



Arizona Post-High School Education Policy Issues Survey





*Summary of Findings from a Survey of Arizona Voters
Conducted September 19-26, 2024*

HIGHGROUND
PUBLIC AFFAIRS CONSULTANTS



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	September 19-26, 2024
Survey Type	Dual-mode Voter Survey
Research Population	State of Arizona Likely November 2024 Voters
Total Interviews	602
Margin of Sampling Error	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Tracking Survey	November 2023
Research Team	Bipartisan Research Team of FM3 Research (D) and HighGround Public Affairs (R)

(Note: Not All Results Will Sum to 100% Due to Rounding)

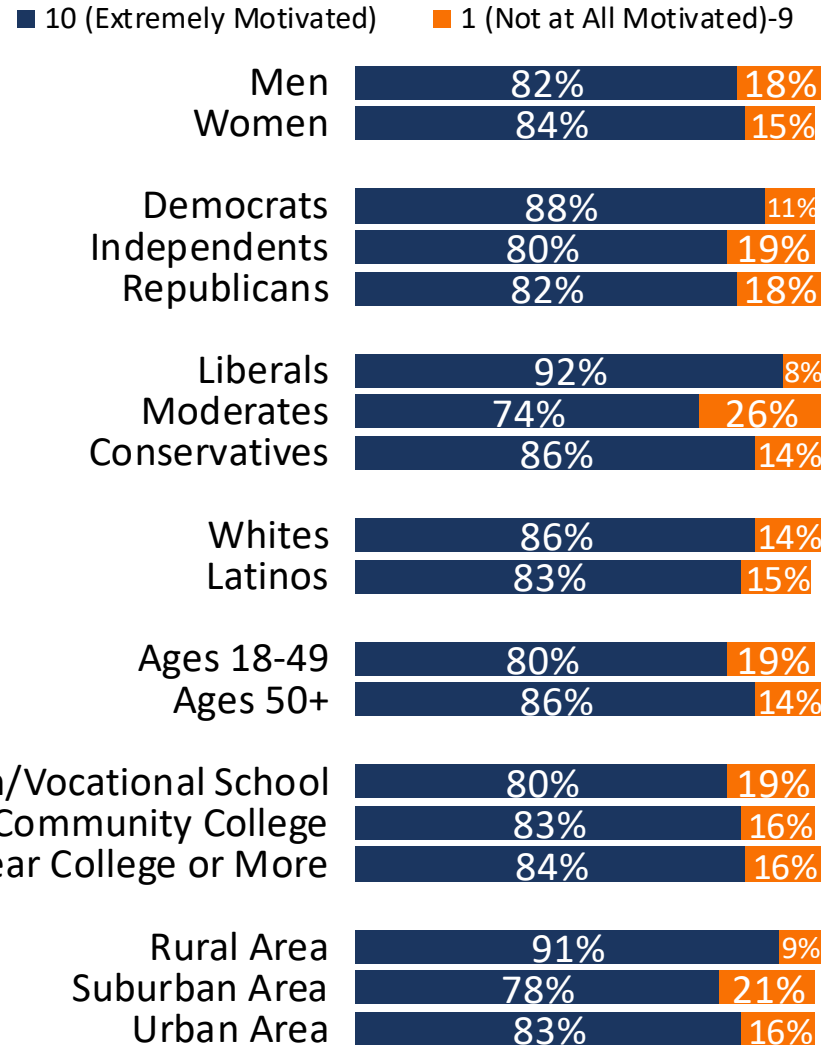
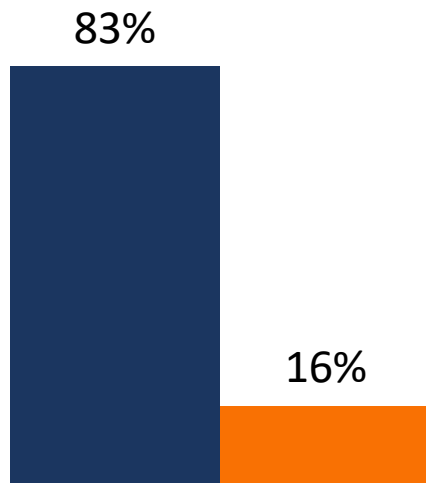


Arizona Voter Election Engagement & Mood

The vast majority of Arizonans are highly engaged with this year's election...

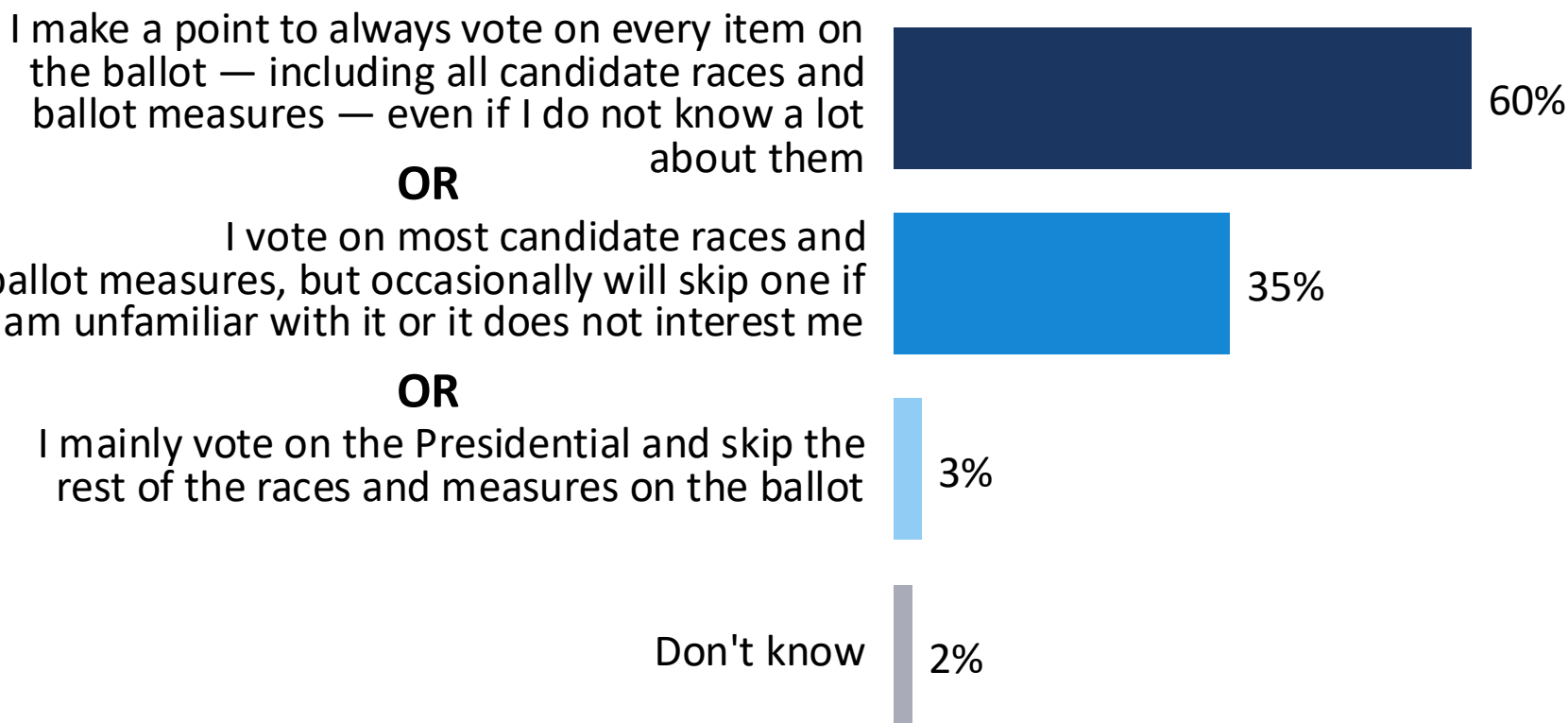
Thinking about the November election for President, Senator, Congress, state and local offices and ballot measures, please rate your level of motivation to vote on a scale from one to ten, where one means you are not at all motivated to vote and ten means you are extremely motivated to vote.

