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***FLAGSTAFF REPORT CARD:
GROWTH ISSUES TOP LIST OF CONCERNS;
ECONOMY CONSIDERED UNAFFORDABLE;
SUPPORT FOR FLUORIDE IN WATER AND SUPER WAL-MART***

Traffic congestion tops the list of most important local issues for the second year in a row, according to a recent survey of Flagstaff-area residents. Other growth related issues, including the rate of population growth and growth management in the area, also dominate the list of local concerns.

While concerns about low paying jobs and the costs of living and housing in the area are lower on the list, three-quarters of the public believe the Flagstaff area is either a somewhat affordable or very unaffordable place to live. Survey respondents were also asked questions about two leading local issues. A majority of people support adding fluoride to the Flagstaff City drinking water and sixty-one percent support extending the Flagstaff Mall by building a Super Wal-Mart.

The *Flagstaff Report Card* survey was conducted by the Social Research Laboratory at Northern Arizona University with 603 Flagstaff-area residents between March 16 and March 25, 2001.

A sample of this size is associated with a margin of error of +/- 4 percent at a 95 percent confidence level.

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Visit the Social Research Laboratory Web Site at: www.nau.edu/~srl

GROWTH ISSUES DOMINATE LOCAL CONCERNS

Growth related issues dominate the list of concerns for Flagstaff-area residents. When asked to name the most important issue facing the Flagstaff area today, more people (20%) mention traffic congestion than any other issue this year. The rate of population growth as well as the style/type of growth management taking place locally tie for second place on the list of concerns. Fifty-four percent of people identify one of these three issues as their most important concern.

Flagstaff-area residents also listed other concerns. Tied for the distant third position on the list of most important concerns is the cost of living (6%) and low paying jobs (6%). Costly housing (4%) ranks fourth on the list of concerns. When asked about the affordability of the area, only one-quarter of the public say the area is either very affordable or somewhat affordable. Three-quarters of people, on the other hand, find the area either a somewhat unaffordable or very unaffordable place to live.

Fred Solop, director of the Social Research Laboratory at NAU commented, "It's interesting to see growth issues at the forefront of the minds of people in the Flagstaff area today. About five years ago, the economy was a bigger concern. Problems with low wages and costly housing loomed larger then."

Putting this list of concerns into perspective, almost four-in-five respondents (81%) say they are either very satisfied or somewhat satisfied with the way things are now going in Flagstaff. Levels of satisfaction have increased slightly over the past three years. In 2000, 78 percent said they were satisfied with the way things are going and 76 percent answered similarly in 1999. A solid third of the public (34%) believes Flagstaff is on the way to becoming a better place to live. Twenty-five percent of people, in contrast, believe the area is becoming a worse place to live.

FLUORIDE AND SUPER WAL-MART: TWO ISSUES ON THE PUBLIC MIND

Two topics have dominated local headlines recently. The first issue involves adding fluoride to Flagstaff's drinking water. The second issue involves building a Super Wal-Mart store and adjacent retail shops behind by the Flagstaff Mall. The *Flagstaff Report Card* finds that most people are familiar with the fluoride issue, with only 17 percent of area residents having heard nothing at all about this issue. According to survey results, a majority of area residents (54%) support adding fluoride to the drinking water. People living within the boundaries of Flagstaff, and thus most affected by this issue, tend to be more supportive of adding fluoride to the drinking supply compared to those living outside City boundaries (55% versus 50%, respectively). Thirty percent of City residents oppose the fluoride additive and thirty nine percent of people living outside Flagstaff oppose fluoride.

When it comes to building a Super Wal-Mart and adjacent retail shops, 88 percent of area residents have heard a lot or some about this issue. Only 13 percent say they have heard nothing at all about this issue. Sixty-one percent of area residents support construction of the Super Wal-Mart store. Slightly more than a third of area residents (35%) oppose building the super store. More people living inside the City limits oppose the construction compared to people living outside the City limits (36% versus 29%, respectively).



