



AZ CITIZENS CLEAN ELECTIONS COMMISSION

Public Opinion
Survey Results

Dec 28, 2021



Project Objectives



IDENTIFY

- A clear understanding of trends and shifts in voters' perceptions and opinions
- What issues and debate topics resonate most with AZ voters in each region
- Trends and shifts in voters' perceptions and opinions from region to region as they correlate to each candidate



DISCOVER

- Gauge perceptions of Arizona registered voters on top issues
- Current voter education and what matters most to them
- Actionable recommendations for consideration that will enhance strategic planning for voter education and debate discussions



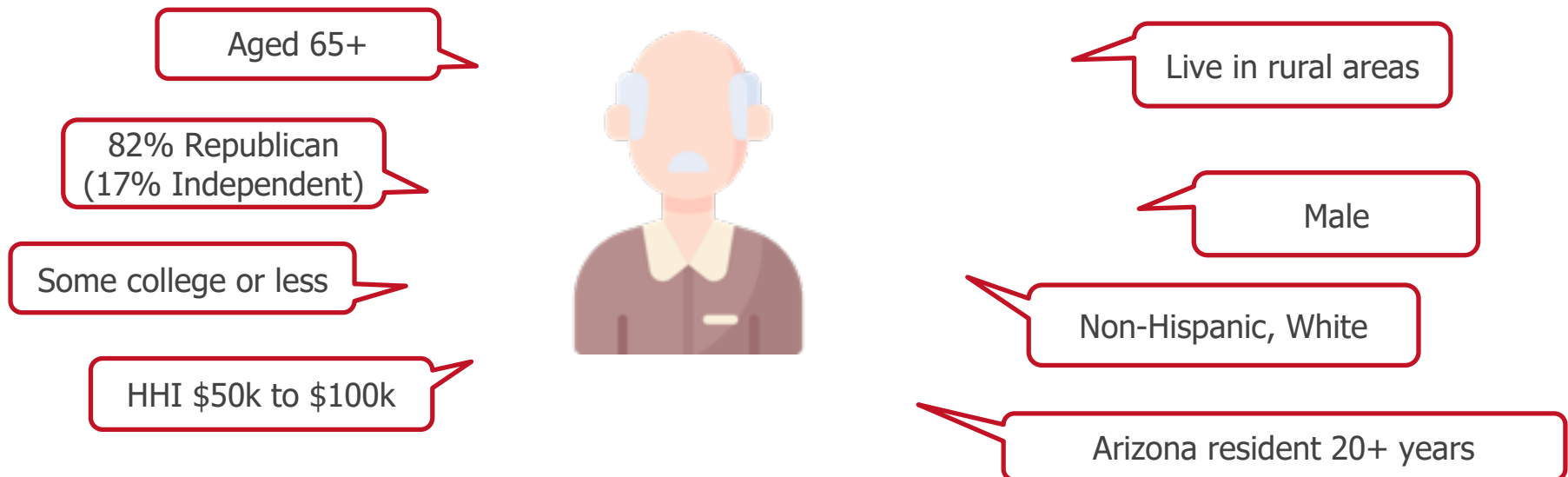
Voter Perceptions and Opinions

Key Top Issues
for Candidates
to Focus on

Profile: Likely GOP Primary Voters

Likely Primary Election Voters

■ REP ■ DEM ■ Unsure



Q) Which party's primary do you plan to vote in? (n= 651)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Profile: Likely Democratic Primary Voters

Likely Primary Election Voters

■ REP ■ DEM ■ Unsure



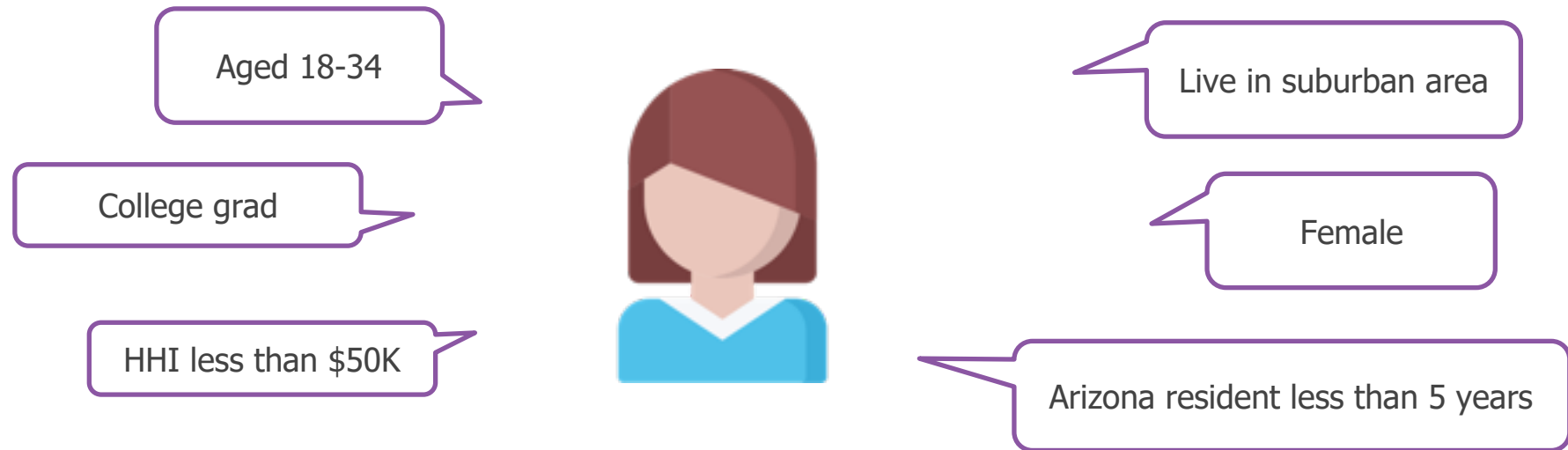
Q) Which party's primary do you plan to vote in? (n= 651)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Likely Primary Voters Who Have not Decided Which Primary to Vote in Tend to Be Young Females Newer to the State

Likely Primary Election Voters

■ REP ■ DEM ■ Unsure



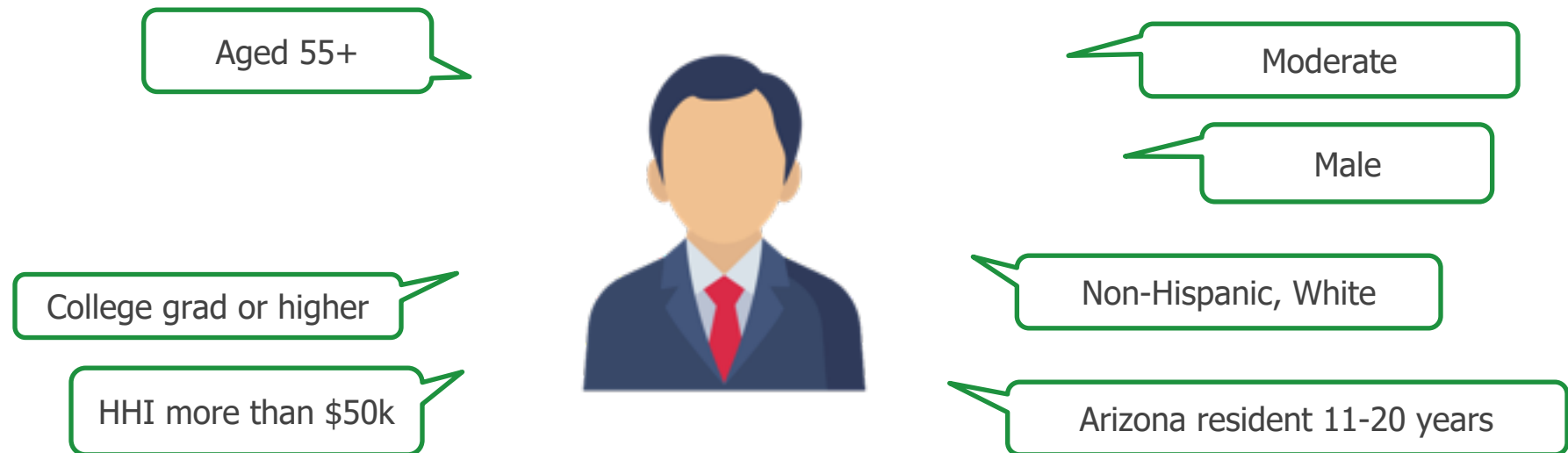
Q) Which party's primary do you plan to vote in? (n= 651)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

“Very” Likely General Election Voters

Likelihood to Vote In General Election

■ Very likely
 ■ Somewhat likely
 ■ Neither/Unsure
 ■ Somewhat unlikely
 ■ Very unlikely



Q) As you may know, on November 8th, 2022, there will be an election in the state of Arizona for Governor, Senate, and several other offices. How likely are you to vote in this election? (n= 597)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



“Want to Know”

Analyzing the issues that voters chose when they had the ability to select as many issues as they would like (i.e., what they wanted to know).



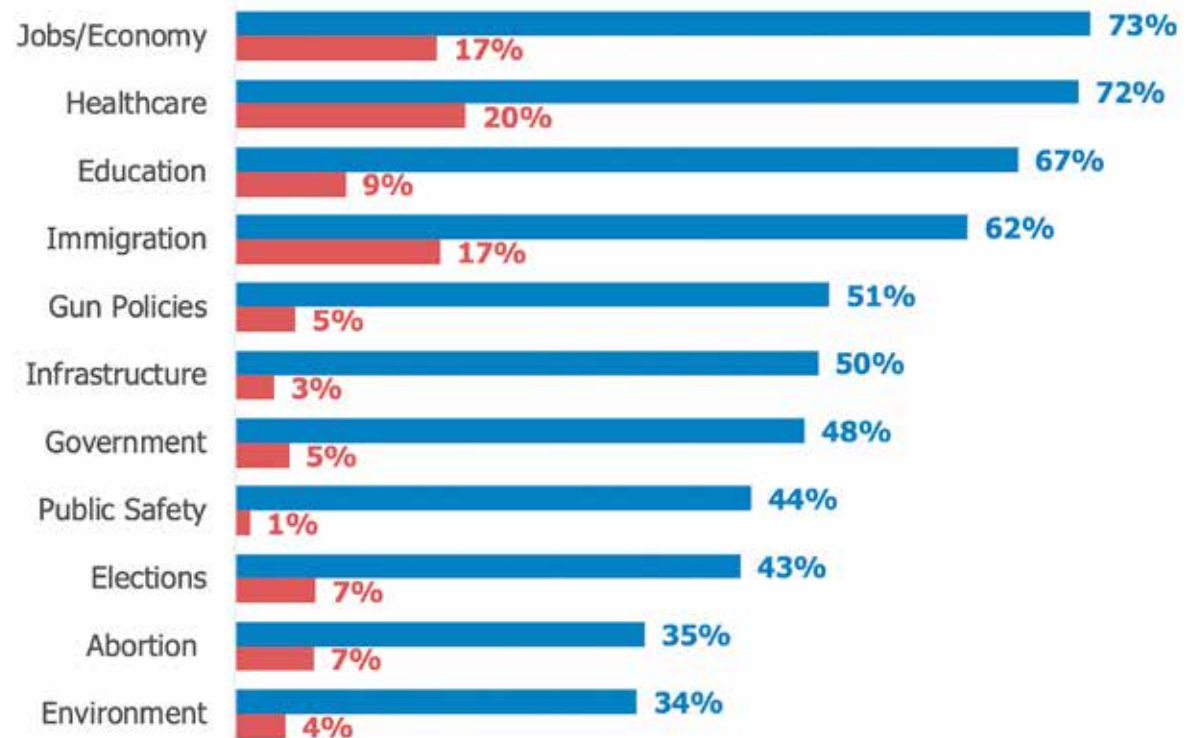
Day-to-Day Items Dominate the Topics Voters Want to Hear Candidates' Positions On

The topics that most registered voters would like to know a candidate's stance on are jobs/economy, healthcare, and education. Despite being "hot button" topics, Arizona voters are less concerned about a candidate's opinion on abortion or the environment.

When forced to pick only one option, immigration overtakes education in terms of importance.

