

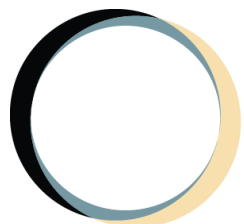


**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Scottsdale, AZ

Supplemental Online Survey Results

2017



**NRC**

National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

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

## About this Report

As part of its participation in The National Citizen Survey™, the City of Scottsdale conducted a mailed survey of 1,500 residents. Surveys were mailed to randomly selected households in November 2016 and data were collected through January 9, 2017. After the official data collection period was over and the data were reported (see the report, *The National Citizen Survey: Community Livability Report, Scottsdale, AZ, 2016*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during January 2017 and 292 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 Scottsdale.

# Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

## Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Scottsdale as a place to live	54%	N=159	37%	N=108	8%	N=23	1%	N=2	100%	N=292
Your neighborhood as a place to live	59%	N=173	32%	N=92	8%	N=22	2%	N=5	100%	N=292
Scottsdale as a place to raise children	40%	N=92	43%	N=98	14%	N=32	3%	N=8	100%	N=230
Scottsdale as a place to work	41%	N=94	45%	N=105	13%	N=29	1%	N=3	100%	N=231
Scottsdale as a place to visit	57%	N=163	35%	N=100	6%	N=16	2%	N=6	100%	N=285
Scottsdale as a place to retire	50%	N=137	33%	N=91	14%	N=38	2%	N=6	100%	N=272
The overall quality of life in Scottsdale	47%	N=135	43%	N=126	8%	N=24	2%	N=5	100%	N=290

Table 2: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Scottsdale	42%	N=116	50%	N=139	6%	N=16	2%	N=6	100%	N=277
Overall ease of getting to the places you usually have to visit	27%	N=76	44%	N=123	19%	N=53	9%	N=26	100%	N=278
Quality of overall natural environment in Scottsdale	43%	N=120	42%	N=115	9%	N=26	5%	N=15	100%	N=276
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	21%	N=59	39%	N=109	26%	N=72	13%	N=37	100%	N=277
Health and wellness opportunities in Scottsdale	44%	N=118	47%	N=125	8%	N=21	1%	N=3	100%	N=267
Overall opportunities for education and enrichment	30%	N=74	49%	N=122	15%	N=36	6%	N=15	100%	N=247
Overall economic health of Scottsdale	25%	N=63	54%	N=137	17%	N=43	4%	N=10	100%	N=253
Sense of community	13%	N=35	40%	N=108	33%	N=91	14%	N=39	100%	N=273
Overall image or reputation of Scottsdale	37%	N=102	45%	N=125	15%	N=41	3%	N=9	100%	N=277

Table 3: Question 3

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	58%	N=158	31%	N=83	8%	N=22	3%	N=8	100%	N=271
Remain in Scottsdale for the next five years	68%	N=185	23%	N=63	6%	N=16	4%	N=10	100%	N=274

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Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	79%	N=216	17%	N=47	2%	N=5	2%	N=5	0%	N=1	100%	N=274
In Scottsdale's downtown/commercial area during the day	62%	N=166	25%	N=67	7%	N=18	4%	N=11	2%	N=4	100%	N=266

Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	7%	N=20	43%	N=117	33%	N=91	16%	N=45	100%	N=273
Ease of public parking	13%	N=35	41%	N=110	31%	N=85	15%	N=41	100%	N=271
Ease of travel by car in Scottsdale	16%	N=44	42%	N=115	32%	N=86	10%	N=28	100%	N=273
Ease of travel by public transportation in Scottsdale	7%	N=12	20%	N=35	31%	N=53	42%	N=73	100%	N=173
Ease of travel by bicycle in Scottsdale	17%	N=36	43%	N=89	28%	N=57	12%	N=24	100%	N=206
Ease of walking in Scottsdale	27%	N=73	44%	N=118	21%	N=55	8%	N=20	100%	N=266
Availability of paths and walking trails	43%	N=109	41%	N=105	13%	N=33	3%	N=8	100%	N=255
Air quality	16%	N=44	56%	N=151	20%	N=54	8%	N=21	100%	N=270
Cleanliness of Scottsdale	44%	N=119	46%	N=125	9%	N=25	1%	N=4	100%	N=273
Overall appearance of Scottsdale	43%	N=119	44%	N=121	11%	N=31	1%	N=4	100%	N=275
Public places where people want to spend time	41%	N=109	46%	N=124	11%	N=30	2%	N=6	100%	N=269
Variety of housing options	23%	N=59	48%	N=126	19%	N=50	10%	N=26	100%	N=261
Availability of affordable quality housing	9%	N=22	31%	N=73	38%	N=92	22%	N=52	100%	N=239
Fitness opportunities (including exercise classes and paths or trails, etc.)	51%	N=136	39%	N=105	10%	N=27	0%	N=1	100%	N=269
Recreational opportunities	51%	N=139	38%	N=104	10%	N=26	1%	N=2	100%	N=271
Availability of affordable quality food	41%	N=113	41%	N=112	14%	N=39	4%	N=10	100%	N=274
Availability of affordable quality health care	38%	N=98	43%	N=111	14%	N=37	5%	N=12	100%	N=258
Availability of preventive health services	35%	N=86	45%	N=111	15%	N=37	4%	N=11	100%	N=245
Availability of affordable quality mental health care	23%	N=27	32%	N=38	28%	N=33	18%	N=22	100%	N=120

Table 6: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	18%	N=18	44%	N=44	26%	N=26	12%	N=12	100%	N=100
K-12 education	20%	N=35	42%	N=73	27%	N=47	10%	N=18	100%	N=173
Adult educational opportunities	24%	N=52	50%	N=109	19%	N=41	7%	N=15	100%	N=217
Opportunities to attend cultural/arts/music activities	43%	N=111	39%	N=102	16%	N=41	3%	N=7	100%	N=261
Opportunities to participate in religious or spiritual events and activities	41%	N=80	48%	N=94	8%	N=16	2%	N=4	100%	N=194
Employment opportunities	17%	N=31	52%	N=95	27%	N=49	4%	N=7	100%	N=182
Shopping opportunities	66%	N=178	28%	N=74	6%	N=15	0%	N=1	100%	N=268

