

Arizona Statewide Survey Findings

State Innovation Exchange
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Survey Methodology



TargetSmart designed and administered this telephone survey conducted by professional interviewers. The survey reached **600 adults**, age 18 or older, who indicated they were **registered to vote in Arizona**. The survey was conducted **January 28 to February 2, 2020**.

The sample was randomly selected from TargetSmart's enhanced voter file. **Seventy-two percent of respondents were reached on wireless phones** (75 percent weighted). Quotas were assigned to reflect the demographic distribution of registered voters in Arizona. The data were weighted by gender, age, region, TargetSmart High School Only Score, race on file, and party registration on file to ensure an accurate reflection of the population.

The **overall margin of error is ± 4%**. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

Key Takeaways

- **Arizonans prefer a government that works for all people rather than businesses and the rich.**
 - A solid majority prefer government investment over tax cuts for the wealthy and corporations.
 - Voters want budget surpluses to be invested rather than saved.
 - Nearly 3-in-4 voters support periodic review of tax credits.
- **What's more, we find a slim majority support tax increases on the wealthy, and voters are in agreement that state government should bring in more tax dollars to better fund core responsibilities and services.**
- **A progressive, working family's agenda is extremely popular as well. Voters are nearly unanimous in their support for overtime protections and guaranteed paid family leave.**

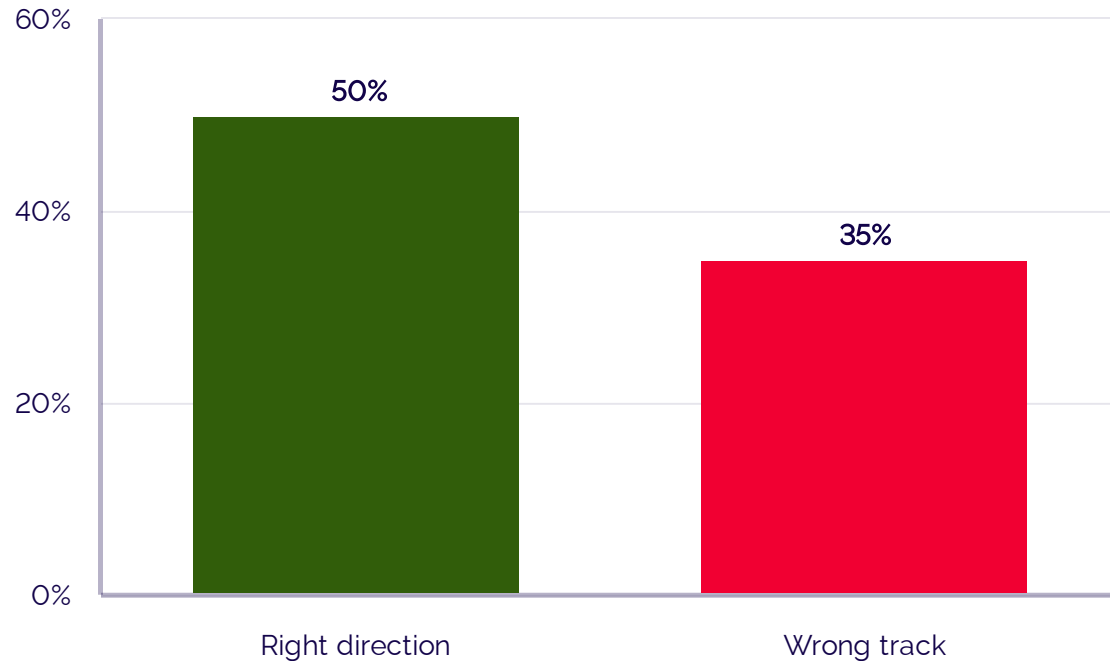
Key Takeaways

- **This poll also reveals voters want Arizona to be a greener and cleaner state.**
 - Nearly 9-in-10 believe investing in public lands is smart for Arizona's future.
 - Nearly 8-in-10 support restoring the Arizona State Parks Heritage Fund.
 - Over 3-in-5 support expanded electric vehicle infrastructure.
 - 3-in-4 support the creation of low-emission solutions.
- **Progressive education policies are broadly popular as well -- workforce development and increased public school funding, teacher pay, and community college funding receive the strongest support of the policies tested. Additionally the poll reveals that comprehensive and accurate sex education is supported by 75 percent of voters.**
- **Several other components of a progressive agenda are broadly supported by the Arizona electorate.**
 - Criminal justice reform and voting rights restoration for formerly incarcerated individuals.
 - Enshrining the right to vote in Arizona's constitution.
 - LGBTQ discrimination protections.
 - Affordable housing and increased services for the homeless.
 - Protections against insurance companies in the event the ACA is struck down.
 - Repealing Arizona's pre-Roe abortion ban.

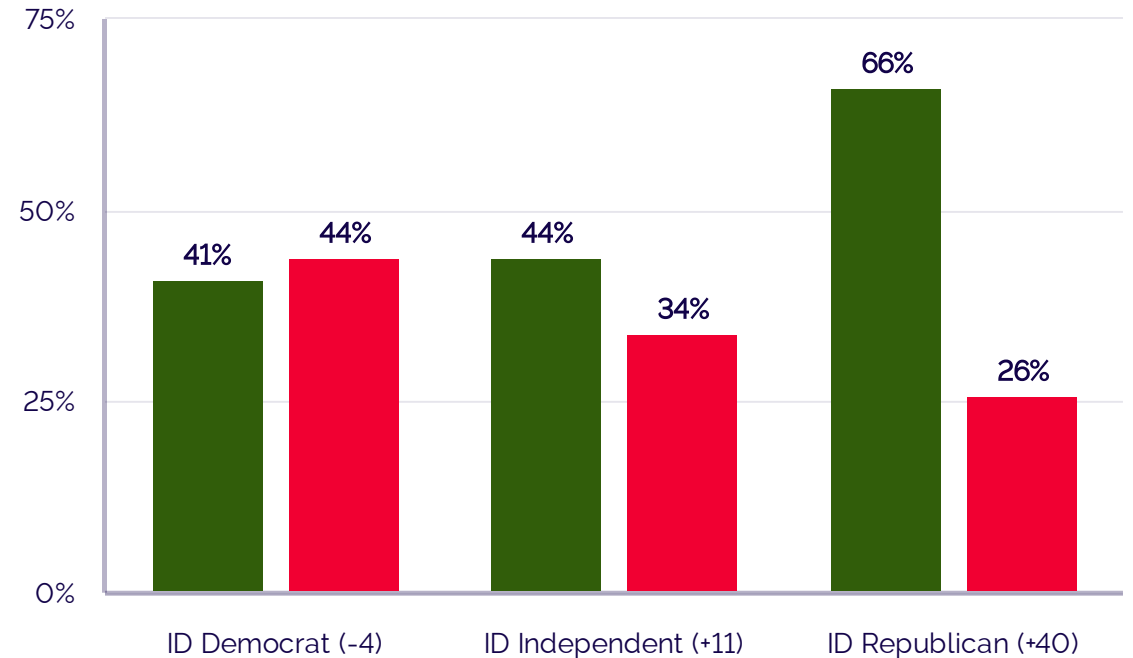
Issue Environment

Slim Majority Optimistic About Direction of Arizona

Direction of AZ
(+16 right direction)



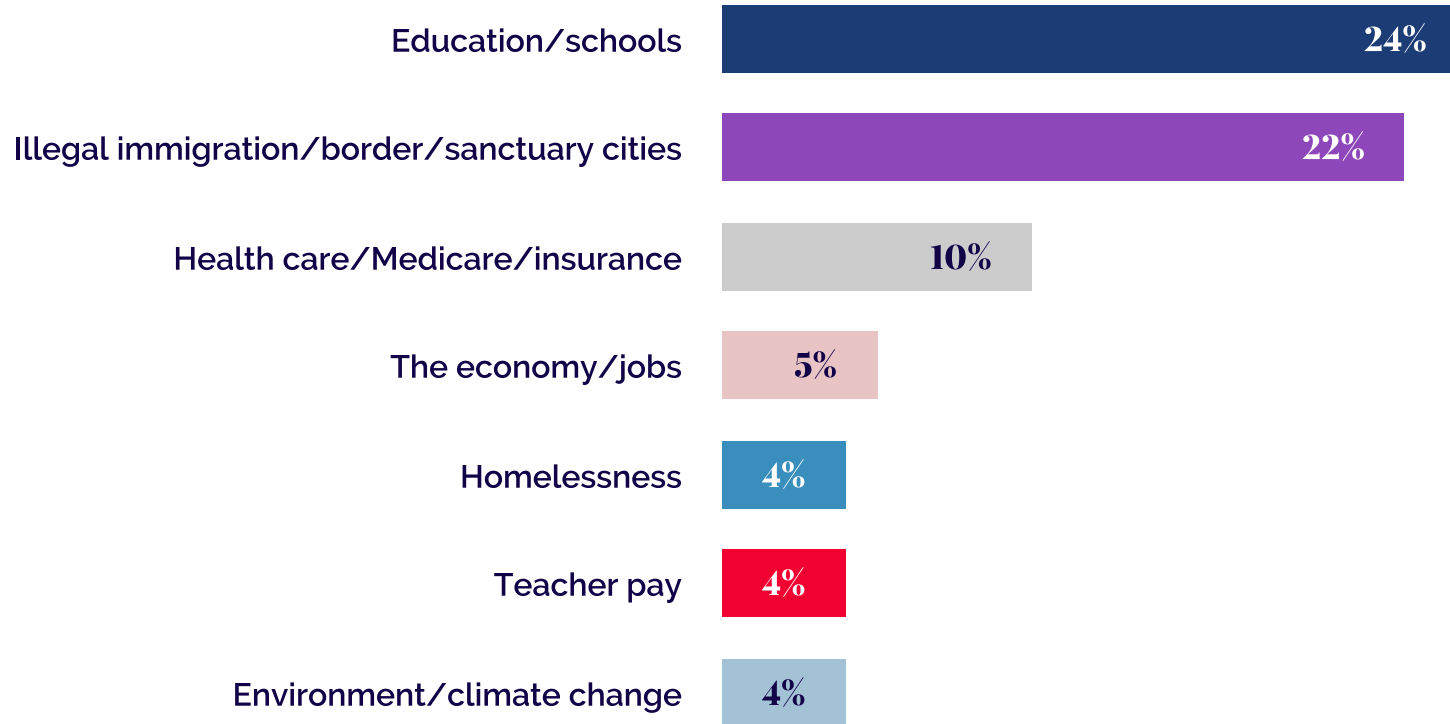
Direction of AZ by Party ID



Q.4 Generally speaking, do you think that things in Arizona are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Education, Illegal Immigration are Top Priorities for Arizona Voters

Top Policy Issues for AZ State Legislature



Q. 5 What would you say is the biggest policy issue that you would like the Arizona legislature to prioritize?

Fairly Consistent Policy Priorities Across Parties; Republicans Highly Prioritize Illegal Immigration

Issue priorities by Party ID



ID Democrat

1. Education - 30%
2. Health care - 14%
3. Illegal immigration - 12%



ID independent

1. Education - 24%
2. Illegal immigration - 15%
3. Health care - 9%



ID Republican

1. Illegal immigration - 38%
2. Education - 19%
3. Health care - 7%

Economic Policies

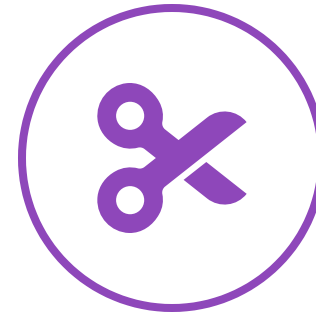
Arizonans Strongly Prefer Investment in Services Over Tax Cuts



Investing in services - 72% (+51)

58% a lot more

14% a little more



Cutting taxes - 21%

14% a lot more

8% a little more

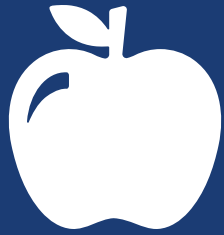
Q.7 Overall, what do you think Arizona state government should focus more on -- investing in services like health care and education OR cutting taxes for businesses and individuals?

