



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Scottsdale, AZ

Supplemental Online Survey Results

2018



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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

# About this Report

As part of its participation in The National Citizen Survey™, the City of Scottsdale conducted a mailed survey of 1,600 residents. Surveys were mailed to randomly selected households in mid-November 2018 and data were collected through mid-January 2019. After the official data collection period was underway (see the report, *The National Citizen Survey: Community Livability Report, Scottsdale, AZ, 2018*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey from late December 2018 to early February 2019 and 104 surveys were received.

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

# Complete Survey Responses

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

## Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Scottsdale as a place to live	56%	N=58	35%	N=36	10%	N=10	0%	N=0	100%	N=104
Your neighborhood as a place to live	57%	N=59	33%	N=34	8%	N=8	2%	N=2	100%	N=103
Scottsdale as a place to raise children	43%	N=33	40%	N=31	13%	N=10	4%	N=3	100%	N=77
Scottsdale as a place to work	43%	N=34	43%	N=34	13%	N=10	3%	N=2	100%	N=80
Scottsdale as a place to visit	64%	N=65	32%	N=33	2%	N=2	2%	N=2	100%	N=102
Scottsdale as a place to retire	48%	N=48	31%	N=31	15%	N=15	5%	N=5	100%	N=99
The overall quality of life in Scottsdale	49%	N=51	41%	N=43	8%	N=8	2%	N=2	100%	N=104

Table 2: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Scottsdale	48%	N=49	41%	N=42	7%	N=7	4%	N=4	100%	N=102
Overall ease of getting to the places you usually have to visit	17%	N=17	52%	N=53	23%	N=23	9%	N=9	100%	N=102
Quality of overall natural environment in Scottsdale	44%	N=45	43%	N=44	9%	N=9	4%	N=4	100%	N=102
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	20%	N=20	39%	N=39	31%	N=31	11%	N=11	100%	N=101
Health and wellness opportunities in Scottsdale	44%	N=43	40%	N=39	12%	N=12	4%	N=4	100%	N=98
Overall opportunities for education and enrichment	33%	N=33	48%	N=48	11%	N=11	7%	N=7	100%	N=99
Overall economic health of Scottsdale	24%	N=24	54%	N=53	16%	N=16	6%	N=6	100%	N=99
Sense of community	12%	N=12	41%	N=41	33%	N=33	14%	N=14	100%	N=100
Overall image or reputation of Scottsdale	43%	N=44	40%	N=41	15%	N=15	2%	N=2	100%	N=102

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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Scottsdale to someone who asks	62%	N=60	24%	N=23	9%	N=9	5%	N=5	100%	N=97
Remain in Scottsdale for the next five years	64%	N=63	21%	N=21	8%	N=8	6%	N=6	100%	N=98

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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	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	77%	N=75	17%	N=17	3%	N=3	3%	N=3	0%	N=0	100%	N=98
In Scottsdale's downtown/commercial area during the day	59%	N=55	33%	N=31	5%	N=5	0%	N=0	2%	N=2	100%	N=93

Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	4%	N=4	45%	N=43	25%	N=24	25%	N=24	100%	N=95
Ease of public parking	4%	N=4	48%	N=46	33%	N=31	15%	N=14	100%	N=95
Ease of travel by car in Scottsdale	7%	N=7	51%	N=48	26%	N=25	16%	N=15	100%	N=95
Ease of travel by public transportation in Scottsdale	6%	N=3	13%	N=7	25%	N=13	56%	N=29	100%	N=52
Ease of travel by bicycle in Scottsdale	12%	N=7	58%	N=33	25%	N=14	5%	N=3	100%	N=57
Ease of walking in Scottsdale	25%	N=23	51%	N=46	15%	N=14	9%	N=8	100%	N=91
Availability of paths and walking trails	44%	N=41	41%	N=38	12%	N=11	3%	N=3	100%	N=93
Air quality	9%	N=9	53%	N=50	25%	N=24	13%	N=12	100%	N=95
Cleanliness of Scottsdale	39%	N=37	48%	N=46	9%	N=9	3%	N=3	100%	N=95
Overall appearance of Scottsdale	34%	N=32	54%	N=51	10%	N=9	2%	N=2	100%	N=94
Public places where people want to spend time	38%	N=36	48%	N=45	11%	N=10	3%	N=3	100%	N=94
Variety of housing options	19%	N=16	40%	N=34	26%	N=22	14%	N=12	100%	N=84
Availability of affordable quality housing	9%	N=7	23%	N=18	36%	N=28	32%	N=25	100%	N=78
Fitness opportunities (including exercise classes and paths or trails, etc.)	46%	N=42	43%	N=40	9%	N=8	2%	N=2	100%	N=92
Recreational opportunities	48%	N=45	44%	N=41	6%	N=6	2%	N=2	100%	N=94
Availability of affordable quality food	34%	N=32	40%	N=38	24%	N=23	1%	N=1	100%	N=94
Availability of affordable quality health care	36%	N=33	41%	N=38	21%	N=19	2%	N=2	100%	N=92
Availability of preventive health services	32%	N=27	50%	N=42	14%	N=12	4%	N=3	100%	N=84
Availability of affordable quality mental health care	18%	N=6	38%	N=13	35%	N=12	9%	N=3	100%	N=34

Table 6: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	11%	N=3	30%	N=8	37%	N=10	22%	N=6	100%	N=27
K-12 education	21%	N=11	43%	N=23	19%	N=10	17%	N=9	100%	N=53
Adult educational opportunities	21%	N=15	53%	N=38	14%	N=10	13%	N=9	100%	N=72
Opportunities to attend cultural/arts/music activities	40%	N=35	45%	N=40	14%	N=12	1%	N=1	100%	N=88

