



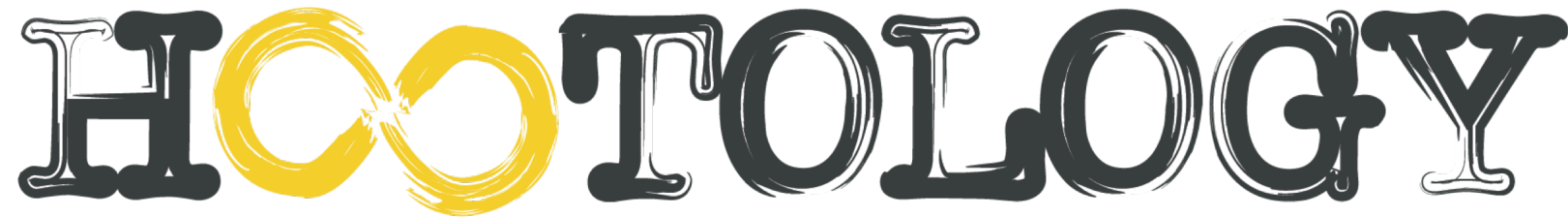
Arizonans Speak

2019 Morrison Institute Statewide Poll

Hispanic Arizona Now

About the Arizonans Speak Poll

- Fielded June 25 – July 9, 2019
- 975 Arizonans (registered and not registered to vote)
- Hispanic and rural residents were oversampled to achieve 200+ for each
- Web-based poll
- 12-minute average completion time
- Fielding and analysis from Hootology

The logo for Hootology, featuring the word "HOOT" in a stylized, hand-drawn font with thick black outlines and white fill, followed by "OLOGY" in a similar but slightly more refined hand-drawn style. The "O" in "HOOT" is a solid yellow circle.

Summary: Differences By Hispanic vs. Non-Hispanic

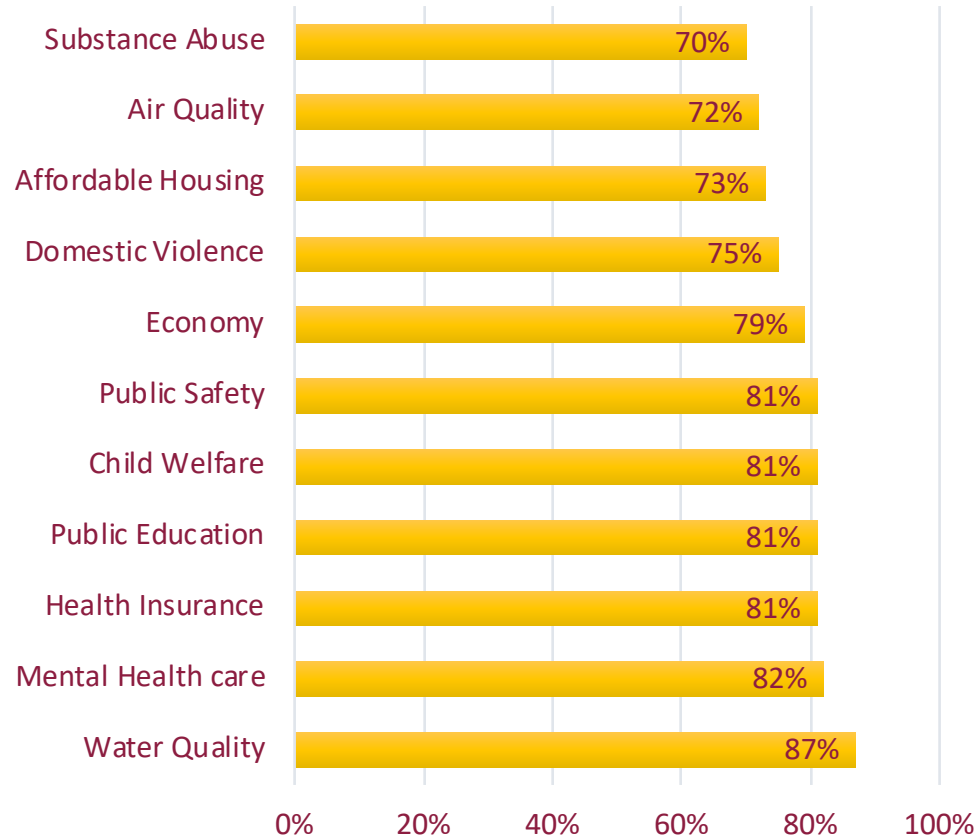
- 15 key metrics tested show unity between Hispanics and non-Hispanic residents across all topics
- The top areas of disagreement are immigration, climate issues, support for private school and the importance of several social issues

