



Public Affairs
Research Council
of Alabama

ALABAMA PRIORITIES

Identifying, sharing, and informing the priorities of Alabama citizens

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Alabama Priorities

What issues most concern Alabamians?

What options do policy makers have?

How can elected leaders best address these issues?

The Process

Alabama Priorities

Identify Alabama Issues



Experts Survey

In October, 2017, we conducted an open-response survey of 400 experts across Alabama.

- Business leaders
- Civic leaders
- Nonprofit and philanthropic leaders
- Political science professors
- Political journalists

More than 150 responded.

Their responses were coded and grouped into 17 issues.

Alabama Issues

Civil Rights

Constitutional Reform

Crime & Public Safety

Environmental Protection

Funding State Government

Government Corruption & Ethics

Healthcare

Higher Education

Improving the State's Image

Infrastructure & Transportation

Job Training & Workforce
Development

Jobs & the Economy

K—12 Education

Mental Health & Substance Abuse

Poverty & Homelessness

Prison & Sentencing Reform

Tax Reform

Alabama Priorities

Rank Alabama Issues



Voters Survey

We conducted a phone survey of registered voters in Alabama in December, 2017, asking respondents rank their levels of concern on each of the 17 issues.

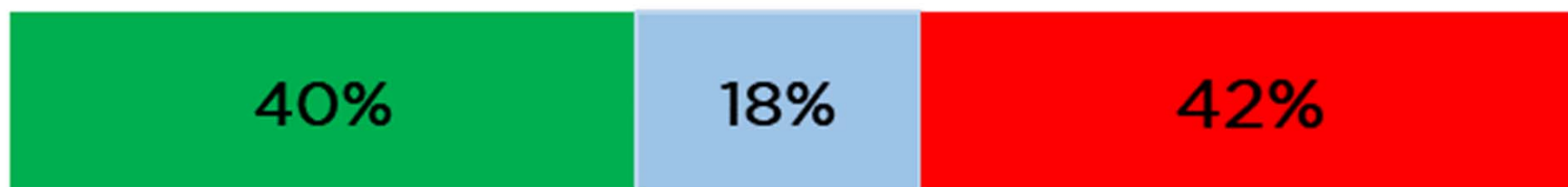
- Telephone Survey, December 2017
- Random Digit Dial
- Registered voters
- 50% landlines
- 50% mobile lines

We collected 468 responses, with a margin of error of $\pm 4.5\%$.

These responses were weighted for age, education, gender and race, giving us a political context and a list of Alabama Priorities.

The Context

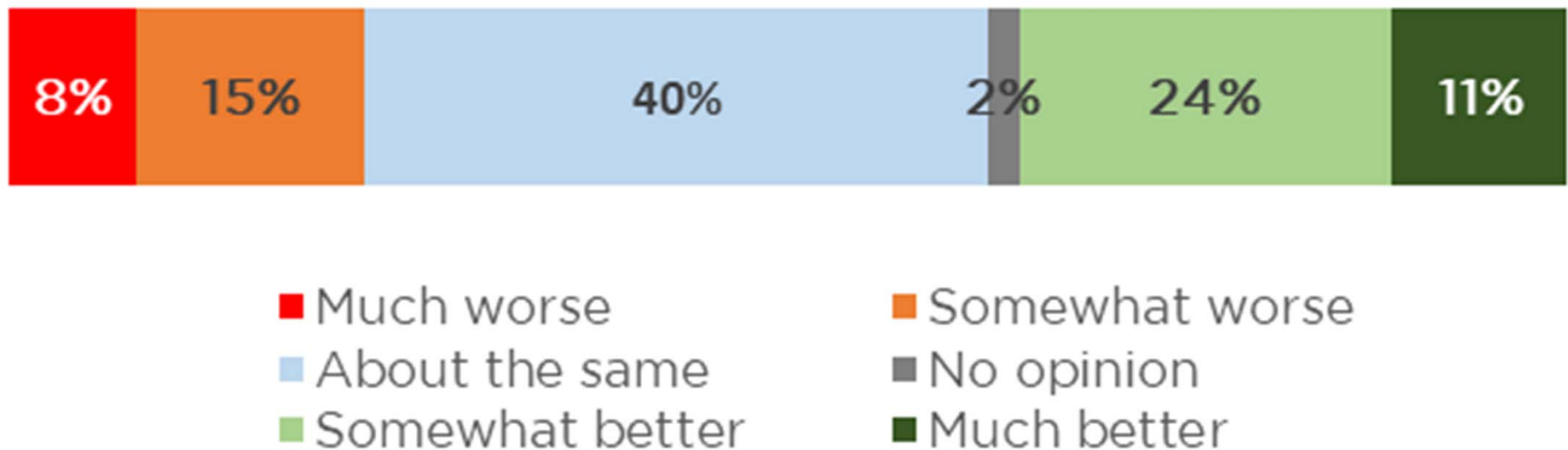
Is Alabama on the Right Track or Wrong Direction?



