

THE NCSTM
The National Citizen SurveyTM

Scottsdale, AZ

Comparisons by Geographic Subgroups

2018



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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. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Scottsdale's Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by geographic subarea (South of Indian Bend Road, North of Indian Bend Road and South or West of CAP Canal, and North or East of CAP Canal).

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to 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 participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by geographic subarea. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the “A B” listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the “D” in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

Three geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 2: Geographic Areas

Area	Number of Completed Surveys
South of Indian Bend Road	117
North of Indian Bend Road and South or West of CAP Canal	92
North or East of CAP Canal	96

Findings

Notable differences between geographic subareas included the following:

- Residents living South of Indian Bend Road tended to give higher marks to ease of travel by public transportation in Scottsdale than residents living in other areas.
- Community members living South of Indian Bend Road tended to give lower ratings to the overall appearance of Scottsdale, quality of overall natural environment and several City services (including police, animal control and sewer services) compared to residents living elsewhere.
- Residents living South of Indian Bend Road were less likely than others to give positive ratings to drinking water services and drinking water taste, and also less likely to have made efforts to conserve water in the past 12 months. They were also less likely than respondents who lived in other areas to believe that their household could do more to conserve water.
- Respondents who lived South of Indian Bend Road were less likely than their counterparts to have visited a public library or Scottsdale recreation centers and more likely to have observed a code violation.
- Residents living North or East of CAP Canal tended to rate ease of travel by bicycle and their feelings of safety in Scottsdale's downtown/commercial area during the day less favorably than other residents. They were also less likely to have reported using bus or other public transportation instead of driving.
- Compared to residents in other areas, residents living North or East of CAP Canal were more likely to have done several activities in Scottsdale McDowell Sonoran Preserve, including riding a mountain bike, rock climbing and riding a horse.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
The overall quality of life in Scottsdale	92%	97%	99% A	96%
Overall image or reputation of Scottsdale	88%	87%	95%	90%
Scottsdale as a place to live	97%	98%	97%	97%
Your neighborhood as a place to live	92%	98% A	96%	95%
Scottsdale as a place to raise children	90%	82%	86%	86%
Scottsdale as a place to retire	87%	88%	97% A	90%
Overall appearance of Scottsdale	84%	95% A	94% A	90%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
Overall feeling of safety in Scottsdale	91%	96%	98% A	95%
In your neighborhood during the day	96%	99%	99%	98%
In Scottsdale's downtown/commercial area during the day	98% C	98% C	89%	95%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
Overall ease of getting to the places you usually have to visit	84%	79%	83%	82%
Traffic flow on major streets	55%	50%	62%	56%
Ease of public parking	67%	64%	67%	66%
Ease of travel by car in Scottsdale	77% B	62%	72%	71%
Ease of travel by public transportation in Scottsdale	55% B C	28%	32%	43%
Ease of travel by bicycle in Scottsdale	71% C	67% C	44%	63%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
	Ease of walking in Scottsdale	82% C	75%	
Availability of paths and walking trails	87%	82%	78%	83%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
	Quality of overall natural environment in Scottsdale	84%	95% A	
Air quality	62%	65%	64%	64%
Cleanliness of Scottsdale	83%	91%	92% A	88%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
	Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	73%	81%	
Public places where people want to spend time	86%	85%	85%	85%
Variety of housing options	59%	61%	75% A	64%
Availability of affordable quality housing	33%	33%	43%	36%
Overall quality of new development in Scottsdale	63%	70%	81% A	71%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
	Overall economic health of Scottsdale	85%	86%	
Scottsdale as a place to work	92%	88%	89%	90%
Scottsdale as a place to visit	94%	96%	99% A	96%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Employment opportunities	72%	76%	63%	71%
Shopping opportunities	93%	96%	99% A	96%
Cost of living in Scottsdale	41%	37%	51%	43%
Overall quality of business and service establishments in Scottsdale	83%	87%	89%	86%
Vibrant downtown/commercial area	80%	92% A	82%	84%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Health and wellness opportunities in Scottsdale	85%	90%	96% A	90%
Fitness opportunities (including exercise classes and paths or trails, etc.)	85%	88%	86%	86%
Recreational opportunities	83%	88%	81%	84%
Availability of affordable quality food	79%	80%	75%	78%
Availability of affordable quality health care	69%	76%	89% A	77%
Availability of preventive health services	72%	86% A	93% A	83%
Availability of affordable quality mental health care	63%	70%	61%	64%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Overall opportunities for education and enrichment	84%	82%	83%	83%
Availability of affordable quality child care/preschool	49%	45%	64%	52%
K-12 education	63%	68%	68%	66%
Adult educational opportunities	67%	70%	60%	66%
Opportunities to attend cultural/arts/music activities	83%	83%	83%	83%
Opportunities to participate in religious or spiritual events and activities	79%	93% A	83%	84%

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Table 9: Community Characteristics - Community Engagement

