
ARIZONA STATEWIDE SURVEY
Interview Schedule



April 21-23, 2014
Project: #14226
N=500 Likely Voters
MoE: ± 4.4%

Hello, I'm _____ of _____ Research, a national research firm. We're talking with people in your area and would like to ask you a few questions on a confidential basis. We are not attempting to sell anything, nor will your participation result in any calls in the future to sell you anything. **(DO NOT PAUSE)**

B. Are you registered to vote at this address?

100% YES **(CONTINUE)**

C. We have the ability to complete this interview in English or in Spanish. Would you rather complete the survey in English or Spanish?

99% English
1% Spanish

D. And, although it's still a while away, thinking about this November's election for Governor, Congress, state legislature, and other offices, how likely is it that you will vote in the November election? Would you say it is **(ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP)** – very likely, somewhat likely, not too likely – or not at all likely?

91% VERY LIKELY
9% SOMEWHAT LIKELY
– NOT TOO LIKELY **(THANK AND TERMINATE)**
– NOT AT ALL LIKELY **(THANK AND TERMINATE)**
– REFUSED **(DO NOT READ) (THANK AND TERMINATE)**

E. Are you, or is anyone in your household, employed by a newspaper, television or radio station, an elected official, a political party, or by a candidate for political office?

100% NO

And, to be sure we have a representative sample...

D2. In what year were you born?

3%	18 - 24
10%	25 - 34
24%	35 - 44
14%	45 - 54
21%	55 - 64
27%	65 AND ABOVE
2%	REFUSED

(ASKED OF SAMPLE A ONLY, N=254 Likely Voters)

Now, thinking about our state for a moment...

1. What do you think are the most important issues facing the state of Arizona?
(PROBE:) Anything else?

**BELOW IS A CODED QUANTITATIVE LIST BASED ON WHAT
N=254 LIKELY VOTERS SAID IN RESPONSE TO THIS QUESTION.**

37%	IMMIGRATION/BORDER SECURITY
33%	EDUCATION
19%	ECONOMY
15%	JOBS/UNEMPLOYMENT
9%	BUDGET/BALANCING THE BUDGET
9%	HEALTH CARE
6%	CURRENT GOVERNMENT/POOR LEADERSHIP
6%	CHILD WELFARE/YOUTH NEEDS/CHILD PROTECTION
6%	ENVIRONMENT/WATER ISSUES
4%	INEQUALITY/DISCRIMINATION/INTOLERANCE
3%	BIG GOVERNMENT/GOVERNMENT OVERREACH/RIGHTS
3%	TAXES
3%	CRIME/DRUGS
3%	GUN RIGHTS/2ND AMENDMENT
1%	OTHER
2%	NONE/NOTHING
5%	DON'T KNOW
5%	REFUSED

Now, thinking about education in our state for a moment...

2. Students are often given the grades A, B, C, D and F to rate the quality of their work at school. Suppose Arizona's K through twelve public schools were graded in the same manner. What grade would you give our state's public schools? **(READ IN ORDER)**

4%	A
21%	B
39%	C
18%	D
7%	F
10%	DON'T KNOW
1%	REFUSED
25%	A/B
25%	D/F
2.0	GPA

3. And, suppose Arizona's higher education institutions, including public community colleges and four-year colleges, were graded in the same manner. What grade would you give our state's public higher education institutions? **(READ IN ORDER)**

13%	A
47%	B
22%	C
5%	D
2%	F
10%	DON'T KNOW
*	REFUSED
60%	A/B
8%	D/F
2.7	GPA

(ASKED OF SAMPLE B ONLY, N=246 Likely Voters)

And, thinking some more about education in general in our state for a moment...

