%	N=38	1%	N=3	31%	N=83	100%	N=267
Opportunities to attend cultural/arts/music activities	36%	N=98	43%	N=117	12%	N=33	1%	N=4	8%	N=22	100%	N=273
Opportunities to participate in religious or spiritual events and activities	27%	N=73	33%	N=91	5%	N=15	1%	N=3	34%	N=93	100%	N=275
Employment opportunities	17%	N=45	28%	N=76	16%	N=43	7%	N=20	32%	N=87	100%	N=270
Shopping opportunities	68%	N=188	26%	N=71	5%	N=13	1%	N=2	0%	N=0	100%	N=275
Cost of living in Scottsdale	9%	N=24	39%	N=106	38%	N=103	14%	N=38	1%	N=3	100%	N=274
Overall quality of business and service establishments in Scottsdale	32%	N=87	55%	N=153	9%	N=26	3%	N=8	1%	N=2	100%	N=277
Vibrant downtown/commercial area	34%	N=94	48%	N=133	11%	N=31	3%	N=7	4%	N=11	100%	N=276
Overall quality of new development in Scottsdale	25%	N=68	39%	N=106	18%	N=48	8%	N=22	10%	N=26	100%	N=270
Opportunities to participate in social events and activities	23%	N=64	46%	N=124	18%	N=49	4%	N=10	9%	N=24	100%	N=272
Opportunities to volunteer	19%	N=51	40%	N=109	15%	N=41	3%	N=8	24%	N=65	100%	N=274
Opportunities to participate in community matters	14%	N=37	33%	N=89	18%	N=48	6%	N=16	29%	N=77	100%	N=268
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=30	34%	N=90	18%	N=49	14%	N=38	22%	N=57	100%	N=264
Neighborliness of residents in Scottsdale	13%	N=34	41%	N=107	32%	N=85	8%	N=22	5%	N=14	100%	N=262

Table 42: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	17%	N=47	83%	N=230	100%	N=278
Made efforts to make your home more energy efficient	22%	N=62	78%	N=216	100%	N=277

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	67%	N=185	33%	N=91	100%	N=276
Household member was a victim of a crime in Scottsdale	86%	N=241	14%	N=38	100%	N=279
Reported a crime to the police in Scottsdale	85%	N=236	15%	N=42	100%	N=278
Stocked supplies in preparation for an emergency	74%	N=206	26%	N=72	100%	N=278
Campaigned or advocated for an issue, cause or candidate	71%	N=194	29%	N=79	100%	N=274
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	46%	N=128	54%	N=149	100%	N=277
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	81%	N=224	19%	N=53	100%	N=277

Table 43: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Scottsdale recreation centers or their services	14%	N=38	21%	N=57	28%	N=77	37%	N=101	100%	N=272
Visited a neighborhood park or City park	24%	N=66	34%	N=95	28%	N=77	14%	N=39	100%	N=277
Used Scottsdale public libraries or their services	7%	N=21	27%	N=75	28%	N=78	38%	N=105	100%	N=279
Participated in religious or spiritual activities in Scottsdale	9%	N=24	18%	N=50	17%	N=48	56%	N=155	100%	N=278
Attended a City-sponsored event	1%	N=2	4%	N=11	41%	N=113	54%	N=149	100%	N=275
Used bus or other public transportation instead of driving	3%	N=8	4%	N=10	7%	N=18	87%	N=240	100%	N=275
Carpooled with other adults or children instead of driving alone	15%	N=41	16%	N=43	20%	N=55	50%	N=138	100%	N=277
Walked or biked instead of driving	21%	N=58	17%	N=47	21%	N=59	41%	N=113	100%	N=278
Volunteered your time to some group/activity in Scottsdale	5%	N=13	11%	N=31	20%	N=56	64%	N=176	100%	N=277
Participated in a club	7%	N=18	11%	N=31	12%	N=34	70%	N=192	100%	N=275
Talked to or visited with your immediate neighbors	35%	N=96	37%	N=101	22%	N=60	7%	N=19	100%	N=276
Done a favor for a neighbor	20%	N=54	25%	N=70	37%	N=102	18%	N=50	100%	N=277
Visited or used a City pool	1%	N=4	3%	N=7	12%	N=34	84%	N=230	100%	N=275
Used a City fitness facility	7%	N=20	5%	N=14	10%	N=27	78%	N=216	100%	N=278

Table 44: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	2%	N=6	14%	N=38	83%	N=227	100%	N=272
Watched (online or on television) a local public meeting	1%	N=3	4%	N=11	16%	N=43	79%	N=215	100%	N=272

Table 45: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	42%	N=116	37%	N=101	5%	N=13	3%	N=8	13%	N=35	100%	N=273
Fire services	46%	N=126	28%	N=76	1%	N=3	0%	N=0	25%	N=68	100%	N=273
Ambulance or emergency medical services	38%	N=103	33%	N=91	2%	N=4	0%	N=0	28%	N=76	100%	N=274
Crime prevention	27%	N=72	37%	N=100	9%	N=24	3%	N=7	24%	N=66	100%	N=269
Fire prevention and education	25%	N=66	33%	N=90	7%	N=19	1%	N=3	34%	N=92	100%	N=271
Traffic enforcement	20%	N=55	45%	N=123	15%	N=42	8%	N=22	12%	N=32	100%	N=274
Street repair	19%	N=51	46%	N=126	23%	N=61	7%	N=18	6%	N=16	100%	N=272

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Street cleaning	27%	N=73	53%	N=145	12%	N=32	2%	N=6	6%	N=17	100%	N=274
Street lighting	31%	N=84	44%	N=119	17%	N=46	5%	N=13	4%	N=11	100%	N=274
Sidewalk maintenance	30%	N=81	45%	N=121	12%	N=33	6%	N=16	8%	N=21	100%	N=272
Traffic signal timing	20%	N=56	39%	N=106	22%	N=59	14%	N=38	5%	N=14	100%	N=273
Bus or transit services	10%	N=28	18%	N=49	8%	N=21	9%	N=23	55%	N=148	100%	N=269
Garbage collection	46%	N=126	42%	N=116	4%	N=10	1%	N=2	8%	N=21	100%	N=275
Recycling	43%	N=116	38%	N=102	7%	N=20	4%	N=12	8%	N=22	100%	N=272
Yard waste pick-up	35%	N=94	28%	N=75	14%	N=38	6%	N=16	18%	N=48	100%	N=271
Storm drainage	24%	N=65	33%	N=88	19%	N=52	6%	N=17	17%	N=47	100%	N=268
Drinking water	22%	N=61	30%	N=81	21%	N=57	20%	N=56	7%	N=19	100%	N=274
Sewer services	30%	N=82	41%	N=111	10%	N=28	4%	N=11	14%	N=37	100%	N=269
Utility billing	28%	N=77	38%	N=103	22%	N=60	6%	N=17	5%	N=15	100%	N=271
City parks	47%	N=129	38%	N=102	6%	N=17	3%	N=8	6%	N=17	100%	N=273
Recreation programs or classes	21%	N=57	34%	N=92	5%	N=15	1%	N=3	38%	N=103	100%	N=270
Recreation centers or facilities	24%	N=64	32%	N=85	6%	N=17	2%	N=6	36%	N=95	100%	N=267
Land use, planning and zoning	15%	N=41	27%	N=74	16%	N=43	12%	N=32	30%	N=81	100%	N=271
Code enforcement (weeds, abandoned buildings, etc.)	18%	N=49	30%	N=82	17%	N=45	6%	N=17	29%	N=77	100%	N=269
Animal control	20%	N=55	35%	N=96	9%	N=26	4%	N=11	31%	N=86	100%	N=272
Economic development	19%	N=52	39%	N=104	9%	N=23	7%	N=19	26%	N=69	100%	N=268
Public library services	43%	N=117	33%	N=89	4%	N=11	0%	N=0	20%	N=53	100%	N=270
Public information services	22%	N=59	32%	N=84	12%	N=31	2%	N=5	33%	N=87	100%	N=267
Cable television	14%	N=37	28%	N=75	18%	N=48	12%	N=33	29%	N=78	100%	N=270
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	N=37	15%	N=41	8%	N=21	4%	N=11	59%	N=159	100%	N=269
Preservation of natural areas such as open space, farmlands and greenbelts	34%	N=90	32%	N=84	12%	N=31	7%	N=20	16%	N=42	100%	N=266
Scottsdale McDowell Sonoran Preserve	42%	N=110	23%	N=62	7%	N=18	2%	N=4	27%	N=70	100%	N=263
City-sponsored special events	16%	N=42	34%	N=89	11%	N=28	2%	N=5	37%	N=98	100%	N=263
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	31%	N=83	40%	N=110	6%	N=16	2%	N=5	21%	N=57	100%	N=271
Scottsdale website (www.ScottsdaleAZ.gov)	25%	N=67	33%	N=90	7%	N=20	2%	N=5	33%	N=88	100%	N=271
City Cable Channel 11 or Scottsdale Video Network	9%	N=25	15%	N=41	8%	N=20	2%	N=5	66%	N=174	100%	N=265
Water services provided by Scottsdale Water Department	23%	N=61	41%	N=110	13%	N=34	6%	N=16	17%	N=47	100%	N=268
Drinking water taste	15%	N=42	26%	N=72	24%	N=67	29%	N=81	5%	N=14	100%	N=275
Senior services	14%	N=38	16%	N=43	6%	N=17	6%	N=16	58%	N=160	100%	N=274

Table 46: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Scottsdale	32%	N=86	52%	N=142	8%	N=21	2%	N=6	6%	N=15	100%	N=271
The Federal Government	6%	N=15	30%	N=81	32%	N=87	21%	N=55	12%	N=32	100%	N=270
The State Government	5%	N=14	33%	N=88	33%	N=90	16%	N=43	13%	N=35	100%	N=271
Maricopa County Government	6%	N=15	39%	N=104	27%	N=72	13%	N=35	16%	N=44	100%	N=271

Table 47: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Scottsdale	20%	N=53	46%	N=126	23%	N=63	4%	N=11	7%	N=18	100%	N=272
The overall direction that Scottsdale is taking	18%	N=48	46%	N=127	15%	N=42	12%	N=34	8%	N=22	100%	N=273
The job Scottsdale government does at welcoming citizen involvement	13%	N=34	29%	N=78	15%	N=40	11%	N=31	32%	N=86	100%	N=270
Overall confidence in Scottsdale government	17%	N=45	40%	N=108	24%	N=65	9%	N=24	10%	N=28	100%	N=270
Generally acting in the best interest of the community	16%	N=44	41%	N=112	23%	N=63	9%	N=26	9%	N=25	100%	N=270
Being honest	13%	N=36	33%	N=89	22%	N=58	11%	N=28	22%	N=59	100%	N=270
Treating all residents fairly	12%	N=33	36%	N=98	20%	N=53	9%	N=26	22%	N=60	100%	N=270

Table 48: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Scottsdale	67%	N=186	27%	N=76	5%	N=14	1%	N=3	100%	N=279
Overall ease of getting to the places you usually have to visit	44%	N=123	41%	N=113	14%	N=39	1%	N=3	100%	N=279
Quality of overall natural environment in Scottsdale	53%	N=147	37%	N=102	8%	N=24	2%	N=5	100%	N=278
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	42%	N=116	45%	N=124	12%	N=32	1%	N=4	100%	N=276
Health and wellness opportunities in Scottsdale	37%	N=101	44%	N=122	16%	N=45	3%	N=8	100%	N=277
Overall opportunities for education and enrichment	38%	N=104	39%	N=107	21%	N=57	2%	N=7	100%	N=275
Overall economic health of Scottsdale	56%	N=156	38%	N=106	5%	N=15	0%	N=1	100%	N=276
Sense of community	28%	N=77	51%	N=142	18%	N=51	3%	N=8	100%	N=278

Table 49: Question 14

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Walked or hiked in the Preserve	8%	N=21	19%	N=51	28%	N=76	46%	N=125	100%	N=272
Rode a mountain bike in the Preserve	1%	N=2	5%	N=14	12%	N=34	82%	N=222	100%	N=271
Rock climbed in the Preserve	2%	N=6	2%	N=6	6%	N=16	90%	N=244	100%	N=272
Ridden a horse in the Preserve	1%	N=3	0%	N=1	3%	N=8	96%	N=261	100%	N=272
Visited a Preserve trailhead	6%	N=16	21%	N=57	25%	N=67	49%	N=132	100%	N=272
Taken out of town visitors on any of these activities in the Preserve	2%	N=6	9%	N=25	35%	N=94	54%	N=147	100%	N=273

Table 50: Question 15

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
The City of Scottsdale should do more to promote water conservation among residents	41%	N=113	31%	N=86	19%	N=51	3%	N=9	5%	N=14	1%	N=3	100%	N=275
My household could do more to conserve water	14%	N=39	36%	N=99	24%	N=65	13%	N=36	12%	N=33	1%	N=3	100%	N=276
My neighbors could do more to conserve water	20%	N=56	27%	N=74	26%	N=73	4%	N=12	6%	N=17	15%	N=42	100%	N=275

