

The National
CITIZEN SURVEY™

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**Report of Results for
The City of Scottsdale, AZ**



Submitted by:

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

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

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

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 370 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 987 residents, for a response rate of 37.5%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

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

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

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

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

- 3) Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- 4) Selecting the respondent within the household using an unbiased sampling procedure¹.
- 5) Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- 6) Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
- 7) Providing a self-addressed, postage-paid return envelope.
- 8) Offering the survey in Spanish when appropriate and requested by city officials.
- 9) Using the most recent available information about the characteristics of jurisdiction residents to reweight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

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

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

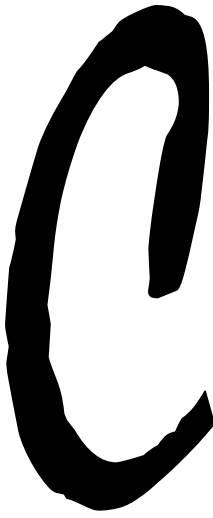
“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix I. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

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

Putting Evaluations Onto a 100-Point Scale

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



COMMUNITY LIFE

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

QUALITY OF LIFE

When asked to rate the overall quality of life in Scottsdale, 40% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” Scottsdale as a place to live received an average rating of 77 on a 100-point scale. Other ratings can be seen in the charts on the following page.

Figure 1: Overall Quality of Life in Scottsdale

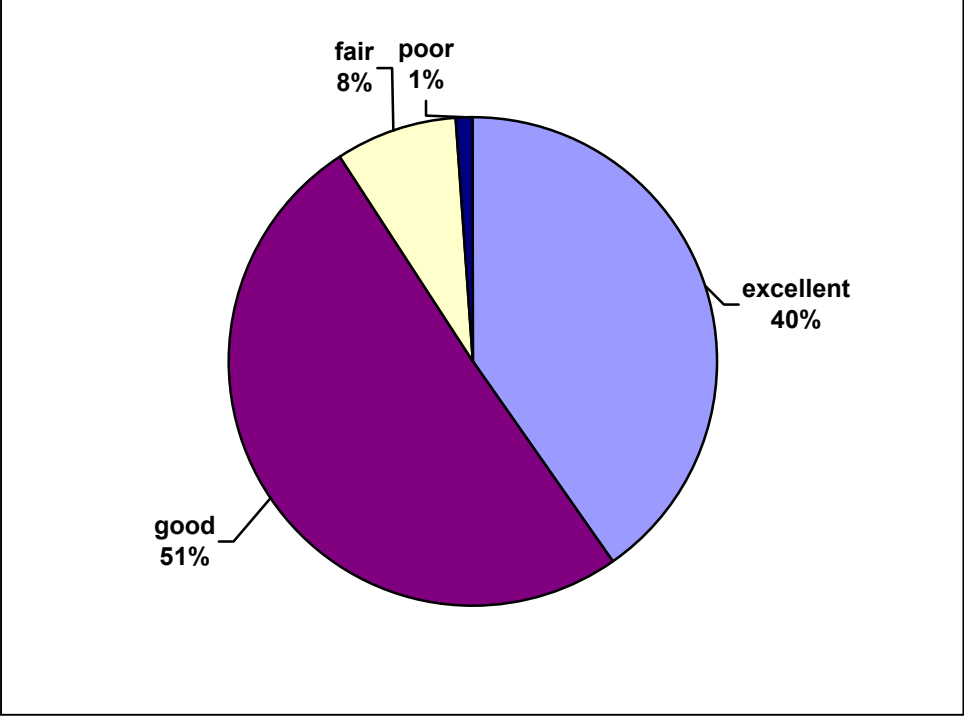


Figure 2: Quality of Life Ratings

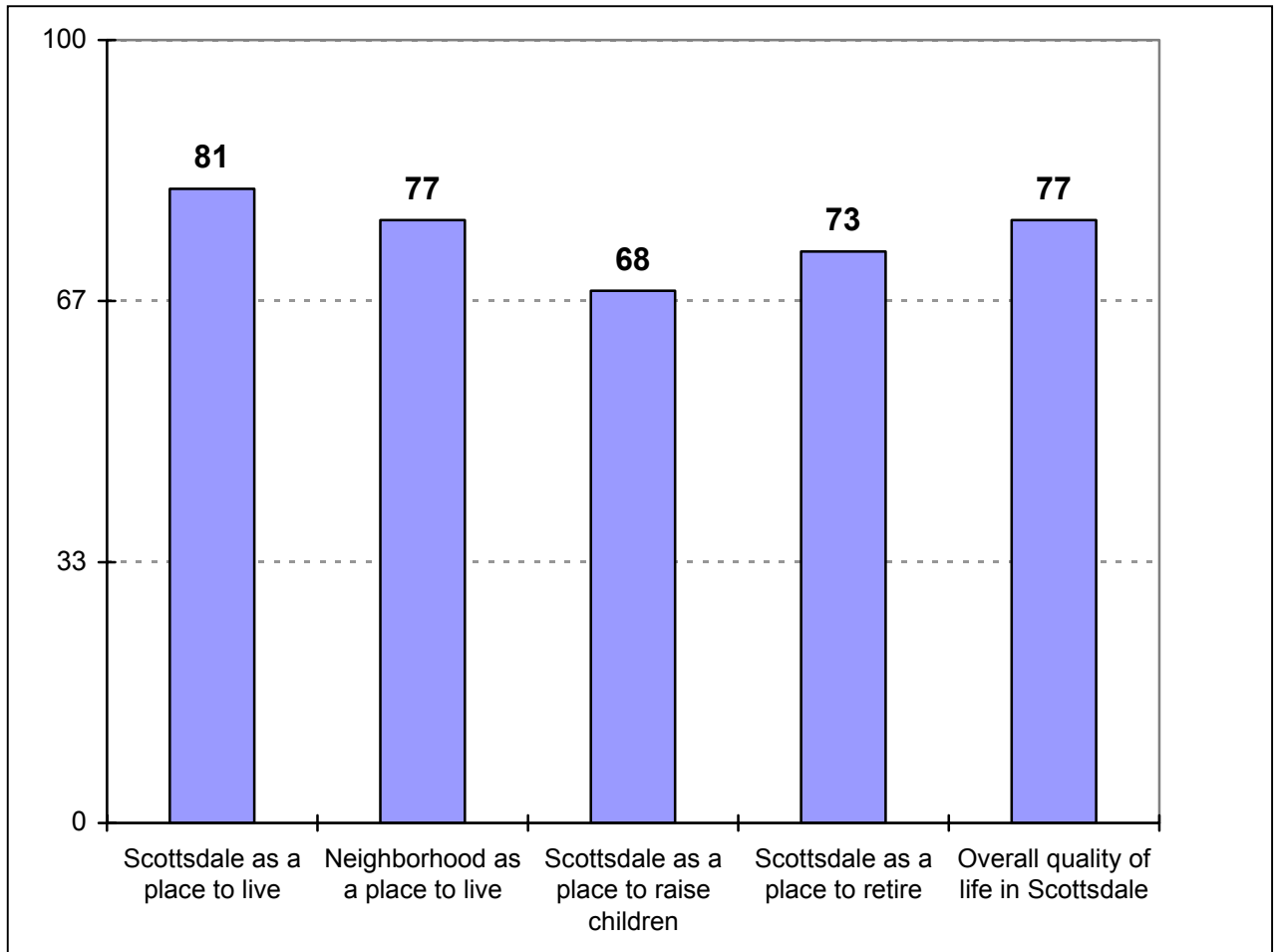


Figure 2b: Quality of Life Ratings

	excellent	good	fair	poor	Total
How do you rate Scottsdale as a place to live?	51%	44%	5%	1%	100%
How do you rate your neighborhood as a place to live?	47%	39%	11%	2%	100%
How do you rate Scottsdale as a place to raise children?	30%	50%	16%	4%	100%
How do you rate Scottsdale as a place to retire?	40%	42%	14%	4%	100%
How do you rate the overall quality of life in Scottsdale?	40%	50%	8%	1%	100%

Note: "Don't Know" responses are removed

RATINGS OF COMMUNITY CHARACTERISTICS IN SCOTTSDALE

The highest rated characteristics of Scottsdale were shopping opportunities, overall appearance and recreational opportunities. When asked about potential problems in Scottsdale, the three concerns rated by the highest proportion of respondents as a “major problem” were traffic congestion, too much growth, and drugs. The rate of population growth in Scottsdale was viewed as “too fast” by 80% of respondents, while 0% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities

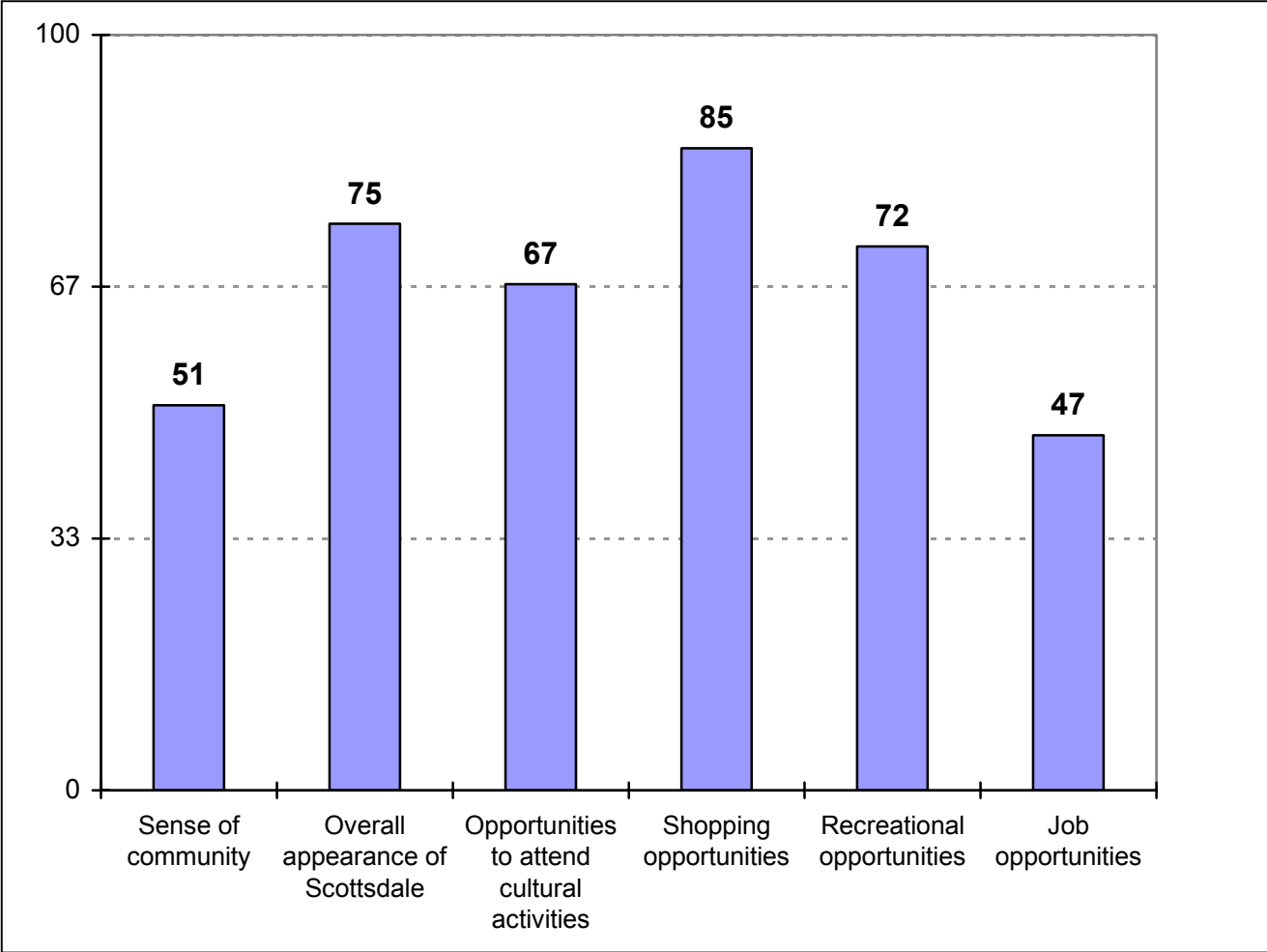


Figure 3b: Characteristics of the Community: General and Opportunities					
	excellent	good	fair	poor	Total
Sense of community	12%	41%	35%	12%	100%
Overall appearance of Scottsdale	37%	52%	10%	1%	100%
Opportunities to attend cultural activities	27%	53%	17%	4%	100%
Shopping opportunities	62%	31%	5%	1%	100%
Recreational opportunities	36%	45%	16%	2%	100%
Job opportunities	8%	39%	38%	15%	100%
Note: "Don't Know" responses are removed					

Figure 4: Characteristics of the Community: Access

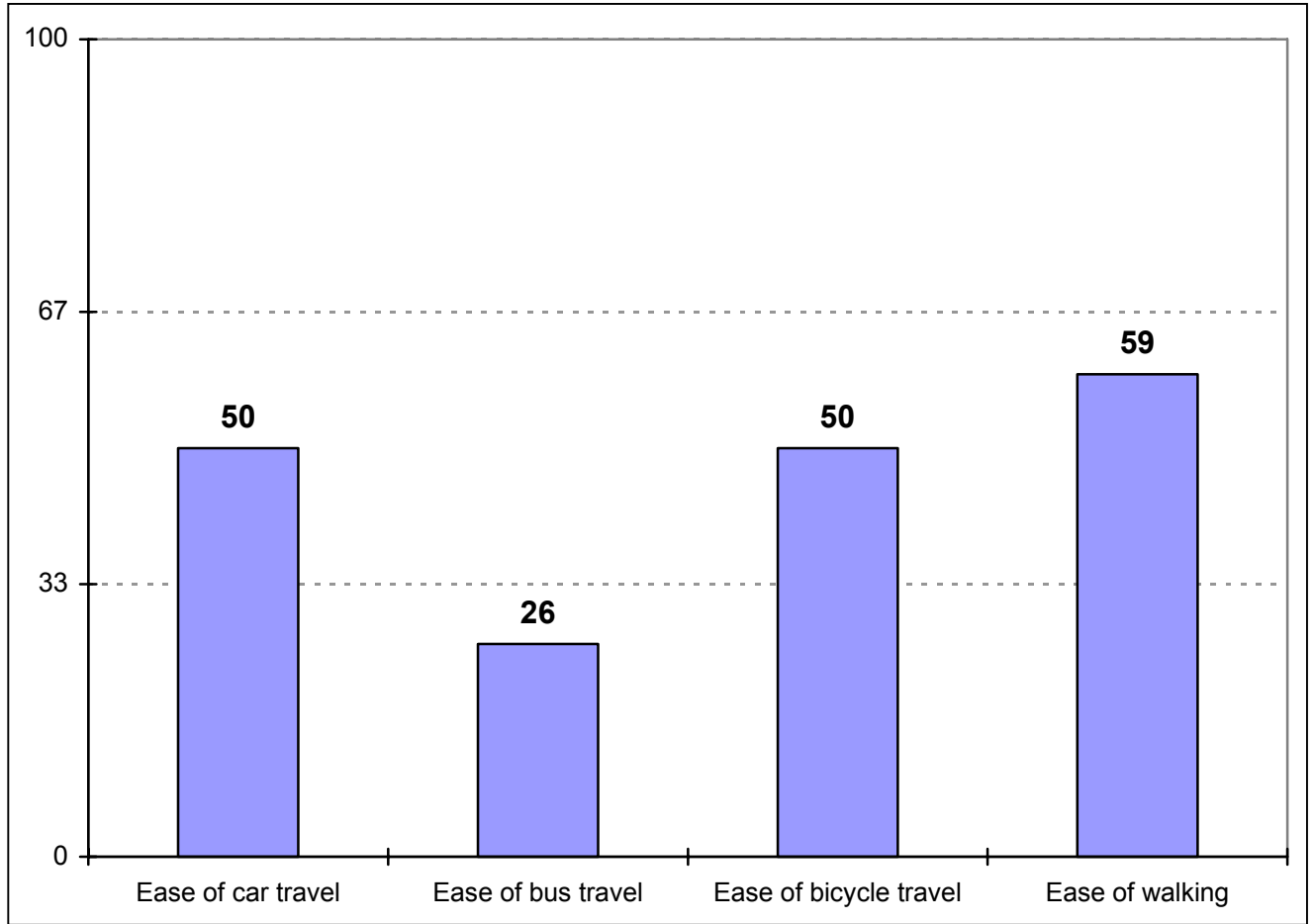


Figure 4b: Characteristics of the Community: Access and Mobility

	excellent	good	fair	poor	Total
Ease of car travel in Scottsdale	12%	40%	34%	14%	100%
Ease of bus travel in Scottsdale	6%	16%	28%	50%	100%
Ease of bicycle travel in Scottsdale	11%	43%	30%	16%	100%
Ease of walking in Scottsdale	21%	44%	26%	9%	100%

Note: "Don't Know" responses are removed

Figure 5: Ratings of Potential Problems in Scottsdale

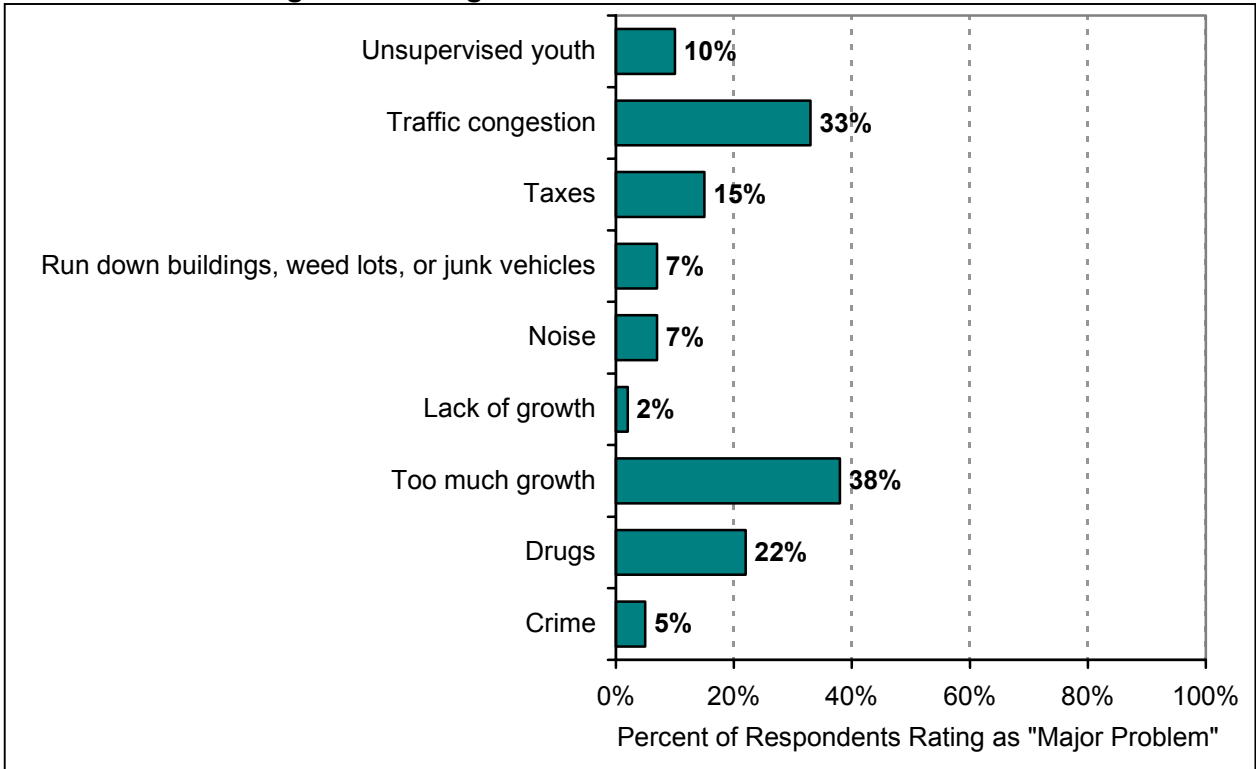
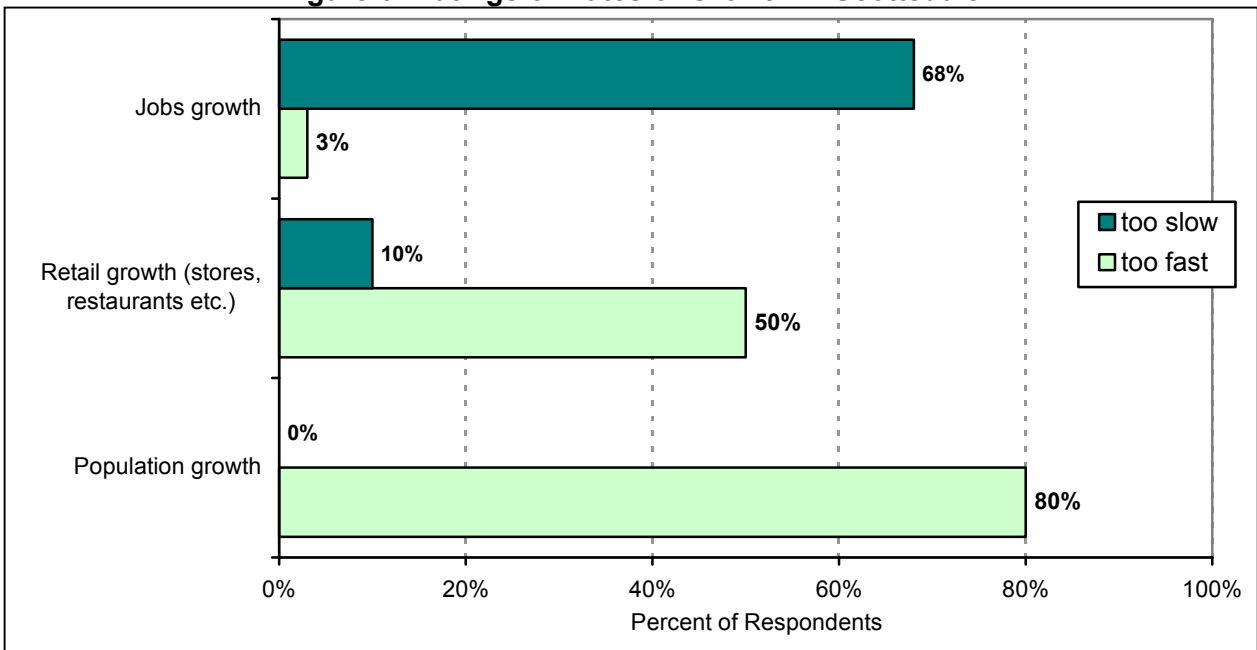


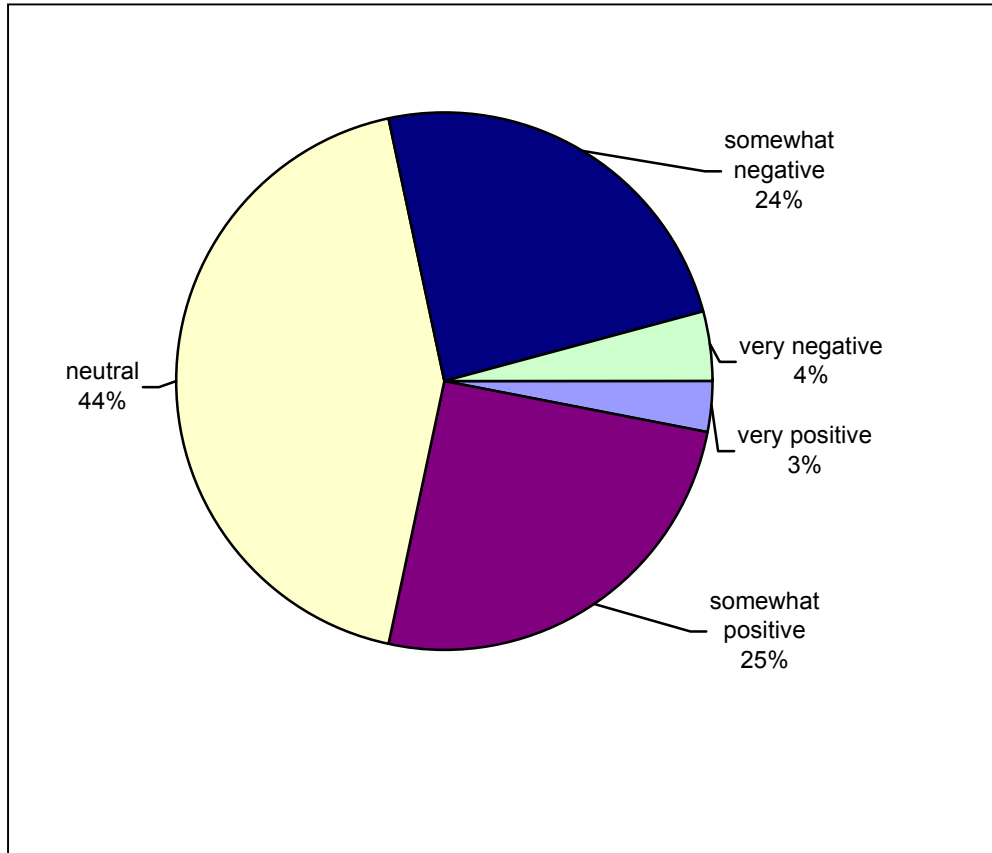
Figure 6: Ratings of Rates of Growth in Scottsdale



*Note: Responses of "neither too fast nor too slow" were omitted.

