



GENERAL STATEWIDE ELECTION ARIZONA LIKELY GENERAL ELECTION VOTERS FIELDED OCTOBER 8-10, 2022

N = 954 General Election Voters, MoE ± 3.17%
73% SMS / 27% LIVE

CANDIDATE IMAGES

Now I am going to read you a list of names of people active in politics and government. After I read each one, please tell me if you have an unfavorable or a favorable impression of that person. If I read you one you have never heard of, just tell me and we'll move on to the next one.

And first we have... [RANDOMIZE ORDER](#)

		Total Fav	Very Fav 1.	Some Fav 2.	Some Unfav 3.	Very Unfav 4.	Never heard of 5.	Total Unfav
1.	Joe Biden	45%	22%	23%	6%	48%	1%	54%
2.	Donald Trump	46%	34%	12%	5%	48%	1%	53%
3.	Katie Hobbs	45%	25%	19%	9%	37%	9%	46%
4.	Kari Lake	47%	33%	14%	4%	44%	5%	48%
5.	Mark Kelly	49%	34%	15%	9%	40%	1%	50%
6.	Blake Masters	43%	25%	18%	5%	46%	6%	51%
7.	Doug Ducey	41%	13%	28%	23%	32%	4%	55%
8.	If the 2022 November General Election for Governor were held today, and the candidates were Katie Hobbs, Kari Lake, or another candidate, for whom would you vote?							
	1.	Kari Lake (Republican)						46%
	2.	Katie Hobbs (Democrat)						45%
	3.	Another Candidate						5%
	4.	Undecided						5%
9.	If the 2022 General Election for US Senate were held today, and the candidates were Mark Kelly, Blake Masters, or another candidate, for whom would you vote?							
	1.	Blake Masters (Republican)						44%
	2.	Mark Kelly (Democrat)						48%
	3.	Another Candidate						5%
	4.	Undecided						2%



10. Which of the following issues do you consider to be your top concern going into the November 2022 election?

1.	Border Security	17%
2.	Election Integrity	10%
3.	Gun Rights	4%
4.	Property Taxes	0%
5.	Abortion	23%
6.	Education	5%
7.	Inflation	25%
8.	Climate Change	9%
9.	Escalation With Russia	3%
10.	Other	4%

Q1. Biden Image by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY			GEOGRAPHY			NET
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL FAVORABLE	54%	43%	51%	42%	43%	45%	36% ↓	53% ↑	7% ↓	49%	91% ↑	4% ↓	64% ↑	86% ↑	37%	43%	44%	49%	45%
TOTAL UNFAVORABLE	46%	57%	49%	57%	55%	55%	63% ↑	47% ↓	92% ↑	50%	9% ↓	94% ↑	36% ↓	13% ↓	63%	57%	56%	49%	54%
1. Very Fav	13%	11%	25%	19%	22%	29% ↑	17% ↓	26% ↑	3% ↓	13% ↓	50% ↑	3% ↓	28% ↑	46% ↑	18%	21%	21%	25%	22%
2. Some Fav	40%	32%	26%	23%	21%	16% ↓	19%	27%	4% ↓	36% ↑	41% ↑	2% ↓	36% ↑	41% ↑	19%	22%	23%	25%	23%
3. Some Unfav	13%	11%	7%	7%	3%	3%	8%	4%	4%	12% ↑	6%	4%	6%	7%	16%	2%	6%	10%	6%
4. Very Unfav	34%	46%	43%	50%	52%	52%	55% ↑	43% ↓	88% ↑	38% ↓	3% ↓	90% ↑	30% ↓	6% ↓	47%	54%	50%	39% ↓	48%
5. Never Heard	0%	0%	0%	1%	2%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	2%	1%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 3.17%; Confidence Level 95%; Total n = 954



