

# what matters

the maturing of greater phoenix

Fourth in the Series of Indicators of Our Quality of Life | 2004 Edition



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This publication was made possible through  
the generous financial support of:

*The Arizona Republic*  
Greater Phoenix Leadership  
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DMB Associates, Inc.  
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The Virginia G. Piper Charitable Trust

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The Landmark Development  
Lewis and Roca  
Vestar Development Company

Snell & Wilmer LLP  
SunChase Holdings, Inc.  
TriWest Healthcare Alliance  
USAA  
Wells Fargo

The assistance of the following people  
is gratefully acknowledged:

Tom Browning, Greater Phoenix Leadership  
Jim Zaharis, Greater Phoenix Leadership  
Will Mandeville, *The Arizona Republic*  
Lori Rogers, *The Arizona Republic*  
Kristin Wells, *The Arizona Republic*  
Tom Rex, Center for Business Research, Arizona State University  
Ben Davis, Maricopa County Environmental Services Department  
John Calkins, Arizona Department of Environmental Quality  
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# "what does quality of life mean to you?"

Morrison Institute for Public Policy began asking Greater Phoenix leaders and residents that question in 1996. The first edition of *What Matters in Greater Phoenix: Indicators of Our Quality of Life* appeared in 1997. The publication's unique combination of public perceptions and statistical data began to define and measure for the first time that often-used but elusive concept, "quality of life." The original and two subsequent reports were recognized locally and nationally for their incisive presentation of public opinions and basic data. This edition of *What Matters* builds upon that tradition.

As with past volumes, this report both updates statistics and perceptions and adds new features. Thus, readers may look at quality of life based on how residents feel or on the trend lines revealed in the numbers. *What Matters* reports what people think about Greater Phoenix, how they view their own lives, and whether they believe the region is on the right or wrong track. The sections are presented in the order of importance assigned to them by the survey rankings (i.e., Education appears first, Public Safety and Crime second, etc).

## *Who Chose the Indicators?*

Originally in 1996 ten focus groups with regional opinion leaders resulted in a list of more than 300 potential indicators in nine overarching categories. To refine the list of indicators, Morrison Institute performed additional research among Greater Phoenix residents to identify those items that the greatest number of residents deemed most important.

The remaining indicators were then screened using three questions:

- Is the indicator measurable? If so, are the data available at regularly measured intervals?
- Is the indicator relevant to the quality of life of a large portion of Greater Phoenix residents? Is it easily understandable?
- Will the indicator respond to changes in public policy?

## *An Evolving Project*

*What Matters* is intended to support decision-making on public issues and to provide a reference for policy makers, civic and business leaders, community activists, and other residents. In response to feedback on previous issues, this edition includes additional indicators for healthcare and more information on higher education. Price and income data have been adjusted for inflation, and more information has been added where appropriate for a fuller picture of trends. Different approaches or completely new sources of data were required in some of this issue's indicators because of changes in data sources. While every effort was made to choose items that would be stable, there is no way to control for how data are collected or reported over the years. On the whole, however, the 1997 baseline remains intact.

## *Change is Incremental*

Much has happened since the 1999 edition of *What Matters* that could be expected to have influenced residents' opinions about Greater Phoenix's quality of life. However, years of monitoring and surveying by Morrison Institute have found that our community's core values – the essential components of quality of life – have remained quite consistent. Thus, as in past editions of this report, many of the data and perceptual indicators have changed little since 1997. The reason is simple: The fundamental forces impacting any region's quality of life are complex and deeply rooted. Changes in indicators related to large-scale phenomena such as student achievement, water consumption, or property crime usually occur slowly, not suddenly. Greater shifts in such areas typically take years and – when intentionally produced – are usually brought about only by persistent, carefully coordinated efforts supported by significant resources. Another consideration: While the overall changes that this edition of *What Matters* reports in data and attitudes may appear to be slight, a closer look will often reveal a variety of dramatic stories unfolding beneath the overarching trends. On the other hand, it is always necessary to remember the limits of this or any data. Readers must bear in mind that statistical indicators, by their nature, may oversimplify reality, with few telling the whole story of what is occurring in a topic area or region.

I invite you to read and use *What Matters*, and to tell us what you think, what surprised you, and – most important – what you believe its numbers and viewpoints might mean for our collective future. We are committed to keep improving this tool by seeking out new data, refining our approach, and listening to feedback. Your input, as always, will count.



Rob Melnick

Director, Morrison Institute for Public Policy and Associate Vice President for Economic Affairs and Public Policy, Arizona State University

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**On the Cover:** Howardena Pindell, *Memory: Arizona*, Venetian-glass-mosaic mural, 10'x15', 1991, Phoenix Sky Harbor International Airport, Terminal 4. Phoenix Airports Museum Program collection, purchased with Aviation percent for art funds through the Phoenix Office of Arts and Culture Public Art Program.

# five years on: the maturing of greater phoenix

## *What's New in What Matters for 2004?*

- *Sustainability*
- *Policy  
Solutions*
- *Downtowns*
- *Input  
from ASU  
Community  
Fellows*

The *What Matters* research this year shows that Greater Phoenix is maturing – putting down deeper roots, being consistent on issues, noting returns on past investments, feeling a greater sense of community, building new institutions and seeing improvements in some indicators despite continuing growth. Of course, “maturing” does not mean perfect or excellent quality of life for everyone. The idea reflects that the region knows what its core values are and is increasingly willing to acknowledge and tackle its tough issues.

Like the latest sequel to a blockbuster movie, the setting and cast of this year's *What Matters* are familiar, but the story line is new for 2004. A brief review of major events since the last installment in 1999 should help set the stage for the upcoming action.

Five years is a short time in the life of a major metropolitan area. But while significant changes evolve over time, the pace of day-to-day civic life is hectic. Events – September 11 for example – may reshuffle priorities overnight. Big ideas – the reinvention of downtown or biotech competitiveness – move quickly from possibility to action plan. Unforeseen opportunities and challenges arise as national and global trends play out locally. Caught up in this whirlwind, it is easy to forget, or discount, recent actions and events that provide the context for this consideration of Greater Phoenix' quality of life.

### *From 1999 to 2004: New Initiatives, New Leaders*

Against a backdrop of recession and terrorist attacks, Greater Phoenix continued to expand in population and area. Migrants, particularly from California and other Western states, fueled growth and housing. The West Valley started to share the expansion spotlight with the East, while south Phoenix began to come into its own. Substantial growth in the Latino population increased the area's diversity. New leaders came to the governor's office and Phoenix mayor's office, while Arizona State University and the Maricopa Community College District experienced a changing of the guard at the top. The legacy of long-time local philanthropist Virginia G. Piper provided new resources for improving the metropolitan region, as did the opening of the Center for the Future of Arizona and the creation of the Greater Phoenix Business Leadership Coalition. A full accounting of Greater Phoenix and Arizona's recent history is beyond the scope of this report. In retrospect, though, countless individuals and public and private sector organizations took numerous steps to make Greater Phoenix a better place. Every initiative may not have lived up to its billing, but there can be no doubt about the effort. Notably, actions sought to:

- Focus sustained attention on improving and expanding educational achievement and access at all levels.
- Reinforce regional cooperation in transportation and other areas.
- Embrace the challenge of being competitive in a knowledge economy.
- Concentrate attention on downtown and center-city redevelopment in Phoenix and surrounding cities.
- Develop facilities for arts, culture, and recreation.
- Support neighborhood redevelopment and preservation.
- Improve the support systems for families and children.
- Apply the resources of university science and technology to understanding the region's environment.
- Preserve desert land and habitat.
- Keep public safety resources in line with growth.
- Encourage collaboration among all types of institutions.

## FIVE YEARS ON: EFFORTS ADDRESS OUR CORE ISSUES

These *selected* items refer mostly to public policy, and many reflect statewide changes in which metropolitan leaders and residents played a significant role. However, many efforts specific to Greater Phoenix from new early childhood education programs to regional "visioning" projects also got underway. In addition, every government throughout the region tackled community problems in new ways and adapted to new circumstances. These are all signs of the region's growing maturity.

| Quality of Life Issue         | Year | Selected Efforts and Actions   |
|-------------------------------|------|--|
| Education                     | 2000 | Voters passed Proposition 301 to increase K-12 teacher salaries, support university research, and fund other education improvements.   |
|                               | 2002 | Arizona Board of Regents' "Changing Directions" initiative began focusing more attention on improving higher education.  |
|                               | 2004 | State funding for full-day kindergarten was approved for schools where at least 90% of the pupils qualify for the federal free or reduced-price lunch program.   |
| Public Safety and Crime       | 2001 | City of Phoenix voters approved special expenditures for law enforcement, fire services, and public safety.  |
|                               | 2002 | Maricopa County voters approved an extension of a tax for county jail facilities.  |
|                               | 2002 | Phoenix and Mesa passed public safety bonds.   |
| Health and Healthcare         | 2000 | Healthy Children, Healthy Families initiative expanded eligibility for Arizona Health Care Cost Containment System, the state's Medicaid program.  |
|                               | 2003 | Maricopa County voters approved a special district and tax for the Maricopa Integrated Health System, the parent of the Maricopa Medical Center.   |
| Economy                       | 2001 | Greater Phoenix Business Leadership Coalition came into being.   |
|                               | 2002 | Greater Phoenix Economic Council launched a 10-year regional economic development strategy, focused on high-wage, high-skill jobs.   |
|                               | 2002 | Flinn Foundation published <i>Arizona's Bioscience Roadmap: A 10-year Vision for Arizona in the Biosciences</i> .  |
|                               | 2003 | Funding package was completed for expansion of Phoenix Civic Plaza.  |
|                               | 2004 | Phoenix Downtown Development Office is created to support Phoenix Bioscience Center, Arizona State University Downtown Campus, Arizona/Arizona State University Medical School, the city-financed Sheraton Downtown Hotel, and light rail transit-oriented development.                              |
| Environment                   | 2001 | Phoenix voters approved \$16 million for the Rio Salado Habitat Restoration Project.   |
|                               | 2001 | A coalition of education, environmental, and civic organizations began to develop a plan for reform of state trust land.   |
|                               | 2001 | Maricopa County Flood Control District adopted the Aqua Fria Water Course Master Plan with a 42-mile, multi-use recreational corridor for the West Valley.   |
|                               | 2003 | Scottsdale residents voted once again to raise the city's sales tax to buy state trust land for the McDowell Sonoran Preserve.   |
|                               | 2004 | Central Arizona Long-Term Monitoring Project, an ASU program of environmental monitoring, was renewed by the National Science Foundation.  |
| Families and Youth            | 2001 | Phoenix voters approved funding for educational, youth and family cultural facilities, neighborhood protection, and affordable housing for seniors and shelter for low income and homeless.  |
|                               | 2001 | The Arizona Women's Foundation helped establish the Men's Anti-violence Network (M.A.N) that spearheaded a major public awareness campaign around domestic violence.   |
|                               | 2004 | The Virginia G. Piper Charitable Trust continued funding a national innovation of Life Options Centers in Scottsdale, Mesa, Tempe, and Chandler. Here recent retirees or those approaching retirement can explore options for their next life stages, especially intensive service to the community. |
| Transportation and Mobility   | 1999 | Arizona Legislature passed the "2007 Acceleration Plan" to speed up freeway construction in Maricopa County. Hundreds of new freeway miles have opened since.  |
|                               | 2000 | Phoenix voters approved a city sales tax over 20 years to improve the public bus system and construct light rail.  |
|                               | 2001 | Glendale passed a similar measure, including a light rail extension from Phoenix to downtown Glendale.   |
|                               | 2003 | Mayors and other officials agreed to a 20-year multi-modal Regional Transportation Plan. Voters approved it in 2004.   |
| Community                     | 2000 | Maricopa Association of Governments completed its "Valley Vision 2025."  |
|                               | 2000 | Mesa's "quality of life" sales tax passed for the Performing Arts Center and other activities.   |
|                               | 2000 | Phoenix voters approved funds for environmental clean up, preserving Phoenix heritage, parks, open space, recreational and library facilities.   |
|                               | 2004 | Scottsdale chose 1950s neighborhoods for historic preservation.  |
| Arts, Culture, and Recreation | 2000 | Tempe voters dedicated a portion of sales tax to building the downtown Tempe Arts Center.  |
|                               | 2003 | Glendale Arena opened as the home of the Phoenix Coyotes.  |
|                               | 2004 | Maricopa Partnership for Arts and Culture debuted to implement the recommendations of the Maricopa Regional Arts and Culture Task Force.   |

## Five Years On: Our Core Values

The 2004 story of Greater Phoenix quality of life emerges from the current research. To build upon past reports, Morrison Institute for Public Policy collected a variety of information to complement the updated facts, figures, and perceptions. Focus groups with a broad cross-section of residents from central Phoenix, the West Valley, and the East Valley, as well as a group composed of business leaders, provided new insights. Data from Phoenix-based Behavior Research Center's LatinoTrack study augmented the qualitative information. Morrison Institute also sought input this year from a unique group, the Arizona State University Community Fellows. Developed by Morrison Institute, the program began at about the same time as the *What Matters* studies, and enhances the connection between the university and the community. For this study, most of the 28 current and former fellows answered the major quality of life ranking questions and some were interviewed for more detail on regional events and trends as they see them. Special Commentaries from

the 2004–2005 Community Fellows appear throughout this publication.

### *Clear Core Values in this Region*

Residents' rankings of the nine quality of life issues remain quite consistent over time. Education and Public Safety and Crime still resonate as the most important ingredients of quality of life. However, the nine issues also continue to represent a relevant quality of life package. Each plays a part in residents' perspectives on quality of life.

In the 2004 survey, two of the top four have been regional priorities since 1997. Economy has held the same place in three out of the four *What Matters* surveys. Transportation and Mobility, Arts, Culture, and Recreation, and Community have also kept their same positions three times. Other data sources also reinforce the 2004 survey results. For example, discussions with residents and business leaders revealed very similar perspectives, as did a poll of Hispanic residents.

### RANKINGS OF QUALITY OF LIFE ISSUES ARE QUITE CONSISTENT FROM 1997–2004

| 1997 Survey*                       | 1998 Survey                        | 1999 Survey                      | 2004 Survey**                    |
|------------------------------------|------------------------------------|----------------------------------|----------------------------------|
| 1. Education                       | 1. Education                       | 1. Public Safety and Crime       | 1. Education                     |
| 2. Public Safety and Crime         | 2. Families and Youth              | 2. Education                     | 2. Public Safety and Crime       |
| 3. Families and Youth              | 3. Public Safety and Crime         | 3. Families and Youth            | 3. Health and Healthcare         |
| 4. Health and Healthcare           | 4. Economy                         | 4. Economy                       | 4. Economy                       |
| 5. Economy                         | 5. Health and Healthcare           | 5. Health and Healthcare         | 5. Environment                   |
| 6. Environment                     | 6. Environment                     | 6. Environment                   | 6. Families and Youth            |
| 7. Transportation and Mobility     | 7-t. Transportation and Mobility   | 7. Community                     | 7. Transportation and Mobility   |
| 8-t. Community                     | 7-t. Arts, Culture, and Recreation | 8. Transportation and Mobility   | 8. Community                     |
| 8-t. Arts, Culture, and Recreation | 8. Community                       | 9. Arts, Culture, and Recreation | 9. Arts, Culture, and Recreation |

\* Each of the telephone surveys included a representative random sample of approximately 1,000 Greater Phoenix residents.

\*\* The 2004 survey took place in June 2004. Margin of error is +/- 3%. See "Data Notes and Sources" for further information on methodology.

Source: Quality of Life Surveys, Morrison Institute for Public Policy and *The Arizona Republic*.

### DIFFERENT SOURCES LARGELY AGREE ON WHAT MATTERS MOST

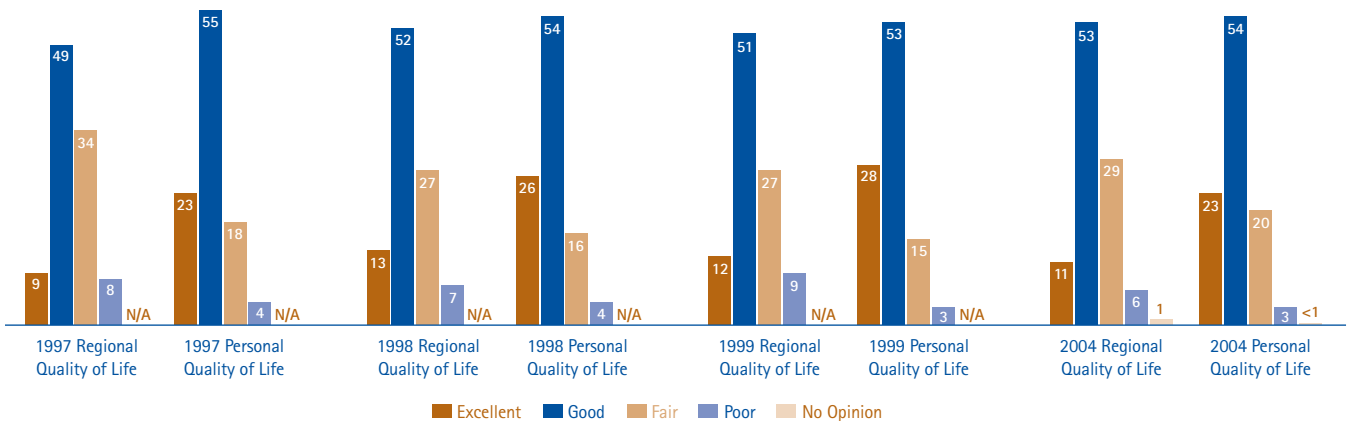
|                               | Ranking by Public Discussion Groups | Ranking by Business Discussion Group | Ranking on Survey of Hispanic Residents | Ranking on 2004 Survey |
|-------------------------------|-------------------------------------|--------------------------------------|---|------------------------|
| Economy                       | 1                                   | 1                                    | 6                                       | 4                      |
| Education                     | 2                                   | 2                                    | 2                                       | 1                      |
| Public Safety and Crime       | 3                                   | 3                                    | 1                                       | 2                      |
| Health Care                   | 4                                   | 4                                    | 3                                       | 3                      |
| Environment                   | 5                                   | 7                                    | 5                                       | 5                      |
| Sense of Community            | 6                                   | 8                                    | 9                                       | 8                      |
| Families and Youth            | 7                                   | 6                                    | 4                                       | 6                      |
| Transportation                | 8                                   | 5                                    | 8                                       | 7                      |
| Arts, Culture, and Recreation | 9                                   | 9                                    | 7                                       | 9                      |

Source: Quality of Life Surveys, Morrison Institute for Public Policy and *The Arizona Republic*.



## RATINGS OF REGIONAL AND PERSONAL QUALITY OF LIFE ARE "GOOD" AND STABLE

% Responses 1997, 1998, 1999, and 2004



Source: Quality of Life Surveys, Morrison Institute for Public Policy and *The Arizona Republic*, 1997, 1998, 1999, and 2004.

The rankings also reflect today's concerns, especially on healthcare. The move of Health and Healthcare into the top three in 2004 likely shows residents' growing concerns about rising costs for treatment and medications, the increasing shift of insurance costs from employers to employees, and the issue's substantial play in the media.

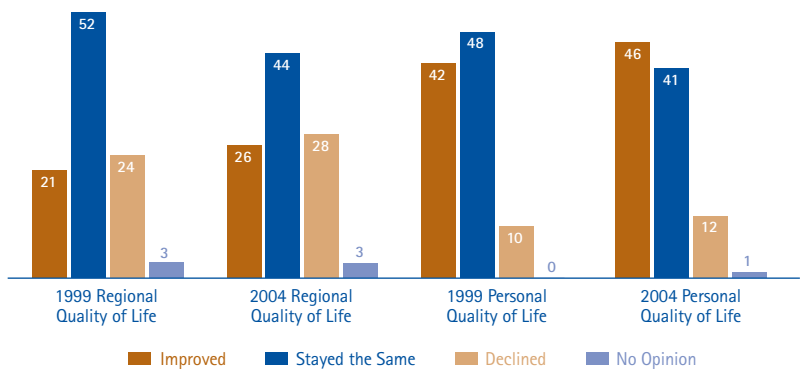
### *Quality of Life is Good Overall and Sense of Community is Greater*

Residents generally say the region's quality of life is "good," as is their personal quality of life. Feeling a sense of community with others may be a factor in this feeling more than in the past. The portion of residents who noted they felt a sense of community with others rose eight points to 69%.

How residents feel about quality of life is affected by many large and small events and factors, particularly the economy. A struggle with employment can rapidly turn an opinion from excellent to fair. On the other side, a new opportunity may usher in a dramatic personal improvement. A feeling of these ups and downs emerges from the responses on improvements in regional and personal quality of life. The number of those who thought regional quality of life had improved grew somewhat, as did those who thought it had declined. Of interest, though, is the fact that personal quality of life again improved quite a lot. Those who cited improvement in their personal situation in 2004 outpaced those who thought the region had improved by 20 percentage points.

## MORE PEOPLE SAY THEIR PERSONAL QUALITY OF LIFE HAS IMPROVED IN THE PAST YEAR

Regional and Personal Quality of Life, 1999 and 2004  
% Responses



Source: Quality of Life Surveys, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

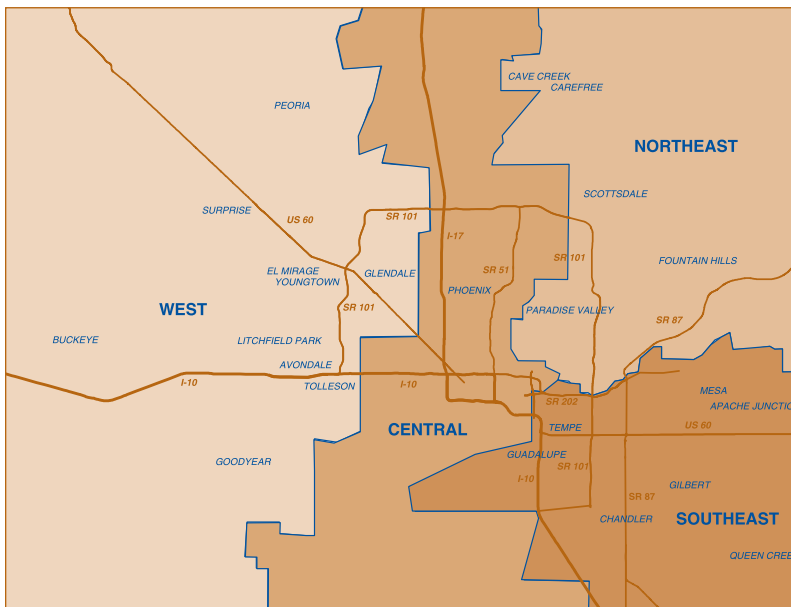
While evaluating the responses from all of those surveyed is the best way to spot metropolitan trends, other stories – expected and unexpected, positive and alarming – appear just below the surface.

- The higher people rate the quality of their own lives, the more positive they are about the quality of life in the metropolitan area.
- A sense of personal security from crime and community with other people in the neighborhood pointed to positive feelings about regional quality of life. As one would expect, the opposite was true as well. Without a sense of personal security and community, quality of life is not very high.
- Rankings on regional quality of life varied, often significantly, by area. Those in the Northeast were most positive, and those in the center of the region were least positive.
- Those with the deepest local roots tended to be less likely than others to give the regional quality of life a high ranking. However, they do give local institutions, such as K-12 schools and hospitals, better marks than people who had lived here less than five years. These "older" residents may have deeper relationships with local entities, making them more satisfied with them. Newer residents, on the other hand, seemed to look at overall quality of life as better, but specific features of Greater Phoenix often did not rate as well.
- Fewer Hispanic respondents rated their personal quality of life at the two top levels (64% said excellent or good) than non-Hispanic respondents (80% said excellent or good).
- Lower incomes relate to lower rankings on personal quality of life.
- Nearly three-quarters of those who said quality of life was poor would move away if they could.