Topics That Voters Want to Hear Candidates Speak About

■ "What to Know" ■ "Need to Know"



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=800)

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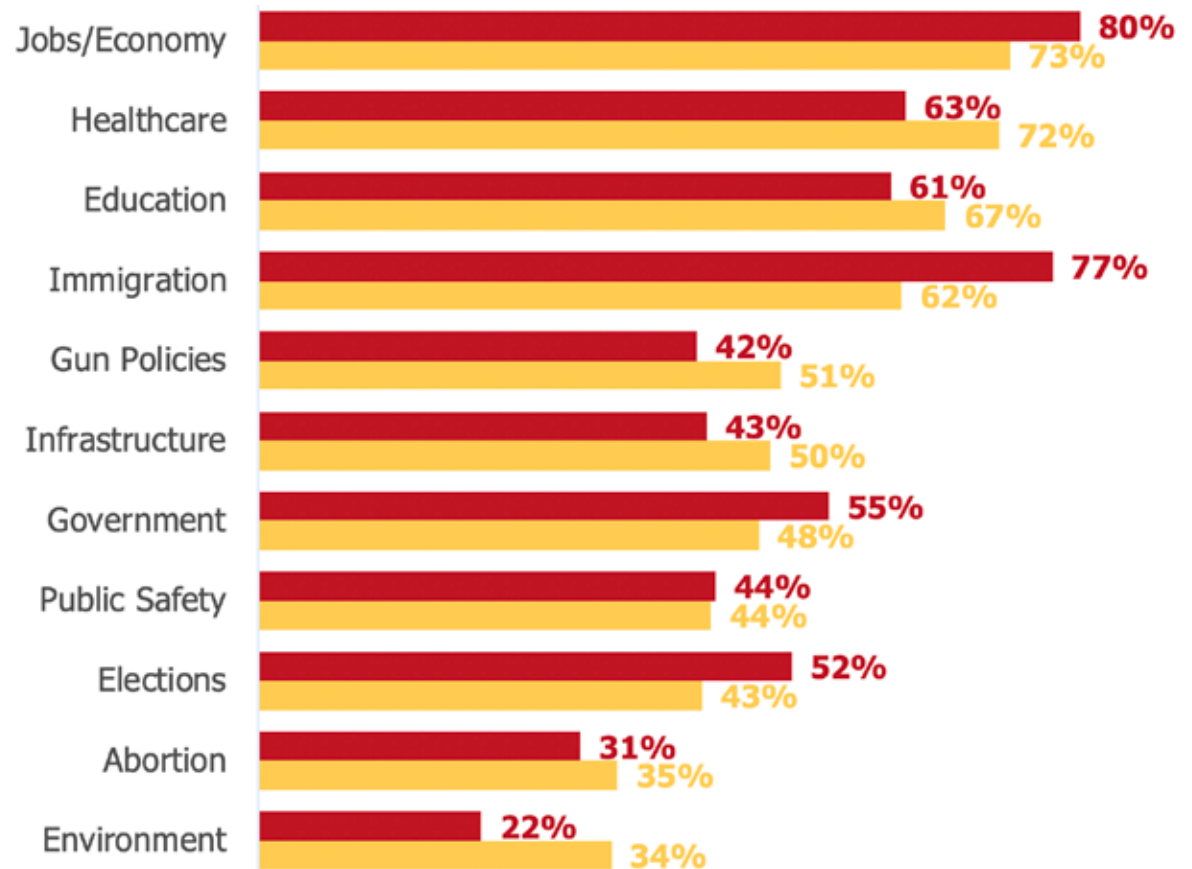
Likely GOP Primary Voters

Voters who are likely to vote in the Republican Primary want to know what candidates think about jobs/economy (80%) and immigration (77%) more than any other topics.

Healthcare is in a distant third place (63%).

Top “Want to Know” Topics

■ Likely Republican Primary Voters ■ All Registered Voters



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=300)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Likely GOP Primary Voters



TOP 3 MOST SELECTED TOPICS

Jobs/Economy

Healthcare

Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Taxes

Affordability of prescription drugs

Border Security

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Government

Elections

MOST SELECTED ISSUE WITHIN EACH TOPIC

Fraud, corruption, etc.

Security Issues – mail-in voting,
voter I.D., paper ballots, etc.

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=300)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



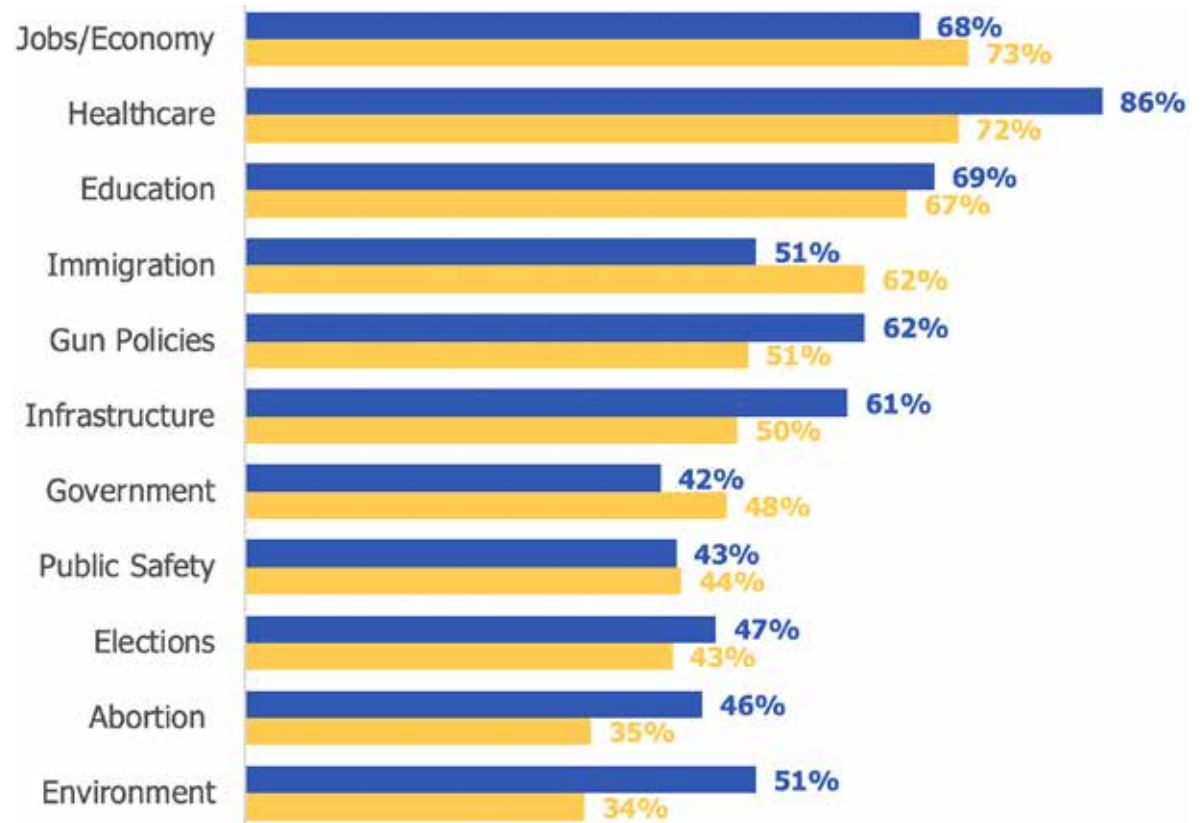
Likely Democratic Primary Voters

Voters who are likely to vote in the Democratic Primary want to know what candidates think about healthcare (86%) more than any other topic.

There is large separation between the number of voters who want to know about healthcare and the second and third most important issues – education (69%) and jobs/economy (68%).

Top “Want to Know” Topics

■ Likely Democratic Primary Voters ■ All Registered Voters



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=300)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Likely Democratic Primary Voters



TOP 3 MOST SELECTED TOPICS

Healthcare
Education
Jobs/Economy

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Teacher Pay
Minimum Wage

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Abortion
Environment
Infrastructure
Gun Policies

MOST SELECTED ISSUE WITHIN EACH TOPIC

Laws regarding abortion access
Water Conservation
Improving roads, bridges, utilities
School Safety

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=255)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

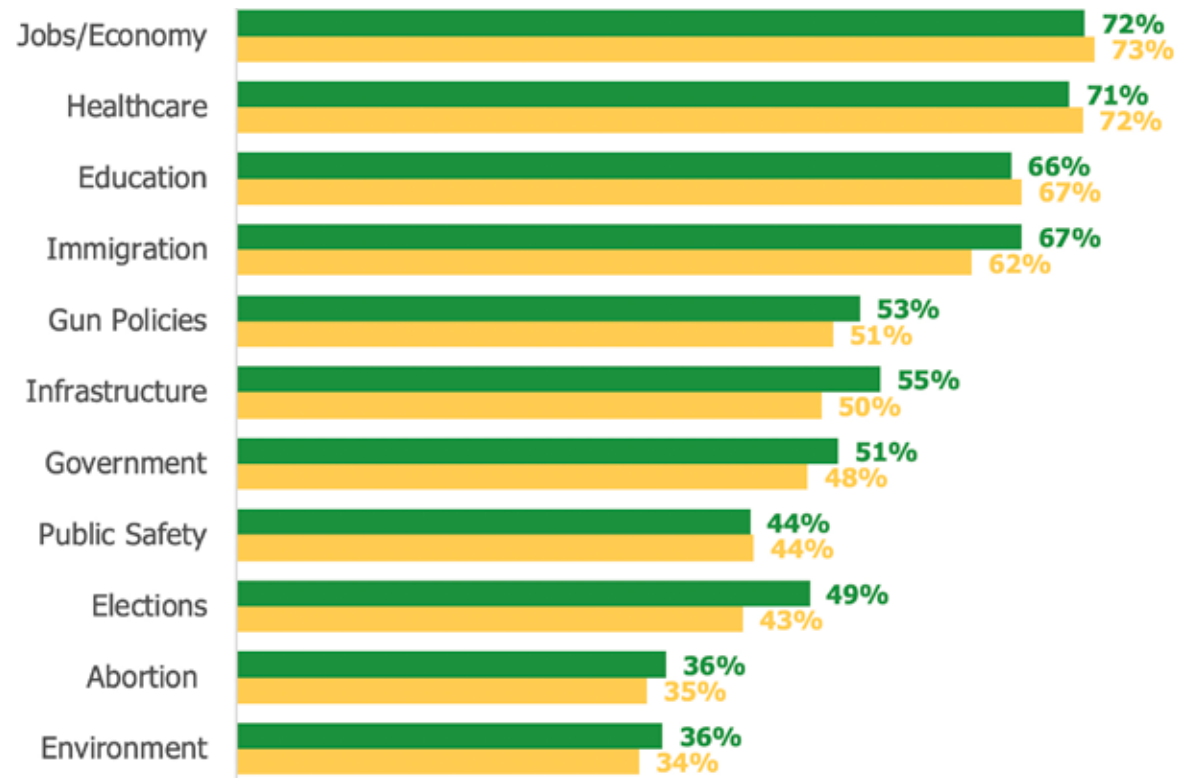


Likely General Election Voters

When it comes to general election voters, the top 3 topics that those who are “very likely” to vote in November want to hear a candidate speak about are jobs/economy (72%), healthcare (71%), and immigration.

Top “Want to Know” Topics

■ Very Likely General Elections Voters ■ All Registered Voters



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n = 597)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Likely General Election Voters



TOP 3 MOST SELECTED TOPICS

Jobs/Economy
Healthcare
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Taxes
Affordability of prescription drugs
Border Security

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Abortion
Elections
Environment
Government
Infrastructure
Gun Policies

MOST SELECTED ISSUE WITHIN EACH TOPIC

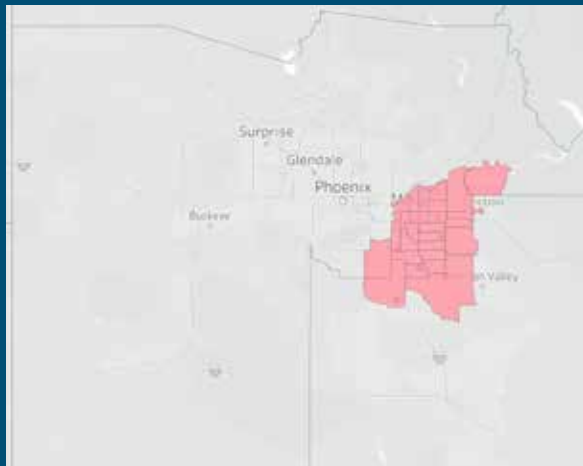
Whether the candidate calls him/herself pro-life or pro-choice
Security Issues – mail-in voting, voter I.D., paper ballots, etc.
Water Conservation
Fraud, corruption, etc.
Improving roads, bridges, utilities
Access to handguns

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n = 712)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

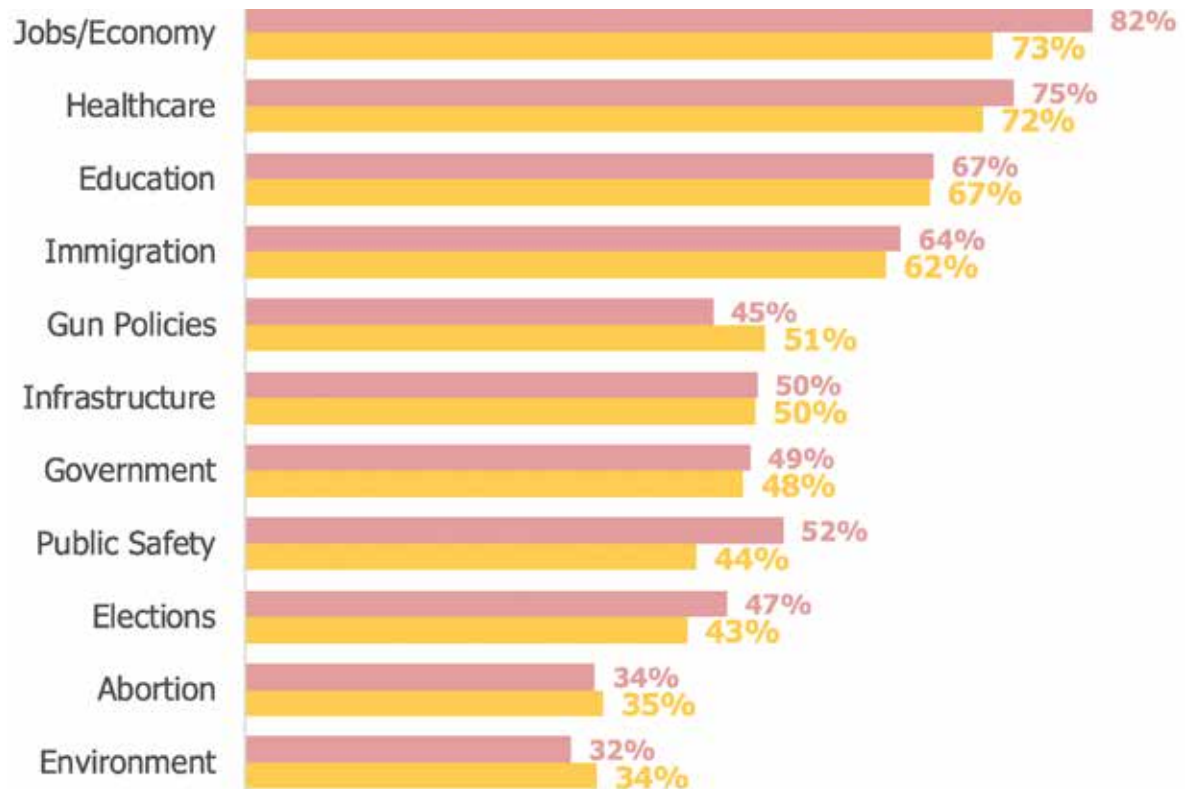


Regional Analysis: Chandler/ Gilbert/ Mesa/QC



Top “Want to Know” Topics

■ Chandler/Gilbert/Mesa/QC ■ All Registered Voters



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=129)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: Chandler/ Gilbert/ Mesa/QC



TOP 3 MOST SELECTED TOPICS

Jobs/Economy

Healthcare

Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

Taxes

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.