Figure 7: Perceptions of Economy

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



PERCEPTIONS OF SAFETY

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

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

Figure 8: Ratings of Safety from Various Problems in Scottsdale

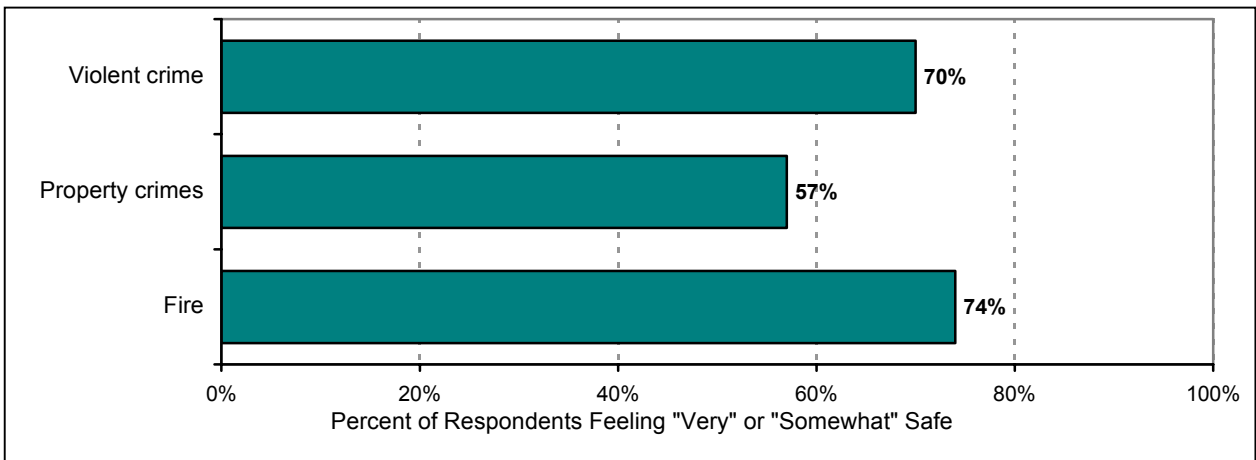


Figure 9: Ratings of Safety in Various Areas in Scottsdale

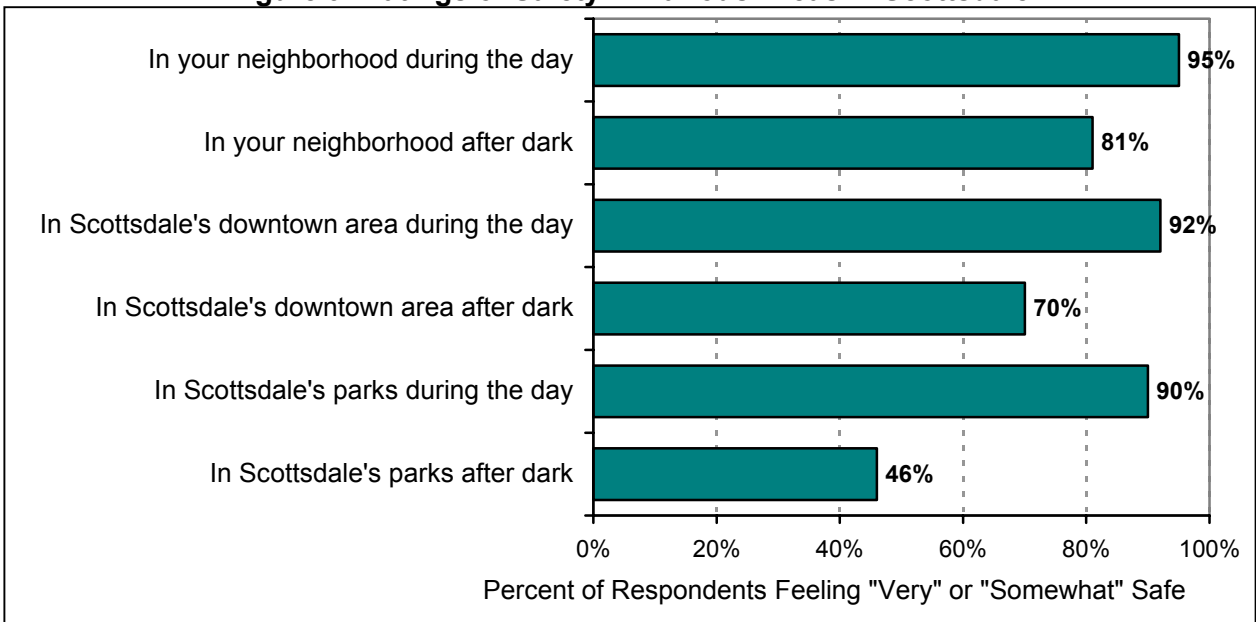


Figure 10: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

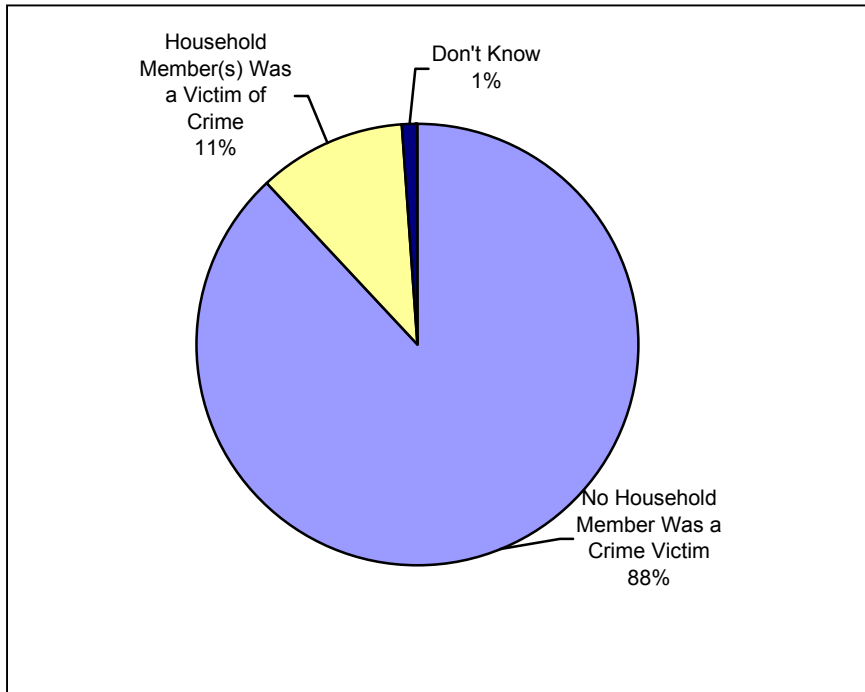
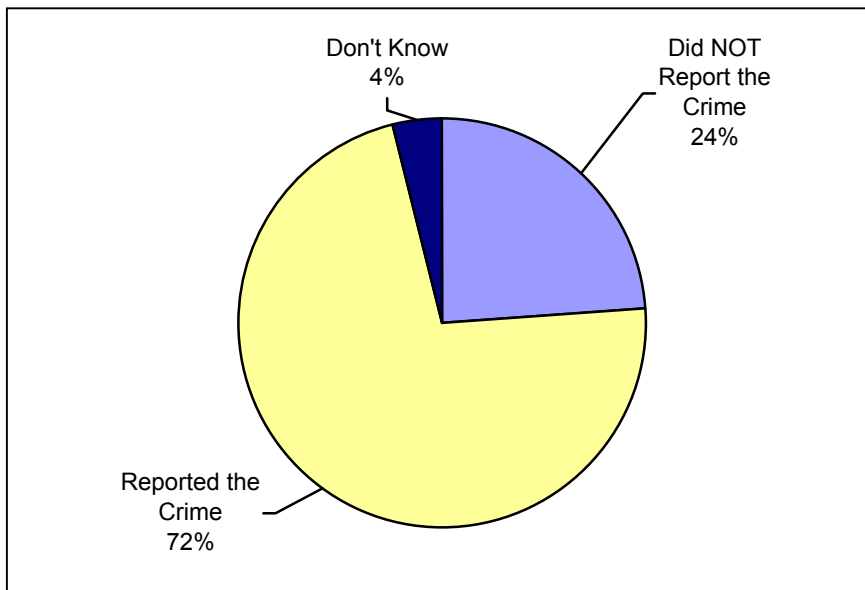


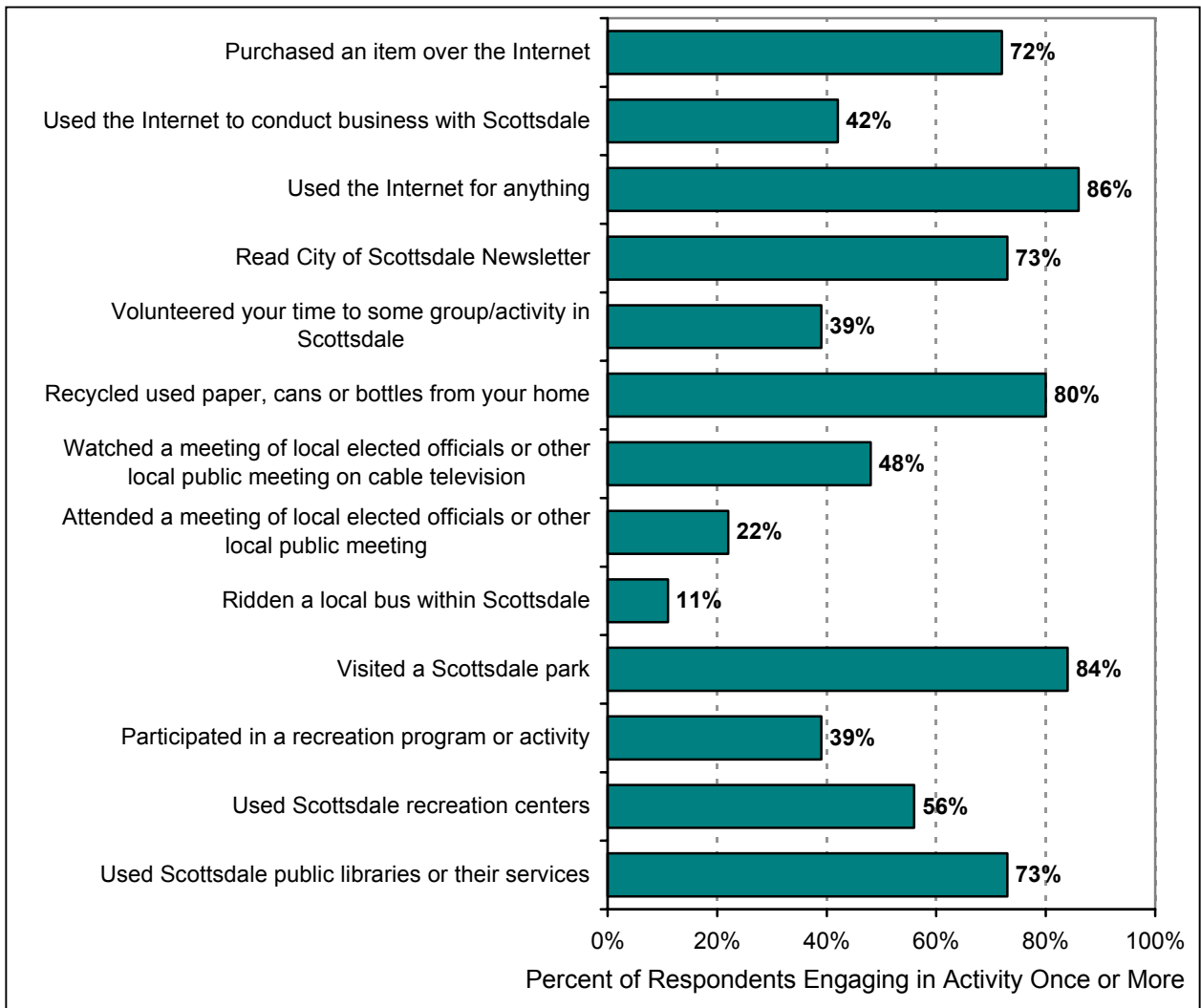
Figure 11: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



COMMUNITY PARTICIPATION

Participation in the civic, social and economic life of Scottsdale during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 84% reported visiting a Scottsdale park in the past year.

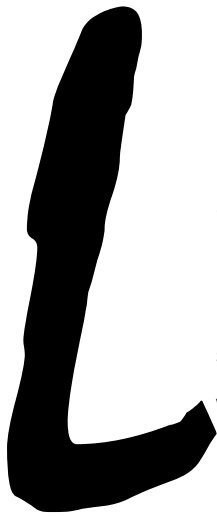
Figure 12: Percent of Respondents Engaging in Various Activities in Scottsdale in the Past Year



Voter status was also estimated.²

Figure 13: Voter Status			
	no	yes	Total
Did you vote in the last election?	34%	66%	100%
Are you likely to vote in the next election?	12%	88%	100%

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



LOCAL GOVERNMENT

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

PUBLIC TRUST

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

Figure 14: Ratings of Public Trust

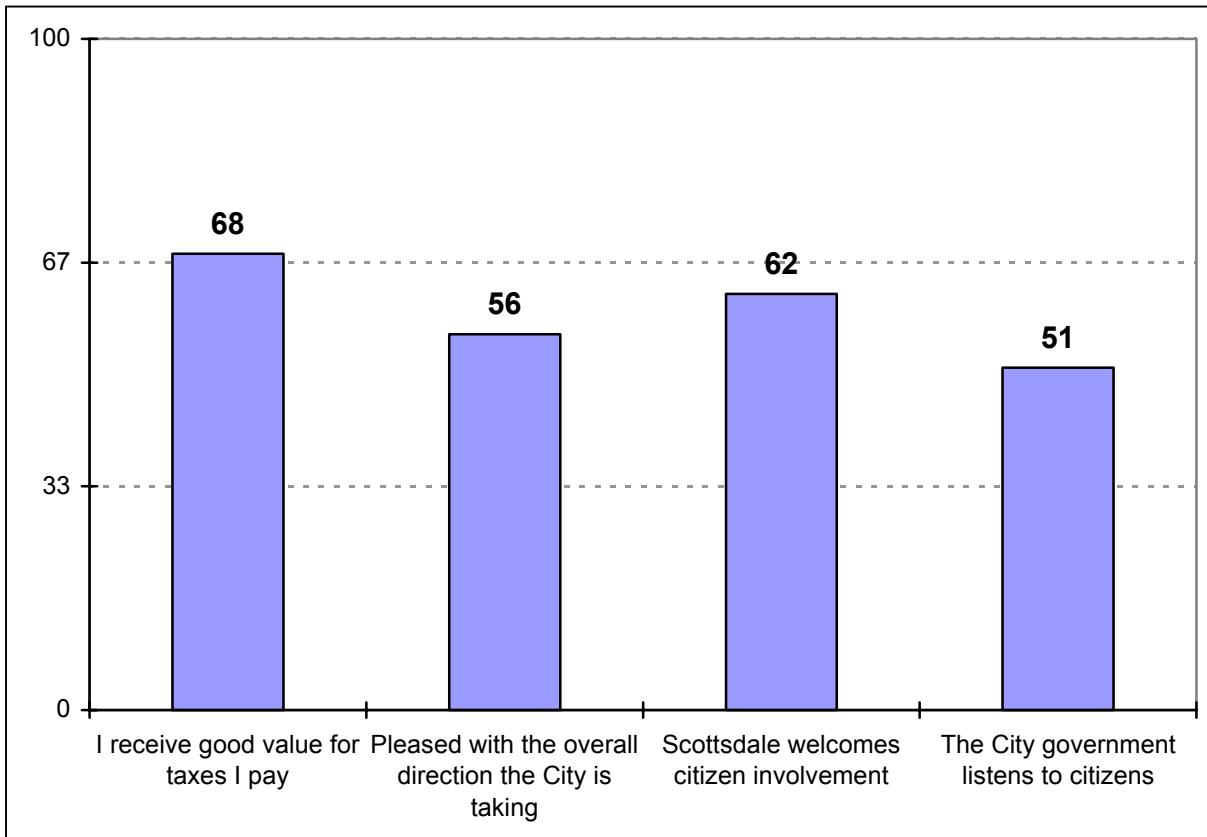


Figure 14b: Public Trust Ratings						
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	Total
I receive good value for the City of Scottsdale taxes I pay	24%	43%	21%	8%	4%	100%
I am pleased with the overall direction that the City of Scottsdale is taking	13%	38%	18%	21%	10%	100%
The City of Scottsdale government welcomes citizen involvement	17%	37%	28%	11%	7%	100%
The City of Scottsdale government listens to citizens	9%	31%	27%	18%	14%	100%
Note: "Don't Know" responses are removed						

SERVICES PROVIDED BY SCOTTSDALE

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

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

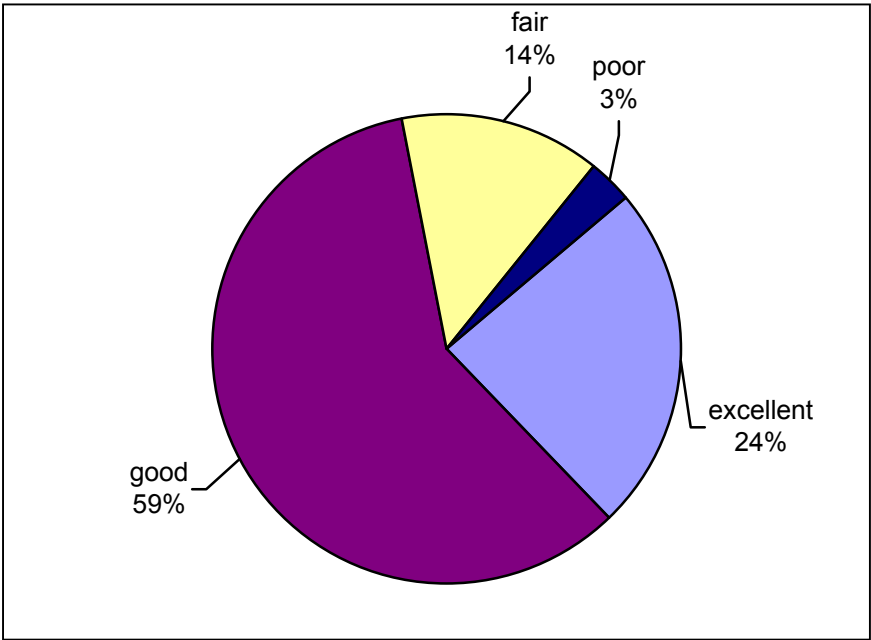


Figure 16: Rating of Overall Quality of Services Provided by Various Levels of Government

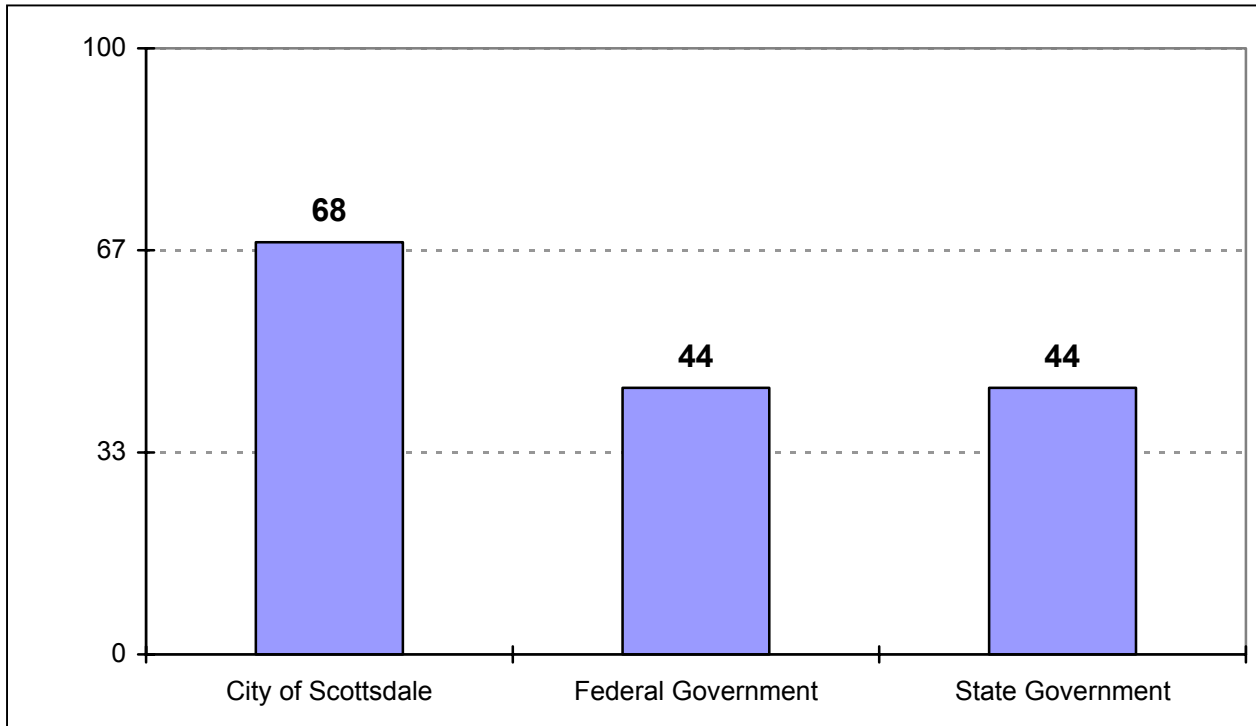
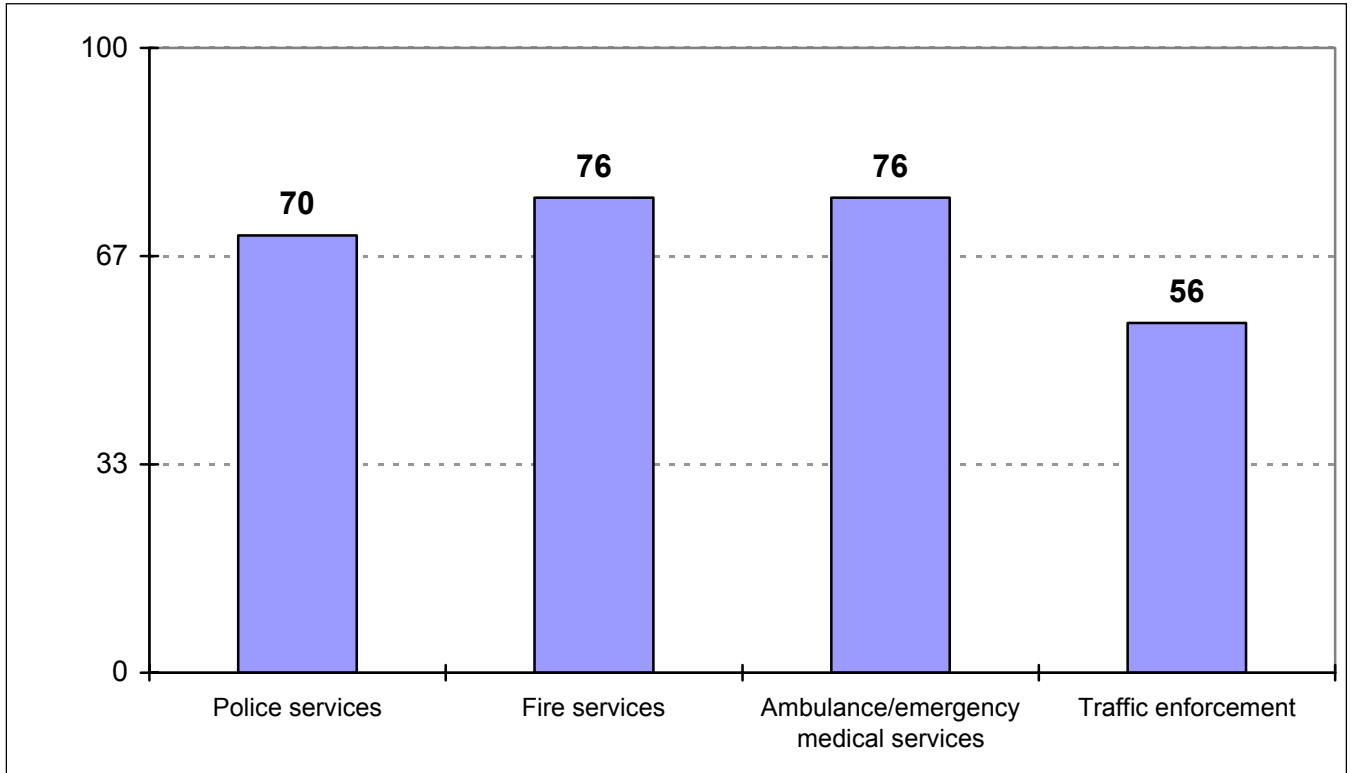


Figure 16b: Overall Quality of Services: City of Scottsdale, Federal Government and State Government

	excellent	good	fair	poor	Total
Overall, how would you rate the quality of the services provided by the City of Scottsdale?	24%	59%	14%	3%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	5%	36%	46%	13%	100%
Overall, how would you rate the quality of the services provided by the State Government?	5%	37%	42%	16%	100%

Note: "Don't Know" responses are removed

Figure 17: Quality of Public Safety Services



	excellent	good	fair	poor	Total
Police services	30%	53%	13%	3%	100%
Fire services	38%	53%	7%	2%	100%
Ambulance/emergency medical services	40%	51%	7%	2%	100%
Traffic enforcement	17%	44%	27%	12%	100%

