Methodology

Sample

500 live telephone interviews among a representative sample of voters in Arizona, with oversamples in Legislative Districts 6 and 17.

Method

Landline and cell phone interviews conducted February 17-20, 2019.

Sampling Error

Plus or minus 4% at the 95% confidence level.
# Arizona Electorate

## Philosophy
- Very Cons.: 17%
- Somewhat Cons.: 16%
- Moderates: 33%
- Liberals: 23%

## Party Registration
- Republicans: 35%
- Democrats: 31%
- Inds./others: 34%

## Gender
- Men: 48%
- Women: 52%

## Age
- 18-34: 24%
- 35-44: 15%
- 45-54: 15%
- 55-64: 17%
- 65+: 28%

## Ethnicity
- Caucasians: 67%
- Hispanics: 15%
- African Americans: 3%
- Native Americans: 3%
- Asians: 3%
- Others: 6%

## Vote History
- 0-1 of 4: 45%
- 2 of 4: 19%
- 3 of 4: 13%
- 4 of 4: 23%

## Education
- 0-12 years: 17%
- 13-15 years: 30%
- 16 years: 28%
- 17+ years: 20%

## Income
- Less than $34,999: 22%
- $35,000-$49,999: 13%
- $50,000-$74,999: 14%
- $75,000-$99,999: 12%
- $100,000-$149,999: 11%
- $150,000 or more: 11%
Voter Mood: 
Voters are Optimistic

“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)

Optimism is largely driven by Republicans (56% right direction/28% wrong track), while Democrats are pessimistic (39/45%). Independents are also positive (42/33%).

Dec. 2017
Feb. 2019
Education Continues to Top the List of Arizona’s Most Important Problems

“Which one of the following, in your opinion, is the biggest problem facing the state of Arizona today?” (Q2)

Education Concerns: 2010-2017

- Feb. 2019: 40%
- Dec. 2017: 40%
- Dec. 2016: 46%
- June 2015: 36%
- Nov. 2014: 27%
- Mar. 2014: 17%
- Mar. 2013: 17%
- Apr. 2012: 19%
- Jan. 2011: 17%
- Sept. 2010: 12%
Biggest Problem Facing Local Schools: Lack of Funding Tops the List Today

“What, in your opinion, is the biggest problem facing public schools in your community today?” (Q13)

- Low teacher salaries/lack of funding for teacher pay: 12% (Feb. 2019), 12% (Dec. 2017), 15% (Dec. 2016)
- Unqualified/low quality staff/teachers: 7% (Feb. 2019), 4% (Dec. 2017), 6% (Dec. 2016)
- Poor quality of education/low educational standards/poor curriculum: 6% (Feb. 2019), 6% (Dec. 2017), 7% (Dec. 2016)
Image Ratings

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

- Red for Ed (Q6): Favorable 62%, Unfavorable 17%, No opinion/not aware 21%
- The teacher's union (Q5): Favorable 56%, Unfavorable 19%, No opinion/not aware 25%
- Governor Doug Ducey (Q3): Favorable 47%, Unfavorable 36%, No opinion/not aware 17%
- President Donald Trump (Q11): Favorable 50%, Unfavorable 41%, No opinion/not aware 8%
- The Arizona Education Association (Q7): Favorable 48%, Unfavorable 36%, No opinion/not aware 16%
- The Arizona Chamber of Commerce (Q8): Favorable 50%, Unfavorable 32%, No opinion/not aware 18%
- The Arizona Legislature (Q4): Favorable 35%, Unfavorable 31%, No opinion/not aware 34%
Current Perceptions of Arizona Public Schools

“Now I want to ask you a question about Arizona’s public schools in grades K through 12. As you know, students are often graded A, B, C, D or Fail on the quality of their work. Using that system, how would you grade public schools in Arizona, as A, B, C, D or Fail?” (Q12)
Wide majorities among all voter subgroups believe there is “great” or “some need” for additional funds for Arizona schools.
Reasons for Needing Additional Public School Funds

IF GREAT/SOME NEED: “Why do you say there is a great/some need for additional funds for public schools?” (Q17A, N=442)

- Inadequate teacher pay: 25%
- School supplies/books: 13%
- School funding (unspecified): 9%
- Misappropriation of funds: 6%
- Low school ratings: 5%
- Additional teachers: 4%
- Class sizes: 4%
- Don’t know: 2%
Reason for Not Needing Additional Public School Funds

IF NOT MUCH/NO NEED: “Why do you say there is not much/no need for additional funds for public schools?” (Q17B, N=52)

- Misappropriation of funds: 37%
- Unnecessary spending: 18%
- Public schools have enough money: 15%
- Unqualified/bad teachers/school personnel: 7%
- Prioritize management/administration reform: 4%
- Don't know: 9%
Should Taxes Be Increased to Fund Arizona Public Schools?

