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# Cochise County AMA Survey

## *Likely 2022 General Election Voters*

**August 30-31, 2022**  
**(N=300)**

±5.6 Margin of Error

***Confidential Trade Secret; Do not disseminate without written approval from  
HighGround, Inc***

*\* Percentages may not total 100 due to rounding*

# 2022 November General Election Balanced for Turnout

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## Age Group:

5.0%	29 and under
11.0%	30 to 39
13.0%	40 to 49
28.0%	50 to 64
43.0%	65 Plus

## Sex:

46.3%	Male
49.0%	Female
4.7%	Not on file

## Party:

45.3%	Republican
29.0%	Dem
15.0%	PND
10.7%	Ind/Other

## City:

16.0%	Benson
11.0%	Bisbee
17.0%	Douglas
18.0%	Hereford
8.0%	Huachuca City
4.0%	Pearce
5.3%	St. David
4.0%	Tombstone
8.7%	Willcox
8.0%	Other

# In general, would you say that Cochise County is heading in the right direction, or the wrong direction?

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10.0% Definitely right direction  
30.3% Probably right direction  
13.0% Probably wrong direction  
14.0% Definitely wrong direction  
32.7% Don't Know, Refused

■ GOP: 40.5% Right direction  
■ Dem: 35.6% Right direction  
■ PND: 53.3% Right direction  
■ IND: 34.4% Right direction

<b>40.3%</b>	<b>Total Right</b>
<b>27.0%</b>	<b>Total Wrong</b>
<b>32.7%</b>	<b>DK, Refused</b>

