

The National  
**CITIZEN SURVEY™**

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**Summary Report for the  
City of Scottsdale, Arizona**



Submitted by:

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NATIONAL RESEARCH CENTER, INC.  
3005 30<sup>th</sup> Street • Boulder, CO 80301  
tel. 303-444-7863 • fax. 303-441-1145  
e-mail: ncs@n-r-c.com • www.n-r-c.com

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# **SURVEY BACKGROUND**

## **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

## **UNDERSTANDING THE RESULTS**

### ***Survey Administration***

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 332 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 938 residents, for a response rate of 35%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 3,000 residents is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Scottsdale. (For more information on the survey methodology, see Appendix II in the Report of Results. A copy of the survey materials can be found in Appendix III of the Report of Results.)

### ***Use of the “Excellent, Good, Fair, Poor” Response Scale***

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint).

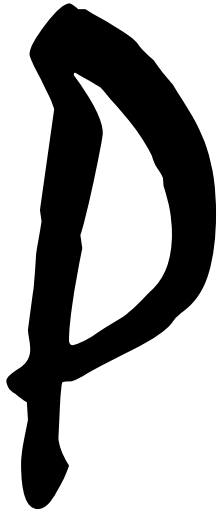
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The National CITIZEN SURVEY™

Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

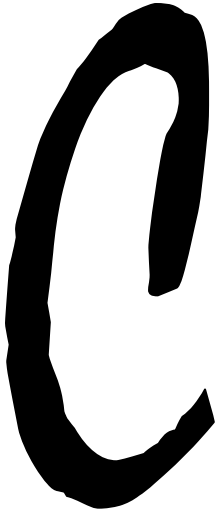
### ***Putting Evaluations Onto a 100-Point Scale***

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported "excellent," then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor" rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was "good," then the result would be 67 on a 100-point scale; "fair" would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.



## PROFILE OF SCOTTSDALE

According to the survey results, about 22% of Scottsdale residents have lived in the community for more than 20 years and 74% are over age 34. Another 21% are over age 64. 68% are currently employed; 27% rent; 73% own and 58% live in detached single family homes. Over 91% of Scottsdale residents have at least some college and the 64% have incomes above \$50,000. 4% of Scottsdale residents reported that they are Spanish, Hispanic or Latino and 96% said they are White or Caucasian.



## COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Scottsdale. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Scottsdale. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Scottsdale.

- **QUALITY OF LIFE**

When asked to rate the overall quality of life in Scottsdale, 43% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” Scottsdale as a place to raise children received an average rating of 70 on a 100-point scale.

- **RATINGS OF COMMUNITY CHARACTERISTICS IN SCOTTSDALE**

In 2004, the highest rated characteristics of Scottsdale were shopping opportunities, overall appearance of Scottsdale, and recreational opportunities. The average rating on a 100-point scale given to shopping opportunities in 2004 was 87 compared to 85 in 2003. When asked about potential problems in Scottsdale, the three concerns rated by the highest proportion of respondents as a “major problem” in 2004 were traffic congestion, too much growth, and drugs. In 2004 32% rated traffic congestion as a “major problem” compared to 33% in 2003.

- **PERCEPTIONS OF SAFETY**

When evaluating safety in the community, 78% of respondents felt “somewhat” or “very safe” from violent crimes in Scottsdale in 2004, compared to 70% in 2003. In their neighborhood after dark, 81% of survey participants felt “somewhat” or “very safe” in 2004, compared to 81% in 2003.

In 2004, as assessed by the survey, 13% of households reported that at least one member had been the victim of one or more crimes in the past year. In

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The National CITIZEN SURVEY™

2003, 11% of households had reported that at least one member had been a crime victim. Of those who had been the victim of a crime in 2004, 72% had reported it to police.

- **COMMUNITY PARTICIPATION**

Participation in the civic, social and economic life of Scottsdale during the past year was assessed on the survey. Among those completing the questionnaire in 2004, 86% reported visiting a Scottsdale park in the past year compared to 84% in 2003.



## LOCAL GOVERNMENT

Several aspects of the government of the City of Scottsdale were evaluated by residents completing The National Citizen Survey.<sup>TM</sup> They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Scottsdale. Those who had any contact with a City of Scottsdale employee in the past year gave their impressions of the most recent encounter.

- **PUBLIC TRUST**

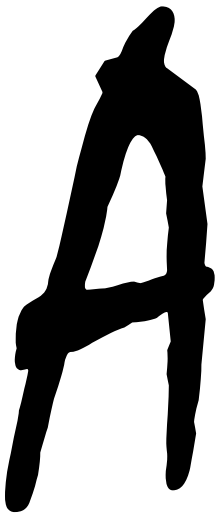
When asked to evaluate whether they were pleased with the overall direction taken by the City of Scottsdale, residents gave an average rating of 67 on a 100-point scale in 2004, compared to an average rating of 56 in 2003.

- **SERVICES PROVIDED BY SCOTTSDALE**

The overall quality of services provided by the City of Scottsdale was rated as 71 on a 100-point scale in 2004, compared to 68 in 2003.

- **THE CITY OF SCOTTSDALE EMPLOYEES**

Impressions of the City of Scottsdale employees were assessed on the questionnaire. In 2004, those who had been in contact with a City of Scottsdale employee in the past year (47%) rated their overall impression as 71 on a 100-point scale, compared to an average rating of 72 received in 2003.



## ADDITIONAL QUESTIONS

Two additional questions were asked by the City of Scottsdale as listed below.  
The results for these questions are also available in the Report of Results.

<b>Figure 25: Policy Question #1</b>	
	<b>In which area of Scottsdale do you live?</b>
	Percent of Respondents
South of Indian Bend Road	39%
North of Indian Bend Road and south or west of the CAP Canal	27%
North or east of the CAP Canal	34%
Total	100%

<b>Figure 26: Policy Question #2</b>						
<b>To what level do you agree or disagree with the following statements?</b>	<b>strongly agree</b>	<b>somewhat agree</b>	<b>neither agree nor disagree</b>	<b>somewhat disagree</b>	<b>strongly disagree</b>	<b>Total</b>
The City of Scottsdale should do more to promote water conservation among residents	47%	32%	16%	4%	2%	100%
My household could do more to conserve water	16%	39%	21%	13%	10%	100%



The National

# **CITIZEN SURVEY™**

# 2004

## **Report of Results for the City of Scottsdale, Arizona**



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tel. 303-444-7863 • fax. 303-441-1145  
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# **SURVEY BACKGROUND**

## **ABOUT THE NATIONAL CITIZEN SURVEY™**

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

# UNDERSTANDING THE RESULTS

## ***Survey Administration***

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 332 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 938 residents, for a response rate of 35%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 3,000 residents is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Scottsdale. (For more information on the survey methodology, see Appendix II. A copy of the survey materials can be found in Appendix III.)

## ***Survey Validity***

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey 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, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

- 1) Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
- 2) Selecting households at random within the jurisdiction.

- 3) Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- 4) Selecting the respondent within the household using an unbiased sampling procedure<sup>1</sup>.
- 5) 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.
- 6) Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
- 7) Providing a self-addressed, postage-paid return envelope.
- 8) Offering the survey in Spanish when appropriate and requested by city officials.
- 9) Using the most recent available information about the characteristics of jurisdiction residents to reweight the data 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 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 a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any

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<sup>1</sup> *The birthday method requests 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.*

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 tend to be ambiguous, 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 fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

### ***Use of the “Excellent, Good, Fair, Poor” Response Scale***

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### ***“Don’t Know” Responses***

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 I. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

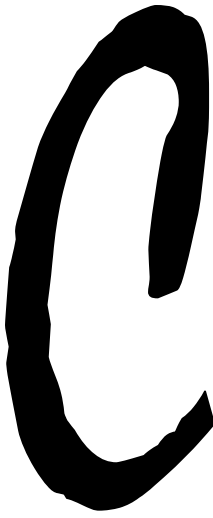
### ***Putting Evaluations Onto a 100-Point Scale***

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

### ***Interpreting Comparisons to Previous Years***

This report contains comparisons with prior years’ results. In this report, we are comparing 2004 data with 2003 data in the graphs. In the graphs, there are two separate representations labeled by year. The table following a graph contains 2004 data only, and is labeled accordingly.





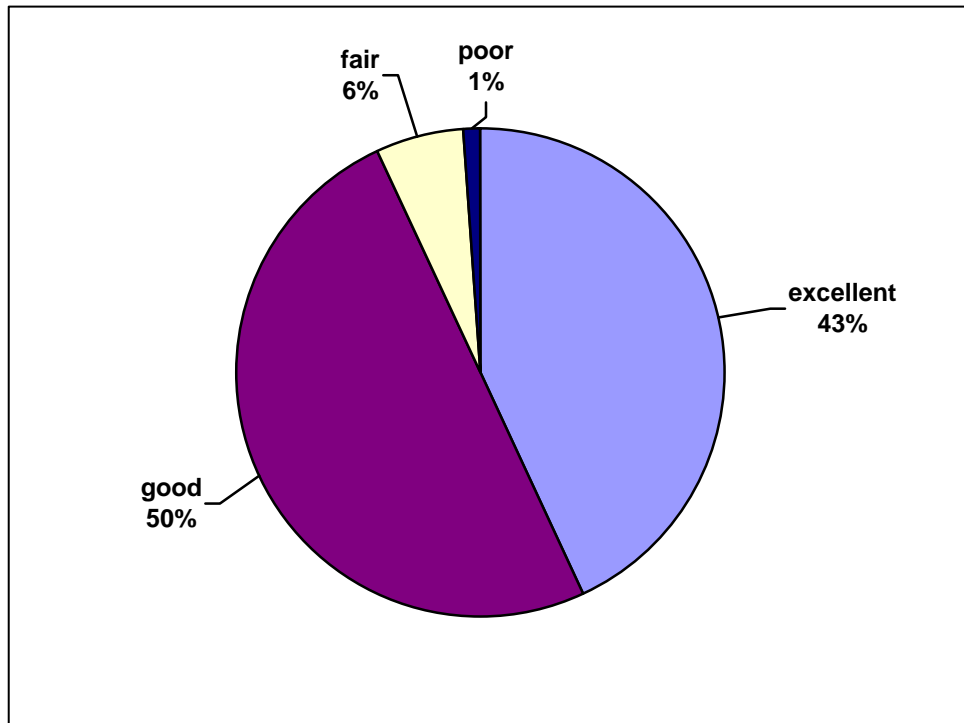
## COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Scottsdale. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Scottsdale. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Scottsdale.

## QUALITY OF LIFE

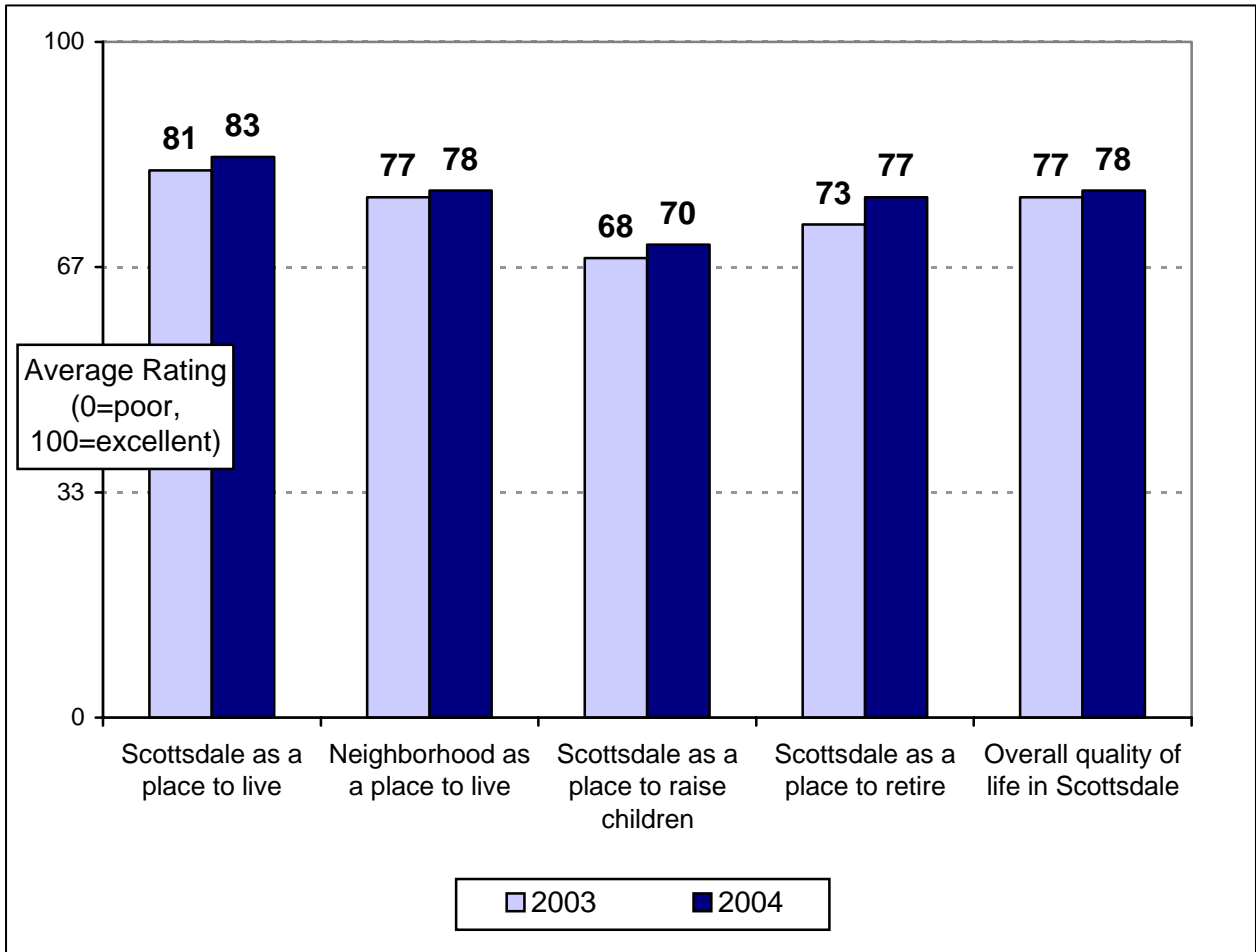
When asked to rate the overall quality of life in Scottsdale, 43% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.”

**Figure 1: Overall Quality of Life in Scottsdale**



The average rating of overall quality of life on a 100-point scale was 77 in 2003. In 2004, the rating was 78. Scottsdale as a place to retire received an average rating of 73 on a 100-point scale in 2003, compared to 77 in 2004. Other ratings can be seen in the charts below.

**Figure 2: Quality of Life Ratings**



**Figure 2b: 2004 Quality of Life Ratings**

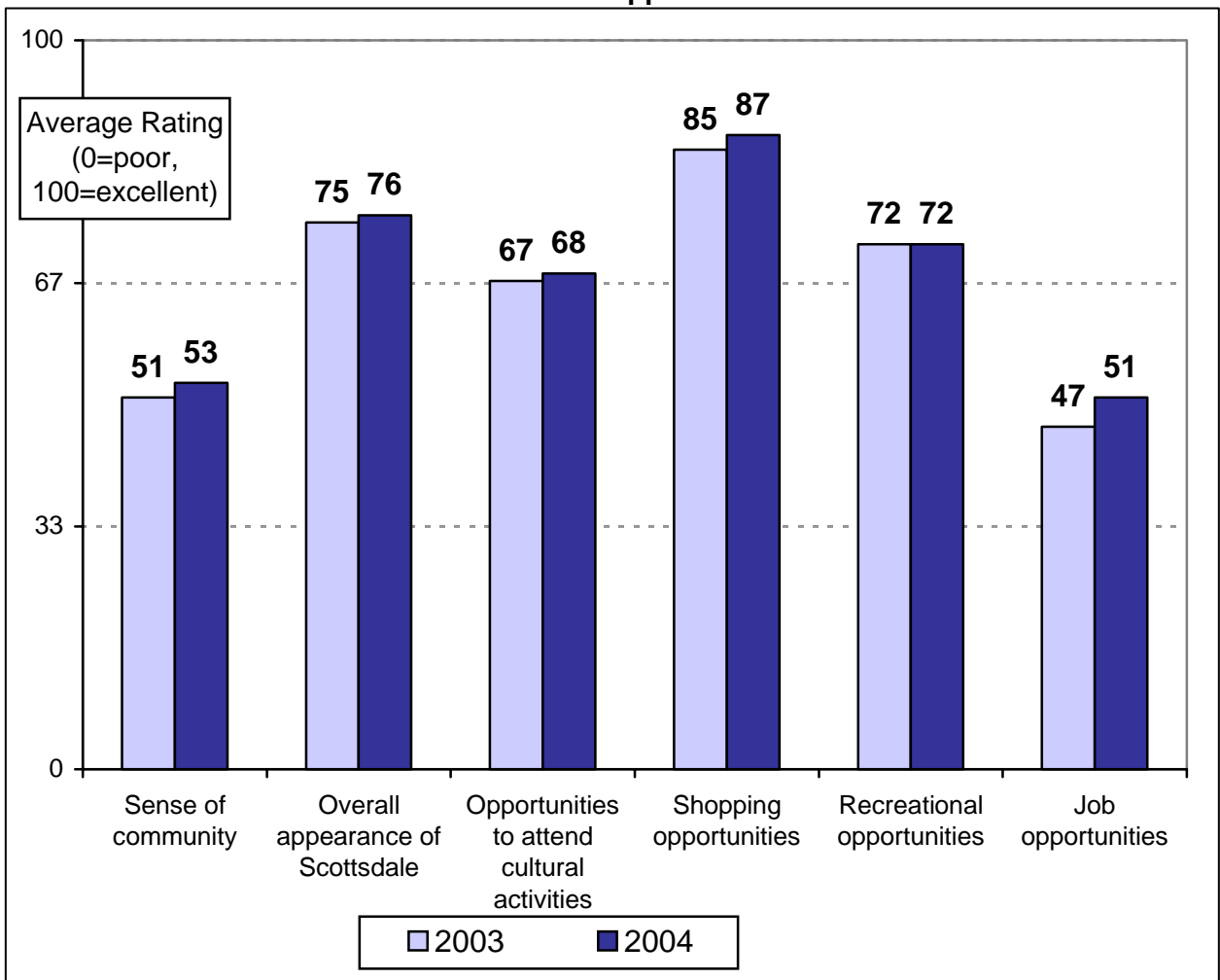
	excellent	good	fair	poor	Total
How do you rate Scottsdale as a place to live?	54%	41%	5%	0%	100%
How do you rate your neighborhood as a place to live?	47%	42%	9%	2%	100%
How do you rate Scottsdale as a place to raise children?	32%	48%	17%	3%	100%
How do you rate Scottsdale as a place to retire?	46%	40%	11%	3%	100%
How do you rate the overall quality of life in Scottsdale?	43%	50%	6%	1%	100%

Note: "Don't Know" responses are removed

# RATINGS OF COMMUNITY CHARACTERISTICS IN SCOTTSDALE

In 2004, the highest rated characteristics of Scottsdale were shopping opportunities, overall appearance of Scottsdale, and recreational opportunities. The average rating on a 100-point scale given to shopping opportunities in 2004 was 87 compared to 85 in 2003. Average ratings given to all the characteristics are shown in Figures 3 and 4.

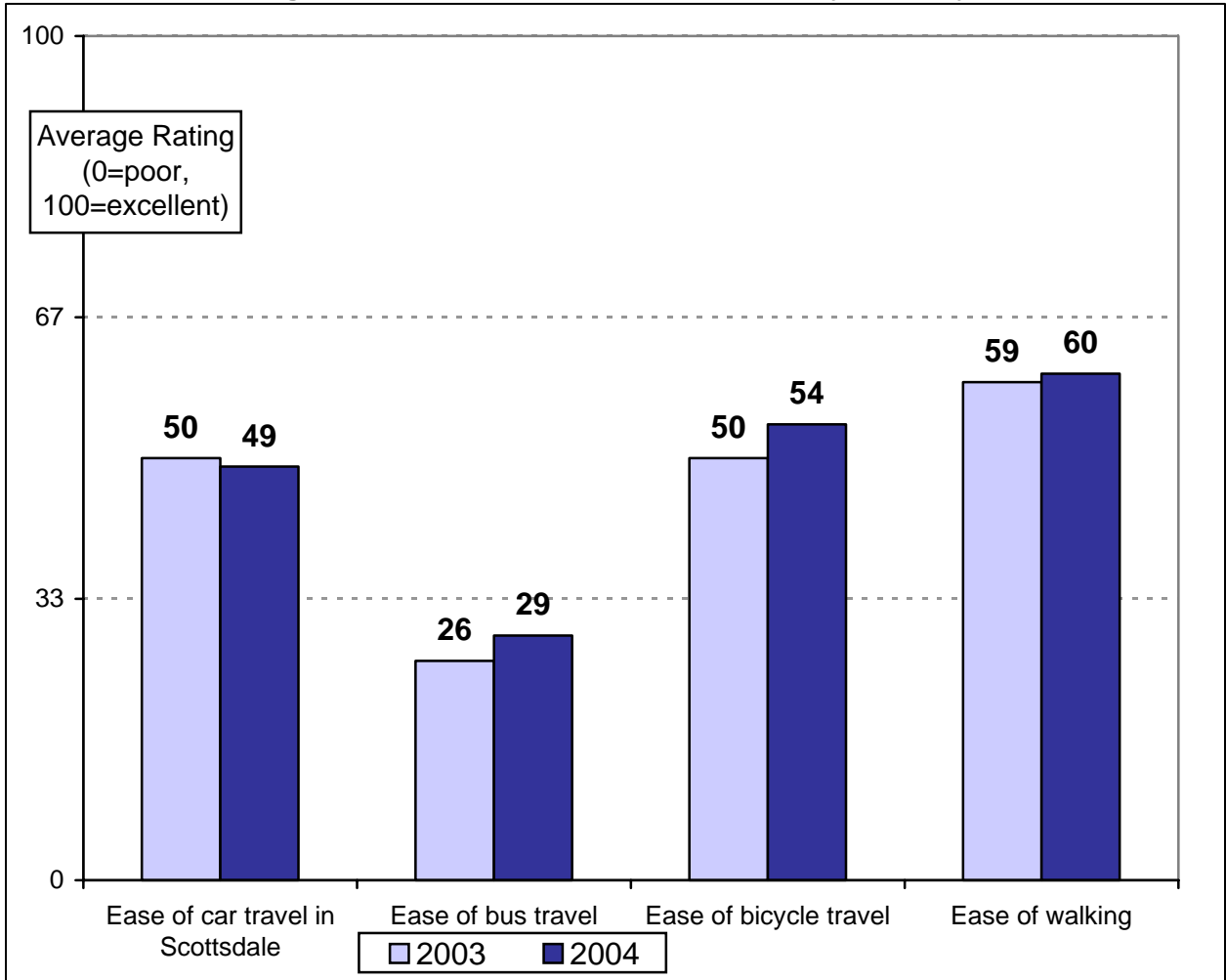
**Figure 3: Characteristics of the Community: General and Opportunities**



**Figure 3b: 2004 Characteristics of the Community: General and Opportunities**

	<b>excellent</b>	<b>good</b>	<b>fair</b>	<b>poor</b>	<b>Total</b>
Sense of community	11%	47%	34%	9%	100%
Overall appearance of Scottsdale	39%	50%	10%	1%	100%
Opportunities to attend cultural activities	30%	47%	20%	4%	100%
Shopping opportunities	65%	29%	4%	1%	100%
Recreational opportunities	35%	47%	15%	2%	100%
Job opportunities	10%	43%	37%	10%	100%
Note: "Don't Know" responses are removed					

**Figure 4: Characteristics of the Community: Mobility**



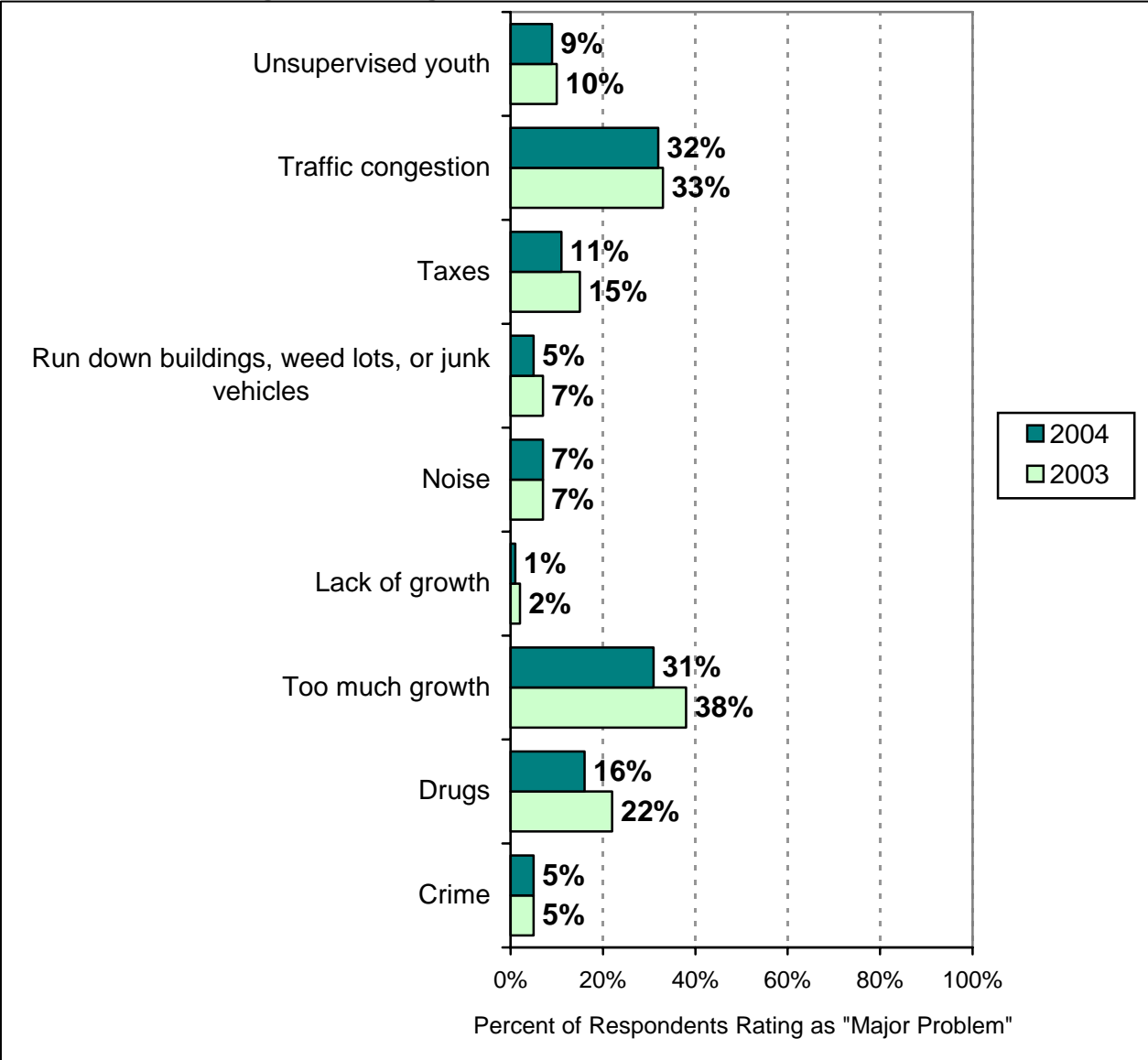
**Figure 4b: 2004 Characteristics of the Community: Mobility**

	excellent	good	fair	poor	Total
Ease of car travel in Scottsdale	9%	42%	36%	13%	100%
Ease of bus travel in Scottsdale	5%	18%	36%	40%	100%
Ease of bicycle travel in Scottsdale	16%	43%	29%	12%	100%
Ease of walking in Scottsdale	23%	46%	22%	9%	100%

Note: "Don't Know" responses are removed

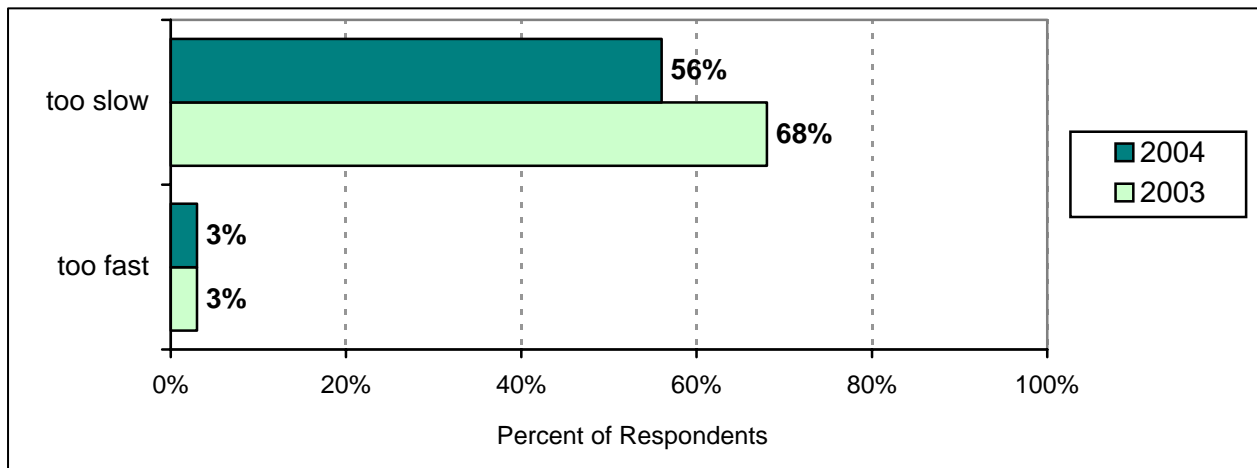
When asked about potential problems in Scottsdale, the three concerns rated by the highest proportion of respondents as a “major problem” in 2004 were traffic congestion, too much growth, and drugs. In 2004 32% rated traffic congestion as a “major problem” compared to 33% in 2003.

