



# AZ CITIZENS CLEAN ELECTIONS COMMISSION

Public Opinion  
Survey Results

*April 13, 2022*



# 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

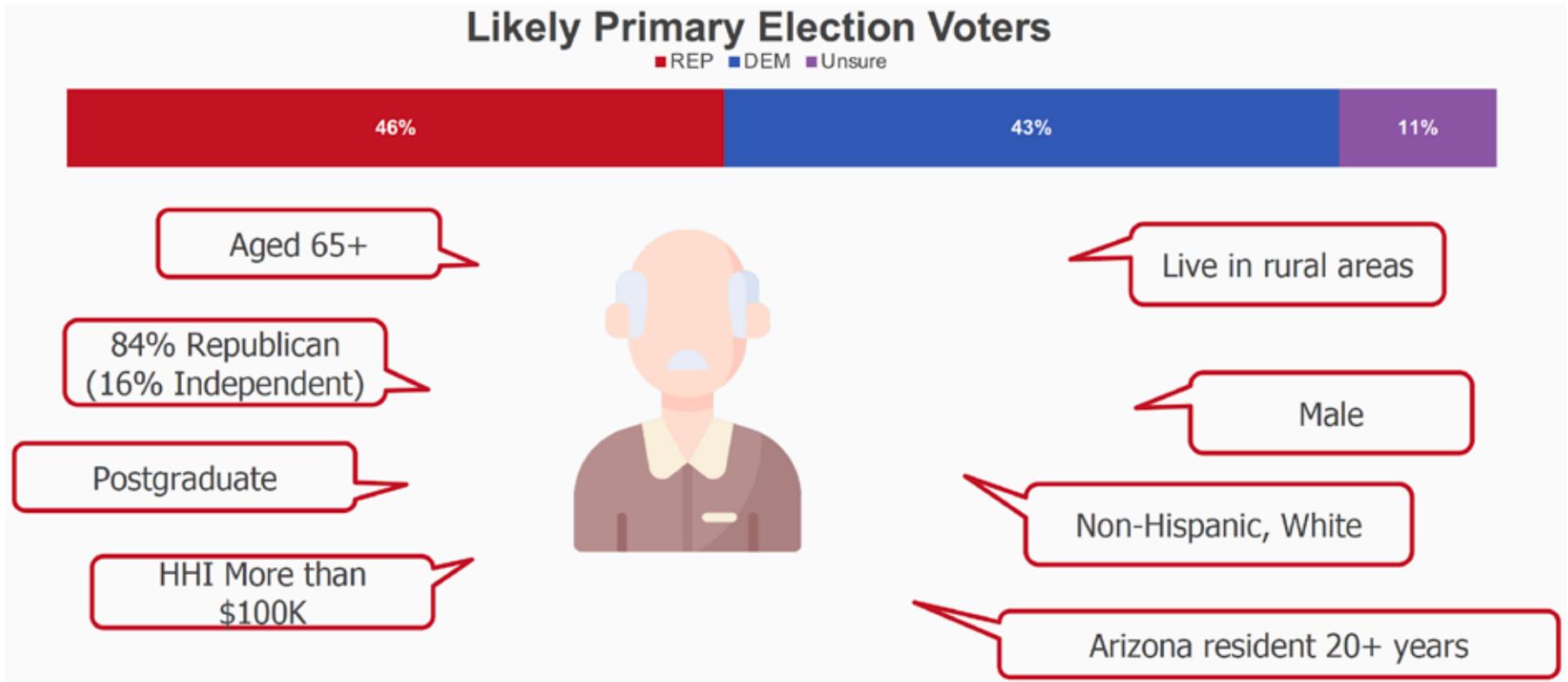


# **Voter Perceptions and Opinions**

Key Top Issues  
for Candidates  
to Focus on



# Profile: Likely Democratic Primary Voters

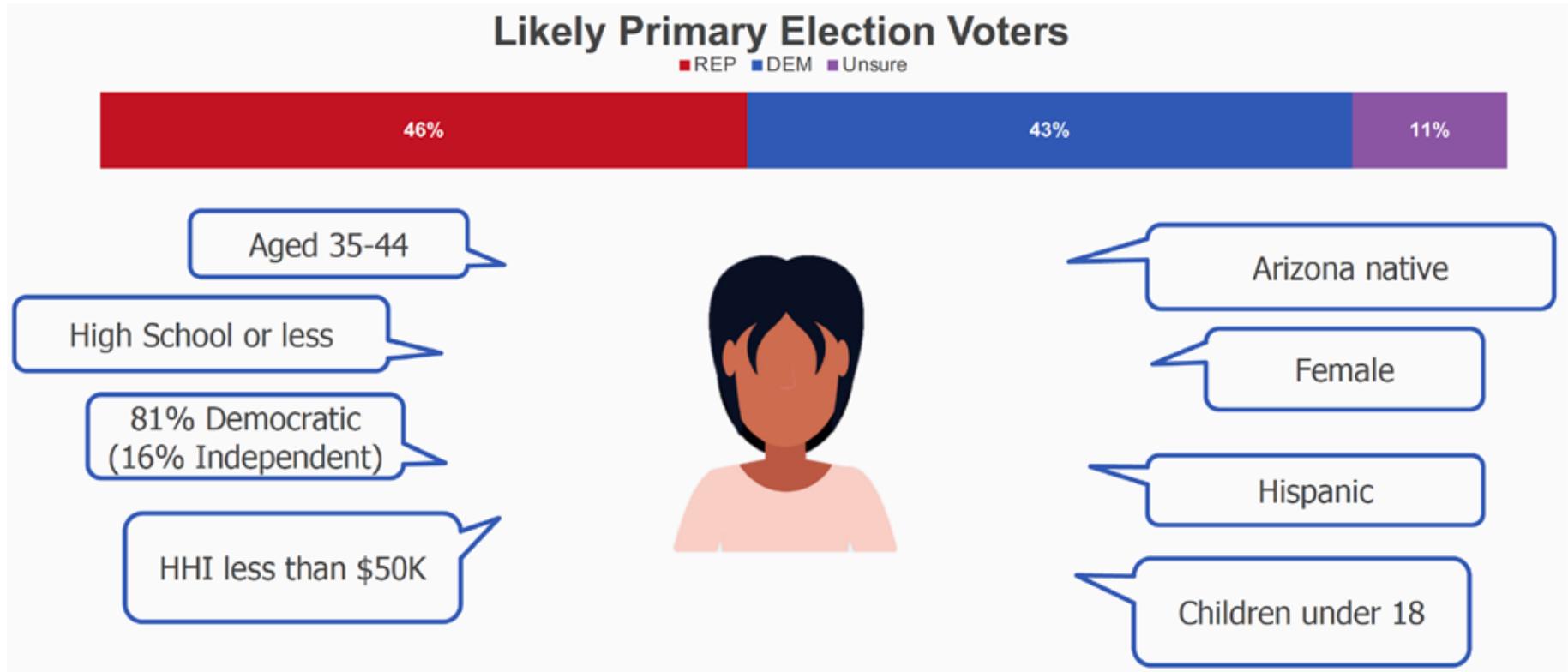


Q) Which party's primary do you plan to vote in? (n= 617)

† 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

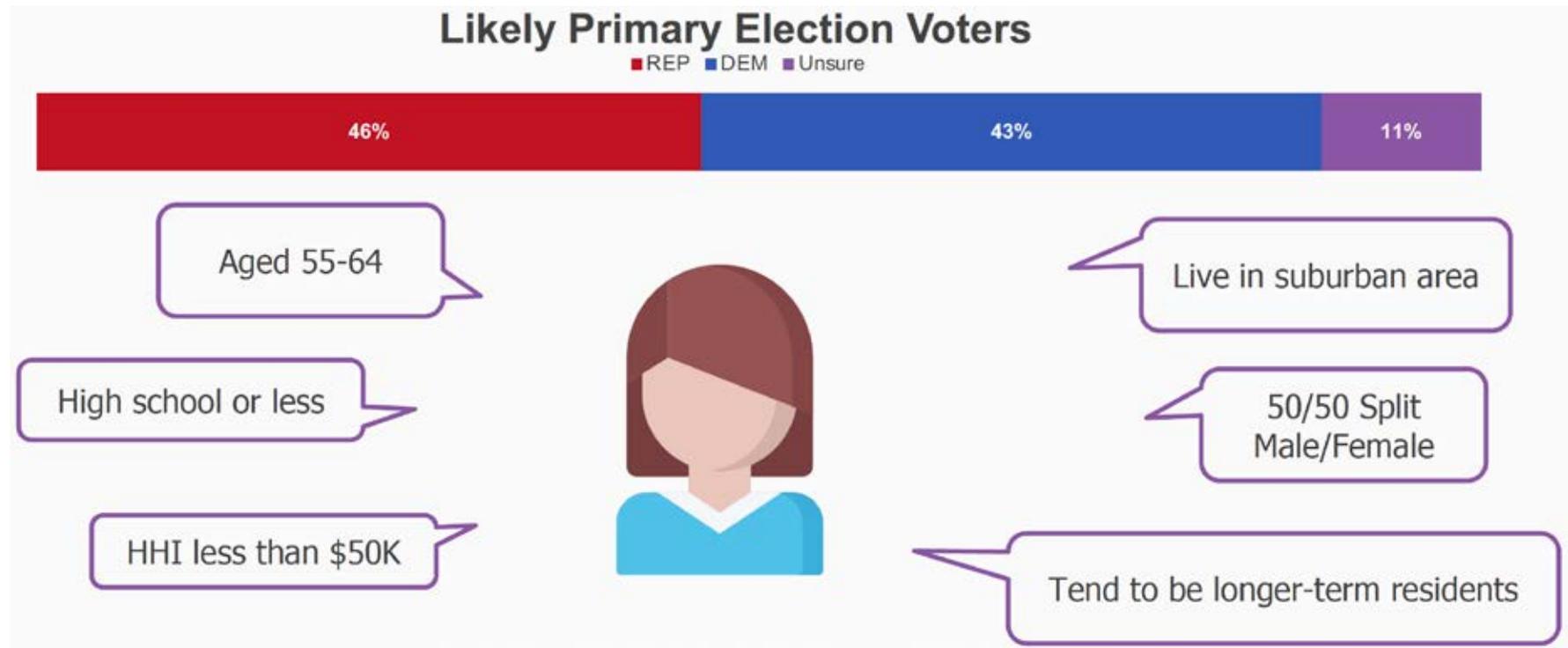


Q) Which party's primary do you plan to vote in? (n= 617)

† 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

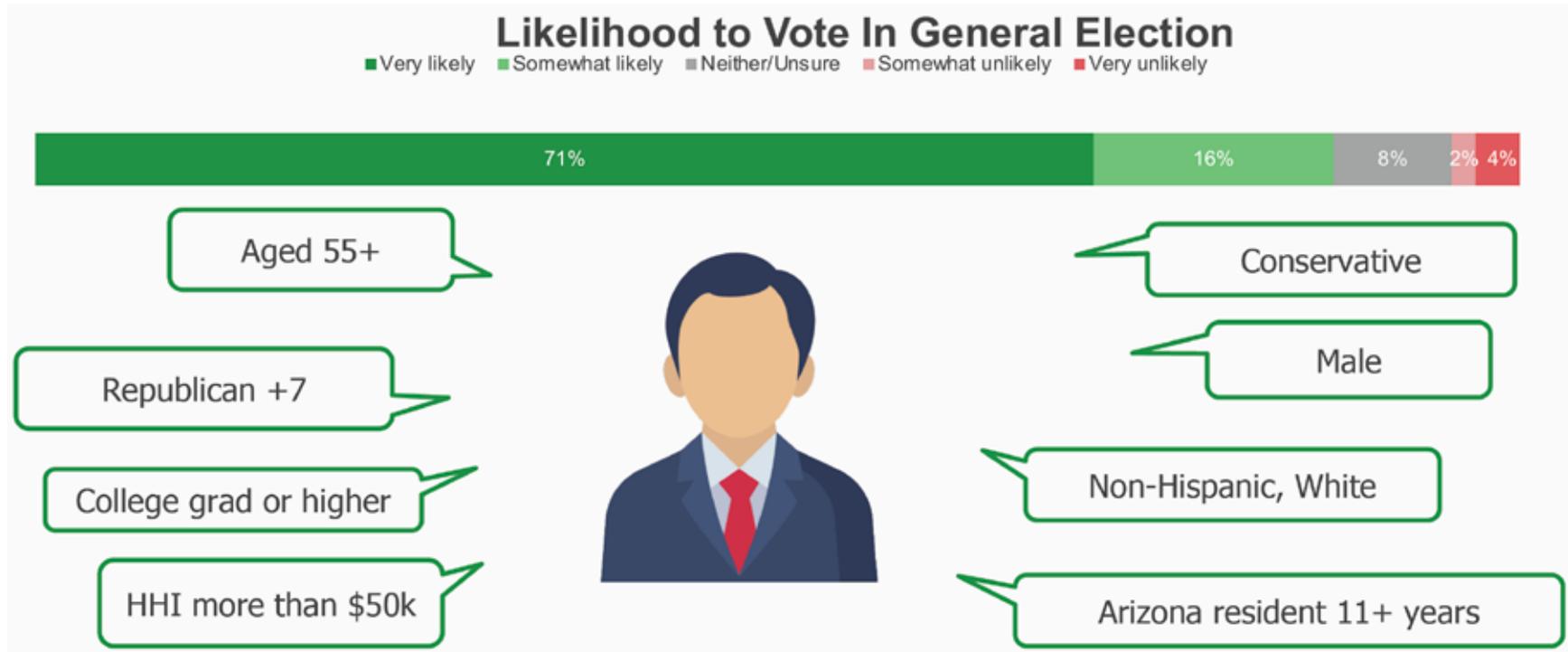


Q) Which party's primary do you plan to vote in? (n= 617)

† 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).