Cross-Partisan and Cross-Regional Support for Investment

Investments vs. Tax Cuts by Party ID and Region

	Invest in services	Cut Taxes	Margin
All	72%	21%	+51
ID Democrat	93%	4%	+89
ID independent	69%	24%	+46
ID Republican	55%	35%	+21
Maricopa County - inner suburbs	76%	20%	+57
Maricopa County - outer suburbs	68%	25%	+42
Maricopa County - urban core	76%	18%	+58
Pima County	74%	19%	+55
East	75%	15%	+60
West	65%	26%	+39

2-in-3 Voters Want Budget Surpluses to be Invested Rather than Saved or Used on Tax Cuts



Invest the money in services like health care and education

66%



Save the money for a future emergency in the rainy day fund

17%



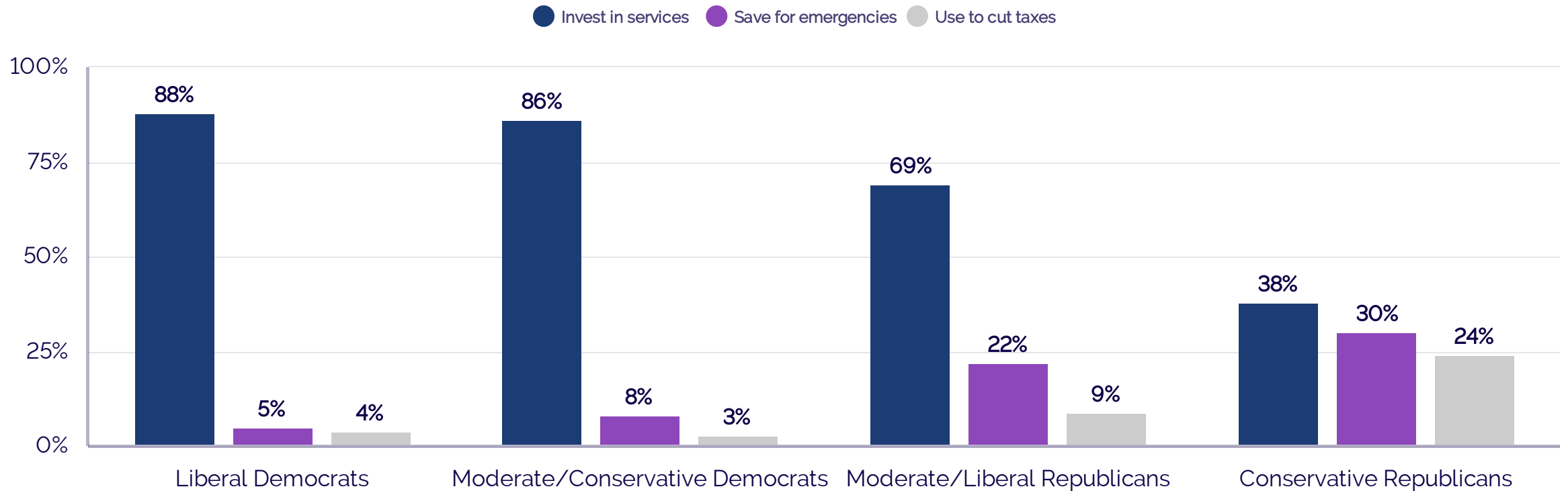
Use the money to cut taxes for businesses that create jobs

12%

Q.8 And if the Arizona state government runs a budget surplus this year, meaning it takes in more tax dollars than expected, on which of the following priorities should the state use that extra money: invest the money in services like health care and education, save the money for a future emergency in the rainy day fund, or use the money to cut taxes for job creators?

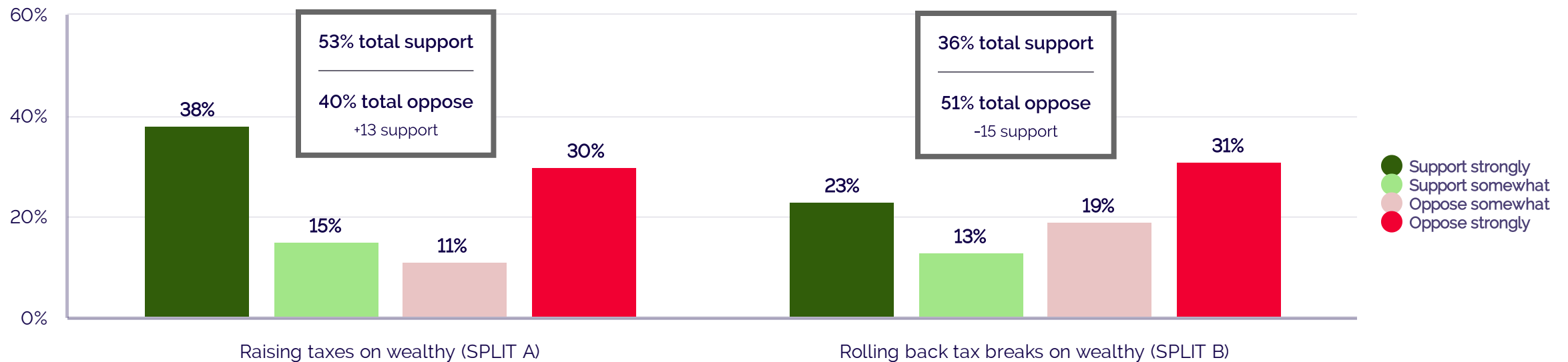
Even a Plurality of Conservative Republicans Support Investment Paradigm

Budget Surplus Use by Party ID and Ideology



Split Exercise Reveals Key Language Nuance: On Net Voters Support “Increased Taxes on Wealthy” but Oppose “Rolling Back Tax Breaks”

Support for Raising Taxes vs. Rolling Back Tax Breaks on the Wealthy

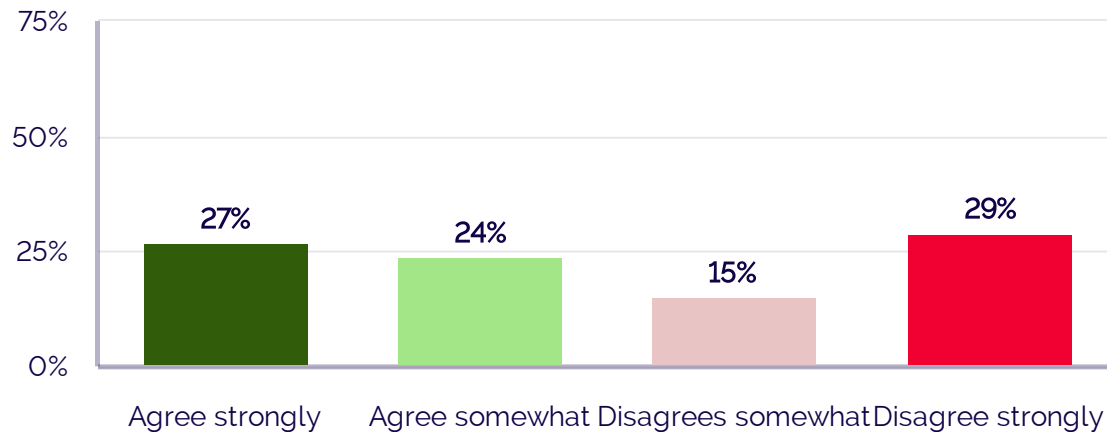


Q.9 (SPLIT A) Overall do you support or oppose raising taxes on wealthy individuals in Arizona?
Q.10 (SPLIT B) Overall do you support or oppose rolling back tax breaks for wealthy individuals in Arizona?

Voters Agree State Government Should Bring in More Tax Dollars to Fund Core Responsibilities - Broader and Stronger Agreement When Responsibilities Are Named

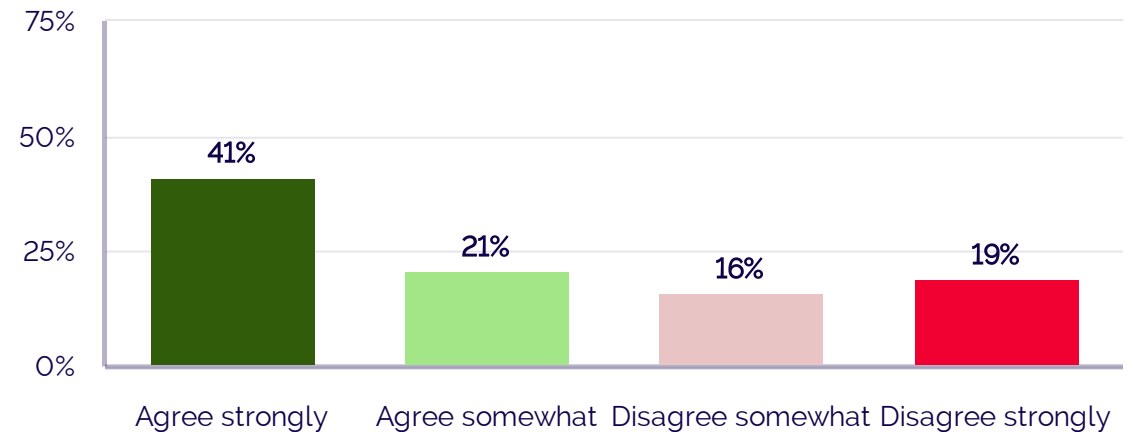
(SPLIT A) State government in Arizona should bring in more tax dollars so that it can better fund the core responsibilities it has to the people.

51% total agree, 44% total disagree (+7 agree)



(SPLIT B) State government in Arizona should bring in more tax dollars so that it can better fund the core responsibilities it has to the people, like more affordable health care, transportation infrastructure, community college, and quality neighborhood public schools.

62% total agree, 36% total disagree (+26 agree)



Q.11/Q.12 (SPLIT) Please indicate whether you agree or disagree with the following statement:

Tax Credit Statements

Pro-Sunsets

Some people say these tax credits should be subject to periodic review and that some of them should be allowed to expire if it is found they are being abused or not creating jobs.

