

Arizona
**2026 General
Ballot Poll**

02/08/2025

Methodology



Online (810)
Text (114)
Live (0)



924 likely voters
in Arizona



Interviews
conducted
2/5-2/7

The sample was drawn from a third-party vendor file.
The overall **margin of error is +/- 3.0%**. 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%

ETHNICITY

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

PARTY ID

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

Percentage totals may not add up precisely due to rounding.

Executive summary

Arizona voters show increasing dissatisfaction with the state's direction.

Republican optimism seen in exit polls now shifts to broader concerns.

The 2026 governor's race remains fluid as the field takes shape. Governor Katie Hobbs narrowly trails U.S. Rep. Andy Biggs and leads Karrin Taylor Robson.

Economic concerns lead voter priorities - inflation and jobs at the forefront. Housing cost emerge as secondary concerns but vary across demographics.

Television remains the primary news source, while digital platforms gain ground among Democrats. Partisan divide in media trust remain a key factor.

Social media influence continues to grow, with X and Facebook leading. Younger voters shift toward alternative platforms expand the digital landscape.

38%

Say inflation and jobs
are top concerns

24%

Rely on TV as primary
news source

13%

Democrats get political
news from Blue Sky

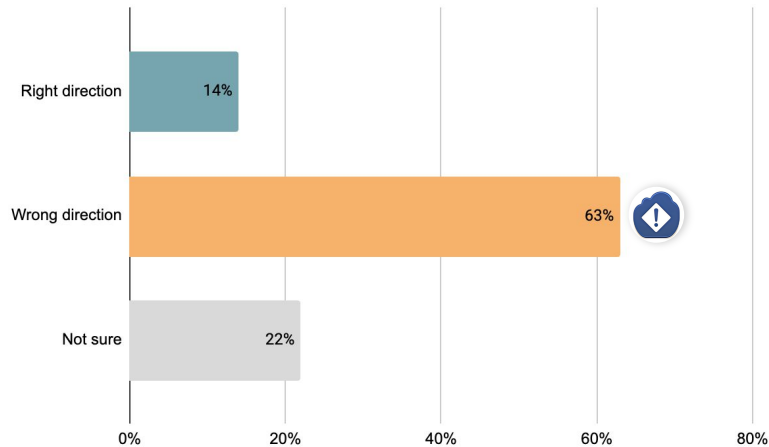


Electorate

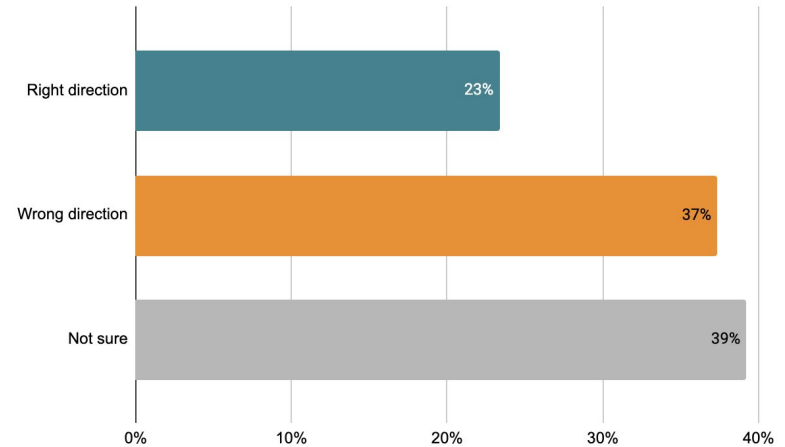
Arizona Voters More Pessimistic About the State's Direction

A majority believe Arizona is on the wrong track, with significant decline among Republican voters. Post-election optimism seen in December has faded.