Teacher Pay

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Elections

Government

Immigration

Public Safety

MOST SELECTED ISSUE WITHIN EACH TOPIC

Security Issues – mail-in voting, voter I.D., paper ballots, etc.

Fraud, corruption, etc.

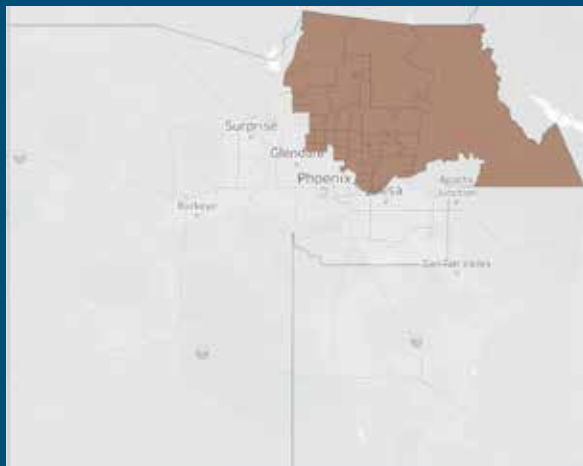
Border Security

Body cameras for all DPS officers

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=129)

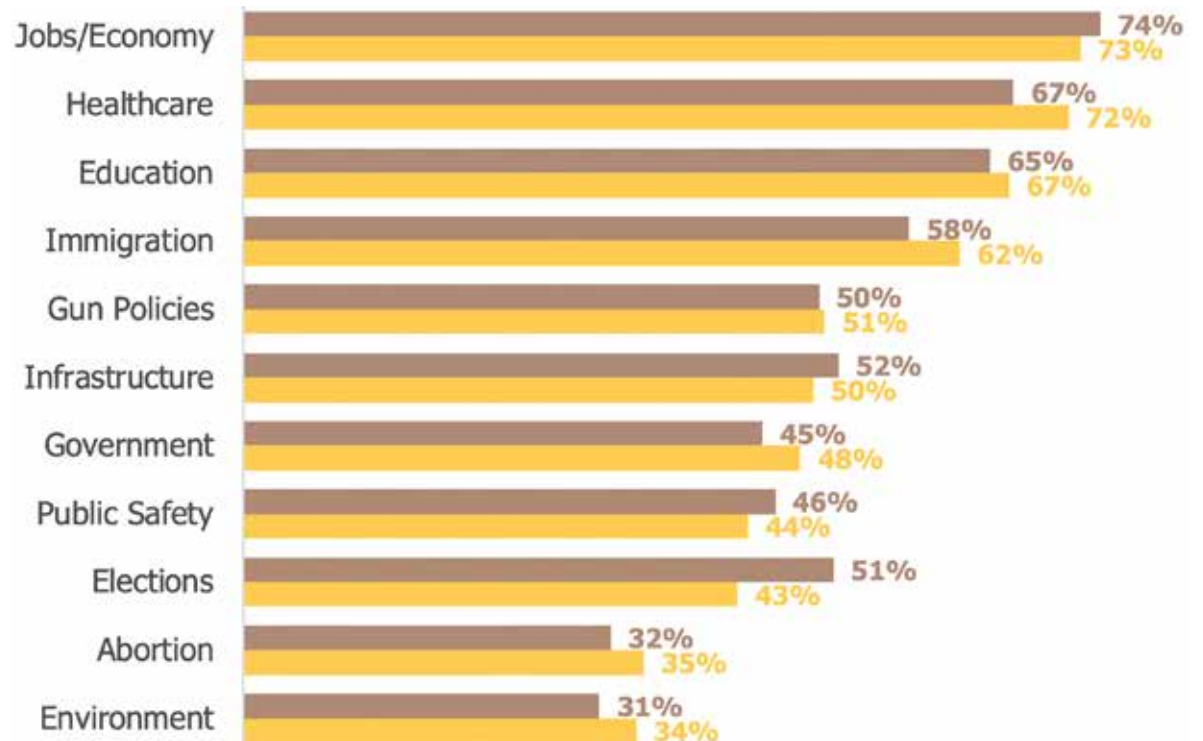
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: Scottsdale/ North PHX*



Top “Want to Know” Topics

■ Scottsdale/North PHX ■ All Registered Voters



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=87)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

*Due to small n-size, data is directional only

Regional Analysis: Scottsdale/ North PHX*



TOP 3 MOST SELECTED TOPICS

Jobs/Economy

Healthcare

Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

Unemployment

Affordability of prescription drugs/
Expanding access to Arizona's seniors

Funding for supplies/technology

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Elections

Infrastructure

Public Safety

MOST SELECTED ISSUE WITHIN EACH TOPIC

Security Issues – mail-in voting, voter
I.D., paper ballots, etc.

Improving roads, bridges, utilities

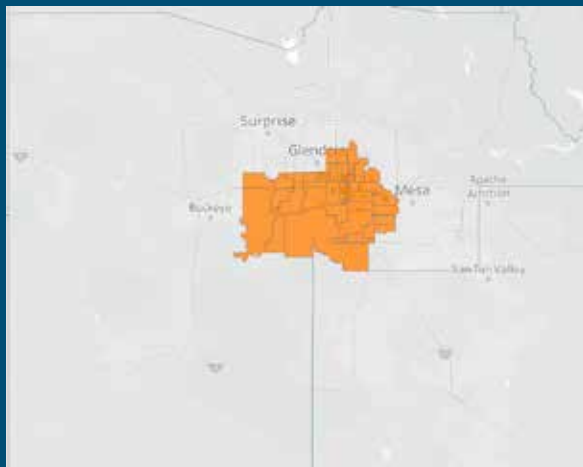
Funding for Arizona Department of
Public Safety

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=87)

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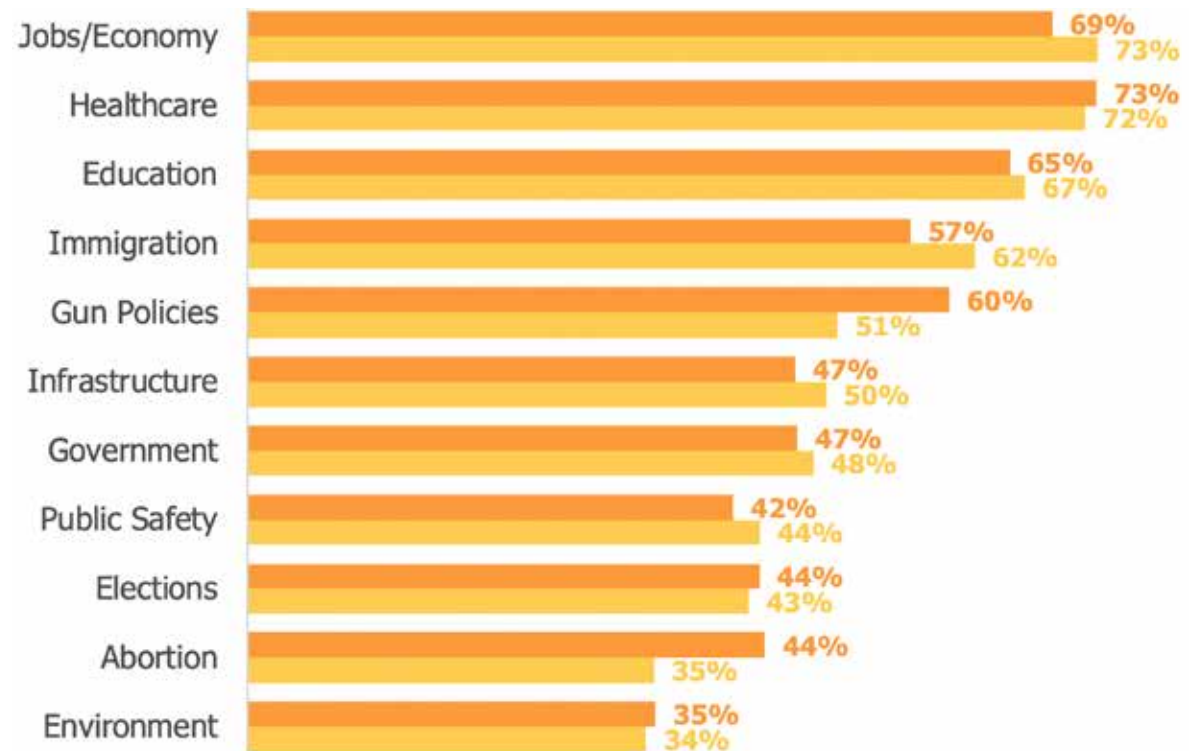
*Due to small n-size, data is directional only

Regional Analysis: South PHX/ Tempe



Top “Want to Know” Topics

■ South PHX/Tempe ■ All Registered Voters



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=87)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

*Due to small n-size, data is directional only

Regional Analysis: South PHX/ Tempe



TOP 3 MOST SELECTED TOPICS

Healthcare
Jobs/Economy
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Unemployment
Border Security

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Abortion
Elections
Environment
Gun Policies

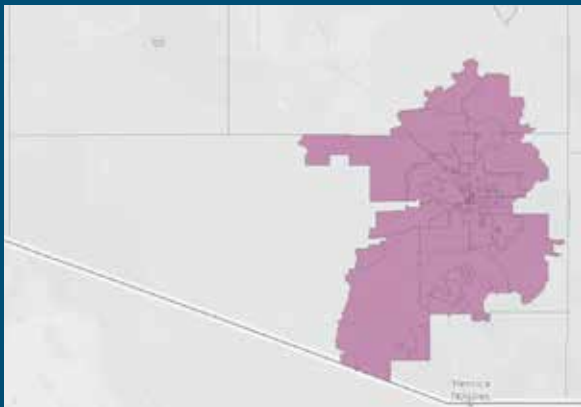
MOST SELECTED ISSUE WITHIN EACH TOPIC

Whether the candidate calls him/herself pro-life or pro-choice
Laws making it easier for people to vote
Water Conservation
School Safety

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=147)

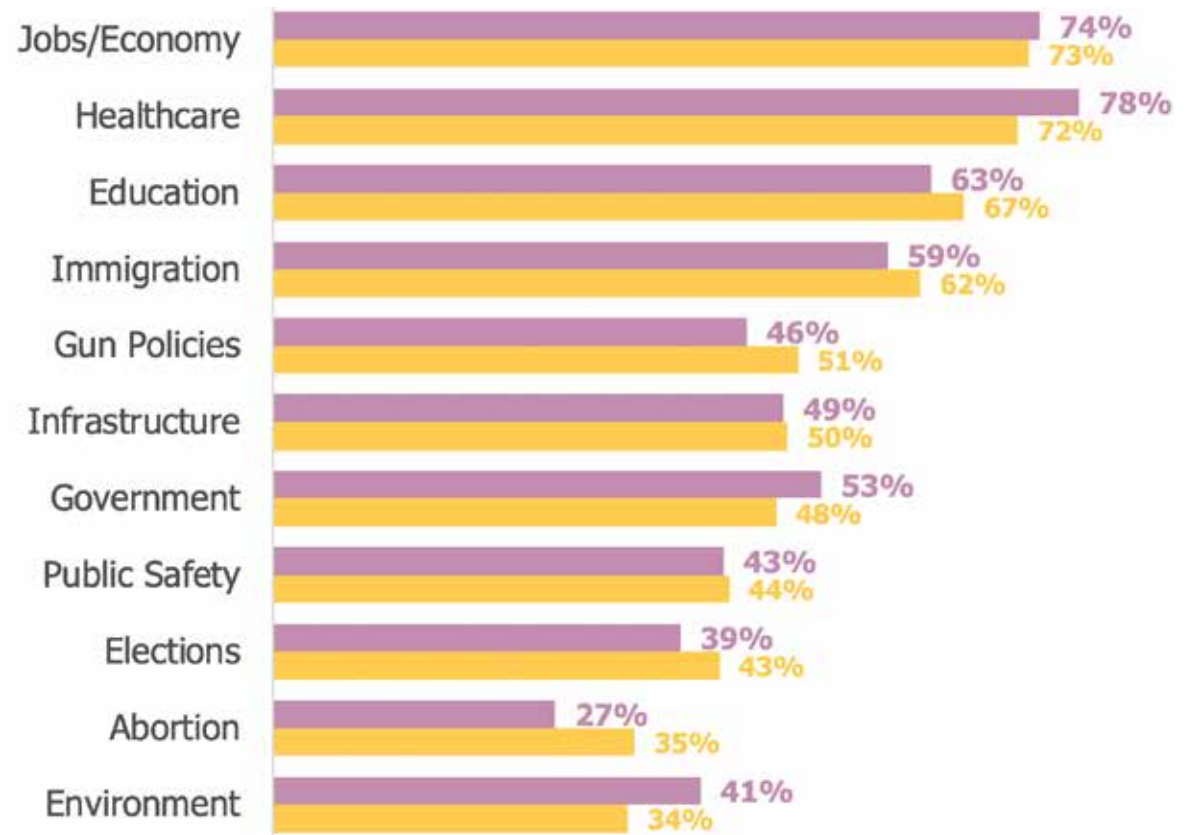
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: Tucson



Top “Want to Know” Topics

■ Tucson ■ All Registered Voters



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=125)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: Tucson



TOP 3 MOST SELECTED TOPICS

Healthcare
Jobs/Economy
Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Taxes
Teacher Pay

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Environment
Government

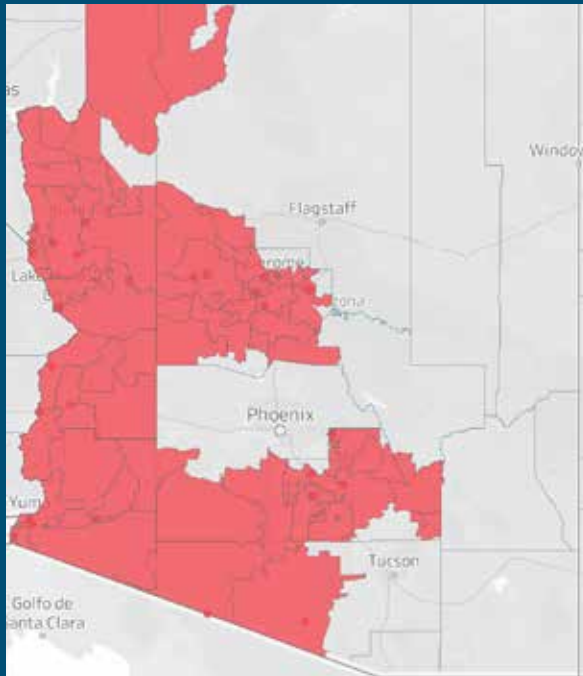
MOST SELECTED ISSUE WITHIN EACH TOPIC

Water Conservation
Fraud, corruption, etc.

