The National Citizen Survey™

Scottsdale, AZ

Community Livability Report

2014

Contents

About

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

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents' opinions within the three pillars of a community, Community Characteristics, Governance and Participation, across eight central facets of community, Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement.
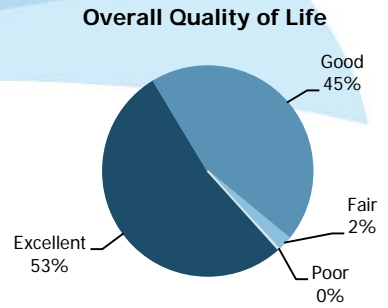
The Community Livability Report provides the opinions of a representative sample selected from 1,200 residents of the City of Scottsdale. The margin of error around any reported percentage is 6% for the entire sample (248 completed surveys). The methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Quality of Life in Scottsdale

Almost all residents rate the quality of life in Scottsdale as "excellent" or "good." This rating was higher than ratings in other comparison communities.

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

Overall Quality of Life
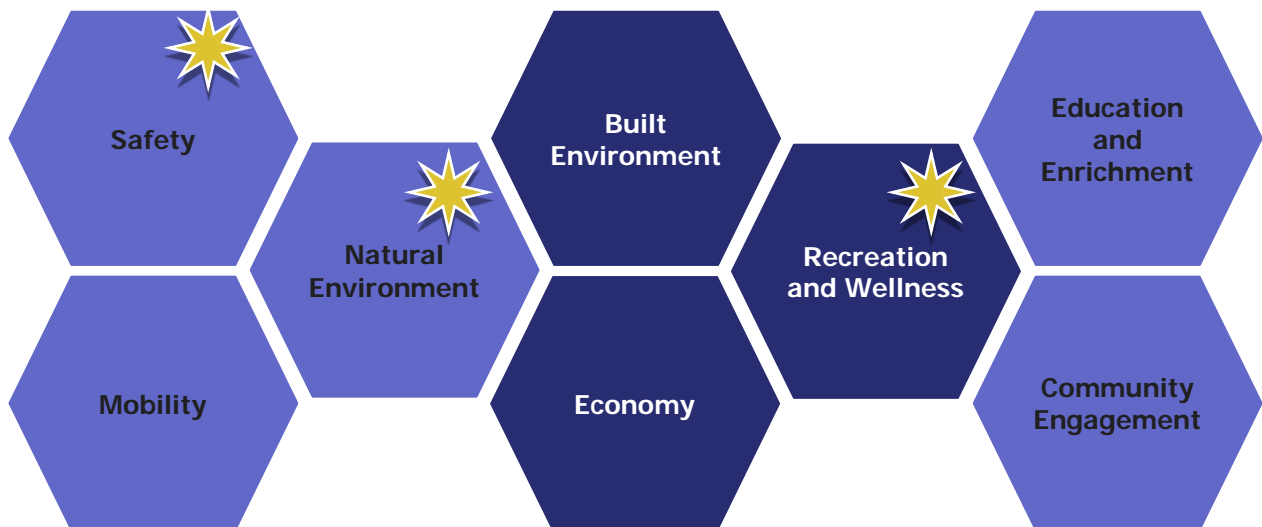
Good 45%
Fair 2%
Poor 0%
Excellent 53%

In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important to residents' overall quality of life. Residents identified these facets of community life (Safety, Natural Environment and Recreation and Wellness) as the most central to what makes Scottsdale their home. It is noteworthy that Scottsdale residents gave strong ratings to each of these facets of community. Ratings for Built Environment, Economy and Recreation and Wellness were positive and higher than other communities while the remaining five facets were similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

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

Legend
- ■ Higher than national benchmark
- ■ Similar to national benchmark
- ■ Lower than national benchmark
- □ Benchmark comparison not available
- ✦ Most important to quality of life

Safety
Natural Environment
Built Environment
Recreation and Wellness
Education and Enrichment
Mobility
Economy
Community Engagement
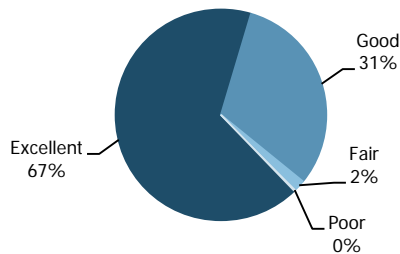
Community Characteristics

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

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Scottsdale, almost all rated the City as an "excellent" or "good" place to live. Respondents' ratings of Scottsdale as a place to live were higher than ratings in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Scottsdale as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Scottsdale and its overall appearance. These aspects of community were rated as "excellent" or "good" by at least 9 in 10 respondents. The overall appearance of Scottsdale, the overall image, neighborhood as a place to live and Scottsdale as a place to retire were higher than the benchmark comparisons. Scottsdale as a place to raise children was rated similar to the benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. These ratings tended to be higher than ratings in comparison communities. A handful were rated similarly to comparison communities; none were rated lower. At least 94% of respondents rated aspects of Safety as "excellent" or "good." Of the eight aspects of Economy, seven were rated higher than the benchmark comparisons and one was similar; all but two of these ratings were rated as "excellent" or "good" by at least 8 in 10 respondents. Each of the seven aspects of Recreation and Wellness were rated higher than the benchmark comparison. The facet of Mobility had mixed ratings with five of the eight aspects rated similar to other communities; ratings ranged from 40% to 89% "excellent" or "good."

Place to Live

Good
31%

Excellent
67%

Fair
2%

Poor
0%

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

Comparison to national benchmark
■ Higher ■ Similar ▫ Lower ▫ Not available

Overall image	Neighborhood	Place to raise children	Place to retire	Overall appearance
91%	93%	92%	91%	96%

Figure 1: Aspects of Community Characteristics

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

Comparison to national benchmark

■ Higher
■ Similar
□ Lower
□ Not available

SAFETY
- Overall feeling of safety — 94%
- Safe in neighborhood — 97%
- Safe downtown/commercial area — 97%

MOBILITY
- Overall ease travel — 87%
- Paths and walking trails — 89%
- Ease of walking — 85%
- Travel by bicycle — 69%
- Travel by public transportation — 40%
- Travel by car — 76%
- Public parking — 65%
- Traffic flow — 62%

NATURAL ENVIRONMENT
- Overall natural environment — 89%
- Cleanliness — 91%
- Air quality — 63%

BUILT ENVIRONMENT
- Overall built environment — 81%
- New development in Scottsdale — 78%
- Affordable quality housing — 49%
- Housing options — 71%
- Public places — 88%

ECONOMY
- Overall economic health — 82%
- Vibrant downtown/commercial area — 85%
- Business and services — 89%
- Cost of living — 52%
- Shopping opportunities — 96%
- Employment opportunities — 67%
- Place to visit — 94%
- Place to work — 86%

RECREATION AND WELLNESS
- Health and wellness — 92%
- Mental health care — 61%
- Preventive health services — 83%
- Health care — 78%
- Food — 81%
- Recreational opportunities — 89%
- Fitness opportunities — 89%

EDUCATION AND ENRICHMENT
- Education and enrichment opportunities — 82%
- Religious or spiritual events and activities — 92%
- Cultural/arts/music activities — 88%
- Adult education — 76%
- K-12 education — 77%
- Child care/preschool — 63%

COMMUNITY ENGAGEMENT
- Social events and activities — 81%
- Neighborliness — 58%
- Openness and acceptance — 58%
- Opportunities to participate in community matters — 66%
- Opportunities to volunteer — 79%

Governance

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

The overall quality of the services provided by Scottsdale as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 87% of respondents rated the overall quality of services provided by Scottsdale as "excellent" or "good" while only 34% rated the services provided by the Federal Government as "excellent" or "good." Both of these ratings were similar to those in comparison communities.

Survey respondents also rated various aspects of Scottsdale's leadership and governance. About three-quarters of residents rated the overall direction highly and even more (80%) rated the customer service of Scottsdale employees highly. At least 6 in 10 residents gave "excellent" or "good" ratings to the value of services for taxes paid, confidence in City government and acting in the best interest of Scottsdale. Most leadership and governance ratings were similar to the benchmark; however ratings for the value of services for taxes paid was higher than the benchmark comparison.

Respondents evaluated over 30 individual services and amenities available in Scottsdale. These ratings were either similar to or higher than the benchmark. Ratings for Safety were high, with at least 4 in 5 respondents rating police, fire, ambulance or emergency medical services, crime prevention, fire prevention and animal control as "excellent" or "good." About 9 in 10 respondents or more gave high ratings to aspects of Recreation and Wellness and each aspect was rated higher than in comparison communities. Across each of the eight facets, all aspects received an "excellent" or "good" rating by a majority of respondents.

Overall Quality of City Services

- Excellent 30%
- Good 57%
- Fair 11%
- Poor 2%

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

Comparison to national benchmark

■Higher ■Similar □Lower □Not available

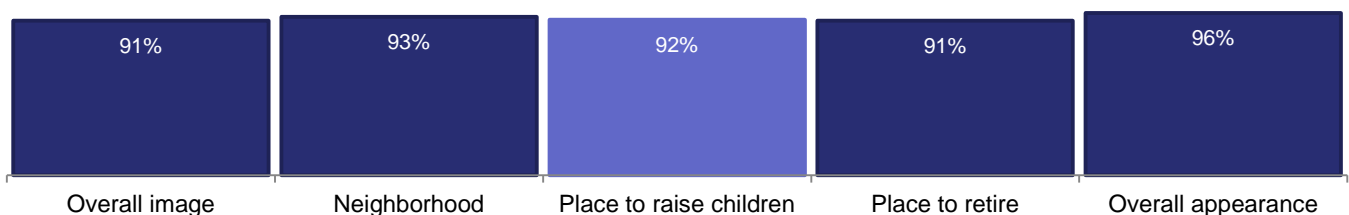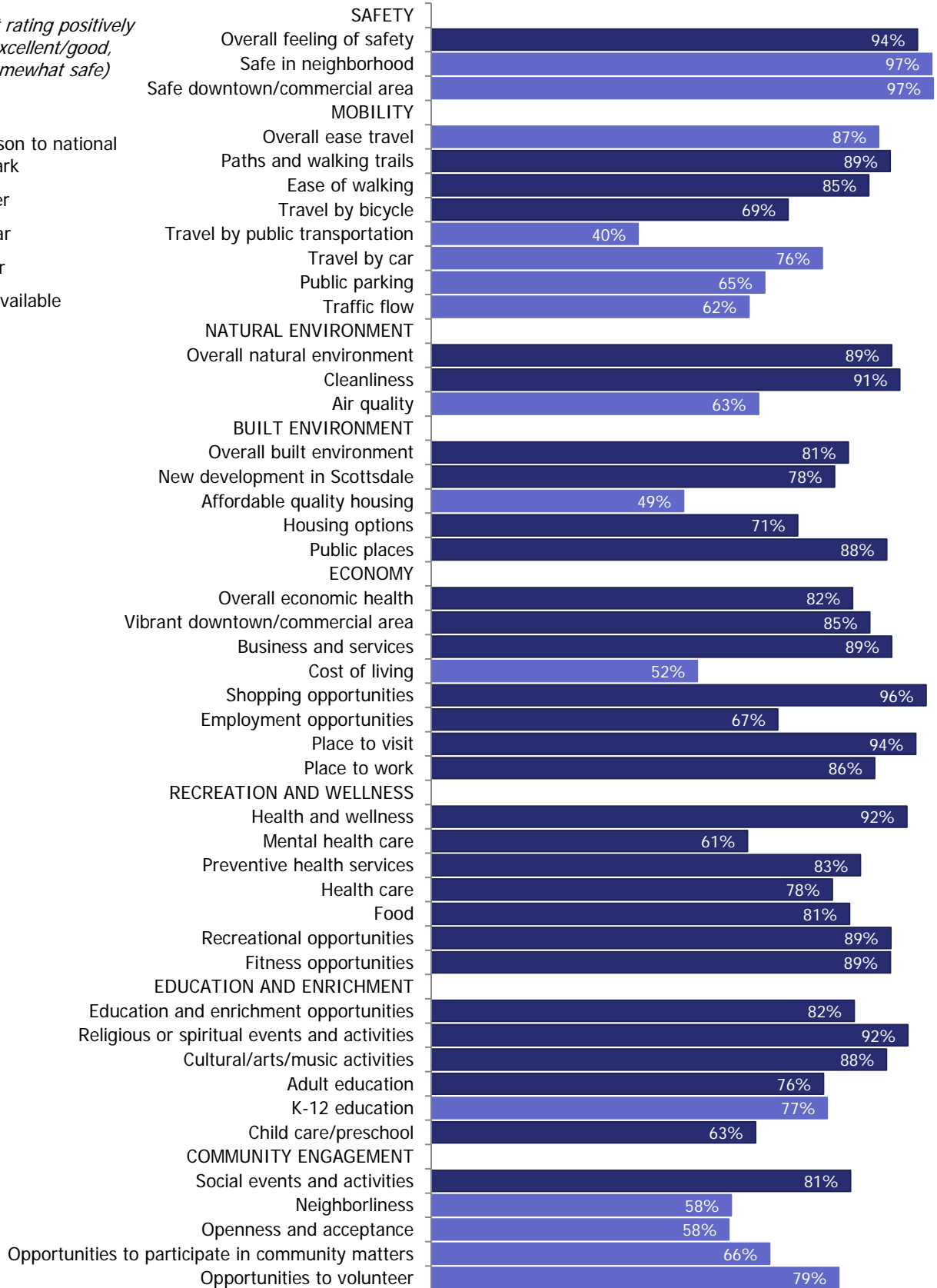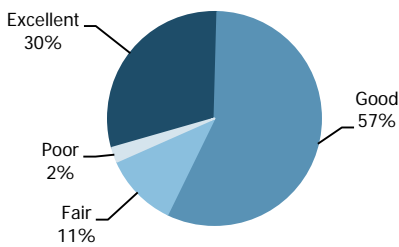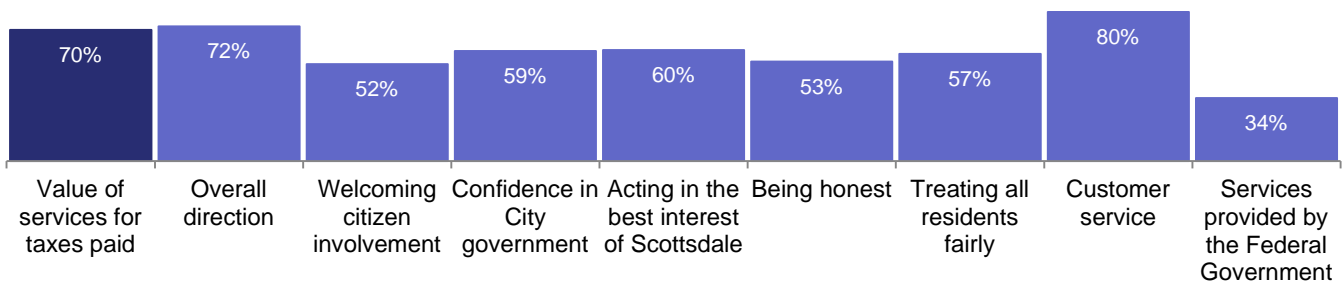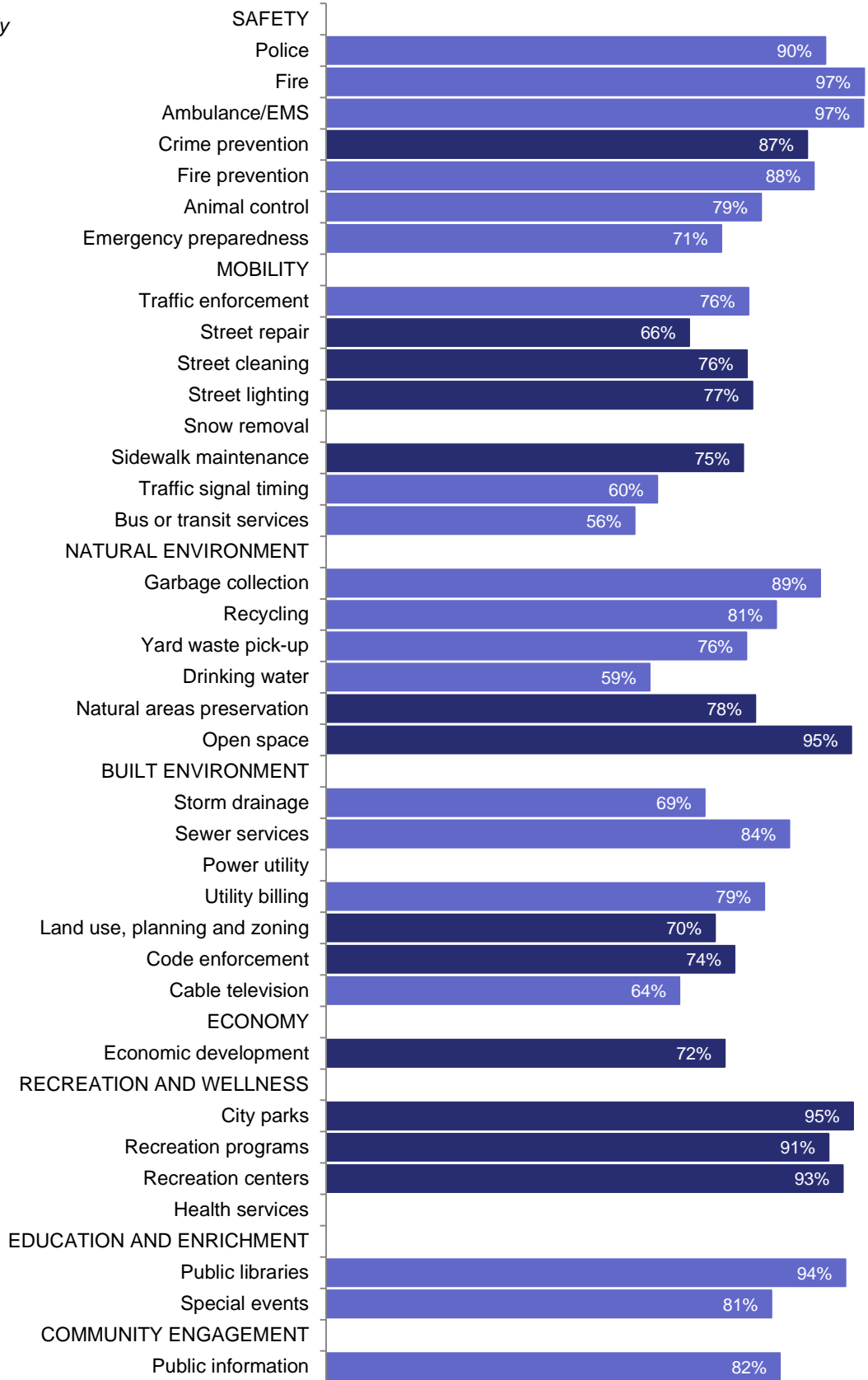| Value of services for taxes paid	Overall direction	Welcoming citizen involvement	Confidence in City government	Acting in the best interest of Scottsdale	Being honest	Treating all residents fairly	Customer service	Services provided by the Federal Government
70%	72%	52%	59%	60%	53%	57%	80%	34%