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Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Cost of living in Scottsdale	10%	N=27	50%	N=133	30%	N=80	10%	N=28	100%	N=268
Overall quality of business and service establishments in Scottsdale	40%	N=108	48%	N=127	11%	N=30	1%	N=2	100%	N=267
Vibrant downtown/commercial area	37%	N=96	39%	N=102	18%	N=46	6%	N=15	100%	N=259
Overall quality of new development in Scottsdale	16%	N=39	34%	N=84	24%	N=61	26%	N=66	100%	N=250
Opportunities to participate in social events and activities	32%	N=82	52%	N=133	13%	N=34	3%	N=8	100%	N=257
Opportunities to volunteer	43%	N=99	42%	N=97	12%	N=28	3%	N=7	100%	N=231
Opportunities to participate in community matters	29%	N=70	45%	N=110	19%	N=46	7%	N=18	100%	N=244
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=48	37%	N=90	28%	N=68	15%	N=35	100%	N=241
Neighborliness of residents in Scottsdale	19%	N=49	41%	N=109	31%	N=83	9%	N=23	100%	N=264

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	11%	N=29	89%	N=240	100%	N=269
Made efforts to make your home more energy efficient	20%	N=54	80%	N=215	100%	N=269
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	49%	N=131	51%	N=138	100%	N=269
Household member was a victim of a crime in Scottsdale	91%	N=243	9%	N=24	100%	N=267
Reported a crime to the police in Scottsdale	81%	N=219	19%	N=50	100%	N=269
Stocked supplies in preparation for an emergency	77%	N=208	23%	N=61	100%	N=269
Campaigned or advocated for an issue, cause or candidate	49%	N=131	51%	N=137	100%	N=268
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	28%	N=75	72%	N=194	100%	N=269
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	52%	N=139	48%	N=128	100%	N=267

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Scottsdale recreation centers or their services	16%	N=42	12%	N=33	32%	N=86	39%	N=105	100%	N=266
Visited a neighborhood park or City park	26%	N=70	29%	N=78	33%	N=89	12%	N=31	100%	N=268
Used Scottsdale public libraries or their services	12%	N=31	30%	N=79	33%	N=89	25%	N=68	100%	N=267
Participated in religious or spiritual activities in Scottsdale	13%	N=34	19%	N=50	16%	N=43	52%	N=139	100%	N=266
Attended a City-sponsored event	4%	N=10	10%	N=27	56%	N=150	30%	N=79	100%	N=266
Used bus or other public transportation instead of driving	3%	N=7	4%	N=10	9%	N=25	84%	N=226	100%	N=268
Carpooled with other adults or children instead of driving alone	10%	N=27	16%	N=42	15%	N=41	59%	N=157	100%	N=267
Walked or biked instead of driving	21%	N=56	21%	N=57	19%	N=51	39%	N=103	100%	N=267
Volunteered your time to some group/activity in Scottsdale	17%	N=44	17%	N=46	20%	N=52	46%	N=121	100%	N=263
Participated in a club	9%	N=23	18%	N=47	12%	N=33	61%	N=164	100%	N=267
Talked to or visited with your immediate neighbors	45%	N=120	32%	N=85	19%	N=50	4%	N=12	100%	N=267
Done a favor for a neighbor	20%	N=54	30%	N=79	37%	N=99	13%	N=34	100%	N=266
Visited or used a City pool	3%	N=7	4%	N=11	9%	N=25	84%	N=223	100%	N=266

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In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	7%	N=19	5%	N=13	11%	N=30	77%	N=204	100%	N=266
Used a City fitness facility										

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	2%	N=4	8%	N=20	41%	N=99	49%	N=118	100%	N=241
Attended a local public meeting										
Watched (online or on television) a local public meeting	2%	N=5	9%	N=23	32%	N=84	58%	N=154	100%	N=266

Table 10: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	56%	N=135	34%	N=83	6%	N=14	4%	N=9	100%	N=241
Fire services	69%	N=143	28%	N=58	2%	N=4	1%	N=2	100%	N=207
Ambulance or emergency medical services	65%	N=121	30%	N=56	4%	N=7	1%	N=2	100%	N=186
Crime prevention	40%	N=85	43%	N=90	12%	N=25	5%	N=10	100%	N=210
Fire prevention and education	48%	N=84	41%	N=72	9%	N=15	3%	N=5	100%	N=176
Traffic enforcement	24%	N=55	40%	N=93	24%	N=55	13%	N=31	100%	N=234
Street repair	24%	N=61	38%	N=97	25%	N=64	13%	N=32	100%	N=254
Street cleaning	37%	N=92	42%	N=104	16%	N=40	4%	N=11	100%	N=247
Street lighting	31%	N=79	47%	N=121	18%	N=45	4%	N=11	100%	N=256
Sidewalk maintenance	29%	N=72	49%	N=121	18%	N=44	4%	N=11	100%	N=248
Traffic signal timing	13%	N=33	40%	N=103	27%	N=70	21%	N=54	100%	N=260
Bus or transit services	19%	N=24	30%	N=37	27%	N=34	24%	N=30	100%	N=125
Garbage collection	61%	N=161	33%	N=87	4%	N=11	1%	N=3	100%	N=262
Recycling	55%	N=143	33%	N=85	7%	N=17	5%	N=14	100%	N=259
Yard waste pick-up	58%	N=123	33%	N=70	9%	N=19	0%	N=1	100%	N=213
Storm drainage	26%	N=57	49%	N=109	18%	N=40	8%	N=17	100%	N=223
Drinking water	25%	N=62	45%	N=113	19%	N=47	12%	N=29	100%	N=251
Sewer services	43%	N=99	48%	N=109	7%	N=16	2%	N=4	100%	N=228
Utility billing	31%	N=79	52%	N=133	14%	N=36	4%	N=9	100%	N=257
City parks	57%	N=140	38%	N=93	4%	N=11	0%	N=1	100%	N=245
Recreation programs or classes	43%	N=71	45%	N=75	10%	N=17	2%	N=3	100%	N=166
Recreation centers or facilities	45%	N=83	46%	N=85	8%	N=14	2%	N=3	100%	N=185
Land use, planning and zoning	13%	N=30	30%	N=69	24%	N=55	33%	N=77	100%	N=231
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=35	46%	N=93	26%	N=52	10%	N=21	100%	N=201
Animal control	22%	N=35	57%	N=92	17%	N=27	4%	N=6	100%	N=160
Economic development	21%	N=44	48%	N=100	17%	N=36	14%	N=30	100%	N=210

