

Imagine Greater Tucson

Counts of Codes – Frequency Sort – Partial Data (Surveys thru 2-25-11, Conver. Thru 43)

Code	Count
Natural Environment\Weather and climate	2275
Governance and politics	1734
Built Environment\Functional layout	1637
Regional Character\Community and Neighborhoods\Friendly, relaxed and small town feel	1551
Governance and politics\Policy, planning and regulation	1515
Regional Character\Community and Neighborhoods	1466
Accessibility and Transportation	1446
Natural Environment	1226
Properties and dimensions\Diversity	1154
Regional Character\Community and Neighborhoods\Connecting and interacting	1127
Built Environment	1109
Accessibility and Transportation\Traffic and ease of travel	1030
Built Environment\Downtown	1011
Social and Cultural Environment\Activities and events\Arts, music and cultural events	985
Education\Colleges and Universities\University of Arizona	982
Education	975
Accessibility and Transportation\Public transit	915
Social and Cultural Environment\Culture and ethnicity	913
Social and Cultural Environment\Activities and events	903
Natural Environment\Mountains	902
Natural Environment\Desert	866
Social and Cultural Environment\Crime and Safety	861
Properties and dimensions\Beauty	801
Built Environment\Areas of the region	795
Economic Environment\Businesses	783
Properties and dimensions\Ease of access	771
Social and Cultural Environment\Activities and events\Outdoor activities	768
Social and Cultural Environment	708
Properties and dimensions\Opportunity	705
Social and Cultural Environment\Activities and events\Recreation, hiking and exercise	701
Regional Character\Identity, brand and uniqueness	663
Governance and politics\Leadership and vision	660
Accessibility and Transportation\Biking	649
Social and Cultural Environment\Groups\Children, teens and future generations	633
Social and Cultural Environment\Quality of life\Health, happiness and well being	630
Regional Character\Community and Neighborhoods\Support	611
Economic Environment\Growth	603
Natural Environment\Views	586
Economic Environment	547
Natural Environment\Managing Resources and Sustainability	528
Regional Character\Size of region	528
Properties and dimensions\History	510
Education\K-12 Schools	496
Built Environment\Functional layout\Mixed use, density and sprawl	492
Regional Character\Community and Neighborhoods\Divisive and polarized	492
Social and Cultural Environment\Groups	471
Economic Environment\Cost, value, investment	448
Accessibility and Transportation\Vehicles	435
Natural Environment\Managing Resources and Sustainability\Water	431
Natural Environment\Plant and animal life	420
Economic Environment\Jobs	418

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Counts of Codes – Frequency Sort – Partial Data (Surveys thru 2-25-11, Conver. Thru 43)

Code	Count
Regional Character	409
Governance and politics\Governmental units	397
Social and Cultural Environment\Groups\Families	396
Social and Cultural Environment\Quality of life	362
Natural Environment\Open space	353
Institutions\Sports	352
Natural Environment\Managing Resources and Sustainability\Conservation and resources	350
Regional Character\Community and Neighborhoods\Openmindedness and creativity	325
Social and Cultural Environment\Quality of life\Food	321
Social and Cultural Environment\Quality of life\Housing	301
Properties and dimensions\Clean	300
Education\K-12 Schools\Performance	298
Social and Cultural Environment\Culture and ethnicity\Hispanic/Latino	289
Social and Cultural Environment\Quality of life\Economic divide and poverty	285
Natural Environment\Open space\Local and state parks	284
Education\Funding	279
Regional Character\Nearby attractions	278
Economic Environment\Economic engine	277
Economic Environment\Cost, value, investment\Affordable, low cost and free	270
Natural Environment\Air quality	260
Built Environment\Functional layout\Shopping opportunities	254
Institutions	254
Institutions\Non-profit, charity and volunteer	246
Economic Environment\Jobs\Quality and quantity	245
Properties and dimensions	223
Social and Cultural Environment\Activities and events\Eating out	218
Economic Environment\Businesses\New businesses	212
Properties and dimensions\Exciting and vibrant	206
Economic Environment\Jobs\Salary scale	192
Economic Environment\Businesses\Major sectors	180
Natural Environment\Managing Resources and Sustainability\Solar energy	179
Institutions\Social services and support systems	172
Education\Colleges and Universities	166
Social and Cultural Environment\Groups\Young adults / young professionals	155
Social and Cultural Environment\Groups\Seniors	154
Properties and dimensions\Spiritual nature	144
Social and Cultural Environment\Groups\Friends	139
Economic Environment\Jobs\Workforce	138
Properties and dimensions\Respect	110
Education\K-12 Schools\Districts	96
Education\K-12 Schools\Curriculum	89
Natural Environment\Open space\National lands and forests	79
Properties and dimensions\Comfortable	75
Economic Environment\Cost, value, investment\High cost	71
Properties and dimensions\Isolation	65
Economic Environment\Businesses\Green business	52
Natural Environment\Managing Resources and Sustainability\Conservation education	46

