

THE NCSTM
The National Citizen SurveyTM

Scottsdale, AZ
Community Livability Report

2016



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Leaders at the Core of Better Communities

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The National Citizen Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

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

About

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

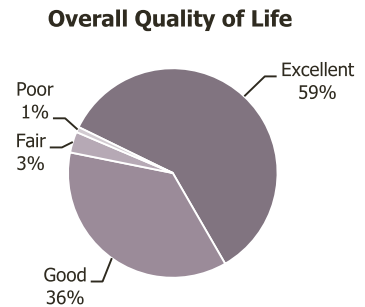
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central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

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



Quality of Life in Scottsdale

Almost all residents rated the quality of life in Scottsdale as excellent or good. This was higher than the national benchmark comparison (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

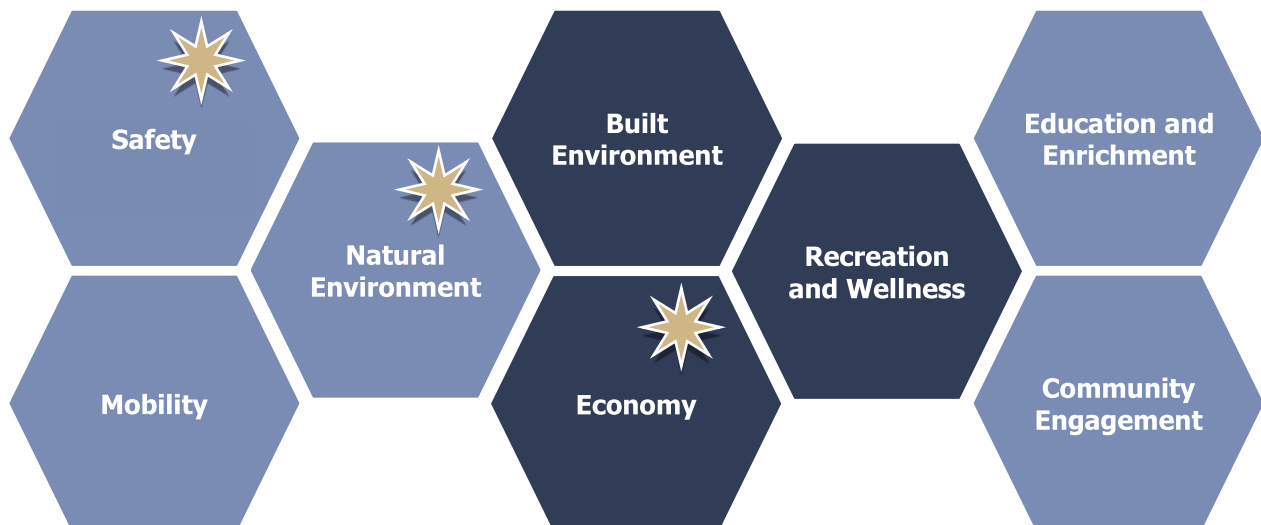
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Economy and Natural Environment as priorities for the Scottsdale community in the coming two years. It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

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

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



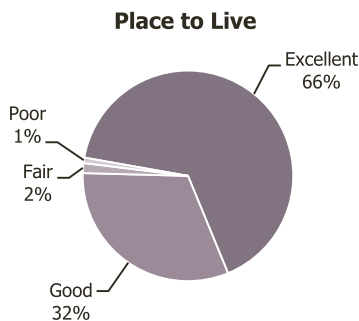
Community Characteristics

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

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

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

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

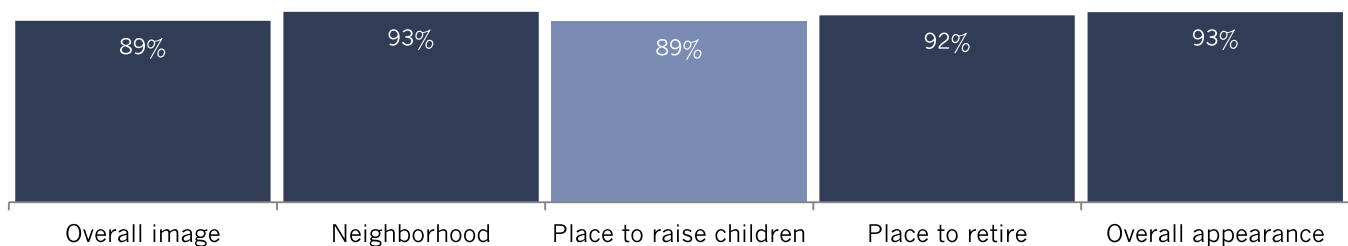


Ratings for almost all aspects of Community Characteristics remained stable over time; the only item that saw a change in ratings from 2013 to 2016 was the overall ease of travel, which declined. (For more information see the *Trends over Time* report under separate cover).

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



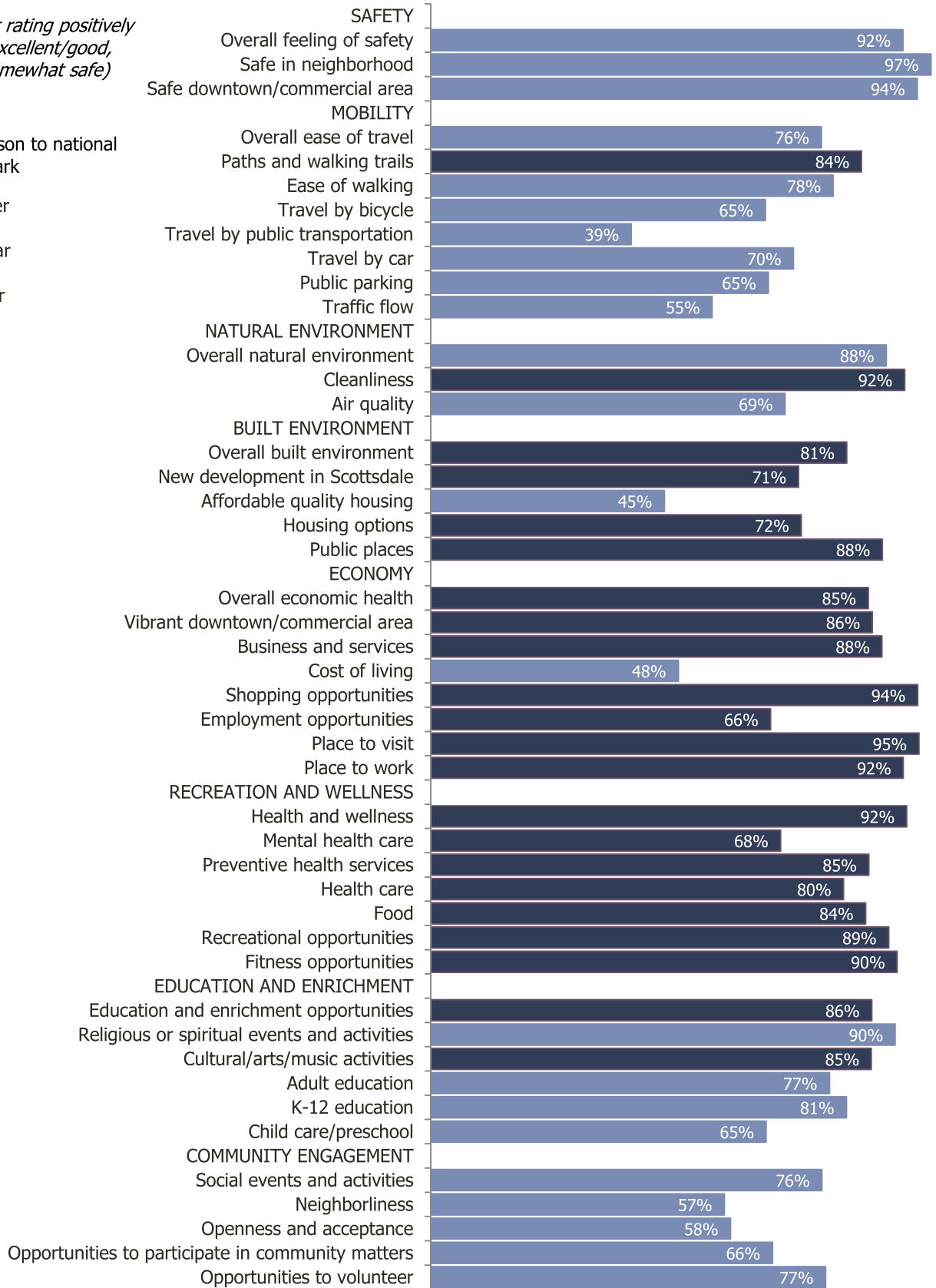
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Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

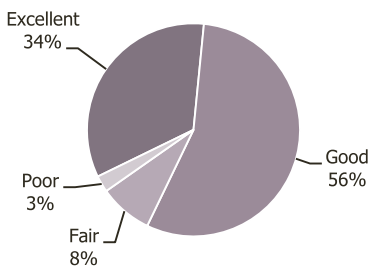
How well does the government of Scottsdale meet the needs and expectations of its residents?