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Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Public library services	55%	N=121	40%	N=89	5%	N=10	1%	N=2	100%	N=222
Public information services	29%	N=61	57%	N=120	10%	N=21	5%	N=10	100%	N=212
Cable television	20%	N=36	40%	N=73	24%	N=44	15%	N=28	100%	N=181
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	N=19	56%	N=72	20%	N=26	9%	N=12	100%	N=129
Preservation of natural areas such as open space, farmlands and greenbelts	33%	N=81	35%	N=86	18%	N=45	15%	N=37	100%	N=249
Scottsdale McDowell Sonoran Preserve	58%	N=138	26%	N=61	8%	N=19	8%	N=19	100%	N=237
City-sponsored special events	30%	N=59	52%	N=103	15%	N=30	4%	N=7	100%	N=199
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	47%	N=112	42%	N=100	9%	N=22	2%	N=5	100%	N=239
Scottsdale website (www.ScottsdaleAZ.gov)	30%	N=73	50%	N=123	17%	N=41	3%	N=7	100%	N=244
City Cable Channel 11 or Scottsdale Video Network	19%	N=20	46%	N=49	29%	N=31	6%	N=6	100%	N=106
Water services provided by Scottsdale Water Department	36%	N=85	50%	N=118	10%	N=23	5%	N=11	100%	N=237
Drinking water taste	19%	N=48	33%	N=84	27%	N=69	21%	N=52	100%	N=253
Senior services	34%	N=51	48%	N=73	14%	N=22	4%	N=6	100%	N=152

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale	38%	N=95	46%	N=116	12%	N=31	3%	N=8	100%	N=250
The Federal Government	5%	N=12	37%	N=90	40%	N=99	18%	N=45	100%	N=246
The State Government	3%	N=7	30%	N=74	36%	N=89	30%	N=74	100%	N=244
Maricopa County Government	5%	N=11	36%	N=83	46%	N=107	14%	N=32	100%	N=233

Table 12: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Scottsdale	26%	N=67	47%	N=119	21%	N=54	6%	N=14	100%	N=254
The overall direction that Scottsdale is taking	13%	N=33	33%	N=85	23%	N=58	31%	N=78	100%	N=254
The job Scottsdale government does at welcoming citizen involvement	20%	N=44	33%	N=74	26%	N=59	21%	N=46	100%	N=223
Overall confidence in Scottsdale government	12%	N=29	35%	N=86	27%	N=68	27%	N=66	100%	N=249
Generally acting in the best interest of the community	13%	N=32	32%	N=78	23%	N=56	33%	N=80	100%	N=246
Being honest	14%	N=32	30%	N=71	23%	N=55	33%	N=77	100%	N=235
Treating all residents fairly	13%	N=29	33%	N=75	22%	N=50	31%	N=70	100%	N=224

Table 13: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Scottsdale	60%	N=153	33%	N=85	6%	N=15	1%	N=2	100%	N=255
Overall ease of getting to the places you usually have to visit	43%	N=109	43%	N=109	13%	N=32	2%	N=4	100%	N=254



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Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Quality of overall natural environment in Scottsdale	62%	N=155	31%	N=79	6%	N=14	1%	N=3	100%	N=251
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	58%	N=147	34%	N=87	7%	N=17	2%	N=4	100%	N=255
Health and wellness opportunities in Scottsdale	37%	N=95	43%	N=108	17%	N=42	4%	N=9	100%	N=254
Overall opportunities for education and enrichment	41%	N=104	39%	N=100	17%	N=44	2%	N=6	100%	N=254
Overall economic health of Scottsdale	52%	N=133	39%	N=98	8%	N=21	1%	N=2	100%	N=254
Sense of community	40%	N=101	41%	N=104	17%	N=43	2%	N=4	100%	N=252

Table 14: Question 14

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Walked or hiked in the Preserve	13%	N=34	22%	N=56	35%	N=89	29%	N=74	100%	N=253
Rode a mountain bike in the Preserve	4%	N=11	2%	N=4	9%	N=22	85%	N=217	100%	N=254
Rock climbed in the Preserve	3%	N=7	2%	N=6	6%	N=15	89%	N=223	100%	N=251
Ridden a horse in the Preserve	1%	N=3	1%	N=2	6%	N=15	92%	N=234	100%	N=254
Visited a Preserve trailhead	10%	N=25	21%	N=53	39%	N=99	30%	N=77	100%	N=254
Taken out of town visitors on any of these activities in the Preserve	4%	N=11	8%	N=21	45%	N=114	43%	N=109	100%	N=255

Table 15: Question 15

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale should do more to promote water conservation among residents	37%	N=94	38%	N=95	21%	N=53	2%	N=5	2%	N=6	100%	N=253
My household could do more to conserve water	13%	N=32	38%	N=95	27%	N=69	13%	N=32	10%	N=24	100%	N=252
My neighbors could do more to conserve water	21%	N=47	36%	N=80	30%	N=67	7%	N=15	5%	N=11	100%	N=220