HISPANIC		NON-HISPANIC	
+20	52%	Agree: We should make it easier for immigrants to come to Arizona.	32%
	27%	Agree: I support deporting all undocumented immigrants.	44%
	22%	Agree: I feel less safe because of all the undocumented immigrants living in the state.	38%
	38%	Agree: Environmental issues associated with agriculture in my area are minimal.	52%
+12	73%	Agree: AZ Government needs to do more about climate change.	61%
+12	38%	Agree: More state dollars to support private school tuition.	27%
+12	67%	Importance: Childcare	54%
+12	82%	Importance: Mental health care	69%
+11	75%	Importance: Domestic Violence	64%
+11	70%	Importance: Substance abuse	59%

Largest Delta (Biggest difference in perceptions) on TOP

Hispanic - General Issues

Things that matter to Hispanic residents



- Hispanics consider most policy issues more important than the rest of the state
- Policy issues like childcare, mental health care, domestic violence and substance abuse are substantially more important for Hispanic residents

Areas in agreement with non-Hispanic residents

0-24%	25-49%	50-74%	75%+
NONE	Public Lands	Air Quality	NONE
		Senior Care	
		Homelessness	

Things
Hispanic residents
feel
LESS STRONGLY
about

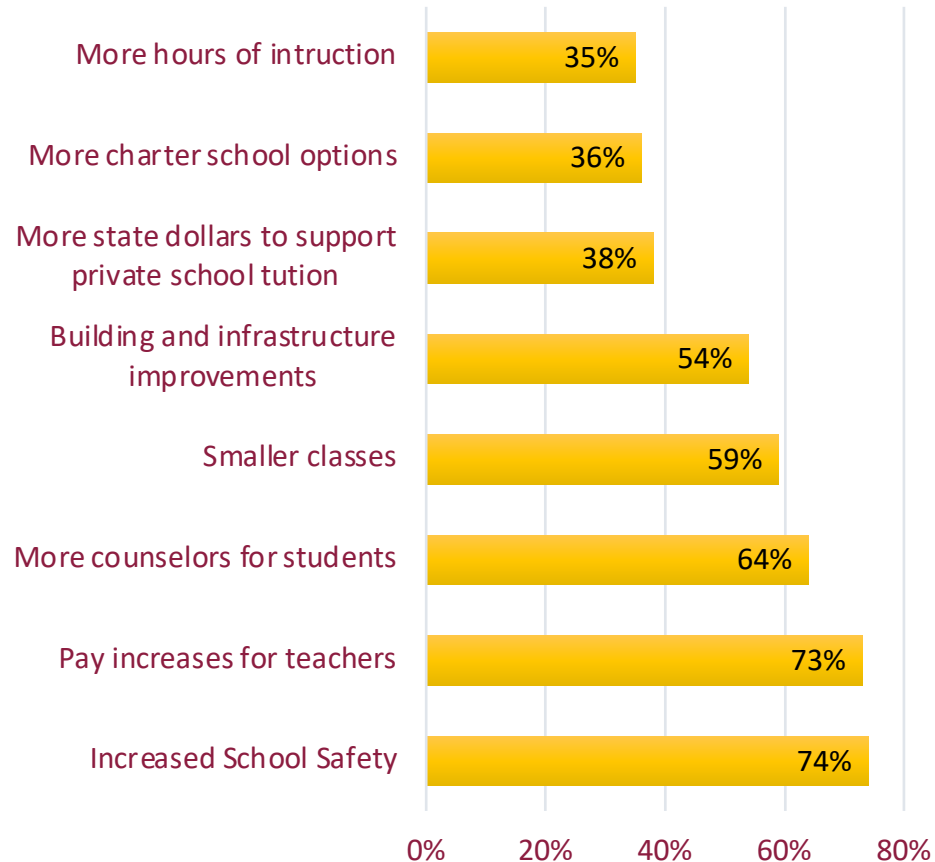
NONE

Things Hispanic residents feel
MORE STRONGLY about

Childcare	+12	Taxes	+8	Agriculture	+6
Mental Health Care	+12	Child Welfare	+7	Trade with Mexico	+6
Domestic Violence	+11	Gun Control	+7	Health Insurance	+5
Substance Abuse	+11	Public Safety	+6	Economy	+5
Water Quality	+9	Affordable Housing	+6	Transportation	+5

