



ARIZONA VOTERS AND EDUCATION ISSUES DECEMBER 2021



MOORE INFORMATION GROUP
RESEARCH • ANALYSIS • RESULTS

METHODOLOGY

SAMPLE

500 interviews among a representative sample of likely 2022 general election voters statewide in Arizona.

METHOD

Dual mode live phone and online interviews conducted December 1-4, 2021. Both cell phone and land lines were included.

SAMPLING ERROR

Plus or minus 4% at the 95% confidence level. The margin for error is higher for subgroups, such as gender or an individual age category.



ARIZONA ELECTORATE

Philosophy		Vote History		Age	
Very Conservatives	22%	0-1 of 3	13%	18-34	21%
Somewhat Cons.	22%	2-3 of 3	18%	35-44	13%
Moderates	25%	3 of 3	69%	45-54	15%
Liberals	27%			55-64	18%
				65+	33%

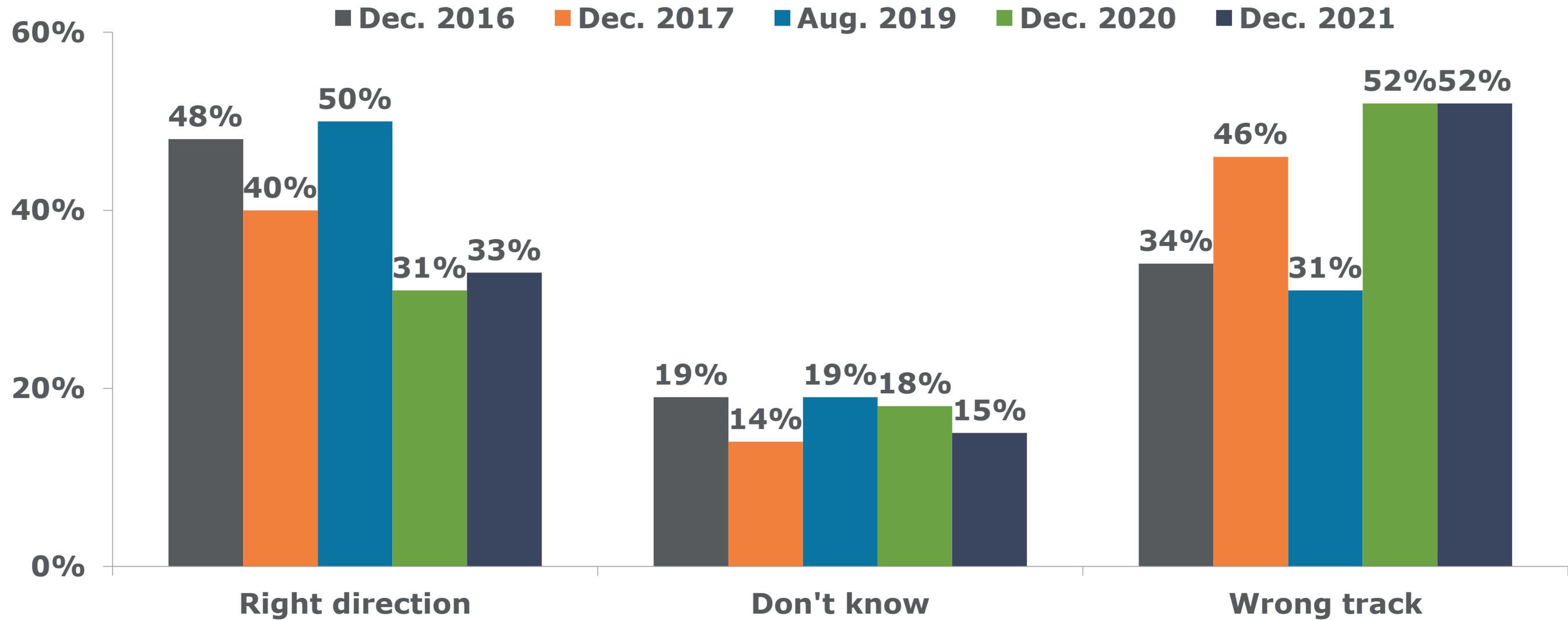
Income		Education		Ethnicity	
Less than \$35,000	9%	0-12 years	10%	Caucasians	66%
\$35,000-\$49,999	13%	13-15 years	25%	Hispanics	17%
\$50,000-\$74,999	16%	16 years	35%	African Americans	4%
\$75,000-\$99,999	17%	17+ years	30%	Native Americans	3%
\$100,000+	27%			Asians	1%
				Others	5%

Party Registration		Gender		County	
Republicans	38%	Men	48%	Maricopa	62%
Democrats	34%	Women	52%	Pima	16%
PND/others	28%			Rural/non-metro	22%



