



Arizona
**2026 General Ballot
Opinion Poll**

04/03/2025

Methodology



Online (825)
Text (245)
Live (0)



1,070 likely
voters in
Arizona



Interviews
conducted
3/30-4/2

The sample was drawn from a third-party vendor file.
The overall **margin of error is +/- 2.7%**. The margin of error for subgroups is larger and varies.

Likely voters demographic



GENDER

Men: 47%
Women: 53%

AGE

50-120: 52%
18-49: 48%

PARTY ID

Republican: 39%
Democrat: 32%
No Party Preference: 30%

ETHNICITY

White/Caucasian: 78%
Latino/Hispanic: 19%
Asian: 2%
African American: 1%

Percentage totals may not add up precisely due to rounding.

Executive summary

U.S. Rep. Andy Biggs extends lead over Gov. Katie Hobbs in second consecutive general election poll. Hobbs holds leads over the other candidates.

Cost-of-living and immigration are tied as the top voter concerns in Arizona. Republicans and NPPs prioritize immigration and border security, while Democrats also focus on water policy.

Digital news websites are the top political news source, especially among under 50 voters.

Social media influence continues to grow, with X (Twitter) and YouTube leading usage. Younger voters diversify across various platforms.

27%

Say **immigration and border control** are top concerns

10%

Rely on **podcasts** as primary news source

26%

Republicans get political news from **X (Twitter)**

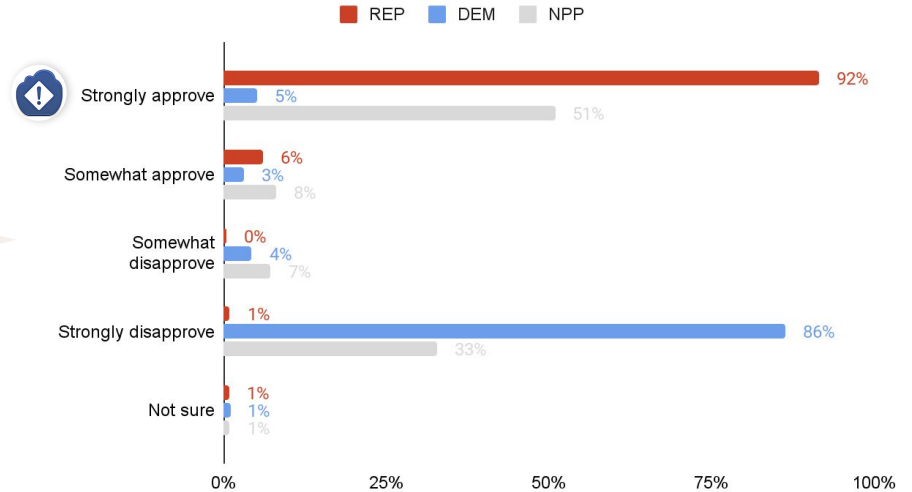
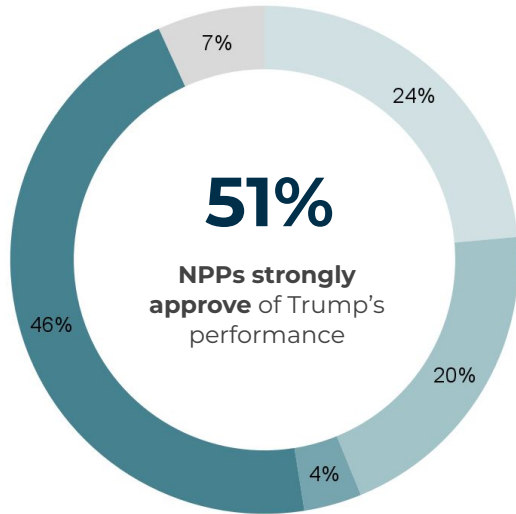


Favorability

Trump's Job Approval Rating Grows With NPP Support

Trump maintains overwhelming support among Republicans and near-total disapproval from Democrats. Strong approval among NPP voters is consistent to last month, showing stable momentum.