Table 51: Question 16

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
Utility bill	36%	N=98	38%	N=104	27%	N=73	100%	N=274
Parks and Recreation brochure	26%	N=71	34%	N=93	41%	N=112	100%	N=276
City website	30%	N=83	41%	N=113	29%	N=78	100%	N=275
Email subscription or newsletter	16%	N=45	27%	N=74	57%	N=156	100%	N=275
City Cable Channel 11 or Scottsdale Video Network	6%	N=17	19%	N=52	75%	N=204	100%	N=273
Local newspapers	29%	N=81	27%	N=75	43%	N=120	100%	N=276
Facebook	14%	N=40	24%	N=65	62%	N=170	100%	N=275
Twitter	3%	N=7	11%	N=31	86%	N=235	100%	N=274
Next Door	10%	N=27	31%	N=84	59%	N=161	100%	N=272
Word of mouth	25%	N=70	51%	N=141	23%	N=64	100%	N=275

Table 52: Question 17

Which method does your household currently use to receive its City of Scottsdale utility bill?	Percent	Number
Paperless billing, utility bill is received and paid electronically	43%	N=114
Paper bill, utility bill is mailed to my home	45%	N=120
Not applicable/don't know	12%	N=30
Total	100%	N=264

Table 53: Question 18

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements;	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
I prefer a paper bill	71%	N=91	18%	N=23	5%	N=7	6%	N=8	100%	N=129
I don't have access to a computer	7%	N=8	7%	N=8	7%	N=9	80%	N=97	100%	N=122
I don't trust electronic payments	15%	N=18	14%	N=17	13%	N=16	58%	N=71	100%	N=122
I don't know how to establish electronic payment on my account	5%	N=6	5%	N=6	11%	N=13	79%	N=91	100%	N=115
I've tried to establish electronic payment on my account but the website/process was too complicated	3%	N=4	13%	N=16	9%	N=11	74%	N=89	100%	N=120
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	30%	N=37	28%	N=35	7%	N=8	35%	N=44	100%	N=123

Table 54: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=5	4%	N=10	6%	N=18	22%	N=61	66%	N=182	100%	N=276
Purchase goods or services from a business located in Scottsdale	1%	N=3	2%	N=6	13%	N=37	56%	N=155	28%	N=78	100%	N=279
Eat at least 5 portions of fruits and vegetables a day	4%	N=11	9%	N=24	29%	N=79	38%	N=104	20%	N=56	100%	N=274
Participate in moderate or vigorous physical activity	2%	N=4	9%	N=26	23%	N=62	39%	N=108	28%	N=77	100%	N=277
Read or watch local news (via television, paper, computer, etc.)	4%	N=10	10%	N=29	18%	N=50	26%	N=73	42%	N=116	100%	N=278
Vote in local elections	5%	N=15	6%	N=16	4%	N=11	14%	N=38	71%	N=198	100%	N=279

Table 55: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=79
Very good	50%	N=139
Good	17%	N=47
Fair	5%	N=13
Poor	1%	N=2
Total	100%	N=279

Table 56: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	12%	N=32
Somewhat positive	27%	N=74
Neutral	49%	N=135
Somewhat negative	10%	N=27
Very negative	3%	N=8
Total	100%	N=275

Table 57: Question D4

What is your employment status?	Percent	Number
Working full time for pay	50%	N=140
Working part time for pay	10%	N=27
Unemployed, looking for paid work	3%	N=9
Unemployed, not looking for paid work	4%	N=10
Fully retired	33%	N=94
Total	100%	N=280

Table 58: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	19%	N=48
Yes, from home	17%	N=44
No	64%	N=164
Total	100%	N=257

Table 59: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	18%	N=49
2 to 5 years	16%	N=45
6 to 10 years	12%	N=33
11 to 20 years	26%	N=74
More than 20 years	28%	N=79
Total	100%	N=280

Table 60: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	58%	N=163
Building with two or more homes (duplex, townhome, apartment or condominium)	40%	N=112
Mobile home	0%	N=1
Other	1%	N=3
Total	100%	N=279

Table 61: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	29%	N=79
Owned	71%	N=195
Total	100%	N=273

Table 62: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	4%	N=10
$300 to $599 per month	8%	N=21
$600 to $999 per month	15%	N=41
$1,000 to $1,499 per month	26%	N=69
$1,500 to $2,499 per month	25%	N=67
$2,500 or more per month	23%	N=61
Total	100%	N=269

Table 63: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	75%	N=209
Yes	25%	N=71
Total	100%	N=279

Table 64: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	62%	N=175
Yes	38%	N=106
Total	100%	N=280

Table 65: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	12%	N=31
$25,000 to $49,999	12%	N=31
$50,000 to $99,999	27%	N=71
$100,000 to $149,999	18%	N=47
$150,000 or more	30%	N=79
Total	100%	N=259

Table 66: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=263
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=11
Total	100%	N=273

Table 67: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=2
Asian, Asian Indian or Pacific Islander	5%	N=15
Black or African American	2%	N=6
White	91%	N=249
Other	3%	N=9

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

Table 68: Question D15

In which category is your age?	Percent	Number
18 to 24 years	6%	N=17
25 to 34 years	13%	N=37
35 to 44 years	13%	N=36
45 to 54 years	21%	N=60
55 to 64 years	11%	N=31
65 to 74 years	18%	N=51
75 years or older	17%	N=47
Total	100%	N=278

Table 69: Question D16

What is your sex?	Percent	Number
Female	52%	N=142
Male	48%	N=132
Total	100%	N=274

Table 70: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=179
Land line	15%	N=42
Both	20%	N=57
Total	100%	N=278

Appendix B: Benchmark Comparisons

Comparison Data

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

Interpreting the Results

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

In that final column, Scottsdale's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Scottsdale residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

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

National Benchmark Comparisons

Table 71: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Scottsdale	96%	15	439	Higher
Overall image or reputation of Scottsdale	89%	43	328	Higher
Scottsdale as a place to live	98%	32	375	Higher
Your neighborhood as a place to live	93%	18	295	Higher
Scottsdale as a place to raise children	89%	117	362	Similar
Scottsdale as a place to retire	92%	2	336	Much higher
Overall appearance of Scottsdale	93%	27	337	Higher

Table 72: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Scottsdale	92%	79	286	Similar
	In your neighborhood during the day	97%	66	338	Similar
	In Scottsdale's downtown/commercial area during the day	94%	124	290	Similar
Mobility	Overall ease of getting to the places you usually have to visit	76%	83	201	Similar
	Availability of paths and walking trails	84%	39	293	Higher
	Ease of walking in Scottsdale	78%	78	274	Similar
	Ease of travel by bicycle in Scottsdale	65%	83	279	Similar
	Ease of travel by public transportation in Scottsdale	39%	102	171	Similar
	Ease of travel by car in Scottsdale	70%	102	284	Similar
	Ease of public parking	65%	47	165	Similar
	Traffic flow on major streets	55%	125	333	Similar
Natural Environment	Quality of overall natural environment in Scottsdale	88%	49	259	Similar
	Cleanliness of Scottsdale	92%	44	261	Higher
	Air quality	69%	169	236	Similar
Built Environment	Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	81%	17	191	Higher
	Overall quality of new development in Scottsdale	71%	31	266	Higher
	Availability of affordable quality housing	45%	121	287	Similar
	Variety of housing options	72%	48	260	Higher
	Public places where people want to spend time	88%	15	184	Higher
Economy	Overall economic health of Scottsdale	85%	36	196	Higher
	Vibrant downtown/commercial area	86%	10	179	Much higher
	Overall quality of business and service establishments in Scottsdale	88%	10	256	Higher
	Cost of living in Scottsdale	48%	88	193	Similar
	Shopping opportunities	94%	2	276	Much higher
	Employment opportunities	66%	15	295	Higher
	Scottsdale as a place to visit	95%	9	206	Much higher
	Scottsdale as a place to work	92%	2	336	Much higher
Recreation and Wellness	Health and wellness opportunities in Scottsdale	92%	5	193	Higher
	Availability of affordable quality mental health care	68%	15	167	Higher
	Availability of preventive health services	85%	10	221	Higher
	Availability of affordable quality health care	80%	20	244	Higher
	Availability of affordable quality food	84%	7	221	Higher
	Recreational opportunities	89%	17	288	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	90%	12	183	Higher
Education and Enrichment	Overall opportunities for education and enrichment	86%	48	193	Higher
	Opportunities to participate in religious or spiritual events and activities	90%	15	188	Similar
	Opportunities to attend cultural/arts/music activities	85%	18	275	Higher
	Adult educational opportunities	77%	37	172	Similar
	K-12 education	81%	97	249	Similar
	Availability of affordable quality child care/preschool	65%	61	237	Similar
Community Engagement	Opportunities to participate in social events and activities	76%	44	243	Similar
	Neighborliness of Scottsdale	57%	113	186	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	58%	194	272	Similar
	Opportunities to participate in community matters	66%	108	257	Similar
	Opportunities to volunteer	77%	85	248	Similar

Table 73: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Scottsdale	89%	42	417	Higher
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	90%	34	351	Higher
Value of services for the taxes paid to Scottsdale	71%	37	382	Higher
Overall direction that Scottsdale is taking	70%	90	299	Similar
Job Scottsdale government does at welcoming citizen involvement	61%	91	298	Similar
Overall confidence in Scottsdale government	63%	46	193	Similar
Generally acting in the best interest of the community	64%	55	192	Similar
Being honest	59%	88	185	Similar
Treating all residents fairly	63%	73	190	Similar
Services provided by the Federal Government	40%	115	234	Similar

Table 74: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	91%	51	435	Higher
	Fire services	98%	23	359	Similar
	Ambulance or emergency medical services	98%	63	331	Similar
	Crime prevention	85%	57	336	Higher
	Fire prevention and education	87%	59	267	Similar
	Animal control	80%	23	324	Higher
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	56	266	Similar
Mobility	Traffic enforcement	73%	106	350	Similar
	Street repair	69%	51	398	Higher
	Street cleaning	85%	19	304	Higher
	Street lighting	77%	15	300	Higher
	Sidewalk maintenance	80%	4	310	Higher
	Traffic signal timing	62%	30	243	Similar
	Bus or transit services	64%	65	205	Similar
Natural Environment	Garbage collection	95%	11	341	Higher
	Recycling	87%	56	345	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	76%	86	254	Similar
	Drinking water	56%	264	320	Lower
	Preservation of natural areas such as open space, farmlands and greenbelts	77%	20	242	Higher
	Scottsdale McDowell Sonoran Preserve	89%	4	177	Much higher
	Storm drainage	69%	83	341	Similar
	Sewer services	83%	72	314	Similar
	Utility billing	70%	50	172	Similar
	Land use, planning and zoning	61%	61	288	Similar
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	68%	30	357	Higher
	Cable television	58%	63	184	Similar
Economy	Economic development	79%	18	270	Higher
	City parks	90%	46	318	Similar
Recreation and Wellness	Recreation programs or classes	89%	30	323	Higher
	Recreation centers or facilities	87%	35	270	Higher
Education and Enrichment	City-sponsored special events	80%	51	212	Similar
	Public library services	95%	35	330	Higher
Community Engagement	Public information services	80%	26	272	Higher

Table 75: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	62%	165	292	Similar
Recommend living in Scottsdale to someone who asks	94%	55	266	Similar
Remain in Scottsdale for the next five years	94%	9	259	Higher
Contacted Scottsdale (in-person, phone, email or web) for help or information	54%	52	294	Similar

Table 76: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	26%	135	169	Lower
	Did NOT report a crime to the police	85%	46	189	Similar
Safety	Household member was NOT a victim of a crime	86%	184	258	Similar
	Used bus or other public transportation instead of driving	13%	104	155	Lower
	Carpooled with other adults or children instead of driving alone	50%	38	178	Similar
Mobility	Walked or biked instead of driving	59%	75	184	Similar
	Made efforts to conserve water	83%	73	174	Similar
Natural Environment	Made efforts to make your home more energy efficient	78%	66	174	Similar
	Recycle at home	94%	74	242	Similar
	Did NOT observe a code violation or other hazard in Scottsdale	67%	28	180	Higher
Built Environment	NOT experiencing housing costs stress	71%	95	238	Similar
	Purchase goods or services from a business located in Scottsdale	97%	99	182	Similar
	Economy will have positive impact on income	38%	23	240	Higher
Economy	Work inside boundaries of Scottsdale	36%	98	182	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness				
Used Scottsdale recreation centers or their services	63%	48	225	Similar
Visited a neighborhood park or City park	86%	106	256	Similar
Eat at least 5 portions of fruits and vegetables a day	87%	37	176	Similar
Participate in moderate or vigorous physical activity	89%	38	180	Similar
In very good to excellent health	78%	21	179	Similar
Education and Enrichment				
Used Scottsdale public libraries or their services	62%	130	225	Similar
Participated in religious or spiritual activities in Scottsdale	44%	111	188	Similar
Attended City-sponsored event	46%	129	184	Similar
Community Engagement				
Campaigned or advocated for an issue, cause or candidate	29%	30	168	Similar
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	19%	59	182	Similar
Volunteered your time to some group/activity in Scottsdale	36%	149	246	Similar
Participated in a club	30%	80	224	Similar
Talked to or visited with your immediate neighbors	93%	60	179	Similar
Done a favor for a neighbor	82%	92	173	Similar
Attended a local public meeting	17%	178	248	Similar
Watched (online or on television) a local public meeting	21%	131	212	Similar
Read or watch local news (via television, paper, computer, etc.)	86%	98	183	Similar
Vote in local elections	89%	30	240	Similar

