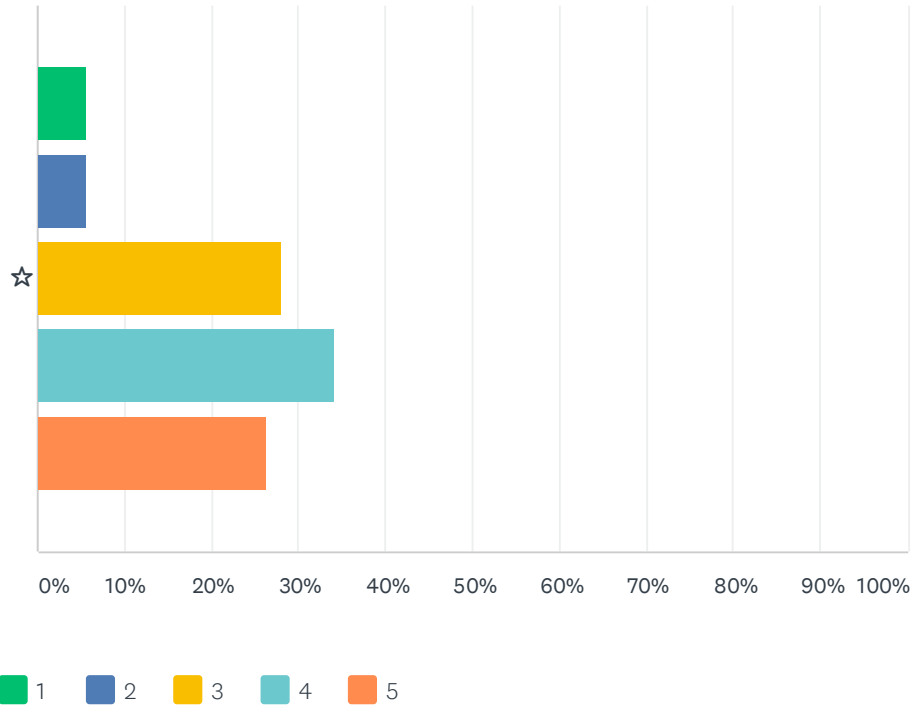


General Plan 2035 COGS Survey

(5= Strong agreement 1=Strongly Disagree)

Q1 Maintain focus on tourism

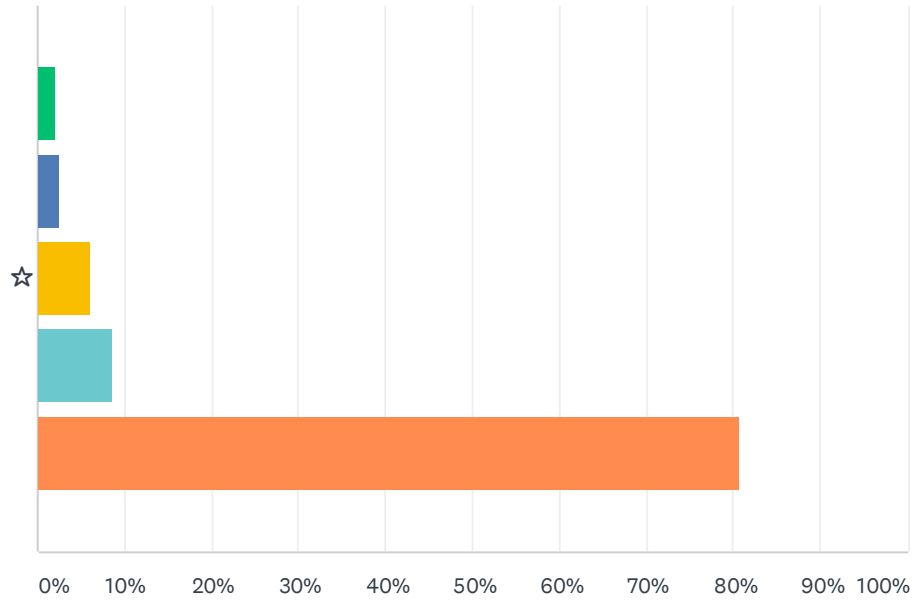
Answered: 193 Skipped: 4



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	5.70% 11	5.70% 11	27.98% 54	34.20% 66	26.42% 51	193	3.70

