



# Cochise County High Efficacy Voter Jail District Survey

September 18-25, 2022  
(N=400)

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

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

## Survey Methodology

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The N=400 scientific survey was conducted among likely voters 9/18 through 9/25. The margin of error is  $\pm 4.9\%$ .

The poll surveyed high efficacy Cochise County voters who have a history of electoral participation and was balanced to model voters across party, age, region, and gender. The live interview survey of voters was conducted to both landline and cell phone users.

# High Efficacy Voters Cochise County

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## Age Group:

8.0% 20 to 29  
10.0% 30 to 39  
14.0% 40 to 49  
28.0% 50 to 64  
40.0% 65 Plus

## Party:

45.0% Republican  
29.0% Democrat  
15.0% PND  
11.0% Independent/Other

## Gender:

47.0% Male  
49.3% Female  
3.7% Not on file

## Supervisor District:

40.0% District 1  
30.0% District 2  
30.0% District 3

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

10.3%	Definitely right direction
35.2%	Probably right direction
12.5%	Probably wrong direction
13.5%	Definitely wrong direction
28.5%	Don't Know, Refused

<b>45.5%</b>	<b>Total Right</b>
<b>26.0%</b>	<b>Total Wrong</b>
<b>28.2%</b>	<b>DK, Refused</b>

- GOP: 50.6% right direction
- Dem: 41.4% right direction
- PND: 45.0% right direction
- IND: 36.4% right direction
- District 1: 46.3% right direction
- District 2: 43.3% right direction
- District 3: 46.7% right direction

2018: 53.3% Right Direction  
2017: 53.3% Right Direction

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

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38.8%	Illegal Immigration
12.0%	Education
9.0%	Growth & Development
7.5%	Drugs or substance abuse
7.3%	Mental health treatment
6.0%	Health Care
3.0%	Crime
2.5%	Transportation
1.8%	Taxes
8.8%	Other/None of Above
3.5%	Not Sure/Refused

<b>GOP:</b>	<b>57.2% Illegal Immigration</b>
<b>Dem:</b>	<b>15.5% Education/15.5% Mental Health</b>
<b>PND:</b>	<b>46.7% Illegal Immigration</b>
<b>IND:</b>	<b>36.4% Illegal Immigration</b>
<b>District 1:</b>	<b>36.9% Illegal Immigration</b>
<b>District 2:</b>	<b>34.2% Illegal Immigration</b>
<b>District 3:</b>	<b>45.8% Illegal Immigration</b>

# How much have you seen, read, or heard recently about the Cochise County Jail system - a lot, a little, or nothing at all?

