



AZ CITIZENS CLEAN ELECTIONS COMMISSION

Public Opinion
Survey Results

April 13, 2022



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

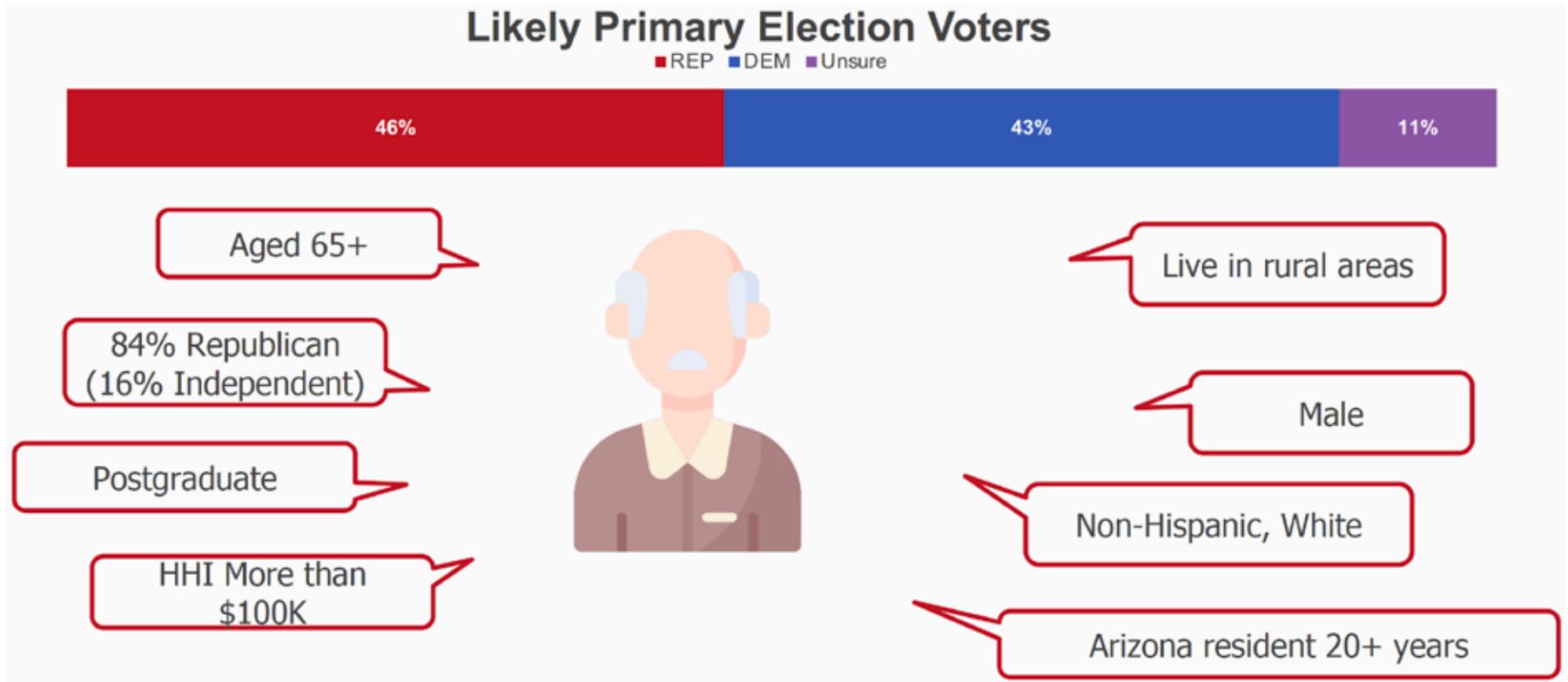


Voter Perceptions and Opinions

Key Top Issues
for Candidates
to Focus on



Profile: Likely Democratic Primary Voters

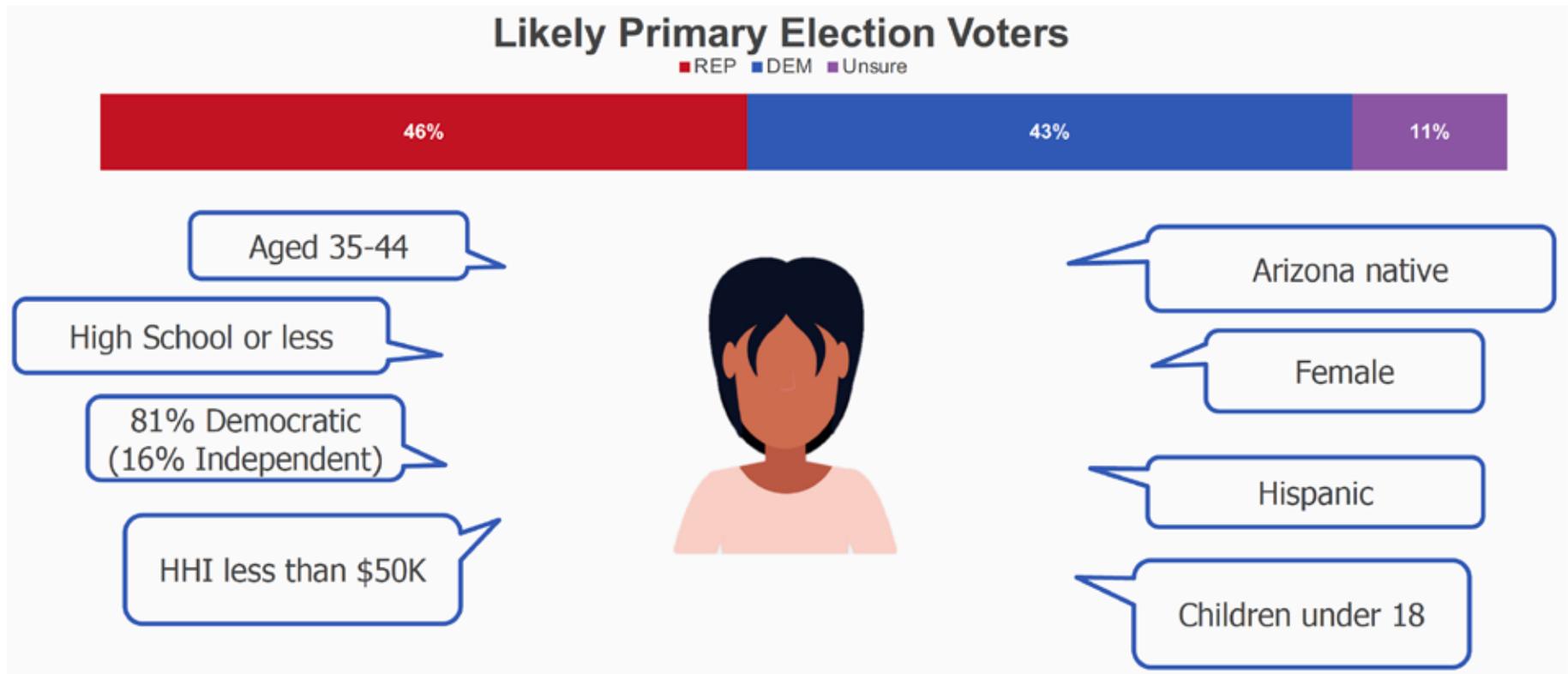


Q) Which party's primary do you plan to vote in? (n= 617)

† 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

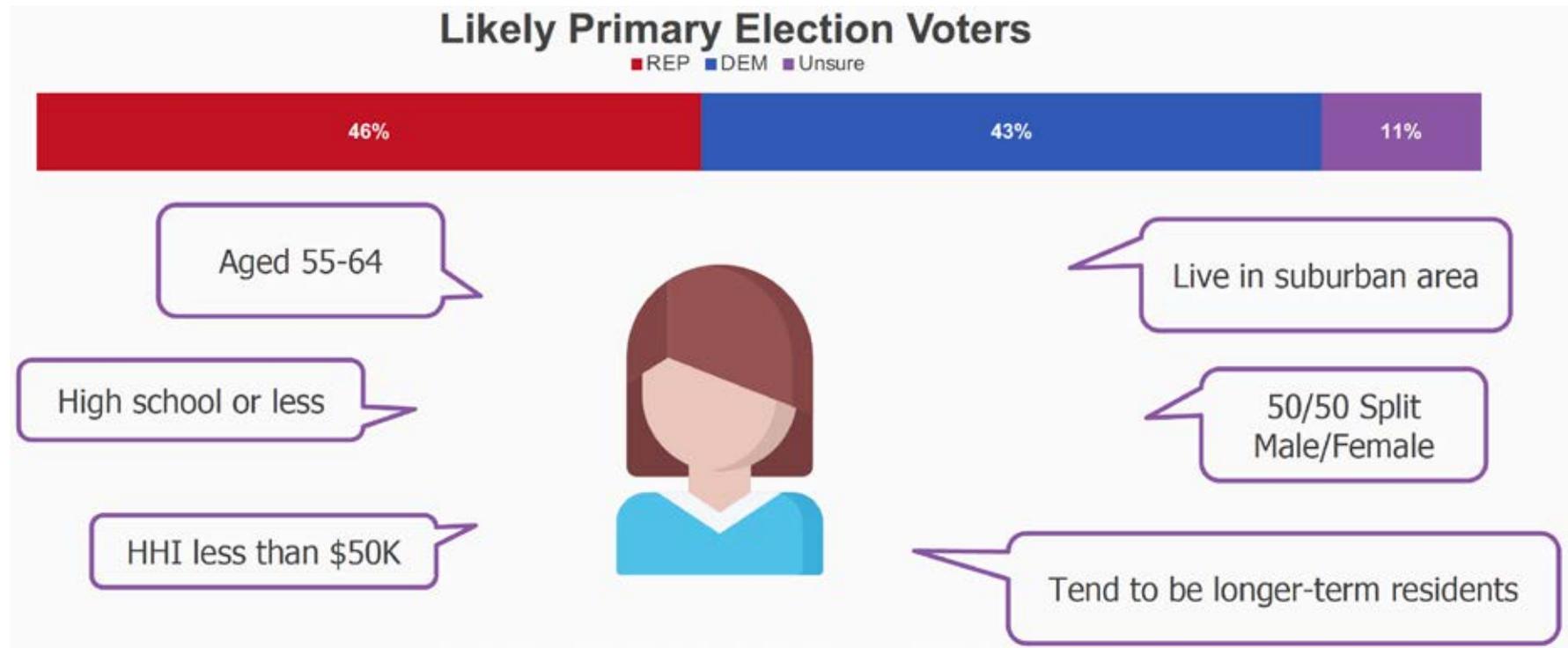


Q) Which party's primary do you plan to vote in? (n= 617)

† 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 Lower-Income Suburban

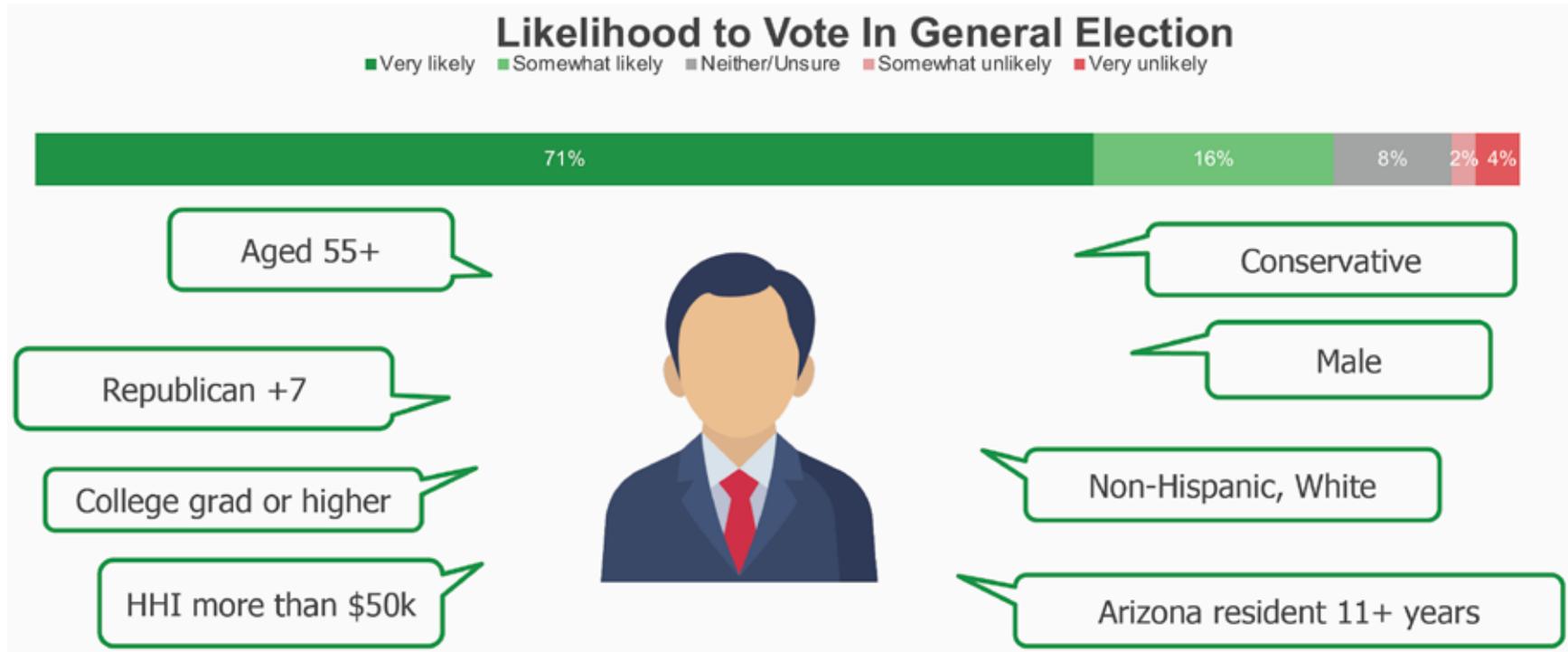


Q) Which party's primary do you plan to vote in? (n= 617)

† 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



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= 570)

† 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).

