CIVIC LANGUAGE + ARIZONA

PACE surveyed a **nationally representative sample of 5000 registered voters** and asked about their perceptions and associations of 21 terms often used in civic engagement and democracy work. In collaboration with the Arizona Center for Civic Leadership and the Center for the Future of Arizona, Vitalyst Health Foundation sponsored an oversample of this data to look more closely at how Arizona residents, specifically, perceive and associate civic language.
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ARIZONA CIVIC LIFE PARTNERSHIP
CENTER FOR THE FUTURE OF ARIZONA | ARIZONA CENTER FOR CIVIC LEADERSHIP AT THE FLINN FOUNDATION

This infographic provides insight into a few of the stories under the topline data.
To explore more, visit PACEfunders.org/Language

How do perceptions of civic terms in Arizona relate to the rest of the country?

← → indicates same ranking
↑ indicates Arizona ranks the term higher
↓ indicates Arizona ranks the term lower
★ indicates this term shows up on Arizona's list only

TOP 10 MOST POSITIVE TERMS

Nation		Arizona
1. UNITY	←→	UNITY
2. LIBERTY	←→	LIBERTY
3. CITIZEN	↑	PATRIOTISM
4. JUSTICE	←→	JUSTICE
5. DEMOCRACY	↑	CITIZEN
6. DIVERSITY	↓	DEMOCRACY
7. COMMON GOOD	↓	DIVERSITY
8. BELONGING	←→	BELONGING
9. PATRIOTISM	↑	CIVILITY
10. CIVILITY	★	BRIDGE BUILDER

TOP 10 MOST NEGATIVE TERMS

Nation		Arizona
1. PRIVILEGE	←→	PRIVILEGE
2. SOCIAL JUSTICE	←→	SOCIAL JUSTICE
3. RACIAL EQUITY	↑	ACTIVISM
4. ACTIVISM	↓	RACIAL EQUITY
5. JUSTICE	↑	DEMOCRACY
6. PATRIOTISM	↑	COMMON GOOD
7. DIVERSITY	★	CIVIL SOCIETY
8. COMMON GOOD	↓	DIVERSITY
9. CIVIC INFRASTRUCTURE	↓	JUSTICE
10. DEMOCRACY	↓	PATRIOTISM

What is the 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).

- LIBERAL & CONSERVATIVE 17% GAP
- DEMOCRAT & REPUBLICAN 15% GAP
- URBAN & RURAL 13% GAP
- HISPANIC & WHITE 10% GAP
- OLDER & YOUNGER 10% GAP
- COLLEGE GRAD & NON-COLLEGE GRAD 9% GAP
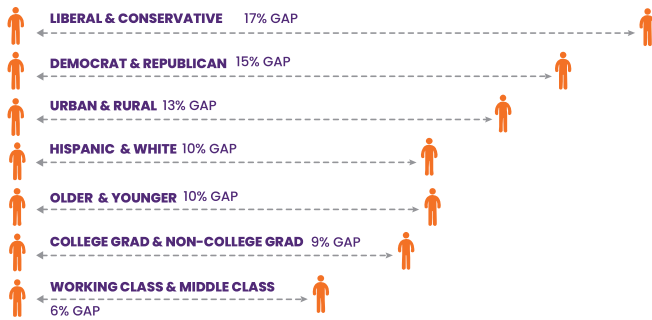- WORKING CLASS & MIDDLE CLASS 6% GAP

Which civic terms do various Arizona subgroups gravitate to most?