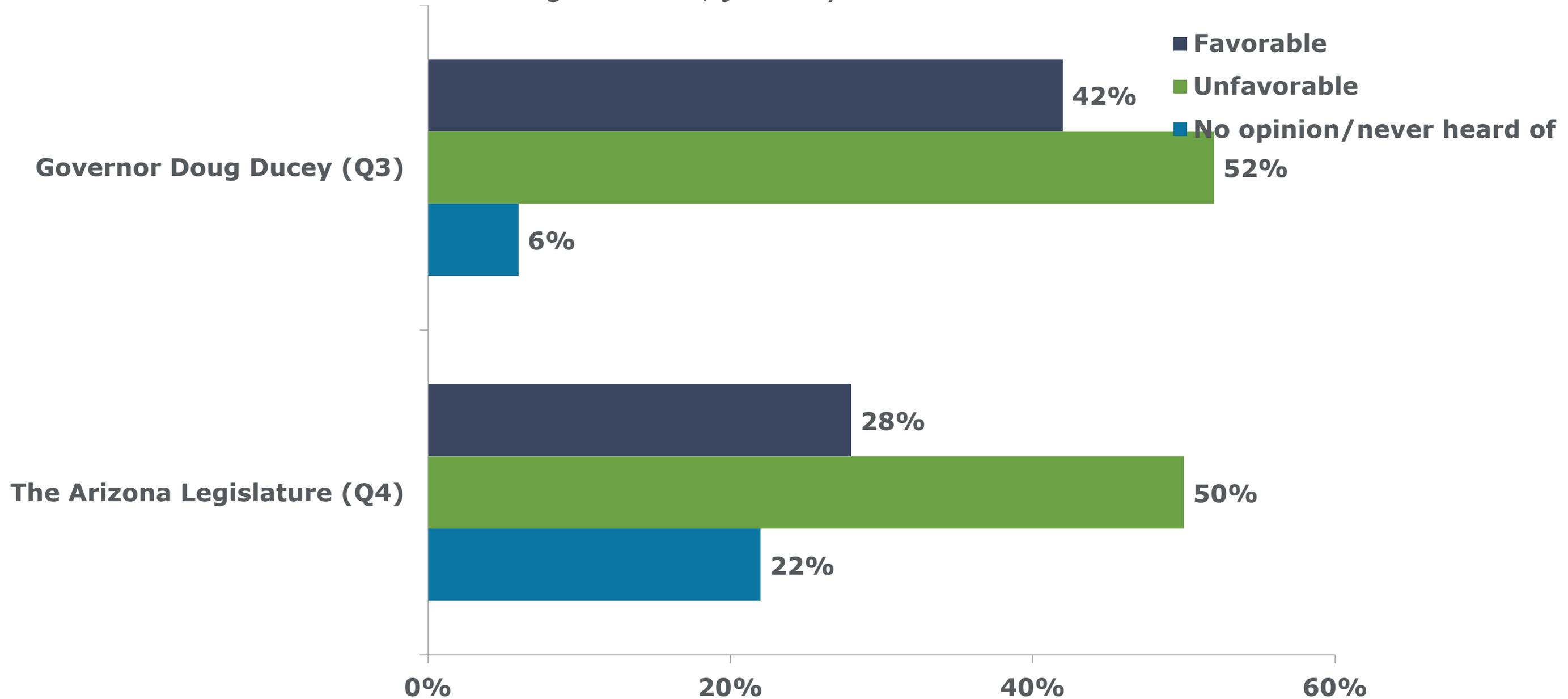
VOTER MOOD

“Do you believe things in Arizona are generally headed in the right direction, or do you think things are pretty much headed off on the wrong track?” (Q1)



IMAGES OF POLITICAL FIGURES AND GROUPS

“Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each of the following people and organizations. If you have no opinion of the person or organization, just say so.”



POLITICAL FIGURES AND POLITICAL GROUPS:

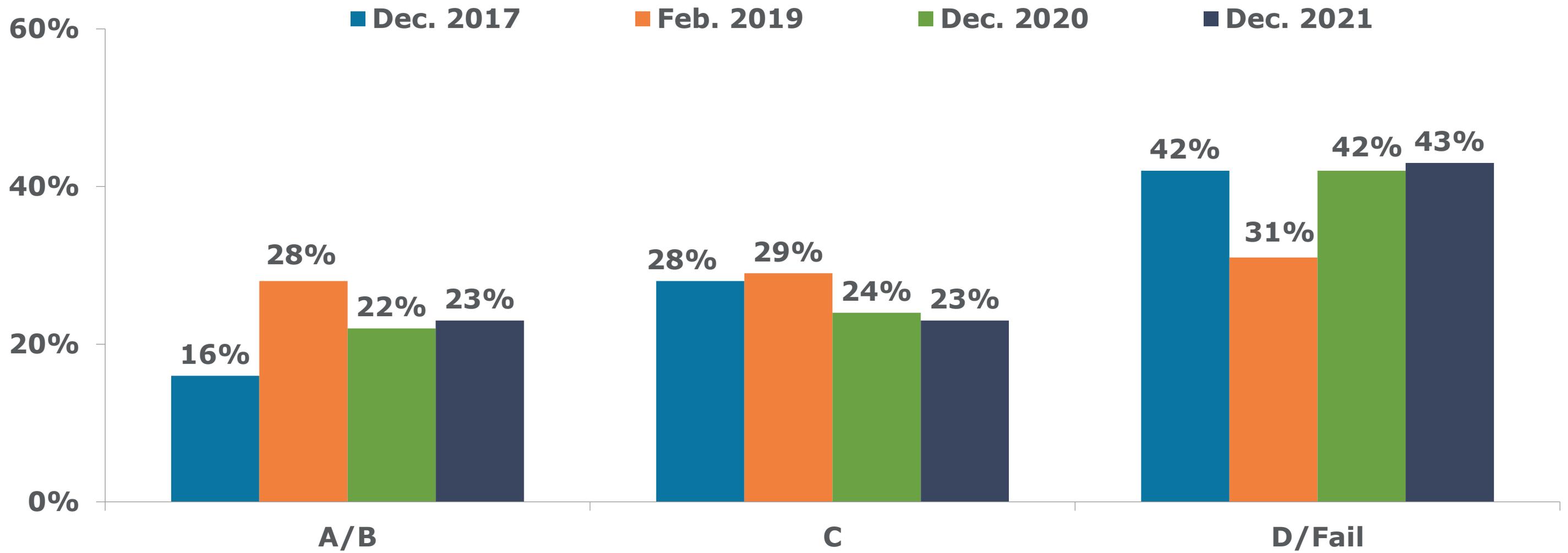
HISTORIC COMPARISON

		Dec. 2017	Aug. 2019	Dec. 2020	Dec. 2021
Governor Doug Ducey (Q3)	FAV	39%	49%	31%	42%
	UNFAV	40%	26%	60%	52%
Arizona State Legislature (Q4)					
Arizona State Legislature (Q4)	FAV	28%	36%	29%	28%
	UNFAV	45%	26%	48%	50%