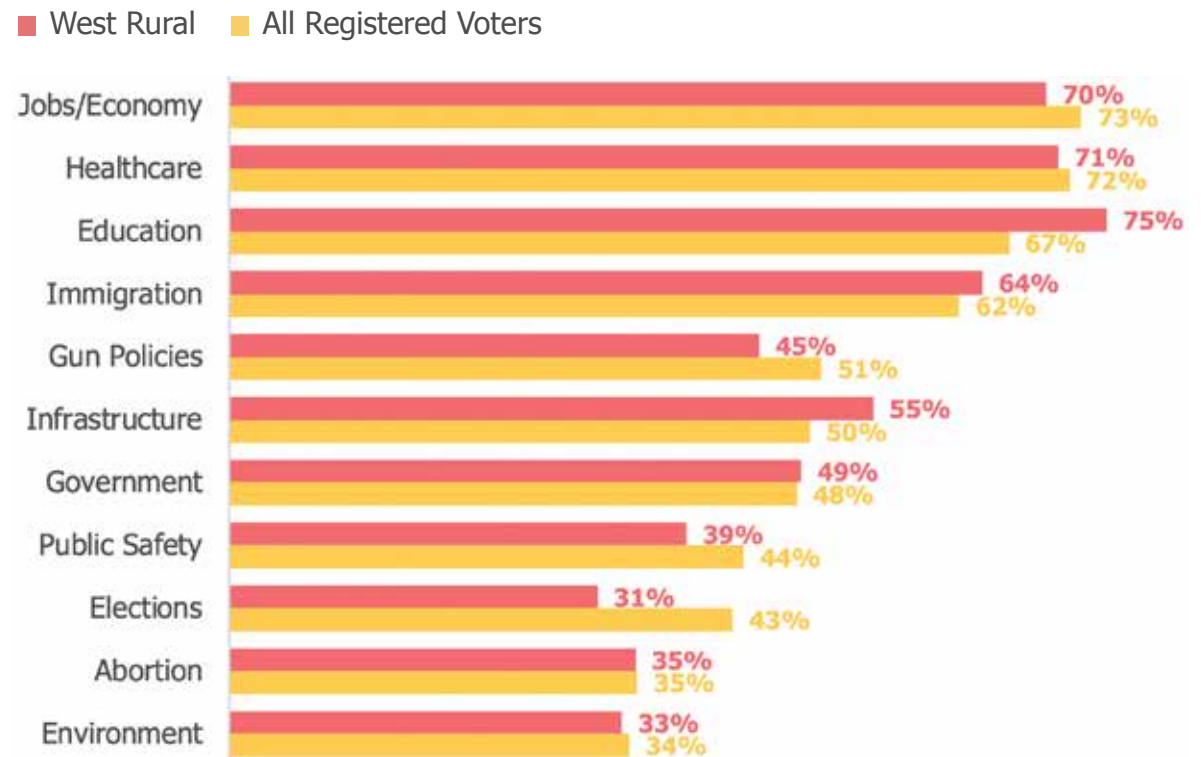
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=125)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: West Rural



Top “Want to Know” Topics



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=125)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: West Rural



TOP 3 MOST SELECTED TOPICS

Education
Healthcare
Jobs/Economy

MOST SELECTED ISSUE WITHIN EACH TOPIC

Teacher Pay
Affordability of prescription drugs
Unemployment

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Government
Immigration
Infrastructure

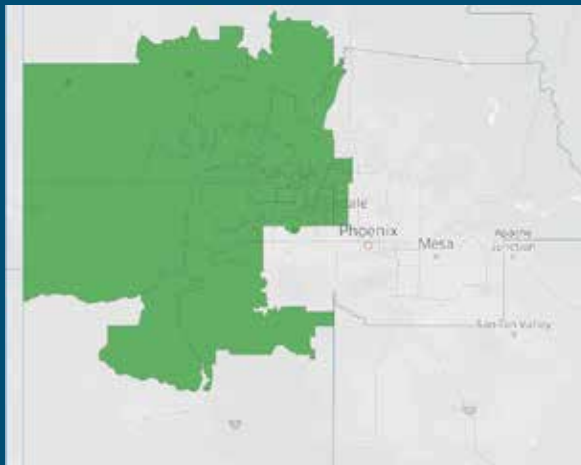
MOST SELECTED ISSUE WITHIN EACH TOPIC

Fraud, corruption, etc.
Border Security
Water quality systems

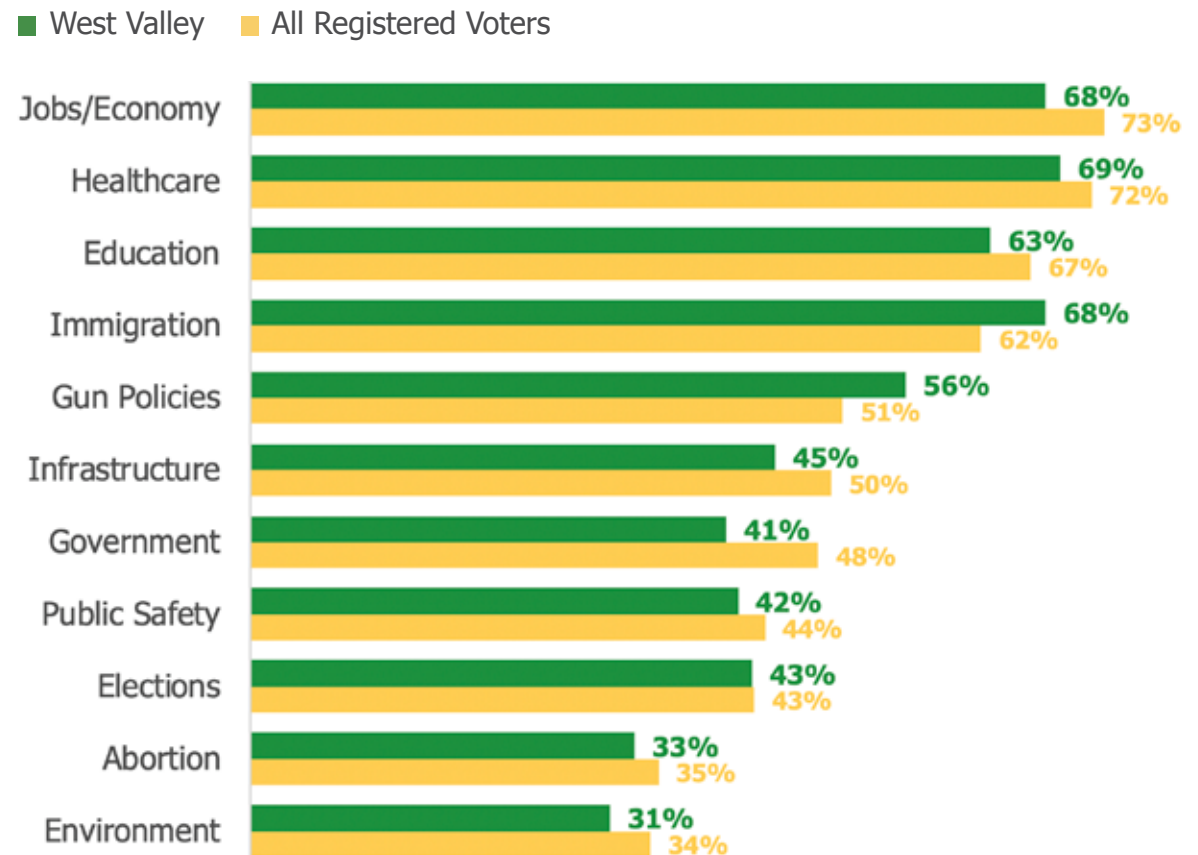
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=125)

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Regional Analysis: West Valley



Top “Want to Know” Topics



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=132)

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Regional Analysis: West Valley



TOP 3 MOST SELECTED TOPICS

Healthcare
Jobs/Economy
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Affordability of prescription drugs
Taxes
Border Security

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Gun Policies

MOST SELECTED ISSUE WITHIN EACH TOPIC

Access to handguns

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=132)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



“Need to Know”

Analyzing the issues that voters chose when they were limited to selecting only one issue (i.e., what they needed to know).

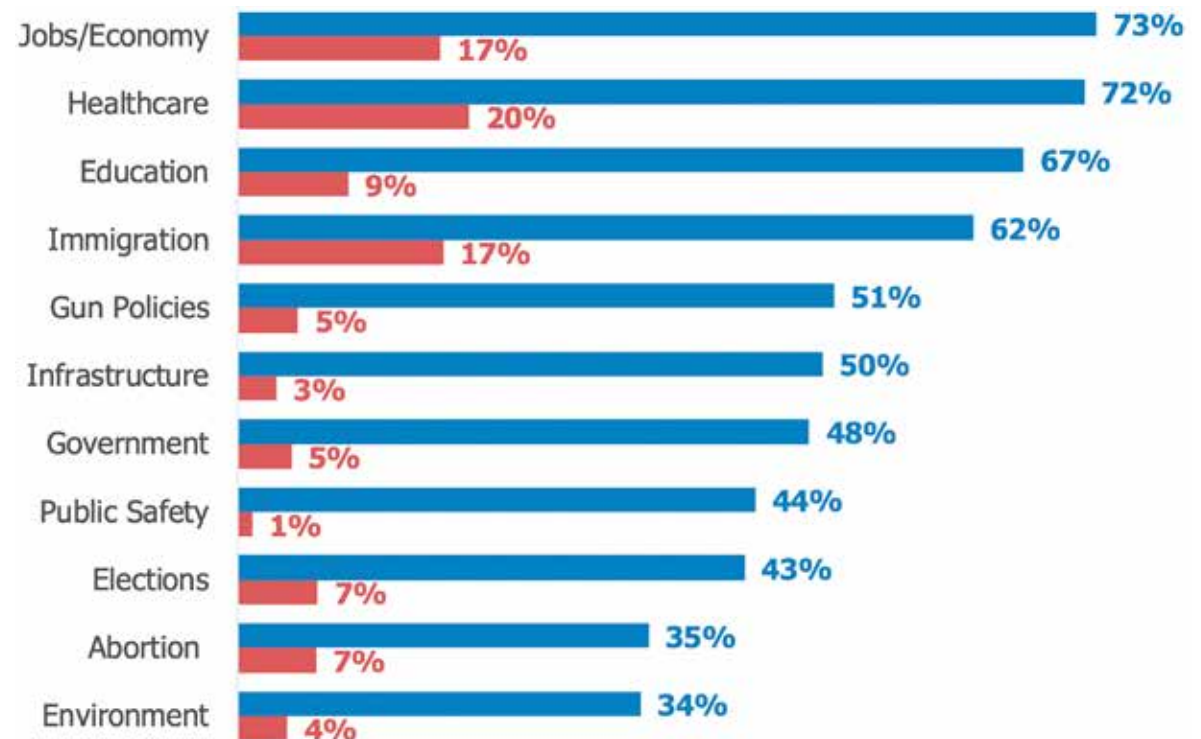
Day-to-Day Items Dominate the Topics Voters Want to Hear Candidates' Positions On

The topics that most registered voters would like to know a candidate's stance on are jobs/economy, healthcare, and education. Despite being "hot button" topics, Arizona voters are less concerned about a candidate's opinion on abortion or the environment.

When forced to pick *only* one option, immigration overtakes education in terms of importance.

