



The Allstate Renewal Project: Phoenix Poll

Sample of 400 Adults Age 18+ in Phoenix (200 on landline phones, 200 on cellphones)
 2-County Core Metro Area, including: Maricopa and Pinal
 Sample Margin of Error for 400 Respondents = ±4.9% in 95 out of 100 cases
 Conducted from October 28 through November 1, 2016

8. The focus of this survey is to hear about your views and experiences living in and around Phoenix. Throughout the survey we'll refer to Phoenix, but that isn't intended to mean just the city or Maricopa County. Rather we're referring to the greater Phoenix metro area, including the surrounding areas and counties as well.

Which best describes your residency in Phoenix?

Phoenix Residency	PHOENIX
I grew up in Phoenix and have remained in Phoenix	35%
I grew up in Phoenix, moved away for an extended period, and then moved back to Phoenix as an adult	11%
I moved to Phoenix as an adult	53%
Don't know/refused	2%

9. Say you had a friend who was exploring the possibility of moving to Phoenix... based solely on your experience living in Phoenix, would you suggest they move to the metro area?

Would Suggest a Friend Move to Phoenix	PHOENIX
Total Suggest They Move to the Area	77%
Total Would Not Suggest They Move to the Area	21%
Definitely suggest they move to the area	44%
Probably suggest they move to the area	33%
Probably would not suggest they move to the area	10%
Definitely would not suggest they move to the area	11%
Don't know/refused	3%

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10. Next, I'm going to read a list of work and living characteristics related to the greater Phoenix metro area. For each of the following, please tell me whether it would or would not be something you would highlight as a reason to visit or live in the metro area.

First, here are the **work-related characteristics**. Again, for each of these is it something you would or would not highlight as a reason to visit or live in the metro area?

<u>Work-Related Characteristics to Potentially Highlight/Not Highlight</u> <i>(Ranked by "Would Highlight")</i>	Would Highlight	Would Not Highlight	Don't Know
Arizona State University receives numerous accolades each year, including #1 most innovative school in America, #1 producer of Fulbright scholars, and #5 in the nation for producing the best-qualified graduates.	81%	16%	3%
The dynamic Phoenix Biomedical Campus combines research, academic, and clinical facilities, where three state universities work together to advance healthcare.	79%	18%	3%
Phoenix ranks 10th in the country for startup activity according to the 2016 Kauffman Index which focuses on new business creation and people engaging in startup activity.	76%	22%	2%
Phoenix features numerous modern, multi-use office spaces providing entrepreneurs and startups with professional workspace that is flexible and affordable.	75%	21%	5%
From October to April, retired individuals, often called snowbirds, flock to the metro area for the warm weather and bring billions of dollars in sales and tax revenue.	67%	31%	2%
Valley Metro Light Rail currently covers 26 miles of the metro area and developments are underway for an additional 40 miles of track to help local workers get to and from work.	66%	33%	1%

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11. Next, here are the **living-related characteristics**. Again, for each of these is it something you would or would not highlight as a reason to visit or live in the metro area?

<u>Living-Related Characteristics to Potentially Highlight/Not Highlight</u> <i>(Ranked by "Would Highlight")</i>	Would Highlight	Would Not Highlight	Don't Know
The city is nicknamed "Valley of the Sun" due to the sun shining 85% of its daylight hours.	85%	15%	1%
15 Major League Baseball teams conduct spring training in the metro area and participate in the Cactus League.	81%	19%	1%
Phoenix is one of only 13 U.S. cities to have all four major professional sports leagues represented within the metro area.	76%	23%	1%
Phoenix has a vibrant visual and performing arts culture, including Roosevelt Row, featuring the nation's largest self-guided art tour with more than 70 galleries, venues and art-related spaces.	76%	23%	1%
Five of Arizona's 22 Sovereign American Indian tribes reside in the greater Phoenix metro area, providing rich history and culture through museums and restaurants.	73%	26%	2%
The Waste Management Phoenix Open is the best-attended event on the Professional Golf Association tour.	62%	35%	3%
The current median age of Phoenix residents is 33 years old, which is five years younger than the national average.	59%	36%	5%

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12. Next I'm going to ask you to choose between some institutions in the greater Phoenix metro area. Some of these may be difficult to pick one answer, but do your best.

From the following area museums, which ONE is a must see for your visiting guests?

<u>Favorite Phoenix Museum</u>	PHOENIX
Arizona Science Center	35%
Heard Museum	24%
Musical Instrument Museum	17%
Phoenix Art Museum	12%
Taliesin West	3%
Pueblo Grande Museum and Archeology Park	3%
Hall of Flame	3%
Fleischer Museum	*
Don't know/refused	5%

13. The Valley of the Sun has numerous locations to experience wildlife and the gorgeous landscape. From the following locations, which is your favorite place to take in the fresh air and the beautiful sights?

