

Arizona
**2026 Republican
Primary Ballot
Opinion Poll**

04/03/2025

Methodology



Online (720)
Text (122)
Live (0)



842 likely
Republicans in
Arizona



Interviews
conducted
3/31-4/2

The sample was drawn from a third-party vendor file.
The overall **margin of error is +/- 3.1%**. The margin of error for subgroups is larger and varies.

Likely voters demographic



GENDER

Men:	50%
Women:	50%

AGE

50-120:	78%
18-49:	22%

PARTY ID

Republican:	100%
Democrat:	0%
No Party Preference:	0%

ETHNICITY

White/Caucasian:	84%
Latino/Hispanic:	13%
Asian:	2%
African American:	1%

Percentage totals may not add up precisely due to rounding.

Executive summary

U.S. Rep. Andy Biggs holds significant lead over Karrin Taylor Robson in the Republican primary.

Immigration and border security are the top voter concerns, far outpacing inflation, housing and public safety.

Television is the top political news source, especially among older voters, with far less engagement on digital.

Facebook and X are the top social platforms for political news, with other platforms trailing significantly.

45%

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

14%

Rely on **podcasts** as primary news source

25%

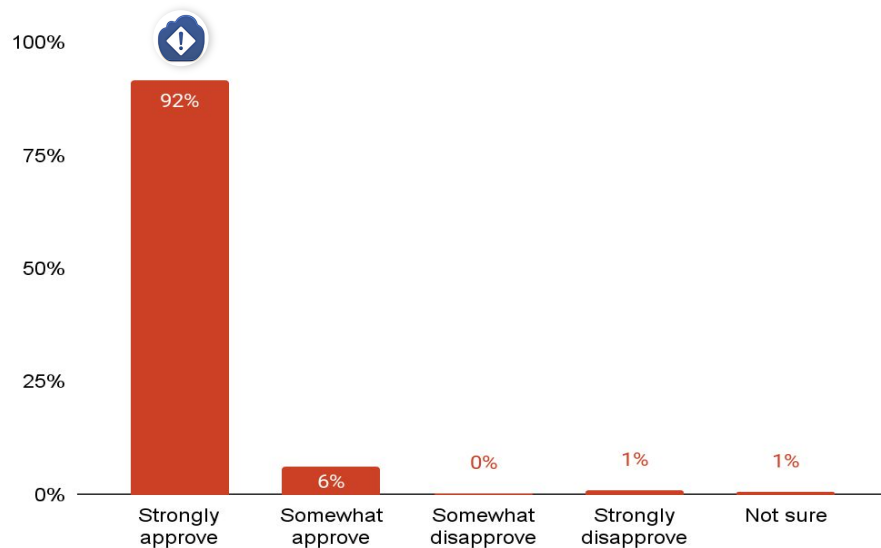
Get political news from **X (Twitter)**



Favorability

Trump's Job Approval Nears Unanimous

Nearly all Republican primary voters approve of Donald Trump's performance, with overwhelming support across age, gender, and ethnicity groups.

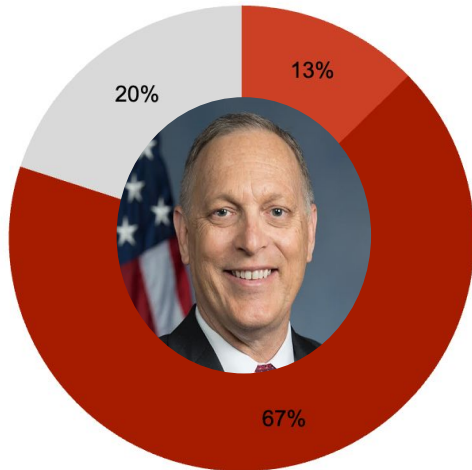


Q8: Do you approve or disapprove of the job Donald Trump is doing as president?

Biggs Leads Robson by More Than 5 to 1 in GOP Primary Ballot

Biggs leads in every major demographic group, with strong support among over 50 Republican voters. Robson remains far behind, while 20% of the electorate is still undecided.

● Karrin Taylor Robson, Republican Party ● Andy Biggs, Republican Party
● Not sure



Sample includes Republicans only

Biggs performs better among all ethnicity and age groups, including younger Republican voters.



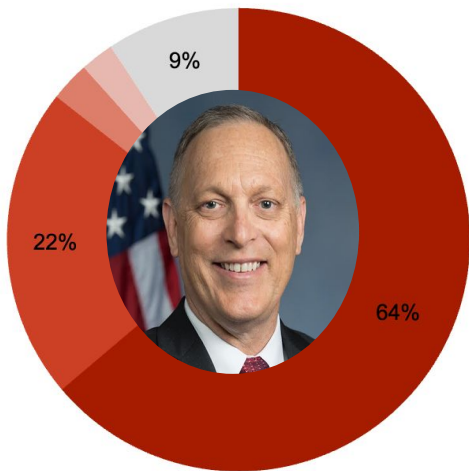
Q4: In the 2026 Republican primary election for Governor of Arizona, which candidate would you vote for?

