

**Cochise County AMA Survey 2022**  
**August 30-31, 2022**  
**(N=300)**

Age Group:		Area	
	5.0%	29 and under	16.0% Benson
	11.0%	30 to 39	11.0% Bisbee
	13.0%	40 to 49	17.0% Douglas
	28.0%	50 to 64	18.0% Hereford
	43.0%	65 Plus	8.0% Huachuca City
			4.0% Pearce
Sex:	46.3%	Male	5.3% St. David
	49.0%	Female	4.0% Tombstone
	4.7%	Not on file	8.7% Willcox
			8.0% Other
Party:	45.3%	Republican	
	29.0%	Dem	
	15.0%	PND	
	10.7%	Ind/Other	

Hello, may I speak to \_\_\_\_\_ **[Speak Only to Voter on List]**. Hello, my name is \_\_\_\_\_. I'm calling from \_\_\_\_\_. We are not selling anything, but are conducting a survey on some important issues regarding your local community and would like to ask you a few questions. Your name was chosen at random by computer and your answers are completely confidential.

Q1. In general, would you say that Cochise County is heading in the right direction, or the wrong direction? **[Definitely/Probably]**

- 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

40.3% Total Right Direction
27.0% Total Wrong Direction
32.7% Don't know, Refused

Q2. What do you consider to be the top issue facing Cochise County today? **[Randomize]**

- 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

Q3. Do you believe that the Cochise County will have enough water for residents, agriculture, industry, and other businesses for the next 100 years?

9.3% Definitely Yes  
 19.3% Probably Yes  
 22.0% Probably No  
 35.7% Definitely No  
 13.3% Don't Know  
 0.3% Refused

28.6%	Total Yes
57.7%	Total No
13.6%	Don't know, Refused

On a scale of 1 to 5, on which 1 means not at all important, 2 means not very important, 3 means neutral, 4 means somewhat important, and 5 means very important, please rate the following water issues and their importance to Cochise County: **[Randomize Q4 to Q9]**

Programs	Mean Score	% Not at all important ---> % Very important					% DK, Ref
		1	2	3	4	5	
Q4. Ensuring a reliable water supply	4.67	2.7%	1.3%	4.3%	9.7%	81.3%	0.7%
Q5. Ensuring an affordable water supply	4.51	2.7%	2.7%	7.7%	14.3%	71.3%	1.3%
Q6. Preventing drying up of wells and rivers	4.59	2.7%	1.0%	9.0%	8.7%	76.3%	2.3%
Q7. Conserving wildlife habitat	4.31	2.0%	3.0%	14.3%	22.7%	56.7%	1.3%
Q8. Ensuring water for jobs and economic opportunities	4.10	3.0%	4.7%	18.3%	24.7%	46.3%	3.0%
Q9. Protecting farming and ranching	4.32	2.7%	3.3%	14.0%	19.0%	60.7%	0.3%

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.

**[Rotate Q10 and Q11]**

Q10. **[PRE-TEST]:** Proposition 422 asks: Should the Douglas groundwater basin be designated an active management area?

Knowing just what you know right now, would you vote Yes or No on Proposition 422?  
**[Definitely/Probably Yes/No]**

29.7% Definitely Yes  
 28.7% Probably Yes  
 7.7% Probably No  
 11.7% Definitely No  
 21.6% Don't Know  
 0.6% Refused

58.4%	Total Yes
19.4%	Total No
22.2%	Don't know, Refused

Q11. **[PRE-TEST]:** Proposition 420 asks: Should the Willcox groundwater basin be designated an active management area?

Knowing just what you know right now, would you vote Yes or No on Proposition 420?  
**[Definitely/Probably Yes/No]**

32.3% Definitely Yes  
27.7% Probably Yes  
8.3% Probably No  
12.0% Definitely No  
19.3% Don't Know  
0.3% Refused

60.0%	Total Yes
20.3%	Total No
19.6%	Don't know, Refused

Next, I am going to read you a series of statements regarding these proposals.

**[Rotate Sections A and B]**

**SECTION A.** These are statements that you might hear as reasons to **SUPPORT the proposals**. Please tell me if, after hearing each, you strongly agree, somewhat agree, feel neutral about, somewhat disagree, or strongly disagree with the statement. **[Randomize Q12 to Q15]**

- Q12. 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. 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.
- Q14. 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. 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.

**SECTION B.** These are statements that you might hear as reasons to **OPPOSE the proposals**. Please tell me if, after hearing each, you strongly agree, somewhat agree, feel neutral about, somewhat disagree, or strongly disagree with the statement. **[Randomize Q16 to Q19]**

- Q16. 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. 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.
- Q18. 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. 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.

	Mean Score (1-5)	% Strongly Disagree -----> % Strongly Agree					% DK, Ref
		1	2	3	4	5	
<b>Support Statements</b>							
Q12. Protect property owners	4.12	7.0%	4.0%	13.7%	17.7%	54.3%	3.3%
Q13. Stand up to outside forces	3.88	11.0%	6.7%	13.0%	16.7%	48.0%	4.7%
Q14. Something must be done	4.30	4.3%	4.7%	8.0%	19.7%	59.3%	4.0%
Q15. Sustain our communities	4.35	5.0%	3.7%	5.0%	22.7%	62.3%	1.3%
<b>Oppose Statements</b>							
Q16. Lose local control	3.13	20.7%	13.3%	17.3%	17.0%	24.7%	7.0%
Q17. Hurt industries	3.33	12.7%	15.0%	21.3%	17.3%	27.0%	6.7%
Q18. Increased government intervention	3.13	22.7%	12.0%	17.7%	17.7%	26.3%	3.7%
Q19. Measuring device and fee	3.07	25.7%	15.7%	12.0%	11.0%	31.3%	4.3%

I would like to ask you again:

**[Rotate Q21 and Q22]**

- Q20. **[POST-TEST]:** Proposition 422 asks: Should the Douglas groundwater basin be designated an active management area?

Knowing just what you know right now, would you vote Yes or No on Proposition 422?

**[Definitely/Probably Yes/No]**

28.0% Definitely Yes  
 20.0% Probably Yes  
 12.7% Probably No  
 20.3% Definitely No  
 17.7% Don't Know  
 1.3% Refused

48.0%	Total Yes
33.0%	Total No
19.0%	Don't know, Refused

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Q21. **[POST-TEST]:** Proposition 420 asks: Should the Willcox groundwater basin be designated an active management area?

Knowing just what you know right now, would you vote Yes or No on Proposition 420?

**[Definitely/Probably Yes/No]**

27.7% Definitely Yes  
22.3% Probably Yes  
12.7% Probably No  
20.3% Definitely No  
15.7% Don't Know  
1.3% Refused

50.0%	Total Yes
33.0%	Total No
17.0%	Don't know, Refused

Q22. In politics, do you consider yourself to be conservative, moderate, or liberal? **[Wait for response. If conservative or liberal, ask:]** Would that be very conservative/liberal or just somewhat conservative/liberal?

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