



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

## Scottsdale, AZ

Comparisons by Demographic Subgroups

2018



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# About

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. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Scottsdale’s Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by age, sex, housing tenure, housing unit type and race and ethnicity.

## Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to 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 participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents age 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A) and 35 to 54 (B), as denoted by the “A B” listed in the cell of the ratings for those 55+. This was also true of women (A) over men (B); people who were white alone, not Hispanic (A) over those who were Hispanic and/or other race (B); homeowners (B) over renters (A); and those living in detached housing (A) over those living in attached housing (B).

Figure 1: Community Characteristics – General (Example Only)

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	
Percent rating positively (e.g., excellent/good)												
The overall quality of life in ABC	76%	78% A	82% A B	79% B	77%	81% B	71%	73%	81% A	79% B	76%	78%
Overall image or reputation of ABC	69%	69%	73% A B	71% B	69%	72% B	64%	68%	71% A	69%	71% A	70%
ABC as a place to live	81%	84% A	87% A B	85% B	83%	86% B	78%	79%	86% A	85% B	82%	84%

## Findings

Notable differences between demographic subgroups included the following:

- Community members under the age of 35 tended to give higher ratings to several aspects of the Scottsdale government, including the overall direction that Scottsdale is taking, overall confidence in Scottsdale government and generally acting in the best interest of the community. Residents younger than 35 were also more likely than their counterparts to positively rate several Safety-related services. Community members aged 35 or older were more likely to participate in many aspects of Community Engagement.
- Few differences in opinion by gender were observed. Where differences were noted, female residents tended to give higher ratings than male residents to aspects of Community Characteristics and Governance.
- Residents living in detached homes tended to give more positive ratings than those who lived in attached homes to general aspects of Community Characteristics (such as the overall quality of life in Scottsdale) and to Natural Environment-related services. However, residents living in attached housing were more likely than others to favorably rate aspects of public trust (such as overall confidence in City government and being honest).
- Residents who rented their homes gave higher marks than those who owned their homes to several general aspects of livability such as the overall ease of travel, quality of the overall natural environment and overall built environment. Homeowners tended to give more positive marks to Natural Environment-related services such as garbage collection and drinking water. Homeowners were also more likely than renters to have participated in aspects of Community Engagement such as contacting elected officials, interacting with neighbors or attending local public meetings.
- Residents who were white alone, not Hispanic were more likely to award positive ratings to services related to the Built Environment such as sewer services, utility billing and code enforcement, than residents who were Hispanic and/or another race. Other patterns in resident responses by race and ethnicity did not emerge.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The overall quality of life in Scottsdale	100%	95%	95%	96%	96%	98% B	91%	92%	97% A	96%	94%	96%
Overall image or reputation of Scottsdale	92%	86%	93%	92%	88%	90%	91%	93%	89%	90%	87%	90%
Scottsdale as a place to live	100%	95%	98%	96%	98%	99% B	95%	95%	98%	98%	94%	97%
Your neighborhood as a place to live	97%	93%	96%	93%	97%	98% B	90%	91%	96%	95%	92%	95%
Scottsdale as a place to raise children	94%	86%	85%	85%	89%	88%	86%	84%	88%	86%	90%	86%
Scottsdale as a place to retire	97% B	82%	93% B	88%	93%	90%	91%	90%	90%	91% B	80%	90%
Overall appearance of Scottsdale	94%	86%	92%	92%	89%	92%	87%	90%	90%	91%	85%	90%

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 (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Scottsdale	97%	96%	94%	96%	95%	94%	96%	97%	94%	96%	95%	95%
In your neighborhood during the day	100%	98%	97%	97%	99%	99%	97%	98%	98%	98%	100%	98%
In Scottsdale's downtown/commercial area during the day	95%	97%	94%	94%	96%	94%	98%	100% B	93%	94%	100%	95%

