

To: Interested Parties

From: Landon Wall, GrayHouse

Date: February 6, 2026

Re: Arizona Attorney General Survey: Petersen Dominates Primary, Strongest GOP Nominee in General

A recent GrayHouse poll of 400 likely Republican primary voters and 450 likely 2026 general election voters in Arizona reveals a clear path for Republicans to win the Attorney General's race, but only with the right nominee. In the GOP primary, Senate President Warren Petersen leads on an initial ballot at 15%, but **after voters hear the candidates' backgrounds, Petersen surges to 57%, a commanding majority, while his opponents remain stuck in single digits.**

In the general election, Petersen is the only Republican who runs within the margin of error against Democrat Kris Mayes, trailing by just 2 points (42%-44%), while Rodney Glassman trails by 7 and Greg Roeberg trails by 9. **Critically, the undecided pool in the Petersen-Mayes matchup is nearly 2-to-1 Trump voters over Harris voters (62%-28%), representing a massive reservoir of latent Republican support waiting to come home.** Combined with a Republican voter registration advantage that has surged to +333,255 voters, the largest margin in nearly a decade, the data overwhelmingly points to Petersen as the strongest Republican nominee to take on Mayes in November.

Executive Summary

- Petersen leads the initial primary ballot at 15% with 75% undecided, but after voters hear all three candidates' backgrounds, he surges to a 57% majority, a 42-point gain. Glassman and Roeberg remain stuck at 6% and 7% respectively.
- Petersen's biographical profile drives 65% of primary voters to say they are more likely to support him (68% among registered Republicans). Glassman's party-switching history generates 74% "less likely."
- In the general election, Petersen trails Mayes by just 2 points (42%-44%), well within the $\pm 4.6\%$ margin of error. Glassman trails by 7 (38%-45%) and Roeberg trails by 9 (36%-45%).
- Petersen consolidates 81% of Republican voters in a general election matchup, compared to just 71% for Glassman and 69% for Roeberg. The 10-12 point consolidation gap is the difference between a competitive race and a comfortable Democrat hold.
- The undecided pool in the Petersen-Mayes matchup skews heavily Republican: 62% voted for Trump in 2024 compared to just 28% for Harris (Trump +34). Mayes's support is near its ceiling at 44-45% regardless of opponent, with 93% Democrat consolidation and minimal crossover. The latent Republican vote in the undecided pool is where this race gets won.
- Republicans hold a structural advantage: voter registration lead has surged to +333,255 voters, the largest in nearly a decade, with Democrats losing 102,998 registrations since 2021 while Republicans gained 98,151.



Petersen Surges to Majority After Voters Hear Candidates' Records

On an initial ballot with 75% of voters undecided, Petersen leads with 15% to Glassman's 7% and Roeberg's 4%. The race is largely undefined at this stage, but the trajectory becomes unmistakable once voters learn about the candidates.

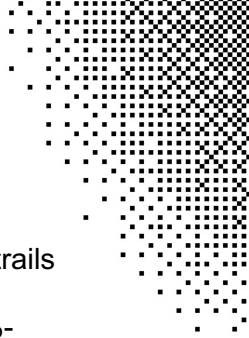
Initial Ballot	Overall
Warren Petersen	15%
Rodney Glassman	7%
Greg Roeberg	4%
Don't Know	75%

After hearing biographical information about all three candidates, the race breaks decisively for Petersen. He jumps to 57%, a clear majority, while Glassman drops to 6% and Roeberg manages just 7%. Among registered Republicans, Petersen reaches 58%.

Informed Ballot	Overall
Warren Petersen	57%
Rodney Glassman	6%
Greg Roeberg	7%
Don't Know	30%

The movement is driven by the strength of Petersen's profile and the weakness of Glassman's. 65% of voters say Petersen's biography makes them more likely to support him, including 68% of registered Republicans. In contrast, 74% say Glassman's background, including his history of switching between Republican, Independent, and Democrat registrations, makes them *less likely* to support him, with 76% of registered Republicans saying less likely. Roeberg's profile generates a muted 17% more likely with 49% saying it makes no difference.