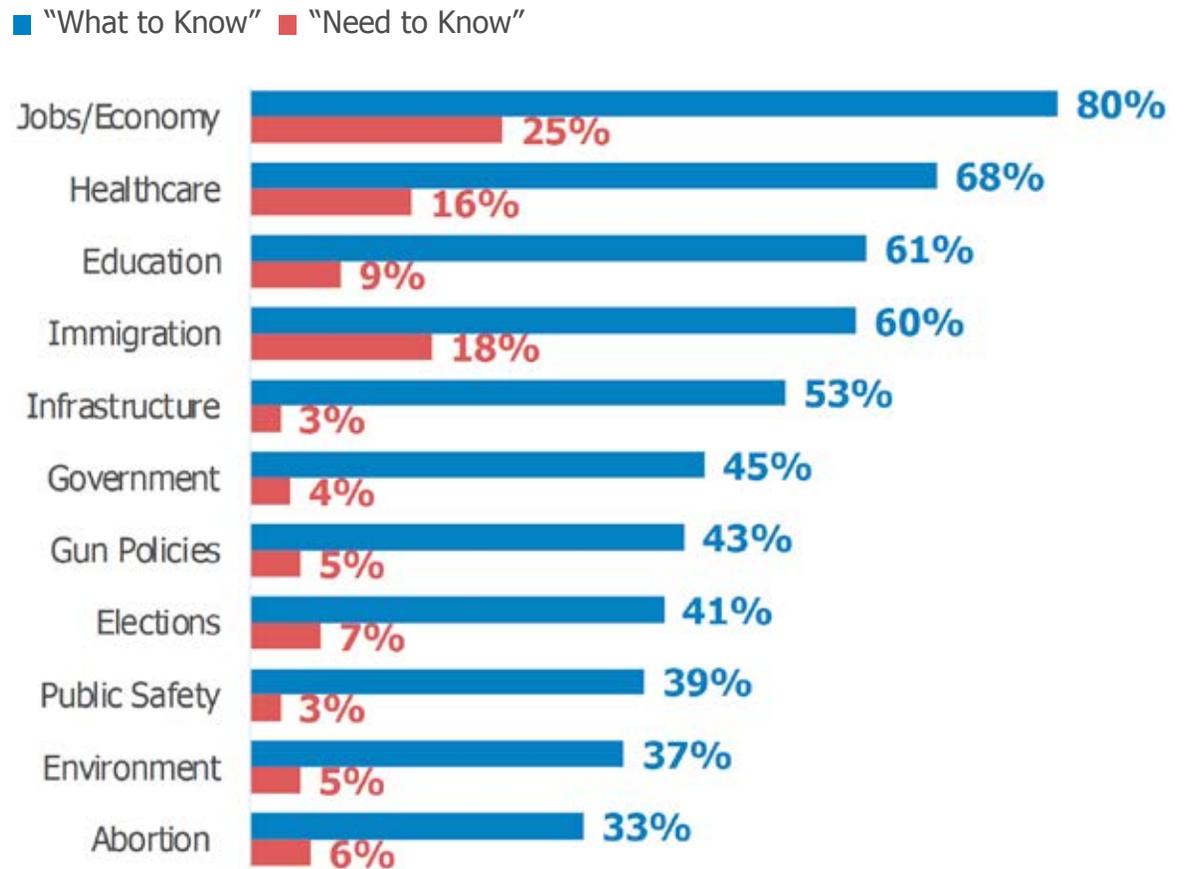


# Day-to-Day Items Dominate the Topics Voters Want to Hear Candidates' Positions On

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.

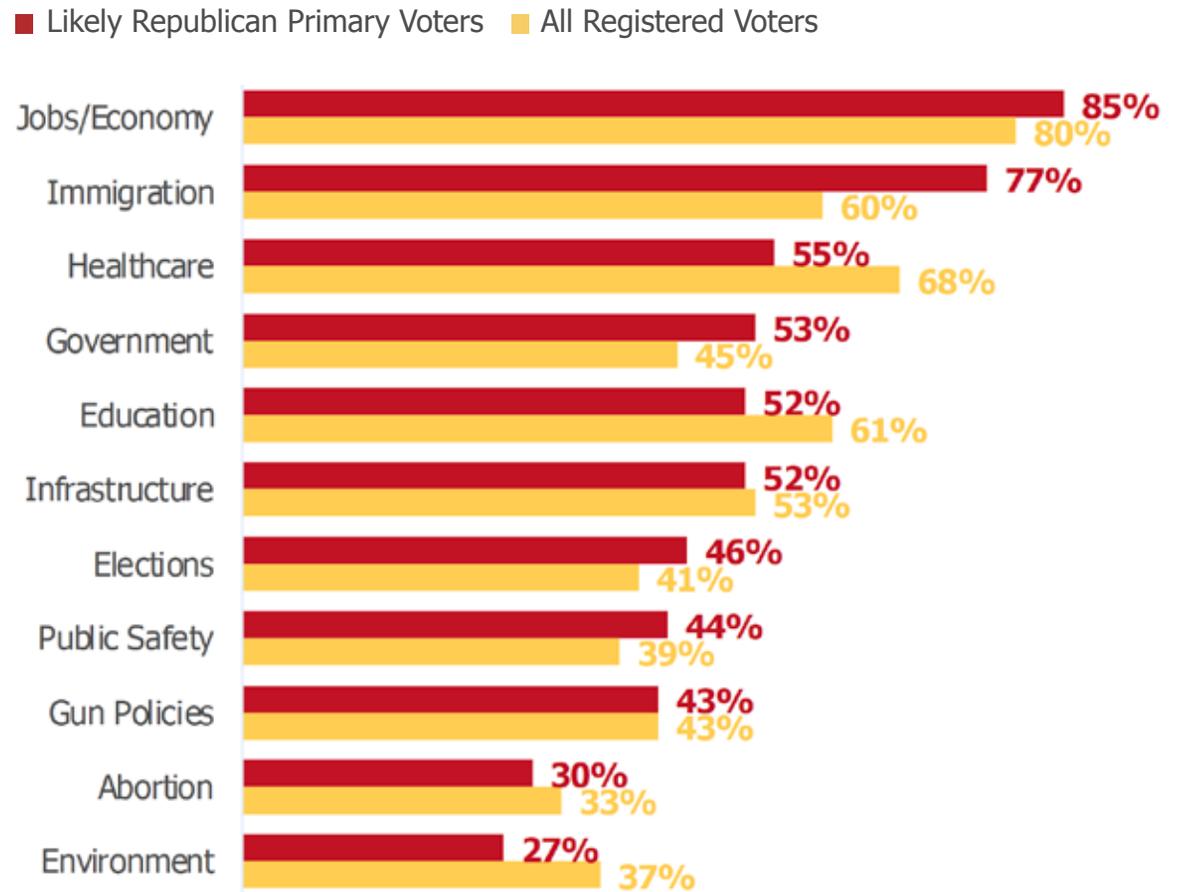


# Likely GOP Primary Voters

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.



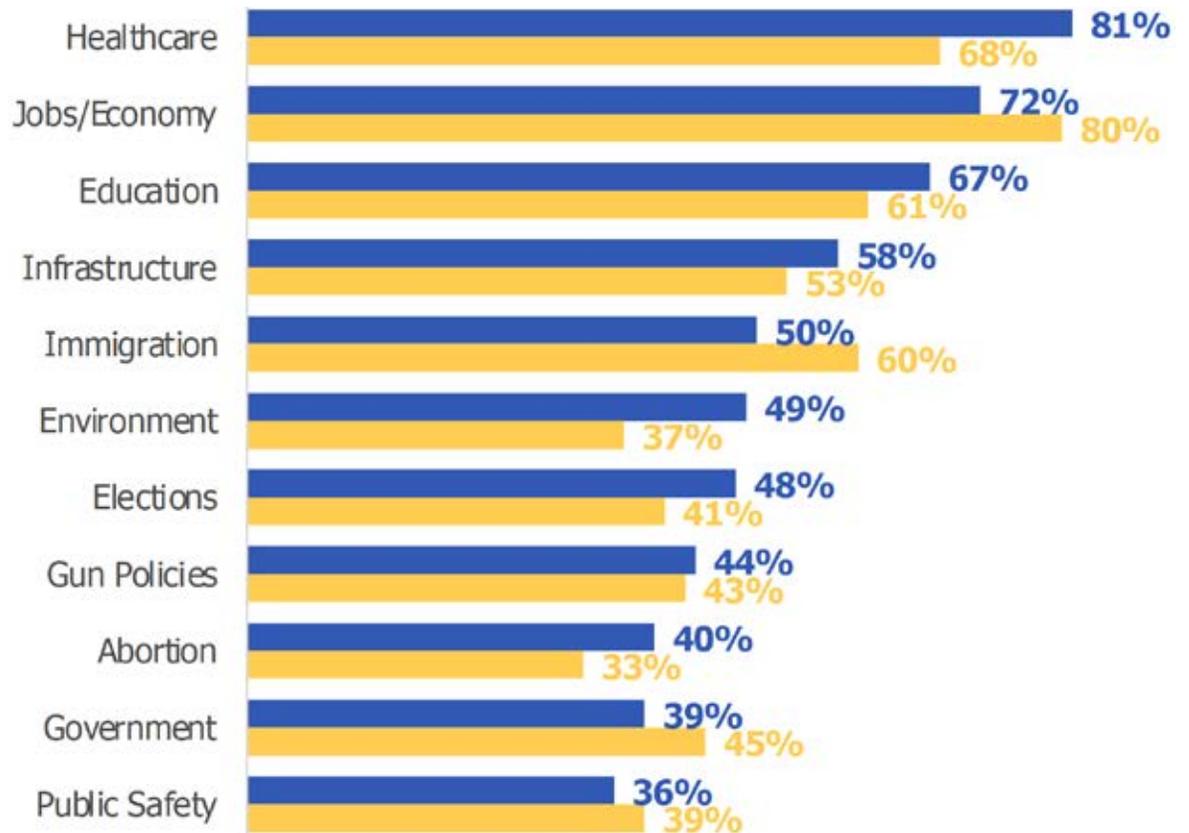
# Likely Democratic Primary Voters

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

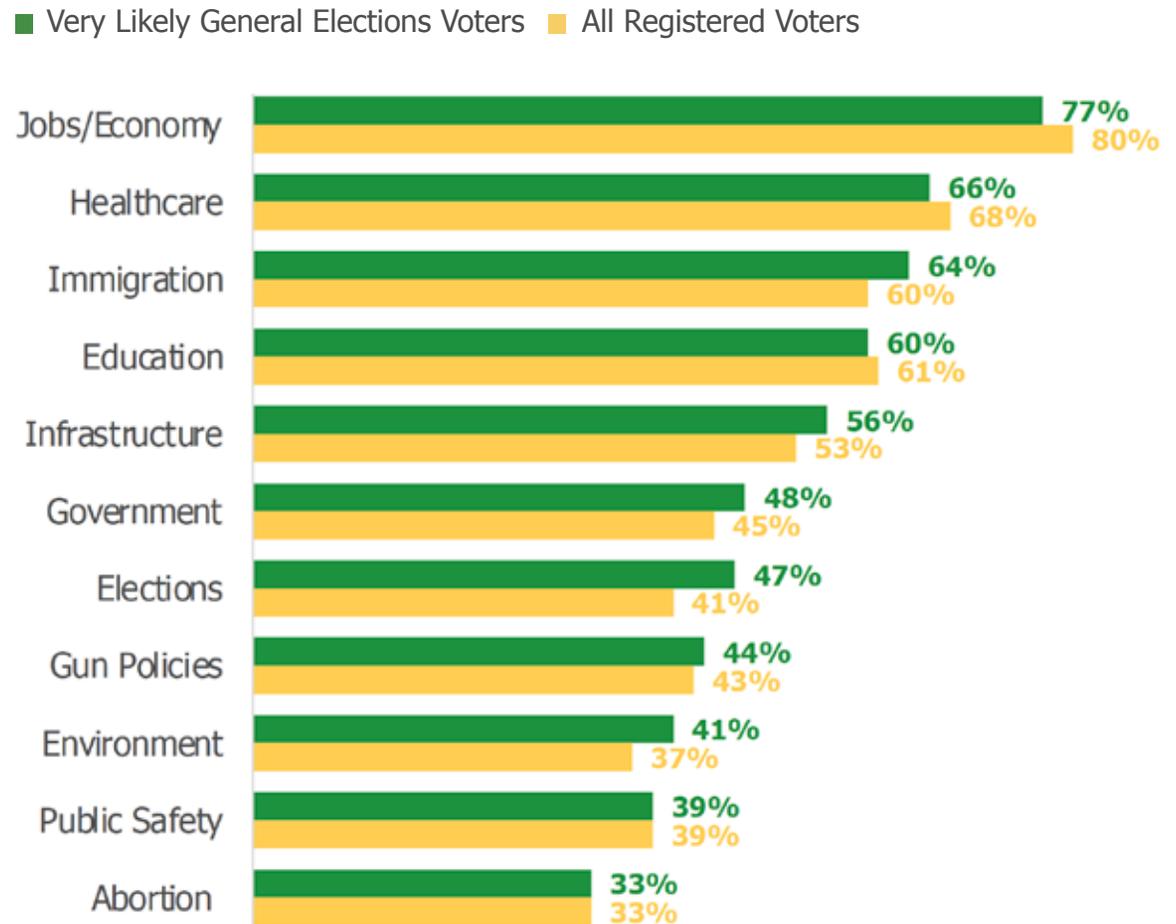
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=265)  
† Note: Some numbers (on the chart or elsewhere) may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