Q2 Promote low density and reduce traffic congestion

Answered: 197 Skipped: 0

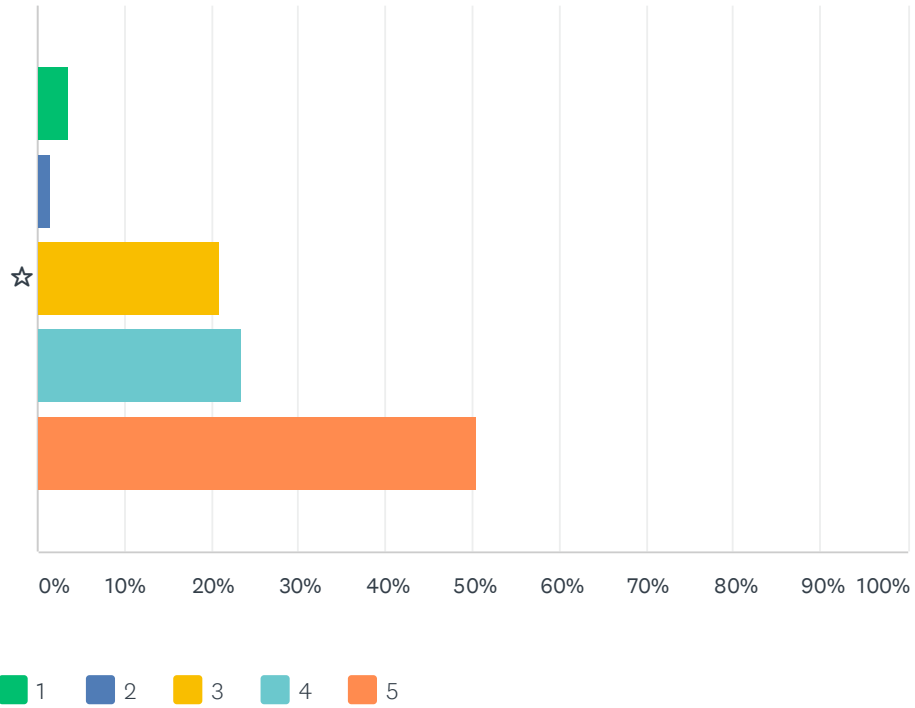


■ 1
 ■ 2
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	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	2.03%	2.54%	6.09%	8.63%	80.71%		
	4	5	12	17	159	197	4.63

Q3 Maintain diversity of lot sizes and lifestyles

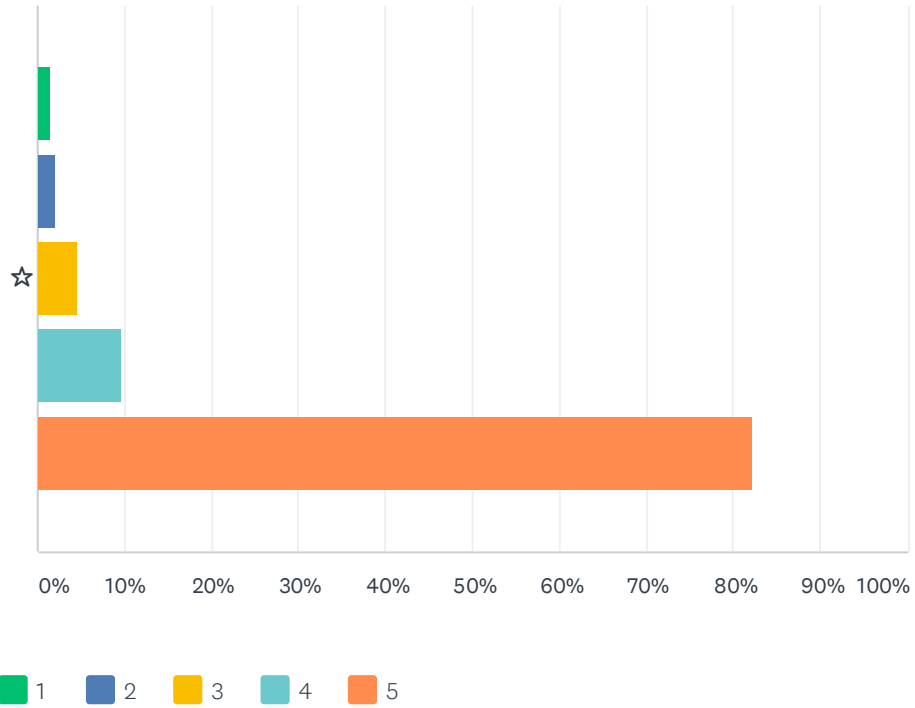
Answered: 196 Skipped: 1



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	3.57% 7	1.53% 3	20.92% 41	23.47% 46	50.51% 99	196	4.16

