

The Arizona We Want

A realistic and contemporary picture of what citizens think about life in Arizona communities, what they want for the future and how we can work together to achieve a common set of goals.

Interim Report

Comparative Results for the Maricopa County Board of Supervisors

65 participants completed survey by 12/3/09

Overview: Gallup Arizona Poll

Who Participated?

Telephone Poll – 3600 respondents

What do people think about life in Arizona communities?

Representative statewide sample of Arizona residents, including 600 “cell phone only” users to ensure enough representation from younger people.
(± 1.7 % points at 95% confidence)

Web Survey – 831 respondents

What do Arizonans want for the future?

Completed by people who also participated in the telephone poll.
(± 0.3 % points at 95% confidence)

Overview: Six Overarching Results

ATTACHMENT

Arizonans are surprisingly attached to their communities.

CONSENSUS

Arizona citizens agree on more than they disagree.

AESTHETICS & NATURAL ENVIRONMENT

The state's natural beauty and open spaces are seen by citizens as our greatest asset.

LEADERSHIP

Citizens are not at all satisfied with their elected leaders.

JOB CREATION

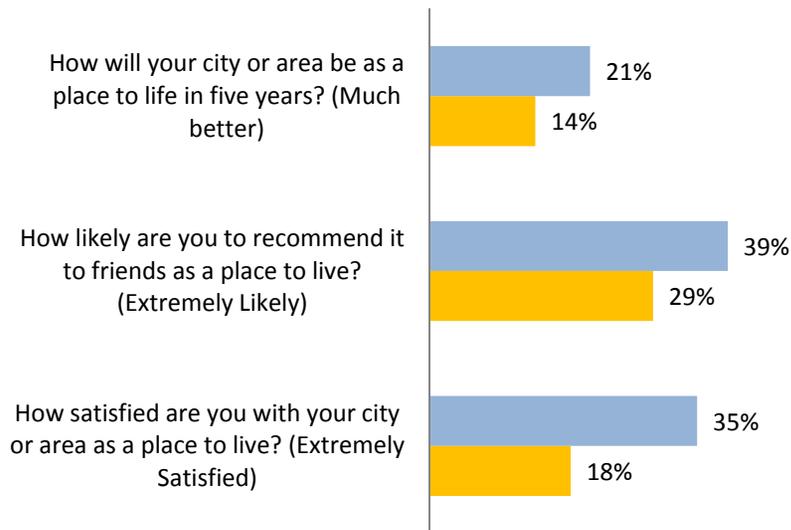
Like the rest of the world, Arizona residents want jobs.

OPENNESS

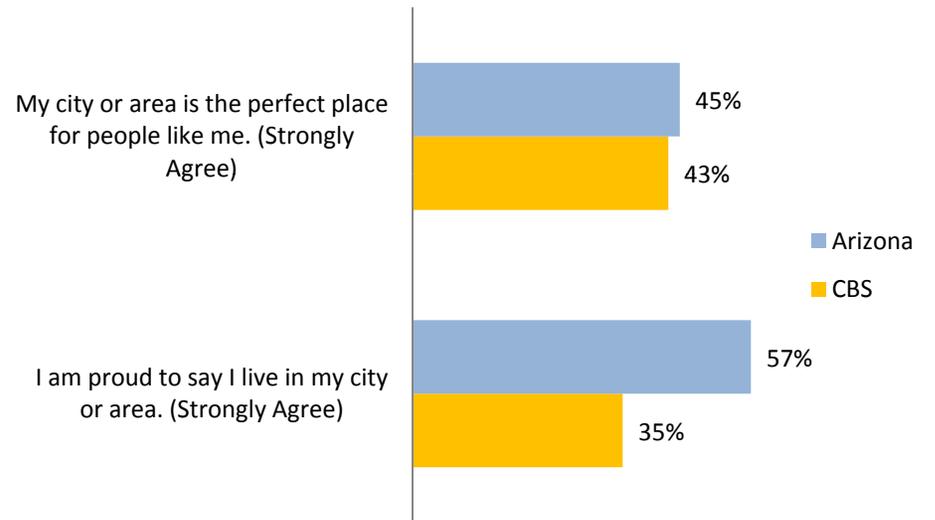
Arizona is not a great place for young college graduates.

What is this quality Gallup calls *community attachment* and how do they measure it?

LOYALTY:



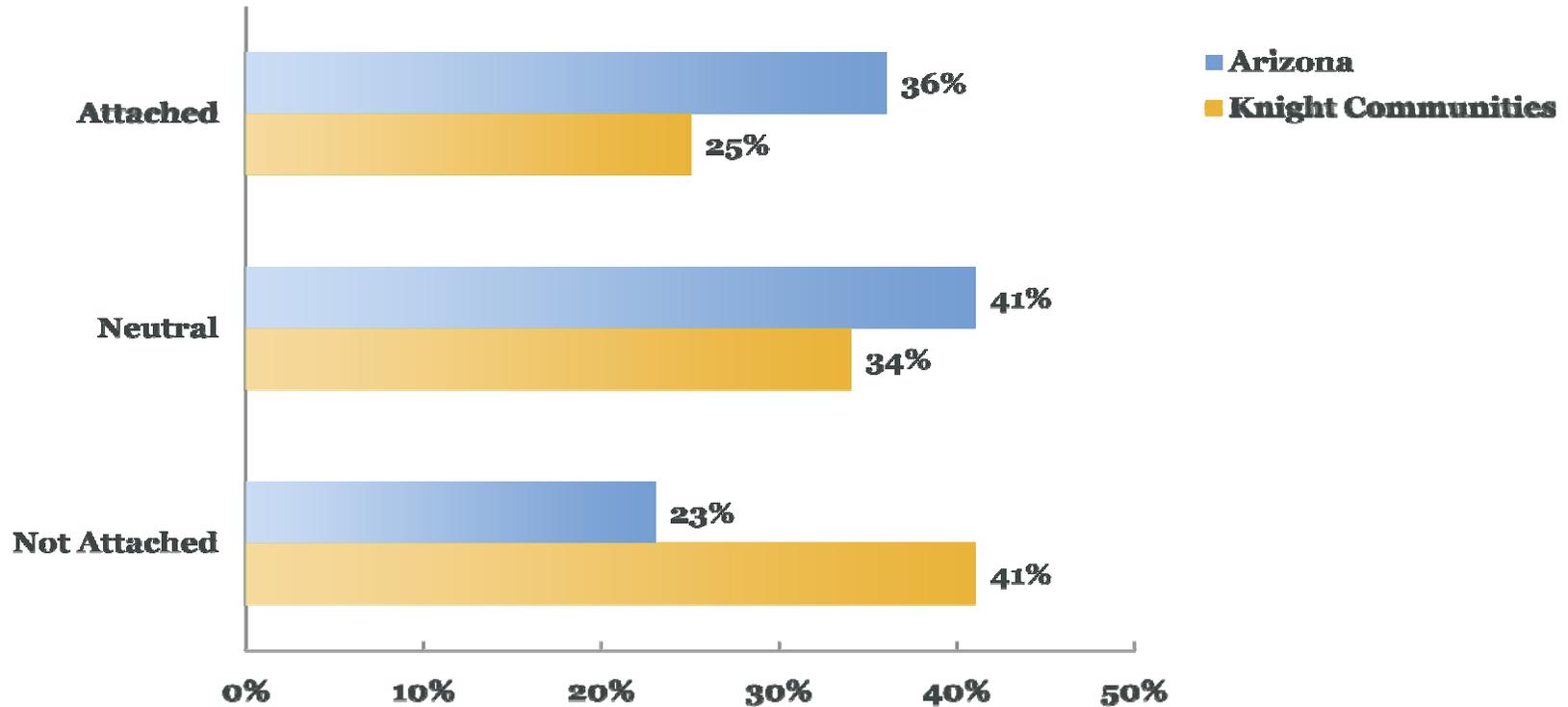
PASSION:



