



**ARIZONA LIKELY VOTERS (N=400, MoE = ± 5%)**  
**OCTOBER 7-11, 2020**

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Can I speak to (FROM LIST)? IF NA: SCHEDULE CALL BACK  
PLEASE ONLY SPEAK TO THE LISTED PERSON

Hello, this is (FIRST AND LAST NAME). We are conducting a survey among voters regarding issues in your part of the state and would like to include your views in our study. I assure you we are only seeking opinions and there will be no attempt to sell you anything or solicit a donation.

1. First, which one of the following do you think is the most important issue facing Arizona today? (RANDOMIZE 1-9) (\*\*coronavirus not offered in response list in June 2019 survey)

	<b>Voters June 2019 (N=400)</b>	<b>Likely 2020 Voters Oct. 2020 (N=400)</b>
Improving the quality of public education in grades Kindergarten through 12	30%	25%
Addressing the coronavirus pandemic**	NA	21%
Addressing illegal immigration	29%	10%
Controlling the cost of health care	15%	9%
Increasing the number of good paying jobs	5%	7%
Reducing taxes and regulations	3%	7%
Cutting wasteful government spending	3%	5%
Increasing opportunities for affordable, high-quality early childhood education	6%	5%
Making college education more affordable	4%	5%
Other	2%	4%
Don't know	3%	3%

2. Next, thinking about early childhood education programs in Arizona for children from birth to age five years old, which one of the following, if any, concerns you the most? (RANDOMIZE 1-3)

The quality	39%	36%
The availability	22%	25%
The cost	25%	22%
No concerns	7%	8%
Something else	1%	2%
Don't know	6%	8%

3. When it comes to ensuring that children in Arizona begin Kindergarten with the knowledge and skills they need to do their best in school, do you think the state of Arizona should be doing more, doing less, or is the state doing enough?

	<b>June 2019</b>	<b>Oct. 2020</b>
Should be doing more	61%	66%
Should be doing less	4%	5%
Doing enough	26%	19%
Don't know	10%	10%

4. Do you support or oppose the state investing in high-quality early childhood education opportunities for children from birth to age five years old in Arizona? IF SUPPORT/OPPOSE: Is that strongly support/oppose or somewhat support/oppose?

Strongly support	52%	53%
Somewhat support	21%	23%
<b>Total support</b>	<b>73%</b>	<b>76%</b>
Don't know	3%	6%
<b>Total oppose</b>	<b>24%</b>	<b>18%</b>
Somewhat oppose	11%	7%
Strongly oppose	13%	11%

5. Which one of the following areas of education do you believe could most benefit from additional state funding? Please choose ONE of the following that you would be MOST willing to pay more in taxes to support. (RANDOMIZE 1-7)

Increasing pay for Arizona teachers	29%	26%
Making college and job training after high school more accessible and affordable	17%	18%
Increased opportunities for high-quality early childhood education for low-income families	10%	11%
Reading programs for Kindergarten through third grade	13%	11%
Increased support for low-income students	5%	9%
Increased support for special needs students	9%	6%
Full-day Kindergarten for those parents who choose to participate	4%	4%
All of the above	8%	5%
None	4%	7%
Don't know	2%	2%

6. When we talk about early childhood education programs – which of the following settings do you believe would provide the best high-quality programs? (RANDOMIZE 1-2, READ 3 LAST)

	<b>June 2019</b>	<b>Oct. 2020</b>
Outside of the home in a center-based location	30%	26%
Inside the home in a family-based location	14%	11%
Both in home and out of home programs can provide equal quality education opportunities	52%	59%
Don't know	4%	4%

#### INTRO Q7-9

Next, please tell me if you agree or disagree with each of the following statements about early childhood education. IF AGREE/DISAGREE: Is that strongly agree/disagree or somewhat agree/disagree?

#### Scale

1. Strongly agree
2. Somewhat agree
3. (DON'T READ) Don't know
4. Somewhat disagree
5. Strongly disagree

#### ROTATE Q7-9

7. Opportunities for high-quality, affordable early childhood education for Arizona families enhances children's educational performance in elementary school by helping ensure they are ready to learn when they get to Kindergarten.

Strongly agree	53%	54%
Somewhat agree	25%	27%
<b>Total agree</b>	<b>78%</b>	<b>82%</b>
Don't know	5%	3%
<b>Total disagree</b>	<b>17%</b>	<b>15%</b>
Somewhat Disagree	11%	6%
Strongly disagree	6%	9%

8. When it comes to test scores, high school graduation rates and college-completion rates, there is a widening gap between children who have attended a high-quality early childhood education program and those who have not.

Strongly agree	37%	35%
Somewhat agree	26%	30%
<b>Total agree</b>	<b>63%</b>	<b>65%</b>
Don't know	16%	16%
<b>Total disagree</b>	<b>21%</b>	<b>19%</b>
Somewhat Disagree	13%	12%
Strongly disagree	8%	7%

9. The state’s responsibility to fund education in Arizona begins at Kindergarten. It’s not the state’s responsibility to help fund preschool.