### 2004 QUALITY OF LIFE SURVEY AREAS: WEST, CENTRAL, NORTHEAST AND SOUTHEAST

Comparing responses among four geographic sectors

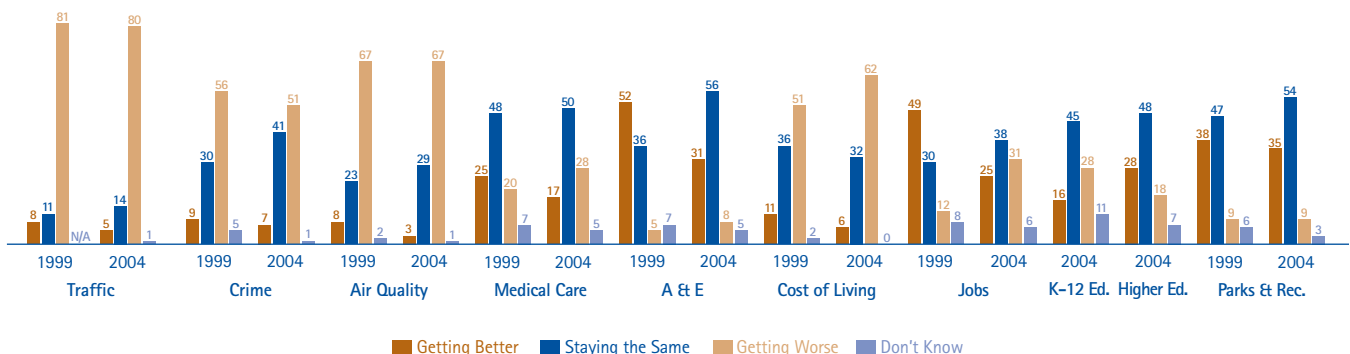
On many questions, comparisons among four sectors across Greater Phoenix provide great insights. This map shows how the Northeast, Central, Southeast, and West Valley sectors are defined. As with any survey, the margin of error for portions of the overall sample, such as these geographic sectors, will be higher than for the survey as a whole. In this case, the margin of error is +/- 6% for the sectors.



Source: *The Arizona Republic*, 2004.

### MORE RESIDENTS THINK QUALITY OF LIFE ISSUES ARE STAYING THE SAME

% Responses 1999 and 2004



\* Question in 1999 was about the "education system" not K-12 and higher education.

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

### Some Trend Lines Are Positive – Others Reflect Continuing Challenges

Trends in such areas as crime, water consumption, and mobility show improvement. However, wages, graduation rates, and domestic violence are just a few of the areas that represent continuing challenges.

Some observers would say that the “staying the same” response is less indicative than the “better” and “worse” options. Staying the same may be a neutral choice among respondents, and it is impossible to know whether the same is good or bad. However, taken as a whole the responses give a sense of “settling in,” since the worse numbers often become less or continue to sound an alarm.

### Residents are Open to Various Solutions, Including Sustainability

Residents generally expressed approval of some strong solutions to current aspects of quality of life issues, including early childhood education, low-cost medical care, and water conservation. Nearly half of respondents were open to considering changes in their behavior to make Greater Phoenix more sustainable. And residents had ideas of their own for improvements. When given the opportunity to name “the one thing” they would suggest to improve Greater Phoenix’ quality of life, the most prominent suggestions related to economic development, conservation efforts, caps on growth, and taxes. Other options included more community involvement, traffic-related solutions, crime control, and healthcare solutions, such as more affordable medical care.

### Returns on Investments Are Beginning to be Noticed

Greater Phoenix has made a number of investments in transportation, education, and arts and culture. While it is too early to tell about the outcomes of all of them, residents are taking note of some of the most visible. Many residents have welcomed transportation improvements, especially new freeways. For example, those who said the region’s freeway system was excellent or good hit 53%, an increase of 14 percentage points. In another area, a veteran community activist said she saw “glimmers of hope” in welcome places as a result of recently formed community partnerships. Another remarked that, in her experience with services for youth, the traditional barriers between deeply rooted institutions, such as schools and community organizations, appear to be coming down.

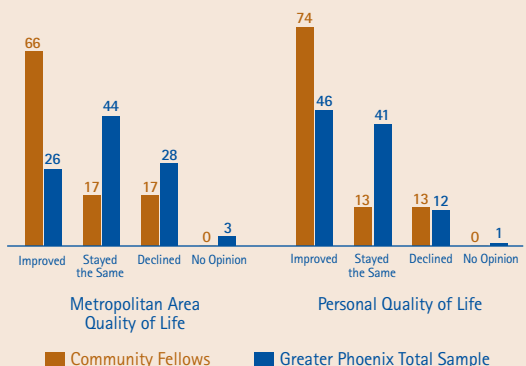
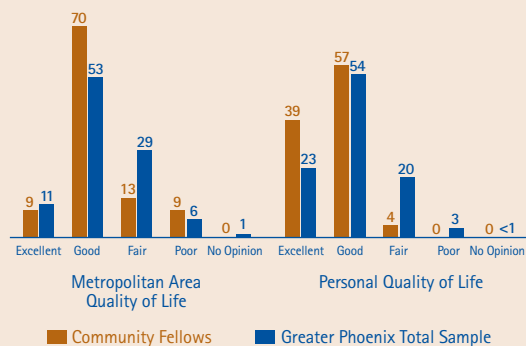
Each of the following nine issue sections adds more detail to the 2004 story. Not uniformly positive or negative, the data and perceptions provide much for leaders and residents to consider and act on, before it is time for the next installment of *What Matters in Greater Phoenix*.

## Quality of Life Outlooks from Community Experts

The Arizona State University Community Fellows Program fosters partnerships among neighborhood, university, and business interests seeking to improve the quality of life in Greater Phoenix. ASU’s Community Fellows are recognized leaders who speak at ASU classes and events and involve faculty, students, and business people in neighborhood and community initiatives.

The Community Fellows are long-term residents with years of civic and professional experience. Their broad-ranging interests and connections make them an interesting, although unscientific, comparison group with all Greater Phoenix residents. In this case, in-depth knowledge appears to have made them somewhat more positive about quality of life than residents as a whole.

The Community Fellows also noted what “one thing” they would suggest to improve quality of life. These residents’ ideas focused first on improving public transit and transportation followed by increasing voter turnout and community involvement. Affordable healthcare was mentioned as was affordable housing, quality schools, safe havens from family violence, strong families, and downtown development. A city property tax was suggested to deal with a chronic lack of resources for investment.



The Community Fellows’ outlooks may signal the benefits of continuing to work to increase community involvement since strong connections to others make for better feelings about quality of life and better places to live.

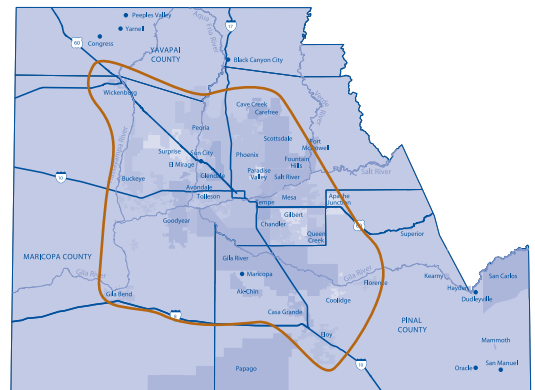
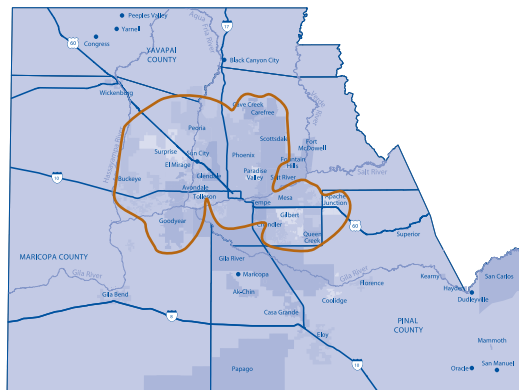
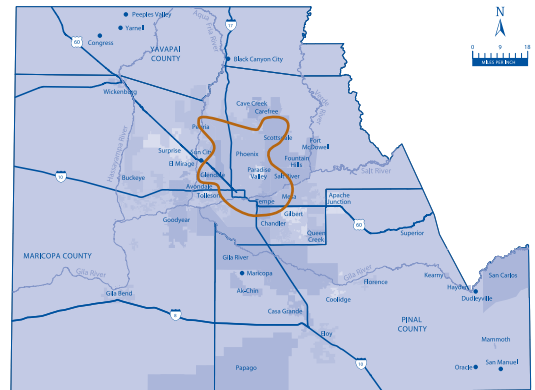
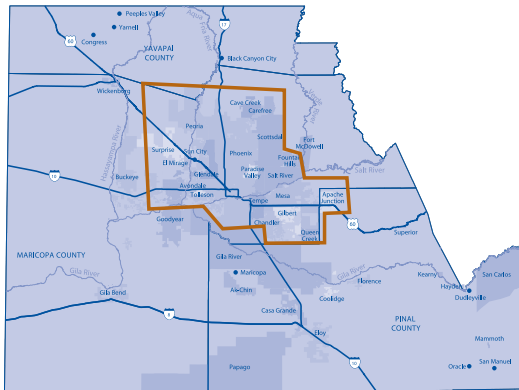
**GENERAL DYNAMICS** a technology firm with military, government, and industrial customers worldwide, sponsors the ASU Community Fellows Program.

## Five Years On: The Boundaries of Greater Phoenix

In discussion groups, a broad cross-section of residents and business leaders were asked to draw an outline on a map from the *GP2100 Greater Phoenix Regional Atlas* to show what they think of as the metropolitan area. Participants drew a wide variety of shapes. These figures offer four examples of that variety.

Data: Maricopa County; Arizona State Land Department.

Source: Greater Phoenix 2100, Arizona State University.



### *What are the Boundaries of Greater Phoenix in 2004?*

"Greater Phoenix" can be defined in many ways, depending on the statistics used or one's point of view. Located primarily in Maricopa County, 26 municipalities and three Native American communities can be found within its hundreds of square miles. But the metropolitan region has no hard and fast boundaries and few limitations. The standard U.S. Metropolitan Statistical Area definition used by the U.S. Census Bureau includes Maricopa and Pinal counties. Greater Phoenix 2100 (GP 2100), an Arizona State University program in the Center for Environmental Studies, has portrayed the metropolitan area as soon extending into Yavapai County. The prospect of metro Phoenix and metro Tucson meeting one another to create one huge urban area is looking more and more probable.

With growth continuing to be a hot-button topic in metropolitan Phoenix, it seemed useful for *What Matters* in 2004 to see just how residents would answer the question "Where are the boundaries of Greater Phoenix now?" In four discussion groups, a broad cross-section of residents and business leaders were asked to draw an outline on a map from the *GP2100 Greater Phoenix Regional Atlas* to show what they think of as the

metropolitan area. Participants drew a wide variety of shapes. The figures above offer four examples of that variety. Several ideas stand out from the discussions, besides differences in boundaries.

- Greater Phoenix' boundaries are in the eye of the beholder.
- The sheer size of the metro area concentrates residents' attention on their own communities. A resident's "sense of place" may be grounded in a small piece of the region.
- The metropolitan region has extended beyond the mountain ranges that traditionally defined the "valley." The old limits and perceptions of the region are changing, much to the chagrin of some who see no one in charge or no end to the expansion.
- People perceive that they live in a relatively small community at the same time they are residents of a large region. The balance between the two may shift again and again over time.

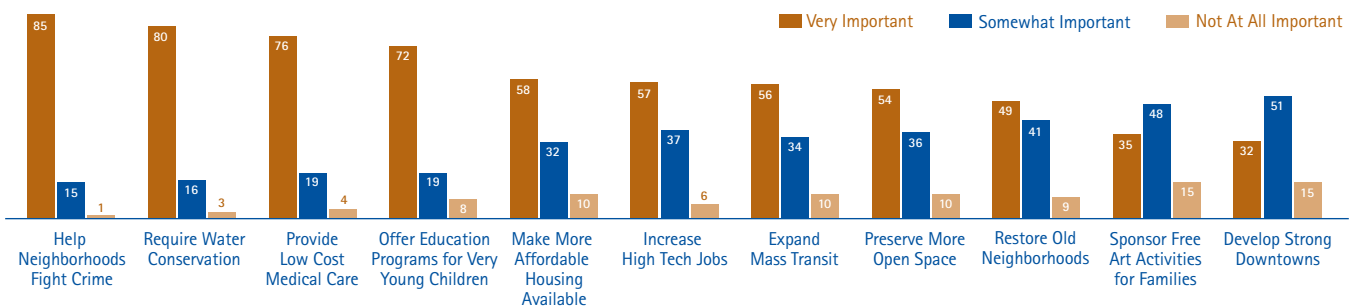
For example, when discussion participants were asked how they typically describe where they live, the consensus answer was that, when talking to someone who knows the area, they named their own city. But when they were talking to someone unfamiliar with the region, they simply say Phoenix.

# five years on: thinking about solutions

*What Matters* has always ranked issues as they relate to quality of life. This time, it also seemed important to explore the public's opinions on potential solutions to tough problems that affect quality of life. Respondents were asked how important each of the following items was to improving the quality of life in our area. Their answers closely track their interests in education and public safety and such visible, close-at-hand issues as drought.

## RESIDENTS FAVOR POSSIBLE SOLUTIONS TO QUALITY OF LIFE ISSUES

% Reporting the importance of each solution



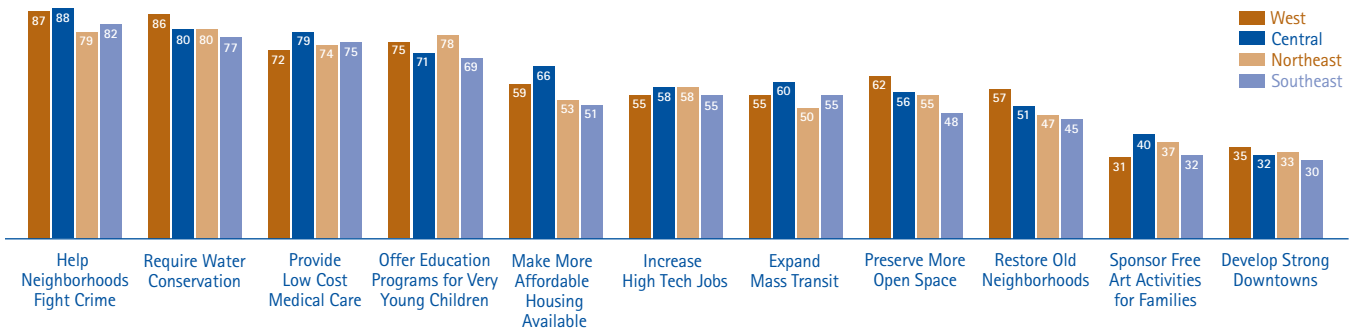
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

Opinions on solutions vary somewhat by geography as they do on other issues. For example, Central residents appear to be the most supportive of the majority of the solutions. The West stands out on water conservation, preserving open space, and restoring old neighborhoods. These area differences stand to reason depending on such factors as the speed, scale, and scope of growth in an area, neighborhood conditions, and local history. In addition, other factors influence outlooks. Women are more positive about water conservation, providing medical care and arts activities, and developing downtowns than are men. Those with lower incomes supported more affordable housing. Residents with children favored education programs for the very young compared to those without (78% and 67% respectively).

## BOTH CONSENSUS AND DIFFERENCES ARE EVIDENT AMONG GEOGRAPHIC AREAS

% Reporting a solution is very important

How important is each of the following to improving the quality of life...



The margin of error for the areas is +/- 6%. Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

# using what matters, 2004

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Taken as a whole, *What Matters* describes a complex, fascinating place where quality of life is important to residents and leaders. Maintaining and enhancing quality of life feature prominently in conversations about both the region's future and the next positive steps for each issue area. Overall, Greater Phoenix is maturing. In the nine areas, the following items stand out:

- **Education** – Concern about education remains strong. Little improvement on Arizona's own test is one reason why, but signs of progress are evident too.
- **Public Safety and Crime** – Crime continues to decline, but feeling safe is relative.
- **Health and Healthcare** – Healthcare concerns are now broader and deeper than in the past.
- **Economy** – Confidence in the region's job market is flagging, but feelings of job security remain high.
- **Environment** – Many still think Greater Phoenix is growing too fast.
- **Families and Youth** – Domestic violence rates continue to sound alarms.
- **Transportation and Mobility** – Residents have noticed freeway and transit improvements.
- **Community** – Approximately 60% say metro quality of life is "excellent" or "good," while 40% still say they would leave if they could.
- **Arts, Culture, and Recreation** – An emphasis on opportunities for arts, culture, and recreation signals a shift toward even greater participation.

The following pages provide a wealth of data on numerous facets of quality of life and the "maturing" theme of this year's research. In addition, a "special commentary" by each of the four 2004-2005 ASU Community Fellows highlights accomplishments, trends, and challenges that relate to it. The very relevant thoughts of these community leaders are presented on pages 21, 35, 36, and 47.

Each of the nine issue sections includes survey data and statistics that track specific indicators. For ease of reading, the words "regional" and "metropolitan" are used interchangeably to refer to Greater Phoenix. Multiple years are presented to allow readers to make their own comparisons. Depending on the data source, the geography represented by the numbers may be the U.S. Census Bureau metropolitan statistical area, "urbanized" area, or Maricopa County. See Data Notes and Sources for definitions. In some cases, figures may not total 100% due to rounding. The margin of error for the total sample of 1,001 residents is +/- 3%. It is +/- 6% for the four areas of the region.

# education

## category rank

1997 survey  
1 2 3 4 5 6 7 8 9

1998 survey  
1 2 3 4 5 6 7 8 9

1999 survey  
1 2 3 4 5 6 7 8 9

2004 survey  
1 2 3 4 5 6 7 8 9

The message is clear and enduring. Education is fundamental to quality of life. But that comes as no surprise since residents have pegged the issue as the most important contributor to quality of life in three out of four surveys. Education, whether at the early childhood, K-12, or postsecondary levels, continues to be a top issue for leaders, parents, advocates, and residents throughout Greater Phoenix.

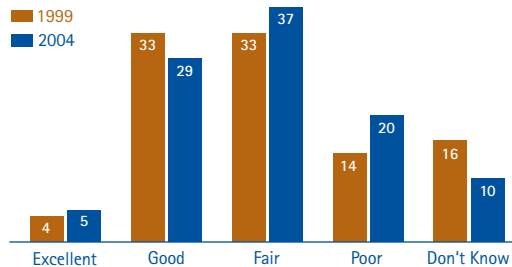
## Education and Quality of Life Perceptions and Indicators

*Perceptions of the Quality and Status of Education*  
Only 34% of residents thought that K-12 education was good or excellent. However, those who see K-12 "getting worse" has declined dramatically. On the other hand, higher education is perceived to be getting better by nearly twice as many residents as think K-12 is getting better.

### MORE RESIDENTS HAVE AN OPINION ABOUT THE QUALITY OF K-12 PUBLIC SCHOOLS AND THAT OPINION MAY BE SLIGHTLY MORE NEGATIVE

% Responses, 1999 and 2004

Residents who said K-12 quality was...

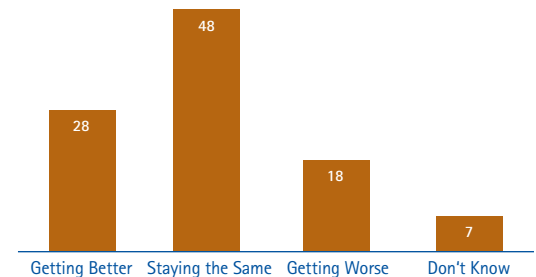


Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

### MORE RESIDENTS SEE HIGHER EDUCATION AS ON THE UPSWING

% Responses, 2004

Residents who said higher education is...

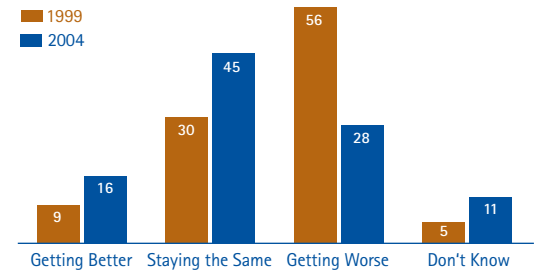


Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

### HOWEVER FEWER RESIDENTS SEE K-12 AS GETTING WORSE THAN IN 1999\*

% Responses, 1999 and 2004

Residents who said K-12 education is...



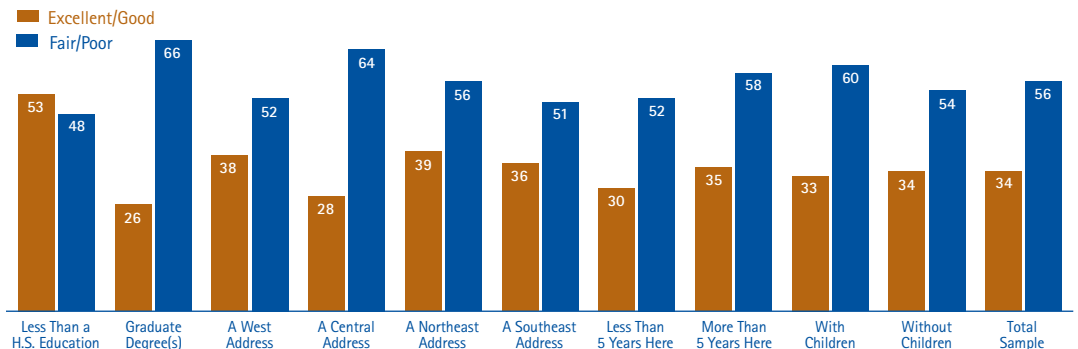
\* In 1999, the question was about the status of the Greater Phoenix "education system" rather than this year's division of K-12 and higher education.

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

### DIFFERENCES ON THE QUALITY OF K-12 EDUCATION ARE EVIDENT AMONG VARIOUS SEGMENTS

% Responses, 2004

Residents rating K-12 education with...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

### Perceptions of the Need for Early Education

"School readiness" and early childhood education have been prominent issues in the past several years. Greater Phoenix residents responded favorably to early education. Nearly three-fourths of survey participants agreed that offering education programs for very young children is very important, especially those residents ages 18-34.

### K-12 Achievement

Arizona's K-12 students take two standardized tests. The Stanford 9 compares Arizona students to a national standard, and Arizona's Instrument to Measure Standards (AIMS) tests students vis à vis the state standards.

#### Stanford 9 Test Scores

Greater Phoenix students have taken the norm-referenced Stanford 9 test for the past eight years. "Norm-referenced" means that each student's achievement can be compared to the achievement of a representative national sample of public school students of the same age and grade at a particular point in time (the Stanford 9 was "normed" in 1995). Thus, a score of "40" means that the typical Maricopa County student scored better than 40 percent (and worse than 60 percent) of students nationwide for that grade level in that subject in 1995. A score near the 50th percentile indicates that the typical student performance on that test is about average when compared with other students in the same grade level across the country. In the last five years, Maricopa County students improved in math and language at all grade levels. Scores, however, generally remained flat in 2004. The Stanford 9 test was not given to the 10th and 11th grades in 2001-2004.

