



**CITY OF SCOTTSDALE, AZ  
2011**



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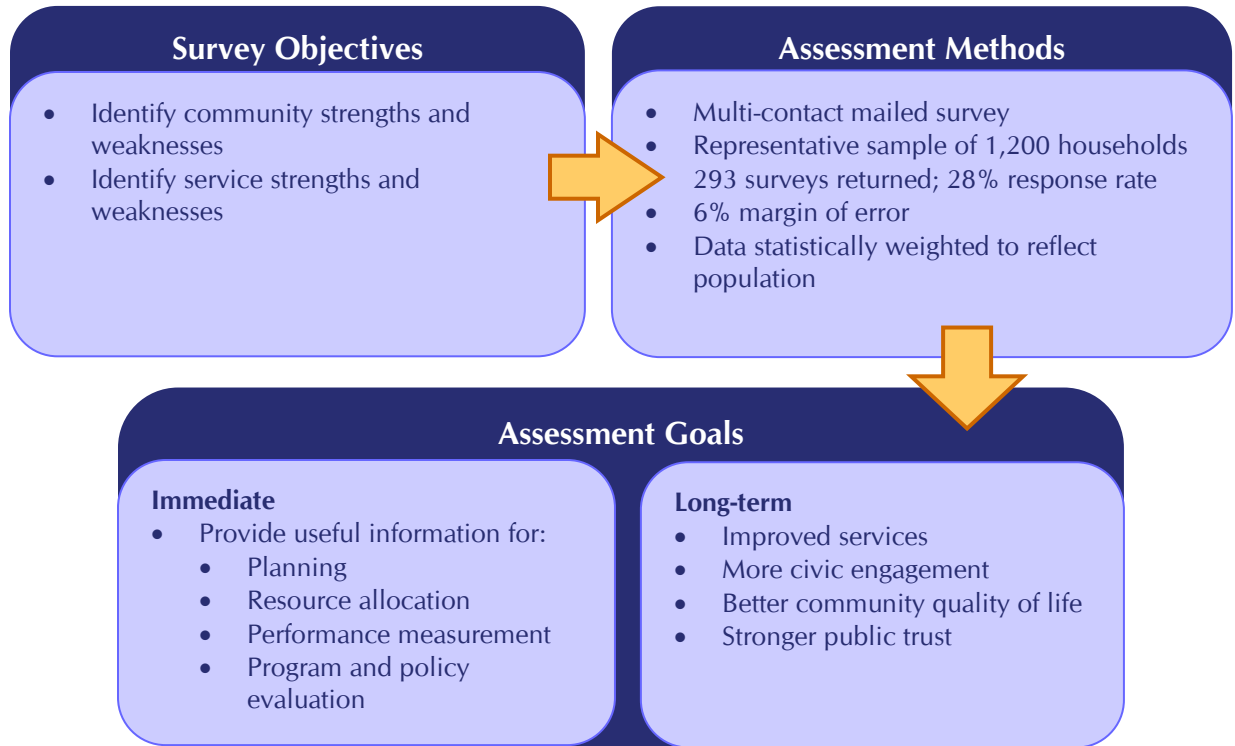
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## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 293 completed surveys were obtained (282 mailed surveys were received and 11 surveys were completed online), providing an overall response rate of 28%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Scottsdale was developed in close cooperation with local jurisdiction staff. Scottsdale staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also augmented The National Citizen Survey™ basic service through a variety of options including crosstabulation of results and the option to complete the survey online.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of Scottsdale Survey (293 completed surveys) is plus or minus six percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 54-66% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Scottsdale, but from City of Scottsdale services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than eight percentage points. Trend data for your jurisdiction 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.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 City of Scottsdale chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Scottsdale survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Scottsdale results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Scottsdale's rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

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 body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of Scottsdale survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Scottsdale and believed the City was a good place to live. The overall quality of life in the City of Scottsdale was rated as “excellent” or “good” by 94% of respondents. About nine in ten reported they plan on staying in the City of Scottsdale for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were the overall appearance of Scottsdale, shopping opportunities, the cleanliness of Scottsdale and the overall image or reputation of Scottsdale. Among the characteristics receiving the least positive ratings were ease of bus travel, employment opportunities, and the openness and acceptance of the community towards people of diverse backgrounds.

Ratings of community characteristics were compared to the benchmark database. Of the 26 characteristics for which comparisons were available, 21 were above the national benchmark comparison, three were similar to the national benchmark comparison and two were below.

Residents in the City of Scottsdale were somewhat civically engaged. While only 20% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 96% had provided help to a friend or neighbor. Close to half had volunteered their time to some group or activity in the City of Scottsdale, which was similar to the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Scottsdale as “good” or “excellent.” This was higher than the benchmark. Those residents who had interacted with an employee of the City of Scottsdale in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to almost all local government services. City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, 31 were above the benchmark comparison, three were similar to the benchmark comparison and one was below.

A Key Driver Analysis was conducted for the City of Scottsdale which examined the relationships between ratings of each service and ratings of the City of Scottsdale's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Scottsdale can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- City parks
- Drinking water

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: drinking water. For city parks, the City of Scottsdale was above the benchmark and should continue to ensure high quality performance.



## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Scottsdale – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Scottsdale. Residents were asked whether they planned to move soon or if they would recommend the City of Scottsdale to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Scottsdale offers services and amenities that work.

Most of the City of Scottsdale’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. These ratings were stable when compared to past survey years.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

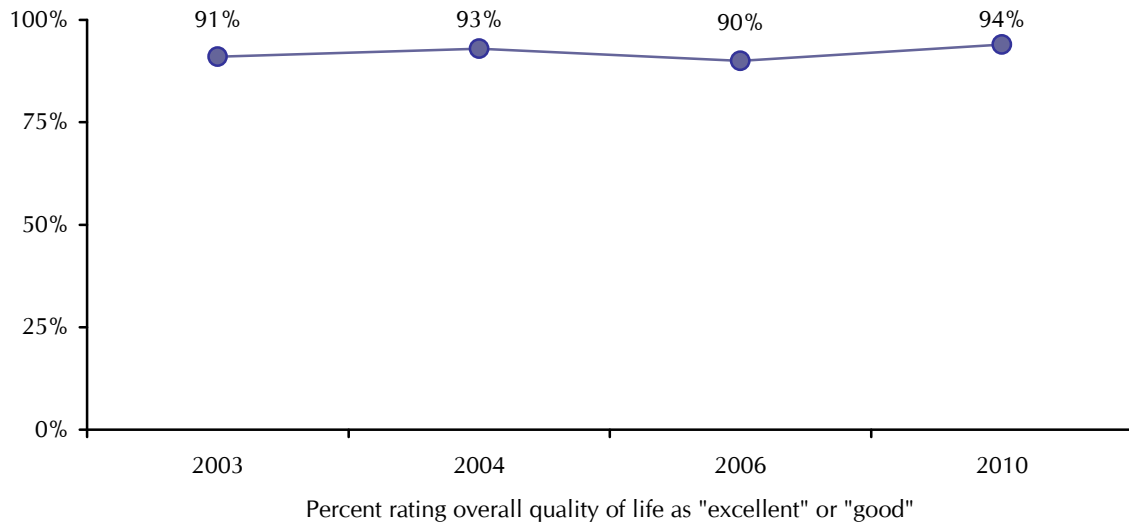


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2010	2006	2004	2003
The overall quality of life in Scottsdale	94%	90%	93%	91%
Your neighborhood as a place to live	91%	90%	89%	87%
Scottsdale as a place to live	96%	94%	95%	94%
Percent "excellent" or "good"				

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY 2010

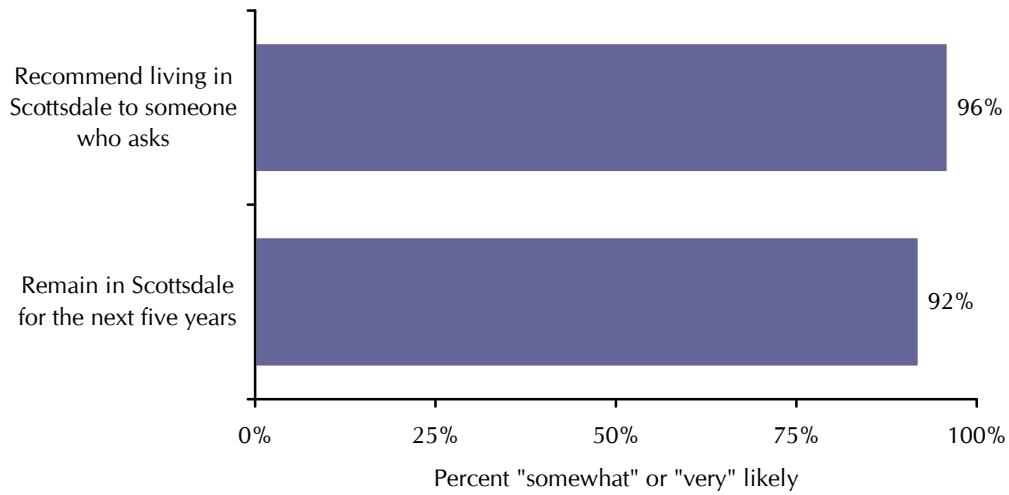


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Scottsdale	Much above
Your neighborhood as place to live	Much above
Scottsdale as a place to live	Much above
Recommend living in Scottsdale to someone who asks	Much above
Remain in Scottsdale for the next five years	Much above

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Availability of paths and walking trails was given the most positive rating, followed by ease of walking in Scottsdale. These ratings tended to be higher than the benchmark and higher when compared to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2010	2006	2004	2003
Ease of car travel in Scottsdale	69%	40%	51%	52%
Ease of bus travel in Scottsdale	46%	26%	23%	22%
Ease of bicycle travel in Scottsdale	68%	55%	59%	54%
Ease of walking in Scottsdale	73%	68%	68%	65%
Availability of paths and walking trails	82%	NA	NA	NA
Traffic flow on major streets	57%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Scottsdale	Much above
Ease of bus travel in Scottsdale	Similar
Ease of bicycle travel in Scottsdale	Much above
Ease of walking in Scottsdale	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much above

Seven transportation services were rated in Scottsdale. As compared to most communities across America, ratings tended to be favorable. Six were above the benchmark and one was similar to the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2010	2006	2004	2003
Street repair	67%	60%	63%	63%
Street cleaning	82%	70%	76%	74%
Street lighting	75%	NA	NA	NA
Sidewalk maintenance	78%	66%	74%	70%
Traffic signal timing	57%	48%	54%	53%
Bus or transit services	57%	37%	35%	38%
Amount of public parking	65%	46%	53%	56%
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Much above
Sidewalk maintenance	Much above
Traffic signal timing	Above
Bus or transit services	Similar
Amount of public parking	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 3% of work commute trips were made by transit and 4% by bicycle or by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

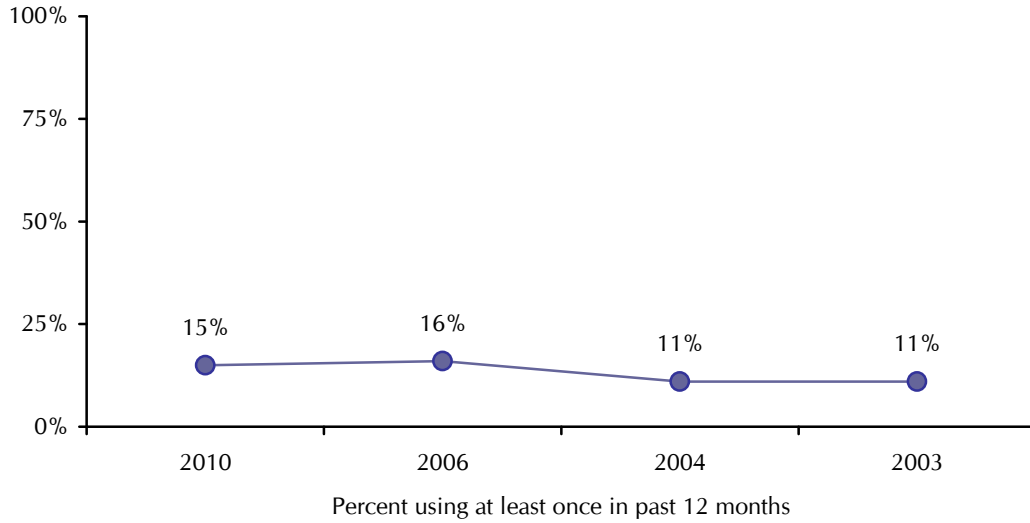


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Scottsdale	Much less

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

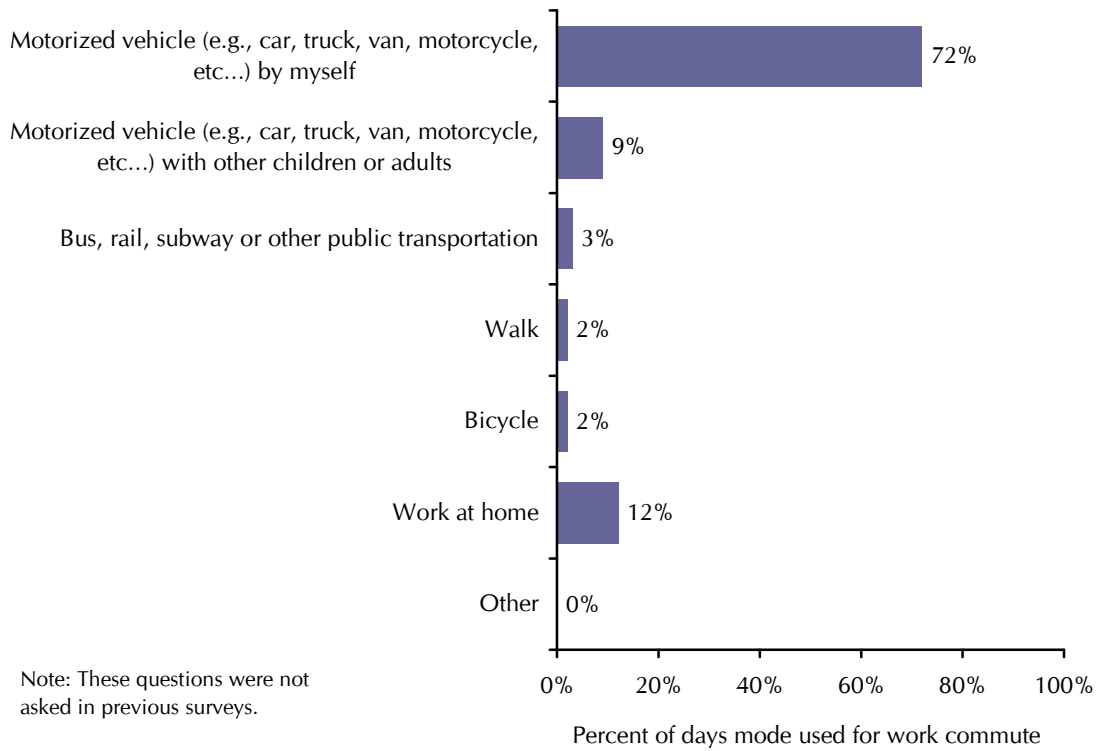


FIGURE 14: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Similar

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Scottsdale residents asked respondents to reflect on the variety of housing options. The variety of housing options was rated as “excellent” or “good” by 70% of respondents. The rating of perceived affordable housing availability was better in the City of Scottsdale than the ratings, on average, in comparison jurisdictions.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY

	2010	2006	2004	2003
Variety of housing options	70%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Variety of housing options	Much above

To augment the perceptions of affordable housing in Scottsdale, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Scottsdale experiencing housing cost stress. About 33% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

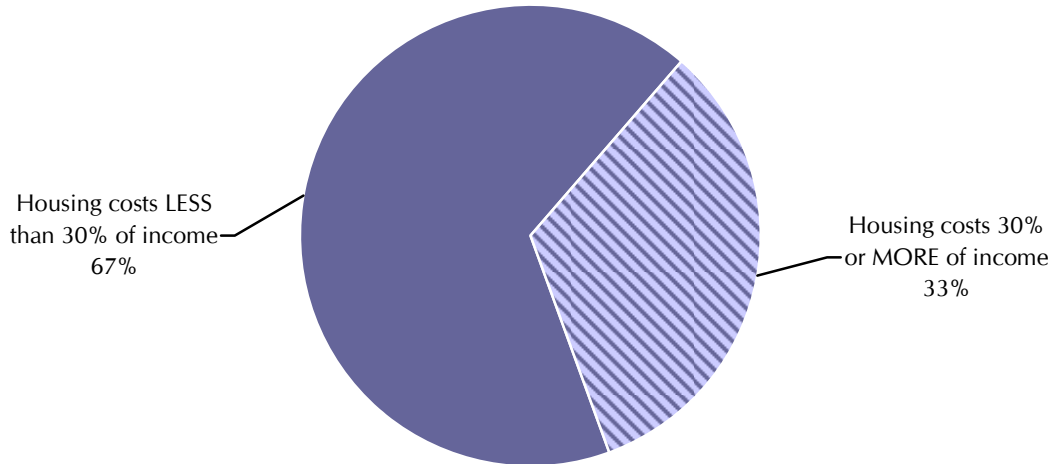


FIGURE 18: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar



## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Scottsdale and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Scottsdale was rated as “excellent” or “good” by 76% of respondents. The overall appearance of Scottsdale was rated as “excellent” or “good” by 94% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Scottsdale, 3% thought they were a “major” problem. The services of land use, planning and zoning, code enforcement and animal control were rated much above the benchmark. Ratings showed a varied pattern when compared to past years.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2010	2006	2004	2003
Overall quality of new development in Scottsdale	76%	NA	NA	NA
Overall appearance of Scottsdale	94%	87%	90%	88%
Percent "excellent" or "good"				

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Scottsdale	Much above
Overall appearance of Scottsdale	Much above

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

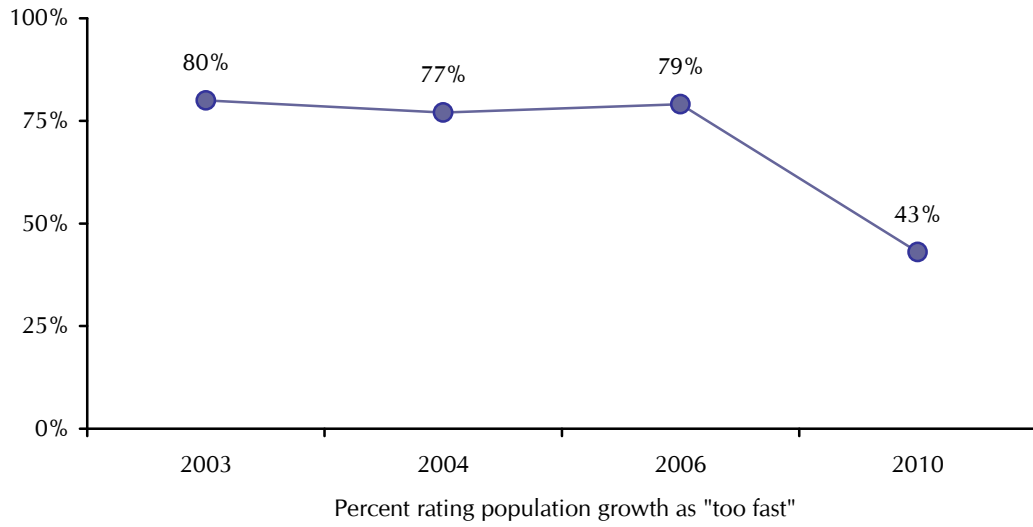


FIGURE 22: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Similar

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

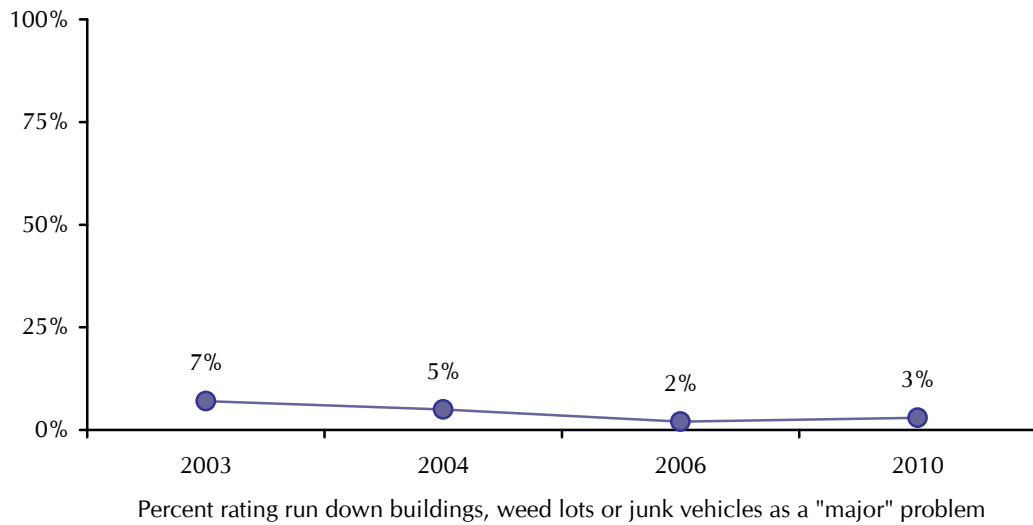


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2010	2006	2004	2003
Land use, planning and zoning	60%	48%	52%	40%
Code enforcement (weeds, abandoned buildings, etc.)	72%	59%	59%	57%
Animal control	72%	73%	73%	70%
Percent "excellent" or "good"				

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Much above

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and the overall quality of business and service establishments. Receiving the lowest rating was employment opportunities. These ratings were all much above the benchmark.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2010	2006	2004	2003
Employment opportunities	51%	62%	53%	47%
Shopping opportunities	93%	95%	95%	93%
Scottsdale as a place to work	88%	84%	NA	NA
Overall quality of business and service establishments in Scottsdale	89%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Scottsdale as a place to work	Much above
Overall quality of business and service establishments in Scottsdale	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Scottsdale, 80% responded that it was “too slow,” while 21% reported retail growth as “too slow.” Fewer residents in Scottsdale compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2010	2006	2004	2003
Retail growth seen as too slow	21%	7%	7%	10%
Jobs growth seen as too slow	80%	45%	56%	68%
Percent of respondents				

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	More

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

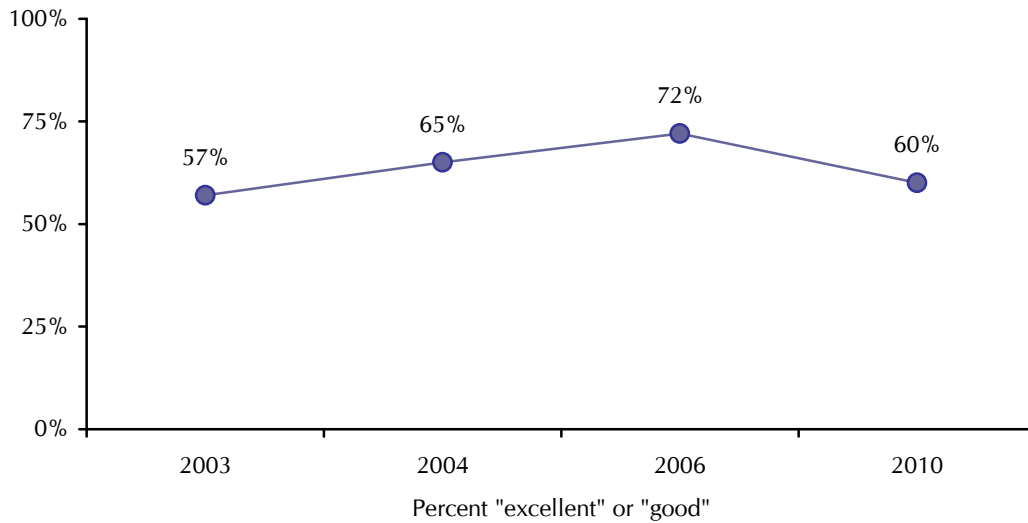


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

Residents were asked to reflect on their economic prospects in the near term. Seventeen percent of the City of Scottsdale residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