■ Right Track ■ No Opinion ■ Wrong Direction

Alabama Quality of Life

Compared to Five Years Ago



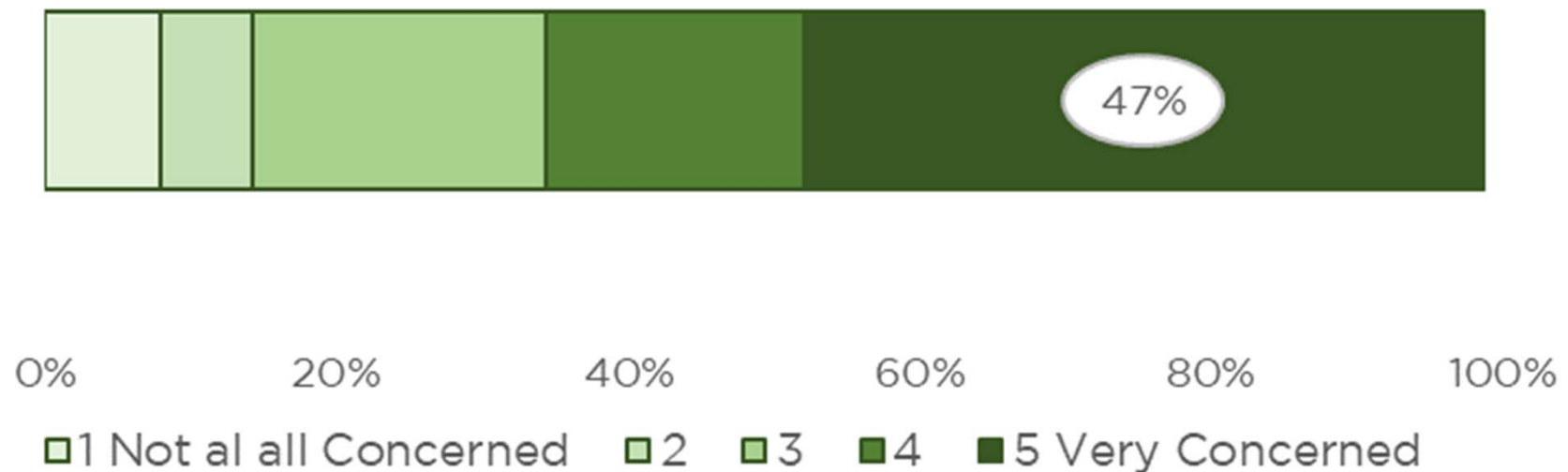
The Priorities

#10 Tax Reform

Alabama Priority #10

Tax Reform

Mean: 3.89



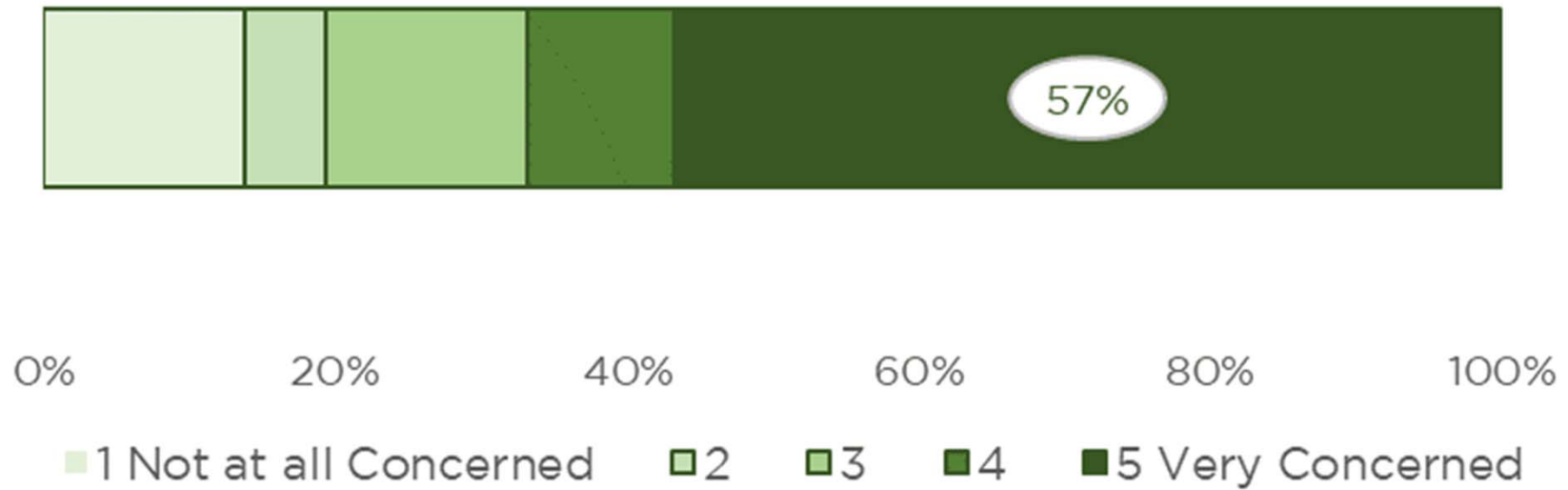
#9

Improving the State's Image

Alabama Priority #9

Improving the State's Image

Mean: 3.90



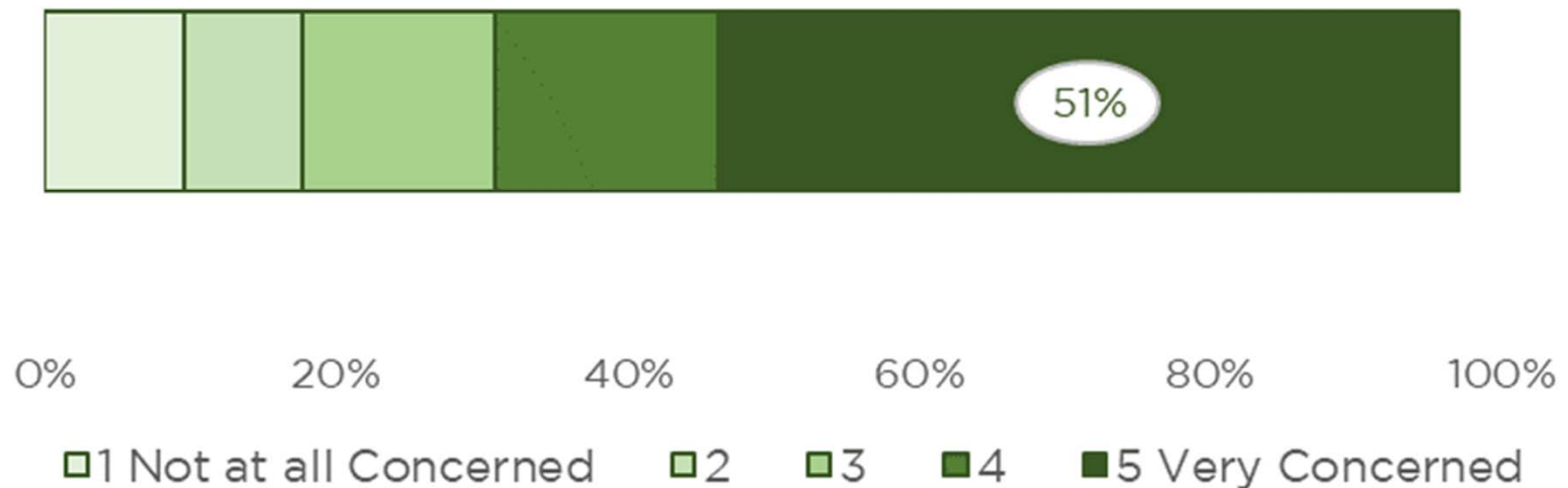
#8

Jobs Training and Workforce Development

Alabama Priority #8

Job Training and Workforce Development

Mean: 3.93