Table 16: Question 16

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
	%	N	%	N	%	N	%	N
Utility bill	31%	N=77	40%	N=100	29%	N=73	100%	N=250
Parks and Recreation brochure	31%	N=78	40%	N=101	29%	N=72	100%	N=251
City website	51%	N=129	38%	N=96	11%	N=27	100%	N=252
Email subscription or newsletter	53%	N=134	27%	N=69	20%	N=50	100%	N=253
City Cable Channel 11 or Scottsdale Video Network	6%	N=15	24%	N=59	70%	N=176	100%	N=250
Local newspapers	38%	N=97	30%	N=76	31%	N=79	100%	N=252
Facebook	16%	N=40	29%	N=72	56%	N=140	100%	N=252
Twitter	4%	N=9	17%	N=44	79%	N=200	100%	N=253
Next Door	22%	N=56	26%	N=66	52%	N=130	100%	N=252

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Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
	30%	N=75	54%	N=135	16%	N=40	100%	N=250
Word of mouth								

Table 17: Question 17

Which method does your household currently use to receive its City of Scottsdale utility bill?	Percent	Number
Paperless billing, utility bill is received and paid electronically	54%	N=127
Paper bill, utility bill is mailed to my home	46%	N=109
Total	100%	N=236

Table 18: Question 18

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements;	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
I prefer a paper bill	59%	N=64	29%	N=31	6%	N=6	6%	N=7	100%	N=108
I don't have access to a computer	0%	N=0	7%	N=8	8%	N=9	84%	N=90	100%	N=107
I don't trust electronic payments	16%	N=17	18%	N=19	16%	N=17	50%	N=54	100%	N=107
I don't know how to establish electronic payment on my account	3%	N=3	16%	N=17	10%	N=11	71%	N=77	100%	N=108
I've tried to establish electronic payment on my account but the website/process was too complicated	7%	N=7	10%	N=11	10%	N=10	73%	N=77	100%	N=105
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	28%	N=30	35%	N=37	6%	N=6	32%	N=34	100%	N=107

Table 19: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=6	2%	N=5	4%	N=9	18%	N=44	74%	N=185	100%	N=249
Purchase goods or services from a business located in Scottsdale	0%	N=1	0%	N=1	16%	N=41	62%	N=157	21%	N=53	100%	N=253
Eat at least 5 portions of fruits and vegetables a day	2%	N=4	10%	N=25	38%	N=96	33%	N=83	17%	N=43	100%	N=251
Participate in moderate or vigorous physical activity	1%	N=3	6%	N=16	25%	N=63	35%	N=88	33%	N=84	100%	N=254
Read or watch local news (via television, paper, computer, etc.)	3%	N=7	4%	N=10	13%	N=33	29%	N=73	52%	N=131	100%	N=254
Vote in local elections	4%	N=10	1%	N=3	3%	N=7	9%	N=23	83%	N=210	100%	N=253

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	36%	N=91
Very good	46%	N=116
Good	15%	N=37
Fair	4%	N=9
Poor	0%	N=0
Total	100%	N=253

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Table 21: Question D3

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	Number
Very positive	13%	N=32
Somewhat positive	26%	N=66
Neutral	43%	N=109
Somewhat negative	15%	N=39
Very negative	2%	N=6
Total	100%	N=252

Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	43%	N=107
Working part time for pay	12%	N=31
Unemployed, looking for paid work	1%	N=3
Unemployed, not looking for paid work	3%	N=7
Fully retired	41%	N=102
Total	100%	N=250

Table 23: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	27%	N=66
Yes, from home	17%	N=41
No	57%	N=141
Total	100%	N=248

Table 24: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	6%	N=15
2 to 5 years	11%	N=28
6 to 10 years	16%	N=40
11 to 20 years	23%	N=58
More than 20 years	44%	N=113
Total	100%	N=254

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Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	72%	N=182
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=67
Mobile home	1%	N=2
Other	1%	N=2
Total	100%	N=253

Table 26: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	12%	N=30
Owned	88%	N=222
Total	100%	N=252

Table 27: Question D9

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)?	Percent	Number
Less than \$300 per month	6%	N=15
\$300 to \$599 per month	11%	N=27
\$600 to \$999 per month	17%	N=41
\$1,000 to \$1,499 per month	22%	N=53
\$1,500 to \$2,499 per month	24%	N=56
\$2,500 or more per month	19%	N=45
Total	100%	N=237

Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	81%	N=204
Yes	19%	N=49
Total	100%	N=253

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	50%	N=127
Yes	50%	N=125
Total	100%	N=252

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Table 30: Question D12

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	Number
Less than \$25,000	4%	N=9
\$25,000 to \$49,999	13%	N=28
\$50,000 to \$99,999	29%	N=65
\$100,000 to \$149,999	22%	N=50
\$150,000 or more	32%	N=72
Total	100%	N=224

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=237
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=8
Total	100%	N=245

Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	0%	N=1
Asian, Asian Indian or Pacific Islander	3%	N=7
Black or African American	1%	N=2
White	95%	N=229
Other	3%	N=8

Total may exceed 100% as respondents could select more than one option.

Table 33: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=2
25 to 34 years	6%	N=14
35 to 44 years	8%	N=19
45 to 54 years	14%	N=35
55 to 64 years	33%	N=81
65 to 74 years	32%	N=78
75 years or older	7%	N=16
Total	100%	N=245

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Table 34: Question D16

What is your sex?	Percent	Number
Female	56%	N=137
Male	44%	N=106
Total	100%	N=243

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	57%	N=146
Land line	19%	N=48
Both	24%	N=60
Total	100%	N=254

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**Responses including “don’t know”**

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=“).