Figure 2: Aspects of Governance

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

Comparison to national
benchmark

■ Higher
■ Similar
■ Lower
□ Not available

SAFETY
- Police — 90%
- Fire — 97%
- Ambulance/EMS — 97%
- Crime prevention — 87%
- Fire prevention — 88%
- Animal control — 79%
- Emergency preparedness — 71%

MOBILITY
- Traffic enforcement — 76%
- Street repair — 66%
- Street cleaning — 76%
- Street lighting — 77%
- Snow removal —
- Sidewalk maintenance — 75%
- Traffic signal timing — 60%
- Bus or transit services — 56%

NATURAL ENVIRONMENT
- Garbage collection — 89%
- Recycling — 81%
- Yard waste pick-up — 76%
- Drinking water — 59%
- Natural areas preservation — 78%
- Open space — 95%

BUILT ENVIRONMENT
- Storm drainage — 69%
- Sewer services — 84%
- Power utility —
- Utility billing — 79%
- Land use, planning and zoning — 70%
- Code enforcement — 74%
- Cable television — 64%

ECONOMY
- Economic development — 72%

RECREATION AND WELLNESS
- City parks — 95%
- Recreation programs — 91%
- Recreation centers — 93%
- Health services —

EDUCATION AND ENRICHMENT
- Public libraries — 94%
- Special events — 81%

COMMUNITY ENGAGEMENT
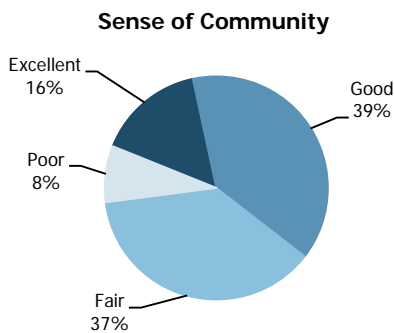- Public information — 82%

Participation

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

An engaged community is a livable community. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About half of Scottsdale residents rated the sense of community as "excellent" or "good." This rating was similar to the benchmark comparison. Almost all residents would recommend living in Scottsdale and plan to remain in Scottsdale. About two in five residents contacted Scottsdale employees in the last 12 months, a rating lower than the benchmark comparison.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. While most Participation ratings were similar to the benchmark, one aspect saw a higher rate of participation than the benchmark (those who felt the economy would have a positive impact on their income) and a handful saw lower rates (those who stocked supplies for an emergency, used public transportation instead of driving, used Scottsdale public libraries, etc.). Within the facet of Mobility, two aspects received lower participation ratings compared to the benchmark (used public transportation instead of driving and walked or biked instead of driving). Natural Environment and Recreation and Wellness saw high participation rates across all aspects within each facet; about 8 in 10 or more survey respondents had conserved water, made their home more energy efficient and recycled at home while 9 in 10 participated in moderate or vigorous physical activity. Aspects within Community Engagement received a wide range of participation rates; most residents had not campaigned, contacted Scottsdale elected officials, volunteered, participated in a local club or attended or watched a local public meeting in the last 12 months. At least 4 in 5 residents had voted in local elections, read or watched local news or talked to or visited with neighbors.

Sense of Community

- Excellent 16%
- Good 39%
- Fair 37%
- Poor 8%

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

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower
- □ Not available

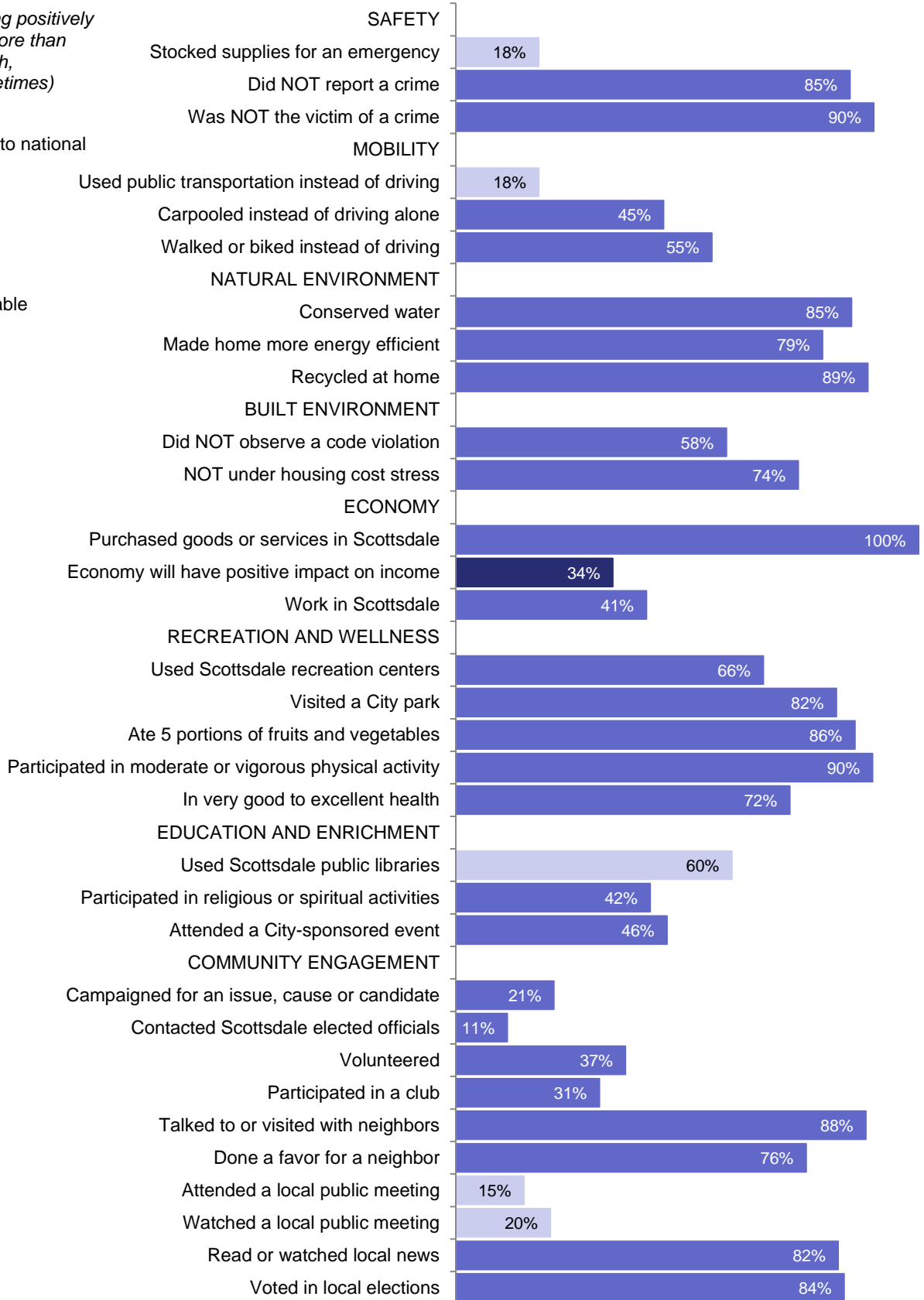| Recommend Scottsdale	Remain in Scottsdale	Contacted Scottsdale employees
96%	94%	39%

Figure 3: Aspects of Participation

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

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower
- □ Not available

SAFETY
- Stocked supplies for an emergency — 18%
- Did NOT report a crime — 85%
- Was NOT the victim of a crime — 90%

MOBILITY
- Used public transportation instead of driving — 18%
- Carpooled instead of driving alone — 45%
- Walked or biked instead of driving — 55%

NATURAL ENVIRONMENT
- Conserved water — 85%
- Made home more energy efficient — 79%
- Recycled at home — 89%

BUILT ENVIRONMENT
- Did NOT observe a code violation — 58%
- NOT under housing cost stress — 74%

ECONOMY
- Purchased goods or services in Scottsdale — 100%
- Economy will have positive impact on income — 34%
- Work in Scottsdale — 41%

RECREATION AND WELLNESS
- Used Scottsdale recreation centers — 66%
- Visited a City park — 82%
- Ate 5 portions of fruits and vegetables — 86%
- Participated in moderate or vigorous physical activity — 90%
- In very good to excellent health — 72%

EDUCATION AND ENRICHMENT
- Used Scottsdale public libraries — 60%
- Participated in religious or spiritual activities — 42%
- Attended a City-sponsored event — 46%

COMMUNITY ENGAGEMENT
- Campaigned for an issue, cause or candidate — 21%
- Contacted Scottsdale elected officials — 11%
- Volunteered — 37%
- Participated in a club — 31%
- Talked to or visited with neighbors — 88%
- Done a favor for a neighbor — 76%
- Attended a local public meeting — 15%
- Watched a local public meeting — 20%
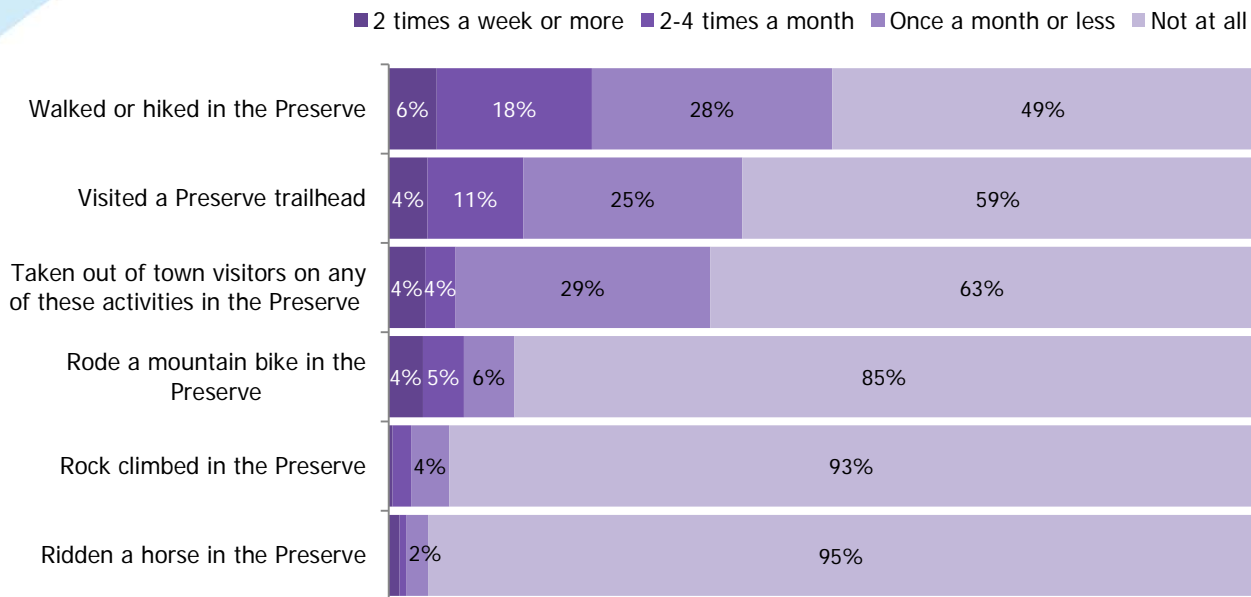- Read or watched local news — 82%
- Voted in local elections — 84%

Special Topics

The City of Scottsdale included four questions of special interest on The NCS.

The first special interest question asked residents to indicate how often they had done a variety of activities in the Scottsdale McDowell Sonoran Preserve. A majority of respondents reported having walked or hiked in the Preserve once a month or less, and half of those respondents reported doing so at least 2-4 times a month. A majority of respondents had not visited a Preserve trailhead, taken out of town visitors on any activities, or ridden a mountain bike in the Preserve. Almost no respondents had rock climbed or ridden a horse in the Preserve.
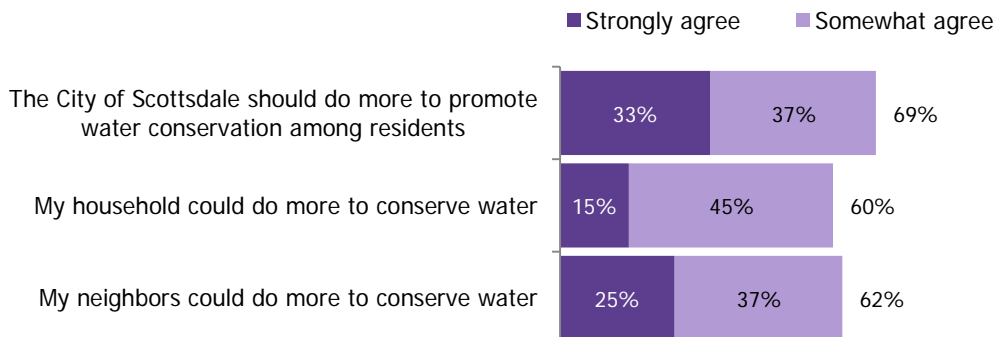
Figure 4: Question 13a
Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.

■2 times a week or more ■2-4 times a month ■Once a month or less ■Not at all

Activity	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Walked or hiked in the Preserve	6%	18%	28%	49%
Visited a Preserve trailhead	4%	11%	25%	59%
Taken out of town visitors on any of these activities in the Preserve	4%	4%	29%	63%
Rode a mountain bike in the Preserve	4%	5%	6%	85%
Rock climbed in the Preserve		4%		93%
Ridden a horse in the Preserve		2%		95%

Survey respondents were asked a special interest question geared at water conservation. At least 6 in 10 survey respondents "strongly" or "somewhat" agreed that the City should do more to promote water conservation, their household could do more and their neighbors could to more to conserve water.
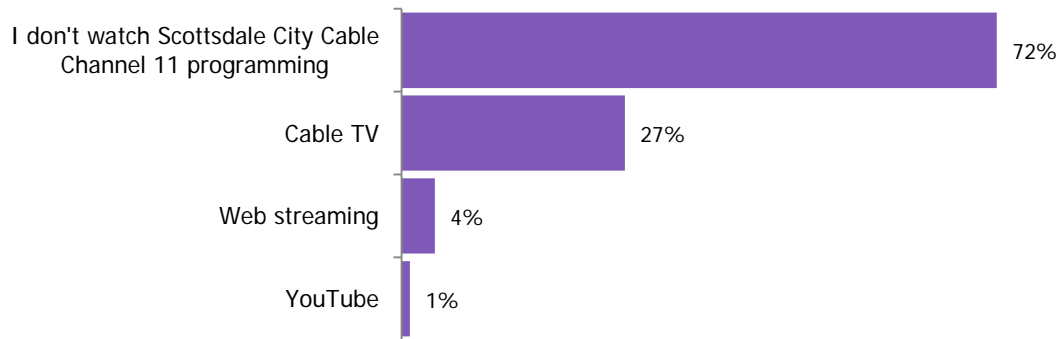
Figure 5: Question 13b
To what extent do you agree or disagree with each of the following statements?