■ 10 (Extremely Motivated) ■ 1 (Not at All Motivated)-9



...and more than nine in ten say they intend to vote on all or most candidate races and measures on the ballot.

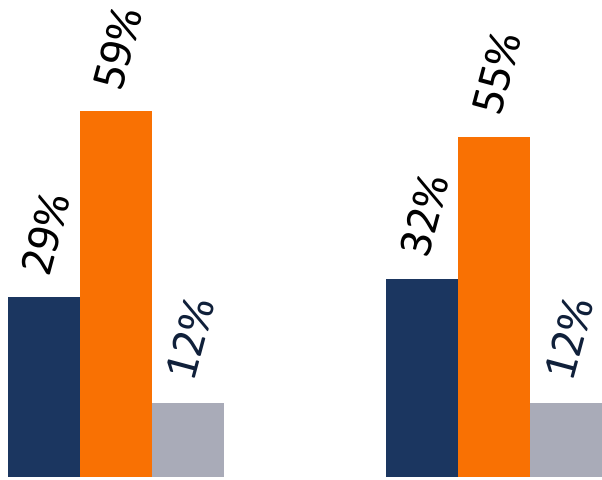
Thinking about elections and voting, which of the following three statements is the most accurate for you?



Overall, a majority continues to hold a pessimistic view of Arizona – opinion of the state is most divided along partisan lines.

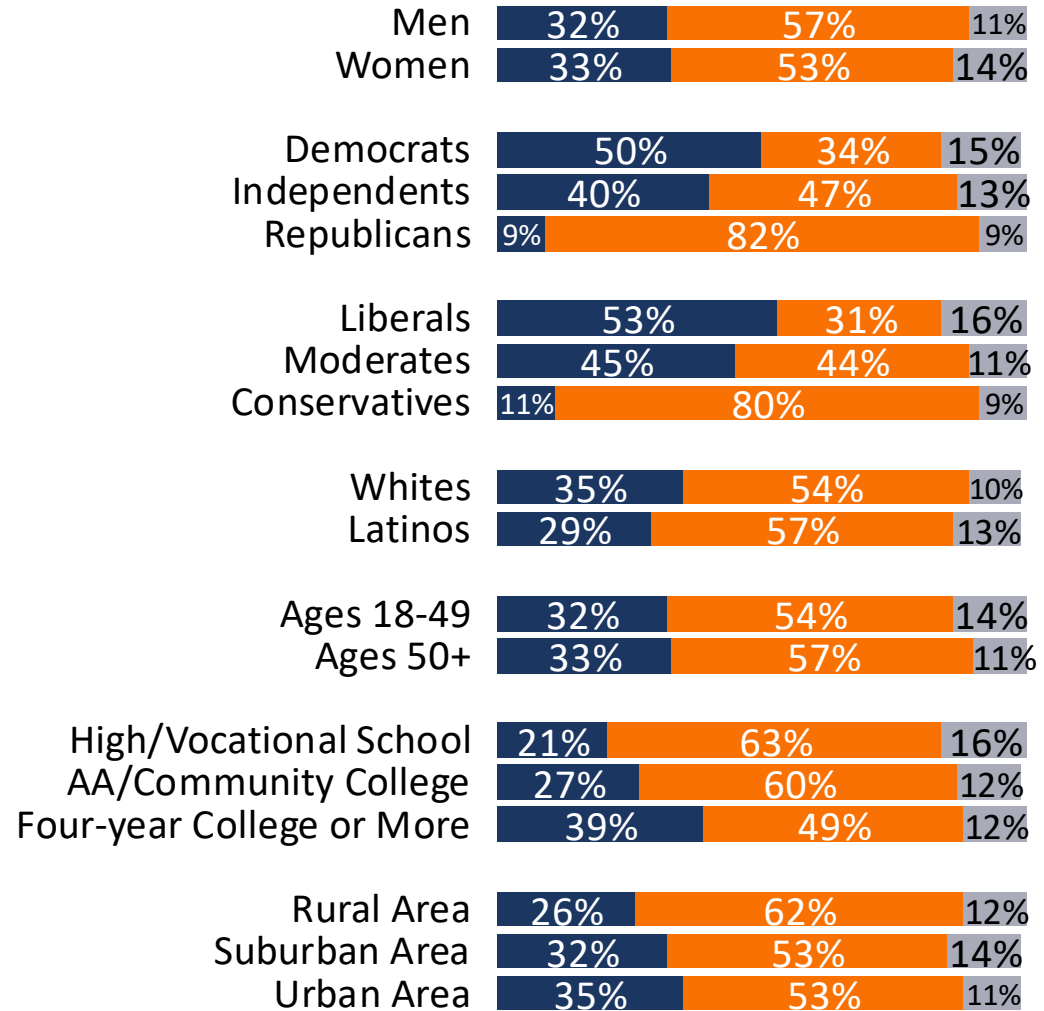
Would you say that things in the State of Arizona are generally going in the right direction, or do you feel things are off on the wrong track?