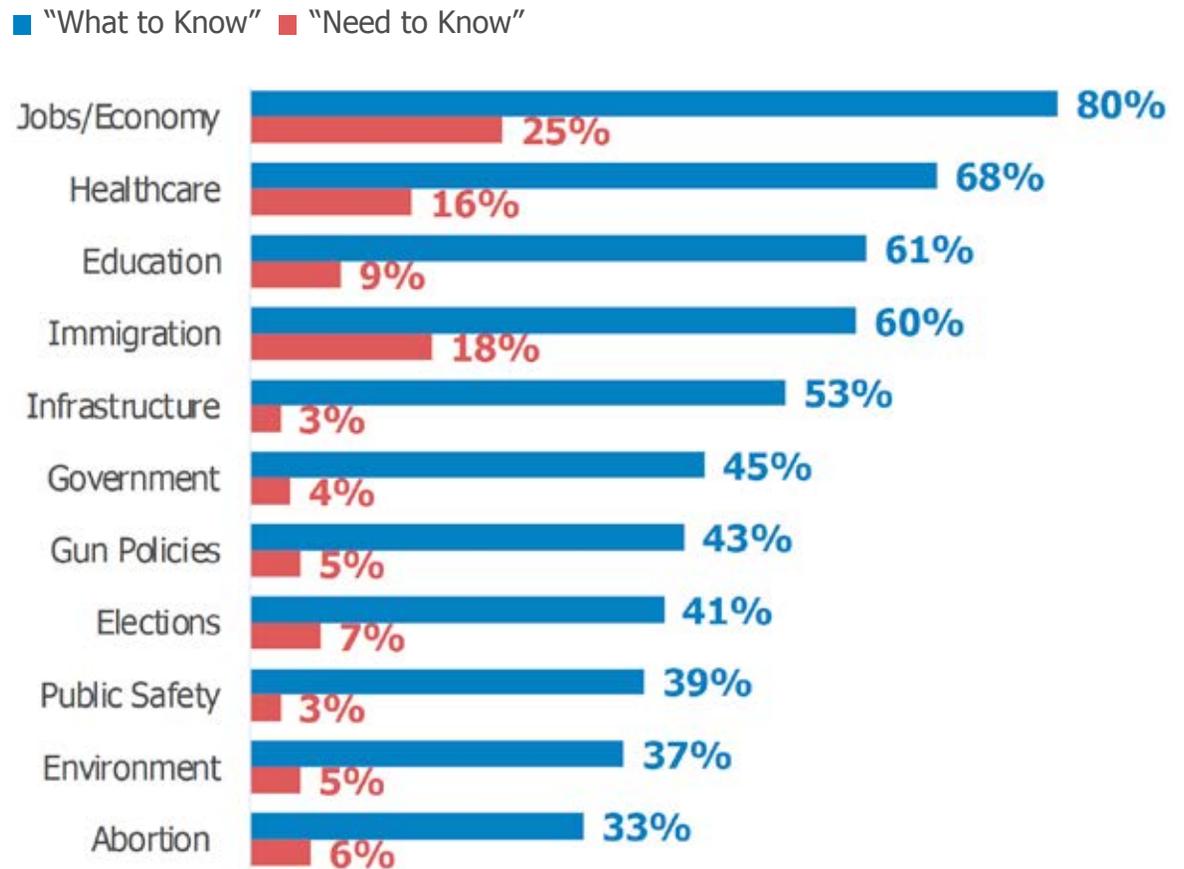


Day-to-Day Items Dominate the Topics Voters Want to Hear Candidates' Positions On

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



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.

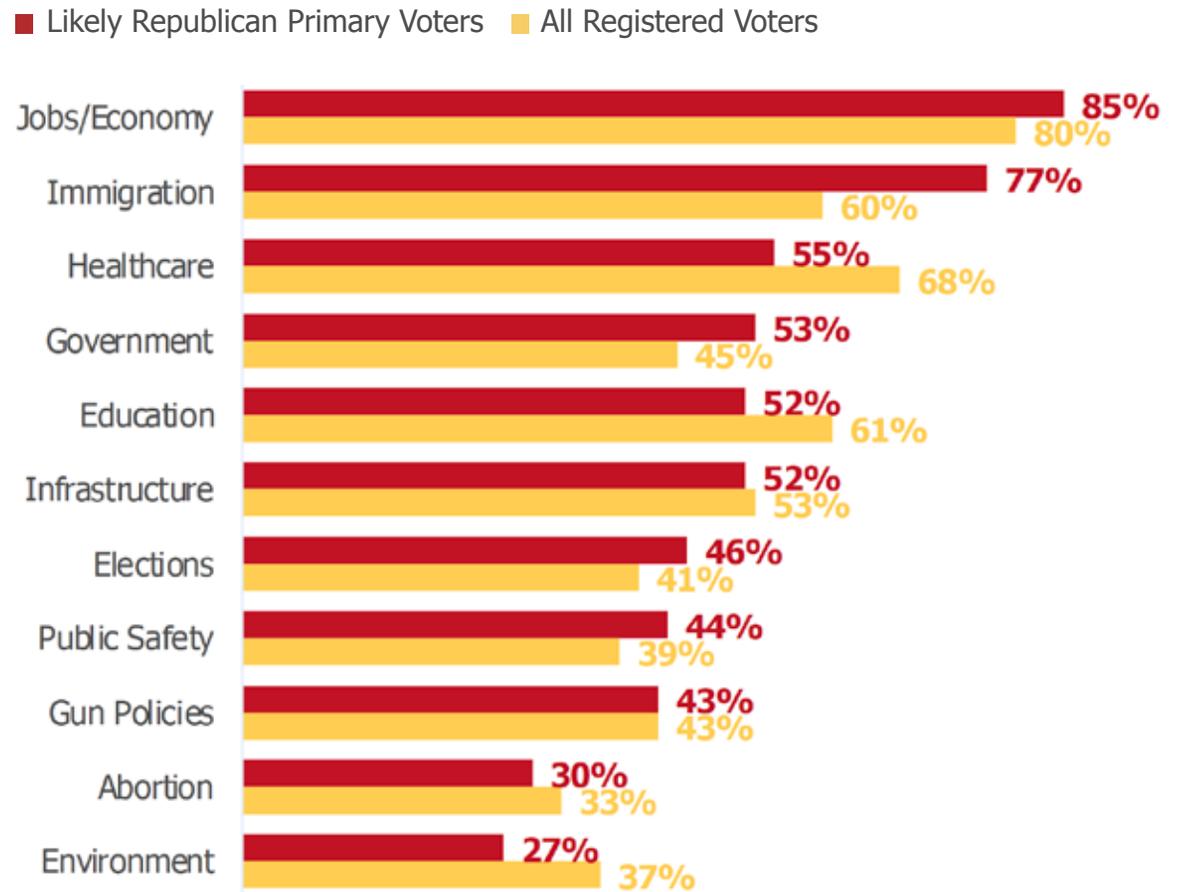


Likely GOP Primary Voters

Voters who are likely to vote in the Republican Primary want to know what candidates think about jobs/economy (85%) and immigration (77%) more than any other topics.

Healthcare is in a distant third place (55%).

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=285)

† 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
Immigration
Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

Gas prices
Border Security
Affordability of prescription drugs

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Government
Public Safety

MOST SELECTED ISSUE WITHIN EACH TOPIC

Fraud, corruption, etc.
Funding for Arizona Department of
Public Safety/More state troopers on
Arizona's freeways (tie)

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=285)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



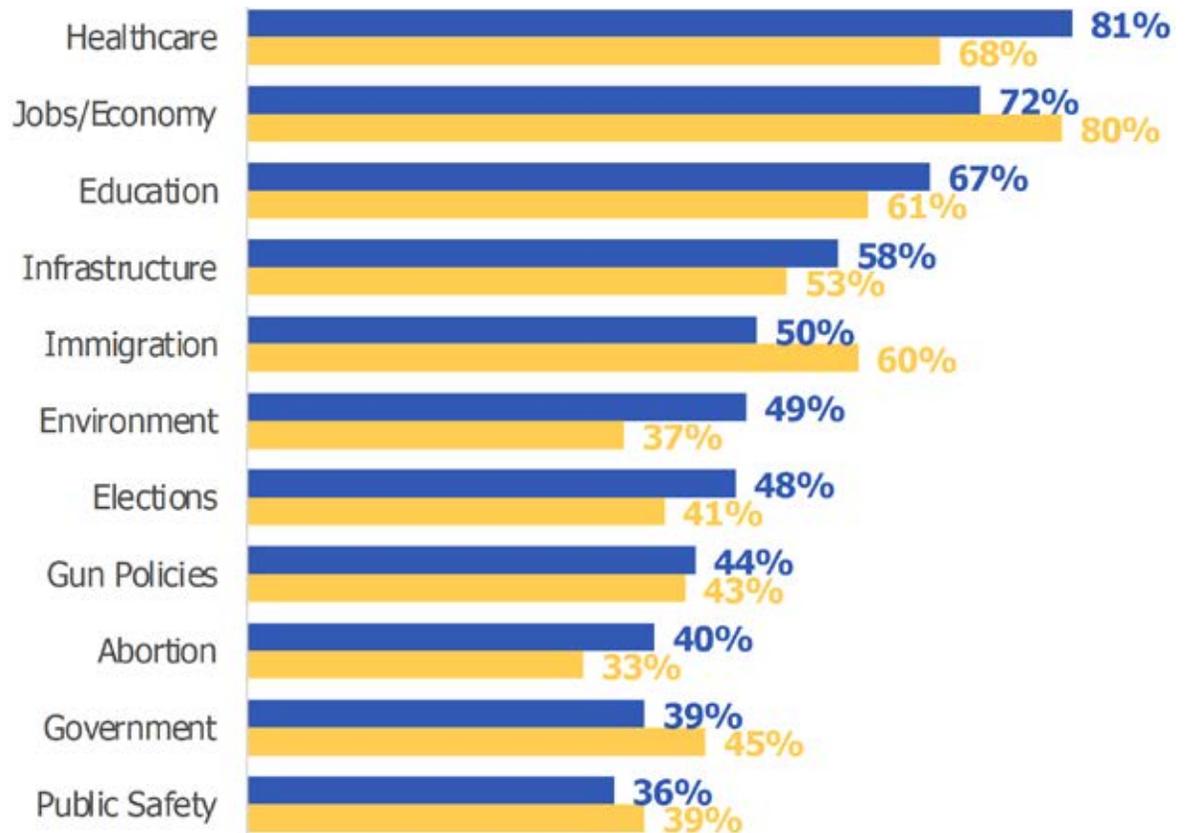
Likely Democratic Primary Voters

Voters who are likely to vote in the Democratic Primary want to know what candidates think about healthcare (81%) 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 – jobs/economy (72%) and education (67%).

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
Jobs/Economy
Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

Affordability of prescription drugs
Gas prices
Teacher Pay

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Infrastructure
Environment
Abortion

MOST SELECTED ISSUE WITHIN EACH TOPIC

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

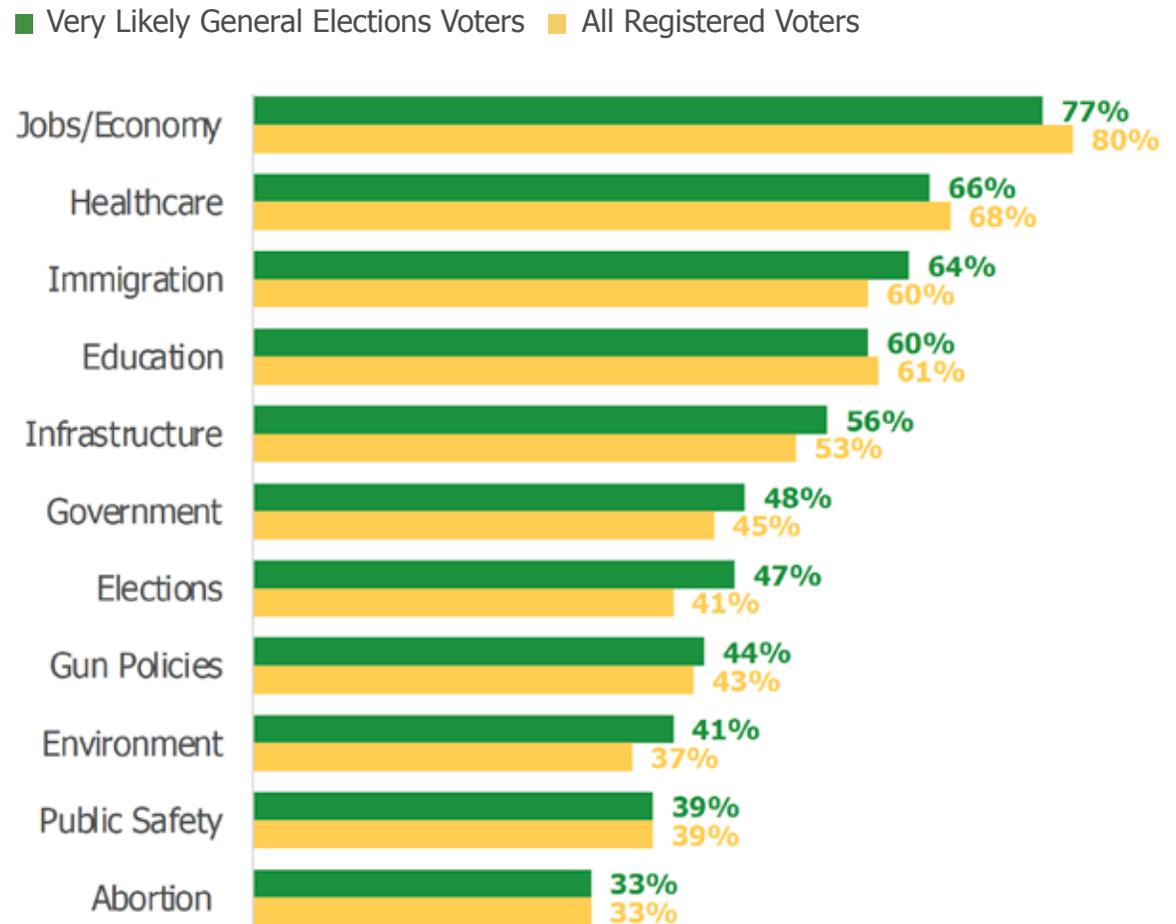
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=265)
† Note: Some numbers (on the chart or elsewhere) may 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 (77%), healthcare (66%), and immigration (64%).