■Strongly agree ■Somewhat agree

Statement	Strongly agree	Somewhat agree	Total
The City of Scottsdale should do more to promote water conservation among residents	33%	37%	69%
My household could do more to conserve water	15%	45%	60%
My neighbors could do more to conserve water	25%	37%	62%

About three-quarters of survey respondents reported that they do not watch Scottsdale City Cable Channel 11 programming. One in four reported using cable TV to watch Scottsdale City Cable Channel 11 while only four percent reported using web streaming and even fewer used YouTube.

Figure 6: Question 13c
Which of the following, if any, do you use to watch Scottsdale City Cable Channel 11 programming? (Mark all that apply.)
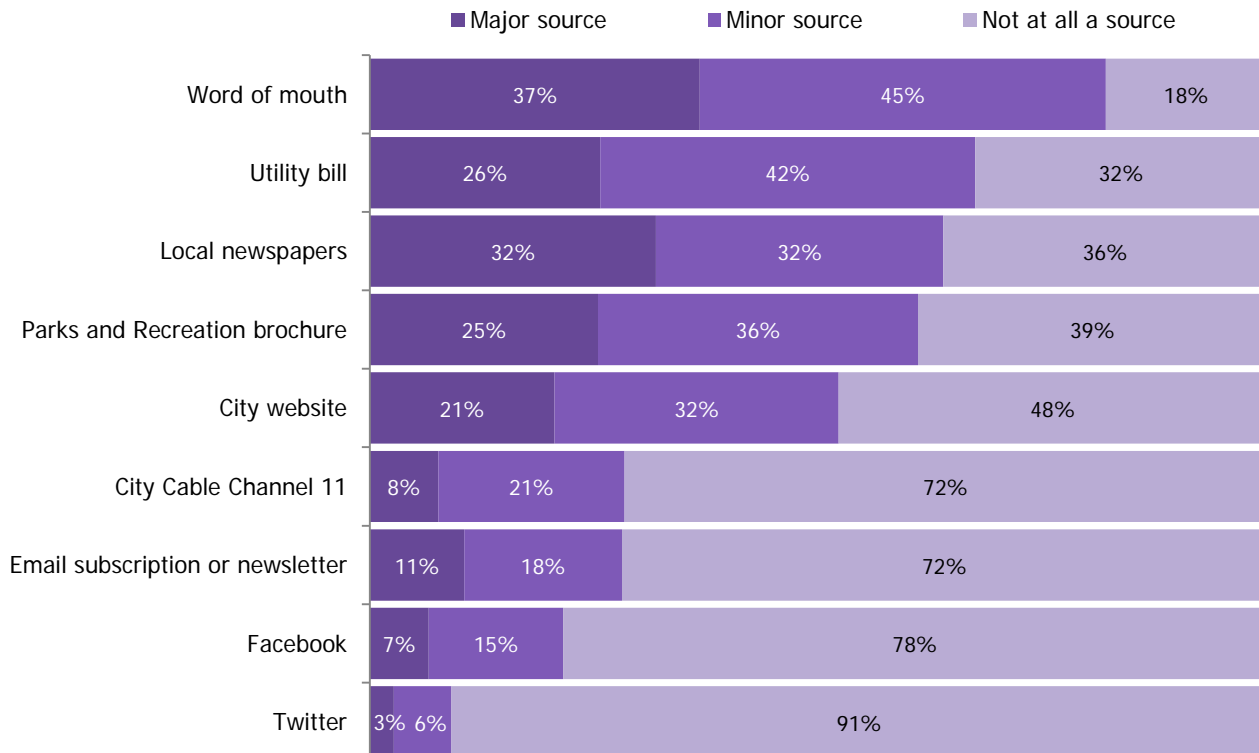

Total may exceed 100% as respondents could select more than one option.

The final special interest question asked residents about different types of information sources. Word of mouth, the utility bill, local newspapers, Parks and Recreation brochure and the City website were rated as a "major source" or a "minor source" of information by a majority of respondents. Fewer than a quarter of residents used Facebook as a "major source" or "minor source" and less than10% reported Twitter as a "major source" or "minor source.".

Figure 7: 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:

Conclusions

Scottsdale residents continue to enjoy a high quality of life.

Almost all residents rated their overall quality of life as "excellent" or "good" and 96% of residents would be "very" or "somewhat" likely to recommend Scottsdale as a place to live to someone who asks while 94% of respondents would be "very" or "somewhat" likely to remain in Scottsdale. These ratings are higher than seen in communities across the nation. Scottsdale's overall appearance and overall image along with the City as a place to live, retire and raise children received high ratings by at least 9 in 10 residents. Most of the aspects that aid in community livability were rated positively and were at least similar to national benchmark comparisons. Most of these ratings had remained stable from 2010 to 2013 (see *Trends over Time Report* under separate cover).

Recreation and Wellness, an important facet to maintaining residents overall quality of life, received high ratings.

Recreation and Wellness was identified as one of the facets most important to residents' quality of life. Nearly all survey respondents felt all aspects of Recreation and Wellness within Community Characteristics and Governance were "excellent" or "good" receiving ratings that were higher than reported in communities in the U.S. Recreation and Wellness ratings within the facet of Participation were rated positively by at least 6 in 10 respondents with ratings similar to other communities in the U.S.

The Economy is a feature that makes Scottsdale a livable community.

The Economy was identified as one of the facets most important to residents' quality of life. Overall, Scottsdale received favorable ratings higher than the benchmarks for aspects in this facet including the overall economic health of Scottsdale, shopping opportunities, employment opportunities and business and services in Scottsdale. All survey respondents had purchased goods or services in Scottsdale and a third felt the economy would have a positive impact on their income; a rating higher than the benchmark.

The National Citizen Survey™

Scottsdale, AZ

Dashboard Summary of Findings

2014

Summary

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

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

In general, across each facet and within each pillar, Scottsdale's ratings tended to be a mix of similar or higher when compared to other communities across the nation. Ratings for facets within Participation were similar while a majority of facets within Community Characteristics were higher than in comparison communities. Governance received a majority of similar ratings for facets with a few receiving higher ratings (Mobility, Economy and Recreation and Wellness). This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	36	17	0	14	29	0	3	26	6
General	6	1	0	0	3	0	2	0	1
Safety	1	2	0	1	6	0	0	2	1
Mobility	3	5	0	4	3	0	0	2	1
Natural Environment	2	1	0	2	4	0	0	3	0
Built Environment	4	1	0	2	4	0	0	2	0
Economy	7	1	0	1	0	0	1	2	0
Recreation and Wellness	7	0	0	3	0	0	0	5	1
Education and Enrichment	5	1	0	0	2	0	0	1	0
Community Engagement	1	5	0	1	7	0	0	9	2

Legend	
	Higher
	Similar
	Lower
	Not available

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	96%	Customer service	↔	↔	80%	Recommend Scottsdale	↔	↑	96%
	Overall quality of life	↔	↑	98%	Services provided by Scottsdale	↔	↔	87%	Remain in Scottsdale	↔	↑	94%
	Place to retire	↔	↑↑	91%	Services provided by the Federal Government	↓	↔	34%	Contacted Scottsdale employees	↓	↓	39%
	Place to raise children	↔	↔	92%								
	Place to live	↔	↑	98%								
	Neighborhood	↔	↑	93%								
	Overall image	↔	↑	91%								
Safety	Overall feeling of safety	*	↑	94%	Police	↔	↔	90%	Was NOT the victim of a crime	↔	↔	90%
	Safe in neighborhood	↔	↔	97%	Crime prevention	↔	↑	87%	Did NOT report a crime	*	↔	85%
	Safe downtown/commercial area	↔	↔	97%	Fire	↔	↔	97%	Stocked supplies for an emergency	*	↓	18%
					Fire prevention	↔	↔	88%				
					Ambulance/EMS	↔	↔	97%				
					Emergency preparedness	↑	↔	71%				
					Animal control	↔	↔	79%				
Mobility	Traffic flow	↔	↔	62%	Traffic enforcement	↔	↔	76%	Carpooled instead of driving alone	*	↔	45%
	Travel by car	↔	↔	76%	Street repair	↔	↑	66%	Walked or biked instead of driving	*	↔	55%
	Travel by bicycle	↔	↑	69%	Street cleaning	↔	↑	76%	Used public transportation instead of driving	*	↓	18%
	Ease of walking	↑	↑	85%	Street lighting	↔	↑	77%				
	Travel by public transportation	↑	↔	40%	Sidewalk maintenance	↔	↑	75%				
	Overall ease travel	*	↔	87%	Traffic signal timing	↔	↔	60%				
	Public parking	*	↔	65%	Bus or transit services	↔	↔	56%				
	Paths and walking trails	↔	↑↑	89%								
Natural Environment	Overall natural environment	↔	↑	89%	Garbage collection	↔	↔	89%	Recycled at home	↔	↔	89%
	Air quality	↔	↔	63%	Recycling	↔	↔	81%	Conserved water	*	↔	85%
	Cleanliness	↔	↑	91%	Yard waste pick-up	↓	↔	76%	Made home more energy efficient	*	↔	79%
					Drinking water	↔	↔	59%				
					Open space	*	↑↑	95%				
					Natural areas preservation	↔	↑	78%				
Built Environment	New development in Scottsdale	↔	↑	78%	Sewer services	↔	↔	84%	NOT experiencing housing cost stress	↔	↔	74%
	Affordable quality housing	*	↔	49%	Storm drainage	↔	↔	69%	Did NOT observe a code violation	*	↔	58%
	Housing options	↔	↑	71%	Utility billing	*	↔	79%				
	Overall built environment	*	↑	81%	Land use, planning and zoning	↑	↑	70%				
	Public places	*	↑	88%	Code enforcement	↔	↑	74%				
					Cable television	↔	↔	64%				

Legend

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

Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy											
Overall economic health	*	↑	82%	Economic development	↑	↑	72%	Economy will have positive impact on income	↑	↑	34%
Shopping opportunities	↔	↑↑	96%					Purchased goods or services in Scottsdale	*	↔	100%
Employment opportunities	↑	↑↑	67%					Work in Scottsdale	*	↔	41%
Place to visit	*	↑↑	94%								
Cost of living	*	↔	52%								
Vibrant downtown/commercial area	*	↑↑	85%								
Place to work	↔	↑↑	86%								
Business and services	↔	↑	89%								
Recreation and Wellness											
Fitness opportunities	*	↑	89%	City parks	↔	↑	95%	In very good to excellent health	*	↔	72%
Recreational opportunities	↔	↑	89%	Recreation centers	↔	↑	93%	Used Scottsdale recreation centers	↔	↔	66%
Health care	*	↑	78%	Recreation programs	↔	↑	91%	Visited a City park	↔	↔	82%
Food	*	↑	81%					Ate 5 portions of fruits and vegetables	*	↔	86%
Mental health care	*	↑	61%					Participated in moderate or vigorous physical activity	*	↔	90%
Health and wellness	*	↑	92%								
Preventive health services	*	↑	83%								
Education and Enrichment											
K-12 education	↔	↔	77%	Public libraries	↔	↔	94%	Used Scottsdale public libraries	↓	↓	60%
Cultural/arts/music activities	↔	↑↑	88%	Special events	*	↔	81%	Participated in religious or spiritual activities	↓	↔	42%
Child care/preschool	*	↑	63%								
Religious or spiritual events and activities	↔	↑	92%								
Adult education	*	↑	76%								
Overall education and enrichment	*	↑	82%								
Community Engagement											
Opportunities to participate in community matters	↔	↔	66%	Public information	↔	↔	82%	Voted in local elections	↔	↔	84%
Opportunities to volunteer	↔	↔	79%	Overall direction	↔	↔	72%	Talked to or visited with neighbors	*	↔	88%
Sense of community	↔	↔	54%	Value of services for taxes paid	↔	↑	70%	Attended a local public meeting	↔	↓	15%
Openness and acceptance	↔	↔	58%	Welcoming citizen involvement	↔	↔	52%	Watched a local public meeting	↓	↓	20%
Social events and activities	↔	↑	81%	Confidence in City government	*	↔	59%	Volunteered	↓	↔	37%
Neighborliness	*	↔	58%	Acting in the best interest of Scottsdale	*	↔	60%	Participated in a club	↔	↔	31%
				Being honest	*	↔	53%	Campaigned for an issue, cause or candidate	*	↔	21%
				Treating all residents fairly	*	↔	57%	Contacted Scottsdale elected officials	*	↔	11%
								Attended a City-sponsored event	*	↔	46%
								Read or watched local news	*	↔	82%
								Done a favor for a neighbor	*	↔	76%

Legend

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

The National Citizen Survey™

Scottsdale, AZ

Trends over Time

2014

Contents

Summary

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community, Community Characteristics, Governance and Participation, across eight central facets of community, Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement. This report discusses trends over time, comparing the 2013 ratings for the City of Scottsdale to its previous survey results in 2003, 2004, 2006, 2007, and 2010. Additional reports and technical appendices are available under separate cover.

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

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than nine percentage points between the 2010 and 2013 surveys, otherwise the comparison between 2010 and 2013 are noted as being "similar." Additionally, benchmark comparison for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Scottsdale for 2013 generally remained stable. Of the 85 items for which comparisons were available, 71 items were rated similarly in 2010 and 2013, seven items showed a decrease in ratings and seven showed an increase in ratings. Notable trends over time included the following:

- Out of the 53 Community Characteristics measured, 33 could be compared to 2010 ratings. Of those that could be compared, three characteristics increased while none decreased. Increases in ratings were found within the facets of Mobility and Economy.
- Economy ratings increased across each of the three pillars; within Community Characteristics the rating for employment opportunities increased, within Governance the ratings for economic development increased, and within Participation more survey respondents felt the economy will have a positive impact on their income in 2013 compared to 2010.
- When available, Participation ratings within the eight community livability facets generally remained stable from 2010 to 2013; however fewer respondents used Scottsdale public libraries, participated in religious or spiritual activities, watched a local public meeting, volunteered or contacted Scottsdale employees in 2013 than in 2010.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)						2013 compared to 2010	Comparison to benchmark					
	2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
Overall quality of life	91%	93%	90%	NA	94%	98%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher
Overall image	NA	NA	NA	NA	92%	91%	Similar	NA	NA	NA	NA	Much higher	Higher
Place to live	94%	95%	94%	NA	96%	98%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher
Neighborhood	87%	89%	90%	NA	91%	93%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher
Place to raise children	80%	81%	78%	NA	85%	92%	Similar	Higher	Higher	Similar	NA	Much higher	Similar
Place to retire	82%	86%	81%	NA	91%	91%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Much higher
Overall appearance	89%	90%	87%	NA	94%	96%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2013 compared to 2010	Comparison to benchmark					
		2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
Safety	Overall feeling of safety	NA	NA	NA	NA	NA	94%	NA	NA	NA	NA	NA	NA	Higher
	Safe in neighborhood	95%	95%	96%	NA	98%	97%	Similar	Higher	Higher	Higher	NA	Much higher	Similar
	Safe downtown/commercial area	92%	93%	91%	NA	91%	97%	Similar	Much lower	Much higher	Higher	NA	Higher	Similar
Mobility	Overall ease travel	NA	NA	NA	NA	NA	87%	NA	NA	NA	NA	NA	NA	Similar
	Paths and walking trails	NA	NA	NA	NA	82%	89%	Similar	NA	NA	NA	NA	Much higher	Much higher
	Ease of walking	NA	NA	68%	NA	73%	85%	Higher	NA	NA	Much higher	NA	Much higher	Higher
	Travel by bicycle	54%	59%	55%	NA	68%	69%	Similar	Similar	Higher	Higher	NA	Much higher	Higher
	Travel by public transportation	NA	NA	12%	NA	NA	40%	Higher	NA	NA	Much lower	NA	NA	Similar
	Travel by car	52%	51%	40%	NA	69%	76%	Similar	Similar	Similar	Much lower	NA	Much higher	Similar
	Public parking	NA	NA	NA	NA	NA	65%	NA	NA	NA	NA	NA	NA	Similar
	Traffic flow	29%	22%	19%	NA	57%	62%	Similar	NA	NA	NA	NA	Much higher	Similar
Natural Environment	Overall natural environment	NA	NA	NA	NA	82%	89%	Similar	NA	NA	NA	NA	Higher	Higher
	Cleanliness	NA	NA	NA	NA	93%	91%	Similar	NA	NA	NA	NA	Much higher	Higher
	Air quality	NA	NA	NA	NA	60%	63%	Similar	NA	NA	NA	NA	Lower	Similar
Built	Overall built environment	NA	NA	NA	NA	NA	81%	NA	NA	NA	NA	NA	NA	Higher
	New development in Scottsdale	NA	NA	NA	NA	76%	78%	Similar	NA	NA	NA	NA	Much	Higher

