



MORRISON INSTITUTE FOR PUBLIC POLICY

WHAT MATTERS *in*
GREATER PHOENIX
Indicators of Our Quality of Life



1999 EDITION



ARIZONA STATE UNIVERSITY

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WHAT MATTERS *i n* GREATER PHOENIX

Indicators of Our Quality of Life

1999 EDITION

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In 1996, the Morrison Institute for Public Policy began asking people in Greater Phoenix, “What does quality of life mean to you?” After an initial 18-month process, the first volume of *What Matters* was published in 1997. The report was quickly recognized both within the region and nationally among indicator projects for its simple, yet unique presentation of public perception (survey) data and regional statistical, or indicator, data. This third annual edition of *What Matters* is an update report, a tracking of the “baseline” first established in 1997. It also adds new information specific to an issue that seems to have dominated the quality of life debate during the 1990s: regional growth and development.

Over the first three years of the project, nearly 3,000 people from all walks of life and every corner of the metropolitan area have participated in this community dialogue through focus groups, public meetings, individual interviews, region-wide telephone surveys and correspondence. Countless thousands of others have been involved through the print and web site coverage of *The Arizona Republic*.



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MORRISON INSTITUTE FOR PUBLIC POLICY

Summary of *What Matters in Greater Phoenix* A SNAPSHOT OF OUR QUALITY OF LIFE IN 1999

This third edition of *What Matters in Greater Phoenix* continues the baseline and innovative comparison of factual and public perception information first established by this publication in 1997. In addition — and as always — this edition contains new information, relevant to the current issues of the day.

THE QUALITY OF LIFE BASELINE:

Three years of public surveying have revealed core values for the region. Although the priority of quality of life categories has changed somewhat in 1999, the residents of Greater Phoenix have indicated for three consecutive years that most important to their definition of regional quality of life are: Public Safety and Crime, Education, and Families and Youth.

Compared to other western metro regions, Greater Phoenix rates both good and bad on a variety of quality of life-related factors. While Greater Phoenix has the lowest unemployment among a group of western peer regions, somewhat more affordable housing, and an average cost of living, it also has the highest property crime rate, the lowest per capita personal income, and the least amount of per capita miles of transit service.

Crime is going down, but concern about crime is going up. Data from the FBI Uniform Crime Index indicates that the region's violent and property crime rates have declined for several years in a row. In addition, the percentage of persons reporting being personally affected by crime decreased considerably in the 1999 survey to 33 percent, from 55 percent in 1998. Despite this, for the first time, citizens rated Personal Safety and Crime as the most important quality of life category.

NEW FOR 1999:

Population and urban growth are major concerns for Greater Phoenix residents. Nearly three out of four citizens reported that the region's population is growing "too fast," and only five percent think the region is doing a good job of preserving the desert.

Nearly half of all Greater Phoenix residents say they would move out of the region tomorrow if they had an opportunity to do so. Forty-five percent of citizens in a region-wide random sample survey said they would move out of Greater Phoenix almost immediately if they could. The top three reasons cited: too many people, too hot, and crime.

Citizens think "smart growth" is many things, but not higher density. When asked what they think the term "smart growth" means, a majority of citizens agreed that it is things like building roads and schools at the time of development, revitalizing older communities, protecting open spaces and building communities with a mix of housing, shopping and schools in close proximity. A majority also said that they believe that building communities that are more dense is not "smart growth."

What's important in choosing a neighborhood? Perception of safety. What's not important? Gated communities, and having transit close by. Nine out of ten residents (90%) said that a safe community was "very important" in their choice of where to live. Sixty-one percent said a gated community was "not at all important," and more than half (55%) said being close to transit was not important.

INTRODUCTION

WHAT MATTERS IN OUR QUALITY OF LIFE

What is quality of life? And when people think about quality of life, what matters most? In this, the third edition of *What Matters in Greater Phoenix*, the questions that initiated this unique look at the issue of “quality of life” in Greater Phoenix are beginning to be answered more definitively.

Three successive years of community dialogue and random-sample surveying of thousands of residents and opinion leaders have revealed our community’s core values at this point in time: safety, education and families. For the first time the often-used but highly elusive concept of ‘quality of life’ is being locally defined and measured.

As with the second edition of *What Matters*, this third annual publication updates the data and many of the perceptual indicators, and adds a few new features (see *What’s New in What Matters ‘99*). The overarching categories presented in Table 1 provide the framework

for the report. These are the broad categories under which the reports “indicators” – or specific measures – are organized. As with the first two editions of this publication, the chapters are organized by the priority assigned through the survey, and listed in the Table (i.e., public safety and crime chapter and indicators appear first, education second, etc).

The thing that makes *What Matters* most unique is the matching of quality of life ‘data’ with ‘public perception.’ This feature enables the reader to consider quality of life from several different perspectives: what the data say,

TABLE 1: What Matters Most in Greater Phoenix’s Regional Quality of Life?

In surveys conducted in each of the past three years, residents of Greater Phoenix were asked to rank the most important factors among nine quality of life categories. The results are detailed below.

1997 (n = 1,012)	1998 (n = 1,024)	1999 (n = 1,020)
1. Education (26%)	1. Education (26%)	1. Public Safety and Crime (34%)
2. Public Safety and Crime (20%)	2. Families and Youth (21%)	2. Education (19%)
3. Families and Youth (19%)	3. Public Safety and Crime (18%)	3. Families and Youth (12%)
4. Health/Healthcare (9%)	4. Economy (9%)	4. Economy (11%)
5. Economy (8%)	5. Health/Healthcare (8%)	5. Healthcare (8%)
6. Environment (6%)	6. Environment (7%)	6. Environment (5%)
7. Transportation/Mobility (3%)	7-t. Transportation/Mobility (3%)	7. Community (4%)
8-t. Community (2%)	7-t. Arts, Culture, Recreation (3%)	8. Transportation/Mobility (3%)
8-t. Arts, Culture, Recreation (2%)	8. Community (2%)	9. Arts, Culture, Recreation (2%)
None/Don’t Know (5%)	None/Don’t Know (3%)	None/Don’t Know (2%)

* Margin of error for all three surveys +/- 3.0%.

how people who live in Greater Phoenix *feel* about the subject, and whether those perceptions are aligned or mis-aligned with the data ‘reality.’ In aggregate, *What Matters* tells two stories about Greater Phoenix: how people feel about their region, how they feel about their own lives, and whether the region is on the right track. Tables 2 and 3 summarize these important issues.

TABLE 2: How would you rate...

	...our regional quality of life?			...your personal quality of life?		
	1997	1998	1999	1997	1998	1999
EXCELLENT	9%	13%	12%	23%	26%	28%
GOOD	49%	52%	51%	55%	54%	53%
FAIR	34%	27%	27%	18%	16%	15%
POOR	8%	7%	9%	4%	4%	3%

TABLE 3: Would you say the region’s quality of life has improved, declined, or stayed about the same during the past year?

	1999
IMPROVED	21%
DECLINED	24%
STAYED SAME	52%
DON’T KNOW	3%

An Evolving Project and Report

This report is intended as both a decision-making tool and a general reference for policy makers, civic and business leaders, and citizens. To improve the usefulness of this tool, feedback has been continually sought through public presentations of the report and its concepts, and other means.¹

Based on the input received and the availability of new data, several indicators have been added in 1999 (including many new survey questions). Other indicators have been modified, but on the whole, the baseline established in the first report remains intact. The information contained here reflects what many leaders and citizens have said is important to both their regional and personal quality of life in the late 1990s.

¹ As always, the Morrison Institute for Public Policy is interested in hearing what you think about this publication, the project’s methodology, and what could be improved or modified in future editions so that it speaks to your quality of life. Contact information is included on the back cover of this report. All opinions are appreciated.

A number of persons commenting on past editions of this report have asked why we do not produce an annual score or composite number corresponding to quality of life in Greater Phoenix. We do not offer such a number for several reasons, including 1) the problems involved with “normalizing” data to make each indicator consistent – i.e., some indicators are measured in tenths, while others are measured in the tens of thousands, and 2) because we believe it can be misleading to characterize our diverse region and the complex interaction of quality of life issues with an over-simplified, single number. Indeed, the annual “best places to live” ratings produced by several popular magazines often create confusion when a region like Greater Phoenix goes from a top 5 rating, to a bottom third rating in the space of only a year. Instead, we prefer to offer the data and perceptions and let the reader decide for him or herself what the overall status of Greater Phoenix’s quality of life is in 1999.

Why the Data Haven’t Changed Much

As with the second edition of this report, many of the data and perceptual indicators have not changed much since the initial measurement in 1997. The reason is fairly simple: the forces that impact the region’s quality of life are complex, and did not appear overnight. Changes in indicators related to large systems like student performance, water consumption, and property crime usually occur incrementally, not immediately. Significant changes in such things often take years, and are typically brought about by coordinated efforts and dedicated resources.

As always, a final caveat about the report is in order. Although the data here represent an interesting and valuable resource, readers should keep in mind that few of the indicators here tell the whole story of what is occurring in a system. Some indicators may oversimplify complex circumstances and dynamics. We have attempted to point out where these instances occur.

Who Chose the Indicators in *What Matters*?

Ten focus groups conducted with regional opinion leaders in late 1996 resulted in a list of more than 300 potential indicators in the nine overarching quality of life categories. To refine the list of indicators, public meetings and focus groups were conducted to identify those items that the public also thought were important.

WHAT'S NEW IN WHAT MATTERS '99

- **Urban Growth Perceptions.** What do residents think is “smart growth”? What is the ‘breaking point’ for residents in their commute? Why do people choose the neighborhoods they choose...and why do they choose to leave other neighborhoods?
- **Quality of Life in Greater Phoenix: Then and Now.** Using data from a region-wide random sample survey conducted in 1986, the 1999 *What Matters* compares what residents thought 13 years ago to what they think today about important quality of life topics.
- **Indicators for a New Economy.** Data indicators regarding how Greater Phoenix ranks in important technology-related business show that there is both good news and bad news.
- **Hospitals and Health Plans.** Data from two national organizations objectively rate the quality of your health plan and the hospitals in Greater Phoenix.

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 understandable to people?
- Will the indicator respond to changes in policy and law?

How to Read This Report

As in each of the previous editions, the order of the chapters in *What Matters* reflects the survey responses of residents who were asked to prioritize nine quality of life categories. Because a majority of survey respondents indicated public safety was the most important factor in our regional quality of life, that chapter and indicators appear first in the report. However, other chapters have changed place in this edition, reflecting the changes in public priority. The priority of these categories will continue to be tracked to identify changes in how residents view the broad themes that constitute their regional quality of life.

Data and Perception

On any typical page of the report, the reader will see a division down the middle, with one side green and one side white. Green indicates perceptual or survey data, while white indicates statistical data or factual information. Pages that are either solid green or white follow this concept as well.

Intra-regional Comparisons

As in the previous editions, survey data are sometimes presented in tables that contain abbreviations corresponding to geographic subregions of Greater Phoenix. This legend explains which cities and towns are captured by each abbreviation.

Special Focus or Analysis Indicators

Those pages in the report designated as Special Focus or Analysis indicate a topic or set of indicators that are special to this edition of *What Matters*. Often, these are the “issues of the day” in Greater Phoenix, and are highlighted through special survey questions or data that bring new insight to the topic.

Inter-regional Comparisons

For certain indicators, figures for Greater Phoenix are compared with other, similarly-sized or configured western regions, such as Portland, Oregon and Denver, Colorado. These comparisons are made only when identical data for the other region were available. Although the Los Angeles region has a much larger population base than that of Greater Phoenix, it is included in the comparisons because it is often cited as “what we don’t want to become.”

Legend to the Survey Tables

Some tables will contain the following geographic abbreviations.

ALL = all 1,020 respondents to the region wide random-sample survey

PHX = respondents residing in the City of Phoenix (except Ahwatukee, see SE)

NW = Surprise, El Mirage, the Sun Cities, Youngtown, Peoria, Glendale

NE = Scottsdale, Paradise Valley, Fountain Hills

SE = Chandler, Gilbert, Mesa, Tempe, Queen Creek, Guadalupe, Ahwatukee

SW = Tolleson, Avondale, Litchfield Park

WHAT MATTERS IN 1999: A STATUS OF SELECTED QUALITY OF LIFE INDICATORS FOR GREATER PHOENIX VS. WESTERN PEER REGIONS

Violent Crime Rate

(violent crimes per 100,000 residents in selected western metropolitan areas, 1997 and 1998)

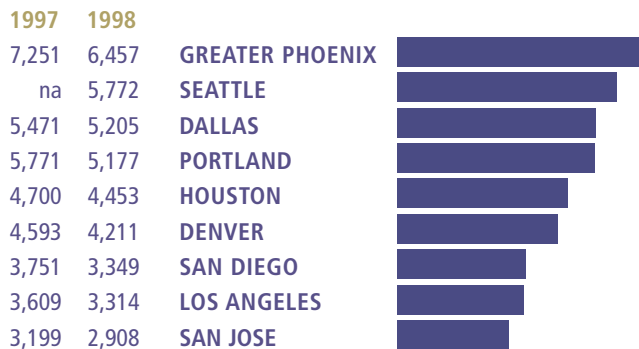


Figures are rounded.

Source: *Crime in the United States*, U.S. FBI.

Property Crime Rate

(property crimes per 100,000 residents in selected western metropolitan areas, 1997 and 1998)



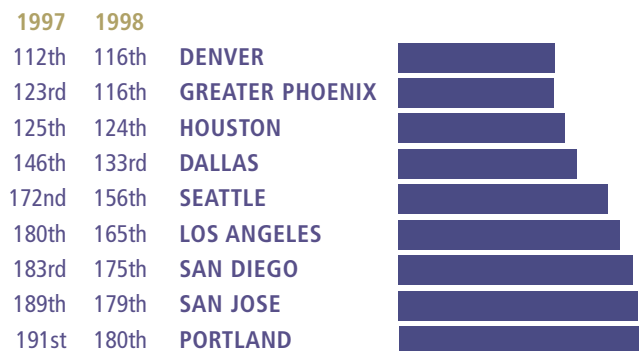
Figures are rounded.

1997 data for Seattle were not available.

Source: *Crime in the United States*, U.S. FBI.

Affordability of Homes

(out of 193 U.S. metro regions, 1997 and 1998 rankings)



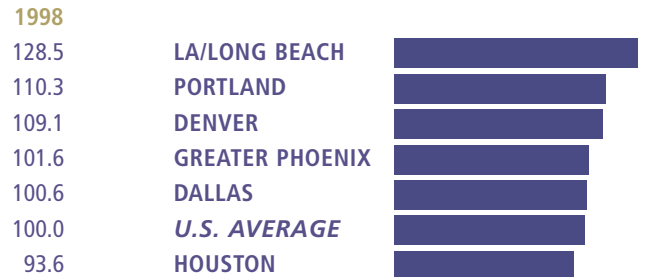
A ranking of 1 = most affordable, 193 = least affordable.

Data are from 4th quarter, 1997 and 1998.

Source: National Association of Homebuilders, 1999.

Cost of Living

(in selected western regions, 4th quarter 1998)



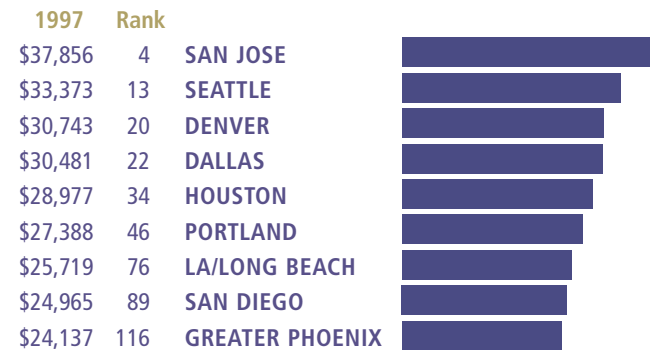
A score of 100 is that average of all places in the national survey.

Data for San Diego, Seattle, and San Jose were not available.

Source: American Chambers of Commerce Researchers Association (ACCRA).

Per Capita Personal Income

(in selected western regions, 1997)



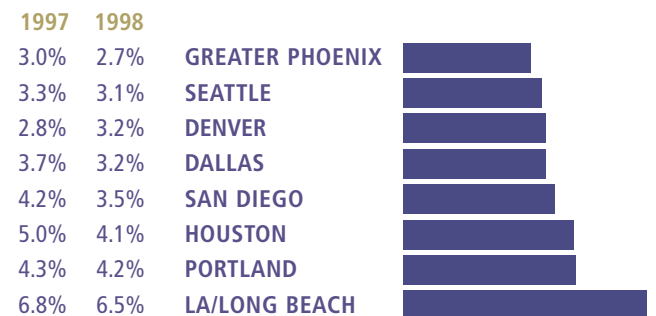
*Out of 320 U.S. metropolitan statistical areas ranked.

A ranking of 1 = highest income, 320 = lowest.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, 1999.

Unemployment Rate

(in selected western regions, 1997-98)



Data for San Jose were not available.

Source: U.S. Bureau of Labor Statistics, 1999.

High-technology "Poles" and High-technology Output as a % of Total Output

(metropolitan areas, 1998)

"Pole" Rank*	Metro	% of MSA Total Output	High-tech Employ.
1	SAN JOSE	39.78%	279,060
2	DALLAS	17.49%	210,180
3	LA/LONG BEACH	12.28%	402,140
5	SEATTLE	18.72%	216,360
12	GREATER PHOENIX	13.29%	120,320
17	SAN DIEGO	12.49%	104,360
19	DENVER	12.66%	90,550
26	PORTLAND	11.82%	82,110

The rankings correspond to the Milken Institute's ranking of the top 50 Milken Institute "Tech-Poles," published in *America's High-tech Economy: Growth, Development, and Risks for Metropolitan Areas*.

*Pole ranking is determined by a "composite index" score for each metro area, not shown here.

Source: Milken Institute, July 1999.

Percent of National High-tech Real Output

(metropolitan areas, 1998)

Rank	Percent	Metro
1	5.79	SAN JOSE
2	5.11	LA/LONG BEACH
6	3.67	DALLAS
9	2.52	SEATTLE
12	1.84	HOUSTON
13	1.78	GREATER PHOENIX
17	1.41	SAN DIEGO
20	1.30	DENVER
25	1.03	PORTLAND

The rankings correspond to the Milken Institute's ranking of the top 50 high-tech metros, by size, published in *America's High-tech Economy: Growth, Development, and Risks for Metropolitan Areas*.

Source: Milken Institute, July 1999.

Population Density

(persons per square mile, selected western urbanized areas, 1997)

1997	Metro
5,525	LOS ANGELES
4,460	SAN JOSE
3,576	SAN DIEGO
2,500	DENVER
2,310	SEATTLE
2,287	PHOENIX
2,105	PORTLAND
1,465	DALLAS
1,197	HOUSTON

Source: U.S. Dept. of Transportation, 1998.

Per Capita Contributions to United Way

(in selected western regions, 1997 and 1998)

1997	1998	Metro
\$36.78	\$41.34	SEATTLE
na	\$19.18	HOUSTON
\$17.58	\$17.49	DALLAS
\$14.74	\$15.83	DENVER
\$13.47	\$14.49	GREATER PHOENIX
\$11.92	\$11.97	PORTLAND
\$15.47	\$11.72	SAN JOSE
\$8.34	\$7.88	SAN DIEGO

1997 data for Houston were not available.

Source: Valley of the Sun United Way, 1998.

Daily Vehicle Miles Traveled (DVMT)

(per capita and total in selected western urbanized areas, 1996-97)

1996	1997	Metro
30.0	na	DALLAS
25.6	na	HOUSTON
24.5	25.5	SEATTLE
22.7	22.0	SAN JOSE
21.7	21.9	LOS ANGELES
21.2	21.8	DENVER
21.7	21.4	SAN DIEGO
20.8	21.2	GREATER PHOENIX
20.8	20.9	PORTLAND

Data for Dallas and Houston in 1997 were not available.

Source: Federal Highway Administration, 1998.

Annual Per Capita Miles of Transit Service

(in selected western urbanized areas, 1997)

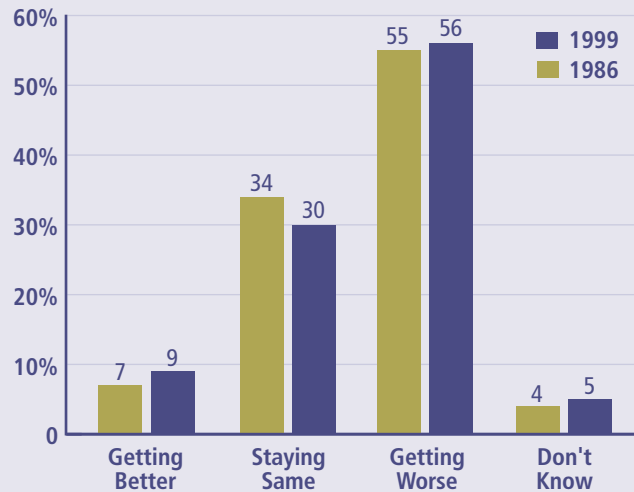
1997	Metro
23.6	SEATTLE
20.6	DENVER
14.7	PORTLAND
12.4	SAN JOSE
11.1	SAN DIEGO
9.9	DALLAS
7.0	GREATER PHOENIX

Source: Federal Transit Administration Section 15 report data, compiled and provided to Morrison Institute for Public Policy by Regional Public Transportation Authority (RPTA), 1999.

In 1986, *The Arizona Republic* surveyed 601 residents of Greater Phoenix about a variety of topics for the *Valley Report Card Series*. Thirteen years later, in 1999, the Quality of Life project asked the same questions to a random sample of Greater Phoenix residents. The results are summarized here, but additional analysis is available where these topics appear in the report.

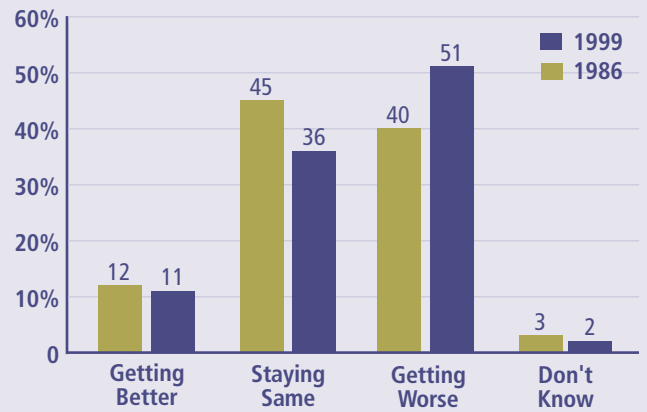
Residents' Perceptions of Whether the Region's Crime Rate is Getting Better, Staying the Same, or Getting Worse?