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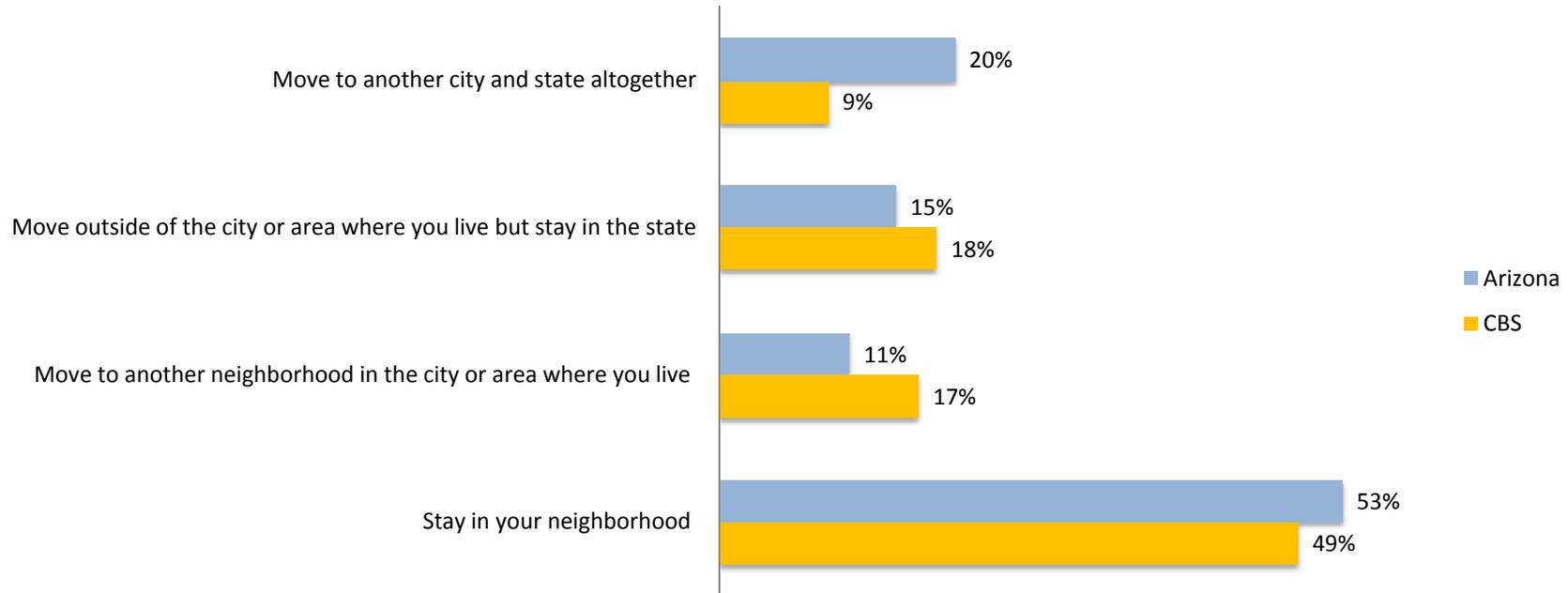
Community attachment is high in Arizona.

Based on the combined responses to all five questions that measure attachment, Arizonans are very attached to their communities – significantly more so than in the 26 Knight communities studied by Gallup.



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If Arizonans have a choice about where they want to live, what would they prefer to do?



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What's different about people who are highly attached to the place they live?

Key Drivers of Attachment in Arizona

Social Offerings	0.477
<i>Entertainment infrastructure, easy to meet people, people care about each other</i>	
Aesthetics & Natural Environment	0.443
<i>Physical beauty of place, parks and open spaces</i>	
Openness	0.439
<i>How welcoming the community is to different types of people</i>	
Basic Services	0.390
<i>Support infrastructure—highways, housing, health care</i>	
K-12 Education	0.368
<i>Quality of local public schools</i>	
Leadership	0.365
<i>Quality of leadership and belief that elected officials represent citizen views</i>	
Higher Education	0.315
<i>Quality of colleges and universities</i>	
Economy	0.275
<i>Local economic and employment conditions</i>	
Safety	0.255
<i>Local area crime and safety conditions</i>	
Social Capital	0.161
<i>Proximity of close friends and family, time spent with neighbors and participation in groups</i>	
Involvement	0.080
<i>Voting, volunteering, charitable giving and participation in efforts to deal with local issues</i>	

HIGH

RELATIONSHIP TO ATTACHMENT

LOW

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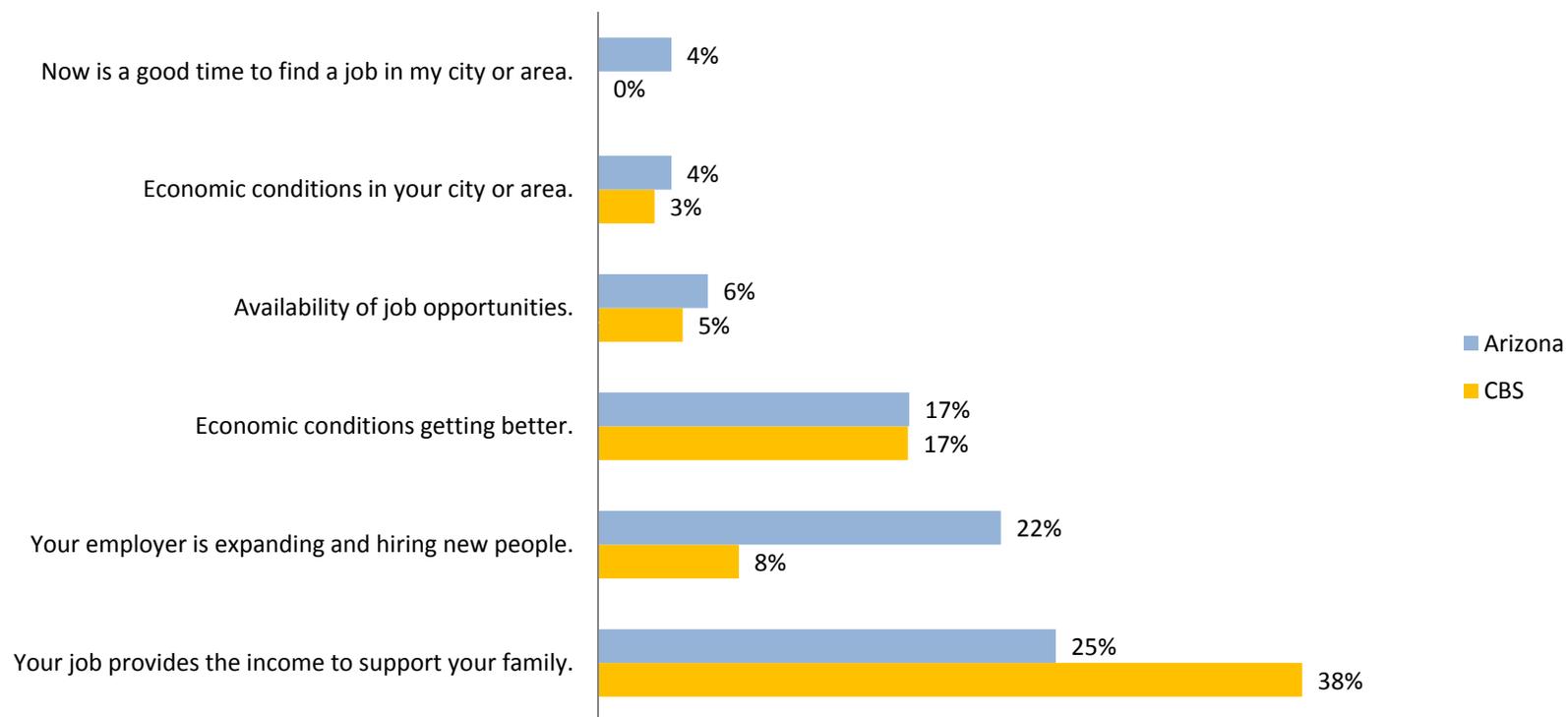
Citizens agree that Arizona's performance needs to improve in 6 critical areas.