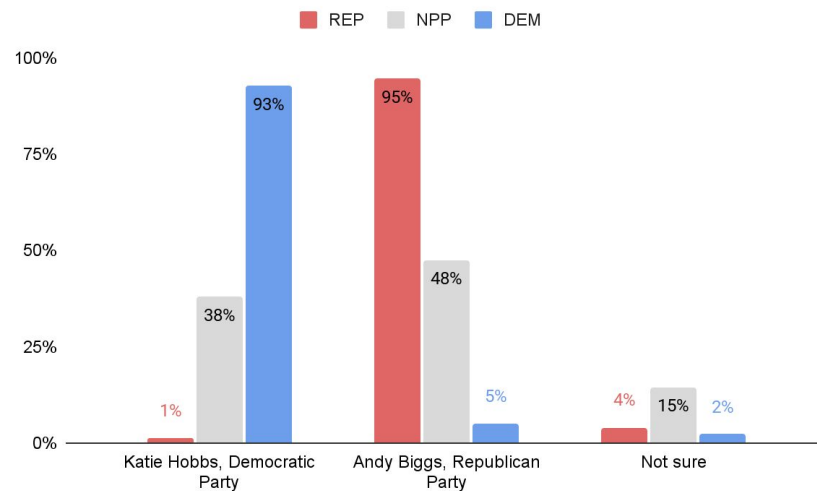
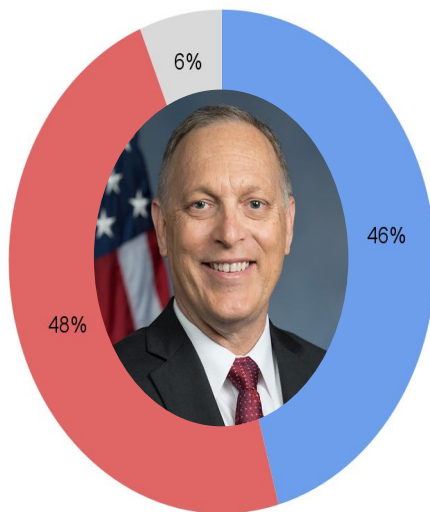
Very favorable Somewhat favorable Somewhat unfavorable
Very unfavorable Not sure



Biggs Leads Hobbs for Second Poll in a Row, Margin Grows Slightly

Biggs leads Hobbs for the second straight month in a head-to-head general election test. His support has grown slightly since the previous poll, showing steady gains across likely voters statewide.

● Katie Hobbs, Democratic Party ● Andy Biggs, Republican Party ● Not sure



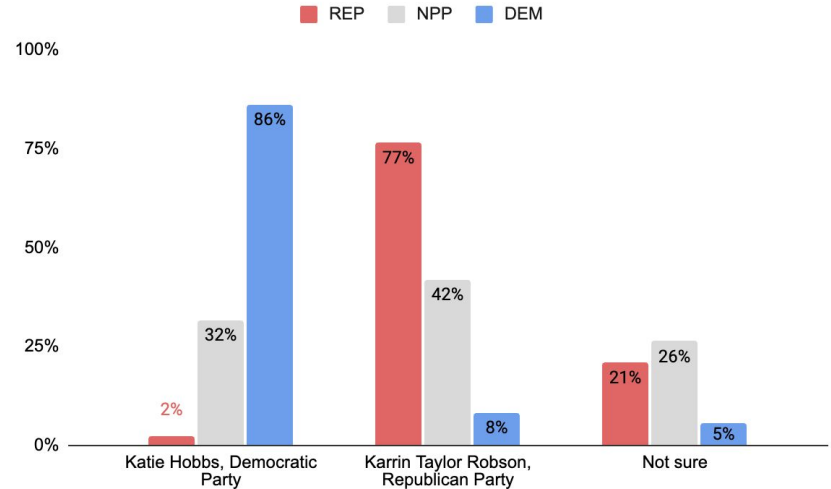
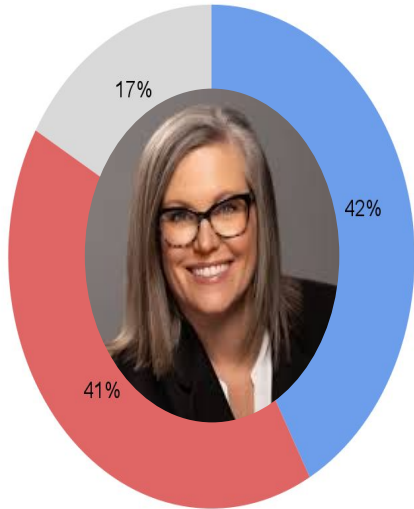
Q5: For 2026 Governor of Arizona, which candidate would you vote for?

Katie Hobbs, Democratic Party | Andy Biggs, Republican Party | Not sure

Hobbs Continue to Hold Edge Over Robson

Hobbs holds a narrow lead over Robson, a contrast to her deficit against Biggs in the same poll. NPP voters are becoming more consolidated.

