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# COMMUNITY VALUES SURVEY

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Report of Findings and Analysis

*PRESENTED TO*



TUCSON REGIONAL  
**COMMUNITY VOICE**  
*realizing the possibilities*

May 29, 2007



Marketing Intelligence  
*Marketing Research & Strategy Consultants*

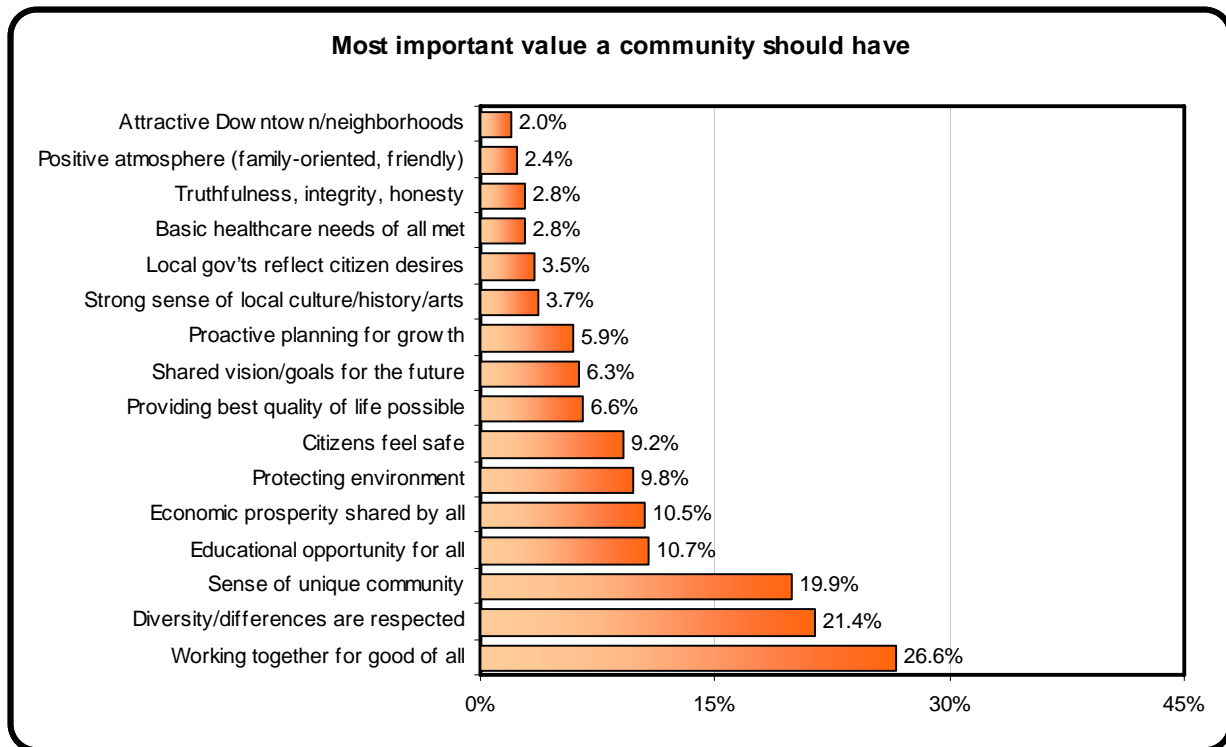
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# I. SURVEY FINDINGS

