

# THE NCS™

The National Community Survey™

## Scottsdale, AZ

*Comparisons by Demographic Subgroups  
2020*



POWERED BY POLCO

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# About the Demographic Comparisons

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Scottsdale's Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by age, sex, housing tenure, housing unit type and race and ethnicity.



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

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

## Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

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

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

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

For example, in Table 1 on the following page, respondents who rent their home (A) gave significantly lower ratings to the overall quality of life than those who own their home (B), as denoted by the “A” listed in the cell of the ratings for those who own their home.

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**TABLE 1: QUALITY OF LIFE**

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall image or reputation of Scottsdale	90%	93%	95%	90%	99% A	96% B	82%	91%	95%	94%	95%	94%
The overall quality of life in Scottsdale	100%	95%	97%	96%	98%	96%	100%	94%	98% A	96%	98%	97%
Scottsdale as a place to live	90%	96%	98% A	94%	98%	97% B	88%	89%	99% A	97%	95%	96%
Recommend living in Scottsdale to someone who asks	100% B	93%	98% B	96%	98%	97%	97%	94%	98%	95%	99%	97%
Remain in Scottsdale for the next five years	100%	94%	97%	99% B	93%	98% B	88%	95%	97%	95%	99%	96%

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**TABLE 2: GOVERNANCE**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall confidence in Scottsdale government	62%	56%	64%	63%	57%	63%	49%	50%	65% A	60%	62%	61%
The overall direction that Scottsdale is taking	60%	64%	69%	65%	66%	70% B	46%	54%	71% A	66%	64%	65%
The value of services for the taxes paid to Scottsdale	39%	73% A	81% A	71%	75%	74%	64%	72%	73%	73%	72%	73%
Generally acting in the best interest of the community	71%	61%	67%	67%	63%	67%	55%	61%	67%	63%	70%	65%
Being honest	45%	55%	65% A	59%	56%	61%	46%	47%	63% A	59%	57%	58%
Being open and transparent to the public	45%	52%	58%	53%	56%	57%	43%	48%	56%	54%	53%	54%
Informing residents about issues facing the community	45%	51%	59%	52%	56%	57%	40%	51%	55%	53%	54%	54%
The job Scottsdale government does at welcoming resident involvement	42%	69% A	63% A	57%	69%	68% B	34%	48%	68% A	63%	61%	62%
Treating all residents fairly	45%	68% A	67% A	59%	69%	67% B	44%	55%	66%	65%	60%	63%
Treating residents with respect	49%	80% A	75% A	69%	77%	76% B	51%	64%	75%	73%	71%	73%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	59%	84% A	90% A	83%	85%	87% B	65%	81%	85%	85%	81%	84%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public information services	61%	89% A	83% A	81%	84%	85% B	69%	75%	85%	89% B	72%	83%
The City of Scottsdale	52%	81% A	85% A	75%	84%	80%	77%	71%	82% A	81%	74%	79%
The Federal Government	42%	39%	52% B	43%	48%	46%	46%	52%	43%	43%	49%	45%

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**TABLE 3: ECONOMY**

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Scottsdale	83%	91%	92%	87%	93%	92%	83%	89%	90%	92%	86%	90%
Economic development	71%	79%	84%	77%	84%	85% B	55%	77%	82%	80%	81%	80%
Overall quality of business and service establishments in Scottsdale	90%	95%	96%	96%	93%	98% B	76%	88%	98% A	95%	95%	95%
Variety of business and service establishments in Scottsdale	80%	87%	94% A	88%	91%	92% B	72%	85%	92%	86%	95% A	90%
Vibrancy of downtown/commercial area	100% B C	87%	89%	91%	88%	93% B	77%	93%	89%	87%	95% A	90%
Shopping opportunities	100%	93%	94%	97% B	91%	97% B	85%	94%	95%	93%	98% A	95%
Scottsdale as a place to visit	90%	96%	97%	94%	96%	94%	100%	86%	99% A	93%	98% A	95%
Scottsdale as a place to work	100% B C	90%	90%	94%	90%	93%	90%	88%	94%	89%	98% A	92%
Employment opportunities	72%	68%	81% B	71%	79%	80% B	44%	62%	80% A	77%	71%	74%
Cost of living in Scottsdale	19%	43% A	58% A B	49%	44%	51% B	19%	28%	56% A	52% B	39%	47%
Economy will have positive impact on income	15%	34% A C	23%	19%	34% A	25%	27%	17%	30% A	29%	19%	25%