	<b>June 2019</b>	<b>Oct. 2020</b>
Strongly agree	30%	31%
Somewhat agree	22%	18%
<b>Total agree</b>	<b>52%</b>	<b>49%</b>
Don’t know	5%	4%
<b>Total disagree</b>	<b>43%</b>	<b>47%</b>
Somewhat Disagree	15%	19%
Strongly disagree	28%	28%

#### INTRO Q10-15

Now here are some more statements about early childhood education in Arizona. After hearing each please tell me if you are more likely or less likely to support state investment in high-quality early childhood education programs for children from birth to age five years old in Arizona. If you don’t believe the statement, just say so. IF MORE/LESS LIKELY: Is that much more/less likely or somewhat more/less likely?

#### Scale

1. Much more likely
2. Somewhat more likely
3. Don’t believe
4. Somewhat less likely
5. Much less likely
6. (DON’T READ) Don’t know

#### ROTATE Q10-15

10. Early childhood experiences and interactions can have a chemical or biological impact on a child’s developing brain; if a young child doesn’t have the right kinds of interactions in the first few years of life, their brain doesn’t build itself properly.

Much more likely	51%	45%
Somewhat more likely	21%	30%
<b>Total more likely</b>	<b>73%</b>	<b>75%</b>
Don’t believe	8%	8%
<b>Total less likely</b>	<b>10%</b>	<b>11%</b>
Somewhat less likely	6%	4%
Much less likely	5%	6%
Don’t know	9%	6%

11. Children who attend high-quality early childhood education programs are more likely to graduate from high school, continue with higher education and have higher earning ability.

	<b>June 2019</b>	<b>Oct. 2020</b>
Much more likely	47%	48%
Somewhat more likely	24%	26%
<b>Total more likely</b>	<b>71%</b>	<b>74%</b>
Don't believe	9%	9%
<b>Total less likely</b>	<b>12%</b>	<b>12%</b>
Somewhat less likely	5%	5%
Much less likely	6%	7%
Don't know	8%	5%

12. Research has shown that children who attend high-quality early childhood education programs are less likely to engage in criminal activity and therefore, less likely to be a cost to the state correctional system later in life.

Much more likely	42%	44%
Somewhat more likely	21%	20%
<b>Total more likely</b>	<b>63%</b>	<b>65%</b>
Don't believe	15%	14%
<b>Total less likely</b>	<b>15%</b>	<b>14%</b>
Somewhat less likely	7%	7%
Much less likely	8%	8%
Don't know	7%	7%

13. Every \$1 dollar invested in high-quality early childhood education options yields a \$16 dollar return, because children are more likely to graduate, less likely to require special education services and less likely to become reliant on social welfare.

Much more likely	37%	40%
Somewhat more likely	26%	24%
<b>Total more likely</b>	<b>63%</b>	<b>65%</b>
Don't believe	14%	13%
<b>Total less likely</b>	<b>15%</b>	<b>16%</b>
Somewhat less likely	8%	9%
Much less likely	7%	7%
Don't know	8%	6%

14. Studies show that third grade reading ability is one of the strongest predictors for future academic success, but just 46% of Arizona’s third grade students are reading at the third grade level. (\*\*46% updated from 44% in June 2019 survey)

	<b>June 2019</b>	<b>Oct. 2020</b>
Much more likely	43%	46%
Somewhat more likely	27%	26%
<b>Total more likely</b>	<b>70%</b>	<b>72%</b>
Don’t believe	7%	8%
<b>Total less likely</b>	<b>11%</b>	<b>10%</b>
Somewhat less likely	5%	5%
Much less likely	5%	4%
Don’t know	12%	11%

15. By investing in high-quality, state-funded early childhood education, we can help more mothers of young children continue to work or join the workforce.

Much more likely	40%	43%
Somewhat more likely	29%	30%
<b>Total more likely</b>	<b>69%</b>	<b>73%</b>
Don’t believe	9%	7%
<b>Total less likely</b>	<b>16%</b>	<b>14%</b>
Somewhat less likely	7%	6%
Much less likely	9%	8%
Don’t know	6%	6%

16. Now, after everything you’ve heard, do you support or oppose the state investing in high-quality early childhood education opportunities for children from birth to age five years old in Arizona? IF SUPPORT/OPPOSE: Is that strongly support/oppose or somewhat support/oppose? (\*\*June 2019 survey results shown for comparison only, surveys were similar but not identical)

Strongly support	51%	52%
Somewhat support	21%	24%
<b>Total support</b>	<b>72%</b>	<b>76%</b>
Don’t know	3%	5%
<b>Total oppose</b>	<b>25%</b>	<b>19%</b>
Somewhat oppose	8%	7%
Strongly oppose	17%	12%

Now a few questions for statistical purposes.

