



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2004-III-12

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VALLEY NEWCOMERS: MOST ARE FROM WESTERN/PACIFIC STATES;
JOBS & COST OF HOUSING ARE THE MAJOR LURES

Phoenix, Arizona, September 9, 2004. Roughly a quarter of adults who are full-time residents of the Valley moved here within the past ten years and, among these, nearly half came here from other Rocky Mountain or Pacific states, principally California..

Most who moved to the Valley did so to take advantage of a job opportunity or because of the availability here of affordable housing. Many also chose the Valley for its perceived moderate cost of living, a finding that holds most strongly for people moving here from California. Factors such as the weather, the lifestyle and outdoor recreational opportunities were noticeably less significant motivating factors.

The findings outlined in this report are based on a survey of 600 adult heads of household throughout Maricopa County conducted between August 13 and August 17, 2004, 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 polls.

Among the youngest newcomers, 80 percent are from the Western or Southern U.S., compared to 62 percent of 35 to 54 year olds and only 52 percent of persons over 54 years of age. Movement to the Valley by people from Midwestern and Eastern states in the northern tier is heavily concentrated among persons 55 years of age and older.

The poll results also suggest that, by region, some states are being exited more for Arizona than others. For example, newcomers from the Rocky Mountain states are most likely to hail from Utah, Colorado and New Mexico, while the Northern Tier yields the most people from Minnesota, Illinois and Ohio. From the Southern Tier, Texas has made by far the largest contribution of newcomers.

Among full-time newcomer residents who moved to Arizona within the past ten years, relatively few are from Mexico, but the proportion who are Hispanic is much larger, 15 percent. And of those, seven of ten come here from other Mountain or Pacific states, with fully 41 percent coming to Arizona from California.

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-III-12) is based on 600 telephone interviews conducted from August 13 through August 17, 2004, with adult heads of household throughout Maricopa County. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.1 percent of what they would have been had the entire voter population been surveyed. The subsample of newcomers totals 170 and has a margin of error of plus or minus 7.6 percent. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

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

BELOW: Statistical data

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

STATISTICAL DATA

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"In what state did you live prior to moving to the Phoenix metropolitan area?"

	<u>NEWCOMER (LESS THAN 10 YEARS IN VALLEY)</u>		
	<u>Total</u>	<u>Working Age</u>	<u>Currently Retired</u>
<u>PACIFIC/ROCKY MOUNTAIN REGION TOTAL</u>	<u>49%</u>	<u>50%</u>	<u>32%</u>
(California)	(20)	(20)	(13)
(Other Pacific states)	(4)	(4)	(*)
(Rocky Mountain)	(20)	(21)	(15)
(Arizona, outside Maricopa County)	(5)	(5)	(4)
<u>NORTHERN TIER AND CANADA**</u>	<u>28</u>	<u>22</u>	<u>55</u>
<u>SOUTHERN TIER</u>	<u>20</u>	<u>22</u>	<u>13</u>
<u>FOREIGN</u>	<u>3</u>	<u>6</u>	<u>*</u>
(Mexico)	(2)	(2)	(*)
(Other)	(1)	(4)	(*)
TOTAL	100%	100%	100%

* Indicates less than one percent.

** Excludes Rocky Mountain or Pacific states.

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**STATISTICAL DATA**

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*"In what state did you live prior to moving to the Phoenix metropolitan area?"*

|                                            | <u>NEWCOMER (LESS THAN<br/>10 YEARS IN VALLEY)</u> |                         |                     |
|--------------------------------------------|----------------------------------------------------|-------------------------|---------------------|
|                                            | <u>Age<br/>Under 35</u>                            | <u>Age<br/>35 to 54</u> | <u>Age<br/>55 +</u> |
| <u>PACIFIC/ROCKY MOUNTAIN REGION TOTAL</u> | <u>52%</u>                                         | <u>46%</u>              | <u>43%</u>          |
| (California)                               | (23)                                               | (18)                    | (12)                |
| (Other Pacific states)                     | ( 5)                                               | ( 3)                    | ( 4)                |
| (Rocky Mountain)                           | (20)                                               | (19)                    | (21)                |
| (Arizona, outside Maricopa County)         | ( 4)                                               | ( 6)                    | ( 6)                |
| <u>NORTHERN TIER AND CANADA**</u>          | <u>18</u>                                          | <u>32</u>               | <u>46</u>           |
| <u>SOUTHERN TIER</u>                       | <u>28</u>                                          | <u>16</u>               | <u>9</u>            |
| <u>FOREIGN</u>                             | <u>2</u>                                           | <u>6</u>                | <u>2</u>            |
| (Mexico)                                   | ( 2)                                               | ( 3)                    | ( 0)                |
| (Other)                                    | ( *)                                               | ( 3)                    | ( 2)                |
| TOTAL                                      | 100%                                               | 100%                    | 100%                |

\*\* Excludes Rocky Mountain or Pacific states.

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STATISTICAL DATA

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“How important would you say each of the following factors were in your deciding to move to the Metro Phoenix area rather than to some other location? (ORDER ROTATED DURING QUESTIONING)”

	<u>ALL NEWCOMERS</u>		
	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
An employment opportunity	47%	20%	33%
Affordable housing	44	42	14
Moderate cost of living	37	42	21
Family or friends live here	33	29	38
The weather	30	29	41
Lifestyle	29	42	29
Outdoor recreation opportunities	24	35	41
To start a business	6	19	75
Other reasons volunteered by respondent as <u>very important</u>			
To go to school	18		

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FACTORS RATED AS “VERY IMPORTANT”

|                                  | <u>All Newcomers</u> | <u>Under 35 Years of Age</u> | <u>Retirees</u> | <u>Caucasians</u> | <u>Hispanics</u> |
|----------------------------------|----------------------|------------------------------|-----------------|-------------------|------------------|
| An employment opportunity        | 47%                  | 47%                          | 8%              | 49%               | 33%              |
| Affordable housing               | 44                   | 38                           | 41              | 38                | 63               |
| Moderate cost of living          | 37                   | 45                           | 40              | 35                | 48               |
| Family or friends live here      | 33                   | 32                           | 37              | 31                | 27               |
| The weather                      | 30                   | 30                           | 42              | 30                | 16               |
| Lifestyle                        | 29                   | 27                           | 35              | 26                | 28               |
| Outdoor recreation opportunities | 21                   | 30                           | 22              | 23                | 6                |
| To start a business              | 6                    | 7                            | 4               | 5                 | 13               |
| Go to school (volunteered)       | 18                   | 21                           | 6               | 10                | 25               |

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