### MARICOPA COUNTY STUDENTS GENERALLY SCORE ABOVE THE NATIONAL AVERAGE ON STANFORD 9

#### Stanford 9 Reading Scores, 1997-2004

| Year | Gr 3 | Gr 4 | Gr 5 | Gr 6 | Gr 7 | Gr 8 | Gr 9 | Gr 10 | Gr 11 |
|------|------|------|------|------|------|------|------|-------|-------|
| 1997 | 48   | 55   | 53   | 56   | 56   | 58   | 47   | 47    | 50    |
| 1998 | 50   | 56   | 54   | 57   | 56   | 57   | 48   | 46    | 50    |
| 1999 | 51   | 57   | 54   | 58   | 56   | 58   | 47   | 46    | 48    |
| 2000 | 51   | 57   | 53   | 57   | 56   | 56   | 47   | 47    | 50    |
| 2001 | 53   | 58   | 53   | 57   | 56   | 58   | 46   |       |       |
| 2002 | 53   | 57   | 55   | 59   | 58   | 58   | 46   |       |       |
| 2003 | 57   | 59   | 56   | 59   | 57   | 58   | 46   |       |       |
| 2004 | 56   | 57   | 56   | 57   | 56   | 56   | 44   |       |       |

#### Stanford 9 Math Scores, 1997-2004

| Year | Gr 3 | Gr 4 | Gr 5 | Gr 6 | Gr 7 | Gr 8 | Gr 9 | Gr 10 | Gr 11 |
|------|------|------|------|------|------|------|------|-------|-------|
| 1997 | 45   | 52   | 52   | 59   | 55   | 54   | 60   | 50    | 54    |
| 1998 | 51   | 56   | 56   | 62   | 57   | 56   | 62   | 52    | 56    |
| 1999 | 53   | 58   | 58   | 64   | 59   | 58   | 62   | 53    | 56    |
| 2000 | 56   | 60   | 59   | 65   | 61   | 59   | 64   | 54    | 60    |
| 2001 | 57   | 60   | 61   | 66   | 62   | 61   | 65   |       |       |
| 2002 | 58   | 60   | 62   | 68   | 64   | 63   | 66   |       |       |
| 2003 | 62   | 62   | 63   | 69   | 64   | 63   | 67   |       |       |
| 2004 | 61   | 61   | 65   | 68   | 65   | 63   | 66   |       |       |

#### Stanford 9 Language Scores, 1997-2004

| Year | Gr 3 | Gr 4 | Gr 5 | Gr 6 | Gr 7 | Gr 8 | Gr 9 | Gr 10 | Gr 11 |
|------|------|------|------|------|------|------|------|-------|-------|
| 1997 | 49   | 47   | 43   | 44   | 54   | 50   | 42   | 47    | 45    |
| 1998 | 53   | 50   | 45   | 46   | 57   | 51   | 44   | 47    | 46    |
| 1999 | 54   | 51   | 47   | 48   | 58   | 53   | 44   | 47    | 45    |
| 2000 | 57   | 51   | 47   | 48   | 59   | 53   | 45   | 49    | 48    |
| 2001 | 59   | 52   | 48   | 49   | 59   | 54   | 45   |       |       |
| 2002 | 59   | 53   | 49   | 51   | 61   | 56   | 46   |       |       |
| 2003 | 62   | 54   | 51   | 51   | 62   | 55   | 47   |       |       |
| 2004 | 63   | 54   | 50   | 50   | 59   | 54   | 44   |       |       |

■ Scores below the nationwide average.

Source: Arizona Department of Education 1997-2004.

#### AIMS Test Scores

AIMS, or Arizona's Instrument to Measure Standards, is intended to test learning against state standards. Developed to work in tandem with curriculum standards, AIMS will be used to determine high school graduation for the class of 2006. Since 2001, 60-70% of high school students passed the reading and writing portions the first time they took it. Students who pass the test don't need to retake it; those who do not pass the test in the 10th grade have up to five chances to pass prior to graduation. Thus, the number of students tested in grades 11 and 12 is smaller than the number tested in grade 10.

### AIMS SCORES REMAIN POOR

% Students meeting or exceeding AIMS reading standards in Maricopa County

| Year | Gr 3 | Gr 5 | Gr 8 | Gr 10 | Gr 11 | Gr 12 |
|------|------|------|------|-------|-------|-------|
| 2000 | 73%  | 67%  | 56%  | 73%   | 44%   | N/A   |
| 2001 | 74%  | 57%  | 59%  | 71%   | 45%   | 30%   |
| 2002 | 76%  | 60%  | 59%  | 66%   | 44%   | 32%   |
| 2003 | 79%  | 59%  | 58%  | 62%   | 37%   | 29%   |
| 2004 | 74%  | 54%  | 52%  | 63%   | 37%   | 26%   |

% Students meeting or exceeding AIMS math standards in Maricopa County\*

| Year | Gr 3 | Gr 5 | Gr 8 | Gr 10 | Gr 11 | Gr 12 |
|------|------|------|------|-------|-------|-------|
| 2001 | 60%  | 43%  | 20%  | 35%   | 24%   | 12%   |
| 2002 | 65%  | 48%  | 22%  | 37%   | 24%   | 17%   |
| 2003 | 70%  | 52%  | 24%  | 42%   | 26%   | 14%   |
| 2004 | 66%  | 49%  | 28%  | 45%   | 22%   | 13%   |

\* The Arizona Department of Education does not report math scores for 2000 due to data discrepancies.

% Students meeting or exceeding AIMS writing standards in Maricopa County

| Year | Gr 3 | Gr 5 | Gr 8 | Gr 10 | Gr 11 | Gr 12 |
|------|------|------|------|-------|-------|-------|
| 2000 | 82%  | 56%  | 52%  | 44%   | 27%   | NA    |
| 2001 | 75%  | 52%  | 43%  | 70%   | 36%   | 24%   |
| 2002 | 80%  | 60%  | 46%  | 65%   | 43%   | 36%   |
| 2003 | 80%  | 57%  | 48%  | 71%   | 52%   | 43%   |
| 2004 | 81%  | 64%  | 58%  | 66%   | 44%   | 39%   |

Source: Arizona Department of Education, Research and Evaluation Section, 2000-2004.

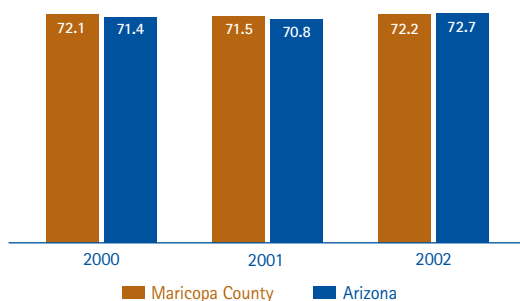


## High School Graduation Rates

High school graduation rates serve as “key indicators of a school’s success in educating its student population,” according to the Arizona Department of Education and such statistics are now included in state and federal school accountability efforts. The four-year graduation rate is used to determine a school’s “adequate yearly progress” under the federal *No Child Left Behind* (NCLB) statute. The Arizona Department of Education’s NCLB benchmark for graduate rates is 71% (the statewide graduation rate in 2001). To comply with NCLB, each high school and high school district must attain a 71% graduation rate or improve 1% over the previous year. Starting with the class of 2001, the Arizona Department of Education began calculating five-year graduation rates to reflect the state’s movement to “standards based” education instead of a “seat time” approach.

### FOUR-YEAR HIGH SCHOOL GRADUATION RATE HAS MOVED LITTLE

% students graduated, Maricopa County and Arizona public schools, 2000–2002\*



\* Graduation rate data for 1993–1995 showed the rate for Maricopa County at 70.8%, 71.1%, and 72.6% respectively. There was no graduation report produced by the Arizona Department of Education for the years 1995–1999. The 2000–2002 data presented here are based on enrollment over a four-year period for a group of students that entered ninth grade together. The graduation rate is the proportion of those students who receive a high school diploma within a four-year period. The 2002 data represent a reporting change from previous years. For the class of 2002, students graduating in the summer following the 2002 spring commencement were not included in the four-year graduation rate.

Source: Arizona Department of Education Graduation Rate Tables, 2000–2002.

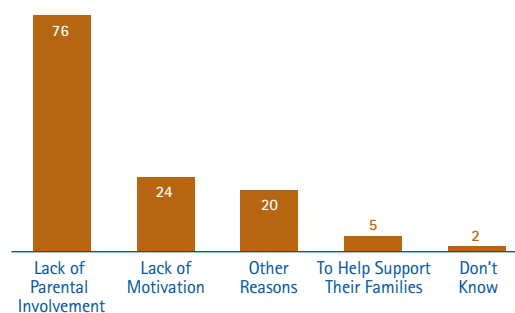
## Perceptions of Reasons Students Drop Out of School

Drop outs represent the flip side of graduation rates. In Greater Phoenix and throughout Arizona, how to understand, and thus reduce, the incidence of dropping out has been a burning issue. When asked why students drop out of school, respondents to the quality of life survey thought lack of parental involvement was the primary reason.

### PARENTAL INVOLVEMENT IS KEY TO STAYING IN OR DROPPING OUT OF SCHOOL

% Responses\*, 2004

Residents who said the primary reason kids drop out of school...



\* More than one answer was possible.

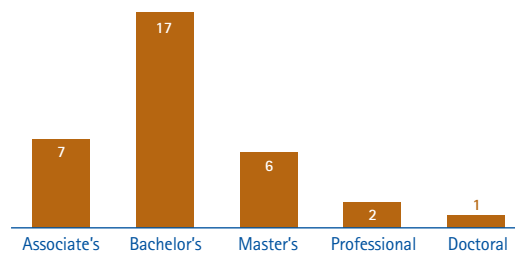
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

## Higher Education

The demand for higher education is growing among traditional students who enter college directly after high school and nontraditional students who begin later or combine work, school, and family in various ways. Greater Phoenix has 44 accredited two and four-year degree-granting private and public institutions according to the Integrated Postsecondary Education Data System of the U.S. Department of Education. The Arizona Private School Association has 46 members in the region, most of which focus on career training. Some institutions naturally are on both lists. The region is home to 12 Hispanic-Serving Institutions, such as Estrella Mountain Community College. This federal designation reflects local populations and makes institutions eligible for special U.S. Department of Education funds.

### MORE B.A.'S THAN OTHER DEGREES IN GREATER PHOENIX

% Adults over age 25 with a post-secondary degree, 2000



Source: U.S. Census Bureau, Census 2000, SF 3. Data are for Phoenix-Mesa MSA.

## Options Are Many for Post-Secondary Students, Including

### Maricopa County Community College District

- 10 institutions serve over 250,000 students annually, including, 20,346 students in adult basic education, GED, and skill center courses; and 35,389 students in noncredit courses
- 41% of students are ethnic minorities

### Arizona State University

- Research Extensive (formerly Research I) status
- Over 57,000 undergraduate, graduate, and professional students
- 22% of undergraduates and 16% of graduate students are ethnic minorities
- Third among public universities in enrollment of National Merit Scholars in 2003-4

### Private Colleges and Universities, examples include:

- Thunderbird, The Garvin School of International Management – Top-ranked graduate school of international business
- University of Phoenix – A national institution headquartered in Phoenix offering bachelor's, master's and doctoral degrees for working adults at 9 campuses across the Valley and online
- DeVry Institute – Technology degrees and training
- Collins College – Associate and bachelor's degrees in computer graphics, animation, and programming
- The Bryman School – Associate degrees for medical and dental technicians and assistants

Source: Integrated Postsecondary Education Data System (IPEDS), National Center for Education Statistics, U.S. Department of Education, 2004.

## Higher Education Rankings

U.S. News & World Report has ranked institutions for the last 15 years and of course Greater Phoenix' institutions are part of the mix. In terms of undergraduate rankings for Greater Phoenix, Arizona State University ranked in the third tier among the best universities in the U.S. in 1998 (117th-174th), in 1999 (117th-167th), and in 2004 (127th-186th).

## RANKINGS OF PROMINENT LOCAL HIGHER EDUCATION PROGRAMS

U.S. News & World Report Rankings, 1999 and 2005\*

|   | 1999 | 2005 |
|---|------|------|
| Thunderbird, The Garvin School of International Management                | 1    | 1    |
| ASU College of Law  | 49   | 53   |
| W.P. Carey School of Business (formerly ASU College of Business)          | 31   | 29   |
| ASU College of Education  | 24   | 22   |
| Ira R. Fulton School of Engineering (formerly ASU College of Engineering) | 48   | 50   |

\* The 2005 edition has data for 2004 and is published in 2004.

Source: U.S. News & World Report, 1999 and 2004.

## School Incident Statistics

Schools have created strong policies to cope with weapons and school violence. A total of 2,683<sup>1</sup> incidents requiring the intervention of law enforcement occurred on school campuses in Maricopa County in the 2002-2003 school year, as reported in the School Report Cards, 2003-2004 from the Arizona Department of Education. Since school resource officers (police officers who are assigned to a particular school) intercede in a wide range of incidents on campus (some that would not otherwise be referred to a law enforcement agency), it is difficult to generalize about the degree of seriousness of the reported incidents as a whole. The overall rate of incidents requiring law enforcement intervention is relatively low, 4.5 per 1,000<sup>1</sup> students. With respect to firearms, a small number of Maricopa County students were found to have brought a firearm to school in 2002-2003, a total of 57 in all grade levels, according to the reports submitted by schools. The rate per 1,000 students is negligible. Both school incident and firearms statistics are being reported differently than in the 1999 *What Matters* report and therefore a comparison cannot be made.

## FIREARMS AT SCHOOLS HAPPEN, BUT NOT OFTEN

Students who were found to have brought a firearm to school, 2002-2003

|                    | # of Students |
|--------------------|---------------|
| Elementary (K-8)   | 37            |
| High School (9-12) | 20            |

Firearms include: handguns, rifles/shotguns, and "other firearms." Data are self reported by schools. 2002-2003 K-8 enrollment in Maricopa County was 423,915 with 168,646 in grades 9-12.

Source: Arizona Department of Education, Safe and Drug Free Schools Report, 2002-2003.

<sup>1</sup> This total and rate may reflect some duplication of numbers because it combines elementary and high school figures. Some schools serve a K-12 population and do not distinguish in which grade level the incident occurred.

# public safety and crime

## category rank

1997 survey  
1 **2** 3 4 5 6 7 8 9

1998 survey  
1 2 **3** 4 5 6 7 8 9

1999 survey  
1 2 3 4 5 6 7 8 9

2004 survey  
1 **2** 3 4 5 6 7 8 9

The news is good: Reported crime has dropped significantly in Greater Phoenix over the past several years. Still, a slim majority of metro residents view crime as on the rise. Clearly, experience – or perception – is sending a different message than the data. In any case, public safety endures as a core value in the consideration of quality of life.

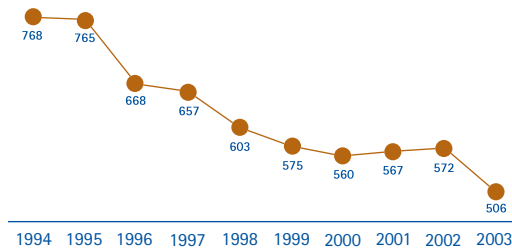
## Public Safety and Crime and Quality of Life Perceptions and Indicators

### Rates of Violent, Property, and Juvenile Crime

The Federal Bureau of Investigation (FBI) defines "violent crime" as including murder and non-negligent manslaughter, forcible rape, robbery and aggravated assault. It defines "property crime" as theft, burglary, and motor vehicle theft; arson is also included in some tallies. In both crime categories, the official numbers show that most offenses have declined in Greater Phoenix since 1998, although they have leveled off recently. Figures for 2003 suggest that the overall trend continues flat or downward. The area's juvenile arrest rate also has declined since the mid-1990s. However FBI crime statistics for 2003 place Greater Phoenix in about the middle of Western metro areas for violent crime, the same spot as in 1998. For property crime, Phoenix has kept the first-place ranking it had in 1998. The region's high level of motor vehicle theft is primarily responsible for this.

### VIOLENT CRIME IN GREATER PHOENIX IS LOWER THAN 10 YEARS AGO

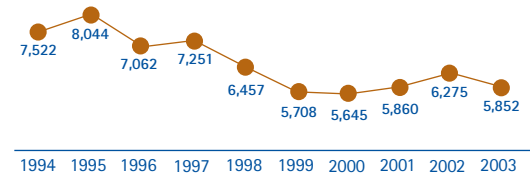
Crimes per 100,000 residents, 1994–2003



Source: U.S. Federal Bureau of Investigation, Crime in the United States, 1994–2003.

### GREATER PHOENIX PROPERTY CRIME RATE DROPPED, THEN LEVELED OFF

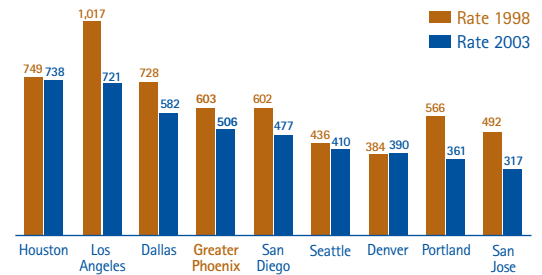
Crimes per 100,000 residents, 1994–2003



Source: U.S. Federal Bureau of Investigation, Crime in the United States, 1994–2003.

### GREATER PHOENIX STAYS IN THE MIDDLE IN VIOLENT CRIME

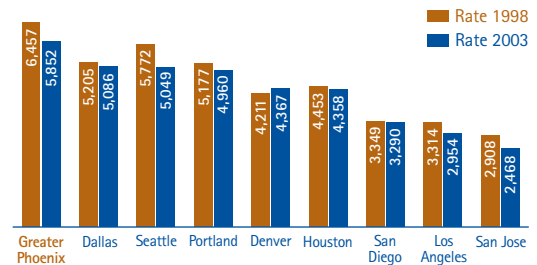
Crimes per 100,000 residents in selected Western regions, 1998 and 2003



Source: U.S. Federal Bureau of Investigation, Crime in the United States, 1998 and 2003.

### GREATER PHOENIX LEADS THE WEST IN PROPERTY CRIME

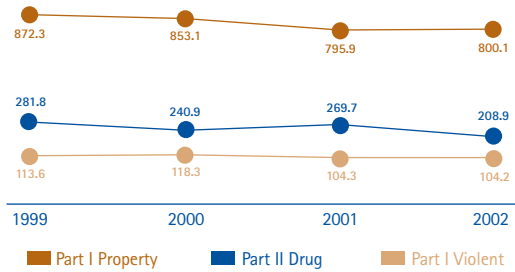
Crimes per 100,000 residents in selected Western regions, 1998 and 2003



Source: U.S. Federal Bureau of Investigation, Crime in the United States, 2003.

### JUVENILE ARRESTS CONTINUE TO DECLINE IN MARICOPA COUNTY

Juvenile arrests per 100,000 Maricopa County residents under age 18 for Part I property offenses\*, Part II drug offenses\*\*, and Part I violent offenses\*\*\*



\* Part I property includes: burglary, larceny-theft, motor vehicle theft, and arson.  
 \*\* Part II drug includes: sale, manufacture and possession of illegal drugs.  
 \*\*\* Part I violent includes: criminal homicide, forcible rape, robbery, and aggravated assault.

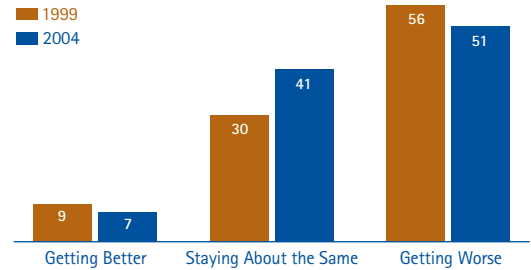
Source: Arizona Department of Public Safety and U.S. Census Bureau, Census 2000, Summary File 1. Rates per 100,000 calculated by Morrison Institute for Public Policy.

back then, too. Fully 85% of residents in 2004 said helping neighborhoods to fight crime is a very important solution related to quality of life.

### STILL NOT FEELING SAFER

% Responses, 1999 and 2004

Residents who said crime is...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

### Perceptions of the Status of Public Safety and Crime

Just over half – 51% – of respondents stated that crime is getting worse. And nearly half – 46% – said they were, or knew someone who was, a crime victim last year. In 1998, only 33% said they'd been personally affected by crime in the past year. The survey shows that residents' attitudes about crime vary according to their gender, age, where they live, and other factors. Women worry more about crime than men. Residents 55 years old and older, while less likely to have been personally affected by crime in the past year, are more likely to believe crime is getting worse. One hopeful sign is that an even higher percentage of residents – 56% – believed in 1999 that crime was getting worse, even though the official numbers told a different story

### Response Times

How long it might take to get help is another factor in quality of life and how residents might perceive their safety.

### POLICE EMERGENCY RESPONSE TIMES REMAIN STABLE

Average response times in minutes across the four largest municipal police departments



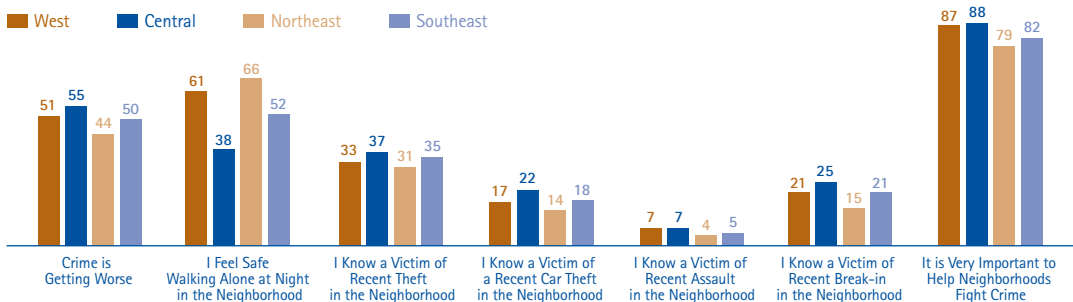
\* In minutes, to highest-priority calls. Incomplete reporting prevented comparisons with data from the 1999 edition of *What Matters*.

Source: Phoenix, Glendale, Mesa, and Chandler police departments; compiled and calculated by Morrison Institute for Public Policy, 2004.

### IN SOME CASES, FEELINGS OF SAFETY RELATE TO LOCATION

% Responses by area, 2004

Residents who said ...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

## Crime, Neighborhoods, and You

*Jennifer Doty, Sergeant, Phoenix Police Department  
and ASU Community Fellow*

Who owns crime? Whose job is it to keep our neighborhoods safe? Most residents would say the police, and the Phoenix Police Department, with its Community Based Policing philosophy, does much to prevent and reduce crime. Ultimately, however, crime is a joint property shared by the police and neighborhoods. And I have seen that crime can be diminished in ways that have little to do with the police.

These approaches to countering crime require us to consider the interplay of the individual and the community and the tricky relationship between perception and reality. Greater Phoenix has exploded in population over the past decade; but the crime rate has actually been dropping for several years. Still, many metro residents say they don't feel safer. Every resident has a perception of personal safety. This perception can either encourage neighborhood participation or increase isolation. Taken together, residents' perceptions promote a sense of community or feelings of apathy and disenfranchisement.

We police officers see something everyday that residents might not fully appreciate: There is a direct relationship between individual action and the fate of a neighborhood. Residents can create an atmosphere that thwarts crimes of opportunity. By becoming active in their neighborhoods, residents can create crucial community bonds among themselves, as well as with the police. Among the benefits of a strong neighborhood identity are a sense of belonging, a shared respect for neighborhood rules, a greater web of acquaintances, more capacity for collective action, and an increased sense of safety in public places.

A strong sense of community may be the best tool for improving the perception and reality of public safety. The ideal situation is when residents enjoy a high perception of safety that is maintained through their collective connections. These residents enjoy a higher overall quality of life, a better sense of control, and an effective outlet for concerns. They also have a realistic sense of crime and of safety. This perception can vary from street to street. One success story is at 15th Avenue and Alta Vista in a Habitat for Humanity community. The residents there face many challenges, yet they have created a common identity and neighborhood pride. Meanwhile, the neighborhoods to the east and the west feature a common language and higher incomes, but also greater resident isolation and higher crime. I think the key – here and throughout Greater Phoenix – is building and maintaining a common responsibility towards one another.