■ Right Direction ■ Wrong Track ■ Don't Know



November 2023 September 2024

■ Right Direction ■ Wrong Track ■ Don't Know





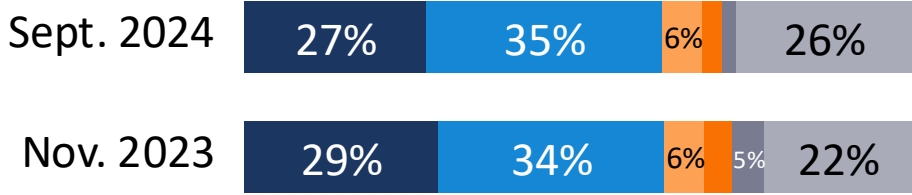
Favorability Ratings

Six in ten voters continue to have a positive impression of Arizona's community colleges, technical colleges and state universities.

■ Very Fav.
 ■ Smwt. Fav.
 ■ Smwt. Unfav.
 ■ Very Unfav.
 ■ Never Heard of
 ■ Can't Rate

Total Fav. **Total Unfav.**

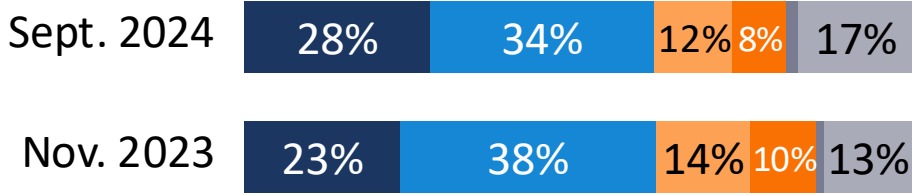
Your local community or technical college, such as Mesa Community College, Pima Community College, Western Arizona Community College



63% **9%**
63% **10%**

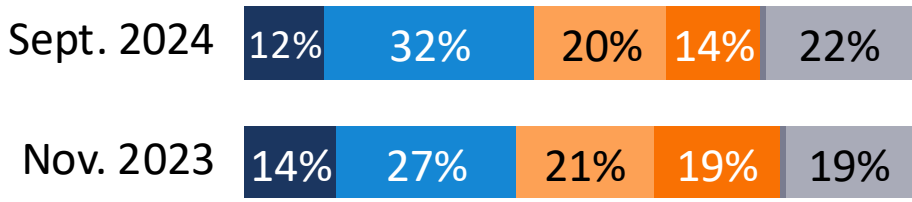


Arizona's public universities - the University of Arizona, Arizona State University and Northern Arizona University



62% **20%**
61% **25%**

Your public school district



43% **34%**
41% **40%**

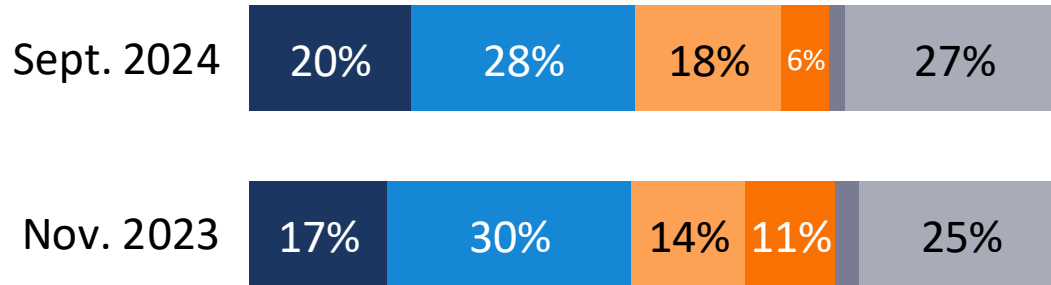
Similar to last year, pluralities rate the state's private and online universities favorably.

■ Very Fav.
 ■ Smwt. Fav.
 ■ Smwt. Unfav.
 ■ Very Unfav.
 ■ Never Heard of
 ■ Can't Rate

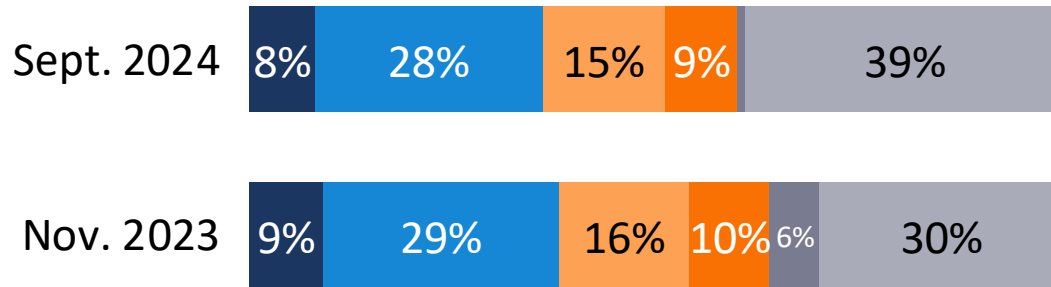
Total Fav.
 Total Unfav.