Anti-Sunsets

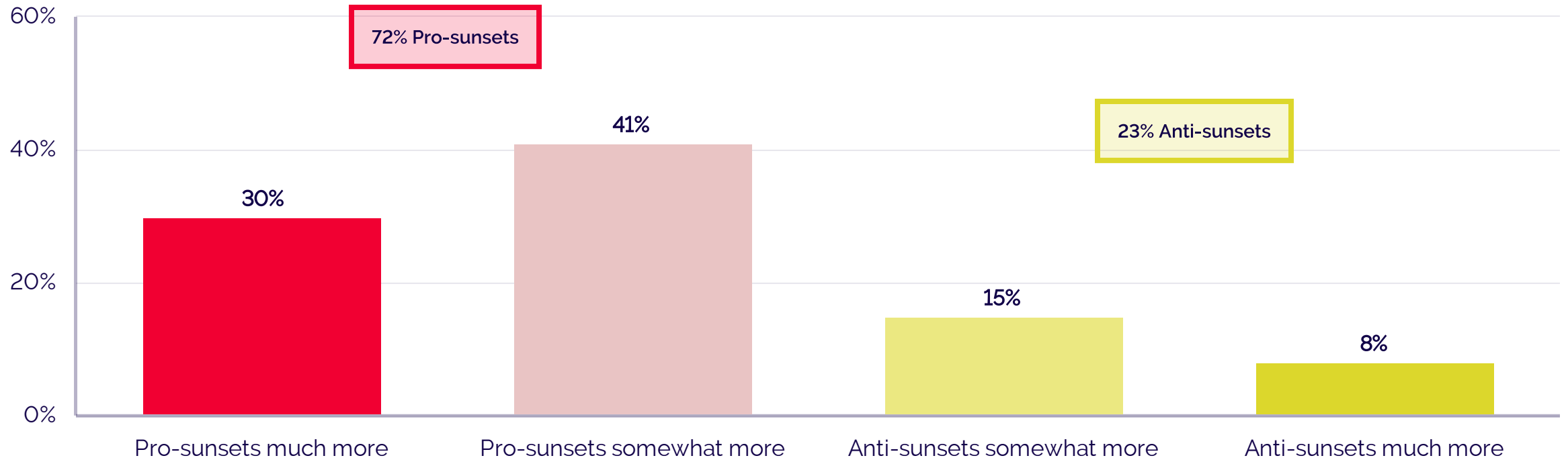
Other people say periodic review of these tax credits is just a bureaucratic move that will cost businesses needed tax relief and hurt our economy.

Q.13 As you may know, the state of Arizona offers a number of tax credits that are meant to help our businesses grow, thrive, and create jobs. I am going to read you two statements about these tax credits, please tell me which one comes closer to your own opinion, even if neither is exactly right.

Nearly 3-in-4 Voters Want Periodic Review of Tax Credits; Bureaucratic Argument Fails to Land

Opinion on Tax Credit Sunsets

+49 Pro-Sunsets

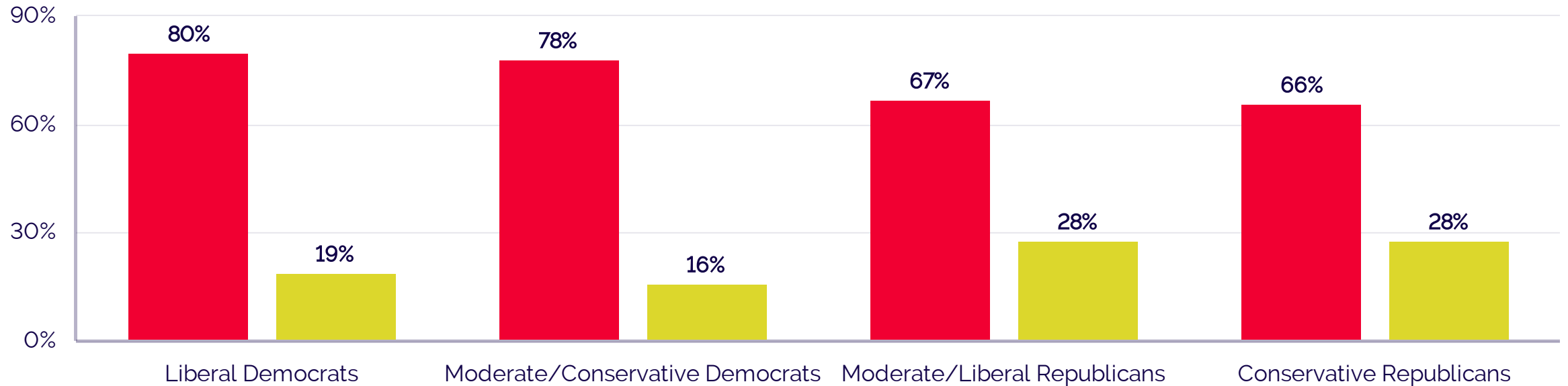


Periodic Reviews of Tax Credits Popular Across Partisan and Ideological Spectrum

Opinion on Tax Credit Sunsets by Party ID and Ideology

+49 Pro-Sunsets

● Pro-Sunsets ● Anti-Sunsets

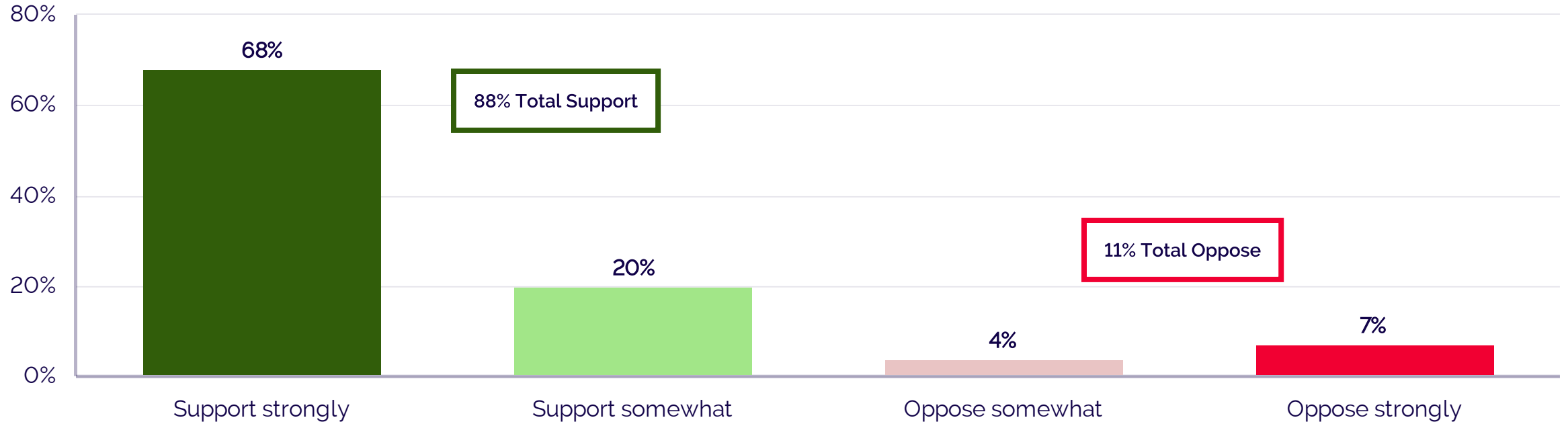


Working Families Agenda

Near Unanimous Support for Overtime Protections

Opinion on Overtime Pay Protections for Low-Income Workers

+77 Support

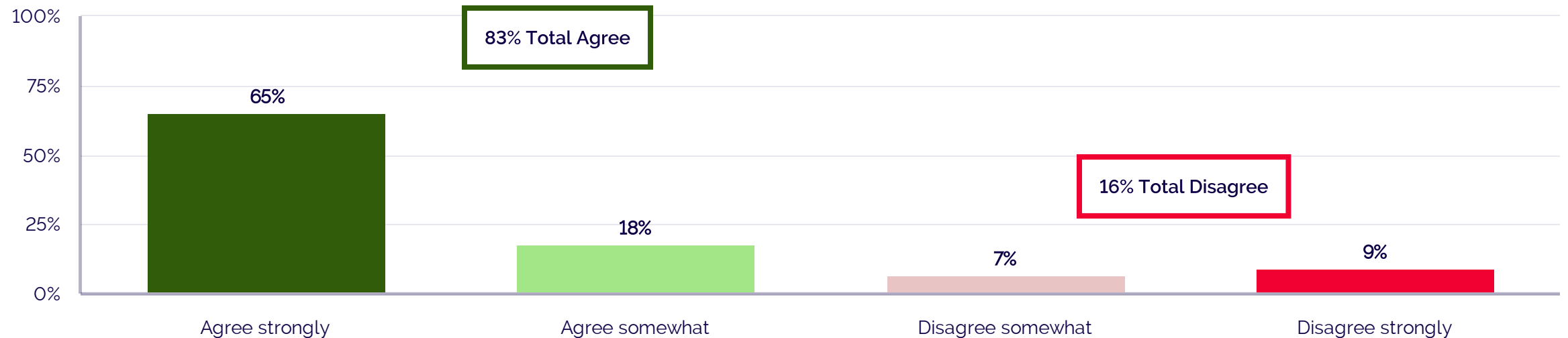


Q.14 And do you support or oppose protections that guarantee Arizona workers, including salaried workers making less than \$35,000, receive overtime pay if and when they work more than 40 hours in a week?

Over 8-in-10 Voters Agree Arizonans Should be Guaranteed Paid Family Leave

Require Employers Offer Paid Family Leave

+67 Agree



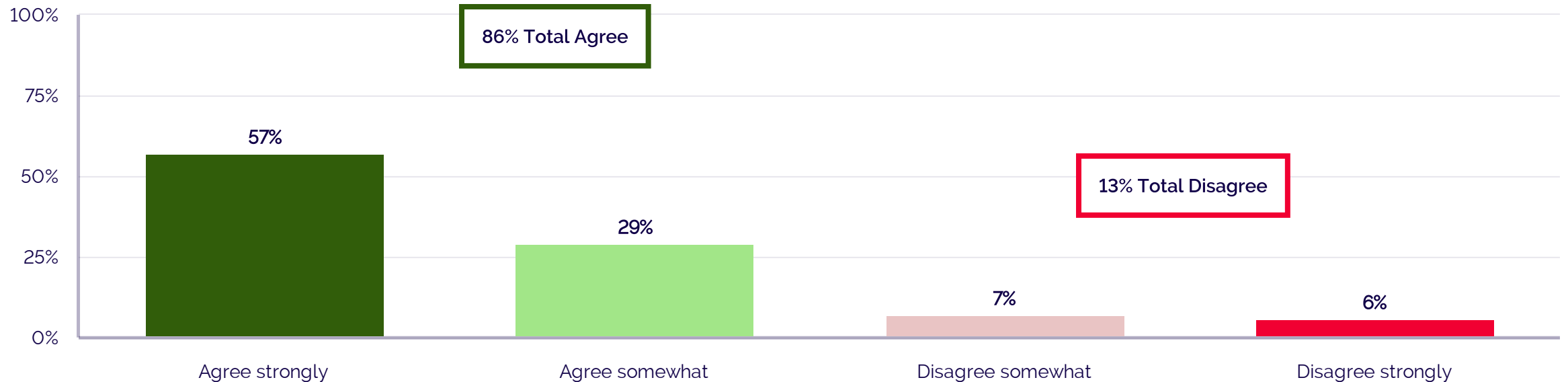
Q.15 And thinking about a proposal to require Arizona employers to provide paid family leave for their employees, do you agree or disagree that every working person should be able to take the time off to deal with their own health crisis or that of a family member without risking financial security because it is critical for a healthy work environment, a healthy home environment, and -- ultimately -- a healthy economy.