Top "Want to Know" Topics

■ "Want to Know" ■ "Need to Know"



Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=800)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

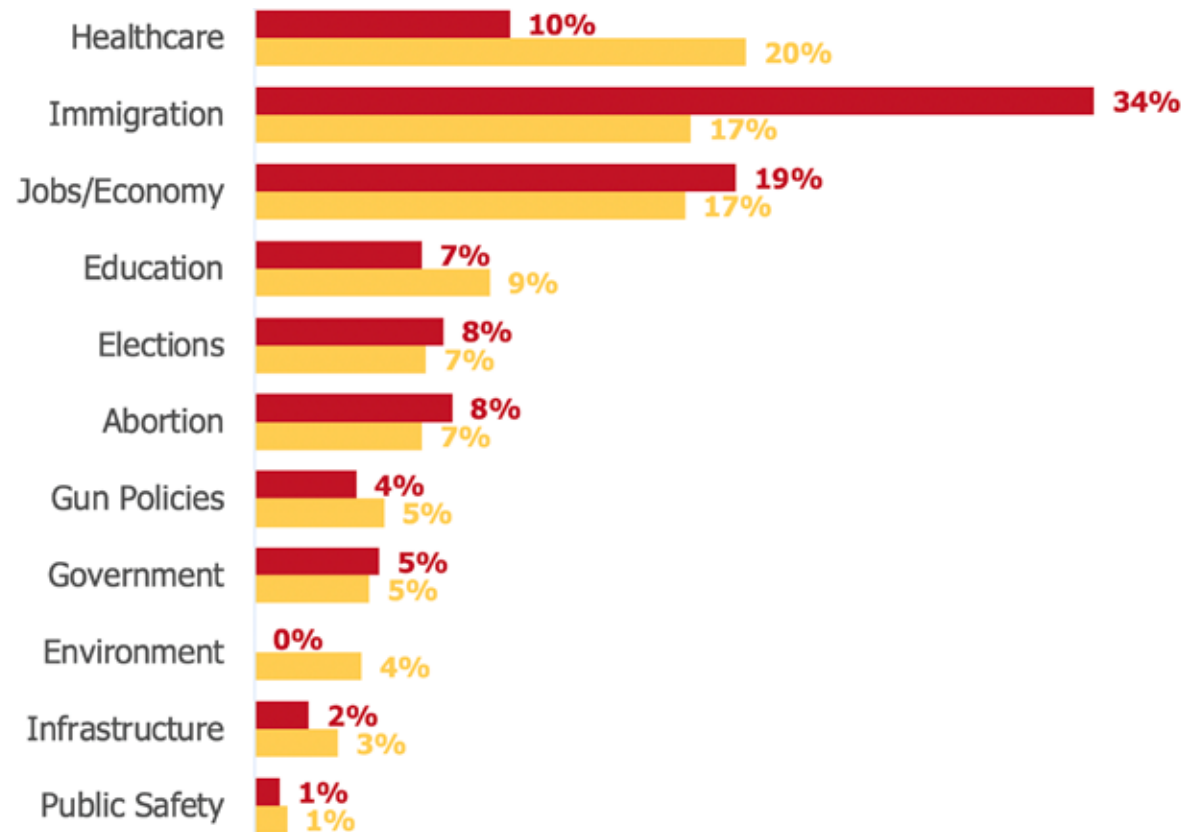


Likely GOP Primary Voters

The three most important topics likely Republican primary voters want to hear candidates address are immigration (34%), jobs/economy (19%), and healthcare (10%).

Top “Need to Know” Topics

■ Likely Republican Primary Voters ■ All Registered Voters



Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=300)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Summary of Likely GOP Primary Voters

63% willing to cross party lines if candidates agree with them on most issues

63% want parties to work together even if it requires compromise

84% want a candidate who will fight for their issues, even if it means angering other politicians



TOP 3 WANTED TOPICS

Jobs/Economy
Healthcare
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Taxes
Affordability of prescription drugs
Border Security

TOP 3 NEEDED TOPICS

Jobs/Economy
Healthcare
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Taxes
COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Border Security

TOPICS WANTED MORE OFTEN THAN AVERAGE

Government
Elections

MOST SELECTED ISSUE WITHIN EACH TOPIC

Fraud, corruption, etc.
Security Issues – mail-in voting, voter I.D., paper ballots, etc.

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=300)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

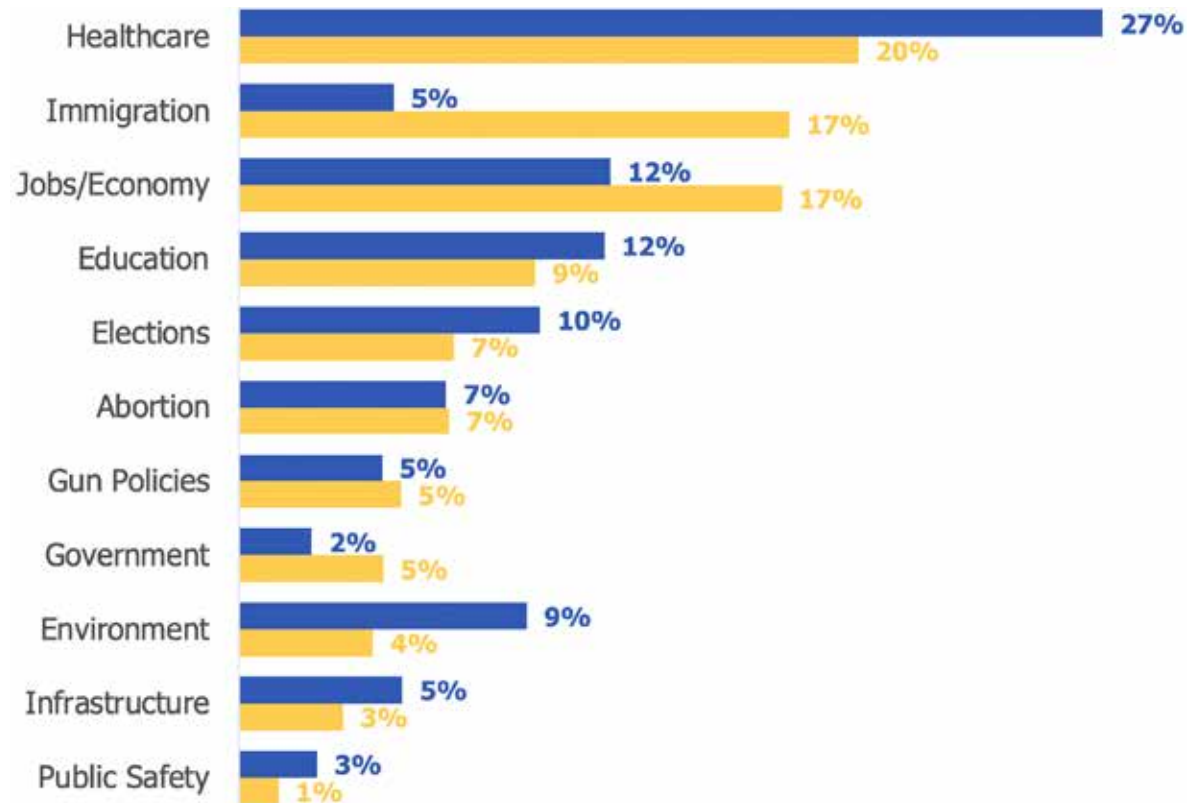


Likely Democratic Primary Voters

The three most important topics likely Democratic primary voters want to hear candidates address are healthcare (27%), jobs/economy (12%), and education (10%).

Top “Need to Know” Topics

■ Likely Democratic Primary Voters ■ All Registered Voters



Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=255)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Summary of Likely Democratic Primary Voters

72% think a candidate's attitude and temperament matter as much as their stances on policy issues

74% want parties to work together even if it requires compromise

76% think a politician should work to maintain good relationships with their fellow elected officials



TOP 3 WANTED TOPICS

Healthcare: COVID-19
Education
Jobs/Economy

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Teacher Pay
Minimum Wage

TOP 3 NEEDED TOPICS

Healthcare
Jobs/Economy
Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Minimum Wage
Teacher

TOPICS WANTED MORE OFTEN THAN AVERAGE

Abortion
Environment
Infrastructure
Gun Policies

MOST SELECTED ISSUE WITHIN EACH TOPIC

Laws regarding abortion access
Water Conservation
Improving roads, bridges, utilities
School Safety

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=255)

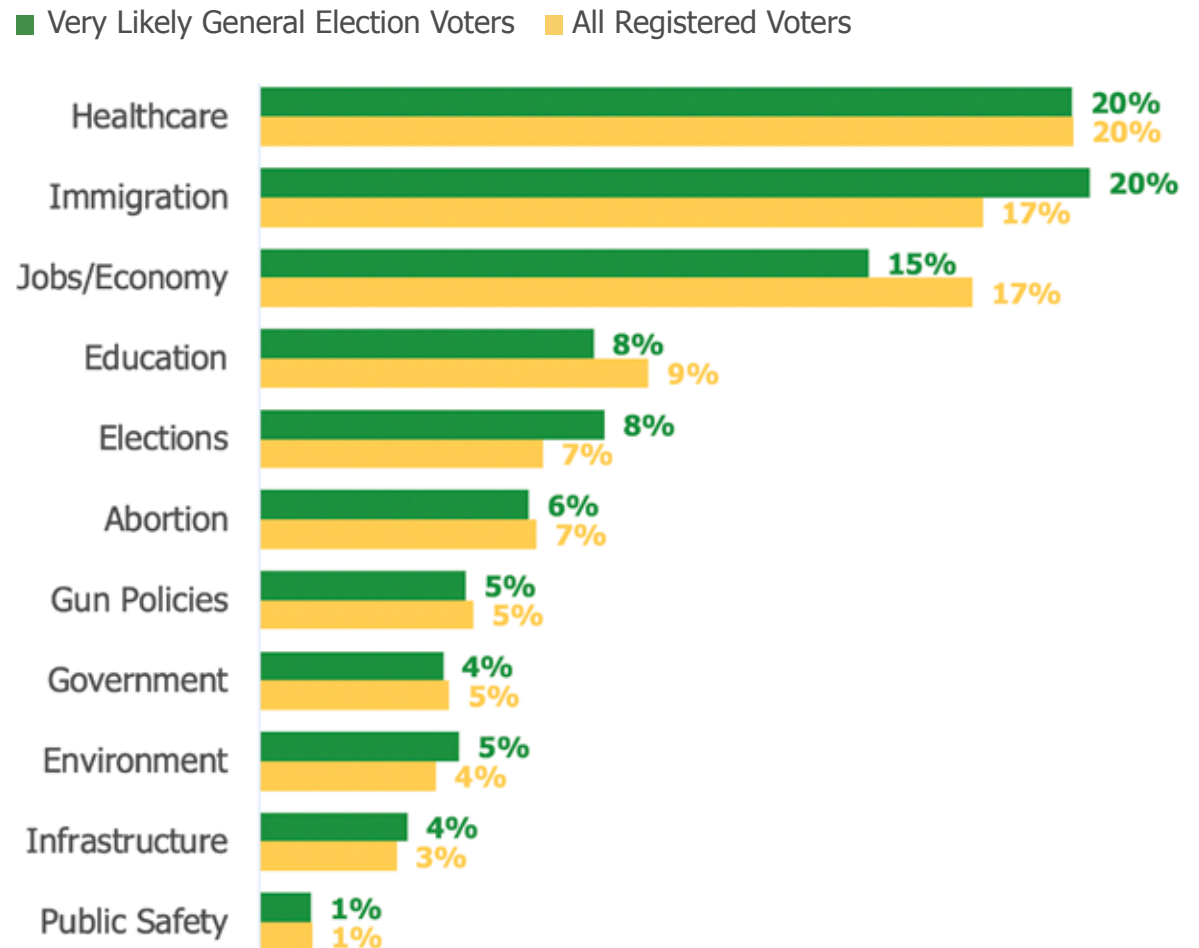
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Very Likely General Election Voters

The three most important topics that voters who are “very likely” to vote in November want to hear candidates address are healthcare (20%), immigration (20%), and jobs/economy (15%).

Top “Need to Know” Topics



Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=597)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Summary of Very Likely General Election Voters

70% think A politician should work to maintain good relationships with their fellow elected officials

71% want parties to work together even if it requires compromise

77% want a candidate who will fight for their issues, even if it means angering other politicians

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (=712)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

TOP 3 WANTED TOPICS

Jobs/Economy
Healthcare
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Taxes
Affordability of prescription drugs
Border security

