

Conclusions

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

Growth. The percentage of citizens concerned with growth has increased from 12% in 1993 to 33% in 1996. Responses varied from too much growth/development to uncontrolled growth and too many people. Another 8% of the sample cited planning and zoning as the biggest problem.

Transportation. Survey results continue to show transportation as the second biggest problem. Although the percentage (24%) has remained constant for 1995 and 1996, the survey shows a lower rate of satisfaction with traffic flow and signalization (down from 68% to 61%).

Transit/Bus Service. Citizen satisfaction with bus service & dial-a-ride has declined from 62% in 1995 to 46% in 1996. When asked to name the biggest problem facing Scottsdale, 4% named lack of public transportation compared with 3% in 1995.

Deterioration. Although a relatively small number of the respondents (1.5% of the sample) named deterioration as the city's biggest problem, this is the first year it has been mentioned. All comments were directed toward the Los Arcos and downtown areas. A further indication is seen in the increase of residents responding that their neighborhood had gotten worse over the past few years.

Demographics of the Sample

The survey is based on a sample of 400 adult City of Scottsdale residents selected by employing a random digit dialing sampling. Each respondent was interviewed by telephone during the period August 17-26. Following is the composition of the sample.

Registered to Vote:

84% of those polled are registered voters

Number of Years a Scottsdale Resident:

27% Less than 5 years

34% 5 to 14 years

39% 15 years or more

Geographical Location:

30% South of Indian School Road

18% Between Indian School & Indian Bend

51% North of Indian Bend

Own or Rent:

82% Own

18% Rent

Age:

13% 18-30 years

28% 31-45 years

36% 46-64 years

24% 65 years or older

Sex:

50% Female

50% Male

Education:

