

THE NCS™

The National Community Survey™

Scottsdale, AZ

*Comparisons by Geographic Subgroups
2020*



POWERED BY POLCO

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About the Geographic Comparisons

The National Community 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. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Scottsdale's Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by geographic subarea (South of Indian Bend Road, North of Indian Bend Road and South or West of CAP Canal, and North or East of CAP Canal).

The three subareas listed above were tracked for comparison and the number of completed surveys for each are in the figure below.

FIGURE 1: GEOGRAPHIC AREAS

Region	Number of Completed Surveys
South of Indian Bend Road	115
North of Indian Bend Road and South or West of CAP Canal	114
North or East of CAP Canal	100

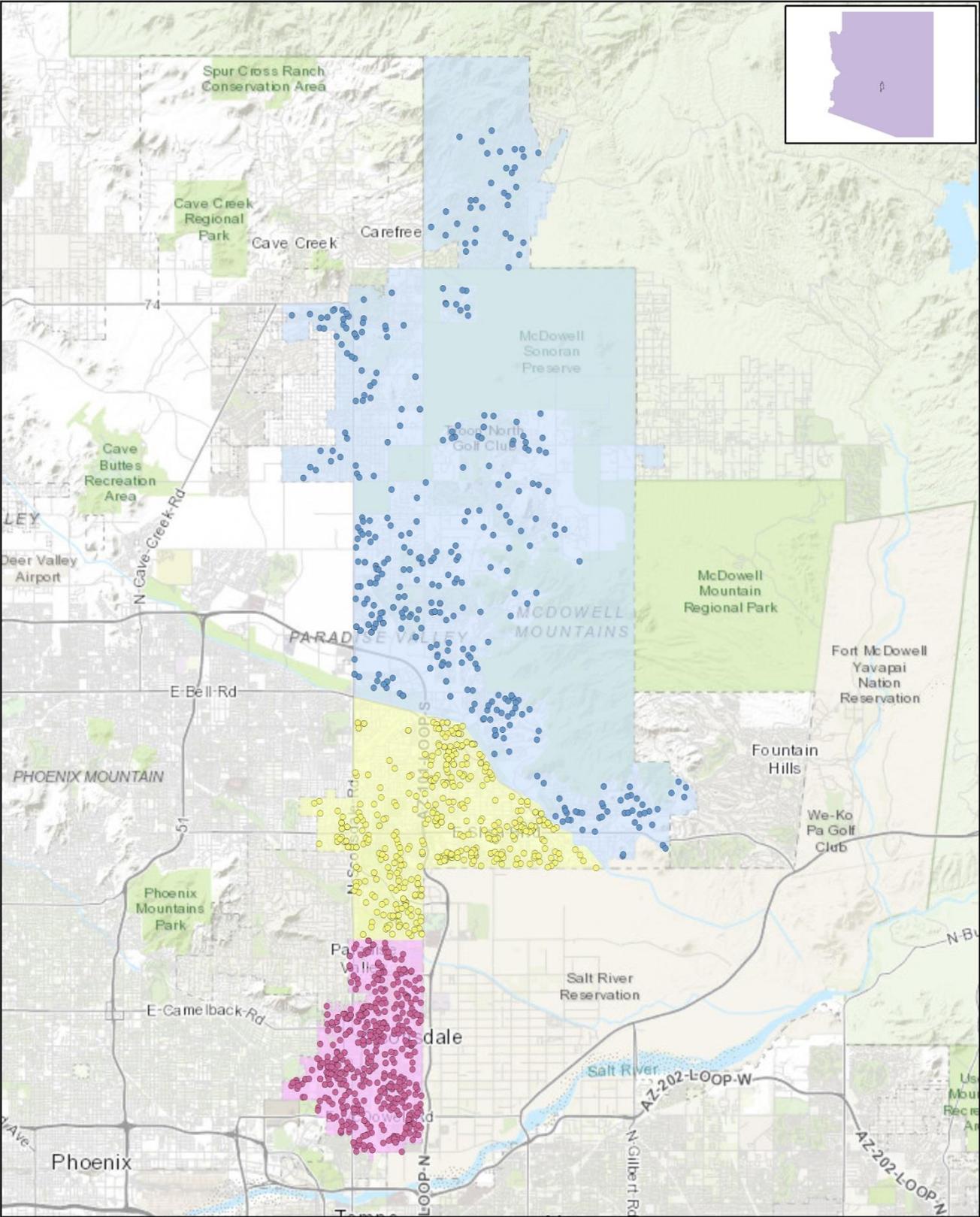


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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

