



behavior research center's

Rocky Mountain Poll

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ARIZONANS TOP CALIFORNIANS IN RATING HOME STATE AS ONE OF THE BEST PLACES TO LIVE

Phoenix, Arizona, July 25, 2001. The dead of summer may not be the best time of year to ask residents if Arizona is one of the best places to live, yet 48 percent think that it is. By way of comparison, a recent survey by the Field Institute in May of 2001 found only 36 percent of Californians willing to characterize their state as one of America's best places to live. This is a fairly sharp decline for California where readings were in the 45 to 50 percent range as recently as last year, and may reflect the difficulties many consumers there face in making ends meet in the wake of the energy crisis and sharply higher utility bills during the summer.

Back in Arizona, another 45 percent characterize Arizona as "a nice, but not outstanding, place to live."

Only five percent feel that Arizona is not a good place to live. One percent, who apparently disdain having opinions about anything or perhaps have never been anywhere else, say they are "not sure" what type of place Arizona is.

The findings outlined in this report are based on a survey of 702 adults across Arizona conducted between July 5, 2001 and July 11, 2001 by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent poll results.

Of interest is the finding that satisfaction with Arizona differs noticeably depending upon where in the state one lives. What might come as a surprise to some, is that it is in Maricopa County, one of the nation's fastest growing urban areas, where residents' positive views are strongest. Fully 50 percent

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in Maricopa County classify Arizona as one of the best places to live, a figure that declines to 45 percent in Pima county (Tucson) and to a surprisingly low 43 percent in the rural counties. Counties where residents are least likely (41%) to rate Arizona as one of the best places to live are along the Colorado River, a finding that may trace to the explosive growth being experienced in those areas and the heavy use of the Colorado River for recreation by urban dwellers from both California and Arizona. Positive readings are also lower in the rural counties along the U.S./Mexico border (40%).

The poll reveals that Arizona's minority populations are far less likely than are Anglos to give the state high marks: among Hispanics the figure is 39 percent, among African-Americans the figure is 29 percent, compared to Anglos at 49 percent. Younger adults, especially those under 35 years of age, are the least likely to characterize Arizona as one of the best places to live.

Republicans are very positive about Arizona, with 55 percent saying it's one of the best places to live, compared to only 44 percent of the same view among Democrats and within the growing ranks of Independents. Most noticeable is the low 32 percent figure recorded among people who are not registered to vote – perhaps an indication that failure to register to vote may reflect far more than a simple disinterest in voting.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-III-07), is based on 702 interviews with adults throughout Arizona between July 5, 2001 and July 11, 2001. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of +/- 3.7 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

For this and other polls, see www.brcpolls.com/results.

BELOW: Statistical tables.

STATISTICAL DATA

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"Which of the following statements best describes how you would rate Arizona as a place to live?... It is one of the best places to live; It is nice but not outstanding; It is not a good place to live."

	ONE OF THE BEST	NICE BUT NOT OUT- STANDING	NOT A GOOD PLACE	UNSURE
STATEWIDE	48%	45%	6%	1%
MARICOPA	50	43	6	1
PIMA	45	49	5	1
RURAL	43	50	5	2
UNDER 35	35	57	8	0
35 TO 44	41	51	5	3
45 TO 54	50	48	2	0
55+	59	33	6	2

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