

# Scottsdale In Your Words (2024)

Prepared for City of Scottsdale  
March 8, 2024

## Scottsdale Citizens Engagement Platform

A plan and purpose for the future!

# PLEASE NOTE

Please Note: The findings from the report on Scottsdale In Your Words (2024) are the ideas, opinions, and suggestions gathered from the members of the Speak up Scottsdale community and are not necessarily a reflection of all citizens of Scottsdale. This report may refer to Speak Up Scottsdale community members as respondents, community members, participants, and/or SUS members.

# Scottsdale In Your Words (2024)





# OVERVIEW

On January 16, 2024, Speak Up Scottsdale launch an activities asking Community members describe Scottsdale in their words.

- 95 community members answered provided 3 words / terms that describe Scottsdale.
- The questionnaire closed on February 16, 2024.

This report provides the analysis of words and terms and sentiment. The report is groups into three sections based on first, second and third words used to describe Scottsdale.

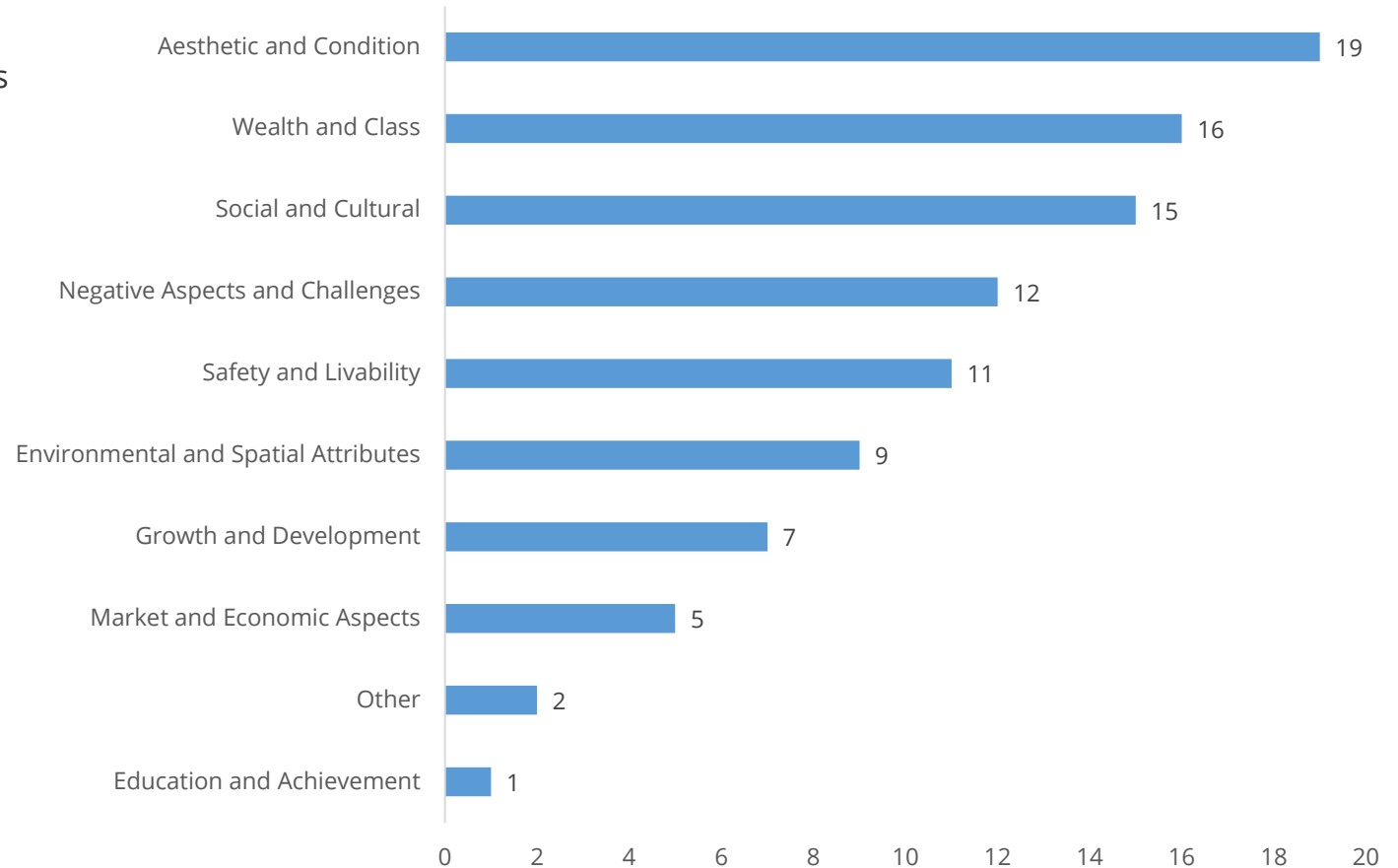




# FIRST WORDS / TERMS

Ten categories of words/terms were found in the first responses from the SUS community.