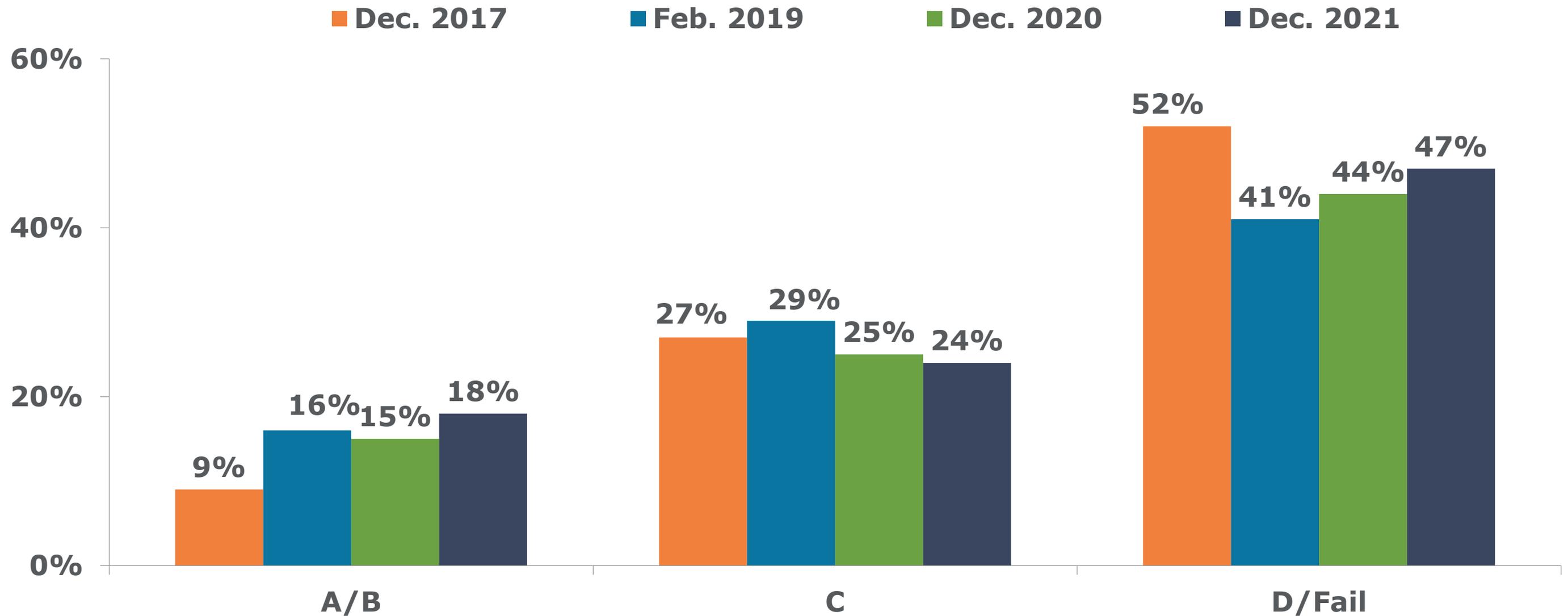
GRADING DUCEY ON PUBLIC SCHOOLS

“Now, again using the grades A, B, C, D, and Fail, what grade would you give Governor Doug Ducey when it comes to helping Arizona’s public schools — A, B, C, D, or Fail?” (Q12)



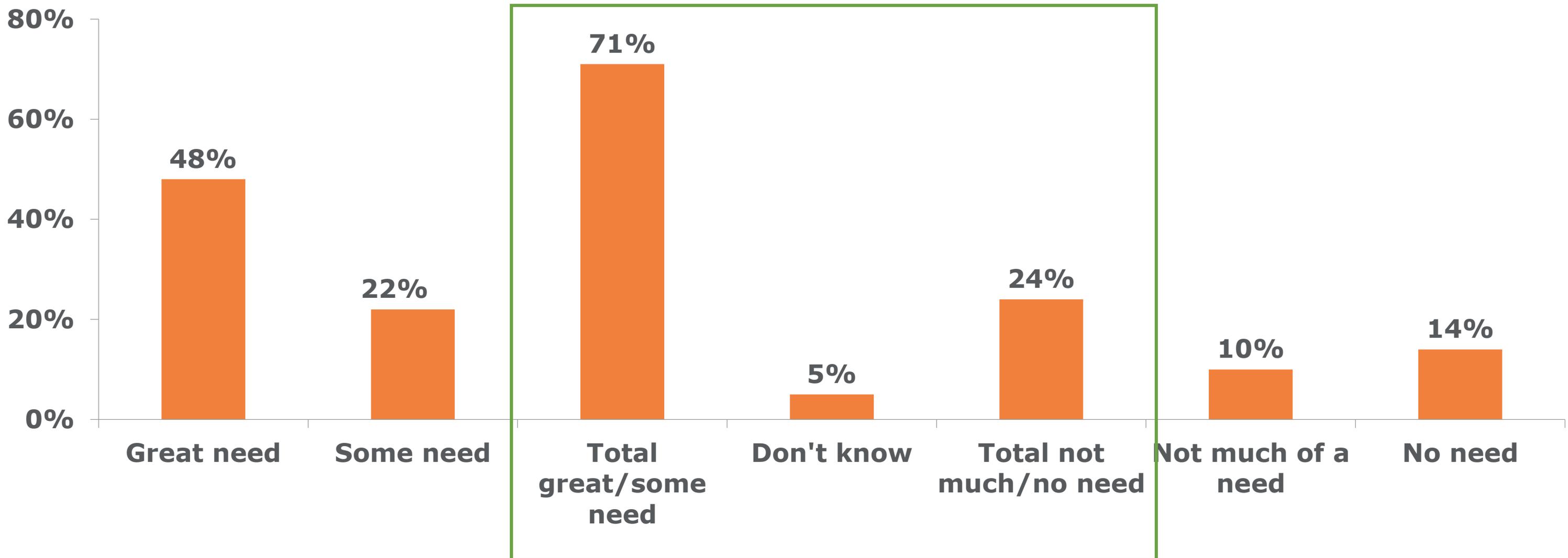
GRADING AZ LEGISLATURE ON PUBLIC SCHOOLS

“And what grade would you give the Arizona State Legislature, when it comes to helping Arizona’s public schools — A, B, C, D, or Fail?” (Q13)



NEED FOR ARIZONA PUBLIC SCHOOL FUNDING

“In your opinion, how much of a need is there for additional funds for Arizona’s public schools – great need, some need, not much of a need, no need?” (Q14)



WHY DO SCHOOLS NEED ADDITIONAL FUNDING?

