



THE NCSTM
The National Citizen SurveyTM

Scottsdale, AZ

Technical Appendices

2018



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

Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	21
Appendix C: Detailed Survey Methods	30
Appendix D: Survey Materials	36



The National Citizen Survey™
© 2001-2018 National Research Center, Inc.

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

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

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

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=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Scottsdale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Scottsdale as a place to live	65%	N=197	33%	N=99	3%	N=8	0%	N=0	100%	N=304
Your neighborhood as a place to live	58%	N=173	37%	N=113	4%	N=13	1%	N=3	100%	N=301
Scottsdale as a place to raise children	51%	N=121	35%	N=83	10%	N=24	3%	N=8	100%	N=236
Scottsdale as a place to work	53%	N=133	37%	N=92	8%	N=19	3%	N=6	100%	N=250
Scottsdale as a place to visit	69%	N=202	27%	N=79	4%	N=11	0%	N=0	100%	N=293
Scottsdale as a place to retire	61%	N=167	29%	N=79	8%	N=21	2%	N=6	100%	N=273
The overall quality of life in Scottsdale	59%	N=178	37%	N=112	4%	N=13	0%	N=0	100%	N=303

Table 2: Question 2

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
Overall feeling of safety in Scottsdale	44%	N=132	51%	N=153	5%	N=15	0%	N=0	100%	N=301
Overall ease of getting to the places you usually have to visit	36%	N=109	46%	N=141	16%	N=48	2%	N=5	100%	N=302
Quality of overall natural environment in Scottsdale	46%	N=138	46%	N=137	8%	N=24	1%	N=3	100%	N=302
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	31%	N=94	48%	N=144	18%	N=54	3%	N=9	100%	N=300
Health and wellness opportunities in Scottsdale	57%	N=165	33%	N=95	10%	N=28	1%	N=2	100%	N=290
Overall opportunities for education and enrichment	38%	N=103	44%	N=119	14%	N=39	3%	N=8	100%	N=269
Overall economic health of Scottsdale	34%	N=94	54%	N=147	10%	N=26	2%	N=6	100%	N=273
Sense of community	21%	N=60	33%	N=93	33%	N=95	13%	N=38	100%	N=287
Overall image or reputation of Scottsdale	49%	N=148	41%	N=122	8%	N=25	2%	N=5	100%	N=300

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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Scottsdale to someone who asks	73%	N=222	23%	N=70	3%	N=9	1%	N=3	100%	N=304
Remain in Scottsdale for the next five years	77%	N=230	13%	N=38	4%	N=13	6%	N=17	100%	N=298

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	81%	N=247	17%	N=51	2%	N=6	0%	N=1	0%	N=0	100%	N=305
In Scottsdale's downtown/commercial area during the day	65%	N=189	31%	N=90	4%	N=12	1%	N=2	0%	N=0	100%	N=292

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	7%	N=22	49%	N=147	33%	N=101	11%	N=33	100%	N=302
Ease of public parking	16%	N=48	50%	N=146	25%	N=74	9%	N=26	100%	N=295
Ease of travel by car in Scottsdale	22%	N=67	48%	N=146	25%	N=74	5%	N=14	100%	N=301
Ease of travel by public transportation in Scottsdale	8%	N=14	35%	N=60	27%	N=47	30%	N=52	100%	N=172
Ease of travel by bicycle in Scottsdale	22%	N=43	40%	N=78	27%	N=53	10%	N=20	100%	N=194
Ease of walking in Scottsdale	36%	N=101	39%	N=110	16%	N=45	9%	N=26	100%	N=282
Availability of paths and walking trails	45%	N=131	38%	N=110	13%	N=38	4%	N=12	100%	N=290
Air quality	19%	N=56	44%	N=131	27%	N=81	9%	N=26	100%	N=294
Cleanliness of Scottsdale	44%	N=132	45%	N=136	11%	N=34	0%	N=1	100%	N=304
Overall appearance of Scottsdale	48%	N=146	42%	N=126	10%	N=30	0%	N=0	100%	N=302
Public places where people want to spend time	43%	N=125	43%	N=126	14%	N=40	1%	N=3	100%	N=294
Variety of housing options	24%	N=68	40%	N=115	27%	N=76	9%	N=27	100%	N=286
Availability of affordable quality housing	5%	N=14	31%	N=84	31%	N=83	33%	N=90	100%	N=271
Fitness opportunities (including exercise classes and paths or trails, etc.)	50%	N=144	36%	N=105	10%	N=30	3%	N=9	100%	N=289
Recreational opportunities	44%	N=128	39%	N=113	12%	N=35	4%	N=11	100%	N=287
Availability of affordable quality food	39%	N=118	39%	N=116	18%	N=54	4%	N=12	100%	N=299
Availability of affordable quality health care	37%	N=106	40%	N=116	17%	N=49	6%	N=17	100%	N=288
Availability of preventive health services	39%	N=105	44%	N=118	13%	N=35	4%	N=11	100%	N=269
Availability of affordable quality mental health care	30%	N=49	34%	N=56	19%	N=32	17%	N=28	100%	N=165

Table 6: Question 6

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	19%	N=20	33%	N=34	36%	N=37	12%	N=13	100%	N=104
K-12 education	19%	N=30	48%	N=76	24%	N=38	10%	N=16	100%	N=159
Adult educational opportunities	19%	N=36	46%	N=86	28%	N=51	7%	N=12	100%	N=185
Opportunities to attend cultural/arts/music activities	36%	N=99	47%	N=132	14%	N=38	3%	N=9	100%	N=277
Opportunities to participate in religious or spiritual events and activities	41%	N=83	43%	N=87	14%	N=28	2%	N=5	100%	N=203
Employment opportunities	20%	N=42	51%	N=107	25%	N=52	4%	N=9	100%	N=209
Shopping opportunities	67%	N=201	28%	N=84	3%	N=10	1%	N=3	100%	N=298
Cost of living in Scottsdale	5%	N=14	38%	N=111	42%	N=125	15%	N=44	100%	N=295
Overall quality of business and service establishments in Scottsdale	28%	N=83	58%	N=169	13%	N=38	1%	N=3	100%	N=292
Vibrant downtown/commercial area	44%	N=125	41%	N=117	15%	N=42	1%	N=3	100%	N=288
Overall quality of new development in Scottsdale	29%	N=78	42%	N=111	19%	N=49	11%	N=28	100%	N=266
Opportunities to participate in social events and activities	33%	N=87	48%	N=128	17%	N=44	2%	N=6	100%	N=266
Opportunities to volunteer	32%	N=68	51%	N=106	14%	N=29	3%	N=6	100%	N=209
Opportunities to participate in community matters	18%	N=39	50%	N=108	26%	N=55	6%	N=13	100%	N=214
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=43	38%	N=96	30%	N=74	15%	N=36	100%	N=249
Neighborliness of residents in Scottsdale	16%	N=46	41%	N=120	31%	N=91	12%	N=35	100%	N=291
Helping new residents feel connected and integrated	11%	N=28	32%	N=78	37%	N=93	20%	N=49	100%	N=247
Demonstrating respect for residents of different cultures and belief systems	16%	N=40	38%	N=94	35%	N=88	11%	N=29	100%	N=250

The National Citizen Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	16%	N=48	84%	N=254	100%	N=302
Made efforts to make your home more energy efficient	26%	N=79	74%	N=221	100%	N=300
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	60%	N=178	40%	N=121	100%	N=299
Household member was a victim of a crime in Scottsdale	92%	N=274	8%	N=25	100%	N=299
Reported a crime to the police in Scottsdale	83%	N=249	17%	N=51	100%	N=300
Stocked supplies in preparation for an emergency	79%	N=238	21%	N=62	100%	N=300
Campaigned or advocated for an issue, cause or candidate	66%	N=198	34%	N=101	100%	N=299
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	66%	N=196	34%	N=103	100%	N=299
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	83%	N=249	17%	N=49	100%	N=298

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	
Used Scottsdale recreation centers or their services	13%	N=37	19%	N=55	30%	N=89	39%	N=115	100%	N=297
Visited a neighborhood park or City park	22%	N=66	26%	N=78	35%	N=105	17%	N=50	100%	N=298
Used Scottsdale public libraries or their services	11%	N=34	17%	N=51	31%	N=92	41%	N=122	100%	N=299
Participated in religious or spiritual activities in Scottsdale	12%	N=37	18%	N=53	17%	N=51	53%	N=157	100%	N=298
Attended a City-sponsored event	2%	N=7	6%	N=19	42%	N=124	49%	N=147	100%	N=297
Used bus or other public transportation instead of driving	3%	N=8	4%	N=11	13%	N=39	81%	N=240	100%	N=298
Carpooled with other adults or children instead of driving alone	12%	N=35	17%	N=50	13%	N=39	58%	N=173	100%	N=297
Walked or biked instead of driving	15%	N=46	16%	N=47	30%	N=88	39%	N=114	100%	N=295
Volunteered your time to some group/activity in Scottsdale	6%	N=19	9%	N=26	20%	N=59	65%	N=192	100%	N=295
Participated in a club	9%	N=26	10%	N=29	13%	N=39	68%	N=200	100%	N=295
Talked to or visited with your immediate neighbors	41%	N=123	28%	N=84	20%	N=59	10%	N=31	100%	N=296
Done a favor for a neighbor	23%	N=67	23%	N=69	32%	N=95	22%	N=64	100%	N=296
Visited or used a City pool	4%	N=11	2%	N=6	8%	N=25	86%	N=255	100%	N=297
Used a City fitness facility	7%	N=21	3%	N=9	10%	N=29	80%	N=232	100%	N=289
Visited downtown for shopping, dining or to attend an event	19%	N=56	36%	N=108	37%	N=109	8%	N=25	100%	N=297

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	
Attended a local public meeting	0%	N=1	2%	N=6	16%	N=48	82%	N=245	100%	N=301
Watched (online or on television) a local public meeting	2%	N=6	3%	N=10	16%	N=49	78%	N=235	100%	N=299

Table 10: Question 10

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Police services	46%	N=114	44%	N=111	8%	N=19	2%	N=5	100%	N=249
Fire services	61%	N=135	34%	N=75	5%	N=11	0%	N=0	100%	N=221
Ambulance or emergency medical services	58%	N=115	37%	N=73	4%	N=8	2%	N=3	100%	N=199