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55.3% Nothing at all

34.0% A little

9.8% A lot

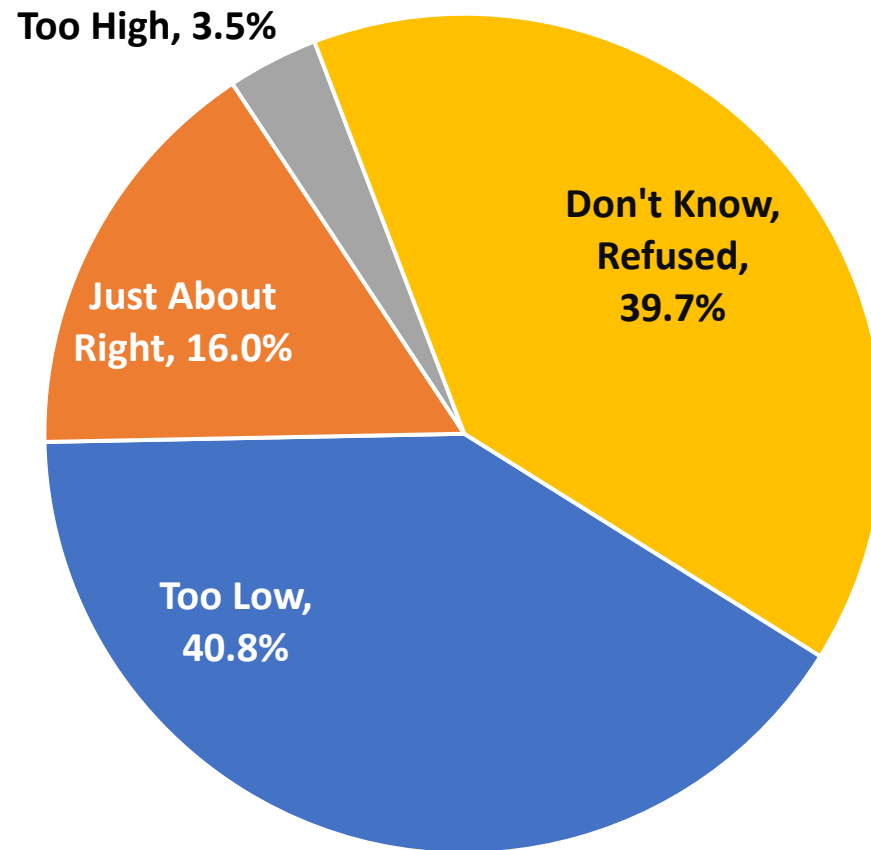
1.0% Don't know, Refused

## Mentions

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49	Issues with facilities	6	Police awareness
36	Overcrowding	5	Medical related issues
26	Nothing specific	5	Facility faces challenges
17	Understaffed/Issues with staffing	5	Heard the Sheriff discuss
12	Generally familiar	5	Immigration issues
9	Jails are underfunded	4	Death
8	Courts/Virtual court issues	10	Misc./Other
7	Drugs/Mental health		

# In general, would you say that the amount of funding that the Cochise County Jail system receives is:



GOP:	42.8% too low
DEM:	37.1% too low
PND:	33.3% too low
IND:	52.3% too low
District 1:	45.6% too low
District 2:	34.2% too low
District 3:	40.8% too low