Note: "Don't Know" responses are removed

Figure 18: Quality of Transportation Services

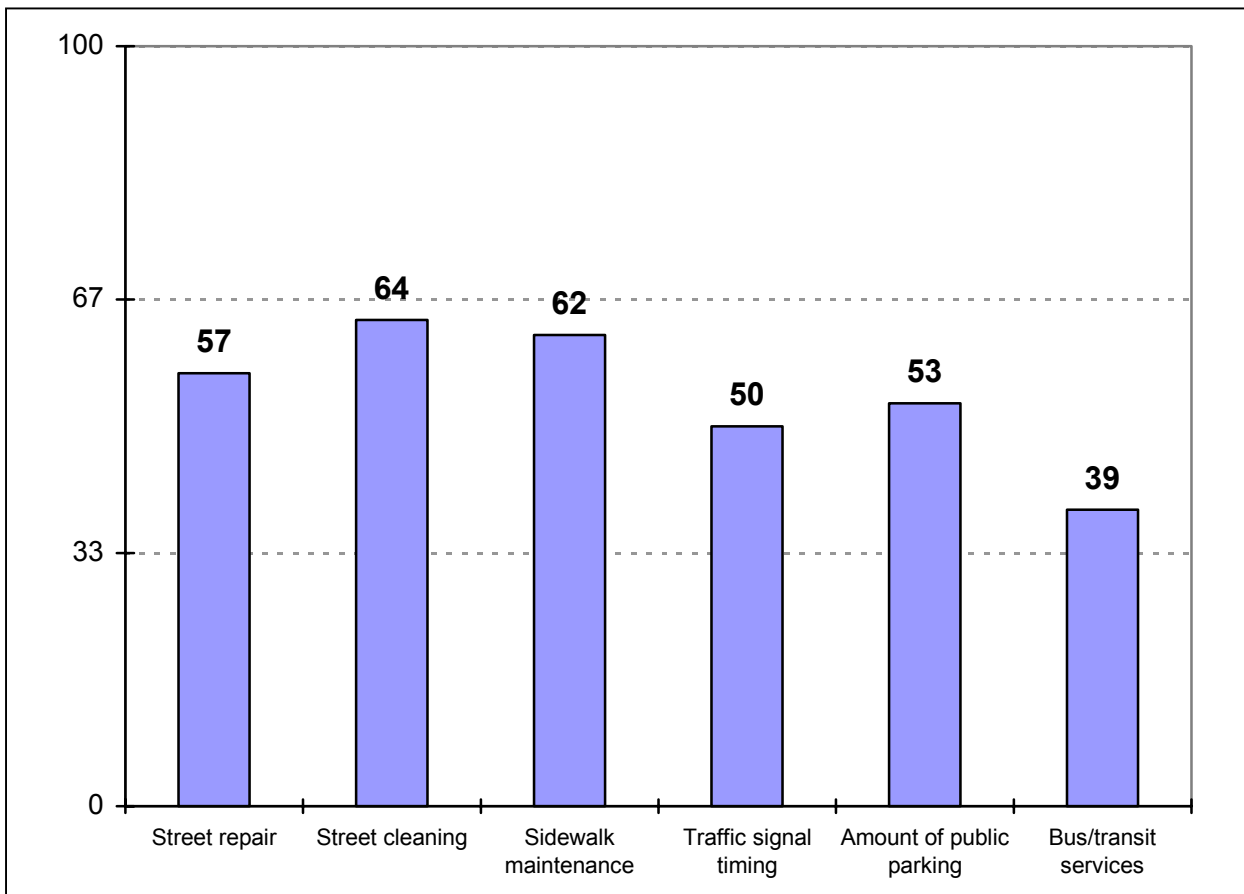


Figure 18b: Quality of Transportation Services					
	excellent	good	fair	poor	Total
Street repair	17%	46%	27%	10%	100%
Street cleaning	23%	51%	21%	4%	100%
Sidewalk maintenance	22%	48%	23%	7%	100%
Traffic signal timing	11%	42%	32%	15%	100%
Amount of public parking	14%	42%	33%	11%	100%
Bus/transit services	12%	26%	28%	34%	100%

Note: "Don't Know" responses are removed

Figure 19: Quality of Leisure Services

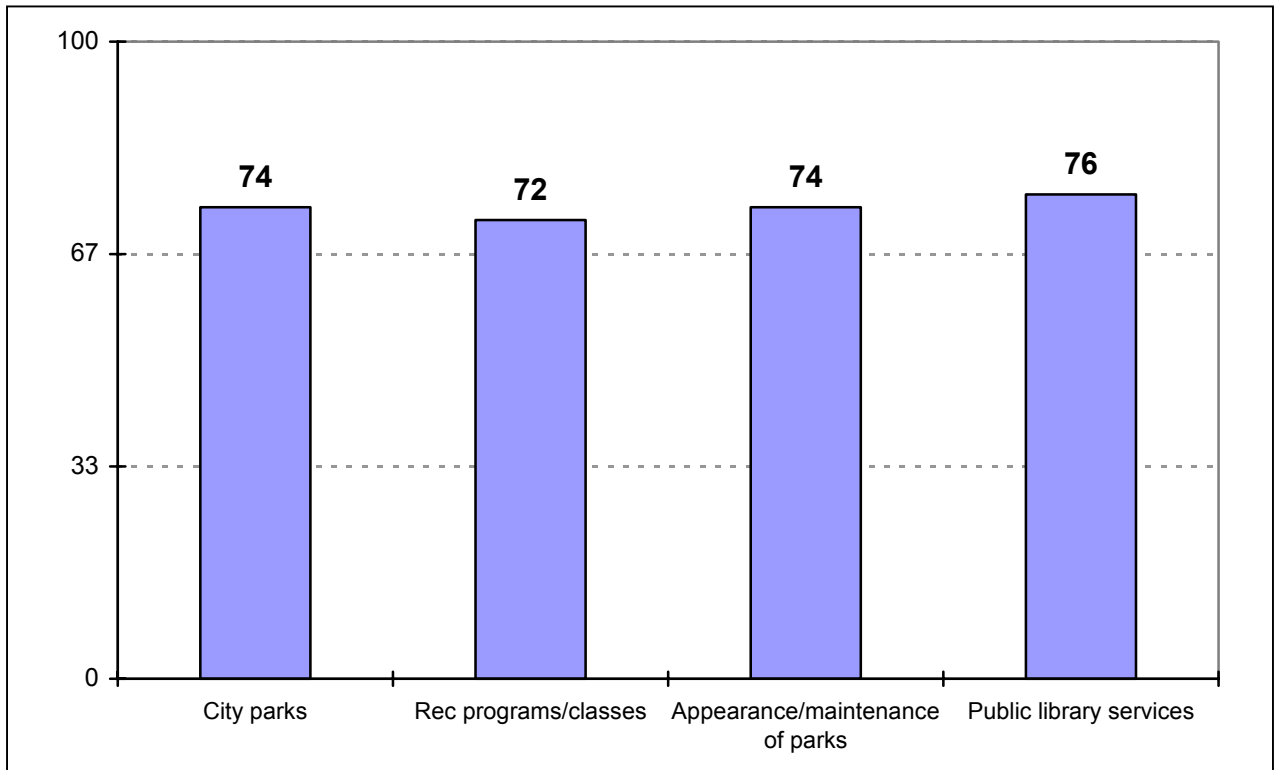
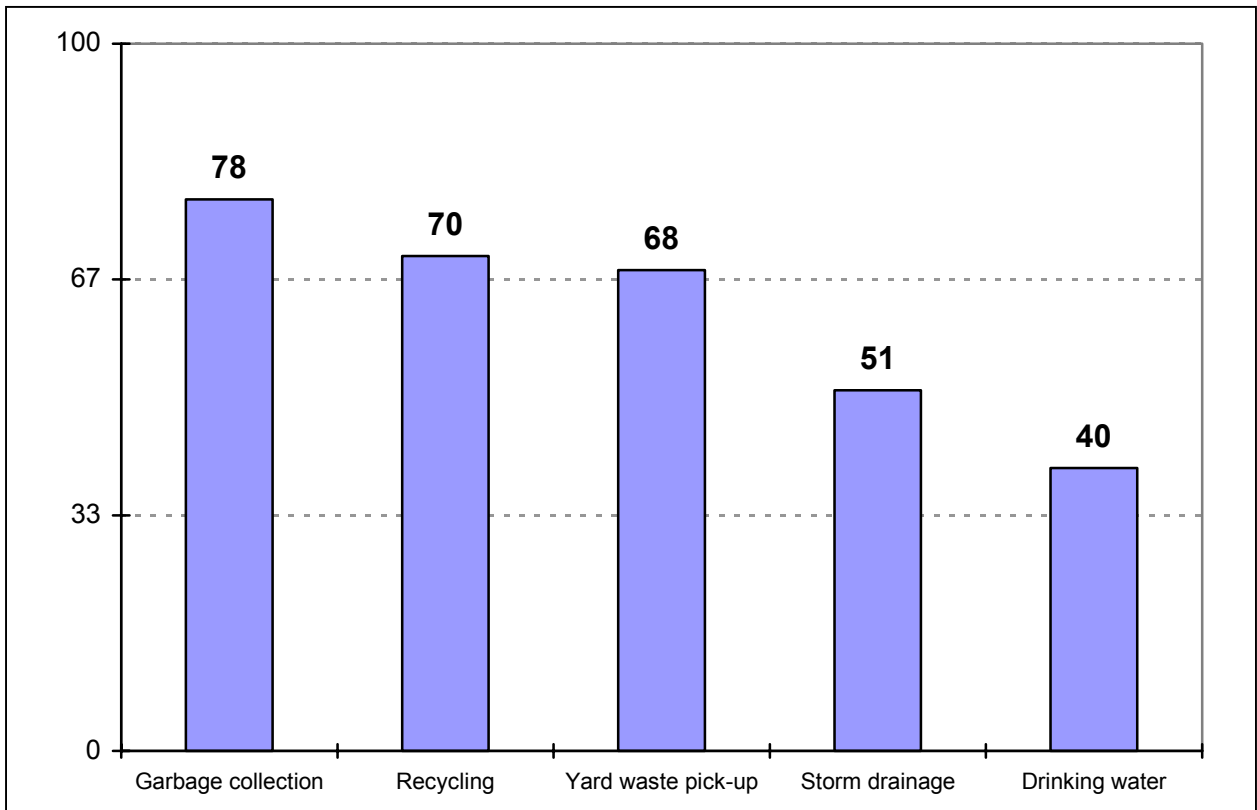


Figure 19b: Quality of Leisure Services

	excellent	good	fair	poor	Total
City parks	34%	55%	9%	1%	100%
Recreation programs or classes	30%	58%	11%	2%	100%
Appearance/maintenance of parks	33%	57%	10%	1%	100%
Public library services	40%	50%	8%	2%	100%

Note: "Don't Know" responses are removed

Figure 20: Quality of Utility Services



	excellent	good	fair	poor	Total
Garbage collection	46%	45%	7%	2%	100%
Recycling	43%	37%	8%	12%	100%
Yard waste pick-up	35%	41%	17%	6%	100%
Storm drainage	11%	42%	35%	11%	100%
Drinking water	9%	30%	32%	29%	100%

Note: "Don't Know" responses are removed

Figure 21: Quality of Planning and Code Enforcement Services

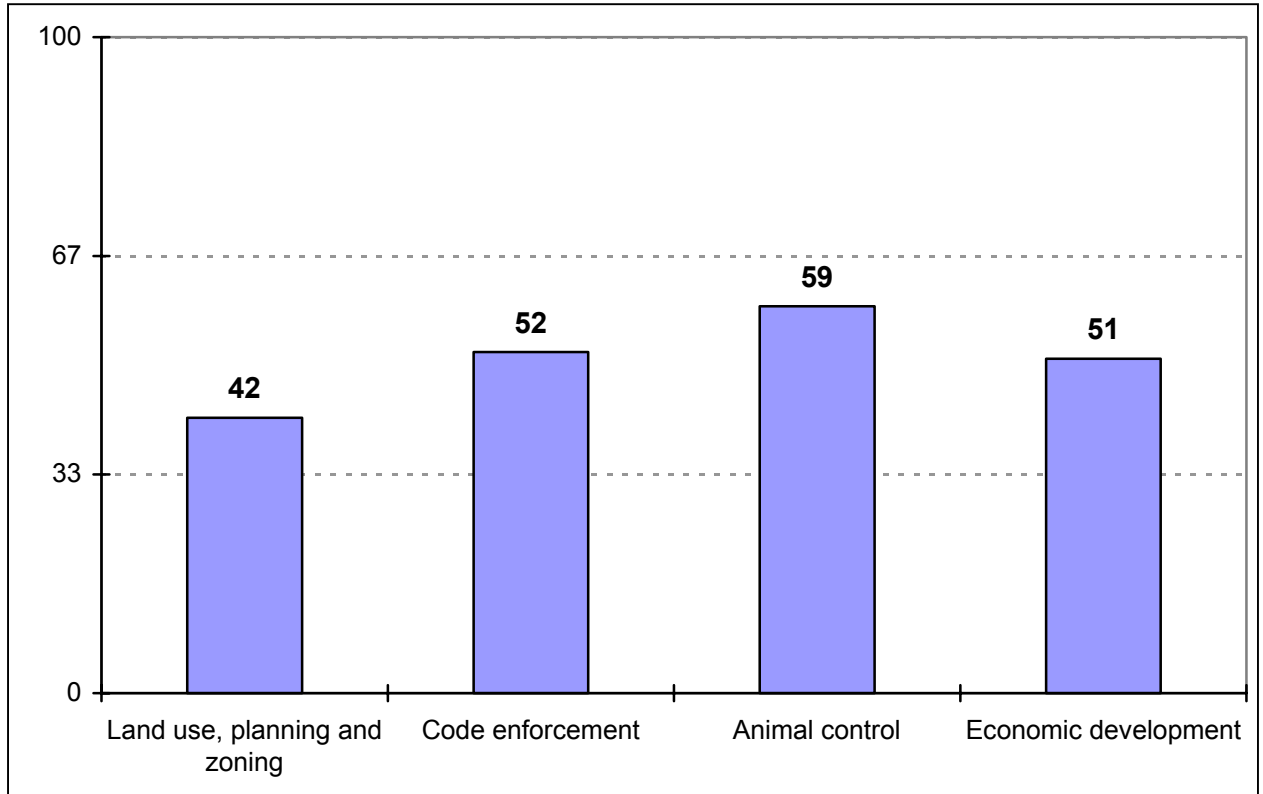


Figure 21b: Quality of Planning and Code Enforcement Services

	excellent	good	fair	poor	Total
Land use, planning and zoning	10%	30%	35%	25%	100%
Code enforcement (weeds, abandoned buildings, etc)	12%	45%	29%	13%	100%
Animal control	15%	54%	22%	8%	100%
Economic development	11%	46%	29%	14%	100%

Note: "Don't Know" responses are removed

Figure 22: Quality of Services to Special Populations and Other Services

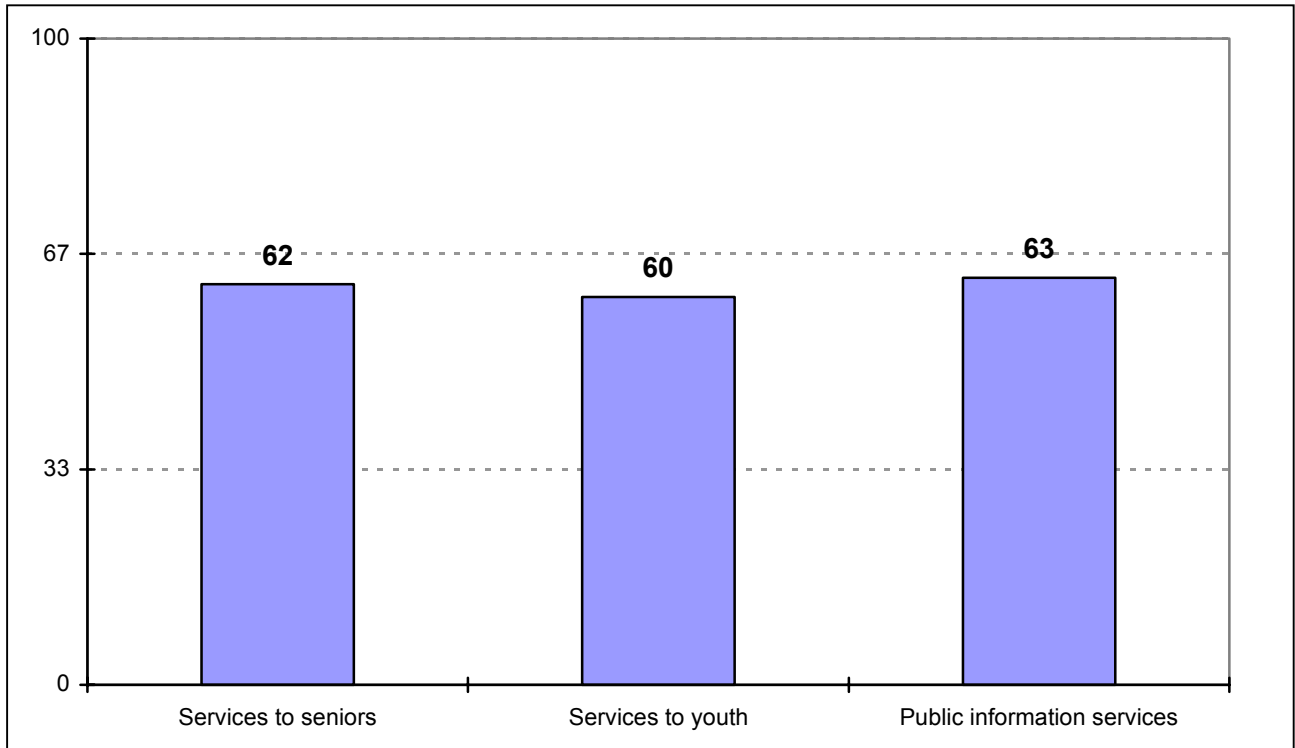


Figure 22b: Quality of Services to Special Populations and Other Services					
	excellent	good	fair	poor	Total
Services to seniors	21%	51%	20%	8%	100%
Services to youth	17%	53%	24%	6%	100%
Public information services	20%	54%	22%	4%	100%
Note: "Don't Know" responses are removed					

THE CITY OF SCOTTSDALE EMPLOYEES

Impressions of the City of Scottsdale employees were assessed on the questionnaire. Those who had been in contact with a City of Scottsdale employee in the past year (54%) rated their overall impression as 72 on a 100-point scale.

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

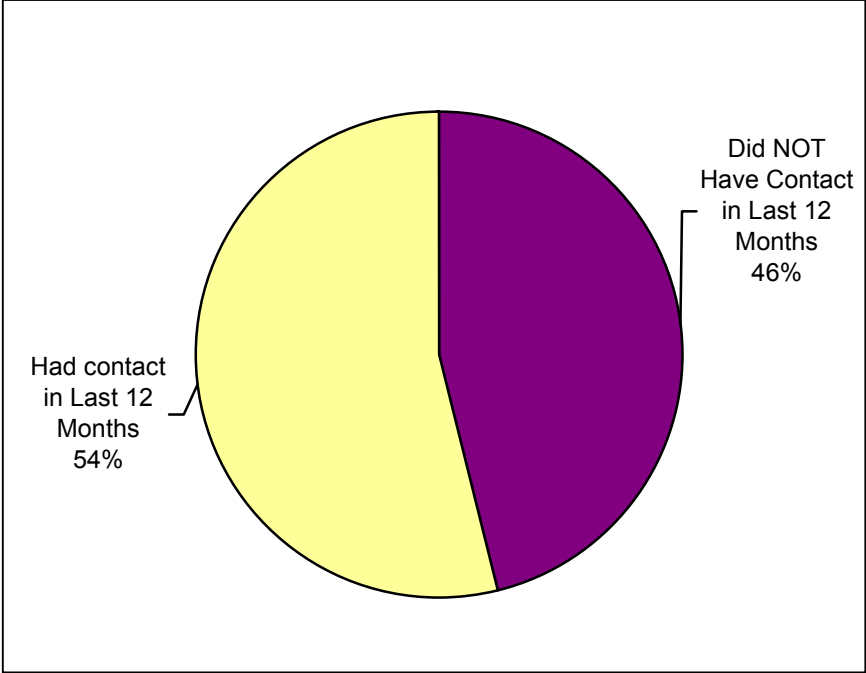


Figure 24: Ratings of Contact with the City of Scottsdale Employees

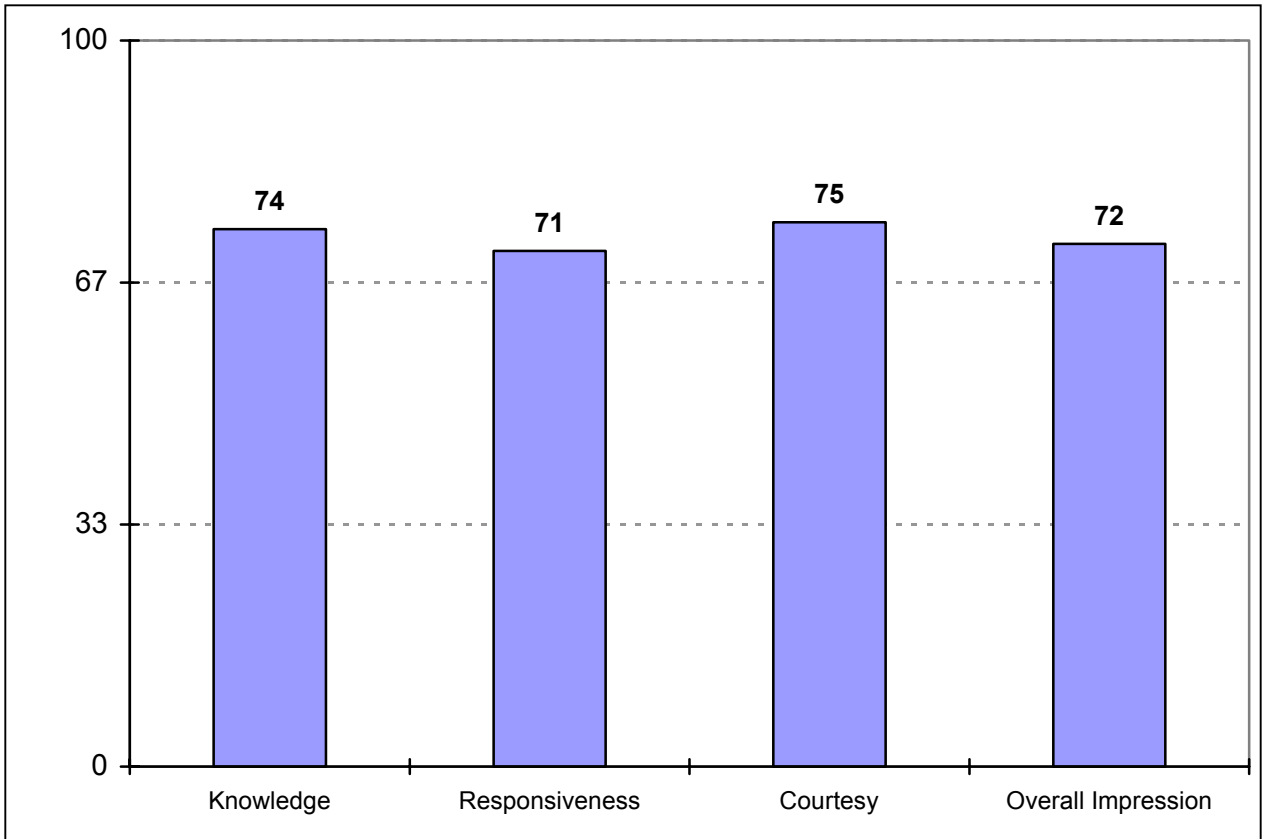
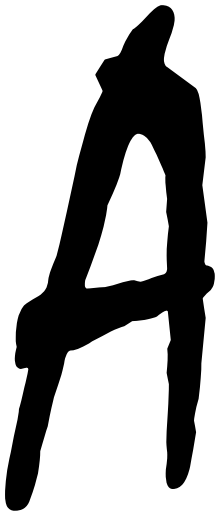


Figure 24b: Impression of Contact with Employees

	excellent	good	fair	poor	Total
Knowledge	42%	42%	11%	5%	100%
Responsiveness	43%	38%	10%	9%	100%
Courtesy	48%	36%	10%	6%	100%
Overall Impression	43%	37%	13%	7%	100%

Note: "Don't Know" responses are removed

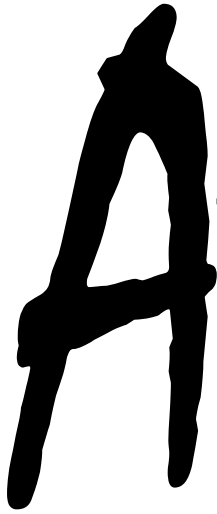


ADDITIONAL QUESTIONS

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

Figure 25: In which area of Scottsdale do you live?	
	In which area of Scottsdale do you live?
	Percent of Respondents
South of Indian Bend Road	39%
North of Indian Bend Road and south or west of the Central Arizona Project (CAP) Canal	27%
North or east of the Central Arizona Project (CAP) Canal	34%
Total	100%

Figure 26: Water Conservation in Scottsdale			
	My household is doing more than the typical household in Scottsdale to conserve water	The City of Scottsdale should do more to promote water conservation among its residents	My household could do more to conserve water
	Percent of Respondents	Percent of Respondents	Percent of Respondents
strongly agree	24%	36%	12%
somewhat agree	35%	36%	44%
neither agree nor disagree	29%	20%	22%
somewhat disagree	6%	4%	11%
strongly disagree	1%	0%	9%
don't know	4%	4%	3%
Total	100%	100%	100%