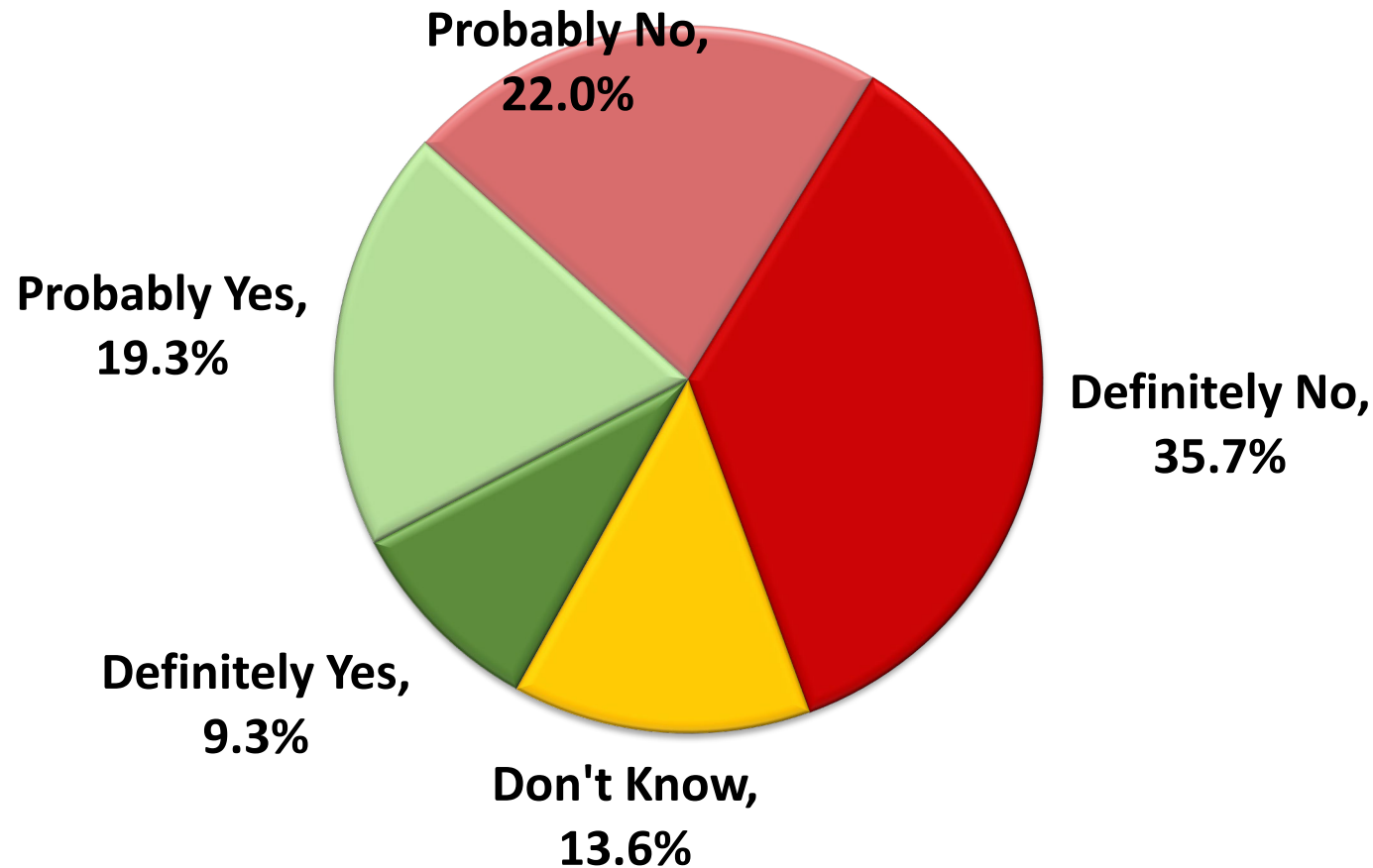
*2021: 47.3% Right Direction*

# What do you consider to be the top issue facing Cochise County today?

28.3%	Illegal Immigration
26.0%	Long-term water supplies
11.7%	Drugs or substance abuse
9.0%	Education
6.3%	Growth & Development
5.7%	Health Care
5.7%	Other/None of Above
2.7%	Not Sure/Refused
2.0%	Crime
2.0%	Taxes
0.7%	Transportation

<b>GOP:</b>	<b>43.4% Immigration</b>
<b>Dem:</b>	<b>33.3% Water</b>
<b>PND:</b>	<b>33.3% Water</b>
<b>IND:</b>	<b>31.2% Immigration</b>
<b>Willcox:</b>	<b>46.2% Water</b>
<b>Bisbee:</b>	<b>21.2% Immigration</b>
<b>Douglas:</b>	<b>25.5% Drugs</b>

## Do you believe that the Cochise County will have enough water for residents, agriculture, industry and other businesses for the next 100 years?

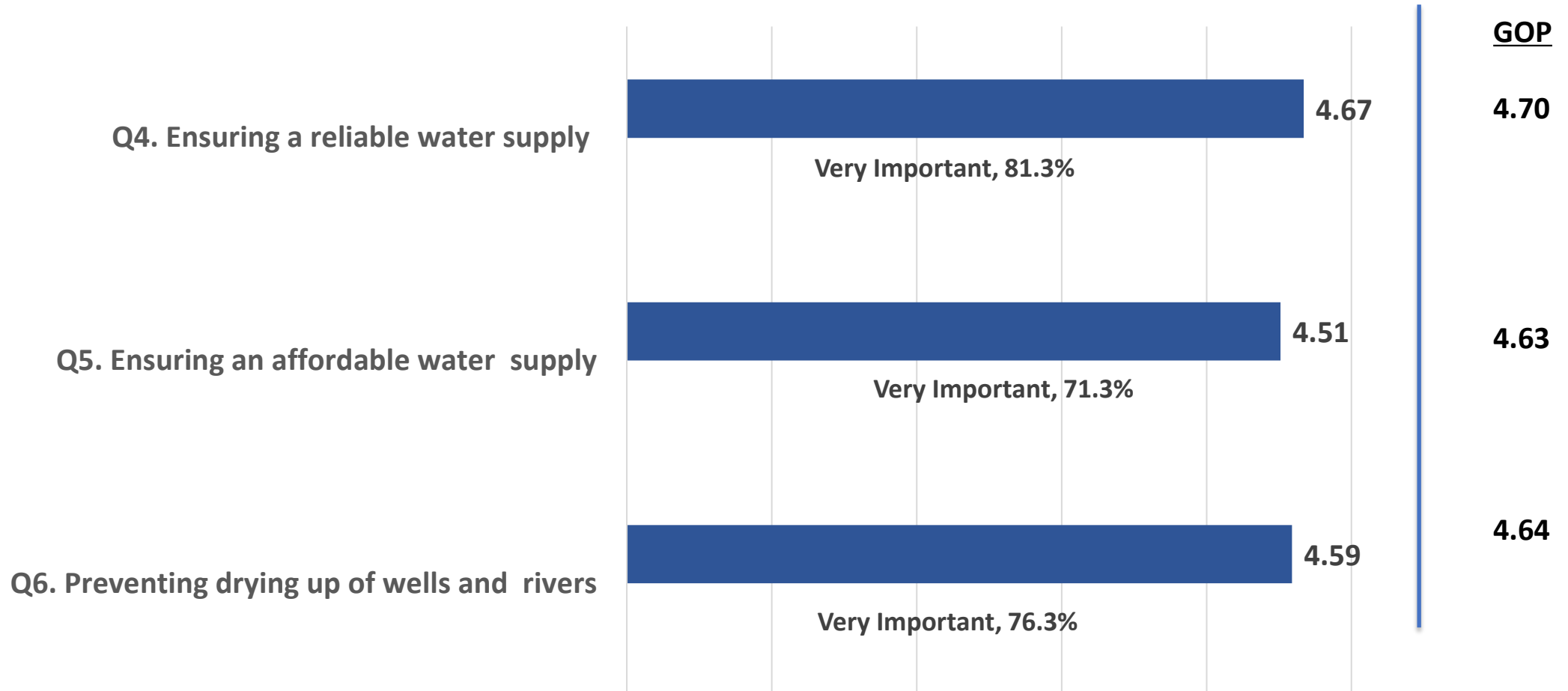


**Total: 28.6% Yes**  
**57.7% No**

<b>GOP:</b>	<b>49.3% No</b>
<b>Dem:</b>	<b>73.6% No</b>
<b>PND:</b>	<b>51.1% No</b>
<b>IND:</b>	<b>59.4% No</b>
<b>Willcox:</b>	<b>50.0% No</b>
<b>Bisbee:</b>	<b>69.7% No</b>
<b>Douglas:</b>	<b>41.2% No</b>