Current (February 2025)



Post-Election (November 2024)

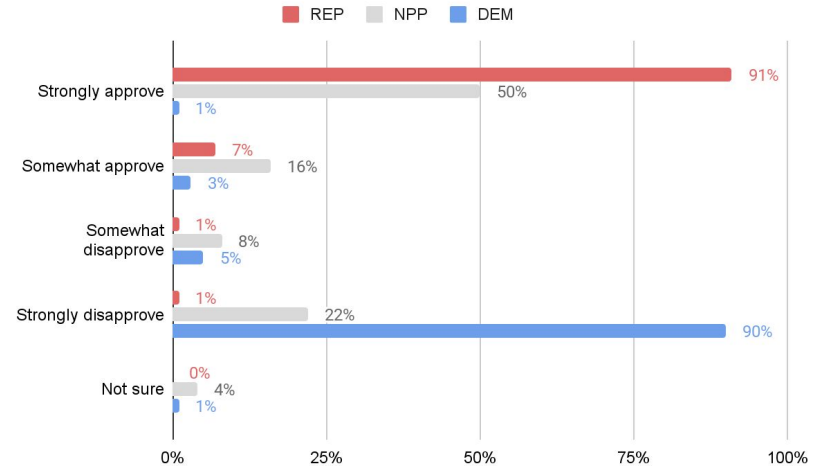
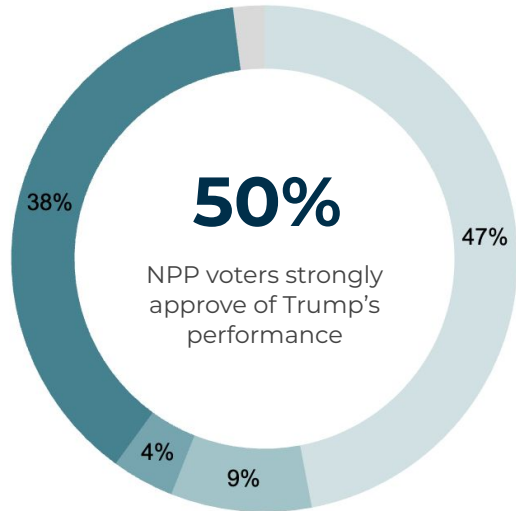


Q1: Would you say things in Arizona are going in the right direction or wrong direction?

Trump Holds Strong Job Approval Rating Among Republicans and NPPs

Trump's approval remains high, with nearly all Republicans and over half of NPPs supporting his early actions in office. Democrats remain overwhelmingly opposed.

● Strongly approve ● Somewhat approve ● Somewhat disapprove
● Strongly disapprove ● Not sure



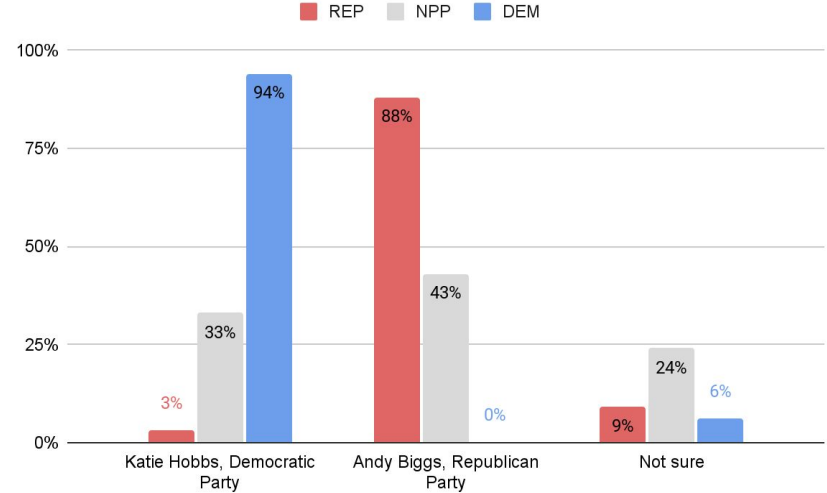
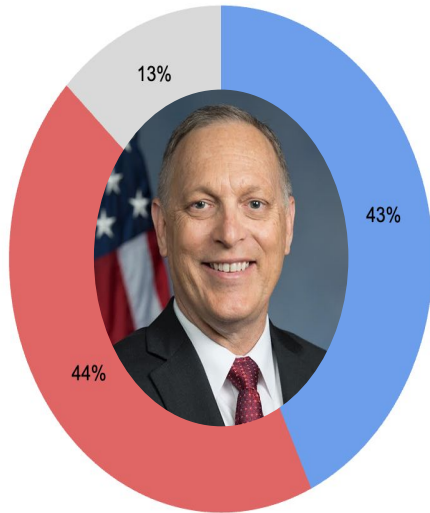