Q2. Trump Image by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY			GEOGRAPHY			NET	
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
TOTAL FAVORABLE	26%	40%	40%	45%	53%	51%	50%	42%	85% ↑	31% ↓	1% ↓	89% ↑	24% ↓	4% ↓	35%	50%	45%	41%	46%	
TOTAL UNFAVORABLE	74%	60%	57%	54%	47%	48%	49%	58%	15% ↓	68% ↑	96% ↑	11% ↓	75% ↑	93% ↑	63%	49%	55%	57%	53%	
1. Very Fav	13%	30%	30%	34%	40%	37%	34%	33%	66% ↑	12% ↓	1% ↓	71% ↑	12% ↓	2% ↓	27%	41% ↑	32%	27%	34%	
2. Some Fav	14%	10%	10%	10%	12%	14%	15% ↑	9% ↓	19% ↑	18% ↑	0% ↓	18% ↑	12%	2% ↓	7%	9%	13%	14%	12%	
3. Some Unfav	10%	8%	7%	5%	3%	3%	7%	4%	6%	9% ↑	2%	5%	6%	2%	17% ↑	3%	6%	5%	5%	
4. Very Unfav	64%	52%	50%	49%	44%	45%	42% ↓	54% ↑	9% ↓	59% ↑	94% ↑	5% ↓	69% ↑	91% ↑	46%	46%	48%	52%	48%	
5. Never Heard	0%	0%	3% ↑	1%	1%	1%	2%	0%	0% ↓	1%	2% ↑	0%	1%	3% ↑	2%	1%	0% ↓	2%	1%	
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 3.17%; Confidence Level 95%; Total n = 954



Q3. Hobbs Image by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY			GEOGRAPHY			NET
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL FAVORABLE	29%	43%	50%	47%	45%	45%	38% ↓	51% ↑	12% ↓	48%	86% ↑	8% ↓	66% ↑	81% ↑	18% ↓	45%	44%	47%	45%
TOTAL UNFAVORABLE	34%	43%	39%	49%	53%	48%	51%	42%	79% ↑	40%	7% ↓	84% ↑	29% ↓	8% ↓	44%	48%	48%	42%	46%
1. Very Fav	14%	16%	23%	27%	31%	29%	21%	29%	3% ↓	19%	56% ↑	3% ↓	34% ↑	52% ↑	10%	24%	27%	25%	25%
2. Some Fav	15%	27%	27%	21%	14%	16%	17%	21%	8% ↓	29% ↑	30% ↑	5% ↓	32% ↑	28% ↑	8%	21%	17%	21%	19%
3. Some Unfav	9%	11%	10%	7%	8%	8%	9%	9%	10%	14% ↓	5%	10%	8%	6%	23%	6%	11%	10%	9%
4. Very Unfav	25%	32%	29%	42%	45%	40%	42%	34%	69% ↑	26% ↓	2% ↓	74% ↑	21% ↓	2% ↓	21%	42%	37%	32%	37%
5. Never Heard	37% ↑	13%	11%	4%	2% ↓	7%	11%	7%	9%	12%	7%	8%	6%	11%	38% ↑	8%	8%	11%	9%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 3.17%; Confidence Level 95%; Total n = 954



Q4 Lake Image by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY				GEOGRAPHY			NET
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
TOTAL FAVORABLE	20%	47%	39%	47%	52%	52%	53% ↑	41% ↓	86% ↑	31% ↓	3% ↓	90% ↑	26% ↓	6% ↓	29%	51%	49%	39%	47%	
TOTAL UNFAVORABLE	48%	47%	56%	50%	46%	45%	41% ↓	54% ↑	11% ↓	61% ↑	90% ↑	9% ↓	69% ↑	84% ↑	48%	45%	47%	53%	48%	
1. Very Fav	13%	29%	28%	35%	36%	38%	35%	31%	62% ↑	20% ↓	1% ↓	69% ↑	14% ↓	2% ↓	5% ↓	34%	34%	30%	33%	
2. Some Fav	7%	18%	11%	12%	17%	14%	18% ↑	10% ↓	24% ↑	11%	3% ↓	21% ↑	12%	4% ↓	24%	16%	15%	10%	14%	
3. Some Unfav	14%	2%	4%	4%	2%	4%	5%	3%	4%	8% ↑	2%	5%	5%	1% ↓	9%	5%	2%	5%	4%	
4. Very Unfav	35%	46%	52%	46%	44%	41%	36% ↓	51% ↑	7% ↓	53% ↑	88% ↑	4% ↓	64% ↑	84% ↑	39%	40%	45%	48%	44%	
5. Never Heard	31% ↑	5%	5%	4%	1% ↓	3%	5%	5%	3%	8%	7%	1% ↓	5%	10%	23% ↑	4%	4%	8%	5%	
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