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 (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall ease of getting to the places you usually have to visit	87%	85%	81%	82%	85%	82%	84%	91% B	80%	82%	91%	82%
Traffic flow on major streets	48%	51%	65% A B	58%	53%	56%	56%	58%	55%	54%	63%	56%
Ease of public parking	78% B	59%	68%	68%	64%	64%	68%	72%	63%	64%	76%	66%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Ease of travel by car in Scottsdale	77%	68%	72%	70%	72%	74%	67%	71%	71%	68%	86% A	71%
Ease of travel by public transportation in Scottsdale	47%	35%	46%	43%	42%	38%	47%	42%	42%	38%	60% A	43%
Ease of travel by bicycle in Scottsdale	62%	61%	65%	66%	59%	65%	58%	52%	66%	58%	84% A	63%
Ease of walking in Scottsdale	69%	69%	83% B	80% B	69%	71%	80%	73%	75%	75%	68%	75%
Availability of paths and walking trails	84%	79%	86%	84%	82%	81%	86%	89%	81%	83%	78%	83%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Quality of overall natural environment in Scottsdale	97%	93%	90%	92%	92%	90%	93%	97% B	89%	92%	89%	91%
Air quality	75% C	63%	60%	60%	67%	66%	59%	62%	64%	65%	60%	64%
Cleanliness of Scottsdale	94%	85%	89%	88%	89%	90%	86%	89%	88%	89%	84%	88%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	100% B C	75%	75%	81%	79%	80%	79%	87% B	76%	78%	91% A	79%
Public places where people want to spend time	91%	82%	87%	85%	87%	86%	85%	85%	86%	86%	78%	85%
Variety of housing options	63%	64%	65%	60%	67%	63%	65%	66%	63%	65%	56%	64%
Availability of affordable quality housing	30%	34%	43%	31%	42%	37%	35%	40%	34%	37%	28%	36%
Overall quality of new development in Scottsdale	89% B C	64%	67%	69%	73%	69%	73%	80% B	67%	70%	76%	71%

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Scottsdale	97% C	88%	84%	88%	89%	90%	86%	94%	86%	89%	87%	88%
Scottsdale as a place to work	94%	91%	88%	89%	92%	88%	92%	92%	89%	90%	94%	90%
Scottsdale as a place to visit	100%	95%	95%	98%	95%	98%	94%	97%	96%	96%	96%	96%
Employment opportunities	72%	76%	69%	74%	70%	72%	71%	74%	70%	73%	61%	71%
Shopping opportunities	97%	96%	95%	96%	95%	95%	97%	99%	94%	97%	92%	96%
Cost of living in Scottsdale	40%	38%	48%	40%	45%	44%	41%	35%	46%	45%	30%	43%
Overall quality of business and service establishments in Scottsdale	89%	85%	87%	88%	85%	90%	82%	85%	88%	86%	89%	86%
Vibrant downtown/commercial area	88%	82%	85%	83%	84%	88% B	78%	80%	85%	83%	91%	84%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Health and wellness opportunities in Scottsdale	94%	88%	92%	91%	90%	90%	91%	98% B	87%	91%	82%	90%
Fitness opportunities (including exercise classes and paths or trails, etc.)	88%	88%	86%	89%	83%	87%	86%	88%	86%	87%	86%	86%
Recreational opportunities	83%	84%	86%	86%	83%	84%	84%	88%	82%	84%	80%	84%
Availability of affordable quality food	67%	77%	85% A	76%	80%	82% B	72%	81%	76%	80%	66%	78%
Availability of affordable quality health care	83% B	65%	84% B	73%	81%	76%	78%	77%	77%	79% B	60%	77%
Availability of preventive health services	88%	79%	84%	80%	85%	81%	85%	83%	82%	86% B	65%	83%
Availability of affordable quality mental health care	82% B C	49%	63%	61%	67%	61%	66%	60%	65%	66%	48%	64%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Detached (A)	Attached (B)	Rent (A)	Own (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	
Overall opportunities for education and enrichment	94% B	75%	85% B	82%	85%	85%	79%	83%	83%	84%	78%	83%
Availability of affordable quality child care/preschool	47%	57%	53%	44%	61%	54%	50%	42%	54%	56%	38%	52%
K-12 education	63%	67%	71%	67%	66%	65%	69%	65%	66%	70% B	48%	66%
Adult educational opportunities	60%	54%	76% B	74% B	58%	63%	70%	67%	65%	69%	53%	66%
Opportunities to attend cultural/arts/music activities	75%	84%	87% A	85%	81%	82%	85%	89%	81%	85%	74%	83%
Opportunities to participate in religious or spiritual events and activities	69%	83%	90% A	88%	79%	85%	83%	78%	87%	87% B	60%	84%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Detached (A)	Attached (B)	Rent (A)	Own (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	
Opportunities to participate in social events and activities	91% B	74%	84%	88% B	75%	76%	89% A	92% B	77%	81%	80%	81%
Opportunities to volunteer	89%	78%	86%	85%	83%	82%	87%	87%	83%	88% B	59%	83%
Opportunities to participate in community matters	61%	65%	76%	67%	71%	67%	73%	68%	69%	72%	55%	68%
Openness and acceptance of the community toward people of diverse backgrounds	53%	50%	60%	52%	59%	56%	56%	46%	60% A	56%	44%	56%
Neighborliness of residents in Scottsdale	60% B	42%	67% B	62% B	50%	53%	63%	63%	54%	56%	60%	57%
Helping new residents feel connected and integrated	47% B	30%	52% B	48%	37%	33%	58% A	48%	41%	44%	30%	43%
Demonstrating respect for residents of different cultures and belief systems	52%	50%	58%	57%	48%	53%	55%	40%	59% A	56% B	31%	54%

