

THE NCS™

The National Community Survey™

Scottsdale, AZ

*Community Livability Report
2020*



POWERED BY POLCO

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The National Community 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 NCS™

The National Community 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 considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement



The Community Livability Report provides the opinions of a representative sample of 328 residents of the City of Scottsdale. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2020 survey was 21%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Overview of Results

Residents continue to experience a high quality of life with sense of community on the rise

As in 2018, nearly all survey respondents reported their overall quality of life and Scottsdale as a place to live as excellent or good; a similar percentage offered these high ratings to the overall image or reputation of Scottsdale. Further, nearly all residents reported that they were likely to remain in Scottsdale for the next five years and were likely recommend living in Scottsdale. All aforementioned ratings were higher than those found in comparison communities. About two-thirds of survey respondents offered positive evaluations to the sense of community in Scottsdale, a rating which increased in 2020 compared to 2018.

Most residents appreciate their local governance and leadership and offer high evaluations to the value of services for taxes paid

A majority of residents offered positive evaluations to the various listed aspects of Scottsdale's local governance and leadership with as many as 8 in 10 positively rating the overall customer service of Scottsdale employees, quality of services provided by the City and public information services. While ratings were generally similar to the national averages, the rating for the value of services for the taxes paid to Scottsdale not only eclipsed the national average but also improved since 2018.

While economic outlook declined since 2018, ratings of the local economy remain strong

Nearly all aspects of community livability and services related to the economy were rated positively by at least a majority of residents and were rated higher than the national comparisons. The top-rated aspects had more than 9 in 10 residents offering positive ratings including Scottsdale as a place to visit and as a place to work, shopping opportunities and the overall quality of business and service establishments. Further, the rating for the overall quality of business and service establishments increased in 2020 compared to 2018. However, residents were feeling less optimistic as fewer residents in 2020 compared to 2018 reported feeling that the economy would have a positive impact on their household income.

Affordability in Scottsdale could be a focus area

While aspects related to affordability in the community tend to be rated similarly to the national averages, they tended to be the lowest rated among all listed survey ratings. About 3 in 10 Scottsdale residents offered a positive rating to the availability of affordable quality housing, and fewer than half gave positive marks to the cost of living. About 6 in 10 gave positive marks to the availability of affordable quality childcare/preschool. This could be a potential area of focus.

Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER		<ul style="list-style-type: none"> • Utilities • Natural Environment 	<ul style="list-style-type: none"> • Economy • Health and Wellness
	SIMILAR		<ul style="list-style-type: none"> • Mobility • Safety • Parks and Recreation 	<ul style="list-style-type: none"> • Community Design • Education, Arts and Culture
	LOWER		<ul style="list-style-type: none"> • Inclusivity and Engagement 	

FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall economic health of Scottsdale	↑	↔	90%
Overall quality of the transportation system in Scottsdale	↔	↓	72%
Overall design or layout of Scottsdale's residential and commercial areas	↑	↔	85%
Overall quality of the utility infrastructure in Scottsdale	↔	*	84%
Overall feeling of safety in Scottsdale	↔	↔	89%
Overall quality of natural environment in Scottsdale	↔	↔	87%
Overall quality of parks and recreation opportunities	↔	*	90%
Overall health and wellness opportunities in Scottsdale	↑	↔	83%
Overall opportunities for education, culture, and the arts	↑	↔	82%
Residents' connection and engagement with their community	↔	*	63%

FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY

Percent essential or very important	Comparison to benchmark	2018 to 2020	2020 rating
Overall economic health of Scottsdale	↑	↔	94%
Overall quality of the transportation system in Scottsdale	↔	↓	74%
Overall design or layout of Scottsdale's residential and commercial areas	↔	↔	79%
Overall quality of the utility infrastructure in Scottsdale	↑	*	91%
Overall feeling of safety in Scottsdale	↔	↔	93%
Overall quality of natural environment in Scottsdale	↑	↔	89%
Overall quality of parks and recreation opportunities	↔	*	87%
Overall health and wellness opportunities in Scottsdale	↑	↔	83%
Overall opportunities for education, culture, and the arts	↔	↓	75%
Residents' connection and engagement with their community	↓	↓	69%

Legend

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

Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

OVERALL QUALITY OF LIFE IN SCOTTSDALE

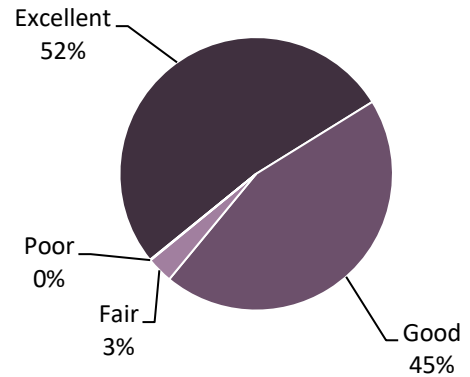


FIGURE 3: QUALITY OF LIFE IN SCOTTSDALE

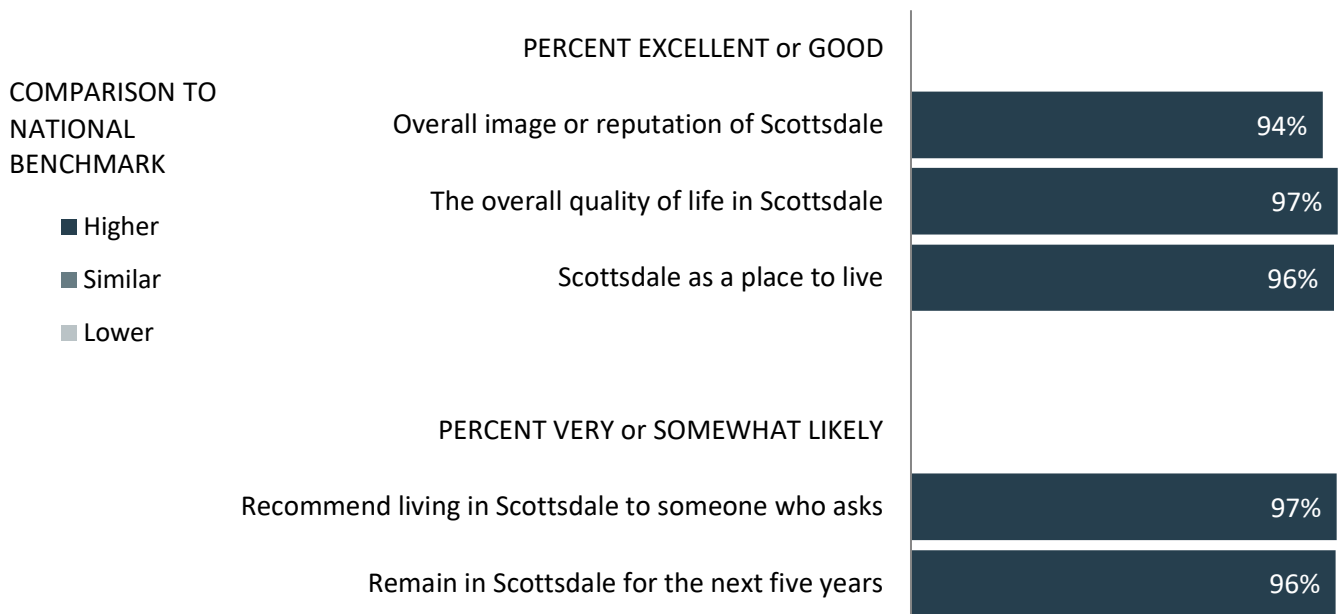


FIGURE 4: QUALITY OF LIFE IN SCOTTSDALE - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall image or reputation of Scottsdale	↑↑	↔	94%
The overall quality of life in Scottsdale	↑	↔	97%
Scottsdale as a place to live	↑	↔	96%

FIGURE 5: RECOMMEND SCOTTSDALE - SUMMARY

Percent very or somewhat likely	Comparison to benchmark	2018 to 2020	2020 rating
Recommend living in Scottsdale to someone who asks	↑	↔	97%
Remain in Scottsdale for the next five years	↑	↔	96%

Legend

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

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

OVERALL CONFIDENCE IN SCOTTSDALE GOVERNMENT

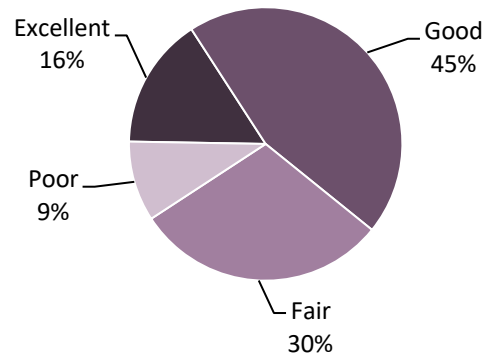


FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES

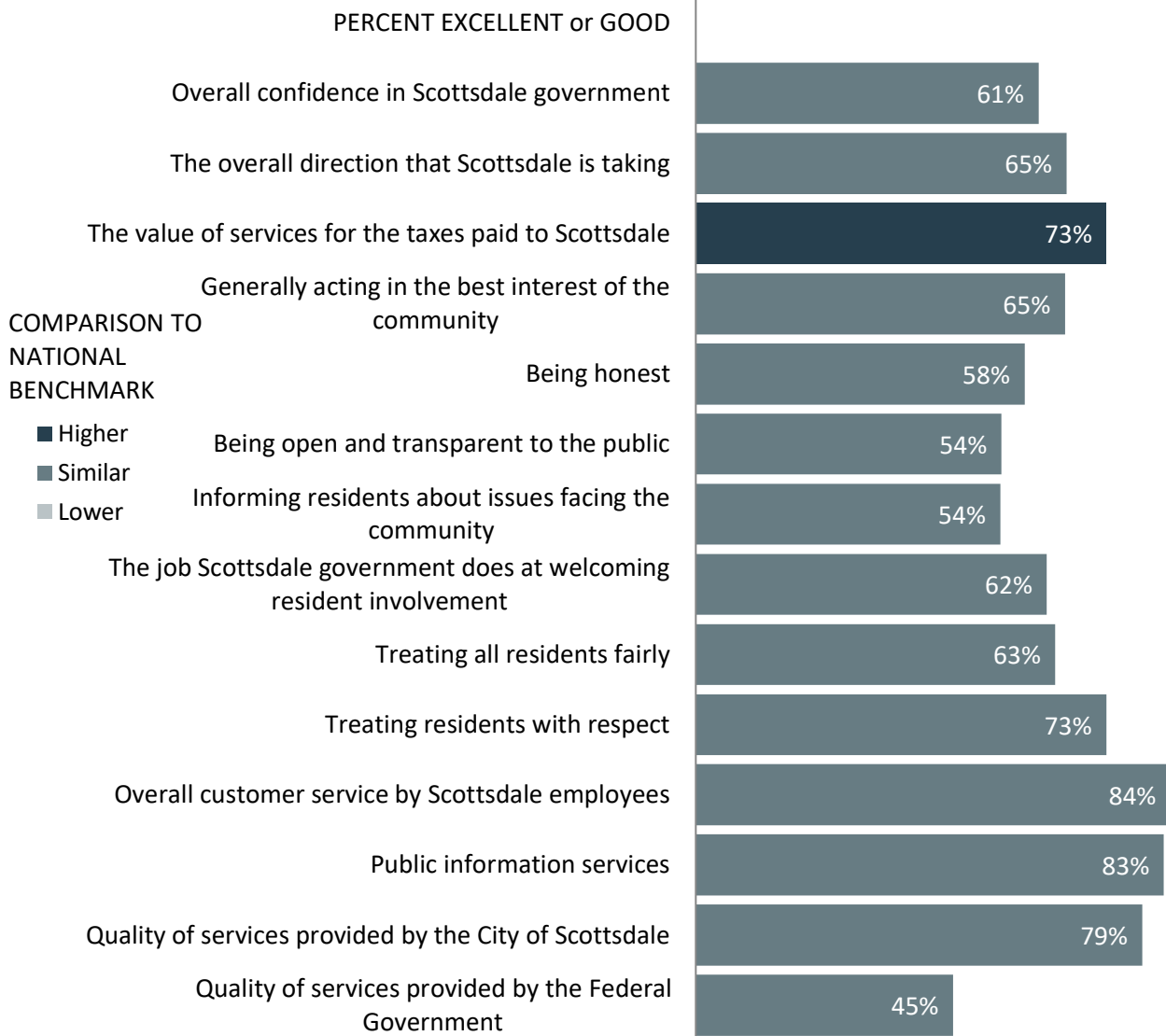


FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall confidence in Scottsdale government	↔	↔	61%
The overall direction that Scottsdale is taking	↔	↔	65%
The value of services for the taxes paid to Scottsdale	↑	↑	73%
Generally acting in the best interest of the community	↔	↔	65%
Being honest	↔	↔	58%
Being open and transparent to the public	↔	*	54%
Informing residents about issues facing the community	↔	*	54%
The job Scottsdale government does at welcoming resident involvement	↔	↔	62%
Treating all residents fairly	↔	↔	63%
Treating residents with respect	↔	*	73%
Overall customer service by Scottsdale employees	↔	↔	84%
Public information services	↔	↔	83%
Quality of services provided by the City of Scottsdale	↔	↔	79%
Quality of services provided by the Federal Government	↔	↔	45%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

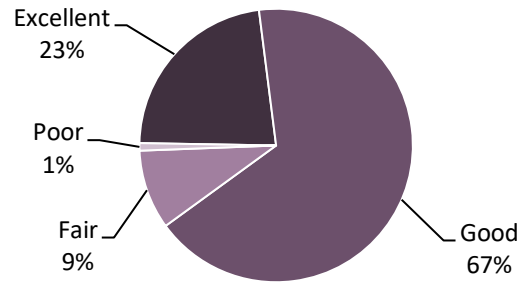
↓↓ Much lower

* Not available

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

OVERALL ECONOMIC HEALTH OF SCOTTSDALE



What impact, if any, do you think the economy will have on your family income in the next 6 months?

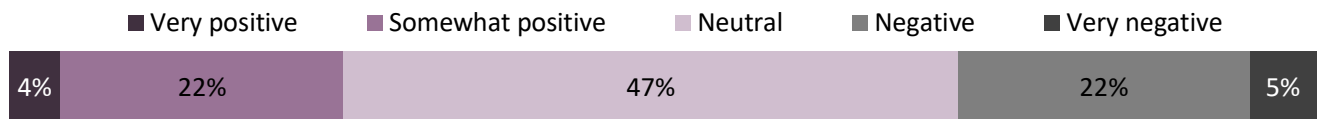


FIGURE 8: ECONOMIC HEALTH

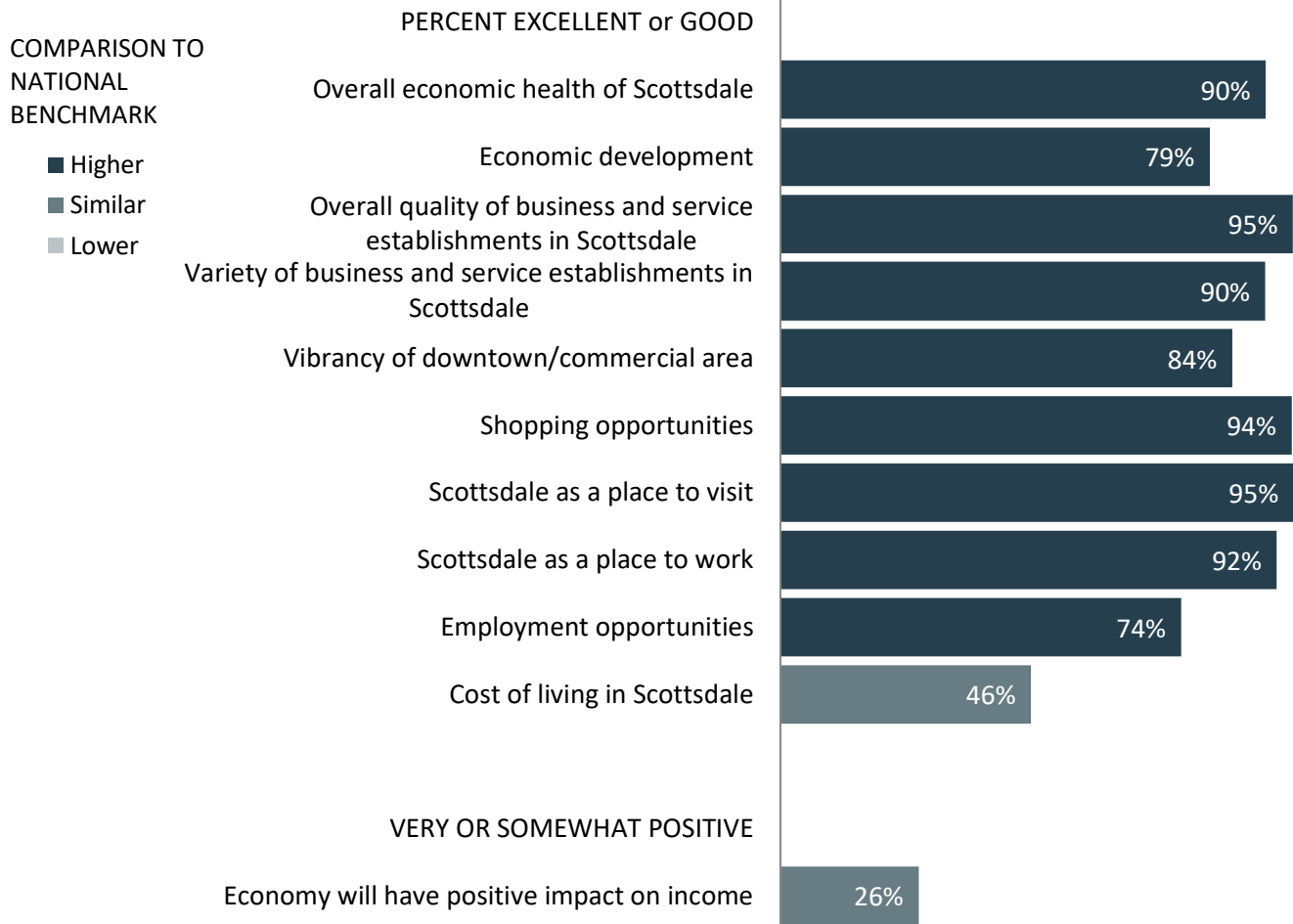


FIGURE 9: ECONOMIC HEALTH - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall economic health of Scottsdale	↑	↔	90%
Economic development	↑	↔	80%
Overall quality of business and service establishments in Scottsdale	↑↑	↑	95%
Variety of business and service establishments in Scottsdale	↑↑	*	90%
Vibrancy of downtown/commercial area	↑↑	↔	90%
Shopping opportunities	↑↑	↔	95%
Scottsdale as a place to visit	↑↑	↔	95%
Scottsdale as a place to work	↑↑	↔	92%
Employment opportunities	↑	↔	74%
Cost of living in Scottsdale	↔	↔	47%

FIGURE 10: ECONOMIC IMPACT - SUMMARY

Percent very or somewhat positive	Comparison to benchmark	2018 to 2020	2020 rating
Economy will have positive impact on income	↔	↓	25%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.

OVERALL QUALITY OF THE TRANSPORTATION SYSTEM IN SCOTTSDALE

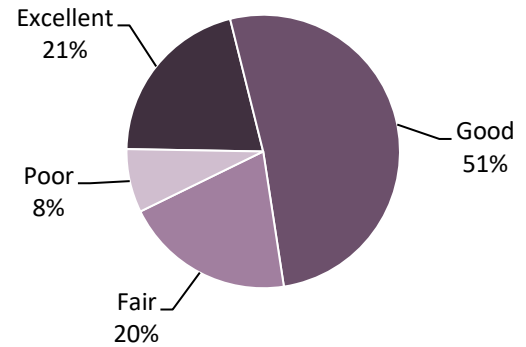


FIGURE 11: MOBILITY IN SCOTTSDALE

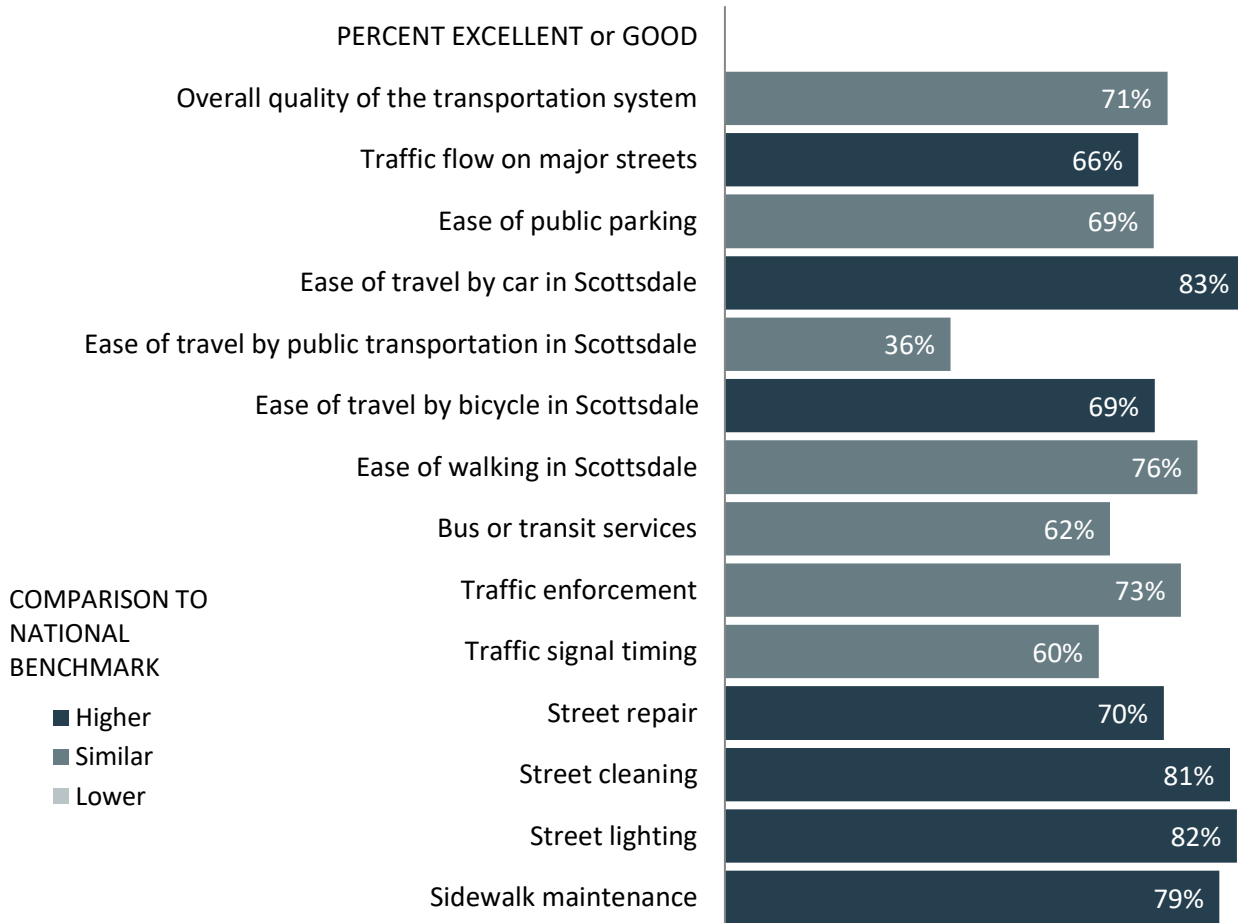


FIGURE 12: USE OF ALTERNATIVE TRANSPORTATION MODES

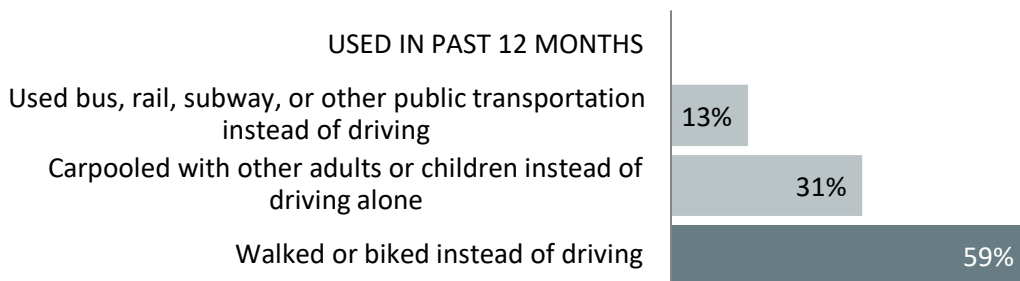


FIGURE 13: MOBILITY IN SCOTTSDALE - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall quality of the transportation system in Scottsdale	↔	↓	72%
Traffic flow on major streets	↑	↑	66%
Ease of travel by car in Scottsdale	↑	↑	84%
Ease of travel by public transportation in Scottsdale	↔	↔	37%
Ease of travel by bicycle in Scottsdale	↑	↔	69%
Ease of walking in Scottsdale	↔	↔	76%
Ease of public parking	↔	↔	68%
Bus or transit services	↔	↔	62%
Traffic enforcement	↔	↔	73%
Traffic signal timing	↔	↔	60%
Street repair	↑	↔	69%
Street cleaning	↑	↔	81%
Street lighting	↑	↑	83%
Sidewalk maintenance	↑	↔	79%

FIGURE 14: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY

Percent who did this in past 12 months	Comparison to benchmark	2018 to 2020	2020 rating
Used bus, rail, subway, or other public transportation instead of driving	↓	↔	13%
Carpooled with other adults or children instead of driving alone	↓	↓	31%
Walked or biked instead of driving	↔	↔	59%