4. What do you believe are the most important education-related issues facing Arizona?
(PROBE:) Anything else?

**BELOW IS A CODED QUANTITATIVE LIST BASED ON WHAT
N=246 LIKELY VOTERS SAID IN RESPONSE TO THIS QUESTION.**

36%	BUDGET/FUNDING
26%	FUNDING/LACK OF FUNDING
9%	TEACHER PAY/LOW TEACHER PAY
7%	CLASS SIZE/TOO FEW TEACHERS/OVERCROWDING
6%	BUDGET/WASTING MONEY
33%	GENERAL CURRICULUM
17%	LOW QUALITY EDUCATION/POOR CURRICULUM
9%	LOW QUALITY TEACHERS/TEACHERS ARE NOT TEACHING
5%	COMMON CORE/GETTING RID OF COMMON CORE
3%	BASICS/NOT TEACHING THE BASICS
18%	SPECIFIC SUBJECTS
8%	READING SKILLS/TEACHING CHILDREN TO READ
7%	MATH SKILLS/TEACHING MATH
5%	WRITING SKILLS/GRAMMAR
4%	CRITICAL THINKING/NEED TO TEACH STUDENTS HOW TO THINK/PEOPLE NEED TO THINK
4%	HISTORY/SOCIAL STUDIES
4%	SCIENCE
14%	PROGRAMS
8%	CUTTING PROGRAMS/REMOVING ARTS FROM SCHOOLS
4%	CHARTER SCHOOLS/PRIVATE SCHOOLS DIVERTING MONEY FROM PUBLIC SCHOOLS
3%	EARLY CHILDHOOD PROGRAMS/NEED MORE PRESCHOOLS/QUALITY KINDERGARTEN
11%	HIGHER EDUCATION
6%	TUITION/HIGH COLLEGE TUITION/HIGH COST OF EDUCATION
5%	JOB READINESS/UNABLE TO FIND JOBS AFTER GRADUATION/NOT PREPARING STUDENTS FOR CAREERS
3%	COLLEGE READINESS
2%	STUDENT LOANS/STUDENT LOAN DEBT
11%	GOVERNMENT/ADMINISTRATION
7%	CURRENT GOVERNMENT/GOVERNMENT INVOLVEMENT IN EDUCATION/POLITICS
4%	ADMINISTRATOR ISSUES/LOW QUALITY ADMINISTRATORS/TOO MANY ADMINISTRATORS
9%	MORALS/FAMILY
5%	MORALS/TAKING GOD OUT OF SCHOOL/LIBERAL AGENDA IN EDUCATION
4%	PARENT INVOLVEMENT/POOR PARENT ACCOUNTABILITY/FAMILY BREAKDOWN
13%	OTHER MENTIONS
6%	TESTING/TOO MANY TESTS/TEACHING TO THE TEST
4%	IMMIGRATION ISSUES/ILLEGAL CHILDREN GOING TO SCHOOL FOR FREE/BILINGUAL EDUCATION
3%	TECHNOLOGY/LACK OF TECHNOLOGY IN CLASSROOMS
3%	OTHER
3%	NONE/NOTHING
9%	DON'T KNOW
1%	REFUSED

Switching topics and thinking about this year's elections...

(ASKED OF SAMPLE A ONLY, N=254 Likely Voters)

5. Of all the issues you consider when deciding how to vote in **state elections for Governor**, how important will the candidates' positions on education be in helping you decide which candidate to support? Is it (**ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP**) – one of the most important factors, very important, somewhat important, a little important, – or not at all important?

15% ONE OF THE MOST IMPORTANT
49% VERY IMPORTANT
24% SOMEWHAT IMPORTANT
6% A LITTLE IMPORTANT
4% NOT AT ALL IMPORTANT

2% NOT SURE/REFUSED (**DO NOT READ**)

64% ONE OF MOST IMPORTANT/VERY IMPORTANT
10% LITTLE/NOT IMPORTANT

(ASKED OF SAMPLE B ONLY, N=246 Likely Voters)

6. Of all the issues you consider when deciding how to vote in **state elections for state representative or state senator**, how important will the candidates' positions on education be in helping you decide which candidate to support. Is it (**ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP**) – one of the most important factors, very important, somewhat important, a little important, – or not at all important?

