

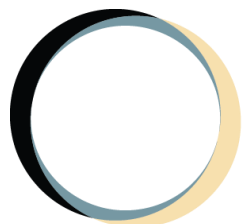


THE NCSTM
The National Citizen SurveyTM

Scottsdale, AZ

Comparisons by Demographic Subgroups

2016



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by age, gender, housing unit type (attached or detached), housing tenure (rent or own) and race/ethnicity.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between 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 have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (283 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Residents who owned their homes tended to give higher ratings to general aspects of Community Characteristics than those who rented their homes, including to the overall quality of life in Scottsdale, the city as a place to live, their neighborhood as a place to live, Scottsdale as a place to retire and the overall appearance of the city. Respondents aged 18-34 were more likely to give positive ratings to aspects of Recreation and Wellness, while residents who were 35 or older, male or living in detached housing were more likely to favorably rate aspects of Community Engagement.
- In Governance, where differences in opinion were observed, survey respondents aged 18-34 tended to give higher ratings to general aspects of Governance and to aspects of Mobility than their older counterparts, although residents 35 or older were more likely to positively rate the services provided by the State Government. Homeowners were more likely to positively rate aspects of Natural Environment than renters, and those living in detached housing tended to give higher ratings to Built Environment than those living in attached housing.
- Within the pillar of Participation, respondents who owned their homes or who lived in detached housing were more likely to indicate that they planned to remain in Scottsdale for the next five years and would recommend living in Scottsdale to someone who asked than those who rented or lived in attached housing. Respondents who owned their homes or who were white and not Hispanic were less likely to have reported a crime or to have been the victim of a crime than their counterparts, although renters were more likely than homeowners to have stocked supplies for an emergency. Residents living in detached housing were also more likely than other residents to have participated in aspects of Economy and Education and Enrichment. Where differences were observed, residents 35 or older tended to participate more frequently in aspects of Community Engagement than their counterparts, although younger residents 18-34 were more likely to have campaigned for an issue, cause or candidate than older residents.
- Residents aged 35-54 tended to be more likely to have ridden a mountain bike or to have rock climbed in the Scottsdale McDowell Sonoran Preserve than their younger or older counterparts, and residents under the age of 55 were more likely to have visited a Preserve trailhead or to have taken out of town visitors to do activities in the Preserve than older respondents.
- When asked about sources of information about the City, survey respondents 35 and older were more likely to rate their utility bill, the Parks and Recreation brochure, the City website, email subscription or newsletter and NextDoor as major or minor sources of information than younger residents. Respondents under the age of 35 were more likely to utilize Facebook as a major or minor source of City information than their older counterparts.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
The overall quality of life in Scottsdale	100%	94%	96%	95%	97%	98%	93%	92%	97%	96%	95%	96%
Overall image or reputation of Scottsdale	96%	85%	91%	89%	91%	90%	89%	86%	91%	91%	86%	89%
Scottsdale as a place to live	100%	95%	98%	98%	97%	99%	95%	94%	99%	98%	95%	98%
Your neighborhood as a place to live	90%	92%	96%	92%	95%	97%	88%	84%	97%	93%	95%	93%
Scottsdale as a place to raise children	100%	84%	86%	88%	89%	91%	85%	82%	90%	88%	94%	89%