Communities included in national comparisons

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

2010 total population

Airway Heights city, WA 6,114
Albany city, OR 50,158
Albemarle County, VA.. 98,970
Albert Lea city, MN... 18,016
Alexandria city, VA...139,966
Algonquin village, IL.. 30,046
Aliso Viejo city, CA 47,823
Altoona city, IA.. 14,541
American Canyon city, CA.. 19,454
Ames city, IA 58,965
Andover CDP, MA.. 8,762
Ankeny city, IA 45,582
Ann Arbor city, MI..113,934
Annapolis city, MD 38,394
Apache Junction city, AZ... 35,840
Apple Valley town, CA 69,135
Arapahoe County, CO...572,003
Arkansas City city, AR.. 366
Arlington County, VA...207,627
Arvada city, CO..106,433
Asheville city, NC 83,393
Ashland city, OR 20,078
Ashland town, MA.. 16,593

Ashland town, VA.. 7,225
Aspen city, CO 6,658
Athens-Clarke County unified government 115,452
Auburn city, AL 53,380
Auburn city, WA.. 70,180
Augusta CCD, GA 134,777
Aurora city, CO 325,078
Austin city, TX 790,390
Avon town, CO 6,447
Avondale city, AZ 76,238
Azusa city, CA.. 46,361
Bainbridge Island city, WA...................................... 23,025
Baltimore city, MD..620,961
Bartonville town, TX... 1,469
Battle Creek city, MI... 52,347
Bay City city, MI.. 34,932
Baytown city, TX.. 71,802
Bedford city, TX... 46,979
Bedford town, MA 13,320
Bellevue city, WA...122,363
Bellingham city, WA 80,885
Beltrami County, MN 44,442
Benbrook city, TX... 21,234
Bend city, OR.. 76,639

Bettendorf city, IA	33,217
Billings city, MT	104,170
Blaine city, MN	57,186
Bloomfield Hills city, MI	3,869
Bloomington city, MN	82,893
Blue Springs city, MO	52,575
Boise City city, ID	205,671
Boone County, KY	118,811
Boulder city, CO	97,385
Bowling Green city, KY	58,067
Bozeman city, MT	37,280
Brentwood city, MO	8,055
Brentwood city, TN	37,060
Brighton city, CO	33,352
Brighton city, MI	7,444
Bristol city, TN	26,702
Broken Arrow city, OK	98,850
Brookfield city, WI	37,920
Brookline CDP, MA	58,732
Broomfield city, CO	55,889
Brownsburg town, IN	21,285
Burien city, WA	33,313
Burleson city, TX	36,690
Cabarrus County, NC	178,011
Cambridge city, MA	105,162
Cannon Beach city, OR	1,690
Cañon City city, CO	16,400
Canton city, SD	3,057
Cape Coral city, FL	154,305
Cape Girardeau city, MO	37,941
Carlisle borough, PA	18,682
Carlsbad city, CA	105,328
Carroll city, IA	10,103
Cartersville city, GA	19,731
Cary town, NC	135,234
Casper city, WY	55,316
Castine town, ME	1,366
Castle Pines North city, CO	10,360
Castle Rock town, CO	48,231
Cedar Hill city, TX	45,028
Cedar Rapids city, IA	126,326
Celina city, TX	6,028
Centennial city, CO	100,377
Chambersburg borough, PA	20,268
Chandler city, AZ	236,123
Chandler city, TX	2,734
Chanhassen city, MN	22,952
Chapel Hill town, NC	57,233
Charles County, MD	146,551
Charlotte city, NC	731,424
Charlotte County, FL	159,978
Charlottesville city, VA	43,475
Chattanooga city, TN	167,674
Chesterfield County, VA	316,236
Chippewa Falls city, WI	13,661
Citrus Heights city, CA	83,301
Clackamas County, OR	375,992
Clarendon Hills village, IL	8,427
Clayton city, MO	15,939
Clearwater city, FL	107,685
Cleveland Heights city, OH	46,121
Clinton city, SC	8,490
Clive city, IA	15,447
Clovis city, CA	95,631
College Park city, MD	30,413
College Station city, TX	93,857
Colleyville city, TX	22,807
Collinsville city, IL	25,579
Columbia city, SC	129,272
Columbia Falls city, MT	4,688
Columbus city, WI	4,991
Commerce City city, CO	45,913
Concord city, CA	122,067
Concord town, MA	17,668
Coon Rapids city, MN	61,476
Copperas Cove city, TX	32,032
Coronado city, CA	18,912
Corvallis city, OR	54,462
Cottonwood Heights city, UT	33,433
Creve Coeur city, MO	17,833
Cross Roads town, TX	1,563
Dacono city, CO	4,152
Dade City city, FL	6,437
Dakota County, MN	398,552
Dallas city, OR	14,583
Dallas city, TX	1,197,816
Danville city, KY	16,218
Dardenne Prairie city, MO	11,494
Davenport city, IA	99,685
Davidson town, NC	10,944
Dayton city, OH	141,527
Decatur city, GA	19,335
Del Mar city, CA	4,161
DeLand city, FL	27,031
Delaware city, OH	34,753
Delray Beach city, FL	60,522
Denison city, TX	22,682
Denton city, TX	113,383
Denver city, CO	600,158
Derby city, KS	22,158
Des Moines city, IA	203,433
Des Peres city, MO	8,373
Destin city, FL	12,305
Dothan city, AL	65,496
Douglas County, CO	285,465
Dover city, NH	29,987
Dublin city, CA	46,036
Dublin city, OH	41,751
Duluth city, MN	86,265
Duncanville city, TX	38,524
Durham city, NC	228,330
Durham County, NC	267,587
Eagan city, MN	64,206
Eagle Mountain city, UT	21,415
Eagle town, CO	6,508
East Baton Rouge Parish, LA	440,171
East Grand Forks city, MN	8,601
East Lansing city, MI	48,579
Eau Claire city, WI	65,883
Eden Prairie city, MN	60,797
Edgerton city, KS	1,671
Edgewater city, CO	5,170
Edina city, MN	47,941
Edmond city, OK	81,405
Edmonds city, WA	39,709
El Cerrito city, CA	23,549
El Dorado County, CA	181,058
El Paso city, TX	649,121
Elk Grove city, CA	153,015
Elk River city, MN	22,974
Elko New Market city, MN	4,110
Elmhurst city, IL	44,121
Encinitas city, CA	59,518
Englewood city, CO	30,255
Erie town, CO	18,135
Escambia County, FL	297,619
Estes Park town, CO	5,858
Fairview town, TX	7,248
Farmersville city, TX	3,301
Farmington Hills city, MI	79,740

Fayetteville city, NC	200,564	Hyattsville city, MD	17,557
Fishers town, IN	76,794	Independence city, MO	116,830
Flower Mound town, TX	64,669	Indian Trail town, NC	33,518
Forest Grove city, OR	21,083	Indianola city, IA	14,782
Fort Collins city, CO	143,986	Iowa City city, IA	67,862
Fort Lauderdale city, FL	165,521	Irving city, TX	216,290
Fort Smith city, AR	86,209	Issaquah city, WA	30,434
Fort Worth city, TX	741,206	Jackson County, MI	160,248
Fountain Hills town, AZ	22,489	James City County, VA	67,009
Franklin city, TN	62,487	Jefferson County, NY	116,229
Fredericksburg city, VA	24,286	Jefferson Parish, LA	432,552
Fremont city, CA	214,089	Johnson City city, TN	63,152
Friendswood city, TX	35,805	Johnston city, IA	17,278
Fruita city, CO	12,646	Jupiter town, FL	55,156
Gahanna city, OH	33,248	Kansas City city, KS	145,786
Gaithersburg city, MD	59,933	Kansas City city, MO	459,787
Galveston city, TX	47,743	Keizer city, OR	36,478
Gardner city, KS	19,123	Kenmore city, WA	20,460
Geneva city, NY	13,261	Kennedale city, TX	6,763
Georgetown city, TX	47,400	Kennett Square borough, PA	6,072
Germantown city, TN	38,844	Kent city, WA	92,411
Gilbert town, AZ	208,453	Kerrville city, TX	22,347
Gillette city, WY	29,087	Kettering city, OH	56,163
Glendora city, CA	50,073	Key West city, FL	24,649
Glenview village, IL	44,692	King City city, CA	12,874
Globe city, AZ	7,532	King County, WA	1,931,249
Golden city, CO	18,867	Kirkland city, WA	48,787
Golden Valley city, MN	20,371	Kirkwood city, MO	27,540
Goodyear city, AZ	65,275	Knoxville city, IA	7,313
Grafton village, WI	11,459	La Mesa city, CA	57,065
Grand Blanc city, MI	8,276	La Plata town, MD	8,753
Grand Island city, NE	48,520	La Porte city, TX	33,800
Grants Pass city, OR	34,533	La Vista city, NE	15,758
Grass Valley city, CA	12,860	Lafayette city, CO	24,453
Greenville city, NC	84,554	Laguna Beach city, CA	22,723
Greenwich town, CT	61,171	Laguna Hills city, CA	30,344
Greenwood Village city, CO	13,925	Laguna Niguel city, CA	62,979
Greer city, SC	25,515	Lake Forest city, IL	19,375
Guilford County, NC	488,406	Lake Oswego city, OR	36,619
Gunnison County, CO	15,324	Lake Stevens city, WA	28,069
Hailey city, ID	7,960	Lake Worth city, FL	34,910
Haines Borough, AK	2,508	Lake Zurich village, IL	19,631
Hallandale Beach city, FL	37,113	Lakeville city, MN	55,954
Hamilton city, OH	62,477	Lakewood city, CO	142,980
Hanover County, VA	99,863	Lakewood city, WA	58,163
Harrisburg city, SD	4,089	Lane County, OR	351,715
Harrisonburg city, VA	48,914	Lansing city, MI	114,297
Harrisonville city, MO	10,019	Laramie city, WY	30,816
Hayward city, CA	144,186	Larimer County, CO	299,630
Henderson city, NV	257,729	Las Vegas city, NV	583,756
Herndon town, VA	23,292	Lawrence city, KS	87,643
High Point city, NC	104,371	Lee's Summit city, MO	91,364
Highland Park city, IL	29,763	Lehi city, UT	47,407
Highlands Ranch CDP, CO	96,713	Lenexa city, KS	48,190
Holland city, MI	33,051	Lewis County, NY	27,087
Honolulu County, HI	953,207	Lewiston city, ID	31,894
Hooksett town, NH	13,451	Lewisville city, TX	95,290
Hopkins city, MN	17,591	Libertyville village, IL	20,315
Hopkinton town, MA	14,925	Lincoln city, NE	258,379
Hoquiam city, WA	8,726	Lindsborg city, KS	3,458
Horry County, SC	269,291	Little Chute village, WI	10,449
Howard village, WI	17,399	Littleton city, CO	41,737
Hudson city, OH	22,262	Livermore city, CA	80,968
Hudson town, CO	2,356	Lombard village, IL	43,165
Hudsonville city, MI	7,116	Lone Tree city, CO	10,218
Huntersville town, NC	46,773	Long Grove village, IL	8,043
Huntley village, IL	24,291	Longmont city, CO	86,270
Hurst city, TX	37,337	Longview city, TX	80,455
Hutchinson city, MN	14,178	Lonsdale city, MN	3,674
Hutto city, TX	14,698	Los Alamos County, NM	17,950

