

To: Honorable Mayor Borowsky and Members of City Council

From: Greg Caton, City Manager
Jeff Walther, Assistant City Manager

Date: November 5, 2025

Subject: 2025 National Community Survey Results

In late January through mid-March, 5,500 randomly selected households were asked to participate in Scottsdale's administration of the National Community Survey. This statistically valid survey provides insight into how city residents feel about the Scottsdale community, about their local government, and about their interactions with both.

The city can then use that data to prioritize initiatives, services and programs – this process is an important component of Scottsdale's commitment to providing top level services to the community. Because similar surveys are conducted in hundreds of jurisdictions, Scottsdale can compare its results with other cities across the country (the "benchmark comparison" data noted below).

Summary results and highlights from the survey are provided in this memo. A complete tabulation of results is available here:

- [The NCS Report - Scottsdale, AZ 2025](#)

That site includes a separate data set from the open survey that was made available to all residents after the random sample concluded.

Scottsdale residents report high satisfaction in community survey

People who live in Scottsdale enjoy a high quality of life and consider the community an excellent place to live. Noteworthy highlights are provided below.

Strong ratings in key areas (percent rating "excellent" or "good"):

Category	Percentage Rating	Benchmark Comparison
Daytime neighborhood safety	96	↔
Scottsdale as a place to visit	95	↑ ↑
Quality of fire services	95	↔

Category	Percentage Rating	Benchmark Comparison
Scottsdale as a place to live	94	↑
Shopping opportunities	94	↑ ↑
Your neighborhood as a place to live	93	↑
Daytime downtown / commercial area safety	92	↔
Ambulance or emergency medical services	92	↔
Vibrancy of downtown / commercial area	91	↑ ↑
Overall quality of life in Scottsdale	91	↑
Fitness Opportunities	91	↑
Cleanliness	90	↑

Public safety remains a significant strength

Over 9 in 10 participants reported feeling safe in their neighborhood and in Scottsdale's downtown / commercial area during the day. Additionally, high marks were given for our fire, ambulance and emergency medical services.

Residents report overwhelmingly positive ratings for the city's economy

With most aspects of economic life scoring higher, and sometimes much higher, than the national benchmark, residents feel that Scottsdale is a great place to work, visit and has a variety in businesses, services and shopping establishments. Additionally, an increased proportion felt that the economy would have a positive impact on their family over the next six months.

Residents praised parks and recreation opportunities, while mobility and transportation received mixed reviews

Most residents gave excellent or good ratings across multiple recreational and park-related services, rating many higher than national benchmarks. In terms of Scottsdale's natural environment, residents were pleased with the cleanliness of the community, overall quality and preservation of natural areas and yard waste pick-up. Most residents rated the quality of the overall transportation system as either good or fair, similar to ratings in benchmark communities. Street lighting, street cleaning and sidewalk maintenance were rated positively by 7 in 10 residents, while less than 5 in 10 rated traffic flow positively.

Feelings about land use fall

Some ratings related to community design saw a notable decrease, particularly in areas like overall quality of new development, overall appearance and preservation of the historical and cultural character of the community which all decreased by 8% or more. While nine in ten residents view Scottsdale as an excellent or good place to live, ratings for well-planned growth, overall design, public spaces for people to spend time, and land use, planning and zoning all decreased.

Of the 122 evaluative questions included on both the 2023 and current survey iterations, 23 ratings decreased since 2023. Those which decreased by more than 7% are deemed statistically significant and are noted below.