		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2013 compared to	Comparison to benchmark					
		2003	2004	2006	2007	2010	2013	2010	2003	2004	2006	2007	2010	2013
Environment													higher	
	Affordable quality housing	NA	NA	NA	NA	NA	49%	NA	NA	NA	NA	NA	NA	Similar
	Housing options	NA	NA	NA	NA	70%	71%	Similar	NA	NA	NA	NA	Much higher	Higher
	Public places	NA	NA	NA	NA	NA	88%	NA	NA	NA	NA	NA	NA	Higher
	Overall economic health	NA	NA	NA	NA	NA	82%	NA	NA	NA	NA	NA	NA	Higher
	Vibrant downtown/commercial area	NA	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	NA	Much higher
	Business and services	NA	NA	NA	NA	89%	89%	Similar	NA	NA	NA	NA	Much higher	Higher
	Cost of living	NA	NA	NA	NA	NA	52%	NA	NA	NA	NA	NA	NA	Similar
	Shopping opportunities	94%	95%	95%	NA	93%	96%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Much higher
	Employment opportunities	47%	53%	62%	NA	51%	67%	Higher	Higher	Much higher	Much higher	NA	Much higher	Much higher
	Place to visit	NA	NA	NA	NA	NA	94%	NA	NA	NA	NA	NA	NA	Much higher
Economy	Place to work	NA	NA	84%	NA	88%	86%	Similar	NA	NA	Much higher	NA	Much higher	Much higher
	Health and wellness	NA	NA	NA	NA	NA	92%	NA	NA	NA	NA	NA	NA	Higher
	Mental health care	NA	NA	NA	NA	NA	61%	NA	NA	NA	NA	NA	NA	Higher
	Preventive health services	NA	NA	NA	NA	NA	83%	NA	NA	NA	NA	NA	NA	Higher
	Health care	NA	NA	NA	NA	NA	78%	NA	NA	NA	NA	NA	NA	Higher
	Food	NA	NA	NA	NA	NA	81%	NA	NA	NA	NA	NA	NA	Higher
Recreation and Wellness	Recreational opportunities	81%	83%	85%	NA	86%	89%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher
	Fitness opportunities	NA	NA	NA	NA	NA	89%	NA	NA	NA	NA	NA	NA	Higher
	Religious or spiritual events and activities	NA	NA	NA	NA	88%	92%	Similar	NA	NA	NA	NA	Higher	Higher
	Cultural/arts/music activities	79%	77%	77%	NA	80%	88%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Much higher
	Adult education	NA	NA	NA	NA	NA	76%	NA	NA	NA	NA	NA	NA	Higher
	K-12 education	NA	NA	NA	NA	78%	77%	Similar	NA	NA	NA	NA	Higher	Similar
Education and Enrichment	Child care/preschool	NA	NA	NA	NA	NA	63%	NA	NA	NA	NA	NA	NA	Higher
	Social events and activities	NA	NA	NA	NA	79%	81%	Similar	NA	NA	NA	NA	Much higher	Higher
	Neighborliness	NA	NA	NA	NA	NA	58%	NA	NA	NA	NA	NA	NA	Similar
	Openness and acceptance	NA	NA	NA	NA	55%	58%	Similar	NA	NA	NA	NA	Lower	Similar
Community Engagement	Opportunities to participate in	NA	NA	NA	NA	67%	66%	Similar	NA	NA	NA	NA	Similar	Similar

	Percent rating positively (e.g., excellent/good, very/somewhat safe)						2013 compared to 2010	Comparison to benchmark					
	2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
community matters													
Opportunities to volunteer	NA	NA	NA	NA	77%	79%	Similar	NA	NA	NA	NA	Higher	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)						2013 compared to 2010	Comparison to benchmark					
	2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
Services provided by Scottsdale	83%	88%	81%	NA	88%	87%	Similar	Higher	Much higher	Much higher	NA	Much higher	Similar
Customer service	80%	80%	76%	NA	83%	80%	Similar	Higher	Similar	Similar	NA	Much higher	Similar
Value of services for taxes paid	NA	NA	69%	NA	74%	70%	Similar	NA	NA	Much higher	NA	Much higher	Higher
Overall direction	51%	67%	57%	NA	64%	72%	Similar	Similar	Much higher	Similar	NA	Higher	Similar
Welcoming citizen involvement	54%	63%	51%	NA	55%	52%	Similar	Similar	Higher	Similar	NA	Similar	Similar
Confidence in City government	NA	NA	NA	NA	NA	59%	NA	NA	NA	NA	NA	NA	Similar
Acting in the best interest of Scottsdale	NA	NA	NA	NA	NA	60%	NA	NA	NA	NA	NA	NA	Similar
Being honest	NA	NA	NA	NA	NA	53%	NA	NA	NA	NA	NA	NA	Similar
Treating all residents fairly	NA	NA	NA	NA	NA	57%	NA	NA	NA	NA	NA	NA	Similar
Services provided by the Federal Government	41%	47%	37%	NA	43%	34%	Lower	Similar	Similar	Similar	NA	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)						2013 compared to 2010	Comparison to benchmark					
		2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
	Police	83%	87%	82%	NA	90%	90%	Similar	Similar	Higher	Much higher	NA	Much higher	Similar
	Fire	91%	94%	96%	NA	96%	97%	Similar	Similar	Similar	Much higher	NA	Higher	Similar
	Ambulance/EMS	91%	93%	92%	NA	95%	97%	Similar	Similar	Similar	Higher	NA	Much higher	Similar
	Crime prevention	NA	NA	NA	NA	84%	87%	Similar	NA	NA	NA	NA	Much higher	Higher
	Fire prevention	NA	NA	NA	NA	88%	88%	Similar	NA	NA	NA	NA	Much higher	Similar
Safety	Animal control	70%	73%	73%	NA	72%	79%	Similar	Similar	Higher	Much	NA	Much	Similar

		Percent rating positively (e.g., excellent/good)						2013 compared to 2010	Comparison to benchmark					
		2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
											higher		higher	
	Emergency preparedness	NA	NA	NA	NA	60%	71%	Higher	NA	NA	NA	NA	Similar	Similar
	Traffic enforcement	61%	63%	58%	NA	71%	76%	Similar	Similar	Similar	Similar	NA	Higher	Similar
	Street repair	63%	63%	60%	NA	67%	66%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher
	Street cleaning	75%	76%	70%	NA	82%	76%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher
	Street lighting	NA	NA	NA	NA	75%	77%	Similar	NA	NA	NA	NA	Much higher	Higher
	Sidewalk maintenance	70%	74%	66%	NA	78%	75%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher
	Traffic signal timing	53%	54%	48%	NA	57%	60%	Similar	Higher	Similar	Similar	NA	Higher	Similar
Mobility	Bus or transit services	38%	35%	37%	NA	57%	56%	Similar	Much lower	Much lower	Much lower	NA	Similar	Similar
	Garbage collection	91%	89%	88%	NA	92%	89%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Similar
	Recycling	80%	82%	77%	NA	87%	81%	Similar	Similar	Higher	Higher	NA	Much higher	Similar
	Yard waste pick-up	76%	78%	75%	NA	86%	76%	Lower	Much lower	Higher	Much higher	NA	Much higher	Similar
	Drinking water	40%	39%	42%	NA	52%	59%	Similar	Much lower	Much lower	Much lower	NA	Much lower	Similar
	Natural areas preservation	NA	NA	NA	NA	78%	78%	Similar	NA	NA	NA	NA	Much higher	Higher
Natural Environment	Open space	NA	NA	NA	NA	NA	95%	NA	NA	NA	NA	NA	NA	Much higher
	Storm drainage	53%	51%	48%	NA	70%	69%	Similar	Similar	Similar	Similar	NA	Much higher	Similar
	Sewer services	NA	NA	NA	NA	83%	84%	Similar	NA	NA	NA	NA	Much higher	Similar
	Utility billing	NA	NA	NA	NA	NA	79%	NA	NA	NA	NA	NA	NA	Similar
	Land use, planning and zoning	40%	52%	48%	NA	60%	70%	Higher	Lower	Higher	Higher	NA	Much higher	Higher
	Code enforcement	57%	59%	59%	NA	72%	74%	Similar	Higher	Higher	Much higher	NA	Much higher	Higher
Built Environment	Cable television	NA	NA	NA	NA	68%	64%	Similar	NA	NA	NA	NA	Much higher	Similar
Economy	Economic development	57%	65%	72%	NA	60%	72%	Higher	Higher	Much higher	Much higher	NA	Much higher	Higher

		Percent rating positively (e.g., excellent/good)						2013 compared to 2010	Comparison to benchmark					
		2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
Recreation and Wellness	City parks	90%	89%	84%	NA	93%	95%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher
	Recreation programs	88%	84%	80%	NA	85%	91%	Similar	Much higher	Much higher	Much higher	NA	Much higher	Higher
	Recreation centers	NA	NA	NA	NA	86%	93%	Similar	NA	NA	NA	NA	Much higher	Higher
	Special events	NA	NA	NA	NA	NA	81%	NA	NA	NA	NA	NA	NA	Similar
Education and Enrichment	Public libraries	90%	91%	88%	NA	93%	94%	Similar	Higher	Much higher	Much higher	NA	Much higher	Similar
Community Engagement	Public information	74%	77%	73%	NA	77%	82%	Similar	Much lower	Much higher	Much higher	NA	Much higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2013 compared to 2010	Comparison to benchmark					
	2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
Sense of community	53%	57%	54%	NA	59%	54%	Similar	Similar	Similar	Lower	NA	Similar	Similar
Recommend Scottsdale	NA	NA	NA	NA	88%	96%	Similar	NA	NA	NA	NA	Much higher	Higher
Remain in Scottsdale	NA	NA	NA	NA	87%	94%	Similar	NA	NA	NA	NA	Much higher	Higher
Contacted Scottsdale employees	54%	53%	NA	54%	50%	39%	Lower	NA	NA	NA	NA	Lower	Lower

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2013 compared to 2010	Comparison to benchmark					
		2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	NA	18%	NA	NA	NA	NA	NA	NA	Lower
	Did NOT report a crime	NA	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	NA	Similar
	Was NOT the victim of a crime	12%	13%	NA	12%	89%	90%	Similar	NA	NA	NA	NA	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	NA	18%	NA	NA	NA	NA	NA	NA	Lower
	Carpooled instead of driving alone	NA	NA	NA	NA	NA	45%	NA	NA	NA	NA	NA	NA	Similar
	Walked or biked instead of	NA	NA	NA	NA	NA	55%	NA	NA	NA	NA	NA	NA	Similar

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2013 compared to 2010	Comparison to benchmark					
		2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
	driving													
Natural Environment	Conserved water	NA	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	NA	NA	NA	79%	NA	NA	NA	NA	NA	NA	Similar
	Recycled at home	80%	79%	NA	84%	86%	89%	Similar	NA	NA	NA	NA	Higher	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	NA	58%	NA	NA	NA	NA	NA	NA	Similar
	NOT under housing cost stress	NA	NA	NA	NA	67%	74%	Similar	NA	NA	NA	NA	Similar	Similar
Economy	Purchased goods or services in Scottsdale	NA	NA	NA	NA	NA	100%	NA	NA	NA	NA	NA	NA	Similar
	Economy will have positive impact on income	29%	38%	NA	39%	15%	34%	Higher	NA	NA	NA	NA	Similar	Higher
	Work in Scottsdale	NA	NA	NA	NA	NA	41%	NA	NA	NA	NA	NA	NA	Similar
Recreation and Wellness	Used Scottsdale recreation centers	56%	61%	NA	59%	58%	66%	Similar	NA	NA	NA	NA	Similar	Similar
	Visited a City park	84%	86%	NA	82%	83%	82%	Similar	NA	NA	NA	NA	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	NA	86%	NA	NA	NA	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	NA	90%	NA	NA	NA	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	NA	NA	NA	72%	NA	NA	NA	NA	NA	NA	Similar
	Used Scottsdale public libraries	73%	73%	NA	76%	73%	60%	Lower	NA	NA	NA	NA	Similar	Lower
Education and Enrichment	Participated in religious or spiritual activities	NA	NA	NA	NA	52%	42%	Lower	NA	NA	NA	NA	Similar	Similar
Community Engagement	Attended a City-sponsored event	NA	NA	NA	NA	NA	46%	NA	NA	NA	NA	NA	NA	Similar
	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	NA	21%	NA	NA	NA	NA	NA	NA	Similar
	Contacted Scottsdale elected officials	NA	NA	NA	NA	NA	11%	NA	NA	NA	NA	NA	NA	Similar
	Volunteered	39%	40%	NA	41%	47%	37%	Lower	NA	NA	NA	NA	Similar	Similar
	Participated in a club	NA	NA	NA	NA	35%	31%	Similar	NA	NA	NA	NA	Higher	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	NA	88%	NA	NA	NA	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	NA	76%	NA	NA	NA	NA	NA	NA	Similar
	Attended a local public meeting	22%	23%	NA	25%	20%	15%	Similar	NA	NA	NA	NA	Much lower	Lower
	Watched a local public meeting	48%	47%	NA	54%	42%	20%	Lower	NA	NA	NA	NA	Similar	Lower

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2013 compared to 2010	Comparison to benchmark					
	2003	2004	2006	2007	2010	2013		2003	2004	2006	2007	2010	2013
Read or watched local news	NA	NA	NA	NA	NA	82%	NA	NA	NA	NA	NA	NA	Similar
Voted in local elections	66%	79%	76%	NA	76%	84%	Similar	NA	NA	NA	NA	Similar	Similar

The National Citizen Survey™

Scottsdale, AZ

Comparisons by Geographic Subgroups

2014

Contents

Summary

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

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

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (248 completed surveys). For each area (South of Indian Bend Road, North of Indian Bend Road and South or West of CAP Canal or North or East of CAP Canal), the margin of error rises to approximately plus or minus 12 percentage points since sample sizes were approximately 102 for South of Indian Bend Road, 79 for North of Indian Bend Road and South or West of CAP Canal and 67 for North or East of CAP Canal. Notable differences between areas included the following:

