Project Objectives

1. 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

2. 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**

<table>
<thead>
<tr>
<th></th>
<th>REP</th>
<th>DEM</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>46%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Aged 65+
- 82% Republican (17% Independent)
- Some college or less
- HHI $50k to $100k
- Live in rural areas
- Male
- Non-Hispanic, White
- Arizona resident 20+ years

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

- 46% REP
- 39% DEM
- 15% 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

<table>
<thead>
<tr>
<th></th>
<th>REP</th>
<th>DEM</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>46%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Aged 18-34
College grad
HHI less than $50K
Live in suburban area
Female
Arizona resident less than 5 years

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.
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.

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

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Likely Republican Primary Voters</th>
<th>All Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs/Economy</td>
<td>80%</td>
<td>73%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>63%</td>
<td>72%</td>
</tr>
<tr>
<td>Education</td>
<td>61%</td>
<td>67%</td>
</tr>
<tr>
<td>Immigration</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Gun Policies</td>
<td>42%</td>
<td>51%</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>43%</td>
<td>50%</td>
</tr>
<tr>
<td>Government</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>Public Safety</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Elections</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>Abortion</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>Environment</td>
<td>22%</td>
<td>34%</td>
</tr>
</tbody>
</table>

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%).

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.

<table>
<thead>
<tr>
<th>Top “Want to Know” Topics</th>
<th>Very Likely General Elections Voters</th>
<th>All Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs/Economy</td>
<td>72%</td>
<td>73%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>71%</td>
<td>72%</td>
</tr>
<tr>
<td>Education</td>
<td>66%</td>
<td>67%</td>
</tr>
<tr>
<td>Immigration</td>
<td>67%</td>
<td>62%</td>
</tr>
<tr>
<td>Gun Policies</td>
<td>53%</td>
<td>51%</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>55%</td>
<td>50%</td>
</tr>
<tr>
<td>Government</td>
<td>51%</td>
<td>48%</td>
</tr>
<tr>
<td>Public Safety</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Elections</td>
<td>49%</td>
<td>43%</td>
</tr>
<tr>
<td>Abortion</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>Environment</td>
<td>36%</td>
<td>34%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>TOP 3 MOST SELECTED TOPICS</th>
<th>MUST SELECTED ISSUE WITHIN EACH TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs/Economy</td>
<td>Taxes</td>
</tr>
<tr>
<td>Healthcare</td>
<td>Affordability of prescription drugs</td>
</tr>
<tr>
<td>Immigration</td>
<td>Border Security</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER</th>
<th>MOST SELECTED ISSUE WITHIN EACH TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abortion</td>
<td>Whether the candidate calls him/herself pro-life or pro-choice</td>
</tr>
<tr>
<td>Elections</td>
<td>Security Issues – mail-in voting, voter I.D., paper ballots, etc.</td>
</tr>
<tr>
<td>Environment</td>
<td>Water Conservation</td>
</tr>
<tr>
<td>Government</td>
<td>Fraud, corruption, etc.</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Improving roads, bridges, utilities</td>
</tr>
<tr>
<td>Gun Policies</td>
<td>Access to handguns</td>
</tr>
</tbody>
</table>

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.
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.
### TOP 3 MOST SELECTED TOPICS

- Jobs/Economy
- Healthcare
- Education

### TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

- Elections
- Government
- Immigration
- Public Safety

### MOST SELECTED ISSUE WITHIN EACH TOPIC

#### Jobs/Economy
- Taxes

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

#### Education
- Teacher Pay

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

#### Government
- Fraud, corruption, etc.

#### Immigration
- Border Security

#### Public Safety
- 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.
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

<table>
<thead>
<tr>
<th>Jobs/Economy</th>
<th>Healthcare</th>
<th>Education</th>
</tr>
</thead>
</table>

#### 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

<table>
<thead>
<tr>
<th>Elections</th>
<th>Infrastructure</th>
<th>Public Safety</th>
</tr>
</thead>
</table>

#### 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)

† 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
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