**Figure 5: Ratings of Potential Problems in Scottsdale**



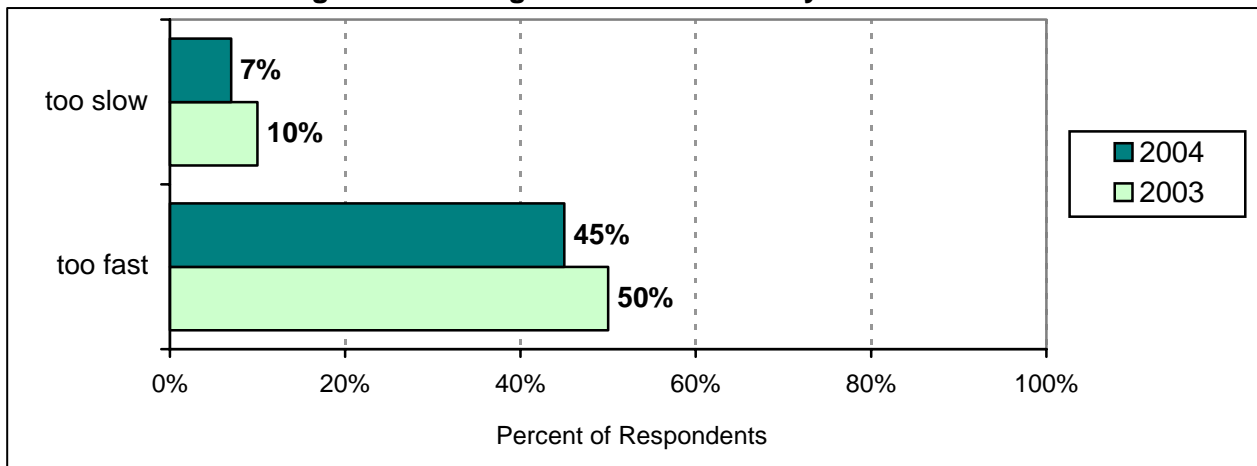
In 2004, the rate of population growth in Scottsdale was viewed as “too fast” by 77% of respondents, while 1% thought it was “too slow.”

**Figure 6a: Ratings of Job Growth by Year in Scottsdale**



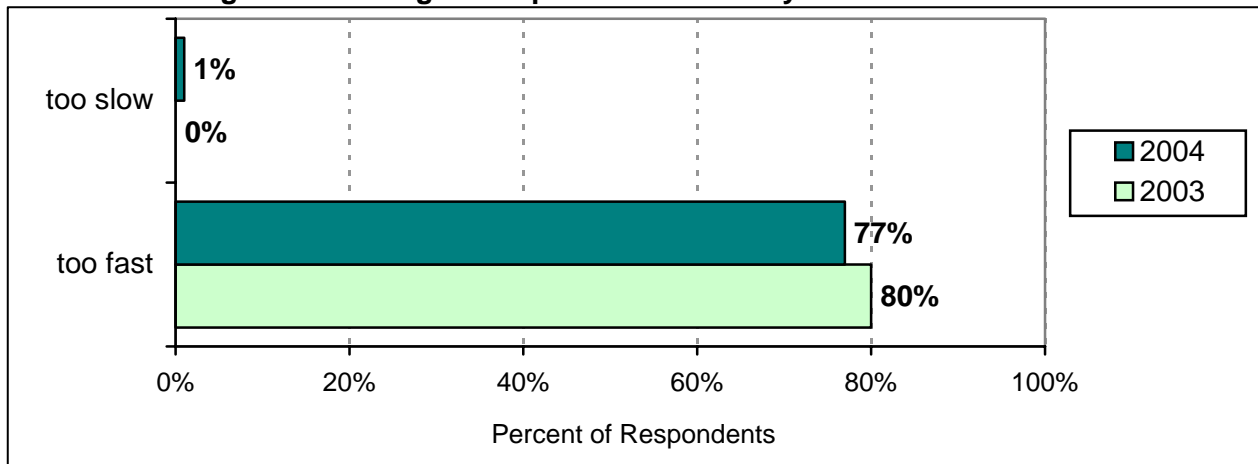
*\*Note: Responses of “neither too fast nor too slow” were omitted.*

**Figure 6b: Ratings of Retail Growth by Year in Scottsdale**



*\*Note: Responses of “neither too fast nor too slow” were omitted.*

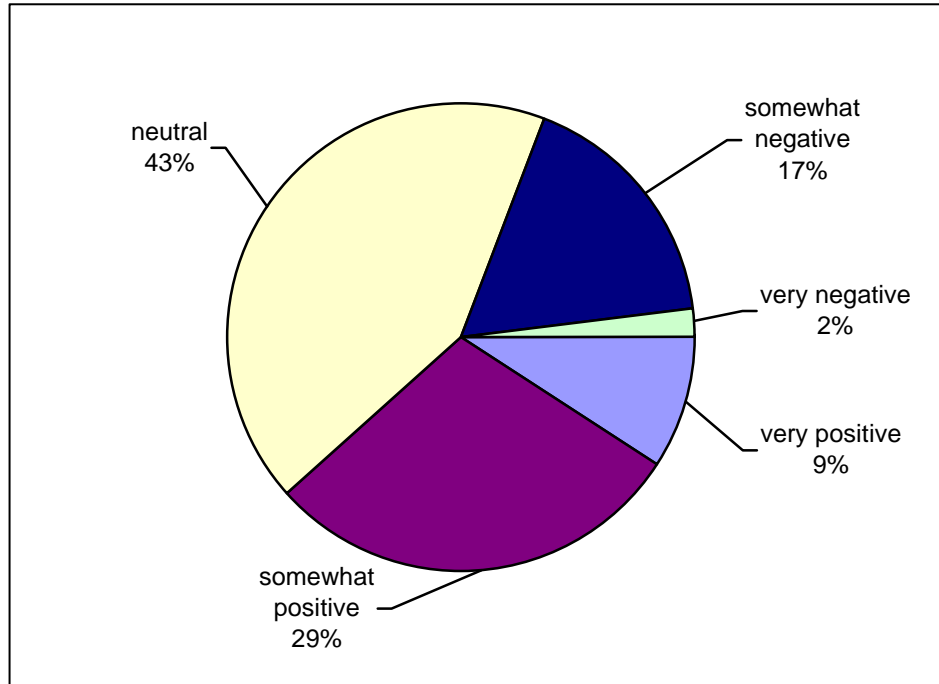
**Figure 6c: Ratings of Population Growth by Year in Scottsdale**



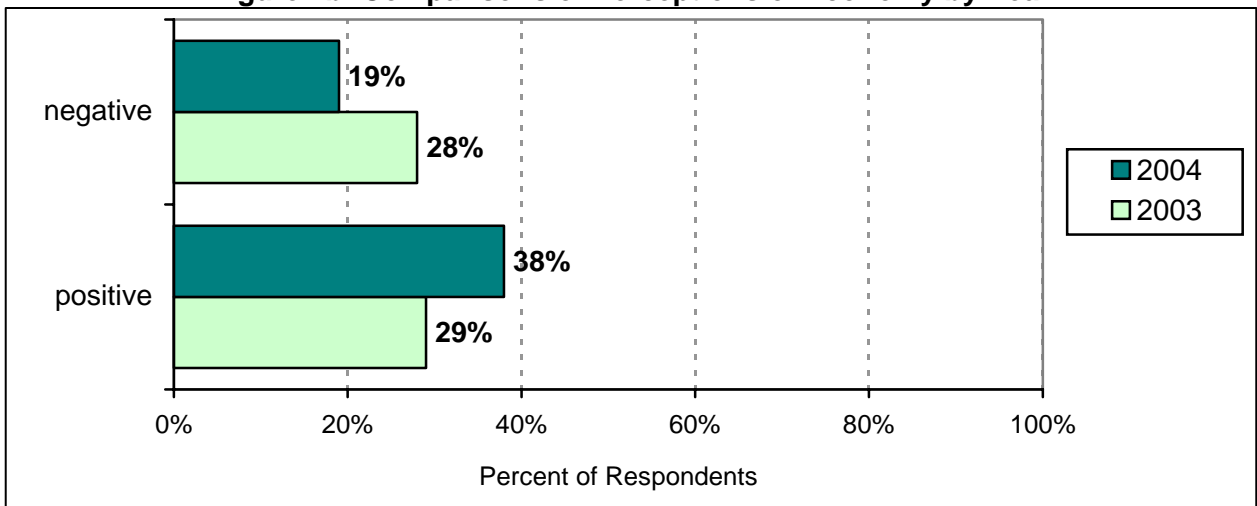
*\*Note: Responses of “neither too fast nor too slow” were omitted.*

In 2004, 38% of respondents felt the impact of the economy would be positive on their family income in the next 12 months, while 19% felt it would be negative. In 2003, 29% of respondents felt the impact of the economy would be positive.

**Figure 7a: 2004 Perceptions of Economy**  
**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 . . .**



**Figure 7b: Comparisons of Perceptions of Economy by Year**



\*Note: Responses of "neutral" were omitted.

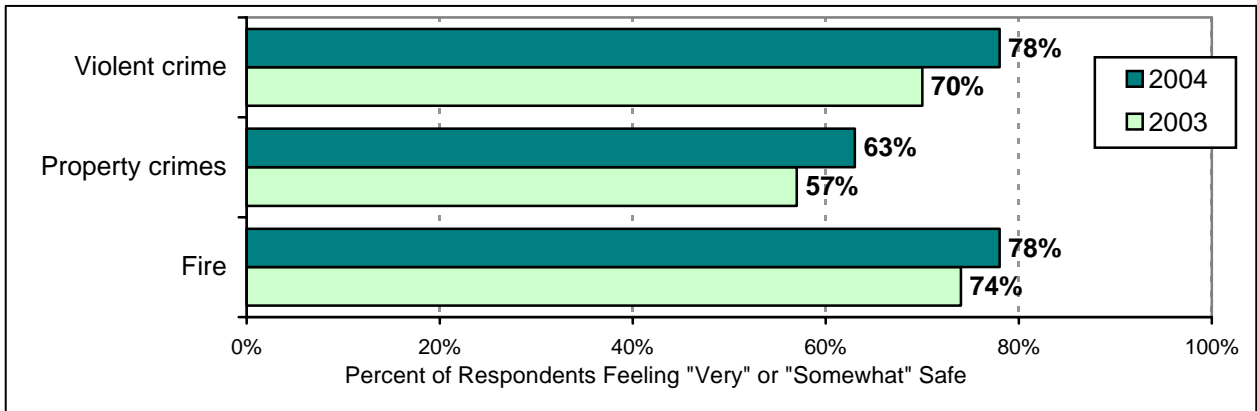


# PERCEPTIONS OF SAFETY

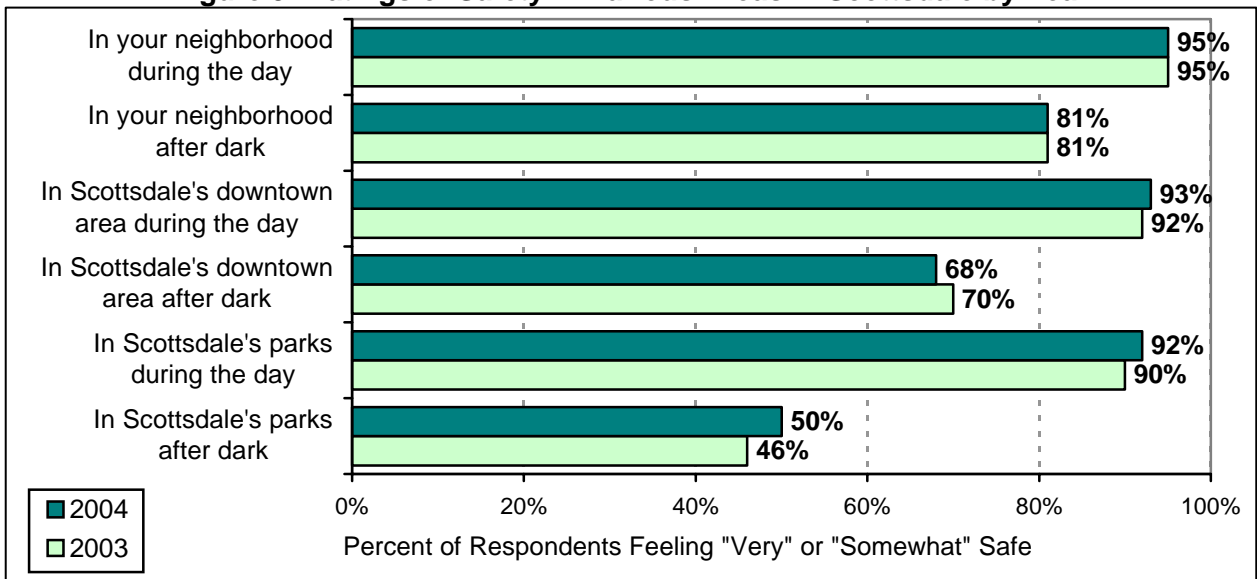
When evaluating safety in the community, 78% of respondents felt “somewhat” or “very safe” from violent crimes in Scottsdale in 2004, compared to 70% in 2003. In their neighborhood after dark, 81% of survey participants felt “somewhat” or “very safe” in 2004, compared to 81% in 2003.

In 2004, as assessed by the survey, 13% of households reported that at least one member had been the victim of one or more crimes in the past year. In 2003, 11% of households had reported that at least one member had been a crime victim. Of those who had been the victim of a crime in 2004, 72% had reported it to police.

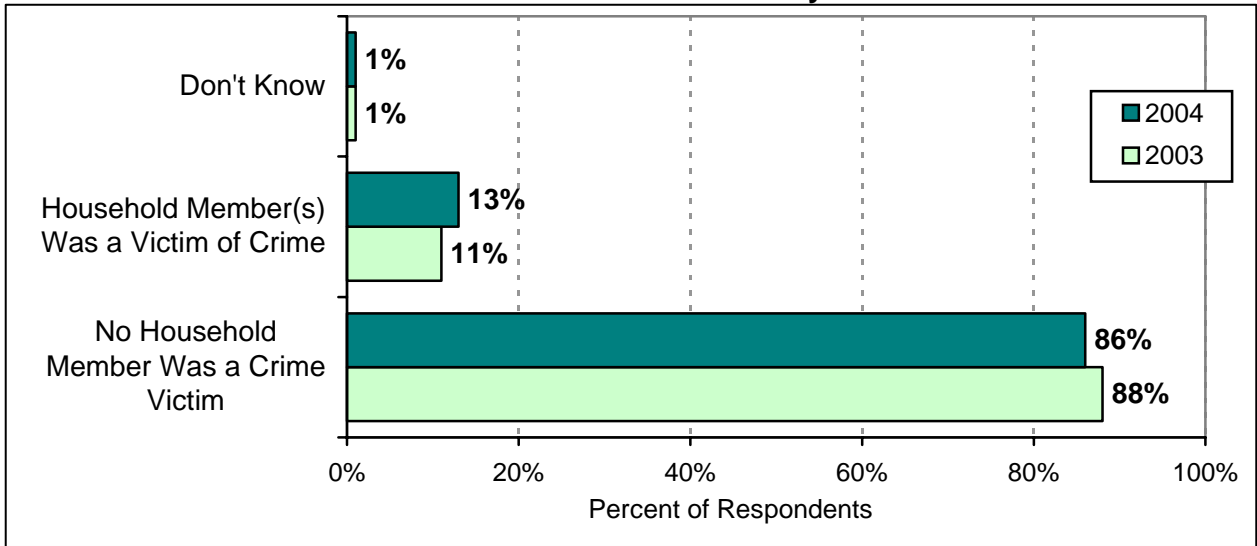
**Figure 8: Ratings of Safety from Various Problems in Scottsdale by Year**



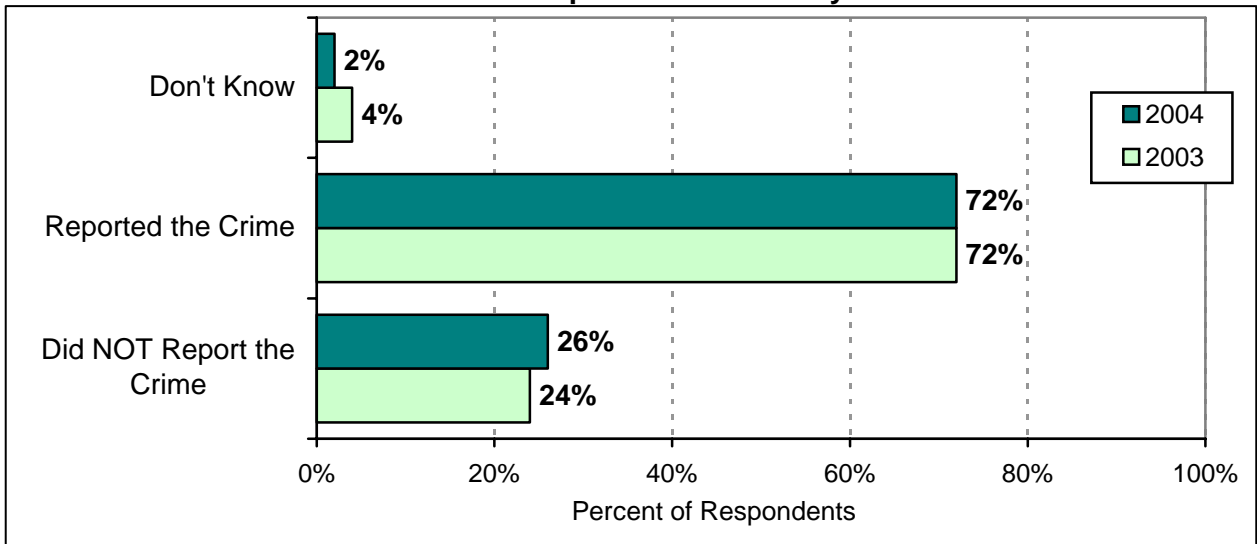
**Figure 9: Ratings of Safety in Various Areas in Scottsdale by Year**



**Figure 10: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months by Year**



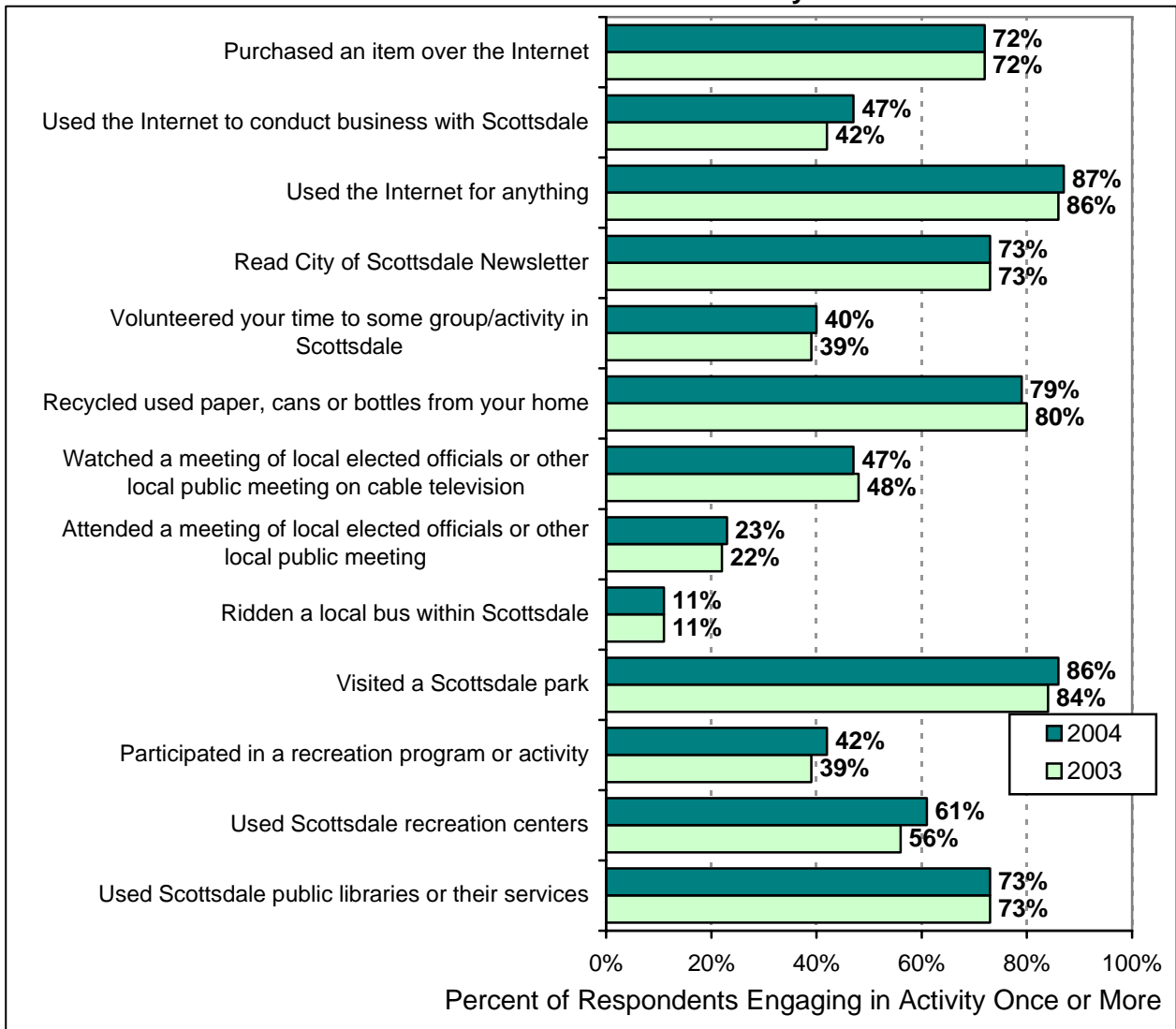
**Figure 11: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime by Year**



# COMMUNITY PARTICIPATION

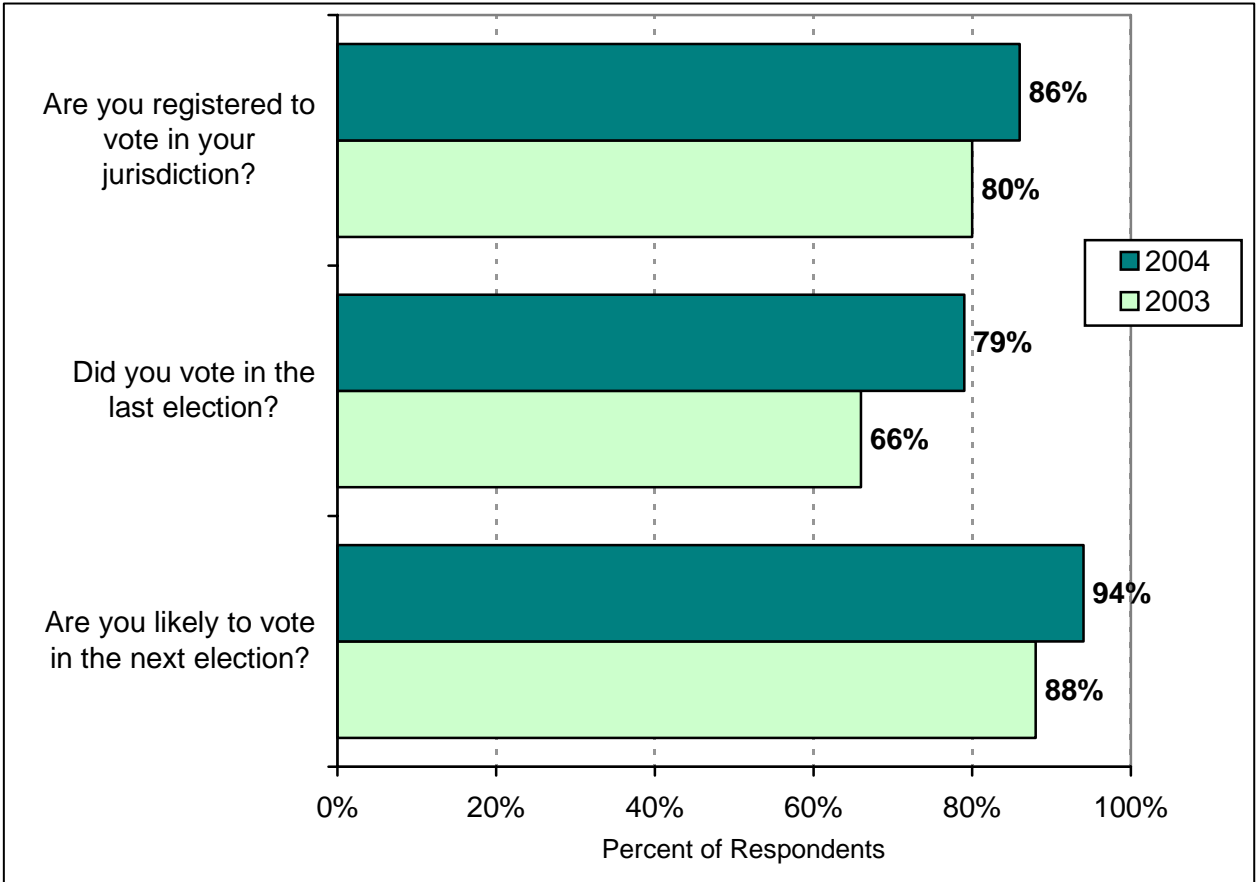
Participation in the civic, social and economic life of Scottsdale during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below, with comparisons made between 2004 and 2003. Among those completing the questionnaire in 2004, 86% reported visiting a Scottsdale park in the past year compared to 84% in 2003. Voter status was also estimated, and is shown on the next page.<sup>2</sup>

**Figure 12: Percent of Respondents Engaging in Various Activities in Scottsdale in the Last 12 Months by Year**



<sup>2</sup> In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

**Figure 13: Voter Status by Year**





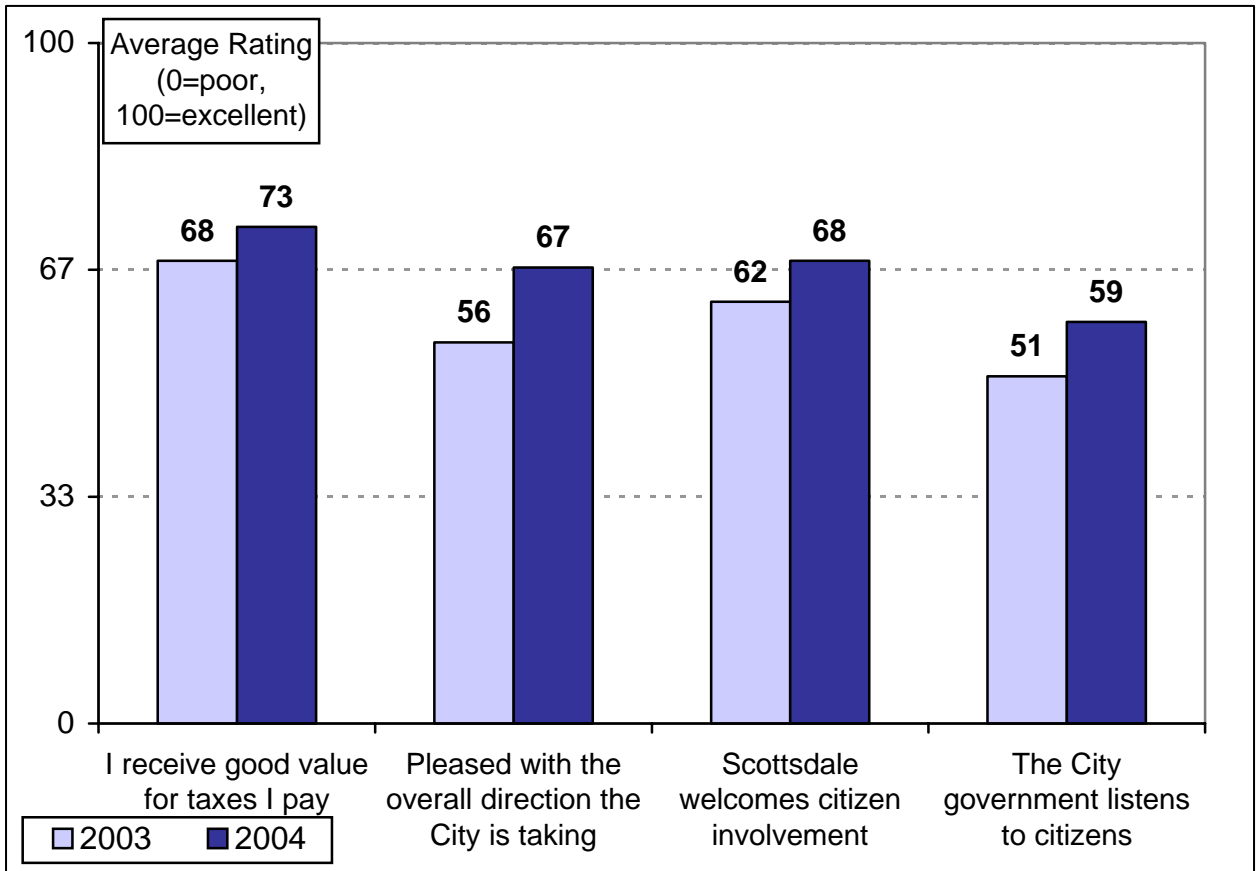
# LOCAL GOVERNMENT

Several aspects of the government of the City of Scottsdale were evaluated by residents completing The National Citizen Survey.™ They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Scottsdale. Those who had any contact with a City of Scottsdale employee in the past year gave their impressions of the most recent encounter.