- Most Community Characteristics were rated similarly by residents in different areas of the city however a few interesting differences exist. Residents living South of Indian Bend Road rated the ease of travel by public transportation and bicycle better than their counterparts and they rated ease of public parking lower than their counterparts.
- Community Characteristics within the facet of the Natural Environment were rated highly in general, but residents living South of Indian Bend Road tended to give slightly lower ratings to these items than residents in other areas of Scottsdale.
- Some differences were found by geographic area within aspects of Governance. For example, residents living North of Indian Bend Road and South or West of CAP Canal tended to give higher ratings than residents living in other areas to general aspects of Governance including ratings for the government generally acting in the best interest of the community, being honest, and the overall customer service of Scottsdale employees.
- Two aspects of Natural Environment within Governance received lower ratings from residents living South of Indian Bend Road than their counterparts; garbage collection and recycling.
- Concerning Participation, residents living North of Indian Bend Road and South or West of CAP Canal reported the highest rates of participating in moderate or vigorous physical activity (while also rating recreational opportunities within Community Characteristics the highest compared to their counterparts).
- Respondents living South of Indian Bend Road had the highest rate being the victim of a crime. These residents also reported the highest rates of walking or biking or using public transportation instead of driving.
- Residents living North of Indian Bend Road and South or West of CAP Canal were the most likely to have ridden a horse on the Preserve or to have visited a Preserve trailhead. These residents were also more likely to use email subscriptions, read a newsletter or watch City Cable Channel 11 to get information about the City. Those living South of Indian Bend Road were more likely to use Facebook.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
The overall quality of life in Scottsdale	96%	98%	100%	98%
Overall image or reputation of Scottsdale	90%	90%	95%	91%
Scottsdale as a place to live	96%	99%	100%	98%
Your neighborhood as a place to live	89%	96%	98%	93%
Scottsdale as a place to raise children	90%	92%	93%	92%
Scottsdale as a place to retire	91%	88%	95%	91%
Overall appearance of Scottsdale	94%	97%	98%	96%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Overall feeling of safety in Scottsdale	92%	95%	96%	94%
In your neighborhood during the day	95%	97%	100%	97%
In Scottsdale's downtown/commercial area during the day	97%	99%	96%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Overall ease of getting to the places you usually have to visit	88%	88%	83%	87%
Traffic flow on major streets	55%	70%	62%	62%
Ease of public parking	56%	71%	72%	65%
Ease of travel by car in Scottsdale	72%	81%	76%	76%
Ease of travel by public transportation in Scottsdale	54%	27%	31%	40%
Ease of travel by bicycle in Scottsdale	78%	68%	50%	69%
Ease of walking in Scottsdale	91%	84%	75%	85%
Availability of paths and walking trails	89%	90%	87%	89%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Quality of overall natural environment in Scottsdale	83%	95%	93%	89%
Air quality	63%	62%	67%	63%
Cleanliness of Scottsdale	85%	94%	97%	91%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Overall built environment of Scottsdale (including overall design, buildings, parks and transportation systems)	74%	86%	87%	81%
Public places where people want to spend time	84%	94%	89%	88%
Variety of housing options	66%	71%	79%	71%
Availability of affordable quality housing	47%	47%	56%	49%
Overall quality of new development in Scottsdale	74%	83%	79%	78%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Overall economic health of Scottsdale	81%	83%	81%	82%
Scottsdale as a place to work	85%	87%	87%	86%
Scottsdale as a place to visit	91%	94%	99%	94%
Employment opportunities	64%	67%	72%	67%
Shopping opportunities	94%	96%	100%	96%
Cost of living in Scottsdale	52%	40%	64%	52%
Overall quality of business and service establishments in Scottsdale	88%	87%	94%	89%
Vibrant downtown/commercial area	83%	84%	89%	85%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Health and wellness opportunities in Scottsdale	88%	96%	95%	92%
Fitness opportunities (including exercise classes and paths or trails, etc.)	87%	92%	89%	89%
Recreational opportunities	82%	96%	93%	89%
Availability of affordable quality food	74%	89%	85%	81%
Availability of affordable quality health care	70%	83%	84%	78%
Availability of preventive health services	76%	92%	84%	83%
Availability of affordable quality mental health care	54%	66%	67%	61%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Overall opportunities for education and enrichment	75%	89%	84%	82%
Availability of affordable quality child care/preschool	58%	77%	52%	63%
K-12 education	74%	85%	70%	77%
Adult educational opportunities	70%	84%	76%	76%
Opportunities to attend cultural/arts/music activities	86%	91%	90%	88%
Opportunities to participate in religious or spiritual events and activities	89%	95%	96%	92%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Opportunities to participate in social events and activities	76%	82%	90%	81%
Opportunities to volunteer	74%	82%	85%	79%
Opportunities to participate in community matters	54%	71%	78%	66%
Openness and acceptance of the community toward people of diverse backgrounds	50%	62%	66%	58%
Neighborliness of residents in Scottsdale	50%	61%	69%	58%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
The City of Scottsdale	81%	92%	89%	87%
The value of services for the taxes paid to Scottsdale	66%	78%	68%	70%
The overall direction that Scottsdale is taking	68%	71%	81%	72%
The job Scottsdale government does at welcoming citizen involvement	50%	60%	46%	52%
Overall confidence in Scottsdale government	58%	65%	54%	59%
Generally acting in the best interest of the community	49%	74%	61%	60%
Being honest	42%	68%	53%	53%
Treating all residents fairly	51%	70%	55%	57%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	74%	92%	78%	80%
The Federal Government	3%	3%	3%	3%
The State Government	3%	3%	3%	3%
Maricopa County Government	54%	41%	57%	51%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Police services	88%	93%	92%	90%
Fire services	96%	97%	100%	97%
Ambulance or emergency medical services	94%	100%	100%	97%
Crime prevention	81%	90%	95%	87%
Fire prevention and education	86%	89%	92%	88%
Animal control	80%	81%	73%	79%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	69%	76%	71%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Traffic enforcement	73%	84%	73%	76%
Street repair	64%	67%	67%	66%
Street cleaning	72%	80%	79%	76%
Street lighting	78%	76%	78%	77%
Sidewalk maintenance	75%	73%	78%	75%
Traffic signal timing	60%	56%	65%	60%
Bus or transit services	60%	44%	62%	56%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Garbage collection	82%	95%	95%	89%
Recycling	65%	90%	99%	81%
Yard waste pick-up	68%	78%	86%	76%
Drinking water	52%	64%	64%	59%
Preservation of natural areas such as open space, farmlands and greenbelts	78%	74%	80%	78%
Scottsdale McDowell Sonoran Preserve	91%	97%	98%	95%
Water services provided by City of Scottsdale Water Resources Department	58%	68%	74%	65%
Drinking water taste	36%	45%	53%	43%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Storm drainage	58%	78%	76%	69%
Sewer services	81%	85%	86%	84%
Utility billing	67%	90%	88%	79%
Land use, planning and zoning	70%	77%	62%	70%
Code enforcement (weeds, abandoned buildings, etc.)	70%	81%	72%	74%
Cable television	65%	59%	69%	64%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Economic development	68%	74%	77%	72%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
City parks	93%	98%	97%	95%
Recreation programs or classes	88%	95%	90%	91%
Recreation centers or facilities	91%	95%	96%	93%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Public library services	90%	96%	98%	94%
City-sponsored special events	89%	74%	72%	81%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Public information services	78%	84%	87%	82%
Scottsdale Web site (www.ScottsdaleAZ.gov)	80%	84%	88%	83%
City Cable Channel 11	67%	66%	92%	73%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Sense of community	51%	55%	61%	54%
Recommend living in Scottsdale to someone who asks	93%	99%	98%	96%
Remain in Scottsdale for the next five years	93%	96%	91%	94%
Contacted Scottsdale (in-person, phone, email or web) for help or information	39%	40%	39%	39%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Was NOT the victim of a crime	85%	92%	96%	90%
Did NOT report a crime	78%	89%	93%	85%
Stocked supplies in preparation for an emergency	21%	14%	17%	18%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Walked or biked instead of driving	68%	53%	36%	55%
Carpooled with other adults or children instead of driving alone	50%	43%	39%	45%
Used bus or other public transportation instead of driving	29%	11%	7%	18%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Recycle at home	28%	35%	23%	28%
Made efforts to make your home more energy efficient	79%	77%	82%	79%
Made efforts to conserve water	86%	84%	85%	85%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
NOT under housing cost stress	72%	78%	72%	74%
Did NOT observe a code violation	47%	63%	71%	58%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Purchase goods or services from a business located in Scottsdale	70%	80%	74%	74%
Economy will have positive impact on income	35%	39%	26%	34%
Work in Scottsdale	39%	51%	34%	41%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Used Scottsdale recreation centers or their services	63%	76%	61%	66%
Visited a neighborhood park or City park	81%	88%	77%	82%
Eat at least 5 portions of fruits and vegetables a day	71%	65%	68%	69%
Participate in moderate or vigorous physical activity	56%	74%	64%	63%
Reported being in "very good" or "excellent" health	66%	78%	75%	72%
Visited or used a City pool	18%	20%	21%	19%
Used a City fitness facility	24%	17%	35%	25%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Used Scottsdale public libraries or their services	52%	60%	71%	60%
Participated in religious or spiritual activities in Scottsdale	29%	48%	57%	42%
Attended a City-sponsored event	46%	45%	45%	46%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Campaigned or advocated for an issue, cause or candidate	16%	26%	24%	21%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	6%	17%	12%	11%
Volunteered your time to some group/activity in Scottsdale	31%	35%	48%	37%
Participated in a club	21%	32%	47%	31%

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Talked to or visited with your immediate neighbors	85%	91%	92%	88%
Done a favor for a neighbor	71%	79%	79%	76%
Attended a local public meeting	11%	17%	19%	15%
Watched (online or on television) a local public meeting	17%	23%	22%	20%
Read or watch local news (via television, paper, computer, etc.)	49%	52%	47%	49%
Vote in local elections	33%	47%	41%	39%

Table 28: Custom Question 1

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve. Percent rating positively (more than once a month).	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Walked or hiked in the Preserve	20%	27%	25%	23%
Rode a mountain bike in the Preserve	10%	5%	11%	9%
Rock climbed in the Preserve	4%	0%	2%	3%
Ridden a horse in the Preserve	1%	6%	0%	2%
Visited a Preserve trailhead	9%	23%	19%	16%
Taken out of town visitors on any of these activities in the Preserve	6%	10%	9%	8%

Table 29: Custom Question 2

To what extent do you agree or disagree with each of the following statements? (Percent "strongly" or "somewhat" agree).	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
The City of Scottsdale should do more to promote water conservation among residents	74%	72%	57%	69%
My household could do more to conserve water	69%	59%	46%	60%
My neighbors could do more to conserve water	75%	57%	43%	61%

Table 30: Custom Question 3

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities: (Percent "major" or "minor" source).	Geographic Area			
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Utility bill	70%	69%	62%	68%
Parks and Recreation brochure	59%	71%	55%	61%
City website	45%	64%	52%	52%
Email subscription or newsletter	25%	40%	21%	28%
City Cable Channel 11	23%	42%	24%	28%
Local newspapers	61%	69%	64%	64%
Facebook	29%	18%	12%	22%
Twitter	6%	14%	10%	9%
Word of mouth	84%	81%	80%	82%

The National Citizen Survey™

Scottsdale, AZ

Technical Appendices

2014

Contents

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	
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	
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	
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	
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

Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	11%	N=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	
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

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

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

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

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	
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	
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

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

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

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

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

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	
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	
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

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

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

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

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	
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	
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

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

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

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
	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
Natural Environment	Preservation of natural areas such as open space, farmlands and greenbelts	78%	27	227	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Scottsdale open space	95%	2	36	Much higher
Built Environment	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
	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

		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
	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
Community Engagement	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

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

Gillette city, WY	29,087
Globe city, AZ	7,532
Goodyear city, AZ	65,275
Grafton village, WI	11,459
Grand Island city, NE	48,520
Greeley city, CO	92,889
Green Valley CDP, AZ	21,391
Greenwood Village city, CO	13,925
Greer city, SC	25,515
Gulf Shores city, AL	9,741
Gunnison County, CO	15,324
Hailey city, ID	7,960
Haines Borough, AK	2,508
Hallandale Beach city, FL	37,113
Hamilton city, OH	62,477
Hampton city, VA	137,436
Hanover County, VA	99,863
Harrisonville city, MO	10,019
Hartford city, CT	124,775
Hayward city, CA	144,186
Henderson city, NV	257,729
Hermiston city, OR	16,745
Herndon town, VA	23,292
High Point city, NC	104,371
Highland Park city, IL	29,763
Highlands Ranch CDP, CO	96,713
Hillsborough town, NC	6,087
Holden town, MA	17,346
Holland city, MI	33,051
Honolulu County, HI	953,207
Hooksett town, NH	13,451
Hopkins city, MN	17,591
Hopkinton town, MA	14,925
Hoquiam city, WA	8,726
Houston city, TX	2.E+06
Howell city, MI	9,489
Hudson city, OH	22,262
Hudson town, CO	2,356
Hudsonville city, MI	7,116
Huntersville town, NC	46,773
Hurst city, TX	37,337
Hutchinson city, MN	14,178
Hutto city, TX	14,698
Hyattsville city, MD	17,557
Indian Trail town, NC	33,518
Indianola city, IA	14,782
Iowa City city, IA	67,862
Jackson County, MI	160,248
Jefferson City city, MO	43,079
Jefferson County, CO	534,543
Jerome city, ID	10,890
Johnson City city, TN	63,152
Johnson County, KS	544,179
Jupiter town, FL	55,156
Kalamazoo city, MI	74,262
Kansas City city, MO	459,787
Kenmore city, WA	20,460
Kennett Square borough, PA	6,072
Kirkland city, WA	48,787
Kutztown borough, PA	5,012
La Mesa city, CA	57,065
La Plata town, MD	8,753
La Porte city, TX	33,800
La Vista city, NE	15,758
Lafayette city, CO	24,453
Laguna Beach city, CA	22,723
Laguna Hills city, CA	30,344
Lake Oswego city, OR	36,619
Lake Zurich village, IL	19,631
Lakeville city, MN	55,954

Lakewood city, CO	142,980
Lane County, OR	351,715
Larimer County, CO	299,630
Las Cruces city, NM	97,618
Las Vegas city, NV	583,756
Lawrence city, KS	87,643
League City city, TX	83,560
Lebanon city, NH	13,151
Lee County, FL	618,754
Lee's Summit city, MO	91,364
Lewiston city, ME	36,592
Lexington city, VA	7,042
Lincoln city, NE	258,379
Littleton city, CO	41,737
Livermore city, CA	80,968
Lone Tree city, CO	10,218
Longmont city, CO	86,270
Los Alamos County, NM	17,950
Louisville city, CO	18,376
Lower Providence township, PA	25,436
Lynchburg city, VA	75,568
Lynnwood city, WA	35,836
Lyons village, IL	10,729
Madison city, WI	233,209
Mankato city, MN	39,309
Maple Grove city, MN	61,567
Maple Valley city, WA	22,684
Maricopa County, AZ	4.E+06
Marin County, CA	252,409
Marion County, IA	33,309
Maryland Heights city, MO	27,472
Mayer city, MN	1,749
McAllen city, TX	129,877
McDonough city, GA	22,084
McKinney city, TX	131,117
McMinnville city, OR	32,187
Mecklenburg County, NC	919,628
Medford city, OR	74,907
Menlo Park city, CA	32,026
Meridian charter township, MI	39,688
Meridian city, ID	75,092
Merriam city, KS	11,003
Merrill city, WI	9,661
Mesa city, AZ	439,041
Mesa County, CO	146,723
Miami Beach city, FL	87,779
Midland city, MI	41,863
Milford city, DE	9,559
Minneapolis city, MN	382,578
Mission Viejo city, CA	93,305
Missoula city, MT	66,788
Modesto city, CA	201,165
Monterey city, CA	27,810
Montgomery County, MD	971,777
Montgomery County, VA	94,392
Montpelier city, VT	7,855
Montrose city, CO	19,132
Mooresville town, NC	32,711
Morristown city, TN	29,137
Morrisville town, NC	18,576
Moscow city, ID	23,800
Mountlake Terrace city, WA	19,909
Munster town, IN	23,603
Muscatine city, IA	22,886
Naperville city, IL	141,853
Needham CDP, MA	28,886
New Braunfels city, TX	57,740
New Brighton city, MN	21,456
New Orleans city, LA	343,829
New York city, NY	8.E+06

Newport Beach city, CA	85,186
Newport city, RI	24,672
Newport News city, VA	180,719
Noblesville city, IN	51,969
Nogales city, AZ	20,837
Norfolk city, VA	242,803
Norman city, OK	110,925
North Las Vegas city, NV	216,961
North Palm Beach village, FL	12,015
Northglenn city, CO	35,789
Novato city, CA	51,904
Novi city, MI	55,224
O'Fallon city, IL	28,281
Oak Park village, IL	51,878
Oakland charter township, MI	16,779
Oakland Park city, FL	41,363
Ocala city, FL	56,315
Ogdensburg city, NY	11,128
Oklahoma City city, OK	579,999
Olathe city, KS	125,872
Olmsted County, MN	144,248
Orland Park village, IL	56,767
Oshkosh city, WI	66,083
Otsego County, MI	24,164
Oviedo city, FL	33,342
Paducah city, KY	25,024
Palm Beach County, FL	1.E+06
Palm Coast city, FL	75,180
Palm Springs city, CA	44,552
Palo Alto city, CA	64,403
Panama City city, FL	36,484
Papillion city, NE	18,894
Park City city, UT	7,558
Park Ridge city, IL	37,480
Parker town, CO	45,297
Pasadena city, CA	137,122
Pasco city, WA	59,781
Pasco County, FL	464,697
Peachtree City city, GA	34,364
Pearland city, TX	91,252
Peoria city, AZ	154,065
Peoria County, IL	186,494
Peters township, PA	21,213
Petoskey city, MI	5,670
Pflugerville city, TX	46,936
Phoenix city, AZ	1.E+06
Pinal County, AZ	375,770
Pinehurst village, NC	13,124
Piqua city, OH	20,522
Plano city, TX	259,841
Platte City city, MO	4,691
Plymouth city, MN	70,576
Pocatello city, ID	54,255
Polk County, FL	602,095
Port Huron city, MI	30,184
Port Orange city, FL	56,048
Port St. Lucie city, FL	164,603
Portland city, OR	583,776
Post Falls city, ID	27,574
Prince William County, VA	402,002
Provo city, UT	112,488
Pueblo city, CO	106,595
Purcellville town, VA	7,727
Queen Creek town, AZ	26,361
Radford city, VA	16,408
Radnor township, PA	31,531
Rapid City city, SD	67,956
Raymore city, MO	19,206
Redmond city, WA	54,144
Rehoboth Beach city, DE	1,327

Reno city, NV	225,221
Renton city, WA	90,927
Reston CDP, VA	58,404
Richmond city, CA	103,701
Richmond Heights city, MO	8,603
Rifle city, CO	9,172
Rio Rancho city, NM	87,521
River Falls city, WI	15,000
Riverdale city, UT	8,426
Riverside city, CA	303,871
Riverside city, MO	2,937
Riverside village, IL	8,875
Rochester city, MI	12,711
Rochester Hills city, MI	70,995
Rock Hill city, SC	66,154
Rockford city, IL	152,871
Rockville city, MD	61,209
Roeland Park city, KS	6,731
Rolla city, MO	19,559
Roswell city, GA	88,346
Round Rock city, TX	99,887
Rowlett city, TX	56,199
Royal Oak city, MI	57,236
Saco city, ME	18,482
Sahuarita town, AZ	25,259
Salida city, CO	5,236
Salt Lake City city, UT	186,440
Sammamish city, WA	45,780
San Antonio city, TX	1.E+06
San Carlos city, CA	28,406
San Diego city, CA	1.E+06
San Francisco city, CA	805,235
San Jose city, CA	945,942
San Juan County, NM	130,044
San Marcos city, TX	44,894
San Rafael city, CA	57,713
Sandy city, UT	87,461
Sandy Springs city, GA	93,853
Sanford city, FL	53,570
Sangamon County, IL	197,465
Santa Clarita city, CA	176,320
Santa Fe County, NM	144,170
Santa Monica city, CA	89,736
Sarasota city, FL	51,917
Sarasota County, FL	379,448
Savage city, MN	26,911
Savannah city, GA	136,286
Scarborough CDP, ME	4,403
Scott County, MN	129,928
Scottsdale city, AZ	217,385
Seaside city, CA	33,025
SeaTac city, WA	26,909
Sevierville city, TN	14,807
Shawnee city, KS	62,209
Sheboygan city, WI	49,288
Sherman village, IL	4,148
Shorewood city, MN	7,307
Sioux Falls city, SD	153,888
Skokie village, IL	64,784
Smyrna city, GA	51,271
Snellville city, GA	18,242
South Lake Tahoe city, CA	21,403
South Portland city, ME	25,002
Southborough town, MA	9,767
Southlake city, TX	26,575
Sparks city, NV	90,264
Spokane Valley city, WA	89,755
Springboro city, OH	17,409
Springfield city, OR	59,403
Springville city, UT	29,466