Bio Impact	Petersen	Glassman	Roeberg
More likely	65%	5%	17%
No difference	21%	12%	49%
Less likely	2%	74%	14%
Don't know	12%	8%	20%



Petersen Is the Only Competitive Republican in the General Election

Shifting to the general election, the difference between nominees becomes stark. Petersen trails incumbent Attorney General Kris Mayes by just 2 points, 42%-44%, well within the survey's $\pm 4.6\%$ margin of error. Glassman trails by 7 points (38%-45%) and Roeberg trails by 9 (36%-45%). Neither Glassman nor Roeberg runs within striking distance.

General Election Matchup	GOP	Mayes (D)	Undecided	Margin
Petersen vs. Mayes	42%	44%	14%	Mayes +2
Glassman vs. Mayes	38%	45%	17%	Mayes +7
Roeberg vs. Mayes	36%	45%	18%	Mayes +9

The critical difference is Republican base consolidation. Petersen locks down 81% of GOP voters compared to 71% for Glassman and 69% for Roeberg. That 10-12 point consolidation gap directly translates to the topline margin: Mayes holds steady at 44-45% regardless of opponent, meaning this race will be decided by how effectively the Republican nominee unifies the party and wins over undecided Independents.

The topline understates Petersen's position. Among voters who are undecided in the Petersen-Mayes matchup, 62% are Trump voters compared to just 28% Harris voters. That nearly 2-to-1 ratio means the current undecided pool is overwhelmingly Republican-leaning voters who have not yet come home. As Petersen builds name ID and the general election campaign takes shape, these are voters with a natural trajectory toward the Republican nominee.

GOP Base Consolidation	Overall
Petersen	42%
Glassman	38%
Roeberg	36%

Undecideds Skew Heavily Republican; Mayes Near Her Ceiling

The Petersen-Mayes topline of 42%-44% understates Republican strength because the undecided pool is overwhelmingly composed of Trump voters. **Among voters who are undecided in the Petersen-Mayes matchup, 62% voted for Trump in 2024 compared to just 28% who voted for Harris, a Trump +34 margin.** Nearly 2-to-1 Trump voters over Harris voters are sitting on the sidelines. This is the clearest indicator that the current Mayes +2 topline has a significant amount of latent Republican vote waiting to come home once Petersen builds name ID and the general election campaign takes shape.

Petersen vs. Mayes Undecideds	2024 Vote
Trump	62%
Harris	28%
Someone else / DNV / DK	10%



Mayes’s numbers reinforce this dynamic. Her topline holds at 44-45% regardless of which Republican she faces, and her share among Independents barely moves (42-44%) across all three matchups. She consolidates 93% of Democrats, who make up just 31% of the general election electorate, giving her roughly 29 points from her base alone. With only 8% Republican crossover support and limited room to grow among Independents, there is little upside left in her coalition. What movement exists in this race is on the Republican side.

Among Independents, all three Republicans trail Mayes, but the headline is the massive 26% undecided block that is consistent across all three matchups. Petersen leads the Republican field among Independents at 32%, compared to 31% for Glassman and 30% for Roeberg.

Independents Only	GOP	Mayes (D)	Undecided	Margin
Petersen vs. Mayes	32%	42%	26%	Mayes +10
Glassman vs. Mayes	31%	43%	26%	Mayes +12
Roeberg vs. Mayes	30%	44%	26%	Mayes +14

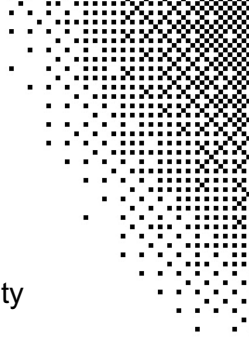
Republican Structural Advantages Continue to Grow

Petersen’s general election competitiveness is reinforced by structural trends that continue to move in Republicans’ direction. Arizona’s Republican voter registration advantage has surged to +333,255 voters, the largest margin in nearly a decade, according to the latest report from the Arizona Secretary of State’s Office. Republicans now total 1,603,141 registered voters (35.6%) compared to 1,269,886 Democrats (28.2%), with 1,625,968 registered as “Other” including Independents and minor parties.