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

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

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

Overall Quality of City Services

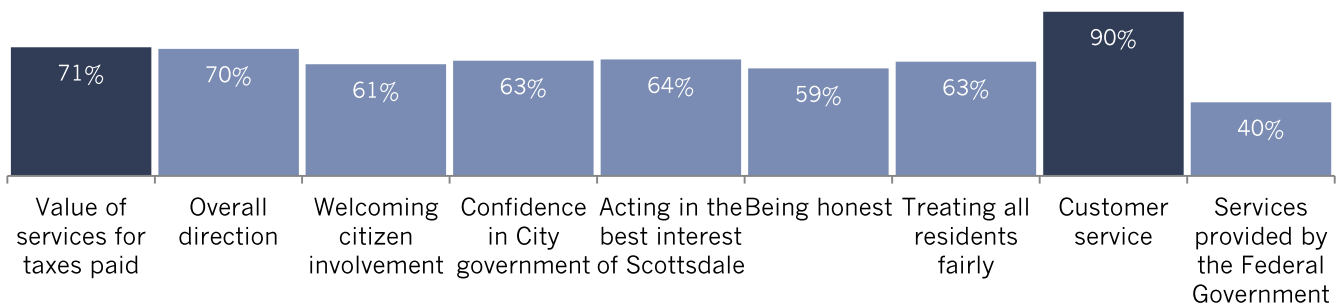


When comparing ratings over time, the proportion of respondents who positively rated street cleaning, the job Scottsdale government does at welcoming citizen involvement, and customer service provided by Scottsdale employees increased from 2013 to 2016. However, ratings for utility billing and land use,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

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



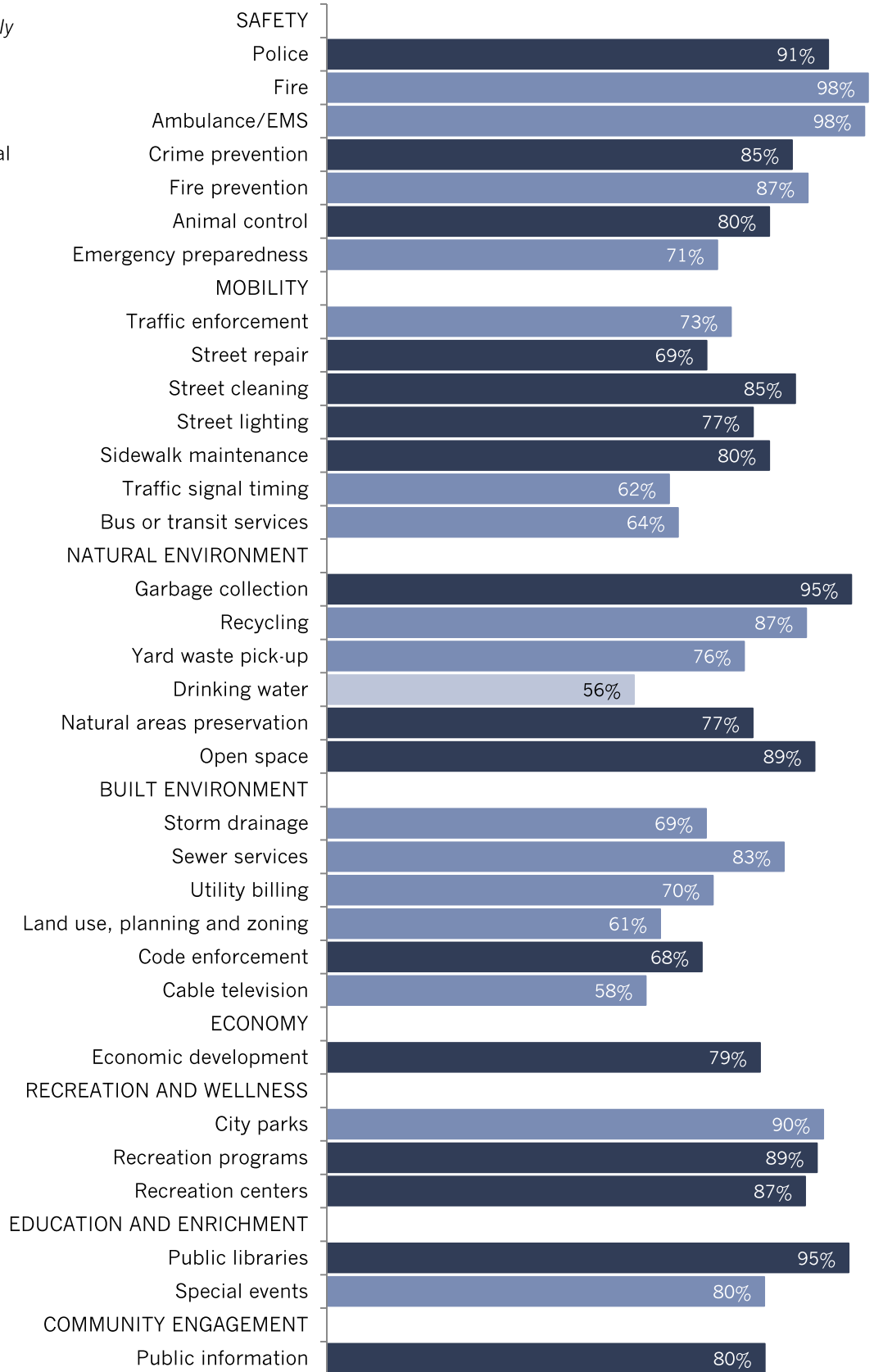
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



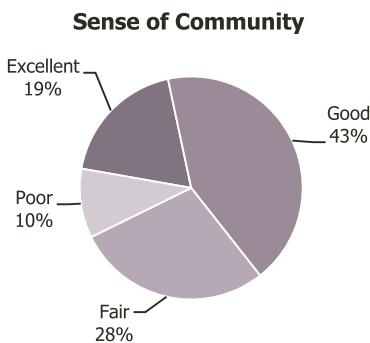
Participation

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

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

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

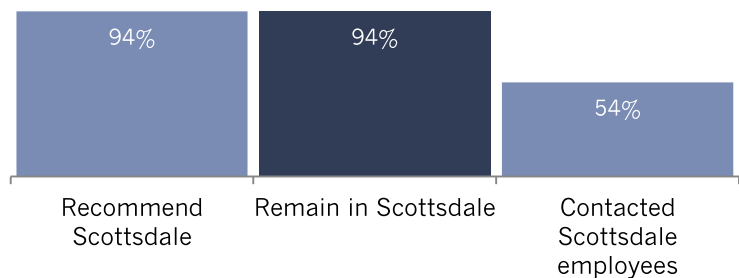
Most Participation rates remained similar from 2013 to 2016; the only item to change over time was the proportion of residents who had contacted Scottsdale employees, which increased.



