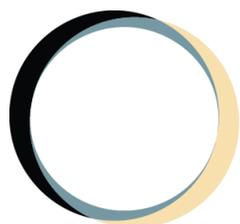


THE NCSTM
The National Citizen SurveyTM

Scottsdale, AZ

Comparisons by Geographic Subgroups

2016



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by geographic subarea.

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between area are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (283 completed surveys). For each area (South of Indian Bend Rd., North of Indian Bend and South or West of CAP Canal, and North or East of CAP Canal), the margin of error rises to approximately plus or minus ten percentage points since sample sizes were approximately 98 for the area South of Indian Bend Rd., 90 for the area North of Indian Bend and South or West of CAP Canal, and 95 for the area North or East of CAP Canal. Notable differences between subareas included the following:

- Few significant differences in opinion by area were observed within the facet of Community Characteristics. Residents living North or East of the CAP Canal were more likely to positively rate the overall image or reputation of Scottsdale, and also aspects of Economy and of Recreation and Wellness, than their counterparts. Within the facet of Economy, residents North or East of the CAP Canal also tended to give more favorable ratings to ease of public parking and ease of travel by car in Scottsdale, while those living South of Indian Bend Road were more likely to positively rate the ease of travel by public transportation.
- Similarly, in Governance, few differences in opinion were noted by subarea. Where differences were observed, residents living North or East of the CAP Canal tended to give higher ratings than residents living elsewhere, although residents living South of Indian Bend Road were more likely to positively rate the services provided by the Federal Government.
- Participation rates by subarea tended to vary, and clear patterns of response were not emergent. Residents living North or East of the CAP Canal were more likely than their counterparts to indicate that they planned to remain in Scottsdale for the next five years, to not be under housing cost stress, to report being in very good or excellent health and to have volunteered. Residents living North of Indian Bend Road and South or West of the CAP Canal were more likely to have not observed a code violation, to have visited or used a City pool and to have used Scottsdale public libraries than their counterparts. Survey respondents who lived South of Indian Bend Road were more likely to have walked or biked instead of driving, to have used bus or other public transportation instead of driving, and to indicate that the sense of community in Scottsdale was essential or very important than residents living elsewhere.
- Residents living North or East of the CAP Canal tended to be more likely than residents in other areas to have participated in activities at the Scottsdale McDowell Sonoran Preserve, including having walked or hiked in the Preserve, having visited a Preserve trailhead or to have taken out of town visitors to do activities in the Preserve.
- Respondents living South of Indian Bend Road were more likely to indicate that their household could do more to conserve water, and also to say that they utilized Facebook as a major or minor source of information about the City, than residents living in other parts of Scottsdale.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
The overall quality of life in Scottsdale	94%	96%	99%	96%
Overall image or reputation of Scottsdale	84%	91%	95%	89%
Scottsdale as a place to live	97%	97%	99%	98%
Your neighborhood as a place to live	94%	90%	98%	93%
Scottsdale as a place to raise children	93%	81%	94%	89%
Scottsdale as a place to retire	90%	89%	98%	92%
Overall appearance of Scottsdale	89%	94%	98%	93%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Overall feeling of safety in Scottsdale	92%	89%	95%	92%
In your neighborhood during the day	95%	97%	100%	97%
In Scottsdale's downtown/commercial area during the day	96%	93%	93%	94%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Overall ease of getting to the places you usually have to visit	75%	70%	84%	76%
Traffic flow on major streets	52%	47%	68%	55%
Ease of public parking	58%	71%	70%	65%
Ease of travel by car in Scottsdale	75%	57%	81%	70%
Ease of travel by public transportation in Scottsdale	57%	29%	15%	39%
Ease of travel by bicycle in Scottsdale	64%	63%	70%	65%
Ease of walking in Scottsdale	82%	79%	72%	78%
Availability of paths and walking trails	84%	84%	83%	84%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Quality of overall natural environment in Scottsdale	90%	82%	95%	88%
Air quality	74%	60%	72%	69%
Cleanliness of Scottsdale	91%	89%	97%	92%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	82%	77%	83%	81%
Public places where people want to spend time	83%	88%	93%	88%
Variety of housing options	62%	76%	82%	72%
Availability of affordable quality housing	47%	37%	54%	45%
Overall quality of new development in Scottsdale	64%	79%	72%	71%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Overall economic health of Scottsdale	83%	85%	88%	85%
Scottsdale as a place to work	93%	86%	98%	92%
Scottsdale as a place to visit	92%	94%	100%	95%
Employment opportunities	55%	70%	75%	66%
Shopping opportunities	91%	97%	95%	94%
Cost of living in Scottsdale	45%	38%	65%	48%
Overall quality of business and service establishments in Scottsdale	85%	91%	87%	88%
Vibrant downtown/commercial area	86%	90%	80%	86%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Health and wellness opportunities in Scottsdale	92%	89%	98%	92%
Fitness opportunities (including exercise classes and paths or trails, etc.)	87%	91%	95%	90%
Recreational opportunities	88%	89%	91%	89%
Availability of affordable quality food	84%	80%	90%	84%
Availability of affordable quality health care	80%	74%	87%	80%
Availability of preventive health services	82%	83%	91%	85%
Availability of affordable quality mental health care	69%	66%	70%	68%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Overall opportunities for education and enrichment	89%	79%	89%	86%
Availability of affordable quality child care/preschool	73%	59%	67%	65%
K-12 education	87%	74%	83%	81%
Adult educational opportunities	84%	68%	78%	77%
Opportunities to attend cultural/arts/music activities	83%	83%	92%	85%