(1986 survey, n = 601; 1999 survey, n = 1020)



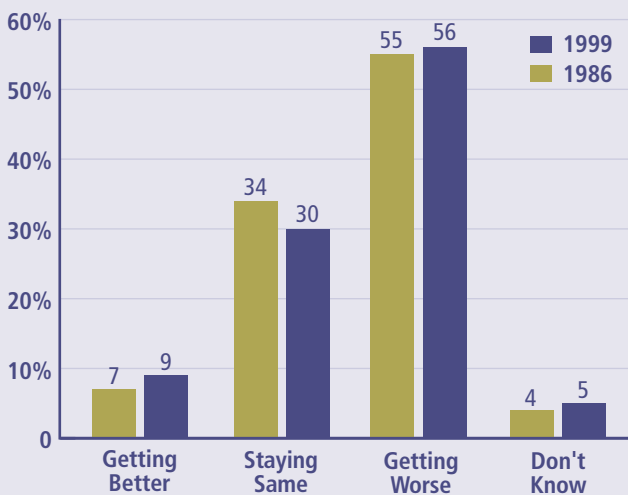
Cost of Living...Getting Better, Staying the Same, or Getting Worse?

(1986 survey, n = 601; 1999 survey, n = 1020)



Education...Getting Better, Staying the Same, or Getting Worse?

(1986 survey, n = 601; 1999 survey, n = 1020)



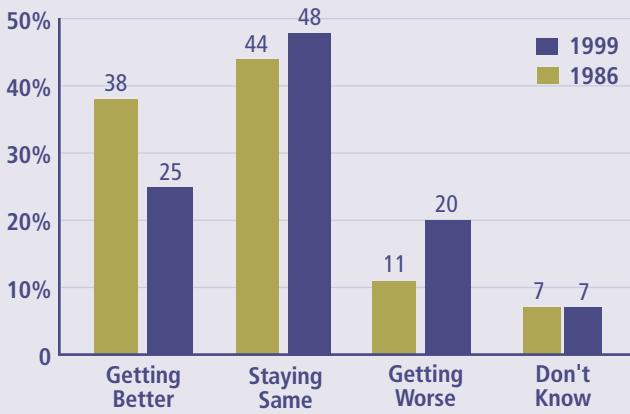
Jobs...Getting Better, Staying the Same, or Getting Worse?

(1986 survey, n = 601; 1999 survey, n = 1020)



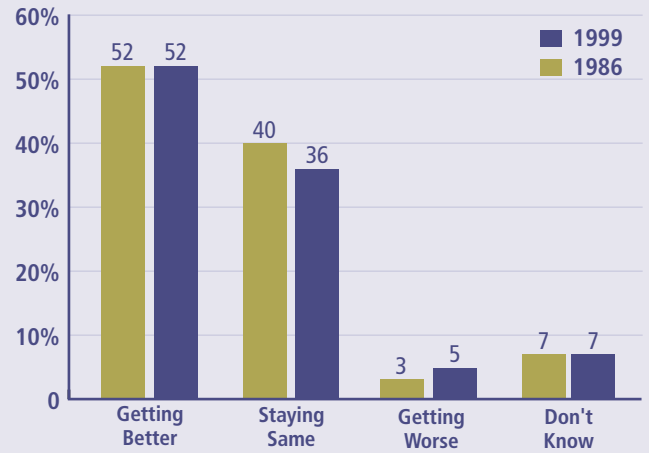
Medical/Healthcare...Getting Better, Staying the Same, or Getting Worse?

(1986 survey, n = 601; 1999 survey, n = 1020)



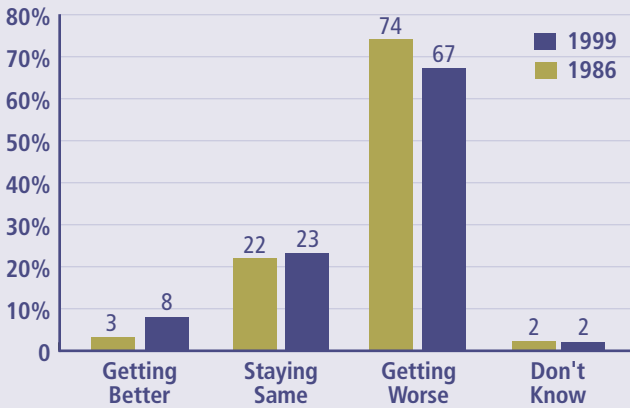
Arts and Entertainment...Getting Better, Staying the Same, or Getting Worse?

(1986 survey, n = 601; 1999 survey, n = 1020)



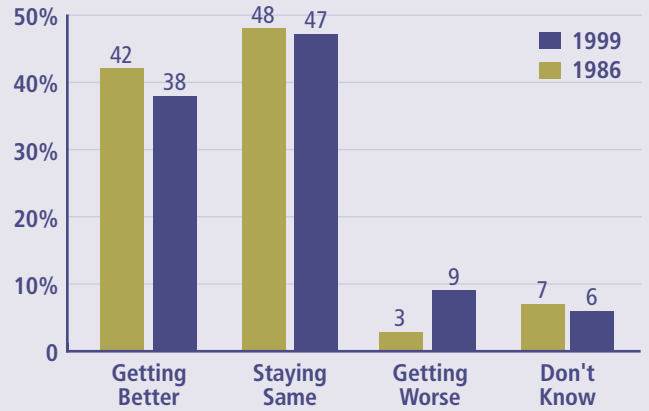
Air Quality...Getting Better, Staying the Same, or Getting Worse?

(1986 survey, n = 601; 1999 survey, n = 1020)



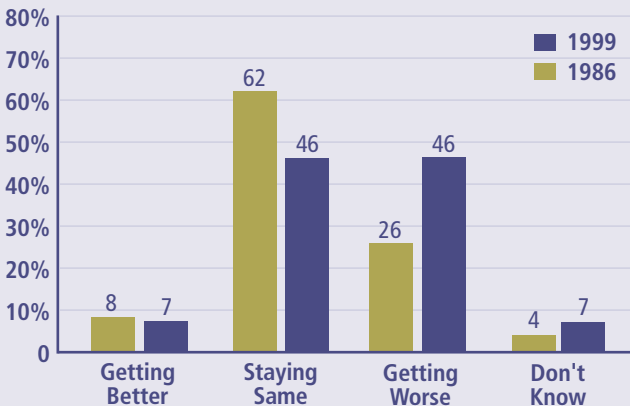
Parks and Recreation...Getting Better, Staying the Same, or Getting Worse?

(1986 survey, n = 601; 1999 survey, n = 1020)



Water Quality...Getting Better, Staying the Same, or Getting Worse?

(1986 survey, n = 601; 1999 survey, n = 1020)



Totals may not add to 100% due to rounding.

Source: Valley Report Card Survey, *The Arizona Republic*, 1986 and Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999.

SPECIAL FOCUS

URBAN GROWTH



In the three years of publishing *What Matters* and subsequently talking with thousands of residents around Greater Phoenix, one issue has transcended most discussions about regional quality of life. The issue: urban growth. For the 1999 edition of *What Matters*, we added a number of questions to our regionwide random sample survey to better understand public sentiment on the issue of urban growth.

Urban Growth	1997 Survey	1998 Survey	1999 Survey
% of Residents Reporting That the Area's Population is Growing "Too Fast"	77%	78%	73%

URBAN GROWTH PERCEPTUAL INDICATORS

Residents' Concerns about Growth and Desert Preservation

"Smart Growth": What is it?

What matters in choosing a neighborhood?

"Push" and "Pull" Factors: What matters in neighborhoods?

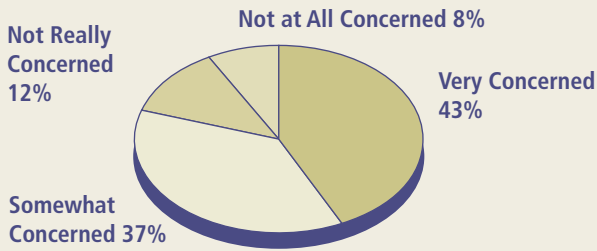
Would residents leave Greater Phoenix if they could?

What do residents value about Greater Phoenix?

What is the "breaking point" for commuters?

Concern About the Metro Area's Growth

(1999 survey, n = 983)



Totals may not add to 100% due to rounding.

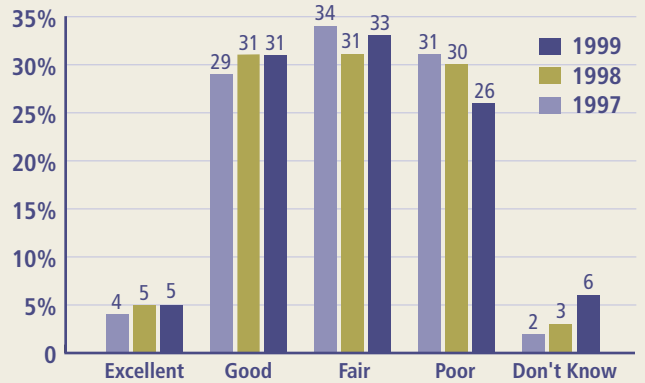
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

In 1999, more than four out of ten (43%) Greater Phoenix residents are "very concerned" with the metropolitan area's growth, and eight out of ten are either "somewhat" or "very" concerned. These figures seem to support the near 75% who have said in each of the past three years that the region's population is growing "too fast" (see previous page).

Perception of the Region's Desert Preservation Efforts

(1997, 1998 and 1999 surveys)



Totals may not add to 100% due to rounding.

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

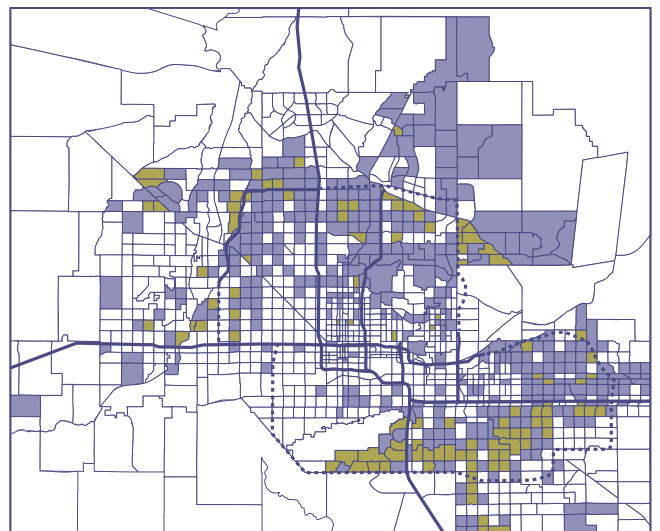
WHAT RESIDENTS OF GREATER PHOENIX THINK:

For three years, the quality of life survey has provided consistent public sentiment on the question of how the region is doing with desert preservation. For the most part (close to or above 60%), residents think Greater Phoenix is doing only either a "fair" or "poor" job. Nevertheless, roughly a third believe the region is doing "good," while only about five out of one hundred people think our preservation efforts are "excellent."

SPECIAL ANALYSIS: RESIDENTIAL COMPLETIONS DURING THE 1990S

The cause of residents' anxiety with growth and desert preservation is perhaps illustrated in the map to the right. Most new residential development during the 1990s in Greater Phoenix has occurred on the desert fringe of the region.

Map courtesy of Gober et al., *Arizona Policy Choices*, 1998.



Residential Completions 1990-1997

(in units per sq. mile)

Less than 20

20 to 500

More than 500

Freeways

Completed

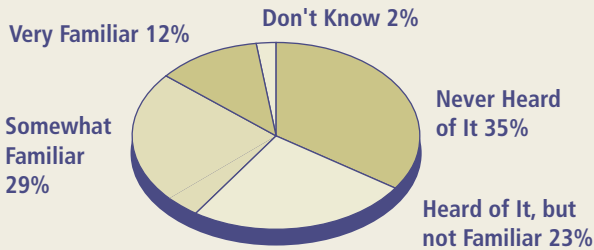
Proposed



“SMART GROWTH”: WHAT IS IT?

“There’s been a lot of talk recently about the need to become smarter with growth in the Metro Phoenix area. How familiar are you with the term ‘smart growth’?”

(1999 survey, n = 1,020)



“In your opinion, is the idea _____ (answers rotated) ‘smart growth’ or not?”

(1999 survey, n = 1,020)

	Yes	No	Don't Know
Provide things like roads, schools and parks at the time of development	91%	6%	3%
Work on revitalizing older communities	88%	8%	4%
Protect rural areas, sensitive lands, and open spaces	88%	8%	4%
Build communities with a mix of housing, shopping, and schools in close proximity	87%	10%	4%
Focus new growth in areas that already have some development	78%	15%	7%
Create urban growth boundaries	73%	17%	10%
Widen roads and freeways	79%	16%	5%
Provide more public transportation	86%	9%	5%
Build communities that are taller and more dense instead of wider and more spread-out	38%	53%	9%
Protect private property rights	84%	9%	7%

Totals may not add up to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

What is “smart growth”? Like “quality of life,” the phrase “smart growth” can mean different things to different people because — like “quality of life” — there is not a universally agreed-upon definition for the phrase.

Although the phrase has appeared frequently in the news during the past two years in Arizona, how familiar is the average resident with the term? The answer seems to be that a strong majority (64%) have at least heard the phrase and about four out of ten (41%) are either “somewhat” or “very” familiar with it. Nonetheless, more than a third have never heard of it before (35%).

After establishing this level of familiarity among residents, the survey then proceeded to ask whether — in the opinion of the respondent — a certain idea was “smart growth” or not.

Although, there is not a dictionary definition for “smart growth”, the concepts used for the responses were not accidental. The first six responses listed in the box to the left are considered by the Lincoln Land Institute to be commonly used growth management tools. The bottom four concepts were developed specifically for the survey.

With the exception of “build communities that are taller and more dense,” all of the ideas presented were deemed to be “smart growth” by more than 70% of respondents. The strongest negative response came for building “more dense” (53% no), “create urban growth boundaries” (17% no), and “widen roads and freeways” (16% no).

In addition, residents seem stronger on the idea of “transit” as a “smart growth” concept, as opposed to building more road and freeway lanes (provide more public transportation = 86% yes; widen roads and freeways = 79% yes).

WHAT MATTERS IN CHOOSING A NEIGHBORHOOD?

“Would you say _____ (answers rotated) is very important, somewhat important, or not at all important in your choice of where to live?”

(closed-ended question, n = 761 persons who had moved within the last 10 years)

	Very Important	Somewhat Important	Not at All Important	Don't Know
A safe community	90%	7%	3%	1%
Close to schools	42%	17%	39%	3%
Close to work	33%	41%	24%	2%
Close to public park or desert	30%	38%	30%	2%
Older more established community	21%	30%	49%	1%
Brand new or newer community	19%	33%	47%	1%
Transit near by	17%	27%	55%	1%
Gated community	13%	24%	61%	1%

Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

When provided with answers in a closed-end format about what might or might not be important in choosing a neighborhood, residents gravitated strongly to “a safe community,” and then to a second tier of responses.

Clearly, with 97% of all persons surveyed indicating that a safe community is either “very” or at least “somewhat” important, it is the paramount factor in choosing a neighborhood.

Following behind safety in a second cluster were issues related to proximity. Proximity to work (at 74% combined “very” and “somewhat” important), close to schools (69% combined “very” and “somewhat” important) and close to parks or desert open space are also important to residents in choosing a place to live.

Respondents seemed to be indifferent to the newness or oldness of a neighborhood. Roughly half (49% and 47% respectively) indicated that an older more established community, or a brand new or newer community were “not at all important.”

Finally, a community in close proximity to transit and a community that is gated were deemed “not at all important” by fairly strong majorities.

PULL FACTORS: WHAT MATTERS IN CHOOSING A NEIGHBORHOOD

“What were the most important factors that made you choose the neighborhood you currently live in?”

(open-ended question, n = 761 persons who had moved within the last 10 years)

NEIGHBORHOOD CHARACTERISTIC

Safe neighborhood	13%	} — 45%
Better neighborhood	12%	
Neighborhood	11%	
Quiet neighborhood	6%	
New neighborhood	3%	

LOCATION FACTOR

Location	16%	} — 40%
Close to work	12%	
Close to schools	10%	
Convenience/accessibility	2%	

HOUSING ISSUE

Housing need	13%	} — 20%
Bigger house	7%	

FAMILY ISSUE

Near family	5%	} — 10%
Change in family status	5%	

Financial reason	10%
Environment	3%
Quality of schools	3%
Other	1%

Note: Totals do not add to 100% due to respondents' ability to provide multiple responses.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

When given the opportunity in an open-ended question format to indicate what were the most important factors to influence their decision on neighborhood choice, 45% chose an answer that described a characteristic of their neighborhood, such as “good”, “better” or “safe neighborhood.”

Location and proximity issues were also prominently mentioned, consistent with the similar closed-ended question detailed on the previous page. Location or convenience was mentioned by 18%, close to work by 12%, and close to schools by 10%. Housing characteristics and family-related factors were also frequently mentioned by respondents.

PUSH FACTORS: WHAT MATTERS IN LEAVING A NEIGHBORHOOD

“What were the most important factors that made you leave your previous place?”

(open-ended question, n = 761 persons who had moved within the last 10 years)

NEIGHBORHOOD CHARACTERISTIC

Unsafe/crime/drugs	21%	} — 38%
Neighborhood	10%	
Declining property value	7%	

HOUSING ISSUE

Bigger house/space	20%	} — 28%
Housing needs	8%	

FAMILY ISSUE

Change in family status	7%	} — 17%
Family	6%	
Move closer to family	4%	

JOB-RELATED ISSUE

Job transfer	5%	} — 12%
Employment	4%	
Change in jobs	3%	

Chose to buy	6%
Environment	6%
Financial reason	5%
Schools	4%
Convenience/accessibility	3%
Other	3%

Note: Totals do not add to 100% due to respondents' ability to provide multiple response.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

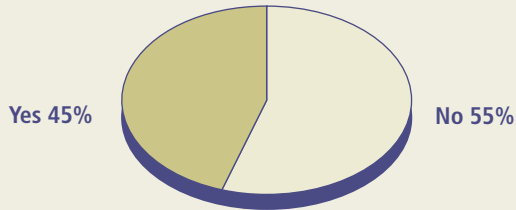
Those in the survey who had indicated a move within the past 10 years were also asked about the factors that might have made them leave their previous location; we call them “push” factors.

Consistent with previous questions revealing safety as a “very important” reason in choosing a place to live, the most frequent “push” responses were related to safety (21%). An additional 17% said that they left either because of “neighborhood decline” or “declining property value.” After neighborhood concerns, the need for more or larger housing was second (28%). Family- and job-related reasons were also mentioned frequently.

IF RESIDENTS WERE ABLE TO MOVE OUT OF GREATER PHOENIX TOMORROW, WOULD THEY DO IT? WHY?

If you were able to move out of the Greater Phoenix area tomorrow, would you do it?

(1999 survey)



(If yes) Why would you choose to leave the Greater Phoenix area?

(1999 survey, open-ended question, n = 460)

Too many people/population	46%
Climate/too hot	18%
Crime	12%
Traffic	10%
Pollution/air quality	10%
Change in employment/transfer	10%
Try something new/make a change	8%
Don't like the big city	7%
To be closer to friends and family	6%
Find better quality of life	2%
Other/don't know	12%

Totals do not add to 100% due to respondents' ability to provide more than one response.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Nearly half of all residents (45%) in the 1999 quality of life survey indicated they would leave the region tomorrow if they had the ability to do so. This near 50/50 split runs across many sub-populations within the total survey population, including close to 50% yes responses from those aged 18-34, those earning between \$50-75,000 per year, and those who have lived here for between 10 and 20 years.

As a follow-up, respondents who said they would move away were asked 'why?' By far the most common reasons given related to "too many people," or "population." A distant second was the factor many people said they valued most about living here: the climate.

What do residents value most about the Greater Phoenix area as a place to live and work?

(1999 survey, open-ended question, n = 1,020)

Climate	33%
Environment	11%
Safe/family is safe here	10%
Location/convenience	8%
Economy	7%
"Great place to live"	6%
Opportunities/job market	6%
Friendly people	6%
"Good place for my family"	6%
Openness/wide open spaces	5%
Family is here/grew up here	4%
Atmosphere	4%
Ease of getting around	4%
Lots of things to do	3%
Quality education	3%
Other/don't know	14%

Totals do not add to 100% due to respondents' ability to provide more than one response.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

With an average of more than 300 days per year with sunshine, high temperatures in the 70s during most of the winter months, and beautiful desert scenery, few places on Earth have what Greater Phoenix has. According to the quality of life survey, climate and environment are very important factors in our quality of life. A third of residents (33%) in the survey cited "climate" as what they value most about living and working here, another 11% said they like the "environment," and 5% said "openness or wide open spaces." As with previous questions, the issue of safety also came through strongly as a value, with 10% of respondents.

Although "economy" has finished in the middle of the pack of the nine quality of life categories during the past three years of this project, the concept fared slightly better here. A combined 13% said what they value most about the region is the economy, opportunities, or the job market. Quality education was mentioned by about 3% of respondents.

COMMUTE TIME: BREAKING POINT

In 1999, a new question was added to the quality of life survey that enables us to examine the breaking point for those who commute; that is, the point at which their commute becomes so long, that they make a change. The question was asked as follows:

“Let’s say it started taking more time to commute to work. At what point would you consider making a change like moving closer to work, shifting your work schedule, or looking for a new job? When your commute time increased by...10 minutes, 20 minutes, 30 minutes, 40 minutes or more, or commute time is not a factor.”

(1999 survey, n = 562 employed persons)

When the responses to the above question are cross-tabulated with responses to another question in the survey: “What is your current one-way commute time?” an understanding can be obtained of what people in the region will tolerate in terms of commute.

The number one response across all 562 employed persons was that commute time “is not a factor” (39%).

How much will a commute time have to increase before a Greater Phoenix resident considers making a change in his or her life?

Among those with a current commute time of ...
 ...the most frequent response was...
 ...but, among those for whom it is a factor, it would take an increase of _____ before they make a change.

Less than 10 minutes (18%)	commute time is not a factor	20 minutes
10-20 minutes (31%)	commute time is not a factor	30 minutes
20-30 minutes (21%)	commute time is not a factor	40 minutes
30-45 minutes (16%)	commute time is not a factor	30 minutes
45-60 minutes (10%)	commute time is not a factor	10 minutes
60 minutes or more (2%)	commute time is not a factor	10 minutes

Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Although the largest majority of respondents said “commute time is not a factor” — and is a significant finding in and of itself — valuable information can be obtained about those who responded with a time. However, that information is best understood in context; namely the context of their current one-way commute time.

The table shows that the largest segment of respondents (31%) report a current one-way commute time of between 10-20 minutes. Despite this relatively short commute, fully one-third (34%) indicated that they will not make a change no matter what their commute increases by. Among those 10-20 minute commuters who did report that an increase in commute time would matter, an additional 30 minutes was the most popular answer (for a total of 40-50 minutes before some action would be taken).

