

# Public Opinion Polling & How to Get Started

*Amanda Burke, Center for the Future of Arizona*

February 15, 2024

[www.statesforthefuture.org](http://www.statesforthefuture.org)



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THE FUTURE**

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# Key takeaways:

## Public Opinion Polling & How to Get Started - Feb 15, 2024

- **The path of least resistance and long term planning:** CFA aligned to areas where polls revealed pre-existing agreement in order to advocate for rapid policy change and reputation building that sets them up to advise on more complex or politically-fraught topics in the future.
- **Know your why:** Knowing the purpose of your poll and focus on it during all phases of polling/surveying (including design and methodology) in order to collect and publish the most helpful data. CFA practices this in their yearly polls by focusing questions on upcoming elections in order to inform their Arizona Voters' Agenda.
- **Partners can help you get started:** By partnering with with Gallup on their 10-year reports, CFA was able to harness the reputation of one of the largest polling companies in the country to enhance their own credibility. CFA also partners with a local agency deliver yearly insights at a lower cost but still gain the benefit of expertise that they might not have had access to strictly at their organization.
- **Keep your audience in mind:** By knowing in advance who will be distributing, consuming, and citing your findings, you can strategize your communications accordingly (and make them more consumable, readable, and impactful!). CFA does get referenced frequently by media, so they design their reports to be easily used by those outlets.
- **Your tools are your friends:** Think of your final report and how your information should be presented for it to land the best with your audience – do you need visualizations? Tables? Something else? Only procure tools will make analysis easier and help you create the assets you need in your report.



# STATES FOR THE FUTURE

*A Data to Policy Network*

**States for the Future** is a **learning community** bringing state policy professionals together around **data**, **research**, and **action**.

Learn more & explore our data platform: [www.statesforthefuture.org](http://www.statesforthefuture.org)

# Today's Speaker: Amanda Burke

Executive Vice  
President



Center for the Future of Arizona (CFA) is a nonprofit, nonpartisan organization that brings Arizonans together to create a stronger and brighter future for their state.

CFA invests time and resources into the state and its people, including a unique partnership with the Gallup organization to bring critical issues to public attention, and work with communities and leaders to solve public problems.



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States for the Future

February 15, 2024

Dr. Amanda Burke, Executive Vice President

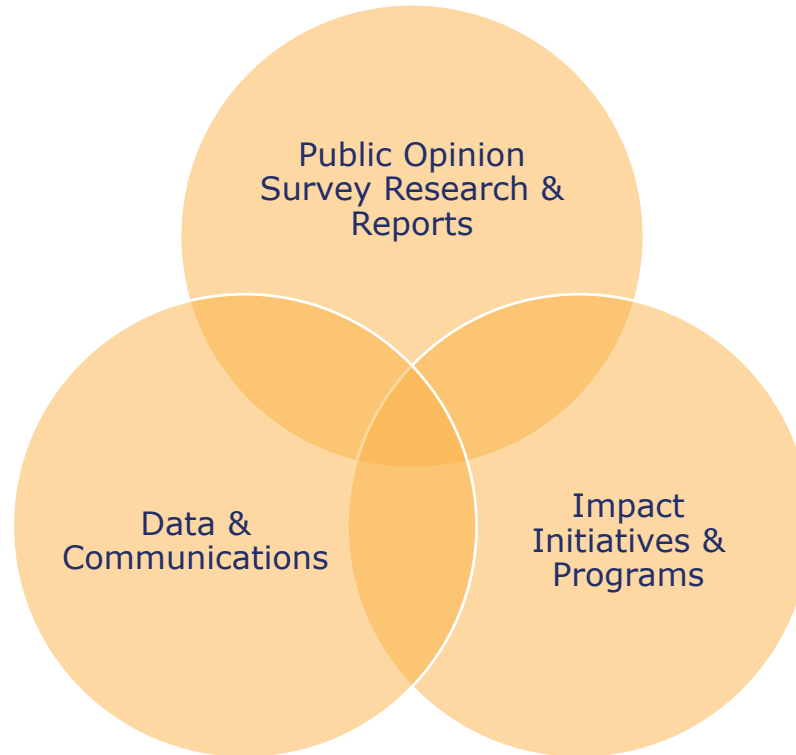
# Center for the Future of Arizona's Mission & Role

Mission: Bring Arizonans together to create a stronger and brighter future for the state.

Our Role:

- Listen to Arizonans to learn what matters most to them
- Share trusted information about how Arizona is doing in priority areas
- Bring critical issues to public attention
- Work with communities and leaders to solve public problems

# Center for the Future of Arizona's Work





is a shared vision of  
success around  
what matters  
most to Arizonans  
that expresses their  
highest aspirations  
and hopes for the future.





**The best way to  
understand how  
Arizonans view their  
community and our state  
— and what they want  
for the future — is to ask  
them.**

# Arizona's Voice Heard Through Reliable Survey Research

## Public Opinion Survey Research & Reports

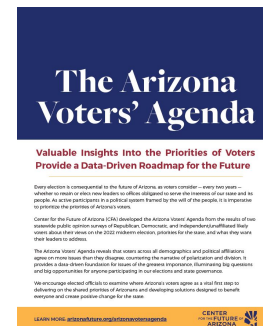
### Gallup Arizona Survey: [arizonafuture.org/2020gallup](https://arizonafuture.org/2020gallup)

- Most comprehensive and representative survey of its kind in the state
- Provides foundation for ten-year action agenda
- Identifies seven Shared Public Values



### Arizona Voters' Agenda: [arizonafuture.org/azvotersagenda](https://arizonafuture.org/azvotersagenda)

- Centers the voices of Arizona voters and asks their views on our election system, key issues facing the state, and what they'd like leaders to address
- Priorities include education, immigration reform, housing affordability, water/environment, the economy, elections/voter access



What's the purpose of your poll? Focus on the key objectives:

- Gallup Arizona Survey: Understand the shared priorities of Arizonans and provides the basis for regional and statewide action to drive Arizona forward.
- Arizona Voters' Agenda: Focus the election on the concerns that are most important to the vast majority of Arizona voters.

# How to Get Started: Practical Considerations

- Identify a trusted polling partner
- Build buy-in/support from key stakeholders through early engagement (Who are the people that might care about your survey results? Why?)
- Keep the end in mind during survey design and analysis (and take an active, hands-on role)
- Think about legs! Have a plan for how you will release the findings and how you want the insights to be used
- Build the needed tools to use the data in practical ways

- Be ready to pivot
- It takes longer than you think
- Listen, synthesize and be ready to make the decision
- Strive to make the data and insights useful to others



# Thank You

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**[arizonafuture.org](https://arizonafuture.org)**

[@arizonafuture](#) [#TheArizonaWeWant](#) [#azprogressmeters](#)

# REFERENCE SLIDES



# About the 2020 Gallup Arizona Survey



**The Gallup Arizona Survey is one of the most comprehensive and representative surveys of its kind in the state.**

- Identifies what matters most to Arizonans across a broad set of critical issues
- Results are based on surveys collected between Aug. 28, 2020 and Oct. 26, 2020
- Mailed to a random sample of adults ages 18 and older living in Arizona/oversampled rural and communities of color
- Included 80 questions covering a broad range of topics
- Conducted in English and Spanish



# About The 2022 Arizona Voters' Agenda

- Identifies top issues likely voters in the general election want candidates for office to address as they campaign for their votes
- Asked likely voters statewide to answer questions on policy and values
- Phone surveys conducted in English and Spanish in April 2022 by Arizona-based firm HighGround Public Affairs
- Responses collected from a random sample of 500 adults ages 18 and older reflecting the makeup of the likely