16% ONE OF THE MOST IMPORTANT
45% VERY IMPORTANT
25% SOMEWHAT IMPORTANT
9% A LITTLE IMPORTANT
5% NOT AT ALL IMPORTANT

1% NOT SURE/REFUSED (**DO NOT READ**)

61% ONE OF MOST IMPORTANT/VERY IMPORTANT
14% LITTLE/NOT IMPORTANT

7. How much difference do you think you can make for schools in Arizona when you vote?
(ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP) A lot of difference, some difference, a little difference, or not much difference at all?

21%	A LOT OF DIFFERENCE
32%	SOME DIFFERENCE
18%	A LITTLE DIFFERENCE
25%	NOT MUCH DIFFERENCE AT ALL
3%	NOT SURE/REFUSED (DO NOT READ)
53%	A LOT/SOME DIFFERENCE
44%	A LITTLE/NOT MUCH DIFFERENCE

Now, I am going to read a series of statements related to education here in Arizona. For each one, please tell me if you agree or disagree.

(If AGREE/DISAGREE:) And, do you STRONGLY (agree/disagree) or just SOMEWHAT (agree/disagree)?

STRONGLY	SOMEWHAT	SOMEWHAT	STRONGLY	(DNR)
AGREE	AGREE	DISAGREE	DISAGREE	DK/REF

The (first/next) one is...(RANDOMIZE STATEMENTS)

Ranked by % Strongly Agree

14. All students need to learn real world knowledge and skills, like critical thinking and problem solving, to better prepare them for life after high school.

82%	14%	1%	1%	2%
96%			2%	

12. Where a family lives, how much money they make, or their race or ethnicity should not dictate the quality of the education that a child receives.

82%	11%	2%	3%	1%
93%			6%	

(ASKED OF SAMPLE A ONLY, N=254 Likely Voters)

15. It will take all of us in our local communities working together to help improve education and make sure children get a great education, not just teachers and not just parents.

71%	22%	3%	4%	*
92%			7%	

13. To make sure students get the best start possible, all children should have access to high quality early learning opportunities.

71%	18%	4%	3%	3%
89%			7%	

8. To really get ahead in life a person needs at least some education beyond high school, whether that means university, community college, technical or vocational school.

68%	20%	7%	4%	*
89%			11%	

9. All students should be expected to meet rigorous academic standards to make sure they have as many options as possible upon graduation.

64%	25%	6%	3%	2%
89%			9%	

(Continued...)

STRONGLY	SOMEWHAT	SOMEWHAT	STRONGLY	(DNR)
AGREE	AGREE	DISAGREE	DISAGREE	DK/REF

(ASKED OF SAMPLE B ONLY, N=246 Likely Voters)

16. It is the responsibility of all Arizonans to help improve education by volunteering at local schools, voting on key education issues, and funding the resources needed.

54%	31%	7%	6%	2%
85%		14%		

(ASKED OF SAMPLE A ONLY, N=254 Likely Voters)

17. We need to close our state's education achievement gap so that by the time they graduate, Latino and Native American students no longer lag behind White students in state test results and academic achievement.

54%	26%	4%	8%	8%
80%		12%		

11. Increasing the number of people who graduate from the state's public community colleges and four-year colleges will help improve the state's economy.

52%	32%	8%	5%	3%
84%		13%		

(ASKED OF SAMPLE B ONLY, N=246 Likely Voters)

18. We need to give more support and funding to Latino and Native American students to help improve their academic achievement.

32%	27%	15%	20%	6%
59%		36%		

10. Raising academic standards means more students will drop out of high school.

12%	18%	30%	36%	5%
30%		66%		

Now, here are some ideas that have been proposed as potential ways to improve education in Arizona. Please rate the importance of each proposal. As you respond, please keep in mind that not every idea can be a top priority.