This represents a dramatic acceleration. Republicans led by 130,000 voters in 2020, 166,000 in 2022, and 295,000 in 2024. The gap has now surpassed 333,000, driven by Democrats losing 102,998 registrations since October 2021 (-7.5%) while Republicans gained 98,151 (+6.5%).

Year	Democrats	Republicans	GOP Advantage	Change
2020	1,350,079	1,480,034	+130,000	—
2022	1,316,426	1,482,236	+166,000	+36,000
2024	1,290,932	1,585,750	+295,000	+129,000
Oct 2025	1,269,886	1,603,141	+333,255	+38,255

In Maricopa County, Arizona’s largest and the decisive battleground, Republicans hold a nearly 196,000-voter registration advantage (940,727 to 744,804). The continued growth in unaffiliated voters (now 34.4% of all registrations) underscores the importance of nominating a candidate who can consolidate the Republican base *and* compete for Independents. As the data above shows, Petersen is uniquely positioned to do both.



Conclusion

The data paint a clear picture: Warren Petersen is the strongest Republican nominee for Arizona Attorney General. In the primary, he surges from 15% to a commanding 57% majority once voters learn about the candidates, a 42-point gain driven by his strong profile and Glassman's disqualifying party-switching history. In the general election, Petersen is the only Republican who runs within the margin of error against Kris Mayes, trailing by just 2 points compared to 7 for Glassman and 9 for Roeberg.

The current Mayes +2 topline understates Petersen's position. The undecided pool is nearly 2-to-1 Trump voters over Harris voters (62%-28%), while Mayes's support is already near its ceiling at 44-45% with 93% Democrat consolidation and minimal room to grow. Petersen consolidates 81% of Republicans with clear upside as the remaining GOP base and Trump-voting undecideds come home. Arizona's expanding Republican registration advantage, now at +333,255 and the largest in nearly a decade, provides the structural tailwind. The nominee best positioned to harness it is Warren Petersen.

Arizona Attorney General Poll

General Election Likely Voters

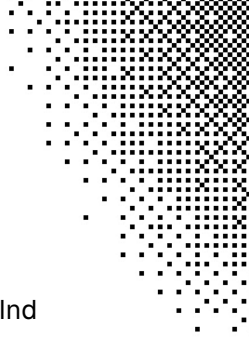
Benchmarks

Q. Do you approve or disapprove of the job Donald Trump is doing as President?

Response	Count	Overall	Rep	Dem	Ind
Strongly approve	174	37%	73%	2%	27%
Somewhat approve	61	11%	17%	0%	13%
Somewhat disapprove	14	2%	1%	0%	7%
Strongly disapprove	198	49%	9%	97%	52%
Don't know	3	0%	0%	0%	1%
Net Approve		-4%	+81%	-95%	-20%
Total Approve		48%	90%	2%	40%
Total Disapprove		52%	10%	97%	59%

Q. What do you think is the most important issue facing Arizona today?

Response	Count	Overall	Rep	Dem	Ind
Affordability, the economy & the cost of living	173	42%	31%	54%	46%
Border security & immigration	75	14%	25%	3%	12%
Election integrity	60	12%	20%	5%	9%
K-12 education	34	8%	3%	12%	11%
Water management	43	8%	8%	9%	6%
Crime, public safety & homelessness	24	6%	10%	2%	6%
Healthcare	19	3%	2%	4%	3%
Something else	12	4%	0%	11%	2%
Don't know	10	2%	1%	0%	4%



Q. And what do you think should be the top priority for the Arizona Attorney General to focus on?

Response	Count	Overall	Rep	Dem	Ind
Standing up to President Trump	86	25%	6%	52%	22%
Prosecuting violent criminals and keeping communities safe	99	19%	30%	6%	18%
Securing the border and enforcing immigration laws	80	17%	32%	0%	15%
Defending Arizona laws against federal overreach	65	16%	2%	27%	23%
Protecting election integrity	63	11%	17%	4%	11%
Fighting the fentanyl crisis and drug cartels	19	5%	8%	1%	4%
Protecting consumers from fraud and scams	18	3%	3%	7%	0%
Something else	13	2%	0%	2%	5%
Don't know	7	1%	2%	0%	1%