Legend

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

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

OVERALL DESIGN OR LAYOUT OF SCOTTSDALE'S RESIDENTIAL AND COMMERCIAL AREAS

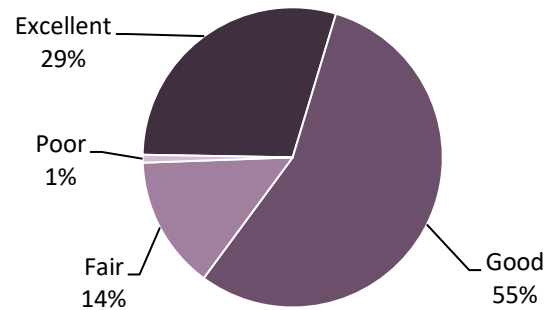


FIGURE 15: COMMUNITY DESIGN

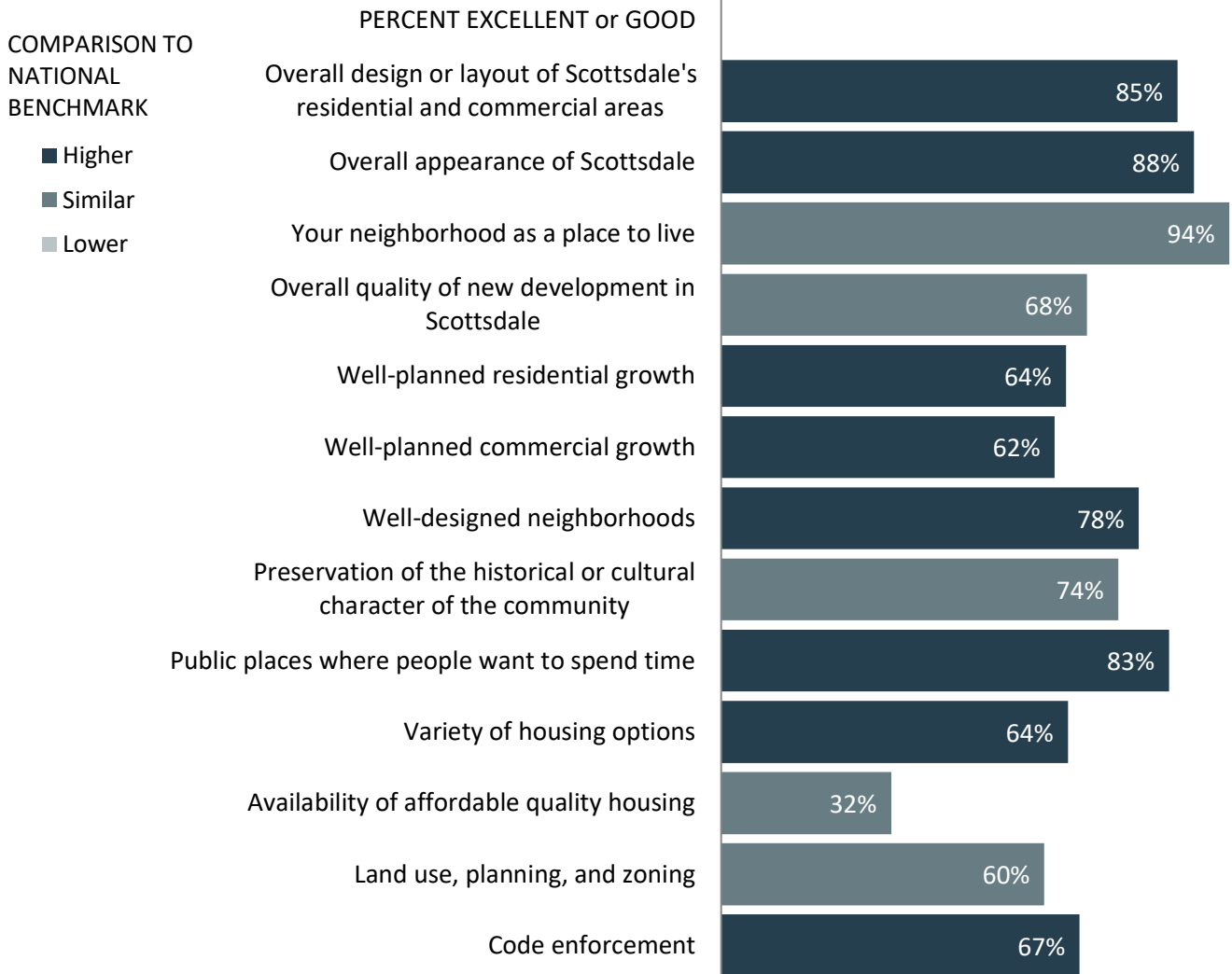


FIGURE 16: COMMUNITY DESIGN - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall design or layout of Scottsdale's residential and commercial areas	↑	↔	85%
Overall appearance of Scottsdale	↑	↔	88%
Your neighborhood as a place to live	↔	↔	94%
Overall quality of new development in Scottsdale	↔	↔	68%
Well-planned residential growth	↑	*	64%
Well-planned commercial growth	↑	*	62%
Well-designed neighborhoods	↑	*	78%
Preservation of the historical or cultural character of the community	↔	*	74%
Public places where people want to spend time	↑	↔	83%
Variety of housing options	↑	↔	64%
Availability of affordable quality housing	↔	↔	32%
Land use, planning, and zoning	↔	↑	60%
Code enforcement	↑	↔	67%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

OVERALL QUALITY OF THE UTILITY INFRASTRUCTURE IN SCOTTSDALE

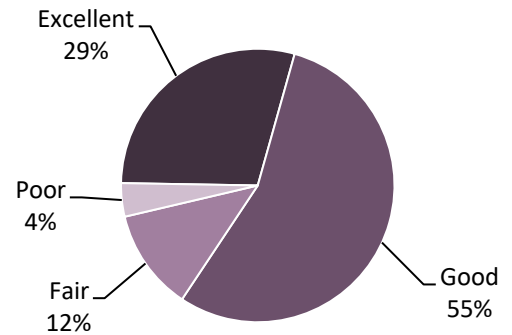


FIGURE 17: UTILITES

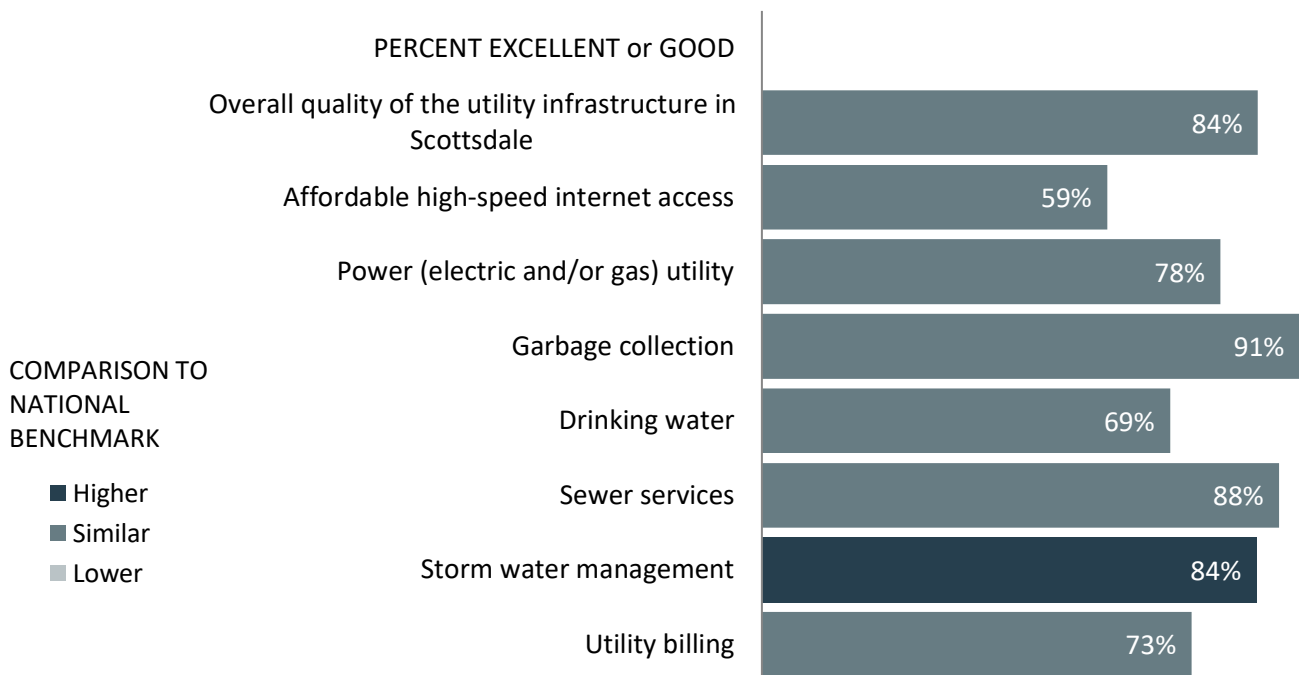


FIGURE 18: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall quality of the utility infrastructure in Scottsdale	↔	*	84%
Affordable high-speed internet access	↔	*	59%
Power (electric and/or gas) utility	↔	*	78%
Garbage collection	↔	↔	91%
Drinking water	↔	↔	69%
Sewer services	↔	↑	88%
Storm water management	↑	↑	84%
Utility billing	↔	↔	73%

Legend

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

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.

OVERALL FEELING OF SAFETY IN SCOTTSDALE

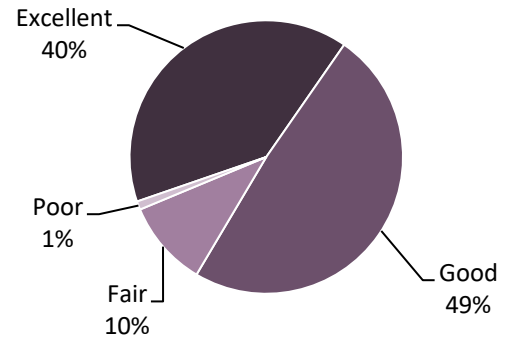


FIGURE 19: SAFETY IN SCOTTSDALE

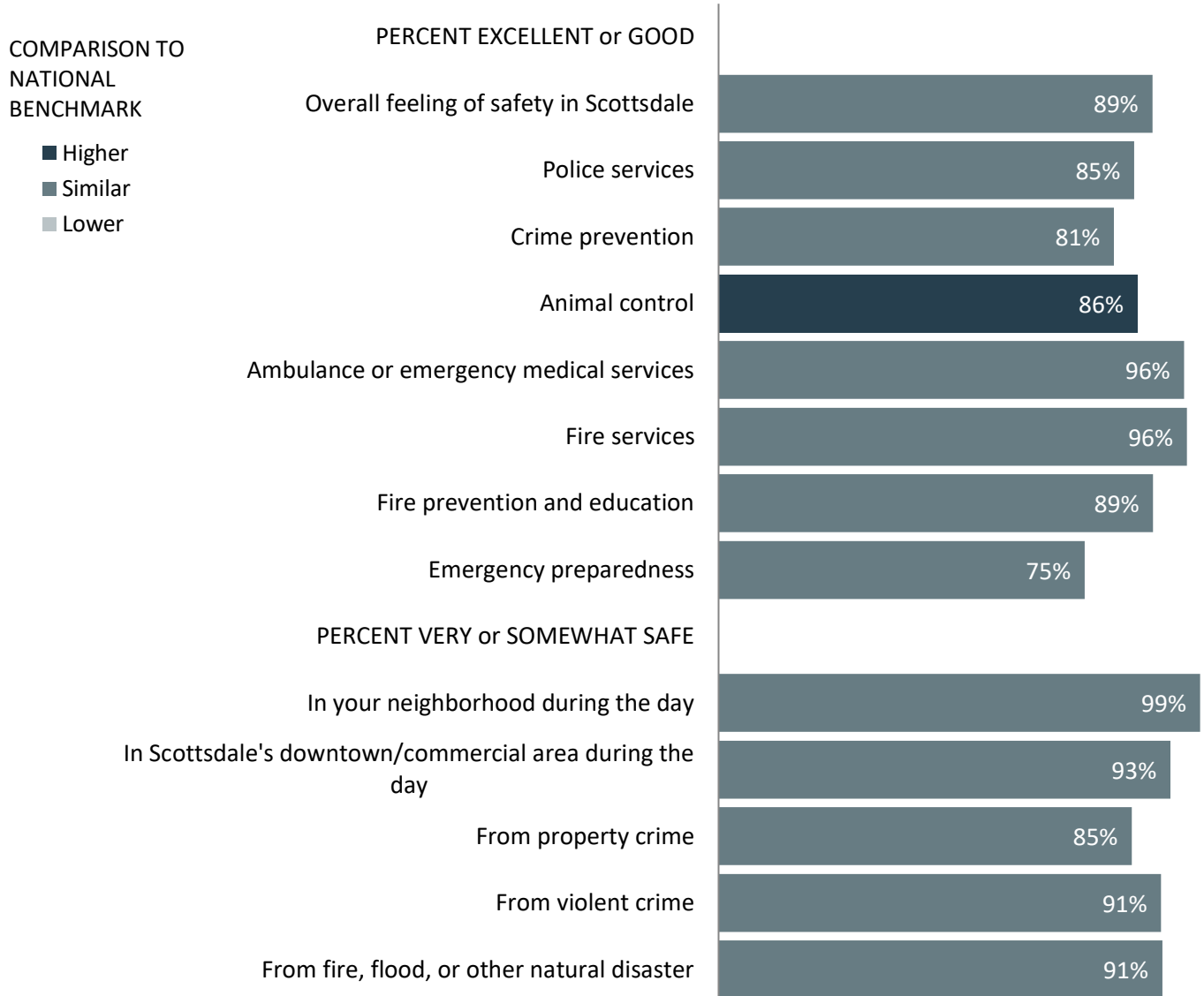


FIGURE 20: SAFETY-RELATED SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall feeling of safety in Scottsdale	↔	↔	89%
Police services	↔	↔	85%
Crime prevention	↔	↔	81%
Animal control	↑	↑	86%
Ambulance or emergency medical services	↔	↔	96%
Fire services	↔	↔	96%
Fire prevention and education	↔	↔	89%
Emergency preparedness	↔	↑	75%

FIGURE 21: FEELINGS OF SAFETY- SUMMARY

Percent who feel very or somewhat safe	Comparison to benchmark	2018 to 2020	2020 rating
In your neighborhood during the day	↔	↔	99%
In Scottsdale's downtown/commercial area during the day	↔	↔	93%
From property crime	↔	*	85%
From violent crime	↔	*	91%
From fire, flood, or other natural disaster	↔	*	91%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

OVERALL QUALITY OF NATURAL ENVIRONMENT IN SCOTTSDALE

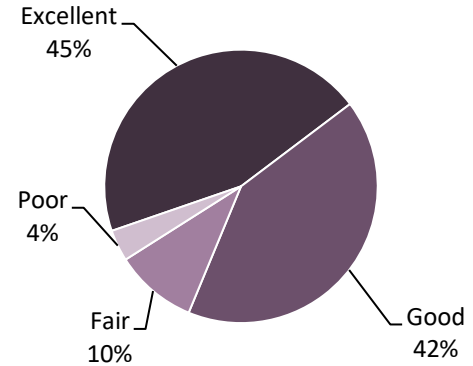


FIGURE 22: NATURAL ENVIRONMENT

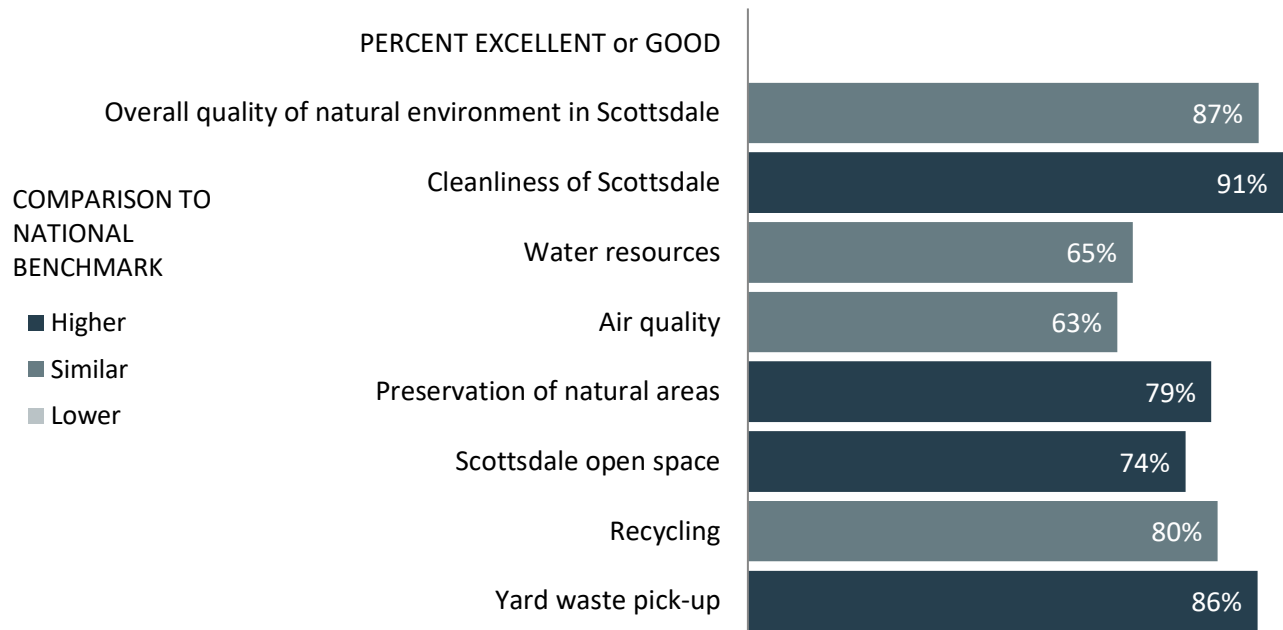


FIGURE 23: NATURAL ENVIRONMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall quality of natural environment in Scottsdale	↔	↔	87%
Cleanliness of Scottsdale	↑	↔	91%
Water resources	↔	*	65%
Air quality	↔	↔	63%
Preservation of natural areas	↑	↔	79%
Scottsdale open space	↑	↓	74%
Recycling	↔	↔	80%
Yard waste pick-up	↑	↔	86%

Legend

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

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."
 - National Recreation and Park Association

OVERALL QUALITY OF PARKS AND RECREATION OPPORTUNITIES IN SCOTTSDALE

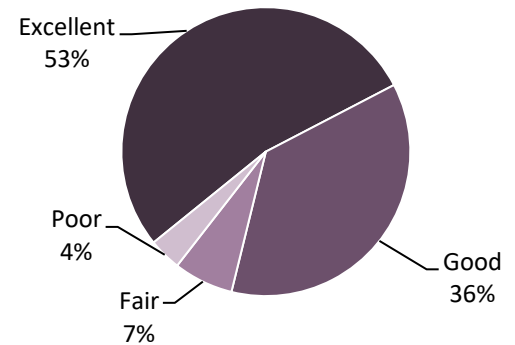


FIGURE 24: PARKS AND RECREATION



FIGURE 25: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall quality of parks and recreation opportunities	↔	*	90%
Availability of paths and walking trails	↑	↔	86%
City parks	↔	↔	92%
Recreational opportunities	↑	↔	86%
Recreation programs or classes	↑	↔	88%
Recreation centers or facilities	↑	↔	89%
Fitness opportunities	↑	↔	87%

Legend

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

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

HEALTH AND WELLNESS OPPORTUNITIES IN SCOTTSDALE

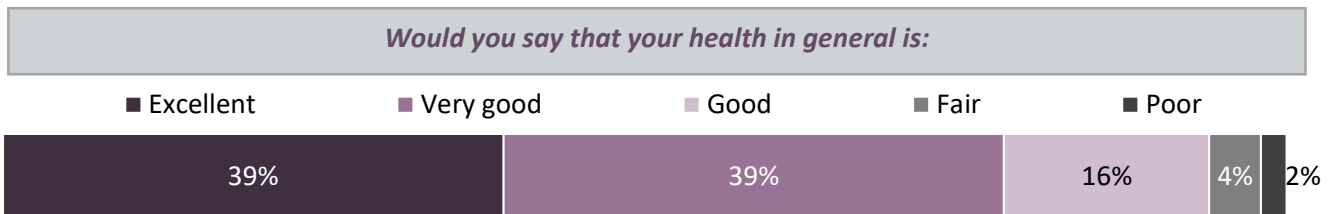
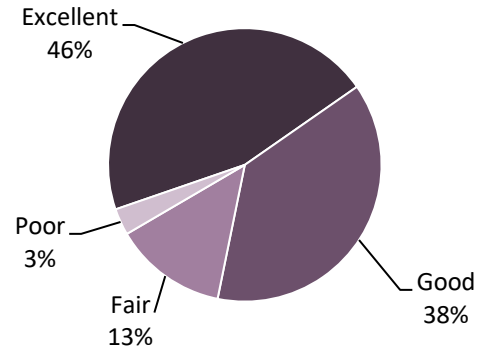


FIGURE 26: HEALTH AND WELLNESS

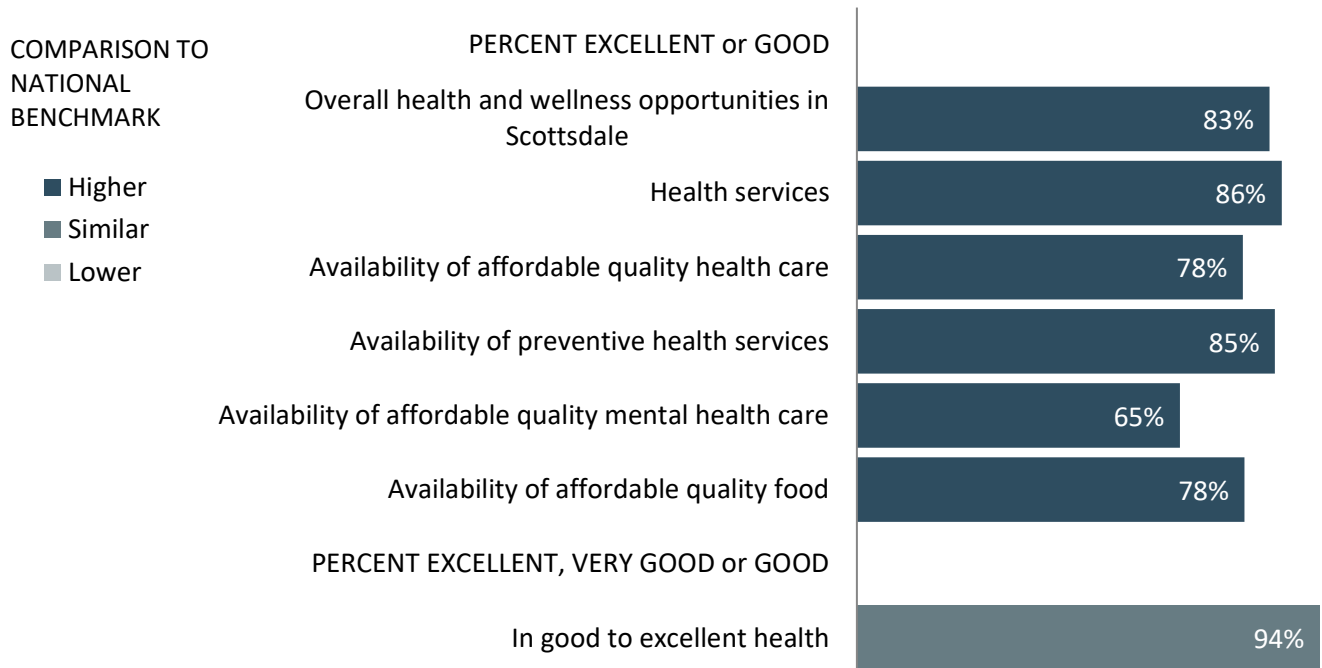


FIGURE 27: HEALTH AND WELLNESS - SUMMARY

The National Community Survey™ – Community Livability Report

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall health and wellness opportunities in Scottsdale	↑	↔	83%
Health services	↑	*	86%
Availability of affordable quality health care	↑	↔	78%
Availability of preventive health services	↑	↔	85%
Availability of affordable quality mental health care	↑	↔	65%
Availability of affordable quality food	↑	↔	78%

FIGURE 28: PERSONAL HEALTH - SUMMARY

	Comparison to benchmark	2018 to 2020	2020 rating
In good to excellent health	↔	↔	94%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS IN SCOTTSDALE

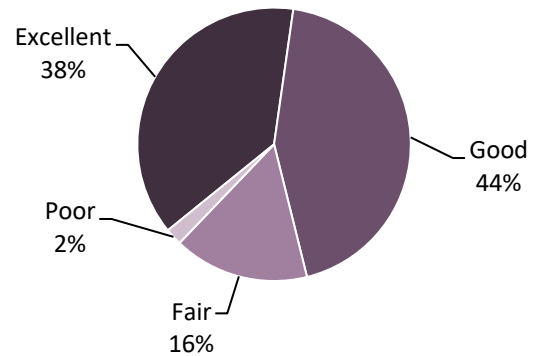


FIGURE 29: EDUCATION, ARTS AND CULTURE

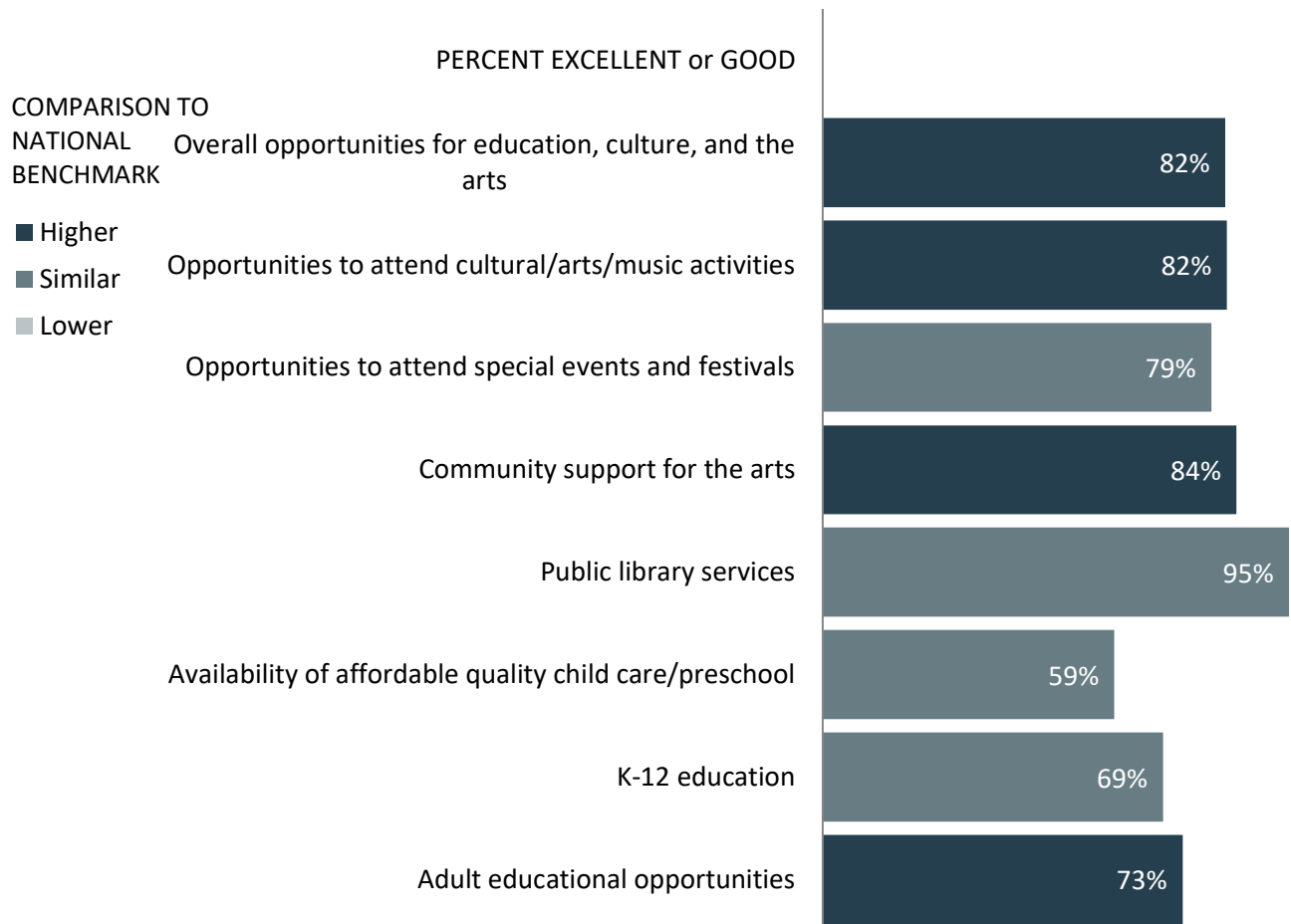


FIGURE 30: EDUCATION, ARTS AND CULTURE - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall opportunities for education, culture, and the arts	↑	↔	82%
Opportunities to attend cultural/arts/music activities	↑	↔	82%
Opportunities to attend special events and festivals	↔	↔	79%
Community support for the arts	↑↑	*	84%
Public library services	↔	↔	95%
Availability of affordable quality child care/preschool	↔	↔	59%
K-12 education	↔	↔	69%
Adult educational opportunities	↑	↔	73%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY

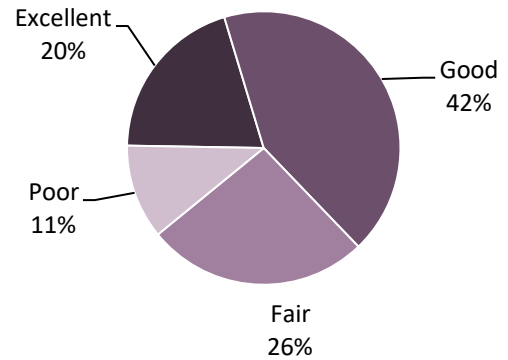


FIGURE 31: INCLUSIVITY AND ENGAGEMENT

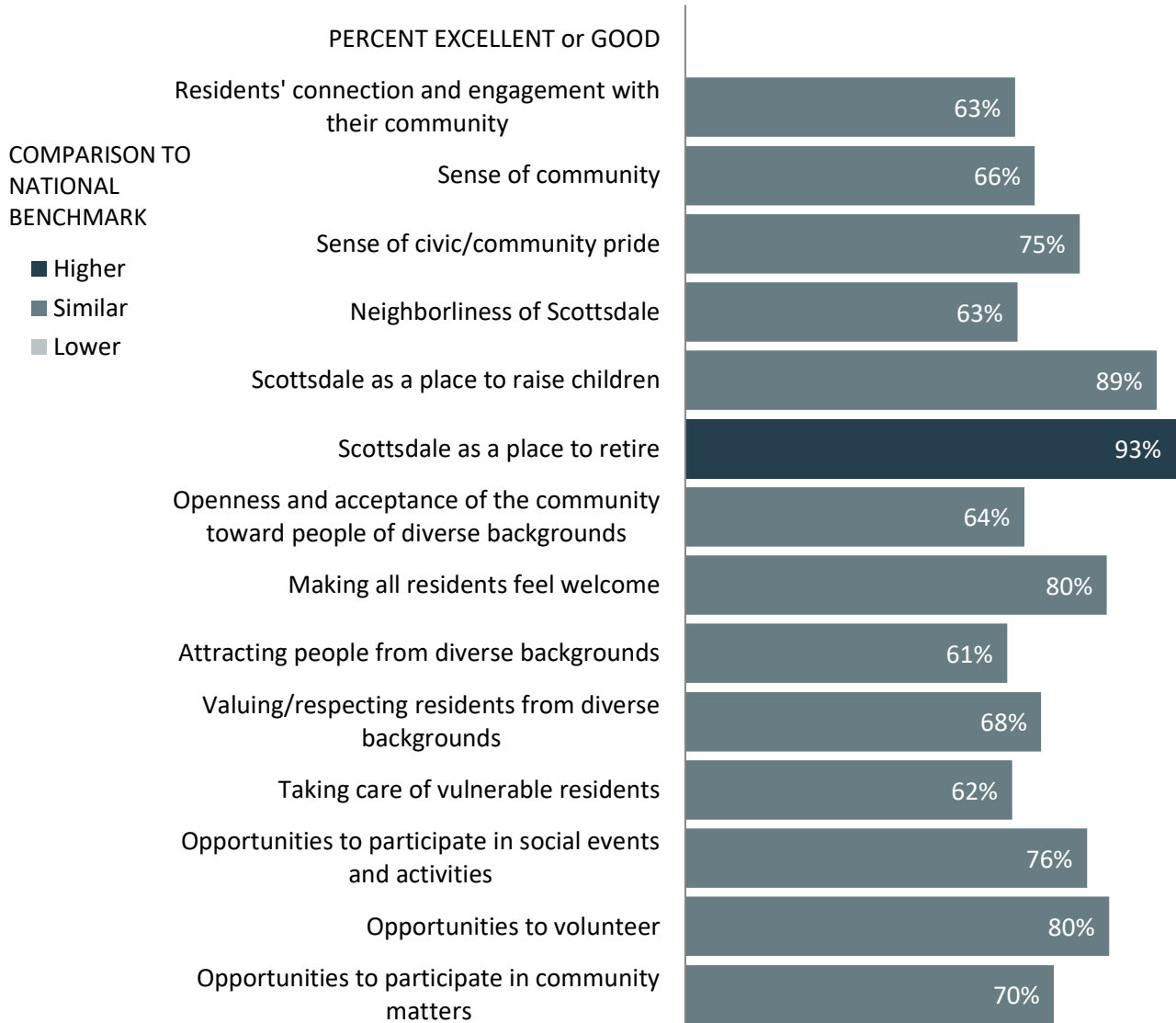


FIGURE 32: INCLUSIVITY AND ENGAGEMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Residents' connection and engagement with their community	↔	*	63%
Sense of community	↔	↑	66%
Sense of civic/community pride	↔	*	75%
Neighborliness of Scottsdale	↔	↔	63%
Scottsdale as a place to raise children	↔	↔	89%
Scottsdale as a place to retire	↑↑	↔	93%
Openness and acceptance of the community toward people of diverse backgrounds	↔	↑	64%
Making all residents feel welcome	↔	*	80%
Attracting people from diverse backgrounds	↔	*	61%
Valuing/respecting residents from diverse backgrounds	↔	*	68%
Taking care of vulnerable residents	↔	*	62%
Opportunities to participate in social events and activities	↔	↔	76%
Opportunities to volunteer	↔	↔	80%
Opportunities to participate in community matters	↔	↔	70%

Legend

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

FIGURE 33: RESIDENTS' PARTICIPATION LEVELS

COMPARISON TO NATIONAL BENCHMARK

- Higher
- Similar
- Lower

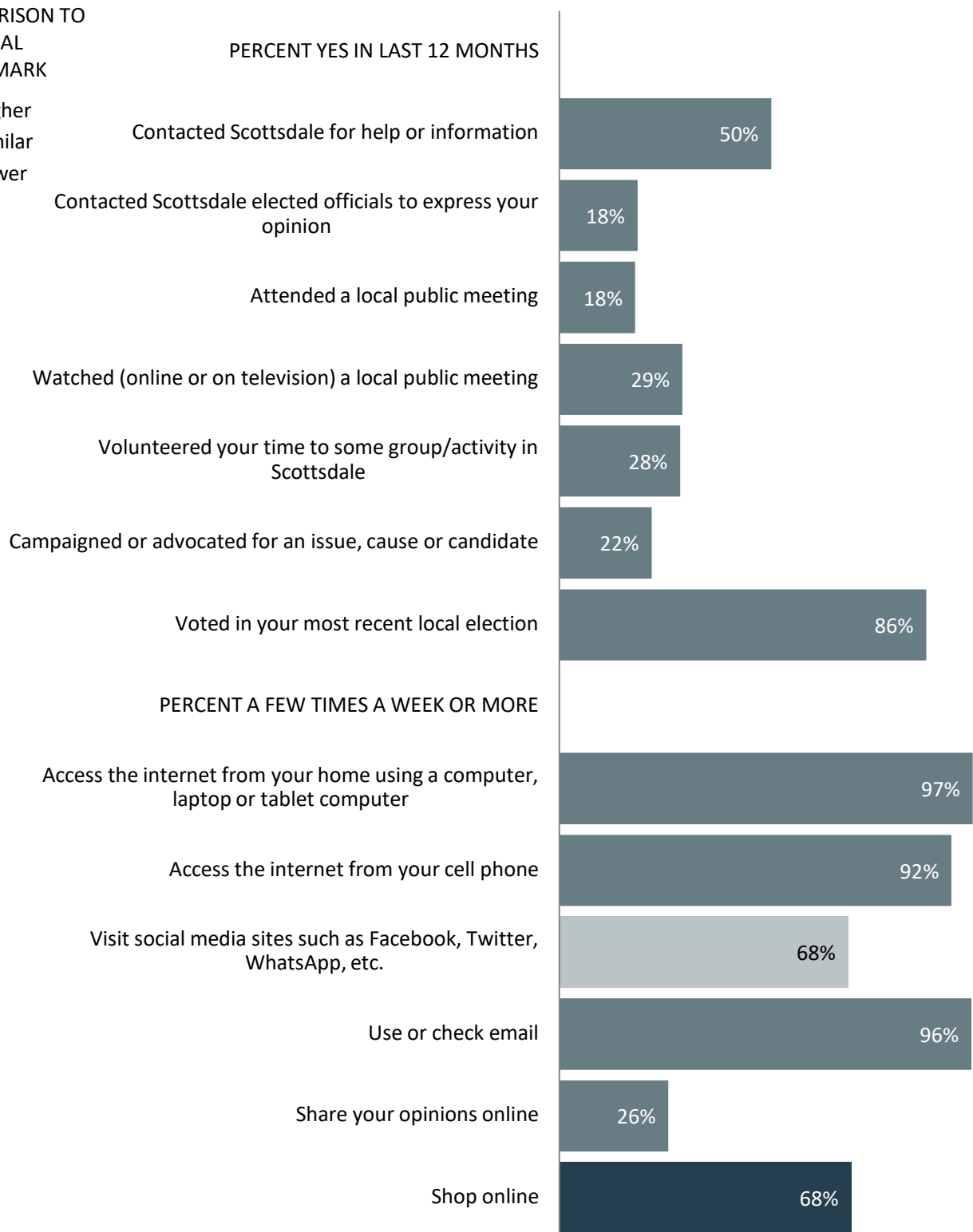


FIGURE 34: RESIDENTS’ PARTICIPATION IN LAST 12 MONTHS- SUMMARY

Percent who had done each in last 12 months	Comparison to benchmark	2018 to 2020	2020 rating
Contacted Scottsdale for help or information	↔	↑	50%
Contacted Scottsdale elected officials to express your opinion	↔	↔	18%
Attended a local public meeting	↔	↔	18%
Watched (online or on television) a local public meeting	↔	↔	29%
Volunteered your time to some group/activity in Scottsdale	↔	↔	28%
Campaigned or advocated for an issue, cause or candidate	↔	↓	22%
Voted in your most recent local election	↔	↑	86%

FIGURE 35: RESIDENTS’ GENERAL USE OF TECHNOLOGY- SUMMARY

Percent who report doing each at least a few times a week	Comparison to benchmark	2018 to 2020	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	↔	*	97%
Access the internet from your cell phone	↔	*	92%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	↓	*	68%
Use or check email	↔	*	96%
Share your opinions online	↔	*	26%
Shop online	↑	*	68%

Legend

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

Special Topics

FIGURE 36: PROBLEMS DUE TO COVID-19

We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY.

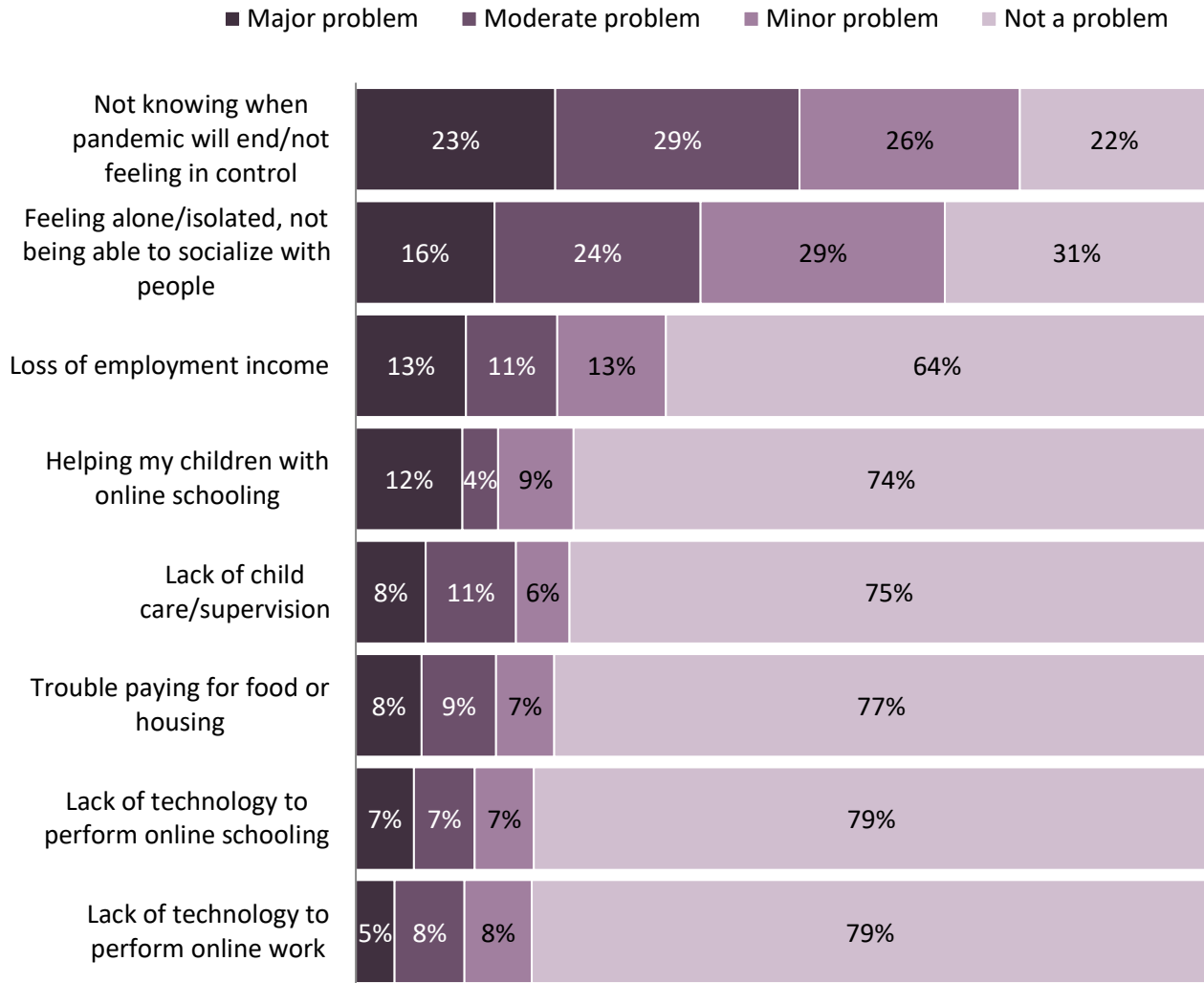


FIGURE 37: INFORMATION SOURCES

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:

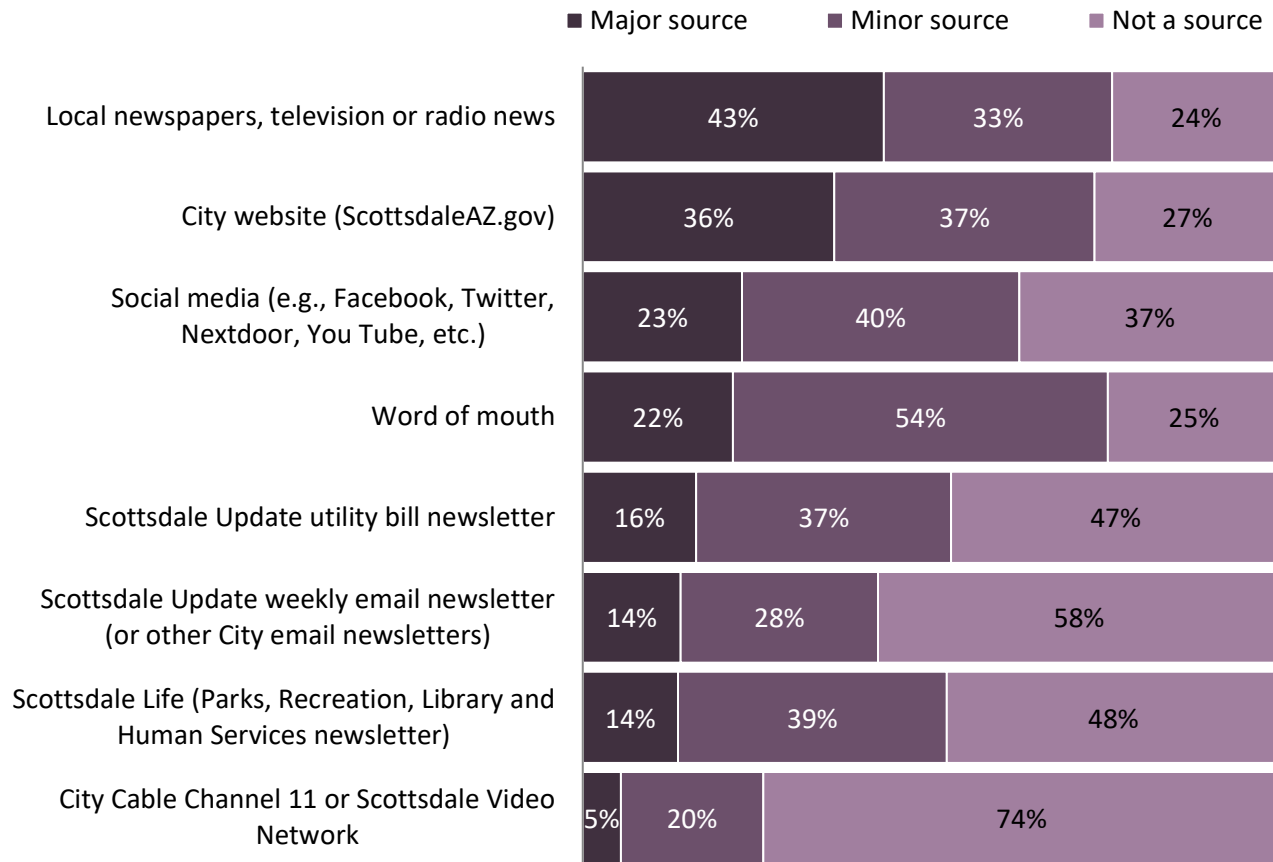
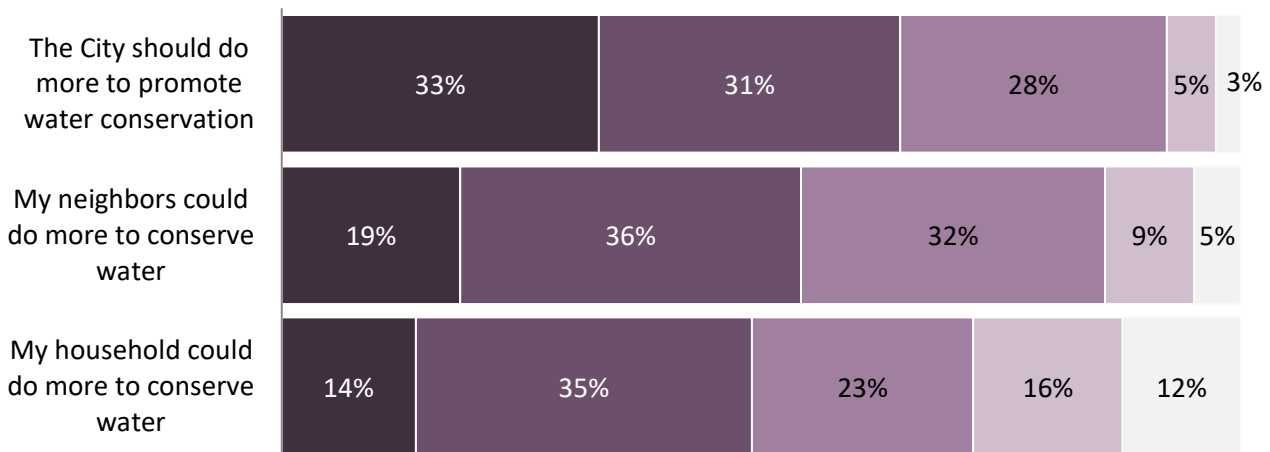


FIGURE 38: WATER CONSERVATION

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



THE NCS™

The National Community Survey™

Scottsdale, AZ

*Comparisons by Demographic Subgroups
2020*



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About the Demographic Comparisons

The National Community 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.



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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.

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.

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 uppercase 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 uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 1 on the following page, respondents who rent their home (A) gave significantly lower ratings to the overall quality of life than those who own their home (B), as denoted by the “A” listed in the cell of the ratings for those who own their home.

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TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall image or reputation of Scottsdale	90%	93%	95%	90%	99% A	96% B	82%	91%	95%	94%	95%	94%
The overall quality of life in Scottsdale	100%	95%	97%	96%	98%	96%	100%	94%	98% A	96%	98%	97%
Scottsdale as a place to live	90%	96%	98% A	94%	98%	97% B	88%	89%	99% A	97%	95%	96%
Recommend living in Scottsdale to someone who asks	100% B	93%	98% B	96%	98%	97%	97%	94%	98%	95%	99%	97%
Remain in Scottsdale for the next five years	100%	94%	97%	99% B	93%	98% B	88%	95%	97%	95%	99%	96%

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TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall confidence in Scottsdale government	62%	56%	64%	63%	57%	63%	49%	50%	65% A	60%	62%	61%
The overall direction that Scottsdale is taking	60%	64%	69%	65%	66%	70% B	46%	54%	71% A	66%	64%	65%
The value of services for the taxes paid to Scottsdale	39%	73% A	81% A	71%	75%	74%	64%	72%	73%	73%	72%	73%
Generally acting in the best interest of the community	71%	61%	67%	67%	63%	67%	55%	61%	67%	63%	70%	65%
Being honest	45%	55%	65% A	59%	56%	61%	46%	47%	63% A	59%	57%	58%
Being open and transparent to the public	45%	52%	58%	53%	56%	57%	43%	48%	56%	54%	53%	54%
Informing residents about issues facing the community	45%	51%	59%	52%	56%	57%	40%	51%	55%	53%	54%	54%
The job Scottsdale government does at welcoming resident involvement	42%	69% A	63% A	57%	69%	68% B	34%	48%	68% A	63%	61%	62%
Treating all residents fairly	45%	68% A	67% A	59%	69%	67% B	44%	55%	66%	65%	60%	63%
Treating residents with respect	49%	80% A	75% A	69%	77%	76% B	51%	64%	75%	73%	71%	73%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	59%	84% A	90% A	83%	85%	87% B	65%	81%	85%	85%	81%	84%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public information services	61%	89% A	83% A	81%	84%	85% B	69%	75%	85%	89% B	72%	83%
The City of Scottsdale	52%	81% A	85% A	75%	84%	80%	77%	71%	82% A	81%	74%	79%
The Federal Government	42%	39%	52% B	43%	48%	46%	46%	52%	43%	43%	49%	45%

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TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Scottsdale	83%	91%	92%	87%	93%	92%	83%	89%	90%	92%	86%	90%
Economic development	71%	79%	84%	77%	84%	85% B	55%	77%	82%	80%	81%	80%
Overall quality of business and service establishments in Scottsdale	90%	95%	96%	96%	93%	98% B	76%	88%	98% A	95%	95%	95%
Variety of business and service establishments in Scottsdale	80%	87%	94% A	88%	91%	92% B	72%	85%	92%	86%	95% A	90%
Vibrancy of downtown/commercial area	100% B C	87%	89%	91%	88%	93% B	77%	93%	89%	87%	95% A	90%
Shopping opportunities	100%	93%	94%	97% B	91%	97% B	85%	94%	95%	93%	98% A	95%
Scottsdale as a place to visit	90%	96%	97%	94%	96%	94%	100%	86%	99% A	93%	98% A	95%
Scottsdale as a place to work	100% B C	90%	90%	94%	90%	93%	90%	88%	94%	89%	98% A	92%
Employment opportunities	72%	68%	81% B	71%	79%	80% B	44%	62%	80% A	77%	71%	74%
Cost of living in Scottsdale	19%	43% A	58% A B	49%	44%	51% B	19%	28%	56% A	52% B	39%	47%
Economy will have positive impact on income	15%	34% A C	23%	19%	34% A	25%	27%	17%	30% A	29%	19%	25%

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Percent rating positively (e.g., excellent/good, very/somewhat positive)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
NOT under housing cost stress	23%	79%	60%	52%	73%	63%	51%	39%	71%	70%	48%	61%
		A C	A		A				A	B		

TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	55%	72% A	78% A	62%	86% A	72%	76%	83% B	67%	72%	73%	72%
Traffic flow on major streets	42%	76% A	69% A	64%	69%	70% B	49%	63%	68%	68%	64%	66%
Ease of travel by car in Scottsdale	90%	86%	81%	85%	82%	86%	79%	81%	85%	83%	86%	84%
Ease of travel by public transportation in Scottsdale	37%	33%	41%	29%	48% A	34%	51%	48% B	30%	35%	40%	37%
Ease of travel by bicycle in Scottsdale	69%	70%	69%	64%	75%	69%	71%	73%	67%	68%	70%	69%
Ease of walking in Scottsdale	67%	75%	81% A	72%	81%	78% B	62%	78%	75%	76%	75%	76%
Ease of public parking	57%	70%	72% A	68%	68%	72% B	44%	68%	68%	68%	68%	68%
Bus or transit services	67%	56%	64%	58%	67%	62%	70%	86% B	51%	60%	66%	62%
Traffic enforcement	45%	83% A C	72% A	71%	77%	74%	68%	77%	72%	73%	74%	73%
Traffic signal timing	35%	64% A	65% A	59%	62%	60%	59%	56%	62%	64%	54%	60%
Street repair	65%	77%	66%	71%	68%	70%	73%	65%	72%	70%	68%	69%
Street cleaning	80%	86%	78%	79%	84%	81%	79%	77%	83%	82%	80%	81%
Street lighting	80%	84%	82%	83%	82%	84%	72%	80%	83%	80%	87%	83%

