

Instructions for Analysis

This report provides crosstab and topline analysis based on the selected demographics and questions. Each table shows the total counts and corresponding percentages for each demographic category.

Q1: Would you say things in Arizona are going in the right direction or wrong direction?

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Not sure	22.0%	14.0%	21.0%	34.0%
Right direction	14.0%	13.0%	17.0%	13.0%
Wrong direction	63.0%	73.0%	62.0%	53.0%

CROSSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Not sure	155 / 28.0%	70 / 16.0%	71 / 21.0%	105 / 34.0%	49 / 14.0%	16 / 38.0%	5 / 36.0%	54 / 26.0%	150 / 20.0%
Right direction	65 / 12.0%	80 / 18.0%	58 / 17.0%	42 / 13.0%	45 / 13.0%	0 / 0.0%	3 / 24.0%	31 / 15.0%	110 / 15.0%
Wrong direction	340 / 61.0%	291 / 66.0%	213 / 62.0%	164 / 53.0%	253 / 73.0%	26 / 62.0%	6 / 40.0%	122 / 59.0%	478 / 65.0%

Q2: For President of the United States, which candidate did you vote for?

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Chase Oliver, Libertarian Party, Mike ter Maat (Running mate)	1.0%	0.0%	0.0%	2.0%
Donald Trump, Republican Party, J.D. Vance (Running mate)	51.0%	95.0%	3.0%	55.0%
Jill Stein, Green Party, Butch Ware (Running mate)	0.0%	0.0%	1.0%	0.0%
Kamala D. Harris, Democratic Party, Tim Walz (Running mate)	46.0%	3.0%	95.0%	38.0%
Not sure	2.0%	1.0%	1.0%	4.0%

CROSSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Chase Oliver, Libertarian Party, Mike ter Maat (Running mate)	6 / 1.0%	2 / 0.0%	0 / 0.0%	7 / 2.0%	1 / 0.0%	0 / 0.0%	0 / 0.0%	7 / 3.0%	1 / 0.0%
Donald Trump, Republican Party, J.D. Vance (Running mate)	257 / 46.0%	253 / 57.0%	10 / 3.0%	171 / 55.0%	329 / 95.0%	5 / 12.0%	5 / 38.0%	113 / 55.0%	387 / 52.0%
Jill Stein, Green Party, Butch Ware (Running mate)	1 / 0.0%	4 / 1.0%	4 / 1.0%	1 / 0.0%	0 / 0.0%	0 / 0.0%	0 / 0.0%	0 / 0.0%	5 / 1.0%
Kamala D. Harris, Democratic Party, Tim Walz (Running mate)	287 / 51.0%	170 / 38.0%	326 / 95.0%	119 / 38.0%	12 / 3.0%	35 / 85.0%	9 / 62.0%	86 / 42.0%	327 / 44.0%
Not sure	7 / 1.0%	12 / 3.0%	3 / 1.0%	12 / 4.0%	4 / 1.0%	2 / 4.0%	0 / 0.0%	0 / 0.0%	18 / 2.0%

Q3: For U.S. Senate Arizona, which candidate did you vote for?

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Eduardo Quintana, Green Party	1.0%	1.0%	0.0%	3.0%
Kari Lake, Republican Party	47.0%	93.0%	1.0%	45.0%
Not sure	1.0%	1.0%	1.0%	2.0%
Ruben Gallego, Democratic Party	51.0%	5.0%	98.0%	49.0%

CROSSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Eduardo Quintana, Green Party	9 / 2.0%	3 / 1.0%	0 / 0.0%	9 / 3.0%	4 / 1.0%	0 / 1.0%	1 / 4.0%	9 / 4.0%	3 / 0.0%
Kari Lake, Republican Party	233 / 42.0%	235 / 53.0%	5 / 1.0%	141 / 45.0%	322 / 93.0%	7 / 17.0%	4 / 32.0%	102 / 49.0%	355 / 48.0%
Not sure	5 / 1.0%	9 / 2.0%	4 / 1.0%	8 / 2.0%	3 / 1.0%	0 / 0.0%	0 / 0.0%	0 / 0.0%	14 / 2.0%
Ruben Gallego, Democratic Party	311 / 56.0%	194 / 44.0%	333 / 98.0%	153 / 49.0%	18 / 5.0%	34 / 82.0%	9 / 64.0%	96 / 46.0%	366 / 50.0%

Q4: For 2026 Governor of Arizona, which candidate would you vote for?

