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**AZ Statewide Likely Voter Survey**

**Conducted: Oct 3<sup>rd</sup> to 5<sup>th</sup>**

**MoE: +/- 4.18 & N: 550**

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]**?

**OBSERVATION:**

**What is your gender? (Observe by voice, do not ask)**

Male	250	45.4%
Female	300	54.6%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

**How motivated are you to vote in the upcoming 2020 general election?**

Extremely motivated	464	84.3%
Somewhat motivated	53	9.7%
Fifty-fifty motivation	33	6%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

As you know, Arizona voters are often asked to vote on initiatives and ballot measures. Please tell me if you would vote YES, in favor or NO, against the following ballot measures that will be on the ballot this November.

A ballot measure to impose a 3.5% **(three point five percent)** income tax surcharge, in addition to existing income tax rates, on taxable income over \$250,000 **(two hundred fifty thousand dollars)** for people who are single or \$500,000 **(five hundred thousand dollars)** for married persons to provide additional funds to public education.

**(IF UNDECIDED, ASK)** Would you say you lean more towards ... **(RANDOMIZE)** voting YES to pass the initiative ... or... voting NO against the initiative?

Yes	261	47.5%
No	195	35.5%
Undecided Leans Yes	19	3.4%



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Undecided leans No	10	1.9%
Undecided No Leans	47	8.5%
Refused	18	3.2%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

**DEMOGRAPHICS:**

The following questions are for statistical purposes only.

**Q8) Which of the following age categories do you fall into?**

18 to 34	94	17%
35 to 44	88	16%
45 to 54	83	15%
55 to 64	110	20%
65 and over	176	32%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

**Q10) Are you registered as a Republican, Democrat or Independent/Unaffiliated?**

Republican	214	39%
Democrat	181	33%
Independent/Unaffiliated	143	26%
Other/Ref	11	2%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

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



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## ***Methodology and Transparency***

### **Target Population**

Likely Voters in Arizona, Statewide.

### **Sampling Frame & Methodology**

#### Frame:

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

#### Methodology:

Live survey; 60% landline telephone and 40% 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. Of the voters surveyed, 78.8% have voted in between two and four of the last four general elections, 10.5% have voted in one of the last four general elections, and 10.7% have voted in none of the last four general elections. Voters without a valid landline or cellular telephone number were not contacted.

Selected voters were contacted from October 3<sup>rd</sup> to 5<sup>th</sup>, 2020 using an all Live survey presented in English.



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**Weighting**

The sample was weighted for gender, age, race, party affiliation, education attainment and geographic region to mirror the likely General Election 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.