Three examples:
Economy
Leadership
Openness

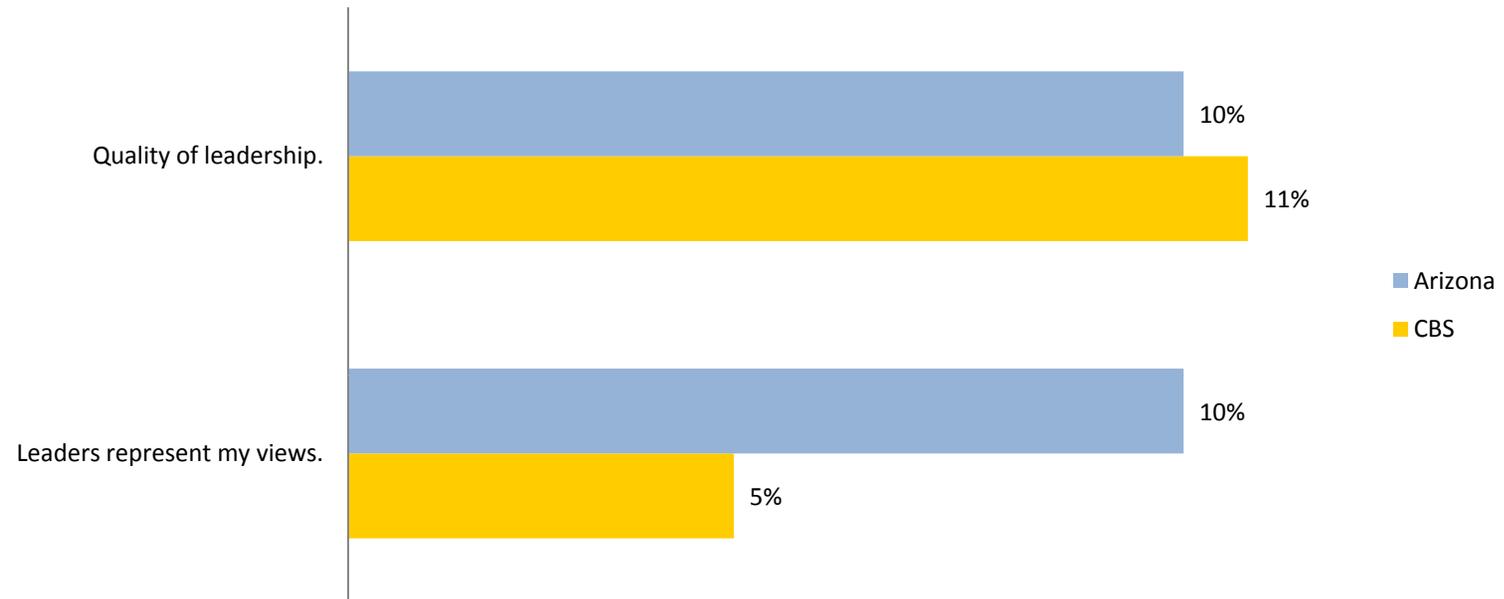
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How many citizens rate the Economy as *very good* in their community, compared to MCBS?



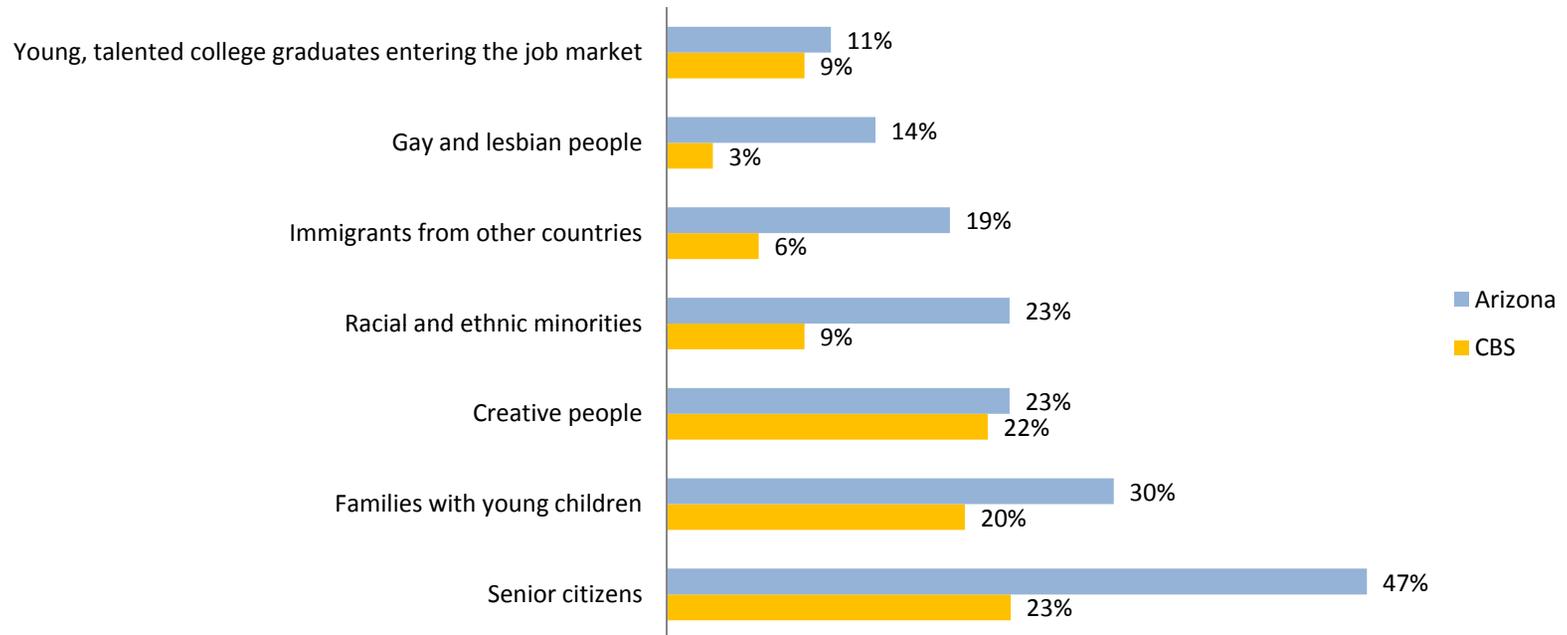
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How many citizens rate the Leadership of elected officials in their community as *very good*, compared to MCBS?



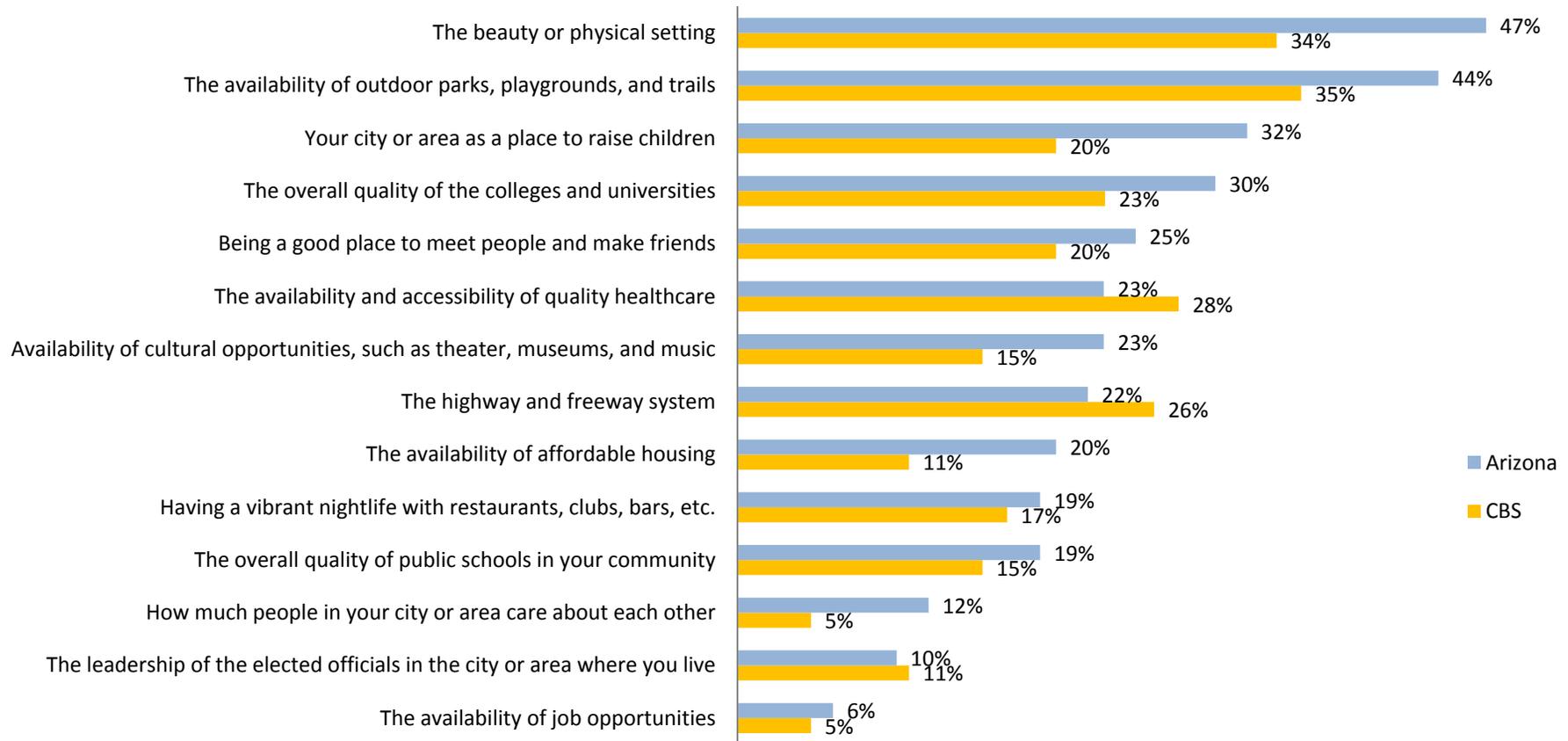
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How many citizens rate the Openness of their community for different groups of people as *very good*, compared to MCBS?