<u>Favorite Valley of the Sun Location</u>	PHOENIX
Desert Botanical Garden	28%
South Mountain Park	13%
Lake Pleasant Regional Park	12%
Echo Canyon Recreation Area at Camelback Mountain	11%
Hole-in-the-Rock at Papago Park	9%
Piestewa Peak	5%
McDowell Mountain Regional Park	5%
Sonoran Desert National Monument	5%
White Tank Mountain Regional Park	4%
Phoenix Mountain Preserve	3%
Don't know/refused	5%

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14. While you're experiencing nature, which two of the following outdoor activities do you most enjoy doing?

<u>Favorite Outdoor Activities</u>	PHOENIX
Hiking	66%
Biking	23%
Kayaking or other water activities	22%
ATV or Off-Roading	17%
Horseback riding	15%
Golfing	14%
Riding in a hot air balloon	6%
Rock climbing	6%
Don't know/refused	8%

15. What are the top two reasons why you moved to Phoenix and/or continue to live in the metro area?

<u>Top Reasons to Live in Phoenix</u>	PHOENIX
The weather	43%
Job opportunities	34%
Cost of living	28%
Colleges and universities	12%
Recreation and outdoor activities	12%
Easy to navigate streets and limited traffic	11%
The real estate market	10%
Culture and diversity	9%
The landscape and wildlife	7%
Proximity to other cities	6%
Resorts and casinos	2%
Don't know/refused	8%

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16. Now, I'm going to ask you about how you engage with the city.

The City of Phoenix's official social media hashtags or channels, such as @CityofPhoenixAZ or #DTPHX for downtown Phoenix are extremely active. How effective are the City of Phoenix's social media accounts as a way to communicate to the residents and workers? Is it..?

Effectiveness of Social Media Hashtags or Channels	PHOENIX
Total Effective	45%
Total Ineffective	28%
Very effective	14%
Somewhat effective	31%
Somewhat ineffective	15%
Very ineffective	13%
Don't know/refused	27%

17. Do you agree or disagree with the following statement?

Despite Phoenix being the most populated state capital in the country, every residents' voice is heard and it's their ideas, hard work, and determination that truly matters.
Do you...?

Agreement with Residents' Voice Being Heard	PHOENIX
Total Agree	64%
Total Disagree	34%
Strongly agree	15%
Somewhat agree	48%
Somewhat disagree	23%
Strongly disagree	11%
Don't know/refused	3%

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18. Which two of the following traits do you believe best describes Phoenix?

<u>Traits that Best Describe Phoenix</u>	PHOENIX
Diverse	53%
Entrepreneurial	28%
Innovative	26%
Creative	22%
Adventurous	21%
Resilient	20%
Tough	11%
Don't know/refused	4%

19. Now, let's think broadly about how institutions like government, business, and community organizations in your local area respond to challenges and opportunities. Do they typically offer ideas and solutions that are...?

<u>Response to Challenges and Opportunities</u>	PHOENIX
New and forward-thinking	33%
Adequate, but unremarkable	39%
Old and outdated	23%
Don't know/refused	5%

20. And, which approach would you prefer local institutions take when faced with challenges and opportunities?

<u>Preference of Local Institutions' Approach to Addressing Challenges and Opportunities</u>	PHOENIX
Try completely new approaches specially designed for the Phoenix metro area, even if the outcomes may be uncertain	33%
Adopt and modify ideas that have been tested in other cities with successful results, but are new to the Phoenix metro area	50%
Implement traditional methods used to address past challenges in the Phoenix metro area with an expectation of generating similar results	12%
Don't know/refused	6%

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21. Switching gears, I now want to talk about changes you're seeing in Phoenix.

As a way to solve Phoenix's biggest challenges, the PHX Innovation Games creates opportunities for community innovators to submit their ideas and participate in contests. Which of the following would you like to see as the next two civic issues that need to be addressed with forward thinking solutions?

<u>Civic Issues to be Addressed</u>	PHOENIX
Developing more after school programs for K-12 students	28%
Developing programs to help the homeless population	26%
Increasing access to mental health programs	23%
Training and retooling unemployed workers	21%
Preventing crime	20%
Reducing drug use	18%
Expanding access to college and vocational education	18%
Creating programs aimed at fostering relationships on issues that often divide us, such as race or income level	16%
Feeding the hungry	14%
Don't know/refused	5%

22. Mayor Stanton, together with a coalition of local businesses, nonprofits, community leaders and volunteers, is revitalizing vacant lots around the city to be used as community gardens and parks; a project called Phoenix Renews. How beneficial has Phoenix Renews been to you, your neighbors, and your community? Is it...?

