

Scottsdale, Arizona

Citizen Survey Highlights March 2011

www.ScottsdaleAZ.gov/CitizenSurvey

Survey conducted by: National Research Center, Inc. • 3005 30th St. • Boulder, CO 80301 • (303) 444-7863 • www.n-r-c.com



Overall Quality of Community

Scottsdale as a place to live



96%

Overall Quality of life in Scottsdale



94%

Neighborhood as a place to live



91%

All much above
the national
benchmarks

Percent
"excellent" or
"good"

Compared to
2006 Survey



Would recommend living in
Scottsdale to someone who
asks

96%

Remain in Scottsdale for the
next five years

92%

Economic Sustainability

Shopping opportunities



93%

Overall Quality of businesses
and service establishments



89%

Scottsdale as a
place to work



84%

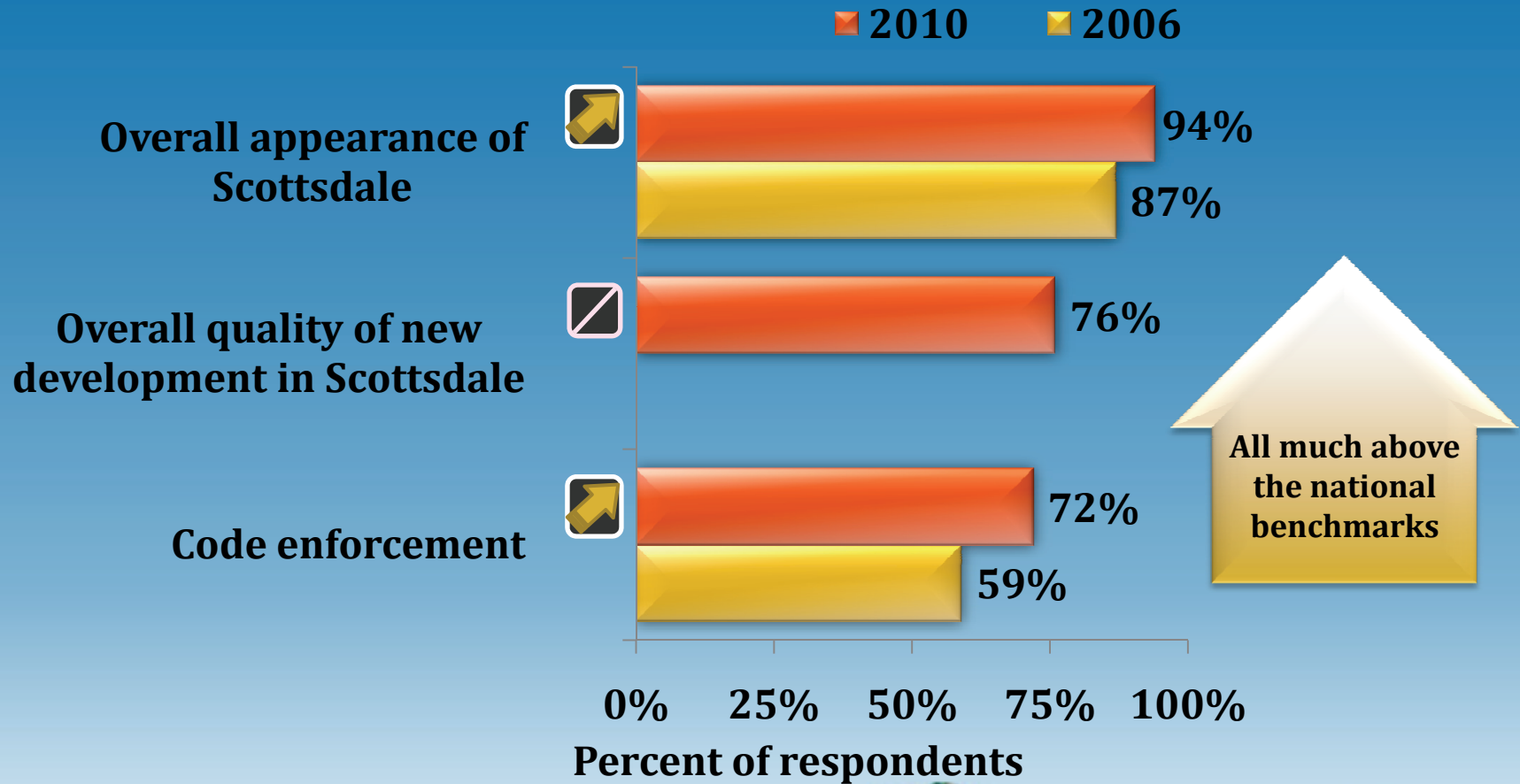
Employment opportunities



51%

All much above