Category	Percentage Rating	Percentage Decrease
Employment opportunities*	65%	15%
Preservation of the historical or cultural character of the community	55%	14%
Scottsdale as a place to raise children	76%	11%
Overall quality of new development	48%	11%
Being open and transparent to the public	46%	11%
Recommend living in Scottsdale to someone who asks	85%	9%
Opportunities to attend special events and festivals	74%	9%
Emergency preparedness	64%	9%
Generally acting in the best interest of the community	54%	9%
Being honest	52%	9%
Traffic flow on major streets	49%	9%
Informing residents about issues facing the community	46%	9%
Remain in Scottsdale for the next five years	83%	8%
Sewer services	82%	8%
Overall appearance	79%	8%
Overall opportunities for education, culture and the arts*	77%	8%
Water resources	66%	8%
Making residents feel welcome	65%	8%

*Higher than the national benchmark. All other categories were similar to the national benchmark.

The survey and its methodology

Scottsdale has used the National Community Survey since 2003 as a statistically valid means of measuring community satisfaction and feedback on city programs and services, data that can then be used by the organization to set priorities and align services based upon community input. The National Community Survey is designed specifically for use by local governments and has been used by more than 500 communities nationwide.

A random sample of 5,500 households in Scottsdale received the survey by mail, and about 9% of those completed and returned the survey. The margin of error around any reported percentage is 5% for the entire sample of 330 completed surveys. In addition, 1,096 people took an online version available to everyone – those results are kept separate from the statistically valid sample results.

Next steps: seeking community feedback more frequently

While Scottsdale has long used a biennial survey to gather community feedback with statistical validity, we recognize that more frequent surveys would likely be even more useful to monitor progress on key initiatives and overall community satisfaction.

To provide that, we are contracting with a new provider who will employ new methodology. Randomly selected participants will be asked to participate in a survey to measure their levels of satisfaction with the city's infrastructure, overall quality of life and community characteristics on a quarterly basis beginning this October.

Responses will be gathered through strategic on-line components and social media outlets and results compiled to represent Scottsdale's demographics proportionately. Selecting a group of geo-located participants at random assures that the results are representative of the community within a known margin of error.

The city will use the feedback to prioritize initiatives, services and programs in the future. The data collected is an important component of Scottsdale's commitment to providing top-level services to the community.

Because similar surveys are conducted in hundreds of jurisdictions, Scottsdale will still have some benchmark comparisons to review along with this quarterly survey.

Attachment:

2025 Nation Community Survey Memo shared in January 2025

C: Charter Officers
Jeff Walther, Assistant City Manager
Chief of Staff to Mayor Borowsky
Joy Racine, Community Involvement Manager (NCS lead)



City Manager's Office

Greg Caton | Interim City Manager

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DATE: Jan. 27, 2025
TO: Mayor and City Council; Executive Team
FROM: Greg Caton, Interim City Manager
SUBJECT: 2025 National Community Survey

Scottsdale's resident survey – the National Community Survey – will open for a randomly selected sample of 5,500 Scottsdale households beginning this week.

Households are selected at random to ensure every resident in Scottsdale has an equal chance of being selected, and the results are statistically valid within a range of certainty known as the margin of error. Notifications occur by mail; residents complete the survey online (but can contact us for a paper copy if they prefer).

Once the random sample survey period closes, we will open an identical web survey to the entire community for two weeks so that anyone in Scottsdale who wants to provide feedback may do so. We will publicize this opportunity via the city's communication channels. Data from the open survey set will be kept separate from the random sample; data and reports are expected in April.

A copy of the survey instrument is attached for your information. We ask that this not be shared while the random sample survey is being administered. Additional information is provided below, please contact me if you have questions.

BACKGROUND

Since 2003, Scottsdale has contracted with the National Research Center (now Polco) to conduct a resident survey. Surveys were conducted in 2003, 2004, 2006, 2010, 2013, 2016, 2018, 2020 and 2023; results are available at ScottsdaleAZ.gov, search "survey."

The NCS is specifically for local governments and was among the first scientific surveys to gather resident opinion on a range of community issues, including safety, mobility, natural and built environments, economy, recreation and wellness, education and engagement.

Because similar surveys are conducted in hundreds of jurisdictions, Scottsdale can compare its results with other cities across the country. In addition, surveying helps measure progress since the baseline has been established from previous surveys.