The first/next one is...**(READ STATEMENT)**...And do you think this proposal should be an absolute top priority, a high but not top priority, a medium priority, or a lower priority or do you think this should not be a priority? **(RANDOMIZE STATEMENTS)**

Absolute Top Priority	High Not Top Priority	Medium Priority	Lower Priority	Not a Priority	(DNR) DK/REF
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Ranked by % Absolute Top Priority

19.	Making sure all children can read at grade level by the end of third grade.	46%	40%	11%	1%	1%	2%
		85%			2%		
24.	Increasing state funding to attract, retain, and develop high quality teachers.	33%	41%	15%	5%	3%	2%
		75%			8%		
25.	Providing all parents or families the opportunity to get more involved in their child's education.	30%	40%	22%	5%	2%	1%
		70%			7%		

(ASKED OF SAMPLE A ONLY, N=254 Likely Voters)

29.	Providing additional support and resources for students who are struggling and falling behind.	28%	44%	23%	2%	2%	1%
		72%			4%		
27.	Increasing state funding to support public schools from early education through higher education.	26%	33%	25%	8%	6%	2%
		59%			14%		

(ASKED OF SAMPLE B ONLY, N=246 Likely Voters)

32.	Raising academic standards in our schools so students are better prepared for college, training, or career.	24%	45%	23%	3%	3%	3%
		69%			5%		

(ASKED OF SAMPLE A ONLY, N=254 Likely Voters)

31.	Implementing Arizona's College and Career Ready Standards in our schools so students are better prepared for college, training, or career.	23%	40%	27%	3%	3%	4%
		63%			7%		
20.	Increasing state funding for early childhood learning programs.	19%	29%	30%	10%	10%	2%
		48%			20%		

(Continued...)

	Absolute Top Priority	High Not Top Priority	Medium Priority	Lower Priority	Not a Priority	(DNR) DK/REF
23. Making sure all students have the opportunity to obtain a college degree, certificate, or industry credential.	18%	35%	31%	8%	7%	2%
	52%			15%		

(ASKED OF SAMPLE B ONLY, N=246 Likely Voters)

30. Providing additional support and resources for students who are from low-income families.	17%	35%	32%	7%	6%	3%
	52%			14%		

28. Holding schools accountable for their funding if they do not meet student performance expectations.	17%	32%	29%	12%	8%	3%
	49%			19%		

21. Extending kindergarten to a full day program for all students.	15%	24%	29%	14%	15%	4%
	39%			29%		

26. Creating a statewide data system that provides information to teachers and parents about student performance.	10%	27%	34%	16%	10%	3%
	37%			26%		

22. Implementing a new assessment to measure college and career readiness that would replace the current end of year state tests, also known as the AIMS tests.	10%	23%	33%	14%	11%	10%
	33%			24%		

(ASKED OF SAMPLE A ONLY, N=254 Likely Voters)

33. Using taxpayer dollars to increase the number of students who attend public charter schools.	7%	14%	28%	20%	25%	5%
	21%			46%		

(ASKED OF SAMPLE B ONLY, N=246 Likely Voters)

34. Using taxpayer dollars to increase the number of students who attend private schools.	6%	11%	19%	24%	36%	4%
	17%			60%		

35. Next, I am going to read to you some areas of education that could benefit from additional state funding. Please tell me which ONE of these you would be MOST willing to pay more in taxes to support. **(RANDOMIZE :1-7)**

(IF FIRST CHOICE, THEN ASK:) And which area would you be NEXT MOST willing to pay more in taxes to support?

Ranked by % Combined Choice

<u>1st</u>	<u>2nd</u>	<u>Comb</u>	
26%	19%	45%	Recruiting and retaining quality teachers
18%	18%	36%	Reading programs for K through third grade
16%	16%	31%	Support for students who are struggling
11%	8%	19%	Early childhood learning programs
10%	9%	19%	Access and affordability of higher education
5%	9%	14%	All day kindergarten for all students
6%	7%	13%	Professional development for teachers
*	*	*	Some other area (SPECIFY _____) (DO NOT READ)
2%	1%	2%	All of the above
7%	3%	10%	None of these (DO NOT READ)
1%	2%	2%	Not sure/Refused (DO NOT READ)

Now, I have just a few more questions for statistical purposes only...