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=570)

† 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

Gas prices
Affordability of prescription drugs
Border Security

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

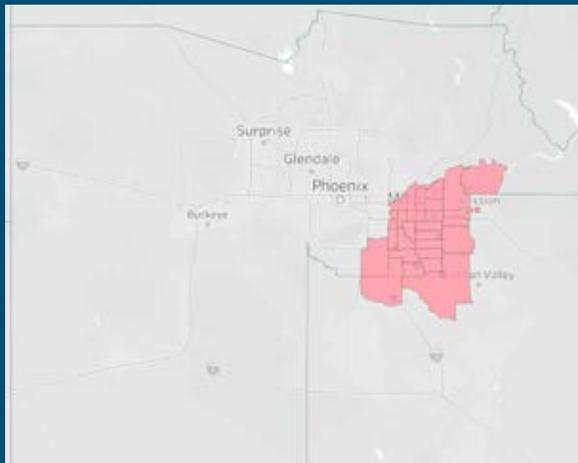
Infrastructure
Government
Elections
Environment

MOST SELECTED ISSUE WITHIN EACH TOPIC

Improving roads, bridges, utilities
Fraud, corruption, etc.
Security Issues – mail-in voting, voter I.D., paper ballots, etc.
Water Conservation

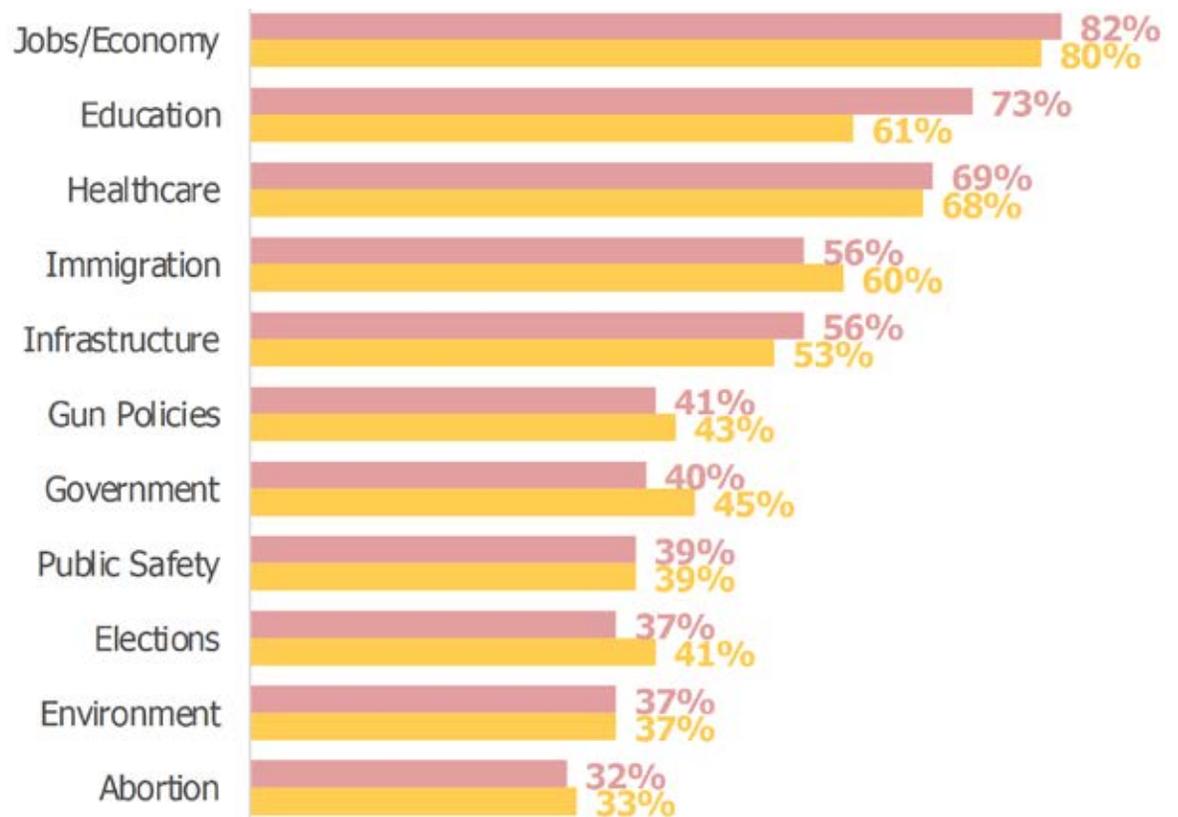
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=570)
† Note: Some numbers (on the chart or elsewhere) may 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=133)

† 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

Education

Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

Gas prices

Teacher Pay

Affordability of prescription drugs

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Infrastructure

MOST SELECTED ISSUE WITHIN EACH TOPIC

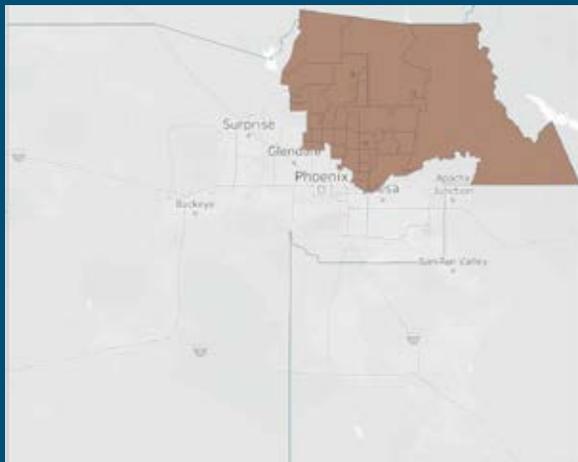
Mass transit – light rails, buses, etc.

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=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.

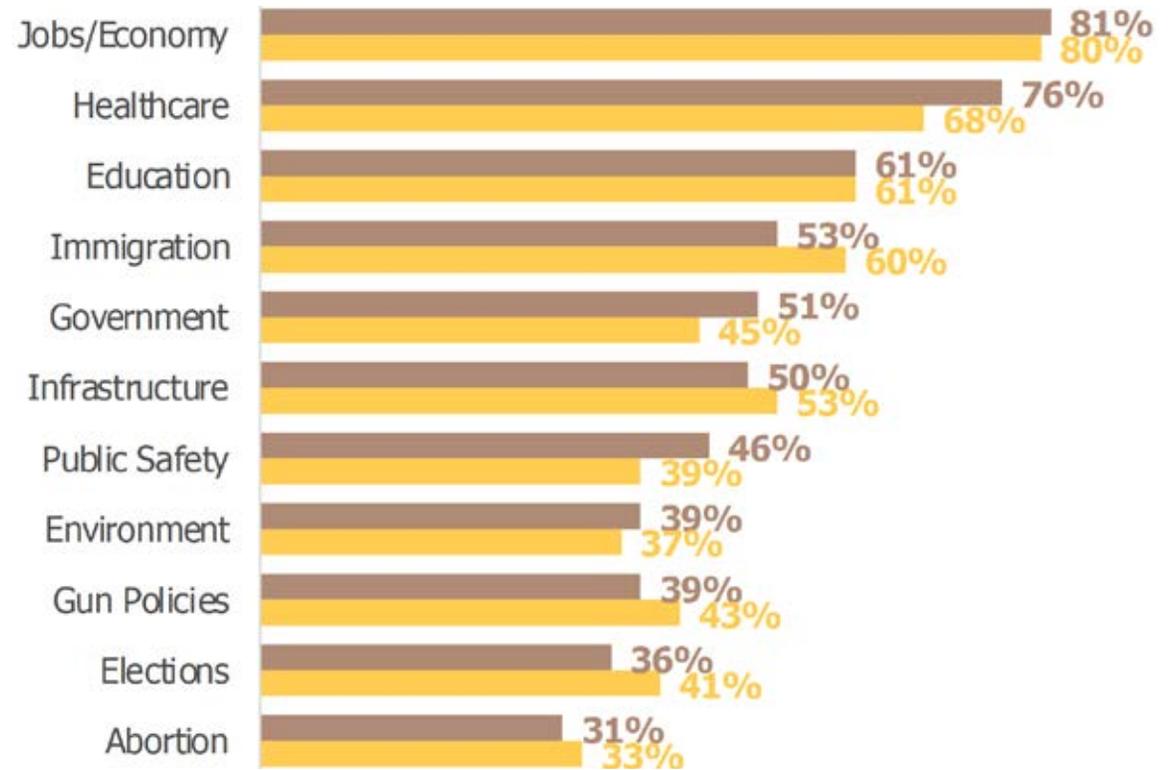


Regional Analysis: Scottsdale/North PHX*



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=99)

† 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

Gas prices
Affordability of prescription drugs
Teacher pay

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Government
Public Safety

MOST SELECTED ISSUE WITHIN EACH TOPIC

Fraud, corruption, etc.
Funding for Arizona Department of
Public Safety

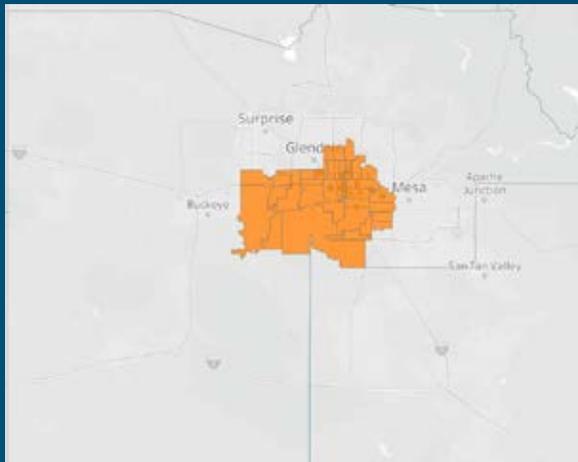
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=99)

† 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

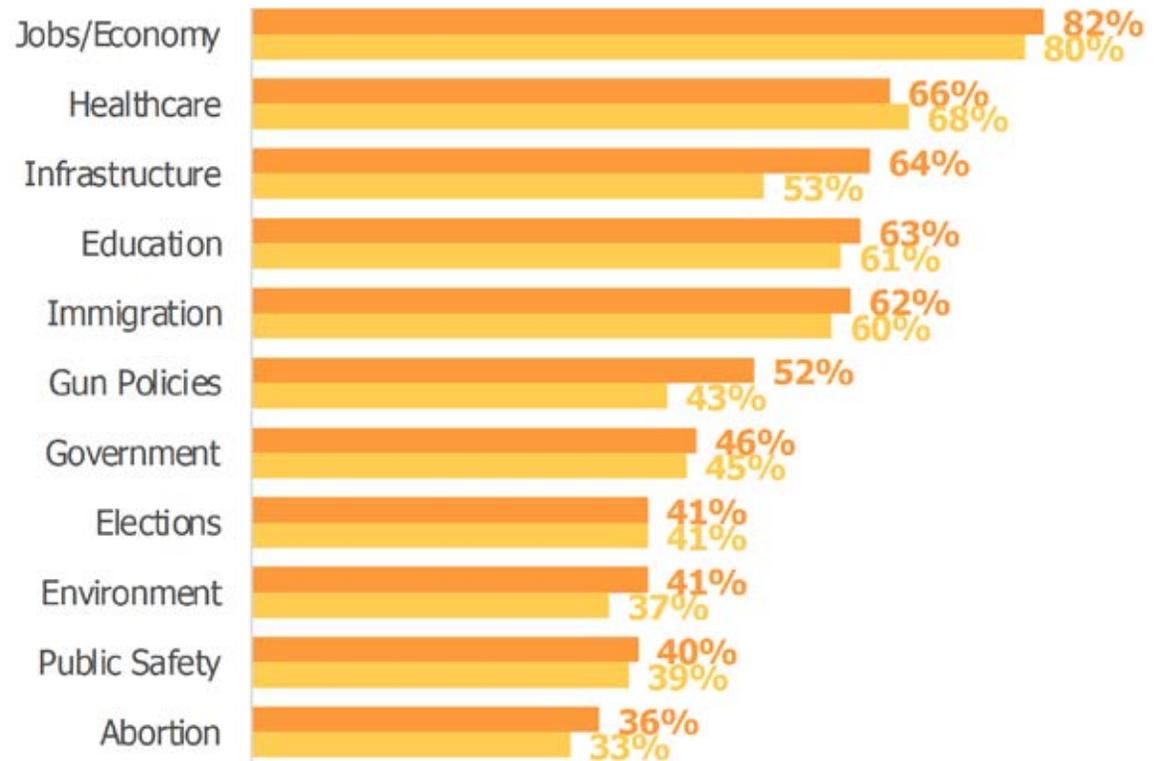


Regional Analysis: South PHX/ Tempe



Top “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=148)

† 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 3 MOST SELECTED TOPICS

Jobs/Economy
Healthcare
Infrastructure

MOST SELECTED ISSUE WITHIN EACH TOPIC

Gas prices
Affordability of prescription drugs
Improving roads, bridges, utilities

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Gun Policies
Environment
Abortion

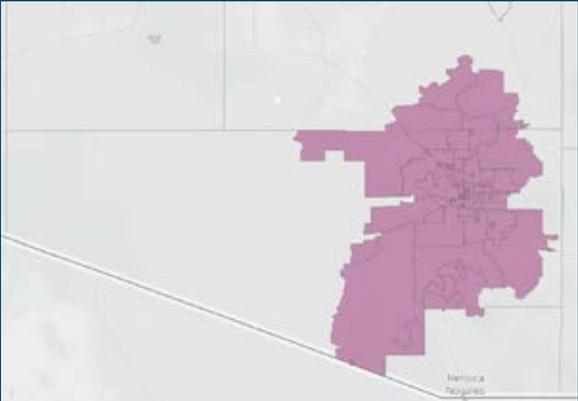
MOST SELECTED ISSUE WITHIN EACH TOPIC

Access to handguns
Water Conservation
Whether the candidate calls him/
herself pro-life or pro-choice/Laws
regarding abortion access (tie)

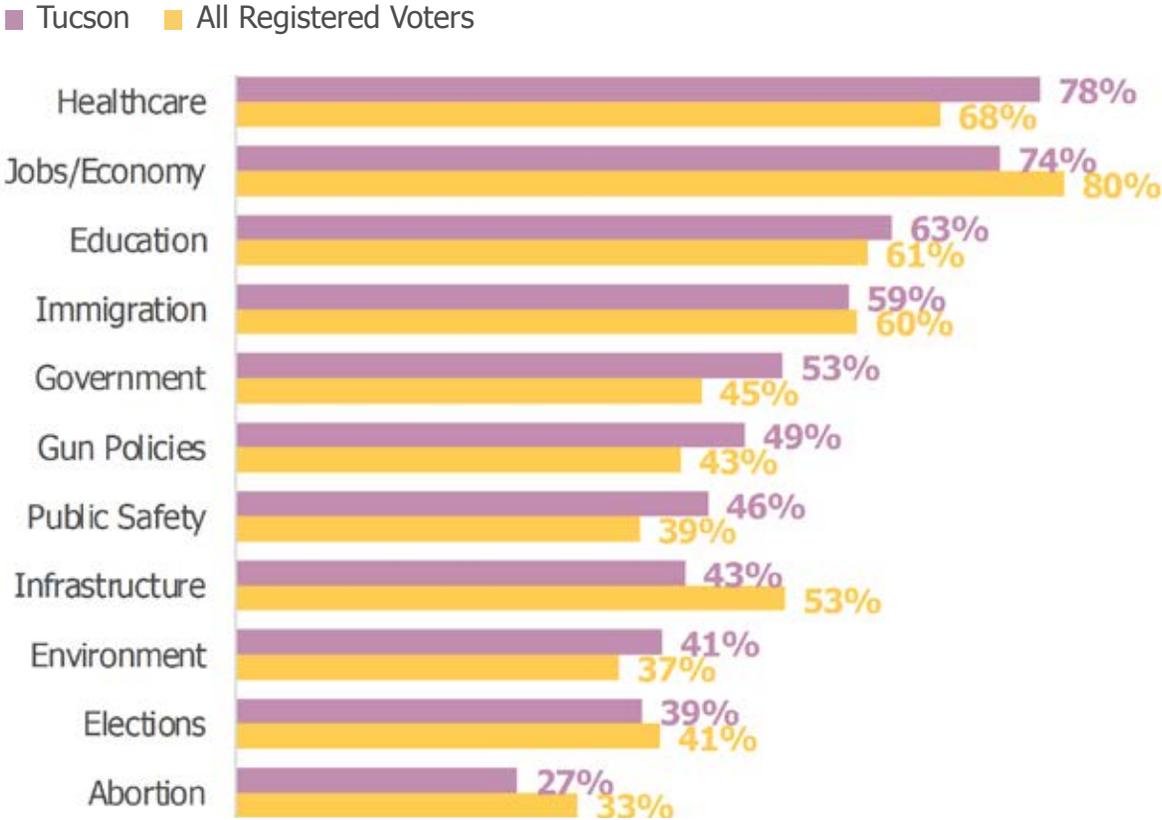
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=147)

