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AZ Statewide Registered Voters Topline Report

Conducted: July 2 - 3, 2019

Number of Respondents: 550

MoE = +/- 4.18%

Q) What is your gender?

Male	265	48.2%
Female	285	51.8%

Q) Are you or is any member of your family directly affiliated with media, a political party, governmental agency or hold any elective office?

Yes	0	0.0%
No	550	100.0%

Q) Do you believe that things in Arizona are generally on the right track or wrong track?

Right track	279	50.7%
Wrong track	176	32.0%
Refused { Do not read unless prompted }	95	17.3%

Q) In your opinion, why are we on the right track? [Open ended response]

Response 1

Good Economy	55
State Government/Governor Doug Ducey	48
Donald Trump	6
Republicans/Conservatives in control	17
Education/Red for Ed	19
Don't Know/Unsure/No opinion	33
Other	115



Q) In your opinion, why are we on the wrong track? [Open ended response]

Response 1

Democrats/Liberals in control	7
Border/Immigration	36
Education/Teachers not a priority	50
State Government/Governor Doug Ducey	36
Don't Know/Unsure/No Opinion	3
Other	69

Q) Of the following issues, which is most important to you?

Education	121	21.9%
Immigration	125	22.8%
Health Care	128	23.2%
Public Safety	42	7.6%
Jobs and The Economy	76	13.9%
Guns	28	5.1%
Undecided [Do not read unless prompted]	26	4.7%
Refused [Do not read unless prompted]	5	0.9%

Now, I'd like to read you the name of an individual you may be familiar with, and please tell me first if you've heard of that individual, then if so, whether you have a favorable or unfavorable impression using a 5 point scale with 1 being strongly unfavorable and 5 being strongly favorable with 3 being neutral.

Q) Doug Ducey

Unfavorable	146	26.5%
1 Strongly Unfavorable	80	14.5%
2 Somewhat Unfavorable	66	12.0%
3 Neutral/No Opinion	168	30.5%
Favorable	200	36.3%
4 Somewhat Favorable	85	15.4%
5 Strongly Favorable	115	21.0%
Never Heard Of { Do not read unless prompted }	37	6.7%



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Q) According to the National Center for Education Statistics, the US National Average for teacher pay is 58,353 in dollar amounts, how much do you believe Arizona is higher or lower than the national average?

More than \$20k lower	90	16.3%
\$20k to \$15k lower	132	24.1%
\$14,999 to \$10k lower	104	18.8%
\$9,999 to \$5k lower	73	13.3%
No more than \$4,999 lower	26	4.8%
At the national average	19	3.4%
No more than \$4,999 higher	6	1.2%
\$5k to \$9,999 higher	8	1.4%
\$10k to \$14,999 higher	10	1.9%
\$15k to \$19,999 higher	3	0.6%
More than \$20k higher	5	0.9%
Unsure [Do not read unless prompted]	74	13.4%

Q) If you had to choose one, which of the following taxes would you be the most willing to see increase in order to increase funding to K-12 education?*

Property tax	52	16.6%
State Income tax	58	18.5%
Sales Tax	141	44.9%
None, I don't want taxes increased	60	19%
Refused	3	0.9%

**Results based on a split sample of 314.*

Now, I'd like to read you some potential education funding proposals that people in Arizona have suggested. I would like you to tell me whether or not you Support, Oppose, or have no Opinion on these funding proposals.

Q) A sales tax increase from six-tenths of a penny to a full penny.

Support	317	57.7%
Strongly Support	181	32.9%
Somewhat Support	136	24.8%



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No Opinion	69	12.5%
Oppose	153	27.8%
Somewhat Oppose	45	8.1%
Strongly Oppose	108	19.6%
Undecided { Do not read unless prompted }	11	2.1%

Q) A sales tax increase from six-tenths of a penny to a penny and a half.

Support	249	45.2%
Strongly Support	123	22.3%
Somewhat Support	126	22.8%
No Opinion	65	11.9%
Oppose	221	40.3%
Somewhat Oppose	71	13.0%
Strongly Oppose	150	27.3%
Undecided { Do not read unless prompted }	15	2.6%

Now, I'd like to read you an education policy proposal that people in Arizona have suggested. I would like you to tell me whether or not you Support, Oppose, or have no Opinion on the proposal.

