Strengthening civic education, civic engagement, and civic leadership by:

- Bringing together partners in data-driven dialogue about civic life today in Arizona.
- Generating public discussion about the critical importance of civic participation and connected communities to our broader prosperity and quality of life.
- Identifying opportunities for action that will ensure more Arizonans are engaged in creating solutions for their communities and a stronger future for our state.
Inspiration

- Language can feel academic and coded
- At best, talking past; at worse, furthering divisions and/or disengagement

Goals/Objectives

- Deepen and broaden our understanding of the perceptions and reactions to words and phrases commonly used in civic philanthropy
- Consider what words, terms, and phrases may resonate with various groups and audiences to inspire civic engagement and belief in democracy

Details

- 3 phases; currently in phase 1 (data + exploration)– national release March 23
- Phase 1: Nationally Representative Survey. n=5000 registered voters, fielded online November 2021 in partnership with Citizen Data
- 7 community-specific oversamples (including Arizona)
Methods

arizonafuture.org

#arizonafuture  #TheArizonaWeWant  #azprogressmeters
For each term...

We Asked:

- **Personal perceptions**: positive, negative, neutral, unfamiliar
- **Association with groups**: conservatives, progressives/liberals, or both; people with college education or not; working, middle, or upper-class people; and/or specific racial groups
- **Sentiments towards groups**: their personal feelings towards those groups

Cross-tabs Available:

- **Demographics**: race, age, gender, household income, religion, education level, political ideology, political party, type of community, Census region
- **Experiences and Attitudes**: whether they had civic education, who they voted for in 2020, where they get news
- **Activities they think are important to ensure democracy works**: (i.e. voting, volunteering, serving on a jury, military or national service, etc.)
### Average difference between comparison groups

**Snapshot: Terms with highest POSITIVE perceptions**

<table>
<thead>
<tr>
<th>Nationwide top-line</th>
<th>Arizona top-line</th>
</tr>
</thead>
<tbody>
<tr>
<td>unity</td>
<td>70.3%</td>
</tr>
<tr>
<td>liberty</td>
<td>63.3%</td>
</tr>
<tr>
<td>citizen</td>
<td>63.0%</td>
</tr>
<tr>
<td>justice</td>
<td>61.4%</td>
</tr>
<tr>
<td>democracy</td>
<td>60.8%</td>
</tr>
<tr>
<td>diversity</td>
<td>59.3%</td>
</tr>
<tr>
<td>common good</td>
<td>57.0%</td>
</tr>
<tr>
<td>belonging</td>
<td>55.6%</td>
</tr>
<tr>
<td>patriotism</td>
<td>54.0%</td>
</tr>
<tr>
<td>civility</td>
<td>53.7%</td>
</tr>
</tbody>
</table>
### Average difference between comparison groups

#### Snapshot: Terms with highest NEGATIVE perceptions

<table>
<thead>
<tr>
<th>Nationwide top-line</th>
<th>Arizona top-line</th>
</tr>
</thead>
<tbody>
<tr>
<td>privilege</td>
<td>36.8%</td>
</tr>
<tr>
<td>social justice</td>
<td>20.4%</td>
</tr>
<tr>
<td>racial equity</td>
<td>17.5%</td>
</tr>
<tr>
<td>activism</td>
<td>15.0%</td>
</tr>
<tr>
<td>justice</td>
<td>11.6%</td>
</tr>
<tr>
<td>patriotism</td>
<td>10.7%</td>
</tr>
<tr>
<td>diversity</td>
<td>10.4%</td>
</tr>
<tr>
<td>common good</td>
<td>8.7%</td>
</tr>
<tr>
<td>civic infrastructure</td>
<td>7.8%</td>
</tr>
<tr>
<td>democracy</td>
<td>7.7%</td>
</tr>
</tbody>
</table>
Average difference between comparison groups

For each term, the positivity score of one group listed below (e.g., older) was subtracted from the other group listed (e.g., younger). The absolute values of these differences were averaged across all terms. This average difference score is shown for each comparison (e.g., older & younger).

- **urban & rural**: 13
- **hispanic & white**: 10
- **older & younger**: 10
- **college grad & non-college grad**: 9
- **middle class & working class**: 6
Terms viewed most positively

Median positivity is 53.7%
Terms viewed most positively

Terms are ordered from highest to lowest positivity. The percent difference between groups is shown to the right. The 5 highest difference scores are highlighted with yellow diamonds.
Terms viewed most positively

College Graduates and Not College Graduates

democracy 75
unity 70
patriotism 74
liberty 68
justice 65
citizen 63
civility 63
belonging 62
diversity 60
bridge builder 59
common good 57
common ground 55
racial equity 54
civic engagement 53
activism 53
civic infrastructure 52
social justice 51
pluralism 49
privilege 35

Terms are ordered from highest to lowest positivity. The percent difference between groups is shown to the right. The 5 highest difference scores are highlighted with yellow diamonds.

Median positivity is 53.3%
Effects of civic education (Arizona)

Civics courses increase positive perceptions of “democracy” across the board.

This effect is much bigger in Arizona than it is nationwide.

“Democracy” in Arizona: No Civics = 39% positive, Yes Civics = 70% positive.

“Democracy” nationwide: No Civics = 52% positive, Yes Civics = 66% positive.

• Lack of a civics course and less than a college education produces the least positive perception of “democracy” (29% positive in Arizona, 46% positive nationwide).

• Perceptions of “civic engagement” in Arizona:
  • Less than a college degree + no civics course = 13% positive.
  • Less than a college degree + a civics course = 40% positive.
Next Steps

arizonafuture.org

#arizonafuture  #TheArizonaWeWant  #azprogressmeters
Next steps

• Analyze data
  • Continue to analyze the data with national partners, Vitalyst, and Flinn Foundation
    • **What questions and findings sparked your interest? What information should we emphasize?**

• Engage communities
  • Arizona Civic Life Partnership is planning community conversations fall 2022- spring 2023 with CHSC partners
    • **What questions would you recommend for discussion in these conversations?**

• Bring visibility
  • Opportunities to share with key stakeholders (e.g. civic education) to use the findings and bring greater awareness to the state of civic life in Arizona
    • **What are the opportunities you see to use this data for broader communications?**
Thank You

arizonafuture.org

#arizonafuture #TheArizonaWeWant #azprogressmeters