Hispanic - Education

Things that matter to Hispanic residents



- *Hispanic residents are more passionate about education than others, with five key aspects over-indexing.*
- *Top issues for Hispanics are increased school safety and teacher pay increases.*

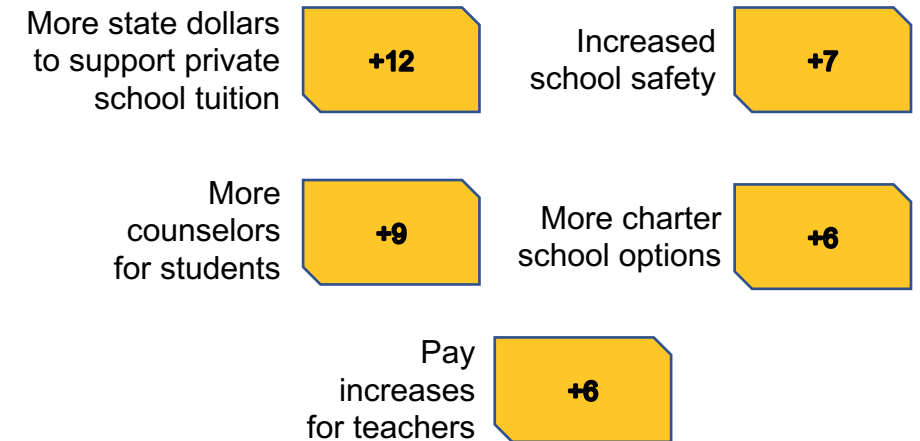
Areas in agreement with non-Hispanic residents

0-24%	25-49%	50-74%	75%+
NONE	More hours of instruction	Smaller Classes	NONE
		Building and Infrastructure Improvements	

Things
Hispanic residents
feel
LESS STRONGLY
about

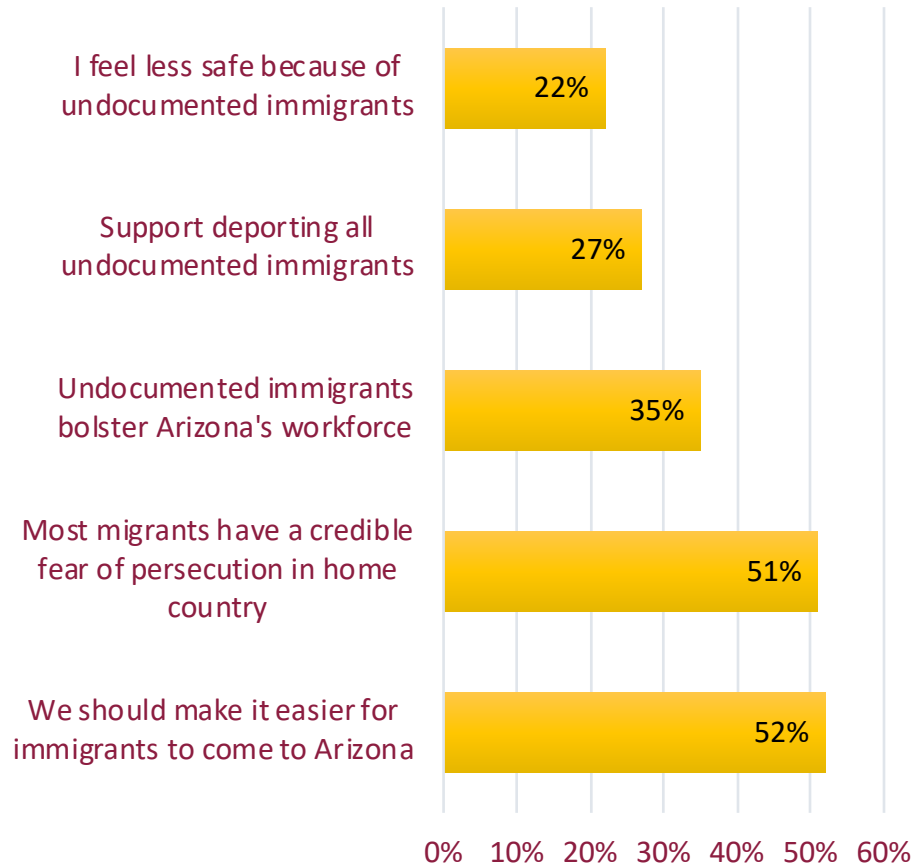
NONE

Things Hispanic residents feel
MORE STRONGLY about



Hispanic - Immigration

Hispanic Immigration Perceptions



- Overall, Hispanics are much more pro-immigration than others.
- There are 15+ pts. delta in feelings about deportation, ease of the immigration process and perceived fear of undocumented immigrants between Hispanics and other populations