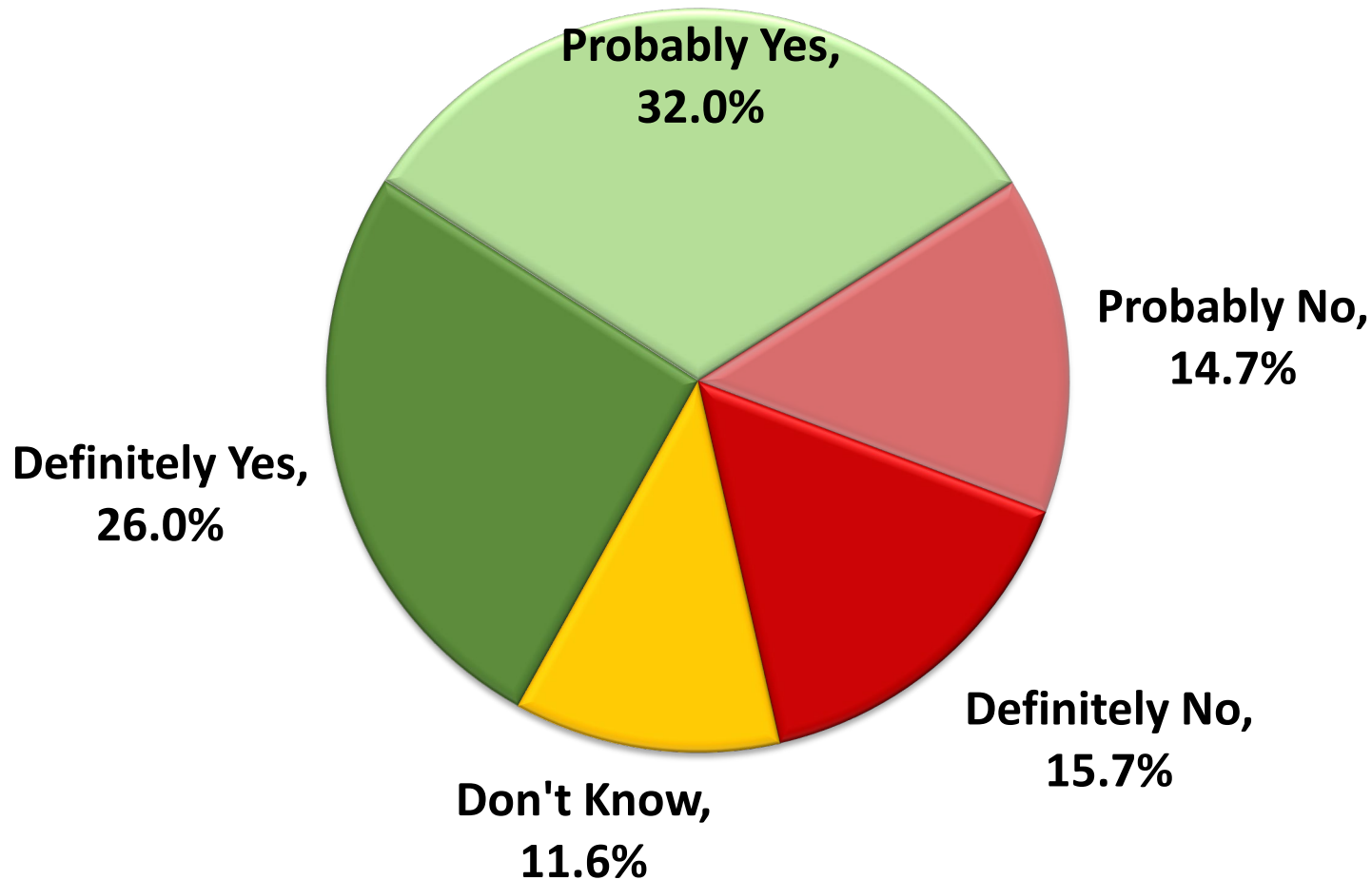
## Pre-Test

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At the request of the Cochise County Sherriff, the County Board of Supervisors is considering forming a Cochise County Jail District for the purposes of placing an issue on the ballot next year that asks voters to give the district the authority to implement a temporary half-cent sales tax pay for county jail facilities, staffing, and the county jail system. Knowing just what you know right now, would you vote Yes or No on this proposal?

# Pre-Test: Knowing just what you know right now, would you vote Yes or No on this proposal?

**Total: 58.0% Yes**  
**30.4% No**



	Yes	No
GOP:	58.9%	27.8%
Dem:	57.8%	33.6%
PND:	58.3%	28.3%
IND:	54.5%	36.4%
District 1:	59.4%	27.5%
District 2:	51.7%	37.5%
District 3:	62.5%	27.5%

## Educated Pre-Test

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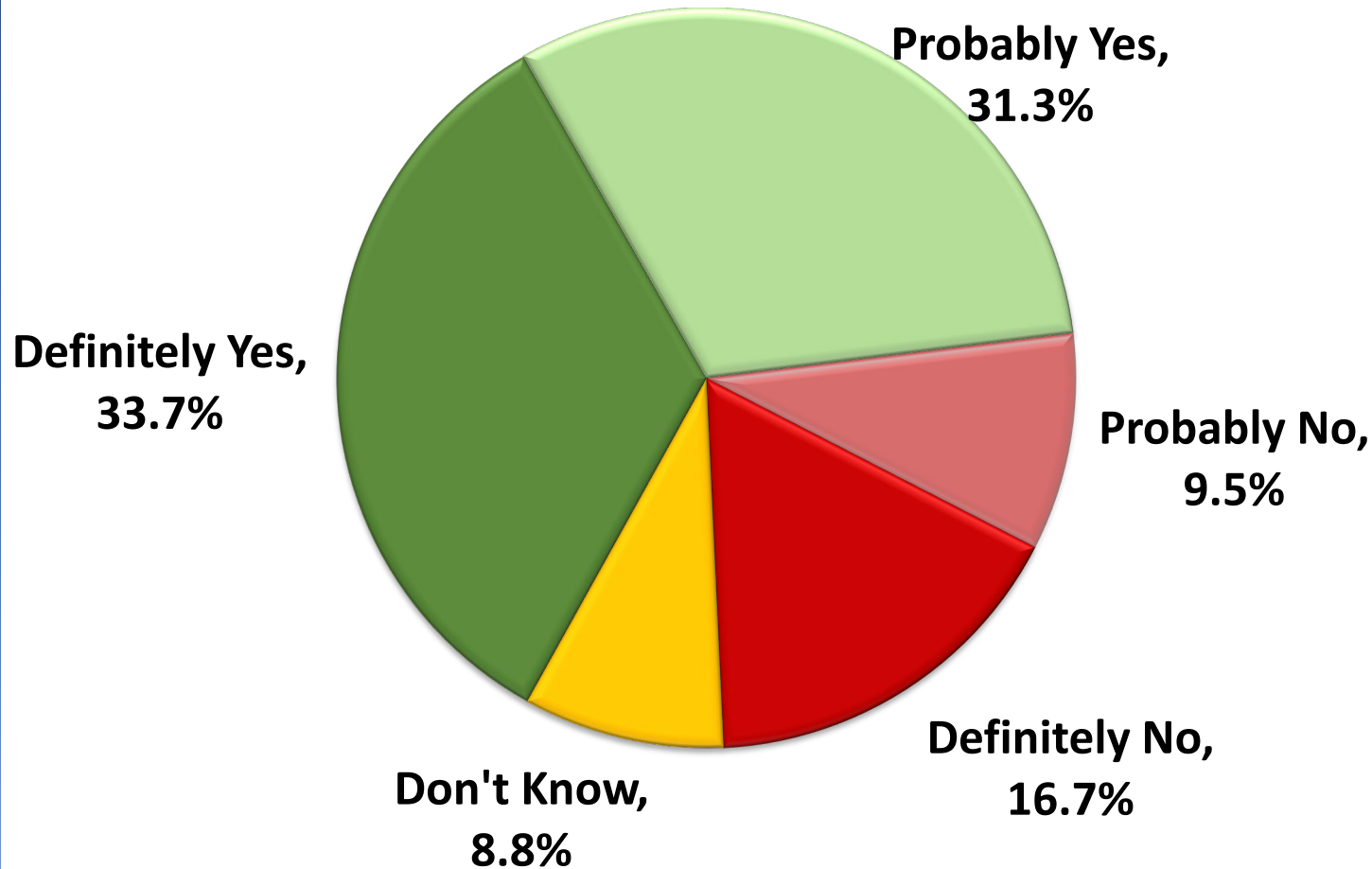
Now a little bit of background information: Built over 40 years ago to house 168 inmates, today the Cochise County Jail in Bisbee has been modified to hold as many as 302 inmates. The aging facility is not able to adequately handle medical and mental health needs and is faced with expensive maintenance, repair, and operational costs, mounting safety concerns, and increasing federal regulatory requirements. In response, Cochise County officials are considering forming a Jail District and holding an election next year to provide much-needed revenue for facilities and services. This revenue would be in addition to the current county investment.