APPENDIX I: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question #1: Quality of Life Ratings						
	excellent	good	fair	poor	don't know	Total
How do you rate Scottsdale as a place to live?	51%	44%	5%	1%	0%	100%
How do you rate your neighborhood as a place to live?	47%	39%	11%	2%	0%	100%
How do you rate Scottsdale as a place to raise children?	24%	41%	13%	4%	19%	100%
How do you rate Scottsdale as a place to retire?	36%	38%	13%	3%	10%	100%
How do you rate the overall quality of life in Scottsdale?	40%	50%	8%	1%	0%	100%

Question #2: Please rate each of the following characteristics as they relate to Scottsdale as a whole						
	excellent	good	fair	poor	don't know	Total
Sense of community	11%	40%	34%	11%	3%	100%
Overall appearance of Scottsdale	37%	52%	10%	1%	0%	100%
Opportunities to attend cultural activities	26%	51%	16%	4%	3%	100%
Shopping opportunities	62%	31%	5%	1%	0%	100%
Recreational opportunities	34%	44%	16%	2%	4%	100%
Job opportunities	6%	31%	29%	12%	22%	100%
Ease of car travel in Scottsdale	11%	40%	34%	14%	1%	100%
Ease of bus travel in Scottsdale	3%	7%	12%	22%	56%	100%
Ease of bicycle travel in Scottsdale	8%	29%	21%	11%	32%	100%
Ease of walking in Scottsdale	19%	42%	24%	8%	6%	100%

Question #3: Please rate the speed of growth in the following categories in Scottsdale over the past two years							
	much too slow	somewhat too slow	right amount	somewhat too fast	much too fast	don't know	Total
Population growth	0%	0%	18%	37%	35%	9%	100%
Retail growth (stores, restaurants etc.)	3%	7%	37%	24%	23%	8%	100%
Jobs growth	10%	31%	18%	1%	1%	39%	100%

Question #4: To what degree are the following problems in Scottsdale						
	not a problem	minor problem	moderate problem	major problem	don't know	Total
Crime	7%	39%	43%	5%	6%	100%
Drugs	6%	21%	31%	17%	25%	100%
Too much growth	9%	18%	31%	37%	5%	100%
Lack of growth	69%	14%	6%	2%	10%	100%
Noise	29%	37%	24%	7%	2%	100%
Run down buildings, weed lots, or junk vehicles	29%	41%	18%	7%	4%	100%
Taxes	18%	30%	31%	14%	6%	100%
Traffic congestion	5%	23%	38%	32%	1%	100%
Unsupervised youth	17%	28%	22%	7%	26%	100%

Question #5: Please rate how safe you feel from the following occurring to you in Scottsdale							
	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe	don't know	Total
Violent crime (e.g., rape, assault, robbery)	32%	38%	20%	8%	1%	1%	100%
Property crimes (e.g., burglary, theft)	12%	44%	21%	18%	4%	1%	100%
Fire	30%	41%	19%	5%	1%	4%	100%

Question #6: Please rate how safe you feel:							
	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe	don't know	Total
In your neighborhood during the day	73%	22%	4%	1%	0%	0%	100%
In your neighborhood after dark	37%	42%	9%	8%	1%	1%	100%
In Scottsdale's downtown area during the day	60%	27%	6%	1%	0%	5%	100%
In Scottsdale's downtown area after dark	20%	43%	15%	10%	1%	11%	100%
In Scottsdale's parks during the day	52%	29%	7%	2%	0%	10%	100%
In Scottsdale's parks after dark	8%	27%	17%	19%	6%	23%	100%

Question #7: During the past twelve months, were you or anyone in your household the victim of any crime?		
		Percent of Respondents
During the past twelve months, were you or anyone in your household the victim of any crime?	no	88%
	yes	11%
	don't know	1%
Total		100%

Question #8: If yes, was this crime (these crimes) reported to the police?		
		Percent of Respondents
If yes, was this crime (these crimes) reported to the police?	no	24%
	yes	72%
	don't know	4%
Total		100%

Question #9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Scottsdale?						
	never	once or twice	3 to 12 times	13 to 26 times	more than 26 times	Total
Used Scottsdale public libraries or their services	27%	24%	27%	12%	10%	100%
Used Scottsdale recreation centers	44%	25%	18%	6%	6%	100%
Participated in a recreation program or activity	61%	18%	12%	5%	4%	100%
Visited a Scottsdale park	16%	24%	32%	14%	15%	100%
Ridden a local bus within Scottsdale	89%	5%	2%	1%	3%	100%
Attended a meeting of local elected officials or other local public meeting	78%	16%	4%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	52%	25%	16%	6%	2%	100%
Recycled used paper, cans or bottles from your home	20%	5%	6%	11%	59%	100%
Volunteered your time to some group/activity in Scottsdale	61%	17%	9%	6%	8%	100%
Read City of Scottsdale Newsletter	27%	17%	38%	9%	9%	100%
Used the Internet for anything	14%	3%	4%	7%	73%	100%
Used the Internet to conduct business with Scottsdale	58%	16%	13%	5%	9%	100%
Purchased an item over the Internet	28%	15%	31%	10%	15%	100%

Question #10: How do you rate the quality of each of the following services in Scottsdale?						
	excellent	good	fair	poor	don't know	Total
Police services	27%	48%	12%	3%	10%	100%
Fire services	32%	44%	6%	1%	17%	100%
Ambulance/emergency medical services	28%	36%	5%	1%	29%	100%
Traffic enforcement	16%	40%	25%	11%	7%	100%
Garbage collection	44%	43%	7%	2%	4%	100%
Recycling	38%	33%	7%	11%	11%	100%
Yard waste pick-up	26%	30%	13%	5%	25%	100%
Street repair	16%	43%	26%	9%	5%	100%
Street cleaning	22%	49%	20%	4%	5%	100%
Sidewalk maintenance	19%	42%	20%	6%	13%	100%
Traffic signal timing	11%	41%	31%	15%	2%	100%
Amount of public parking	12%	39%	30%	10%	8%	100%
Bus/transit services	5%	10%	11%	14%	60%	100%
Storm drainage	9%	35%	30%	9%	16%	100%
Drinking water	9%	29%	30%	27%	5%	100%
City parks	32%	51%	9%	1%	7%	100%
Recreation programs or classes	20%	38%	7%	1%	33%	100%
Appearance/maintenance of parks	31%	54%	9%	1%	5%	100%
Land use, planning and zoning	8%	25%	29%	21%	17%	100%
Code enforcement (weeds, abandoned buildings, etc)	9%	35%	23%	10%	23%	100%
Animal control	11%	39%	16%	6%	28%	100%
Economic development	9%	38%	24%	11%	18%	100%
Services to seniors	11%	26%	10%	4%	48%	100%
Services to youth	9%	28%	12%	3%	48%	100%
Public library services	34%	42%	7%	2%	16%	100%
Public information services	15%	41%	17%	3%	24%	100%

Question #11: Overall, how would you rate the quality of the services provided by . . .						
	excellent	good	fair	poor	don't know	Total
Overall, how would you rate the quality of the services provided by the City of Scottsdale?	24%	57%	14%	3%	2%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	4%	32%	41%	12%	11%	100%
Overall, how would you rate the quality of the services provided by the State Government?	4%	33%	38%	14%	11%	100%

Question #12: Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?		
	Percent of Respondents	
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	no	46%
	yes	54%
Total	100%	

Question #13: What was your impression of the employees of the City of Scottsdale in your most recent contact?						
	excellent	good	fair	poor	don't know	Total
Knowledge	41%	40%	11%	4%	4%	100%
Responsiveness	41%	37%	10%	9%	3%	100%
Courtesy	47%	34%	10%	6%	3%	100%
Overall Impression	42%	35%	12%	7%	3%	100%

Question #14: Please rate your agreement or disagreement with the following statements.							
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	don't know	Total
I receive good value for the City of Scottsdale taxes I pay	22%	40%	20%	8%	4%	7%	100%
I am pleased with the overall direction that the City of Scottsdale is taking	13%	36%	17%	20%	10%	4%	100%
The City of Scottsdale government welcomes citizen involvement	14%	29%	22%	9%	5%	21%	100%
The City of Scottsdale government listens to citizens	7%	24%	21%	14%	11%	22%	100%

Question #15: What impact, if any, do you think the economy will have on your family income in the next 6 months?		
		Percent of Respondents
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	3%
	somewhat positive	25%
	neutral	43%
	somewhat negative	24%
	very negative	4%
Total		100%

Question #16a: In which area of Scottsdale do you live?		
		Percent of Respondents
In which area of Scottsdale do you live?	South of Indian Bend Road	39%
	North of Indian Bend Road and south or west of the Central Arizona Project (CAP) Canal	27%
	North or east of the Central Arizona Project (CAP) Canal	34%
Total		100%

Question #16b1: My household is doing more than the typical household in Scottsdale to conserve water		
		Percent of Respondents
My household is doing more than the typical household in Scottsdale to conserve water	strongly agree	24%
	somewhat agree	35%
	neither agree nor disagree	29%
	somewhat disagree	6%
	strongly disagree	1%
	don't know	4%
Total		100%

Question #16b2: The City of Scottsdale should do more to promote water conservation among its residents		
		Percent of Respondents
The City of Scottsdale should do more to promote water conservation among its residents	strongly agree	36%
	somewhat agree	36%
	neither agree nor disagree	20%
	somewhat disagree	4%
	strongly disagree	0%
	don't know	4%
Total		100%

Question #16b3: My household could do more to conserve water		
		Percent of Respondents
My household could do more to conserve water	strongly agree	12%
	somewhat agree	44%
	neither agree nor disagree	22%
	somewhat disagree	11%
	strongly disagree	9%
	don't know	3%
Total		100%

Question #17: Do you live within the City limits of the City of Scottsdale?		
		Percent of Respondents
Do you live within the limits of the City of Scottsdale?	no	4%
	yes	96%
Total		100%

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

Question #18a: Usual Mode of Transportation to Work		
		Percent of Employed Respondents
What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?	Motorized vehicle	92%
	Bus, Rail, Subway, or other public transportation	1%
	Walk	1%
	Work at home	5%
	Other	1%
Total		100%

Question #18b: Drive Alone or Carpool		
		Percent of Employed Respondents
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	no	87%
	yes	13%
Total		100%

Usual Mode of Transportation to Work, Including Carpooling		
		Percent of Employed Respondents
Usual mode of transportation to work	Motorized vehicle, no others (SOV)	80%
	Motorized vehicle, with others (MOV)	12%
	Bus, rail, subway, or other public transportation	1%
	walk	1%
	work at home	5%
	other	1%
Total		100%

Question #19: Length of Residency		
		Percent of Respondents
How many years have you lived in Scottsdale?	less than 2 years	17%
	2-5 years	23%
	6-10 years	20%
	11-20 years	19%
	more than 20 years	21%
Total		100%

Question #20: Type of Housing Unit		
		Percent of Respondents
Which best describes the building you live in?	one family house detached from any other houses	57%
	one family house attached to one or more houses	12%
	building with two or more apartments or condominiums	29%
	mobile home	0%
	other	1%
Total		100%

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

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

Question #23: Presence of Teenagers in Household		
		Percent of Respondents
Do any teenagers ages 13 through 17 live in your household?	no	91%
	yes	9%
Total		100%

Question #24: Presence of Senior Adults in Household		
		Percent of Respondents
Are you or any other members of your household aged 65 or older?	no	74%
	yes	26%
Total		100%

Question #25: Presence of Persons with Disabilities in Household		
		Percent of Respondents
Does any member of your household have a physical handicap or is anyone disabled?	no	89%
	yes	11%
Total		100%

Question #26: Education		
		Percent of Respondents
What is the highest degree or level of school you have completed?	12th Grade or less, no diploma	2%
	high school diploma	7%
	some college, no degree	23%
	associate's degree (e.g. AA, AS)	7%
	bachelor's degree (e.g. BA, AB, BS)	35%
	graduate degree or professional degree	27%
Total		100%

Question #27: Annual Household Income		
		Percent of Respondents
How much do you anticipate your household's total income before taxes will be for the current year?	less than \$24,999	12%
	\$25,000 to \$49,999	26%
	\$50,000 to \$99,999	32%
	\$100,000 or more	31%
Total		100%

Question #28: Ethnicity		
		Percent of Respondents
Are you Spanish/Hispanic/Latino?	no	95%
	yes	5%
Total		100%

Question #29: Race		
		Percent of Respondents
What is your race?	American Indian or Alaskan Native	0%
	Asian or Pacific Islander	1%
	Black, African American	1%
	White/Caucasian	94%
	Other	2%
	Multi-Racial	1%
Total		100%

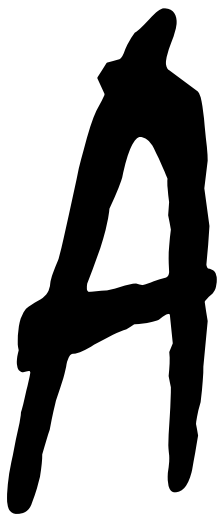
Question #30: Age		
		Percent of Respondents
In which category is your age?	18-24 years	4%
	25-34 years	21%
	35-44 years	15%
	45-54 years	23%
	55-64 years	15%
	65-74 years	11%
	75 years or older	11%
Total		100%

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

Question #32: Voter Registration Status		
		Percent of Respondents
Are you registered to vote in your jurisdiction?	no	20%
	yes	77%
	don't know	4%
Total		100%

Question #33: Vote in Last Election?		
		Percent of Respondents
Did you vote in the last election?	no	34%
	yes	65%
	don't know	1%
Total		100%

Question #34: Likely to Vote in Next Election?		
		Percent of Respondents
Are you likely to vote in the next election?	no	11%
	yes	79%
	don't know	10%
Total		100%



APPENDIX II: SURVEY METHODOLOGY

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

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

SAMPLING

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

SURVEY ADMINISTRATION

Households received three mailings between September 15th and October 4th, 2003. The first was a postcard notifying them they had been selected to participate in the City of Scottsdale 2003 Citizen Survey. The postcard was signed by the City Manager. About a week later a survey was mailed with a cover letter also signed by the City Manager. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking

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

⁴ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

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

RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 3,000 eligible households, 987 completed the survey providing a response rate of 37.5%. Approximately 370 addresses sampled were “vacant” or “not found.”⁵ In general, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 3 percentage points around any given percent reported.⁶ The confidence intervals are larger around estimates for subgroups.

WEIGHTING AND ANALYZING THE DATA

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

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

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two socioeconomic characteristics that were used to weight the survey results were tenure and gender/age. Other discrepancies between the

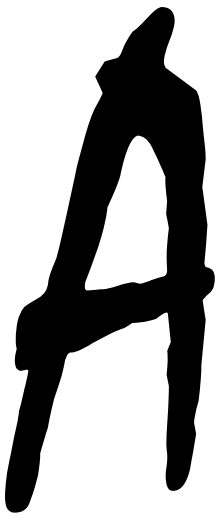
⁵ “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Scottsdale.

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

whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the next page.

Weighting Scheme for the City of Scottsdale Citizen Survey			
Respondent Characteristics	Population Norm*	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	27%	14%	27%
Own Home	73%	86%	73%
Type of Housing Unit			
Single-Family Detached	57%	65%	57%
Attached	43%	35%	43%
Ethnicity			
Non-Hispanic	93%	96%	96%
Hispanic	7%	4%	4%
Race			
White/Caucasian	92%	95%	94%
Non-White	8%	5%	6%
Gender			
Female	52%	54%	53%
Male	48%	46%	47%
Age			
18-34	26%	11%	25%
35-54	39%	37%	38%
55+	35%	52%	37%
Gender and Age			
Females 18-34	13%	7%	13%
Females 35-54	20%	20%	20%
Females 55+	20%	27%	21%
Males 18-34	13%	4%	13%
Males 35-54	18%	17%	18%
Males 55+	16%	24%	16%

* Source: 2000 Census



APPENDIX III: SURVEY MATERIALS

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



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

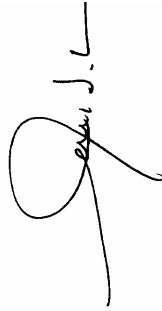


Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear City of Scottsdale Resident,

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

Sincerely,



Jan Dolan
City Manager

Dear City of Scottsdale Resident,

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

Sincerely,



Jan Dolan
City Manager

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Sincerely,



Jan Dolan
City Manager



Office of the City Manager

3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

WEB www.ScottsdaleAz.gov

September 2003

Dear Scottsdale Resident:

The City of Scottsdale wants to know what you think about our community and municipal government. You have been randomly selected to participate in Scottsdale's 2003 Citizen Survey.

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

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

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

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

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

Sincerely,

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

Jan Dolan
City Manager



Office of the City Manager

3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

WEB www.ScottsdaleAz.gov

September 2003

Dear Scottsdale Resident:

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

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

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

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

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

Sincerely,

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

Jan Dolan
City Manager

The City of Scottsdale 2003 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

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

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

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

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

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

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

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

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

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

	<u>very safe</u>	<u>somewhat safe</u>	<u>neither safe nor unsafe</u>	<u>somewhat unsafe</u>	<u>very unsafe</u>	<u>don't know</u>
Violent crime (e.g., rape, assault, robbery).....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Fire.....	1	2	3	4	5	6

6. Please rate how safe you feel:

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

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

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

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

- no yes don't know

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

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

10. How do you rate the quality of each of the following services in Scottsdale?

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance/emergency medical services.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Amount of public parking.....	1	2	3	4	5
Bus/transit services.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc).....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services.....	1	2	3	4	5

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

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
The City of Scottsdale?.....	1	2	3	4	5
The Federal Government?.....	1	2	3	4	5
The State Government?.....	1	2	3	4	5

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

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

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

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

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

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

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

- very positive somewhat positive neutral somewhat negative very negative

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

a. In which area of Scottsdale do you live?

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

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

	<u>strongly agree</u>	<u>somewhat agree</u>	<u>neither agree nor disagree</u>	<u>somewhat disagree</u>	<u>strongly disagree</u>	<u>don't know</u>
My household is doing more than the typical household in Scottsdale to conserve water.....	1	2	3	4	5	6
The City of Scottsdale should do more to promote water conservation among residents	1	2	3	4	5	6
My household could do more to conserve water.....	1	2	3	4	5	6

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

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

- no yes

18. Are you currently employed?

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

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

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

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

- no yes

19. How many years have you lived in Scottsdale?

- less than 2 years 11-20 years
 2-5 years more than 20 years
 6-10 years

20. Which best describes the building you live in?

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

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

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

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

- no yes

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

- no yes

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

- no yes

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

- no yes

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

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

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

- less than \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- no yes

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

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

30. In which category is your age?

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

31. What is your sex?

- female male

32. Are you registered to vote in your jurisdiction?

- no yes don't know

33. Did you vote in the last election?

- no yes don't know

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

- no yes don't know

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



Communications & Public Affairs

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The National
CITIZEN SURVEY™

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**Report of Demographic
Subgroup Comparisons for
The City of Scottsdale, AZ**



Submitted by:

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

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

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

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

Report of Demographic Subgroup Comparisons

The National CITIZEN SURVEY™

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

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

UNDERSTANDING THE RESULTS

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix I of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

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

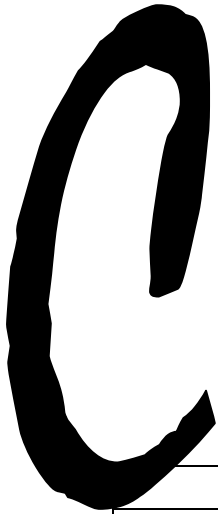
Putting Evaluations Onto a 100-Point Scale

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

Understanding the Tables

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

Anova and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.



COMPARISONS

Figure 1a: Quality of Life Ratings

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Scottsdale as a place to live	78	83	84	82	83	81	82	80	75	81	82	83
Neighborhood as a place to live	66	82	86	78	79	80	76	74	68	73	77	83
Scottsdale as a place to raise children	65	71	71	74	67	65	67	70	68	66	70	70
Scottsdale as a place to retire	69	71	79	75	71	77	71	71	68	71	74	76
Overall quality of life in Scottsdale	73	77	80	79	77	76	78	74	67	77	77	80

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

Figure 1b: Quality of Life Ratings															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Scottsdale as a place to live	77	85	82	80	82	81	79	82	81	62	83	82	77	83	81
Neighborhood as a place to live	78	78	78	77	77	77	76	76	78	53	80	78	74	78	77
Scottsdale as a place to raise children	66	69	73	68	66	67	66	69	68	60	71	71	69	69	65
Scottsdale as a place to retire	84	77	76	66	68	75	77	73	72	65	79	72	69	75	71
Overall quality of life in Scottsdale	75	78	79	75	77	76	75	77	76	64	77	79	72	78	75
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>															

Figure 2a: Characteristics of the Community												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Sense of community	49	52	52	52	52	51	50	49	49	54	51	49
Overall appearance of Scottsdale	69	78	78	79	77	75	76	67	69	76	74	77
Opportunities to attend cultural activities	66	66	69	65	66	70	65	70	64	67	68	67
Shopping opportunities	79	88	89	83	85	88	84	83	75	84	86	89
Recreational opportunities	69	73	74	71	74	71	73	68	69	71	70	75
Job opportunities	44	49	48	48	50	45	47	42	35	48	44	51
Ease of car travel	48	51	50	56	56	47	46	43	46	50	52	49
Ease of bus travel	31	22	23	31	31	20	26	23	32	34	24	20
Ease of bicycle travel	54	50	45	52	53	46	49	50	51	53	53	47
Ease of walking	61	58	58	55	63	56	59	60	60	62	57	58
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>												

Figure 2b: Characteristics of the Community

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Sense of community	47	52	52	47	49	56	58	52	50	50	61	56	53	49	46
Overall appearance of Scottsdale	82	77	75	74	74	71	71	75	75	56	72	74	71	77	74
Opportunities to attend cultural activities	54	61	66	69	70	74	72	68	66	46	68	69	70	66	68
Shopping opportunities	81	87	83	85	84	87	82	85	85	50	78	84	82	88	86
Recreational opportunities	62	70	69	71	77	74	72	71	72	40	75	70	73	73	72
Job opportunities	43	50	49	46	40	45	51	49	45	38	46	49	43	48	44
Ease of car travel	54	53	50	48	49	47	45	51	48	52	47	49	49	50	50
Ease of bus travel	40	22	26	24	23	27	32	27	24	55	42	28	25	19	23
Ease of bicycle travel	63	55	47	46	51	51	46	48	52	63	49	55	49	47	49
Ease of walking	62	60	53	57	58	64	61	58	60	61	65	64	59	58	54

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

Figure 3a: Ratings of Growth												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Population growth	17%	20%	24%	32%	28%	16%	19%	9%	23%	15%	20%	27%
Retail growth (stores, restaurants etc.)	40%	40%	39%	48%	45%	36%	37%	35%	47%	34%	38%	44%
Jobs growth	26%	30%	32%	33%	27%	32%	28%	26%	19%	31%	29%	30%
<i>Proportion of Respondents Rating as "About Right"</i>												

Figure 3b: Ratings of Growth															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Population growth	25%	28%	21%	19%	13%	19%	16%	16%	25%	13%	11%	19%	19%	22%	22%
Retail growth (stores, restaurants etc.)	34%	43%	42%	37%	37%	41%	38%	40%	40%	10%	27%	42%	36%	42%	41%
Jobs growth	25%	39%	31%	25%	20%	28%	33%	28%	30%	11%	37%	27%	34%	31%	25%
<i>Proportion of Respondents Rating as "About Right"</i>															

Figure 3c: Ratings of Growth

Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:		In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
		South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Population growth	too slow	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
	right amount	17%	20%	24%	32%	28%	16%	19%	9%	23%	15%	20%	27%
	too fast	82%	80%	76%	68%	71%	84%	80%	91%	76%	85%	80%	73%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retail growth (stores, restaurants etc.)	too slow	17%	5%	6%	15%	11%	5%	10%	11%	21%	15%	4%	9%
	right amount	40%	40%	39%	48%	45%	36%	37%	35%	47%	34%	38%	44%
	too fast	42%	55%	55%	37%	44%	59%	53%	55%	31%	50%	58%	48%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs growth	too slow	71%	65%	66%	64%	71%	65%	65%	73%	80%	63%	68%	66%
	right amount	26%	30%	32%	33%	27%	32%	28%	26%	19%	31%	29%	30%
	too fast	3%	5%	2%	3%	3%	3%	7%	1%	1%	5%	2%	4%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Don't know responses have been removed.

Figure 3d: Ratings of Growth

Please rate the speed of growth in the following categories in Scottsdale over the past 2 years:		In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Population growth	too slow	0%	0%	1%	0%	0%	1%	0%	0%	0%	5%	0%	0%	0%	0%	0%
	right amount	25%	28%	21%	19%	13%	19%	16%	16%	25%	13%	11%	19%	19%	22%	22%
	too fast	75%	72%	79%	81%	87%	80%	84%	84%	75%	81%	89%	81%	81%	78%	78%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retail growth (stores, restaurants etc.)	too slow	14%	15%	10%	9%	7%	8%	9%	10%	11%	60%	17%	8%	15%	9%	8%
	right amount	34%	43%	42%	37%	37%	41%	38%	40%	40%	10%	27%	42%	36%	42%	41%
	too fast	52%	42%	48%	54%	56%	51%	52%	51%	50%	30%	56%	50%	49%	49%	51%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs growth	too slow	67%	58%	67%	72%	77%	72%	59%	69%	67%	89%	55%	68%	66%	67%	72%
	right amount	25%	39%	31%	25%	20%	28%	33%	28%	30%	11%	37%	27%	34%	31%	25%
	too fast	8%	2%	2%	4%	3%	0%	8%	4%	3%	0%	8%	5%	0%	2%	4%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Don't know responses have been removed.