Areas in agreement with non-Hispanic residents

0-24%	25-49%	50-74%	75%+
NONE	Bolster AZ Workforce	NONE	NONE

Things
Hispanic residents
feel
LESS STRONGLY
about

Support
deportation -17

Feel less safe
because of
undocumented
immigrants -16

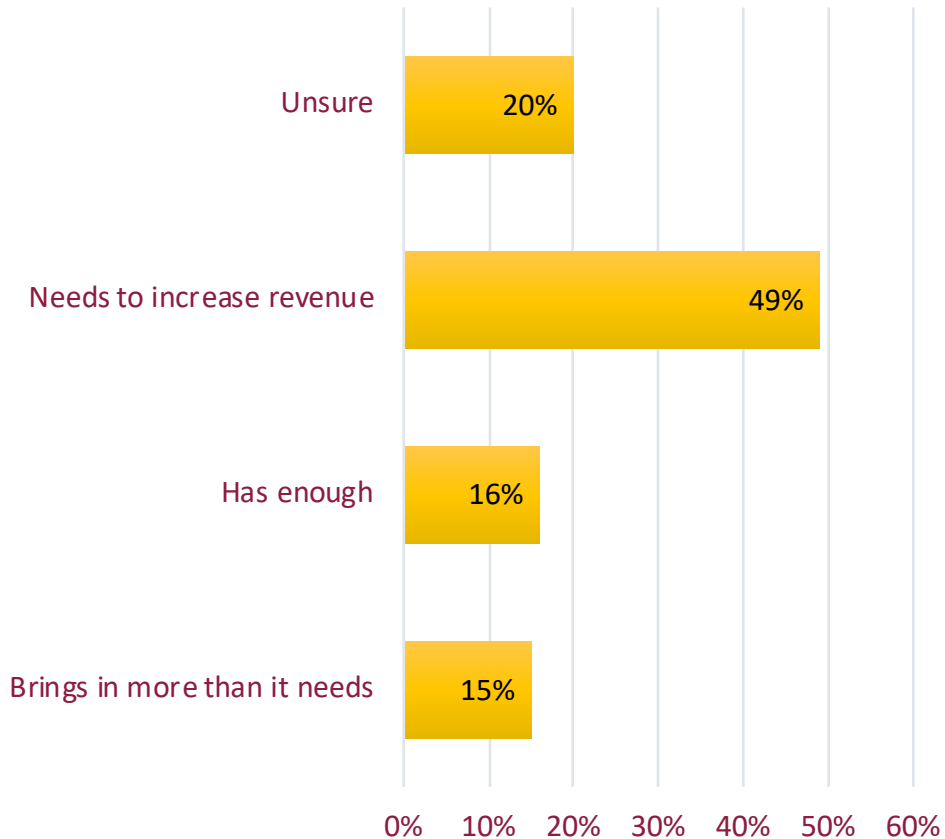
Things Hispanic residents feel
MORE STRONGLY about

Should be easier
for immigrants to
come to AZ +20

Most migrants have
a credible fear +9

Hispanic - Government

Rural Tax/Income Perception



- Like the rest of the state, nearly half of Hispanic residents believe Arizona needs to find ways to bring in additional revenue

Areas in agreement with non-Hispanic residents

0-24%	25-49%	50-74%	75%+
Brings in more than needs	Needs to increase revenue	NONE	NONE
Unsure			

