

N=550

MOE=+/- 4.26

9/7/2024 - 9/9/2024

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]?

Q) What is your gender?

Male	261	47.5%
Female	289	52.5%
Total	550	100.0%

Q) How likely are you to vote in the upcoming November 2024 General Election?

Extremely Likely	514	93.5%
Somewhat Likely	24	4.3%
50/50 Likely	12	2.2%
Not Very Likely	0	0.0%
Not Likely at All	0	0.0%
Refused	0	0.0%
Total	550	100.0%

Q) When considering issues facing Arizona, which is most important to you when deciding how to vote in the November 2024 General Election?

Economy / Inflation / Cost of living	166	30.4%
Border / Immigration	157	28.7%
Abortion / Pro-Choice / Women's Rights	100	18.3%
Democracy / Stop Trump	45	8.3%
Education	25	4.6%
Crime / Public Safety	21	3.8%
Environmental Issues / Clean water	20	3.7%
Honesty / Integrity	18	3.3%
Budget / Taxes	18	3.3%
Voting / Election Integrity	18	3.3%
Affordable Housing	17	3.0%
Social Issues / Human Rights	17	3.0%
Foreign Conflicts	17	3.0%
Healthcare	14	2.6%
Democrat Support / Anti-Republican	9	1.7%
Republican Support / Anti-Democrat	9	1.7%
Gun Control / Gun Violence	9	1.6%
Public Services / Social Security / Medicare	7	1.3%
Bipartisanship	6	1.1%
Abortion / Pro-Life / Anti-Abortion	5	0.9%
Gun Rights / 2nd amendment	5	0.9%
Party Affiliation	4	0.7%
Infrastructure	3	0.5%
Kamala Harris Support	1	0.2%
Other	30	5.5%
Don't know / NA	35	6.3%
Total	547	100.0%

Q) If the general election for President of the United States were held today, and the following individuals were on the ballot, who would you vote for?

Republican Donald Trump	254	46.2%
Democrat Kamala Harris	253	46.0%
Total Trump vs. Harris	1	0.2%
Undecided	35	6.4%
Refused	7	1.3%
Total	550	100.0%

Demographics:

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

18 to 24	44	8.0%
25 to 34	72	13.0%
35 to 44	77	14.0%
45 to 54	80	14.5%
55 to 64	96	17.5%
65 and over	182	33.0%
Total	550	100.0%

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

White	391	71.0%
African American	22	4.0%
Hispanic	110	20.0%
Asian	14	2.5%
Other/Refused	14	2.5%
Total	550	100.0%

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

Republican	209	38.0%
Democrat	176	32.0%
Independent/Unaffiliated	141	25.7%
Other/Refused	24	4.3%
Total	550	100.0%

Q) What is your highest level of education completed?

Less than a high school diploma	9	1.7%
High school degree or equivalent	78	14.2%
Some college, no degree	231	42.0%
Bachelor's degree	119	21.7%
Graduate degree or higher	101	18.3%
Refused	11	2.0%
Total	550	100.0%

Region

North	70	12.8%
Maricopa	336	61.0%
Pima	84	15.3%
South	60	10.9%
Total	550	100.0%

Phone Type

Cell	378	68.8%
Landline	172	31.2%
Total	550	100.0%

Congressional Districts

1	76	13.8%
2	66	12.0%
3	36	6.5%
4	59	10.7%
5	68	12.3%
6	72	13.1%
7	47	8.5%
8	65	11.9%
9	62	11.2%
Total	550	100.0%

Legislative Districts by Lean

Safe R	251	45.7%
Lean R	41	7.5%
Safe D	145	26.3%
Lean D	35	6.3%
Swing	78	14.2%
Total	550	100.0%

Last Four General Elections

0-4	83	15.0%
1-4	82	15.0%
2-4	94	17.1%
3-4	69	12.5%
4-4	222	40.4%
Total	550	100.0%

Interview Method

live	363	66.0%
text	187	34.0%
Total	550	100.0%

Methodology and Transparency

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Target Population

Likely General Election voters in Arizona. Voters were randomly selected from the voter registration file purchased from Numinar. Of the voters surveyed, 70.0% have voted in between two and four of the last four general elections, 15.0% have voted in one of the last four general elections, and 15.0% have voted in none of the last four general elections.

Sampling Frame & Methodology

Frame: The sample frame includes likely general election voters with landline and cell phone telephones. Voters without a valid landline or cellular telephone number were not contacted.

Methodology: Live survey; 33.3% live landline telephone, 33.3% live cellphone telephone, and 33.3% via text to web.

Selected voters were contacted from September 7th to 9th, 2024 using live survey and online interactive survey presented in English.

Sample Design

Contacted voters were selected randomly from a list of registered voters in the State of Arizona purchased by Data Orbital Consulting, LLC from Numinar. Individuals were randomly selected from the Voter File to mirror quotas for likely general election voters in Arizona. The interviewer asked for a specific member of the household but if that individual was not available, another registered voter in the household was accepted. CATI was utilized for this random sample survey.

Weighting

The sample was weighted for gender, age, race, party affiliation, educational attainment, and geographic region to mirror likely general election voters in Arizona. Election data was sourced from Numinar and the Arizona Secretary of State.

Total Number of Respondents

550

Margin of Error

± 4.26% (95% confidence interval)

Margin of error does not take into consideration design effect.