Opportunities to participate in religious or spiritual events and activities	90%	86%	96%	90%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Opportunities to participate in social events and activities	67%	76%	88%	76%
Opportunities to volunteer	63%	78%	94%	77%
Opportunities to participate in community matters	60%	59%	82%	66%
Openness and acceptance of the community toward people of diverse backgrounds	47%	59%	71%	58%
Neighborliness of residents in Scottsdale	51%	61%	59%	57%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
The City of Scottsdale	91%	86%	92%	89%
The value of services for the taxes paid to Scottsdale	71%	67%	75%	71%
The overall direction that Scottsdale is taking	65%	72%	72%	70%
The job Scottsdale government does at welcoming citizen involvement	55%	62%	69%	61%
Overall confidence in Scottsdale government	61%	61%	70%	63%
Generally acting in the best interest of the community	64%	60%	68%	64%
Being honest	64%	52%	62%	59%
Treating all residents fairly	65%	57%	66%	63%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	88%	88%	96%	90%
The Federal Government	51%	31%	38%	40%
The State Government	45%	38%	49%	43%
Maricopa County Government	60%	46%	51%	53%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Police services	92%	85%	96%	91%
Fire services	98%	98%	100%	98%
Ambulance or emergency medical services	99%	98%	96%	98%
Crime prevention	88%	76%	89%	85%
Fire prevention and education	90%	82%	91%	87%
Animal control	82%	78%	81%	80%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	76%	67%	68%	71%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Traffic enforcement	72%	64%	86%	73%
Street repair	61%	75%	72%	69%
Street cleaning	84%	87%	84%	85%
Street lighting	70%	84%	79%	77%
Sidewalk maintenance	72%	82%	91%	80%
Traffic signal timing	65%	59%	63%	62%
Bus or transit services	72%	56%	49%	64%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Garbage collection	96%	93%	98%	95%
Recycling	80%	90%	93%	87%
Yard waste pick-up	69%	74%	88%	76%
Drinking water	45%	59%	68%	56%
Preservation of natural areas such as open space, farmlands and greenbelts	71%	76%	87%	77%
Scottsdale McDowell Sonoran Preserve	87%	87%	92%	89%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Storm drainage	59%	75%	75%	69%
Sewer services	73%	88%	91%	83%
Utility billing	63%	70%	81%	70%
Land use, planning and zoning	60%	64%	58%	61%
Code enforcement (weeds, abandoned buildings, etc.)	63%	65%	80%	68%
Cable television	62%	55%	56%	58%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Economic development	75%	84%	79%	79%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
City parks	87%	91%	94%	90%
Recreation programs or classes	89%	90%	88%	89%
Recreation centers or facilities	87%	85%	91%	87%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Public library services	95%	98%	90%	95%
City-sponsored special events	72%	89%	83%	80%
Senior services	75%	66%	70%	71%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Public information services	76%	79%	87%	80%
Scottsdale website (www.ScottsdaleAZ.gov)	91%	81%	85%	86%
City Cable Channel 11 or Scottsdale Video Network	75%	70%	67%	72%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Sense of community	63%	57%	65%	62%
Recommend living in Scottsdale to someone who asks	92%	94%	98%	94%
Remain in Scottsdale for the next five years	90%	95%	99%	94%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	55%	51%	56%	54%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Was NOT the victim of a crime	84%	86%	90%	86%
Did NOT report a crime	82%	86%	88%	85%
Stocked supplies in preparation for an emergency	31%	26%	19%	26%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Walked or biked instead of driving	71%	57%	45%	59%
Carpooled with other adults or children instead of driving alone	55%	50%	43%	50%
Used bus or other public transportation instead of driving	23%	8%	4%	13%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Recycle at home	91%	95%	99%	94%
Made efforts to make your home more energy efficient	78%	79%	76%	78%
Made efforts to conserve water	79%	88%	83%	83%
Water services provided by Scottsdale Water Department	67%	79%	88%	77%
Drinking water taste	38%	39%	57%	43%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
NOT under housing cost stress	64%	71%	84%	71%
Did NOT observe a code violation	53%	79%	73%	67%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Purchase goods or services from a business located in Scottsdale	95%	97%	100%	97%
Economy will have positive impact on income	31%	39%	48%	38%
Work in Scottsdale	33%	37%	40%	36%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Used Scottsdale recreation centers or their services	67%	62%	59%	63%
Visited a neighborhood park or City park	86%	86%	85%	86%
Eat at least 5 portions of fruits and vegetables a day	90%	83%	88%	87%
Participate in moderate or vigorous physical activity	87%	86%	97%	89%
Reported being in "very good" or "excellent" health	67%	82%	90%	78%
Visited or used a City pool	13%	27%	7%	16%
Used a City fitness facility	27%	22%	15%	22%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Used Scottsdale public libraries or their services	50%	74%	66%	62%
Participated in religious or spiritual activities in Scottsdale	37%	48%	49%	44%
Attended a City-sponsored event	50%	41%	46%	46%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Campaigned or advocated for an issue, cause or candidate	33%	28%	24%	29%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	19%	20%	18%	19%
Volunteered your time to some group/activity in Scottsdale	23%	42%	50%	36%
Participated in a club	18%	37%	40%	30%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Talked to or visited with your immediate neighbors	93%	96%	90%	93%
Done a favor for a neighbor	78%	85%	83%	82%
Attended a local public meeting	17%	19%	13%	17%
Watched (online or on television) a local public meeting	22%	22%	17%	21%
Read or watch local news (via television, paper, computer, etc.)	88%	84%	85%	86%
Vote in local elections	85%	87%	96%	89%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Overall feeling of safety in Scottsdale	96%	93%	92%	94%
Overall ease of getting to the places you usually have to visit	81%	88%	86%	85%
Quality of overall natural environment in Scottsdale	88%	88%	94%	90%
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	83%	88%	92%	87%
Health and wellness opportunities in Scottsdale	77%	84%	82%	81%
Overall opportunities for education and enrichment	72%	80%	79%	77%
Overall economic health of Scottsdale	91%	97%	96%	95%
Sense of community	70%	89%	79%	79%