The National Citizen Survey™

Please rate the quality of each of the following services in Scottsdale:	Excellent		Good		Fair		Poor		Total	
Crime prevention	29%	N=58	56%	N=114	12%	N=25	4%	N=8	100%	N=205
Fire prevention and education	36%	N=66	52%	N=96	10%	N=19	2%	N=3	100%	N=184
Traffic enforcement	22%	N=55	48%	N=121	19%	N=48	12%	N=30	100%	N=254
Street repair	20%	N=56	47%	N=135	27%	N=76	6%	N=18	100%	N=284
Street cleaning	28%	N=78	49%	N=139	21%	N=59	2%	N=6	100%	N=282
Street lighting	23%	N=68	48%	N=142	21%	N=61	8%	N=22	100%	N=292
Sidewalk maintenance	27%	N=75	49%	N=136	20%	N=57	3%	N=9	100%	N=277
Traffic signal timing	16%	N=46	42%	N=122	26%	N=76	16%	N=45	100%	N=289
Bus or transit services	21%	N=30	45%	N=64	15%	N=21	19%	N=27	100%	N=141
Garbage collection	52%	N=139	39%	N=104	8%	N=22	1%	N=3	100%	N=268
Recycling	44%	N=121	37%	N=101	9%	N=24	10%	N=26	100%	N=273
Yard waste pick-up	48%	N=101	37%	N=79	12%	N=25	4%	N=8	100%	N=213
Storm drainage	26%	N=66	46%	N=119	19%	N=49	9%	N=23	100%	N=257
Drinking water	24%	N=67	37%	N=104	26%	N=72	13%	N=37	100%	N=279
Sewer services	36%	N=88	43%	N=106	19%	N=46	2%	N=4	100%	N=245
Utility billing	29%	N=78	45%	N=122	18%	N=49	9%	N=24	100%	N=273
City parks	44%	N=121	46%	N=127	9%	N=26	1%	N=1	100%	N=276
Recreation programs or classes	38%	N=61	48%	N=77	11%	N=18	3%	N=5	100%	N=160
Recreation centers or facilities	33%	N=59	54%	N=95	11%	N=19	2%	N=3	100%	N=175
Land use, planning and zoning	14%	N=30	37%	N=80	35%	N=75	15%	N=32	100%	N=218
Code enforcement (weeds, abandoned buildings, etc.)	21%	N=43	39%	N=78	28%	N=56	11%	N=22	100%	N=199
Animal control	27%	N=52	47%	N=90	18%	N=34	8%	N=14	100%	N=190
Economic development	25%	N=59	52%	N=125	19%	N=46	4%	N=10	100%	N=240
Public library services	60%	N=124	33%	N=69	6%	N=13	1%	N=2	100%	N=207
Public information services	28%	N=53	50%	N=97	19%	N=38	3%	N=6	100%	N=194
Cable television	21%	N=48	37%	N=85	27%	N=62	16%	N=37	100%	N=232
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=25	44%	N=63	33%	N=47	7%	N=10	100%	N=144
Preservation of natural areas such as open space, farmlands and greenbelts	31%	N=77	43%	N=106	20%	N=49	6%	N=15	100%	N=247
Scottsdale McDowell Sonoran Preserve	59%	N=135	29%	N=67	11%	N=24	1%	N=2	100%	N=228
City-sponsored special events	28%	N=53	54%	N=102	16%	N=31	2%	N=4	100%	N=190
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	30%	N=73	48%	N=116	16%	N=37	6%	N=13	100%	N=240
Scottsdale website (www.ScottsdaleAZ.gov)	23%	N=44	52%	N=98	24%	N=45	1%	N=1	100%	N=188
City Cable Channel 11 or Scottsdale Video Network	20%	N=20	49%	N=48	29%	N=29	2%	N=2	100%	N=99
Water services provided by Scottsdale Water Department	26%	N=64	51%	N=125	17%	N=43	6%	N=14	100%	N=245
Drinking water taste	17%	N=49	30%	N=85	24%	N=69	28%	N=80	100%	N=283
Senior services	32%	N=38	46%	N=54	16%	N=19	6%	N=7	100%	N=119

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	
The City of Scottsdale	32%	N=93	54%	N=157	14%	N=40	0%	N=1	100%	N=291
The Federal Government	8%	N=22	29%	N=77	48%	N=125	15%	N=38	100%	N=262

The National Citizen Survey™

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The State Government	9%	N=23	39%	N=102	44%	N=114	9%	N=23	100%	N=262
Maricopa County Government	10%	N=24	41%	N=99	43%	N=105	7%	N=16	100%	N=244

Table 12: Question 12

Please rate the following categories of Scottsdale government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Scottsdale	19%	N=55	45%	N=126	30%	N=84	6%	N=17	100%	N=282
The overall direction that Scottsdale is taking	18%	N=49	47%	N=132	26%	N=74	9%	N=24	100%	N=279
The job Scottsdale government does at welcoming citizen involvement	19%	N=42	37%	N=82	31%	N=68	13%	N=29	100%	N=221
Overall confidence in Scottsdale government	14%	N=38	44%	N=120	32%	N=88	10%	N=26	100%	N=271
Generally acting in the best interest of the community	15%	N=40	43%	N=119	29%	N=80	13%	N=35	100%	N=274
Being honest	18%	N=42	34%	N=83	33%	N=79	16%	N=38	100%	N=241
Treating all residents fairly	18%	N=43	38%	N=92	28%	N=68	15%	N=37	100%	N=240
Law enforcement treating all residents fairly	27%	N=60	41%	N=92	23%	N=52	8%	N=18	100%	N=223

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	
Overall feeling of safety in Scottsdale	65%	N=197	30%	N=92	5%	N=14	0%	N=1	100%	N=304
Overall ease of getting to the places you usually have to visit	41%	N=124	51%	N=154	8%	N=25	0%	N=1	100%	N=303
Quality of overall natural environment in Scottsdale	52%	N=156	36%	N=108	11%	N=33	0%	N=1	100%	N=298
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	42%	N=128	44%	N=133	14%	N=42	0%	N=0	100%	N=303
Health and wellness opportunities in Scottsdale	40%	N=122	41%	N=124	17%	N=52	2%	N=5	100%	N=303
Overall opportunities for education and enrichment	40%	N=122	44%	N=133	13%	N=40	3%	N=8	100%	N=303
Overall economic health of Scottsdale	54%	N=165	38%	N=115	7%	N=22	0%	N=1	100%	N=303
Sense of community	36%	N=108	50%	N=150	13%	N=40	2%	N=5	100%	N=302

Table 14: Question 14

Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:	Essential		Very important		Somewhat important		Not at all important		Total	
Repair or replace aging parks, libraries and arts facilities	25%	N=74	43%	N=128	30%	N=88	1%	N=4	100%	N=294
Repave roads and improve roadside appearance	43%	N=129	37%	N=111	18%	N=54	1%	N=4	100%	N=298
Build new public parking garages and improve event spaces downtown	16%	N=48	27%	N=78	45%	N=133	12%	N=34	100%	N=294
Upgrade outdated City technology such as the 911 dispatch and building permit systems	38%	N=108	38%	N=110	22%	N=64	1%	N=4	100%	N=286
Build structures to better manage storm-related flooding and run-off	30%	N=86	40%	N=118	25%	N=73	5%	N=14	100%	N=292
Remodel fire and police stations and training facilities to meet current safety and operational standards	31%	N=89	37%	N=107	26%	N=74	7%	N=20	100%	N=290

Table 15: Question 15

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	10%	N=30	15%	N=45	34%	N=104	41%	N=123	100%	N=301
Rode a mountain bike in the Preserve	1%	N=4	2%	N=7	12%	N=35	84%	N=253	100%	N=300

The National Citizen Survey™

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
Rock climbed in the Preserve	1%	N=2	1%	N=4	6%	N=17	93%	N=277	100%	N=299
Ridden a horse in the Preserve	0%	N=0	2%	N=6	5%	N=15	93%	N=279	100%	N=299
Visited a Preserve trailhead	8%	N=23	14%	N=42	31%	N=91	47%	N=142	100%	N=298
Taken out of town visitors on any of these activities in the Preserve	1%	N=3	7%	N=20	39%	N=117	54%	N=161	100%	N=301

Table 16: Question 16

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree or 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	48%	N=143	33%	N=97	16%	N=48	2%	N=5	1%	N=3	100%	N=296
My household could do more to conserve water	24%	N=72	40%	N=117	21%	N=62	9%	N=28	5%	N=16	100%	N=295
My neighbors could do more to conserve water	33%	N=82	34%	N=84	26%	N=65	4%	N=11	2%	N=6	100%	N=249

Table 17: Question 17

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
Scottsdale Update utility bill newsletter	20%	N=61	34%	N=101	46%	N=138	100%	N=301
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	17%	N=50	35%	N=106	48%	N=145	100%	N=300
City website (ScottsdaleAZ.gov)	23%	N=68	41%	N=121	37%	N=109	100%	N=298
Scottsdale Update weekly email newsletter (or other City email newsletters)	6%	N=19	34%	N=101	60%	N=179	100%	N=299
City Cable Channel 11 or Scottsdale Video Network	7%	N=20	24%	N=71	70%	N=208	100%	N=299
Local newspapers, television or radio news	42%	N=125	36%	N=107	23%	N=69	100%	N=301
Facebook	18%	N=53	21%	N=62	62%	N=184	100%	N=298
Twitter	7%	N=21	14%	N=42	79%	N=239	100%	N=302
Next Door	16%	N=48	22%	N=67	62%	N=185	100%	N=300
YouTube	4%	N=12	14%	N=41	82%	N=248	100%	N=301
Word of mouth	35%	N=105	46%	N=137	19%	N=58	100%	N=300

Table 18: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	3%	N=10	6%	N=19	4%	N=11	22%	N=65	65%	N=197	100%	N=302
Purchase goods or services from a business located in Scottsdale	2%	N=5	0%	N=1	18%	N=54	51%	N=154	29%	N=87	100%	N=301
Eat at least 5 portions of fruits and vegetables a day	3%	N=9	12%	N=36	36%	N=106	33%	N=96	16%	N=48	100%	N=295
Participate in moderate or vigorous physical activity	2%	N=5	9%	N=27	19%	N=58	38%	N=112	32%	N=96	100%	N=298
Read or watch local news (via television, paper, computer, etc.)	1%	N=4	9%	N=27	24%	N=71	25%	N=75	40%	N=121	100%	N=298
Vote in local elections	5%	N=16	2%	N=7	4%	N=11	14%	N=43	74%	N=223	100%	N=300

The National Citizen Survey™

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	34%	N=101
Very good	37%	N=111
Good	22%	N=67
Fair	5%	N=16
Poor	2%	N=6
Total	100%	N=299

Table 20: 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	12%	N=34
Somewhat positive	26%	N=78
Neutral	47%	N=140
Somewhat negative	15%	N=46
Very negative	1%	N=2
Total	100%	N=300

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=167
Working part time for pay	12%	N=35
Unemployed, looking for paid work	1%	N=4
Unemployed, not looking for paid work	2%	N=7
Fully retired	29%	N=86
Total	100%	N=298

Table 22: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	31%	N=87
Yes, from home	13%	N=37
No	56%	N=160
Total	100%	N=284

Table 23: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	9%	N=26
2 to 5 years	24%	N=72
6 to 10 years	13%	N=38
11 to 20 years	23%	N=69
More than 20 years	32%	N=97
Total	100%	N=302

The National Citizen Survey™

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	58%	N=173
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=124
Mobile home	0%	N=0
Other	1%	N=4
Total	100%	N=301

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	30%	N=90
Owned	70%	N=210
Total	100%	N=300

Table 26: 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	2%	N=7
\$300 to \$599 per month	9%	N=26
\$600 to \$999 per month	10%	N=28
\$1,000 to \$1,499 per month	24%	N=70
\$1,500 to \$2,499 per month	29%	N=83
\$2,500 or more per month	26%	N=75
Total	100%	N=290

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=223
Yes	26%	N=78
Total	100%	N=300

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	65%	N=195
Yes	35%	N=103
Total	100%	N=298

The National Citizen Survey™

Table 29: 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	8%	N=22
\$25,000 to \$49,999	13%	N=35
\$50,000 to \$99,999	26%	N=70
\$100,000 to \$149,999	18%	N=48
\$150,000 or more	36%	N=98
Total	100%	N=273

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=271
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=24
Total	100%	N=295

Table 31: 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	2%	N=5
Asian, Asian Indian or Pacific Islander	3%	N=8
Black or African American	0%	N=1
White	95%	N=278
Other	4%	N=11