## PUBLIC TRUST

When asked to evaluate whether they were pleased with the overall direction taken by the City of Scottsdale, residents gave an average rating of 67 on a 100-point scale in 2004, compared to an average rating of 56 in 2003.

Figure 14: Ratings of Public Trust by Year

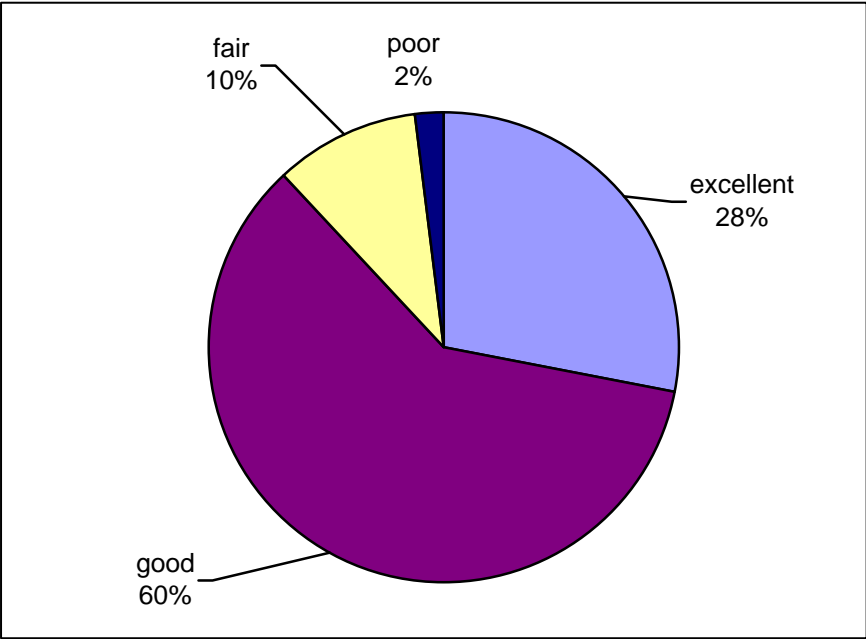


<b>Figure 14b: 2004 Public Trust Ratings</b>						
	<b>strongly agree</b>	<b>somewhat agree</b>	<b>neither agree nor disagree</b>	<b>somewhat disagree</b>	<b>strongly disagree</b>	<b>Total</b>
I receive good value for the City of Scottsdale taxes I pay	25%	50%	16%	7%	2%	100%
I am pleased with the overall direction that the City of Scottsdale is taking	20%	47%	17%	12%	4%	100%
The City of Scottsdale government welcomes citizen involvement	22%	41%	25%	9%	3%	100%
The City of Scottsdale government listens to citizens	13%	37%	28%	15%	6%	100%
Note: "Don't Know" responses are removed						

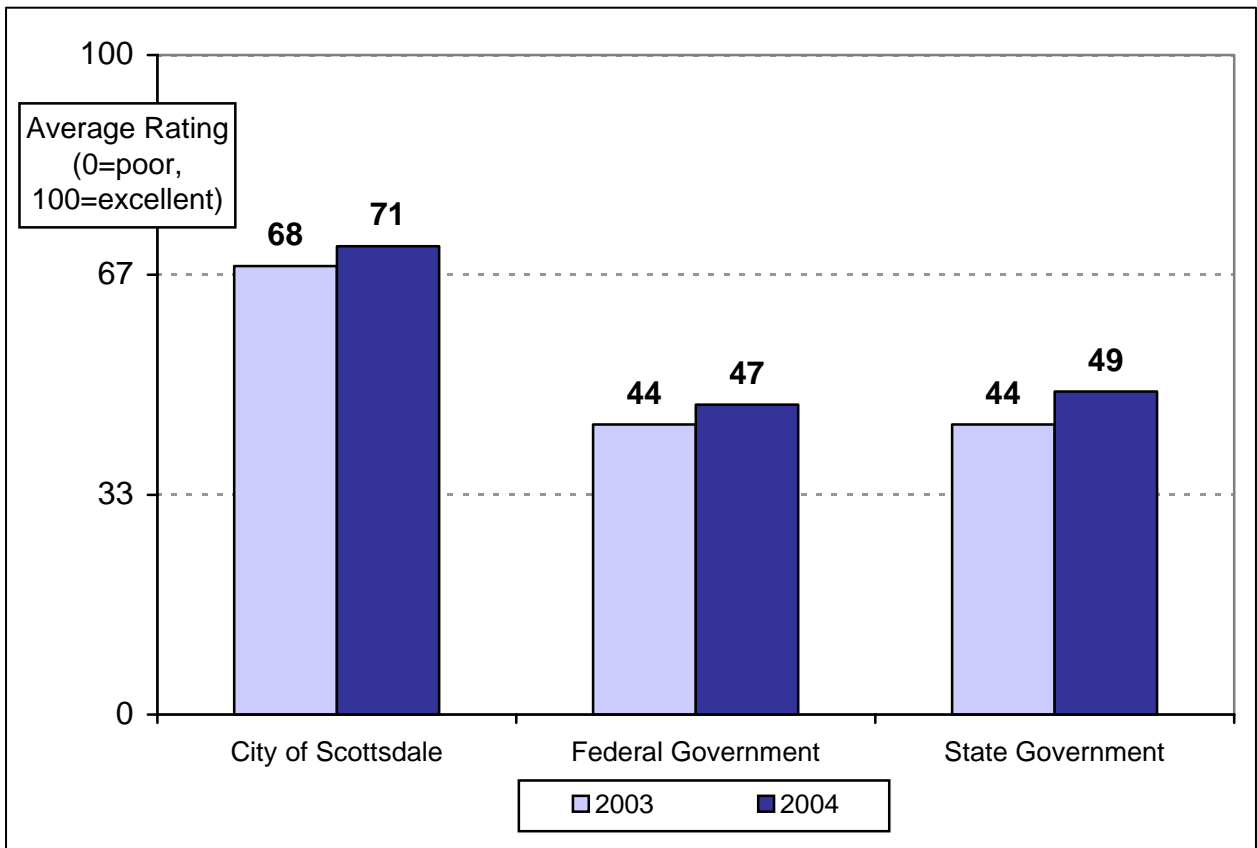
# SERVICES PROVIDED BY SCOTTSDALE

The overall quality of services provided by the City of Scottsdale was rated as 71 on a 100-point scale in 2004, compared to 68 in 2003. Ratings given to specific services are shown on the following pages.

**Figure 15: Overall Quality of Services Provided by the City of Scottsdale in 2004**



**Figure 16: Rating of Overall Quality of Services Provided by Various Levels of Government by Year**



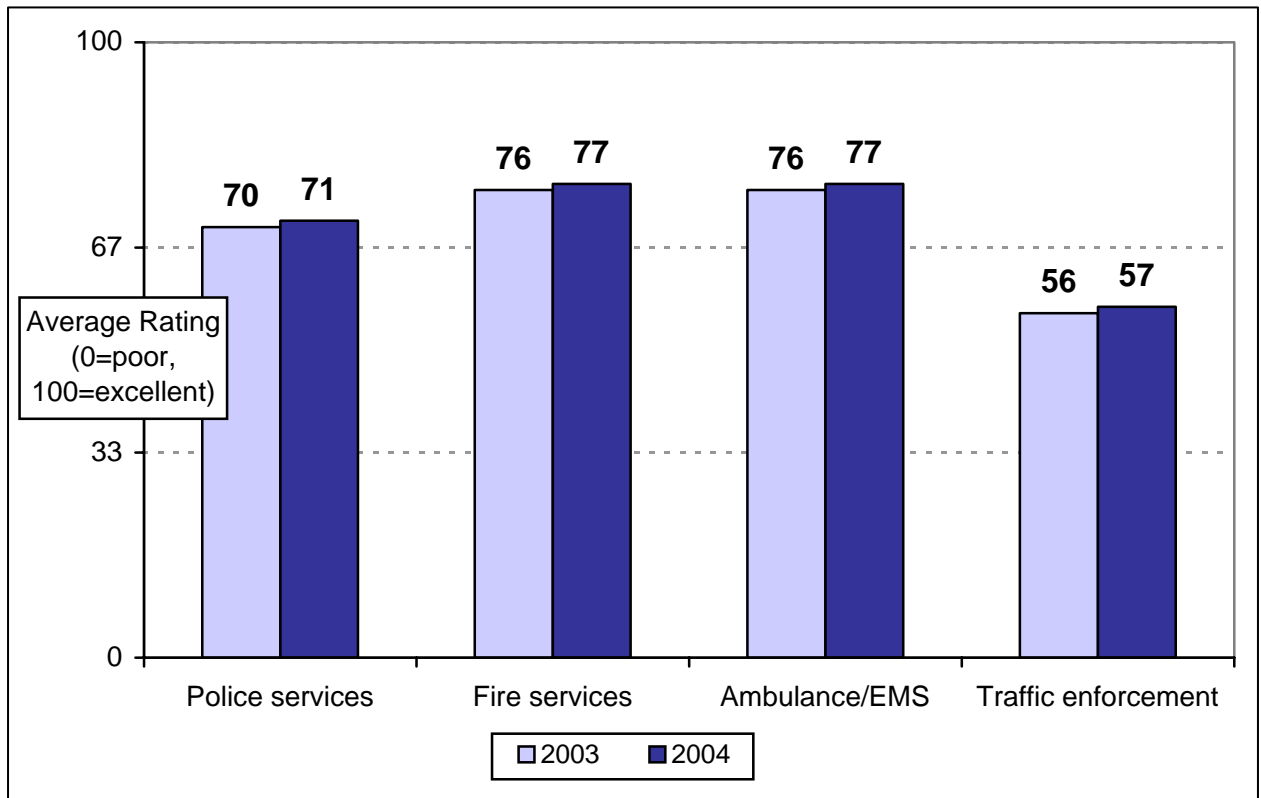
**Figure 16b: 2004 Overall Quality of Services: City of Scottsdale, Federal Government and State Government**

	excellent	good	fair	poor	Total
Overall, how would you rate the quality of the services provided by the City of Scottsdale?	28%	60%	10%	2%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	6%	41%	41%	12%	100%
Overall, how would you rate the quality of the services provided by the State Government?	5%	48%	38%	10%	100%

Note: "Don't Know" responses are removed



**Figure 17: Quality of Public Safety Services by Year**

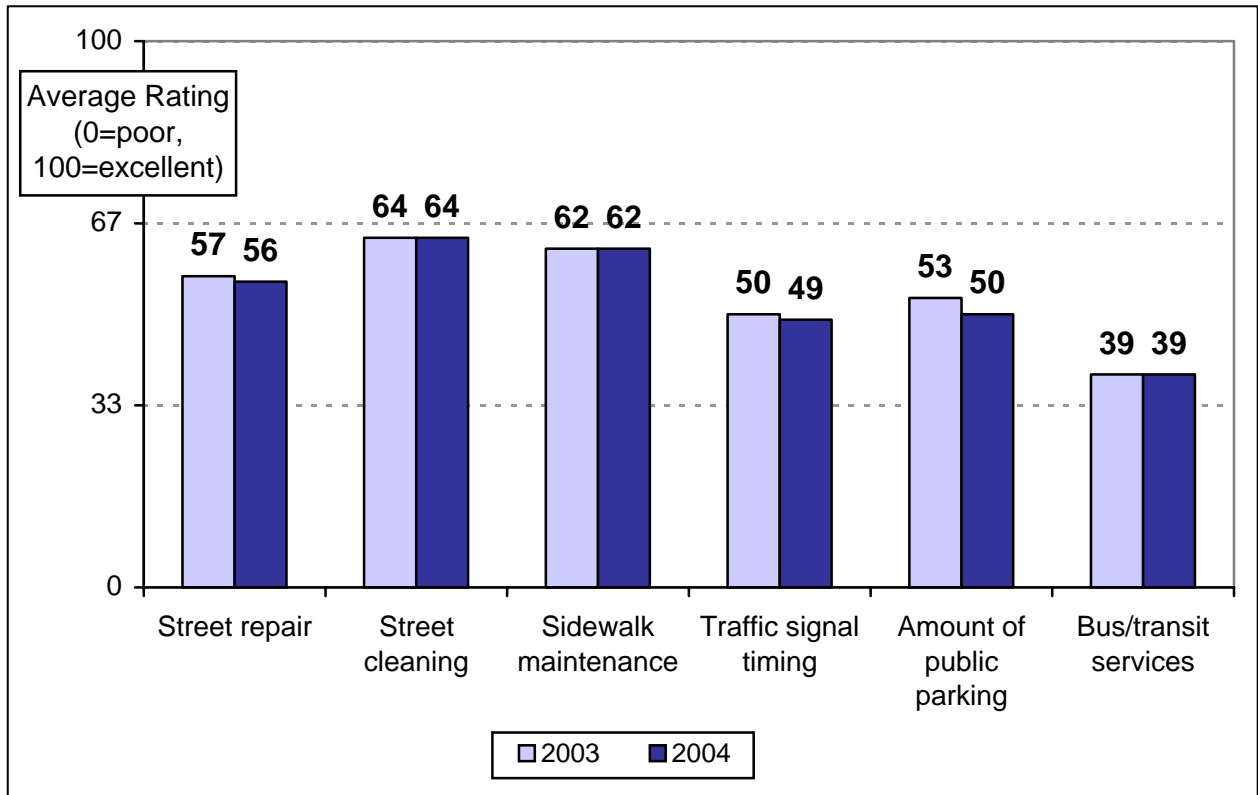


**Figure 17b: 2004 Quality of Public Safety Services**

	excellent	good	fair	poor	Total
Police services	31%	56%	9%	4%	100%
Fire services	39%	55%	5%	2%	100%
Ambulance/emergency medical services	42%	51%	5%	2%	100%
Traffic enforcement	16%	48%	28%	9%	100%

Note: "Don't Know" responses are removed

**Figure 18: Quality of Transportation Services by Year**

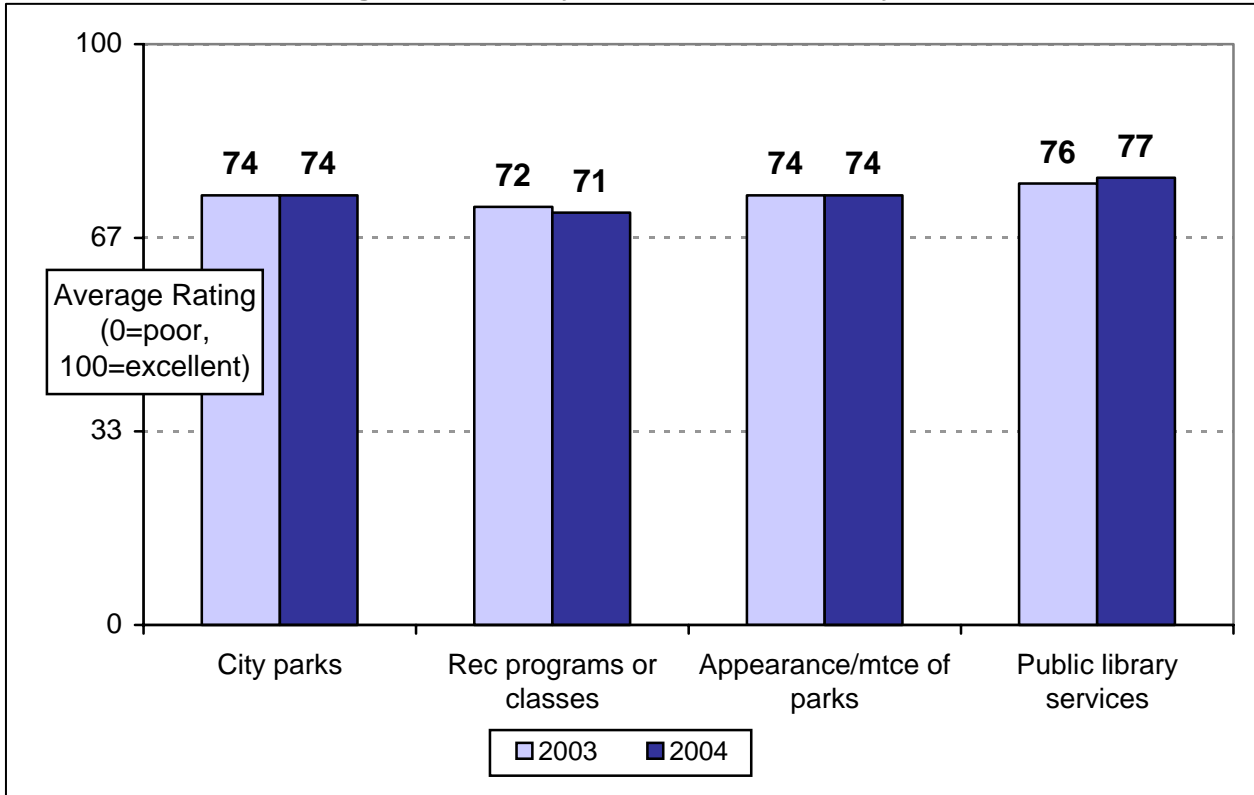


**Figure 18b: 2004 Quality of Transportation Services**

	excellent	good	fair	poor	Total
Street repair	14%	49%	28%	9%	100%
Street cleaning	21%	56%	19%	4%	100%
Sidewalk maintenance	18%	56%	20%	6%	100%
Traffic signal timing	11%	43%	30%	16%	100%
Amount of public parking	11%	42%	34%	14%	100%
Bus/transit services	9%	26%	38%	27%	100%

Note: "Don't Know" responses are removed

**Figure 19: Quality of Leisure Services by Year**

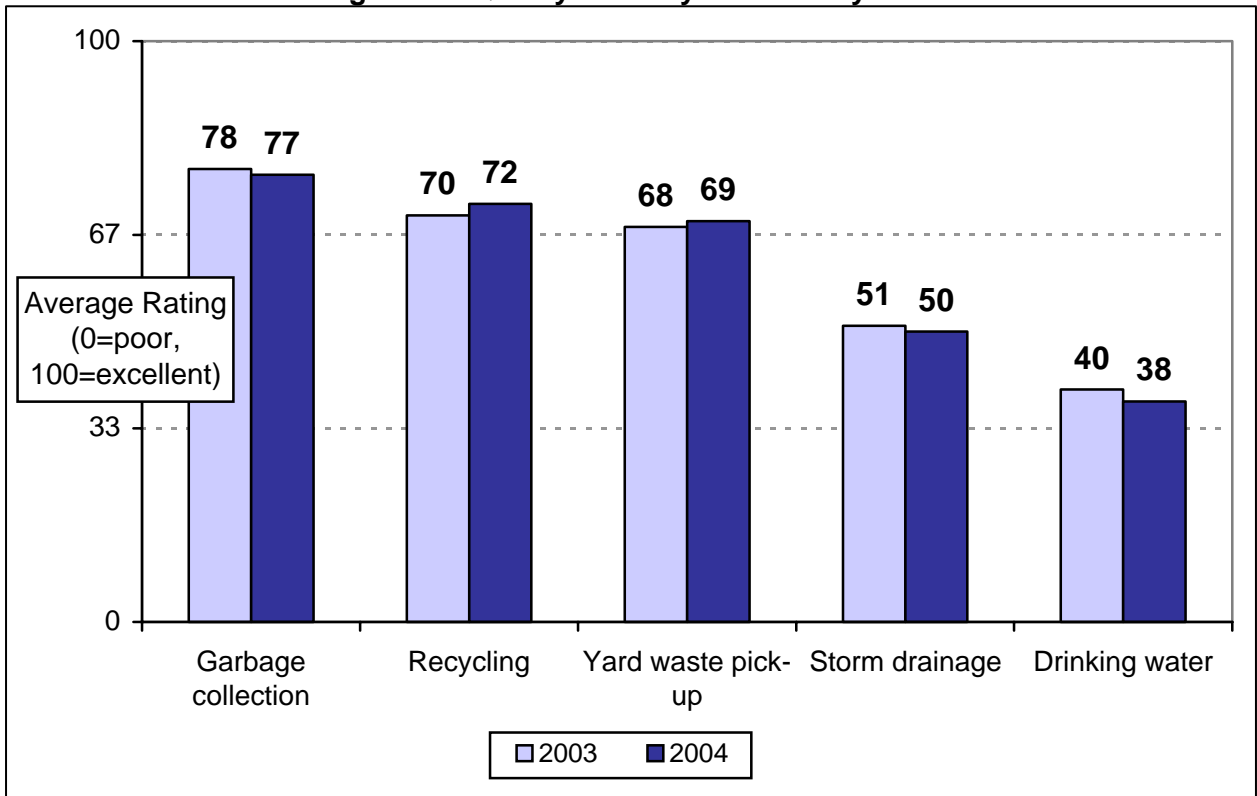


**Figure 19b: 2004 Quality of Leisure Services**

	excellent	good	fair	poor	Total
City parks	34%	55%	11%	1%	100%
Recreation programs or classes	31%	54%	13%	2%	100%
Appearance/maintenance of parks	35%	54%	10%	1%	100%
Public library services	41%	49%	8%	1%	100%

Note: "Don't Know" responses are removed

**Figure 20: Quality of Utility Services by Year**

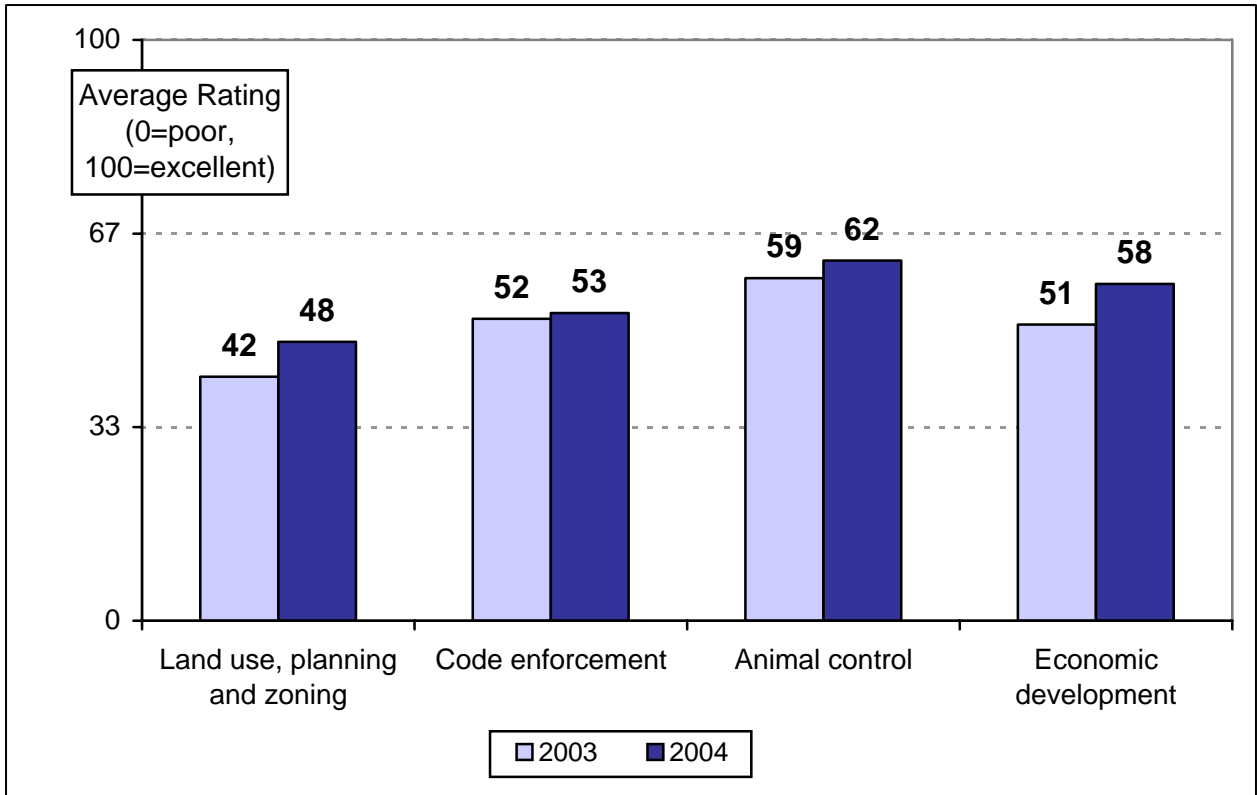


**Figure 20b: 2004 Quality of Utility Services**

	excellent	good	fair	poor	Total
Garbage collection	45%	44%	9%	2%	100%
Recycling	42%	40%	9%	9%	100%
Yard waste pick-up	35%	44%	16%	6%	100%
Storm drainage	11%	41%	35%	14%	100%
Drinking water	8%	32%	28%	32%	100%

Note: "Don't Know" responses are removed

**Figure 21: Quality of Planning and Code Enforcement Services by Year**

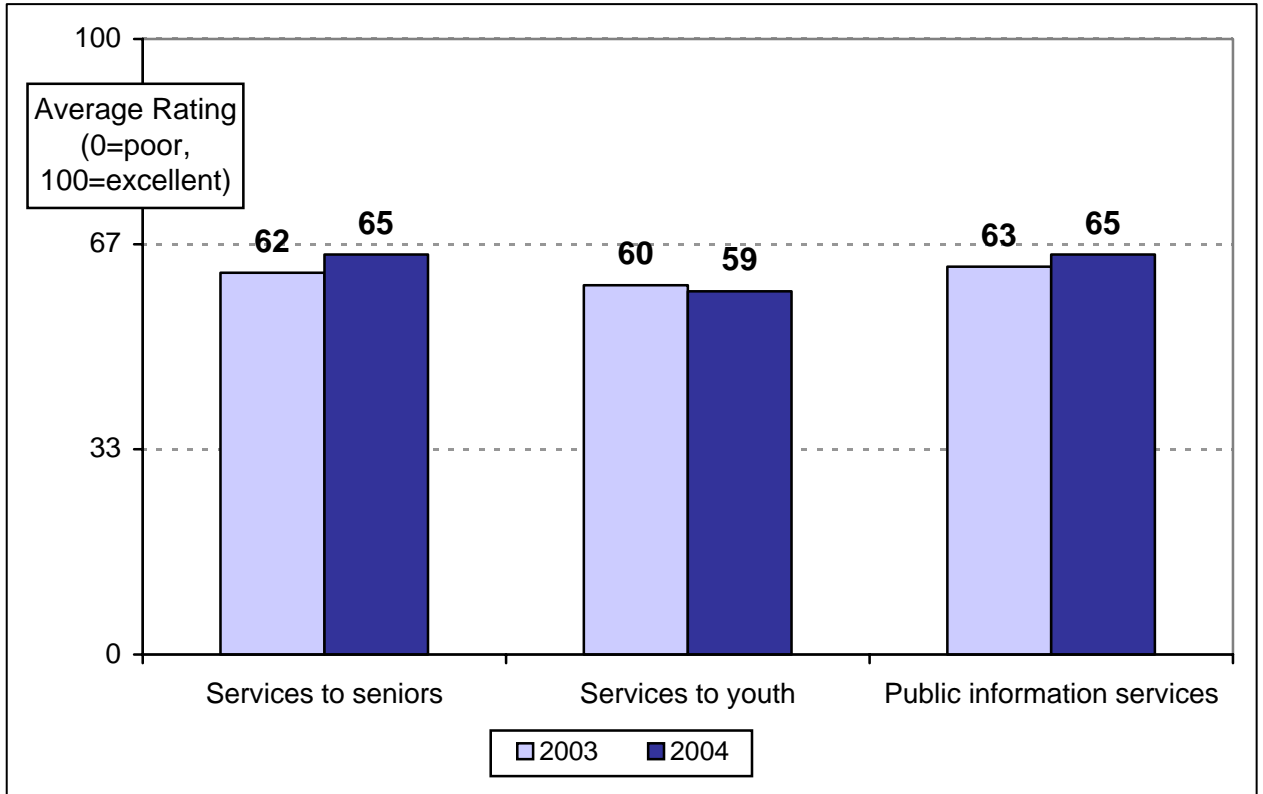


**Figure 21b: 2004 Quality of Planning and Code Enforcement Services**

	excellent	good	fair	poor	Total
Land use, planning and zoning	10%	42%	32%	17%	100%
Code enforcement (weeds, abandoned buildings, etc)	14%	45%	28%	13%	100%
Animal control	19%	53%	22%	6%	100%
Economic development	14%	51%	29%	6%	100%