## Ballot Language

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The proposed ballot language reads: Shall the Cochise County Jail District levy an excise tax for a period of twenty-five (25) years at a maximum rate of not to exceed half of one percent (0.50%) to be used only for acquiring, constructing, operating, maintaining, and financing of county jail facilities and county jail system? A “YES” vote shall be a vote to authorize the Cochise County Jail District to levy the excise tax. A “NO” vote shall be a vote not to authorize the Cochise County Jail District to levy the excise tax.

# Educated Pre-Test: Knowing just what you know right now, would you vote Yes or No on this proposal?



**Total: 65.0% Yes**  
**26.2% No**

	Yes	No
GOP:	66.7%	25.0%
Dem:	62.1%	28.4%
PND:	66.7%	23.3%
IND:	63.6%	29.5%
District 1:	66.9%	21.9%
District 2:	64.2%	30.0%
District 3:	63.3%	28.3%

# Proposal Items

(Scale 1 to 5)

	<u>Mean</u>	<u>Very Important</u>
Q7. Facilities to treat the mentally ill <input type="checkbox"/> GOP: 4.09, Dem: 4.63, PND: 4.27, IND: 4.26 <input type="checkbox"/> D1: 4.30, D2: 4.30, D3: 4.28	4.29	59.8%
Q8. Increased staffing <input type="checkbox"/> GOP: 4.06, Dem: 4.08, PND: 4.14, IND: 3.63 <input type="checkbox"/> D1: 3.93, D2: 4.02, D3: 4.17	4.03	43.8%
Q9. Updates to basic communications like radio and internet inside the facility <input type="checkbox"/> GOP: 3.34, Dem: 3.65, PND: 3.52, IND: 3.15 <input type="checkbox"/> D1: 3.40, D2: 3.47, D3: 3.46	3.44	26.5%
Q10. 24-hour medical support <input type="checkbox"/> GOP: 3.85, Dem: 4.55, PND: 4.20, IND: 3.80 <input type="checkbox"/> D1: 4.10, D2: 4.21, D3: 3.99	4.10	53.5%

# Proposal Items

(Scale 1 to 5)