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

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=6
25 to 34 years	19%	N=58
35 to 44 years	11%	N=33
45 to 54 years	23%	N=67
55 to 64 years	12%	N=35
65 to 74 years	19%	N=56
75 years or older	14%	N=41
Total	100%	N=295

Table 33: Question D16

What is your sex?	Percent	Number
Female	52%	N=151
Male	48%	N=142
Total	100%	N=293

The National Citizen Survey™

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	76%	N=228
Land line	11%	N=33
Both	13%	N=40
Total	100%	N=300

The National Citizen Survey™

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 35: Question 1

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	65%	N=197	33%	N=99	3%	N=8	0%	N=0	0%	N=0	100%	N=304
Your neighborhood as a place to live	57%	N=173	37%	N=113	4%	N=13	1%	N=3	0%	N=1	100%	N=302
Scottsdale as a place to raise children	41%	N=121	28%	N=83	8%	N=24	3%	N=8	20%	N=61	100%	N=297
Scottsdale as a place to work	45%	N=133	31%	N=92	6%	N=19	2%	N=6	16%	N=47	100%	N=298
Scottsdale as a place to visit	67%	N=202	26%	N=79	4%	N=11	0%	N=0	2%	N=7	100%	N=299
Scottsdale as a place to retire	56%	N=167	27%	N=79	7%	N=21	2%	N=6	8%	N=25	100%	N=298
The overall quality of life in Scottsdale	58%	N=178	37%	N=112	4%	N=13	0%	N=0	0%	N=1	100%	N=304

Table 36: 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	
Overall feeling of safety in Scottsdale	44%	N=132	51%	N=153	5%	N=15	0%	N=0	1%	N=3	100%	N=303
Overall ease of getting to the places you usually have to visit	36%	N=109	46%	N=141	16%	N=48	2%	N=5	0%	N=0	100%	N=302
Quality of overall natural environment in Scottsdale	46%	N=138	46%	N=137	8%	N=24	1%	N=3	0%	N=0	100%	N=302
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	31%	N=94	48%	N=144	18%	N=54	3%	N=9	0%	N=1	100%	N=301
Health and wellness opportunities in Scottsdale	55%	N=165	32%	N=95	9%	N=28	1%	N=2	3%	N=9	100%	N=299
Overall opportunities for education and enrichment	34%	N=103	39%	N=119	13%	N=39	3%	N=8	11%	N=33	100%	N=302
Overall economic health of Scottsdale	32%	N=94	49%	N=147	9%	N=26	2%	N=6	8%	N=25	100%	N=297
Sense of community	20%	N=60	31%	N=93	32%	N=95	13%	N=38	3%	N=10	100%	N=297
Overall image or reputation of Scottsdale	49%	N=148	40%	N=122	8%	N=25	2%	N=5	0%	N=1	100%	N=301

Table 37: 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	
Recommend living in Scottsdale to someone who asks	73%	N=222	23%	N=70	3%	N=9	1%	N=3	0%	N=0	100%	N=304
Remain in Scottsdale for the next five years	76%	N=230	12%	N=38	4%	N=13	5%	N=17	2%	N=6	100%	N=304

Table 38: 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	
In your neighborhood during the day	81%	N=247	17%	N=51	2%	N=6	0%	N=1	0%	N=0	0%	N=0	100%	N=305
In Scottsdale's downtown/commercial area during the day	62%	N=189	30%	N=90	4%	N=12	1%	N=2	0%	N=0	4%	N=12	100%	N=304

The National Citizen Survey™

Table 39: 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=22	48%	N=147	33%	N=101	11%	N=33	1%	N=3	100%	N=305
Ease of public parking	16%	N=48	48%	N=146	25%	N=74	9%	N=26	2%	N=7	100%	N=302
Ease of travel by car in Scottsdale	22%	N=67	48%	N=146	24%	N=74	5%	N=14	1%	N=3	100%	N=303
Ease of travel by public transportation in Scottsdale	5%	N=14	20%	N=60	16%	N=47	17%	N=52	42%	N=127	100%	N=299
Ease of travel by bicycle in Scottsdale	15%	N=43	27%	N=78	18%	N=53	7%	N=20	34%	N=99	100%	N=293
Ease of walking in Scottsdale	34%	N=101	37%	N=110	15%	N=45	9%	N=26	6%	N=18	100%	N=300
Availability of paths and walking trails	43%	N=131	36%	N=110	13%	N=38	4%	N=12	4%	N=11	100%	N=302
Air quality	19%	N=56	44%	N=131	27%	N=81	9%	N=26	1%	N=4	100%	N=298
Cleanliness of Scottsdale	44%	N=132	45%	N=136	11%	N=34	0%	N=1	0%	N=0	100%	N=304
Overall appearance of Scottsdale	48%	N=146	42%	N=126	10%	N=30	0%	N=0	0%	N=0	100%	N=302
Public places where people want to spend time	42%	N=125	42%	N=126	13%	N=40	1%	N=3	2%	N=7	100%	N=301
Variety of housing options	23%	N=68	38%	N=115	25%	N=76	9%	N=27	5%	N=15	100%	N=301
Availability of affordable quality housing	5%	N=14	28%	N=84	28%	N=83	30%	N=90	10%	N=31	100%	N=302
Fitness opportunities (including exercise classes and paths or trails, etc.)	48%	N=144	35%	N=105	10%	N=30	3%	N=9	4%	N=13	100%	N=302
Recreational opportunities	42%	N=128	38%	N=113	12%	N=35	4%	N=11	5%	N=14	100%	N=302
Availability of affordable quality food	39%	N=118	38%	N=116	18%	N=54	4%	N=12	1%	N=2	100%	N=301
Availability of affordable quality health care	35%	N=106	38%	N=116	16%	N=49	6%	N=17	5%	N=14	100%	N=302
Availability of preventive health services	35%	N=105	39%	N=118	12%	N=35	4%	N=11	10%	N=29	100%	N=299
Availability of affordable quality mental health care	16%	N=49	19%	N=56	11%	N=32	9%	N=28	45%	N=134	100%	N=299

Table 40: 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=20	11%	N=34	12%	N=37	4%	N=13	65%	N=192	100%	N=296
K-12 education	10%	N=30	26%	N=76	13%	N=38	5%	N=16	46%	N=135	100%	N=295
Adult educational opportunities	12%	N=36	29%	N=86	17%	N=51	4%	N=12	38%	N=111	100%	N=297
Opportunities to attend cultural/arts/music activities	33%	N=99	44%	N=132	13%	N=38	3%	N=9	8%	N=23	100%	N=300
Opportunities to participate in religious or spiritual events and activities	28%	N=83	29%	N=87	9%	N=28	2%	N=5	32%	N=94	100%	N=297
Employment opportunities	14%	N=42	36%	N=107	18%	N=52	3%	N=9	29%	N=86	100%	N=295
Shopping opportunities	67%	N=201	28%	N=84	3%	N=10	1%	N=3	1%	N=2	100%	N=300
Cost of living in Scottsdale	5%	N=14	37%	N=111	42%	N=125	15%	N=44	1%	N=3	100%	N=297
Overall quality of business and service establishments in Scottsdale	28%	N=83	57%	N=169	13%	N=38	1%	N=3	1%	N=4	100%	N=297
Vibrant downtown/commercial area	43%	N=125	40%	N=117	14%	N=42	1%	N=3	2%	N=6	100%	N=294
Overall quality of new development in Scottsdale	26%	N=78	38%	N=111	17%	N=49	10%	N=28	9%	N=27	100%	N=293
Opportunities to participate in social events and activities	29%	N=87	43%	N=128	15%	N=44	2%	N=6	10%	N=31	100%	N=297
Opportunities to volunteer	23%	N=68	35%	N=106	10%	N=29	2%	N=6	30%	N=91	100%	N=300
Opportunities to participate in community matters	13%	N=39	37%	N=108	19%	N=55	4%	N=13	27%	N=80	100%	N=294
Openness and acceptance of the community toward people of diverse backgrounds	14%	N=43	32%	N=96	25%	N=74	12%	N=36	17%	N=51	100%	N=301
Neighborliness of residents in Scottsdale	15%	N=46	40%	N=120	31%	N=91	12%	N=35	2%	N=7	100%	N=298
Helping new residents feel connected and integrated	9%	N=28	26%	N=78	31%	N=93	16%	N=49	18%	N=53	100%	N=300

The National Citizen Survey™

Please rate each of the following characteristics as they relate to Scottsdale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	13%	N=40	31%	N=94	29%	N=88	9%	N=29	17%	N=50	100%	N=301
Demonstrating respect for residents of different cultures and belief systems												

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	16%	N=48	84%	N=254	100%	N=302
Made efforts to conserve water	26%	N=79	74%	N=221	100%	N=300
Made efforts to make your home more energy efficient	60%	N=178	40%	N=121	100%	N=299
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	92%	N=274	8%	N=25	100%	N=299
Household member was a victim of a crime in Scottsdale	83%	N=249	17%	N=51	100%	N=300
Reported a crime to the police in Scottsdale	79%	N=238	21%	N=62	100%	N=300
Stocked supplies in preparation for an emergency	66%	N=198	34%	N=101	100%	N=299
Campaigned or advocated for an issue, cause or candidate	66%	N=196	34%	N=103	100%	N=299
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	83%	N=249	17%	N=49	100%	N=298
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion						

Table 42: 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	
	13%	N=37	19%	N=55	30%	N=89	39%	N=115	100%	N=297
Used Scottsdale recreation centers or their services	22%	N=66	26%	N=78	35%	N=105	17%	N=50	100%	N=298
Visited a neighborhood park or City park	11%	N=34	17%	N=51	31%	N=92	41%	N=122	100%	N=299
Used Scottsdale public libraries or their services	12%	N=37	18%	N=53	17%	N=51	53%	N=157	100%	N=298
Participated in religious or spiritual activities in Scottsdale	2%	N=7	6%	N=19	42%	N=124	49%	N=147	100%	N=297
Attended a City-sponsored event	3%	N=8	4%	N=11	13%	N=39	81%	N=240	100%	N=298
Used bus or other public transportation instead of driving	12%	N=35	17%	N=50	13%	N=39	58%	N=173	100%	N=297
Carpooled with other adults or children instead of driving alone	15%	N=46	16%	N=47	30%	N=88	39%	N=114	100%	N=295
Walked or biked instead of driving	6%	N=19	9%	N=26	20%	N=59	65%	N=192	100%	N=295
Volunteered your time to some group/activity in Scottsdale	9%	N=26	10%	N=29	13%	N=39	68%	N=200	100%	N=295
Participated in a club	41%	N=123	28%	N=84	20%	N=59	10%	N=31	100%	N=296
Talked to or visited with your immediate neighbors	23%	N=67	23%	N=69	32%	N=95	22%	N=64	100%	N=296
Done a favor for a neighbor	4%	N=11	2%	N=6	8%	N=25	86%	N=255	100%	N=297
Visited or used a City pool	7%	N=21	3%	N=9	10%	N=29	80%	N=232	100%	N=289
Used a City fitness facility	19%	N=56	36%	N=108	37%	N=109	8%	N=25	100%	N=297
Visited downtown for shopping, dining or to attend an event										

Table 43: 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	
	0%	N=1	2%	N=6	16%	N=48	82%	N=245	100%	N=301
Attended a local public meeting	2%	N=6	3%	N=10	16%	N=49	78%	N=235	100%	N=299
Watched (online or on television) a local public meeting										