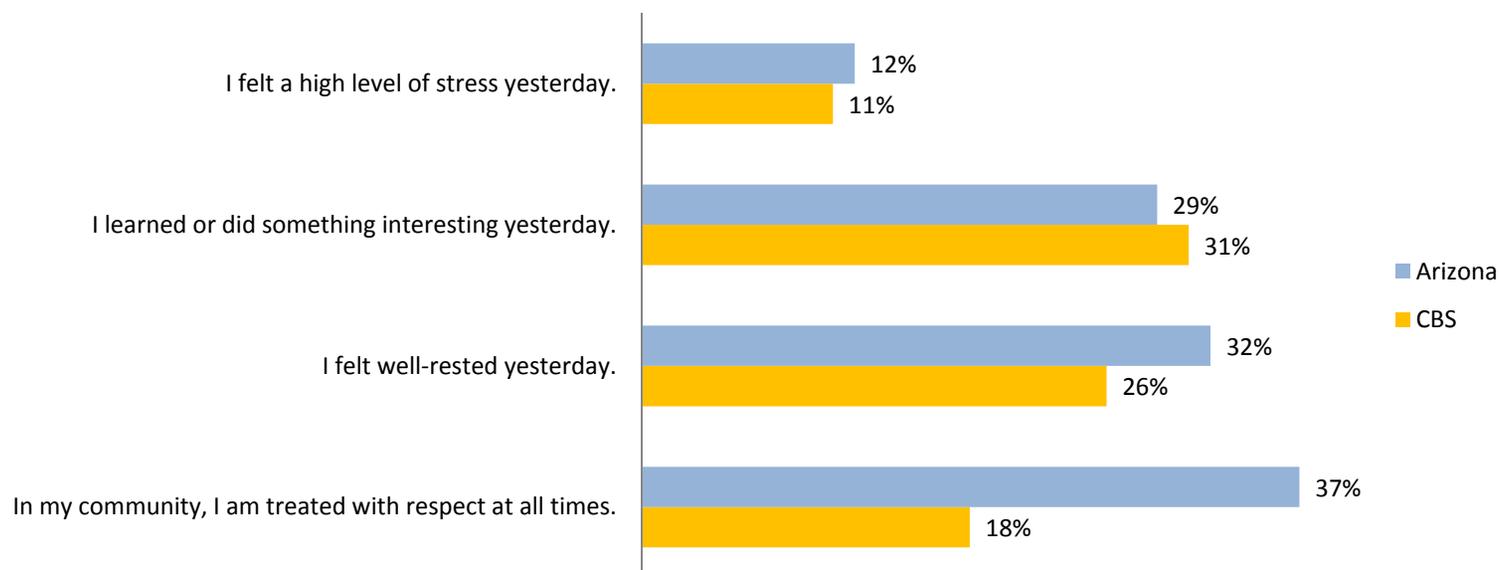
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How many citizens rate Arizona's performance *very good* on 14 quality of life features, compared to MCBS?



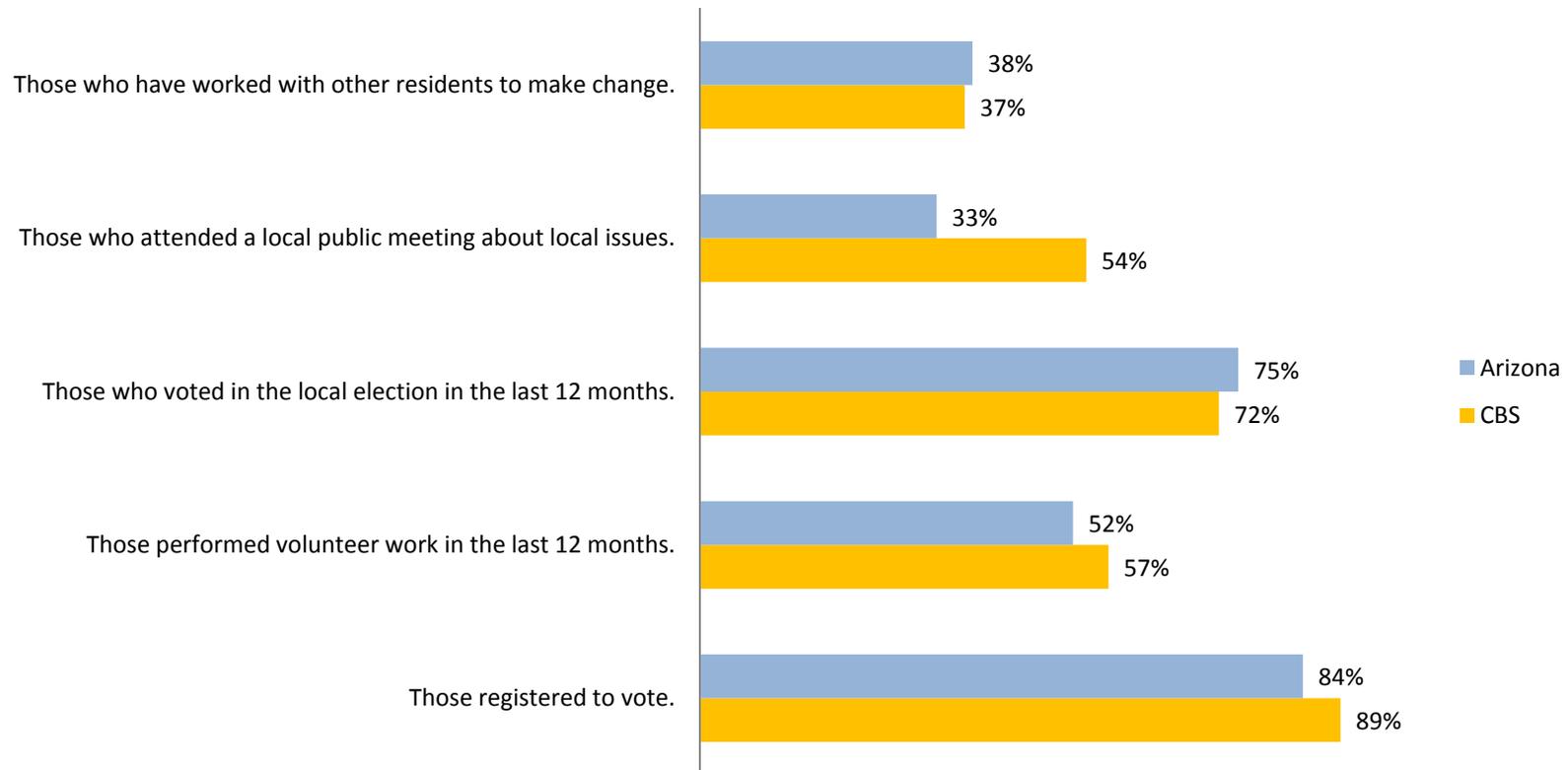
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How many citizens *strongly agree* with the following statements about daily life, compared to MCBS?