Table 36: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Scottsdale as a place to live	54%	N=159	37%	N=108	8%	N=23	1%	N=2	0%	N=0	100%	N=292
Your neighborhood as a place to live	59%	N=173	32%	N=92	8%	N=22	2%	N=5	0%	N=0	100%	N=292
Scottsdale as a place to raise children	32%	N=92	34%	N=98	11%	N=32	3%	N=8	21%	N=62	100%	N=292
Scottsdale as a place to work	32%	N=94	36%	N=105	10%	N=29	1%	N=3	21%	N=61	100%	N=292
Scottsdale as a place to visit	56%	N=163	34%	N=100	5%	N=16	2%	N=6	2%	N=6	100%	N=291
Scottsdale as a place to retire	47%	N=137	31%	N=91	13%	N=38	2%	N=6	6%	N=18	100%	N=290
The overall quality of life in Scottsdale	47%	N=135	43%	N=126	8%	N=24	2%	N=5	0%	N=0	100%	N=290

Table 37: Question 2

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Scottsdale	42%	N=116	50%	N=139	6%	N=16	2%	N=6	0%	N=0	100%	N=277
Overall ease of getting to the places you usually have to visit	27%	N=76	44%	N=123	19%	N=53	9%	N=26	0%	N=0	100%	N=278
Quality of overall natural environment in Scottsdale	43%	N=120	42%	N=115	9%	N=26	5%	N=15	0%	N=0	100%	N=276
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	21%	N=59	39%	N=109	26%	N=72	13%	N=37	0%	N=1	100%	N=278
Health and wellness opportunities in Scottsdale	43%	N=118	45%	N=125	8%	N=21	1%	N=3	4%	N=10	100%	N=277
Overall opportunities for education and enrichment	27%	N=74	44%	N=122	13%	N=36	5%	N=15	11%	N=31	100%	N=278
Overall economic health of Scottsdale	23%	N=63	49%	N=137	16%	N=43	4%	N=10	9%	N=24	100%	N=277
Sense of community	13%	N=35	39%	N=108	33%	N=91	14%	N=39	1%	N=4	100%	N=277
Overall image or reputation of Scottsdale	37%	N=102	45%	N=125	15%	N=41	3%	N=9	0%	N=1	100%	N=278

Table 38: Question 3

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Scottsdale to someone who asks	58%	N=158	30%	N=83	8%	N=22	3%	N=8	1%	N=3	100%	N=274
Remain in Scottsdale for the next five years	67%	N=185	23%	N=63	6%	N=16	4%	N=10	1%	N=3	100%	N=277

Table 39: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	79%	N=216	17%	N=47	2%	N=5	2%	N=5	0%	N=1	0%	N=1	100%	N=275
In Scottsdale's downtown/commercial area during the day	60%	N=166	24%	N=67	7%	N=18	4%	N=11	1%	N=4	4%	N=10	100%	N=276

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Table 40: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	7%	N=20	43%	N=117	33%	N=91	16%	N=45	0%	N=0	100%	N=273
Ease of public parking	13%	N=35	40%	N=110	31%	N=85	15%	N=41	1%	N=3	100%	N=274
Ease of travel by car in Scottsdale	16%	N=44	42%	N=115	31%	N=86	10%	N=28	0%	N=1	100%	N=274
Ease of travel by public transportation in Scottsdale	4%	N=12	13%	N=35	19%	N=53	27%	N=73	37%	N=102	100%	N=275
Ease of travel by bicycle in Scottsdale	13%	N=36	32%	N=89	21%	N=57	9%	N=24	25%	N=68	100%	N=274
Ease of walking in Scottsdale	27%	N=73	43%	N=118	20%	N=55	7%	N=20	3%	N=9	100%	N=275
Availability of paths and walking trails	40%	N=109	39%	N=105	12%	N=33	3%	N=8	6%	N=17	100%	N=272
Air quality	16%	N=44	55%	N=151	20%	N=54	8%	N=21	2%	N=5	100%	N=275
Cleanliness of Scottsdale	44%	N=119	46%	N=125	9%	N=25	1%	N=4	0%	N=0	100%	N=273
Overall appearance of Scottsdale	43%	N=119	44%	N=121	11%	N=31	1%	N=4	0%	N=0	100%	N=275
Public places where people want to spend time	40%	N=109	45%	N=124	11%	N=30	2%	N=6	2%	N=5	100%	N=274
Variety of housing options	22%	N=59	46%	N=126	18%	N=50	9%	N=26	5%	N=13	100%	N=274
Availability of affordable quality housing	8%	N=22	27%	N=73	34%	N=92	19%	N=52	12%	N=34	100%	N=273
Fitness opportunities (including exercise classes and paths or trails, etc.)	50%	N=136	38%	N=105	10%	N=27	0%	N=1	2%	N=5	100%	N=274
Recreational opportunities	51%	N=139	38%	N=104	9%	N=26	1%	N=2	1%	N=3	100%	N=274
Availability of affordable quality food	41%	N=113	41%	N=112	14%	N=39	4%	N=10	0%	N=0	100%	N=274
Availability of affordable quality health care	36%	N=98	40%	N=111	13%	N=37	4%	N=12	6%	N=17	100%	N=275
Availability of preventive health services	31%	N=86	40%	N=111	13%	N=37	4%	N=11	11%	N=30	100%	N=275
Availability of affordable quality mental health care	10%	N=27	14%	N=38	12%	N=33	8%	N=22	56%	N=154	100%	N=274

Table 41: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	7%	N=18	17%	N=44	10%	N=26	5%	N=12	62%	N=165	100%	N=265
K-12 education	13%	N=35	28%	N=73	18%	N=47	7%	N=18	34%	N=91	100%	N=264
Adult educational opportunities	20%	N=52	41%	N=109	16%	N=41	6%	N=15	17%	N=46	100%	N=263
Opportunities to attend cultural/arts/music activities	42%	N=111	38%	N=102	15%	N=41	3%	N=7	2%	N=6	100%	N=267
Opportunities to participate in religious or spiritual events and activities	30%	N=80	35%	N=94	6%	N=16	2%	N=4	27%	N=72	100%	N=266
Employment opportunities	12%	N=31	36%	N=95	19%	N=49	3%	N=7	31%	N=82	100%	N=264
Shopping opportunities	66%	N=178	28%	N=74	6%	N=15	0%	N=1	0%	N=1	100%	N=269
Cost of living in Scottsdale	10%	N=27	50%	N=133	30%	N=80	10%	N=28	0%	N=0	100%	N=268
Overall quality of business and service establishments in Scottsdale	40%	N=108	47%	N=127	11%	N=30	1%	N=2	0%	N=1	100%	N=268
Vibrant downtown/commercial area	36%	N=96	38%	N=102	17%	N=46	6%	N=15	4%	N=10	100%	N=269
Overall quality of new development in Scottsdale	15%	N=39	31%	N=84	23%	N=61	25%	N=66	7%	N=18	100%	N=268
Opportunities to participate in social events and activities	31%	N=82	50%	N=133	13%	N=34	3%	N=8	4%	N=11	100%	N=268



