



**Arizona Battleground Toplines**

**(WEB AND TEXT-TO-WEB)** Arizona Opinion Surveys is conducting a scientific research study of Arizona residents. All responses are confidential and for research purposes only.

These first few questions are just to make sure we are surveying a representative sample of the entire community.

1. Which of the following best describes your age?

18-34 .....	26%
35-49 .....	23
50-64 .....	23
65+ .....	28
--	
Younger than 18 .....	<b>(TERMINATE)</b>
Prefer not to answer .....	<b>(TERMINATE)</b>

2. What is your gender? **(RANDOMIZE)**

Male.....	48%
Female .....	52
Other .....	*
--	
Prefer not to answer .....	<b>(TERMINATE)</b>

3. CODE ZIP FROM SAMPLE ACCORDING TO QUOTA SHEET

4. How would you describe your race?

White or Caucasian .....	70%
Hispanic or Latino .....	21
Black or African American .....	4
Native American .....	2
Mixed race or multi-racial .....	1
Asian American or Pacific Islander .....	1
Arab American or Middle Eastern .....	*
Something else .....	-
--	
Prefer not to answer .....	*

5. There will be an election this year in November for a number of federal and state offices including US President, US Congress, and some ballot measures. Even though it's a long way away, how likely are you to vote in that election? Would you say...

<b>CERTAIN / VERY LIKELY .....</b>	<b>87%</b>
<b>NOT VERY LIKELY / NOT LIKELY AT ALL .....</b>	<b>4%</b>
Almost certain .....	74%
Very likely .....	13
Probably .....	8
Not very likely .....	1
Not likely at all.....	4
--	
Prefer not to answer .....	1

6. How motivated do you currently feel towards voting in the November 2024 election? Please use a scale of 0-10, where “0” means “not motivated at all to vote” and “10” means “extremely motivated to vote”.

<b>6-10</b> .....	<b>89%</b>
<b>5</b> .....	<b>4%</b>
<b>0-4</b> .....	<b>7%</b>
0 – not motivated at all .....	3%
1 .....	*
2 .....	1
3 .....	1
4 .....	1
5 .....	4
6 .....	3
7 .....	7
8 .....	8
9 .....	7
10 – extremely motivated .....	63
--	
Not sure.....	*

7. No matter how frequently you vote in elections, how much power do you feel that your vote **has to make change** on the issue that are important to you? Please rate the amount of power you feel your vote has to make change on a scale of 0 to 10, where “0” mean “your vote has no power at all”, and a “10” mean that “your vote has significant power to make changes important to you”.

<b>6-10</b> .....	<b>73%</b>
<b>5</b> .....	<b>12%</b>
<b>0-4</b> .....	<b>14%</b>
0 – your vote has no power at all .....	4%
1 .....	2
2 .....	2
3 .....	3
4 .....	1
5 .....	12
6 .....	9
7 .....	14
8 .....	13
9 .....	4
10 – your vote has significant power to make changes important to you.....	33
--	
Not sure.....	1

Here is a list of some public figures you may have heard of. Please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each one. If you don't recognize the name or if you recognize the name but do not have an opinion, please indicate that.

(RANDOMIZE)	TOTAL FAV	TOTAL UNFAV	Very fav	Smwt fav	Smwt unfav	Very unfav	No opinion	Don't recognize	Not sure
8. Kamala Harris	47%	49%	31%	16%	8%	40%	2%	1%	2%
9. Donald Trump	46%	52%	34	13	6	45	1	*	1
10. Joe Biden	39%	56%	19	21	11	44	3	*	2
11. Robert F. Kennedy Jr.	39%	41%	9	30	19	22	14	2	4
12. J.D. Vance	35%	40%	22	14	10	30	15	5	4
13. Tim Walz	29%	36%	18	10	10	27	15	14	5

14. Moving on, if the election for U.S. President were held today and the candidates were **(ROTATE)** Democrats Kamala Harris and Tim Walz and Republicans Donald Trump and J.D. Vance, for whom would you be voting?

**(PROBE)** Would you say you are definitely or probably supporting that candidate?

**(IF UNDECIDED)** You indicated that you are completely undecided – but if the election was today and you had to decide, which way would you lean?

<b>TOTAL HARRIS &amp; WALZ</b> .....	<b>47%</b>
<b>TOTAL TRUMP &amp; VANCE</b> .....	<b>46%</b>
I definitely will vote for Democrats Kamala Harris and Tim Walz .....	40%
I probably will vote for Democrats Kamala Harris and Tim Walz.....	7
I lean towards voting for Democrats Kamala Harris and Tim Walz .....	1
I lean towards voting for Republicans Donald Trump and J.D. Vance .....	2
I probably will vote for Republicans Donald Trump and J.D. Vance .....	8
I definitely will vote for Republicans Donald Trump and J.D. Vance .....	36
Someone else .....	1
Completely undecided; no lean whatsoever .....	5
--	
I will not vote .....	*

**CANDIDATE TRAIT ASSOCIATION**

Here is a list of traits and characteristics that could describe the candidates for President. For each one, please indicate whether that trait or characteristic better describes **Kamala Harris** or better describes **Donald Trump**.