So what's going right, and wrong, in your neighborhood? What is your responsibility in each? When residents answer these questions and then take action, they foster a sense of community that increases safety – real and perceived – for all of us.

# health and healthcare

## category rank

1997 survey  
1 2 3 **4** 5 6 7 8 9

1998 survey  
1 2 3 4 **5** 6 7 8 9

1999 survey  
1 2 3 4 **5** 6 7 8 9

2004 survey  
1 2 **3** 4 5 6 7 8 9

Healthcare is back in the news in a big way thanks to rising costs, pharmaceutical costs, and residents' concerns about health insurance. With an issue as thorny and complex as this one, the only thing everyone seems to agree on is that healthcare is far too important to ignore. Greater Phoenix residents certainly see healthcare as vital to their quality of life. In addition to a strong ranking, many respondents mentioned the issue as "the one thing" that would improve the quality of life for everyone.

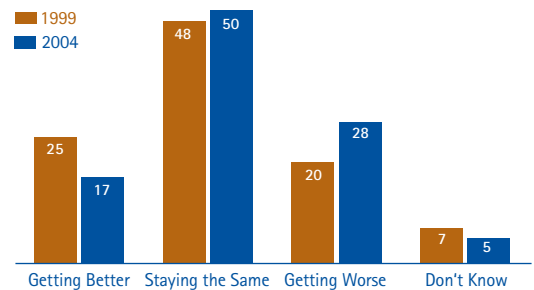
## Perceptions of the Status of Medical Care

Quality is a fundamental issue in nearly every health-care discussion, and outlooks on whether medical care is getting better, or not, reflect that importance.

### FEWER RESPONDENTS SAY MEDICAL CARE IS GETTING BETTER

% Responses, 1999 and 2004

Residents who said medical care is...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

## Healthcare and Quality of Life Perceptions and Indicators

### Major Causes of Death

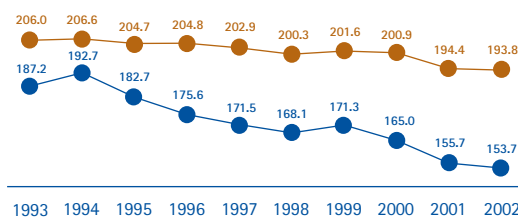
Death rates for major diseases and injuries reflect important aspects of health in a community. As with the nation, rates of death for cancer and heart disease continue to decline. The figure for motor vehicle deaths is similar to that for the nation. Suicide rates in Maricopa County, while highly variable year to year, continue to be above the national rate.

## MAJOR CAUSES OF DEATH IN THE U.S. AND MARICOPA COUNTY

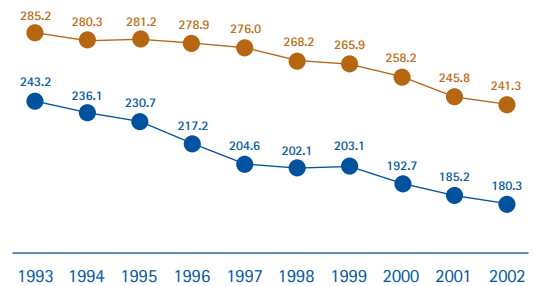
Rate per 100,000, 1993-2002

United States Maricopa County

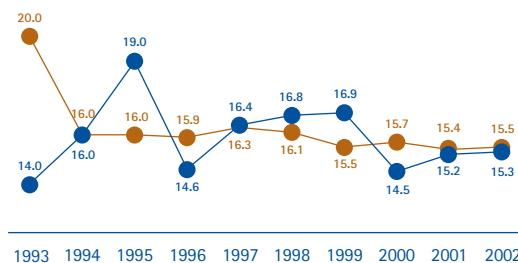
### Cancer



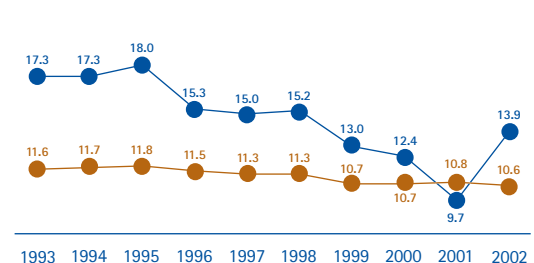
### Diseases of the Heart



### Motor Vehicle Accidents



### Suicide



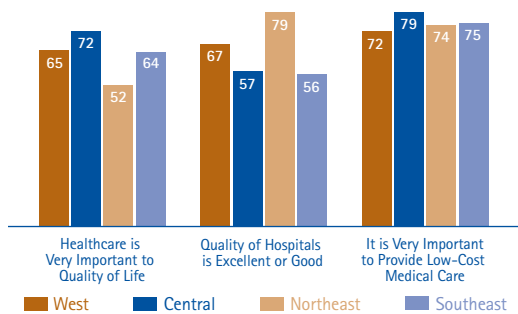
Note: All data are in crude rates per 100,000, not age adjusted.

Source: Arizona Department of Health Services, *Arizona Health and Vital Statistics Report*, 1993-2002 and U.S. Centers for Disease Control, *National Vital Statistics Report*, 1993-2002.

### SOME OUTLOOKS RELATED TO MEDICAL CARE STAND OUT BY AREA

% Respondents by area, 2004

Residents who said...

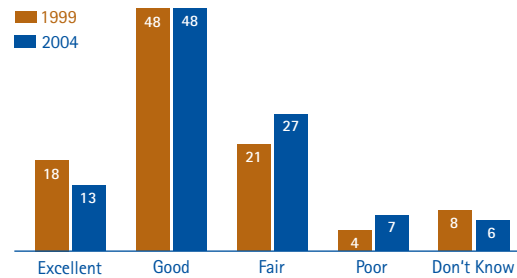


Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

### OVERALL PERCEPTIONS OF HOSPITAL QUALITY TURN DOWN SLIGHTLY

% Responses, 1999 and 2004

Residents who said hospitals are...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

### Number of Physicians

The number of physicians in an area is often used as a measure of healthcare accessibility. The ratio of physicians to population is lower in Greater Phoenix than in the U.S.

#### GREATER PHOENIX HAS FEWER PHYSICIANS THAN THE NATION OVERALL

Number of doctors per 100,000 population in Greater Phoenix and the U.S., 2000

|                  |     |
|------------------|-----|
| Greater Phoenix* | 227 |
| U.S.             | 288 |

\* Phoenix-Mesa Metropolitan Statistical Area.

Source: American Medical Association, *Physician Characteristics and Distribution in the US, 2002-2003 Edition* and U.S. Census Bureau, *Census 2000, Summary File 1*.

### Perceptions of Hospital Quality

Sixty-one percent of respondents rated the overall quality of local hospitals as either excellent or good, but perceptions vary considerably by location. In the Northeast, 79% consider hospital quality to be good or excellent. In contrast, only 57% of Central residents share this view. Similarly, 56% of residents who have lived in Greater Phoenix for less than five years rank the hospitals good or excellent, compared to 62% of those who have lived here for more than five years. Hispanic residents are less positive still, with only 47% ranking them good or excellent.

### Hospital Accreditation

The Joint Commission of Accreditation of Healthcare Organizations (JCAHO) evaluates hospital performance according to criteria that affect patient health and safety. By achieving accreditation, a hospital makes a commitment to follow rigorous standards for safe, quality care. All 40 hospitals in Maricopa County currently have full accreditation. This is a significant change from 1999, when 19 hospitals had received recommendations for improvement.

### Health Plan Accreditation

The National Committee on Quality Assurance (NCQA) accredits healthcare plans based on standards related to consumer protection, confidentiality, customer service, and clinical performance. Approximately half of the nation's Health Maintenance Organizations (HMOs) seek accreditation. Since accreditation of Preferred Provider Organizations (PPOs) began in 2000, only a small percentage of these plans participate. No Arizona PPOs have sought NCQA accreditation.

Of the seven Arizona HMO health plans with accreditation from NCQA, three currently have the highest accreditation, Excellent, and one has the next to highest accreditation, Commendable. Three new plans – United Healthcare Arizona, Health Net of Arizona, and Humana

### ACCREDITATION STATUS OF HEALTHCARE PLANS IN ARIZONA AS OF OCTOBER, 2004

#### Excellent

Aetna Health of Arizona, Inc.,  
Commercial/HMO/POS Combined  
Cigna HealthCare of Arizona, Inc.,  
Commercial/HMO/POS Combined  
PacifiCare of Arizona, Inc.,  
Commercial/HMO

#### Commendable

PacifiCare of Arizona, Inc.,  
Medicare/HMO

#### Scheduled for Evaluation

United Healthcare Arizona,  
Commercial/HMO/POS Combined  
Health Net of Arizona, Inc.  
Commercial/HMO  
Humana Health Plan, Inc.  
Commercial/HMO

Source: National Committee on Quality Assurance, October 2004

Health Plan, Inc. – have yet to be evaluated. Since 1999, several health plans have merged, changed names, or ceased to exist. Overall, marked improvement has occurred since 1999, when no plans rated Excellent, 15 rated Commendable, and 4 had Expired Accreditation.

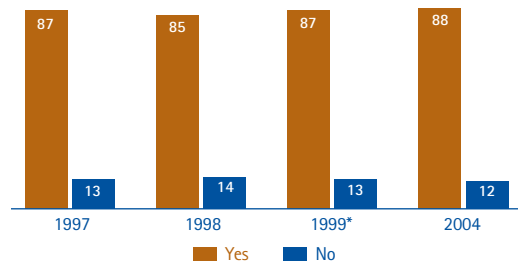
### Residents' Reports of Health Insurance Coverage

Residents in this research and other projects have expressed intense concerns about many aspects of health insurance. Indeed, health insurance is something no one wants to be without.

### THE NUMBER OF RESIDENTS WITH HEALTH INSURANCE REMAINS CONSTANT

% Responses, 1997, 1998, 1999\* and 2004

On health insurance coverage, residents who reported...



\* In 1999, this question was asked of only those respondents that were employed (662). In 1997, 1998 and 2004 all respondents were queried.

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1997, 1998, 1999 and 2004.

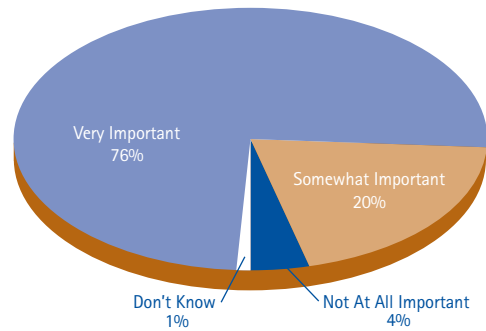
### Perceptions of the Need to Help Residents Who Cannot Afford Healthcare

Respondents viewed low-cost medical care as a solution that would be good for Greater Phoenix. In fact, slightly more than three-quarters of respondents felt that providing low-cost care was very important.

### IMPORTANCE OF LOW COST MEDICAL CARE

% Responses, 2004

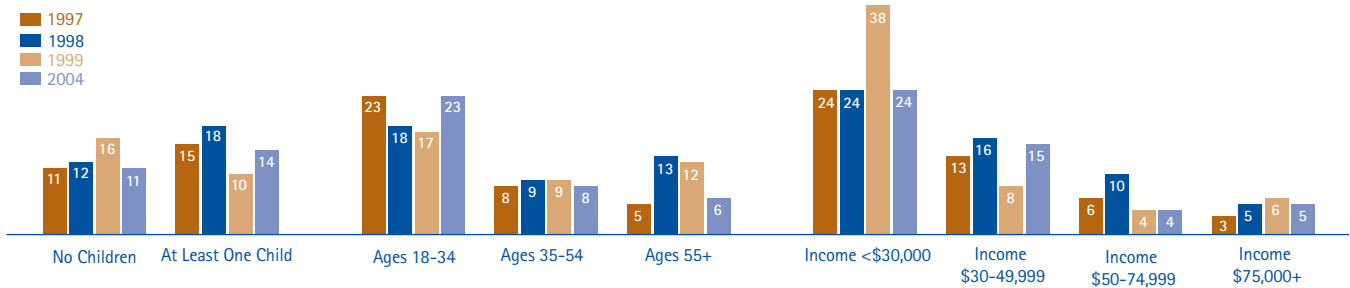
How important is it to quality of life to provide low-cost medical care...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

### YOUNG PEOPLE AND THOSE WITH LOW INCOMES ARE MORE OFTEN UNINSURED

% Reporting not having health insurance coverage, 1997, 1998, 1999, and 2004



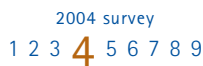
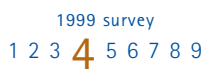
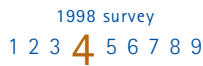
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1997, 1998, 1999 and 2004.





# economy

## category rank



The word "economy" is shorthand for a myriad of topics that relate to quality of life, from wages to skills to cost of living and tax burden. With wages still lagging and cost of living an issue in a still-tough job market, residents are very attuned to money matters.

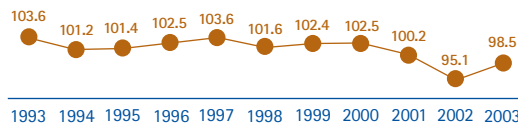
## Economy and Quality of Life Perceptions and Indicators

### Cost of Living Index

The cost of living is based on the price of basic necessities such as groceries, housing, utilities, transportation, and healthcare. A cost of living index is a common comparison tool. The average for all locations in the index is 100. Metro areas with scores above 100 have higher than average cost of living, while areas with scores below 100 have lower than average cost of living. In 1998, the cost of living in Greater Phoenix was just above the national average. Now, Greater Phoenix is slightly lower. Thus, prices have increased more slowly in Phoenix than in the nation as a whole.

### COST OF LIVING HAS TRENDED DOWN OVER TIME

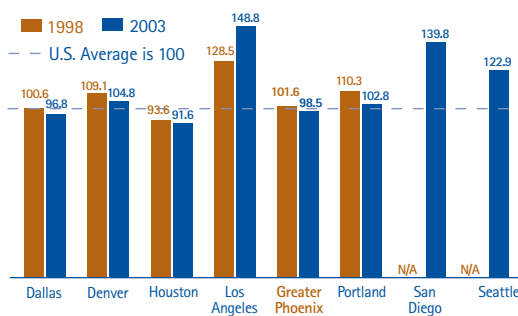
Cost of living index figures for Greater Phoenix, 1993-2003



Figures are various quarters, 2003 figure is for the 4th quarter.  
Source: ACCRA, Cost of Living Index, 1993-2003.

### GREATER PHOENIX' COST OF LIVING STANDS JUST BELOW THE NATIONAL AVERAGE

Cost of living for Greater Phoenix, selected Western regions, and U.S., 1998 and 2003



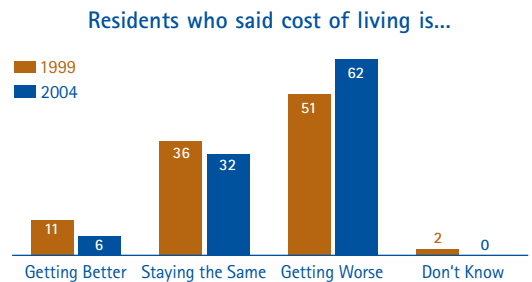
Source: ACCRA, Cost of Living Index, 1998 (3rd quarter) and 2003 (4th quarter).

## Perceptions of Cost of Living

Greater Phoenix' cost of living is less than the national average, but 62% of survey respondents perceived the cost of living in Greater Phoenix as getting worse. This outlook is particularly strong among those earning less than \$50,000. Their perception as it turns out is accurate. The cost of living in Greater Phoenix is not rising as quickly as it is in many other cities, but it is on the rise.

### A MAJORITY OF RESIDENTS BELIEVE THE COST OF LIVING IS GETTING WORSE

% Responses, 1999 and 2004



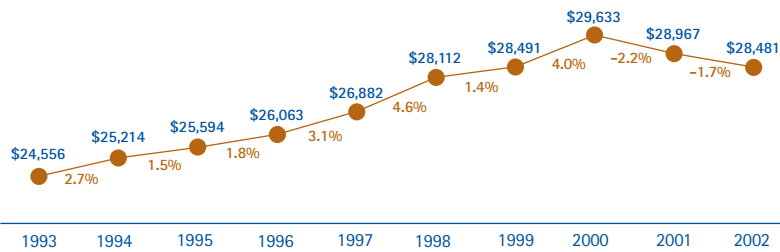
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

## Per Capita Personal Income and Average Annual Wages

Per capita personal income and average annual wages are two complementary ways to measure economic well-being. Per capita personal income (PCPI) is calculated by dividing the total annual personal income of all residents in the region by the total number of residents. Although per capita personal income and the average wage in metro Phoenix have risen in recent years, the area continues to lag among its Western peers. The average annual wage refers to the mean salary among employed individuals.

In this section, the PCPI and the average annual wage tables for 1993-2003 are in 2002 dollars. The Consumer Price Index (CPI) was used to adjust for inflation, using 2002 as the base year. Adjusting for inflation allows for a more accurate comparison of the value of the data in these tables.

**GROWTH IN PER CAPITA PERSONAL INCOME\* STARTS TO DECLINE IN 2000**  
Greater Phoenix per capita income and % change, 1993-2002\*\*, in 2002 dollars



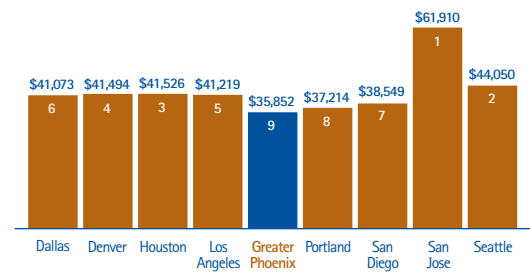
\* Income figures differ from those in the 1999 *What Matters* report because the Bureau of Economic Analysis periodically revises the numbers and the data in this edition are adjusted to 2002 dollars, whereas the data in the 1999 *What Matters* report were not.

\*\* Data are adjusted for inflation based on the Consumer Price Index published by the U.S. Bureau of Labor Statistics.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2004.

**AVERAGE ANNUAL WAGES IN GREATER PHOENIX LAG AS WELL**

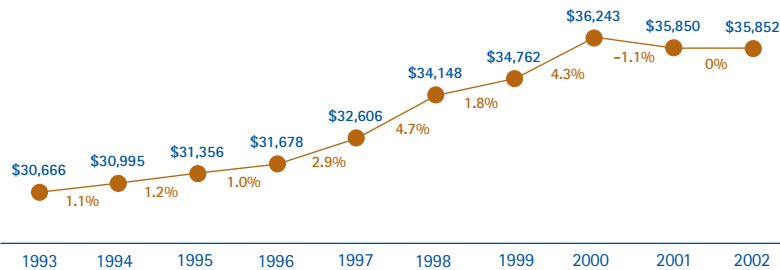
Average annual wages and rankings among selected Western metropolitan areas, 2002



Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2004.

**WAGE GROWTH HAS BEEN FLAT SINCE 2000**

Greater Phoenix average annual wages and % change, 1993-2002\*, in 2002 dollars



\* Data in this edition are adjusted to 2002 dollars, whereas the data in the 1999 report were not. Inflation adjustments are based on the Consumer Price Index published by the U.S. Bureau of Labor Statistics.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2004.

**Unemployment Rates**

A low rate of unemployment is traditionally used as an indicator of a strong economy, while a high or increasing unemployment rate is usually a harbinger of a downturn. Greater Phoenix has enjoyed lower unemployment rates over time compared to most peer Western regions.

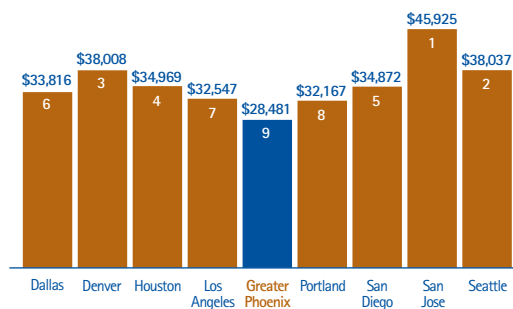
**UNEMPLOYMENT IN GREATER PHOENIX IS RELATIVELY LOW**

Annual unemployment rates for selected Western cities, 1994-2003 (percent)

|                 | 94  | 95  | 96  | 97  | 98  | 99  | 00  | 01  | 02  | 03  |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Dallas          | 5.2 | 4.7 | 4.0 | 3.7 | 3.2 | 3.1 | 3.1 | 4.8 | 7.1 | 7.1 |
| Denver          | 3.9 | 3.8 | 3.8 | 2.8 | 3.2 | 2.4 | 2.3 | 3.5 | 5.9 | 6.3 |
| Houston         | 6.5 | 5.7 | 5.2 | 5.0 | 4.1 | 4.5 | 4.1 | 4.3 | 5.9 | 6.9 |
| Los Angeles     | 9.4 | 7.9 | 8.2 | 6.8 | 6.5 | 5.9 | 5.3 | 5.7 | 6.8 | 7.0 |
| Greater Phoenix | 4.7 | 3.5 | 3.7 | 3.0 | 2.7 | 3.1 | 2.7 | 4.0 | 5.7 | 5.0 |
| Portland        | 4.3 | 3.7 | 4.5 | 4.3 | 4.2 | 4.5 | 4.0 | 5.9 | 7.8 | 8.5 |
| San Diego       | 7.0 | 6.4 | 5.3 | 4.2 | 3.5 | 3.1 | 3.0 | 3.2 | 4.3 | 4.3 |
| San Jose        | 6.2 | 4.9 | 3.6 | 3.0 | 3.2 | 3.0 | 2.0 | 4.6 | 8.5 | 8.2 |
| Seattle         | 5.7 | 5.3 | 5.0 | 3.3 | 3.1 | 3.4 | 3.7 | 5.2 | 6.8 | 7.1 |

Source: U. S. Department of Labor, Bureau of Labor Statistics, 2004.

**PER CAPITA PERSONAL INCOME IS LOWER IN GREATER PHOENIX THAN IN PEER REGIONS**  
PCPI and rankings among selected Western metropolitan areas, 2002



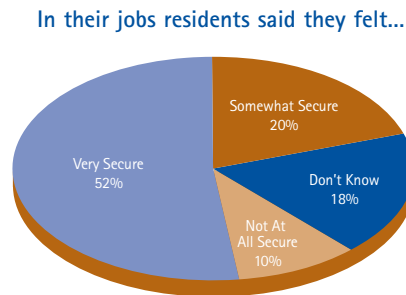
Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2004.

### Perceptions of Job Security

Participants in the public discussion groups told about many trying times with employment. A feeling of insecurity was common. Thus, surprisingly, despite the recent recession, ongoing economic changes, and negative headlines, perceptions of personal job security among survey respondents are similar this year to the last survey. In 1999 when respondents were asked how likely they were to be laid off in the coming year, 88% felt that it was somewhat or very unlikely. In 2004, 72% said they felt very or somewhat secure in their jobs. Among unemployed survey respondents, just 10% had been laid off or forced to leave because their employer shut down. Only 12% of employed survey respondents had changed jobs in the past several months. Nearly two-thirds of these individuals considered the change to be positive.

#### THE MAJORITY OF GREATER PHOENIX WORKERS REPORTED FEELING SECURE IN THEIR JOBS

% Responses, 2004



n = 570

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

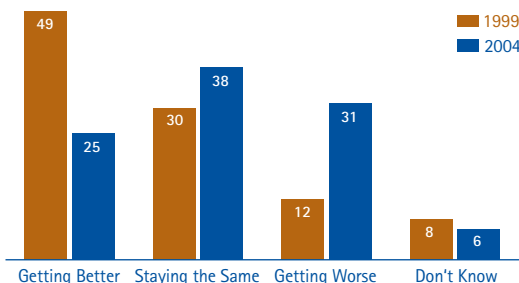
### Perceptions of the Status of the Metro Phoenix Job Market

Residents' perspectives on the region's jobs in general stand out as less optimistic now than in 1999. Almost half of the 1999 respondents thought that jobs were getting better. By 2004, that percentage had slid to a quarter. Clearly, economic changes have taken their toll.