Looking across all respondents (with the exception of those with a less than 10-minute commute), it would appear that the threshold for making a change is a one-way commute of approximately an hour. Thus, although most respondents in the survey have a commute today which is less than 30 minutes, it would have to nearly double in order for them to make a change in their life. It would mean the difference between roughly five hours per week driving to and from work, to 10 hours per week behind the wheel.

SECTION ONE

PUBLIC SAFETY AND CRIME



In 1999, 34% of Greater Phoenix residents believe the level of public safety and crime is the most important factor in our regional quality of life.

Public Safety and Crime	1997 Survey	1998 Survey	1999 Survey
% of Residents Indicating "Most Important"	20%	18%	34%
Category Rank	2nd	3rd	1st

PUBLIC SAFETY AND CRIME INDICATORS

Perception of Violent Crime

Violent Crime Rate

Property Crime Rate

Perception of Property Crime

SPECIAL FOCUS: Personal Safety

THEN AND NOW: Crime Rate

Juvenile Arrest Rates for Violent, Property and Drug Offenses

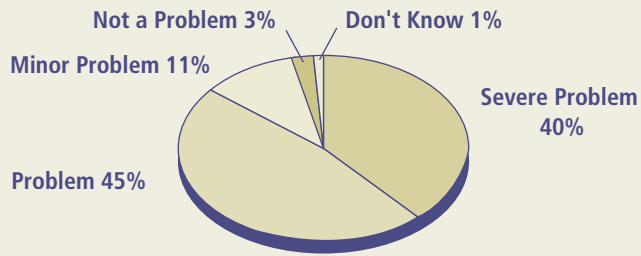
Perception of Gangs

Perception of Law Enforcement Quality

Average Law Enforcement Response Time

Perception of Violent Crime in Greater Phoenix

(1998 survey, n = 1,024)



Region of Valley:	PHX	NW	NE	SE	SW
SEVERE PROBLEM	43%	42%	32%	40%	46%
A PROBLEM	43%	46%	49%	46%	40%
MINOR PROBLEM	10%	9%	11%	13%	11%
NOT A PROBLEM	4%	1%	6%	1%	1%

Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Despite the generally downward violent crime trend, more than 4 out of 5 residents of Greater Phoenix (85%) believed violent crime in 1998 was either a "severe problem" or a "problem." Within the region, very little difference was registered regarding the perceived level of violent crime; the vast majority believes it is either a "severe problem" or a "problem."

Violent Crime Rate

(violent crimes per 100,000 residents in selected western metropolitan areas, 1997 and 1998)

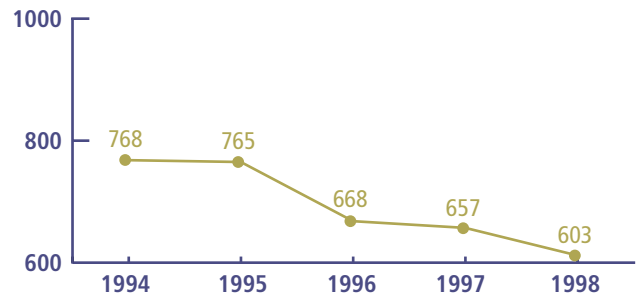
1997	1998	City
1,136	1,017	LOS ANGELES
818	749	HOUSTON
718	728	DALLAS
657	603	GREATER PHOENIX
666	602	SAN DIEGO
637	566	PORTLAND
579	492	SAN JOSE
na	436	SEATTLE
422	384	DENVER

Figures are rounded. 1997 data for Seattle were not available.

Source: *Crime in the United States*, U.S. FBI.

Violent Crime Rate Trend in Greater Phoenix

(crimes per 100,000 residents)



Source: *Crime in the United States*, U.S. FBI, 1999.

What the indicator is:

In two years of *What Matters* surveys, Greater Phoenix residents have indicated that crime is a very important factor in the shaping of views regarding regional quality of life. The data and trend regarding violent crime, however, have not always been aligned with perception. Data presented here are from the FBI's Uniform Crime Index, published annually. The FBI cautions against comparisons between regions because unique economic, demographic, and geographic circumstances can affect levels of crime. The following crimes are included in the violent crime rate: murder and non-negligent manslaughter, forcible rape, robbery, and aggravated assault. Data listed are for MSAs (Metropolitan Statistical Areas).

What the data say:

A comparison of 1998 violent crime rates among western peer regions places Greater Phoenix in the middle, with about 603 violent crimes per 100,000 residents. The region's violent crime trend is somewhat mixed. The good news is that a fifth consecutive year of decline was recorded in 1998. The not-so-good news is that Greater Phoenix's rate of violent crime decline has not been as rapid as most of these western peer regions, with the exception of the Dallas region.

Property Crime Rate

(property crimes per 100,000 residents in selected western metropolitan areas, 1997 and 1998)

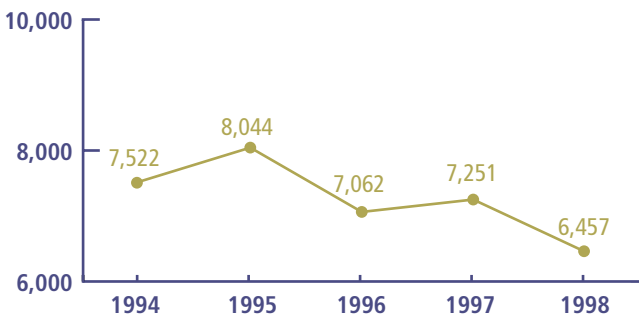
1997	1998	
7,251	6,457	GREATER PHOENIX
na	5,772	SEATTLE
5,471	5,205	DALLAS
5,771	5,177	PORTLAND
4,700	4,453	HOUSTON
4,593	4,211	DENVER
3,751	3,349	SAN DIEGO
3,609	3,314	LOS ANGELES
3,199	2,908	SAN JOSE

Figures are rounded. 1997 data for Seattle were not available.

Source: *Crime in the United States*, U.S. FBI.

Property Crime Rate Trend in Greater Phoenix

(crimes per 100,000 residents)



Source: *Crime in the United States*, U.S. FBI, 1999.

What the indicator is:

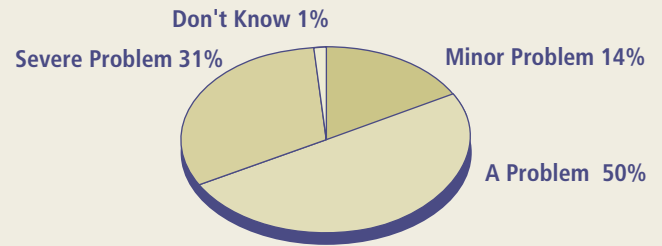
Property crime can also affect how one views quality of life on both a personal and regional level. As with the violent crime data, these figures are from the FBI's Uniform Crime Index. The property crime index includes the crimes of burglary, larceny-theft, motor vehicle theft, and arson. The data listed are for metropolitan statistical areas (MSAs) and because they are expressed as a rate per 100,000 residents, they account for population growth.

What the data say:

For the last several years, Greater Phoenix has found itself atop this list of western peer regions in property crime rate. In 1998, this region's 6,457 crimes per 100,000 residents again placed it ahead of the rest of these comparison regions. Greater Phoenix witnessed an increase in the property crime rate between 1996 and 1997, before falling again in 1998. Only Greater Phoenix and Portland had rising property crime during 1997; most of the other regions had decreases ranging from 4% to as much as 14%. In 1998, all regions declined.

Perception of Property Crime in Greater Phoenix

(1998 survey, n = 1,024)



Region of Valley:	PHX	NW	NE	SE	SW
SEVERE PROBLEM	35%	38%	25%	26%	33%
A PROBLEM	46%	48%	47%	58%	52%
MINOR PROBLEM	11%	11%	21%	13%	12%
NOT A PROBLEM	7%	2%	4%	2%	2%

Totals may not add to 100% due to rounding.

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

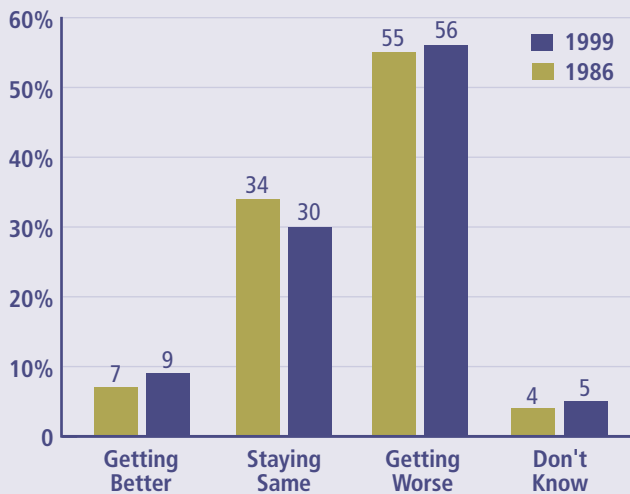
WHAT RESIDENTS OF GREATER PHOENIX THINK:

As with violent crime, more than 4 out of 5 Greater Phoenix residents (81%) think that property crime is a "problem" or a "severe problem" in the region.

The survey figures related to public perceptions of property and violent crimes in Greater Phoenix are worth comparing. While violent crime appears to be a greater public concern (according to the surveys), it would seem from the FBI data that property crime is the issue that is much more problematic for the region.

Residents' Perceptions of Whether the Region's Crime Rate is Getting Better, Staying the Same, or Getting Worse

(1986 survey, n = 601; 1999 survey, n = 1020)



Totals may not add to 100% due to rounding.

Source: Valley Report Card Survey, *The Arizona Republic*, 1986 and Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999.

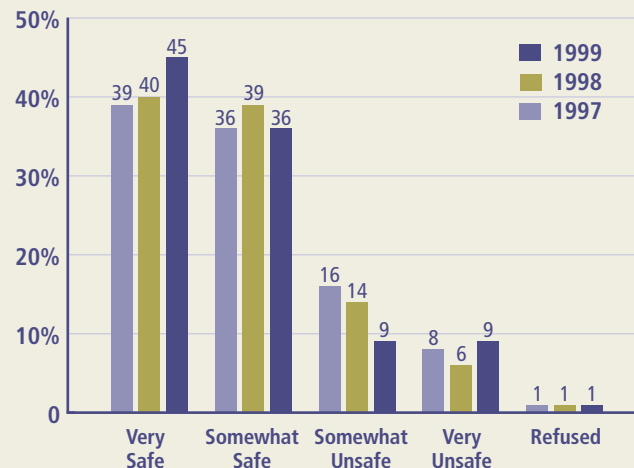
WHAT RESIDENTS OF GREATER PHOENIX THOUGHT THEN AND WHAT THEY THINK NOW:

Crime has been a top concern and fear of residents for decades, as the above figure demonstrates. When asked in 1999 an identical question to one asked in the 1986 *The Arizona Republic Valley Report Card Survey*, residents answered nearly identically; slightly more than half saw crime then, and see it now, as "getting worse."

SPECIAL FOCUS: PERSONAL SAFETY

"How safe do you feel out alone at night walking in your neighborhood?"

(1999 survey, n = 923)



Residents of Greater Phoenix Indicating Personal, Family or Neighborhood Crime During the Past Year

	'97	'98	'99
STOLEN PROPERTY OR MONEY	41%	43%	23%
AUTO THEFT	20%	23%	12%
PHYS. ASSAULT OR MUGGING	9%	12%	5%
HOME BURGLARY	28%	29%	16%

Persons affected by any one of the above four crimes...

	'97	'98	'99
YES	52%	55%	33%
NO	48%	45%	65%

Totals may not add to 100% due to rounding.

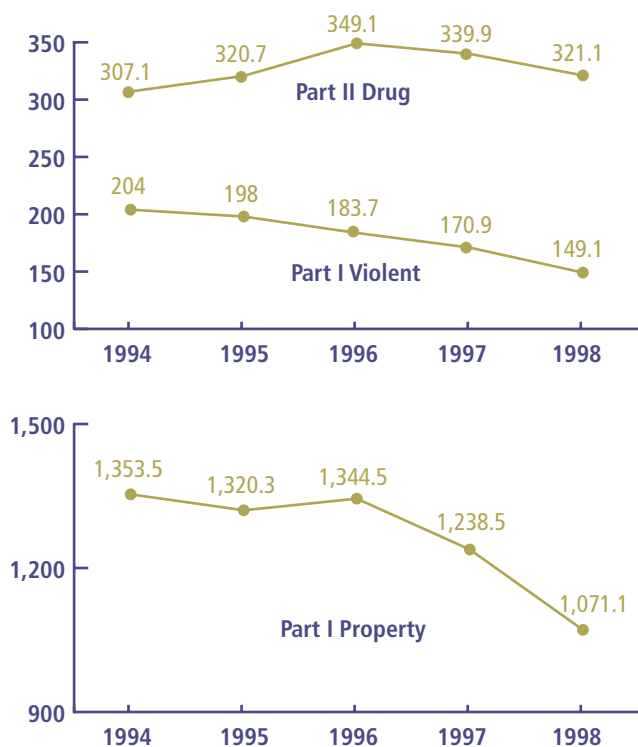
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

In the 1999 survey, the percentage of residents reporting they feel "very safe" out alone at night walking in their neighborhood increased, to the highest level recorded yet, 45%. In addition, in 1999, those in the survey who reported being personally affected by crime during the past year declined dramatically. This is understandable, perhaps, considering the consecutive years of decline in the region's violent crime rate (see previous page). However, the Public Safety and Crime quality of life category rose to the top this year for the first time, and, as illustrated in the next column, more than 50% believe our crime problem is getting worse. These conflicting responses emphasize residents' differing views of personal and regional quality of life.

Juvenile Arrest Rates for Violent, Property and Drug Offenses

(arrests per 100,000 juveniles in Maricopa County, 1994-98)



Source: Raw data from Arizona Department of Public Safety, published 1999. Rates per 100,000 calculated by Morrison Institute for Public Policy.

What the indicator is:

The violent and criminal tendencies of juveniles in a community may reveal what is to come in a community in future years. This indicator, which measures the number of juvenile arrests for several crime categories per 100,000 juveniles in Greater Phoenix, provides insight into the general trend of juvenile crime – and perhaps future crime – in the region.

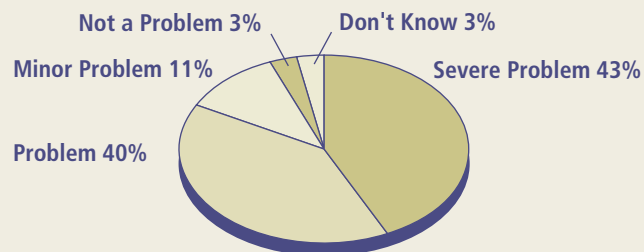
Part I violent offenses include criminal homicide, forcible rape, robbery, and aggravated assault. Part I property crimes are burglary, larceny-theft, motor vehicle theft, and arson. Part II drug offenses include the sale, manufacture, or possession of illegal drugs.

What the data say:

Maricopa County's juvenile arrest rate for Part I violent crimes has experienced its sixth consecutive annual decrease. In 1992, more than 235 juveniles out of every 100,000 were arrested for a Part I violent crime; in 1998 that rate has decreased by a third. Juvenile arrests for drugs has also dropped two years consecutively, following a peak in 1996. However, the 321 arrests per 100,000 juveniles is still double the 161.8 rate registered in 1992.

Perception of Gangs as a Problem in Greater Phoenix

(1998 survey, n = 1,024)



	Phx	NW	NE	SE	SW
SEVERE PROBLEM	50%	48%	29%	40%	50%
A PROBLEM	34%	38%	48%	44%	35%
MINOR PROBLEM	11%	6%	14%	13%	12%
NOT A PROBLEM	3%	5%	6%	1%	1%

Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

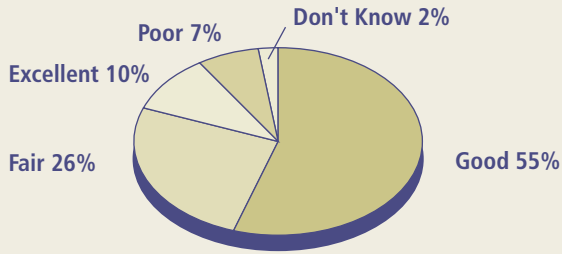
While not all juvenile crime is committed by gang members, the public's perception of the gang problem provides some insight into how residents view the juvenile crime problem in general.

Nearly half of those surveyed in 1998 (43%) believe that Greater Phoenix has a "severe problem" with gangs. In total, more than 4 out of 5 residents believe that there is at least a "problem" with gangs in the region.

Looking at survey responses from within the region, most persons view the gang situation similarly, regardless of where they live. An exception is in the northeast part of Greater Phoenix, where about 20% of residents believe that gangs are only either a "minor problem" or "not" a problem at all.

Perception of Law Enforcement Quality in Greater Phoenix

(1998 survey, n = 1,024)



	Phx	NW	NE	SE	SW
EXCELLENT	9%	8%	12%	13%	9%
GOOD	56%	57%	56%	55%	51%
FAIR	28%	27%	24%	23%	26%
POOR	4%	6%	6%	7%	14%
DON'T KNOW	3%	2%	2%	2%	0%

Totals may not add to 100% due to rounding.

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

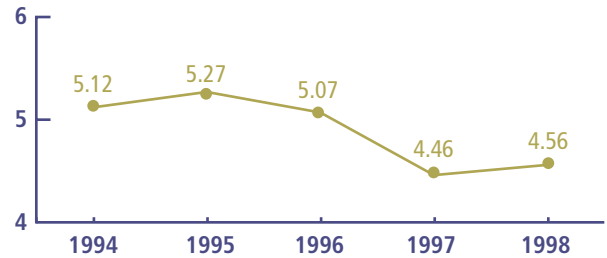
WHAT RESIDENTS OF GREATER PHOENIX THINK:

The majority of Greater Phoenix residents — about two-thirds — believe that law enforcement quality is either “excellent” (10%) or at least “good” (55%). Thirty-three percent of those surveyed indicated that the quality of law enforcement is only “fair” or “poor.”

When comparing responses on the quality of police question among the various sub-regions of the Greater Phoenix area, those in the southwestern portion show the lowest approval: a total of 40% reported either “fair” or “poor.”

Average Law Enforcement Response Time

(response time in minutes for highest-priority calls among five municipal police departments in Greater Phoenix, 1994-98)



Source: Information from Phoenix, Peoria, Glendale, Mesa and Chandler police departments, compiled by Morrison Institute for Public Policy, 1999.

What the indicator is:

The efficiency of police response and perceived quality of police service has bearing on many citizens’ sense of personal safety, and thus, their quality of life. The data provided for this indicator were provided by five of the region’s largest police departments which together provide public safety assistance to more than 75% of Greater Phoenix’s population.

Data listed are for the highest priority calls. Response time is measured from the time the call is received to the arrival of the first unit or police officer on the scene.

What the data say:

The average response time for highest priority law enforcement calls in Greater Phoenix was slightly slower in 1998 than in 1997. Overall, however, the response time trend is mostly flat during much of the 1990s, which is commendable considering the rapid immigration to the Greater Phoenix area during this time. An increase in the number of federally- and locally-funded police officers has probably offset the population growth to keep response times mostly steady.

SECTION TWO

EDUCATION



In 1999, 19% of Greater Phoenix residents believe education is the most important factor in our regional quality of life.

Education	1997 Survey	1998 Survey	1999 Survey
% of Residents Indicating "Most Important"	26%	26%	19%
Category Rank	1st	1st	2nd

EDUCATION INDICATORS

Stanford 9 Achievement Test Scores

Graduation Rates

THEN AND NOW: Education

Residents' Perception of Public School Quality

Residents' Perceptions of Public School Safety

School Incident Statistics

Rankings of Local Colleges and Universities

Perception of Local College and University Quality

Stanford 9 Achievement Test Scores

(in percentile for Maricopa County public schools, Spring 1997-1999. 50% is the national norm.)

Grade levels, 3-11, are indicated across the top, and years are listed on the left column of the graphic.

READING

	Grade Level									
	3	4	5	6	7	8	9	10	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	

MATH

	Grade Level									
	3	4	5	6	7	8	9	10	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	

LANGUAGE

	Grade Level									
	3	4	5	6	7	8	9	10	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	

Source: Arizona Department of Education, 1999.

What the indicator is:

Three years of *Stanford 9* data are now available to compare the achievement test scores of students in Maricopa County to other students in the U.S. who take the same standardized, norm-referenced test (the *Stanford 9* was last “normed” in 1995).

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 level, at a particular point in time. For example, a score of “40” indicates that the average Maricopa County student scored better than 40% – and thus, worse than 60% – of students nationwide for that grade level in that subject in 1995. Because the 50th percentile is the national average, a score near 50 indicates performance that is about average when compared to other students in the same grade level around the nation.

What the data say:

Gains seen in scores for Maricopa County in 1998 continued in 1999. Improvement was registered in 17 out of the 27 total tests across the grade levels. Three grade levels saw declines in specific tests (9th and 11th grade reading, and 11th grade language), and seven grade-level tests were unchanged from 1998.

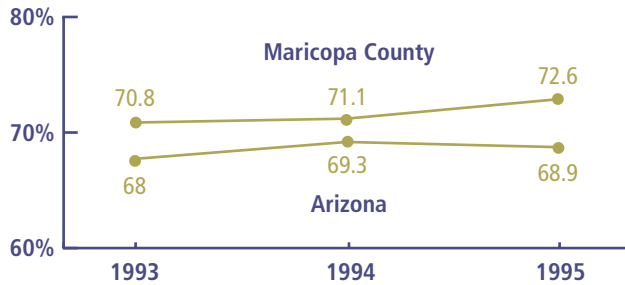
With the exception of the upper grade levels, reading test scores have shown a small but fairly steady upward trend since the test was first administered in 1997. Declines, however, have been seen in the last three years in grades 9-11, with all three grade-levels currently testing below the national norm.

Math scores for students in Maricopa County are perhaps the strongest scores among the three sets of tests. All grade levels are testing higher than the national norm and several are near or above the 60th percentile.

It appears that Maricopa County students have the greatest difficulty with the Language portion of the *Stanford 9*. Despite improvement in all Language scores since 1997, five of the nine grade levels still test below the national norm.

Graduation Rates for Greater Phoenix

(in percentage graduated, Maricopa County and Arizona public schools, 1993-97)



Source: Arizona Department of Education, latest data released 1998.

What the indicator is:

The Arizona Department of Education cites high school graduation rates as “useful indicators of the success of various school improvement programs and reform efforts in general.” (*Graduation Rate Study for the Class of 1994*, ADE, 1996).

The data presented here are based on enrollment over a four-year period. The graduation rate is the proportion of students who complete the requirements for a high school diploma within a four-year period.

