

ARIZONA CIVIC LIFE PARTNERSHIP

CENTER
FOR THE FUTURE OF
ARIZONA



ARIZONA CENTER FOR
CIVIC LEADERSHIP

AT THE FLINN FOUNDATION

Arizona Civic Language Perceptions Project

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Mission

Center for the Future of Arizona brings
Arizonans together to build a stronger and
brighter future for our state.

**Shared Public Value:
Civic Engagement that Solves
Problems and Democracy That
Works for All**



Strengthening civic health by:



Civic Participation

- Using data to drive action that improves civic engagement.
- Generating dialogue and fostering a shared understanding about the importance of civic health.
- Becoming a hub for state and national partners working toward shared goals.



Connected Communities

Arizona vs National Findings



Snapshot: Terms with highest POSITIVE perceptions

<u>Nationwide top-line</u>	<u>Arizona top-line</u>
unity 70.3%	unity 73.4%
liberty 63.3%	liberty 70.1%
citizen 63.0%	patriotism 67.5%
justice 61.4%	citizen 63.9%
democracy 60.8%	democracy 63.4%
diversity 59.3%	justice 63.4%
common good 57.0%	diversity 61.8%
belonging 55.6%	belonging 59.5%
patriotism 54.0%	civility 58.0%
civility 53.7%	common good 51.5%