TOP 3 NEEDED TOPICS

Healthcare
Immigration
Jobs/Economy

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Border Security
Taxes

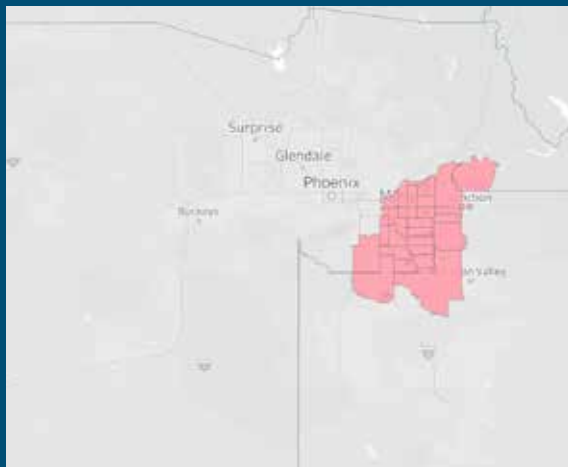
TOPICS WANTED MORE OFTEN THAN AVERAGE

Abortion
Election
Environment
Government
Infrastructure
Gun Policies

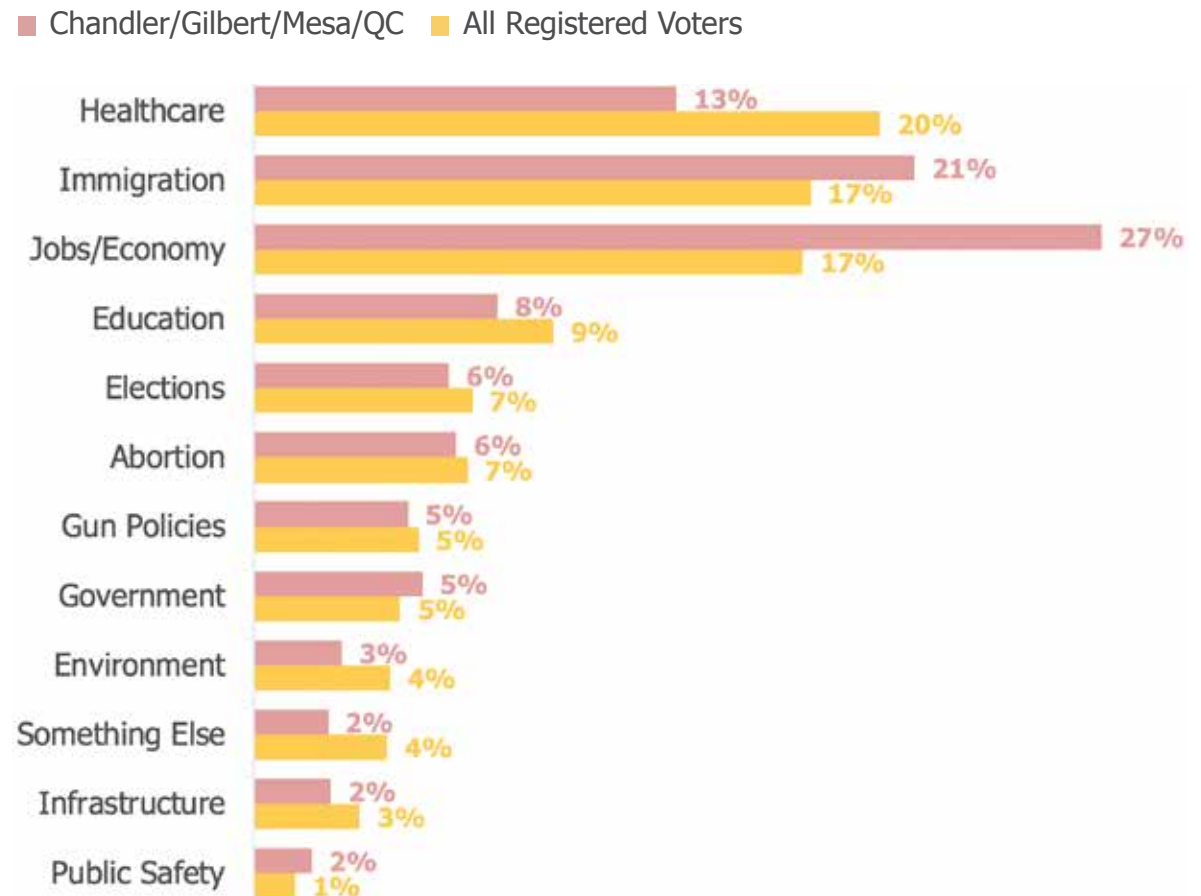
MOST SELECTED ISSUE WITHIN EACH TOPIC

Whether the candidate calls him/herself pro-life or pro-choice
Security Issues – mail-in voting, voter I.D., paper ballots, etc.
Water Conservation
Fraud, corruption, etc.
Improving roads, bridges, utilities
Access to handguns

Regional Analysis: Chandler/ Gilbert/ Mesa/QC



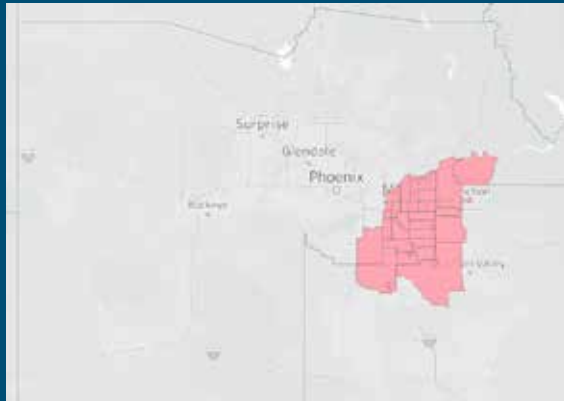
Top “Need to Know” Topics



Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=129)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Summary of Chandler/ Gilbert/ Mesa/QC



48% want their representatives to stand firm on their beliefs, even if it means not much gets done in government

70% are willing to cross party lines if candidates agree with them on most issues

82% want a candidate who will fight for their issues, even if it means angering other politicians

TOP 3 WANTED TOPICS

Jobs/Economy
Healthcare
Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

Taxes
COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Teacher Pay

TOP 3 NEEDED TOPICS

Jobs/Economy
Immigration
Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

Minimum Wage
Border Security
COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.

TOPICS WANTED MORE OFTEN THAN AVERAGE

Elections
Government
Immigration
Public Safety

MOST SELECTED ISSUE WITHIN EACH TOPIC

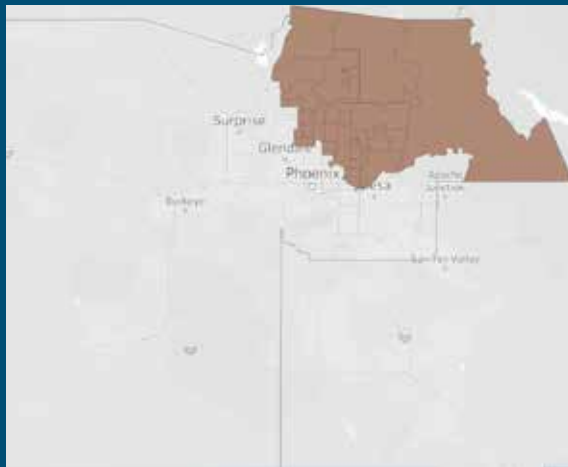
Security Issues – mail-in voting, voter I.D., paper ballots, etc.
Fraud, corruption, etc.
Border Security
Body cameras for all DPS officers

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=129)

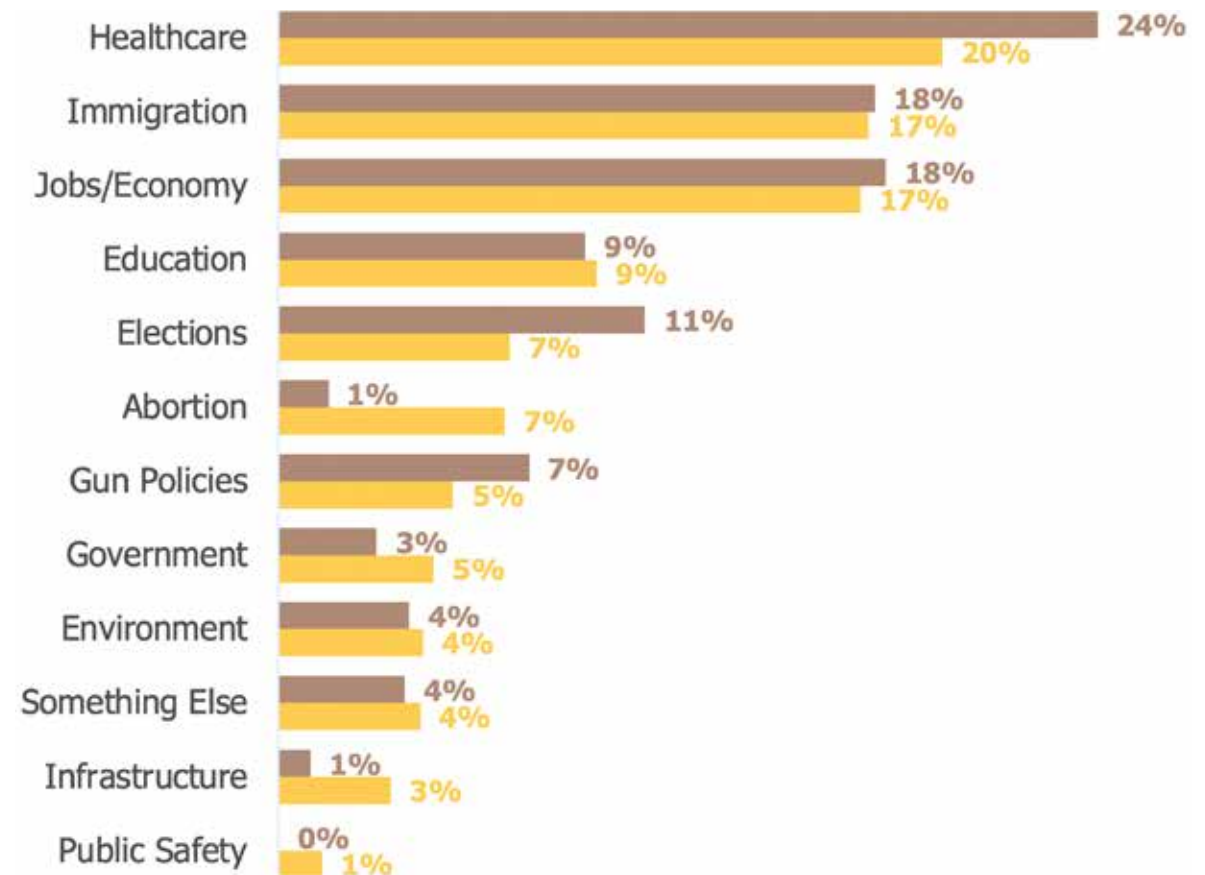
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: Scottsdale/ North PHX*



Top “Need to Know” Topics

■ Scottsdale/North PHX ■ All Registered Voters

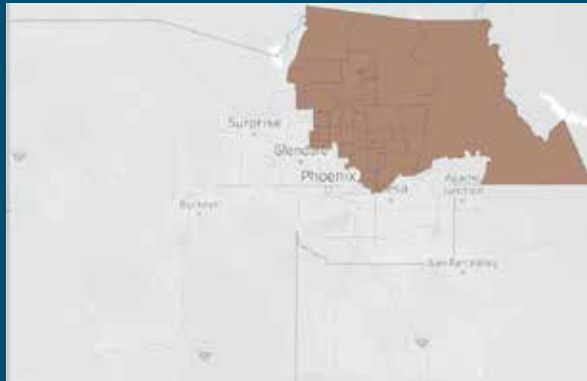


Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=87)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

*Due to small n-size, data is directional only

Summary of Scottsdale/ North PHX



69% willing to cross party lines if candidates agree with them on most issues

74% think a politician should work to maintain good relationships with their fellow elected officials

81% want a candidate who will fight for their issues, even if it means angering other politicians

TOP 3 WANTED TOPICS

Jobs/Economy
Healthcare
Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

Unemployment
Affordability of prescription drugs/
Expanding access to Arizona's seniors
Funding for supplies/technology

TOP 3 NEEDED TOPICS

Healthcare
Jobs/Economy
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Taxes
Border Security

TOPICS WANTED MORE OFTEN THAN AVERAGE

Elections
Infrastructure
Public Safety

MOST SELECTED ISSUE WITHIN EACH TOPIC

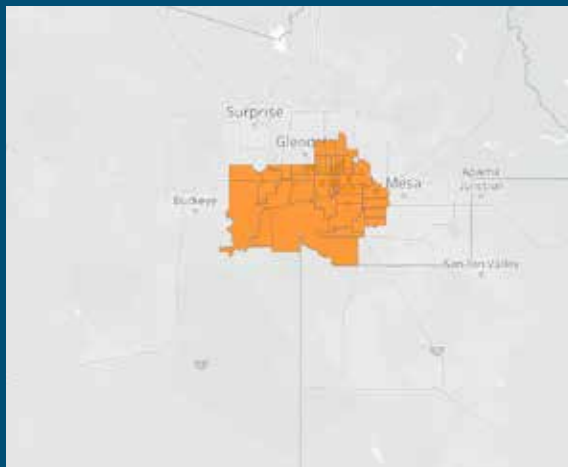
Security Issues – mail-in voting, voter I.D., paper ballots, etc.
Improving roads, bridges, utilities
Funding for Arizona Department of Public Safety

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=87)

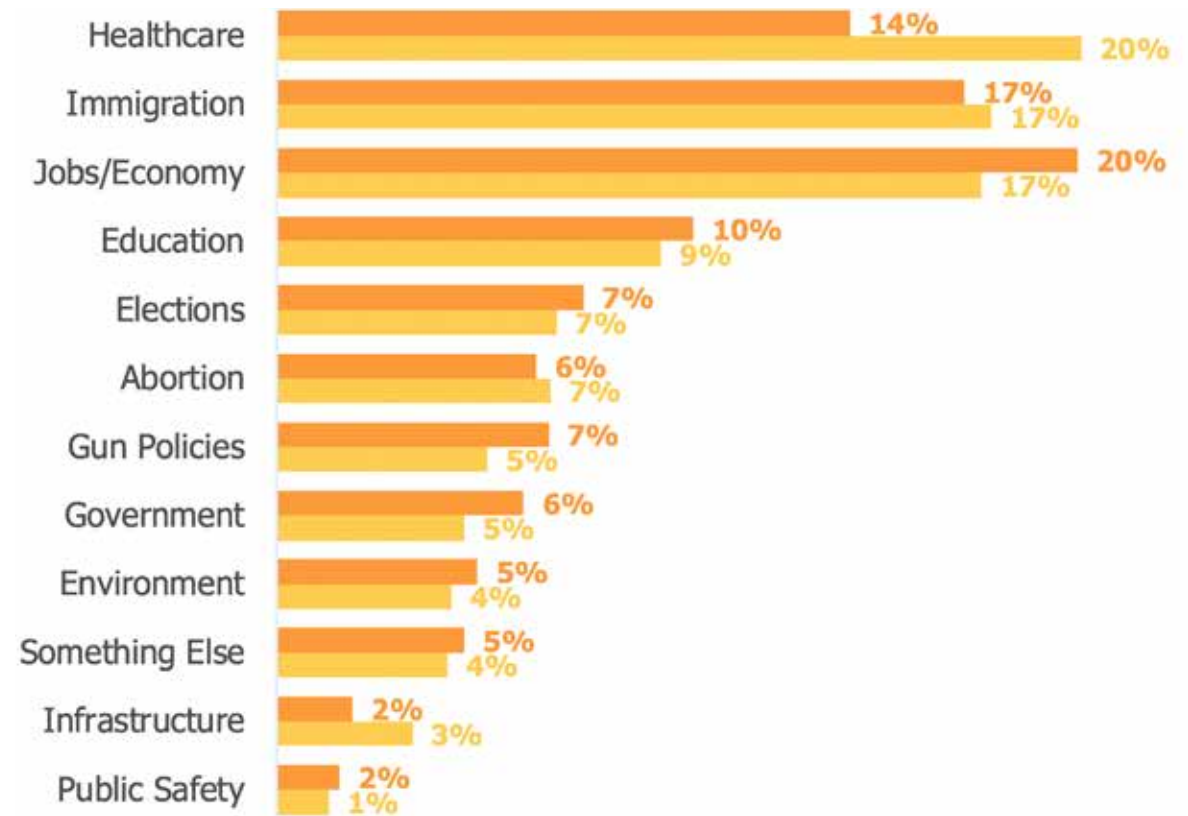
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: South PHX/ Tempe



Top “Need to Know” Topics

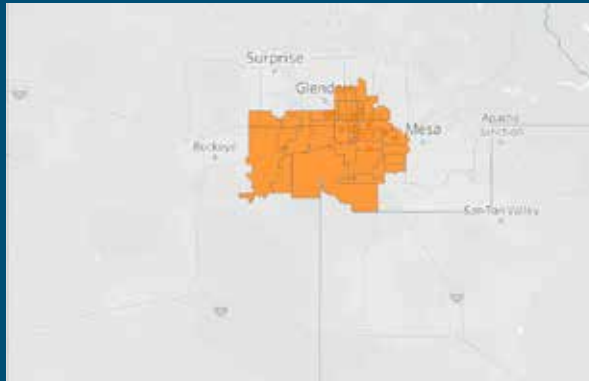
■ South PHX/Tempe ■ All Registered Voters



Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=147)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Summary of Scottsdale/ North PHX



33% think republicans are a danger to democracy

67% think a politician should work to maintain good relationships with their fellow elected officials

68% want a candidate who will fight for their issues, even if it means angering other politicians

TOP 3 WANTED TOPICS

Healthcare
Jobs/Economy
Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Unemployment
Teacher Pay

TOP 3 NEEDED TOPICS

Jobs/Economy
Immigration
Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

Unemployment
Border Security
COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.