St. Charles city, IL.. 32,974
St. Cloud city, MN 65,842
St. Joseph city, MO 76,780
St. Louis County, MN...200,226
St. Louis Park city, MN 45,250
Stallings town, NC 13,831
State College borough, PA 42,034
Sterling Heights city, MI 129,699
Sugar Grove village, IL 8,997
Sugar Land city, TX 78,817
Summit city, NJ.. 21,457
Sunnyvale city, CA 140,081
Surprise city, AZ...117,517
Suwanee city, GA 15,355
Tacoma city, WA...198,397
Takoma Park city, MD 16,715
Temecula city, CA 100,097
Tempe city, AZ 161,719
Temple city, TX.. 66,102
The Woodlands CDP, TX.. 93,847
Thornton city, CO..118,772
Thousand Oaks city, CA..126,683
Tomball city, TX... 10,753
Tualatin city, OR 26,054
Tulsa city, OK 391,906
Twin Falls city, ID 44,125
Tyler city, TX 96,900
Umatilla city, OR 6,906
Upper Arlington city, OH....................................... 33,771
Urbandale city, IA 39,463
Vail town, CO... 5,305
Vancouver city, WA...161,791
Ventura CCD, CA...111,889
Vestavia Hills city, AL 34,033
Virginia Beach city, VA...437,994
Visalia city, CA 124,442
Wahpeton city, ND 7,766

Wake Forest town, NC.. 30,117
Walnut Creek city, CA.. 64,173
Washington County, MN 238,136
Washoe County, NV 421,407
Watauga city, TX 23,497
Wauwatosa city, WI 46,396
Waverly city, IA 9,874
Weddington town, NC 9,459
Wentzville city, MO... 29,070
West Carrollton city, OH 13,143
West Chester borough, PA...................................... 18,461
West Des Moines city, IA 56,609
West Richland city, WA... 11,811
Westerville city, OH.. 36,120
Westlake town, TX 992
Westminster city, CO...106,114
Wheat Ridge city, CO 30,166
White House city, TN 10,255
Whitewater township, MI.. 2,597
Wichita city, KS..382,368
Williamsburg city, VA... 14,068
Wilmington city, IL 5,724
Wilmington city, NC..106,476
Wilsonville city, OR... 19,509
Winchester city, VA 26,203
Wind Point village, WI 1,723
Windsor town, CO... 18,644
Windsor town, CT 29,044
Winston-Salem city, NC 229,617
Winter Garden city, FL... 34,568
Woodland city, CA... 55,468
Woodland city, WA.. 5,509
Wrentham town, MA 10,955
Yakima city, WA... 91,067
York County, VA... 65,464
Yuma city, AZ 93,064

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.
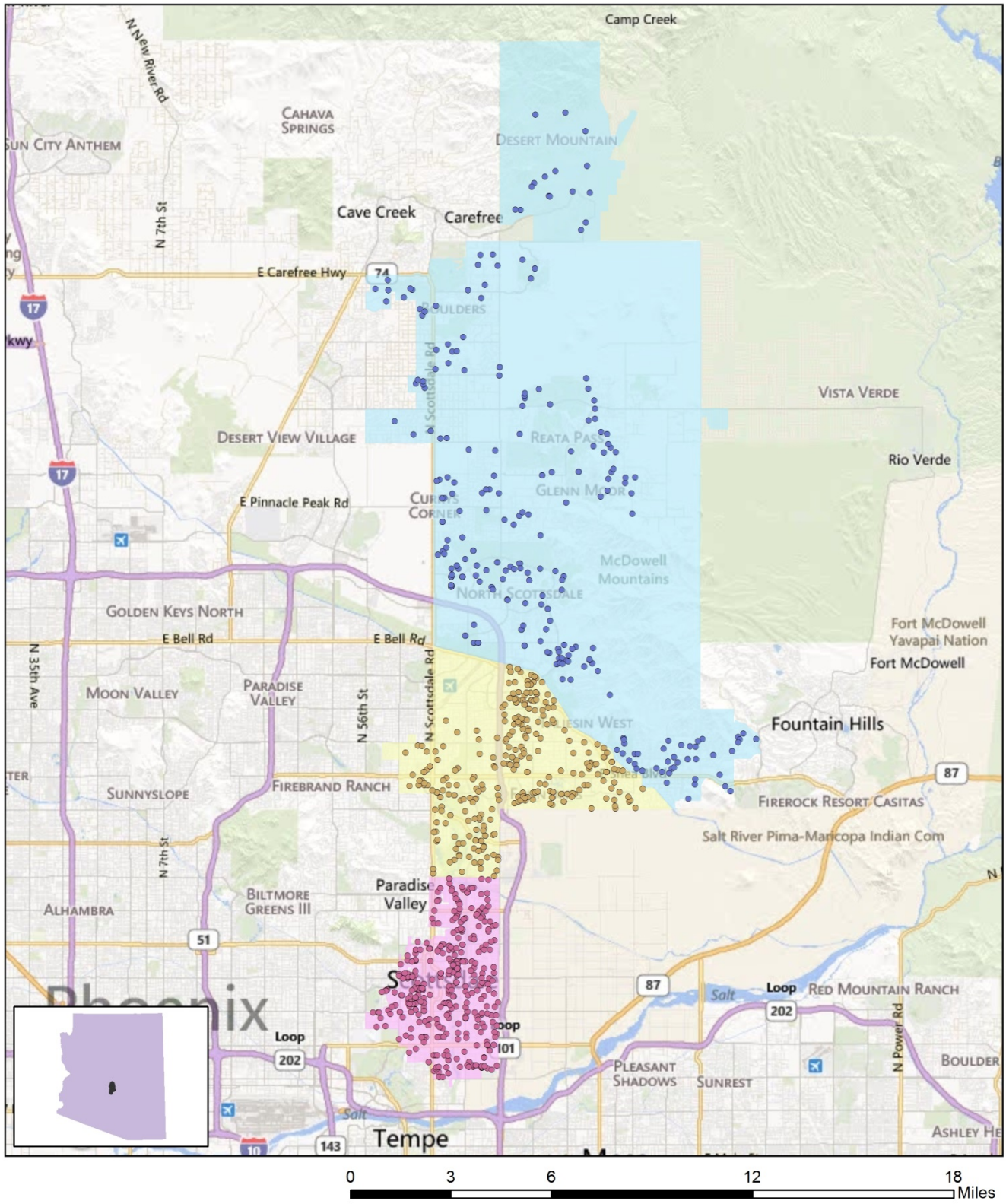
To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every *Nth* one until the appropriate amount of 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 — Area 1
- In Area 2: N of Indian Bend Road and S or W of CAP Canal — Area 2
- In Area 3: N or E of CAP Canal — 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.

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[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

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

City of Scottsdale
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Scottsdale, AZ 85251

City of Scottsdale
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Scottsdale, AZ 85251

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

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,

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 telefono: 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.

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,

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 telefono: 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.

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:

	Excellent	Good	Fair	Poor	Don't know
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:

	Excellent	Good	Fair	Poor	Don't know
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:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
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:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
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:

	Excellent	Good	Fair	Poor	Don't know
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:

	Excellent	Good	Fair	Poor	Don't know
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.

	No	Yes
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?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Used Scottsdale recreation centers or their services	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?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Attended a local public meeting	1	2	3	4
Watched (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:

	Excellent	Good	Fair	Poor	Don't know
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?

	Excellent	Good	Fair	Poor	Don't know
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:

	Excellent	Good	Fair	Poor	Don't know
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.

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
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?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree	Don't know
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:

	Major source	Minor source	Not at all a source
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?

	Never	Rarely	Sometimes	Usually	Always
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

The National Citizen Survey™

Scottsdale, AZ

Supplemental Online Survey
Results

2014

Contents

About this Report

As part of its participation in The National Citizen Survey™, the City of Scottsdale conducted a mailed survey of 1,200 residents. Surveys were mailed to randomly selected households in November 2013 and data were collected through December 2013. After the official data collection period was over and the data were reported (see the report, *The National Citizen Survey: Community Livability Report, Scottsdale, AZ, 2014*), the City made available a Web-based survey to its residents through a link on the City's Web site. Visitors to the site were able to complete the survey during January 2014 and 235 surveys were received.

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

Complete Survey Responses

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

Responses excluding "don't know"

Table 1: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Scottsdale as a place to live	60%	N=114	34%	N=65	5%	N=9	1%	N=1	100%	N=189
Your neighborhood as a place to live	54%	N=107	37%	N=73	8%	N=15	2%	N=3	100%	N=198
Scottsdale as a place to raise children	44%	N=76	40%	N=70	14%	N=24	2%	N=4	100%	N=174
Scottsdale as a place to work	47%	N=83	37%	N=64	11%	N=19	5%	N=9	100%	N=175
Scottsdale as a place to visit	70%	N=139	25%	N=49	6%	N=11	0%	N=0	100%	N=199
Scottsdale as a place to retire	49%	N=94	38%	N=72	10%	N=20	3%	N=5	100%	N=191
The overall quality of life in Scottsdale	51%	N=101	38%	N=76	11%	N=22	0%	N=0	100%	N=199

Table 2: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Scottsdale	49%	N=98	42%	N=84	8%	N=16	1%	N=2	100%	N=200
Overall ease of getting to the places you usually have to visit	32%	N=62	47%	N=91	18%	N=35	4%	N=7	100%	N=195
Quality of overall natural environment in Scottsdale	50%	N=99	39%	N=77	8%	N=15	5%	N=9	100%	N=200
Overall built environment of Scottsdale (including overall design, buildings, parks and transportation systems)	25%	N=50	46%	N=91	21%	N=42	9%	N=17	100%	N=200
Health and wellness opportunities in Scottsdale	49%	N=96	37%	N=71	13%	N=25	1%	N=2	100%	N=194
Overall opportunities for education and enrichment	28%	N=53	51%	N=97	19%	N=36	3%	N=6	100%	N=192
Overall economic health of Scottsdale	23%	N=43	51%	N=97	20%	N=38	7%	N=13	100%	N=191
Sense of community	18%	N=35	31%	N=61	36%	N=72	15%	N=30	100%	N=198
Overall image or reputation of Scottsdale	40%	N=79	44%	N=86	14%	N=27	3%	N=5	100%	N=197

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Scottsdale to someone who asks	62%	N=121	27%	N=53	6%	N=12	5%	N=9	100%	N=195
Remain in Scottsdale for the next five years	69%	N=131	19%	N=35	8%	N=16	4%	N=7	100%	N=189

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	74%	N=145	21%	N=40	3%	N=5	2%	N=3	1%	N=2	100%	N=195
In Scottsdale's downtown/commercial area during the day	64%	N=123	25%	N=48	6%	N=12	3%	N=6	2%	N=3	100%	N=192

Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	14%	N=27	53%	N=101	21%	N=40	12%	N=23	100%	N=191
Ease of public parking	16%	N=31	47%	N=88	25%	N=48	12%	N=22	100%	N=189
Ease of travel by car in Scottsdale	22%	N=41	54%	N=102	20%	N=38	5%	N=9	100%	N=190
Ease of travel by public transportation in Scottsdale	12%	N=16	19%	N=26	32%	N=44	37%	N=50	100%	N=136
Ease of travel by bicycle in Scottsdale	26%	N=40	43%	N=67	19%	N=30	12%	N=18	100%	N=155
Ease of walking in Scottsdale	31%	N=57	45%	N=82	15%	N=27	10%	N=18	100%	N=184
Availability of paths and walking trails	44%	N=82	38%	N=70	14%	N=26	4%	N=8	100%	N=186
Air quality	12%	N=22	55%	N=106	25%	N=47	8%	N=16	100%	N=191
Cleanliness of Scottsdale	45%	N=86	50%	N=95	5%	N=9	0%	N=0	100%	N=190
Overall appearance of Scottsdale	49%	N=94	42%	N=81	8%	N=15	1%	N=1	100%	N=191
Public places where people want to spend time	42%	N=80	46%	N=89	10%	N=20	2%	N=3	100%	N=192
Variety of housing options	25%	N=45	46%	N=83	23%	N=42	7%	N=12	100%	N=182
Availability of affordable quality housing	16%	N=27	29%	N=50	35%	N=61	20%	N=35	100%	N=173
Fitness opportunities (including exercise classes and paths or trails, etc.)	48%	N=89	41%	N=76	10%	N=19	1%	N=1	100%	N=185
Recreational opportunities	50%	N=95	40%	N=77	9%	N=17	1%	N=2	100%	N=191
Availability of affordable quality food	42%	N=81	40%	N=78	15%	N=28	3%	N=6	100%	N=193
Availability of affordable quality health care	42%	N=78	38%	N=69	15%	N=28	5%	N=9	100%	N=184
Availability of preventive health services	41%	N=73	39%	N=68	16%	N=28	4%	N=7	100%	N=176
Availability of affordable quality mental health care	24%	N=26	32%	N=35	28%	N=30	17%	N=18	100%	N=109

Table 6: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	18%	N=15	41%	N=34	28%	N=23	12%	N=10	100%	N=82
K-12 education	27%	N=36	41%	N=54	22%	N=29	9%	N=12	100%	N=131
Adult educational opportunities	21%	N=33	49%	N=79	23%	N=37	7%	N=11	100%	N=160
Opportunities to attend cultural/arts/music activities	45%	N=85	41%	N=77	10%	N=19	3%	N=6	100%	N=187
Opportunities to participate in religious or spiritual events and activities	43%	N=62	44%	N=63	10%	N=15	2%	N=3	100%	N=143
Employment opportunities	15%	N=22	40%	N=59	32%	N=47	12%	N=18	100%	N=146
Shopping opportunities	72%	N=137	24%	N=46	3%	N=6	1%	N=1	100%	N=190
Cost of living in Scottsdale	7%	N=13	46%	N=87	38%	N=73	9%	N=18	100%	N=191
Overall quality of business and service establishments in Scottsdale	34%	N=65	55%	N=104	9%	N=18	2%	N=3	100%	N=190
Vibrant downtown/commercial area	38%	N=70	41%	N=75	15%	N=27	7%	N=12	100%	N=184
Overall quality of new development in Scottsdale	30%	N=53	40%	N=69	14%	N=25	16%	N=27	100%	N=174
Opportunities to participate in social events and activities	37%	N=66	42%	N=76	16%	N=29	5%	N=9	100%	N=180
Opportunities to volunteer	44%	N=75	40%	N=68	14%	N=23	2%	N=4	100%	N=170
Opportunities to participate in community matters	35%	N=63	40%	N=71	18%	N=32	7%	N=12	100%	N=178
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=35	42%	N=71	25%	N=42	12%	N=21	100%	N=169
Neighborliness of residents in Scottsdale	19%	N=35	37%	N=69	34%	N=64	11%	N=20	100%	N=188

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	10%	N=18	90%	N=171	100%	N=189
Made efforts to make your home more energy efficient	21%	N=39	79%	N=149	100%	N=188
Observed a code violation or other hazard in Scottsdale	53%	N=99	47%	N=88	100%	N=187
Household member was a victim of a crime in Scottsdale	90%	N=171	10%	N=18	100%	N=189
Reported a crime to the police in Scottsdale	79%	N=151	21%	N=39	100%	N=190
Stocked supplies in preparation for an emergency	76%	N=144	24%	N=45	100%	N=189
Campaigned or advocated for an issue, cause or candidate	60%	N=113	40%	N=76	100%	N=189
Contacted Scottsdale (in-person, phone, email or web) for help or information	32%	N=61	68%	N=128	100%	N=189
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	63%	N=119	37%	N=70	100%	N=189

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	16%	N=30	17%	N=31	34%	N=64	33%	N=62	100%	N=187
Visited a neighborhood park or City park	24%	N=44	26%	N=46	36%	N=64	14%	N=26	100%	N=180
Used Scottsdale public libraries or their services	18%	N=33	28%	N=51	32%	N=59	22%	N=40	100%	N=183
Participated in religious or spiritual activities in Scottsdale	11%	N=20	18%	N=33	17%	N=32	55%	N=102	100%	N=187
Attended a City-sponsored event	3%	N=6	12%	N=22	54%	N=100	31%	N=57	100%	N=185
Used bus or other public transportation instead of driving	3%	N=6	3%	N=6	11%	N=20	83%	N=154	100%	N=186
Carpooled with other adults or children instead of driving alone	13%	N=25	15%	N=28	16%	N=29	56%	N=104	100%	N=186
Walked or biked instead of driving	18%	N=34	20%	N=37	21%	N=39	41%	N=75	100%	N=185
Volunteered your time to some group/activity in Scottsdale	17%	N=31	19%	N=36	19%	N=36	44%	N=82	100%	N=185
Participated in a club	8%	N=14	15%	N=27	17%	N=31	60%	N=110	100%	N=182
Talked to or visited with your immediate neighbors	49%	N=92	25%	N=46	21%	N=39	5%	N=10	100%	N=187
Done a favor for a neighbor	24%	N=45	26%	N=49	34%	N=63	16%	N=29	100%	N=186
Visited or used a City pool	3%	N=5	3%	N=6	10%	N=19	84%	N=157	100%	N=187
Used a City fitness facility	7%	N=13	7%	N=13	11%	N=21	75%	N=140	100%	N=187