Q4 Keep building heights low, maintain views

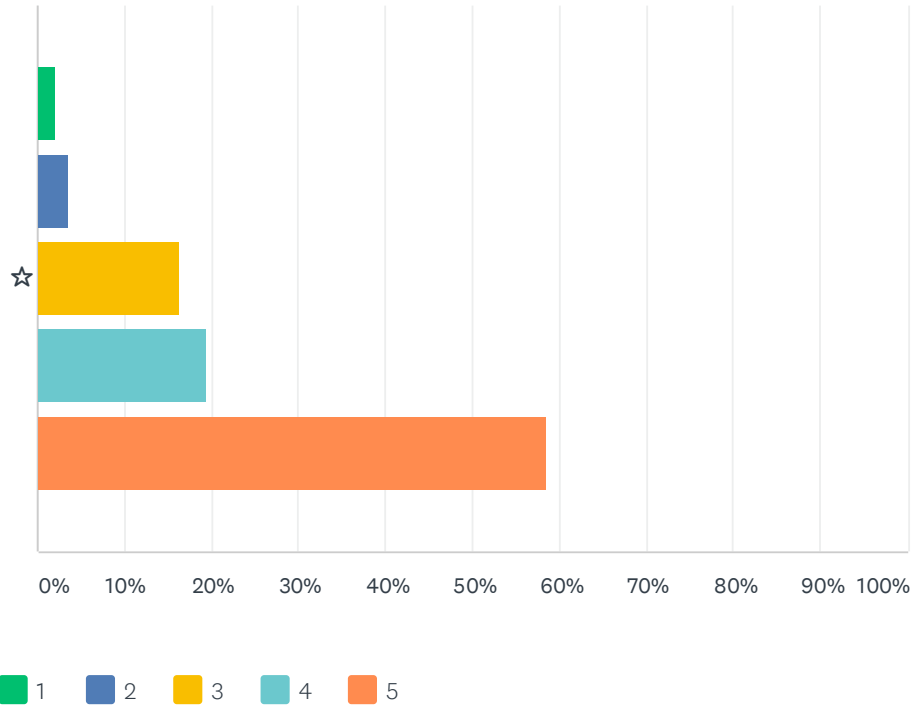
Answered: 197 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	1.52%	2.03%	4.57%	9.64%	82.23%	197	4.69
	3	4	9	19	162		

Q5 Codify Historic Old Town architectural elements and designate it as a separate Character Area

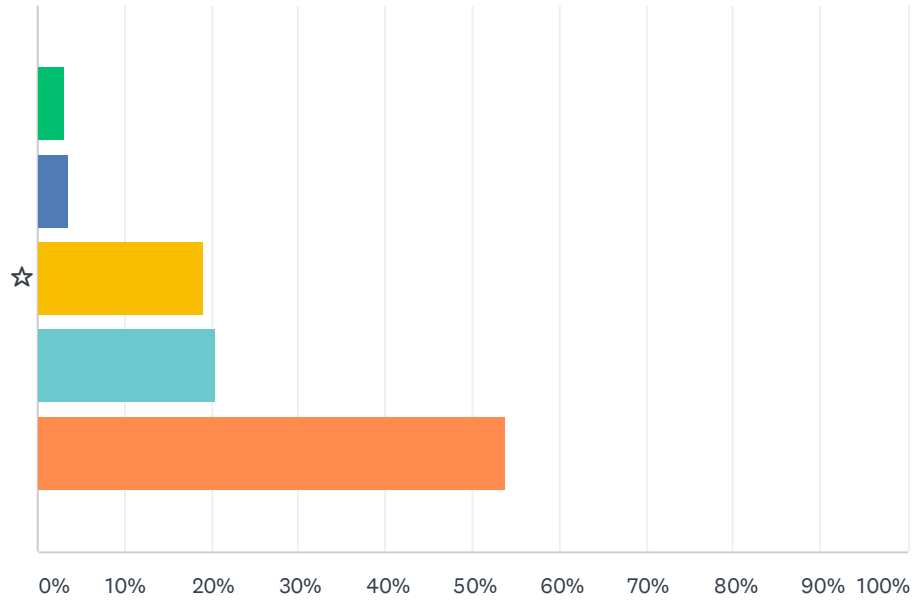
Answered: 196 Skipped: 1



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	2.04% 4	3.57% 7	16.33% 32	19.39% 38	58.67% 115	196	4.29