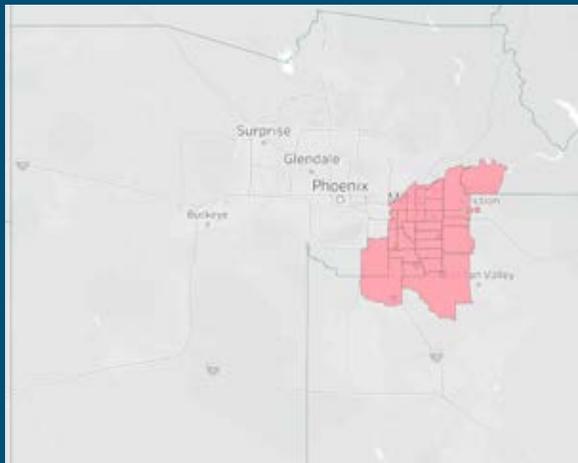
Infrastructure  
Government  
Elections  
Environment

## 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

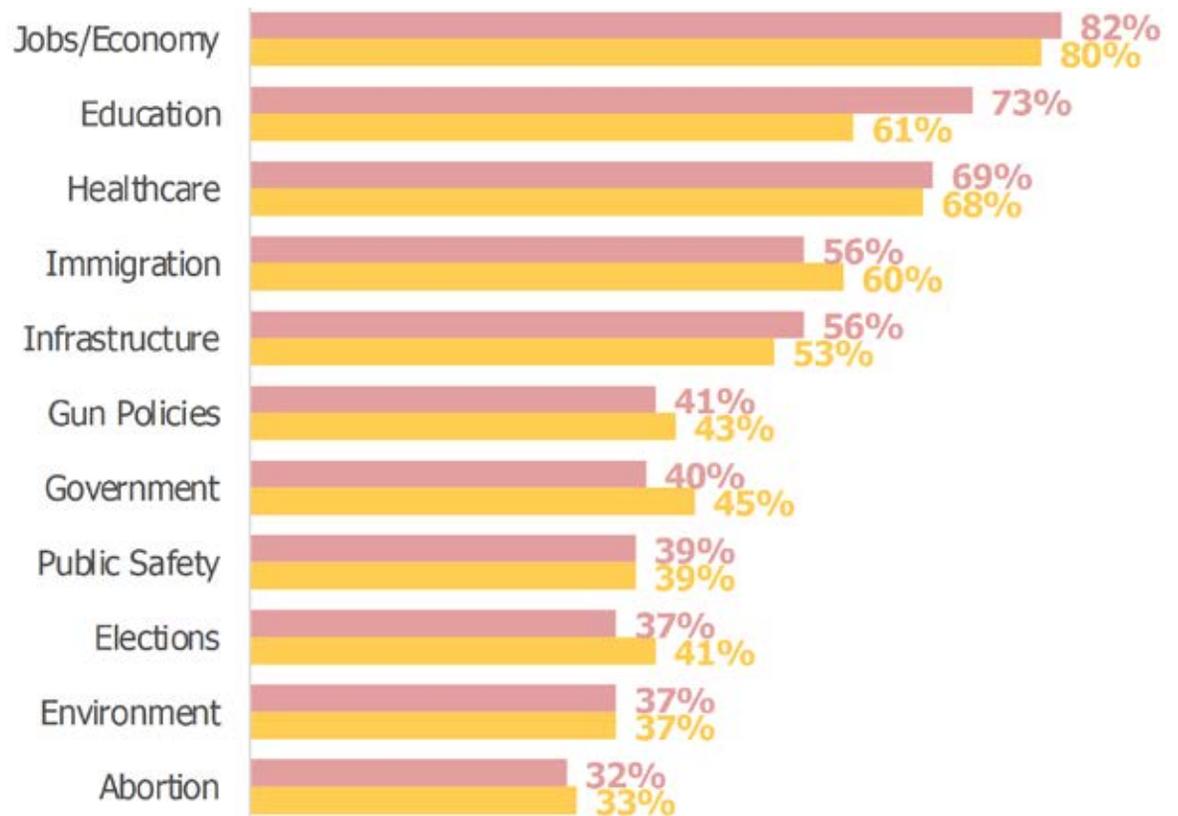
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=570)  
† Note: Some numbers (on the chart or elsewhere) may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

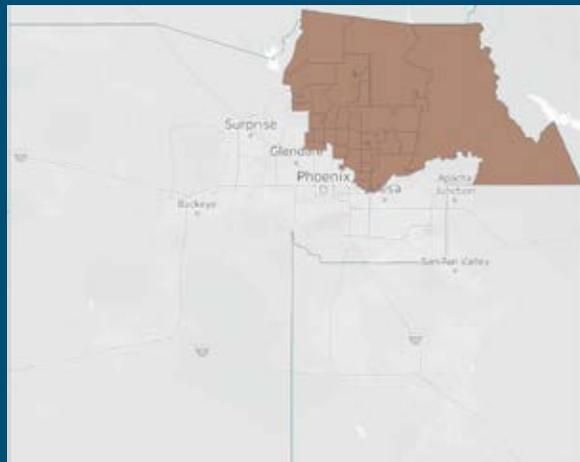
Mass transit – light rails, buses, etc.

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.

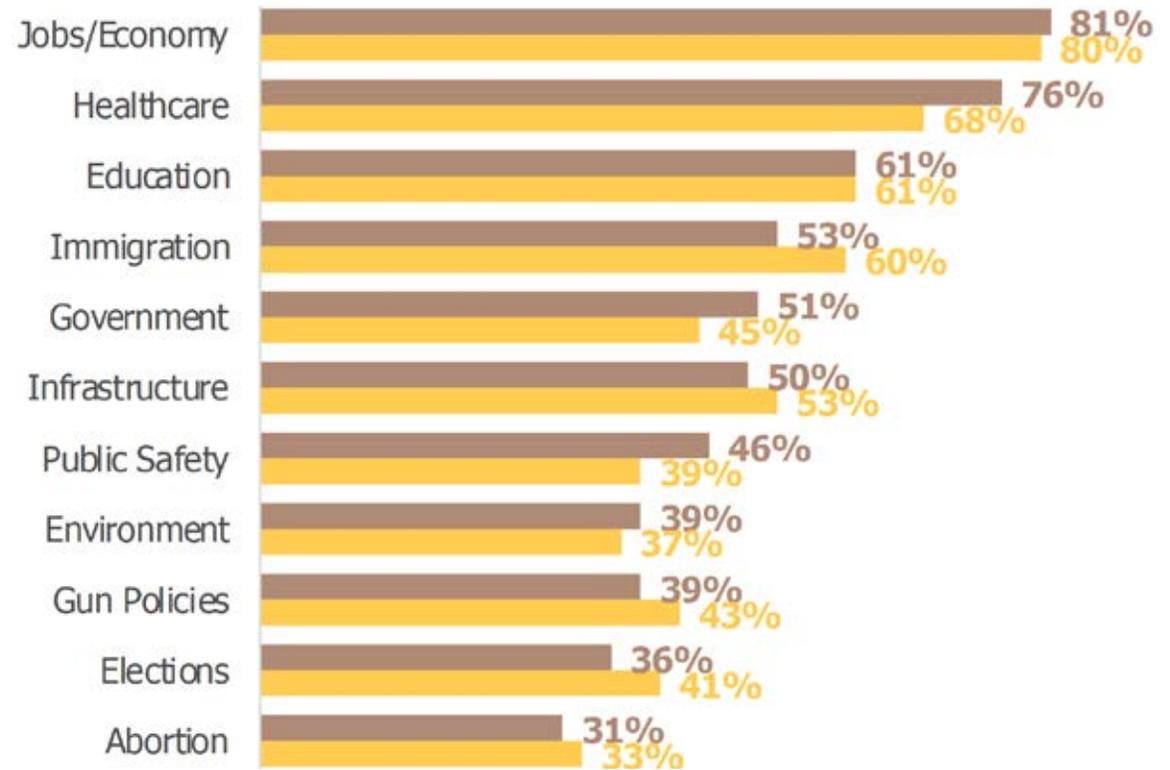


# Regional Analysis: Scottsdale/North PHX\*



## 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

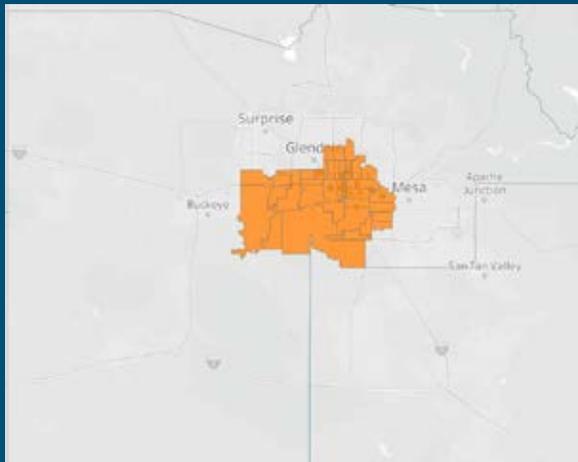
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=99)

† 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

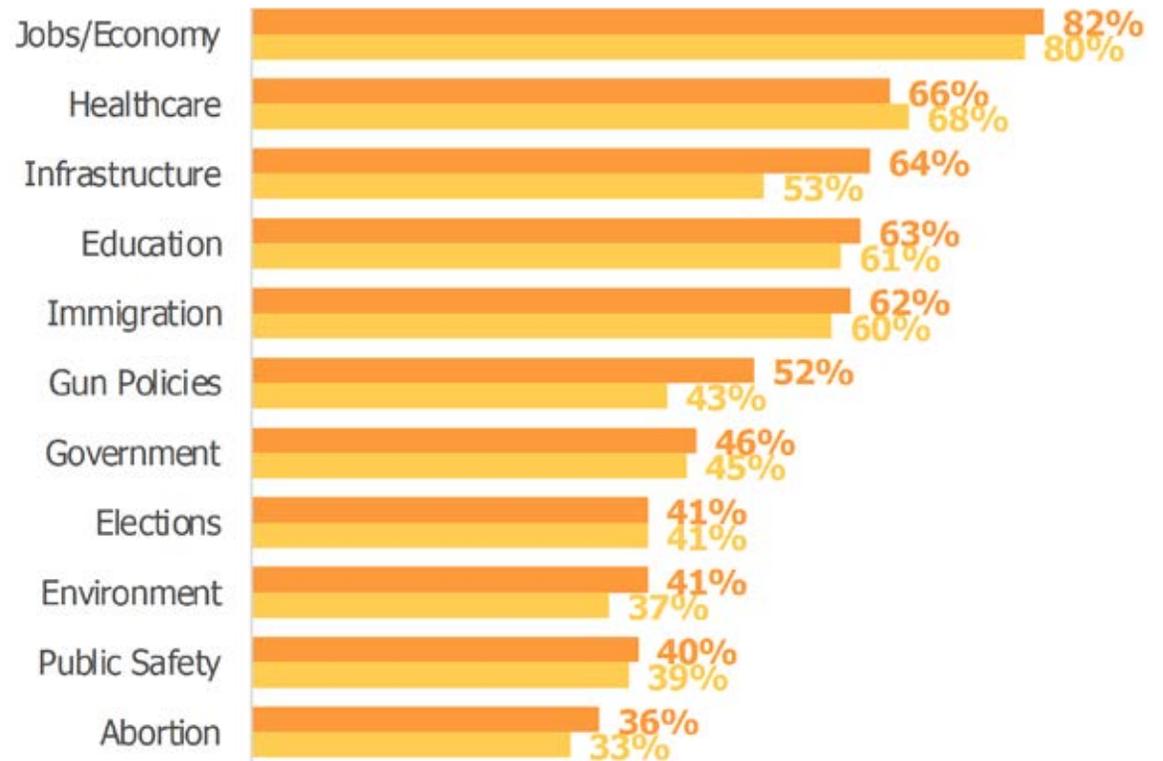


# Regional Analysis: South PHX/ Tempe



## 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

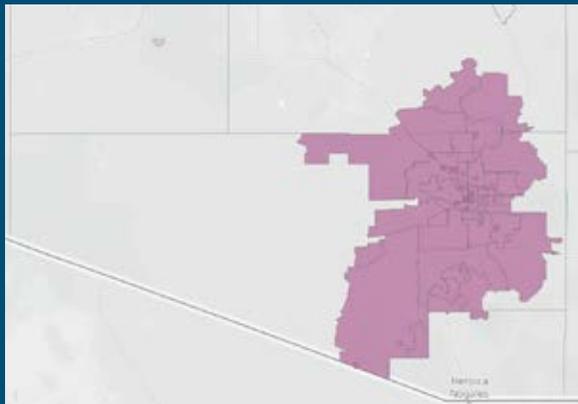
## MOST SELECTED ISSUE WITHIN EACH TOPIC