Social Research Laboratory, Northern Arizona University

April 6, 2001

**FLAGSTAFF REPORT CARD
BACKGROUND MEMO**

2/Spring 2001

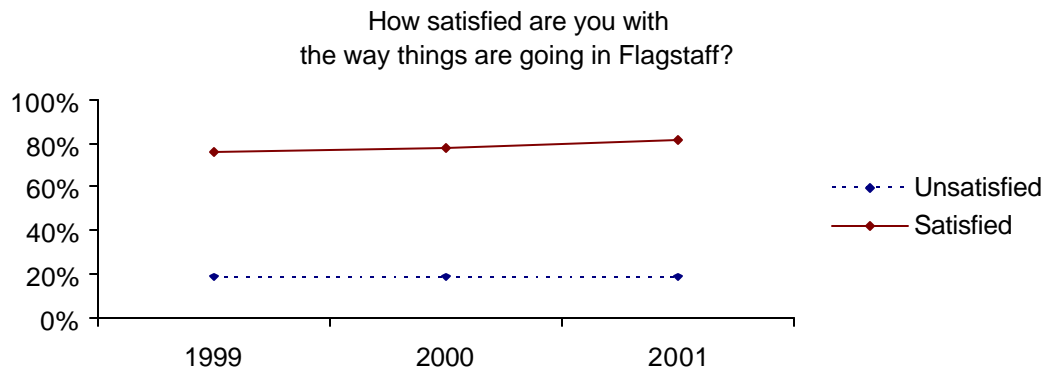
The *Flagstaff Report Card* was conducted between March 16 and March 25, 2001. A random sample of 603 Flagstaff-area residents was asked questions about the local community. Survey questions addressed to Arizona residents are subject to a sampling error of +/-4 percent at a 95 percent confidence level. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from the population. Sampling error does not take into account additional sources of error inherent in any study of public opinion. The data referred to in this release are presented below.

In your opinion, what is the most important issue facing the Flagstaff area today?

	March 2001	April 2000	April 1999
Traffic Congestion	20%	22%	14%
Rate of Population Growth	17%	22%	8%
Style/Type of Growth/ Growth Management	17%	11%	31%
Cost of Living	6%	4%	9%
Low Paying Jobs	6%	5%	6%
Costly Housing	4%	5%	5%
Water Conservation	3%	3%	4%
Environmental Protection	3%	3%	2%
Education	2%	7%	5%
School violence/delinquency	2%	---	---
Job City Council is doing	2%	---	---
Crime	1%	1%	2%
Nothing To Do	1%	1%	1%
Tourism	1%	1%	1%
Trains	1%	---	1%
Fluoride	1%	---	---
Police (too many/problems)	1%	---	---
Insufficient public transportation	1%	---	---
High Taxes	---	1%	1%
Wasteful Spending	---	---	1%
Lack of Social Services	---	1%	---
Other	2%	8%	5%
Don't Know	9%	6%	6%
Totals		101%	102%

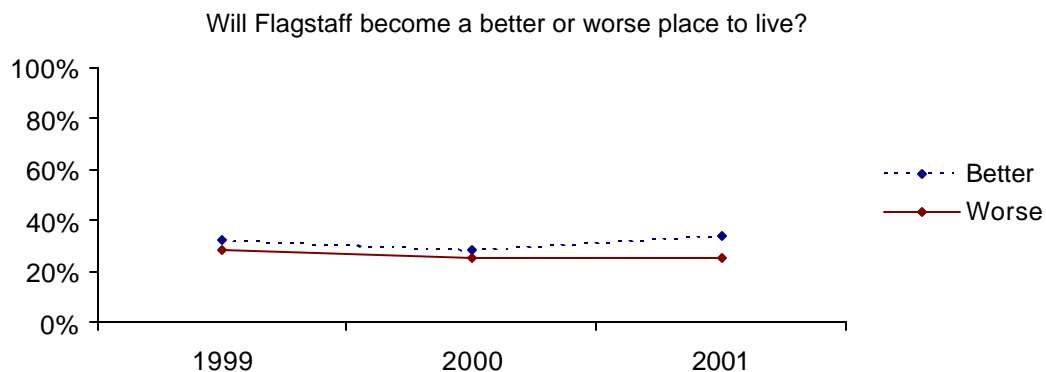
In general, how satisfied are you with the way things are going in Flagstaff—very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	March 2001	April 2000	April 1999
Very Satisfied	20%	20%	12%
Somewhat Satisfied	61%	58%	64%
Somewhat Unsatisfied	15%	14%	15%
Very Unsatisfied	4%	5%	5%
Don't Know	---	2%	4%
Totals	100%	99%	100%



