

The National Citizen Survey™

Scottsdale, AZ

Technical Appendices

2014

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Appendix A: Complete Survey Responses

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

Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Scottsdale as a place to live	67%	N=163	31%	N=76	2%	N=4	0%	N=1	100%	N=244
Your neighborhood as a place to live	53%	N=129	41%	N=100	5%	N=13	1%	N=3	100%	N=245
Scottsdale as a place to raise children	44%	N=86	48%	N=94	7%	N=13	2%	N=3	100%	N=196
Scottsdale as a place to work	49%	N=91	37%	N=67	13%	N=24	1%	N=2	100%	N=184
Scottsdale as a place to visit	63%	N=153	30%	N=73	6%	N=15	0%	N=0	100%	N=240
Scottsdale as a place to retire	57%	N=124	34%	N=74	8%	N=18	1%	N=1	100%	N=218
The overall quality of life in Scottsdale	53%	N=130	45%	N=109	2%	N=5	0%	N=1	100%	N=245

Table 2: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Scottsdale	43%	N=106	51%	N=125	6%	N=14	0%	N=0	100%	N=245
Overall ease of getting to the places you usually have to visit	37%	N=91	50%	N=122	11%	N=26	3%	N=6	100%	N=246
Quality of overall natural environment in Scottsdale	45%	N=110	44%	N=109	10%	N=24	1%	N=2	100%	N=245
Overall built environment of Scottsdale (including overall design, buildings, parks and transportation systems)	35%	N=84	46%	N=112	17%	N=40	3%	N=6	100%	N=242
Health and wellness opportunities in Scottsdale	49%	N=113	44%	N=101	7%	N=16	1%	N=2	100%	N=232
Overall opportunities for education and enrichment	36%	N=79	46%	N=103	15%	N=32	4%	N=8	100%	N=222
Overall economic health of Scottsdale	24%	N=55	58%	N=132	16%	N=36	2%	N=6	100%	N=229
Sense of community	16%	N=37	39%	N=92	37%	N=89	8%	N=19	100%	N=238
Overall image or reputation of Scottsdale	46%	N=112	45%	N=111	7%	N=18	2%	N=4	100%	N=245

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Scottsdale to someone who asks	77%	N=188	19%	N=46	3%	N=7	1%	N=3	100%	N=243
Remain in Scottsdale for the next five years	73%	N=176	21%	N=50	3%	N=7	3%	N=8	100%	N=242

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	81%	N=197	16%	N=38	2%	N=5	1%	N=2	0%	N=0	100%	N=243
In Scottsdale's downtown/commercial area during the day	68%	N=160	29%	N=68	2%	N=4	1%	N=2	0%	N=0	100%	N=234

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	11%	N=27	51%	N=124	31%	N=76	7%	N=18	100%	N=245
Ease of public parking	19%	N=45	46%	N=111	29%	N=71	6%	N=15	100%	N=242
Ease of travel by car in Scottsdale	18%	N=44	58%	N=138	21%	N=49	4%	N=9	100%	N=239
Ease of travel by public transportation in Scottsdale	13%	N=16	28%	N=35	32%	N=40	28%	N=35	100%	N=125
Ease of travel by bicycle in Scottsdale	28%	N=47	41%	N=67	26%	N=43	5%	N=8	100%	N=165
Ease of walking in Scottsdale	36%	N=82	48%	N=109	12%	N=27	3%	N=7	100%	N=226
Availability of paths and walking trails	43%	N=98	46%	N=105	10%	N=22	1%	N=3	100%	N=227
Air quality	19%	N=46	44%	N=106	28%	N=67	9%	N=20	100%	N=239
Cleanliness of Scottsdale	40%	N=99	50%	N=123	8%	N=19	1%	N=3	100%	N=244
Overall appearance of Scottsdale	44%	N=107	52%	N=127	4%	N=11	0%	N=0	100%	N=245
Public places where people want to spend time	40%	N=95	49%	N=117	10%	N=24	2%	N=4	100%	N=239
Variety of housing options	27%	N=64	44%	N=103	24%	N=56	5%	N=12	100%	N=235
Availability of affordable quality housing	18%	N=38	31%	N=68	40%	N=86	12%	N=25	100%	N=218
Fitness opportunities (including exercise classes and paths or trails, etc.)	45%	N=106	44%	N=105	10%	N=24	1%	N=2	100%	N=237
Recreational opportunities	44%	N=104	45%	N=107	10%	N=23	1%	N=2	100%	N=236
Availability of affordable quality food	37%	N=90	44%	N=108	16%	N=40	3%	N=7	100%	N=245
Availability of affordable quality health care	38%	N=86	40%	N=90	16%	N=36	6%	N=14	100%	N=227
Availability of preventive health services	40%	N=88	43%	N=94	14%	N=30	3%	N=7	100%	N=219
Availability of affordable quality mental health care	25%	N=25	36%	N=37	28%	N=28	11%	N=11	100%	N=101

Table 6: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	19%	N=16	43%	N=36	30%	N=25	7%	N=6	100%	N=83
K-12 education	29%	N=38	48%	N=63	18%	N=23	5%	N=7	100%	N=131
Adult educational opportunities	22%	N=37	54%	N=89	23%	N=38	1%	N=2	100%	N=166
Opportunities to attend cultural/arts/music activities	37%	N=83	51%	N=117	10%	N=23	2%	N=4	100%	N=227
Opportunities to participate in religious or spiritual events and activities	40%	N=72	52%	N=94	6%	N=10	2%	N=3	100%	N=180
Employment opportunities	16%	N=29	51%	N=91	29%	N=51	4%	N=7	100%	N=180
Shopping opportunities	70%	N=167	26%	N=61	4%	N=10	0%	N=0	100%	N=238
Cost of living in Scottsdale	11%	N=26	41%	N=98	39%	N=94	10%	N=23	100%	N=241
Overall quality of business and service establishments in Scottsdale	34%	N=81	55%	N=131	10%	N=23	1%	N=3	100%	N=238
Vibrant downtown/commercial area	38%	N=89	47%	N=111	12%	N=28	3%	N=8	100%	N=235
Overall quality of new development in Scottsdale	25%	N=57	53%	N=119	16%	N=37	5%	N=12	100%	N=225
Opportunities to participate in social events and activities	29%	N=64	52%	N=118	16%	N=36	3%	N=6	100%	N=224
Opportunities to volunteer	29%	N=54	50%	N=92	19%	N=35	2%	N=4	100%	N=185
Opportunities to participate in community matters	24%	N=42	42%	N=74	31%	N=54	4%	N=6	100%	N=176
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=31	42%	N=83	33%	N=65	10%	N=19	100%	N=199
Neighborliness of residents in Scottsdale	15%	N=36	43%	N=100	31%	N=74	10%	N=25	100%	N=235

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	15%	N=36	85%	N=208	100%	N=244
Made efforts to make your home more energy efficient	21%	N=51	79%	N=192	100%	N=243
Observed a code violation or other hazard in Scottsdale	58%	N=141	42%	N=101	100%	N=242
Household member was a victim of a crime in Scottsdale	90%	N=218	10%	N=24	100%	N=242
Reported a crime to the police in Scottsdale	85%	N=207	15%	N=37	100%	N=243
Stocked supplies in preparation for an emergency	82%	N=199	18%	N=43	100%	N=243
Campaigned or advocated for an issue, cause or candidate	79%	N=192	21%	N=51	100%	N=243
Contacted Scottsdale (in-person, phone, email or web) for help or information	61%	N=147	39%	N=96	100%	N=243
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	89%	N=216	11%	N=27	100%	N=243

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Scottsdale recreation centers or their services	15%	N=35	25%	N=60	27%	N=65	34%	N=81	100%	N=240
Visited a neighborhood park or City park	26%	N=62	28%	N=69	28%	N=69	18%	N=44	100%	N=244
Used Scottsdale public libraries or their services	10%	N=23	21%	N=51	29%	N=70	40%	N=98	100%	N=242
Participated in religious or spiritual activities in Scottsdale	9%	N=23	16%	N=38	16%	N=39	58%	N=140	100%	N=240
Attended a City-sponsored event	1%	N=3	5%	N=13	39%	N=95	54%	N=132	100%	N=243
Used bus or other public transportation instead of driving	2%	N=6	3%	N=8	12%	N=30	82%	N=201	100%	N=244
Carpooled with other adults or children instead of driving alone	12%	N=28	16%	N=40	17%	N=41	55%	N=134	100%	N=243
Walked or biked instead of driving	17%	N=41	21%	N=51	17%	N=43	45%	N=109	100%	N=244
Volunteered your time to some group/activity in Scottsdale	4%	N=9	10%	N=24	23%	N=56	63%	N=154	100%	N=243
Participated in a club	5%	N=13	9%	N=21	17%	N=40	69%	N=166	100%	N=241
Talked to or visited with your immediate neighbors	37%	N=90	29%	N=70	23%	N=55	12%	N=28	100%	N=243
Done a favor for a neighbor	16%	N=40	27%	N=65	32%	N=78	24%	N=59	100%	N=243
Visited or used a City pool	4%	N=10	5%	N=11	10%	N=23	81%	N=196	100%	N=240
Used a City fitness facility	7%	N=18	8%	N=19	11%	N=26	74%	N=181	100%	N=243

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=1	2%	N=4	13%	N=30	85%	N=206	100%	N=242
Watched (online or on television) a local public meeting	1%	N=1	4%	N=10	16%	N=38	80%	N=193	100%	N=242