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Andy Biggs, Republican Party	44.0%	88.0%	0.0%	43.0%
Katie Hobbs, Democratic Party	43.0%	3.0%	93.0%	33.0%
Not sure	13.0%	9.0%	7.0%	24.0%

CROSSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Andy Biggs, Republican Party	214 / 38.0%	226 / 51.0%	0 / 0.0%	134 / 43.0%	307 / 88.0%	4 / 10.0%	4 / 28.0%	97 / 47.0%	336 / 45.0%
Katie Hobbs, Democratic Party	273 / 49.0%	159 / 36.0%	320 / 93.0%	102 / 33.0%	10 / 3.0%	24 / 57.0%	5 / 39.0%	69 / 34.0%	334 / 45.0%
Not sure	72 / 13.0%	55 / 12.0%	22 / 7.0%	74 / 24.0%	30 / 9.0%	14 / 33.0%	5 / 33.0%	40 / 19.0%	68 / 9.0%

Q5: For 2026 Governor of Arizona, which candidate would you vote for? Katie Hobbs, Democratic Party

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Karrin Taylor Robson, Republican Party	38.0%	74.0%	0.0%	39.0%
Katie Hobbs, Democratic Party	40.0%	2.0%	91.0%	26.0%
Not sure	22.0%	24.0%	9.0%	35.0%

CROSSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Karrin Taylor Robson, Republican Party	180 / 32.0%	199 / 45.0%	2 / 0.0%	121 / 39.0%	256 / 74.0%	3 / 7.0%	3 / 18.0%	88 / 42.0%	285 / 39.0%
Katie Hobbs, Democratic Party	251 / 45.0%	148 / 34.0%	310 / 91.0%	81 / 26.0%	8 / 2.0%	24 / 58.0%	5 / 39.0%	67 / 33.0%	303 / 41.0%
Not sure	128 / 23.0%	94 / 21.0%	30 / 9.0%	109 / 35.0%	83 / 24.0%	15 / 35.0%	6 / 43.0%	52 / 25.0%	150 / 20.0%

Q6: Do you have a favorable or unfavorable opinion of the following candidates for Governor of Arizona? Katie Hobbs, Democratic Party

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Not sure	4.0%	2.0%	3.0%	7.0%
Somewhat favorable	19.0%	3.0%	38.0%	16.0%
Somewhat unfavorable	11.0%	5.0%	12.0%	15.0%
Very favorable	22.0%	2.0%	46.0%	17.0%
Very unfavorable	45.0%	88.0%	0.0%	46.0%

CROSSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Not sure	17 / 3.0%	20 / 5.0%	12 / 3.0%	20 / 7.0%	5 / 2.0%	0 / 1.0%	1 / 7.0%	5 / 2.0%	31 / 4.0%
Somewhat favorable	111 / 20.0%	77 / 17.0%	128 / 38.0%	49 / 16.0%	10 / 3.0%	20 / 48.0%	3 / 20.0%	36 / 17.0%	129 / 18.0%
Somewhat unfavorable	69 / 12.0%	38 / 9.0%	43 / 12.0%	46 / 15.0%	19 / 5.0%	11 / 28.0%	2 / 17.0%	29 / 14.0%	65 / 9.0%
Very favorable	139 / 25.0%	80 / 18.0%	158 / 46.0%	52 / 17.0%	8 / 2.0%	7 / 16.0%	5 / 36.0%	36 / 17.0%	171 / 23.0%
Very unfavorable	222 / 40.0%	226 / 51.0%	2 / 0.0%	143 / 46.0%	304 / 88.0%	3 / 8.0%	3 / 20.0%	101 / 49.0%	341 / 46.0%

Q6: Do you have a favorable or unfavorable opinion of the following candidates for Governor of Arizona? Andy Biggs, Republican Party