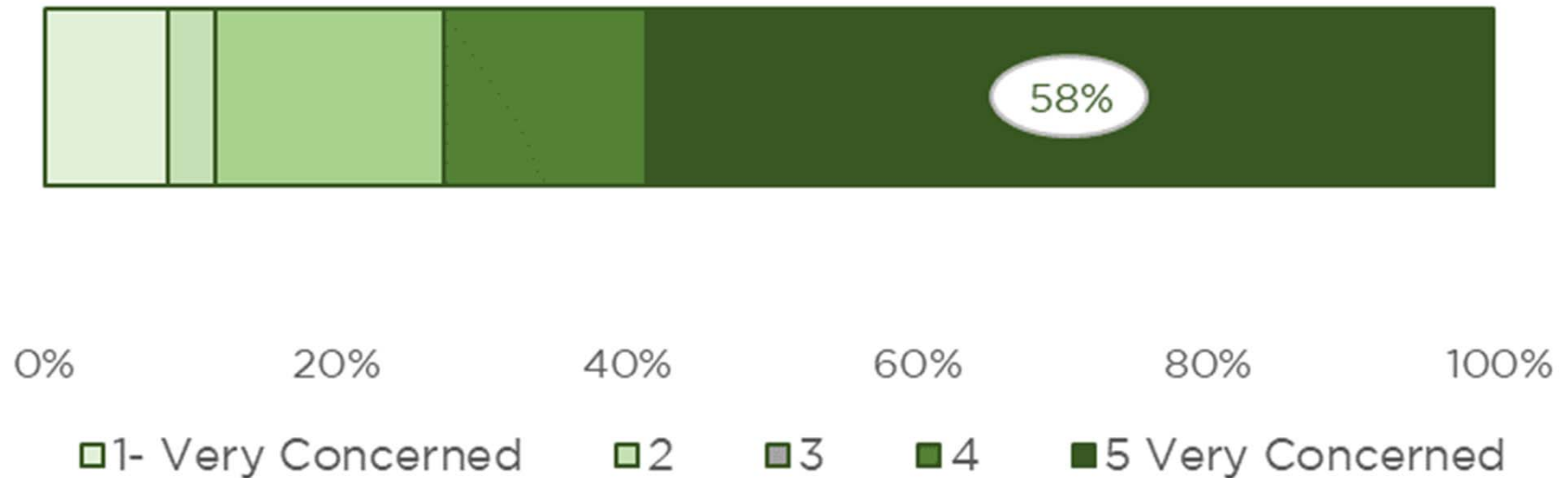


#7 Crime and Public Safety

Alabama Priority #7

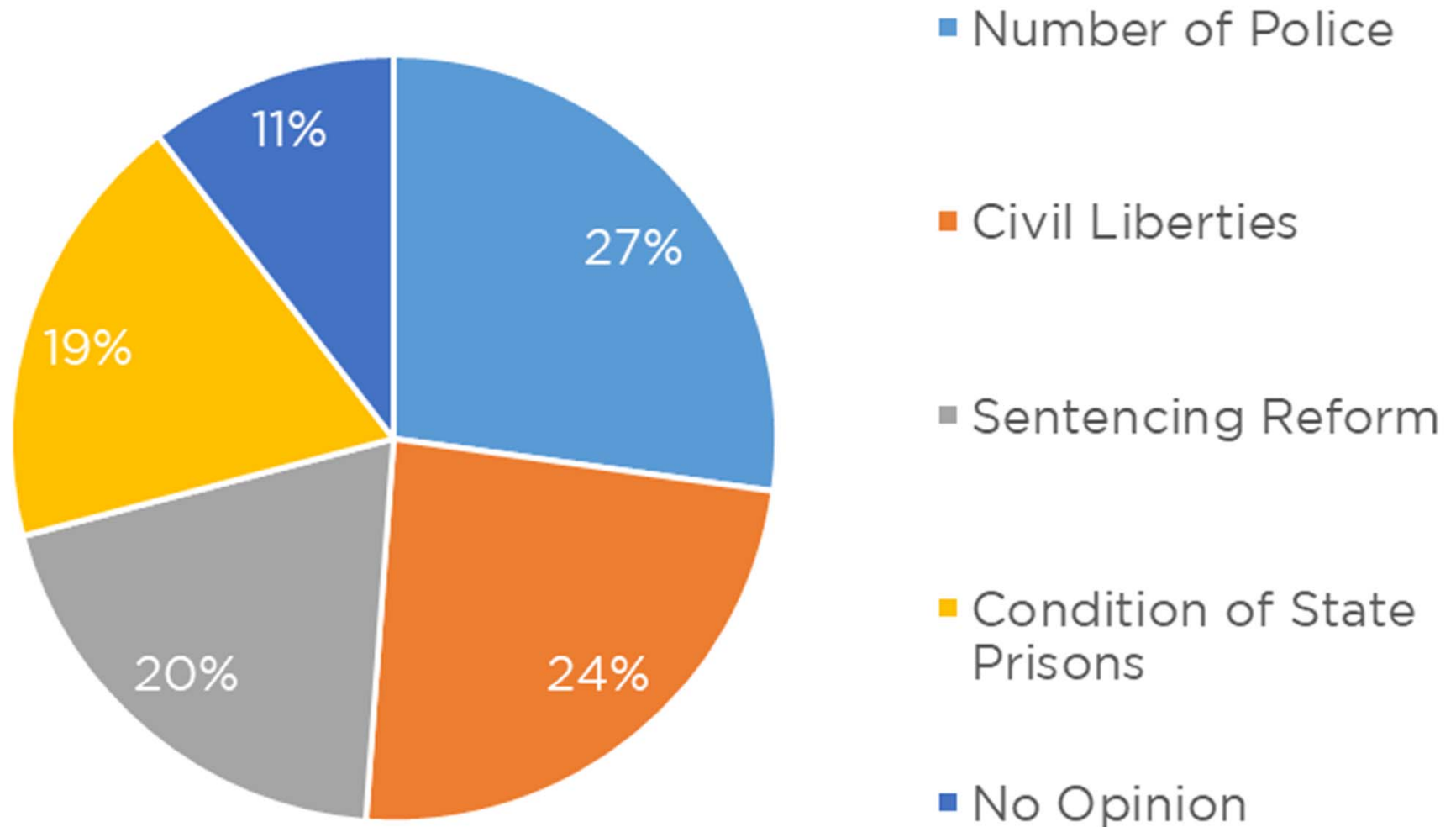
Crime and Public Safety

Mean: 4.10



Alabama Priority #7: Crime and Public Safety

Policy Preferences

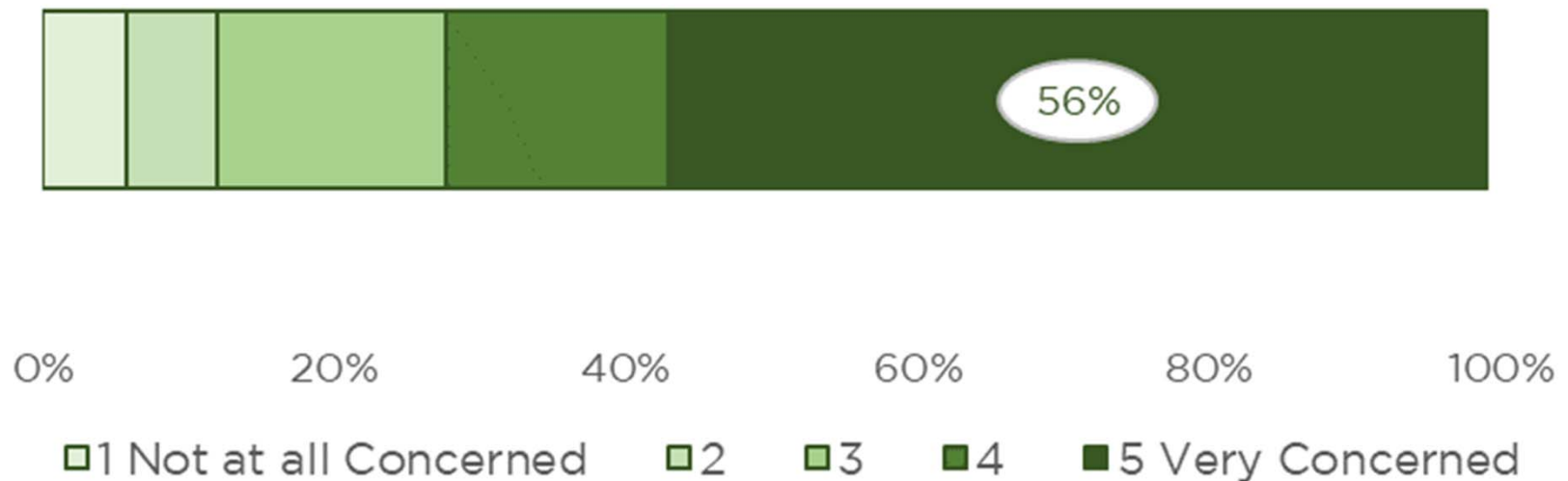


#6 Jobs and the Economy

Alabama Priority #6

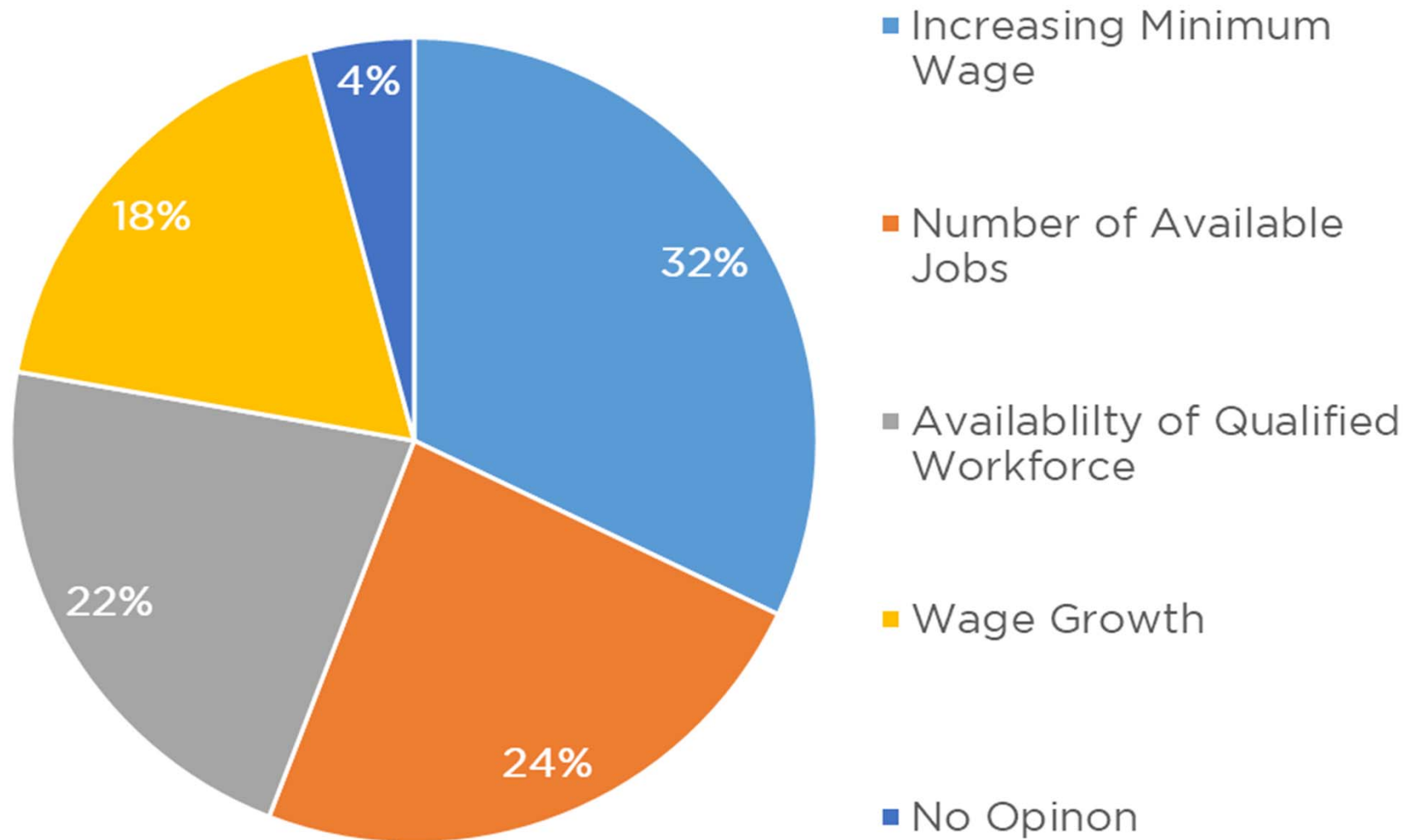
Jobs and the Economy

Mean: 4.11



Alabama Priority #6: Jobs and the Economy

Policy Preferences



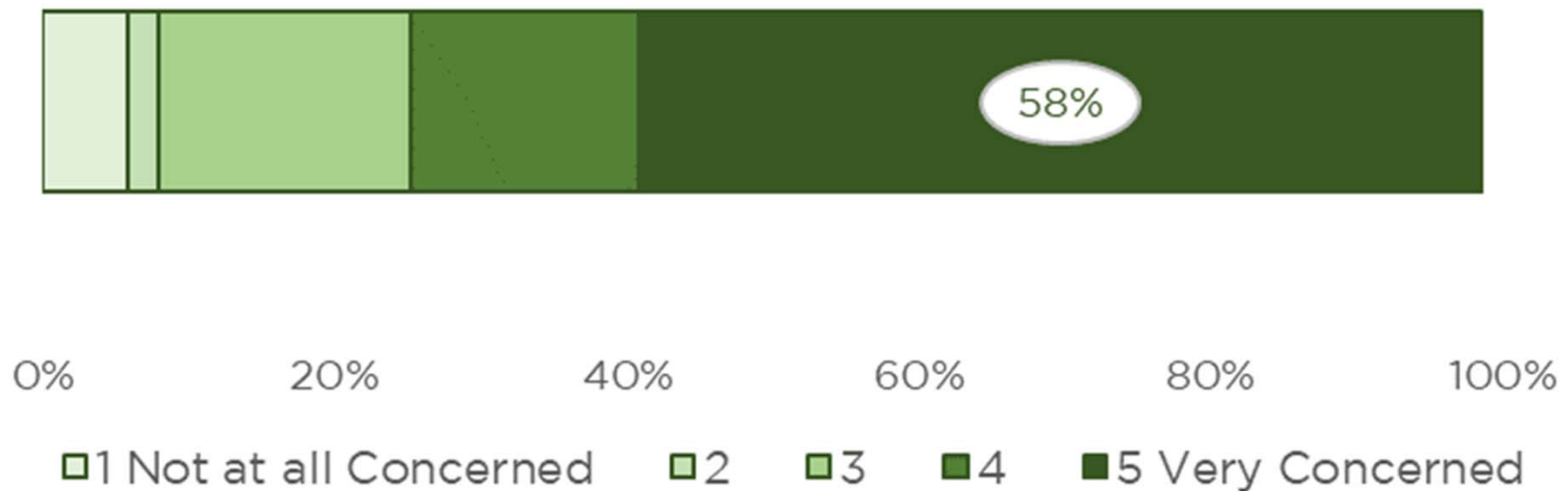
#5

Poverty and Homelessness

Alabama Priority #5