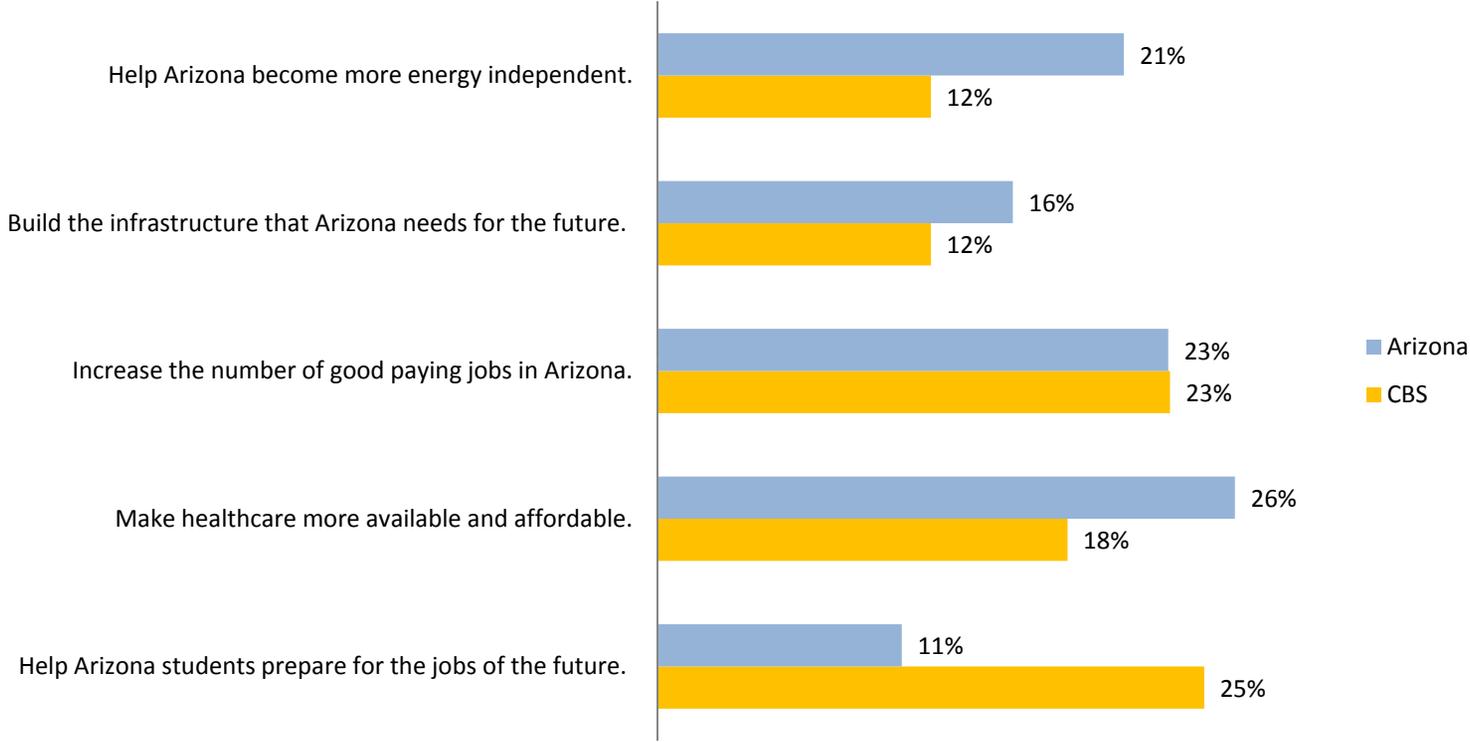
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How do citizens rate their Involvement in the community, compared to MCBS?



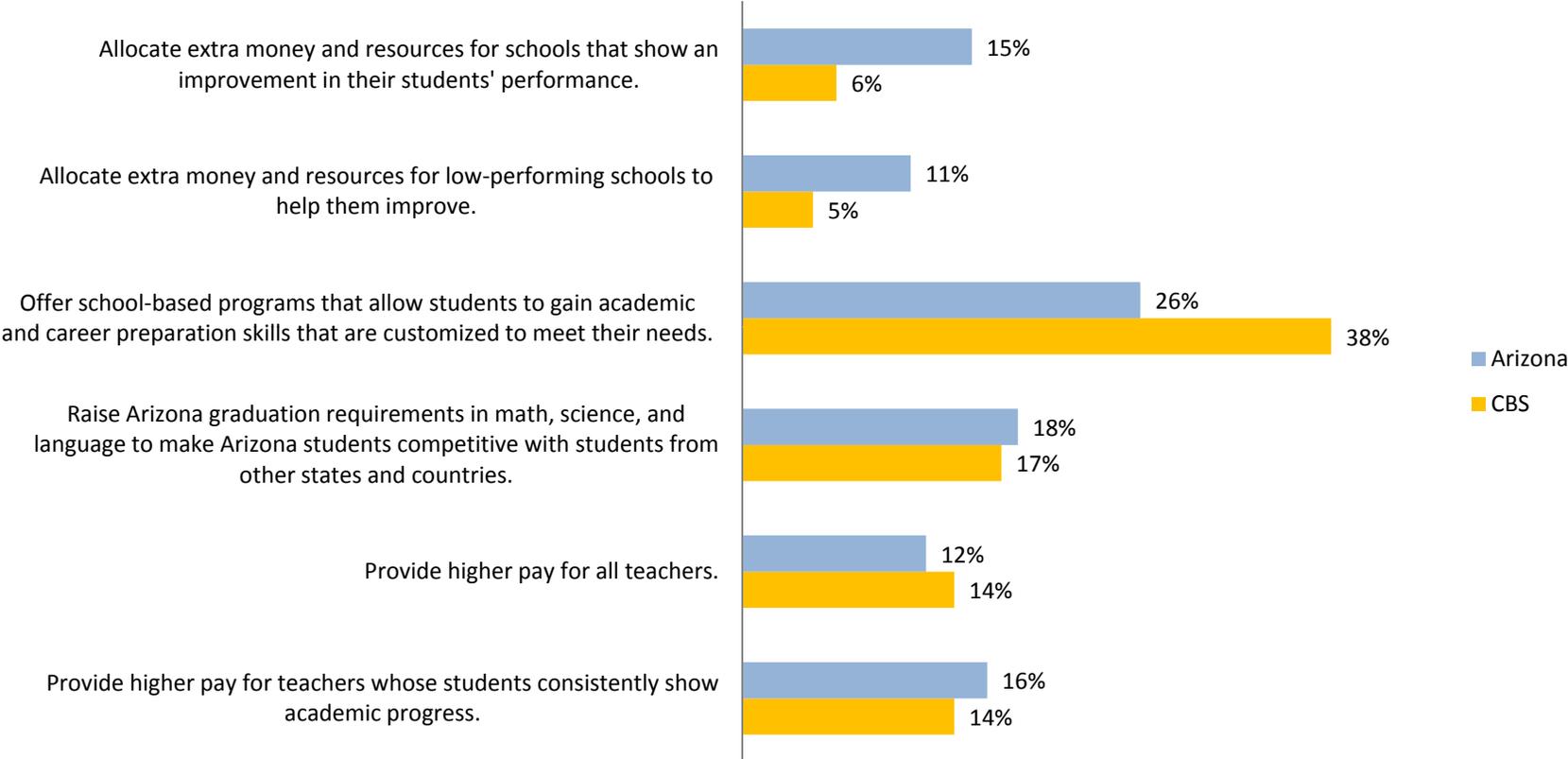
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Which one goal (after comparing it independently to all others) would you be most willing to support through an increase in your taxes?