Los Altos Hills town, CA	7,922
Louisville city, CO	18,376
Lower Merion township, PA	57,825
Lynchburg city, VA	75,568
Lynnwood city, WA	35,836
Macomb County, MI	840,978
Manhattan Beach city, CA	35,135
Manhattan city, KS	52,281
Mankato city, MN	39,309
Maple Grove city, MN	61,567
Maricopa County, AZ	3,817,117
Marshfield city, WI	19,118
Martinez city, CA	35,824
Marysville city, WA	60,020
Matthews town, NC	27,198
McAllen city, TX	129,877
McDonough city, GA	22,084
McKinney city, TX	131,117
McMinnville city, OR	32,187
Menlo Park city, CA	32,026
Mercer Island city, WA	22,699
Meridian charter township, MI	39,688
Meridian city, ID	75,092
Merriam city, KS	11,003
Mesa city, AZ	439,041
Mesa County, CO	146,723
Miami Beach city, FL	87,779
Miami city, FL	399,457
Middleton city, WI	17,442
Midland city, MI	41,863
Milford city, DE	9,559
Milton city, GA	32,661
Minneapolis city, MN	382,578
Mission Viejo city, CA	93,305
Modesto city, CA	201,165
Monterey city, CA	27,810
Montgomery County, VA	94,392
Monticello city, UT	1,972
Monument town, CO	5,530
Mooresville town, NC	32,711
Moraga town, CA	16,016
Morristown city, TN	29,137
Morrisville town, NC	18,576
Morro Bay city, CA	10,234
Mountain Village town, CO	1,320
Mountlake Terrace city, WA	19,909
Murphy city, TX	17,708
Naperville city, IL	141,853
Napoleon city, OH	8,749
Needham CDP, MA	28,886
New Braunfels city, TX	57,740
New Brighton city, MN	21,456
New Hanover County, NC	202,667
New Orleans city, LA	343,829
New Smyrna Beach city, FL	22,464
New Ulm city, MN	13,522
Newberg city, OR	22,068
Newport city, RI	24,672
Newport News city, VA	180,719
Newton city, IA	15,254
Noblesville city, IN	51,969
Nogales city, AZ	20,837
Norcross city, GA	9,116
Norfolk city, VA	242,803
North Port city, FL	57,357
North Richland Hills city, TX	63,343
Northglenn city, CO	35,789
Novato city, CA	51,904
Novi city, MI	55,224
O'Fallon city, IL	28,281
O'Fallon city, MO	79,329
Oak Park village, IL	51,878
Oakland city, CA	390,724
Oakley city, CA	35,432
Ogdensburg city, NY	11,128
Oklahoma City city, OK	579,999
Olathe city, KS	125,872
Old Town city, ME	7,840
Olmsted County, MN	144,248
Olympia city, WA	46,478
Orland Park village, IL	56,767
Oshkosh city, WI	66,083
Oshtemo charter township, MI	21,705
Otsego County, MI	24,164
Oviedo city, FL	33,342
Paducah city, KY	25,024
Palm Beach Gardens city, FL	48,452
Palm Coast city, FL	75,180
Palo Alto city, CA	64,403
Papillion city, NE	18,894
Paradise Valley town, AZ	12,820
Park City city, UT	7,558
Parker town, CO	45,297
Parkland city, FL	23,962
Pasadena city, CA	137,122
Pasco city, WA	59,781
Pasco County, FL	464,697
Payette city, ID	7,433
Pearland city, TX	91,252
Peoria city, AZ	154,065
Peoria city, IL	115,007
Peoria County, IL	186,494
Pflugerville city, TX	46,936
Phoenix city, AZ	1,445,632
Pinehurst village, NC	13,124
Piqua city, OH	20,522
Pitkin County, CO	17,148
Plano city, TX	259,841
Platte City city, MO	4,691
Plymouth city, MN	70,576
Pocatello city, ID	54,255
Polk County, IA	430,640
Pompano Beach city, FL	99,845
Port Orange city, FL	56,048
Portland city, OR	583,776
Post Falls city, ID	27,574
Powell city, OH	11,500
Prince William County, VA	402,002
Prior Lake city, MN	22,796
Pueblo city, CO	106,595
Purcellville town, VA	7,727
Queen Creek town, AZ	26,361
Radnor township, PA	31,531
Ramsey city, MN	23,668
Raymond town, ME	4,436
Raymore city, MO	19,206
Redmond city, OR	26,215
Redmond city, WA	54,144
Rehoboth Beach city, DE	1,327
Reno city, NV	225,221
Reston CDP, VA	58,404
Richmond city, CA	103,701
Richmond Heights city, MO	8,603
Rifle city, CO	9,172
Rio Rancho city, NM	87,521
River Falls city, WI	15,000
Riverside city, CA	303,871
Riverside city, MO	2,937
Roanoke County, VA	92,376
Rochester Hills city, MI	70,995

Rock Hill city, SC	66,154
Rockville city, MD	61,209
Roeland Park city, KS	6,731
Rogers city, MN	8,597
Rohnert Park city, CA	40,971
Rolla city, MO	19,559
Roselle village, IL	22,763
Rosemount city, MN	21,874
Rosenberg city, TX	30,618
Roseville city, MN	33,660
Round Rock city, TX	99,887
Royal Oak city, MI	57,236
Saco city, ME	18,482
Sahuarita town, AZ	25,259
Salida city, CO	5,236
Sammamish city, WA	45,780
San Anselmo town, CA	12,336
San Antonio city, TX	1,327,407
San Carlos city, CA	28,406
San Diego city, CA	1,307,402
San Francisco city, CA	805,235
San Jose city, CA	945,942
San Juan County, NM	130,044
San Marcos city, CA	83,781
San Marcos city, TX	44,894
San Rafael city, CA	57,713
Sanford city, FL	53,570
Sangamon County, IL	197,465
Santa Clarita city, CA	176,320
Santa Fe County, NM	144,170
Santa Monica city, CA	89,736
Sarasota County, FL	379,448
Savage city, MN	26,911
Schaumburg village, IL	74,227
Scott County, MN	129,928
Scottsdale city, AZ	217,385
Seaside city, CA	33,025
Sevierville city, TN	14,807
Shakopee city, MN	37,076
Shawnee city, KS	62,209
Shawnee city, OK	29,857
Sheboygan city, WI	49,288
Sherborn town, MA	4,119
Shoreview city, MN	25,043
Shorewood city, MN	7,307
Shorewood village, IL	15,615
Shorewood village, WI	13,162
Sierra Vista city, AZ	43,888
Sioux Center city, IA	7,048
Sioux Falls city, SD	153,888
Skokie village, IL	64,784
Snellville city, GA	18,242
South Lake Tahoe city, CA	21,403
Southborough town, MA	9,767
Southlake city, TX	26,575
Spokane Valley city, WA	89,755
Spring Hill city, KS	5,437
Springboro city, OH	17,409
Springfield city, MO	159,498
Springville city, UT	29,466
St. Augustine city, FL	12,975
St. Charles city, IL	32,974
St. Cloud city, FL	35,183
St. Cloud city, MN	65,842
St. Joseph city, MO	76,780
St. Louis County, MN	200,226
St. Louis Park city, MN	45,250
Stallings town, NC	13,831
State College borough, PA	42,034
Steamboat Springs city, CO	12,088
Sterling Heights city, MI	129,699
Sugar Grove village, IL	8,997
Sugar Land city, TX	78,817
Suisun City city, CA	28,111
Summit city, NJ	21,457
Summit County, UT	36,324
Summit village, IL	11,054
Sunnyvale city, CA	140,081
Surprise city, AZ	117,517
Suwanee city, GA	15,355
Tacoma city, WA	198,397
Takoma Park city, MD	16,715
Tamarac city, FL	60,427
Temecula city, CA	100,097
Tempe city, AZ	161,719
Texarkana city, TX	36,411
The Woodlands CDP, TX	93,847
Thornton city, CO	118,772
Thousand Oaks city, CA	126,683
Tigard city, OR	48,035
Tracy city, CA	82,922
Trinidad CCD, CO	12,017
Tualatin city, OR	26,054
Tulsa city, OK	391,906
Twin Falls city, ID	44,125
Tyler city, TX	96,900
Umatilla city, OR	6,906
University Park city, TX	23,068
Upper Arlington city, OH	33,771
Urbandale city, IA	39,463
Vail town, CO	5,305
Vancouver city, WA	161,791
Ventura CCD, CA	111,889
Vernon Hills village, IL	25,113
Vestavia Hills city, AL	34,033
Victoria city, MN	7,345
Vienna town, VA	15,687
Virginia Beach city, VA	437,994
Wake Forest town, NC	30,117
Walnut Creek city, CA	64,173
Washington County, MN	238,136
Washington town, NH	1,123
Washoe County, NV	421,407
Washougal city, WA	14,095
Watauga city, TX	23,497
Wauwatosa city, WI	46,396
Waverly city, IA	9,874
Weddington town, NC	9,459
Wentzville city, MO	29,070
West Carrollton city, OH	13,143
West Chester borough, PA	18,461
West Des Moines city, IA	56,609
Western Springs village, IL	12,975
Westerville city, OH	36,120
Westlake town, TX	992
Westminster city, CO	106,114
Weston town, MA	11,261
White House city, TN	10,255
Wichita city, KS	382,368
Williamsburg city, VA	14,068
Willowbrook village, IL	8,540
Wilmington city, NC	106,476
Wilsonville city, OR	19,509
Winchester city, VA	26,203
Windsor town, CO	18,644
Windsor town, CT	29,044
Winnetka village, IL	12,187
Winston-Salem city, NC	229,617
Winter Garden city, FL	34,568
Woodbury city, MN	61,961

Woodland city, CA.. 55,468
Wrentham town, MA 10,955
Wyandotte County, KS 157,505
Yakima city, WA.. 91,067

York County, VA.. 65,464
Yorktown town, IN.. 9,405
Yountville city, CA 2,933

Appendix C: Detailed Survey Methods

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

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

Survey Validity

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

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

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

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

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

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

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

Survey Sampling

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

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

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

Figure 1: Location of Survey Recipients
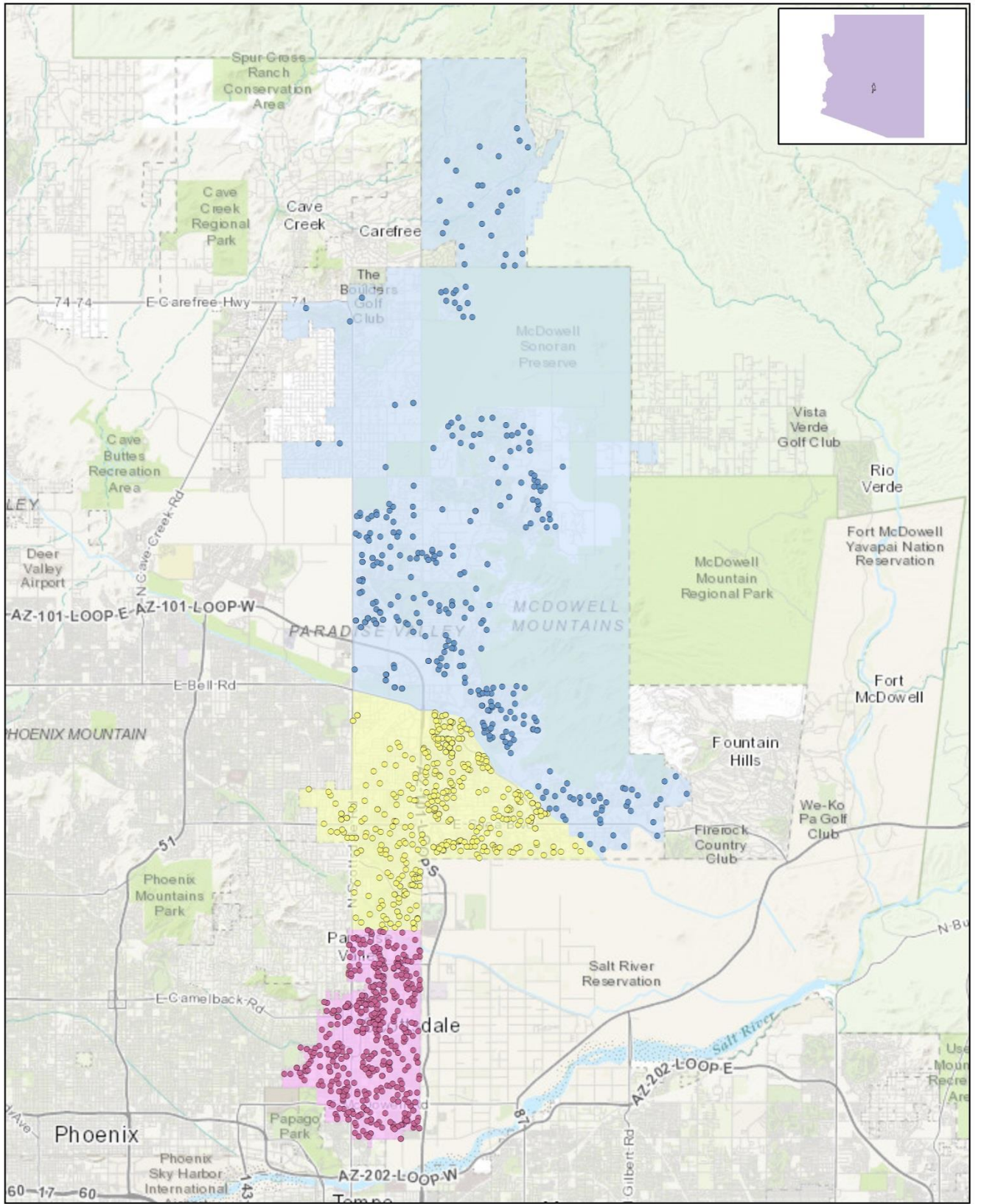
Survey Recipients in Scottsdale, AZ

- In Area 1
- In Area 3
- In Area 2

Area 1: S of Indian Bend Rd

Area 2: N of Indian Bend Rd & S or W of CAP Canal

Area 3: N or E of CAP Canal

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on November 22, 2016. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could also opt to take the survey online if they preferred. Completed surveys were collected over the following seven weeks.

About 10% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,354 households that received the survey, 283 completed the survey, providing an overall response rate of 21%. Of the 283 completed surveys, 27 were completed online. Additionally, responses were tracked by geographic subarea; response rates by area ranged from 19% to 24%.

Table 77: Survey Response Rates by Geographic Subarea

	Number mailed	Undeliverable	Eligible	Returned	Response rate
S. of Indian Bend Rd.	559	61	498	98	20%
N. of Indian Bend & S or W of CAP Canal	522	56	467	90	19%
N or E of CAP Canal	419	29	391	95	24%
Overall	1,500	146	1,356	283	21%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[1]

The margin of error for the City of Scottsdale survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (283 completed surveys).