Q6 Preserve the Arts District and promote all forms of art

Answered: 195 Skipped: 2

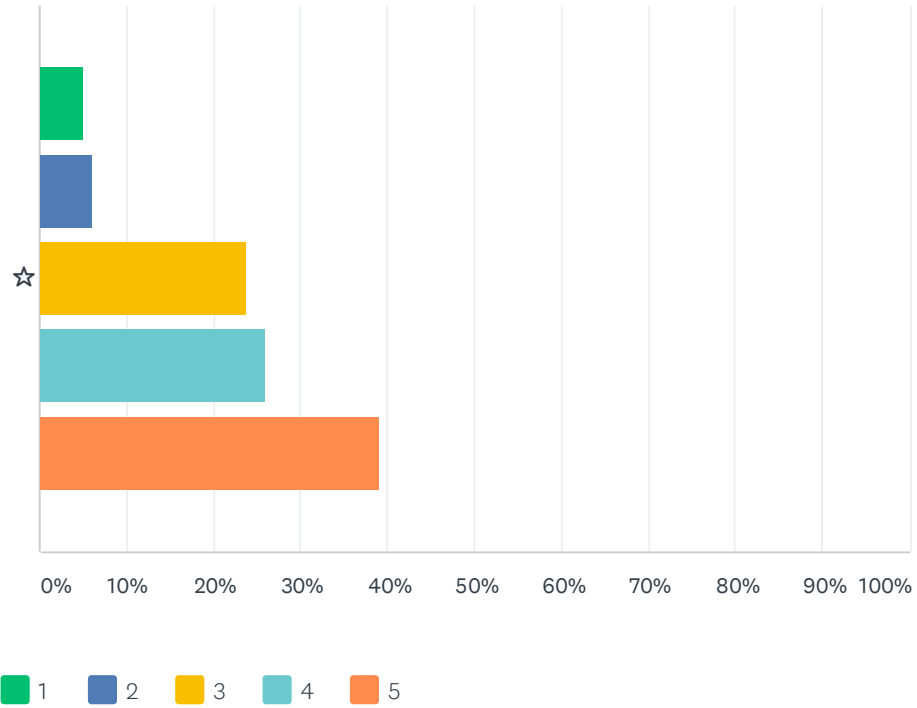


■ 1
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	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	3.08%	3.59%	18.97%	20.51%	53.85%	195	4.18
	6	7	37	40	105		

Q7 Promote the Scottsdale Western Experience

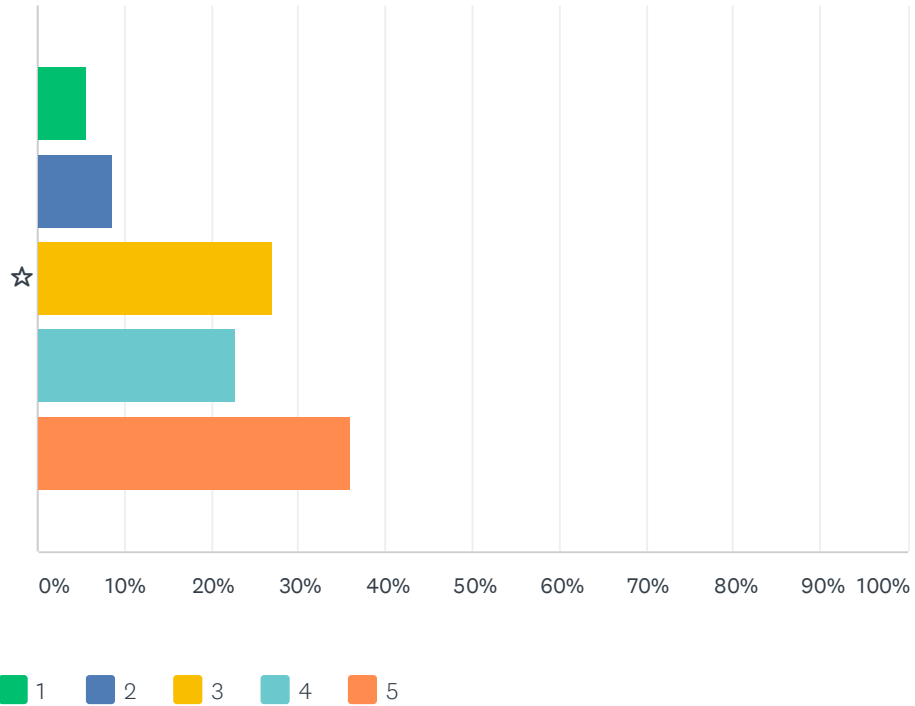
Answered: 197 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	5.08% 10	6.09% 12	23.86% 47	25.89% 51	39.09% 77	197	3.88

Q8 Increase promotion on Western venues and events such as Festival of the West, Parada del Sol, Scottsdale Rodeo, Museum of the West, Little Red Schoolhouse, etc.