Figure 4a: Ratings of Potential Problems in Scottsdale												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Crime	46	53	54	58	58	49	47	42	46	51	50	54
Drugs	38	44	42	51	51	39	35	31	39	41	38	44
Too much growth	32	30	36	47	45	30	26	21	38	34	32	35
Lack of growth	85	90	92	86	90	90	88	88	84	84	90	91
Noise	61	62	68	70	66	64	59	58	68	63	63	62
Run down buildings, weed lots, or junk vehicles	53	71	75	75	68	69	62	55	61	61	67	70
Taxes	49	53	55	58	58	55	48	43	46	51	53	57
Traffic congestion	37	32	31	44	41	31	28	25	36	34	34	34
Unsupervised youth	57	56	61	66	64	53	58	49	59	51	57	64
<i>Average Rating on a 100-point Scale (0=major problem, 100=not a problem)</i>												

Figure 4b: Ratings of Potential Problems in Scottsdale

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Crime	61	60	53	50	45	45	36	48	53	37	50	48	46	54	51
Drugs	45	50	46	40	34	32	30	37	45	32	37	38	36	45	40
Too much growth	38	50	34	29	25	26	25	31	37	39	36	33	29	34	33
Lack of growth	88	87	89	90	91	86	85	90	87	72	89	86	85	91	90
Noise	88	74	62	58	55	60	63	63	64	52	71	63	58	65	62
Run down buildings, weed lots, or junk vehicles	61	70	69	67	62	61	61	65	67	47	69	62	60	70	65
Taxes	52	64	54	46	48	48	48	52	52	54	50	49	48	56	51
Traffic congestion	48	45	34	31	28	30	22	32	36	25	37	33	35	35	32
Unsupervised youth	77	64	59	56	51	52	43	55	61	43	50	59	52	63	56

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

Figure 5a: Ratings of Safety from Various Problems												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Violent crime	69	76	75	73	77	73	74	66	64	72	73	76
Property crimes	56	61	65	64	67	58	61	52	57	60	60	62
Fire	73	74	76	74	73	73	79	74	72	75	73	77
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>												

Figure 5b: Ratings of Safety from Various Problems															
	In which category is your age?						What is your gender?		What is the highest degree or level of school you have completed?						
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Violent crime	81	78	74	76	69	69	62	69	78	56	74	68	67	76	74
Property crimes	61	62	60	61	60	58	59	58	63	50	67	59	52	62	60
Fire	74	73	74	76	72	79	74	72	77	65	76	73	74	75	75
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>															

Figure 6a: Ratings of Feelings of Safety in Various Areas												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
In your neighborhood during the day	88	92	96	92	93	92	92	90	89	91	92	95
In your neighborhood after dark	69	80	83	78	79	77	77	73	68	73	77	83
In Scottsdale's downtown area during the day	89	88	89	88	89	88	89	88	87	88	88	90
In Scottsdale's downtown area after dark	69	68	71	68	72	69	70	69	72	68	68	73
In Scottsdale's parks during the day	85	88	86	88	87	86	87	83	82	87	86	88
In Scottsdale's parks after dark	50	57	58	56	59	55	53	48	49	54	52	59
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>												

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

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
In your neighborhood during the day	97	94	92	92	89	90	89	90	93	84	90	92	89	94	91
In your neighborhood after dark	81	79	76	79	76	74	70	72	82	46	76	75	74	80	77
In Scottsdale's downtown area during the day	94	92	89	88	86	88	83	87	90	80	86	87	86	90	89
In Scottsdale's downtown area after dark	71	74	69	70	67	65	64	66	74	65	72	68	67	72	69
In Scottsdale's parks during the day	94	91	85	88	83	82	79	83	90	81	86	84	83	89	86
In Scottsdale's parks after dark	51	65	54	54	49	48	45	47	63	33	56	50	50	60	53
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>															

Figure 7a: Crime Victimization and Reporting												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
During the past twelve months, were you or anyone in your household the victim of any crime?	15%	12%	8%	13%	11%	10%	12%	12%	9%	14%	10%	11%
If yes, was this crime (these crimes) reported to the police?	80%	76%	55%	73%	49%	75%	94%	77%	35%	78%	72%	84%
<i>Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime</i>												

Figure 7b: Crime Victimization and Reporting															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
During the past twelve months, were you or anyone in your household the victim of any crime?	31%	16%	10%	10%	9%	8%	8%	10%	13%	21%	12%	10%	15%	8%	16%
If yes, was this crime (these crimes) reported to the police?	100%	63%	62%	87%	72%	77%	53%	70%	75%	84%	53%	70%	100%	53%	84%

Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime

Figure 8a: Use of Community Amenities

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Used Scottsdale public libraries or their services	76%	79%	66%	56%	68%	80%	80%	84%	68%	74%	81%	67%
Used Scottsdale recreation centers	58%	59%	52%	58%	58%	55%	51%	57%	48%	56%	61%	57%
Participated in a recreation program or activity	38%	39%	40%	37%	41%	41%	34%	41%	28%	37%	43%	42%
Visited a Scottsdale park	89%	83%	82%	82%	87%	83%	81%	89%	80%	82%	90%	85%
Ridden a local bus within Scottsdale	16%	12%	4%	10%	11%	13%	14%	7%	22%	16%	7%	8%
Attended a meeting of local elected officials or other local public meeting	22%	19%	24%	10%	16%	28%	28%	27%	16%	22%	20%	26%
Watched a meeting of local elected officials or other local public meeting on cable television	53%	48%	44%	37%	39%	52%	55%	61%	48%	54%	44%	49%
Recycled used paper, cans or bottles from your home	73%	84%	85%	58%	75%	85%	88%	91%	56%	66%	83%	95%
Volunteered your time to some group/activity in Scottsdale	35%	40%	44%	22%	38%	48%	45%	39%	31%	37%	36%	48%

Figure 8a: Use of Community Amenities												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Read City of Scottsdale Newsletter	68%	78%	76%	57%	73%	73%	81%	80%	61%	66%	78%	79%
Used the Internet for anything	83%	88%	91%	92%	95%	86%	85%	73%	59%	78%	96%	96%
Used the Internet to conduct business with Scottsdale	36%	43%	49%	46%	51%	49%	37%	27%	18%	36%	45%	55%
Purchased an item over the Internet	64%	71%	83%	77%	81%	75%	65%	57%	32%	63%	81%	88%
<i>Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months</i>												

Figure 8b: Use of Community Amenities

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Used Scottsdale public libraries or their services	54%	70%	72%	78%	72%	81%	75%	76%	70%	53%	55%	72%	80%	74%	79%
Used Scottsdale recreation centers	62%	56%	65%	58%	46%	53%	49%	57%	54%	42%	48%	48%	66%	58%	60%
Participated in a recreation program or activity	23%	35%	53%	42%	35%	41%	31%	40%	38%	12%	26%	31%	42%	39%	50%
Visited a Scottsdale park	94%	88%	92%	89%	80%	73%	71%	83%	87%	81%	72%	81%	93%	89%	83%
Ridden a local bus within Scottsdale	15%	7%	12%	15%	8%	7%	13%	12%	9%	49%	17%	11%	14%	7%	11%
Attended meeting of local elected officials ...	8%	10%	18%	28%	24%	31%	27%	19%	24%	12%	10%	21%	25%	18%	30%
Watched meeting of local elected officials ...	41%	35%	41%	55%	57%	61%	53%	45%	53%	72%	44%	46%	57%	46%	52%
Recycled	45%	68%	91%	88%	82%	86%	75%	76%	83%	62%	76%	75%	76%	83%	82%

Figure 8b: Use of Community Amenities

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
used paper, cans or bottles from your home															
Volunteered your time to some group/activity in Scottsdale	20%	31%	38%	47%	40%	44%	44%	39%	39%	24%	24%	32%	34%	40%	50%
Read City of Scottsdale Newsletter	24%	63%	77%	82%	80%	80%	71%	74%	72%	83%	66%	73%	71%	73%	74%
Used the Internet for anything	95%	99%	98%	96%	83%	73%	39%	83%	90%	43%	60%	76%	90%	94%	94%
Used the Internet to conduct business with Scottsdale	34%	53%	53%	51%	45%	21%	10%	36%	50%	4%	23%	35%	45%	49%	47%
Purchased an item over the Internet	75%	89%	85%	84%	67%	45%	23%	66%	78%	14%	47%	59%	79%	81%	79%
<i>Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months</i>															

Figure 9a: Quality of Service Ratings

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Police services	67	71	72	72	67	71	70	70	68	72	71	70
Fire services	75	77	75	73	74	75	79	78	77	78	76	75
Ambulance/emergency medical services	75	78	77	75	71	78	79	80	77	77	78	74
Traffic enforcement	55	57	55	58	57	53	55	55	53	56	57	56
Garbage collection	73	81	81	73	79	82	79	76	74	77	79	80
Recycling	63	73	77	50	72	76	77	73	58	61	70	79
Yard waste pick-up	64	70	72	69	67	70	68	68	62	65	69	71
Street repair	52	57	61	61	62	59	52	49	47	57	58	60
Street cleaning	63	65	66	68	69	66	61	59	62	65	65	66
Sidewalk maintenance	57	63	66	67	68	61	56	54	53	64	61	64
Traffic signal timing	47	51	51	46	53	49	52	46	49	50	50	50
Amount of public parking	47	56	56	51	57	52	58	44	49	50	53	56
Bus/transit services	44	32	38	52	44	28	40	32	44	45	37	34
Storm drainage	54	50	50	50	56	48	51	49	48	51	52	53
Drinking water	39	40	41	42	40	36	43	40	36	39	40	44
City parks	75	76	73	76	73	74	75	74	75	73	74	76
Recreation programs or classes	74	72	70	74	73	65	74	75	70	73	72	72
Appearance/maintenance of parks	73	76	74	75	73	75	75	72	72	74	75	75
Land use planning and	39	44	42	54	46	36	39	33	45	37	44	43

Figure 9a: Quality of Service Ratings

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
zoning												
Code enforcement (weeds, abandoned buildings, etc)	44	57	58	60	56	52	50	44	45	50	52	56
Animal control	56	61	62	63	64	58	57	54	52	60	60	61
Economic development	47	54	55	59	55	50	48	45	41	52	54	52
Services to seniors	58	64	64	63	68	59	63	57	52	65	63	63
Services to youth	60	57	63	60	66	57	58	58	60	64	63	57
Public library services	76	77	74	71	75	77	77	78	71	78	77	74
Public information services	62	66	64	61	64	65	64	62	65	64	65	62

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

Figure 9b: Quality of Service Ratings

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Police services	62	70	68	69	71	75	73	71	69	66	78	71	68	70	68
Fire services	88	74	74	74	76	78	80	77	75	70	79	81	73	74	74
Ambulance/emergency medical services	79	74	70	77	75	81	83	76	77	66	82	80	76	75	73
Traffic enforcement	63	62	55	50	54	53	56	57	54	54	57	59	57	56	51
Garbage collection	67	76	73	80	81	82	81	76	81	67	79	80	76	77	79
Recycling	50	64	67	73	75	78	77	68	74	55	76	72	62	71	71
Yard waste pick-up	68	63	66	70	71	73	67	66	71	56	73	71	62	67	69
Street repair	54	63	54	55	56	55	58	55	59	31	64	55	58	57	58
Street cleaning	68	69	61	63	65	64	60	64	65	47	70	65	63	64	64
Sidewalk maintenance	60	66	61	59	62	62	58	60	63	34	62	60	66	62	62
Traffic signal timing	51	51	47	48	51	48	53	51	48	49	54	50	53	48	50
Amount of public parking	57	53	54	54	49	51	52	52	53	43	49	50	52	54	54
Bus/transit services	72	47	34	32	26	42	44	37	41	56	41	48	44	34	33
Storm drainage	50	54	48	52	49	49	52	49	53	32	54	50	53	51	52
Drinking water	34	39	39	38	37	45	47	36	45	28	46	42	36	38	42
City parks	73	75	75	75	72	75	73	75	74	55	76	75	76	74	75
Recreation programs or classes	73	74	71	71	71	74	70	73	71	66	70	76	65	72	72
Appearance/maintenance of parks	73	76	74	73	73	73	71	74	74	59	78	74	73	74	74
Land use, planning and zoning	59	48	42	36	37	34	45	42	41	31	48	41	38	41	43
Code enforcement	55	56	56	53	47	45	50	51	53	31	51	51	52	53	53

COMPARISONS

Figure 9b: Quality of Service Ratings															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
(weeds, abandoned buildings, etc)															
Animal control	74	61	63	59	59	52	54	59	60	29	59	60	61	60	59
Economic development	61	57	52	46	48	48	52	53	50	25	49	55	52	51	50
Services to seniors	72	72	63	57	55	63	61	61	62	62	61	64	61	63	58
Services to youth	57	70	62	54	53	64	64	60	60	65	61	64	59	60	57
Public library services	76	79	74	74	72	77	79	77	75	73	75	76	77	78	73
Public information services	66	63	62	62	64	64	65	65	61	69	68	66	59	65	60
<i>Average Rating on a 100-Point Scale (0=poor, 100=excellent)</i>															

Figure 10a: Ratings of Various Levels of Government

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Overall, how would you rate the quality of the services provided by the City of Scottsdale?	65	71	69	67	68	68	68	67	64	68	68	69
Overall, how would you rate the quality of the services provided by the Federal Government?	44	43	45	42	47	41	45	45	42	46	44	44
Overall, how would you rate the quality of the services provided by the State Government?	43	44	43	42	48	41	42	45	45	46	43	42
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>												

Figure 10b: Ratings of Various Levels of Government

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
	Overall, how would you rate the quality of the services provided by the City of Scottsdale?	67	68	69	64	69	69	71	67	68	48	69	71	66	68
Overall, how would you rate the quality of the services provided by the Federal Government?	44	49	43	39	42	44	53	45	43	41	50	48	40	45	40
Overall, how would you rate the quality of the services provided by the State Government?	51	47	40	38	42	45	55	46	41	50	50	47	42	44	40

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

Figure 11a: Proportion of Population Having Contact with City Employees												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	56%	57%	53%	47%	51%	59%	63%	52%	42%	57%	51%	62%
<i>Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months</i>												

Figure 11b: Proportion of Population Having Contact with City Employees															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Have you had any in-person or phone contact with a City employee within the last 12 months?	58%	47%	63%	61%	59%	48%	38%	49%	60%	34%	46%	53%	61%	54%	57%
<i>Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months</i>															

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

Figure 12b: Ratings of Contact with City Employees															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Knowledge	53	74	72	74	77	76	83	74	73	58	71	77	66	76	73
Responsiveness	64	72	71	69	72	74	75	72	70	58	69	75	74	73	67
Courtesy	54	72	75	75	80	81	82	75	76	67	72	78	73	77	73
Overall Impression	53	72	71	72	74	77	75	72	71	67	66	74	70	74	70
Average Rating on a 100-point Scale (0=poor, 100=excellent)															

Figure 13a: Ratings of Public Trust												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
I receive good value for the City of Scottsdale taxes I pay	65	71	70	62	72	69	69	67	62	65	70	72
I am pleased with the overall direction that the City of Scottsdale is taking	48	60	60	66	62	54	53	45	54	56	57	57
The City of Scottsdale government welcomes citizen involvement	58	64	63	62	65	58	64	59	58	62	63	62
The City of Scottsdale government listens to citizens	46	52	54	55	56	50	50	44	50	53	52	51
<i>Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)</i>												

Figure 13b: Ratings of Public Trust

	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
I receive good value for the City of Scottsdale taxes I pay	52	68	67	66	69	71	75	69	67	50	63	69	63	70	68
I am pleased with the overall direction that the City of Scottsdale is taking	68	62	58	49	53	52	60	57	55	52	58	56	51	57	56
The City of Scottsdale government welcomes citizen involvement	63	63	61	57	63	61	70	63	60	51	61	65	64	60	60
The City of Scottsdale government listens to citizens	47	52	50	49	52	47	58	52	49	45	54	50	55	51	51
<i>Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)</i>															

Figure 14b: Perceptions of Economy													
		In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
		South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	very positive	2%	6%	3%	7%	3%	3%	2%	2%	3%	2%	3%	5%
	somewhat positive	23%	25%	28%	30%	27%	23%	27%	21%	15%	21%	26%	33%
	neutral	42%	45%	43%	37%	41%	42%	47%	49%	43%	42%	40%	44%
	somewhat negative	28%	21%	22%	23%	25%	28%	20%	22%	32%	30%	26%	15%
	very negative	5%	3%	3%	2%	3%	4%	4%	6%	6%	4%	4%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Figure 14b: Perceptions of Economy

		In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	very positive	11%	5%	3%	3%	4%	2%	1%	2%	5%	0%	2%	3%	5%	5%	2%
	somewhat positive	18%	32%	24%	27%	25%	22%	14%	23%	28%	4%	19%	25%	19%	29%	24%
	neutral	35%	40%	48%	37%	42%	45%	59%	44%	42%	57%	51%	45%	43%	39%	45%
	somewhat negative	35%	22%	21%	26%	24%	28%	19%	26%	22%	38%	22%	24%	33%	24%	22%
	very negative	0%	1%	4%	8%	5%	2%	6%	5%	4%	0%	5%	3%	0%	3%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The National
CITIZEN SURVEY™

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**Report of Normative Comparisons for
The City of Scottsdale, AZ**



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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

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

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

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

UNDERSTANDING THE NORMATIVE COMPARISONS

Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in over 300 jurisdictions in the United States. Responses to over 4,000 survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

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

Jurisdiction Characteristic	Percent of Jurisdictions
<i>Region</i>	
West Coast ¹	25%
West ²	12%
North Central West ³	10%
North Central East ⁴	15%
South Central ⁵	9%
South ⁶	20%
Northeast West ⁷	4%
Northeast East ⁸	4%
<i>Population</i>	
less than 40,000	25%
40,000 to 74,999	26%
75,000 to 149,000	20%
150,000 or more	29%

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

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

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

Putting Evaluations Onto a 100-Point Scale

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

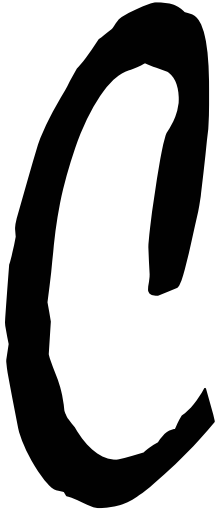
Interpreting the Results

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

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

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

**For Scottsdale, two tables have been produced for each set of questions. In the first, comparisons are made to all jurisdictions in the (always labeled as a Figure "b"). In the second, comparisons are made to all jurisdictions in the database that are geographically located in the western region (always labeled as a Figure "c"). For each set of questions, a chart precedes the two tables (always labeled as a Figure "a"). The chart's numbers reflect the table labeled Figure "b", and graphically represents the percentile of each item, compared to the customized set of jurisdictions in the database. This percentile is marked as a black line on the chart.



COMPARISONS

Figure 1a: Quality of Life Ratings (National)

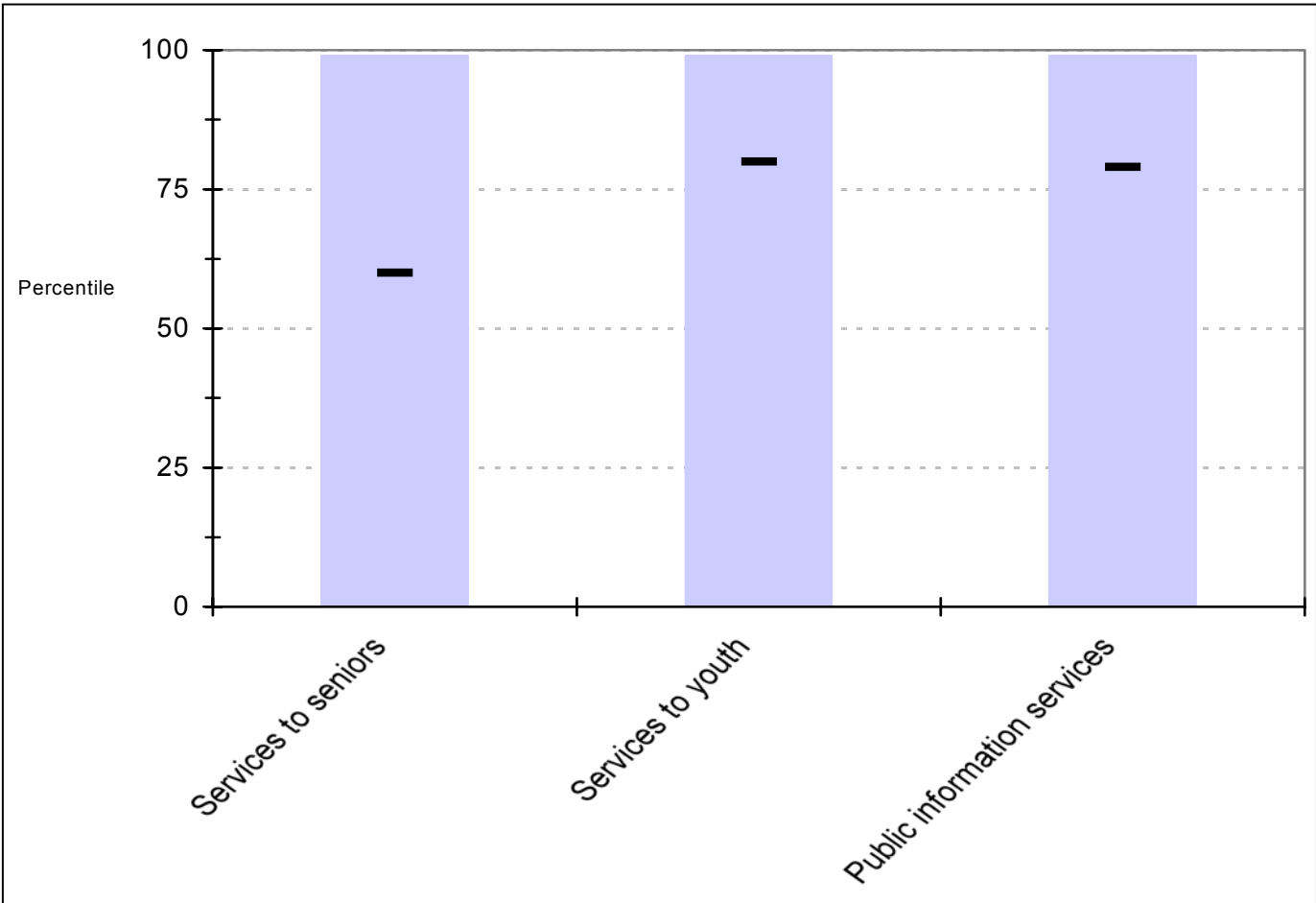


Figure 1b: Quality of Life Ratings (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Scottsdale as a place to live	81	22	141	85%ile	above the norm
Neighborhood as a place to live	77	9	63	87%ile	above the norm
Scottsdale as a place to raise children	68	33	75	58%ile	above the norm
Scottsdale as a place to retire	73	3	57	97%ile	above the norm
The overall quality of life in Scottsdale	77	22	118	83%ile	above the norm

Figure 1c: Quality of Life Ratings (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Scottsdale as a place to live	81	10	30	72%ile	above the norm
Neighborhood as a place to live	77	4	16	84%ile	above the norm
Scottsdale as a place to raise children	68	9	21	64%ile	above the norm
Scottsdale as a place to retire	73	3	15	90%ile	above the norm
The overall quality of life in Scottsdale	77	9	43	83%ile	above the norm