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Table 10: Governance - General

	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Detached (A)	Attached (B)	Rent (A)	Own (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
The City of Scottsdale	90%	82%	87%	88%	83%	84%	89%	85%	86%	85%	89%	86%
The value of services for the taxes paid to Scottsdale	59%	59%	72%	59%	69%	64%	65%	57%	67%	65%	55%	64%
The overall direction that Scottsdale is taking	78% B C	59%	63%	63%	68%	63%	68%	69%	63%	64%	72%	65%
The job Scottsdale government does at welcoming citizen involvement	65%	48%	59%	58%	55%	50%	65% A	60%	54%	56%	57%	56%
Overall confidence in Scottsdale government	78% B C	48%	58%	58%	58%	50%	70% A	67% B	54%	58%	59%	58%
Generally acting in the best interest of the community	81% B C	48%	56%	58%	59%	55%	62%	68% B	54%	58%	59%	58%
Being honest	67% B	39%	55% B	49%	55%	46%	60% A	52%	52%	52%	48%	52%
Treating all residents fairly	69% B	50%	55%	54%	60%	52%	63%	57%	56%	56%	58%	56%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	74%	79%	82%	80%	78%	84% B	71%	76%	80%	80%	71%	79%
The Federal Government	43%	33%	40%	36%	40%	37%	39%	30%	40%	38%	36%	38%
The State Government	51%	46%	48%	49%	46%	48%	48%	40%	50%	46%	51%	48%
Maricopa County Government	43%	51%	53%	53%	48%	55%	44%	34%	56% A	52%	37%	50%
Law enforcement treating all residents fairly	62%	69%	71%	67%	70%	68%	70%	60%	72%	68%	66%	68%

Table 11: Governance - Safety

	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Detached (A)	Attached (B)	Rent (A)	Own (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Police services	85%	94%	90%	92%	88%	90%	90%	90%	90%	92% B	78%	90%
Fire services	78%	97% A	99% A	98% B	92%	92%	100% A	95%	95%	97% B	83%	95%
Ambulance or emergency medical services	85%	94%	97% A	95%	94%	92%	98% A	97%	93%	95%	88%	95%
Crime prevention	100% B C	81%	81%	85%	84%	83%	86%	85%	84%	83%	93%	84%
Fire prevention and education	94%	86%	87%	89%	89%	87%	90%	88%	88%	88%	83%	88%



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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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Animal control	89% B C	72%	70%	71%	80%	77%	72%	86% B	70%	77%	67%	75%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	87% B C	35%	65% B	61%	61%	59%	63%	56%	62%	60%	55%	61%

Table 12: Governance - Mobility

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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Traffic enforcement	82% B	66%	68%	79% B	62%	68%	71%	77%	66%	69%	77%	69%
Street repair	78% C	70%	60%	68%	66%	68%	66%	72%	65%	65%	77%	67%
Street cleaning	80%	76%	78%	76%	79%	80%	74%	77%	77%	76%	79%	77%
Street lighting	67%	70%	75%	73%	70%	75%	66%	68%	73%	72%	70%	72%
Sidewalk maintenance	92% B C	70%	75%	78%	75%	75%	78%	83%	73%	77%	72%	76%
Traffic signal timing	69% B	48%	61%	60%	56%	56%	60%	61%	56%	55%	72%	58%
Bus or transit services	72%	66%	64%	63%	70%	62%	70%	70%	63%	62%	85% A	66%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Garbage collection	91%	92%	91%	90%	91%	94% B	85%	82%	94% A	91%	91%	91%
Recycling	80%	78%	86%	80%	84%	90% B	66%	64%	88% A	83%	73%	82%
Yard waste pick-up	79%	86%	86%	92% B	77%	84%	86%	72%	87% A	86%	77%	84%

