

## Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy



## What Do Arizonans Think...



- **About science and technology and economic development?**
- **Personal benefits from science and technology research?**
- **The importance of science education?**
- **About their interest in science and technology?**

## Statewide Public Opinion Survey



- First-ever, in-depth survey of Arizonans' attitudes toward science, technology, and the economy
- Questions tailored to Arizona, but based on national and international studies
- Telephone survey in March 2006
- Representative sample of nearly 800 adults

## Surprising Conclusions for Many Arizona Observers



- Regardless of location, income, education, or gender, Arizonans are convinced that science and technology will deliver on high-paying jobs, personal benefits, and solutions to health, environmental, and social problems.
- Statewide candidates will find favor with voters in favoring science and technology research.
- Arizonans are as positive about science and technology as elsewhere in the U.S.

## Research, Quality Jobs, and Economic Development Go Hand in Hand



- 87% say developments in science and technology contribute to the creation of new high-paying jobs.
- 84% say science and technology are important to the state's economic development.

## Learning Science is Important Too



- 80% say science is “as important” or “more important” as reading, writing, and math as part of a good education.
- Only 14% believe it isn't important to know about science in daily life.

## Arizona Should Be a Sci-Tech Leader



- 90% say it is important for Arizona to be a national/international leader.
- Over 75% believe both that science and technology help create high-wage jobs and it is important for Arizona to be a leader.

## Paying More to Get More Sounds OK to Arizonans



- Nearly half of Arizonans would pay higher taxes if used to invest in science and technology leading to new jobs and better health care.
- A quarter is “very willing” to pay more.
- A quarter is “not willing” to pay more.

## Rural Residents are Less Positive, But Not Negative



- Less convinced of sci-tech producing high-paying jobs.
- Less sure that benefits will outweigh potential harms.
- More skeptical about economic development pay-offs.

## Sci-Tech Supporters Gain the Political Edge



- More than 60% said they were “more likely” to support statewide candidates who support sci-tech.
- Only 1 in 5 said the issue would have no impact on their voting decisions.

## Arizonans Foresee More Good Than Harm



- Twice as many (60% vs. 30%) believe the benefits of scientific research are greater than the potential harm.
- 80% say jobs will be more interesting.
- 3 out of 4 expect technology to sustain natural resources.
- But 4 out of 10 say we base our lives too much on science and not enough on faith.

## Arizonans Expect the Most Benefits in Health for Themselves and Society



| Personal Benefits | %  | Solutions in Next 25 Years | %  |
|-------------------|----|----------------------------|----|
| Health            | 37 | Health                     | 29 |
| Computing         | 17 | Energy                     | 20 |
| Energy            | 9  | Environment                | 16 |

## Arizonans See Themselves as Informed on Science and Technology



- More than a third report paying “a lot” of attention to science and technology.
- More than half say they pay “some” attention.
- After growth and politics, Arizonans say they are most informed about medical breakthroughs.

## Talk with Arizonans, Not at Them



- Two-thirds say there is too much conflicting information about science and technology.
- More than 60% trust university scientists most to explain sci-tech impacts.
- More than 60% also noted scientists should listen more to what ordinary people think.

## Expectations are High



- Arizonans “get” the benefits of a science and technology-based future and its power to create desirable employment opportunities.
- They appear ready to participate in further discussions about a science and technology-based future and are expecting great things.

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