*Private universities in Arizona, such as Grand Canyon University



*Online universities such as the University of Phoenix

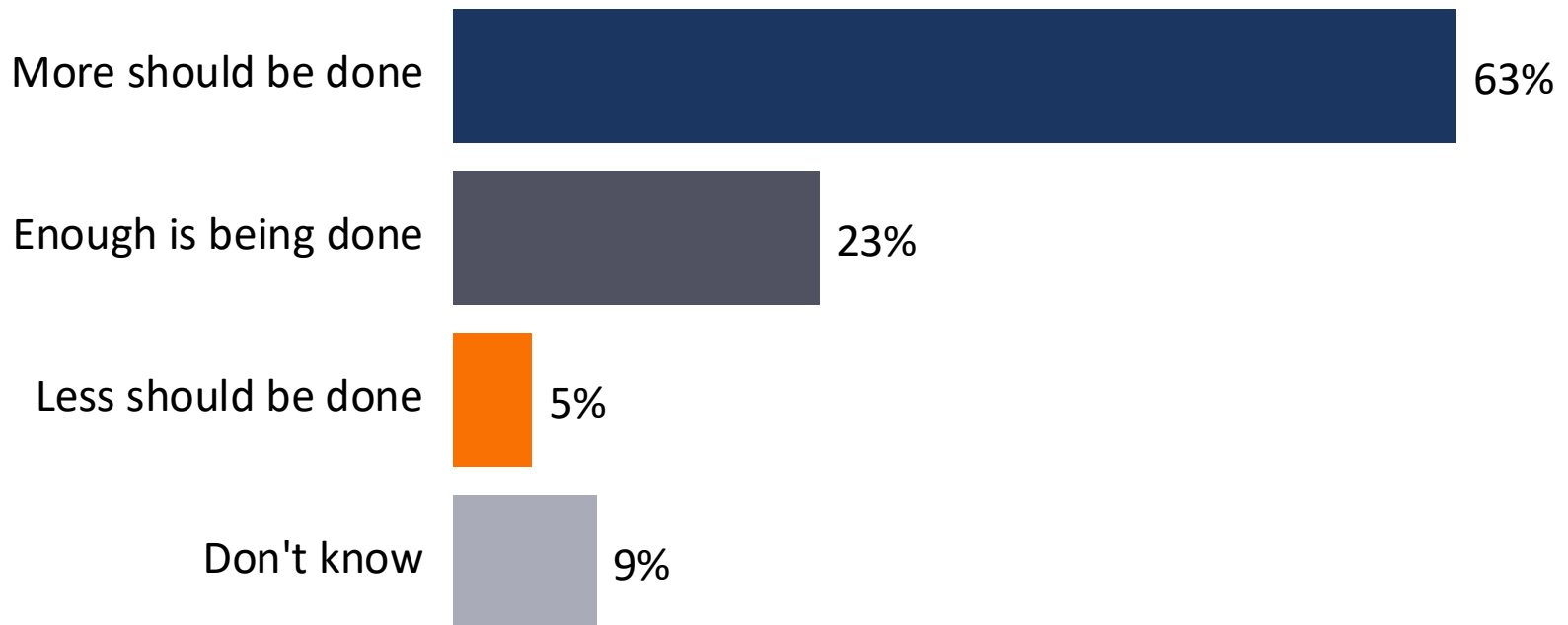




Meeting Arizona's Need for an Educated Workforce

More than six in ten voters support doing more to reach the goal of 60% of Arizonans pursuing education or training beyond high school.

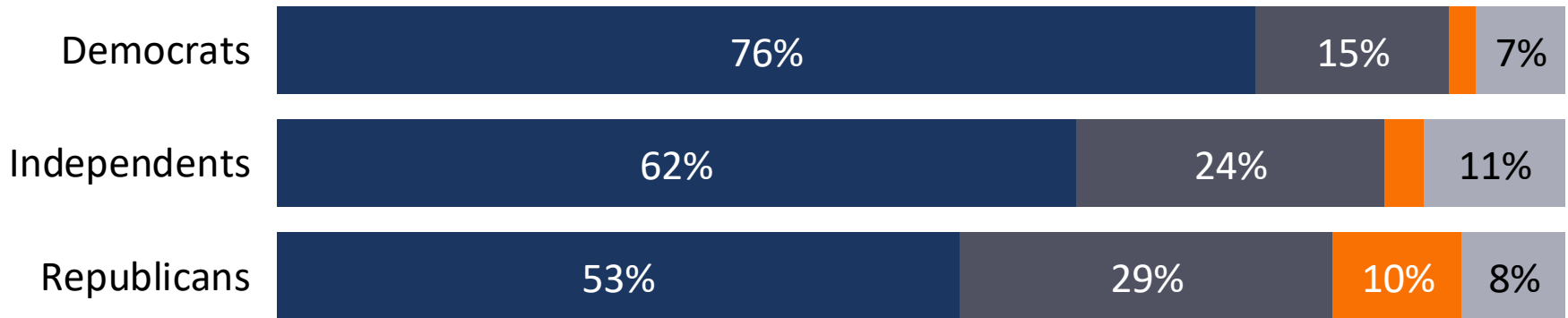
Arizona is working toward a goal that by 2030, at least 60% of Arizonans ages 25-64 will complete education beyond high school, including a four-year college, community college, apprenticeship, or a workforce certification program to ensure the state has a skilled and educated workforce. Currently, only 48% of Arizonans ages 25-64 are estimated to have earned some type of workforce certification or degree after high school.



There is bipartisan support for “doing more” to increase the number of Arizonans who pursue education or training beyond high school.