Public Lands

Voters Almost Unanimously Agree that Investing in Public Lands is Smart for Arizona's Future

Investing in parks, open spaces, and access to the outdoors is a smart investment for your community, family, and future.

+73 Agree

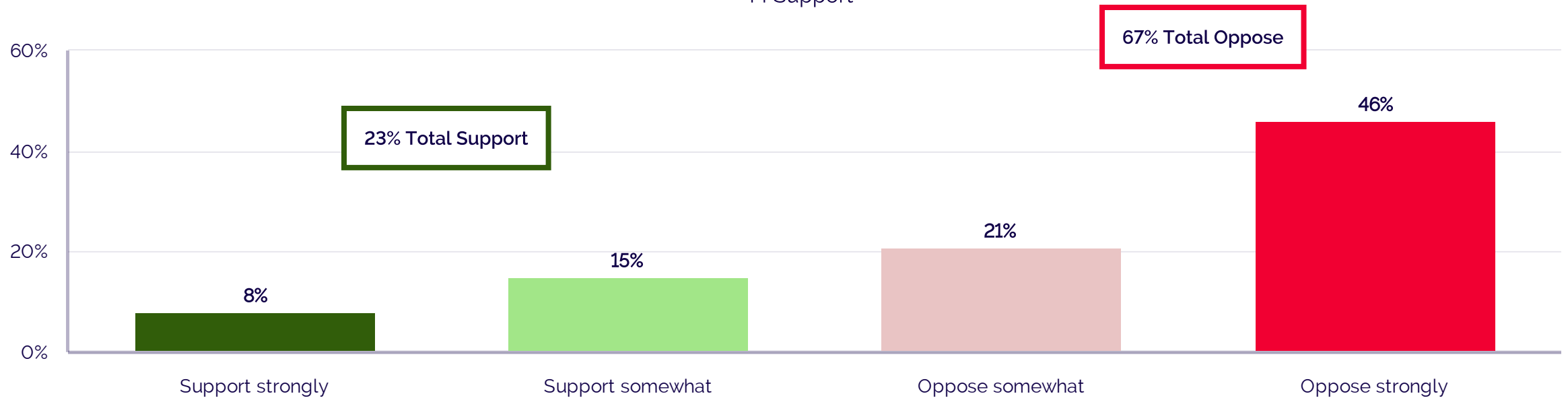


Q.16 And do you agree or disagree with the following statement...

Over 2-in-3 Voters Oppose Permission Requirements When Selling Land to the Federal Government

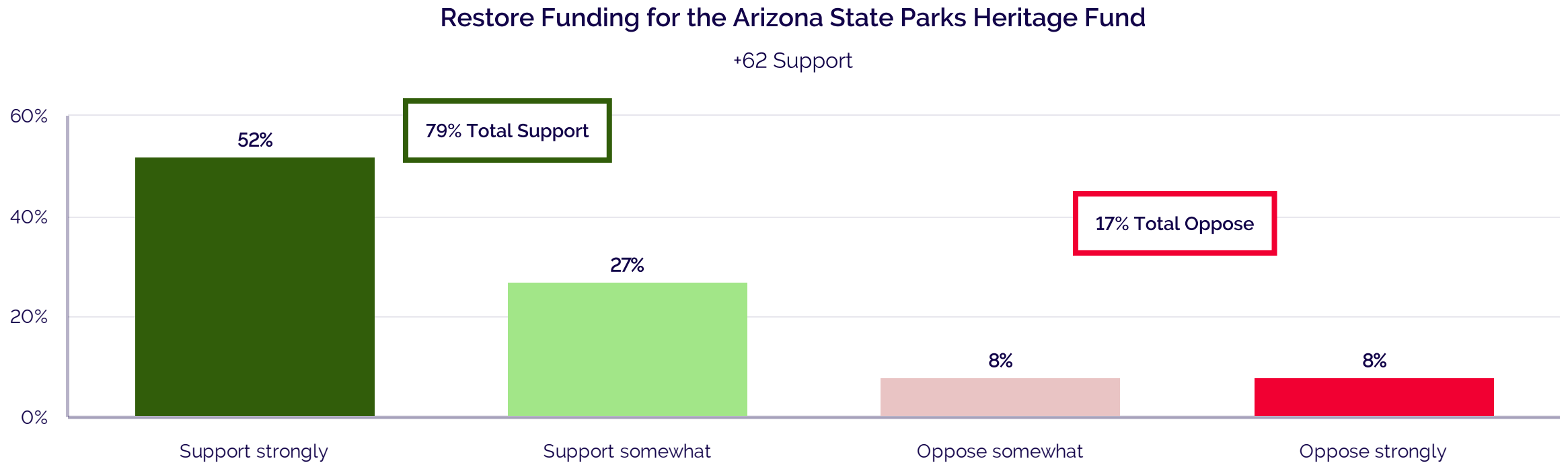
Require Property Owners to Get State Permission to Sell to the Federal Government

-44 Support



Q.17 Do you support or oppose legislation that would require private property owners to get permission from the governor and state legislature to sell, trade, or give their property to the federal government?

Nearly 8-in-10 Voters Support Restoring Funding for the Arizona State Parks Heritage Fund



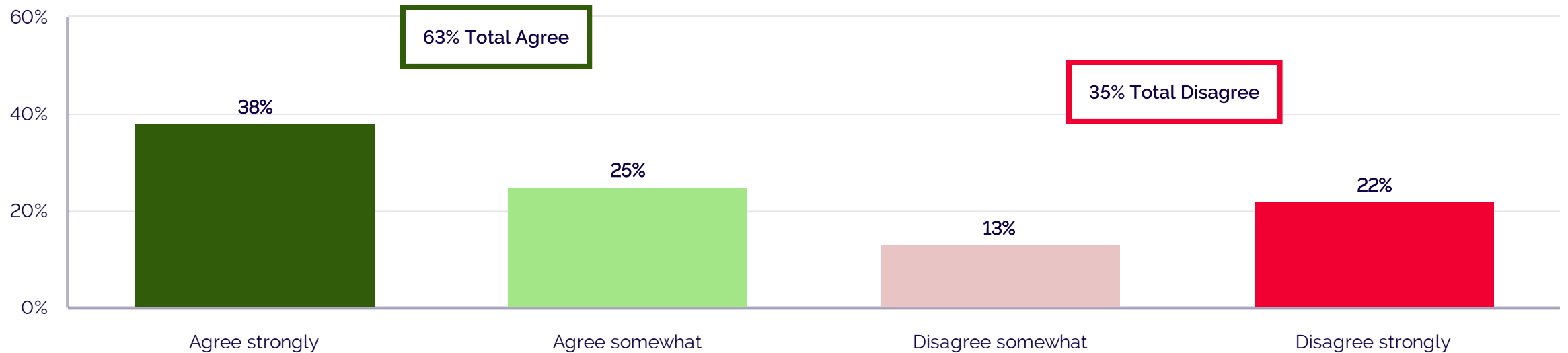
Q.18 As you may know, in 2010 the Arizona legislature stripped \$10 million annually from the Arizona State Parks Heritage Fund, a voter-approved measure to support local, regional, and state parks; trails and open spaces; and cultural heritage sites. Do you support or oppose the Arizona legislature permanently restoring this funding for the Arizona State Parks Heritage Fund?

Emissions and Clean Air

Voters Agree with Expansion of Electric Vehicle Infrastructure by Near 2 to 1 Margin

The state of Arizona should take bold leadership on expanding electric vehicle infrastructure to address poor air quality while promoting economic development.

+28 Agree

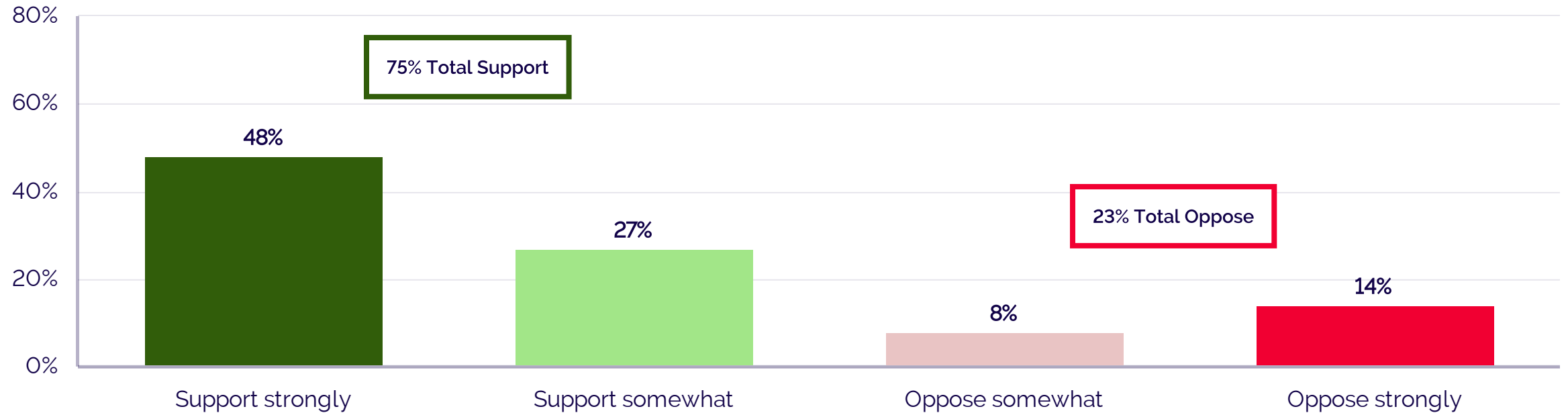


Q.19 And do you agree or disagree with the following statement...

Strong Support for Creation of Low Emission Solutions

Creating Low-Emission Solutions to Meet Clean Air Standards

+52 Support



Q.20 And do you support or oppose Arizona elected officials creating proactive, low-emission solutions to ensure compliance with Clean Air standards in order to protect Arizonans' health?

Education Policy

More Funding, Pay Increases, and Workforce Development Are Most Broadly Popular Education Policies

% Total Support

94%

Apprenticeship and workforce development

Protect and expand apprenticeship and workforce development programs that help Arizona workers get skills they need for in-demand fields and jobs.