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

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



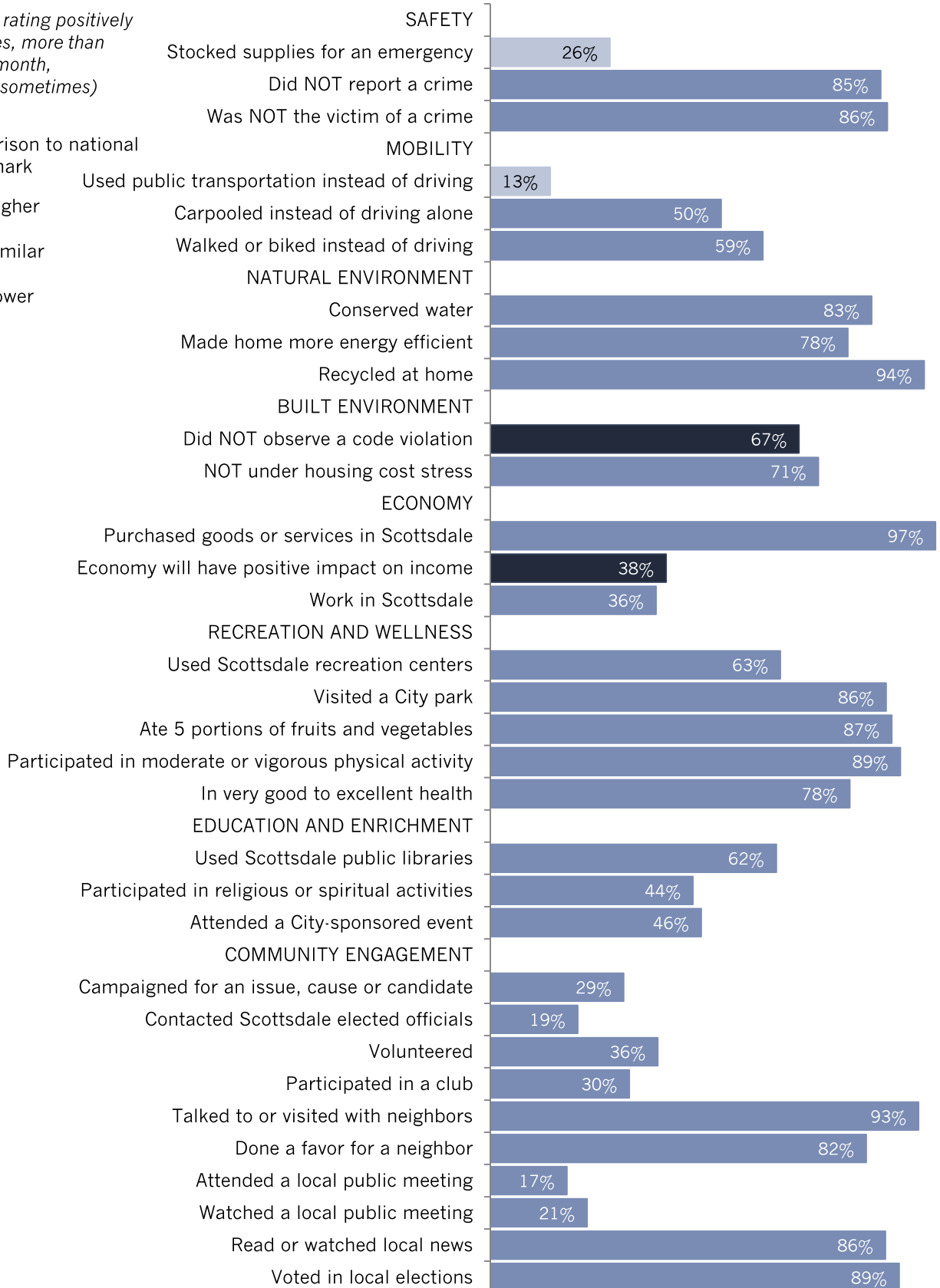
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Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

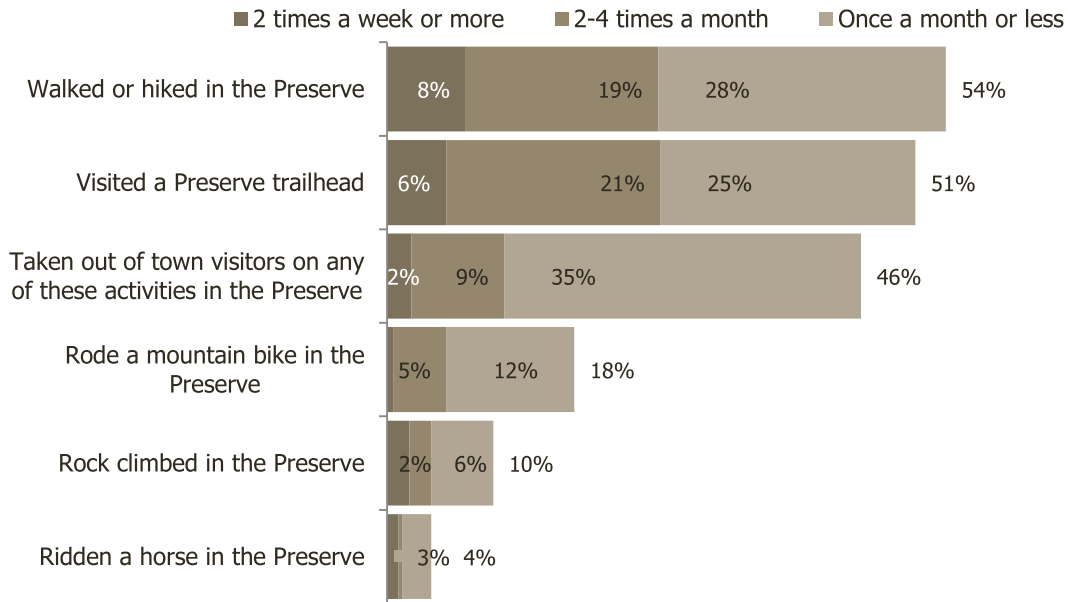


Special Topics

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

Figure 4: Activities in Scottsdale McDowell Sonoran Preserve

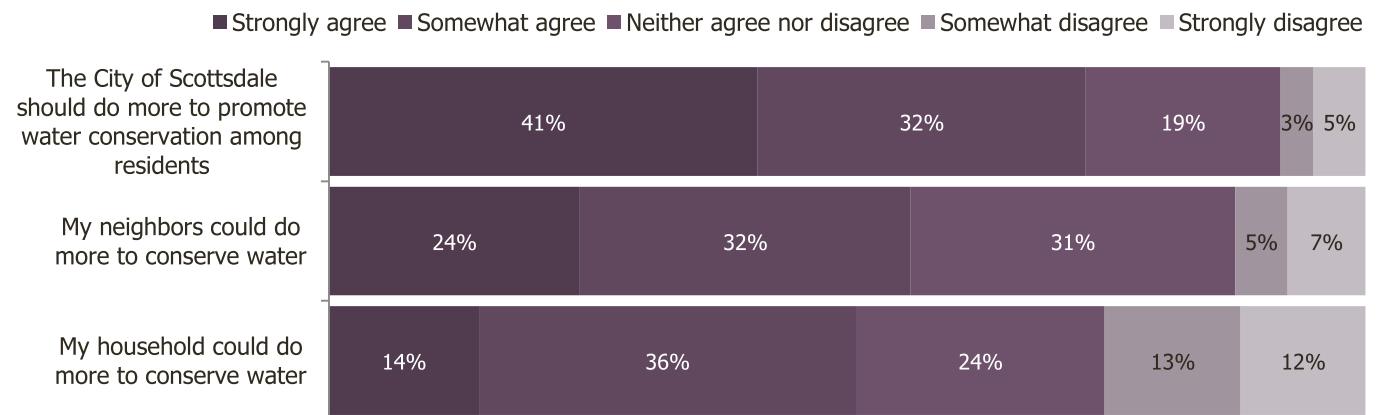
Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.



The next question asked residents to indicate their level of agreement with a series of statements related to water conservation. About half or more of respondents strongly or somewhat agreed with all three statements. Most residents agreed that the City should do more to promote water conservation; meanwhile, about one-quarter somewhat or strongly disagreed that their household could do more to conserve water.