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

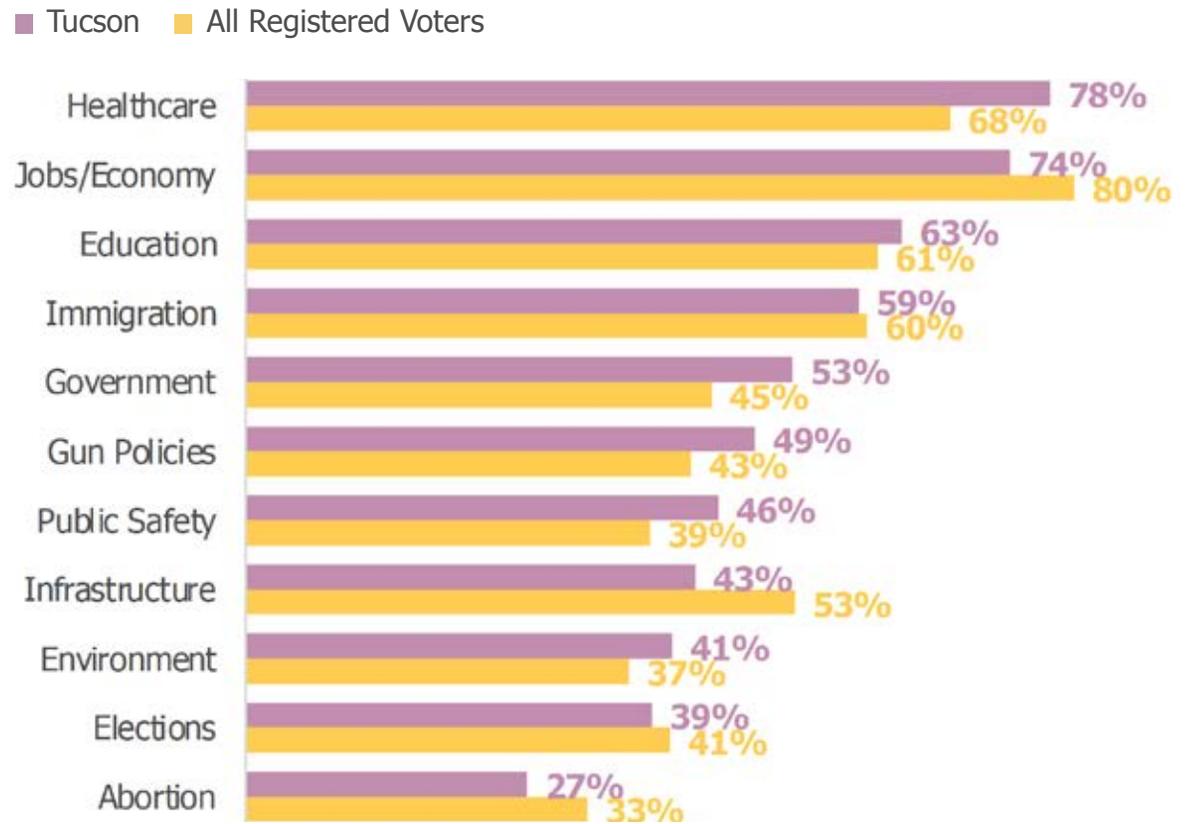
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=147)

† 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

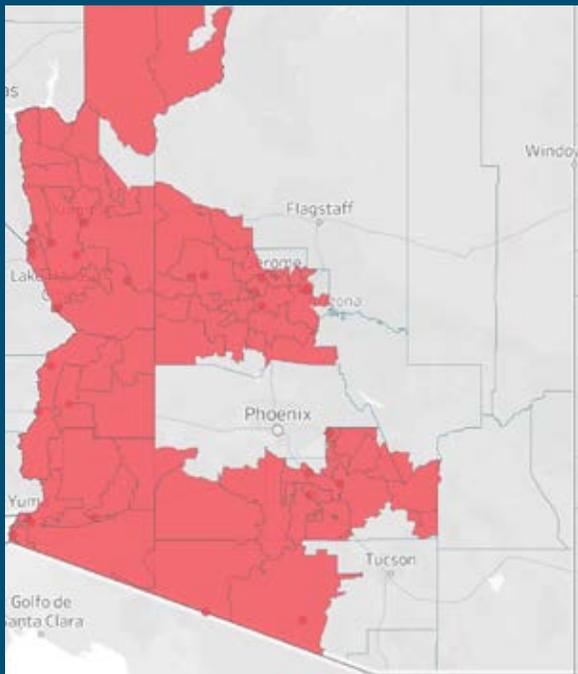
Laws making it easier for people to vote/Security issues – mail-in voting, voter I.D., paper ballots, etc. (tie)

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)

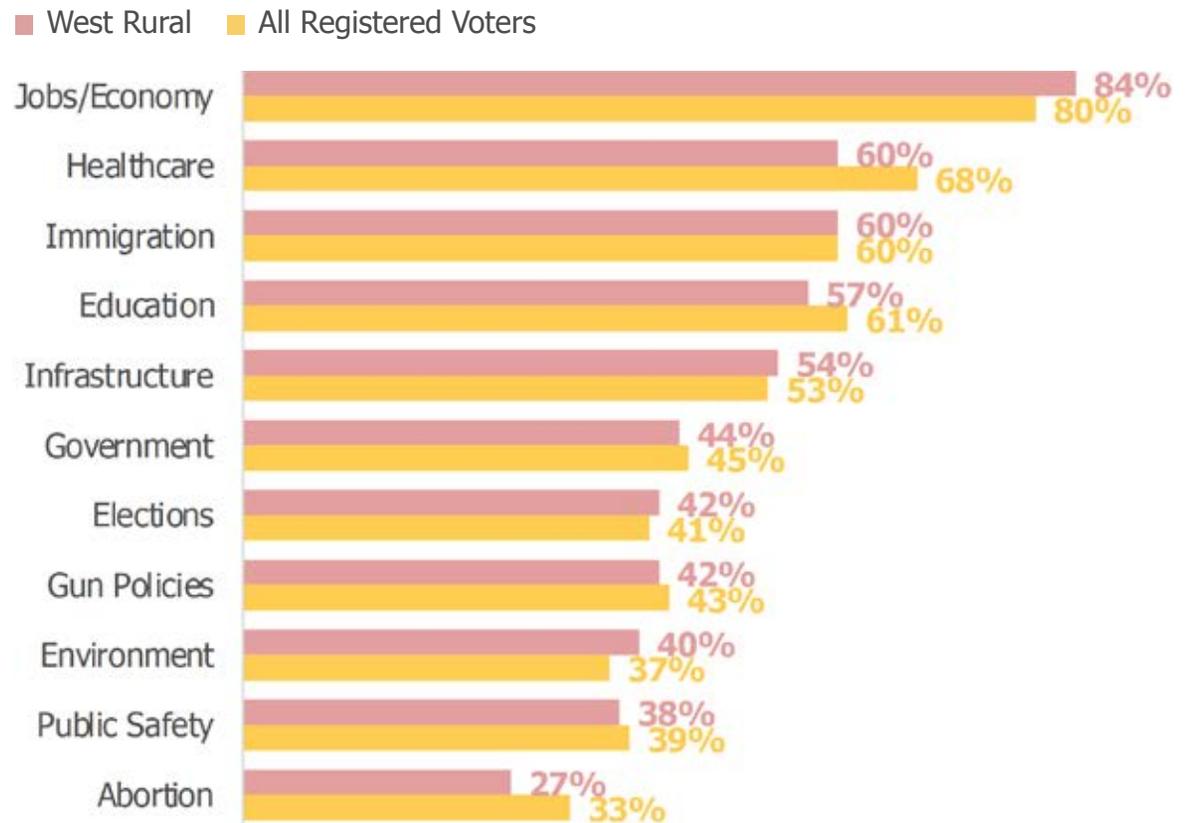
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



# 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

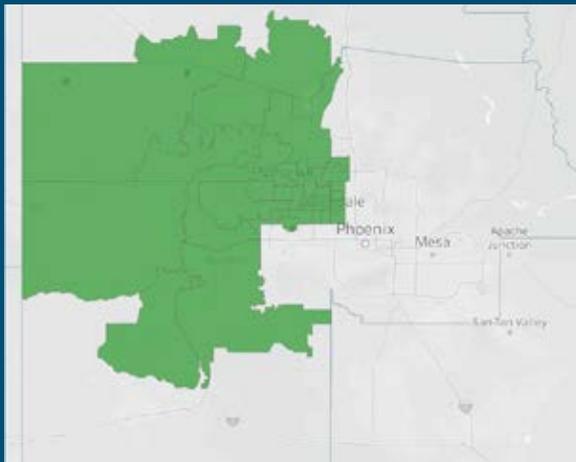
Water Conservation  
Improving roads, bridges, utilities

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)

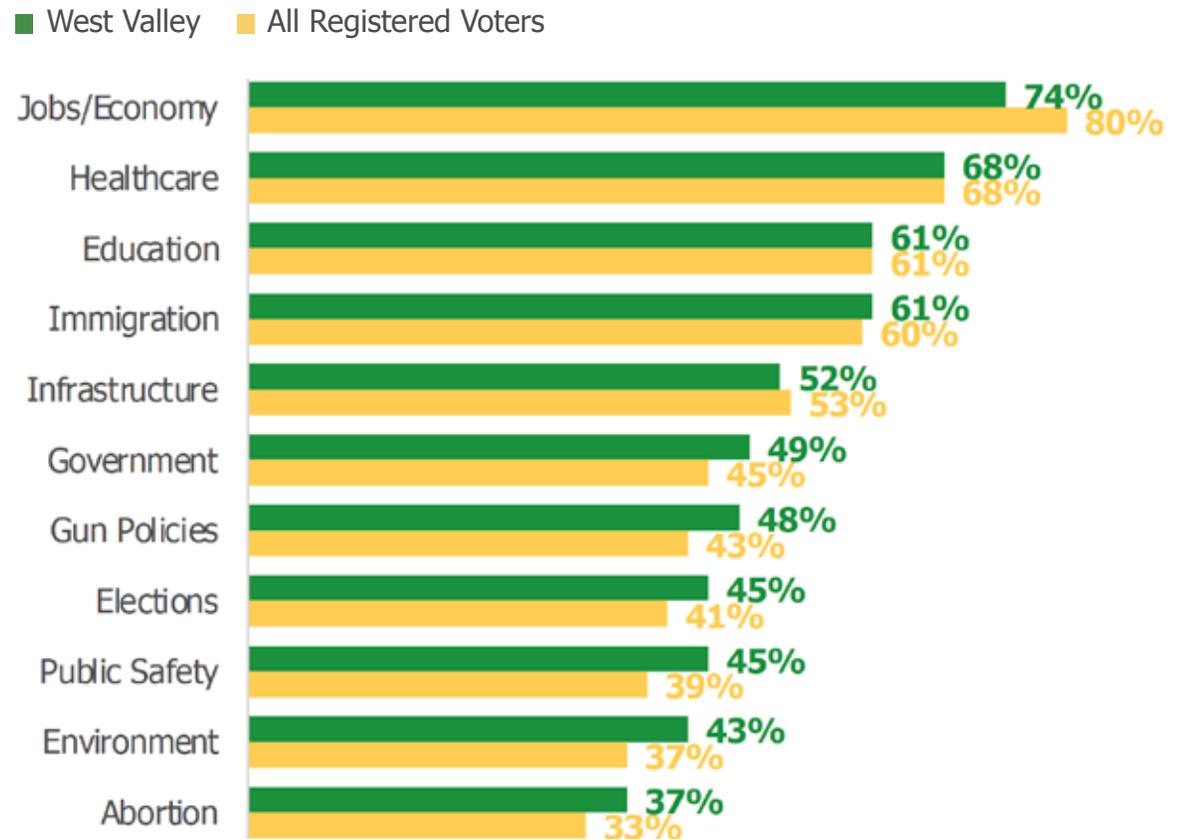
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