† 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



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=136)

† 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

Jobs/Economy
Healthcare
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Gas prices
Affordability of prescription drugs
Border Security

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Elections

MOST SELECTED ISSUE WITHIN EACH TOPIC

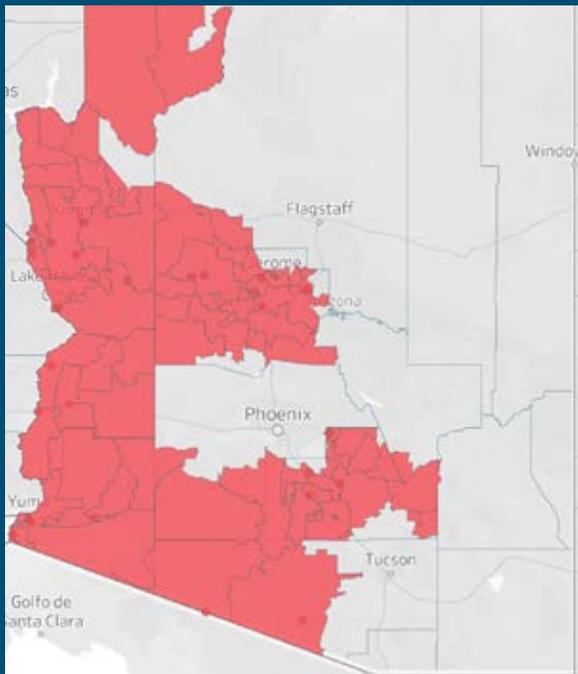
Laws making it easier for people to vote/Security issues – mail-in voting, voter I.D., paper ballots, etc. (tie)

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=136)

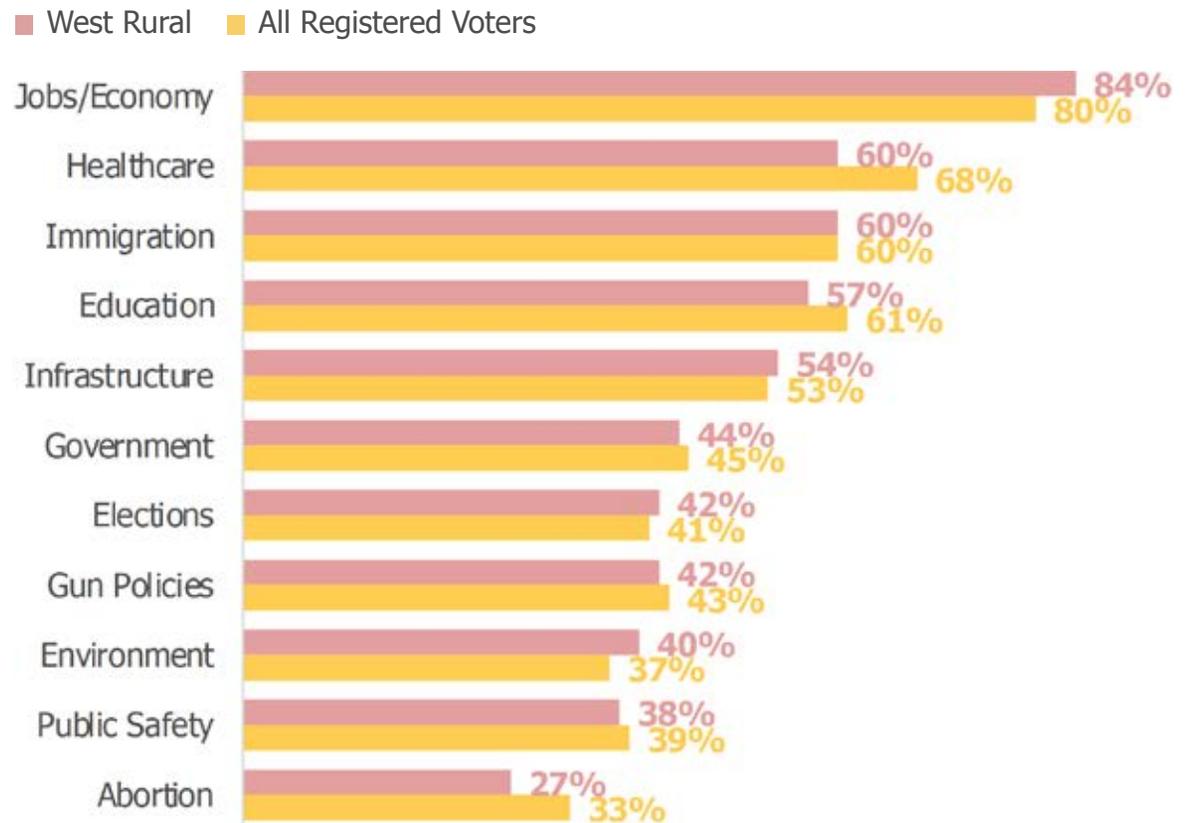
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



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=136)

† 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

Jobs/Economy
Healthcare
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Gas prices
Affordability of prescription drugs
Border Security

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Environment
Infrastructure

MOST SELECTED ISSUE WITHIN EACH TOPIC

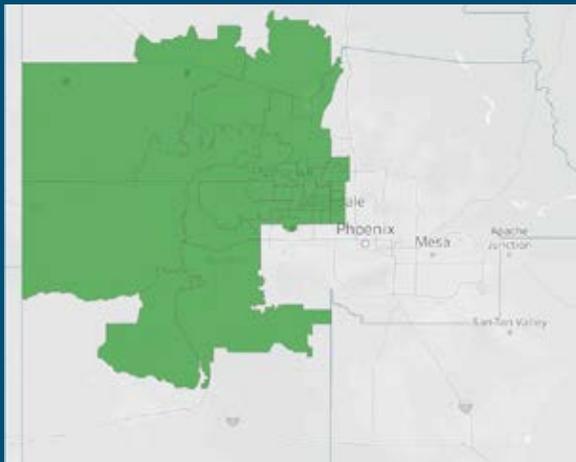
Water Conservation
Improving roads, bridges, utilities

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)

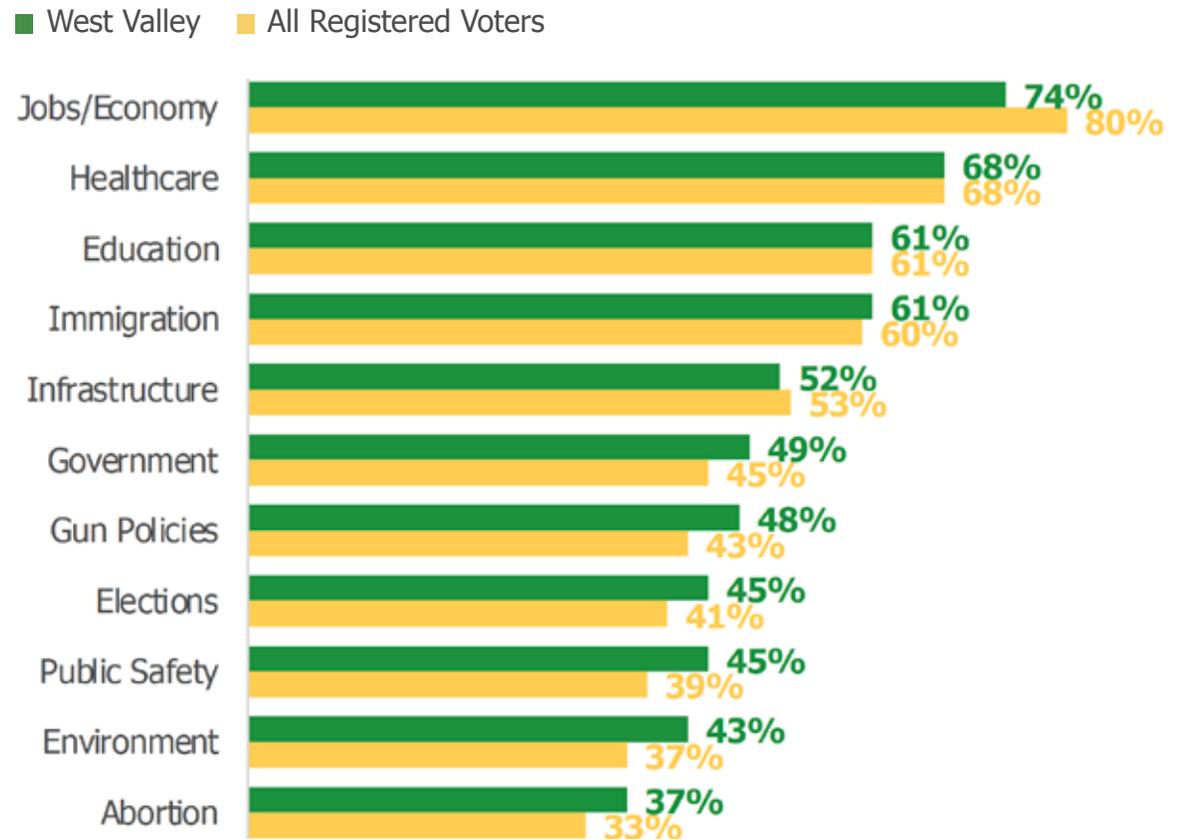
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Regional Analysis: West 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=104)

† 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 3 MOST SELECTED TOPICS

Jobs/Economy
Healthcare
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Gas prices
Affordability of prescription drugs
Border Security

TOPICS SELECTED MORE OFTEN THAN THE AVERAGE VOTER

Public Safety
Environment
Abortion

MOST SELECTED ISSUE WITHIN EACH TOPIC

Funding for the Arizona Department
of Public Safety
Water conservation
Whether the candidate calls him/
herself pro-life or pro-choice

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).

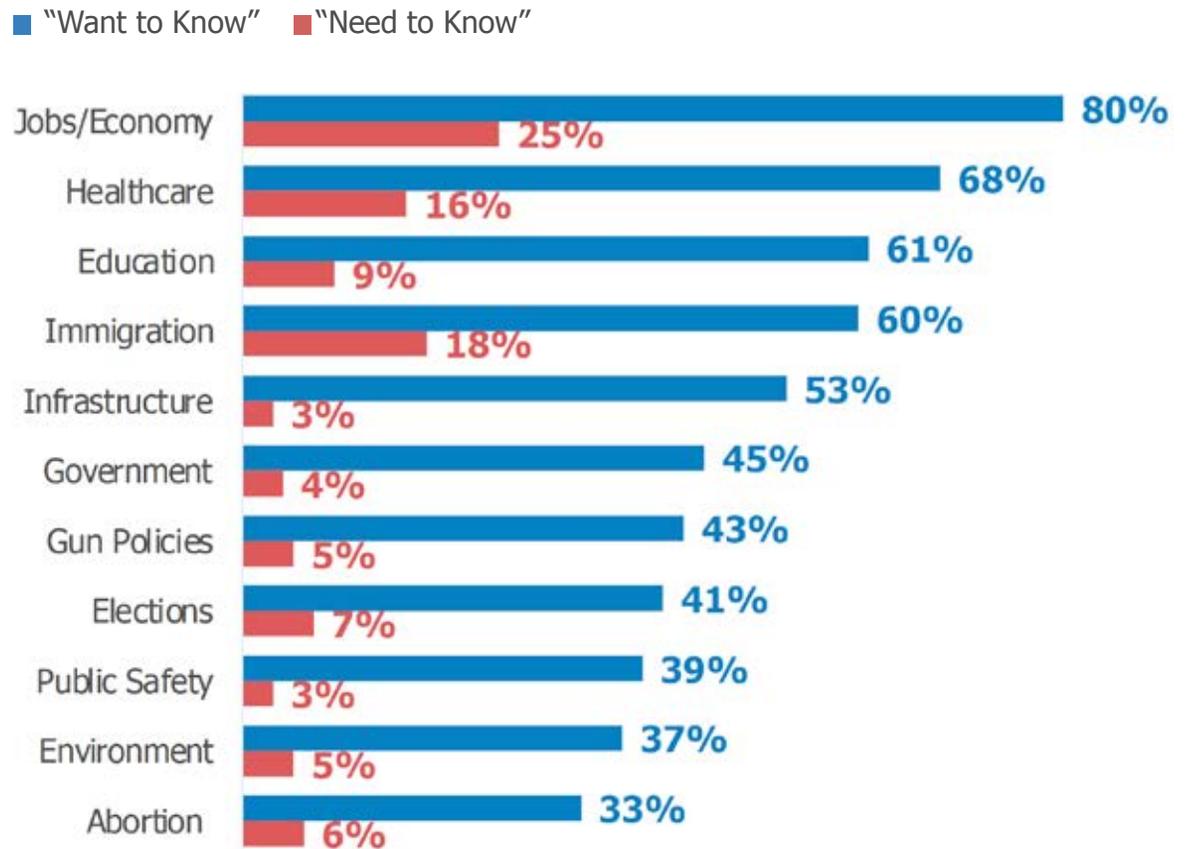


Day-to-Day Items Dominate the Topics Voters Want to Hear Candidates' Positions On

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



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.