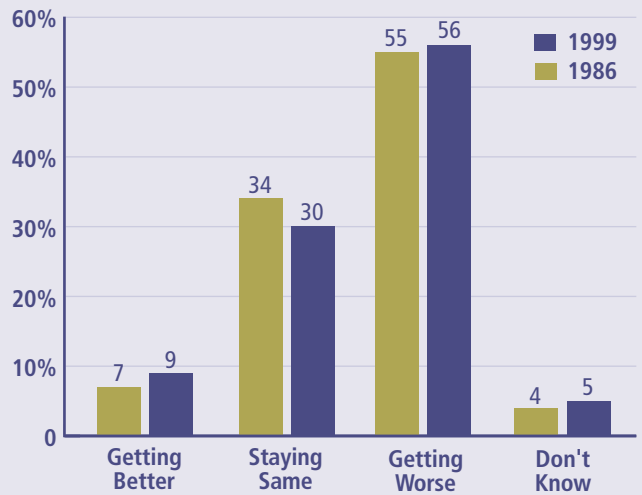
What the data say:

More than a decade ago, in 1988, the Arizona Department of Education adopted the National Education Goal of increasing high school graduation rates to 90% by the year 2000, with an interim goal of 85% by 1996.

The data provided by the Arizona Department of Education shows fairly slow – although steady – progress toward these goals in both Maricopa County and Arizona. During the past several years, graduation rates have risen. Despite progress, however, it appears that the Arizona graduation rate may fall short of the goal established for 2000 a decade ago.

Residents’ Perceptions of Whether the Region’s Education is Getting Better, Staying the Same, or Getting Worse

(1986 survey, n = 601; 1999 survey, n = 1020)



Totals may not add to 100% due to rounding.

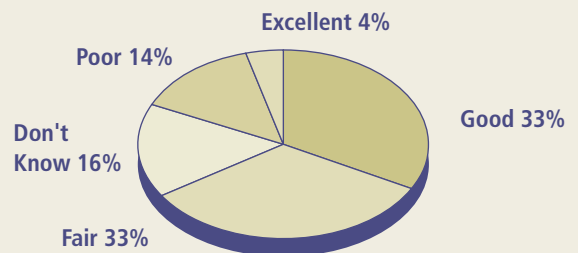
Source: Valley Report Card Survey, *The Arizona Republic*, 1986 and Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999.

WHAT RESIDENTS OF GREATER PHOENIX THOUGHT THEN AND WHAT THEY THINK NOW:

When asked in 1999 an identical question to one asked in the 1986 *The Arizona Republic Valley Report Card Survey*, residents reported more pessimistically now than then. While many still see it “staying the same,” a higher proportion today believe it is “getting worse.”

Residents’ Perception of Public School Quality

(1999 survey, n = 983)



Totals may not add to 100% due to rounding.

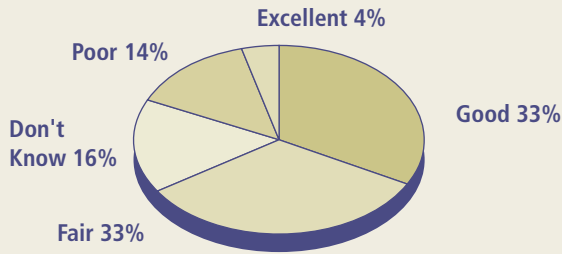
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Parents of public school students in Greater Phoenix generally rate local public school quality high. Two-thirds of parents believe that public school quality is either “excellent” or “good.”

Residents' Perception of Public School Safety

(1999 survey, n = 983)



Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Parents with children enrolled in both public and private schools in Greater Phoenix believe their children are safe at school. Seventy-seven percent of public school parents are of the opinion that child is safe at school (slightly lower than the 83% figure registered in the 1997 survey). Nearly all private school parents (97%) think their child is "very" or "somewhat" safe at school.

Note: because these questions were asked of a sub-sample of the 1,024 residents surveyed, the margin of error is larger than +/- 3.0%.

School Incident Statistics

(in Maricopa County public schools, 1998-99 school year)

Violations Resulting in the Filing of Charges (654 schools)

	# of Incidents	Rate per 1,000
ELEMENTARY	1,022	4
MIDDLE	705	5
HIGH SCHOOL	377	5

Firearm/Other Weapons Violations Resulting in the Filing of Charges (654 schools)

	# of Incidents	Rate per 1,000
ELEMENTARY	136	0.49
MIDDLE	57	0.39
HIGH SCHOOL	35	0.46

Enrollment of schools included above: elementary 274,324; middle 143,982; high school 75,294.

Source: Arizona Department of Education, Comprehensive Health and Prevention Program Survey (CHAPPS), 1999.

What the indicator is:

The Littleton, Colorado tragedy and various other school shootings around the country in recent years have brought the topic of school safety into the media and public awareness spotlight. The "school incident" data presented here relate to incidents occurring on public school grounds in Maricopa County which result in 1) the intervention of law enforcement and 2) charges being filed against a student. As such, these data do not necessarily represent all "violent" acts on campuses, they merely reflect some of the most serious incidents.

What the data say:

While the figures illustrate the fact that a number of incidents occur on school campuses in Maricopa County resulting in law enforcement intervention, the overall rate of these incidents is low, only between 4 and 5 per 1,000 students per year. For weapons violations resulting in charges filed, the rate is less than one student per 2,000 per year. The higher raw number of incidents at elementary schools reflects that higher enrollment in those schools.

Rankings of Colleges and Universities in Greater Phoenix

1999

- American Graduate School of International Management ranked best (#1) international business program in U.S.
- ASU graduate schools:
 - Business ranked #31 in U.S.
 - Law ranked #49 in U.S.
 - Engineering ranked #48 in U.S.
 - Education ranked #24 in U.S.
- ASU undergraduate education ranked in third tier (117th-167th) among best universities in the U.S.

1998

- American Graduate School of International Management ranked best (#1) international business program in the U.S.
- ASU graduate schools:
 - Business ranked #31 in U.S.
 - Law ranked #44 in U.S.
 - Architecture ranked #19 in U.S.
 - Education ranked #27 in U.S.
 - Public Affairs ranked #30 in U.S.
- ASU undergraduate education ranked in third tier (117th-174th) among best universities in the U.S.

Source: U.S. News & World Report, 1997-99.

What the indicator is:

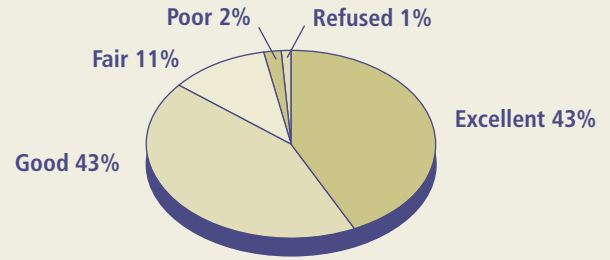
For more than a decade, *U.S. News & World Report* has been ranking American universities and colleges. In 1999, the rankings are calculated based on more than a dozen criteria combined in a non-scientific way. Criteria include faculty resources, student selectivity, and alumni giving rate. One of the criteria, “academic reputation” – derived from a survey of four-year institutions – is the most heavily weighted factor, accounting for 25 percent of the final score for all schools.

What the data say:

ASU’s graduate programs continue to score well in 1999, although Law slipped slightly, while the Education improved modestly. For the third consecutive year, The American Graduate School of International Management was named best international business program in the U.S. In 1999, ASU’s undergraduate education is again ranked between 117th and 167th (tier three), however, ASU received the highest “academic reputation” score (3.3 out of 5.0) among the 50 third tier schools.

Perception of Local College and University Quality

(1998 survey, n = 211)



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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Just under 90 percent of residents who are enrolled in a local college or university (or who have a household member enrolled) believe the education being offered is either “excellent” or “good.” The generally high regard residents of Greater Phoenix have for our local colleges and universities has held consistent during both the 1997 and 1998 quality of life surveys.

Note: Because this question was asked of a sub-sample of the 1,024 residents surveyed, the margin of error is larger than +/- 3.0%.

SECTION THREE

FAMILIES AND YOUTH



In 1999, 12% of Greater Phoenix residents believe the status of families and youth is the most important factor in our regional quality of life.

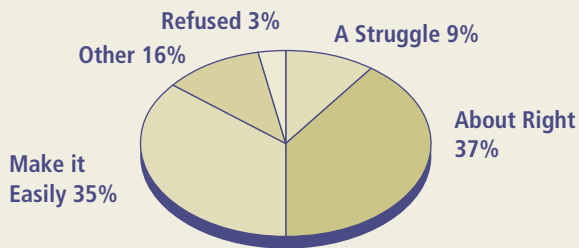
Families and Youth	1997 Survey	1998 Survey	1999 Survey
% of Residents Indicating "Most Important"	19%	21%	12%
Category Rank	3rd	2nd	3rd

FAMILIES AND YOUTH INDICATORS

- Perception of Mortgage Payment Burden*
- Median Home Sales Price and Home Affordability*
- Average Apartment Rent*
- Perception of Rent Payment Burden*
- Perception of Child Poverty*
- Estimated Child and Total Poverty Rates*
- Reported Cases of Child Abuse or Neglect*
- Perception of Child Abuse*
- Perception of Domestic and Spousal Violence*
- Petitions Filed for Domestic Violence Orders of Protection*

Mortgage: Greater Phoenix Residents' Level of Comfort in Making Their Monthly Payment

(1998 survey, n = 705 homeowners)



Totals may not add to 100% due to rounding.

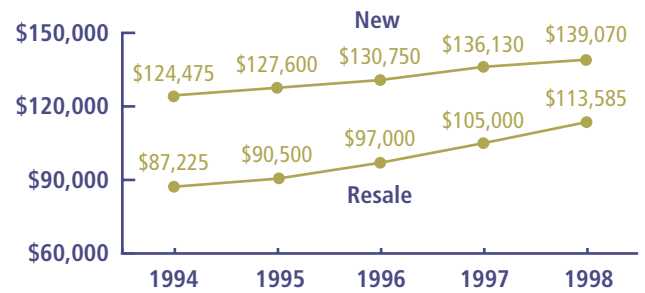
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

The majority of the homeowners in Greater Phoenix (72%) report that their mortgage payment is either "easy" or "about right." Only about one out of ten residents reports struggling to make their monthly payment.

Median Home Sales Price

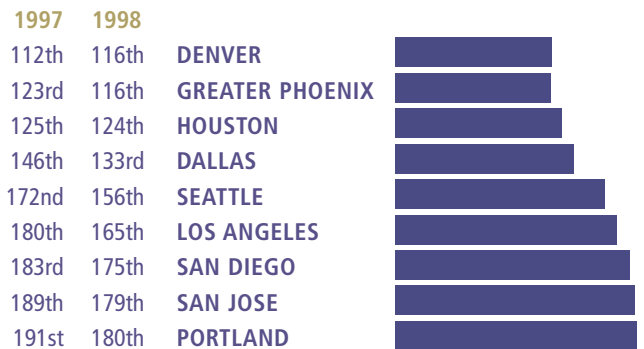
(new and resale single family homes in Greater Phoenix, 1994-98)



Source: Arizona Real Estate Center, L. William Seidman Research Institute, College of Business, ASU, 1999.

Affordability of Homes

(out of 193 U.S. metro regions, 1997 and 1998 rankings)



A ranking of 1 = most affordable, 193 = least affordable.

Data are from 4th quarter, 1997 and 1998.

Source: National Association of Homebuilders, 1999.

What the indicators are:

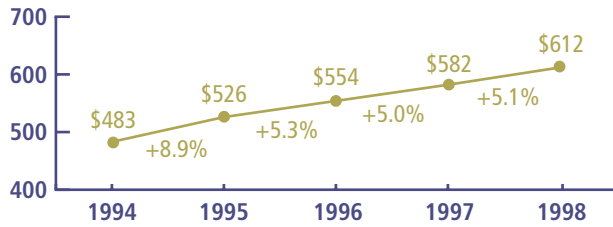
The region's comparatively low cost of housing has served as a quality of life attraction for many families over the past several decades. Data regarding single-family median home prices are from the Arizona Real Estate Center in the ASU College of Business. Inter-regional comparison data are from the National Association of Homebuilders (NAHB), which annually calculates the proportion of homes sold in a specific market that a family earning the median income in that market could afford. The NAHB Index also considers property tax and insurance rates in the rankings.

What the data say:

With continued low interest rates, strong in-migration, and a robust regional economy, the median price of both new and resale homes in Greater Phoenix continued to climb in 1998. The median resale home price rose about 8% during the year, roughly the same rate as in 1997, while the median new home cost, rose by only about 2%. The gap in median price of a new versus a resale home has closed from nearly 30% in 1994 to 18% in 1998.

Average Apartment Rent

(in apartment complexes with 50 or more units in Maricopa County, 1994-97)



Source: RealData, Inc., 1999.

What the indicator is:

The monthly expense of rental housing for an individual or family can impact personal quality of life in several ways. Higher rent can leave less disposable income that might otherwise be spent on food, clothing, or entertainment.

The trend line indicates the average cost of an apartment (regardless of the number of bedrooms) in Maricopa County apartment complexes with 50 or more units.

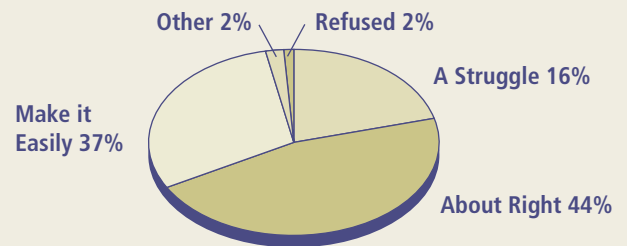
What the data say:

In 1998, the average monthly apartment rent in Phoenix rose consistently with the two previous years, according to RealData, Inc.

The 1998 increase in apartment rent of just over five percent almost identically matches the five-percent average increase in the median cost of new and resale homes.

Rent: Greater Phoenix Residents' Level of Comfort in Making Their Monthly Payment

(1998 survey, n = 305 renters)



	No Children	1 or More Children
STRUGGLE	13%	21%
ABOUT RIGHT	45%	43%
MAKE IT EASILY	40%	34%

Totals may not add to 100% due to rounding.

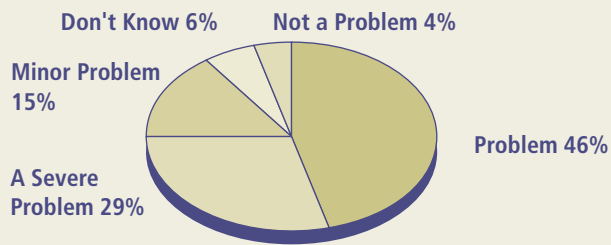
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Eighty-one percent of apartment renters in the quality of life survey report their rent payment was either "about right" or that they "make it easily" — a figure higher than the 72% of homeowners who said the same about their mortgage payment. In addition, while about 9% of homeowners said they "struggle" with their monthly house payment, a larger 16% of apartment renters report a rent payment that is "a struggle."

Perception of Child Poverty in Greater Phoenix

(1998 survey, n = 1,024)



Totals may not add to 100% due to rounding.

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

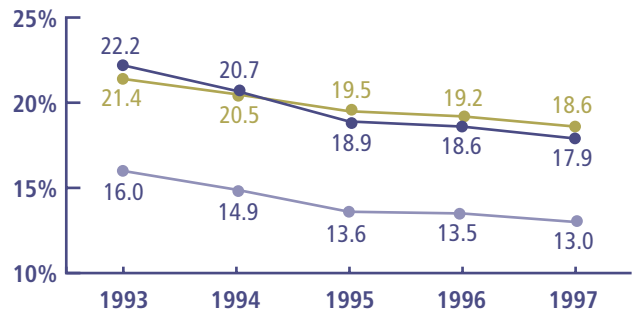
WHAT RESIDENTS OF GREATER PHOENIX THINK:

Nearly three out of ten Greater Phoenix residents (29%) believe that child poverty in the region is a "severe problem," a figure slightly higher than the 25% "severe" figure registered in the 1997 survey.

Overall, three out of four adults in Maricopa County perceive child poverty to be more than just a minor problem in the region.

Estimated Child and Total Poverty Rates

(in Maricopa County and U.S., 1993-97)



- Estimated Child Poverty in Maricopa County
- Estimated Child Poverty in U.S.
- Estimated Total Poverty in Maricopa County

Child poverty relates to those younger than 18 years old.

Source: Center for Business Research, College of Business, Arizona State University, 1999.

What the indicator is:

The connection between poverty and poor quality of life can be both personal and regional. On a personal or household level, poverty can mean lower quality day care, inadequate nutrition and healthcare, and unhealthy living conditions. On a regional level, high rates of poverty affect many of the costs borne by government and society.

Poverty rates for Maricopa County are calculated based on the relationship between the poverty rate and the change in per capita personal income. The U.S. figures in the graphic are based on the annual Current Population Survey, adjusted to match the 1990 census.

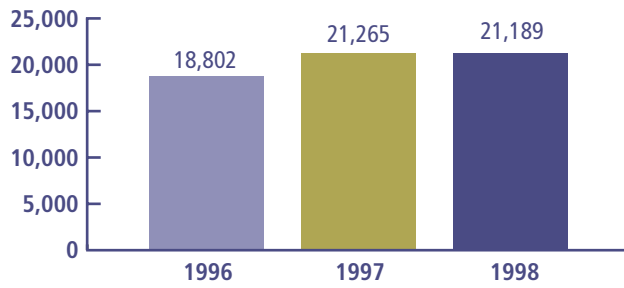
Note: Because estimates of poverty are based on the decennial census, annual estimates become less reliable as they extend further from the base year (in this instance, the 1990 decennial U.S. Census). Also, because of updated data, figures printed in previous editions of *What Matters* may be adjusted here.

What the data say:

The child poverty rate in Maricopa County has declined since 1993, according to the Center for Business Research estimates. Sustained economic growth in the region, state, and nation has profoundly impacted the trajectory of the poverty trend line during the 1990s.

Reported Cases of Child Abuse or Neglect

(calls to the child abuse hotline in Maricopa County meeting the criteria for a report of child maltreatment valid for investigation/assessment, fiscal years 1996-98)



Rate per 1,000 children	1996	1997	1998
	26.5	29.1	27.6

Note: Figures reported in the 1998 edition of this publication were incorrectly identified as Maricopa County figures; they were for the State of Arizona as a whole.

Source: Arizona Department of Economic Security, Department of Children, Youth and the Family, Child Protective Services, 1999. Rate per 1,000 calculated by Morrison Institute for Public Policy, based on county population estimates of persons below age 18.

What the indicator is:

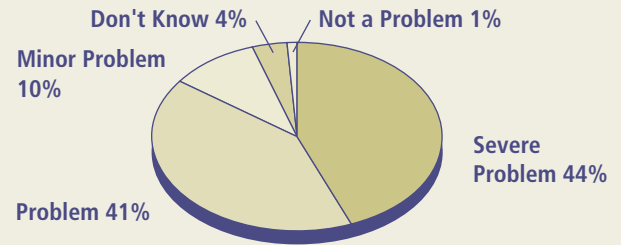
In cases of child abuse, poor personal quality of life is fairly obvious for the child being abused and probably also for the adult who is perpetrating the maltreatment. But a region's quality of life can also be affected by this crime too, as it is society that often pays a variety of costs in the aftermath of abuse. Determining the precise amount of abuse and maltreatment that occurs in a community is difficult to measure because it is often a "hidden" crime. Thus, surrogate measures, such as reported cases of child maltreatment to Child Protective Services, must be used as general – although potentially inaccurate – barometers of the level and extent of child abuse in the region. The figures are for reports of child abuse phoned in to CPS meeting a certain criteria, whether investigated or not, that meet the legal criterion of being an allegation of abuse or neglect of a child under 18 years of age at the hands of a parent, guardian, or caretaker.

What the data say:

This indicator shows a rise in both rate per 1,000 children and total reported cases between 1996 and 1997, before a leveling-off in 1998. Because of the region's continued strong in-migration of population, the relatively small drop in reported cases caused a more notable decline in rate of abuse per 1,000 children. Overall, despite the inherent under-reporting problem, it is clear that at least three children in 100 are abused.

Perception of Child Abuse in Greater Phoenix

(1998 survey, n = 1,024)



Totals may not add to 100% due to rounding.

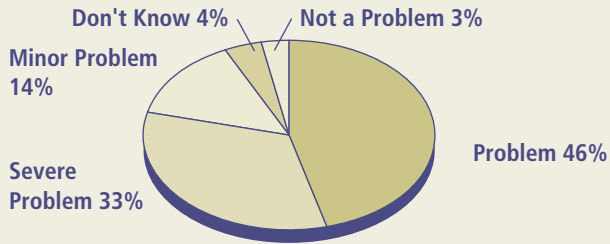
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Perhaps reflecting the seriousness of the crime and its prevalence in the media in recent years, 85% of the region's residents rate child abuse as either "a problem" or a "severe problem" in Greater Phoenix. In the 1997 survey, a slightly lower combined figure of 80% said child abuse was either a "problem" or a "severe problem."

Perception of Domestic and Spousal Violence in Greater Phoenix

(1998 survey, n = 1,024)



Totals may not add to 100% due to rounding.

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

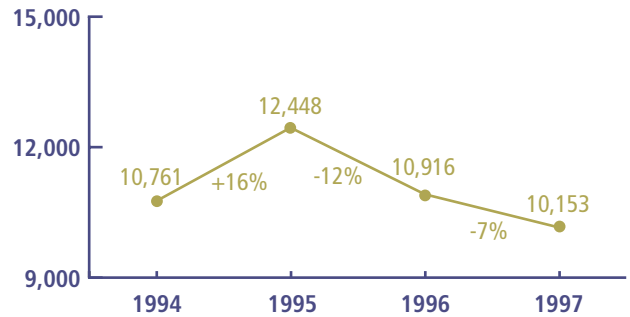
WHAT RESIDENTS OF GREATER PHOENIX THINK:

More than three out of four Maricopa County residents (79%) report that domestic and spousal violence in the region is either a "problem" or a "severe" problem.

Compared to the 1997 survey, the percentage of persons in the survey who indicated a "severe problem" increased by 8% (25% to 33%).

Petitions Filed for Domestic Violence Orders of Protection

(in Maricopa County, 1994-97)



Note: Data are for fiscal year; limited jurisdiction courts only.

Source: Arizona Supreme Court, *1998 Data Report*, released Sept. 1999.

What the indicator is:

Domestic violence can affect personal and regional quality of life in similar ways to that of poverty and child abuse. The civic and societal infrastructure pays the price of domestic violence.

As with child abuse, it must be assumed that a large number of incidents of domestic violence go unreported. Because of this under-reporting problem, a surrogate domestic violence measure such as petitions filed for orders of protection can be used as a general gauge.

The data here represent the number of petitions filed for orders of protection during the last four years in Maricopa County's Limited Jurisdiction (municipal and justice) Courts and the percentage increase or decrease, based on the raw number of orders.

What the data say:

Petitions for orders of protection in Maricopa County grew in both 1994 and 1995 before declining substantially in 1996 and again in 1997. However, considering the net in-migration to Maricopa County during the period, the rate of petitions filed for domestic violence orders of protection is declining on an absolute basis.