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Counts of Codes – Alpha Sort – Partial Data (Surveys thru 2-25-11, Conver. Thru 43)

Code	Count
Accessibility and Transportation	1446
Accessibility and Transportation\Biking	649
Accessibility and Transportation\Public transit	915
Accessibility and Transportation\Traffic and ease of travel	1030
Accessibility and Transportation\Vehicles	435
Built Environment	1109
Built Environment\Areas of the region	795
Built Environment\Downtown	1011
Built Environment\Functional layout	1637
Built Environment\Functional layout\Mixed use, density and sprawl	492
Built Environment\Functional layout\Shopping opportunities	254
Economic Environment	547
Economic Environment\Businesses	783
Economic Environment\Businesses\Major sectors	180
Economic Environment\Businesses\New businesses	212
Economic Environment\Businesses\Green business	52
Economic Environment\Cost, value, investment	448
Economic Environment\Cost, value, investment\High cost	71
Economic Environment\Cost, value, investment\Affordable, low cost and free	270
Economic Environment\Economic engine	277
Economic Environment\Growth	603
Economic Environment\Jobs	418
Economic Environment\Jobs\Quality and quantity	245
Economic Environment\Jobs\Salary scale	192
Economic Environment\Jobs\Workforce	138
Education	975
Education\Colleges and Universities	166
Education\Colleges and Universities\University of Arizona	982
Education\Funding	279
Education\K-12 Schools	496
Education\K-12 Schools\Curriculum	89
Education\K-12 Schools\Districts	96
Education\K-12 Schools\Performance	298
Governance and politics	1734
Governance and politics\Governmental units	397
Governance and politics\Leadership and vision	660
Governance and politics\Policy, planning and regulation	1515
Institutions	254
Institutions\Non-profit, charity and volunteer	246
Institutions\Social services and support systems	172
Institutions\Sports	352
Natural Environment	1226
Natural Environment\Air quality	260
Natural Environment\Desert	866
Natural Environment\Managing Resources and Sustainability	528
Natural Environment\Managing Resources and Sustainability\Conservation and resources	350
Natural Environment\Managing Resources and Sustainability\Conservation education	46
Natural Environment\Managing Resources and Sustainability\Solar energy	179
Natural Environment\Managing Resources and Sustainability\Water	431
Natural Environment\Mountains	902
Natural Environment\Open space	353

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Counts of Codes – Alpha Sort – Partial Data (Surveys thru 2-25-11, Conver. Thru 43)