Note: "Don't Know" responses are removed

**Figure 22: Quality of Services to Special Populations and Other Services by Year**



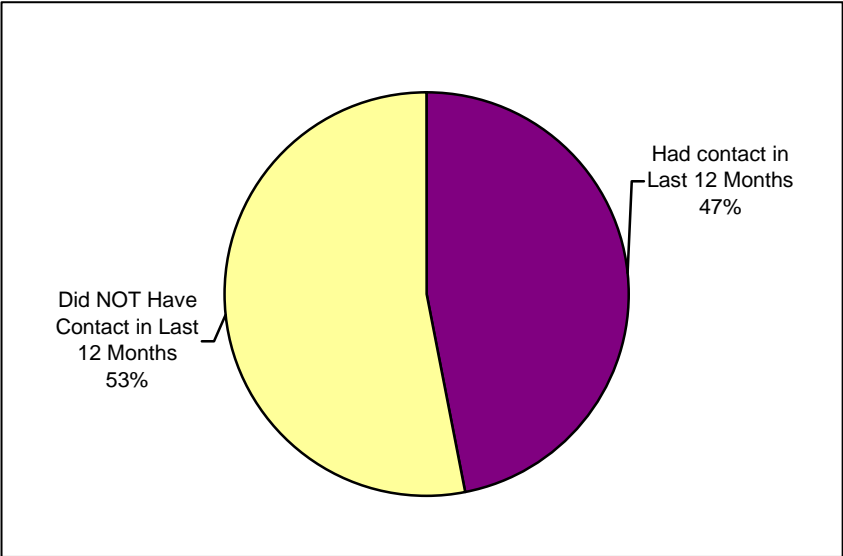
	excellent	good	fair	poor	Total
Services to seniors	23%	52%	20%	5%	100%
Services to youth	17%	49%	28%	6%	100%
Public information services	20%	57%	20%	3%	100%

Note: "Don't Know" responses are removed

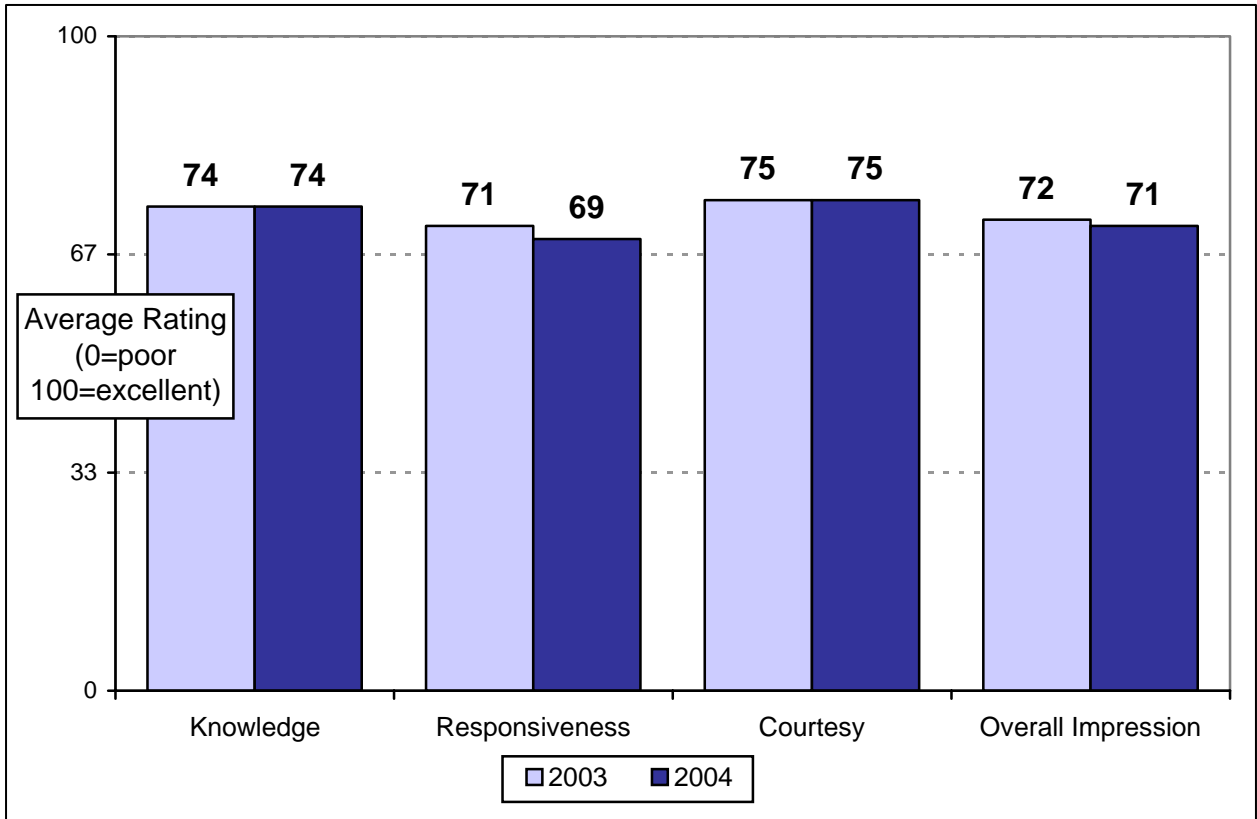
# THE CITY OF SCOTTSDALE EMPLOYEES

Impressions of the City of Scottsdale employees were assessed on the questionnaire. In 2004, those who had been in contact with a City of Scottsdale employee in the past year (47%) rated their overall impression as 71 on a 100-point scale, compared to an average rating of 72 received in 2003.

**Figure 23: Percent of Respondents Who Had Contact with a City of Scottsdale Employee in 2004**



**Figure 24: Ratings of Contact with the City of Scottsdale Employees by Year**

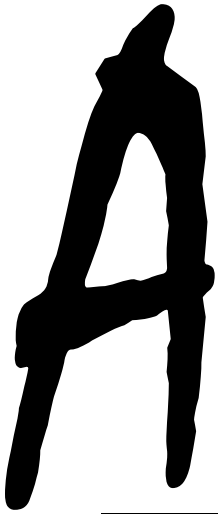


**Figure 24b: 2004 Impression of Contact with Employees**

	excellent	good	fair	poor	Total
Knowledge	40%	46%	12%	3%	100%
Responsiveness	40%	39%	12%	10%	100%
Courtesy	47%	38%	9%	6%	100%
Overall Impression	39%	40%	13%	7%	100%

Note: "Don't Know" responses are removed



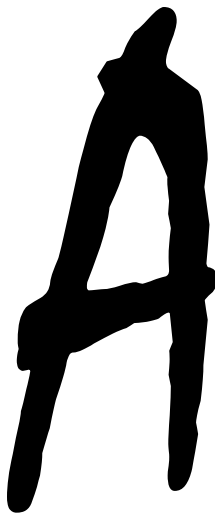


## ADDITIONAL QUESTIONS

Two additional questions were asked by the City of Scottsdale. The results for these questions are displayed below.

Figure 25: Policy Question #1	
	In which area of Scottsdale do you live?
	Percent of Respondents
South of Indian Bend Road	39%
North of Indian Bend Road and south or west of the CAP Canal	27%
North or east of the CAP Canal	34%
Total	100%

Figure 26: Policy Question #2						
To what level do you agree or disagree with the following statements?	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	Total
The City of Scottsdale should do more to promote water conservation among residents	47%	32%	16%	4%	2%	100%
My household could do more to conserve water	16%	39%	21%	13%	10%	100%



# APPENDIX I: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

This Appendix displays the complete distribution of responses to questions in 2004. The “don’t know” responses are shown, where applicable.

Question #1: Quality of Life Ratings						
	excellent	good	fair	poor	don't know	Total
How do you rate Scottsdale as a place to live?	54%	40%	5%	0%	0%	100%
How do you rate your neighborhood as a place to live?	47%	42%	9%	2%	0%	100%
How do you rate Scottsdale as a place to raise children?	26%	39%	14%	2%	20%	100%
How do you rate Scottsdale as a place to retire?	42%	36%	10%	3%	10%	100%
How do you rate the overall quality of life in Scottsdale?	43%	50%	6%	1%	0%	100%

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
Sense of community	11%	46%	33%	9%	2%	100%
Overall appearance of Scottsdale	39%	50%	10%	1%	1%	100%
Opportunities to attend cultural activities	28%	45%	19%	3%	4%	100%
Shopping opportunities	65%	29%	4%	1%	0%	100%
Recreational opportunities	34%	46%	15%	2%	3%	100%
Job opportunities	8%	33%	29%	8%	22%	100%
Ease of car travel in Scottsdale	9%	41%	35%	13%	2%	100%
Ease of bus travel in Scottsdale	2%	8%	16%	18%	56%	100%
Ease of bicycle travel in Scottsdale	11%	29%	19%	8%	33%	100%
Ease of walking in Scottsdale	21%	43%	21%	9%	7%	100%

Question #3: Please rate the speed of growth in the following categories in Scottsdale over the past two years							
	much too slow	somewhat too slow	right amount	somewhat too fast	much too fast	don't know	Total
Population growth	0%	0%	20%	40%	29%	10%	100%
Retail growth (stores, restaurants etc.)	1%	5%	45%	25%	17%	7%	100%
Jobs growth	5%	29%	24%	2%	0%	40%	100%

<b>Question #4: To what degree are the following problems in Scottsdale</b>						
	<b>not a problem</b>	<b>minor problem</b>	<b>moderate problem</b>	<b>major problem</b>	<b>don't know</b>	<b>Total</b>
Crime	11%	40%	36%	4%	9%	100%
Drugs	9%	24%	30%	12%	25%	100%
Too much growth	11%	19%	34%	29%	8%	100%
Lack of growth	71%	11%	6%	1%	11%	100%
Noise	31%	38%	21%	7%	3%	100%
Run down buildings, weed lots, or junk vehicles	35%	40%	16%	5%	4%	100%
Taxes	20%	30%	33%	10%	8%	100%
Traffic congestion	4%	17%	46%	31%	2%	100%
Unsupervised youth	20%	29%	21%	7%	23%	100%

<b>Question #5: Please rate how safe you feel from the following occurring to you in Scottsdale</b>							
	<b>very safe</b>	<b>somewhat safe</b>	<b>neither safe nor unsafe</b>	<b>somewhat unsafe</b>	<b>very unsafe</b>	<b>don't know</b>	<b>Total</b>
Violent crime (e.g., rape, assault, robbery)	33%	42%	12%	9%	1%	2%	100%
Property crimes (e.g., burglary, theft)	16%	46%	14%	19%	4%	1%	100%
Fire	37%	38%	16%	4%	1%	4%	100%

<b>Question #6: Please rate how safe you feel:</b>							
	<b>very safe</b>	<b>somewhat safe</b>	<b>neither safe nor unsafe</b>	<b>somewhat unsafe</b>	<b>very unsafe</b>	<b>don't know</b>	<b>Total</b>
In your neighborhood during the day	76%	19%	3%	1%	0%	0%	100%
In your neighborhood after dark	40%	41%	8%	9%	2%	0%	100%
In Scottsdale's downtown area during the day	64%	24%	5%	2%	0%	5%	100%
In Scottsdale's downtown area after dark	20%	41%	15%	11%	2%	10%	100%
In Scottsdale's parks during the day	56%	28%	5%	1%	1%	9%	100%
In Scottsdale's parks after dark	7%	32%	15%	18%	5%	22%	100%

<b>Question #7: During the past twelve months, were you or anyone in your household the victim of any crime?</b>		
		<b>Percent of Respondents</b>
During the past twelve months, were you or anyone in your household the victim of any crime?	no	86%
	yes	13%
	don't know	1%
Total		100%

<b>Question #8: If yes, was this crime (these crimes) reported to the police?</b>		
		<b>Percent of Respondents</b>
If yes, was this crime (these crimes) reported to the police?	no	26%
	yes	72%
	don't know	2%
Total		100%

<b>Question #9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Scottsdale?</b>						
	<b>never</b>	<b>once or twice</b>	<b>3 to 12 times</b>	<b>13 to 26 times</b>	<b>more than 26 times</b>	<b>Total</b>
Used Scottsdale public libraries or their services	27%	24%	29%	11%	10%	100%
Used Scottsdale recreation centers	39%	29%	19%	7%	5%	100%
Participated in a recreation program or activity	58%	21%	13%	4%	4%	100%
Visited a Scottsdale park	14%	26%	34%	12%	14%	100%
Ridden a local bus within Scottsdale	89%	5%	3%	1%	3%	100%
Attended a meeting of local elected officials or other local public meeting	77%	17%	6%	0%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	53%	25%	16%	4%	1%	100%
Recycled used paper, cans or bottles from your home	21%	5%	7%	8%	58%	100%
Volunteered your time to some group/activity in Scottsdale	60%	18%	11%	4%	8%	100%
Read City of Scottsdale Newsletter	27%	20%	33%	9%	9%	100%
Used the Internet for anything	13%	3%	6%	6%	72%	100%
Used the Internet to conduct business with Scottsdale	53%	18%	15%	5%	10%	100%
Purchased an item over the Internet	28%	16%	28%	11%	18%	100%

<b>Question #10: How do you rate the quality of each of the following services in Scottsdale?</b>						
	<b>excellent</b>	<b>good</b>	<b>fair</b>	<b>poor</b>	<b>don't know</b>	<b>Total</b>
Police services	28%	50%	8%	4%	10%	100%
Fire services	30%	42%	4%	1%	23%	100%
Ambulance/emergency medical services	28%	34%	3%	2%	33%	100%
Traffic enforcement	15%	45%	26%	8%	6%	100%
Garbage collection	43%	43%	9%	2%	3%	100%
Recycling	38%	36%	8%	8%	10%	100%
Yard waste pick-up	25%	31%	11%	4%	28%	100%
Street repair	13%	46%	27%	8%	5%	100%
Street cleaning	19%	53%	18%	4%	6%	100%
Sidewalk maintenance	15%	50%	17%	5%	12%	100%
Traffic signal timing	11%	42%	30%	16%	2%	100%
Amount of public parking	10%	39%	31%	13%	6%	100%
Bus/transit services	3%	9%	14%	10%	64%	100%
Storm drainage	9%	34%	30%	11%	16%	100%
Drinking water	7%	30%	27%	31%	5%	100%
City parks	31%	50%	10%	0%	9%	100%
Recreation programs or classes	21%	36%	9%	2%	33%	100%
Appearance/maintenance of parks	33%	52%	10%	1%	4%	100%
Land use, planning and zoning	8%	34%	25%	13%	20%	100%
Code enforcement (weeds, abandoned buildings, etc)	11%	35%	22%	10%	22%	100%
Animal control	14%	39%	16%	4%	27%	100%
Economic development	12%	41%	23%	5%	19%	100%
Services to seniors	12%	27%	10%	2%	49%	100%
Services to youth	8%	24%	14%	3%	52%	100%
Public library services	34%	41%	7%	1%	17%	100%
Public information services	15%	44%	15%	2%	23%	100%

<b>Question #11: Overall, how would you rate the quality of the services provided by . . .</b>						
	excellent	good	fair	poor	don't know	Total
Overall, how would you rate the quality of the services provided by the City of Scottsdale?	27%	58%	10%	2%	3%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	6%	36%	36%	11%	11%	100%
Overall, how would you rate the quality of the services provided by the State Government?	4%	42%	33%	8%	13%	100%

<b>Question #12: Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?</b>		
		Percent of Respondents
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	no	47%
	yes	53%
	don't know	0%
Total		100%

<b>Question #13: What was your impression of the employees of the City of Scottsdale in your most recent contact?</b>						
	excellent	good	fair	poor	don't know	Total
Knowledge	39%	45%	12%	3%	2%	100%
Responsiveness	39%	38%	12%	10%	2%	100%
Courtesy	47%	37%	9%	6%	1%	100%
Overall Impression	39%	40%	13%	7%	1%	100%

<b>Question #14: Please rate your agreement or disagreement with the following statements.</b>							
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	don't know	Total
I receive good value for the City of Scottsdale taxes I pay	24%	48%	15%	6%	2%	5%	100%
I am pleased with the overall direction that the City of Scottsdale is taking	19%	46%	16%	11%	4%	4%	100%
The City of Scottsdale government welcomes citizen involvement	17%	31%	19%	7%	2%	23%	100%
The City of Scottsdale government listens to citizens	10%	28%	22%	12%	5%	23%	100%

<b>Question #15: What impact, if any, do you think the economy will have on your family income in the next 6 months?</b>		
		<b>Percent of Respondents</b>
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	9%
	somewhat positive	29%
	neutral	42%
	somewhat negative	17%
	very negative	2%
Total		100%

<b>Question #16a: In which area of Scottsdale do you live?</b>		
		<b>Percent of Respondents</b>
In which area of Scottsdale do you live?	South of Indian Bend Road	39%
	North of Indian Bend Road and south or west of the CAP Canal	27%
	North or east of the CAP Canal	34%
Total		100%

<b>q16b: To what level do you agree or disagree with each of the following statments?</b>							
	<b>strongly agree</b>	<b>somewhat agree</b>	<b>neither agree nor disagree</b>	<b>somewhat disagree</b>	<b>strongly disagree</b>	<b>don't know</b>	<b>Total</b>
The City of Scottsdale should do more to promote water conservation among residents	45%	31%	16%	4%	2%	3%	100%
My household could do more to conserve water	16%	39%	21%	13%	10%	1%	100%

<b>Question #17: Do you live within the City limits of the City of Scottsdale?</b>		
		<b>Percent of Respondents</b>
Do you live within the limits of the City of Scottsdale?	no	3%
	yes	97%
Total		100%

<b>Question #18: Employment Status</b>		
		<b>Percent of Respondents</b>
Are you currently employed?	no	32%
	yes	68%
Total		100%

Question #18a: Usual Mode of Transportation to Work		
		Percent of Employed Respondents
What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?	Motorized vehicle	90%
	Bus, Rail, Subway, or other public transportation	1%
	Walk	1%
	Work at home	6%
	Other	1%
Total		100%

Question #18b: Drive Alone or Carpool		
		Percent of Employed Respondents
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	no	88%
	yes	12%
Total		100%

Usual Mode of Transportation to Work, Including Carpooling		
		Percent of Employed Respondents
Usual mode of transportation to work	Motorized vehicle, no others (SOV)	79%
	Motorized vehicle, with others (MOV)	11%
	Bus, rail, subway, or other public transportation	1%
	walk	1%
	work at home	6%
	other	1%
Total		100%

Question #19: Length of Residency		
		Percent of Respondents
How many years have you lived in Scottsdale?	less than 2 years	18%
	2-5 years	22%
	6-10 years	19%
	11-20 years	19%
	more than 20 years	22%
Total		100%



Question #20: Type of Housing Unit		
		Percent of Respondents
Which best describes the building you live in?	one family house detached from any other houses	58%
	one family house attached to one or more houses	10%
	building with two or more apartments or condominiums	31%
	mobile home	0%
	other	1%
Total		100%

Question #21: Tenure Status		
		Percent of Respondents
Is this house, apartment, or mobile home...	rented for cash or occupied without cash payment?	27%
	owned by you or someone in this house	73%
Total		100%

Question #22: Presence of Children in Household		
		Percent of Respondents
Do any children age 12 or under live in your household?	no	81%
	yes	19%
Total		100%

Question #23: Presence of Teenagers in Household		
		Percent of Respondents
Do any teenagers ages 13 through 17 live in your household?	no	90%
	yes	10%
Total		100%

Question #24: Presence of Senior Adults in Household		
		Percent of Respondents
Are you or any other members of your household aged 65 or older?	no	75%
	yes	25%
Total		100%

<b>Question #25: Presence of Persons with Disabilities in Household</b>		
		<b>Percent of Respondents</b>
Does any member of your household have a physical handicap or is anyone disabled?	no	87%
	yes	13%
Total		100%

<b>Question #26: Education</b>		
		<b>Percent of Respondents</b>
What is the highest degree or level of school you have completed?	12th Grade or less, no diploma	1%
	high school diploma	8%
	some college, no degree	22%
	associate's degree (e.g. AA, AS)	6%
	bachelor's degree (e.g. BA, AB, BS)	35%
	graduate degree or professional degree	27%
Total		100%

<b>Question #27: Annual Household Income</b>		
		<b>Percent of Respondents</b>
How much do you anticipate your household's total income before taxes will be for the current year?	less than \$24,999	10%
	\$25,000 to \$49,999	25%
	\$50,000 to \$99,999	31%
	\$100,000 or more	33%
Total		100%

<b>Question #28: Ethnicity</b>		
		<b>Percent of Respondents</b>
Are you Spanish/Hispanic/Latino?	no	96%
	yes	4%
Total		100%

Question #29: Race		
		Percent of Respondents
What is your race?	American Indian or Alaskan Native	1%
	Asian or Pacific Islander	2%
	Black, African American	1%
	White/Caucasian	92%
	Other	1%
	Multi-Racial	2%
Total		100%

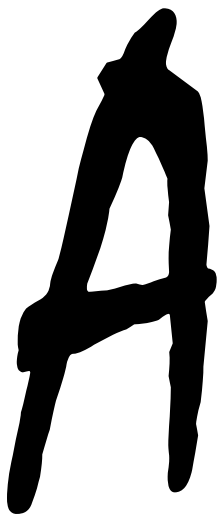
Question #30: Age		
		Percent of Respondents
In which category is your age?	18-24 years	5%
	25-34 years	21%
	35-44 years	18%
	45-54 years	20%
	55-64 years	16%
	65-74 years	11%
	75 years or older	10%
Total		100%

Question #31: Gender		
		Percent of Respondents
What is your gender?	Female	53%
	Male	47%
Total		100%

Question #32: Voter Registration Status		
		Percent of Respondents
Are you registered to vote in your jurisdiction?	no	13%
	yes	86%
	don't know	1%
Total		100%

<b>Question #33: Vote in Last Election?</b>		
		<b>Percent of Respondents</b>
Did you vote in the last election?	no	21%
	yes	79%
	don't know	0%
Total		100%

<b>Question #34: Likely to Vote in Next Election?</b>		
		<b>Percent of Respondents</b>
Are you likely to vote in the next election?	no	6%
	yes	90%
	don't know	4%
Total		100%



## APPENDIX II: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SAMPLING

Approximately 3,000 households were selected to participate in the survey using a stratified systematic sampling method.<sup>3</sup> An individual within each household was selected using the birthday method.<sup>4</sup>

### SURVEY ADMINISTRATION

Households received three mailings between October 18<sup>th</sup> and the 1<sup>st</sup> of November, 2004. The first was a postcard notifying them they had been selected to participate in the City of Scottsdale 2004 Citizen Survey. The postcard was signed by the city manager. About a week later a survey was mailed with a cover letter also signed by the city manager. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking

<sup>3</sup> Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

<sup>4</sup> The birthday method is a process to remove bias in the selection of 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 but leaving selection of respondent to household members will lead to bias.

those who had not yet participated to do so, while informing those who had already completed the survey not to do so again.

## RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 2,668 eligible households, 938 completed the survey providing a response rate of 35%. Approximately 332 addresses sampled were “vacant” or “not found.”<sup>5</sup> In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 3 percentage points in either direction from what would have been obtained had responses been collected from all Scottsdale adults. This difference is also called a “margin of error.”<sup>6</sup> This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

## WEIGHTING AND ANALYZING THE DATA

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

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<sup>5</sup> “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Scottsdale.

<sup>6</sup> The margin of error was calculated using the following formula:  $1.96 * \text{square root}(0.25/400)$ . This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

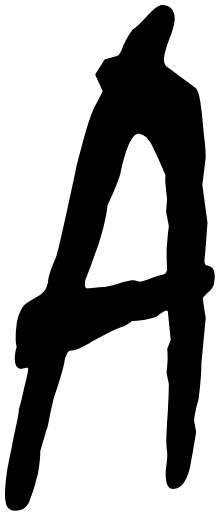
The demographic characteristics of the sample were compared to those of the City of Scottsdale as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction's demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two socioeconomic characteristics that were used to weight the survey results were tenure and gender/age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the next page.

<b>Weighting Scheme for the City of Scottsdale Citizen Survey 2004</b>			
<b>Respondent Characteristics</b>	<b>Population Norm*</b>	<b>Unweighted Survey Data</b>	<b>Weighted Survey Data</b>
<b>Tenure</b>			
Rent Home	27%	18%	27%
Own Home	73%	82%	73%
<b>Type of Housing Unit</b>			
Single-Family Detached	57%	63%	58%
Attached	43%	38%	42%
<b>Ethnicity</b>			
Non-Hispanic	93%	97%	96%
Hispanic	7%	3%	4%
<b>Race</b>			
White/Caucasian	92%	94%	92%
Non-White	8%	6%	8%
<b>Gender</b>			
Female	52%	57%	53%
Male	48%	43%	47%
<b>Age</b>			
18-34	26%	13%	26%
35-54	39%	32%	38%
55+	35%	55%	37%
<b>Gender and Age</b>			
Females 18-34	13%	8%	13%
Females 35-54	20%	20%	20%
Females 55+	20%	29%	20%
Males 18-34	13%	5%	13%
Males 35-54	18%	12%	18%
Males 55+	16%	26%	16%

\* Source: 2000 Census





## APPENDIX III: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Scottsdale. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.