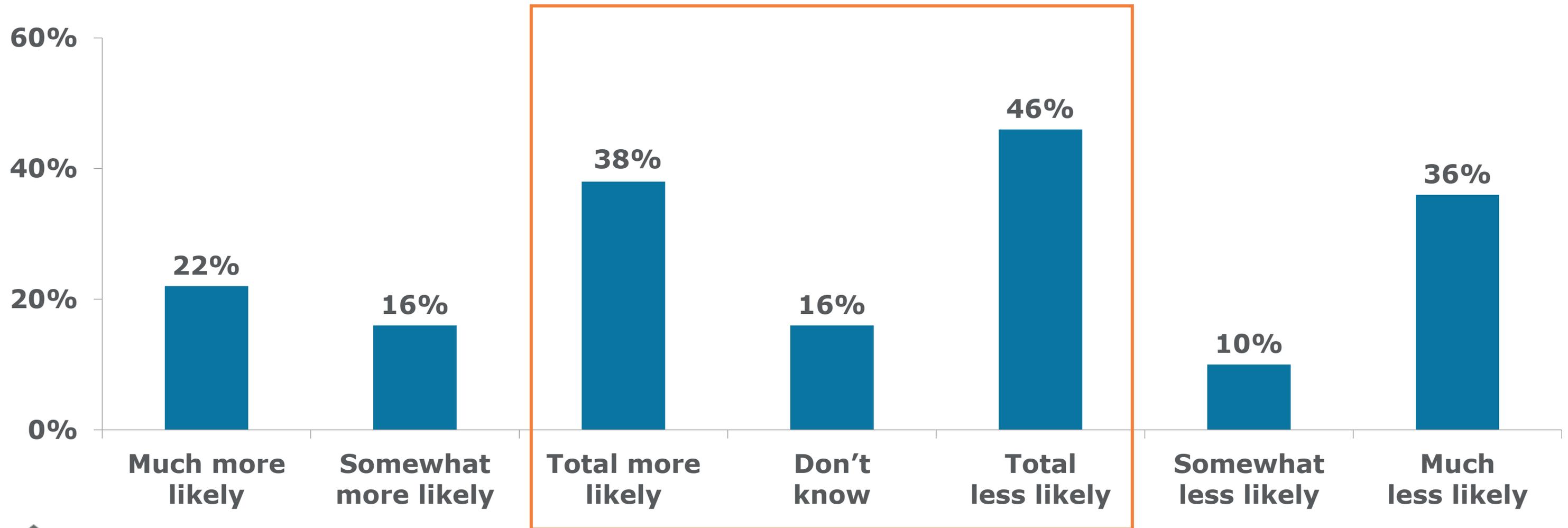
IF GREAT/SOME NEED: “Why do you say there is a great/some need for additional funds for public schools?”
(Q15.1, N=353)

	Dec. 2020	Dec. 2021
Schools need more funding/ underfunded/needed	12%	22%
Teacher pay/teacher funding	22%	22%
Quality of schools/education/ classrooms	5%	10%
Funding for supplies/tools/ resources/technology	9%	7%
Better quality/experienced teachers	1%	5%
Mismanagement of funds/ money allocation/ budgeting	40%	4%
Better curriculum/classes/ programs	3%	3%
Class sizes/population/density	--	3%



