N=500
MOE=+/- 4.47
1/18/2025 – 1/20/2025

Hello, I am calling from a public opinion research firm and I would like to ask you some questions. I am not trying to sell you anything and I won't be asking for a contribution of any kind. Can I please speak with [READ NAME ON LIST]?

Q1) What is your gender?

Male	250	50.0%
Female	250	50.0%
Total	500	100.0%

Q2) If the 2026 Republican primary election for Governor of Arizona were held today, and the following individuals were on the ballot, who would you vote for?

Republican Andy Biggs	158	31.7%
Republican Kimberly Yee	37	7.4%
Republican Karrin Taylor-Robson	62	12.4%
Undecided	225	45.0%
Refused	18	3.5%
Total	500	100.0%

Demographics:

Q3) Which of the following age categories do you fall into?

18 to 24	15	3.0%
25 to 34	23	4.5%
35 to 44	32	6.5%
45 to 54	50	10.0%
55 to 64	105	21.0%
65 and over	275	55.0%
Total	500	100.0%

Q4) How would you classify yourself in terms of race or ethnicity – White, African American, Hispanic, Asian American, or something else?

White	410	82.0%
African American	15	3.0%
Hispanic	50	10.0%
Asian	10	2.0%
Other	15	3.0%
Total	500	100.0%

Q5) Are you registered as a Republican or Independent/Unaffiliated?

Republican	425	85.0%
Independent/Unaffiliated	53	10.5%
Other	22	4.5%
Total	500	100.0%

Q6) In general, do you consider yourself to be conservative or more moderate?

Strong Conservative	232	46.4%
Somewhat Conservative	122	24.4%
Moderate	124	24.8%
Undecided	17	3.3%
Refused	5	1.1%
Total	500	100.0%

Phone Type

Cell	336	67.2%
Landline	164	32.8%
Total	500	100.0%

Region

North	87	17.5%
Maricopa	295	59.0%
Pima	60	12.0%
South	57	11.5%
Total	500	100.0%

New Congressional Districts

AZ 01	73	14.6%
AZ 02	74	14.8%
AZ 03	13	2.5%
AZ 04	47	9.4%
AZ 05	69	13.7%
AZ 06	69	13.7%
AZ 07	23	4.5%
AZ 08	69	13.7%
AZ 09	66	13.1%
Total	500	100.0%

Interview Method

live	351	70.1%
text	149	29.9%
Total	500	100.0%

Last Four Primary Elections

0-4	50	10.0%
1-4	50	10.0%
2-4	127	25.4%
3-4	100	19.9%
4-4	173	34.7%
Total	500	100.0%

Methodology and Transparency

Sponsor	AZ Free News
Target Population	Likely Republican Primary Election voters in Arizona. Voters were randomly selected from the voter registration file purchased from Numinar. Of the voters surveyed, 80.0% have voted in between two and four of the last four primary elections, 10.0% have voted in one of the last four primary elections, and 10.0% have voted in none of the last four primary elections.
Sampling Frame & Methodology	Frame: The sample frame includes likely primary election voters with landline and cell phone telephones. Voters without a valid landline or cellular telephone number were not contacted.
	Methodology: Live survey; 33.3% live landline telephone, 33.3% live cellphone telephone, and 33.3% via text to web.
	Selected voters were contacted from January 18th to 20th, 2025 using live survey and online interactive survey presented in English.

Sample Design	Contacted voters were selected randomly from a list of registered voters in the State of Arizona purchased by Data Orbital Consulting, LLC from Numinar. Individuals were randomly selected from the Voter File to mirror quotas for likely Republican primary election voters in Arizona. The interviewer asked for a specific member of the household but if that individual was not available, another registered voter in the household was accepted. CATI was utilized for this random sample survey.
Weighting	The sample was weighted for gender, age, race, party affiliation, and geographic region to mirror likely Republican primary election voters in Arizona. Election data was sourced from Numinar and the Arizona Secretary of State.
Total Number of Respondents	500
Margin of Error	± 4.47% (95% confidence interval) Margin of error does not take into consideration design effect.

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