17.	Do you have children under age 18 in your household?		<b>June 2019</b>	<b>Oct. 2020</b>
	Yes		23%	29%
	No		75%	67%
	Don't know/NA		1%	3%
18.	IF Q17=RESPONSE 1 (YES): What is the age of the youngest child in the household? (READ 1-5)			
	0 to 2 years of age		21%	19%
	3 to 5 years of age		19%	15%
	6 to 10 years of age		30%	26%
	11 to 15 years of age		19%	23%
	16 years or older		8%	16%
	NA		3%	1%
19.	IF Q18=RESPONSE 1-2 (0-5 YEARS): Does your child attend a care facility that is outside your home?			
	Yes		54%	27%
	No		46%	73%
20.	IF Q17=RESPONSE 1 (YES): Has the coronavirus pandemic changed any of your childcare arrangements?			
	No/don't know		NA	58%
	Yes			42%
	20.1: IF Q20=RESPONSE 2 (YES): In what way? (RANDOMIZE 1-6, ACCEPT MULTIPLE RESPONSES)			
	Working from home and caring for children at the same time		NA	17%
	Had to hire someone to come into my home or have children go to another home for care			13%
	Had to change work schedule or reduce work hours in order to be at home for children			12%
	Children are staying home alone instead of going to childcare			9%
	Had to find a new childcare provider because the other one closed or reduced capacity			6%
	Forced to leave workforce due to lack of available or affordable care			5%
	Other			7%
	Don't know			1%

21. IF Q17=RESPONSE 1 (YES): Has the coronavirus pandemic changed the employment status or employment schedule of anyone in your household?

	<b><u>June</u></b> <b><u>2019</u></b>	<b><u>Oct.</u></b> <b><u>2020</u></b>
No/don't know	NA	63%
Yes		37%

21.1: IF Q21=RESPONSE 2 (YES): In what way? (RANDOMIZE 1-4, ACCEPT MULTIPLE RESPONSES)

Changed your work schedule, either the days you work or the hours you work	NA	16%
Switched to working remotely from home, either part of the time or all of the time		14%
Had to leave the workforce entirely in order to care for or homeschool your children		8%
Had to quit and look for another job with more flexible hours		7%
Other		3%
Don't know		3%

22. Which of the following categories includes your annual household income? (READ 1-7)

Less than \$25,000	10%	12%
\$25,000-\$34,999	10%	9%
\$35,000-\$49,999	11%	10%
\$50,000-\$74,999	16%	18%
\$75,000-\$99,999	16%	15%
\$100,000-\$149,999	9%	8%
\$150,000 or more	10%	12%
NA	17%	15%

23. What is the last grade of education you completed? (READ 1-5)

0-11 (didn't graduate high school)	1%	5%
12 (high school graduate)	14%	11%
13-15 (some college/trade school)	35%	29%
16 (college graduate)	24%	32%
17+ (post-graduate education)	23%	19%
NA	2%	4%



24.	Other than American, what is your main racial or ethnic heritage? Is it (READ 1-6, 6-1); (**multi-racial added as a response in Oct. 2020 survey)		
		<b>June</b>	<b>Oct.</b>
		<b><u>2019</u></b>	<b><u>2020</u></b>
	White or Caucasian	67%	61%
	African American or black	3%	5%
	Hispanic/Latino	15%	15%
	Native American	3%	6%
	Multi-racial**	NA	5%
	Asian	1%	1%
	Other	4%	4%
	Don't know	5%	2%
25.	On political issues, do you consider yourself to be more Conservative, Moderate, or Liberal? IF CONSERVATIVE/LIBERAL: Is that very Conservative/Liberal or somewhat Conservative/Liberal?		
	Very Conservative	23%	20%
	Somewhat Conservative	16%	17%
	<b>Total Conservative</b>	<b>39%</b>	<b>37%</b>
	Moderate	25%	30%
	<b>Total Liberal</b>	<b>27%</b>	<b>20%</b>
	Somewhat Liberal	13%	9%
	Very Liberal	13%	11%
	Don't know	9%	13%
26.	What is your gender? (READ 1-4)		
	Male	45%	48%
	Female	53%	52%
	Something else	1%	*
	Prefer not to say	2%	1%
27.	Age (FROM LIST)		
	18-34	12%	20%
	35-44	12%	13%
	45-54	16%	15%
	55-59	10%	13%
	60-64	12%	12%
	65+	39%	27%

28.	Party Registration (FROM LIST)		
		<b><u>June</u></b>	<b><u>Oct.</u></b>
		<b><u>2019</u></b>	<b><u>2020</u></b>
	Republican	42%	38%
	Democrat	34%	34%
	Independent/non-affiliated/other	24%	28%
29.	County (FROM LIST)		
30.	Vote History (FROM LIST)		