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(A)
Opportunities to participate in social events and activities	81%	76%	87%	81%
Opportunities to volunteer	82%	78%	90%	83%
Opportunities to participate in community matters	70%	72%	62%	68%
Openness and acceptance of the community toward people of diverse backgrounds	58%	57%	51%	56%
Neighborliness of residents in Scottsdale	61%	53%	55%	57%
Helping new residents feel connected and integrated	46%	35%	47%	43%
Demonstrating respect for residents of different cultures and belief systems	47%	57%	58%	54%

Table 10: Governance - General

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
The City of Scottsdale	84%	85%	88%	86%
The value of services for the taxes paid to Scottsdale	63%	63%	66%	64%
The overall direction that Scottsdale is taking	63%	62%	70%	65%
The job Scottsdale government does at welcoming citizen involvement	55%	62%	52%	56%
Overall confidence in Scottsdale government	57%	56%	62%	58%
Generally acting in the best interest of the community	51%	66% A	60%	58%
Being honest	49%	51%	57%	52%
Treating all residents fairly	51%	55%	65%	56%
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	76%	81%	81%	79%
The Federal Government	33%	40%	42%	38%
The State Government	47%	47%	48%	48%
Maricopa County Government	48%	48%	55%	50%
Law enforcement treating all residents fairly	61%	69%	77% A	68%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Police services	83%	97% A	94% A	90%
Fire services	91%	96%	100% A	95%
Ambulance or emergency medical services	96%	90%	97%	95%
Crime prevention	81%	82%	90%	84%
Fire prevention and education	85%	92%	89%	88%
Animal control	64%	82% A	82% A	75%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62% B	38%	82% A B	61%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Traffic enforcement	71%	66%	70%	69%
Street repair	67%	72%	62%	67%
Street cleaning	75%	77%	79%	77%
Street lighting	68%	70%	79%	72%
Sidewalk maintenance	70%	83% A	79%	76%
Traffic signal timing	55%	61%	60%	58%
Bus or transit services	78% C	61%	40%	66%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Garbage collection	90%	90%	92%	91%
Recycling	77%	83%	87%	82%
Yard waste pick-up	80%	89%	84%	84%
Drinking water	46%	73% A	70% A	61%

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	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
Preservation of natural areas such as open space, farmlands and greenbelts	72%	68%	85%	74% B
Scottsdale McDowell Sonoran Preserve	87%	88%	90%	88%

Table 14: Governance - Built Environment

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
Storm drainage	69%	85% A C	63%	72%
Sewer services	71%	84% A	87% A	80%
Utility billing	74%	70%	76%	73%
Land use, planning and zoning	44%	57%	52%	51%
Code enforcement (weeds, abandoned buildings, etc.)	50%	64%	71% A	61%
Cable television	57%	61%	54%	57%

Table 15: Governance - Economy

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
Economic development	80%	72%	78%	77%

Table 16: Governance - Recreation and Wellness

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)
City parks	88%	95%	87%	90%
Recreation programs or classes	84%	91%	82%	86%
Recreation centers or facilities	84%	90%	90%	87%

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Table 17: Governance - Education and Enrichment

	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
Percent rating positively (e.g., excellent/good)				
Public library services	88%	96%	95%	93%
City-sponsored special events	82%	81%	82%	82%
Senior services	77%	76%	80%	78%

Table 18: Governance - Community Engagement

	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
Percent rating positively (e.g., excellent/good)				
Public information services	70%	79%	85%	78%
Scottsdale website (www.ScottsdaleAZ.gov)	74%	76%	78%	76%
City Cable Channel 11 or Scottsdale Video Network	68%	74%	67%	69%

Table 19: Participation General

	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)				
Sense of community	52%	57%	52%	53%
Recommend living in Scottsdale to someone who asks	97%	92%	99% B	96%
Remain in Scottsdale for the next five years	90%	89%	91%	90%
Contacted the City of Scottsdale (in-person, phone, email or web) for help or information	33%	30%	40%	34%

