Arizona Public Opinion Pulse (AZPOP)
Senate Toplines & Crosstabs

Arizona 2020 Likely Voters
Survey conducted on Sept 8th - 10th, 2020
n=600 with a MoE +/- 4.0%
Blended Phone Survey via 46.5% Live caller/ 53.5% IVR
*Totals may not add up to 100% due to rounding

Age Combined	Total
Sample Size	600
18-54	
Count	330
Column %	55%
55+	
Count	270
Column %	45%

Region	Total
Sample Size	600
Maricopa	
Count	364
Column %	61%
Pima	
Count	89
Column %	15%
Rural	
Count	148
Column %	25%

Party	Total
Sample Size	600
DEM	
Count	206
Column %	34%
IND	
Count	157
Column %	26%
REP	
Count	237
Column %	39%

Gender	Total
Sample Size	600
F	
Count	314
Column %	52%
M	
Count	286
Column %	48%

Ethnicity Combined	Total
Sample Size	600
White, Non-Hispanic	
Count	432
Column %	72%
Hispanic/Latino	
Count	90
Column %	15%
Other	
Count	78
Column %	13%

Ideology Combined	Total
Sample Size	600
Liberal	
Count	134
Column %	22%
Moderate	
Count	290
Column %	48%
Conservative	
Count	160
Column %	27%
Refused	
Count	16
Column %	3%

Density	Total
Sample Size	600
Rural	
Count	103
Column %	17%
Suburban	
Count	370
Column %	62%
Urban	
Count	127
Column %	21%

2016 Vote	Total
Sample Size	600
Donald Trump	
Count	265
Column %	44%
Hillary Clinton	
Count	259
Column %	43%
Third Party Candidate	
Count	42
Column %	7%
Not Eligible/No Vote	
Count	20
Column %	3%
Unsure	
Count	13
Column %	2%
Refused	
Count	1
Column %	0%

Education Combined	Total
Sample Size	600
HS or Less	
Count	114
Column %	19%
Some College	
Count	180
Column %	30%
College Grad	
Count	210
Column %	35%
Post Grad Degree	
Count	96
Column %	16%
Refused	
Count	0
Column %	0%

Weight Variable = 2020 Likely Voter

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Now, here are the names of some people or organizations in the news. Please tell me if you have a very favorable, somewhat favorable, unfavorable or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so.   Q) Martha McSally

	Total	Age Combined		Region			Ethnicity Combined			Party			Gender	
	Total	18-54	55+	Maricopa	Pima	Rural	White, Non-Hispanic	Hispanic/Latino	Other	DEM	IND	REP	F	M
Sample Size	600	330	270	364	89	148	432	90	78	206	157	237	314	286
Very Favorable														
Count	157	79	78	87	22	48	123	15	19	11	29	117	81	76
Column %	26%	24%	29%	24%	25%	32%	29%	16%	24%	5%	18%	49%	26%	27%
Somewhat Favorable														
Count	106	62	44	65	20	21	77	15	14	10	25	71	53	52
Column %	18%	19%	16%	18%	22%	14%	18%	16%	17%	5%	16%	30%	17%	18%
Unfavorable														
Count	96	58	38	66	10	19	65	17	13	45	31	20	62	34
Column %	16%	17%	14%	18%	11%	13%	15%	19%	16%	22%	20%	8%	20%	12%
Very Unfavorable														
Count	212	119	93	129	33	49	153	36	24	133	63	16	100	112
Column %	35%	36%	34%	36%	37%	34%	35%	40%	30%	64%	40%	7%	32%	39%
Heard Of, No Opinion														
Count	25	10	15	11	4	10	10	7	7	5	7	13	13	12
Column %	4%	3%	5%	3%	4%	7%	2%	8%	9%	2%	4%	6%	4%	4%
Never Heard Of														
Count	5	3	2	5	0	0	3	0	2	3	2	0	4	1
Column %	1%	1%	1%	1%	0%	0%	1%	0%	3%	1%	1%	0%	1%	0%