# The City of Scottsdale 2004 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 circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please circle the number that comes closest to your opinion for each of the following questions:**

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
How do you rate Scottsdale as a place to live? .....	1	2	3	4	5
How do you rate your neighborhood as a place to live? .....	1	2	3	4	5
How do you rate Scottsdale as a place to raise children?.....	1	2	3	4	5
How do you rate Scottsdale as a place to retire?.....	1	2	3	4	5
How do you rate 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:**

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Sense of community.....	1	2	3	4	5
Overall appearance of Scottsdale.....	1	2	3	4	5
Opportunities to attend cultural activities .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Job opportunities.....	1	2	3	4	5
Ease of car travel in Scottsdale .....	1	2	3	4	5
Ease of bus travel in Scottsdale.....	1	2	3	4	5
Ease of bicycle travel in Scottsdale.....	1	2	3	4	5
Ease of walking in Scottsdale .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:**

	<u>much too slow</u>	<u>somewhat too slow</u>	<u>right amount</u>	<u>somewhat too fast</u>	<u>much too fast</u>	<u>don't know</u>
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

**4. To what degree, if at all, are the following problems in Scottsdale:**

	<u>not a problem</u>	<u>minor problem</u>	<u>moderate problem</u>	<u>major problem</u>	<u>don't know</u>
Crime .....	1	2	3	4	5
Drugs.....	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Lack of growth.....	1	2	3	4	5
Noise.....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles.....	1	2	3	4	5
Taxes.....	1	2	3	4	5
Traffic congestion .....	1	2	3	4	5
Unsupervised youth .....	1	2	3	4	5

**5. Please rate how safe you feel from the following occurring to you in Scottsdale:**

	<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>
Violent crime (e.g., rape, assault, robbery).....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Fire.....	1	2	3	4	5	6

**6. Please rate how safe you feel:**

	very <u>safe</u>	somewhat <u>safe</u>	neither safe <u>nor unsafe</u>	somewhat <u>unsafe</u>	very <u>unsafe</u>	don't <u>know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark .....	1	2	3	4	5	6
In Scottsdale's downtown area during the day .....	1	2	3	4	5	6
In Scottsdale's downtown area after dark.....	1	2	3	4	5	6
In Scottsdale's parks during the day .....	1	2	3	4	5	6
In Scottsdale's parks after dark .....	1	2	3	4	5	6

**7. During the past twelve months, were you or anyone in your household the victim of any crime?**

- no [go to question #9]     yes [go to question #8]     don't know

**8. If yes, was this crime (these crimes) reported to the police?**

- no                                     yes                                     don't know

**9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Scottsdale?**

	<u>never</u>	once or <u>twice</u>	3 to 12 <u>times</u>	13 to 26 <u>times</u>	more than <u>26 times</u>
Used Scottsdale public libraries or their services.....	1	2	3	4	5
Used Scottsdale recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood or City park.....	1	2	3	4	5
Ridden a local bus within Scottsdale .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group/activity in Scottsdale .....	1	2	3	4	5
Read Scottsdale Pride Newsletter (included in utility bills).....	1	2	3	4	5
Used the Internet for anything .....	1	2	3	4	5
Used the Internet to conduct business with Scottsdale .....	1	2	3	4	5
Purchased an item over the Internet.....	1	2	3	4	5

**10. How do you 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>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance/emergency medical services.....	1	2	3	4	5
Traffic enforcement.....	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
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Amount of public parking.....	1	2	3	4	5
Bus/transit services.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Appearance/maintenance of parks.....	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
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services.....	1	2	3	4	5

**11. Overall, how would you rate the quality of the services provided by...**

	<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
The State Government?.....	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months (including police, receptionists, planners or any others)?

- no [go to question #14]     yes [go to question #13]

13. What was your impression of employees of the City of Scottsdale in your most recent contact? (Rate each characteristic below.)

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Overall impression .....	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	<u>strongly agree</u>	<u>somewhat agree</u>	<u>neither agree nor disagree</u>	<u>somewhat disagree</u>	<u>strongly disagree</u>	<u>don't know</u>
I receive good value for the City of Scottsdale taxes I pay .....	1	2	3	4	5	6
I am pleased with the overall direction that the City of Scottsdale is taking .....	1	2	3	4	5	6
The City of Scottsdale government welcomes citizen involvement.....	1	2	3	4	5	6
The City of Scottsdale government listens to citizens .....	1	2	3	4	5	6

15. 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

16. Please check the option that represents your area of residence for the following question:

a. In which area of Scottsdale do you live?

- South of Indian Bend Road  
 North of Indian Bend Road and south or west of the Central Arizona Project (CAP) Canal  
 North or east of the Central Arizona Project (CAP) Canal

b. To what level do you agree or disagree with each of the following statements?:

	<u>strongly agree</u>	<u>somewhat agree</u>	<u>neither agree nor disagree</u>	<u>somewhat disagree</u>	<u>strongly disagree</u>	<u>don't know</u>
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

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.

17. Do you live within the City limits of the City of Scottsdale?

- no  yes

18. Are you currently employed?

- no [go to question #19]  yes [go to question #18a]

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)  
 Bus, Rail, Subway, or other public transportation  
 Walk  
 Work at home  
 Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- no  yes

19. 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

20. Which best describes the building you live in?

- one family house detached from any other houses  
 house attached to one or more houses (e.g. a duplex or townhome)  
 building with two or more apartments or condominiums  
 mobile home  
 other

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

- rented for cash or occupied without cash payment?  
 owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- no  yes

23. Do any teenagers aged between 13 and 17 live in your household?

- no  yes

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

- no  yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- no  yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma  
 high school diploma  
 some college, no degree  
 associate's degree (e.g. AA, AS)  
 bachelor's degree (e.g. BA, AB, BS)  
 graduate degree or professional degree

27. 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 \$24,999  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- no  yes

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

- American Indian or Alaskan native  
 Asian or Pacific Islander  
 Black, African American  
 White/Caucasian  
 Other

30. 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

31. What is your sex?

- female  male

32. Are you registered to vote in your jurisdiction?

- no  yes  don't know

33. Did you vote in the last election?

- no  yes  don't know

34. Are you likely to vote in the next election?

- no  yes  don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



**Office of the City Manager**

3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

WEB [www.ScottsdaleAz.gov](http://www.ScottsdaleAz.gov)

October 2004

Dear Scottsdale Resident:

The City of Scottsdale wants to know what you think about our community and municipal government. You have been randomly selected to participate in Scottsdale's 2004 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Scottsdale residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey, please call: 480-312-2335.

Please help us shape the future of Scottsdale. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Jan Dolan".

Jan Dolan  
City Manager



**Office of the City Manager**

3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

WEB [www.ScottsdaleAz.gov](http://www.ScottsdaleAz.gov)

November 2004

Dear Scottsdale Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Scottsdale wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Scottsdale Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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**Communications & Public Affairs**

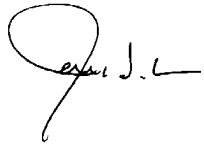
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Dear City of Scottsdale Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Scottsdale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

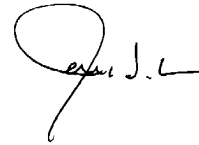


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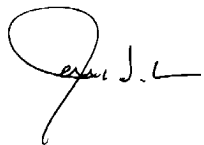


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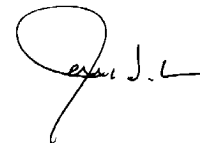


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3939 N. Drinkwater Boulevard  
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First Class Mail  
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Boulder, CO  
Permit NO.94

The National  
**CITIZEN SURVEY™**

2 0 0 4

**Report of Normative Comparisons for  
the City of Scottsdale, Arizona**



Submitted by:

---

NATIONAL RESEARCH CENTER, INC.  
3005 30th Street • Boulder, CO 80301  
tel. 303-444-7863 • fax. 303-441-1145  
e-mail: ncs@n-r-c.com • www.n-r-c.com

January 2005

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# **SURVEY BACKGROUND**

## **ABOUT THE NATIONAL CITIZEN SURVEY™**

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 National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead

and signatures for mailings. City of Scottsdale staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

# UNDERSTANDING THE NORMATIVE COMPARISONS

## Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in over 400 jurisdictions in the United States. Responses to over 4,000 survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
<i>Region</i>	
West Coast <sup>1</sup>	22%
West <sup>2</sup>	16%
North Central West <sup>3</sup>	10%
North Central East <sup>4</sup>	14%
South Central <sup>5</sup>	8%
South <sup>6</sup>	22%
Northeast West <sup>7</sup>	4%
Northeast East <sup>8</sup>	3%
<i>Population</i>	
less than 40,000	25%
40,000 to 74,999	26%
75,000 to 149,000	20%
150,000 or more	29%

<sup>1</sup>Alaska, Washington, Oregon, California, Hawaii  
<sup>2</sup>Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico  
<sup>3</sup>North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota  
<sup>4</sup>Illinois, Indiana, Ohio, Michigan, Wisconsin  
<sup>5</sup>Oklahoma, Texas, Louisiana, Arkansas  
<sup>6</sup>West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC  
<sup>7</sup>New York, Pennsylvania, New Jersey  
<sup>8</sup>Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine



### ***Use of the “Excellent, Good, Fair, Poor” Response Scale***

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### ***Putting Evaluations Onto a 100-Point Scale***

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

### ***Interpreting the Results***

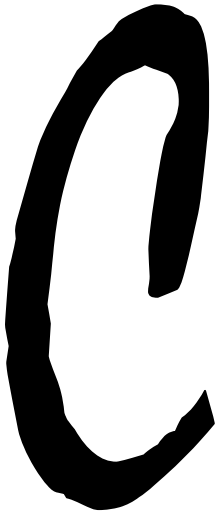
Comparisons are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction's rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: "above the norm," "below the norm" or "similar to the norm." This evaluation of "above," "below" or "similar to" comes from a statistical comparison of your jurisdiction's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of 3 or more points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm. When differences between your jurisdiction's ratings and the national norms are less than 3 points, they are marked as "similar to" the norm.

The data are represented visually in a chart that accompanies each table. Your jurisdiction's percentile for each compared item is marked with a black line on the chart.

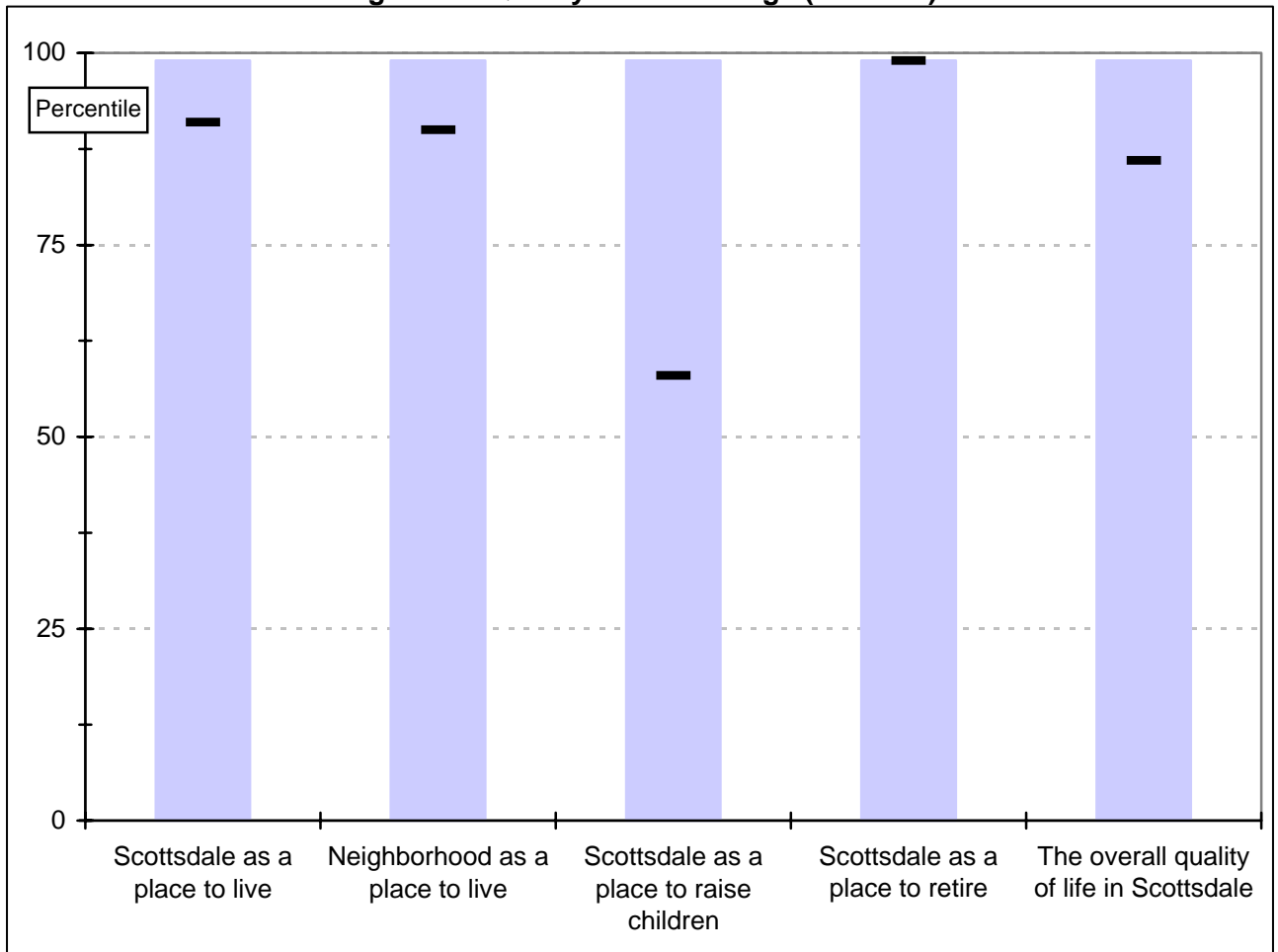
**\*\*For Scottsdale, two tables have been produced for each set of questions. In the first, comparisons are made to all jurisdictions in the (always labeled as a Figure "b"). In the second, comparisons are made to all jurisdictions in the database that are geographically located in the western region (always labeled as a Figure "c"). For each set of questions, a chart**

precedes the two tables (always labeled as a Figure “a”). The chart’s numbers reflect the table labeled Figure “b”, and graphically represents the percentile of each item, compared to the customized set of jurisdictions in the database. This percentile is marked as a black line on the chart.



# COMPARISONS

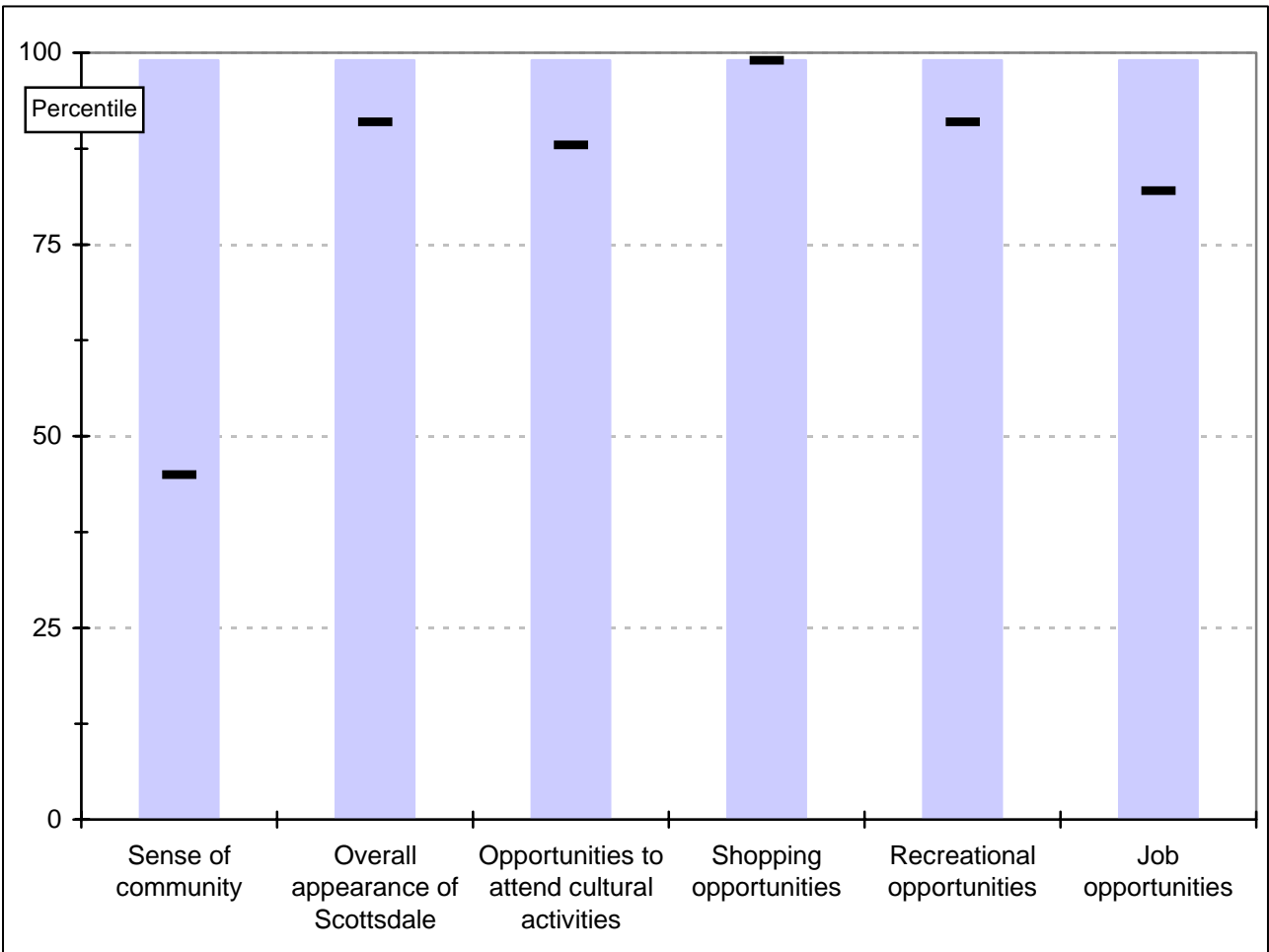
Figure 1a: Quality of Life Ratings (National)



<b>Figure 1b: Quality of Life Ratings (National)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
Scottsdale as a place to live	83	22	230	91%ile	above the norm
Neighborhood as a place to live	78	11	99	90%ile	above the norm
Scottsdale as a place to raise children	70	54	125	58%ile	above the norm
Scottsdale as a place to retire	77	2	101	99%ile	above the norm
The overall quality of life in Scottsdale	78	25	177	86%ile	above the norm

<b>Figure 1c: Quality of Life Ratings (Regional)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
Scottsdale as a place to live	83	6	49	90%ile	above the norm
Neighborhood as a place to live	78	3	30	93%ile	above the norm
Scottsdale as a place to raise children	70	13	36	67%ile	above the norm
Scottsdale as a place to retire	77	2	30	97%ile	above the norm
The overall quality of life in Scottsdale	78	6	52	90%ile	above the norm

**Figure 2a: Characteristics of the Community: General and Opportunities (National)**

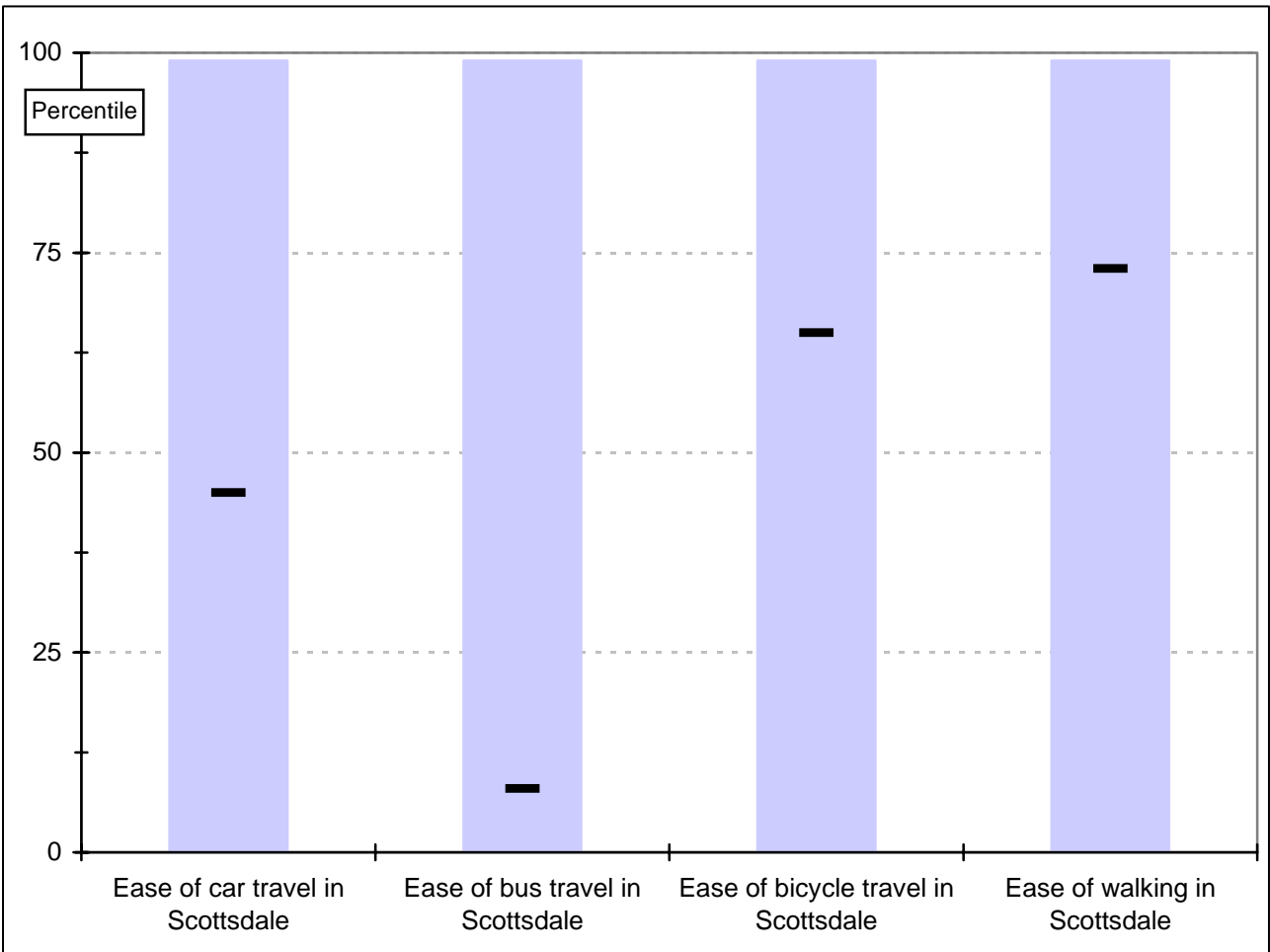


**Figure 2b: Characteristics of the Community: General and Opportunities (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Sense of community	53	45	80	45%ile	similar to the norm
Overall appearance of Scottsdale	76	11	110	91%ile	above the norm
Opportunities to attend cultural activities	68	12	88	88%ile	above the norm
Shopping opportunities	87	2	87	99%ile	above the norm
Recreational opportunities	72	11	106	91%ile	above the norm
Job opportunities	51	25	130	82%ile	above the norm

<b>Figure 2c: Characteristics of the Community: General and Opportunities (Regional)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
Sense of community	53	13	28	57%ile	similar to the norm
Overall appearance of Scottsdale	76	5	33	88%ile	above the norm
Opportunities to attend cultural activities	68	4	27	89%ile	above the norm
Shopping opportunities	87	1	30	100%ile	above the norm
Recreational opportunities	72	3	32	94%ile	above the norm
Job opportunities	51	7	34	82%ile	above the norm

**Figure 3a: Characteristics of the Community: Mobility (National)**



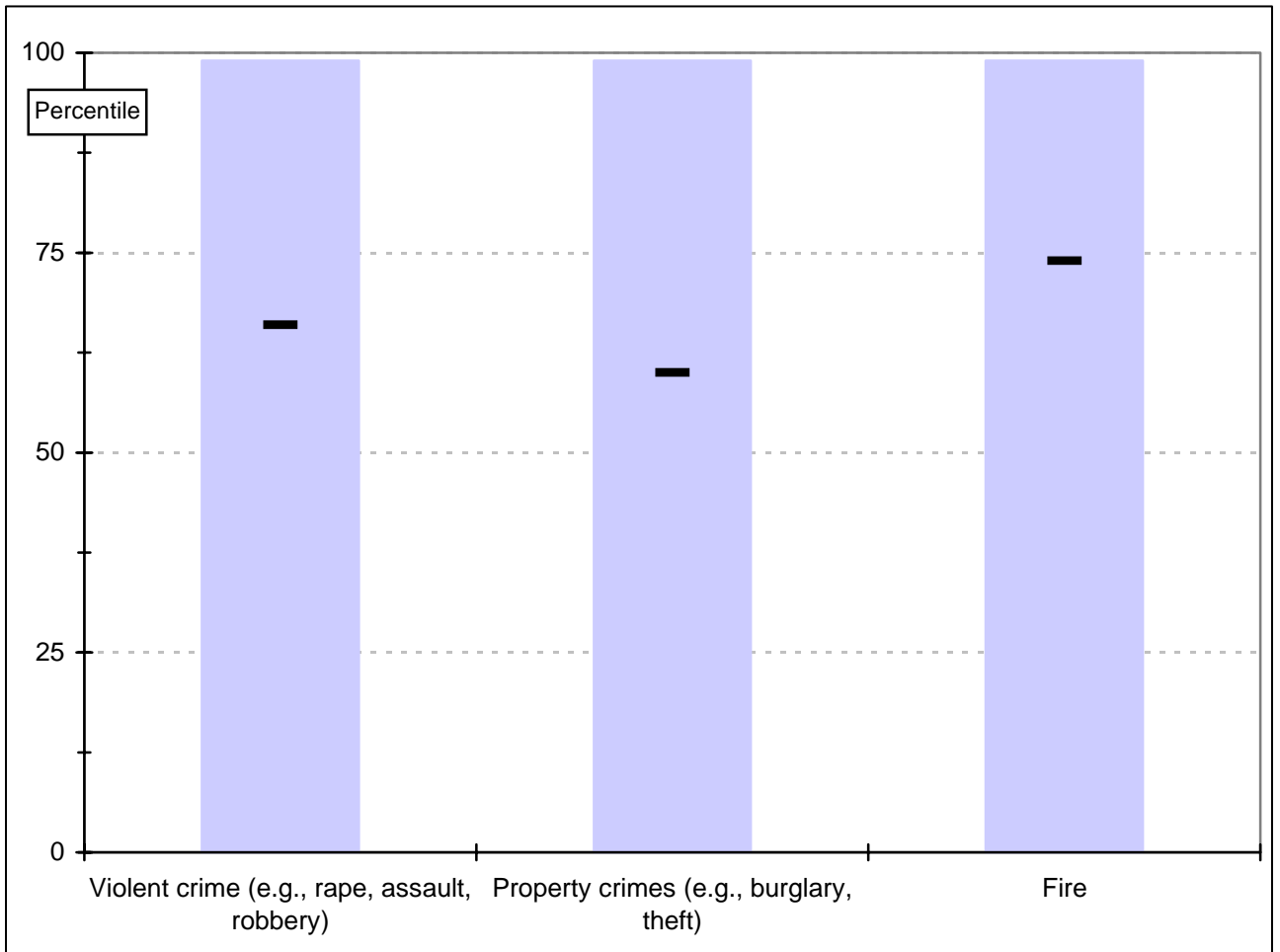
**Figure 3b: Characteristics of the Community: Mobility (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Ease of car travel in Scottsdale	49	47	84	45%ile	similar to the norm
Ease of bus travel in Scottsdale	29	37	39	8%ile	below the norm
Ease of bicycle travel in Scottsdale	54	25	69	65%ile	above the norm
Ease of walking in Scottsdale	60	16	55	73%ile	above the norm



<b>Figure 3c: Characteristics of the Community: Mobility (Regional)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
Ease of car travel in Scottsdale	49	13	26	54%ile	similar to the norm
Ease of bus travel in Scottsdale	29	14	14	7%ile	below the norm
Ease of bicycle travel in Scottsdale	54	8	18	61%ile	similar to the norm
Ease of walking in Scottsdale	60	5	16	75%ile	above the norm