FIGURE 2: LOCATION OF SURVEY RECIPIENTS



Survey Recipients in Scottsdale, AZ

- In Area 1 ● In Area 3 ■ Area 1: S of Indian Bend Rd ■ Area 3: N or E of CAP Canal
- In Area 2 ■ Area 2: N of Indian Bend Rd & S or W of CAP Canal



Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to 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 participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by geographic subarea. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 1 on the following page, respondents who lived South of Indian Bend Road (A) gave significantly lower ratings to overall quality of life than respondents who lived North or East of CAP Canal (C), as denoted by the “A ” listed in the cell of the rating for those who lived North or East of CAP Canal.

TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall image or reputation of Scottsdale	86%	97% A	98% A	94%
The overall quality of life in Scottsdale	94%	97%	99% A	97%
Scottsdale as a place to live	90%	99% A	98% A	96%
Recommend living in Scottsdale to someone who asks	91%	99% A	99% A	97%
Remain in Scottsdale for the next five years	92%	99% A	99% A	96%

TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall confidence in Scottsdale government	46%	62% A	72% A	61%
The overall direction that Scottsdale is taking	45%	73% A	76% A	65%
The value of services for the taxes paid to Scottsdale	59%	78% A	78% A	73%
Generally acting in the best interest of the community	50%	67% A	75% A	65%
Being honest	42%	59% A	71% A	58%
Being open and transparent to the public	39%	57% A	65% A	54%
Informing residents about issues facing the community	40%	61% A	57% A	54%
The job Scottsdale government does at welcoming resident involvement	50%	63%	73% A	62%
Treating all residents fairly	50%	70% A	70% A	63%
Treating residents with respect	58%	78% A	79% A	73%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	70%	88% A	91% A	84%

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Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Public information services	76%	82%	89% A	83%
The City of Scottsdale	67%	77%	91% A B	79%
The Federal Government	49%	40%	48%	45%

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TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall economic health of Scottsdale	83%	91%	95% A	90%
Economic development	58%	93% A	86% A	80%
Overall quality of business and service establishments in Scottsdale	88%	97% A	99% A	95%
Variety of business and service establishments in Scottsdale	81%	97% A	90% A	90%
Vibrancy of downtown/commercial area	89%	93%	88%	90%
Shopping opportunities	92%	97%	95%	95%
Scottsdale as a place to visit	89%	96% A	99% A	95%
Scottsdale as a place to work	95% B	87%	96% B	92%
Employment opportunities	58%	80% A	85% A	74%
Cost of living in Scottsdale	28%	44% A	68% A B	47%
Economy will have positive impact on income	24%	15%	38% A B	25%
NOT under housing cost stress	44%	61% A	78% A B	61%

TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	73%	68%	77%	72%
Traffic flow on major streets	51%	73% A	74% A	66%
Ease of travel by car in Scottsdale	79%	84%	88%	84%
Ease of travel by public transportation in Scottsdale	54% C	39% C	13%	37%
Ease of travel by bicycle in Scottsdale	71%	74%	61%	69%
Ease of walking in Scottsdale	73%	83% C	71%	76%
Ease of public parking	59%	70%	74% A	68%
Bus or transit services	82% B C	63% C	37%	62%
Traffic enforcement	59%	83% A	76% A	73%
Traffic signal timing	52%	59%	69% A	60%
Street repair	62%	69%	77% A	69%
Street cleaning	72%	86% A	84% A	81%
Street lighting	80%	87%	80%	83%

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Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Sidewalk maintenance	77%	85% C	73%	79%
Used bus, rail, subway, or other public transportation instead of driving	25% B C	9%	6%	13%
Carpooled with other adults or children instead of driving alone	42% B C	26%	26%	31%
Walked or biked instead of driving	74% B C	54%	51%	59%

TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76%	89% A	88% A	85%
Overall appearance of Scottsdale	76%	94% A	92% A	88%
Your neighborhood as a place to live	87%	99% A	96% A	94%
Overall quality of new development in Scottsdale	56%	71% A	76% A	68%
Well-planned residential growth	41%	77% A	72% A	64%
Well-planned commercial growth	42%	71% A	70% A	62%
Well-designed neighborhoods	60%	87% A	85% A	78%
Preservation of the historical or cultural character of the community	54%	85% A	81% A	74%
Public places where people want to spend time	72%	90% A	87% A	83%
Variety of housing options	47%	70% A	76% A	64%
Availability of affordable quality housing	21%	33%	42% A	32%

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Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Land use, planning and zoning	44%	73% A	60% A	60%
Code enforcement (weeds, abandoned buildings, etc.)	51%	79% A	68% A	67%

TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	79%	84%	89%	84%
Affordable high-speed internet access	46%	57%	71% A B	59%
Power (electric and/or gas) utility	77%	73%	85% B	78%
Garbage collection	82%	95% A	96% A	91%
Drinking water	54%	72% A	81% A	69%
Sewer services	80%	92% A	90% A	88%
Storm water management (storm drainage, dams, levees, etc.)	81%	88%	83%	84%
Utility billing	75%	63%	81% B	73%

TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall feeling of safety in Scottsdale	76%	92% A	98% A	89%
Police services	76%	87% A	93% A	85%
Crime prevention	69%	82% A	91% A	81%
Animal control	80%	83%	93% A	86%
Ambulance or emergency medical services	90%	97% A	99% A	96%
Fire services	91%	98% A	100% A	96%
Fire prevention and education	80%	97% A	90%	89%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60%	79% A	85% A	75%
In your neighborhood during the day	98%	99%	100%	99%
In Scottsdale's downtown/commercial area during the day	90%	96%	92%	93%
From property crime	76%	82%	96% A B	85%
From violent crime	85%	92%	96% A	91%
From fire, flood, or other natural disaster	92%	91%	90%	91%

TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall quality of natural environment in Scottsdale	70%	91% A	97% A	87%
Cleanliness of Scottsdale	85%	93% A	93%	91%
Water resources (beaches, lakes, ponds, riverways, etc.)	56%	74% A	65%	65%
Air quality	49%	68% A	70% A	63%
Preservation of natural areas (open space, farmlands, and greenbelts)	62%	86% A	84% A	79%
Scottsdale open space	60%	80% A	81% A	74%
Recycling	65%	85% A	89% A	80%
Yard waste pick-up	73%	92% A	92% A	86%

TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall quality of parks and recreation opportunities	79%	94% A	94% A	90%
Availability of paths and walking trails	74%	92% A	91% A	86%
City parks	92%	95%	90%	92%
Recreational opportunities	71%	94% A	93% A	86%
Recreation programs or classes	81%	93% A	91%	88%
Recreation centers or facilities	84%	89%	92%	89%
Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	94% A	89% A	87%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall health and wellness opportunities in Scottsdale	65%	92% A	93% A	83%
Health services	68%	92% A	97% A	86%
Availability of affordable quality health care	73%	76%	85% A	78%
Availability of preventive health services	78%	86%	89% A	85%
Availability of affordable quality mental health care	70%	56%	70%	65%
Availability of affordable quality food	73%	74%	89% A B	78%
Please rate your overall health.	74%	77%	82%	78%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall opportunities for education, culture, and the arts	65%	91% A	89% A	82%
Opportunities to attend cultural/arts/music activities	75%	85%	86% A	82%
Community support for the arts	70%	89% A	89% A	84%
Availability of affordable quality childcare/preschool	47%	66%	71% A	59%
K-12 education	57%	83% A	69%	69%
Adult educational opportunities	67%	75%	78%	73%
Opportunities to attend special events and festivals	74%	83%	80%	79%
Public library services	89%	97% A	99% A	95%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Residents' connection and engagement with their community	49%	63% A	74% A	63%
Sense of community	44%	70% A	82% A B	66%
Sense of civic/community pride	61%	78% A	84% A	75%
Neighborliness of residents in Scottsdale	54%	60%	74% A B	63%
Scottsdale as a place to raise children	82%	94% A	93% A	89%
Scottsdale as a place to retire	90%	92%	96%	93%
Openness and acceptance of the community toward people of diverse backgrounds	59%	68%	66%	64%
Making all residents feel welcome	75%	79%	86%	80%
Attracting people from diverse backgrounds	49%	64% A	69% A	61%
Valuing/respecting residents from diverse backgrounds	58%	74% A	71%	68%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	41%	73% A	70% A	62%
Opportunities to participate in social events and activities	70%	79%	78%	76%
Opportunities to volunteer	70%	86% A	83% A	80%