SECTION FOUR

ECONOMY



In 1999, 11% of Greater Phoenix residents believe the state of the region's economy is the most important factor in our quality of life.

Economy	1997 Survey	1998 Survey	1999 Survey
% of Residents Indicating "Most Important"	8%	9%	11%
Category Rank	5th	4th	4th

Economy Indicators

THEN AND NOW: Cost of Living

Perception of Change in Cost of Living

Cost of Living

Per Capita Personal Income

SPECIAL ANALYSIS: Educational Attainment

Perception of Change in Income

Perception of Job Security

Unemployment Rate

SPECIAL FOCUS: Job Satisfaction

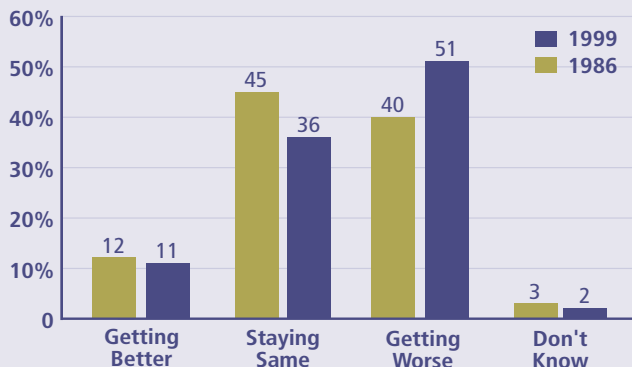
THEN AND NOW: Jobs

SPECIAL FOCUS: Job Creation-to-Housing Completion Ratio

SPECIAL FOCUS: The New Economy

Residents' Perceptions of Whether the Region's Cost of Living is Getting Better, Staying the Same, or Getting Worse

(1986 survey, n = 601; 1999 survey, n = 1020)



Totals may not add to 100% due to rounding.

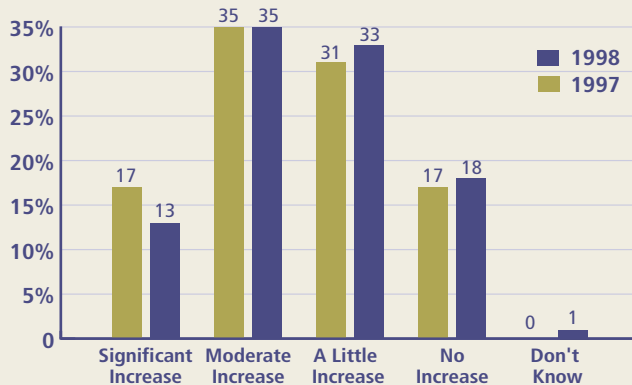
Source: Valley Report Card Survey, *The Arizona Republic*, 1986 and Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999.

WHAT RESIDENTS OF GREATER PHOENIX THOUGHT THEN AND WHAT THEY THINK NOW:

In an identical question to one asked in 1986, residents in 1999 are reporting a more pessimistic view about cost of living now than then. Although the percentage of residents indicating that the cost of living was "getting better" stayed virtually constant, those saying it was "staying the same" has decreased by about 10%.

Perception of Change in Greater Phoenix's Cost of Living During the Past Year

(1997 and 1998 surveys)



Totals may not add to 100% due to rounding.

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

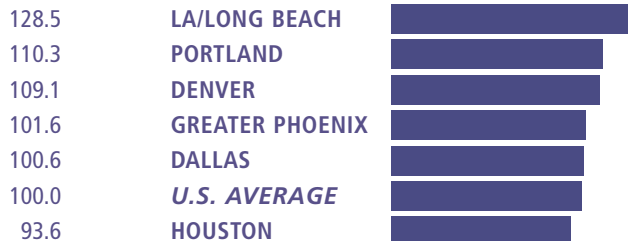
WHAT RESIDENTS OF GREATER PHOENIX THINK:

About half of residents (48%) indicate that they've seen either a "significant" or at least a "moderate" cost of living increase during the past year.

Cost of Living

(in selected western regions, 4th quarter 1998)

1998



A score of 100 is that average of all places in the national survey.

Data for San Diego, Seattle, and San Jose not available.

Source: American Chambers of Commerce Researchers Association (ACCRA).

Cost of Living Trend in Greater Phoenix



A score of 100 is that average of all places in the national survey.

Data for San Diego, Seattle, and San Jose not available.

Source: American Chambers of Commerce Researchers Association (ACCRA).

What the indicator is:

The costs of groceries, housing, utilities and other necessities can profoundly affect the quality of life of individuals and families. A relatively high cost of living, for example, often means less disposable income for a family. The ACCRA Cost of Living Index has been comparing the costs of goods and services in metropolitan areas in the U.S. for more than 30 years. Items counted in the ACCRA Index include the costs of groceries, housing, utilities, transportation, healthcare, and miscellaneous goods and services. The average for all locations in the Index is 100. Thus any metro area with a score above 100 has a generally higher than average cost of living, and below 100 indicates a generally lower cost of living than in the U.S. as a whole.

What the data say:

Among this group of western peer regions, Greater Phoenix has the third lowest cost of living in the fourth quarter, 1998. Nevertheless, because it is over 101, the cost of living in Greater Phoenix is slightly higher than average in the U.S. According to ACCRA's breakdown of comparative cost of living, Greater Phoenix has below average housing costs (96.9), but greatly exceeds the national norm for personal transportation costs (113.3).

Per Capita Personal Income

(in selected western regions, 1997)

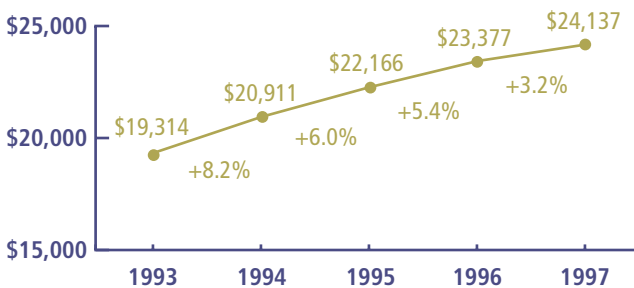
1997	Rank	City
\$37,856	4	SAN JOSE
\$33,373	13	SEATTLE
\$30,743	20	DENVER
\$30,481	22	DALLAS
\$28,977	34	HOUSTON
\$27,388	46	PORTLAND
\$25,719	76	LA/LONG BEACH
\$24,965	89	SAN DIEGO
\$24,137	116	GREATER PHOENIX

*Out of 320 U.S. metropolitan statistical areas ranked.

A ranking of 1 = highest income, 320 = lowest.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, 1999.

Per Capita Personal Income Trend in Greater Phoenix



Source: U.S. Department of Commerce, Bureau of Economic Analysis, 1999.

What the indicator is:

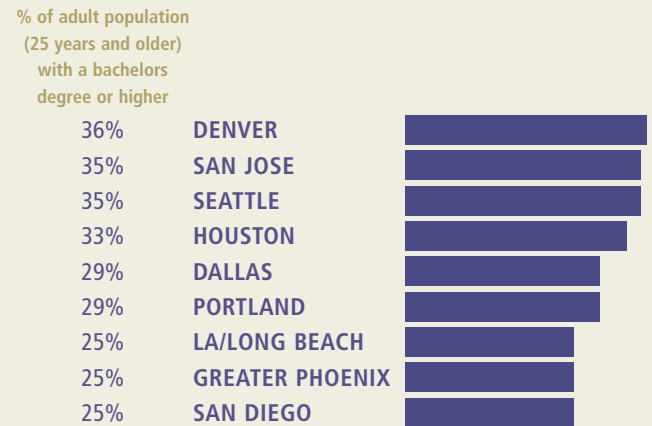
Per capita personal income is an important quality of life measure because, like cost of living, it relates to a family's ability to pay bills and housing costs, and purchase food, clothing and entertainment. Per capita personal income (PCPI) is calculated by the U.S. Bureau of Economic Analysis by dividing the annual total income of residents in the region by the number of residents.

What the data say:

Although per capita personal income in Greater Phoenix has steadily risen in the past five years, the region continues to rank very low among its western peers. Despite a 5% gain in 1997, Greater Phoenix's per capita figure of \$24,137, is still almost \$3,000 less than the U.S. metropolitan average. Why is this so? Economists frequently cite a relatively low employment-to-population ratio (i.e., fewer people work), a higher proportion of workers in below-average wage industries such as retail, and the "sunshine factor," a theory that people are willing to work in Greater Phoenix for lower wages because of the favorable climate.

SPECIAL ANALYSIS: EDUCATIONAL ATTAINMENT

(in selected western regions, 1993)



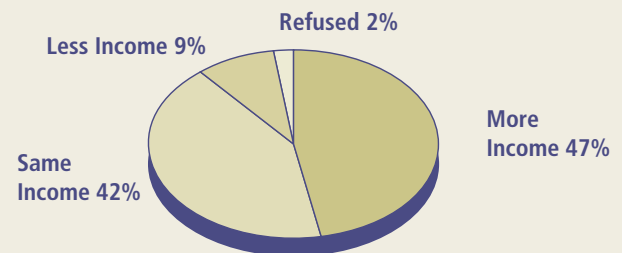
Source: U.S. Census, CPS Annual Demographic Survey, 1993.

What the data say:

A comparison of educational attainment in western peer regions illustrates another reason why per capita personal income in Greater Phoenix is comparatively low: generally lower educational attainment. Greater Phoenix finds itself at the bottom of these peer regions in the percent of those who have earned at least a bachelors degree.

Residents' Perception of Change in Their Own Household Income

(1998 survey, n = 1,024)



Totals may not add to 100% due to rounding.

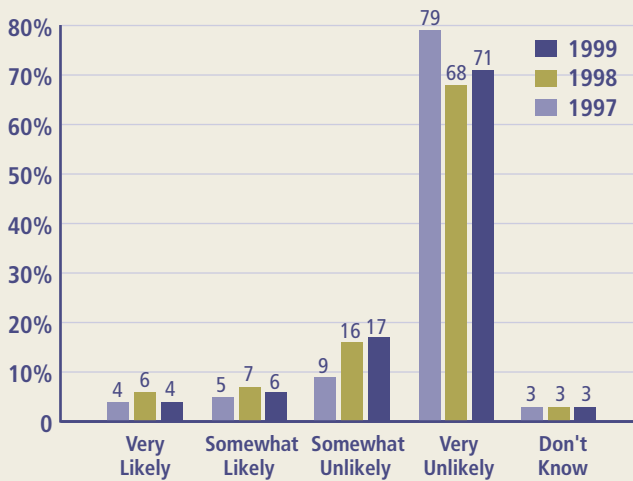
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Consistent with the rise in PCPI during recent years, a slightly higher proportion of Greater Phoenix residents reported "more income" in 1998 than in 1997 (47% vs. 42%). Perhaps reflecting the strength of the local economy, nearly one out of two people (47%) reported that their household income rose.

Residents' Perceptions of the Possibility of Losing Their Job or Being Laid Off in the Coming Year

(n = 636 employed persons in 1999, 660 in 1998, 676 in 1997)



Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Despite the strength of the regional economy, slightly fewer local residents indicated a strong sense of job security in the 1998 Quality of Life Survey. Although a strong majority continued to indicate that the likelihood of losing their job in the coming year was slim, those in the strongest perception of job security category, "not likely," dropped from 79% to 68%.

Unemployment Rate

(in selected western regions, 1997-98)



Data for San Jose were not available.

Source: U.S. Bureau of Labor Statistics, 1999.

Unemployment Rate Trend in Greater Phoenix



Source: U.S. Bureau of Labor Statistics, 1999.

What the indicator is:

Unemployment rates have traditionally been used as a barometer of general economic health in the U.S. and its metropolitan areas. In general, a low rate of unemployment is considered an indicator of strength in the economy, while high or increasing unemployment rates are often a harbinger of a slowing or weakening economic picture. The U.S. Bureau of Labor Statistics (BLS) publishes monthly unemployment data for the U.S. and major metropolitan areas. The figures reported are the annual unemployment rates.

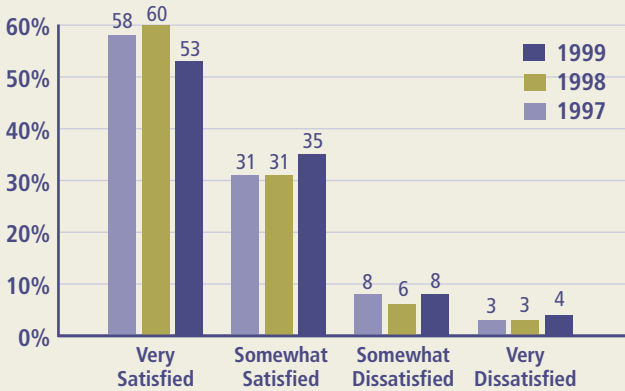
What the data say:

In 1998, Greater Phoenix took the top position on this list of eight western peer regions for having the lowest unemployment rate, a rate of just 2.7%. Perhaps reflecting the strong national economy, 7 out of 8 regions on the comparison list here showed lower unemployment rates in 1998, with the exception being Denver. The Los Angeles/Long Beach area – although lower than in 1997 – still has an unemployment rate that stands at double that of the top four regions. Since 1993, when unemployment in Greater Phoenix measured 5.0%, the region's jobless rate has been nearly cut in half. Indeed, Greater Phoenix's unemployment rate has been below 5% (a threshold generally believed to be "full employment") in each of the last five years.

SPECIAL FOCUS: JOBS

Job Satisfaction Among Residents of Greater Phoenix

(n = 636 employed persons in 1999, 660 in 1998, and 676 in 1997)



By Income (thousands)

	<\$30	\$30-49	\$50-74	>\$75
VERY SATISFIED	35%	56%	52%	67%
SOMEWHAT SATISFIED	47%	30%	37%	30%
SOMEWHAT DISSATISFIED	16%	9%	7%	2%
VERY DISSATISFIED	2%	6%	4%	1%

WHAT RESIDENTS OF GREATER PHOENIX THINK:

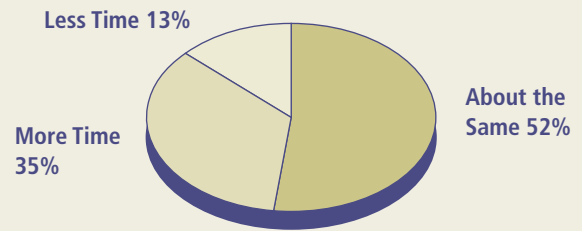
Job satisfaction appears to have faded a bit in 1999, although it generally remains quite high among residents of Greater Phoenix.

In 1999, 53% of residents report being “very satisfied” in their job, although a higher 60% figure was recorded in 1998. The percentage of persons who report being either “somewhat” or “very” dissatisfied in their employment rose slightly, from 9% to 12%.

When considered by income, it is those at the highest end of the income scale that report the highest satisfaction with work. Among those earning \$75,000 or more annually, two-thirds (67%) report being “very satisfied,” while only about a third (35%) of those earning less than \$30,000 are similarly satisfied.

Residents’ Perception of Amount of Time Spent at Work

(n = 660 employed persons in 1998 survey)



By Income (thousands)

	<30	\$30-49	\$50-74	>\$75
MORE TIME	33%	36%	30%	46%
LESS TIME	11%	10%	21%	6%
ABOUT THE SAME	56%	54%	49%	48%

Totals may not add to 100% due to rounding.

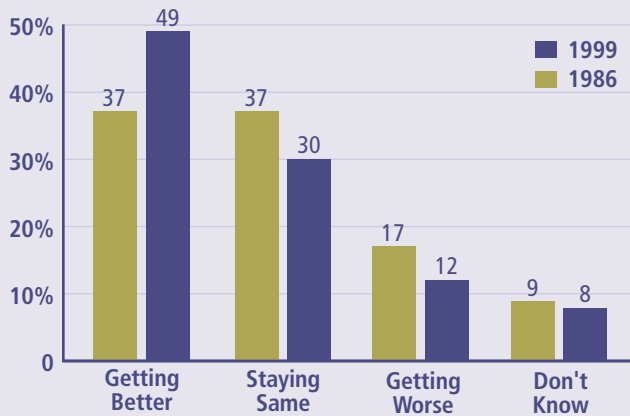
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Although job satisfaction stands at a generally high level among most of the region’s population, a third report that they’re spending “more time” on the job. Among those who indicate they’re spending more time at work at those earning more money. Nearly half (46%) of those earning more than \$75,000 per year say they spent “more time” at work last year. More than one in five (21%) of those earning between \$50,000 and \$75,000 said they spent “less time” at work during the previous year.

Residents' Perceptions of Whether the Region's Jobs are Getting Better, Staying the Same, or Getting Worse

(1986 survey, n = 601; 1999 survey, n = 1020)



Totals may not add to 100% due to rounding.

Source: Valley Report Card Survey, *The Arizona Republic*, 1986 and Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999.

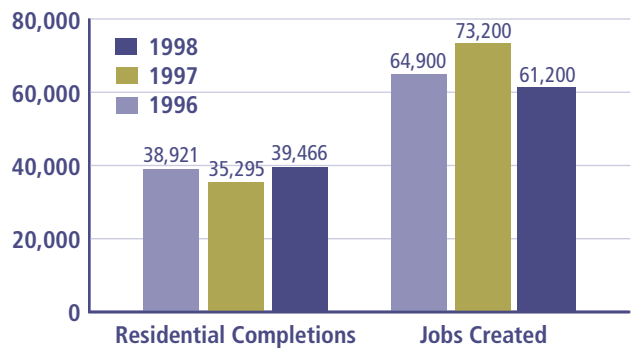
WHAT RESIDENTS OF GREATER PHOENIX THOUGHT THEN AND WHAT THEY THINK NOW:

In an identical question to one asked in the 1986 *The Arizona Republic Valley Report Card Survey*, residents in 1999 are more optimistic about jobs now versus then. In 1999, nearly half of all residents in the survey (49%) say jobs are "getting better," while less than four out of ten responded similarly in 1986 (37%). In addition, only 12% today say jobs are "getting worse," as opposed to 17% in 1986.

SPECIAL FOCUS: JOBS

Job Creation-to-Housing Completion Ratio

(Maricopa County, 1996-98)



Sources: Residential completions from Maricopa Association of Governments, 1999; jobs created are non-farm employment growth, from the U.S. Dept. of Labor, Bureau of Labor Statistics and Arizona Department of Economic Security, Research Administration, 1999.

What the indicators are:

Consistency between growth in jobs and residential housing units can have profound impacts on quality of life. Planning for and maintaining a rough balance between the two can ameliorate surges in housing prices, and economic problems due to workforce shortages. Poor planning for both rapid job growth and housing demand can cause issues such as traffic and environmental degradation to become more pronounced.

What the data say:

The near-record housing boom in Greater Phoenix has not kept pace with job creation in the region, according to the figures above. In 1997, for instance, job creation outpaced housing completions by more than 2:1. The disparity was not as severe in either 1996 or 1998, however, the imbalance between the two (if continued for a sustained period) will continue to affect the region's housing prices, traffic patterns, and environmental impacts.

SPECIAL FOCUS: THE NEW ECONOMY

High-technology “Poles” and High-technology Output as a % of Total Output

(metropolitan areas, 1998)

“pole” rank*	Metro	% of MSA total output	high-tech employ.
1	SAN JOSE	39.78%	279,060
2	DALLAS	17.49%	210,180
3	LA/LONG BEACH	12.28%	402,140
5	SEATTLE	18.72%	216,360
12	GREATER PHOENIX	13.29%	120,320
17	SAN DIEGO	12.49%	104,360
19	DENVER	12.66%	90,550
26	PORTLAND	11.82%	82,110

The rankings correspond to the Milken Institute’s ranking of the top 50 Milken Institute “Tech-Poles,” published in *America’s High-tech Economy: Growth, Development, and Risks for Metropolitan Areas*.

*Pole ranking is determined by a “composite index” score for each metro area, not shown here.

Source: Milken Institute, July 1999.

Percent of National High-tech Real Output

Rank	Percent	Metro
1	5.79	SAN JOSE
2	5.11	LA/LONG BEACH
6	3.67	DALLAS
9	2.52	SEATTLE
12	1.84	HOUSTON
13	1.78	GREATER PHOENIX
17	1.41	SAN DIEGO
20	1.30	DENVER
25	1.03	PORTLAND

The rankings correspond to the Milken Institute’s ranking of the top 50 high-tech metros, by size, published in *America’s High-tech Economy: Growth, Development, and Risks for Metropolitan Areas*.

Source: Milken Institute, July 1999.

What the indicators are:

In 1999, the “new economy” has moved into the American vernacular. In general, the term is being used today to describe the economic shift away from the “old economy” foundations of geology and geography toward the information and technology segments of the economy, including e-commerce, online services, communications, and medical research.

High-technology “poles,” according to the Milken Institute, are metropolitan areas that exert a gravitational pull that attracts other technology-related industries and firms. Also included here are figures related to how much high-technology contributes to the various regions’ total output, and high-tech employment by region.

Numbers corresponding to the percent of national high-tech real output describe a region’s contribution to the national high-tech economy. In theory, the combined value of all of U.S. metropolitan areas’ high-tech real output would equal 100%.

These indicators are included as a Special Focus in this year’s *What Matters* because they describe how the Greater Phoenix region is competitively positioned in the “new economy.”

What the data say:

There is good news and bad news for Greater Phoenix in the new economy. The good news is that Greater Phoenix ranks near the top ten (out of 50 U.S. metro areas) both in terms of high-tech real output, and as a high-tech “pole.” The bad news is that, despite these relatively high rankings, Greater Phoenix is mostly in the middle of this pack of western peer regions.

It is probably not surprising that the San Jose/Silicon Valley area of California ranks high among these indicators. Indeed, in 1998, San Jose accounted for almost 6% of the nation’s high-tech real output, compared to less than 2% contributed by Greater Phoenix. In addition, on an intra-regional basis, Greater Phoenix’s high-tech sectors produce roughly 13.29% of the region’s total output, a figure lower than all but three other comparison regions.

SECTION FIVE

HEALTH AND HEALTHCARE



In 1999, 8% of Greater Phoenix residents believe that health and healthcare are the most important factors in our regional quality of life.

