

# Arizona Statewide (GOP Primary)

FINAL

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STUDY 12313

THE TARRANCE GROUP, INC.

N = 600 "likely" Republican primary voters

Field Dates: December 8-10, 2009

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Hello, I'm \_\_\_\_\_ of The Tarrance Group, a national survey research firm. We're talking to people long distance today about public leaders and issues facing us all. May I please speak with (NAME FROM SAMPLE SHEET?)

Yes (CONTINUE)

No (THANK AND TERMINATE)

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Now thinking ahead to Republican primary election that will be held in August, 2010 –

A. What is the likelihood of your voting in the November, 2010 Republican primary election– are you extremely likely, very likely, somewhat likely, or not very likely at all?

(CONTINUE)

Extremely Likely ..... 75%  
Very Likely ..... 21%  
Somewhat Likely .....5%

(THANK AND TERMINATE)

Not Very Likely  
UNSURE (DNR)

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B. Are you, or is anyone in your household, employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (THANK AND TERMINATE)

No (CONTINUE)

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Now, thinking specifically about United States Senator John McCain for a moment --

1. Do you approve or disapprove of the way John McCain is handling his job as Senator?

IF CHOICE MADE, ASK: And  
do you strongly or somewhat  
(approve/disapprove)?

Approve/strongly ..... 35%  
Approve/somewhat ..... 31%  
UNSURE (DNR) ..... 10%  
Disapprove/somewhat..... 12%  
Disapprove/strongly ..... 12%

(MCCJA)

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\* = less than .5%

IF VALUES 4-5 IN Q1, ASK:

1-1. And, being as specific as you can, what would you say is the single most important reason why you disapprove of the job John McCain is doing?

**(PROBE: PLEASE TELL ME MORE ABOUT THAT)**

	Frequency	Percent	Valid Percent
Too Democrat / Liberal	30	5.0	21.0
Issue Disagreement / Illegal immigration	29	4.8	20.3
Out of touch with the people / Poor representation	16	2.7	11.2
Issue Disagreement / General	15	2.5	10.5
Not conservative enough	14	2.3	9.8
Against McCain / Personal	12	2.0	8.4
Issue Disagreement / Health care	9	1.5	6.3
Other	9	1.5	6.3
Ready for change	6	1.0	4.2
Unsure/Refused	2	0.3	1.4
Job disapproval / General	1	0.2	0.7

**(MCJAOE)**

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Now, thinking for a moment about things in Arizona --

2. Do you feel things in Arizona are going in the right direction, or do you feel things have gotten off on the wrong track?

**IF CHOICE MADE, ASK:** And do you feel strongly or somewhat about that?

Right direction/strongly .....	6%
Right direction/somewhat .....	14%
UNSURE (DNR) .....	16%
Wrong track/somewhat .....	19%
Wrong track/strongly .....	45%

**(DIRECT)**

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Now I would like to read you a list of issues that some people from this part of Arizona have said are important to them. Please listen as I read the list and tell me which one issue you think is most important. **(READ AND ROTATE ISSUES)**

	<u>Q3 MOST IMPORTANT</u>
• Controlling state spending	12%
• Improving health care	3%
• Strengthening Arizona’s economy	19%
• Improving education	9%
• Improving Arizona’s transportation system	*
• Dealing with the home foreclosure crisis	2%
• Reducing the tax burden on working families	4%
• Protecting existing jobs and creating new jobs	11%
• Dealing with illegal immigration	23%
• Promoting stronger family values	5%
• COMBINATION/EQUALLY <b>(DNR)</b>	12%
• OTHER <b>(DNR)</b>	*
• NONE <b>(DNR)</b>	
• UNSURE <b>(DNR)</b>	1%
<b>(ISSUE)</b>	

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**\*\* ASK OF EVERYONE \*\***

Now I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and if so, whether you have a favorable or an unfavorable impression of that person. If you do not recognize the name, just say so. Here is the first one ...

**WAIT FOR RESPONSE, THEN ASK:** *Would that be a strongly (favorable/unfavorable) impression or just a somewhat (favorable/unfavorable) impression?*

(ROTATE NAMES)		FAVORABLE		UNFAVORABLE		NO <u>OPIN.</u>	NEVER <u>HEARD</u>
		<u>Strng</u>	<u>Smwht</u>	<u>Smwht</u>	<u>Strng</u>		
4.	Jan Brewer (JBID)	9%	43%	17%	14%	9%	9%
5.	John Kyl (JKID)	57%	25%	4%	6%	6%	3%
6.	J.D. Hayworth (JHID)	33%	27%	8%	7%	10%	15%
<b>(END ROTATION)</b>							
7.	John McCain (JMID)	40%	38%	10%	10%	3%	

**\*\* ASK OF EVERYONE \*\***

Thinking about a possible Republican primary election for United States Senate --

8. If the Republican primary election for United States Senate were held today and you had to make a choice, for whom would you vote... **(ROTATE)**

- John McCain,
- or*
- J.D. Hayworth, ?