# 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).

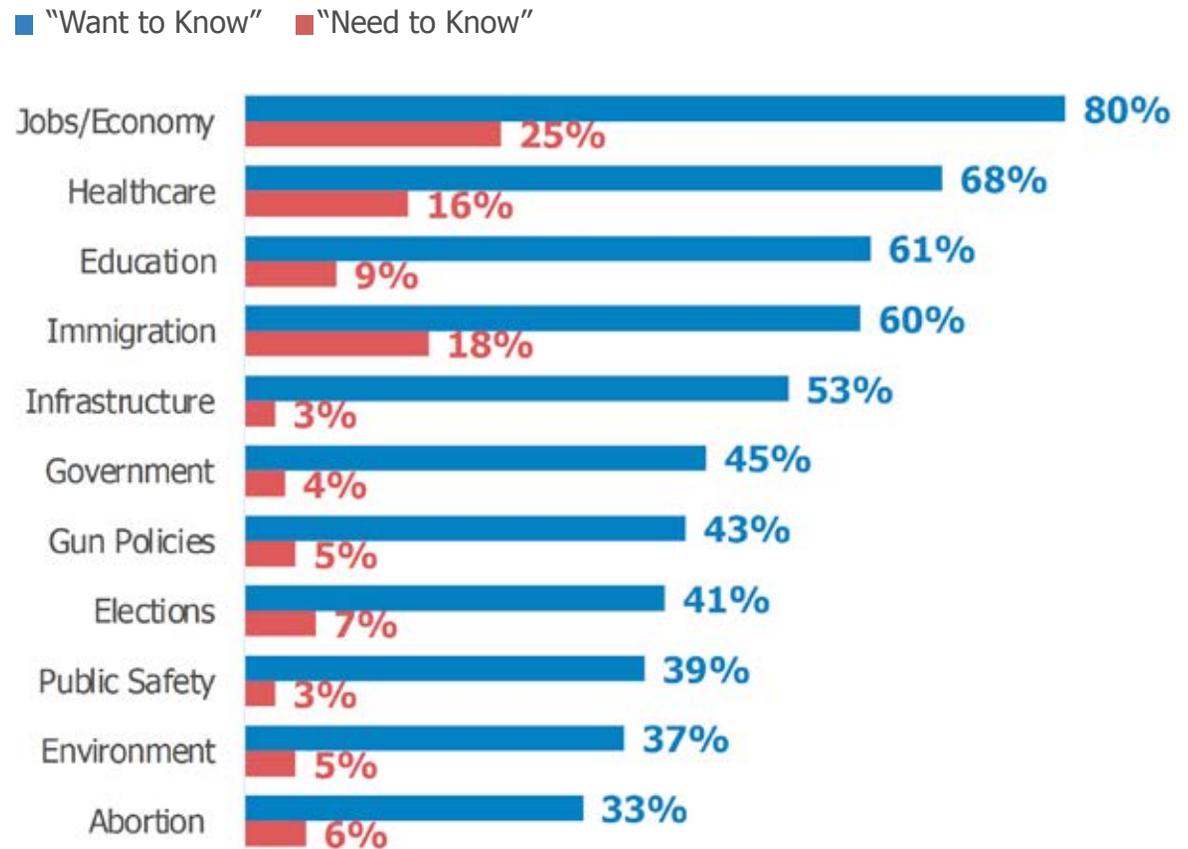


# Day-to-Day Items Dominate the Topics Voters Want to Hear Candidates' Positions On

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.



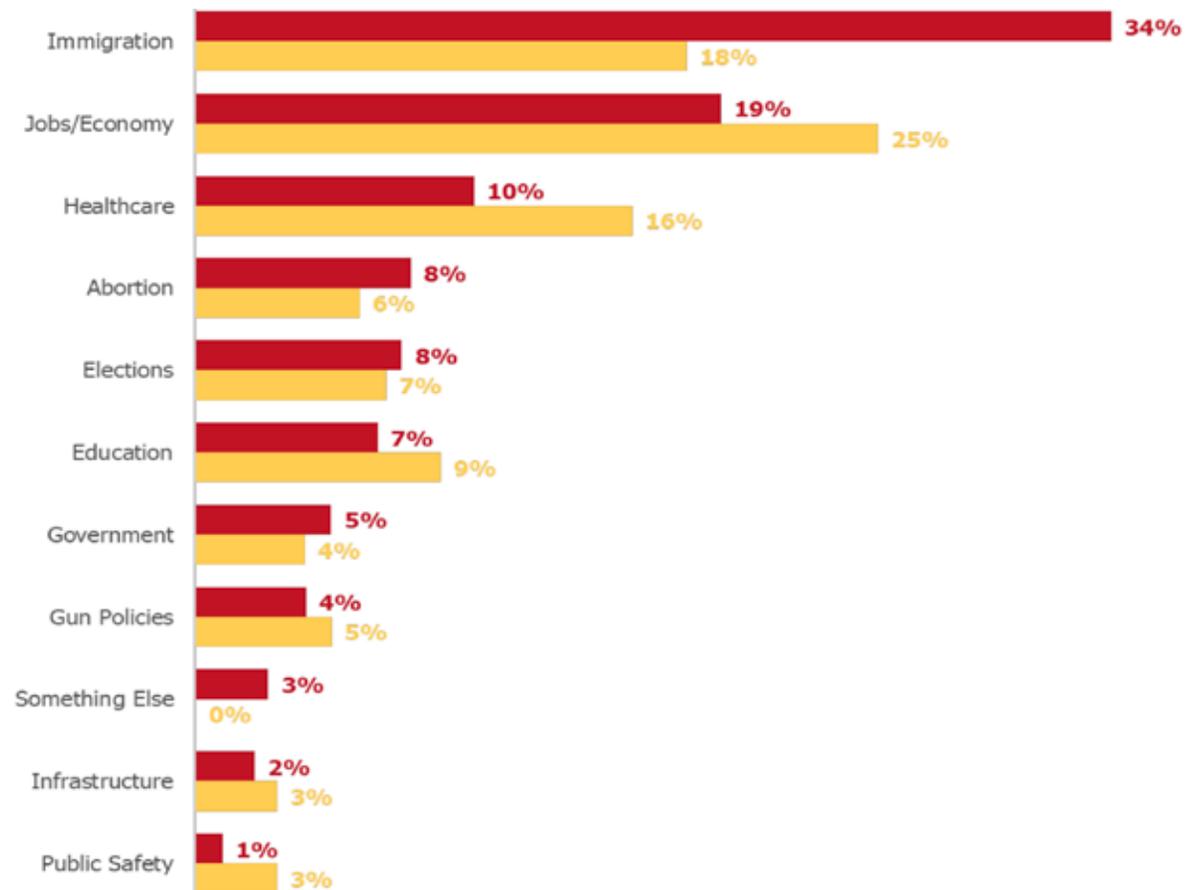
# Likely GOP Primary Voters

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.

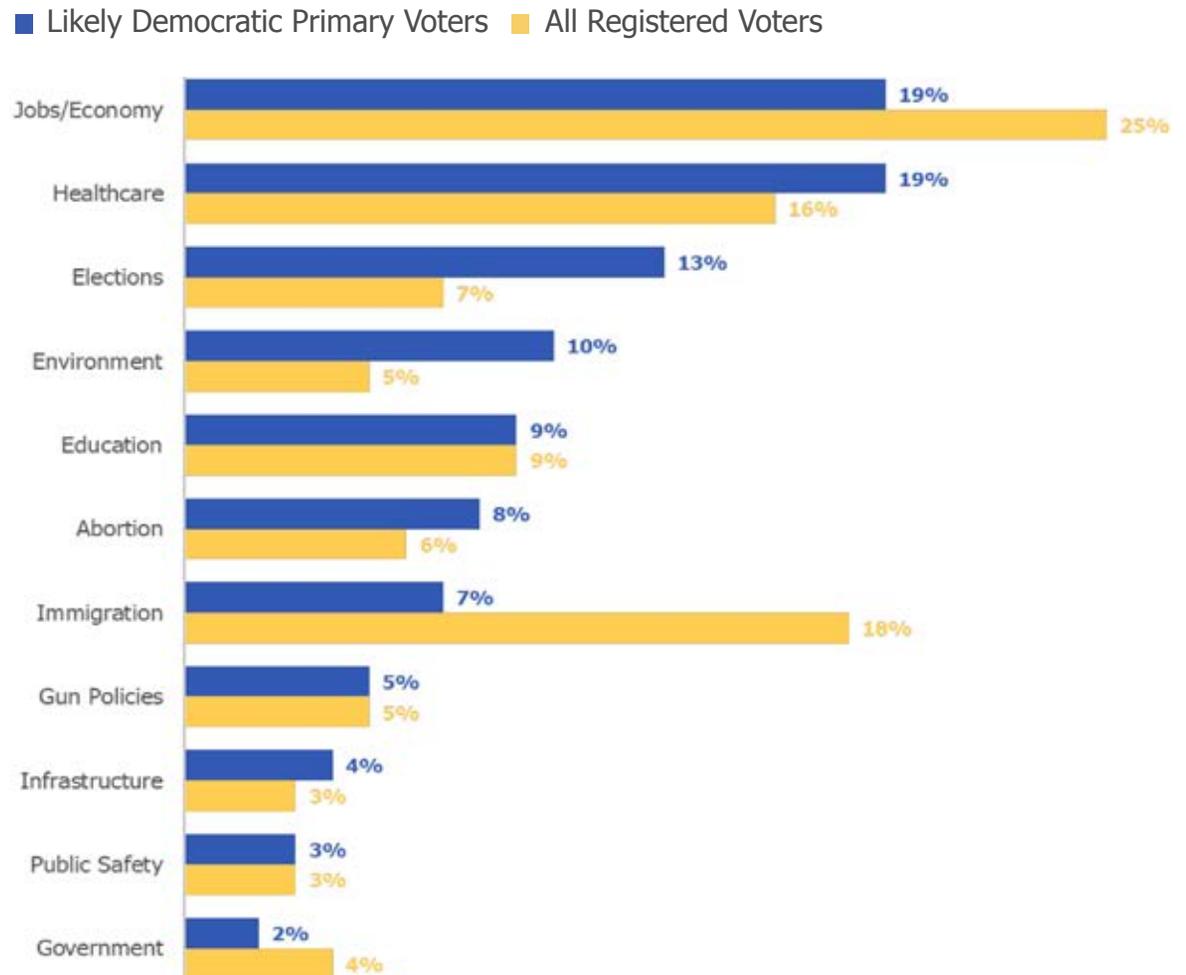


# Likely Democratic Primary Voters

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

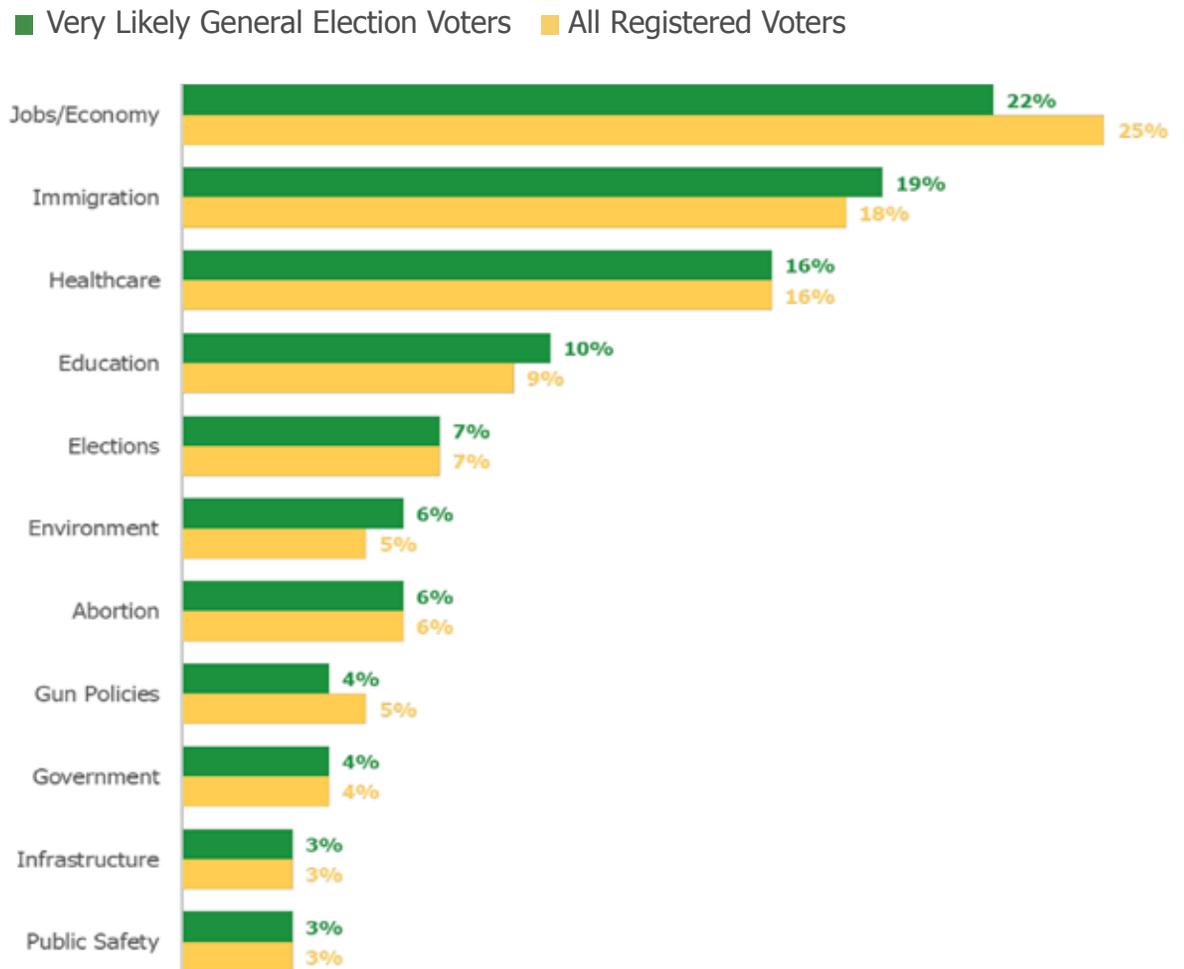
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?  
 Q) Finally, which is the most important issue for you to know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

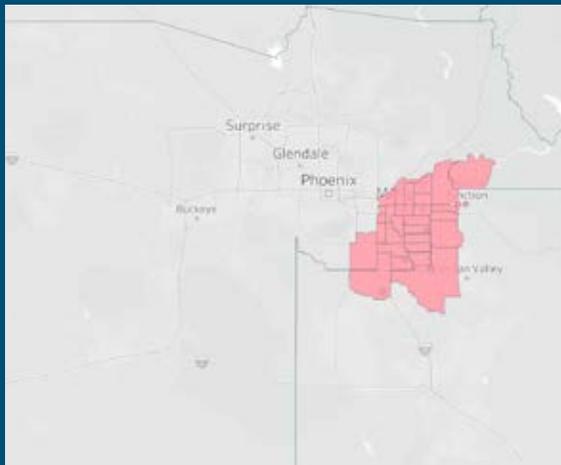
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office? (n=570 Very Likely General Election Voters)

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.