“Next, would you vote for or against increasing taxes in order to provide additional funding for Arizona’s public schools?” (Q18)
As you may know, Arizona voters may be asked to consider a new proposal to fund schools. The new revenue generated would be put into a new Education Foundation Fund to support education and would provide enough funding to restore the $1 billion dollars that was cut from public schools during the recession. Funds generated by the proposals would be used to increase funding for teacher salaries, textbooks and capital needs, increase state financial aid, reduce tuition for state universities and community colleges and restore some community college funding, increase funding for early childhood programs, increase funding for schools with high concentrations of students in poverty, and increase funding for career and technical education and dropout prevention programs.

Based on this, would you support or oppose this proposal?” (Q19)

Wide support from Democrats (93% support/4% oppose) and Independents (79/17%); Republicans are less supportive (64/31%).
$2B Proposal Narrowly Preferred Over $1.4B Proposal

"Now, thinking more about how to fund this education proposal - the legislature is considering two different funding plans to pay for the proposal. These two plans each contain different ways of generating revenue and generate different funding levels overall. Here is a description of each of those plans.

One plan is designed to maximize revenue to education with the fewest revenue sources possible and provide enough money to cover all current education needs. It would generate over $2 billion dollars in new funding for education, through a combination of a new tax of less than 1% on all sales transactions including wholesale and retail, and a specific tax on energy production for both Arizona and out of state energy customers. To mitigate some effects of these taxes, the proposal includes a low-income tax credit as well as an energy sales tax rebate for Arizona consumers.

The other plan is designed to spread revenue increases across multiple smaller sources, though this would generate less money overall. Additional revenue sources may be required in the future. It would generate $1.4 billion dollars in new funding for education through a combination of a luxury tax increase on the sale of alcohol, medical marijuana and vaping products, an increase in the state property taxes of $1 dollar per $100 dollars in assessed property value which translates to $250 dollars per year for a home assessed at $250,000, a sales tax increase of four-tenths of one percent, and a 2% tax on commercial real estate leases.

Based on what you have heard, which plan would you prefer?" (Q20)
Arizona Public School Funding Proposals (1)

“Now here are some specific proposals for funding Arizona’s public schools. Please tell me if you favor or oppose each.”

- Raise luxury taxes on alcohol, medical marijuana, and vaping products, raising $240 million for education (Q28)
  - Strongly favor = 51%
  - Strongly oppose = 23%
  - Favor = 75%

- Increase the portion of the state sales tax that goes toward education by almost a penny, from point-six cents to one-point-five cents; raising $900 million for education (Q26)
  - Strongly favor = 39%
  - Strongly oppose = 25%
  - Favor = 73%

- Increase the sales tax by four-tenths of one percent, raising $350 million for education (Q31)
  - Strongly favor = 27%
  - Strongly oppose = 33%
  - Favor = 63%

- Implement a gross receipts tax of less than 1% which charges a fee at each transaction point such as wholesale transactions, not just at ‘point of sale,’ raising $1b for education...(Q33)
  - Strongly favor = 22%
  - Strongly oppose = 35%
  - Favor = 56%

- Implement a 2% tax on commercial leases, raising $180 million for education (Q32)
  - Strongly favor = 20%
  - Strongly oppose = 36%
  - Favor = 55%

- Increase the top income tax rate from 4.54% to 5.54%, raising $217 million for education (Q23)
  - Strongly favor = 28%
  - Strongly oppose = 41%
  - Favor = 52%
Arizona Public School Funding Proposals (2)

1. Restore 3% of the 10% personal income tax cuts made in 2006 & 2007, raising $200 million for education (Q29)

2. Eliminate student tuition organization tax credits, which are tax credits given to individuals & corporations who donate to organizations that provide tuition...(Q24)

3. Implement a specific tax on energy production of 1.3 cents per kilowatt hour, with a sales tax exemption for consumers of electricity in Arizona, raising $1B for education...(Q34)

4. Increase the statewide property tax by $1 per $100 of assessed value, which translates to $250 for a home assessed at $250,000, raising $635 million for education (Q30)

5. Remove the long-term capital gains tax exemption, raising $69 million for education (Q27)

6. Set current local property taxes at an equal rate across the state, raising $208 million for education (Q25)
“Last year, the organization ‘Red for Ed’ proposed a ballot measure that would increase income taxes to pay for increased teacher salaries. The measure never made it on the ballot, but the movement is still actively advocating for increased funding for teachers, support staff and school facilities. Do you believe the Red for Ed movement should continue to put pressure on the Governor and the legislature to do more, or do you think enough has been done?” (Q37)
<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erik Iverson</td>
<td><a href="mailto:erik@moore-info.com">erik@moore-info.com</a></td>
<td>Missoula, MT 59801</td>
<td>406.544.8310</td>
</tr>
<tr>
<td>Bob Moore</td>
<td><a href="mailto:bobm@moore-info.com">bobm@moore-info.com</a></td>
<td>Portland, OR 97201</td>
<td>503.221.3100</td>
</tr>
<tr>
<td>Hans Kaiser</td>
<td><a href="mailto:hansk@moore-info.com">hansk@moore-info.com</a></td>
<td>Annapolis, MD 21403</td>
<td>410.216.9856</td>
</tr>
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