

Neighborhoods

Beginning in 1995, respondents were asked to think about the neighborhood in which they live, and rate the quality of life as "better", "about the same" or "worse" over the past few years. Following is a comparison of the results.

Quality	1995	1996	1997
Better	22%	22%	19%
About the same	64%	61%	64%
Worse	14%	17%	17%

Conclusions

The survey suggests special attention should be given to the following:

Growth. The percentage of citizens concerned with growth has increased from 12% in 1993 to 35% in 1997. Responses varied from "too much growth and development" and "growing too fast" to "too many people" and "expansion in the north". Another 8% of the sample cited planning and zoning as the city's biggest problem.

Traffic. Survey results continue to show traffic as the city's second biggest problem. Citizens generally cited too much traffic, lack of freeway, lack of north/south roadway alternatives, and lack of traffic signal coordination.

Transit/Bus Service. Citizen satisfaction with bus service and dial-a-ride has declined from 46% in 1996 to 29% in 1997. When asked to name the biggest problem facing Scottsdale, 8% named lack of public transportation compared with 2% in 1994 and 4% in 1996.

Demographics of the Sample

The survey is based on a sample of 421 adult City of Scottsdale residents selected by employing a random digit dialing sampling. Each respondent was interviewed during the period September 30 - October 7.

Registered to Vote:

87% of those polled are registered voters

Number of Years a Scottsdale Resident:

25% Less than 5 years

38% 5 to 14 years

37% 15 years or more

Geographical Location:

43% South of Indian Bend Road

57% North of Indian Bend Road

Own or Rent:

83% Own

Age:

9% 18-30 years

24% 31-45 years

37% 46-64 years

30% 65 years or older

Sex:

57% Female

43% Male

Education:

14% High School or less

38% Some college

31% Bachelor's degree

17% Post graduate degree

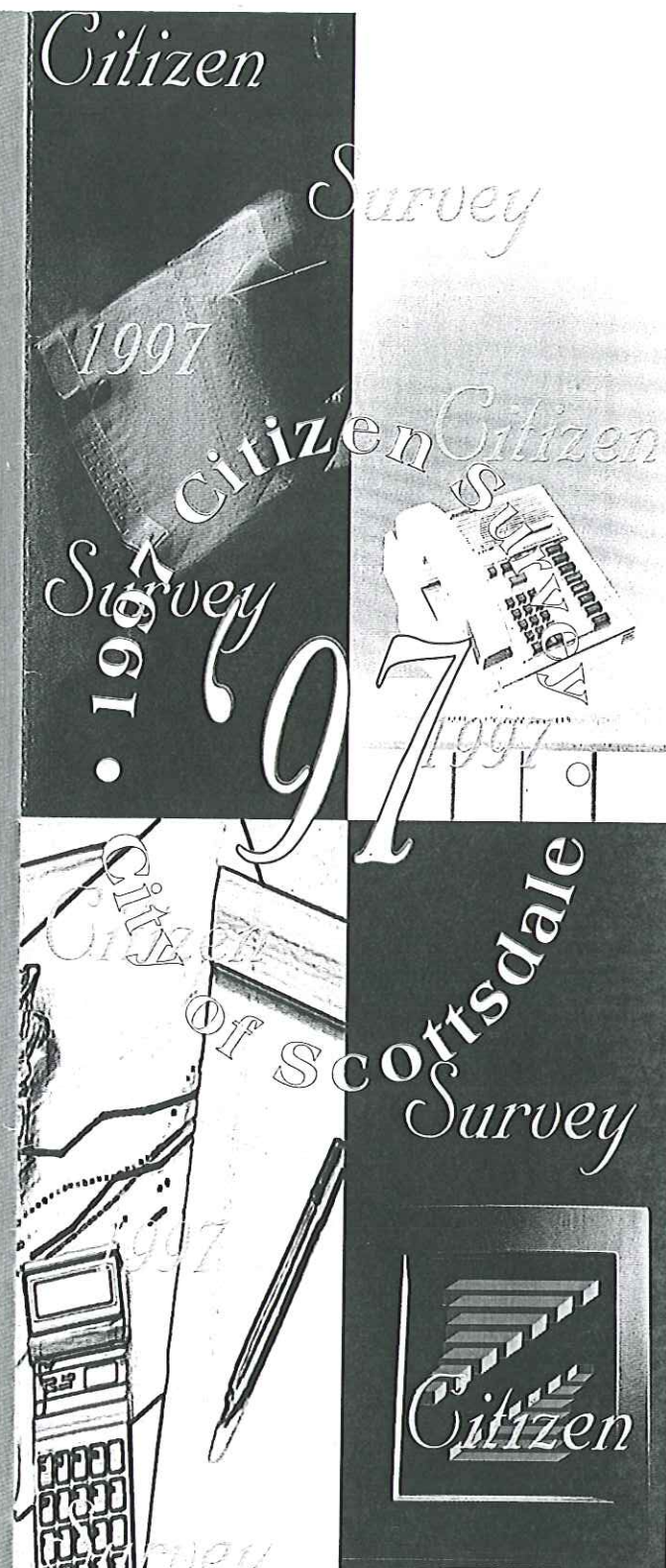
Own a Personal Computer:

61% Yes

39% No



Prepared By:
Accounting and Budget Division
Financial Services



1997 Scottsdale Citizen Survey

The Scottsdale Citizen Survey is conducted annually to gain insight into trends in citizen satisfaction with the services the city provides, as well as how citizens feel the City is doing in general, what they like most about living here, and what they like least about living here. The results are used to assist in organizational performance assessment, help establish budget priorities, and as a guide for ongoing strategic planning efforts.