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	3%	N=5	10%	N=18	32%	N=58	55%	N=100	100%	N=181
Watched (online or on television) a local public meeting	6%	N=11	17%	N=31	30%	N=55	48%	N=89	100%	N=186

Table 10: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	54%	N=93	36%	N=62	8%	N=14	2%	N=3	100%	N=172
Fire services	62%	N=98	32%	N=51	4%	N=6	2%	N=3	100%	N=158
Ambulance or emergency medical services	59%	N=82	34%	N=48	5%	N=7	2%	N=3	100%	N=140
Crime prevention	47%	N=75	39%	N=62	8%	N=13	6%	N=9	100%	N=159

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Fire prevention and education	55%	N=77	34%	N=48	9%	N=12	3%	N=4	100%	N=141
Traffic enforcement	34%	N=58	37%	N=63	21%	N=35	8%	N=13	100%	N=169
Street repair	26%	N=46	44%	N=79	18%	N=33	12%	N=21	100%	N=179
Street cleaning	40%	N=73	43%	N=77	12%	N=22	5%	N=9	100%	N=181
Street lighting	36%	N=64	43%	N=78	16%	N=28	6%	N=10	100%	N=180
Sidewalk maintenance	36%	N=63	42%	N=74	16%	N=28	6%	N=11	100%	N=176
Traffic signal timing	18%	N=32	40%	N=73	25%	N=45	18%	N=32	100%	N=182
Bus or transit services	20%	N=20	27%	N=27	23%	N=23	29%	N=29	100%	N=99
Garbage collection	64%	N=115	31%	N=56	3%	N=6	2%	N=3	100%	N=180
Recycling	61%	N=111	27%	N=48	5%	N=9	7%	N=13	100%	N=181
Yard waste pick-up	61%	N=94	26%	N=40	9%	N=14	4%	N=6	100%	N=154
Storm drainage	32%	N=50	47%	N=75	13%	N=21	8%	N=12	100%	N=158
Drinking water	26%	N=46	42%	N=76	19%	N=34	13%	N=24	100%	N=180
Sewer services	41%	N=68	49%	N=80	7%	N=11	3%	N=5	100%	N=164
Utility billing	37%	N=63	47%	N=81	13%	N=23	3%	N=5	100%	N=172
City parks	57%	N=98	36%	N=62	5%	N=8	2%	N=3	100%	N=171
Recreation programs or classes	44%	N=58	46%	N=60	8%	N=10	2%	N=3	100%	N=131
Recreation centers or facilities	48%	N=69	39%	N=56	10%	N=14	3%	N=5	100%	N=144
Land use, planning and zoning	22%	N=34	39%	N=60	19%	N=30	19%	N=30	100%	N=154
Code enforcement (weeds, abandoned buildings, etc.)	26%	N=39	35%	N=52	25%	N=37	14%	N=21	100%	N=149
Animal control	32%	N=39	40%	N=49	18%	N=22	10%	N=12	100%	N=122
Economic development	24%	N=35	41%	N=61	20%	N=30	14%	N=21	100%	N=147
Public library services	63%	N=101	30%	N=49	6%	N=9	1%	N=2	100%	N=161
Public information services	38%	N=61	45%	N=72	11%	N=17	6%	N=10	100%	N=160
Cable television	26%	N=37	43%	N=60	17%	N=24	14%	N=19	100%	N=140
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	21%	N=19	46%	N=41	24%	N=22	9%	N=8	100%	N=90
Preservation of natural areas such as open space, farmlands and greenbelts	47%	N=76	34%	N=55	14%	N=23	6%	N=9	100%	N=163
Scottsdale McDowell Sonoran Preserve	68%	N=105	25%	N=38	6%	N=9	2%	N=3	100%	N=155
City-sponsored special events	33%	N=50	47%	N=70	16%	N=24	4%	N=6	100%	N=150
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	49%	N=84	32%	N=55	14%	N=24	4%	N=7	100%	N=170
Scottsdale Web site (www.ScottsdaleAZ.gov)	36%	N=60	44%	N=74	16%	N=27	5%	N=8	100%	N=169
City Cable Channel 11	26%	N=27	51%	N=52	16%	N=16	7%	N=7	100%	N=102
Water services provided by City of Scottsdale Water Resources Department	41%	N=67	40%	N=65	15%	N=24	4%	N=7	100%	N=163
Drinking water taste	19%	N=33	37%	N=65	20%	N=36	24%	N=42	100%	N=176

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	43%	N=77	43%	N=77	9%	N=17	6%	N=10	100%	N=181
The Federal Government	6%	N=10	32%	N=56	37%	N=65	25%	N=43	100%	N=174
The State Government	5%	N=8	31%	N=51	46%	N=76	19%	N=32	100%	N=167
Maricopa County Government	6%	N=10	42%	N=64	36%	N=55	16%	N=25	100%	N=154

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	34%	N=61	42%	N=75	15%	N=26	8%	N=15	100%	N=177
The overall direction that Scottsdale is taking	19%	N=34	37%	N=67	22%	N=39	22%	N=39	100%	N=179
The job Scottsdale government does at welcoming citizen involvement	26%	N=44	36%	N=60	22%	N=37	16%	N=26	100%	N=167
Overall confidence in Scottsdale government	18%	N=31	32%	N=57	29%	N=51	21%	N=37	100%	N=176
Generally acting in the best interest of the community	18%	N=32	33%	N=59	24%	N=42	25%	N=44	100%	N=177
Being honest	17%	N=28	34%	N=56	21%	N=34	28%	N=46	100%	N=164
Treating all residents fairly	24%	N=38	28%	N=45	22%	N=34	26%	N=41	100%	N=158

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	7%	N=12	21%	N=39	35%	N=64	37%	N=67	100%	N=182
Rode a mountain bike in the Preserve	1%	N=2	2%	N=3	13%	N=23	85%	N=154	100%	N=182
Rock climbed in the Preserve	1%	N=2	1%	N=1	10%	N=18	88%	N=160	100%	N=181
Ridden a horse in the Preserve	1%	N=1	2%	N=4	3%	N=6	94%	N=169	100%	N=180
Visited a Preserve trailhead	7%	N=13	20%	N=36	31%	N=57	42%	N=76	100%	N=182
Taken out of town visitors on any of these activities in the Preserve	3%	N=5	6%	N=11	41%	N=75	50%	N=91	100%	N=182

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	29%	N=52	38%	N=68	26%	N=47	3%	N=5	3%	N=6	100%	N=178
My household could do more to conserve water	11%	N=20	41%	N=74	19%	N=34	19%	N=34	10%	N=19	100%	N=181
My neighbors could do more to conserve water	19%	N=29	43%	N=64	25%	N=37	9%	N=14	4%	N=6	100%	N=150

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	47%	N=80
Web streaming	22%	N=37
YouTube	4%	N=7
I don't watch Scottsdale City Cable Channel 11 programming	47%	N=81

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	
Utility bill	21%	N=37	48%	N=85	31%	N=56	100%	N=178
Parks and Recreation brochure	21%	N=38	43%	N=77	35%	N=63	100%	N=178
City website	56%	N=101	36%	N=66	8%	N=14	100%	N=181
Email subscription or newsletter	47%	N=83	26%	N=46	28%	N=49	100%	N=178
City Cable Channel 11	11%	N=19	33%	N=58	56%	N=100	100%	N=177
Local newspapers	46%	N=83	33%	N=60	21%	N=38	100%	N=181
Facebook	8%	N=14	19%	N=33	74%	N=131	100%	N=178
Twitter	6%	N=11	9%	N=16	85%	N=150	100%	N=177
Word of mouth	28%	N=51	59%	N=106	12%	N=22	100%	N=179

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	
Recycle at home	3%	N=5	4%	N=8	2%	N=3	19%	N=34	72%	N=130	100%	N=180
Purchase goods or services from a business located in Scottsdale	1%	N=1	1%	N=1	12%	N=21	65%	N=117	22%	N=39	100%	N=179
Eat at least 5 portions of fruits and vegetables a day	2%	N=3	15%	N=27	30%	N=53	33%	N=59	20%	N=36	100%	N=178
Participate in moderate or vigorous physical activity	1%	N=2	6%	N=11	17%	N=31	44%	N=78	32%	N=57	100%	N=179
Read or watch local news (via television, paper, computer, etc.)	3%	N=5	6%	N=11	13%	N=24	28%	N=50	50%	N=90	100%	N=180
Vote in local elections	3%	N=5	2%	N=3	4%	N=7	13%	N=24	78%	N=142	100%	N=181

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	32%	N=57
Very good	47%	N=84
Good	21%	N=37
Fair	1%	N=2
Poor	0%	N=0
Total	100%	N=180

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=11
Somewhat positive	27%	N=49
Neutral	44%	N=78
Somewhat negative	18%	N=33
Very negative	4%	N=8
Total	100%	N=179

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	49%	N=89
Working part time for pay	15%	N=27
Unemployed, looking for paid work	2%	N=3
Unemployed, not looking for paid work	3%	N=5
Fully retired	31%	N=57
Total	100%	N=181

Table 21: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	44%	N=78
Yes, from home	12%	N=22
No	44%	N=78
Total	100%	N=178

Table 22: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	7%	N=13
2 to 5 years	12%	N=21
6 to 10 years	12%	N=21
11 to 20 years	27%	N=48
More than 20 years	43%	N=78
Total	100%	N=181

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	77%	N=139
Building with two or more homes (duplex, townhome, apartment or condominium)	21%	N=38
Mobile home	0%	N=0
Other	2%	N=4
Total	100%	N=181

Table 24: Question D8

Is this house, apartment or mobile home…	Percent	Number
Rented	12%	N=21
Owned	88%	N=159
Total	100%	N=180

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	5%	N=8
$300 to $599 per month	9%	N=16
$600 to $999 per month	14%	N=24
$1,000 to $1,499 per month	26%	N=44
$1,500 to $2,499 per month	31%	N=53
$2,500 or more per month	16%	N=27
Total	100%	N=172

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	80%	N=143
Yes	20%	N=35
Total	100%	N=178

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	67%	N=119
Yes	33%	N=59
Total	100%	N=178

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=9
$25,000 to $49,999	12%	N=18
$50,000 to $99,999	38%	N=59
$100,000 to $149,999	25%	N=38
$150,000 or more	20%	N=31
Total	100%	N=155

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=170
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=5
Total	100%	N=175

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	1%	N=1
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	1%	N=1
White	95%	N=162
Other	4%	N=7

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	1%	N=1
25 to 34 years	13%	N=22
35 to 44 years	8%	N=14
45 to 54 years	18%	N=32
55 to 64 years	30%	N=52
65 to 74 years	22%	N=38
75 years or older	8%	N=14
Total	100%	N=173

Table 32: Question D16

What is your sex?	Percent	Number
Female	55%	N=94
Male	45%	N=77
Total	100%	N=171

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	49%	N=86
Land line	27%	N=47
Both	24%	N=42
Total	100%	N=175

Table 34: Question D18

In which area of Scottsdale do you live?	Percent	Number
South of Indian Bend Road	40%	N=68
North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	34%	N=58
North or East of the Central Arizona Project (CAP) Canal	27%	N=46
Total	100%	N=172

Frequencies 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 35: 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	60%	N=114	34%	N=65	5%	N=9	1%	N=1	1%	N=1	100%	N=190
Your neighborhood as a place to live	54%	N=107	37%	N=73	8%	N=15	2%	N=3	1%	N=2	100%	N=200
Scottsdale as a place to raise children	38%	N=76	35%	N=70	12%	N=24	2%	N=4	13%	N=27	100%	N=201
Scottsdale as a place to work	42%	N=83	32%	N=64	10%	N=19	5%	N=9	12%	N=24	100%	N=199
Scottsdale as a place to visit	70%	N=139	25%	N=49	6%	N=11	0%	N=0	1%	N=1	100%	N=200
Scottsdale as a place to retire	47%	N=94	36%	N=72	10%	N=20	3%	N=5	4%	N=8	100%	N=199
The overall quality of life in Scottsdale	51%	N=101	38%	N=76	11%	N=22	0%	N=0	1%	N=1	100%	N=200

Table 36: 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	49%	N=98	42%	N=84	8%	N=16	1%	N=2	0%	N=0	100%	N=200
Overall ease of getting to the places you usually have to visit	32%	N=62	47%	N=91	18%	N=35	4%	N=7	0%	N=0	100%	N=195
Quality of overall natural environment in Scottsdale	50%	N=99	39%	N=77	8%	N=15	5%	N=9	0%	N=0	100%	N=200
Overall built environment of Scottsdale (including overall design, buildings, parks and transportation systems)	25%	N=50	46%	N=91	21%	N=42	9%	N=17	0%	N=0	100%	N=200
Health and wellness opportunities in Scottsdale	48%	N=96	36%	N=71	13%	N=25	1%	N=2	3%	N=6	100%	N=200
Overall opportunities for education and enrichment	27%	N=53	49%	N=97	18%	N=36	3%	N=6	4%	N=8	100%	N=200
Overall economic health of Scottsdale	22%	N=43	49%	N=97	19%	N=38	7%	N=13	5%	N=9	100%	N=200
Sense of community	18%	N=35	31%	N=61	36%	N=72	15%	N=30	1%	N=2	100%	N=200
Overall image or reputation of Scottsdale	40%	N=79	43%	N=86	14%	N=27	3%	N=5	1%	N=2	100%	N=199

Table 37: 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	62%	N=121	27%	N=53	6%	N=12	5%	N=9	1%	N=1	100%	N=196
Remain in Scottsdale for the next five years	68%	N=131	18%	N=35	8%	N=16	4%	N=7	2%	N=3	100%	N=192

Table 38: 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	74%	N=145	20%	N=40	3%	N=5	2%	N=3	1%	N=2	1%	N=1	100%	N=196
In Scottsdale's downtown/commercial area during the day	63%	N=123	24%	N=48	6%	N=12	3%	N=6	2%	N=3	2%	N=4	100%	N=196

Table 39: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	14%	N=27	53%	N=101	21%	N=40	12%	N=23	0%	N=0	100%	N=191
Ease of public parking	16%	N=31	46%	N=88	25%	N=48	12%	N=22	1%	N=1	100%	N=190
Ease of travel by car in Scottsdale	22%	N=41	54%	N=102	20%	N=38	5%	N=9	0%	N=0	100%	N=190

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by public transportation in Scottsdale	8%	N=16	14%	N=26	23%	N=44	26%	N=50	29%	N=56	100%	N=192
Ease of travel by bicycle in Scottsdale	21%	N=40	35%	N=67	16%	N=30	9%	N=18	20%	N=38	100%	N=193
Ease of walking in Scottsdale	30%	N=57	43%	N=82	14%	N=27	9%	N=18	4%	N=8	100%	N=192
Availability of paths and walking trails	43%	N=82	37%	N=70	14%	N=26	4%	N=8	3%	N=5	100%	N=191
Air quality	12%	N=22	55%	N=106	25%	N=47	8%	N=16	0%	N=0	100%	N=191
Cleanliness of Scottsdale	45%	N=86	50%	N=95	5%	N=9	0%	N=0	0%	N=0	100%	N=190
Overall appearance of Scottsdale	49%	N=94	42%	N=81	8%	N=15	1%	N=1	0%	N=0	100%	N=191
Public places where people want to spend time	42%	N=80	46%	N=89	10%	N=20	2%	N=3	0%	N=0	100%	N=192
Variety of housing options	24%	N=45	44%	N=83	22%	N=42	6%	N=12	4%	N=7	100%	N=189
Availability of affordable quality housing	14%	N=27	26%	N=50	32%	N=61	18%	N=35	10%	N=19	100%	N=192
Fitness opportunities (including exercise classes and paths or trails, etc.)	47%	N=89	40%	N=76	10%	N=19	1%	N=1	3%	N=6	100%	N=191
Recreational opportunities	49%	N=95	40%	N=77	9%	N=17	1%	N=2	1%	N=2	100%	N=193
Availability of affordable quality food	42%	N=81	40%	N=78	15%	N=28	3%	N=6	0%	N=0	100%	N=193
Availability of affordable quality health care	40%	N=78	36%	N=69	15%	N=28	5%	N=9	5%	N=9	100%	N=193
Availability of preventive health services	38%	N=73	35%	N=68	15%	N=28	4%	N=7	8%	N=16	100%	N=192
Availability of affordable quality mental health care	14%	N=26	18%	N=35	16%	N=30	9%	N=18	43%	N=83	100%	N=192