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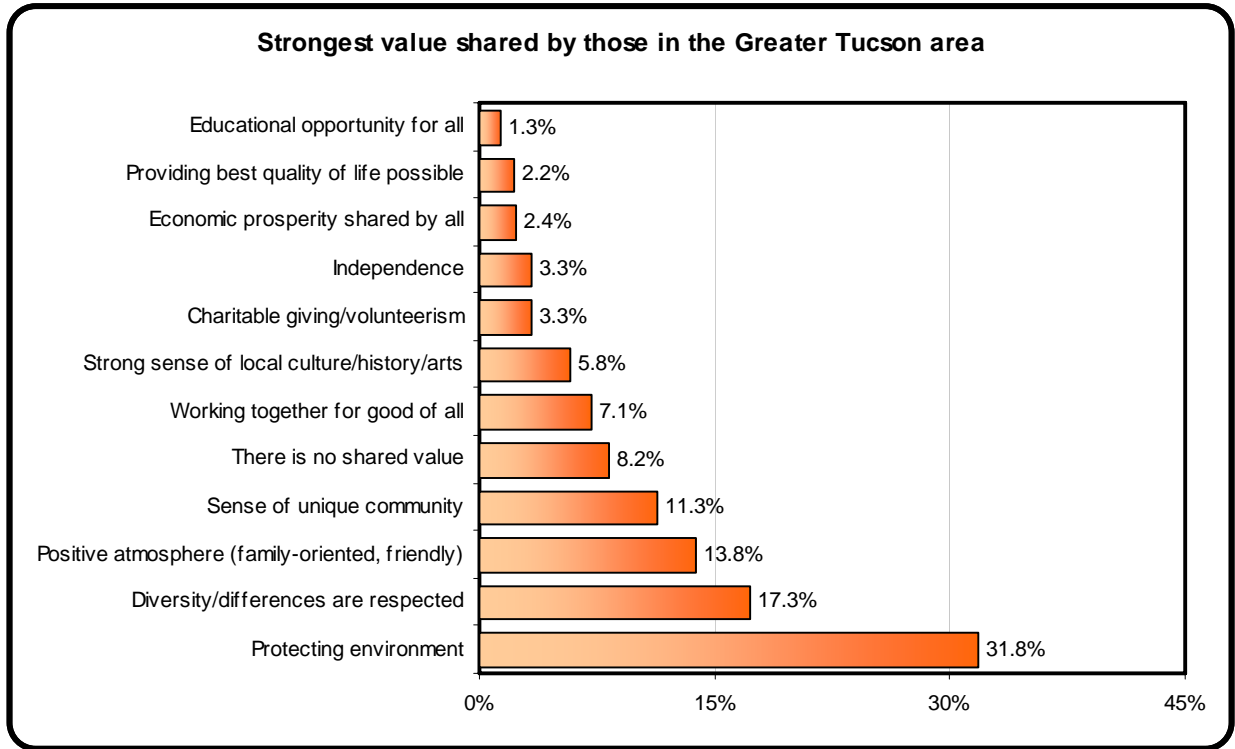
The following survey findings are based on 480 responses to a web-based survey conducted by Marketing Intelligence, a Tucson, Arizona based marketing research and strategy consulting firm. The survey participants signed up to take a series of surveys involving the Tucson Region and thus should not necessarily be considered a random sample of area citizens. However, the respondents can be characterized as a sample of area citizens who are likely to be concerned about issues affecting the local community.