First Words/Terms Categories





# FIRST WORDS / TERMS: SENTIMENT

The first words and terms used by SUS member participants have a greater positive sentiment.

70%  
Positive



10%  
Mixed/Neutral



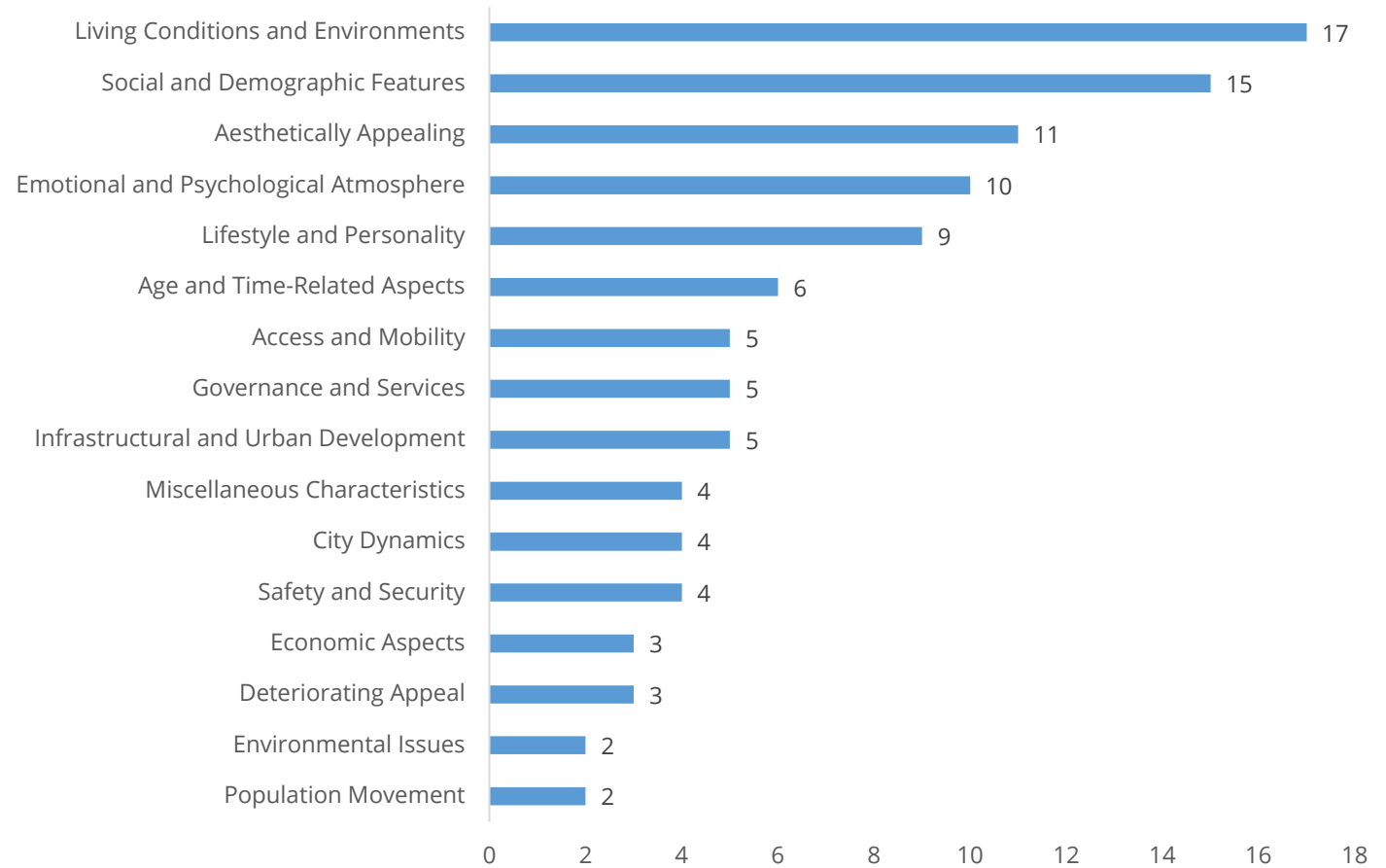
20%  
Negative



# SECOND WORDS / TERMS

Sixteen categories of words/terms were found in the second group of responses from the SUS community.

Second Words/Terms Categories





# SECOND WORDS / TERMS: SENTIMENT

More than half of the second words and terms used by SUS member participants have a positive sentiment.