Poverty and Homelessness

Mean: 4.19



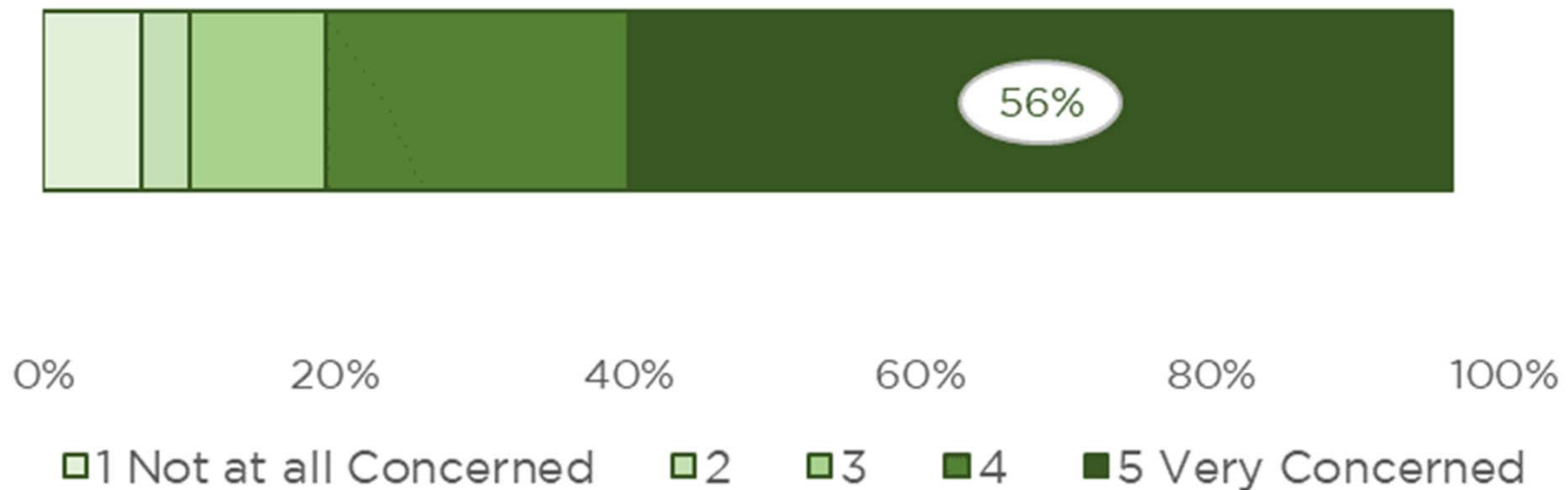
#4

Mental Health and Substance Abuse

Alabama Priority #4

Mental Health and Substance Abuse

Mean: 4.23

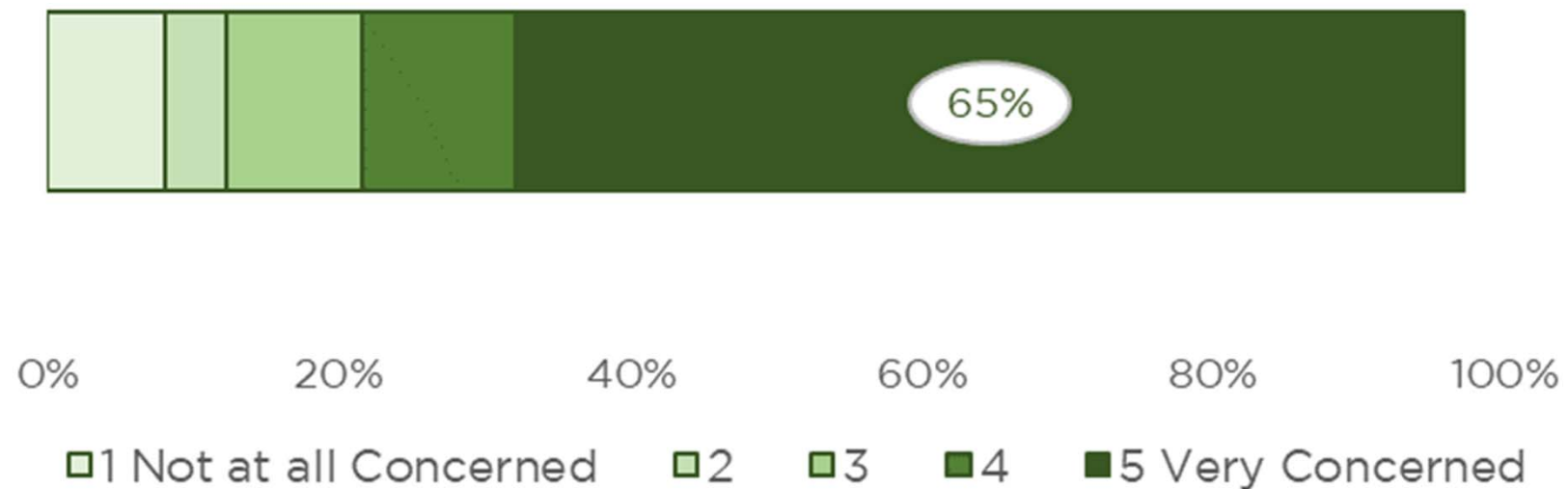


#3 Government Corruption and Ethics

Alabama Priority #3

Government Corruption and Ethics

Mean: 4.24

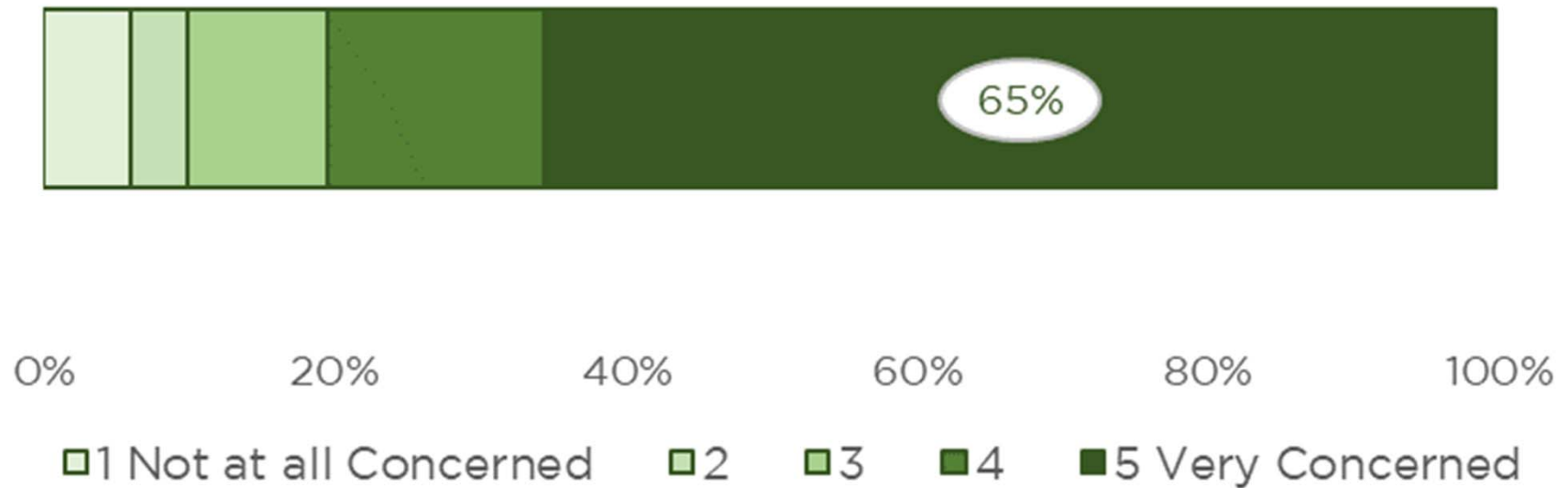


#2 Healthcare

Alabama Priority #2

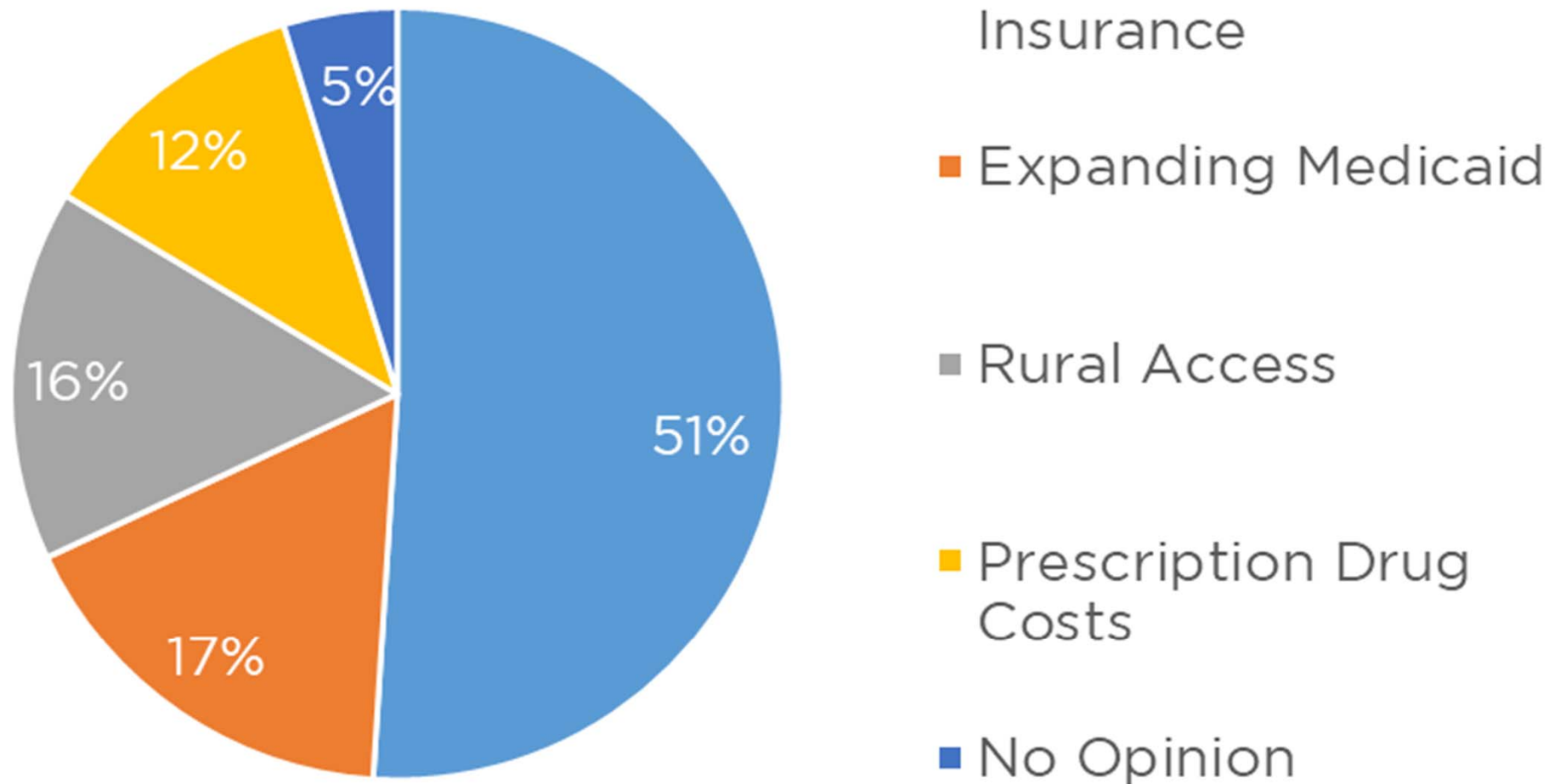
Healthcare

Mean: 4.30



Alabama Priority #2: Healthcare

Policy Preferences