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Table 10: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	47%	N=101	43%	N=92	5%	N=11	5%	N=10	100%	N=215
Fire services	61%	N=107	37%	N=65	3%	N=5	0%	N=0	100%	N=177
Ambulance or emergency medical services	57%	N=91	40%	N=65	2%	N=4	0%	N=0	100%	N=161
Crime prevention	35%	N=62	51%	N=91	13%	N=23	1%	N=2	100%	N=178
Fire prevention and education	35%	N=51	51%	N=75	13%	N=18	1%	N=1	100%	N=145
Traffic enforcement	23%	N=50	51%	N=109	21%	N=45	5%	N=10	100%	N=214
Street repair	18%	N=42	48%	N=110	24%	N=54	10%	N=23	100%	N=231
Street cleaning	32%	N=74	45%	N=105	19%	N=44	4%	N=9	100%	N=231
Street lighting	26%	N=61	52%	N=122	16%	N=37	6%	N=15	100%	N=235
Sidewalk maintenance	27%	N=62	49%	N=111	19%	N=43	4%	N=10	100%	N=226
Traffic signal timing	17%	N=40	42%	N=98	32%	N=76	9%	N=21	100%	N=235
Bus or transit services	20%	N=20	37%	N=37	26%	N=26	17%	N=17	100%	N=100
Garbage collection	43%	N=97	47%	N=105	6%	N=13	4%	N=9	100%	N=224
Recycling	43%	N=93	40%	N=87	9%	N=19	9%	N=19	100%	N=218
Yard waste pick-up	39%	N=67	38%	N=64	18%	N=30	5%	N=9	100%	N=170
Storm drainage	21%	N=42	48%	N=95	19%	N=37	11%	N=22	100%	N=196
Drinking water	19%	N=43	39%	N=88	22%	N=49	20%	N=45	100%	N=225
Sewer services	27%	N=52	57%	N=109	14%	N=26	2%	N=5	100%	N=191
Utility billing	23%	N=50	56%	N=124	15%	N=32	6%	N=14	100%	N=221
City parks	50%	N=109	46%	N=100	5%	N=10	0%	N=0	100%	N=219
Recreation programs or classes	44%	N=75	46%	N=78	9%	N=16	0%	N=0	100%	N=169
Recreation centers or facilities	43%	N=75	50%	N=89	5%	N=9	2%	N=3	100%	N=176
Land use, planning and zoning	20%	N=35	49%	N=84	23%	N=40	7%	N=13	100%	N=171
Code enforcement (weeds, abandoned buildings, etc.)	23%	N=41	51%	N=91	22%	N=39	4%	N=7	100%	N=177
Animal control	22%	N=36	58%	N=97	16%	N=26	5%	N=8	100%	N=167
Economic development	21%	N=39	52%	N=96	23%	N=43	4%	N=7	100%	N=185
Public library services	51%	N=96	43%	N=82	5%	N=10	1%	N=2	100%	N=190
Public information services	27%	N=44	56%	N=91	13%	N=21	3%	N=6	100%	N=162
Cable television	21%	N=39	44%	N=80	24%	N=44	12%	N=21	100%	N=185
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	23%	N=26	48%	N=55	17%	N=19	12%	N=14	100%	N=115
Preservation of natural areas such as open space, farmlands and greenbelts	32%	N=67	45%	N=93	17%	N=36	6%	N=12	100%	N=208
Scottsdale McDowell Sonoran Preserve	57%	N=85	39%	N=58	5%	N=7	0%	N=0	100%	N=150
City-sponsored special events	27%	N=37	55%	N=75	18%	N=25	1%	N=1	100%	N=138
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	30%	N=53	51%	N=90	18%	N=32	1%	N=2	100%	N=177
Scottsdale Web site (www.ScottsdaleAZ.gov)	24%	N=32	59%	N=80	13%	N=17	4%	N=6	100%	N=135
City Cable Channel 11	20%	N=15	53%	N=41	20%	N=16	7%	N=5	100%	N=77
Water services provided by City of Scottsdale Water Resources Department	22%	N=43	43%	N=84	28%	N=53	7%	N=13	100%	N=193
Drinking water taste	13%	N=29	31%	N=71	26%	N=59	30%	N=68	100%	N=227

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Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Scottsdale	30%	N=69	57%	N=132	11%	N=26	2%	N=5	100%	N=232
The Federal Government	10%	N=21	24%	N=51	37%	N=79	29%	N=61	100%	N=212
The State Government	9%	N=20	34%	N=73	40%	N=86	16%	N=34	100%	N=213
Maricopa County Government	10%	N=20	41%	N=81	36%	N=71	12%	N=24	100%	N=197

Table 12: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Scottsdale	18%	N=39	53%	N=117	25%	N=55	5%	N=11	100%	N=222
The overall direction that Scottsdale is taking	11%	N=26	61%	N=138	22%	N=50	5%	N=12	100%	N=226
The job Scottsdale government does at welcoming citizen involvement	13%	N=24	39%	N=75	38%	N=71	10%	N=19	100%	N=189
Overall confidence in Scottsdale government	11%	N=23	48%	N=103	32%	N=69	8%	N=18	100%	N=213
Generally acting in the best interest of the community	13%	N=28	46%	N=97	31%	N=65	10%	N=20	100%	N=210
Being honest	15%	N=27	38%	N=70	36%	N=66	10%	N=19	100%	N=182
Treating all residents fairly	13%	N=25	44%	N=86	32%	N=61	11%	N=21	100%	N=192

Table 13: Question 13a

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Walked or hiked in the Preserve	5%	N=13	18%	N=43	27%	N=67	50%	N=122	100%	N=245
Rode a mountain bike in the Preserve	4%	N=9	4%	N=11	6%	N=15	86%	N=210	100%	N=244
Rock climbed in the Preserve	0%	N=1	2%	N=5	4%	N=10	94%	N=228	100%	N=244
Ridden a horse in the Preserve	1%	N=3	1%	N=2	2%	N=6	96%	N=233	100%	N=243
Visited a Preserve trailhead	4%	N=11	12%	N=29	24%	N=59	60%	N=146	100%	N=245
Taken out of town visitors on any of these activities in the Preserve	4%	N=10	3%	N=8	30%	N=72	63%	N=154	100%	N=243

Table 14: Question 13b

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree or disagree		Somewhat disagree		Strongly disagree		Total	
The City of Scottsdale should do more to promote water conservation among residents	33%	N=79	35%	N=82	26%	N=62	6%	N=14	0%	N=0	100%	N=237
My household could do more to conserve water	16%	N=38	43%	N=104	22%	N=52	12%	N=29	7%	N=18	100%	N=241
My neighbors could do more to conserve water	25%	N=51	36%	N=74	26%	N=53	8%	N=17	4%	N=9	100%	N=204

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Table 15: Question 13c

Which of the following, if any, do you use to watch Scottsdale City Cable Channel 11 programming? (Mark all that apply.)	Percent	Number
Cable TV	28%	N=60
Web streaming	4%	N=8
YouTube	1%	N=2
I don't watch Scottsdale City Cable Channel 11 programming	71%	N=155

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

Table 16: Question 13d

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
	Percent	N	Percent	N	Percent	N	Percent	N
Utility bill	26%	N=63	41%	N=100	33%	N=79	100%	N=242
Parks and Recreation brochure	26%	N=62	36%	N=86	38%	N=92	100%	N=240
City website	22%	N=51	33%	N=78	45%	N=108	100%	N=237
Email subscription or newsletter	10%	N=25	18%	N=42	72%	N=169	100%	N=236
City Cable Channel 11	7%	N=17	22%	N=52	71%	N=168	100%	N=236
Local newspapers	32%	N=77	33%	N=80	35%	N=86	100%	N=243
Facebook	7%	N=16	15%	N=35	79%	N=185	100%	N=236
Twitter	2%	N=6	7%	N=16	90%	N=210	100%	N=233
Word of mouth	35%	N=85	48%	N=117	17%	N=41	100%	N=242

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	7%	N=17	4%	N=10	8%	N=20	17%	N=41	64%	N=155	100%	N=244
Purchase goods or services from a business located in Scottsdale	0%	N=0	0%	N=0	12%	N=30	60%	N=146	27%	N=67	100%	N=244
Eat at least 5 portions of fruits and vegetables a day	1%	N=3	13%	N=31	34%	N=81	34%	N=81	18%	N=44	100%	N=239
Participate in moderate or vigorous physical activity	1%	N=3	9%	N=22	29%	N=70	33%	N=80	28%	N=67	100%	N=241
Read or watch local news (via television, paper, computer, etc.)	6%	N=14	12%	N=29	18%	N=44	29%	N=72	35%	N=85	100%	N=243
Vote in local elections	10%	N=25	6%	N=14	11%	N=26	26%	N=63	47%	N=113	100%	N=241

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	26%	N=63
Very good	46%	N=112
Good	24%	N=58
Fair	3%	N=8
Poor	1%	N=2
Total	100%	N=244

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Table 19: 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	6%	N=13
Somewhat positive	28%	N=68
Neutral	47%	N=112
Somewhat negative	17%	N=41
Very negative	2%	N=6
Total	100%	N=240

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	59%	N=144
Working part time for pay	9%	N=23
Unemployed, looking for paid work	3%	N=7
Unemployed, not looking for paid work	3%	N=8
Fully retired	26%	N=63
Total	100%	N=244

Table 21: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	32%	N=74
Yes, from home	9%	N=22
No	59%	N=137
Total	100%	N=233

Table 22: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	15%	N=36
2 to 5 years	16%	N=38
6 to 10 years	15%	N=35
11 to 20 years	26%	N=62
More than 20 years	29%	N=71
Total	100%	N=243

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Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	60%	N=146
Building with two or more homes (duplex, townhome, apartment or condominium)	38%	N=93
Mobile home	0%	N=0
Other	2%	N=6
Total	100%	N=244

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	31%	N=76
Owned	69%	N=166
Total	100%	N=242

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=9
\$300 to \$599 per month	9%	N=21
\$600 to \$999 per month	19%	N=43
\$1,000 to \$1,499 per month	33%	N=77
\$1,500 to \$2,499 per month	18%	N=42
\$2,500 or more per month	17%	N=39
Total	100%	N=231

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=178
Yes	26%	N=64
Total	100%	N=242

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	68%	N=165
Yes	32%	N=77
Total	100%	N=242

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Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	6%	N=13
\$25,000 to \$49,999	19%	N=41
\$50,000 to \$99,999	35%	N=77
\$100,000 to \$149,999	21%	N=46
\$150,000 or more	20%	N=43
Total	100%	N=221

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	94%	N=227
Yes, I consider myself to be Spanish, Hispanic or Latino	6%	N=14
Total	100%	N=241