	<u>Mean</u>	<u>Very Important</u>
Q11. Additional detention officers	4.00	42.0%
<input type="checkbox"/> GOP: 4.13, Dem: 3.84, PND: 4.00, IND: 3.88		
<input type="checkbox"/> D1: 3.95, D2: 3.94, D3: 4.13		
Q12. Renovating the main jail in Bisbee	3.57	28.8%
<input type="checkbox"/> GOP: 3.49, Dem: 3.71, PND: 3.51, IND: 3.55		
<input type="checkbox"/> D1: 3.22, D2: 3.78, D3: 3.78		
Q13. Building a new jail to avoid costly renovations	3.54	28.5%
<input type="checkbox"/> GOP: 3.62, Dem: 3.34, PND: 3.65, IND: 3.53		
<input type="checkbox"/> D1: 3.42, D2: 3.70, D3: 3.52		
Q14. Facilities to handle opioid and drug addiction cases	4.01	47.5%
<input type="checkbox"/> GOP: 3.82, Dem: 4.33, PND: 3.95, IND: 3.59		
<input type="checkbox"/> D1: 3.89, D2: 4.07, D3: 4.10		

## Proposal Items

(Scale 1 to 5)

	<u>Mean</u>	<u>Very Important</u>
Q15. Space to address juveniles mandated to be housed in jail instead of juvenile detention	3.55	32.3%
□ GOP: 3.58, Dem: 3.50, PND: 3.60, IND: 3.56		
□ D1: 3.46, D2: 3.42, D3: 3.82		
Q16. Expanded capacity for border-related detainees	3.54	39.5%
□ GOP: 3.68, Dem: 3.31, PND: 3.66, IND: 3.43		
□ D1: 3.44, D2: 3.66, D3: 3.56		
Q17. Improving detention officer safety	4.42	67.5%
□ <b>GOP: 4.49</b> , Dem: 4.27, PND: 4.61, IND: 4.25		
□ D1: 4.43, D2: 4.24, <b>D3: 4.58</b>		
Q18. Improving inmate safety	3.92	41.5%
□ GOP: 3.64, Dem: 4.31, PND: 4.15, IND: 3.73		
□ D1: 3.77, D2: 4.05, D3: 4.00		



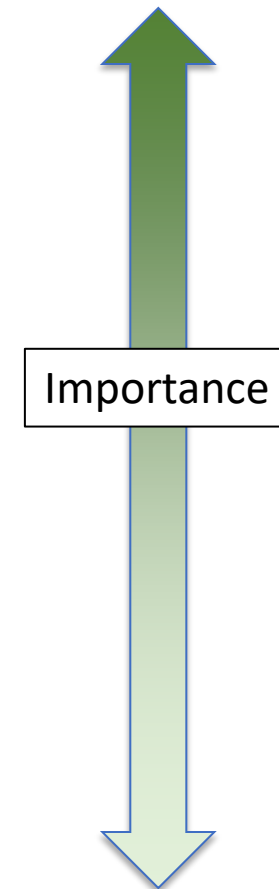
# Proposal Items

(Scale 1 to 5)

	<u>Mean</u>	<u>Very Important</u>
Q19. Reducing transportation costs □ GOP: 3.41, Dem: 3.33, PND: 3.91, IND: 3.38 □ D1: 3.26, D2: 3.51, D3: 3.66	3.46	24.5%
Q20. Reducing expensive repair costs □ GOP: 3.76, Dem: 3.78, PND: 3.97, IND: 3.65 □ D1: 3.65, D2: 3.84, D3: 3.91	3.78	34.3%
Q21. Eliminating costly power, plumbing, and air conditioning repairs □ GOP: 3.66, Dem: 3.74, PND: 3.79, IND: 3.70 □ D1: 3.62, D2: 3.72, D3: 3.83	3.71	32.0%
Q22. Expanding inmate programming and education □ GOP: 3.57, Dem: 4.41, PND: 3.80, IND: 3.35 □ D1: 3.69, D2: 3.93, D3: 3.97	3.85	41.8%

# Ranking Proposal Items

	<u>Mean</u>
Improving detention officer safety	4.42
Facilities to treat the mentally ill	4.29
24-hour medical support	4.10
Increased staffing	4.03
Facilities to handle opioid and drug addiction cases	4.01
Additional detention officers	4.00
Improving inmate safety	3.92
Expanding inmate programming and education	3.85
Reducing expensive repair costs	3.78
Eliminating costly power, plumbing, and air conditioning repairs	3.71
Building a new jail to avoid costly renovations	3.57
Renovating the main jail in Bisbee	3.57
Space to address juveniles mandated to be housed in jail instead of juvenile detention	3.55
Expanded capacity for border-related detainees	3.54
Reducing transportation costs	3.46
Updates to basic communications like radio and internet inside the facility	3.44