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Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Opportunities to volunteer	37%	N=99	36%	N=97	10%	N=28	3%	N=7	14%	N=38	100%	N=269
Opportunities to participate in community matters	26%	N=70	41%	N=110	17%	N=46	7%	N=18	9%	N=25	100%	N=269
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=48	34%	N=90	25%	N=68	13%	N=35	10%	N=27	100%	N=268
Neighborliness of residents in Scottsdale	18%	N=49	41%	N=109	31%	N=83	9%	N=23	2%	N=5	100%	N=269

Table 42: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	11%	N=29	89%	N=240	100%	N=269
Made efforts to make your home more energy efficient	20%	N=54	80%	N=215	100%	N=269
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	49%	N=131	51%	N=138	100%	N=269
Household member was a victim of a crime in Scottsdale	91%	N=243	9%	N=24	100%	N=267
Reported a crime to the police in Scottsdale	81%	N=219	19%	N=50	100%	N=269
Stocked supplies in preparation for an emergency	77%	N=208	23%	N=61	100%	N=269
Campaigned or advocated for an issue, cause or candidate	49%	N=131	51%	N=137	100%	N=268
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	28%	N=75	72%	N=194	100%	N=269
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	52%	N=139	48%	N=128	100%	N=267

Table 43: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Scottsdale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Scottsdale recreation centers or their services	16%	N=42	12%	N=33	32%	N=86	39%	N=105	100%	N=266
Visited a neighborhood park or City park	26%	N=70	29%	N=78	33%	N=89	12%	N=31	100%	N=268
Used Scottsdale public libraries or their services	12%	N=31	30%	N=79	33%	N=89	25%	N=68	100%	N=267
Participated in religious or spiritual activities in Scottsdale	13%	N=34	19%	N=50	16%	N=43	52%	N=139	100%	N=266
Attended a City-sponsored event	4%	N=10	10%	N=27	56%	N=150	30%	N=79	100%	N=266
Used bus or other public transportation instead of driving	3%	N=7	4%	N=10	9%	N=25	84%	N=226	100%	N=268
Carpooled with other adults or children instead of driving alone	10%	N=27	16%	N=42	15%	N=41	59%	N=157	100%	N=267
Walked or biked instead of driving	21%	N=56	21%	N=57	19%	N=51	39%	N=103	100%	N=267
Volunteered your time to some group/activity in Scottsdale	17%	N=44	17%	N=46	20%	N=52	46%	N=121	100%	N=263
Participated in a club	9%	N=23	18%	N=47	12%	N=33	61%	N=164	100%	N=267
Talked to or visited with your immediate neighbors	45%	N=120	32%	N=85	19%	N=50	4%	N=12	100%	N=267
Done a favor for a neighbor	20%	N=54	30%	N=79	37%	N=99	13%	N=34	100%	N=266
Visited or used a City pool	3%	N=7	4%	N=11	9%	N=25	84%	N=223	100%	N=266
Used a City fitness facility	7%	N=19	5%	N=13	11%	N=30	77%	N=204	100%	N=266

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Table 44: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	2%	N=4	8%	N=20	41%	N=99	49%	N=118	100%	N=241
Watched (online or on television) a local public meeting	2%	N=5	9%	N=23	32%	N=84	58%	N=154	100%	N=266

Table 45: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	52%	N=135	32%	N=83	5%	N=14	3%	N=9	7%	N=18	100%	N=259
Fire services	55%	N=143	22%	N=58	2%	N=4	1%	N=2	20%	N=52	100%	N=259
Ambulance or emergency medical services	46%	N=121	21%	N=56	3%	N=7	1%	N=2	29%	N=75	100%	N=261
Crime prevention	33%	N=85	35%	N=90	10%	N=25	4%	N=10	19%	N=48	100%	N=258
Fire prevention and education	33%	N=84	28%	N=72	6%	N=15	2%	N=5	32%	N=81	100%	N=257
Traffic enforcement	21%	N=55	36%	N=93	21%	N=55	12%	N=31	10%	N=26	100%	N=260
Street repair	23%	N=61	37%	N=97	25%	N=64	12%	N=32	3%	N=7	100%	N=261
Street cleaning	35%	N=92	40%	N=104	15%	N=40	4%	N=11	5%	N=13	100%	N=260
Street lighting	30%	N=79	46%	N=121	17%	N=45	4%	N=11	2%	N=5	100%	N=261
Sidewalk maintenance	28%	N=72	47%	N=121	17%	N=44	4%	N=11	5%	N=12	100%	N=260
Traffic signal timing	13%	N=33	39%	N=103	27%	N=70	21%	N=54	0%	N=1	100%	N=261
Bus or transit services	9%	N=24	14%	N=37	13%	N=34	12%	N=30	52%	N=134	100%	N=259
Garbage collection	61%	N=161	33%	N=87	4%	N=11	1%	N=3	0%	N=0	100%	N=262
Recycling	55%	N=143	32%	N=85	6%	N=17	5%	N=14	1%	N=3	100%	N=262
Yard waste pick-up	47%	N=123	27%	N=70	7%	N=19	0%	N=1	18%	N=47	100%	N=260
Storm drainage	22%	N=57	42%	N=109	15%	N=40	7%	N=17	14%	N=37	100%	N=260
Drinking water	24%	N=62	43%	N=113	18%	N=47	11%	N=29	3%	N=9	100%	N=260
Sewer services	38%	N=99	42%	N=109	6%	N=16	2%	N=4	13%	N=33	100%	N=261
Utility billing	30%	N=79	51%	N=133	14%	N=36	3%	N=9	1%	N=3	100%	N=260
City parks	54%	N=140	36%	N=93	4%	N=11	0%	N=1	6%	N=15	100%	N=260
Recreation programs or classes	28%	N=71	29%	N=75	7%	N=17	1%	N=3	35%	N=91	100%	N=257
Recreation centers or facilities	32%	N=83	33%	N=85	5%	N=14	1%	N=3	28%	N=73	100%	N=258
Land use, planning and zoning	12%	N=30	27%	N=69	21%	N=55	30%	N=77	10%	N=27	100%	N=258
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=35	36%	N=93	20%	N=52	8%	N=21	23%	N=59	100%	N=260
Animal control	14%	N=35	36%	N=92	10%	N=27	2%	N=6	38%	N=98	100%	N=258
Economic development	17%	N=44	39%	N=100	14%	N=36	12%	N=30	18%	N=45	100%	N=255
Public library services	47%	N=121	34%	N=89	4%	N=10	1%	N=2	14%	N=36	100%	N=258
Public information services	24%	N=61	47%	N=120	8%	N=21	4%	N=10	18%	N=46	100%	N=258
Cable television	14%	N=36	29%	N=73	17%	N=44	11%	N=28	28%	N=72	100%	N=253