Scottsdale as a place to retire	100%	87%	92%	91%	92%	94%	87%	82%	94%	91%	94%	92%
Overall appearance of Scottsdale	91%	94%	94%	90%	97%	95%	91%	88%	96%	94%	92%	93%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall feeling of safety in Scottsdale	96%	87%	94%	93%	90%	94%	89%	88%	93%	93%	86%	92%
In your neighborhood during the day	100%	94%	98%	97%	97%	99%	95%	94%	98%	97%	94%	97%
In Scottsdale's downtown/commercial area during the day	96%	94%	94%	96%	93%	96%	92%	94%	94%	96%	87%	94%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall ease of getting to the places you usually have to visit	60%	77%	82%	70%	82%	80%	69%	65%	80%	75%	78%	76%
Traffic flow on major streets	39%	59%	59%	57%	53%	56%	52%	53%	56%	52%	77%	55%
Ease of public parking	66%	72%	62%	65%	68%	64%	69%	63%	67%	65%	70%	65%
Ease of travel by car in Scottsdale	68%	73%	70%	73%	69%	70%	72%	77%	68%	70%	79%	70%
Ease of travel by public transportation in Scottsdale	39%	38%	38%	41%	36%	30%	48%	50%	32%	40%	32%	39%
Ease of travel by bicycle in Scottsdale	58%	68%	64%	63%	65%	65%	64%	69%	63%	62%	74%	65%
Ease of walking in Scottsdale	89%	74%	76%	78%	78%	73%	85%	89%	74%	79%	76%	78%
Availability of paths and walking trails	87%	83%	82%	81%	87%	81%	88%	92%	81%	83%	90%	84%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Quality of overall natural environment in Scottsdale	84%	89%	90%	87%	90%	90%	86%	83%	90%	87%	94%	88%
Air quality	80%	64%	67%	66%	73%	70%	67%	77%	65%	66%	80%	69%
Cleanliness of Scottsdale	96%	89%	92%	92%	92%	94%	89%	92%	92%	92%	87%	92%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	93%	75%	81%	78%	84%	76%	88%	91%	76%	80%	91%	81%
Public places where people want to spend time	83%	90%	88%	83%	92%	91%	83%	86%	88%	89%	81%	88%
Variety of housing options	76%	70%	72%	69%	76%	78%	64%	57%	78%	73%	67%	72%
Availability of affordable quality housing	56%	42%	43%	46%	46%	51%	39%	49%	44%	44%	53%	45%
Overall quality of new development in Scottsdale	79%	69%	70%	65%	78%	73%	70%	75%	71%	69%	80%	71%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall economic health of Scottsdale	96%	83%	82%	85%	85%	86%	84%	79%	87%	85%	84%	85%
Scottsdale as a place to work	100%	88%	91%	91%	92%	94%	89%	86%	94%	91%	91%	92%
Scottsdale as a place to visit	91%	94%	97%	97%	92%	99%	88%	84%	99%	95%	91%	95%
Employment opportunities	79%	63%	62%	60%	71%	71%	59%	52%	73%	64%	75%	66%
Shopping opportunities	91%	94%	97%	96%	94%	95%	93%	91%	96%	95%	90%	94%
Cost of living in Scottsdale	40%	52%	50%	48%	51%	59%	33%	35%	54%	47%	58%	48%
Overall quality of business and service establishments in Scottsdale	100%	87%	84%	85%	92%	90%	86%	83%	91%	87%	91%	88%
Vibrant downtown/commercial area	100%	86%	80%	84%	90%	86%	87%	90%	85%	86%	88%	86%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Health and wellness opportunities in Scottsdale	95%	90%	93%	92%	93%	93%	93%	91%	93%	94%	86%	92%
Fitness opportunities (including exercise classes and paths or trails, etc.)	100%	83%	92%	88%	93%	90%	91%	90%	92%	91%	88%	90%
Recreational opportunities	100%	82%	89%	87%	91%	88%	91%	87%	90%	88%	92%	89%
Availability of affordable quality food	100%	74%	86%	84%	85%	87%	82%	78%	88%	84%	86%	84%
Availability of affordable quality health care	95%	71%	82%	75%	84%	81%	79%	74%	83%	80%	76%	80%
Availability of preventive health services	95%	80%	85%	84%	86%	86%	85%	82%	87%	86%	82%	85%
Availability of affordable quality mental health care	100%	51%	71%	60%	76%	64%	73%	64%	70%	65%	88%	68%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall opportunities for education and enrichment	95%	84%	84%	88%	84%	88%	82%	85%	86%	86%	83%	86%
Availability of affordable quality child care/preschool	88%	63%	58%	59%	69%	67%	63%	61%	68%	63%	76%	65%
K-12 education	83%	85%	75%	85%	77%	80%	82%	80%	81%	79%	84%	81%
Adult educational opportunities	82%	76%	77%	84%	70%	75%	81%	86%	74%	80%	66%	77%
Opportunities to attend cultural/arts/music activities	90%	82%	86%	83%	87%	86%	85%	82%	87%	87%	76%	85%