# Support Statements

(Scale 1 to 5)

## Q23. Invest in public safety

- GOP: 4.13, Dem: 4.41, PND: 4.17, IND: 4.19
- D1: 4.25, D2: 4.21, D3: 4.20

<u>Mean</u>	<u>Strongly Agree</u>
4.22	54.3%

This proposal invests in the public safety of our community by better ensuring that our criminals remain behind bars and that those with serious mental illnesses or addiction issues can receive the help they need while incarcerated.

## Q24. Protect quality of life

- GOP:4.04, Dem: 3.98, PND: 4.12, IND: 3.91
- D1: 4.02, D2: 3.92, D3: 4.12

4.02	46.3%
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Quality public safety and jail services help protect our property values and play a key part in our ability to continue to attract residents and businesses. As we face growing immigration and mental health challenges, we must face this issue head on and continue to invest in our public safety and jail system to protect our quality of life.

## Support Statements

(Scale 1 to 5)

### Q25. Fiscally responsible solution

- GOP: 3.78, Dem: 4.06, PND: 3.80, IND: 4.11
- D1: 3.82, D2: 3.97, D3: 3.93

<u>Mean</u>	<u>Strongly Agree</u>
3.90	38.3%

This proposal is a fiscally responsible solution because the current facility is extensively outdated and expensive to maintain. It is plagued with power capacity issues, plumbing problems, technological problems, and leaks. It has been modified over the years with additional equipment and repurposing of spaces, but there are still significant challenges facing staff and inmate safety. It would cost the taxpayers more to maintain the aging jail than to build a new facility.

### Q26. Mental Illness

- GOP: 4.05, Dem: 4.39, PND: 4.21, IND: 4.25
- D1: 4.14, D2: 4.14, D3: 4.32

4.19	47.5%
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Currently, the jails are not adequately staffed and nor have the proper services in place to deal with the growing portion of our population suffering from mental illness. Nearly two-thirds of all current inmates are diagnosed with some sort of mental illness that requires medication. The staff often have to use isolation facilities for seriously mentally ill patients which can only exacerbate their condition or holding cells which can cause safety concerns for other inmates.

# Support Statements

(Scale 1 to 5)

## Q27. Medical needs

- GOP: 3.96, Dem: 4.36, PND: 4.20, IND: 4.09
- D1: 4.04, D2: 4.15, D3: 4.23

Currently, the jail does not provide a 24-hour medical professional creating the potential for costly emergencies. Last year, Cochise County spent hundreds of thousands of dollars on outside inmate medical treatment not including transportation costs and operational challenges. This proposal is a fiscally responsible way to manage ongoing medical needs.

<u>Mean</u>	<u>Strongly Agree</u>
4.13	48.3%

## Q28. Everyone pays

- GOP: 3.54, Dem: 3.89, PND: 3.53, IND: 3.63
- D1: 3.52, D2: 3.79, D3: 3.69

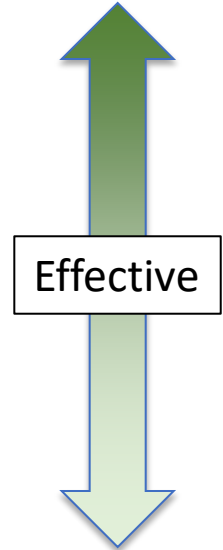
The Jail District would be financed by a temporary sales tax which means everyone (even those who don't live here) will help fund our public safety. Visitors, tourists, and companies headquartered outside Cochise County that work and visit here, but own no property, will still have to pay a portion of the jail costs.

3.65	36.3%
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## Ranking Support Statements

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	<u>Mean</u>
Q23. Invest in public safety	4.22
Q26. Mental Illness	4.19
Q27. Medical needs	4.13
Q24. Protect quality of life	4.02
Q25. Fiscally responsible solution	3.90
Q28. Everyone pays	3.65



# Opposition Statements

(Scale 1 to 5)

## Q29. Oppose all tax increases

- GOP: 3.49, Dem: 2.50, PND: 3.25, IND: 2.89
- D1: 3.11, D2: 3.24, D3: 2.95

<u>Mean</u>	<u>Strongly Agree</u>
3.10	26.0%

I oppose all tax increases because we are taxed enough already. Taxes go up, they never go down. Taxes hurt our economy and kill jobs.