Figure 5: Resident Opinion of Water Conservation Efforts

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

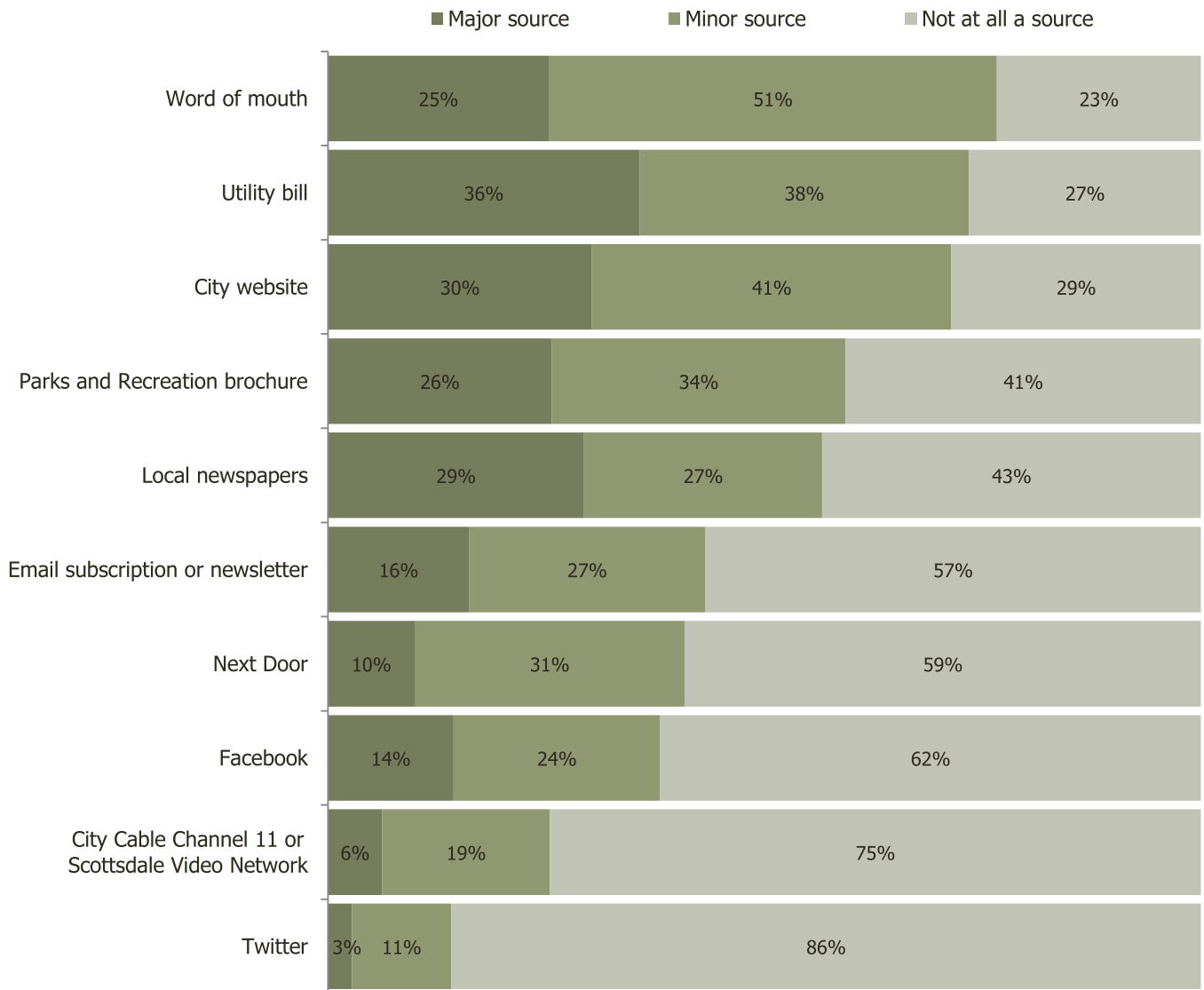


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The following question asked residents about various sources of information about the City and how much of a source of information, if any, they felt each item was. About 7 in 10 residents rated word of mouth, their utility bill and the City website as major or minor sources of information, while about 6 in 10 thought that the Parks and Recreation brochure and local newspapers were at least minor sources. About one-quarter of residents thought City Cable Channel 11 was a source of City information and only about 1 in 10 used Twitter as a source.

Figure 6: Sources of City Information

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

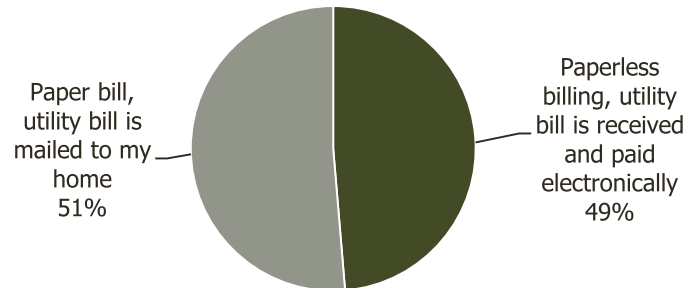


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Residents were next asked how they received their City utility bill. About half of residents received a paper bill and the other half received their bill electronically.

Figure 7: Method of Receiving Utility Bill

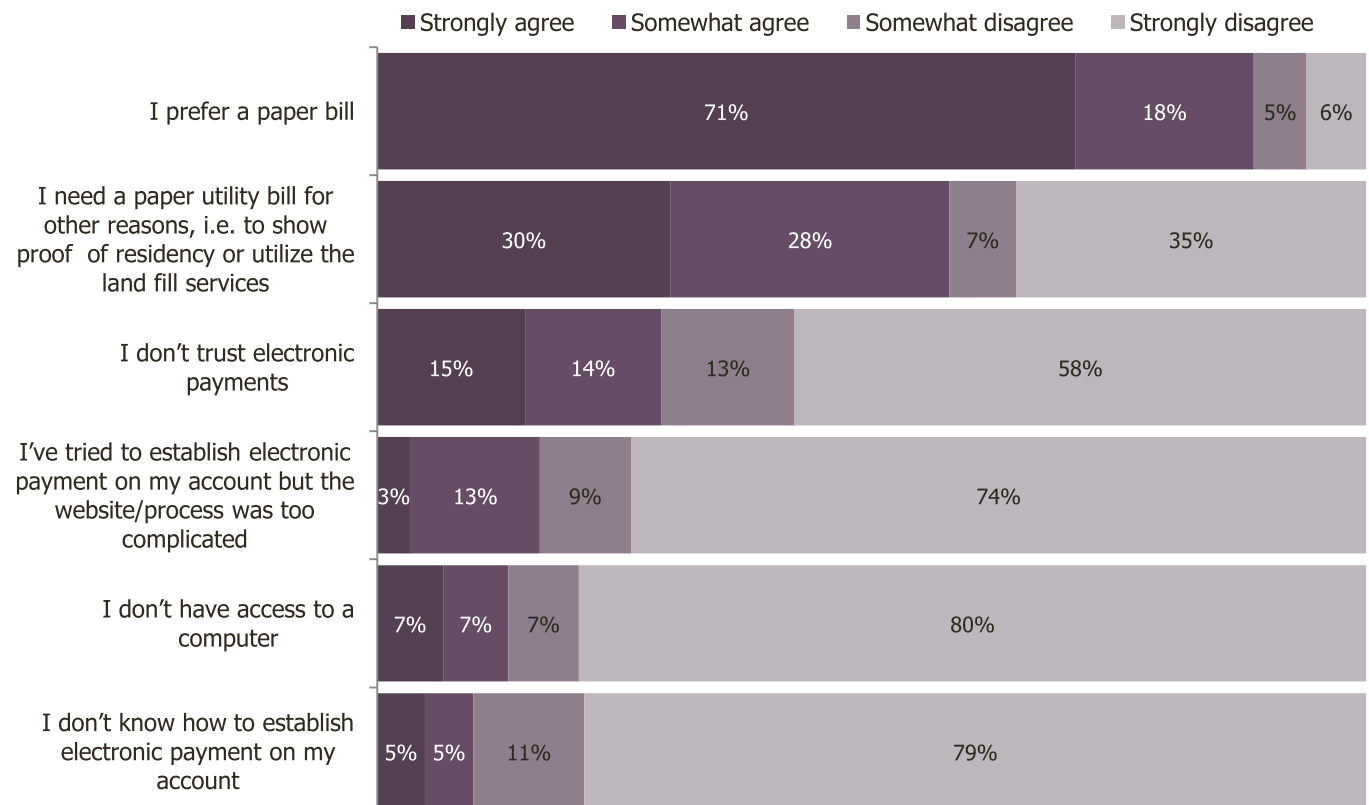
Which method does your household currently use to receive its City of Scottsdale utility bill?



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

Figure 8: Utility Billing Preferences

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



Conclusions

Scottsdale residents continue to rate their quality of life positively.

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

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

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

The Natural Environment is also important to residents.