71% Strongly Support

6% Total Oppose

84%

More public school funding

Increase state funding for neighborhood public schools.

64% Strongly Support

14% Total Oppose

84%

Teacher pay increases

Provide Arizona teachers and education support staff with significant, permanent pay increases.

63% Strongly Support

15% Total Oppose

81%

Increased community college funding

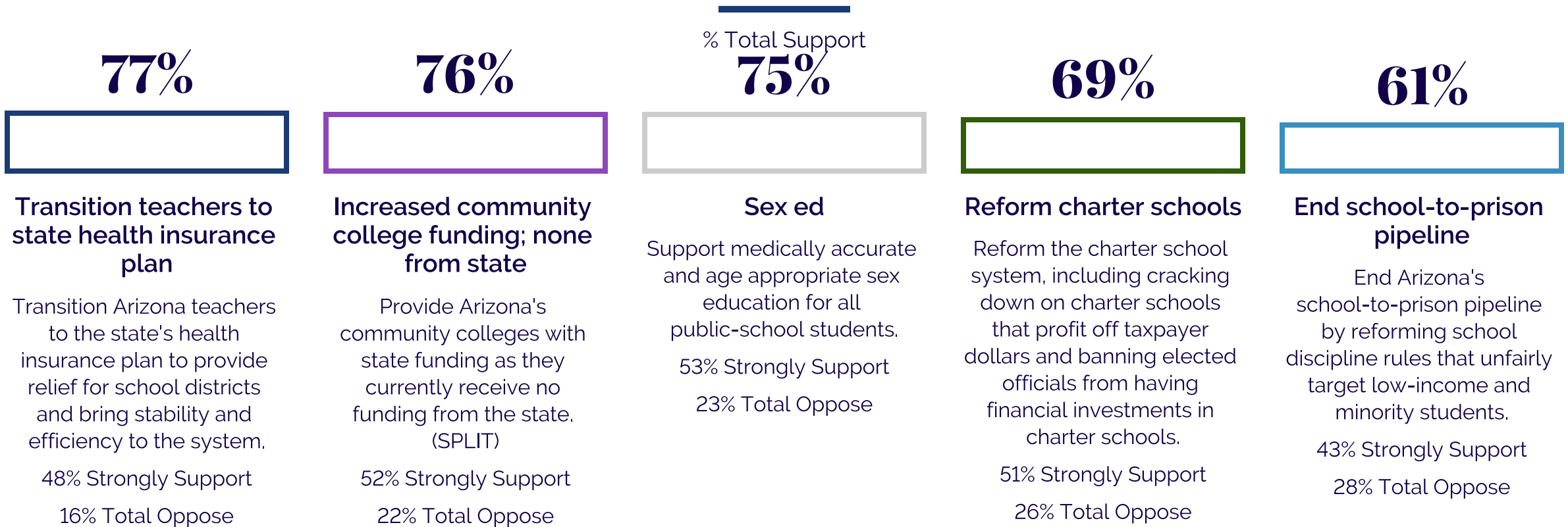
Provide Arizona's community colleges with state funding.(SPLIT A)

57% Strongly Support

18% Total Oppose

Q.21 Switching gears a bit, I am going to ask you about some education policies that the Arizona state legislature may consider. Please tell me whether you support or oppose each policy.

We Also Measure Broad Support for Health Insurance Reform, Comprehensive Sex Ed, Charter School Reform, and Ending School-to-Prison Pipeline



Q.21 Switching gears a bit, I am going to ask you about some education policies that the Arizona state legislature may consider. Please tell me whether you support or oppose each policy.

Arizona Women Tend to Support Education Policies With More Intensity than Men Do

Top Education Policy Priorities by Gender, % Support Strongly



Men

1. Workforce development - 68%
2. Teacher pay increase - 58%
3. Public school funding - 57%



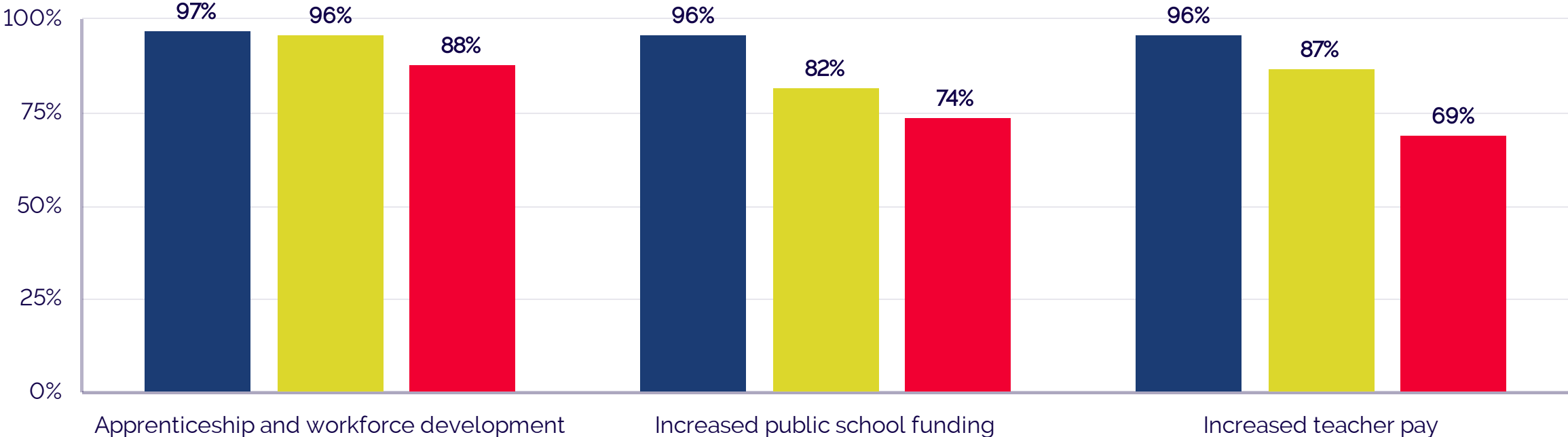
Women

1. Workforce development - 74%
2. Public school funding - 70%
3. Teacher pay increase - 67%

Strong Support for Top Education Policies Across Partisan Spectrum

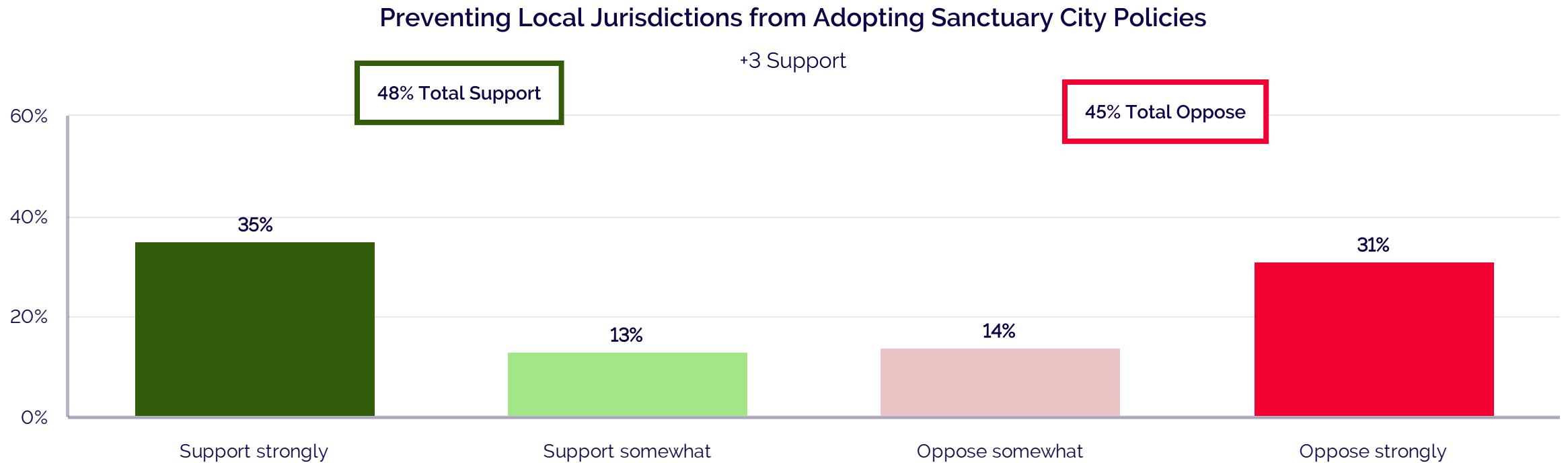
Top Tested Education Policies by Party ID

ID Democrat ID independent ID Republican



Sanctuary Cities

Arizonans Split on Sanctuary Cities Measure, But Confusion Likely Abounds



Q.22 Do you support or oppose preventing any local jurisdiction in the state from adopting policies to prohibit police or city employees from questioning people about their immigration status and allowing them to refuse requests by national immigration authorities to detain people beyond their release date?

Sanctuary City Messaging Statements

Supporters

Supporters say illegal is illegal, the state is well within its rights to stop cities like Phoenix and Tucson from becoming sanctuary cities for illegal immigrants, and we need to protect the rule of law in Arizona.

Opponents (Split A)

Opponents say this is completely unnecessary because state law already bans sanctuary cities. It is a political stunt aimed at further dividing us and bringing Donald Trump's hateful politics and racist policies to Arizona.

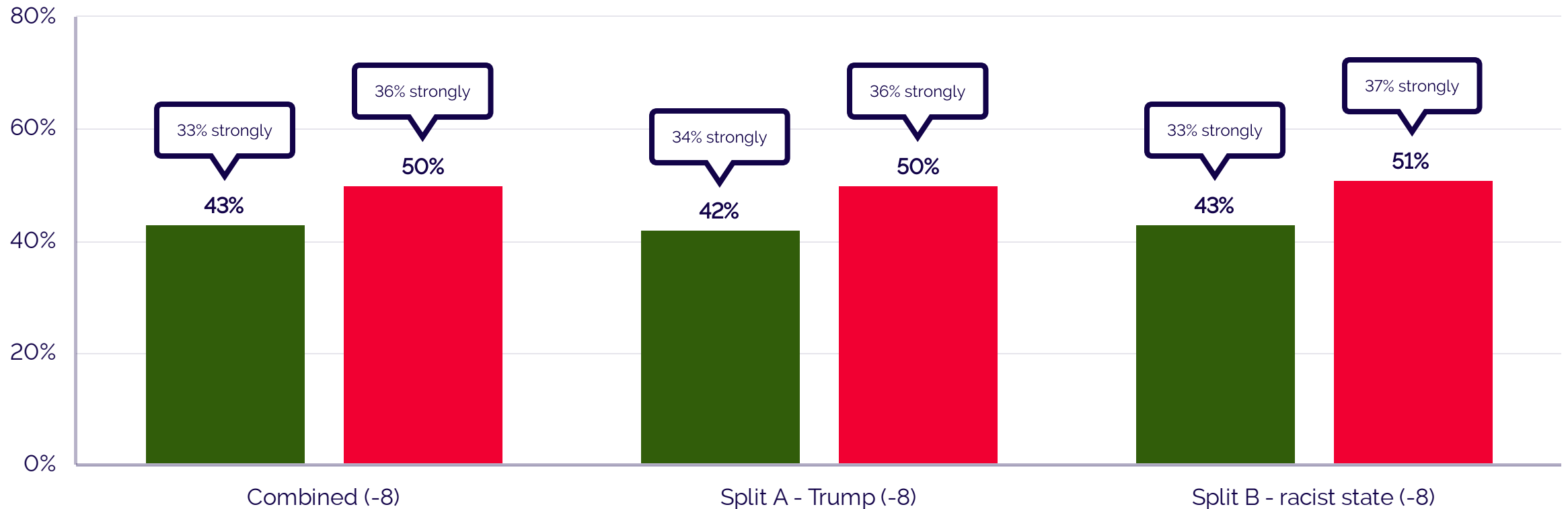
Opponents (Split B)

Opponents say this is completely unnecessary because state law already bans sanctuary cities. Just like S.B. 1070, the show me your papers bill, this will give Arizona a reputation as a racist state, lead to boycotts of our businesses, and threaten Arizona's trade relationship with Mexico.