#### CONFIDENCE IN THE GREATER PHOENIX JOB MARKET HAS FALLEN

% Responses, 1999 and 2004

Residents who said jobs in Greater Phoenix are...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

### Perceptions of Needing More High Tech Jobs

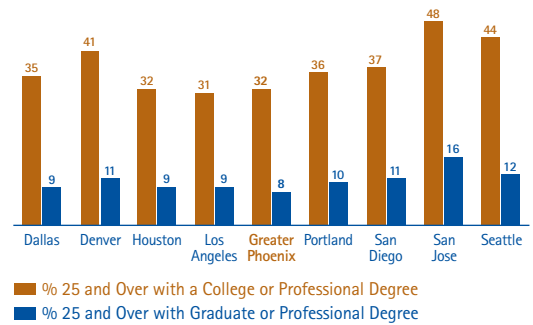
High tech jobs include many types of occupations in engineering, computers, science and technology research, manufacturing, and other fields. So-called knowledge economy jobs may not be for everyone, but Greater Phoenix residents see the value of having more of them in the region's economy. More than half (57%) of respondents agreed that the number of these types of jobs should be increased in the metro area.

### College Degrees

Education levels are a primary contributor to economic achievement. Greater Phoenix continues to trail other metro regions.

#### DEGREE LEVELS FOR GREATER PHOENIX LAG WESTERN REGIONS

% Residents, 2000



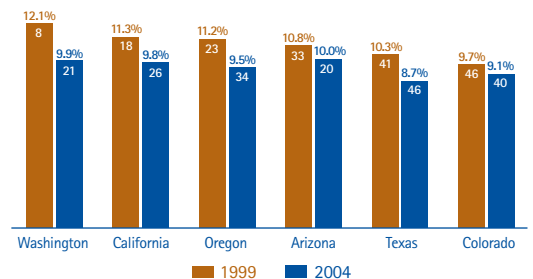
Source: Census 2000 and Social Science Data Analysis Network, University of Michigan.

### State and Local Tax Burden

The state and local tax burden corresponds to the percent of income paid by residents when federal taxes are removed from their total tax bill. Over the past several years, every state included in this research has reduced its net state and local tax burden. Arizona's tax burden also has gone down, but the decrease is less pronounced than in several other states.

#### TAX BURDENS HAVE FALLEN IN RECENT YEARS

State and local taxes as a % of income and rankings among 50 states, 1999 and 2004



\* Out of 50 states; Ranking of 1 = highest state/local taxes as a percent of income. Source: Tax Foundation, 1999 and 2004.

# downtowns and the economy

Great downtowns are one of the hallmarks of great urban regions. Approximately one third of Greater Phoenix respondents said it is "very important" to develop strong downtowns, while 52% selected "somewhat important." And for most people, "downtown" is synonymous with the center of the City of Phoenix. For purposes other than work, trips to downtown Phoenix averaged 6.5 in the past year across residents from all areas, ranging from 7.8 for Northeast residents to 5.4 for those in the Southeast.

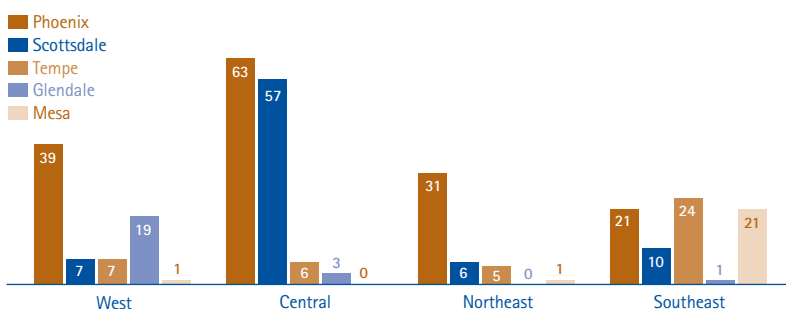
However, Phoenix is not the only city in the region with a downtown. Residents identified four other downtowns that they frequent for reasons besides work – Tempe, Scottsdale, Mesa, and Glendale. In order of most common to least common, residents visit downtowns for entertainment, then eating out, shopping, and sporting events. Not surprisingly, distance plays some part in which downtowns residents visit. Surrounding communities tend to frequent downtowns close by, except for downtown Phoenix. People from the West, Central, and Northeast go to downtown Phoenix more frequently than any other downtown.

Major projects are underway in downtown Phoenix, including expansion of the Phoenix Civic Plaza and renovation of arts venues, development of bioscience institutions, and creation of new university and community college facilities. New housing is popping up on previously vacant lots, while a historic high-rise will soon be home to some. Meanwhile downtown Mesa and Tempe soon will boast new landmark performing arts centers. These changes are not going unnoticed. Forty-nine percent of respondents thought the downtown they go to most often was getting better. Only eight percent considered the downtown they frequent as getting worse. In particular, those respondents in the West and those with higher incomes most noted improvements.

A wide variety of business, civic, and government leaders and organizations throughout Greater Phoenix are supporting investments in strong downtowns, especially Phoenix. However, residents may not be as convinced as leaders are about the importance of downtown. Based on the public discussion groups' opinions, downtown – Phoenix or otherwise – may be seen as important for the region, but not vital or attractive to them as individuals. In addition, for those who have supported redevelopment in the past, improvements may have been too long in coming or too few and far between for them to keep the downtown faith.

## PHOENIX IS THE MOST POPULAR DOWNTOWN, NEXT IS THE DOWNTOWN CLOSEST TO HOME

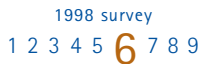
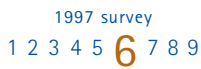
% of residents visiting downtowns by area, 2004



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

# environment

## category rank



The environment is synonymous with our "surroundings" and how people experience the natural world. Greater Phoenix residents have viewed the environment as a contributor to their quality of life since the beginning of these quality of life studies.

## Environment and Quality of Life Perceptions and Indicators

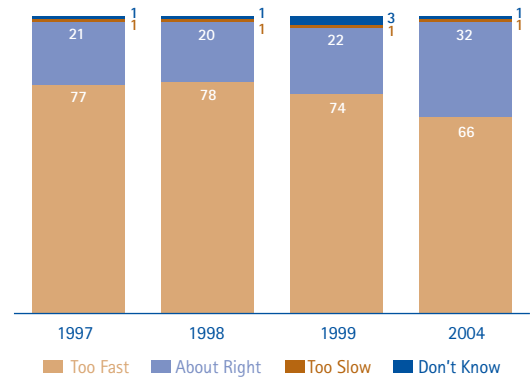
### Population Change and Perceptions of Growth

The population of Maricopa County has expanded by over a million people since 1990. The density of that population has increased by more than 900 people per square mile. Residents remain acutely aware of growth issues and see a relationship to quality of life. Although fewer respondents in 2004 than 1999 felt that the region was growing too quickly and more thought growth was "about right", fully two-thirds continue to see growth as "too fast." However, numbers were less for those who were "very concerned" about the effect of growth on their quality of life. Older residents were almost twice as likely as younger residents to be very concerned about growth and their quality of life.

## TWO OUT OF THREE RESIDENTS FEEL THAT THE REGION IS GROWING TOO FAST

% Responses, 1997, 1998, 1999 and 2004

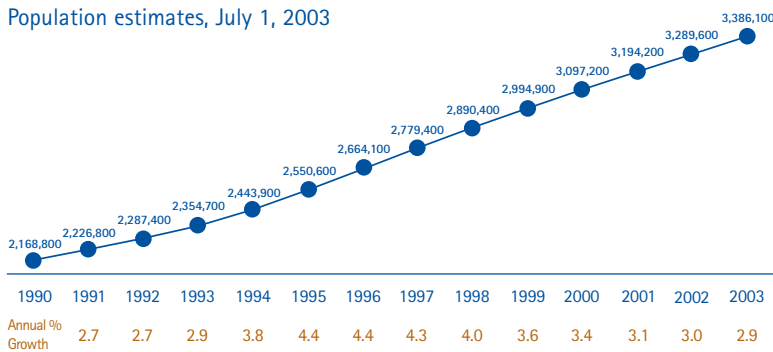
Residents who said the entire area is growing...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1997, 1998, 1999 and 2004.

## MARICOPA COUNTY'S POPULATION CONTINUES TO INCREASE

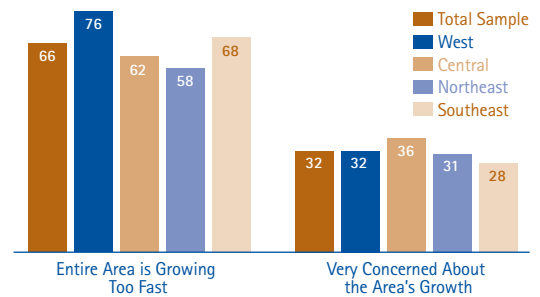
Population estimates, July 1, 2003



Source: Center for Business Research, W.P. Carey School of Business, ASU, 2003.

## WITH THE WEST VALLEY NOW A GROWTH HOT SPOT, FEELINGS OF "TOO FAST" ARE HIGHEST THERE

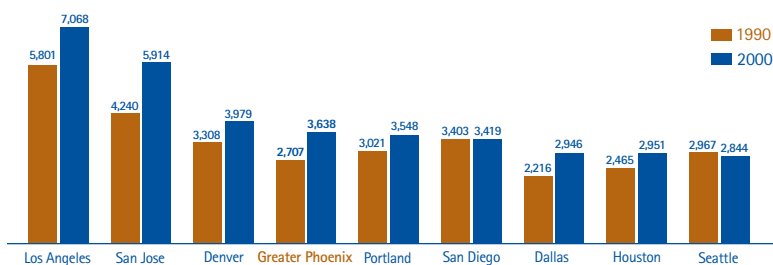
% Responses by area, 2004



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

## POPULATION DENSITY IS INCREASING IN MOST WESTERN METROS

Persons per square mile for selected Western urbanized areas\*, 1990 and 2000



\* The "urbanized area" is the portion of a metropolitan area that is built up and contains at least 1,000 persons per square mile. Source: U.S. Census Bureau, Geography Division, Census 2000 and Center for Business Research, Arizona State University.

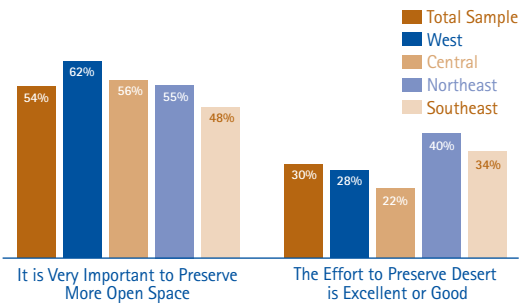
## Perceptions on Open Space

Only three out of ten respondents thought that the region's record on preserving open desert land was "excellent" or "good." Support for preserving open space remains strong. Just over half of respondents (54%) believe that it is very important to preserve more open space. As with most areas, the metro sectors show a number of similarities and differences.

## OUTLOOKS ON DESERT PRESERVATION AND OPEN SPACE VARY BY LOCATION

% Responses by area, 2004

Residents who said...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

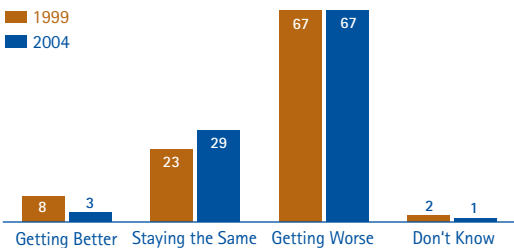
### Perceptions of Air Quality

A majority of residents in both 1999 and 2004 believed that air quality was deteriorating. Despite these widespread negative notions, relatively few people would move out of the area to get away from air pollution, only 10% in 1999 and 7% in 2004.

## RESIDENTS STILL BELIEVE AIR QUALITY IS GETTING WORSE

% Responses, 1999 and 2004

Residents who said air quality is...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

### Air Quality Data

The U.S. Environmental Protection Agency (EPA) sets air quality standards for common pollutants. The EPA designated Maricopa County as a "serious non-attainment area" in 1996 due to high levels of carbon monoxide, ozone, and particulate matter. As a result, state and county agencies implemented multi-faceted plans to bring the region back into compliance. The county no longer violates the one-hour ozone standard or the carbon monoxide standard.

However, in 1997 the EPA came out with a more stringent eight-hour ozone standard. In 2004, the EPA began issuing "non-attainment" designations for areas not meeting this new ozone standard. As a result, portions of Maricopa County are once again in non-attainment status for ozone. Maricopa County also continues to exceed health standards for larger particulate matter (PM<sub>10</sub>), despite experiencing some improvement over the past several years.

## MARICOPA COUNTY NOW RECORDS FEWER DAYS OF POOR AIR QUALITY THAN IN THE PAST

Number of days when federal air quality standards were exceeded, 1994–2003

|                    | 94 | 95 | 96 | 97 | 98 | 99 | 00 | 01 | 02 | 03 |
|--------------------|----|----|----|----|----|----|----|----|----|----|
| Particulate Matter | 10 | 18 | 11 | 12 | 4  | 9  | 8  | 6  | 2  | 4  |
| One-Hour Ozone     | 2  | 5  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Eight-Hour Ozone   | 7  | 20 | 17 | 15 | 28 | 24 | 20 | 12 | 14 | 11 |
| Carbon Monoxide    | 3  | 4  | 2  | 1  | 0  | 1  | 0  | 0  | 0  | 0  |

Data may differ from 1999 *What Matters* because of revised data.

Sources: For ozone and carbon monoxide, U.S. Environmental Protection Agency, Information Management Group. For PM<sub>10</sub>, Maricopa County Environmental Services Department, Air Quality Division, PM<sub>10</sub>Historical Data (1994–1998) and *Network Reviews* (1999–2003).

### Water Usage

In 2000, of the total 2.1 million acre-feet of surface water and groundwater used in the Phoenix Active Management Area (excluding Indian communities) approximately 46% was for agriculture, 48% was for municipal purposes, and 6% was for non-municipal industrial uses (such as golf courses). Approximately 70 percent of all water delivered in 2000 by municipal water providers was for residential use.

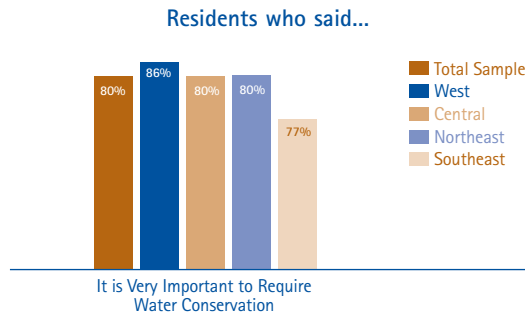
The calculation of water usage in the Phoenix Active Management Area (AMA) is complex. Recent litigation which was largely resolved in 2004, placed Arizona Department of Water Resources' (ADWR) municipal regulatory programs on hold for five years. Since ADWR continued to collect water use data for all municipal water providers, and population data for the entire regulated area, it is possible to calculate total gallons per capita per day usage for the entire Phoenix AMA for the year 2000 but not for the individual providers. This calculation shows that the total gallons used on a per capita per day basis in the Phoenix AMA dropped from 307 gallons in 1990 to 271 gallons in 2000.

## Perceptions of the Need for Water Conservation

Drought has heightened awareness of water issues, and with more dry years on the horizon, that concern may increase. In recent years, the Arizona Department of Water Resources and many municipalities have implemented a public awareness campaign, *Water – Use it Wisely*, to educate residents on how to conserve water. The conservation messages appear to be getting through. In fact, fully 80% of respondents said it was “very important” to require water conservation. Another 16% voiced that requiring conservation is “somewhat important.”

## OPINIONS ABOUT WATER CONSERVATION ARE VERY STRONG ACROSS THE BOARD

% Responses by area, 2004



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

## Water Quality

The U.S. Environmental Protection Agency (EPA) sets maximum allowable levels for contaminants in drinking water. In Maricopa County, 105 entities deliver drinking water. Of these, 33 are large providers, mainly cities and Luke Air Force Base. Each year, several water systems have health violations, most commonly involving coliform bacteria, nitrate, or fluoride. The population affected by these violations varies considerably from year to year depending on the number of people served by the systems in violation. Most violations are resolved within a few days and pose no serious health threats to consumers. In some cases the same water system may experience several distinct violations in a single year.

At the time of this report, four Maricopa County water systems had unresolved violations, affecting a total of 610 people. Two of these systems had excess fluoride, one had excess nitrate, and the other had both coliform bacteria and excess nitrate. These violations have been ongoing for several years.

## EACH YEAR SOME MARICOPA COUNTY RESIDENTS ARE AFFECTED BY TEMPORARY WATER CONTAMINATION

Resolved Health-Based Violations in Maricopa County Public Water Systems

| Year | Number of People Affected* | Number of Public Water Systems with One or More Resolved Violations |
|------|----------------------------|---|
| 1999 | 151,570                    | 17  |
| 2000 | 77,519                     | 22  |
| 2001 | 163,859                    | 16  |
| 2002 | 60,511                     | 18  |
| 2003 | 40,500                     | 20  |

\* In past years numbers of people affected were much larger. Now data collection makes it possible to better pinpoint those affected. This improvement accounts for the size of the affected numbers here in comparison to previous quality of life reports. Note: When the same population is affected by more than one distinct violation in a single year, the number of people affected is counted for each violation; therefore some populations may be counted more than once.

Source: Arizona Department of Environmental Quality, Water Quality Compliance Assurance Unit, 2004.

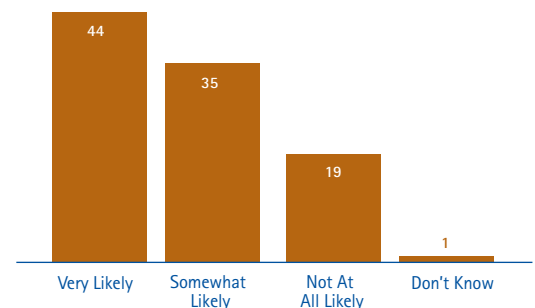
## Perceptions of Sustainability

With continued population growth, more cars, and more pressure on habitats due to development, the question of “sustainability” comes into play. “Sustainability” refers to balancing economic development, social and community well-being, and environmental conservation over a long time horizon. The idea resonated with a substantial number of residents. Forty-four percent of residents said they would be “very likely” to do such things as take a bus, use less water, or live closer to work to help the area be sustainable. Of note are the considerable differences among various groups. Lower income residents, long-term residents, women, and people with lower education levels are more likely than other groups to say they would take actions that promote sustainability. The 2004 survey pointed out in general that low-income and minority residents are attuned to environmental quality. For example, Hispanic and low-income residents rated the environment more important in relation to quality of life than other groups in the sample.

## RESIDENTS ARE OPEN TO TAKING ACTIONS THAT PROMOTE SUSTAINABILITY

% Responses, 2004

On taking actions to make the region more sustainable, residents who said it was...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.



# families and youth

## category rank

1997 survey  
1 2 **3** 4 5 6 7 8 9

1998 survey  
1 **2** 3 4 5 6 7 8 9

1999 survey  
1 2 **3** 4 5 6 7 8 9

2004 survey  
1 2 3 4 5 **6** 7 8 9

Everybody has a family. So it's hardly surprising that Greater Phoenix residents consider the status of families and youth to be very important to quality of life. Few issues are more important than the safety of children and families. Domestic violence and child abuse have been much in the headlines, both for tragic incidents and the many efforts by public agencies and individuals to prevent and treat such problems. Families and youth did not rank as high this year among the nine major issues as in the past. The spotlight this year shone on the specific issues, notably education, economy, and healthcare, that mean so much to the well-being of families and youth.

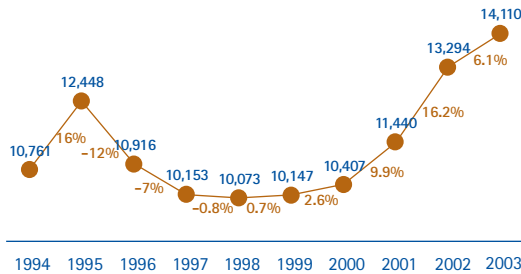
## Families, Youth, and Quality of Life Perceptions and Indicators

### Domestic Violence

Domestic violence – among police departments' most frequent calls for service – has serious costs to individuals, employers, and public agencies. Petitions filed for orders of protection in Maricopa County rose steadily from 2000 to 2003 after a period of fairly small increases between 1997 and 2000. However, some of this increase can be attributed to more public education and improvements in the reporting system. Indeed in recent years, significant awareness campaigns and policy changes in parts of the criminal justice system, such as stiffer penalties, have raised the profile and the consequences of domestic violence.

### DOMESTIC VIOLENCE ORDERS ARE AGAIN ON THE RISE

Number of petitions filed for domestic violence orders of protection, and % change 1994-2003



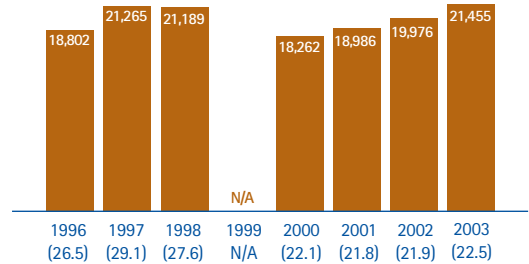
Source: Arizona Supreme Court, Data Reports, 1999-2003.

### Child Abuse and Neglect

The number of reported child abuse or neglect cases in Maricopa County increased 17% over the past four years, with nearly 21,500 reports to the Arizona Department of Economic Security Child Protective Services child abuse hotline in 2003. However, because of the region's population growth, the rate of reported abuse per 1,000 children remained basically unchanged.

### CHILD ABUSE AND NEGLECT CALLS REMAIN A SERIOUS ISSUE

Number of child abuse hotline calls, and rate per 1,000 children, 1996-2003



Number in parentheses indicates rate per 1,000 children.

\* Calls to the child abuse hotline in Maricopa County meeting the criteria for a report of child maltreatment valid for investigation/assessment, federal fiscal years 2000-2003. Beginning in 1999, data were collected based on the federal fiscal year (October 1 - September 30).

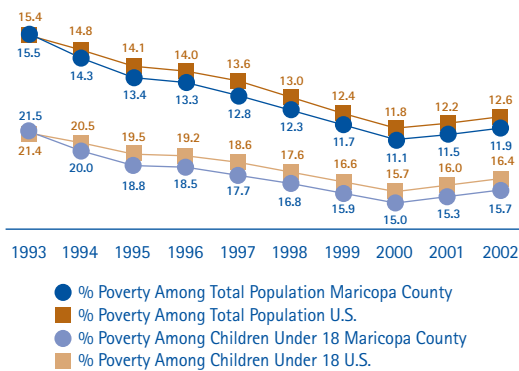
Source: Arizona Department of Economic Security, Division of Children, Youth and Families, Child Protective Services. Rates calculated by Morrison Institute for Public Policy, based on county population estimates of persons below age 18.

### Poverty Rates

In 2002, 11.9% of Maricopa County residents and 15.7% of its children were living in poverty. On the one hand, these rates reflect a decline in poverty since 1994 and remain below the national level. On the other, the rates appear to have bottomed out in 2000 and may now be again on the rise. Further, county poverty rates among Hispanics are roughly four times higher than among non-Hispanic Whites, with over a quarter of Maricopa County's Hispanic children living in poverty. African Americans and American Indians experience high poverty rates as well; American Indian children have the highest rates of any group, at 31%.