## Q30. High sales tax

- GOP: 3.63, Dem: 3.18, PND: 3.24, IND: 3.51
- D1: 3.43, D2: 3.42, D3: 3.44

3.43	30.0%
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Many of our communities already have sales taxes over 9% and if we passed this tax, some communities would have a double-digit sales tax and lose out to people shopping elsewhere for lower sales taxes. We simply can't afford an increase in sales tax.

# Opposition Statements

(Scale 1 to 5)

## Q31. Sales taxes are regressive

- GOP: 3.18, Dem: 3.44, PND: 3.07, IND: 2.98
- D1: 3.26, D2: 3.40, D3: 2.97

<u>Mean</u>	<u>Strongly Agree</u>
3.22	23.8%

Sales taxes are regressive and hurt the poorest in our community who can least afford it. It's time that we start to move away from sales taxes and jails and other services through taxes that don't disproportionately hurt our most vulnerable.

## Q32. Fixed income

- **GOP: 3.59**, Dem: 3.14, PND: 3.33, IND: 3.10
- D1: 3.34, D2: 3.52, D3: 3.24

3.37	31.5%
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I live on a fixed income and have to live within my means. The county should learn how to do the same. With inflation out of control, now is not the time to increase spending.



# Opposition Statements

(Scale 1 to 5)

## Q33. Illegal immigration

- **3.63**, Dem: 2.74, PND: 3.47, IND: 3.51
- D1: 3.68, D2: 3.34, D3: 3.85

<u>Mean</u>	<u>Strongly Agree</u>
<b>3.63</b>	44.3%

Our jails are filled with illegal immigrants. If we could just secure our border and have the federal government pay the money that they owe to the jails, we wouldn't have to burden the local taxpayers and increase our sales tax.

## Q34. No comfort for inmates

- GOP: 3.48, Dem: 2.36, PND: 3.07, IND: 2.91
- D1: 3.08, D2: 2.91, D3: 3.08

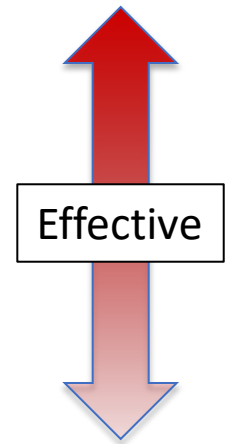
3.03	29.8%
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Taxpayers shouldn't be expected to pay for upgrades to make jail more comfortable for inmates. If they wanted easy living, they shouldn't have committed the crimes that got them into jail in the first place.

## Ranking Opposition Statements

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	<u>Mean</u>
Q33. Illegal immigration	3.63
Q30. High sales tax	3.43
Q32. Fixed income	3.37
Q31. Sales taxes are regressive	3.22
Q29. Oppose all tax increases	3.10
Q34. No comfort for inmates	3.03