## VALUES IMPORTANT TO A COMMUNITY



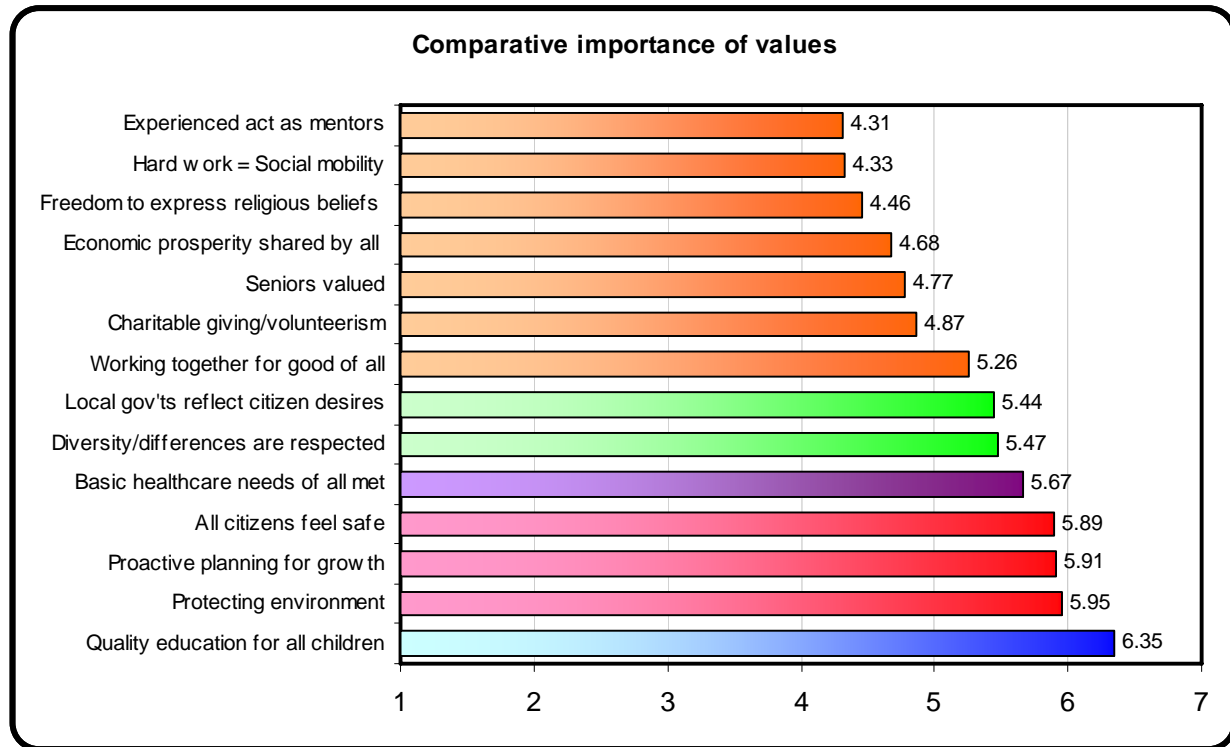
In an open ended question, respondents were asked “What do you feel is the single most important value a community should have?” Greater than one-fourth expressed a general desire for individuals and groups to work together for the good of the community. Though this was the most mentioned top-of-mind “community value,” it should be noted that later in the survey when respondents were given a list of 14 community values, “Differing groups work together for the common good” was only the eighth highest value rated on a comparative scale.

## VALUES SHARED IN THE TUCSON REGION



In a second open ended question, respondents were asked “If an out of town friend asked you what the strongest value shared by those who live in the Greater Tucson area is, what would you tell them?” More than 30% feel a sense of protecting the environment is the value shared most by those in the Tucson Region.

## COMPARATIVE IMPORTANCE OF COMMUNITY VALUES



*The top seven rated community values are color coded to reflect where statistical differences exist.*

Respondents were next asked “When thinking of a place that you would like to live in, both now and in the future, what values do you feel should be inherent in the community?” They were asked to give their responses on a 1 – 7 comparative scale, with 7 meaning “relatively more important” and 1 meaning “relatively less important.”