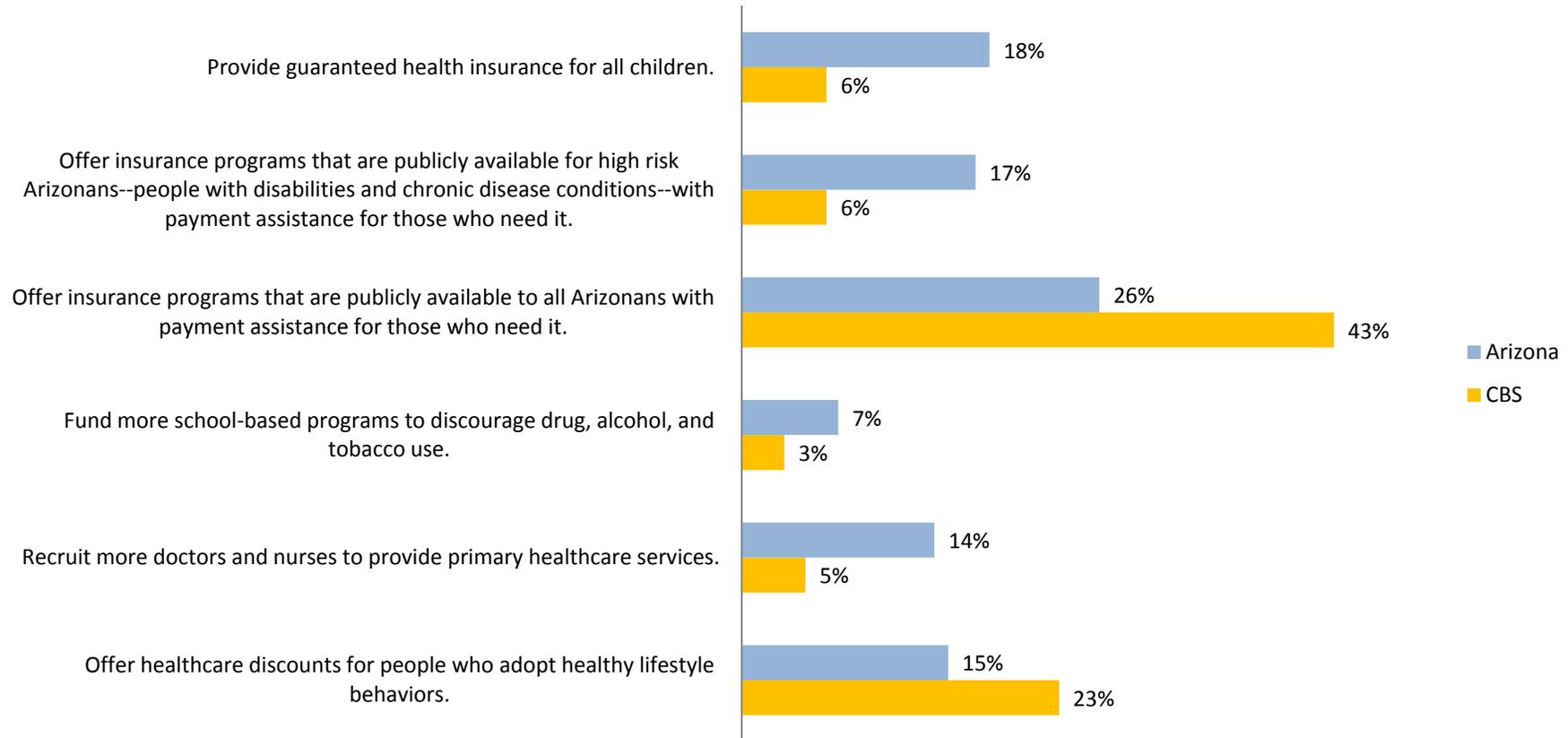
Participants in the Gallup Arizona Poll are statistically representative of the state’s population as a whole. Because of the methodology used in the web survey, the margin of error for statewide results is ± 0.3 percentage points, less than one-third of one percent. MCBS data reflects the views of the 65 participants only, and the methodology did not allow them to compare options independently to one another.
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To help Arizona students prepare for the jobs of the future, which policy (after comparing it independently to all others) would be the best use of your tax dollars?



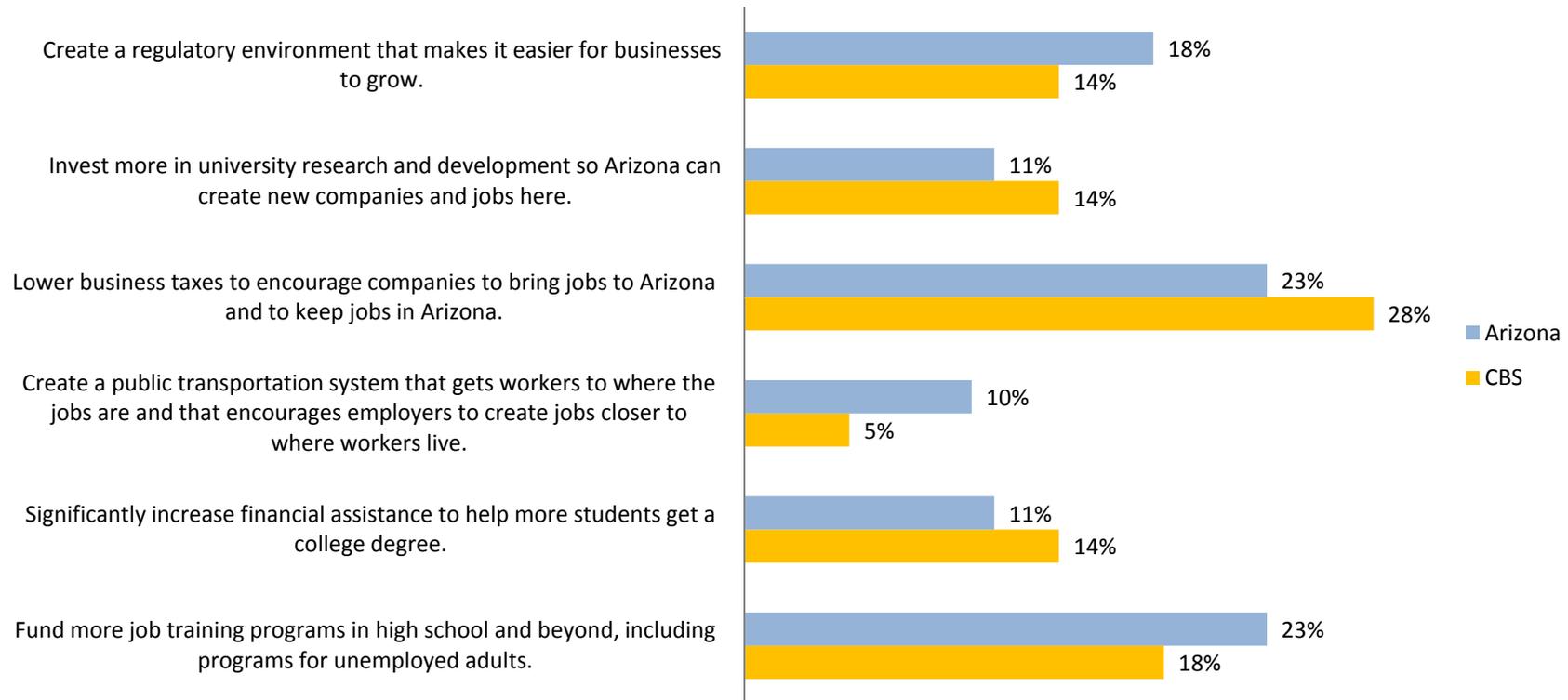
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To make healthcare more available and affordable, which policy (after comparing it independently to all others) would be the best use of your tax dollars?