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

Survey Processing (Data Entry)

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

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

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Scottsdale. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race and ethnicity and sex and age. The results of the weighting scheme are presented in the following table.

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

Table 78: Scottsdale, AZ 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	32%	14%	29%
Own home	68%	86%	71%
Detached unit	59%	62%	59%
Attached unit	41%	38%	41%
Race and Ethnicity			
White	91%	91%	89%
Not white	9%	9%	11%
Not Hispanic	93%	96%	96%
Hispanic	7%	4%	4%
Sex and Age			
Female	52%	53%	52%
Male	48%	47%	48%
18-34 years of age	23%	5%	19%
35-54 years of age	35%	22%	34%
55+ years of age	42%	73%	46%
Females 18-34	11%	2%	9%
Females 35-54	18%	11%	18%
Females 55+	23%	39%	24%
Males 18-34	12%	3%	11%
Males 35-54	17%	11%	17%
Males 55+	19%	34%	21%
Area			
South of Indian Bend Rd	36%	35%	39%
North of Indian Bend Rd & S or W of CAP Canal	35%	32%	34%
North or East of CAP Canal	29%	34%	27%

Survey Data Analysis and Reporting

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

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Scottsdale Resident,

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

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

Thank you for helping create a better City!

Sincerely,

W. J. "Jim" Lane
Mayor

City of Scottsdale

3939 N. Drinkwater Blvd.

Scottsdale, AZ 85251

City of Scottsdale

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Scottsdale, AZ 85251

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City of Scottsdale

3939 N. Drinkwater Blvd.

Scottsdale, AZ 85251

W.J. "Jim" Lane, Mayor

3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251

PHONE 480-312-2433
FAX 480-312-2738
WEB www.ScottsdaleAZ.gov

December 2016

Dear City of Scottsdale Resident:

Please help us shape the future of Scottsdale! You have been selected at random to participate in the 2016 Scottsdale Citizen Survey.

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

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

   www.n-r-c.com/survey/scottsdale.htm

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

Thank you for your time and participation!

Sincerely,

W.J. "Jim" Lane
Mayor

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

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

W.J. "Jim" Lane, Mayor

3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251

PHONE 480-312-2433
FAX 480-312-2738
WEB www.ScottsdaleAZ.gov

December 2016

Dear City of Scottsdale Resident:

Here's a second chance if you haven't already responded to the 2016 Scottsdale Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Scottsdale! You have been selected at random to participate in the 2016 Scottsdale Citizen Survey.

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

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

  www.n-r-c.com/survey/scottsdaleaz.htm

If you have any questions about the survey, please call my office at 480-312-2800. After completing the survey, you are welcome to contact us with any suggestions for improvement by phone or by emailing us at feedback@ScottsdaleAZ.gov.

Thank you for your time and participation!

Sincerely,

W.J. "Jim" Lane
Mayor

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

The City of Scottsdale 2016 Citizen Survey

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

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

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

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

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

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

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

4. Please rate how safe or unsafe you feel:

	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 Scottsdale's downtown/commercial area during the day	1	2	3	4	5	6

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

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

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

	Excellent	Good	Fair	Poor	Don't know
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Scottsdale	1	2	3	4	5
Overall quality of business and service establishments in Scottsdale	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Scottsdale	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Scottsdale	1	2	3	4	5

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	Major source	Minor source	Not at all a source
Utility bill	1	2	3
Parks and Recreation brochure	1	2	3
City website	1	2	3
Email subscription or newsletter	1	2	3
City Cable Channel 11 or Scottsdale Video Network	1	2	3
Local newspapers	1	2	3
Facebook	1	2	3
Twitter	1	2	3
Next Door	1	2	3
Word of mouth	1	2	3

17. Which method does your household currently use to receive its City of Scottsdale utility bill?
- ○ Paperless billing, utility bill is received and paid electronically (go to question D1 on following page)
- ○ Paper bill, utility bill is mailed to my home (go to question 18)
- ○ Not applicable/don't know (go to question D1)

18. If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements:

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
I prefer a paper bill	1	2	3	4
I don't have access to a computer	1	2	3	4
I don't trust electronic payments	1	2	3	4
I don't know how to establish electronic payment on my account	1	2	3	4
I've tried to establish electronic payment on my account but the website/process was too complicated	1	2	3	4
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services.	1	2	3	4

The City of Scottsdale 2016 Citizen Survey

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

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

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

D2. Would you say that in general your health is:
❍ Excellent   ❍ Very good   ❍ Good   ❍ Fair   ❍ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
❍ Very positive   ❍ Somewhat positive   ❍ Neutral   ❍ Somewhat negative   ❍ Very negative

D4. What is your employment status?
❍ Working full time for pay
❍ Working part time for pay
❍ Unemployed, looking for paid work
❍ Unemployed, not looking for paid work
❍ Fully retired

D5. Do you work inside the boundaries of Scottsdale?
❍ Yes, outside the home
❍ Yes, from home
❍ No

D6. How many years have you lived in Scottsdale?
❍ Less than 2 years   ❍ 11-20 years
❍ 2-5 years   ❍ More than 20 years
❍ 6-10 years

D7. Which best describes the building you live in?
❍ One family house detached from any other houses
❍ Building with two or more homes (duplex, townhome, apartment or condominium)
❍ Mobile home
❍ Other

D8. Is this house, apartment or mobile home…
❍ Rented
❍ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
❍ Less than $300 per month
❍ $300 to $599 per month
❍ $600 to $999 per month
❍ $1,000 to $1,499 per month
❍ $1,500 to $2,499 per month
❍ $2,500 or more per month

D10. Do any children 17 or under live in your household?
❍ No   ❍ Yes

D11. Are you or any other members of your household aged 65 or older?
❍ No   ❍ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
❍ Less than $25,000
❍ $25,000 to $49,999
❍ $50,000 to $99,999
❍ $100,000 to $149,999
❍ $150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?
❍ No, not Spanish, Hispanic or Latino
❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
❍ American Indian or Alaskan Native
❍ Asian, Asian Indian or Pacific Islander
❍ Black or African American
❍ White
❍ Other

D15. In which category is your age?
❍ 18-24 years   ❍ 55-64 years
❍ 25-34 years   ❍ 65-74 years
❍ 35-44 years   ❍ 75 years or older
❍ 45-54 years

D16. What is your sex?
❍ Female   ❍ Male

D17. Do you consider a cell phone or land line your primary telephone number?
❍ Cell   ❍ Land line   ❍ Both

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

CITY OF
SCOTTSDALE

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

Scottsdale, AZ

Supplemental Online Survey Results

2017

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

About this Report

As part of its participation in The National Citizen Survey™, the City of Scottsdale conducted a mailed survey of 1,500 residents. Surveys were mailed to randomly selected households in November 2016 and data were collected through January 9, 2017. After the official data collection period was over and the data were reported (see the report, *The National Citizen Survey: Community Livability Report, Scottsdale, AZ, 2016*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during January 2017 and 292 surveys were received.

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

Complete Survey Responses

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

Responses excluding "don't know"

Table 1: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Scottsdale as a place to live	54%	N=159	37%	N=108	8%	N=23	1%	N=2	100%	N=292
Your neighborhood as a place to live	59%	N=173	32%	N=92	8%	N=22	2%	N=5	100%	N=292
Scottsdale as a place to raise children	40%	N=92	43%	N=98	14%	N=32	3%	N=8	100%	N=230
Scottsdale as a place to work	41%	N=94	45%	N=105	13%	N=29	1%	N=3	100%	N=231
Scottsdale as a place to visit	57%	N=163	35%	N=100	6%	N=16	2%	N=6	100%	N=285
Scottsdale as a place to retire	50%	N=137	33%	N=91	14%	N=38	2%	N=6	100%	N=272
The overall quality of life in Scottsdale	47%	N=135	43%	N=126	8%	N=24	2%	N=5	100%	N=290

Table 2: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Scottsdale	42%	N=116	50%	N=139	6%	N=16	2%	N=6	100%	N=277
Overall ease of getting to the places you usually have to visit	27%	N=76	44%	N=123	19%	N=53	9%	N=26	100%	N=278
Quality of overall natural environment in Scottsdale	43%	N=120	42%	N=115	9%	N=26	5%	N=15	100%	N=276
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	21%	N=59	39%	N=109	26%	N=72	13%	N=37	100%	N=277
Health and wellness opportunities in Scottsdale	44%	N=118	47%	N=125	8%	N=21	1%	N=3	100%	N=267
Overall opportunities for education and enrichment	30%	N=74	49%	N=122	15%	N=36	6%	N=15	100%	N=247
Overall economic health of Scottsdale	25%	N=63	54%	N=137	17%	N=43	4%	N=10	100%	N=253
Sense of community	13%	N=35	40%	N=108	33%	N=91	14%	N=39	100%	N=273
Overall image or reputation of Scottsdale	37%	N=102	45%	N=125	15%	N=41	3%	N=9	100%	N=277

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Scottsdale to someone who asks	58%	N=158	31%	N=83	8%	N=22	3%	N=8	100%	N=271
Remain in Scottsdale for the next five years	68%	N=185	23%	N=63	6%	N=16	4%	N=10	100%	N=274

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	79%	N=216	17%	N=47	2%	N=5	2%	N=5	0%	N=1	100%	N=274
In Scottsdale's downtown/commercial area during the day	62%	N=166	25%	N=67	7%	N=18	4%	N=11	2%	N=4	100%	N=266

Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	7%	N=20	43%	N=117	33%	N=91	16%	N=45	100%	N=273
Ease of public parking	13%	N=35	41%	N=110	31%	N=85	15%	N=41	100%	N=271
Ease of travel by car in Scottsdale	16%	N=44	42%	N=115	32%	N=86	10%	N=28	100%	N=273
Ease of travel by public transportation in Scottsdale	7%	N=12	20%	N=35	31%	N=53	42%	N=73	100%	N=173
Ease of travel by bicycle in Scottsdale	17%	N=36	43%	N=89	28%	N=57	12%	N=24	100%	N=206
Ease of walking in Scottsdale	27%	N=73	44%	N=118	21%	N=55	8%	N=20	100%	N=266
Availability of paths and walking trails	43%	N=109	41%	N=105	13%	N=33	3%	N=8	100%	N=255
Air quality	16%	N=44	56%	N=151	20%	N=54	8%	N=21	100%	N=270
Cleanliness of Scottsdale	44%	N=119	46%	N=125	9%	N=25	1%	N=4	100%	N=273
Overall appearance of Scottsdale	43%	N=119	44%	N=121	11%	N=31	1%	N=4	100%	N=275
Public places where people want to spend time	41%	N=109	46%	N=124	11%	N=30	2%	N=6	100%	N=269
Variety of housing options	23%	N=59	48%	N=126	19%	N=50	10%	N=26	100%	N=261
Availability of affordable quality housing	9%	N=22	31%	N=73	38%	N=92	22%	N=52	100%	N=239
Fitness opportunities (including exercise classes and paths or trails, etc.)	51%	N=136	39%	N=105	10%	N=27	0%	N=1	100%	N=269
Recreational opportunities	51%	N=139	38%	N=104	10%	N=26	1%	N=2	100%	N=271
Availability of affordable quality food	41%	N=113	41%	N=112	14%	N=39	4%	N=10	100%	N=274
Availability of affordable quality health care	38%	N=98	43%	N=111	14%	N=37	5%	N=12	100%	N=258
Availability of preventive health services	35%	N=86	45%	N=111	15%	N=37	4%	N=11	100%	N=245
Availability of affordable quality mental health care	23%	N=27	32%	N=38	28%	N=33	18%	N=22	100%	N=120

Table 6: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	18%	N=18	44%	N=44	26%	N=26	12%	N=12	100%	N=100
K-12 education	20%	N=35	42%	N=73	27%	N=47	10%	N=18	100%	N=173
Adult educational opportunities	24%	N=52	50%	N=109	19%	N=41	7%	N=15	100%	N=217
Opportunities to attend cultural/arts/music activities	43%	N=111	39%	N=102	16%	N=41	3%	N=7	100%	N=261
Opportunities to participate in religious or spiritual events and activities	41%	N=80	48%	N=94	8%	N=16	2%	N=4	100%	N=194
Employment opportunities	17%	N=31	52%	N=95	27%	N=49	4%	N=7	100%	N=182
Shopping opportunities	66%	N=178	28%	N=74	6%	N=15	0%	N=1	100%	N=268

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Cost of living in Scottsdale	10%	N=27	50%	N=133	30%	N=80	10%	N=28	100%	N=268
Overall quality of business and service establishments in Scottsdale	40%	N=108	48%	N=127	11%	N=30	1%	N=2	100%	N=267
Vibrant downtown/commercial area	37%	N=96	39%	N=102	18%	N=46	6%	N=15	100%	N=259
Overall quality of new development in Scottsdale	16%	N=39	34%	N=84	24%	N=61	26%	N=66	100%	N=250
Opportunities to participate in social events and activities	32%	N=82	52%	N=133	13%	N=34	3%	N=8	100%	N=257
Opportunities to volunteer	43%	N=99	42%	N=97	12%	N=28	3%	N=7	100%	N=231
Opportunities to participate in community matters	29%	N=70	45%	N=110	19%	N=46	7%	N=18	100%	N=244
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=48	37%	N=90	28%	N=68	15%	N=35	100%	N=241
Neighborliness of residents in Scottsdale	19%	N=49	41%	N=109	31%	N=83	9%	N=23	100%	N=264