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

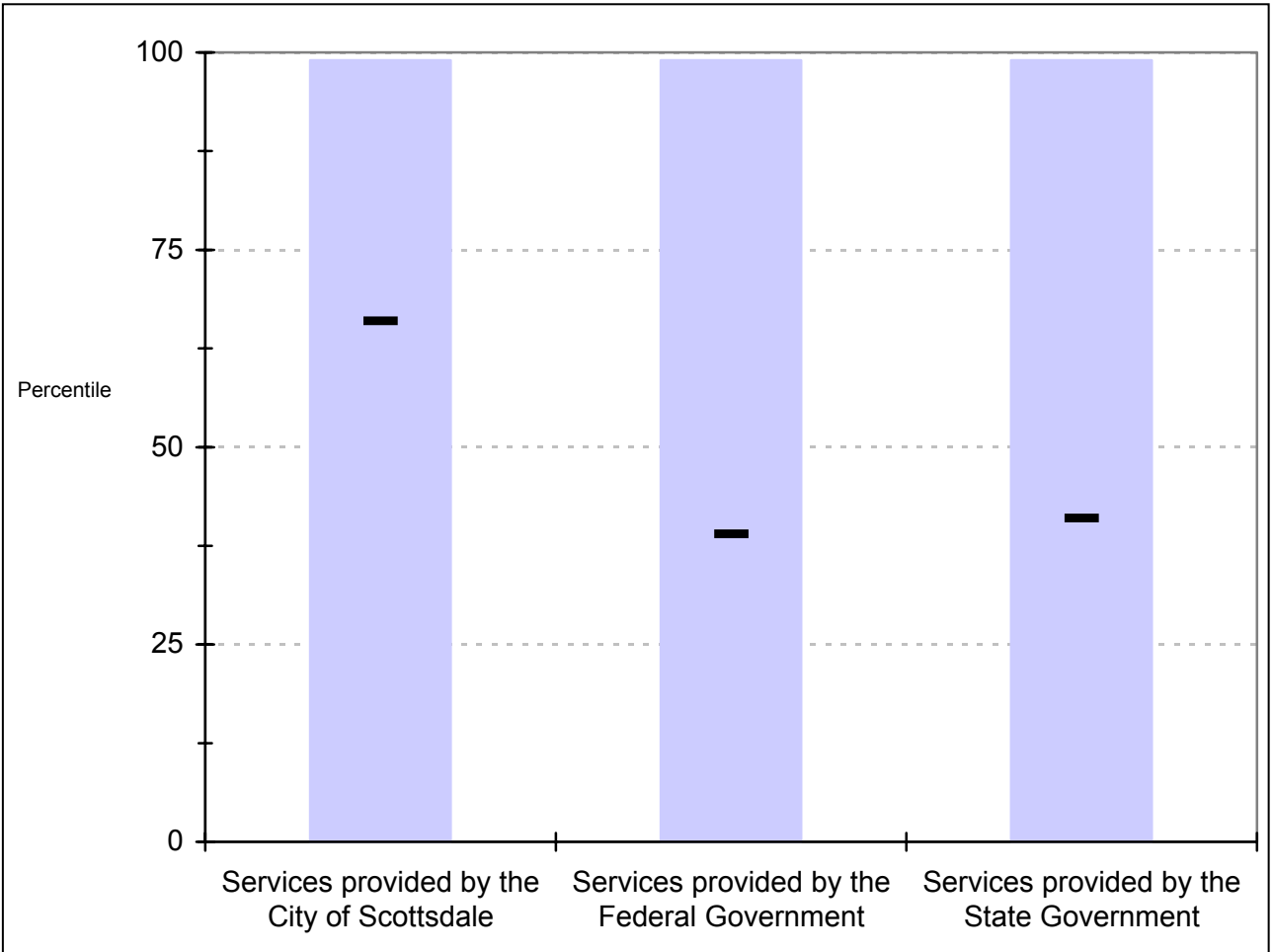


Figure 2b: Characteristics of the Community: General and Opportunities (National)

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Sense of community	51	26	43	43%ile	similar to the norm
Overall appearance of Scottsdale	75	11	71	87%ile	above the norm
Opportunities to attend cultural activities	67	10	61	86%ile	above the norm
Shopping opportunities	85	3	57	97%ile	above the norm
Recreational opportunities	72	11	69	86%ile	above the norm
Job opportunities	47	25	72	67%ile	above the norm

Figure 2c: Characteristics of the Community: General and Opportunities (Western Region)

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Sense of community	51	8	14	54%ile	similar to the norm
Overall appearance of Scottsdale	75	4	18	86%ile	above the norm
Opportunities to attend cultural activities	67	3	18	92%ile	above the norm
Shopping opportunities	85	2	22	98%ile	above the norm
Recreational opportunities	72	5	21	83%ile	above the norm
Job opportunities	47	12	22	52%ile	similar to the norm

Figure 3a: Characteristics of the Community: Access (National)

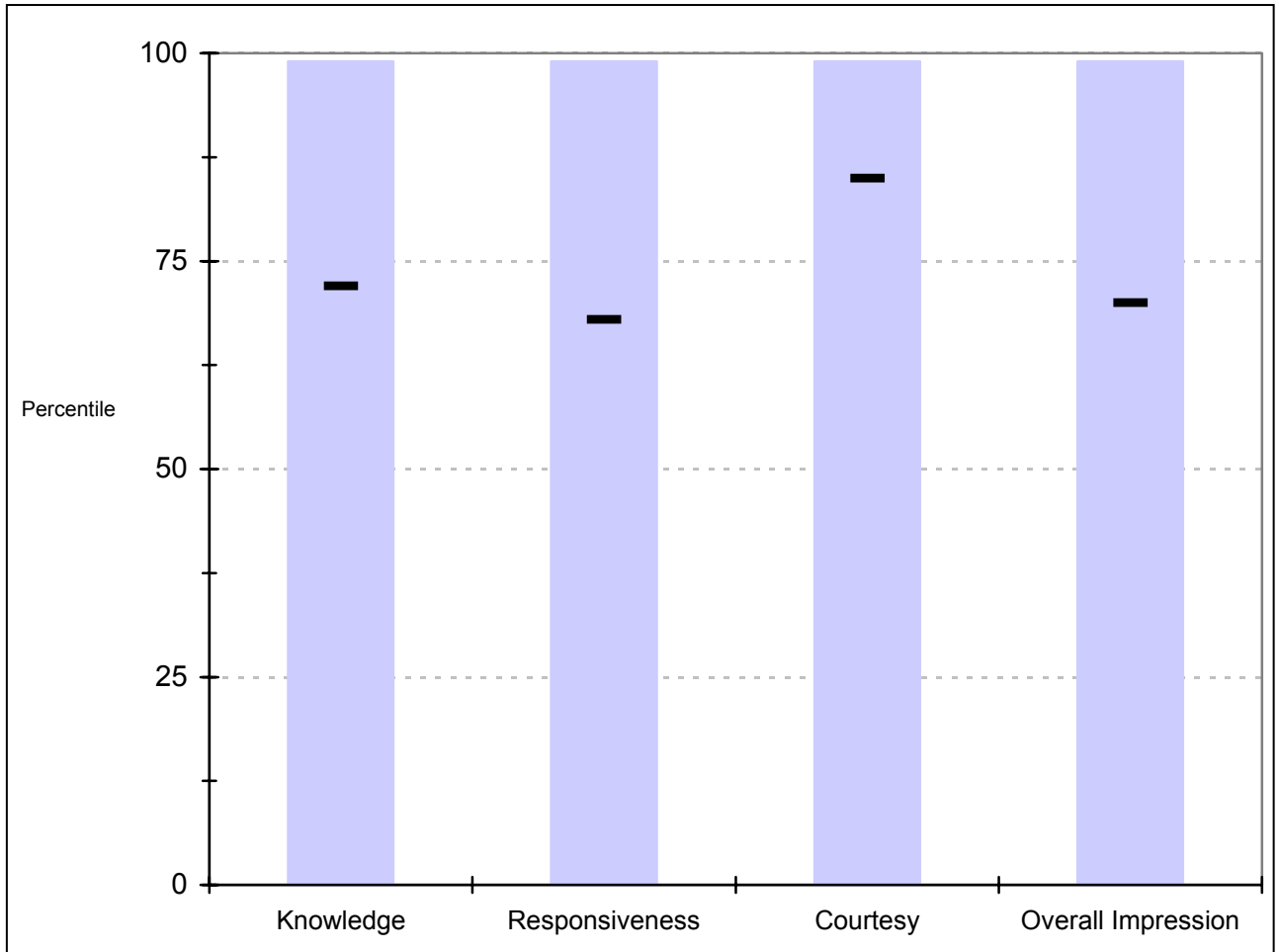


Figure 3b: Characteristics of the Community: Access (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Ease of car travel in Scottsdale	50	30	56	49%ile	similar to the norm
Ease of bus travel in Scottsdale	26	22	23	11%ile	below the norm
Ease of bicycle travel in Scottsdale	50	25	45	48%ile	similar to the norm
Ease of walking in Scottsdale	59	10	33	74%ile	above the norm

Figure 3c: Characteristics of the Community: Access (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Ease of car travel in Scottsdale	50	8	17	62%ile	above the norm
Ease of bus travel in Scottsdale	26	9	9	17%ile	below the norm
Ease of bicycle travel in Scottsdale	50	9	12	38%ile	below the norm
Ease of walking in Scottsdale	59	3	8	81%ile	above the norm

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

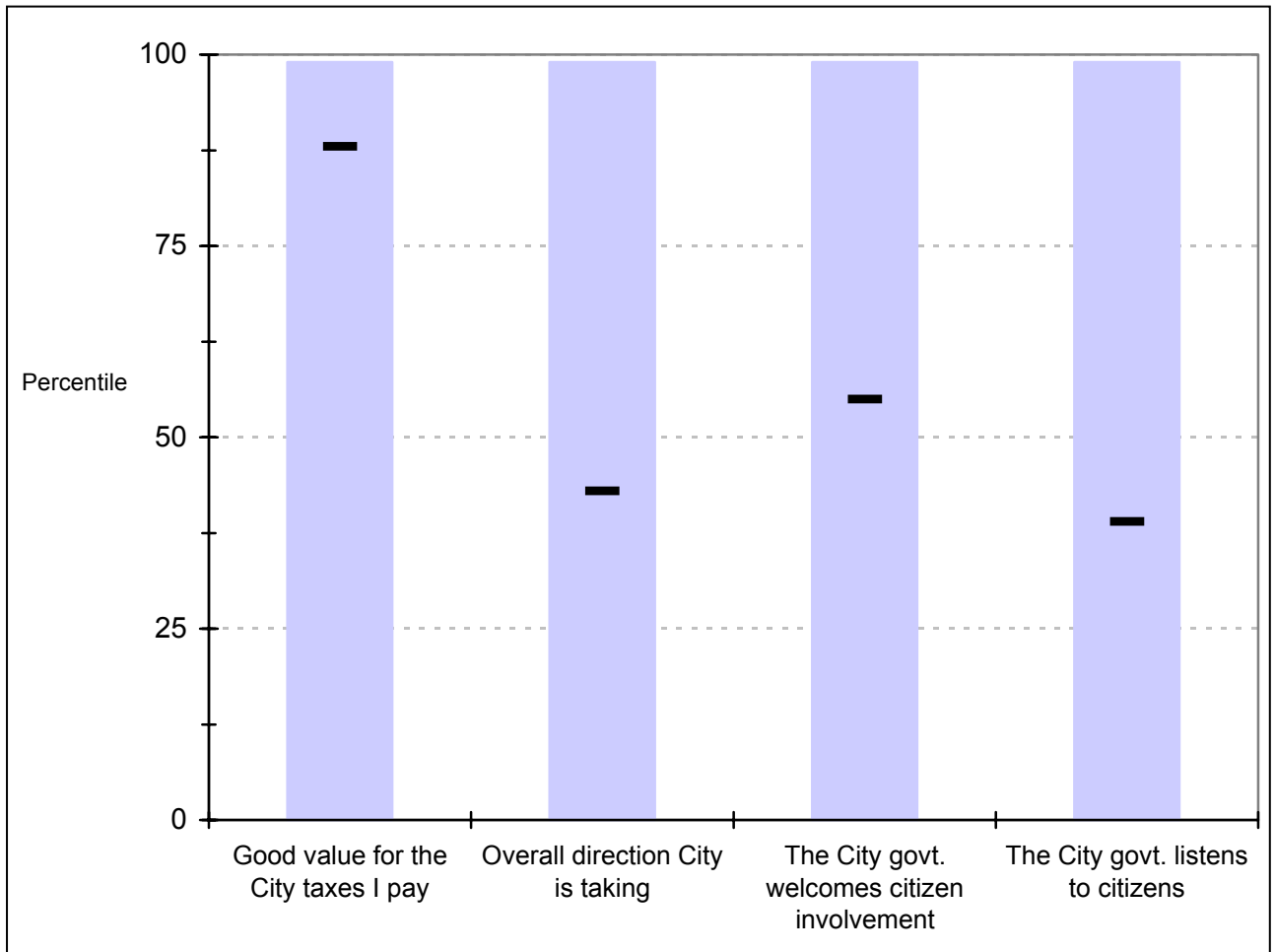


Figure 4b: Ratings of Safety From Various Problems (National)

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Violent crime (e.g., rape, assault, robbery)	73	18	47	65%ile	above the norm
Property crimes (e.g., burglary, theft)	60	21	46	58%ile	similar to the norm
Fire	74	17	47	66%ile	similar to the norm

Figure 4c: Ratings of Safety From Various Problems (Western Region)

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Violent crime (e.g., rape, assault, robbery)	73	7	14	61%ile	above the norm
Property crimes (e.g., burglary, theft)	60	7	13	58%ile	above the norm
Fire	74	3	14	89%ile	above the norm

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

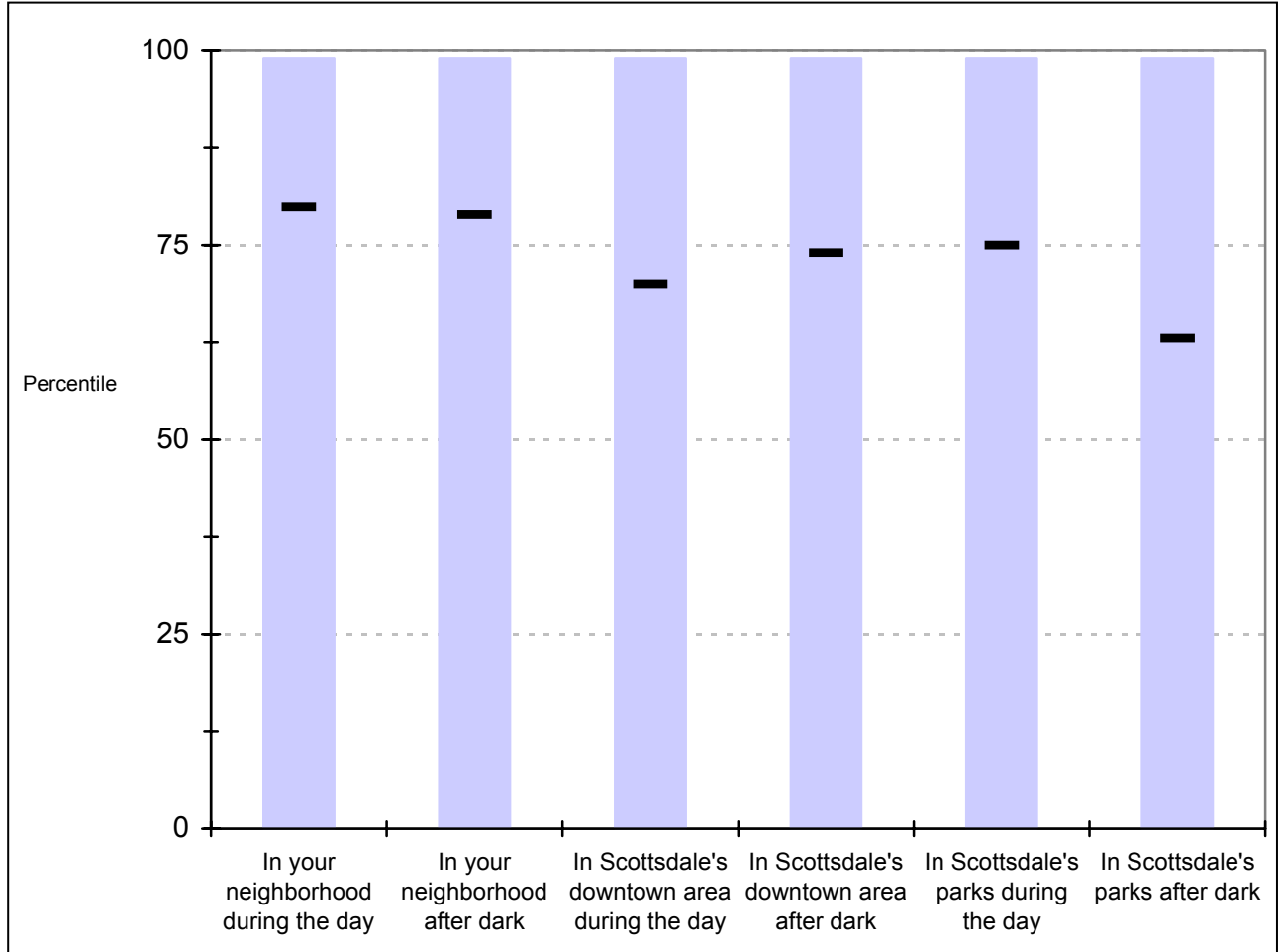


Figure 5b: Ratings of Safety in Various Areas (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
In your neighborhood during the day	92	11	48	80%ile	above the norm
In your neighborhood after dark	77	25	112	79%ile	above the norm
In Scottsdale's downtown area during the day	89	15	46	70%ile	above the norm
In Scottsdale's downtown area after dark	70	13	47	74%ile	above the norm
In Scottsdale's parks during the day	86	13	46	75%ile	above the norm
In Scottsdale's parks after dark	54	18	45	63%ile	above the norm

Figure 5c: Ratings of Safety in Various Areas (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
In your neighborhood during the day	92	4	12	79%ile	above the norm
In your neighborhood after dark	77	6	26	83%ile	above the norm
In Scottsdale's downtown area during the day	89	6	11	59%ile	above the norm
In Scottsdale's downtown area after dark	70	5	12	67%ile	above the norm
In Scottsdale's parks during the day	86	4	11	77%ile	above the norm
In Scottsdale's parks after dark	54	6	12	63%ile	above the norm

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

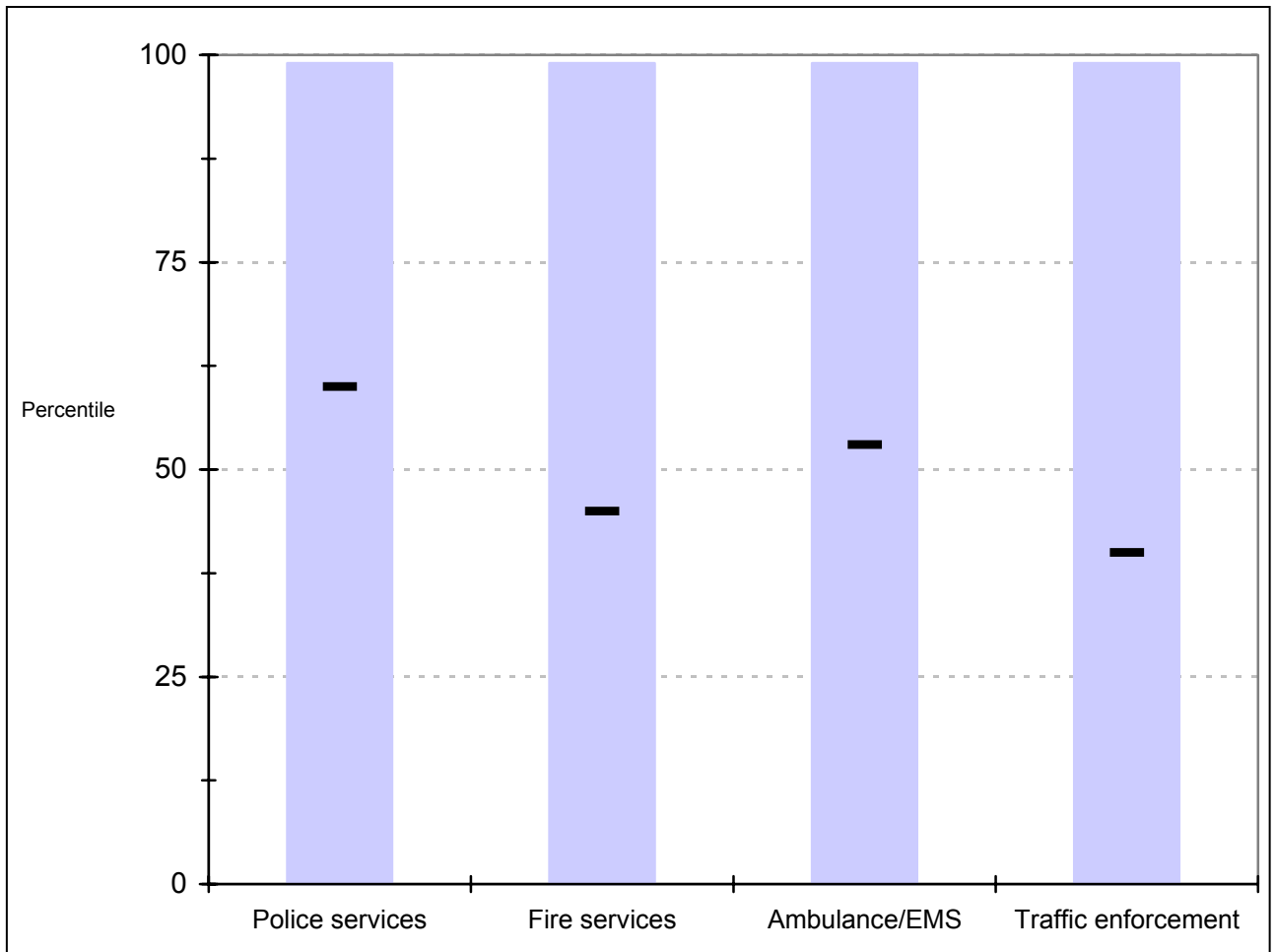


Figure 6b: Quality of Public Safety Services (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Police services	70	96	237	60%ile	similar to the norm
Fire services	76	97	173	45%ile	similar to the norm
Ambulance/emergency medical services	77	57	119	53%ile	similar to the norm
Traffic enforcement	55	63	103	40%ile	similar to the norm

Figure 6c: Quality of Public Safety Services (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Police services	70	38	80	54%ile	similar to the norm
Fire services	76	29	49	43%ile	similar to the norm
Ambulance/emergency medical services	77	15	33	59%ile	similar to the norm
Traffic enforcement	55	18	31	45%ile	similar to the norm

Figure 7a: Quality of Transportation Services (National)

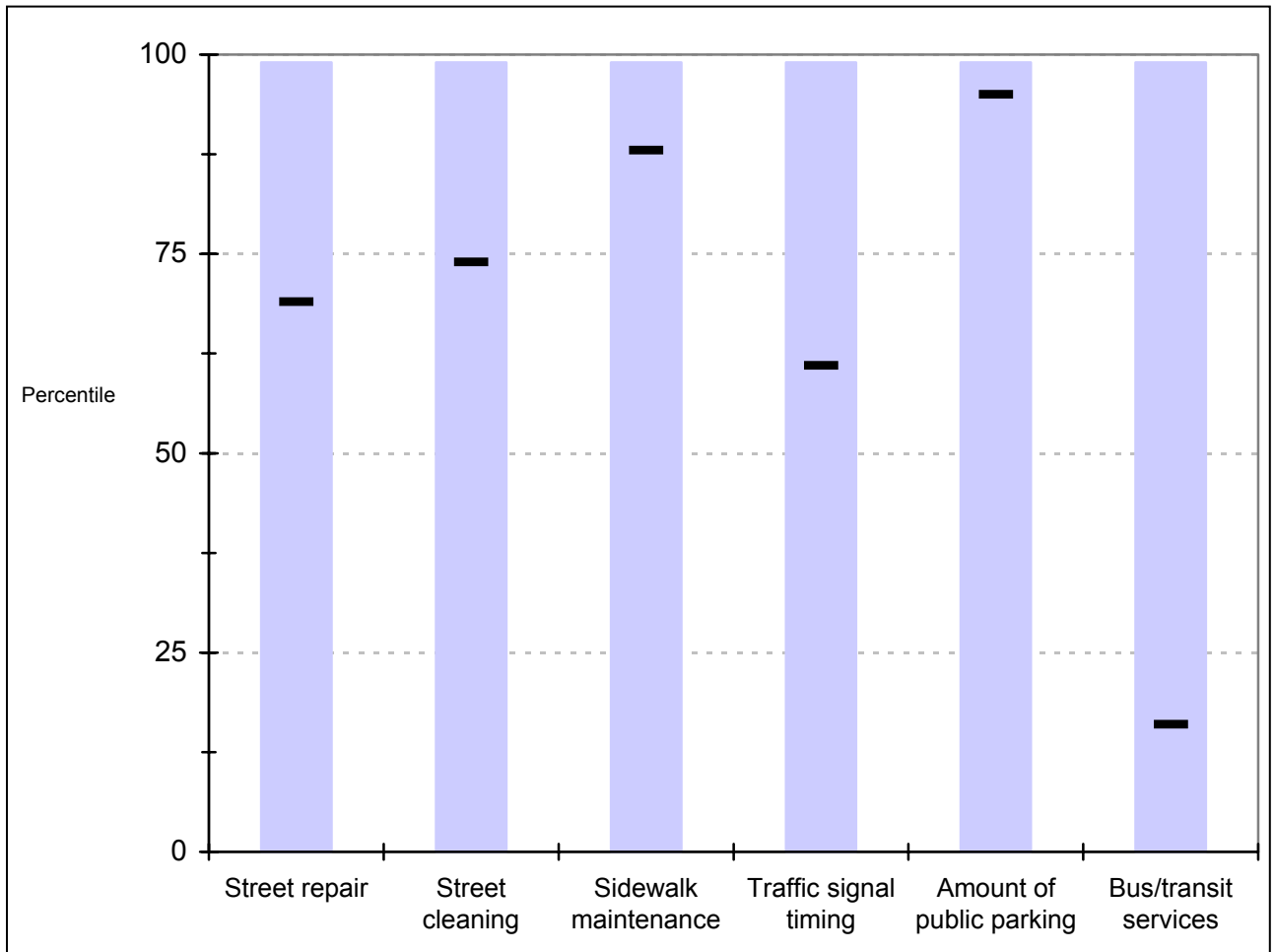


Figure 7b: Quality of Transportation Services (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Street repair	57	60	193	69%ile	above the norm
Street cleaning	64	34	124	74%ile	above the norm
Sidewalk maintenance	62	9	63	88%ile	above the norm
Traffic signal timing	50	20	47	61%ile	above the norm
Amount of public parking	53	3	30	95%ile	above the norm
Bus/transit services	39	58	68	16%ile	below the norm

