



Arizona Voters Back Pro-Growth Policies and Axon Headquarters, Reject Out-of-State Union Interference

DATE: Tuesday, March 25, 2025
TO: Interested Parties
FROM: Brock McCleary, Vice President & Mike Yelovich, Polling Director
RE: Survey of Likely Voters in Arizona

Broad, Bipartisan Support for SB1543 and Axon HQ Shows Mandate from Voters Backing Economic Growth and Innovation in Arizona

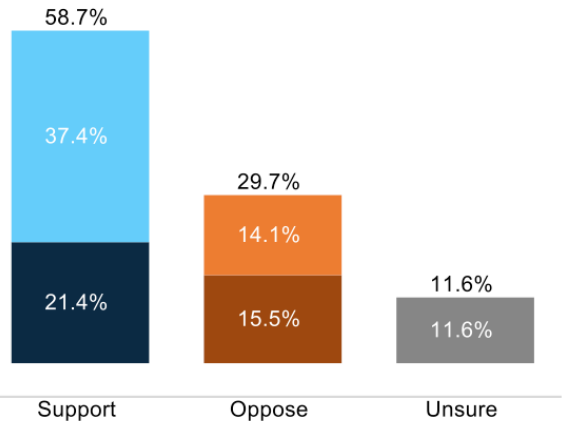
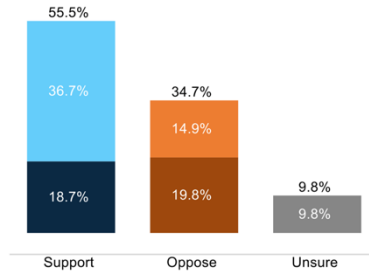
- A majority of voters statewide (59%) and in Scottsdale (55.5%) **support the SB1543 legislation allowing companies to build housing for their employees and hotels on their industrial zoned campuses.**

Statewide Voters Support SB1543

Would you support or oppose state legislation which allows companies that meet specific requirements, like bringing thousands of new jobs to Arizona, to be allowed to build housing for their employees and hotels on their campuses if the property is currently zoned for industrial use?

Scottsdale Voters Support SB1543

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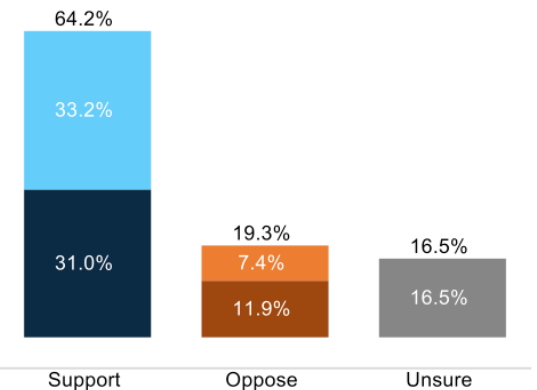
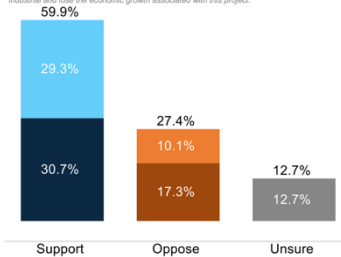
- Near identical support can again be seen **across party lines.**
- 59% of **Trump 2024 voters** support the legislation as well.
- Geographically, a solid majority of voters in **all regions of the state** support the legislation.
- Three-in-four voters (75%) support Axon building their world headquarters in Arizona.**
- Support is strong among **voters of all political party affiliations** (79% of Republicans, 76% of Independents, and 71% of Democrats).
- Support is strongest with men (81% support, 12% oppose), but women still highly support it (70-20%).
- More than three-in-four **union members support (78%)** Axon building their headquarters in Arizona.
- Support for Axon building their campus remains strong (60% support, 24% oppose) even after learning that a **union has tried to stop the efforts by referring the rezoning to a public vote.**
- Once voters are given the **full description of Axon's global headquarters project**, support remains strong at 64% support statewide, 19% oppose and in Scottsdale 60% support, 27% oppose.

Statewide Axon Campus Opinion

Do you support or oppose the Arizona State legislature passing legislation that allows major technology companies to build campuses that include housing units if they bring high paying jobs in Arizona? If you support the legislation, you are saying that you believe Axon should be permitted to build their campus here, including the housing units and keeping the economic development in the state. If you oppose it, the effect would be to rezone the land as industrial and lose the economic growth associated with this project.