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Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Opportunities to participate in religious or spiritual events and activities	45%	N=28	47%	N=29	6%	N=4	2%	N=1	100%	N=62
Employment opportunities	23%	N=14	52%	N=31	22%	N=13	3%	N=2	100%	N=60
Shopping opportunities	57%	N=53	33%	N=31	10%	N=9	0%	N=0	100%	N=93
Cost of living in Scottsdale	2%	N=2	42%	N=39	43%	N=40	12%	N=11	100%	N=92
Overall quality of business and service establishments in Scottsdale	35%	N=32	51%	N=46	13%	N=12	1%	N=1	100%	N=91
Vibrant downtown/commercial area	36%	N=31	41%	N=35	18%	N=15	5%	N=4	100%	N=85
Overall quality of new development in Scottsdale	11%	N=10	33%	N=29	22%	N=19	33%	N=29	100%	N=87
Opportunities to participate in social events and activities	40%	N=32	40%	N=32	16%	N=13	5%	N=4	100%	N=81
Opportunities to volunteer	49%	N=38	40%	N=31	8%	N=6	4%	N=3	100%	N=78
Opportunities to participate in community matters	30%	N=25	44%	N=36	20%	N=16	6%	N=5	100%	N=82
Openness and acceptance of the community toward people of diverse backgrounds	23%	N=16	39%	N=27	20%	N=14	19%	N=13	100%	N=70
Neighborliness of residents in Scottsdale	13%	N=12	36%	N=32	34%	N=31	17%	N=15	100%	N=90
Helping new residents feel connected and integrated	16%	N=12	30%	N=23	32%	N=24	22%	N=17	100%	N=76
Demonstrating respect for residents of different cultures and belief systems	21%	N=15	37%	N=26	27%	N=19	15%	N=11	100%	N=71

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	4%	N=4	96%	N=89	100%	N=93
Made efforts to make your home more energy efficient	16%	N=15	84%	N=78	100%	N=93
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	37%	N=34	63%	N=58	100%	N=92
Household member was a victim of a crime in Scottsdale	92%	N=85	8%	N=7	100%	N=92
Reported a crime to the police in Scottsdale	83%	N=76	17%	N=16	100%	N=92
Stocked supplies in preparation for an emergency	71%	N=66	29%	N=27	100%	N=93
Campaigned or advocated for an issue, cause or candidate	43%	N=40	57%	N=53	100%	N=93
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	28%	N=26	72%	N=67	100%	N=93
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	61%	N=56	39%	N=36	100%	N=92

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	
	%	N	%	N	%	N	%	N	%	N
Used Scottsdale recreation centers or their services	8%	N=7	20%	N=18	31%	N=28	42%	N=38	100%	N=91
Visited a neighborhood park or City park	15%	N=14	37%	N=34	33%	N=30	14%	N=13	100%	N=91
Used Scottsdale public libraries or their services	17%	N=16	28%	N=26	32%	N=29	23%	N=21	100%	N=92
Participated in religious or spiritual activities in Scottsdale	9%	N=8	16%	N=15	18%	N=17	57%	N=52	100%	N=92
Attended a City-sponsored event	2%	N=2	13%	N=12	52%	N=47	32%	N=29	100%	N=90

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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	
	%	N	%	N	%	N	%	N	%	N
Used bus or other public transportation instead of driving	2%	N=2	2%	N=2	8%	N=7	88%	N=80	100%	N=91
Carpooled with other adults or children instead of driving alone	12%	N=11	19%	N=17	10%	N=9	59%	N=54	100%	N=91
Walked or biked instead of driving	16%	N=15	13%	N=12	26%	N=24	44%	N=40	100%	N=91
Volunteered your time to some group/activity in Scottsdale	15%	N=14	13%	N=12	25%	N=23	46%	N=42	100%	N=91
Participated in a club	3%	N=3	13%	N=12	20%	N=18	63%	N=57	100%	N=90
Talked to or visited with your immediate neighbors	45%	N=41	26%	N=24	23%	N=21	5%	N=5	100%	N=91
Done a favor for a neighbor	24%	N=22	23%	N=21	34%	N=31	19%	N=17	100%	N=91
Visited or used a City pool	3%	N=3	1%	N=1	10%	N=9	86%	N=78	100%	N=91
Used a City fitness facility	4%	N=4	6%	N=5	7%	N=6	83%	N=75	100%	N=90
Visited downtown for shopping, dining or to attend an event	18%	N=16	30%	N=27	46%	N=42	7%	N=6	100%	N=91

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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	2%	N=2	8%	N=7	30%	N=28	60%	N=55	100%	N=92
Watched (online or on television) a local public meeting	3%	N=3	8%	N=7	33%	N=30	57%	N=52	100%	N=92

Table 10: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	57%	N=47	29%	N=24	10%	N=8	5%	N=4	100%	N=83
Fire services	66%	N=49	28%	N=21	5%	N=4	0%	N=0	100%	N=74
Ambulance or emergency medical services	61%	N=36	34%	N=20	3%	N=2	2%	N=1	100%	N=59
Crime prevention	43%	N=30	41%	N=28	10%	N=7	6%	N=4	100%	N=69
Fire prevention and education	46%	N=27	42%	N=25	10%	N=6	2%	N=1	100%	N=59
Traffic enforcement	20%	N=16	49%	N=39	19%	N=15	11%	N=9	100%	N=79
Street repair	12%	N=11	41%	N=37	31%	N=28	16%	N=14	100%	N=90
Street cleaning	33%	N=28	47%	N=40	17%	N=15	3%	N=3	100%	N=86
Street lighting	26%	N=23	49%	N=43	18%	N=16	7%	N=6	100%	N=88
Sidewalk maintenance	18%	N=14	57%	N=44	19%	N=15	5%	N=4	100%	N=77
Traffic signal timing	6%	N=5	43%	N=39	24%	N=22	27%	N=24	100%	N=90
Bus or transit services	12%	N=4	21%	N=7	21%	N=7	45%	N=15	100%	N=33
Garbage collection	67%	N=58	25%	N=22	5%	N=4	3%	N=3	100%	N=87
Recycling	57%	N=49	28%	N=24	12%	N=10	3%	N=3	100%	N=86