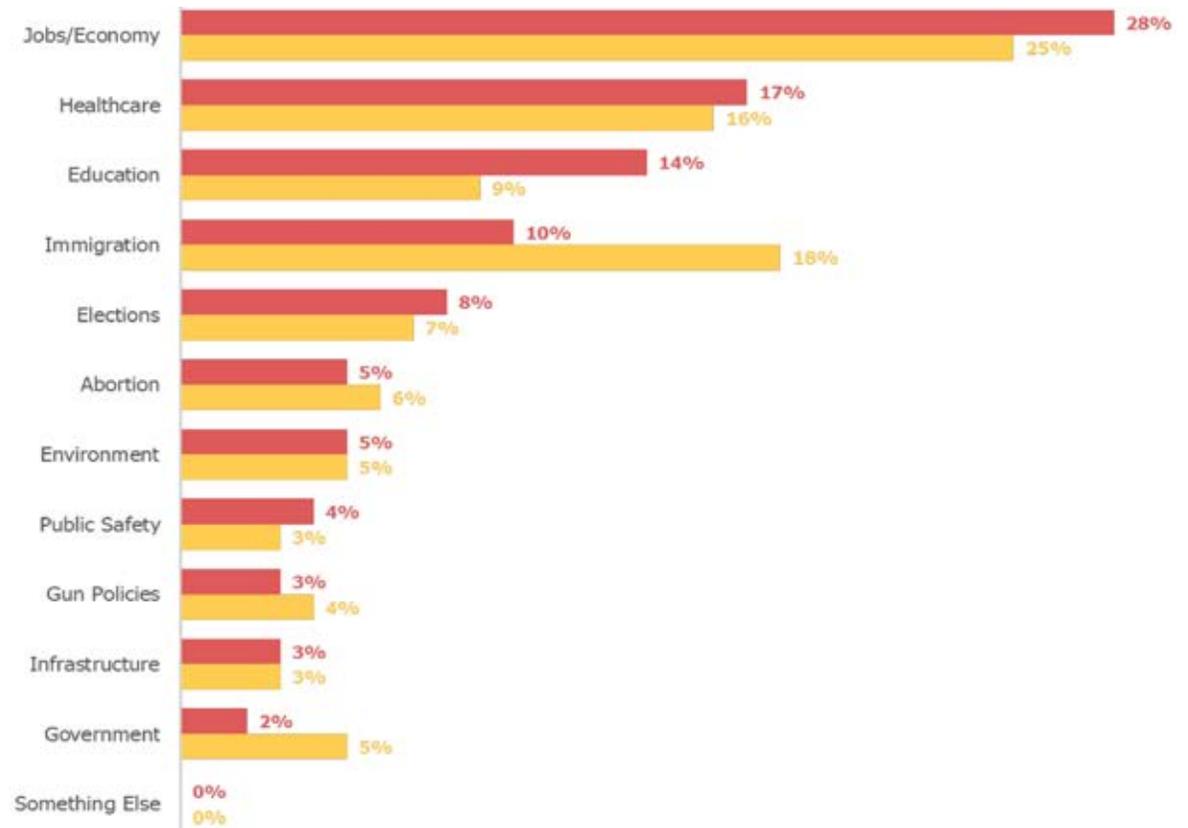


# Regional Analysis: Chandler/ Gilbert/ Mesa/QC



## Top “Need to Know” Topics

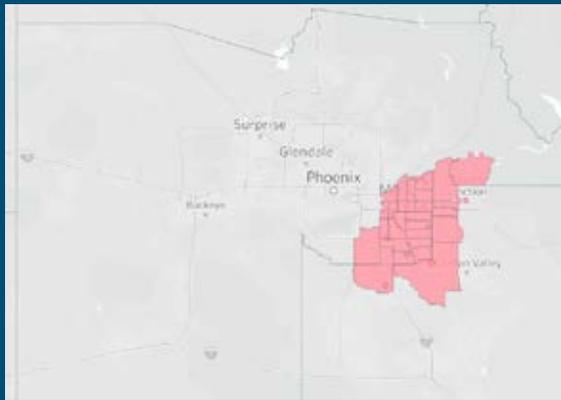
■ Chandler/Gilbert/Mesa/QC ■ All Registered Voters



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.

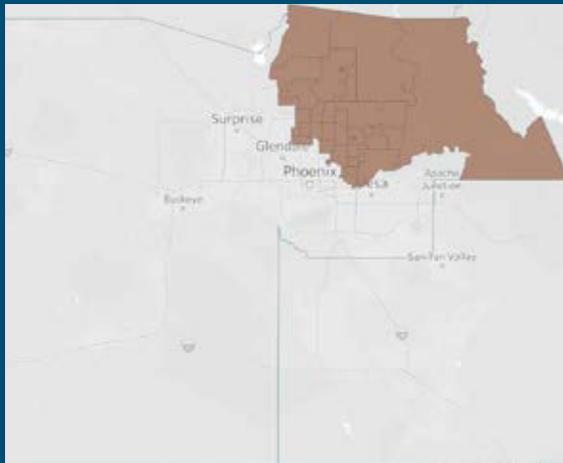
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

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)

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

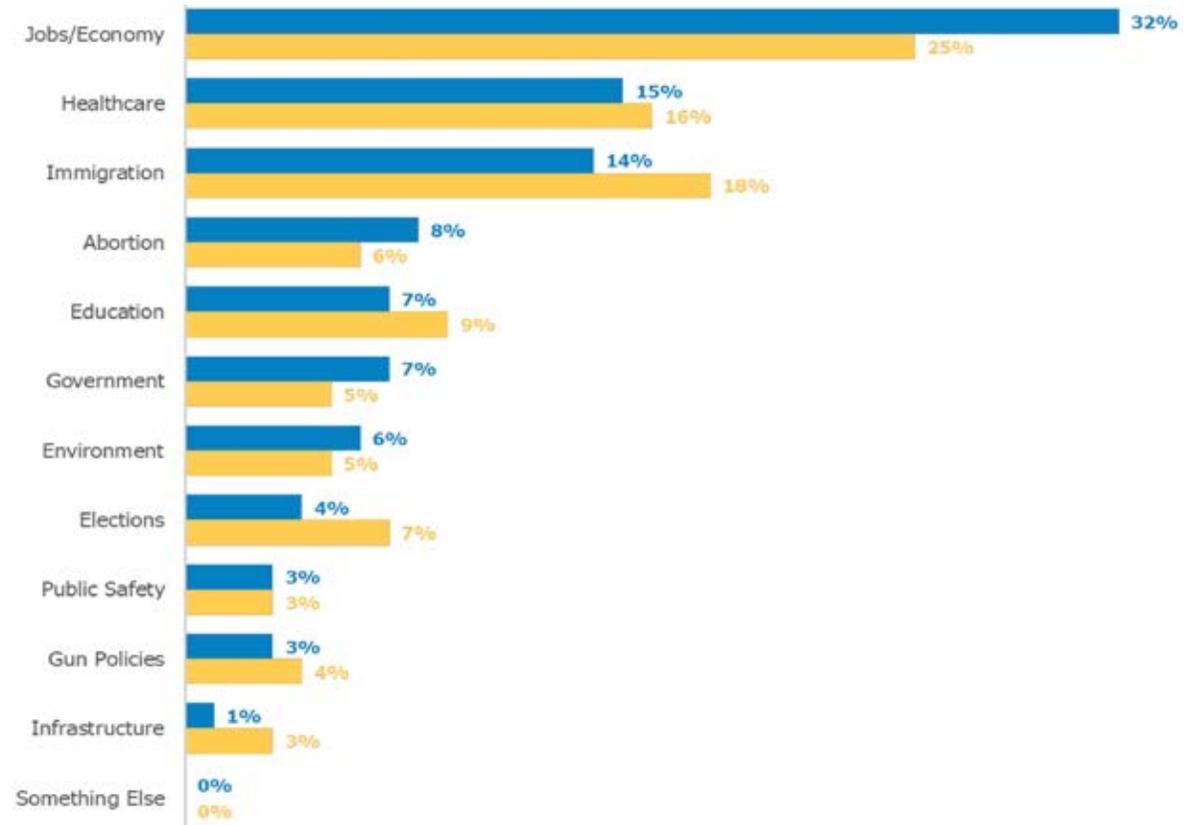


# Regional Analysis: Scottsdale/North PHX\*



## Top “Need to Know” Topics

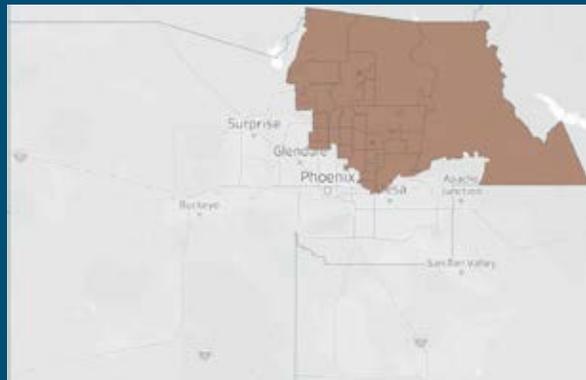
■ Scottsdale/North PHX ■ All Registered Voters



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

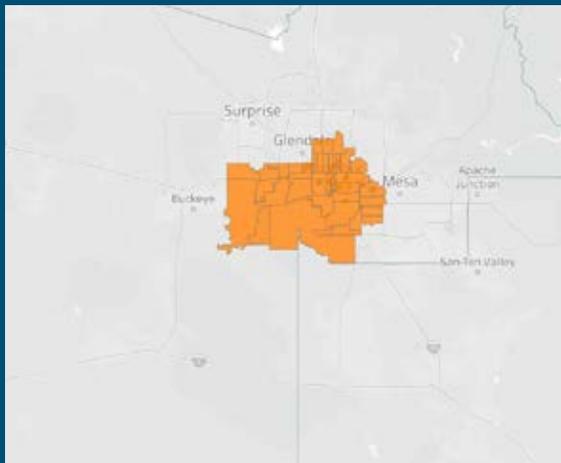
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

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)

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

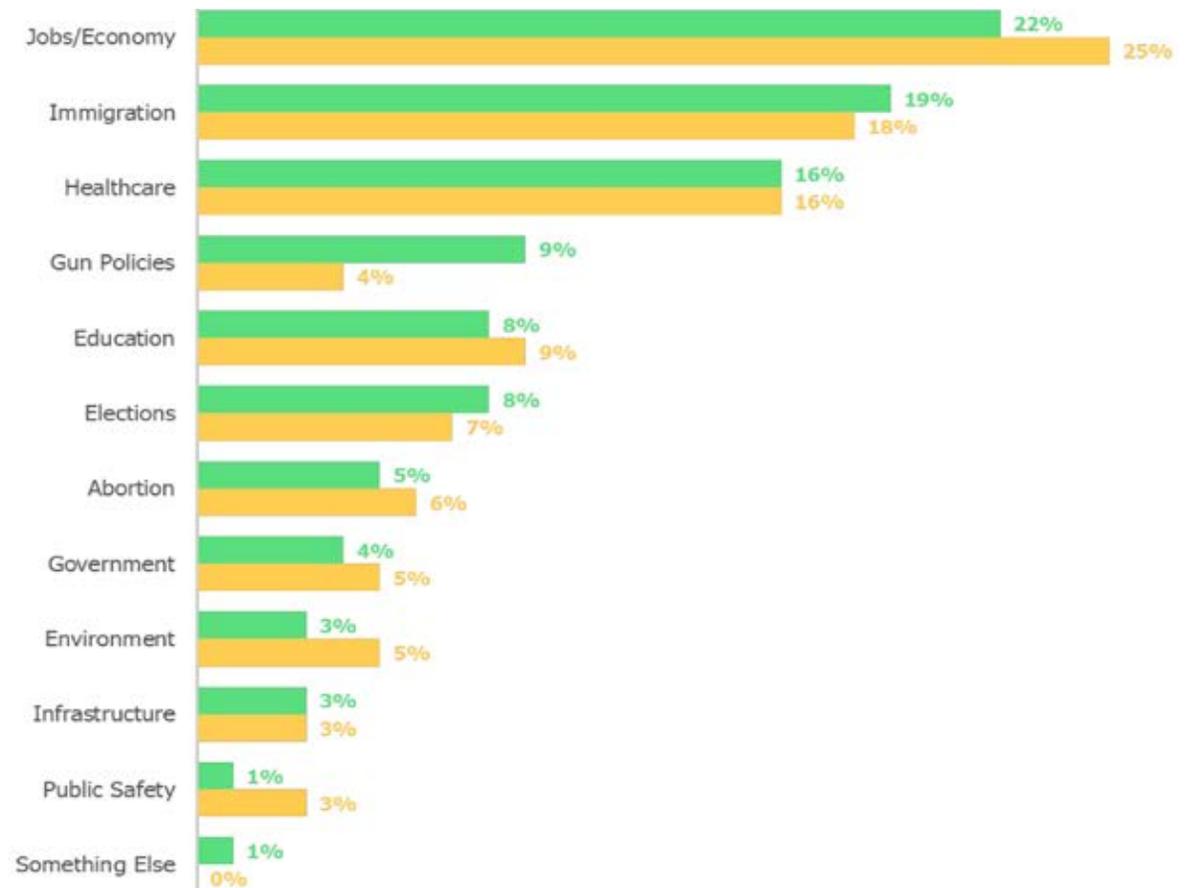


# Regional Analysis: South PHX/ Tempe



## Top “Need to Know” Topics

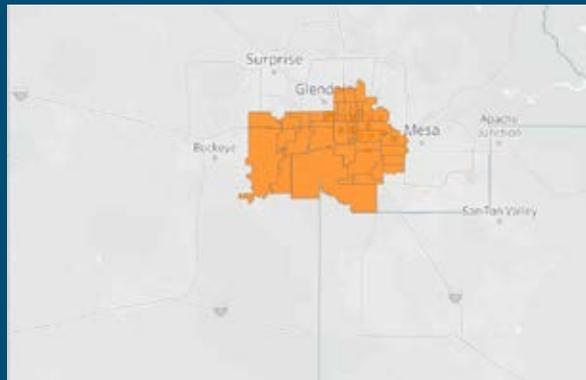
■ South PHX/Tempe ■ All Registered Voters



