



Scottsdale, AZ

The National Community Survey

Report of Results
2023

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Scottsdale. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 652 residents of the City of Scottsdale collected from December 21, 2022 to February 1, 2023. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2023 survey was 13%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Scottsdale.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Scottsdale’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Scottsdale residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Scottsdale’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Scottsdale’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2022 ratings compare to other communities’ ratings from the past five years.



Trends over time

Trend data for Scottsdale represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than seven percentage points between the 2021 and 2023 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within the City of Scottsdale were eligible to participate in the survey. A list of all households within the zip codes serving Scottsdale was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Scottsdale households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Scottsdale boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the 3 areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 5,500 randomly selected households received mailings beginning on December 21, 2022 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 10% of the 5,500 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 4,933 households that received the invitations to participate, 652 completed the survey, providing an overall response rate of 13%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of Scottsdale survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (652 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Scottsdale. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on February 1, 2023. The survey remained open for 4 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2020 American Community Survey estimates for adults in the City of Scottsdale. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	4%	22%	24%
	35-54	16%	30%	29%
	55+	79%	48%	47%
Area	N of Indian Bend Road and S or W of CAP C..	35%	35%	35%
	N or E of Cap Canal	36%	30%	29%
	S of Indian Bend Rd	29%	35%	36%
Hispanic origin	No, not Spanish, Hispanic, or Latino	96%	91%	91%
	Spanish, Hispanic, or Latino	4%	9%	9%
Housing tenure	Own	88%	67%	67%
	Rent	12%	33%	33%
Housing type	Attached	34%	44%	44%
	Detached	66%	56%	56%
Race & Hispanic origin	Not white alone	9%	18%	18%
	White alone, not Hispanic or Latino	91%	82%	82%
Sex	Man	50%	48%	48%
	Woman	50%	52%	52%
Sex/age	Man 18-34	2%	11%	12%
	Man 35-54	8%	14%	14%
	Man 55+	40%	22%	22%
	Woman 18-34	2%	12%	12%
	Woman 35-54	8%	15%	15%
	Woman 55+	39%	25%	25%

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

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 the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Scottsdale funded this research. Please contact Joy Racine of the City of Scottsdale at JRacine@scottsdaleaz.gov if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2020 American Community Survey

Scottsdale residents continue to experience a high quality of life and feel a high level of safety in their community.

As in the previous iteration of the National Community Survey (NCS), strong ratings were given to the quality of life in Scottsdale. About 9 in 10 or more residents gave positive ratings to the overall quality of life in Scottsdale, Scottsdale as a place to live, their neighborhood as a place to live, and would recommend living in Scottsdale to someone who asked; each of these ratings were higher than the national comparisons. About 9 in 10 respondents also gave positive marks to the overall image of the city, Scottsdale as a place to raise children, and the city as a place to retire. A strong majority of residents also reported that they planned to remain in Scottsdale for the next five years (91% very or somewhat likely).

Aspects of safety contribute to the high quality of life in Scottsdale. About 9 in 10 residents reported feeling very or somewhat safe in their neighborhood during the day, in Scottsdale's commercial areas, from violent crime, and from fire, floods, and other natural disasters. A slightly lower proportion reported feeling safe from property crime (77%), which represented a 8% decline from the previous survey iteration in 2021. Additionally, the emergency services in Scottsdale were also rated favorably. The highest rated services were fire services (93% excellent or good) and ambulance and medical services (83%), followed closely by police services (84%), animal control (81%), and fire prevention and education. Animal control was rated higher than the national benchmarks, while the other Safety-related services were similar.

The economy is a top priority for residents and remains a strong community feature.

The economy is an area of priority for the residents of Scottsdale, and when asked about aspects of the community the City should focus on in the next two years, nearly 9 in 10 residents responded that the *importance* of the overall economic health of the City was essential or very important. A similar proportion of residents gave the *quality* of economic health in Scottsdale positive ratings (90% excellent or good) which was higher than the national average.

Nearly all aspects of the economy were positively rated by residents, and a majority of items were either much higher or higher than national comparisons. About 9 in 10 respondents approved of Scottsdale as a place to work and to visit, the shopping opportunities in the city, and both the quality and variety of business and service establishments available. A slightly lower proportion gave high marks to the vibrancy of downtown/commercial areas (85% excellent or good) and employment opportunities. Overall affordability was a concern for residents, with about one-third of residents giving positive scores to the cost of living, and less than a quarter favorably rating the availability of affordable quality housing. However, these relatively less positive affordability ratings mirror those seen in many other communities across the nation.

Recreation and the natural environment are bright spots for Scottsdale; further, residents feel informed about City water conservation efforts.

Residents gave favorable ratings to a majority of the items related to the outdoors and recreation in Scottsdale, with many ranked higher than the national benchmarks. About 9 in 10 gave positive marks to recreational opportunities, cleanliness, recreational and fitness opportunities, as well as City parks; each of these ratings was higher than those given in other communities across the country. Strong ratings were also given to the availability of paths and walking trails (84% excellent or good), recreation programs or classes (84%), the overall quality of the natural environment (84%), and the preservation of natural areas (78%).

Along with questions standard to the NCS, Scottsdale also asked residents to provide input on a number of aspects regarding water in the City. When asked about the level of knowledge residents had on the reduction in Scottsdale's water supply due to the Colorado river shortage, about three-quarters of residents reported that they felt very or somewhat informed. A similar proportion reported that they felt informed about ways in which their household could conserve water (69%), while slightly fewer felt informed about water conservation rebate programs currently provided by the City (46%). Additionally, when asked about their level of support regarding measures the City could take to address ongoing water shortages, residents were most in favor of adding ultra purified, recycled water to supplement drinking water supply (88% strongly or somewhat support). A majority of residents also supported implementing outdoor water restrictions on residents and businesses (83%), and were less likely to support increasing water rates charged to customers (55%).

Mobility ratings have experienced some declines, though residents report increased utilization of alternate forms of transportation.

Items relating to the facet of Mobility in Scottsdale tended to be similar to the benchmarks and were mostly positive. Street-related services generally received the most positive reviews, highlighted by street lighting (79% excellent or good), street cleaning (78%), and sidewalk maintenance (77%), the latter of which was higher than the national benchmark. However, a number of Mobility-related aspects experienced notable declines since the 2021 iteration of the NCS, including the ease of walking (12% decrease to 64%), the overall quality of the transportation system (14% decline to 58%), the ease of travel by bicycle (13% decrease to 56%), and ease of travel by public transportation (14% decrease to 23%). Notable declines were also observed in traffic enforcement, street repair, and bus or transit services.

However, compared to the previous iteration of the NCS, residents reported higher utilization of alternate forms of transportation. The largest increase was seen in those who carpooled with other adults or children instead of driving alone (17% increase to 48% at least once in the past 12 months). Residents were also more likely in 2023 than in 2021 to have walked or cycled instead of driving (7% increase to 66%).

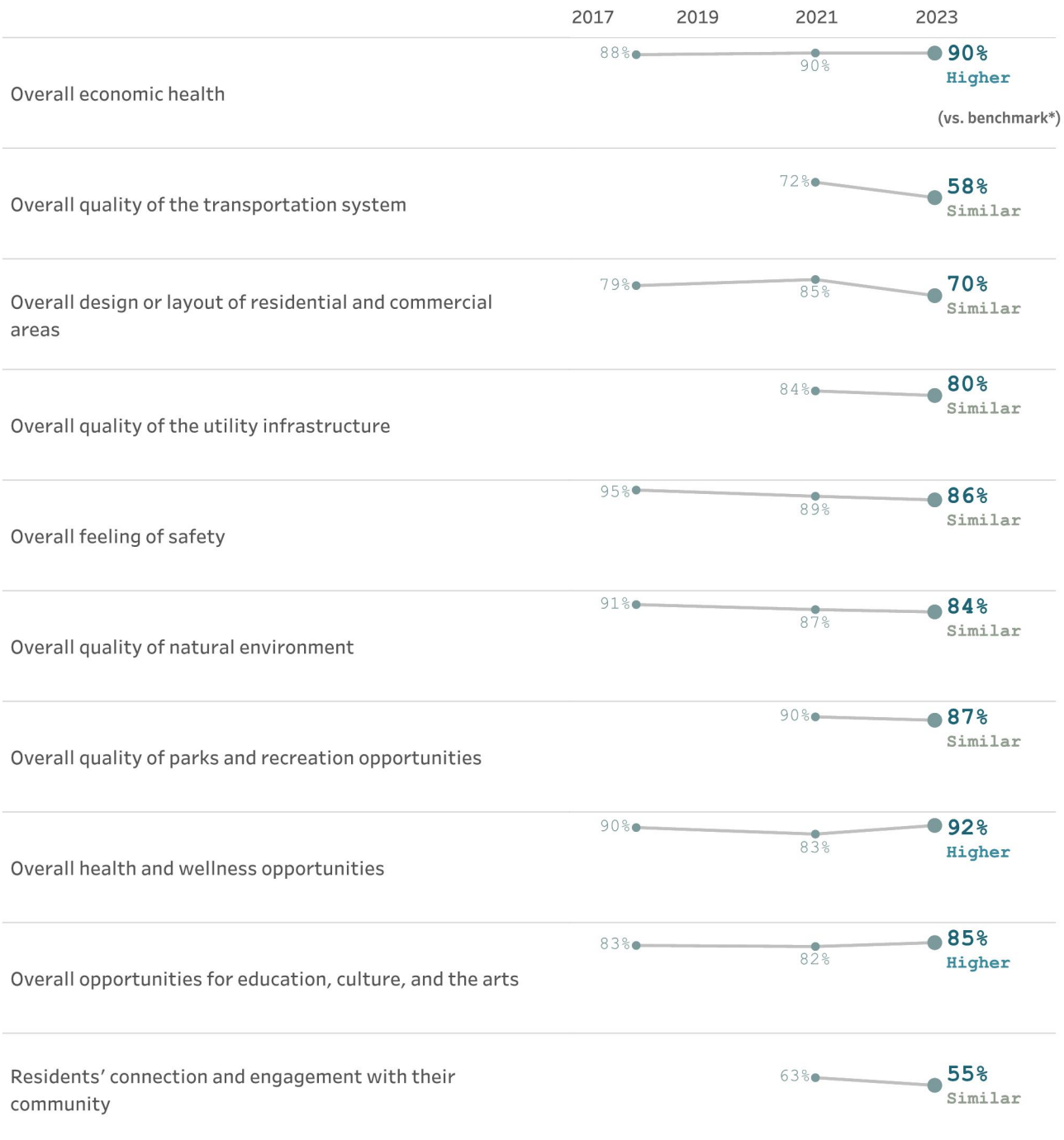
Survey trendlines can provide useful insights into changes in community amenities and services over time; however, when it comes to the facet of Mobility, it is important to keep in mind that many residents altered their transportation usage during the height of the COVID-19 pandemic, and these changes in traffic patterns and transportation use may contribute to changes in ratings from previous iteration of the NCS.

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

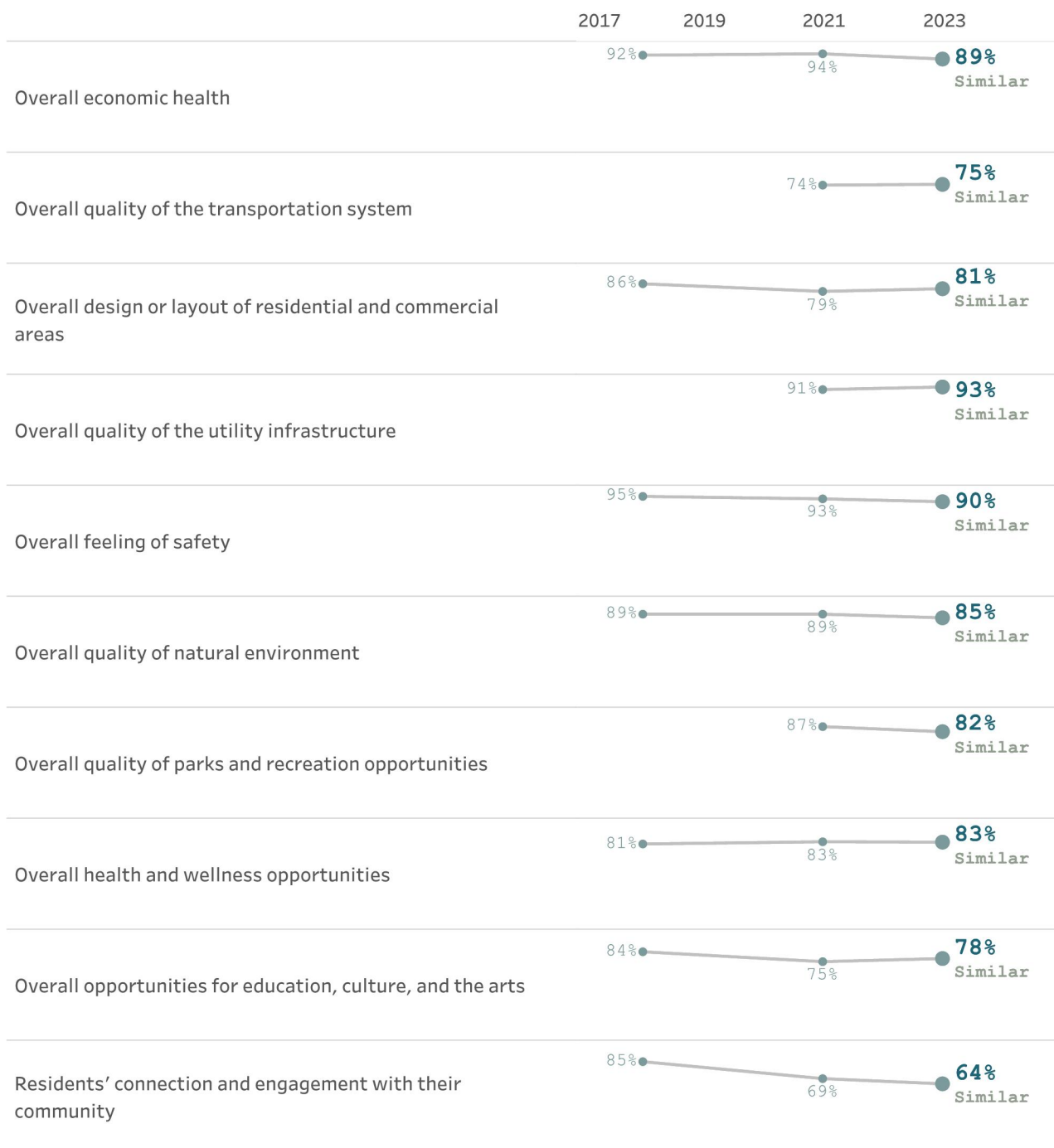
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Scottsdale as a whole.
(% excellent or good)



Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years.

(% essential or very important)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

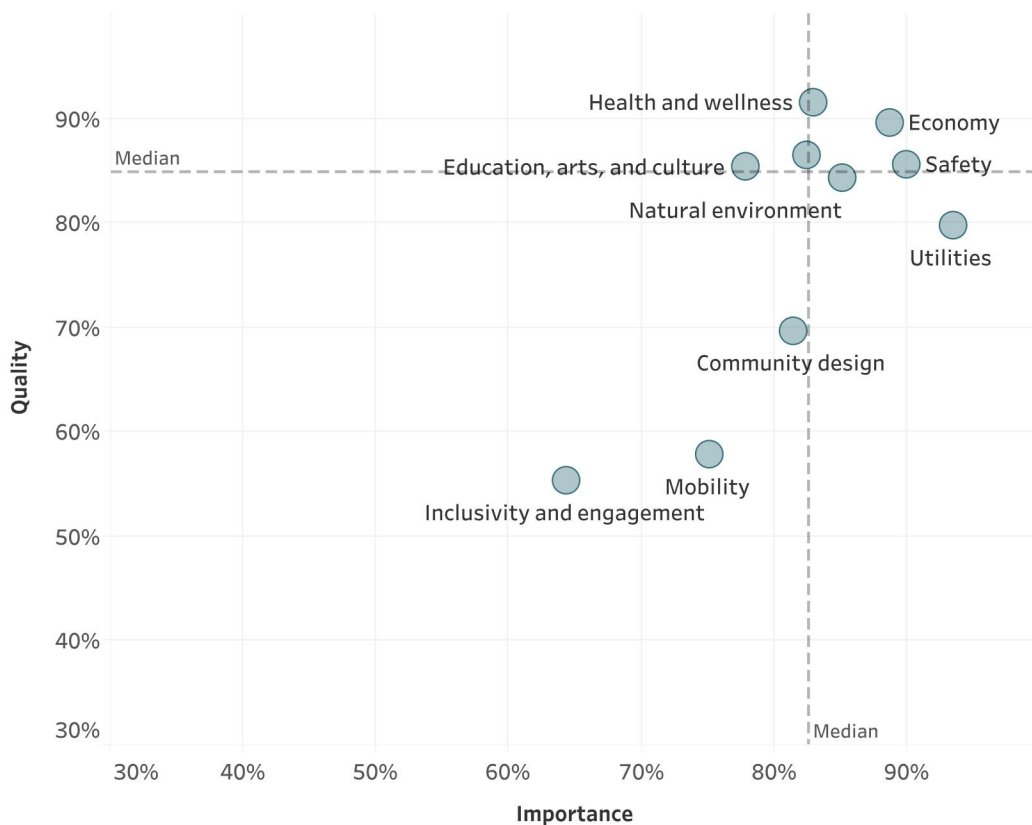
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 85% or more of respondents were considered of “higher quality” and those with ratings lower than 85% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 83% or more of respondents. Services were rated as “less important” if they received a rating of less than 83%. This classification uses the median ratings for quality and importance to divide the services in half.