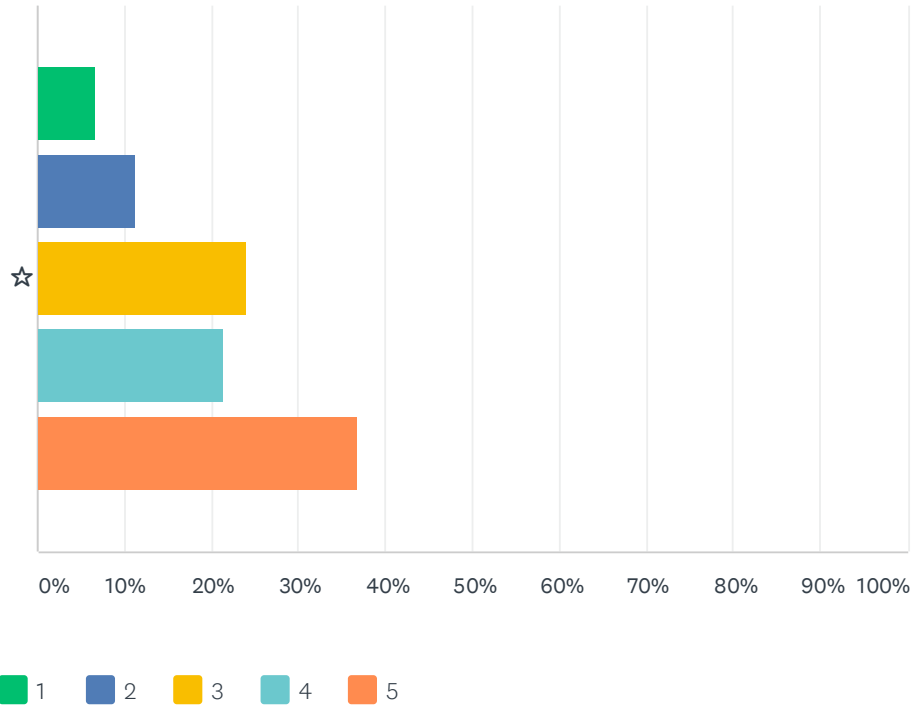
Answered: 197 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
★	5.58% 11	8.63% 17	26.90% 53	22.84% 45	36.04% 71	197	3.75

Q9 Preserve and promote equestrian lifestyles, events and uses

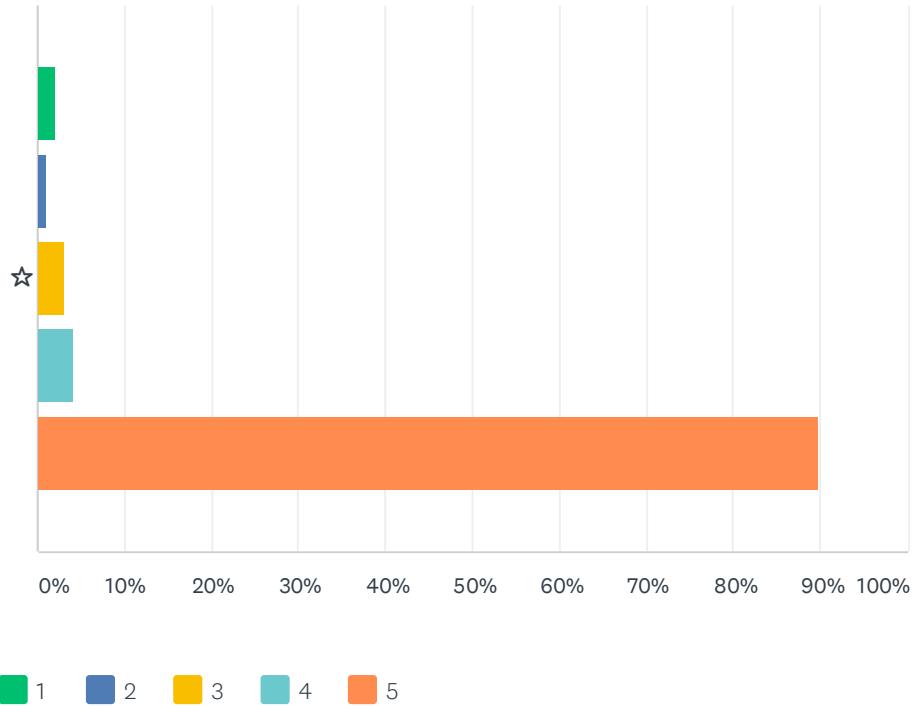
Answered: 196 Skipped: 1



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
★	6.63% 13	11.22% 22	23.98% 47	21.43% 42	36.73% 72	196	3.70

Q10 Maintain desert open space in northern areas (e.g., Environmentally Sensitive Land Ordinance [ESLO], Natural Area Open Space [NAOS], etc.)