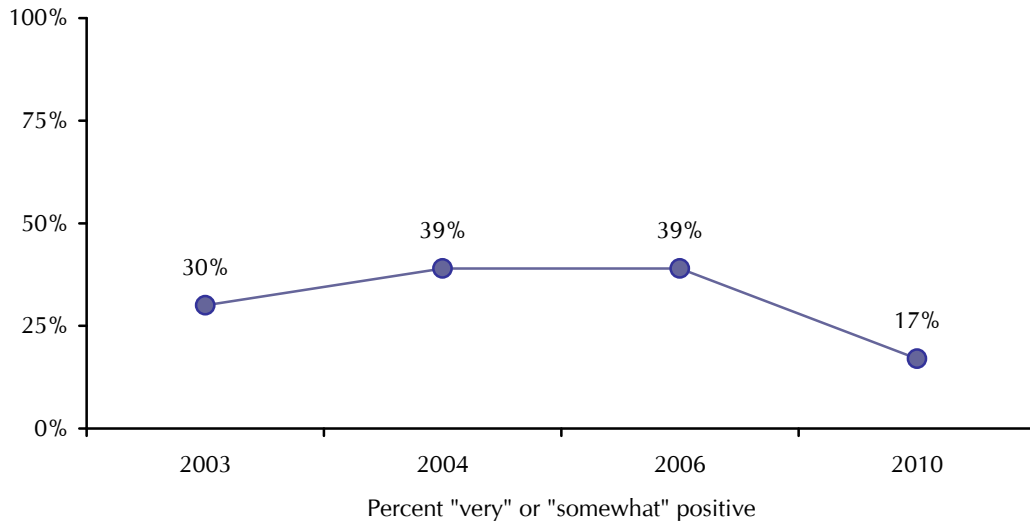


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Similar

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City Scottsdale. About 88% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 83% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. Most ratings were similar to past surveys, however, those who felt “very” or “somewhat” safe from property and violent crimes had increased over time.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2010	2006	2004	2003
Safety in your neighborhood during the day	98%	96%	95%	95%
Safety in your neighborhood after dark	85%	79%	81%	81%
Safety in Scottsdale's downtown area during the day	91%	91%	93%	92%
Safety in Scottsdale's downtown area after dark	73%	69%	68%	70%
Safety from violent crime (e.g., rape, assault, robbery)	88%	75%	78%	70%
Safety from property crimes (e.g., burglary, theft)	76%	58%	63%	57%
Safety from environmental hazards	83%	NA	NA	NA
Percent "very" or "somewhat" safe				

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Scottsdale's downtown area during the day	Above
In Scottsdale's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Above

As assessed by the survey, 11% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 98% had reported it to police. Compared to other jurisdictions fewer Scottsdale residents had been victims of crime in the 12 months preceding the survey and many more Scottsdale residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2010	2006	2004	2003
During the past 12 months, were you or anyone in your household the victim of any crime?	11%	12%	13%	12%
If yes, was this crime (these crimes) reported to the police?	98%	67%	74%	75%
Percent "yes"				

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Much more



Residents rated eight City public safety services; of these, seven were rated above the benchmark comparison and one was rated similar to the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. Police services and traffic enforcement ratings had increased compared to previous years.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2010	2006	2004	2003
Police services	90%	82%	87%	83%
Fire services	96%	96%	94%	91%
Ambulance or emergency medical services	95%	92%	93%	91%
Crime prevention	84%	NA	NA	NA
Fire prevention and education	88%	NA	NA	NA
Municipal courts	77%	NA	NA	NA
Traffic enforcement	71%	58%	63%	61%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	60%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Above
Ambulance or emergency medical services	Much above
Crime prevention	Much above
Fire prevention and education	Much above
Traffic enforcement	Above
Courts	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

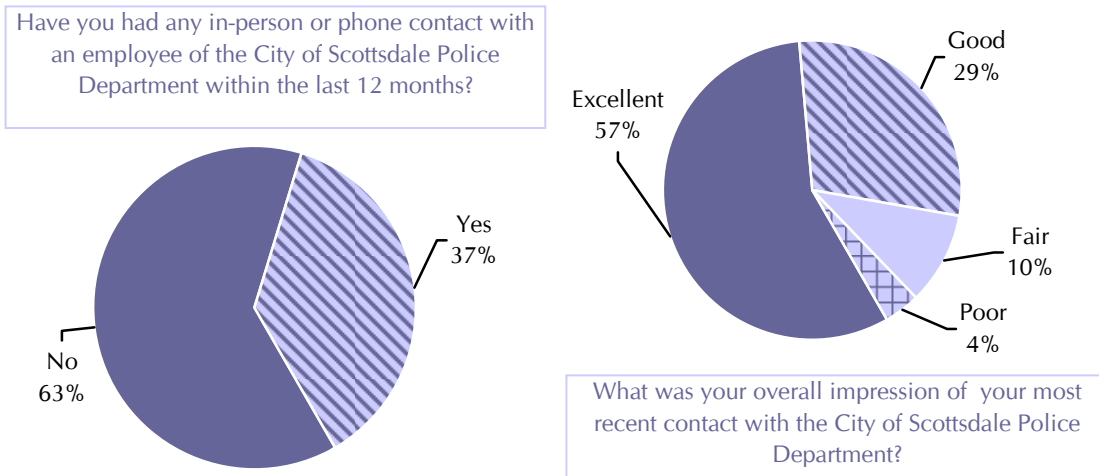


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Scottsdale Police Department	Similar
Overall impression of most recent contact with the City of Scottsdale Police Department	Much above

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Scottsdale were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 82% of survey respondents. The cleanliness of Scottsdale received the highest rating, and it was much above the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT 2010

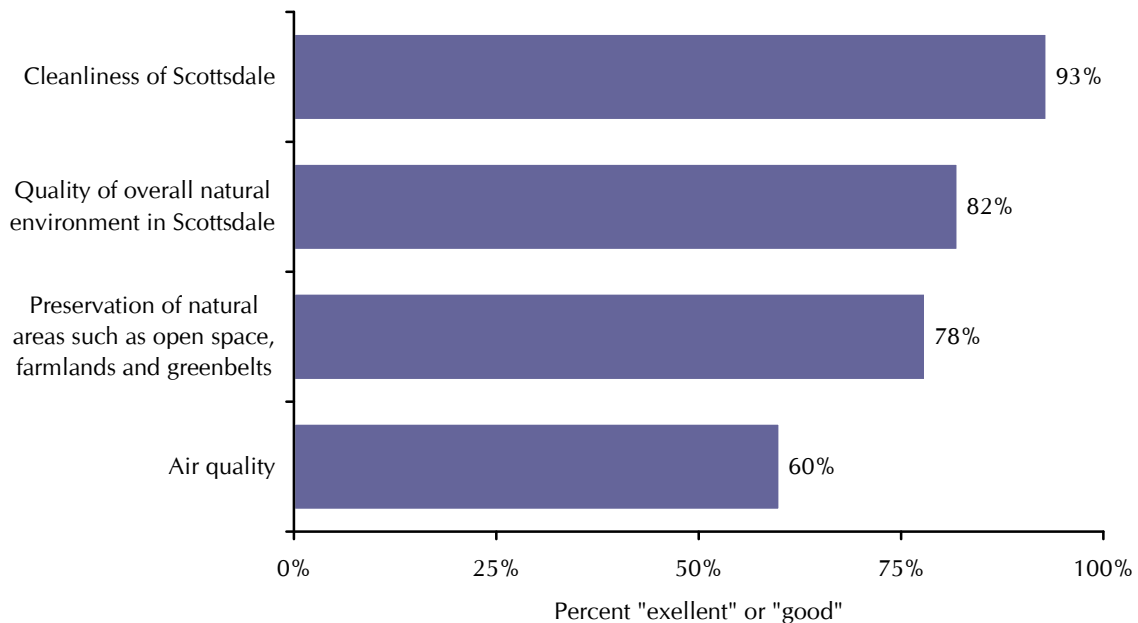


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Scottsdale	Much above
Quality of overall natural environment in Scottsdale	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Below

Resident recycling was greater than recycling reported in comparison communities, and was similar to the amount reported in past surveys.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

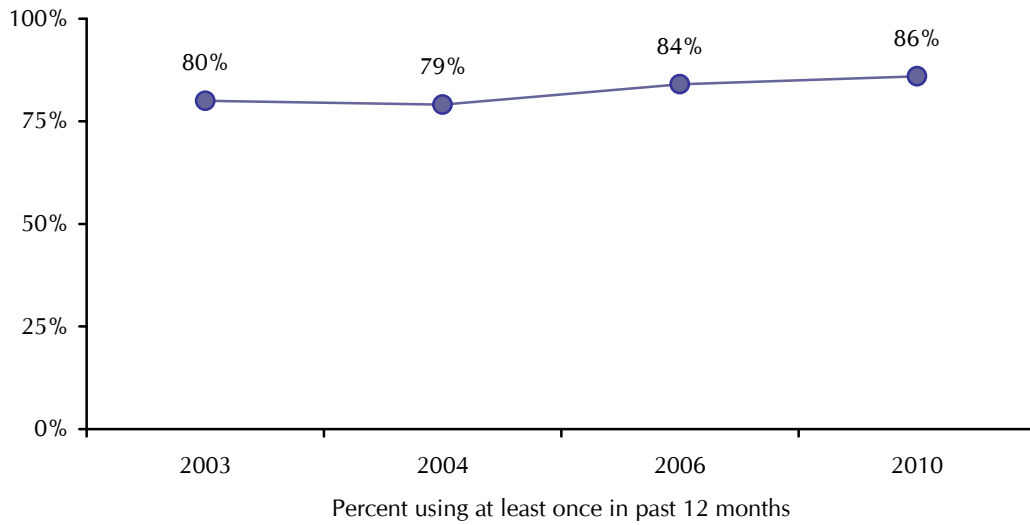


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	More

Of the six utility services rated by those completing the questionnaire, all were much higher than the benchmark comparison. These service ratings trends were mostly upward when compared to past surveys.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

	2010	2006	2004	2003
Sewer services	83%	NA	NA	NA
Drinking water	52%	42%	39%	39%
Storm drainage	70%	48%	51%	53%
Yard waste pick-up	86%	75%	78%	76%
Recycling	87%	77%	82%	80%
Garbage collection	92%	88%	89%	91%
Percent "excellent" or "good"				

FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Much above
Drinking water	Much below
Storm drainage	Much above
Yard waste pick-up	Much above
Recycling	Much above
Garbage collection	Much above

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Scottsdale were rated positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers or facilities were rated much higher than the benchmark. Parks and recreation ratings have varied over time.

Resident use of Scottsdale parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Scottsdale recreation centers was about the same as the percent of users in comparison jurisdictions. Similarly, recreation program use in Scottsdale was about the same as use in comparison jurisdictions. Most ratings were stable over time, though the rating for city parks had increased compared to the most recent survey.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

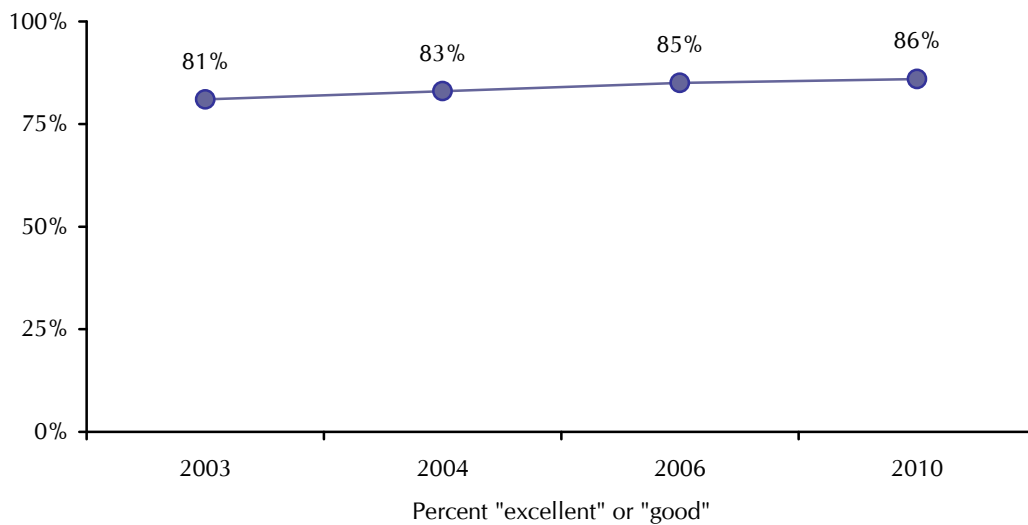


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Much above

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2010	2006	2004	2003
Used Scottsdale recreation centers	58%	59%	61%	56%
Participated in a recreation program or activity	47%	48%	42%	39%
Visited a neighborhood park or City park	83%	82%	86%	84%
Percent using at least once in last 12 months				

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Scottsdale recreation centers	Similar
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2010	2006	2004	2003
City parks	93%	84%	89%	90%
Recreation programs or classes	85%	80%	84%	88%
Recreation centers or facilities	86%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 80% of respondents. Educational opportunities were rated as “excellent” or “good” by 73% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, as was cultural activity opportunities.

About 73% of Scottsdale residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions, and had remained steady over time.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2010	2006	2004	2003
Opportunities to attend cultural activities	80%	77%	77%	79%
Educational opportunities	73%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above
Educational opportunities	Above

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2010	2006	2004	2003
Used Scottsdale public libraries or their services	73%	76%	73%	73%
Participated in religious or spiritual activities in Scottsdale	52%	NA	NA	NA
Percent using at least once in last 12 months				

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Scottsdale public libraries or their services	Similar
Participated in religious or spiritual activities in Scottsdale	Similar



FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2010	2006	2004	2003
Public schools	78%	NA	NA	NA
Public library services	93%	88%	91%	90%
Percent "excellent" or "good"				

FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Above
Public library services	Much above

## Community Inclusiveness

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Scottsdale as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Scottsdale as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Openness and acceptance of the community towards people of diverse background was rated the lowest by residents and was lower than the benchmark. The rating for Scottsdale as a place to retire had increased over time.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2010	2006	2004	2003
Sense of community	59%	54%	57%	53%
Openness and acceptance of the community towards people of diverse backgrounds	55%	NA	NA	NA
Scottsdale as a place to raise children	85%	78%	81%	80%
Scottsdale as a place to retire	91%	81%	86%	82%
Percent "excellent" or "good"				

FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Below
Scottsdale as a place to raise kids	Much above
Scottsdale as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 49% to 79% with ratings of “excellent” or “good.” Services to seniors and youth were much above the benchmark while services to low-income people were the same.

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2010	2006	2004	2003
Services to seniors	79%	77%	75%	72%
Services to youth	73%	70%	66%	70%
Services to low-income people	49%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above
Services to low-income people	Similar

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Scottsdale. Survey participants rated the volunteer opportunities in the City of Scottsdale favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was similar to the benchmark while the rating for opportunities to volunteer was above.

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES 2010

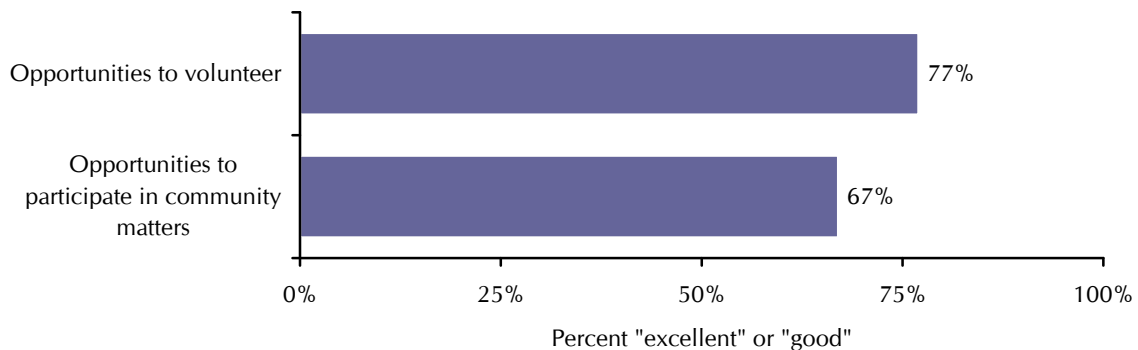


FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Similar
Opportunities to volunteer	Above

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who had provided help to a friend or neighbor, watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media or volunteered your time to some group or activity in Scottsdale showed similar rates of involvement; while those who had participated in a club or civic group in Scottsdale showed higher rates. Those who had attended a meeting of local elected officials or other local public meeting showed lower rates of community engagement.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

	2010	2006	2004	2003
Attended a meeting of local elected officials or other local public meeting	20%	25%	23%	22%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	42%	54%	47%	48%
Volunteered your time to some group or activity in Scottsdale	47%	41%	40%	39%
Participated in a club or civic group in Scottsdale	35%	NA	NA	NA
Provided help to a friend or neighbor	96%	NA	NA	NA
Percent participating at least once in the last 12 months				

FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Similar
Volunteered your time to some group or activity in Scottsdale	Similar
Participated in a club or civic group in Scottsdale	More
Provided help to a friend or neighbor	Similar

<sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

City of Scottsdale residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-one percent reported they were registered to vote and 79% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 69: REPORTED VOTING BEHAVIOR BY YEAR<sup>2</sup>

	2010	2006	2004	2003
Registered to vote	91%	84%	86%	80%
Voted in the last general election	79%	76%	79%	66%
Percent "yes"				

FIGURE 70: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	More
Voted in last general election	Similar

<sup>2</sup> Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Scottsdale Web site in the previous 12 months, 66% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 71: USE OF INFORMATION SOURCES BY YEAR

	2010	2006	2004	2003
Read Scottsdale's electronic newsletter (Scottsdale Update)	32%	71%	73%	73%
Visited the City of Scottsdale Web site (at www.ScottsdaleAZ.gov)	66%	NA	NA	NA
Percent using at least once in last 12 months				

FIGURE 72: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Scottsdale's electronic newsletter (Scottsdale Update)	Much less
Visited the City of Scottsdale Web site	More

FIGURE 73: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2010	2006	2004	2003
Cable television	68%	NA	NA	NA
Public information services	77%	73%	77%	74%
Percent "excellent" or "good"				

FIGURE 74: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Much above
Public information services	Much above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 79% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 75: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES 2010

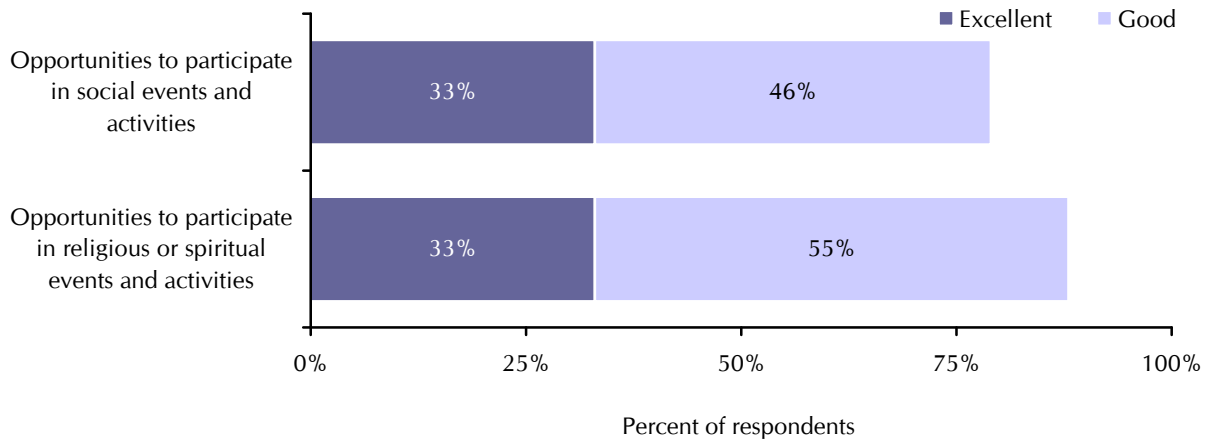


FIGURE 76: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above
Opportunities to participate in religious or spiritual events and activities	Above



Residents in Scottsdale reported a fair amount of neighborliness. About half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS

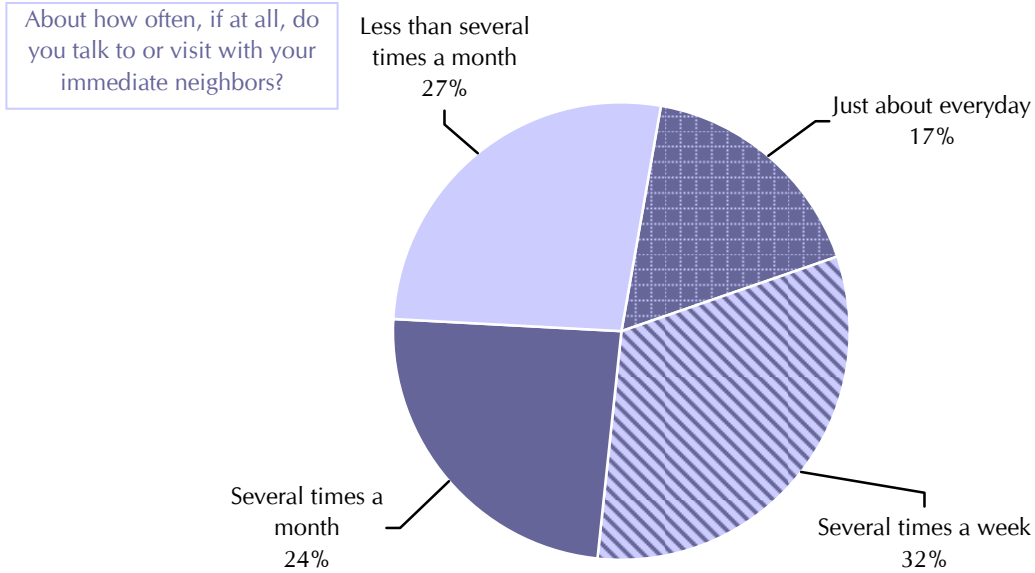


FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents’ opinions about the overall direction the City of Scottsdale is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Scottsdale could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Scottsdale may be colored by their dislike of what all levels of government provide.

Most respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Scottsdale does at welcoming citizen involvement, 55% rated it as “excellent” or “good.” Of these four ratings, three were above the benchmark and one was similar to the benchmark.

FIGURE 79: PUBLIC TRUST RATINGS BY YEAR<sup>3</sup>

	2010	2006	2004	2003
The value of services for the taxes paid to Scottsdale	74%	69%	75%	66%
The overall direction that Scottsdale is taking	64%	57%	67%	51%
The job Scottsdale government does at welcoming citizen involvement	55%	51%	63%	54%
Overall image or reputation of Scottsdale	92%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 80: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Scottsdale	Much above
The overall direction that Scottsdale is taking	Above
Job Scottsdale government does at welcoming citizen involvement	Similar
Overall image or reputation of Scottsdale	Much above

<sup>3</sup> For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

On average, residents of the City of Scottsdale gave the highest evaluations to their own local government and the lowest average rating to state and federal governments. The overall quality of services delivered by the City of Scottsdale was rated as “excellent” or “good” by 88% of survey participants. The City of Scottsdale’s rating was much above the benchmark when compared to other communities. Ratings of overall City services have remained stable over the last seven years.