(RANDOMIZE)	TOTAL HARRIS	TOTAL TRUMP	Much more like HARRIS	Smwt more like HARRIS	Smwt more like TRUMP	Much more like TRUMP	NOT like either HARRIS or TRUMP	Not sure
15. Energetic	<b>48%</b>	<b>42%</b>	35%	13%	9%	32%	4%	6%
16. Will protect my rights	<b>45%</b>	<b>44%</b>	38	8	9	35	6	4
17. Shares my values	<b>45%</b>	<b>41%</b>	36	9	9	32	10	4
18. Will fight for my family	<b>44%</b>	<b>43%</b>	36	8	10	33	8	5
19. Will hold bad people accountable	<b>43%</b>	<b>48%</b>	35	9	10	38	4	5
20. Stands up to special interests	<b>43%</b>	<b>41%</b>	31	12	11	30	6	10
21. Has the right priorities	<b>42%</b>	<b>44%</b>	36	7	9	35	8	6
22. Will help the economy create more good-paying jobs	<b>42%</b>	<b>49%</b>	31	11	12	37	3	6
23. Effective; gets things done	<b>41%</b>	<b>51%</b>	32	9	10	41	3	5
24. Will lower the cost of living	<b>38%</b>	<b>49%</b>	28	10	10	39	5	8
25. Too radical	<b>37%</b>	<b>49%</b>	31	6	7	41	7	8
26. Weird	<b>36%</b>	<b>51%</b>	30	6	6	45	8	5

Now, I'm going to ask you about some proposed solutions to issues in our state. For each, please indicate whether hearing a candidate support that specific political position would make you MORE or LESS likely to support that candidate.

RANDOM ROTATE ALL	TOTAL LIKELY	TOTAL LESS	Much more likely	Smwt more likely	Smwt less likely	Much less likely	Makes no difference	Not sure
27. Lowering the cost of living by cracking down on corporate greed by banning hidden fees and collusion to set artificially high prices.	<b>81%</b>	<b>8%</b>	60%	21%	5%	3%	6%	5%
28. Ensuring the integrity of our elections by making sure voters show ID before casting a ballot.	<b>70%</b>	<b>12%</b>	51	19	7	4	13	5
29. Removing sales taxes from family consumer goods like diapers.	<b>70%</b>	<b>10%</b>	42	28	6	4	12	8
30. Lowering the cost of gas and energy by allowing more domestic oil extraction and fracking	<b>66%</b>	<b>20%</b>	44	22	10	11	6	8
31. <b>(SSB)</b> Legalizing access to reproductive health care, contraception, and abortion.	<b>64%</b>	<b>18%</b>	47	16	5	13	10	8
32. <b>(SSA)</b> Restoring Roe vs. Wade as a constitutional right to abortion.	<b>55%</b>	<b>25%</b>	42	13	8	17	12	8

Next, please read some short pairs of statements about the candidates for president. For each pair, please indicate which one you agree with more.