Code	Count
Natural Environment\Open space\Local and state parks	284
Natural Environment\Open space\National lands and forests	79
Natural Environment\Plant and animal life	420
Natural Environment\Views	586
Natural Environment\Weather and climate	2275
Regional Character	409
Regional Character\Community and Neighborhoods	1466
Regional Character\Community and Neighborhoods\Connecting and interacting	1127
Regional Character\Community and Neighborhoods\Divisive and polarized	492
Regional Character\Community and Neighborhoods\Friendly, relaxed and small town feel	1551
Regional Character\Community and Neighborhoods\Openmindedness and creativity	325
Regional Character\Community and Neighborhoods\Support	611
Regional Character\Identity, brand and uniqueness	663
Regional Character\Nearby attractions	278
Regional Character\Size of region	528
Social and Cultural Environment	708
Social and Cultural Environment\Activities and events	903
Social and Cultural Environment\Activities and events\Arts, music and cultural events	985
Social and Cultural Environment\Activities and events\Eating out	218
Social and Cultural Environment\Activities and events\Outdoor activities	768
Social and Cultural Environment\Activities and events\Recreation, hiking and exercise	701
Social and Cultural Environment\Groups	471
Social and Cultural Environment\Groups\Children, teens and future generations	633
Social and Cultural Environment\Groups\Families	396
Social and Cultural Environment\Groups\Friends	139
Social and Cultural Environment\Groups\Seniors	154
Social and Cultural Environment\Groups\Young adults / young professionals	155
Social and Cultural Environment\Culture and ethnicity	913
Social and Cultural Environment\Culture and ethnicity\Hispanic/Latino	289
Social and Cultural Environment\Quality of life	362
Social and Cultural Environment\Quality of life\Economic divide and poverty	285
Social and Cultural Environment\Quality of life\Food	321
Social and Cultural Environment\Quality of life\Health, happiness and well being	630
Social and Cultural Environment\Quality of life\Housing	301
Social and Cultural Environment\Crime and Safety	861
Properties and dimensions	223
Properties and dimensions\Beauty	801
Properties and dimensions\Clean	300
Properties and dimensions\Comfortable	75
Properties and dimensions\Diversity	1154
Properties and dimensions\Ease of access	771
Properties and dimensions\Exciting and vibrant	206
Properties and dimensions\History	510
Properties and dimensions\Isolation	65
Properties and dimensions\Opportunity	705
Properties and dimensions\Respect	110
Properties and dimensions\Spiritual nature	144

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Counts of Codes – Partial Data (Surveys thru 2-25-11, Conver. Thru 43)

Code	Like
Natural Environment\Weather and climate	1203
Regional Character\Community and Neighborhoods\Friendly, relaxed and small town feel	815
Natural Environment	560
Properties and dimensions\Diversity	516
Regional Character\Community and Neighborhoods	411
Natural Environment\Mountains	405
Education\Colleges and Universities\University of Arizona	391
Social and Cultural Environment\Culture and ethnicity	381
Natural Environment\Desert	354
Social and Cultural Environment\Activities and events\Arts, music and cultural events	307
Properties and dimensions\Beauty	286
Properties and dimensions\Ease of access	267
Social and Cultural Environment	258
Regional Character\Size of region	237
Natural Environment\Views	215
Social and Cultural Environment\Activities and events\Outdoor activities	209
Social and Cultural Environment\Activities and events	197
Social and Cultural Environment\Groups	170
Social and Cultural Environment\Activities and events\Recreation, hiking and exercise	168
Regional Character\Community and Neighborhoods\Connecting and interacting	165
Properties and dimensions\History	159
Built Environment\Areas of the region	158
Properties and dimensions\Opportunity	154
Natural Environment\Open space	151
Built Environment\Functional layout	145
Regional Character	123
Accessibility and Transportation\Biking	112
Regional Character\Nearby attractions	104
Natural Environment\Plant and animal life	98
Regional Character\Identity, brand and uniqueness	87
Built Environment\Downtown	83
Economic Environment\Cost, value, investment\Affordable, low cost and free	81
Governance and politics	81
Regional Character\Community and Neighborhoods\Openmindedness and creativity	81
Social and Cultural Environment\Culture and ethnicity\Hispanic/Latino	80
Economic Environment\Businesses	79
Social and Cultural Environment\Quality of life\Food	77
Built Environment	75
Social and Cultural Environment\Groups\Families	73
Social and Cultural Environment\Quality of life	67
Social and Cultural Environment\Quality of life\Health, happiness and well being	62
Education\Colleges and Universities	60
Accessibility and Transportation\Traffic and ease of travel	57
Regional Character\Community and Neighborhoods\Support	57
Natural Environment\Air quality	56
Social and Cultural Environment\Activities and events\Eating out	56
Institutions\Non-profit, charity and volunteer	55
Natural Environment\Open space\Local and state parks	54
Education	53
Natural Environment\Managing Resources and Sustainability	50
Institutions	46