MoE 3.17%; Confidence Level 95%; Total n = 954



Q5. Kelly Image by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY			GEOGRAPHY			NET
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL FAVORABLE	33%	50%	55%	53%	48%	47%	45%	52%	13% ↓	60% ↑	90% ↑	8% ↓	70% ↑	87% ↑	50%	44%	48%	56%	49%
TOTAL UNFAVORABLE	61%	49%	43%	46%	51%	52%	54%	46%	85% ↑	38% ↓	10% ↓	91% ↑	30% ↓	11% ↓	37%	55%	50%	43%	50%
1. Very Fav	13%	26%	38%	33%	39%	38%	30%	38%	5% ↓	33%	72% ↑	3% ↓	48% ↑	66% ↑	29%	34%	33%	36%	34%
2. Some Fav	20%	24%	17%	20%	9%	9% ↓	15%	14%	8% ↓	26% ↑	18%	5% ↓	21% ↑	20%	20%	10%	15%	19%	15%
3. Some Unfav	29% ↑	11%	9%	7%	8%	7%	9%	10%	12%	9%	7%	9%	11%	6%	22%	9%	9%	11%	9%
4. Very Unfav	32%	38%	34%	39%	43%	45%	46% ↑	36% ↓	73% ↑	29% ↓	3% ↓	82% ↑	19% ↓	5% ↓	15% ↓	46%	41%	32%	40%
5. Never Heard	7%	1%	2%	1%	1%	1%	1%	2%	2%	2%	0%	0%	1%	2%	14% ↑	1%	2%	2%	1%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 3.17%; Confidence Level 95%; Total n = 954



Q6. Masters Image by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY			GEOGRAPHY			NET
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL FAVORABLE	24%	39%	42%	42%	49%	47%	46%	41%	79% ↑	29% ↓	4% ↓	84% ↑	24% ↓	5% ↓	19% ↘	46%	47%	34% ↘	43%
TOTAL UNFAVORABLE	62%	48%	51%	54%	50%	50%	47%	54%	17% ↓	59%	91% ↑	13% ↓	70% ↑	87% ↑	53%	49%	49%	56%	51%
1. Very Fav	12%	22%	21%	27%	31%	28%	27%	25%	49% ↑	12% ↓	2% ↓	53% ↑	11% ↓	2% ↓	7% ↘	28%	28%	19%	25%
2. Some Fav	12%	18%	21%	14%	18%	19%	19%	16%	30% ↑	17%	3% ↓	31% ↑	13%	3% ↓	12%	18%	19%	16%	18%
3. Some Unfav	7%	4%	2%	6%	5%	6%	8% ↑	3% ↘	7%	7%	2% ↘	6%	6%	1% ↘	13%	5%	3%	7%	5%
4. Very Unfav	55%	44%	48%	49%	44%	44%	39% ↘	52% ↑	10% ↓	52%	90% ↑	7% ↓	64% ↑	86% ↑	40%	44%	46%	49%	46%
5. Never Heard	13%	13%	8%	4%	2% ↘	4%	7%	5%	5%	13% ↑	4%	3%	6%	8%	28% ↑	5%	5%	9%	6%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 3.17%; Confidence Level 95%; Total n = 954



Q7. Ducey Image by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY			GEOGRAPHY			NET
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL FAVORABLE	35%	34%	33%	47%	39%	47%	47% ↑	35% ↓	69% ↑	36%	7% ↓	68% ↑	35%	5% ↓	27%	41%	46%	33%	41%
TOTAL UNFAVORABLE	58%	64%	62%	52%	57%	49%	48% ↓	62% ↑	28% ↓	59%	89% ↑	31% ↓	61%	90% ↑	47%	57%	50%	61%	55%
1. Very Fav	8%	6%	7%	17%	14%	18% ↑	18% ↑	9% ↓	24% ↑	9%	1% ↓	22% ↑	11%	1% ↓	9%	11%	17%	10%	13%
2. Some Fav	27%	28%	26%	31%	25%	29%	30%	26%	45% ↑	27%	7% ↓	47% ↑	24%	4% ↓	18%	30%	30%	23%	28%
3. Some Unfav	8%	32%	26%	18%	26%	21%	23%	23%	20%	24%	27%	22%	25%	23%	17%	24%	19%	28%	23%
4. Very Unfav	50%	32%	36%	33%	31%	27%	25% ↓	38% ↑	8% ↓	36%	62% ↑	8% ↓	36%	67% ↑	30%	32%	31%	33%	32%
5. Never Heard	7%	2%	5%	1%	4%	4%	4%	3%	3%	5%	4%	1% ↓	4%	5%	26% ↑	3%	3%	5%	4%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 3.17%; Confidence Level 95%; Total n = 954