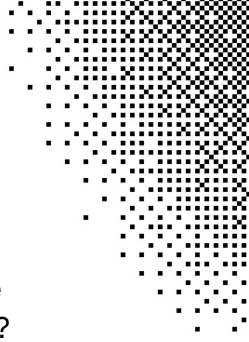
Attorney General Ballot Tests

Q. Looking ahead to the November 2026 General Election... If the election for Arizona Attorney General were held today and the candidates were Warren Petersen, the Republican, and Kris Mayes, the Democrat, for whom would you vote?

Response	Count	Overall	Rep	Dem	Ind
Warren Petersen, the Republican	191	42%	81%	2%	32%
Kris Mayes, the Democrat	175	44%	8%	93%	42%
Don't know	84	14%	12%	5%	26%

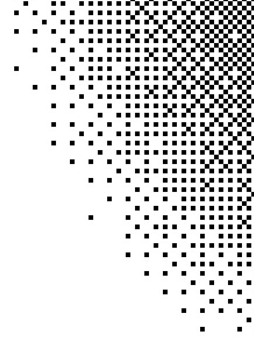
Q. If the election for Arizona Attorney General were held today and the candidates were Rodney Glassman, the Republican, and Kris Mayes, the Democrat, for whom would you vote?

Response	Count	Overall	Rep	Dem	Ind
Rodney Glassman, the Republican	184	38%	71%	3%	31%
Kris Mayes, the Democrat	178	45%	8%	93%	43%
Don't know	88	17%	20%	5%	26%



Q. If the election for Arizona Attorney General were held today and the candidates were Greg Roeberg, the Republican, and Kris Mayes, the Democrat, for whom would you vote?

Response	Count	Overall	Rep	Dem	Ind
Greg Roeberg, the Republican	178	36%	69%	2%	30%
Kris Mayes, the Democrat	179	45%	8%	93%	44%
Don't know	93	18%	23%	5%	26%



Arizona Attorney General Poll

GOP Primary Likely Voters

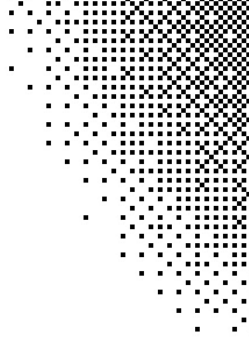
Benchmarks

Q. Do you approve or disapprove of the job Donald Trump is doing as President?

Response	Count	Overall	Rep	Ind
Strongly approve	299	78%	79%	75%
Somewhat approve	73	18%	18%	19%
Somewhat disapprove	6	1%	1%	2%
Strongly disapprove	19	2%	2%	4%
Don't know	3	1%	1%	0%
Net		+93%	+94%	+87%

Q. What do you think is the most important issue facing Arizona today?

Response	Count	Overall	Rep	Ind
Election integrity	111	29%	29%	28%
Border security & immigration	113	28%	28%	28%
Affordability, the economy & the cost of living	85	20%	20%	22%
Crime, public safety & homelessness	28	8%	8%	5%
Water management	25	6%	6%	7%
K-12 education	18	5%	5%	7%
Healthcare	9	2%	2%	2%
Something else	9	2%	2%	1%
Don't know	2	1%	1%	0%



Q. And what do you think should be the top priority for the Arizona Attorney General to focus on?

Response	Count	Overall	Rep	Ind
Securing the border and enforcing immigration laws	124	32%	31%	37%
Prosecuting violent criminals and keeping communities safe	117	30%	30%	27%
Protecting election integrity	97	25%	25%	23%
Protecting consumers from fraud and scams	18	4%	4%	1%
Fighting the fentanyl crisis and drug cartels	13	4%	4%	1%
Standing up to President Trump	10	2%	2%	2%
Defending Arizona laws against federal overreach	11	1%	1%	4%
Something else	7	2%	1%	5%
Don't know	3	1%	1%	0%

GOP Primary Contest for Attorney General

Q. Next year, Arizona will hold a Republican primary to select a Republican candidate for Attorney General. If the Republican Primary Election for Attorney General were being held today, who would you vote for if the candidates were...