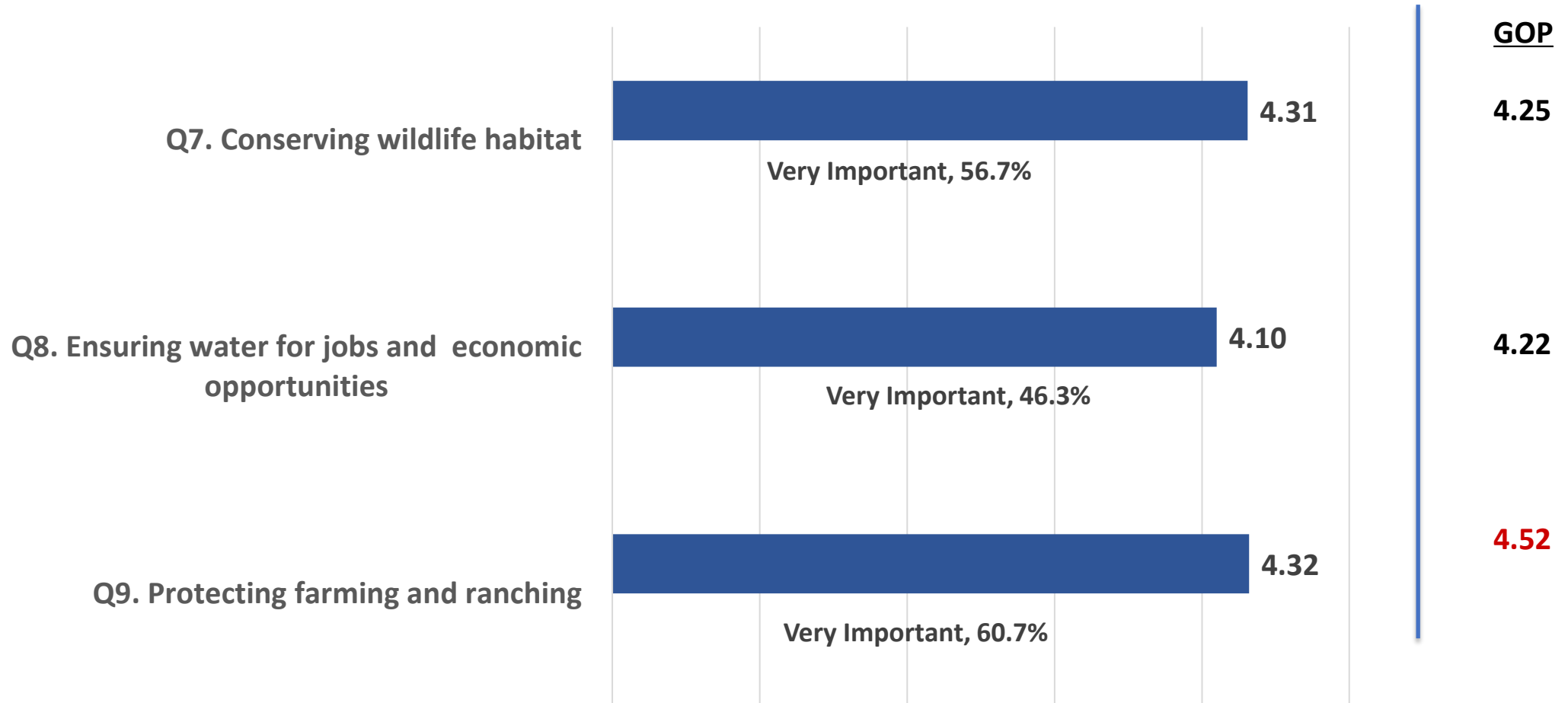
# Rate the following:

(Scale 1-5)



# Rate the following:

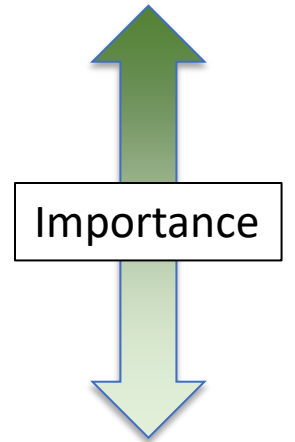
(Scale 1-5)



# Ranking Water Issues

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	<u>Mean</u>
Ensuring a reliable water supply	4.67
Preventing drying up of wells and rivers	4.59
Ensuring an affordable water supply	4.51
Protecting farming and ranching	4.32
Conserving wildlife habitat	4.31
Ensuring water for jobs and economic opportunities	4.10