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Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Yard waste pick-up	63%	N=45	31%	N=22	6%	N=4	1%	N=1	100%	N=72
Storm drainage	34%	N=24	39%	N=27	17%	N=12	10%	N=7	100%	N=70
Drinking water	33%	N=29	31%	N=27	22%	N=19	15%	N=13	100%	N=88
Sewer services	55%	N=39	42%	N=30	3%	N=2	0%	N=0	100%	N=71
Utility billing	36%	N=29	48%	N=39	10%	N=8	6%	N=5	100%	N=81
City parks	54%	N=44	38%	N=31	7%	N=6	1%	N=1	100%	N=82
Recreation programs or classes	36%	N=21	48%	N=28	14%	N=8	2%	N=1	100%	N=58
Recreation centers or facilities	46%	N=28	43%	N=26	8%	N=5	3%	N=2	100%	N=61
Land use, planning and zoning	5%	N=4	26%	N=19	32%	N=24	36%	N=27	100%	N=74
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=12	38%	N=27	27%	N=19	18%	N=13	100%	N=71
Animal control	17%	N=8	57%	N=26	17%	N=8	9%	N=4	100%	N=46
Economic development	11%	N=7	52%	N=33	23%	N=15	14%	N=9	100%	N=64
Public library services	67%	N=49	30%	N=22	3%	N=2	0%	N=0	100%	N=73
Public information services	21%	N=16	60%	N=46	14%	N=11	5%	N=4	100%	N=77
Cable television	16%	N=9	37%	N=21	26%	N=15	21%	N=12	100%	N=57
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=7	45%	N=17	24%	N=9	13%	N=5	100%	N=38
Preservation of natural areas such as open space, farmlands and greenbelts	36%	N=31	40%	N=34	14%	N=12	9%	N=8	100%	N=85
Scottsdale McDowell Sonoran Preserve	66%	N=52	20%	N=16	10%	N=8	4%	N=3	100%	N=79
City-sponsored special events	38%	N=24	50%	N=32	9%	N=6	3%	N=2	100%	N=64
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	44%	N=37	41%	N=35	9%	N=8	6%	N=5	100%	N=85
Scottsdale website (www.ScottsdaleAZ.gov)	28%	N=24	53%	N=46	17%	N=15	2%	N=2	100%	N=87
City Cable Channel 11 or Scottsdale Video Network	29%	N=10	49%	N=17	17%	N=6	6%	N=2	100%	N=35
Water services provided by Scottsdale Water Department	40%	N=31	48%	N=37	10%	N=8	1%	N=1	100%	N=77
Drinking water taste	18%	N=16	33%	N=29	27%	N=24	22%	N=19	100%	N=88
Senior services	25%	N=11	57%	N=25	11%	N=5	7%	N=3	100%	N=44

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	
	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale	36%	N=31	41%	N=35	19%	N=16	5%	N=4	100%	N=86
The Federal Government	5%	N=4	35%	N=29	43%	N=35	17%	N=14	100%	N=82
The State Government	6%	N=5	30%	N=24	49%	N=39	14%	N=11	100%	N=79
Maricopa County Government	7%	N=5	43%	N=31	43%	N=31	7%	N=5	100%	N=72



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Table 12: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Scottsdale	25%	N=21	38%	N=32	24%	N=20	13%	N=11	100%	N=84
The overall direction that Scottsdale is taking	7%	N=6	30%	N=26	30%	N=26	33%	N=29	100%	N=87
The job Scottsdale government does at welcoming citizen involvement	12%	N=9	29%	N=22	32%	N=24	28%	N=21	100%	N=76
Overall confidence in Scottsdale government	4%	N=3	29%	N=24	40%	N=33	28%	N=23	100%	N=83
Generally acting in the best interest of the community	5%	N=4	30%	N=25	33%	N=27	33%	N=27	100%	N=83
Being honest	4%	N=3	31%	N=24	35%	N=27	30%	N=23	100%	N=77
Treating all residents fairly	8%	N=6	30%	N=21	31%	N=22	31%	N=22	100%	N=71
Law enforcement treating all residents fairly	45%	N=30	36%	N=24	12%	N=8	7%	N=5	100%	N=67

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	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Scottsdale	69%	N=59	23%	N=20	8%	N=7	0%	N=0	100%	N=86
Overall ease of getting to the places you usually have to visit	41%	N=35	47%	N=40	13%	N=11	0%	N=0	100%	N=86
Quality of overall natural environment in Scottsdale	67%	N=57	26%	N=22	7%	N=6	0%	N=0	100%	N=85
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	56%	N=48	35%	N=30	9%	N=8	0%	N=0	100%	N=86
Health and wellness opportunities in Scottsdale	29%	N=25	45%	N=39	20%	N=17	6%	N=5	100%	N=86
Overall opportunities for education and enrichment	30%	N=26	38%	N=33	27%	N=23	5%	N=4	100%	N=86
Overall economic health of Scottsdale	52%	N=45	41%	N=35	6%	N=5	1%	N=1	100%	N=86
Sense of community	34%	N=29	44%	N=38	16%	N=14	6%	N=5	100%	N=86

Table 14: Question 14

Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Repair or replace aging parks, libraries and arts facilities	42%	N=36	32%	N=27	25%	N=21	1%	N=1	100%	N=85
Repave roads and improve roadside appearance	49%	N=42	40%	N=34	11%	N=9	0%	N=0	100%	N=85
Build new public parking garages and improve event spaces downtown	16%	N=14	22%	N=19	39%	N=33	22%	N=19	100%	N=85
Upgrade outdated City technology such as the 911 dispatch and building permit systems	37%	N=30	30%	N=24	26%	N=21	7%	N=6	100%	N=81
Build structures to better manage storm-related flooding and run-off	34%	N=28	34%	N=28	25%	N=21	7%	N=6	100%	N=83
Remodel fire and police stations and training facilities to meet current safety and operational standards	27%	N=23	35%	N=30	31%	N=26	7%	N=6	100%	N=85

