

Arizona Public Opinion Pulse (AZPOP) - Happiness Topline and Crosstab Report



Arizona General (18+YO) Population
Survey Conducted on July 6th - July 11th, 2021
n=1000 General Population with a MoE +/- 3.1%
Online Opt-In Panel Survey
*Totals may not sum to 100%, due to rounding

Gender	Total
Sample Size	1,000
Male	
Column %	49%
Female	
Column %	51%
Prefer not to answer	
Column %	0%

Education Combined	Total
Sample Size	1,000
HS or Less	
Column %	29%
Some College	
Column %	37%
College Graduate	
Column %	22%
Postgrad	
Column %	12%

Race/Ethnicity	Total
Sample Size	1,000
White, Non-Hispanic	
Column %	58%
Hispanic/Latino	
Column %	26%
Other	
Column %	16%

Age	Total
Sample Size	1,000
17 or younger	
Column %	0%
18-34	
Column %	29%
35-44	
Column %	15%
45-54	
Column %	15%
55-64	
Column %	16%
65+	
Column %	25%

Region	Total
Sample Size	1,000
Maricopa	
Column %	61%
Pima	
Column %	15%
Rural	
Column %	24%

Table of contents

Survey

All things considered, how would you describe your attitude these days?	3
Are you more or less happy than you were six months ago?	4
In six months, do you believe you will be more or less happy than you are today?	5

*Values may not appear to be totaled correctly, due to rounding.

All things considered, how would you describe your attitude these days?

	Total	Gender		Region			Age Combined		Race/Ethnicity		
	Total	Male	Female	Maricopa	Pima	Rural	18-54	55+	White, Non-Hispanic	Hispanic/Latino	Other
Sample Size	1,000	489	511	610	150	240	588	412	582	260	158
Very Happy Column %	25%	28%	22%	22%	24%	32%	24%	26%	26%	21%	26%
Somewhat Happy Column %	46%	43%	49%	49%	49%	37%	45%	48%	47%	51%	35%
Neither Happy nor Unhappy Column %	15%	16%	15%	16%	13%	14%	14%	17%	13%	17%	20%
Somewhat Unhappy Column %	11%	10%	12%	10%	11%	15%	13%	8%	12%	8%	15%
Very Unhappy Column %	3%	3%	3%	3%	4%	3%	4%	2%	2%	4%	4%
Total Happy Column %	71%	71%	70%	71%	72%	69%	69%	74%	73%	72%	61%
Total Unhappy Column %	14%	13%	15%	13%	15%	17%	17%	10%	14%	12%	19%

*Values may not appear to be totaled correctly, due to rounding.

Are you more or less happy than you were six months ago?

	Total	Gender		Region			Age Combined		Race/Ethnicity		
		Male	Female	Maricopa	Pima	Rural	18-54	55+	White, Non-Hispanic	Hispanic/Latino	Other
Sample Size	1,000	489	511	610	150	240	588	412	582	260	158
Much more happy											
Column %	18%	17%	19%	16%	10%	26%	22%	12%	14%	19%	30%
Somewhat more happy											
Column %	25%	26%	24%	27%	26%	20%	27%	22%	25%	31%	17%
About the same											
Column %	40%	41%	38%	38%	44%	41%	30%	54%	47%	29%	31%
Somewhat less happy											
Column %	14%	14%	14%	16%	13%	10%	17%	10%	12%	16%	19%
Much less happy											
Column %	3%	2%	5%	3%	6%	3%	4%	2%	3%	4%	3%
Total More Happy											
Column %	43%	43%	43%	43%	36%	46%	49%	34%	39%	51%	46%
Total Less Happy											
Column %	17%	16%	19%	18%	19%	13%	21%	12%	14%	20%	23%

*Values may not appear to be totaled correctly, due to rounding.

In six months, do you believe you will be more or less happy than you are today?

	Total	Gender		Region			Age Combined		Race/Ethnicity		
		Male	Female	Maricopa	Pima	Rural	18-54	55+	White, Non-Hispanic	Hispanic/Latino	Other
Sample Size	1,000	489	511	610	150	240	588	412	582	260	158
Much more happy Column %	25%	24%	26%	24%	21%	31%	33%	14%	20%	31%	35%
Somewhat more happy Column %	27%	30%	24%	30%	27%	19%	27%	26%	28%	28%	21%
About the same Column %	42%	41%	44%	41%	45%	44%	33%	56%	49%	34%	33%
Somewhat less happy Column %	4%	4%	4%	4%	4%	4%	5%	2%	2%	5%	9%
Much less happy Column %	2%	1%	2%	2%	3%	1%	2%	1%	2%	2%	3%
Total More Happy Column %	52%	54%	50%	53%	48%	50%	59%	41%	47%	59%	56%
Total Less Happy Column %	6%	5%	7%	6%	7%	6%	8%	3%	4%	7%	11%