Arizona Statewide
General Election Topline Report

Conducted: October 16 – 17, 2018
Number of Respondents: 600
MoE: 3.99%

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

Q. If the election for US Senate were held today, who would you vote for?

Sinema	282	47.02%
McSally	230	38.36%
Green	13	2.18%
Undecided Leans McSally	9	1.43%
Undecided Leans Sinema	6	0.92%
Undecided Leans Green	4	0.75%
Undecided No Leans	45	7.43%
Other	7	1.13%
Refused	5	0.79%
Total	600	100.00%

Combined:

Sinema	288	47.94%
McSally	239	39.78%
Green	18	2.92%
Undecided No Leans	45	7.43%
Other	7	1.13%
Refused	5	0.79%
Total	600	100.00%

Demographics

Type of Phone

Cellphone	180	30.00%
Landline	420	70.00%
Total	600	100.00%

Gender

Male	279	46.50%
Female	321	53.50%
Total	600	100.00%

Age

18-34	81	13.50%
35-44	66	11.00%
45-54	90	15.00%
55-64	123	20.50%
65 and over	240	40.00%
Total	600	100.00%

Party Rollup

Republican	234	39.00%
Democrat	204	34.00%
Independent	150	25.00%
Other/Refused	12	2.00%
Total	600	100.00%

Race Rollup

White	462	77.00%
Hispanic	84	14.00%
African American	24	4.00%
Asian/Pacific Islander	12	2.00%
Other/Refused	18	3.00%
Total	600	100.00%

Region

Maricopa	360	60.00%
North	78	13.00%
Pima	102	17.00%
South	60	10.00%
Total	600	100.00%

General Vote History

0	33	5.56%
1	37	6.09%
2	96	16.05%
3	142	23.75%
4	291	48.56%
Total	600	100.00%

Methodology and Transparency

Sponsor(s)

This is a subscription-based poll where clients buy into the underlying survey and also add proprietary question(s). All survey questions were prepared by Data Orbital Consulting, LLC.

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 16-17, 2018 using live agents in a live caller, CATI survey presented in English.

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. Election data was sourced from i360 and the Arizona Secretary of State.
Total Number of Respondents	600
Margin of Error	±3.99% (95% confidence interval) Margin of error does not take into consideration design effect.

Transcript of Verbatim Questions and Response Options

Hello, I am calling from a public opinion research firm and I would like to ask you some questions. I am not trying to sell you anything and I won't be asking for a contribution of any kind. Can I please speak with [READ NAME ON LIST]?

SUBSTITUTES MAY BE ACCEPTED BUT NAME NEEDS TO BE NOTED. PLEASE ROTATE RESPONSES.

OBSERVATION:
Q) What is your gender? (Observe by voice, do not ask)
1 – Male
2 – Female

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

ROTATE ORDER OF QUESTIONS AND RESPONSE FOR FOLLOWING BALLOT TEST QUESTIONS

Q) If the election for US Senate were held today, who would you vote for? [Rotate responses]

1 – Democrat Kyrsten Sinema (Kier-sten Cinema)
2 – Republican Martha McSally
3 – Green Party Angela Green
4 – Undecided Leans McSally [Do not read unless prompted]
5 – Undecided Leans Sinema [Do not read unless prompted]
6 – Undecided Leans Green [Do not read unless prompted]
7 – Undecided No Leans [Do not read unless prompted]
8 – Other [Do not give as option unless they identify themselves as wanting to support neither]
9 – Refused [Do not read unless prompted]

The following questions are for statistical purposes only.

Q) Which of the following age categories do you fall into?

1 – 18 to 34
2 – 35 to 44
3 – 45 to 54
4 – 55 to 64

5 – 65 and over

Q) How would you classify yourself in terms of race or ethnicity – White, Hispanic, African American, Asian American, Middle Eastern, Native American or something else?

1 – White
2 – Hispanic
3 – African American
4 – Asian/Pacific Islander
5 – Middle Eastern
6 – Native American
7 – Other
8 – Refused [Do not read unless prompted]

Q) Are you registered as a Republican, Democrat, Independent, or something else?

1 – Republican
2 – Democrat
3 – Independent
4 – Other
5 – Refused [Do not read unless prompted]

Thank you for your participation, this completes our survey. Have a pleasant evening.