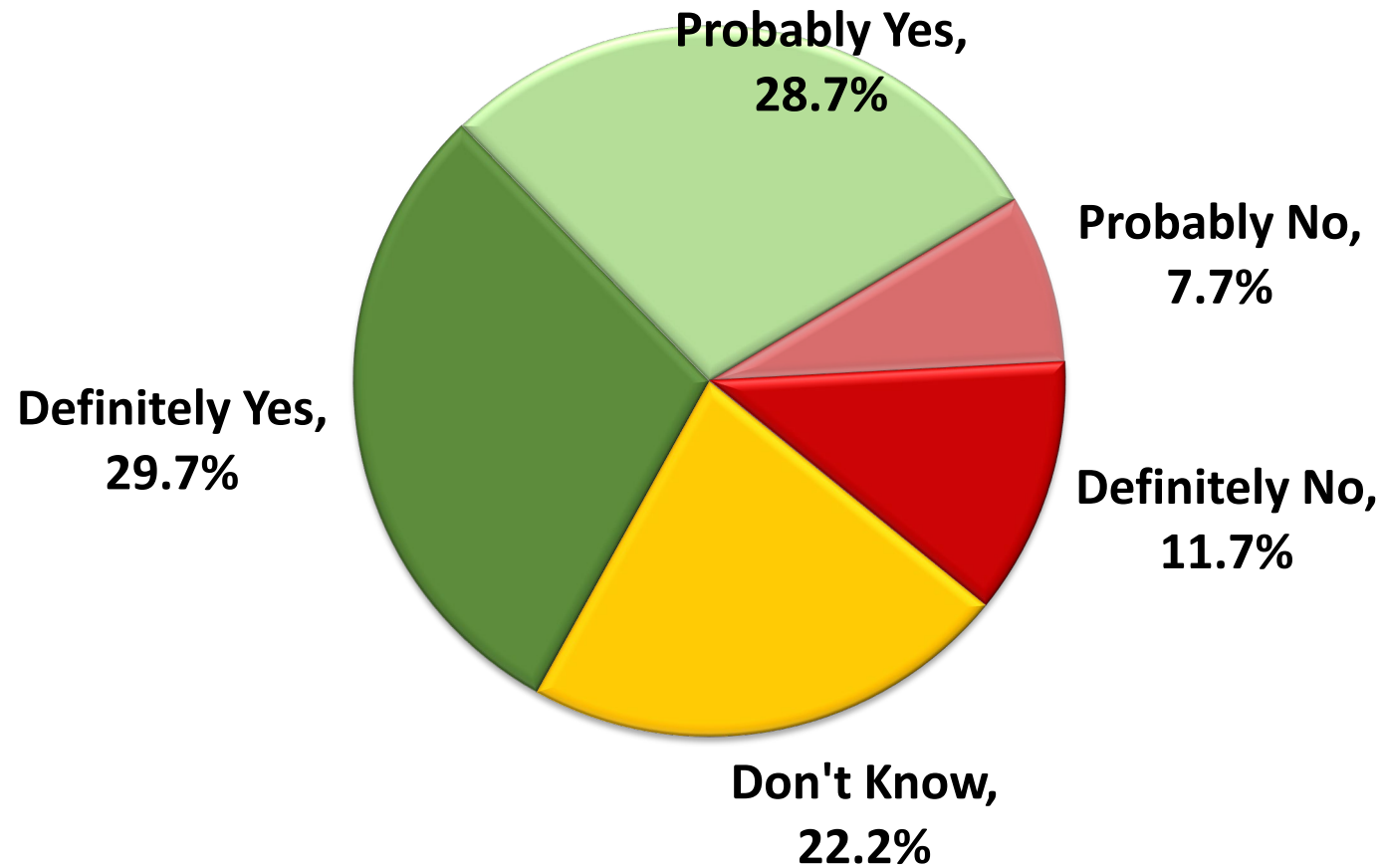


## Background

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A little bit of background information: This November, voters will see two ballot propositions that were referred to the ballot to create groundwater active management areas (AMAs) in the Sulphur Springs Valley. The Sulphur Springs Valley consists of two groundwater basins: the Douglas Basin and the Willcox Basin.