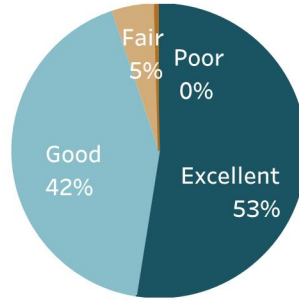
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

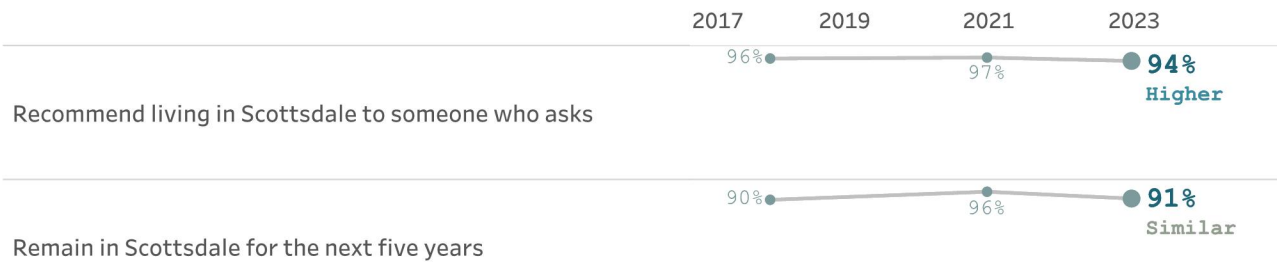
The overall quality of life in Scottsdale, 2023



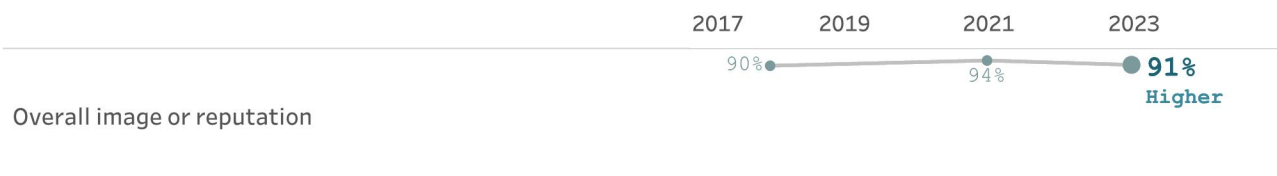
Please rate each of the following aspects of quality of life in Scottsdale. (% excellent or good)



Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)



Please rate each of the following in the Scottsdale community. (% excellent or good)

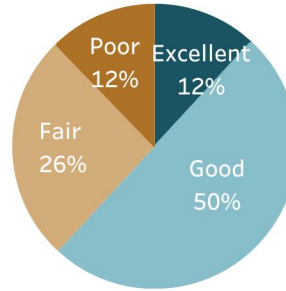


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

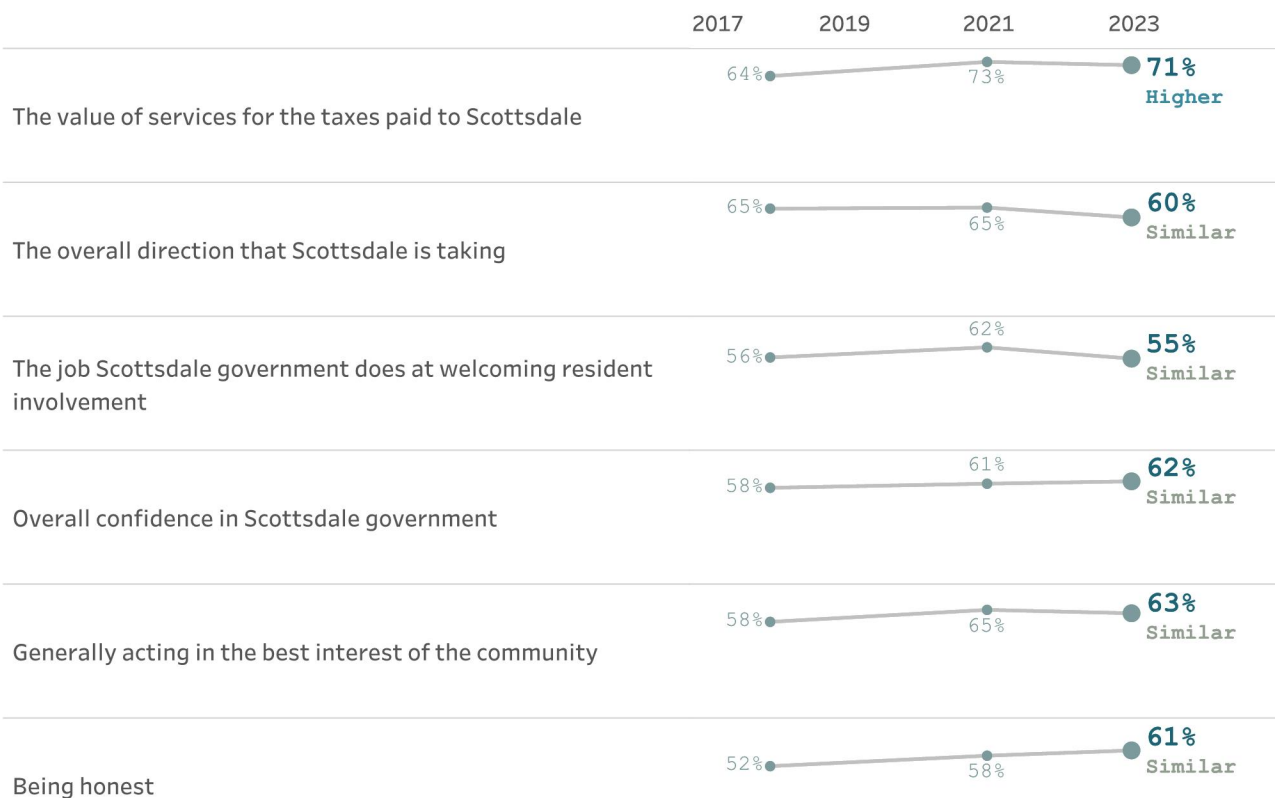
Overall confidence in Scottsdale government, 2023



Please rate the quality of each of the following services in Scottsdale. (% excellent or good)



Please rate the following categories of Scottsdale government performance. (% excellent or good)





**Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)**

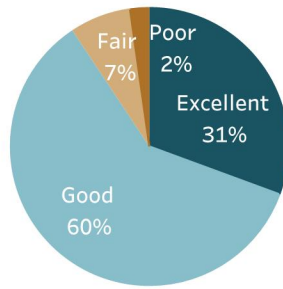


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

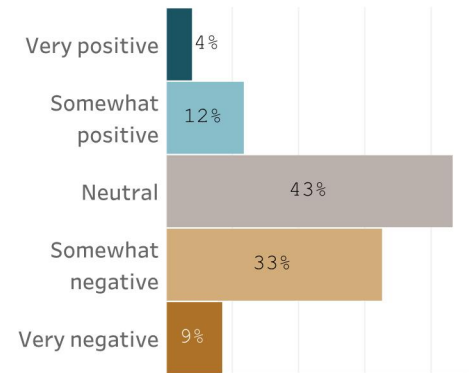
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Scottsdale, 2023



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:



Please rate each of the following characteristics as they relate to Scottsdale as a whole. (% excellent or good)



Please rate each of the following aspects of quality of life in Scottsdale. (% excellent or good)

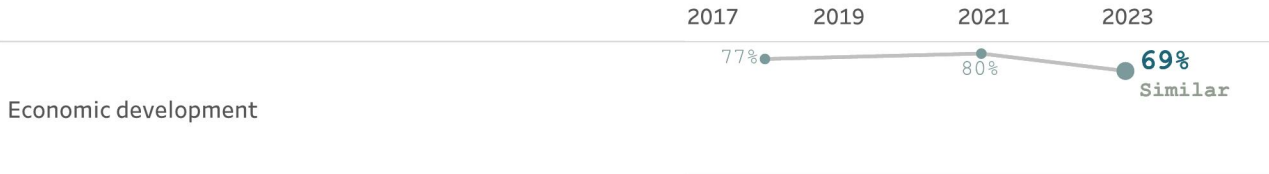


Please rate each of the following in the Scottsdale community. (% excellent or good)

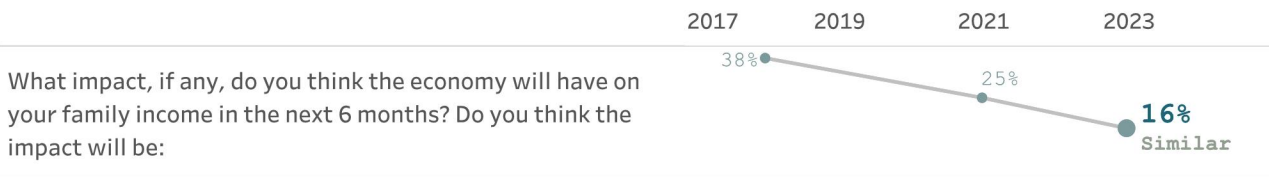




Please rate the quality of each of the following services in Scottsdale.
 (% excellent or good)



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 or somewhat positive)

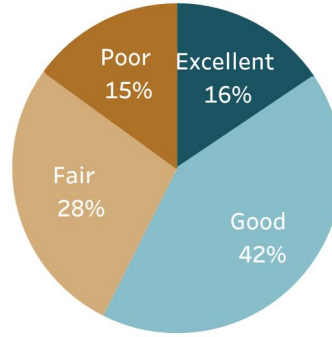


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

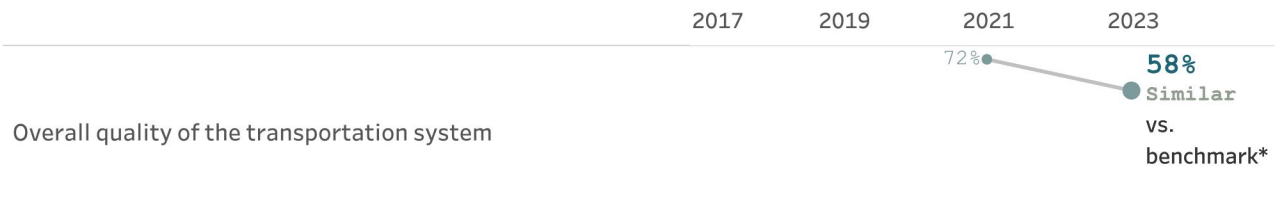
Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

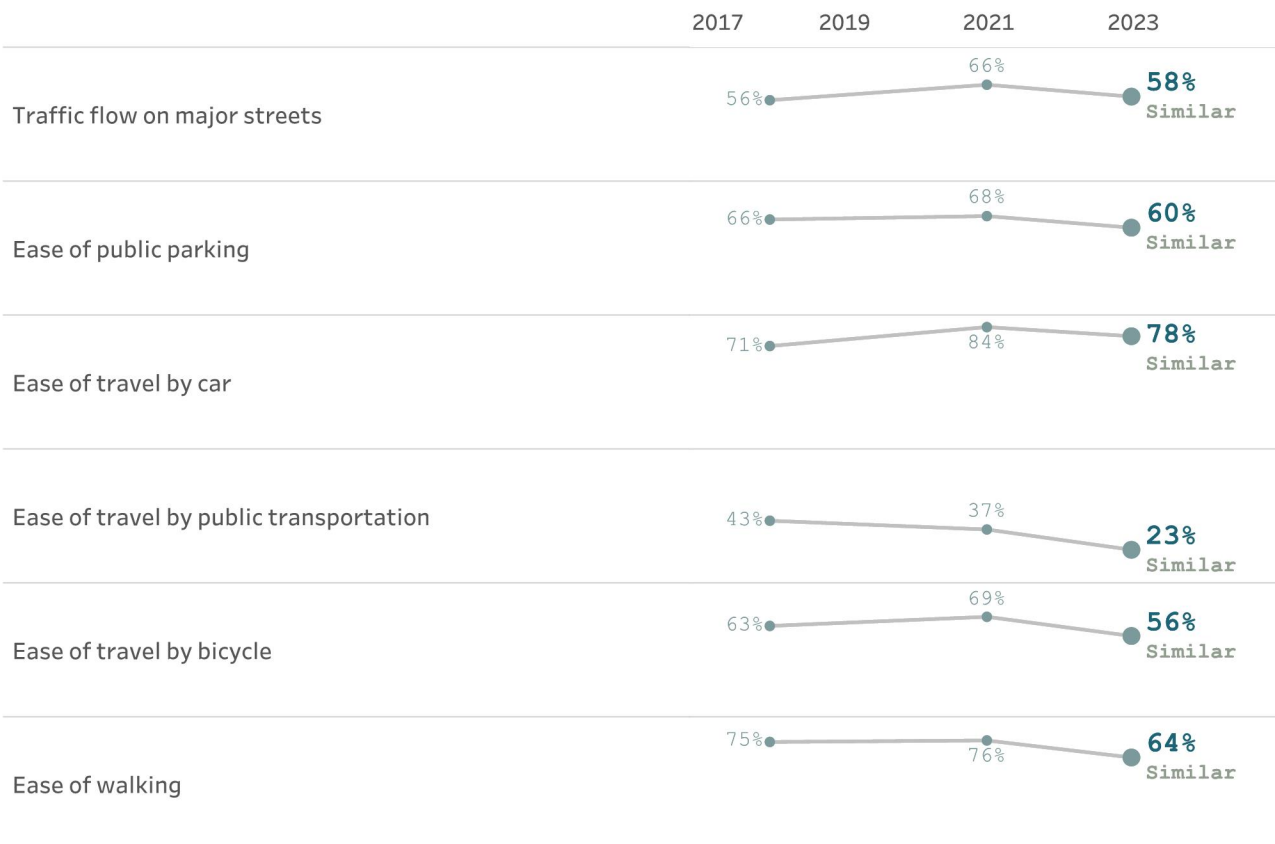
Overall quality of the transportation system in Scottsdale, 2023



Please rate each of the following characteristics as they relate to Scottsdale as a whole. (% excellent or good)

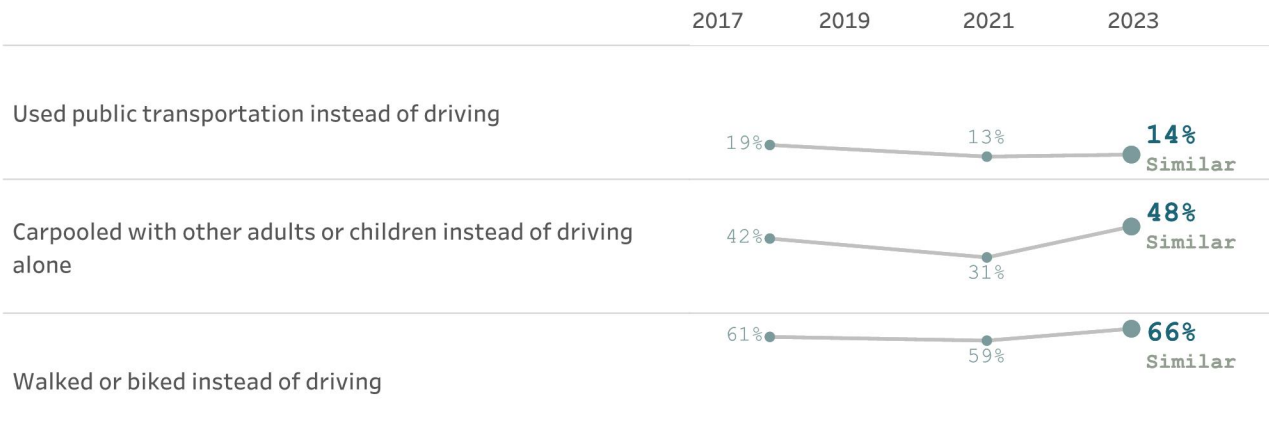


Please also rate each of the following in the Scottsdale community. (% excellent or good)



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

(% yes)



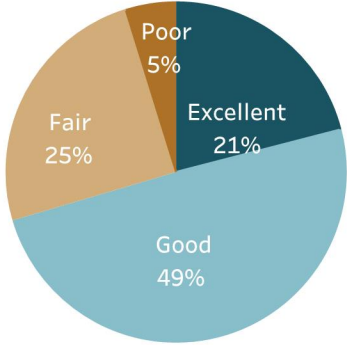
Please rate the quality of each of the following services in Scottsdale.

(% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

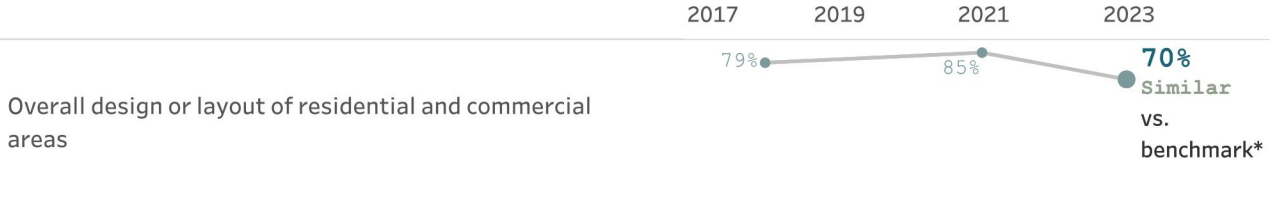
Overall design or layout of Scottsdale's residential and commercial areas, 2023



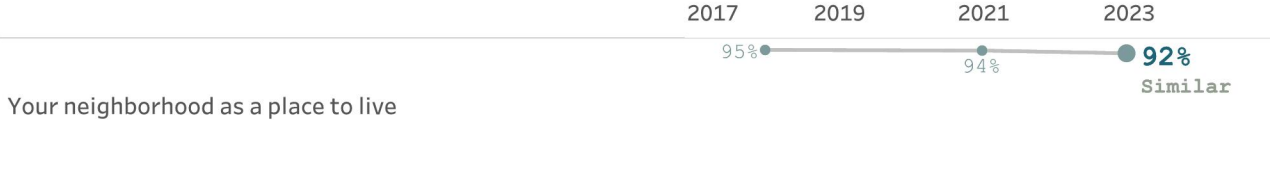
Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

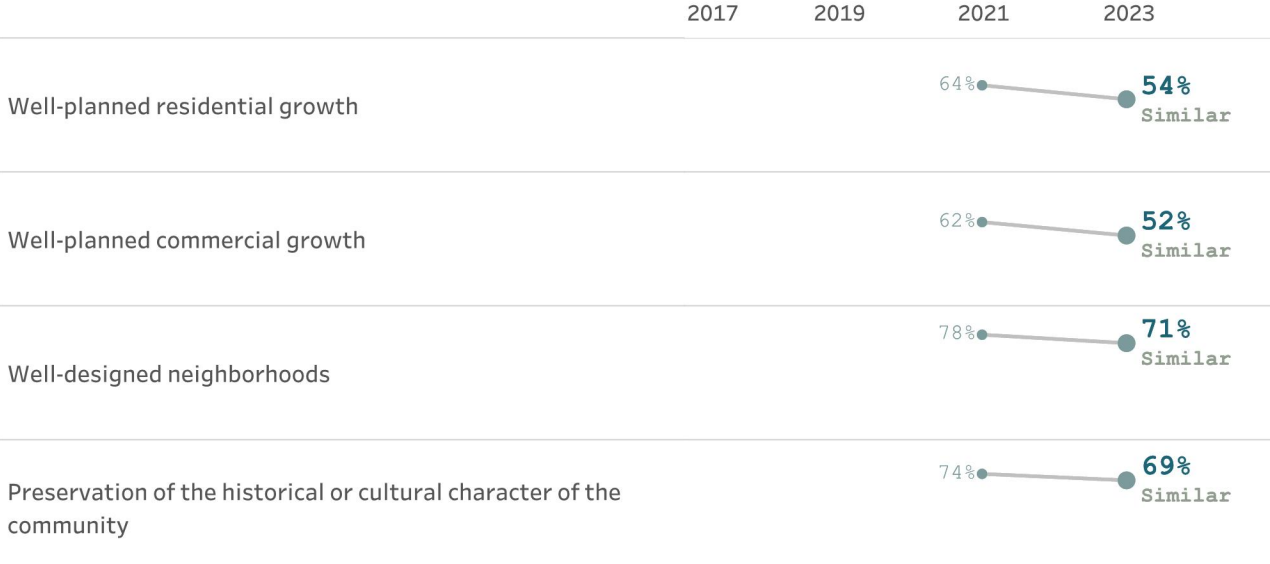
Please rate each of the following characteristics as they relate to Scottsdale as a whole. (% excellent or good)



Please rate each of the following aspects of quality of life in Scottsdale. (% excellent or good)



Please also rate each of the following in the Scottsdale community. (% excellent or good)





**Please rate the quality of each of the following services in Scottsdale.
(% excellent or good)**

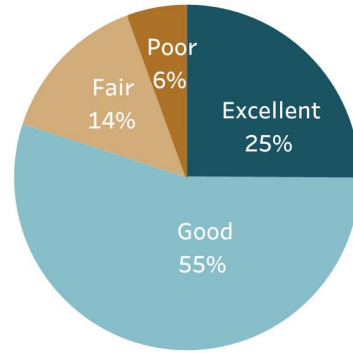


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

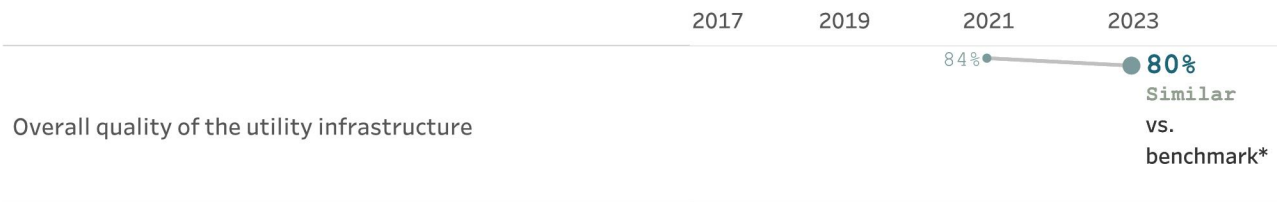
Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

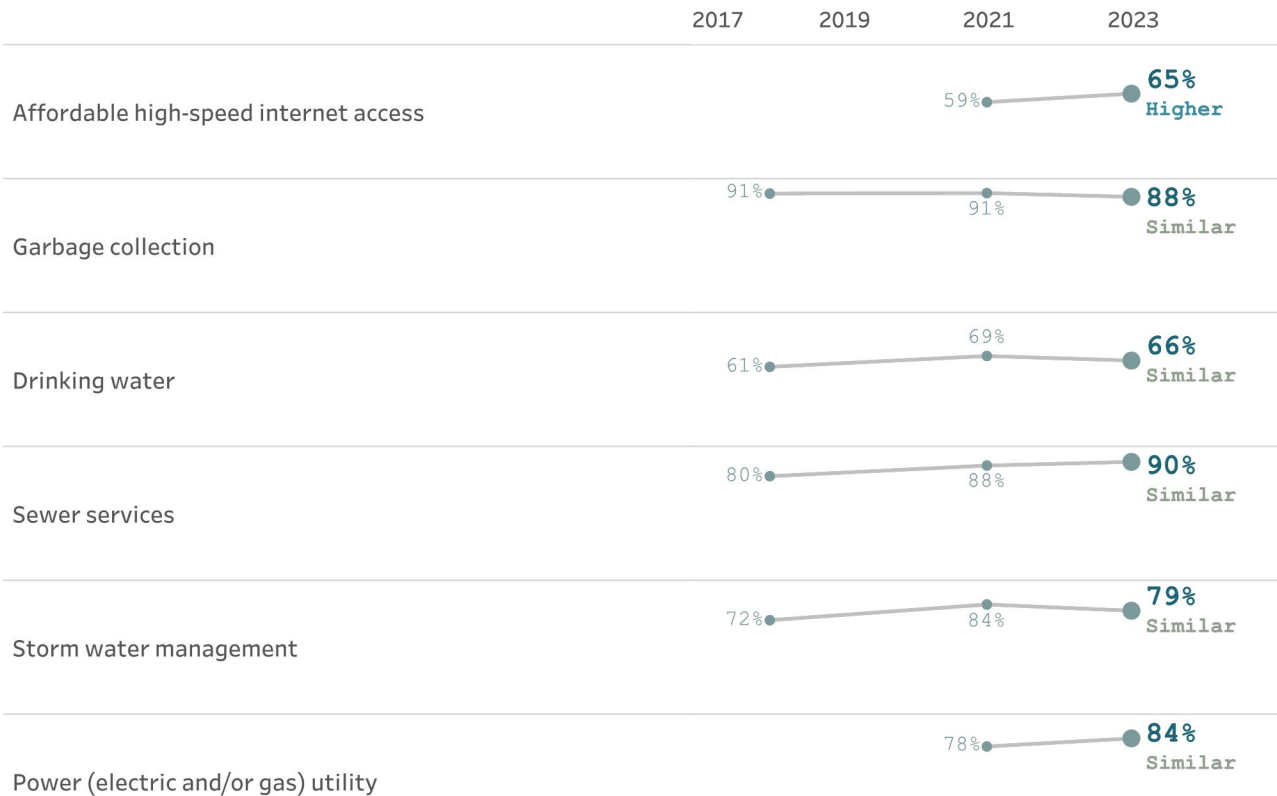
Overall quality of the utility infrastructure in Scottsdale, 2023



Please rate each of the following characteristics as they relate to Scottsdale as a whole. (% excellent or good)



Please rate the quality of each of the following services in Scottsdale. (% excellent or good)



Utility billing



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

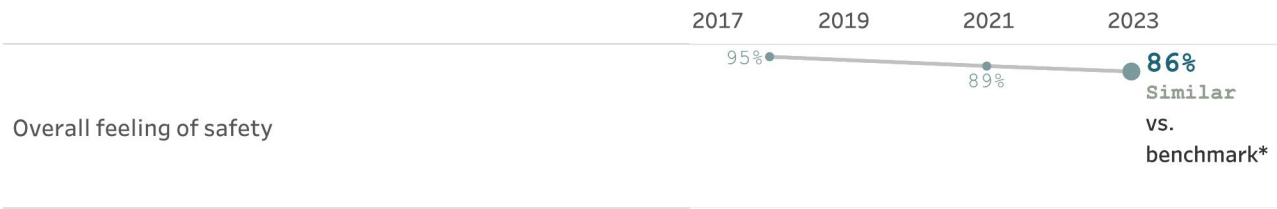
Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

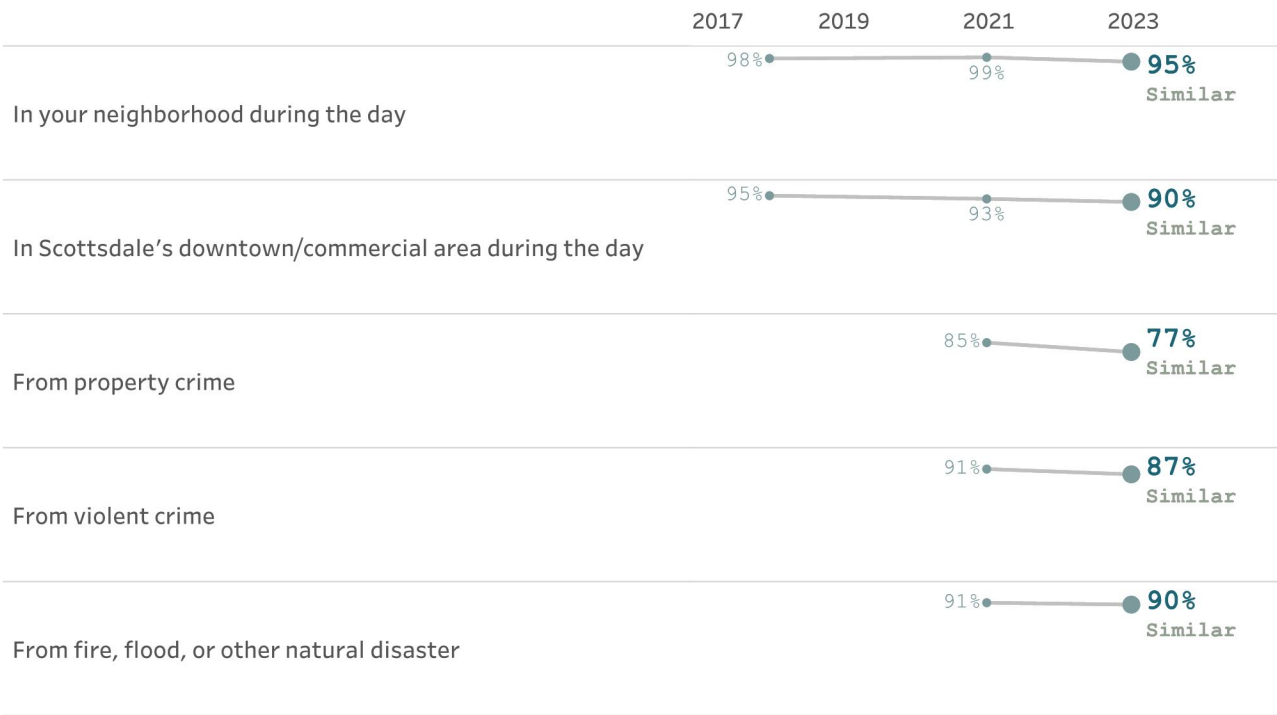
Overall feeling of safety in Scottsdale, 2023