FIGURE 81: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF SCOTTSDALE BY YEAR

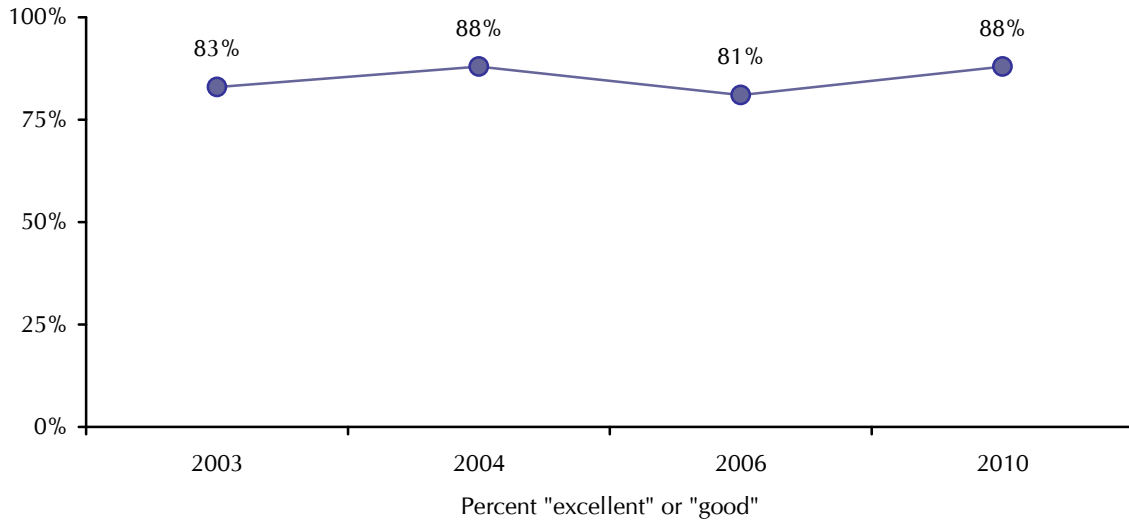


FIGURE 82: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2010	2006	2004	2003
Services provided by City of Scottsdale	88%	81%	88%	83%
Services provided by the Federal Government	43%	37%	47%	41%
Services provided by the State Government	42%	46%	53%	42%
Services provided by Maricopa County Government	46%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 83: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Scottsdale	Much above
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Services provided by Maricopa County Government	Below

## City of Scottsdale Employees

The employees of the City of Scottsdale who interact with the public create the first impression that most residents have of the City of Scottsdale. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Scottsdale. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Scottsdale staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 50% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 83% of respondents rated their overall impression as "excellent" or "good." Employee ratings were higher than the benchmark. The rating for city employee responsiveness had increased since the previous survey.

FIGURE 84: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

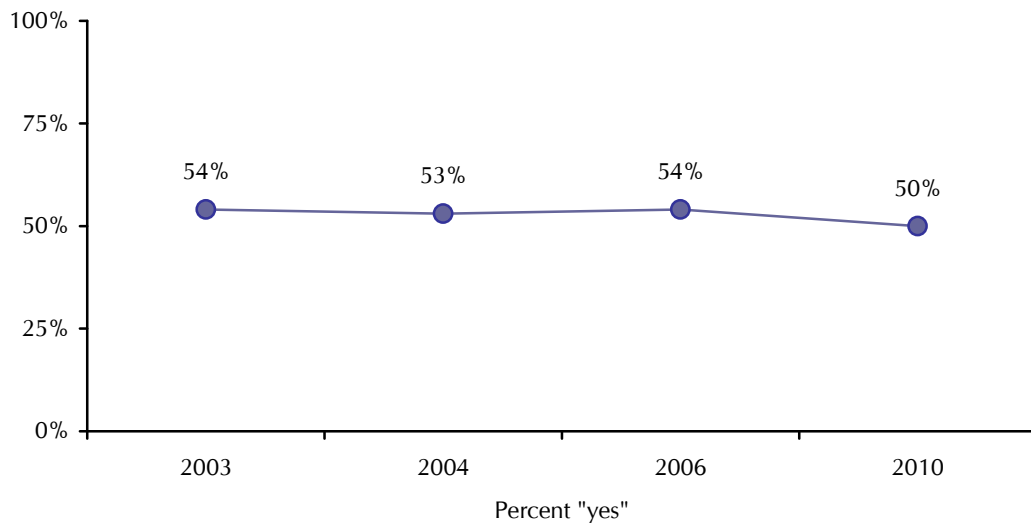


FIGURE 85: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Less

FIGURE 86: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2010	2006	2004	2003
Knowledge	85%	80%	85%	84%
Responsiveness	85%	75%	78%	81%
Courtesy	86%	84%	85%	84%
Overall impression	83%	76%	80%	80%
Percent "excellent" or "good"				

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Scottsdale by examining the relationships between ratings of each service and ratings of the City of Scottsdale's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Scottsdale can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Scottsdale Key Driver Analysis were:

- City parks
- Drinking water

## CITY OF SCOTTSDALE ACTION CHART™

The 2011 City of Scottsdale Action Chart™ on the following page combines three dimensions of performance:

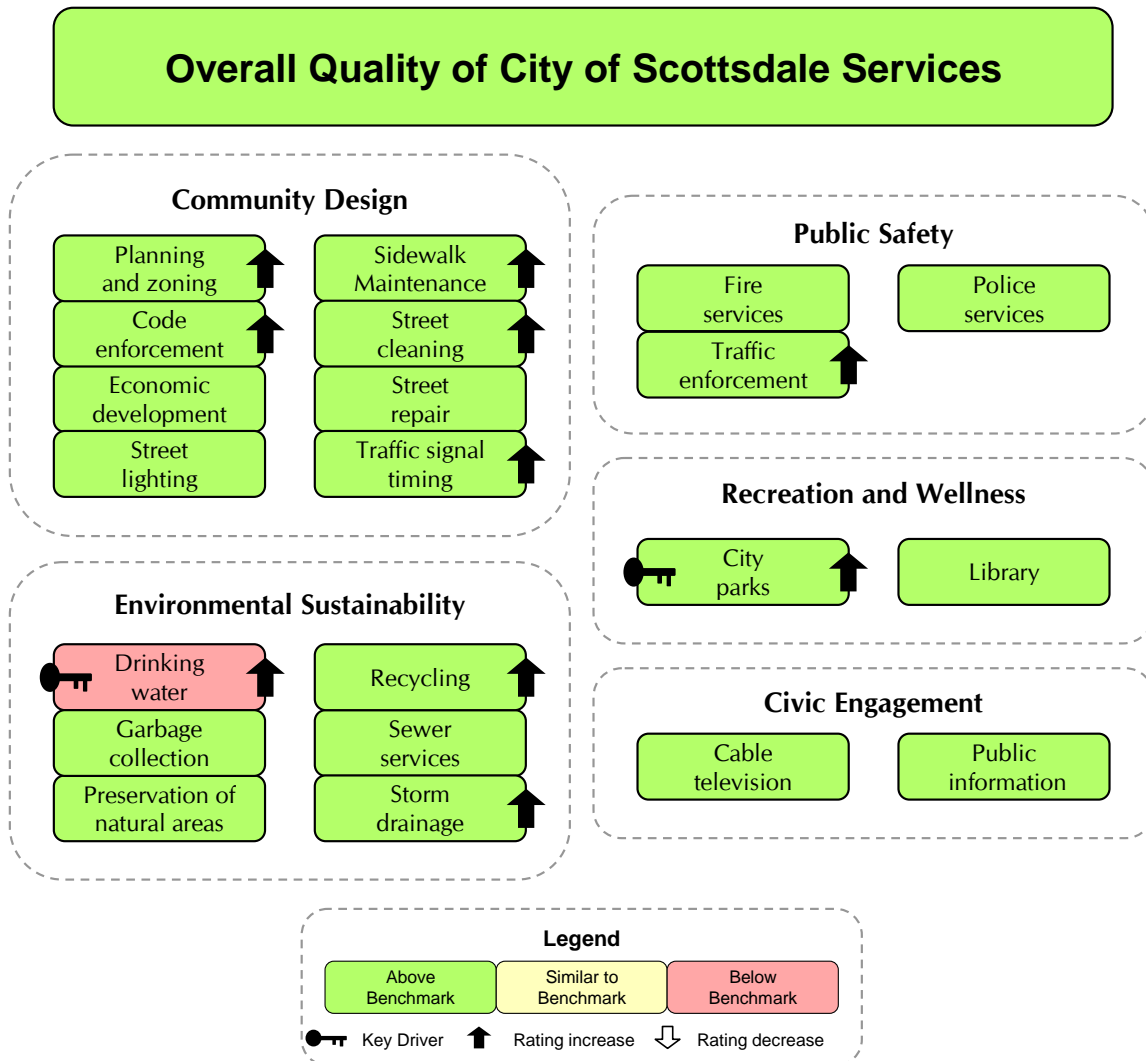
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-one services were included in the KDA for the City of Scottsdale. Of these, 20 were above the benchmark and one was below the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Scottsdale, drinking water was below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 88: CITY OF SCOTTSDALE ACTION CHART™





## Using Your Action Chart™

The key drivers derived for the City of Scottsdale provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Scottsdale, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Scottsdale, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Scottsdale residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Scottsdale key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 89: KEY DRIVERS COMPARED

Service	City of Scottsdale Key Drivers	National Key Drivers	Core Services
Police services		✓	✓
Fire services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
• <b>Drinking water</b>	✓		✓
Sewer services			✓
◦ City parks	✓		
◦ Land use planning and zoning		✓	
Code enforcement			✓
Economic development		✓	
◦ Public library			
Public information services		✓	
◦ Cable television			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Scottsdale:	Excellent	Good	Fair	Poor	Total
Scottsdale as a place to live	63%	33%	4%	0%	100%
Your neighborhood as a place to live	49%	42%	8%	1%	100%
Scottsdale as a place to raise children	45%	40%	13%	2%	100%
Scottsdale as a place to work	47%	41%	7%	4%	100%
Scottsdale as a place to retire	53%	38%	7%	2%	100%
The overall quality of life in Scottsdale	48%	46%	5%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	16%	43%	30%	11%	100%
Openness and acceptance of the community towards people of diverse backgrounds	12%	43%	30%	15%	100%
Overall appearance of Scottsdale	48%	47%	5%	0%	100%
Cleanliness of Scottsdale	49%	44%	7%	0%	100%
Overall quality of new development in Scottsdale	23%	53%	17%	7%	100%
Variety of housing options	23%	47%	25%	5%	100%
Overall quality of business and service establishments in Scottsdale	39%	50%	10%	1%	100%
Shopping opportunities	67%	25%	6%	1%	100%
Opportunities to attend cultural activities	34%	47%	16%	4%	100%
Recreational opportunities	44%	42%	14%	1%	100%
Employment opportunities	16%	34%	35%	14%	100%
Educational opportunities	24%	50%	20%	6%	100%
Opportunities to participate in social events and activities	33%	46%	18%	3%	100%
Opportunities to participate in religious or spiritual events and activities	33%	55%	10%	2%	100%
Opportunities to volunteer	33%	44%	18%	5%	100%
Opportunities to participate in community matters	18%	49%	21%	12%	100%
Ease of car travel in Scottsdale	21%	48%	24%	7%	100%
Ease of bus travel in Scottsdale	15%	30%	25%	29%	100%
Ease of bicycle travel in Scottsdale	27%	41%	24%	8%	100%
Ease of walking in Scottsdale	32%	42%	18%	9%	100%
Availability of paths and walking trails	40%	42%	14%	4%	100%
Traffic flow on major streets	13%	44%	34%	9%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	16%	48%	29%	7%	100%
Air quality	14%	46%	30%	10%	100%
Quality of overall natural environment in Scottsdale	27%	55%	16%	2%	100%
Overall image or reputation of Scottsdale	42%	49%	7%	1%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	6%	51%	29%	14%	100%
Retail growth (stores, restaurants, etc.)	6%	15%	52%	19%	8%	100%
Jobs growth	23%	56%	20%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Scottsdale?	Percent of respondents
Not a problem	31%
Minor problem	50%
Moderate problem	17%
Major problem	3%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Scottsdale:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	48%	39%	9%	2%	1%	100%
Property crimes (e.g., burglary, theft)	29%	48%	13%	9%	2%	100%
Environmental hazards, including toxic waste	49%	34%	11%	5%	1%	100%

Question 6: Personal Safety						
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	78%	20%	2%	0%	0%	100%
In your neighborhood after dark	48%	37%	8%	5%	2%	100%
In Scottsdale's downtown area during the day	69%	22%	9%	0%	0%	100%
In Scottsdale's downtown area after dark	26%	46%	13%	11%	3%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	63%	37%

Question 8: Ratings of Contact with Police Department					
Please rate your most recent contact with the City of Scottsdale Police Department.	Excellent	Good	Fair	Poor	Total
Competence	61%	31%	6%	2%	100%
Attitude/behavior	60%	27%	8%	6%	100%
Overall impression	57%	29%	10%	4%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	89%
Yes	11%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	2%
Yes	98%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Scottsdale?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Scottsdale public libraries or their services	27%	21%	28%	12%	12%	100%
Used Scottsdale recreation centers	42%	25%	18%	8%	8%	100%
Participated in a recreation program or activity	53%	22%	13%	5%	6%	100%
Visited a neighborhood park or City park	17%	16%	27%	17%	22%	100%
Ridden a local bus within Scottsdale	85%	8%	2%	2%	3%	100%
Attended a meeting of local elected officials or other local public meeting	80%	15%	4%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	58%	25%	12%	4%	0%	100%
Read Scottsdale's electronic newsletter (Scottsdale Update)	68%	17%	11%	2%	3%	100%
Visited the City of Scottsdale Web site (at www.ScottsdaleAZ.gov)	34%	27%	27%	8%	3%	100%
Recycled used paper, cans or bottles from your home	14%	5%	7%	6%	68%	100%
Volunteered your time to some group or activity in Scottsdale	53%	26%	13%	5%	4%	100%
Participated in religious or spiritual activities in Scottsdale	48%	12%	12%	4%	24%	100%
Participated in a club or civic group in Scottsdale	65%	17%	10%	3%	6%	100%
Provided help to a friend or neighbor	4%	19%	47%	18%	12%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	17%
Several times a week	32%
Several times a month	24%
Less than several times a month	27%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Scottsdale:	Excellent	Good	Fair	Poor	Total
Police services	50%	40%	6%	4%	100%
Fire services	54%	42%	3%	1%	100%
Ambulance or emergency medical services	57%	37%	5%	0%	100%
Crime prevention	37%	47%	13%	3%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Scottsdale:	Excellent	Good	Fair	Poor	Total
Fire prevention and education	41%	47%	9%	3%	100%
Municipal courts	25%	52%	17%	6%	100%
Traffic enforcement	23%	47%	23%	7%	100%
Street repair	21%	46%	24%	8%	100%
Street cleaning	33%	49%	15%	3%	100%
Street lighting	28%	47%	19%	5%	100%
Sidewalk maintenance	30%	48%	17%	5%	100%
Traffic signal timing	16%	40%	25%	18%	100%
Bus or transit services	16%	42%	27%	15%	100%
Garbage collection	52%	39%	8%	0%	100%
Recycling	54%	33%	8%	5%	100%
Yard waste pick-up	52%	34%	12%	2%	100%
Storm drainage	24%	46%	20%	10%	100%
Drinking water	17%	35%	30%	17%	100%
Sewer services	32%	51%	13%	4%	100%
City parks	53%	40%	6%	1%	100%
Recreation programs or classes	41%	44%	13%	2%	100%
Recreation centers or facilities	43%	43%	11%	2%	100%
Land use, planning and zoning	17%	43%	26%	13%	100%
Code enforcement (weeds, abandoned buildings, etc)	19%	53%	20%	8%	100%
Animal control	20%	52%	20%	8%	100%
Economic development	13%	47%	28%	11%	100%
Services to seniors	32%	47%	17%	5%	100%
Services to youth	31%	42%	21%	7%	100%
Services to low-income people	13%	37%	30%	21%	100%
Public library services	49%	44%	6%	1%	100%
Public information services	25%	52%	22%	1%	100%
Public schools	28%	50%	15%	7%	100%
Cable television	22%	46%	26%	6%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	43%	28%	13%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	33%	45%	18%	4%	100%
City Cable Channel 11	18%	55%	21%	6%	100%
Scottsdale Web site (www.ScottsdaleAZ.gov)	26%	53%	17%	4%	100%

Question 14: Government Services Overall					
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	31%	56%	11%	1%	100%
The Federal Government	9%	34%	29%	28%	100%
The State Government	7%	35%	36%	22%	100%
Maricopa County Government	8%	38%	34%	20%	100%

Question 15: Recommendation and Longevity					
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	70%	26%	3%	1%	100%
Remain in Scottsdale for the next five years	71%	22%	4%	3%	100%

Question 16: Impact of the Economy	
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 of respondents
Very positive	2%
Somewhat positive	13%
Neutral	43%
Somewhat negative	30%
Very negative	12%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	50%
Yes	50%
Total	100%

Question 18: City Employees					
What was your impression of the employee(s) of the City of Scottsdale in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	44%	41%	11%	4%	100%
Responsiveness	53%	32%	10%	5%	100%
Courtesy	60%	26%	9%	6%	100%
Overall impression	49%	34%	9%	8%	100%



Question 19: Government Performance					
Please rate the following categories of Scottsdale government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Scottsdale	20%	54%	21%	5%	100%
The overall direction that Scottsdale is taking	14%	50%	24%	12%	100%
The job Scottsdale government does at welcoming citizen involvement	11%	45%	31%	14%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	35%
Yes, full-time	53%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	72%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	9%
Bus, rail, subway or other public transportation	3%
Walk	2%
Bicycle	2%
Work at home	12%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Scottsdale?	Percent of respondents
Less than 2 years	14%
2 to 5 years	18%
6 to 10 years	13%
11 to 20 years	26%
More than 20 years	28%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	58%
House attached to one or more houses (e.g., a duplex or townhome)	7%
Building with two or more apartments or condominiums	34%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	28%
Owned by you or someone in this house with a mortgage or free and clear	72%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	3%
\$300 to \$599 per month	10%
\$600 to \$999 per month	25%
\$1,000 to \$1,499 per month	22%
\$1,500 to \$2,499 per month	21%
\$2,500 or more per month	19%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	78%
Yes	22%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	72%
Yes	28%
Total	100%

Question D9: Household Income	
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 of respondents
Less than \$24,999	10%
\$25,000 to \$49,999	26%
\$50,000 to \$99,999	24%
\$100,000 to \$149,000	22%
\$150,000 or more	18%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	93%
Yes, I consider myself to be Spanish, Hispanic or Latino	7%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	0%
White	90%
Other	6%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	5%
25 to 34 years	18%
35 to 44 years	11%
45 to 54 years	24%
55 to 64 years	17%
65 to 74 years	14%
75 years or older	11%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	51%
Male	49%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	9%
Yes	88%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	20%
Yes	76%
Ineligible to vote	4%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	31%
Yes	69%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	20%
Land line	56%
Both	24%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
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	63%	181	33%	96	4%	12	0%	1	0%	0	100%
Your neighborhood as a place to live	49%	141	42%	121	8%	23	1%	3	0%	0	100%	288
Scottsdale as a place to raise children	36%	102	32%	92	10%	29	2%	5	20%	57	100%	285
Scottsdale as a place to work	38%	107	33%	93	6%	16	3%	10	21%	58	100%	284
Scottsdale as a place to retire	48%	137	34%	98	7%	19	2%	5	10%	28	100%	287
The overall quality of life in Scottsdale	48%	139	46%	132	5%	15	0%	1	0%	0	100%	287

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	16%	44	41%	116	29%	81	11%	31	4%	12	100%
Openness and acceptance of the community towards people of diverse backgrounds	11%	32	38%	109	26%	76	14%	39	11%	32	100%	287
Overall appearance of Scottsdale	47%	136	46%	134	5%	15	0%	1	1%	3	100%	289
Cleanliness of Scottsdale	49%	142	44%	126	7%	19	0%	1	0%	0	100%	289
Overall quality of new development in Scottsdale	21%	59	49%	139	16%	44	7%	19	9%	25	100%	286
Variety of housing options	22%	64	45%	127	24%	68	5%	13	4%	12	100%	285
Overall quality of business and service establishments in Scottsdale	38%	110	49%	140	10%	29	1%	3	2%	6	100%	289
Shopping opportunities	67%	189	25%	71	6%	18	1%	3	0%	1	100%	282
Opportunities to attend cultural activities	32%	92	45%	128	15%	43	4%	11	4%	12	100%	287
Recreational opportunities	42%	119	40%	114	13%	37	1%	2	4%	11	100%	284
Employment opportunities	13%	37	27%	77	28%	79	11%	31	20%	57	100%	281
Educational opportunities	21%	59	44%	125	18%	50	6%	16	11%	31	100%	283

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	30%	87	43%	123	17%	49	3%	8	7%	19	100%
Opportunities to participate in religious or spiritual events and activities	27%	77	45%	129	8%	23	2%	6	18%	53	100%	287
Opportunities to volunteer	28%	80	37%	105	15%	43	4%	12	15%	44	100%	283
Opportunities to participate in community matters	14%	40	39%	111	17%	48	10%	28	19%	55	100%	282
Ease of car travel in Scottsdale	21%	59	47%	135	23%	66	7%	19	2%	4	100%	284
Ease of bus travel in Scottsdale	8%	23	16%	46	13%	38	16%	44	46%	129	100%	280
Ease of bicycle travel in Scottsdale	21%	59	32%	88	18%	51	6%	17	22%	62	100%	277
Ease of walking in Scottsdale	30%	86	40%	113	17%	49	8%	23	4%	12	100%	283
Availability of paths and walking trails	38%	107	40%	112	13%	38	4%	10	5%	14	100%	281
Traffic flow on major streets	13%	37	43%	123	34%	97	9%	25	1%	2	100%	284
Amount of public parking	16%	45	46%	132	27%	78	6%	18	5%	14	100%	287
Air quality	13%	39	44%	127	29%	82	10%	29	4%	11	100%	287
Quality of overall natural environment in Scottsdale	27%	77	54%	154	16%	44	2%	6	1%	2	100%	284
Overall image or reputation of Scottsdale	42%	122	49%	141	7%	21	1%	3	0%	1	100%	288

Question 3: Growth														
Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	1	5%	13	40%	113	23%	65	11%	30	23%	65	100%
Retail growth (stores, restaurants, etc.)	5%	14	13%	38	47%	134	17%	49	7%	21	11%	30	100%	287
Jobs growth	16%	46	39%	110	14%	39	0%	0	0%	1	31%	88	100%	283

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Scottsdale?	Percent of respondents	Count
Not a problem	28%	82
Minor problem	46%	131
Moderate problem	15%	44
Major problem	3%	7
Don't know	8%	23
Total	100%	288

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Scottsdale:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	48%	137	39%	112	9%	25	2%	7	1%	3	1%	4	100%
Property crimes (e.g., burglary, theft)	28%	81	47%	135	13%	37	9%	26	2%	5	1%	4	100%	287
Environmental hazards, including toxic waste	45%	129	32%	91	11%	30	5%	13	1%	2	7%	19	100%	283

Question 6: Personal Safety														
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	78%	224	20%	58	2%	5	0%	0	0%	1	0%	0	100%
In your neighborhood after dark	48%	138	37%	106	8%	22	5%	14	2%	5	1%	2	100%	287
In Scottsdale's downtown area during the day	67%	191	21%	61	8%	24	0%	0	0%	1	3%	10	100%	286
In Scottsdale's downtown area after dark	23%	67	41%	117	12%	34	10%	27	3%	8	12%	34	100%	287

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	63%	177	37%	104	0%	0	100%	281

Question 8: Ratings of Contact with Police Department												
Please rate your most recent contact with the City of Scottsdale Police Department.	Excellent		Good		Fair		Poor		Don't know		Total	
	Competence	61%	63	31%	32	6%	6	2%	2	0%	0	100%
Attitude/behavior	60%	62	27%	28	8%	8	6%	6	0%	0	100%	104
Overall impression	57%	60	29%	30	10%	10	4%	4	0%	0	100%	104

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	89%	256
Yes	11%	30
Don't know	0%	0
Total	100%	286

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	2%	0
Yes	98%	30
Don't know	0%	0
Total	100%	30



Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Scottsdale?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Scottsdale public libraries or their services	27%	77	21%	62	28%	80	12%	36	12%	34	100%	288
Used Scottsdale recreation centers	42%	119	25%	71	18%	52	8%	22	8%	22	100%	287
Participated in a recreation program or activity	53%	153	22%	64	13%	37	5%	15	6%	18	100%	286
Visited a neighborhood park or City park	17%	49	16%	46	27%	77	17%	49	22%	63	100%	284
Ridden a local bus within Scottsdale	85%	242	8%	24	2%	5	2%	7	3%	7	100%	285
Attended a meeting of local elected officials or other local public meeting	80%	231	15%	43	4%	12	1%	1	0%	0	100%	288
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	58%	168	25%	73	12%	35	4%	11	0%	1	100%	288
Read Scottsdale's electronic newsletter (Scottsdale Update)	68%	193	17%	47	11%	32	2%	5	3%	8	100%	285
Visited the City of Scottsdale Web site (at www.ScottsdaleAZ.gov)	34%	97	27%	77	27%	76	8%	23	3%	9	100%	282
Recycled used paper, cans or bottles from your home	14%	39	5%	15	7%	21	6%	17	68%	192	100%	284
Volunteered your time to some group or activity in Scottsdale	53%	150	26%	73	13%	36	5%	14	4%	12	100%	285
Participated in religious or spiritual activities in Scottsdale	48%	138	12%	33	12%	36	4%	11	24%	68	100%	286
Participated in a club or civic group in Scottsdale	65%	185	17%	48	10%	27	3%	9	6%	16	100%	285
Provided help to a friend or neighbor	4%	13	19%	54	47%	136	18%	52	12%	34	100%	288

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	17%	48
Several times a week	32%	92
Several times a month	24%	69
Less than several times a month	27%	77
Total	100%	285

Question 13: Service Quality												
Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	45%	127	36%	102	6%	16	3%	9	11%	30	100%
Fire services	41%	117	32%	90	2%	6	1%	2	25%	71	100%	286
Ambulance or emergency medical services	38%	110	25%	71	3%	10	0%	1	34%	97	100%	288
Crime prevention	29%	83	36%	104	11%	30	2%	6	22%	63	100%	287
Fire prevention and education	26%	73	30%	85	6%	16	2%	6	37%	106	100%	286
Municipal courts	11%	31	24%	66	8%	22	2%	7	55%	155	100%	281
Traffic enforcement	20%	57	41%	115	20%	56	6%	16	14%	40	100%	285
Street repair	21%	59	46%	131	24%	69	8%	23	2%	5	100%	287
Street cleaning	33%	94	48%	137	15%	43	3%	9	2%	5	100%	288
Street lighting	28%	79	47%	134	19%	55	5%	15	1%	4	100%	287
Sidewalk maintenance	29%	81	47%	132	16%	46	5%	13	4%	10	100%	283
Traffic signal timing	16%	46	39%	111	24%	70	18%	50	3%	8	100%	285
Bus or transit services	6%	17	16%	46	11%	30	6%	17	61%	169	100%	279
Garbage collection	51%	145	38%	109	8%	23	0%	1	3%	9	100%	287
Recycling	49%	141	30%	86	8%	22	4%	12	9%	26	100%	286
Yard waste pick-up	38%	109	25%	70	9%	25	2%	5	26%	74	100%	283
Storm drainage	20%	58	39%	112	17%	48	8%	24	15%	43	100%	285
Drinking water	16%	46	33%	93	28%	80	16%	46	7%	21	100%	287

Question 13: Service Quality												
Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sewer services	27%	76	43%	121	11%	31	3%	9	16%	46	100%
City parks	50%	142	37%	105	6%	17	1%	2	6%	17	100%	284
Recreation programs or classes	24%	68	26%	74	8%	22	1%	4	41%	116	100%	284
Recreation centers or facilities	30%	85	30%	85	8%	22	2%	5	31%	86	100%	282
Land use, planning and zoning	12%	34	31%	87	19%	53	10%	27	29%	81	100%	283
Code enforcement (weeds, abandoned buildings, etc)	14%	40	40%	113	15%	42	6%	18	25%	71	100%	284
Animal control	14%	39	36%	102	14%	40	5%	16	31%	89	100%	286
Economic development	10%	28	36%	102	21%	61	9%	25	24%	69	100%	285
Services to seniors	18%	52	27%	77	10%	27	3%	7	43%	123	100%	286
Services to youth	16%	45	21%	60	10%	29	3%	9	49%	140	100%	283
Services to low-income people	5%	15	15%	42	12%	35	9%	24	59%	164	100%	280
Public library services	41%	116	37%	104	5%	14	1%	2	17%	47	100%	284
Public information services	19%	53	38%	108	16%	45	1%	3	26%	75	100%	285
Public schools	17%	49	31%	88	9%	25	4%	12	38%	109	100%	284
Cable television	17%	48	35%	98	20%	56	4%	12	25%	70	100%	284
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	24	22%	64	14%	41	6%	19	49%	140	100%	287
Preservation of natural areas such as open space, farmlands and greenbelts	29%	83	39%	112	15%	44	4%	11	12%	34	100%	284
City Cable Channel 11	9%	25	28%	79	11%	30	3%	8	50%	142	100%	284
Scottsdale Web site (www.ScottsdaleAZ.gov)	19%	52	38%	106	12%	33	3%	7	30%	83	100%	282

Question 14: Government Services Overall												
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	30%	87	54%	155	11%	32	1%	3	4%	11	100%
The Federal Government	8%	23	31%	88	26%	73	25%	72	11%	31	100%	286
The State Government	6%	18	32%	91	32%	92	20%	57	10%	28	100%	286
Maricopa County Government	7%	20	32%	92	28%	81	17%	48	16%	47	100%	287

Question 15: Recommendation and Longevity												
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	70%	202	26%	74	3%	10	1%	3	0%	1	100%
Remain in Scottsdale for the next five years	70%	202	22%	62	4%	13	3%	9	1%	3	100%	289

Question 16: Impact of the Economy		
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 of respondents	Count
Very positive	2%	6
Somewhat positive	13%	37
Neutral	43%	123
Somewhat negative	30%	87
Very negative	12%	35
Total	100%	289

Question 17: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	50%	142
Yes	50%	139
Total	100%	282

Question 18: City Employees												
What was your impression of the employee(s) of the City of Scottsdale in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	43%	60	40%	55	11%	15	4%	6	2%	3	100%
Responsiveness	52%	72	32%	44	10%	14	5%	7	1%	2	100%	137
Courtesy	60%	82	26%	36	9%	12	6%	8	0%	0	100%	137
Overall impression	49%	68	34%	47	9%	13	8%	11	0%	0	100%	138

Question 19: Government Performance												
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	18%	51	49%	141	19%	55	5%	14	9%	24	100%
The overall direction that Scottsdale is taking	12%	35	46%	130	22%	62	11%	32	9%	25	100%	285
The job Scottsdale government does at welcoming citizen involvement	7%	21	32%	90	22%	62	10%	29	29%	83	100%	284

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	35%	98
Yes, full-time	53%	149
Yes, part-time	12%	34
Total	100%	281

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	72%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	9%
Bus, rail, subway or other public transportation	3%
Walk	2%
Bicycle	2%
Work at home	12%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Scottsdale?	Percent of respondents	Count
Less than 2 years	14%	41
2 to 5 years	18%	50
6 to 10 years	13%	38
11 to 20 years	26%	75
More than 20 years	28%	80
Total	100%	284

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	58%	165
House attached to one or more houses (e.g., a duplex or townhome)	7%	21
Building with two or more apartments or condominiums	34%	96
Mobile home	0%	0
Other	1%	1
Total	100%	283

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	28%	77
Owned by you or someone in this house with a mortgage or free and clear	72%	202
Total	100%	279

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	3%	10
\$300 to \$599 per month	10%	27
\$600 to \$999 per month	25%	70
\$1,000 to \$1,499 per month	22%	61
\$1,500 to \$2,499 per month	21%	59
\$2,500 or more per month	19%	52
Total	100%	278

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	78%	218
Yes	22%	63
Total	100%	281

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	72%	204
Yes	28%	81
Total	100%	285

Question D9: Household Income		
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 of respondents	Count
Less than \$24,999	10%	28
\$25,000 to \$49,999	26%	70
\$50,000 to \$99,999	24%	66
\$100,000 to \$149,000	22%	59
\$150,000 or more	18%	49
Total	100%	271

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	93%	258
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	20
Total	100%	278

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	4
Asian, Asian Indian or Pacific Islander	5%	13
Black or African American	0%	1
White	90%	250
Other	6%	16
Total may exceed 100% as respondents could select more than one option		



Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	5%	14
25 to 34 years	18%	51
35 to 44 years	11%	30
45 to 54 years	24%	69
55 to 64 years	17%	48
65 to 74 years	14%	39
75 years or older	11%	31
Total	100%	283

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	51%	142
Male	49%	138
Total	100%	280

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	9%	25
Yes	87%	244
Ineligible to vote	3%	9
Don't know	1%	3
Total	100%	282

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	20%	58
Yes	75%	215
Ineligible to vote	4%	10
Don't know	1%	2
Total	100%	285

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	4%	12
Yes	96%	271
Total	100%	283

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	31%	88
Yes	69%	196
Total	100%	284

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	20%	37
Land line	56%	103
Both	24%	43
Total	100%	183

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction 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 jurisdiction. 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 jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- 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.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data 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 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 tend to be ambiguous, 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). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. 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.”

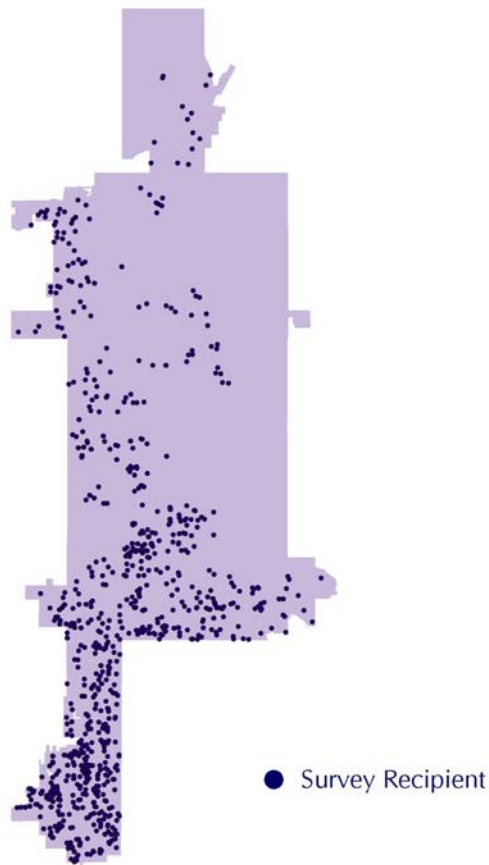
## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Scottsdale were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Scottsdale boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Scottsdale households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction 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.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Scottsdale. 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.

FIGURE 90: LOCATION OF SURVEY RECIPIENTS

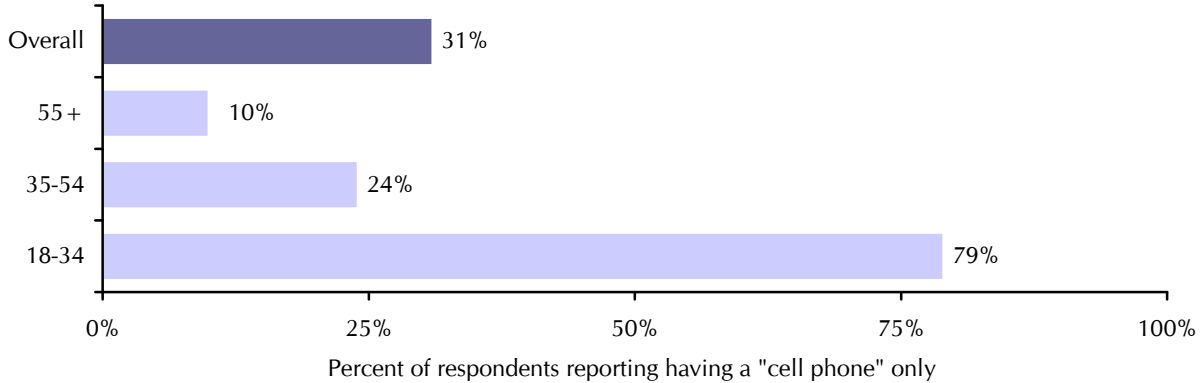
The National Citizen Survey™  
City of Scottsdale, AZ 2010



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.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>4</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Scottsdale has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 91: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN SCOTTSDALE



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 22, 2010. 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 letter included an invitation for the participant to complete the surveys online if they chose. The final mailing contained a reminder letter, another survey, a postage-paid return envelope and another invitation to complete the survey online. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

## SURVEY RESPONSE RATE AND 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. The confidence interval 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 (293 completed surveys).

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 jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any

<sup>4</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

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.

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)

Completed surveys received by NRC 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; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. 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 2006-2008 American Community Survey Census estimates for adults in the City of Scottsdale. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.



Scottsdale Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>5</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	28%	26%	28%
Own home	72%	74%	72%
Detached unit	59%	58%	59%
Attached unit	41%	42%	42%
<b>Race and Ethnicity</b>			
White	93%	92%	88%
Not white	7%	8%	12%
Hispanic	7%	3%	7%
Not Hispanic	93%	97%	93%
White alone, not Hispanic	87%	91%	85%
Hispanic and/or other race	13%	9%	15%
<b>Sex and Age</b>			
Female	52%	56%	51%
Male	48%	44%	49%
18-34 years of age	23%	15%	23%
35-54 years of age	36%	24%	35%
55+ years of age	41%	62%	42%
Females 18-34	12%	9%	11%
Females 35-54	18%	13%	17%
Females 55+	22%	34%	22%
Males 18-34	12%	6%	12%
Males 35-54	18%	11%	18%
Males 55+	19%	27%	19%

<sup>5</sup> Source: 2006-2008 ACS

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

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 body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

## Comparison of Scottsdale to the Benchmark Database

The City of Scottsdale chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Scottsdale Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Scottsdale results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Scottsdale's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## **APPENDIX C: SURVEY MATERIALS**

The following pages contain copies of the survey materials sent to randomly selected households within the City of Scottsdale.

Dear Scottsdale Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Scottsdale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



W.J. "Jim" Lane  
Mayor

Dear Scottsdale Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Scottsdale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Mayor



"Most Livable City"  
U.S. Conference of Mayors

Office of the  
Mayor

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

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



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W.J. "JIM" LANE  
Mayor

November 2010

Dear Scottsdale Resident:

The City of Scottsdale wants to know what you think about our community and municipal government. You have been randomly selected to participate in Scottsdale's 2010 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Scottsdale residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:

<http://www.n-r-c.com/survey/scottsdale.htm>

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 480-312-2800. After completing the survey, you are welcome to contact us with any recommendations or suggestions for improvement by phone or by emailing us at [feedback@ScottsdaleAZ.gov](mailto: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

December 2010

Dear City of Scottsdale Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Scottsdale wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Scottsdale's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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# The City of Scottsdale 2010 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:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 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:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Scottsdale .....	1	2	3	4	5
Cleanliness of Scottsdale.....	1	2	3	4	5
Overall quality of new development in Scottsdale .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Scottsdale .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual 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
Ease of car travel in Scottsdale .....	1	2	3	4	5
Ease of bus travel in Scottsdale.....	1	2	3	4	5
Ease of bicycle travel 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
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Scottsdale .....	1	2	3	4	5
Overall image or reputation of Scottsdale.....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Scottsdale?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Scottsdale:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. 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 your neighborhood after dark.....	1	2	3	4	5	6
In Scottsdale's downtown area during the day.....	1	2	3	4	5	6
In Scottsdale's downtown area after dark .....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?

- No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

8. Please rate your most recent contact with the City of Scottsdale Police Department.

	Excellent	Good	Fair	Poor	Don't know
Competence.....	1	2	3	4	5
Attitude/behavior.....	1	2	3	4	5
Overall impression .....	1	2	3	4	5

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No     Yes     Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Scottsdale?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Scottsdale public libraries or their services .....	1	2	3	4	5
Used Scottsdale recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Scottsdale .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Read Scottsdale's electronic newsletter (Scottsdale Update) .....	1	2	3	4	5
Visited the City of Scottsdale Web site (at www.ScottsdaleAZ.gov) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Scottsdale .....	1	2	3	4	5
Participated in religious or spiritual activities in Scottsdale.....	1	2	3	4	5
Participated in a club or civic group in Scottsdale .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of Scottsdale 2010 Citizen Survey

## 13. Please rate the quality of each of the following services in Scottsdale:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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
Municipal courts .....	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
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
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	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
City Cable Channel 11 .....	1	2	3	4	5
Scottsdale Web site (www.ScottsdaleAZ.gov).....	1	2	3	4	5

**14. Overall, how would you rate the quality of the services provided by each of the following?**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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

**15. Please indicate how likely or unlikely you are to do each of the following:**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
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

**16. 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

**17. Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months (including police, receptionists, planners or any others)?**

- No → Go to Question 19     
  Yes → Go to Question 18

**18. What was your impression of the employee(s) of the City of Scottsdale in your most recent contact? (Rate each characteristic below.)**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

**19. Please rate the following categories of Scottsdale government performance:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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

# The City of Scottsdale 2010 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. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults ..... days
- Bus or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. 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

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. 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

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. 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 \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. 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

**D12. 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

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider 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



*"Most Livable City"*  
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# CITY OF SCOTTSDALE, AZ 2011

## Benchmark Report

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## UNDERSTANDING THE BENCHMARK COMPARISONS

### COMPARISON DATA

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
<b>Region</b>	
West Coast <sup>1</sup>	16%
West <sup>2</sup>	21%
North Central West <sup>3</sup>	10%
North Central East <sup>4</sup>	13%
South Central <sup>5</sup>	7%
South <sup>6</sup>	25%
Northeast West <sup>7</sup>	3%
Northeast East <sup>8</sup>	4%
<b>Population</b>	
Less than 40,000	45%
40,000 to 74,999	20%
75,000 to 149,000	17%
150,000 or more	19%

<sup>1</sup> Alaska, Washington, Oregon, California, Hawaii

<sup>2</sup> Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

<sup>3</sup> North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota

<sup>4</sup> Illinois, Indiana, Ohio, Michigan, Wisconsin

<sup>5</sup> Oklahoma, Texas, Louisiana, Arkansas

<sup>6</sup> West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC

<sup>7</sup> New York, Pennsylvania, New Jersey

<sup>8</sup> Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

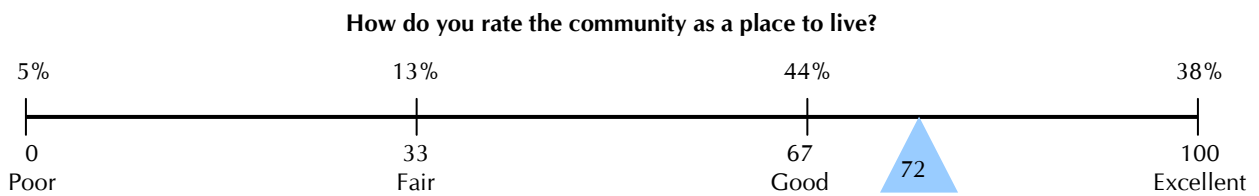
## PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a four point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus three points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, “excellent” = 100, “good” = 67, “fair” = 33 and “poor” = 0. If everyone reported “excellent,” then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor,” the result would be 0 on the 100-point scale. If half the respondents gave a score of “excellent” and half gave a score of “poor,” the average would be in the middle of the scale (like the center post of a teeter totter) between “fair” and “good.” An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

How do you rate the community as a place to live?						
Response option	Total with “don’t know”	Step 1: Remove the percent of “don’t know” responses	Total without “don’t know”	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%	$= 36 \div (100-5) =$	38%	100	$= 38\% \times 100 =$	38
Good	42%	$= 42 \div (100-5) =$	44%	67	$= 44\% \times 67 =$	30
Fair	12%	$= 12 \div (100-5) =$	13%	33	$= 13\% \times 33 =$	4
Poor	5%	$= 5 \div (100-5) =$	5%	0	$= 5\% \times 0 =$	0
Don’t know	5%		–			
Total	100%		100%			72



## INTERPRETING THE RESULTS

Average ratings are compared when similar questions are included in NRC's database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The final column shows the comparison of your jurisdiction's average rating to the benchmark.

Where comparisons for quality ratings were available, the City of Scottsdale's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Scottsdale's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

This report contains benchmarks at the national level.

## NATIONAL BENCHMARK COMPARISONS

Overall Community Quality Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Overall quality of life in Scottsdale	81	21	371	Much above
Your neighborhood as place to live	80	29	253	Much above
Scottsdale as a place to live	86	15	319	Much above
Recommend living in Scottsdale to someone who asks	88	14	147	Much above
Remain in Scottsdale for the next five years	87	7	146	Much above

Community Transportation Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ease of car travel in Scottsdale	61	50	249	Much above
Ease of bus travel in Scottsdale	44	84	176	Similar
Ease of bicycle travel in Scottsdale	63	27	245	Much above
Ease of walking in Scottsdale	65	48	247	Much above
Availability of paths and walking trails	73	16	148	Much above
Traffic flow on major streets	54	39	203	Much above

Frequency of Bus Use Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ridden a local bus within Scottsdale	15	86	151	Much less

Drive Alone Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Average percent of work commute trips made by driving alone	72	87	134	Similar

Transportation and Parking Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Street repair	60	41	374	Much above
Street cleaning	71	10	262	Much above
Street lighting	66	15	281	Much above
Sidewalk maintenance	68	7	242	Much above
Traffic signal timing	52	45	196	Above
Bus or transit services	53	90	196	Similar
Amount of public parking	58	18	179	Much above

Housing Characteristics Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Variety of housing options	63	21	136	Much above

Housing Costs Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	33	89	142	Similar

Built Environment Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Quality of new development in Scottsdale	64	38	220	Much above
Overall appearance of Scottsdale	80	7	293	Much above

Population Growth Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Population growth seen as too fast	43	120	214	Similar

Nuisance Problems Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	3	181	210	Much less

Planning and Community Code Enforcement Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Land use, planning and zoning	54	30	256	Much above
Code enforcement (weeds, abandoned buildings, etc.)	61	13	312	Much above
Animal control	61	58	282	Much above

Economic Sustainability and Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Employment opportunities	51	22	257	Much above
Shopping opportunities	86	3	255	Much above
Scottsdale as a place to work	77	4	263	Much above
Overall quality of business and service establishments in Scottsdale	76	1	132	Much above

Economic Development Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Economic development	54	46	248	Much above

Job and Retail Growth Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Retail growth seen as too slow	21	168	213	Much less
Jobs growth seen as too slow	80	89	216	More

Personal Economic Future Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Positive impact of economy on household income	15	124	209	Similar



Community and Personal Public Safety Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
In your neighborhood during the day	94	32	278	Much above
In your neighborhood after dark	81	42	274	Much above
In Scottsdale's downtown area during the day	90	71	240	Above
In Scottsdale's downtown area after dark	70	73	249	Much above
Violent crime (e.g., rape, assault, robbery)	83	51	244	Much above
Property crimes (e.g., burglary, theft)	73	35	244	Much above
Environmental hazards, including toxic waste	81	39	143	Above

Crime Victimization and Reporting Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Victim of crime	11	136	215	Similar
Reported crimes	98	2	213	Much more

Public Safety Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Police services	79	19	360	Much above
Fire services	83	34	297	Above
Ambulance or emergency medical services	84	23	292	Much above
Crime prevention	73	16	284	Much above
Fire prevention and education	75	21	226	Much above
Traffic enforcement	62	66	305	Above
Courts	65	13	142	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	54	89	157	Similar

Contact with Police and Fire Departments Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with the City of Scottsdale Police Department	37	7	18	Similar
Overall impression of most recent contact with the City of Scottsdale Police Department	80	3	30	Much above

Community Environment Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Cleanliness of Scottsdale	81	9	148	Much above
Quality of overall natural environment in Scottsdale	69	37	145	Above
Preservation of natural areas such as open space, farmlands and greenbelts	69	11	148	Much above
Air quality	55	136	192	Below

Frequency of Recycling Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recycled used paper, cans or bottles from your home	86	94	200	More

Utility Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sewer services	70	23	248	Much above
Drinking water	51	183	248	Much below
Storm drainage	61	55	297	Much above
Yard waste pick-up	79	8	204	Much above
Recycling	79	14	281	Much above
Garbage collection	81	8	306	Much above

Community Recreational Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recreation opportunities	76	15	260	Much above

Participation in Parks and Recreation Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Scottsdale recreation centers	58	73	176	Similar
Participated in a recreation program or activity	47	108	203	Similar
Visited a neighborhood park or City park	83	153	211	Similar

Parks and Recreation Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
City parks	82	13	274	Much above
Recreation programs or classes	75	17	296	Much above
Recreation centers or facilities	76	12	235	Much above

Cultural and Educational Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to attend cultural activities	70	13	265	Much above
Educational opportunities	64	64	204	Above