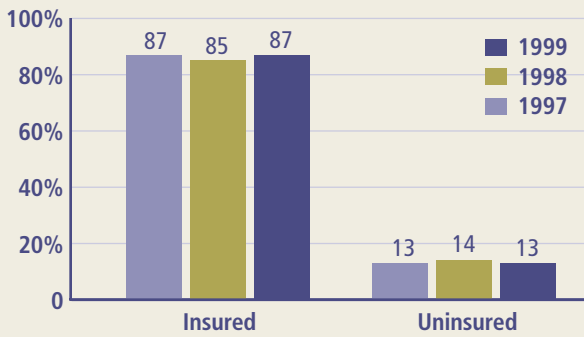
Health and Healthcare	1997 Survey	1998 Survey	1999 Survey
% of Residents Indicating "Most Important"	9%	8%	8%
Category Rank	4th	5th	5th

HEALTH/HEALTHCARE INDICATORS

- Persons Reporting No Health Insurance*
- Selected Causes of Death*
- Current Accreditation Status of Hospitals*
- Current Accreditation Status of Healthcare Plans*
- THEN AND NOW: Healthcare*
- Perception of Hospital Quality*

Residents of Greater Phoenix Reporting No Health Insurance

(n = 636 in 1999, 1,024 in 1998, and 1,012 in 1997)



Breakdown of Uninsured in Greater Phoenix

	1997	1998	1999
(Children/No Children)			
NO CHILDREN	11%	12%	16%
1 OR MORE CHILDREN	15%	18%	10%
(Age)			
18-34	23%	18%	17%
35-54	8%	9%	9%
55+	5%	13%	12%
(Income)			
<\$30,000	24%	24%	38%
\$30-49,999	13%	16%	8%
\$50-74,999	6%	10%	4%
>\$75,000	3%	5%	6%

Totals may not add to 100% due to rounding and non-responses.

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

What the indicator is:

Access to preventative healthcare and treatment for families and individuals can affect both their personal and the region's quality of life. Not only does health insurance play an important role in both the physical and financial health of individuals in the case of illness or injury, but on a regional basis, a high uninsured rate can diminish quality of life as children go without preventative care such as immunizations, often leading to higher societal costs down the road.

What the data say:

In 1989 and 1995, Arizona's Flinn Foundation commissioned statewide surveys of residents to identify the percentage with and without any type of health insurance. The most recent Flinn survey in 1995 showed approximately 15% of state residents lacking health insurance.

In 1997 and 1998, the Morrison Institute for Public Policy/*The Arizona Republic* Quality of Life surveys have also sought health insurance coverage information for residents of Greater Phoenix. Although this metropolitan region enjoys more prosperity than the state as a whole, the percentage of residents without any type of health insurance is virtually identical to the state percentage. Roughly 14% of Greater Phoenix residents report no health insurance.

When considering the question of health insurance coverage among those with and without children in Greater Phoenix, a slight gap is revealed: those with children more frequently report not being insured.

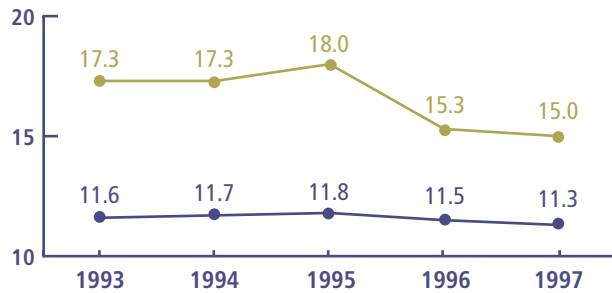
Age and income also appear to be important factors in whether or not one has health insurance. Those in the lowest age and income brackets report more frequently that they lack any type of health insurance.

Selected Causes of Death

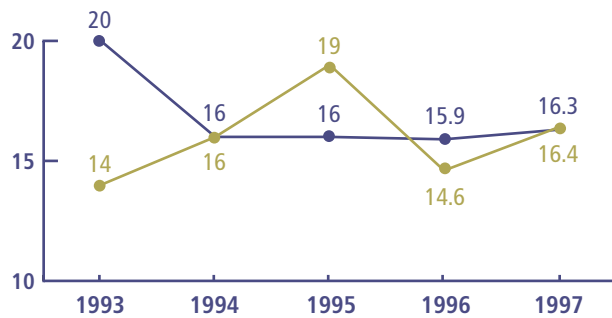
(rates per 100,000 residents in Maricopa County and U.S., 1993-1997)

- Maricopa County
- United States

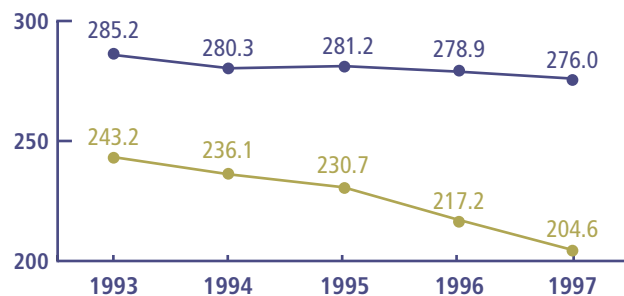
SUICIDE



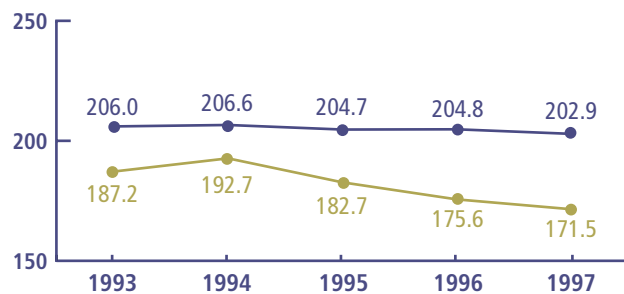
MOTOR VEHICLE-RELATED



HEART DISEASE



CANCER



Source: Arizona Department of Health Services, *Arizona Health Status and Vital Statistics, 1997* (published 1999).

What the indicators are:

The regional rates of death from suicide, motor vehicle crash, heart disease, and cancer can be used to measure the overall health of Greater Phoenix's citizens vis-à-vis the nation as a whole. It should be noted that each of these measures can be affected by unique demographics and other regional characteristics (i.e., an older population, higher speed limits, environmental factors, etc.).

What the data say:

It now appears that the suicide rate in Greater Phoenix saw a peak in the middle-1990s, as the 1997 data reveal a second consecutive year of decrease. Despite this two-year downturn, however, Greater Phoenix continues to stand substantially higher than the national average for suicide.

Death by motor vehicle-related collision jumped in 1997 after taking what appears to be a temporary dip in 1996. After a one-year respite, Greater Phoenix has moved back ahead of the national average of 16.3 motor vehicle-related deaths per 100,000. It remains to be seen, however, what effect – if any – the recent increase in Arizona highway speed limits will have on this rate in the future.

Death by heart disease dropped again in 1997 for both Maricopa County and the U.S. as a whole. The Greater Phoenix region remains well below the national average and has declined four consecutive years.

A third consecutive year of decline in Greater Phoenix's death rate by cancer ("malignant neoplasms") was recorded in 1997. As with diseases of the heart, Greater Phoenix is lower than the national norm for this indicator. As stated previously, however, the region is higher in the rate of death by suicide and motor vehicle.

Current Accreditation Status of Hospitals in Greater Phoenix

(hospitals in Greater Phoenix, as of Nov. 21, 1999)

Accredited With Commendation (5)

Del E. Webb Memorial Hospital
East Valley Regional Health System
Mayo Clinic Hospital
Phoenix Baptist Hospital and Medical Center
St. Luke's Medical Center

Accredited (15)

Arizona Heart Hospital
HealthSouth Meridian Point Rehabilitation Hospital
HealthSouth Valley of the Sun Rehabilitation Hospital
John C. Lincoln Hospital, Deer Valley
Maricopa Medical Center
Maryvale Hospital Medical Center
Mesa General Hospital Medical Center
Mesa Lutheran Hospital
Paradise Valley Hospital
St. Luke's Behavioral Health Services
Scottsdale Healthcare Osborn
Scottsdale Healthcare Shea
Valley Lutheran Hospital
Walter O. Boswell Memorial Hospital
Wickenburg Regional Medical Center

Accredited With Recommendations for Improvement (19)

Arizona State Hospital
Arrowhead Community Hospital and Medical Center
Charter Behavioral Health System of Arizona/Glendale
Charter Desert Vista
CHW Arizona dba St. Joseph's Hospital/Medical Center
Desert Samaritan Medical Center
Good Samaritan Regional Medical Center
IHS Phoenix Indian Medical Center
John C. Lincoln Hospital, North Mountain
Luke Hospital
Phoenix Children's Hospital
Phoenix Memorial Hospital
Phoenix Regional Medical Center
Samaritan Behavioral Health Center, Scottsdale
Select Specialty Hospital, Phoenix
Tempe St. Luke's Hospital
Thunderbird Samaritan Medical Center
VA Medical Center, Carl T. Hayden
Vencor Hospital, Phoenix

Source: Joint Commission on Accreditation of Healthcare Organizations, 1999.

What the indicator is:

Residents of Greater Phoenix have indicated through the Quality of Life survey that health and healthcare are among the most important issues in our region's quality of life. Obviously, the quality of healthcare relates directly to the quality of local healthcare plans and hospitals.

Through a rigorous evaluation process, the Joint Commission on Accreditation of Healthcare Organizations grades approximately 80 percent of the nation's hospitals in one of seven categories: accredited with commendation; accredited; accredited with recommendations for improvement; provisional accreditation; conditional accreditation; preliminary accreditation; and, not accredited. The Joint Commission's process involves a team of surveyors who spend up to five days in a hospital, conducting interviews and evaluating the performance of key functions that support patient care.

What the data say:

As of November 1999, a total of 39 Phoenix-area hospitals have gone through the Joint Commission's accreditation process, and five have earned the Commission's highest rating, "accreditation with commendation." In 1998, nine of the 38 Phoenix-area hospitals accredited had received the highest rating.

Fifteen of this region's hospitals currently have an "accredited" status — a status given to hospitals that do not receive any recommendations for improvement, but are below the excellence standards required for commendation. The remaining 19 Phoenix-area hospitals received at least one "type 1" recommendation, indicating insufficient or unsatisfactory standards compliance in a specific performance area. All type 1 recommendations must be resolved within a stipulated time frame to maintain accreditation.

Current Accreditation Status of Healthcare Plans in Arizona

(healthcare plans in Arizona, as of Dec. 1, 1999)

Excellent (0):

None

Commendable (15):

- Aetna, Medicare HMO
- Aetna, Commercial HMO
- CIGNA-Private Practice Plan, Commercial HMO/POS
- CIGNA-Private Practice Plan, Medicaid HMO
- CIGNA-Private Practice Plan, Medicare HMO
- CIGNA-Tucson, Commercial HMO/POS
- CIGNA-Tucson, Medicare HMO
- CIGNA-Phoenix Staff Model, Commercial HMO/POS
- CIGNA-Phoenix Staff Model, Medicare HMO
- CIGNA-Phoenix Staff Model, Medicaid HMO
- Health Choice Arizona, Inc., Medicaid HMO
- Intergroup, Medicare HMO
- Intergroup, Commercial HMO
- PacificCare, Commercial HMO
- PacificCare, Medicare HMO

Accredited, Provisional, or Denied (0):

None

Expired Accreditation (4):

- Arizona Physicians IPA
- Health Partners Health Plans, Phoenix
- Phoenix Health Plan
- SCHN/Mercy Care Plan

Unaccredited due to Merger/Acquisition (1):

- Health Partners Health Plans, Tucson

Source: National Committee for Quality Assurance, 1999.

What the indicator is:

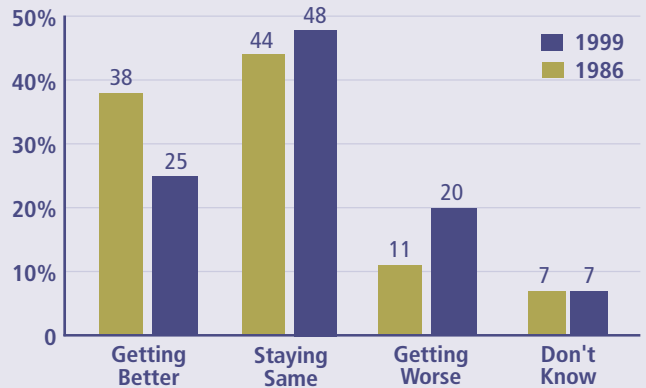
The National Committee for Quality Assurance (NCQA) conducts accreditation surveys of healthcare plans around the nation, similar to what the Joint Commission does with hospital accreditation. At the request of the health plan, NCQA sends a team of trained evaluators and healthcare experts (including doctors) to conduct an on-site quality review. After the review, NCQA provides one of six categories: excellent; commendable; accredited; provisional; and, denied.

What the data say:

In 1999, fifteen of Arizona’s healthcare plans (including most of the largest) have a “commendable” accreditation status, one step below the highest ranking of “excellent.” Although the accreditation status of four plans has expired, none of Arizona health plans have “provisional” or “denied” status.

Residents’ Perceptions of Whether the Region’s Medical/Healthcare is Getting Better, Staying the Same, or Getting Worse

(1986 survey, n = 601; 1999 survey, n = 1020)



Totals may not add to 100% due to rounding.

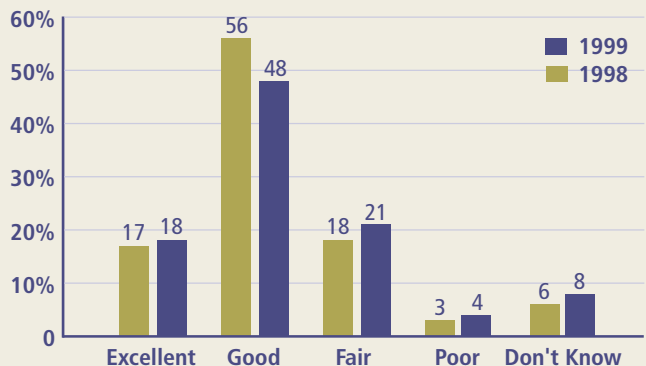
Source: Valley Report Card Survey, The Arizona Republic, 1986 and Quality of Life Survey, Morrison Institute for Public Policy and The Arizona Republic, 1999.

WHAT RESIDENTS OF GREATER PHOENIX THOUGHT THEN AND WHAT THEY THINK NOW:

Residents in 1999 are not as enamored with the region’s healthcare as they were in 1986. A substantial drop in the “getting better” response, and a concurrent rise in the “getting worse” percentages are notable.

Perception of Hospital Quality in Greater Phoenix

(n = 983 in 1999, 1,024 in 1998)



Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

A majority of Greater Phoenix residents in both 1998 and 1999 believe that the overall quality of the region’s hospitals is either “excellent” or “good” (a combined 73% and 66% respectively).

SECTION SIX

ENVIRONMENT



In 1999, 5% of Greater Phoenix residents believe the environment is the most important factor in our regional quality of life.

Environment	1997 Survey	1998 Survey	1999 Survey
% of Residents Indicating "Most Important"	6%	7%	5%
Category Rank	6th	6th	6th

ENVIRONMENT INDICATORS

THEN AND NOW: Air Quality

Number of Days Exceeding Federal Air Quality Standards

Water Consumption

Population Served by a Water System in Violation

THEN AND NOW: Water Quality

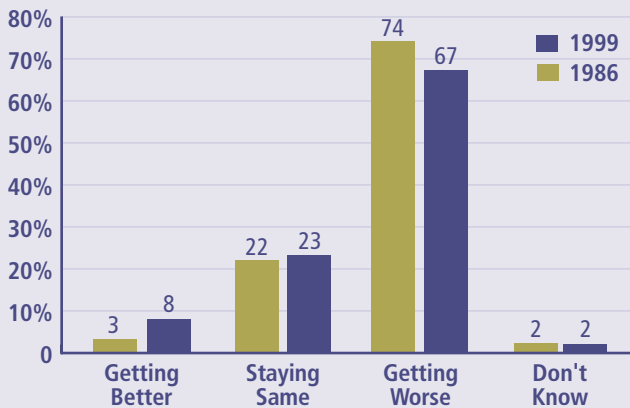
Type of Water Residents Drink at Home

Perception of Population Growth

Population Estimates, Growth and Density

Residents' Perceptions of Whether the Region's Air Quality is Getting Better, Staying the Same, or Getting Worse

(1986 survey, n = 601; 1999 survey, n = 1020)



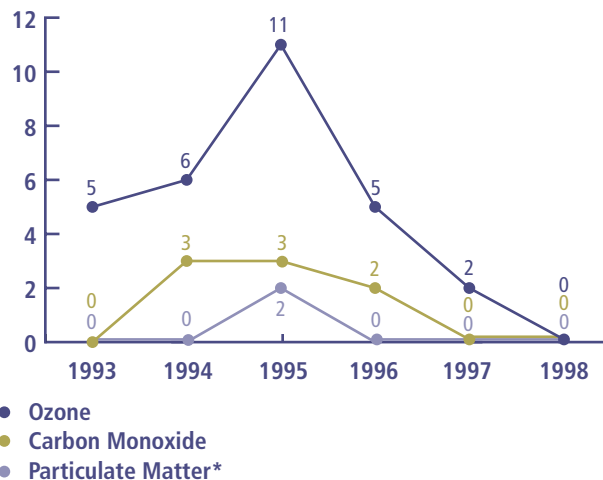
Totals may not add to 100% due to rounding.

Source: Valley Report Card Survey, The Arizona Republic, 1986 and Quality of Life Survey, Morrison Institute for Public Policy and The Arizona Republic, 1999.

WHAT RESIDENTS OF GREATER PHOENIX THOUGHT THEN AND WHAT THEY THINK NOW:

Although slightly lower than figures recorded in the 1986 survey, a strong majority of Greater Phoenix residents in 1999 believe that the region's air quality is "getting worse." More than two out of three survey respondents (67%) in 1999 said "getting worse," while almost three out of four (74%) in 1986 said "worse."

Number of Days Per Year With An Exceedence of Federal Air Quality Standards (Maricopa County, 1993-98)



*24-hour standard data.

Source: Maricopa County, 1999.

What the indicator is:

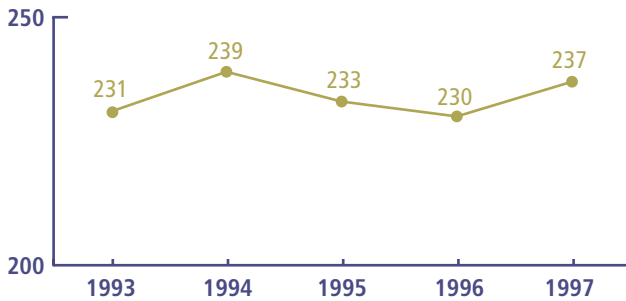
Because air pollution can be both seen visually and felt in the eyes and lungs, many citizens take an informal "measure" of it on a daily basis. Indeed, because it is often so much more prominent than other environmental indicators, many use it as a proxy measure for the overall "environmental health" of the region. There are three primary pollutants considered in air quality: carbon monoxide, ozone and particulate matter. More than 80% of carbon monoxide in the air comes from automobile emissions. The majority of ozone pollution – which is not visible to the eye – also comes from cars. The highly-visible particulate matter, however, which constitutes a large portion of what people see as the "brown cloud," is made up of a combination of dust from roads, vehicle emissions, and fireplaces.

What the data say:

Although air quality can be significantly affected by the weather, 1998 was the best year in the past six years in terms of air quality violations in Greater Phoenix. No violations were recorded for particulate matter, carbon monoxide, or ozone exceedances. Despite the perfect record in 1998, air quality continues to be an important quality of life issue for Greater Phoenix residents and businesses because of the seemingly ever-present "brown cloud" hanging over the Valley, and the possibility of measures to ensure that U.S. EPA goals are met.

Water Consumption

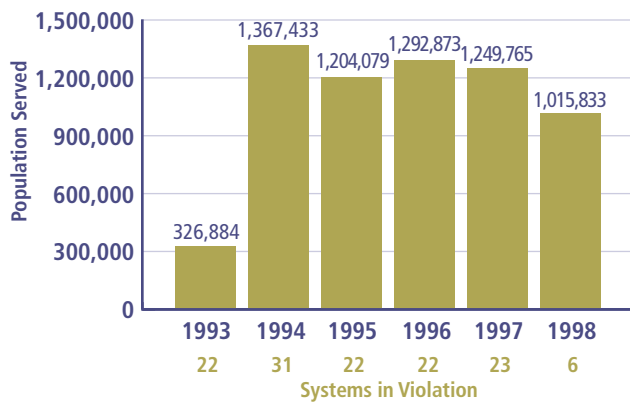
(daily per capita use in gallons in Phoenix Active Management Area, 1993-1997)



Source: Arizona Department of Water Resources, 1999.

Estimated Greater Phoenix Population Served by a Community Water System in Violation

(Maricopa County 1992-1997)



Data listed are for fiscal year.

Source: Safe Drinking Water Information System, U.S. Environmental Protection Agency, 1999.

What the indicators are:

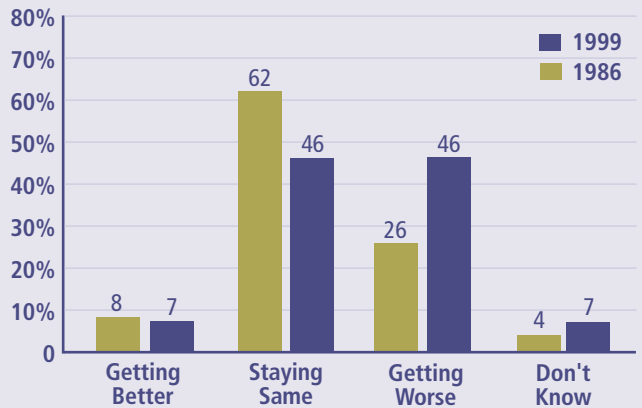
The Arizona Department of Water Resources annually estimates the per capita (individual) daily consumption or use of water. The U.S. Environmental Protection Agency (EPA) estimates, on a regional basis, the numbers of people served by water systems that have not met all of the health-based standards established through the Safe Drinking Water Act.

What the data say:

Per capita water consumption in the Phoenix Area took a slight upward turn in 1997, however, overall water use appears to be mostly steady during the last five years. Information regarding the estimated number of residents in Greater Phoenix served by a water system in health violation has consistently registered fairly high during the past five years. Most water contaminants are unhealthful only if ingested at high levels over a lifetime.

Residents' Perceptions of Whether the Region's Water Quality is Getting Better, Staying the Same, or Getting Worse

(1986 survey, n = 601; 1999 survey, n = 1020)



Totals may not add to 100% due to rounding.

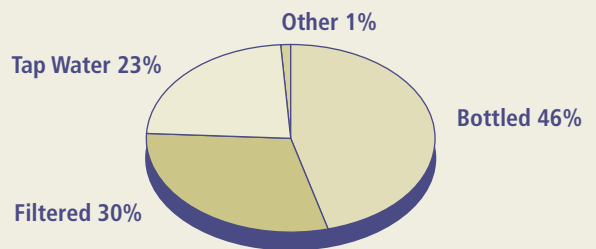
Source: Valley Report Card Survey, The Arizona Republic, 1986 and Quality of Life Survey, Morrison Institute for Public Policy and The Arizona Republic, 1999.

WHAT RESIDENTS OF GREATER PHOENIX THOUGHT THEN AND WHAT THEY THINK NOW:

In 1986, more than 60% said water quality was at least "staying the same," while about at quarter (26%) said that it was "getting worse." Today, however, nearly one out of two persons surveyed believes that water quality in Greater Phoenix is "getting worse."