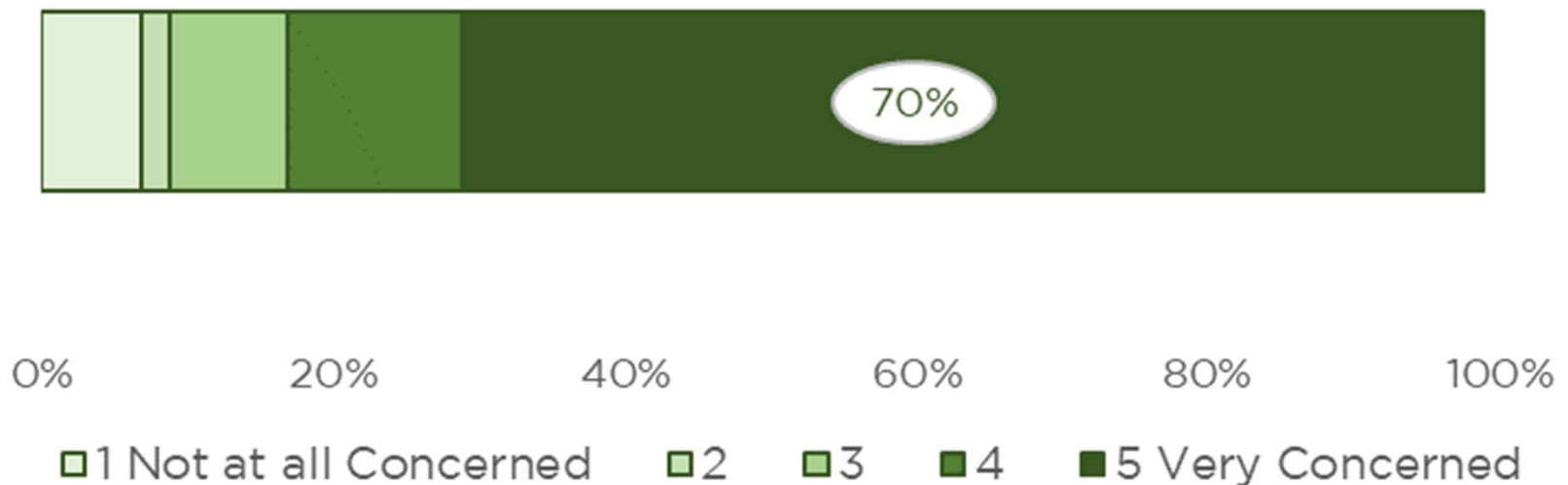


#1 K – 12 Education

Alabama Priority #1

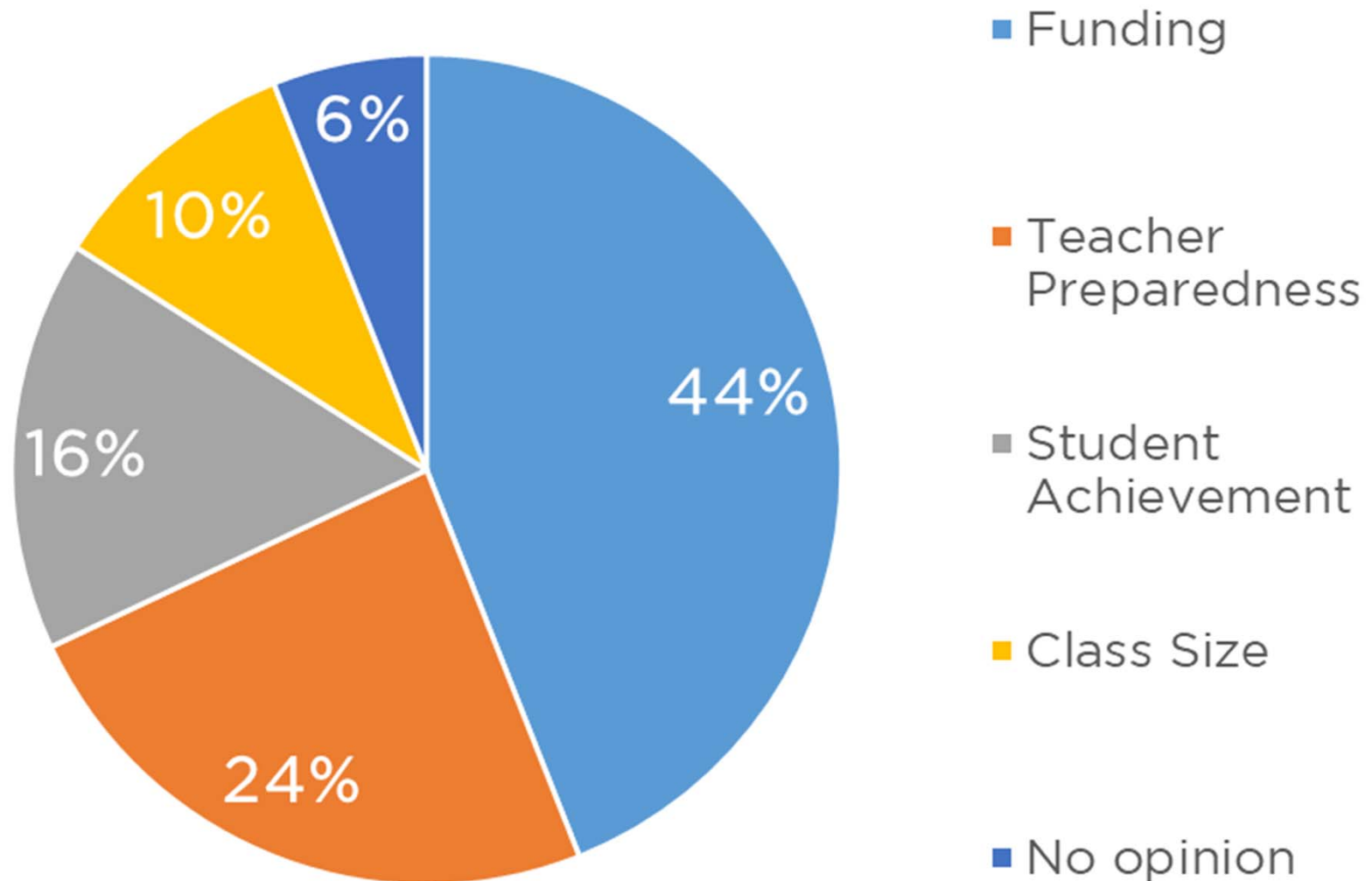
K – 12 Education

Mean: 4.38



Alabama Priority #1: K – 12 Education

Policy Preferences



The Top 10

Voters' Top 10 Priorities

<u>Issue</u>	<u>Mean</u>	<u>Rank</u>
K-12 Education	4.378	1
Healthcare	4.302	2
Government Corruption and Ethics	4.239	3
Mental Health and Substance Abuse	4.233	4
Poverty and Homelessness	4.192	5
Jobs and the Economy	4.110	6
Crime and Public Safety	4.106	7
Job Training and Workforce	3.925	8
Improving the State's Image	3.905	9
Tax Reform	3.899	10

Alabama Priorities

Few differences across demographic groups in the level of concern for the Top 10 issues

- Age
- Education
- Employment
- Gender
- Marital Status
- Ideology
- Party
- Race

Priorities by Political Affiliation

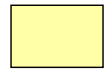
-  All groups
-  Two groups
-  One group

Republican		Independent		Democrat
Mental Health & Substance Abuse	1	K-12 Education	1	K-12 Education
K-12 Education	2	Mental Health & Substance Abuse	2	Healthcare
Healthcare	3	Government Corruption & Ethics	3	Government Corruption & Ethics
Crime & Public Safety	4	Healthcare	4	Poverty & Homelessness
Poverty & Homelessness	5	Poverty & Homelessness	5	Jobs & the Economy
Jobs & the Economy	6	Crime & Public Safety	6	Civil Rights
Government Corruption & Ethics	7	Jobs & the Economy	7	State's Image
Tax Reform	8	Higher Education	8	Prisons & Sentencing Reform
Job Training & Workforce Development	9	Job Training & Workforce Development	9	Environmental Protection
State's Image	10	Civil Rights	10	Higher Education