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Percent rating positively (e.g., excellent/good)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Opportunities to participate in community matters	62%	72%	75%	70%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Contacted the City of Scottsdale (in-person, phone, email, or web) for help or information	49%	51%	49%	50%
Contacted Scottsdale elected officials (in-person, phone, email, or web) to express your opinion	22%	17%	16%	18%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	25% B	10%	19%	18%
Watched (online or on television) a local public meeting	33%	31%	23%	29%
Volunteered your time to some group/activity in Scottsdale	39% B	12%	35% B	28%
Campaigned or advocated for a local issue, cause, or candidate	22%	19%	24%	22%
Voted in your most recent local election	80%	93% A C	83%	86%

TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least once every few weeks)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Access the internet from your home using a computer, laptop, or tablet computer	96%	96%	98%	97%
Access the internet from your cell phone	96%	90%	89%	92%
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	80% B	56%	69% B	68%
Use or check email	97%	95%	98%	96%
Share your opinions online	28%	18%	31% B	26%
Shop online	70%	66%	70%	68%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Overall economic health of Scottsdale	89%	95%	97% A	94%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	80% B	64%	80% B	74%
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76%	71%	90% A B	79%
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	88%	89%	97% A B	91%
Overall feeling of safety in Scottsdale	87%	93%	97% A	93%
Overall quality of natural environment in Scottsdale	88%	90%	87%	89%
Overall quality of parks and recreation opportunities	85%	87%	89%	87%
Overall health and wellness opportunities in Scottsdale	83%	84%	83%	83%
Overall opportunities for education, culture, and the arts	79%	69%	77%	75%
Residents' connection and engagement with their community	71%	67%	70%	69%

TABLE 16: QUESTION 13

We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY. (Percent rating as "major" or "moderate" problem).	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Loss of employment income	27%	28%	16%	24%
	C	C		
Trouble paying for food or housing	26%	17%	6%	16%
	C	C		
Feeling alone/isolated, not being able to socialize with people	45%	45%	31%	40%
	C	C		
Not knowing when pandemic will end/not feeling in control	54%	51%	50%	52%
Lack of technology to perform online work	17%	17%	3%	12%
	C	C		
Lack of technology to perform online schooling	12%	14%	6%	11%
Helping my children with online schooling	9%	9%	13%	10%
Lack of child care/supervision	13%	11%	11%	11%

TABLE 17: QUESTION 14

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 rating as "major" or "minor" source).	Region			Overall (A)
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
	(A)	(B)	(C)	
Scottsdale Update utility bill newsletter	34%	57% A	66% A	53%
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	44%	57%	54%	52%
City website (ScottsdaleAZ.gov)	68%	73%	79%	73%
Scottsdale Update weekly email newsletter (or other City email newsletters)	41%	37%	50% B	42%
City Cable Channel 11 or Scottsdale Video Network	21%	35% A C	21%	26%
Local newspapers, television or radio news	78%	75%	75%	76%
Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	79% B C	51%	60%	63%
Word of mouth	70%	77%	79%	75%

TABLE 18: QUESTION 15

To what extent do you agree or disagree with each of the following statements? (Percent rating as "strongly" or "somewhat" agree).	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
The City should do more to promote water conservation	64%	62%	68%	64%
My household could do more to conserve water	51%	47%	50%	49%
My neighbors could do more to conserve water	52%	54%	56%	54%

TABLE 19: QUESTION 9 CUSTOM LINE ITEM

Percent rating positively (e.g., excellent/good).	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Water services provided by the Scottsdale Water Department	75%	85%	92% A	85%

TABLE 20: QUESTION 10 CUSTOM LINE ITEM

Percent rating positively (e.g., excellent/good).	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Law enforcement treating all residents fairly	57%	83% A	84% A	76%