TOPICS WANTED MORE OFTEN THAN AVERAGE

Abortion
Elections
Environment
Gun Policies

MOST SELECTED ISSUE WITHIN EACH TOPIC

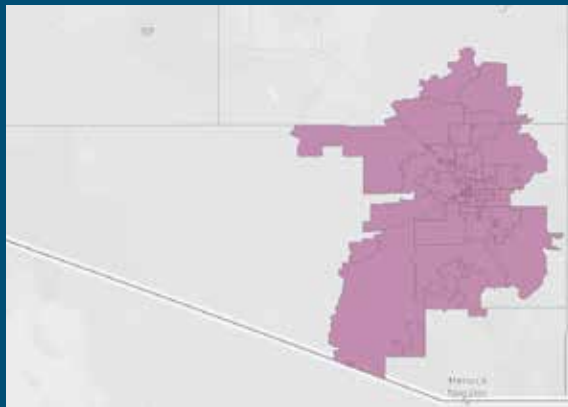
Whether the candidate calls him/herself pro-life or pro-choice
Laws making it easier for people to vote
Water Conservation
School Safety

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=147)

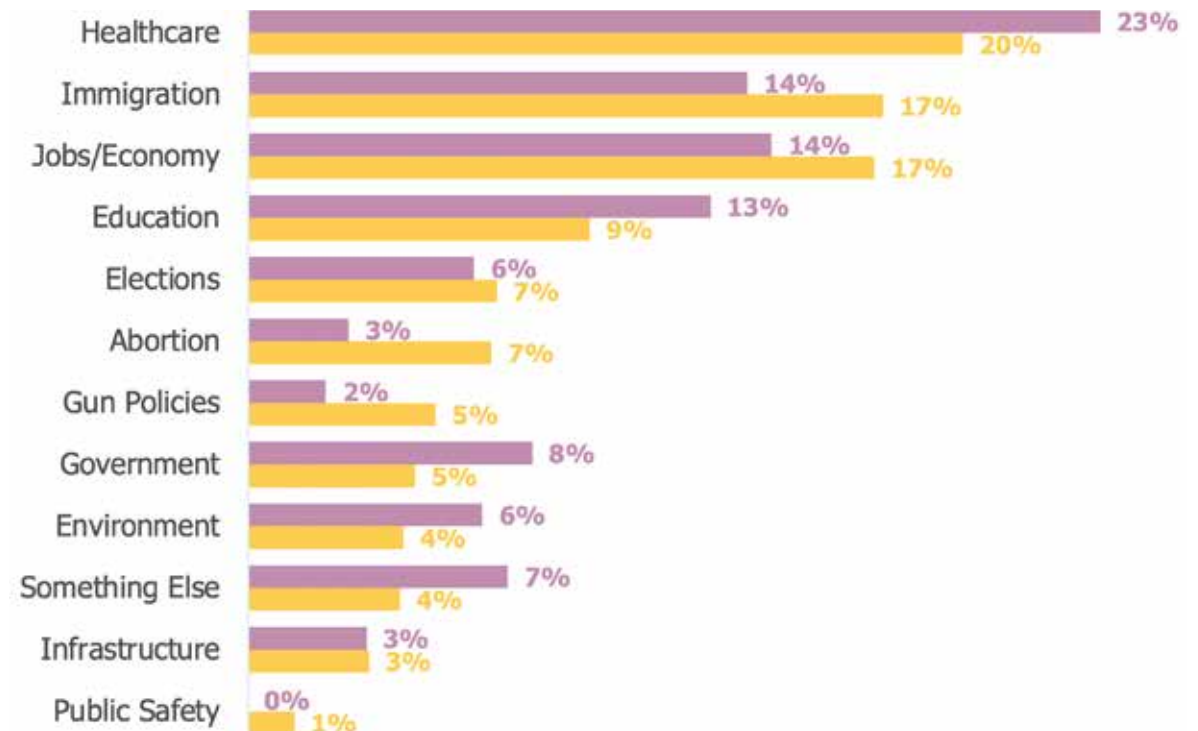
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: Tucson



Top “Need to Know” Topics

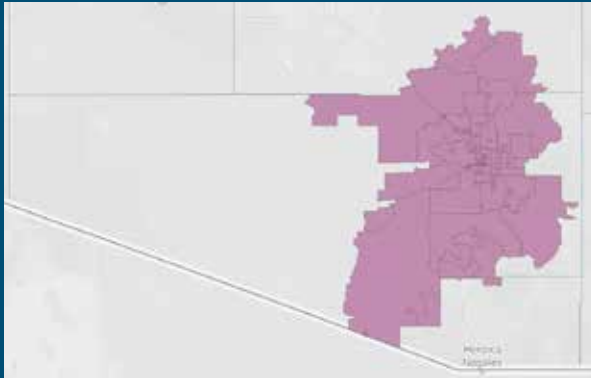
■ Tucson ■ All Registered Voters



Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=125)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Summary of Tucson



50% like some policies from both political parties

65% think a candidate's attitude and temperament matter as much as their stances on policy issues

74% want a candidate who will fight for their issues, even if it means angering other politicians



TOP 3 WANTED TOPICS

Healthcare
Jobs/Economy
Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Taxes
Teacher Pay

TOP 3 NEEDED TOPICS

Healthcare
Jobs/Economy
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Unemployment
Border Security

TOPICS WANTED MORE OFTEN THAN AVERAGE

Environment
Government

MOST SELECTED ISSUE WITHIN EACH TOPIC

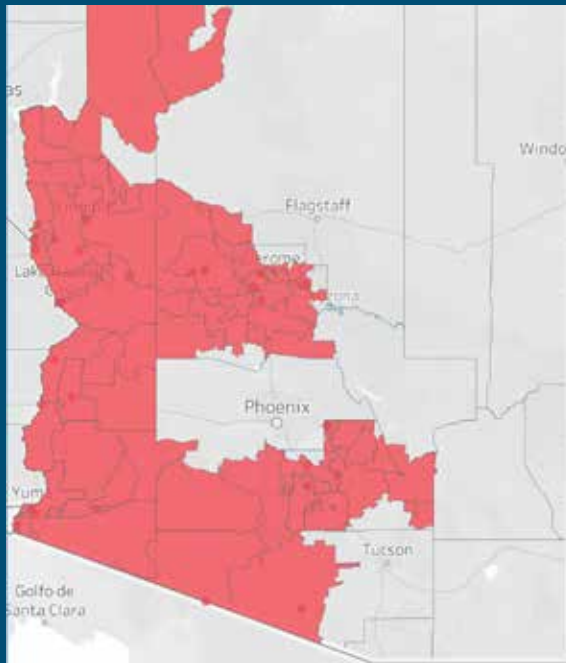
Water Conservation
Fraud, corruption, etc.

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=147)

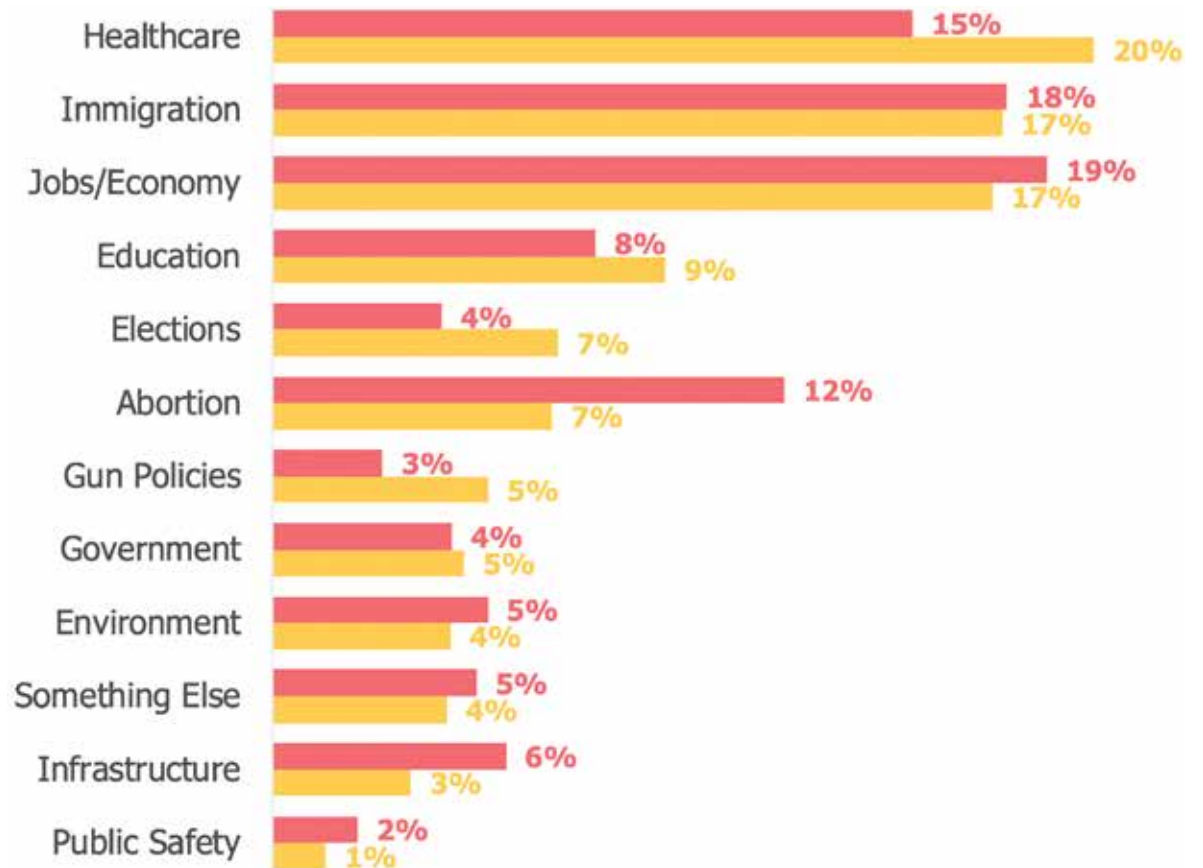
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: West Rural



Top “Need to Know” Topics

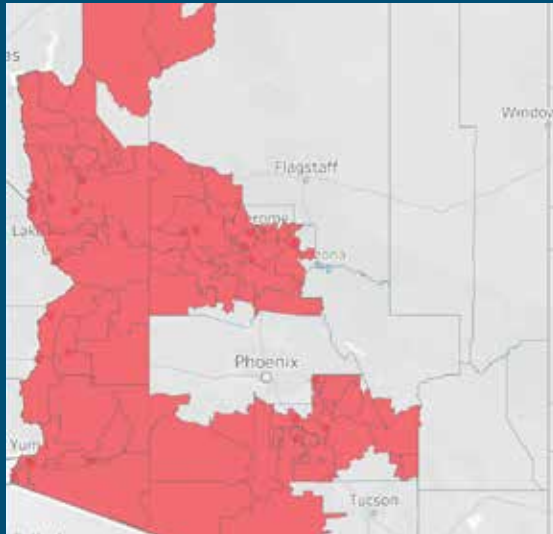
■ West Rural ■ All Registered Voters



Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=132)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Summary of Likely West Rural



36% think Republicans are a danger to democracy

52% like some policies from both political parties

77% want a candidate who will fight for their issues, even if it means angering other politicians

TOP 3 WANTED TOPICS

Education
Healthcare
Jobs/Economy

MOST SELECTED ISSUE WITHIN EACH TOPIC

Teacher Pay
Affordability of prescription drugs
Unemployment

TOP 3 NEEDED TOPICS

Jobs/Economy
Immigration
Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

Unemployment
Border Security
Affordability of prescription drugs

TOPICS WANTED MORE OFTEN THAN AVERAGE

Government
Immigration
Infrastructure

MOST SELECTED ISSUE WITHIN EACH TOPIC

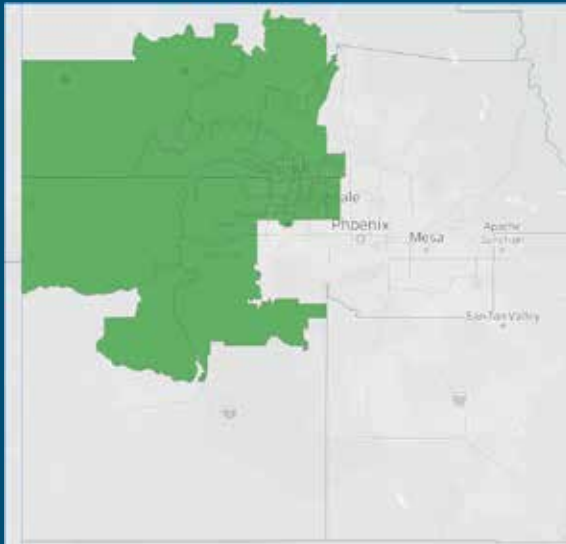
Fraud, corruption, etc.
Border Security
Water quality systems