Type of Water Residents of Greater Phoenix Drink at Home

(1998 survey, n = 1,024)



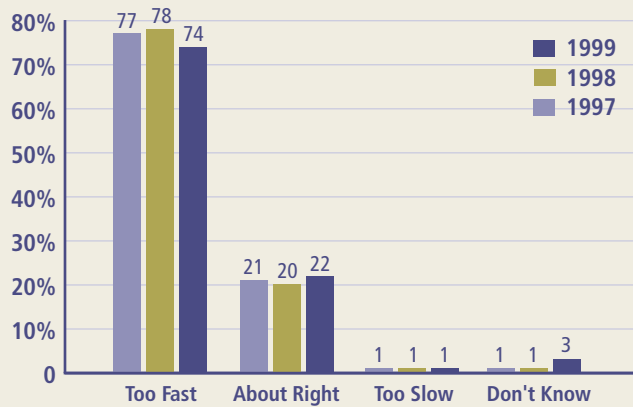
Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

In 1999, about half of all residents surveyed indicate that water quality is not a concern. In 1998, however, a large majority of residents reported that they choose to drink water other than that from their tap.

Residents' Perception of Population Growth in Greater Phoenix



Totals may not add to 100% due to rounding.

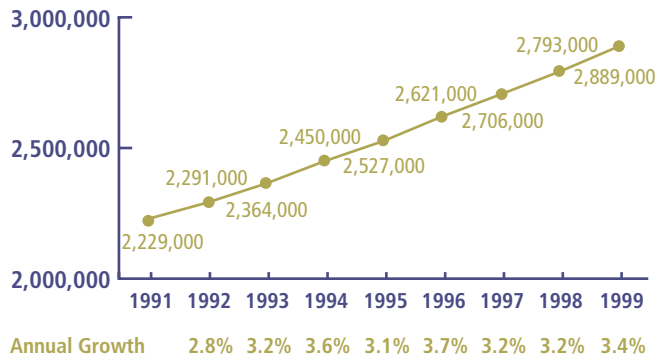
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1997, 1998 and 1999.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

In 1999, nearly identically to the 1997 and 1998 surveys, most residents believe that the region's population growth is occurring too fast. Overall, roughly three out of four residents still believe that the region's population growth is too rapid. Only about 20% believe the region's growth rate is "about right."

Population Estimates and Growth

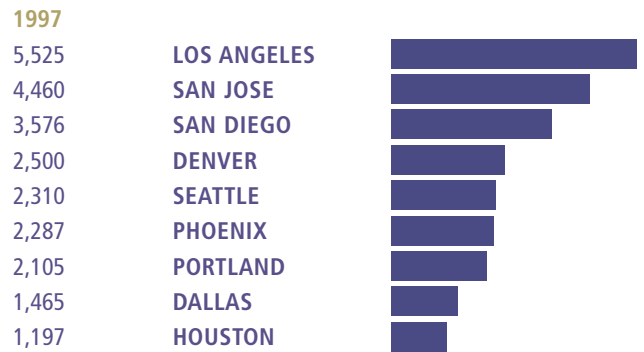
(Maricopa County, for mid-year 1991-99)



Source: Center for Business Research, College of Business, Arizona State University.

Population Density

(persons per square mile, selected western urbanized areas, 1997)



Source: U.S. Dept. of Transportation, 1998.

What the indicators are:

Population and urban growth figure prominently in the minds of Greater Phoenix residents when considering the region's quality of life. Not only does growth provide positives, such as economic stimulus for many sectors, it can also produce negatives, such as traffic and crowding. The ASU Center for Business Research traces Greater Phoenix's population growth. Figures regarding population density are calculated by the U.S. Department of Transportation, and based on persons per square mile in the urbanized area of a region. "Urbanized area" refers to the portion of the metropolitan area that is built-up and contains at least 1,000 persons per square mile.

What the data say:

Annual population growth in Greater Phoenix has exceeded 3% for virtually all of the 1990s. The region added roughly 96,000 people during fiscal 1999; a net increase of about 246 residents per day. This population growth has caused the region's density to increase, although Los Angeles and San Jose are still far more densely populated than Greater Phoenix.

SECTION SEVEN

COMMUNITY



In 1999, 4% of Greater Phoenix residents believe a sense of community is the most important factor in our regional quality of life.

Community	1997 Survey	1998 Survey	1999 Survey
% of Residents Indicating "Most Important"	2%	2%	4%
Category Rank	8th	9th	7th

COMMUNITY INDICATORS

Perception of How Business Does in Giving Back to the Community

Per Capita Contributions to United Way

SPECIAL FOCUS: Sense of Community

Perception of Sense of Community

Perception of Racism

Hate Crimes

Voter Turnout

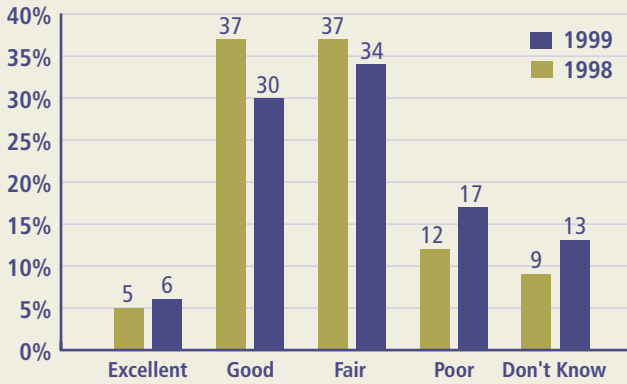
Perception of Local Government Quality

Perception of Tax Burden

Taxes and Tax Burden

Residents' Perception of How Business Does in Giving Back to the Community

(1999 survey, n = 983)



Totals may not add to 100% due to rounding.

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

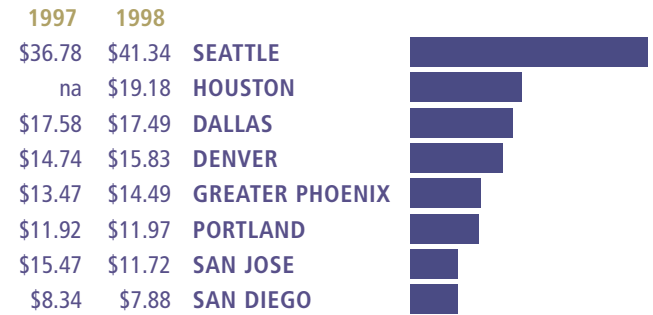
WHAT RESIDENTS OF GREATER PHOENIX THINK:

In a new question for 1998, residents were asked how they think Greater Phoenix's business community does in giving back to the larger community (i.e., through corporate giving to causes like the United Way, volunteerism in the community, and other ways).

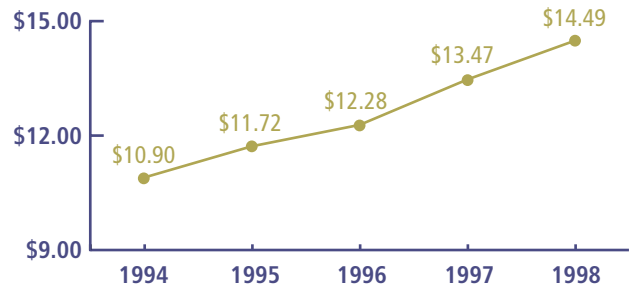
Overall, most residents believe the business community does either a "good" or "fair" job in giving back (combined 74%), while about 12% said the business community does poorly. The smallest percentage of residents said excellent.

Per Capita Contributions to United Way

(in selected western regions, 1997 and 1998)



Trend in Annual Per Capita Contributions to United Way in Greater Phoenix



Source: Valley of the Sun United Way 1999.

What the indicator is:

For many residents of Greater Phoenix, quality of life has to do with obtaining basic needs and simple subsistence from day to day. More than 1,300 local United Way organizations exist in the U.S. to coordinate donations, volunteers, programs and deliver services to the needy. Although not all charitable giving is done through the United Way organizations, per capita giving to this organization provides a good gauge of the level of charitable giving in a region, and uniform data for other regions makes inter-regional comparison simple. Per capita contributions to regional United Way organizations regions are computed by dividing the total amount of contributions in the region by the total population.

What the data say:

United Way giving increased in Greater Phoenix by \$1.19 on a per capita basis between 1996 and 1997, a net increase surpassed only by Seattle and San Jose. The trend in per capita United Way giving locally has shown tremendous growth since 1994: up about 33% over the four year period. On a comparative basis, however, Greater Phoenix still stands third to last among this group of western peer regions.

SPECIAL FOCUS: SENSE OF COMMUNITY

In/Out Migration

(in Maricopa County, 1995-98)

	1995*	1996	1997	1998
POPULATION IN	163,000	180,000	169,000	173,000
POPULATION OUT	110,000	110,000	111,000	111,000
NET	+53,000	+70,000	+58,000	+62,000
RATIO IN/OUT	1.48	1.64	1.52	1.56

*Data listed are for fiscal year.

Source: Center for Business Research, L. William Seidman Research Institute, College of Business, Arizona State University.

What the indicator is:

As indicated in previous survey questions for this project, many residents are concerned with Greater Phoenix’s rapid population growth and its effect on the state of “community” in the region.

The Center for Business Research at ASU follows the in and out migration of the region’s population by calculating migration statistics annually. The table indicates the estimated population in and out for Maricopa County, 1994 through 1998. As the table shows, approximately 473 people moved to the region every day of 1998 (173,000 divided by 365 days of the year), while about 304 people moved out on a daily basis. Thus, for roughly every five people that move here, three leave.

A question that remains unanswered in the data is: who is leaving? Is it those who have lived here for only a short period of time, or those who have been long-time or even life-long residents? The answer to these questions would tell a lot about either the perceived or real sense of “lost” community.

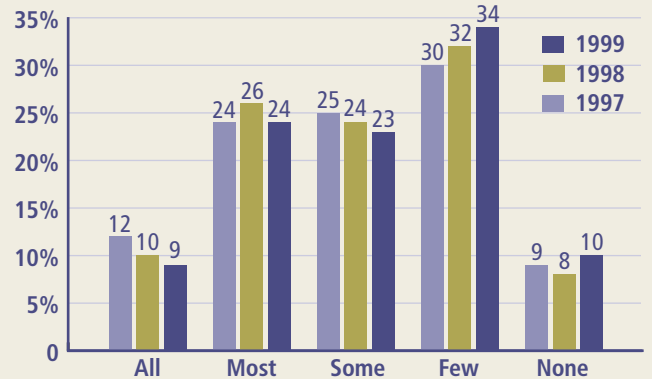
Residents Who Report a Sense of Community with Other Members of Their Neighborhood

(1999 survey, n = 983)

	1997	1998	1999
YES	66%	66%	61%
NO	31%	31%	36%
NO OPINION	3%	3%	4%

Number of Neighbors Residents Say They Know by Name

(1999 survey, n = 983)



Totals may not add to 100% due to rounding.

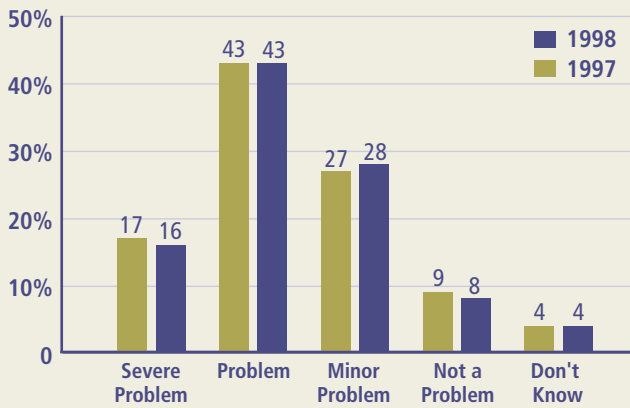
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

For three years, the Morrison Institute for Public Policy/*The Arizona Republic* Quality of Life Survey has used two questions to gauge the sense of community in the region. In 1999, about three out of every five of the region’s residents (61%) reported they felt “a sense of community” with the other members of their neighborhood, slightly lower than the 66% recorded in each of the previous two years. About 36% said they do not feel a connection to their immediate neighbors.

When asked in 1999 how many of their neighbors they know by name, the majority answered either “most” or “some” (47% combined), nearly identically to responses in the 1998 and 1997 surveys. Also similarly, while one in ten residents indicated they know virtually “all” of their neighbors by name, a similar percentage (10%) said they know “none” of the people who live near them.

Perception of Racism in Greater Phoenix



	White	Non-White
SEVERE PROBLEM	14%	23%
A PROBLEM	40%	54%
MINOR PROBLEM	33%	15%
NOT A PROBLEM	9%	6%
DON'T KNOW	4%	2%

Totals may not add to 100% due to rounding.

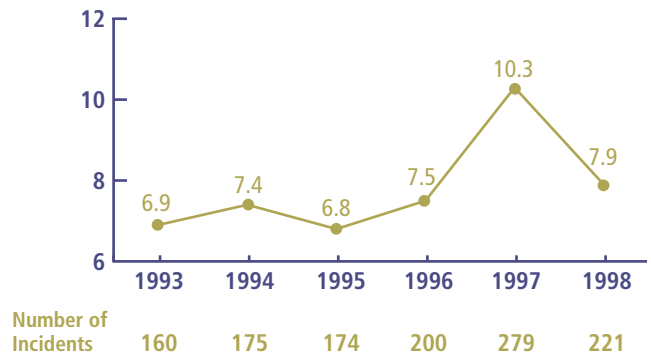
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Racism continues to be a “problem” in the region according to a strong majority of Greater Phoenix residents. In both 1997 and 1998, nearly 60% of all those surveyed (and 77% of Non-Whites) said they believed that racism is either a “severe problem” or at least “a problem” in the region.

Hate Crimes

(“bias offenses” rate per 100,000 residents in Maricopa County, 1993-98)



Number of Incidents	1993	1994	1995	1996	1997	1998
	160	175	174	200	279	221

Source: Arizona Department of Public Safety, 1999. Rates per 100,000 calculated by Morrison Institute for Public Policy, 1999.

What the indicator is:

The level of racial tolerance in a region can be very important to a both a sense of community, as well as a general sense of positive quality of life. For nearly ten years, the FBI has collected uniform data for “bias offenses” or hate crimes. The FBI warns, however, that because of the subjective nature of identifying a motive for many crimes, and the fact that many bias crimes probably go unreported, the figures above are merely a gauge of the status of the problem, and are not absolutely accurate and comprehensive figures.

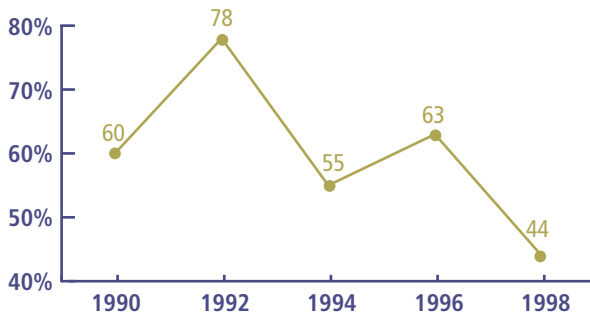
What the data say:

In 1998, the raw number of hate crimes declined for the first time in two years, from 279 to 221. When taken together with the region’s population growth during 1998, the per capita rate of hate crimes declined from a peak in 1997 of 10.3 incidents to 7.9 incidents per 100,000 residents in the region, a figure similar to that registered in 1996.

It should be noted that many factors might contribute to an apparent increase or decrease in the level of a community’s hate crimes. Because of the often subjective nature of identifying what a “hate crime” might be, and different levels of training and skill among law enforcement, the figures might not reflect what is actually occurring in the region.

Voter Turnout

(in Maricopa County, 1999-1998 general elections)



Turnout as a percentage of total population over age 18 (voting-aged population)

1990	1992	1994	1996	1998
41%	55%	38%	43%	29%

Source: Maricopa County Recorder, Elections Department, 1999.

What the indicator is:

Because government touches so many parts of our daily lives, it can have a substantial bearing on both regional and personal quality of life. Voter turnout might be viewed as a simple gauge of how residents feel about their relevance in government, and their importance in the political process.

Of course, citizen participation in electoral politics can be affected by numerous factors, including the candidates, the issues and economic conditions. Overall, however, election turnout can serve as a general indicator of residents' pleasure or displeasure with their government.

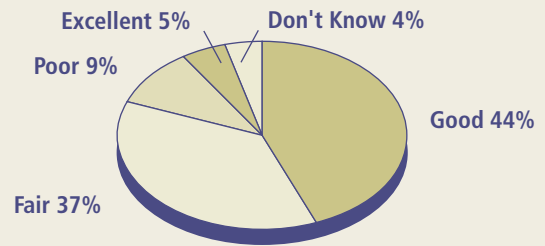
What the data say:

After consistently registering turnout rates above 50% throughout the 1990s, the official turnout for the November election in 1998 yielded only 44% of the registered voters, the lowest level this decade.

When looking at the percentage of the region's population who is eligible to vote, the figures are even more troubling; less than one in three adults over age 18 bothered to vote in the 1998 general election.

Residents' Perception of Local Government Quality in Greater Phoenix

(1998 survey, n = 1,024)



Totals may not add to 100% due to rounding.

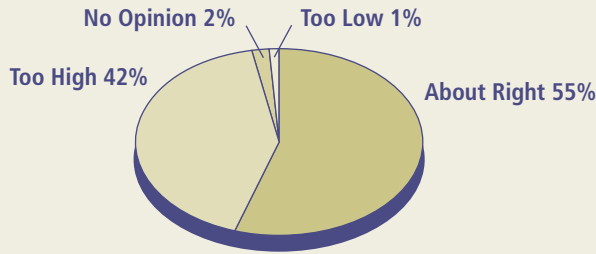
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Perhaps consistent with the roughly 50% official turnout average during the 1990s, the residents of Greater Phoenix appear to be divided about the quality of local government. While roughly half (49%) believe local government is either "excellent" or "good," another 47% say it is only "fair" or "poor."

Residents' Perception of State and Local Taxes in Greater Phoenix

(1998 survey, n = 1,024)



Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Similar to numbers registered in the 1997 quality of life survey, a majority of Greater Phoenix residents believe that the level of state and local taxes are "about right." Following closely behind, however, 42% of the population feels that taxes are "too high." Only about 1% of residents believes taxes are "too low."

Taxes and Tax Burden

(state and local taxes in western peer states, 1999)

State/Local Rank*

1999 1998 State/Local Taxes as a % of Income

8	14	WASHINGTON – 12.06%	
18	10	CALIFORNIA – 11.31%	
23	27	OREGON – 11.16%	
33	31	ARIZONA – 10.83%	
41	43	TEXAS – 10.27%	
46	35	COLORADO – 9.65%	

*Out of 50 states; a ranking of 1 = highest state/local taxes as a percent of income, a ranking of 50 = lowest.

Source: Tax Foundation, 1999.

What the indicator is:

The state and local tax burden imposed on a family or individual affects their quality of life like per capita personal income or a region's cost of living. The non-partisan and non-profit Washington-D.C.-based Tax Foundation examines state and local tax burdens annually. Percentages correspond to the percent of income paid by residents when federal taxes are removed from their total tax bill.

What the data say:

In 1999, Arizona's state and local tax burden ranks near the middle of this pack of western states, with residents paying roughly 11% of their income in state and local taxes.

Overall, however, among the 50 U.S. states, Arizona ranks at 33rd, down from 31st in 1998. Only Texas and Colorado have lower state and local income tax burdens among this group of western peer states.

SECTION EIGHT

TRANSPORTATION AND MOBILITY



3% of Greater Phoenix residents believe transportation and mobility in the region is the most important factor in our regional quality of life.

Transportation and Mobility	1997 Survey	1998 Survey	1999 Survey
% of Residents Indicating "Most Important"	3%	3%	3%
Category Rank	7th	7th	8th

Transportation and Mobility Indicators

Perception of Freeway System

Daily Vehicle Miles Traveled

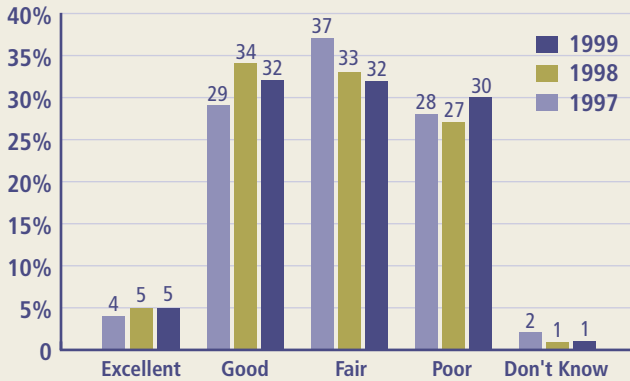
Annual Per Capita Miles of Transit Service

Perception of Bus Transit System

SPECIAL FOCUS: Commute

Residents' Perception of Greater Phoenix's Freeway System

(1999 survey, n = 983)



Totals may not add to 100% due to rounding.

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

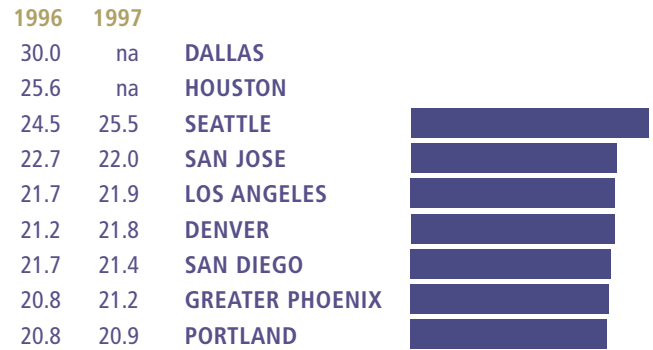
WHAT RESIDENTS OF GREATER PHOENIX THINK:

Residents' views of Greater Phoenix's freeway system have held mostly steady for the past three years. Considering the survey's +/- 3% margin of error, there has been virtually no change.

Slightly more than a third of all residents (37%) view our region's freeways as either "excellent" or "good," while slightly less than another third (32%) indicate they believe them to be only "fair." About three in ten residents (30%) think our freeways are "poor."

Daily Vehicle Miles Traveled (DVMT)

(per capita and total in selected western urbanized areas, 1996-97)



Data for Dallas and Houston in 1997 were not available.

Source: Federal Highway Administration, 1998.

What the indicator is:

For the vast majority of citizens, the daily commute to and from work, school, daycare, shopping, and any other required stop is less than enjoyable. However, in the auto-oriented western United States, the daily automobile commute is also a necessity for most people, which can greatly affect their quality of life.

The Federal Highway Administration annually publishes data regarding daily vehicle miles traveled for urbanized areas, and uses the figures to gauge overall travel trends on the nation's highways. Daily vehicle miles traveled (DMVT) is derived by multiplying the annual average daily traffic on all of a region's interstates, highways, and principal arterials by the total mileage for these roads.

