

# The 2006 Phoenix Area Social Survey

Darren Ruddell, Annie Gustafson, Jason Walker, and Sharon Harlan



## The PASS Research Team

Megha Budruk, Bill Edwards, Pat Gober, Corinna Gries, Nancy Grimm, Annie Gustafson, Ed Hackett, Sharon Harlan (Project Director), Pam Hunter, Larissa Larsen, Kelli Larson, Kitty Loese, Carol Palombo, Tom Rex, Darren Ruddell (Research Assistant), Jason Walker, Paige Warren, Dave White, Scott Yabiku.



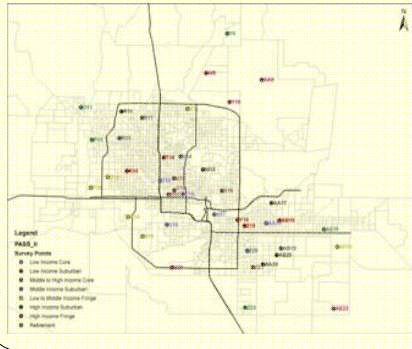
## Phoenix Area Social Survey (PASS)

The PASS is an interdisciplinary research collaboration among faculty, staff, and graduate students at Arizona State University, studying relationships between human communities and perceptions of their environment. After a successful pilot study in 2001-2002, a much larger survey of households has been funded by the National Science Foundation through a supplementary grant to the Central Arizona - Phoenix LTER (CAP LTER) and a substantial contribution from the Decision Center for a Desert City. A second much larger survey will be administered in Spring 2006. The intellectual goals of PASS are:

1. How human communities form, adapt, and function in a rapidly urbanizing region;
2. How human knowledge, values, and preferences affect behaviors that transform ecosystems;
3. How social class inequalities and cultural differences are related to spatial variations in ecosystem characteristics; and
4. How changes in socio-ecological systems affect the quality of life and vulnerability to environmental hazards for diverse human populations.

## PASS 2006 Neighborhoods

PASS 2006 will target 800 respondents in 40 neighborhoods located at CAP LTER's Survey 200 monitoring sites.



## NEIGHBORHOOD SELECTION CRITERIA

### Core, Fringe, Suburban

Core: within 1.5 to 5 miles of the 8 major downtown areas  
Fringe: urban growth areas developed in 2000-2005  
Suburban: all others

### Median Annual Household Income\*

Low: Under \$35,000  
Middle: \$35,000 to \$70,000  
High: Over \$70,000

\*2000 Census Median Household Income for Phoenix-Mesa SMA = \$44,752

### Ethnicity

"White:" 66 percent and over  
"Hispanic:" 50 percent and over  
"Mixed:" all others

### Retirement

Median age of residents over 55  
Three neighborhoods are age-restricted and two are not.

## PASS Working Groups

The survey content is aligned with CAP LTER's Integrated Project Areas listed below. The survey will measure people's perceptions of risk, attitudes, values, knowledge, and behaviors on each of these topics, thereby lending crucial insights about the preferences and actions of people that affect the environment as well as the impact of the socio-physical environment on the quality of human life in the Phoenix metropolitan area.

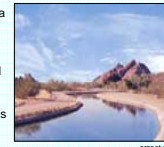
### Water Supply, Quality, and Conservation

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with these statements about water use in and around your home?

Household conservation does not make a difference for regional water availability.

In the last year, I have sought or read information to help reduce my household water use.

Using a lot of water at my home threatens the region's water supplies.



### Air Quality and Transportation

Are you very concerned, somewhat concerned, slightly concerned, or not at all concerned about air pollution in the Valley?

What about air pollution in your neighborhood?

How do you usually get to work?

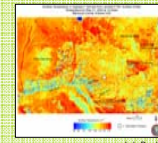
Car, truck, van, bus, taxi cab, motorcycle, bicycle, walk, work at home.



### Climate Change and Urban Heat Island

Do you think the Valley is or is not getting hotter over time?

During the summer of 2005 do you think your neighborhood was (much cooler, a little cooler, the same temperature, a little warmer, or much warmer) than most other neighborhoods in the Valley?

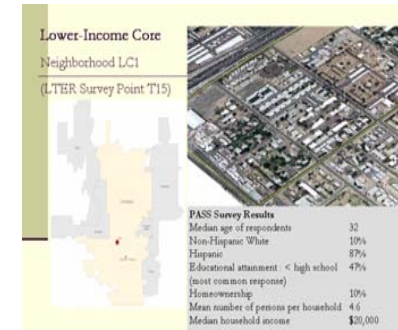


### Land Use, Preservation, and Growth Management

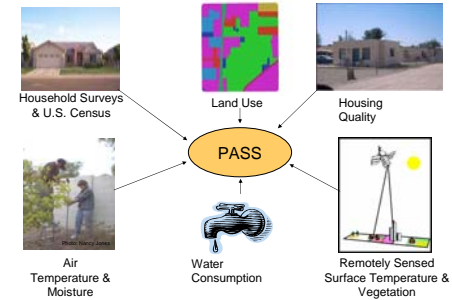
Suppose you were offered a choice between two homes that are the same price but they differ in some other ways. Which home would you buy?

A small home with a 20 minute drive to work OR a large home with a 1 hour drive to work?

A home in a neighborhood that is a short walk to public transportation OR a home in a neighborhood that is a short drive to a freeway entrance?



This is an example generated from one of CAP LTER's 200 survey points. Monitoring these sites will lend insight into a more fundamental understanding of variations and similarities in contemporary human-environment relationships across different types of socio-ecosystems in the United States.



## BEYOND 2006: THE FUTURE OF THE PHOENIX AREA SOCIAL SURVEY

PASS 2006 is the benchmark for planned long-term social monitoring that will complement ecological monitoring in the study region.

PASS will continue to:

1. Collect data periodically to monitor change in social variables on a long-term basis;
2. Allow social scientists to explain the choices and actions of individuals and groups who influence environmental outcomes, and to assess the impact of the physical environment on the quality of human life;
3. Incorporate other methodological approaches from the social sciences, such as ethnographic studies, historical demographic analyses, cultural analyses, spatial analyses, and urban modeling;
4. Build a foundation for broadly interdisciplinary collaborative research projects that use remotely sensed images, climate and air quality measures, land cover classifications, environmental hazards, and other biophysical data streams to understand the socio-ecology of Greater Phoenix;
5. Serve as a basis for comparison and synthesis of changes across LTER sites that result from population growth, turnover, and socioeconomic development.