Opportunities to participate in religious or spiritual events and activities	100%	85%	91%	90%	90%	92%	88%	83%	92%	91%	83%	90%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Opportunities to participate in social events and activities	60%	80%	79%	67%	86%	83%	66%	67%	80%	76%	74%	76%
Opportunities to volunteer	54%	81%	85%	66%	88%	86%	65%	59%	85%	76%	87%	77%
Opportunities to participate in community matters	64%	67%	68%	59%	74%	72%	59%	60%	70%	65%	78%	66%
Openness and acceptance of the community toward people of diverse backgrounds	49%	59%	61%	46%	71%	67%	47%	56%	59%	57%	63%	58%
Neighborliness of residents in Scottsdale	61%	56%	57%	55%	59%	58%	56%	62%	56%	56%	68%	57%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
The City of Scottsdale	93%	88%	89%	90%	89%	89%	90%	90%	89%	89%	90%	89%
The value of services for the taxes paid to Scottsdale	80%	67%	71%	68%	74%	68%	76%	73%	71%	70%	83%	71%
The overall direction that Scottsdale is taking	88%	68%	64%	67%	73%	67%	73%	75%	67%	69%	76%	70%
The job Scottsdale government does at welcoming citizen involvement	57%	62%	64%	60%	63%	65%	58%	63%	61%	60%	69%	61%
Overall confidence in Scottsdale government	65%	63%	63%	61%	66%	59%	68%	66%	62%	60%	82%	63%
Generally acting in the best interest of the community	80%	62%	59%	62%	67%	62%	66%	66%	63%	62%	83%	64%
Being honest	65%	53%	61%	58%	59%	57%	61%	59%	59%	56%	77%	59%
Treating all residents fairly	83%	49%	65%	57%	68%	65%	59%	56%	66%	62%	68%	63%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	95%	88%	90%	91%	89%	93%	87%	94%	90%	91%	85%	90%
The Federal Government	32%	42%	43%	36%	44%	38%	44%	44%	39%	38%	54%	40%
The State Government	39%	47%	43%	37%	50%	43%	44%	45%	43%	42%	54%	43%
Maricopa County Government	59%	51%	51%	51%	54%	48%	59%	60%	49%	51%	65%	53%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Police services	95%	87%	93%	95%	88%	94%	87%	86%	93%	94%	76%	91%
Fire services	100%	98%	98%	97%	99%	98%	99%	100%	98%	99%	100%	98%
Ambulance or emergency medical services	100%	98%	97%	96%	99%	97%	99%	100%	97%	98%	100%	98%
Crime prevention	100%	75%	86%	89%	81%	85%	84%	82%	85%	87%	70%	85%
Fire prevention and education	100%	84%	85%	88%	87%	85%	91%	92%	85%	88%	83%	87%
Animal control	100%	76%	74%	79%	81%	77%	85%	85%	80%	79%	89%	80%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	100%	68%	68%	77%	64%	68%	78%	80%	71%	72%	73%	71%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Traffic enforcement	83%	73%	70%	76%	70%	72%	76%	79%	71%	73%	73%	73%
Street repair	70%	71%	66%	69%	69%	72%	64%	71%	69%	68%	72%	69%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Street cleaning	100%	84%	79%	85%	86%	83%	89%	96%	82%	85%	90%	85%
Street lighting	79%	82%	73%	76%	79%	77%	78%	76%	79%	76%	87%	77%
Sidewalk maintenance	79%	87%	75%	77%	83%	81%	80%	82%	81%	80%	84%	80%
Traffic signal timing	84%	59%	55%	62%	62%	62%	62%	77%	57%	58%	84%	62%
Bus or transit services	92%	49%	59%	63%	65%	61%	66%	75%	57%	63%	57%	64%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Garbage collection	100%	95%	94%	94%	96%	97%	94%	93%	97%	97%	86%	95%
Recycling	84%	87%	89%	88%	87%	96%	74%	73%	93%	89%	78%	87%
Yard waste pick-up	46%	80%	85%	81%	70%	80%	69%	53%	84%	75%	81%	76%
Drinking water	63%	49%	59%	49%	62%	59%	52%	33%	66%	55%	60%	56%
Preservation of natural areas such as open space, farmlands and greenbelts	85%	76%	76%	77%	77%	77%	78%	68%	81%	75%	95%	77%
Scottsdale McDowell Sonoran Preserve	85%	93%	86%	92%	85%	85%	94%	86%	89%	87%	95%	89%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Storm drainage	71%	68%	69%	66%	71%	75%	58%	63%	70%	68%	74%	69%
Sewer services	78%	87%	82%	83%	83%	91%	72%	75%	88%	84%	82%	83%
Utility billing	49%	74%	76%	71%	69%	77%	61%	46%	80%	70%	71%	70%
Land use, planning and zoning	76%	57%	55%	62%	58%	59%	62%	56%	62%	55%	91%	61%
Code enforcement (weeds, abandoned buildings, etc.)	68%	72%	64%	68%	67%	67%	69%	70%	68%	64%	91%	68%
Cable television	84%	44%	59%	57%	59%	55%	63%	61%	56%	56%	69%	58%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Economic development	100%	64%	80%	72%	85%	80%	76%	75%	80%	79%	75%	79%