Table 40: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	8%	N=15	18%	N=34	12%	N=23	5%	N=10	57%	N=108	100%	N=190
K-12 education	19%	N=36	29%	N=54	16%	N=29	6%	N=12	29%	N=54	100%	N=185
Adult educational opportunities	18%	N=33	43%	N=79	20%	N=37	6%	N=11	13%	N=24	100%	N=184
Opportunities to attend cultural/arts/music activities	45%	N=85	41%	N=77	10%	N=19	3%	N=6	2%	N=3	100%	N=190
Opportunities to participate in religious or spiritual events and activities	32%	N=62	33%	N=63	8%	N=15	2%	N=3	26%	N=49	100%	N=192
Employment opportunities	12%	N=22	31%	N=59	25%	N=47	9%	N=18	24%	N=45	100%	N=191
Shopping opportunities	72%	N=137	24%	N=46	3%	N=6	1%	N=1	0%	N=0	100%	N=190
Cost of living in Scottsdale	7%	N=13	46%	N=87	38%	N=73	9%	N=18	0%	N=0	100%	N=191
Overall quality of business and service establishments in Scottsdale	34%	N=65	55%	N=104	9%	N=18	2%	N=3	0%	N=0	100%	N=190
Vibrant downtown/commercial area	37%	N=70	40%	N=75	14%	N=27	6%	N=12	3%	N=5	100%	N=189
Overall quality of new development in Scottsdale	28%	N=53	36%	N=69	13%	N=25	14%	N=27	9%	N=17	100%	N=191
Opportunities to participate in social events and activities	35%	N=66	40%	N=76	15%	N=29	5%	N=9	5%	N=10	100%	N=190
Opportunities to volunteer	40%	N=75	36%	N=68	12%	N=23	2%	N=4	10%	N=19	100%	N=189
Opportunities to participate in community matters	33%	N=63	37%	N=71	17%	N=32	6%	N=12	7%	N=13	100%	N=191
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=35	37%	N=71	22%	N=42	11%	N=21	12%	N=22	100%	N=191
Neighborliness of residents in Scottsdale	18%	N=35	36%	N=69	34%	N=64	10%	N=20	2%	N=3	100%	N=191

Table 41: 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	10%	N=18	90%	N=171	100%	N=189
Made efforts to make your home more energy efficient	21%	N=39	79%	N=149	100%	N=188
Observed a code violation or other hazard in Scottsdale	53%	N=99	47%	N=88	100%	N=187

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Household member was a victim of a crime in Scottsdale	90%	N=171	10%	N=18	100%	N=189
Reported a crime to the police in Scottsdale	79%	N=151	21%	N=39	100%	N=190
Stocked supplies in preparation for an emergency	76%	N=144	24%	N=45	100%	N=189
Campaigned or advocated for an issue, cause or candidate	60%	N=113	40%	N=76	100%	N=189
Contacted Scottsdale (in-person, phone, email or web) for help or information	32%	N=61	68%	N=128	100%	N=189
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	63%	N=119	37%	N=70	100%	N=189

Table 42: 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	16%	N=30	17%	N=31	34%	N=64	33%	N=62	100%	N=187
Visited a neighborhood park or City park	24%	N=44	26%	N=46	36%	N=64	14%	N=26	100%	N=180
Used Scottsdale public libraries or their services	18%	N=33	28%	N=51	32%	N=59	22%	N=40	100%	N=183
Participated in religious or spiritual activities in Scottsdale	11%	N=20	18%	N=33	17%	N=32	55%	N=102	100%	N=187
Attended a City-sponsored event	3%	N=6	12%	N=22	54%	N=100	31%	N=57	100%	N=185
Used bus or other public transportation instead of driving	3%	N=6	3%	N=6	11%	N=20	83%	N=154	100%	N=186
Carpooled with other adults or children instead of driving alone	13%	N=25	15%	N=28	16%	N=29	56%	N=104	100%	N=186
Walked or biked instead of driving	18%	N=34	20%	N=37	21%	N=39	41%	N=75	100%	N=185
Volunteered your time to some group/activity in Scottsdale	17%	N=31	19%	N=36	19%	N=36	44%	N=82	100%	N=185
Participated in a club	8%	N=14	15%	N=27	17%	N=31	60%	N=110	100%	N=182
Talked to or visited with your immediate neighbors	49%	N=92	25%	N=46	21%	N=39	5%	N=10	100%	N=187
Done a favor for a neighbor	24%	N=45	26%	N=49	34%	N=63	16%	N=29	100%	N=186
Visited or used a City pool	3%	N=5	3%	N=6	10%	N=19	84%	N=157	100%	N=187
Used a City fitness facility	7%	N=13	7%	N=13	11%	N=21	75%	N=140	100%	N=187

Table 43: 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	3%	N=5	10%	N=18	32%	N=58	55%	N=100	100%	N=181
Watched (online or on television) a local public meeting	6%	N=11	17%	N=31	30%	N=55	48%	N=89	100%	N=186

Table 44: 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	51%	N=93	34%	N=62	8%	N=14	2%	N=3	7%	N=12	100%	N=184
Fire services	54%	N=98	28%	N=51	3%	N=6	2%	N=3	14%	N=25	100%	N=183
Ambulance or emergency medical services	45%	N=82	26%	N=48	4%	N=7	2%	N=3	24%	N=44	100%	N=184
Crime prevention	40%	N=75	33%	N=62	7%	N=13	5%	N=9	15%	N=27	100%	N=186
Fire prevention and education	41%	N=77	26%	N=48	6%	N=12	2%	N=4	25%	N=46	100%	N=187
Traffic enforcement	31%	N=58	34%	N=63	19%	N=35	7%	N=13	10%	N=18	100%	N=187
Street repair	25%	N=46	42%	N=79	18%	N=33	11%	N=21	4%	N=8	100%	N=187
Street cleaning	39%	N=73	41%	N=77	12%	N=22	5%	N=9	3%	N=6	100%	N=187

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Street lighting	35%	N=64	42%	N=78	15%	N=28	5%	N=10	2%	N=4	100%	N=184
Sidewalk maintenance	34%	N=63	40%	N=74	15%	N=28	6%	N=11	5%	N=10	100%	N=186
Traffic signal timing	17%	N=32	39%	N=73	24%	N=45	17%	N=32	2%	N=3	100%	N=185
Bus or transit services	11%	N=20	15%	N=27	13%	N=23	16%	N=29	46%	N=85	100%	N=184
Garbage collection	62%	N=115	30%	N=56	3%	N=6	2%	N=3	3%	N=6	100%	N=186
Recycling	60%	N=111	26%	N=48	5%	N=9	7%	N=13	3%	N=5	100%	N=186
Yard waste pick-up	51%	N=94	22%	N=40	8%	N=14	3%	N=6	17%	N=32	100%	N=186
Storm drainage	27%	N=50	40%	N=75	11%	N=21	6%	N=12	15%	N=28	100%	N=186
Drinking water	25%	N=46	41%	N=76	18%	N=34	13%	N=24	2%	N=4	100%	N=184
Sewer services	37%	N=68	43%	N=80	6%	N=11	3%	N=5	11%	N=20	100%	N=184
Utility billing	34%	N=63	44%	N=81	13%	N=23	3%	N=5	6%	N=11	100%	N=183
City parks	54%	N=98	34%	N=62	4%	N=8	2%	N=3	7%	N=12	100%	N=183
Recreation programs or classes	32%	N=58	33%	N=60	5%	N=10	2%	N=3	28%	N=52	100%	N=183
Recreation centers or facilities	38%	N=69	31%	N=56	8%	N=14	3%	N=5	21%	N=38	100%	N=182
Land use, planning and zoning	19%	N=34	33%	N=60	16%	N=30	16%	N=30	16%	N=29	100%	N=183
Code enforcement (weeds, abandoned buildings, etc.)	21%	N=39	28%	N=52	20%	N=37	11%	N=21	19%	N=35	100%	N=184
Animal control	21%	N=39	27%	N=49	12%	N=22	7%	N=12	34%	N=62	100%	N=184
Economic development	19%	N=35	33%	N=61	16%	N=30	11%	N=21	20%	N=37	100%	N=184
Public library services	55%	N=101	27%	N=49	5%	N=9	1%	N=2	13%	N=23	100%	N=184
Public information services	33%	N=61	39%	N=72	9%	N=17	5%	N=10	13%	N=23	100%	N=183
Cable television	20%	N=37	33%	N=60	13%	N=24	10%	N=19	23%	N=43	100%	N=183
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=19	22%	N=41	12%	N=22	4%	N=8	51%	N=94	100%	N=184
Preservation of natural areas such as open space, farmlands and greenbelts	41%	N=76	30%	N=55	13%	N=23	5%	N=9	11%	N=21	100%	N=184
Scottsdale McDowell Sonoran Preserve	57%	N=105	21%	N=38	5%	N=9	2%	N=3	16%	N=29	100%	N=184
City-sponsored special events	27%	N=50	38%	N=70	13%	N=24	3%	N=6	19%	N=35	100%	N=185
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	45%	N=84	30%	N=55	13%	N=24	4%	N=7	8%	N=15	100%	N=185
Scottsdale Web site (www.ScottsdaleAZ.gov)	32%	N=60	40%	N=74	15%	N=27	4%	N=8	9%	N=16	100%	N=185
City Cable Channel 11	15%	N=27	28%	N=52	9%	N=16	4%	N=7	45%	N=83	100%	N=185
Water services provided by City of Scottsdale Water Resources Department	36%	N=67	35%	N=65	13%	N=24	4%	N=7	12%	N=22	100%	N=185
Drinking water taste	18%	N=33	35%	N=65	19%	N=36	23%	N=42	5%	N=9	100%	N=185

Table 45: 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	42%	N=77	42%	N=77	9%	N=17	5%	N=10	1%	N=1	100%	N=182
The Federal Government	5%	N=10	30%	N=56	35%	N=65	23%	N=43	5%	N=10	100%	N=184
The State Government	4%	N=8	28%	N=51	41%	N=76	17%	N=32	9%	N=17	100%	N=184
Maricopa County Government	5%	N=10	35%	N=64	30%	N=55	14%	N=25	16%	N=30	100%	N=184

Table 46: 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	33%	N=61	41%	N=75	14%	N=26	8%	N=15	3%	N=6	100%	N=183
The overall direction that Scottsdale is taking	18%	N=34	36%	N=67	21%	N=39	21%	N=39	3%	N=5	100%	N=184
The job Scottsdale government does at welcoming citizen involvement	24%	N=44	33%	N=60	20%	N=37	14%	N=26	9%	N=16	100%	N=183
Overall confidence in Scottsdale government	17%	N=31	31%	N=57	28%	N=51	20%	N=37	3%	N=5	100%	N=181
Generally acting in the best interest of the community	17%	N=32	32%	N=59	23%	N=42	24%	N=44	4%	N=7	100%	N=184
Being honest	15%	N=28	30%	N=56	18%	N=34	25%	N=46	11%	N=20	100%	N=184
Treating all residents fairly	21%	N=38	25%	N=45	19%	N=34	23%	N=41	13%	N=23	100%	N=181

Table 47: 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	7%	N=12	21%	N=39	35%	N=64	37%	N=67	100%	N=182
Rode a mountain bike in the Preserve	1%	N=2	2%	N=3	13%	N=23	85%	N=154	100%	N=182
Rock climbed in the Preserve	1%	N=2	1%	N=1	10%	N=18	88%	N=160	100%	N=181
Ridden a horse in the Preserve	1%	N=1	2%	N=4	3%	N=6	94%	N=169	100%	N=180
Visited a Preserve trailhead	7%	N=13	20%	N=36	31%	N=57	42%	N=76	100%	N=182
Taken out of town visitors on any of these activities in the Preserve	3%	N=5	6%	N=11	41%	N=75	50%	N=91	100%	N=182

Table 48: 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	29%	N=52	37%	N=68	26%	N=47	3%	N=5	3%	N=6	2%	N=4	100%	N=182
My household could do more to conserve water	11%	N=20	40%	N=74	19%	N=34	19%	N=34	10%	N=19	1%	N=2	100%	N=183
My neighbors could do more to conserve water	16%	N=29	35%	N=64	20%	N=37	8%	N=14	3%	N=6	18%	N=33	100%	N=183

Table 49: 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	45%	N=80
Web streaming	21%	N=37
YouTube	4%	N=7
I don't watch Scottsdale City Cable Channel 11 programming	46%	N=81
Don't know	4%	N=7

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

Table 50: 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	
Utility bill	21%	N=37	48%	N=85	31%	N=56	100%	N=178
Parks and Recreation brochure	21%	N=38	43%	N=77	35%	N=63	100%	N=178
City website	56%	N=101	36%	N=66	8%	N=14	100%	N=181
Email subscription or newsletter	47%	N=83	26%	N=46	28%	N=49	100%	N=178
City Cable Channel 11	11%	N=19	33%	N=58	56%	N=100	100%	N=177
Local newspapers	46%	N=83	33%	N=60	21%	N=38	100%	N=181
Facebook	8%	N=14	19%	N=33	74%	N=131	100%	N=178
Twitter	6%	N=11	9%	N=16	85%	N=150	100%	N=177
Word of mouth	28%	N=51	59%	N=106	12%	N=22	100%	N=179

Table 51: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	3%	N=5	4%	N=8	2%	N=3	19%	N=34	72%	N=130	100%	N=180
Purchase goods or services from a business located in Scottsdale	1%	N=1	1%	N=1	12%	N=21	65%	N=117	22%	N=39	100%	N=179
Eat at least 5 portions of fruits and vegetables a day	2%	N=3	15%	N=27	30%	N=53	33%	N=59	20%	N=36	100%	N=178
Participate in moderate or vigorous physical activity	1%	N=2	6%	N=11	17%	N=31	44%	N=78	32%	N=57	100%	N=179
Read or watch local news (via television, paper, computer, etc.)	3%	N=5	6%	N=11	13%	N=24	28%	N=50	50%	N=90	100%	N=180
Vote in local elections	3%	N=5	2%	N=3	4%	N=7	13%	N=24	78%	N=142	100%	N=181

Table 52: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	32%	N=57
Very good	47%	N=84
Good	21%	N=37
Fair	1%	N=2
Poor	0%	N=0
Total	100%	N=180

Table 53: 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=11
Somewhat positive	27%	N=49
Neutral	44%	N=78
Somewhat negative	18%	N=33
Very negative	4%	N=8
Total	100%	N=179

Table 54: Question D4

What is your employment status?	Percent	Number
Working full time for pay	49%	N=89
Working part time for pay	15%	N=27
Unemployed, looking for paid work	2%	N=3
Unemployed, not looking for paid work	3%	N=5
Fully retired	31%	N=57
Total	100%	N=181

Table 55: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	44%	N=78
Yes, from home	12%	N=22
No	44%	N=78
Total	100%	N=178

Table 56: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	7%	N=13
2 to 5 years	12%	N=21
6 to 10 years	12%	N=21
11 to 20 years	27%	N=48
More than 20 years	43%	N=78
Total	100%	N=181

Table 57: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	77%	N=139
Building with two or more homes (duplex, townhome, apartment or condominium)	21%	N=38
Mobile home	0%	N=0
Other	2%	N=4
Total	100%	N=181

Table 58: Question D8

Is this house, apartment or mobile home…	Percent	Number
Rented	12%	N=21
Owned	88%	N=159
Total	100%	N=180

Table 59: 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	5%	N=8
$300 to $599 per month	9%	N=16
$600 to $999 per month	14%	N=24
$1,000 to $1,499 per month	26%	N=44
$1,500 to $2,499 per month	31%	N=53
$2,500 or more per month	16%	N=27
Total	100%	N=172

Table 60: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	80%	N=143
Yes	20%	N=35
Total	100%	N=178

Table 61: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	67%	N=119
Yes	33%	N=59
Total	100%	N=178

Table 62: 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=9
$25,000 to $49,999	12%	N=18
$50,000 to $99,999	38%	N=59
$100,000 to $149,999	25%	N=38
$150,000 or more	20%	N=31
Total	100%	N=155

Table 63: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=170
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=5
Total	100%	N=175

Table 64: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=1
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	1%	N=1
White	95%	N=162
Other	4%	N=7

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

Table 65: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	13%	N=22
35 to 44 years	8%	N=14
45 to 54 years	18%	N=32
55 to 64 years	30%	N=52
65 to 74 years	22%	N=38
75 years or older	8%	N=14
Total	100%	N=173

Table 66: Question D16

What is your sex?	Percent	Number
Female	55%	N=94
Male	45%	N=77
Total	100%	N=171

Table 67: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	49%	N=86
Land line	27%	N=47
Both	24%	N=42
Total	100%	N=175

Table 68: Question D18

In which area of Scottsdale do you live?	Percent	Number
South of Indian Bend Road	38%	N=68
North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	33%	N=58
North or East of the Central Arizona Project (CAP) Canal	26%	N=46
Don't know	3%	N=5
Total	100%	N=177