Q.23 Now let me read you some arguments from supporters and opponents of that policy. OK after hearing those arguments, do you support or oppose banning cities in Arizona from becoming sanctuary cities for undocumented immigrants?

Following Exposure to Messaging Voters Oppose Measure to Prohibit Sanctuary Cities by a Narrow Margin

There is no discernible difference between the split messages.



Democrats, Voters in Maricopa County's Inner Suburbs, and the Western Region Show Strongest Opposition Following Exposure to Messaging

Informed Support for Measure to Ban Sanctuary Cities by Party ID and Region

	Support	Oppose	Margin
All	43%	50%	-8
ID Democrat	27%	69%	-42
ID independent	46%	42%	+5
ID Republican	54%	43%	+11
Maricopa County - inner suburbs	32%	59%	-27
Maricopa County - outer suburbs	47%	46%	-
Maricopa County - urban core	41%	52%	-12
Pima County	48%	48%	-
East	36%	56%	-20
West	51%	41%	+10

Strong Opposition Among Voters of Color, Particularly Women, and Younger Women

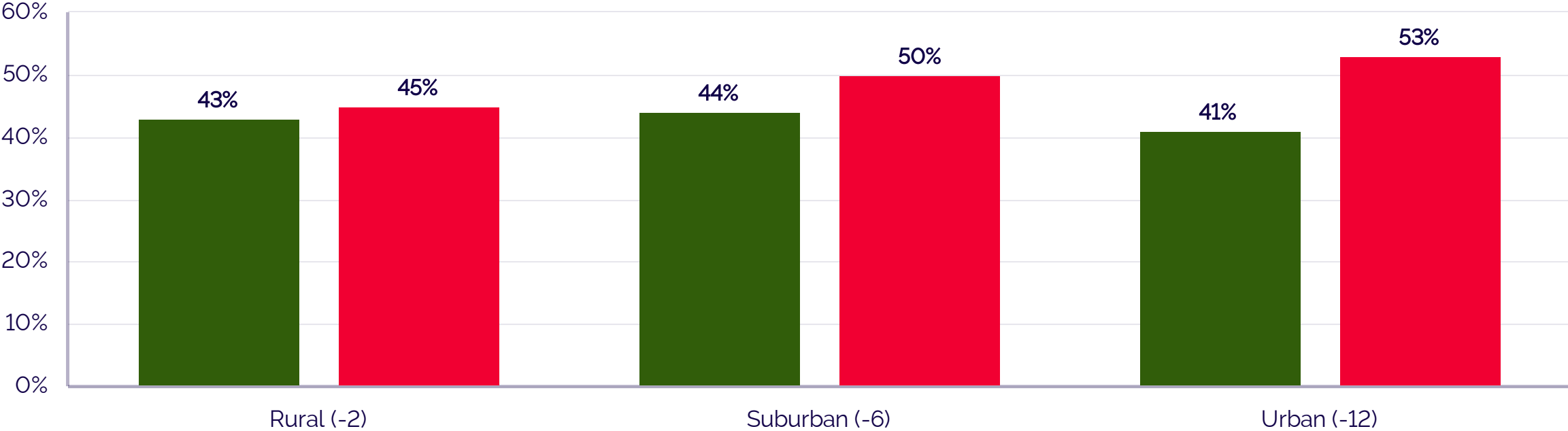
Combined Informed Support for Measure to Ban Sanctuary Cities by Race, Gender/Age, and Gender/Education

	Support	Oppose	Margin
All	43%	50%	-8
White	46%	48%	-2
Voters of color	33%	57%	-25
Men under 50	44%	52%	-8
Men over 50	55%	37%	+18
Women under 50	32%	60%	-28
Women over 50	41%	51%	-10
White men	50%	44%	+7
White women	42%	52%	-10
Non-white men	44%	49%	-5
Non-white women	27%	64%	-37

Rural and Suburban Voters Mixed on Sanctuary City Ban; Urban Voters Solidly Oppose

Combined Informed Support for Measure to Ban Sanctuary Cities by Urbanicity

● Total Support ● Total Oppose

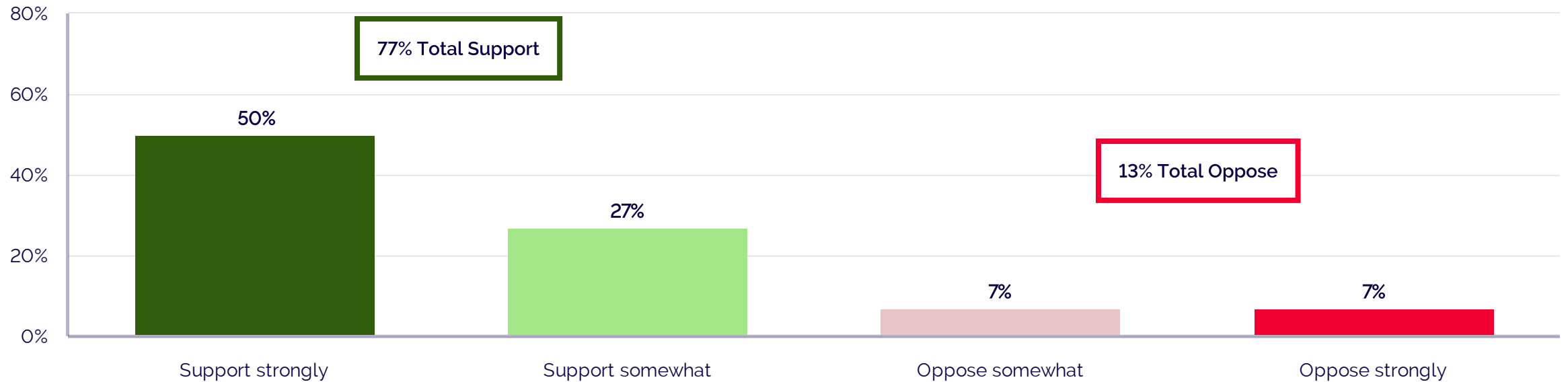


Criminal Justice Reform and Democracy Reform

Over Three Quarters of Voters Support Criminal Justice Reform in Arizona

Comprehensive Criminal Justice Reform in AZ

+64 Support

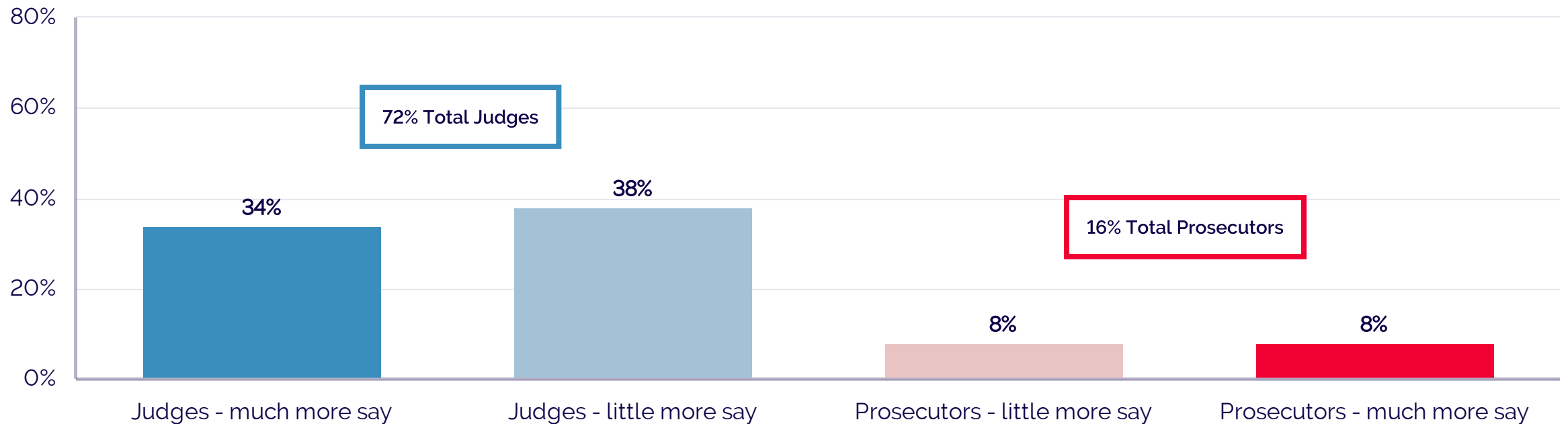


Q.24 Switching gears again, do you support or oppose comprehensive criminal justice reform in Arizona?

Most Want Judicial Discretion in Sentencing

Judges or Prosecutors Have More Say in Determining Criminal Sentences

+56 Judges

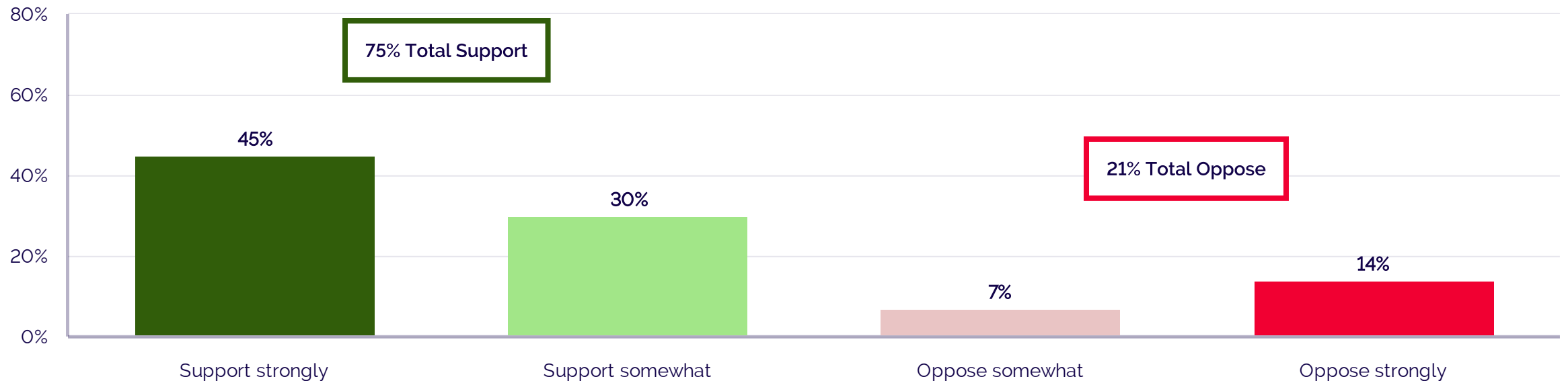


Q.27 Still thinking about the topic of criminal justice in Arizona, who do you think should have more of a say in determining criminal sentences, like how many years someone is to spend in prison -- do you think judges should have more say or prosecutors should have more say in determining criminal sentences?