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Percent rating positively (e.g., excellent/good, very/somewhat positive)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
NOT under housing cost stress	23%	79%	60%	52%	73%	63%	51%	39%	71%	70%	48%	61%
		A C	A		A				A	B		



**TABLE 4: MOBILITY**

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	55%	72% A	78% A	62%	86% A	72%	76%	83% B	67%	72%	73%	72%
Traffic flow on major streets	42%	76% A	69% A	64%	69%	70% B	49%	63%	68%	68%	64%	66%
Ease of travel by car in Scottsdale	90%	86%	81%	85%	82%	86%	79%	81%	85%	83%	86%	84%
Ease of travel by public transportation in Scottsdale	37%	33%	41%	29%	48% A	34%	51%	48% B	30%	35%	40%	37%
Ease of travel by bicycle in Scottsdale	69%	70%	69%	64%	75%	69%	71%	73%	67%	68%	70%	69%
Ease of walking in Scottsdale	67%	75%	81% A	72%	81%	78% B	62%	78%	75%	76%	75%	76%
Ease of public parking	57%	70%	72% A	68%	68%	72% B	44%	68%	68%	68%	68%	68%
Bus or transit services	67%	56%	64%	58%	67%	62%	70%	86% B	51%	60%	66%	62%
Traffic enforcement	45%	83% A C	72% A	71%	77%	74%	68%	77%	72%	73%	74%	73%
Traffic signal timing	35%	64% A	65% A	59%	62%	60%	59%	56%	62%	64%	54%	60%
Street repair	65%	77%	66%	71%	68%	70%	73%	65%	72%	70%	68%	69%
Street cleaning	80%	86%	78%	79%	84%	81%	79%	77%	83%	82%	80%	81%
Street lighting	80%	84%	82%	83%	82%	84%	72%	80%	83%	80%	87%	83%

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Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Sidewalk maintenance	80%	83%	75%	78%	81%	79%	76%	80%	79%	77%	81%	79%
Used bus, rail, subway, or other public transportation instead of driving	28% B C	13%	9%	14%	12%	11%	25% A	17%	11%	12%	14%	13%
Carpooled with other adults or children instead of driving alone	40% C	42% C	21%	32%	31%	26%	69% A	34%	30%	36% B	24%	31%
Walked or biked instead of driving	77% C	68% C	49%	60%	59%	58%	73%	58%	60%	57%	63%	59%

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**TABLE 5: COMMUNITY DESIGN**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	79%	88%	85%	81%	89% A	87%	78%	83%	86%	86%	83%	85%
Overall appearance of Scottsdale	75%	89% A	91% A	83%	95% A	90% B	78%	81%	91% A	87%	90%	88%
Your neighborhood as a place to live	85%	93% A	98% A	92%	98% A	95%	88%	91%	96% A	95%	93%	94%
Overall quality of new development in Scottsdale	74%	61%	72%	68%	68%	72% B	50%	61%	72%	71%	62%	68%
Well-planned residential growth	52%	68%	66%	62%	67%	69% B	44%	53%	69% A	64%	65%	64%
Well-planned commercial growth	62%	62%	63%	63%	60%	65%	52%	51%	66% A	61%	65%	62%
Well-designed neighborhoods	61%	82% A	81% A	75%	82%	81% B	65%	66%	83% A	78%	77%	78%
Preservation of the historical or cultural character of the community	54%	76% A	78% A	66%	83% A	75%	68%	79%	71%	73%	76%	74%
Public places where people want to spend time	75%	89% A	82%	79%	89% A	83%	87%	79%	85%	84%	82%	83%
Variety of housing options	51%	64%	70% A	59%	71% A	67%	52%	55%	69% A	64%	65%	64%
Availability of affordable quality housing	23%	27%	39% A	29%	35%	33%	27%	22%	37% A	34%	28%	32%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Land use, planning and zoning	56%	59%	61%	57%	64%	63%	48%	56%	62%	58%	65%	60%
Code enforcement (weeds, abandoned buildings, etc.)	55%	78% A C	63%	63%	72%	66%	68%	67%	67%	66%	67%	67%