**IF "UNDECIDED", ASK:**

And which candidate do you lean toward slightly?

**IF CHOICE MADE, ASK:**

Would you say that you are definitely going to vote for him/her, or probably going to vote for him/her?

McCain/definitely .....	38%
McCain/probably .....	15%
McCain/lean .....	4%
UNDECIDED (DNR).....	8%
Hayworth/lean .....	4%
Hayworth/probably .....	10%
Hayworth/definitely .....	22%

**(SENBAL1)**

Now I would like to read you a list of characteristics or issue positions about J.D. Hayworth, a potential candidate for the United States Senate. Please listen as I read this list and tell me, for each one, whether knowing about this characteristic or issue position would make you more likely or less likely to vote for J.D. Hayworth. (RANDOMIZE)

**IF CHOICE MADE, ASK:** And do you feel strongly about that?

		MORE LIKELY		NO	LESS LIKELY		
		<u>Strng</u>	<u>Smwht</u>	<u>UNSURE</u>	<u>DIFF</u>	<u>Smwht</u>	
				(DNR)	(DNR)	<u>Strng</u>	
9.	J.D. Hayworth used his political action committee to pay his wife an annual salary and other fees even though all of major administrative work for the committee was done by others. <b>(PROMPT: WOULD KNOWING THIS MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR J.D. HAYWORTH?)</b>	5%	4%	12%	18%	22%	41%
10.	J.D. Hayworth received more than one hundred fifty thousand dollars in contributions from lobbyist Jack Abramoff and his associates. Abramoff is currently in federal prison for defrauding his clients.	5%	4%	13%	21%	18%	39%
11.	J.D. Hayworth never returned any campaign contributions that he received from Jack Abramoff, a convicted felon.	5%	4%	14%	23%	19%	35%
12.	On five occasions from 1999 to 2001, J D. Hayworth neglected to report that he used sports skyboxes provided by convicted felon Jack Abramoff. Instead of refunding the cost of these donations, the Hayworth campaign sent a payment of nearly \$13,000 to two Indian tribes.	4%	8%	15%	23%	19%	31%
13.	When he was running for re-election to Congress in 2006, <i>The Arizona Republic</i> described him as a bully and among Capitol Hill's worst offenders of extreme partisanship.	14%	8%	14%	21%	16%	27%

**(JDLIK1-5)**

**(END ROTATION)**

Now, thinking again about this possible United States Senate primary...

16. If the Republican primary election for United States Senate were held today and you had to make a choice, for whom would you vote... **(ROTATE)**

- John McCain,
- or*
- J.D. Hayworth, ?

**IF "UNDECIDED", ASK:**  
And which candidate do you lean toward slightly?

**IF CHOICE MADE, ASK:**  
Would you say that you are definitely going to vote for him/her, or probably going to vote for him/her?

McCain/definitely .....	44%
McCain/probably .....	16%
McCain/lean .....	2%
UNDECIDED <b>(DNR)</b> .....	10%
Hayworth/lean .....	3%
Hayworth/probably .....	8%
Hayworth/definitely .....	18%

**(SENBAL2)**

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Now, just a few final questions for statistical purposes only --

D1. What is your age, please?

18-24.....	1%
25-29.....	1%
30-34.....	2%
35-39.....	3%
40-44.....	4%
45-54.....	14%
55-64.....	18%
65-69.....	12%
70-74.....	12%
75-79.....	12%
80-84.....	9%
85-89.....	4%
90 or over .....	2%
REFUSED.....	7%

**(ACTAGE)**

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D2. What is the highest level of education you have completed?

**(DO NOT READ, JUST RECORD)**

Some grade school (1-8).....	1%
Some high school (9-11).....	1%
Graduated high school(12) .....	13%
Technical/vocational(12) .....	2%
Some college (13-15).....	32%
Graduated college (16).....	35%
Graduate/professional school (16 or more).....	14%
UNSURE/REFUSED <b>(DNR)</b> .....	2%

**(EDUC)**

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D3. When thinking about politics and government, do you consider yourself to be...  
**(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

Very conservative ..... 49%  
 Somewhat conservative ..... 38%  
 MODERATE (DNR).....8%  
 Somewhat liberal .....4%  
 Very liberal..... \*  
 UNSURE/DK (DNR).....1%

**(IDEOL)**

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D4. Are you or is any member of your household a veteran? **(IF “SELF” AND “OTHER” RECORD “SELF”)**

Yes/self..... 29%  
 Yes/other member..... 22%  
 No..... 49%  
 UNSURE/REFUSED (DNR).....

**(VETERAN)**

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Now, thinking about the issue of abortion for a moment --

D5. Do you consider yourself to be -- **(ROTATE)** -- • pro-life, or • pro-choice?