## POVERTY EASES, FOR NOW

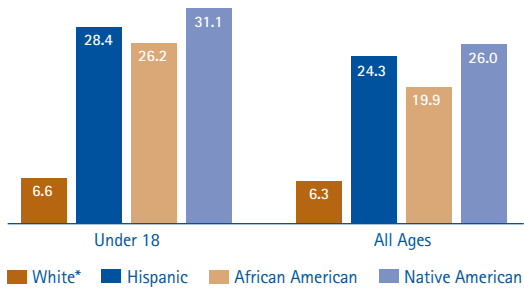
% Residents and children living in poverty in Maricopa County and U.S., 1993-2002\*



\* See Data Notes and Sources for details on calculations of this indicator. Data differ from the 1999 *What Matters* because of official data revisions. Source: Center for Business Research, Arizona State University, April 2004.

## MINORITY GROUPS EXPERIENCE HIGHER RATES OF POVERTY

Maricopa County poverty rates by race and ethnicity, 1999



\* Non-Hispanic Source: U.S. Census Bureau, Census 2000, Summary File 3.

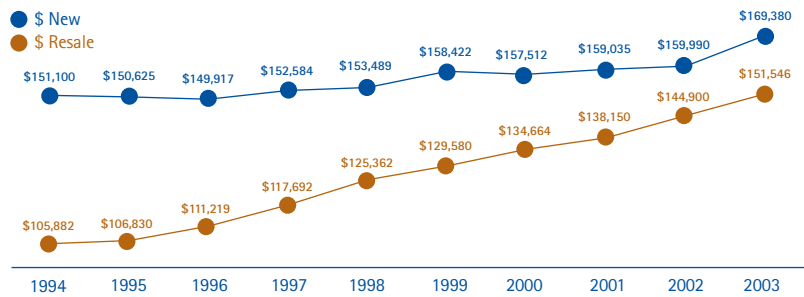
## Housing Affordability

Housing is both the major expense for most families and a crucial ingredient in their well-being. Greater Phoenix home prices are on the rise but less than most other large Western regions, and apartment rents have remained flat in the past several years. However, nearly 60% of respondents agreed that Greater Phoenix should "make more affordable housing available." This percentage jumped to 69% among residents earning less than \$50,000 annually.

In this section, the median prices for resale and new homes, and rents for 1994-2003 are in 2002 dollars. The Consumer Price Index (CPI) was used to adjust for inflation, using 2002 as the base year. Adjusting for inflation allows for a more accurate comparison of the value of the data in these tables.

## GREATER PHOENIX HOME PRICES CONTINUE THEIR STEADY RISE

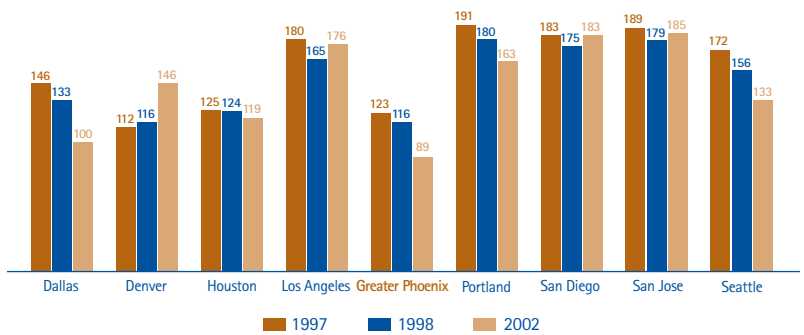
Median prices for resale and new homes, 1994-2003 in 2002 dollars



Data in this edition are adjusted to 2002 dollars, whereas the data in the 1999 *What Matters* report were not. Inflation adjustments are based on the Consumer Price Index published by the U.S. Bureau of Labor Statistics. Sources: Arizona Real Estate Center, Arizona State University, 2004, and U.S. Department of Commerce, Bureau of Economic Analysis, 2004.

## GREATER PHOENIX HOMES COST LESS THAN THOSE OF ITS WESTERN NEIGHBORS

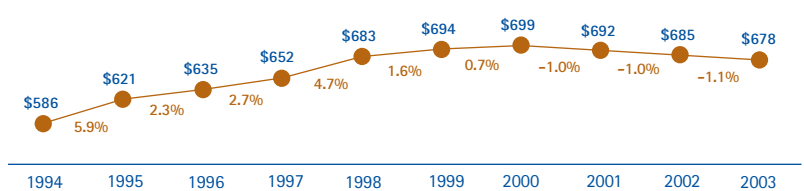
Metro Area Rankings of Housing Affordability\*, 1997, 1998, and 2002



\* (1 is most affordable) This indicator measures the share of homes sold in each area that would have been affordable to a family earning the area's median income during a given quarter of the listed year. The total number of metros ranked varied slightly by year, from 191 to 193. Rankings for 2002 are the latest available. Source: NAHB-Wells Fargo Housing Opportunity Index, National Association of Home Builders.

## GREATER PHOENIX RENTS ROSE AND THEN LEVELED OFF

Average\* apartment rent and % change, 1994-2003, in 2002 dollars



\*In Maricopa County apartment complexes with 50 or more units. Data in this edition are adjusted to 2002 dollars, whereas the data in the 1999 *What Matters* report were not. Inflation adjustments are based on the Consumer Price Index published by the U.S. Bureau of Labor Statistics. Sources: RealData, Inc., 2004, and U.S. Department of Commerce, Bureau of Economic Analysis, 2004.

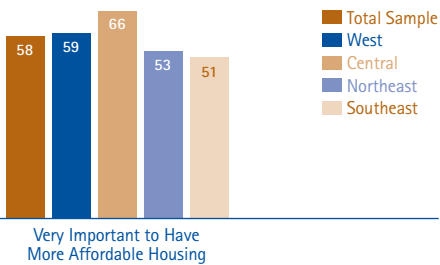
## Perceptions of Affordable Housing

One of the solutions survey participants were asked to respond to was additional affordable housing. Across the region, more than half of respondents saw this as something "very important" to the region.

### AFFORDABLE HOUSING IS ON THE MINDS OF THE MAJORITY OF RESIDENTS

% Responses, 2004

Respondents who said it is ...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

special commentary

## Safe at Home in a Safe Community

*Ginger Spencer, Director, Family Advocacy Center, City of Phoenix and ASU Community Fellow*

For years, violence within families has been both all too common and all too commonly ignored by the wider community. But it shouldn't be. Domestic violence constitutes a profoundly destructive force that erodes love, trust, physical and mental health, and social, and safety bonds throughout our communities, while quietly breeding yet more problems for the future.

The data are striking. The U.S. Justice Department reports that domestic violence is the leading cause of injury for American women ages 15 to 44. In Arizona, domestic violence claimed 100 lives in 2003. Arizona law enforcement officers respond to a domestic violence call every five minutes on average, and make an arrest every 19 minutes. Nor do only the victims themselves suffer. Domestic violence is a dangerous call for law enforcement officials, and may put children, neighbors, co-workers and others at risk.

Fortunately, attitudes seem to be shifting. On the federal, state and local level, public officials and private organizations are educating the public, improving treatment for victims and offenders, and providing refuge for victims. But the need remains great. During FY 2002 in Arizona, nearly two out of three women and children seeking refuge in domestic violence shelters were turned away for lack of space. Greater Phoenix faces no more urgent need than to address family violence as quickly and powerfully as possible. Family life and childhood should be cherished as nurturing safe havens. Domestic violence destroys that, spawning injury and anger that too often become the entire community's problem. Everyone deserves to be safe at home; without that, no community can hope to be.

## Partnerships are Key for Economic Growth

*Mayor Boyd W. Dunn, City of Chandler  
and ASU Community Fellow*

What matters most? In Chandler, it is how we approach the myriad challenges associated with growth. Throughout the past decade, Chandler has been one of the nation's fastest-developing communities. The numbers themselves are not a source of pride to us. Rather, it is the community partnerships we have established to ensure smart growth that make us feel good about the future.

As I like to say, Chandler is a community of "life quality." We have excelled on amenities, services, infrastructure, and fiscal stability during challenging economic times. We have done so because of partnerships with our schools, businesses, neighborhoods, and surrounding communities. These productive relationships will go a long way toward maintaining our positive momentum and can provide models the whole region can look to.

In less than a decade, Chandler's population will reach its capacity of approximately 290,000 residents. Our remaining retail opportunities will be exhausted a few short years later. The last of the land set aside for employment will be filled by 2030. The decisions we make as we reach these milestones must ensure the foundation for long-term sustainability. Without partnerships, that foundation will crumble within a short time.

The alliances we have formed with our school districts provide an excellent example. We share swimming complexes and libraries with high schools and parks and ballfields with elementary schools. The city and schools share the benefits and costs of the Chandler Center for the Arts.

We partner with business through our Commercial Reinvestment Program, where aging retail centers are refurbished with matching dollars. Bringing these older centers back to life helps revitalize the surrounding neighborhoods.

We work with our Chamber of Commerce to provide resources for budding entrepreneurs and are creating an Economic Development Advisory Panel to ensure wise economic choices.

And, of course, we partner with our residents. We seek input to make certain that development fits well into neighborhoods, while balancing the fiscal needs of the entire community.

Partnerships matter. These enduring associations will mean continued success for our community and our region. They form the foundation for Chandler's success today and for decades to come.

# transportation and mobility

## category rank

1997 survey  
1 2 3 4 5 6 **7** 8 9

1998 survey  
1 2 3 4 5 6 **7** 8 9

1999 survey  
1 2 3 4 5 6 7 **8** 9

2004 survey  
1 2 3 4 5 6 **7** 8 9

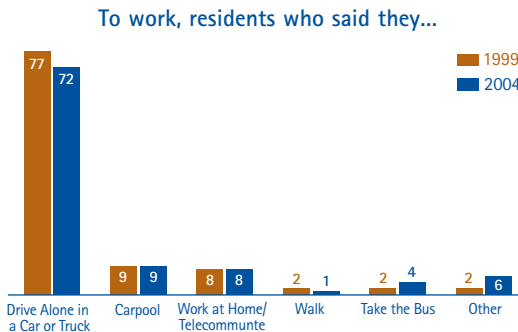
Going to work, going to play – so many aspects of urban life require the wherewithal to get from here to there easily and quickly. With freeways opening, new paving making for quieter rides and neighborhoods, and approval of light rail development, transportation has been “on the move” in Greater Phoenix.

## Transportation and Quality of Life Perceptions and Indicators Commuting

Most of Greater Phoenix' workers still drive to work alone, but the percentage who reported doing so in this survey is down somewhat. In addition, alternatives are gaining ground slowly.

### TRAVEL TO WORK IS STILL MOSTLY ONE TO ONE

% Reporting various forms of commuting among those employed, 1999 and 2004



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

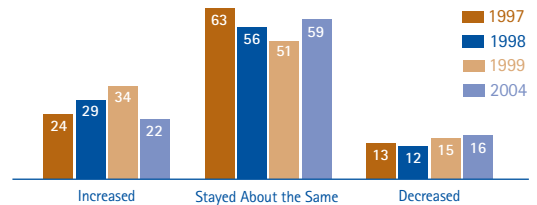
## Perceptions of Commute Times

Residents' perceptions of commute times show a marked change from the past. The percentage of residents indicating an increased commute time in 2004 is 12 percentage points lower than in 1999. Residents do still have limits on commuting however. While 38% said “commute time is not a factor” in their work, and thus they would not change their home or work location in response, 49% reported they would. Adding a half hour to a commute time may be a breaking point for a sizeable portion of workers.

### COMMUTE TIME INCREASES FOR FEWER IN GREATER PHOENIX\*

% Saying commute times have increased, decreased, or remained the same among those employed, 1997, 1998, 1999, and 2004

Residents who say their commute time has...



\* Based on those who reported driving alone or in a carpool.

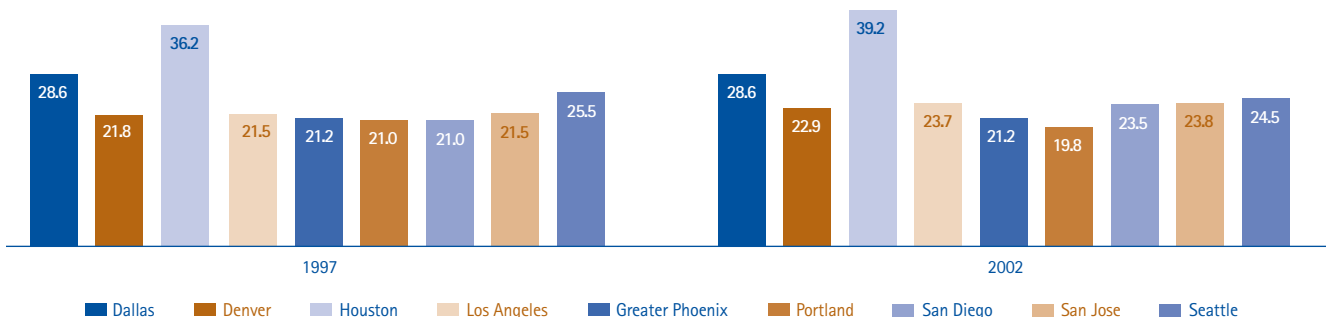
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1997, 1998, 1999 and 2004.

## Daily Vehicle Miles Traveled

Greater Phoenix recorded a figure of 21.2 daily vehicle miles per capita in 2002 and has remained essentially flat since the mid-1990s.

### GREATER PHOENIX RESIDENTS DRIVE LESS PER DAY THAN RESIDENTS OF SOME PEER WESTERN REGIONS

Daily vehicle miles per capita, 1997 and 2002



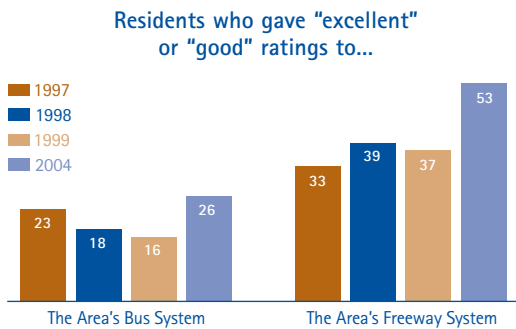
Source: Federal Highway Administration, 1997 and 2002.

### Perceptions of Freeway and Bus Systems

Having grown up with a car culture, perceptions of bus transit in Greater Phoenix have generally been quite negative. That trend may be changing however. In 2004, 3% called the bus system "excellent", 23% said it was good, 28% "fair," and 30% "poor." Interestingly, the "don't knows" at 17% show the system has a lot of educating to do. Outlooks on the freeway system have also improved substantially since the previous surveys.

#### GREATER PHOENIX RESIDENTS GIVE FREEWAYS AND BUSES IMPROVED RATINGS

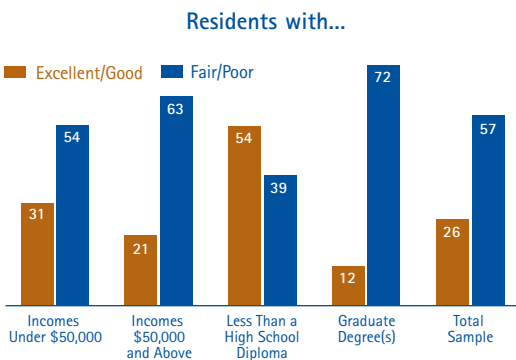
% Respondents rating the bus and freeway systems as excellent or good, 1997, 1998, 1999 and 2004



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1997, 1998, 1999, and 2004.

#### THOSE WITH LOWER INCOMES AND LESS EDUCATION GIVE BUSES HIGHER MARKS

% Responses, 2004



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

### Perceptions of Traffic and Transit Expansion

Everyone has an opinion about traffic – usually a negative one. The 2004 survey is no different and shows virtually no change from five years ago. Eighty-one percent of respondents in 1999 and 80% in 2004 expressed that traffic is getting worse. This very strong opinion is uniform across the regions of the metropolitan area.

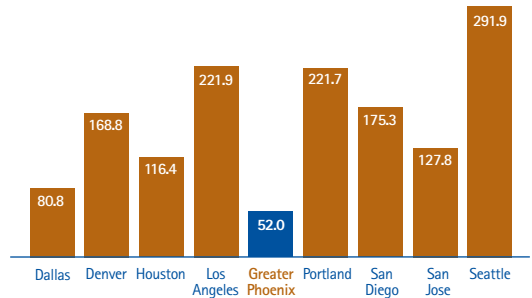
When it comes to thinking about expanding transit, more than half (56%) of respondents felt it is very important to quality of life to increase transportation alternatives. Another third (34%) see such action as somewhat important. In addition, this favorable outlook on transit expansion is clear across the board with every sector at 50% or above. Six out of ten residents in the Central sector said transit expansion is "very important."

### Per Capita Transit Miles

Transit in Greater Phoenix is evolving, but the miles per capita continue to lag other Western regions. Greater Phoenix posts 52 passenger miles per capita, compared with Seattle's 291.9.

#### GREATER PHOENIX CONTINUES TO TRAIL OTHER WESTERN REGIONS IN TRANSIT MILEAGE\*

Miles of transit use per capita, 2002



\* These figures differ from 1999 because of changes in methodology to allow for future updating.

Source: Federal Transit Administration National Transit Database, U.S. Census Bureau, 2002, and Morrison Institute for Public Policy, 2004.

# community

## category rank

1997 survey  
1 2 3 4 5 6 7 **8** 9

1998 survey  
1 2 3 4 5 6 7 8 **9**

1999 survey  
1 2 3 4 5 6 **7** 8 9

2004 survey  
1 2 3 4 5 6 7 **8** 9

With a steady stream of new development and a rapidly growing and changing population, building strong communities has challenged this region traditionally, despite residents' recognition of the vital connection between community and quality of life.

## Community and Quality of Life Perceptions and Indicators

### Population In and Out Migration

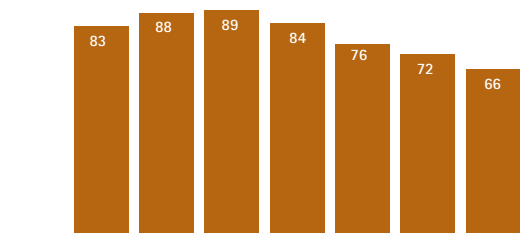
In recent years, five potential long-term residents were arriving to give Greater Phoenix a try, while three other residents left the area. This oft-noted "churning" of the region's population has been cited as a negative factor in many aspects of civic and community life. Specifically nearly 1.3 million people moved into this region between 1995 and 2001, and 740,000 moved out.

## Perceptions of the Status of Quality of Life

When asked "How would you rate the quality of life in the metropolitan area right now?" 64% percent answered excellent or good, while 35% chose fair or poor. Interestingly, the strongest predictor of where respondents stood on this question was how they ranked their personal quality of life – the higher the personal rating, the more positive they were about quality of life in the metropolitan area. Since 1997, ratings of metropolitan quality of life have improved, while those for personal quality of life have remained stable. However, in both 1999 and 2004 more than 40% of respondents said their personal quality of life had improved in the past year. But feelings about quality of life issues also related to where respondents live.

### MARICOPA COUNTY'S POPULATION REMAINS TRANSIENT

Maricopa County In and Out Migration (000s), 1995-2001



Net Migration

|       | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|-------|------|------|------|------|------|------|------|
| Net*  | 83   | 88   | 89   | 84   | 76   | 72   | 66   |
| In    | 179  | 185  | 191  | 190  | 184  | 186  | 182  |
| Out   | 96   | 97   | 102  | 106  | 109  | 114  | 116  |
| Ratio | 1.86 | 1.91 | 1.87 | 1.79 | 1.69 | 1.63 | 1.56 |

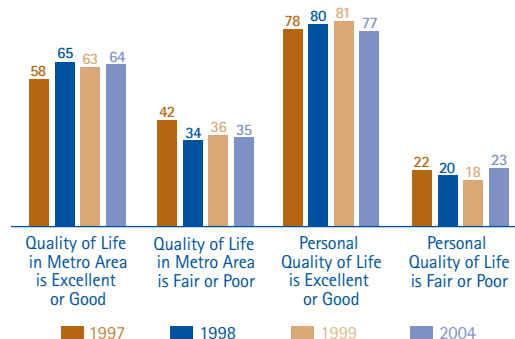
\* Net migration equals in-migration minus out-migration and includes international migration estimates.

Source: Center for Business Research, L. William Seidman Research Institute, W.P. Carey School of Business, Arizona State University, 2003.

### THE MAJORITY THINK QUALITY OF LIFE IN GREATER PHOENIX IS "EXCELLENT" OR "GOOD"

% Respondents, 1997, 1998, 1999 and 2004

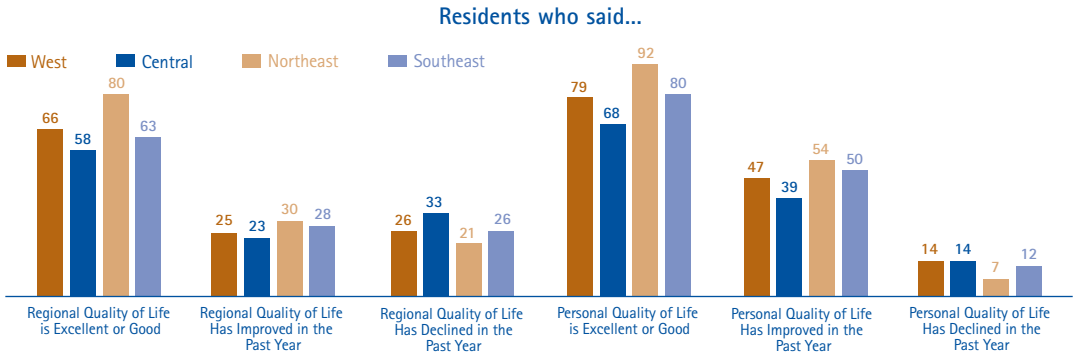
Residents who said...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*.

## NORTHEAST AREA PERCEIVED AS BEST QUALITY OF LIFE AND CENTRAL LEAST

% Responses by area, 2004



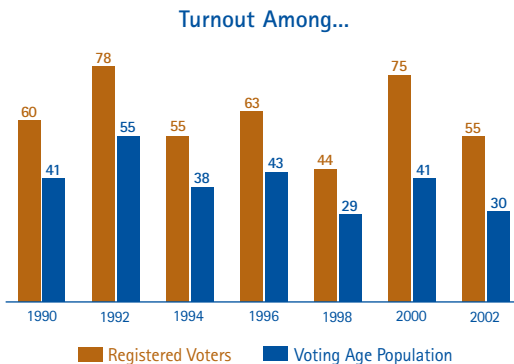
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

### Voter Turnout

Voter turnout serves as a general indicator of residents' civic engagement. At the end of the 1990s, there was concern that only 44% of the registered voters participated in the 1998 election, but in 2000 and 2002 rates bounced back to earlier levels. Unofficial data for 2004 shows 78% of registered voters turned out.

### THE RIGHT TO VOTE IS NOT BEING EXERCISED AS OFTEN AS IT COULD BE

% Turnout among registered voters and the voting-age population, 1990-2002



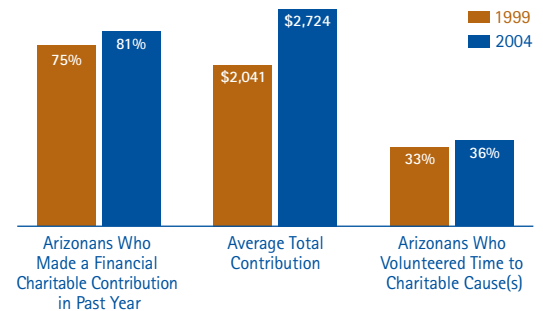
Source: Maricopa County Recorder, Elections Department 1990-98, Arizona Secretary of State 2000-02, U.S. Census Bureau 2000-2002.

### Charitable Giving and Volunteerism

Other indicators of community-mindedness include support of local charities and community volunteerism. According to "tracking" data from the Arizona Community Foundation and Leave a Legacy Arizona, 81% of Arizonans made a financial charitable donation in 2004 (up from 75% in 1999); 67% went to Arizona organizations. The survey also found that 36% of Arizonans volunteered time to charitable organizations (up from 33% in 1999).