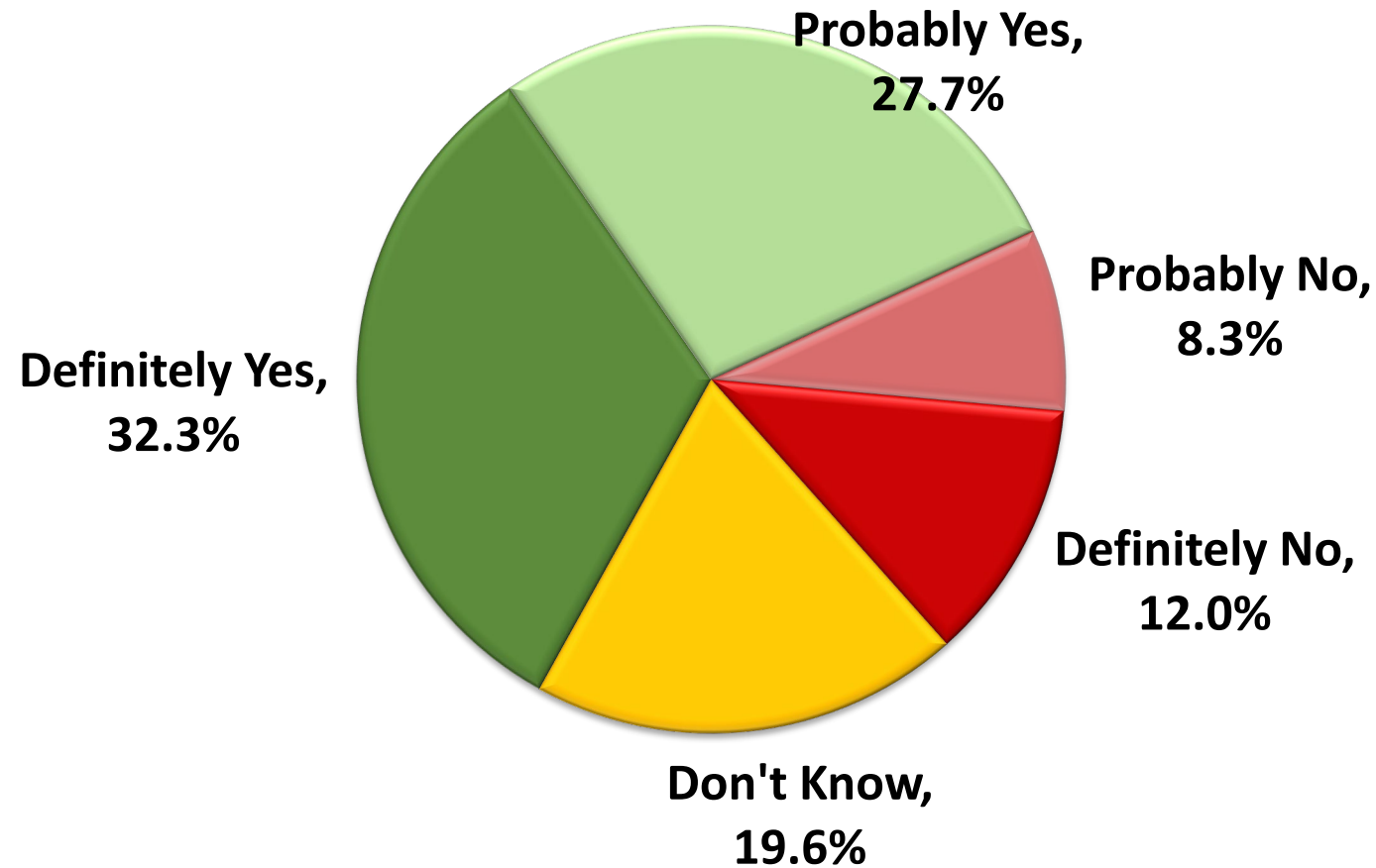
# Proposition 422 asks: Should the Douglas groundwater basin be designated an active management area?



**Total: 58.4% Yes**  
**19.4% No**

	Yes	No
GOP:	49.3%	27.2%
Dem:	67.8%	6.9%
PND:	66.7%	17.8%
IND:	59.4%	21.9%
Willcox:	46.2%	38.5%
Bisbee:	60.6%	6.1%
Douglas:	66.7%	13.7%

# Proposition 420 asks: Should the Willcox groundwater basin be designated an active management area?



**Total: 60.0% Yes**  
**20.3% No**

	Yes	No
GOP:	53.7%	26.5%
Dem:	70.1%	9.2%
PND:	62.2%	20.0%
IND:	56.2%	25.0%
Willcox:	57.7%	38.5%
Bisbee:	66.7%	9.1%
Douglas:	62.7%	15.7%

## Pro Arguments

(Scale 1 to 5)

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### Q12. Protect property owners

Mean      Strongly Agree

4.12      54.3%

- ☐ GOP 4.0, Dem 4.3, PND 4.2, IND 4.0
- ☐ Willcox 3.7, Bisbee 4.4, Douglas 4.2

*We must vote Yes on 420 and 422 to protect the water that property owners depend on. Right now, many of our property owners and small ranch owners have no protections against outside interests moving in nearby, consuming massive amounts of groundwater, and running their wells dry. These proposals will create water safeguards so that people have the ability to exercise their property rights.*

### Q13. Stand up to outside forces

3.88      48.0%

- ☐ GOP 3.7, Dem 4.2, PND 4.0, IND 3.8
- ☐ Willcox 3.3, Bisbee 4.1, Douglas 4.1

*University of Arizona hydrologist said, “The Willcox basin is the wild west – no rules, free water.” Because there are no restrictions, massive water users are targeting Southern Arizona to plant water-intensive crops and other activities. These propositions allow us to stand up to the outside forces who want to suck our groundwater dry to boost their profits.*