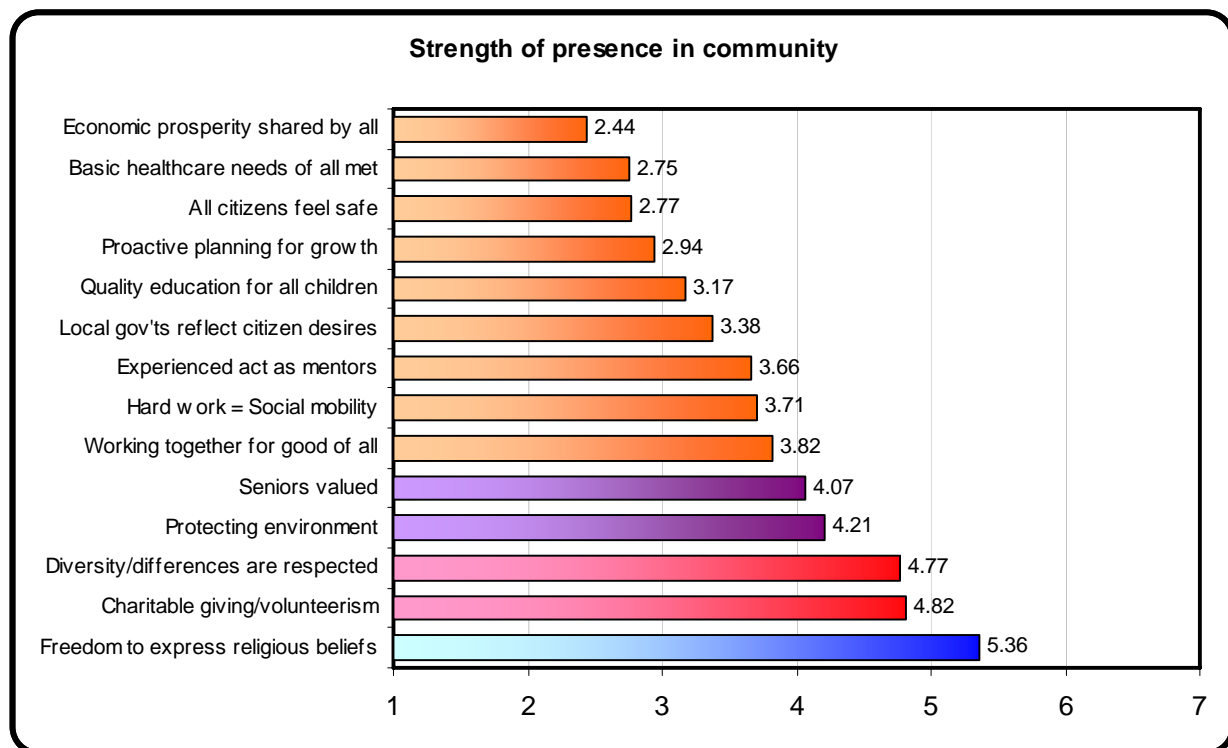
“All children have the opportunity to receive a quality education” is rated as the most important community value and has a significantly higher mean score than the other 13 values assessed. 65.4% rated the “education” value as a “7,” with 84.2% rating it as a “6” or “7.”

“The natural environment is protected”, “planning for tomorrow’s growth – today” and “citizens feel safe regardless of which part of the community they live in” are statistically equal and also deemed to be relatively more important than the remaining values. “The basic healthcare needs of all citizens are taken care of” is the fifth highest rated value, with “a diversity of ethnic groups, religions, genders, ages and beliefs are respected” and “the decisions made by local governments reflect the wants and desires of the citizens” also statistically equal as the sixth highest rated value.

## Segmentation Analysis – Importance of Values

- The opportunity for children to have a quality education is the most important community value for every segment of the population regardless of ethnicity, length of residency, age group, area of the region they live in or gender
- Protecting the environment is especially important to Hispanics and those who have lived in the area 10 or fewer years
- Proactive growth planning is especially important to 36 – 45 year olds and those living in the Southeastern part of the region
- All citizens feeling safe is especially important to those living in the Southern part of the region

## VALUES PRESENT IN THE TUCSON REGION



*The top five rated community values are color coded to reflect where statistical differences exist.*

In a similarly scaled question, respondents were next asked whether they believe that the presence of each value in our region is very strong, very weak or somewhere in between. They were asked to give their responses on a 1 – 7 scale, with 7 meaning “very strong” and 1 meaning “very weak.”