	Ideology Combined			Density			2016 Vote					Education Combined			
	Liberal	Moderate	Conservative	Rural	Suburban	Urban	Donald Trump	Hillary Clinton	Third Party Candidate	Not Eligible/No Vote	Unsure	HS or Less	Some College	College Grad	Post Grad Degree
Sample Size	134	290	160	103	370	127	265	259	42	20	13	114	180	210	96
Very Favorable															
Count	16	61	78	40	93	24	139	11	1	4	3	34	52	46	25
Column %	12%	21%	49%	39%	25%	19%	52%	4%	3%	18%	20%	30%	29%	22%	26%
Somewhat Favorable															
Count	6	44	53	14	70	21	83	12	5	5	1	19	38	41	7
Column %	4%	15%	33%	14%	19%	17%	31%	5%	11%	26%	5%	17%	21%	20%	7%
Unfavorable															
Count	22	55	16	9	59	27	11	60	19	5	1	24	24	32	14
Column %	16%	19%	10%	9%	16%	21%	4%	23%	44%	26%	5%	21%	14%	15%	15%
Very Unfavorable															
Count	82	119	8	32	131	49	18	169	16	5	2	22	58	85	47
Column %	61%	41%	5%	31%	36%	38%	7%	65%	39%	25%	17%	19%	32%	40%	49%
Heard Of, No Opinion															
Count	7	11	2	6	15	4	11	4	1	1	7	10	8	4	2
Column %	5%	4%	1%	5%	4%	3%	4%	2%	3%	4%	52%	9%	4%	2%	2%
Never Heard Of															
Count	1	0	4	2	1	2	3	2	0	0	0	4	0	1	1
Column %	1%	0%	2%	2%	0%	1%	1%	1%	0%	0%	0%	3%	0%	0%	1%

Weight Variable = 2020 Likely Voter

Now, here are the names of some people or organizations in the news. Please tell me if you have a very favorable, somewhat favorable, unfavorable or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so.   Q) Kyrsten Sinema

	Total	Age Combined		Region			Ethnicity Combined			Party			Gender	
	Total	18-54	55+	Maricopa	Pima	Rural	White, Non-Hispanic	Hispanic/Latino	Other	DEM	IND	REP	F	M
Sample Size	600	330	270	364	89	148	432	90	78	206	157	237	314	286
Very Favorable														
Count	159	92	67	94	28	37	104	34	21	97	42	21	87	72
Column %	27%	28%	25%	26%	32%	25%	24%	37%	27%	47%	27%	9%	28%	25%
Somewhat Favorable														
Count	172	93	79	116	21	35	131	22	20	74	41	58	87	85
Column %	29%	28%	29%	32%	23%	24%	30%	24%	25%	36%	26%	24%	28%	30%
Unfavorable														
Count	113	59	54	67	21	25	95	9	9	10	29	74	54	60
Column %	19%	18%	20%	18%	24%	17%	22%	10%	12%	5%	19%	31%	17%	21%
Very Unfavorable														
Count	75	45	30	43	8	24	48	17	10	2	22	51	41	34
Column %	13%	14%	11%	12%	9%	17%	11%	19%	13%	1%	14%	21%	13%	12%
Heard Of, No Opinion														
Count	57	25	32	30	9	19	38	6	13	17	17	23	31	26
Column %	9%	8%	12%	8%	10%	13%	9%	7%	16%	8%	11%	10%	10%	9%
Never Heard Of														
Count	24	15	8	14	2	7	17	2	4	6	6	12	14	9
Column %	4%	5%	3%	4%	3%	5%	4%	3%	5%	3%	4%	5%	5%	3%