Q) Funding education in such a way that money follows the student to the school where they attend, whether they stay at their same school or move and transfer elsewhere.

Support	261	47.5%
Strongly Support	143	26.0%
Somewhat Support	118	21.5%
No Opinion	134	24.3%
Oppose	145	26.4%
Somewhat Oppose	54	9.8%
Strongly Oppose	92	16.6%
Undecided { Do not read unless prompted }	10	1.8%



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Q) Now, I'd like to read you two education policy proposals that people in Arizona have suggested. I would like you to tell me which you would prefer.

Option 1: Education funding that sustains the impact of high-performing public schools, rewarding schools with continued student growth and achievement to serve more students and families in the community, with an emphasis on schools serving high poverty communities, and provides incentives to lower performing schools to raise their achievement.

Option 2: Education funding based on a poverty weight, funding schools in a way that provides more dollars to schools in high poverty areas and less dollars to schools in low poverty areas, without a requirement to demonstrate academic growth or student performance.

Prefer Option 1	302	54.9%
Prefer Option 2	171	31.1%
Refused { Do not read unless prompted }	8	1.4%
No Opinion { Do not read unless prompted }	69	12.6%

Now switching to a slightly different topic

Q) What do you know about the 20 by 2020 plan passed last year that committed to increasing teacher salaries in Arizona by 20% by the year 2020?

I support it	45	8.2%
It is not enough	24	4.3%
Don't Know/Know very little	181	33.0%
Never Heard of it	121	21.9%
No opinion	20	3.7%
Other	159	28.9%



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Q) Do you support the three year effort to increase teacher pay by 20% by 2020.

Support	446	81.1%
Strongly Support	324	58.9%
Somewhat Support	122	22.2%
No Opinion	36	6.6%
Oppose	60	11.0%
Somewhat Oppose	21	3.8%
Strongly Oppose	39	7.2%
Undecided { Do not read unless prompted }	8	1.4%

Q) Do you know whether or not your teachers at your students school received raises as a result of 20x2020 teacher pay plan?

Yes	86	15.7%
No	135	24.6%
Not sure if they did	220	40.0%
Refused [Don't read unless prompted]	7	1.3%
No Children in the home	101	18.4%

Q) Did you know that the state budget passed in May of 2019 added more than \$600 million dollars to K-12 education?

Yes	189	34.3%
No	356	64.8%
Refused { Don't read unless prompted }	5	0.9%

Q) In the last Arizona state budget, signed may 2019, state spending for k-12 public schools totaled roughly \$5.5 billion of the \$11.8 billion total budget, which includes \$660 million in new dollars for k-12. knowing this, do you think more k-12 education funding is necessary?

Yes	288	52.4%
No	182	33.0%
Refused { don't read unless prompted }	80	14.6%



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Q) Last month, Navajo Nation families received letters from the Arizona Department of Education citing misuse of education funds used to send their kids to school for the past two years. The Department argues that these funds can only be used for tuition at “qualified schools,” defined as schools located in Arizona. But, state law allows families to pay for “teaching services” from authorized facilities regardless of where they are. Families of the Navajo Nation have sent students to Hilltop, a school located in New Mexico, 0.5 mi past the Arizona border.

Knowing this, please choose one or more of the following options and rank your choices in order of importance.

The Arizona Legislature should pass legislation next year to provide Arizona Navajo parents the ability to send their kids to schools in and around reservation land, even if that school is located immediately across state lines.

The Department of Education should rescind its demands and should allow these parents to continue paying for “teaching services” as they’ve done for two years already.

Families should pull their kids from the Hilltop school and enroll in a school geographically located in Arizona.

Families should be given a deadline to stop paying their child’s school fees and to send all dollars received for their child’s education to the State of Arizona.