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=4
Asian, Asian Indian or Pacific Islander	3%	N=7
Black or African American	0%	N=1
White	93%	N=224
Other	3%	N=8

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

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=12
25 to 34 years	17%	N=41
35 to 44 years	14%	N=33
45 to 54 years	21%	N=49
55 to 64 years	15%	N=35
65 to 74 years	14%	N=34
75 years or older	14%	N=34
Total	100%	N=238

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Table 32: Question D16

What is your sex?	Percent	Number
Female	52%	N=125
Male	48%	N=114
Total	100%	N=239

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	54%	N=132
Land line	23%	N=56
Both	23%	N=55
Total	100%	N=243

Responses including “don’t know”

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

Table 34: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Scottsdale as a place to live	67%	N=163	31%	N=76	2%	N=4	0%	N=1	0%	N=0	100%	N=244
Your neighborhood as a place to live	53%	N=129	41%	N=100	5%	N=13	1%	N=3	0%	N=0	100%	N=245
Scottsdale as a place to raise children	35%	N=86	39%	N=94	5%	N=13	1%	N=3	20%	N=48	100%	N=244
Scottsdale as a place to work	38%	N=91	28%	N=67	10%	N=24	1%	N=2	24%	N=57	100%	N=241
Scottsdale as a place to visit	63%	N=153	30%	N=73	6%	N=15	0%	N=0	1%	N=3	100%	N=243
Scottsdale as a place to retire	51%	N=124	31%	N=74	8%	N=18	0%	N=1	10%	N=25	100%	N=243
The overall quality of life in Scottsdale	53%	N=130	44%	N=109	2%	N=5	0%	N=1	0%	N=1	100%	N=246

Table 35: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Scottsdale	43%	N=106	51%	N=125	6%	N=14	0%	N=0	0%	N=1	100%	N=246
Overall ease of getting to the places you usually have to visit	37%	N=91	50%	N=122	11%	N=26	3%	N=6	0%	N=0	100%	N=246
Quality of overall natural environment in Scottsdale	45%	N=110	44%	N=109	10%	N=24	1%	N=2	0%	N=0	100%	N=246
Overall built environment of Scottsdale (including overall design, buildings, parks and transportation systems)	34%	N=84	46%	N=112	16%	N=40	2%	N=6	1%	N=3	100%	N=245
Health and wellness opportunities in Scottsdale	46%	N=113	41%	N=101	6%	N=16	1%	N=2	5%	N=12	100%	N=244
Overall opportunities for education and enrichment	32%	N=79	42%	N=103	13%	N=32	3%	N=8	9%	N=21	100%	N=243
Overall economic health of Scottsdale	23%	N=55	54%	N=132	15%	N=36	2%	N=6	6%	N=15	100%	N=244
Sense of community	15%	N=37	38%	N=92	37%	N=89	8%	N=19	2%	N=5	100%	N=243
Overall image or reputation of Scottsdale	46%	N=112	45%	N=111	7%	N=18	2%	N=4	0%	N=0	100%	N=245

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Scottsdale to someone who asks	77%	N=188	19%	N=46	3%	N=7	1%	N=3	0%	N=0	100%	N=243
Remain in Scottsdale for the next five years	72%	N=176	21%	N=50	3%	N=7	3%	N=8	1%	N=2	100%	N=244

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	81%	N=197	16%	N=38	2%	N=5	1%	N=2	0%	N=0	0%	N=0	100%	N=243
In Scottsdale's downtown/commercial area during the day	66%	N=160	28%	N=68	2%	N=4	1%	N=2	0%	N=0	4%	N=9	100%	N=243

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Table 38: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	11%	N=27	50%	N=124	31%	N=76	7%	N=18	1%	N=1	100%	N=246
Ease of public parking	18%	N=45	45%	N=111	29%	N=71	6%	N=15	2%	N=4	100%	N=246
Ease of travel by car in Scottsdale	18%	N=44	56%	N=138	20%	N=49	4%	N=9	2%	N=5	100%	N=244
Ease of travel by public transportation in Scottsdale	7%	N=16	15%	N=35	17%	N=40	15%	N=35	47%	N=111	100%	N=236
Ease of travel by bicycle in Scottsdale	19%	N=47	28%	N=67	18%	N=43	3%	N=8	32%	N=77	100%	N=242
Ease of walking in Scottsdale	34%	N=82	45%	N=109	11%	N=27	3%	N=7	8%	N=19	100%	N=245
Availability of paths and walking trails	40%	N=98	43%	N=105	9%	N=22	1%	N=3	7%	N=16	100%	N=244
Air quality	19%	N=46	43%	N=106	28%	N=67	8%	N=20	2%	N=4	100%	N=243
Cleanliness of Scottsdale	40%	N=99	50%	N=123	8%	N=19	1%	N=3	0%	N=0	100%	N=244
Overall appearance of Scottsdale	44%	N=107	52%	N=127	4%	N=11	0%	N=0	0%	N=0	100%	N=245
Public places where people want to spend time	39%	N=95	48%	N=117	10%	N=24	2%	N=4	2%	N=5	100%	N=245
Variety of housing options	26%	N=64	42%	N=103	23%	N=56	5%	N=12	4%	N=10	100%	N=245
Availability of affordable quality housing	16%	N=38	28%	N=68	35%	N=86	10%	N=25	10%	N=25	100%	N=243
Fitness opportunities (including exercise classes and paths or trails, etc.)	43%	N=106	43%	N=105	10%	N=24	1%	N=2	3%	N=8	100%	N=245
Recreational opportunities	43%	N=104	44%	N=107	10%	N=23	1%	N=2	3%	N=8	100%	N=244
Availability of affordable quality food	37%	N=90	44%	N=108	16%	N=40	3%	N=7	0%	N=1	100%	N=246
Availability of affordable quality health care	35%	N=86	37%	N=90	15%	N=36	6%	N=14	8%	N=19	100%	N=246
Availability of preventive health services	36%	N=88	38%	N=94	12%	N=30	3%	N=7	10%	N=26	100%	N=245
Availability of affordable quality mental health care	10%	N=25	15%	N=37	12%	N=28	5%	N=11	58%	N=141	100%	N=243

Table 39: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	7%	N=16	15%	N=36	11%	N=25	2%	N=6	65%	N=157	100%	N=240
K-12 education	16%	N=38	26%	N=63	10%	N=23	3%	N=7	45%	N=108	100%	N=239
Adult educational opportunities	15%	N=37	37%	N=89	16%	N=38	1%	N=2	31%	N=76	100%	N=242
Opportunities to attend cultural/arts/music activities	35%	N=83	49%	N=117	9%	N=23	2%	N=4	5%	N=12	100%	N=239
Opportunities to participate in religious or spiritual events and activities	30%	N=72	39%	N=94	4%	N=10	1%	N=3	25%	N=61	100%	N=241
Employment opportunities	12%	N=29	38%	N=91	21%	N=51	3%	N=7	25%	N=60	100%	N=240
Shopping opportunities	69%	N=167	25%	N=61	4%	N=10	0%	N=0	1%	N=3	100%	N=241
Cost of living in Scottsdale	11%	N=26	41%	N=98	39%	N=94	10%	N=23	0%	N=1	100%	N=242
Overall quality of business and service establishments in Scottsdale	34%	N=81	54%	N=131	10%	N=23	1%	N=3	2%	N=4	100%	N=242
Vibrant downtown/commercial area	37%	N=89	46%	N=111	11%	N=28	3%	N=8	2%	N=5	100%	N=240
Overall quality of new development in Scottsdale	23%	N=57	49%	N=119	15%	N=37	5%	N=12	8%	N=18	100%	N=243
Opportunities to participate in social events and activities	27%	N=64	49%	N=118	15%	N=36	3%	N=6	7%	N=16	100%	N=241
Opportunities to volunteer	23%	N=54	38%	N=92	15%	N=35	2%	N=4	23%	N=54	100%	N=239
Opportunities to participate in community matters	18%	N=42	31%	N=74	23%	N=54	3%	N=6	26%	N=61	100%	N=237
Openness and acceptance of the community toward people of diverse backgrounds	13%	N=31	35%	N=83	27%	N=65	8%	N=19	17%	N=42	100%	N=240
Neighborliness of residents in Scottsdale	15%	N=36	41%	N=100	30%	N=74	10%	N=25	3%	N=7	100%	N=242

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Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	15%	N=36	85%	N=208	100%	N=244
Made efforts to make your home more energy efficient	21%	N=51	79%	N=192	100%	N=243
Observed a code violation or other hazard in Scottsdale	58%	N=141	42%	N=101	100%	N=242
Household member was a victim of a crime in Scottsdale	90%	N=218	10%	N=24	100%	N=242
Reported a crime to the police in Scottsdale	85%	N=207	15%	N=37	100%	N=243
Stocked supplies in preparation for an emergency	82%	N=199	18%	N=43	100%	N=243
Campaigned or advocated for an issue, cause or candidate	79%	N=192	21%	N=51	100%	N=243
Contacted Scottsdale (in-person, phone, email or web) for help or information	61%	N=147	39%	N=96	100%	N=243
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	89%	N=216	11%	N=27	100%	N=243

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Scottsdale recreation centers or their services	15%	N=35	25%	N=60	27%	N=65	34%	N=81	100%	N=240
Visited a neighborhood park or City park	26%	N=62	28%	N=69	28%	N=69	18%	N=44	100%	N=244
Used Scottsdale public libraries or their services	10%	N=23	21%	N=51	29%	N=70	40%	N=98	100%	N=242
Participated in religious or spiritual activities in Scottsdale	9%	N=23	16%	N=38	16%	N=39	58%	N=140	100%	N=240
Attended a City-sponsored event	1%	N=3	5%	N=13	39%	N=95	54%	N=132	100%	N=243
Used bus or other public transportation instead of driving	2%	N=6	3%	N=8	12%	N=30	82%	N=201	100%	N=244
Carpooled with other adults or children instead of driving alone	12%	N=28	16%	N=40	17%	N=41	55%	N=134	100%	N=243
Walked or biked instead of driving	17%	N=41	21%	N=51	17%	N=43	45%	N=109	100%	N=244
Volunteered your time to some group/activity in Scottsdale	4%	N=9	10%	N=24	23%	N=56	63%	N=154	100%	N=243
Participated in a club	5%	N=13	9%	N=21	17%	N=40	69%	N=166	100%	N=241
Talked to or visited with your immediate neighbors	37%	N=90	29%	N=70	23%	N=55	12%	N=28	100%	N=243
Done a favor for a neighbor	16%	N=40	27%	N=65	32%	N=78	24%	N=59	100%	N=243
Visited or used a City pool	4%	N=10	5%	N=11	10%	N=23	81%	N=196	100%	N=240
Used a City fitness facility	7%	N=18	8%	N=19	11%	N=26	74%	N=181	100%	N=243