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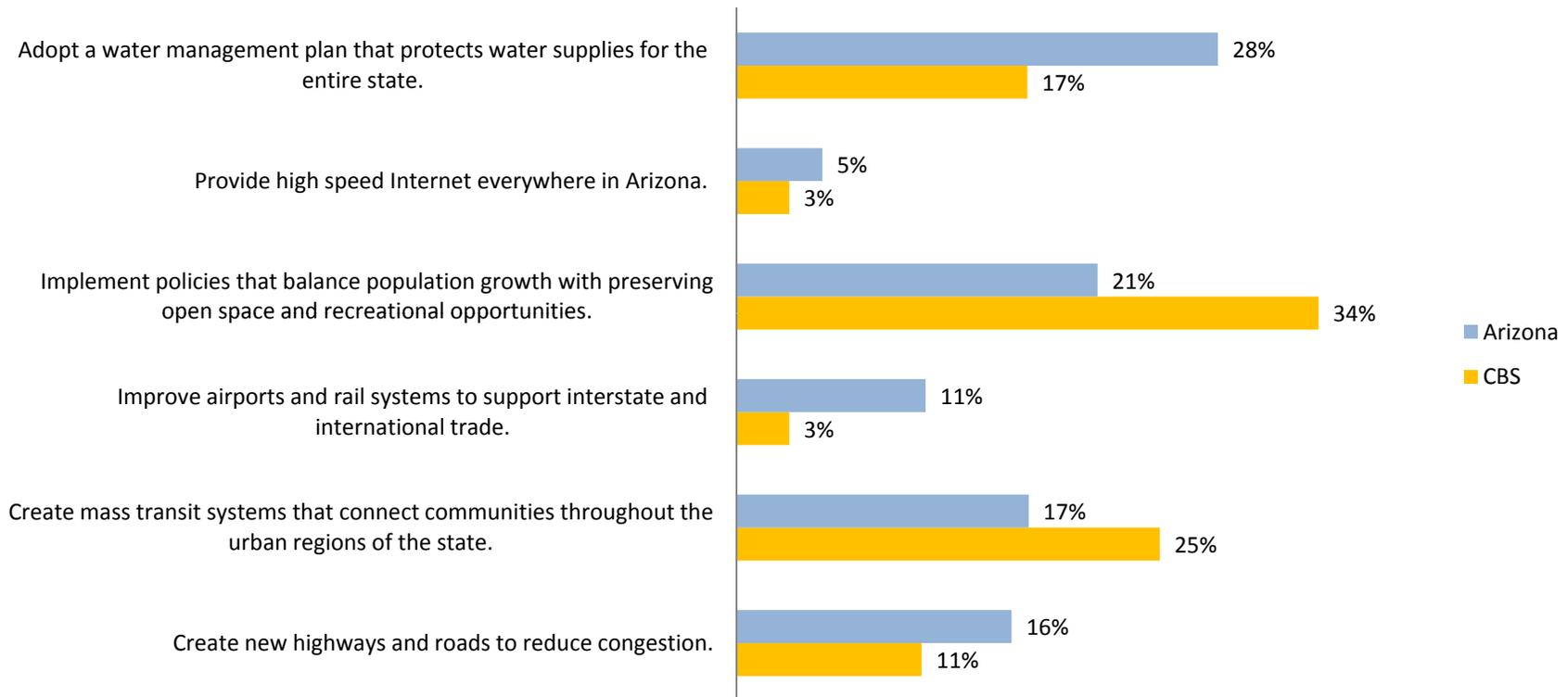
To increase the number of good paying jobs, which policy (after comparing it independently to all others) would be the best use of your tax dollars and/or private sector funding?



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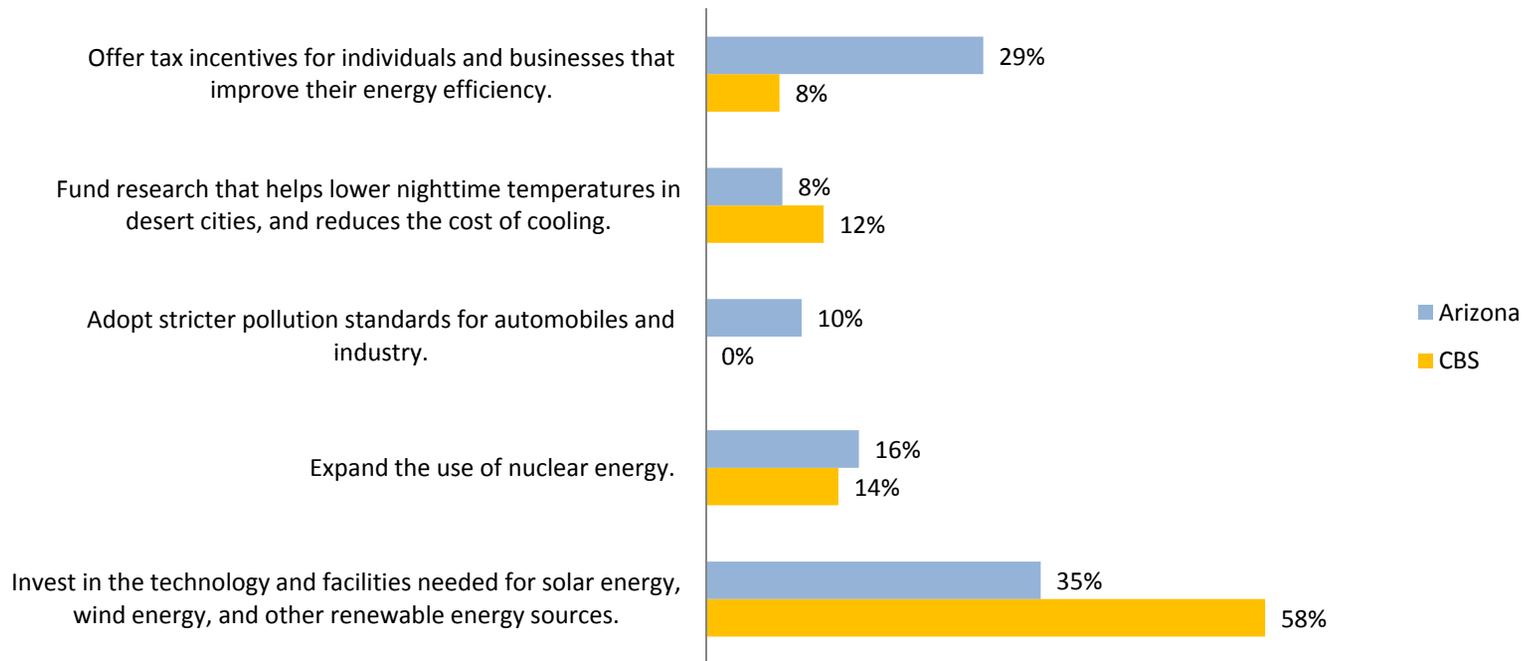
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To build the infrastructure that Arizona needs for the future, which policy (after comparing it independently to all others) would be the best use of your tax dollars and/or private sector funding?



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To help Arizona become more energy independent, which policy (after comparing it independently to all others) would be the best use of your tax dollars, private sector funding and/or consumer price increases?



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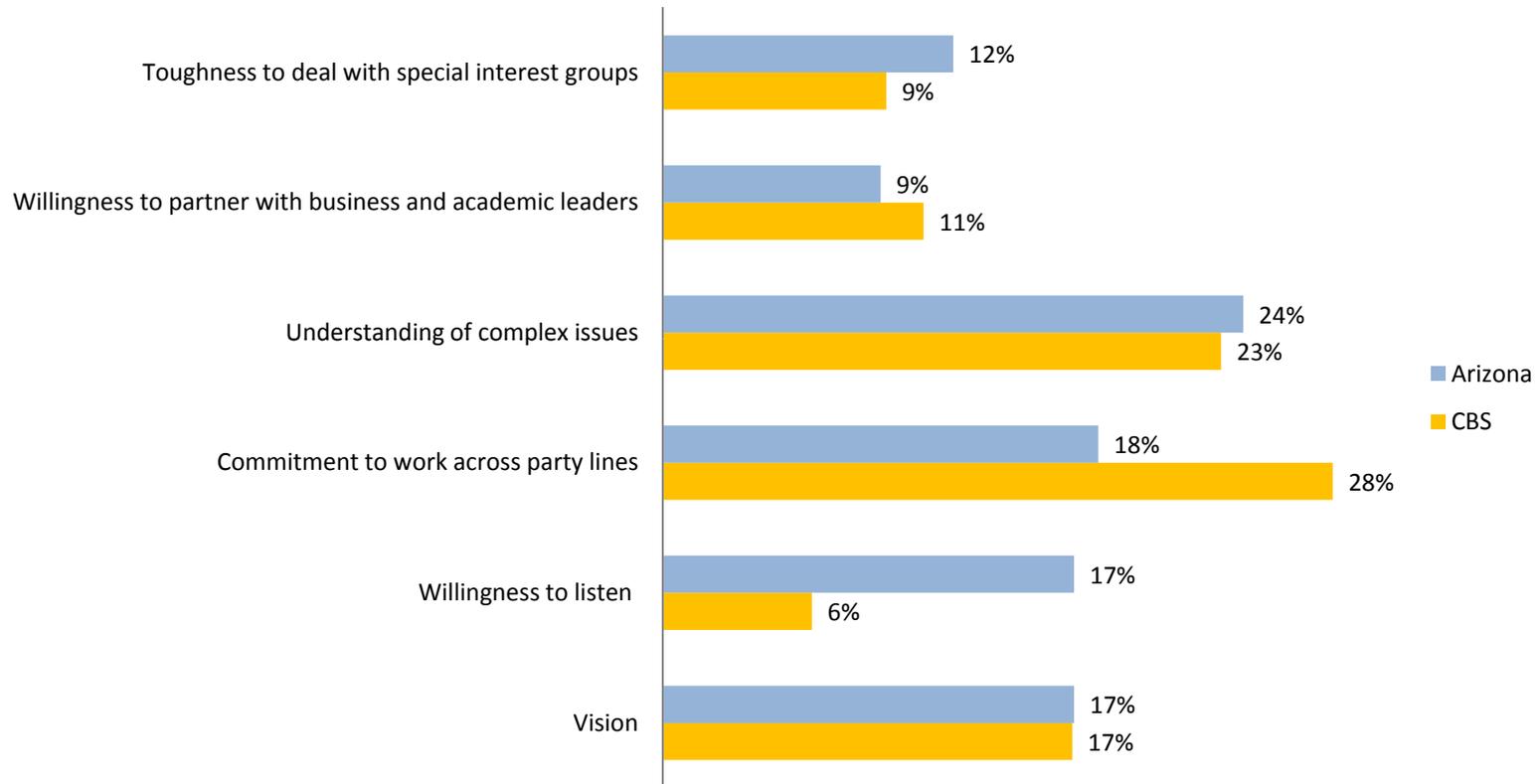
What are the top 2 policy ideas that citizens support for each goal, compared to CBS?