Favorability

Hobbs Trails Biggs By One Point in Head-to-Head Matchup

The 2026 governor's race is competitive with U.S. Rep. Andy Biggs slightly ahead of AZ Governor Katie Hobbs. NPPs lean toward Biggs while remain divided along partisan lines.

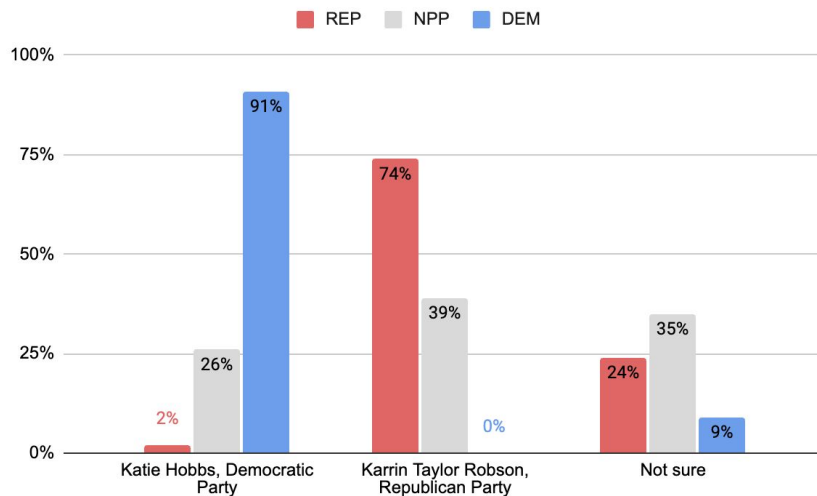
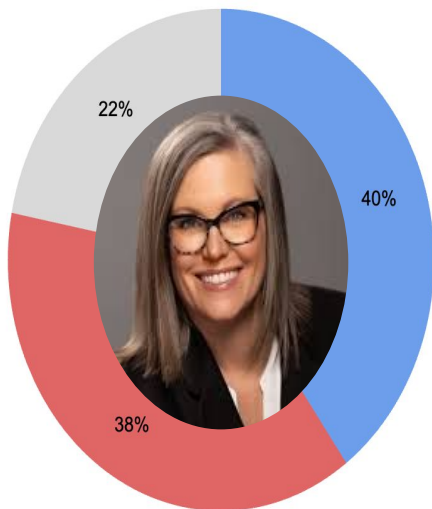
● Katie Hobbs, Democratic Party ● Andy Biggs, Republican Party ● Not sure



Hobbs Leads Robson in Head-to-Head Matchup

AZ Governor Hobbs holds an advantage over Karrin Taylor Robson (backed by Trump), a contrast to her deficit against Biggs. More NPP voters are undecided in this matchup.