The National Citizen Survey™

Table 44: 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	38%	N=114	37%	N=111	6%	N=19	2%	N=5	17%	N=51	100%	N=300
Fire services	45%	N=135	25%	N=75	4%	N=11	0%	N=0	27%	N=80	100%	N=301
Ambulance or emergency medical services	38%	N=115	24%	N=73	3%	N=8	1%	N=3	34%	N=104	100%	N=302
Crime prevention	20%	N=58	38%	N=114	8%	N=25	3%	N=8	32%	N=95	100%	N=300
Fire prevention and education	22%	N=66	33%	N=96	7%	N=19	1%	N=3	37%	N=109	100%	N=294
Traffic enforcement	18%	N=55	41%	N=121	16%	N=48	10%	N=30	15%	N=44	100%	N=297
Street repair	18%	N=56	45%	N=135	25%	N=76	6%	N=18	6%	N=17	100%	N=301
Street cleaning	26%	N=78	47%	N=139	20%	N=59	2%	N=6	5%	N=16	100%	N=298
Street lighting	22%	N=68	47%	N=142	20%	N=61	7%	N=22	3%	N=9	100%	N=301
Sidewalk maintenance	25%	N=75	46%	N=136	19%	N=57	3%	N=9	6%	N=17	100%	N=294
Traffic signal timing	15%	N=46	41%	N=122	25%	N=76	15%	N=45	4%	N=13	100%	N=301
Bus or transit services	10%	N=30	21%	N=64	7%	N=21	9%	N=27	52%	N=156	100%	N=298
Garbage collection	46%	N=139	35%	N=104	7%	N=22	1%	N=3	10%	N=31	100%	N=299
Recycling	40%	N=121	34%	N=101	8%	N=24	9%	N=26	9%	N=27	100%	N=299
Yard waste pick-up	34%	N=101	26%	N=79	8%	N=25	3%	N=8	29%	N=85	100%	N=299
Storm drainage	22%	N=66	40%	N=119	16%	N=49	8%	N=23	14%	N=41	100%	N=298
Drinking water	22%	N=67	35%	N=104	24%	N=72	13%	N=37	6%	N=19	100%	N=298
Sewer services	30%	N=88	36%	N=106	15%	N=46	1%	N=4	18%	N=53	100%	N=298
Utility billing	26%	N=78	41%	N=122	16%	N=49	8%	N=24	8%	N=23	100%	N=297
City parks	40%	N=121	42%	N=127	9%	N=26	0%	N=1	8%	N=24	100%	N=300
Recreation programs or classes	21%	N=61	26%	N=77	6%	N=18	2%	N=5	45%	N=134	100%	N=294
Recreation centers or facilities	20%	N=59	32%	N=95	7%	N=19	1%	N=3	41%	N=120	100%	N=295
Land use, planning and zoning	10%	N=30	27%	N=80	25%	N=75	11%	N=32	27%	N=79	100%	N=297
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=43	26%	N=78	19%	N=56	7%	N=22	33%	N=100	100%	N=299
Animal control	17%	N=52	30%	N=90	11%	N=34	5%	N=14	37%	N=110	100%	N=300
Economic development	20%	N=59	42%	N=125	16%	N=46	3%	N=10	19%	N=55	100%	N=295
Public library services	42%	N=124	23%	N=69	4%	N=13	1%	N=2	30%	N=88	100%	N=296
Public information services	18%	N=53	33%	N=97	13%	N=38	2%	N=6	34%	N=102	100%	N=296
Cable television	16%	N=48	28%	N=85	21%	N=62	13%	N=37	22%	N=66	100%	N=298
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=25	21%	N=63	16%	N=47	3%	N=10	52%	N=155	100%	N=300
Preservation of natural areas such as open space, farmlands and greenbelts	26%	N=77	36%	N=106	16%	N=49	5%	N=15	17%	N=49	100%	N=296
Scottsdale McDowell Sonoran Preserve	45%	N=135	22%	N=67	8%	N=24	1%	N=2	23%	N=69	100%	N=297
City-sponsored special events	18%	N=53	34%	N=102	10%	N=31	1%	N=4	36%	N=108	100%	N=298
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	24%	N=73	39%	N=116	12%	N=37	4%	N=13	20%	N=60	100%	N=300
Scottsdale website (www.ScottsdaleAZ.gov)	15%	N=44	34%	N=98	15%	N=45	0%	N=1	36%	N=104	100%	N=292
City Cable Channel 11 or Scottsdale Video Network	7%	N=20	16%	N=48	10%	N=29	1%	N=2	67%	N=198	100%	N=296
Water services provided by Scottsdale Water Department	22%	N=64	42%	N=125	14%	N=43	5%	N=14	17%	N=52	100%	N=297
Drinking water taste	16%	N=49	28%	N=85	23%	N=69	27%	N=80	6%	N=17	100%	N=301
Senior services	13%	N=38	18%	N=54	6%	N=19	2%	N=7	60%	N=181	100%	N=301

The National Citizen Survey™

Table 45: 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	
The City of Scottsdale	31%	N=93	52%	N=157	13%	N=40	0%	N=1	3%	N=9	100%	N=300
The Federal Government	7%	N=22	26%	N=77	42%	N=125	13%	N=38	12%	N=37	100%	N=299
The State Government	8%	N=23	34%	N=102	38%	N=114	8%	N=23	13%	N=37	100%	N=299
Maricopa County Government	8%	N=24	33%	N=99	35%	N=105	5%	N=16	18%	N=53	100%	N=297

Table 46: Question 12

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%	N=55	42%	N=126	28%	N=84	6%	N=17	6%	N=18	100%	N=300
The overall direction that Scottsdale is taking	16%	N=49	44%	N=132	25%	N=74	8%	N=24	7%	N=22	100%	N=301
The job Scottsdale government does at welcoming citizen involvement	14%	N=42	27%	N=82	23%	N=68	10%	N=29	26%	N=79	100%	N=300
Overall confidence in Scottsdale government	13%	N=38	40%	N=120	29%	N=88	9%	N=26	9%	N=27	100%	N=298
Generally acting in the best interest of the community	13%	N=40	40%	N=119	27%	N=80	12%	N=35	8%	N=25	100%	N=299
Being honest	14%	N=42	28%	N=83	26%	N=79	13%	N=38	19%	N=58	100%	N=299
Treating all residents fairly	14%	N=43	31%	N=92	23%	N=68	12%	N=37	20%	N=59	100%	N=300
Law enforcement treating all residents fairly	20%	N=60	31%	N=92	17%	N=52	6%	N=18	26%	N=77	100%	N=300

Table 47: 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	
Overall feeling of safety in Scottsdale	65%	N=197	30%	N=92	5%	N=14	0%	N=1	100%	N=304
Overall ease of getting to the places you usually have to visit	41%	N=124	51%	N=154	8%	N=25	0%	N=1	100%	N=303
Quality of overall natural environment in Scottsdale	52%	N=156	36%	N=108	11%	N=33	0%	N=1	100%	N=298
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	42%	N=128	44%	N=133	14%	N=42	0%	N=0	100%	N=303
Health and wellness opportunities in Scottsdale	40%	N=122	41%	N=124	17%	N=52	2%	N=5	100%	N=303
Overall opportunities for education and enrichment	40%	N=122	44%	N=133	13%	N=40	3%	N=8	100%	N=303
Overall economic health of Scottsdale	54%	N=165	38%	N=115	7%	N=22	0%	N=1	100%	N=303
Sense of community	36%	N=108	50%	N=150	13%	N=40	2%	N=5	100%	N=302

Table 48: Question 14

Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Repair or replace aging parks, libraries and arts facilities	25%	N=74	43%	N=128	29%	N=88	1%	N=4	2%	N=6	100%	N=300
Repave roads and improve roadside appearance	43%	N=129	37%	N=111	18%	N=54	1%	N=4	1%	N=2	100%	N=300
Build new public parking garages and improve event spaces downtown	16%	N=48	26%	N=78	44%	N=133	11%	N=34	2%	N=7	100%	N=301
Upgrade outdated City technology such as the 911 dispatch and building permit systems	36%	N=108	37%	N=110	22%	N=64	1%	N=4	4%	N=12	100%	N=299
Build structures to better manage storm-related flooding and run-off	29%	N=86	40%	N=118	25%	N=73	5%	N=14	2%	N=7	100%	N=299
Remodel fire and police stations and training facilities to meet current safety and operational standards	30%	N=89	36%	N=107	25%	N=74	7%	N=20	3%	N=10	100%	N=300

The National Citizen Survey™

Table 49: Question 15

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	10%	N=30	15%	N=45	34%	N=104	41%	N=123	100%	N=301
Rode a mountain bike in the Preserve	1%	N=4	2%	N=7	12%	N=35	84%	N=253	100%	N=300
Rock climbed in the Preserve	1%	N=2	1%	N=4	6%	N=17	93%	N=277	100%	N=299
Ridden a horse in the Preserve	0%	N=0	2%	N=6	5%	N=15	93%	N=279	100%	N=299
Visited a Preserve trailhead	8%	N=23	14%	N=42	31%	N=91	47%	N=142	100%	N=298
Taken out of town visitors on any of these activities in the Preserve	1%	N=3	7%	N=20	39%	N=117	54%	N=161	100%	N=301

Table 50: Question 16

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree or disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
The City of Scottsdale should do more to promote water conservation among residents	48%	N=143	32%	N=97	16%	N=48	2%	N=5	1%	N=3	2%	N=5	100%	N=301
My household could do more to conserve water	24%	N=72	39%	N=117	21%	N=62	9%	N=28	5%	N=16	2%	N=5	100%	N=300
My neighbors could do more to conserve water	27%	N=82	28%	N=84	22%	N=65	4%	N=11	2%	N=6	17%	N=52	100%	N=301

Table 51: Question 17

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
Scottsdale Update utility bill newsletter	20%	N=61	34%	N=101	46%	N=138	100%	N=301
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	17%	N=50	35%	N=106	48%	N=145	100%	N=300
City website (ScottsdaleAZ.gov)	23%	N=68	41%	N=121	37%	N=109	100%	N=298
Scottsdale Update weekly email newsletter (or other City email newsletters)	6%	N=19	34%	N=101	60%	N=179	100%	N=299
City Cable Channel 11 or Scottsdale Video Network	7%	N=20	24%	N=71	70%	N=208	100%	N=299
Local newspapers, television or radio news	42%	N=125	36%	N=107	23%	N=69	100%	N=301
Facebook	18%	N=53	21%	N=62	62%	N=184	100%	N=298
Twitter	7%	N=21	14%	N=42	79%	N=239	100%	N=302
Next Door	16%	N=48	22%	N=67	62%	N=185	100%	N=300
YouTube	4%	N=12	14%	N=41	82%	N=248	100%	N=301
Word of mouth	35%	N=105	46%	N=137	19%	N=58	100%	N=300

Table 52: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	3%	N=10	6%	N=19	4%	N=11	22%	N=65	65%	N=197	100%	N=302
Purchase goods or services from a business located in Scottsdale	2%	N=5	0%	N=1	18%	N=54	51%	N=154	29%	N=87	100%	N=301
Eat at least 5 portions of fruits and vegetables a day	3%	N=9	12%	N=36	36%	N=106	33%	N=96	16%	N=48	100%	N=295
Participate in moderate or vigorous physical activity	2%	N=5	9%	N=27	19%	N=58	38%	N=112	32%	N=96	100%	N=298
Read or watch local news (via television, paper, computer, etc.)	1%	N=4	9%	N=27	24%	N=71	25%	N=75	40%	N=121	100%	N=298
Vote in local elections	5%	N=16	2%	N=7	4%	N=11	14%	N=43	74%	N=223	100%	N=300