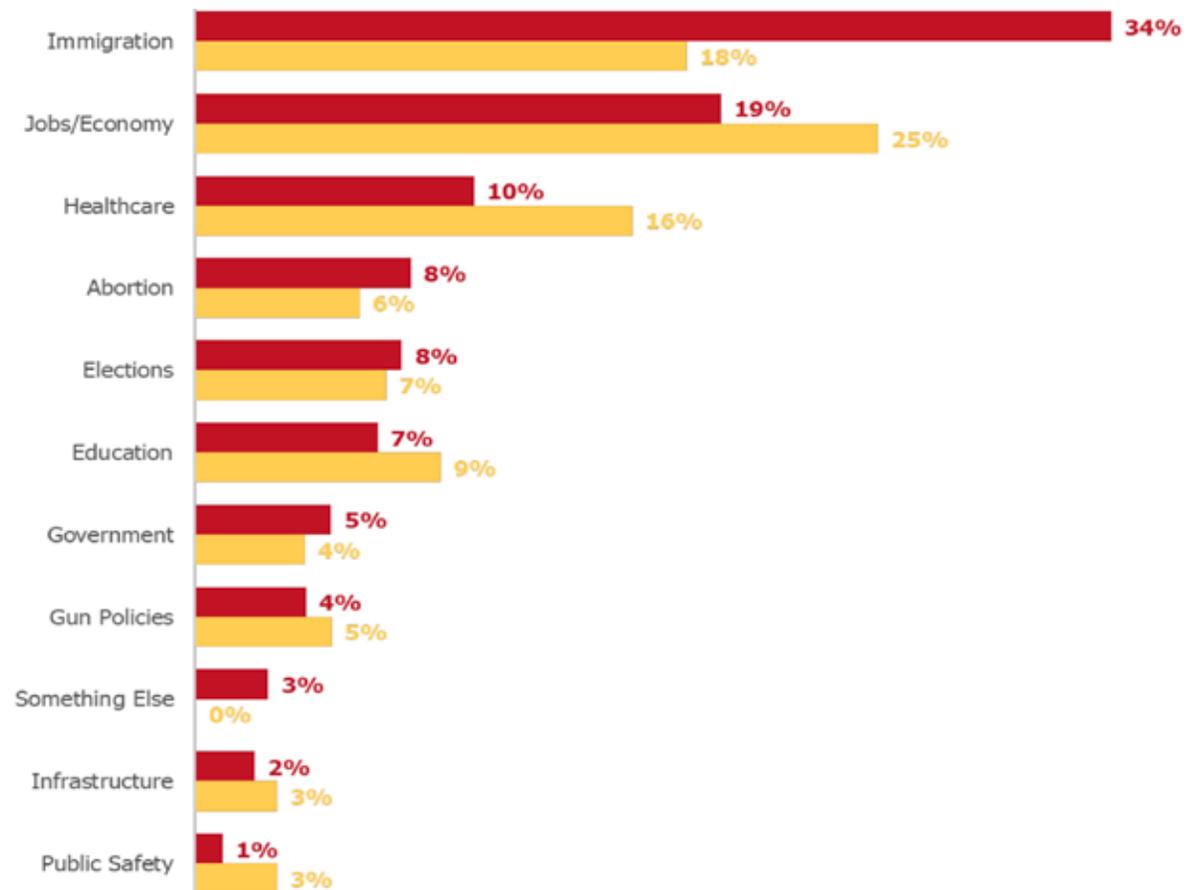
Likely GOP Primary Voters

Voters who are likely to vote in the Republican Primary need to know what candidates think about immigration (33%), jobs/economy (25%), and further behind those two topics, healthcare (9%). Compared to Dec 2021, this represents minor changes in the percent mentioning immigration and healthcare, but an increase in the percent of respondents mentioning jobs/economy (from 19% to 25%).

Specific issues mentioned within those three groupings include border security, gas prices, and affordability of prescription drugs.

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=800, subgroup; Likely Republican Primary Voters, n=265)
† 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

57% willing to cross party lines if candidates agree with them on most issues

72% 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

- Immigration
- Jobs/Economy
- Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Border Security
- Gas prices
- Affordability of prescription drugs

TOP 3 NEEDED TOPICS

- Jobs/Economy
- Immigration
- Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Border Security
- Affordability of prescription drugs

TOPICS WANTED MORE OFTEN THAN AVERAGE

- Government
- Public Safety

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Fraud, corruption, etc.
- Funding for Arizona Department of Public Safety/More state troopers on Arizona's freeways (tie)

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=285)
 † Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

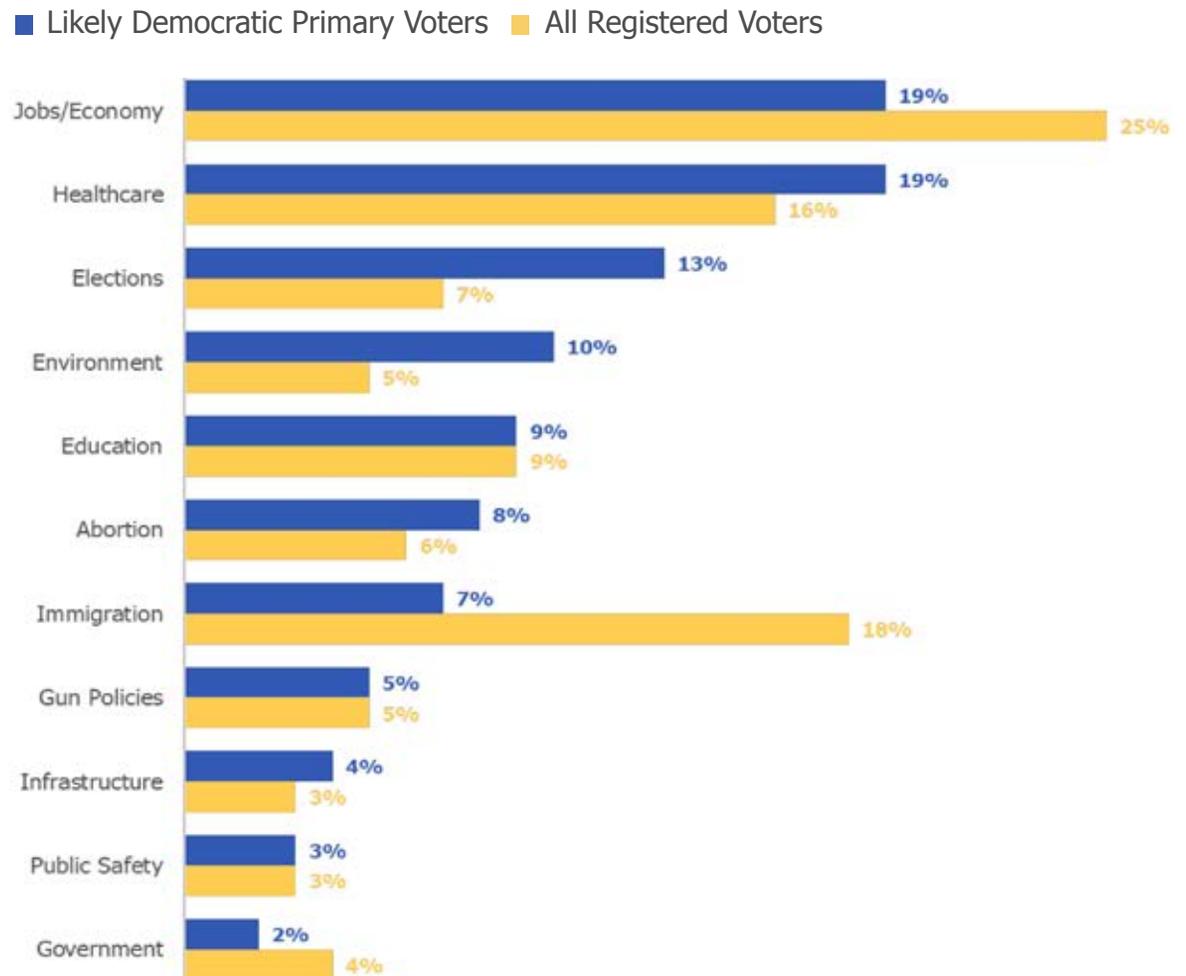


Likely Democratic Primary Voters

Voters who are likely to vote in the Democratic Primary need to know what candidates think about healthcare (19%) and jobs/economy (19%) more than any other topic. Elections (13%) round out those topics mentioned by more than 10% of likely Democratic primary voters.

Likely Democratic primary voters are more likely to mention the environment and elections than all registered voters. They are less likely to mention immigration and jobs/economy in comparison with all registered voters and indicated by differences indicated in the chart.

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=800, subgroup; Likely Democratic Primary Voters, n=265)
 † 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

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

81% want parties to work together even if it requires compromise

80% think a politician should work to maintain good relationships with their fellow elected officials

TOP 3 WANTED TOPICS

- Healthcare
- Jobs/Economy
- Elections

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Affordability of prescription drugs
- Encouraging businesses to come to Arizona
- Laws making it easier for people to vote

TOP 3 NEEDED TOPICS

- Healthcare
- Jobs/Economy
- Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Affordability of prescription
- Gas prices
- Teacher pay

TOPICS WANTED MORE OFTEN THAN AVERAGE

- Infrastructure
- Environment
- Abortion

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Improving roads, bridges, utilities
- Water conservation
- Laws regarding abortion access

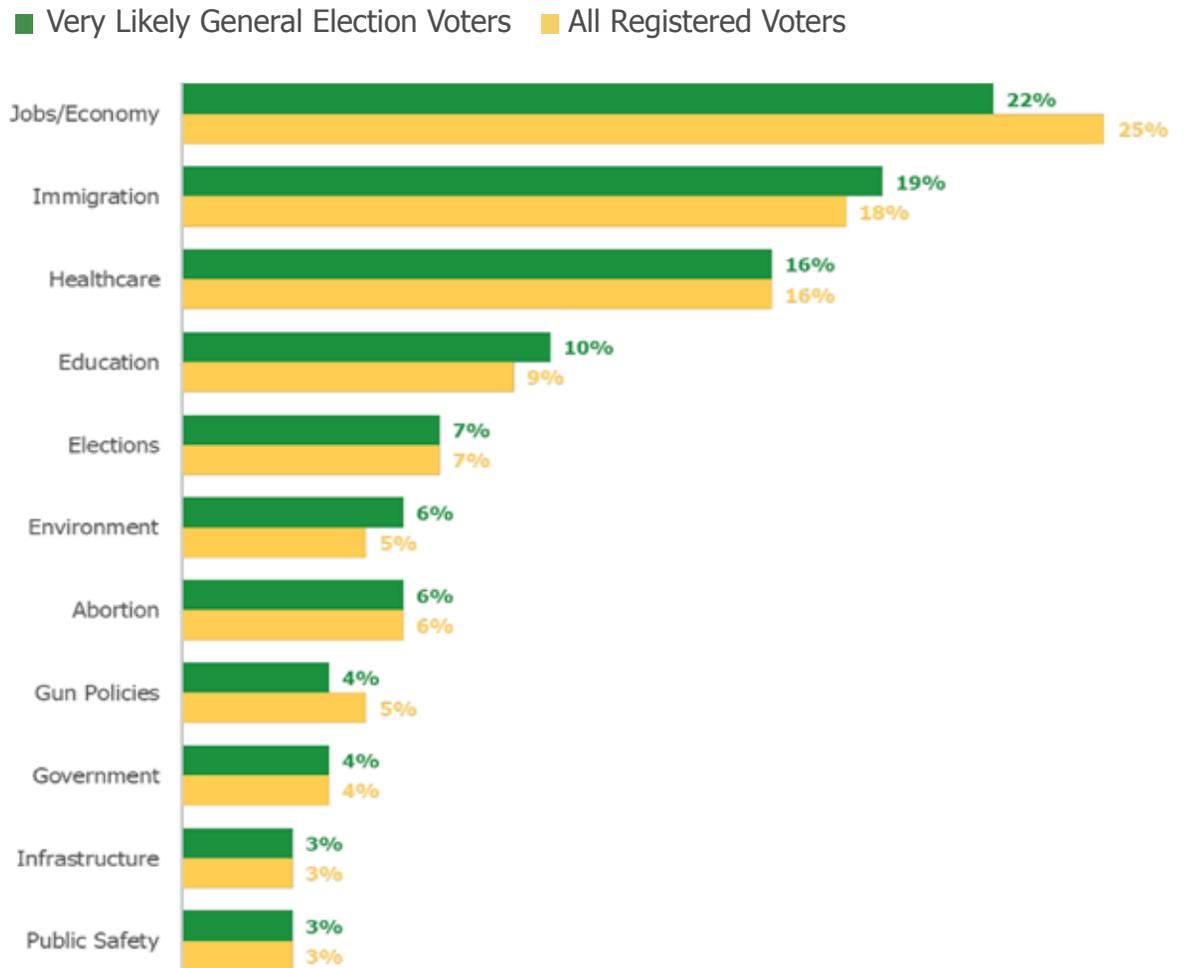
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?
 Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=265)
 † 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” or “somewhat likely” to vote in November want to hear candidates address are jobs/economy (22%), immigration (19%), and healthcare (16%).