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

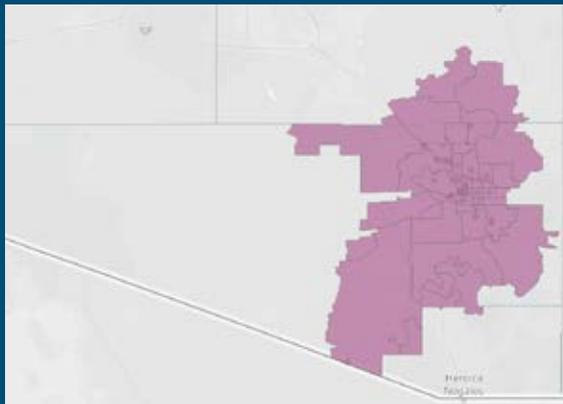
## MOST SELECTED ISSUE WITHIN EACH TOPIC

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

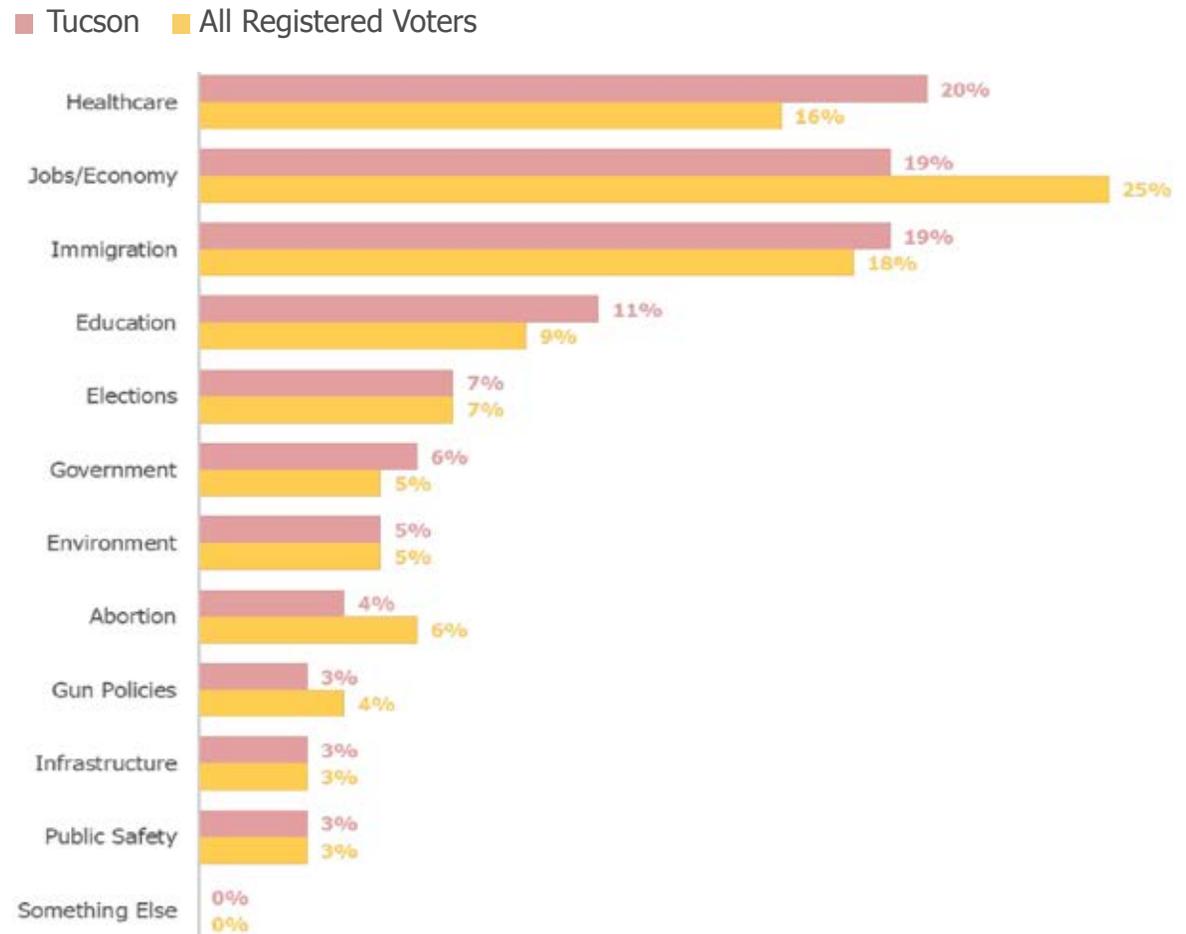
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?  
 Q) Finally, which is the most important issue for you to know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

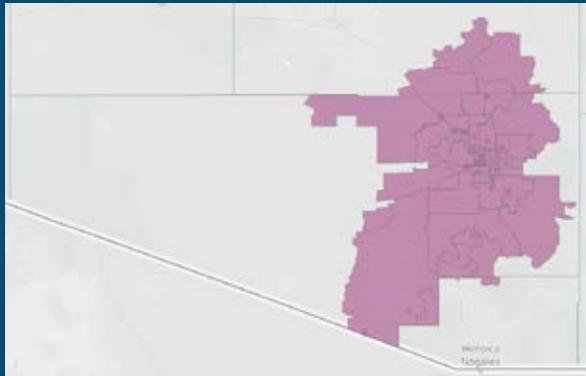


## Top “Need to Know” Topics



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)

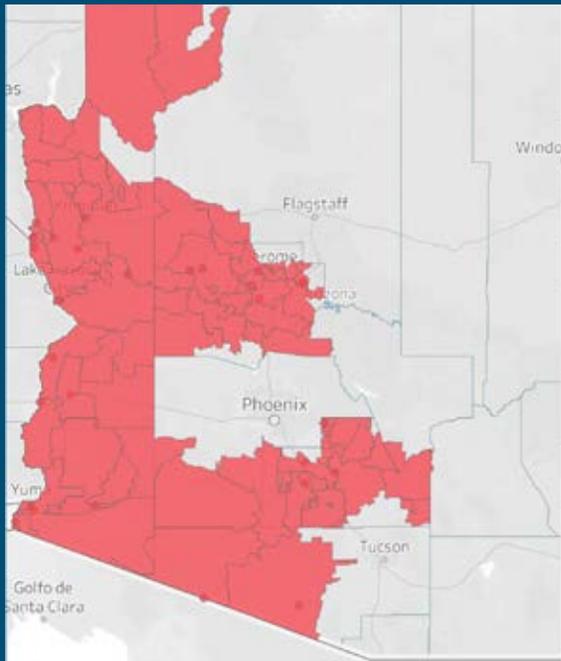
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

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.

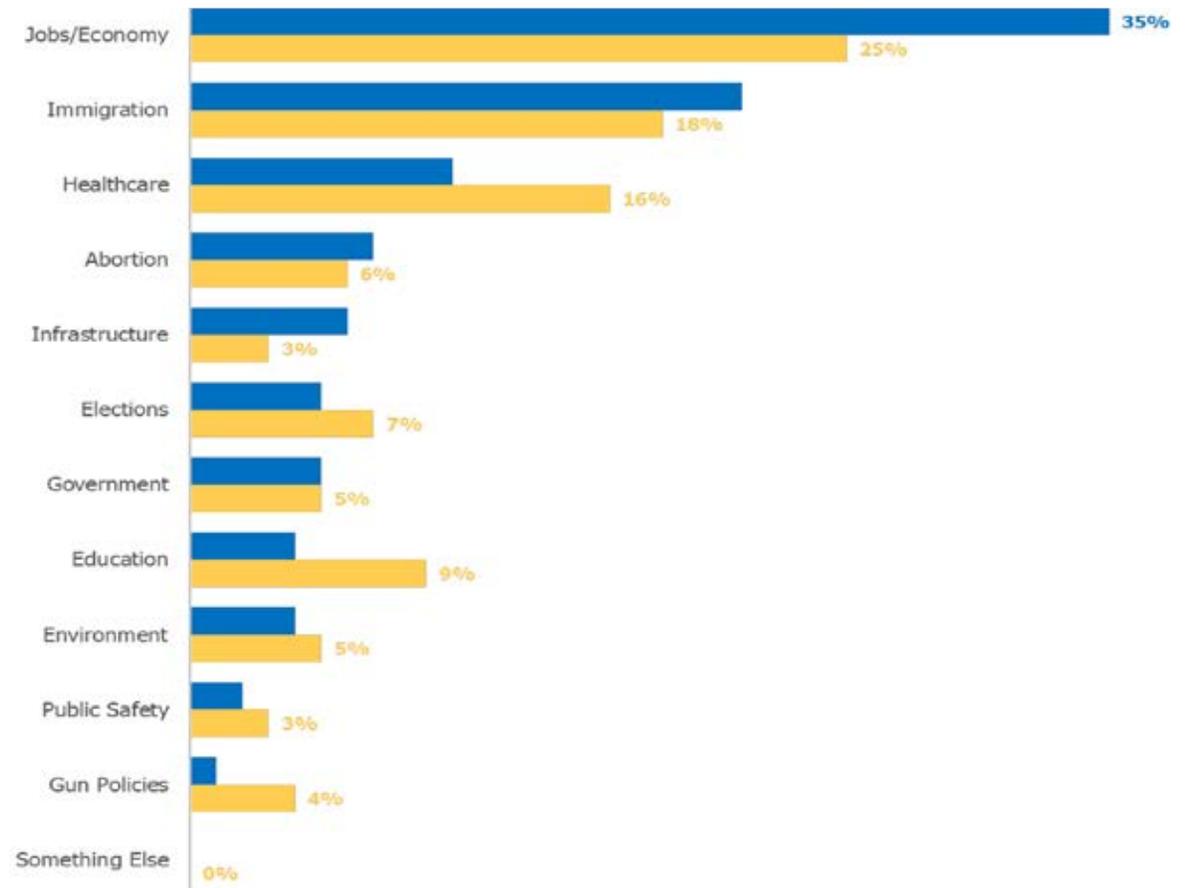


# Regional Analysis: West Rural



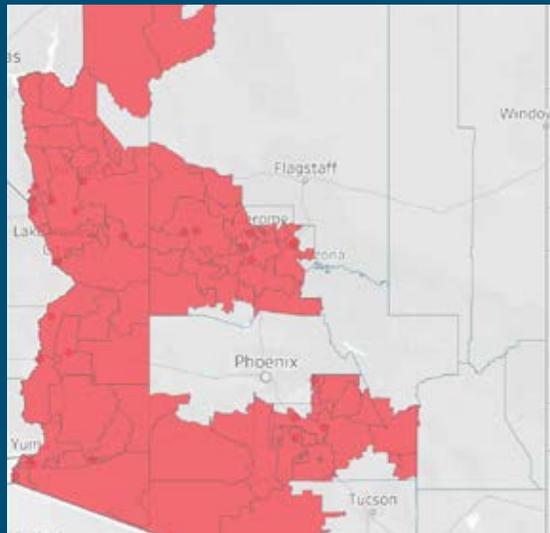
## Top “Need to Know” Topics

■ 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

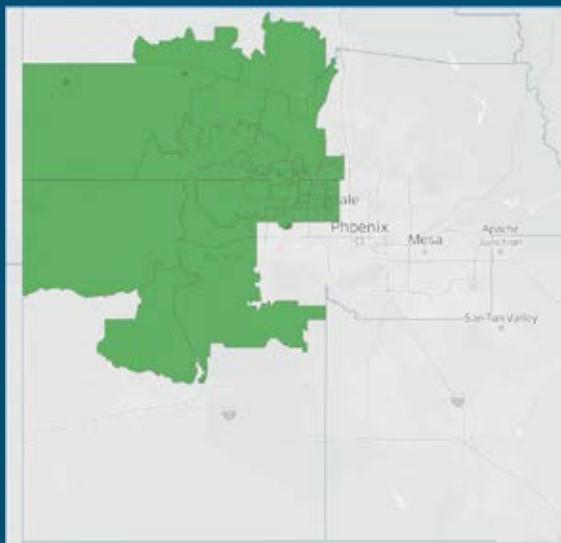
Q) Candidates for political office have positions on many issues facing Arizona. Of the following issues, which are important for you to know a candidate's position on when you are deciding whom to vote for in an election for state office?