Q8. Gov Ballot by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY			GEOGRAPHY			NET	
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
1. Kari Lake (R)	27%	45%	40%	44%	50%	50%	51% ↗	40% ↘	85% ↗	30% ↘	2% ↘	90% ↗	24% ↘	5% ↘	21% ↘	49%	46%	40%	46%	
2. Katie Hobbs (D)	35%	49%	52%	46%	42%	43%	40%	49%	7% ↘	52%	91% ↗	4% ↘	66% ↗	86% ↗	26%	42%	46%	48%	45%	
3. Other	16%	3%	4%	6%	4%	3%	4%	5%	4%	10% ↗	4%	3%	5%	6%	17% ↗	5%	4%	6%	5%	
4. Undecided	21% ↗	3%	4%	4%	4%	4%	4%	5%	5%	8%	3%	3%	4%	3%	36% ↗	3%	5%	6%	5%	
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 3.17%; Confidence Level 95%; Total n = 954



Q9. Senate Ballot by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY			GEOGRAPHY			NET
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Blake Masters (R)	24%	45%	40%	41%	48%	48%	48%	40%	82% ↑	29% ↓	3% ↓	87% ↑	23% ↓	6% ↓	13% ↓	47%	47%	36%	44%
2. Mark Kelly (D)	44%	52%	56%	51%	43%	45%	45%	52%	8% ↓	61% ↑	94% ↑	5% ↓	70% ↑	89% ↑	51%	45%	48%	53%	48%
3. Other	21% ↑	3%	2%	5%	6%	5%	6%	5%	7%	8%	3%	6%	5%	4%	10%	6%	2% ↓	8%	5%
4. Undecided	10% ↓	1%	1%	3%	3%	1%	1%	3%	4% ↓	3%	0% ↓	1%	2%	1%	26% ↑	1%	3%	2%	2%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 3.17%; Confidence Level 95%; Total n = 954



Q10. Issue by DEMOGRAPHICS

	AGE						GENDER		PARTY AFFILIATION				IDEOLOGY			GEOGRAPHY			NET
	18-24	25-34	35-44	45-54	55-64	65+	M	F	Rep	Ind	Dem	Con	Mod	Lib	DK	Rural	Suburb	Urban	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Border Security	12%	9%	14%	14%	18%	23% ↑	17%	17%	30% ↑	13%	1% ↓	33% ↑	11% ↓	1% ↓	2% ↓	20%	15%	15%	17%
2. Election Integrity	0%	2% ↓	10%	11%	13%	15% ↓	9%	12%	9%	8%	13%	10%	13%	8%	7%	11%	10%	10%	10%
3. Gun Rights	7%	3%	6%	6%	4%	2%	6%	2%	5%	5%	2%	4%	5%	1% ↓	7%	4%	4%	3%	4%
4. Property Taxes	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	3% ↓	0%	0%	1%	0%
5. Abortion	40%	25%	31%	24%	20%	18%	17% ↓	29% ↑	5% ↓	27%	45% ↑	4% ↓	27%	51% ↑	20%	20%	25%	26%	23%
6. Education	9%	4%	5%	6%	4%	4%	5%	5%	2% ↓	6%	8% ↑	1% ↓	8%	7%	4%	5%	4%	6%	5%
7. Inflation	9%	35%	19%	29%	26%	23%	29%	21%	41% ↑	18%	8% ↓	40% ↑	19% ↓	6% ↓	41%	24%	29%	21%	25%
8. Climate Change	16%	19%	9%	4%	8%	6%	8%	10%	2% ↓	10%	17% ↑	1% ↓	10%	20% ↑	5%	10%	6%	11%	9%
9. Escalation With Russia	2%	2%	2%	3%	3%	4%	5% ↑	1% ↓	3%	3%	2%	3%	4%	2%	3%	2%	3%	3%	3%
10. Other	4%	2%	6%	3%	4%	3%	4%	3%	3%	9% ↑	3%	3%	4%	4%	8%	3%	4%	3%	4%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 3.17%; Confidence Level 95%; Total n = 954