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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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Drinking water	64%	60%	61%	59%	64%	67% B	52%	48%	66% A	62%	47%	61%
Preservation of natural areas such as open space, farmlands and greenbelts	81%	72%	75%	73%	77%	78%	68%	80%	72%	75%	74%	74%
Scottsdale McDowell Sonoran Preserve	80%	89%	92% A	93% B	83%	87%	90%	90%	87%	88%	88%	88%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Storm drainage	68%	76%	72%	77%	67%	77% B	65%	60%	77% A	72%	78%	72%
Sewer services	81%	77%	82%	83%	76%	81%	78%	76%	81%	83% B	61%	80%
Utility billing	66%	72%	79%	74%	73%	75%	71%	72%	74%	75% B	59%	73%
Land use, planning and zoning	57%	50%	51%	56%	46%	49%	54%	53%	50%	54% B	31%	51%
Code enforcement (weeds, abandoned buildings, etc.)	65%	63%	58%	57%	64%	64%	54%	64%	59%	66% B	38%	61%
Cable television	65%	52%	59%	56%	59%	59%	54%	62%	54%	57%	63%	57%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Economic development	80%	82%	73%	79%	75%	76%	79%	83%	75%	76%	85%	77%

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Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
City parks	88%	90%	92%	95% B	85%	90%	90%	88%	91%	90%	87%	90%
Recreation programs or classes	93%	84%	85%	86%	87%	86%	86%	81%	87%	88% B	70%	86%
Recreation centers or facilities	95%	88%	83%	86%	90%	89%	85%	84%	89%	89%	80%	87%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public library services	95%	98%	91%	92%	95%	93%	93%	96%	92%	93%	93%	93%
City-sponsored special events	96% B C	79%	78%	86%	78%	80%	83%	77%	83%	80%	91%	82%
Senior services	90%	70%	79%	77%	80%	80%	76%	72%	80%	81%	63%	78%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public information services	89%	76%	75%	78%	77%	78%	78%	84%	75%	79%	76%	78%
Scottsdale website (www.ScottsdaleAZ.gov)	72%	73%	81%	76%	76%	76%	75%	74%	76%	74%	82%	76%
City Cable Channel 11 or Scottsdale Video Network	100% B C	45%	71% B	68%	70%	69%	67%	64%	69%	65%	89%	69%

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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 (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Sense of community	50%	44%	64% B	56%	51%	53%	55%	43%	58% A	55%	46%	53%
Recommend living in Scottsdale to someone who asks	95%	97%	97%	94%	99% A	96%	96%	97%	95%	96%	97%	96%
Remain in Scottsdale for the next five years	87%	88%	94%	92%	88%	93%	86%	81%	94% A	89%	91%	90%
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	5%	39% A	45% A	30%	39%	43% B	22%	20%	41% A	36%	26%	34%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Was NOT the victim of a crime	96%	89%	91%	90%	93%	93%	90%	90%	93%	91%	94%	92%
Did NOT report a crime	75%	84%	87% A	87%	79%	84%	81%	78%	85%	85%	77%	83%
Stocked supplies in preparation for an emergency	24%	20%	18%	13%	27% A	18%	24%	18%	21%	18%	27%	21%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Walked or biked instead of driving	72% C	68% C	50%	59%	63%	59%	65%	70% B	58%	61%	66%	61%
Carpooled with other adults or children instead of driving alone	51% C	44%	36%	42%	44%	41%	43%	37%	43%	42%	47%	42%
Used bus or other public transportation instead of driving	19%	21%	17%	16%	22%	10%	31% A	27% B	15%	18%	29%	19%

