THE NCS™
The National Citizen Survey™

Scottsdale, AZ

Technical Appendices

2016

NRC
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ICMA
Leaders at the Core of Better Communities

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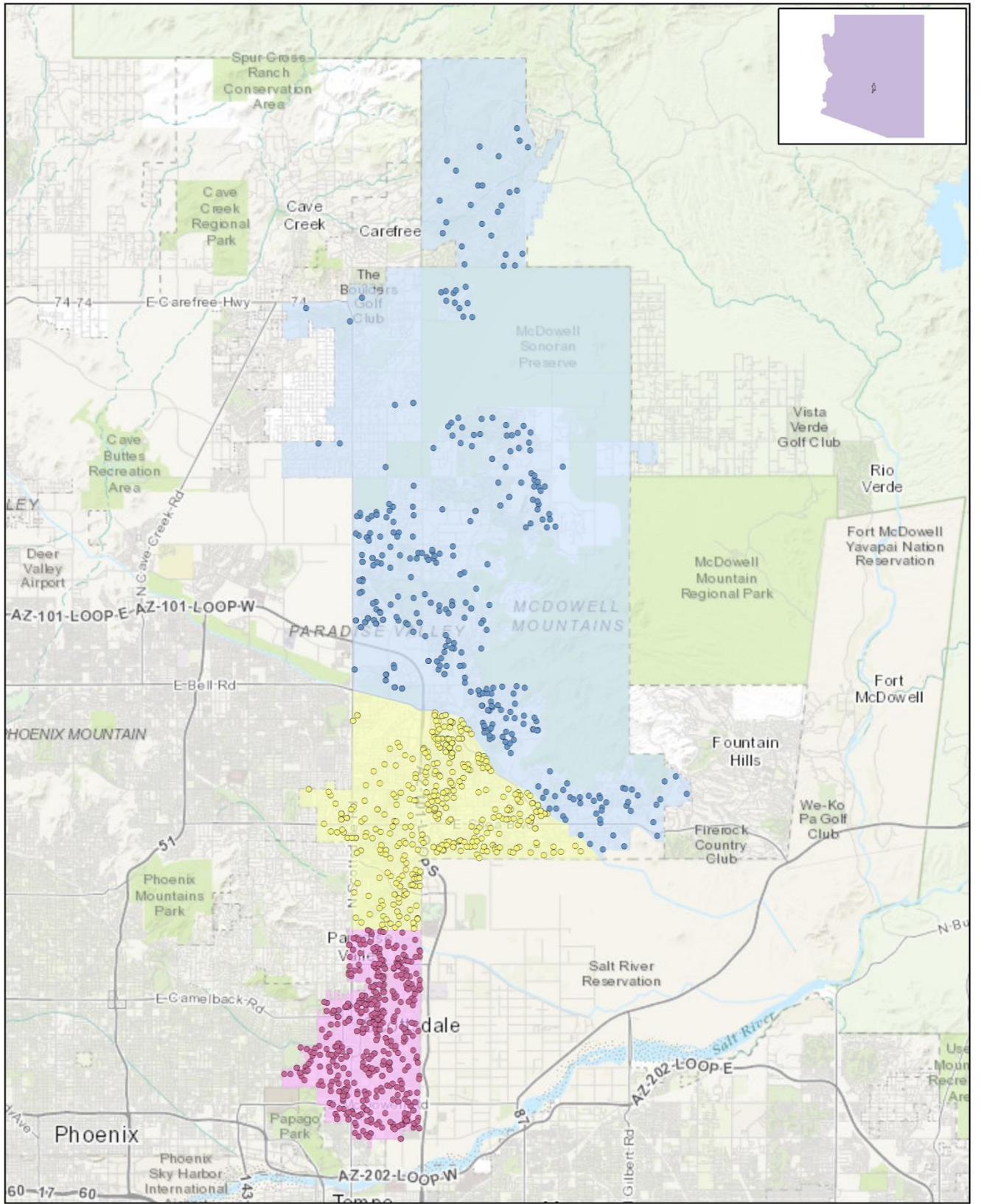
Survey Recipients in Scottsdale, AZ

- 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

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3939 N. Drinkwater Blvd.
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.
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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
Attended a local public meeting	1	2	3	4
Watched (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