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=699)
† 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

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

77% 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

TOP 3 WANTED TOPICS

- Jobs/Economy
- Immigration
- Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Border Security
- Affordability of prescription drugs

TOP 3 NEEDED TOPICS

- Jobs/Economy
- Healthcare
- Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Affordability of prescription drugs
- Border Security

TOPICS WANTED MORE OFTEN THAN AVERAGE

- Infrastructure
- Government
- Elections
- Environment

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Improving roads, bridges, utilities
- Fraud, corruption, etc.
- Security issues – mail-in voting, voter I.D., paper ballots, etc.
- Water Conservation

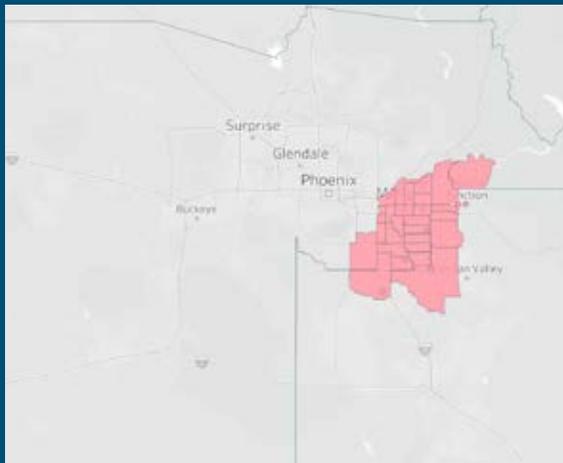
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=570 Very Likely General Election Voters)

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=699 Very Likely & Somewhat Likely General Election Voters)

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

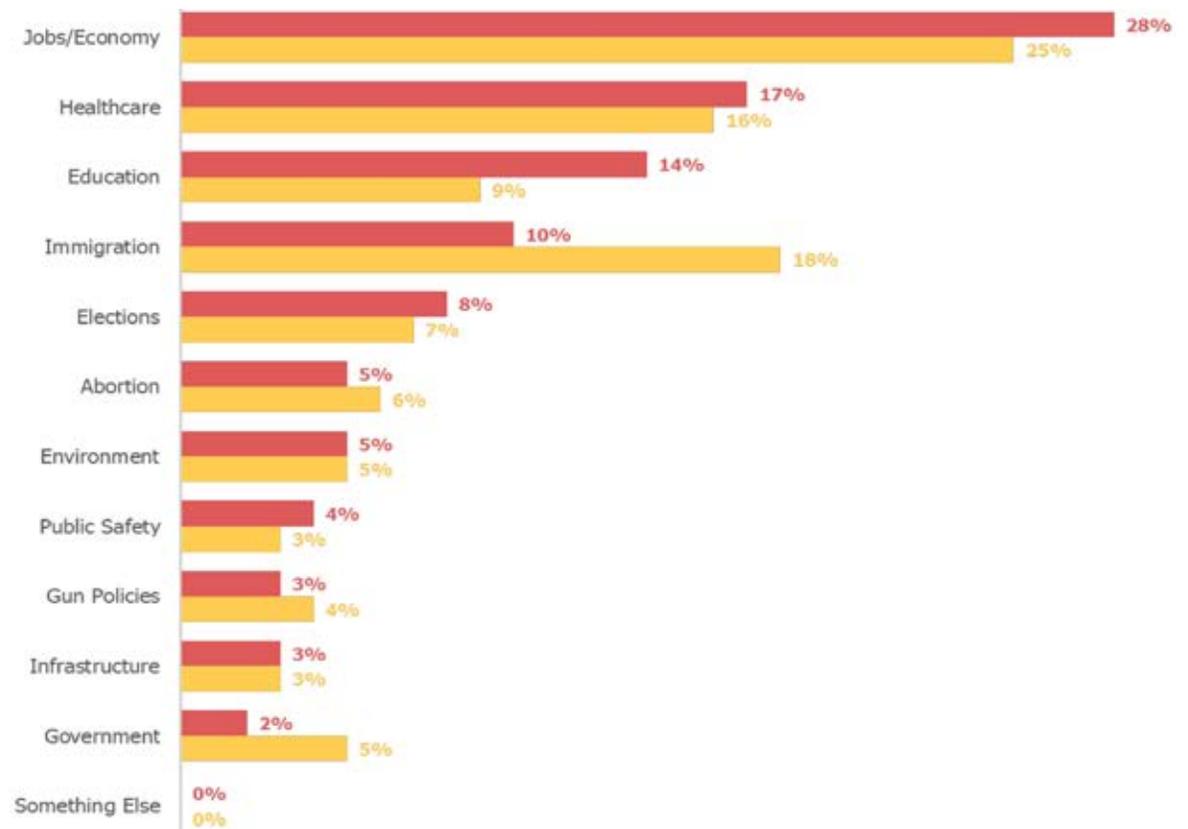


Regional Analysis: Chandler/ Gilbert/ Mesa/QC



Top “Need to Know” Topics

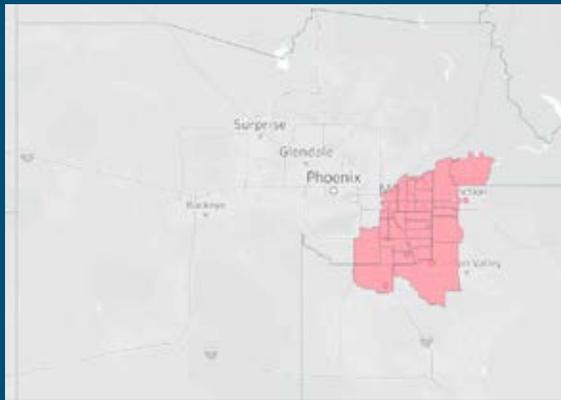
■ Chandler/Gilbert/Mesa/QC ■ All Registered Voters



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=133)
 † 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



46% want their representatives to stand firm on their beliefs, even if it means not much gets done in government

68% are willing to cross party lines if candidates agree with them on most issues

76% want a candidate who will fight for their issues, even if it means angering other politicians

TOP 3 WANTED TOPICS

- Jobs/Economy
- Immigration
- Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Border Security
- Behavioral and mental health programs

TOP 3 NEEDED TOPICS

- Jobs/Economy
- Education
- Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Teacher pay
- Affordability of prescription drugs

TOPICS WANTED MORE OFTEN THAN AVERAGE

- Infrastructure

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Mass transit – light rails, buses, etc.

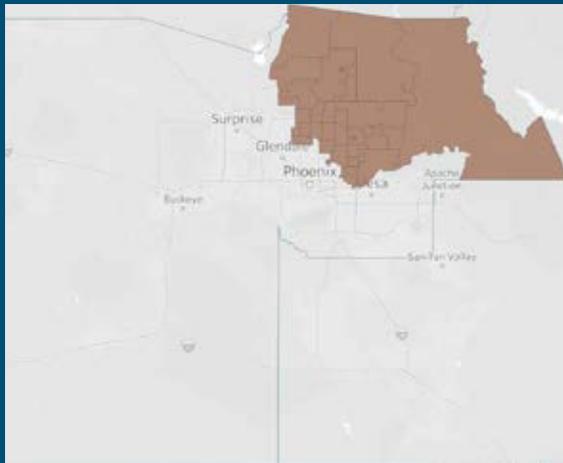
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

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=133)

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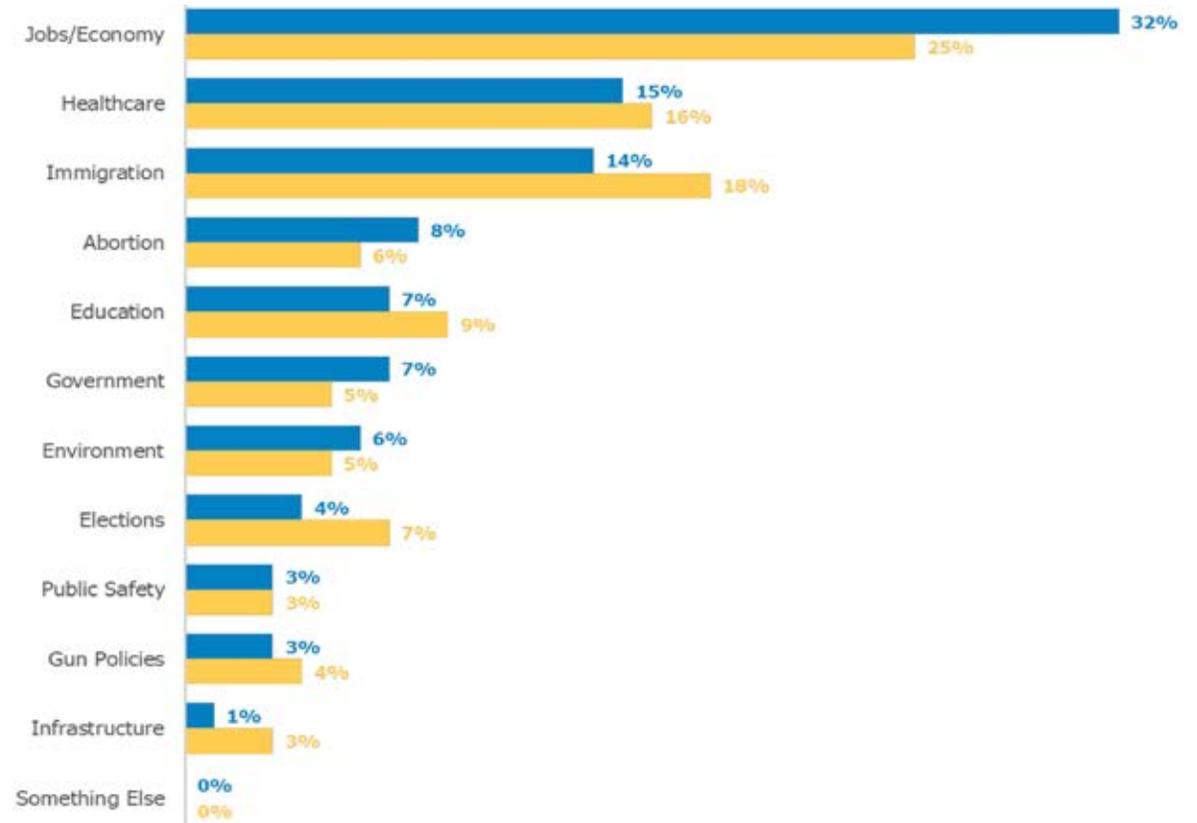


Regional Analysis: Scottsdale/ North PHX*



Top “Need to Know” Topics

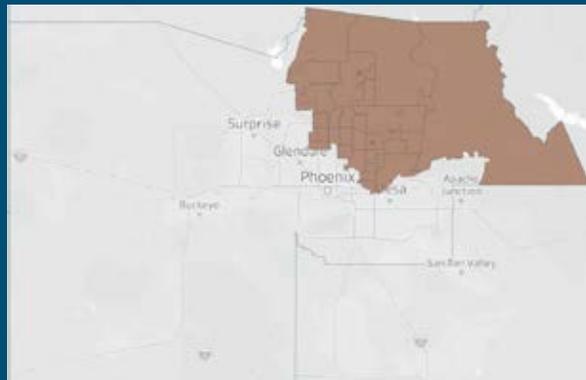
■ Scottsdale/North PHX ■ All Registered Voters



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=99)
 † 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



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

69% think a politician should work to maintain good relationships with their fellow elected officials

75% 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

- Gas prices
- Affordability of prescription drugs
- Border Security

TOP 3 NEEDED TOPICS

- Jobs/Economy
- Healthcare
- Education

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Affordability of prescription drugs
- Teacher pay

TOPICS WANTED MORE OFTEN THAN AVERAGE

- Government
- Public Safety

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Fraud, corruption, etc.
- Funding for Arizona Department of Public Safety

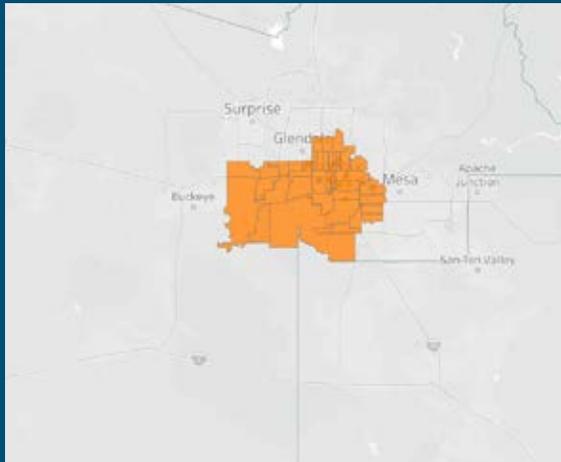
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

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=99)

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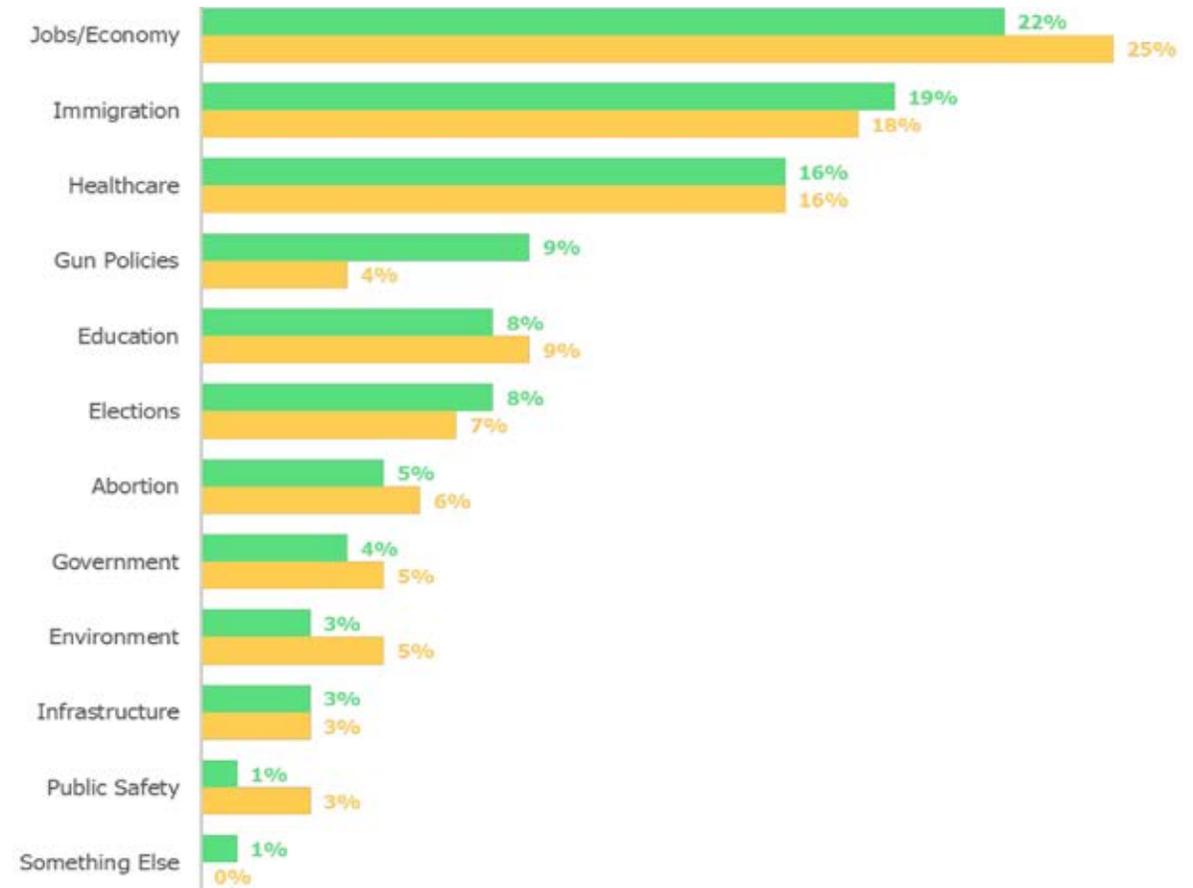


Regional Analysis: South PHX/ Tempe



Top “Need to Know” Topics

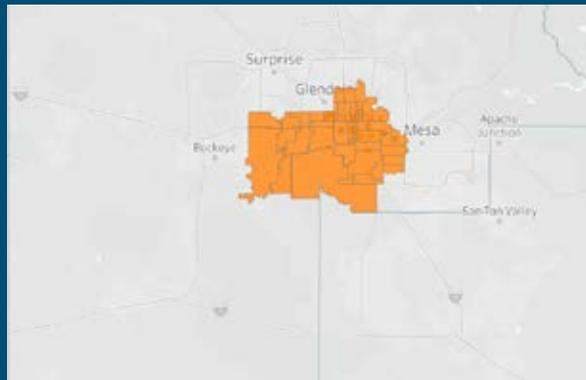
■ South PHX/Tempe ■ All Registered Voters