There are only five values rated above the neutral response of “4,” with “Citizens feel free to express their religious beliefs” as the highest rated. “There is a sense of charitable giving and volunteerism” and “a diversity of ethnic groups, religions, genders, ages and beliefs are respected” have mean responses that are statistically similar as the second most present

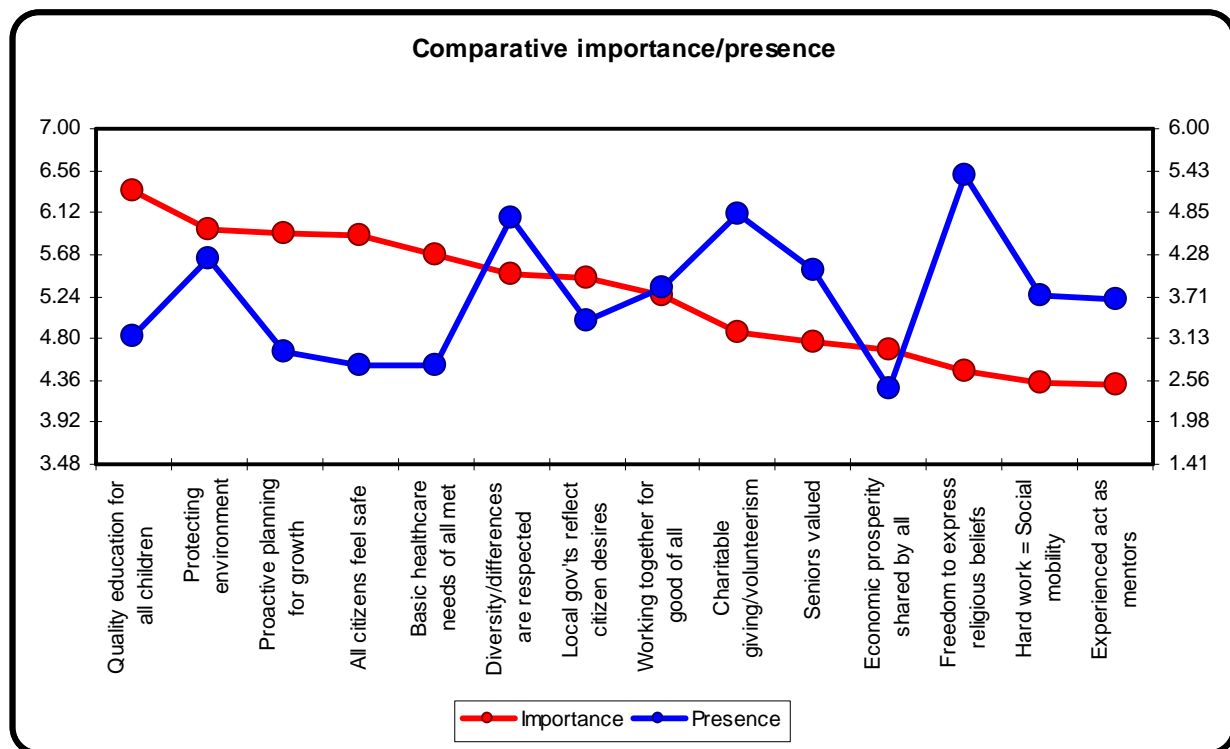
community value. “The natural environment is protected” and “seniors are valued as a contributing segment of society” are also statistically similar as the fourth most present value.

The only values with greater than 50% responding above the neutral answer of “4” concern freedom to express religious beliefs (71.6%), charitable giving/volunteerism (61.2%) and diversity/differences are respected (59.3%).