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)

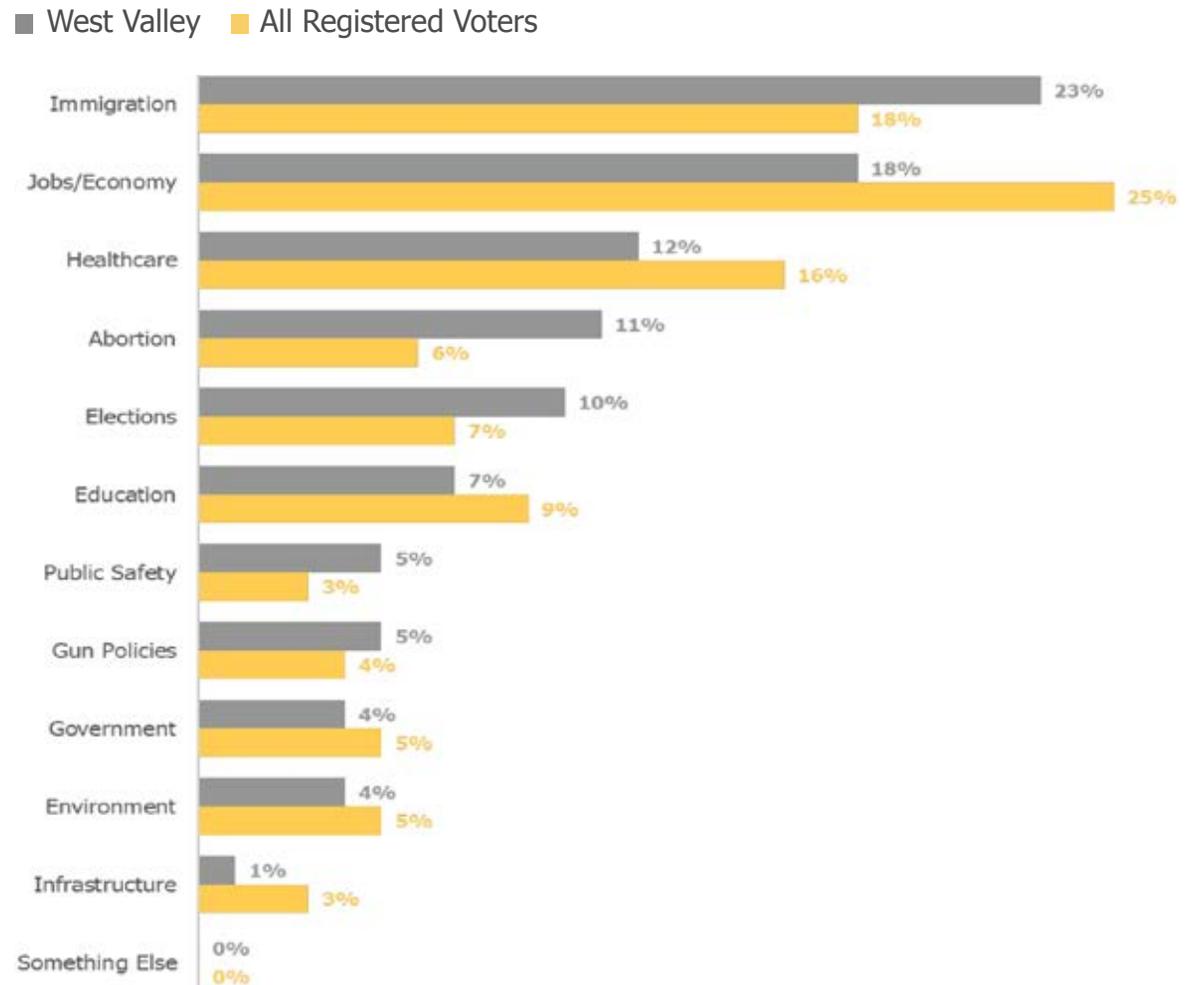
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



# Regional Analysis: West Valley



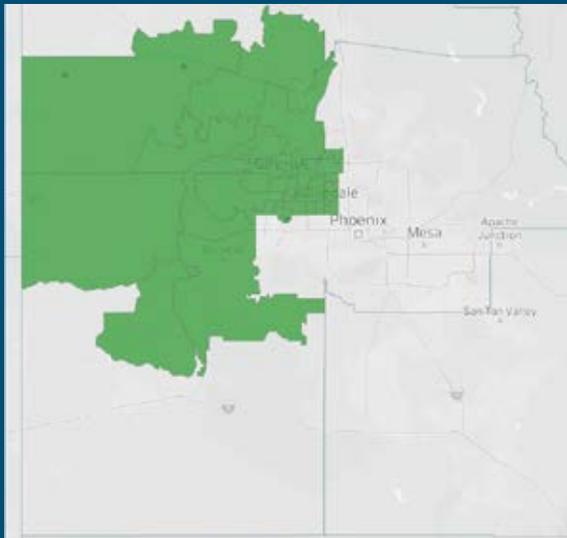
## Top “Need to Know” Topics



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

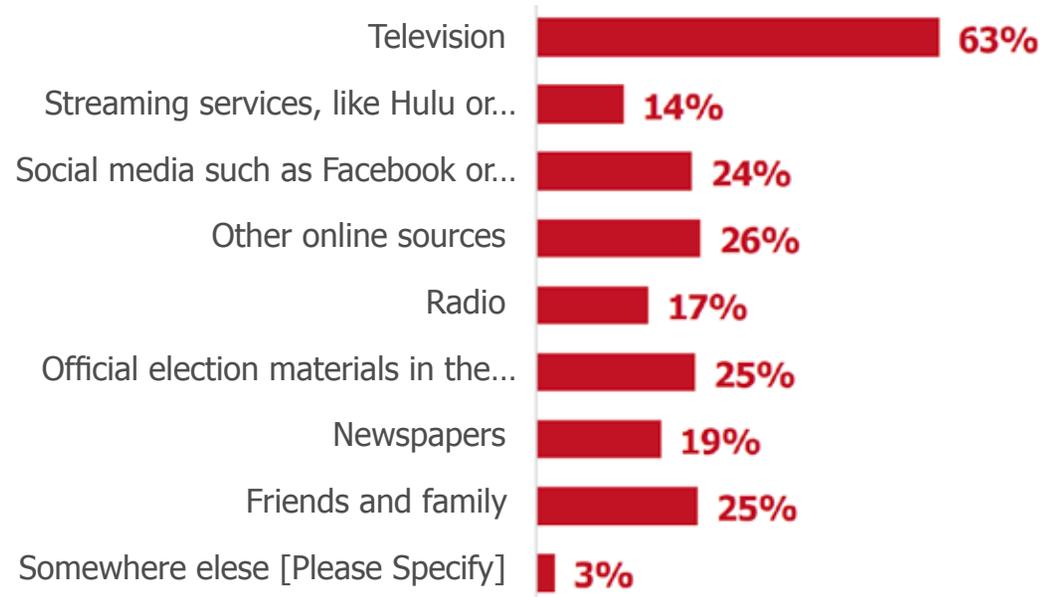
Best way to reach various types of voters – activists, often voters, less frequent voters



# 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)

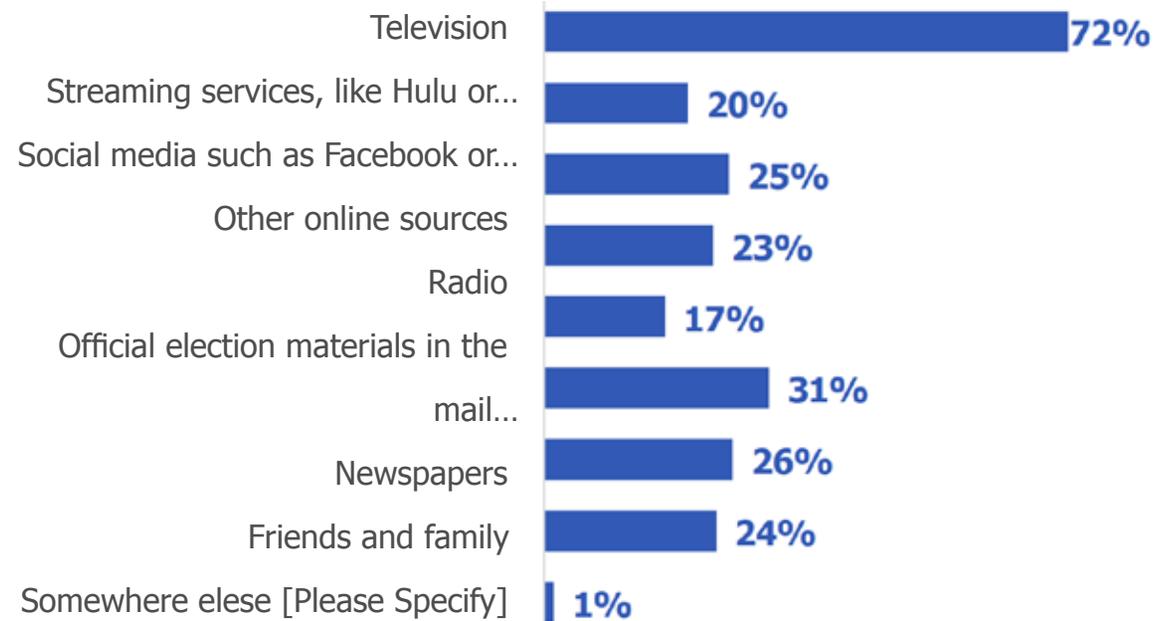
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



# 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)

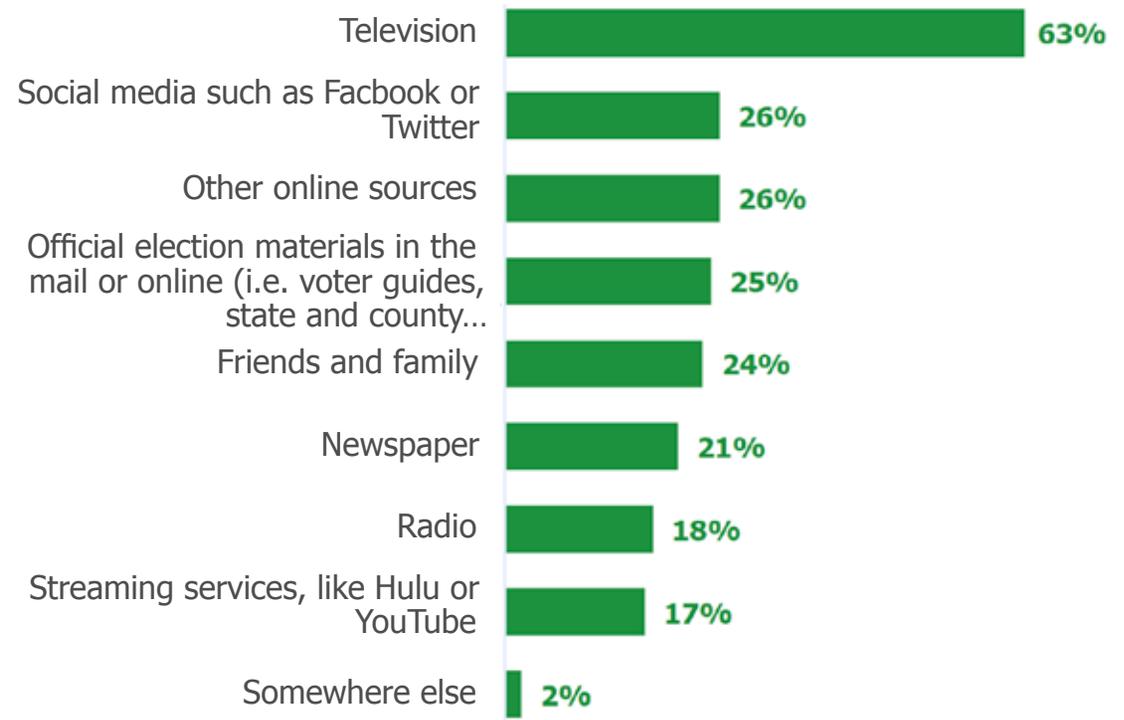
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.



# 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

PHOENIX  
602-362-5694  
3550 N. CENTRAL AVE  
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> <i>Weight Variable = Arizona Registered Voters</i>		Total Column % (& Others)
<b>Gender</b>		
	Sample Size	800
	Male	49%
	Female	51%
	Prefer not to answer	0%
<b>Region</b>		
	Sample Size	800
	Maricopa	61%
	Pima	15%
	Rural	24%
<b>Age</b>		
	Sample Size	800
	17 or younger	0%
	18-34	25%
	35-44	15%
	45-54	15%
	55-64	17%
	65+	28%
<b>Party_combined</b>		
	Sample Size	800
	REP	35%
	DEM	32%
	IND	33%
<b>Race/ethnicity</b>		
	Sample Size	800
	White, Non-Hispanic	65%
	Hispanic	23%
	Other	13%
<b>Education_combined</b>		
	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%