



INDEPENDENT CENTER

2024 Target State Survey of Registered Voters

Online survey among n600 registered voters in Arizona

Table of Contents

SCREENER SECTION.....	2
GENERAL SENTIMENT	3
ISSUE IMPORTANCE	5
NEXT ELECTION SERIES.....	7
DEMOGRAPHICS SECTION.....	11



2024 Target State Survey of Registered Voters - Arizona
Toplines

Field Dates: 03/29 – 04/03/2024
Margin of error: ± 4%

SCREENER SECTION

You have been selected to participate in a survey on a confidential basis. This is a rare opportunity to voice your opinions. Your responses will be kept confidential; you are not being asked to buy anything or donate money. We simply want to know what you think and how you feel.

Screener 1: Are you, or is anyone in your household, employed by the news media, a market research firm, an elected official, or actively involved with political campaigns?

100% No (**continue**)

Screener 2: Are you currently registered to vote?

100% Yes (**Continue**)

Screener 3: In which state are you currently registered to vote?

100% AZ (n600)



GENERAL SENTIMENT

GS1. At this time next year, do you think that you will personally be **(ROTATE)** better or worse **(END ROTATE)** off than you are today?

47% **Total Better off**

15% Much better off

32% Somewhat better off

31% **Total Worse off**

19% Somewhat worse off

11% Much worse off

22% Unsure

GS2. At this time next year, do you think America will be **(ROTATE)** better or worse **(END ROTATE)** off than it is today?

34% **Total Better off**

10% Much better off

24% Somewhat better off

38% **Total Worse off**

18% Somewhat worse off

20% Much worse off

28% Unsure

GS3. Do you **(ROTATE)** approve or disapprove **(END ROTATE)** of the job President Joe Biden is doing?

39% **Total Approve**

16% Strongly approve

22% Somewhat approve

58% **Total Disapprove**

12% Somewhat disapprove

46% Strongly disapprove

3% Unsure

GS4. Do you **(ROTATE)** approve or disapprove **(END ROTATE)** of the job the U.S. Congress is doing?

20% **Total Approve**

3% Strongly approve

17% Somewhat approve

72% **Total Disapprove**

36% Somewhat disapprove

36% Strongly disapprove

8% Unsure



GS5. On the following scale, please indicate where you see yourself politically.

(DO NOT SHOW numeric scale....)

6%	0 = progressive liberal / Strong Democrat
4%	1
10%	2
5%	3
4%	4
25%	5 = Moderate Centrist / Independent
7%	6
10%	7
10%	8
6%	9
13%	10 = Staunch-Conservative / Strong Republican

Mean = 5.6

GS7. On the following scale, please indicate how you see yourself voting in future elections.

(DO NOT SHOW numeric scale....)

13%	0 = Exclusively vote for Democratic candidates
8%	1
5%	2
5%	3
4%	4
20%	5 = Vote Independent / split ticket
5%	6
8%	7
5%	8
4%	9
21%	10 = Exclusively vote for Republican candidates

Mean = 5.3

GS8. In the perfect world, where on the following scale, would you like to see America's elected officials stand politically?

(DO NOT SHOW numeric scale....)

8%	0 = progressive liberal / Strong Democrat
4%	1
6%	2
6%	3
6%	4
29%	5 = Moderate Centrist / Independent
5%	6
8%	7
9%	8
3%	9
16%	10 = Staunch-Conservative / Strong Republican

Mean = 5.5



ISSUE IMPORTANCE

II1. Of the following, what would you say is the most pressing issue in America today? **(RANDOMIZE 1-12)**

28%	Immigration
22%	Jobs and the economy
10%	Taxes and government spending
9%	Abortion
7%	Government leadership
6%	Health care
6%	National security
5%	Energy and the environment
3%	Free speech and censorship
2%	Police reform and criminal justice
1%	Education
1%	Social reforms
1%	None of the above
0%	Refused

You will now read a list of questions and statements regarding political issues in the United States. After each, please indicate the responses that you most identify personally / agree with the most.

(RANDOMIZE SM1-IM1) (ROTATE RESPONSES 1-2)

SM1. Do you believe that a large portion of our national debt comes from unfunded Social Security and Medicare spending obligations?

20%	Yes
60%	No
20%	Unsure

SS1. Do you believe that Social Security and Medicare obligations are adding to our national debt?

25%	Yes
58%	No
17%	Unsure

SE1. Sex: *Regarding sex between consenting adults...*

13%	The government needs to define the rights and acceptable behavior for sex between consenting adults.
79%	The government should not interfere with sex between consenting adults, in any case.
8%	Other / Unsure

EN1. *Environment: Regarding concerns facing energy and the environment.*

41%	The government should take the lead with rules and regulations to address our national approach to energy and the environment.
52%	Individuals should have the ability to make choices on energy and the environment, allowing them to decide on ways that best meet their goals.
7%	Other / Unsure



CA1. Which of the following do you think would be the best candidate to represent you and your neighbors in Congress?