The National Citizen Survey™

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	34%	N=101
Very good	37%	N=111
Good	22%	N=67
Fair	5%	N=16
Poor	2%	N=6
Total	100%	N=299

Table 54: 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	12%	N=34
Somewhat positive	26%	N=78
Neutral	47%	N=140
Somewhat negative	15%	N=46
Very negative	1%	N=2
Total	100%	N=300

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=167
Working part time for pay	12%	N=35
Unemployed, looking for paid work	1%	N=4
Unemployed, not looking for paid work	2%	N=7
Fully retired	29%	N=86
Total	100%	N=298

Table 56: Question D5

Do you work inside the boundaries of Scottsdale?	Percent	Number
Yes, outside the home	31%	N=87
Yes, from home	13%	N=37
No	56%	N=160
Total	100%	N=284

Table 57: Question D6

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	9%	N=26
2 to 5 years	24%	N=72
6 to 10 years	13%	N=38
11 to 20 years	23%	N=69
More than 20 years	32%	N=97
Total	100%	N=302

The National Citizen Survey™

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	58%	N=173
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=124
Mobile home	0%	N=0
Other	1%	N=4
Total	100%	N=301

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	30%	N=90
Owned	70%	N=210
Total	100%	N=300

Table 60: 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	2%	N=7
\$300 to \$599 per month	9%	N=26
\$600 to \$999 per month	10%	N=28
\$1,000 to \$1,499 per month	24%	N=70
\$1,500 to \$2,499 per month	29%	N=83
\$2,500 or more per month	26%	N=75
Total	100%	N=290

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=223
Yes	26%	N=78
Total	100%	N=300

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	65%	N=195
Yes	35%	N=103
Total	100%	N=298

The National Citizen Survey™

Table 63: 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	8%	N=22
\$25,000 to \$49,999	13%	N=35
\$50,000 to \$99,999	26%	N=70
\$100,000 to \$149,999	18%	N=48
\$150,000 or more	36%	N=98
Total	100%	N=273

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=271
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=24
Total	100%	N=295

Table 65: 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	2%	N=5
Asian, Asian Indian or Pacific Islander	3%	N=8
Black or African American	0%	N=1
White	95%	N=278
Other	4%	N=11

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

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=6
25 to 34 years	19%	N=58
35 to 44 years	11%	N=33
45 to 54 years	23%	N=67
55 to 64 years	12%	N=35
65 to 74 years	19%	N=56
75 years or older	14%	N=41
Total	100%	N=295

Table 67: Question D16

What is your sex?	Percent	Number
Female	52%	N=151
Male	48%	N=142
Total	100%	N=293

The National Citizen Survey™

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	76%	N=228
Land line	11%	N=33
Both	13%	N=40
Total	100%	N=300

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; 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 communities in the database represent a wide geographic and population range. The City of Scottsdale chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Scottsdale’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Scottsdale’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Scottsdale’s rating to the benchmark.

In that final column, Scottsdale’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Scottsdale residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Scottsdale’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Scottsdale’s average rating was more than 20 points different when compared to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Scottsdale	96%	13	454	Higher
Overall image or reputation of Scottsdale	90%	37	349	Higher
Scottsdale as a place to live	97%	25	391	Higher
Your neighborhood as a place to live	95%	22	313	Higher
Scottsdale as a place to raise children	86%	117	380	Similar
Scottsdale as a place to retire	90%	2	354	Much higher
Overall appearance of Scottsdale	90%	27	357	Higher

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Scottsdale	95%	78	348	Higher
	In your neighborhood during the day	98%	61	356	Similar
	In Scottsdale's downtown/commercial area during the day	95%	110	315	Similar
Mobility	Overall ease of getting to the places you usually have to visit	82%	54	265	Similar
	Availability of paths and walking trails	83%	40	318	Higher
	Ease of walking in Scottsdale	75%	80	306	Similar
	Ease of travel by bicycle in Scottsdale	63%	79	306	Similar
	Ease of travel by public transportation in Scottsdale	43%	105	225	Similar
	Ease of travel by car in Scottsdale	71%	100	305	Similar
	Ease of public parking	66%	66	224	Similar
Natural Environment	Traffic flow on major streets	56%	116	341	Similar
	Quality of overall natural environment in Scottsdale	91%	40	278	Higher
	Cleanliness of Scottsdale	88%	46	285	Higher
Built Environment	Air quality	64%	201	247	Similar
	Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	79%	21	255	Higher
	Overall quality of new development in Scottsdale	71%	32	293	Higher
	Availability of affordable quality housing	36%	197	303	Similar
	Variety of housing options	64%	62	280	Similar
	Public places where people want to spend time	85%	11	248	Higher
Economy	Overall economic health of Scottsdale	88%	28	261	Higher
	Vibrant downtown/commercial area	84%	6	237	Much higher
	Overall quality of business and service establishments in Scottsdale	86%	11	274	Higher
	Cost of living in Scottsdale	43%	135	258	Similar
	Shopping opportunities	96%	1	297	Much higher
	Employment opportunities	71%	16	310	Much higher
	Scottsdale as a place to visit	96%	4	275	Much higher
	Scottsdale as a place to work	90%	5	361	Much higher
	Health and wellness opportunities in Scottsdale	90%	3	256	Much higher
	Availability of affordable quality mental health care	64%	21	225	Higher
Recreation and Wellness	Availability of preventive health services	83%	10	239	Higher
	Availability of affordable quality health care	77%	21	260	Higher
	Availability of affordable quality food	78%	14	245	Higher
	Recreational opportunities	84%	26	297	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	11	246	Higher
	Overall opportunities for education and enrichment	83%	54	258	Higher
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	84%	40	207	Similar
	Opportunities to attend cultural/arts/music activities	83%	22	296	Higher
	Adult educational opportunities	66%	80	235	Similar
	K-12 education	66%	183	273	Similar
	Availability of affordable quality child care/preschool	52%	98	256	Similar
		Opportunities to participate in social events and activities	81%	19	265
Community Engagement	Neighborhoodliness of Scottsdale	57%	168	250	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	56%	209	294	Similar
	Opportunities to participate in community matters	68%	103	276	Similar
	Opportunities to volunteer	83%	36	266	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Scottsdale	86%	51	429	Higher
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	79%	130	380	Similar
Value of services for the taxes paid to Scottsdale	64%	48	404	Similar
Overall direction that Scottsdale is taking	65%	101	318	Similar
Job Scottsdale government does at welcoming citizen involvement	56%	97	324	Similar
Overall confidence in Scottsdale government	58%	92	261	Similar
Generally acting in the best interest of the community	58%	118	261	Similar
Being honest	52%	149	253	Similar
Treating all residents fairly	56%	125	259	Similar
Services provided by the Federal Government	38%	87	252	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police services	90%	70	461	Similar	
	Fire services	95%	47	388	Similar	
	Ambulance or emergency medical services	95%	51	348	Similar	
	Crime prevention	84%	92	363	Similar	
	Fire prevention and education	88%	64	285	Similar	
	Animal control	75%	49	341	Similar	
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	149	279	Similar	
	Mobility	Traffic enforcement	69%	142	371	Similar
		Street repair	67%	32	388	Higher
		Street cleaning	77%	33	323	Higher
Street lighting		72%	55	327	Similar	
Sidewalk maintenance		76%	11	322	Higher	
Traffic signal timing		58%	69	265	Similar	
Bus or transit services		66%	64	230	Similar	
Natural Environment	Garbage collection	91%	16	356	Similar	
	Recycling	82%	110	360	Similar	

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	84%	34	270	Higher
	Drinking water	61%	214	315	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	74%	31	258	Higher
Built Environment	Open space	88%	2	235	Much higher
	Storm drainage	72%	103	352	Similar
	Sewer services	80%	76	321	Similar
	Utility billing	73%	74	227	Similar
	Land use, planning and zoning	51%	105	302	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	61%	67	389	Higher
	Cable television	57%	58	203	Similar
Economy	Economic development	77%	16	286	Higher
Recreation and Wellness	City parks	90%	61	326	Similar
	Recreation programs or classes	86%	29	326	Higher
	Recreation centers or facilities	87%	37	279	Higher
Education and Enrichment	City-sponsored special events	82%	41	278	Similar
	Public library services	93%	20	339	Higher
Community Engagement	Public information services	78%	44	288	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	53%	208	312	Similar
Recommend living in Scottsdale to someone who asks	96%	30	288	Higher
Remain in Scottsdale for the next five years	90%	35	281	Similar
Contacted Scottsdale (in-person, phone, email or web) for help or information	34%	288	323	Lower

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	21%	209	226	Lower
	Did NOT report a crime to the police	83%	86	252	Similar
	Household member was NOT a victim of a crime	92%	91	273	Similar
Mobility	Used bus or other public transportation instead of driving	19%	98	205	Similar
	Carpooled with other adults or children instead of driving alone	42%	136	240	Similar
	Walked or biked instead of driving	61%	93	249	Similar
Natural Environment	Made efforts to conserve water	84%	87	234	Similar
	Made efforts to make your home more energy efficient	74%	156	236	Similar
	Recycle at home	90%	140	260	Similar
Built Environment	Did NOT observe a code violation or other hazard in Scottsdale	60%	90	242	Similar
	NOT experiencing housing costs stress	69%	134	259	Similar
Economy	Purchase goods or services from a business located in Scottsdale	98%	68	246	Similar
	Economy will have positive impact on income	38%	62	260	Similar
	Work inside boundaries of Scottsdale	44%	97	247	Similar
Recreation and Wellness	Used Scottsdale recreation centers or their services	61%	83	238	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Visited a neighborhood park or City park	83%	164	270	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	94	238	Similar
	Participate in moderate or vigorous physical activity	89%	52	242	Similar
	In very good to excellent health	71%	36	242	Similar
Education and Enrichment	Used Scottsdale public libraries or their services	59%	162	249	Similar
	Participated in religious or spiritual activities in Scottsdale	47%	90	205	Similar
	Attended City-sponsored event	51%	161	247	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	34%	31	230	Similar
	Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	17%	139	244	Similar
	Volunteered your time to some group/activity in Scottsdale	35%	160	266	Similar
	Participated in a club	32%	65	245	Similar
	Talked to or visited with your immediate neighbors	90%	156	244	Similar
	Done a favor for a neighbor	78%	181	239	Similar
	Attended a local public meeting	18%	176	264	Similar
	Watched (online or on television) a local public meeting	22%	125	231	Similar
	Read or watch local news (via television, paper, computer, etc.)	89%	35	247	Similar
	Vote in local elections	92%	17	260	Similar