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Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=19	28%	N=72	10%	N=26	5%	N=12	50%	N=128	100%	N=257
Preservation of natural areas such as open space, farmlands and greenbelts	31%	N=81	33%	N=86	17%	N=45	14%	N=37	4%	N=11	100%	N=260
Scottsdale McDowell Sonoran Preserve	53%	N=138	24%	N=61	7%	N=19	7%	N=19	8%	N=22	100%	N=259
City-sponsored special events	23%	N=59	40%	N=103	12%	N=30	3%	N=7	23%	N=60	100%	N=259
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	43%	N=112	38%	N=100	8%	N=22	2%	N=5	9%	N=23	100%	N=262
Scottsdale website (www.ScottsdaleAZ.gov)	28%	N=73	47%	N=123	16%	N=41	3%	N=7	6%	N=16	100%	N=260
City Cable Channel 11 or Scottsdale Video Network	8%	N=20	19%	N=49	12%	N=31	2%	N=6	59%	N=155	100%	N=261
Water services provided by Scottsdale Water Department	33%	N=85	45%	N=118	9%	N=23	4%	N=11	9%	N=23	100%	N=260
Drinking water taste	18%	N=48	32%	N=84	26%	N=69	20%	N=52	3%	N=8	100%	N=261
Senior services	20%	N=51	28%	N=73	8%	N=22	2%	N=6	42%	N=108	100%	N=260

Table 46: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale	38%	N=95	46%	N=116	12%	N=31	3%	N=8	0%	N=1	100%	N=251
The Federal Government	5%	N=12	34%	N=90	38%	N=99	17%	N=45	6%	N=16	100%	N=262
The State Government	3%	N=7	28%	N=74	34%	N=89	28%	N=74	7%	N=18	100%	N=262
Maricopa County Government	4%	N=11	32%	N=83	41%	N=107	12%	N=32	11%	N=28	100%	N=261

Table 47: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Scottsdale	26%	N=67	46%	N=119	21%	N=54	5%	N=14	1%	N=2	100%	N=256
The overall direction that Scottsdale is taking	13%	N=33	33%	N=85	23%	N=58	30%	N=78	1%	N=2	100%	N=256
The job Scottsdale government does at welcoming citizen involvement	17%	N=44	29%	N=74	23%	N=59	18%	N=46	13%	N=32	100%	N=255
Overall confidence in Scottsdale government	11%	N=29	34%	N=86	27%	N=68	26%	N=66	3%	N=7	100%	N=256
Generally acting in the best interest of the community	13%	N=32	30%	N=78	22%	N=56	31%	N=80	4%	N=10	100%	N=256
Being honest	13%	N=32	28%	N=71	22%	N=55	30%	N=77	8%	N=20	100%	N=255
Treating all residents fairly	12%	N=29	30%	N=75	20%	N=50	28%	N=70	11%	N=28	100%	N=252

Table 48: Question 13

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Scottsdale	60%	N=153	33%	N=85	6%	N=15	1%	N=2	100%	N=255
Overall ease of getting to the places you usually have to visit	43%	N=109	43%	N=109	13%	N=32	2%	N=4	100%	N=254

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Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Quality of overall natural environment in Scottsdale	62%	N=155	31%	N=79	6%	N=14	1%	N=3	100%	N=251
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	58%	N=147	34%	N=87	7%	N=17	2%	N=4	100%	N=255
Health and wellness opportunities in Scottsdale	37%	N=95	43%	N=108	17%	N=42	4%	N=9	100%	N=254
Overall opportunities for education and enrichment	41%	N=104	39%	N=100	17%	N=44	2%	N=6	100%	N=254
Overall economic health of Scottsdale	52%	N=133	39%	N=98	8%	N=21	1%	N=2	100%	N=254
Sense of community	40%	N=101	41%	N=104	17%	N=43	2%	N=4	100%	N=252

Table 49: Question 14

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve.	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Walked or hiked in the Preserve	13%	N=34	22%	N=56	35%	N=89	29%	N=74	100%	N=253
Rode a mountain bike in the Preserve	4%	N=11	2%	N=4	9%	N=22	85%	N=217	100%	N=254
Rock climbed in the Preserve	3%	N=7	2%	N=6	6%	N=15	89%	N=223	100%	N=251
Ridden a horse in the Preserve	1%	N=3	1%	N=2	6%	N=15	92%	N=234	100%	N=254
Visited a Preserve trailhead	10%	N=25	21%	N=53	39%	N=99	30%	N=77	100%	N=254
Taken out of town visitors on any of these activities in the Preserve	4%	N=11	8%	N=21	45%	N=114	43%	N=109	100%	N=255

Table 50: Question 15

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
The City of Scottsdale should do more to promote water conservation among residents	37%	N=94	37%	N=95	21%	N=53	2%	N=5	2%	N=6	0%	N=1	100%	N=254
My household could do more to conserve water	13%	N=32	37%	N=95	27%	N=69	13%	N=32	9%	N=24	1%	N=2	100%	N=254
My neighbors could do more to conserve water	19%	N=47	31%	N=80	26%	N=67	6%	N=15	4%	N=11	13%	N=34	100%	N=254