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=1	2%	N=4	13%	N=30	85%	N=206	100%	N=242
Watched (online or on television) a local public meeting	1%	N=1	4%	N=10	16%	N=38	80%	N=193	100%	N=242

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Table 43: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	42%	N=101	38%	N=92	5%	N=11	4%	N=10	11%	N=26	100%	N=241
Fire services	45%	N=107	27%	N=65	2%	N=5	0%	N=0	26%	N=61	100%	N=239
Ambulance or emergency medical services	38%	N=91	27%	N=65	2%	N=4	0%	N=0	33%	N=79	100%	N=240
Crime prevention	26%	N=62	38%	N=91	10%	N=23	1%	N=2	25%	N=59	100%	N=237
Fire prevention and education	21%	N=51	31%	N=75	8%	N=18	1%	N=1	39%	N=94	100%	N=239
Traffic enforcement	21%	N=50	45%	N=109	19%	N=45	4%	N=10	11%	N=27	100%	N=241
Street repair	18%	N=42	46%	N=110	23%	N=54	10%	N=23	3%	N=8	100%	N=239
Street cleaning	31%	N=74	43%	N=105	18%	N=44	4%	N=9	4%	N=9	100%	N=241
Street lighting	25%	N=61	51%	N=122	15%	N=37	6%	N=15	2%	N=6	100%	N=240
Sidewalk maintenance	26%	N=62	46%	N=111	18%	N=43	4%	N=10	6%	N=14	100%	N=240
Traffic signal timing	16%	N=40	41%	N=98	31%	N=76	9%	N=21	3%	N=6	100%	N=241
Bus or transit services	8%	N=20	15%	N=37	11%	N=26	7%	N=17	58%	N=138	100%	N=238
Garbage collection	40%	N=97	44%	N=105	6%	N=13	4%	N=9	7%	N=16	100%	N=240
Recycling	39%	N=93	36%	N=87	8%	N=19	8%	N=19	9%	N=22	100%	N=241
Yard waste pick-up	28%	N=67	27%	N=64	13%	N=30	4%	N=9	29%	N=71	100%	N=241
Storm drainage	17%	N=42	40%	N=95	15%	N=37	9%	N=22	18%	N=44	100%	N=240
Drinking water	18%	N=43	37%	N=88	20%	N=49	18%	N=45	7%	N=16	100%	N=241
Sewer services	22%	N=52	46%	N=109	11%	N=26	2%	N=5	20%	N=48	100%	N=239
Utility billing	21%	N=50	52%	N=124	13%	N=32	6%	N=14	8%	N=20	100%	N=240
City parks	45%	N=109	42%	N=100	4%	N=10	0%	N=0	9%	N=21	100%	N=240
Recreation programs or classes	31%	N=75	33%	N=78	7%	N=16	0%	N=0	29%	N=70	100%	N=239
Recreation centers or facilities	32%	N=75	37%	N=89	4%	N=9	1%	N=3	26%	N=61	100%	N=237
Land use, planning and zoning	14%	N=35	35%	N=84	17%	N=40	5%	N=13	29%	N=69	100%	N=240
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=41	38%	N=91	16%	N=39	3%	N=7	26%	N=61	100%	N=238
Animal control	15%	N=36	40%	N=97	11%	N=26	3%	N=8	30%	N=73	100%	N=240
Economic development	16%	N=39	41%	N=96	18%	N=43	3%	N=7	22%	N=52	100%	N=237
Public library services	40%	N=96	34%	N=82	4%	N=10	1%	N=2	21%	N=50	100%	N=240
Public information services	18%	N=44	38%	N=91	9%	N=21	2%	N=6	32%	N=77	100%	N=238
Cable television	16%	N=39	34%	N=80	18%	N=44	9%	N=21	23%	N=55	100%	N=239
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=26	23%	N=55	8%	N=19	6%	N=14	52%	N=125	100%	N=240
Preservation of natural areas such as open space, farmlands and greenbelts	28%	N=67	39%	N=93	15%	N=36	5%	N=12	13%	N=32	100%	N=240
Scottsdale McDowell Sonoran Preserve	36%	N=85	24%	N=58	3%	N=7	0%	N=0	36%	N=86	100%	N=236
City-sponsored special events	16%	N=37	32%	N=75	11%	N=25	0%	N=1	42%	N=98	100%	N=235
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	22%	N=53	38%	N=90	14%	N=32	1%	N=2	26%	N=62	100%	N=238
Scottsdale Web site (www.ScottsdaleAZ.gov)	14%	N=32	34%	N=80	7%	N=17	2%	N=6	42%	N=99	100%	N=234
City Cable Channel 11	7%	N=15	18%	N=41	7%	N=16	2%	N=5	66%	N=150	100%	N=227
Water services provided by City of Scottsdale Water Resources Department	18%	N=43	36%	N=84	23%	N=53	6%	N=13	18%	N=42	100%	N=236
Drinking water taste	12%	N=29	30%	N=71	25%	N=59	29%	N=68	5%	N=11	100%	N=238

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Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Scottsdale	29%	N=69	55%	N=132	11%	N=26	2%	N=5	4%	N=10	100%	N=242
The Federal Government	9%	N=21	21%	N=51	33%	N=79	26%	N=61	12%	N=28	100%	N=241
The State Government	8%	N=20	30%	N=73	36%	N=86	14%	N=34	12%	N=29	100%	N=242
Maricopa County Government	8%	N=20	34%	N=81	30%	N=71	10%	N=24	18%	N=43	100%	N=241

Table 45: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Scottsdale	16%	N=39	48%	N=117	23%	N=55	5%	N=11	9%	N=21	100%	N=243
The overall direction that Scottsdale is taking	11%	N=26	57%	N=138	21%	N=50	5%	N=12	7%	N=18	100%	N=243
The job Scottsdale government does at welcoming citizen involvement	10%	N=24	31%	N=75	29%	N=71	8%	N=19	22%	N=54	100%	N=243
Overall confidence in Scottsdale government	10%	N=23	42%	N=103	29%	N=69	7%	N=18	12%	N=29	100%	N=242
Generally acting in the best interest of the community	12%	N=28	40%	N=97	27%	N=65	8%	N=20	14%	N=34	100%	N=244
Being honest	11%	N=27	29%	N=70	27%	N=66	8%	N=19	25%	N=60	100%	N=242
Treating all residents fairly	10%	N=25	35%	N=86	25%	N=61	9%	N=21	20%	N=49	100%	N=242

Table 46: Question 13a

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Walked or hiked in the Preserve	5%	N=13	18%	N=43	27%	N=67	50%	N=122	100%	N=245
Rode a mountain bike in the Preserve	4%	N=9	4%	N=11	6%	N=15	86%	N=210	100%	N=244
Rock climbed in the Preserve	0%	N=1	2%	N=5	4%	N=10	94%	N=228	100%	N=244
Ridden a horse in the Preserve	1%	N=3	1%	N=2	2%	N=6	96%	N=233	100%	N=243
Visited a Preserve trailhead	4%	N=11	12%	N=29	24%	N=59	60%	N=146	100%	N=245
Taken out of town visitors on any of these activities in the Preserve	4%	N=10	3%	N=8	30%	N=72	63%	N=154	100%	N=243

Table 47: Question 13b

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree or disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
The City of Scottsdale should do more to promote water conservation among residents	32%	N=79	33%	N=82	25%	N=62	5%	N=14	0%	N=0	4%	N=9	100%	N=246
My household could do more to conserve water	16%	N=38	43%	N=104	21%	N=52	12%	N=29	7%	N=18	1%	N=4	100%	N=244
My neighbors could do more to conserve water	21%	N=51	30%	N=74	22%	N=53	7%	N=17	3%	N=9	17%	N=41	100%	N=246

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Table 48: Question 13c

Which of the following, if any, do you use to watch Scottsdale City Cable Channel 11 programming? (Mark all that apply.)	Percent	Number
Cable TV	26%	N=60
Web streaming	4%	N=8
YouTube	1%	N=2
I don't watch Scottsdale City Cable Channel 11 programming	66%	N=155
Don't know	8%	N=19

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

Table 49: Question 13d

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
	Percent	N	Percent	N	Percent	N	Percent	N
Utility bill	26%	N=63	41%	N=100	33%	N=79	100%	N=242
Parks and Recreation brochure	26%	N=62	36%	N=86	38%	N=92	100%	N=240
City website	22%	N=51	33%	N=78	45%	N=108	100%	N=237
Email subscription or newsletter	10%	N=25	18%	N=42	72%	N=169	100%	N=236
City Cable Channel 11	7%	N=17	22%	N=52	71%	N=168	100%	N=236
Local newspapers	32%	N=77	33%	N=80	35%	N=86	100%	N=243
Facebook	7%	N=16	15%	N=35	79%	N=185	100%	N=236
Twitter	2%	N=6	7%	N=16	90%	N=210	100%	N=233
Word of mouth	35%	N=85	48%	N=117	17%	N=41	100%	N=242

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	7%	N=17	4%	N=10	8%	N=20	17%	N=41	64%	N=155	100%	N=244
Purchase goods or services from a business located in Scottsdale	0%	N=0	0%	N=0	12%	N=30	60%	N=146	27%	N=67	100%	N=244
Eat at least 5 portions of fruits and vegetables a day	1%	N=3	13%	N=31	34%	N=81	34%	N=81	18%	N=44	100%	N=239
Participate in moderate or vigorous physical activity	1%	N=3	9%	N=22	29%	N=70	33%	N=80	28%	N=67	100%	N=241
Read or watch local news (via television, paper, computer, etc.)	6%	N=14	12%	N=29	18%	N=44	29%	N=72	35%	N=85	100%	N=243
Vote in local elections	10%	N=25	6%	N=14	11%	N=26	26%	N=63	47%	N=113	100%	N=241