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	11%	N=29	89%	N=240	100%	N=269
Made efforts to make your home more energy efficient	20%	N=54	80%	N=215	100%	N=269
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	49%	N=131	51%	N=138	100%	N=269
Household member was a victim of a crime in Scottsdale	91%	N=243	9%	N=24	100%	N=267
Reported a crime to the police in Scottsdale	81%	N=219	19%	N=50	100%	N=269
Stocked supplies in preparation for an emergency	77%	N=208	23%	N=61	100%	N=269
Campaigned or advocated for an issue, cause or candidate	49%	N=131	51%	N=137	100%	N=268
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	28%	N=75	72%	N=194	100%	N=269
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	52%	N=139	48%	N=128	100%	N=267

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Scottsdale recreation centers or their services	16%	N=42	12%	N=33	32%	N=86	39%	N=105	100%	N=266
Visited a neighborhood park or City park	26%	N=70	29%	N=78	33%	N=89	12%	N=31	100%	N=268
Used Scottsdale public libraries or their services	12%	N=31	30%	N=79	33%	N=89	25%	N=68	100%	N=267
Participated in religious or spiritual activities in Scottsdale	13%	N=34	19%	N=50	16%	N=43	52%	N=139	100%	N=266
Attended a City-sponsored event	4%	N=10	10%	N=27	56%	N=150	30%	N=79	100%	N=266
Used bus or other public transportation instead of driving	3%	N=7	4%	N=10	9%	N=25	84%	N=226	100%	N=268
Carpooled with other adults or children instead of driving alone	10%	N=27	16%	N=42	15%	N=41	59%	N=157	100%	N=267
Walked or biked instead of driving	21%	N=56	21%	N=57	19%	N=51	39%	N=103	100%	N=267
Volunteered your time to some group/activity in Scottsdale	17%	N=44	17%	N=46	20%	N=52	46%	N=121	100%	N=263
Participated in a club	9%	N=23	18%	N=47	12%	N=33	61%	N=164	100%	N=267
Talked to or visited with your immediate neighbors	45%	N=120	32%	N=85	19%	N=50	4%	N=12	100%	N=267
Done a favor for a neighbor	20%	N=54	30%	N=79	37%	N=99	13%	N=34	100%	N=266
Visited or used a City pool	3%	N=7	4%	N=11	9%	N=25	84%	N=223	100%	N=266

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used a City fitness facility	7%	N=19	5%	N=13	11%	N=30	77%	N=204	100%	N=266

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	2%	N=4	8%	N=20	41%	N=99	49%	N=118	100%	N=241
Watched (online or on television) a local public meeting	2%	N=5	9%	N=23	32%	N=84	58%	N=154	100%	N=266

Table 10: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Police services	56%	N=135	34%	N=83	6%	N=14	4%	N=9	100%	N=241
Fire services	69%	N=143	28%	N=58	2%	N=4	1%	N=2	100%	N=207
Ambulance or emergency medical services	65%	N=121	30%	N=56	4%	N=7	1%	N=2	100%	N=186
Crime prevention	40%	N=85	43%	N=90	12%	N=25	5%	N=10	100%	N=210
Fire prevention and education	48%	N=84	41%	N=72	9%	N=15	3%	N=5	100%	N=176
Traffic enforcement	24%	N=55	40%	N=93	24%	N=55	13%	N=31	100%	N=234
Street repair	24%	N=61	38%	N=97	25%	N=64	13%	N=32	100%	N=254
Street cleaning	37%	N=92	42%	N=104	16%	N=40	4%	N=11	100%	N=247
Street lighting	31%	N=79	47%	N=121	18%	N=45	4%	N=11	100%	N=256
Sidewalk maintenance	29%	N=72	49%	N=121	18%	N=44	4%	N=11	100%	N=248
Traffic signal timing	13%	N=33	40%	N=103	27%	N=70	21%	N=54	100%	N=260
Bus or transit services	19%	N=24	30%	N=37	27%	N=34	24%	N=30	100%	N=125
Garbage collection	61%	N=161	33%	N=87	4%	N=11	1%	N=3	100%	N=262
Recycling	55%	N=143	33%	N=85	7%	N=17	5%	N=14	100%	N=259
Yard waste pick-up	58%	N=123	33%	N=70	9%	N=19	0%	N=1	100%	N=213
Storm drainage	26%	N=57	49%	N=109	18%	N=40	8%	N=17	100%	N=223
Drinking water	25%	N=62	45%	N=113	19%	N=47	12%	N=29	100%	N=251
Sewer services	43%	N=99	48%	N=109	7%	N=16	2%	N=4	100%	N=228
Utility billing	31%	N=79	52%	N=133	14%	N=36	4%	N=9	100%	N=257
City parks	57%	N=140	38%	N=93	4%	N=11	0%	N=1	100%	N=245
Recreation programs or classes	43%	N=71	45%	N=75	10%	N=17	2%	N=3	100%	N=166
Recreation centers or facilities	45%	N=83	46%	N=85	8%	N=14	2%	N=3	100%	N=185
Land use, planning and zoning	13%	N=30	30%	N=69	24%	N=55	33%	N=77	100%	N=231
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=35	46%	N=93	26%	N=52	10%	N=21	100%	N=201
Animal control	22%	N=35	57%	N=92	17%	N=27	4%	N=6	100%	N=160
Economic development	21%	N=44	48%	N=100	17%	N=36	14%	N=30	100%	N=210

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Public library services	55%	N=121	40%	N=89	5%	N=10	1%	N=2	100%	N=222
Public information services	29%	N=61	57%	N=120	10%	N=21	5%	N=10	100%	N=212
Cable television	20%	N=36	40%	N=73	24%	N=44	15%	N=28	100%	N=181
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	N=19	56%	N=72	20%	N=26	9%	N=12	100%	N=129
Preservation of natural areas such as open space, farmlands and greenbelts	33%	N=81	35%	N=86	18%	N=45	15%	N=37	100%	N=249
Scottsdale McDowell Sonoran Preserve	58%	N=138	26%	N=61	8%	N=19	8%	N=19	100%	N=237
City-sponsored special events	30%	N=59	52%	N=103	15%	N=30	4%	N=7	100%	N=199
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	47%	N=112	42%	N=100	9%	N=22	2%	N=5	100%	N=239
Scottsdale website (www.ScottsdaleAZ.gov)	30%	N=73	50%	N=123	17%	N=41	3%	N=7	100%	N=244
City Cable Channel 11 or Scottsdale Video Network	19%	N=20	46%	N=49	29%	N=31	6%	N=6	100%	N=106
Water services provided by Scottsdale Water Department	36%	N=85	50%	N=118	10%	N=23	5%	N=11	100%	N=237
Drinking water taste	19%	N=48	33%	N=84	27%	N=69	21%	N=52	100%	N=253
Senior services	34%	N=51	48%	N=73	14%	N=22	4%	N=6	100%	N=152

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Scottsdale	38%	N=95	46%	N=116	12%	N=31	3%	N=8	100%	N=250
The Federal Government	5%	N=12	37%	N=90	40%	N=99	18%	N=45	100%	N=246
The State Government	3%	N=7	30%	N=74	36%	N=89	30%	N=74	100%	N=244
Maricopa County Government	5%	N=11	36%	N=83	46%	N=107	14%	N=32	100%	N=233

Table 12: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Scottsdale	26%	N=67	47%	N=119	21%	N=54	6%	N=14	100%	N=254
The overall direction that Scottsdale is taking	13%	N=33	33%	N=85	23%	N=58	31%	N=78	100%	N=254
The job Scottsdale government does at welcoming citizen involvement	20%	N=44	33%	N=74	26%	N=59	21%	N=46	100%	N=223
Overall confidence in Scottsdale government	12%	N=29	35%	N=86	27%	N=68	27%	N=66	100%	N=249
Generally acting in the best interest of the community	13%	N=32	32%	N=78	23%	N=56	33%	N=80	100%	N=246
Being honest	14%	N=32	30%	N=71	23%	N=55	33%	N=77	100%	N=235
Treating all residents fairly	13%	N=29	33%	N=75	22%	N=50	31%	N=70	100%	N=224

Table 13: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Scottsdale	60%	N=153	33%	N=85	6%	N=15	1%	N=2	100%	N=255
Overall ease of getting to the places you usually have to visit	43%	N=109	43%	N=109	13%	N=32	2%	N=4	100%	N=254

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Quality of overall natural environment in Scottsdale	62%	N=155	31%	N=79	6%	N=14	1%	N=3	100%	N=251
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	58%	N=147	34%	N=87	7%	N=17	2%	N=4	100%	N=255
Health and wellness opportunities in Scottsdale	37%	N=95	43%	N=108	17%	N=42	4%	N=9	100%	N=254
Overall opportunities for education and enrichment	41%	N=104	39%	N=100	17%	N=44	2%	N=6	100%	N=254
Overall economic health of Scottsdale	52%	N=133	39%	N=98	8%	N=21	1%	N=2	100%	N=254
Sense of community	40%	N=101	41%	N=104	17%	N=43	2%	N=4	100%	N=252

Table 14: Question 14

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Walked or hiked in the Preserve	13%	N=34	22%	N=56	35%	N=89	29%	N=74	100%	N=253
Rode a mountain bike in the Preserve	4%	N=11	2%	N=4	9%	N=22	85%	N=217	100%	N=254
Rock climbed in the Preserve	3%	N=7	2%	N=6	6%	N=15	89%	N=223	100%	N=251
Ridden a horse in the Preserve	1%	N=3	1%	N=2	6%	N=15	92%	N=234	100%	N=254
Visited a Preserve trailhead	10%	N=25	21%	N=53	39%	N=99	30%	N=77	100%	N=254
Taken out of town visitors on any of these activities in the Preserve	4%	N=11	8%	N=21	45%	N=114	43%	N=109	100%	N=255

Table 15: Question 15

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total	
The City of Scottsdale should do more to promote water conservation among residents	37%	N=94	38%	N=95	21%	N=53	2%	N=5	2%	N=6	100%	N=253
My household could do more to conserve water	13%	N=32	38%	N=95	27%	N=69	13%	N=32	10%	N=24	100%	N=252
My neighbors could do more to conserve water	21%	N=47	36%	N=80	30%	N=67	7%	N=15	5%	N=11	100%	N=220

Table 16: Question 16

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
Utility bill	31%	N=77	40%	N=100	29%	N=73	100%	N=250
Parks and Recreation brochure	31%	N=78	40%	N=101	29%	N=72	100%	N=251
City website	51%	N=129	38%	N=96	11%	N=27	100%	N=252
Email subscription or newsletter	53%	N=134	27%	N=69	20%	N=50	100%	N=253
City Cable Channel 11 or Scottsdale Video Network	6%	N=15	24%	N=59	70%	N=176	100%	N=250
Local newspapers	38%	N=97	30%	N=76	31%	N=79	100%	N=252
Facebook	16%	N=40	29%	N=72	56%	N=140	100%	N=252
Twitter	4%	N=9	17%	N=44	79%	N=200	100%	N=253
Next Door	22%	N=56	26%	N=66	52%	N=130	100%	N=252

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
Word of mouth	30%	N=75	54%	N=135	16%	N=40	100%	N=250

Table 17: Question 17

Which method does your household currently use to receive its City of Scottsdale utility bill?	Percent	Number
Paperless billing, utility bill is received and paid electronically	54%	N=127
Paper bill, utility bill is mailed to my home	46%	N=109
Total	100%	N=236

Table 18: Question 18

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements;	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
I prefer a paper bill	59%	N=64	29%	N=31	6%	N=6	6%	N=7	100%	N=108
I don't have access to a computer	0%	N=0	7%	N=8	8%	N=9	84%	N=90	100%	N=107
I don't trust electronic payments	16%	N=17	18%	N=19	16%	N=17	50%	N=54	100%	N=107
I don't know how to establish electronic payment on my account	3%	N=3	16%	N=17	10%	N=11	71%	N=77	100%	N=108
I've tried to establish electronic payment on my account but the website/process was too complicated	7%	N=7	10%	N=11	10%	N=10	73%	N=77	100%	N=105
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	28%	N=30	35%	N=37	6%	N=6	32%	N=34	100%	N=107

Table 19: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=6	2%	N=5	4%	N=9	18%	N=44	74%	N=185	100%	N=249
Purchase goods or services from a business located in Scottsdale	0%	N=1	0%	N=1	16%	N=41	62%	N=157	21%	N=53	100%	N=253
Eat at least 5 portions of fruits and vegetables a day	2%	N=4	10%	N=25	38%	N=96	33%	N=83	17%	N=43	100%	N=251
Participate in moderate or vigorous physical activity	1%	N=3	6%	N=16	25%	N=63	35%	N=88	33%	N=84	100%	N=254
Read or watch local news (via television, paper, computer, etc.)	3%	N=7	4%	N=10	13%	N=33	29%	N=73	52%	N=131	100%	N=254
Vote in local elections	4%	N=10	1%	N=3	3%	N=7	9%	N=23	83%	N=210	100%	N=253