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

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Scottsdale, AZ

Dashboard Summary of Findings

2016



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Summary

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

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

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

Figure 1: Dashboard Summary

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

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

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

Legend

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

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

Legend

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

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Trends over Time

2016



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Summary

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

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

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

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

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

Table 1: Community Characteristics by Facet

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

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	Percent rating positively (e.g., excellent/good, very/somewhat safe)						2016 rating compared to 2013	Comparison to benchmark									
	2003		2004		2010			2013		2016		2010		2013		2016	
	2003	2004	2004	2006	2010	2013		2016	2003	2004	2006	2010	2013	2016	2003	2004	2010
Recreation and Wellness	Employment opportunities	47%	53%	62%	51%	67%	66%	Similar	Higher	Much higher	Much higher	Much higher	Much higher	Higher	Much higher	Much higher	Much higher
	Place to visit	NA	NA	NA	NA	94%	95%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Place to work	NA	NA	84%	88%	86%	92%	Similar	NA	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher
	Health and wellness	NA	NA	NA	NA	92%	92%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Mental health care	NA	NA	NA	NA	61%	68%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Preventive health services	NA	NA	NA	NA	83%	85%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Health care	NA	NA	NA	NA	78%	80%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Food	NA	NA	NA	NA	81%	84%	Similar	NA	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher
	Recreational opportunities	81%	83%	85%	86%	89%	89%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher
	Fitness opportunities	NA	NA	NA	NA	89%	90%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
Education and Enrichment	Religious or spiritual events and activities	NA	NA	NA	88%	92%	90%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Cultural/arts/music activities	79%	77%	77%	80%	88%	85%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher
	Adult education	NA	NA	NA	NA	76%	77%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	K-12 education	NA	NA	NA	78%	77%	81%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Child care/preschool	NA	NA	NA	NA	63%	65%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Social events and activities	NA	NA	NA	79%	81%	76%	Similar	NA	NA	NA	NA	NA	NA	NA	Much higher	Much higher
	Neighborhood	NA	NA	NA	NA	58%	57%	Similar	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Openness and acceptance	NA	NA	NA	55%	58%	58%	Similar	NA	NA	NA	NA	NA	NA	NA	Lower	Lower
	Opportunities to participate in community matters	NA	NA	NA	67%	66%	66%	Similar	NA	NA	NA	NA	NA	NA	NA	Similar	Similar
	Opportunities to volunteer	NA	NA	NA	77%	79%	77%	Similar	NA	NA	NA	NA	NA	NA	NA	Higher	Higher
Community Engagement	Services provided by Scottsdale	83%	88%	81%	88%	87%	89%	Similar	Higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher
	Customer service	80%	80%	76%	83%	80%	90%	Higher	Higher	Similar	Similar	Much higher	Much higher	Similar	Similar	Similar	Higher
	Value of services for taxes paid	NA	NA	69%	74%	70%	71%	Similar	NA	NA	NA	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher

Table 2: Governance General

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

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

Table 3: Governance by Facet

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

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

Table 4: Participation General

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

Table 5: Participation by Facet

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

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

THE NCSTM
The National Citizen SurveyTM

Scottsdale, AZ

Comparisons by Geographic Subgroups

2016



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Summary

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

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between area are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (283 completed surveys). For each area (South of Indian Bend Rd., North of Indian Bend and South or West of CAP Canal, and North or East of CAP Canal), the margin of error rises to approximately plus or minus ten percentage points since sample sizes were approximately 98 for the area South of Indian Bend Rd., 90 for the area North of Indian Bend and South or West of CAP Canal, and 95 for the area North or East of CAP Canal. Notable differences between subareas included the following:

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

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area				Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall	
The overall quality of life in Scottsdale	94%	96%	99%	96%	96%
Overall image or reputation of Scottsdale	84%	91%	95%	91%	89%
Scottsdale as a place to live	97%	97%	99%	97%	98%
Your neighborhood as a place to live	94%	90%	98%	90%	93%
Scottsdale as a place to raise children	93%	81%	94%	81%	89%
Scottsdale as a place to retire	90%	89%	98%	89%	92%
Overall appearance of Scottsdale	89%	94%	98%	94%	93%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area				Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall	
Overall feeling of safety in Scottsdale	92%	89%	95%	89%	92%
In your neighborhood during the day	95%	97%	100%	97%	97%
In Scottsdale's downtown/commercial area during the day	96%	93%	93%	93%	94%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area				Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	Overall	
Overall ease of getting to the places you usually have to visit	75%	70%	84%	70%	76%
Traffic flow on major streets	52%	47%	68%	47%	55%
Ease of public parking	58%	71%	70%	71%	65%
Ease of travel by car in Scottsdale	75%	57%	81%	57%	70%
Ease of travel by public transportation in Scottsdale	57%	29%	15%	29%	39%
Ease of travel by bicycle in Scottsdale	64%	63%	70%	63%	65%
Ease of walking in Scottsdale	82%	79%	72%	79%	78%
Availability of paths and walking trails	84%	84%	83%	84%	84%

Table 4: Community Characteristics - Natural Environment

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

Table 5: Community Characteristics - Built Environment

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

Table 6: Community Characteristics - Economy

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

Table 7: Community Characteristics - Recreation and Wellness

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

Table 8: Community Characteristics - Education and Enrichment

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

Table 9: Community Characteristics - Community Engagement

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

Table 10: Governance - General

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

Table 11: Governance - Safety

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

Table 12: Governance - Mobility

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

Table 13: Governance - Natural Environment

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

Table 14: Governance - Built Environment

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

Table 15: Governance - Economy

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

Table 16: Governance - Recreation and Wellness

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

Table 17: Governance - Education and Enrichment

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

Table 18: Governance - Community Engagement

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

Table 19: Participation General

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

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

Table 20: Participation - Safety

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

Table 21: Participation - Mobility

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

Table 22: Participation - Natural Environment

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

Table 23: Participation - Built Environment

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

Table 24: Participation - Economy

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

Table 25: Participation - Recreation and Wellness

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

Table 26: Participation - Education and Enrichment

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

Table 27: Participation - Community Engagement

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

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

Table 28: Community Focus Areas

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

Table 29: Activities in Scottsdale McDowell Sonoran Preserve

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

Table 30: Resident Opinion of Water Conservation Efforts

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

Table 31: Sources of City Information

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

Table 32: Method of Receiving Utility Bill

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

Table 33: Utility Billing Preferences

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

THE NCSTM
The National Citizen SurveyTM

Scottsdale, AZ

Comparisons by Demographic Subgroups

2016



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by age, gender, housing unit type (attached or detached), housing tenure (rent or own) and race/ethnicity.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (283 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

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

Table 1: Community Characteristics - General

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

Table 2: Community Characteristics - Safety

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

Table 3: Community Characteristics - Mobility

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

Table 4: Community Characteristics - Natural Environment

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

Table 5: Community Characteristics - Built Environment

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

Table 6: Community Characteristics - Economy

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

Table 7: Community Characteristics - Recreation and Wellness

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

Table 8: Community Characteristics - Education and Enrichment

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

Table 9: Community Characteristics - Community Engagement

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

Table 10: Governance - General

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

Table 11: Governance - Safety

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

Table 12: Governance - Mobility

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

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

Table 13: Governance - Natural Environment

	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	Overall
Percent rating positively (e.g., excellent/good)	100%	84%	79%	85%	86%	83%	89%	96%	82%	85%	90%	85%
Garbage collection	84%	87%	89%	88%	87%	96%	74%	73%	93%	97%	86%	95%
Recycling	46%	80%	85%	81%	70%	80%	69%	53%	84%	75%	78%	87%
Yard waste pick-up	63%	49%	59%	49%	62%	59%	52%	33%	66%	55%	60%	56%
Drinking water												
Preservation of natural areas such as open space, farmlands and greenbelts	85%	76%	76%	77%	77%	77%	78%	68%	81%	75%	95%	77%
Scottsdale McDowell Sonoran Preserve	85%	93%	86%	92%	85%	85%	94%	86%	89%	87%	95%	89%

Table 14: Governance - Built Environment

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

Table 15: Governance - Economy

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

Table 16: Governance - Recreation and Wellness

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

Table 17: Governance - Education and Enrichment

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

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age		Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	88%	80%	80%	78%	80%	79%	84%	79%	79%	83%	
93%	85%	84%	89%	82%	85%	87%	98%	81%	87%	85%	86%
42%	79%	74%	73%	71%	80%	65%	69%	74%	73%	64%	72%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	61%	63%	62%	60%	64%	63%	60%	64%	64%	61%	61%	
100%	91%	94%	95%	94%	98%	90%	98%	85%	98%	94%	95%	62%
91%	93%	97%	92%	97%	98%	89%	89%	84%	98%	94%	95%	94%
50%	58%	52%	58%	50%	55%	53%	53%	55%	53%	51%	68%	54%

Table 20: Participation - Safety

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

Table 21: Participation - Mobility

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

Table 22: Participation - Natural Environment

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

Table 23: Participation - Built Environment

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

Table 24: Participation - Economy

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

Table 25: Participation - Recreation and Wellness

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

Table 26: Participation - Education and Enrichment

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

Table 27: Participation - Community Engagement

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

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

Table 28: Community Focus Areas

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

Table 29: Activities in Scottsdale McDowell Sonoran Preserve

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

	Age		Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	60%	59%	49%	53%	62%	35%	42%	55%	51%	48%	
54%	52%	46%	45%	57%	29%	38%	49%	46%	50%	46%	

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve. (Percent rating as "at least once a month").