57.38%  
Positive



26.23%  
Mixed/Neutral



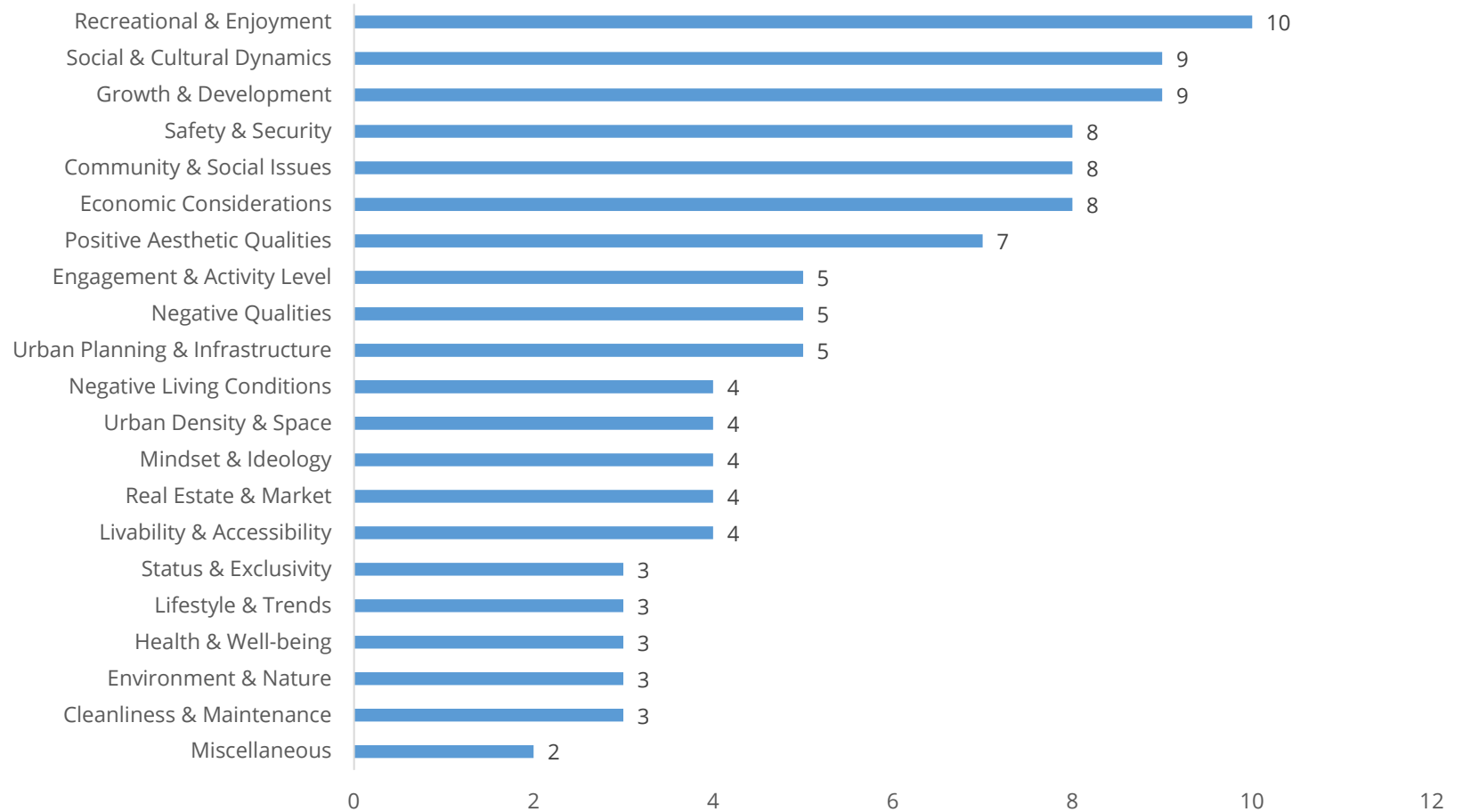
16.39%  
Negative



# THIRD WORDS / TERMS

Twenty-one categories of words/terms were found in the third group of responses from the SUS community.

Third Words/Terms Categories



# THIRD WORDS / TERMS: SENTIMENT

The third set of words and terms used by SUS member participants are average of 40.1% between positive and mixed sentiment.

37.35%  
Positive



44.58%  
Mixed



2.41%  
Neutral



15.66%  
Negative





# SUMMARY

The findings draw a rich picture of sentiments towards urbanization. With positive sentiments prevailing at approximately 55%, people largely associate urbanization with prosperity, beauty, vitality, and attractive social dynamics.

- 55% of the community see city life positively, enjoying its beauty and energy.
- 21% view it negatively, citing overcrowding and decline.
- While the remaining have mixed feelings about growth and challenges.



# Thank you!

Let's us know if you have any questions!

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## ATOM