In the future, do you think the Flagstaff area will generally become a better place to live, a worse place, or will it stay the same?

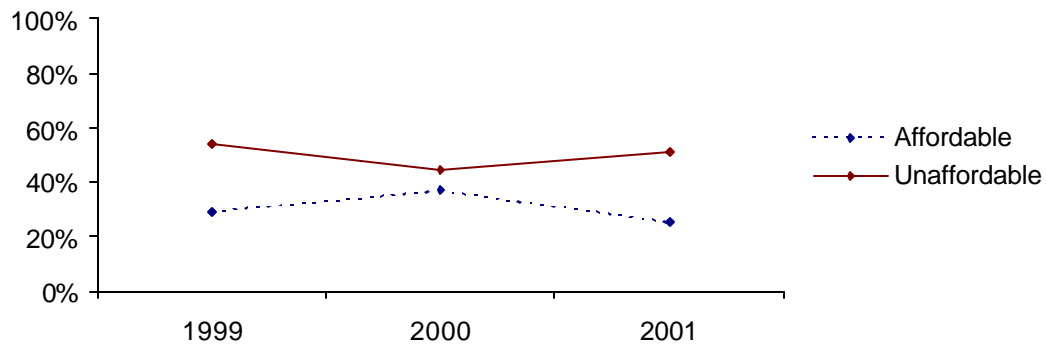
	March 2001	April 2000	April 1999
Better	34%	28%	32%
Worse	25%	25%	28%
Stay the Same	38%	44%	36%
Don't Know	4%	3%	4%
Totals	101%	100%	100%



Do you find the Flagstaff-area economy to be very affordable, somewhat affordable, somewhat unaffordable, or very unaffordable?

	March 2001	April 2000	April 1999
Very Affordable	3%	5%	3%
Somewhat Affordable	22%	32%	26%
Somewhat Unaffordable	51%	44%	54%
Very Unaffordable	24%	19%	16%
Don't know	---	1%	---
Totals	100%	101%	99%

The Flagstaff Economy



Adding fluoride to the City's water supply has been a topic in the news recently. How much have you heard about this issue? Have you heard a lot, some, or nothing at all?

	March 2001
A lot	35%
Some	48%
Nothing at all	17%
Totals	100%

Do you support or oppose adding fluoride to the City's drinking water?
(Is that strongly support/oppose, somewhat support/oppose?)

	Support	Oppose	Don't Know	
Total	54%	32%	14%	(598)
Familiar with Issue	54%	35%	11%	(496)
Not Familiar with Issue	55%	19%	26%	(101)
Living inside Flagstaff	55%	30%	15%	(479)
Living outside Flagstaff	50%	39%	11%	(117)

WestCor Development has recently proposed building a Super Wal-Mart with adjacent retail shops behind the Flagstaff Mall. How much have you heard about this issue? Have you heard a lot, some, or nothing at all?

	March 2001
A lot	35%
Some	53%
Nothing at all	13%
Totals	101%

Do you support or oppose the building of a Super Wal-Mart with adjacent retail shops in Flagstaff?
(Is that strongly support/oppose, somewhat support/oppose?)

	Support	Oppose	Don't Know	
Total	61%	35%	5%	(603)
Familiar with Issue	62%	34%	4%	(528)
Not Familiar with Issue	49%	41%	9%	(75)
Living inside Flagstaff	60%	36%	4%	(482)
Living outside Flagstaff	63%	29%	8%	(119)