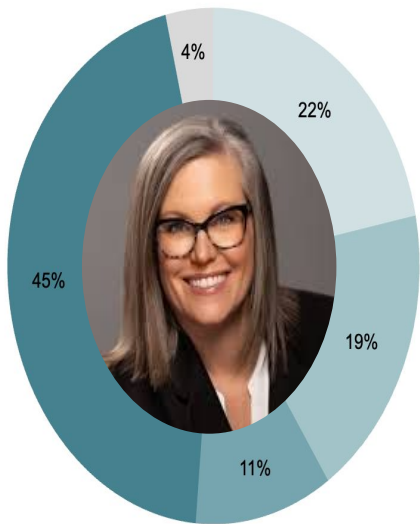
● Katie Hobbs, Democratic Party ● Karrin Taylor Robson, Republican Party ● Not sure



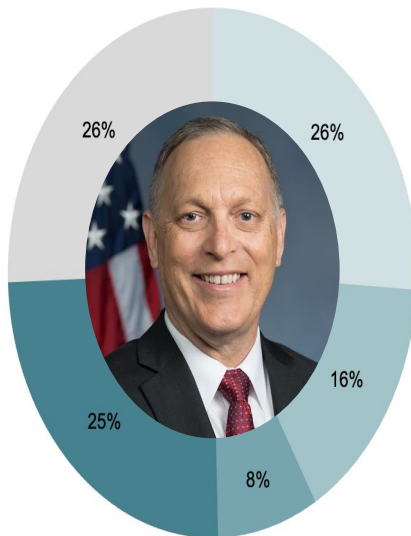
Biggs Viewed More Favorably Overall Than Hobbs and Robson

Biggs has the highest favorability, driven by strong Republican support. Hobbs' favorability is polarized via party lines while Robson remains the least known.

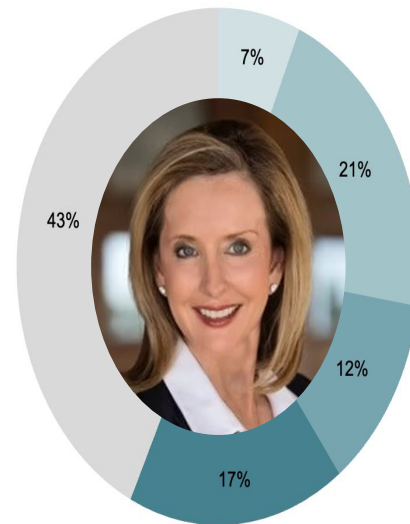
Very favorable Somewhat favorable Somewhat unfavorable
Very unfavorable Not sure



AZ Governor Katie Hobbs



U.S. Rep. Andy Biggs



Karrin Taylor Robson

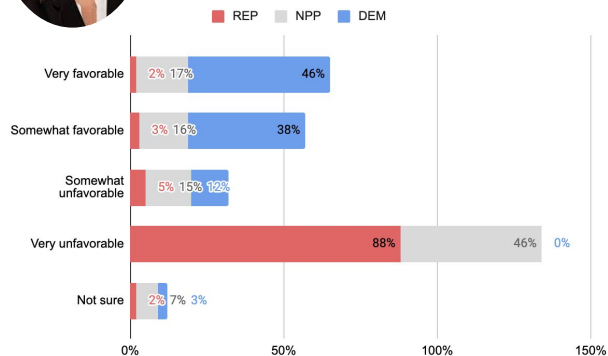


Biggs and Hobbs Strong Among Partisan Lines - Robson Less Known

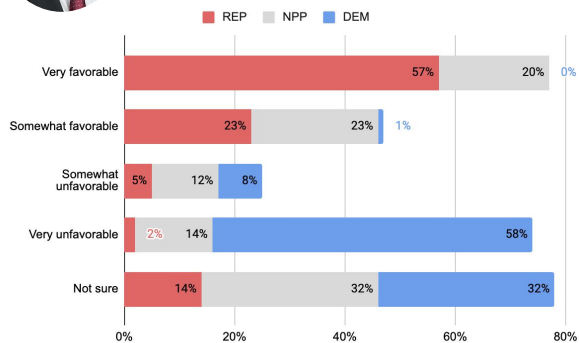
Biggs holds strong Republican favorability, while Hobbs dominates among Democrats. NPP voters remain divided, with a higher share undecided, particularly on Robson.