- 27% A candidate who works and votes with the party they were elected to Congress to represent.
 - 66% A candidate who works and votes with both Republicans and Democrats in Congress.
 - 7% Unsure
-

EQ1. Equality: *The status of being equal, especially in status, rights, and opportunities.*

- 39% The government should actively promote fairness with programs and regulations to intervene directly in community, social and economic relationships.
 - 51% The government should not be involved at all in private interactions.
 - 10% Other / Unsure
-

TX1. Taxes: *As necessary to cover the Government expenditure.*

- 52% We should increase taxes on the wealthiest of Americans to reflect the growing costs of key programs like healthcare, affordability, defense and immigration
 - 34% We should modernize the tax code so that every American is paying their fair share in taxes even if it means we can't support growing costs in key programs like healthcare, affordability, defense and immigration.
 - 14% Other / Unsure
-

IM1. Immigration: *Specifically dealing with the southern border.*

- 19% Elections have consequences, and as such, the party that wins control of the White House and Congress in November should decide how to handle the southern border.
 - 74% Elected officials from both parties need to come together to reform border security in a bipartisan way.
 - 7% Other / Unsure
-

GV1. *Role of Government.*

- 44% The government should actively promote and oversee programs that help regulate community, social and economic relationships.
 - 43% Humans are inherently good and do not need the government actively intervening in community, social and economic relationships.
 - 13% Other / Unsure
-



NEXT ELECTION SERIES

NE1. Do you think having independent candidates in Congress will make the next president more trustworthy?

27% Yes
37% No
35% Unsure

M1. How do you view the current political climate in America? **(ROTATE 1-4, 4-1)**

14% Total Positive
2% Very positively
12% Somewhat positively

80% Total Negative
35% Somewhat negatively
45% Very negatively

6% Unsure

NE2. Do you feel the Democrats have chosen their best candidate for the upcoming presidential election?

27% Yes
59% No
14% Unsure

NE3. Do you feel the Republicans have chosen their best candidate for the upcoming presidential election?

35% Yes
57% No
8% Unsure

(RANDOMIZE PT1-PT9)

PT1. Which candidate's **age** is more concerning to you? **(ROTATE 1-2)**

19% Donald Trump
61% Joe Biden
20% Unsure

PT2. Which candidate's **mental health** is more concerning to you? **(ROTATE 1-2)**

37% Donald Trump
52% Joe Biden
11% Unsure



PT3. Which candidate's **maturity/demeanor** is more concerning to you? (ROTATE 1-2)

46% Donald Trump

44% Joe Biden

10% Unsure

PT4. Which candidate's **past record** is more concerning to you? (ROTATE 1-2)

49% Donald Trump

43% Joe Biden

8% Unsure

PT5. Which candidate's **family/legal issues** is more concerning to you? (ROTATE 1-2)

42% Donald Trump

45% Joe Biden

12% Unsure

PT6. Which candidate's **reproductive rights policies** are more concerning to you? (ROTATE 1-2)

47% Donald Trump

36% Joe Biden

17% Unsure

PT7. Which candidate's **economic policies** are more concerning to you? (ROTATE 1-2)

38% Donald Trump

51% Joe Biden

12% Unsure

PT8. Which candidate's **immigration/border policies** are more concerning to you? (ROTATE 1-2)

39% Donald Trump

52% Joe Biden

9% Unsure

PT9. Which candidate's **environmental policies** are more concerning to you? (ROTATE 1-2)

40% Donald Trump

45% Joe Biden

14% Unsure

(END RANDOMIZE)



NE5. Do you think voter turnout will be higher or lower than average presidential turnout because of the caliber of Presidential candidates this cycle? (ROTATE 1-5, 5-1)

51% Total Higher
25% Much higher than average
27% Somewhat higher than average

27% About average

14% Total Lower
11% Somewhat lower than average
3% Much lower than average

8% Unsure

NE6. If the two major party candidates this November are indeed Joe Biden and Donald Trump, how likely are you to vote in the Presidential election?

89% Total Likely
77% Very likely
11% Somewhat likely

8% Total Unlikely
5% Somewhat unlikely
2% Very unlikely

4% Unsure

NE7. If the two major party candidates this November were Democratic Candidate Michelle Obama and Republican Nikki Haley, how likely would you be to vote in the Presidential election?

79% Total Likely
64% Very likely
15% Somewhat likely

15% Total Unlikely
6% Somewhat unlikely
9% Very unlikely

7% Unsure

NE8. If this year's presidential election were between (ROTATE) Republican Donald Trump, Democrat Joe Biden, an Independent / third-party candidate (END VOTE), how would you vote?

