



The Arizona We Want



CENTER FOR THE
FUTURE OF ARIZONA

GALLUP POLL

**Welcome to a discussion of the Gallup Arizona Poll
and a new citizens' agenda for our state,**

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.**

**City of Peoria
November 4, 2010**

Overview: Gallup Arizona Poll

Who Participated?

Telephone Poll – 3600 respondents

What do people think about life in Arizona communities?

Representative sample of Arizona residents, including 600 “cell phone only” users to ensure 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

AESTHETICS & NATURAL ENVIRONMENT

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

JOB CREATION

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

ATTACHMENT

Arizonans are surprisingly attached to their communities.

CONSENSUS

Arizona citizens agree on more than they disagree.

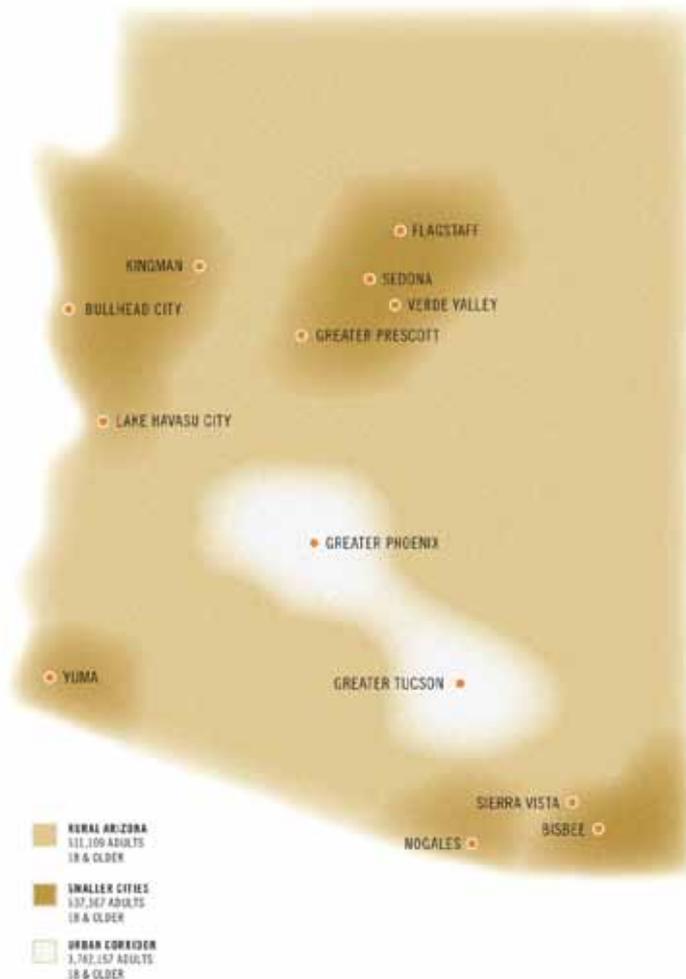
LEADERSHIP

Citizens are not at all satisfied with their elected leaders.

OPENNESS

Arizona is not a great place for young college graduates.

Consensus: Arizonans agree on more than they disagree.



With moderate differences, consensus crossed **regions**:

- Urban Corridor
- Small Cities
- Rural Areas

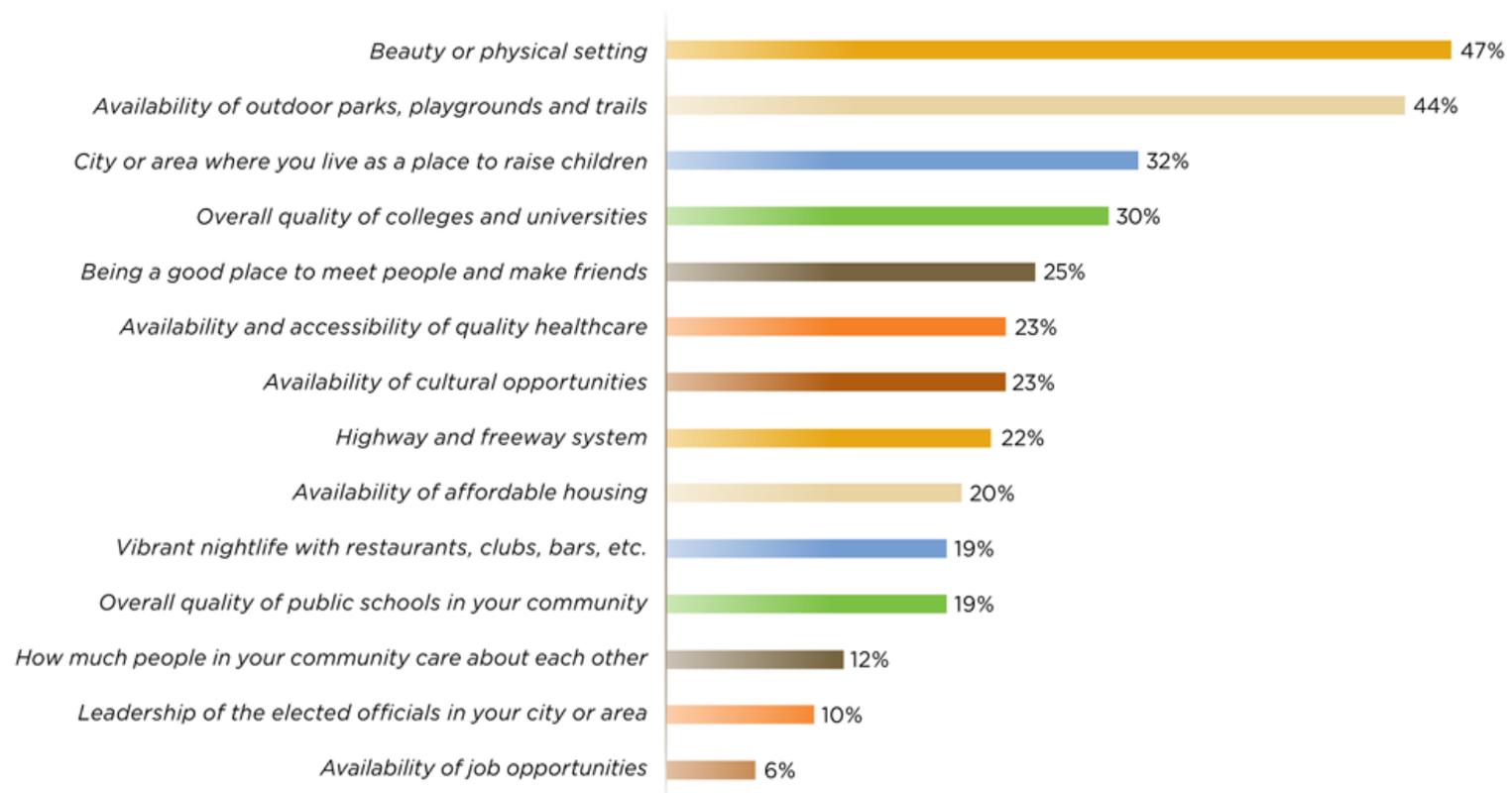
And **demographics**:

- Gender
- Age
- Education
- Income
- Ethnicity

The Gallup Arizona Poll found significant consensus on 14 quality of life features.

How Would You Rate the Following in the City or Area Where You Live?

Percentage of Arizonans who give their community or area a "5—very good"



What do Arizonans want for the future?

The Gallup Arizona Poll asked citizens to consider five issues with various policy options for each one:

Education

Healthcare

Job Creation

Infrastructure

Energy



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.



ARIZONA CIVIC HEALTH INDEX

2010



The Arizona We Want:
A Time for Civic Renewal



The most powerful force in American democracy is the connection among citizens.

(2010 NCoC Civic Health Assessment)

Goal 7: *Actions that Influence Government*

- 1. Vote**
- 2. Express Political Views**
- 3. Stay Informed**
- 4. Discuss Politics Frequently**

Goal 8: *Actions that Build Community*

- 1. Connect with Family, Friends and Neighbors**
- 2. Participate in Groups and Organizations**
- 3. Volunteer**
- 4. Give to Charity**

Five Overarching Results

1. **Arizonans are not as well informed as people in other states.**
*Of 13 participating states, Arizonans have the **lowest rate** of news consumption.*
2. **Voter turnout continues to decline.**
*Arizona **declined** 4 % points from 2004 presidential election to 2008 election.*
3. **Arizonans are not as strongly connected to one another as people in other states.**
*The state ranks **45th** in the nation for eating dinner with family and **48th** for “exchanging favors with neighbors.”*
4. **There is an educational divide in citizen participation.**
***Education** beyond high school is a key predictor of voter turnout and citizen engagement.*
5. **Arizonans feel a growing disconnect with leaders they elect to represent them.**
*The 2009 Gallup Arizona Poll found that only **10%** of Arizonans believe that elected officials represent their interests.*

Goal 7 Scorecard:

Empower citizens and increase civic involvement.

KEY INDICATORS:

1. Vote

Voter registration, Voter turnout

2. Express Political Views

Participate in non-voting political activities:

- Contact an elected official.
- Attend public meetings.
- Buy or boycott products.
- Take part in political demonstrations.
- Give time or money to candidate, party.

3. Stay Informed

4. Discuss Politics Frequently

Goal 8 Scorecard: Foster citizen well-being and sense of connection to one another.

KEY INDICATORS:

- 1. Connecting with Family, Friends and Neighbors**
 - Eat dinner with family/household almost daily.
 - Take with family and friends via email, Internet
 - Exchange favors with neighbors weekly.
- 2. Participating in Groups and Organizations**
 - Belong to one or more groups that meet monthly.
 - Serve as officer or committee member.
- 3. Community Service**
 - Volunteered within last 12 months.
 - Attended meeting about community issue.
 - Worked with neighbors to fix something.
- 3. Giving to Charity**
 - Made contribution of \$25 or more.

Overall Goal for Arizona's Civic Health:

Move into the Nation's Top 10
on all Key Indicators.

NATIONAL RANKINGS: What would it take to move Arizona into the Top 10?

Goal 7: Key Indicators

	Arizona	Current Rank	Top 10 Goal
Voter Registration	68.9%	40 th	+ 7.4%
Voter Turnout	59.8%	43 rd	+ 8.6%
Voter Turnout (18 – 29-year olds)	47.0%	39 th	+ 10.0%
Discuss Politics Frequently	39.1%	32 nd	+ 4.2%
Non-voting Political Activism	24.8%	36 th	+ 11.1%

NATIONAL RANKINGS: What would it take to move Arizona into the Top 10?

Goal 8: Key Indicators

	Arizona	Current Rank	Top 10 Goal
Eat dinner with family almost daily.	86.9%	45 th	+ 4.3%
Exchange favors with neighbors	13.5%	48 th	+ 5.7%
Belong to one or more groups	34.3%	33 rd	+ 7.8%
Volunteered within last year	24.8%	36 th	+ 8.4%
Attended community meeting	8.9%	41 st	+ 7.3%
Made contribution of \$25 or more	48.2%	38 th	+12.0%

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Take the Gallup Arizona Poll

Granite Mountain
Prescott, Arizona

A realistic and contemporary picture of what citizens think about life in Arizona communities, what they want for the future, and the questions they want candidates to address in the 2010 election.

The Arizona We Want

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