Results of the survey are valid at the 95% confidence level, meaning that if the survey were conducted 100 times, the same results would occur 95 times. The sampling error is plus or minus 5%, meaning if 95% indicated satisfaction, the actual percentage ranges between 90% and 100%.

The survey was conducted between September 30 and October 7 under the direction of Dr. Bruce Merrill, Professor of Mass Communication and Director of the Media Research Program in the Walter Cronkite School at Arizona State University.

Overall Satisfaction with Services

Survey respondents were asked, "Overall, do you think the City is doing a very good, good, poor, or very poor job of providing services to you?" The results, compared to prior years are:

Rating	1994	1995	1996	1997
Very Good	36%	41%	38%	32%
Good	61%	57%	57%	63%
Total	97%	98%	95%	95%
Poor/Very Poor	2%	2%	4%	4%
Don't Know	1%	0%	1%	1%
Total	3%	2%	5%	5%

Ratings of Selected City Services

Citizens were then asked to rate specific services using the same scale - very good, good, poor or very poor. The total percentages of those responding very good and good are tabulated below and compared to prior years. Respondents who indicate they "don't know" when asked to rate a service, are excluded when compiling the satisfaction rating of each service. Results are listed in the order asked in the survey.

City Service	1994	1995	1996	1997
Library Services	98%	99%	98%	100%
Recreational Programs	96%	96%	96%	98%
Emergency Medical Services	98%	99%	97%	98%
Fire Services	98%	98%	98%	99%
Parks/Open Space	96%	97%	96%	94%
Planning/Zoning	74%	71%	63%	52%
Water and Sewer	85%	85%	89%	92%
Drainage Control	69%	78%	78%	77%
Residential Refuse/ Garbage Collection	94%	95%	92%	92%
Traffic Flow/ Signalization	64%	68%	61%	55%
Bus/Dial-A-Ride	48%	62%	46%	29%
Street Maintenance	81%	87%	87%	85%
Community Arts/ Cultural Programs	97%	95%	95%	96%
Recycling Services	56%	44%	79%	88%
Police	91%	95%	94%	97%

The 1997 survey results continue to show that citizens are very satisfied with city provided services. Since the sampling error is + or - 5%, only variations of 5% or more from the previous year are considered indications of a change in satisfaction. Of particular note, then, is the increase in the satisfaction for Recycling Services (+9%), likely due to the full implementation of curbside recycling program. A significant decrease in satisfaction

occurs in Planning and Zoning (-11%), which may be tied to "growth" an issue identified later in this survey as being what citizens like least about living in Scottsdale. Other significant decreases occur in the rating of Bus/Dial-A-Ride Service (-17%), which also is identified later in this survey as the third highest priority issue for the City, and in Traffic Flow/Signalization (-6%) which may be due to major road construction projects occurring in several locations throughout the city. When asked to rate Police Services, half of the respondents were simply asked to rate Police Services, while the other half were asked to "exclude their position on the use of traffic cameras or photo radar" when responding to the question. The results were averaged to arrive at 97% satisfaction. The satisfaction, ignoring the use of photo radar was near 98%, while the other half of the sample rated police services at 95.4%.

What People Like Most About Living in Scottsdale

Citizens were asked to identify what they like most about living in Scottsdale. This was an open-ended question, with no topic suggested by the interviewer. Responses compared to the prior year were:

Characteristic	1996	1997
Weather	7%	16%
Location/Convenience	17%	15%
Cleanliness	21%	13%
Atmosphere/Ambiance	8%	9%
Parks/Open Space/Libraries/Arts	10%	8%
Friendly People/Community	9%	7%
Safe Environment	5%	7%
Everything	3%	6%
City Government/Services	6%	5%
Neighborhood	2%	2%
Schools	2%	2%
All Other/Don't Know	8%	4%

What People Like Least About Living in Scottsdale

Citizens were also asked what they consider to be the major problem facing the City. This was also an open-ended question. Responses were:

Characteristic	1996	1997
Growth/Development	33%	35%
Traffic/Traffic Flow/No Freeway	24%	25%
Transit/Bus Service	4%	8%
Planning/Zoning	8%	8%
Crime/Safety	8%	6%
City Government	1%	3%
Environmental	2%	2%
Deterioration	2%	0%
All Others	8%	6%
None Mentioned	10%	7%

Priority Issues - Historical Perspective

Issue	1994	1995	1996	1997
Growth/Development	14%	28%	33%	35%
Traffic/Traffic Flow	33%	24%	24%	25%
Transit/Bus Service	2%	3%	4%	8%
Planning/Zoning	8%	8%	8%	8%
Crime	20%	8%	8%	6%

Growth continues to be the top problem named by this year's survey respondents, while traffic related problems remained second. A newcomer to the priority listing is Transit/Bus Service which has increased from 4% in 1996 to 8% in 1997. This may be due in part to the publicity surrounding the recent Transit election. The most significant improvement over the four year period has occurred in the respondent's concern with crime, which has dropped from the second highest concern in 1994, to the fifth highest concern in 1997.