**TABLE 6: UTILITIES**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	61%	91% A	87% A	80%	90% A	88% B	64%	84%	84%	91% B	74%	84%
Affordable high-speed internet access	43%	45%	72% A B	51%	68% A	60%	52%	52%	62%	62%	53%	59%
Power (electric and/or gas) utility	57%	79% A	84% A	75%	81%	81% B	60%	70%	82% A	80%	74%	78%
Garbage collection	73%	95% A	94% A	88%	95% A	94% B	76%	87%	93%	95% B	85%	91%
Drinking water	51%	76% A	69% A	62%	78% A	71%	62%	60%	74% A	74% B	62%	69%
Sewer services	71%	95% A	87% A	83%	93% A	89%	80%	82%	90% A	90%	84%	88%
Storm water management (storm drainage, dams, levees, etc.)	68%	92% A	83% A	79%	90% A	85%	74%	86%	83%	89% B	76%	84%
Utility billing	53%	82% A	72% A	67%	81% A	74%	64%	52%	82% A	80% B	60%	73%

**TABLE 7: SAFETY**

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Scottsdale	74%	92% A	92% A	85%	94% A	90%	86%	85%	91%	93% B	83%	89%
Police services	61%	91% A	90% A	83%	88%	86%	80%	85%	86%	89% B	80%	85%
Crime prevention	64%	85% A	84% A	78%	85%	83%	77%	81%	81%	84%	77%	81%
Animal control	83%	87%	86%	84%	88%	85%	88%	86%	86%	90% B	79%	86%
Ambulance or emergency medical services	87%	97% A	97% A	95%	96%	98% B	75%	91%	98% A	98% B	91%	96%
Fire services	87%	97% A	98% A	95%	97%	99% B	80%	92%	98% A	98% B	93%	96%
Fire prevention and education	83%	88%	92%	86%	92%	92% B	72%	90%	89%	90%	89%	89%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	46%	91% A C	70% A	65%	86% A	76%	72%	66%	79% A	82% B	64%	75%
In your neighborhood during the day	100%	100%	99%	100% B	97%	99%	100%	97%	100%	100%	98%	99%
In Scottsdale's downtown/commercial area during the day	95%	93%	92%	91%	95%	93%	93%	94%	92%	92%	94%	93%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
From property crime	75%	86%	88% A	81%	89% A	87%	75%	81%	86%	87%	81%	85%
From violent crime	85%	96% A	90%	89%	93%	92%	85%	90%	91%	93%	87%	91%
From fire, flood, or other natural disaster	82%	96% A	92% A	91%	91%	94% B	79%	92%	91%	93%	88%	91%

**TABLE 8: NATURAL ENVIRONMENT**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of natural environment in Scottsdale	65%	90% A	91% A	81%	94% A	88%	79%	75%	92% A	87%	85%	87%
Cleanliness of Scottsdale	80%	95% A	91% A	90%	91%	92%	84%	85%	93% A	91%	90%	91%
Water resources (beaches, lakes, ponds, riverways, etc.)	59%	60%	72% B	58%	75% A	65%	66%	53%	71% A	64%	67%	65%
Air quality	51%	65%	66%	55%	72% A	62%	68%	57%	66%	67%	57%	63%
Preservation of natural areas (open space, farmlands, and greenbelts)	49%	85% A	83% A	70%	89% A	79%	78%	75%	80%	79%	77%	79%
Scottsdale open space	52%	81% A	76% A	64%	88% A	74%	78%	68%	77%	77%	69%	74%
Recycling	47%	86% A	85% A	76%	84%	84% B	52%	79%	80%	87% B	66%	80%
Yard waste pick-up	50%	89% A	92% A	82%	92% A	88% B	71%	76%	90% A	90% B	75%	86%