What the data say:

Greater Phoenix's per capita daily vehicle miles traveled rose just slightly in 1997, consistent and on par with the increases in most of the other peer regions studied. Only the Seattle region saw a full mile increase in the per capita rate. Most of the other regions, including Greater Phoenix, rose an average of a couple of tenths of a mile. Among this list of peer regions, Greater Phoenix sits on the low end of a fairly tightly packed bunch. Only Dallas, Houston (1996 figures), and Seattle seem to be substantially higher than the others are.

Annual Per Capita Miles of Transit Service

(in selected western urbanized areas, 1997)



Source: Federal Transit Administration Section 15 report data, compiled and provided to Morrison Institute for Public Policy by Regional Public Transportation Authority (RPTA), 1999.

What the indicator is:

The level of transit service provided in a region can affect personal quality of life by both reducing the number of cars on the road, and providing mobility benefits for transit riders. From a regional quality of life perspective, fewer cars on the road means less traffic congestion and thus, more efficient movement of both people and products.

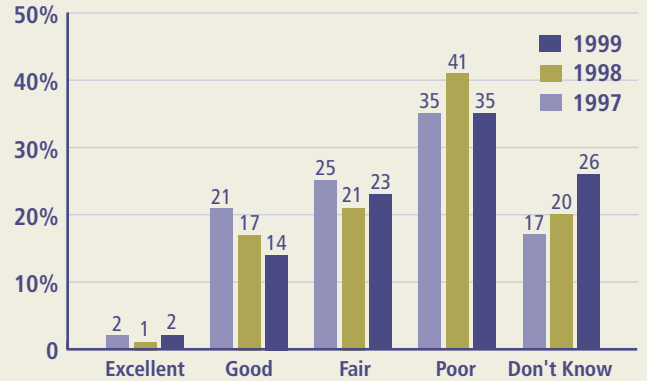
This comparative examination of per capita miles of transit service among various western peer regions is made possible through the use of data from the Federal Transit Administration. The FTA computes the figures by dividing a region's total annual miles of transit by the total population for the urbanized area.

What the data say:

At roughly seven miles of transit service per capita, Greater Phoenix finishes last among this group of western regions in transit service offered. The Portland, Oregon region provides more than twice as much transit service on a per capita basis, and the Seattle, Washington and Denver, Colorado regions offer even more.

Residents' Perception of Greater Phoenix's Bus Transit System

(n = 983, 1999 survey)



Totals may not add to 100% due to rounding.

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

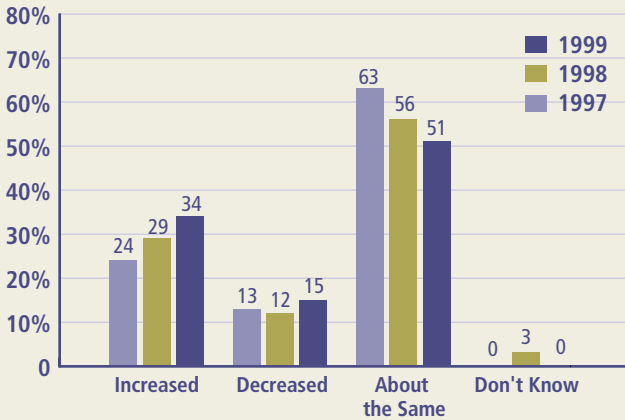
WHAT RESIDENTS OF GREATER PHOENIX THINK:

For the third consecutive year, the residents of Greater Phoenix have expressed their displeasure with the region's bus transit system. After registering a combined 23% "excellent/good" in 1997, an 18% combined "excellent/good" in 1998, the public perception of transit dipped to 16% "excellent/good" in 1999. However, after an up-tic in the percentage of residents rating our transit system as "poor" in 1998, that percentage fell back to 35% in 1999, the identical rating it merited from survey respondents in 1997.

SPECIAL FOCUS: COMMUTE

Residents' Perceived Change in Commute Time During the Past Year

(1999 survey, n = 546 employed persons)



Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Residents of Greater Phoenix are taking notice of changes in their daily commute time, according to the results of the quality of life survey. The percentage of residents reporting that their commute time has “stayed about the same” has steadily decreased from 63% in 1997 to just over 50% in 1999. It appears from the data that most of these respondents have moved to the commute time “has increased” category, which has risen substantially in the three-year period, from 24% to 34%. Ironically, the number of persons reporting that their commute time “has decreased” has also risen, from 13% to 15%, however, it is within the +/- 3% margin of error.

Reported One-Way Commute Time Among Those Who Drive Alone or Carpool

(1999 survey, n = 546 employed persons)

	1997	1998	1999
LESS THAN 10 MINUTES	22%	15%	19%
10-20 MINUTES	34%	34%	29%
20-30 MINUTES	23%	26%	21%
30-45 MINUTES	14%	15%	17%
45-60 MINUTES	5%	7%	10%
MORE THAN 60 MINUTES	2%	1%	2%
DON'T KNOW	0%	2%	2%

Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Although the largest single category of respondents indicate a one-way commute time between ten and twenty minutes in 1999, as was the case in both 1997 and 1998, a subtle shift can be seen when the shortest time categories and the longer time categories are combined. For instance, in 1997, 21% of all respondents in the survey reported a one-way commute of 30 minutes or more. In 1998, that figure rose to 23%, and in 1999 it jumped again to 29%. Similarly, the percentage of those who report any time less than thirty minutes has steadily decreased from 79% in 1997, to 75% in 1998, to 69% in 1999.

It would appear, based on the responses to these questions over three years that commute times in the region are getting longer, and further, that people are aware of this change.

SECTION NINE

ARTS, CULTURE AND RECREATION



2% of Greater Phoenix residents believe the quality and availability of arts, culture and recreational amenities is the most important factor in our regional quality of life.

Arts, Culture and Recreation	1997 Survey	1998 Survey	1999 Survey
% of Residents Indicating "Most Important"	2%	3%	2%
Category Rank	9th	8th	9th

ARTS, CULTURE AND RECREATION INDICATORS

THEN AND NOW: Arts and Entertainment

Financial Support for the Arts

Attendance at Art and Cultural Events

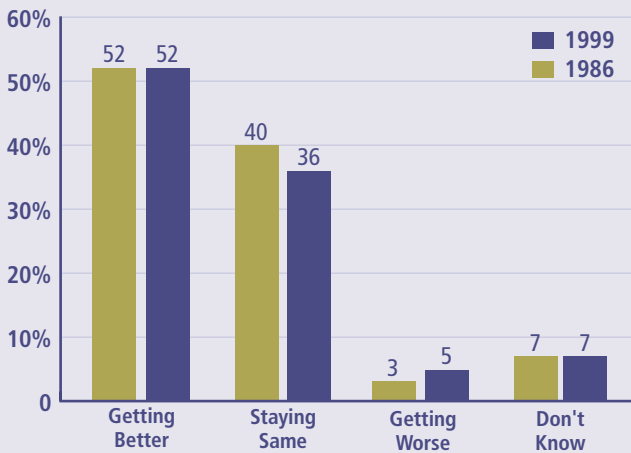
Residents Reporting a Visit to a Museum or Arts/Cultural Event

Residents Reporting Attending a Sports Event

Attendance at Professional Sporting Events

Residents' Perceptions of Whether the Region's Arts and Entertainment are Getting Better, Staying the Same, or Getting Worse

(1986 survey, n = 601; 1999 survey, n = 1020)



Totals may not add to 100% due to rounding.

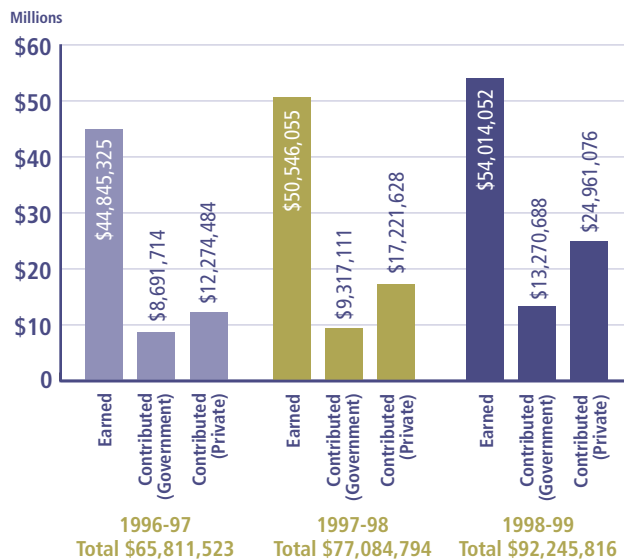
Source: Valley Report Card Survey, *The Arizona Republic*, 1986 and Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1999.

WHAT RESIDENTS OF GREATER PHOENIX THOUGHT THEN AND WHAT THEY THINK NOW:

In both 1986 and 1999, residents of Greater Phoenix were asked for their perception of the trend in arts and entertainment in the region. Despite the 13-year time span, residents responded remarkably similarly in both surveys. Both times, just over half of those polled (52%), said that things were "getting better." In 1986, four out of ten (40%) said things were staying roughly "the same," while in 1999, that figure dipped slightly to 36%.

Earned and Contributed Support for Major Non-Profit Arts and Cultural Institutions

(performing arts, museums, zoos, festivals and cultural facilities in Greater Phoenix, 1996-99)



Sources: Phoenix Arts Commission, Arizona Commission on the Arts, Morrison Institute for Public Policy, 1999.

What the indicators are:

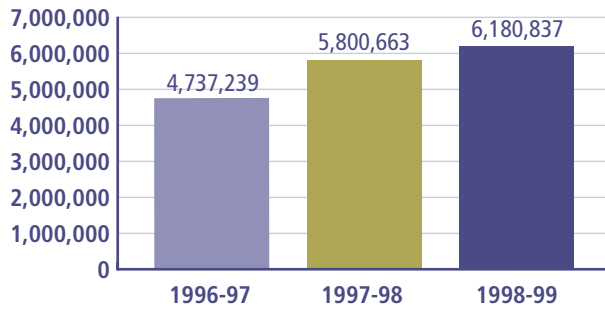
The arts and culture of a region are important to an individual's quality of life because they enable personal exploration. In addition, the region often also benefits immensely from these amenities which are points of pride in the community. Greater Phoenix's arts and cultural institutions obtain revenue from a variety of sources, including ticket/merchandise sales, contributions from individuals, corporations, and foundations, and government grants. The figures above are calculated with information from more than 50 local organizations, and do not reflect endowment or investment income.

What the data say:

With a one-year jump of nearly 20%, and a two-year gain of roughly 40%, financial support for Greater Phoenix's arts and cultural organizations remained strong in 1998-99. Since 1996-97, the largest increase has been seen in privately contributed funds, which has more than doubled to almost \$25 million. Earnings are also strong, up more than 20% since 1996-97.

Attendance at Arts and Cultural Events

(in Greater Phoenix, 1995-99)



Sources: Phoenix Arts Commission, Arizona Commission on the Arts, Morrison Institute for Public Policy, 1999.

What the indicator is:

Measuring the attendance at arts and cultural events tells us two things about the quality of life. First, on an individual basis, it tells us how many residents take the time to enjoy the region's unique cultural amenities. And second, an aggregate trend of attendance provides information about how the community values art and cultural institutions from year-to-year.

Attendance figures are computed based on numbers provided by more than 50 non-profit arts and cultural organizations from throughout the Greater Phoenix region.

What the data say:

Not only does financial support for the region's arts and cultural events continue to grow substantially (see previous page), but attendance growth also remains strong. The more than 6,000,000 in attendance during 1998-99 represents an increase of roughly 7% over the previous year, and approximately 30% since 1996-97.

Residents Reporting A Visit to a Local Museum or Attending a Local Art or Cultural Event During the Past Year

(1997 and 1998 surveys)

	1997	1998
YES	67%	71%
NO	33%	29%

Totals may not add to 100% due to rounding.

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

WHAT RESIDENTS OF GREATER PHOENIX THINK:

Consistent with the growth in attendance in recent years is a slightly higher figure for persons reporting they have visited a local art or cultural event in Greater Phoenix. In both 1997 and 1998, roughly 70% of the population reported attending a local event, with a very slight rise in 1998. This figure compares to roughly 50% of the population who report attending a local major college or professional sport event during the past year (see next page).

Residents Reporting Attending a Major College or Professional Sporting Event in Greater Phoenix During the Past Year

(1997 and 1998 surveys)

	1997	1998
YES	50%	53%
NO	50%	47%

Totals may not add to 100% due to rounding.

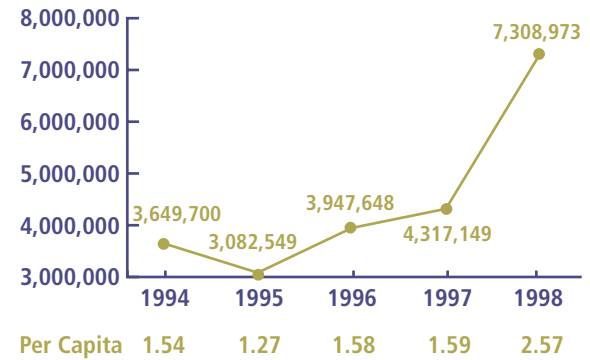
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1997 and 1998.

WHAT RESIDENTS OF GREATER PHOENIX THINK:

In the 1998 quality of life survey, as in the 1997 survey, roughly one out of every two residents of Greater Phoenix (53%) reported that they had attended a professional or major college sport during the past year. With the addition of the Arizona Diamondbacks in 1998, it is possible that future surveys will record this figure even higher than 50%. Although this 50% figure seems quite high, it is still substantially lower than the 70% recorded for a similar question about whether residents had attended an art or cultural event during the past year (see previous page).

Attendance at Professional Sporting Events

(in Greater Phoenix, 1994-98)



Sources: Individual teams, Maricopa County Sports Commission, and Morrison Institute for Public Policy 1999.

What the indicator is:

Big league sports teams can contribute to a sense of community and pride in a region, and thus can have an obvious impact on how residents perceive the region's quality of life. Just over a decade ago, the Phoenix Suns were the only professional sports team in Greater Phoenix. In 1998, the region's sixth major professional sports franchise, the Arizona Diamondbacks baseball team began play in their Downtown Phoenix stadium. The region is now one of two places in the U.S. that field a team in each of the six largest pro sports leagues: NBA basketball, WNBA basketball, NFL football, Arena Football, NHL ice hockey, and Major League baseball. The only other area with a similar distinction is New York City. The aggregated attendance counts above include figures from the Diamondbacks, Phoenix Suns, Arizona Cardinals, Phoenix Coyotes, Arizona Rattlers, Cactus League Spring Training, Phoenix International Speedway, Phoenix Mercury, and the Phoenix Open (PGA golf). Per capita attendance is computed by dividing the total attendance at all professional sports events by the region's population.

What the data say:

Attendance at professional sporting events in the region went higher again in 1998, despite a strike-shortened NBA season. The increase was mostly due to the more than 3.6 million fans that attended an inaugural season game at the Arizona Diamondbacks. The per capita attendance figure also grew substantially in 1998 to 2.5, up from about 1.5 in 1994.

DATA NOTES AND SOURCES

Survey Methodology and Data

The survey data in this report are based on surveys conducted in May, 1997, May, 1998 and September 1999. 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. between the hours of 3 p.m. and 9 p.m. Monday through Friday, and 10 a.m. and 5 p.m. Saturday and Sunday. 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 five Phoenix area zones. Of course, the margin of error for sub-samples of the overall sample population will be slightly larger. 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.

Violent Crime

(violent crimes per 100,000 residents in selected western metropolitan areas) Source: Crime in the United States, U.S. FBI, 1997 data published in October 1997.

Property Crime

(property crimes per 100,000 residents in selected western metropolitan areas) Source: Crime in the United States, U.S. FBI, 1997 data published in October 1998.

Juvenile Arrest Rate for Violent, Property and Drug Offenses

(arrests per 100,000 juveniles in Maricopa County, 1992-97) Source: Raw data from Arizona Department of Public Safety, published 1999. Rates calculated by the 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 five municipal police departments in Greater Phoenix, 1993-98) Information regarding response time compiled by the Morrison Institute for Public Policy, 1999. Phoenix, Peoria, Glendale, Mesa and Chandler police departments provided data; other municipal departments in the region were either unable to or did not provide data.

Stanford 9 Achievement Test Scores

(in Maricopa County, Spring 1997, 1998, and 1999) Source: Arizona Department of Education, 1998.

Graduation Rates

(in Maricopa County and Arizona, 1993-96) Source: Arizona Department of Education, latest data released July, 1998.

School Incident Statistics

Source: Arizona Department of Education (ADE) CHAPPS Report information, 1999.

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

Source: *U.S. News & World Report*, 1999.

Median Home Sales Price

(new and resale single family homes in Greater Phoenix, 1994-98) Source: Arizona Real Estate Center, L. William Seidman Research Institute, College of Business, Arizona State University, 1999.

Affordability of Homes in Selected Western Regions

(out of 193 U.S. metro regions; a ranking of 1 = most affordable in U.S., 193 = least affordable) Source: National Association of Homebuilders, www.nahb.org, 1999. Data are for 4th quarter, 1998.

Average Apartment Rent

(in apartment complexes with 50 or more units in Maricopa County, 1994-98) Source: RealData, Inc.

Estimated Child and Total Poverty Rates

(in Maricopa County and U.S.) Child poverty relates to those younger than 18 years old. National figures are based on the Current Population Survey, adjusted to match the 1990 census. The Arizona and Maricopa County poverty rates are based on the relationship between the poverty rate and the change in per capita personal income. These derived figures could be significantly different from the real poverty rates. The number living in poverty is based on the poverty rate and population estimates made by the Census Bureau and the Center for Business Research at ASU. Source: Center for Business Research, College of Business, Arizona State University 1999.

Reported Cases of Child Abuse and Neglect

(in Maricopa County, 1996-97) Note: The figures and rates published here may not be consistent with that published in previous editions because of an error which produced Arizona (instead of Maricopa Co.) data, and revisions by the CPS. Source: Arizona Department of Economic Security, Department of Children, Youth and the Family, Child Protective Services, 1999. Data are for fiscal year listed.

Petitions Filed for Domestic Violence Orders of Protection

(in Maricopa County, 1994-98) Note: Data are for limited jurisdiction courts only. Data are for the fiscal year indicated. Source: Arizona Supreme Court, 1999.

Cost of Living

(in selected western regions, 4th quarter 1998) Source: American Chambers of Commerce Researchers Association (ACCRA). A score of 100 is that average of all places in the national survey. Data for San Diego, Seattle, San Jose and Houston not available.

Per Capita Personal Income

(in selected western regions, 1997) Source: U.S. Department of Commerce, Bureau of Economic Analysis, www.bea.gov, 1999.

Unemployment Rate

(in selected western regions, 1996-98) Source: U.S. Bureau of Labor Statistics, www.bls.gov, 1999.

Job Creation-to-Housing Completion Ratio

(Maricopa County, 1996-98) Sources: Maricopa Association of Governments, 1999, and U.S. Dept. of Labor, Bureau of Labor Statistics and Arizona Dept. of Economic Security.

High-technology Poles and High-technology Output as a % of Total Output

(metropolitan areas, 1998) Source: Milken Institute, 1999.

Percent of National High-tech Real Output

(metropolitan areas, 1998) Milken Institute, 1999.

Selected Causes of Death

(rates per 100,000 residents in Maricopa County and the U.S., 1992-1997. Suicide, cancer ("malignant neoplasms"), and heart disease ("diseases of heart") are based on crude death rates; that is, number of deaths per 100,000 population. Data for death rate from motor vehicle crash from Arizona Department of Public Safety.

Current Accreditation Status of Hospitals

(in Greater Phoenix, 1999) Source: Joint Commission on Accreditation of Healthcare Organizations, www.jcaho.org, 1999.

Current Accreditation Status of Healthcare Plans

(in Arizona, 1998) Source: National Committee for Quality Assurance, www.ncqa.org, 1999.

Number of Days Per Year with an Exceedence of Federal Air Quality Standards

(Maricopa County, 1992-98) Data for ozone, carbon monoxide, and particulates from Maricopa County, 1998. Particulate data are 24-hour standard data. An exceedence is a concentration in the pollutant over the ambient air quality standard.

Water Consumption

(daily per capita use in gallons in Phoenix Active Management Area, 1991-97) Source: Arizona Department of Water Resources, 1999. Note: some within the water resources community disagree with the ADWR methodology and estimates, citing that the figures inadequately account for the water consumption of the temporary population of "snowbirds" who live in Greater Phoenix during the winter months.

Estimated Greater Phoenix Population Served by a Community Water System in Violation

(Maricopa County 1992-97) Source: U.S. EPA, 1999.

Population Estimates and Growth

(Maricopa County, 1990-98) Source: Center for Business Research, College of Business, Arizona State University, 1999.

Population Density

(persons per square mile, selected western urbanized areas, 1997) Source: U.S. Dept. of Transportation, Oct. 1998.

Per Capita Contributions to United Way

(in selected western regions, 1996-98) Source: Valley of the Sun United Way 1999.

In/Out Migration

(in Maricopa County, 1994-98) Source: Center for Business Research, L. William Seidman Research Institute, College of Business, Arizona State University, 1999.

Hate Crimes

("bias offenses" rate per 100,000 residents in Maricopa County, 1992-98) Source: Arizona Department of Public Safety, 1999.

Voter Turnout

(in Maricopa County, 1999-1998 general elections) Source: Maricopa County Recorder, Elections Department (www.maricopa.gov) 1999.

Taxes and Tax Burden

(state and local taxes in western peer states, 1999) Source: www.taxfoundation.org, 1999.

Daily Vehicle Miles Traveled (DVMT)

(in selected western urbanized areas, 1995-97) Source: Federal Highway Administration, data published October 1998.

Annual Per Capita Miles of Transit Service

(in selected western urbanized areas, 1997) Source: Federal Transit Administration Section 15 report data, compiled and provided by Regional Public Transportation Authority (RPTA), 1999.

Earned and Contributed Support for Major Non-Profit Arts and Cultural Institutions

(performing arts, museums, zoos, festivals in Greater Phoenix, 1995-98) Source: Phoenix Arts Commission, Arizona Commission on the Arts, and original research conducted by Morrison Institute for Public Policy, 1999. There are no for-profit art and cultural organizations included in the list from which these data were derived. Data gathered from a combination of sources including grant applications for public funds, annual reports, contacts with organizations, and public arts and cultural agencies. Since organizations' fiscal years and types and definitions of revenue differ, some reported estimates. Note: Changes to figures previously published in this book are based on revised, and more accurate, data. Some of the fluctuation in the funding available from government and private sources is due to annual competitive processes, funders' priorities, and the extent to which they match the needs of metropolitan Phoenix's institutions year to year.

Attendance at Arts and Cultural Events

(in Greater Phoenix, 1995-97) Sources: Phoenix Arts Commission, Arizona Commission on the Arts and original research conducted by Morrison Institute for Public Policy, 1999.

Attendance at Professional Sporting Events

(in Greater Phoenix, 1994-98) Sources: individual teams, Maricopa County Sports Commission, and original research conducted by Morrison Institute for Public Policy 1999.



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