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=148)
 † 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 South PHX/ Tempe



37% think republicans are a danger to democracy

65% think a politician should work to maintain good relationships with their fellow elected officials

69% want a candidate who will fight for their issues, even if it means angering other politicians

TOP 3 WANTED TOPICS

- Jobs/Economy
- Immigration
- Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Border Security
- Affordability of prescription drugs

TOP 3 NEEDED TOPICS

- Jobs/Economy
- Healthcare
- Infrastructure

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Affordability of prescription drugs
- Improving roads, bridges, utilities

TOPICS WANTED MORE OFTEN THAN AVERAGE

- Gun Policies
- Environment
- Abortion

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Access to handguns
- Water Conservation
- Whether the candidate calls him/herself pro-life or pro-choice/Laws regarding abortion access (tie)

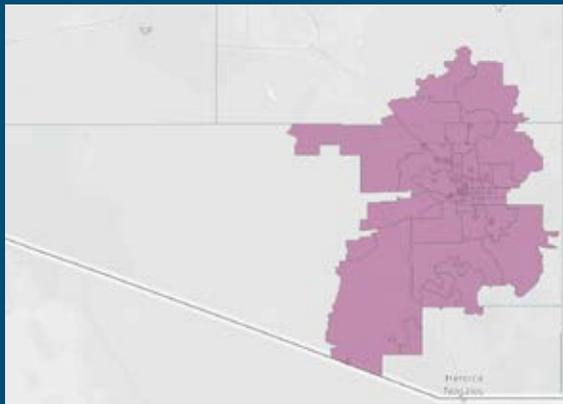
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

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=148)

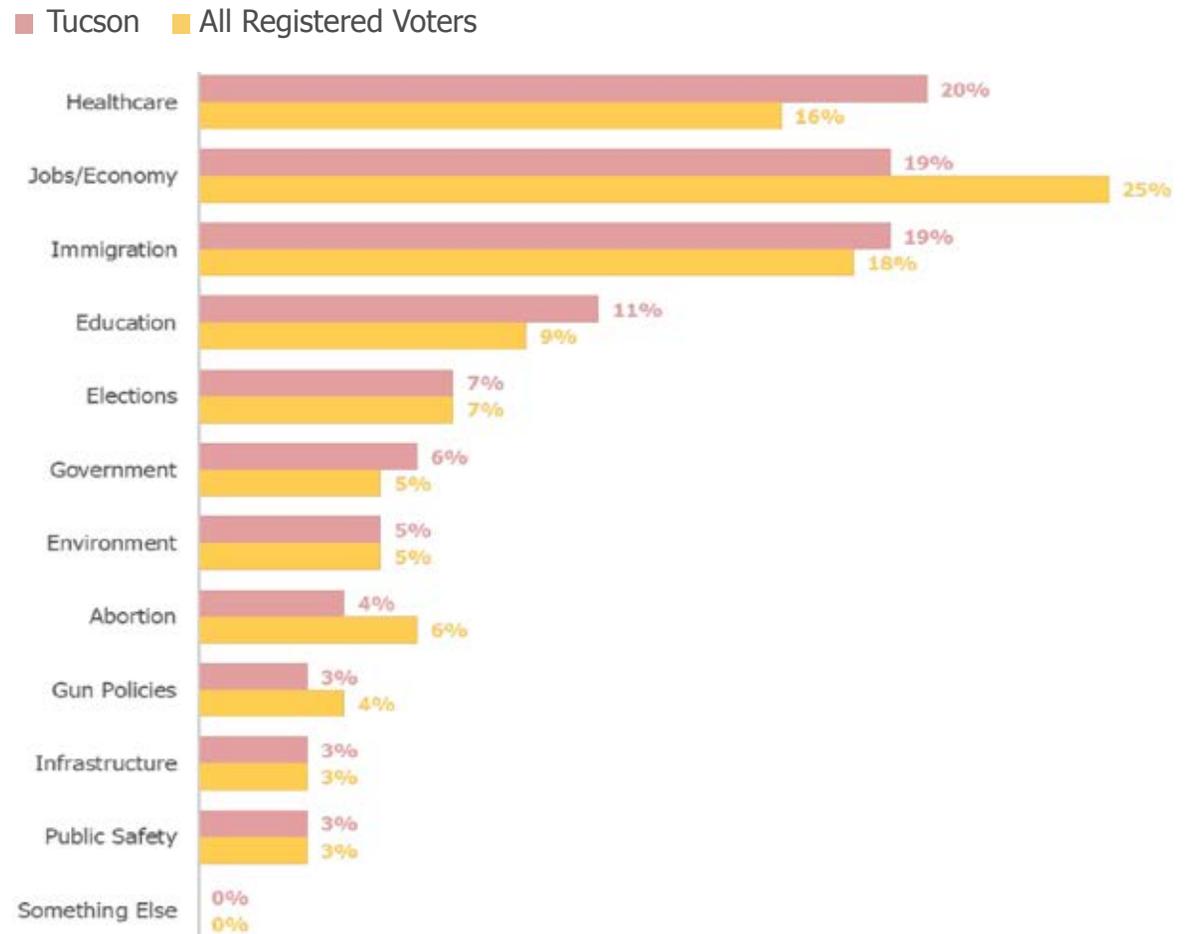
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Regional Analysis: Tucson

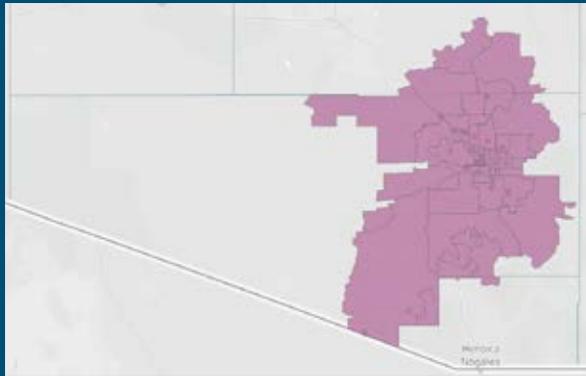


Top “Need to Know” Topics



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=136)
 † 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



36% like some policies from both political parties

50% think a candidate's attitude and temperament matter as much as their stances on policy issues

72% want a candidate who will fight for their issues, even if it means angering other politicians

TOP 3 WANTED TOPICS

Healthcare
Immigration
Jobs/Economy

MOST SELECTED ISSUE WITHIN EACH TOPIC

Expanding access to Arizona's seniors
Border Security
Gas prices

TOP 3 NEEDED TOPICS

Jobs/Economy
Healthcare
Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

Gas prices
Affordability of prescription drugs
Border Security

TOPICS WANTED MORE OFTEN THAN AVERAGE

Elections

MOST SELECTED ISSUE WITHIN EACH TOPIC

Laws making it easier for people to vote & Security issues – mail-in voting, voter I.D., paper ballots, etc. (tie)

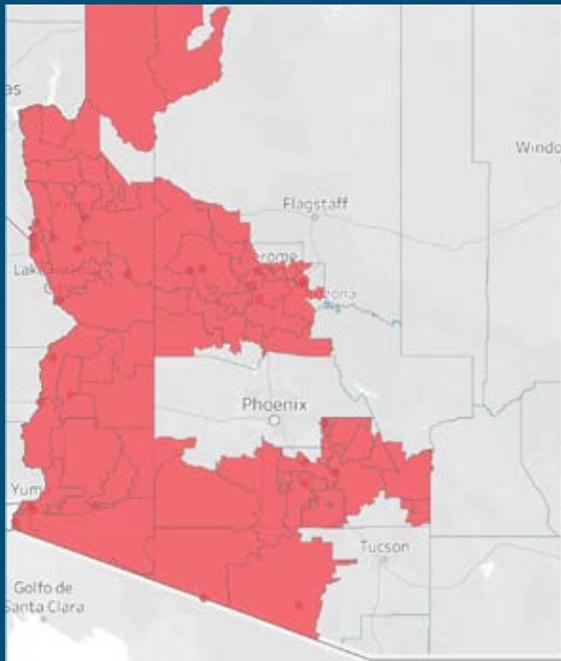
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Q) Finally, which is the most important issue for you to know a candidate's position when you are deciding how you will vote? (n=136)

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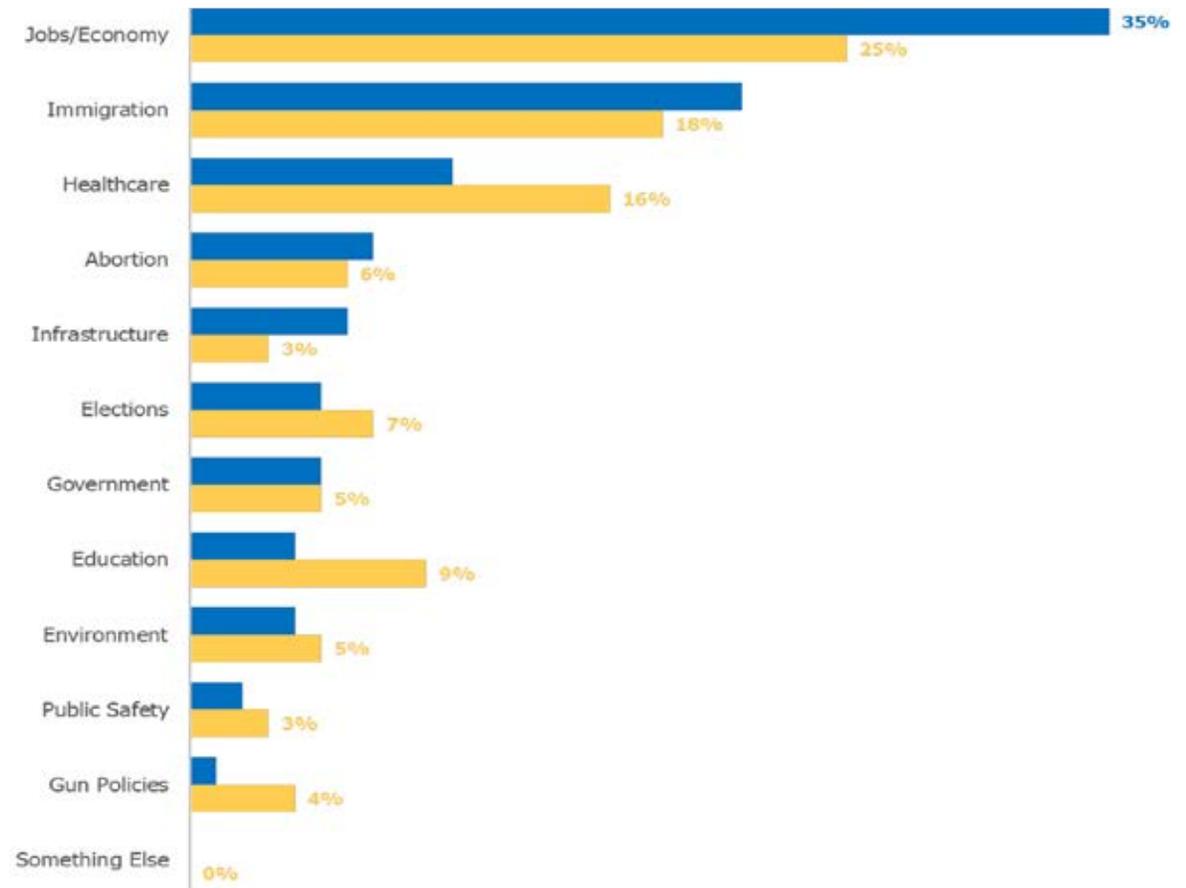


Regional Analysis: West Rural



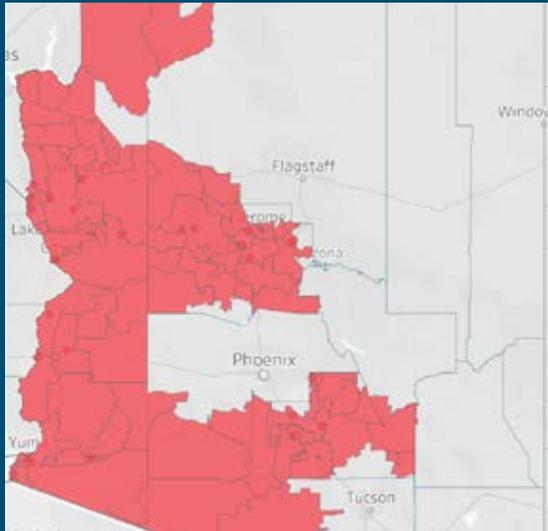
Top “Need to Know” Topics

■ 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=136)
 † 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



28% think Republicans are a danger to democracy

41% like some policies from both political parties

80% 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

- Gas prices
- Border Security
- Affordability of prescription drugs

TOP 3 NEEDED TOPICS

- Jobs/Economy
- Healthcare
- Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Affordability of prescription drugs
- Border Security

TOPICS WANTED MORE OFTEN THAN AVERAGE

- Environment
- Infrastructure

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Water conservation
- Improving roads, bridges, utilities

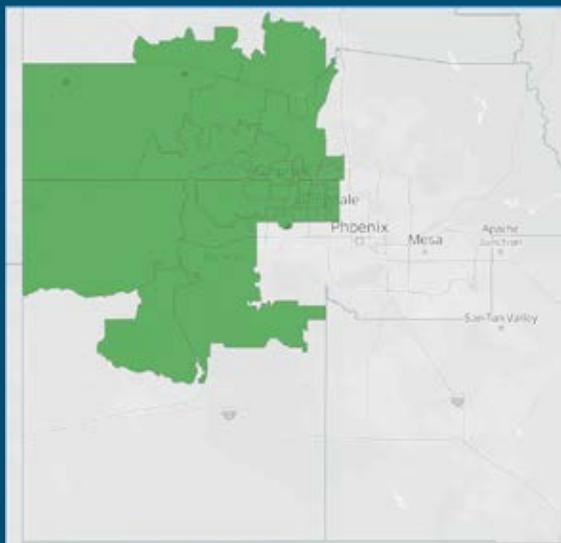
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

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=136)