Participation in Cultural and Educational Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Scottsdale public libraries or their services	73	79	183	Similar
Participated in religious or spiritual activities in Scottsdale	52	56	98	Similar

Cultural and Educational Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public schools	66	74	220	Above
Public library services	81	33	273	Much above

Community Quality and Inclusiveness Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sense of community	55	158	265	Similar
Openness and acceptance of the community toward people of diverse backgrounds	51	154	227	Below
Scottsdale as a place to raise kids	76	81	312	Much above
Scottsdale as a place to retire	80	2	293	Much above

Services Provided for Population Subgroups Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services to seniors	69	24	261	Much above
Services to youth	66	26	235	Much above
Services to low income people	47	73	206	Similar

Civic Engagement Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in community matters	57	62	136	Similar
Opportunities to volunteer	69	38	140	Above

Participation in Civic Engagement Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	20	184	210	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	42	88	165	Similar
Volunteered your time to some group or activity in Scottsdale	47	97	213	Similar
Participated in a club or civic group in Scottsdale	35	38	113	More
Provided help to a friend or neighbor	96	41	113	Similar

Voter Behavior Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Registered to vote	88	76	220	More
Voted in last general election	76	108	219	Similar

Use of Information Sources Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Read Scottsdale's electronic newsletter (Scottsdale Update)	32	149	150	Much less
Visited the City of Scottsdale Web site	66	43	134	More

Local Government Media Services and Information Dissemination Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Cable television	62	11	171	Much above
Public information services	67	27	256	Much above

Social Engagement Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in social events and activities	69	11	139	Much above
Opportunities to participate in religious or spiritual events and activities	73	19	110	Above

Contact with Immediate Neighbors Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Has contact with neighbors at least several times per week	49	53	129	Similar

Public Trust Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Value of services for the taxes paid to Scottsdale	63	18	328	Much above
The overall direction that Scottsdale is taking	55	75	272	Above
Job Scottsdale government does at welcoming citizen involvement	50	103	286	Similar
Overall image or reputation of Scottsdale	78	18	250	Much above

Services Provided by Local, State and Federal Governments Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services provided by the City of Scottsdale	73	21	356	Much above
Services provided by the Federal Government	41	114	223	Similar
Services provided by the State Government	42	120	226	Similar
Services provided by Maricopa County Government	45	90	123	Below

Contact with City Employees Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with City employee(s) in last 12 months	50	183	243	Less

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Knowledge	75	53	283	Above
Responsiveness	78	7	280	Much above
Courteousness	80	12	233	Much above
Overall impression	75	38	321	Much above

## JURISDICTIONS INCLUDED IN NATIONAL BENCHMARK COMPARISONS

Valdez, AK.....	4,036	Morgan Hill, CA.....	33,556
Auburn, AL.....	42,987	Mountain View, CA.....	70,708
Gulf Shores, AL.....	5,044	Newport Beach, CA.....	70,032
Tuskegee, AL.....	11,846	Palm Springs, CA.....	42,807
Fayetteville, AR.....	58,047	Palo Alto, CA.....	58,598
Little Rock, AR.....	183,133	Poway, CA.....	48,044
Avondale, AZ.....	35,883	Rancho Cordova, CA.....	55,060
Casa Grande, AZ.....	25,224	Redding, CA.....	80,865
Chandler, AZ.....	176,581	Richmond, CA.....	99,216
Cococino County, AZ.....	116,320	San Francisco, CA.....	776,733
Dewey-Humboldt, AZ.....	6,295	San Luis Obispo County, CA.....	247,900
Flagstaff, AZ.....	52,894	San Rafael, CA.....	56,063
Florence, AZ.....	17,054	Santa Barbara County, CA.....	399,347
Gilbert, AZ.....	109,697	Santa Monica, CA.....	84,084
Green Valley, AZ.....	17,283	South Lake Tahoe, CA.....	23,609
Kingman, AZ.....	20,069	Stockton, CA.....	243,771
Marana, AZ.....	13,556	Sunnyvale, CA.....	131,760
Mesa, AZ.....	396,375	Temecula, CA.....	57,716
Peoria, AZ.....	108,364	Visalia, CA.....	91,565
Phoenix, AZ.....	1,321,045	Walnut Creek, CA.....	64,296
Pinal County, AZ.....	179,727	Calgary, Canada.....	878,866
Prescott Valley, AZ.....	25,535	District of Saanich, Victoria, Canada.....	103,654
Queen Creek, AZ.....	4,316	Edmonton, Canada.....	666,104
Sedona, AZ.....	10,192	Guelph, Ontario, Canada.....	114,943
Surprise, AZ.....	30,848	Kamloops, Canada.....	77,281
Tempe, AZ.....	158,625	Kelowna, Canada.....	96,288
Yuma, AZ.....	77,515	Oakville, Canada.....	144,738
Yuma County, AZ.....	160,026	Thunder Bay, Canada.....	109,016
Agoura Hills, CA.....	20,537	Victoria, Canada.....	78,057
Bellflower, CA.....	72,878	Whitehorse, Canada.....	19,058
Benicia, CA.....	26,865	Winnipeg, Canada.....	619,544
Brea, CA.....	35,410	Yellowknife, Canada.....	16,541
Brisbane, CA.....	3,597	Arapahoe County, CO.....	487,967
Burlingame, CA.....	28,158	Archuleta County, CO.....	9,898
Carlsbad, CA.....	78,247	Arvada, CO.....	102,153
Chula Vista, CA.....	173,556	Aspen, CO.....	5,914
Concord, CA.....	121,780	Aurora, CO.....	276,393
Davis, CA.....	60,308	Boulder, CO.....	94,673
Del Mar, CA.....	4,389	Boulder County, CO.....	291,288
Dublin, CA.....	29,973	Breckenridge, CO.....	2,408
El Cerrito, CA.....	23,171	Broomfield, CO.....	38,272
Elk Grove, CA.....	59,984	Castle Rock, CO.....	20,224
Galt, CA.....	19,472	Centennial, CO.....	103,000
La Mesa, CA.....	54,749	Clear Creek County, CO.....	9,322
Laguna Beach, CA.....	23,727	Colorado Springs, CO.....	360,890
Livermore, CA.....	73,345	Craig, CO.....	9,189
Lodi, CA.....	56,999	Crested Butte, CO.....	1,529
Long Beach, CA.....	461,522	Denver, CO.....	554,636
Lynwood, CA.....	69,845	Douglas County, CO.....	175,766
Menlo Park, CA.....	30,785	Durango, CO.....	13,922
Mission Viejo, CA.....	93,102	Eagle County, CO.....	41,659

Englewood, CO.....	31,727	Gainesville, FL .....	95,447
Fort Collins, CO .....	118,652	Hillsborough County, FL .....	998,948
Frisco, CO.....	2,443	Jupiter, FL .....	39,328
Fruita, CO .....	6,478	Kissimmee, FL.....	47,814
Georgetown, CO.....	1,088	Lee County, FL.....	454,918
Grand County, CO.....	12,442	Martin County, FL.....	126,731
Grand Junction, CO.....	41,986	Melbourne, FL .....	71,382
Greenwood Village, CO.....	11,035	Miami Beach, FL.....	87,933
Gunnison County, CO.....	13,956	North Palm Beach, FL .....	12,064
Highlands Ranch, CO.....	70,931	North Port, FL .....	22,797
Hot Sulphur Springs, CO.....	521	Oakland Park, FL .....	30,966
Jefferson County, CO.....	527,056	Ocala, FL .....	45,943
Lakewood, CO.....	144,126	Oldsmar, FL .....	11,910
Larimer County, CO .....	251,494	Oviedo, FL.....	26,316
Lone Tree, CO.....	4,873	Palm Bay, FL.....	79,413
Longmont, CO .....	71,093	Palm Beach, FL .....	10,468
Louisville, CO .....	18,937	Palm Beach County, FL .....	1,131,184
Loveland, CO.....	50,608	Palm Beach Gardens, FL .....	35,058
Mesa County, CO.....	116,255	Palm Coast, FL .....	32,732
Montrose, CO .....	12,344	Panama City, FL .....	36,417
Northglenn, CO .....	31,575	Pasco County, FL .....	344,765
Parker, CO .....	23,558	Pinellas County, FL .....	921,482
Pitkin County, CO .....	14,872	Pinellas Park, FL.....	45,658
Salida, CO.....	5,504	Port Orange, FL.....	45,823
Silverthorne, CO .....	3,196	Port St. Lucie, FL.....	88,769
Steamboat Springs, CO.....	9,815	Sanford, FL.....	38,291
Sterling, CO .....	11,360	Sarasota, FL.....	52,715
Summit County, CO.....	23,548	Seminole, FL .....	10,890
Thornton, CO.....	82,384	South Daytona, FL.....	13,177
Vail, CO .....	4,531	St. Cloud, FL .....	20,074
Westminster, CO.....	100,940	Tallahassee, FL.....	150,624
Wheat Ridge, CO .....	32,913	Titusville, FL .....	40,670
Coventry, CT .....	11,504	Volusia County, FL.....	443,343
Hartford, CT.....	121,578	Walton County, FL.....	40,601
Wethersfield, CT .....	26,271	Winter Garden, FL .....	14,351
Windsor, CT.....	28,237	Winter Park, FL .....	24,090
Dover, DE .....	32,135	Albany, GA.....	76,939
Belleair Beach, FL.....	1,751	Alpharetta, GA .....	34,854
Bonita Springs, FL.....	32,797	Cartersville, GA.....	15,925
Brevard County, FL.....	476,230	Conyers, GA .....	10,689
Cape Coral, FL.....	102,286	Decatur, GA.....	18,147
Charlotte County, FL .....	141,627	Milton, GA.....	30,180
Clearwater, FL .....	108,787	Roswell, GA.....	79,334
Collier County, FL .....	251,377	Savannah, GA .....	131,510
Cooper City, FL .....	27,939	Smyrna, GA .....	40,999
Coral Springs, FL .....	117,549	Snellville, GA.....	15,351
Dania Beach, FL.....	20,061	Suwanee, GA.....	8,725
Daytona Beach, FL .....	64,112	Valdosta, GA.....	43,724
Delray Beach, FL.....	60,020	Honolulu, HI .....	876,156
Destin, FL.....	11,119	Ames, IA .....	50,731
Duval County, FL .....	778,879	Ankeny, IA.....	27,117
Escambia County, FL.....	294,410	Bettendorf, IA.....	31,275
Eustis, FL .....	15,106	Davenport, IA .....	98,359



Des Moines, IA.....	198,682	New Orleans, LA .....	484,674
Indianola, IA.....	12,998	Andover, MA .....	31,247
Marion, IA.....	7,144	Barnstable, MA .....	47,821
Urbandale, IA.....	29,072	Bedford, MA .....	12,595
Waukee, IA .....	5,126	Burlington, MA .....	22,876
Boise, ID .....	185,787	Cambridge, MA.....	101,355
Moscow, ID .....	21,291	Needham, MA .....	28,911
Post Falls, ID .....	17,247	Shrewsbury, MA .....	31,640
Twin Falls, ID.....	34,469	Worcester, MA.....	172,648
Batavia, IL .....	23,866	Baltimore County, MD .....	754,292
Centralia, IL.....	14,136	College Park, MD.....	24,657
Clarendon Hills, IL .....	7,610	Gaithersburg, MD .....	52,613
Collinsville, IL .....	24,707	La Plata, MD .....	6,551
Crystal Lake, IL.....	38,000	Montgomery County, MD .....	873,341
DeKalb, IL .....	39,018	Ocean City, MD.....	7,173
Downers Grove, IL .....	48,724	Rockville, MD.....	47,388
Elmhurst, IL .....	42,762	Takoma Park, MD .....	17,299
Evanston, IL .....	74,239	Saco, ME .....	16,822
Freeport, IL.....	26,443	Ann Arbor, MI.....	114,024
Gurnee, IL .....	28,834	Battle Creek, MI .....	53,364
Highland Park, IL.....	31,365	Delhi Township, MI .....	22,569
Lincolnwood, IL .....	12,359	Escanaba, MI.....	13,140
Naperville, IL .....	128,358	Flushing, MI.....	8,348
Normal, IL .....	45,386	Gladstone, MI .....	5,032
Oak Park, IL .....	39,803	Howell, MI .....	9,232
O'Fallon, IL .....	21,910	Jackson County, MI .....	158,422
Palatine, IL .....	65,479	Meridian Charter Township, MI .....	38,987
Park Ridge, IL.....	37,775	Novi, MI .....	47,386
Peoria County, IL.....	183,433	Oakland Township, MI .....	13,071
Riverside, IL .....	8,895	Ottawa County, MI .....	238,314
Sherman, IL .....	2,871	Petoskey, MI .....	6,080
Shorewood, IL.....	7,686	Rochester, MI.....	10,467
Skokie, IL .....	63,348	Sault Sainte Marie, MI .....	16,542
Sugar Grove, IL .....	3,909	South Haven, MI.....	5,021
Wilmington, IL .....	5,134	Troy, MI.....	80,959
Woodridge, IL .....	30,934	Village of Howard City, MI .....	1,585
Fishers, IN .....	37,835	Blue Earth, MN .....	3,621
Munster, IN .....	21,511	Carver County, MN.....	70,205
Arkansas City, KS.....	11,963	Chanhassen, MN.....	20,321
Chanute, KS .....	9,411	Dakota County, MN.....	355,904
Fairway, KS .....	3,952	Duluth, MN .....	86,918
Gardner, KS.....	9,396	Fridley, MN .....	27,449
Lawrence, KS.....	80,098	Hutchinson, MN .....	13,080
Lenexa, KS .....	40,238	Maple Grove, MN.....	50,365
Merriam, KS .....	11,008	Mayer, MN .....	554
Mission, KS .....	9,727	Medina, MN .....	4,005
Olathe, KS.....	92,962	Minneapolis, MN .....	382,618
Overland Park, KS .....	149,080	North Branch, MN .....	8,023
Roeland Park, KS.....	6,817	Olmsted County, MN.....	124,277
Salina, KS .....	45,679	Prior Lake, MN.....	15,917
Wichita, KS .....	344,284	Scott County, MN .....	89,498
Bowling Green, KY.....	49,296	St. Cloud, MN.....	59,107
Daviess County, KY.....	91,545	St. Louis County, MN.....	200,528

Washington County, MN.....	201,130	Blue Ash, OH .....	12,513
Woodbury, MN.....	46,463	Delaware, OH .....	25,243
Blue Springs, MO.....	48,080	Dublin, OH .....	31,392
Branson, MO.....	6,050	Hudson, OH .....	22,439
Clay County, MO .....	184,006	Kettering, OH .....	57,502
Creve Coeur, MO.....	16,500	Lebanon, OH.....	16,962
Ellisville, MO .....	9,104	Orange Village, OH.....	3,236
Grandview, MO.....	24,881	Sandusky, OH.....	27,844
Joplin, MO .....	45,504	Springboro, OH .....	12,380
Lee's Summit, MO.....	70,700	Upper Arlington, OH .....	33,686
Liberty, MO.....	26,232	Westerville, OH.....	35,318
Maryland Heights, MO.....	25,756	Broken Arrow, OK .....	74,839
Maryville, MO.....	10,581	Edmond, OK .....	68,315
O'Fallon, MO.....	46,169	Oklahoma City, OK .....	506,132
Platte City, MO .....	3,866	Stillwater, OK.....	39,065
Raymore, MO .....	11,146	Albany, OR.....	40,852
Richmond Heights, MO .....	9,602	Bend, OR.....	52,029
Starkville, MS .....	21,869	Corvallis, OR .....	49,322
Billings, MT.....	89,847	Eugene, OR.....	137,893
Bozeman, MT.....	27,509	Hermiston, OR.....	13,154
Missoula, MT .....	57,053	Jackson County, OR.....	181,269
Asheville, NC.....	68,889	Keizer, OR.....	32,203
Cary, NC .....	94,536	Lane County, OR .....	322,959
Charlotte, NC.....	540,828	Multnomah County, OR.....	660,486
Concord, NC.....	55,977	Portland, OR.....	529,121
Davidson, NC .....	7,139	Tualatin, OR .....	22,791
Durham, NC .....	187,038	Borough of Ebensburg, PA .....	3,091
High Point, NC.....	85,839	Cranberry Township, PA .....	23,625
Kannapolis, NC.....	36,910	Cumberland County, PA .....	213,674
Mecklenburg County, NC.....	695,454	Ephrata Borough, PA.....	13,213
Mooresville, NC.....	18,823	Kutztown Borough, PA.....	5,067
Winston-Salem, NC.....	185,776	Lower Providence Township, PA .....	22,390
Wahpeton, ND.....	8,586	Peters Township, PA .....	17,556
Cedar Creek, NE.....	396	Philadelphia, PA .....	1,517,550
La Vista, NE.....	11,699	State College, PA.....	38,420
Dover, NH .....	26,884	Upper Merion Township, PA .....	28,863
Lebanon, NH .....	12,568	East Providence, RI.....	48,688
Lyme, NH .....	1,679	Newport, RI .....	26,475
Alamogordo, NM .....	35,582	Greenville, SC.....	10,468
Albuquerque, NM .....	448,607	Mauldin, SC.....	15,224
Bloomfield, NM .....	6,417	Rock Hill, SC .....	49,765
Farmington, NM.....	37,844	Sioux Falls, SD.....	123,975
Rio Rancho, NM .....	51,765	Johnson City, TN.....	55,469
San Juan County, NM.....	113,801	Nashville, TN.....	545,524
Carson City, NV .....	52,457	Oak Ridge, TN .....	27,387
Henderson, NV .....	175,381	White House, TN.....	7,220
North Las Vegas, NV .....	115,488	Arlington, TX .....	332,969
Reno, NV .....	180,480	Austin, TX .....	656,562
Sparks, NV .....	66,346	Benbrook, TX.....	20,208
Washoe County, NV .....	339,486	Bryan, TX.....	34,733
Beekman, NY.....	11,452	Coppell, TX.....	39,958
Canandaigua, NY .....	11,264	Corpus Christi, TX.....	277,454
New York City, NY.....	8,008,278	Dallas, TX .....	1,188,580

Denton, TX.....	80,537	Radford, VA.....	15,859
Duncanville, TX.....	36,081	Roanoke, VA.....	94,911
El Paso, TX.....	563,662	Spotsylvania County, VA.....	90,395
Flower Mound, TX.....	50,702	Stafford County, VA.....	92,446
Fort Worth, TX.....	534,694	Staunton, VA.....	23,853
Georgetown, TX.....	28,339	Virginia Beach, VA.....	425,257
Grand Prairie, TX.....	127,427	Williamsburg, VA.....	11,998
Houston, TX.....	1,953,631	Chittenden County, VT.....	146,571
Hurst, TX.....	36,273	Montpelier, VT.....	8,035
Hutto, TX.....	1,250	Auburn, WA.....	40,314
Irving, TX.....	191,615	Bellevue, WA.....	109,569
McAllen, TX.....	106,414	Bellingham, WA.....	67,171
Pasadena, TX.....	141,674	Clark County, WA.....	345,238
Plano, TX.....	222,030	Federal Way, WA.....	83,259
Round Rock, TX.....	61,136	Gig Harbor, WA.....	6,465
Rowlett, TX.....	44,503	Hoquiam, WA.....	9,097
San Marcos, TX.....	34,733	Kirkland, WA.....	45,054
Shenandoah, TX.....	1,503	Kitsap County, WA.....	231,969
Southlake, TX.....	21,519	Lynnwood, WA.....	33,847
Sugar Land, TX.....	63,328	Mountlake Terrace, WA.....	20,362
Temple, TX.....	54,514	Ocean Shores, WA.....	3,836
The Colony, TX.....	26,531	Olympia, WA.....	42,514
Tomball, TX.....	9,089	Pasco, WA.....	32,066
Farmington, UT.....	12,081	Redmond, WA.....	45,256
Riverdale, UT.....	7,656	Renton, WA.....	50,052
Sandy City, UT.....	88,418	Snoqualmie, WA.....	1,631
Saratoga Springs, UT.....	1,003	Spokane Valley, WA.....	75,203
Springville, UT.....	20,424	Tacoma, WA.....	193,556
Washington City, UT.....	8,186	Vancouver, WA.....	143,560
Albemarle County, VA.....	79,236	Columbus, WI.....	4,479
Arlington County, VA.....	189,453	De Pere, WI.....	20,559
Blacksburg, VA.....	39,357	Eau Claire, WI.....	61,704
Botetourt County, VA.....	30,496	Merrill, WI.....	10,146
Chesapeake, VA.....	199,184	Ozaukee County, WI.....	82,317
Chesterfield County, VA.....	259,903	Racine, WI.....	81,855
Hampton, VA.....	146,437	Suamico, WI.....	8,686
Hanover County, VA.....	86,320	Wausau, WI.....	38,426
Hopewell, VA.....	22,354	Whitewater, WI.....	13,437
James City County, VA.....	48,102	Morgantown, WV.....	26,809
Lexington, VA.....	6,867	Cheyenne, WY.....	53,011
Lynchburg, VA.....	65,269	Gillette, WY.....	19,646
Newport News, VA.....	180,150	Laramie, WY.....	27,204
Northampton County, VA.....	13,093	Teton County, WY.....	18,251
Prince William County, VA.....	280,813		



# CITY OF SCOTTSDALE, AZ 2011

Report of Geographic Subgroup Comparisons

**C O N T E N T S**

Survey Background..... 1  
 About The National Citizen Survey™ ..... 1

Understanding the Results ..... 2  
 “Don’t Know” Responses ..... 2  
 Understanding the Tables..... 2

Comparisons ..... 4

## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### “DON’T KNOW” RESPONSES

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 body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

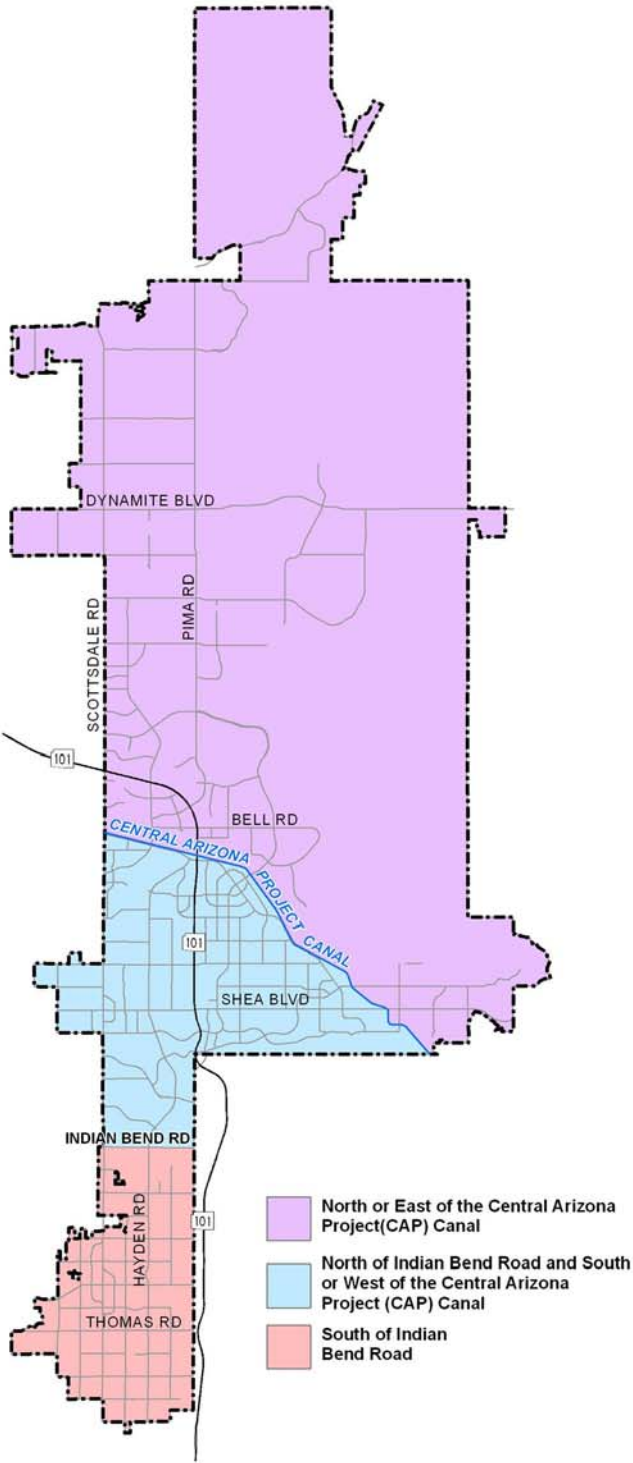
### UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses 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 felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups 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 are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (293 completed surveys). For each geographic area (South of Indian Bend Road, North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal, or North or East of the Central Arizona Project (CAP) Canal), the margin of error rises to approximately + or - 11% since sample sizes were approximately 112 for South of Indian Bend Road, 105 for North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal, and 76 for North or East of the Central Arizona Project (CAP) Canal.