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Table 15: Question 15

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	
	%	N	%	N	%	N	%	N	%	N
Walked or hiked in the Preserve	7%	N=6	27%	N=23	37%	N=32	29%	N=25	100%	N=86
Rode a mountain bike in the Preserve	3%	N=3	2%	N=2	8%	N=7	86%	N=74	100%	N=86
Rock climbed in the Preserve	0%	N=0	1%	N=1	8%	N=7	91%	N=78	100%	N=86
Ridden a horse in the Preserve	0%	N=0	0%	N=0	4%	N=3	96%	N=82	100%	N=85
Visited a Preserve trailhead	10%	N=8	23%	N=19	40%	N=33	28%	N=23	100%	N=83
Taken out of town visitors on any of these activities in the Preserve	2%	N=2	2%	N=2	59%	N=51	36%	N=31	100%	N=86

Table 16: Question 16

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale should do more to promote water conservation among residents	51%	N=44	26%	N=22	17%	N=15	2%	N=2	3%	N=3	100%	N=86
My household could do more to conserve water	12%	N=10	37%	N=32	26%	N=22	15%	N=13	10%	N=9	100%	N=86
My neighbors could do more to conserve water	28%	N=20	39%	N=28	21%	N=15	8%	N=6	4%	N=3	100%	N=72

Table 17: Question 17

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	
	%	N	%	N	%	N	%	N
Scottsdale Update utility bill newsletter	28%	N=24	35%	N=30	37%	N=32	100%	N=86
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	26%	N=22	45%	N=39	29%	N=25	100%	N=86
City website (ScottsdaleAZ.gov)	43%	N=37	49%	N=42	8%	N=7	100%	N=86
Scottsdale Update weekly email newsletter (or other City email newsletters)	62%	N=53	29%	N=25	9%	N=8	100%	N=86
City Cable Channel 11 or Scottsdale Video Network	2%	N=2	27%	N=23	71%	N=61	100%	N=86
Local newspapers, television or radio news	40%	N=34	40%	N=34	21%	N=18	100%	N=86
Facebook	7%	N=6	21%	N=18	72%	N=61	100%	N=85
Twitter	4%	N=3	7%	N=6	89%	N=75	100%	N=84
Next Door	25%	N=21	33%	N=28	42%	N=36	100%	N=85
YouTube	4%	N=3	8%	N=7	88%	N=74	100%	N=84
Word of mouth	24%	N=21	57%	N=49	19%	N=16	100%	N=86

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Table 18: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	2%	N=2	2%	N=2	2%	N=2	9%	N=8	84%	N=71	100%	N=85
Purchase goods or services from a business located in Scottsdale	0%	N=0	1%	N=1	31%	N=27	56%	N=48	12%	N=10	100%	N=86
Eat at least 5 portions of fruits and vegetables a day	2%	N=2	13%	N=11	24%	N=21	45%	N=39	15%	N=13	100%	N=86
Participate in moderate or vigorous physical activity	1%	N=1	8%	N=7	24%	N=21	33%	N=28	34%	N=29	100%	N=86
Read or watch local news (via television, paper, computer, etc.)	3%	N=3	14%	N=12	14%	N=12	19%	N=16	50%	N=43	100%	N=86
Vote in local elections	1%	N=1	0%	N=0	1%	N=1	6%	N=5	92%	N=79	100%	N=86

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	37%	N=32
Very good	44%	N=38
Good	16%	N=14
Fair	1%	N=1
Poor	1%	N=1
Total	100%	N=86

Table 20: 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	8%	N=7
Somewhat positive	23%	N=20
Neutral	37%	N=32
Somewhat negative	29%	N=25
Very negative	2%	N=2
Total	100%	N=86

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	43%	N=37
Working part time for pay	7%	N=6
Unemployed, looking for paid work	2%	N=2
Unemployed, not looking for paid work	5%	N=4
Fully retired	43%	N=37
Total	100%	N=86

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Table 22: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	24%	N=20
Yes, from home	14%	N=12
No	61%	N=51
Total	100%	N=83

Table 23: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	6%	N=5
2 to 5 years	16%	N=14
6 to 10 years	19%	N=16
11 to 20 years	20%	N=17
More than 20 years	40%	N=34
Total	100%	N=86

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=60
Building with two or more homes (duplex, townhome, apartment or condominium)	27%	N=22
Mobile home	0%	N=0
Other	0%	N=0
Total	100%	N=82

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	9%	N=7
Owned	91%	N=72
Total	100%	N=79

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Table 26: 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	7%	N=6
\$300 to \$599 per month	12%	N=10
\$600 to \$999 per month	14%	N=12
\$1,000 to \$1,499 per month	15%	N=13
\$1,500 to \$2,499 per month	33%	N=28
\$2,500 or more per month	18%	N=15
Total	100%	N=84

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	91%	N=77
Yes	9%	N=8
Total	100%	N=85

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	42%	N=35
Yes	58%	N=48
Total	100%	N=83

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=3
\$25,000 to \$49,999	10%	N=8
\$50,000 to \$99,999	36%	N=28
\$100,000 to \$149,999	21%	N=16
\$150,000 or more	29%	N=23
Total	100%	N=78

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Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=80
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=3
Total	100%	N=83

Table 31: 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= 1
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	1%	N= 1
White	93%	N= 77
Other	6%	N=5

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

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	5%	N=4
35 to 44 years	8%	N=7
45 to 54 years	8%	N=7
55 to 64 years	31%	N=26
65 to 74 years	39%	N=33
75 years or older	7%	N=6
Total	100%	N=84

Table 33: Question D16

What is your sex?	Percent	Number
Female	63%	N=49
Male	37%	N=29
Total	100%	N=78

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Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=52
Land line	15%	N=12
Both	21%	N=17
Total	100%	N=81

### 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 35: 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	56%	N=58	35%	N=36	10%	N=10	0%	N=0	0%	N=0	100%	N=104
Your neighborhood as a place to live	57%	N=59	33%	N=34	8%	N=8	2%	N=2	0%	N=0	100%	N=103
Scottsdale as a place to raise children	32%	N=33	30%	N=31	10%	N=10	3%	N=3	26%	N=27	100%	N=104
Scottsdale as a place to work	33%	N=34	33%	N=34	10%	N=10	2%	N=2	23%	N=24	100%	N=104
Scottsdale as a place to visit	63%	N=65	32%	N=33	2%	N=2	2%	N=2	2%	N=2	100%	N=104
Scottsdale as a place to retire	47%	N=48	30%	N=31	15%	N=15	5%	N=5	4%	N=4	100%	N=103
The overall quality of life in Scottsdale	49%	N=51	41%	N=43	8%	N=8	2%	N=2	0%	N=0	100%	N=104