Arizona vs National Findings

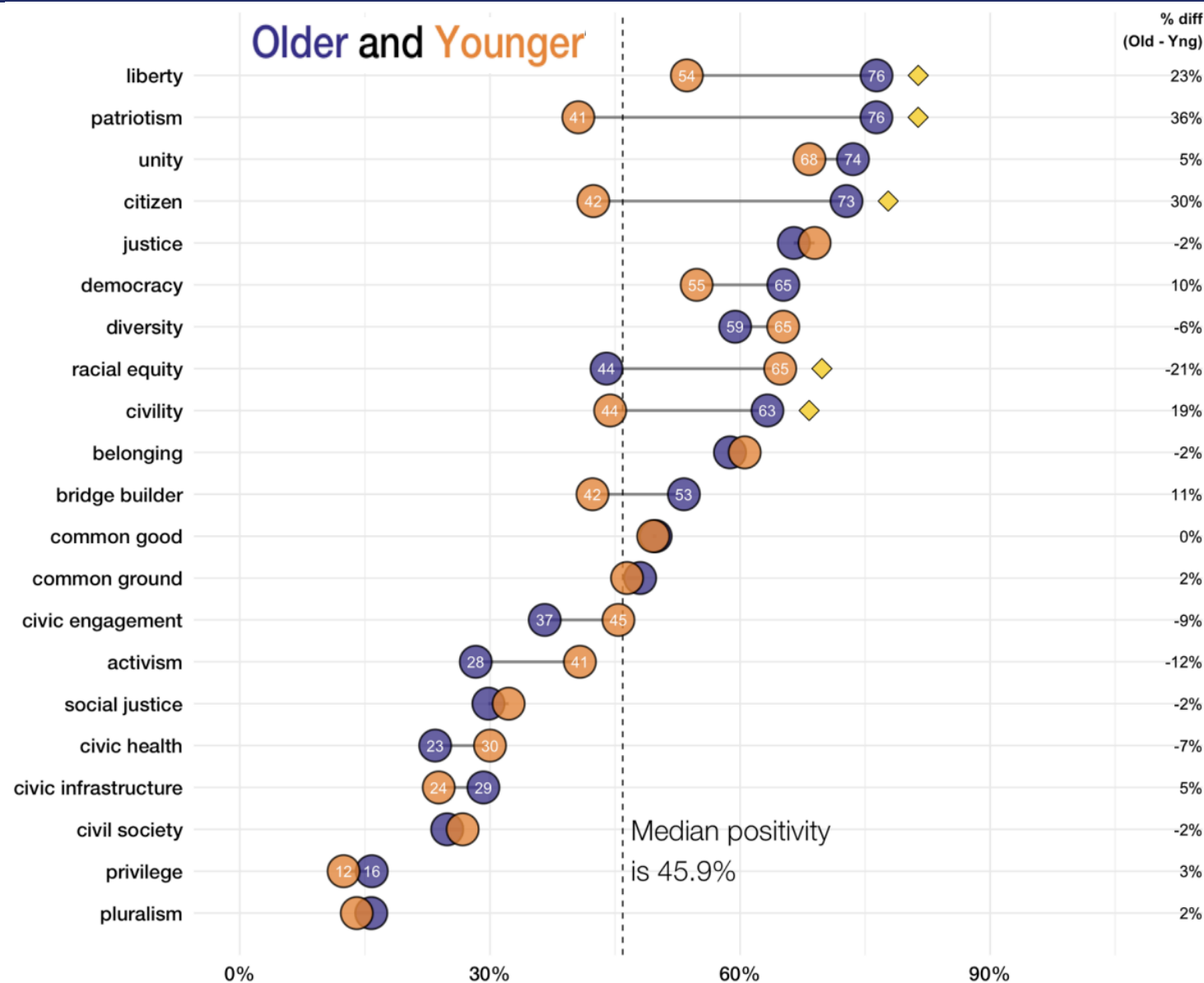


Snapshot: Terms with highest NEGATIVE perceptions

<u>Nationwide top-line</u>	<u>Arizona top-line</u>
privilege 36.8%	privilege 47.0%
social justice 20.4%	social justice 28.0%
racial equity 17.5%	activism 22.7%
activism 15.0%	racial equity 17.0%
justice 11.6%	democracy 10.8%
<i>patriotism</i> 10.7%	diversity 10.1%
diversity 10.4%	common good 10.0%
common good 8.7%	justice 9.8%
<i>civic infrastructure</i> 7.8%	<i>civil society</i> 9.0%
democracy 7.7%	<i>pluralism</i> 8.2%



Comparison: Age

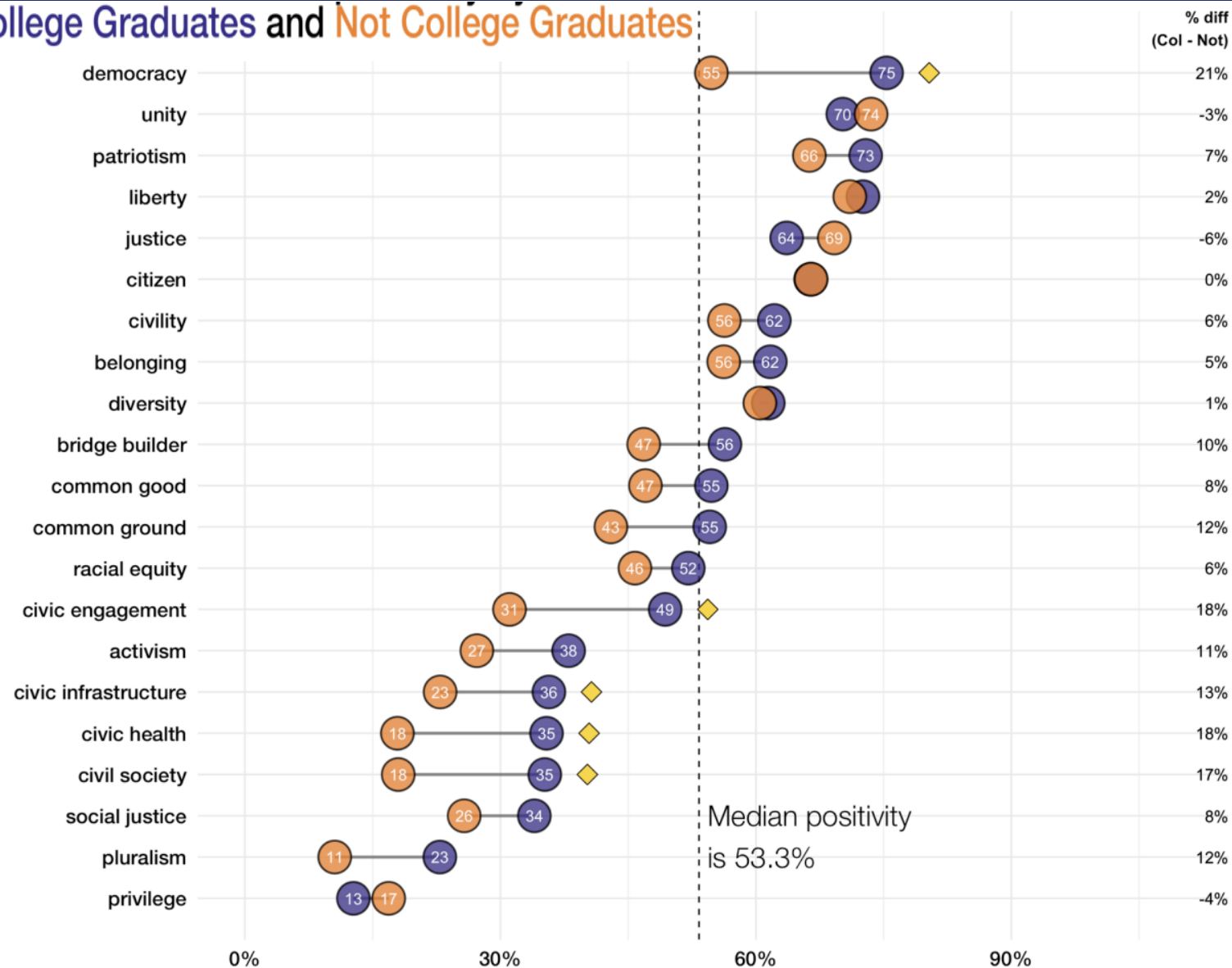


Terms are ordered from highest to lowest positivity. The percent difference between groups is shown to the right. The 5 highest difference scores are highlighted with yellow diamonds.