Three Quarters of Arizona Voters Support Restoration of Voting Rights for Formerly Incarcerated Individuals

Restoring Voting Right for Felons Who Have Completed Their Sentence

+54 Support

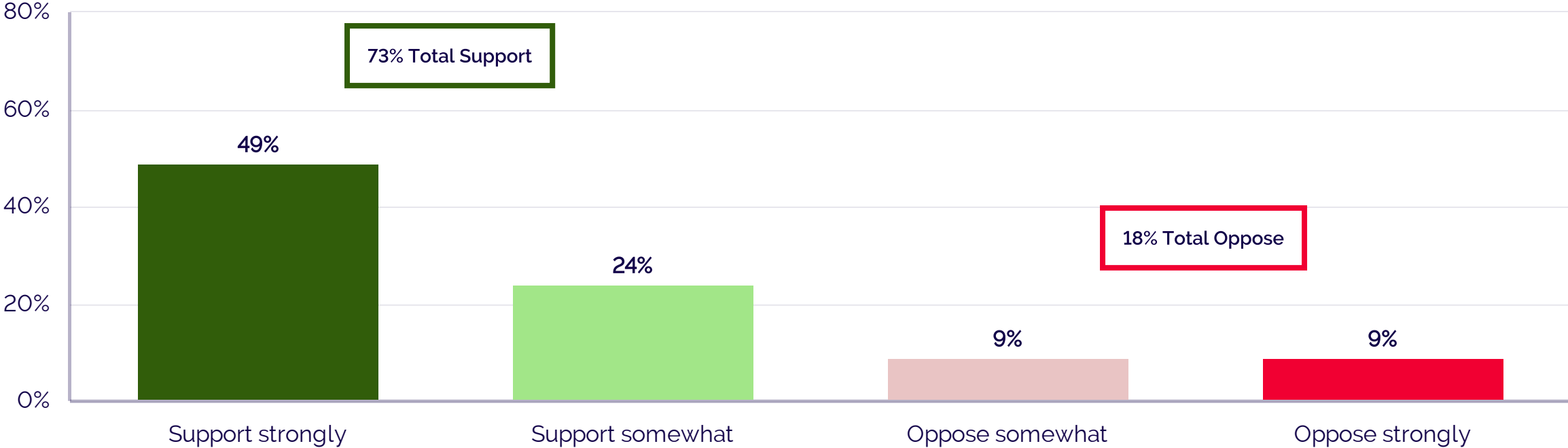


Q.25 And do you support or oppose restoring voting rights for formerly incarcerated Arizonans once they have served their time and completed their prison sentence?

Constitutional Right to Vote Broadly Popular

Enshrine the Right to Vote in the State Constitution

+55 Support



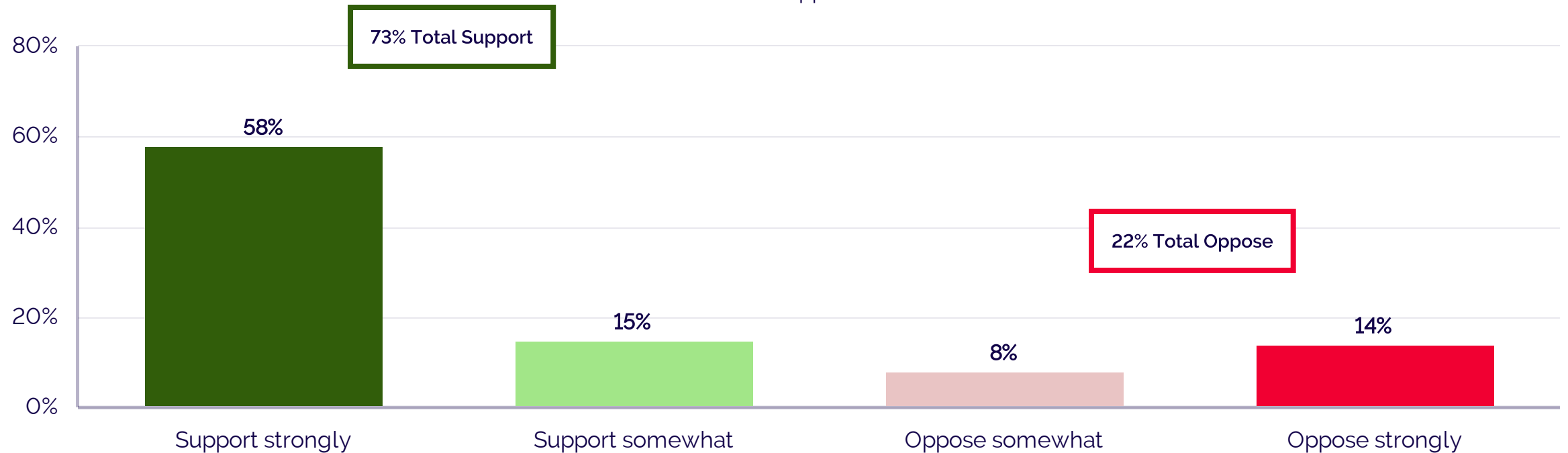
Q.26 As the only state in the country that does not provide its citizens with a constitutional right to vote, do you support or oppose enshrining the right to vote in Arizona's constitution?

Discrimination and Housing

Broad and Intense Support for LGBTQ Protections

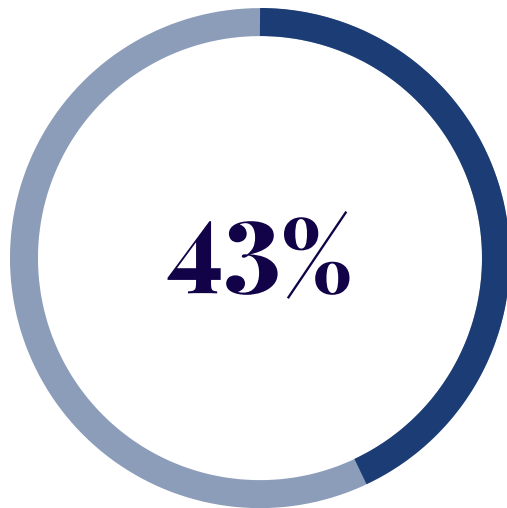
LGBTQ Discrimination Protections

+52 support

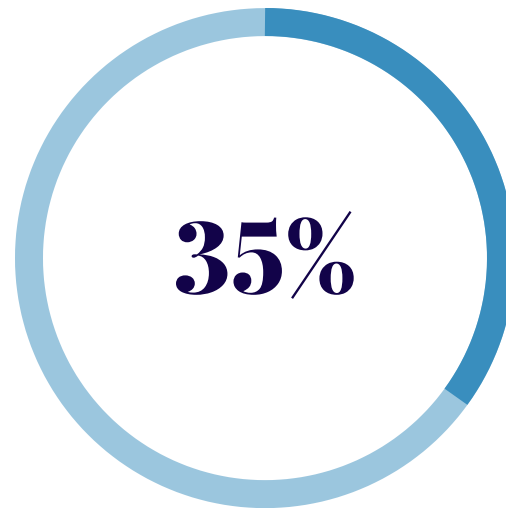


Q.28 Changing topics again, do you support or oppose a law that would protect lesbian, gay, bi-sexual, queer, and gender non-conforming people from discrimination in employment, housing, and public accommodations?

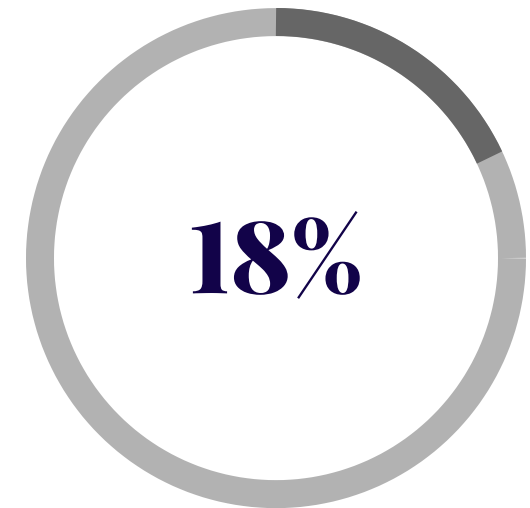
Plurality of Voters Think There is a Great Need for More Affordable Housing in Arizona



Great need



Some need



No real need

Q.29 And do you think there is a great need, some need, or no real need for Arizona state government to provide more funding for the construction of affordable housing across the state?

Audiences Most Likely to Say “Great Need” for Affordable Housing

% Great Need



Democratic women - 65%



Obtain news about state legislature on social media - 54%



Non-white women - 58%



Blue-collar women - 50%

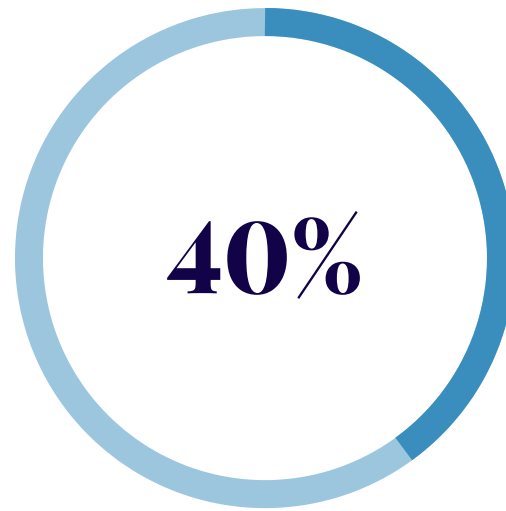


Women who attend religious services infrequently - 54%

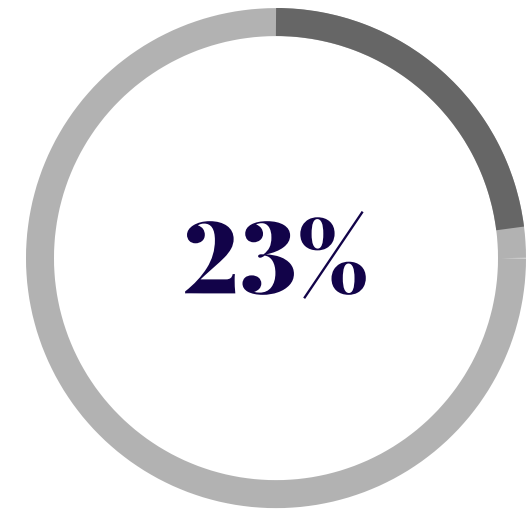
Less Enthusiasm Around Reforms to Provide More Rights to Tenants in Disputes with Landlords



Great need



Some need



No real need

Q.30 And still thinking about the topic of housing in Arizona, do you think there is a great need, some need, or no real need for Arizona state government to pass reforms that would provide more rights and power to renting tenants in disputes they have with their landlords?