# The National Citizen Survey™ Scottsdale, AZ 2011 Geographic Comparison Areas



The National Citizen Survey™ by National Research Center, Inc.



## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")			
Please rate each of the following aspects of quality of life in Scottsdale:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Scottsdale as a place to live	94%	97%	96%
Your neighborhood as a place to live	82%	98%	94%
Scottsdale as a place to raise children	84%	90%	78%
Scottsdale as a place to work	90%	85%	91%
Scottsdale as a place to retire	93%	90%	88%
The overall quality of life in Scottsdale	95%	93%	95%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Sense of community	58%	60%	57%
Openness and acceptance of the community towards people of diverse backgrounds	59%	51%	56%
Overall appearance of Scottsdale	92%	96%	94%
Cleanliness of Scottsdale	90%	95%	94%
Overall quality of new development in Scottsdale	75%	76%	77%
Variety of housing options	71%	67%	73%
Overall quality of business and service establishments in Scottsdale	85%	91%	92%
Shopping opportunities	92%	96%	89%
Opportunities to attend cultural activities	78%	81%	83%
Recreational opportunities	82%	88%	89%
Employment opportunities	60%	41%	50%
Educational opportunities	74%	75%	71%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Opportunities to participate in social events and activities	80%	76%	80%
Opportunities to participate in religious or spiritual events and activities	77%	93%	95%
Opportunities to volunteer	68%	84%	78%
Opportunities to participate in community matters	69%	65%	65%
Ease of car travel in Scottsdale	75%	68%	63%
Ease of bus travel in Scottsdale	58%	36%	29%
Ease of bicycle travel in Scottsdale	74%	61%	67%
Ease of walking in Scottsdale	81%	72%	62%
Availability of paths and walking trails	85%	84%	74%
Traffic flow on major streets	57%	60%	53%
Amount of public parking	63%	66%	66%
Air quality	62%	54%	65%
Quality of overall natural environment in Scottsdale	81%	81%	85%
Overall image or reputation of Scottsdale	89%	93%	93%

Question 3: Growth (Percent of respondents)			
Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Population growth too fast	51%	45%	28%
Retail growth too slow	21%	16%	28%
Job growth too slow	73%	83%	85%

Question 4: Code Enforcement (Percent a "major" problem)			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Run down buildings, weed lots or junk vehicle a major problem in Scottsdale	3%	3%	2%

Question 5: Community Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel from the following in Scottsdale:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Violent crime (e.g., rape, assault, robbery)	83%	89%	93%
Property crimes (e.g., burglary, theft)	77%	72%	82%
Environmental hazards, including toxic waste	81%	79%	93%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
In your neighborhood during the day	97%	100%	96%
In your neighborhood after dark	81%	86%	91%
In Scottsdale's downtown area during the day	91%	96%	82%
In Scottsdale's downtown area after dark	83%	64%	66%

Question 7: Contact with Police Department (Percent a "yes")			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	40%	35%	37%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")			
Please rate your most recent contact with the City of Scottsdale Police Department	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Competence	93%	95%	85%
Attitude/behavior	85%	95%	80%
Overall impression	83%	95%	80%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
During the past 12 months, were you or anyone in your household the victim of any crime?	20%	4%	4%
If yes, was this crime (these crimes) reported to the police?	98%	100%	100%

Question 11: Resident Behaviors (Percent at least once in past 12 months)			
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Scottsdale?	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Used Scottsdale public libraries or their services	63%	82%	77%
Used Scottsdale recreation centers	58%	61%	54%
Participated in a recreation program or activity	44%	48%	48%
Visited a neighborhood park or City park	82%	88%	75%
Ridden a local bus within Scottsdale	28%	8%	5%
Attended a meeting of local elected officials or other local public meeting	16%	20%	26%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	34%	44%	51%
Read Scottsdale's electronic newsletter (Scottsdale Update)	31%	34%	32%
Visited the City of Scottsdale Web site (at www.ScottsdaleAZ.gov)	66%	67%	62%
Recycled used paper, cans or bottles from your home	80%	87%	95%
Volunteered your time to some group or activity in Scottsdale	39%	48%	60%
Participated in religious or spiritual activities in Scottsdale	43%	56%	59%
Participated in a club or civic group in Scottsdale	28%	31%	53%
Provided help to a friend or neighbor	93%	97%	97%

Question 12: Neighborliness (Percent at least several times a week)			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Visit with neighbors at least several times a week	45%	54%	47%

Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Scottsdale:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Police services	92%	86%	93%
Fire services	96%	96%	96%
Ambulance or emergency medical services	93%	97%	95%
Crime prevention	81%	85%	87%
Fire prevention and education	87%	85%	93%
Municipal courts	75%	78%	78%
Traffic enforcement	72%	68%	72%
Street repair	72%	69%	58%
Street cleaning	83%	81%	80%
Street lighting	83%	70%	71%
Sidewalk maintenance	77%	75%	85%
Traffic signal timing	54%	57%	62%
Bus or transit services	66%	52%	42%
Garbage collection	88%	92%	96%
Recycling	81%	87%	95%
Yard waste pick-up	86%	88%	83%
Storm drainage	75%	73%	61%
Drinking water	62%	49%	43%
Sewer services	85%	81%	84%
City parks	92%	92%	95%
Recreation programs or classes	80%	89%	87%
Recreation centers or facilities	89%	87%	83%
Land use, planning and zoning	61%	56%	64%
Code enforcement (weeds, abandoned buildings, etc)	77%	74%	62%
Animal control	55%	85%	78%
Economic development	65%	60%	53%
Services to seniors	78%	83%	73%

Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Scottsdale:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Services to youth	80%	66%	72%
Services to low-income people	57%	45%	41%
Public library services	94%	94%	91%
Public information services	84%	74%	72%
Public schools	89%	71%	73%
Cable television	70%	62%	73%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	59%	53%	69%
Preservation of natural areas such as open space, farmlands and greenbelts	75%	78%	82%
City Cable Channel 11	4%	4%	4%
Scottsdale Web site (www.ScottsdaleAZ.gov)	3%	3%	3%

Question 14: Government Services Overall (Percent "excellent" or "good")			
Overall, how would you rate the quality of the services provided by each of the following?	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
The City of Scottsdale	85%	89%	89%
The Federal Government	48%	43%	37%
The State Government	48%	41%	36%
Maricopa County Government	50%	45%	43%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)			
Please indicate how likely or unlikely you are to do each of the following:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Recommend living in Scottsdale to someone who asks	95%	95%	97%
Remain in Scottsdale for the next five years	93%	92%	92%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
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:	20%	14%	10%

Question 17: Contact with City Employees (Percent "yes")			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months (including police, receptionists, planners or any others)?	48%	48%	54%



Question 18: City Employees (Percent "excellent" or "good")			
What was your impression of the employee(s) of the City of Scottsdale in your most recent contact?	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Knowledge	93%	78%	82%
Responsiveness	87%	84%	83%
Courtesy	91%	82%	84%
Overall impression	87%	82%	79%

Question 19: Government Performance (Percent "excellent" or "good")			
Please rate the following categories of Scottsdale government performance:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
The value of services for the taxes paid to Scottsdale	75%	72%	73%
The overall direction that Scottsdale is taking	69%	60%	62%
The job Scottsdale government does at welcoming citizen involvement	58%	54%	52%



# CITY OF SCOTTSDALE, AZ 2011

## Benchmark Report

**C O N T E N T S**

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## UNDERSTANDING THE BENCHMARK COMPARISONS

### COMPARISON DATA

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
<b>Region</b>	
West Coast <sup>1</sup>	16%
West <sup>2</sup>	21%
North Central West <sup>3</sup>	10%
North Central East <sup>4</sup>	13%
South Central <sup>5</sup>	7%
South <sup>6</sup>	25%
Northeast West <sup>7</sup>	3%
Northeast East <sup>8</sup>	4%
<b>Population</b>	
Less than 40,000	45%
40,000 to 74,999	20%
75,000 to 149,000	17%
150,000 or more	19%

<sup>1</sup> Alaska, Washington, Oregon, California, Hawaii

<sup>2</sup> Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

<sup>3</sup> North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota

<sup>4</sup> Illinois, Indiana, Ohio, Michigan, Wisconsin

<sup>5</sup> Oklahoma, Texas, Louisiana, Arkansas

<sup>6</sup> West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC

<sup>7</sup> New York, Pennsylvania, New Jersey

<sup>8</sup> Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

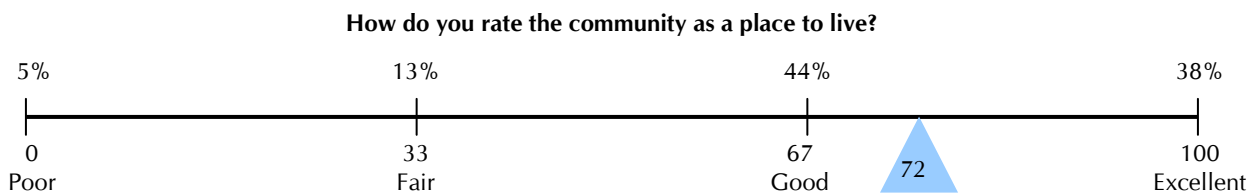
## PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a four point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus three points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, “excellent” = 100, “good” = 67, “fair” = 33 and “poor” = 0. If everyone reported “excellent,” then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor,” the result would be 0 on the 100-point scale. If half the respondents gave a score of “excellent” and half gave a score of “poor,” the average would be in the middle of the scale (like the center post of a teeter totter) between “fair” and “good.” An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

How do you rate the community as a place to live?						
Response option	Total with “don’t know”	Step 1: Remove the percent of “don’t know” responses	Total without “don’t know”	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%	$= 36 \div (100-5) =$	38%	100	$= 38\% \times 100 =$	38
Good	42%	$= 42 \div (100-5) =$	44%	67	$= 44\% \times 67 =$	30
Fair	12%	$= 12 \div (100-5) =$	13%	33	$= 13\% \times 33 =$	4
Poor	5%	$= 5 \div (100-5) =$	5%	0	$= 5\% \times 0 =$	0
Don’t know	5%		–			
<b>Total</b>	<b>100%</b>		<b>100%</b>			<b>72</b>



## INTERPRETING THE RESULTS

Average ratings are compared when similar questions are included in NRC's database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The final column shows the comparison of your jurisdiction's average rating to the benchmark.

Where comparisons for quality ratings were available, the City of Scottsdale's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Scottsdale's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

This report contains benchmarks at the national level.

## NATIONAL BENCHMARK COMPARISONS

Overall Community Quality Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Overall quality of life in Scottsdale	81	21	371	Much above
Your neighborhood as place to live	80	29	253	Much above
Scottsdale as a place to live	86	15	319	Much above
Recommend living in Scottsdale to someone who asks	88	14	147	Much above
Remain in Scottsdale for the next five years	87	7	146	Much above

Community Transportation Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ease of car travel in Scottsdale	61	50	249	Much above
Ease of bus travel in Scottsdale	44	84	176	Similar
Ease of bicycle travel in Scottsdale	63	27	245	Much above
Ease of walking in Scottsdale	65	48	247	Much above
Availability of paths and walking trails	73	16	148	Much above
Traffic flow on major streets	54	39	203	Much above

Frequency of Bus Use Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ridden a local bus within Scottsdale	15	86	151	Much less

Drive Alone Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Average percent of work commute trips made by driving alone	72	87	134	Similar

Transportation and Parking Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Street repair	60	41	374	Much above
Street cleaning	71	10	262	Much above
Street lighting	66	15	281	Much above
Sidewalk maintenance	68	7	242	Much above
Traffic signal timing	52	45	196	Above
Bus or transit services	53	90	196	Similar
Amount of public parking	58	18	179	Much above

Housing Characteristics Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Variety of housing options	63	21	136	Much above

Housing Costs Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	33	89	142	Similar

Built Environment Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Quality of new development in Scottsdale	64	38	220	Much above
Overall appearance of Scottsdale	80	7	293	Much above

Population Growth Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Population growth seen as too fast	43	120	214	Similar

Nuisance Problems Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	3	181	210	Much less



Planning and Community Code Enforcement Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Land use, planning and zoning	54	30	256	Much above
Code enforcement (weeds, abandoned buildings, etc.)	61	13	312	Much above
Animal control	61	58	282	Much above

Economic Sustainability and Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Employment opportunities	51	22	257	Much above
Shopping opportunities	86	3	255	Much above
Scottsdale as a place to work	77	4	263	Much above
Overall quality of business and service establishments in Scottsdale	76	1	132	Much above

Economic Development Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Economic development	54	46	248	Much above

Job and Retail Growth Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Retail growth seen as too slow	21	168	213	Much less
Jobs growth seen as too slow	80	89	216	More

Personal Economic Future Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Positive impact of economy on household income	15	124	209	Similar

Community and Personal Public Safety Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
In your neighborhood during the day	94	32	278	Much above
In your neighborhood after dark	81	42	274	Much above
In Scottsdale's downtown area during the day	90	71	240	Above
In Scottsdale's downtown area after dark	70	73	249	Much above
Violent crime (e.g., rape, assault, robbery)	83	51	244	Much above
Property crimes (e.g., burglary, theft)	73	35	244	Much above
Environmental hazards, including toxic waste	81	39	143	Above

Crime Victimization and Reporting Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Victim of crime	11	136	215	Similar
Reported crimes	98	2	213	Much more

Public Safety Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Police services	79	19	360	Much above
Fire services	83	34	297	Above
Ambulance or emergency medical services	84	23	292	Much above
Crime prevention	73	16	284	Much above
Fire prevention and education	75	21	226	Much above
Traffic enforcement	62	66	305	Above
Courts	65	13	142	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	54	89	157	Similar

Contact with Police and Fire Departments Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with the City of Scottsdale Police Department	37	7	18	Similar
Overall impression of most recent contact with the City of Scottsdale Police Department	80	3	30	Much above

Community Environment Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Cleanliness of Scottsdale	81	9	148	Much above
Quality of overall natural environment in Scottsdale	69	37	145	Above
Preservation of natural areas such as open space, farmlands and greenbelts	69	11	148	Much above
Air quality	55	136	192	Below

Frequency of Recycling Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recycled used paper, cans or bottles from your home	86	94	200	More

Utility Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sewer services	70	23	248	Much above
Drinking water	51	183	248	Much below
Storm drainage	61	55	297	Much above
Yard waste pick-up	79	8	204	Much above
Recycling	79	14	281	Much above
Garbage collection	81	8	306	Much above

Community Recreational Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recreation opportunities	76	15	260	Much above

Participation in Parks and Recreation Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Scottsdale recreation centers	58	73	176	Similar
Participated in a recreation program or activity	47	108	203	Similar
Visited a neighborhood park or City park	83	153	211	Similar

Parks and Recreation Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
City parks	82	13	274	Much above
Recreation programs or classes	75	17	296	Much above
Recreation centers or facilities	76	12	235	Much above

Cultural and Educational Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to attend cultural activities	70	13	265	Much above
Educational opportunities	64	64	204	Above

Participation in Cultural and Educational Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Scottsdale public libraries or their services	73	79	183	Similar
Participated in religious or spiritual activities in Scottsdale	52	56	98	Similar

Cultural and Educational Services Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public schools	66	74	220	Above
Public library services	81	33	273	Much above

Community Quality and Inclusiveness Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sense of community	55	158	265	Similar
Openness and acceptance of the community toward people of diverse backgrounds	51	154	227	Below
Scottsdale as a place to raise kids	76	81	312	Much above
Scottsdale as a place to retire	80	2	293	Much above

Services Provided for Population Subgroups Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services to seniors	69	24	261	Much above
Services to youth	66	26	235	Much above
Services to low income people	47	73	206	Similar

Civic Engagement Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in community matters	57	62	136	Similar
Opportunities to volunteer	69	38	140	Above

Participation in Civic Engagement Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	20	184	210	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	42	88	165	Similar
Volunteered your time to some group or activity in Scottsdale	47	97	213	Similar
Participated in a club or civic group in Scottsdale	35	38	113	More
Provided help to a friend or neighbor	96	41	113	Similar

Voter Behavior Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Registered to vote	88	76	220	More
Voted in last general election	76	108	219	Similar

Use of Information Sources Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Read Scottsdale's electronic newsletter (Scottsdale Update)	32	149	150	Much less
Visited the City of Scottsdale Web site	66	43	134	More

Local Government Media Services and Information Dissemination Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Cable television	62	11	171	Much above
Public information services	67	27	256	Much above

Social Engagement Opportunities Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in social events and activities	69	11	139	Much above
Opportunities to participate in religious or spiritual events and activities	73	19	110	Above

Contact with Immediate Neighbors Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Has contact with neighbors at least several times per week	49	53	129	Similar

Public Trust Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Value of services for the taxes paid to Scottsdale	63	18	328	Much above
The overall direction that Scottsdale is taking	55	75	272	Above
Job Scottsdale government does at welcoming citizen involvement	50	103	286	Similar
Overall image or reputation of Scottsdale	78	18	250	Much above

Services Provided by Local, State and Federal Governments Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services provided by the City of Scottsdale	73	21	356	Much above
Services provided by the Federal Government	41	114	223	Similar
Services provided by the State Government	42	120	226	Similar
Services provided by Maricopa County Government	45	90	123	Below

Contact with City Employees Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with City employee(s) in last 12 months	50	183	243	Less

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks				
	Scottsdale average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Knowledge	75	53	283	Above
Responsiveness	78	7	280	Much above
Courteousness	80	12	233	Much above
Overall impression	75	38	321	Much above

## JURISDICTIONS INCLUDED IN NATIONAL BENCHMARK COMPARISONS

Valdez, AK.....	4,036	Morgan Hill, CA.....	33,556
Auburn, AL.....	42,987	Mountain View, CA.....	70,708
Gulf Shores, AL.....	5,044	Newport Beach, CA.....	70,032
Tuskegee, AL.....	11,846	Palm Springs, CA.....	42,807
Fayetteville, AR.....	58,047	Palo Alto, CA.....	58,598
Little Rock, AR.....	183,133	Poway, CA.....	48,044
Avondale, AZ.....	35,883	Rancho Cordova, CA.....	55,060
Casa Grande, AZ.....	25,224	Redding, CA.....	80,865
Chandler, AZ.....	176,581	Richmond, CA.....	99,216
Cococino County, AZ.....	116,320	San Francisco, CA.....	776,733
Dewey-Humboldt, AZ.....	6,295	San Luis Obispo County, CA.....	247,900
Flagstaff, AZ.....	52,894	San Rafael, CA.....	56,063
Florence, AZ.....	17,054	Santa Barbara County, CA.....	399,347
Gilbert, AZ.....	109,697	Santa Monica, CA.....	84,084
Green Valley, AZ.....	17,283	South Lake Tahoe, CA.....	23,609
Kingman, AZ.....	20,069	Stockton, CA.....	243,771
Marana, AZ.....	13,556	Sunnyvale, CA.....	131,760
Mesa, AZ.....	396,375	Temecula, CA.....	57,716
Peoria, AZ.....	108,364	Visalia, CA.....	91,565
Phoenix, AZ.....	1,321,045	Walnut Creek, CA.....	64,296
Pinal County, AZ.....	179,727	Calgary, Canada.....	878,866
Prescott Valley, AZ.....	25,535	District of Saanich, Victoria, Canada.....	103,654
Queen Creek, AZ.....	4,316	Edmonton, Canada.....	666,104
Sedona, AZ.....	10,192	Guelph, Ontario, Canada.....	114,943
Surprise, AZ.....	30,848	Kamloops, Canada.....	77,281
Tempe, AZ.....	158,625	Kelowna, Canada.....	96,288
Yuma, AZ.....	77,515	Oakville, Canada.....	144,738
Yuma County, AZ.....	160,026	Thunder Bay, Canada.....	109,016
Agoura Hills, CA.....	20,537	Victoria, Canada.....	78,057
Bellflower, CA.....	72,878	Whitehorse, Canada.....	19,058
Benicia, CA.....	26,865	Winnipeg, Canada.....	619,544
Brea, CA.....	35,410	Yellowknife, Canada.....	16,541
Brisbane, CA.....	3,597	Arapahoe County, CO.....	487,967
Burlingame, CA.....	28,158	Archuleta County, CO.....	9,898
Carlsbad, CA.....	78,247	Arvada, CO.....	102,153
Chula Vista, CA.....	173,556	Aspen, CO.....	5,914
Concord, CA.....	121,780	Aurora, CO.....	276,393
Davis, CA.....	60,308	Boulder, CO.....	94,673
Del Mar, CA.....	4,389	Boulder County, CO.....	291,288
Dublin, CA.....	29,973	Breckenridge, CO.....	2,408
El Cerrito, CA.....	23,171	Broomfield, CO.....	38,272
Elk Grove, CA.....	59,984	Castle Rock, CO.....	20,224
Galt, CA.....	19,472	Centennial, CO.....	103,000
La Mesa, CA.....	54,749	Clear Creek County, CO.....	9,322
Laguna Beach, CA.....	23,727	Colorado Springs, CO.....	360,890
Livermore, CA.....	73,345	Craig, CO.....	9,189
Lodi, CA.....	56,999	Crested Butte, CO.....	1,529
Long Beach, CA.....	461,522	Denver, CO.....	554,636
Lynwood, CA.....	69,845	Douglas County, CO.....	175,766
Menlo Park, CA.....	30,785	Durango, CO.....	13,922
Mission Viejo, CA.....	93,102	Eagle County, CO.....	41,659



Englewood, CO.....	31,727	Gainesville, FL .....	95,447
Fort Collins, CO .....	118,652	Hillsborough County, FL .....	998,948
Frisco, CO.....	2,443	Jupiter, FL .....	39,328
Fruita, CO .....	6,478	Kissimmee, FL.....	47,814
Georgetown, CO.....	1,088	Lee County, FL.....	454,918
Grand County, CO.....	12,442	Martin County, FL.....	126,731
Grand Junction, CO.....	41,986	Melbourne, FL .....	71,382
Greenwood Village, CO.....	11,035	Miami Beach, FL.....	87,933
Gunnison County, CO.....	13,956	North Palm Beach, FL .....	12,064
Highlands Ranch, CO.....	70,931	North Port, FL .....	22,797
Hot Sulphur Springs, CO.....	521	Oakland Park, FL .....	30,966
Jefferson County, CO.....	527,056	Ocala, FL .....	45,943
Lakewood, CO.....	144,126	Oldsmar, FL .....	11,910
Larimer County, CO .....	251,494	Oviedo, FL.....	26,316
Lone Tree, CO.....	4,873	Palm Bay, FL.....	79,413
Longmont, CO .....	71,093	Palm Beach, FL .....	10,468
Louisville, CO .....	18,937	Palm Beach County, FL .....	1,131,184
Loveland, CO.....	50,608	Palm Beach Gardens, FL .....	35,058
Mesa County, CO.....	116,255	Palm Coast, FL .....	32,732
Montrose, CO .....	12,344	Panama City, FL .....	36,417
Northglenn, CO .....	31,575	Pasco County, FL .....	344,765
Parker, CO .....	23,558	Pinellas County, FL .....	921,482
Pitkin County, CO .....	14,872	Pinellas Park, FL.....	45,658
Salida, CO.....	5,504	Port Orange, FL.....	45,823
Silverthorne, CO .....	3,196	Port St. Lucie, FL.....	88,769
Steamboat Springs, CO.....	9,815	Sanford, FL.....	38,291
Sterling, CO .....	11,360	Sarasota, FL.....	52,715
Summit County, CO.....	23,548	Seminole, FL .....	10,890
Thornton, CO.....	82,384	South Daytona, FL.....	13,177
Vail, CO .....	4,531	St. Cloud, FL .....	20,074
Westminster, CO.....	100,940	Tallahassee, FL.....	150,624
Wheat Ridge, CO .....	32,913	Titusville, FL .....	40,670
Coventry, CT .....	11,504	Volusia County, FL.....	443,343
Hartford, CT.....	121,578	Walton County, FL.....	40,601
Wethersfield, CT .....	26,271	Winter Garden, FL .....	14,351
Windsor, CT.....	28,237	Winter Park, FL .....	24,090
Dover, DE .....	32,135	Albany, GA.....	76,939
Belleair Beach, FL.....	1,751	Alpharetta, GA .....	34,854
Bonita Springs, FL.....	32,797	Cartersville, GA.....	15,925
Brevard County, FL.....	476,230	Conyers, GA .....	10,689
Cape Coral, FL.....	102,286	Decatur, GA.....	18,147
Charlotte County, FL .....	141,627	Milton, GA.....	30,180
Clearwater, FL .....	108,787	Roswell, GA.....	79,334
Collier County, FL .....	251,377	Savannah, GA .....	131,510
Cooper City, FL .....	27,939	Smyrna, GA .....	40,999
Coral Springs, FL .....	117,549	Snellville, GA.....	15,351
Dania Beach, FL.....	20,061	Suwanee, GA.....	8,725
Daytona Beach, FL .....	64,112	Valdosta, GA.....	43,724
Delray Beach, FL.....	60,020	Honolulu, HI .....	876,156
Destin, FL.....	11,119	Ames, IA .....	50,731
Duval County, FL .....	778,879	Ankeny, IA.....	27,117
Escambia County, FL.....	294,410	Bettendorf, IA.....	31,275
Eustis, FL .....	15,106	Davenport, IA .....	98,359