Comparison: Education

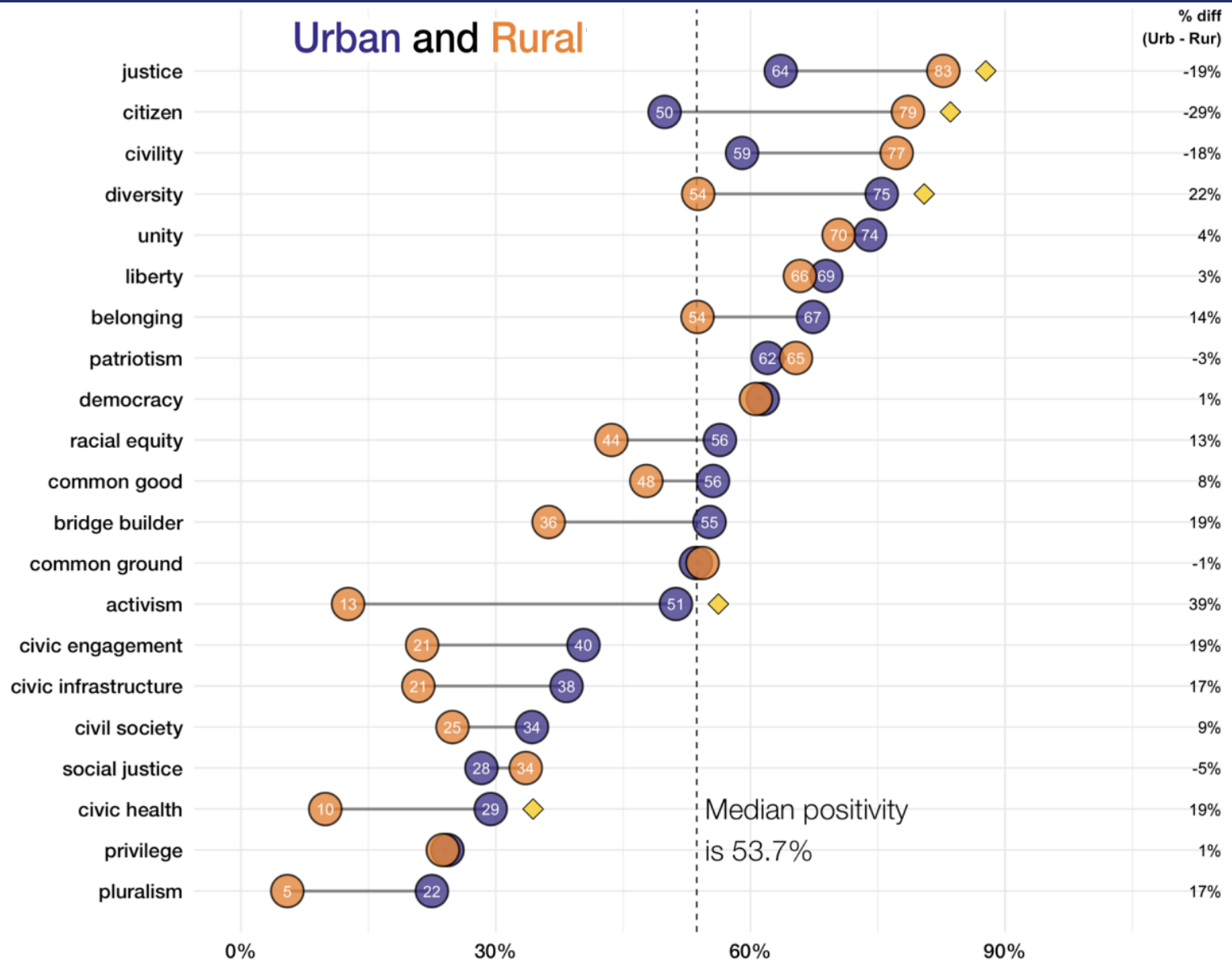


College Graduates and Not College Graduates



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.

Comparison: Urban and Rural



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.

Community Conversations: Takeaways

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- **Data was limited but affirmed the importance of language**
- **Language does take shape very differently across Arizona's diverse communities**
- **Language can be used to build bridges and sense of community, or also runs the risk of offending, shutting out, or deepening divisions.**

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Thank You