

## **Highlights from Scottsdale's Citizen Survey**

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Scottsdale residents value their quality of life and give high marks to the local economy, according to the National Citizen Survey conducted in November and December 2018. Some noteworthy excerpts from the 157-page survey report are highlighted below.

### **Residents continue to enjoy a high quality of life and strong sense of safety.**

Almost all community members gave high marks to the overall quality of life in Scottsdale and Scottsdale as a place to live. About 9 in 10 residents positively rated the overall image or reputation of Scottsdale, their neighborhood as a place to live and its overall appearance; ratings higher than the national averages. The proportion of residents who were likely to recommend living in Scottsdale to someone who asked was above-average. About 9 in 10 residents planned to remain in Scottsdale for the next five years and about half positively rated the sense of community in the city. Safety was a top priority for residents. About 9 in 10 residents positively rated the overall feeling of safety in Scottsdale and felt safe in their neighborhoods and the downtown/commercial area. Evaluations of the overall feeling of safety were higher than observed elsewhere in the country.

### **Economy is a priority and residents applaud shopping and employment opportunities.**

The economy was also identified as a priority for the community in the coming two years. Assessments within the facet of Economy were outstanding, with scores higher than the national averages for overall economic health, overall quality of business and service establishments and economic development. Residents' ratings of vibrant downtown/commercial area, shopping and employment opportunities, Scottsdale as a place to visit and Scottsdale as a place to work were much higher than what was observed elsewhere in the country. Additionally, reviews of shopping opportunities were ranked 1st among all comparison communities. About 4 in 10 residents believed the economy would have a positive impact on income, which was on par with other communities in the nation.

### **Scottsdale residents are pleased with health and wellness opportunities in their city.**

Evaluations of Recreation and Wellness in Scottsdale were very strong. Assessments of availability of preventive health services, recreational opportunities and fitness opportunities were higher than the national benchmarks. About 9 in 10 community members gave high marks to recreation programs or classes and recreation centers or facilities; these scores were also above-average. Ratings for health and wellness opportunities were much higher than the national averages and were ranked 3rd among comparison communities. About half of respondents had visited and walked or hiked in Scottsdale McDowell Sonoran Preserve in the 12 months prior to the survey.

Residents also evaluated more than 30 individual services and amenities available in Scottsdale. A majority of residents gave positive ratings for all services and 11 received ratings higher or much higher than benchmark comparisons. Some comparisons and contrasts.

Several areas were rated much higher than other benchmark communities, including:

- Scottsdale as a place to retire
- Shopping opportunities
- The Scottsdale McDowell Sonoran Preserve
- Scottsdale as a place to visit
- Scottsdale as a place to work
- A vibrant downtown/commercial area

In addition, some areas had significant improvement from the last survey conducted in 2016, including:

- Yard waste pick up quality
- The amount of volunteer opportunities offered
- Overall ease of travel
- The amount of social events and activities

A list of the highest and lowest ratings are provided below:

<b>Highest ratings were given to the following:</b>	Percent positive	Trend	Benchmark
Safety in your neighborhood during the day	98%	↔	↔
Scottsdale as a place to live	97%	↔	↑
The overall quality of life in Scottsdale	96%	↔	↑↑
Shopping opportunities	96%	↔	↑↑
Would recommend living in Scottsdale to someone	96%	↔	↑
Your neighborhood as a place to live	95%	↔	↑
Overall feeling of safety in Scottsdale	95%	↔	↑
Fire services	95%	↔	↔
Ambulance or EMS	95%	↔	↔

<b>Lowest ratings were given to the following:</b>	Percent positive	Trend	Benchmark
Contacted Scottsdale elected officials	17%	↔	↔
Attended a local public meeting	18%	↔	↔
Used public transportation instead of driving	19%	↔	↔
Stocked supplies for an emergency	21%	↔	↓
Watched a local public meeting	22%	↔	↔
Participated in a club	32%	↔	↔
Contacted Scottsdale employees	34%	↓	↓
Campaigned for an issue, cause or candidate	34%	↓	↓
Volunteered	35%	↔	↔
Affordable quality housing	36%	↓	↔

**Legend**

- ↑↑ Much higher
- ↑ Higher
- ↔ Similar
- ↓ Lower
- ↓↓ Much lower

The report provides the opinions of a representative sample selected from 1,600 Scottsdale residents. The margin of error around any reported percentage is 6 percent for the entire sample of 305 completed surveys. Also included as a supplement are the results from an online opt-in survey conducted in late December 2018 to early February 2019 that received 104 responses.