Table 36: 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	48%	N=49	41%	N=42	7%	N=7	4%	N=4	0%	N=0	100%	N=102
Overall ease of getting to the places you usually have to visit	17%	N=17	52%	N=53	23%	N=23	9%	N=9	0%	N=0	100%	N=102
Quality of overall natural environment in Scottsdale	44%	N=45	43%	N=44	9%	N=9	4%	N=4	0%	N=0	100%	N=102
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	20%	N=20	38%	N=39	30%	N=31	11%	N=11	1%	N=1	100%	N=102
Health and wellness opportunities in Scottsdale	42%	N=43	38%	N=39	12%	N=12	4%	N=4	4%	N=4	100%	N=102
Overall opportunities for education and enrichment	32%	N=33	47%	N=48	11%	N=11	7%	N=7	3%	N=3	100%	N=102
Overall economic health of Scottsdale	24%	N=24	52%	N=53	16%	N=16	6%	N=6	2%	N=2	100%	N=101
Sense of community	12%	N=12	41%	N=41	33%	N=33	14%	N=14	1%	N=1	100%	N=101
Overall image or reputation of Scottsdale	43%	N=44	40%	N=41	15%	N=15	2%	N=2	0%	N=0	100%	N=102

Table 37: 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	61%	N=60	23%	N=23	9%	N=9	5%	N=5	1%	N=1	100%	N=98
Remain in Scottsdale for the next five years	64%	N=63	21%	N=21	8%	N=8	6%	N=6	0%	N=0	100%	N=98



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Table 38: 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	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	77%	N=75	17%	N=17	3%	N=3	3%	N=3	0%	N=0	0%	N=0	100%	N=98
In Scottsdale's downtown/commercial area during the day	56%	N=55	32%	N=31	5%	N=5	0%	N=0	2%	N=2	5%	N=5	100%	N=98

Table 39: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	4%	N=4	45%	N=43	25%	N=24	25%	N=24	0%	N=0	100%	N=95
Ease of public parking	4%	N=4	48%	N=46	33%	N=31	15%	N=14	0%	N=0	100%	N=95
Ease of travel by car in Scottsdale	7%	N=7	51%	N=48	26%	N=25	16%	N=15	0%	N=0	100%	N=95
Ease of travel by public transportation in Scottsdale	3%	N=3	7%	N=7	14%	N=13	31%	N=29	45%	N=42	100%	N=94
Ease of travel by bicycle in Scottsdale	7%	N=7	35%	N=33	15%	N=14	3%	N=3	39%	N=37	100%	N=94
Ease of walking in Scottsdale	24%	N=23	48%	N=46	15%	N=14	8%	N=8	4%	N=4	100%	N=95
Availability of paths and walking trails	43%	N=41	40%	N=38	12%	N=11	3%	N=3	2%	N=2	100%	N=95
Air quality	9%	N=9	53%	N=50	25%	N=24	13%	N=12	0%	N=0	100%	N=95
Cleanliness of Scottsdale	39%	N=37	48%	N=46	9%	N=9	3%	N=3	0%	N=0	100%	N=95
Overall appearance of Scottsdale	34%	N=32	54%	N=51	10%	N=9	2%	N=2	0%	N=0	100%	N=94
Public places where people want to spend time	38%	N=36	48%	N=45	11%	N=10	3%	N=3	0%	N=0	100%	N=94
Variety of housing options	17%	N=16	36%	N=34	23%	N=22	13%	N=12	11%	N=10	100%	N=94
Availability of affordable quality housing	7%	N=7	19%	N=18	29%	N=28	26%	N=25	18%	N=17	100%	N=95
Fitness opportunities (including exercise classes and paths or trails, etc.)	44%	N=42	42%	N=40	8%	N=8	2%	N=2	3%	N=3	100%	N=95
Recreational opportunities	47%	N=45	43%	N=41	6%	N=6	2%	N=2	1%	N=1	100%	N=95
Availability of affordable quality food	34%	N=32	40%	N=38	24%	N=23	1%	N=1	1%	N=1	100%	N=95
Availability of affordable quality health care	35%	N=33	40%	N=38	20%	N=19	2%	N=2	3%	N=3	100%	N=95
Availability of preventive health services	28%	N=27	44%	N=42	13%	N=12	3%	N=3	12%	N=11	100%	N=95
Availability of affordable quality mental health care	6%	N=6	14%	N=13	13%	N=12	3%	N=3	64%	N=61	100%	N=95

Table 40: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	3%	N=3	9%	N=8	11%	N=10	6%	N=6	71%	N=66	100%	N=93
K-12 education	12%	N=11	25%	N=23	11%	N=10	10%	N=9	42%	N=39	100%	N=92
Adult educational opportunities	16%	N=15	41%	N=38	11%	N=10	10%	N=9	23%	N=21	100%	N=93

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Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Opportunities to attend cultural/arts/music activities	38%	N=35	43%	N=40	13%	N=12	1%	N=1	5%	N=5	100%	N=93
Opportunities to participate in religious or spiritual events and activities	30%	N=28	31%	N=29	4%	N=4	1%	N=1	33%	N=31	100%	N=93
Employment opportunities	15%	N=14	34%	N=31	14%	N=13	2%	N=2	35%	N=32	100%	N=92
Shopping opportunities	57%	N=53	33%	N=31	10%	N=9	0%	N=0	0%	N=0	100%	N=93
Cost of living in Scottsdale	2%	N=2	42%	N=39	43%	N=40	12%	N=11	1%	N=1	100%	N=93
Overall quality of business and service establishments in Scottsdale	35%	N=32	50%	N=46	13%	N=12	1%	N=1	1%	N=1	100%	N=92
Vibrant downtown/commercial area	33%	N=31	38%	N=35	16%	N=15	4%	N=4	9%	N=8	100%	N=93
Overall quality of new development in Scottsdale	11%	N=10	31%	N=29	20%	N=19	31%	N=29	6%	N=6	100%	N=93
Opportunities to participate in social events and activities	35%	N=32	35%	N=32	14%	N=13	4%	N=4	12%	N=11	100%	N=92
Opportunities to volunteer	41%	N=38	33%	N=31	6%	N=6	3%	N=3	16%	N=15	100%	N=93
Opportunities to participate in community matters	27%	N=25	39%	N=36	17%	N=16	5%	N=5	12%	N=11	100%	N=93
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=16	30%	N=27	15%	N=14	14%	N=13	23%	N=21	100%	N=91
Neighborliness of residents in Scottsdale	13%	N=12	35%	N=32	34%	N=31	16%	N=15	2%	N=2	100%	N=92
Helping new residents feel connected and integrated	13%	N=12	25%	N=23	26%	N=24	18%	N=17	18%	N=17	100%	N=93
Demonstrating respect for residents of different cultures and belief systems	16%	N=15	28%	N=26	20%	N=19	12%	N=11	24%	N=22	100%	N=93