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	26%	N=63
Very good	46%	N=112
Good	24%	N=58
Fair	3%	N=8
Poor	1%	N=2
Total	100%	N=244

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Table 52: 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	6%	N=13
Somewhat positive	28%	N=68
Neutral	47%	N=112
Somewhat negative	17%	N=41
Very negative	2%	N=6
Total	100%	N=240

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	59%	N=144
Working part time for pay	9%	N=23
Unemployed, looking for paid work	3%	N=7
Unemployed, not looking for paid work	3%	N=8
Fully retired	26%	N=63
Total	100%	N=244

Table 54: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	32%	N=74
Yes, from home	9%	N=22
No	59%	N=137
Total	100%	N=233

Table 55: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	15%	N=36
2 to 5 years	16%	N=38
6 to 10 years	15%	N=35
11 to 20 years	26%	N=62
More than 20 years	29%	N=71
Total	100%	N=243

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Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	60%	N=146
Building with two or more homes (duplex, townhome, apartment or condominium)	38%	N=93
Mobile home	0%	N=0
Other	2%	N=6
Total	100%	N=244

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	31%	N=76
Owned	69%	N=166
Total	100%	N=242

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=9
\$300 to \$599 per month	9%	N=21
\$600 to \$999 per month	19%	N=43
\$1,000 to \$1,499 per month	33%	N=77
\$1,500 to \$2,499 per month	18%	N=42
\$2,500 or more per month	17%	N=39
Total	100%	N=231

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=178
Yes	26%	N=64
Total	100%	N=242

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	68%	N=165
Yes	32%	N=77
Total	100%	N=242

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Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	6%	N=13
\$25,000 to \$49,999	19%	N=41
\$50,000 to \$99,999	35%	N=77
\$100,000 to \$149,999	21%	N=46
\$150,000 or more	20%	N=43
Total	100%	N=221

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	94%	N=227
Yes, I consider myself to be Spanish, Hispanic or Latino	6%	N=14
Total	100%	N=241

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=4
Asian, Asian Indian or Pacific Islander	3%	N=7
Black or African American	0%	N=1
White	93%	N=224
Other	3%	N=8

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

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=12
25 to 34 years	17%	N=41
35 to 44 years	14%	N=33
45 to 54 years	21%	N=49
55 to 64 years	15%	N=35
65 to 74 years	14%	N=34
75 years or older	14%	N=34
Total	100%	N=238

Table 65: Question D16

What is your sex?	Percent	Number
Female	52%	N=125
Male	48%	N=114
Total	100%	N=239

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	54%	N=132
Land line	23%	N=56
Both	23%	N=55
Total	100%	N=243

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Scottsdale chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Scottsdale’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Scottsdale’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Scottsdale’s rating to the benchmark.

In that final column, Scottsdale’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Scottsdale residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Scottsdale	98%	21	404	Higher
Overall image or reputation of Scottsdale	91%	27	299	Higher
Scottsdale as a place to live	98%	17	333	Higher
Your neighborhood as a place to live	93%	25	265	Higher
Scottsdale as a place to raise children	92%	94	330	Similar
Scottsdale as a place to retire	91%	6	313	Much higher
Overall appearance of Scottsdale	96%	15	304	Higher

Table 68: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Scottsdale	87%	51	376	Similar
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	80%	136	322	Similar
Value of services for the taxes paid to Scottsdale	70%	35	355	Higher
Overall direction that Scottsdale is taking	72%	62	290	Similar
Job Scottsdale government does at welcoming citizen involvement	52%	117	270	Similar
Overall confidence in Scottsdale government	59%	9	19	Similar
Generally acting in the best interest of the community	60%	8	18	Similar
Being honest	53%	9	18	Similar
Treating all residents fairly	57%	9	18	Similar
Services provided by the Federal Government	34%	174	221	Similar

Table 69: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	90%	44	375	Similar
	Fire services	97%	19	317	Similar
	Ambulance or emergency medical services	97%	25	295	Similar
	Crime prevention	87%	26	306	Higher
	Fire prevention and education	88%	50	250	Similar
	Animal control	79%	29	287	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	83	245	Similar
Mobility	Traffic enforcement	76%	45	328	Similar
	Street repair	66%	71	385	Higher
	Street cleaning	76%	24	254	Higher
	Street lighting	77%	25	285	Higher
	Sidewalk maintenance	75%	12	259	Higher
	Traffic signal timing	60%	30	220	Similar
	Bus or transit services	56%	91	194	Similar
Natural Environment	Garbage collection	89%	74	315	Similar
	Recycling	81%	137	319	Similar
	Yard waste pick-up	76%	66	225	Similar
	Drinking water	59%	222	287	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	78%	27	227	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Scottsdale open space	95%	2	36	Much higher
	Storm drainage	69%	126	318	Similar
	Sewer services	84%	76	269	Similar
	Utility billing	79%	10	32	Similar
	Land use, planning and zoning	70%	11	255	Higher
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	74%	10	317	Higher
	Cable television	64%	35	174	Similar
Economy	Economic development	72%	16	251	Higher
Recreation and Wellness	City parks	95%	26	284	Higher
	Recreation programs or classes	91%	8	289	Higher
	Recreation centers or facilities	93%	14	241	Higher
Education and Enrichment	City-sponsored special events	81%	6	22	Similar
	Public library services	94%	35	303	Similar
Community Engagement	Public information services	82%	28	241	Similar

Table 70: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	54%	186	269	Similar
Recommend living in Scottsdale to someone who asks	96%	25	225	Higher
Remain in Scottsdale for the next five years	94%	6	225	Higher
Contacted Scottsdale (in-person, phone, email or web) for help or information	39%	217	256	Lower

Table 71: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	18%	15	15	Lower
	Did NOT report a crime to the police	85%	4	17	Similar
	Household member was NOT a victim of a crime	90%	87	227	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	18%	10	17	Lower
	Carpooled with other adults or children instead of driving alone	45%	8	17	Similar
	Walked or biked instead of driving	55%	7	17	Similar
Natural Environment	Made efforts to conserve water	85%	9	16	Similar
	Made efforts to make your home more energy efficient	79%	8	16	Similar
	Recycle at home	89%	99	216	Similar
Built Environment	Did NOT observe a code violation or other hazard in Scottsdale	58%	8	17	Similar
	NOT experiencing housing costs stress	74%	40	214	Similar
Economy	Purchase goods or services from a business located in Scottsdale	100%	1	17	Similar
	Economy will have positive impact on income	34%	4	212	Higher
	Work inside boundaries of Scottsdale	41%	9	17	Similar
Recreation and Wellness	Used Scottsdale recreation centers or their services	66%	31	186	Similar
	Visited a neighborhood park or City park	82%	166	221	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Eat at least 5 portions of fruits and vegetables a day	86%	8	17	Similar
	Participate in moderate or vigorous physical activity	90%	2	17	Similar
	In very good to excellent health	72%	4	17	Similar
Education and Enrichment	Used Scottsdale public libraries or their services	60%	173	197	Lower
	Participated in religious or spiritual activities in Scottsdale	42%	125	160	Similar
	Attended City-sponsored event	46%	13	17	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	21%	10	17	Similar
	Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	11%	17	17	Similar
	Volunteered your time to some group/activity in Scottsdale	37%	153	218	Similar
	Participated in a club	31%	82	188	Similar
	Talked to or visited with your immediate neighbors	88%	10	16	Similar
	Done a favor for a neighbor	76%	11	14	Similar
	Attended a local public meeting	15%	213	222	Lower
	Watched (online or on television) a local public meeting	20%	160	181	Lower
	Read or watch local news (via television, paper, computer, etc.)	82%	16	17	Similar
	Vote in local elections	84%	50	221	Similar

Communities included in national comparisons

The communities included in Scottsdale’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS.....	6,844	Bainbridge Island city, WA.....	23,025
Adams County, CO.....	441,603	Baltimore city, MD.....	620,961
Airway Heights city, WA.....	6,114	Baltimore County, MD.....	805,029
Albany city, GA.....	77,434	Barnstable Town city, MA.....	45,193
Albany city, OR.....	50,158	Battle Creek city, MI.....	52,347
Albemarle County, VA.....	98,970	Bay City city, MI.....	34,932
Albert Lea city, MN.....	18,016	Baytown city, TX.....	71,802
Altoona city, IA.....	14,541	Bedford town, MA.....	13,320
Ames city, IA.....	58,965	Bellevue city, WA.....	122,363
Andover CDP, MA.....	8,762	Beltrami County, MN.....	44,442
Ankeny city, IA.....	45,582	Benbrook city, TX.....	21,234
Ann Arbor city, MI.....	113,934	Benicia city, CA.....	26,997
Annapolis city, MD.....	38,394	Bettendorf city, IA.....	33,217
Apple Valley town, CA.....	69,135	Billings city, MT.....	104,170
Arapahoe County, CO.....	572,003	Blaine city, MN.....	57,186
Arlington city, TX.....	365,438	Bloomfield Hills city, MI.....	3,869
Arlington County, VA.....	207,627	Bloomington city, IL.....	76,610
Arvada city, CO.....	106,433	Bloomington city, MN.....	82,893
Asheville city, NC.....	83,393	Blue Ash city, OH.....	12,114
Ashland city, OR.....	20,078	Blue Springs city, MO.....	52,575
Ashland town, VA.....	7,225	Boise City city, ID.....	205,671
Aspen city, CO.....	6,658	Boonville city, MO.....	8,319
Auburn city, AL.....	53,380	Botetourt County, VA.....	33,148
Auburn city, WA.....	70,180	Boulder city, CO.....	97,385
Aurora city, CO.....	325,078	Boulder County, CO.....	294,567
Austin city, TX.....	790,390	Bowling Green city, KY.....	58,067