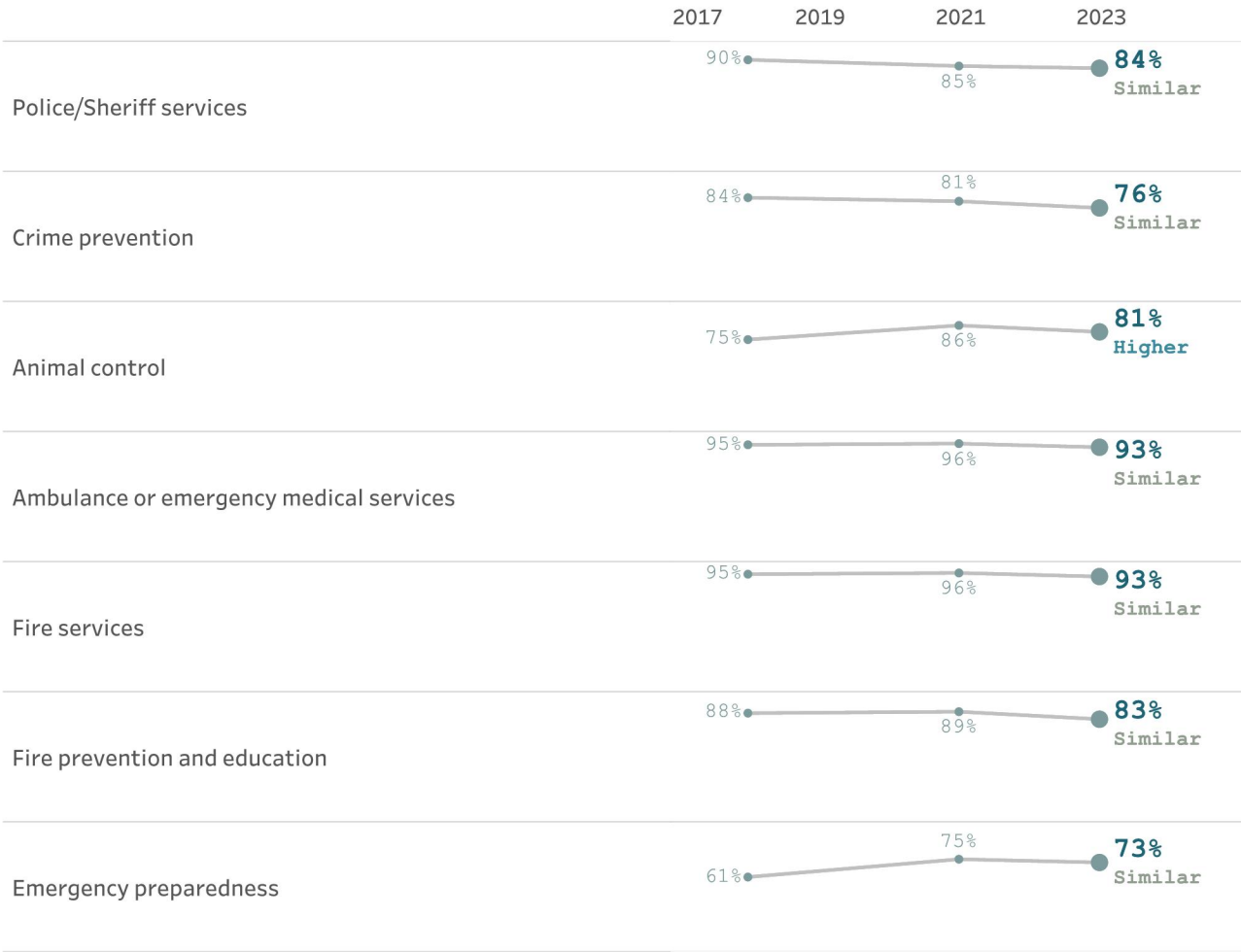
Please rate each of the following characteristics as they relate to Scottsdale as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)

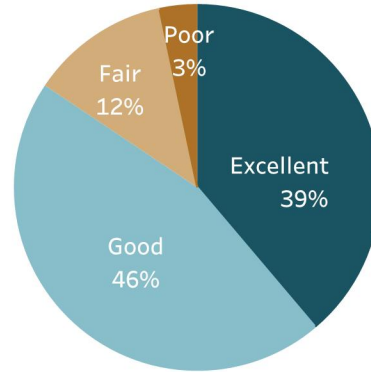


Please rate the quality of each of the following services in Scottsdale.
 (% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

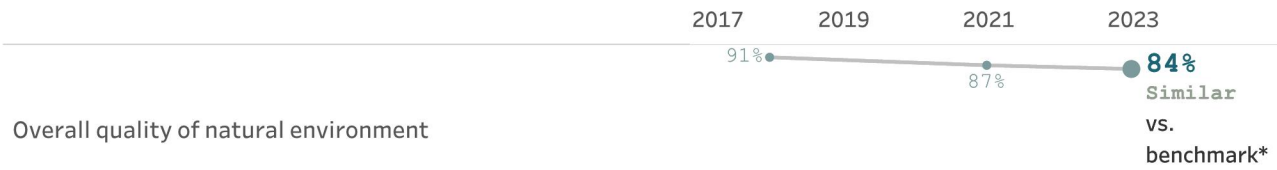
Overall quality of natural environment in Scottsdale, 2023



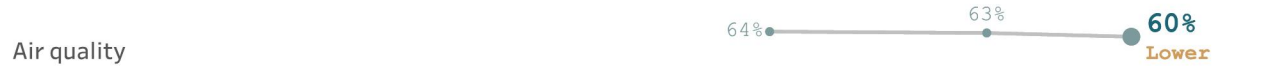
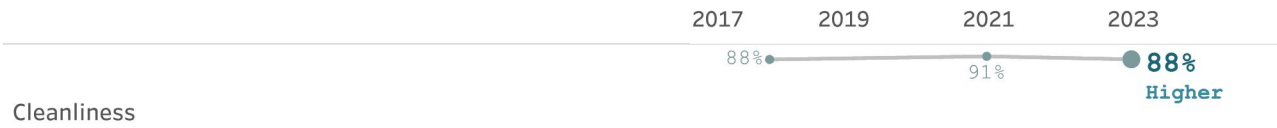
Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

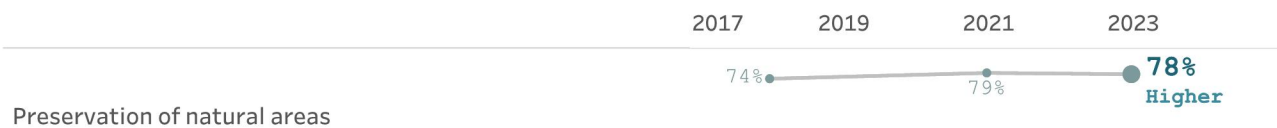
Please rate each of the following characteristics as they relate to Scottsdale as a whole.
(% excellent or good)



Please also rate each of the following in the Scottsdale community.
(% excellent or good)



Please rate the quality of each of the following services in Scottsdale.
(% excellent or good)





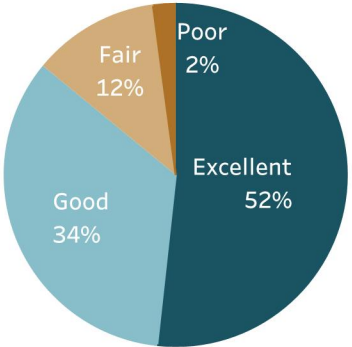
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2023

Parks and recreation

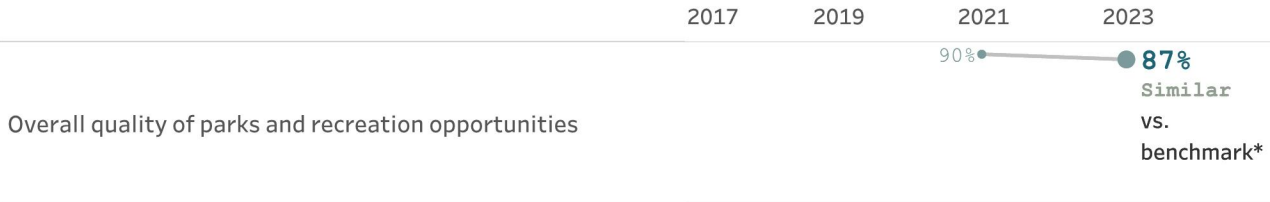
“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association



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

(% excellent or good)



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

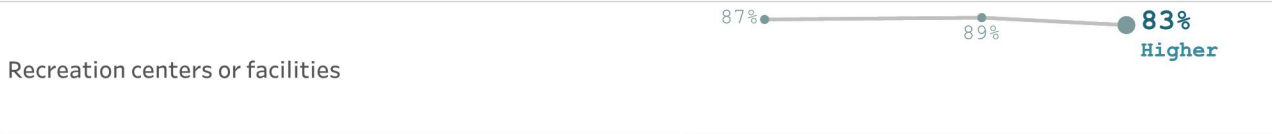
(% excellent or good)



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

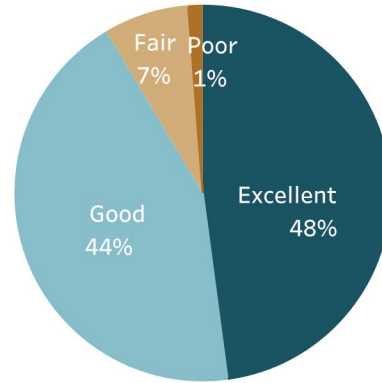
(% excellent or good)





* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in Scottsdale, 2023



Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

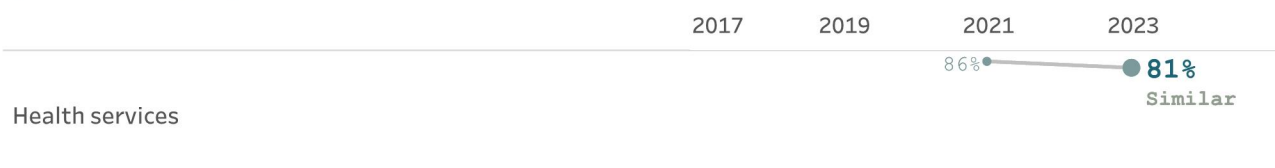
Please rate each of the following characteristics as they relate to Scottsdale as a whole.
(% excellent or good)



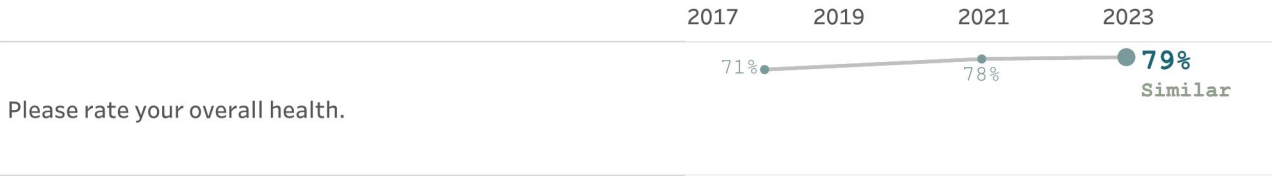
Please also rate each of the following in the Scottsdale community.
(% excellent or good)



Please rate the quality of each of the following services in Scottsdale.
(% excellent or good)



Please rate your overall health.
(% excellent or very good)

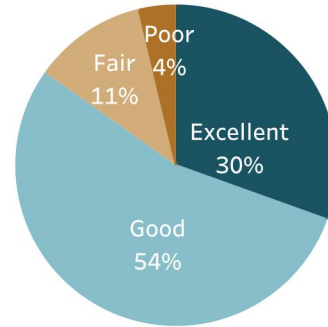


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

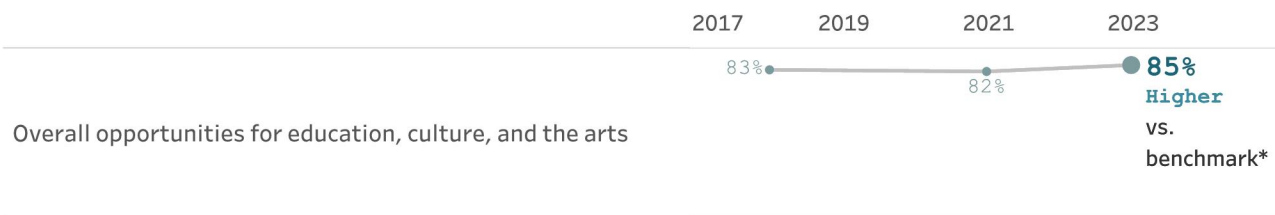
Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

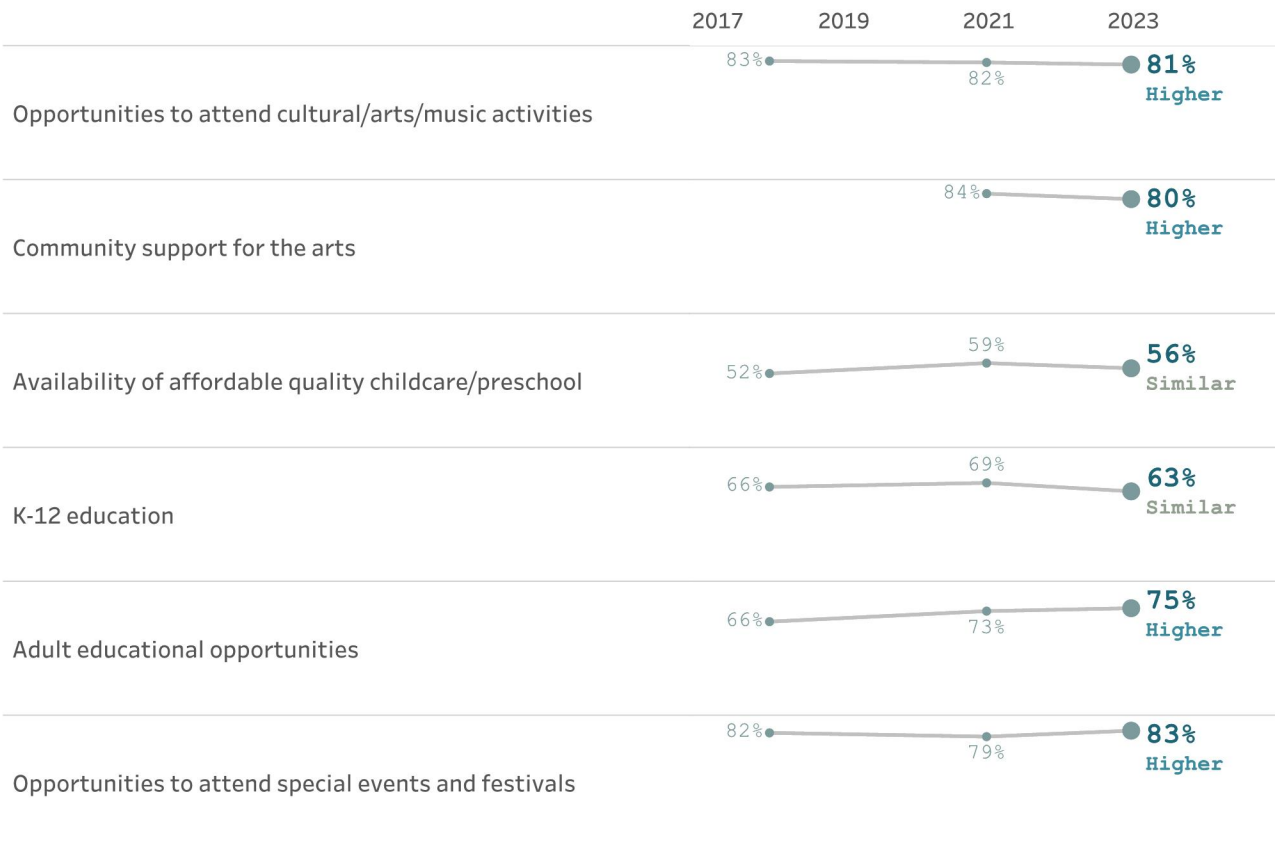
Overall opportunities for education, culture and the arts, 2023



Please rate each of the following characteristics as they relate to Scottsdale as a whole.
(% excellent or good)

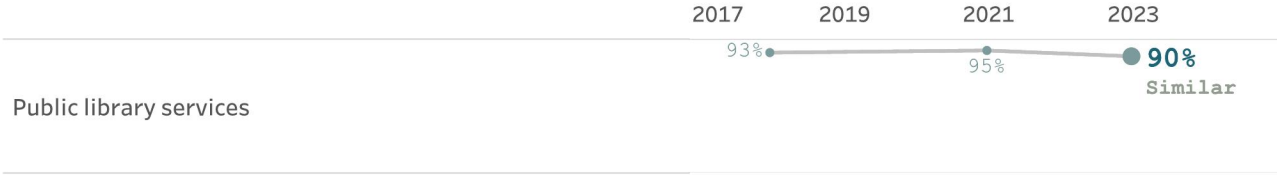


Please also rate each of the following in the Scottsdale community.
(% excellent or good)



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

(% excellent or good)

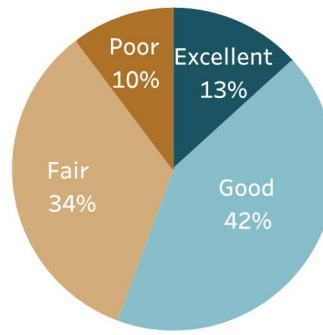


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

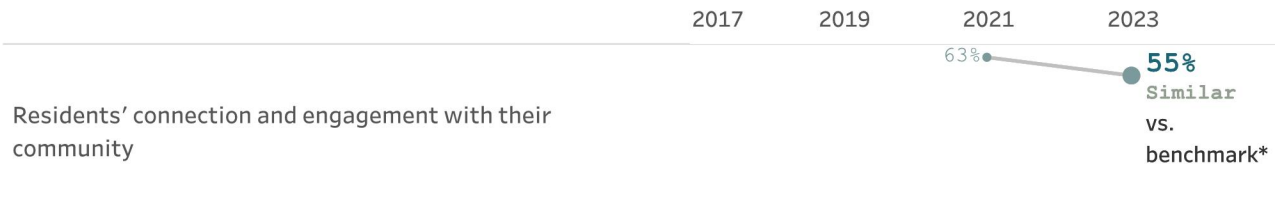
Residents' connection and engagement with their community, 2023

Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



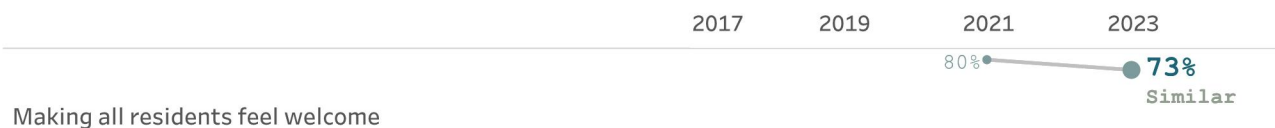
Please rate each of the following characteristics as they relate to Scottsdale as a whole.
(% excellent or good)

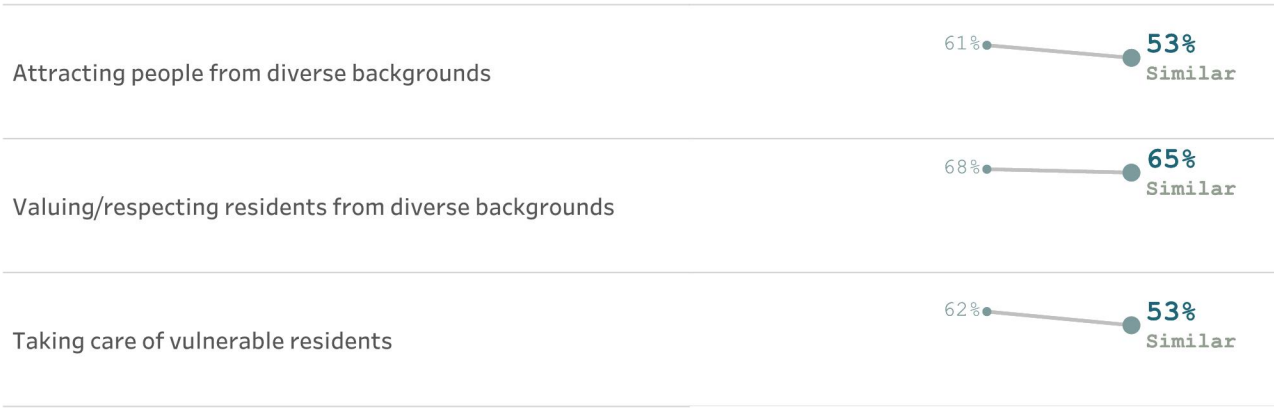


Please rate each of the following aspects of quality of life in Scottsdale.
(% excellent or good)

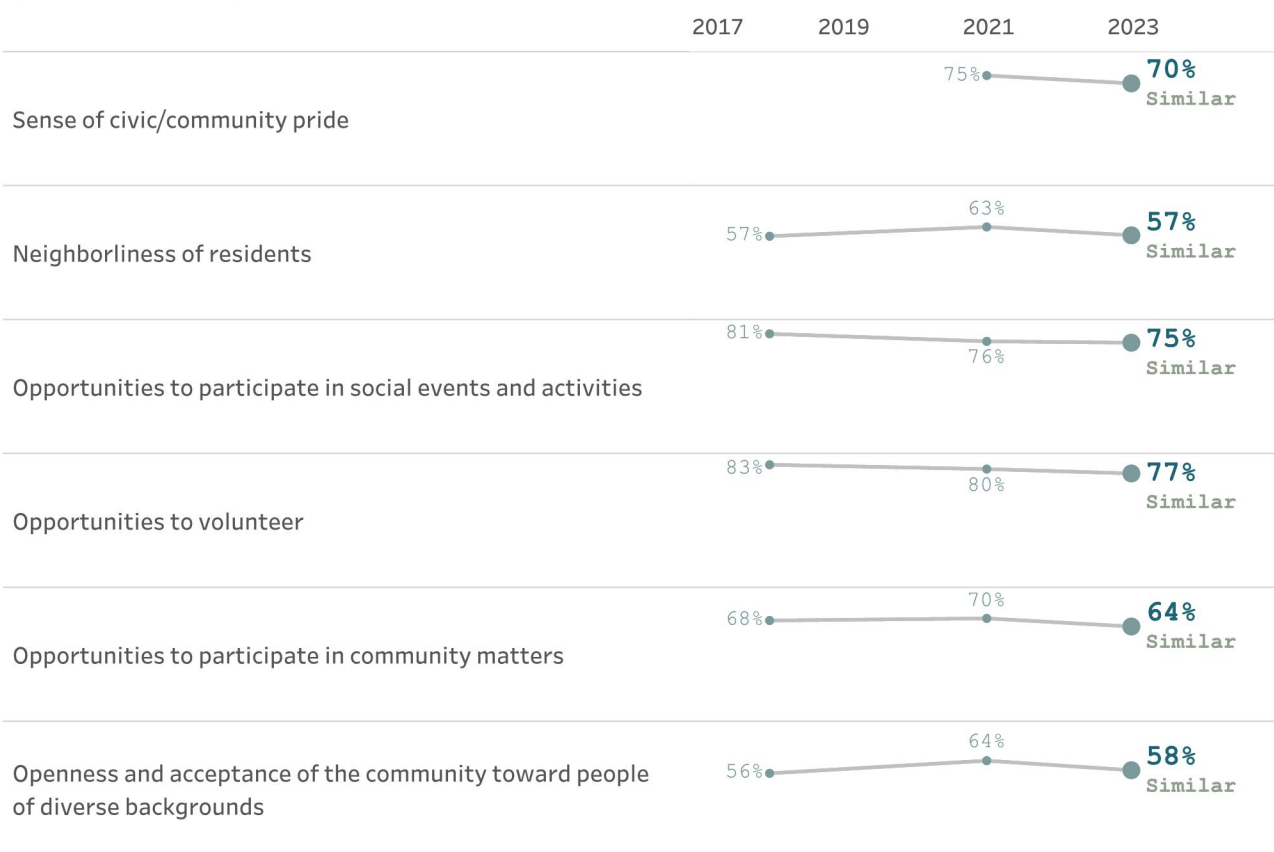


Please rate the job you feel the Scottsdale community does at each of the following.
(% excellent or good)





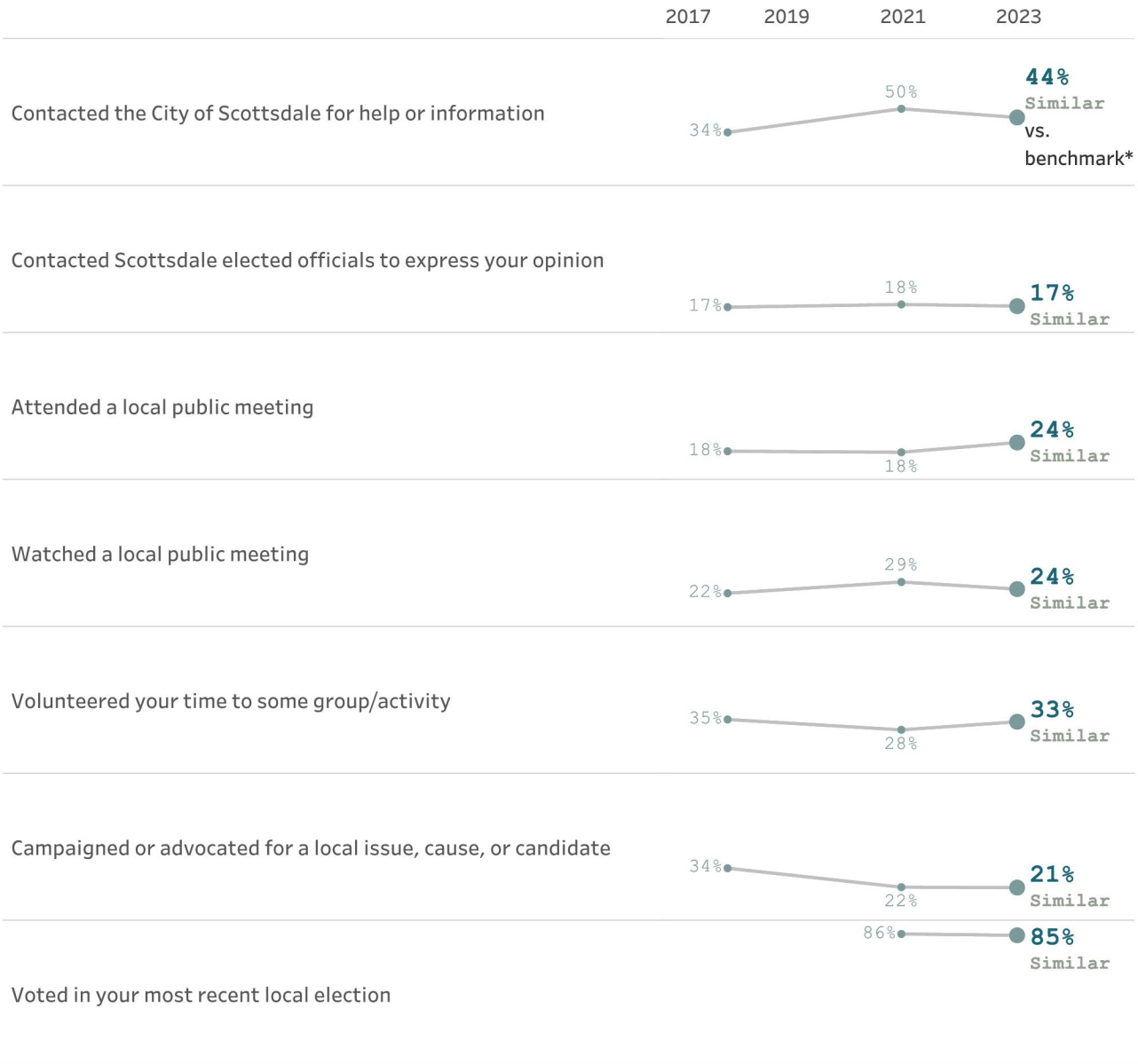
Please also rate each of the following in the Scottsdale community.
 (% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

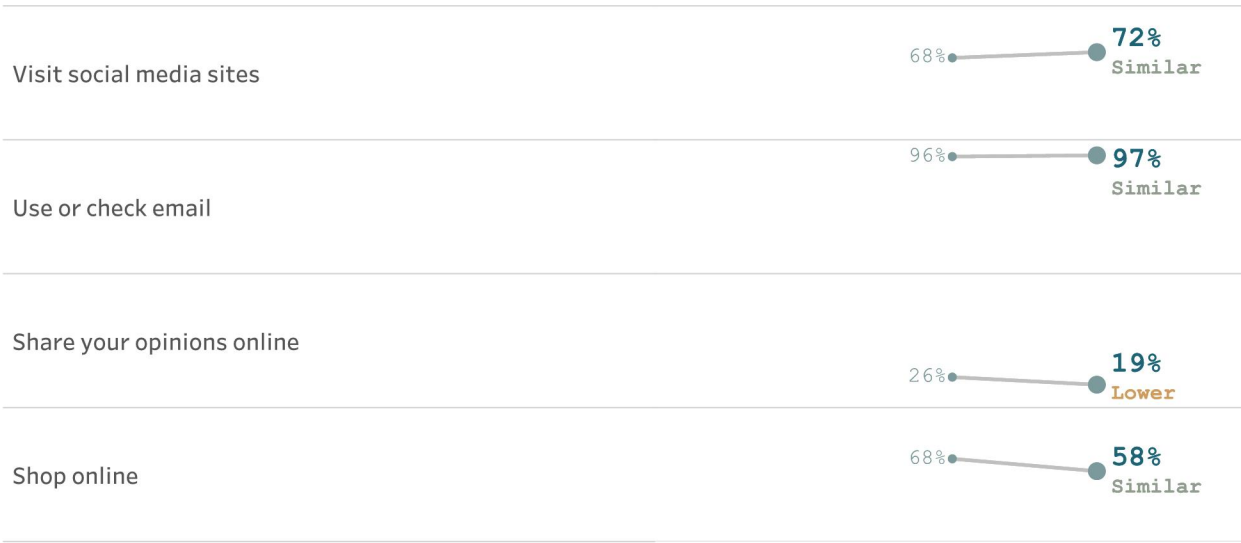
Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



In general, how many times do you:
(% a few times a week or more)





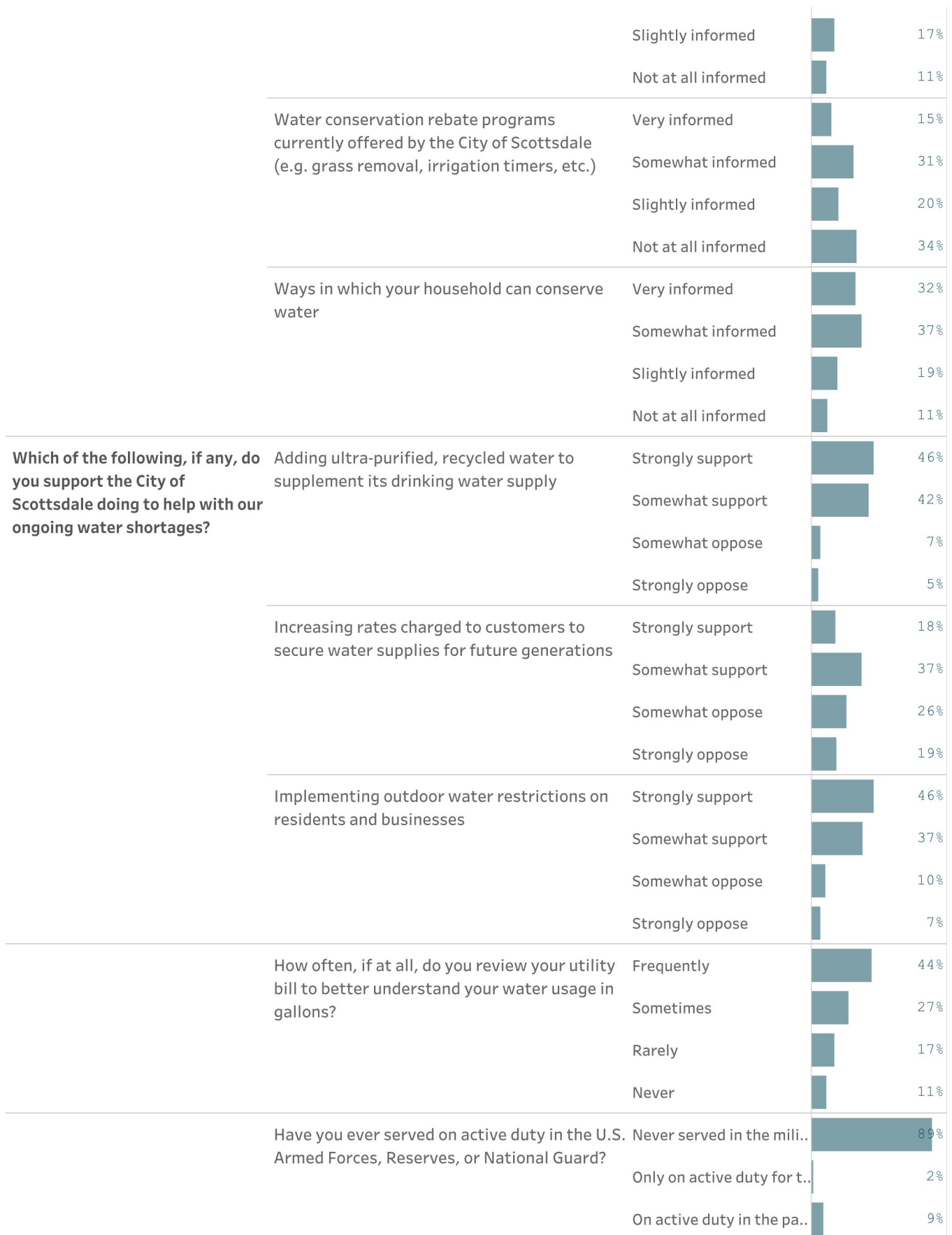
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