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Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Sidewalk maintenance	80%	83%	75%	78%	81%	79%	76%	80%	79%	77%	81%	79%
Used bus, rail, subway, or other public transportation instead of driving	28% B C	13%	9%	14%	12%	11%	25% A	17%	11%	12%	14%	13%
Carpooled with other adults or children instead of driving alone	40% C	42% C	21%	32%	31%	26%	69% A	34%	30%	36% B	24%	31%
Walked or biked instead of driving	77% C	68% C	49%	60%	59%	58%	73%	58%	60%	57%	63%	59%

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TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	79%	88%	85%	81%	89% A	87%	78%	83%	86%	86%	83%	85%
Overall appearance of Scottsdale	75%	89% A	91% A	83%	95% A	90% B	78%	81%	91% A	87%	90%	88%
Your neighborhood as a place to live	85%	93% A	98% A	92%	98% A	95%	88%	91%	96% A	95%	93%	94%
Overall quality of new development in Scottsdale	74%	61%	72%	68%	68%	72% B	50%	61%	72%	71%	62%	68%
Well-planned residential growth	52%	68%	66%	62%	67%	69% B	44%	53%	69% A	64%	65%	64%
Well-planned commercial growth	62%	62%	63%	63%	60%	65%	52%	51%	66% A	61%	65%	62%
Well-designed neighborhoods	61%	82% A	81% A	75%	82%	81% B	65%	66%	83% A	78%	77%	78%
Preservation of the historical or cultural character of the community	54%	76% A	78% A	66%	83% A	75%	68%	79%	71%	73%	76%	74%
Public places where people want to spend time	75%	89% A	82%	79%	89% A	83%	87%	79%	85%	84%	82%	83%
Variety of housing options	51%	64%	70% A	59%	71% A	67%	52%	55%	69% A	64%	65%	64%
Availability of affordable quality housing	23%	27%	39% A	29%	35%	33%	27%	22%	37% A	34%	28%	32%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Land use, planning and zoning	56%	59%	61%	57%	64%	63%	48%	56%	62%	58%	65%	60%
Code enforcement (weeds, abandoned buildings, etc.)	55%	78% A C	63%	63%	72%	66%	68%	67%	67%	66%	67%	67%

TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	61%	91% A	87% A	80%	90% A	88% B	64%	84%	84%	91% B	74%	84%
Affordable high-speed internet access	43%	45%	72% A B	51%	68% A	60%	52%	52%	62%	62%	53%	59%
Power (electric and/or gas) utility	57%	79% A	84% A	75%	81%	81% B	60%	70%	82% A	80%	74%	78%
Garbage collection	73%	95% A	94% A	88%	95% A	94% B	76%	87%	93%	95% B	85%	91%
Drinking water	51%	76% A	69% A	62%	78% A	71%	62%	60%	74% A	74% B	62%	69%
Sewer services	71%	95% A	87% A	83%	93% A	89%	80%	82%	90% A	90%	84%	88%
Storm water management (storm drainage, dams, levees, etc.)	68%	92% A	83% A	79%	90% A	85%	74%	86%	83%	89% B	76%	84%
Utility billing	53%	82% A	72% A	67%	81% A	74%	64%	52%	82% A	80% B	60%	73%

TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Scottsdale	74%	92% A	92% A	85%	94% A	90%	86%	85%	91%	93% B	83%	89%
Police services	61%	91% A	90% A	83%	88%	86%	80%	85%	86%	89% B	80%	85%
Crime prevention	64%	85% A	84% A	78%	85%	83%	77%	81%	81%	84%	77%	81%
Animal control	83%	87%	86%	84%	88%	85%	88%	86%	86%	90% B	79%	86%
Ambulance or emergency medical services	87%	97% A	97% A	95%	96%	98% B	75%	91%	98% A	98% B	91%	96%
Fire services	87%	97% A	98% A	95%	97%	99% B	80%	92%	98% A	98% B	93%	96%
Fire prevention and education	83%	88%	92%	86%	92%	92% B	72%	90%	89%	90%	89%	89%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	46%	91% A C	70% A	65%	86% A	76%	72%	66%	79% A	82% B	64%	75%
In your neighborhood during the day	100%	100%	99%	100% B	97%	99%	100%	97%	100%	100%	98%	99%
In Scottsdale's downtown/commercial area during the day	95%	93%	92%	91%	95%	93%	93%	94%	92%	92%	94%	93%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
From property crime	75%	86%	88% A	81%	89% A	87%	75%	81%	86%	87%	81%	85%
From violent crime	85%	96% A	90%	89%	93%	92%	85%	90%	91%	93%	87%	91%
From fire, flood, or other natural disaster	82%	96% A	92% A	91%	91%	94% B	79%	92%	91%	93%	88%	91%

TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of natural environment in Scottsdale	65%	90% A	91% A	81%	94% A	88%	79%	75%	92% A	87%	85%	87%
Cleanliness of Scottsdale	80%	95% A	91% A	90%	91%	92%	84%	85%	93% A	91%	90%	91%
Water resources (beaches, lakes, ponds, riverways, etc.)	59%	60%	72% B	58%	75% A	65%	66%	53%	71% A	64%	67%	65%
Air quality	51%	65%	66%	55%	72% A	62%	68%	57%	66%	67%	57%	63%
Preservation of natural areas (open space, farmlands, and greenbelts)	49%	85% A	83% A	70%	89% A	79%	78%	75%	80%	79%	77%	79%
Scottsdale open space	52%	81% A	76% A	64%	88% A	74%	78%	68%	77%	77%	69%	74%
Recycling	47%	86% A	85% A	76%	84%	84% B	52%	79%	80%	87% B	66%	80%
Yard waste pick-up	50%	89% A	92% A	82%	92% A	88% B	71%	76%	90% A	90% B	75%	86%

TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of parks and recreation opportunities	80%	90%	92% A	85%	95% A	89%	95%	86%	92%	87%	94%	90%
Availability of paths and walking trails	69%	84% A	92% A	83%	89%	86%	80%	77%	89% A	84%	88%	86%
City parks	94%	93%	91%	93%	92%	92%	98%	95%	91%	92%	93%	92%
Recreational opportunities	61%	89% A	92% A	80%	95% A	88%	81%	75%	91% A	87%	85%	86%
Recreation programs or classes	75%	92% A	90% A	86%	92%	91% B	72%	83%	90%	92% B	83%	88%
Recreation centers or facilities	58%	95% A	91% A	82%	96% A	88%	91%	94%	87%	93% B	80%	89%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	88% A	90% A	84%	91%	87%	91%	81%	90% A	86%	88%	87%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall health and wellness opportunities in Scottsdale	47%	90% A	91% A	76%	93% A	85% B	71%	75%	88% A	86%	80%	83%
Health services	59%	93% A	89% A	79%	94% A	89% B	68%	80%	88%	92% B	77%	86%
Availability of affordable quality health care	58%	79% A	82% A	75%	82%	79%	67%	70%	81% A	76%	82%	78%
Availability of preventive health services	69%	88% A	86% A	79%	91% A	88% B	59%	86%	84%	85%	84%	85%
Availability of affordable quality mental health care	51%	74% A	63%	53%	79% A	68% B	47%	71%	63%	67%	62%	65%
Availability of affordable quality food	67%	77%	83% A	76%	82%	78%	84%	65%	85% A	79%	78%	78%
Please rate your overall health.	79%	86% C	71%	78%	77%	79%	72%	67%	83% A	83% B	70%	78%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall opportunities for education, culture, and the arts	47%	87% A	89% A	76%	90% A	85% B	62%	73%	86% A	84%	79%	82%
Opportunities to attend cultural/arts/music activities	72%	83%	85% A	79%	87%	82%	87%	77%	85%	80%	85%	82%
Community support for the arts	53%	89% A	88% A	80%	90% A	85%	78%	82%	85%	85%	82%	84%
Availability of affordable quality childcare/preschool	33%	67% A	66% A	43%	77% A	59%	59%	55%	61%	68% B	40%	59%
K-12 education	40%	74% A	79% A	56%	83% A	66%	82%	79%	65%	72%	63%	69%
Adult educational opportunities	61%	68%	80% A	68%	80%	78% B	53%	66%	76%	77%	67%	73%
Opportunities to attend special events and festivals	72%	73%	86% A B	77%	81%	83% B	56%	75%	81%	76%	83%	79%
Public library services	87%	99% A	94%	94%	96%	96% B	87%	88%	98% A	98% B	90%	95%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Residents' connection and engagement with their community	46%	65% A	66% A	55%	72% A	65% B	46%	51%	67% A	66%	57%	63%
Sense of community	39%	65% A	74% A	60%	75% A	70% B	41%	52%	72% A	70%	61%	66%
Sense of civic/community pride	63%	75%	78% A	70%	81% A	77% B	57%	66%	79% A	73%	79%	75%
Neighborliness of residents in Scottsdale	57%	64%	63%	58%	70% A	63%	58%	52%	68% A	62%	64%	63%
Scottsdale as a place to raise children	90%	89%	89%	87%	93%	90%	84%	83%	93% A	91%	87%	89%
Scottsdale as a place to retire	87%	94%	95%	93%	93%	97% B	73%	86%	96% A	95%	90%	93%
Openness and acceptance of the community toward people of diverse backgrounds	43%	69% A	69% A	54%	77% A	68% B	44%	64%	64%	65%	63%	64%
Making all residents feel welcome	67%	82% A	84% A	73%	88% A	82%	68%	80%	80%	80%	81%	80%
Attracting people from diverse backgrounds	39%	62% A	69% A	56%	68% A	61%	56%	57%	63%	65%	55%	61%
Valuing/respecting residents from diverse backgrounds	52%	69% A	72% A	61%	76% A	69%	57%	57%	72% A	71%	61%	68%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	39%	66% A	66% A	60%	65%	64%	51%	65%	61%	64%	59%	62%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Opportunities to participate in social events and activities	77%	74%	77%	75%	78%	78%	65%	82%	74%	75%	78%	76%
Opportunities to volunteer	63%	76%	90% A B	80%	81%	85% B	59%	76%	82%	80%	80%	80%
Opportunities to participate in community matters	55%	69%	76% A	67%	74%	78% B	34%	59%	74% A	69%	71%	70%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Contacted the City of Scottsdale (in-person, phone, email, or web) for help or information	33%	53% A	52% A	46%	55%	48%	59%	36%	56% A	57% B	39%	50%
Contacted Scottsdale elected officials (in-person, phone, email, or web) to express your opinion	15%	21%	17%	18%	19%	16%	28%	16%	20%	21%	14%	18%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	5%	19% A	21% A	18%	17%	18%	20%	8%	23% A	22% B	11%	18%
Watched (online or on television) a local public meeting	28%	33%	27%	27%	31%	25%	50% A	30%	28%	29%	28%	29%
Volunteered your time to some group/activity in Scottsdale	21%	39% A C	24%	29%	28%	30%	22%	20%	32% A	36% B	16%	28%
Campaigned or advocated for a local issue, cause, or candidate	5%	22% A	26% A	23%	20%	22%	17%	23%	21%	22%	20%	22%
Voted in your most recent local election	70%	91% A	87% A	86%	86%	89% B	67%	80%	88%	91% B	79%	86%

TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least once every few weeks)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Access the internet from your home using a computer, laptop, or tablet computer	100% C	100% C	95%	95%	99% A	96%	100%	95%	97%	98% B	94%	97%
Access the internet from your cell phone	100% C	100% C	85%	89%	95%	91%	99%	88%	94%	94% B	88%	92%
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	78% C	82% C	55%	71%	63%	64%	90% A	70%	67%	70%	64%	68%
Use or check email	100%	99% C	95%	96%	97%	96%	100%	96%	96%	97%	95%	96%
Share your opinions online	23%	20%	31% B	22%	30%	25%	25%	19%	29%	24%	28%	26%
Shop online	75% C	81% C	58%	63%	75% A	67%	78%	57%	74% A	75% B	58%	68%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Scottsdale	80%	98% A	95% A	95%	92%	96% B	79%	91%	95%	92%	96%	94%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	71%	72%	78%	76%	72%	75%	73%	78%	73%	69%	82% A	74%
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	64%	68%	91% A B	78%	80%	79%	72%	67%	85% A	88% B	65%	79%
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	100% B	85%	92% B	94% B	87%	93% B	74%	87%	93%	89%	95%	91%
Overall feeling of safety in Scottsdale	82%	92% A	97% A	92%	94%	93%	87%	90%	94%	91%	95%	93%
Overall quality of natural environment in Scottsdale	92%	87%	89%	91%	86%	90% B	75%	85%	90%	91%	85%	89%
Overall quality of parks and recreation opportunities	82%	84%	91%	87%	87%	90% B	69%	84%	89%	85%	90%	87%
Overall health and wellness opportunities in Scottsdale	95% B	70%	89% B	90% B	74%	84%	78%	82%	84%	83%	83%	83%
Overall opportunities for education, culture, and the arts	81% B	65%	81% B	78%	70%	76%	70%	77%	74%	75%	75%	75%
Residents' connection and engagement with their community	81% B	57%	74% B	71%	67%	69%	71%	63%	72%	71%	66%	69%

TABLE 16: QUESTION 13

We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY. (Percent rating as "major" or "moderate" problem).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Loss of employment income	39% B C	22%	20%	27%	19%	22%	37% A	26%	22%	19%	30% A	24%
Trouble paying for food or housing	39% B C	8%	15%	21% B	11%	15%	25%	27% B	11%	7%	30% A	16%
Feeling alone/isolated, not being able to socialize with people	40%	45%	37%	34%	48% A	38%	54%	53% B	34%	40%	40%	40%
Not knowing when pandemic will end/not feeling in control	74% B C	43%	51%	50%	55%	51%	59%	52%	52%	51%	54%	52%
Lack of technology to perform online work	15%	14%	11%	16% B	8%	12%	13%	19% B	9%	6%	22% A	12%
Lack of technology to perform online schooling	10%	10%	12%	12%	9%	9%	20% A	17% B	8%	8%	15%	11%
Helping my children with online schooling	10%	16% C	6%	11%	9%	8%	25% A	11%	10%	13%	6%	10%
Lack of child care/supervision	20% C	13%	8%	11%	12%	8%	36% A	16%	9%	12%	11%	11%

TABLE 17: QUESTION 14

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" or "minor" source).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Scottsdale Update utility bill newsletter	23%	54% A	63% A	54%	52%	54%	44%	29%	64% A	65% B	35%	53%
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	28%	56% A	59% A	55%	49%	51%	60%	45%	56%	57% B	45%	52%
City website (ScottsdaleAZ.gov)	70%	81%	71%	75%	71%	74%	73%	58%	81% A	76%	70%	73%
Scottsdale Update weekly email newsletter (or other City email newsletters)	28%	45% A	46% A	45%	39%	42%	50%	33%	47% A	46%	37%	42%
City Cable Channel 11 or Scottsdale Video Network	28%	18%	32% B	26%	26%	24%	38% A	24%	27%	20%	34% A	26%
Local newspapers, television or radio news	77%	68%	82% B	75%	77%	74%	86%	73%	78%	77%	75%	76%
Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	74% C	76% C	51%	64%	60%	61%	84% A	68%	60%	64%	60%	63%
Word of mouth	72%	79%	75%	73%	78%	74%	83%	68%	79% A	77%	72%	75%

TABLE 18: QUESTION 15

To what extent do you agree or disagree with each of the following statements? (Percent rating as "strongly" or "somewhat" agree).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The City should do more to promote water conservation	53%	62%	71% A	68%	60%	68% B	43%	64%	65%	61%	70%	64%
My household could do more to conserve water	38%	58% A	47%	51%	47%	50%	42%	52%	47%	49%	49%	49%
My neighbors could do more to conserve water	55%	58%	52%	61% B	47%	54%	55%	59%	52%	52%	59%	54%

TABLE 19: QUESTION 9 CUSTOM LINE ITEM

Percent rating positively (e.g., excellent/good).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Water services provided by the Scottsdale Water Department	68%	89% A	85% A	81%	88%	86%	75%	74%	89% A	88% B	78%	85%

TABLE 20: QUESTION 10 CUSTOM LINE ITEM

Percent rating positively (e.g., excellent/good).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Law enforcement treating all residents fairly	45%	79% A	83% A	68%	84% A	79% B	52%	68%	79%	78%	72%	76%

THE NCS™

The National Community Survey™

Scottsdale, AZ

*Comparisons by Geographic Subgroups
2020*



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About the Geographic Comparisons

The National Community 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 Geographic 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 geographic subarea (South of Indian Bend Road, North of Indian Bend Road and South or West of CAP Canal, and North or East of CAP Canal).

The three subareas listed above were tracked for comparison and the number of completed surveys for each are in the figure below.

FIGURE 1: GEOGRAPHIC AREAS

Region	Number of Completed Surveys
South of Indian Bend Road	115
North of Indian Bend Road and South or West of CAP Canal	114
North or East of CAP Canal	100

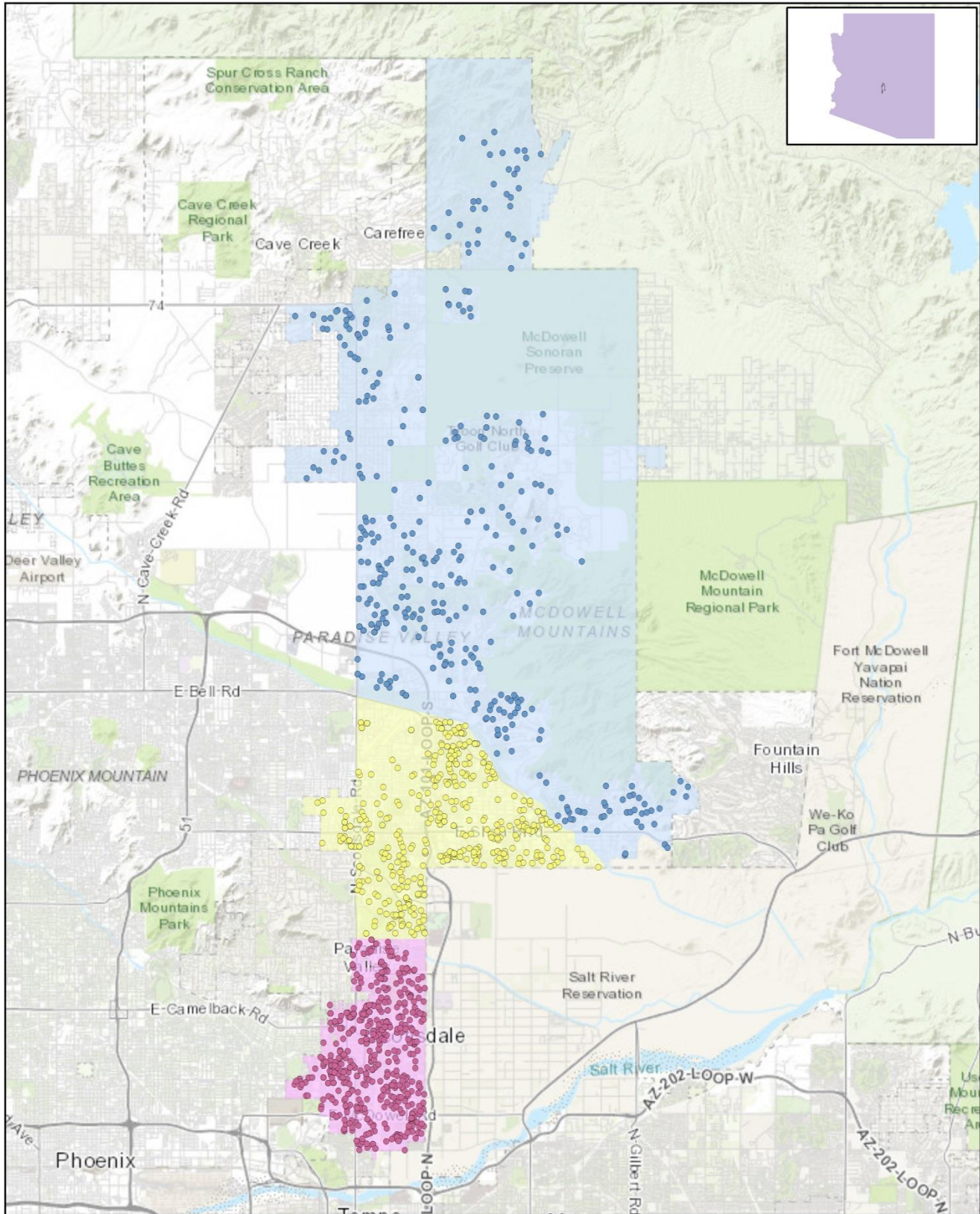


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The NCS™ is presented by NRC in collaboration with ICMA.

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

FIGURE 2: 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

0 5 10 Miles



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 geographic subarea. 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.

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 subgroup ratings within a row (a single question item) that has a statistically significant difference, an uppercase 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 uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 1 on the following page, respondents who lived South of Indian Bend Road (A) gave significantly lower ratings to overall quality of life than respondents who lived North or East of CAP Canal (C), as denoted by the “A ” listed in the cell of the rating for those who lived North or East of CAP Canal.

TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall image or reputation of Scottsdale	86%	97% A	98% A	94%
The overall quality of life in Scottsdale	94%	97%	99% A	97%
Scottsdale as a place to live	90%	99% A	98% A	96%
Recommend living in Scottsdale to someone who asks	91%	99% A	99% A	97%
Remain in Scottsdale for the next five years	92%	99% A	99% A	96%

TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall confidence in Scottsdale government	46%	62% A	72% A	61%
The overall direction that Scottsdale is taking	45%	73% A	76% A	65%
The value of services for the taxes paid to Scottsdale	59%	78% A	78% A	73%
Generally acting in the best interest of the community	50%	67% A	75% A	65%
Being honest	42%	59% A	71% A	58%
Being open and transparent to the public	39%	57% A	65% A	54%
Informing residents about issues facing the community	40%	61% A	57% A	54%
The job Scottsdale government does at welcoming resident involvement	50%	63%	73% A	62%
Treating all residents fairly	50%	70% A	70% A	63%
Treating residents with respect	58%	78% A	79% A	73%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	70%	88% A	91% A	84%

The National Community Survey™ - Geographic Subgroup Report

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Public information services	76%	82%	89% A	83%
The City of Scottsdale	67%	77%	91% A B	79%
The Federal Government	49%	40%	48%	45%

The National Community Survey™ - Geographic Subgroup Report

TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall economic health of Scottsdale	83%	91%	95% A	90%
Economic development	58%	93% A	86% A	80%
Overall quality of business and service establishments in Scottsdale	88%	97% A	99% A	95%
Variety of business and service establishments in Scottsdale	81%	97% A	90% A	90%
Vibrancy of downtown/commercial area	89%	93%	88%	90%
Shopping opportunities	92%	97%	95%	95%
Scottsdale as a place to visit	89%	96% A	99% A	95%
Scottsdale as a place to work	95% B	87%	96% B	92%
Employment opportunities	58%	80% A	85% A	74%
Cost of living in Scottsdale	28%	44% A	68% A B	47%
Economy will have positive impact on income	24%	15%	38% A B	25%
NOT under housing cost stress	44%	61% A	78% A B	61%

TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	73%	68%	77%	72%
Traffic flow on major streets	51%	73% A	74% A	66%
Ease of travel by car in Scottsdale	79%	84%	88%	84%
Ease of travel by public transportation in Scottsdale	54% C	39% C	13%	37%
Ease of travel by bicycle in Scottsdale	71%	74%	61%	69%
Ease of walking in Scottsdale	73%	83% C	71%	76%
Ease of public parking	59%	70%	74% A	68%
Bus or transit services	82% B C	63% C	37%	62%
Traffic enforcement	59%	83% A	76% A	73%
Traffic signal timing	52%	59%	69% A	60%
Street repair	62%	69%	77% A	69%
Street cleaning	72%	86% A	84% A	81%
Street lighting	80%	87%	80%	83%

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Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Sidewalk maintenance	77%	85% C	73%	79%
Used bus, rail, subway, or other public transportation instead of driving	25% B C	9%	6%	13%
Carpooled with other adults or children instead of driving alone	42% B C	26%	26%	31%
Walked or biked instead of driving	74% B C	54%	51%	59%

TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76%	89% A	88% A	85%
Overall appearance of Scottsdale	76%	94% A	92% A	88%
Your neighborhood as a place to live	87%	99% A	96% A	94%
Overall quality of new development in Scottsdale	56%	71% A	76% A	68%
Well-planned residential growth	41%	77% A	72% A	64%
Well-planned commercial growth	42%	71% A	70% A	62%
Well-designed neighborhoods	60%	87% A	85% A	78%
Preservation of the historical or cultural character of the community	54%	85% A	81% A	74%
Public places where people want to spend time	72%	90% A	87% A	83%
Variety of housing options	47%	70% A	76% A	64%
Availability of affordable quality housing	21%	33%	42% A	32%

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Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Land use, planning and zoning	44%	73% A	60% A	60%
Code enforcement (weeds, abandoned buildings, etc.)	51%	79% A	68% A	67%

TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	79%	84%	89%	84%
Affordable high-speed internet access	46%	57%	71% A B	59%
Power (electric and/or gas) utility	77%	73%	85% B	78%
Garbage collection	82%	95% A	96% A	91%
Drinking water	54%	72% A	81% A	69%
Sewer services	80%	92% A	90% A	88%
Storm water management (storm drainage, dams, levees, etc.)	81%	88%	83%	84%
Utility billing	75%	63%	81% B	73%

TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall feeling of safety in Scottsdale	76%	92% A	98% A	89%
Police services	76%	87% A	93% A	85%
Crime prevention	69%	82% A	91% A	81%
Animal control	80%	83%	93% A	86%
Ambulance or emergency medical services	90%	97% A	99% A	96%
Fire services	91%	98% A	100% A	96%
Fire prevention and education	80%	97% A	90%	89%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60%	79% A	85% A	75%
In your neighborhood during the day	98%	99%	100%	99%
In Scottsdale's downtown/commercial area during the day	90%	96%	92%	93%
From property crime	76%	82%	96% A B	85%
From violent crime	85%	92%	96% A	91%
From fire, flood, or other natural disaster	92%	91%	90%	91%

TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall quality of natural environment in Scottsdale	70%	91% A	97% A	87%
Cleanliness of Scottsdale	85%	93% A	93%	91%
Water resources (beaches, lakes, ponds, riverways, etc.)	56%	74% A	65%	65%
Air quality	49%	68% A	70% A	63%
Preservation of natural areas (open space, farmlands, and greenbelts)	62%	86% A	84% A	79%
Scottsdale open space	60%	80% A	81% A	74%
Recycling	65%	85% A	89% A	80%
Yard waste pick-up	73%	92% A	92% A	86%

TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall quality of parks and recreation opportunities	79%	94% A	94% A	90%
Availability of paths and walking trails	74%	92% A	91% A	86%
City parks	92%	95%	90%	92%
Recreational opportunities	71%	94% A	93% A	86%
Recreation programs or classes	81%	93% A	91%	88%
Recreation centers or facilities	84%	89%	92%	89%
Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	94% A	89% A	87%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall health and wellness opportunities in Scottsdale	65%	92% A	93% A	83%
Health services	68%	92% A	97% A	86%
Availability of affordable quality health care	73%	76%	85% A	78%
Availability of preventive health services	78%	86%	89% A	85%
Availability of affordable quality mental health care	70%	56%	70%	65%
Availability of affordable quality food	73%	74%	89% A B	78%
Please rate your overall health.	74%	77%	82%	78%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall opportunities for education, culture, and the arts	65%	91% A	89% A	82%
Opportunities to attend cultural/arts/music activities	75%	85%	86% A	82%
Community support for the arts	70%	89% A	89% A	84%
Availability of affordable quality childcare/preschool	47%	66%	71% A	59%
K-12 education	57%	83% A	69%	69%
Adult educational opportunities	67%	75%	78%	73%
Opportunities to attend special events and festivals	74%	83%	80%	79%
Public library services	89%	97% A	99% A	95%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Residents' connection and engagement with their community	49%	63% A	74% A	63%
Sense of community	44%	70% A	82% A B	66%
Sense of civic/community pride	61%	78% A	84% A	75%
Neighborliness of residents in Scottsdale	54%	60%	74% A B	63%
Scottsdale as a place to raise children	82%	94% A	93% A	89%
Scottsdale as a place to retire	90%	92%	96%	93%
Openness and acceptance of the community toward people of diverse backgrounds	59%	68%	66%	64%
Making all residents feel welcome	75%	79%	86%	80%
Attracting people from diverse backgrounds	49%	64% A	69% A	61%
Valuing/respecting residents from diverse backgrounds	58%	74% A	71%	68%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	41%	73% A	70% A	62%
Opportunities to participate in social events and activities	70%	79%	78%	76%
Opportunities to volunteer	70%	86% A	83% A	80%

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Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Opportunities to participate in community matters	62%	72%	75%	70%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Contacted the City of Scottsdale (in-person, phone, email, or web) for help or information	49%	51%	49%	50%
Contacted Scottsdale elected officials (in-person, phone, email, or web) to express your opinion	22%	17%	16%	18%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	25% B	10%	19%	18%
Watched (online or on television) a local public meeting	33%	31%	23%	29%
Volunteered your time to some group/activity in Scottsdale	39% B	12%	35% B	28%
Campaigned or advocated for a local issue, cause, or candidate	22%	19%	24%	22%
Voted in your most recent local election	80%	93% A C	83%	86%

TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least once every few weeks)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Access the internet from your home using a computer, laptop, or tablet computer	96%	96%	98%	97%
Access the internet from your cell phone	96%	90%	89%	92%
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	80% B	56%	69% B	68%
Use or check email	97%	95%	98%	96%
Share your opinions online	28%	18%	31% B	26%
Shop online	70%	66%	70%	68%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall economic health of Scottsdale	89%	95%	97% A	94%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	80% B	64%	80% B	74%
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76%	71%	90% A B	79%
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	88%	89%	97% A B	91%
Overall feeling of safety in Scottsdale	87%	93%	97% A	93%
Overall quality of natural environment in Scottsdale	88%	90%	87%	89%
Overall quality of parks and recreation opportunities	85%	87%	89%	87%
Overall health and wellness opportunities in Scottsdale	83%	84%	83%	83%
Overall opportunities for education, culture, and the arts	79%	69%	77%	75%
Residents' connection and engagement with their community	71%	67%	70%	69%

TABLE 16: QUESTION 13

We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY. (Percent rating as "major" or "moderate" problem).	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Loss of employment income	27% C	28% C	16%	24%
Trouble paying for food or housing	26% C	17% C	6%	16%
Feeling alone/isolated, not being able to socialize with people	45% C	45% C	31%	40%
Not knowing when pandemic will end/not feeling in control	54%	51%	50%	52%
Lack of technology to perform online work	17% C	17% C	3%	12%
Lack of technology to perform online schooling	12%	14%	6%	11%
Helping my children with online schooling	9%	9%	13%	10%
Lack of child care/supervision	13%	11%	11%	11%

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TABLE 17: QUESTION 14

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" or "minor" source).	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Scottsdale Update utility bill newsletter	34%	57% A	66% A	53%
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	44%	57%	54%	52%
City website (ScottsdaleAZ.gov)	68%	73%	79%	73%
Scottsdale Update weekly email newsletter (or other City email newsletters)	41%	37%	50% B	42%
City Cable Channel 11 or Scottsdale Video Network	21%	35% A C	21%	26%
Local newspapers, television or radio news	78%	75%	75%	76%
Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	79% B C	51%	60%	63%
Word of mouth	70%	77%	79%	75%

TABLE 18: QUESTION 15

To what extent do you agree or disagree with each of the following statements? (Percent rating as "strongly" or "somewhat" agree).	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
The City should do more to promote water conservation	64%	62%	68%	64%
My household could do more to conserve water	51%	47%	50%	49%
My neighbors could do more to conserve water	52%	54%	56%	54%

TABLE 19: QUESTION 9 CUSTOM LINE ITEM

Percent rating positively (e.g., excellent/good).	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Water services provided by the Scottsdale Water Department	75%	85%	92% A	85%

TABLE 20: QUESTION 10 CUSTOM LINE ITEM

Percent rating positively (e.g., excellent/good).	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Law enforcement treating all residents fairly	57%	83% A	84% A	76%

THE NCS™

The National Community Survey™

Scottsdale, AZ

Trends Over Time

2020



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About Trends Over Time

The National Community 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 considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement

This report discusses trends over time, comparing the 2020 ratings for the City of Scottsdale to its previous survey results in 2003, 2004, 2006, 2010, 2013, 2016 and 2018. Additional reports and technical appendices are available under separate cover.



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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.

Understanding the Tables

Trend data for Scottsdale represent important comparison data and should be examined for improvements or declines¹. 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 eight percentage points between the 2018 and 2020 surveys, otherwise the comparisons between 2018 and 2020 are noted as being "similar." Additionally, the benchmark comparisons for the current survey results are presented for reference.

Overall, ratings in Scottsdale for 2020 generally remained stable. Of the 116 items for which comparisons were available, 93 items were rated similarly in 2018 and 2020, eight items showed a decrease in ratings and 15 showed an increase in ratings. Notable trends over time included the following:

- While the overall quality of the transportation system in Scottsdale decreased in 2020 compared to 2018 along with the rate of carpooling, the quality of street lighting, traffic flow and ease of travel by car increased.
- While fewer residents in 2020 compared to 2018 reported campaigning or advocating for an issue, cause or candidate, more reported voting in their most recent local election.
- Residents felt more positive about the overall quality of business and service establishments in Scottsdale in 2020 compared to 2018, but felt less positive about the impact of the economy on their household income.
- Ratings of various services were on the rise in 2020 compared to 2018 including drinking water, sewer services, storm water management and land use, planning and zoning.

¹ In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

The National Community Survey™ - Trends Over Time

Table 1: Quality of Life

Quality of Life Items Percent rating positively (e.g., excellent/good, very/somewhat likely)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall image or reputation of Scottsdale	NA	NA	NA	92%	91%	89%	90%	94%	Similar	Much higher
The overall quality of life in Scottsdale	91%	93%	90%	94%	98%	96%	96%	97%	Similar	Higher
Scottsdale as a place to live	94%	95%	94%	96%	98%	98%	97%	96%	Similar	Higher
Recommend living in Scottsdale to someone who asks	NA	NA	NA	96%	96%	94%	96%	97%	Similar	Higher
Remain in Scottsdale for the next five years	NA	NA	NA	92%	94%	94%	90%	96%	Similar	Higher

The National Community Survey™ - Trends Over Time

Table 2: Governance

Governance Items Percent rating positively (e.g., excellent/good)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall confidence in Scottsdale government	NA	NA	NA	NA	59%	63%	58%	61%	Similar	Similar
The overall direction that Scottsdale is taking	51%	67%	57%	64%	72%	70%	65%	65%	Similar	Similar
The value of services for the taxes paid to Scottsdale	66%	75%	69%	74%	70%	71%	64%	73%	Higher	Higher
Generally acting in the best interest of the community	NA	NA	NA	NA	60%	64%	58%	65%	Similar	Similar
Being honest	NA	NA	NA	NA	53%	59%	52%	58%	Similar	Similar
Being open and transparent to the public	NA	NA	NA	NA	NA	NA	NA	54%	NA	Similar
Informing residents about issues facing the community	NA	NA	NA	NA	NA	NA	NA	54%	NA	Similar
The job Scottsdale government does at welcoming resident involvement	54%	63%	51%	55%	52%	61%	56%	62%	Similar	Similar
Treating all residents fairly	NA	NA	NA	NA	57%	63%	56%	63%	Similar	Similar
Treating residents with respect	NA	NA	NA	NA	NA	NA	NA	73%	NA	Similar
Overall customer service by Scottsdale employees	80%	80%	76%	83%	80%	90%	79%	84%	Similar	Similar
Public information services	74%	77%	73%	77%	82%	80%	78%	83%	Similar	Similar
Quality of services provided by the City of Scottsdale	83%	88%	81%	88%	87%	89%	86%	79%	Similar	Similar
Quality of services provided by the Federal Government	41%	47%	37%	43%	34%	40%	38%	45%	Similar	Similar

The National Community Survey™ - Trends Over Time

Table 3: Economy

Economy Items Percent rating positively (e.g., excellent/good, very/somewhat positive)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall economic health of Scottsdale	NA	NA	NA	NA	82%	85%	88%	90%	Similar	Higher
Economic development	57%	65%	72%	60%	72%	79%	77%	80%	Similar	Higher
Overall quality of business and service establishments in Scottsdale	NA	NA	NA	89%	89%	88%	86%	95%	Higher	Much higher
Variety of business and service establishments in Scottsdale	NA	NA	NA	NA	NA	NA	NA	90%	NA	Much higher
Vibrancy of downtown/commercial area	NA	NA	NA	NA	85%	86%	84%	90%	Similar	Much higher
Shopping opportunities	93%	95%	95%	93%	96%	94%	96%	95%	Similar	Much higher
Scottsdale as a place to visit	NA	NA	NA	NA	94%	95%	96%	95%	Similar	Much higher
Scottsdale as a place to work	NA	NA	84%	88%	86%	92%	90%	92%	Similar	Much higher
Employment opportunities	47%	53%	62%	51%	67%	66%	71%	74%	Similar	Higher
Cost of living in Scottsdale	NA	NA	NA	NA	52%	48%	43%	47%	Similar	Similar
Economy will have positive impact on income	29%	38%	39%	15%	34%	38%	38%	25%	Lower	Similar
NOT experiencing housing costs stress	NA	NA	NA	67%	74%	71%	69%	NA	NA	NA

Table 4: Mobility

Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of the transportation system in Scottsdale	NA	NA	NA	NA	87%	76%	82%	72%	Lower	Similar
Traffic flow on major streets	NA	NA	19%	57%	62%	55%	56%	66%	Higher	Higher
Ease of travel by car in Scottsdale	52%	51%	40%	69%	76%	70%	71%	84%	Higher	Higher
Ease of travel by public transportation in Scottsdale	NA	NA	12%	NA	40%	39%	43%	37%	Similar	Similar
Ease of travel by bicycle in Scottsdale	54%	59%	55%	68%	69%	65%	63%	69%	Similar	Higher
Ease of walking in Scottsdale	65%	68%	68%	73%	85%	78%	75%	76%	Similar	Higher
Ease of public parking	NA	NA	NA	NA	65%	65%	66%	68%	Similar	Similar
Bus or transit services	38%	35%	37%	57%	56%	64%	66%	62%	Similar	Similar
Traffic enforcement	61%	63%	58%	71%	76%	73%	69%	73%	Similar	Similar
Traffic signal timing	53%	54%	48%	57%	60%	62%	58%	60%	Similar	Similar
Street repair	63%	63%	60%	67%	66%	69%	67%	69%	Similar	Higher
Street cleaning	74%	76%	70%	82%	76%	85%	77%	81%	Similar	Higher
Street lighting	NA	NA	NA	75%	77%	77%	72%	83%	Higher	Higher
Sidewalk maintenance	70%	74%	66%	78%	75%	80%	76%	79%	Similar	Higher
Used bus, rail, subway, or other public transportation instead of driving	NA	NA	NA	NA	18%	13%	19%	13%	Similar	Lower
Carpooled with other adults or children instead of driving alone	NA	NA	NA	NA	45%	50%	42%	31%	Lower	Lower
Walked or biked instead of driving	NA	NA	NA	NA	55%	59%	61%	59%	Similar	Similar

Prior to 2020, “Overall quality of the transportation system” was “Overall ease of getting to the places you usually have to visit.” Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

The National Community Survey™ - Trends Over Time

Table 5: Community Design

Community Design Items Percent rating positively (e.g., excellent/good)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall design or layout of Scottsdale's residential and commercial areas	NA	NA	NA	NA	81%	81%	79%	85%	Similar	Higher
Overall appearance of Scottsdale	88%	90%	87%	94%	96%	93%	90%	88%	Similar	Higher
Your neighborhood as a place to live	87%	89%	90%	91%	93%	93%	95%	94%	Similar	Similar
Overall quality of new development in Scottsdale	NA	NA	NA	76%	78%	71%	71%	68%	Similar	Similar
Well-planned residential growth	NA	NA	NA	NA	NA	NA	NA	64%	NA	Higher
Well-planned commercial growth	NA	NA	NA	NA	NA	NA	NA	62%	NA	Higher
Well-designed neighborhoods	NA	NA	NA	NA	NA	NA	NA	78%	NA	Higher
Preservation of the historical or cultural character of the community	NA	NA	NA	NA	NA	NA	NA	74%	NA	Similar
Public places where people want to spend time	NA	NA	NA	NA	88%	88%	85%	83%	Similar	Higher
Variety of housing options	NA	NA	NA	70%	71%	72%	64%	64%	Similar	Higher
Availability of affordable quality housing	NA	NA	NA	NA	49%	45%	36%	32%	Similar	Similar
Land use, planning, and zoning	40%	52%	48%	60%	70%	61%	51%	60%	Higher	Similar
Code enforcement	57%	59%	59%	72%	74%	68%	61%	67%	Similar	Higher

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Table 6: Utilities

Utilities Items Percent rating positively (e.g., excellent/good)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of the utility infrastructure in Scottsdale	NA	NA	NA	NA	NA	NA	NA	84%	NA	Similar
Affordable high-speed internet access	NA	NA	NA	NA	NA	NA	NA	59%	NA	Similar
Power (electric and/or gas) utility	NA	NA	NA	NA	NA	NA	NA	78%	NA	Similar
Garbage collection	91%	89%	88%	92%	89%	95%	91%	91%	Similar	Similar
Drinking water	39%	39%	42%	52%	59%	56%	61%	69%	Higher	Similar
Sewer services	NA	NA	NA	83%	84%	83%	80%	88%	Higher	Similar
Storm water management	53%	51%	48%	70%	69%	69%	72%	84%	Higher	Higher
Utility billing	NA	NA	NA	NA	79%	70%	73%	73%	Similar	Similar

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Table 7: Safety

Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall feeling of safety in Scottsdale	NA	NA	NA	NA	94%	92%	95%	89%	Similar	Similar
Police services	83%	87%	82%	90%	90%	91%	90%	85%	Similar	Similar
Crime prevention	NA	NA	NA	84%	87%	85%	84%	81%	Similar	Similar
Animal control	70%	73%	73%	72%	79%	80%	75%	86%	Higher	Higher
Ambulance or emergency medical services	91%	93%	92%	95%	97%	98%	95%	96%	Similar	Similar
Fire services	91%	94%	96%	96%	97%	98%	95%	96%	Similar	Similar
Fire prevention and education	NA	NA	NA	88%	88%	87%	88%	89%	Similar	Similar
Emergency preparedness	NA	NA	NA	60%	71%	71%	61%	75%	Higher	Similar
In your neighborhood during the day	95%	95%	96%	98%	97%	97%	98%	99%	Similar	Similar
In Scottsdale's downtown/commercial area during the day	92%	93%	91%	91%	97%	94%	95%	93%	Similar	Similar
From property crime	57%	63%	58%	76%	NA	NA	NA	85%	NA	Similar
From violent crime	70%	78%	75%	88%	NA	NA	NA	91%	NA	Similar
From fire, flood, or other natural disaster	NA	NA	NA	NA	NA	NA	NA	91%	NA	Similar

The National Community Survey™ - Trends Over Time

Table 8: Natural Environment

Natural Environment Items Percent rating positively (e.g., excellent/good)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of natural environment in Scottsdale	NA	NA	NA	82%	89%	88%	91%	87%	Similar	Similar
Cleanliness of Scottsdale	NA	NA	NA	93%	91%	92%	88%	91%	Similar	Higher
Water resources	NA	NA	NA	NA	NA	NA	NA	65%	NA	Similar
Air quality	NA	NA	NA	60%	63%	69%	64%	63%	Similar	Similar
Preservation of natural areas	NA	NA	NA	78%	78%	77%	74%	79%	Similar	Higher
Scottsdale open space	NA	NA	NA	NA	95%	89%	88%	74%	Lower	Higher
Recycling	80%	82%	77%	87%	81%	87%	82%	80%	Similar	Similar
Yard waste pick-up	76%	78%	75%	86%	76%	76%	84%	86%	Similar	Higher

Table 9: Parks and Recreation

Parks and Recreation Items Percent rating positively (e.g., excellent/good)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of parks and recreation opportunities	NA	NA	NA	NA	NA	NA	NA	90%	NA	Similar
Availability of paths and walking trails	NA	NA	NA	82%	89%	84%	83%	86%	Similar	Higher
City parks	90%	89%	84%	93%	95%	90%	90%	92%	Similar	Similar
Recreational opportunities	81%	83%	85%	86%	89%	89%	84%	86%	Similar	Higher
Recreation programs or classes	88%	84%	80%	85%	91%	89%	86%	88%	Similar	Higher
Recreation centers or facilities	NA	NA	NA	86%	93%	87%	87%	89%	Similar	Higher
Fitness opportunities	NA	NA	NA	NA	89%	90%	86%	87%	Similar	Higher

Table 10: Health and Wellness

Health and Wellness Items Percent rating positively (e.g., excellent/good, excellent/very good)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall health and wellness opportunities in Scottsdale	NA	NA	NA	NA	92%	92%	90%	83%	Similar	Higher
Health services	NA	NA	NA	NA	NA	NA	NA	86%	NA	Higher
Availability of affordable quality health care	NA	NA	NA	NA	78%	80%	77%	78%	Similar	Higher
Availability of preventive health services	NA	NA	NA	NA	83%	85%	83%	85%	Similar	Higher
Availability of affordable quality mental health care	NA	NA	NA	NA	61%	68%	64%	65%	Similar	Higher
Availability of affordable quality food	NA	NA	NA	NA	81%	84%	78%	78%	Similar	Higher
In very good to excellent health	NA	NA	NA	NA	96%	95%	93%	94%	Similar	Similar

Table 11: Education, Arts, and Culture

Education, Arts, and Culture Items Percent rating positively (e.g., excellent/good)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall opportunities for education, culture, and the arts	NA	NA	NA	NA	82%	86%	83%	82%	Similar	Higher
Opportunities to attend cultural/arts/music activities	79%	77%	77%	80%	88%	85%	83%	82%	Similar	Higher
Opportunities to attend special events and festivals	NA	NA	NA	NA	81%	80%	82%	79%	Similar	Similar
Community support for the arts	NA	NA	NA	NA	NA	NA	NA	84%	NA	Much higher
Public library services	90%	91%	88%	93%	94%	95%	93%	95%	Similar	Similar
Availability of affordable quality child care/preschool	NA	NA	NA	NA	63%	65%	52%	59%	Similar	Similar
K-12 education	NA	NA	NA	78%	77%	81%	66%	69%	Similar	Similar
Adult educational opportunities	NA	NA	NA	NA	76%	77%	66%	73%	Similar	Higher

Table 12: Inclusivity and Engagement

Inclusivity and Engagement Items Percent rating positively (e.g., excellent/good)	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Residents' connection and engagement with their community	NA	NA	NA	NA	NA	NA	NA	63%	NA	Similar
Sense of community	53%	57%	54%	59%	54%	62%	53%	66%	Higher	Similar
Sense of civic/community pride	NA	NA	NA	NA	NA	NA	NA	75%	NA	Similar
Neighborliness of Scottsdale	NA	NA	NA	NA	58%	57%	57%	63%	Similar	Similar
Scottsdale as a place to raise children	80%	81%	78%	85%	92%	89%	86%	89%	Similar	Similar
Scottsdale as a place to retire	82%	86%	81%	91%	91%	92%	90%	93%	Similar	Much higher
Openness and acceptance of the community toward people of diverse backgrounds	NA	NA	NA	55%	58%	58%	56%	64%	Higher	Similar
Making all residents feel welcome	NA	NA	NA	NA	NA	NA	NA	80%	NA	Similar
Attracting people from diverse backgrounds	NA	NA	NA	NA	NA	NA	NA	61%	NA	Similar
Valuing/respecting residents from diverse backgrounds	NA	NA	NA	NA	NA	NA	NA	68%	NA	Similar
Taking care of vulnerable residents	NA	NA	NA	NA	NA	NA	NA	62%	NA	Similar
Opportunities to participate in social events and activities	NA	NA	NA	79%	81%	76%	81%	76%	Similar	Similar
Opportunities to volunteer	NA	NA	NA	77%	79%	77%	83%	80%	Similar	Similar
Opportunities to participate in community matters	NA	NA	NA	67%	66%	66%	68%	70%	Similar	Similar

Table 13: Participation

Participation Items Percent having done each in last 12 months, or having done each a few times a week or more	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Contacted Scottsdale for help or information	54%	53%	54%	50%	39%	54%	34%	50%	Higher	Similar
Contacted Scottsdale elected officials to express your opinion	NA	NA	NA	NA	11%	19%	17%	18%	Similar	Similar
Attended a local public meeting	22%	23%	25%	20%	15%	17%	18%	18%	Similar	Similar
Watched (online or on television) a local public meeting	48%	47%	54%	42%	20%	21%	22%	29%	Similar	Similar
Volunteered your time to some group/activity in Scottsdale	39%	40%	41%	47%	37%	36%	35%	29%	Similar	Similar
Campaigned or advocated for an issue, cause or candidate	NA	NA	NA	NA	21%	29%	34%	22%	Lower	Similar
Voted in your most recent local election	66%	79%	76%	76%	NA	NA	NA	86%	Higher	Similar
Access the internet from your home using a computer, laptop or tablet computer	NA	NA	NA	NA	NA	NA	NA	93%	NA	Similar
Access the internet from your cell phone	NA	NA	NA	NA	NA	NA	NA	92%	NA	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	NA	NA	NA	NA	NA	NA	NA	69%	NA	Lower
Use or check email	NA	NA	NA	NA	NA	NA	NA	97%	NA	Similar
Share your opinions online	NA	NA	NA	NA	NA	NA	NA	27%	NA	Similar
Shop online	NA	NA	NA	NA	NA	NA	NA	69%	NA	Higher

Table 14: Focus Areas

Focus Areas Percent rating each as "essential" or "very important"	2003	2004	2006	2010	2013	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall economic health of Scottsdale	NA	NA	NA	NA	NA	95%	92%	94%	Similar	Higher
Overall quality of the transportation system in Scottsdale	NA	NA	NA	NA	NA	85%	91%	74%	Lower	Similar
Overall design or layout of Scottsdale's residential and commercial areas	NA	NA	NA	NA	NA	87%	86%	79%	Similar	Similar
Overall quality of the utility infrastructure in Scottsdale	NA	NA	NA	NA	NA	NA	NA	91%	NA	Higher
Overall feeling of safety in Scottsdale	NA	NA	NA	NA	NA	94%	95%	93%	Similar	Similar
Overall quality of natural environment in Scottsdale	NA	NA	NA	NA	NA	90%	89%	89%	Similar	Higher
Overall quality of parks and recreation opportunities	NA	NA	NA	NA	NA	NA	NA	87%	NA	Similar
Overall health and wellness opportunities in Scottsdale	NA	NA	NA	NA	NA	81%	81%	83%	Similar	Higher
Overall opportunities for education, culture, and the arts	NA	NA	NA	NA	NA	77%	84%	75%	Lower	Similar
Residents' connection and engagement with their community	NA	NA	NA	NA	NA	79%	85%	69%	Lower	Lower

Prior to 2020, “Overall quality of the transportation system” was “Overall ease of getting to the places you usually have to visit.” Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

THE NCS™

The National Community Survey™

Scottsdale, AZ

Technical Appendices
2020



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Appendix A: Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” response option, two tables for that question are provided: the first that excludes the “don’t know” responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Scottsdale.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Scottsdale as a place to live	62%	N=204	34%	N=110	4%	N=13	0%	N=0	100%	N=327
Your neighborhood as a place to live	55%	N=177	40%	N=129	5%	N=18	0%	N=0	100%	N=323
Scottsdale as a place to raise children	49%	N=121	40%	N=98	8%	N=20	2%	N=6	100%	N=244
Scottsdale as a place to work	48%	N=123	45%	N=115	7%	N=19	0%	N=1	100%	N=258
Scottsdale as a place to visit	71%	N=222	23%	N=73	4%	N=12	1%	N=5	100%	N=312
Scottsdale as a place to retire	60%	N=174	33%	N=98	5%	N=16	2%	N=4	100%	N=293
The overall quality of life in Scottsdale	52%	N=169	45%	N=146	3%	N=10	0%	N=0	100%	N=325
Sense of community	22%	N=67	44%	N=136	26%	N=81	7%	N=23	100%	N=307