**Figure 4a: Ratings of Safety from Various Problems (National)**

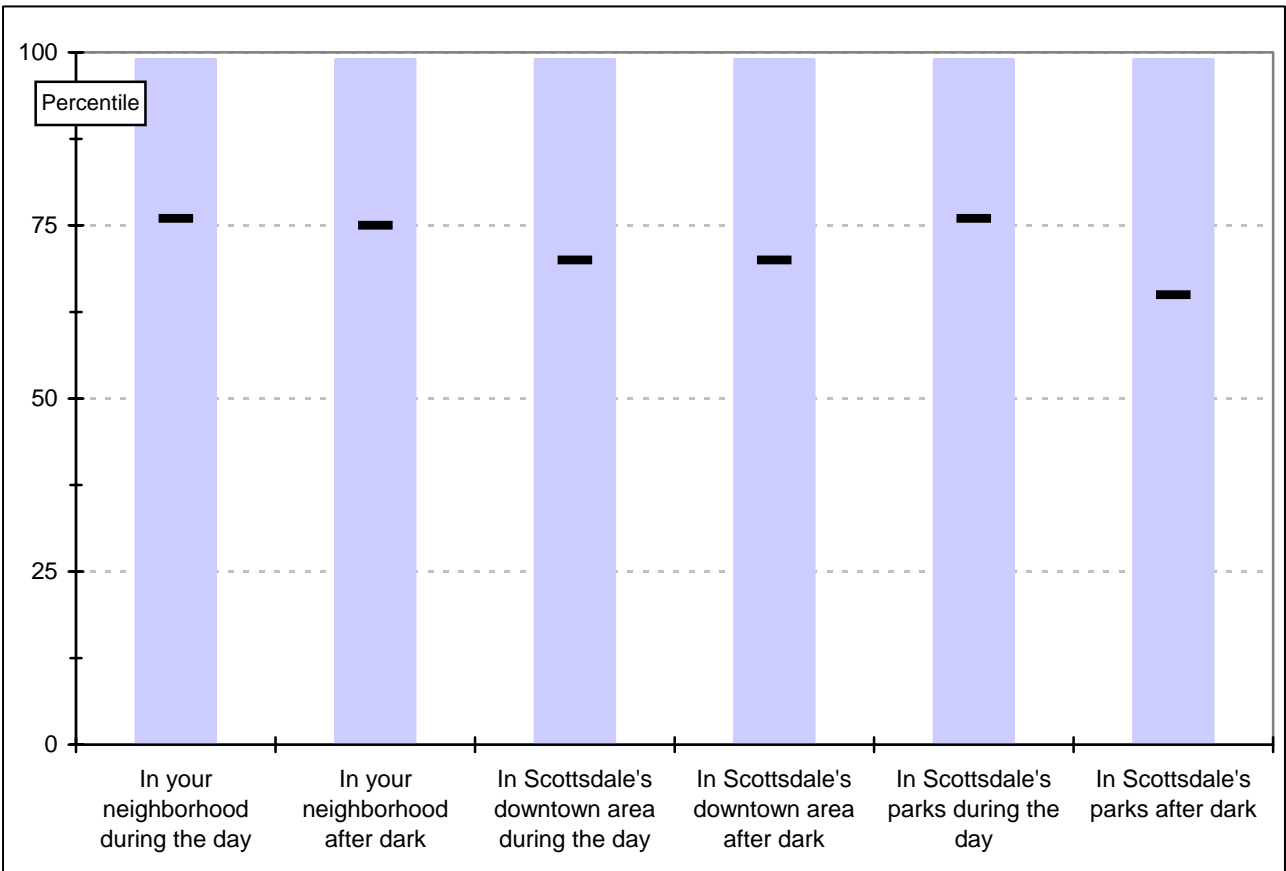


**Figure 4b: Ratings of Safety From Various Problems (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Violent crime (e.g., rape, assault, robbery)	75	28	80	66%ile	above the norm
Property crimes (e.g., burglary, theft)	63	33	80	60%ile	above the norm
Fire	78	21	78	74%ile	above the norm

<b>Figure 4c: Ratings of Safety From Various Problems (Regional)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
Violent crime (e.g., rape, assault, robbery)	75	9	24	67%ile	above the norm
Property crimes (e.g., burglary, theft)	63	10	24	63%ile	above the norm
Fire	78	5	24	83%ile	above the norm

**Figure 5a: Ratings of Safety in Various Areas (National)**

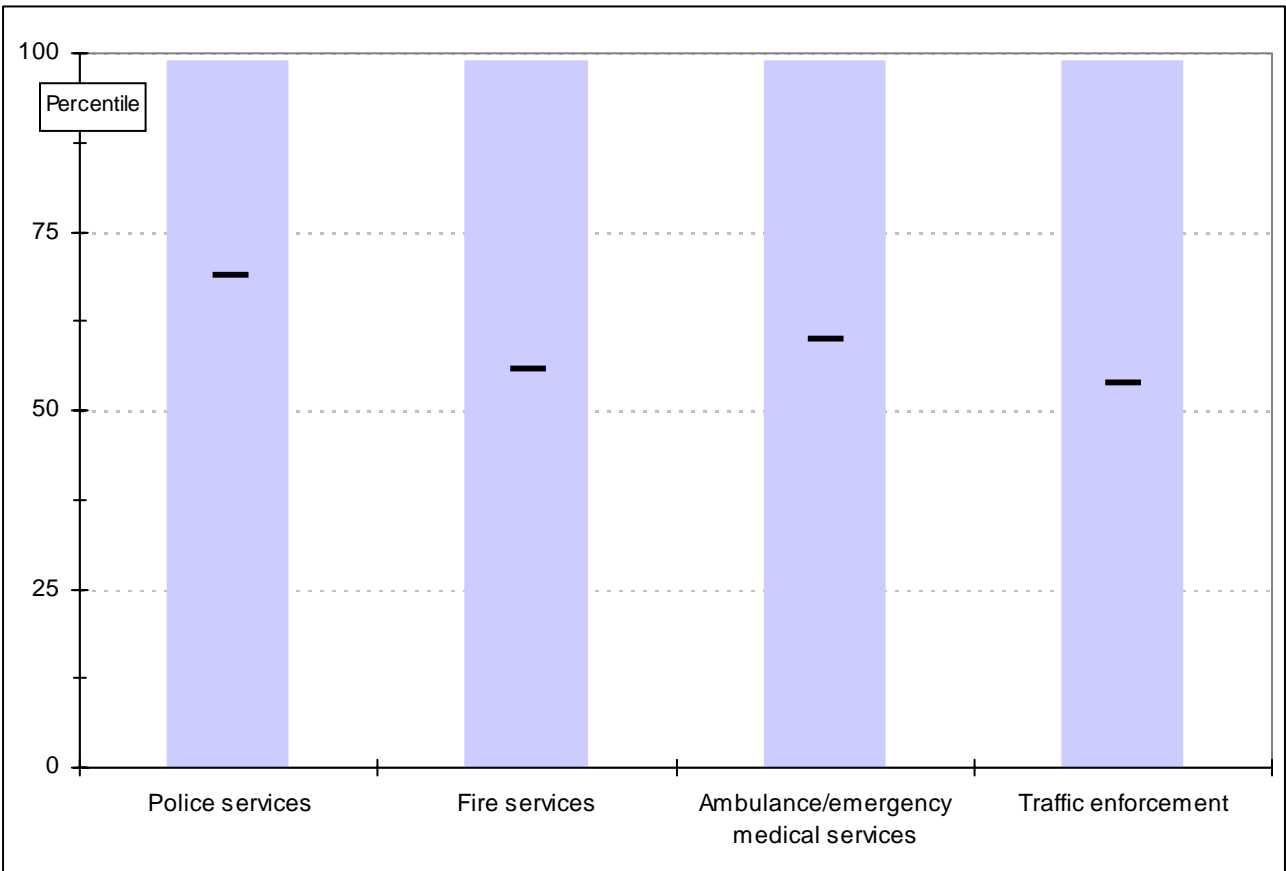


**Figure 5b: Ratings of Safety in Various Areas (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
In your neighborhood during the day	92	22	89	76%ile	above the norm
In your neighborhood after dark	77	45	179	75%ile	above the norm
In Scottsdale's downtown area during the day	90	24	77	70%ile	above the norm
In Scottsdale's downtown area after dark	69	32	102	70%ile	above the norm
In Scottsdale's parks during the day	88	21	82	76%ile	above the norm
In Scottsdale's parks after dark	55	28	77	65%ile	above the norm

<b>Figure 5c: Ratings of Safety in Various Areas (Regional)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
In your neighborhood during the day	92	7	26	77%ile	above the norm
In your neighborhood after dark	77	10	39	77%ile	above the norm
In Scottsdale's downtown area during the day	90	9	24	67%ile	above the norm
In Scottsdale's downtown area after dark	69	10	26	65%ile	above the norm
In Scottsdale's parks during the day	88	6	24	79%ile	above the norm
In Scottsdale's parks after dark	55	9	24	67%ile	above the norm

**Figure 6a: Quality of Public Safety Services (National)**



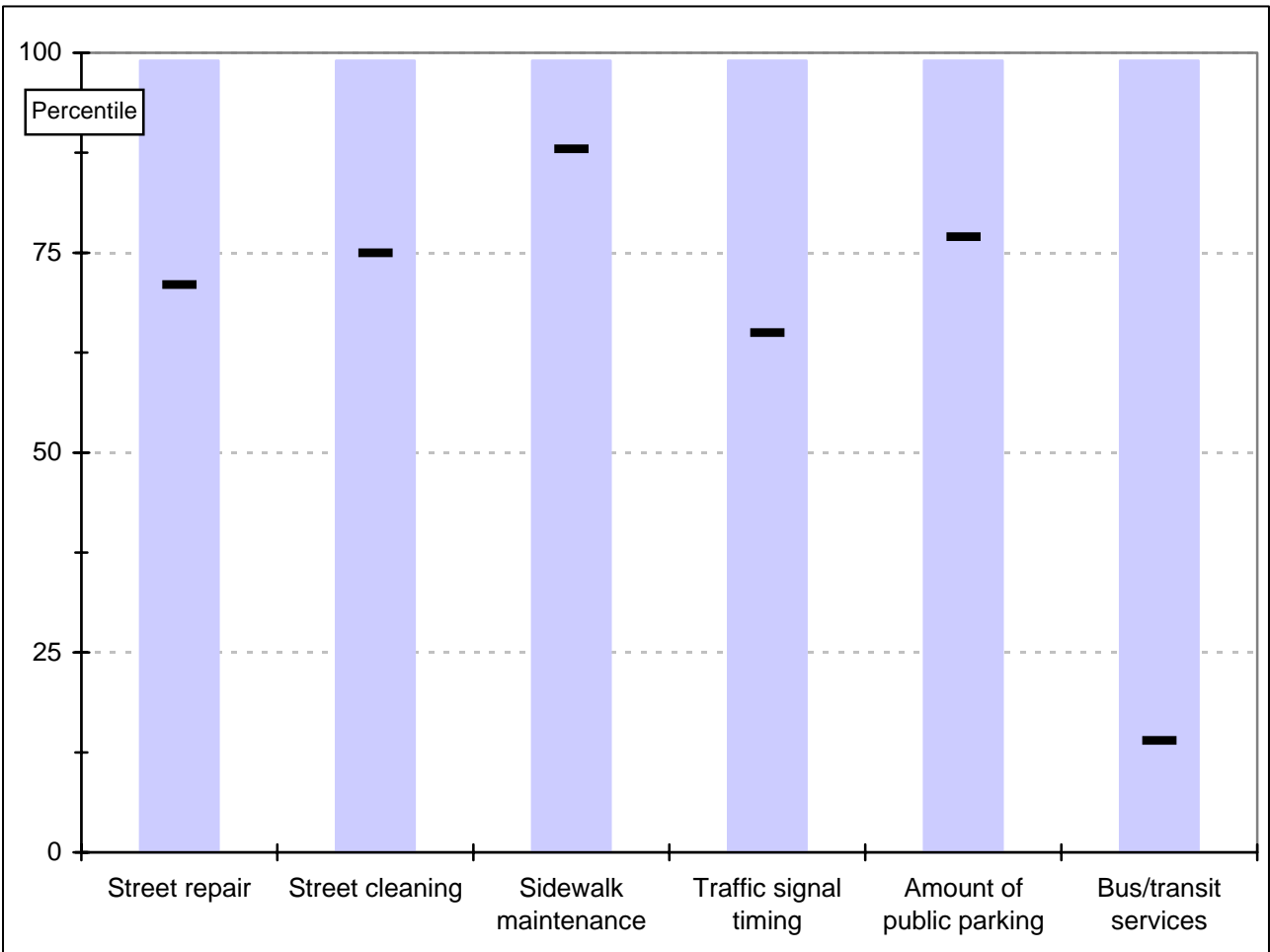
**Figure 6b: Quality of Public Safety Services (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Police services	71	108	340	69%ile	above the norm
Fire services	77	118	263	56%ile	similar to the norm
Ambulance/emergency medical services	77	69	171	60%ile	similar to the norm
Traffic enforcement	57	70	150	54%ile	similar to the norm

**Figure 6c: Quality of Public Safety Services (Regional)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Police services	71	36	96	64%ile	similar to the norm
Fire services	77	33	65	51%ile	similar to the norm
Ambulance/emergency medical services	77	17	44	64%ile	above the norm
Traffic enforcement	57	17	43	63%ile	similar to the norm

**Figure 7a: Quality of Transportation Services (National)**



**Figure 7b: Quality of Transportation Services (National)**

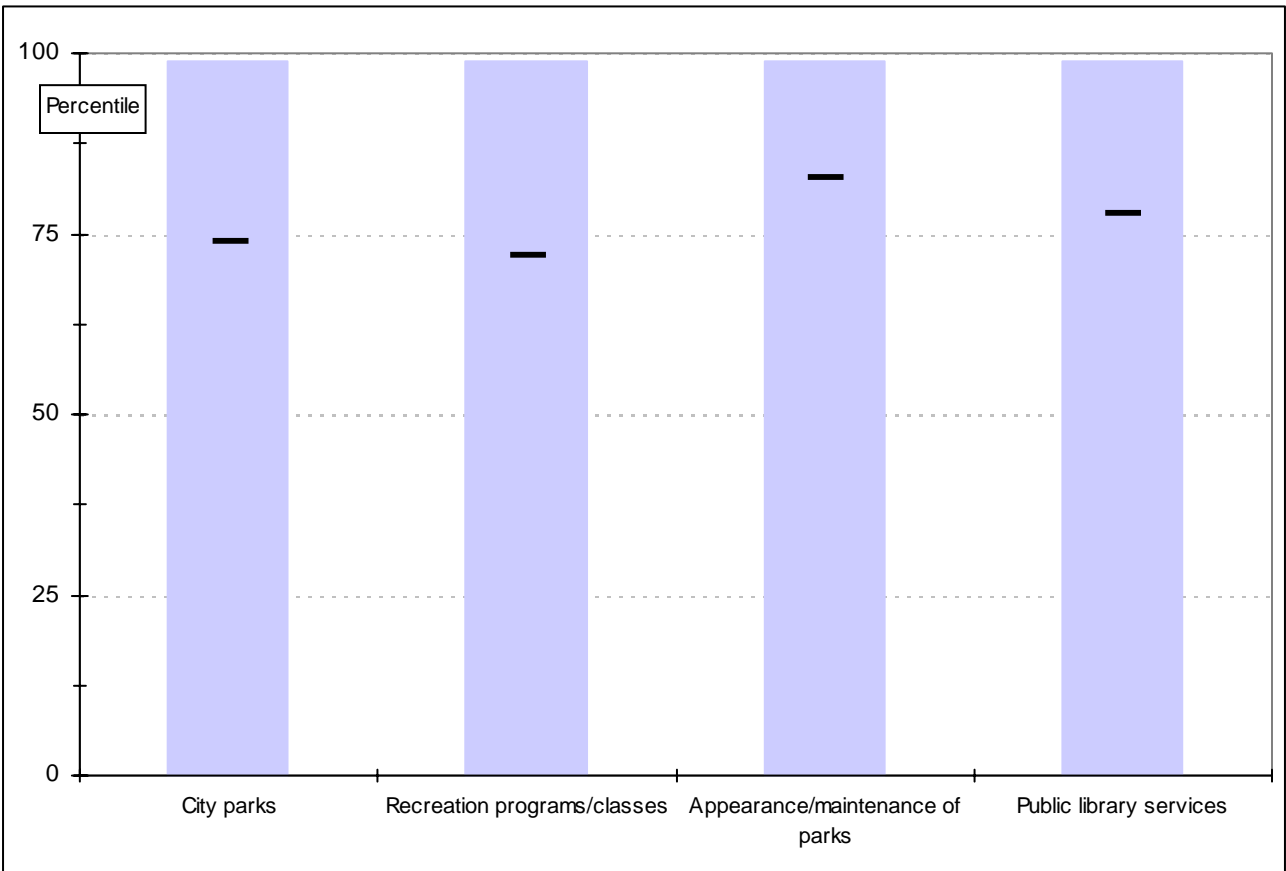
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Street repair	56	76	255	71%ile	above the norm
Street cleaning	64	42	165	75%ile	above the norm
Sidewalk maintenance	62	13	98	88%ile	above the norm
Traffic signal timing	49	26	72	65%ile	similar to the norm
Amount of public parking	50	12	48	77%ile	above the norm
Bus/transit services	39	84	97	14%ile	below the norm

**Figure 7c: Quality of Transportation Services (Regional)**

	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
Street repair	56	23	85	74%ile	above the norm
Street cleaning	64	11	52	81%ile	above the norm
Sidewalk maintenance	62	6	31	84%ile	above the norm
Traffic signal timing	49	7	24	75%ile	above the norm
Amount of public parking	50	4	16	81%ile	above the norm
Bus/transit services	39	28	30	10%ile	below the norm



**Figure 8a: Quality of Leisure Services (National)**

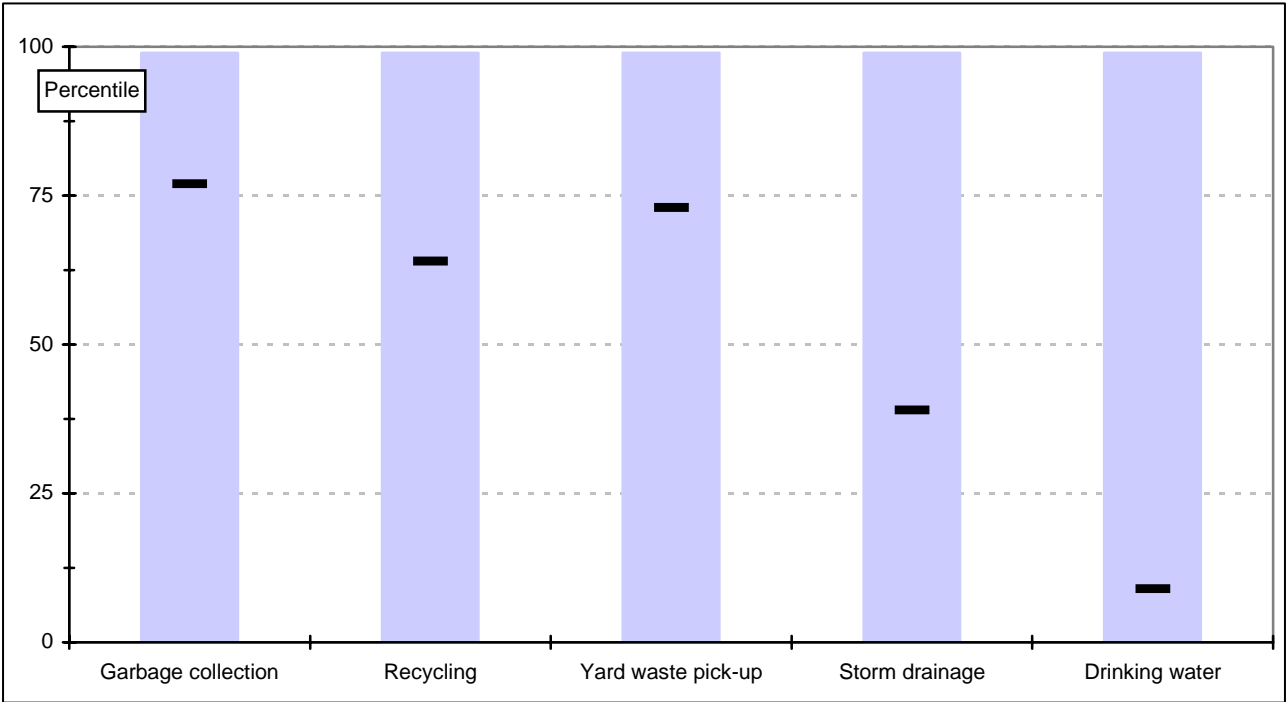


**Figure 8b: Quality of Leisure Services (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
City parks	74	44	168	74%ile	above the norm
Recreation programs or classes	71	53	187	72%ile	above the norm
Appearance/maintenance of parks	74	31	174	83%ile	above the norm
Public library services	77	50	225	78%ile	above the norm

<b>Figure 8c: Quality of Leisure Services (Regional)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
City parks	74	17	57	72%ile	above the norm
Recreation programs or classes	71	17	68	76%ile	above the norm
Appearance/maintenance of parks	74	10	62	85%ile	above the norm
Public library services	77	14	57	77%ile	above the norm

**Figure 9a: Quality of Utility Services (National)**



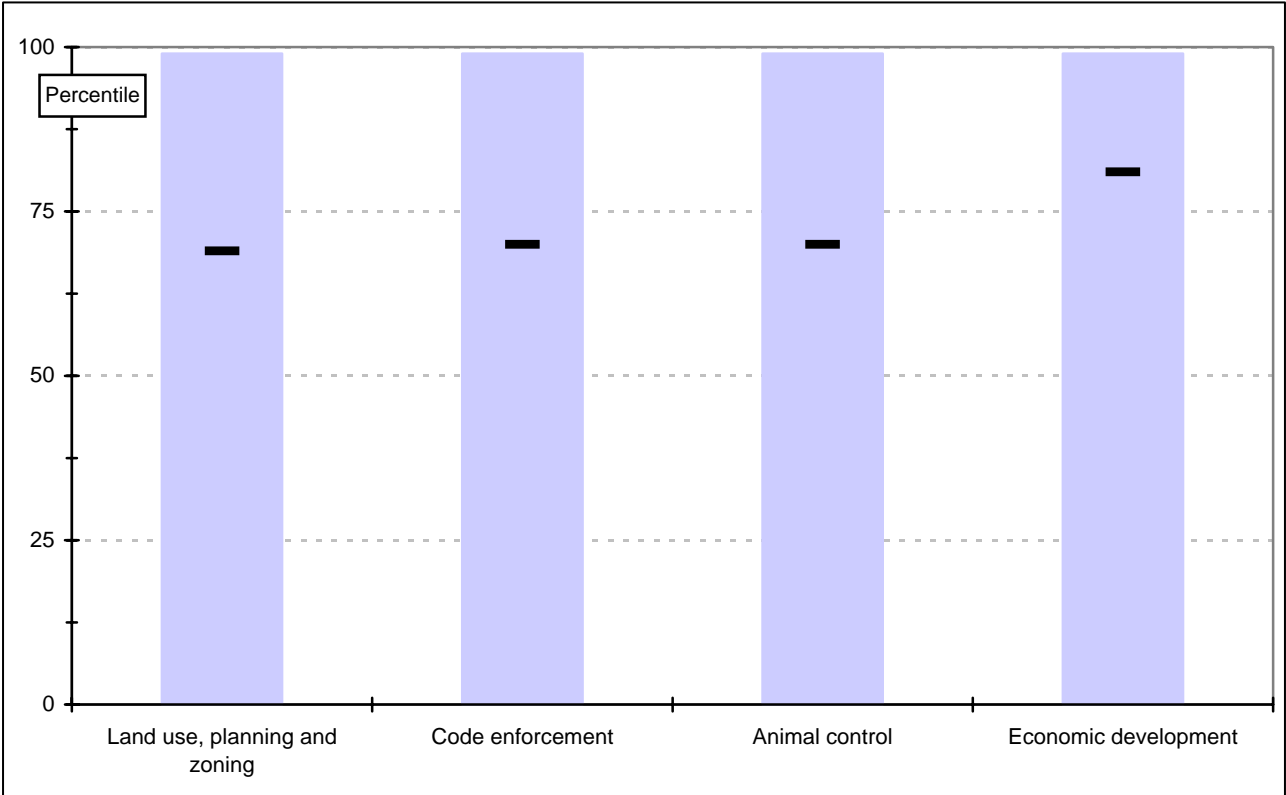
**Figure 9b: Quality of Utility Services (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Garbage collection	77	50	215	77%ile	above the norm
Recycling	72	62	168	64%ile	above the norm
Yard waste pick-up	69	20	71	73%ile	above the norm
Storm drainage	50	86	139	39%ile	similar to the norm
Drinking water	38	120	131	9%ile	below the norm

**Figure 9c: Quality of Utility Services (Regional)**

	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
Garbage collection	77	12	56	80%ile	above the norm
Recycling	72	17	43	63%ile	above the norm
Yard waste pick-up	69	4	9	67%ile	above the norm
Storm drainage	50	21	34	41%ile	below the norm
Drinking water	38	38	42	12%ile	below the norm

**Figure 10a: Quality of Planning and Code Enforcement Services (National)**

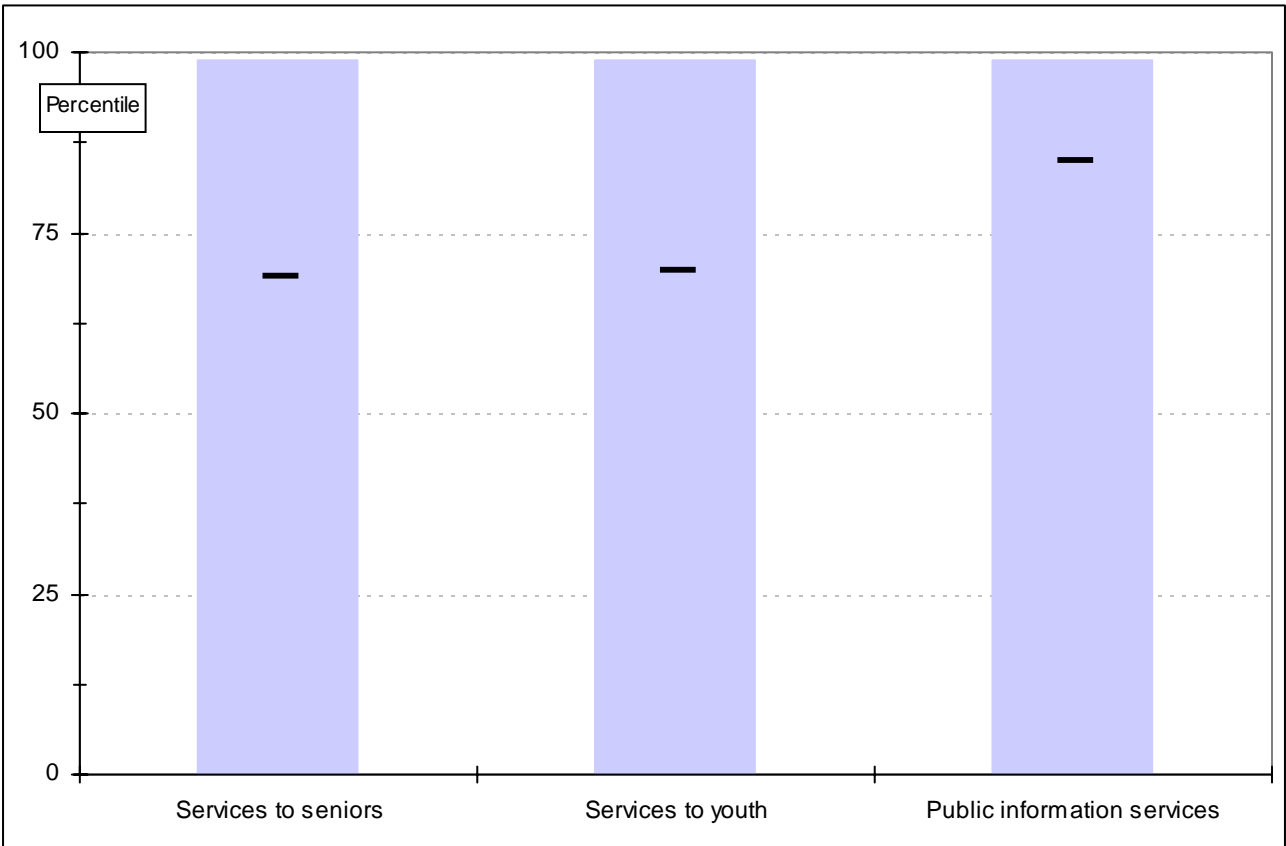


**Figure 10b: Quality of Planning and Code Enforcement Services (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Land use, planning and zoning	48	33	103	69%ile	above the norm
Code enforcement	53	50	164	70%ile	above the norm
Animal control	62	42	138	70%ile	above the norm
Economic development	58	18	88	81%ile	above the norm

<b>Figure 10c: Quality of Planning and Code Enforcement Services (Regional)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
Land use, planning and zoning	48	10	37	76%ile	above the norm
Code enforcement	53	16	58	74%ile	above the norm
Animal control	62	10	44	80%ile	above the norm
Economic development	58	5	26	85%ile	above the norm