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Counts of Codes – Partial Data (Surveys thru 2-25-11, Conver. Thru 43)

Code	Like
Built Environment\Functional layout\Shopping opportunities	42
Institutions\Sports	40
Accessibility and Transportation	39
Governance and politics\Governmental units	39
Social and Cultural Environment\Groups\Friends	39
Social and Cultural Environment\Groups\Children, teens and future generations	35
Properties and dimensions	35
Natural Environment\Open space\National lands and forests	33
Economic Environment\Cost, value, investment	32
Natural Environment\Managing Resources and Sustainability\Conservation and resources	32
Social and Cultural Environment\Quality of life\Housing	31
Social and Cultural Environment\Crime and Safety	30
Accessibility and Transportation\Public transit	29
Properties and dimensions\Spiritual nature	29
Economic Environment\Growth	27
Governance and politics\Policy, planning and regulation	27
Properties and dimensions\Exciting and vibrant	26
Education\K-12 Schools	25
Economic Environment\Jobs	23
Economic Environment	16
Social and Cultural Environment\Groups\Seniors	15
Economic Environment\Businesses\Major sectors	14
Natural Environment\Managing Resources and Sustainability\Water	13
Institutions\Social services and support systems	12
Economic Environment\Economic engine	11
Natural Environment\Managing Resources and Sustainability\Solar energy	11
Properties and dimensions\Clean	11
Built Environment\Functional layout\Mixed use, density and sprawl	9
Governance and politics\Leadership and vision	9
Accessibility and Transportation\Vehicles	8
Properties and dimensions\Comfortable	8
Properties and dimensions\Respect	8
Economic Environment\Jobs\Salary scale	4
Education\K-12 Schools\Districts	4
Social and Cultural Environment\Groups\Young adults / young professionals	4
Economic Environment\Businesses\Green business	3
Economic Environment\Jobs\Quality and quantity	3
Economic Environment\Jobs\Workforce	3
Education\K-12 Schools\Performance	3
Economic Environment\Businesses\New businesses	2
Natural Environment\Managing Resources and Sustainability\Conservation education	2
Education\K-12 Schools\Curriculum	1
Economic Environment\Cost, value, investment\High cost	0
Education\Funding	0
Regional Character\Community and Neighborhoods\Divisive and polarized	0
Social and Cultural Environment\Quality of life\Economic divide and poverty	0
Properties and dimensions\Isolation	0

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Code	Change
Governance and politics	725
Accessibility and Transportation	703
Governance and politics\Policy, planning and regulation	566
Built Environment\Functional layout	513
Built Environment	424
Accessibility and Transportation\Public transit	398
Built Environment\Downtown	379
Education	376
Accessibility and Transportation\Traffic and ease of travel	313
Social and Cultural Environment\Crime and Safety	264
Governance and politics\Leadership and vision	228
Education\K-12 Schools	202
Economic Environment\Businesses	201
Built Environment\Functional layout\Mixed use, density and sprawl	195
Regional Character\Community and Neighborhoods	190
Economic Environment\Growth	181
Built Environment\Areas of the region	175
Regional Character\Community and Neighborhoods\Divisive and polarized	173
Natural Environment\Managing Resources and Sustainability\Water	165
Economic Environment	154
Regional Character\Community and Neighborhoods\Support	154
Social and Cultural Environment\Activities and events	147
Governance and politics\Governmental units	143
Accessibility and Transportation\Biking	140
Regional Character\Community and Neighborhoods\Connecting and interacting	139
Economic Environment\Jobs	130
Economic Environment\Cost, value, investment	128
Social and Cultural Environment\Groups\Children, teens and future generations	125
Properties and dimensions\Opportunity	125
Properties and dimensions\Clean	119
Natural Environment\Managing Resources and Sustainability	118
Social and Cultural Environment\Quality of life\Economic divide and poverty	98
Economic Environment\Jobs\Quality and quantity	93
Natural Environment\Managing Resources and Sustainability\Conservation and resources	87
Education\Funding	86
Accessibility and Transportation\Vehicles	82
Institutions\Sports	80
Social and Cultural Environment\Quality of life\Housing	78
Natural Environment\Open space\Local and state parks	74
Social and Cultural Environment\Activities and events\Arts, music and cultural events	73
Social and Cultural Environment	71
Economic Environment\Businesses\New businesses	68
Economic Environment\Jobs\Salary scale	68
Education\K-12 Schools\Performance	65
Institutions\Social services and support systems	64
Institutions	63
Natural Environment\Managing Resources and Sustainability\Solar energy	63
Social and Cultural Environment\Groups	63
Properties and dimensions\Diversity	58
Social and Cultural Environment\Culture and ethnicity	56
Education\Colleges and Universities\University of Arizona	51