Table 2: Question 1 with "don't know" responses

Please rate each of the following aspects of quality of life in Scottsdale.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Scottsdale as a place to live	62%	N=204	34%	N=110	4%	N=13	0%	N=0	0%	N=0	100%	N=327
Your neighborhood as a place to live	54%	N=177	40%	N=129	5%	N=18	0%	N=0	1%	N=2	100%	N=326
Scottsdale as a place to raise children	37%	N=121	30%	N=98	6%	N=20	2%	N=6	24%	N=79	100%	N=323
Scottsdale as a place to work	38%	N=123	36%	N=115	6%	N=19	0%	N=1	20%	N=64	100%	N=322
Scottsdale as a place to visit	69%	N=222	23%	N=73	4%	N=12	1%	N=5	3%	N=9	100%	N=321
Scottsdale as a place to retire	54%	N=174	30%	N=98	5%	N=16	1%	N=4	9%	N=31	100%	N=324
The overall quality of life in Scottsdale	52%	N=169	45%	N=146	3%	N=10	0%	N=0	0%	N=0	100%	N=325

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Please rate each of the following aspects of quality of life in Scottsdale.	Excellent		Good		Fair		Poor		Don't know		Total	
	21%	N=67	42%	N=136	25%	N=81	7%	N=23	5%	N=16	100%	N=323
Sense of community												

Table 3: Question 2 without "don't know" responses

Please rate each of the following characteristics as they relate to Scottsdale as a whole.	Excellent		Good		Fair		Poor		Total	
Overall economic health of Scottsdale	23%	N=69	67%	N=201	9%	N=28	1%	N=3	100%	N=301
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	21%	N=63	51%	N=155	20%	N=61	8%	N=23	100%	N=301
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	29%	N=93	55%	N=175	14%	N=45	1%	N=3	100%	N=316
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	29%	N=94	55%	N=177	12%	N=39	4%	N=13	100%	N=322
Overall feeling of safety in Scottsdale	40%	N=130	49%	N=160	10%	N=32	1%	N=3	100%	N=325
Overall quality of natural environment in Scottsdale	45%	N=144	42%	N=133	10%	N=31	4%	N=12	100%	N=321
Overall quality of parks and recreation opportunities	53%	N=165	36%	N=113	7%	N=21	4%	N=11	100%	N=310
Overall health and wellness opportunities in Scottsdale	46%	N=140	38%	N=116	13%	N=41	3%	N=10	100%	N=307
Overall opportunities for education, culture, and the arts	38%	N=118	44%	N=135	16%	N=51	2%	N=5	100%	N=309
Residents' connection and engagement with their community	20%	N=58	42%	N=123	26%	N=76	11%	N=32	100%	N=291

Table 4: Question 2 with "don't know" responses

Please rate each of the following characteristics as they relate to Scottsdale as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall economic health of Scottsdale	22%	N=69	63%	N=201	9%	N=28	1%	N=3	6%	N=19	100%	N=321
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	20%	N=63	49%	N=155	19%	N=61	7%	N=23	6%	N=18	100%	N=319
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	29%	N=93	54%	N=175	14%	N=45	1%	N=3	2%	N=6	100%	N=322
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	29%	N=94	54%	N=177	12%	N=39	4%	N=13	1%	N=4	100%	N=325
Overall feeling of safety in Scottsdale	40%	N=130	49%	N=160	10%	N=32	1%	N=3	0%	N=0	100%	N=325
Overall quality of natural environment in Scottsdale	44%	N=144	41%	N=133	10%	N=31	4%	N=12	1%	N=4	100%	N=324

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Please rate each of the following characteristics as they relate to Scottsdale as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall quality of parks and recreation opportunities	51%	N=165	35%	N=113	6%	N=21	4%	N=11	4%	N=12	100%	N=321
Overall health and wellness opportunities in Scottsdale	44%	N=140	36%	N=116	13%	N=41	3%	N=10	4%	N=14	100%	N=321
Overall opportunities for education, culture, and the arts	37%	N=118	42%	N=135	16%	N=51	2%	N=5	4%	N=14	100%	N=323
Residents' connection and engagement with their community	18%	N=58	39%	N=123	24%	N=76	10%	N=32	9%	N=28	100%	N=319

Table 5: Question 3 without "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Scottsdale to someone who asks	70%	N=225	27%	N=87	1%	N=4	2%	N=7	100%	N=323
Remain in Scottsdale for the next five years	76%	N=239	20%	N=63	1%	N=4	2%	N=7	100%	N=313

Table 6: Question 3 with "don't know" responses

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Scottsdale to someone who asks	69%	N=225	27%	N=87	1%	N=4	2%	N=7	1%	N=2	100%	N=324
Remain in Scottsdale for the next five years	74%	N=239	19%	N=63	1%	N=4	2%	N=7	3%	N=9	100%	N=323

Table 7: Question 4 without "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	82%	N=265	16%	N=53	1%	N=3	0%	N=1	0%	N=0	100%	N=322
In Scottsdale's downtown/commercial area during the day	59%	N=178	33%	N=101	5%	N=14	3%	N=8	0%	N=0	100%	N=301
From property crime	40%	N=126	45%	N=143	7%	N=22	6%	N=19	2%	N=7	100%	N=317
From violent crime	57%	N=182	34%	N=108	5%	N=16	2%	N=6	2%	N=7	100%	N=320
From fire, flood, or other natural disaster	60%	N=193	31%	N=98	6%	N=18	2%	N=6	2%	N=5	100%	N=320

Table 8: Question 4 with "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	81%	N=265	16%	N=53	1%	N=3	0%	N=1	0%	N=0	2%	N=6	100%	N=328

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Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In Scottsdale's downtown/commercial area during the day	55%	N=178	31%	N=101	4%	N=14	3%	N=8	0%	N=0	8%	N=25	100%	N=326
From property crime	39%	N=126	44%	N=143	7%	N=22	6%	N=19	2%	N=7	2%	N=7	100%	N=324
From violent crime	56%	N=182	33%	N=108	5%	N=16	2%	N=6	2%	N=7	2%	N=7	100%	N=326
From fire, flood, or other natural disaster	59%	N=193	30%	N=98	5%	N=18	2%	N=6	2%	N=5	1%	N=5	100%	N=325

Table 9: Question 5 without "don't know" responses

Please rate the job you feel the Scottsdale community does at each of the following.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Making all residents feel welcome	33%	N=95	47%	N=134	16%	N=46	4%	N=11	100%	N=286
Attracting people from diverse backgrounds	27%	N=72	34%	N=89	25%	N=65	14%	N=38	100%	N=263
Valuing/respecting residents from diverse backgrounds	32%	N=82	35%	N=90	21%	N=54	11%	N=29	100%	N=254
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	27%	N=67	35%	N=87	28%	N=69	10%	N=25	100%	N=248

Table 10: Question 5 with "don't know" responses

Please rate the job you feel the Scottsdale community does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Making all residents feel welcome	29%	N=95	41%	N=134	14%	N=46	3%	N=11	12%	N=37	100%	N=324
Attracting people from diverse backgrounds	22%	N=72	28%	N=89	20%	N=65	12%	N=38	18%	N=58	100%	N=321
Valuing/respecting residents from diverse backgrounds	26%	N=82	28%	N=90	17%	N=54	9%	N=29	21%	N=66	100%	N=320
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	21%	N=67	27%	N=87	21%	N=69	8%	N=25	23%	N=76	100%	N=324

Table 11: Question 6 without "don't know" responses

Please rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall quality of business and service establishments in Scottsdale	48%	N=155	46%	N=148	4%	N=12	2%	N=5	100%	N=319
Variety of business and service establishments in Scottsdale	48%	N=155	41%	N=132	9%	N=28	2%	N=5	100%	N=320
Vibrancy of downtown/commercial area	39%	N=117	51%	N=152	7%	N=21	3%	N=8	100%	N=299
Employment opportunities	22%	N=52	53%	N=128	18%	N=44	7%	N=18	100%	N=242
Shopping opportunities	60%	N=192	35%	N=112	3%	N=11	2%	N=6	100%	N=321

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Please rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Cost of living in Scottsdale	7%	N=23	40%	N=130	36%	N=119	17%	N=54	100%	N=325
Overall image or reputation of Scottsdale	57%	N=185	37%	N=121	6%	N=19	0%	N=0	100%	N=326

Table 12: Question 6 with "don't know" responses

Please rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall quality of business and service establishments in Scottsdale	48%	N=155	46%	N=148	4%	N=12	2%	N=5	1%	N=4	100%	N=323
Variety of business and service establishments in Scottsdale	48%	N=155	41%	N=132	9%	N=28	2%	N=5	1%	N=4	100%	N=323
Vibrancy of downtown/commercial area	36%	N=117	47%	N=152	7%	N=21	3%	N=8	8%	N=25	100%	N=324
Employment opportunities	16%	N=52	39%	N=128	13%	N=44	6%	N=18	25%	N=83	100%	N=325
Shopping opportunities	59%	N=192	35%	N=112	3%	N=11	2%	N=6	1%	N=3	100%	N=323
Cost of living in Scottsdale	7%	N=23	40%	N=130	36%	N=119	17%	N=54	0%	N=0	100%	N=326
Overall image or reputation of Scottsdale	57%	N=185	37%	N=121	6%	N=19	0%	N=0	0%	N=1	100%	N=327

Table 13: Question 7 without "don't know" responses

Please also rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	12%	N=39	54%	N=173	25%	N=81	8%	N=26	100%	N=319
Ease of public parking	15%	N=47	53%	N=169	27%	N=85	5%	N=16	100%	N=316
Ease of travel by car in Scottsdale	31%	N=99	53%	N=169	12%	N=40	4%	N=12	100%	N=320
Ease of travel by public transportation in Scottsdale	12%	N=21	25%	N=42	35%	N=61	28%	N=48	100%	N=173
Ease of travel by bicycle in Scottsdale	23%	N=49	46%	N=100	26%	N=57	5%	N=11	100%	N=216
Ease of walking in Scottsdale	34%	N=105	42%	N=127	20%	N=60	4%	N=13	100%	N=305
Well-planned residential growth	28%	N=75	37%	N=100	21%	N=59	14%	N=39	100%	N=274
Well-planned commercial growth	22%	N=58	40%	N=103	25%	N=65	13%	N=34	100%	N=261
Well-designed neighborhoods	34%	N=101	43%	N=127	18%	N=52	5%	N=13	100%	N=294
Preservation of the historical or cultural character of the community	28%	N=80	45%	N=129	16%	N=45	10%	N=29	100%	N=283
Public places where people want to spend time	38%	N=116	45%	N=138	16%	N=47	1%	N=4	100%	N=305
Variety of housing options	28%	N=81	36%	N=105	28%	N=79	8%	N=23	100%	N=289

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Please also rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality housing	12%	N=32	20%	N=54	43%	N=117	26%	N=70	100%	N=273
Overall quality of new development in Scottsdale	26%	N=77	42%	N=123	22%	N=64	10%	N=31	100%	N=295
Overall appearance of Scottsdale	50%	N=162	38%	N=123	10%	N=32	2%	N=7	100%	N=324
Cleanliness of Scottsdale	51%	N=164	40%	N=129	8%	N=27	1%	N=3	100%	N=323
Water resources (beaches, lakes, ponds, riverways, etc.)	26%	N=73	39%	N=111	26%	N=74	9%	N=25	100%	N=283
Air quality	20%	N=65	42%	N=135	28%	N=90	9%	N=30	100%	N=319
Availability of paths and walking trails	52%	N=159	33%	N=101	12%	N=37	2%	N=7	100%	N=303
Fitness opportunities (including exercise classes and paths or trails, etc.)	52%	N=157	35%	N=108	10%	N=30	3%	N=9	100%	N=304
Recreational opportunities	47%	N=140	39%	N=117	12%	N=35	2%	N=5	100%	N=297
Availability of affordable quality food	39%	N=124	40%	N=127	17%	N=54	5%	N=15	100%	N=320
Availability of affordable quality health care	37%	N=108	41%	N=122	13%	N=38	9%	N=26	100%	N=295
Availability of preventive health services	42%	N=117	43%	N=119	11%	N=30	5%	N=13	100%	N=278
Availability of affordable quality mental health care	28%	N=50	38%	N=69	22%	N=40	13%	N=23	100%	N=181
Opportunities to attend cultural/arts/music activities	42%	N=128	41%	N=125	15%	N=47	3%	N=8	100%	N=308
Community support for the arts	42%	N=114	42%	N=116	13%	N=36	3%	N=8	100%	N=274
Availability of affordable quality childcare/preschool	29%	N=33	30%	N=34	28%	N=31	13%	N=15	100%	N=113
K-12 education	30%	N=56	40%	N=75	25%	N=47	6%	N=12	100%	N=189
Adult educational opportunities	30%	N=59	43%	N=85	23%	N=46	4%	N=7	100%	N=198
Sense of civic/community pride	28%	N=82	47%	N=138	20%	N=58	5%	N=16	100%	N=294
Neighborliness of residents in Scottsdale	20%	N=61	43%	N=132	30%	N=92	7%	N=22	100%	N=307
Opportunities to participate in social events and activities	29%	N=86	47%	N=136	18%	N=52	6%	N=18	100%	N=290
Opportunities to attend special events and festivals	34%	N=100	45%	N=133	16%	N=48	5%	N=14	100%	N=295
Opportunities to volunteer	31%	N=82	49%	N=128	14%	N=36	6%	N=15	100%	N=261
Opportunities to participate in community matters	25%	N=60	45%	N=109	22%	N=53	8%	N=20	100%	N=243
Openness and acceptance of the community toward people of diverse backgrounds	27%	N=68	38%	N=96	21%	N=53	15%	N=37	100%	N=254

Table 14: Question 7 with "don't know" responses

Please also rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	12%	N=39	54%	N=173	25%	N=81	8%	N=26	0%	N=2	100%	N=321
Ease of public parking	14%	N=47	52%	N=169	26%	N=85	5%	N=16	2%	N=7	100%	N=323
Ease of travel by car in Scottsdale	31%	N=99	52%	N=169	12%	N=40	4%	N=12	1%	N=2	100%	N=322
Ease of travel by public transportation in Scottsdale	7%	N=21	13%	N=42	19%	N=61	15%	N=48	46%	N=144	100%	N=317
Ease of travel by bicycle in Scottsdale	16%	N=49	31%	N=100	18%	N=57	3%	N=11	32%	N=101	100%	N=317
Ease of walking in Scottsdale	33%	N=105	40%	N=127	19%	N=60	4%	N=13	5%	N=15	100%	N=320
Well-planned residential growth	24%	N=75	32%	N=100	19%	N=59	12%	N=39	13%	N=43	100%	N=316
Well-planned commercial growth	18%	N=58	32%	N=103	20%	N=65	11%	N=34	19%	N=59	100%	N=320
Well-designed neighborhoods	32%	N=101	40%	N=127	17%	N=52	4%	N=13	7%	N=22	100%	N=315
Preservation of the historical or cultural character of the community	25%	N=80	40%	N=129	14%	N=45	9%	N=29	11%	N=35	100%	N=318
Public places where people want to spend time	36%	N=116	43%	N=138	15%	N=47	1%	N=4	4%	N=13	100%	N=318
Variety of housing options	26%	N=81	33%	N=105	25%	N=79	7%	N=23	9%	N=30	100%	N=318
Availability of affordable quality housing	10%	N=32	17%	N=54	37%	N=117	22%	N=70	14%	N=46	100%	N=319
Overall quality of new development in Scottsdale	24%	N=77	39%	N=123	20%	N=64	10%	N=31	8%	N=24	100%	N=320
Overall appearance of Scottsdale	50%	N=162	38%	N=123	10%	N=32	2%	N=7	0%	N=0	100%	N=324
Cleanliness of Scottsdale	51%	N=164	40%	N=129	8%	N=27	1%	N=3	0%	N=0	100%	N=323
Water resources (beaches, lakes, ponds, riverways, etc.)	23%	N=73	35%	N=111	23%	N=74	8%	N=25	12%	N=38	100%	N=321
Air quality	20%	N=65	42%	N=135	28%	N=90	9%	N=30	1%	N=2	100%	N=322
Availability of paths and walking trails	50%	N=159	32%	N=101	12%	N=37	2%	N=7	4%	N=13	100%	N=316
Fitness opportunities (including exercise classes and paths or trails, etc.)	49%	N=157	34%	N=108	9%	N=30	3%	N=9	5%	N=16	100%	N=320
Recreational opportunities	44%	N=140	36%	N=117	11%	N=35	2%	N=5	7%	N=23	100%	N=321
Availability of affordable quality food	39%	N=124	40%	N=127	17%	N=54	5%	N=15	0%	N=0	100%	N=321
Availability of affordable quality health care	33%	N=108	38%	N=122	12%	N=38	8%	N=26	9%	N=28	100%	N=323
Availability of preventive health services	36%	N=117	37%	N=119	9%	N=30	4%	N=13	14%	N=45	100%	N=324
Availability of affordable quality mental health care	16%	N=50	22%	N=69	12%	N=40	7%	N=23	43%	N=137	100%	N=318

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Please also rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to attend cultural/arts/music activities	41%	N=128	40%	N=125	15%	N=47	3%	N=8	2%	N=8	100%	N=316
Community support for the arts	36%	N=114	37%	N=116	11%	N=36	2%	N=8	14%	N=44	100%	N=318
Availability of affordable quality childcare/preschool	10%	N=33	11%	N=34	10%	N=31	5%	N=15	64%	N=202	100%	N=316
K-12 education	18%	N=56	24%	N=75	15%	N=47	4%	N=12	40%	N=127	100%	N=316
Adult educational opportunities	19%	N=59	27%	N=85	14%	N=46	2%	N=7	38%	N=119	100%	N=317
Sense of civic/community pride	26%	N=82	43%	N=138	18%	N=58	5%	N=16	8%	N=25	100%	N=319
Neighborliness of residents in Scottsdale	19%	N=61	42%	N=132	29%	N=92	7%	N=22	3%	N=10	100%	N=317
Opportunities to participate in social events and activities	27%	N=86	43%	N=136	16%	N=52	5%	N=18	9%	N=29	100%	N=319
Opportunities to attend special events and festivals	31%	N=100	42%	N=133	15%	N=48	4%	N=14	8%	N=24	100%	N=319
Opportunities to volunteer	26%	N=82	40%	N=128	11%	N=36	5%	N=15	18%	N=58	100%	N=319
Opportunities to participate in community matters	19%	N=60	35%	N=109	17%	N=53	6%	N=20	23%	N=74	100%	N=316
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=68	30%	N=96	17%	N=53	12%	N=37	19%	N=61	100%	N=315

Table 15: Question 8

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Contacted the City of Scottsdale (in-person, phone, email, or web) for help or information	50%	N=163	50%	N=160	100%	N=323
Contacted Scottsdale elected officials (in-person, phone, email, or web) to express your opinion	82%	N=264	18%	N=59	100%	N=323
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	82%	N=264	18%	N=57	100%	N=321
Watched (online or on television) a local public meeting	71%	N=229	29%	N=92	100%	N=321
Volunteered your time to some group/activity in Scottsdale	72%	N=231	28%	N=91	100%	N=323
Campaigned or advocated for a local issue, cause, or candidate	78%	N=254	22%	N=70	100%	N=323
Voted in your most recent local election	14%	N=46	86%	N=278	100%	N=324
Used bus, rail, subway, or other public transportation instead of driving	87%	N=283	13%	N=42	100%	N=324
Carpooled with other adults or children instead of driving alone	69%	N=222	31%	N=101	100%	N=324
Walked or biked instead of driving	41%	N=132	59%	N=192	100%	N=323

Table 16: Question 9 without "don't know" responses

Please rate the quality of each of the following services in Scottsdale.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Public information services	24%	N=60	59%	N=151	16%	N=42	1%	N=3	100%	N=255
Economic development	25%	N=60	56%	N=134	17%	N=42	2%	N=6	100%	N=242
Traffic enforcement	22%	N=62	52%	N=146	17%	N=47	10%	N=28	100%	N=283
Traffic signal timing	14%	N=45	46%	N=146	29%	N=93	11%	N=34	100%	N=318
Street repair	16%	N=53	53%	N=172	24%	N=77	7%	N=21	100%	N=323
Street cleaning	33%	N=104	48%	N=151	15%	N=48	4%	N=11	100%	N=314
Street lighting	28%	N=90	54%	N=172	13%	N=41	5%	N=15	100%	N=317
Sidewalk maintenance	27%	N=82	52%	N=158	17%	N=50	5%	N=14	100%	N=304
Bus or transit services	20%	N=32	42%	N=68	21%	N=34	16%	N=26	100%	N=159
Land use, planning and zoning	18%	N=43	42%	N=101	26%	N=61	14%	N=34	100%	N=239
Code enforcement (weeds, abandoned buildings, etc.)	26%	N=62	41%	N=98	20%	N=48	13%	N=32	100%	N=240
Affordable high-speed internet access	22%	N=65	37%	N=108	26%	N=75	16%	N=47	100%	N=295
Garbage collection	51%	N=160	41%	N=129	7%	N=22	2%	N=6	100%	N=316
Drinking water	32%	N=99	38%	N=118	20%	N=63	11%	N=34	100%	N=313
Sewer services	40%	N=119	47%	N=140	11%	N=33	1%	N=3	100%	N=295
Storm water management (storm drainage, dams, levees, etc.)	37%	N=102	47%	N=131	14%	N=38	2%	N=7	100%	N=278
Power (electric and/or gas) utility	35%	N=112	43%	N=135	20%	N=65	2%	N=6	100%	N=318
Utility billing	31%	N=96	41%	N=127	22%	N=68	5%	N=15	100%	N=307
Police services	41%	N=118	44%	N=128	12%	N=35	2%	N=7	100%	N=289
Crime prevention	35%	N=97	47%	N=131	16%	N=45	3%	N=8	100%	N=281
Animal control	36%	N=84	50%	N=116	11%	N=25	3%	N=7	100%	N=233
Ambulance or emergency medical services	51%	N=121	44%	N=105	4%	N=10	0%	N=0	100%	N=236
Fire services	56%	N=145	40%	N=103	4%	N=9	0%	N=0	100%	N=258
Fire prevention and education	43%	N=85	46%	N=91	8%	N=15	3%	N=6	100%	N=196

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Please rate the quality of each of the following services in Scottsdale.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	30%	N=55	46%	N=84	13%	N=24	12%	N=22	100%	N=185
Preservation of natural areas (open space, farmlands, and greenbelts)	42%	N=123	36%	N=104	11%	N=33	10%	N=29	100%	N=288
Scottsdale open space	42%	N=122	33%	N=96	17%	N=49	9%	N=26	100%	N=293
Recycling	34%	N=103	46%	N=138	11%	N=33	9%	N=29	100%	N=302
Yard waste pick-up	45%	N=108	41%	N=98	10%	N=24	3%	N=8	100%	N=238
City parks	41%	N=120	52%	N=152	7%	N=22	0%	N=1	100%	N=294
Recreation programs or classes	33%	N=67	55%	N=112	11%	N=22	1%	N=1	100%	N=202
Recreation centers or facilities	37%	N=75	52%	N=107	11%	N=23	0%	N=0	100%	N=205
Health services	36%	N=87	50%	N=122	7%	N=16	7%	N=18	100%	N=243
Public library services	53%	N=132	41%	N=102	5%	N=12	0%	N=1	100%	N=247
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	39%	N=98	45%	N=115	14%	N=35	2%	N=6	100%	N=253
Water services provided by the Scottsdale Water Department	39%	N=108	46%	N=128	14%	N=38	2%	N=5	100%	N=280

Table 17: Question 9 with "don't know" responses

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
Public information services	19%	N=60	47%	N=151	13%	N=42	1%	N=3	20%	N=62	100%	N=318
Economic development	19%	N=60	43%	N=134	13%	N=42	2%	N=6	23%	N=72	100%	N=314
Traffic enforcement	20%	N=62	47%	N=146	15%	N=47	9%	N=28	9%	N=28	100%	N=312
Traffic signal timing	14%	N=45	45%	N=146	29%	N=93	11%	N=34	1%	N=5	100%	N=323
Street repair	16%	N=53	53%	N=172	24%	N=77	7%	N=21	0%	N=0	100%	N=323
Street cleaning	32%	N=104	47%	N=151	15%	N=48	4%	N=11	2%	N=7	100%	N=321
Street lighting	28%	N=90	54%	N=172	13%	N=41	5%	N=15	1%	N=3	100%	N=321
Sidewalk maintenance	25%	N=82	49%	N=158	16%	N=50	4%	N=14	5%	N=17	100%	N=321
Bus or transit services	10%	N=32	21%	N=68	11%	N=34	8%	N=26	50%	N=162	100%	N=322
Land use, planning and zoning	13%	N=43	31%	N=101	19%	N=61	11%	N=34	25%	N=82	100%	N=321
Code enforcement (weeds, abandoned buildings, etc.)	20%	N=62	31%	N=98	15%	N=48	10%	N=32	24%	N=78	100%	N=318

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Please rate the quality of each of the following services in Scottsdale.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Affordable high-speed internet access	20%	N=65	34%	N=108	24%	N=75	15%	N=47	8%	N=26	100%	N=321
Garbage collection	49%	N=160	40%	N=129	7%	N=22	2%	N=6	3%	N=9	100%	N=325
Drinking water	31%	N=99	37%	N=118	20%	N=63	11%	N=34	2%	N=5	100%	N=318
Sewer services	37%	N=119	44%	N=140	10%	N=33	1%	N=3	7%	N=23	100%	N=318
Storm water management (storm drainage, dams, levees, etc.)	32%	N=102	41%	N=131	12%	N=38	2%	N=7	14%	N=44	100%	N=322
Power (electric and/or gas) utility	35%	N=112	42%	N=135	20%	N=65	2%	N=6	1%	N=4	100%	N=322
Utility billing	30%	N=96	39%	N=127	21%	N=68	5%	N=15	5%	N=16	100%	N=323
Police services	37%	N=118	40%	N=128	11%	N=35	2%	N=7	10%	N=33	100%	N=321
Crime prevention	30%	N=97	41%	N=131	14%	N=45	2%	N=8	13%	N=41	100%	N=321
Animal control	26%	N=84	36%	N=116	8%	N=25	2%	N=7	28%	N=90	100%	N=323
Ambulance or emergency medical services	38%	N=121	33%	N=105	3%	N=10	0%	N=0	27%	N=85	100%	N=321
Fire services	45%	N=145	32%	N=103	3%	N=9	0%	N=0	20%	N=63	100%	N=321
Fire prevention and education	26%	N=85	28%	N=91	5%	N=15	2%	N=6	39%	N=124	100%	N=321
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=55	26%	N=84	8%	N=24	7%	N=22	42%	N=134	100%	N=319
Preservation of natural areas (open space, farmlands, and greenbelts)	39%	N=123	33%	N=104	10%	N=33	9%	N=29	9%	N=29	100%	N=318
Scottsdale open space	38%	N=122	30%	N=96	16%	N=49	8%	N=26	8%	N=25	100%	N=319
Recycling	32%	N=103	43%	N=138	10%	N=33	9%	N=29	5%	N=17	100%	N=319
Yard waste pick-up	33%	N=108	31%	N=98	8%	N=24	3%	N=8	26%	N=83	100%	N=322
City parks	37%	N=120	47%	N=152	7%	N=22	0%	N=1	8%	N=25	100%	N=320
Recreation programs or classes	21%	N=67	35%	N=112	7%	N=22	0%	N=1	37%	N=117	100%	N=319
Recreation centers or facilities	24%	N=75	34%	N=107	7%	N=23	0%	N=0	34%	N=108	100%	N=313
Health services	27%	N=87	38%	N=122	5%	N=16	6%	N=18	24%	N=76	100%	N=319
Public library services	42%	N=132	32%	N=102	4%	N=12	0%	N=1	22%	N=69	100%	N=316
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	31%	N=98	36%	N=115	11%	N=35	2%	N=6	20%	N=64	100%	N=318
Water services provided by the Scottsdale Water Department	34%	N=108	41%	N=128	12%	N=38	2%	N=5	11%	N=36	100%	N=315