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Not sure	26.0%	14.0%	32.0%	32.0%
Somewhat favorable	16.0%	23.0%	1.0%	23.0%
Somewhat unfavorable	8.0%	5.0%	8.0%	12.0%
Very favorable	26.0%	57.0%	0.0%	20.0%
Very unfavorable	25.0%	2.0%	58.0%	14.0%

CROSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Not sure	161 / 29.0%	94 / 21.0%	110 / 32.0%	98 / 32.0%	47 / 14.0%	13 / 31.0%	7 / 51.0%	49 / 24.0%	187 / 25.0%
Somewhat favorable	67 / 12.0%	88 / 20.0%	5 / 1.0%	71 / 23.0%	80 / 23.0%	1 / 3.0%	0 / 0.0%	40 / 19.0%	114 / 16.0%
Somewhat unfavorable	43 / 8.0%	37 / 8.0%	26 / 8.0%	37 / 12.0%	17 / 5.0%	10 / 24.0%	0 / 0.0%	21 / 10.0%	49 / 7.0%
Very favorable	134 / 24.0%	126 / 29.0%	2 / 0.0%	62 / 20.0%	197 / 57.0%	4 / 9.0%	4 / 28.0%	55 / 26.0%	198 / 27.0%
Very unfavorable	154 / 28.0%	95 / 21.0%	199 / 58.0%	42 / 14.0%	7 / 2.0%	14 / 33.0%	3 / 22.0%	42 / 21.0%	190 / 26.0%

Q6: Do you have a favorable or unfavorable opinion of the following candidates for Governor of Arizona? Karrin Taylor Robson, Republican Party

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Not sure	43.0%	29.0%	45.0%	56.0%
Somewhat favorable	21.0%	36.0%	1.0%	26.0%
Somewhat unfavorable	12.0%	12.0%	17.0%	8.0%
Very favorable	7.0%	16.0%	1.0%	2.0%
Very unfavorable	17.0%	7.0%	36.0%	8.0%

CROSSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Not sure	257 / 46.0%	171 / 39.0%	153 / 45.0%	174 / 56.0%	101 / 29.0%	21 / 50.0%	9 / 67.0%	88 / 43.0%	310 / 42.0%
Somewhat favorable	99 / 18.0%	110 / 25.0%	4 / 1.0%	81 / 26.0%	124 / 36.0%	6 / 15.0%	2 / 15.0%	57 / 28.0%	144 / 19.0%
Somewhat unfavorable	67 / 12.0%	56 / 13.0%	59 / 17.0%	24 / 8.0%	40 / 12.0%	4 / 10.0%	1 / 7.0%	25 / 12.0%	93 / 13.0%
Very favorable	27 / 5.0%	38 / 9.0%	2 / 1.0%	6 / 2.0%	56 / 16.0%	1 / 1.0%	1 / 4.0%	13 / 6.0%	51 / 7.0%
Very unfavorable	109 / 19.0%	65 / 15.0%	123 / 36.0%	26 / 8.0%	25 / 7.0%	10 / 23.0%	1 / 7.0%	23 / 11.0%	140 / 19.0%

Q7: Do you approve or disapprove of the job Donald Trump is doing as president?

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Not sure	2.0%	0.0%	1.0%	4.0%
Somewhat approve	9.0%	7.0%	3.0%	16.0%
Somewhat disapprove	4.0%	1.0%	5.0%	8.0%
Strongly approve	47.0%	91.0%	1.0%	49.0%
Strongly disapprove	38.0%	1.0%	90.0%	22.0%

CROSSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Not sure	15 / 3.0%	1 / 0.0%	2 / 1.0%	13 / 4.0%	1 / 0.0%	0 / 0.0%	0 / 0.0%	9 / 4.0%	7 / 1.0%
Somewhat approve	63 / 11.0%	24 / 6.0%	12 / 3.0%	51 / 16.0%	24 / 7.0%	6 / 14.0%	3 / 19.0%	27 / 13.0%	51 / 7.0%
Somewhat disapprove	25 / 4.0%	19 / 4.0%	16 / 5.0%	25 / 8.0%	4 / 1.0%	7 / 17.0%	3 / 19.0%	4 / 2.0%	31 / 4.0%
Strongly approve	230 / 41.0%	242 / 55.0%	4 / 1.0%	154 / 49.0%	314 / 91.0%	4 / 9.0%	3 / 25.0%	106 / 52.0%	359 / 49.0%
Strongly disapprove	227 / 41.0%	153 / 35.0%	308 / 90.0%	68 / 22.0%	4 / 1.0%	25 / 60.0%	5 / 37.0%	60 / 29.0%	290 / 39.0%

Education quality, curriculum	72 / 13.0%	31 / 7.0%	61 / 18.0%	24 / 8.0%	17 / 5.0%	0 / 1.0%	1 / 6.0%	35 / 17.0%	66 / 9.0%
Health care, social services	23 / 4.0%	14 / 3.0%	22 / 7.0%	13 / 4.0%	2 / 1.0%	0 / 0.0%	0 / 0.0%	9 / 4.0%	28 / 4.0%
Homelessness	8 / 1.0%	12 / 3.0%	7 / 2.0%	5 / 2.0%	8 / 2.0%	0 / 0.0%	0 / 3.0%	2 / 1.0%	18 / 2.0%
Housing cost, mortgage/rent	67 / 12.0%	49 / 11.0%	60 / 18.0%	30 / 10.0%	27 / 8.0%	19 / 47.0%	3 / 23.0%	10 / 5.0%	83 / 11.0%
Inflation, jobs, cost of living	212 / 38.0%	163 / 37.0%	112 / 33.0%	119 / 38.0%	143 / 41.0%	14 / 35.0%	7 / 53.0%	65 / 31.0%	288 / 39.0%
Not sure	10 / 2.0%	12 / 3.0%	7 / 2.0%	4 / 1.0%	11 / 3.0%	0 / 0.0%	0 / 0.0%	9 / 4.0%	14 / 2.0%
Other	57 / 10.0%	57 / 13.0%	33 / 10.0%	33 / 11.0%	48 / 14.0%	3 / 8.0%	0 / 1.0%	28 / 13.0%	83 / 11.0%
Public safety, crime	52 / 9.0%	36 / 8.0%	0 / 0.0%	39 / 13.0%	49 / 14.0%	0 / 1.0%	0 / 3.0%	14 / 7.0%	74 / 10.0%
Taxes, regulations	5 / 1.0%	34 / 8.0%	3 / 1.0%	17 / 5.0%	20 / 6.0%	0 / 0.0%	1 / 4.0%	18 / 9.0%	21 / 3.0%
Traffic, transportation	3 / 1.0%	5 / 1.0%	2 / 0.0%	1 / 0.0%	5 / 1.0%	0 / 0.0%	1 / 5.0%	1 / 0.0%	6 / 1.0%
Water policy	50 / 9.0%	23 / 5.0%	31 / 9.0%	25 / 8.0%	15 / 4.0%	3 / 8.0%	0 / 1.0%	16 / 8.0%	53 / 7.0%

Q9: Where do you primarily get your political news?

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Digital news websites	40.0%	25.0%	55.0%	41.0%
Friends, neighbors	1.0%	0.0%	0.0%	1.0%
Other	7.0%	6.0%	5.0%	10.0%
Podcasts	6.0%	9.0%	4.0%	7.0%
Radio news stations	4.0%	6.0%	1.0%	4.0%
Social media platforms	18.0%	23.0%	16.0%	14.0%
Television/cable news	24.0%	31.0%	19.0%	23.0%

CROSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Digital news websites	236 / 42.0%	167 / 38.0%	188 / 55.0%	128 / 41.0%	87 / 25.0%	16 / 38.0%	4 / 31.0%	102 / 49.0%	281 / 38.0%
Friends, neighbors	1 / 0.0%	6 / 1.0%	2 / 0.0%	4 / 1.0%	1 / 0.0%	0 / 0.0%	0 / 0.0%	2 / 1.0%	5 / 1.0%
Other	37 / 7.0%	33 / 7.0%	17 / 5.0%	31 / 10.0%	22 / 6.0%	1 / 2.0%	0 / 1.0%	14 / 7.0%	55 / 7.0%
Podcasts	35 / 6.0%	29 / 7.0%	12 / 4.0%	20 / 7.0%	32 / 9.0%	4 / 10.0%	1 / 6.0%	7 / 4.0%	52 / 7.0%
Radio news stations	20 / 4.0%	17 / 4.0%	5 / 1.0%	12 / 4.0%	20 / 6.0%	0 / 1.0%	3 / 19.0%	12 / 6.0%	22 / 3.0%

Social media platforms	108 / 19.0%	71 / 16.0%	55 / 16.0%	45 / 14.0%	80 / 23.0%	14 / 34.0%	3 / 21.0%	37 / 18.0%	125 / 17.0%
Television/cable news	123 / 22.0%	119 / 27.0%	64 / 19.0%	71 / 23.0%	106 / 31.0%	7 / 17.0%	3 / 22.0%	34 / 16.0%	198 / 27.0%

Q10: Which social media platform do you use most for political news?

TOPLINE RESULTS

	TOTAL	REP	DEM	NPP
Blue Sky	5.0%	1.0%	13.0%	2.0%
Facebook	12.0%	10.0%	16.0%	12.0%
Instagram	9.0%	8.0%	13.0%	6.0%
Nextdoor	0.0%	0.0%	0.0%	0.0%
Other	34.0%	31.0%	37.0%	35.0%
Reddit	2.0%	1.0%	3.0%	2.0%
TikTok	3.0%	2.0%	4.0%	1.0%
Truth Social	6.0%	13.0%	0.0%	4.0%
X (Twitter)	18.0%	26.0%	6.0%	23.0%
YouTube	11.0%	9.0%	8.0%	16.0%

CROSTAB RESULTS

	GENDER		PARTY			RACE			
	Female	Male	DEM	NPP	REP	Asian	Black	Latino	White
Blue Sky	33 / 6.0%	20 / 5.0%	44 / 13.0%	6 / 2.0%	2 / 1.0%	5 / 11.0%	1 / 6.0%	19 / 9.0%	28 / 4.0%
Facebook	83 / 15.0%	42 / 10.0%	54 / 16.0%	37 / 12.0%	34 / 10.0%	7 / 18.0%	0 / 3.0%	35 / 17.0%	82 / 11.0%

Instagram	61 / 11.0%	29 / 7.0%	46 / 13.0%	17 / 6.0%	26 / 8.0%	11 / 26.0%	1 / 5.0%	19 / 9.0%	59 / 8.0%
Nextdoor	2 / 0.0%	0 / 0.0%	0 / 0.0%	1 / 0.0%	1 / 0.0%	0 / 0.0%	0 / 0.0%	0 / 0.0%	2 / 0.0%
Other	189 / 34.0%	152 / 35.0%	126 / 37.0%	108 / 35.0%	107 / 31.0%	8 / 19.0%	4 / 29.0%	47 / 23.0%	281 / 38.0%
Reddit	5 / 1.0%	14 / 3.0%	11 / 3.0%	6 / 2.0%	2 / 1.0%	3 / 8.0%	1 / 4.0%	0 / 0.0%	14 / 2.0%
TikTok	19 / 3.0%	7 / 2.0%	14 / 4.0%	3 / 1.0%	8 / 2.0%	0 / 0.0%	2 / 14.0%	2 / 1.0%	22 / 3.0%
Truth Social	24 / 4.0%	34 / 8.0%	0 / 0.0%	12 / 4.0%	45 / 13.0%	0 / 1.0%	1 / 6.0%	14 / 7.0%	42 / 6.0%
X (Twitter)	89 / 16.0%	92 / 21.0%	20 / 6.0%	71 / 23.0%	90 / 26.0%	6 / 15.0%	4 / 28.0%	34 / 17.0%	137 / 19.0%
YouTube	56 / 10.0%	51 / 12.0%	27 / 8.0%	50 / 16.0%	31 / 9.0%	1 / 1.0%	1 / 4.0%	35 / 17.0%	71 / 10.0%