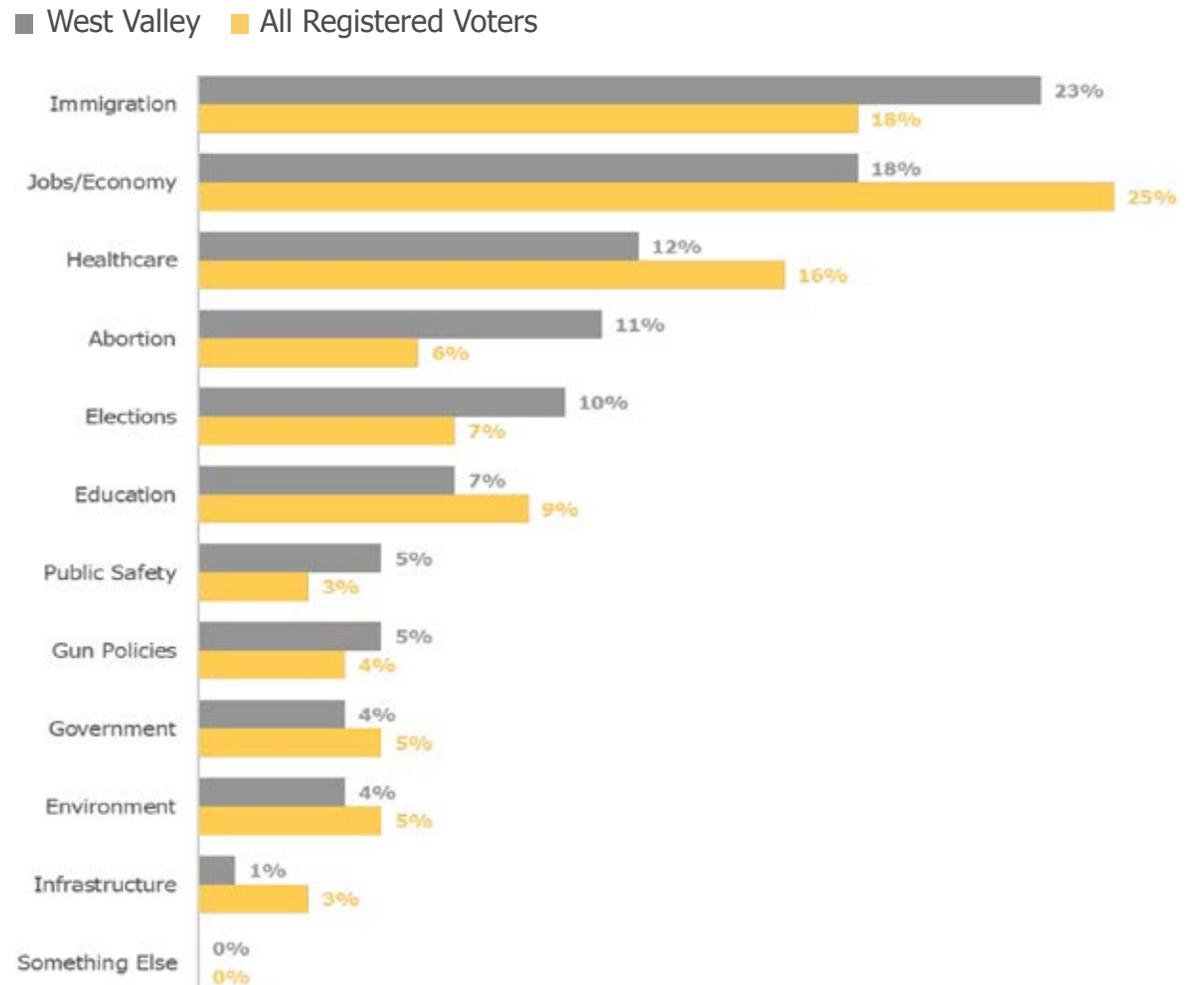
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Regional Analysis: West Valley



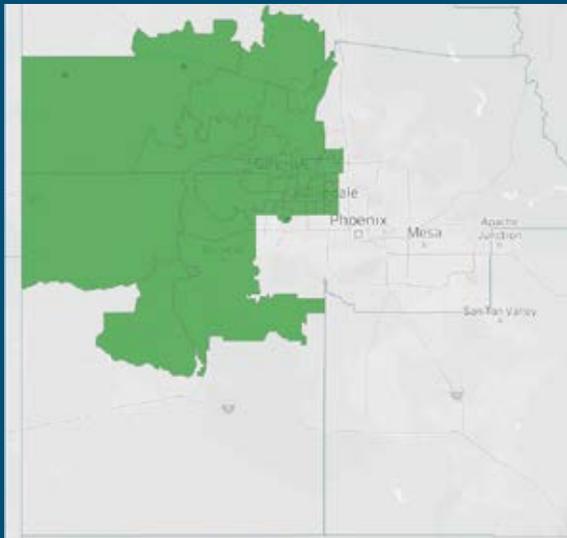
Top “Need to Know” Topics



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=104)
 † 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



39% see Democrats a danger to democracy

69% want parties to work together even if it requires compromise

72% think a politician should work to maintain good relationships with their fellow elected official

TOP 3 WANTED TOPICS

- Immigration
- Jobs/Economy
- Healthcare

MOST SELECTED ISSUE WITHIN EACH TOPIC

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

TOP 3 NEEDED TOPICS

- Jobs/Economy
- Healthcare
- Immigration

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Gas prices
- Affordability of prescription drugs
- Border Security

TOPICS WANTED MORE OFTEN THAN AVERAGE

- Public Safety
- Environment
- Abortion

MOST SELECTED ISSUE WITHIN EACH TOPIC

- Funding for the Arizona Department of Public Safety
- Water conservation
- Whether the candidate calls him/herself pro-life or pro-choice

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=104)

† 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

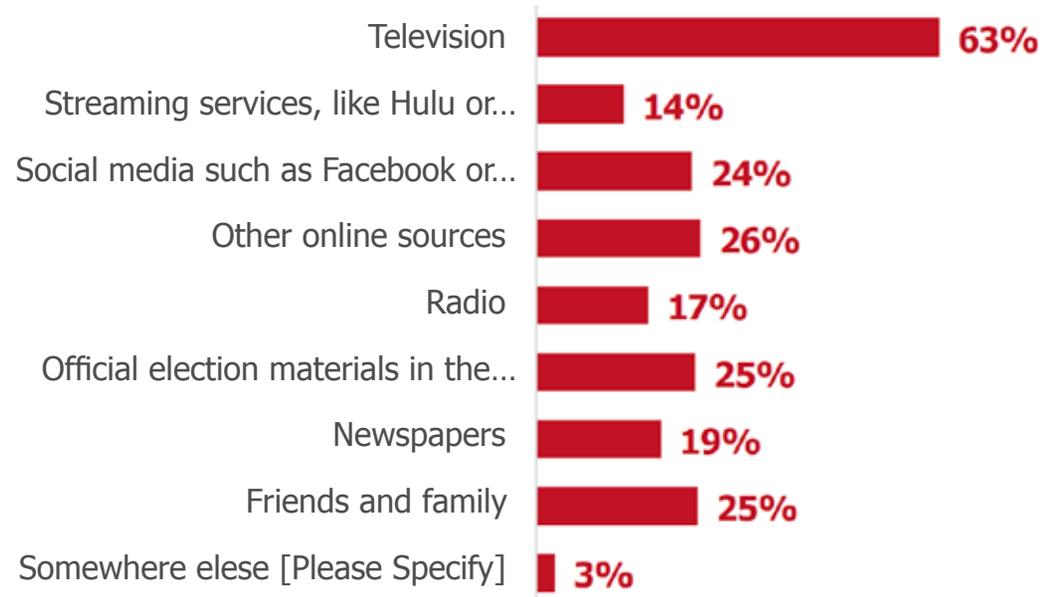
Best way to reach various types of voters – activists, often voters, less frequent voters



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)

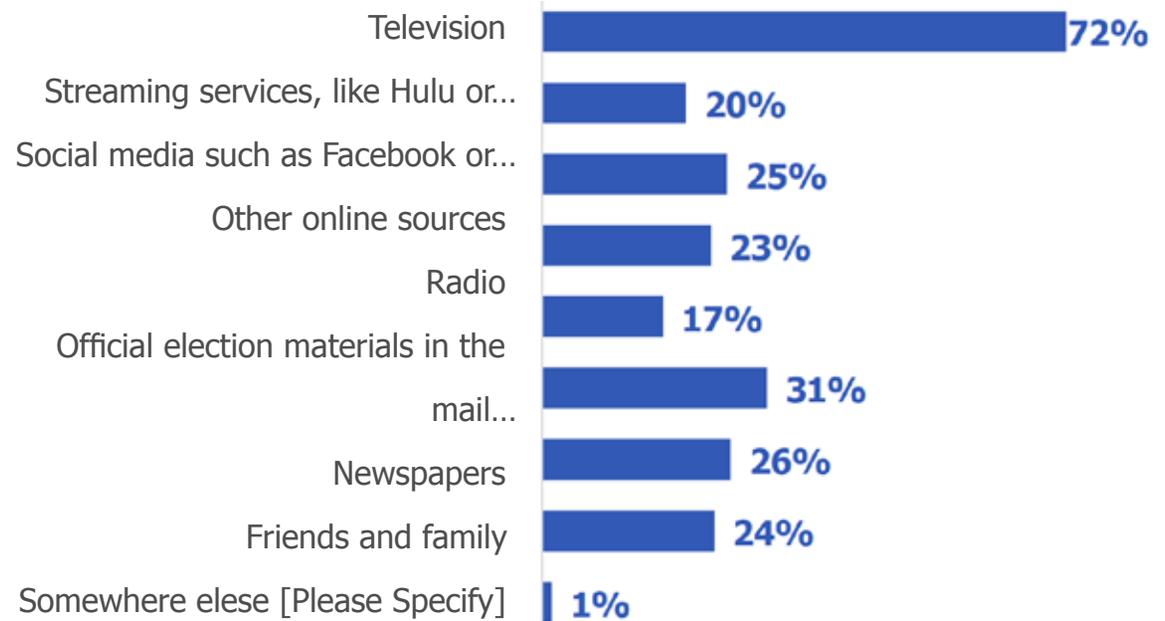
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Likely Democratic Primary Voters

Likely Democratic primary election voters are less likely to use radio and online sources and more likely to use newspapers and online streaming services 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)

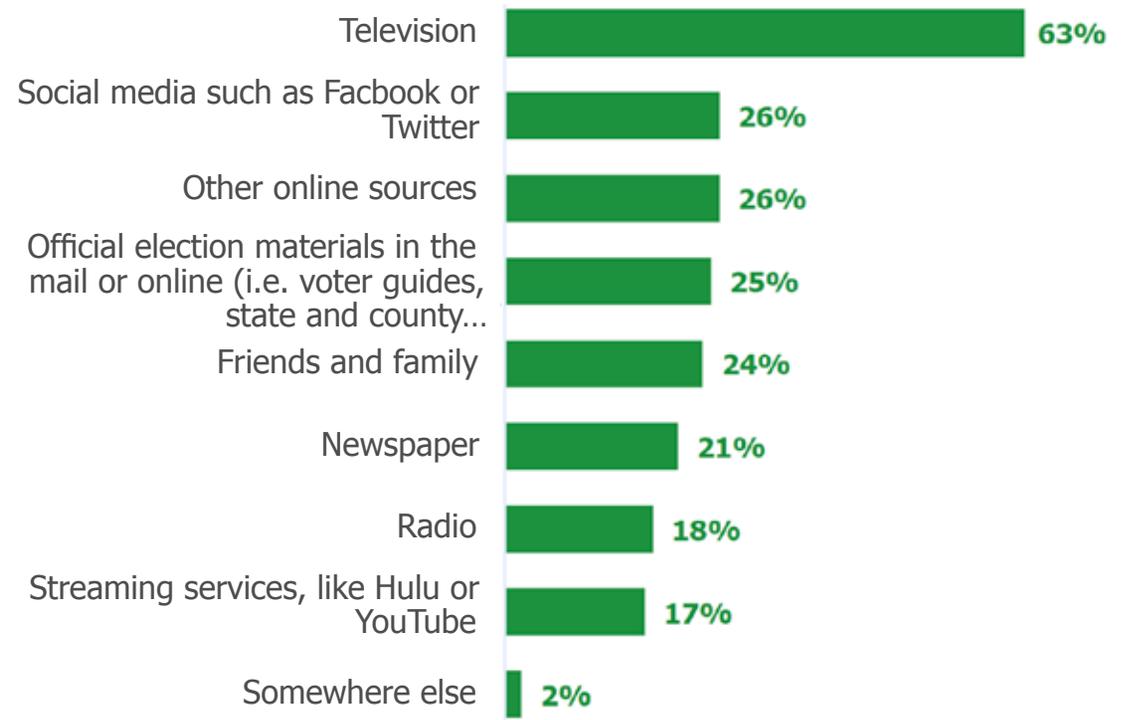
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



Very likely General Election Voters

Likely general election voters are more likely to use television and social media such as Facebook or Twitter and other online sources and less likely to rely radio or streaming services like Hulu or YouTube than the average Arizona voter.

Sources of Election Information for Likely General Election 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

The topics that most registered voters would like to know a candidate's stance on are jobs/economy (gas prices), immigration (border security), & healthcare (affordability of prescription drugs). The last two items are tied in terms of the percentage of respondents mentioning those issues. Perhaps not surprising that gas prices are important to voters given the current spike.

Far and away the most common sources that voters use to learn about elections are sources where the information will come to them passively (television or official online/mail election materials) as opposed to sources that voters need to actively seek out (social media, other online sources, etc.).



Thank You

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STE. 1500
PHOENIX, AZ 85012



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 <i>*Totals may not sum 100% due to rounding</i> Weight Variable = Arizona Registered Voters		Total Column % (& Others)
Gender		
	Sample Size	800
	Male	49%
	Female	51%
	Prefer not to answer	0%
Region		
	Sample Size	800
	Maricopa	61%
	Pima	15%
	Rural	24%
Age		
	Sample Size	800
	17 or younger	0%
	18-34	25%
	35-44	15%
	45-54	15%
	55-64	17%
	65+	28%
Party_combined		
	Sample Size	800
	REP	35%
	DEM	32%
	IND	33%
Race/ethnicity		
	Sample Size	800
	White, Non-Hispanic	65%
	Hispanic	23%
	Other	13%
Education_combined		
	Sample Size	800
	HS or Less	26%
	Some College	39%
	College Graduate	21%
	Postgraduate	14%



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 $\pm 3\%$.

*Numbers may not equal 100% due to rounding.

Education	%
High School or Less	26%
Some College	39%
College Graduate	21%
Post-Graduate	14%

Region	%
Maricopa County	61%
Pima County	15%
Other Counties	24%

Party Affiliation	%
Democrat	32%
Independent	33%
Republican	35%

Ethnicity Combined	%
White, non-Hispanic	65%
Hispanic/Latino	22%
Other	13%

Gender	%
Male	49%
Female	51%

Age	%
18-34	25%
35-44	15%
45-54	15%
55-64	17%
65+	28%