Visited a Preserve trailhead

Taken out of town visitors on any of these activities in the Preserve

Table 30: Resident Opinion of Water Conservation Efforts

	Age		Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	60%	76%	71%	74%	75%	70%	72%	73%	74%	68%	
67%	43%	50%	47%	54%	47%	52%	51%	51%	54%	51%	
70%	54%	52%	60%	56%	57%	70%	52%	56%	57%	56%	

To what extent do you agree or disagree with each of the following statements? (Percent rating as "strongly agree" or "somewhat agree").

The City of Scottsdale should do more to promote water conservation among residents

My household could do more to conserve water

My neighbors could do more to conserve water

Table 31: Sources of City Information

	Age			Sex		Housing unit type			Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race		
	51%	81%	78%	74%	72%	84%	59%	64%	64%	78%	74%	67%	
19%	69%	70%	60%	60%	64%	53%	54%	54%	62%	60%	55%	59%	
57%	84%	67%	68%	73%	74%	68%	77%	77%	69%	70%	77%	71%	
23%	45%	51%	48%	37%	44%	43%	37%	46%	46%	43%	45%	43%	
9%	24%	34%	23%	28%	21%	32%	33%	23%	23%	26%	28%	25%	
39%	47%	72%	54%	60%	59%	54%	55%	57%	57%	56%	59%	57%	
56%	44%	25%	42%	35%	39%	36%	36%	52%	32%	38%	39%	38%	
9%	16%	14%	15%	13%	12%	17%	20%	11%	11%	14%	14%	14%	
26%	45%	44%	44%	38%	42%	38%	40%	41%	41%	41%	35%	41%	
73%	76%	78%	77%	76%	79%	73%	79%	75%	75%	78%	69%	77%	

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities: (Percent rating as "major source" or "minor source").

Utility bill

Parks and Recreation brochure

City website

Email subscription or newsletter

City Cable Channel 11 or Scottsdale Video Network

Local newspapers

Facebook

Twitter

Next Door

Word of mouth

Table 32: Method of Receiving Utility Bill

	Age		Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	87%	46%	51%	48%	46%	54%	58%	45%	46%	65%	

Which method does your household currently use to receive its City of Scottsdale utility bill?

Table 33: Utility Billing Preferences

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

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements: (Percent rating as "strongly agree" or "somewhat agree").



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Scottsdale, AZ

Technical Appendices

2016



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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	N=59	4% N=10	2% N=6	100% N=278
Remain in Scottsdale for the next five years	76% N=206	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

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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	
Neighborhoodness 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

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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?	Once a month or less				Total
	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	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?	Once a month or less				Total
	2 times a week or more	2-4 times a month	Once a month or less	Not at all	
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:	Fair				Total
	Excellent	Good	Fair	Poor	
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

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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

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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

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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	%	
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
	Percent	N	%	Percent	N	%	Percent	N	%	Percent	N	%	
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
	Percent	N	%	Percent	N	%	Percent	N	%	Percent	N	%	Percent	N	%	
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

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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	
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
Neighborhoodness 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

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	Please indicate whether or not you have done each of the following in the last 12 months.		Yes		Total	
	No	Yes	No	Yes	No	Yes
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?		Once a month or less		Total	
	2 times a week or more	2-4 times a month	Once a month or less	Not at all	Once a month or less	Total
Used Scottsdale recreation centers or their services	14%	N=57	28%	N=77	100%	N=272
Visited a neighborhood park or City park	24%	N=95	28%	N=77	100%	N=277
Used Scottsdale public libraries or their services	7%	N=21	28%	N=78	100%	N=279
Participated in religious or spiritual activities in Scottsdale	9%	N=24	17%	N=48	100%	N=278
Attended a City-sponsored event	1%	N=2	41%	N=113	100%	N=275
Used bus or other public transportation instead of driving	3%	N=8	7%	N=18	100%	N=275
Carpooled with other adults or children instead of driving alone	15%	N=41	20%	N=55	100%	N=277
Walked or biked instead of driving	21%	N=47	21%	N=59	100%	N=278
Volunteered your time to some group/activity in Scottsdale	5%	N=13	20%	N=56	100%	N=277
Participated in a club	7%	N=18	12%	N=34	100%	N=275
Talked to or visited with your immediate neighbors	35%	N=96	22%	N=60	100%	N=276
Done a favor for a neighbor	20%	N=54	37%	N=102	100%	N=277
Visited or used a City pool	1%	N=4	12%	N=34	100%	N=275
Used a City fitness facility	7%	N=20	10%	N=27	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?		Once a month or less		Total	
	2 times a week or more	2-4 times a month	Once a month or less	Not at all	Once a month or less	Total
Attended a local public meeting	0%	N=1	14%	N=38	100%	N=272
Watched (online or on television) a local public meeting	1%	N=3	16%	N=43	100%	N=272

Table 45: Question 10

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

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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

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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

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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
	36%	N=98	38%	N=104	27%	N=73	
Utility bill	26%	N=71	34%	N=93	41%	N=112	N=276
Parks and Recreation brochure	30%	N=83	41%	N=113	29%	N=78	N=275
City website	16%	N=45	27%	N=74	57%	N=156	N=275
Email subscription or newsletter	6%	N=17	19%	N=52	75%	N=204	N=273
City Cable Channel 11 or Scottsdale Video Network	29%	N=81	27%	N=75	43%	N=120	N=276
Local newspapers	14%	N=40	24%	N=65	62%	N=170	N=275
Facebook	3%	N=7	11%	N=31	86%	N=235	N=274
Twitter	10%	N=27	31%	N=84	59%	N=161	N=272
Next Door	25%	N=70	51%	N=141	23%	N=64	N=275
Word of mouth							

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
Natural Environment	Traffic flow on major streets	55%	125	333	Similar
	Quality of overall natural environment in Scottsdale	88%	49	259	Similar
	Cleanliness of Scottsdale	92%	44	261	Higher
Built Environment	Air quality	69%	169	236	Similar
	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
Economy	Public places where people want to spend time	88%	15	184	Higher
	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
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

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		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
	Overall opportunities for education and enrichment	86%	48	193	Higher
Education and Enrichment	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
		Opportunities to participate in social events and activities	76%	44	243
Community Engagement	Neighborhoodliness 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
	Traffic enforcement	73%	106	350	Similar
	Street repair	69%	51	398	Higher
	Street cleaning	85%	19	304	Higher
Mobility	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

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		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
Built Environment	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
	Code enforcement (weeds, abandoned buildings, etc.)	68%	30	357	Higher
	Cable television	58%	63	184	Similar
Economy	Economic development	79%	18	270	Higher
Recreation and Wellness	City parks	90%	46	318	Similar
	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
Safety	Stocked supplies in preparation for an emergency	26%	135	169	Lower
	Did NOT report a crime to the police	85%	46	189	Similar
	Household member was NOT a victim of a crime	86%	184	258	Similar
Mobility	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
	Walked or biked instead of driving	59%	75	184	Similar
Natural Environment	Made efforts to conserve water	83%	73	174	Similar
	Made efforts to make your home more energy efficient	78%	66	174	Similar
	Recycle at home	94%	74	242	Similar
Built Environment	Did NOT observe a code violation or other hazard in Scottsdale	67%	28	180	Higher
	NOT experiencing housing costs stress	71%	95	238	Similar
Economy	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
	Work inside boundaries of Scottsdale	36%	98	182	Similar