Top “Want to Know” Topics

- Jobs/Economy: 69% (South PHX/Tempe) vs. 73% (All Registered Voters)
- Healthcare: 65% (South PHX/Tempe) vs. 67% (All Registered Voters)
- Education: 57% (South PHX/Tempe) vs. 62% (All Registered Voters)
- Immigration: 47% (South PHX/Tempe) vs. 50% (All Registered Voters)
- Gun Policies: 42% (South PHX/Tempe) vs. 44% (All Registered Voters)
- Infrastructure: 44% (South PHX/Tempe) vs. 43% (All Registered Voters)
- Environment: 35% (South PHX/Tempe) vs. 34% (All Registered Voters)
<table>
<thead>
<tr>
<th>TOP 3 MOST SELECTED TOPICS</th>
<th>MOST SELECTED ISSUE WITHIN EACH TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.</td>
</tr>
<tr>
<td>Jobs/Economy</td>
<td>Unemployment</td>
</tr>
<tr>
<td>Immigration</td>
<td>Border Security</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER</th>
<th>MOST SELECTED ISSUE WITHIN EACH TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abortion</td>
<td>Whether the candidate calls him/herself pro-life or pro-choice</td>
</tr>
<tr>
<td>Elections</td>
<td>Laws making it easier for people to vote</td>
</tr>
<tr>
<td>Environment</td>
<td>Water Conservation</td>
</tr>
<tr>
<td>Gun Policies</td>
<td>School Safety</td>
</tr>
</tbody>
</table>

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.
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

<table>
<thead>
<tr>
<th>TOP 3 MOST SELECTED TOPICS</th>
<th>MOST SELECTED ISSUE WITHIN EACH TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.</td>
</tr>
<tr>
<td>Jobs/Economy</td>
<td>Taxes</td>
</tr>
<tr>
<td>Education</td>
<td>Teacher Pay</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER</th>
<th>MOST SELECTED ISSUE WITHIN EACH TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>Water Conservation</td>
</tr>
<tr>
<td>Government</td>
<td>Fraud, corruption, etc.</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>TOP 3 MOST SELECTED TOPICS</th>
<th>MOST SELECTED ISSUE WITHIN EACH TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>Affordability of prescription drugs</td>
</tr>
<tr>
<td>Jobs/Economy</td>
<td>Taxes</td>
</tr>
<tr>
<td>Immigration</td>
<td>Border Security</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER</th>
<th>MOST SELECTED ISSUE WITHIN EACH TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gun Policies</td>
<td>Access to handguns</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Want to Know</th>
<th>Need to Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs/Economy</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Healthcare</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>67%</td>
<td>62%</td>
</tr>
<tr>
<td>Immigration</td>
<td>62%</td>
<td>51%</td>
</tr>
<tr>
<td>Gun Policies</td>
<td>50%</td>
<td>48%</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>50%</td>
<td>44%</td>
</tr>
<tr>
<td>Government</td>
<td>48%</td>
<td>43%</td>
</tr>
<tr>
<td>Public Safety</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>Elections</td>
<td></td>
<td>34%</td>
</tr>
<tr>
<td>Abortion</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>Environment</td>
<td></td>
<td>34%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Likely Republican Primary Voters</th>
<th>All Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Immigration</td>
<td>34%</td>
<td>17%</td>
</tr>
<tr>
<td>Jobs/Economy</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Education</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Elections</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Abortion</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Gun Policies</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Government</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Environment</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Public Safety</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

**TOP 3 NEEDED TOPICS**

Jobs/Economy  
Healthcare  
Immigration

**TOPICS WANTED MORE OFTEN THAN AVERAGE**

Government  
Elections

**MOST SELECTED ISSUE WITHIN EACH TOPIC**

Taxes  
Affordability of prescription drugs  
Border Security

**MOST SELECTED ISSUE WITHIN EACH TOPIC**

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

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%).

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%).