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	4%	N=4	96%	N=89	100%	N=93
Made efforts to make your home more energy efficient	16%	N=15	84%	N=78	100%	N=93
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	37%	N=34	63%	N=58	100%	N=92
Household member was a victim of a crime in Scottsdale	92%	N=85	8%	N=7	100%	N=92
Reported a crime to the police in Scottsdale	83%	N=76	17%	N=16	100%	N=92
Stocked supplies in preparation for an emergency	71%	N=66	29%	N=27	100%	N=93
Campaigned or advocated for an issue, cause or candidate	43%	N=40	57%	N=53	100%	N=93
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	28%	N=26	72%	N=67	100%	N=93
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	61%	N=56	39%	N=36	100%	N=92

Table 42: 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	
	%	N	%	N	%	N	%	N	%	N
Used Scottsdale recreation centers or their services	8%	N=7	20%	N=18	31%	N=28	42%	N=38	100%	N=91
Visited a neighborhood park or City park	15%	N=14	37%	N=34	33%	N=30	14%	N=13	100%	N=91

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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	
	%	N	%	N	%	N	%	N	%	N
Used Scottsdale public libraries or their services	17%	N=16	28%	N=26	32%	N=29	23%	N=21	100%	N=92
Participated in religious or spiritual activities in Scottsdale	9%	N=8	16%	N=15	18%	N=17	57%	N=52	100%	N=92
Attended a City-sponsored event	2%	N=2	13%	N=12	52%	N=47	32%	N=29	100%	N=90
Used bus or other public transportation instead of driving	2%	N=2	2%	N=2	8%	N=7	88%	N=80	100%	N=91
Carpooled with other adults or children instead of driving alone	12%	N=11	19%	N=17	10%	N=9	59%	N=54	100%	N=91
Walked or biked instead of driving	16%	N=15	13%	N=12	26%	N=24	44%	N=40	100%	N=91
Volunteered your time to some group/activity in Scottsdale	15%	N=14	13%	N=12	25%	N=23	46%	N=42	100%	N=91
Participated in a club	3%	N=3	13%	N=12	20%	N=18	63%	N=57	100%	N=90
Talked to or visited with your immediate neighbors	45%	N=41	26%	N=24	23%	N=21	5%	N=5	100%	N=91
Done a favor for a neighbor	24%	N=22	23%	N=21	34%	N=31	19%	N=17	100%	N=91
Visited or used a City pool	3%	N=3	1%	N=1	10%	N=9	86%	N=78	100%	N=91
Used a City fitness facility	4%	N=4	6%	N=5	7%	N=6	83%	N=75	100%	N=90
Visited downtown for shopping, dining or to attend an event	18%	N=16	30%	N=27	46%	N=42	7%	N=6	100%	N=91

Table 43: 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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	2%	N=2	8%	N=7	30%	N=28	60%	N=55	100%	N=92
Watched (online or on television) a local public meeting	3%	N=3	8%	N=7	33%	N=30	57%	N=52	100%	N=92

Table 44: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	52%	N=47	27%	N=24	9%	N=8	4%	N=4	8%	N=7	100%	N=90
Fire services	54%	N=49	23%	N=21	4%	N=4	0%	N=0	18%	N=16	100%	N=90
Ambulance or emergency medical services	40%	N=36	22%	N=20	2%	N=2	1%	N=1	34%	N=31	100%	N=90
Crime prevention	33%	N=30	31%	N=28	8%	N=7	4%	N=4	23%	N=21	100%	N=90
Fire prevention and education	30%	N=27	28%	N=25	7%	N=6	1%	N=1	34%	N=31	100%	N=90
Traffic enforcement	18%	N=16	43%	N=39	17%	N=15	10%	N=9	12%	N=11	100%	N=90
Street repair	12%	N=11	41%	N=37	31%	N=28	16%	N=14	0%	N=0	100%	N=90
Street cleaning	31%	N=28	45%	N=40	17%	N=15	3%	N=3	3%	N=3	100%	N=89
Street lighting	26%	N=23	48%	N=43	18%	N=16	7%	N=6	1%	N=1	100%	N=89
Sidewalk maintenance	16%	N=14	49%	N=44	17%	N=15	4%	N=4	13%	N=12	100%	N=89
Traffic signal timing	6%	N=5	43%	N=39	24%	N=22	27%	N=24	0%	N=0	100%	N=90