**Figure 11a: Quality of Services to Special Populations and Other Services (National)**



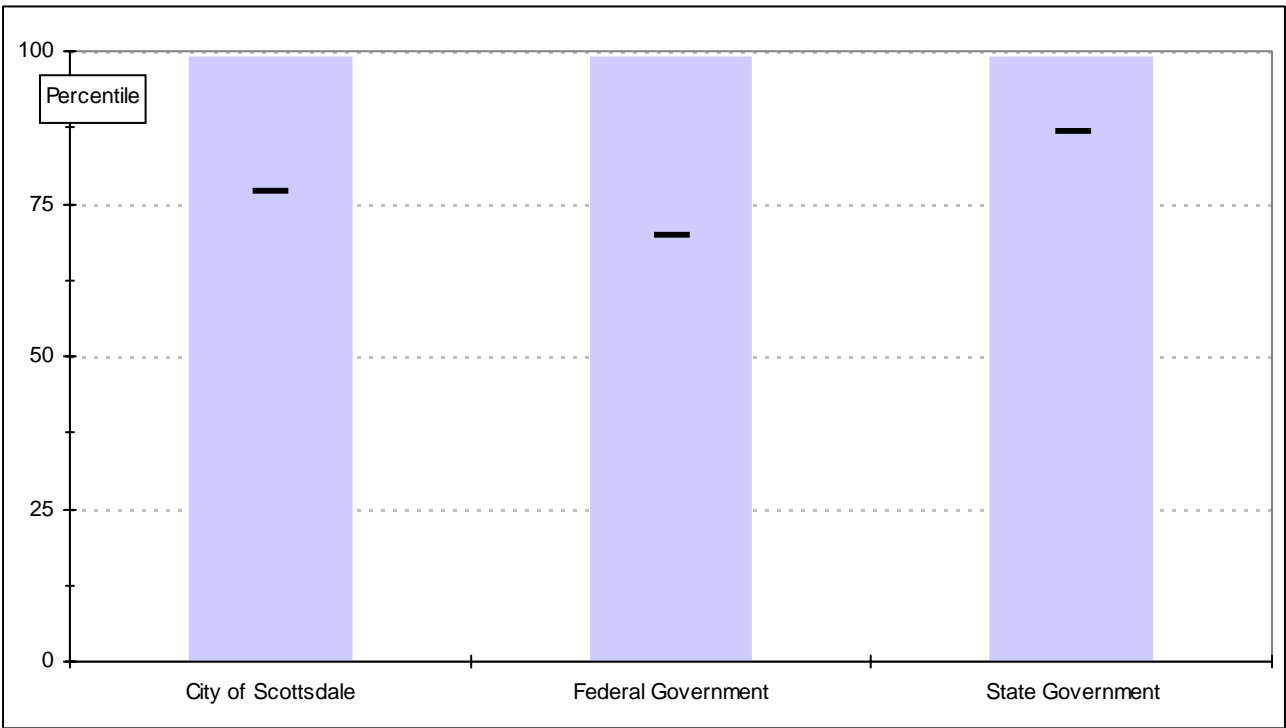
**Figure 11b: Quality of Services to Special Populations and Other Services (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Services to seniors	65	39	124	69%ile	above the norm
Services to youth	59	34	111	70%ile	above the norm
Public information services	65	18	112	85%ile	above the norm

<b>Figure 11c: Quality of Services to Special Populations and Other Services (Regional)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
Services to seniors	65	18	44	61%ile	similar to the norm
Services to youth	59	13	36	67%ile	above the norm
Public information services	65	5	25	84%ile	above the norm



**Figure 12a: Overall Quality of Services (National)**



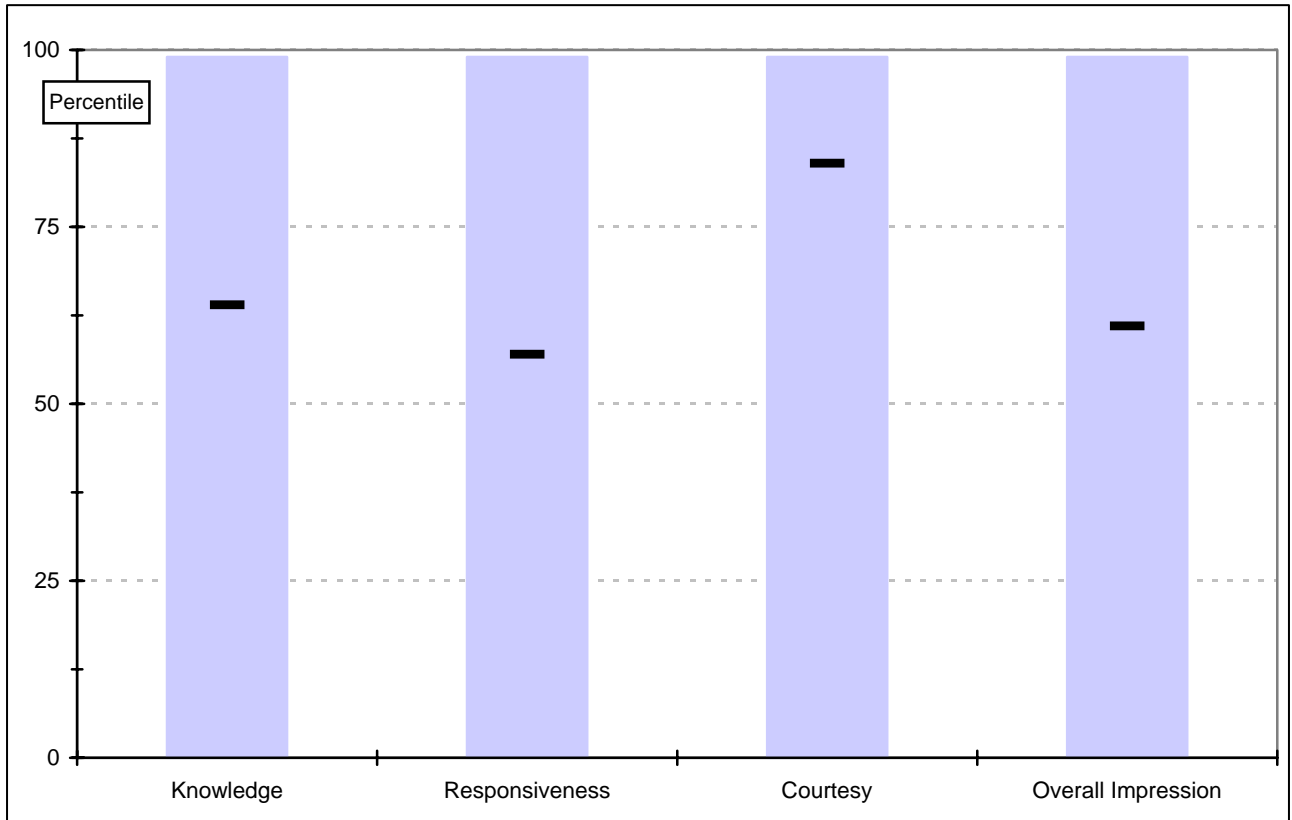
**Figure 12b: Overall Quality of Services (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Services provided by the City of Scottsdale	71	45	189	77%ile	above the norm
Services provided by the Federal Government	47	22	69	70%ile	similar to the norm
Services provided by the State Government	49	10	69	87%ile	above the norm

**Figure 12c: Overall Quality of Services (Regional)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Services provided by the City of Scottsdale	71	12	59	81%ile	above the norm
Services provided by the Federal Government	47	3	23	91%ile	above the norm
Services provided by the State Government	49	1	23	100%ile	above the norm

**Figure 13a: Ratings of Contact with City Employees (National)**



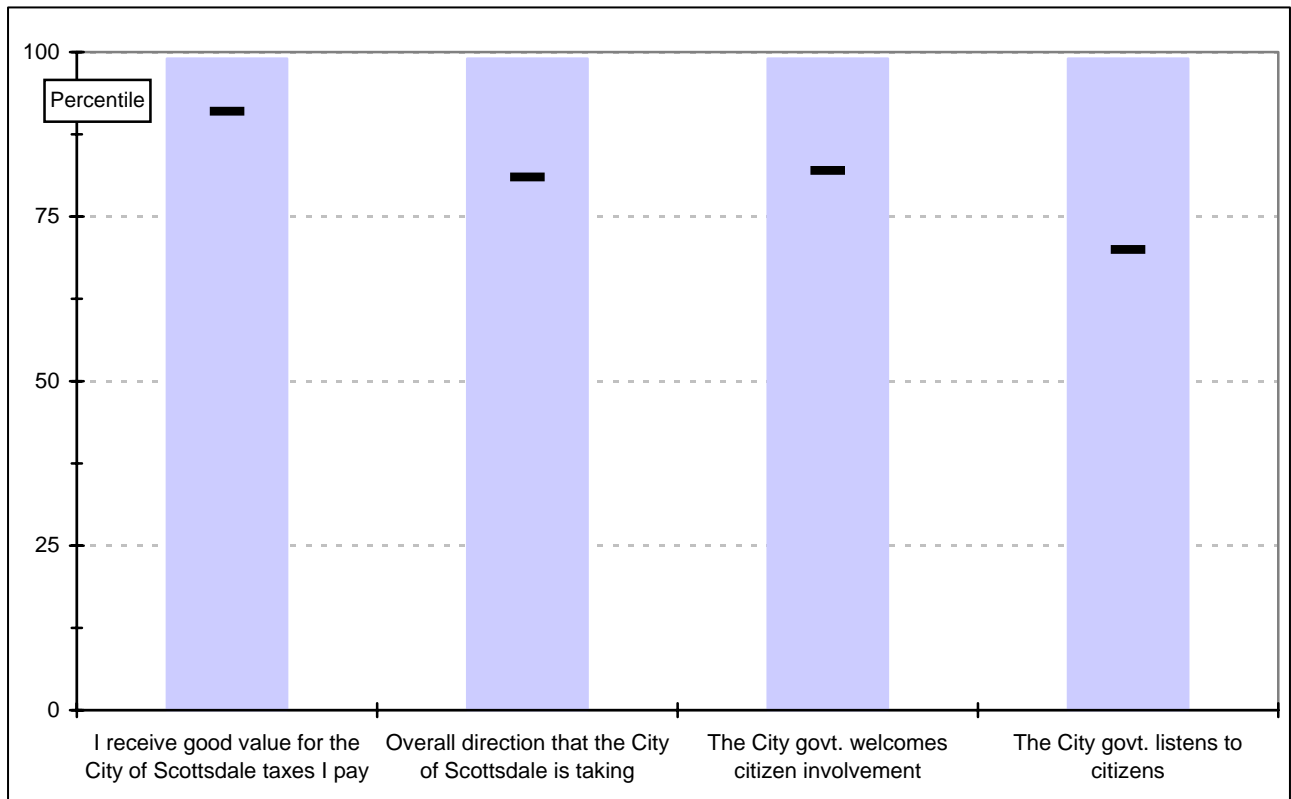
**Figure 13b: Ratings of Contact with the City Employees (National)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Knowledge	74	44	118	64%ile	above the norm
Responsiveness	69	54	124	57%ile	similar to the norm
Courtesy	75	15	86	84%ile	above the norm
Overall Impression	71	60	150	61%ile	similar to the norm

**Figure 13c: Ratings of Contact with the City Employees (Regional)**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Knowledge	74	14	40	68%ile	above the norm
Responsiveness	69	13	39	69%ile	above the norm
Courtesy	75	3	25	92%ile	above the norm
Overall Impression	71	17	48	67%ile	similar to the norm

**Figure 14a: Ratings of Public Trust (National)**



**Figure 14b: Ratings of Public Trust**

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
I receive good value for the City of Scottsdale taxes I pay	73	5	44	91%ile	above the norm
Overall direction that the City of Scottsdale is taking	67	20	102	81%ile	above the norm
The City govt. welcomes citizen involvement	68	17	87	82%ile	above the norm
The City govt. listens to citizens	59	25	80	70%ile	above the norm

<b>Figure 14c: Ratings of Public Trust (Regional)</b>					
	<b>City of Scottsdale Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Scottsdale Percentile</b>	<b>Comparison of Scottsdale Rating to Norm</b>
I receive good value for the City of Scottsdale taxes I pay	73	2	12	92%ile	above the norm
Overall direction that the City of Scottsdale is taking	67	6	35	86%ile	above the norm
The City govt. welcomes citizen involvement	68	5	27	85%ile	above the norm
The City govt. listens to citizens	59	4	22	86%ile	above the norm

# APPENDIX I: LIST OF JURISDICTIONS INCLUDED IN NATIONAL NORMATIVE COMPARISONS

Place	State	2000 Population
Homer	AK	3,946
Auburn	AL	42,987
Huntsville	AL	158,216
Phoenix City	AL	28,265
Fayetteville	AR	58,047
Fort Smith	AR	80,268
Hot Springs	AR	35,613
Little Rock	AR	183,133
Siloam Springs	AR	10,000
Chandler	AZ	176,581
Gilbert	AZ	109,697
Mesa	AZ	396,375
Phoenix	AZ	1,321,045
Safford	AZ	9,232
Sedona	AZ	10,192
Tempe	AZ	158,625
Tucson	AZ	486,699
Antioch	CA	90,532
Arcadia	CA	53,054
Bakersfield	CA	247,057
Berkeley	CA	102,743
Claremont	CA	33,998
Concord	CA	121,780
Coronado	CA	24,100
Cypress	CA	46,229
El Cerrito	CA	23,171
Encinitas	CA	54,014
Fremont	CA	203,413
Garden Grove	CA	165,196
Gilroy	CA	41,464
Hercules	CA	19,488
Highland	CA	44,605
La Mesa	CA	54,749
Lakewood	CA	79,345
Livermore	CA	73,345
Lompoc	CA	41,103
Long Beach	CA	461,522
Los Alamitos	CA	11,536

Report of Normative Comparisons

The National CITIZEN SURVEY™

Place	State	2000 Population
Los Gatos	CA	28,592
Menlo Park	CA	30,785
Monterey	CA	29,674
Mountain View	CA	70,708
Novato	CA	47,630
Oceanside	CA	161,029
Oxnard	CA	170,358
Palm Springs	CA	42,807
Palo Alto	CA	58,598
Pasadena	CA	133,936
Pleasanton	CA	63,654
Pomona	CA	149,473
Poway	CA	48,044
Redding	CA	80,865
Ridgecrest	CA	24,927
Riverside	CA	255,166
Rosemead	CA	53,505
Sacramento County	CA	1,223,499
San Francisco	CA	776,733
San Jose	CA	894,943
San Luis Obispo County	CA	247,900
San Mateo	CA	92,482
San Rafael	CA	56,063
San Ramon	CA	44,722
Santa Clara	CA	102,361
Santa Clarita	CA	151,088
Santa Monica	CA	84,084
Santa Rosa	CA	147,595
Simi Valley	CA	111,351
Solana Beach	CA	12,979
South Gate	CA	96,375
Sunnyvale	CA	131,760
Temecula	CA	57,716
Thousand Oaks	CA	117,005
Torrance	CA	137,946
Visalia	CA	91,565
Walnut Creek	CA	64,296
Yuba City	CA	36,758
Arvada	CO	102,153
Boulder	CO	94,673
Boulder County	CO	291,288
Broomfield	CO	38,272
Castle Rock	CO	20,224
Denver (City and County)	CO	554,636
Englewood	CO	31,727
Fort Collins	CO	118,652
Golden	CO	17,159

Place	State	2000 Population
Greeley	CO	76,930
Greenwood Village	CO	11,035
Jefferson County	CO	527,056
Lafayette	CO	23,197
Lakewood	CO	144,126
Larimer County	CO	251,494
Littleton	CO	40,340
Longmont	CO	71,093
Louisville	CO	18,937
Loveland	CO	50,608
Northglenn	CO	31,575
Parker	CO	23,558
Thornton	CO	82,384
Vail	CO	4,531
Westminster	CO	100,940
Wheat Ridge	CO	32,913
Hartford	CT	121,578
Manchester	CT	54,740
New London	CT	25,671
Vernon	CT	28,063
West Hartford	CT	63,589
Wethersfield	CT	26,271
Dover	DE	32,135
Newark	DE	28,547
Altamonte Springs	FL	41,200
Boca Raton	FL	74,764
Bradenton	FL	49,504
Broward County	FL	1,623,018
Cape Coral	FL	102,286
Collier County	FL	251,377
Cooper City	FL	27,939
Coral Springs	FL	117,549
Deerfield Beach	FL	64,583
Delray Beach	FL	60,020
Fort Lauderdale	FL	152,397
Jacksonville	FL	735,617
Kissimmee	FL	47,814
Lee County	FL	454,918
Miami	FL	362,470
Miami-Dade County	FL	2,253,362
Ocoee	FL	24,391
Orange County	FL	896,344
Orlando	FL	185,951
Palm Bay	FL	79,413
Palm Beach County	FL	1,131,184
Palm Coast	FL	32,732
Pinellas County	FL	921,482

<b>Place</b>	<b>State</b>	<b>2000 Population</b>
Pinellas Park	FL	45,658
Port Orange	FL	45,823
Port St. Lucie	FL	88,769
St. Petersburg	FL	248,232
Tallahassee	FL	150,624
Walton County	FL	40,601
Atlanta	GA	416,474
Cartersville	GA	15,925
Columbus	GA	185,781
Douglas County	GA	92,174
Macon	GA	97,255
Milledgeville	GA	18,757
Savannah	GA	131,510
Adams County	IA	4,482
Ames	IA	50,731
Ankeny	IA	27,117
Cedar Rapids	IA	120,758
Clarke County	IA	9,133
Des Moines County	IA	42,351
Fort Dodge	IA	25,136
Fort Madison	IA	10,715
Indianola	IA	12,998
Iowa County	IA	15,671
Louisa County	IA	12,183
Marion	IA	7,144
Newton	IA	15,579
Polk County	IA	374,601
West Des Moines	IA	46,403
Lewiston	ID	30,904
Moscow	ID	21,291
Twin Falls	ID	34,469
Addison Village	IL	35,914
Decatur	IL	81,860
Downers Grove	IL	48,724
Elmhurst	IL	42,762
Evanston	IL	74,239
Highland Park	IL	31,365
Homewood	IL	19,543
Park Ridge	IL	37,775
Peoria	IL	112,936
Skokie	IL	63,348
St. Charles	IL	27,896
Streamwood	IL	36,407
Urbana	IL	36,395
Village of Oak Park	IL	52,524
Wilmette	IL	27,651
Fort Wayne	IN	205,727



Place	State	2000 Population
Gary	IN	102,746
Marion County	IN	860,454
Lawrence	KS	80,098
Overland Park	KS	149,080
Shawnee	KS	47,996
Wichita	KS	344,284
Ashland	KY	21,981
Bowling Green	KY	49,296
Lexington	KY	260,512
Jefferson Parish	LA	455,466
Orleans Parish	LA	484,674
Andover	MA	31,247
Barnstable	MA	47,821
Boston	MA	589,141
Brookline	MA	57,107
Worcester	MA	172,648
Greenbelt	MD	21,456
Rockville	MD	47,388
Ann Arbor	MI	114,024
Battle Creek	MI	53,364
Delhi Township	MI	22,569
Detroit	MI	951,270
East Lansing	MI	46,525
Grand Rapids	MI	197,800
Kentwood	MI	45,255
Meridian Charter Township	MI	38,987
Muskegon	MI	40,105
Novi	MI	47,386
Port Huron	MI	32,338
Rochester Hills	MI	68,825
Blaine	MN	44,942
Dakota County	MN	355,904
Duluth	MN	86,918
Eagan	MN	63,557
Golden Valley	MN	20,281
Grand Forks	MN	231
Mankato	MN	32,427
Maplewood	MN	34,947
Minnetonka	MN	51,301
Plymouth	MN	65,894
Polk County	MN	31,369
Richfield	MN	34,439
Roseville	MN	33,690
Scott County	MN	89,498
St. Clair Shores	MN	827
St. Paul	MN	287,151
Ballwin	MO	31,283

<b>Place</b>	<b>State</b>	<b>2000 Population</b>
Columbia	MO	84,531
Ellisville	MO	9,104
Kansas City	MO	441,545
Kirkwood	MO	27,324
Platte County	MO	73,791
Saint Joseph	MO	73,990
Saint Peters	MO	51,381
Springfield	MO	151,580
Biloxi	MS	50,644
Pascagoula	MS	26,200
Great Falls	MT	56,690
Yellowstone County	MT	129,352
Cary	NC	94,536
Charlotte	NC	540,828
Durham	NC	187,038
Greensboro	NC	223,891
Hickory	NC	37,222
Hudson	NC	3,078
Rocky Mount	NC	55,893
Wilmington	NC	90,400
Wilson	NC	44,405
Fargo	ND	90,599
Grand Forks	ND	49,321
Kearney	NE	27,431
Dover	NH	26,884
Merrimack	NH	25,119
Salem	NH	28,112
Hackensack	NJ	42,677
Medford	NJ	22,253
Willingboro Township	NJ	33,008
Albuquerque	NM	448,607
Los Alamos County	NM	18,343
Rio Rancho	NM	51,765
Taos	NM	4,700
Henderson	NV	175,381
North Las Vegas	NV	115,488
Reno	NV	180,480
Sparks	NV	66,346
Genesee County	NY	60,370
New York City	NY	8,008,278
Ontario County	NY	100,224
Rochester	NY	219,773
Rye	NY	14,955
Watertown	NY	26,705
Akron	OH	217,074
Cincinnati	OH	331,285
Columbus	OH	711,470

Place	State	2000 Population
Dayton	OH	166,179
Dublin	OH	31,392
Fairborn	OH	32,052
Huber Heights	OH	38,212
Kettering	OH	57,502
Shaker Heights	OH	29,405
Springfield	OH	65,358
Westerville	OH	35,318
Oklahoma City	OK	506,132
Albany	OR	40,852
Ashland	OR	19,522
Corvallis	OR	49,322
Eugene	OR	137,893
Gresham	OR	90,205
Jackson County	OR	181,269
Lake Oswego	OR	35,278
Multnomah County	OR	660,486
Portland	OR	529,121
Springfield	OR	52,864
Lower Merion Township	PA	59,850
Manheim	PA	4,784
Philadelphia	PA	1,517,550
State College	PA	38,420
Upper Merion Township	PA	28,863
Newport	RI	26,475
Columbia	SC	116,278
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Pickens County	SC	110,757
Rock Hill	SC	49,765
York County	SC	164,614
Aberdeen	SD	24,658
Cookville	TN	23,923
Franklin	TN	41,842
Knoxville	TN	173,890
Memphis	TN	650,100
Oak Ridge	TN	27,387
Arlington	TX	332,969
Austin	TX	656,562
Bedford	TX	47,152
Carrollton	TX	109,576
College Station	TX	67,890
Corpus Christi	TX	277,454
Dallas	TX	1,188,580
Denton	TX	80,537
DeSoto	TX	37,646
Fort Worth	TX	534,694

Place	State	2000 Population
Garland	TX	215,768
Grand Prairie	TX	127,427
Lewisville	TX	77,737
Lubbock	TX	199,564
Lufkin	TX	32,709
McAllen	TX	106,414
McKinney	TX	54,369
Missouri City	TX	52,913
Mount Pleasant	TX	13,935
Nacogdoches	TX	29,914
Pasadena	TX	141,674
Plano	TX	222,030
Round Rock	TX	61,136
Sugar Land	TX	63,328
Temple	TX	54,514
Victoria	TX	60,603
Bountiful	UT	41,301
Ogden	UT	77,226
West Valley City	UT	108,896
Albemarle County	VA	79,236
Bedford County	VA	60,371
Blacksburg	VA	39,357
Chesapeake	VA	199,184
Chesterfield County	VA	259,903
Hampton	VA	146,437
Hopewell	VA	22,354
James City County	VA	48,102
Lynchburg	VA	65,269
Norfolk	VA	234,403
Northampton County	VA	13,093
Prince William County	VA	280,813
Richmond	VA	197,790
Roanoke County	VA	85,778
Stafford County	VA	92,446
Virginia Beach	VA	425,257
Williamsburg	VA	11,998
Bellevue	WA	109,569
Bothell	WA	30,150
Kent	WA	79,524
Kitsap County	WA	231,969
Lynnwood	WA	33,847
Marysville	WA	12,268
Olympia	WA	42,514
Redmond	WA	45,256
Renton	WA	50,052
Richland	WA	38,708
Seattle	WA	563,374

<b>Place</b>	<b>State</b>	<b>2000 Population</b>
University Place	WA	29,933
Vancouver	WA	143,560
Walla Walla	WA	29,686
Appleton	WI	70,087
Eau Claire	WI	61,704
Janesville	WI	59,498
Kenosha	WI	90,352
Madison	WI	208,054
Marquette County	WI	15,832
Milton	WI	5,132
Superior	WI	27,368
Village of Brown Deer	WI	12,170
Wausau	WI	38,426
Winnebago County	WI	156,763
Laramie	WY	27,204

## APPENDIX II: LIST OF JURISDICTIONS INCLUDED IN REGIONAL NORMATIVE COMPARISONS

Place	State	2000 Population
Homer	AK	3,946
Safford	AZ	9,232
Sedona	AZ	10,192
Gilbert	AZ	109,697
Tempe	AZ	158,625
Chandler	AZ	176,581
Mesa	AZ	396,375
Tucson	AZ	486,699
Phoenix	AZ	1,321,045
Los Alamitos	CA	11,536
Solana Beach	CA	12,979
Hercules	CA	19,488
El Cerrito	CA	23,171
Coronado	CA	24,100
Ridgecrest	CA	24,927
Los Gatos	CA	28,592
Monterey	CA	29,674
Menlo Park	CA	30,785
Claremont	CA	33,998
Yuba City	CA	36,758
Lompoc	CA	41,103
Gilroy	CA	41,464
Palm Springs	CA	42,807
Highland	CA	44,605
San Ramon	CA	44,722
Cypress	CA	46,229
Novato	CA	47,630
Poway	CA	48,044
Arcadia	CA	53,054
Rosemead	CA	53,505
Encinitas	CA	54,014
La Mesa	CA	54,749
San Rafael	CA	56,063
Temecula	CA	57,716
Palo Alto	CA	58,598
Pleasanton	CA	63,654
Walnut Creek	CA	64,296
Mountain View	CA	70,708
Livermore	CA	73,345
Redwood City	CA	75,402
Lakewood	CA	79,345
Redding	CA	80,865

Place	State	2000 Population
Santa Monica	CA	84,084
Antioch	CA	90,532
Visalia	CA	91,565
San Mateo	CA	92,482
South Gate	CA	96,375
Santa Clara	CA	102,361
Berkeley	CA	102,743
Simi Valley	CA	111,351
Thousand Oaks	CA	117,005
Concord	CA	121,780
Concord	CA	121,780
Sunnyvale	CA	131,760
Pasadena	CA	133,936
Torrance	CA	137,946
Santa Rosa	CA	147,595
Pomona	CA	149,473
Santa Clarita	CA	151,088
Oceanside	CA	161,029
Garden Grove	CA	165,196
Oxnard	CA	170,358
Fremont	CA	203,413
Bakersfield	CA	247,057
Bakersfield	CA	247,057
San Luis Obispo County	CA	247,900
Riverside	CA	255,166
Long Beach	CA	461,522
San Jose	CA	894,943
Sacramento County	CA	1,223,499
Vail	CO	4,531
Greenwood Village	CO	11,035
Golden	CO	17,159
Louisville	CO	18,937
Castle Rock	CO	20,224
Lafayette	CO	23,197
Lafayette	CO	23,197
Parker	CO	23,558
Parker	CO	23,558
Northglenn	CO	31,575
Englewood	CO	31,727
Wheat Ridge	CO	32,913
Littleton	CO	40,340
Loveland	CO	50,608
Longmont	CO	71,093
Greeley	CO	76,930
Thornton	CO	82,384
Boulder	CO	94,673
Westminster	CO	100,940
Arvada	CO	102,153
Arvada	CO	102,153

Place	State	2000 Population
Fort Collins	CO	118,652
Lakewood	CO	144,126
Douglas County	CO	175,766
Larimer County	CO	251,494
Boulder County	CO	291,288
Jefferson County	CO	527,056
Moscow	ID	21,291
Lewiston	ID	30,904
Twin Falls	ID	34,469
Great Falls	MT	56,690
Yellowstone County	MT	129,352
Taos	NM	4,700
Los Alamos County	NM	18,343
Rio Rancho	NM	51,765
Albuquerque	NM	448,607
Sparks	NV	66,346
North Las Vegas	NV	115,488
Henderson	NV	175,381
Reno	NV	180,480
Washoe County	NV	339,486
Ashland	OR	19,522
Lake Oswego	OR	35,278
Albany	OR	40,852
Tigard	OR	41,223
Corvallis	OR	49,322
Springfield	OR	52,864
Gresham	OR	90,205
Gresham	OR	90,205
Eugene	OR	137,893
Jackson County	OR	181,269
Portland	OR	529,121
Multnomah County	OR	660,486
Bountiful, UT	UT	41,301
Ogden, UT	UT	77,226
West Valley City, UT	UT	108,896
Marysville	WA	12,268
Walla Walla	WA	29,686
University Place	WA	29,933
Bothell	WA	30,150
Lynnwood	WA	33,847
Richland	WA	38,708
Olympia	WA	42,514
Redmond	WA	45,256
Renton	WA	50,052
Kent	WA	79,524
Bellevue	WA	109,569
Vancouver	WA	143,560
Kitsap County	WA	231,969
Seattle	WA	563,374



Place	State	2000 Population
Laramie	WY	27,204

# APPENDIX III: FREQUENTLY ASKED QUESTIONS ABOUT THE CITIZEN SURVEY DATABASE

## ***Q: What is in the citizen survey database?***

**A:** National Research Center's database includes the results from citizen surveys conducted in over 300 jurisdictions in the United States. These are public opinion polls answered by more than 250,000 residents around the country. We have recorded, analyzed and stored responses to over 6,000 survey questions dealing with resident perceptions about the quality of community life and public trust and residents' report of their use of public facilities. Respondents to these surveys are intended to represent over 40 million Americans.