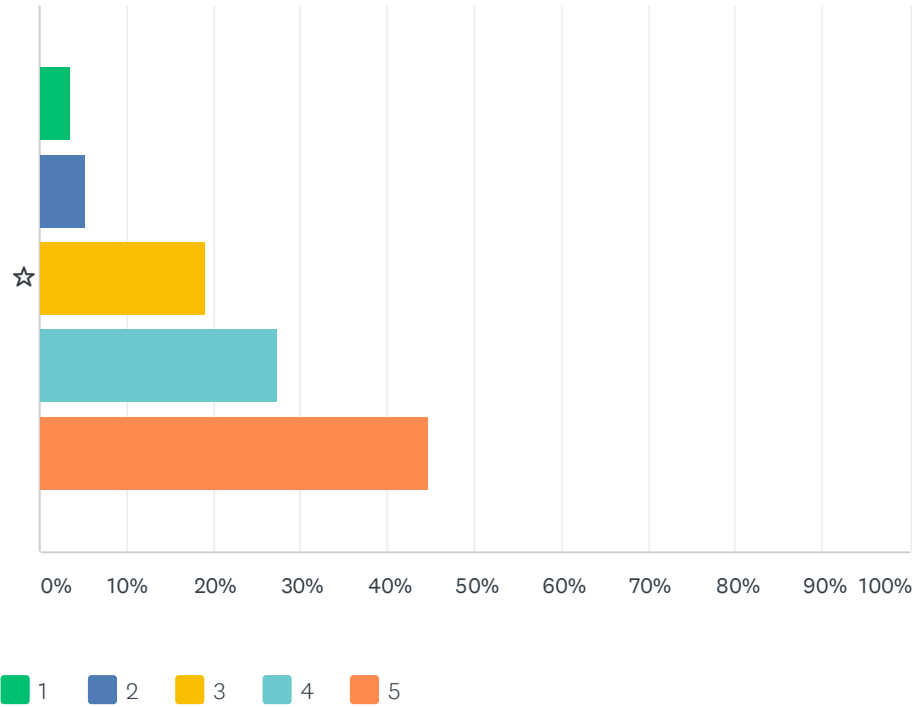
Answered: 195 Skipped: 2



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	2.05%	1.03%	3.08%	4.10%	89.74%	195	4.78
	4	2	6	8	175		

Q11 Encourage Western and Southwestern architectural elements and styles throughout the city

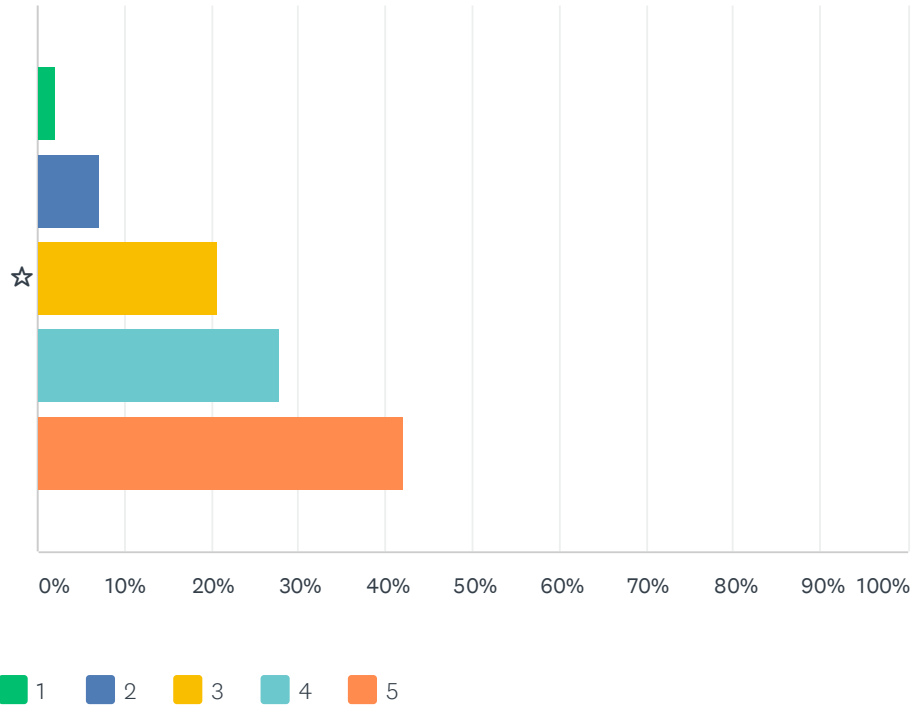
Answered: 194 Skipped: 3



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	3.61% 7	5.15% 10	19.07% 37	27.32% 53	44.85% 87	194	4.05

Q12 Promote and expand/increase tourism events (Art Walk, Canal Convergence, horse shows/horse competitions, golf tournaments, WestWorld events, etc.)