IMPACT OF OVERTURNING PROP 208 ON CANDIDATES

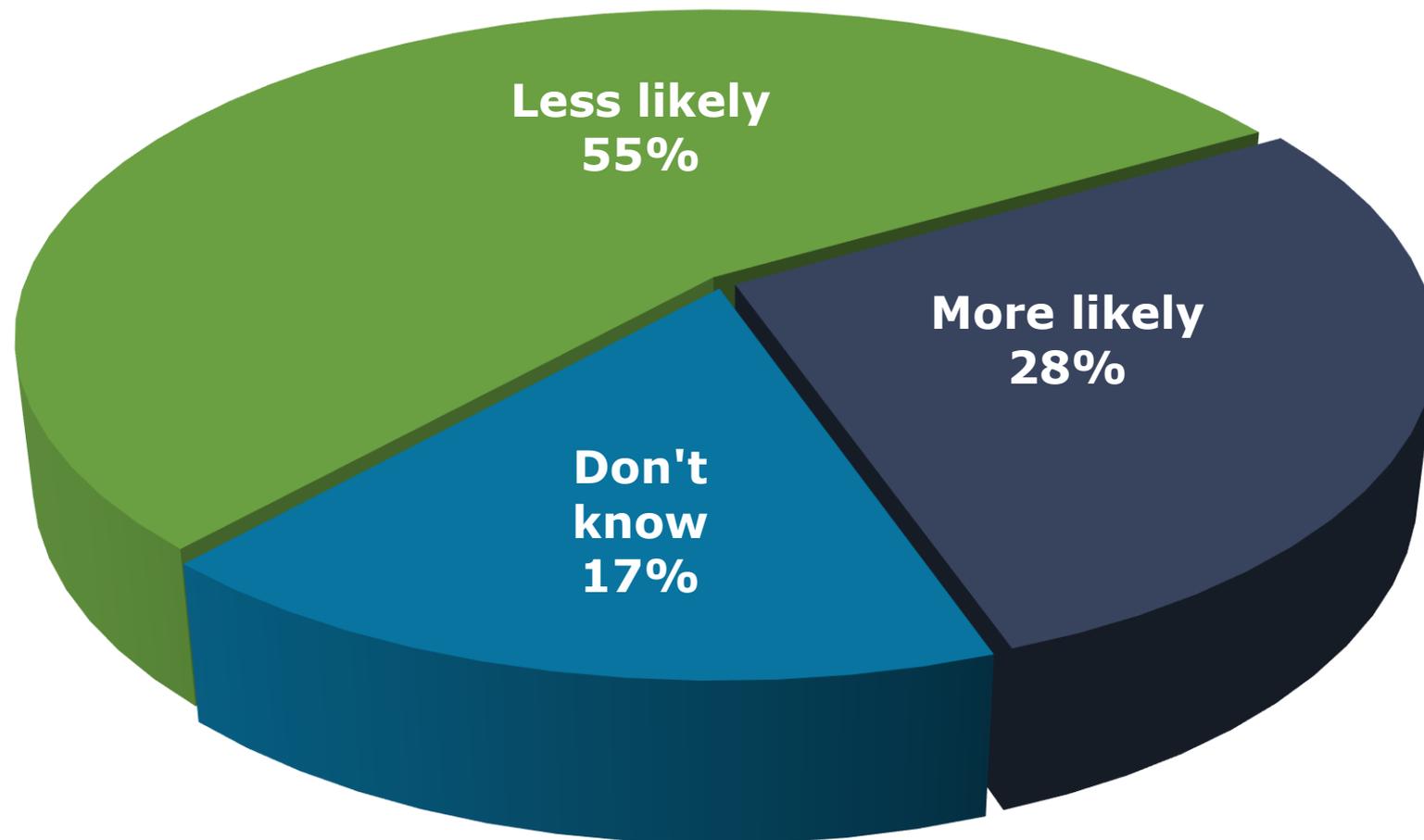
“Would you be more likely or less likely to vote for a candidate for state office who was part of or supported these efforts to overturn Prop 208?” (Q17)



IMPACT OF CITIZEN'S REFERRAL ON CANDIDATES

“As you know, during the 2020 election, voters passed the Invest in Education Act known as Prop 208 to add \$940 million to education funding in Arizona. In the 2021 legislative session, the state legislature voted to lower income taxes on the wealthiest Arizonans, essentially undoing the tax increases passed under Prop 208. Teacher groups then collected over 200,000 signatures to pause the tax cut legislation and refer the issue to the ballot to let voters decide. Now, to stop the citizen referral, legislators are considering a legislative gimmick known as “repeal and replace” that would basically block voters from voting on the referral, ensuring the tax cut for the wealthy stays in place.

After hearing this, would you be more likely or less likely to vote for a candidate for state office who was part of or supported these efforts by the legislature to overturn the will of the voters?” (Q21)



	More likely	Don't know	Less likely
All voters	28%	17%	55%
Party registration			
Republicans	43%	22%	35%
Democrats	16%	10%	75%
PND/others	22%	18%	60%
Overtake Prop 208			
Support	45%	15%	40%
Don't know	19%	48%	33%
Oppose	13%	11%	76%
Reduce tax rate			
Support	57%	18%	26%
Don't know	14%	59%	27%
Oppose	7%	6%	87%



MESSAGE TESTING

“I want to read you some statements from people who oppose the legislature’s efforts to repeal and replace the citizens’ referral. After hearing each, please tell me if you think it is a very convincing reason to oppose the legislature’s efforts, a somewhat convincing reason, or if you think it is not a convincing reason to oppose their efforts to repeal and replace the citizens’ repeal. If you don’t believe the statement or if it doesn’t have any impact on your opinion one way or another, just say so.”