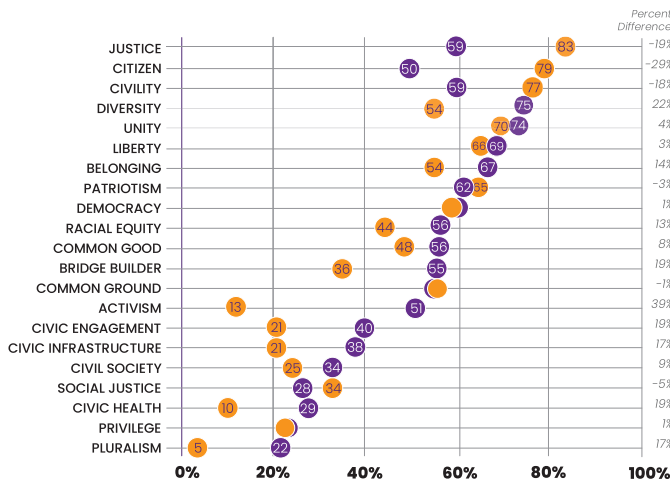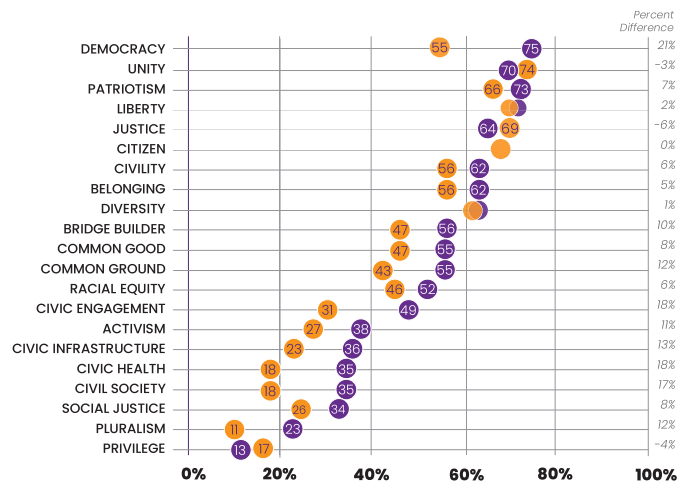*Below, the top three positively ranked civic terms are listed next to each subgroup.*

Subgroup	Top three positively ranked terms
18-34	UNITY, JUSTICE, DIVERSITY
35+	LIBERTY, PATRIOTISM, UNITY
WORKING CLASS	UNITY, LIBERTY, CITIZEN
MIDDLE CLASS	PATRIOTISM, JUSTICE, LIBERTY
URBAN	DIVERSITY, LIBERTY, UNITY
RURAL	JUSTICE, CITIZEN, CIVILITY
WHITE	PATRIOTISM, UNITY, LIBERTY
HISPANIC	UNITY, JUSTICE, DIVERSITY
COLLEGE GRADUATES	DEMOCRACY, PATRIOTISM, LIBERTY
NON-COLLEGE GRADUATES	UNITY, LIBERTY, JUSTICE

Term breakdown by Community Type (ranked by highest to lowest positivity)

Percent Difference

Term	Values	Percent Difference
JUSTICE	59, 83	-19%
CITIZEN	50, 79	-29%
CIVILITY	59, 77	-18%
DIVERSITY	54, 75	22%
UNITY	70, 74	4%
LIBERTY	66, 69	3%
BELONGING	54, 67	14%
PATRIOTISM	62, 65	-3%
DEMOCRACY	56	1%
RACIAL EQUITY	44, 56	13%
COMMON GOOD	48, 56	8%
BRIDGE BUILDER	36, 55	19%
COMMON GROUND	55	-1%
ACTIVISM	13, 51	39%
CIVIC ENGAGEMENT	21, 40	19%
CIVIC INFRASTRUCTURE	21, 38	17%
CIVIL SOCIETY	25, 34	9%
SOCIAL JUSTICE	28, 34	-5%
CIVIC HEALTH	10, 29	19%
PRIVILEGE	22	1%
PLURALISM	5, 22	17%

Term breakdown by Education Level (ranked by highest to lowest positivity)

Percent Difference

Term	Values	Percent Difference
DEMOCRACY	55, 75	21%
UNITY	70, 74	-3%
PATRIOTISM	66, 73	7%
LIBERTY	72	2%
JUSTICE	64, 69	-6%
CITIZEN		0%
CIVILITY	56, 62	6%
BELONGING	56, 62	5%
DIVERSITY	62	1%
BRIDGE BUILDER	47, 56	10%
COMMON GOOD	47, 55	8%
COMMON GROUND	43, 55	12%
RACIAL EQUITY	46, 52	6%
CIVIC ENGAGEMENT	31, 49	18%
ACTIVISM	27, 38	11%
CIVIC INFRASTRUCTURE	23, 36	13%
CIVIC HEALTH	18, 35	18%
CIVIL SOCIETY	18, 35	17%
SOCIAL JUSTICE	26, 34	8%
PLURALISM	11, 23	12%
PRIVILEGE	13, 17	-4%

Civic Language Perceptions Project
An initiative of PACE