**(RANDOMIZE PAIRS)  
 (ROTATE STATEMENTS WITHIN EACH PAIR)**

	TOTAL HARRIS	TOTAL TRUMP	KH much more	KH smwt more	DT smwt more	DT much more	Neither	Both	Not sure
33. <b>(SSB) [KDH Reproductive Rights]</b> Kamala Harris will act to boldly defend personal freedoms and secure reproductive rights for future generations. Harris stands against government overreach interfering with decisions made by someone and their doctor. Americans have a right to make their own personal healthcare choices, including reproductive rights and a woman's right to choose. In a time when our liberties are under unprecedented attack, Kamala Harris will fight for a future where every American has personal freedom for their healthcare. <b>OR</b> <b>[DJT Border]</b> Under Donald Trump's leadership, America will secure our borders and stop the invasion of illegal immigrants. Donald Trump's leadership built the wall, stopping the illegal immigrants who burden our economy and fuel crime. With a proven record, President Trump is dedicated to protecting American jobs, controlling inflation, and ensuring national security. Donald Trump will restore a strong and secure border, lock up criminals, and make America safe again.	<b>50%</b>	<b>42%</b>	42%	7%	8%	34%	2%	3%	4%
34. <b>(SSB) [KDH Cost of Living / Fighting]</b> As Vice President and California Attorney General, Kamala Harris has been dedicated to lowering the cost of living through affordable housing programs and protecting consumers from scam businesses. She stopped corporations from forming monopolies and price-gouging consumers, increasing economic security and affordability. As President, she will continue fighting for everyday Americans, ensuring that the economy works for us, not for corporate interests. <b>OR</b> <b>[DJT Return]</b> As President, Donald Trump implemented significant tax cuts and cut red tape to spur powerful economic growth and record-low unemployment rates. His focus on re-empowering American manufacturing and reducing trade deficits contributed to a strong economy. As President, he will continue fighting for American workers and businesses to make America great again.	<b>46%</b>	<b>40%</b>	38	9	9	30	6	4	4
35. <b>(SSA) [KDH Forward]</b> Kamala Harris is committed to moving the country forwards, not backwards. She has focused on supporting working families with policies like the Child Tax Credit expansion, lowering health care costs through drug pricing negotiation like the Insulin price cap, and defending our individual freedoms. With democracy under threat, we need Kamala Harris as President to restore and safeguard our constitutional rights while fostering a prosperous economy for all workers. <b>OR</b> <b>[DJT Border]</b> Under Donald Trump's leadership, America will secure our borders and stop the invasion of illegal immigrants. Donald Trump's leadership built the wall, stopping the illegal immigrants who burden our economy and fuel crime. With a proven record, President Trump is dedicated to protecting American jobs, controlling inflation, and ensuring national security. Donald Trump will restore a strong and secure border, lock up criminals, and make America safe again.	<b>45%</b>	<b>47%</b>	37	9	12	36	3	3	2
36. <b>(SSA) [KDH Achievements]</b> Vice President Kamala Harris has expanded access to affordable healthcare, brought high skills jobs back to America, and supported small businesses. Her efforts as Vice President have contributed to significant job creation and economic growth. As President, she will help expand the middle class and ensure prosperity and opportunity can be earned by American of all backgrounds. <b>OR</b> <b>[DJT Return]</b> As President, Donald Trump implemented significant tax cuts and cut red tape to spur powerful economic growth and record-low unemployment rates. His focus on re-empowering American manufacturing and reducing trade deficits contributed to a strong economy. As President, he will continue fighting for American workers and businesses to make America great again.	<b>42%</b>	<b>51%</b>	33	9	13	39	4	1	2

37. One last time, if the election for U.S. President were held today and the candidates were **(ROTATE)** Democrats Kamala Harris and Tim Walz and Republicans Donald Trump and J.D. Vance, for whom would you be voting? **(PINWHEEL ROTATE)**

**(PROBE)** Would you say you are definitely or probably supporting that candidate?

**(IF UNDECIDED)** You indicated that you are completely undecided – but if the election was today and you had to decide, which way would you lean?

<b>TOTAL HARRIS &amp; WALZ</b> .....	<b>47%</b>
<b>TOTAL TRUMP &amp; VANCE</b> .....	<b>46%</b>
I definitely will vote for Democrats Kamala Harris and Tim Walz .....	41%
I probably will vote for Democrats Kamala Harris and Tim Walz.....	5
I lean towards voting for Democrats Kamala Harris and Tim Walz .....	1
I lean towards voting for Republicans Donald Trump and J.D. Vance .....	3
I probably will vote for Republicans Donald Trump and J.D. Vance .....	5
I definitely will vote for Republicans Donald Trump and J.D. Vance .....	38
Someone else .....	2
Completely undecided; no lean whatsoever .....	5
--	
I will not vote .....	*

**DEMOGRAPHICS**

These last few questions are just for statistical purposes.

38. What is the highest level of education you have fully completed?

<b>TOTAL NON-COLLEGE</b> .....	<b>66%</b>
<b>TOTAL COLLEGE+</b> .....	<b>34%</b>
Some high school or less .....	1%
High school graduate or GED .....	19
Some college, vocational or post-secondary credit, or an Associates degree.....	45
Bachelors degree.....	23
Postgraduate or advanced degree.....	11
--	
Prefer not to answer .....	-

39. Which of the following best describes your employment situation?

Employed full time .....	39%
Retired.....	32
Employed part time.....	10
Unemployed and looking for work.....	11
Homemaker .....	6
Student and not currently employed .....	2

40. Which of these describes your marital status?

Married .....	37%
Single, never married .....	24
Divorced .....	15
Living with committed partner .....	14
Widowed .....	7
Separated .....	3

41. Do you have any children?

<b>TOTAL YES</b> .....	<b>62%</b>
Yes, and <i>at least one</i> child is younger than 19.....	27%
Yes, but <i>none</i> of my children are younger than 19 .....	34
No, I do not have any children .....	38

42. Are you or is someone in your household a current or retired member of a labor union?

<b>TOTAL YES</b> .....	<b>10%</b>
Yes, member.....	5%
Yes, household member .....	3
Yes, both.....	2
No.....	89
--	
Don't know / refused.....	2

43. Please indicate which of the following best describes your household income from all sources in 2023. Your best guess is fine.