## Pro Arguments

(Scale 1 to 5)

Q14. Something must be done

- ☐ GOP 4.1, Dem 4.6, PND 4.3, IND 4.1
- ☐ Willcox 4.4, Bisbee 4.5, Douglas 4.3

Mean      Strongly Agree  
4.30      59.3%

*Something must be done to protect our groundwater. Local farmers are reporting that the water levels are dropping by as much as 6 feet a year in some areas because of high water uses. Even some of the region's largest water users are anticipating that their deep wells may only last 30 years. If we do nothing, the problems will only continue to get worse.*

Q15. Sustain our communities

- ☐ GOP 4.2, Dem 4.6, PND 4.3, IND 4.3
- ☐ Willcox 4.2, Bisbee 4.5, Douglas 4.5

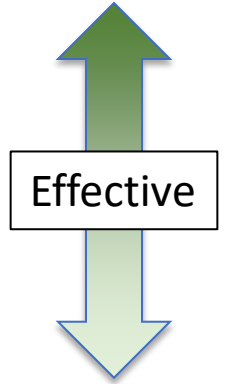
4.35      62.3%

*We must vote Yes to protect our long-term growth and economic success. Water is our most precious resource, and it must be used wisely to ensure that we can sustain our communities and protect smaller farms, businesses, and family wells.*

## Ranking Pro Arguments

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	<u>Mean</u>
Q15. Sustain our communities	4.35
Q14. Something must be done	4.30
Q12. Protect property owners	4.12
Q13. Stand up to outside forces	3.88



## Con Arguments

(Scale 1 to 5)

### Q16. Lose local control

- GOP 3.2, Dem 3.0, PND 3.0, IND 3.3
- Willcox 3.0, Bisbee 2.8, Douglas 2.9

<u>Mean</u>	<u>Strongly Agree</u>
3.13	24.7%

*If an Active Management Area is put in place, we will lose local control of our water. Once it is implemented, it is deemed permanent and irrevocable, and the Arizona Department of Water Resources will be in full control.*

### Q17. Hurt industries

- GOP 3.6, Dem 3.0, PND 3.3, IND 3.3
- Willcox 3.6, Bisbee 2.9, Douglas 3.6

3.33	27.0%
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*Agriculture accounts for 63.5% of Cochise County's GDP selling \$144 million in products, employing over 1,500 workers, and paying over \$15 million in wages. This proposal will limit the production and output of a multitude of industries including the powerplant, mining, and agricultural industries which is why it is opposed by the Cochise County Farm and Livestock Bureau.*

## Con Arguments

(Scale 1 to 5)

Q18. Increased government intervention

- GOP 3.2, Dem 3.1, PND 3.2, IND 3.2
- Willcox 3.2, Bisbee 3.0, Douglas 3.2

Mean      Strongly Agree

3.13      26.3%

*This proposal increases government intervention on all wells and water usage, implementing higher restrictions on water allocations and requires permits that are hard to obtain and will limit the growth of our communities.*

Q19. Measuring device and fee

- GOP 3.3, Dem 2.8, PND 2.8, IND 3.1
- Willcox 3.3, Bisbee 2.9, Douglas 2.3

3.07      31.3%

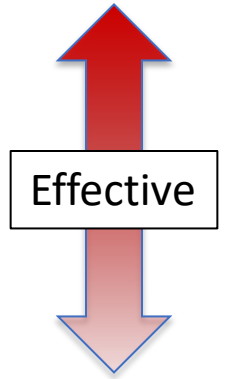
*If this issue passes, you will be required to install a measuring device on your water and pay a quality assurance fee to the State of Arizona. This proposal is government overreach and harms private property rights.*



## Ranking Con Arguments

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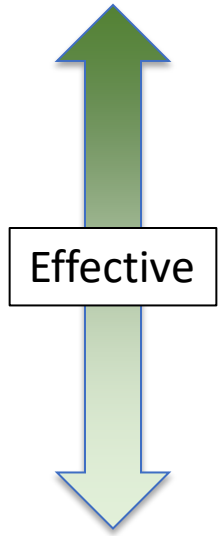
	<u>Mean</u>
Q17. Hurt industries	3.33
Q18. Increased government intervention	3.13
Q16. Lose local control	3.13
Q19. Measuring device and fee	3.07