Des Moines, IA.....	198,682	New Orleans, LA .....	484,674
Indianola, IA.....	12,998	Andover, MA .....	31,247
Marion, IA.....	7,144	Barnstable, MA .....	47,821
Urbandale, IA.....	29,072	Bedford, MA .....	12,595
Waukee, IA .....	5,126	Burlington, MA .....	22,876
Boise, ID .....	185,787	Cambridge, MA.....	101,355
Moscow, ID .....	21,291	Needham, MA .....	28,911
Post Falls, ID .....	17,247	Shrewsbury, MA .....	31,640
Twin Falls, ID.....	34,469	Worcester, MA.....	172,648
Batavia, IL .....	23,866	Baltimore County, MD .....	754,292
Centralia, IL.....	14,136	College Park, MD.....	24,657
Clarendon Hills, IL .....	7,610	Gaithersburg, MD .....	52,613
Collinsville, IL .....	24,707	La Plata, MD .....	6,551
Crystal Lake, IL.....	38,000	Montgomery County, MD .....	873,341
DeKalb, IL .....	39,018	Ocean City, MD.....	7,173
Downers Grove, IL .....	48,724	Rockville, MD.....	47,388
Elmhurst, IL .....	42,762	Takoma Park, MD .....	17,299
Evanston, IL .....	74,239	Saco, ME .....	16,822
Freeport, IL.....	26,443	Ann Arbor, MI.....	114,024
Gurnee, IL .....	28,834	Battle Creek, MI .....	53,364
Highland Park, IL.....	31,365	Delhi Township, MI .....	22,569
Lincolnwood, IL .....	12,359	Escanaba, MI.....	13,140
Naperville, IL .....	128,358	Flushing, MI.....	8,348
Normal, IL .....	45,386	Gladstone, MI .....	5,032
Oak Park, IL .....	39,803	Howell, MI .....	9,232
O'Fallon, IL .....	21,910	Jackson County, MI .....	158,422
Palatine, IL .....	65,479	Meridian Charter Township, MI .....	38,987
Park Ridge, IL.....	37,775	Novi, MI .....	47,386
Peoria County, IL.....	183,433	Oakland Township, MI .....	13,071
Riverside, IL .....	8,895	Ottawa County, MI .....	238,314
Sherman, IL .....	2,871	Petoskey, MI .....	6,080
Shorewood, IL.....	7,686	Rochester, MI.....	10,467
Skokie, IL .....	63,348	Sault Sainte Marie, MI .....	16,542
Sugar Grove, IL .....	3,909	South Haven, MI.....	5,021
Wilmington, IL .....	5,134	Troy, MI.....	80,959
Woodridge, IL .....	30,934	Village of Howard City, MI .....	1,585
Fishers, IN .....	37,835	Blue Earth, MN .....	3,621
Munster, IN .....	21,511	Carver County, MN.....	70,205
Arkansas City, KS.....	11,963	Chanhassen, MN.....	20,321
Chanute, KS .....	9,411	Dakota County, MN.....	355,904
Fairway, KS .....	3,952	Duluth, MN .....	86,918
Gardner, KS.....	9,396	Fridley, MN .....	27,449
Lawrence, KS.....	80,098	Hutchinson, MN .....	13,080
Lenexa, KS .....	40,238	Maple Grove, MN.....	50,365
Merriam, KS .....	11,008	Mayer, MN .....	554
Mission, KS .....	9,727	Medina, MN .....	4,005
Olathe, KS.....	92,962	Minneapolis, MN .....	382,618
Overland Park, KS .....	149,080	North Branch, MN .....	8,023
Roeland Park, KS.....	6,817	Olmsted County, MN.....	124,277
Salina, KS .....	45,679	Prior Lake, MN.....	15,917
Wichita, KS .....	344,284	Scott County, MN .....	89,498
Bowling Green, KY.....	49,296	St. Cloud, MN.....	59,107
Daviess County, KY.....	91,545	St. Louis County, MN.....	200,528

Washington County, MN.....	201,130	Blue Ash, OH .....	12,513
Woodbury, MN.....	46,463	Delaware, OH .....	25,243
Blue Springs, MO.....	48,080	Dublin, OH .....	31,392
Branson, MO.....	6,050	Hudson, OH .....	22,439
Clay County, MO .....	184,006	Kettering, OH .....	57,502
Creve Coeur, MO.....	16,500	Lebanon, OH.....	16,962
Ellisville, MO .....	9,104	Orange Village, OH.....	3,236
Grandview, MO.....	24,881	Sandusky, OH.....	27,844
Joplin, MO .....	45,504	Springboro, OH .....	12,380
Lee's Summit, MO.....	70,700	Upper Arlington, OH .....	33,686
Liberty, MO.....	26,232	Westerville, OH.....	35,318
Maryland Heights, MO.....	25,756	Broken Arrow, OK .....	74,839
Maryville, MO.....	10,581	Edmond, OK .....	68,315
O'Fallon, MO.....	46,169	Oklahoma City, OK .....	506,132
Platte City, MO .....	3,866	Stillwater, OK.....	39,065
Raymore, MO .....	11,146	Albany, OR.....	40,852
Richmond Heights, MO .....	9,602	Bend, OR.....	52,029
Starkville, MS .....	21,869	Corvallis, OR .....	49,322
Billings, MT.....	89,847	Eugene, OR.....	137,893
Bozeman, MT.....	27,509	Hermiston, OR.....	13,154
Missoula, MT .....	57,053	Jackson County, OR.....	181,269
Asheville, NC.....	68,889	Keizer, OR.....	32,203
Cary, NC .....	94,536	Lane County, OR .....	322,959
Charlotte, NC.....	540,828	Multnomah County, OR.....	660,486
Concord, NC.....	55,977	Portland, OR.....	529,121
Davidson, NC .....	7,139	Tualatin, OR .....	22,791
Durham, NC .....	187,038	Borough of Ebensburg, PA .....	3,091
High Point, NC.....	85,839	Cranberry Township, PA .....	23,625
Kannapolis, NC.....	36,910	Cumberland County, PA .....	213,674
Mecklenburg County, NC.....	695,454	Ephrata Borough, PA.....	13,213
Mooresville, NC.....	18,823	Kutztown Borough, PA.....	5,067
Winston-Salem, NC.....	185,776	Lower Providence Township, PA .....	22,390
Wahpeton, ND.....	8,586	Peters Township, PA .....	17,556
Cedar Creek, NE.....	396	Philadelphia, PA .....	1,517,550
La Vista, NE.....	11,699	State College, PA.....	38,420
Dover, NH .....	26,884	Upper Merion Township, PA .....	28,863
Lebanon, NH .....	12,568	East Providence, RI.....	48,688
Lyme, NH .....	1,679	Newport, RI .....	26,475
Alamogordo, NM .....	35,582	Greenville, SC.....	10,468
Albuquerque, NM .....	448,607	Mauldin, SC.....	15,224
Bloomfield, NM .....	6,417	Rock Hill, SC .....	49,765
Farmington, NM.....	37,844	Sioux Falls, SD.....	123,975
Rio Rancho, NM .....	51,765	Johnson City, TN.....	55,469
San Juan County, NM.....	113,801	Nashville, TN.....	545,524
Carson City, NV .....	52,457	Oak Ridge, TN .....	27,387
Henderson, NV .....	175,381	White House, TN.....	7,220
North Las Vegas, NV .....	115,488	Arlington, TX .....	332,969
Reno, NV .....	180,480	Austin, TX .....	656,562
Sparks, NV .....	66,346	Benbrook, TX.....	20,208
Washoe County, NV .....	339,486	Bryan, TX.....	34,733
Beekman, NY.....	11,452	Coppell, TX.....	39,958
Canandaigua, NY .....	11,264	Corpus Christi, TX.....	277,454
New York City, NY.....	8,008,278	Dallas, TX .....	1,188,580

Denton, TX.....	80,537	Radford, VA.....	15,859
Duncanville, TX.....	36,081	Roanoke, VA.....	94,911
El Paso, TX.....	563,662	Spotsylvania County, VA.....	90,395
Flower Mound, TX.....	50,702	Stafford County, VA.....	92,446
Fort Worth, TX.....	534,694	Staunton, VA.....	23,853
Georgetown, TX.....	28,339	Virginia Beach, VA.....	425,257
Grand Prairie, TX.....	127,427	Williamsburg, VA.....	11,998
Houston, TX.....	1,953,631	Chittenden County, VT.....	146,571
Hurst, TX.....	36,273	Montpelier, VT.....	8,035
Hutto, TX.....	1,250	Auburn, WA.....	40,314
Irving, TX.....	191,615	Bellevue, WA.....	109,569
McAllen, TX.....	106,414	Bellingham, WA.....	67,171
Pasadena, TX.....	141,674	Clark County, WA.....	345,238
Plano, TX.....	222,030	Federal Way, WA.....	83,259
Round Rock, TX.....	61,136	Gig Harbor, WA.....	6,465
Rowlett, TX.....	44,503	Hoquiam, WA.....	9,097
San Marcos, TX.....	34,733	Kirkland, WA.....	45,054
Shenandoah, TX.....	1,503	Kitsap County, WA.....	231,969
Southlake, TX.....	21,519	Lynnwood, WA.....	33,847
Sugar Land, TX.....	63,328	Mountlake Terrace, WA.....	20,362
Temple, TX.....	54,514	Ocean Shores, WA.....	3,836
The Colony, TX.....	26,531	Olympia, WA.....	42,514
Tomball, TX.....	9,089	Pasco, WA.....	32,066
Farmington, UT.....	12,081	Redmond, WA.....	45,256
Riverdale, UT.....	7,656	Renton, WA.....	50,052
Sandy City, UT.....	88,418	Snoqualmie, WA.....	1,631
Saratoga Springs, UT.....	1,003	Spokane Valley, WA.....	75,203
Springville, UT.....	20,424	Tacoma, WA.....	193,556
Washington City, UT.....	8,186	Vancouver, WA.....	143,560
Albemarle County, VA.....	79,236	Columbus, WI.....	4,479
Arlington County, VA.....	189,453	De Pere, WI.....	20,559
Blacksburg, VA.....	39,357	Eau Claire, WI.....	61,704
Botetourt County, VA.....	30,496	Merrill, WI.....	10,146
Chesapeake, VA.....	199,184	Ozaukee County, WI.....	82,317
Chesterfield County, VA.....	259,903	Racine, WI.....	81,855
Hampton, VA.....	146,437	Suamico, WI.....	8,686
Hanover County, VA.....	86,320	Wausau, WI.....	38,426
Hopewell, VA.....	22,354	Whitewater, WI.....	13,437
James City County, VA.....	48,102	Morgantown, WV.....	26,809
Lexington, VA.....	6,867	Cheyenne, WY.....	53,011
Lynchburg, VA.....	65,269	Gillette, WY.....	19,646
Newport News, VA.....	180,150	Laramie, WY.....	27,204
Northampton County, VA.....	13,093	Teton County, WY.....	18,251
Prince William County, VA.....	280,813		



# CITY OF SCOTTSDALE, AZ 2011

Report of Geographic Subgroup Comparisons

**C O N T E N T S**

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## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### “DON’T KNOW” RESPONSES

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 body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### UNDERSTANDING THE TABLES

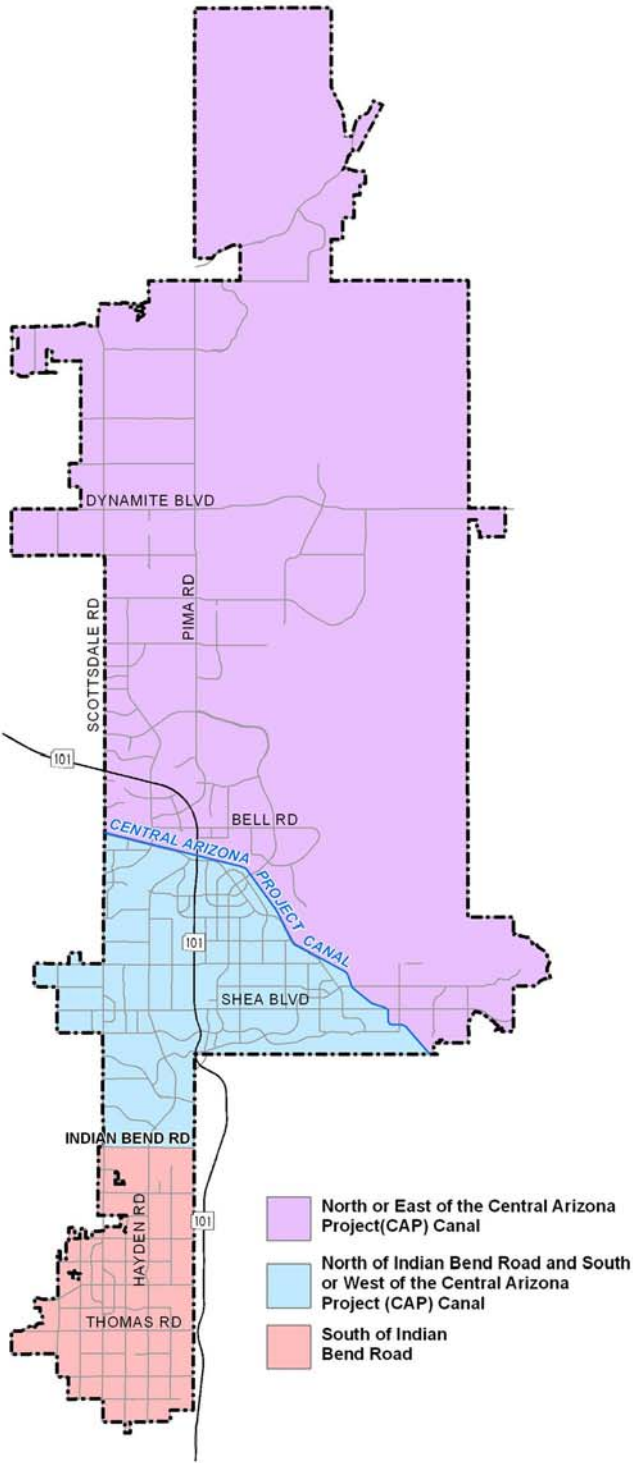
In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups 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 are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (293 completed surveys). For each geographic area (South of Indian Bend Road, North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal, or North or East of the Central Arizona Project (CAP) Canal), the margin of error rises to approximately + or - 11% since sample sizes were approximately 112 for South of Indian Bend Road, 105 for North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal, and 76 for North or East of the Central Arizona Project (CAP) Canal.



# The National Citizen Survey™ Scottsdale, AZ 2011 Geographic Comparison Areas



The National Citizen Survey™ by National Research Center, Inc.

## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")			
Please rate each of the following aspects of quality of life in Scottsdale:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Scottsdale as a place to live	94%	97%	96%
Your neighborhood as a place to live	82%	98%	94%
Scottsdale as a place to raise children	84%	90%	78%
Scottsdale as a place to work	90%	85%	91%
Scottsdale as a place to retire	93%	90%	88%
The overall quality of life in Scottsdale	95%	93%	95%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Sense of community	58%	60%	57%
Openness and acceptance of the community towards people of diverse backgrounds	59%	51%	56%
Overall appearance of Scottsdale	92%	96%	94%
Cleanliness of Scottsdale	90%	95%	94%
Overall quality of new development in Scottsdale	75%	76%	77%
Variety of housing options	71%	67%	73%
Overall quality of business and service establishments in Scottsdale	85%	91%	92%
Shopping opportunities	92%	96%	89%
Opportunities to attend cultural activities	78%	81%	83%
Recreational opportunities	82%	88%	89%
Employment opportunities	60%	41%	50%
Educational opportunities	74%	75%	71%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Opportunities to participate in social events and activities	80%	76%	80%
Opportunities to participate in religious or spiritual events and activities	77%	93%	95%
Opportunities to volunteer	68%	84%	78%
Opportunities to participate in community matters	69%	65%	65%
Ease of car travel in Scottsdale	75%	68%	63%
Ease of bus travel in Scottsdale	58%	36%	29%
Ease of bicycle travel in Scottsdale	74%	61%	67%
Ease of walking in Scottsdale	81%	72%	62%
Availability of paths and walking trails	85%	84%	74%
Traffic flow on major streets	57%	60%	53%
Amount of public parking	63%	66%	66%
Air quality	62%	54%	65%
Quality of overall natural environment in Scottsdale	81%	81%	85%
Overall image or reputation of Scottsdale	89%	93%	93%

Question 3: Growth (Percent of respondents)			
Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Population growth too fast	51%	45%	28%
Retail growth too slow	21%	16%	28%
Job growth too slow	73%	83%	85%

Question 4: Code Enforcement (Percent a "major" problem)			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Run down buildings, weed lots or junk vehicle a major problem in Scottsdale	3%	3%	2%

Question 5: Community Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel from the following in Scottsdale:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Violent crime (e.g., rape, assault, robbery)	83%	89%	93%
Property crimes (e.g., burglary, theft)	77%	72%	82%
Environmental hazards, including toxic waste	81%	79%	93%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
In your neighborhood during the day	97%	100%	96%
In your neighborhood after dark	81%	86%	91%
In Scottsdale's downtown area during the day	91%	96%	82%
In Scottsdale's downtown area after dark	83%	64%	66%

Question 7: Contact with Police Department (Percent a "yes")			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	40%	35%	37%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")			
Please rate your most recent contact with the City of Scottsdale Police Department	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Competence	93%	95%	85%
Attitude/behavior	85%	95%	80%
Overall impression	83%	95%	80%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
During the past 12 months, were you or anyone in your household the victim of any crime?	20%	4%	4%
If yes, was this crime (these crimes) reported to the police?	98%	100%	100%

Question 11: Resident Behaviors (Percent at least once in past 12 months)			
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Scottsdale?	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Used Scottsdale public libraries or their services	63%	82%	77%
Used Scottsdale recreation centers	58%	61%	54%
Participated in a recreation program or activity	44%	48%	48%
Visited a neighborhood park or City park	82%	88%	75%
Ridden a local bus within Scottsdale	28%	8%	5%
Attended a meeting of local elected officials or other local public meeting	16%	20%	26%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	34%	44%	51%
Read Scottsdale's electronic newsletter (Scottsdale Update)	31%	34%	32%
Visited the City of Scottsdale Web site (at www.ScottsdaleAZ.gov)	66%	67%	62%
Recycled used paper, cans or bottles from your home	80%	87%	95%
Volunteered your time to some group or activity in Scottsdale	39%	48%	60%
Participated in religious or spiritual activities in Scottsdale	43%	56%	59%
Participated in a club or civic group in Scottsdale	28%	31%	53%
Provided help to a friend or neighbor	93%	97%	97%

Question 12: Neighborliness (Percent at least several times a week)			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Visit with neighbors at least several times a week	45%	54%	47%

Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Scottsdale:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Police services	92%	86%	93%
Fire services	96%	96%	96%
Ambulance or emergency medical services	93%	97%	95%
Crime prevention	81%	85%	87%
Fire prevention and education	87%	85%	93%
Municipal courts	75%	78%	78%
Traffic enforcement	72%	68%	72%
Street repair	72%	69%	58%
Street cleaning	83%	81%	80%
Street lighting	83%	70%	71%
Sidewalk maintenance	77%	75%	85%
Traffic signal timing	54%	57%	62%
Bus or transit services	66%	52%	42%
Garbage collection	88%	92%	96%
Recycling	81%	87%	95%
Yard waste pick-up	86%	88%	83%
Storm drainage	75%	73%	61%
Drinking water	62%	49%	43%
Sewer services	85%	81%	84%
City parks	92%	92%	95%
Recreation programs or classes	80%	89%	87%
Recreation centers or facilities	89%	87%	83%
Land use, planning and zoning	61%	56%	64%
Code enforcement (weeds, abandoned buildings, etc)	77%	74%	62%
Animal control	55%	85%	78%
Economic development	65%	60%	53%
Services to seniors	78%	83%	73%

Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Scottsdale:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Services to youth	80%	66%	72%
Services to low-income people	57%	45%	41%
Public library services	94%	94%	91%
Public information services	84%	74%	72%
Public schools	89%	71%	73%
Cable television	70%	62%	73%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	59%	53%	69%
Preservation of natural areas such as open space, farmlands and greenbelts	75%	78%	82%
City Cable Channel 11	4%	4%	4%
Scottsdale Web site (www.ScottsdaleAZ.gov)	3%	3%	3%

Question 14: Government Services Overall (Percent "excellent" or "good")			
Overall, how would you rate the quality of the services provided by each of the following?	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
The City of Scottsdale	85%	89%	89%
The Federal Government	48%	43%	37%
The State Government	48%	41%	36%
Maricopa County Government	50%	45%	43%



Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)			
Please indicate how likely or unlikely you are to do each of the following:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Recommend living in Scottsdale to someone who asks	95%	95%	97%
Remain in Scottsdale for the next five years	93%	92%	92%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
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:	20%	14%	10%

Question 17: Contact with City Employees (Percent "yes")			
	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months (including police, receptionists, planners or any others)?	48%	48%	54%

Question 18: City Employees (Percent "excellent" or "good")			
What was your impression of the employee(s) of the City of Scottsdale in your most recent contact?	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
Knowledge	93%	78%	82%
Responsiveness	87%	84%	83%
Courtesy	91%	82%	84%
Overall impression	87%	82%	79%

Question 19: Government Performance (Percent "excellent" or "good")			
Please rate the following categories of Scottsdale government performance:	Area		
	South of Indian Bend Road	North of Indian Bend Road and South or West of the Central Arizona Project (CAP) Canal	North or East of the Central Arizona Project (CAP) Canal
The value of services for the taxes paid to Scottsdale	75%	72%	73%
The overall direction that Scottsdale is taking	69%	60%	62%
The job Scottsdale government does at welcoming citizen involvement	58%	54%	52%



CITY OF SCOTTSDALE, AZ  
2011

Supplemental Web Survey Results

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## ABOUT THIS REPORT

As part of its participation in The National Citizen Survey™ (The NCS), the City of Scottsdale conducted a mailed survey of 1,200 residents. Surveys were mailed to randomly selected households in December of 2010 and data was collected through January 5, 2011. After the official data collection period was over and the data were reported (see the report, *The National Citizen Survey: City of Scottsdale, AZ 2011*), the City made available the 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 of 2011 and 97 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 the City.

## COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Scottsdale:	Excellent	Good	Fair	Poor	Total
Scottsdale as a place to live	57%	39%	2%	2%	100%
Your neighborhood as a place to live	49%	39%	9%	3%	100%
Scottsdale as a place to raise children	48%	37%	11%	5%	100%
Scottsdale as a place to work	44%	32%	18%	6%	100%
Scottsdale as a place to retire	53%	28%	16%	3%	100%
The overall quality of life in Scottsdale	52%	40%	6%	2%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	15%	44%	31%	9%	100%
Openness and acceptance of the community towards people of diverse backgrounds	15%	44%	24%	16%	100%
Overall appearance of Scottsdale	55%	38%	5%	2%	100%
Cleanliness of Scottsdale	57%	32%	9%	1%	100%
Overall quality of new development in Scottsdale	28%	39%	15%	17%	100%
Variety of housing options	20%	45%	18%	17%	100%
Overall quality of business and service establishments in Scottsdale	37%	52%	9%	2%	100%
Shopping opportunities	61%	32%	4%	3%	100%
Opportunities to attend cultural activities	41%	43%	13%	3%	100%
Recreational opportunities	51%	37%	9%	3%	100%
Employment opportunities	16%	36%	34%	14%	100%
Educational opportunities	24%	49%	22%	4%	100%
Opportunities to participate in social events and activities	38%	43%	17%	2%	100%
Opportunities to participate in religious or spiritual events and activities	40%	38%	18%	4%	100%
Opportunities to volunteer	45%	40%	10%	6%	100%
Opportunities to participate in community matters	29%	38%	28%	5%	100%
Ease of car travel in Scottsdale	24%	39%	24%	13%	100%
Ease of bus travel in Scottsdale	7%	22%	34%	36%	100%
Ease of bicycle travel in Scottsdale	23%	38%	32%	6%	100%
Ease of walking in Scottsdale	30%	36%	27%	7%	100%
Availability of paths and walking trails	42%	37%	16%	5%	100%
Traffic flow on major streets	16%	39%	27%	18%	100%
Amount of public parking	23%	38%	29%	11%	100%
Air quality	10%	45%	25%	21%	100%
Quality of overall natural environment in Scottsdale	38%	40%	22%	1%	100%
Overall image or reputation of Scottsdale	53%	30%	13%	4%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	2%	7%	53%	27%	11%	100%
Retail growth (stores, restaurants, etc.)	3%	17%	54%	19%	6%	100%
Jobs growth	26%	54%	19%	0%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Scottsdale?	Percent of respondents
Not a problem	28%
Minor problem	39%
Moderate problem	26%
Major problem	7%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Scottsdale:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	47%	37%	8%	4%	3%	100%
Property crimes (e.g., burglary, theft)	25%	45%	12%	11%	6%	100%
Environmental hazards, including toxic waste	54%	18%	18%	6%	4%	100%

Question 6: Personal Safety						
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	78%	16%	3%	2%	1%	100%
In your neighborhood after dark	49%	35%	7%	5%	3%	100%
In Scottsdale's downtown area during the day	73%	22%	2%	1%	1%	100%
In Scottsdale's downtown area after dark	26%	44%	10%	17%	2%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	48%	52%

Question 8: Ratings of Contact with Police Department					
Please rate your most recent contact with the City of Scottsdale Police Department.	Excellent	Good	Fair	Poor	Total
Competence	66%	18%	10%	6%	100%
Attitude/behavior	64%	22%	6%	8%	100%
Overall impression	67%	14%	12%	6%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	85%
Yes	15%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	21%
Yes	79%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Scottsdale?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Scottsdale public libraries or their services	24%	15%	24%	13%	24%	100%
Used Scottsdale recreation centers	39%	18%	23%	14%	7%	100%
Participated in a recreation program or activity	53%	16%	16%	5%	9%	100%
Visited a neighborhood park or City park	6%	28%	21%	20%	26%	100%
Ridden a local bus within Scottsdale	76%	12%	7%	0%	4%	100%
Attended a meeting of local elected officials or other local public meeting	58%	19%	13%	5%	5%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	29%	27%	33%	4%	7%	100%
Read Scottsdale's electronic newsletter (Scottsdale Update)	25%	9%	31%	14%	21%	100%
Visited the City of Scottsdale Web site (at www.ScottsdaleAZ.gov)	4%	8%	37%	24%	27%	100%
Recycled used paper, cans or bottles from your home	11%	6%	2%	9%	71%	100%
Volunteered your time to some group or activity in Scottsdale	47%	21%	12%	4%	15%	100%
Participated in religious or spiritual activities in Scottsdale	57%	9%	11%	7%	15%	100%
Participated in a club or civic group in Scottsdale	64%	10%	9%	7%	9%	100%
Provided help to a friend or neighbor	6%	26%	35%	15%	18%	100%



Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	16%
Several times a week	23%
Several times a month	24%
Less than several times a month	37%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Scottsdale:	Excellent	Good	Fair	Poor	Total
Police services	64%	23%	8%	4%	100%
Fire services	75%	19%	4%	3%	100%
Ambulance or emergency medical services	77%	17%	4%	1%	100%
Crime prevention	50%	38%	7%	5%	100%
Fire prevention and education	59%	30%	8%	3%	100%
Municipal courts	41%	35%	12%	12%	100%
Traffic enforcement	31%	35%	21%	13%	100%
Street repair	35%	30%	28%	7%	100%
Street cleaning	43%	38%	15%	4%	100%
Street lighting	37%	40%	18%	4%	100%
Sidewalk maintenance	36%	37%	21%	5%	100%
Traffic signal timing	21%	38%	22%	20%	100%
Bus or transit services	16%	28%	28%	28%	100%
Garbage collection	65%	27%	9%	0%	100%
Recycling	66%	22%	11%	1%	100%
Yard waste pick-up	60%	31%	7%	1%	100%
Storm drainage	38%	32%	23%	7%	100%
Drinking water	36%	26%	14%	24%	100%
Sewer services	51%	27%	17%	5%	100%
City parks	64%	29%	7%	0%	100%
Recreation programs or classes	49%	38%	10%	3%	100%
Recreation centers or facilities	53%	35%	10%	1%	100%
Land use, planning and zoning	27%	30%	25%	18%	100%
Code enforcement (weeds, abandoned buildings, etc)	24%	45%	20%	12%	100%
Animal control	26%	41%	24%	9%	100%
Economic development	14%	33%	32%	21%	100%
Services to seniors	41%	39%	14%	6%	100%
Services to youth	38%	35%	18%	8%	100%
Services to low-income people	27%	27%	21%	25%	100%
Public library services	61%	29%	5%	5%	100%
Public information services	39%	36%	21%	4%	100%
Public schools	29%	39%	19%	13%	100%
Cable television	22%	45%	18%	15%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Scottsdale:	Excellent	Good	Fair	Poor	Total
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	35%	29%	22%	15%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	55%	26%	13%	6%	100%
City Cable Channel 11	26%	40%	26%	8%	100%
Scottsdale Web site (www.ScottsdaleAZ.gov)	36%	46%	16%	3%	100%

Question 14: Government Services Overall					
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	46%	38%	12%	3%	100%
The Federal Government	4%	41%	32%	23%	100%
The State Government	2%	24%	40%	34%	100%
Maricopa County Government	4%	32%	47%	18%	100%

Question 15: Recommendation and Longevity					
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	65%	26%	5%	4%	100%
Remain in Scottsdale for the next five years	72%	15%	7%	6%	100%

Question 16: Impact of the Economy	
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 of respondents
Very positive	4%
Somewhat positive	21%
Neutral	32%
Somewhat negative	30%
Very negative	13%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	24%
Yes	76%
Total	100%

Question 18: City Employees					
What was your impression of the employee(s) of the City of Scottsdale in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	66%	23%	8%	3%	100%
Responsiveness	66%	23%	7%	4%	100%
Courtesy	71%	21%	4%	4%	100%
Overall impression	70%	16%	11%	3%	100%

Question 19: Government Performance					
Please rate the following categories of Scottsdale government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Scottsdale	45%	36%	11%	8%	100%
The overall direction that Scottsdale is taking	16%	29%	31%	24%	100%
The job Scottsdale government does at welcoming citizen involvement	18%	36%	26%	20%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	28%
Yes, full-time	63%
Yes, part-time	9%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	8%
Bus, rail, subway or other public transportation	3%
Walk	2%
Bicycle	3%
Work at home	10%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Scottsdale?	Percent of respondents
Less than 2 years	10%
2 to 5 years	11%
6 to 10 years	11%
11 to 20 years	30%
More than 20 years	37%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	69%
House attached to one or more houses (e.g., a duplex or townhome)	12%
Building with two or more apartments or condominiums	18%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	12%
Owned by you or someone in this house with a mortgage or free and clear	88%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	8%
\$300 to \$599 per month	9%
\$600 to \$999 per month	16%
\$1,000 to \$1,499 per month	27%
\$1,500 to \$2,499 per month	23%
\$2,500 or more per month	18%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	86%
Yes	14%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	71%
Yes	29%
Total	100%

Question D9: Household Income	
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 of respondents
Less than \$24,999	6%
\$25,000 to \$49,999	13%
\$50,000 to \$99,999	39%
\$100,000 to \$149,000	30%
\$150,000 or more	12%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	93%
Yes, I consider myself to be Spanish, Hispanic or Latino	7%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	0%
White	92%
Other	6%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	0%
25 to 34 years	11%
35 to 44 years	16%
45 to 54 years	23%
55 to 64 years	29%
65 to 74 years	18%
75 years or older	3%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	40%
Male	60%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	5%
Yes	93%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	3%
Yes	96%
Ineligible to vote	1%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	32%
Yes	68%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	20%
Land line	51%
Both	30%
Total	100%

## FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

Question 1: Quality of Life												
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	57%	55	38%	37	2%	2	2%	2	1%	1	100%
Your neighborhood as a place to live	48%	47	38%	37	9%	9	3%	3	1%	1	100%	97
Scottsdale as a place to raise children	41%	40	32%	31	9%	9	4%	4	13%	13	100%	97
Scottsdale as a place to work	37%	36	27%	26	15%	15	5%	5	15%	15	100%	97
Scottsdale as a place to retire	49%	48	26%	25	14%	14	3%	3	7%	7	100%	97
The overall quality of life in Scottsdale	52%	50	40%	39	6%	6	2%	2	0%	0	100%	97

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	15%	15	44%	43	31%	30	9%	9	0%	0	100%
Openness and acceptance of the community towards people of diverse backgrounds	14%	14	41%	40	23%	22	15%	15	6%	6	100%	97
Overall appearance of Scottsdale	55%	53	38%	37	5%	5	2%	2	0%	0	100%	97
Cleanliness of Scottsdale	57%	55	32%	31	9%	9	1%	1	0%	0	100%	96
Overall quality of new development in Scottsdale	27%	26	37%	36	14%	14	16%	16	5%	5	100%	97
Variety of housing options	20%	19	45%	43	18%	17	17%	16	1%	1	100%	96
Overall quality of business and service establishments in Scottsdale	37%	36	52%	50	9%	9	2%	2	0%	0	100%	97
Shopping opportunities	61%	59	32%	31	4%	4	3%	3	0%	0	100%	97
Opportunities to attend cultural activities	39%	38	41%	40	12%	12	3%	3	4%	4	100%	97
Recreational opportunities	49%	48	36%	35	9%	9	3%	3	2%	2	100%	97
Employment opportunities	13%	12	29%	28	27%	26	11%	11	20%	19	100%	96
Educational opportunities	23%	22	46%	44	21%	20	4%	4	6%	6	100%	96
Opportunities to participate in social events and activities	37%	36	41%	40	16%	16	2%	2	3%	3	100%	97
Opportunities to participate in religious or spiritual events and activities	30%	29	29%	28	13%	13	3%	3	25%	24	100%	97
Opportunities to volunteer	39%	37	34%	33	8%	8	5%	5	14%	13	100%	96
Opportunities to participate in community matters	26%	25	33%	32	25%	24	4%	4	11%	11	100%	96
Ease of car travel in Scottsdale	24%	22	39%	36	24%	22	13%	12	1%	1	100%	93
Ease of bus travel in Scottsdale	5%	5	15%	15	24%	23	25%	24	31%	30	100%	97

Question 2: Community Characteristics												
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 bicycle travel in Scottsdale	19%	18	31%	30	26%	25	5%	5	19%	18	100%
Ease of walking in Scottsdale	29%	28	34%	33	26%	25	6%	6	4%	4	100%	96
Availability of paths and walking trails	40%	39	35%	34	15%	15	5%	5	4%	4	100%	97
Traffic flow on major streets	15%	15	38%	37	27%	26	18%	17	2%	2	100%	97
Amount of public parking	22%	21	36%	35	28%	27	10%	10	4%	4	100%	97
Air quality	9%	9	43%	41	24%	23	20%	19	3%	3	100%	95
Quality of overall natural environment in Scottsdale	37%	35	39%	37	21%	20	1%	1	2%	2	100%	95
Overall image or reputation of Scottsdale	53%	51	30%	29	13%	12	4%	4	0%	0	100%	96

Question 3: Growth														
Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	2%	2	6%	6	48%	47	25%	24	10%	10	8%	8	100%
Retail growth (stores, restaurants, etc.)	3%	3	16%	16	52%	50	19%	18	6%	6	4%	4	100%	97
Jobs growth	21%	20	43%	42	15%	15	0%	0	1%	1	20%	19	100%	97

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Scottsdale?	Percent of respondents	Count
Not a problem	28%	27
Minor problem	38%	37
Moderate problem	26%	25
Major problem	7%	7
Don't know	1%	1
Total	100%	97



Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Scottsdale:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	47%	46	37%	36	8%	8	4%	4	3%	3	0%	0	100%
Property crimes (e.g., burglary, theft)	25%	24	45%	44	12%	12	11%	11	6%	6	0%	0	100%	97
Environmental hazards, including toxic waste	51%	49	17%	16	17%	16	5%	5	4%	4	6%	6	100%	96

Question 6: Personal Safety														
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	78%	75	16%	15	3%	3	2%	2	1%	1	0%	0	100%
In your neighborhood after dark	49%	47	35%	34	7%	7	5%	5	3%	3	0%	0	100%	96
In Scottsdale's downtown area during the day	72%	69	22%	21	2%	2	1%	1	1%	1	2%	2	100%	96
In Scottsdale's downtown area after dark	24%	23	40%	38	9%	9	16%	15	2%	2	9%	9	100%	96

Question 7: Contact with Police Department														
Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	No		Yes		Don't know		Total							
	Have you had any in-person or phone contact with an employee of the City of Scottsdale Police Department within the last 12 months?	47%	46	52%	50	1%	1	100%	97					

Question 8: Ratings of Contact with Police Department														
Please rate your most recent contact with the City of Scottsdale Police Department.	Excellent		Good		Fair		Poor		Don't know		Total			
	Competence	66%	33	18%	9	10%	5	6%	3	0%	0	100%	50	
Attitude/behavior	64%	32	22%	11	6%	3	8%	4	0%	0	100%	50		
Overall impression	67%	33	14%	7	12%	6	6%	3	0%	0	100%	49		

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	85%	81
Yes	15%	14
Don't know	0%	0
Total	100%	95

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	21%	3
Yes	79%	11
Don't know	0%	0
Total	100%	14

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Scottsdale?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Scottsdale public libraries or their services	24%	23	15%	15	24%	23	13%	13	24%	23	100%	97
Used Scottsdale recreation centers	39%	37	18%	17	23%	22	14%	13	7%	7	100%	96
Participated in a recreation program or activity	53%	51	16%	16	16%	16	5%	5	9%	9	100%	97
Visited a neighborhood park or City park	6%	6	28%	27	21%	20	20%	19	26%	25	100%	97
Ridden a local bus within Scottsdale	76%	74	12%	12	7%	7	0%	0	4%	4	100%	97
Attended a meeting of local elected officials or other local public meeting	58%	56	19%	18	13%	13	5%	5	5%	5	100%	97
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	29%	28	27%	26	33%	32	4%	4	7%	7	100%	97
Read Scottsdale's electronic newsletter (Scottsdale Update)	25%	24	9%	9	31%	30	14%	14	21%	20	100%	97
Visited the City of Scottsdale Web site (at www.ScottsdaleAZ.gov)	4%	4	8%	8	37%	36	24%	23	27%	26	100%	97
Recycled used paper, cans or bottles from your home	11%	11	6%	6	2%	2	9%	9	71%	69	100%	97
Volunteered your time to some group or activity in Scottsdale	47%	46	21%	20	12%	12	4%	4	15%	15	100%	97
Participated in religious or spiritual activities in Scottsdale	57%	55	9%	9	11%	11	7%	7	15%	14	100%	96
Participated in a club or civic group in Scottsdale	64%	61	10%	10	9%	9	7%	7	9%	9	100%	96
Provided help to a friend or neighbor	6%	6	26%	25	35%	34	15%	15	18%	17	100%	97

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	16%	16
Several times a week	23%	22
Several times a month	24%	23
Less than several times a month	37%	36
Total	100%	97

Question 13: Service Quality												
Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	63%	61	23%	22	8%	8	4%	4	2%	2	100%	97
Fire services	63%	60	16%	15	3%	3	2%	2	17%	16	100%	96
Ambulance or emergency medical services	56%	54	13%	12	3%	3	1%	1	27%	26	100%	96
Crime prevention	44%	43	34%	33	6%	6	4%	4	11%	11	100%	97
Fire prevention and education	44%	42	22%	21	6%	6	2%	2	26%	25	100%	96
Municipal courts	22%	21	19%	18	6%	6	6%	6	47%	45	100%	96
Traffic enforcement	27%	26	32%	30	19%	18	12%	11	11%	10	100%	95
Street repair	34%	32	29%	28	27%	26	6%	6	3%	3	100%	95
Street cleaning	43%	40	37%	35	15%	14	4%	4	1%	1	100%	94
Street lighting	36%	34	39%	37	18%	17	4%	4	2%	2	100%	94
Sidewalk maintenance	35%	33	36%	34	20%	19	5%	5	4%	4	100%	95
Traffic signal timing	21%	20	38%	36	22%	21	20%	19	0%	0	100%	96
Bus or transit services	7%	7	13%	12	13%	12	13%	12	55%	53	100%	96
Garbage collection	64%	61	26%	25	8%	8	0%	0	1%	1	100%	95
Recycling	61%	59	21%	20	10%	10	1%	1	6%	6	100%	96
Yard waste pick-up	52%	49	26%	25	6%	6	1%	1	15%	14	100%	95
Storm drainage	33%	32	28%	27	20%	19	6%	6	13%	12	100%	96
Drinking water	35%	34	25%	24	14%	13	24%	23	2%	2	100%	96
Sewer services	45%	43	24%	23	15%	14	4%	4	13%	12	100%	96
City parks	62%	59	28%	27	6%	6	0%	0	3%	3	100%	95

Question 13: Service Quality												
Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
Recreation programs or classes	36%	35	28%	27	7%	7	2%	2	26%	25	100%	96
Recreation centers or facilities	44%	42	29%	28	8%	8	1%	1	17%	16	100%	95
Land use, planning and zoning	23%	22	26%	25	22%	21	16%	15	14%	13	100%	96
Code enforcement (weeds, abandoned buildings, etc)	21%	20	40%	38	18%	17	10%	10	11%	11	100%	96
Animal control	18%	17	28%	27	17%	16	6%	6	31%	30	100%	96
Economic development	11%	11	27%	26	26%	25	17%	16	19%	18	100%	96
Services to seniors	28%	27	27%	26	9%	9	4%	4	31%	30	100%	96
Services to youth	26%	25	24%	23	13%	12	5%	5	32%	31	100%	96
Services to low-income people	16%	15	16%	15	13%	12	15%	14	42%	40	100%	96
Public library services	54%	52	26%	25	4%	4	4%	4	11%	11	100%	96
Public information services	33%	31	31%	29	18%	17	3%	3	16%	15	100%	95
Public schools	21%	20	28%	27	14%	13	9%	9	28%	27	100%	96
Cable television	17%	16	35%	33	14%	13	12%	11	22%	21	100%	94
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	19	17%	16	13%	12	8%	8	43%	41	100%	96
Preservation of natural areas such as open space, farmlands and greenbelts	51%	49	24%	23	13%	12	5%	5	7%	7	100%	96
City Cable Channel 11	18%	17	27%	26	18%	17	5%	5	32%	30	100%	95
Scottsdale Web site (www.ScottsdaleAZ.gov)	34%	32	43%	41	15%	14	3%	3	5%	5	100%	95

Question 14: Government Services Overall												
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	46%	45	38%	37	12%	12	3%	3	0%	0	100%	97
The Federal Government	4%	4	39%	38	31%	30	22%	21	4%	4	100%	97
The State Government	2%	2	23%	22	37%	36	32%	31	6%	6	100%	97
Maricopa County Government	3%	3	28%	27	41%	40	15%	15	12%	12	100%	97

Question 15: Recommendation and Longevity												
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	65%	62	26%	25	5%	5	4%	4	0%	0	100%
Remain in Scottsdale for the next five years	71%	69	14%	14	7%	7	6%	6	1%	1	100%	97

Question 16: Impact of the Economy		
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 of respondents	Count
Very positive	4%	4
Somewhat positive	21%	20
Neutral	32%	31
Somewhat negative	30%	29
Very negative	13%	13
Total	100%	97

Question 17: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	24%	23
Yes	76%	74
Total	100%	97

Question 18: City Employees												
What was your impression of the employee(s) of the City of Scottsdale in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	65%	48	23%	17	8%	6	3%	2	1%	1	100%
Responsiveness	66%	49	23%	17	7%	5	4%	3	0%	0	100%	74
Courtesy	71%	52	21%	15	4%	3	4%	3	0%	0	100%	73
Overall impression	70%	52	16%	12	11%	8	3%	2	0%	0	100%	74

Question 19: Government Performance												
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	45%	43	35%	34	10%	10	8%	8	1%	1	100%	96
The overall direction that Scottsdale is taking	15%	15	29%	28	31%	30	24%	23	1%	1	100%	97
The job Scottsdale government does at welcoming citizen involvement	17%	16	33%	31	24%	23	18%	17	8%	8	100%	95

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	28%	27
Yes, full-time	63%	61
Yes, part-time	9%	9
Total	100%	97

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	8%
Bus, rail, subway or other public transportation	3%
Walk	2%
Bicycle	3%
Work at home	10%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Scottsdale?	Percent of respondents	Count
Less than 2 years	10%	10
2 to 5 years	11%	11
6 to 10 years	11%	11
11 to 20 years	30%	29
More than 20 years	37%	36
Total	100%	97

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	69%	67
House attached to one or more houses (e.g., a duplex or townhome)	12%	12
Building with two or more apartments or condominiums	18%	17
Mobile home	0%	0
Other	1%	1
Total	100%	97

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	12%	11
Owned by you or someone in this house with a mortgage or free and clear	88%	79
Total	100%	90

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	8%	7
\$300 to \$599 per month	9%	8
\$600 to \$999 per month	16%	15
\$1,000 to \$1,499 per month	27%	25
\$1,500 to \$2,499 per month	23%	21
\$2,500 or more per month	18%	17
Total	100%	93

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	86%	83
Yes	14%	14
Total	100%	97

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	71%	68
Yes	29%	28
Total	100%	96

Question D9: Household Income		
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 of respondents	Count
Less than \$24,999	6%	5
\$25,000 to \$49,999	13%	12
\$50,000 to \$99,999	39%	35
\$100,000 to \$149,000	30%	27
\$150,000 or more	12%	11
Total	100%	90

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	93%	88
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	7
Total	100%	95



Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	2
Asian, Asian Indian or Pacific Islander	2%	2
Black or African American	0%	0
White	92%	88
Other	6%	6
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	0%	0
25 to 34 years	11%	10
35 to 44 years	16%	15
45 to 54 years	23%	22
55 to 64 years	29%	28
65 to 74 years	18%	17
75 years or older	3%	3
Total	100%	95

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	40%	38
Male	60%	57
Total	100%	95

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	5%	5
Yes	93%	89
Ineligible to vote	2%	2
Don't know	0%	0
Total	100%	96

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	3%	3
Yes	96%	93
Ineligible to vote	1%	1
Don't know	0%	0
Total	100%	97

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	6
Yes	94%	91
Total	100%	97

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	32%	31
Yes	68%	65
Total	100%	96

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	20%	12
Land line	51%	31
Both	30%	18
Total	100%	61