**TABLE 9: PARKS AND RECREATION**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of parks and recreation opportunities	80%	90%	92% A	85%	95% A	89%	95%	86%	92%	87%	94%	90%
Availability of paths and walking trails	69%	84% A	92% A	83%	89%	86%	80%	77%	89% A	84%	88%	86%
City parks	94%	93%	91%	93%	92%	92%	98%	95%	91%	92%	93%	92%
Recreational opportunities	61%	89% A	92% A	80%	95% A	88%	81%	75%	91% A	87%	85%	86%
Recreation programs or classes	75%	92% A	90% A	86%	92%	91% B	72%	83%	90%	92% B	83%	88%
Recreation centers or facilities	58%	95% A	91% A	82%	96% A	88%	91%	94%	87%	93% B	80%	89%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	88% A	90% A	84%	91%	87%	91%	81%	90% A	86%	88%	87%

**TABLE 10: HEALTH AND WELLNESS**

Percent rating positively (e.g., excellent/good, excellent/very good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall health and wellness opportunities in Scottsdale	47%	90% A	91% A	76%	93% A	85% B	71%	75%	88% A	86%	80%	83%
Health services	59%	93% A	89% A	79%	94% A	89% B	68%	80%	88%	92% B	77%	86%
Availability of affordable quality health care	58%	79% A	82% A	75%	82%	79%	67%	70%	81% A	76%	82%	78%
Availability of preventive health services	69%	88% A	86% A	79%	91% A	88% B	59%	86%	84%	85%	84%	85%
Availability of affordable quality mental health care	51%	74% A	63%	53%	79% A	68% B	47%	71%	63%	67%	62%	65%
Availability of affordable quality food	67%	77%	83% A	76%	82%	78%	84%	65%	85% A	79%	78%	78%
Please rate your overall health.	79%	86% C	71%	78%	77%	79%	72%	67%	83% A	83% B	70%	78%

**TABLE 11: EDUCATION, ARTS, AND CULTURE**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall opportunities for education, culture, and the arts	47%	87% A	89% A	76%	90% A	85% B	62%	73%	86% A	84%	79%	82%
Opportunities to attend cultural/arts/music activities	72%	83%	85% A	79%	87%	82%	87%	77%	85%	80%	85%	82%
Community support for the arts	53%	89% A	88% A	80%	90% A	85%	78%	82%	85%	85%	82%	84%
Availability of affordable quality childcare/preschool	33%	67% A	66% A	43%	77% A	59%	59%	55%	61%	68% B	40%	59%
K-12 education	40%	74% A	79% A	56%	83% A	66%	82%	79%	65%	72%	63%	69%
Adult educational opportunities	61%	68%	80% A	68%	80%	78% B	53%	66%	76%	77%	67%	73%
Opportunities to attend special events and festivals	72%	73%	86% A B	77%	81%	83% B	56%	75%	81%	76%	83%	79%
Public library services	87%	99% A	94%	94%	96%	96% B	87%	88%	98% A	98% B	90%	95%