<p>Arizona – 27%</p> <p>Arizona – 19%</p>	<p>PREPARE ARIZONA STUDENTS FOR THE JOBS OF THE FUTURE</p> <ol style="list-style-type: none"> 1. Graduate students who are career/college ready. 2. Raise academic standards to national/international standards. 3. Provide higher pay for all teachers. 	<p>MCBS – 31%</p> <p>MCBS – 20%</p>
<p>Arizona – 26%</p> <p>Arizona – 19%</p>	<p>MAKE HEALTHCARE MORE AVAILABLE AND AFFORDABLE</p> <ol style="list-style-type: none"> 1. Make insurance available to all Arizonans with payment assistance for those who need it. 2. Provide guaranteed health insurance for all children. 3. Offer healthcare discounts for people who adopt healthy lifestyle behaviors. 	<p>MCBS – 32%</p> <p>MCBS – 28%</p>
<p>Arizona – 24%</p> <p>Arizona – 24%</p>	<p>INCREASE THE NUMBER OF QUALITY JOBS IN ARIZONA</p> <ol style="list-style-type: none"> 1. Fund more job training programs in high school and beyond. 2. Lower business taxes. 3. Create a public transportation system that gets workers to where the jobs are and that encourages employers to create jobs closer to where workers live. 	<p>MCBS – 23%</p> <p>MCBS – 23%</p> <p>MCBS – 25%</p>
<p>Arizona – 29%</p> <p>Arizona – 22%</p>	<p>BUILD THE INFRASTRUCTURE ARIZONA NEEDS FOR THE FUTURE</p> <ol style="list-style-type: none"> 1. Adopt water management plans for all regions of the state. 2. Implement policies that balance growth with preserving open space. 3. Create mass transit systems that connect the state’s urban communities. 4. Create new highways and roads to reduce congestion. 	<p>MCBS – 43%</p> <p>MCBS – 17%</p>
<p>Arizona – 35%</p> <p>Arizona – 29%</p>	<p>HELP ARIZONA BECOME MORE ENERGY INDEPENDENT</p> <p>Invest in the technology and facilities needed for solar energy and other energy resources.</p> <p>Offer tax incentives for individuals and businesses that improve energy efficiency.</p>	<p>MCBS – 60%</p> <p>MCBS – 15%</p>

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Which quality (after comparing it independently to all others) do citizens expect from their elected leaders, compared to MCBS?



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A Citizens' Agenda for Arizona's Second Century

CARING FOR THE ECONOMY

1. Create quality jobs for all Arizonans.
2. Prepare Arizonans of all ages for the 21st century workforce.

CARING FOR PEOPLE

3. Make Arizona “the place to be” for talented young people.
4. Provide health insurance for all, with payment assistance for those who need it.

CARING FOR COMMUNITIES

5. Protect Arizona's natural environment, water supplies and open spaces.
6. Build a modern, effective transportation system and infrastructure.
7. Empower citizens and increase civic involvement.
8. Foster citizen well-being and sense of connection to one another.



Five Underlying Issues that Require Resolution

Issue 1

Arizona needs fully prepared leadership and governance structures appropriate to the 21st century.

Issue 2

Arizona needs an investment strategy.

Issue 3

Arizona needs a clear and sustained commitment to global competitiveness.

Issue 4

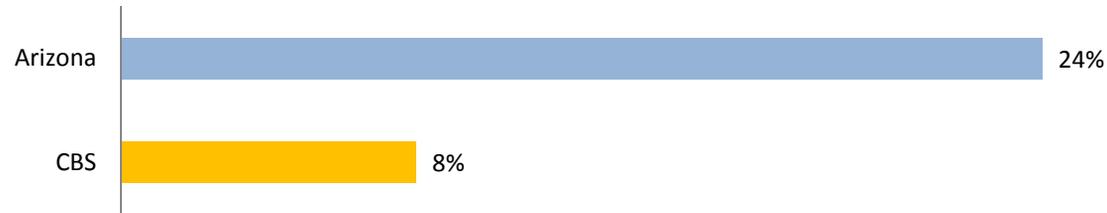
A constructive solution to illegal immigration must be found and implemented.

Issue 5

Arizona needs a balanced and stable tax system.

Two Final Questions...

How many citizens believe the next generation of Americans will have a better standard of living that we have today?

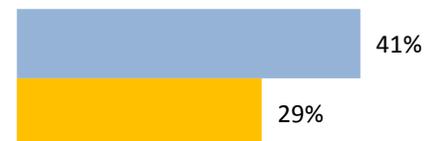


For you and your family, is the American Dream more about...

Stability: being able to support your family with a job and a safe place to live.



Opportunity: being able to improve the quality of life for you and your family through education, training, better job opportunities and other resources.



■ Arizona
■ CBS

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Thank you for completing the Gallup Arizona Poll and becoming an active voice for *The Arizona We Want*.

BUILDING MOMENTUM, MAKING THINGS HAPPEN

Leaders:

- Align goals and activities with citizen goals that fit your mission.
- Develop local/regional initiatives.
- Collaborate with others.
- Adopt scorecards to measure progress over time.

Community Organizations:

- Embrace citizen goals.
- Focus on civic involvement, citizen well-being and sense of connection.
- Participate in strategic alliances.

Citizens:

- Raise your expectations.
- Be informed.
- Become an active 'voice' for Arizona.

The screenshot shows the homepage of the 'The Arizona We Want' website. At the top, there is a navigation bar with the site logo on the left and links for 'Hi, Guest | Sign In | About Us | Partners | Links | News | Contact | Home' on the right. Below the navigation bar is a search bar. The main content area features a large banner image of a woman kayaking on a lake. Overlaid on the banner are two call-to-action buttons: 'Take the Gallup Arizona Poll' and 'Download "The Arizona We Want" Gallup Report'. Below the banner, there is a paragraph of text: 'A realistic and contemporary picture of what citizens think about life in Arizona communities, what they want for the future, and how we can work together to achieve a common set of goals.' The title 'The Arizona We Want' is displayed in large, bold, yellow letters. At the bottom of the page, there is a row of six small images showing various scenes: a person in a lab coat, a group of people in a meeting, a person in a classroom, a construction site, a person on a bridge, and two women sitting together. The footer contains copyright information: '© 2009 Center for the Future of Arizona. All rights reserved. Gallup® and Gallup Poll® are trademarks of Gallup, Inc. All Rights Reserved.' and the Center for the Future of Arizona logo.