The bulk of the questionnaire remains consistent between surveys so that data and trends can be tracked over time.

The NCS costs \$24,950, which covers creating the survey and survey documents, randomly selecting a sample of approximately 5,500 unique addresses, printing, mailing, data entry and analysis and creating both a report of results, a report comparing results to prior surveys, and a report of normative comparisons with other similar jurisdictions. The report also includes demographic and geographic subgroup comparisons to show if there are substantive differences between subgroups.

The City of Scottsdale 2025 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Scottsdale.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Scottsdale as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Scottsdale.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale.....	1	2	3	4	5
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Scottsdale..... (water, sewer, storm water, electric/gas, broadband)	1	2	3	4	5
Overall feeling of safety in Scottsdale	1	2	3	4	5
Overall quality of natural environment in Scottsdale	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Scottsdale	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
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:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
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
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Scottsdale community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Scottsdale community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Scottsdale.....	1	2	3	4	5
Variety of business and service establishments in Scottsdale	1	2	3	4	5
Vibrancy of downtown/commercial area	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 image or reputation of Scottsdale.....	1	2	3	4	5

7. Please also rate each of the following in the Scottsdale community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	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
Overall quality of new development in Scottsdale.....	1	2	3	4	5
Overall appearance of Scottsdale.....	1	2	3	4	5
Cleanliness of Scottsdale.....	1	2	3	4	5
Water resources (lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	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
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Scottsdale	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals	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

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

	<u>No</u>	<u>Yes</u>
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
Attended a local public meeting (of local elected officials like City Council, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Scottsdale	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone	1	2
Walked or biked instead of driving.....	1	2

The City of Scottsdale 2025 Community Survey

9. Please rate the quality of each of the following services in Scottsdale.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services	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
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
Police services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services	1	2	3	4	5
Fire prevention and education.....	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 (open space and greenbelts)	1	2	3	4	5
Scottsdale open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Scottsdale government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 resident 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
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Scottsdale.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. 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.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Scottsdale	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale.....	1	2	3	4
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Scottsdale	1	2	3	4
Overall quality of natural environment in Scottsdale	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Scottsdale	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. 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:

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
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
Social media (e.g., Facebook, X (previously Twitter), Nextdoor, YouTube, etc.)	1	2	3
Word of mouth.....	1	2	3

14. Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

- ☐ Never served in the military
- ☐ Only on active duty for training in the Reserves or National Guard
- ☐ Now on active duty
- ☐ On active duty in the past, but not now

The City of Scottsdale 2025 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

☐ 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. How many years have you lived in Scottsdale?

☐ Less than 2 years
☐ 2-5 years
☐ 6-10 years
☐ 11-20 years
☐ More than 20 years

D5. Which best describes the building you live in?

☐ Single-family detached home
☐ Townhouse or duplex (may share walls but no units above or below you)
☐ Condominium or apartment (have units above or below you)
☐ Mobile home
☐ Other

D6. Do you rent or own your home?

☐ Rent
☐ Own

D7. 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 ☐ \$2,500 to \$3,999
☐ \$300 to \$599 ☐ \$4,000 to \$6,999
☐ \$600 to \$999 ☐ \$7,000 to \$9,999
☐ \$1,000 to \$1,499 ☐ \$10,000 or more
☐ \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

☐ No ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

☐ No ☐ Yes

D10. 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 ☐ \$100,000 to \$149,999
☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
☐ \$50,000 to \$74,999 ☐ \$200,000 to \$299,999
☐ \$75,000 to \$99,999 ☐ \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

☐ No ☐ Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

☐ American Indian or Alaskan Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian or Other Pacific Islander
☐ White
☐ A race not listed

D13. 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

D14. What is your gender?

☐ Woman
☐ Man
☐ Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

☐ Agender/I don't identify with any gender
☐ Genderqueer/gender fluid
☐ Non-binary
☐ Transgender man
☐ Transgender woman
☐ Two-spirit
☐ Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502