**TABLE 12: INCLUSIVITY AND ENGAGEMENT**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Residents' connection and engagement with their community	46%	65% A	66% A	55%	72% A	65% B	46%	51%	67% A	66%	57%	63%
Sense of community	39%	65% A	74% A	60%	75% A	70% B	41%	52%	72% A	70%	61%	66%
Sense of civic/community pride	63%	75%	78% A	70%	81% A	77% B	57%	66%	79% A	73%	79%	75%
Neighborliness of residents in Scottsdale	57%	64%	63%	58%	70% A	63%	58%	52%	68% A	62%	64%	63%
Scottsdale as a place to raise children	90%	89%	89%	87%	93%	90%	84%	83%	93% A	91%	87%	89%
Scottsdale as a place to retire	87%	94%	95%	93%	93%	97% B	73%	86%	96% A	95%	90%	93%
Openness and acceptance of the community toward people of diverse backgrounds	43%	69% A	69% A	54%	77% A	68% B	44%	64%	64%	65%	63%	64%
Making all residents feel welcome	67%	82% A	84% A	73%	88% A	82%	68%	80%	80%	80%	81%	80%
Attracting people from diverse backgrounds	39%	62% A	69% A	56%	68% A	61%	56%	57%	63%	65%	55%	61%
Valuing/respecting residents from diverse backgrounds	52%	69% A	72% A	61%	76% A	69%	57%	57%	72% A	71%	61%	68%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	39%	66% A	66% A	60%	65%	64%	51%	65%	61%	64%	59%	62%

The National Community Survey™ - Demographic Subgroup Report

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Opportunities to participate in social events and activities	77%	74%	77%	75%	78%	78%	65%	82%	74%	75%	78%	76%
Opportunities to volunteer	63%	76%	90% A B	80%	81%	85% B	59%	76%	82%	80%	80%	80%
Opportunities to participate in community matters	55%	69%	76% A	67%	74%	78% B	34%	59%	74% A	69%	71%	70%

**TABLE 13: PARTICIPATION**

Percent rating positively (e.g., yes in the last 12 months)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Contacted the City of Scottsdale (in-person, phone, email, or web) for help or information	33%	53% A	52% A	46%	55%	48%	59%	36%	56% A	57% B	39%	50%
Contacted Scottsdale elected officials (in-person, phone, email, or web) to express your opinion	15%	21%	17%	18%	19%	16%	28%	16%	20%	21%	14%	18%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	5%	19% A	21% A	18%	17%	18%	20%	8%	23% A	22% B	11%	18%
Watched (online or on television) a local public meeting	28%	33%	27%	27%	31%	25%	50% A	30%	28%	29%	28%	29%
Volunteered your time to some group/activity in Scottsdale	21%	39% A C	24%	29%	28%	30%	22%	20%	32% A	36% B	16%	28%
Campaigned or advocated for a local issue, cause, or candidate	5%	22% A	26% A	23%	20%	22%	17%	23%	21%	22%	20%	22%
Voted in your most recent local election	70%	91% A	87% A	86%	86%	89% B	67%	80%	88%	91% B	79%	86%

**TABLE 14: ONLINE ENGAGEMENT**

Percent rating positively (e.g., at least once every few weeks)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Access the internet from your home using a computer, laptop, or tablet computer	100% C	100% C	95%	95%	99% A	96%	100%	95%	97%	98% B	94%	97%
Access the internet from your cell phone	100% C	100% C	85%	89%	95%	91%	99%	88%	94%	94% B	88%	92%
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	78% C	82% C	55%	71%	63%	64%	90% A	70%	67%	70%	64%	68%
Use or check email	100%	99% C	95%	96%	97%	96%	100%	96%	96%	97%	95%	96%
Share your opinions online	23%	20%	31% B	22%	30%	25%	25%	19%	29%	24%	28%	26%
Shop online	75% C	81% C	58%	63%	75% A	67%	78%	57%	74% A	75% B	58%	68%

**TABLE 15: COMMUNITY FOCUS AREAS**

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Scottsdale	80%	98% A	95% A	95%	92%	96% B	79%	91%	95%	92%	96%	94%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	71%	72%	78%	76%	72%	75%	73%	78%	73%	69%	82% A	74%
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	64%	68%	91% A B	78%	80%	79%	72%	67%	85% A	88% B	65%	79%
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	100% B	85%	92% B	94% B	87%	93% B	74%	87%	93%	89%	95%	91%
Overall feeling of safety in Scottsdale	82%	92% A	97% A	92%	94%	93%	87%	90%	94%	91%	95%	93%
Overall quality of natural environment in Scottsdale	92%	87%	89%	91%	86%	90% B	75%	85%	90%	91%	85%	89%
Overall quality of parks and recreation opportunities	82%	84%	91%	87%	87%	90% B	69%	84%	89%	85%	90%	87%
Overall health and wellness opportunities in Scottsdale	95% B	70%	89% B	90% B	74%	84%	78%	82%	84%	83%	83%	83%
Overall opportunities for education, culture, and the arts	81% B	65%	81% B	78%	70%	76%	70%	77%	74%	75%	75%	75%
Residents' connection and engagement with their community	81% B	57%	74% B	71%	67%	69%	71%	63%	72%	71%	66%	69%



