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Arizona Statewide General Election Topline Report

Conducted: October 1 – 3, 2018

Number of Respondents: 550

MoE: 4.18%

Q. Do you have a favorable or unfavorable view of Donald Trump?

Strongly Favorable	189	34.43%
Somewhat Favorable	42	7.70%
Somewhat Unfavorable	32	5.82%
Strongly Unfavorable	242	43.97%
Neutral/No Opinion	29	5.35%
Undecided	12	2.22%
Refused	3	0.52%
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Total	550	100.00%

The following set of questions are referencing your likelihood to vote for candidates in the upcoming 2018 General Election.

Q. If the election for Arizona Governor were held today, who would you vote for?

Garcia	175	31.73%
Ducey	281	51.14%
Torres	13	2.29%
Undecided Leans Garcia	10	1.83%
Undecided Leans Ducey	5	0.99%
Undecided No Leans	52	9.46%
Other	10	1.74%
Refused	4	0.82%
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Total	550	100.00%



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Combined:

Total Garcia	185	33.56%
Total Ducey	287	52.13%
Total Torres	13	2.29%
Undecided	52	9.46%
Other	10	1.74%
Refused	4	0.82%
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Total	550	100.00%

Q. If the election for Secretary of State were held today, who would you vote for?

Gaynor	216	39.33%
Hobbs	166	30.23%
Undecided Leans Gaynor	10	1.84%
Undecided Leans Hobbs	5	0.96%
Undecided No Leans	134	24.34%
Other	16	2.95%
Refused	2	0.36%
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Total	550	100.00%

Combined:

Total Gaynor	226	41.17%
Total Hobbs	172	31.19%
Undecided	134	24.34%
Other	16	2.95%
Refused	2	0.36%
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Total	550	100.00%



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Demographics

Type of Phone

Cellphone	165	30.00%
Landline	385	70.00%
Total	550	100.00%

Gender

Male	259	47.00%
Female	291	53.00%
Total	550	100.00%

Age

18 to 34	74	13.50%
35 to 44	61	11.00%
45 to 54	83	15.00%
55 to 64	113	20.50%
65 and over	220	40.00%
Total	550	100.00%

Personal ID

Strong Conservative	146	26.60%
Somewhat Conservative	60	10.95%
Moderate	212	38.59%
Somewhat Progressive	53	9.62%
Strong Progressive	56	10.26%
Undecided	18	3.27%
Refused	4	0.73%
Total	550	100.00%

Party Rollup

Republican	225	41.00%
Democrat	176	32.00%
Independent	137	25.00%



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Other/Refused	11	2.00%
Total	550	100.00%

Race Rollup

White	423	77.00%
Hispanic	72	13.00%
African American	22	4.00%
Asian/Pacific Islander	11	2.00%
Other	22	4.00%
Total	550	100.00%

Region

Maricopa	330	60.00%
Pima	88	16.00%
North	77	14.00%
South	55	10.00%
Total	550	100.00%

General Vote History

0	27	4.83%
1	50	9.17%
2	85	15.39%
3	109	19.82%
4	279	50.79%
Total	550	100.00%



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Methodology and Transparency

Target Population

Likely, general election voters in Arizona.

Sampling Frame & Methodology

Frame:

The sample frame includes registered voters with either a landline telephone or mobile phone. Registered voters without access to either a landline telephone or a mobile phone are excluded from the frame.

Methodology:

Live caller survey; 70/30 landline telephone/mobile phone split.

Contacted voters were selected randomly from a list of registered voters in Arizona purchased by Data Orbital Consulting, LLC from i360. Only voters determined likely to vote in the general election were selected to participate in the survey, based on past general election participation. Of the voters surveyed, 80% have voted in between two and four of the last four general elections, 10% have voted in one of the last four general elections, and 10% have voted in none of the last four general elections or are new voters who have registered to vote since 11/9/16. Voters without a valid landline telephone number were selected for the mobile sample.

Selected voters were contacted from October 1-3, 2018 using live agents in a live caller survey presented in English.



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Weighting

The sample was weighted for gender, age, race and party affiliation and geographic region. Weighting benchmarks were determined using the past four general elections (2016, 2014, 2012 and 2010) with greater weight placed on the last two midterm elections.

Total Number of Respondents

550

Margin of Error

±4.18% (95% confidence interval)