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

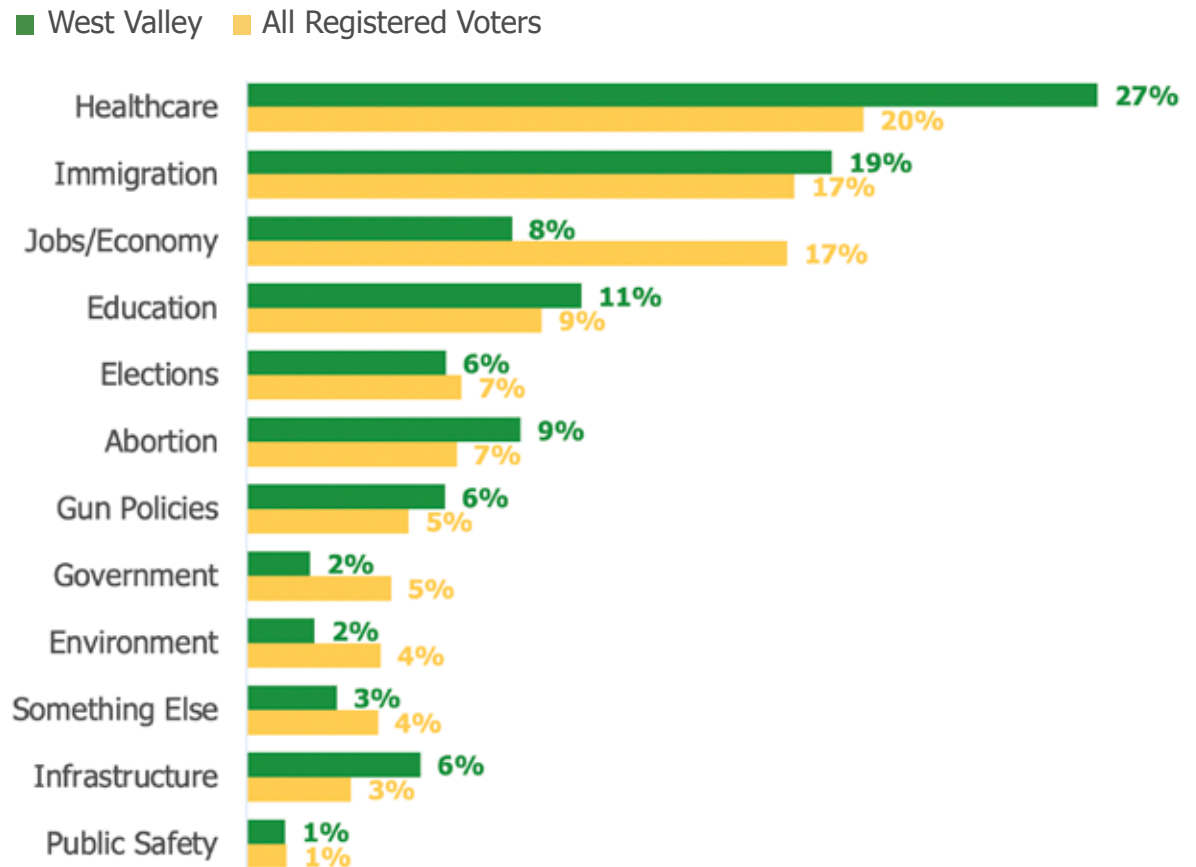
Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=147)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Regional Analysis: West Valley



Top “Need to Know” Topics



Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=132)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Summary of West Valley



40% see Democrats a danger to democracy

68% want parties to work together even if it requires compromise

76% think a politician should work to maintain good relationships with their fellow elected official

TOP 3 WANTED TOPICS

Healthcare
Jobs/Economy
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Affordability of prescription drugs
Taxes
Border Security

TOP 3 NEEDED TOPICS

Healthcare
Immigration
Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

Expanding access to Arizona's seniors
Border Security
Transgender Issues – sports and bathroom/locker room policies

TOPICS WANTED MORE OFTEN THAN AVERAGE

Gun Policies

MOST SELECTED ISSUE WITHIN EACH TOPIC

Access to handguns

Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=118)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Voter Behaviors

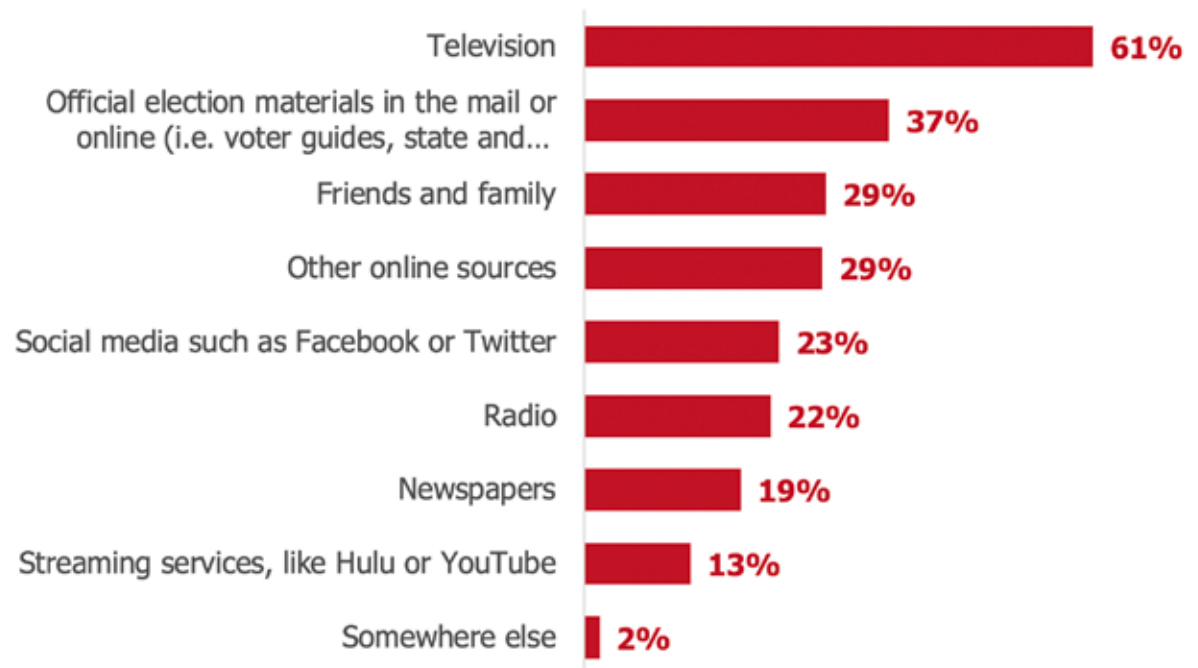
Best way to reach various types of voters – activists, often voters, less frequent voters



Likely GOP Primary Voters

Likely Republican primary election voters are less likely to use television, social media, newspapers, and streaming services than the average voter. They are about as likely to use the other sources listed.

Sources of Election Information for Likely GOP Primary Voters



Q) From which of the following sources do you get the most of your information about upcoming?
(n=300)

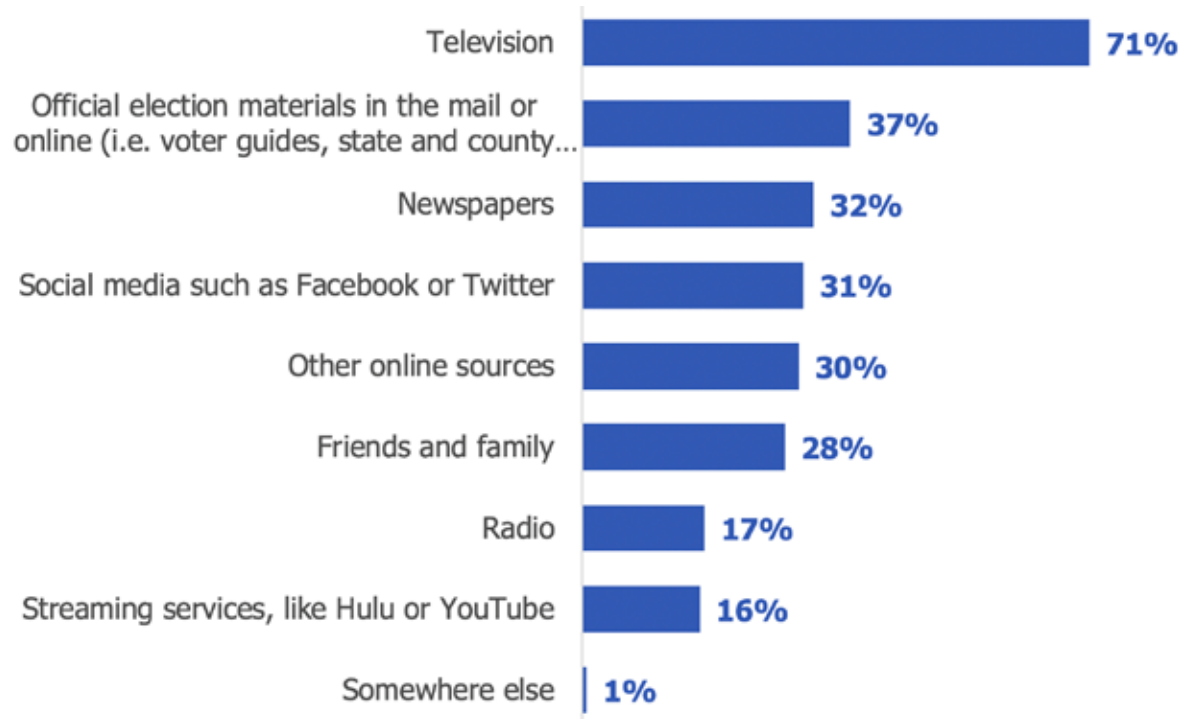
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Likely Democratic Primary Voters

Likely Democratic primary election voters are less likely to use radio and more likely to use newspapers to receive information than the average voter.

Sources of Election Information for Likely Democratic Primary Voters



Q) From which of the following sources do you get the most of your information about upcoming?
(n= 255)

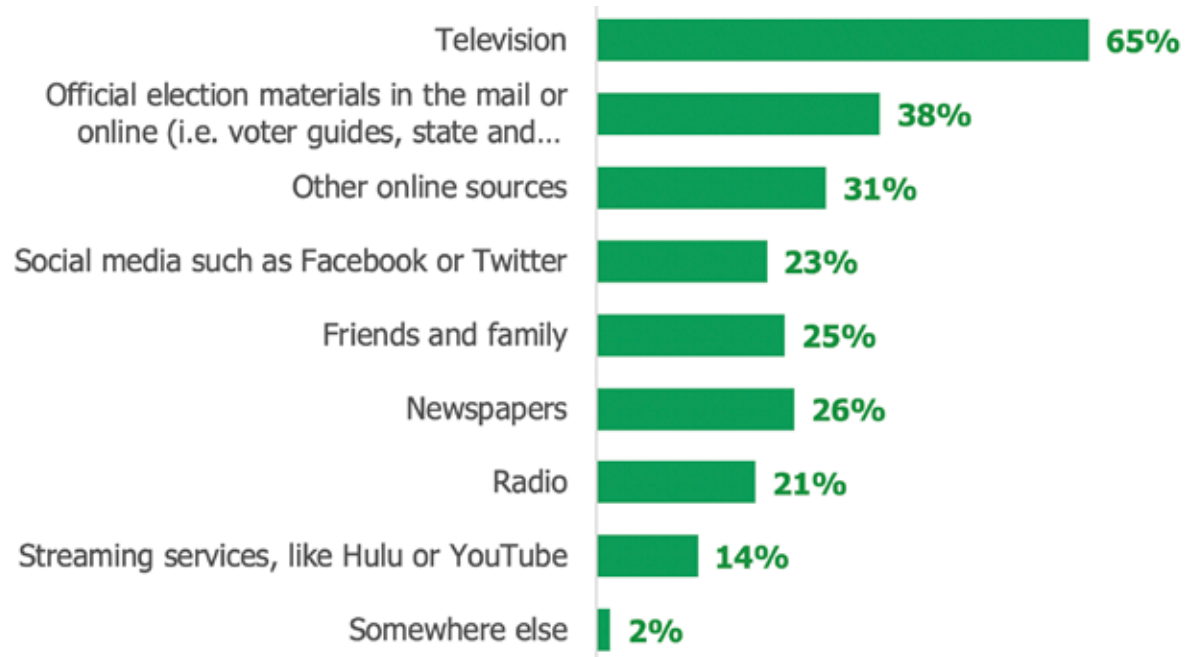
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Very likely General Election Voters

Very likely general election voters are more likely to use television and official election materials and less likely to rely on social media or friends and family than the average Arizona voter.

Sources of Election Information for Likely Democratic Primary Voters



Q) From which of the following sources do you get the most of your information about upcoming?
(n= 597)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Key Takeaways & Actionable Insights

Day-to-day items dominate the topics voters want to hear candidates' positions on. Although certain topics may cross the ideological spectrum in terms of what different types of voters care about (e.g., jobs/economy being in Democratic and Republican primary voters' top areas of interest), diving deeper into these areas reveal different issues that are important to different voters (e.g., Democratic primary voters wanting to hear positions on the minimum wage and GOPers wanting to hear about taxes).

The most popular method that voters use to gather election information is via television – by a large margin. Between 60% and 70% of voters (depending on their characteristics) stay informed through their TV sets, far outpacing the second most common source of election information: official election materials. An effective election information “campaign” will broadcast debates on television, followed up with official information via website or physical mail.



PREDICTIVE
INSIGHTS

Thank You

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