D3. Do you have children who are either living at home with you and who are not yet in college, or do you have children who graduated high school within the last two years? **(ACCEPT MULTIPLE RESPONSES)**

31% YES, children living at home/not yet in college
14% YES, children graduated high school in last two years

60% NO

* DON'T KNOW **(DO NOT READ)**

* REFUSED **(DO NOT READ)**

39% TOTAL YES

(ASKED AMONG THOSE WITH CHILDREN AT HOME, N=156 LIKELY VOTERS)

D4. And could you please tell me which of the following best describes your children. My children are...**(READ IN ORDER, ACCEPT MULTIPLE RESPONSES)**

26% Not yet in kindergarten
32% Kindergarten through Second Grade
35% Third through Sixth Grades
21% Seventh through Eighth Grades
44% Ninth through Twelfth Grades

3% Something else **(Specify _____)(DO NOT READ)**

3% None of these **(DO NOT READ)**

– Not sure/refused **(DO NOT READ)**

(ASKED AMONG THOSE WITH CHILDREN AT HOME, N=156 LIKELY VOTERS)

D5. What kind of school or schools do your children attend? **(RANDOMIZE :1-5 & ACCEPT MULTIPLE RESPONSES)**

76% Public
17% Public Charter
5% Private
4% Religious
3% Home schooled
2% Some other type of school **(specify: _____) (DO NOT READ)**
4% Not in school **(DO NOT READ)**

– DON'T KNOW **(DO NOT READ)**

– REFUSED **(DO NOT READ)**

D6. And are you, or is anyone in your household, a teacher, or employed by a school or closely related occupation? **(IF YES, SPECIFY:) (ACCEPT MULTIPLE RESPONSES)**

9% YES, I AM A TEACHER
5% YES, SOMEONE IN MY HOUSEHOLD IS A TEACHER
4% YES, I AM EMPLOYED BY A SCHOOL OR CLOSELY RELATED OCCUPATION
3% YES, SOMEONE IN MY HOUSEHOLD IS EMPLOYED BY A SCHOOL OR CLOSELY RELATED OCCUPATION

80% NO

– DON'T KNOW **(DO NOT READ)**

* REFUSED **(DO NOT READ)**

20% TOTAL YES

D7. What was the last grade you completed in school? **(DO NOT READ CATEGORIES)**

* SOME GRADE SCHOOL (1-8)
2% SOME HIGH SCHOOL (9-11)
13% GRADUATED HIGH SCHOOL (9-12)
1% TECHNICAL OR VOCATIONAL SCHOOL (12)
33% SOME COLLEGE (13-15)
34% GRADUATED COLLEGE (16)
16% GRADUATE/PROFESSIONAL SCHOOL (16+)

* REFUSED **(DO NOT READ)**

16% HIGH SCHOOL OR LESS

34% SOME COLLEGE/TECH

50% COLLEGE+

D8. And, for statistical purposes only...is your total annual household income greater or less than \$60,000 dollars?

(IF LESS THAN \$60,000, ASK:) Is it...
(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)

7% UNDER \$20,000
17% BETWEEN \$20,000 - \$40,000
15% OVER \$40,000

(IF GREATER THAN \$60,000, ASK:) Is it...
(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)

17% UNDER \$80,000
12% BETWEEN \$80,000 - \$100,000
20% OVER \$100,000

13% REFUSED **(DO NOT READ)**

38% UNDER \$60K
49% OVER \$60K

D9. And, regardless of how you may feel today, are you registered to vote as...**(ROTATE REPUBLICAN/DEMOCRAT)** a Republican, a Democrat, or something else?