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Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Bus or transit services	4%	N=4	8%	N=7	8%	N=7	17%	N=15	63%	N=57	100%	N=90
Garbage collection	64%	N=58	24%	N=22	4%	N=4	3%	N=3	3%	N=3	100%	N=90
Recycling	54%	N=49	27%	N=24	11%	N=10	3%	N=3	4%	N=4	100%	N=90
Yard waste pick-up	50%	N=45	24%	N=22	4%	N=4	1%	N=1	20%	N=18	100%	N=90
Storm drainage	27%	N=24	30%	N=27	13%	N=12	8%	N=7	22%	N=20	100%	N=90
Drinking water	32%	N=29	30%	N=27	21%	N=19	14%	N=13	2%	N=2	100%	N=90
Sewer services	43%	N=39	33%	N=30	2%	N=2	0%	N=0	21%	N=19	100%	N=90
Utility billing	33%	N=29	44%	N=39	9%	N=8	6%	N=5	9%	N=8	100%	N=89
City parks	49%	N=44	34%	N=31	7%	N=6	1%	N=1	9%	N=8	100%	N=90
Recreation programs or classes	23%	N=21	31%	N=28	9%	N=8	1%	N=1	36%	N=32	100%	N=90
Recreation centers or facilities	31%	N=28	29%	N=26	6%	N=5	2%	N=2	32%	N=29	100%	N=90
Land use, planning and zoning	4%	N=4	21%	N=19	27%	N=24	30%	N=27	18%	N=16	100%	N=90
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=12	30%	N=27	21%	N=19	14%	N=13	21%	N=19	100%	N=90
Animal control	9%	N=8	29%	N=26	9%	N=8	4%	N=4	49%	N=44	100%	N=90
Economic development	8%	N=7	37%	N=33	17%	N=15	10%	N=9	29%	N=26	100%	N=90
Public library services	55%	N=49	25%	N=22	2%	N=2	0%	N=0	18%	N=16	100%	N=89
Public information services	18%	N=16	51%	N=46	12%	N=11	4%	N=4	14%	N=13	100%	N=90
Cable television	10%	N=9	23%	N=21	17%	N=15	13%	N=12	37%	N=33	100%	N=90
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=7	19%	N=17	10%	N=9	6%	N=5	58%	N=52	100%	N=90
Preservation of natural areas such as open space, farmlands and greenbelts	34%	N=31	38%	N=34	13%	N=12	9%	N=8	6%	N=5	100%	N=90
Scottsdale McDowell Sonoran Preserve	58%	N=52	18%	N=16	9%	N=8	3%	N=3	12%	N=11	100%	N=90
City-sponsored special events	27%	N=24	36%	N=32	7%	N=6	2%	N=2	28%	N=25	100%	N=89
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	41%	N=37	39%	N=35	9%	N=8	6%	N=5	6%	N=5	100%	N=90
Scottsdale website (www.ScottsdaleAZ.gov)	27%	N=24	51%	N=46	17%	N=15	2%	N=2	3%	N=3	100%	N=90
City Cable Channel 11 or Scottsdale Video Network	11%	N=10	19%	N=17	7%	N=6	2%	N=2	60%	N=53	100%	N=88
Water services provided by Scottsdale Water Department	34%	N=31	41%	N=37	9%	N=8	1%	N=1	14%	N=13	100%	N=90
Drinking water taste	18%	N=16	32%	N=29	27%	N=24	21%	N=19	2%	N=2	100%	N=90
Senior services	12%	N=11	28%	N=25	6%	N=5	3%	N=3	51%	N=45	100%	N=89

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Table 45: 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	36%	N=31	41%	N=35	19%	N=16	5%	N=4	0%	N=0	100%	N=86
The Federal Government	5%	N=4	34%	N=29	41%	N=35	16%	N=14	5%	N=4	100%	N=86
The State Government	6%	N=5	28%	N=24	45%	N=39	13%	N=11	8%	N=7	100%	N=86
Maricopa County Government	6%	N=5	36%	N=31	36%	N=31	6%	N=5	15%	N=13	100%	N=85

Table 46: 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	24%	N=21	37%	N=32	23%	N=20	13%	N=11	3%	N=3	100%	N=87
The overall direction that Scottsdale is taking	7%	N=6	30%	N=26	30%	N=26	33%	N=29	0%	N=0	100%	N=87
The job Scottsdale government does at welcoming citizen involvement	10%	N=9	26%	N=22	28%	N=24	24%	N=21	12%	N=10	100%	N=86
Overall confidence in Scottsdale government	4%	N=3	28%	N=24	39%	N=33	27%	N=23	2%	N=2	100%	N=85
Generally acting in the best interest of the community	5%	N=4	29%	N=25	31%	N=27	31%	N=27	3%	N=3	100%	N=86
Being honest	3%	N=3	28%	N=24	31%	N=27	27%	N=23	10%	N=9	100%	N=86
Treating all residents fairly	7%	N=6	24%	N=21	26%	N=22	26%	N=22	17%	N=15	100%	N=86
Law enforcement treating all residents fairly	35%	N=30	28%	N=24	9%	N=8	6%	N=5	22%	N=19	100%	N=86

Table 47: 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	69%	N=59	23%	N=20	8%	N=7	0%	N=0	100%	N=86
Overall ease of getting to the places you usually have to visit	41%	N=35	47%	N=40	13%	N=11	0%	N=0	100%	N=86
Quality of overall natural environment in Scottsdale	67%	N=57	26%	N=22	7%	N=6	0%	N=0	100%	N=85
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	56%	N=48	35%	N=30	9%	N=8	0%	N=0	100%	N=86
Health and wellness opportunities in Scottsdale	29%	N=25	45%	N=39	20%	N=17	6%	N=5	100%	N=86
Overall opportunities for education and enrichment	30%	N=26	38%	N=33	27%	N=23	5%	N=4	100%	N=86
Overall economic health of Scottsdale	52%	N=45	41%	N=35	6%	N=5	1%	N=1	100%	N=86
Sense of community	34%	N=29	44%	N=38	16%	N=14	6%	N=5	100%	N=86

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Table 48: Question 14

Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Repair or replace aging parks, libraries and arts facilities	42%	N=36	32%	N=27	25%	N=21	1%	N=1	0%	N=0	100%	N=85
Repave roads and improve roadside appearance	49%	N=42	40%	N=34	11%	N=9	0%	N=0	0%	N=0	100%	N=85
Build new public parking garages and improve event spaces downtown	16%	N=14	22%	N=19	39%	N=33	22%	N=19	0%	N=0	100%	N=85
Upgrade outdated City technology such as the 911 dispatch and building permit systems	35%	N=30	28%	N=24	25%	N=21	7%	N=6	5%	N=4	100%	N=85
Build structures to better manage storm-related flooding and run-off	33%	N=28	33%	N=28	25%	N=21	7%	N=6	2%	N=2	100%	N=85
Remodel fire and police stations and training facilities to meet current safety and operational standards	27%	N=23	35%	N=30	31%	N=26	7%	N=6	0%	N=0	100%	N=85