**IF CHOICE MADE, ASK:**  
 And do you feel strongly  
 about that?

Pro-life/strongly ..... 58%  
 Pro-life..... 12%  
 UNSURE (DNR).....3%  
 NEITHER (DNR).....3%  
 Pro-choice .....9%  
 Pro-choice/strongly ..... 14%

**(ABORT)**

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D6. Do you or anyone in your home own a firearm? **(IF “SELF” AND “OTHER” RECORD “SELF”)**

YES/self ..... 37%  
 YES/other..... 16%  
 NO, do not own a firearm..... 39%  
 UNSURE (DNR) ..... 1%  
 REFUSED (DNR) ..... 7%

**(GUNOWN)**

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D7. What is the church you or your family attends most often?  
**IF BAPTIST, ASK:** Is that Southern Baptist or some other Baptist church?  
**(DO NOT READ RESPONSES, JUST RECORD)**

AME (Africa Methd. Episcopal).....	Lutheran .....	5%
Assemblies of God .....	Mennonite .....	*
Baptist/American .....	Methodist/United Methodist .....	6%
Baptist/Missionary or Indep.2%	Mormon/Latter Day Saints.....	15%
or Primitive or other .....	Nazarene .....	1%
Baptist/Southern .....	Non-denominational .....	2%
Bible Church.....	Other Protestant.....	3%
Christian Church.....	Pentecostal/Charismatic .....	1%
Christian Reformed Church .....	Presbyterian/United Presb .....	4%
Church of Christ .....	Quaker/Amish .....	
Church of God .....	Reformed Church in America .....	1%
Disciples of Christ .....	Roman Catholic.....	12%
Episcopalian .....	Seventh Day Adventist.....	*
Evangelical .....	United Church of Christ .....	*
Friends .....	OTHER (SPECIFY).....	5%
Fundamentalist .....		
Eastern/Greek Orthodox.....	None ( <b>TO YY</b> ) .....	12%
Jewish .....	DK/REFUSED ( <b>TO YY</b> ).....	8%

**(RDENOM)**

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IF ANY RELIGIOUS AFFILIATION IN D7, ASK:

D7-1. And how often do you attend church (or synagogue)?

More than once a week.....	15%
Once a week .....	55%
Several times a month .....	8%
Once a month.....	5%
Several times a year.....	10%
Only on holidays .....	4%
NEVER/DON'T ATTEND.....	3%
UNSURE/REFUSED .....	1%

**(RDENOMFR)**

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**\*\* ASK OF EVERYONE \*\***

Now, thinking about your sources of information --

D8. Which of the following sources would you say you rely on most often, on a regular basis, for your information about government, politics, and important issues – **(RANDOMIZE)** –

Cable TV News channels .....	27%
TV news .....	15%
Local newspapers.....	11%
Radio news.....	3%
Talk Radio.....	10%
Internet web sites .....	12%
Magazines or periodicals .....	2%
OTHER <b>(DNR)</b> .....	1%
COMBINATION/ALL <b>(DNR)</b> .....	20%
NONE <b>(DNR)</b> .....	1%
UNSURE/DK <b>(DNR)</b> .....	1%

**(INFO)**

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Still thinking about your viewing habits, specifically as they pertain to “Fox News” –

D9. How often would you say that you watch the Fox News Channel? Would you say that you watch the Fox News Channel – **(ROTATE, FRONT TO BACK, BACK TO FRONT)** -- • daily, • a few times a week, • every so often, or • not at all?

Daily .....	47%
Few times a week.....	19%
Every so often .....	19%
Not at all.....	13%
UNSURE/DK <b>(DNR)</b> .....	2%

**(FOXNEWS)**

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And, thinking about your radio listening habits, specifically as they pertain to talk radio –

D10. How often would you say that you listen to political talk radio shows like Rush Limbaugh, Sean Hannity, Bob Grant, or Mark Levin? Would you say that you listen to these political talk radio shows – **(ROTATE, FRONT TO BACK, BACK TO FRONT)** -- • daily, • a few times a week, • every so often, or • not at all?

Daily .....	22%
Few times a week.....	14%
Every so often .....	21%
Not at all.....	41%
UNSURE/DK <b>(DNR)</b> .....	2%

**(TRADIO)**

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D11. Sex/Emp (**BY OBSERVATION**)

**ASK OF EVERYONE:** Are you employed outside the house, are you a homemaker, or are you retired?

Male/employed ..... 17%  
Male/homemaker .....  
Male/retired ..... 28%  
Male/not in labor force ..... 1%

Female/employed ..... 17%  
Female/homemaker ..... 9%  
Female/retired ..... 26%  
Female/not in labor force ..... 1%

MALE/REFUSED (**DNR**) ..... 1%  
FEMALE/REFUSED (**DNR**) ..... 1%

**(SEXEMP)**

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**ITEMS TO RECORD FROM SAMPLE**

D12. REGION \_\_

D13. COUNTY \_\_ \_\_ \_\_

D14. CONGRESSIONAL DISTRICT \_\_ \_\_

D15. STATE SENATE DISTRICT \_\_ \_\_

D16. STATE HOUSE DISTRICT \_\_ \_\_ \_\_

D17. ZIP CODE \_\_ \_\_ \_\_ \_\_ \_\_

D18. VOTE HISTORY

2008 \_\_  
2006 \_\_  
2004 \_\_  
2002 \_\_