Karrin Taylor Robson | Andy Biggs | Not sure

Voter Opinions Harden on Biggs, Remain Soft on Robson

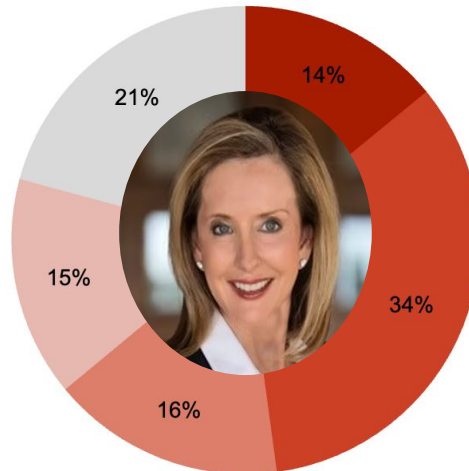
Biggs holds high favorability with Republican voters, with over three-quarters viewing him positively. Robson's favorability is lower, and more than a quarter of GOP voters remain unsure of how they view her.

● Very favorable ● Somewhat favorable ● Somewhat unfavorable
● Very unfavorable ● Not sure



U.S. Rep. Andy Biggs

● Very favorable ● Somewhat favorable ● Somewhat unfavorable
● Very unfavorable ● Not sure