Communities included in national comparisons

The communities included in Scottsdale's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603	Avon town, IN	12,446
Airway Heights city, WA	6,114	Avondale city, AZ	76,238
Albany city, OR	50,158	Azusa city, CA	46,361
Albemarle County, VA	98,970	Bainbridge Island city, WA	23,025
Albert Lea city, MN	18,016	Baltimore city, MD	620,961
Alexandria city, VA	139,966	Baltimore County, MD	805,029
Algonquin village, IL	30,046	Bartonville town, TX	1,469
Aliso Viejo city, CA	47,823	Battle Creek city, MI	52,347
American Canyon city, CA	19,454	Bay City city, MI	34,932
Ames city, IA	58,965	Bay Village city, OH	15,651
Ankeny city, IA	45,582	Baytown city, TX	71,802
Ann Arbor city, MI	113,934	Bedford city, TX	46,979
Apache Junction city, AZ	35,840	Bedford town, MA	13,320
Arapahoe County, CO	572,003	Bellevue city, WA	122,363
Arkansas City city, AR	366	Bellingham city, WA	80,885
Arlington city, TX	365,438	Benbrook city, TX	21,234
Arvada city, CO	106,433	Bend city, OR	76,639
Asheville city, NC	83,393	Bethlehem township, PA	23,730
Ashland city, OR	20,078	Bettendorf city, IA	33,217
Ashland town, MA	16,593	Billings city, MT	104,170
Ashland town, VA	7,225	Bloomington city, IN	80,405
Aspen city, CO	6,658	Bloomington city, MN	82,893
Athens-Clarke County, GA	115,452	Blue Springs city, MO	52,575
Auburn city, AL	53,380	Boise City city, ID	205,671
Augusta CCD, GA	134,777	Bonner Springs city, KS	7,314
Aurora city, CO	325,078	Boone County, KY	118,811
Austin city, TX	790,390	Boulder city, CO	97,385
Avon town, CO	6,447	Bowling Green city, KY	58,067

The National Citizen Survey™

Bozeman city, MT	37,280	Cupertino city, CA	58,302
Brentwood city, MO	8,055	Dacono city, CO	4,152
Brentwood city, TN	37,060	Dakota County, MN	398,552
Brighton city, CO	33,352	Dallas city, OR	14,583
Brighton city, MI	7,444	Dallas city, TX	1,197,816
Bristol city, TN	26,702	Danville city, KY	16,218
Broken Arrow city, OK	98,850	Dardenne Prairie city, MO	11,494
Brookline CDP, MA	58,732	Darien city, IL	22,086
Brooklyn Center city, MN	30,104	Davenport city, FL	2,888
Brooklyn city, OH	11,169	Davidson town, NC	10,944
Broomfield city, CO	55,889	Dayton city, OH	141,527
Brownsburg town, IN	21,285	Dayton town, WY	757
Buffalo Grove village, IL	41,496	Dearborn city, MI	98,153
Burlingame city, CA	28,806	Decatur city, GA	19,335
Cabarrus County, NC	178,011	Del Mar city, CA	4,161
Cambridge city, MA	105,162	DeLand city, FL	27,031
Canandaigua city, NY	10,545	Delaware city, OH	34,753
Cannon Beach city, OR	1,690	Denison city, TX	22,682
Cañon City city, CO	16,400	Denton city, TX	113,383
Canton city, SD	3,057	Denver city, CO	600,158
Cape Coral city, FL	154,305	Des Moines city, IA	203,433
Carlisle borough, PA	18,682	Des Peres city, MO	8,373
Carlsbad city, CA	105,328	Destin city, FL	12,305
Carroll city, IA	10,103	Dover city, NH	29,987
Cartersville city, GA	19,731	Dublin city, CA	46,036
Cary town, NC	135,234	Dublin city, OH	41,751
Castine town, ME	1,366	Duluth city, MN	86,265
Castle Rock town, CO	48,231	Durham city, NC	228,330
Cedar Hill city, TX	45,028	Durham County, NC	267,587
Cedar Rapids city, IA	126,326	Dyer town, IN	16,390
Celina city, TX	6,028	Eagan city, MN	64,206
Centennial city, CO	100,377	Eagle Mountain city, UT	21,415
Chandler city, AZ	236,123	Eagle town, CO	6,508
Chandler city, TX	2,734	Eau Claire city, WI	65,883
Chanhassen city, MN	22,952	Eden Prairie city, MN	60,797
Chapel Hill town, NC	57,233	Eden town, VT	1,323
Chardon city, OH	5,148	Edgerton city, KS	1,671
Charles County, MD	146,551	Edgewater city, CO	5,170
Charlotte city, NC	731,424	Edina city, MN	47,941
Charlotte County, FL	159,978	Edmond city, OK	81,405
Charlottesville city, VA	43,475	Edmonds city, WA	39,709
Chattanooga city, TN	167,674	El Cerrito city, CA	23,549
Chautauqua town, NY	4,464	El Dorado County, CA	181,058
Chesterfield County, VA	316,236	El Paso de Robles (Paso Robles) city, CA	29,793
Clackamas County, OR	375,992	Elk Grove city, CA	153,015
Clarendon Hills village, IL	8,427	Elko New Market city, MN	4,110
Clayton city, MO	15,939	Elmhurst city, IL	44,121
Clearwater city, FL	107,685	Englewood city, CO	30,255
Cleveland Heights city, OH	46,121	Erie town, CO	18,135
Clinton city, SC	8,490	Escambia County, FL	297,619
Clive city, IA	15,447	Estes Park town, CO	5,858
Clovis city, CA	95,631	Euclid city, OH	48,920
College Park city, MD	30,413	Fairview town, TX	7,248
College Station city, TX	93,857	Farmers Branch city, TX	28,616
Colleyville city, TX	22,807	Farmersville city, TX	3,301
Columbia city, MO	108,500	Farmington Hills city, MI	79,740
Columbia city, SC	129,272	Farmington town, CT	25,340
Columbia Falls city, MT	4,688	Fayetteville city, GA	15,945
Commerce City city, CO	45,913	Fayetteville city, NC	200,564
Concord city, CA	122,067	Fernandina Beach city, FL	11,487
Concord town, MA	17,668	Flagstaff city, AZ	65,870
Conshohocken borough, PA	7,833	Flower Mound town, TX	64,669
Coolidge city, AZ	11,825	Forest Grove city, OR	21,083
Coon Rapids city, MN	61,476	Fort Collins city, CO	143,986
Copperas Cove city, TX	32,032	Franklin city, TN	62,487
Coral Springs city, FL	121,096	Frederick town, CO	8,679
Coronado city, CA	18,912	Fremont city, CA	214,089
Corvallis city, OR	54,462	Friendswood city, TX	35,805
Cottonwood Heights city, UT	33,433	Fruita city, CO	12,646
Creve Coeur city, MO	17,833	Gahanna city, OH	33,248

The National Citizen Survey™

Gaithersburg city, MD.....	59,933	Kenmore city, WA	20,460
Galveston city, TX	47,743	Kennedale city, TX	6,763
Gardner city, KS.....	19,123	Kent city, WA.....	92,411
Georgetown city, TX.....	47,400	Kerrville city, TX.....	22,347
Germantown city, TN	38,844	Kettering city, OH	56,163
Gilbert town, AZ.....	208,453	Key West city, FL	24,649
Gillette city, WY	29,087	King City city, CA	12,874
Glen Ellyn village, IL.....	27,450	Kingman city, AZ.....	28,068
Glendora city, CA	50,073	Kirkland city, WA.....	48,787
Glenview village, IL	44,692	Kirkwood city, MO	27,540
Golden city, CO.....	18,867	Knoxville city, IA	7,313
Golden Valley city, MN.....	20,371	La Plata town, MD.....	8,753
Goodyear city, AZ	65,275	La Vista city, NE.....	15,758
Grafton village, WI.....	11,459	Laguna Niguel city, CA	62,979
Grand Blanc city, MI.....	8,276	Lake Forest city, IL.....	19,375
Grants Pass city, OR.....	34,533	Lake in the Hills village, IL.....	28,965
Grass Valley city, CA.....	12,860	Lake Stevens city, WA	28,069
Greeley city, CO.....	92,889	Lake Worth city, FL	34,910
Greenville city, NC.....	84,554	Lake Zurich village, IL	19,631
Greenwich town, CT.....	61,171	Lakeville city, MN	55,954
Greenwood Village city, CO.....	13,925	Lakewood city, CO	142,980
Greer city, SC	25,515	Lakewood city, WA.....	58,163
Gunnison County, CO	15,324	Lancaster County, SC	76,652
Haltom City city, TX	42,409	Lane County, OR.....	351,715
Hamilton city, OH.....	62,477	Lansing city, MI	114,297
Hamilton town, MA.....	7,764	Laramie city, WY.....	30,816
Hampton city, VA.....	137,436	Larimer County, CO.....	299,630
Hanover County, VA.....	99,863	Las Cruces city, NM.....	97,618
Harrisburg city, SD.....	4,089	Las Vegas city, NM.....	13,753
Harrisonburg city, VA	48,914	Lawrence city, KS.....	87,643
Harrisonville city, MO	10,019	Lawrenceville city, GA	28,546
Hastings city, MN	22,172	Lee's Summit city, MO.....	91,364
Hayward city, CA	144,186	Lehi city, UT	47,407
Henderson city, NV	257,729	Lenexa city, KS	48,190
Herndon town, VA.....	23,292	Lewisville city, TX.....	95,290
High Point city, NC	104,371	Lewisville town, NC	12,639
Highland Park city, IL	29,763	Libertyville village, IL.....	20,315
Highlands Ranch CDP, CO	96,713	Lincolnwood village, IL	12,590
Homer Glen village, IL.....	24,220	Lindsborg city, KS	3,458
Honolulu County, HI.....	953,207	Little Chute village, WI	10,449
Hooksett town, NH.....	13,451	Littleton city, CO	41,737
Hopkins city, MN	17,591	Livermore city, CA.....	80,968
Hopkinton town, MA.....	14,925	Lombard village, IL	43,165
Hoquiam city, WA	8,726	Lone Tree city, CO	10,218
Horry County, SC	269,291	Long Grove village, IL	8,043
Howard village, WI.....	17,399	Longmont city, CO	86,270
Hudson town, CO.....	2,356	Longview city, TX.....	80,455
Huntley village, IL	24,291	Lonsdale city, MN.....	3,674
Huntsville city, TX	38,548	Los Alamos County, NM.....	17,950
Hurst city, TX.....	37,337	Los Altos Hills town, CA	7,922
Hutchinson city, MN	14,178	Loudoun County, VA	312,311
Hutto city, TX	14,698	Louisville city, CO.....	18,376
Independence city, MO.....	116,830	Lower Merion township, PA.....	57,825
Indianola city, IA.....	14,782	Lynchburg city, VA	75,568
Indio city, CA	76,036	Lynnwood city, WA	35,836
Iowa City city, IA	67,862	Macomb County, MI	840,978
Irving city, TX.....	216,290	Manassas city, VA	37,821
Issaquah city, WA	30,434	Manhattan Beach city, CA.....	35,135
Jackson city, MO.....	13,758	Manhattan city, KS.....	52,281
Jackson County, MI.....	160,248	Mankato city, MN	39,309
James City County, VA	67,009	Maple Grove city, MN	61,567
Jefferson County, NY.....	116,229	Maplewood city, MN	38,018
Jefferson Parish, LA.....	432,552	Maricopa County, AZ	3,817,117
Johnson City city, TN.....	63,152	Marin County, CA	252,409
Johnston city, IA	17,278	Marion city, IA	34,768
Jupiter town, FL.....	55,156	Mariposa County, CA	18,251
Kalamazoo city, MI.....	74,262	Marshfield city, WI	19,118
Kansas City city, KS.....	145,786	Martinez city, CA	35,824
Kansas City city, MO.....	459,787	Marysville city, WA	60,020
Keizer city, OR.....	36,478	Matthews town, NC.....	27,198