## ***Q: What kinds of questions are included?***

**A:** Residents' ratings of the quality of virtually every kind of local government service are included – from police, fire and trash haul to animal control, planning and cemeteries. Many dimensions of quality of life are included such as feeling of safety and opportunities for dining, recreation and shopping as well as ratings of the overall quality of community life and community as a place to raise children and retire.

## ***Q: What is so unique about National Research Center's Citizen Survey database?***

**A:** It is the only database of its size that contains the people's perceptions about government service delivery and quality of life. For example, others use government statistics about crime to deduce the quality of police services or speed of pot hole repair to draw conclusions about the quality of street maintenance. Only National Research Center's database adds the opinion of service recipients themselves to the service quality equation. We believe that conclusions about service or community quality are made prematurely if opinions of the community's residents themselves are missing.

## ***Q: What is the database used for?***

**A:** Benchmarking. Our clients use the comparative information in the database to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We don't know what is small or tall without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. So many surveys of service satisfaction turn up at least "good" citizen evaluations that we need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. We need to ask more important and harder questions. We need to know how our residents' ratings of fire service compare to opinions about fire service in other communities.

**Q: So what if we find that our public opinions are better or – for that matter – worse than opinions in other communities? What does it mean?**

**A:** A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if its clients believe services are not very good compared to ratings received by objectively “worse” departments.

National Research Center’s database can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data from National Research Center’s database, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data to help managers know how to respond to comparative results.

**Q: Aren’t comparisons of questions from different surveys like comparing apples and oranges?**

**A:** It is true that you can’t simply take a given result from one survey and compare it to the result from a different survey. National Research Center, Inc. principals have pioneered and reported their methods for converting all survey responses to the same scale. Because scales responses will differ among types of survey questions, National Research Center, Inc. statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale and the survey methods. All results are then converted to the PTM (percent to maximum) scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). We then can provide a norm that not only controls for question differences, but also controls for differences in types of survey methods. This way we put all questions on the same scale and a norm can be offered for communities of given sizes or in various regions.

**Q: How can managers trust the comparability of results?**

**A:** Principals of National Research Center, Inc. have submitted their work to peer reviewed scholarly journals where its publication fully describes the rigor of our methods and the quality of our findings. We have published articles in *Public Administration Review*, *Journal of Policy Analysis and Management* and *Governing*, and we wrote a book, *Citizen Surveys: How to do them, how to use them, what they mean*, that describes in detail how survey responses can be adjusted to provide fair comparisons for ratings among many jurisdictions. Our work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The National  
**CITIZEN SURVEY™**

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**Report of Subgroup Comparisons for  
the City of Scottsdale, Arizona**



Submitted by:

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NATIONAL RESEARCH CENTER, INC.  
3005 30<sup>th</sup> Street • Boulder, CO 80301  
tel. 303-444-7863 • fax. 303-441-1145  
e-mail: [ncs@n-r-c.com](mailto:ncs@n-r-c.com) • [www.n-r-c.com](http://www.n-r-c.com)

January 2005

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# **SURVEY BACKGROUND**

## **ABOUT THE NATIONAL CITIZEN SURVEY™**

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 National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also determined local

Report of Subgroup Comparisons

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The National CITIZEN SURVEY™

interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Scottsdale chose was to have crosstabulations of evaluative questions 1-15 by the following questions: geographic location within the City of Scottsdale (question 16a), number of years living in Scottsdale (question 19), household income (question 27), age (question 30), gender (question 31), and level of education (question 26).

# UNDERSTANDING THE RESULTS

## ***“Don’t Know” Responses***

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 I of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

There were two exceptions to the removal of “don’t know” responses. For items related to crime victimization and crime reporting, “don’t know” responses were not removed. In addition, the “don’t know” responses were not removed from the policy questions.

## ***Putting Evaluations Onto a 100-Point Scale***

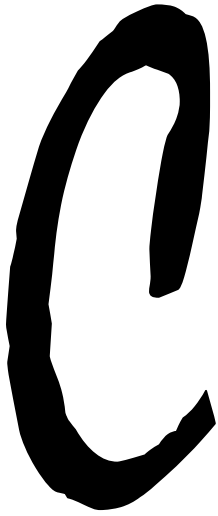
Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

## ***Understanding the Tables***

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.



Anova and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups 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 are marked in gray.



# COMPARISONS

Figure 1a: Quality of Life Ratings

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Scottsdale as a place to live	80	84	86	81	82	85	83	85	76	82	83	87
Neighborhood as a place to live	67	84	85	76	77	80	83	74	66	74	77	86
Scottsdale as a place to raise children	66	72	74	71	68	71	70	72	62	72	69	74
Scottsdale as a place to retire	71	77	81	77	79	76	74	77	70	77	73	82
Overall quality of life in Scottsdale	73	80	82	80	76	80	78	78	71	77	77	83

*Average Rating on a 100-point Scale (0=poor, 100=excellent)*

Figure 1b: Quality of Life Ratings															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Scottsdale as a place to live	74	83	81	84	84	86	85	83	83	82	80	81	86	84	84
Neighborhood as a place to live	66	74	78	80	79	83	82	78	78	66	79	71	76	80	81
Scottsdale as a place to raise children	61	73	68	70	70	73	72	72	69	75	73	64	75	71	71
Scottsdale as a place to retire	68	77	74	74	78	81	83	78	75	78	74	72	80	80	77
Overall quality of life in Scottsdale	73	79	75	79	80	81	79	79	77	71	78	75	77	80	80
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>															

Figure 2a: Characteristics of the Community												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Sense of community	51	51	56	54	51	52	53	55	54	55	52	53
Overall appearance of Scottsdale	71	80	79	82	79	75	75	71	71	75	77	78
Opportunities to attend cultural activities	68	66	68	66	64	68	67	72	63	70	66	68
Shopping opportunities	84	90	88	87	86	91	85	85	84	84	87	89
Recreational opportunities	69	74	73	71	71	73	74	72	71	71	69	75
Job opportunities	49	54	52	54	47	54	54	48	44	48	52	56
Ease of car travel	50	49	47	55	51	50	48	42	49	48	50	49
Ease of bus travel	36	21	25	41	27	28	26	32	45	34	24	22
Ease of bicycle travel	57	54	49	60	52	49	58	54	54	57	57	52
Ease of walking	61	63	58	63	58	61	61	61	59	64	60	59
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>												

**Figure 2b: Characteristics of the Community**

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Sense of community	43	50	50	52	52	64	64	55	50	62	59	52	59	52	52
Overall appearance of Scottsdale	78	77	74	76	74	78	77	78	74	78	74	73	77	78	77
Opportunities to attend cultural activities	60	60	58	70	75	77	77	68	66	72	69	69	65	66	67
Shopping opportunities	91	87	86	85	87	88	85	87	87	90	81	83	87	91	86
Recreational opportunities	65	68	71	73	73	80	76	72	72	80	67	69	66	76	72
Job opportunities	58	53	47	51	51	52	52	51	52	60	46	49	54	53	51
Ease of car travel	54	52	50	45	47	51	51	49	49	51	53	45	47	52	48
Ease of bus travel	36	23	30	25	30	35	41	32	28	57	46	29	33	26	26
Ease of bicycle travel	52	58	52	53	53	59	52	56	53	59	60	49	60	58	51
Ease of walking	50	61	54	59	63	69	69	62	59	68	67	58	65	63	57

*Average Rating on a 100-point Scale (0=poor, 100=excellent)*

Figure 3a: Ratings of Growth												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Population growth	24%	19%	23%	33%	35%	23%	13%	13%	17%	26%	21%	26%
Retail growth (stores, restaurants etc.)	51%	45%	47%	63%	53%	50%	43%	35%	44%	49%	47%	50%
Jobs growth	42%	38%	39%	45%	38%	42%	43%	35%	39%	43%	34%	48%
<i>Proportion of Respondents Rating as "About Right"</i>												

Figure 3b: Ratings of Growth															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Population growth	27%	30%	26%	20%	18%	20%	15%	22%	24%	23%	25%	18%	33%	21%	26%
Retail growth (stores, restaurants etc.)	59%	63%	45%	41%	38%	49%	46%	47%	49%	60%	52%	37%	66%	52%	43%
Jobs growth	61%	36%	33%	43%	39%	51%	42%	36%	45%	69%	45%	41%	42%	44%	32%
<i>Proportion of Respondents Rating as "About Right"</i>															

**Figure 3c: Ratings of Growth**

		In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
		South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Population growth	too slow	2%	0%	0%	1%	2%	0%	0%	0%	0%	1%	0%	1%
	right amount	24%	19%	23%	33%	35%	23%	13%	13%	17%	26%	21%	26%
	too fast	74%	81%	77%	66%	63%	77%	87%	87%	83%	74%	79%	73%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retail growth (stores, restaurants etc.)	too slow	13%	3%	4%	8%	9%	3%	6%	10%	13%	12%	6%	5%
	right amount	51%	45%	47%	63%	53%	50%	43%	35%	44%	49%	47%	50%
	too fast	36%	52%	48%	29%	38%	47%	52%	55%	42%	39%	47%	45%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs growth	too slow	58%	58%	55%	53%	58%	57%	49%	62%	61%	55%	62%	49%
	right amount	42%	38%	39%	45%	38%	42%	43%	35%	39%	43%	34%	48%
	too fast	1%	4%	6%	2%	3%	1%	8%	2%	0%	2%	4%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<i>Don't know responses have been removed</i>													



**Figure 3d: Ratings of Growth**

		In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
		Population growth	too slow	0%	2%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
	right amount	27%	30%	26%	20%	18%	20%	15%	22%	24%	23%	25%	18%	33%	21%	26%
	too fast	73%	69%	74%	80%	82%	79%	85%	78%	75%	77%	75%	82%	67%	79%	73%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retail growth (stores, restaurants etc.)	too slow	16%	10%	9%	3%	6%	4%	7%	8%	6%	6%	16%	11%	3%	5%	5%
	right amount	59%	63%	45%	41%	38%	49%	46%	47%	49%	60%	52%	37%	66%	52%	43%
	too fast	24%	28%	46%	56%	56%	48%	47%	45%	45%	34%	32%	51%	31%	43%	52%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs growth	too slow	35%	64%	62%	54%	58%	42%	53%	61%	51%	31%	53%	56%	58%	53%	62%
	right amount	61%	36%	33%	43%	39%	51%	42%	36%	45%	69%	45%	41%	42%	44%	32%
	too fast	4%	0%	4%	3%	4%	8%	5%	3%	4%	0%	2%	3%	0%	3%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Don't know responses have been removed*

**Figure 4a: Ratings of Potential Problems in Scottsdale**

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Crime	50	55	58	64	61	54	51	47	45	56	54	59
Drugs	46	48	47	56	55	48	40	39	37	51	46	50
Too much growth	41	32	39	55	47	37	28	27	36	39	38	41
Lack of growth	85	94	94	94	91	92	90	88	80	90	92	93
Noise	64	66	66	76	67	67	59	62	61	69	66	67
Run down buildings, weed lots, or junk vehicles	60	74	76	79	73	71	68	60	63	68	70	73
Taxes	52	55	57	57	60	59	51	47	38	51	57	62
Traffic congestion	36	28	29	40	38	32	26	24	29	32	35	30
Unsupervised youth	59	58	64	76	68	59	54	49	53	59	63	65
<i>Average Rating on a 100-point Scale (0=major problem, 100=not a problem)</i>												

**Figure 4b: Ratings of Potential Problems in Scottsdale**

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Crime	64	64	58	55	48	48	41	52	58	51	51	49	55	59	55
Drugs	48	57	52	48	36	40	32	43	51	32	41	39	51	50	51
Too much growth	60	56	37	29	31	29	29	37	38	39	38	35	50	38	37
Lack of growth	89	92	92	94	91	89	82	90	91	83	84	87	91	94	92
Noise	75	77	61	63	60	63	65	66	66	56	70	63	77	68	62
Run down buildings, weed lots, or junk vehicles	76	77	69	68	64	68	66	70	69	57	69	67	73	73	68
Taxes	66	62	54	56	51	50	46	55	55	38	46	51	53	59	57
Traffic congestion	41	42	32	25	28	29	27	32	32	35	34	29	37	32	31
Unsupervised youth	79	69	63	59	51	54	45	57	64	30	52	53	62	66	63

*Average Rating on a 100-point Scale (0=major problem, 100=not a problem)*

Figure 5a: Ratings of Safety from Various Problems												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Violent crime	69	78	79	78	77	79	74	69	63	73	76	81
Property crimes	59	66	66	67	62	66	61	61	58	63	63	66
Fire	77	79	79	77	77	80	77	78	72	77	78	80
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>												

Figure 5b: Ratings of Safety from Various Problems															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Violent crime	74	79	78	75	74	72	70	73	78	46	72	70	76	78	78
Property crimes	64	64	64	64	62	60	65	62	64	45	66	60	61	63	67
Fire	82	77	77	75	79	81	82	76	80	61	80	78	81	76	80
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>															

**Figure 6a: Ratings of Feelings of Safety in Various Areas**

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
In your neighborhood during the day	89	94	95	94	92	95	92	90	84	92	93	95
In your neighborhood after dark	68	82	84	77	79	80	78	73	63	74	76	84
In Scottsdale's downtown area during the day	90	91	88	92	89	91	88	89	84	91	91	89
In Scottsdale's downtown area after dark	67	69	70	69	68	71	68	67	57	69	70	72
In Scottsdale's parks during the day	87	89	88	93	87	89	88	85	78	88	90	89
In Scottsdale's parks after dark	51	58	59	60	59	54	56	49	41	55	57	59

*Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)*

**Figure 6b: Ratings of Feelings of Safety in Various Areas**

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
In your neighborhood during the day	96	94	91	90	93	94	93	92	93	91	90	90	92	95	93
In your neighborhood after dark	72	75	80	76	78	77	80	74	80	74	75	72	83	80	78
In Scottsdale's downtown area during the day	93	91	89	90	91	89	85	89	90	77	89	90	90	90	90
In Scottsdale's downtown area after dark	67	70	72	69	67	67	63	66	71	55	66	67	70	70	69
In Scottsdale's parks during the day	93	91	87	87	87	86	84	87	89	75	82	87	91	89	89
In Scottsdale's parks after dark	60	62	58	55	49	47	52	49	62	44	55	51	56	58	56
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>															

Figure 7a: Crime Victimization and Reporting												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
During the past twelve months, were you or anyone in your household the victim of any crime?	20%	8%	10%	11%	21%	11%	13%	9%	16%	16%	13%	12%
If yes, was this crime (these crimes) reported to the police?	76%	54%	77%	64%	63%	83%	82%	77%	93%	68%	75%	68%
<i>Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime</i>												

**Figure 7b: Crime Victimization and Reporting**

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
During the past twelve months, were you or anyone in your household the victim of any crime?	13%	22%	16%	11%	13%	5%	3%	12%	14%	39%	4%	12%	20%	13%	13%
If yes, was this crime (these crimes) reported to the police?	100%	61%	75%	79%	78%	88%	70%	80%	64%	100%	77%	66%	77%	72%	72%
<i>Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime</i>															



**Figure 8a: Use of Community Amenities**

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Used Scottsdale public libraries or their services	74%	76%	71%	61%	71%	76%	80%	79%	70%	73%	77%	71%
Used Scottsdale recreation centers	67%	60%	56%	59%	60%	59%	62%	63%	48%	61%	67%	57%
Participated in a recreation program or activity	47%	41%	39%	42%	38%	48%	45%	39%	32%	37%	46%	45%
Visited a Scottsdale park	89%	86%	85%	84%	90%	87%	87%	84%	82%	82%	91%	88%
Ridden a local bus within Scottsdale	18%	8%	5%	11%	12%	10%	15%	7%	22%	10%	13%	6%
Attended a meeting of local elected officials or other local public meeting	24%	21%	26%	8%	22%	31%	27%	26%	19%	14%	24%	29%
Watched a meeting of local elected officials or other local public meeting on cable television	45%	48%	50%	32%	47%	47%	56%	49%	40%	37%	52%	51%
Recycled used paper, cans or bottles from your home	73%	81%	83%	62%	75%	84%	88%	83%	66%	62%	82%	91%
Volunteered your time to some group/activity in Scottsdale	38%	42%	42%	27%	39%	45%	46%	44%	37%	31%	44%	45%

**Figure 8a: Use of Community Amenities**

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Read City of Scottsdale Newsletter	67%	77%	76%	53%	71%	79%	80%	78%	62%	68%	77%	76%
Used the Internet for anything	82%	90%	92%	92%	92%	93%	83%	79%	69%	78%	93%	97%
Used the Internet to conduct business with Scottsdale	38%	57%	51%	53%	54%	56%	47%	30%	32%	33%	50%	65%
Purchased an item over the Internet	63%	76%	82%	75%	82%	78%	70%	59%	46%	56%	79%	91%
<i>Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months</i>												

Figure 8b: Use of Community Amenities

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Used Scottsdale public libraries or their services	43%	72%	80%	81%	68%	73%	73%	76%	71%	52%	64%	71%	82%	72%	79%
Used Scottsdale recreation centers	56%	66%	64%	62%	56%	57%	52%	57%	64%	69%	44%	58%	60%	60%	70%
Participated in a recreation program or activity	31%	39%	55%	45%	38%	38%	37%	43%	41%	47%	32%	40%	48%	37%	53%
Visited a Scottsdale park	93%	90%	90%	91%	82%	84%	68%	84%	89%	85%	81%	81%	83%	90%	89%
Ridden a local bus within Scottsdale	30%	5%	10%	15%	9%	8%	15%	11%	11%	24%	21%	10%	9%	8%	11%
Attended a meeting of local elected officials or other local public meeting	6%	11%	24%	30%	31%	29%	24%	19%	28%	22%	18%	22%	14%	20%	31%
Watched a	23%	35%	45%	51%	56%	52%	59%	42%	51%	47%	46%	52%	47%	42%	48%

Figure 8b: Use of Community Amenities

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
meeting of local elected officials or other local public meeting on cable television															
Recycled used paper, cans or bottles from your home	63%	62%	89%	82%	85%	88%	75%	77%	81%	65%	59%	82%	70%	78%	85%
Volunteered your time to some group/activity in Scottsdale	33%	31%	46%	48%	42%	38%	41%	41%	40%	34%	37%	35%	36%	37%	52%
Read City of Scottsdale Newsletter	43%	55%	77%	80%	82%	83%	79%	71%	75%	46%	67%	70%	75%	69%	81%
Used the Internet for anything	97%	98%	96%	95%	88%	70%	48%	84%	91%	60%	68%	80%	90%	94%	94%
Used the Internet to conduct business with Scottsdale	53%	60%	64%	55%	40%	27%	7%	44%	51%	11%	22%	41%	40%	56%	54%
Purchased	79%	86%	86%	88%	72%	44%	20%	69%	77%	34%	37%	63%	79%	82%	82%

Figure 8b: Use of Community Amenities															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
an item over the Internet															
<i>Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months</i>															

Figure 9a: Quality of Service Ratings													
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?				
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Police services	70	70	73	72	66	73	71	73	67	74	69	72	
Fire services	76	78	77	77	75	78	78	78	77	78	75	77	
Ambulance/emergency medical services	78	78	75	78	73	79	77	78	81	78	75	77	
Traffic enforcement	57	57	56	62	57	53	56	58	55	60	55	56	
Garbage collection	73	78	81	74	73	78	83	79	71	75	76	81	
Recycling	65	76	75	60	68	76	79	75	59	64	72	80	
Yard waste pick-up	64	71	74	68	67	69	73	67	60	67	69	72	
Street repair	54	58	57	56	56	58	56	54	52	58	55	57	
Street cleaning	61	67	65	66	64	66	64	62	56	69	65	64	
Sidewalk maintenance	57	64	64	69	62	64	59	57	54	64	62	63	

**Figure 9a: Quality of Service Ratings**

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south of west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Traffic signal timing	48	48	50	52	52	47	47	49	45	54	48	50
Amount of public parking	46	51	52	48	54	47	52	48	48	47	50	53
Bus/transit services	41	35	37	49	37	35	37	41	47	41	33	37
Storm drainage	49	48	51	51	48	52	50	48	43	52	48	51
Drinking water	35	39	41	32	39	39	39	41	31	36	37	44
City parks	75	75	72	77	71	74	74	76	65	76	76	73
Recreation programs or classes	70	71	71	75	64	71	72	73	63	72	70	72
Appearance/maintenance of parks	74	75	74	79	69	76	74	75	67	75	76	73
Land use, planning and zoning	46	47	50	60	46	50	46	42	43	50	47	51
Code enforcement (weeds, abandoned buildings, etc)	48	55	58	68	53	52	52	47	46	54	54	56
Animal control	58	65	63	73	60	62	62	57	54	64	63	64
Economic development	55	61	59	69	55	60	57	51	48	59	57	61
Services to seniors	61	67	67	77	60	66	64	62	56	68	64	68
Services to youth	56	61	60	68	53	56	61	57	55	60	56	63
Public library services	79	76	75	80	69	78	79	78	74	80	79	73
Public information services	63	64	66	68	62	66	67	62	62	63	66	65

*Average Rating on a 100-Point Scale (0=poor, 100=excellent)*

Figure 9b: Quality of Service Ratings

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Police services	58	71	68	71	71	75	80	72	70	54	76	72	69	72	68
Fire services	74	78	73	73	78	81	84	78	76	72	77	78	79	77	75
Ambulance/emergency medical services	74	78	73	74	76	81	86	79	76	75	80	79	71	77	76
Traffic enforcement	55	63	55	52	52	61	63	57	56	57	65	56	55	58	54
Garbage collection	62	73	77	79	79	83	82	77	78	69	77	78	76	76	79
Recycling	54	69	72	72	75	76	76	68	75	61	66	68	70	73	75
Yard waste pick-up	56	63	70	68	72	73	74	70	67	58	74	66	74	68	70
Street repair	53	55	53	54	58	61	62	56	56	34	59	57	58	56	55
Street cleaning	59	67	59	65	63	65	70	65	63	49	67	63	67	65	63
Sidewalk maintenance	59	66	55	63	63	59	66	62	61	43	67	60	65	63	59
Traffic signal timing	52	52	44	49	49	47	60	51	48	49	57	47	50	50	47
Amount of public parking	41	48	49	52	49	57	55	51	49	42	54	46	47	50	53
Bus/transit services	57	37	34	36	37	40	51	38	41	42	50	37	55	40	31
Storm drainage	46	53	49	50	47	50	50	47	53	33	56	48	48	51	47
Drinking water	37	32	39	39	39	41	47	35	42	29	38	37	30	37	42
City parks	72	76	71	75	75	76	72	75	74	79	74	70	75	77	74
Recreation programs or classes	56	71	68	72	74	72	74	73	68	82	73	68	74	71	71
Appearance/maintenance of parks	75	76	71	76	73	73	75	75	73	77	76	74	72	75	74
Land use, planning and zoning	61	56	45	44	44	46	49	50	47	33	48	46	44	51	48
Code enforcement (weeds, abandoned	59	60	48	52	51	52	54	55	52	40	56	53	52	56	50

COMPARISONS

Report of Subgroup Comparisons

Figure 9b: Quality of Service Ratings															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
buildings, etc)															
Animal control	64	69	57	64	60	60	58	63	61	49	59	63	57	63	62
Economic development	67	65	56	54	55	59	57	60	56	52	58	54	56	63	56
Services to seniors	59	70	62	65	60	67	69	66	63	61	67	65	61	66	64
Services to youth	49	66	55	56	56	62	62	61	56	77	59	58	57	59	58
Public library services	80	73	73	78	75	83	85	79	75	73	76	79	80	76	76
Public information services	62	64	63	64	63	69	70	67	63	73	69	64	60	66	63
<i>Average Rating on a 100-Point Scale (0=poor, 100=excellent)</i>															



**Figure 10a: Ratings of Various Levels of Government**

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Overall, how would you rate the quality of the services provided by the City of Scottsdale?	68	73	73	74	68	74	71	71	62	72	72	73
Overall, how would you rate the quality of the services provided by the Federal Government?	49	46	46	46	45	49	48	48	43	51	47	47
Overall, how would you rate the quality of the services provided by the State Government?	50	49	48	52	47	49	51	50	46	56	48	49
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>												

**Figure 10b: Ratings of Various Levels of Government**

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Overall, how would you rate the quality of the services provided by the City of Scottsdale?	64	73	67	72	72	75	74	72	71	68	69	70	71	74	69
Overall, how would you rate the quality of the services provided by the Federal Government?	49	46	46	45	44	51	59	50	44	51	47	49	51	47	44
Overall, how would you rate the quality of the services provided by the State Government?	52	47	48	49	48	52	58	52	47	52	54	51	50	50	46
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>															

**Figure 11a: Proportion of Population Having Contact with City Employees**

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	56%	47%	55%	44%	54%	54%	55%	58%	54%	44%	52%	62%

*Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months*

**Figure 11b: Proportion of Population Having Contact with City Employees**

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	33%	53%	61%	66%	56%	39%	35%	51%	56%	39%	44%	51%	63%	50%	61%
<i>Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months</i>															

Figure 12a: Ratings of Contact with City Employees												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Knowledge	75	69	76	78	71	73	76	74	77	73	72	74
Responsiveness	67	65	73	78	63	70	73	67	73	65	67	70
Courtesy	74	70	79	78	70	77	78	75	80	71	75	76
Overall Impression	70	64	76	76	66	72	75	68	73	66	69	72
Average Rating on a 100-point Scale (0=poor, 100=excellent)												

Figure 12b: Ratings of Contact with City Employees															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Knowledge	66	74	74	72	70	81	85	75	73	65	75	74	70	77	72
Responsiveness	60	66	72	65	68	76	81	73	65	61	71	69	61	71	69
Courtesy	70	73	76	76	72	82	83	77	73	62	77	75	72	76	75
Overall Impression	63	68	71	69	69	79	81	74	67	65	74	72	65	72	70
Average Rating on a 100-point Scale (0=poor, 100=excellent)															

Figure 13a: Ratings of Public Trust												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
I receive good value for the City of Scottsdale taxes I pay	69	75	73	71	72	78	72	71	63	71	73	77
I am pleased with the overall direction that the City of Scottsdale is taking	66	65	68	76	70	69	64	58	63	68	65	71
The City of Scottsdale government welcomes citizen involvement	65	67	70	71	69	68	70	62	64	69	66	70
The City of Scottsdale government listens to citizens	55	59	61	65	60	61	60	52	57	60	56	63
<i>Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)</i>												

Figure 13b: Ratings of Public Trust

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
I receive good value for the City of Scottsdale taxes I pay	63	74	70	72	73	76	78	73	73	70	72	71	66	74	74
I am pleased with the overall direction that the City of Scottsdale is taking	72	73	63	64	63	69	69	68	66	71	70	65	63	70	65
The City of Scottsdale government welcomes citizen involvement	65	69	62	68	66	72	75	70	66	69	67	67	64	70	66
The City of Scottsdale government listens to citizens	61	62	53	57	55	65	64	61	57	65	61	56	62	62	56
<i>Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)</i>															

**Figure 14b: Perceptions of Economy**

		In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
		South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
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	7%	12%	8%	9%	10%	12%	6%	7%	9%	7%	5%	15%
	somewhat positive	26%	29%	33%	38%	26%	31%	30%	25%	20%	29%	31%	32%
	neutral	45%	40%	42%	35%	45%	39%	44%	47%	40%	43%	42%	41%
	somewhat negative	20%	18%	14%	17%	18%	17%	16%	19%	24%	19%	20%	12%
	very negative	2%	1%	2%	2%	2%	1%	3%	2%	6%	3%	1%	1%
<i>Total</i>		<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>



Figure 14b: Perceptions of Economy

		In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
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	6%	13%	8%	11%	6%	8%	3%	8%	10%	fg	0%	8%	17%	12%	7%
	somewhat positive	39%	34%	34%	27%	28%	20%	26%	26%	34%	43%	31%	23%	27%	33%	30%
	neutral	38%	39%	38%	40%	45%	52%	49%	47%	38%	29%	51%	47%	42%	40%	39%
	somewhat negative	16%	14%	17%	19%	18%	16%	21%	17%	17%	11%	13%	19%	11%	14%	23%
	very negative	0%	0%	2%	3%	3%	3%	1%	2%	1%	0%	5%	4%	3%	1%	1%
<i>Total</i>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%