Figure 7c: Quality of Transportation Services (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Street repair	57	20	69	73%ile	above the norm
Street cleaning	64	9	35	79%ile	above the norm
Sidewalk maintenance	62	3	16	91%ile	above the norm
Traffic signal timing	50	9	16	53%ile	similar to the norm
Amount of public parking	53	2	9	94%ile	above the norm
Bus/transit services	39	22	26	19%ile	below the norm

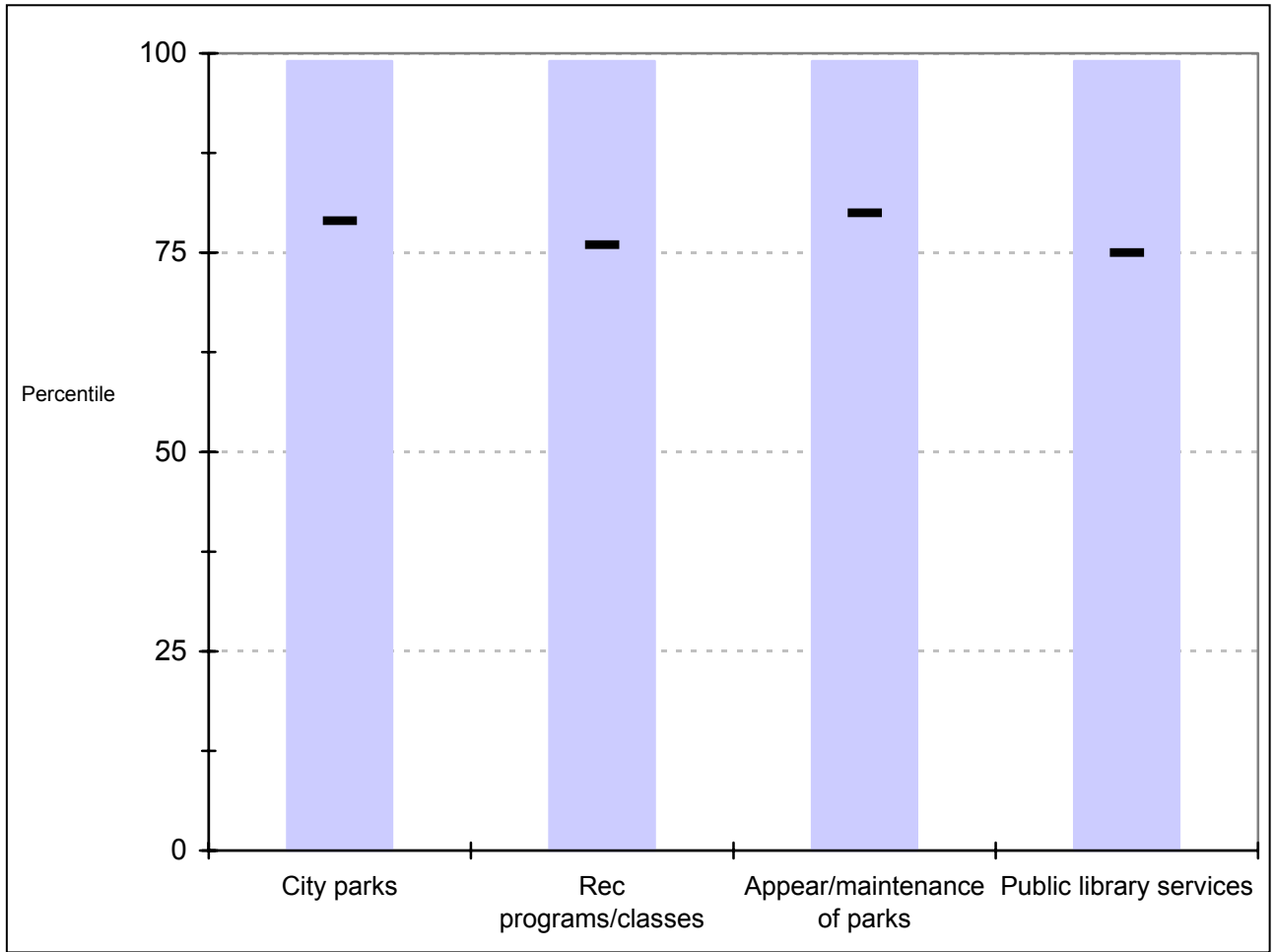


Figure 8a: Quality of Leisure Services (National)

Figure 8b: Quality of Leisure Services (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
City parks	74	26	119	79%ile	above the norm
Recreation programs or classes	72	35	139	76%ile	above the norm
Appearance/maintenance of parks	74	27	129	80%ile	above the norm
Public library services	76	36	138	75%ile	above the norm

Figure 8c: Quality of Leisure Services (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
City parks	74	11	42	77%ile	above the norm
Recreation programs or classes	72	13	55	79%ile	above the norm
Appearance/maintenance of parks	74	8	41	84%ile	above the norm
Public library services	76	15	48	71%ile	above the norm

Figure 9a: Quality of Utility Services (National)

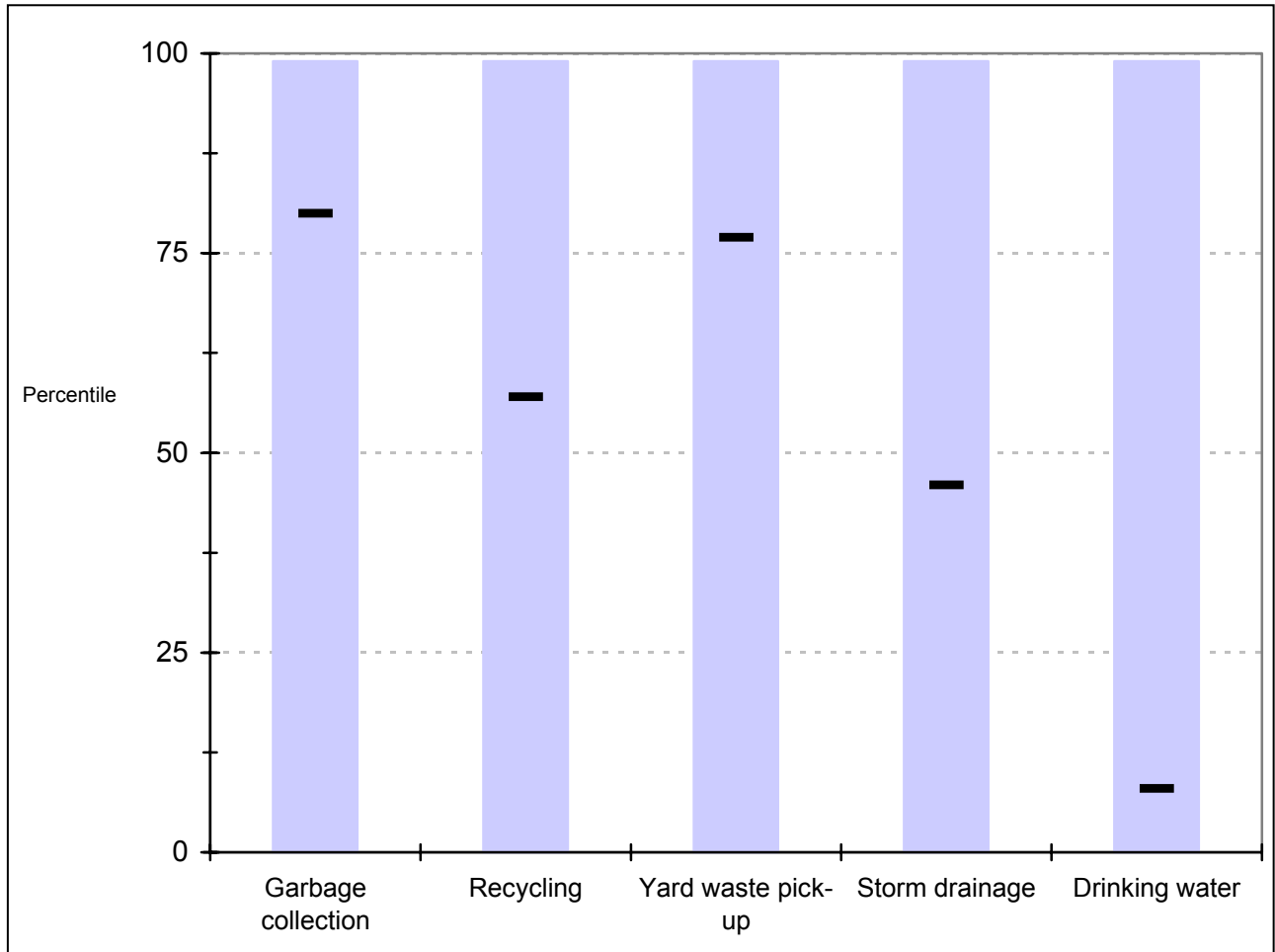


Figure 9b: Quality of Utility Services (National)

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Garbage collection	78	33	157	80%ile	above the norm
Recycling	70	51	115	57%ile	similar to the norm
Yard waste pick-up	68	12	48	77%ile	above the norm
Storm drainage	51	53	97	46%ile	similar to the norm
Drinking water	40	83	89	8%ile	below the norm

Figure 9c: Quality of Utility Services (Western Region)

	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Garbage collection	78	11	48	80%ile	above the norm
Recycling	70	13	35	67%ile	above the norm
Yard waste pick-up	68	3	7	79%ile	above the norm
Storm drainage	51	10	20	58%ile	similar to the norm
Drinking water	40	30	32	11%ile	below the norm

Figure 10a: Quality of Planning and Code Enforcement Services

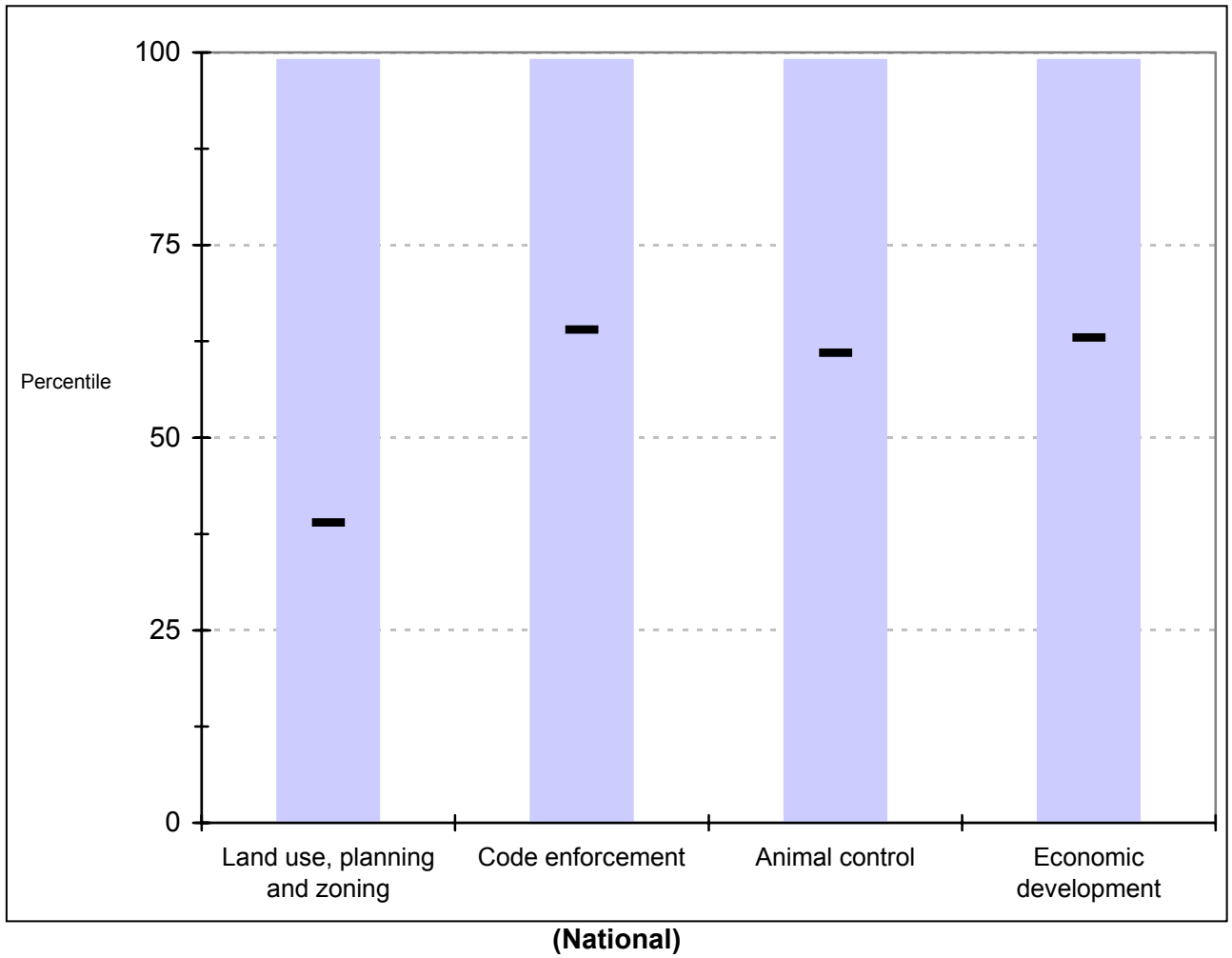


Figure 10b: Quality of Planning and Code Enforcement Services (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Land use, planning and zoning	41	43	68	39%ile	below the norm
Code enforcement	52	44	118	64%ile	above the norm
Animal control	59	39	95	61%ile	similar to the norm
Economic development	51	22	56	63%ile	above the norm

Figure 10c: Quality of Planning and Code Enforcement Services (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Land use, planning and zoning	41	11	20	53%ile	similar to the norm
Code enforcement	52	15	40	66%ile	above the norm
Animal control	59	11	32	70%ile	above the norm
Economic development	51	4	15	83%ile	above the norm

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

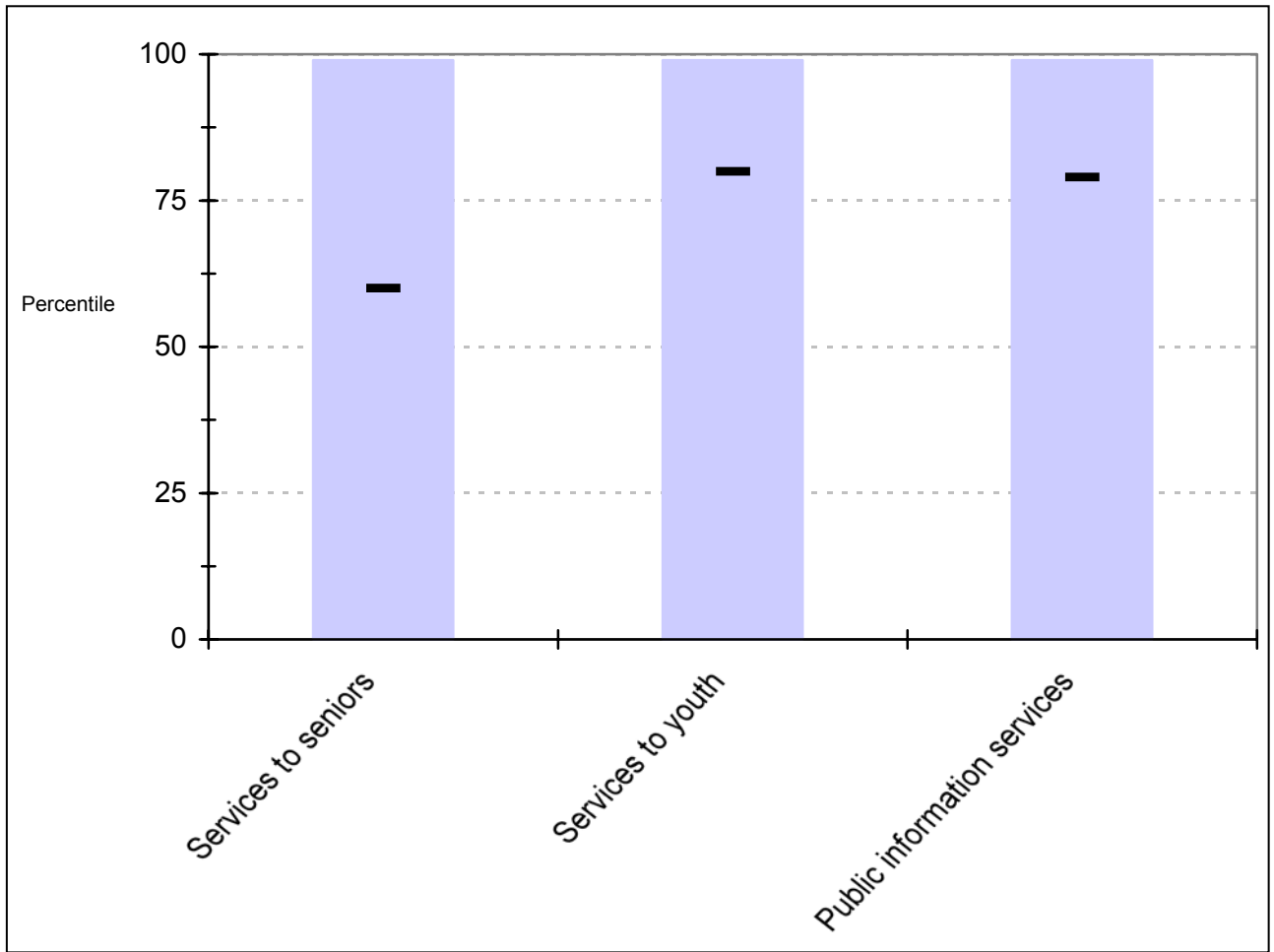


Figure 11b: Quality of Services to Special Populations and Other Services (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Services to seniors	62	35	84	60%ile	similar to the norm
Services to youth	61	16	73	80%ile	above the norm
Public information services	63	16	73	79%ile	above the norm

Figure 11c: Quality of Services to Special Populations and Other Services (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Services to seniors	62	14	33	62%ile	similar to the norm
Services to youth	61	6	26	83%ile	above the norm
Public information services	63	5	17	76%ile	above the norm

Figure 12a: Overall Quality of Services (National)

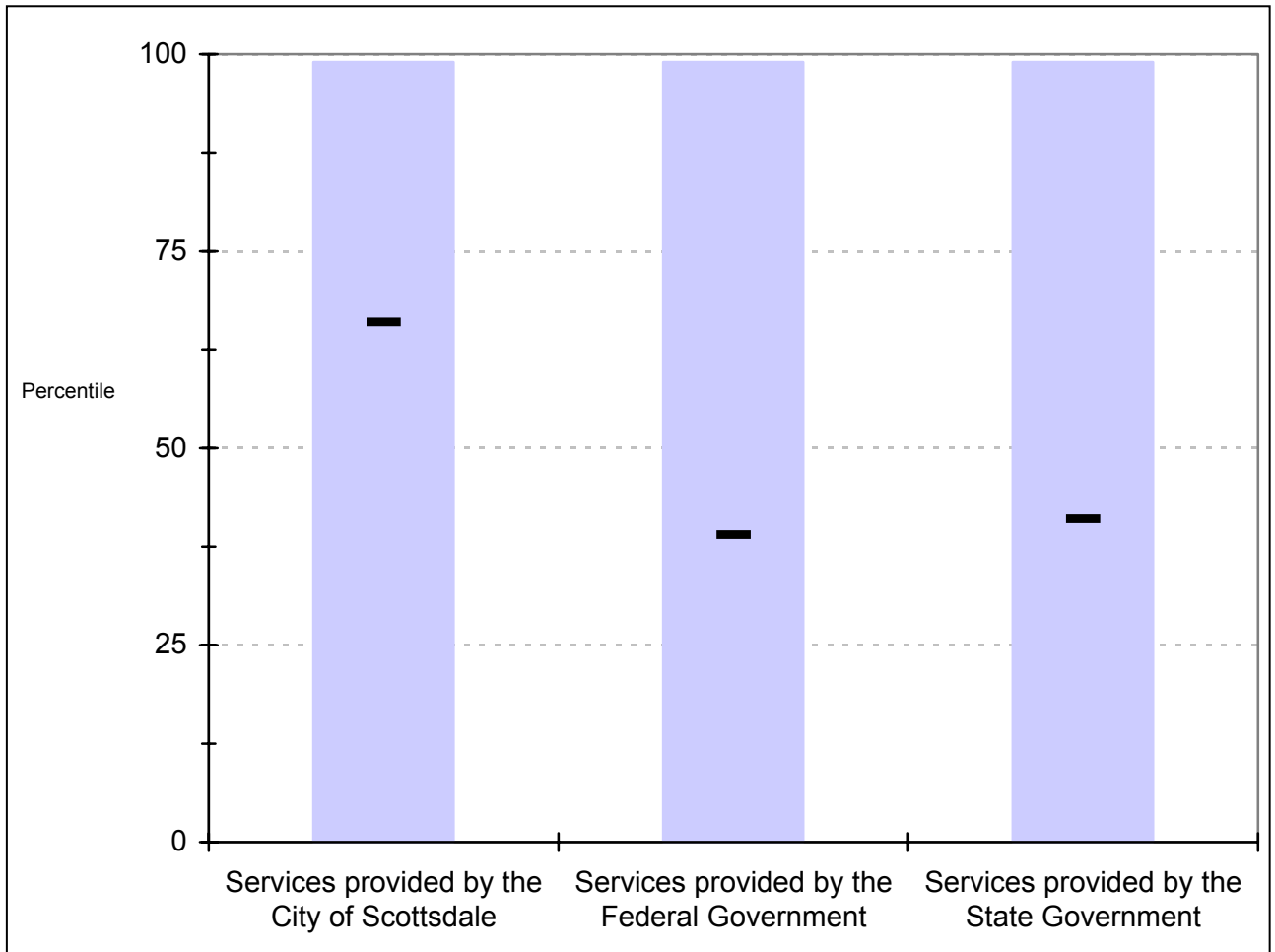


Figure 12b: Overall Quality of Services (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Services provided by the City of Scottsdale	68	46	130	66%ile	above the norm
Services provided by the Federal Government	44	26	40	39%ile	similar to the norm
Services provided by the State Government	44	25	40	41%ile	similar to the norm

Figure 12c: Overall Quality of Services (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Services provided by the City of Scottsdale	68	12	41	74%ile	above the norm
Services provided by the Federal Government	44	4	11	73%ile	similar to the norm
Services provided by the State Government	44	4	11	77%ile	above the norm

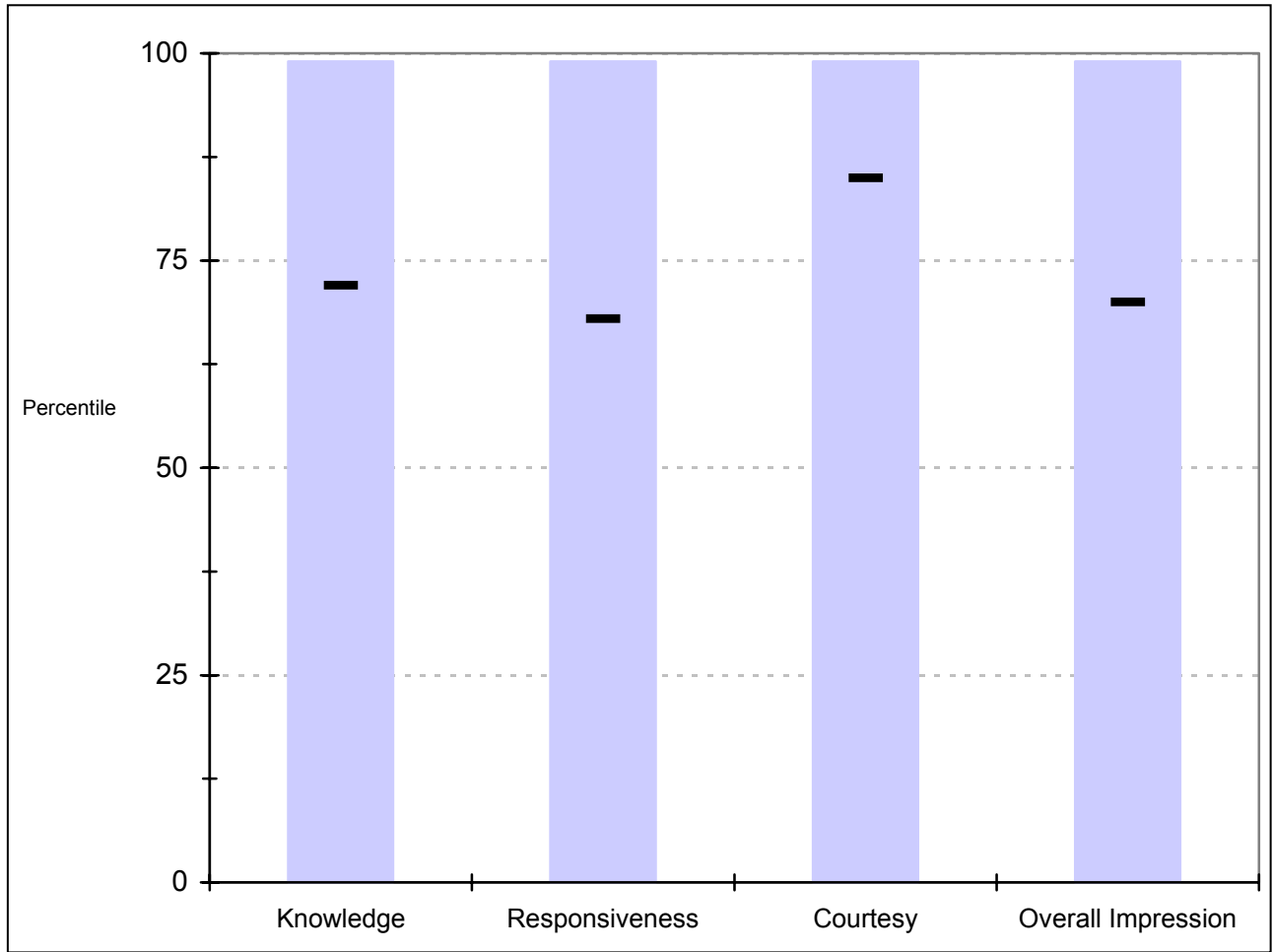


Figure 13a: Ratings of Contact with City Employees (National)