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Branson city, MO	10,520	Davenport city, IA.....	99,685
Brea city, CA.....	39,282	Davidson town, NC.....	10,944
Brevard County, FL	543,376	De Pere city, WI.....	23,800
Bristol city, TN.....	26,702	Decatur city, GA.....	19,335
Broken Arrow city, OK	98,850	Delray Beach city, FL.....	60,522
Brookfield city, WI.....	37,920	Denton city, TX.....	113,383
Brookline town, NH.....	4,991	Denver city, CO.....	600,158
Broomfield city, CO.....	55,889	Derby city, KS.....	22,158
Brownsburg town, IN.....	21,285	Des Moines city, IA.....	203,433
Bryan city, TX.....	76,201	Destin city, FL.....	12,305
Burleson city, TX.....	36,690	Dewey-Humboldt town, AZ.....	3,894
Cabarrus County, NC.....	178,011	Dorchester County, MD.....	32,618
Cambridge city, MA.....	105,162	Dothan city, AL.....	65,496
Cape Coral city, FL.....	154,305	Douglas County, CO.....	285,465
Cape Girardeau city, MO.....	37,941	Dover city, DE.....	36,047
Carlisle borough, PA.....	18,682	Dover city, NH.....	29,987
Carlsbad city, CA.....	105,328	Dublin city, OH.....	41,751
Cartersville city, GA.....	19,731	Duluth city, MN.....	86,265
Carver County, MN.....	91,042	Duncanville city, TX.....	38,524
Cary town, NC.....	135,234	Durham city, NC.....	228,330
Casa Grande city, AZ.....	48,571	East Grand Forks city, MN.....	8,601
Casper city, WY.....	55,316	East Lansing city, MI.....	48,579
Castle Pines North city, CO.....	10,360	East Providence city, RI.....	47,037
Castle Rock town, CO.....	48,231	Eau Claire city, WI.....	65,883
Cedar Falls city, IA.....	39,260	Eden Prairie city, MN.....	60,797
Cedar Rapids city, IA.....	126,326	Edgerton city, KS.....	1,671
Centennial city, CO.....	100,377	Edina city, MN.....	47,941
Centralia city, IL.....	13,032	Edmond city, OK.....	81,405
Chambersburg borough, PA.....	20,268	Edmonds city, WA.....	39,709
Chandler city, AZ.....	236,123	El Cerrito city, CA.....	23,549
Chanhassen city, MN.....	22,952	El Paso city, TX.....	649,121
Chapel Hill town, NC.....	57,233	Elk Grove city, CA.....	153,015
Charlotte city, NC.....	731,424	Elk River city, MN.....	22,974
Charlotte County, FL.....	159,978	Elko New Market city, MN.....	4,110
Charlottesville city, VA.....	43,475	Elmhurst city, IL.....	44,121
Chesapeake city, VA.....	222,209	Encinitas city, CA.....	59,518
Chesterfield County, VA.....	316,236	Englewood city, CO.....	30,255
Chippewa Falls city, WI.....	13,661	Erie town, CO.....	18,135
Citrus Heights city, CA.....	83,301	Escambia County, FL.....	297,619
Clayton city, MO.....	15,939	Escanaba city, MI.....	12,616
Clearwater city, FL.....	107,685	Estes Park town, CO.....	5,858
Clive city, IA.....	15,447	Farmington Hills city, MI.....	79,740
Clovis city, CA.....	95,631	Fayetteville city, NC.....	200,564
College Park city, MD.....	30,413	Federal Way city, WA.....	89,306
College Station city, TX.....	93,857	Fishers town, IN.....	76,794
Colleyville city, TX.....	22,807	Flagstaff city, AZ.....	65,870
Collinsville city, IL.....	25,579	Flower Mound town, TX.....	64,669
Columbia city, MO.....	108,500	Flushing city, MI.....	8,389
Columbus city, WI.....	4,991	Forest Grove city, OR.....	21,083
Commerce City city, CO.....	45,913	Fort Collins city, CO.....	143,986
Concord city, CA.....	122,067	Fort Smith city, AR.....	86,209
Concord town, MA.....	17,668	Fort Worth city, TX.....	741,206
Conyers city, GA.....	15,195	Fountain Hills town, AZ.....	22,489
Cookeville city, TN.....	30,435	Franklin city, TN.....	62,487
Coon Rapids city, MN.....	61,476	Fredericksburg city, VA.....	24,286
Cooper City city, FL.....	28,547	Freeport CDP, ME.....	1,485
Coronado city, CA.....	18,912	Freeport city, IL.....	25,638
Corpus Christi city, TX.....	305,215	Fremont city, CA.....	214,089
Corvallis city, OR.....	54,462	Friendswood city, TX.....	35,805
Coventry Lake CDP, CT.....	2,990	Fruita city, CO.....	12,646
Cranberry township, PA.....	28,098	Gainesville city, FL.....	124,354
Crested Butte town, CO.....	1,487	Gaithersburg city, MD.....	59,933
Cross Roads town, TX.....	1,563	Galveston city, TX.....	47,743
Crystal Lake city, IL.....	40,743	Garden City city, KS.....	26,658
Cupertino city, CA.....	58,302	Gardner city, KS.....	19,123
Dade City city, FL.....	6,437	Geneva city, NY.....	13,261
Dakota County, MN.....	398,552	Georgetown city, TX.....	47,400
Dallas city, OR.....	14,583	Georgetown town, CO.....	1,034
Dallas city, TX.....	1.E+06	Gig Harbor city, WA.....	7,126
Dania Beach city, FL.....	29,639	Gilbert town, AZ.....	208,453

The National Citizen Survey™

Gillette city, WY	29,087	Lakewood city, CO	142,980
Globe city, AZ	7,532	Lane County, OR	351,715
Goodyear city, AZ	65,275	Larimer County, CO	299,630
Grafton village, WI	11,459	Las Cruces city, NM	97,618
Grand Island city, NE	48,520	Las Vegas city, NV	583,756
Greely city, CO	92,889	Lawrence city, KS	87,643
Green Valley CDP, AZ	21,391	League City city, TX	83,560
Greenwood Village city, CO	13,925	Lebanon city, NH	13,151
Greer city, SC	25,515	Lee County, FL	618,754
Gulf Shores city, AL	9,741	Lee's Summit city, MO	91,364
Gunnison County, CO	15,324	Lewiston city, ME	36,592
Hailey city, ID	7,960	Lexington city, VA	7,042
Haines Borough, AK	2,508	Lincoln city, NE	258,379
Hallandale Beach city, FL	37,113	Littleton city, CO	41,737
Hamilton city, OH	62,477	Livermore city, CA	80,968
Hampton city, VA	137,436	Lone Tree city, CO	10,218
Hanover County, VA	99,863	Longmont city, CO	86,270
Harrisonville city, MO	10,019	Los Alamos County, NM	17,950
Hartford city, CT	124,775	Louisville city, CO	18,376
Hayward city, CA	144,186	Lower Providence township, PA	25,436
Henderson city, NV	257,729	Lynchburg city, VA	75,568
Hermiston city, OR	16,745	Lynnwood city, WA	35,836
Herndon town, VA	23,292	Lyons village, IL	10,729
High Point city, NC	104,371	Madison city, WI	233,209
Highland Park city, IL	29,763	Mankato city, MN	39,309
Highlands Ranch CDP, CO	96,713	Maple Grove city, MN	61,567
Hillsborough town, NC	6,087	Maple Valley city, WA	22,684
Holden town, MA	17,346	Maricopa County, AZ	4.E+06
Holland city, MI	33,051	Marin County, CA	252,409
Honolulu County, HI	953,207	Marion County, IA	33,309
Hooksett town, NH	13,451	Maryland Heights city, MO	27,472
Hopkins city, MN	17,591	Mayer city, MN	1,749
Hopkinton town, MA	14,925	McAllen city, TX	129,877
Hoquiam city, WA	8,726	McDonough city, GA	22,084
Houston city, TX	2.E+06	McKinney city, TX	131,117
Howell city, MI	9,489	McMinnville city, OR	32,187
Hudson city, OH	22,262	Mecklenburg County, NC	919,628
Hudson town, CO	2,356	Medford city, OR	74,907
Hudsonville city, MI	7,116	Menlo Park city, CA	32,026
Huntersville town, NC	46,773	Meridian charter township, MI	39,688
Hurst city, TX	37,337	Meridian city, ID	75,092
Hutchinson city, MN	14,178	Merriam city, KS	11,003
Hutto city, TX	14,698	Merrill city, WI	9,661
Hyattsville city, MD	17,557	Mesa city, AZ	439,041
Indian Trail town, NC	33,518	Mesa County, CO	146,723
Indianola city, IA	14,782	Miami Beach city, FL	87,779
Iowa City city, IA	67,862	Midland city, MI	41,863
Jackson County, MI	160,248	Milford city, DE	9,559
Jefferson City city, MO	43,079	Minneapolis city, MN	382,578
Jefferson County, CO	534,543	Mission Viejo city, CA	93,305
Jerome city, ID	10,890	Missoula city, MT	66,788
Johnson City city, TN	63,152	Modesto city, CA	201,165
Johnson County, KS	544,179	Monterey city, CA	27,810
Jupiter town, FL	55,156	Montgomery County, MD	971,777
Kalamazoo city, MI	74,262	Montgomery County, VA	94,392
Kansas City city, MO	459,787	Montpelier city, VT	7,855
Kenmore city, WA	20,460	Montrose city, CO	19,132
Kennett Square borough, PA	6,072	Mooreville town, NC	32,711
Kirkland city, WA	48,787	Morristown city, TN	29,137
Kutztown borough, PA	5,012	Morrisville town, NC	18,576
La Mesa city, CA	57,065	Moscow city, ID	23,800
La Plata town, MD	8,753	Mountlake Terrace city, WA	19,909
La Porte city, TX	33,800	Munster town, IN	23,603
La Vista city, NE	15,758	Muscatine city, IA	22,886
Lafayette city, CO	24,453	Naperville city, IL	141,853
Laguna Beach city, CA	22,723	Needham CDP, MA	28,886
Laguna Hills city, CA	30,344	New Braunfels city, TX	57,740
Lake Oswego city, OR	36,619	New Brighton city, MN	21,456
Lake Zurich village, IL	19,631	New Orleans city, LA	343,829
Lakeville city, MN	55,954	New York city, NY	8.E+06