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Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Recycle at home	81%	92% A	93% A	86%	94% A	100% B	78%	78%	96% A	91%	84%	90%
Made efforts to make your home more energy efficient	65%	75%	77%	76%	70%	78%	68%	56%	81% A	73%	76%	74%
Made efforts to conserve water	69%	87% A	90% A	90% B	78%	88% B	79%	73%	89% A	87% B	64%	84%
Water services provided by Scottsdale Water Department	85%	78%	74%	76%	78%	83% B	69%	71%	80%	78%	69%	77%
Drinking water taste	53%	44%	45%	48%	47%	54% B	38%	34%	53% A	47%	43%	47%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
NOT under housing cost stress	66%	79% C	62%	67%	71%	79% B	56%	64%	72%	73% B	50%	69%
Did NOT observe a code violation	63%	55%	60%	65%	54%	58%	63%	66%	58%	59%	64%	60%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Purchase goods or services from a business located in Scottsdale	94%	100% A	98% A	96%	100% A	100% B	95%	93%	100% A	99% B	91%	98%
Economy will have positive impact on income	38%	47% C	32%	43%	32%	39%	35%	28%	42% A	38%	35%	38%
Work in Scottsdale	54% C	53% C	29%	42%	46%	47%	38%	51%	41%	43%	51%	44%
Visited downtown for shopping, dining or to attend an event	100% B C	89%	90%	94%	89%	91%	92%	95%	90%	92%	91%	92%

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Table 25: Participation - Recreation and Wellness

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Used Scottsdale recreation centers or their services	69%	68% C	55%	62%	63%	63%	58%	65%	59%	61%	68%	61%
Visited a neighborhood park or City park	86% C	95% C	73%	81%	84%	85%	80%	80%	84%	82%	93%	83%
Eat at least 5 portions of fruits and vegetables a day	91%	85%	81%	91% B	77%	86%	84%	82%	86%	86%	78%	85%
Participate in moderate or vigorous physical activity	91% C	97% C	82%	89%	89%	91%	87%	88%	89%	91% B	79%	89%
Reported being in "very good" or "excellent" health	81% C	80% C	59%	72%	69%	74%	66%	66%	73%	73%	67%	71%
Visited or used a City pool	16%	22% C	7%	13%	16%	18% B	9%	15%	13%	10%	43% A	14%
Used a City fitness facility	15%	30% A C	14%	20%	19%	21%	19%	30% B	16%	16%	45% A	20%

Table 26: Participation - Education and Enrichment

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Used Scottsdale public libraries or their services	44%	64% A	61% A	61%	58%	64% B	52%	51%	62%	59%	64%	59%
Participated in religious or spiritual activities in Scottsdale	45%	39%	54% B	51%	42%	49%	43%	44%	48%	50% B	28%	47%
Attended a City-sponsored event	47%	61% C	44%	47%	53%	54%	46%	56%	48%	52%	48%	51%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Campaigned or advocated for an issue, cause or candidate	31%	34%	33%	35%	32%	41% B	24%	27%	37%	37% B	14%	34%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	4%	20% A	18% A	14%	19%	23% B	8%	5%	21% A	17%	9%	17%
Volunteered your time to some group/activity in Scottsdale	37%	30%	37%	36%	33%	37%	31%	31%	36%	34%	31%	35%
Participated in a club	22%	29%	38% A	26%	38% A	32%	30%	26%	33%	31%	31%	32%
Talked to or visited with your immediate neighbors	80%	91% A	93% A	86%	92%	91%	87%	82%	92% A	91% B	77%	90%
Done a favor for a neighbor	81%	72%	81%	80%	75%	82%	73%	65%	83% A	81% B	59%	78%
Attended a local public meeting	4%	20% A	26% A	16%	21%	21%	15%	3%	25% A	20%	8%	18%
Watched (online or on television) a local public meeting	10%	29% A	24% A	24%	21%	23%	19%	16%	24%	21%	22%	22%
Read or watch local news (via television, paper, computer, etc.)	83%	92%	90%	92%	87%	89%	89%	87%	90%	92% B	73%	89%
Vote in local elections	82%	97% A	93% A	90%	95%	99% B	83%	84%	96% A	94% B	85%	92%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Scottsdale	96%	92%	97%	97% B	92%	94%	96%	100% B	93%	94%	100%	95%
Overall ease of getting to the places you usually have to visit	89%	92%	92%	92%	91%	93%	89%	89%	92%	92%	83%	91%
Quality of overall natural environment in Scottsdale	80%	94% A	89% A	88%	89%	90%	87%	86%	90%	90%	82%	89%
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	74%	91% A	89% A	84%	88%	88%	84%	82%	88%	88% B	75%	86%