● Katie Hobbs, Democratic Party ● Karrin Taylor Robson, Republican Party ● Not sure



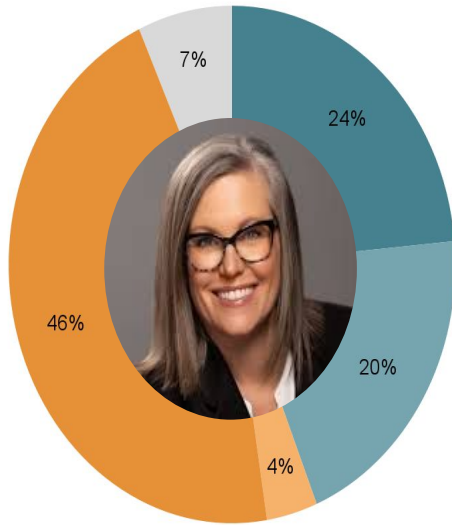
Q6: For 2026 Governor of Arizona, which candidate would you vote for?

Katie Hobbs, Democratic Party | Karrin Taylor Robson, Republican Party | Not sure

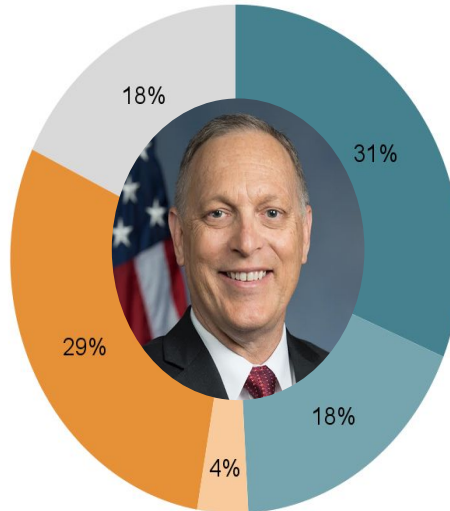
Voter Opinions Harden on Hobbs and Biggs, Remain Soft on Robson

Hobbs and Biggs both receive strong favorability and unfavorability ratings, showing clear partisan alignment and intensity. Robson has lower name recognition, with many voters yet to form an opinion.

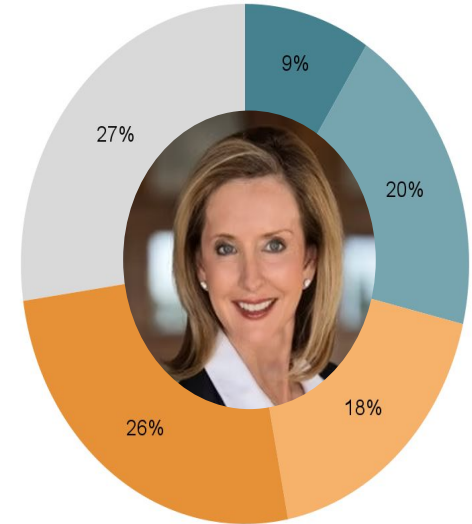
Very favorable Somewhat favorable Somewhat unfavorable
Very unfavorable Not sure



AZ Governor Katie Hobbs



U.S. Rep. Andy Biggs



Karrin Taylor Robson



Q7: Do you have a favorable or unfavorable opinion of the following candidates for Governor of Arizona?