Include “don’t know”
No

Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Scottsdale and its activities:	Source	Response	Percentage
Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Scottsdale and its activities:	Scottsdale Update utility bill newsletter	Major source	19%
		Minor source	36%
		Not a source	45%
	Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	Major source	17%
		Minor source	33%
		Not a source	50%
	City website (ScottsdaleAZ.gov)	Major source	29%
		Minor source	45%
		Not a source	27%
Scottsdale Update weekly email newsletter (or other City email newsletters)	Major source	12%	
	Minor source	30%	
	Not a source	57%	
City Cable Channel 11 or Scottsdale Video Network	Major source	3%	
	Minor source	18%	
	Not a source	78%	
Local newspapers, television or radio news	Major source	38%	
	Minor source	41%	
	Not a source	21%	
Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	Major source	26%	
	Minor source	36%	
	Not a source	38%	
Word of mouth	Major source	30%	
	Minor source	54%	
	Not a source	16%	
Please rate your current knowledge of the following aspects of water in Scottsdale:	Reductions in Scottsdale’s water supply due to the Colorado River shortage	Very informed	28%
		Somewhat informed	44%



National benchmark tables

This table contains the comparisons of Scottsdale’s results to those from other communities. The first column shows the comparison of Scottsdale’s rating to the benchmark. Scottsdale’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Scottsdale residents is statistically similar to or different than the benchmark. The second column is Scottsdale’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Scottsdale’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Scottsdale’s result -- that is what percent of surveyed communities had a lower rating than Scottsdale.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Scottsdale.	Scottsdale as a place to live	Higher	98%	28	369	92
	Your neighborhood as a place to live	Similar	92%	42	321	87
	Scottsdale as a place to raise children	Similar	87%	178	373	52
	Scottsdale as a place to work	Higher	90%	8	364	98
	Scottsdale as a place to visit	Much higher	97%	3	322	99
	Scottsdale as a place to retire	Higher	85%	13	369	96
	The overall quality of life	Higher	95%	21	394	94
	Sense of community	Similar	62%	159	321	50
Please rate each of the following characteristics as they relate to Scottsdale as a whole.	Overall economic health	Higher	90%	44	309	86
	Overall quality of the transportation system	Similar	58%	86	211	59
	Overall design or layout of residential and commercial areas	Similar	70%	69	302	77
	Overall quality of the utility infrastructure	Similar	80%	51	206	75
	Overall feeling of safety	Similar	86%	144	359	60
	Overall quality of natural environment	Similar	84%	94	311	70
	Overall quality of parks and recreation opportunities	Similar	87%	35	211	83
	Overall health and wellness opportunities	Higher	92%	12	304	96
	Overall opportunities for education, culture, and the arts	Higher	85%	41	306	86
	Residents’ connection and engagement with their community	Similar	55%	109	208	48
Please indicate how likely or unlikely you are to:	Recommend living in Scottsdale to someone who asks	Higher	94%	55	313	82

	Remain in Scottsdale for the next five years	Similar	91%	29	310	90
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	95%	125	340	63
	In Scottsdale's downtown/commercial area during the day	Similar	90%	167	324	48
	From property crime	Similar	77%	110	216	49
	From violent crime	Similar	87%	102	216	53
	From fire, flood, or other natural disaster	Similar	90%	35	206	83
Please rate the job you feel the Scottsdale community does at each of the following.	Making all residents feel welcome	Similar	73%	78	214	64
	Attracting people from diverse backgrounds	Similar	53%	126	211	40
	Valuing/respecting residents from diverse backgrounds	Similar	65%	98	212	54
	Taking care of vulnerable residents	Similar	53%	124	208	40
Please rate each of the following in the Scottsdale community.	Overall quality of business and service establishments	Higher	93%	2	311	99
	Variety of business and service establishments	Much higher	91%	1	209	100
	Vibrancy of downtown/commercial area	Much higher	85%	14	290	95
	Employment opportunities	Much higher	80%	6	325	98
	Shopping opportunities	Much higher	94%	1	316	100
	Cost of living	Similar	34%	197	303	35
	Overall image or reputation	Higher	91%	27	364	92
Please also rate each of the following in the Scottsdale community.	Traffic flow on major streets	Similar	58%	113	336	66
	Ease of public parking	Similar	60%	128	285	55
	Ease of travel by car	Similar	78%	107	324	67
	Ease of travel by public transportation	Similar	23%	199	285	30
	Ease of travel by bicycle	Similar	56%	129	326	60
	Ease of walking	Similar	64%	164	327	50
	Well-planned residential growth	Similar	54%	76	210	64
	Well-planned commercial growth	Similar	52%	58	210	72
	Well-designed neighborhoods	Similar	71%	48	207	77

Please also rate each of the following in the Scottsdale community.						
Preservation of the historical or cultural character of the community	Similar	69%	75	206	64	
Public places where people want to spend time	Higher	77%	45	297	85	
Variety of housing options	Similar	52%	131	309	57	
Availability of affordable quality housing	Lower	19%	256	331	22	
Overall quality of new development	Similar	59%	127	321	60	
Overall appearance	Higher	87%	44	343	87	
Cleanliness	Higher	88%	52	332	84	
Water resources	Similar	74%	54	190	72	
Air quality	Lower	60%	253	297	15	
Availability of paths and walking trails	Higher	84%	68	327	79	
Fitness opportunities	Higher	87%	34	297	88	
Recreational opportunities	Higher	88%	25	318	92	
Availability of affordable quality food	Similar	69%	113	293	61	
Availability of affordable quality health care	Similar	74%	67	302	78	
Availability of preventive health services	Higher	79%	52	288	82	
Availability of affordable quality mental health care	Similar	54%	77	290	73	
Opportunities to attend cultural/arts/music activities	Higher	81%	18	314	94	
Community support for the arts	Higher	80%	17	207	92	
Availability of affordable quality childcare/preschool	Similar	56%	110	299	63	
K-12 education	Similar	63%	198	302	34	
Adult educational opportunities	Higher	75%	31	294	89	
Sense of civic/community pride	Similar	70%	78	207	62	
Neighborliness of residents	Similar	57%	196	299	34	
Opportunities to participate in social events and activities	Similar	75%	42	306	86	
Opportunities to attend special events and festivals	Higher	83%	29	303	90	
Opportunities to volunteer	Similar	77%	54	302	82	

Please also rate each of the following in the Scottsdale community.	Opportunities to participate in community matters	Similar	64%	123	304	59
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	58%	187	321	42
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Scottsdale for help or information	Similar	44%	198	339	41
	Contacted Scottsdale elected officials to express your opinion	Similar	17%	115	297	61
	Attended a local public meeting	Similar	24%	66	300	78
	Watched a local public meeting	Similar	24%	139	281	50
	Volunteered your time to some group/activity	Similar	33%	136	303	55
	Campaigned or advocated for a local issue, cause, or candidate	Similar	21%	99	292	66
	Voted in your most recent local election	Similar	85%	30	209	86
	Used public transportation instead of driving	Similar	14%	135	271	50
	Carpooled with other adults or children instead of driving alone	Similar	48%	63	294	78
	Walked or biked instead of driving	Similar	66%	78	298	74
Please rate the quality of each of the following services in Scottsdale.	Public information services	Similar	74%	92	316	71
	Economic development	Similar	69%	56	310	82
	Traffic enforcement	Similar	61%	204	358	43
	Traffic signal timing	Similar	60%	99	302	67
	Street repair	Similar	57%	96	352	73
	Street cleaning	Similar	78%	64	316	80
	Street lighting	Similar	79%	47	345	86
	Sidewalk maintenance	Higher	77%	25	313	92
	Bus or transit services	Similar	41%	159	281	43
	Land use, planning and zoning	Similar	49%	152	318	52
	Code enforcement	Higher	62%	60	351	83
	Affordable high-speed internet access	Higher	65%	22	204	89
	Garbage collection	Similar	88%	61	335	82
Drinking water	Similar	66%	202	314	35	




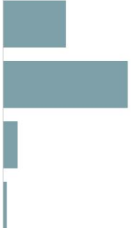



























Please rate the quality of each of the following services in Scottsdale.	Sewer services	Similar	90%	37	317	88
	Storm water management	Similar	79%	82	329	75
	Power (electric and/or gas) utility	Similar	84%	52	259	80
	Utility billing	Similar	79%	40	283	86
	Police/Sheriff services	Similar	84%	163	385	57
	Crime prevention	Similar	76%	147	357	59
	Animal control	Higher	81%	33	328	90
	Ambulance or emergency medical services	Similar	93%	110	323	66
	Fire services	Similar	93%	106	348	69
	Fire prevention and education	Similar	83%	84	313	73
	Emergency preparedness	Similar	73%	95	312	69
	Preservation of natural areas	Higher	78%	28	295	90
	Scottsdale open space	Similar	73%	58	289	80
	Recycling	Similar	71%	192	337	43
	Yard waste pick-up	Similar	84%	72	294	75
	City parks	Similar	86%	98	330	70
	Recreation programs or classes	Higher	84%	38	324	88
	Recreation centers or facilities	Higher	83%	38	306	87
	Health services	Similar	81%	56	282	80
	Public library services	Similar	90%	85	327	74
Overall customer service by Scottsdale employees	Similar	86%	56	373	85	
Please rate the following categories of Scottsdale government performance.	The value of services for the taxes paid to Scottsdale	Higher	71%	22	377	94
	The overall direction that Scottsdale is taking	Similar	60%	140	342	59
	The job Scottsdale government does at welcoming resident involvement	Similar	55%	134	340	60
	Overall confidence in Scottsdale government	Similar	62%	102	307	67
	Generally acting in the best interest of the community	Similar	63%	121	311	61

Please rate the following categories of Scottsdale government performance.	Being honest	Similar	61%	132	302	56
	Being open and transparent to the public	Similar	57%	93	213	56
	Informing residents about issues facing the community	Similar	55%	85	218	61
	Treating all residents fairly	Similar	62%	126	308	59
	Treating residents with respect	Similar	71%	93	210	56
Overall, how would you rate the quality of the services provided by each of the following?	The City of Scottsdale	Similar	84%	75	369	79
	The Federal Government	Similar	40%	115	292	60
Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years.	Overall economic health	Similar	89%	77	285	73
	Overall quality of the transportation system	Similar	75%	69	206	66
	Overall design or layout of residential and commercial areas	Similar	81%	56	285	80
	Overall quality of the utility infrastructure	Similar	93%	20	205	90
	Overall feeling of safety	Similar	90%	120	285	58
	Overall quality of natural environment	Similar	85%	72	285	75
	Overall quality of parks and recreation opportunities	Similar	82%	71	206	66
	Overall health and wellness opportunities	Similar	83%	74	285	74
	Overall opportunities for education, culture, and the arts	Similar	78%	108	285	62
	Residents' connection and engagement with their community	Similar	64%	253	285	11
In general, how many times do you:	Access the internet from your home	Similar	97%	59	206	71
	Access the internet from your cell phone	Similar	94%	97	206	53
	Visit social media sites	Similar	72%	187	205	9
	Use or check email	Similar	97%	87	206	58
	Share your opinions online	Lower	19%	203	206	1
	Shop online	Similar	58%	79	205	61
	Please rate your overall health.	Similar	79%	18	293	94
	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:	Similar	16%	236	295	20













Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.









Question	Response	Percentage	Count (N)
Please rate each of the following aspects of quality of life in Scottsdale.	Scottsdale as a place to live	Excellent	60% N=375
		Good	38% N=234
		Fair	2% N=12
Your neighborhood as a place to live	Excellent	56% N=347	
	Good	38% N=234	
	Fair	6% N=37	
	Poor	1% N=3	
Scottsdale as a place to raise children	Excellent	37% N=176	
	Good	50% N=235	
	Fair	10% N=47	
	Poor	3% N=14	
Scottsdale as a place to work	Excellent	45% N=217	
	Good	45% N=217	
	Fair	9% N=45	
	Poor	1% N=5	
Scottsdale as a place to visit	Excellent	73% N=440	
	Good	24% N=147	
	Fair	2% N=13	
	Poor	1% N=6	
Scottsdale as a place to retire	Excellent	53% N=287	
	Good	33% N=179	
	Fair	11% N=59	
	Poor	3% N=18	
The overall quality of life	Excellent	53% N=328	
	Good	42% N=265	
	Fair	5% N=30	
	Poor	0% N=3	
Sense of community	Excellent	21% N=127	

Please rate each of the following aspects of quality of life in Scottsdale.	Sense of community	Good		41% N=255
		Fair		29% N=182
		Poor		9% N=54
Please rate each of the following characteristics as they relate to Scottsdale as a whole.	Overall economic health	Excellent		31% N=179
		Good		60% N=351
		Fair		7% N=41
		Poor		2% N=13
	Overall quality of the transportation system	Excellent		16% N=94
		Good		42% N=252
		Fair		28% N=166
		Poor		15% N=90
	Overall design or layout of residential and commercial areas	Excellent		21% N=130
		Good		49% N=308
		Fair		25% N=154
		Poor		5% N=30
Overall quality of the utility infrastructure	Excellent		25% N=151	
	Good		55% N=330	
	Fair		14% N=87	
	Poor		6% N=33	
Overall feeling of safety	Excellent		35% N=220	
	Good		50% N=312	
	Fair		13% N=82	
	Poor		2% N=10	
Overall quality of natural environment	Excellent		39% N=239	
	Good		46% N=281	
	Fair		12% N=76	
	Poor		3% N=20	
Overall quality of parks and recreation opportunities	Excellent		52% N=319	
	Good		34% N=211	
	Fair		12% N=74	
	Poor		2% N=13	












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
































Overall health and wellness opportunities	Excellent		48% N=288
	Good		44% N=261
	Fair		7% N=44
	Poor		1% N=7
Overall opportunities for education, culture, and the arts	Excellent		30% N=183
	Good		54% N=326
	Fair		11% N=69
	Poor		4% N=22
Residents' connection and engagement with their community	Excellent		13% N=78
	Good		42% N=251
	Fair		34% N=202
	Poor		10% N=61
































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

Recommend living in Scottsdale to someone who asks	Very likely		64% N=390
	Somewhat likely		31% N=188
	Somewhat unlikely		4% N=22
	Very unlikely		2% N=12
Remain in Scottsdale for the next five years	Very likely		69% N=422
	Somewhat likely		22% N=131
	Somewhat unlikely		4% N=25
	Very unlikely		5% N=31


















Please rate how safe or unsafe you feel:

In your neighborhood during the day	Very safe		79% N=492
	Somewhat safe		17% N=106
	Neither safe nor unsafe		3% N=17
	Somewhat unsafe		1% N=8
In Scottsdale's downtown/commercial area during the day	Very safe		62% N=376
	Somewhat safe		28% N=170
	Neither safe nor unsafe		6% N=38
	Somewhat unsafe		3% N=17
	Very unsafe		1% N=6
From property crime	Very safe		32% N=200
	Somewhat safe		46% N=285
































Please rate how safe or unsafe you feel:	From property crime	Neither safe nor unsafe		8% N=50
		Somewhat unsafe		14% N=85
		Very unsafe		1% N=4
	From violent crime	Very safe		51% N=316
		Somewhat safe		36% N=223
		Neither safe nor unsafe		9% N=53
		Somewhat unsafe		4% N=25
		Very unsafe		0% N=3
	From fire, flood, or other natural disaster	Very safe		57% N=351
Somewhat safe			33% N=202	
Neither safe nor unsafe			8% N=49	
Somewhat unsafe			1% N=9	
Very unsafe			1% N=3	
Please rate the job you feel the Scottsdale community does at each of the following.	Making all residents feel welcome	Excellent		24% N=140
		Good		48% N=280
		Fair		22% N=125
		Poor		6% N=33
	Attracting people from diverse backgrounds	Excellent		17% N=92
		Good		36% N=194
		Fair		33% N=182
		Poor		14% N=78
	Valuing/respecting residents from diverse backgrounds	Excellent		22% N=118
		Good		43% N=227
		Fair		24% N=129
		Poor		10% N=55
	Taking care of vulnerable residents	Excellent		12% N=60
		Good		40% N=195
		Fair		31% N=152
		Poor		16% N=79
Please rate each of the following in the Scottsdale community.	Overall quality of business and service establishments	Excellent		45% N=276
		Good		48% N=299

Please rate each of the following in the Scottsdale community.	Overall quality of business and service establishments	Fair		7% N=42
		Poor		0% N=1
	Variety of business and service establishments	Excellent		46% N=286
		Good		45% N=277
		Fair		9% N=57
		Poor		0% N=1
	Vibrancy of downtown/commercial area	Excellent		37% N=222
		Good		48% N=285
		Fair		13% N=77
		Poor		2% N=14
	Employment opportunities	Excellent		26% N=122
		Good		53% N=245
		Fair		17% N=79
		Poor		4% N=18
	Shopping opportunities	Excellent		65% N=408
		Good		29% N=182
		Fair		5% N=32
		Poor		0% N=2
	Cost of living	Excellent		5% N=30
		Good		29% N=179
		Fair		42% N=255
		Poor		24% N=147
	Overall image or reputation	Excellent		50% N=313
		Good		40% N=251
		Fair		9% N=54
		Poor		1% N=6
Please also rate each of the following in the Scottsdale community.	Traffic flow on major streets	Excellent		10% N=63
		Good		48% N=298
		Fair		31% N=193
		Poor		11% N=70
	Ease of public parking	Excellent		17% N=104