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Percent rating positively (e.g., essential/very important)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Health and wellness opportunities in Scottsdale	79%	74%	89% B	80%	82%	80%	83%	82%	80%	81%	75%	81%
Overall opportunities for education and enrichment	95% B C	79%	84%	87%	81%	82%	86%	86%	83%	84%	81%	84%
Overall economic health of Scottsdale	97% B	87%	94% B	91%	93%	91%	94%	94%	92%	91%	95%	92%
Sense of community	89%	87%	84%	82%	89%	86%	85%	91%	83%	85%	92%	85%

Table 29: Importance of City Investments

Percent rating positively (e.g., essential/very important)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Repair or replace aging parks, libraries and arts facilities	67%	68%	71%	64%	75%	68%	69%	76%	66%	67%	82% A	69%
Repave roads and improve roadside appearance	69%	82% A	88% A	75%	87% A	82%	78%	72%	84% A	83%	70%	81%
Build new public parking garages and improve event spaces downtown	38%	38%	49%	44%	42%	39%	48%	46%	40%	45% B	26%	43%
Upgrade outdated City technology such as the 911 dispatch and building permit systems	75%	71%	82%	80%	74%	69%	87% A	80%	74%	75%	81%	76%
Build structures to better manage storm-related flooding and run-off	65%	67%	75%	72%	69%	68%	72%	72%	69%	71%	64%	70%
Remodel fire and police stations and training facilities to meet current safety and operational standards	69%	62%	71%	69%	65%	60%	78% A	78% B	63%	66%	69%	68%

Table 30: Use of Scottsdale McDowell Sonoran Preserve

Percent rating positively (e.g., 2 times a week or more/2-4 times a month/once a month or less).	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall (A)
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Walked or hiked in the Preserve	67% C	76% C	40%	60%	56%	62%	55%	55%	61%	63% B	37%	59%
Rode a mountain bike in the Preserve	25% C	19% C	7%	10%	21% A	14%	17%	15%	15%	17% B	4%	16%
Rock climbed in the Preserve	5%	9%	5%	9%	4%	7%	7%	4%	8%	8%	1%	7%



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Percent rating positively (e.g., 2 times a week or more/2-4 times a month/once a month or less).	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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Ridden a horse in the Preserve	13% C	6%	2%	5%	8%	7%	6%	6%	6%	7%	2%	7%
Visited a Preserve trailhead	50%	70% A C	38%	56%	47%	59% B	43%	47%	55%	56% B	34%	53%
Taken out of town visitors on any of these activities in the Preserve	57% C	52% C	36%	54% B	38%	49%	42%	45%	46%	49% B	32%	46%

Table 31: Water Conservation

Percent rating positively (e.g., strongly agree/somewhat agree)	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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The City of Scottsdale should do more to promote water conservation among residents	88%	83%	80%	82%	82%	80%	84%	91% B	77%	81%	84%	81%
My household could do more to conserve water	67%	70%	61%	64%	65%	69% B	57%	68%	62%	64%	69%	64%
My neighbors could do more to conserve water	62%	72%	68%	76% B	59%	69%	63%	73%	64%	69%	60%	67%

Table 32: Sources of City Information

Percent rating positively (e.g., major source/minor source)	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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Scottsdale Update utility bill newsletter	27%	57% A	65% A	56%	51%	69% B	33%	24%	66% A	56% B	36%	54%
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	43%	51%	59% A	62% B	42%	51%	53%	54%	51%	51%	58%	52%
City website (ScottsdaleAZ.gov)	64%	71%	59%	67%	62%	66%	59%	62%	63%	65%	57%	63%
Scottsdale Update weekly email newsletter (or other City email newsletters)	38%	34%	47%	41%	39%	42%	37%	34%	42%	40%	40%	40%
City Cable Channel 11 or Scottsdale Video Network	26%	24%	37% B	34%	26%	33%	26%	29%	30%	28%	34%	30%
Local newspapers, television or radio news	69%	71%	85% A B	86% B	66%	78%	75%	67%	81% A	80% B	60%	77%

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Percent rating positively (e.g., major source/minor source)	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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Facebook	62% B C	40% C	27%	40%	38%	34%	44%	51% B	32%	37%	47%	38%
Twitter	34% B C	21%	14%	23%	19%	18%	24%	19%	21%	17%	41% A	21%
Next Door	33%	45%	36%	43%	33%	45% B	28%	23%	44% A	40%	29%	38%
YouTube	32% B C	11%	15%	18%	17%	15%	20%	14%	18%	16%	23%	18%
Word of mouth	92% B	76%	80%	80%	82%	78%	83%	88% B	77%	81%	85%	81%