Response	Count	Overall	Rep	Ind
Warren Petersen	61	15%	15%	16%
Rodney Glassman	25	7%	7%	3%
Greg Roeberg	17	4%	3%	6%
Don't know	297	75%	75%	75%

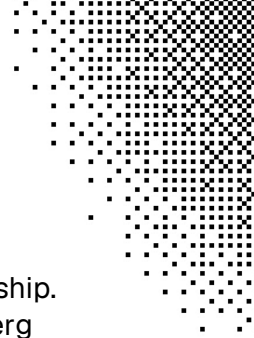
[READ BIO] Respondents were read the following biographical statement about the candidates. Bio order was randomized.

Q. Warren Petersen is a lifelong conservative and is the current Arizona Senate President with proven leadership. As a small business owner, Petersen has dedicated over a decade to public service. President Petersen received his undergraduate and law degrees from ASU. Petersen has prosecuted trials and defended Arizona laws when the liberal Attorney General refused. His extensive legislative and legal experience means he's the only candidate in the race with endorsements from current Attorneys General, law enforcement, and prosecutors. He is married and has five children. Based on this, does it make you more likely or less likely to vote for Warren Petersen? If it makes no difference, just say so.

Response	Count	Overall	Rep	Ind
More likely to vote for Petersen	261	65%	68%	54%
No difference	82	21%	18%	32%
Less likely to vote for Petersen	14	2%	3%	1%
Don't know	43	12%	12%	13%

Q. Rodney Glassman graduated from the University of Arizona and served as an officer in the Air Force Reserve JAG Corps. Rodney Glassman's party affiliation has changed from Republican in 1997, to Independent in 1999, to Democrat in 2000 where he ran for Dem Party Chair before re-registering as a Republican in 2015. Glassman was an aide to Raul Grijalva, has lost 5 different campaigns, and has tried zero cases in his 15 years as an attorney. His lone victory was a Tucson City Council seat as a Democrat, which he resigned from before completing his first term. Based on this, does it make you more likely or less likely to vote for Rodney Glassman? If it makes no difference, just say so.

Response	Count	Overall	Rep	Ind
More likely to vote for Glassman	24	5%	5%	6%
No difference	53	12%	10%	23%
Less likely to vote for Glassman	292	74%	76%	67%
Don't know	31	8%	8%	4%



Q. Greg Roeberg is a Scottsdale attorney whose work centers on business formation, compliance, and transactional matters for small businesses rather than courtroom litigation. Roeberg does not have prior experience in elected office or legislative leadership. He earned both his undergraduate and law degrees from Georgetown University. Roeberg is a survivor of Hodgkin's lymphoma. He is married and has two children. Based on this, does it make you more likely or less likely to vote for Greg Roeberg? If it makes no difference, just say so.

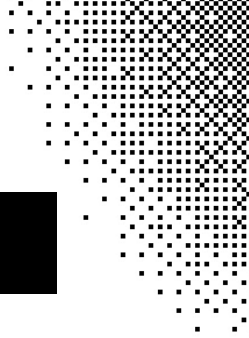
Response	Count	Overall	Rep	Ind
More likely to vote for Roeberg	70	17%	17%	19%
No difference	200	49%	49%	49%
Less likely to vote for Roeberg	53	14%	14%	13%
Don't know	77	20%	20%	19%

[INFORMED_BALLOT] Q. Now that you've heard about all three candidates, if the Republican Primary Election for Attorney General were being held today, who would you vote for?