The National Citizen Survey™

Newport Beach city, CA	85,186	Reno city, NV	225,221
Newport city, RI	24,672	Renton city, WA	90,927
Newport News city, VA	180,719	Reston CDP, VA	58,404
Noblesville city, IN	51,969	Richmond city, CA	103,701
Nogales city, AZ	20,837	Richmond Heights city, MO	8,603
Norfolk city, VA	242,803	Rifle city, CO	9,172
Norman city, OK	110,925	Rio Rancho city, NM	87,521
North Las Vegas city, NV	216,961	River Falls city, WI	15,000
North Palm Beach village, FL	12,015	Riverdale city, UT	8,426
Northglenn city, CO	35,789	Riverside city, CA	303,871
Novato city, CA	51,904	Riverside city, MO	2,937
Novi city, MI	55,224	Riverside village, IL	8,875
O'Fallon city, IL	28,281	Rochester city, MI	12,711
Oak Park village, IL	51,878	Rochester Hills city, MI	70,995
Oakland charter township, MI	16,779	Rock Hill city, SC	66,154
Oakland Park city, FL	41,363	Rockford city, IL	152,871
Ocala city, FL	56,315	Rockville city, MD	61,209
Ogdensburg city, NY	11,128	Roeland Park city, KS	6,731
Oklahoma City city, OK	579,999	Rolla city, MO	19,559
Olathe city, KS	125,872	Roswell city, GA	88,346
Olmsted County, MN	144,248	Round Rock city, TX	99,887
Orland Park village, IL	56,767	Rowlett city, TX	56,199
Oshkosh city, WI	66,083	Royal Oak city, MI	57,236
Otsego County, MI	24,164	Saco city, ME	18,482
Oviedo city, FL	33,342	Sahuarita town, AZ	25,259
Paducah city, KY	25,024	Salida city, CO	5,236
Palm Beach County, FL	1.E+06	Salt Lake City city, UT	186,440
Palm Coast city, FL	75,180	Sammamish city, WA	45,780
Palm Springs city, CA	44,552	San Antonio city, TX	1.E+06
Palo Alto city, CA	64,403	San Carlos city, CA	28,406
Panama City city, FL	36,484	San Diego city, CA	1.E+06
Papillion city, NE	18,894	San Francisco city, CA	805,235
Park City city, UT	7,558	San Jose city, CA	945,942
Park Ridge city, IL	37,480	San Juan County, NM	130,044
Parker town, CO	45,297	San Marcos city, TX	44,894
Pasadena city, CA	137,122	San Rafael city, CA	57,713
Pasco city, WA	59,781	San Remy city, UT	87,461
Pasco County, FL	464,697	Sandy Springs city, GA	93,853
Peachtree City city, GA	34,364	Sanford city, FL	53,570
Pearland city, TX	91,252	Sangamon County, IL	197,465
Peoria city, AZ	154,065	Santa Clarita city, CA	176,320
Peoria County, IL	186,494	Santa Fe County, NM	144,170
Peters township, PA	21,213	Santa Monica city, CA	89,736
Petoskey city, MI	5,670	Sarasota city, FL	51,917
Pflugerville city, TX	46,936	Sarasota County, FL	379,448
Phoenix city, AZ	1.E+06	Savage city, MN	26,911
Pinal County, AZ	375,770	Savannah city, GA	136,286
Pinehurst village, NC	13,124	Scarborough CDP, ME	4,403
Piqua city, OH	20,522	Scott County, MN	129,928
Plano city, TX	259,841	Scottsdale city, AZ	217,385
Platte City city, MO	4,691	Seaside city, CA	33,025
Plymouth city, MN	70,576	SeaTac city, WA	26,909
Pocatello city, ID	54,255	Sevierville city, TN	14,807
Polk County, FL	602,095	Shawnee city, KS	62,209
Port Huron city, MI	30,184	Sheboygan city, WI	49,288
Port Orange city, FL	56,048	Sherman village, IL	4,148
Port St. Lucie city, FL	164,603	Shorewood city, MN	7,307
Portland city, OR	583,776	Sioux Falls city, SD	153,888
Post Falls city, ID	27,574	Skokie village, IL	64,784
Prince William County, VA	402,002	Smyrna city, GA	51,271
Provo city, UT	112,488	Snellville city, GA	18,242
Pueblo city, CO	106,595	South Lake Tahoe city, CA	21,403
Purcellville town, VA	7,727	South Portland city, ME	25,002
Queen Creek town, AZ	26,361	Southborough town, MA	9,767
Radford city, VA	16,408	Southlake city, TX	26,575
Radnor township, PA	31,531	Sparks city, NV	90,264
Rapid City city, SD	67,956	Spokane Valley city, WA	89,755
Raymore city, MO	19,206	Springboro city, OH	17,409
Redmond city, WA	54,144	Springfield city, OR	59,403
Rehoboth Beach city, DE	1,327	Springville city, UT	29,466

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St. Charles city, IL.....	32,974	Wake Forest town, NC.....	30,117
St. Cloud city, MN.....	65,842	Walnut Creek city, CA.....	64,173
St. Joseph city, MO.....	76,780	Washington County, MN.....	238,136
St. Louis County, MN.....	200,226	Washoe County, NV.....	421,407
St. Louis Park city, MN.....	45,250	Watauga city, TX.....	23,497
Stallings town, NC.....	13,831	Wauwatosa city, WI.....	46,396
State College borough, PA.....	42,034	Waverly city, IA.....	9,874
Sterling Heights city, MI.....	129,699	Weddington town, NC.....	9,459
Sugar Grove village, IL.....	8,997	Wentzville city, MO.....	29,070
Sugar Land city, TX.....	78,817	West Carrollton city, OH.....	13,143
Summit city, NJ.....	21,457	West Chester borough, PA.....	18,461
Sunnyvale city, CA.....	140,081	West Des Moines city, IA.....	56,609
Surprise city, AZ.....	117,517	West Richland city, WA.....	11,811
Suwanee city, GA.....	15,355	Westerville city, OH.....	36,120
Tacoma city, WA.....	198,397	Westlake town, TX.....	992
Takoma Park city, MD.....	16,715	Westminster city, CO.....	106,114
Temecula city, CA.....	100,097	Wheat Ridge city, CO.....	30,166
Tempe city, AZ.....	161,719	White House city, TN.....	10,255
Temple city, TX.....	66,102	Whitewater township, MI.....	2,597
The Woodlands CDP, TX.....	93,847	Wichita city, KS.....	382,368
Thornton city, CO.....	118,772	Williamsburg city, VA.....	14,068
Thousand Oaks city, CA.....	126,683	Wilmington city, IL.....	5,724
Tomball city, TX.....	10,753	Wilmington city, NC.....	106,476
Tualatin city, OR.....	26,054	Wilsonville city, OR.....	19,509
Tulsa city, OK.....	391,906	Winchester city, VA.....	26,203
Twin Falls city, ID.....	44,125	Wind Point village, WI.....	1,723
Tyler city, TX.....	96,900	Windsor town, CO.....	18,644
Umatilla city, OR.....	6,906	Windsor town, CT.....	29,044
Upper Arlington city, OH.....	33,771	Winston-Salem city, NC.....	229,617
Urbandale city, IA.....	39,463	Winter Garden city, FL.....	34,568
Vail town, CO.....	5,305	Woodland city, CA.....	55,468
Vancouver city, WA.....	161,791	Woodland city, WA.....	5,509
Ventura CCD, CA.....	111,889	Wrentham town, MA.....	10,955
Vestavia Hills city, AL.....	34,033	Yakima city, WA.....	91,067
Virginia Beach city, VA.....	437,994	York County, VA.....	65,464
Visalia city, CA.....	124,442	Yuma city, AZ.....	93,064
Wahpeton city, ND.....	7,766		

Appendix C: Detailed Survey Methods

The National Citizen Survey™ (The NCS™) 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.

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 the 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 importance measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Survey Sampling