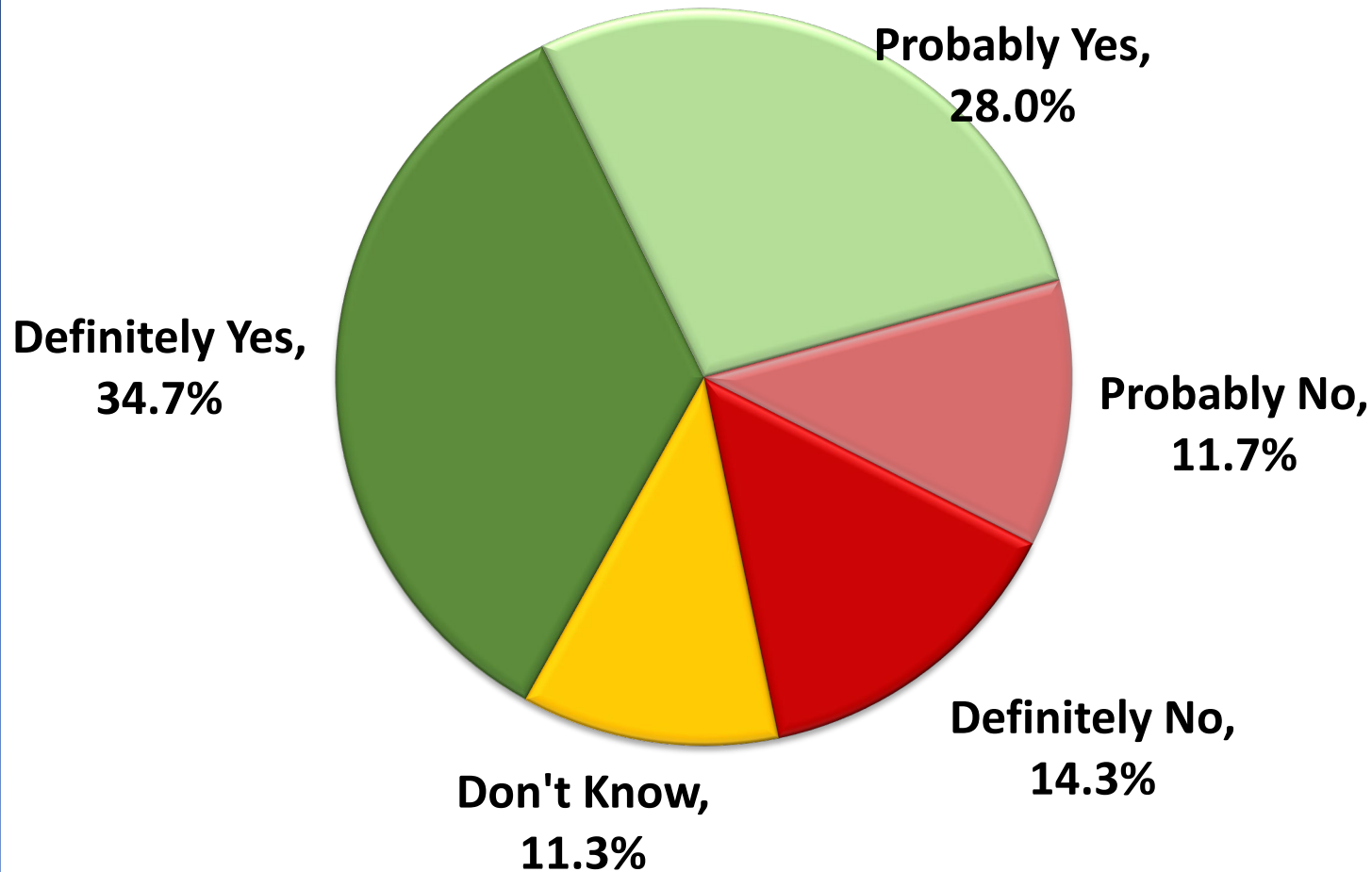
# Ranking All Arguments

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	<u>Mean</u>	
Q23. Invest in public safety	4.22	Support
Q26. Mental Illness	4.19	Support
Q27. Medical needs	4.13	Support
Q24. Protect quality of life	4.02	Support
Q25. Fiscally responsible solution	3.90	Support
Q28. Everyone pays	3.65	Support
Q33. Illegal immigration	3.63	Oppose
Q30. High sales tax	3.43	Oppose
Q32. Fixed income	3.37	Oppose
Q31. Sales taxes are regressive	3.22	Oppose
Q29. Oppose all tax increases	3.10	Oppose
Q34. No comfort for inmates	3.03	Oppose



# Post-Test: Knowing just what you know right now, would you vote Yes or No on this proposal?



**Total: 62.7% Yes**  
**26.0% No**

	Yes	No
GOP:	61.1%	27.2%
Dem:	67.2%	23.3%
PND:	58.3%	30.0%
IND:	63.6%	22.7%
District 1:	62.5%	22.5%
District 2:	60.0%	30.0%
District 3:	65.8%	26.7%

# Demographics

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Do you have children under 18 living at home with you?

20.7% Yes  
75.3% No  
4.0% Refused

Ideology:

19.3% Very Conservative  
21.3% Somewhat Conservative  
32.0% Moderate  
8.5% Somewhat Liberal  
7.5% Very Liberal  
4.7% Don't Know  
6.7% Refused

Questions?

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# HIGHGROUND

PUBLIC AFFAIRS CONSULTANTS

Thank You!