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Counts of Codes – Partial Data (Surveys thru 2-25-11, Conver. Thru 43)

Code	Change
Properties and dimensions\Exciting and vibrant	49
Social and Cultural Environment\Quality of life\Health, happiness and well being	48
Properties and dimensions	47
Built Environment\Functional layout\Shopping opportunities	45
Economic Environment\Businesses\Major sectors	44
Social and Cultural Environment\Quality of life\Food	43
Properties and dimensions\Ease of access	43
Regional Character\Identity, brand and uniqueness	42
Social and Cultural Environment\Groups\Young adults / young professionals	42
Natural Environment\Plant and animal life	41
Properties and dimensions\History	41
Social and Cultural Environment\Activities and events\Recreation, hiking and exercise	35
Regional Character	34
Natural Environment\Desert	33
Natural Environment\Open space	33
Institutions\Non-profit, charity and volunteer	32
Natural Environment	31
Economic Environment\Cost, value, investment\Affordable, low cost and free	29
Social and Cultural Environment\Groups\Seniors	29
Education\K-12 Schools\Districts	28
Regional Character\Community and Neighborhoods\Friendly, relaxed and small town feel	28
Social and Cultural Environment\Groups\Families	26
Social and Cultural Environment\Quality of life	25
Properties and dimensions\Beauty	25
Economic Environment\Businesses\Green business	24
Education\K-12 Schools\Curriculum	24
Natural Environment\Air quality	24
Natural Environment\Weather and climate	24
Properties and dimensions\Respect	24
Economic Environment\Economic engine	23
Regional Character\Community and Neighborhoods\Openmindedness and creativity	23
Education\Colleges and Universities	19
Natural Environment\Managing Resources and Sustainability\Conservation education	19
Regional Character\Size of region	19
Social and Cultural Environment\Culture and ethnicity\Hispanic/Latino	19
Economic Environment\Jobs\Workforce	15
Social and Cultural Environment\Activities and events\Outdoor activities	13
Economic Environment\Cost, value, investment\High cost	11
Natural Environment\Views	11
Natural Environment\Mountains	10
Properties and dimensions\Isolation	10
Social and Cultural Environment\Activities and events\Eating out	8
Properties and dimensions\Spiritual nature	7
Regional Character\Nearby attractions	5
Natural Environment\Open space\National lands and forests	2
Properties and dimensions\Comfortable	2
Social and Cultural Environment\Groups\Friends	0