Table 18: Question 10 without "don't know" responses

Please rate the following categories of Scottsdale government performance.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Scottsdale	21%	N=61	51%	N=146	23%	N=67	4%	N=11	100%	N=286
The overall direction that Scottsdale is taking	17%	N=50	48%	N=140	27%	N=78	8%	N=22	100%	N=290
The job Scottsdale government does at welcoming resident involvement	15%	N=32	47%	N=101	24%	N=52	14%	N=29	100%	N=214
Overall confidence in Scottsdale government	16%	N=45	45%	N=129	30%	N=86	9%	N=27	100%	N=286
Generally acting in the best interest of the community	18%	N=49	47%	N=131	22%	N=61	13%	N=35	100%	N=276
Being honest	18%	N=44	41%	N=101	23%	N=58	18%	N=46	100%	N=249
Being open and transparent to the public	14%	N=35	40%	N=101	21%	N=52	25%	N=64	100%	N=253
Informing residents about issues facing the community	18%	N=52	35%	N=99	25%	N=71	21%	N=59	100%	N=280
Treating all residents fairly	22%	N=50	41%	N=94	18%	N=40	19%	N=42	100%	N=227
Treating residents with respect	26%	N=64	47%	N=114	18%	N=44	9%	N=23	100%	N=244
Law enforcement treating all residents fairly	30%	N=72	46%	N=108	10%	N=23	15%	N=35	100%	N=237

Table 19: Question 10 with "don't know" responses

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	19%	N=61	45%	N=146	21%	N=67	4%	N=11	11%	N=36	100%	N=322
The overall direction that Scottsdale is taking	16%	N=50	44%	N=140	24%	N=78	7%	N=22	9%	N=30	100%	N=320
The job Scottsdale government does at welcoming resident involvement	10%	N=32	31%	N=101	16%	N=52	9%	N=29	33%	N=106	100%	N=320
Overall confidence in Scottsdale government	14%	N=45	40%	N=129	27%	N=86	8%	N=27	11%	N=35	100%	N=321
Generally acting in the best interest of the community	15%	N=49	41%	N=131	19%	N=61	11%	N=35	13%	N=43	100%	N=319
Being honest	14%	N=44	32%	N=101	18%	N=58	14%	N=46	22%	N=69	100%	N=318
Being open and transparent to the public	11%	N=35	32%	N=101	16%	N=52	20%	N=64	21%	N=67	100%	N=320
Informing residents about issues facing the community	16%	N=52	31%	N=99	22%	N=71	19%	N=59	12%	N=38	100%	N=319
Treating all residents fairly	16%	N=50	29%	N=94	13%	N=40	13%	N=42	29%	N=94	100%	N=320
Treating residents with respect	20%	N=64	36%	N=114	14%	N=44	7%	N=23	22%	N=70	100%	N=315
Law enforcement treating all residents fairly	22%	N=72	34%	N=108	7%	N=23	11%	N=35	26%	N=83	100%	N=320

Table 20: Question 11 without "don't know" responses

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	31%	N=94	48%	N=147	19%	N=58	2%	N=6	100%	N=305
The Federal Government	4%	N=11	41%	N=119	36%	N=104	18%	N=52	100%	N=287

Table 21: Question 11 with "don't know" responses

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	29%	N=94	45%	N=147	18%	N=58	2%	N=6	6%	N=19	100%	N=324
The Federal Government	4%	N=11	37%	N=119	32%	N=104	16%	N=52	11%	N=36	100%	N=323

Table 22: Question 12

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 economic health of Scottsdale	59%	N=186	35%	N=109	6%	N=20	0%	N=0	100%	N=314
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	29%	N=94	45%	N=144	22%	N=70	4%	N=12	100%	N=319
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	41%	N=130	38%	N=123	21%	N=68	0%	N=0	100%	N=321
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	62%	N=195	29%	N=93	7%	N=23	2%	N=5	100%	N=317
Overall feeling of safety in Scottsdale	66%	N=210	27%	N=86	6%	N=18	2%	N=5	100%	N=319
Overall quality of natural environment in Scottsdale	48%	N=152	41%	N=131	9%	N=30	2%	N=6	100%	N=319
Overall quality of parks and recreation opportunities	31%	N=98	56%	N=180	11%	N=34	2%	N=7	100%	N=319
Overall health and wellness opportunities in Scottsdale	43%	N=139	40%	N=127	14%	N=44	3%	N=10	100%	N=320
Overall opportunities for education, culture, and the arts	35%	N=112	40%	N=127	22%	N=70	3%	N=10	100%	N=320
Residents' connection and engagement with their community	22%	N=71	47%	N=150	25%	N=80	6%	N=18	100%	N=319

Table 23: Question 13 without "don't know" responses

We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY.	Major problem		Moderate problem		Minor problem		Not a problem		Total	
	%	N	%	N	%	N	%	N	%	N
Loss of employment income	13%	N=42	11%	N=34	13%	N=41	64%	N=204	100%	N=321
Trouble paying for food or housing	8%	N=25	9%	N=28	7%	N=22	77%	N=247	100%	N=322
Feeling alone/isolated, not being able to socialize with people	16%	N=52	24%	N=77	29%	N=92	31%	N=99	100%	N=320
Not knowing when pandemic will end/not feeling in control	23%	N=75	29%	N=92	26%	N=83	22%	N=71	100%	N=322
Lack of technology to perform online work	5%	N=14	8%	N=25	8%	N=24	79%	N=246	100%	N=310
Lack of technology to perform online schooling	7%	N=17	7%	N=18	7%	N=17	79%	N=196	100%	N=247
Helping my children with online schooling	12%	N=24	4%	N=8	9%	N=17	74%	N=144	100%	N=194
Lack of child care/supervision	8%	N=16	11%	N=21	6%	N=12	75%	N=146	100%	N=194

Table 24: Question 13 with "don't know" responses

We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY.	Major problem		Moderate problem		Minor problem		Not a problem		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Loss of employment income	13%	N=42	11%	N=34	13%	N=41	63%	N=204	0%	N=1	100%	N=322
Trouble paying for food or housing	8%	N=25	9%	N=28	7%	N=22	77%	N=247	0%	N=1	100%	N=322
Feeling alone/isolated, not being able to socialize with people	16%	N=52	24%	N=77	29%	N=92	31%	N=99	0%	N=1	100%	N=321
Not knowing when pandemic will end/not feeling in control	23%	N=75	29%	N=92	26%	N=83	22%	N=71	0%	N=1	100%	N=323
Lack of technology to perform online work	4%	N=14	8%	N=25	8%	N=24	77%	N=246	3%	N=10	100%	N=320
Lack of technology to perform online schooling	5%	N=17	6%	N=18	5%	N=17	61%	N=196	22%	N=71	100%	N=319
Helping my children with online schooling	8%	N=24	3%	N=8	5%	N=17	45%	N=144	39%	N=126	100%	N=320
Lack of child care/supervision	5%	N=16	6%	N=21	4%	N=12	46%	N=146	39%	N=124	100%	N=318

Table 25: Question 14

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 a source		Total	
	%	N	%	N	%	N	%	N
Scottsdale Update utility bill newsletter	16%	N=53	37%	N=119	47%	N=153	100%	N=324

The National Community Survey™ - Technical Appendices

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 a source		Total	
	%	N	%	N	%	N	%	N
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	14%	N=44	39%	N=125	48%	N=154	100%	N=323
City website (ScottsdaleAZ.gov)	36%	N=116	37%	N=120	27%	N=85	100%	N=321
Scottsdale Update weekly email newsletter (or other City email newsletters)	14%	N=44	28%	N=89	58%	N=181	100%	N=314
City Cable Channel 11 or Scottsdale Video Network	5%	N=17	20%	N=65	74%	N=235	100%	N=317
Local newspapers, television or radio news	43%	N=139	33%	N=106	24%	N=78	100%	N=323
Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	23%	N=73	40%	N=128	37%	N=120	100%	N=321
Word of mouth	22%	N=70	54%	N=173	25%	N=79	100%	N=322

Table 26: Question 15 without "don't know" responses

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	
	%	N	%	N	%	N	%	N	%	N	%	N
The City should do more to promote water conservation	33%	N=101	31%	N=96	28%	N=85	5%	N=16	3%	N=8	100%	N=305
My household could do more to conserve water	14%	N=44	35%	N=110	23%	N=72	16%	N=49	12%	N=39	100%	N=314
My neighbors could do more to conserve water	19%	N=44	36%	N=84	32%	N=75	9%	N=22	5%	N=12	100%	N=237

Table 27: Question 15 with "don't know" responses

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	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
The City should do more to promote water conservation	32%	N=101	30%	N=96	27%	N=85	5%	N=16	2%	N=8	5%	N=15	100%	N=320
My household could do more to conserve water	14%	N=44	34%	N=110	23%	N=72	15%	N=49	12%	N=39	2%	N=7	100%	N=320
My neighbors could do more to conserve water	14%	N=44	27%	N=84	24%	N=75	7%	N=22	4%	N=12	25%	N=78	100%	N=315

Table 28: Question D1 without "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Access the internet from your home using a computer, laptop, or tablet computer	88%	N=284	5%	N=16	4%	N=14	0%	N=1	3%	N=9	100%	N=324
Access the internet from your cell phone	82%	N=264	5%	N=17	5%	N=15	1%	N=3	7%	N=24	100%	N=322
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	47%	N=152	10%	N=34	10%	N=32	3%	N=10	29%	N=94	100%	N=323
Use or check email	79%	N=254	14%	N=46	4%	N=12	1%	N=4	2%	N=7	100%	N=323
Share your opinions online	11%	N=34	3%	N=8	12%	N=38	14%	N=44	61%	N=191	100%	N=316
Shop online	16%	N=50	14%	N=44	39%	N=125	21%	N=68	11%	N=34	100%	N=320

Table 29: Question D1 with "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Access the internet from your home using a computer, laptop, or tablet computer	87%	N=284	5%	N=16	4%	N=14	0%	N=1	3%	N=9	0%	N=0	100%	N=325
Access the internet from your cell phone	82%	N=264	5%	N=17	5%	N=15	1%	N=3	7%	N=24	0%	N=1	100%	N=324
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	47%	N=152	10%	N=34	10%	N=32	3%	N=10	29%	N=94	0%	N=1	100%	N=324
Use or check email	78%	N=254	14%	N=46	4%	N=12	1%	N=4	2%	N=7	0%	N=0	100%	N=324
Share your opinions online	11%	N=34	3%	N=8	12%	N=38	14%	N=44	59%	N=191	2%	N=7	100%	N=322
Shop online	16%	N=50	14%	N=44	39%	N=125	21%	N=68	10%	N=34	0%	N=1	100%	N=321

Table 30: Question D2

Please rate your overall health.	Percent	Number
Excellent	39%	N=125
Very good	39%	N=124
Good	16%	N=52
Fair	4%	N=13
Poor	2%	N=7
Total	100%	N=321

Table 31: 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	4%	N=14
Somewhat positive	21%	N=70
Neutral	46%	N=152
Somewhat negative	23%	N=75
Very negative	5%	N=17
Total	100%	N=327

Table 32: Question D4

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	15%	N=49
2 to 5 years	20%	N=67
6 to 10 years	16%	N=52
11 to 20 years	16%	N=51
More than 20 years	33%	N=109
Total	100%	N=328

Table 33: Question D5

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	60%	N=198
Building with two or more homes (duplex, townhome, apartment or condominium)	37%	N=122
Mobile home	0%	N=0
Other	2%	N=7
Total	100%	N=327

Table 34: Question D6

Do you rent or own your home?	Percent	Number
Rent	32%	N=106
Own	68%	N=221
Total	100%	N=327

Table 35: Question D7

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 \$500 per month	4%	N=12
\$500 to \$999 per month	11%	N=35
\$1,000 to \$1,499 per month	18%	N=56
\$1,500 to \$1,999 per month	24%	N=75
\$2,000 to \$2,499 per month	19%	N=60
\$2,500 to \$2,999 per month	7%	N=22
\$3,000 to \$3,499 per month	3%	N=11
\$3,500 or more per month	14%	N=44
Total	100%	N=314

Table 36: Question D8

Do any children 17 or under live in your household?	Percent	Number
No	79%	N=255
Yes	21%	N=66
Total	100%	N=321

Table 37: Question D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	58%	N=188
Yes	42%	N=135
Total	100%	N=322

Table 38: Question D10

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	10%	N=31
\$25,000 to \$49,999	13%	N=38
\$50,000 to \$74,999	13%	N=40
\$75,000 to \$99,999	11%	N=32
\$100,000 to \$149,999	21%	N=63
\$150,000 or more	33%	N=100
Total	100%	N=305

Table 39: Question D11

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=299
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=25
Total	100%	N=323

Table 40: Question D12

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	3%	N=9
Asian, Asian Indian, or Pacific Islander	4%	N=12
Black or African American	0%	N=0
White	94%	N=303
Other	3%	N=8

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

Table 41: Question D13

In which category is your age?	Percent	Number
18 to 24 years	5%	N=15
25 to 34 years	11%	N=35
35 to 44 years	7%	N=21
45 to 54 years	28%	N=92
55 to 64 years	16%	N=51
65 to 74 years	13%	N=44
75 years or older	20%	N=65
Total	100%	N=323

Table 42: Question D14

What is your gender?	Percent	Number
Female	57%	N=186
Male	43%	N=142
Identify in another way	0%	N=0
Total	100%	N=328

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community 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,” 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. Being rated as “higher” or “lower” than the benchmark means that Scottsdale’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Scottsdale’s average rating was more than 20 points different when compared to the benchmark.

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 43: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Scottsdale	94%	11	336	Much higher
The overall quality of life in Scottsdale	97%	18	396	Higher
Scottsdale as a place to live	96%	30	359	Higher
Recommend living in Scottsdale to someone who asks	97%	12	285	Higher
Remain in Scottsdale for the next five years	96%	2	278	Higher

Table 44: Governance

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Scottsdale government	61%	Similar	Similar	Similar
The overall direction that Scottsdale is taking	65%	Similar	Similar	Similar
The value of services for the taxes paid to Scottsdale	73%	Higher	Higher	Higher
Generally acting in the best interest of the community	65%	Similar	Similar	Similar
Being honest	58%	Similar	Similar	Similar
Being open and transparent to the public	54%	Similar	Similar	Similar
Informing residents about issues facing the community	54%	Similar	Similar	Similar
The job Scottsdale government does at welcoming resident involvement	62%	Similar	Similar	Similar
Treating all residents fairly	63%	Similar	Similar	Similar
Treating residents with respect	73%	Similar	Similar	Similar
Overall customer service by Scottsdale employees	84%	Similar	Similar	Similar
Public information services	83%	Similar	Similar	Similar
Quality of services provided by the City of Scottsdale	79%	Similar	Similar	Similar
Quality of services provided by the Federal Government	45%	Similar	Similar	Similar

Table 45: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Scottsdale	90%	46	273	Higher
Economic development	80%	12	279	Higher
Overall quality of business and service establishments in Scottsdale	95%	1	276	Much higher
Variety of business and service establishments in Scottsdale	90%	1	53	Much higher
Vibrancy of downtown/commercial area	90%	8	254	Much higher
Shopping opportunities	95%	3	289	Much higher
Scottsdale as a place to visit	95%	5	288	Much higher
Scottsdale as a place to work	92%	4	344	Much higher
Employment opportunities	74%	16	301	Higher
Cost of living in Scottsdale	47%	134	271	Similar
Economy will have positive impact on income	25%	190	261	Similar

Table 46: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system in Scottsdale	72%	152	275	Similar
Traffic flow on major streets	66%	61	315	Higher
Ease of travel by car in Scottsdale	84%	47	301	Higher
Ease of travel by public transportation in Scottsdale	37%	108	246	Similar
Ease of travel by bicycle in Scottsdale	69%	53	302	Higher
Ease of walking in Scottsdale	76%	67	302	Higher
Ease of public parking	68%	71	239	Similar
Bus or transit services	62%	68	238	Similar
Traffic enforcement	73%	92	338	Similar
Traffic signal timing	60%	60	264	Similar
Street repair	69%	24	325	Higher
Street cleaning	81%	18	289	Higher
Street lighting	83%	12	319	Higher
Sidewalk maintenance	79%	10	290	Higher
Used bus, rail, subway, or other public transportation instead of driving	13%	134	227	Lower
Carpooled with other adults or children instead of driving alone	31%	247	257	Lower
Walked or biked instead of driving	59%	111	263	Similar

Table 47: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Scottsdale's residential and commercial areas	85%	7	268	Higher
Overall appearance of Scottsdale	88%	30	330	Higher
Your neighborhood as a place to live	94%	31	300	Similar
Overall quality of new development in Scottsdale	68%	40	289	Similar
Well-planned residential growth	64%	12	56	Higher
Well-planned commercial growth	62%	10	56	Higher
Well-designed neighborhoods	78%	4	56	Higher
Preservation of the historical or cultural character of the community	74%	8	52	Similar
Public places where people want to spend time	83%	23	263	Higher
Variety of housing options	64%	45	279	Higher
Availability of affordable quality housing	32%	155	298	Similar
Land use, planning, and zoning	60%	54	290	Similar
Code enforcement	67%	34	343	Higher

Table 48: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Scottsdale	84%	12	54	Similar
Affordable high-speed internet access	59%	15	51	Similar
Power (electric and/or gas) utility	78%	56	195	Similar
Garbage collection	91%	22	316	Similar
Drinking water	69%	145	284	Similar
Sewer services	88%	22	287	Similar
Storm water management	84%	12	315	Higher
Utility billing	73%	63	240	Similar

Table 49: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Scottsdale	89%	118	341	Similar
Police services	85%	131	385	Similar
Crime prevention	81%	79	340	Similar
Animal control	86%	6	303	Higher
Ambulance or emergency medical services	96%	71	305	Similar
Fire services	96%	61	333	Similar
Fire prevention and education	89%	30	278	Similar
Emergency preparedness	75%	64	279	Similar
In your neighborhood during the day	99%	47	328	Similar
In Scottsdale's downtown/commercial area during the day	93%	151	307	Similar
From property crime	85%	20	66	Similar
From violent crime	91%	29	66	Similar
From fire, flood, or other natural disaster	91%	8	54	Similar

Table 50: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Scottsdale	87%	65	278	Similar
Cleanliness of Scottsdale	91%	29	302	Higher
Water resources	65%	22	50	Similar
Air quality	63%	207	255	Similar
Preservation of natural areas	79%	20	258	Higher
Scottsdale open space	74%	24	249	Higher
Recycling	80%	160	323	Similar
Yard waste pick-up	86%	36	262	Higher

Table 51: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	90%	10	54	Similar
Availability of paths and walking trails	86%	22	298	Higher
City parks	92%	68	298	Similar
Recreational opportunities	86%	18	288	Higher
Recreation programs or classes	88%	27	296	Higher
Recreation centers or facilities	89%	26	271	Higher
Fitness opportunities	87%	12	259	Higher

Table 52: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Scottsdale	83%	25	270	Higher
Health services	86%	26	234	Higher
Availability of affordable quality health care	78%	26	268	Higher
Availability of preventive health services	85%	6	249	Higher
Availability of affordable quality mental health care	65%	18	246	Higher
Availability of affordable quality food	78%	16	254	Higher
In very good to excellent health	94%	10	258	Similar

Table 53: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	82%	48	269	Higher
Opportunities to attend cultural/arts/music activities	82%	18	287	Higher
Opportunities to attend special events and festivals	79%	36	277	Similar
Community support for the arts	84%	4	54	Much higher
Public library services	95%	31	297	Similar
Availability of affordable quality child care/preschool	59%	52	264	Similar
K-12 education	69%	141	264	Similar
Adult educational opportunities	73%	31	254	Higher

Table 54: Inclusivity and Engagement

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	63%	22	54	Similar
Sense of community	66%	124	299	Similar
Sense of civic/community pride	75%	14	54	Similar
Neighborhoodness of Scottsdale	63%	128	265	Similar
Scottsdale as a place to raise children	89%	112	359	Similar
Scottsdale as a place to retire	93%	3	346	Much higher
Openness and acceptance of the community toward people of diverse backgrounds	64%	97	295	Similar
Making all residents feel welcome	80%	7	54	Similar
Attracting people from diverse backgrounds	61%	17	54	Similar
Valuing/respecting residents from diverse backgrounds	68%	15	54	Similar
Taking care of vulnerable residents	62%	19	54	Similar
Opportunities to participate in social events and activities	76%	39	269	Similar
Opportunities to volunteer	80%	52	269	Similar
Opportunities to participate in community matters	70%	79	274	Similar

Table 55: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Scottsdale for help or information	50%	99	323	Similar
Contacted Scottsdale elected officials to express your opinion	18%	105	262	Similar
Attended a local public meeting	18%	180	266	Similar
Watched (online or on television) a local public meeting	29%	54	241	Similar
Volunteered your time to some group/activity in Scottsdale	28%	206	270	Similar
Campaigned or advocated for an issue, cause or candidate	22%	128	252	Similar
Voted in your most recent local election	86%	12	54	Similar
Access the internet from your home using a computer, laptop or tablet computer	97%	16	54	Similar
Access the internet from your cell phone	92%	29	54	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	68%	52	54	Lower
Use or check email	96%	27	54	Similar
Share your opinions online	26%	49	54	Similar
Shop online	68%	2	54	Higher

Table 56: Focus Areas

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Scottsdale	94%	7	249	Higher
Overall quality of the transportation system in Scottsdale	74%	159	249	Similar
Overall design or layout of Scottsdale's residential and commercial areas	79%	35	249	Similar
Overall quality of the utility infrastructure in Scottsdale	91%	4	54	Higher
Overall feeling of safety in Scottsdale	93%	52	249	Similar
Overall quality of natural environment in Scottsdale	89%	29	249	Higher
Overall quality of parks and recreation opportunities	87%	16	54	Similar
Overall health and wellness opportunities in Scottsdale	83%	18	248	Higher
Overall opportunities for education, culture, and the arts	75%	148	249	Similar
Residents' connection and engagement with their community	69%	231	250	Lower

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 American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO.....	487,850	Bainbridge Island city, WA.....	23,689
Airway Heights city, WA.....	8,017	Baltimore city, MD.....	619,796
Albemarle County, VA.....	105,105	Baltimore County, MD.....	828,637
Albert Lea city, MN.....	17,716	Basehor city, KS.....	5,401
Alexandria city, VA.....	154,710	Batavia city, IL.....	26,499
Allegan County, MI.....	114,145	Battle Creek city, MI.....	51,505
American Canyon city, CA.....	20,341	Bay Village city, OH.....	15,426
Ankeny city, IA.....	56,237	Baytown city, TX.....	76,205
Ann Arbor city, MI.....	119,303	Beaumont city, CA.....	43,641
Apache Junction city, AZ.....	38,452	Bellingham city, WA.....	85,388
Arapahoe County, CO.....	626,612	Bend city, OR.....	87,167
Arlington city, TX.....	388,225	Bethlehem township, PA.....	23,800
Arvada city, CO.....	115,320	Bettendorf city, IA.....	35,293
Asheville city, NC.....	89,318	Billings city, MT.....	109,082
Ashland city, OR.....	20,733	Bloomington city, IN.....	83,636
Ashland town, MA.....	17,478	Bloomington city, MN.....	85,417
Ashland town, VA.....	7,554	Boise City city, ID.....	220,859
Aspen city, CO.....	7,097	Bonner Springs city, KS.....	7,644
Athens-Clarke County, GA.....	122,292	Boulder city, CO.....	106,271
Auburn city, AL.....	61,462	Bowling Green city, KY.....	64,302
Aurora city, CO.....	357,323	Bozeman city, MT.....	43,132
Austin city, TX.....	916,906	Brookline CDP, MA.....	59,246
Avon town, CO.....	6,503	Brooklyn Center city, MN.....	30,885
Avon town, IN.....	16,479	Brooklyn city, OH.....	10,891
Avondale city, AZ.....	81,590	Broomfield city, CO.....	64,283
Azusa city, CA.....	49,029	Brownburg town, IN.....	24,625