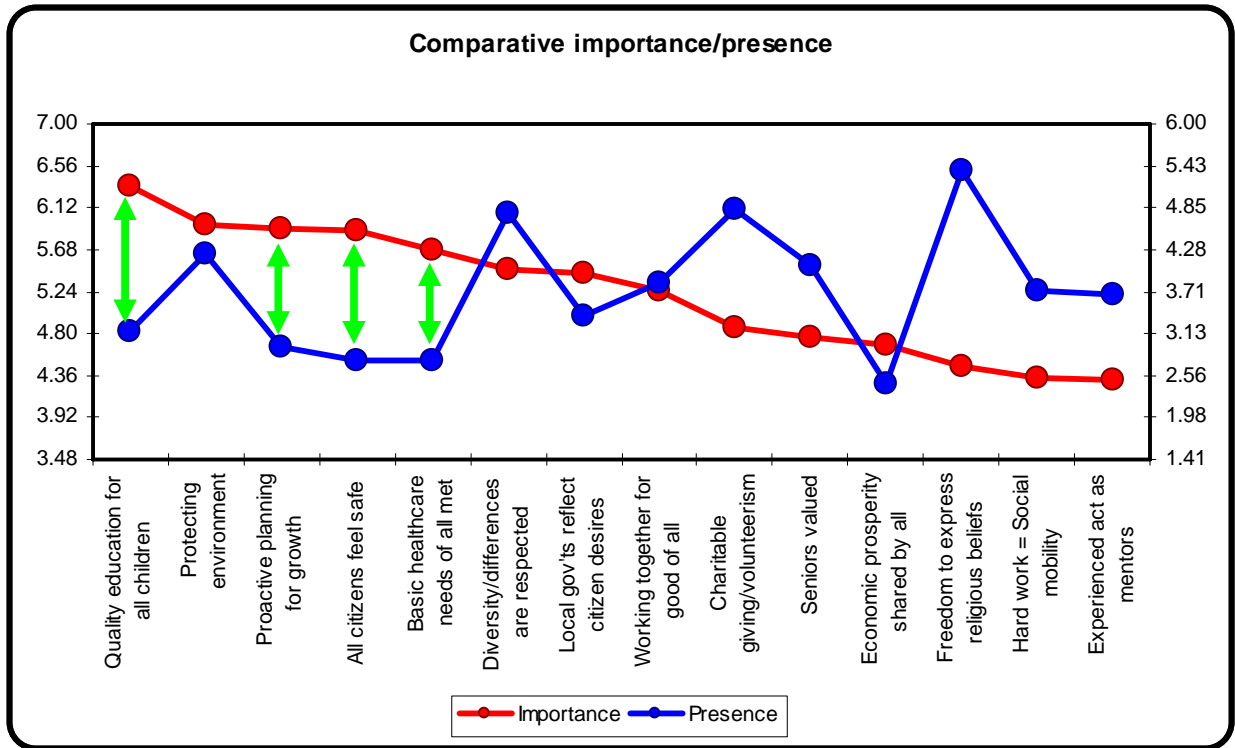
**Segmentation Analysis**

- Citizens being able to express their religious beliefs is the community value thought to be most present in the Tucson Region for every segment of the population regardless of ethnicity, length of residency, age group, area of the region they live in or gender
- Charitable giving/volunteerism is the clear second value present for Hispanics, African-Americans, those living in the region for 21 or more years and those living in the Western part of the region
- Diversity/differences being respected is the clear second value present for those living in the Southeastern part of the region

**GAPS BETWEEN IMPORTANCE AND PRESENCE OF COMMUNITY VALUES**



Because the scales used for the “importance” and “presence” of community values are slightly different, the values for each are illustrated by comparing them to the respective overall means. For the Importance scale (red in the above graph – scale is on the left side) the overall average is 5.24. For the Presence scale, (blue in the above graph – scale is on the right side) the overall average is 3.71.