Priorities by Ideology



All



Conservatives
Only



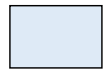
Conservatives
& Moderate



Moderate
& Liberal



Conservative
& Liberal



Liberal Only

Conservative		Moderate		Liberal
Crime & Public Safety	1	K-12 Education	1	K-12 Education
K-12 Education	2	Government Corruption &	2	Government Corruption & Ethics
Healthcare	3	Healthcare	3	Healthcare
Mental Health & Substance Abuse	4	Mental Health & Substance	4	Poverty & Homelessness
Government Corruption & Ethics	5	Jobs & the Economy	5	Civil Rights
Poverty & Homelessness	6	Poverty & Homelessness	6	Mental Health & Substance Abuse
Job Training & Workforce	7	Civil Rights	7	Improving the State's Image
Tax Reform	8	Crime & Public Safety	8	Higher Education
Jobs & the Economy	9	Job Training & Workforce	9	Environmental Protection
Higher Education	10	Improving the State's Image	10	Prison & Sentencing Reform

Priorities by Generation

-  All groups
-  Three groups
-  One group

Greatest/Silent		Boomer		Gen X		Millennial
Crime & Public Safety	1	Healthcare	1	K-12 Education	1	K-12 Education
Mental Health & Substance Abuse	2	K-12 Education	2	Healthcare	2	Healthcare
Government Corruption & Ethics	3	Government Corruption & Ethics	3	Mental Health & Substance Abuse	3	Poverty & Homelessness
Healthcare	4	Mental Health & Substance Abuse	4	Government Corruption & Ethics	4	Government Corruption & Ethics
K -12 Education	5	Poverty & Homelessness	5	Poverty & Homelessness	5	Jobs & the Economy
Improving the State's Image	6	Crime & Public Safety	6	Crime & Public Safety	6	Higher Education
Job Training & Workforce Development	7	Jobs & the Economy	7	Tax Reform	7	Mental Health & Substance Abuse
Jobs & the Economy	8	Improving the State's Image	8	Jobs & the Economy	8	Improving the State's Image
Poverty & Homelessness	9	Tax Reform	9	Job Training & Workforce Development	9	Job Training & Workforce Development
Tax Reform	10	Job Training & Workforce Development	10	Civil Rights	10	Crime & Public Safety

Priorities by Gender

-  Men and Women
-  Men Only
-  Women Only

Men		Women
K -12 Education	1	Mental Health & Substance Abuse
Healthcare	2	K -12 Education
Government Corruption & Ethics	3	Healthcare
Crime & Public Safety	4	Poverty & Homelessness
Poverty & Homelessness	5	Jobs & the Economy
Mental Health & Substance Abuse	6	Government Corruption & Ethics
Improving the State's Image	7	Crime & Public Safety
Jobs & the Economy	8	Higher Education
Job Training & Workforce Development	9	Job Training & Workforce Development
Tax Reform	10	Civil Rights

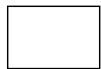
Priorities by Education

High School or Less		Some College or Associate's		Bachelor's		Graduate or Professional
Healthcare	1	K -12 Education	1	Mental Health & Substance Abuse	1	Government Corruption & Ethics
Jobs & the Economy	2	Healthcare	2	K -12 Education	2	K -12 Education
K -12 Education	3	Government Corruption & Ethics	3	Government Corruption & Ethics	3	Healthcare
Poverty & Homelessness	4	Poverty & Homelessness	4	Healthcare	4	Mental Health & Substance Abuse
Mental Health & Substance Abuse	5	Mental Health & Substance Abuse	5	Poverty & Homelessness	5	Prison & Sentencing Reform
Crime & Public Safety	6	Crime & Public Safety	6	Crime & Public Safety	6	Poverty & Homelessness
Government Corruption & Ethics	7	Jobs & the Economy	7	Tax Reform	7	Jobs & the Economy
Job Training & Workforce Development	8	Improving the State's Image	8	Jobs & the Economy	8	Civil Rights
Improving the State's Image	9	Higher Education	9	Job Training & Workforce Development	9	Crime & Public Safety
Higher Education	10	Tax Reform	10	Improving the State's Image	10	Job Training & Workforce Development

All groups
 Three groups
 Two groups
 One group

Priorities by Income

Under \$25,000		\$25,000 - 75,000		\$75,000 and Up
Healthcare	1	Healthcare	1	K -12 Education
K -12 Education	2	K -12 Education	2	Government Corruption & Ethics
Crime & Public Safety	3	Mental Health & Substance Abuse	3	Mental Health & Substance Abuse
Jobs & the Economy	4	Government Corruption & Ethics	4	Healthcare
Mental Health & Substance Abuse	5	Poverty & Homelessness	5	Poverty & Homelessness
Poverty & Homelessness	6	Crime & Public Safety	6	Jobs & the Economy
Government Corruption & Ethics	7	Jobs & the Economy	7	Tax Reform
Improving the State's Image	8	Higher Education	8	Crime & Public Safety
Tax Reform	9	Job Training & Workforce Development	9	Job Training & Workforce Development
Job Training & Workforce Development	10	Civil Rights	10	Improving the State's Image



All income bands



Upper and lower income bands only



Middle income band only

Implications

Shared Priorities

One-half point separates issue #1 and #10.

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Alabamians are not as divided as we think.

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Even on policy differences, we are not polarized.

Shared Priorities

One-half point separates issue #1 and #10.

Alabamians are not as divided as we think.

Even on policy differences, we are not polarized.

However...

Gaps Between Experts' & Voters' Priorities

<u>Issue</u>	<u>Voters' Rank</u>	<u>Experts' Rank</u>	<u>Gap</u>
Infrastructure and Transportation	15	4	11
Funding State Government	16	6	10
Mental Health and Substance Abuse	4	13	9
Prison and Sentencing Reform	13	5	8
Improving the State's Image	9	16	7
Higher Education	11	17	6
Poverty and Homelessness	5	11	6
Civil Rights	12	7	5
Government Corruption and Ethics	3	8	5

Experts' Priorities Not in Voters' Top 10

<u>Issue</u>	<u>Experts' Rank</u>	<u>Voters' Rank</u>	<u>Gap</u>
Infrastructure and Transportation	4	15	11
Prison and Sentencing Reform	5	13	8
Funding State Government	6	16	10
Civil Rights	7	12	5

Voters' Priorities Not in Experts' Top 10

<u>Issue</u>	<u>Voters' Rank</u>	<u>Experts' Rank</u>	<u>Gap</u>
Mental Health and Substance Abuse	4	13	9
Poverty and Homelessness	5	11	6
Job Training and Workforce	8	12	4
Improving the State's Image	9	16	7

Final Thoughts

Alabamians are not polarized on priorities or possible policy solutions.

Final Thoughts

The Top 10 priorities are issues where policymakers could build broad coalitions.

Final Thoughts

Varying priorities between experts and voters are opportunities for policymakers to show public leadership....

Final Thoughts

...and to offer solutions to the issues that most concern voters.

ALABAMA

The logo for Alabama Priorities features the word "ALABAMA" in a large, grey, sans-serif font at the top. Below it is a horizontal line. Underneath the line is the word "PRIORITIES" in a bold, dark grey, sans-serif font. The letters "I", "O", and "T" in "PRIORITIES" are replaced by grey upward-pointing arrows. To the left of the word "PRIORITIES" is a red square containing a white bar chart with five vertical bars of increasing height from left to right.

PRIORITIES



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