(IF REPUBLICAN OR DEMOCRAT, ASK:) Would you call yourself a STRONG (REPUBLICAN/DEMOCRAT) or a NOT-SO-STRONG (REPUBLICAN/DEMOCRAT)?
(IF SOMETHING ELSE, ASK:) Do you think of yourself as closer to the (ROTATE) Republican or to the Democratic party?

20% STRONG REPUBLICAN
17% NOT-SO-STRONG REPUBLICAN

9% LEAN TO REPUBLICANS
12% SOMETHING ELSE/INDEPENDENT
7% LEAN TO DEMOCRATS

12% NOT-SO-STRONG DEMOCRAT
18% STRONG DEMOCRAT

1% DON'T KNOW **(DO NOT READ)**
4% REFUSED **(DO NOT READ)**

37% TOTAL REPUBLICAN
30% TOTAL DEMOCRAT
28% TOTAL LEAN/INDEPENDENT

D10. And, do you consider yourself to be...(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Conservative
Moderate
...OR...
Liberal

(IF CONSERVATIVE/LIBERAL, ASK:) And would you say you are VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

19%	VERY CONSERVATIVE
19%	SOMEWHAT CONSERVATIVE
37%	MODERATE
11%	SOMEWHAT LIBERAL
9%	VERY LIBERAL
3%	UNDECIDED/NOT SURE (DO NOT READ)
2%	REFUSED (DO NOT READ)
38%	TOTAL CONSERVATIVE
20%	TOTAL LIBERAL

And thinking back to the 2012 presidential election...

D11. Regardless of how you may feel today, for which of the following candidates did you vote for President... (ROTATE PUNCHES 1-2)

Total	Voted	
46%	52%	Mitt Romney
		...or...
40%	45%	Barack Obama
2%	3%	SOMEONE ELSE (DO NOT READ)
3%	-	DID NOT VOTE (DO NOT READ)
1%	-	DON'T KNOW/DON'T RECALL (DO NOT READ)
7%	-	REFUSED (DO NOT READ)

D12. To ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

16% Yes, Hispanic
83% No, not Hispanic

* DON'T KNOW (**DO NOT READ**)
1% REFUSED (**DO NOT READ**)

D13. And again, for statistical purposes only, what is your race? (**READ LIST, ACCEPT ONE ANSWER**)

78% WHITE
10% HISPANIC OR LATINO AMERICAN (**DO NOT READ**)
3% AFRICAN AMERICAN OR BLACK
3% AMERICAN INDIAN
1% ASIAN AMERICAN
2% OTHER (**DO NOT READ**) (**IF PUNCH, THEN ASK:**) Now I realize you just said your main ethnic or racial heritage does not fall into any of the categories I just mentioned...but if you had to choose JUST ONE of these categories, which ONE would you choose?

3% REFUSED (**DO NOT READ**)

D14. **GENDER (BY OBSERVATION, BUT ASK EVERYONE)** Are you currently employed, a student, a homemaker, retired, or unemployed and looking for work?

31% MALE/EMPLOYED
1% MALE/STUDENT
1% MALE/HOMEMAKER
14% MALE/RETIRED
1% MALE/UNEMPLOYED AND LOOKING
* MALE/REFUSED (**DO NOT READ**)

27% FEMALE/EMPLOYED
2% FEMALE/STUDENT
6% FEMALE/HOMEMAKER
14% FEMALE/RETIRED
3% FEMALE/UNEMPLOYED AND LOOKING
1% FEMALE/REFUSED (**DO NOT READ**)

48% TOTAL MALE
52% TOTAL FEMALE

D15. Do you consider yourself a supporter of the Tea Party Movement?

18% Yes

72% No

5% Depends **(DO NOT READ)**

5% Not sure **(DO NOT READ)**

D16. And, how would you describe the area in which you live? Do you live in a ...**(DO NOT RANDOMIZE)**

35% City with over a million people

17% Smaller city

22% Suburb

14% Small town

9% Rural area

3% DON'T KNOW/REFUSED **(DO NOT READ)**

35% URBAN

39% SUBURBAN

23% RURAL
