

Highlights from Scottsdale's 2020 Community Survey

Scottsdale residents value their quality of life and give high marks to the local economy, according to the National Community Survey conducted in November and December 2020. Some noteworthy excerpts from the 157-page survey report are highlighted below.

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

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

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

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

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

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

Affordability in Scottsdale could be a focus area

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

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

- Overall image or reputation of Scottsdale
- Shopping opportunities
- Overall quality of business and service establishments in Scottsdale
- Variety of business and service establishments in Scottsdale
- Vibrancy of downtown/commercial area
- Shopping opportunities
- Scottsdale as a place to visit
- Scottsdale as a place to work
- Community support for the arts
- Scottsdale as a place to retire

Some areas saw significant improvement from the last survey conducted in 2018, including:

- Overall quality of business and service establishments in Scottsdale
- Traffic flow on major streets
- Street lighting
- Land use, planning, and zoning
- Sewer services
- Stormwater management
- Animal control
- Emergency preparedness
- Sense of community

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

Highest ratings were given to the following:	Percent positive	Trend	Benchmark
Safety in your neighborhood during the day	99%	↑	↔
Recommend living in Scottsdale to someone who asks	97%	↔	↑
The overall quality of life in Scottsdale	97%	↔	↑
Would recommend living in Scottsdale to someone	97%	↔	↑
Scottsdale as a place to live	96%	↔	↑
Fire services	96%	↔	↔
Ambulance or emergency medical services	96%	↔	↔
Overall quality of business and service establishments in Scottsdale	95%	↑	↑↑
Public library services	95%	↔	↔
Scottsdale as a place to visit	95%	↔	↑↑
Your neighborhood as a place to live	94%	↔	↔
Lowest ratings were given to the following:			
Used bus, rail, subway, or other public transportation instead of driving	13%	↔	↓
Attended a local public meeting	18%	↔	↔
Contacted Scottsdale elected officials to express your opinion	18%	↔	↔
Campaigned or advocated for an issue, cause or candidate	22%	↓	↔
Economy will have a positive impact on income	25%	↓	↔
Share your opinions online	27%	n/a	↔
Watched (online or on television) a local public meeting	29%	↔	↔
Volunteered your time to some group/activity in Scottsdale	29%	↔	↔
Carpooled with other adults or children instead of driving alone	31%	↓	↓
Availability of affordable quality housing	32%	↔	↔

Legend

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

The report provides the opinions of a representative sample selected from 1,700 Scottsdale households. The margin of error around any reported percentage is 5 percent for the entire sample of 329 completed surveys. After the random-sample survey above was completed, an online version was opened to the entire community. More than 1,100 residents participated – results of that survey are being tabulated and will be provided the community once that process is complete.