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	36%	N=91
Very good	46%	N=116
Good	15%	N=37
Fair	4%	N=9
Poor	0%	N=0
Total	100%	N=253

Table 21: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	13%	N=32
Somewhat positive	26%	N=66
Neutral	43%	N=109
Somewhat negative	15%	N=39
Very negative	2%	N=6
Total	100%	N=252

Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	43%	N=107
Working part time for pay	12%	N=31
Unemployed, looking for paid work	1%	N=3
Unemployed, not looking for paid work	3%	N=7
Fully retired	41%	N=102
Total	100%	N=250

Table 23: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	27%	N=66
Yes, from home	17%	N=41
No	57%	N=141
Total	100%	N=248

Table 24: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	6%	N=15
2 to 5 years	11%	N=28
6 to 10 years	16%	N=40
11 to 20 years	23%	N=58
More than 20 years	44%	N=113
Total	100%	N=254

Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	72%	N=182
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=67
Mobile home	1%	N=2
Other	1%	N=2
Total	100%	N=253

Table 26: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	12%	N=30
Owned	88%	N=222
Total	100%	N=252

Table 27: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	6%	N=15
$300 to $599 per month	11%	N=27
$600 to $999 per month	17%	N=41
$1,000 to $1,499 per month	22%	N=53
$1,500 to $2,499 per month	24%	N=56
$2,500 or more per month	19%	N=45
Total	100%	N=237

Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	81%	N=204
Yes	19%	N=49
Total	100%	N=253

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	50%	N=127
Yes	50%	N=125
Total	100%	N=252

Table 30: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	4%	N=9
$25,000 to $49,999	13%	N=28
$50,000 to $99,999	29%	N=65
$100,000 to $149,999	22%	N=50
$150,000 or more	32%	N=72
Total	100%	N=224

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=237
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=8
Total	100%	N=245

Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	0%	N=1
Asian, Asian Indian or Pacific Islander	3%	N=7
Black or African American	1%	N=2
White	95%	N=229
Other	3%	N=8

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

Table 33: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=2
25 to 34 years	6%	N=14
35 to 44 years	8%	N=19
45 to 54 years	14%	N=35
55 to 64 years	33%	N=81
65 to 74 years	32%	N=78
75 years or older	7%	N=16
Total	100%	N=245

Table 34: Question D16

What is your sex?	Percent	Number
Female	56%	N=137
Male	44%	N=106
Total	100%	N=243

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	57%	N=146
Land line	19%	N=48
Both	24%	N=60
Total	100%	N=254

Responses including "don't know"

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

Table 36: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Scottsdale as a place to live	54%	N=159	37%	N=108	8%	N=23	1%	N=2	0%	N=0	100%	N=292
Your neighborhood as a place to live	59%	N=173	32%	N=92	8%	N=22	2%	N=5	0%	N=0	100%	N=292
Scottsdale as a place to raise children	32%	N=92	34%	N=98	11%	N=32	3%	N=8	21%	N=62	100%	N=292
Scottsdale as a place to work	32%	N=94	36%	N=105	10%	N=29	1%	N=3	21%	N=61	100%	N=292
Scottsdale as a place to visit	56%	N=163	34%	N=100	5%	N=16	2%	N=6	2%	N=6	100%	N=291
Scottsdale as a place to retire	47%	N=137	31%	N=91	13%	N=38	2%	N=6	6%	N=18	100%	N=290
The overall quality of life in Scottsdale	47%	N=135	43%	N=126	8%	N=24	2%	N=5	0%	N=0	100%	N=290

Table 37: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Scottsdale	42%	N=116	50%	N=139	6%	N=16	2%	N=6	0%	N=0	100%	N=277
Overall ease of getting to the places you usually have to visit	27%	N=76	44%	N=123	19%	N=53	9%	N=26	0%	N=0	100%	N=278
Quality of overall natural environment in Scottsdale	43%	N=120	42%	N=115	9%	N=26	5%	N=15	0%	N=0	100%	N=276
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	21%	N=59	39%	N=109	26%	N=72	13%	N=37	0%	N=1	100%	N=278
Health and wellness opportunities in Scottsdale	43%	N=118	45%	N=125	8%	N=21	1%	N=3	4%	N=10	100%	N=277
Overall opportunities for education and enrichment	27%	N=74	44%	N=122	13%	N=36	5%	N=15	11%	N=31	100%	N=278
Overall economic health of Scottsdale	23%	N=63	49%	N=137	16%	N=43	4%	N=10	9%	N=24	100%	N=277
Sense of community	13%	N=35	39%	N=108	33%	N=91	14%	N=39	1%	N=4	100%	N=277
Overall image or reputation of Scottsdale	37%	N=102	45%	N=125	15%	N=41	3%	N=9	0%	N=1	100%	N=278

Table 38: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Scottsdale to someone who asks	58%	N=158	30%	N=83	8%	N=22	3%	N=8	1%	N=3	100%	N=274
Remain in Scottsdale for the next five years	67%	N=185	23%	N=63	6%	N=16	4%	N=10	1%	N=3	100%	N=277

Table 39: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	79%	N=216	17%	N=47	2%	N=5	2%	N=5	0%	N=1	0%	N=1	100%	N=275
In Scottsdale's downtown/commercial area during the day	60%	N=166	24%	N=67	7%	N=18	4%	N=11	1%	N=4	4%	N=10	100%	N=276

Table 40: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	7%	N=20	43%	N=117	33%	N=91	16%	N=45	0%	N=0	100%	N=273
Ease of public parking	13%	N=35	40%	N=110	31%	N=85	15%	N=41	1%	N=3	100%	N=274
Ease of travel by car in Scottsdale	16%	N=44	42%	N=115	31%	N=86	10%	N=28	0%	N=1	100%	N=274
Ease of travel by public transportation in Scottsdale	4%	N=12	13%	N=35	19%	N=53	27%	N=73	37%	N=102	100%	N=275
Ease of travel by bicycle in Scottsdale	13%	N=36	32%	N=89	21%	N=57	9%	N=24	25%	N=68	100%	N=274
Ease of walking in Scottsdale	27%	N=73	43%	N=118	20%	N=55	7%	N=20	3%	N=9	100%	N=275
Availability of paths and walking trails	40%	N=109	39%	N=105	12%	N=33	3%	N=8	6%	N=17	100%	N=272
Air quality	16%	N=44	55%	N=151	20%	N=54	8%	N=21	2%	N=5	100%	N=275
Cleanliness of Scottsdale	44%	N=119	46%	N=125	9%	N=25	1%	N=4	0%	N=0	100%	N=273
Overall appearance of Scottsdale	43%	N=119	44%	N=121	11%	N=31	1%	N=4	0%	N=0	100%	N=275
Public places where people want to spend time	40%	N=109	45%	N=124	11%	N=30	2%	N=6	2%	N=5	100%	N=274
Variety of housing options	22%	N=59	46%	N=126	18%	N=50	9%	N=26	5%	N=13	100%	N=274
Availability of affordable quality housing	8%	N=22	27%	N=73	34%	N=92	19%	N=52	12%	N=34	100%	N=273
Fitness opportunities (including exercise classes and paths or trails, etc.)	50%	N=136	38%	N=105	10%	N=27	0%	N=1	2%	N=5	100%	N=274
Recreational opportunities	51%	N=139	38%	N=104	9%	N=26	1%	N=2	1%	N=3	100%	N=274
Availability of affordable quality food	41%	N=113	41%	N=112	14%	N=39	4%	N=10	0%	N=0	100%	N=274
Availability of affordable quality health care	36%	N=98	40%	N=111	13%	N=37	4%	N=12	6%	N=17	100%	N=275
Availability of preventive health services	31%	N=86	40%	N=111	13%	N=37	4%	N=11	11%	N=30	100%	N=275
Availability of affordable quality mental health care	10%	N=27	14%	N=38	12%	N=33	8%	N=22	56%	N=154	100%	N=274

Table 41: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	7%	N=18	17%	N=44	10%	N=26	5%	N=12	62%	N=165	100%	N=265
K-12 education	13%	N=35	28%	N=73	18%	N=47	7%	N=18	34%	N=91	100%	N=264
Adult educational opportunities	20%	N=52	41%	N=109	16%	N=41	6%	N=15	17%	N=46	100%	N=263
Opportunities to attend cultural/arts/music activities	42%	N=111	38%	N=102	15%	N=41	3%	N=7	2%	N=6	100%	N=267
Opportunities to participate in religious or spiritual events and activities	30%	N=80	35%	N=94	6%	N=16	2%	N=4	27%	N=72	100%	N=266
Employment opportunities	12%	N=31	36%	N=95	19%	N=49	3%	N=7	31%	N=82	100%	N=264
Shopping opportunities	66%	N=178	28%	N=74	6%	N=15	0%	N=1	0%	N=1	100%	N=269
Cost of living in Scottsdale	10%	N=27	50%	N=133	30%	N=80	10%	N=28	0%	N=0	100%	N=268
Overall quality of business and service establishments in Scottsdale	40%	N=108	47%	N=127	11%	N=30	1%	N=2	0%	N=1	100%	N=268
Vibrant downtown/commercial area	36%	N=96	38%	N=102	17%	N=46	6%	N=15	4%	N=10	100%	N=269
Overall quality of new development in Scottsdale	15%	N=39	31%	N=84	23%	N=61	25%	N=66	7%	N=18	100%	N=268
Opportunities to participate in social events and activities	31%	N=82	50%	N=133	13%	N=34	3%	N=8	4%	N=11	100%	N=268

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to volunteer	37%	N=99	36%	N=97	10%	N=28	3%	N=7	14%	N=38	100%	N=269
Opportunities to participate in community matters	26%	N=70	41%	N=110	17%	N=46	7%	N=18	9%	N=25	100%	N=269
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=48	34%	N=90	25%	N=68	13%	N=35	10%	N=27	100%	N=268
Neighborliness of residents in Scottsdale	18%	N=49	41%	N=109	31%	N=83	9%	N=23	2%	N=5	100%	N=269

Table 42: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	11%	N=29	89%	N=240	100%	N=269
Made efforts to make your home more energy efficient	20%	N=54	80%	N=215	100%	N=269
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	49%	N=131	51%	N=138	100%	N=269
Household member was a victim of a crime in Scottsdale	91%	N=243	9%	N=24	100%	N=267
Reported a crime to the police in Scottsdale	81%	N=219	19%	N=50	100%	N=269
Stocked supplies in preparation for an emergency	77%	N=208	23%	N=61	100%	N=269
Campaigned or advocated for an issue, cause or candidate	49%	N=131	51%	N=137	100%	N=268
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	28%	N=75	72%	N=194	100%	N=269
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	52%	N=139	48%	N=128	100%	N=267

Table 43: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Scottsdale recreation centers or their services	16%	N=42	12%	N=33	32%	N=86	39%	N=105	100%	N=266
Visited a neighborhood park or City park	26%	N=70	29%	N=78	33%	N=89	12%	N=31	100%	N=268
Used Scottsdale public libraries or their services	12%	N=31	30%	N=79	33%	N=89	25%	N=68	100%	N=267
Participated in religious or spiritual activities in Scottsdale	13%	N=34	19%	N=50	16%	N=43	52%	N=139	100%	N=266
Attended a City-sponsored event	4%	N=10	10%	N=27	56%	N=150	30%	N=79	100%	N=266
Used bus or other public transportation instead of driving	3%	N=7	4%	N=10	9%	N=25	84%	N=226	100%	N=268
Carpooled with other adults or children instead of driving alone	10%	N=27	16%	N=42	15%	N=41	59%	N=157	100%	N=267
Walked or biked instead of driving	21%	N=56	21%	N=57	19%	N=51	39%	N=103	100%	N=267
Volunteered your time to some group/activity in Scottsdale	17%	N=44	17%	N=46	20%	N=52	46%	N=121	100%	N=263
Participated in a club	9%	N=23	18%	N=47	12%	N=33	61%	N=164	100%	N=267
Talked to or visited with your immediate neighbors	45%	N=120	32%	N=85	19%	N=50	4%	N=12	100%	N=267
Done a favor for a neighbor	20%	N=54	30%	N=79	37%	N=99	13%	N=34	100%	N=266
Visited or used a City pool	3%	N=7	4%	N=11	9%	N=25	84%	N=223	100%	N=266
Used a City fitness facility	7%	N=19	5%	N=13	11%	N=30	77%	N=204	100%	N=266

15

Table 44: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	2%	N=4	8%	N=20	41%	N=99	49%	N=118	100%	N=241
Watched (online or on television) a local public meeting	2%	N=5	9%	N=23	32%	N=84	58%	N=154	100%	N=266