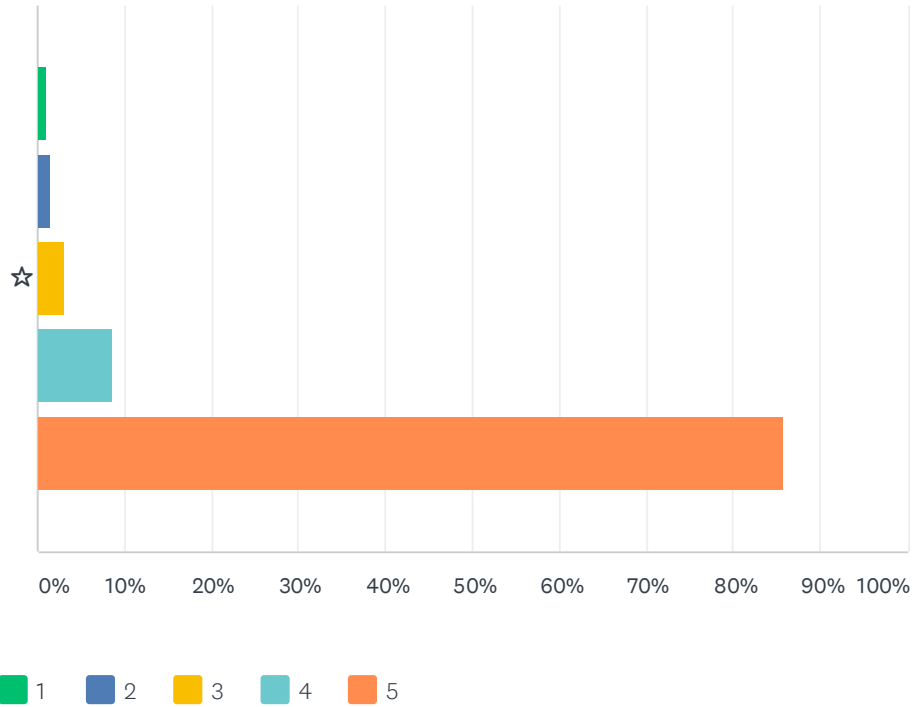
Answered: 197 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	2.03% 4	7.11% 14	20.81% 41	27.92% 55	42.13% 83	197	4.01

Q13 Continue efforts to preserve mountains and deserts, including purchase of remaining lands within Preserve boundaries, if possible

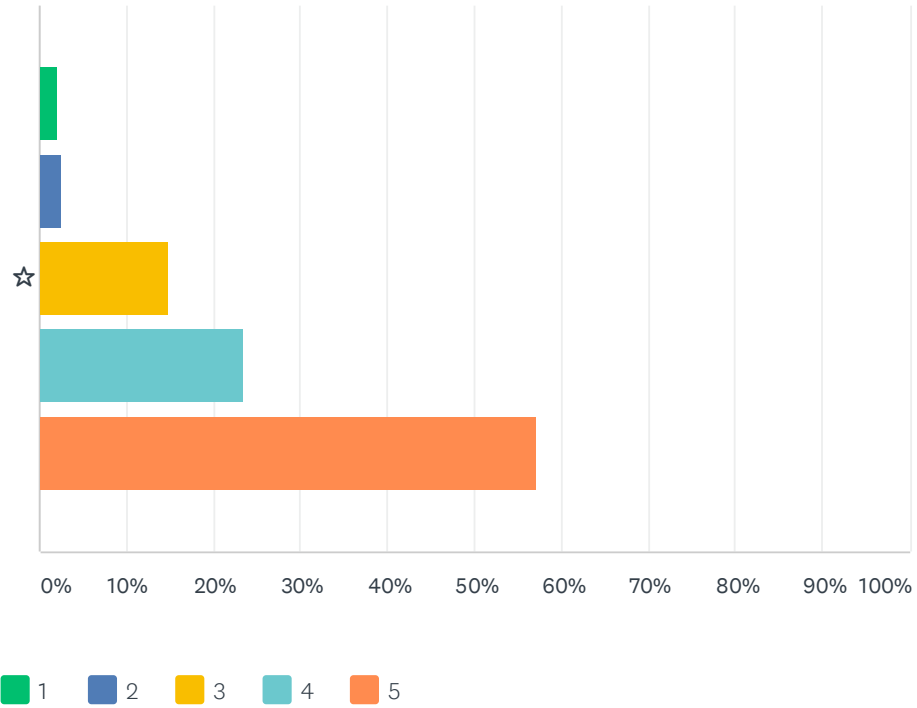
Answered: 197 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	1.02% 2	1.52% 3	3.05% 6	8.63% 17	85.79% 169	197	4.77