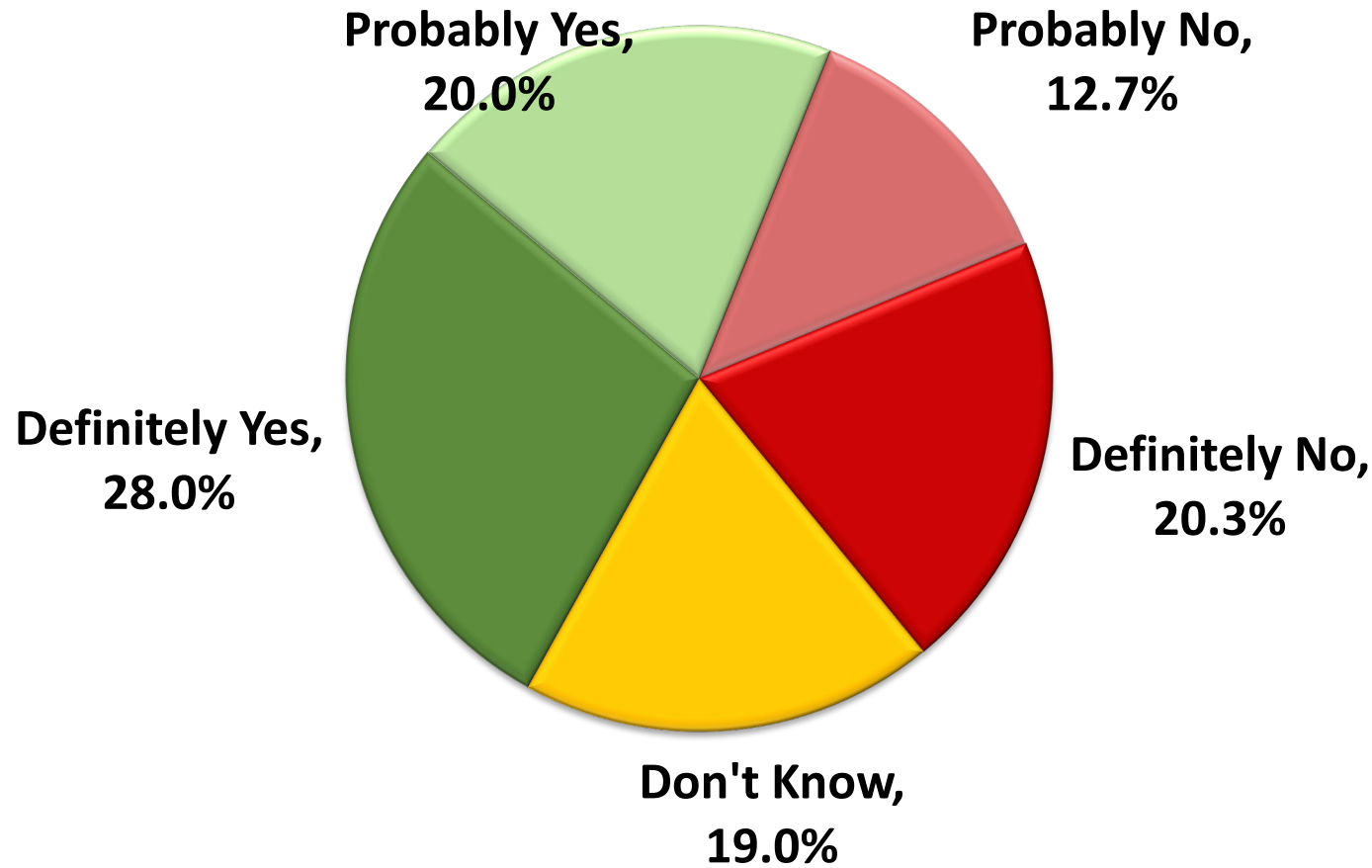
# Ranking All Statements Together

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	<u>Mean</u>	
Q15. Sustain our communities	4.35	Support
Q14. Something must be done	4.30	Support
Q12. Protect property owners	4.12	Support
Q13. Stand up to outside forces	3.88	Support
Q17. Hurt industries	3.33	Oppose
Q18. Increased government intervention	3.13	Oppose
Q16. Lose local control	3.13	Oppose
Q19. Measuring device and fee	3.07	Oppose