Table 29: Activities in Scottsdale McDowell Sonoran Preserve

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. (Percent rating as "at least once a month").	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Walked or hiked in the Preserve	41%	56%	71%	54%
Rode a mountain bike in the Preserve	11%	25%	21%	18%
Rock climbed in the Preserve	8%	11%	12%	10%
Ridden a horse in the Preserve	3%	4%	7%	4%
Visited a Preserve trailhead	41%	49%	69%	51%
Taken out of town visitors on any of these activities in the Preserve	33%	47%	64%	46%

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Table 30: Resident Opinion of Water Conservation Efforts

To what extent do you agree or disagree with each of the following statements? (Percent rating as "strongly agree" or "somewhat agree").	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
The City of Scottsdale should do more to promote water conservation among residents	75%	69%	75%	73%
My household could do more to conserve water	62%	42%	46%	51%
My neighbors could do more to conserve water	65%	49%	52%	56%

Table 31: Sources of City Information

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 source" or "minor source").	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Utility bill	72%	70%	80%	73%
Parks and Recreation brochure	53%	58%	70%	59%
City website	68%	73%	76%	71%
Email subscription or newsletter	42%	40%	50%	43%
City Cable Channel 11 or Scottsdale Video Network	31%	21%	22%	25%
Local newspapers	57%	52%	63%	57%
Facebook	49%	30%	31%	38%
Twitter	19%	10%	12%	14%
Next Door	41%	39%	42%	41%
Word of mouth	76%	74%	81%	77%

Table 32: Method of Receiving Utility Bill

	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
Which method does your household currently use to receive its City of Scottsdale utility bill?	51%	46%	49%	49%

Table 33: Utility Billing Preferences

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements: (Percent rating as "strongly agree" or "somewhat agree").	Geographic Area			Overall
	South of Indian Bend Road	North of Indian Bend Road & South or West of CAP Canal	North or East of CAP Canal	
I prefer a paper bill	93%	91%	81%	89%
I don't have access to a computer	13%	18%	8%	13%
I don't trust electronic payments	25%	35%	25%	29%
I don't know how to establish electronic payment on my account	11%	6%	14%	10%
I've tried to establish electronic payment on my account but the website/process was too complicated	28%	15%	6%	16%
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	61%	57%	56%	58%