<b>LESS THAN \$75,000</b> .....	<b>70%</b>
<b>MORE THAN \$75,000</b> .....	<b>29%</b>
Less than \$25,000 .....	16%
At least \$25,000 but less than \$50,000 .....	28
At least \$50,000 but less than \$75,000 .....	26
At least \$75,000 but less than \$100,000 .....	14
At least \$100,000 but less than \$200,000 .....	13
\$200,000 or more .....	1
--	
Prefer not to answer .....	2

44. Regardless of how you plan to vote, as of today, do you consider yourself **(ROTATE:)** a Republican, a Democrat, or an independent?

**(PROBE:)** Would you say you are a strong Democrat/Republican or a not strong Democrat/Republican?

**(IF INDEPENDENT – PROBE:)** As of today, do you lean more to the Democratic Party or the Republican Party?

<b>TOTAL DEMOCRAT</b> .....	<b>43%</b>
<b>TOTAL REPUBLICAN</b> .....	<b>45%</b>
Strong Democrat.....	23%
Not strong Democrat .....	11
Independent, lean Democratic .....	8
Independent.....	8
Independent, lean Republican .....	7
Not strong Republican .....	12
Strong Republican .....	26
Something else .....	*
--	
Prefer not to answer .....	3

45. **(IF REPUBLICAN SELF ID OR WILL VOTE FOR TRUMP)** Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? **(RANDOMIZE) (N=204)**

Supporter of the Republican Party .....	29%
Supporter of Donald Trump .....	58
I don't support either one.....	8
--	
Unsure / Refuse.....	4

46. When it comes to the issue of abortion, which of the following comes closest to your opinion? **(PINWHEEL ROTATE)**

<b>TOTAL ILLEGAL .....</b>	<b>38%</b>
<b>TOTAL LEGAL.....</b>	<b>58%</b>
Abortion should always be illegal in all cases .....	7%
Abortion should be illegal in most cases EXCEPT rape, incest & when the life of the mother in at risk .....	30
Abortion should be legal in most cases .....	33
Abortion should be legal in all cases .....	25
--	
Unsure / Refuse.....	4

47. Keeping in mind this survey is completely anonymous, in the 2020 election for U.S. President, did you vote for Democrat Joe Biden or Republican Donald Trump?

Joe Biden .....	43%
Donald Trump .....	42
Another candidate .....	3
Did not vote in 2020.....	12
--	
Refuse.....	-

That completes our survey. Thank you VERY MUCH for your time.

48. REGION

Maricopa .....	58%
Tucson / South.....	23
Rural AZ .....	19

49. Split Sample

SSA .....	49%
SSB .....	51

50. Party Registration

Democrat.....	29%
Unaffiliated / Other.....	37
Republican .....	35



**Methodology Statement**

Strategies 360 conducted a mixed-mode survey among 400 registered voters in Arizona.

Interviews were conducted August 7 – 14, 2024. A combination of online interviews via text message and voter-file-matched online panel were used to ensure greater coverage of the population sampled.

The margin of error for a survey of 400 interviews is ±4.9% at the 95% confidence level. The margin of error is higher for subsamples.

**Methodological Details**

<b>Sponsorship</b>	Strategies 360
<b>Fieldwork</b>	Logit
<b>Interviewing Dates</b>	August 7 – 14, 2024
<b>Target population</b>	Registered voters in Arizona
<b>Sampling method</b>	Respondents for this survey were selected from two distinct sources: Logit's <i>Votified</i> opt-in online panel, matched to state voter files, and via SMS text-to-web link contact from L2 telephonic voter file samples. This dual-method approach leverages the advantages of a pre-screened panel willing to participate and the targeted reach of telephonic files, enhancing the representativeness and diversity of the respondent pool.
<b>Sampling procedures</b>	To ensure the quality and integrity of our <i>Votified</i> online sample, several security measures are employed. These include digital fingerprinting to prevent duplicate responses, secure encryption to protect respondent data, Captcha to block automated entries, automated speeder checks to exclude rushed and insincere responses, and the Research Defender panel security platform for continuous monitoring against fraud. These robust practices safeguard the reliability and authenticity of survey results, crucial in obtaining actionable insights.
<b>Weighting</b>	The sample was weighted according to gender, age, race, party registration, in-state region by ZIP code aggregated, 2020 election turnout and Presidential vote, and current voter registration status. Demographic weighting targets derived from the TargetSmart statewide queries of registered voters.
<b>Number of respondents</b>	400 (Registered voters)
<b>Margin of error</b>	± 4.9% (registered voters)
<b>Survey mode</b>	Web-based panel survey interviews, matched to voter file, <b>OR</b> SMS text-to-web hosted survey interviews
<b>Language of interview</b>	All interviews offered the survey to respondents in English or in Spanish