■ **Very convincing** ■ **Somewhat convincing** ■ **Not convincing** ■ **Don't believe/don't know/no impact**

Politicians shouldn't be allowed to overturn voter-approved education funding just because they don't like the results of the election. (Q30)



The fate of Prop 208 should be decided by the 1.7 million voters who passed it, not 48 politicians in Phoenix. (Q27)



The Legislature shouldn't try any dishonest gimmicks to push through their tax cut for the wealthy - they should let the voters decide in November. (Q26)



Legislators must be held accountable in next November's election for undermining the will of the voters. (Q28)

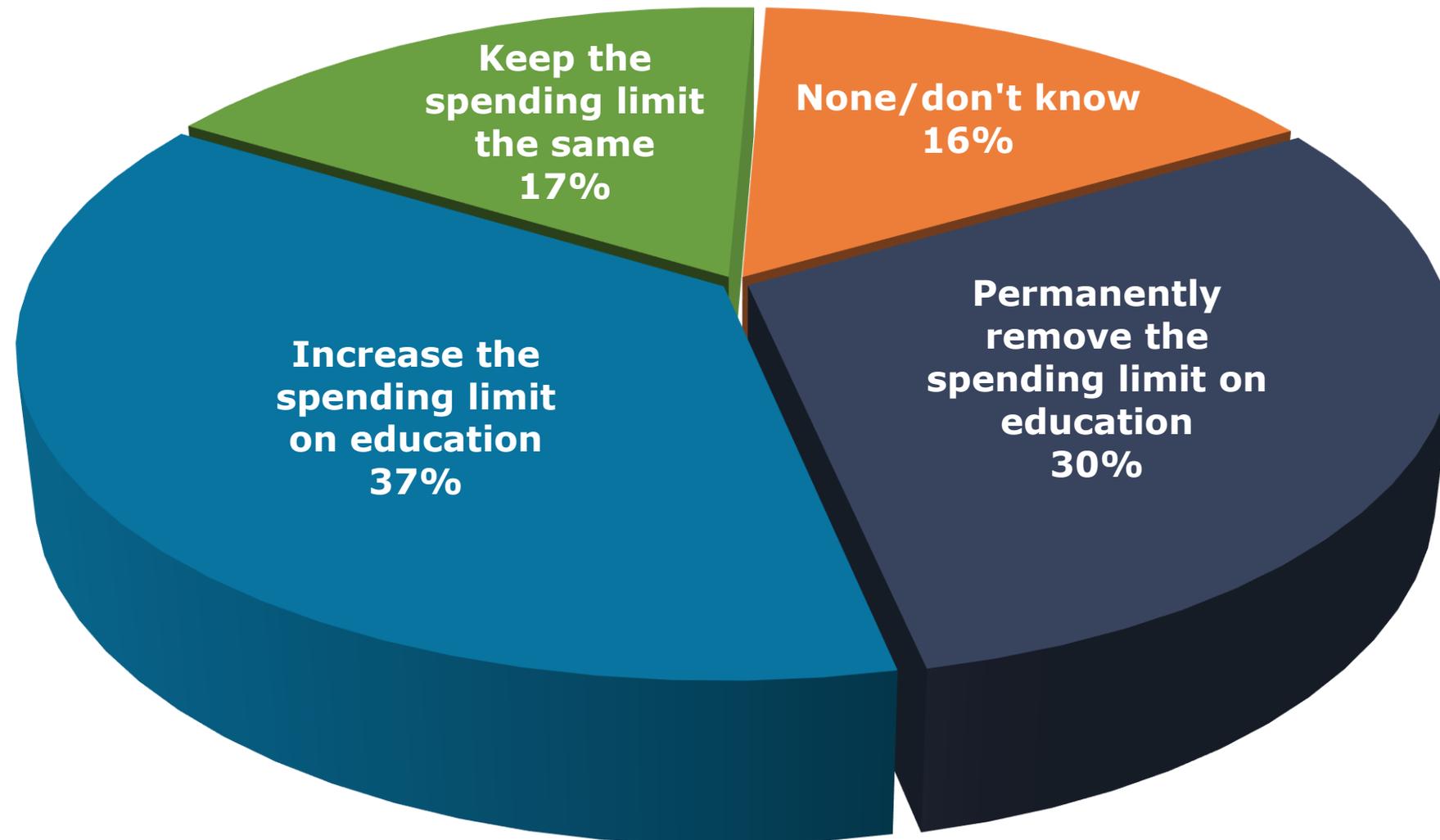


0% 20% 40% 60% 80% 100%



STATE EDUCATION SPENDING LIMIT

“Each year, the state sets a cap on the amount of money the state can spend on education for the following year. The only way schools can exceed that limit if they need additional funds, is with a 2/3rds vote of the state legislature to pass a temporary funding increase. With the passage of Prop 208, the funding limit previously established will be too low to allow for current sales and income tax revenues designated for education, to actually be used for education purposes. To fix this problem permanently, voters must choose to either raise the cap to a higher amount or remove the cap altogether. If there were a statewide ballot measure that would fix this problem permanently, which one of the following options would you be most likely to support?” (Q18)