Katie Hobbs | Andy Biggs | Karrin Taylor Robson

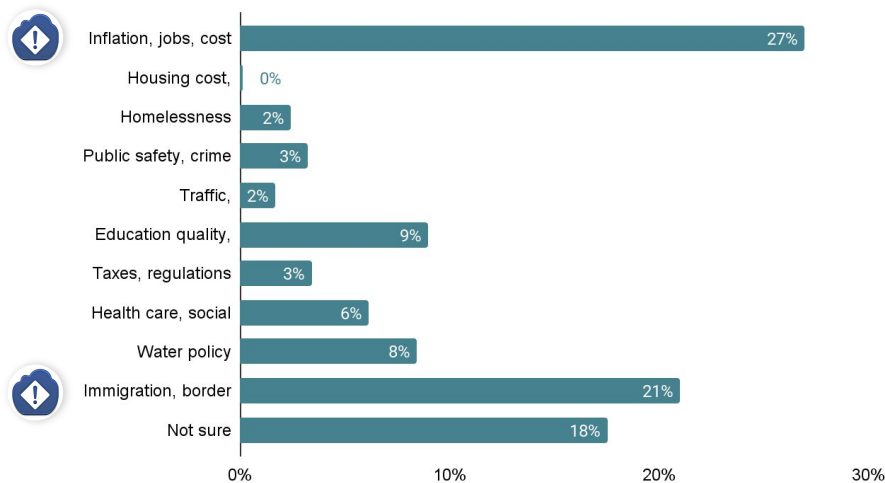


Communication

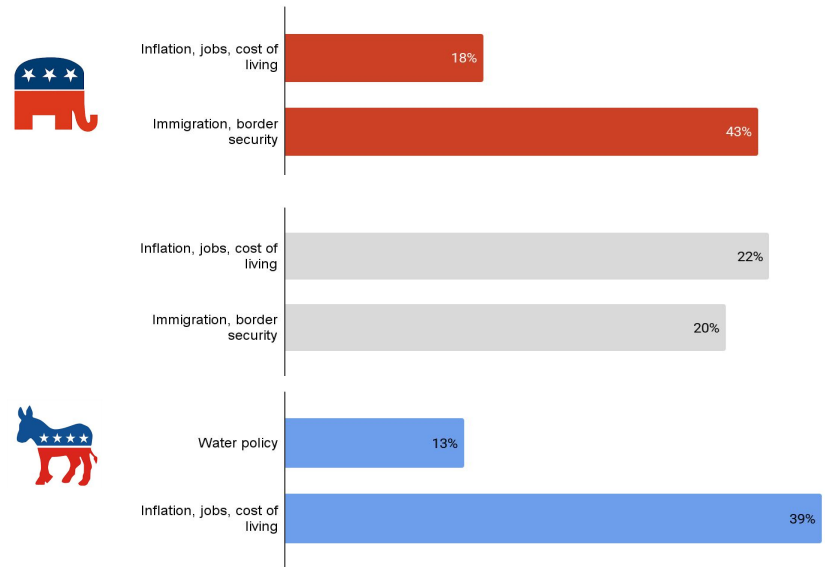
Immigration and Inflation Top the List of Voter Concerns

Voters rank immigration and inflation as the top issues. NPPs and Republicans share the similar key concerns, while Democrats also prioritize water policy, education and healthcare.

Likely Voters



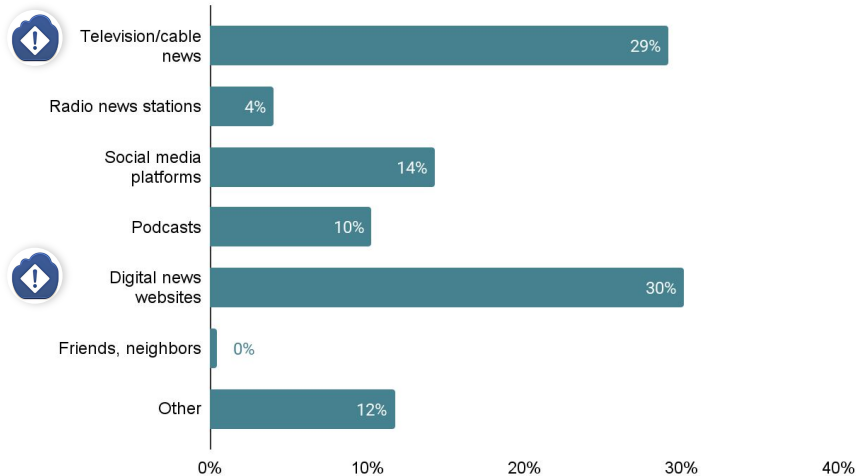
By Party



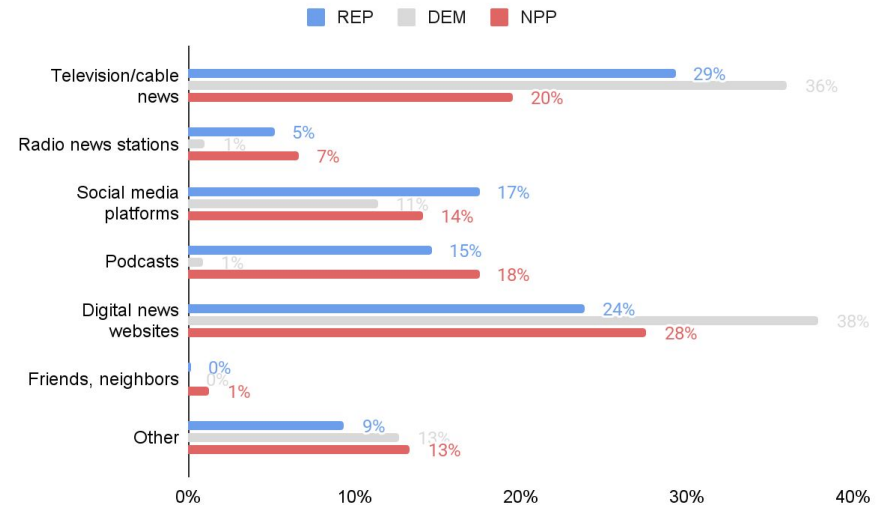
Digital News Continue to Top TV Among General Electorate

Digital is the top news source among likely general voters, driven by voters under 50.
TV is still the preferred choice for older voters, particularly Republicans.