The National Citizen Survey™

Maui County, HI	154,834	Oklahoma City city, OK.....	579,999
McAllen city, TX	129,877	Olathe city, KS	125,872
McKinney city, TX.....	131,117	Old Town city, ME	7,840
McMinnville city, OR	32,187	Olmsted County, MN	144,248
Mecklenburg County, NC	919,628	Olympia city, WA	46,478
Menlo Park city, CA	32,026	Orange village, OH.....	3,323
Menomonee Falls village, WI	35,626	Orland Park village, IL	56,767
Mercer Island city, WA	22,699	Orleans Parish, LA.....	343,829
Meridian charter township, MI	39,688	Oshkosh city, WI.....	66,083
Meridian city, ID	75,092	Oshtemo charter township, MI	21,705
Merriam city, KS.....	11,003	Oswego village, IL.....	30,355
Mesa city, AZ	439,041	Ottawa County, MI.....	263,801
Mesa County, CO	146,723	Overland Park city, KS.....	173,372
Miami Beach city, FL	87,779	Paducah city, KY	25,024
Miami city, FL	399,457	Palm Beach Gardens city, FL.....	48,452
Middleton city, WI	17,442	Palm Coast city, FL.....	75,180
Midland city, MI	41,863	Palo Alto city, CA.....	64,403
Milford city, DE	9,559	Palos Verdes Estates city, CA	13,438
Milton city, GA	32,661	Papillion city, NE	18,894
Minneapolis city, MN	382,578	Paradise Valley town, AZ	12,820
Minnetrissa city, MN	6,384	Park City city, UT	7,558
Missouri City city, TX	67,358	Parker town, CO	45,297
Modesto city, CA	201,165	Parkland city, FL	23,962
Moline city, IL	43,483	Pasco city, WA	59,781
Monroe city, MI	20,733	Pasco County, FL	464,697
Monterey city, CA	27,810	Payette city, ID	7,433
Montgomery city, MN	2,956	Pearland city, TX.....	91,252
Montgomery County, MD	971,777	Peoria city, AZ	154,065
Monticello city, UT.....	1,972	Peoria city, IL	115,007
Montrose city, CO	19,132	Pflugerville city, TX	46,936
Monument town, CO	5,530	Pinehurst village, NC	13,124
Moraga town, CA	16,016	Piqua city, OH.....	20,522
Morristown city, TN	29,137	Pitkin County, CO	17,148
Morrisville town, NC	18,576	Plano city, TX	259,841
Morro Bay city, CA	10,234	Platte City city, MO.....	4,691
Mountain Village town, CO.....	1,320	Pleasant Hill city, IA	8,785
Mountlake Terrace city, WA	19,909	Pleasanton city, CA	70,285
Murphy city, TX.....	17,708	Polk County, IA	430,640
Naperville city, IL	141,853	Pompano Beach city, FL	99,845
Napoleon city, OH.....	8,749	Port Orange city, FL	56,048
Nederland city, TX.....	17,547	Port St. Lucie city, FL	164,603
Needham CDP, MA.....	28,886	Portland city, OR.....	583,776
Nevada City city, CA	3,068	Powell city, OH	11,500
Nevada County, CA	98,764	Powhatan County, VA	28,046
New Braunfels city, TX	57,740	Prince William County, VA.....	402,002
New Brighton city, MN.....	21,456	Prior Lake city, MN	22,796
New Concord village, OH	2,491	Pueblo city, CO	106,595
New Hope city, MN	20,339	Purcellville town, VA	7,727
New Orleans city, LA	343,829	Queen Creek town, AZ	26,361
New Smyrna Beach city, FL	22,464	Raleigh city, NC	403,892
New Ulm city, MN	13,522	Ramsey city, MN	23,668
Newberg city, OR.....	22,068	Raymond town, ME	4,436
Newport city, RI.....	24,672	Raymore city, MO	19,206
Newport News city, VA	180,719	Redmond city, OR	26,215
Newton city, IA	15,254	Redmond city, WA	54,144
Noblesville city, IN	51,969	Redwood City city, CA	76,815
Norcross city, GA	9,116	Reno city, NV.....	225,221
Norfolk city, NE.....	24,210	Reston CDP, VA	58,404
Norfolk city, VA.....	242,803	Richland city, WA	48,058
North Mankato city, MN.....	13,394	Richmond city, CA	103,701
North Port city, FL.....	57,357	Richmond Heights city, MO.....	8,603
North Richland Hills city, TX.....	63,343	Rio Rancho city, NM	87,521
North Yarmouth town, ME	3,565	River Falls city, WI	15,000
Novato city, CA	51,904	Riverside city, CA	303,871
Novi city, MI	55,224	Roanoke city, VA.....	97,032
O'Fallon city, IL.....	28,281	Roanoke County, VA	92,376
O'Fallon city, MO.....	79,329	Rochester city, NY.....	210,565
Oak Park village, IL	51,878	Rochester Hills city, MI	70,995
Oakland city, CA	390,724	Rock Hill city, SC	66,154
Oakley city, CA	35,432	Rockville city, MD.....	61,209

The National Citizen Survey™

Roeland Park city, KS	6,731	Summit village, IL	11,054
Rogers city, MN	8,597	Sunnyvale city, CA	140,081
Rohnert Park city, CA	40,971	Surprise city, AZ	117,517
Rolla city, MO	19,559	Suwanee city, GA	15,355
Roselle village, IL	22,763	Tacoma city, WA	198,397
Rosemount city, MN	21,874	Takoma Park city, MD	16,715
Rosenberg city, TX	30,618	Tamarac city, FL	60,427
Roseville city, MN	33,660	Temecula city, CA	100,097
Round Rock city, TX	99,887	Tempe city, AZ	161,719
Royal Oak city, MI	57,236	Temple city, TX	66,102
Royal Palm Beach village, FL	34,140	Texarkana city, TX	36,411
Sacramento city, CA	466,488	The Woodlands CDP, TX	93,847
Sahuarita town, AZ	25,259	Thousand Oaks city, CA	126,683
Sammamish city, WA	45,780	Tigard city, OR	48,035
San Anselmo town, CA	12,336	Tracy city, CA	82,922
San Diego city, CA	1,307,402	Trinidad CCD, CO	12,017
San Francisco city, CA	805,235	Tualatin city, OR	26,054
San Jose city, CA	945,942	Tulsa city, OK	391,906
San Marcos city, CA	83,781	Tustin city, CA	75,540
San Marcos city, TX	44,894	Twin Falls city, ID	44,125
San Rafael city, CA	57,713	Unalaska city, AK	4,376
Sangamon County, IL	197,465	University Heights city, OH	13,539
Santa Fe city, NM	67,947	University Park city, TX	23,068
Santa Fe County, NM	144,170	Upper Arlington city, OH	33,771
Santa Monica city, CA	89,736	Urbandale city, IA	39,463
Sarasota County, FL	379,448	Vail town, CO	5,305
Savage city, MN	26,911	Ventura CCD, CA	111,889
Schaumburg village, IL	74,227	Vernon Hills village, IL	25,113
Schertz city, TX	31,465	Vestavia Hills city, AL	34,033
Scott County, MN	129,928	Victoria city, MN	7,345
Scottsdale city, AZ	217,385	Vienna town, VA	15,687
Sedona city, AZ	10,031	Virginia Beach city, VA	437,994
Sevierville city, TN	14,807	Walnut Creek city, CA	64,173
Shakopee city, MN	37,076	Warrensburg city, MO	18,838
Sharonville city, OH	13,560	Washington County, MN	238,136
Shawnee city, KS	62,209	Washington town, NH	1,123
Shawnee city, OK	29,857	Washoe County, NV	421,407
Sherborn town, MA	4,119	Washougal city, WA	14,095
Shoreline city, WA	53,007	Wauwatosa city, WI	46,396
Shoreview city, MN	25,043	Waverly city, IA	9,874
Shorewood village, IL	15,615	Wentzville city, MO	29,070
Shorewood village, WI	13,162	West Carrollton city, OH	13,143
Sierra Vista city, AZ	43,888	Western Springs village, IL	12,975
Silverton city, OR	9,222	Westerville city, OH	36,120
Sioux Center city, IA	7,048	Westlake town, TX	992
Sioux Falls city, SD	153,888	Westminster city, CO	106,114
Skokie village, IL	64,784	Weston town, MA	11,261
Snoqualmie city, WA	10,670	Wheat Ridge city, CO	30,166
Snowmass Village town, CO	2,826	White House city, TN	10,255
Somerset town, MA	18,165	Wichita city, KS	382,368
South Jordan city, UT	50,418	Williamsburg city, VA	14,068
South Lake Tahoe city, CA	21,403	Willowbrook village, IL	8,540
Southlake city, TX	26,575	Wilmington city, NC	106,476
Spearfish city, SD	10,494	Wilsonville city, OR	19,509
Spring Hill city, KS	5,437	Windsor town, CO	18,644
Springfield city, MO	159,498	Windsor town, CT	29,044
Springville city, UT	29,466	Winnetka village, IL	12,187
St. Augustine city, FL	12,975	Winter Garden city, FL	34,568
St. Charles city, IL	32,974	Woodbury city, MN	61,961
St. Cloud city, FL	35,183	Woodinville city, WA	10,938
St. Joseph city, MO	76,780	Woodland city, CA	55,468
St. Joseph town, WI	3,842	Wyandotte County, KS	157,505
St. Louis County, MN	200,226	Yakima city, WA	91,067
State College borough, PA	42,034	York County, VA	65,464
Steamboat Springs city, CO	12,088	Yorktown town, IN	9,405
Sugar Grove village, IL	8,997	Yorkville city, IL	16,921
Sugar Land city, TX	78,817	Yountville city, CA	2,933
Suisun City city, CA	28,111		
Summit County, UT	36,324		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Scottsdale funded this research. Please contact Scottsdale Assistant City Manager Brent Stockwell at BStockwell@scottsdaleaz.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community 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 community. 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 community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- 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.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results 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 for 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 vary, with 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). Resident opinion commonly reflects objective performance data but is an important measure on its own. 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."