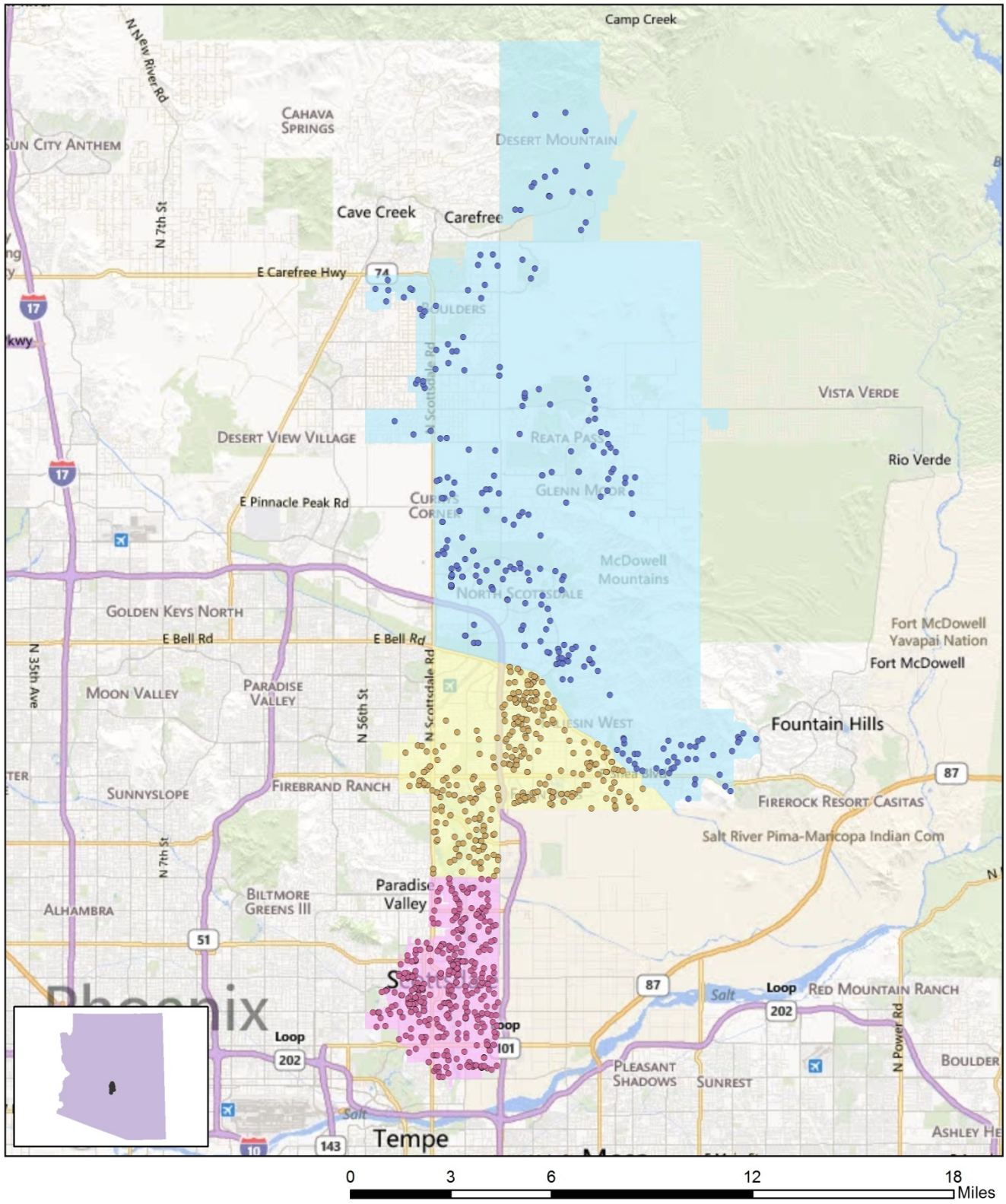
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Scottsdale were eligible to participate in the survey. A list of all households was represented by a United States Postal Service listing of housing units within the zip codes serving Scottsdale. 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 areas: South of Indian Bend Road; North of Indian Bend Road and South or West of CAP Canal; or North or East of CAP Canal.

To choose the 1,200 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 items is culled, selecting every *N*th one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. 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 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Recipients in Scottsdale, AZ

- In Area 1: S of Indian Bend Road
 - In Area 2: N of Indian Bend Road and S or W of CAP Canal
 - In Area 3: N or E of CAP Canal
- Area 1
 - Area 2
 - Area 3



Survey Administration and Response

Selected households received three mailings, one week apart, beginning in November 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online as well. Completed surveys were collected over the following seven weeks.

About 11% of the 1,200 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 1,066 households that received the survey, 248 completed the survey, providing an overall response rate of 23%; average response rates for a mailed resident survey range from 20% to 40%. Of the 248 completed surveys, 19 were completed online. Additionally, responses were tracked by geographic area; response rates by area ranged from 22% to 25%.

Table 72: Survey Response Rates by Geographic Area

Geographic area	Number mailed	Undeliverable	Eligible	Returned	Response rate
South of Indian Bend Road	518	51	467	102	22%
North of Indian Bend Road and South or West of CAP Canal	383	47	336	79	24%
North or East of CAP Canal	299	36	263	67	25%
Overall	1,200	134	1,066	248	23%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the City of Scottsdale survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (248 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Scottsdale. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, ethnicity and race and sex and age. The results of the weighting scheme are presented on the following page.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Table 73: Scottsdale, AZ 2013 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	32%	19%	31%
Own home	68%	81%	69%
Detached unit	60%	55%	60%
Attached unit	40%	45%	40%
Race and Ethnicity			
White	91%	93%	92%
Not white	9%	7%	8%
Not Hispanic	93%	96%	94%
Hispanic	7%	4%	6%
Sex and Age			
Female	52%	54%	52%
Male	48%	46%	48%
18-34 years of age	23%	11%	23%
35-54 years of age	34%	24%	34%
55+ years of age	43%	65%	43%
Females 18-34	11%	7%	11%
Females 35-54	18%	15%	18%
Females 55+	23%	32%	24%
Males 18-34	12%	4%	12%
Males 35-54	17%	10%	17%
Males 55+	19%	32%	19%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Scottsdale Resident,

Your household has been randomly selected to participate in a survey about Scottsdale. Your survey will arrive in a few days.

Thank you in advance for taking the time to respond.

Sincerely,



W.J. "Jim" Lane
Mayor

Dear Scottsdale Resident,

Your household has been randomly selected to participate in a survey about Scottsdale. Your survey will arrive in a few days.

Thank you in advance for taking the time to respond.

Sincerely,



W.J. "Jim" Lane
Mayor

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W.J. "Jim" Lane
Mayor

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Thank you in advance for taking the time to respond.

Sincerely,



W.J. "Jim" Lane
Mayor



City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

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



City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

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



City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

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



City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

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



W.J. "Jim" Lane, Mayor

3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251

PHONE 480-312-2433
FAX 480-312-2738
WEB www.ScottsdaleAZ.gov

November 2013

Dear Scottsdale Resident:

Your household has been randomly selected to participate in the 2013 Scottsdale Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation is very important – especially since your household is only one of a small number being surveyed. Your feedback will help us make decisions that affect Scottsdale.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/xx.htm

If you have any questions about the survey, please call my office at 480-312-2800. After completing the survey, you are welcome to contact us with any suggestions for improvement by phone or by emailing us at feedback@ScottsdaleAZ.gov. Please help us shape the future of Scottsdale.

Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "W.J. Lane".

W.J. "Jim" Lane
Mayor

Si requiere ayuda para completar esta encuesta sobre la comunidad y servicios municipales, pídale a algún amigo o familiar que le ayude. También puede llamar al Paiute Neighborhood Center al teléfono: 480-312-2529.

If you need help completing this survey about the community and City services, ask a friend or family member to help. You can also call the Paiute Neighborhood Center at: 480-312-2529.



W.J. "Jim" Lane, Mayor

3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251

PHONE 480-312-2433
FAX 480-312-2738
WEB www.ScottsdaleAZ.gov

November 2013

Dear Scottsdale Resident:

Here's a second chance if you haven't already responded to the 2013 Scottsdale Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Your household has been randomly selected to participate in the 2013 Scottsdale Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation is very important – especially since your household is only one of a small number being surveyed. Your feedback will help us make decisions that affect Scottsdale.

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The City of Scottsdale 2013 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Scottsdale:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Scottsdale as a place to live	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Scottsdale as a place to raise children	1	2	3	4	5
Scottsdale as a place to work.....	1	2	3	4	5
Scottsdale as a place to visit	1	2	3	4	5
Scottsdale as a place to retire	1	2	3	4	5
The overall quality of life in Scottsdale	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Scottsdale	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Scottsdale	1	2	3	4	5
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Scottsdale	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Scottsdale.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Scottsdale	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Scottsdale to someone who asks	1	2	3	4	5
Remain in Scottsdale for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Scottsdale's downtown/commercial area during the day	1	2	3	4	5	6

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Scottsdale.....	1	2	3	4	5
Ease of travel by public transportation in Scottsdale	1	2	3	4	5
Ease of travel by bicycle in Scottsdale.....	1	2	3	4	5
Ease of walking in Scottsdale	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Scottsdale	1	2	3	4	5
Overall appearance of Scottsdale	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Scottsdale.....	1	2	3	4	5
Overall quality of business and service establishments in Scottsdale.....	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in Scottsdale.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in Scottsdale.....	1	2	3	4	5

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

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water.....	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Scottsdale.....	1	2
Reported a crime to the police in Scottsdale.....	1	2
Stocked supplies in preparation for an emergency.....	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted Scottsdale (in-person, phone, email or web) for help or information.....	1	2
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Scottsdale recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Scottsdale public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Scottsdale.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Scottsdale.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4
Visited or used a City pool.....	1	2	3	4
Used a City fitness facility.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

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

The City of Scottsdale 2013 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Scottsdale McDowell Sonoran Preserve	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	1	2	3	4	5
Scottsdale Web site (www.ScottsdaleAZ.gov)	1	2	3	4	5
City Cable Channel 11	1	2	3	4	5
Water services provided by City of Scottsdale Water Resources Department ..	1	2	3	4	5
Drinking water taste.....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Scottsdale.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Maricopa County Government	1	2	3	4	5

12. Please rate the following categories of Scottsdale government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Scottsdale	1	2	3	4	5
The overall direction that Scottsdale is taking	1	2	3	4	5
The job Scottsdale government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Scottsdale government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please check the response that comes closest to your opinion for each of the following questions:

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

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Walked or hiked in the Preserve	1	2	3	4
Rode a mountain bike in the Preserve	1	2	3	4
Rock climbed in the Preserve	1	2	3	4
Ridden a horse in the Preserve	1	2	3	4
Visited a Preserve trailhead	1	2	3	4
Taken out of town visitors on any of these activities in the Preserve	1	2	3	4

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

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Neither agree or disagree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
The City of Scottsdale should do more to promote water conservation among residents.....	1	2	3	4	5	6
My household could do more to conserve water	1	2	3	4	5	6
My neighbors could do more to conserve water.....	1	2	3	4	5	6

c. Which of the following, if any, do you use to watch Scottsdale City Cable Channel 11 programming? (Mark all that apply.)

- Cable TV
- Web streaming
- YouTube
- I don't watch Scottsdale City Cable Channel 11 programming
- Don't know

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

	<i>Major source</i>	<i>Minor source</i>	<i>Not at all a source</i>
Utility bill.....	1	2	3
Parks and Recreation brochure	1	2	3
City website	1	2	3
Email subscription or newsletter.....	1	2	3
City Cable Channel 11	1	2	3
Local newspapers.....	1	2	3
Facebook.....	1	2	3
Twitter	1	2	3
Word of mouth	1	2	3

The City of Scottsdale 2013 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home.....	1	2	3	4	5
Purchase goods or services from a business located in Scottsdale	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Scottsdale?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Scottsdale?

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

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

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

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or landline your primary telephone number?

- Cell Land line Both

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



City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

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