Audiences Most Likely to Say “Great Need” for Expansion of Tenant Rights

% Great Need



Liberal Democrats - 53%



Blue collar women - 37%



Maricopa County, urban core - 46%



Women - 35%

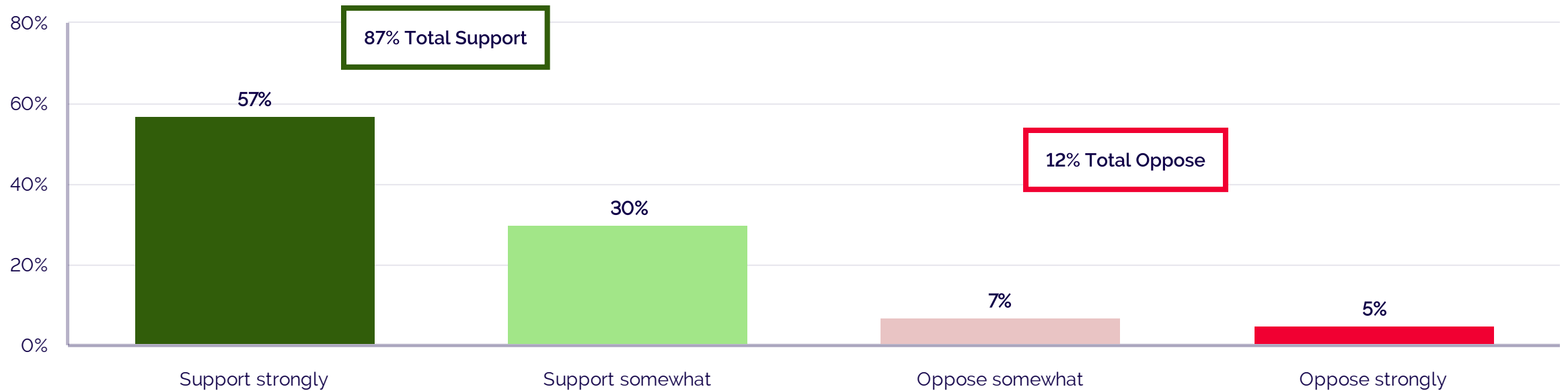


Never attend religious services - 38%

Near Unanimous Support for Improved Services for the Homeless

Improve Services for the Homeless

+75 Support



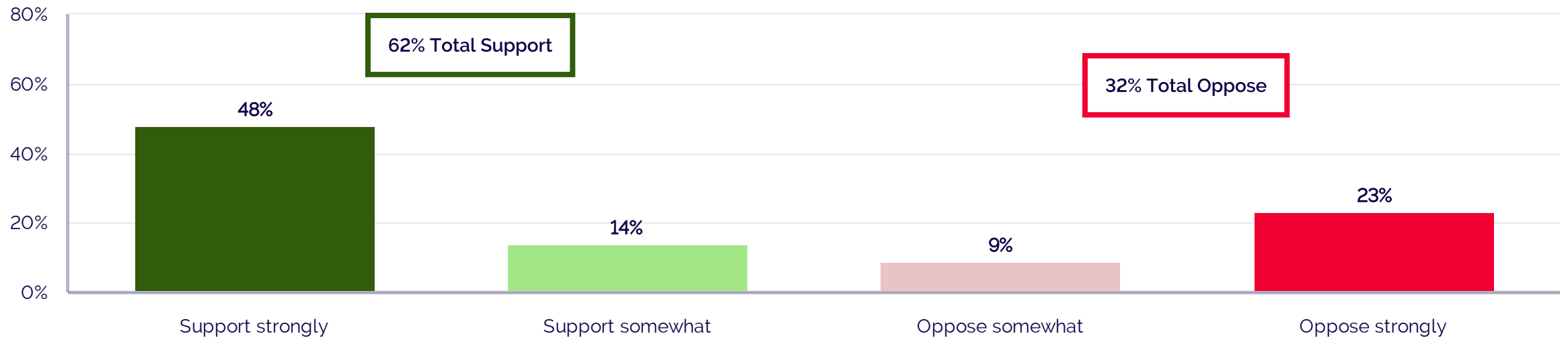
Q.31 And do you support or oppose Arizona state government providing improved services for the homeless?

Health Care and Choice

6-in-10 Support Increased Protections Against Insurance Companies if ACA is Struck Down

Create State Protections if the Affordable Care Act is Struck Down in Federal Court

+30 Support



Q.32 As you may know, the Affordable Care Act, also known as Obamacare, is being challenged in federal court. Because the Affordable Care Act may be struck down in federal court, do you support or oppose Arizona creating protections that prevent insurance companies in the state from dropping people when they get sick, charging women more than men, and denying coverage based on pre-existing conditions?

Partisan and Regional Texture on ACA Protections

Support for increased protections against insurance companies by party ID and region

	Support	Oppose	Margin
All	62%	32%	+30
ID Democrat	82%	17%	+65
ID independent	60%	34%	+26
ID Republican	48%	46%	+2
Maricopa County - inner suburbs	61%	34%	+26
Maricopa County - outer suburbs	64%	30%	+34
Maricopa County - urban core	67%	26%	+41
Pima County	64%	33%	+31
East	66%	30%	+36
West	53%	45%	+8

Women, Particularly Younger Women and Women of Color, Show Most Intense Support For Increased Protections

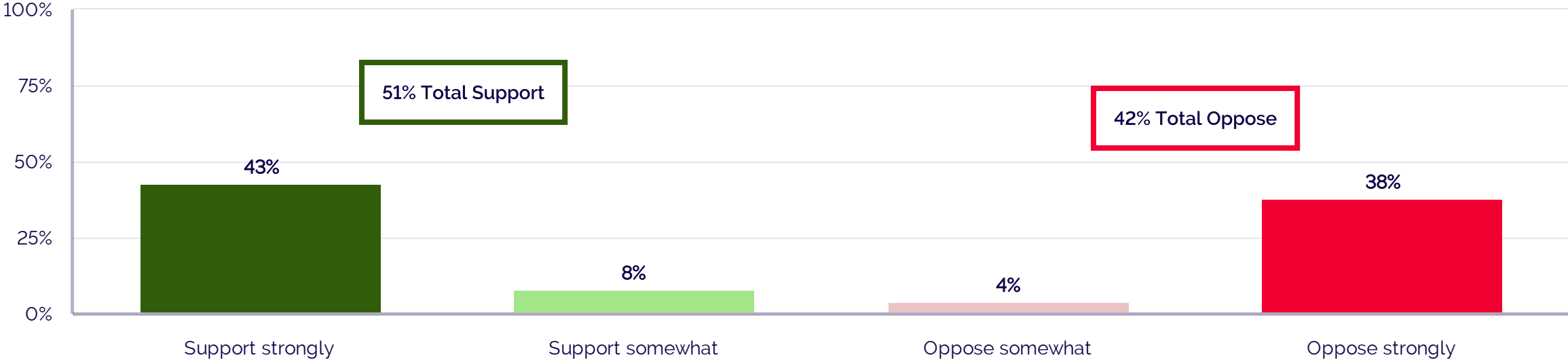
Support for Increased Protections Against Insurance Companies by Party ID and Region

	Support	Oppose	Margin
All	62%	32%	+30
Men under 50	61%	33%	+28
Men over 50	51%	46%	+4
Women under 50	73%	23%	+49
Women over 50	62%	30%	+32
White men	61%	35%	+26
Non-white men	49%	47%	+2
White women	66%	26%	+40
Non-white women	72%	27%	+45

Voters Support Repealing Arizona's Abortion Ban by a 9-Point Margin

Repeal State Abortion Ban

+9 Support



Q.33 (SPLIT A) As you may know, abortion is currently banned in Arizona based on state law, but the federal court decision in Roe vs. Wade requires abortion to be legal across the country. Do you support or oppose repealing Arizona's law that bans abortion in the state?

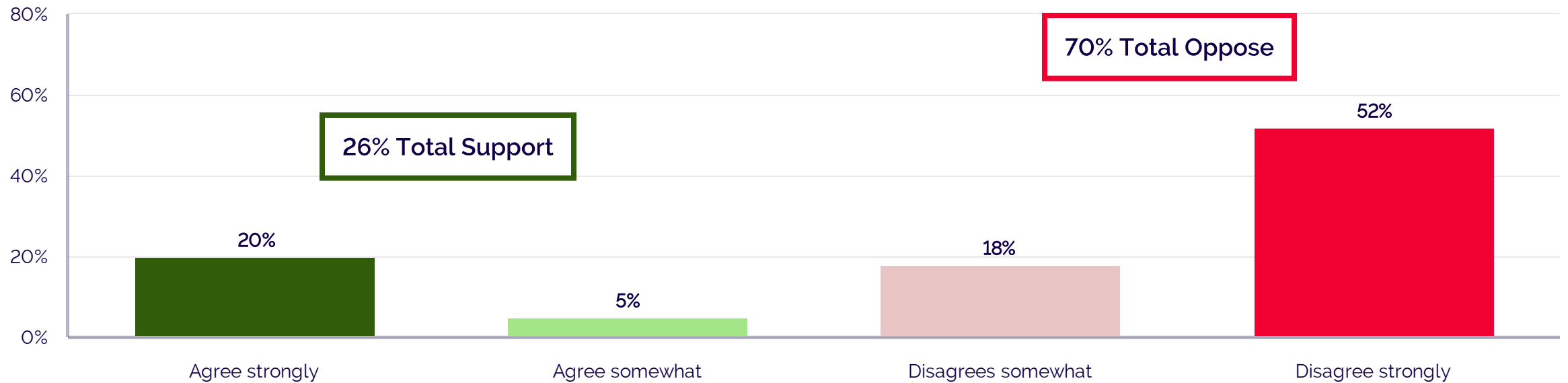
Voters of Color, Voters Under 50, Voters who Attend Religious Services Infrequently Strongly Support Repealing Abortion Ban

Repeal Arizona's Abortion ban by race, gender/age, and religious service attendance

	Support	Oppose	Margin
All	51%	42%	+9
White	48%	44%	+3
Non-white	58%	39%	+19
Ages 18-49	61%	36%	+26
Ages 50+	41%	50%	-9
Attend religious services frequently	34%	57%	-23
Attend religious services infrequently	56%	37%	+20

Broad and Intense Opposition Toward All-Out Abortion Ban

All-out State Abortion Ban
-45 Support



Q.34 (SPLIT B) Do you support or oppose an all-out ban on abortion in Arizona?

Questions?