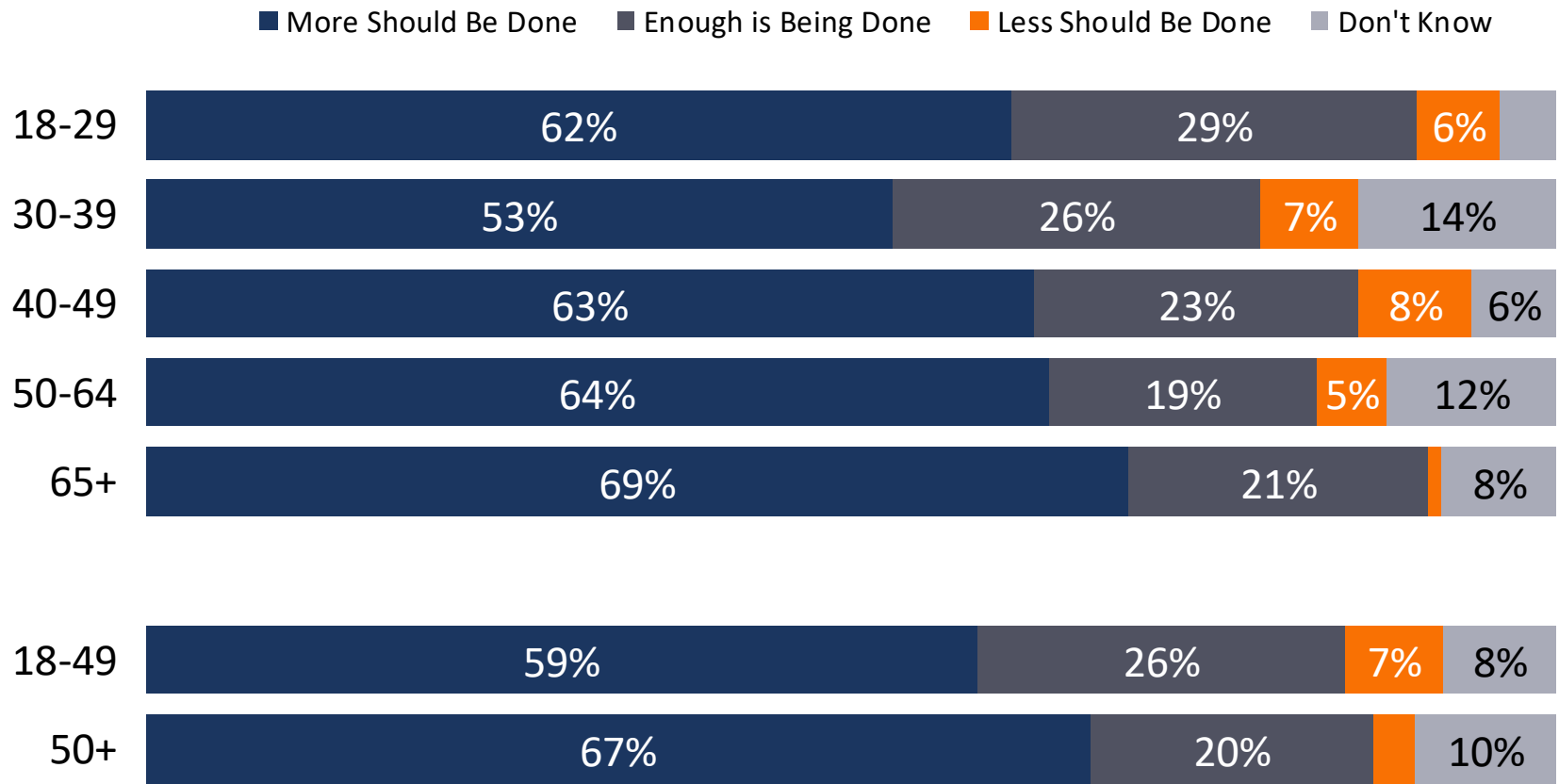
Meeting 60% Goal by Gender & Party

■ More Should Be Done ■ Enough is Being Done ■ Less Should Be Done ■ Don't Know



There is a consensus among voters of all ages that more should be done to increase the number of Arizonans with an education beyond high school.

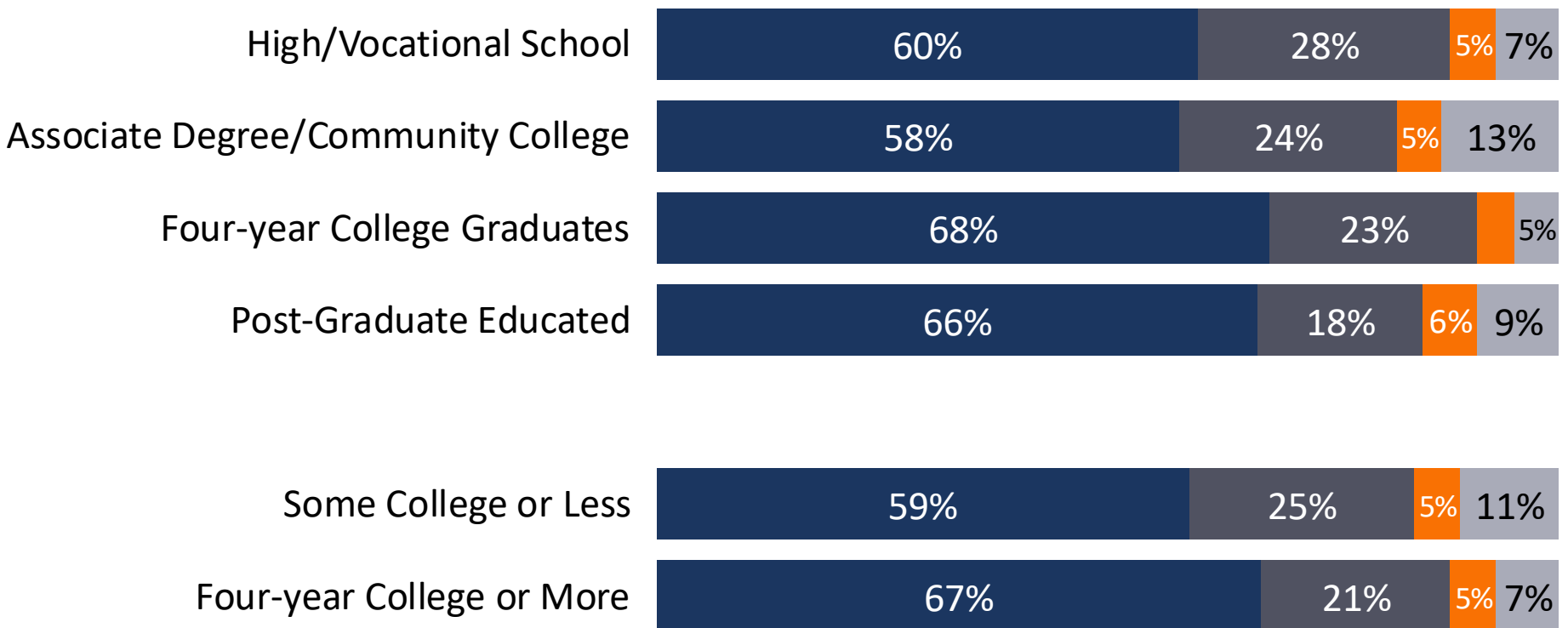
Meeting 60% Goal by Age



Regardless of education level, most voters see a need to promote post-high school education among Arizonans...