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Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
City parks	90%	89%	91%	87%	93%	91%	88%	86%	92%	91%	83%	90%
Recreation programs or classes	100%	90%	84%	88%	90%	88%	91%	90%	89%	89%	86%	89%
Recreation centers or facilities	100%	83%	86%	86%	87%	84%	92%	92%	87%	87%	85%	87%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Public library services	100%	98%	90%	95%	94%	95%	95%	100%	95%	95%	97%	95%
City-sponsored special events	57%	88%	81%	83%	76%	85%	72%	79%	80%	80%	80%	80%
Senior services	50%	68%	75%	71%	71%	74%	70%	65%	75%	71%	77%	71%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Public information services	88%	80%	76%	80%	78%	80%	79%	84%	79%	79%	83%	80%
Scottsdale website (www.ScottsdaleAZ.gov)	93%	85%	84%	89%	82%	85%	87%	98%	81%	87%	85%	86%
City Cable Channel 11 or Scottsdale Video Network	42%	79%	74%	73%	71%	80%	65%	69%	74%	73%	64%	72%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Sense of community	61%	63%	62%	60%	64%	63%	60%	64%	61%	61%	68%	62%
Recommend living in Scottsdale to someone who asks	100%	91%	94%	95%	94%	98%	90%	85%	98%	94%	95%	94%
Remain in Scottsdale for the next five years	91%	93%	97%	92%	97%	98%	89%	84%	98%	94%	95%	94%
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	50%	58%	52%	58%	50%	55%	53%	55%	53%	51%	68%	54%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Was NOT the victim of a crime	81%	84%	91%	88%	85%	88%	84%	77%	90%	89%	71%	86%
Did NOT report a crime	88%	79%	89%	84%	87%	86%	84%	72%	90%	87%	71%	85%
Stocked supplies in preparation for an emergency	31%	25%	23%	27%	24%	23%	29%	34%	22%	25%	32%	26%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Walked or biked instead of driving	78%	63%	50%	57%	64%	56%	66%	69%	58%	60%	66%	59%
Carpooled with other adults or children instead of driving alone	70%	59%	35%	53%	48%	48%	54%	47%	52%	47%	75%	50%
Used bus or other public transportation instead of driving	9%	18%	11%	12%	14%	7%	21%	26%	8%	14%	10%	13%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Recycle at home	91%	97%	94%	97%	92%	98%	90%	89%	97%	94%	98%	94%
Made efforts to make your home more energy efficient	88%	71%	78%	81%	73%	75%	81%	78%	78%	76%	85%	78%
Made efforts to conserve water	59%	85%	91%	82%	83%	83%	82%	73%	87%	83%	80%	83%
Water services provided by Scottsdale Water Department	63%	85%	75%	73%	82%	82%	71%	74%	79%	76%	84%	77%
Drinking water taste	41%	42%	46%	36%	51%	45%	41%	31%	49%	44%	42%	43%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
NOT under housing cost stress	63%	77%	71%	63%	80%	84%	54%	46%	82%	71%	71%	71%
Did NOT observe a code violation	76%	69%	64%	66%	69%	66%	71%	72%	66%	65%	84%	67%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Purchase goods or services from a business located in Scottsdale	91%	97%	99%	96%	98%	100%	92%	89%	100%	96%	98%	97%
Economy will have positive impact on income	29%	44%	39%	31%	48%	43%	31%	29%	41%	38%	50%	38%