Table 45: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	52%	N=135	32%	N=83	5%	N=14	3%	N=9	7%	N=18	100%	N=259
Fire services	55%	N=143	22%	N=58	2%	N=4	1%	N=2	20%	N=52	100%	N=259
Ambulance or emergency medical services	46%	N=121	21%	N=56	3%	N=7	1%	N=2	29%	N=75	100%	N=261
Crime prevention	33%	N=85	35%	N=90	10%	N=25	4%	N=10	19%	N=48	100%	N=258
Fire prevention and education	33%	N=84	28%	N=72	6%	N=15	2%	N=5	32%	N=81	100%	N=257
Traffic enforcement	21%	N=55	36%	N=93	21%	N=55	12%	N=31	10%	N=26	100%	N=260
Street repair	23%	N=61	37%	N=97	25%	N=64	12%	N=32	3%	N=7	100%	N=261
Street cleaning	35%	N=92	40%	N=104	15%	N=40	4%	N=11	5%	N=13	100%	N=260
Street lighting	30%	N=79	46%	N=121	17%	N=45	4%	N=11	2%	N=5	100%	N=261
Sidewalk maintenance	28%	N=72	47%	N=121	17%	N=44	4%	N=11	5%	N=12	100%	N=260
Traffic signal timing	13%	N=33	39%	N=103	27%	N=70	21%	N=54	0%	N=1	100%	N=261
Bus or transit services	9%	N=24	14%	N=37	13%	N=34	12%	N=30	52%	N=134	100%	N=259
Garbage collection	61%	N=161	33%	N=87	4%	N=11	1%	N=3	0%	N=0	100%	N=262
Recycling	55%	N=143	32%	N=85	6%	N=17	5%	N=14	1%	N=3	100%	N=262
Yard waste pick-up	47%	N=123	27%	N=70	7%	N=19	0%	N=1	18%	N=47	100%	N=260
Storm drainage	22%	N=57	42%	N=109	15%	N=40	7%	N=17	14%	N=37	100%	N=260
Drinking water	24%	N=62	43%	N=113	18%	N=47	11%	N=29	3%	N=9	100%	N=260
Sewer services	38%	N=99	42%	N=109	6%	N=16	2%	N=4	13%	N=33	100%	N=261
Utility billing	30%	N=79	51%	N=133	14%	N=36	3%	N=9	1%	N=3	100%	N=260
City parks	54%	N=140	36%	N=93	4%	N=11	0%	N=1	6%	N=15	100%	N=260
Recreation programs or classes	28%	N=71	29%	N=75	7%	N=17	1%	N=3	35%	N=91	100%	N=257
Recreation centers or facilities	32%	N=83	33%	N=85	5%	N=14	1%	N=3	28%	N=73	100%	N=258
Land use, planning and zoning	12%	N=30	27%	N=69	21%	N=55	30%	N=77	10%	N=27	100%	N=258
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=35	36%	N=93	20%	N=52	8%	N=21	23%	N=59	100%	N=260
Animal control	14%	N=35	36%	N=92	10%	N=27	2%	N=6	38%	N=98	100%	N=258
Economic development	17%	N=44	39%	N=100	14%	N=36	12%	N=30	18%	N=45	100%	N=255
Public library services	47%	N=121	34%	N=89	4%	N=10	1%	N=2	14%	N=36	100%	N=258
Public information services	24%	N=61	47%	N=120	8%	N=21	4%	N=10	18%	N=46	100%	N=258
Cable television	14%	N=36	29%	N=73	17%	N=44	11%	N=28	28%	N=72	100%	N=253

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=19	28%	N=72	10%	N=26	5%	N=12	50%	N=128	100%	N=257
Preservation of natural areas such as open space, farmlands and greenbelts	31%	N=81	33%	N=86	17%	N=45	14%	N=37	4%	N=11	100%	N=260
Scottsdale McDowell Sonoran Preserve	53%	N=138	24%	N=61	7%	N=19	7%	N=19	8%	N=22	100%	N=259
City-sponsored special events	23%	N=59	40%	N=103	12%	N=30	3%	N=7	23%	N=60	100%	N=259
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	43%	N=112	38%	N=100	8%	N=22	2%	N=5	9%	N=23	100%	N=262
Scottsdale website (www.ScottsdaleAZ.gov)	28%	N=73	47%	N=123	16%	N=41	3%	N=7	6%	N=16	100%	N=260
City Cable Channel 11 or Scottsdale Video Network	8%	N=20	19%	N=49	12%	N=31	2%	N=6	59%	N=155	100%	N=261
Water services provided by Scottsdale Water Department	33%	N=85	45%	N=118	9%	N=23	4%	N=11	9%	N=23	100%	N=260
Drinking water taste	18%	N=48	32%	N=84	26%	N=69	20%	N=52	3%	N=8	100%	N=261
Senior services	20%	N=51	28%	N=73	8%	N=22	2%	N=6	42%	N=108	100%	N=260

Table 46: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Scottsdale	38%	N=95	46%	N=116	12%	N=31	3%	N=8	0%	N=1	100%	N=251
The Federal Government	5%	N=12	34%	N=90	38%	N=99	17%	N=45	6%	N=16	100%	N=262
The State Government	3%	N=7	28%	N=74	34%	N=89	28%	N=74	7%	N=18	100%	N=262
Maricopa County Government	4%	N=11	32%	N=83	41%	N=107	12%	N=32	11%	N=28	100%	N=261

Table 47: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Scottsdale	26%	N=67	46%	N=119	21%	N=54	5%	N=14	1%	N=2	100%	N=256
The overall direction that Scottsdale is taking	13%	N=33	33%	N=85	23%	N=58	30%	N=78	1%	N=2	100%	N=256
The job Scottsdale government does at welcoming citizen involvement	17%	N=44	29%	N=74	23%	N=59	18%	N=46	13%	N=32	100%	N=255
Overall confidence in Scottsdale government	11%	N=29	34%	N=86	27%	N=68	26%	N=66	3%	N=7	100%	N=256
Generally acting in the best interest of the community	13%	N=32	30%	N=78	22%	N=56	31%	N=80	4%	N=10	100%	N=256
Being honest	13%	N=32	28%	N=71	22%	N=55	30%	N=77	8%	N=20	100%	N=255
Treating all residents fairly	12%	N=29	30%	N=75	20%	N=50	28%	N=70	11%	N=28	100%	N=252

Table 48: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Scottsdale	60%	N=153	33%	N=85	6%	N=15	1%	N=2	100%	N=255
Overall ease of getting to the places you usually have to visit	43%	N=109	43%	N=109	13%	N=32	2%	N=4	100%	N=254

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Quality of overall natural environment in Scottsdale	62%	N=155	31%	N=79	6%	N=14	1%	N=3	100%	N=251
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	58%	N=147	34%	N=87	7%	N=17	2%	N=4	100%	N=255
Health and wellness opportunities in Scottsdale	37%	N=95	43%	N=108	17%	N=42	4%	N=9	100%	N=254
Overall opportunities for education and enrichment	41%	N=104	39%	N=100	17%	N=44	2%	N=6	100%	N=254
Overall economic health of Scottsdale	52%	N=133	39%	N=98	8%	N=21	1%	N=2	100%	N=254
Sense of community	40%	N=101	41%	N=104	17%	N=43	2%	N=4	100%	N=252

Table 49: Question 14

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Walked or hiked in the Preserve	13%	N=34	22%	N=56	35%	N=89	29%	N=74	100%	N=253
Rode a mountain bike in the Preserve	4%	N=11	2%	N=4	9%	N=22	85%	N=217	100%	N=254
Rock climbed in the Preserve	3%	N=7	2%	N=6	6%	N=15	89%	N=223	100%	N=251
Ridden a horse in the Preserve	1%	N=3	1%	N=2	6%	N=15	92%	N=234	100%	N=254
Visited a Preserve trailhead	10%	N=25	21%	N=53	39%	N=99	30%	N=77	100%	N=254
Taken out of town visitors on any of these activities in the Preserve	4%	N=11	8%	N=21	45%	N=114	43%	N=109	100%	N=255

Table 50: Question 15

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
The City of Scottsdale should do more to promote water conservation among residents	37%	N=94	37%	N=95	21%	N=53	2%	N=5	2%	N=6	0%	N=1	100%	N=254
My household could do more to conserve water	13%	N=32	37%	N=95	27%	N=69	13%	N=32	9%	N=24	1%	N=2	100%	N=254
My neighbors could do more to conserve water	19%	N=47	31%	N=80	26%	N=67	6%	N=15	4%	N=11	13%	N=34	100%	N=254

Table 51: Question 16

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
Utility bill	31%	N=77	40%	N=100	29%	N=73	100%	N=250
Parks and Recreation brochure	31%	N=78	40%	N=101	29%	N=72	100%	N=251
City website	51%	N=129	38%	N=96	11%	N=27	100%	N=252
Email subscription or newsletter	53%	N=134	27%	N=69	20%	N=50	100%	N=253
City Cable Channel 11 or Scottsdale Video Network	6%	N=15	24%	N=59	70%	N=176	100%	N=250
Local newspapers	38%	N=97	30%	N=76	31%	N=79	100%	N=252
Facebook	16%	N=40	29%	N=72	56%	N=140	100%	N=252

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
Twitter	4%	N=9	17%	N=44	79%	N=200	100%	N=253
Next Door	22%	N=56	26%	N=66	52%	N=130	100%	N=252
Word of mouth	30%	N=75	54%	N=135	16%	N=40	100%	N=250

Table 52: Question 17

Which method does your household currently use to receive its City of Scottsdale utility bill?	Percent	Number
Paperless billing, utility bill is received and paid electronically	50%	N=127
Paper bill, utility bill is mailed to my home	43%	N=109
Not applicable/don't know	7%	N=18
Total	100%	N=254

Table 53: Question 18

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements;	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
I prefer a paper bill	59%	N=64	29%	N=31	6%	N=6	6%	N=7	100%	N=108
I don't have access to a computer	0%	N=0	7%	N=8	8%	N=9	84%	N=90	100%	N=107
I don't trust electronic payments	16%	N=17	18%	N=19	16%	N=17	50%	N=54	100%	N=107
I don't know how to establish electronic payment on my account	3%	N=3	16%	N=17	10%	N=11	71%	N=77	100%	N=108
I've tried to establish electronic payment on my account but the website/process was too complicated	7%	N=7	10%	N=11	10%	N=10	73%	N=77	100%	N=105
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	28%	N=30	35%	N=37	6%	N=6	32%	N=34	100%	N=107

Table 54: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=6	2%	N=5	4%	N=9	18%	N=44	74%	N=185	100%	N=249
Purchase goods or services from a business located in Scottsdale	0%	N=1	0%	N=1	16%	N=41	62%	N=157	21%	N=53	100%	N=253
Eat at least 5 portions of fruits and vegetables a day	2%	N=4	10%	N=25	38%	N=96	33%	N=83	17%	N=43	100%	N=251
Participate in moderate or vigorous physical activity	1%	N=3	6%	N=16	25%	N=63	35%	N=88	33%	N=84	100%	N=254
Read or watch local news (via television, paper, computer, etc.)	3%	N=7	4%	N=10	13%	N=33	29%	N=73	52%	N=131	100%	N=254
Vote in local elections	4%	N=10	1%	N=3	3%	N=7	9%	N=23	83%	N=210	100%	N=253

Table 55: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	36%	N=91
Very good	46%	N=116
Good	15%	N=37
Fair	4%	N=9
Poor	0%	N=0
Total	100%	N=253

Table 56: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	13%	N=32
Somewhat positive	26%	N=66
Neutral	43%	N=109
Somewhat negative	15%	N=39
Very negative	2%	N=6
Total	100%	N=252

Table 57: Question D4

What is your employment status?	Percent	Number
Working full time for pay	43%	N=107
Working part time for pay	12%	N=31
Unemployed, looking for paid work	1%	N=3
Unemployed, not looking for paid work	3%	N=7
Fully retired	41%	N=102
Total	100%	N=250

Table 58: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	27%	N=66
Yes, from home	17%	N=41
No	57%	N=141
Total	100%	N=248

Table 59: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	6%	N=15
2 to 5 years	11%	N=28
6 to 10 years	16%	N=40
11 to 20 years	23%	N=58
More than 20 years	44%	N=113
Total	100%	N=254

Table 60: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	72%	N=182
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=67
Mobile home	1%	N=2
Other	1%	N=2
Total	100%	N=253

Table 61: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	12%	N=30
Owned	88%	N=222
Total	100%	N=252

Table 62: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	6%	N=15
$300 to $599 per month	11%	N=27
$600 to $999 per month	17%	N=41
$1,000 to $1,499 per month	22%	N=53
$1,500 to $2,499 per month	24%	N=56
$2,500 or more per month	19%	N=45
Total	100%	N=237

Table 63: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	81%	N=204
Yes	19%	N=49
Total	100%	N=253

Table 64: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	50%	N=127
Yes	50%	N=125
Total	100%	N=252

Table 65: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	4%	N=9
$25,000 to $49,999	13%	N=28
$50,000 to $99,999	29%	N=65
$100,000 to $149,999	22%	N=50
$150,000 or more	32%	N=72
Total	100%	N=224

Table 66: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=237
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=8
Total	100%	N=245

Table 67: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	0%	N=1
Asian, Asian Indian or Pacific Islander	3%	N=7
Black or African American	1%	N=2
White	95%	N=229
Other	3%	N=8

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

Table 68: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=2
25 to 34 years	6%	N=14
35 to 44 years	8%	N=19
45 to 54 years	14%	N=35
55 to 64 years	33%	N=81
65 to 74 years	32%	N=78
75 years or older	7%	N=16
Total	100%	N=245

Table 69: Question D16

What is your sex?	Percent	Number
Female	56%	N=137
Male	44%	N=106
Total	100%	N=243

Table 70: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	57%	N=146
Land line	19%	N=48
Both	24%	N=60
Total	100%	N=254