Table 51: Question 16

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
Utility bill	31%	N=77	40%	N=100	29%	N=73	100%	N=250
Parks and Recreation brochure	31%	N=78	40%	N=101	29%	N=72	100%	N=251
City website	51%	N=129	38%	N=96	11%	N=27	100%	N=252
Email subscription or newsletter	53%	N=134	27%	N=69	20%	N=50	100%	N=253
City Cable Channel 11 or Scottsdale Video Network	6%	N=15	24%	N=59	70%	N=176	100%	N=250
Local newspapers	38%	N=97	30%	N=76	31%	N=79	100%	N=252
Facebook	16%	N=40	29%	N=72	56%	N=140	100%	N=252

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Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not at all a source		Total	
	Percent	N	Percent	N	Percent	N	Percent	N
Twitter	4%	N=9	17%	N=44	79%	N=200	100%	N=253
Next Door	22%	N=56	26%	N=66	52%	N=130	100%	N=252
Word of mouth	30%	N=75	54%	N=135	16%	N=40	100%	N=250

Table 52: Question 17

Which method does your household currently use to receive its City of Scottsdale utility bill?	Percent	Number
Paperless billing, utility bill is received and paid electronically	50%	N=127
Paper bill, utility bill is mailed to my home	43%	N=109
Not applicable/don't know	7%	N=18
Total	100%	N=254

Table 53: Question 18

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements;	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
I prefer a paper bill	59%	N=64	29%	N=31	6%	N=6	6%	N=7	100%	N=108
I don't have access to a computer	0%	N=0	7%	N=8	8%	N=9	84%	N=90	100%	N=107
I don't trust electronic payments	16%	N=17	18%	N=19	16%	N=17	50%	N=54	100%	N=107
I don't know how to establish electronic payment on my account	3%	N=3	16%	N=17	10%	N=11	71%	N=77	100%	N=108
I've tried to establish electronic payment on my account but the website/process was too complicated	7%	N=7	10%	N=11	10%	N=10	73%	N=77	100%	N=105
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	28%	N=30	35%	N=37	6%	N=6	32%	N=34	100%	N=107

Table 54: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	2%	N=6	2%	N=5	4%	N=9	18%	N=44	74%	N=185	100%	N=249
Purchase goods or services from a business located in Scottsdale	0%	N=1	0%	N=1	16%	N=41	62%	N=157	21%	N=53	100%	N=253
Eat at least 5 portions of fruits and vegetables a day	2%	N=4	10%	N=25	38%	N=96	33%	N=83	17%	N=43	100%	N=251
Participate in moderate or vigorous physical activity	1%	N=3	6%	N=16	25%	N=63	35%	N=88	33%	N=84	100%	N=254
Read or watch local news (via television, paper, computer, etc.)	3%	N=7	4%	N=10	13%	N=33	29%	N=73	52%	N=131	100%	N=254
Vote in local elections	4%	N=10	1%	N=3	3%	N=7	9%	N=23	83%	N=210	100%	N=253

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Table 55: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	36%	N=91
Very good	46%	N=116
Good	15%	N=37
Fair	4%	N=9
Poor	0%	N=0
Total	100%	N=253

Table 56: Question D3

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	Number
Very positive	13%	N=32
Somewhat positive	26%	N=66
Neutral	43%	N=109
Somewhat negative	15%	N=39
Very negative	2%	N=6
Total	100%	N=252

Table 57: Question D4

What is your employment status?	Percent	Number
Working full time for pay	43%	N=107
Working part time for pay	12%	N=31
Unemployed, looking for paid work	1%	N=3
Unemployed, not looking for paid work	3%	N=7
Fully retired	41%	N=102
Total	100%	N=250

Table 58: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	27%	N=66
Yes, from home	17%	N=41
No	57%	N=141
Total	100%	N=248

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Table 59: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	6%	N=15
2 to 5 years	11%	N=28
6 to 10 years	16%	N=40
11 to 20 years	23%	N=58
More than 20 years	44%	N=113
Total	100%	N=254

Table 60: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	72%	N=182
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=67
Mobile home	1%	N=2
Other	1%	N=2
Total	100%	N=253

Table 61: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	12%	N=30
Owned	88%	N=222
Total	100%	N=252

Table 62: Question D9

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)?	Percent	Number
Less than \$300 per month	6%	N=15
\$300 to \$599 per month	11%	N=27
\$600 to \$999 per month	17%	N=41
\$1,000 to \$1,499 per month	22%	N=53
\$1,500 to \$2,499 per month	24%	N=56
\$2,500 or more per month	19%	N=45
Total	100%	N=237

Table 63: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	81%	N=204
Yes	19%	N=49
Total	100%	N=253

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Table 64: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	50%	N=127
Yes	50%	N=125
Total	100%	N=252

Table 65: Question D12

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	Number
Less than \$25,000	4%	N=9
\$25,000 to \$49,999	13%	N=28
\$50,000 to \$99,999	29%	N=65
\$100,000 to \$149,999	22%	N=50
\$150,000 or more	32%	N=72
Total	100%	N=224

Table 66: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=237
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=8
Total	100%	N=245

Table 67: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	0%	N=1
Asian, Asian Indian or Pacific Islander	3%	N=7
Black or African American	1%	N=2
White	95%	N=229
Other	3%	N=8

Total may exceed 100% as respondents could select more than one option.



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Table 68: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=2
25 to 34 years	6%	N=14
35 to 44 years	8%	N=19
45 to 54 years	14%	N=35
55 to 64 years	33%	N=81
65 to 74 years	32%	N=78
75 years or older	7%	N=16
Total	100%	N=245

Table 69: Question D16

What is your sex?	Percent	Number
Female	56%	N=137
Male	44%	N=106
Total	100%	N=243

Table 70: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	57%	N=146
Land line	19%	N=48
Both	24%	N=60
Total	100%	N=254