### CHARITABLE GIVING AND VOLUNTEERISM ARE INCREASING IN ARIZONA

% Responding, 1999 and 2004



Source: Giving in Arizona: 2004 Guide to Philanthropy, Arizona Community Foundation and Leave a Legacy Arizona, 2004.

### Perceptions of Sense of Community

A sense of community is often hard to describe, but easy to recognize. When asked whether or not they feel a sense of community with other people in their neighborhood, 69% said yes in 2004. This compares with 61% in 1999, 66% in 1998, and 66% in 1997.

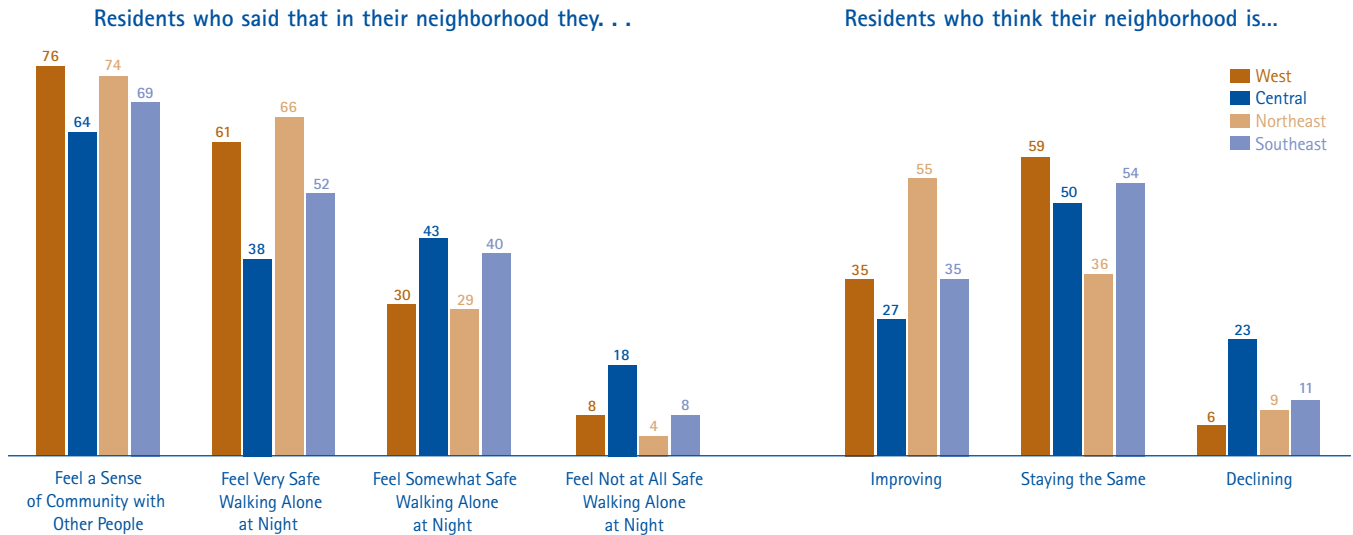
### Perceptions of the Status of Neighborhood Health

When asked if their neighborhood was getting better, staying the same, or getting worse, most thought it was staying the same. However, fully a third reported that it was improving, and only a small minority (14%) reported it as declining. People in the Central area are more likely to view their neighborhoods as declining. Almost half of these residents say they would move out if they could. By contrast, West and Northeast residents generally report high levels of satisfaction with their neighborhoods.



## NEIGHBORHOOD SATISFACTION IS LOWEST IN THE CENTRAL AREA

% Responding in total and by area, 2004



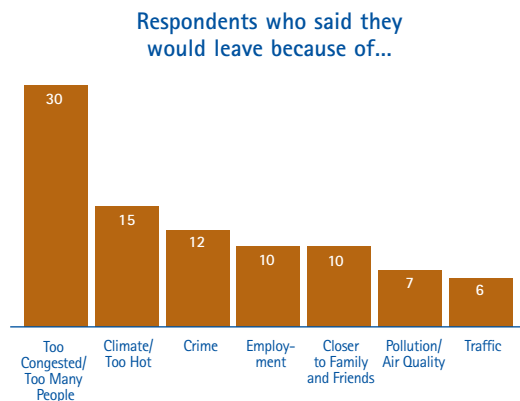
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

### Perceptions of Desire to Leave the Region

The transitory nature of life for many in the metro area may run counter to the commitment people generally have to the community in which they live. While most would not want to leave the area and plan to stay for the rest of their life, a still very substantial 40% of respondents reported they would move out of the metropolitan area tomorrow if they could. This is a bit less than the percentage reporting a desire to leave in 1999 (45%). Residents cited various reasons for contemplating leaving, in particular, congestion and too many people.

### MANY REASONS\* ARE GIVEN FOR THINKING ABOUT LEAVING GREATER PHOENIX

% Responses, 2004



\*Respondents may have provided more than one answer.

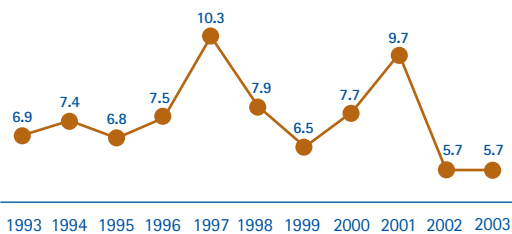
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

### Hate Crimes

Bias offenses or "hate crimes" are subjective by nature and may often go unreported, but the rate of such incidents can be used as a broad indicator of tolerance. The rate of hate crimes per 100,000 residents in Maricopa County peaked in 1997 and then dropped until 2001. Following the terrorist attacks of September 11, 2001, the rate rose. Since then, rates have declined and are now at the lowest level in 10 years.

### THE HIGH POINT OF "HATE CRIMES" OCCURRED IN 1997, WITH A SPIKE AFTER SEPTEMBER 11, 2001

Number of Incidents and Crimes per 100,000 residents, 1993-2003



Source: Arizona Department of Public Safety, 1993-2003.

# the sustainability option

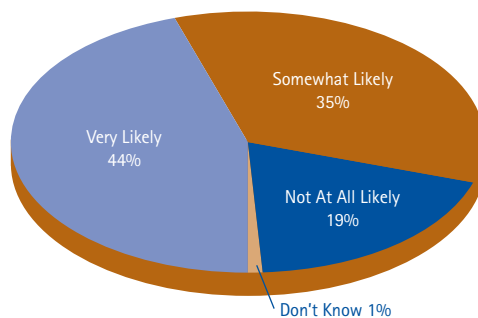
"Sustainability" began as a concern among researchers and scholars. Now however, one might say the idea is making its way out of the academy and onto the street. With the help of scientists, leaders and community activists in urban regions across the globe are realizing that traditional development patterns are out of step with the pressures of population growth, economic development, and social issues. As a result, sustainability increasingly is equated with quality of life and the goal of simultaneous progress on environmental, social, and economic priorities. This is known as the "three pillars" approach to sustainability.

In the public discussion groups held for this project, Morrison Institute for Public Policy asked the participants if they had heard of sustainability and what they thought it meant. Most participants had some sense of the concept. One person defined it as making sure something "will survive over time, will be here tomorrow;" another called it "staying power." After hearing the three pillars approach, participants liked the idea, but noted the difficulty of implementing all three components on a large scale. Nonetheless most participants said they would be willing to change their daily routine to make Greater Phoenix more sustainable. For example, one person volunteered, "I'd give up the car if I could ride a train."

A question on the 2004 Quality of Life Survey tested that willingness among the public at large. Nearly 80% of respondents reported that they were very or somewhat likely to take a bus, use less water, or live closer to work in the name of sustainability. Of course, actually changing behavior is easier said than done. The response, though, may signal that Greater Phoenix residents are open to the concept of sustainability, especially because they see growth continually reshaping the region. In addition, a significant majority (66%) reported the region is growing too fast.

## RESIDENTS SEEM OPEN TO THE IDEA OF SUSTAINABILITY

% Reporting likelihood of changing behavior for sustainability, 2004



Source: Morrison Institute for Public Policy and *The Arizona Republic*, 2004.

# arts, culture, and recreation

## category rank

1997 survey  
1 2 3 4 5 6 7 8 **9**

1998 survey  
1 2 3 4 5 6 7 **8** 9

1999 survey  
1 2 3 4 5 6 7 8 **9**

2004 survey  
1 2 3 4 5 6 7 8 **9**

Outlooks on what constitutes recreation have changed little in the past five years, but perspectives on arts and culture have changed quite a lot. Now recognized to be much more than the nonprofit performing arts sector, arts and culture encompasses a wide range of for-profit and nonprofit opportunities in arts, museums, libraries botanical gardens, zoos, and related activities for residents of all ages. In addition, a substantial move in recent years has been made to expand, broaden, and diversify audiences. Arts, culture, and recreation have always been important to quality of life, but now their definition is broader and, presumably, their impact greater.

## Arts, Culture, and Recreation and Quality of Life Perceptions and Indicators

### Arts and Culture Opportunities for Residents

With over 300 organizations in Maricopa County, Greater Phoenix has an arts and culture sector that offers a wide variety of performances, festivals, and enrichment experiences. New institutions are continuously forming and many new venues for artistic and cultural expression have recently opened or are about to open. According to Alliance for Audience, an organization that operates a centralized web site, [www.ShowUp.com](http://www.ShowUp.com), for all types of arts and culture, thousands of opportunities for paid and free events and performances are available each month. December 2004 is the beginning of tracking to develop a trend line for arts and culture opportunities in the region.

### OPPORTUNITIES FOR ARTS AND CULTURE EXPERIENCES

Event Count, December 2004

| Types of Events and Experiences | Number       |
|---------------------------------|--------------|
| Theater                         | 211          |
| Music                           | 69           |
| Dance                           | 95           |
| Visual Arts                     | 944          |
| Festivals and Special Events    | 68           |
| Kids and Family                 | 1,203        |
| Poetry and Literature           | NA           |
| World and Traditional           | NA           |
| Museums                         | 544          |
| <b>Total</b>                    | <b>3,134</b> |

These figures reflect unduplicated offerings for the month of December as an indicator of the number and variety of arts and culture opportunities in the region. Opportunities may be listed in several categories. The number and type of events vary monthly and will be tracked for *What Matters*. Each day an event or exhibition is available is considered an "opportunity." Please note that ShowUp.com is new and thus this count may be somewhat low.

Source: [www.ShowUp.com](http://www.ShowUp.com), December 2004.

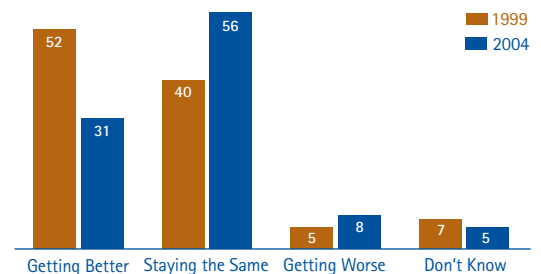
### Perceptions of the Status of Arts and Culture

Fewer people see arts and entertainment improving in recent years, but many more see it staying the same. With new venues and organizations having begun operations in the past five years and before, residents may not see as many highly visible large-scale arts and entertainment activities debuting recently as in the past.

### MORE SEE ARTS AND ENTERTAINMENT AS STAYING THE SAME THAN GETTING BETTER

% Respondents, 1999 and 2004

Residents who said arts and entertainment is...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

### Sports Opportunities for Residents

Big league sports teams contribute to a sense of place and community pride. Collectively, the four major professional franchises, Arizona Diamondbacks, Phoenix Suns, Phoenix Coyotes, and Arizona Cardinals, see over 4.5 million attendees per year, with the Diamondbacks accounting for the majority (64% over the last five years). In addition, 1.3 million attended the 2004 Cactus League games of the 12 teams holding spring training in the state, according to the Arizona Tourism and Sports Authority. Six metro area cities and towns host one or more of nine Cactus League teams: Mesa, Peoria, Phoenix, Scottsdale, Surprise, and Tempe.

However, as with arts and culture, opportunities to participate in and watch sports go far beyond the four obvious activities. This list of professional sports opportunities will be tracked and expanded to see how it increases or decreases over time. In 2004, residents and visitors had an estimated 543 opportunities to take in a professional sports venue that featured a Greater Phoenix-based team or event.

## OPPORTUNITIES FOR SPORTS EXPERIENCES

Event Count, 2004

| Types of Events and Experiences                   | Number     |
|---|------------|
| Arizona Diamondbacks                              | 83         |
| Phoenix Suns                                      | 42         |
| Phoenix Mercury                                   | 19         |
| Arizona Cardinals                                 | 9          |
| Phoenix Coyotes**                                 | 33         |
| Arizona Rattlers                                  | 11         |
| Phoenix International Raceway***                  | 5          |
| Firebird International Raceway                    | 27         |
| FBR Open (formerly the Phoenix Open) (Men's Golf) | 8          |
| Safeway International (Women's Golf)              | 4          |
| Spring Training                                   | 180        |
| Arizona Fall League                               | 115        |
| Arizona Men's Tennis Classic                      | 7          |
| <b>Total</b>                                      | <b>543</b> |

\* Opportunity numbers taken from event schedules on respective team or organization websites.

\*\* National Hockey League 2004-2005 season suspended due to work stoppage.

\*\*\* Based on Event Schedule on Phoenix International Raceway Website as of 11-04-2004.

## Arts and Culture "Establishments" Per 100,000 Residents

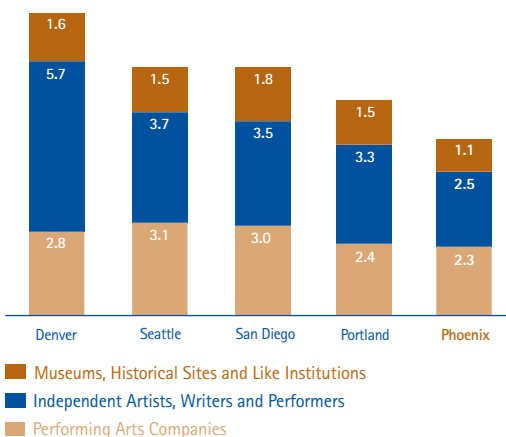
Despite the recent growth in arts and culture, Greater Phoenix still lags far behind comparable cities when one considers the total arts and culture sector.

### Arts and Culture Revenues

In the recent report *A Place for Arts and Culture: Arts and Culture in Maricopa County*, Morrison Institute for Public Policy compiled financial data on 32 arts and culture organizations which received "general operating support" from the Arizona Commission on the Arts, the Phoenix Office of Arts and Culture, or both and for which 1998 and 2002 data were available. Over time, these large, mid-size, and small nonprofit organizations will provide a clear picture of the financial fortunes of this portion of the arts and culture sector.

## ARTS AND CULTURE SECTOR HAS ROOM FOR GROWTH

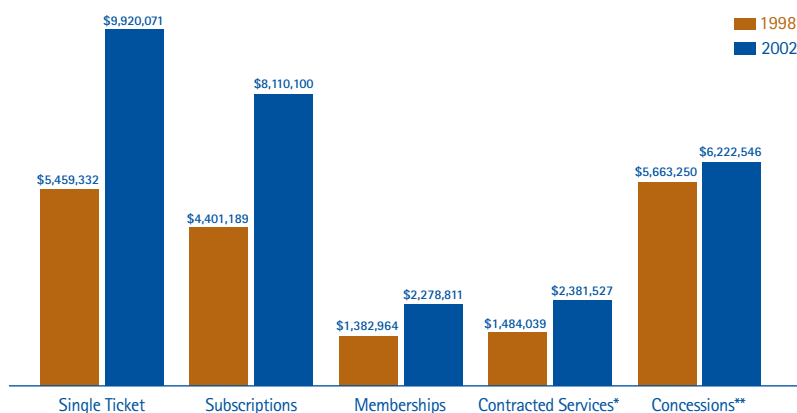
Number of establishments per 100,000 residents in selected sectors of the Arts, Entertainment & Recreation Industry by Metro Area, FY2001



Source: Battelle Calculations from County Business Patterns, 2001.

## ARTS AND CULTURE ORGANIZATIONS DEPEND ON EARNED INCOME IN ADDITION TO OTHER SOURCES

Earned Income, 1998 and 2002 \*\*\*



\*Contracted services include being paid for performing at a special event or providing training.

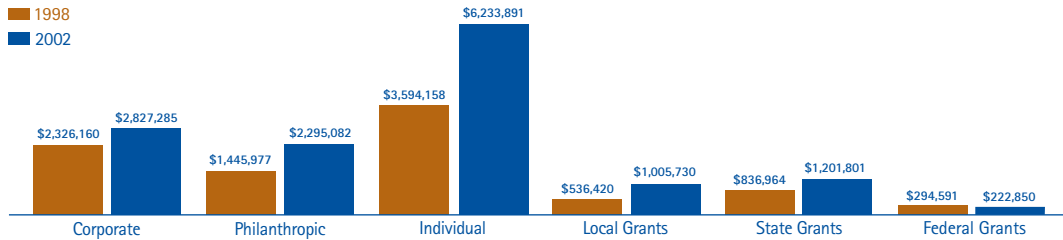
\*\* Concessions include selling items at performances or museum shops.

\*\*\* This table does not include fundraising events.

Source: Three-Year Organizational Budget Forms, Arizona Commission on the Arts and Phoenix Office of Arts and Culture, 1998 and 2002.

## AMONG DONATED SOURCES, INDIVIDUALS STAND OUT IN GAINS

Donations and Grants, 1998 and 2002\*



\*This includes grants through local arts agencies and other departments, but not Phoenix's bond support or specific subsidies.

Source: Three-Year Organizational Budget Forms, Arizona Commission on the Arts and Phoenix Office of Arts and Culture, 1998 and 2002.

### Arts, Culture, and Recreation Employment

According to the 2001 edition of *County Business Patterns*, the Arts, Entertainment, and Recreation sector in the Phoenix-Mesa metropolitan statistical area employs 22,978 people in 878 establishments. The sectors include:

- Performing arts, spectator sports, and related industries – 5,007 employees
- Museums, historical sites, and like institutions – 712 employees
- Amusement, gambling, and recreation industries – 17,042 employees

This indicator reflects the strength and growth of arts, culture, and recreation in the economy.

### Perception of Status of Parks and Recreation Facilities

Similar to the results for arts and entertainment, 35% thought parks and recreation facilities were getting better, 54% thought they were staying the same, and only 9% thought they were getting worse. Those in the west Valley saw the most improvement with 44% thinking they were getting better.

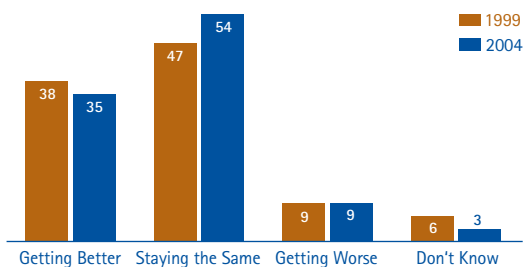
### Public Libraries

Public libraries are one of the most familiar and most accessible of all arts and culture institutions. The Arizona Department of Library, Archives and Public Records compiles and publishes statistics on public library use throughout Arizona. As reported in the 2001-2002 edition of *Arizona Public Library Statistics*, 62% of the population of the Greater Phoenix service area (Maricopa County Library District population, including municipalities or 3,192,125 residents) are registered library borrowers. Circulation per capita is 7.7 (compared to the Arizona rate of 6.46). Annual library visits per capita at 3.70 are somewhat lower than the state figure of 4.09.

## WITH PARKS AND RECREATION, MORE SAY STAYING THE SAME THAN GETTING BETTER

% Respondents, 1999 and 2004

Residents who said parks and recreation are...



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999 and 2004.

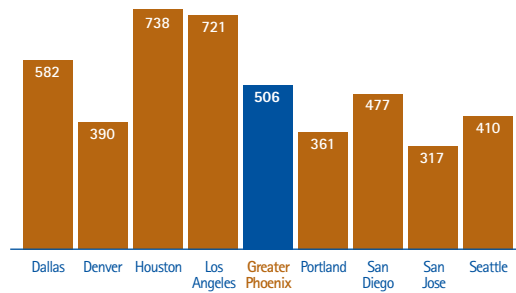
# comparing greater phoenix to peer western regions

## Selected Quality of Life Indicators for Greater Phoenix and Western Peer Regions

### VIOLENT CRIME RATE

Violent crimes per 100,000 residents\*, 2003

\* Metropolitan statistical areas

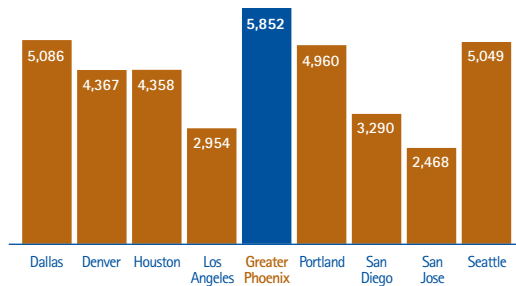


Source: U.S. Federal Bureau of Investigation, *Crime in the United States*, 2003.

### PROPERTY CRIME RATE

Property crimes per 100,000 residents\*, 2003

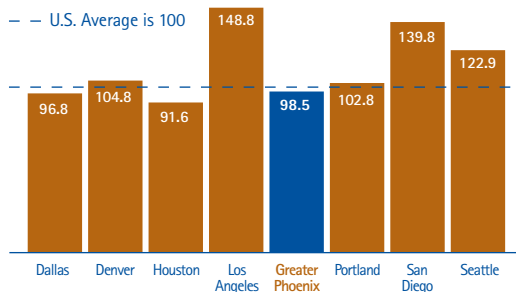
\* Metropolitan statistical areas



Source: U.S. Federal Bureau of Investigation, *Crime in the United States*, 2003.

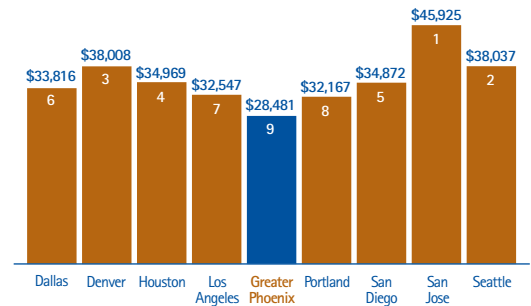
### COST OF LIVING, 2003

— U.S. Average is 100



Source: ACCRA, Cost of Living Index and 2003 (4th quarter).

### PER CAPITA PERSONAL INCOME\* 2002

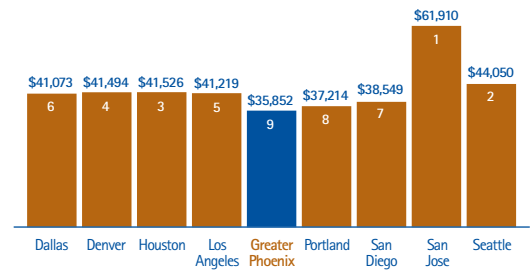


\* Metropolitan statistical areas

Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2004.

Data are adjusted for inflation using 2002 dollars based on the Consumer Price Index published by the U.S. Bureau of Labor Statistics.

### AVERAGE WAGE\*, 2002

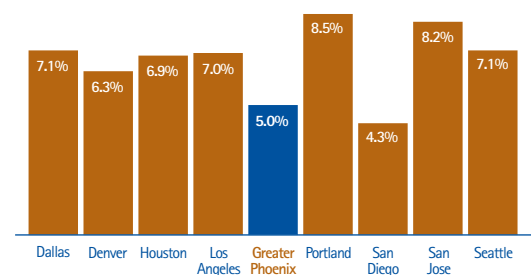


\* Metropolitan statistical areas

Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2004.

Data are adjusted for inflation using 2002 dollars based on the Consumer Price Index published by the U.S. Bureau of Labor Statistics.