Table 49: Question 15

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	
	%	N	%	N	%	N	%	N	%	N
Walked or hiked in the Preserve	7%	N=6	27%	N=23	37%	N=32	29%	N=25	100%	N=86
Rode a mountain bike in the Preserve	3%	N=3	2%	N=2	8%	N=7	86%	N=74	100%	N=86
Rock climbed in the Preserve	0%	N=0	1%	N=1	8%	N=7	91%	N=78	100%	N=86
Ridden a horse in the Preserve	0%	N=0	0%	N=0	4%	N=3	96%	N=82	100%	N=85
Visited a Preserve trailhead	10%	N=8	23%	N=19	40%	N=33	28%	N=23	100%	N=83
Taken out of town visitors on any of these activities in the Preserve	2%	N=2	2%	N=2	59%	N=51	36%	N=31	100%	N=86

Table 50: Question 16

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale should do more to promote water conservation among residents	51%	N=44	26%	N=22	17%	N=15	2%	N=2	3%	N=3	0%	N=0	100%	N=86
My household could do more to conserve water	12%	N=10	37%	N=32	26%	N=22	15%	N=13	10%	N=9	0%	N=0	100%	N=86
My neighbors could do more to conserve water	23%	N=20	33%	N=28	17%	N=15	7%	N=6	3%	N=3	16%	N=14	100%	N=86

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Table 51: Question 17

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	
	Percent	N	Percent	N	Percent	N	Percent	N
Scottsdale Update utility bill newsletter	28%	N=24	35%	N=30	37%	N=32	100%	N=86
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	26%	N=22	45%	N=39	29%	N=25	100%	N=86
City website (ScottsdaleAZ.gov)	43%	N=37	49%	N=42	8%	N=7	100%	N=86
Scottsdale Update weekly email newsletter (or other City email newsletters)	62%	N=53	29%	N=25	9%	N=8	100%	N=86
City Cable Channel 11 or Scottsdale Video Network	2%	N=2	27%	N=23	71%	N=61	100%	N=86
Local newspapers, television or radio news	40%	N=34	40%	N=34	21%	N=18	100%	N=86
Facebook	7%	N=6	21%	N=18	72%	N=61	100%	N=85
Twitter	4%	N=3	7%	N=6	89%	N=75	100%	N=84
Next Door	25%	N=21	33%	N=28	42%	N=36	100%	N=85
YouTube	4%	N=3	8%	N=7	88%	N=74	100%	N=84
Word of mouth	24%	N=21	57%	N=49	19%	N=16	100%	N=86

Table 52: 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	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	2%	N=2	2%	N=2	2%	N=2	9%	N=8	84%	N=71	100%	N=85
Purchase goods or services from a business located in Scottsdale	0%	N=0	1%	N=1	31%	N=27	56%	N=48	12%	N=10	100%	N=86
Eat at least 5 portions of fruits and vegetables a day	2%	N=2	13%	N=11	24%	N=21	45%	N=39	15%	N=13	100%	N=86
Participate in moderate or vigorous physical activity	1%	N=1	8%	N=7	24%	N=21	33%	N=28	34%	N=29	100%	N=86
Read or watch local news (via television, paper, computer, etc.)	3%	N=3	14%	N=12	14%	N=12	19%	N=16	50%	N=43	100%	N=86
Vote in local elections	1%	N=1	0%	N=0	1%	N=1	6%	N=5	92%	N=79	100%	N=86

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	37%	N=32
Very good	44%	N=38
Good	16%	N=14
Fair	1%	N=1
Poor	1%	N=1
Total	100%	N=86

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Table 54: 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	8%	N=7
Somewhat positive	23%	N=20
Neutral	37%	N=32
Somewhat negative	29%	N=25
Very negative	2%	N=2
Total	100%	N=86

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	43%	N=37
Working part time for pay	7%	N=6
Unemployed, looking for paid work	2%	N=2
Unemployed, not looking for paid work	5%	N=4
Fully retired	43%	N=37
Total	100%	N=86

Table 56: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	24%	N=20
Yes, from home	14%	N=12
No	61%	N=51
Total	100%	N=83

Table 57: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	6%	N=5
2 to 5 years	16%	N=14
6 to 10 years	19%	N=16
11 to 20 years	20%	N=17
More than 20 years	40%	N=34
Total	100%	N=86



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Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=60
Building with two or more homes (duplex, townhome, apartment or condominium)	27%	N=22
Mobile home	0%	N=0
Other	0%	N=0
Total	100%	N=82

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	9%	N=7
Owned	91%	N=72
Total	100%	N=79

Table 60: 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	7%	N=6
\$300 to \$599 per month	12%	N=10
\$600 to \$999 per month	14%	N=12
\$1,000 to \$1,499 per month	15%	N=13
\$1,500 to \$2,499 per month	33%	N=28
\$2,500 or more per month	18%	N=15
Total	100%	N=84

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	91%	N=77
Yes	9%	N=8
Total	100%	N=85

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	42%	N=35
Yes	58%	N=48
Total	100%	N=83

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Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=3
\$25,000 to \$49,999	10%	N=8
\$50,000 to \$99,999	36%	N=28
\$100,000 to \$149,999	21%	N=16
\$150,000 or more	29%	N=23
Total	100%	N=78

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=80
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=3
Total	100%	N=83

Table 65: 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=1
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	1%	N=1
White	93%	N=77
Other	6%	N=5

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

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	5%	N=4
35 to 44 years	8%	N=7
45 to 54 years	8%	N=7
55 to 64 years	31%	N=26
65 to 74 years	39%	N=33
75 years or older	7%	N=6
Total	100%	N=84

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Table 67: Question D16

What is your sex?	Percent	Number
Female	63%	N=49
Male	37%	N=29
Total	100%	N=78

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=52
Land line	15%	N=12
Both	21%	N=17
Total	100%	N=81