Meeting 60% Goal by Level of Education

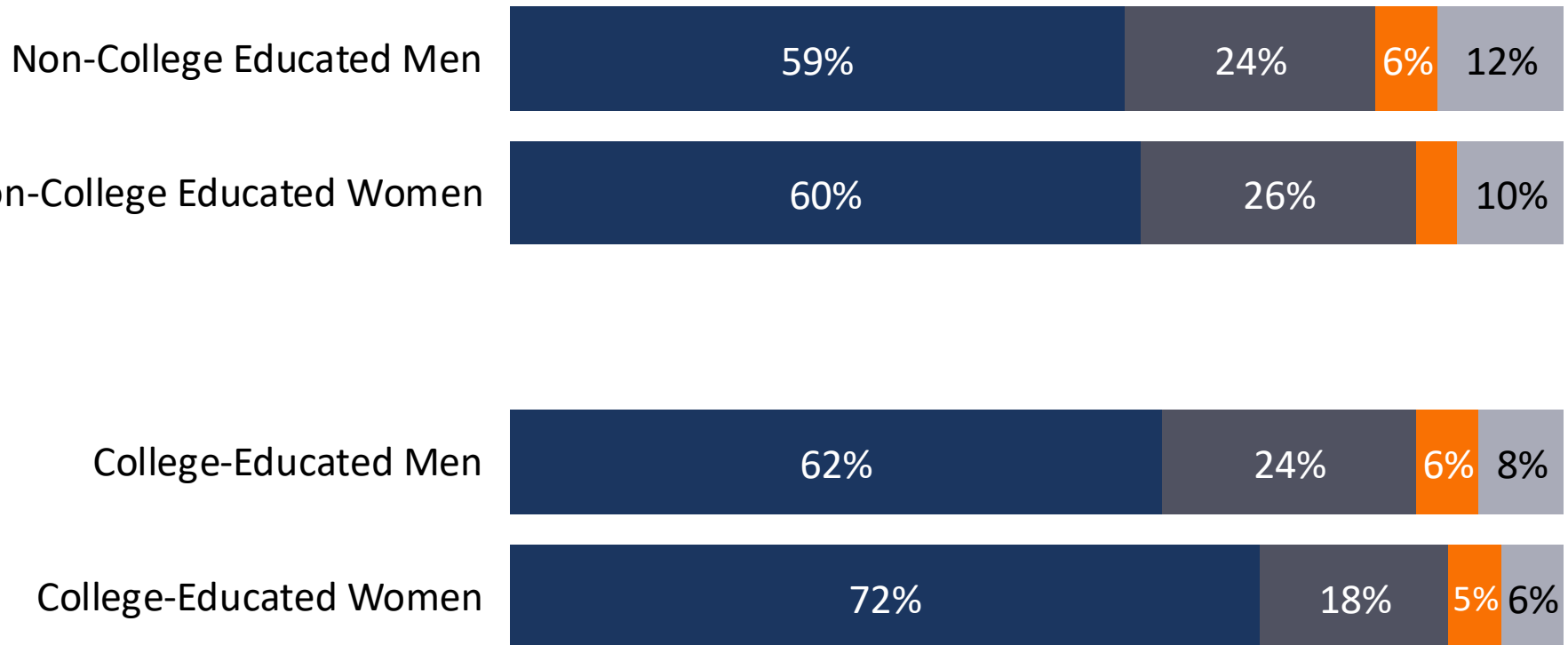
■ More Should Be Done ■ Enough is Being Done ■ Less Should Be Done ■ Don't Know



...this is also true regardless of gender and education level.

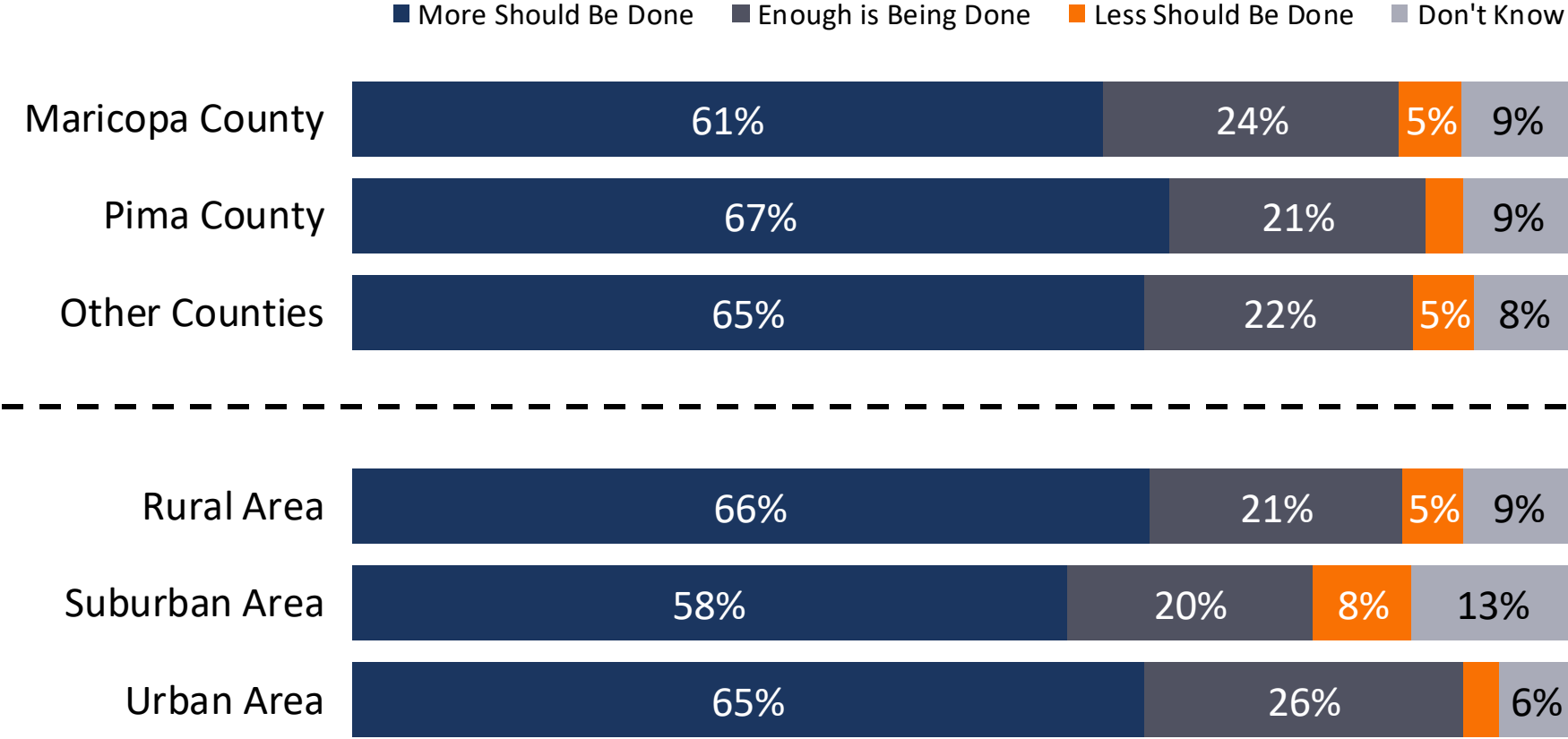
Meeting 60% Goal by Education by Gender

■ More Should Be Done ■ Enough is Being Done ■ Less Should Be Done ■ Don't Know



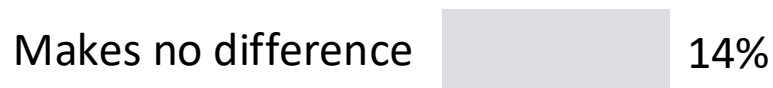
Voters in all parts of the state back the idea of increasing the number of Arizonans with an education beyond high school.