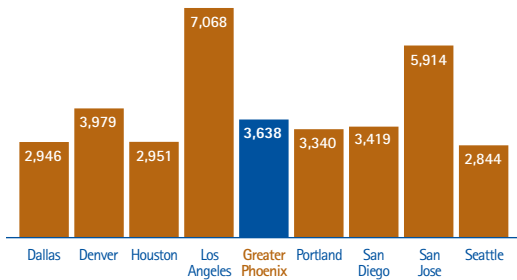
### UNEMPLOYMENT RATE\* 2003



\* Metropolitan statistical areas

Source: U. S. Department of Labor, Bureau of Labor Statistics, 2004.

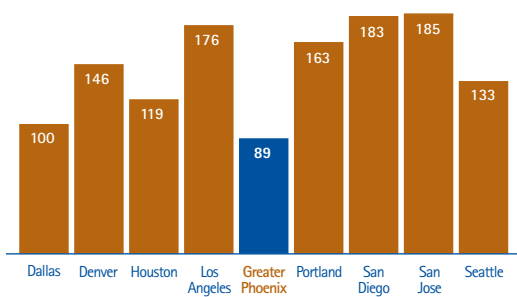
**POPULATION DENSITY**  
Persons per square mile\*\*, 2000



\*\* Urbanized areas

Source: U.S. Census Bureau, Geography Division, Census 2000.

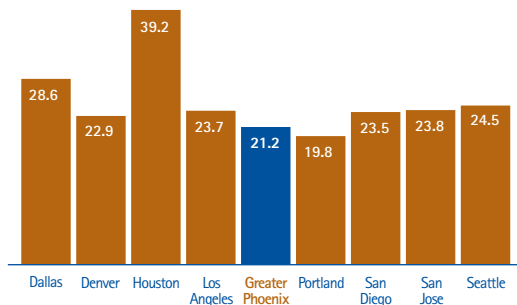
**HOUSING AFFORDABILITY RANKING\*, 2002**



\* Metropolitan statistical areas

Source: NAHB-Wells Fargo Housing Opportunity Index, National Association of Home Builders, 2002. Affordability is defined as the share of homes sold in each area that would be affordable to a family earning the area's median income. One hundred ninety metro areas were ranked. Ranking of 1 = most affordable; ranking of 193 = least affordable.

**DAILY VEHICLE MILES TRAVELED\*, 2002**



\*Metropolitan statistical areas

Source: Federal Highway Administration, 2002.

**Quality of Life Reflects Quality of Leadership**

*Denise Meridith, CEO, Denise Meridith Consultants/  
The Leadership Consortium and ASU Community Fellow*

The past five years, Arizona residents have experienced many changes in their quality of life. Some have been minor and positive (it's now easy to find a cup of Starbucks coffee and a Krispy Kreme donut). The benefits of other larger changes are debatable (did completion of the 101 increase or decrease traffic problems?). But, as Al Jolson said, "You ain't seen nothin' yet." The next five years will usher in an even greater transformation, which will continue to impact our quality of life and test our leadership.

The stucco and mortar changes in Greater Phoenix will include a renovated convention center, a genomics center, and expanded university and community college campuses. The heart-and-soul changes will be more profound. In five years, the region will have 3.6 million people and its diversity will change, not just ethnically, but culturally, as people from urban areas in California or hurricane-wracked Florida arrive with different lifestyles and expectations.

Resulting challenges will include providing quality education for a booming number of school-aged residents and health care services for an increasing population of seniors; more traffic congestion, noise and pollution; the likely proliferation of illegal drugs; a lack of affordable housing; and negative impacts of illegal immigration on human lives, the environment, and tourism. Our leaders must be perceptive (intuitive about changes and social/economic/political implications); good communicators (able to solicit and transmit information from/to diverse audiences); educated (the social/economic issues and required solutions will be complex); charismatic (like it or not, a media-driven society will continue to be persuaded as much by the curve of a chin as by the content of character) and courageous to resolve conflicts and forge coalitions to accomplish common goals.

We are fortunate to have an outstanding quality of life in Greater Phoenix. We need to identify, nurture and reward outstanding leadership in order to maintain it.

# data notes and sources

## Survey Methodology and Data

The survey data in this report are based on surveys conducted in May 1997, May 1998, September 1999, and June 2004. All survey results are based on telephone interviews with adults over 18 residing in the Greater Phoenix area. Interviews were conducted by Innovative Query, Inc. and The Analytical Group. The average interview length was approximately 15 minutes. The sample was selected through random digit dialing which ensures that non-listed telephone numbers are included. The size of the sample in all years gives the overall results of the surveys a margin of error of +/- 3.0%, which means, in theory, that in 19 cases out of 20, the results based on such samples will differ by no more than +/- 3.0% in either direction from the results of the interviews with adults living in households with a telephone in Greater Phoenix. Of course, the margin of error for sub-samples of the overall sample population will be slightly larger. The margin of error in 2004 for the four geographic areas is +/- 6.2%. Surveys of this kind can be subject to other kinds of errors resulting from non-response, question wording, and interviewing techniques. Good polling practices diminish the chances of such errors, but they can never be entirely ruled out. Analysis of the survey data was enhanced by multiple regressions which were performed to identify the relative importance of various factors or influences on the opinions expressed.

## Metropolitan Definitions

Several definitions of metropolitan areas are used in this report.

- Metropolitan Statistical Area (MSA) – A core area containing a substantial population center, together with adjacent communities having a high degree of economic and social integration with that core. Each metropolitan statistical area must have at least one urbanized area of 50,000 or more inhabitants. The Phoenix–Mesa MSA includes Maricopa and Pinal Counties.
- Urbanized Area – The portion of a metropolitan area that is built up and contains at least 1,000 persons per square mile
- City – A municipality is defined by formal city limits.
- County – A county is defined by formal county lines. It may include an entire MSA or a portion of it.

## Education

### Stanford 9 Achievement Test Scores

(in Maricopa County, 1997–2004) Source: Arizona Department of Education, 1997–2004.

The Stanford 9 is a standardized, norm-referenced test that allows comparisons to be made between students in Maricopa County and other students in the U.S. who take the same test. Maricopa County students in grades 2 through 9 currently take Stanford 9 tests in reading, math, and language, though other grades have been tested in the past. 2004 was the last year for the Stanford 9 measurement. Beginning with the 2004/2005 school year, students will take the TerraNova exam, the norm-reference test produced by CTB McGraw Hill.

A "norm-referenced" test means that each student's achievement can be compared to the achievement of a representative national sample of public school students of the same age and grade at a particular point in time (the Stanford 9 was "normed" in 1995). Thus, a score of "40" means that the typical Maricopa County student scored better than 40 percent (and worse than 60 percent) of students nationwide for that grade level in that subject in 1995. A score near the 50th percentile indicates that the typical student's performance on that test is about average when compared with other students in the same grade level across the country.

### Arizona's Instrument to Measure Standards (AIMS)

(in Maricopa County, Spring 2000–2004) Source: Arizona Department of Education, Research and Evaluation Section, 2000–2004.

AIMS is a test designed to gauge how well Arizona students are learning the academic skills outlined in the state standards at each grade level. Students in grades 3, 5, 8 (elementary), and grades 10, 11, and 12 (high school) are tested in math, reading, and writing. AIMS was administered for the first time in the spring of 2000.

Test results are reported for four performance levels relative to the standards: exceeds the standard; meets the standard; approaches the standard; falls far below the standard. Students do not need to "meet the standard" to move to the next grade. Beginning with the class of 2006, students are required to pass the test (meet/exceed the standard) to graduate. Students who don't pass the test in 10th grade have up to five chances to pass prior to graduation.

Students who do not pass the test in 10th grade retake the test in grade 11, along with any new students. Students who do not pass in grade 11 retake the test in grade 12, along with any new students. Thus, the number of students tested in grades 11 and 12 is smaller than the number tested in grade 10.

### High School Graduation Rates

(in Maricopa County and Arizona, 2000–2002) Source: Arizona Department of Education Graduation Rate Tables, 2000–2002.

The data presented here are based on enrollment over a four-year period for a group of students that enters ninth grade together. The graduation rate is the proportion of those students who receive a high school diploma within a four-year period. The 2002 data represent a reporting change from previous years. For the class of 2002, students graduating in the summer following the 2002 spring commencement were not included in the four year graduation rate. Therefore, rates for 2002 could be lower than previous years based on the change in calculating graduation rates.

### Post-Secondary Degrees

Source: U.S. Census Bureau, Census 2000, SF 3. Data are for Phoenix-Mesa MSA.

### Higher Education in Maricopa County

Source: Integrated Postsecondary Data System (IPEDS National Center for Education Statistics, U.S. Department of Education, <http://www.nces.ed.gov/ipeds/pas/>, 2004.

### College and University Ratings by U.S. News & World Report

Source: U.S. News & World Report, 1998–1999, and 2003–2004.

U.S. News & World Report has been ranking American universities and colleges on a regular basis for more than 15 years. Rankings for graduate programs are based on expert opinion about program quality and statistical indicators that measure the quality of a school's faculty, research, and students. For national universities offering undergraduate, Masters, and Ph.D degrees, the rankings are calculated based on up to 15 indicators of academic excellence. Indicators used to capture academic quality include faculty resources, student selectivity, retention of students, financial resources, alumni giving, and graduation rate performance. Academic excellence is the most heavily weighted factor — accounting for 25 percent of the final score for all schools — and is derived from a survey of top academicians at four-year peer institutions.



### *School Incident Statistics*

Source: Arizona Department of Education, Safe and Drug Free Schools Report, 2002-2003.

## **Public Safety and Crime**

### *Violent Crime*

(violent crimes per 100,000 residents in selected western metropolitan areas) Source: U.S. Federal Bureau of Investigation, *Crime in the United States*, 1994-2003.

### *Property Crime*

(property crimes per 100,000 residents in selected western metropolitan areas) Source: U.S. Federal Bureau of Investigation, *Crime in the United States*, 1994-2003.

### *Juvenile Arrest Rate for Violent, Property and Drug Offenses*

(arrests per 100,000 juveniles in Maricopa County, 1999-2002) Source: Arizona Department of Public Safety; U.S. Census Bureau, Census 2000, Summary File 1. Rates calculated by Morrison Institute for Public Policy. Juveniles are persons under 18 years of age. Note: An arrest is not the same as a conviction, nor does it necessarily imply guilt.

### *Average Law Enforcement Response Time*

(response time in minutes for highest-priority calls among four municipal police departments in Greater Phoenix, 2000-2003). Data provided by Phoenix, Glendale, Mesa, and Chandler police departments.

## **Health and Healthcare**

### *Number of Physicians*

(Phoenix MSA and United States, 2000) Sources: American Medical Association, *Physician Characteristics and Distribution in the U.S., 2002-2003 Edition* and U.S. Census Bureau, Census 2000, Summary File 1. The numbers were calculated by dividing the total number of physicians by the population in 100,000s.

### *Hospital Accreditation*

(Maricopa County, 2004) Source: Joint Commission of Accreditation of Healthcare Organizations (JCAHO), [www.jcaho.org](http://www.jcaho.org), 2004.

### *Healthcare Plan Accreditation*

(Arizona, 2004) Source: National Committee on Quality Assurance, [www.ncqa.org](http://www.ncqa.org), 2004.

### *Death Rates*

(Maricopa county and United States, 1993-2002) Sources: (national data) U.S. Centers for Disease Control, *National Vital Statistics Reports*, 1993-2002. (Maricopa County data) Arizona Department of Health Services, *Arizona Health and Vital Statistics Report*, 1993-2002. Crude rates per 100,000 were used to stay consistent with the 1999 *What Matters* report.

## **Economy**

### *Cost of Living*

(Selected MSAs, 1993-2003) Source: ACCRA, Cost of Living Index, [www.acpra.org](http://www.acpra.org), 1993-2003 (various quarters). The cost of living is based on the price of basic necessities such as groceries, housing, utilities, transportation, and healthcare. A cost of living index is a common tool for comparing cities. The average for all locations in the index is 100. Metro areas with scores above 100 have higher than average cost of living, while areas with scores below 100 have lower than average cost of living.

### *Per Capita Personal Income*

(Phoenix MSA, 1993-2002 and selected MSAs 2002) Source: U.S. Department of Commerce, Bureau of Economic Analysis, [www.bea.gov](http://www.bea.gov), 2004. To calculate per capita personal income, the total annual personal income of all residents in the region is divided by the total number of residents. The national accounts definition of personal income was used in this report. Data are in 2002 dollars, adjusted by the Consumer Price Index (CPI) published by the U.S. Bureau of Labor Statistics.

### *Average Annual Wage*

(Phoenix MSA, 1993-2002, selected MSAs, 2002) Source: U.S. Department of Commerce, Bureau of Economic Analysis, [www.bea.gov](http://www.bea.gov), 2004. The average wage is the mean salary earned by employed individuals. Data are in 2002 dollars.

### *Unemployment*

(Selected MSAs, 1994-2003) Source: U. S. Department of Labor, Bureau of Labor Statistics, [www.bls.gov](http://www.bls.gov), 2004.

### *Taxes*

(Selected Western states 1999, 2004) Source: Tax Foundation, 1999 and 2004. The state and local tax burden corresponds to the percent of income paid by residents when federal taxes are removed from their total tax bill. Out of 50 states, a ranking of one equals the highest state/local taxes as a percent of income, while a ranking of 50 equals the lowest.

## **Environment**

### *Maricopa County Population Estimates and Growth*

(Maricopa County, 1990-2003) Source: Center for Business Research, L. William Seidman Research Institute, W.P. Carey School of Business, Arizona State University. The data are estimates and are updated each time a new census figure becomes available.

### *Population Density*

(Persons per square mile in selected urbanized areas, 1990, 2000). Sources: U.S. Census Bureau, Geography Division, Census 2000, and Center for Business Research, W.P. Carey School of Business, Arizona State University.

### *Air Quality*

(Maricopa County, 1994-2003) Sources: (for ozone and carbon monoxide) U.S. Environmental Protection Agency, Information Management Group; (for PM<sub>10</sub>) Maricopa County Environmental Services Department, Air Quality Division, *PM<sub>10</sub> Historical Data* (1994-1998) and *Network Reviews* (1999-2003). Particulate matter data are for the 24-hour standard. An exceedance is a concentration of the pollutant over the National Ambient Air Quality Standard.

### *Phoenix Active Management Area (AMA)*

The Phoenix AMA is defined by seven sub-basins, covers 5,646 miles, and includes the urbanized portion of Maricopa County, and small parts of Yavapai and Pinal Counties. Water for the Phoenix AMA currently comes from the Central Arizona Project (CAP), the Salt, Verde River, the Agua Fria River, groundwater, and effluent.

### *Water Usage*

(daily per capita use in gallons in Phoenix Active Management Area, 2000) Source: Arizona Department of Water Resources, 2004. Litigation placed the Arizona Department of Water Resources (ADWR) municipal regulatory programs on hold for five years. ADWR continued to collect water use data from all municipal water providers during this time, but it did not calculate total gallons per capita per day for each provider. While ADWR normally uses decennial censuses as benchmarks to verify each municipal provider's service area population, it has not yet done so for the 2000 census. However, since ADWR had continued to collect water use data for all municipal water providers, and for the population of the entire regulated area (the Phoenix Active Management Area) it is possible to calculate total gallons per capita per day usage for the entire Active Management Area (AMA) for the year 2000 but not for individual providers.

### *Water Quality*

(Maricopa County, 2004) Source: Arizona Department of Environmental Quality, 2004. A violation occurs when levels of certain contaminants exceed the maximum levels allowed by the U.S. Environmental Protection Agency (EPA). Arizona Department of Environmental Quality (ADEQ) monitors public water systems in Maricopa County and reports violations to EPA. Most violations are resolved within a few days of being identified through standard monitoring methods.

Although violations are tracked at the system level, most water quality violations are localized in nature and do not impact the system or population as a whole. In past issues of *What Matters*, the numbers of people affected were much larger. New data collection methods are more precise than those used in the past. However, the "people affected" counts in this report may still be overstated because the data collection methods are not yet able to pinpoint the exact population affected.

## Family and Youth

### *Estimated Poverty Rates*

(Maricopa County and United States, 1993–2002) Source: Center for Business Research, L. William Seidman Research Institute, W.P. Carey School of Business, Arizona State University, April 2004. The estimated poverty rate is defined as the percent of the population living below federal poverty line. Child poverty relates to those younger than 18 years old. The figures for 1989 and 1999 are from the 1990 and 2000 decennial censuses and are subject to sampling error. Nationally, the sampling error is insignificant, but the error is larger for Arizona and more so for Maricopa County. The figures for the other years are estimates. National figures are those of the annual Current Population Survey benchmarked to the 1989 and 1999 figures from the decennial censuses. For Arizona and Maricopa County, annual changes in the national time series are adjusted by the differences between the nation and Arizona/Maricopa County in the annual changes in inflation-adjusted per person (real per capita) personal income, benchmarked to the decennial censuses. These derived figures could be significantly different from the actual poverty rates.

### *Poverty Rates by Race and Ethnicity*

Source: U.S. Census Bureau, Census 2000, Summary File 3.

### *Median Home Sales Price*

(new and resale single family homes in Greater Phoenix, 1994–2003) Source: Arizona Real Estate Center, L. William Seidman Research Institute, W.P. Carey School of Business, Arizona State University, 2004. Data adjusted for inflation are in 1997 constant dollars, using the Consumer Price Index (CPI) published by the U.S. Bureau of Labor Statistics.

### *Affordability of Homes in Selected Western Regions*

(total number of metros ranked varied slightly by year, from 191 to 193; a ranking of 1 = most affordable in U.S., 193 = least affordable) Source: NAHB–Wells Fargo Housing Opportunity Index, National Association of Home Builders, 1998 and 2002.

### *Average Apartment Rent*

(in apartment complexes with 50 or more units in Maricopa County, 1994–2003) Source: RealData, Inc., 2004.

### *Petitions Filed for Domestic Violence*

#### *Orders of Protection*

(in Maricopa County, 1994–2003) Note: Data are for fiscal year, limited jurisdiction courts only. Source: Arizona Supreme Court, Data Reports, 1999–2003.

### *Reported Cases of Child Abuse and Neglect*

(in Maricopa County, 1996–2003) Note: Beginning in 1999, data were collected based on the federal fiscal year (Oct. 1 – Sept. 30) instead of a calendar year. Because of this change, no calendar year data was available for 1999. Source: Arizona Department of Economic Security, Division of Children, Youth and Families, Child Protective Services. Rates calculated by Morrison Institute for Public Policy, based on county population estimates of persons below age 18.

## Transportation and Mobility

### *Daily Vehicle Miles Traveled (DVMT)*

(in selected western urbanized areas, 1998–2002) Source: Federal Highway Administration, 1998–2002.

### *Per Capita Miles of Transit Service*

(in selected western urbanized areas, 2002) Source: Federal Transit Administration National Transit Database, U.S. Census Bureau, 2002. Data compiled and calculated by Morrison Institute for Public Policy, 2004.

## Community

### *Maricopa County In-Out Migration*

(in Maricopa County, 1995–2001) Sources: Center for Business Research, L. William Seidman Research Institute, W.P. Carey School of Business, Arizona State University.

### *Hate Crimes*

(in Maricopa County, "bias offenses" rate per 100,000 residents based on yearly county population estimates for 1993–2003) Source: Arizona Department of Public Safety, 1993–2003.

### *Voter Turnout*

(in Maricopa County, 1990–2002 general elections) Source: Maricopa County Recorder, Elections Department [www.maricopa.gov](http://www.maricopa.gov), for 1990–1998, and Arizona Secretary of State, 2000–2002, U.S. Census Bureau, 2000–2002.

### *Charitable Giving and Volunteerism*

(in Arizona) Source: *Giving in Arizona: 2004 Guide to Philanthropy*, Arizona Community Foundation & Leave a Legacy Arizona, 2004

## Arts, Culture, and Recreation

### *Opportunities for Arts and Culture Experiences*

Alliance for Audience, a Phoenix-based private, nonprofit organization, sponsors the region's centralized calendar and ticket source, [www.ShowUp.com](http://www.ShowUp.com). The purpose of ShowUp.com is to increase participation in all types of arts and culture by making it easy for residents and visitors to learn about options and acquire tickets. The web site provides a benchmark source of information for arts and culture opportunities that has not been available in the past.

### *Opportunities for Sports Experiences*

Sports experiences have been tallied for the year based on schedules available from the various teams and organizations listed.

### *Arts and Culture Establishments Per 100,000 Residents*

The source of these calculations is the Technology Partnership Practice of Battelle Memorial Institute on behalf of the Maricopa Arts and Culture Task Force. Battelle provided research to the task force which met during much of 2004 and was the forerunner to the Maricopa Partnership for Arts and Culture. Additional Western cities will be added in future editions of *What Matters*.

### *Arts, Culture, and Recreation Employment*

*County Business Patterns*, 2001 is also the source for employment in the nonprofit and for-profit arts, culture, and recreation sector.

### *Arts and Culture Revenues*

Grant applications to the Arizona Commission on the Arts and Phoenix Office of Arts and Culture for "general operating support" in 1998 and 2002 were used as benchmarks for nonprofit arts and culture finances. The data were compiled by Morrison Institute for Public Policy.

### *Public Libraries*

Data are from the 2001–2002 edition of *Arizona Public Library Statistics*, which is produced by the Arizona Department of Library, Archives and Public Records.

# acknowledgements

Since 1996, representatives of nearly 100 local, state and national organizations have been in contact with the project, including:

American Lung Association • Arizona Audubon Council • Arizona Commission on the Arts • Arizona Criminal Justice Commission • Arizona Commission for Postsecondary Education • Arizona Department of Economic Security • Arizona Department of Education • Arizona Department of Environmental Quality • Arizona Department of Health Services • Arizona Department of Public Safety • Arizona Department of Transportation • Arizona Department of Water Resources • Arizona Education Association • Arizona Federation of Teachers Unions • Arizona Hospital and Health Care Association • Arizona House of Representatives • Arizona Humanities Council • Arizona Libraries Association • Arizonans for Cultural Development • Arizona Office of Tourism • APS • Arizona Rail Passengers Association • Office of the Arizona State Treasurer • ATLATL • Arizona Transit Association • ASU Center for Business Research • ASU Katherine K. Herberger College of Fine Arts • ASU School of Public Affairs • ASU W.P. Carey School of Business • Central Arizona Homebuilders • Central Arizona Shelter Services • Chandler Police Department • City of Chandler • Children's Action Alliance • Community Housing Resources • COMPAS • Downtown Phoenix Partnership • East Southern Avenue Property Owners Association • Flatt & Associates • Friendly House • Gallagher & Kennedy • Gilbert Leadership • City of Glendale • Glendale Police Department • Goldwater Institute • Office of the Arizona Governor • Governor's Council on Spinal Injuries • Greater Phoenix Urban League • Joint Commission on Accreditation of Healthcare Organizations • League of Arizona Cities and Towns • Maricopa County Attorney's Office • Maricopa County Board of Supervisors • Maricopa County Community College District • Maricopa County Environmental Services Division • Maricopa County Sheriff's Office • Maricopa County Sports Commission • Mesa Police Department • National Council of La Raza • Norwest Bank • NotLA • O'Neil Associates • Peoria School District • Phoenix Office of Arts and Culture • Phoenix Chamber of Commerce • Office of the Phoenix Police Chief • Office of the Phoenix City Manager • Phoenix College • Phoenix Police Department • Phoenix Union High School District • Quality of Life Stewardship Council • RealData, Inc. • Regional Public Transportation Authority • Roosevelt Action Association • Rural/Metro Fire Department • Self Employment Loan Fund • City of Scottsdale • Southwest Airlines • Superior Court of Arizona, Maricopa County • Phoenix Office of the U.S. Department of Housing and Urban Development • Valley Leadership • WESTMARC

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