STATE EDUCATION SPENDING LIMIT: *KEY SUBGROUPS*

	Permanently remove spending limit on education	Increase spending limit on education	Keep spending limit the same
All voters	30%	37%	17%
County			
Maricopa	30%	35%	19%
Pima	36%	26%	19%
Rural/non-metro	26%	50%	8%
Gender/age			
Men	29%	36%	17%
Men 18-54	34%	31%	17%
Men 55+	23%	42%	17%
Women	32%	37%	16%
Women 18-54	29%	42%	16%
Women 55+	35%	33%	16%
Party registration			
Republicans	19%	33%	27%
Democrats	44%	41%	6%
PND/others	29%	37%	16%
Ethnicity			
Caucasians	33%	37%	15%
Hispanics	28%	45%	16%
Others	25%	33%	22%



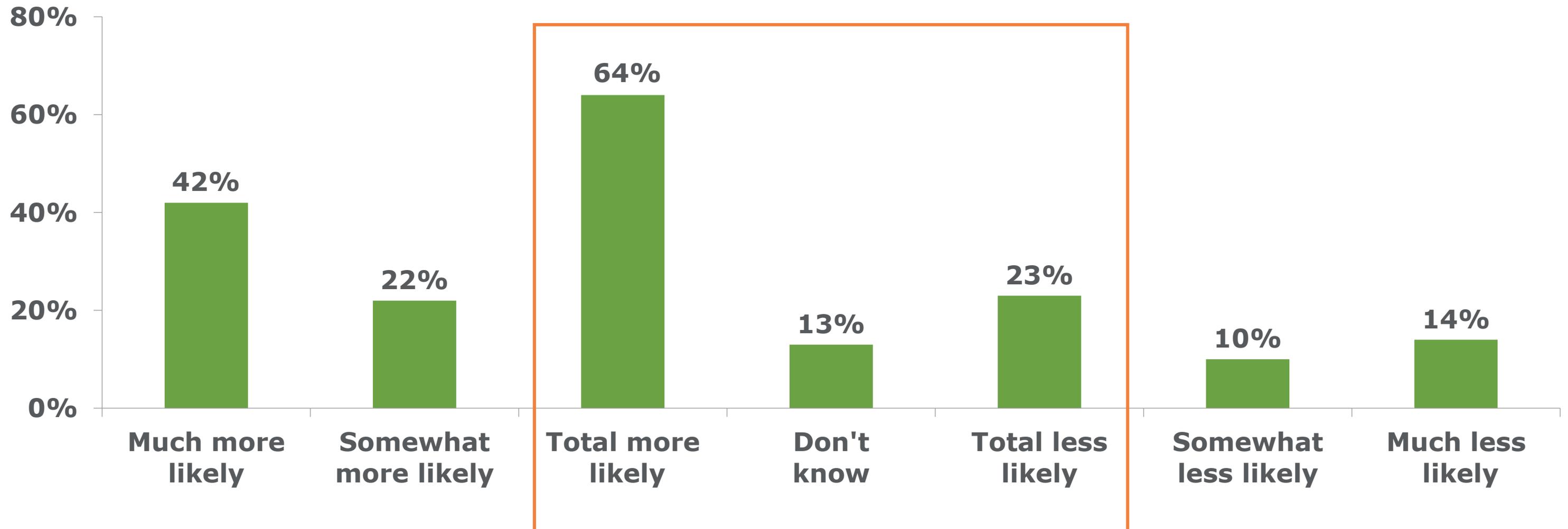
STATE EDUCATION SPENDING LIMIT: *KEY SUBGROUPS (2)*

	Permanently remove spending limit on education	Increase spending limit on education	Keep spending limit the same
All voters	30%	37%	17%
<i>Education</i>			
0-12 years (N=48)	11%	48%	14%
13-15 years	27%	42%	17%
16 years	36%	33%	14%
17+ years	33%	34%	20%
<i>Kids/grandkids in school?</i>			
No	33%	38%	12%
Yes	28%	37%	20%



OVERTURNING PROP 208 EVOKES SUPPORT FOR ADDITIONAL EDUCATION FUNDING

“If Prop 208 is overturned, would you be more likely or less likely to support additional funding for Arizona schools?” (Q24)





MOORE INFORMATION GROUP

RESEARCH • ANALYSIS • RESULTS

[WWW.MOOREINFORMATIONGROUP.COM](http://www.MOOREINFORMATIONGROUP.COM)

503.221.3100

PORTLAND, OR

MISSOULA, MT

DENVER, CO

WASHINGTON, DC