**TABLE 16: QUESTION 13**

We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY. (Percent rating as "major" or "moderate" problem).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Loss of employment income	39% B C	22%	20%	27%	19%	22%	37% A	26%	22%	19%	30% A	24%
Trouble paying for food or housing	39% B C	8%	15%	21% B	11%	15%	25%	27% B	11%	7%	30% A	16%
Feeling alone/isolated, not being able to socialize with people	40%	45%	37%	34%	48% A	38%	54%	53% B	34%	40%	40%	40%
Not knowing when pandemic will end/not feeling in control	74% B C	43%	51%	50%	55%	51%	59%	52%	52%	51%	54%	52%
Lack of technology to perform online work	15%	14%	11%	16% B	8%	12%	13%	19% B	9%	6%	22% A	12%
Lack of technology to perform online schooling	10%	10%	12%	12%	9%	9%	20% A	17% B	8%	8%	15%	11%
Helping my children with online schooling	10%	16% C	6%	11%	9%	8%	25% A	11%	10%	13%	6%	10%
Lack of child care/supervision	20% C	13%	8%	11%	12%	8%	36% A	16%	9%	12%	11%	11%

**TABLE 17: QUESTION 14**

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities: (Percent rating as "major" or "minor" source).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Scottsdale Update utility bill newsletter	23%	54% A	63% A	54%	52%	54%	44%	29%	64% A	65% B	35%	53%
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	28%	56% A	59% A	55%	49%	51%	60%	45%	56%	57% B	45%	52%
City website (ScottsdaleAZ.gov)	70%	81%	71%	75%	71%	74%	73%	58%	81% A	76%	70%	73%
Scottsdale Update weekly email newsletter (or other City email newsletters)	28%	45% A	46% A	45%	39%	42%	50%	33%	47% A	46%	37%	42%
City Cable Channel 11 or Scottsdale Video Network	28%	18%	32% B	26%	26%	24%	38% A	24%	27%	20%	34% A	26%
Local newspapers, television or radio news	77%	68%	82% B	75%	77%	74%	86%	73%	78%	77%	75%	76%
Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	74% C	76% C	51%	64%	60%	61%	84% A	68%	60%	64%	60%	63%
Word of mouth	72%	79%	75%	73%	78%	74%	83%	68%	79% A	77%	72%	75%

**TABLE 18: QUESTION 15**

To what extent do you agree or disagree with each of the following statements? (Percent rating as "strongly" or "somewhat" agree).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The City should do more to promote water conservation	53%	62%	71% A	68%	60%	68% B	43%	64%	65%	61%	70%	64%
My household could do more to conserve water	38%	58% A	47%	51%	47%	50%	42%	52%	47%	49%	49%	49%
My neighbors could do more to conserve water	55%	58%	52%	61% B	47%	54%	55%	59%	52%	52%	59%	54%

**TABLE 19: QUESTION 9 CUSTOM LINE ITEM**

Percent rating positively (e.g., excellent/good).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Water services provided by the Scottsdale Water Department	68%	89% A	85% A	81%	88%	86%	75%	74%	89% A	88% B	78%	85%

**TABLE 20: QUESTION 10 CUSTOM LINE ITEM**

Percent rating positively (e.g., excellent/good).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Law enforcement treating all residents fairly	45%	79% A	83% A	68%	84% A	79% B	52%	68%	79%	78%	72%	76%