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		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	Ashland town, VA.....	7,225
Airway Heights city, WA	6,114	Aspen city, CO	6,658
Albany city, OR	50,158	Athens-Clarke County unified government	115,452
Albemarle County, VA.....	98,970	Auburn city, AL	53,380
Albert Lea city, MN.....	18,016	Auburn city, WA.....	70,180
Alexandria city, VA	139,966	Augusta CCD, GA	134,777
Algonquin village, IL.....	30,046	Aurora city, CO	325,078
Aliso Viejo city, CA	47,823	Austin city, TX	790,390
Altoona city, IA	14,541	Avon town, CO	6,447
American Canyon city, CA.....	19,454	Avondale city, AZ	76,238
Ames city, IA	58,965	Azusa city, CA.....	46,361
Andover CDP, MA.....	8,762	Bainbridge Island city, WA.....	23,025
Ankeny city, IA	45,582	Baltimore city, MD.....	620,961
Ann Arbor city, MI.....	113,934	Bartonville town, TX.....	1,469
Annapolis city, MD	38,394	Battle Creek city, MI.....	52,347
Apache Junction city, AZ.....	35,840	Bay City city, MI.....	34,932
Apple Valley town, CA	69,135	Baytown city, TX.....	71,802
Arapahoe County, CO.....	572,003	Bedford city, TX	46,979
Arkansas City city, AR.....	366	Bedford town, MA	13,320
Arlington County, VA	207,627	Belleveue city, WA	122,363
Arvada city, CO.....	106,433	Bellingham city, WA	80,885
Asheville city, NC	83,393	Beltrami County, MN	44,442
Ashland city, OR	20,078	Benbrook city, TX.....	21,234
Ashland town, MA	16,593	Bend city, OR.....	76,639

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

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

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

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

The National Citizen Survey™

Woodland city, CA..... 55,468
Wrentham town, MA 10,955
Wyandotte County, KS157,505
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."

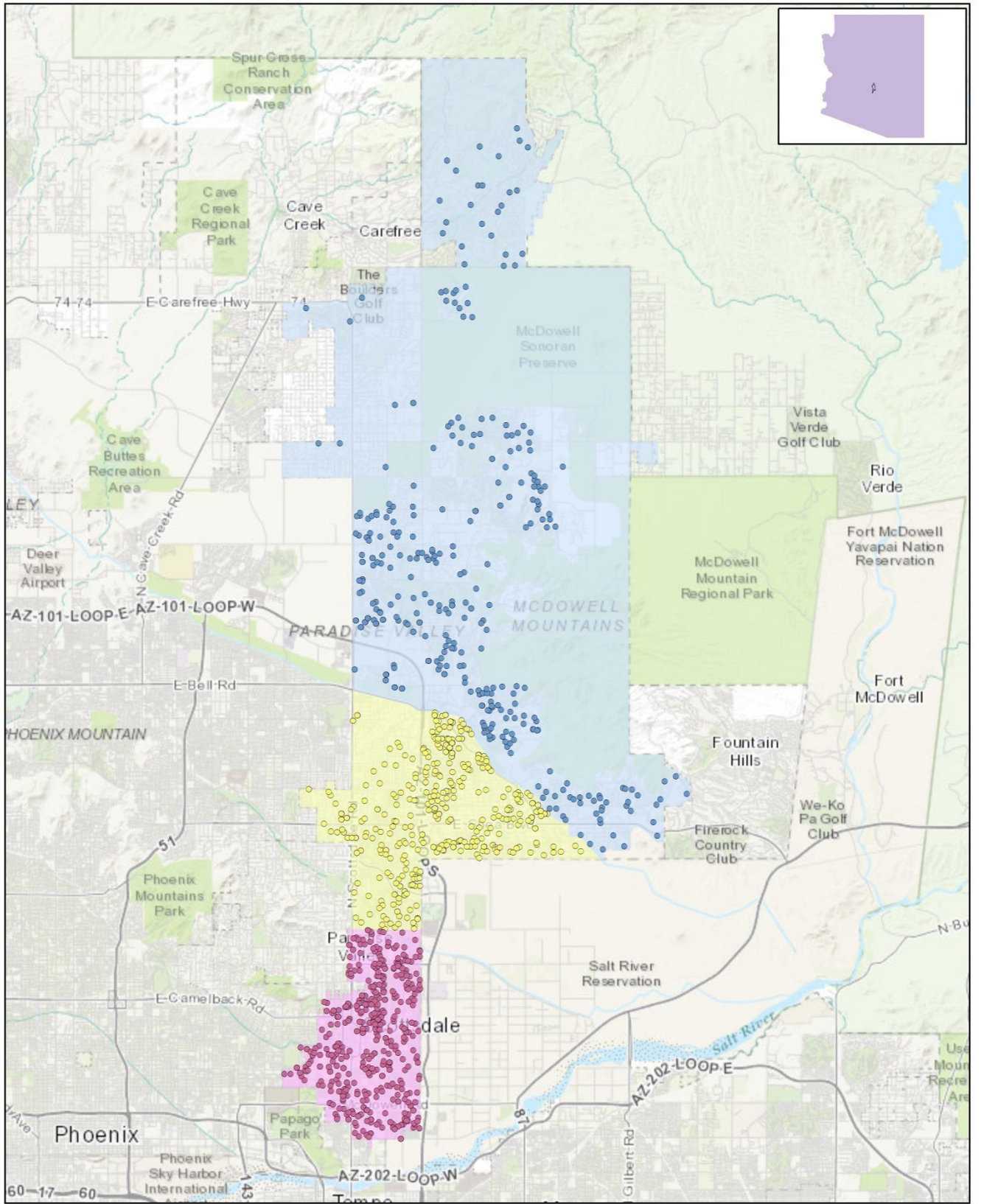
Survey Sampling

"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 *N*th 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 ■ Area 1: S of Indian Bend Rd ■ Area 3: N or E of CAP Canal
- In Area 2 ■ Area 2: N of Indian Bend Rd & S or W 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.

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.

The National Citizen Survey™

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

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,



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Mayor

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Sincerely,



W. J. "Jim" Lane
Mayor



City of Scottsdale

3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

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



City of Scottsdale

3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Presorted
First Class Mail
US Postage
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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 teléfono: 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.

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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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
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:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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.

	<i>No</i>	<i>Yes</i>
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?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
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?

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

The City of Scottsdale 2016 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
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.

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
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?

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Neither agree or disagree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
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:

	<i>Major source</i>	<i>Minor source</i>	<i>Not at all a source</i>
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:

	<i>Strongly Agree</i>	<i>Somewhat Agree</i>	<i>Somewhat Disagree</i>	<i>Strongly Disagree</i>
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?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
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



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The National Citizen SurveyTM

Scottsdale, AZ

Supplemental Online Survey Results

2017



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The National Citizen Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

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

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

Complete Survey Responses

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

Responses excluding “don’t know”

Table 1: Question 1

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

Table 2: Question 2

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

Table 3: Question 3

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

The National Citizen Survey™

Table 4: Question 4

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

Table 5: Question 5

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

Table 6: Question 6

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

The National Citizen Survey™

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

Table 7: Question 7

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

Table 8: Question 8

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

The National Citizen Survey™

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

Table 9: Question 9

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

Table 10: Question 10

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

The National Citizen Survey™

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

Table 11: Question 11

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

Table 12: Question 12

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

Table 13: Question 13

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

The National Citizen Survey™

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

Table 14: Question 14

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

Table 15: Question 15

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

Table 16: Question 16

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

The National Citizen Survey™

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	
	30%	N=75	54%	N=135	16%	N=40		100%
Word of mouth								

Table 17: Question 17

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

Table 18: Question 18

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

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	
	2%	N=6	2%	N=5	4%	N=9	18%	N=44	74%	N=185		100%
Recycle at home	0%	N=1	0%	N=1	16%	N=41	62%	N=157	21%	N=53	100%	N=253
Purchase goods or services from a business located in Scottsdale	2%	N=4	10%	N=25	38%	N=96	33%	N=83	17%	N=43	100%	N=251
Eat at least 5 portions of fruits and vegetables a day	1%	N=3	6%	N=16	25%	N=63	35%	N=88	33%	N=84	100%	N=254
Participate in moderate or vigorous physical activity	3%	N=7	4%	N=10	13%	N=33	29%	N=73	52%	N=131	100%	N=254
Read or watch local news (via television, paper, computer, etc.)	4%	N=10	1%	N=3	3%	N=7	9%	N=23	83%	N=210	100%	N=253
Vote in local elections												