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

Ease of public parking	Good		43% N=262
	Fair		32% N=195
	Poor		9% N=54
Ease of travel by car	Excellent		26% N=163
	Good		52% N=321
	Fair		18% N=109
	Poor		5% N=29
Ease of travel by public transportation	Excellent		7% N=25
	Good		15% N=51
	Fair		32% N=109
	Poor		45% N=154
Ease of travel by bicycle	Excellent		17% N=81
	Good		38% N=178
	Fair		31% N=148
	Poor		14% N=66
Ease of walking	Excellent		20% N=120
	Good		44% N=264
	Fair		26% N=160
	Poor		10% N=62
Well-planned residential growth	Excellent		14% N=73
	Good		40% N=215
	Fair		27% N=148
	Poor		19% N=102
Well-planned commercial growth	Excellent		12% N=59
	Good		40% N=208
	Fair		34% N=174
	Poor		14% N=74
Well-designed neighborhoods	Excellent		18% N=107
	Good		53% N=312
	Fair		22% N=128
	Poor		7% N=43
































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
































Preservation of the historical or cultural character of the community	Excellent		19% N=107
	Good		49% N=274
	Fair		19% N=109
	Poor		12% N=68
Public places where people want to spend time	Excellent		30% N=181
	Good		47% N=283
	Fair		16% N=98
	Poor		6% N=39
Variety of housing options	Excellent		10% N=56
	Good		42% N=239
	Fair		31% N=176
	Poor		17% N=98
Availability of affordable quality housing	Excellent		3% N=15
	Good		16% N=90
	Fair		31% N=175
	Poor		50% N=281
Overall quality of new development	Excellent		13% N=73
	Good		46% N=258
	Fair		26% N=148
	Poor		15% N=82
Overall appearance	Excellent		39% N=241
	Good		49% N=305
	Fair		11% N=68
	Poor		1% N=9
Cleanliness	Excellent		43% N=267
	Good		45% N=283
	Fair		9% N=57
	Poor		3% N=16
Water resources	Excellent		27% N=160
	Good		47% N=274
	Fair		22% N=132
































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

Water resources	Poor		4% N=22
Air quality	Excellent		15% N=91
	Good		44% N=273
	Fair		35% N=215
	Poor		6% N=39
Availability of paths and walking trails	Excellent		41% N=252
	Good		42% N=259
	Fair		12% N=76
	Poor		4% N=25
Fitness opportunities	Excellent		42% N=255
	Good		45% N=276
	Fair		12% N=71
	Poor		1% N=8
Recreational opportunities	Excellent		42% N=257
	Good		46% N=280
	Fair		12% N=71
	Poor		1% N=3
Availability of affordable quality food	Excellent		21% N=130
	Good		48% N=295
	Fair		23% N=141
	Poor		7% N=46
Availability of affordable quality health care	Excellent		28% N=157
	Good		47% N=263
	Fair		15% N=83
	Poor		11% N=62
Availability of preventive health services	Excellent		27% N=142
	Good		52% N=279
	Fair		13% N=71
	Poor		7% N=40
Availability of affordable quality mental health care	Excellent		15% N=55
	Good		40% N=146

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

Availability of affordable quality mental health care	Fair		24% N=87
	Poor		22% N=79
Opportunities to attend cultural/arts/music activities	Excellent		33% N=198
	Good		47% N=281
	Fair		17% N=99
	Poor		4% N=21
Community support for the arts	Excellent		31% N=168
	Good		49% N=262
	Fair		16% N=84
	Poor		4% N=20
Availability of affordable quality childcare/preschool	Excellent		15% N=35
	Good		41% N=95
	Fair		27% N=62
	Poor		18% N=41
K-12 education	Excellent		20% N=69
	Good		42% N=144
	Fair		25% N=86
	Poor		13% N=46
Adult educational opportunities	Excellent		22% N=86
	Good		54% N=214
	Fair		20% N=79
	Poor		5% N=19
Sense of civic/community pride	Excellent		17% N=93
	Good		53% N=300
	Fair		24% N=132
	Poor		6% N=36
Neighborliness of residents	Excellent		16% N=97
	Good		41% N=244
	Fair		35% N=208
	Poor		8% N=50
Opportunities to participate in social events and activities	Excellent		23% N=135

Please also rate each of the following in the Scottsdale community.	Opportunities to participate in social events and activities	Good		52% N=303
		Fair		21% N=123
		Poor		4% N=23
	Opportunities to attend special events and festivals	Excellent		29% N=176
		Good		54% N=319
		Fair		13% N=79
		Poor		4% N=21
	Opportunities to volunteer	Excellent		27% N=127
		Good		50% N=233
		Fair		19% N=87
		Poor		5% N=23
	Opportunities to participate in community matters	Excellent		18% N=83
		Good		48% N=222
		Fair		26% N=123
		Poor		8% N=39
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		15% N=78
		Good		42% N=213
		Fair		30% N=149
		Poor		13% N=65
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Scottsdale for help or information	No		56% N=348
		Yes		44% N=270
	Contacted Scottsdale elected officials to express your opinion	No		83% N=514
		Yes		17% N=104
	Attended a local public meeting	No		77% N=475
		Yes		23% N=143
	Watched a local public meeting	No		76% N=470
		Yes		24% N=146
	Volunteered your time to some group/activity	No		67% N=408
		Yes		33% N=205
	Campaigned or advocated for a local issue, cause, or candidate	No		78% N=482
		Yes		22% N=134

Please indicate whether or not you have done each of the following in the last 12 months.	Voted in your most recent local election	No		15% N=91
		Yes		85% N=524
	Used public transportation instead of driving	No		86% N=532
		Yes		14% N=88
	Carpooled with other adults or children instead of driving alone	No		51% N=314
		Yes		49% N=303
Walked or biked instead of driving	No		34% N=212	
	Yes		66% N=407	
Please rate the quality of each of the following services in Scottsdale.	Public information services	Excellent		16% N=79
		Good		57% N=284
		Fair		24% N=121
		Poor		3% N=13
	Economic development	Excellent		19% N=95
		Good		49% N=246
		Fair		25% N=123
		Poor		7% N=34
	Traffic enforcement	Excellent		13% N=75
		Good		47% N=267
		Fair		27% N=154
		Poor		12% N=68
	Traffic signal timing	Excellent		12% N=73
		Good		48% N=288
		Fair		27% N=163
		Poor		12% N=74
Street repair	Excellent		15% N=91	
	Good		42% N=249	
	Fair		31% N=187	
	Poor		12% N=73	
Street cleaning	Excellent		25% N=149	
	Good		53% N=308	
	Fair		18% N=104	
































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

Street cleaning	Poor		4% N=24
Street lighting	Excellent		20% N=122
	Good		58% N=347
	Fair		17% N=100
	Poor		5% N=29
Sidewalk maintenance	Excellent		20% N=113
	Good		57% N=319
	Fair		19% N=108
	Poor		4% N=24
Bus or transit services	Excellent		12% N=35
	Good		30% N=87
	Fair		32% N=92
	Poor		25% N=73
Land use, planning and zoning	Excellent		10% N=44
	Good		38% N=173
	Fair		31% N=140
	Poor		21% N=97
Code enforcement	Excellent		17% N=77
	Good		46% N=209
	Fair		26% N=120
	Poor		11% N=51
Affordable high-speed internet access	Excellent		24% N=131
	Good		41% N=223
	Fair		22% N=121
	Poor		13% N=69
Garbage collection	Excellent		46% N=268
	Good		42% N=248
	Fair		9% N=52
	Poor		3% N=18
Drinking water	Excellent		28% N=168
	Good		37% N=217

























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

Drinking water	Fair		21% N=122
	Poor		14% N=83
Sewer services	Excellent		39% N=210
	Good		52% N=279
	Fair		8% N=41
	Poor		2% N=11
Storm water management	Excellent		29% N=159
	Good		50% N=271
	Fair		13% N=73
	Poor		7% N=38
Power (electric and/or gas) utility	Excellent		37% N=218
	Good		47% N=279
	Fair		11% N=65
	Poor		6% N=33
Utility billing	Excellent		31% N=179
	Good		47% N=277
	Fair		17% N=102
	Poor		4% N=26
Police/Sheriff services	Excellent		35% N=196
	Good		48% N=265
	Fair		13% N=72
	Poor		4% N=21
Crime prevention	Excellent		26% N=137
	Good		49% N=261
	Fair		20% N=108
	Poor		5% N=24
Animal control	Excellent		31% N=128
	Good		49% N=205
	Fair		16% N=68
	Poor		3% N=14
Ambulance or emergency medical services	Excellent		42% N=179








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

Ambulance or emergency medical services	Good		50% N=213
	Fair		7% N=28
	Poor		1% N=3
Fire services	Excellent		50% N=224
	Good		43% N=195
	Fair		7% N=30
	Poor		0% N=1
Fire prevention and education	Excellent		37% N=140
	Good		46% N=174
	Fair		13% N=51
	Poor		4% N=15
Emergency preparedness	Excellent		26% N=84
	Good		46% N=150
	Fair		19% N=63
	Poor		9% N=28
Preservation of natural areas	Excellent		37% N=197
	Good		41% N=221
	Fair		15% N=82
	Poor		7% N=38
Scottsdale open space	Excellent		30% N=161
	Good		43% N=229
	Fair		18% N=95
	Poor		9% N=46
Recycling	Excellent		30% N=171
	Good		41% N=232
	Fair		13% N=76
	Poor		16% N=88
Yard waste pick-up	Excellent		38% N=179
	Good		45% N=215
	Fair		11% N=52
	Poor		6% N=27
































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



























City parks	Excellent		37% N=213
	Good		49% N=278
	Fair		13% N=75
	Poor		1% N=7
Recreation programs or classes	Excellent		32% N=129
	Good		51% N=204
	Fair		15% N=61
	Poor		1% N=5
Recreation centers or facilities	Excellent		32% N=141
	Good		51% N=224
	Fair		16% N=71
	Poor		0% N=1
Health services	Excellent		29% N=133
	Good		52% N=242
	Fair		13% N=59
	Poor		6% N=27
Public library services	Excellent		49% N=250
	Good		41% N=206
	Fair		8% N=41
	Poor		2% N=8
Overall customer service by Scottsdale employees	Excellent		39% N=199
	Good		48% N=246
	Fair		12% N=61
	Poor		1% N=6
































Please rate the following categories of Scottsdale government performance.



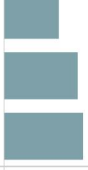






The value of services for the taxes paid to Scottsdale	Excellent		23% N=131
	Good		47% N=264
	Fair		24% N=136
	Poor		5% N=29
The overall direction that Scottsdale is taking	Excellent		15% N=85
	Good		43% N=238
	Fair		28% N=153
































Please rate the following categories of Scottsdale government performance.

The overall direction that Scottsdale is taking	Poor		14% N=76
The job Scottsdale government does at welcoming resident involvement	Excellent		13% N=58
	Good		42% N=182
	Fair		30% N=130
	Poor		14% N=60
Overall confidence in Scottsdale government	Excellent		12% N=64
	Good		50% N=272
	Fair		26% N=141
	Poor		12% N=66
Generally acting in the best interest of the community	Excellent		15% N=81
	Good		48% N=255
	Fair		23% N=124
	Poor		14% N=73
Being honest	Excellent		14% N=67
	Good		47% N=220
	Fair		27% N=126
	Poor		12% N=58
Being open and transparent to the public	Excellent		14% N=66
	Good		43% N=203
	Fair		29% N=136
	Poor		15% N=69
Informing residents about issues facing the community	Excellent		13% N=63
	Good		43% N=210
	Fair		30% N=148
	Poor		14% N=70
Treating all residents fairly	Excellent		15% N=68
	Good		46% N=204
	Fair		27% N=121
	Poor		11% N=49
Treating residents with respect	Excellent		18% N=86
	Good		53% N=249
































Please rate the following categories of Scottsdale government performance.	Treating residents with respect	Fair		22% N=106
		Poor		7% N=33
Overall, how would you rate the quality of the services provided by each of the following?	The City of Scottsdale	Excellent		27% N=158
		Good		57% N=336
		Fair		13% N=74
		Poor		3% N=20
	The Federal Government	Excellent		8% N=44
		Good		33% N=183
		Fair		36% N=204
		Poor		23% N=131
Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years.	Overall economic health	Essential		52% N=316
		Very important		36% N=220
		Somewhat important		12% N=70
		Not at all important		0% N=
	Overall quality of the transportation system	Essential		34% N=209
		Very important		41% N=249
		Somewhat important		23% N=143
		Not at all important		1% N=8
	Overall design or layout of residential and commercial areas	Essential		40% N=242
		Very important		42% N=256
		Somewhat important		17% N=101
		Not at all important		2% N=9
	Overall quality of the utility infrastructure	Essential		59% N=364
		Very important		35% N=214
		Somewhat important		6% N=34
		Not at all important		0% N=3
Overall feeling of safety	Essential		60% N=368	
	Very important		31% N=189	
	Somewhat important		9% N=55	
	Not at all important		1% N=5	
Overall quality of natural environment	Essential		44% N=268	





Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years.	Overall quality of natural environment	Very important		42% N=259
		Somewhat important		14% N=84
		Not at all important		1% N=4
	Overall quality of parks and recreation opportunities	Essential		32% N=197
		Very important		50% N=309
		Somewhat important		17% N=106
		Not at all important		0% N=3
	Overall health and wellness opportunities	Essential		31% N=191
		Very important		51% N=311
		Somewhat important		16% N=99
		Not at all important		1% N=7
	Overall opportunities for education, culture, and the arts	Essential		31% N=190
Very important			47% N=290	
Somewhat important			20% N=124	
Not at all important			2% N=11	
Residents' connection and engagement with their community	Essential		18% N=110	
	Very important		45% N=279	
	Somewhat important		33% N=202	
	Not at all important		4% N=23	
Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Scottsdale and its activities:	Scottsdale Update utility bill newsletter	Major source		19% N=115
		Minor source		36% N=223
		Not a source		45% N=275
	Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	Major source		17% N=101
		Minor source		33% N=202
		Not a source		50% N=307
	City website (ScottsdaleAZ.gov)	Major source		29% N=175
		Minor source		45% N=272
		Not a source		27% N=163
	Scottsdale Update weekly email newsletter (or other City email newsletters)	Major source		12% N=76
		Minor source		30% N=185
		Not a source		57% N=348

Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Scottsdale and its activities:	City Cable Channel 11 or Scottsdale Video Network	Major source		3% N=21
		Minor source		18% N=111
		Not a source		78% N=475
	Local newspapers, television or radio news	Major source		38% N=232
		Minor source		41% N=249
		Not a source		21% N=129
	Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	Major source		26% N=163
		Minor source		36% N=220
		Not a source		38% N=233
	Word of mouth	Major source		30% N=182
		Minor source		54% N=327
		Not a source		16% N=99
Please rate your current knowledge of the following aspects of water in Scottsdale:	Reductions in Scottsdale's water supply due to the Colorado River shortage	Very informed		28% N=171
		Somewhat informed		44% N=269
		Slightly informed		17% N=107
		Not at all informed		11% N=69
	Water conservation rebate programs currently offered by the City of Scottsdale (e.g. grass removal, irrigation timers, etc.)	Very informed		15% N=90
		Somewhat informed		31% N=194
		Slightly informed		20% N=125
		Not at all informed		34% N=207
	Ways in which your household can conserve water	Very informed		32% N=198
		Somewhat informed		37% N=224
		Slightly informed		19% N=119
		Not at all informed		11% N=70
Which of the following, if any, do you support the City of Scottsdale doing to help with our ongoing water shortages?	Adding ultra-purified, recycled water to supplement its drinking water supply	Strongly support		46% N=249
		Somewhat support		42% N=231
		Somewhat oppose		7% N=37
		Strongly oppose		5% N=28
	Increasing rates charged to customers to secure water supplies for future generations	Strongly support		18% N=104
		Somewhat support		37% N=213
		Somewhat oppose		26% N=147

