

RURAL Arizona Public Opinion Survey
Conducted on behalf of Expect More Arizona – Dec. 3-5, 2018
600 Respondents (Likely Arizona Voters) * Margin of Error +/- 4.0%

Summary of Results

- **Rural Arizona voters believe education is a top issue facing our state**
 - Immigration and Border issues – 34%
 - Education – 32%
 - Healthcare – 14%
 - Jobs and the Economy – 6%
- **Rural Arizona voters want more funding for teachers and students**
 - A majority of rural voters say the salaries K-12 teachers receive in Arizona is too low – 75%
 - A majority of rural voters also say too little funding is going to K-12 schools in Arizona – 70%
 - When asked specifically to consider the top issue facing education in Arizona, voters said:
 - Lack of funding - 23%
 - Teacher pay – 22%
 - Teacher shortage – 9%
 - Curriculum/Future preparedness – 9%
- **Voters surveyed were asked to rate a list of 10 items in terms of funding priorities for education. Here are the five highest rated, in rank order:**
 1. Improving the performance of lower performing schools
 2. Maintaining or increasing funding for career and technical education
 3. Increasing teacher salaries
 4. Making Arizona’s public colleges and universities more accessible and affordable
 5. Smaller class sizes
- **Teacher pay far outpaced other P-20 education issues as the thing rural voters would be MOST willing to pay more in taxes to support. Here are the top four:**
 1. Increasing pay for Arizona teachers – 30%
 2. Making postsecondary education more accessible and affordable – 19%
 3. Reading programs for Kindergarten through 3rd grade – 12%
 4. Support for struggling students – 11%
- **Additionally, rural Arizona voters are in strong agreement that:**
 - Where a family lives, how much money they make, or their race or ethnicity should not dictate the quality of the education that a child receives.
 - Career and technical education programs, which team real-life work skills and can lead to industry certificates, are valuable for Arizona’s students and our economy.
 - It is important to provide schools the funding they need to attract and retain great teachers.
 - Education impacts the strength of our communities, including the economy, property values, health care costs, crime rates, and more.

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