Response	Count	Overall	Rep	Ind
Warren Petersen	224	57%	58%	51%
Rodney Glassman	27	6%	5%	13%
Greg Roeberg	29	7%	7%	6%
Don't know	120	30%	30%	29%

Methodology

Interview Dates	January 31 st – February 1 st , 2026
Sponsor	Friends of Warren Petersen
Target Population	(1) Arizona likely voters for general-election measurement, and (2) likely Republican primary electorate for GOP ballot testing.
Sampling Method	<p>The survey was administered using a mixed-mode design combining SMS text-to-web invitations and live interviewer calls. The sample was drawn from an Arizona voter file, enriched with consumer data and modeled to likely voters in both the general election and the GOP primary.</p> <p>Quota controls were applied during recruitment to ensure representative coverage across age, gender, race/ethnicity, educational attainment, county, and party registration. For GOP-primary recruitment, additional soft quotas tracked GOP primary turnout patterns. Respondents were screened for their likelihood to vote.</p>
Weighting	<p>The general-election sample was weighted on demographics (age, gender, education, race/ethnicity), geography (county), party registration, party self-identification, turnout history, and recalled 2024 presidential vote. Weighting targets were derived from 2024 certified election returns, U.S. Census data, and the 2026 statewide voter file.</p> <p>The GOP-primary sample received a dedicated weight raked to gender, age, education, race, county, party registration, 2024 presidential vote, and primary turnout history.</p>
Number of respondents	General election: 450 & GOP primary: 400
Margin of error	+/- 4.6% (95% CI) for the general-election sample +/- 4.9% (95% CI) for the GOP-primary sample
Survey Modes	Mixed-mode: 60% SMS text-to-web, 40% live interviews to mobile phones



Gen Election Weighted Sample Demos

Gender

Gender	Count	Percent
Female	238	53%
Male	212	47%

Age

Age	Count	Percent
30-49	149	33%
65+	130	29%
50-64	108	24%
18-29	63	14%

Partisan Identity

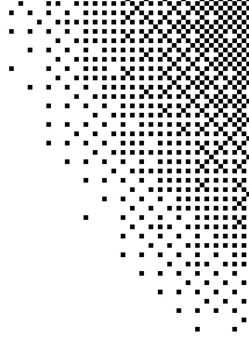
Partisan Identity	Count	Percent
Republican	175	39%
Democrat	139	31%
Independent/Other	135	30%

Education

Education	Count	Percent
Non-College	270	60%
College	180	40%

Race/Ethnicity

Race/Ethnicity	Count	Percent
White	306	68%
Hispanic	90	20%
Other	54	12%



County

County	Count	Percent
Maricopa	279	62%
Other	104	23%
Pima	67	15%

Party Registration

Party Registration	Count	Percent
Republican	175	39%
Democrat	139	31%
Independent	135	30%

2024 Presidential Vote

2024 Presidential Vote	Count	Percent
Trump	223	50%
Harris	210	47%
Other	17	4%

GOP Primary Weighted Sample Demos**Gender**

Gender	Count	Percent
Female	204	51%
Male	196	49%

Age

Age	Count	Percent
65+	232	58%
50-64	100	25%
30-49	52	13%
18-29	16	4%

Education

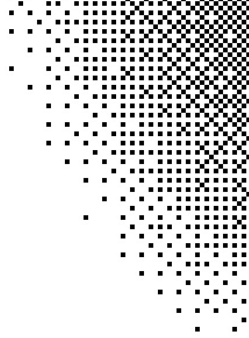
Education	Count	Percent
Non-College	252	63%
College	148	37%

Race/Ethnicity

Race/Ethnicity	Count	Percent
White	328	82%
Other	40	10%
Hispanic	32	8%

County

County	Count	Percent
Maricopa	232	58%
Other	120	30%
Pima	48	12%



Party Registration

Party Registration	Count	Percent
Republican	340	85%
Unaffiliated / other	60	15%

2024 Presidential Vote

2024 Presidential Vote	Count	Percent
Trump	380	95%
Harris / DNV /Someone else	20	5%

Primary Voting History

Primary Voting History	Count	Percent
3-4 of 4	220	55%
1-2 of 4	120	30%
0 of 4	60	15%