Which of the following, if any, do you support the City of Scottsdale doing to help with our ongoing water shortages?	Increasing rates charged to customers to secure water supplies for future generations	Strongly oppose		19% N=108
	Implementing outdoor water restrictions on residents and businesses	Strongly support		46% N=269
		Somewhat support		37% N=219
		Somewhat oppose		10% N=59
		Strongly oppose		7% N=38
How often, if at all, do you review your utility bill to better understand your water usage in gallons?	Frequently		44% N=175	
	Sometimes		27% N=108	
	Rarely		17% N=67	
	Never		11% N=45	
Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?	Never served in the military		89% N=556	
	Only on active duty for training in the Reserves or National Guard		2% N=12	
	On active duty in the past, but not now		9% N=56	
In general, how many times do you:	Access the internet from your home	Several times a day		91% N=567
		Once a day		4% N=23
		A few times a week		2% N=12
		Every few weeks		1% N=5
		Less often or never		3% N=16
Access the internet from your cell phone	Several times a day		86% N=536	
	Once a day		4% N=24	
	A few times a week		4% N=24	
	Every few weeks		1% N=6	
	Less often or never		5% N=32	
Visit social media sites	Several times a day		48% N=296	
	Once a day		13% N=80	
	A few times a week		11% N=66	
	Every few weeks		4% N=26	
	Less often or never		25% N=152	
Use or check email	Several times a day		85% N=527	
	Once a day		10% N=62	
	A few times a week		4% N=22	
	Every few weeks		0% N=3	

In general, how many times do you:	Use or check email	Less often or never	1% N=9
	Share your opinions online	Several times a day	6% N=38
		Once a day	2% N=12
		A few times a week	11% N=64
		Every few weeks	17% N=102
		Less often or never	64% N=383
Shop online	Several times a day	10% N=61	
	Once a day	9% N=54	
	A few times a week	40% N=246	
	Every few weeks	30% N=185	
	Less often or never	12% N=72	
Please rate your overall health.	Excellent	41% N=257	
	Very good	38% N=238	
	Good	18% N=115	
	Fair	2% N=14	
	Poor	0% N=2	
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	4% N=24	
	Somewhat positive	12% N=73	
	Neutral	43% N=270	
	Somewhat negative	33% N=203	
	Very negative	9% N=53	
How many years have you lived in Scottsdale?	Less than 2 years	16% N=103	
	2-5 years	18% N=113	
	6-10 years	14% N=90	
	11-20 years	15% N=92	
	More than 20 years	36% N=228	
Which best describes the building you live in?	One family house detached from any other houses	54% N=340	
	Building with two or more homes (duplex, townhome, apa..	44% N=276	
	Mobile home	0% N=1	
	Other	1% N=8	
Do you rent or own your home?	Rent	33% N=207	

Do you rent or own your home?	Own		67% N=415
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		6% N=37
	\$500 to \$999		9% N=53
	\$1,000 to \$1,499		15% N=91
	\$1,500 to \$1,999		17% N=103
	\$2,000 to \$2,499		19% N=112
	\$2,500 to \$2,999		12% N=71
	\$3,000 to \$3,499		6% N=38
	\$3,500 or more		16% N=99
Do any children 17 or under live in your household?	No		84% N=525
	Yes		16% N=100
Are you or any other members of your household aged 65 or older?	No		59% N=364
	Yes		41% N=255
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		5% N=27
	\$25,000 to \$49,999		9% N=53
	\$50,000 to \$74,999		12% N=74
	\$75,000 to \$99,999		14% N=82
	\$100,000 to \$149,999		20% N=121
	\$150,000 or more		40% N=238
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		92% N=573
	Yes, I consider myself to be Spanish, Hispanic, or Latino		8% N=47
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		0% N=2
	Asian, Asian Indian, or Pacific Islander		6% N=37
	Black or African American		1% N=5
	White		91% N=557
	Other		4% N=27
	In which category is your age?	18-24 years	
25-34 years			22% N=135
35-44 years			10% N=62
45-54 years			18% N=114
55-64 years			14% N=84

In which category is your age?	65-74 years		18% N=115
	75 years or older		16% N=102
What is your gender?	Woman		52% N=323
	Man		48% N=296

The City of Scottsdale 2022-23 Community Survey

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

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

	Excellent	Good	Fair	Poor	Don't know
Scottsdale as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Scottsdale as a place to raise children	1	2	3	4	5
Scottsdale as a place to work	1	2	3	4	5
Scottsdale as a place to visit	1	2	3	4	5
Scottsdale as a place to retire.....	1	2	3	4	5
The overall quality of life in Scottsdale.....	1	2	3	4	5
Sense of community	1	2	3	4	5

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

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

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

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Scottsdale to someone who asks.....	1	2	3	4	5
Remain in Scottsdale for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In Scottsdale's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime	1	2	3	4	5	6
From fire, flood, or other natural disaster.....	1	2	3	4	5	6

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

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

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

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

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

	Excellent	Good	Fair	Poor	Don't know
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Scottsdale	1	2	3	4	5
Ease of travel by public transportation in Scottsdale.....	1	2	3	4	5
Ease of travel by bicycle in Scottsdale	1	2	3	4	5
Ease of walking in Scottsdale	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Scottsdale	1	2	3	4	5
Overall appearance of Scottsdale.....	1	2	3	4	5
Cleanliness of Scottsdale.....	1	2	3	4	5
Water resources (lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts	1	2	3	4	5
Availability of affordable quality childcare/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride	1	2	3	4	5
Neighborliness of residents in Scottsdale.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

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

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

The City of Scottsdale 2022-23 Community Survey

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space and greenbelts).....	1	2	3	4	5
Scottsdale open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.).....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Scottsdale.....	1	2	3	4	5
The overall direction that Scottsdale is taking.....	1	2	3	4	5
The job Scottsdale government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Scottsdale government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

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

12. Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years.

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

13. Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
Scottsdale Update utility bill newsletter	1	2	3
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	1	2	3
City website (ScottsdaleAZ.gov).....	1	2	3
Scottsdale Update weekly email newsletter (or other City email newsletters).....	1	2	3
City Cable Channel 11 or Scottsdale Video Network	1	2	3
Local newspapers, television or radio news.....	1	2	3
Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	1	2	3
Word of mouth	1	2	3

14. Please rate your current knowledge of the following aspects of water in Scottsdale:

	<u>Very informed</u>	<u>Somewhat informed</u>	<u>Slightly informed</u>	<u>Not at all informed</u>
Reductions in Scottsdale’s water supply due to the Colorado River shortage	1	2	3	4
Water conservation rebate programs currently offered by the City of Scottsdale (e.g. grass removal, irrigation timers, etc.)	1	2	3	4
Ways in which your household can conserve water.....	1	2	3	4

15. Which of the following, if any, do you support the City of Scottsdale doing to help with our ongoing water shortages?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don’t know</u>
Adding ultra-purified, recycled water to supplement its drinking water supply	1	2	3	4	5
Increasing rates charged to customers to secure water supplies for future generations.....	1	2	3	4	5
Implementing outdoor water restrictions on residents and businesses	1	2	3	4	5

16. How often, if at all, do you review your utility bill to better understand your water usage in gallons?

- Frequently Sometimes Rarely Never Don’t know

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

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

The City of Scottsdale 2022-23 Community Survey

Our last questions are about you and your household.
Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

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

D2. Please rate your overall health.

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. How many years have you lived in Scottsdale?

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

D5. Which best describes the building you live in?

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

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

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

- No Yes

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

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

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

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

- American Indian or Alaskan Native
 Asian, Asian Indian, or Pacific Islander
 Black or African American
 White
 Other

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Woman
 Man
 Identify in another way → go to D14a

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

- Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 Not listed, I identify as: _____

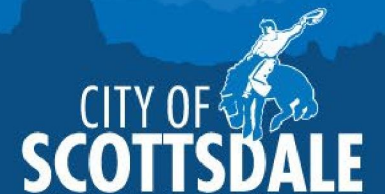
Thank you!

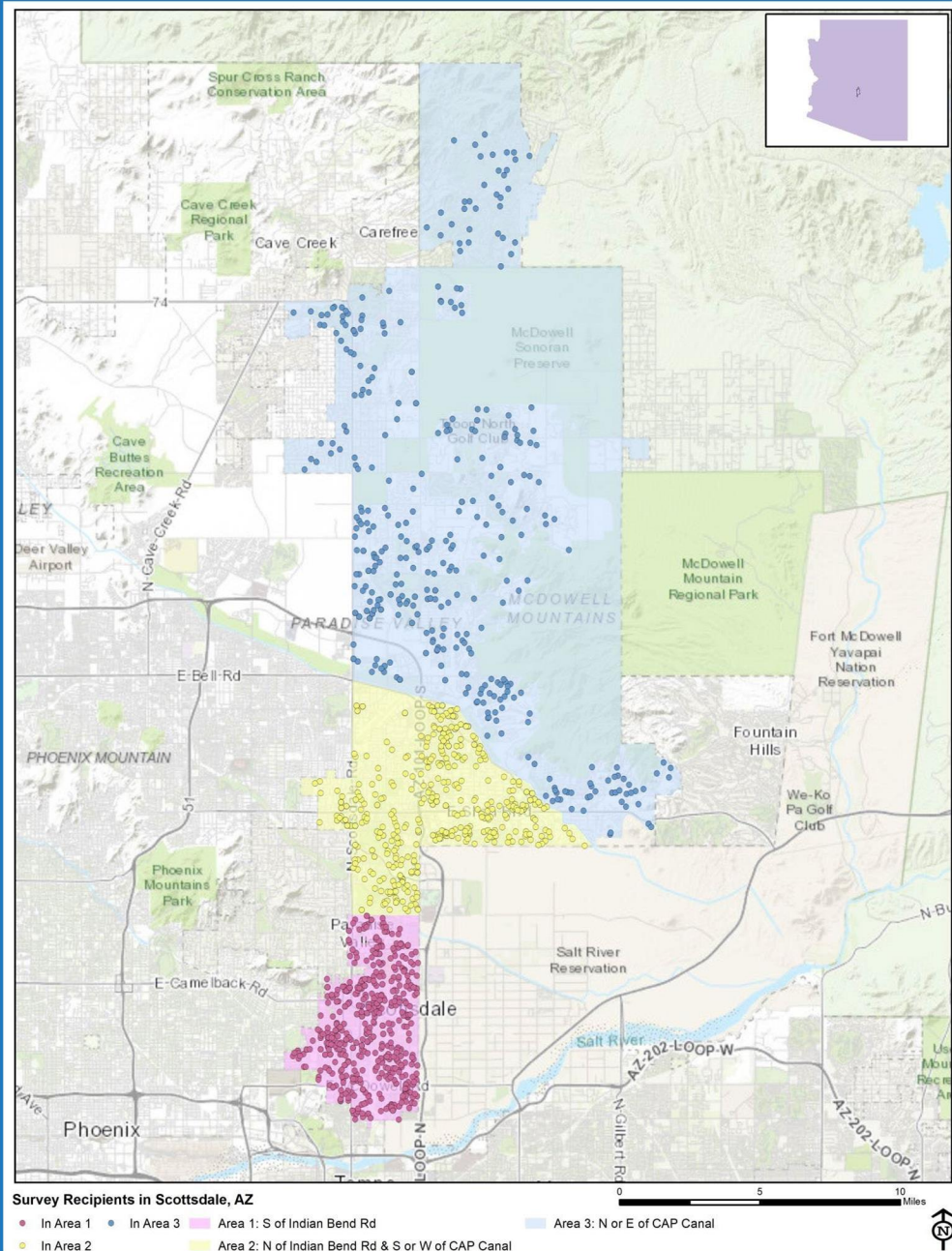
Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

Highlights of Results from Scottsdale's 2023 National Community Survey

City Council Retreat
March 9, 2023

Survey results are available at [ScottsdaleAZ.gov](https://scottsdaleaz.gov), search "survey"





Overview

- National Community Survey was conducted by the National Research Center
- Similar surveys done in 600+ communities
- Scottsdale conducted similar surveys in 2003, 2004, 2006, 2010, 2013, 2016, 2018, 2021
- Scientific, random sample of 5,500 residents with a 13% response rate
- Margin of error $\pm 4\%$

Summary

- Residents continue to experience a high quality of life and feel a high sense of safety within the community
- Ratings of the local economy remain strong and approve Scottsdale as a place to work and to visit but affordability is a concern.
- Recreation and the natural environment ranked higher than national benchmarks
- Residents are in support of measures to address water shortages
- Mobility rating have some declines but with an increase in use of alternate modes of transportation

Residents continue to rate their quality of life positively

	2010	2013	2016	2018	2020	2023	Benchmark
Scottsdale as a place to live	96%	98%	98%	97%	96%	98%	↑
Scottsdale as a place to visit	-	94%	95%	96%	95%	97%	↑↑
Scottsdale as a place to work	88%	86%	92%	90%	92%	90%	↑
Scottsdale as a place to retire	91%	91%	92%	90%	93%	85%	↑
Overall appearance of Scottsdale	94%	96%	93%	90%	88%	87%	↑

Facets of Livability

QUALITY

	<ul style="list-style-type: none">• Education, Arts & Culture	<ul style="list-style-type: none">• Economy• Safety• Health & Wellness
	<ul style="list-style-type: none">• Community Design	<ul style="list-style-type: none">• Utilities• Natural Environment
	<ul style="list-style-type: none">• Inclusivity & engagement• Mobility	

IMPORTANCE

Safety, economy and transportation are priorities

How important, if at all, is it for the Scottsdale community to focus on each of the following in the coming two years?

Overall quality of the utility infrastructure	93%
Overall feeling of safety in Scottsdale	90%
Overall economic health of Scottsdale	89%
Quality of overall natural environment in Scottsdale	85%
Health and wellness opportunities in Scottsdale	83%
Overall quality of parks and recreation opportunities	82%
Overall design or layout of Scottsdale's residential and commercial areas	81%
Overall opportunities for education, culture and the arts	78%
Overall quality of the transportation system in Scottsdale	75%
Residents' connection and engagement with their community	64%

Residents are pleased with the quality of services and with customer service

	2010	2013	2016	2018	2020	2023	Benchmark
Services provided by the city	88%	87%	89%	86%	79%	84%	↔
Overall customer service by employees	83%	80%	90%	79%	84%	86%	↔
Value of services for taxes paid	74%	70%	71%	64%	73%	71%	↑

HIGHEST RATINGS:

	Percent positive	Trend	Benchmark
Scottsdale as a place to live	98%	↑	↑
Scottsdale as a place to visit	97%	↑	↑↑
Ability to access internet in the home	97%	↔	↔
Ability to check email	97%	↑	↔
Safety in your neighborhood during the day	95%	↓	↔
The overall quality of life in Scottsdale	95%	↓	↑
Likely to recommend living in Scottsdale to someone who asks	94%	↓	↑
Shopping opportunities in Scottsdale	94%	↓	↑↑
Ability to access internet from their cell phone	94%	↑	↔

LOWEST RATINGS:

	Percent positive	Trend	Benchmark
Used bus, rail, subway, or other public transportation instead of driving	14%	↑	↔
Economy will have a positive impact on income	16%	↓	↔
Contacted Scottsdale elected officials to express your opinion	17%	↓	↔
Share your opinions online	19%	↓	↓
Availability of affordable quality housing	19%	↓	↓
Campaigned or advocated for an issue, cause or candidate	21%	↓	↔
Ease of travel by public transportation	23%	↓	↔
Attended a local public meeting	24%	↑	↔
Watched a local public meeting	34%	↓	↔
Volunteered your time to some group/activity in Scottsdale	33%	↑	↔

OTHER RATINGS OF NOTE:

	Percent positive	Trend	Benchmark
Overall confidence in Scottsdale City Government	62%	↑	↔
The overall direction Scottsdale is taking	60%	↓	↔
Generally acting in the best interest of the community	63%	↓	↔
The job Scottsdale government does at welcoming resident involvement	55%	↓	↔
Being open and transparent to the public	57%	↑	↔
Informing residents about issues facing the community	55%	↑	↔
Treating all residents fairly	62%	↓	↔
Treating residents with respect	71%	↓	↔

Highlights of Results from Scottsdale's 2023 National Community Survey

City Council Retreat
March 9, 2023

Survey results are available at [ScottsdaleAZ.gov](https://scottsdaleaz.gov), search "survey"