Figure 13b: Ratings of Contact with the City Employees (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Knowledge	74	20	66	72%ile	above the norm
Responsiveness	71	26	77	68%ile	above the norm
Courtesy	75	9	55	85%ile	above the norm
Overall Impression	72	31	97	70%ile	above the norm

Figure 13c: Ratings of Contact with the City Employees (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
Knowledge	74	8	23	72%ile	above the norm
Responsiveness	71	6	22	77%ile	above the norm
Courtesy	75	5	15	77%ile	above the norm
Overall Impression	72	12	31	66%ile	similar to the norm

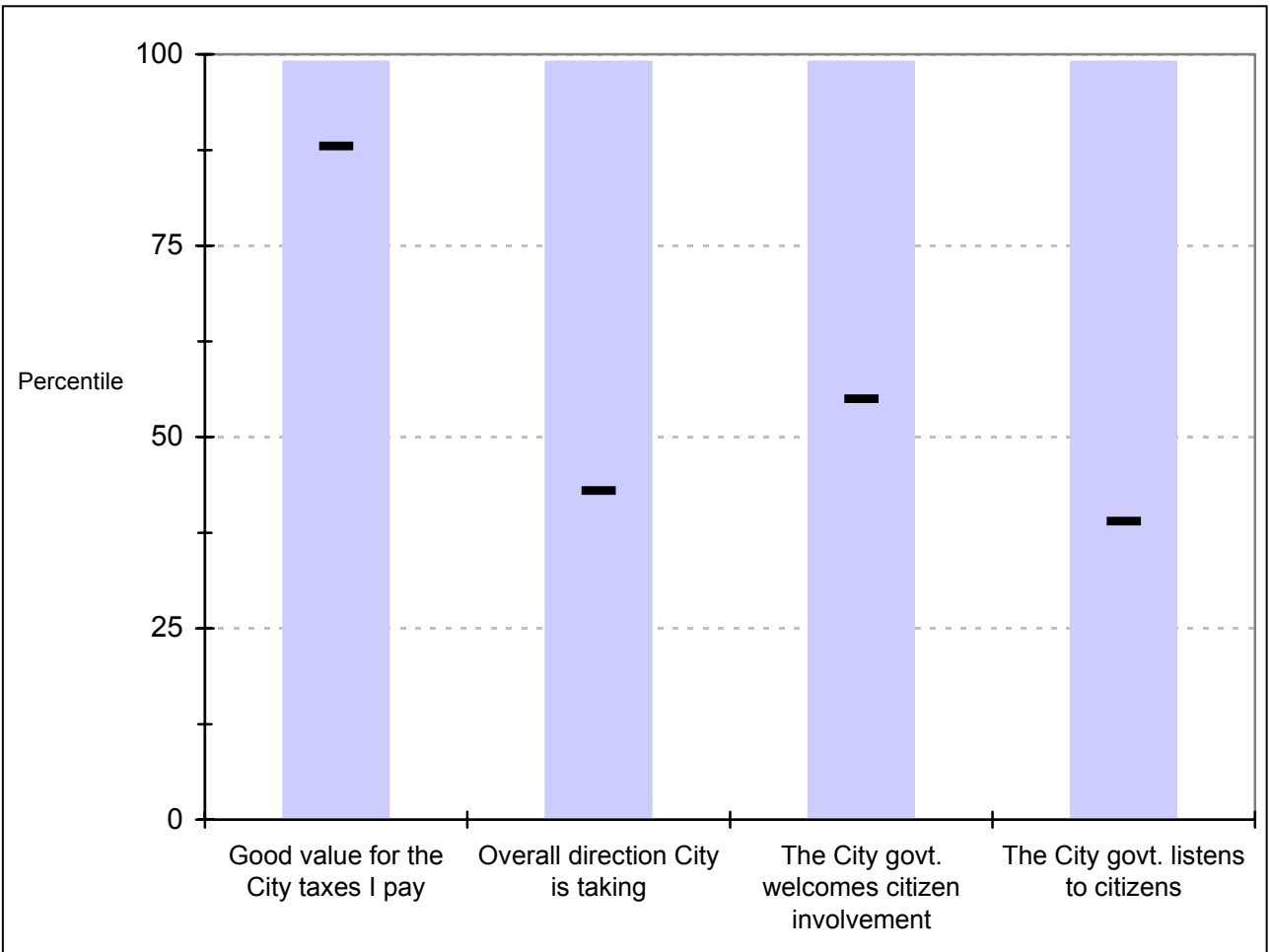


Figure 14a: Ratings of Public Trust (National)

Figure 14b: Ratings of Public Trust (National)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
I receive good value for the City of Scottsdale taxes I pay	68	8	53	88%ile	above the norm
Overall direction that the City of Scottsdale is taking	56	37	62	43%ile	similar to the norm
The City govt. welcomes citizen involvement	62	22	47	55%ile	similar to the norm
The City govt. listens to citizens	51	28	44	39%ile	similar to the norm

Figure 14c: Ratings of Public Trust (Western Region)					
	City of Scottsdale Rating	Rank	Number of Jurisdictions for Comparison	City of Scottsdale Percentile	Comparison of Scottsdale Rating to Norm
I receive good value for the City of Scottsdale taxes I pay	68	2	15	97%ile	above the norm
Overall direction that the City of Scottsdale is taking	56	10	22	61%ile	similar to the norm
The City govt. welcomes citizen involvement	62	4	13	81%ile	above the norm
The City govt. listens to citizens	51	5	11	68%ile	similar to the norm

APPENDIX I: LIST OF JURISDICTIONS INCLUDED IN NATIONAL NORMATIVE COMPARISONS

Place	State	2000 Pop
Auburn	AL	42,987
Huntsville	AL	158,216
Little Rock	AR	183,133
Siloam Springs	AR	10,000
Chandler	AZ	176,581
Gilbert	AZ	109,697
Mesa	AZ	396,375
Phoenix	AZ	1,321,045
Scottsdale	AZ	202,705
Tempe	AZ	158,625
Antioch	CA	90,532
Arcadia	CA	53,054
Bakersfield	CA	247,057
Berkeley	CA	102,743
Claremont	CA	33,998
Concord	CA	121,780
Coronado	CA	24,100
Cypress	CA	46,229
Encinitas	CA	58,014
Fremont	CA	203,413
Garden Grove	CA	165,196
Gilroy	CA	41,464
Hercules	CA	19,488
Highland	CA	44,605
Lakewood	CA	79,345
Lompoc	CA	41,103
Marysville	CA	461,522
Los Alamitos	CA	11,536
Los Gatos	CA	28,592
Menlo Park	CA	30,785
Monterey	CA	29,674
Mountain View	CA	70,708
Novato	CA	47,630
Marysville	CA	133,936
Palm Springs	CA	42,807
Pleasanton	CA	63,654
Pomona	CA	149,473
Poway	CA	48,044

Place	State	2000 Pop
Redding	CA	80,865
Redwood City	CA	75,402
Ridgecrest	CA	24,927
Riverside	CA	255,166
Rosemead	CA	53,505
Sacramento County	CA	1,223,499
San Diego	CA	1,223,400
San Diego	CA	1,223,400
San Francisco	CA	776,733
San Jose	CA	894,943
San Luis Obispo County	CA	246,681
San Mateo	CA	92,482
San Rafael	CA	56,063
Santa Clara	CA	102,361
Santa Clarita	CA	151,088
Santa Monica	CA	84,084
Santa Rosa	CA	147,595
Simi Valley	CA	111,351
Solana Beach	CA	12,979
South Gate	CA	96,375
Sunnyvale	CA	131,760
Temecula	CA	57,716
Thousand Oaks	CA	117,005
Torrance	CA	137,946
Visalia	CA	91,565
Walnut Creek	CA	64,296
Yuba City	CA	36,758
Arvada	CO	102,153
Boulder	CO	94,673
Boulder County	CO	291,288
Colorado Springs	CO	360,890
Denver	CO	544,913
Douglas County	CO	175,766
Englewood	CO	31,727
Greeley	CO	76,930
Lafayette	CO	23,197
Lakewood	CO	144,126
Littleton	CO	40,340
Louisville	CO	18,937
Loveland	CO	50,608
Northglenn	CO	31,575
Parker	CO	23,558
Thornton	CO	82,384
Westminster	CO	100,940
Hartford	CT	121,578

Report of Normative Comparisons

Place	State	2000 Pop
Manchester	CT	54,740
New London	CT	25,671
Vernon	CT	28,063
West Hartford	CT	63,589
Wethersfield	CT	26,271
Newark	DE	28,547
Altamonte Springs	FL	41,200
Boca Raton	FL	74,764
Bradenton	FL	19,504
Broward County	FL	1,623,018
Cape Coral	FL	102,286
Collier County	FL	251,377
Cooper City	FL	27,939
Coral Springs	FL	117,549
Dade County	FL	2,253,362
Deerfield Beach	FL	64,583
Delray Beach	FL	60,020
Fort Lauderdale	FL	152,397
Jacksonville	FL	735,617
Kissimmee	FL	47,814
Lee County	FL	454,918
Ocoee	FL	24,391
Orange County	FL	896,344
Orlando	FL	185,951
Palm Beach County	FL	1,131,184
Palm Coast	FL	32,732
Pinellas Park	FL	45,658
Port Orange	FL	45,823
Port St. Lucie	FL	88,769
St. Petersburg	FL	248,232
Tallahassee	FL	150,624
Atlanta	GA	416,474
Cartersville	GA	15,925
Columbus	GA	186,291
Douglas County	GA	92,174
Macon	GA	97,255
Milledgeville	GA	18,757
Savannah	GA	131,510
Ames	IA	50,731
Cedar Rapids	IA	120,758
Fort Dodge	IA	25,136
Fort Madison	IA	10,715
Lewiston	ID	30,904
Twin Falls	ID	34,469
Addison	IL	35,914

Report of Normative Comparisons

The National CITIZEN SURVEY™

Place	State	2000 Pop
Bloomington	IL	64,808
Decatur	IL	81,860
Downers Grove	IL	48,724
Elmhurst	IL	42,762
Highland Park	IL	31,365
Homewood	IL	19,543
Park Ridge	IL	37,775
Peoria	IL	112,936
Skokie	IL	63,348
St. Charles	IL	27,896
Streamwood	IL	36,407
Urbana	IL	36,395
Wilmette	IL	27,651
Fort Wayne	IN	205,727
Gary	IN	102,746
Marion County	IN	31,320
Lawrence	KS	80,098
Overland Park	KS	149,080
Shawnee	KS	47,996
Wichita	KS	344,284
Ashland	KY	21,981
Bowling Green	KY	49,296
Lexington	KY	260,512
Boston	MA	589,141
Brookline	MA	57,107
Worcester	MA	172,648
Greenbelt	MD	21,456
Ann Arbor	MI	114,024
Battle Creek	MI	53,364
Detroit	MI	951,270
East Lansing	MI	46,525
Grand Rapids	MI	197,800
Kentwood	MI	45,255
Meridian Township	MI	39,125
Muskegon	MI	40,105
Novi	MI	47,386
Port Huron	MI	32,338
Rochester Hills	MI	68,825
Blaine	MN	44,942
Dakota County	MN	329
Duluth	MN	86,918
Eagan	MN	63,557
Mankato	MN	32,427
Minnetonka	MN	51,301
Plymouth	MN	65,894

Report of Normative Comparisons

Place	State	2000 Pop
Richfield	MN	34,439
Roseville	MN	33,690
Scott County	MN	89,498
St. Paul	MN	287,151
Ballwin	MO	31,283
Kansas City	MO	441,545
Kirkwood	MO	27,324
Saint Joseph	MO	73,990
Saint Peters	MO	51,381
Springfield	MO	151,580
Biloxi	MS	50,644
Pascagoula	MS	26,200
Great Falls	MT	56,690
Yellowstone County	MT	129,352
Cary	NC	94,536
Charlotte	NC	540,828
Greensboro	NC	223,891
Hickory	NC	37,222
Rocky Mount	NC	55,893
Wilson	NC	44,405
Fargo	ND	90,599
Grand Forks	ND	49,321
Merrimack	NH	25,119
Salem	NH	28,112
Hackensack	NJ	42,677
Medford	NJ	22,253
Rio Rancho	NM	51,765
Taos	NM	4,700
Reno	NV	180,480
Washoe County	NV	339,486
Genesee County	NY	60,370
Ontario County	NY	100,224
Rochester	NY	219,773
Akron	OH	217,074
Cincinnati	OH	331,285
Columbus	OH	711,470
Dayton	OH	166,179
Fairborn	OH	32,052
Huber Heights	OH	38,212
Kettering	OH	57,502
Sandusky	OH	27,844
Shaker Heights	OH	29,405
Springfield	OH	65,358
Westerville	OH	35,318
Oklahoma City	OK	506,132

Report of Normative Comparisons

The National CITIZEN SURVEY™

Place	State	2000 Pop
Albany	OR	40,852
Corvallis	OR	49,322
Eugene	OR	137,893
Gresham	OR	90,205
Jackson County	OR	181,269
Lake Oswego	OR	35,278
Multnomah County	OR	660,486
Portland	OR	529,121
Springfield	OR	52,864
Tigard	OR	41,223
Lower Merion	PA	59,850
Manheim	PA	4,784
Philadelphia	PA	1,517,550
State College	PA	38,420
Newport	RI	26,475
Columbia	SC	116,278
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Rock Hill	SC	49,765
York County	SC	164,614
Aberdeen	SD	24,658
Franklin	TN	41,842
Knoxville	TN	173,890
Memphis	TN	650,100
Oak Ridge	TN	27,387
Austin	TX	656,562
Bedford	TX	47,152
Carrollton	TX	109,576
College Station	TX	67,890
Dallas	TX	1,188,580
De Soto	TX	37,646
Denton	TX	80,537
Fort Worth	TX	534,694
Garland	TX	215,768
Grand Prairie	TX	127,427
Irving	TX	191,615
Lewisville	TX	77,737
Lubbock	TX	199,564
Lufkin	TX	32,709
McKinney	TX	54,369
Missouri City	TX	52,913
Mount Pleasant	TX	13,935
Nacogdoches	TX	29,914
Pasadena	TX	141,674
Plano	TX	222,030

Report of Normative Comparisons

Place	State	2000 Pop
Round Rock	TX	61,136
Sugar Land	TX	63,328
Temple	TX	54,514
Victoria	TX	60,603
Bountiful	UT	41,301
Ogden	UT	77,226
West Valley City	UT	108,896
Blacksburg	VA	39,573
Chesapeake	VA	199,184
Hampton	VA	146,437
Norfolk	VA	234,403
Prince William County	VA	280,813
Richmond	VA	197,790
Stafford County	VA	92,446
Virginia Beach	VA	425,257
Bellevue	WA	109,569
Lynnwood	WA	33,847
Marysville	WA	12,268
Olympia	WA	42,514
Redmond	WA	45,256
Renton	WA	50,052
Richland	WA	38,708
Seattle	WA	563,374
University Place	WA	29,933
Vancouver	WA	143,560
Walla Walla	WA	29,686
Appleton (Fox Cities)	WI	70,087
Eau Claire	WI	61,704
Janesville	WI	59,498
Kenosha	WI	90,352
Madison	WI	208,054
Wausau	WI	38,426
Winnebago County	WI	156,763
Morgantown	WV	26,809
Laramie	WY	27,204

APPENDIX II: LIST OF JURISDICTIONS INCLUDED IN REGIONAL NORMATIVE COMPARISONS

Place	State	2000 Population
Homer, AK	AK	3,946
Chandler, AZ	AZ	176,581
Gilbert, AZ	AZ	109,697
Mesa, AZ	AZ	396,375
Phoenix, AZ	AZ	1,321,045
Sedona, AZ	AZ	10,192
Tempe, AZ	AZ	158,625
Tucson, AZ	AZ	486,699
Yuma, AZ	AZ	77,515
Alhambra, CA	CA	85,961
Antioch, CA	CA	90,532
Arcadia, CA	CA	53,054
Bakersfield, CA	CA	247,057
Berkeley, CA	CA	102,743
Claremont, CA	CA	33,998
Concord, CA	CA	121,780
Coronado, CA	CA	24,100
Cypress, CA	CA	46,229
El Cajon, CA	CA	94,869
El Cerrito, CA	CA	23,171
Encinitas, CA	CA	54,014
Fremont, CA	CA	203,413
Garden Grove, CA	CA	165,196
Gilroy, CA	CA	41,464
Hercules, CA	CA	19,488
Highland, CA	CA	44,605
Irvine, CA	CA	143,072
Laguna Niguel, CA	CA	61,891
Lakewood, CA	CA	79,345
Lodi, CA	CA	56,999
Lompoc, CA	CA	41,103
Long Beach, CA	CA	461,522
Los Alamitos, CA	CA	11,536
Los Gatos, CA	CA	28,592
Manhattan Beach, CA	CA	33,852
Menlo Park, CA	CA	30,785
Modesto, CA	CA	188,856
Monterey, CA	CA	29,674
Morro Bay, CA	CA	10,350
Mountain View, CA	CA	70,708
Novato, CA	CA	47,630

Report of Normative Comparisons

Place	State	2000 Population
Oceanside, CA	CA	161,029
Oxnard, CA	CA	170,358
Palm Springs, CA	CA	42,807
Pasadena, CA	CA	133,936
Pico Rivera, CA	CA	63,428
Pleasanton, CA	CA	63,654
Pomona, CA	CA	149,473
Redding, CA	CA	80,865
Redwood City, CA	CA	75,402
Ridgecrest, CA	CA	24,927
Riverside, CA	CA	255,166
Rosemead, CA	CA	53,505
Sacramento County, CA	CA	1,223,499
Sacramento, CA	CA	407,018
San Diego, CA	CA	1,223,400
San Francisco, CA	CA	776,733
San Jose, CA	CA	894,943
San Luis Obispo County, CA	CA	247,900
San Mateo, CA	CA	92,482
San Rafael, CA	CA	56,063
Santa Clara, CA	CA	102,361
Santa Clarita, CA	CA	151,088
Santa Monica, CA	CA	84,084
Santa Rosa, CA	CA	147,595
Simi Valley, CA	CA	111,351
Solana Beach, CA	CA	12,979
South Gate, CA	CA	96,375
Sunnyvale, CA	CA	131,760
Temecula, CA	CA	57,716
Thousand Oaks, CA	CA	117,005
Torrance, CA	CA	137,946
Visalia, CA	CA	91,565
Walnut Creek, CA	CA	64,296
Yuba City, CA	CA	36,758
Arvada, CO	CO	102,153
Boulder County, CO	CO	291,288
Boulder, CO	CO	94,673
Broomfield, CO	CO	38,272
Castle Rock, CO	CO	20,224
Denver (City and County), CO	CO	554,636
Douglas County, CO	CO	175,766
Englewood, CO	CO	31,727
Fort Collins, CO	CO	118,652
Greeley, CO	CO	360,890
Lafayette, CO	CO	76,930
Lakewood, CO	CO	144,126

Report of Normative Comparisons

Place	State	2000 Population
Littleton, CO	CO	40,340
Longmont, CO	CO	71,093
Louisville, CO	CO	18,937
Loveland, CO	CO	50,608
Northglenn, CO	CO	31,575
Parker, CO	CO	23,558
Thornton, CO	CO	82,384
Westminster, CO	CO	100,940
Idaho Falls, ID	ID	50,730
Lewiston, ID	ID	30,904
Great Falls, MT	MT	56,690
Yellowstone County, MT	MT	129,352
Los Alamos County, NM	NM	18,343
Rio Rancho, NM	NM	51,765
Taos, NM	NM	4,700
Reno, NV	NV	180,480
Washoe County, NV	NV	339,486
Albany, OR	OR	40,852
Corvallis, OR	OR	49,322
Eugene, OR	OR	137,893
Gresham, OR	OR	90,205
Jackson County, OR	OR	181,269
Lake Oswego, OR	OR	35,278
Milton-Freewater, OR	OR	6,470
Multnomah County, OR	OR	660,486
Portland, OR	OR	529,121
Redmond, OR	OR	13,481
Springfield, OR	OR	52,864
Tigard, OR	OR	41,223
Tualatin, OR	OR	22,791
Waldport, OR	OR	2,050
Yachats, OR	OR	617
Bountiful, UT	UT	41,301
Ogden, UT	UT	77,226
West Valley City, UT	UT	108,896
Bellevue, WA	WA	109,569
Lynnwood, WA	WA	33,847
Marysville, WA	WA	12,268
Olympia, WA	WA	42,514
Redmond, WA	WA	45,256
Renton, WA	WA	50,052
Richland, WA	WA	38,708
Ridgefield, WA	WA	2,147
Seattle, WA	WA	563,374
Shoreline, WA	WA	53,025
Spokane, WA	WA	195,629

Report of Normative Comparisons

Place	State	2000 Population
Tacoma, WA	WA	193,556
University Place(u), WA	WA	29,933
Vancouver, WA	WA	143,560
Walla Walla, WA	WA	29,686
Yakima, WA	WA	71,845
Laramie, WY	WY	27,204

APPENDIX III: FREQUENTLY ASKED QUESTIONS ABOUT THE CITIZEN SURVEY DATABASE

Q: What is in the citizen survey database?

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

Q: What kinds of questions are included?

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

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

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

Q: What is the database used for?

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

Report of Normative Comparisons

The National CITIZEN SURVEY™

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

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

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

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

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

Q: How can managers trust the comparability of results?

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

The National
CITIZEN SURVEY™

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



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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 370 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 987 residents, for a response rate of 37.5%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

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

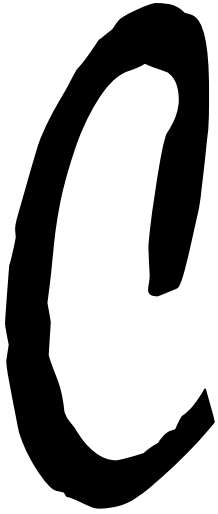
The results were weighted to reflect the demographic profile of all residents in the City of Scottsdale. (For more information on the survey methodology, see Appendix II in the Report of Results. A copy of the survey materials can be found in Appendix III of the Report of Results.)

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

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

Putting Evaluations Onto a 100-Point Scale

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



COMMUNITY LIFE

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

- **QUALITY OF LIFE**

When asked to rate the overall quality of life in Scottsdale, 40% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” Scottsdale as a place to live received an average rating of 77 on a 100-point scale

- **RATINGS OF COMMUNITY CHARACTERISTICS IN SCOTTSDALE**

The highest rated characteristics of Scottsdale were shopping opportunities, overall appearance and recreational opportunities. When asked about potential problems in Scottsdale, the three concerns rated by the highest proportion of respondents as a “major problem” were traffic congestion, too much growth, and drugs. The rate of population growth in Scottsdale was viewed as “too fast” by 80% of respondents, while 0% thought it was “too slow.”

- **PERCEPTIONS OF SAFETY**

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

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

- **COMMUNITY PARTICIPATION**

Participation in the civic, social and economic life of Scottsdale during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 84% reported visiting a Scottsdale park in the past year.



LOCAL GOVERNMENT

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

- **PUBLIC TRUST**

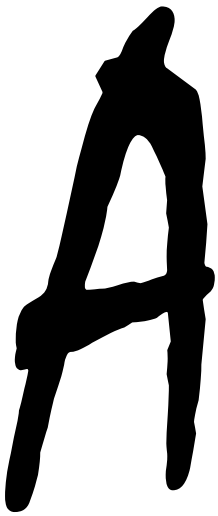
When asked to evaluate whether they were pleased with the overall direction taken by the City of Scottsdale, residents gave an average rating of 56 on a 100-point scale.

- **SERVICES PROVIDED BY SCOTTSDALE**

The overall quality of services provided by the City of Scottsdale was rated as 68 on a 100-point scale.

- **THE CITY OF SCOTTSDALE EMPLOYEES**

Impressions of the City of Scottsdale employees were assessed on the questionnaire. Those who had been in contact with a City of Scottsdale employee in the past year (54%) rated their overall impression as 72 on a 100-point scale.



ADDITIONAL QUESTIONS

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

Question 16a: In which area of Scottsdale do you live?	
	In which area of Scottsdale do you live?
	Percent of Respondents
South of Indian Bend Road	39%
North of Indian Bend Road and south or west of the Central Arizona Project (CAP) Canal	27%
North or east of the Central Arizona Project (CAP) Canal	34%
Total	100%

Question 16b: Water Conservation in Scottsdale			
	My household is doing more than the typical household in Scottsdale to conserve water	The City of Scottsdale should do more to promote water conservation among its residents	My household could do more to conserve water
	Percent of Respondents	Percent of Respondents	Percent of Respondents
strongly agree	24%	36%	12%
somewhat agree	35%	36%	44%
neither agree nor disagree	29%	20%	22%
somewhat disagree	6%	4%	11%
strongly disagree	1%	0%	9%
don't know	4%	4%	3%
Total	100%	100%	100%