Work in Scottsdale	21%	57%	25%	38%	35%	42%	27%	28%	39%	35%	38%	36%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Used Scottsdale recreation centers or their services	78%	62%	57%	64%	62%	60%	67%	70%	60%	64%	60%	63%
Visited a neighborhood park or City park	94%	94%	77%	83%	90%	89%	82%	91%	85%	85%	95%	86%
Eat at least 5 portions of fruits and vegetables a day	93%	86%	86%	90%	83%	85%	90%	90%	86%	85%	97%	87%
Participate in moderate or vigorous physical activity	93%	90%	87%	87%	91%	90%	89%	89%	89%	88%	97%	89%
Reported being in "very good" or "excellent" health	81%	84%	72%	81%	76%	81%	75%	69%	82%	77%	88%	78%
Visited or used a City pool	22%	25%	6%	10%	22%	19%	13%	14%	17%	13%	34%	16%
Used a City fitness facility	27%	32%	13%	25%	19%	26%	17%	29%	19%	22%	29%	22%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Used Scottsdale public libraries or their services	45%	70%	62%	60%	63%	68%	53%	51%	65%	61%	64%	62%
Participated in religious or spiritual activities in Scottsdale	19%	46%	53%	39%	49%	49%	37%	33%	48%	46%	36%	44%
Attended a City-sponsored event	34%	63%	38%	39%	53%	53%	36%	42%	48%	44%	52%	46%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Campaigned or advocated for an issue, cause or candidate	44%	21%	29%	31%	27%	27%	32%	46%	22%	30%	30%	29%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	25%	15%	19%	20%	18%	18%	21%	22%	16%	18%	21%	19%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Volunteered your time to some group/activity in Scottsdale	24%	41%	39%	30%	44%	45%	25%	19%	43%	37%	35%	36%
Participated in a club	22%	28%	35%	28%	33%	39%	17%	16%	35%	30%	33%	30%
Talked to or visited with your immediate neighbors	92%	91%	96%	92%	95%	95%	92%	90%	95%	94%	86%	93%
Done a favor for a neighbor	69%	85%	86%	79%	85%	84%	80%	82%	82%	83%	83%	82%
Attended a local public meeting	14%	17%	18%	13%	22%	13%	23%	11%	18%	17%	20%	17%
Watched (online or on television) a local public meeting	5%	27%	24%	21%	21%	18%	24%	21%	21%	19%	32%	21%
Read or watch local news (via television, paper, computer, etc.)	84%	81%	91%	88%	84%	87%	84%	81%	88%	85%	92%	86%
Vote in local elections	74%	95%	90%	88%	89%	91%	86%	81%	92%	88%	93%	89%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall feeling of safety in Scottsdale	94%	94%	94%	96%	92%	95%	94%	97%	94%	93%	100%	94%
Overall ease of getting to the places you usually have to visit	75%	87%	88%	83%	86%	89%	80%	80%	88%	83%	96%	85%
Quality of overall natural environment in Scottsdale	100%	86%	89%	90%	89%	88%	93%	96%	87%	89%	99%	90%
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	91%	81%	90%	85%	89%	91%	81%	80%	90%	86%	93%	87%
Health and wellness opportunities in Scottsdale	85%	66%	90%	78%	82%	80%	82%	83%	80%	79%	87%	81%
Overall opportunities for education and enrichment	75%	73%	80%	74%	79%	79%	74%	79%	76%	75%	83%	77%
Overall economic health of Scottsdale	92%	94%	96%	91%	98%	95%	94%	93%	95%	96%	85%	95%
Sense of community	63%	78%	86%	73%	84%	85%	70%	71%	82%	80%	73%	79%