# Post-Test: Proposition 422 asks: Should the Douglas groundwater basin be designated an active management area?



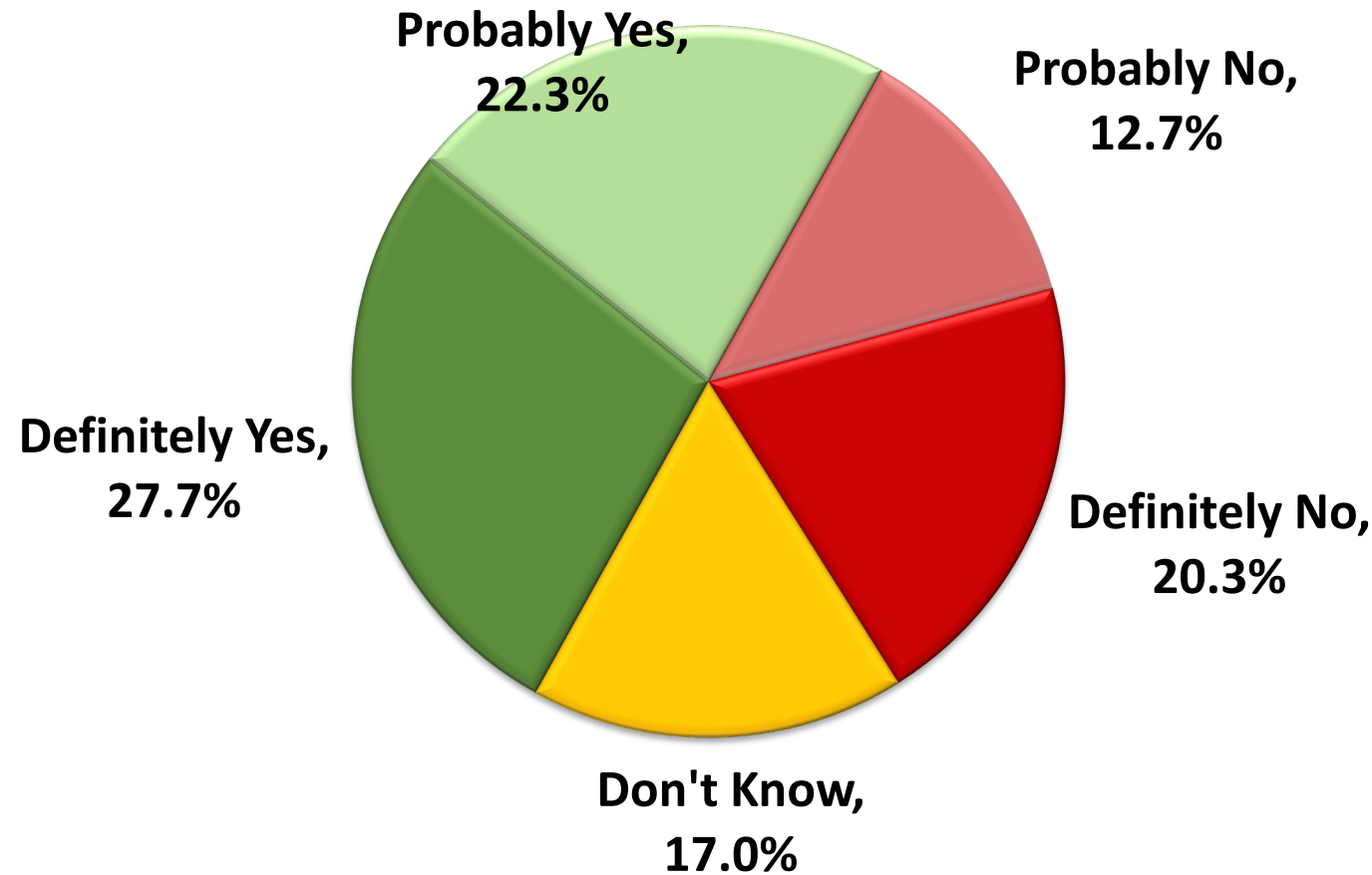
**Total: 48.0% Yes**  
**33.0% No**

	Yes	No
GOP:	35.3%	44.9%
Dem:	62.1%	17.2%
PND:	53.3%	28.9%
IND:	56.2%	31.2%
Willcox:	38.5%	42.3%
Bisbee:	63.6%	24.2%
Douglas:	47.1%	29.4%

## Prop 422 Net Change

	Pre-Test	Post-Test	Change
Overall	58.4%	48.0%	<b>-10.4%</b>
GOP	53.7%	35.3%	<b>-18.4%</b>
Dem	70.1%	62.1%	<b>-8.0%</b>
PND	62.2%	53.3%	<b>-8.9%</b>
IND	56.2%	56.2%	<b>0.0%</b>
Willcox	57.7%	38.5%	<b>-19.2%</b>
Bisbee	66.7%	63.6%	<b>-3.1%</b>
Douglas	62.7%	47.1%	<b>-15.6%</b>

# Post-Test: Proposition 420 asks: Should the Willcox groundwater basin be designated an active management area?



**Total: 50.0% Yes**  
**33.0% No**

	Yes	No
GOP:	34.6%	44.1%
Dem:	67.8%	17.2%
PND:	55.6%	31.1%
IND:	59.4%	31.2%
Willcox:	42.3%	46.2%
Bisbee:	60.6%	27.3%
Douglas:	49.0%	27.5%

## Prop 420 Net Change

	Pre-Test	Post-Test	Change
Overall	60.0%	50.0%	<b>-10.0%</b>
GOP	53.7%	34.6%	<b>-19.1%</b>
Dem	70.1%	67.8%	<b>-2.3%</b>
PND	62.2%	55.6%	<b>-6.6%</b>
IND	56.2%	59.4%	<b>+3.2%</b>
Willcox	57.7%	42.3%	<b>-15.4%</b>
Bisbee	66.7%	60.6%	<b>-6.1%</b>
Douglas	62.7%	49.0%	<b>-13.7%</b>

## Ideology

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24.3%	Very Conservative
16.0%	Somewhat Conservative
33.3%	Moderate
10.7%	Somewhat Liberal
4.7%	Very Liberal
6.0%	Don't Know
5.0%	Refused

# Questions

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