Karrin Taylor Robson

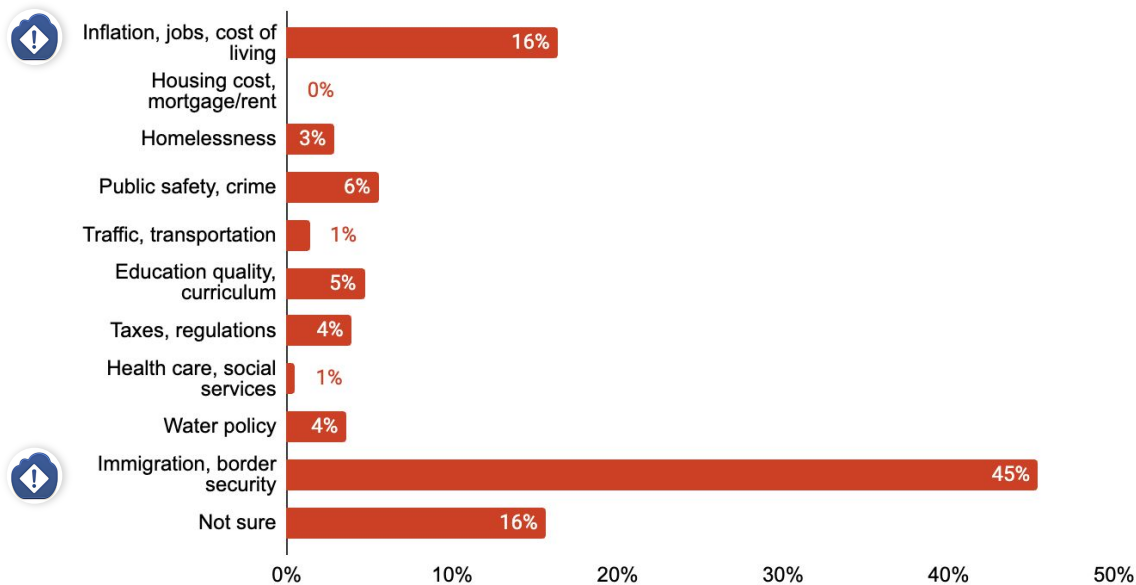




Communication

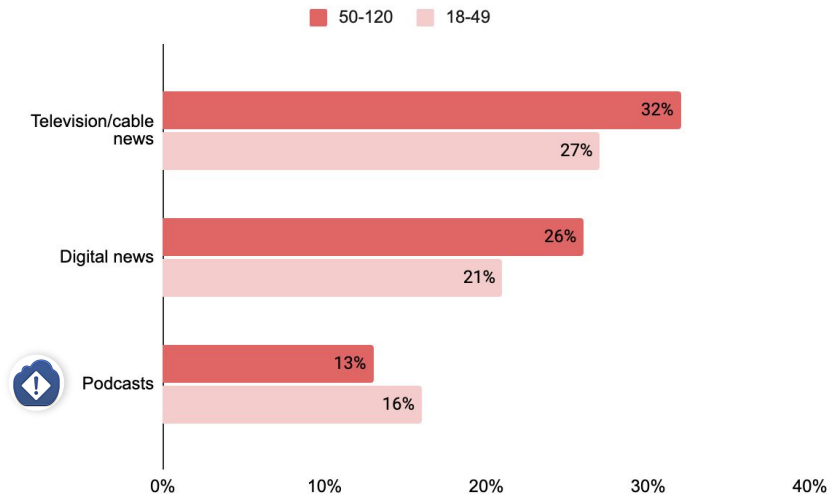
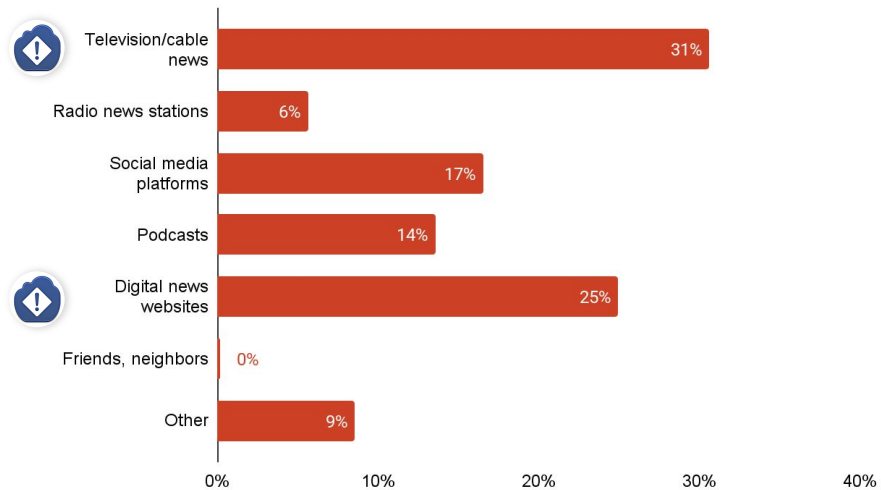
Immigration and Border Security Ranks as Top GOP Concern

Over 40% of Republican voters identify immigration and border security as the most important issue in Arizona. Younger voters and women showing more interest in inflation and housing costs.



TV is the Leading News Source in Primary Sample

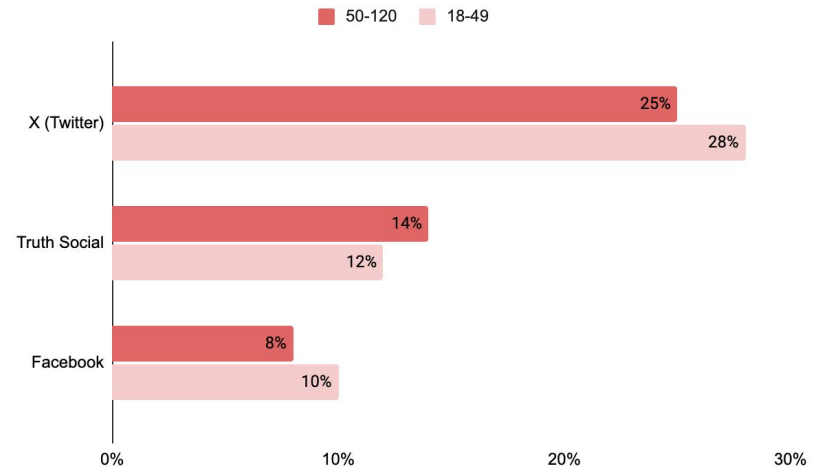
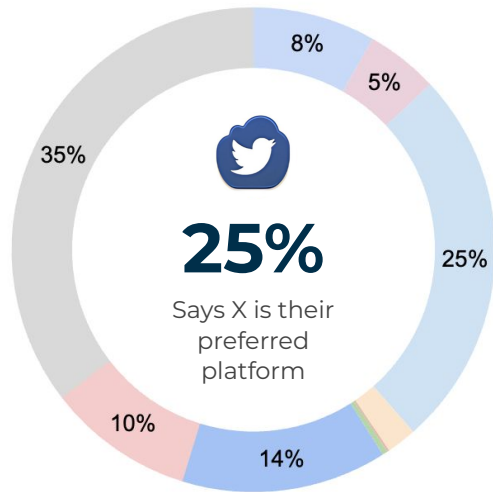
Over half of Republican voters rely on television as their main source for political news. Digital news and social media platforms trail significantly, with younger voters more likely to listen to podcasts.



Facebook and X Are the Top Platforms for GOP Political News

X is the most used social media platform for political news among Republican voters, followed by Truth Social and Facebook. Younger voters show modest engagement with YouTube and Instagram.

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 +/- 3.1%**, larger for subgroups.