Meeting 60% Goal by County & Type of Area



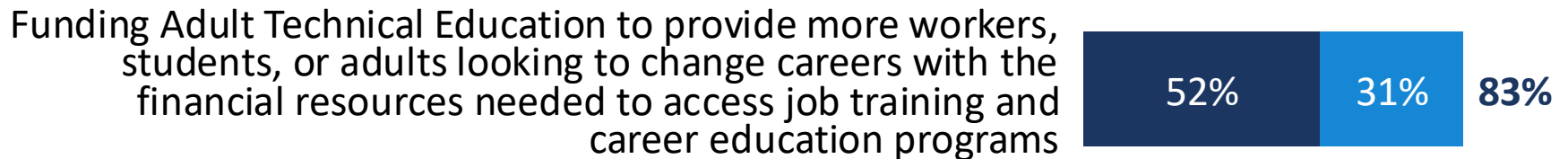
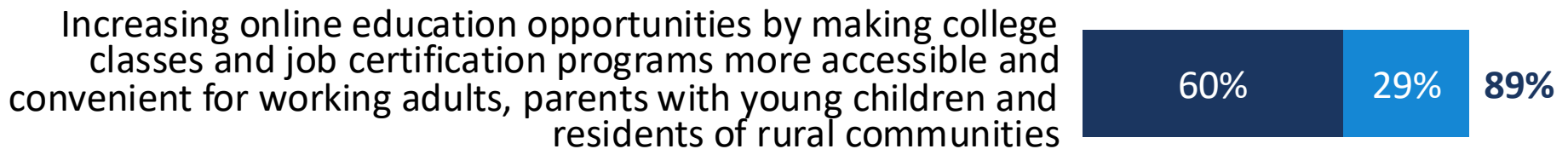
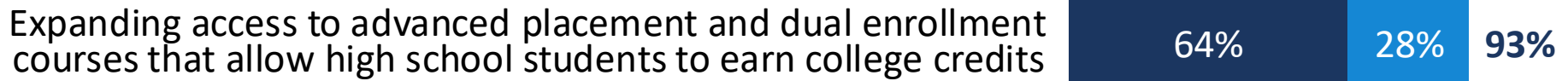
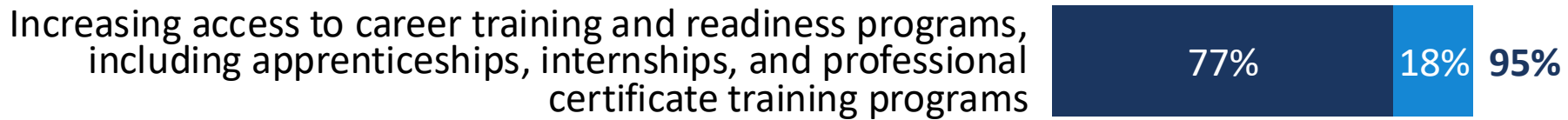
Three in four voters would be likely to vote for a candidate who supports doing more to reach the state's post-high school education attainment goal...

Suppose you knew that a candidate for elected office in Arizona was in favor of doing more to help Arizona achieve the goal of at least 60% of Arizonans completing education or training beyond high school by 2030. Would you be more likely to support that candidate or less likely to support that candidate?



Nevertheless, there is a great deal of support for investments to make higher education and career/job training programs more accessible...

■ Strongly Support ■ Somewhat Support



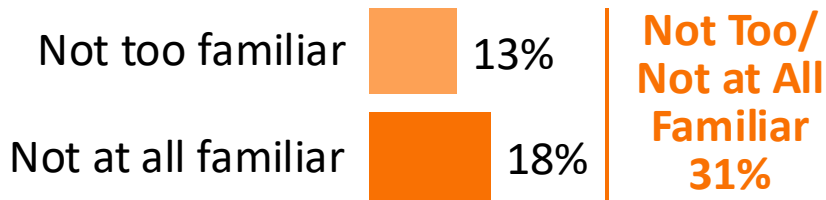


Promoting FAFSA Among Arizona Voters

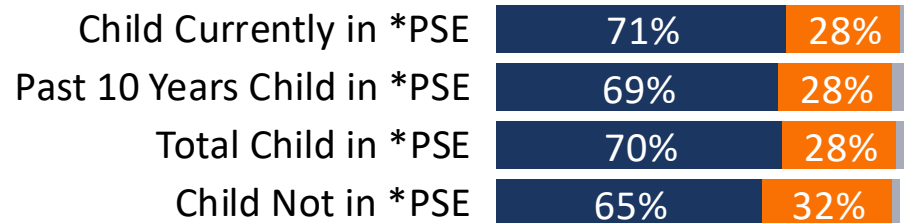
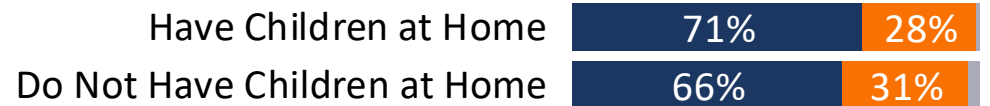
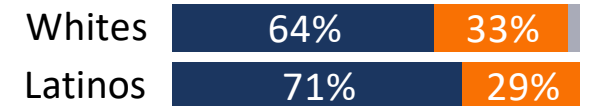
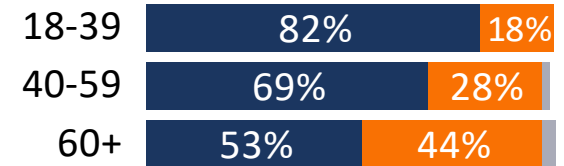
Most Arizonans are familiar with FAFSA, but especially voters ages 18-39 and those with a college degree.

Overall, how familiar are you with FAFSA, the application for federal student aid? Would you say very familiar, somewhat familiar, not too familiar or not at all familiar?