	Ideology Combined			Density			2016 Vote					Education Combined			
	Liberal	Moderate	Conservative	Rural	Suburban	Urban	Donald Trump	Hillary Clinton	Third Party Candidate	Not Eligible/No Vote	Unsure	HS or Less	Some College	College Grad	Post Grad Degree
Sample Size	134	290	160	103	370	127	265	259	42	20	13	114	180	210	96
Very Favorable															
Count	62	88	6	22	98	39	22	121	10	2	4	35	40	60	24
Column %	46%	30%	4%	21%	27%	31%	8%	47%	23%	11%	33%	31%	22%	29%	25%
Somewhat Favorable															
Count	47	98	24	23	110	39	50	95	18	4	3	19	45	66	41
Column %	35%	34%	15%	23%	30%	31%	19%	37%	42%	22%	25%	17%	25%	32%	43%
Unfavorable															
Count	6	47	58	21	76	16	91	10	7	3	2	22	44	35	12
Column %	4%	16%	36%	21%	20%	13%	34%	4%	16%	14%	18%	19%	24%	17%	13%
Very Unfavorable															
Count	6	31	38	21	43	11	63	3	3	6	0	21	24	19	12
Column %	5%	11%	24%	20%	12%	9%	24%	1%	8%	28%	0%	18%	13%	9%	12%
Heard Of, No Opinion															
Count	8	19	23	13	30	13	29	21	2	2	3	13	20	20	4
Column %	6%	7%	14%	13%	8%	11%	11%	8%	4%	10%	24%	11%	11%	9%	5%
Never Heard Of															
Count	5	8	11	2	13	8	10	9	3	3	0	5	7	9	2
Column %	4%	3%	7%	2%	4%	6%	4%	3%	6%	14%	0%	5%	4%	4%	2%

Weight Variable = 2020 Likely Voter

Now, here are the names of some people or organizations in the news. Please tell me if you have a very favorable, somewhat favorable, unfavorable or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so.   Q) Mark Kelly

	Total	Age Combined		Region			Ethnicity Combined			Party			Gender	
	Total	**18-54**	**55+**	**Maricopa**	**Pima**	**Rural**	**White, Non-Hispanic**	**Hispanic/Latino**	**Other**	**DEM**	**IND**	**REP**	**F**	**M**
Sample Size	600	330	270	364	89	148	432	90	78	206	157	237	314	286
Very Favorable														
Count	245	131	114	149	42	55	165	52	29	146	64	35	127	119
Column %	41%	40%	42%	41%	47%	37%	38%	57%	37%	71%	41%	15%	40%	42%
Somewhat Favorable														
Count	80	47	33	50	7	23	69	5	7	34	24	23	39	41
Column %	13%	14%	12%	14%	8%	16%	16%	5%	9%	17%	15%	10%	12%	14%
Unfavorable														
Count	68	36	33	36	12	21	54	9	6	5	17	46	38	30
Column %	11%	11%	12%	10%	13%	14%	12%	10%	8%	2%	11%	19%	12%	10%
Very Unfavorable														
Count	153	87	66	95	24	34	114	19	21	7	38	108	76	77
Column %	26%	26%	25%	26%	27%	23%	26%	21%	27%	4%	24%	46%	24%	27%
Heard Of, No Opinion														
Count	37	21	15	22	3	11	20	5	12	10	9	17	24	13
Column %	6%	6%	6%	6%	3%	8%	5%	6%	15%	5%	6%	7%	8%	5%
Never Heard Of														
Count	16	8	8	12	1	3	11	1	4	3	6	7	10	6
Column %	3%	3%	3%	3%	1%	2%	3%	1%	5%	1%	4%	3%	3%	2%