23% High School or less

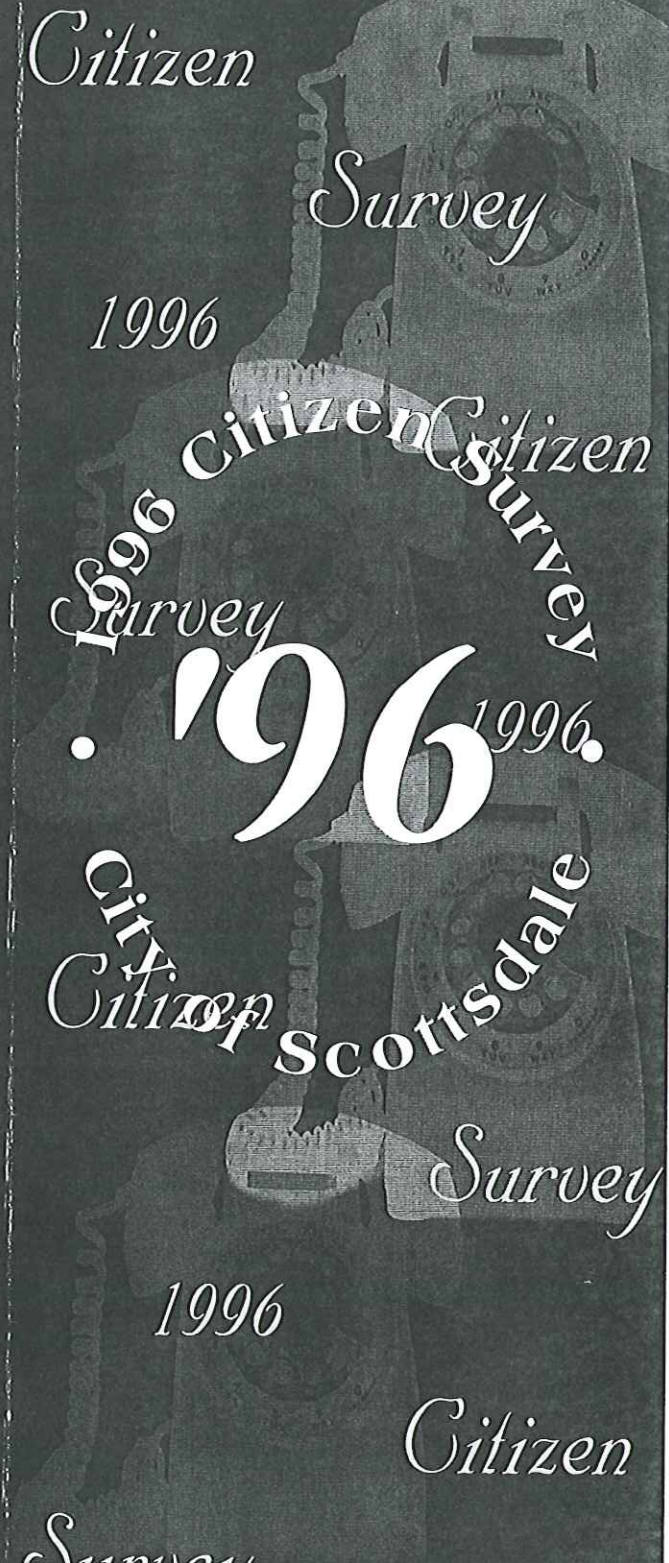
31% At least 2 full years of college

29% Bachelor's degree

17% Post graduate degree



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1996 Scottsdale Citizen Survey

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

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

The survey was conducted by O'Neil Associates, Inc., under the direction of Michael J. O'Neil, Ph.D. Dr. O'Neil has considerable experience in designing, conducting, and analyzing survey research projects, and has overseen hundreds of research projects in Arizona for a wide range of clients.

Overall Satisfaction with Services

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

Rating	1993	1994	1995	1996
Very Good	32%	36%	41%	38%
Good	62%	61%	57%	57%
Total	94%	97%	98%	95%
Poor/VeryPoor	5%	2%	2%	4%
Don't Know	1%	1%	0%	1%
Total	6%	3%	2%	5%

Ratings of Selected City Services

Citizens were then asked to rate specific services using the same scale - very good, good, poor or very poor. The total percentages of those responding very good and good are tabulated below and compared to prior years. Results are listed in the order asked in the survey.

City Service	1993	1994	1995	1996
Libraries	96%	98%	99%	98%
Recreation Programs	92%	96%	96%	96%
Emergency Medical	94%	98%	99%	97%
Fire Services	95%	98%	98%	98%
Parks/Open Space	93%	96%	97%	96%
Planning/Zoning	66%	74%	71%	63%
Police	87%	91%	95%	94%
Water and Sewer	81%	85%	85%	89%
Drainage Control	58%	69%	78%	78%
Residential Refuse/ Garbage Collection	88%	94%	95%	92%
Traffic Flow/ Signalization	65%	64%	68%	61%
Bus/Dial-A-Ride	47%	48%	62%	46%
Street Maintenance	77%	81%	87%	87%
Community Arts/ Cultural Programs	93%	97%	95%	95%
Recycling Services	n/a	56%	44%	79%

The 1996 survey results continue to show that citizens are generally satisfied with city provided services. Since the sampling error is + or - 5%, only variations of 5% or more from the previous year are considered true indications of a change in satisfaction. Of particular note, recycling services shows a 35% increase in satisfaction when compared to 1995. This is likely due to the recent implementation of curbside recycling program. The slight decrease in satisfaction with refuse collection (from 95% to 92%), may be reflective of the decrease in refuse collection service to accommodate recycling service one day each week.

What People Like Most About Living in Scottsdale

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

Characteristic	1995	1996
Cleanliness	14%	21%
Location/Convenience	17%	17%
Parks/Open space/Libraries/Arts	10%	10%
Friendly People/Small Town	8%	9%
Atmosphere/Ambiance	18%	8%
Weather	9%	7%
City Government/Services	5%	6%
Safe environment/ Police & Fire services	10%	5%
Everything	0%	3%
Schools	2%	2%
Neighborhood	0%	2%
All Other/Don't Know	6%	10%

What People Like Least About Living in Scottsdale

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

Characteristic	1995	1996
Growth/Development	28%	33%
Traffic Flow	24%	24%
Crime/Gangs/Drugs	8%	8%
Planning/Zoning	6%	8%
Transit/Bus Service	3%	4%
Environmental/Recycling	5%	2%
Deterioration	0%	2%
Economy/Jobs/High Costs	2%	1%
City Government	2%	1%
All Others	5%	7%
None Mentioned	14%	10%

Priority Issues - Historical Perspective

Issue	1993	1994	1995	1996
Growth	12%	14%	28%	33%
Traffic	18%	33%	24%	24%
Crime	26%	20%	8%	8%
Planning/ Zoning	6%	8%	6%	8%

Growth continues to be the top problem named by this year's survey respondents, while traffic flow, a closely related concern, remained second.

Neighborhoods

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

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

Demographics of the sample show that of the 17% (68 respondents) who in 1996 said the quality of life in their neighborhood had gotten worse, a higher percentage occurred in the area south of Indian School Road.