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Code	Why
Natural Environment\Weather and climate	1048
Built Environment\Functional layout	979
Governance and politics	928
Governance and politics\Policy, planning and regulation	922
Regional Character\Community and Neighborhoods	865
Regional Character\Community and Neighborhoods\Connecting and interacting	823
Regional Character\Community and Neighborhoods\Friendly, relaxed and small town feel	708
Accessibility and Transportation	704
Accessibility and Transportation\Traffic and ease of travel	660
Natural Environment	635
Built Environment	610
Social and Cultural Environment\Activities and events\Arts, music and cultural events	605
Properties and dimensions\Diversity	580
Social and Cultural Environment\Crime and Safety	567
Social and Cultural Environment\Activities and events	559
Built Environment\Downtown	549
Education	546
Social and Cultural Environment\Activities and events\Outdoor activities	546
Education\Colleges and Universities\University of Arizona	540
Regional Character\Identity, brand and uniqueness	534
Social and Cultural Environment\Quality of life\Health, happiness and well being	520
Economic Environment\Businesses	503
Social and Cultural Environment\Activities and events\Recreation, hiking and exercise	498
Properties and dimensions\Beauty	490
Accessibility and Transportation\Public transit	488
Natural Environment\Mountains	487
Natural Environment\Desert	479
Social and Cultural Environment\Culture and ethnicity	476
Social and Cultural Environment\Groups\Children, teens and future generations	473
Built Environment\Areas of the region	462
Properties and dimensions\Ease of access	461
Properties and dimensions\Opportunity	426
Governance and politics\Leadership and vision	423
Regional Character\Community and Neighborhoods\Support	400
Accessibility and Transportation\Biking	397
Economic Environment\Growth	395
Social and Cultural Environment	379
Economic Environment	377
Natural Environment\Managing Resources and Sustainability	360
Natural Environment\Views	360
Accessibility and Transportation\Vehicles	345
Regional Character\Community and Neighborhoods\Divisive and polarized	319
Properties and dimensions\History	310
Social and Cultural Environment\Groups\Families	297
Built Environment\Functional layout\Mixed use, density and sprawl	288
Economic Environment\Cost, value, investment	288
Natural Environment\Plant and animal life	281
Regional Character\Size of region	272
Social and Cultural Environment\Quality of life	270
Education\K-12 Schools	269
Economic Environment\Jobs	265

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Counts of Codes – Partial Data (Surveys thru 2-25-11, Conver. Thru 43)

Code	Why
Natural Environment\Managing Resources and Sustainability\Water	253
Regional Character	252
Economic Environment\Economic engine	243
Social and Cultural Environment\Groups	238
Institutions\Sports	232
Natural Environment\Managing Resources and Sustainability\Conservation and resources	231
Education\K-12 Schools\Performance	230
Regional Character\Community and Neighborhoods\Openmindedness and creativity	221
Governance and politics\Governmental units	215
Social and Cultural Environment\Quality of life\Food	201
Education\Funding	193
Social and Cultural Environment\Quality of life\Housing	192
Social and Cultural Environment\Culture and ethnicity\Hispanic/Latino	190
Social and Cultural Environment\Quality of life\Economic divide and poverty	187
Natural Environment\Air quality	180
Properties and dimensions\Clean	170
Natural Environment\Open space	169
Regional Character\Nearby attractions	169
Built Environment\Functional layout\Shopping opportunities	167
Economic Environment\Cost, value, investment\Affordable, low cost and free	160
Institutions\Non-profit, charity and volunteer	159
Natural Environment\Open space\Local and state parks	156
Social and Cultural Environment\Activities and events\Eating out	154
Economic Environment\Jobs\Quality and quantity	149
Institutions	145
Economic Environment\Businesses\New businesses	142
Properties and dimensions	141
Properties and dimensions\Exciting and vibrant	131
Economic Environment\Businesses\Major sectors	122
Economic Environment\Jobs\Salary scale	120
Economic Environment\Jobs\Workforce	120
Social and Cultural Environment\Groups\Seniors	110
Social and Cultural Environment\Groups\Young adults / young professionals	109
Properties and dimensions\Spiritual nature	108
Natural Environment\Managing Resources and Sustainability\Solar energy	105
Social and Cultural Environment\Groups\Friends	100
Institutions\Social services and support systems	96
Education\Colleges and Universities	87
Properties and dimensions\Respect	78
Properties and dimensions\Comfortable	65
Education\K-12 Schools\Curriculum	64
Education\K-12 Schools\Districts	64
Economic Environment\Cost, value, investment\High cost	60
Properties and dimensions\Isolation	55
Natural Environment\Open space\National lands and forests	44
Economic Environment\Businesses\Green business	25
Natural Environment\Managing Resources and Sustainability\Conservation education	25