■ Very/Smwvt. Familiar ■ Not Too/Not at All Familiar ■ Don't Know



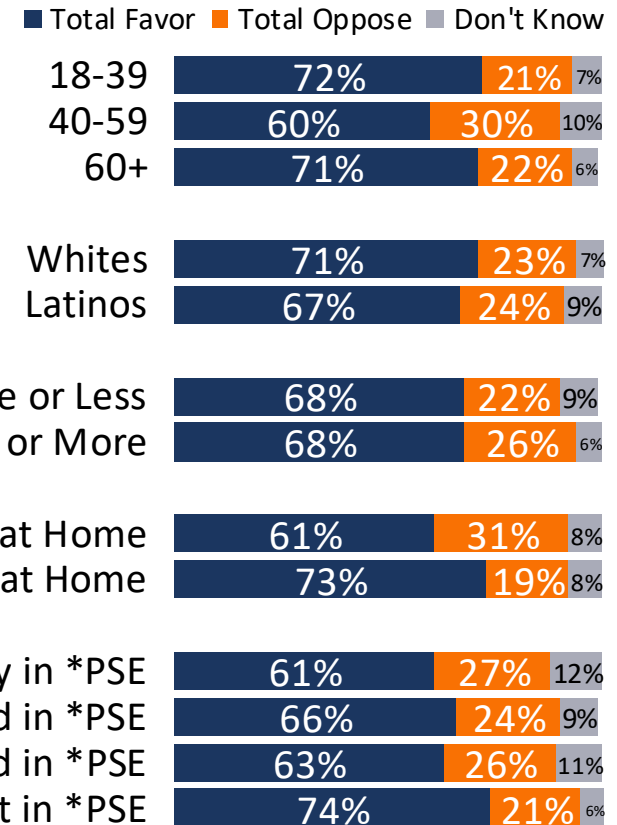
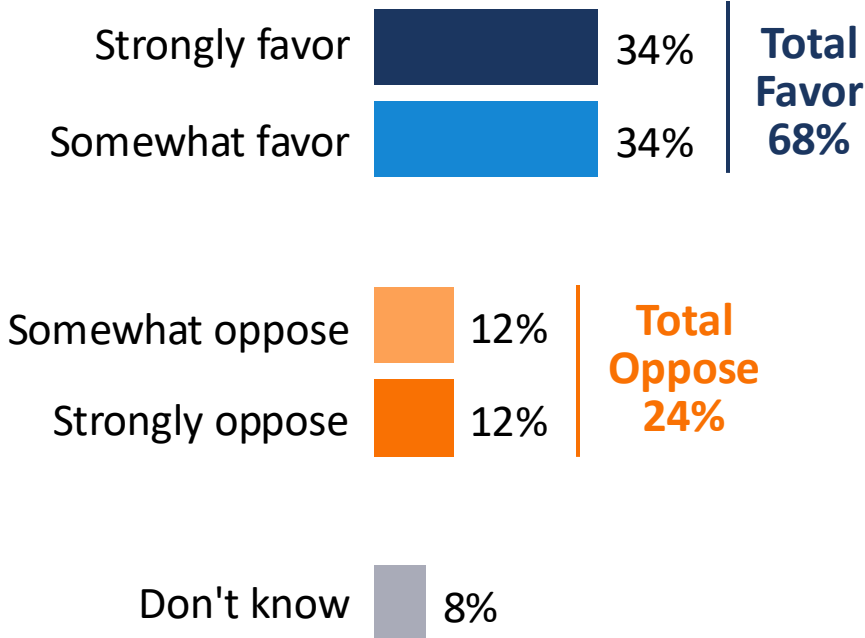
Don't know 2%



There is broad support for increasing the number of Arizona high schoolers who complete FAFSA...

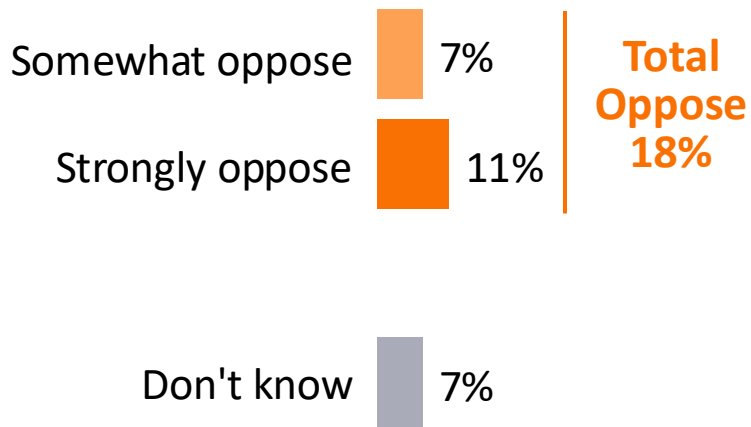
FAFSA is considered the gateway to receiving federal student aid for those who want to continue their education after high school, and those students who complete the FAFSA application are 84 times more likely to go attend a community college, four-year university or a career education program.

Knowing this, do you favor or oppose creating incentives for Arizona high school students to complete the application for federal student aid?

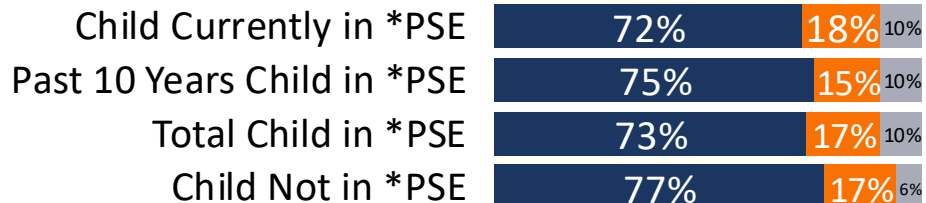
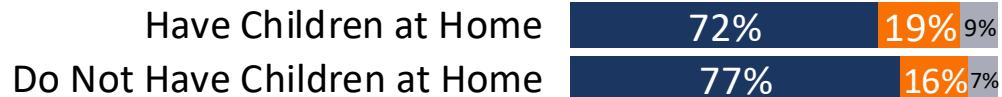
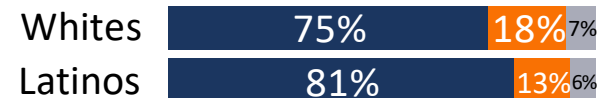
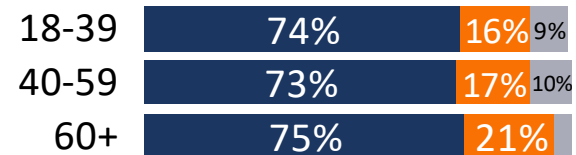


...and three in four favor requiring high schools assist students and families with completing the form.

Would you favor or oppose requiring Arizona high schools to provide students and families with assistance to complete the application for federal student aid?



■ Total Favor ■ Total Oppose ■ Don't Know





Conclusions

Conclusions

- Despite their overall negative mood, voters' favorable impressions of Arizona's public colleges and universities persist; however, student debt and the cost of a college education remain significant problems.
- Six in ten voters favor “doing more” to increase the share of Arizonans with education beyond high school, and support for this idea crosses all major demographic groups, including party affiliation, gender, age, race/ethnicity and income levels.
- Three in four Arizonans would be *more likely* to vote for a candidate who supports the educational attainment goal, but only half are personally willing to pay additional taxes to fund this initiative.
- Voters strongly support policies to make career/technical education programs and college more accessible and affordable, and there is broad support for increasing the number of Arizona high school students who complete FAFSA.
- Consistent with prior research, messaging in support of the educational attainment goal is highly compelling, particularly when linked to providing career opportunities and economic benefits for individuals and the state of Arizona.

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