Table 29: Activities in Scottsdale McDowell Sonoran Preserve

Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve. (Percent rating as "at least once a month").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Walked or hiked in the Preserve	64%	58%	46%	50%	58%	64%	39%	42%	59%	53%	60%	54%
Rode a mountain bike in the Preserve	21%	29%	8%	15%	22%	22%	13%	14%	20%	16%	29%	18%
Rock climbed in the Preserve	0%	18%	8%	9%	11%	12%	8%	9%	10%	11%	9%	10%
Ridden a horse in the Preserve	0%	7%	4%	3%	6%	5%	4%	9%	2%	4%	7%	4%

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Please indicate how often, if at all, you have done each of the following in the last 12 months in the Scottsdale McDowell Sonoran Preserve. (Percent rating as "at least once a month").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Visited a Preserve trailhead	60%	59%	41%	49%	53%	62%	35%	42%	55%	51%	48%	51%
Taken out of town visitors on any of these activities in the Preserve	54%	52%	37%	46%	45%	57%	29%	38%	49%	46%	50%	46%

Table 30: Resident Opinion of Water Conservation Efforts

To what extent do you agree or disagree with each of the following statements? (Percent rating as "strongly agree" or "somewhat agree").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
The City of Scottsdale should do more to promote water conservation among residents	60%	76%	76%	71%	74%	75%	70%	72%	73%	74%	68%	73%
My household could do more to conserve water	67%	43%	50%	47%	55%	54%	47%	52%	51%	51%	54%	51%
My neighbors could do more to conserve water	70%	54%	52%	52%	60%	56%	57%	70%	52%	56%	57%	56%

Table 31: Sources of City Information

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities: (Percent rating as "major source" or "minor source").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Utility bill	51%	81%	78%	74%	72%	84%	59%	64%	78%	74%	67%	73%
Parks and Recreation brochure	19%	69%	70%	60%	60%	64%	53%	54%	62%	60%	55%	59%
City website	57%	84%	67%	68%	73%	74%	68%	77%	69%	70%	77%	71%
Email subscription or newsletter	23%	45%	51%	48%	37%	44%	43%	37%	46%	43%	45%	43%
City Cable Channel 11 or Scottsdale Video Network	9%	24%	34%	23%	28%	21%	32%	33%	23%	26%	28%	25%
Local newspapers	39%	47%	72%	54%	60%	59%	54%	55%	57%	56%	59%	57%
Facebook	56%	44%	25%	42%	35%	39%	36%	52%	32%	38%	39%	38%
Twitter	9%	16%	14%	15%	13%	12%	17%	20%	11%	14%	14%	14%
Next Door	26%	45%	44%	44%	38%	42%	38%	40%	41%	41%	35%	41%
Word of mouth	73%	76%	78%	77%	76%	79%	73%	79%	75%	78%	69%	77%

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Table 32: Method of Receiving Utility Bill

	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Which method does your household currently use to receive its City of Scottsdale utility bill?	87%	46%	36%	51%	48%	46%	54%	58%	45%	46%	65%	49%

Table 33: Utility Billing Preferences

If you do not currently use paperless billing for your City utility bill, please indicate how much you agree or disagree with each of the following statements: (Percent rating as "strongly agree" or "somewhat agree").	Age			Sex		Housing unit type		Housing tenure		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	Detached	Attached	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
I prefer a paper bill	100%	79%	93%	87%	89%	84%	99%	100%	85%	89%	82%	89%
I don't have access to a computer	0%	11%	18%	11%	17%	7%	28%	25%	9%	14%	12%	13%
I don't trust electronic payments	0%	18%	42%	32%	25%	22%	45%	41%	26%	28%	30%	29%
I don't know how to establish electronic payment on my account	0%	3%	16%	11%	7%	9%	12%	0%	13%	10%	6%	10%
I've tried to establish electronic payment on my account but the website/process was too complicated	50%	11%	15%	18%	14%	9%	34%	35%	11%	18%	3%	16%
I need a paper utility bill for other reasons, i.e. to show proof of residency or utilize the land fill services	50%	59%	59%	60%	54%	49%	79%	78%	53%	58%	70%	58%