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.
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

### Top 3 Needed Topics

- Jobs/Economy
- Immigration
- Healthcare

### Topics Wanted More Often Than Average

- Elections
- Government
- Immigration
- Public Safety

---

### Most Selected Issue Within Each Topic

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

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

#### Education
- 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.
Top “Need to Know” Topics

- **Healthcare**
  - Scottsdale/North PHX: 9%
  - All Registered Voters: 20%
- **Immigration**
  - Scottsdale/North PHX: 7%
  - All Registered Voters: 18%
- **Jobs/Economy**
  - Scottsdale/North PHX: 11%
  - All Registered Voters: 17%
- **Education**
  - Scottsdale/North PHX: 8%
  - All Registered Voters: 9%
- **Elections**
  - Scottsdale/North PHX: 7%
  - All Registered Voters: 11%
- **Abortion**
  - Scottsdale/North PHX: 7%
  - All Registered Voters: 7%
- **Gun Policies**
  - Scottsdale/North PHX: 5%
  - All Registered Voters: 7%
- **Government**
  - Scottsdale/North PHX: 3%
  - All Registered Voters: 5%
- **Environment**
  - Scottsdale/North PHX: 4%
  - All Registered Voters: 4%
- **Something Else**
  - Scottsdale/North PHX: 4%
  - All Registered Voters: 4%
- **Infrastructure**
  - Scottsdale/North PHX: 1%
  - All Registered Voters: 3%
- **Public Safety**
  - Scottsdale/North PHX: 1%
  - All Registered Voters: 0%

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

#### TOP 3 NEEDED TOPICS
- Healthcare
- Jobs/Economy
- Immigration

#### TOPICS WANTED MORE OFTEN THAN AVERAGE
- Elections
- Infrastructure
- Public Safety

#### MOST SELECTED ISSUE WITHIN EACH TOPIC

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs/Economy</td>
<td>Unemployment</td>
</tr>
<tr>
<td></td>
<td>Affordability of prescription drugs/Expanding access to Arizona’s seniors</td>
</tr>
<tr>
<td></td>
<td>Funding for supplies/technology</td>
</tr>
<tr>
<td>Healthcare</td>
<td>COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.</td>
</tr>
<tr>
<td></td>
<td>Taxes</td>
</tr>
<tr>
<td></td>
<td>Border Security</td>
</tr>
<tr>
<td>Education</td>
<td>Security Issues – mail-in voting, voter I.D., paper ballots, etc.</td>
</tr>
<tr>
<td></td>
<td>Improving roads, bridges, utilities</td>
</tr>
<tr>
<td></td>
<td>Funding for Arizona Department of Public Safety</td>
</tr>
</tbody>
</table>

---

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

- Healthcare: 14% (South PHX/Tempe), 20% (All Registered Voters)
- Immigration: 17% (South PHX/Tempe), 17% (All Registered Voters)
- Jobs/Economy: 17% (South PHX/Tempe), 20% (All Registered Voters)
- Education: 10% (South PHX/Tempe), 9% (All Registered Voters)
- Elections: 7% (South PHX/Tempe), 7% (All Registered Voters)
- Abortion: 6% (South PHX/Tempe), 7% (All Registered Voters)
- Gun Policies: 5% (South PHX/Tempe), 7% (All Registered Voters)
- Government: 6% (South PHX/Tempe), 5% (All Registered Voters)
- Environment: 4% (South PHX/Tempe), 5% (All Registered Voters)
- Something Else: 5% (South PHX/Tempe), 4% (All Registered Voters)
- Infrastructure: 3% (South PHX/Tempe), 2% (All Registered Voters)
- Public Safety: 1% (South PHX/Tempe), 2% (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.
TOP 3 WANTED TOPICS
Healthcare
Jobs/Economy
Education

TOP 3 NEEDED TOPICS
Jobs/Economy
Immigration
Healthcare

TOPICS WANTED MORE OFTEN THAN AVERAGE
Abortion
Elections
Environment
Gun Policies

MOST SELECTED ISSUE WITHIN EACH TOPIC
COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.
Unemployment
Teacher Pay

MOST SELECTED ISSUE WITHIN EACH TOPIC
Unemployment
Border Security
COVID-19 – stay-at-home orders, mask mandates, vaccine mandates, etc.