Things
Hispanic residents
feel
LESS STRONGLY
about

NONE

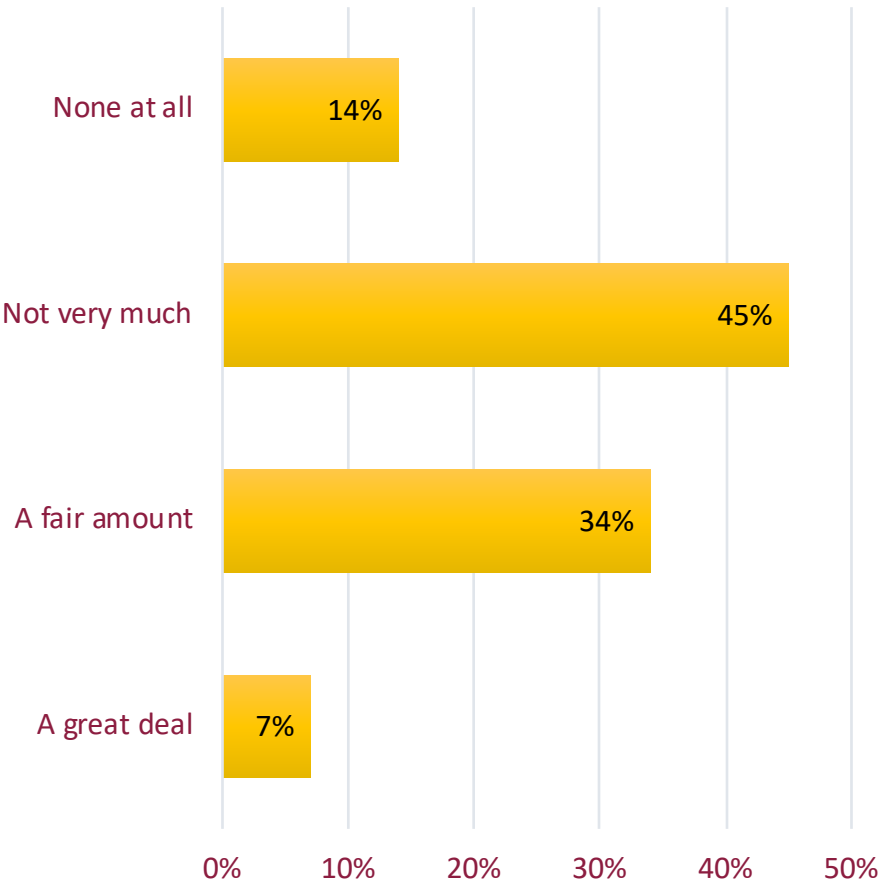
Things Hispanic residents feel
MORE STRONGLY about

NONE

Hispanic - Government

- 41% of Hispanics have some confidence in the state government, which is five percentage points lower than non-Hispanics

Rural Confidence in State Government



Areas in agreement with non-Hispanic residents

0-24%	25-49%	50-74%	75%+
A great deal	Not very much	NONE	NONE

Things
Hispanic residents
feel
LESS STRONGLY
about

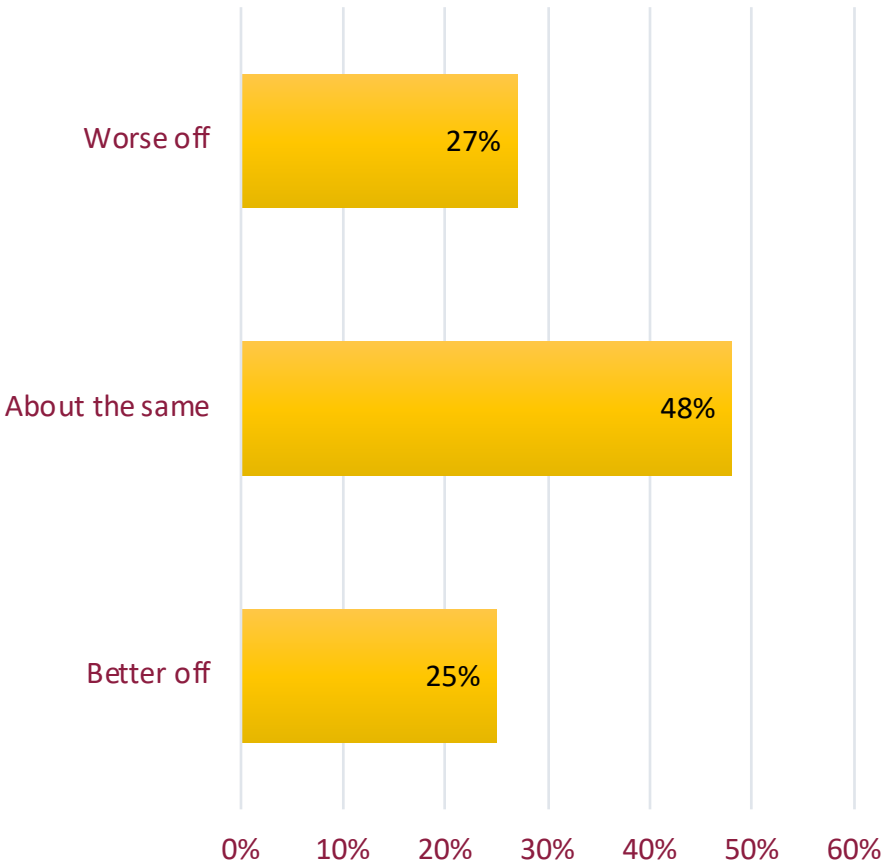
Things Hispanic residents feel
MORE STRONGLY about
NONE