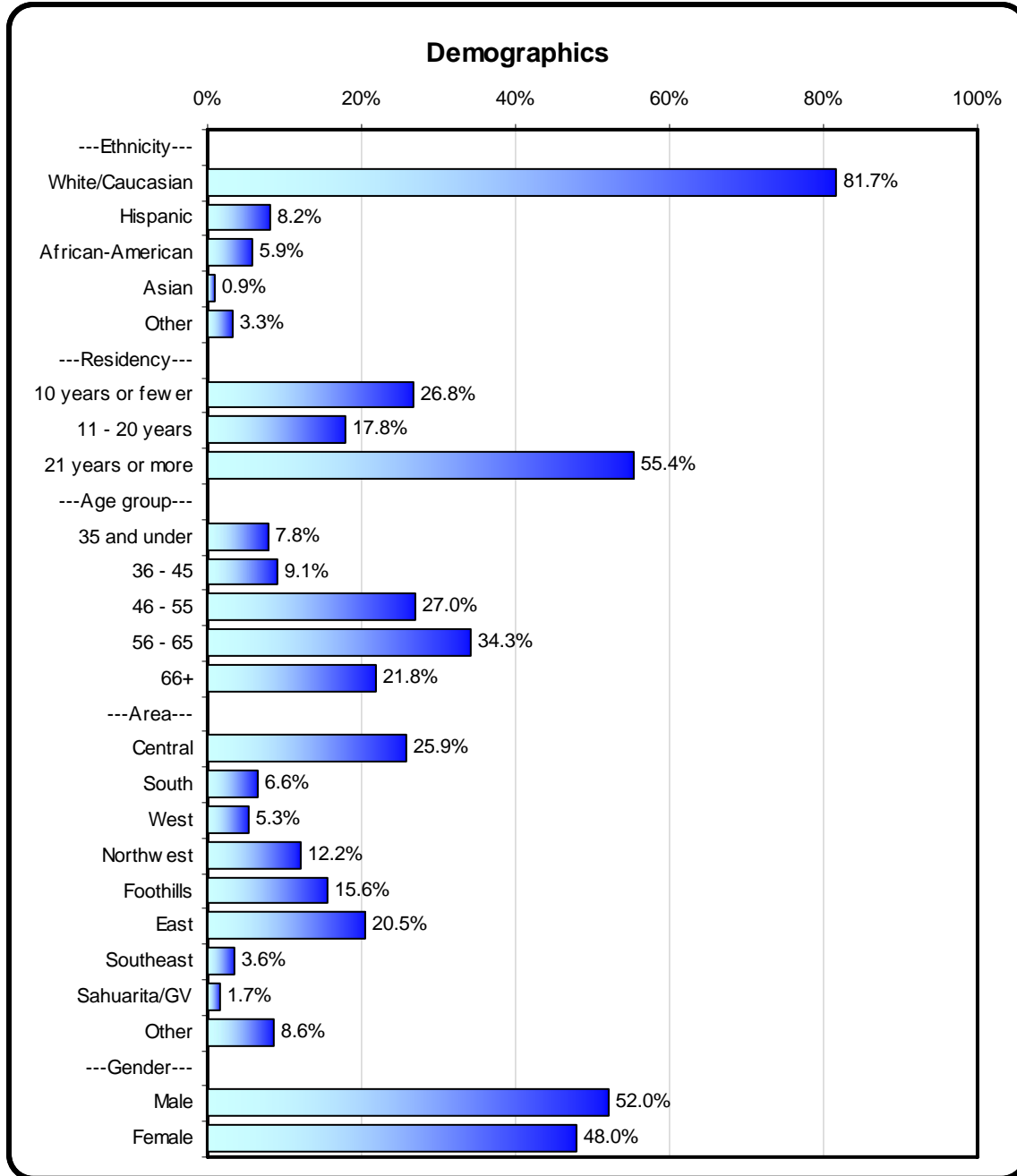


When the relative importance is a great deal higher than the strength of the presence, the gap between the two is indicative of values in which the community is relatively more likely to desire improvement. The greatest gaps between how important a value is and the presence of the value in the region are within:

- Quality education for all children
- Proactive planning for growth
- All citizens feel safe
- Basic healthcare needs of all met

Though protecting the environment is also one of the five most important community values assessed, it is viewed as being present in the community more so than the other four.

## II. SURVEY RESPONDENTS



Hispanics, those in younger age groups, and those living in the South, West, Southeast and Sahuarita/Green Valley are relatively underrepresented. However, because there are few statistical differences between the segments, this is unlikely to have skewed the overall results.