Likely Voters



By Party



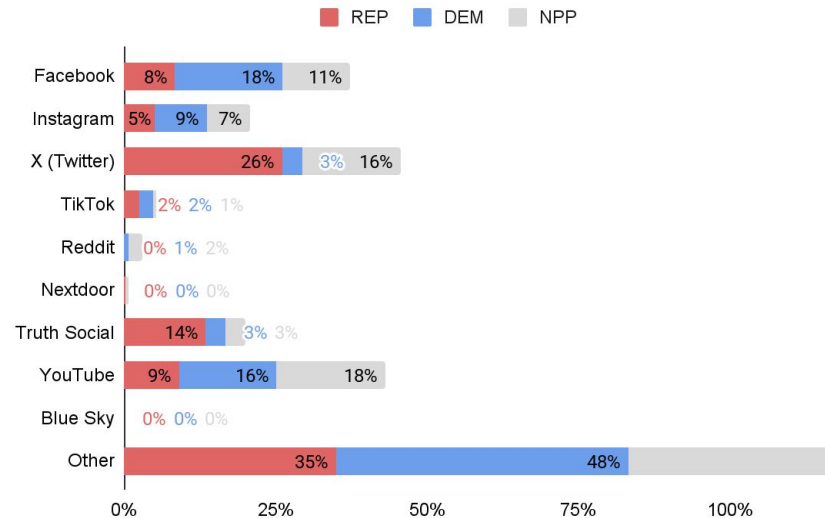
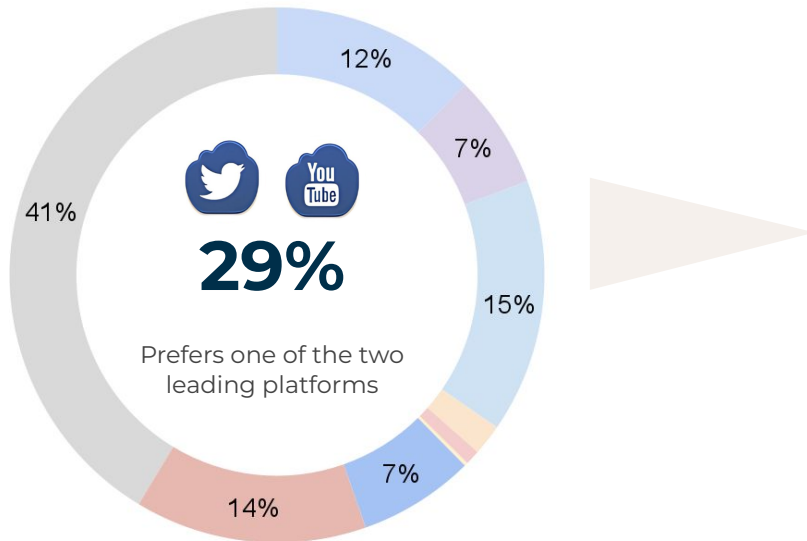
Q10: Where do you primarily get your political news?

X and YouTube Lead Political News Consumption

X (Twitter) and YouTube are the most used platforms for political news. Younger voters are more fragmented, with more shares turning to TikTok and Instagram. Older voters still prefer Facebook.

● Facebook
 ● Instagram
 ● X (Twitter)
 ● TikTok
 ● Reddit
 ● Nextdoor

● Truth Social
 ● YouTube
 ● Other



Q1: Which social media platform do you use most for political news?

Understanding Constituents is More Critical Than Ever

A fragmented media landscape, shifting public opinions, and heightened scrutiny are transforming how organizations engage with their audiences.

Survey Design



Kreate Strategies designed and conducted this survey using a proprietary in-house platform. Respondents were registered voters, age 18 or older, who indicated they were likely to vote in the November election.

Voter Model



Respondents reported consistent voting behavior, with most having participated in prior local elections. Some respondents were younger voters who had not yet been eligible to vote in past cycles.

Sampling



The survey was conducted online with quotas set to match demographic distribution. The sample was drawn from a third-party vendor file, with a **margin of error of +/- 2.7%**, larger for subgroups.