<u>Benefit of Phoenix Renews</u>	PHOENIX
Total Beneficial	39%
Total Not Beneficial	46%
Very beneficial	15%
Somewhat beneficial	24%
Not too beneficial	12%
Not at all beneficial	34%
Never heard of Phoenix Renews	10%
Don't know/refused	5%

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23. Now, thinking about the demographic makeup of Phoenix.

As the metro area grows, the racial, ethnic, and cultural demographics have become more robust. Which of these statements best reflects your view on the changing demographics?

<u>Best Reflects Views on Changing Demographics</u>	PHOENIX
Phoenix will embrace its diversity and work together, renewing residents' interest to visit neighborhoods and local businesses.	66%
Phoenix will divide itself into culturally segregated neighborhoods, hindering the city's renewal as residents live, work, and shop in their neighborhood.	29%
Don't know/refused	6%

24. As Phoenix continues to renew its image, young adults are flocking to the metro area making the median age of its residents five years younger than the national average. This change means the workforce is becoming younger and more ethnically diverse than it has in the past. Which statements best reflects your view on the impact to Phoenix's local economy?

<u>Best Reflects Impact of Young Adults Impact on the Local Economy</u>	PHOENIX
The younger diverse workforce strengthens Phoenix's local economy because it brings an entrepreneurial spirit and helps local businesses integrate new technology.	74%
The younger diverse workforce hinders Phoenix's local economy because it forces older workers out of positions if they do not learn new technologies or provide new ways of thinking.	18%
Don't know/refused	8%

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25. Would you say the greater Phoenix metro area is an excellent, good, fair, poor, or terrible?

<u>“Place to raise your family”</u>	PHOENIX
Total Excellent/Good	71%
Total Fair	20%
Total Poor/Terrible	5%
Excellent	24%
Good	47%
Fair	20%
Poor	4%
Terrible	2%
Don't know/refused	4%

<u>“Place to work and build your career”</u>	PHOENIX
Total Excellent/Good	74%
Total Fair	20%
Total Poor/Terrible	3%
Excellent	26%
Good	48%
Fair	20%
Poor	2%
Terrible	1%
Don't know/refused	4%

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<u>“Place for you to live after retiring”</u>	PHOENIX
Total Excellent/Good	77%
Total Fair	13%
Total Poor/Terrible	6%
Excellent	41%
Good	36%
Fair	13%
Poor	5%
Terrible	2%
Don't know/refused	4%

DEMOGRAPHICS

1. State

<u>State</u>	PHOENIX
Arizona	100%

2. County

<u>County</u>	PHOENIX
Maricopa County, Arizona	92%
Pinal County, Arizona	8%

3. Do you live...?

<u>Resident of the City</u> (Asked of N=367 residents living in Maricopa County, Arizona)	PHOENIX
Within the city limits of Phoenix	52%
Elsewhere within the county	47%
Don't know/refused	1%

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4/5. Age

<u>Age</u>	PHOENIX
18-49	55%
50+	44%
18 – 24	9%
25 – 29	13%
30 – 34	8%
35 – 39	9%
40 – 44	7%
45 – 49	10%
50 – 54	9%
55 – 59	10%
60 – 64	7%
65 and above	18%
Don't know/refused	1%
Millennial Generation	29%
Generation X	25%
Baby Boomer Generation	27%
Silent/Greatest Generations	10%

6. What is your main ethnic or racial background?

<u>Ethnic or Racial Background</u>	PHOENIX
White or Caucasian	60%
Non-White	38%
Hispanic or Latino	24%
African-American or Black	6%
Asian-American or Asian	3%
American Indian	3%
Other indigenous races	1%
Other	2%
Don't know/refused	2%

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7. Gender

Gender	PHOENIX
Male	48%
Female	52%

26. Which of the following best describes your current relationship status? Are you...?

Relationship Status	PHOENIX
Married (including cohabitating)	61%
Non-Married	35%
Single and never married	21%
Married	53%
Not married but living together with a partner	8%
Divorced	10%
Separated	1%
Widowed	3%
Don't know/refused	4%

27. Thinking about children, which of the following describes you:

Parental Status	PHOENIX
Total parents	65%
Total non-parents	31%
I have school-age children or younger	31%
I have adult children age 18 or older	42%
I have no children but hope to one day	17%
I have no children and no plans to have any	14%
Don't know/refused	5%

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28. What is the last grade of formal education you have completed?

<u>Education</u>	PHOENIX
Less than college	40%
College+	56%
Less than high school	2%
High school graduate	10%
Some college or vocational school	28%
College graduate	36%
Post graduate	20%
Don't know/refused	4%