13% Total Independent
6% Definitely Independent
7% Lean Independent

44% Total Trump
36% Definitely Trump
8% Lean Trump

38% Total Biden
28% Definitely Biden
10% Lean Biden

6% Unsure



NE9. Do you expect in the course of the presidential election campaign you might change your mind about the presidential candidate you will vote for?

12% Yes
72% No
16% Unsure

NE10. Do you expect in the course of the presidential election campaign you might change your mind about whether to vote at all?

10% Yes
79% No
11% Unsure

MI1. If this year's Senate election in your state were between (ROTATE) Republican Kari Lake, Democrat Ruben Gallego, an Independent / third-party candidate (END VOTE), how would you vote?

10% Total Independent
5% Definitely Independent
5% Lean Independent
41% Total Republican
31% Definitely Republican
10% Lean Republican
41% Total Democrat
30% Definitely Democrat
11% Lean Democrat
8% Unsure

F10. If this year's Congressional election in your district were between (ROTATE) a Republican, A Democrat, an Independent / third-party candidate (END VOTE), how would you vote?

11% Total Independent
5% Definitely Independent
5% Lean Independent
43% Total Republican
31% Definitely Republican
12% Lean Republican
37% Total Democrat
26% Definitely Democrat
11% Lean Democrat
10% Unsure

NE11. This election, do think that you will vote straight ticket (meaning along party lines), or do you think you will split ticket vote (meaning vote for some candidates from each party)

52% Straight ticket
29% Split Ticket
19% Unsure



DEMOGRAPHICS SECTION

(ASK FULL SAMPLE)

Now just a few questions to make sure we have a representative sample:

Gender	Your gender identification?
52%	Female
48%	Male
0%	Other

Screeners 3: In what year were you born?

Age Range	IF UNSURE OR REFUSED, ASK: Which of the following categories best describes your age?
9%	18 to 24
4%	25 to 29
11%	30 to 39
15%	40 to 49
24%	50 to 64
37%	65 or older

Ethnicity	Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?
18%	Yes
82%	No
0%	Unsure

Race	And which of the following best describes your racial background?
77%	White or Caucasian
3%	Black or African American
13%	Hispanic
3%	Asian or Pacific Islander
2%	Native American
2%	Other



Party ID: In politics today, and regardless of how you are registered, do you consider yourself to be a...
(ROTATE 1-7: TOP TO BOTTOM, BOTTOM TO TOP)

30% Total Democrat

18% Strong Democrat
12% Not so strong Democrat

36% Total Independent

8% Independent leaning Democrat
16% Independent
12% Independent leaning Republican

34% Total Republican

12% Not so strong Republican
22% Strong Republican

0% Other
0% Unsure

Ideology: Thinking for a moment about your social, economic, and political views...Do you consider yourself to be... **(ROTATE VALUES 1-5; TOP-TO-BOTTOM / BOTTOM-TO-TOP)?**

23% Total Liberal

9% Very Liberal
14% Somewhat Liberal

33% Moderate

41% Total Conservative

26% Somewhat Conservative
15% Very Conservative

1% Libertarian
2% Unsure

2020 Vote For whom did you vote in the 2020 Presidential election **(ROTATE 1-2)?**

45% Donald Trump
44% Joe Biden
3% Someone Else
8% Did not vote
1% Don't recall
0% Refused

Education What is the highest level of formal education that you have completed?

3% Less than high school
19% High school graduate
24% Some college
17% College graduate with associate or 2-year degree
22% College graduate with bachelor's or 4-year degree
12% Post-graduate degree
4% Technical or vocational school graduate
0% Unsure



LGBTQ+ Do you consider yourself to be lesbian, gay, bisexual, transgender, queer or questioning?

8% Yes
90% No
1% Unsure
1% Prefer not to answer

Marital Status What would best describe your marital status?

30% Single or never married
43% Married
3% Separated
15% Divorced
8% Widowed
1% Other

Children Do you have children currently living in your household?

22% Yes
78% No
0% Refused

Neighborhood Would you best describe the neighborhood or area you live in as...

30% Urban
49% Suburban
19% Rural
2% Unsure

401K Do you invest into an IRA or 401k?

44% Yes
56% No

Income We want to classify people into broad income groups only. Would you estimate your total household income to be...?

34% Below \$40,000
36% Between \$40,000 and \$79,999
16% Between \$80,000 and \$124,999
7% Above \$125,000
3% Unsure
4% Prefer not to answer

Homeowner Do you currently own (outright/pay mortgage) your residence?

68% Own (outright/pay mortgage)
32% I do not own my residence (rent/other)