A fair
amount
-8

Hispanic - Economy

- Hispanic residents are slightly more likely to say they are better off or worse off than non-Hispanics. While they are 8 pts. Less likely to feel the same as last year, the difference is split between better and worse.

Hispanic Economic Perceptions



Areas in agreement with non-Hispanic residents

0-24%	25-49%	50-74%	75%+
NONE	NONE	NONE	NONE

Things
Hispanic residents
feel
LESS STRONGLY
about

Things Hispanic residents feel
MORE STRONGLY about

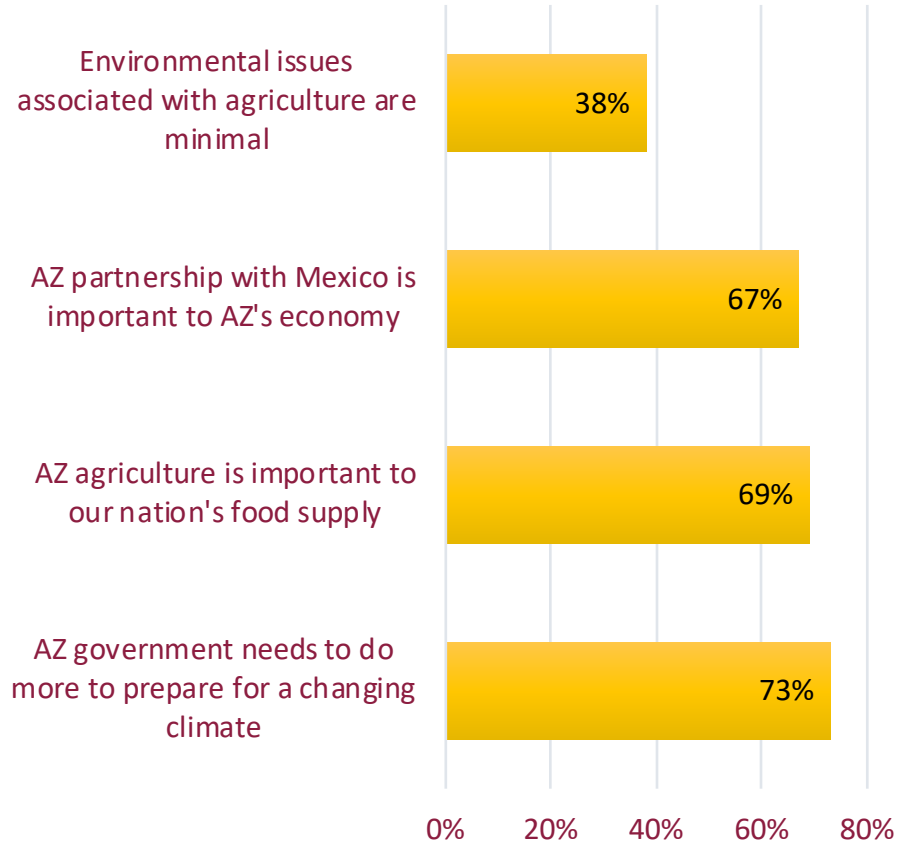
NONE

About the
same



Hispanic - Misc.

Hispanic Perceptions



- Hispanics and non-Hispanics alike believe that AZ's agriculture is important to the nation and that AZ's partnership with Mexico is important.
- Big differences are seen in:
 - The need to do more about the climate (Hispanics more in favor)
 - Belief that agriculture doesn't have much impact on the environment (Hispanics are less likely to believe this)

Areas in agreement with non-Hispanic residents

0-24%	25-49%	50-74%	75%+
NONE	NONE	AZ Ag important to nation	NONE
		Mexico partnership important	

Things Hispanic residents feel
LESS STRONGLY about

Environmental issues are minimal

-14

Things Hispanic residents feel
MORE STRONGLY about

Government needs to do more about climate

+12