Q14 Maintain focus on wellness and health care

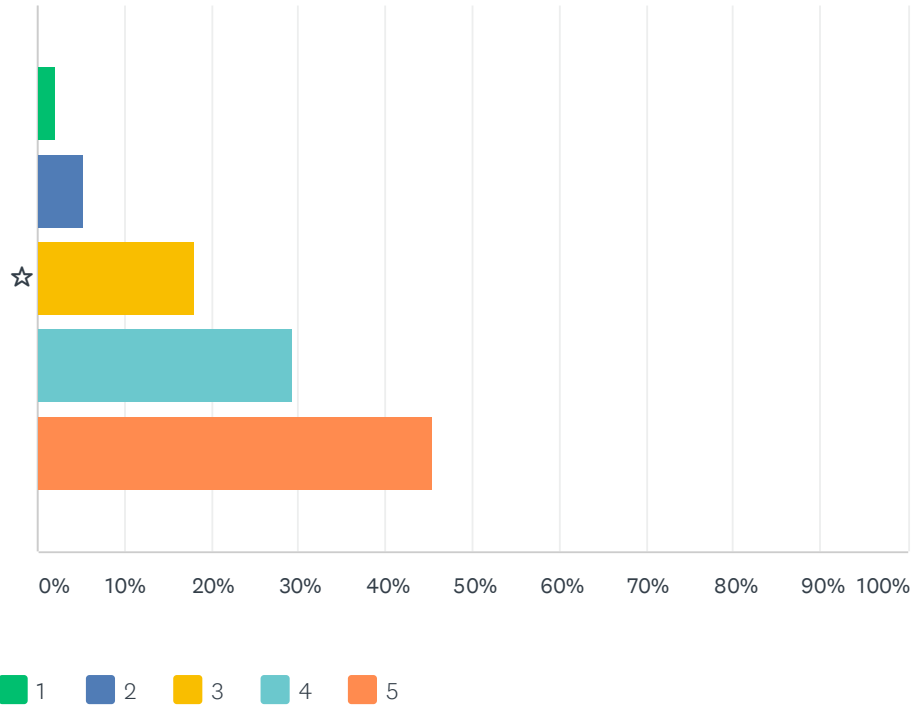
Answered: 196 Skipped: 1



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	2.04%	2.55%	14.80%	23.47%	57.14%	196	4.31
	4	5	29	46	112		

Q15 Encourage business development that advances and enhances opportunities in Scottsdale to support tourism and residents needs (health care, technology, craft/unique small businesses, etc.)

Answered: 194 Skipped: 3



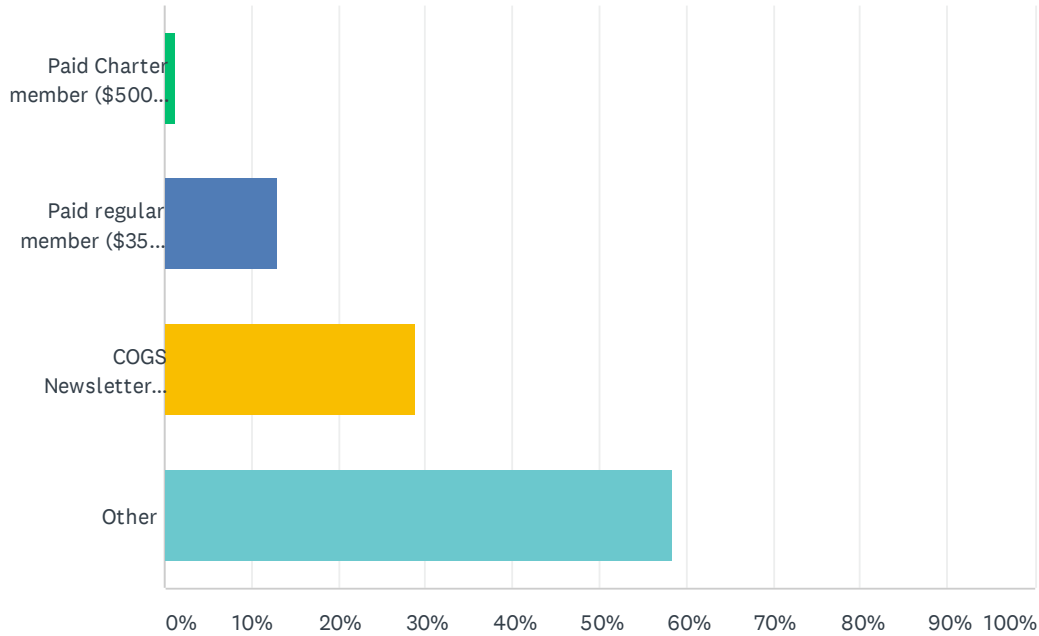
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	2.06% 4	5.15% 10	18.04% 35	29.38% 57	45.36% 88	194	4.11

Q16 Other characteristics that should be part of the Vision Statement

Answered: 59 Skipped: 138

Q17 Are you a COGS Charter Member, COGS paid regular member, or Newsletter subscriber?

Answered: 163 Skipped: 34



ANSWER CHOICES	RESPONSES	
Paid Charter member (\$500 lifetime membership)	1.23%	2
Paid regular member (\$35 annually dues)	12.88%	21
COGS Newsletter subscriber only	28.83%	47
Other	58.28%	95
Total Respondents: 163		