Refused Total

	The Arizona Legislature should pass legislation next year to provide Arizona Navajo parents the ability to send their kids to schools in and around reservation land, even if that school is located immediately across state lines.	The Department of Education should rescind its demands and should allow these parents to continue paying for “teaching services” as they’ve done for two years already.	Families should pull their kids from the Hilltop school and enroll in a school geographically located in Arizona.	Families should be given a deadline to stop paying their child’s school fees and to send all dollars received for their child’s education to the State of Arizona.	Refused	Total
1	203 36.9%	97 17.7%	86 15.7%	84 15.2%	80 14.6%	550
2	107 19.4%	128 23.2%	71 13.0%	70 12.8%	3 0.6%	379
3	35 6.3%	88 15.9%	76 13.8%	89 16.2%	1 0.2%	288
4	66 12.0%	45 8.1%	87 15.7%	78 14.2%	1 0.2%	277



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Demographics

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

18 to 34	135	24.5%
35 to 44	80	14.6%
45 to 54	84	15.2%
55 to 64	96	17.4%
65 and over	156	28.3%

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?

White	385	70.0%
Hispanic	94	17.0%
African American	22	4.0%
Asian/Pacific Islander	17	3.0%
Other	33	6.0%

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

Republican	191	34.7%
Democrat	172	31.2%
Independent/Unaffiliated	174	31.7%
Other	13	2.4%

Q) In general, do you consider yourself to be conservative, progressive, or something in between?

Strong Conservative	106	19.3%
Somewhat Conservative	80	14.6%
Moderate	242	44.1%
Somewhat Progressive	53	9.6%
Strong Progressive	47	8.5%
Undecided { Do not read unless prompted}	18	3.2%
Refused { Do not read unless prompted}	4	0.7%



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Q) What is your highest level of education completed?

Less than a high school diploma	6	1.1%
High school degree or equivalent	86	15.7%
Some college, no degree	151	27.4%
Associate's degree	74	13.4%
Bachelor's degree	128	23.3%
Master's degree	81	14.8%
Professional degree	14	2.5%
Doctorate degree	10	1.8%
Refused { Do not read unless prompted }	1	0.2%

Q) What was your total household income before taxes during the past 12 months?

Less than \$25,000	74	13.4%
\$25,000 to \$49,999	113	20.6%
\$50,000 to \$74,999	91	16.5%
\$75,000 to \$99,999	68	12.3%
\$100,000 to \$149,999	72	13.1%
\$150,000 or more	46	8.3%
Refused { Do not read unless prompted }	87	15.8%

Q) If you have kids in the home, what type of K12 education institution are they currently enrolled in?

Traditional District School	110	20.0%
Magnet School	2	0.4%
Charter School	27	4.8%
Private School	11	2.1%
Home School	18	3.2%
Mixed { Do not read unless prompted }	4	0.7%
No children in home	374	68.0%
Refused { Do not read unless prompted }	5	0.9%



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Q) How motivated are you to vote in the upcoming 2020 Arizona General Election?

Extremely motivated	439	79.8%
Somewhat motivated	70	12.7%
50/50 motivation	17	3.1%
Not very motivated	10	1.8%
Not motivated at all	9	1.6%
Unsure { Do not read unless prompted }	1	0.2%
Refused { Do not read unless prompted }	4	0.7%
Total	550	100.0%



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Methodology and Transparency

Sponsor(s)

This survey was conducted by Data Orbital Consulting, LLC and commissioned by the Arizona Chamber of Commerce and Industry.

Target Population

Registered Voters in Arizona, Statewide.

Sampling Frame & Methodology

Frame:

The sample frame includes registered voters with landline and cell phone telephones.

Methodology:

Live survey; 50% landline telephone and 50% cellphone telephone.

Contacted voters were selected randomly from a list of registered voters in the State of Arizona purchased by Data Orbital Consulting, LLC from i360. Voters without a valid landline or cellular telephone number were not contacted.

Selected voters were contacted from July 2 to 3, 2019 using an all Live survey presented in English.



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Weighting

The sample was weighted for gender, age, race and party affiliation and geographic region to mirror the registered voter population. Election data was sourced from i360 and the Arizona Secretary of State.

Total Number of Respondents

550

Margin of Error

± 4.18% (95% confidence interval)
Margin of error does not take into consideration design effect.