	Ideology Combined			Density			2016 Vote					Education Combined			
	Liberal	**Moderate**	**Conservative**	**Rural**	**Suburban**	**Urban**	**Donald Trump**	**Hillary Clinton**	**Third Party Candidate**	**Not Eligible/No Vote**	**Unsure**	**HS or Less**	**Some College**	**College Grad**	**Post Grad Degree**
Sample Size	134	290	160	103	370	127	265	259	42	20	13	114	180	210	96
Very Favorable															
Count	92	134	15	35	146	65	28	187	20	5	5	39	65	94	47
Column %	69%	46%	10%	34%	39%	51%	11%	72%	49%	26%	36%	34%	36%	45%	49%
Somewhat Favorable															
Count	23	46	6	11	54	15	19	49	9	1	3	16	21	27	16
Column %	17%	16%	4%	11%	15%	12%	7%	19%	21%	6%	20%	14%	12%	13%	17%
Unfavorable															
Count	6	25	37	12	42	14	54	5	5	4	0	16	22	21	10
Column %	5%	9%	23%	11%	11%	11%	20%	2%	12%	18%	0%	14%	12%	10%	10%
Very Unfavorable															
Count	6	68	76	34	96	23	133	8	5	5	3	31	56	50	17
Column %	4%	23%	48%	33%	26%	18%	50%	3%	12%	23%	20%	27%	31%	24%	18%
Heard Of, No Opinion															
Count	4	16	14	6	25	6	20	8	0	4	3	7	13	12	5
Column %	3%	5%	9%	6%	7%	4%	8%	3%	0%	21%	24%	6%	7%	6%	5%
Never Heard Of															
Count	3	1	11	4	7	4	10	2	3	1	0	5	3	7	2
Column %	2%	0%	7%	4%	2%	3%	4%	1%	6%	6%	0%	4%	2%	3%	2%

Weight Variable = 2020 Likely Voter

Q) If the U.S. Senate race was held today, which of the following candidates, listed in random order, would you be most likely to vote for?

	Total	Age Combined		Region			Ethnicity Combined			Party			Gender	
	Total	18-54	55+	Maricopa	Pima	Rural	White, Non-Hispanic	Hispanic/Latino	Other	DEM	IND	REP	F	M
Sample Size	600	330	270	364	89	148	432	90	78	206	157	237	314	286
Republican Martha McSally														
Count	253	132	122	148	38	68	194	32	27	12	55	187	130	123
Column %	42%	40%	45%	41%	43%	46%	45%	36%	35%	6%	35%	79%	41%	43%
Democrat Mark Kelly														
Count	309	175	135	193	49	67	217	54	38	186	87	36	161	148
Column %	52%	53%	50%	53%	55%	45%	50%	60%	49%	90%	55%	15%	51%	52%
Unsure/Undecided														
Count	34	22	12	20	2	13	19	4	11	9	13	12	21	13
Column %	6%	7%	4%	5%	2%	9%	4%	5%	14%	4%	8%	5%	7%	5%
Refused														
Count	3	2	1	3	0	0	1	0	2	0	2	1	1	2
Column %	1%	0%	1%	1%	0%	0%	0%	0%	2%	0%	1%	0%	0%	1%

	Ideology Combined			Density			2016 Vote					Education Combined			
	Liberal	Moderate	Conservative	Rural	Suburban	Urban	Donald Trump	Hillary Clinton	Third Party Candidate	Not Eligible/No Vote	Unsure	HS or Less	Some College	College Grad	Post Grad Degree
Sample Size	134	290	160	103	370	127	265	259	42	20	13	114	180	210	96
Republican Martha McSally															
Count	13	102	137	53	158	42	231	12	4	5	1	52	86	83	32
Column %	10%	35%	85%	51%	43%	33%	87%	5%	10%	26%	8%	46%	48%	40%	33%
Democrat Mark Kelly															
Count	116	166	17	44	190	75	27	236	32	8	5	46	82	118	63
Column %	87%	57%	11%	43%	51%	59%	10%	91%	76%	40%	41%	41%	46%	56%	66%
Unsure/Undecided															
Count	5	20	5	6	19	10	6	10	4	7	6	15	12	7	1
Column %	3%	7%	3%	6%	5%	8%	2%	4%	10%	35%	51%	13%	6%	4%	1%
Refused															
Count	0	2	1	0	3	0	0	0	2	0	0	1	0	1	0
Column %	0%	1%	1%	0%	1%	0%	0%	0%	4%	0%	0%	1%	0%	1%	0%

Weight Variable = 2020 Likely Voter