the national
benchmarks

Land Use and Zoning



Public Safety

All above or much above the national benchmarks

Neighborhood

Downtown

During the day

98%

91%

After dark

85%

73%

From Violent Crime

88%

From Property Crime

83%

Felt "very" or "somewhat" safe



Public Trust

Overall image or reputation of Scottsdale



92%

Much Above

Value of services for the taxes paid to Scottsdale



74%

Much Above

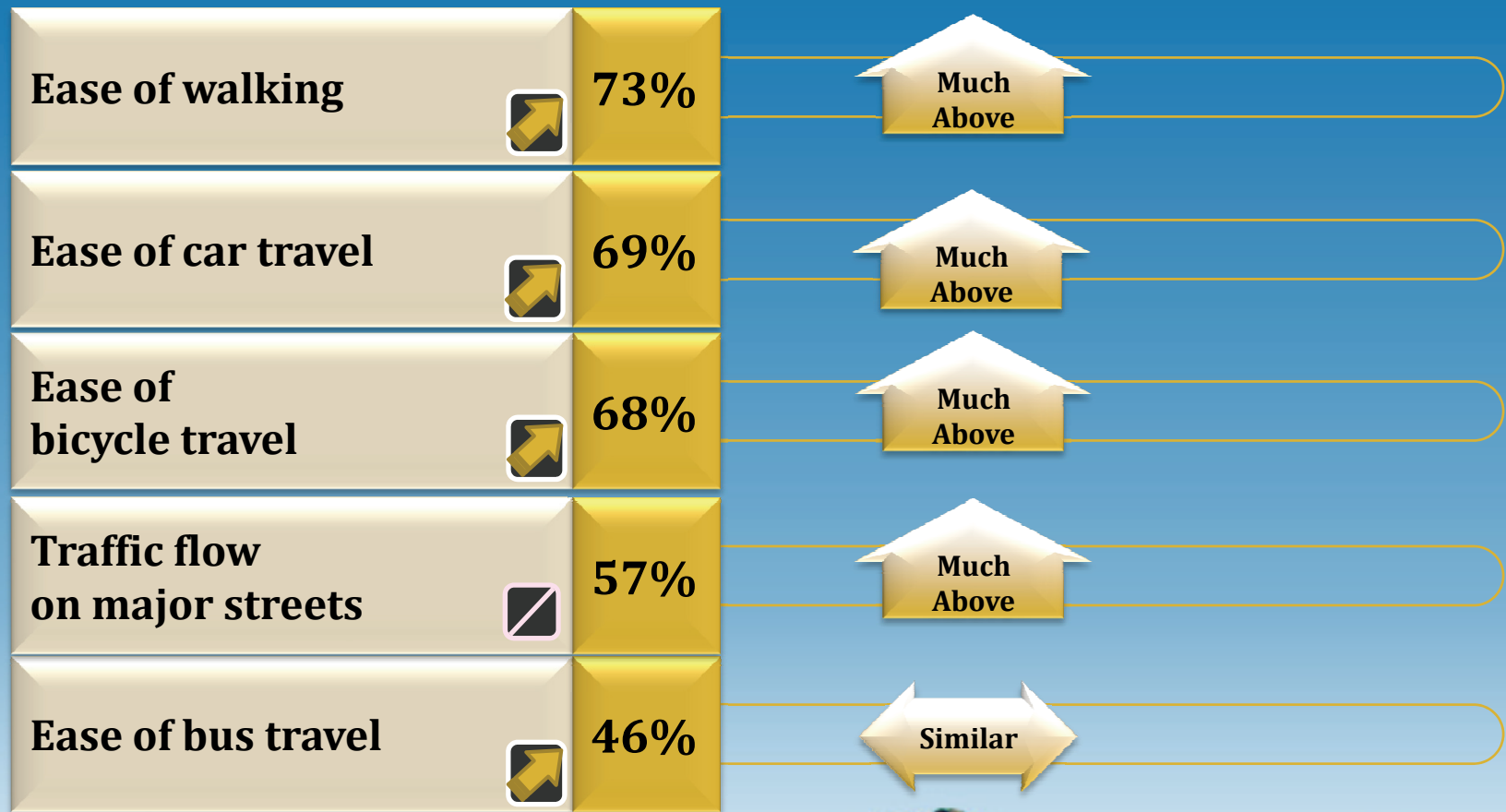
The overall direction that Scottsdale is taking



64%

Above

Transportation



Strengths & Opportunities

Strengths

**A great place to
live and retire**

**Top-ranked
businesses**

**Excellent city services
and responsive
employees**

Opportunities

Drinking Water

**Openness and
acceptance of
diversity**



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