Table 20: Participation - Safety

	Region			Overall (A)
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)				
Was NOT the victim of a crime	90%	91%	95%	92%
Did NOT report a crime	77%	83%	91% A	83%
Stocked supplies in preparation for an emergency	25%	19%	17%	21%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
Walked or biked instead of driving	68%	55%	59%	61%
Carpooled with other adults or children instead of driving alone	34%	43%	51% A	42%
Used bus or other public transportation instead of driving	29% C	19% C	6%	19%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
Recycle at home	87%	92%	94%	90%
Made efforts to make your home more energy efficient	70%	78%	73%	74%
Made efforts to conserve water	72%	91% A	94% A	84%
Water services provided by Scottsdale Water Department	74%	77%	81%	77%
Drinking water taste	34%	53% A	60% A	47%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road (A)	North of Indian Bend Road and South or West of CAP Canal (B)	North or East of CAP Canal (C)	(A)
NOT under housing cost stress	63%	68%	78% A	69%
Did NOT observe a code violation	49%	69% A	64% A	60%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Purchase goods or services from a business located in Scottsdale	99%	99%	96%	98%
Economy will have positive impact on income	40%	33%	39%	38%
Work in Scottsdale	38%	49%	45%	44%
Visited downtown for shopping, dining or to attend an event	95%	88%	91%	92%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Used Scottsdale recreation centers or their services	51%	66% A	71% A	61%
Visited a neighborhood park or City park	89% C	81%	77%	83%
Eat at least 5 portions of fruits and vegetables a day	79%	86%	92% A	85%
Participate in moderate or vigorous physical activity	85%	90%	95% A	89%
Reported being in "very good" or "excellent" health	59%	75% A	81% A	71%
Visited or used a City pool	14%	16%	14%	14%
Used a City fitness facility	23%	21%	15%	20%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Used Scottsdale public libraries or their services	48%	69% A	65% A	59%
Participated in religious or spiritual activities in Scottsdale	39%	46%	61% A B	47%
Attended a City-sponsored event	57% B	40%	52%	51%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Campaigned or advocated for an issue, cause or candidate	24%	35%	46% A	34%
Contacted Scottsdale elected officials (in-person, phone, email or web) to express your opinion	14%	17%	21%	17%
Volunteered your time to some group/activity in Scottsdale	29%	35%	43% A	35%
Participated in a club	24%	35%	40% A	32%
Talked to or visited with your immediate neighbors	85%	88%	99% A B	90%
Done a favor for a neighbor	77%	75%	84%	78%
Attended a local public meeting	13%	19%	26% A	18%
Watched (online or on television) a local public meeting	21%	25%	19%	22%
Read or watch local news (via television, paper, computer, etc.)	82%	94% A	95% A	89%
Vote in local elections	90%	95%	92%	92%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
	(A)	(B)	(C)	
Overall feeling of safety in Scottsdale	96%	94%	94%	95%
Overall ease of getting to the places you usually have to visit	88%	97% A	90%	91%
Quality of overall natural environment in Scottsdale	88%	85%	93%	89%
Overall "built environment" of Scottsdale (including overall design, buildings, parks and transportation systems)	83%	87%	89%	86%
Health and wellness opportunities in Scottsdale	83%	82%	78%	81%
Overall opportunities for education and enrichment	79%	92% A	83%	84%
Overall economic health of Scottsdale	87%	97% A	94%	92%
Sense of community	85%	87%	84%	85%

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Table 29: Importance of City Investments

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
Percent rating positively (e.g., essential/very important)	(A)	(B)	(C)	(A)
Repair or replace aging parks, libraries and arts facilities	71%	66%	68%	69%
Repave roads and improve roadside appearance	77%	84%	82%	81%
Build new public parking garages and improve event spaces downtown	48% C	51% C	28%	43%
Upgrade outdated City technology such as the 911 dispatch and building permit systems	76%	81%	72%	76%
Build structures to better manage storm-related flooding and run-off	70%	68%	72%	70%
Remodel fire and police stations and training facilities to meet current safety and operational standards	71%	69%	61%	68%

Table 30: Use of Scottsdale McDowell Sonoran Preserve

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	(A)
Percent rating positively (e.g., 2 times a week or more/2-4 times a month/once a month or less).	(A)	(B)	(C)	(A)
Walked or hiked in the Preserve	42%	68% A	74% A	59%
Rode a mountain bike in the Preserve	12%	7%	30% A B	16%
Rock climbed in the Preserve	6%	3%	14% A B	7%
Ridden a horse in the Preserve	5%	1%	16% A B	7%
Visited a Preserve trailhead	32%	60% A	73% A	53%
Taken out of town visitors on any of these activities in the Preserve	33%	53% A	58% A	46%

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Table 31: Water Conservation

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., strongly agree/somewhat agree)	(A)	(B)	(C)	(A)
The City of Scottsdale should do more to promote water conservation among residents	77%	86%	82%	81%
My household could do more to conserve water	55%	69% A	72% A	64%
My neighbors could do more to conserve water	58%	76% A	71%	67%

Table 32: Sources of City Information

	Region			Overall
	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	
Percent rating positively (e.g., major source/minor source)	(A)	(B)	(C)	(A)
Scottsdale Update utility bill newsletter	49%	55%	59%	54%
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	54%	49%	52%	52%
City website (ScottsdaleAZ.gov)	62%	55%	74% B	63%
Scottsdale Update weekly email newsletter (or other City email newsletters)	39%	40%	42%	40%
City Cable Channel 11 or Scottsdale Video Network	33%	25%	32%	30%
Local newspapers, television or radio news	69%	88% A	77%	77%
Facebook	47% C	35%	29%	38%
Twitter	27%	17%	17%	21%
Next Door	36%	51% A C	28%	38%
YouTube	23%	15%	13%	18%
Word of mouth	77%	88% A	79%	81%