Scottsdale Axon Campus Opinion

Do you support or oppose the Arizona State legislature passing legislation that allows major technology companies to build campuses that include housing units if they bring high paying jobs in Arizona? If you support the legislation, you are saying that you believe Axon should be permitted to build their campus here, including the housing units and keeping the economic development in the state. If you oppose it, the effect would be to rezone the land as industrial and lose the economic growth associated with this project.



- 69% of Republicans, 66% of Independents and 59% of Democrats support the plans.
- This includes 70% of Trump 2024 voters who support the project.
- When voters learn about **Axon, two-thirds have a favorable opinion** (67% favorable, 14% unfavorable).

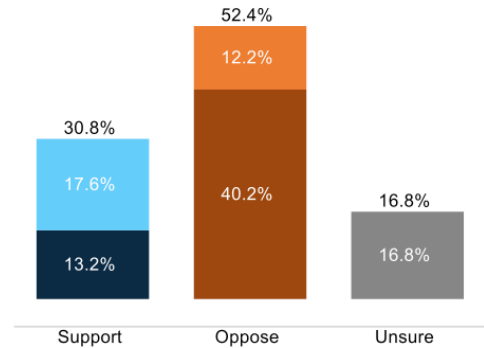


Voters Reject Out-of-State Union Interference, Support Lawmakers Who Back Axon HQ

- Half of voters (52%) **oppose an out-of-state union** paying to have Axon's rezoning referred to a public vote with 40% **strongly opposing**. This includes more than a third of **Democrats** (36%) opposing it.
- Even nearly half of **union members** (48%) oppose these efforts.
- **Across income brackets**, voters oppose the union's efforts to refer the rezoning to a public vote. A majority of those making more than \$50,000 a year oppose it.
- **Half of voters** (50%) say they would be **more likely to vote for a political candidate who voted to allow Axon to establish their headquarters in Arizona**. Only 19% say they would be less likely.
- 58% of **Republicans**, 47% of **Independents** and 45% of **Democrats** would be more likely to vote for that candidate.
- Half of those with **high past election turnout** (50%) would be more likely to support that candidate.

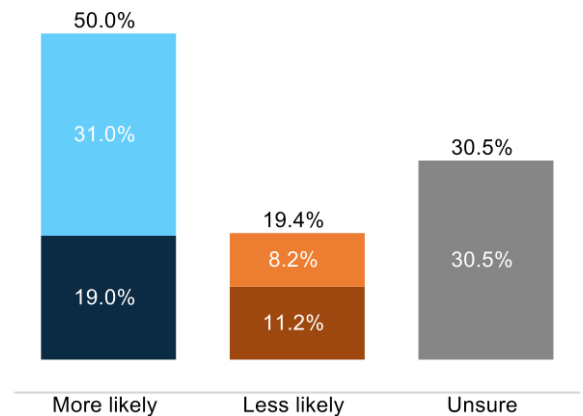
Union Paying for Public Vote

Do you support or oppose an out of state union paying to have Axon's rezoning approval referred to a public vote?



Candidate Support Impact

Would you be more likely or less likely to vote for a political candidate who voted to allow Axon to establish their global headquarters in Arizona?



Scottsdale Voters

When looking at Scottsdale voters specifically, there is broad and overwhelming support for Axon project.

- A majority of voters (55%) **support the SB1543 legislation allowing companies to build housing for their employees and hotels on their industrial zoned campuses**.
- Three-in-four voters (75%) support a local, Arizona company like Axon building their world headquarters in Scottsdale.
- **Two-thirds of voters (65%) support Axon building their world headquarters in Scottsdale**.
- Once voters are given **the full description of Axon's global headquarters project**, support remains strong at 60% support, 27% oppose.
- When voters learn about **Axon, two-thirds have a favorable opinion** (68% favorable, 19% unfavorable).

METHODOLOGY

This probabilistic survey was conducted March 23 - 24, 2025, with 510 likely general election voters in Arizona. It has a margin of error of $\pm 4.32\%$. Known registered voters were interviewed via live phones and SMS. This survey was weighted to be representative of likely 20-26 general election turnout.

This probabilistic survey was conducted March 26 - 27, 2025, with 415 likely general election voters in Scottsdale, Arizona. It has a margin of error of $\pm 4.79\%$. Known registered voters were interviewed via live phones and SMS. This survey was weighted to be representative of likely general election turnout.

ABOUT THE FIRM

[Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in 50 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.