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Buffalo Grove village, IL.....	41,551	Destin city, FL.....	13,421
Burlingame city, CA.....	30,401	Dothan city, AL.....	67,784
Cabarrus County, NC.....	196,716	Dover city, NH.....	30,901
Cambridge city, MA.....	110,893	Dublin city, CA.....	57,022
Canandaigua city, NY.....	10,402	Dublin city, OH.....	44,442
Cannon Beach city, OR.....	1,517	Duluth city, MN.....	86,066
Cañon City city, CO.....	16,298	Durham city, NC.....	257,232
Cape Coral city, FL.....	173,679	Durham County, NC.....	300,865
Carlsbad city, CA.....	113,147	Dyer town, IN.....	16,077
Cartersville city, GA.....	20,235	Eagan city, MN.....	66,102
Cary town, NC.....	159,715	Eagle Mountain city, UT.....	27,773
Castle Rock town, CO.....	57,274	Eau Claire city, WI.....	67,945
Cedar Hill city, TX.....	48,149	Eden Prairie city, MN.....	63,660
Cedar Park city, TX.....	70,010	Eden town, VT.....	1,254
Cedar Rapids city, IA.....	130,330	Edgewater city, CO.....	5,299
Celina city, TX.....	7,910	Edina city, MN.....	50,603
Centennial city, CO.....	108,448	Edmond city, OK.....	89,769
Chandler city, TX.....	2,896	Edmonds city, WA.....	41,309
Chanhassen city, MN.....	25,108	El Cerrito city, CA.....	24,982
Chapel Hill town, NC.....	59,234	El Paso de Robles (Paso Robles) city, CA.....	31,409
Chardon city, OH.....	5,166	Elgin city, IL.....	112,628
Charles County, MD.....	156,021	Elk Grove city, CA.....	166,228
Charlotte County, FL.....	173,236	Elmhurst city, IL.....	46,139
Charlottesville city, VA.....	46,487	Englewood city, CO.....	33,155
Chattanooga city, TN.....	176,291	Erie town, CO.....	22,019
Chautauqua town, NY.....	4,362	Escambia County, FL.....	309,924
Chesterfield County, VA.....	335,594	Estes Park town, CO.....	6,248
Clayton city, MO.....	16,214	Euclid city, OH.....	47,698
Clearwater city, FL.....	112,794	Farmers Branch city, TX.....	33,808
Clinton city, SC.....	8,538	Farmersville city, TX.....	3,440
Clive city, IA.....	17,134	Farmington Hills city, MI.....	81,235
Clovis city, CA.....	104,411	Fate city, TX.....	10,339
College Park city, MD.....	32,186	Fayetteville city, GA.....	17,069
College Station city, TX.....	107,445	Fayetteville city, NC.....	210,324
Colleyville city, TX.....	25,557	Ferguson township, PA.....	18,837
Collinsville city, IL.....	24,767	Fernandina Beach city, FL.....	11,957
Columbia city, MO.....	118,620	Flower Mound town, TX.....	71,575
Commerce City city, CO.....	52,905	Forest Grove city, OR.....	23,554
Conshohocken borough, PA.....	7,985	Fort Collins city, CO.....	159,150
Coolidge city, AZ.....	12,221	Franklin city, TN.....	72,990
Coon Rapids city, MN.....	62,342	Frederick town, CO.....	11,397
Coral Springs city, FL.....	130,110	Fremont city, CA.....	230,964
Coronado city, CA.....	24,053	Frisco town, CO.....	2,977
Corvallis city, OR.....	56,224	Fruita city, CO.....	13,039
Cottonwood Heights city, UT.....	34,214	Gahanna city, OH.....	34,691
Coventry Lake CDP, CT.....	2,932	Gaithersburg city, MD.....	67,417
Cupertino city, CA.....	60,687	Galveston city, TX.....	49,706
Dacono city, CO.....	4,929	Gardner city, KS.....	21,059
Dakota County, MN.....	414,655	Germantown city, TN.....	39,230
Dallas city, OR.....	15,413	Gilbert town, AZ.....	232,176
Dallas city, TX.....	1,300,122	Gillette city, WY.....	31,783
Danvers town, MA.....	27,527	Glen Ellyn village, IL.....	27,983
Danville city, KY.....	16,657	Glendora city, CA.....	51,891
Darien city, IL.....	22,206	Glenview village, IL.....	47,066
Davidson town, NC.....	12,325	Golden city, CO.....	20,365
Dayton city, OH.....	140,939	Golden Valley city, MN.....	21,208
Dayton town, WY.....	815	Goodyear city, AZ.....	74,953
Dearborn city, MI.....	95,295	Grafton village, WI.....	11,576
Decatur city, GA.....	22,022	Grand Rapids city, MI.....	195,355
DeLand city, FL.....	30,315	Grand Traverse County, MI.....	91,222
Delaware city, OH.....	38,193	Greeley city, CO.....	100,760
Denison city, TX.....	23,342	Greenville city, NC.....	90,347
Denton city, TX.....	131,097	Greer city, SC.....	28,587
Denver city, CO.....	678,467	Gunnison County, CO.....	16,215
Des Moines city, IA.....	214,778	Haltom City city, TX.....	44,059
Des Peres city, MO.....	8,536	Hamilton city, OH.....	62,216

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Hamilton town, MA	7,991	Livermore city, CA	88,232
Hampton city, VA	136,255	Lombard village, IL	43,776
Hanover County, VA	103,218	Lone Tree city, CO	13,430
Harrisburg city, SD	5,429	Long Grove village, IL	7,980
Hastings city, MN	22,620	Longmont city, CO	91,730
Henderson city, NV	284,817	Lonsdale city, MN	3,850
High Point city, NC	109,849	Los Alamos County, NM	18,031
Highland Park city, IL	29,796	Los Altos Hills town, CA	8,490
Highlands Ranch CDP, CO	105,264	Loudoun County, VA	374,558
Homer Glen village, IL	24,403	Louisville city, CO	20,319
Hopkinton town, MA	16,720	Lower Merion township, PA	58,500
Hoquiam city, WA	8,416	Lynchburg city, VA	79,237
Horry County, SC	310,186	Lynnwood city, WA	37,242
Hudson town, CO	1,709	Manassas city, VA	41,379
Huntley village, IL	26,265	Manhattan Beach city, CA	35,698
Huntsville city, TX	40,727	Manhattan city, KS	55,427
Hutchinson city, MN	13,836	Mankato city, MN	41,241
Hutto city, TX	22,644	Maple Grove city, MN	68,362
Hyattsville city, MD	18,225	Maplewood city, MN	40,127
Independence city, IA	6,013	Maricopa County, AZ	4,155,501
Independence city, MO	117,369	Marion County, CA	260,814
Indio city, CA	86,867	Marion city, IA	38,014
Iowa City city, IA	73,415	Mariposa County, CA	17,658
Issaquah city, WA	35,629	Marshalltown city, IA	27,440
Jackson city, MO	14,690	Marshfield city, WI	18,326
Jackson County, MI	158,989	Martinez city, CA	37,902
Jefferson Parish, LA	437,038	Marysville city, WA	66,178
Jerome city, ID	11,306	Mauı County, HI	164,094
Johnson City city, TN	65,598	McKinney city, TX	164,760
Johnston city, IA	20,172	McMinnville city, OR	33,211
Jupiter town, FL	62,373	Mecklenburg County, NC	1,034,290
Kalamazoo city, MI	75,833	Menlo Park city, CA	33,661
Kansas City city, KS	151,042	Menomonee Falls village, WI	36,411
Kansas City city, MO	476,974	Mercer Island city, WA	24,768
Kent city, WA	126,561	Meridian charter township, MI	41,903
Kerrville city, TX	22,931	Merriam city, KS	11,259
Key West city, FL	25,316	Mesa city, AZ	479,317
King City city, CA	13,721	Mesquite city, TX	144,118
Kingman city, AZ	28,855	Miami city, FL	443,007
Kirkland city, WA	86,772	Middleton city, WI	18,951
Kirkwood city, MO	27,659	Middletown town, RI	16,100
La Mesa city, CA	59,479	Milford city, DE	10,645
La Plata town, MD	9,160	Milton city, GA	37,556
La Vista city, NE	17,062	Minneapolis city, MN	411,452
Lake Forest city, IL	18,931	Minnetrısta city, MN	7,187
Lake in the Hills village, IL	28,908	Missoula County, MT	114,231
Lake Zurich village, IL	19,983	Missouri City city, TX	72,688
Lakeville city, MN	61,056	Moline city, IL	42,644
Lakewood city, CO	151,411	Monroe city, MI	20,128
Lakewood city, WA	59,102	Montgomery city, MN	2,921
Lancaster County, SC	86,544	Montgomery County, MD	1,039,198
Laramie city, WY	32,104	Monticello city, UT	2,599
Larimer County, CO	330,976	Montrose city, CO	18,918
Las Cruces city, NM	101,014	Moorpark city, CA	36,060
Las Vegas city, NM	13,445	Moraga town, CA	17,231
Las Vegas city, NV	621,662	Morristown city, TN	29,446
Lawrence city, KS	93,954	Morrisville town, NC	23,873
Lawrenceville city, GA	29,287	Morro Bay city, CA	10,568
Lehi city, UT	58,351	Moscow city, ID	24,833
Lenexa city, KS	52,030	Mountlake Terrace city, WA	20,922
Lewisville city, TX	103,638	Murphy city, TX	20,361
Libertyville village, IL	20,504	Naperville city, IL	146,431
Lincolnwood village, IL	12,637	Napoleon city, OH	8,646
Lindsborg city, KS	3,313	Needham CDP, MA	30,429
Little Chute village, WI	11,006	Nevada City city, CA	3,112
Littleton city, CO	45,848	Nevada County, CA	98,838

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New Braunfels city, TX.....	70,317	Redmond city, WA.....	60,712
New Brighton city, MN.....	22,440	Redwood City city, CA.....	84,368
New Concord village, OH.....	2,561	Reno city, NV.....	239,732
New Hope city, MN.....	20,909	Richfield city, MN.....	35,993
Newport city, RI.....	24,745	Richland city, WA.....	53,991
Newport News city, VA.....	180,775	Richmond city, CA.....	108,853
Newton city, IA.....	15,085	Richmond Heights city, MO.....	8,466
Niles village, IL.....	29,823	Rio Rancho city, NM.....	93,317
Noblesville city, IN.....	59,807	River Falls city, WI.....	15,256
Norcross city, GA.....	16,474	Riverside city, CA.....	321,570
Norfolk city, NE.....	24,352	Roanoke city, VA.....	99,572
North Mankato city, MN.....	13,583	Roanoke County, VA.....	93,419
North Port city, FL.....	62,542	Rochester city, NY.....	209,463
North Yarmouth town, ME.....	3,714	Rock Hill city, SC.....	70,764
Northglenn city, CO.....	38,473	Rockville city, MD.....	66,420
Novato city, CA.....	55,378	Roeland Park city, KS.....	6,810
Novi city, MI.....	58,835	Rohnert Park city, CA.....	42,305
Oak Park village, IL.....	52,229	Rolla city, MO.....	20,013
Oakdale city, MN.....	27,972	Rosemount city, MN.....	23,474
O'Fallon city, IL.....	29,095	Rosenberg city, TX.....	35,867
Oklahoma City city, OK.....	629,191	Roseville city, MN.....	35,624
Olmsted County, MN.....	151,685	Round Rock city, TX.....	116,369
Orland Park village, IL.....	59,161	Royal Palm Beach village, FL.....	37,665
Orleans Parish, LA.....	388,182	Sacramento city, CA.....	489,650
Oshkosh city, WI.....	66,649	Sahuarita town, AZ.....	28,257
Oswego village, IL.....	33,759	Sammamish city, WA.....	62,877
Overland Park city, KS.....	186,147	San Carlos city, CA.....	29,954
Paducah city, KY.....	24,879	San Diego city, CA.....	1,390,966
Palm Beach Gardens city, FL.....	53,119	San Francisco city, CA.....	864,263
Palm Coast city, FL.....	82,356	San Jose city, CA.....	1,023,031
Palo Alto city, CA.....	67,082	San Marcos city, TX.....	59,935
Palos Verdes Estates city, CA.....	13,591	Sangamon County, IL.....	198,134
Panama City Beach city, FL.....	12,461	Santa Fe city, NM.....	82,980
Papillion city, NE.....	19,478	Santa Fe County, NM.....	147,514
Paradise Valley town, AZ.....	13,961	Savage city, MN.....	30,011
Park City city, UT.....	8,167	Schaumburg village, IL.....	74,427
Parker town, CO.....	51,125	Schertz city, TX.....	38,199
Pasco city, WA.....	70,607	Scott County, MN.....	141,463
Pasco County, FL.....	498,136	Scottsdale city, AZ.....	239,283
Payette city, ID.....	7,366	Sedona city, AZ.....	10,246
Pearland city, TX.....	113,693	Sevierville city, TN.....	16,387
Peoria city, IL.....	115,424	Shakopee city, MN.....	40,024
Pflugerville city, TX.....	58,013	Shawnee city, KS.....	64,840
Philadelphia city, PA.....	1,569,657	Shawnee city, OK.....	30,974
Pinehurst village, NC.....	15,580	Shoreline city, WA.....	55,431
Piqua city, OH.....	20,793	Shoreview city, MN.....	26,432
Pitkin County, CO.....	17,747	Shorewood village, IL.....	16,809
Plano city, TX.....	281,566	Sierra Vista city, AZ.....	43,585
Platte City city, MO.....	4,867	Silverton city, OR.....	9,757
Pleasant Hill city, IA.....	9,608	Sioux Falls city, SD.....	170,401
Pleasanton city, CA.....	79,341	Skokie village, IL.....	64,773
Plymouth city, MN.....	76,258	Snoqualmie city, WA.....	12,944
Port Orange city, FL.....	60,315	Snowmass Village town, CO.....	2,827
Port St. Lucie city, FL.....	178,778	Somerset town, MA.....	18,257
Portage city, MI.....	48,072	South Bend city, IN.....	101,928
Portland city, OR.....	630,331	South Jordan city, UT.....	65,523
Powell city, OH.....	12,658	South Portland city, ME.....	25,431
Powhatan County, VA.....	28,364	Southlake city, TX.....	30,090
Prairie Village city, KS.....	21,932	Spearfish city, SD.....	11,300
Pueblo city, CO.....	109,122	Springville city, UT.....	32,319
Purcellville town, VA.....	9,217	St. Augustine city, FL.....	13,952
Queen Creek town, AZ.....	33,298	St. Charles city, IL.....	32,730
Raleigh city, NC.....	449,477	St. Cloud city, MN.....	67,093
Ramsey city, MN.....	25,853	St. Croix County, WI.....	87,142
Raymore city, MO.....	20,358	St. Joseph city, MO.....	76,819
Redmond city, OR.....	28,492	St. Louis County, MN.....	200,294

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St. Lucie County, FL.....	298,763	Warrensburg city, MO.....	19,890
State College borough, PA.....	42,224	Washington County, MN.....	250,979
Steamboat Springs city, CO.....	12,520	Washoe County, NV.....	445,551
Sugar Land city, TX.....	86,886	Waunakee village, WI.....	13,284
Suisun City city, CA.....	29,280	Wauwatosa city, WI.....	47,687
Summit County, UT.....	39,731	Wentzville city, MO.....	35,768
Sunnyvale city, CA.....	151,565	West Carrollton city, OH.....	12,963
Surprise city, AZ.....	129,534	West Chester township, OH.....	62,804
Suwanee city, GA.....	18,655	West Des Moines city, IA.....	62,999
Tacoma city, WA.....	207,280	Western Springs village, IL.....	13,187
Takoma Park city, MD.....	17,643	Westerville city, OH.....	38,604
Tempe city, AZ.....	178,339	Westlake town, TX.....	1,006
Temple city, TX.....	71,795	Westminster city, CO.....	111,895
Texarkana city, TX.....	37,222	Westminster city, MD.....	18,557
The Woodlands CDP, TX.....	109,608	Wheat Ridge city, CO.....	31,162
Thousand Oaks city, CA.....	128,909	White House city, TN.....	11,107
Tigard city, OR.....	51,355	Wichita city, KS.....	389,054
Tinley Park village, IL.....	57,107	Williamsburg city, VA.....	14,817
Tracy city, CA.....	87,613	Willowbrook village, IL.....	8,598
Trinidad CCD, CO.....	10,819	Wilmington city, NC.....	115,261
Tualatin city, OR.....	27,135	Wilsonville city, OR.....	22,789
Tulsa city, OK.....	401,352	Windsor town, CO.....	23,386
Tustin city, CA.....	80,007	Windsor town, CT.....	29,037
Twin Falls city, ID.....	47,340	Winter Garden city, FL.....	40,799
Unalaska city, AK.....	4,809	Woodbury city, MN.....	67,648
University Heights city, OH.....	13,201	Woodinville city, WA.....	11,675
University Park city, TX.....	24,692	Wyandotte County, KS.....	163,227
Urbandale city, IA.....	42,222	Wyoming city, MI.....	75,124
Vail town, CO.....	5,425	Yakima city, WA.....	93,182
Vernon Hills village, IL.....	26,084	York County, VA.....	67,196
Victoria city, MN.....	8,679	Yorktown town, IN.....	11,200
Vienna town, VA.....	16,474	Yorkville city, IL.....	18,691
Virginia Beach city, VA.....	450,057	Yountville city, CA.....	2,978
Walnut Creek city, CA.....	68,516		

Appendix C: Detailed Survey Methods

The National Community 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 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."

Selecting Survey Recipients

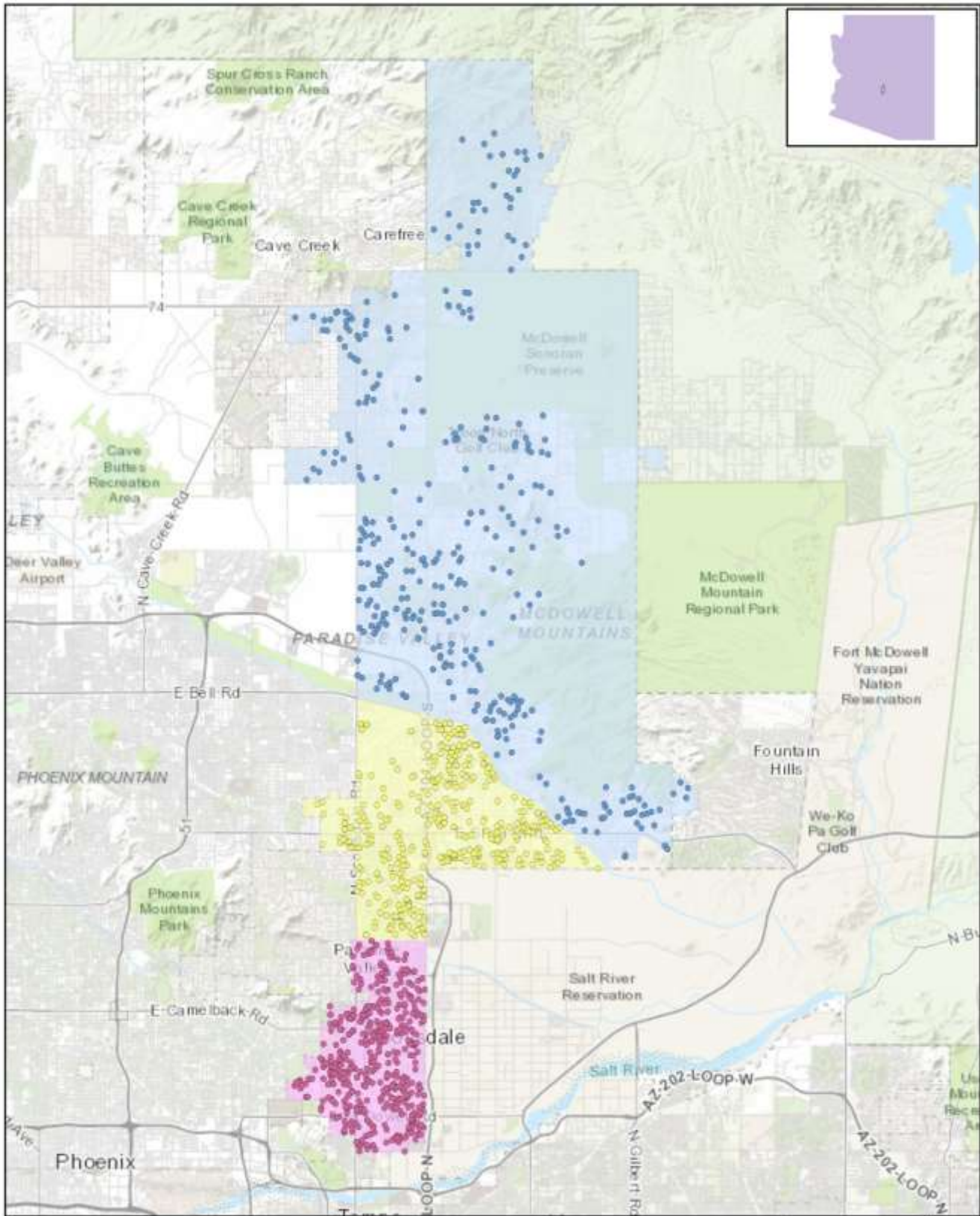
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Scottsdale were eligible to participate in the survey. A list of all households within the zip codes serving Scottsdale was purchased from Go-Dog Direct based on updated listings from 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 1,700 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate 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 selected 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 24, 2020. 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. The survey was available in English. The prenotification postcard and both cover letters included a URL through which the residents selected for the mail survey could choose respond online rather than by mail. The City of Scottsdale chose to augment their administration of The NCS with several additional services, including demographic subgroup comparisons and geographic subgroup comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks.

About 9% of the 1,700 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 1,549 households that received the survey, 328 completed the survey, providing an overall response rate of 21%. Of the 328 completed surveys, 157 were completed online. Additionally, responses were tracked by geographic subarea; response rates by geographic subarea ranged from 18% to 25%. The response rates were calculated using AAPOR's response rate #2¹ for mailed surveys of unnamed persons.

Table 57: Survey Response Rates by Area

	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Total sample used	700	564	436	1,700
I=Complete Interviews	114	112	99	325
P=Partial Interviews	1	1	1	3
R=Refusal and break off	0	1	0	1
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	532	395	293	1,220
NE=Not eligible	53	55	43	151
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	18%	22%	25%	21%

1 See AAPOR's Standard Definitions for more information:
[http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx)

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.²

The margin of error for the City of Scottsdale survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (329 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

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.

NRC uses Polco, an online public engagement tool designed primarily for local governments, to collect online survey data. The Polco platform includes many features of online survey tools, but also includes elements tailored to the civic environment. For example, like NRC’s mailed surveys, surveys on Polco are presented with the City name, logo (or other image) and a description, so residents understand who is asking for input and why. Optionally, Polco can also verify respondents with local public data to ensure respondents are residents or voters. More generally, an advantage of online programming and data gathering is that it allows for more rigid control of the data format, making extensive data cleaning unnecessary.

² 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.

Survey Data Weighting

The demographic characteristics of the survey respondents 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 respondents reflective of the larger population of the community. The characteristics used for weighting were age, gender, housing type, housing tenure (rent or own), race, ethnicity and geographic subarea. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 58: Scottsdale, AZ 2020 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	34%	12%	32%
Own home	66%	88%	68%
Detached unit	58%	63%	61%
Attached unit	42%	37%	39%
Race and Ethnicity			
White	91%	92%	91%
Not white	9%	8%	9%
Not Hispanic	93%	97%	92%
Hispanic	7%	3%	8%
Sex and Age			
Female	52%	53%	57%
Male	48%	47%	43%
18-34 years of age	23%	4%	16%
35-54 years of age	35%	21%	35%
55+ years of age	42%	76%	50%
Females 18-34	11%	3%	12%
Females 35-54	18%	10%	18%
Females 55+	23%	40%	26%
Males 18-34	12%	1%	3%
Males 35-54	17%	10%	17%
Males 55+	19%	36%	23%
Geographic Area			
South of Indian Bend Road	37%	35%	31%
North of Indian Bend Road and South or West of CAP Canal	32%	34%	36%
North or East of CAP Canal	30%	30%	33%

* U.S. Census Bureau ACS 2017 5-year estimates

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. When a table 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.

Appendix D: Survey Materials

The City of Scottsdale 2020 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). 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.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Sense of community.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Scottsdale.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale.....	1	2	3	4	5
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4	5
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric/gas).....	1	2	3	4	5
Overall feeling of safety in Scottsdale.....	1	2	3	4	5
Overall quality of natural environment in Scottsdale.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Scottsdale.....	1	2	3	4	5
Overall opportunities for education, culture and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community.....	1	2	3	4	5

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

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

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
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
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood or other natural disaster.....	1	2	3	4	5	6

5. Please rate the job you feel the Scottsdale community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome.....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Scottsdale.....	1	2	3	4	5
Variety of business and service establishments in Scottsdale.....	1	2	3	4	5
Vibrancy of downtown/commercial area.....	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 image or reputation of Scottsdale.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	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
Overall quality of new development in Scottsdale.....	1	2	3	4	5
Overall appearance of Scottsdale.....	1	2	3	4	5
Cleanliness of Scottsdale.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	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
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Scottsdale.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	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

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

	<u>No</u>	<u>Yes</u>
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
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Scottsdale.....	1	2
Campaigned or advocated for a local issue, cause or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Scottsdale 2020 Community Survey

9. Please rate the quality of each of the following services in Scottsdale.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services.....	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
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	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 (open space, farmlands and greenbelts)	1	2	3	4	5
Scottsdale open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Scottsdale government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 resident 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
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5
Law enforcement treating all residents fairly.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Scottsdale	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. 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.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Scottsdale.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale.....	1	2	3	4
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric/gas)	1	2	3	4
Overall feeling of safety in Scottsdale.....	1	2	3	4
Overall quality of natural environment in Scottsdale.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Scottsdale.....	1	2	3	4
Overall opportunities for education, culture and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY.

	<u>Major problem</u>	<u>Moderate problem</u>	<u>Minor problem</u>	<u>Not a problem</u>	<u>Don't know</u>
Household member(s) have COVID-19 or COVID symptoms.....	1	2	3	4	5
Access to medical services.....	1	2	3	4	5
A shortage of food.....	1	2	3	4	5
A shortage of sanitation and cleaning supplies.....	1	2	3	4	5
Loss of employment income.....	1	2	3	4	5
Trouble paying for food or housing.....	1	2	3	4	5
Not being able to exercise.....	1	2	3	4	5
Feeling alone/isolated, not being able to socialize with people....	1	2	3	4	5
Feeling nervous, anxious or on edge	1	2	3	4	5
Not knowing when pandemic will end/not feeling in control	1	2	3	4	5
Household members not getting along	1	2	3	4	5
Lack of technology to perform online work.....	1	2	3	4	5
Lack of technology to perform online schooling	1	2	3	4	5
Helping my children with online schooling.....	1	2	3	4	5
Lack of skills to use technology to communicate	1	2	3	4	5
Providing financial, emotional, or other support to extended family not living with you.....	1	2	3	4	5
Lack of child care/supervision	1	2	3	4	5

14. 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

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
Scottsdale Update utility bill newsletter.....	1	2	3
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	1	2	3
City website (ScottsdaleAZ.gov).....	1	2	3
Scottsdale Update weekly email newsletter (or other City email newsletters)..	1	2	3
City Cable Channel 11 or Scottsdale Video Network	1	2	3
Local newspapers, television or radio news	1	2	3
Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	1	2	3
Word of mouth.....	1	2	3

The City of Scottsdale 2020 Community 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. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

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. How many years have you lived in Scottsdale?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. 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

D6. Do you rent or own your home?

- Rent
 Own

D7. 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 \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. 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 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D12. 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

D13. 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

D14. What is your gender?

- Female
 Male
 Identify in another way

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