Table 20: Question D2

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

Table 21: Question D3

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

Table 22: Question D4

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

Table 23: Question D5

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

Table 24: Question D6

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

Table 25: Question D7

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

Table 26: Question D8

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

Table 27: Question D9

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

Table 28: Question D10

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

Table 29: Question D11

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

Table 30: Question D12

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

Table 31: Question D13

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

Table 32: Question D14

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

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

Table 33: Question D15

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

Table 34: Question D16

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

Table 35: Question D17

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

Responses including “don’t know”

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

Table 36: Question 1

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

Table 37: Question 2

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

Table 38: Question 3

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

Table 39: Question 4

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

Table 40: Question 5

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

Table 41: Question 6

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

The National Citizen Survey™

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 volunteer	37%	N=99	36%	N=97	10%	N=28	3%	N=7	14%	N=38	100%	N=269
Opportunities to participate in community matters	26%	N=70	41%	N=110	17%	N=46	7%	N=18	9%	N=25	100%	N=269
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=48	34%	N=90	25%	N=68	13%	N=35	10%	N=27	100%	N=268
Neighborhoodness of residents in Scottsdale	18%	N=49	41%	N=109	31%	N=83	9%	N=23	2%	N=5	100%	N=269

Table 42: Question 7

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

Table 43: Question 8

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

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
	2%	N=4	8%	N=20	41%	N=99	49%	N=118	
	2%	N=5	9%	N=23	32%	N=84	58%	N=154	
Attended a local public meeting									
Watched (online or on television) a local public meeting									

Table 45: 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	
Police services	52%	N=135	32%	N=83	5%	N=14	3%	N=9	7%	N=18	N=259
Fire services	55%	N=143	22%	N=58	2%	N=4	1%	N=2	20%	N=52	N=259
Ambulance or emergency medical services	46%	N=121	21%	N=56	3%	N=7	1%	N=2	29%	N=75	N=261
Crime prevention	33%	N=85	35%	N=90	10%	N=25	4%	N=10	19%	N=48	N=258
Fire prevention and education	33%	N=84	28%	N=72	6%	N=15	2%	N=5	32%	N=81	N=257
Traffic enforcement	21%	N=55	36%	N=93	21%	N=55	12%	N=31	10%	N=26	N=260
Street repair	23%	N=61	37%	N=97	25%	N=64	12%	N=32	3%	N=7	N=261
Street cleaning	35%	N=92	40%	N=104	15%	N=40	4%	N=11	5%	N=13	N=260
Street lighting	30%	N=79	46%	N=121	17%	N=45	4%	N=11	2%	N=5	N=261
Sidewalk maintenance	28%	N=72	47%	N=121	17%	N=44	4%	N=11	5%	N=12	N=260
Traffic signal timing	13%	N=33	39%	N=103	27%	N=70	21%	N=54	0%	N=1	N=261
Bus or transit services	9%	N=24	14%	N=37	13%	N=34	12%	N=30	52%	N=134	N=259
Garbage collection	61%	N=161	33%	N=87	4%	N=11	1%	N=3	0%	N=0	N=262
Recycling	55%	N=143	32%	N=85	6%	N=17	5%	N=14	1%	N=3	N=262
Yard waste pick-up	47%	N=123	27%	N=70	7%	N=19	0%	N=1	18%	N=47	N=260
Storm drainage	22%	N=57	42%	N=109	15%	N=40	7%	N=17	14%	N=37	N=260
Drinking water	24%	N=62	43%	N=113	18%	N=47	11%	N=29	3%	N=9	N=260
Sewer services	38%	N=99	42%	N=109	6%	N=16	2%	N=4	13%	N=33	N=261
Utility billing	30%	N=79	51%	N=133	14%	N=36	3%	N=9	1%	N=3	N=260
City parks	54%	N=140	36%	N=93	4%	N=11	0%	N=1	6%	N=15	N=260
Recreation programs or classes	28%	N=71	29%	N=75	7%	N=17	1%	N=3	35%	N=91	N=257
Recreation centers or facilities	32%	N=83	33%	N=85	5%	N=14	1%	N=3	28%	N=73	N=258
Land use, planning and zoning	12%	N=30	27%	N=69	21%	N=55	30%	N=77	10%	N=27	N=258
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=35	36%	N=93	20%	N=52	8%	N=21	23%	N=59	N=260
Animal control	14%	N=35	36%	N=92	10%	N=27	2%	N=6	38%	N=98	N=258
Economic development	17%	N=44	39%	N=100	14%	N=36	12%	N=30	18%	N=45	N=255
Public library services	47%	N=121	34%	N=89	4%	N=10	1%	N=2	14%	N=36	N=258
Public information services	24%	N=61	47%	N=120	8%	N=21	4%	N=10	18%	N=46	N=258
Cable television	14%	N=36	29%	N=73	17%	N=44	11%	N=28	28%	N=72	N=253

The National Citizen Survey™

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
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=19	28%	N=72	10%	N=26	5%	N=12	50%	N=128	100%	N=257
Preservation of natural areas such as open space, farmlands and greenbelts	31%	N=81	33%	N=86	17%	N=45	14%	N=37	4%	N=11	100%	N=260
Scottsdale McDowell Sonoran Preserve	53%	N=138	24%	N=61	7%	N=19	7%	N=19	8%	N=22	100%	N=259
City-sponsored special events	23%	N=59	40%	N=103	12%	N=30	3%	N=7	23%	N=60	100%	N=259
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	43%	N=112	38%	N=100	8%	N=22	2%	N=5	9%	N=23	100%	N=262
Scottsdale website (www.ScottsdaleAZ.gov)	28%	N=73	47%	N=123	16%	N=41	3%	N=7	6%	N=16	100%	N=260
City Cable Channel 11 or Scottsdale Video Network	8%	N=20	19%	N=49	12%	N=31	2%	N=6	59%	N=155	100%	N=261
Water services provided by Scottsdale Water Department	33%	N=85	45%	N=118	9%	N=23	4%	N=11	9%	N=23	100%	N=260
Drinking water taste	18%	N=48	32%	N=84	26%	N=69	20%	N=52	3%	N=8	100%	N=261
Senior services	20%	N=51	28%	N=73	8%	N=22	2%	N=6	42%	N=108	100%	N=260

Table 46: Question 11

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

Table 47: Question 12

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

Table 48: Question 13

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

The National Citizen Survey™

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

Table 49: Question 14

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

Table 50: Question 15

To what extent do you agree or disagree with each of the following statements?	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
The City of Scottsdale should do more to promote water conservation among residents	37% N=94	37% N=95	21% N=53	2% N=5	2% N=6	100% N=254
My household could do more to conserve water	13% N=32	37% N=95	27% N=69	13% N=32	9% N=24	100% N=254
My neighbors could do more to conserve water	19% N=47	31% N=80	26% N=67	6% N=15	4% N=11	100% N=254

Table 51: Question 16

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

The National Citizen Survey™

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
	4%	N=9	17%	N=44	79%	N=200	
Twitter	22%	N=56	26%	N=66	52%	N=130	100% N=253
Next Door	30%	N=75	54%	N=135	16%	N=40	100% N=252
Word of mouth							100% N=250

Table 52: Question 17

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

Table 53: Question 18

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

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
	2%	N=6	2%	N=5	4%	N=9	18%	N=44	74%	N=185	
Recycle at home	0%	N=1	0%	N=1	16%	N=41	62%	N=157	21%	N=53	100% N=249
Purchase goods or services from a business located in Scottsdale	2%	N=4	10%	N=25	38%	N=96	33%	N=83	17%	N=43	100% N=253
Eat at least 5 portions of fruits and vegetables a day	1%	N=3	6%	N=16	25%	N=63	35%	N=88	33%	N=84	100% N=251
Participate in moderate or vigorous physical activity	3%	N=7	4%	N=10	13%	N=33	29%	N=73	52%	N=131	100% N=254
Read or watch local news (via television, paper, computer, etc.)	4%	N=10	1%	N=3	3%	N=7	9%	N=23	83%	N=210	100% N=253
Vote in local elections											

Table 55: Question D2

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

Table 56: Question D3

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

Table 57: Question D4

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

Table 58: Question D5

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

Table 59: Question D6

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

Table 60: Question D7

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

Table 61: Question D8

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

Table 62: Question D9

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

Table 63: Question D10

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

Table 64: Question D11

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

Table 65: Question D12

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

Table 66: Question D13

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

Table 67: Question D14

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

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

Table 68: Question D15

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

Table 69: Question D16

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

Table 70: Question D17

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