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Tucson</th>
<th>All Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>Immigration</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Jobs/Economy</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Education</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Elections</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Abortion</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Gun Policies</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Government</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Environment</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Something Else</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Public Safety</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

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.
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

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.
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.
<table>
<thead>
<tr>
<th>Summary of West Valley</th>
</tr>
</thead>
</table>

**TOP 3 WANTED TOPICS**
- Healthcare
- Jobs/Economy
- Immigration

**TOP 3 NEEDED TOPICS**
- Healthcare
- Immigration
- Education

**TOPICS WANTED MORE OFTEN THAN AVERAGE**
- Gun Policies

**MOST SELECTED ISSUE WITHIN EACH TOPIC**
- Healthcare
  - Affordability of prescription drugs
  - Taxes
  - Border Security

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

- Jobs/Economy
  - 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

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>71%</td>
</tr>
<tr>
<td>Official election materials in the mail or online (i.e. voter guides, state and county...)</td>
<td>37%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>32%</td>
</tr>
<tr>
<td>Social media such as Facebook or Twitter</td>
<td>31%</td>
</tr>
<tr>
<td>Other online sources</td>
<td>30%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>28%</td>
</tr>
<tr>
<td>Radio</td>
<td>17%</td>
</tr>
<tr>
<td>Streaming services, like Hulu or YouTube</td>
<td>16%</td>
</tr>
<tr>
<td>Somewhere else</td>
<td>1%</td>
</tr>
</tbody>
</table>

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 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**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>65%</td>
</tr>
<tr>
<td>Official election materials in the mail or online (i.e. voter guides, state and...</td>
<td>38%</td>
</tr>
<tr>
<td>Other online sources</td>
<td>31%</td>
</tr>
<tr>
<td>Social media such as Facebook or Twitter</td>
<td>23%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>25%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>26%</td>
</tr>
<tr>
<td>Radio</td>
<td>21%</td>
</tr>
<tr>
<td>Streaming services, like Hulu or YouTube</td>
<td>14%</td>
</tr>
<tr>
<td>Somewhere else</td>
<td>2%</td>
</tr>
</tbody>
</table>

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.
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.
Thank You
Appendices

Research Methodology and Additional Analysis
Arizona Registered Voters

Survey Conducted on March 21st 2022 - March 29th 2022

800 Registered Voters with a MoE +/- 3.46%, Online Opt-In Panel Survey
*Totals may not sum 100% due to rounding
Weight Variable = Arizona Registered Voters

<table>
<thead>
<tr>
<th></th>
<th>Total Column % (&amp; Others)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Sample Size</td>
<td>800</td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Region</strong></td>
<td></td>
</tr>
<tr>
<td>Sample Size</td>
<td>800</td>
</tr>
<tr>
<td>Maricopa</td>
<td>61%</td>
</tr>
<tr>
<td>Pima</td>
<td>15%</td>
</tr>
<tr>
<td>Rural</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>Sample Size</td>
<td>800</td>
</tr>
<tr>
<td>17 or younger</td>
<td>0%</td>
</tr>
<tr>
<td>18-34</td>
<td>25%</td>
</tr>
<tr>
<td>35-44</td>
<td>15%</td>
</tr>
<tr>
<td>45-54</td>
<td>15%</td>
</tr>
<tr>
<td>55-64</td>
<td>17%</td>
</tr>
<tr>
<td>65+</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Party_combined</strong></td>
<td></td>
</tr>
<tr>
<td>Sample Size</td>
<td>800</td>
</tr>
<tr>
<td>REP</td>
<td>35%</td>
</tr>
<tr>
<td>DEM</td>
<td>32%</td>
</tr>
<tr>
<td>IND</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Race/ethnicity</strong></td>
<td></td>
</tr>
<tr>
<td>Sample Size</td>
<td>800</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>65%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>23%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Education_combined</strong></td>
<td></td>
</tr>
<tr>
<td>Sample Size</td>
<td>800</td>
</tr>
<tr>
<td>HS or Less</td>
<td>26%</td>
</tr>
<tr>
<td>Some College</td>
<td>39%</td>
</tr>
<tr>
<td>College Graduate</td>
<td>21%</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>14%</td>
</tr>
</tbody>
</table>
Research Methodology – Arizona Registered Voters

This poll was conducted as an online opt-in panel survey. The survey was completed by OH Predictive Insights from March 21, 2022 – March 29, 2022, from an Arizona registered voters sample. The sample size of this survey was 800 Arizona registered voters, whose demographics were weighted to accurately reflect registered voter population based on gender, region, age, ethnicity, education-level, and party affiliation based on the most recent census data—the exact percentages can be found in the table below. The sample of 800 registered voters yielded a MoE of ± 3%.

*Numbers may not equal 100% due to rounding.