Selecting Survey Recipients

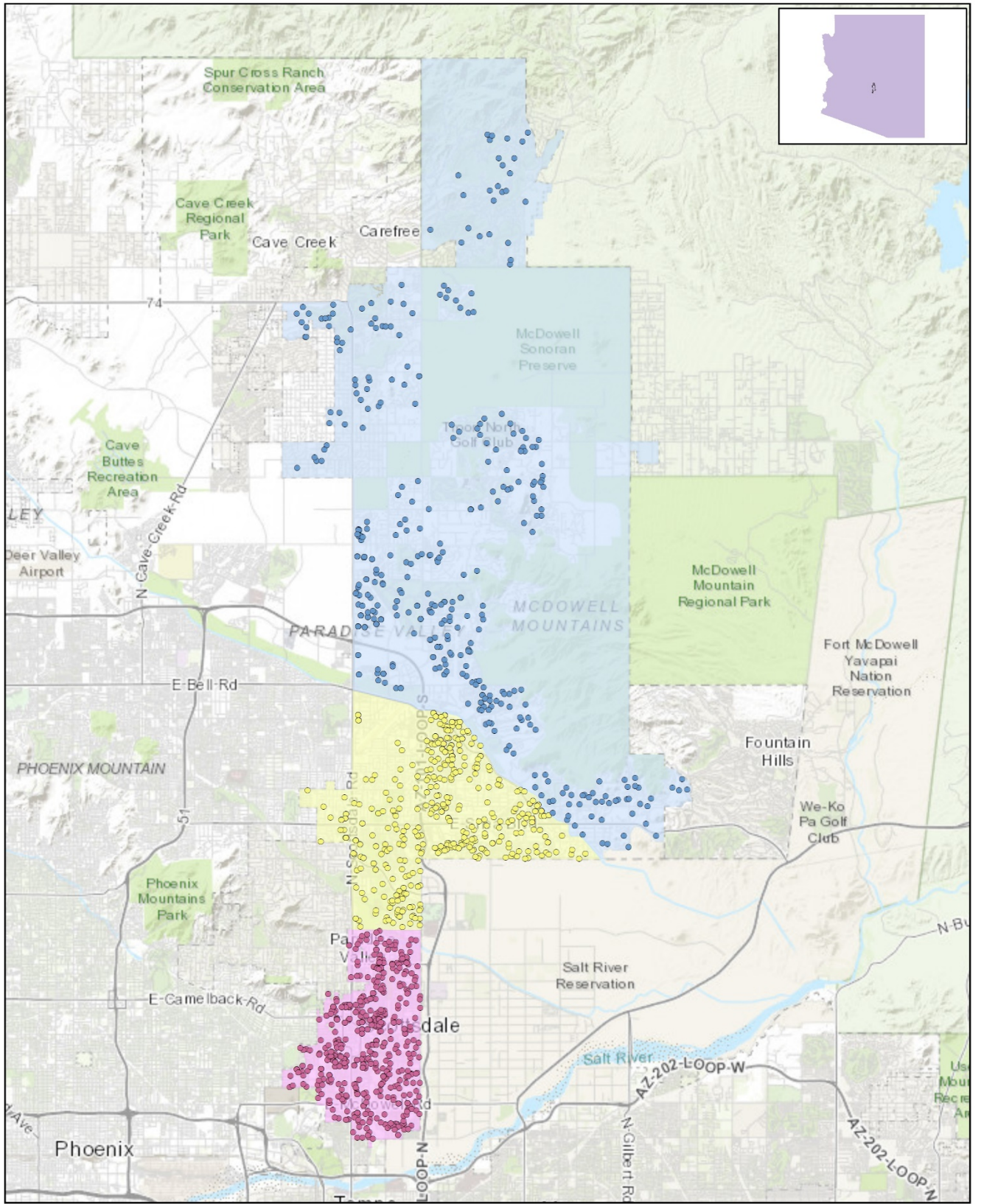
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Scottsdale were eligible to participate in the survey. A list of all households within the zip codes serving Scottsdale was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Scottsdale households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community 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. Each address identified as being within City boundaries was further identified as being within one of three geographic subareas (South of Indian Bend Road, North of Indian Bend Road and South or West of CAP Canal, North or East of CAP Canal).

To choose the 1,600 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

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 addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Scottsdale website. This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.

Figure 1: Location of Survey Recipients



Survey Recipients in Scottsdale, AZ

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

0 10 20 Miles



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on November 21, 2018. 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 final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. The City of Scottsdale chose to augment their administration of The NCS with several additional services, including demographic and geographic subgroup comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on December 26, 2018 and remained open for six weeks.

About 9% of the 1,600 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,450 households that received the survey, 305 completed the survey, providing an overall response rate of 21%. Of the 305 completed surveys, 31 were completed online. Additionally, responses were tracked by geographic subareas; response rates by area ranged from 19% to 26%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 104 opt-in residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 75: Survey Response Rates by Geographic Subarea

	Area 1	Area2	Area 3	Overall
Total sample used	619	550	431	1,600
I=Complete Interviews	117	91	94	301
P=Partial Interviews	1	1	2	4
R=Refusal and break off	0	0	0	0
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	448	404	286	1,138
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	21%	19%	26%	21%

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.²

The margin of error for the City of Scottsdale survey is no greater than plus or minus six percentage points around any given percent reported for all respondents (305 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys 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; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² 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 community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any 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.

The National Citizen Survey™

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Scottsdale. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), race and ethnicity and sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 76: Scottsdale, AZ 2018 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	32%	17%	30%
Own home	68%	83%	70%
Detached unit*	59%	61%	58%
Attached unit*	41%	39%	42%
Race and Ethnicity			
White	91%	91%	91%
Not white	9%	9%	9%
Not Hispanic	93%	94%	92%
Hispanic	7%	6%	8%
Sex and Age			
Female	52%	51%	52%
Male	48%	49%	48%
18-34 years of age	23%	6%	22%
35-54 years of age	35%	21%	34%
55+ years of age	42%	73%	45%
Females 18-34	11%	3%	10%
Females 35-54	18%	12%	18%
Females 55+	23%	36%	24%
Males 18-34	12%	3%	12%
Males 35-54	17%	9%	17%
Males 55+	19%	37%	20%
Area			
South of Indian Bend Road	36%	38%	40%
North of Indian Bend Road and South or West	32%	30%	30%
North or East of CAP Canal	31%	31%	29%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

The National Citizen Survey™

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 reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Scottsdale Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



W. J. "Jim" Lane
Mayor

Dear Scottsdale Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



W. J. "Jim" Lane
Mayor

Dear Scottsdale Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



W. J. "Jim" Lane
Mayor

Dear Scottsdale Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



W. J. "Jim" Lane
Mayor



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

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



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

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



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

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



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

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



W.J. "Jim" Lane, Mayor

3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251

PHONE 480-312-2433
FAX 480-312-2738
WEB www.ScottsdaleAZ.gov

November 2018

Dear City of Scottsdale Resident:

Please help us shape the future of Scottsdale! You have been selected at random to participate in the 2018 Scottsdale Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Scottsdale make decisions that affect our City. Our independent survey firm crafted unbiased questions and selected households and residents at random to assure every resident in Scottsdale had a chance to participate and every result includes a range of certainty known as the margin of error.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.bit.ly/XXXXPlaceholderXXXX

If you have any questions about the survey, please call my office at 480-312-2800. After completing the survey, you are welcome to contact us with any suggestions for improvement by phone or by emailing us at 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 teléfono: 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

3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251

PHONE 480-312-2433
FAX 480-312-2738
WEB www.ScottsdaleAZ.gov

December 2018

Dear City of Scottsdale Resident:

Here's a second chance if you haven't already responded to the 2018 Scottsdale Citizen Survey!
(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)

Please help us shape the future of Scottsdale! You have been selected at random to participate in the 2018 Scottsdale Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Scottsdale make decisions that affect our City. Our independent survey firm crafted unbiased questions and selected households and residents at random to assure every resident in Scottsdale had a chance to participate and every result includes a range of certainty known as the margin of error.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.bit.ly.com/XXXXPlaceholderXXXX

If you have any questions about the survey, please call my office at 480-312-2800. After completing the survey, you are welcome to contact us with any suggestions for improvement by phone or by emailing us at feedback@ScottsdaleAZ.gov.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read "W.J. Lane".

W.J. "Jim" Lane
Mayor

Si requiere ayuda para completar esta encuesta sobre la comunidad y servicios municipales, pídala a algún amigo o familiar que le ayude. También puede llamar al Paiute Neighborhood Center al teléfono: 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.

The City of Scottsdale 2018 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 visit	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>
Overall feeling of safety in Scottsdale	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Scottsdale	1	2	3	4	5
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Scottsdale	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Scottsdale.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Scottsdale	1	2	3	4	5

3. 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

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Scottsdale's downtown/commercial area during the day	1	2	3	4	5	6

5. 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>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Scottsdale.....	1	2	3	4	5
Ease of travel by public transportation in Scottsdale	1	2	3	4	5
Ease of travel by bicycle 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
Air quality	1	2	3	4	5
Cleanliness of Scottsdale	1	2	3	4	5
Overall appearance of Scottsdale	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. 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>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Scottsdale.....	1	2	3	4	5
Overall quality of business and service establishments in Scottsdale	1	2	3	4	5
Vibrant downtown/commercial area (Old Town Scottsdale)	1	2	3	4	5
Overall quality of new development in Scottsdale	1	2	3	4	5
Opportunities to participate in social 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
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Scottsdale	1	2	3	4	5
Helping new residents feel connected and integrated	1	2	3	4	5
Demonstrating respect for residents of different cultures and belief systems	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Scottsdale (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Scottsdale.....	1	2
Reported a crime to the police in Scottsdale	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	1	2
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion.....	1	2

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?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Scottsdale recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Scottsdale public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Scottsdale	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Scottsdale	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4
Visited or used a City pool.....	1	2	3	4
Used a City fitness facility	1	2	3	4
Visited downtown for shopping, dining or to attend an event.....	1	2	3	4

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?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Scottsdale 2018 Citizen Survey

10. 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
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
Utility billing.....	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
Public library services	1	2	3	4	5
Public information services	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
Scottsdale McDowell Sonoran Preserve	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.).....	1	2	3	4	5
Scottsdale website (www.ScottsdaleAZ.gov)	1	2	3	4	5
City Cable Channel 11 or Scottsdale Video Network	1	2	3	4	5
Water services provided by Scottsdale Water Department.....	1	2	3	4	5
Drinking water taste.....	1	2	3	4	5
Senior services.....	1	2	3	4	5

11. 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

12. 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
Overall confidence in Scottsdale government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Law enforcement treating all residents fairly	1	2	3	4	5

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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Scottsdale	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Scottsdale	1	2	3	4
Overall “built environment” of Scottsdale (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Scottsdale	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Scottsdale.....	1	2	3	4
Sense of community.....	1	2	3	4

14. Please rate how important, if at all, you think it is for the City of Scottsdale to invest in each of the following over the next 10 years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Repair or replace aging parks, libraries and arts facilities.....	1	2	3	4	5
Repave roads and improve roadside appearance	1	2	3	4	5
Build new public parking garages and improve event spaces downtown	1	2	3	4	5
Upgrade outdated City technology such as the 911 dispatch and building permit systems.....	1	2	3	4	5
Build structures to better manage storm-related flooding and run-off....	1	2	3	4	5
Remodel fire and police stations and training facilities to meet current safety and operational standards	1	2	3	4	5

15. 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.

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Walked or hiked in the Preserve	1	2	3	4
Rode a mountain bike in the Preserve	1	2	3	4
Rock climbed in the Preserve	1	2	3	4
Ridden a horse in the Preserve	1	2	3	4
Visited a Preserve trailhead	1	2	3	4
Taken out of town visitors on any of these activities in the Preserve	1	2	3	4

16. To what extent do you agree or disagree with each of the following statements?

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Neither agree or disagree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
The City of Scottsdale should do more to promote water conservation among residents	1	2	3	4	5	6
My household could do more to conserve water	1	2	3	4	5	6
My neighbors could do more to conserve water	1	2	3	4	5	6

17. 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:

	<i>Major source</i>	<i>Minor source</i>	<i>Not at all a source</i>
Scottsdale Update utility bill newsletter	1	2	3
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	1	2	3
City website (ScottsdaleAZ.gov).....	1	2	3
Scottsdale Update weekly email newsletter (or other City email newsletters).....	1	2	3
City Cable Channel 11 or Scottsdale Video Network	1	2	3
Local newspapers, television or radio news	1	2	3
Facebook.....	1	2	3
Twitter	1	2	3
Next Door	1	2	3
YouTube.....	1	2	3
Word of mouth	1	2	3

The City of Scottsdale 2018 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. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Scottsdale	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

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:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Scottsdale?

- Yes, outside the home
 Yes, from home
 No

D6. 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

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

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)?

- 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

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

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.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

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

D14. 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

D15. 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

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line 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



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

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