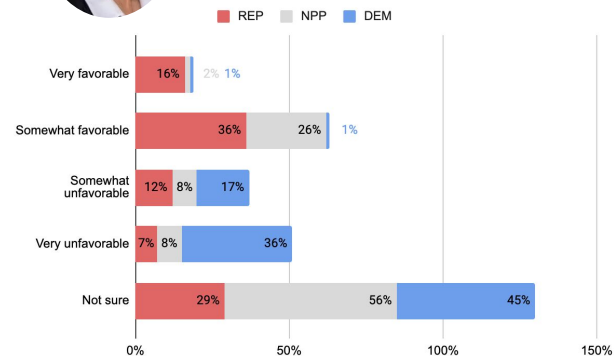
AZ Governor Katie Hobbs



U.S. Rep. Andy Biggs



Karrin Taylor Robson



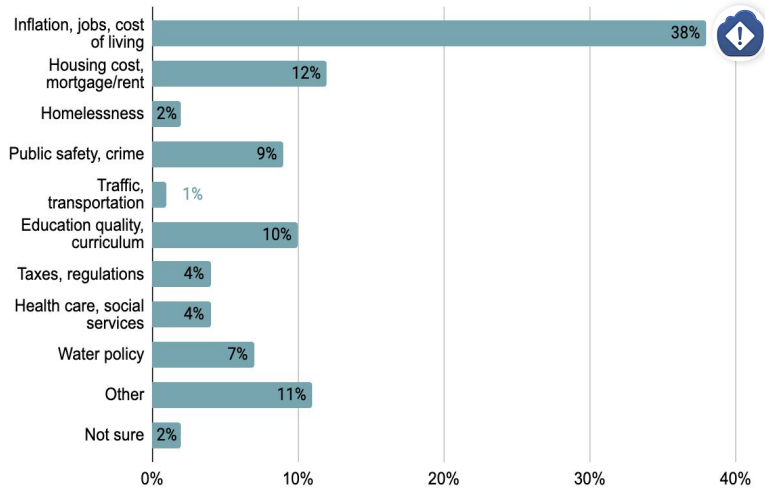


Issue

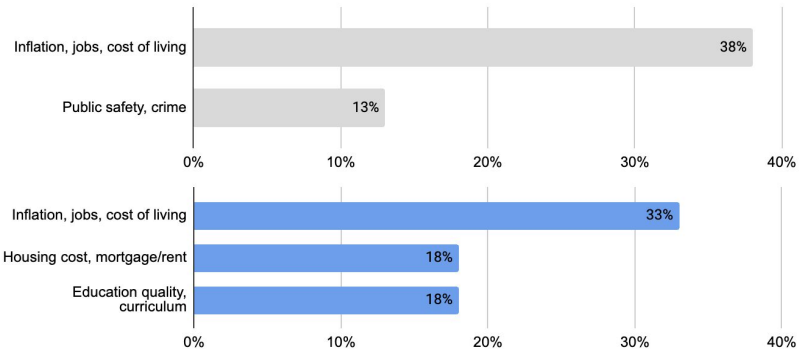
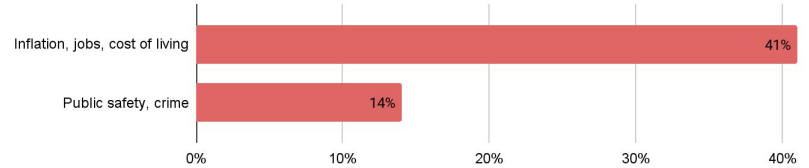
Economy is the Top Concern

Inflation and jobs are the top concerns while remaining priorities vary by party. Republicans prioritize crime and taxes, Democrats focus on housing and education, and NPPs remain split.

Likely Voters



By Party

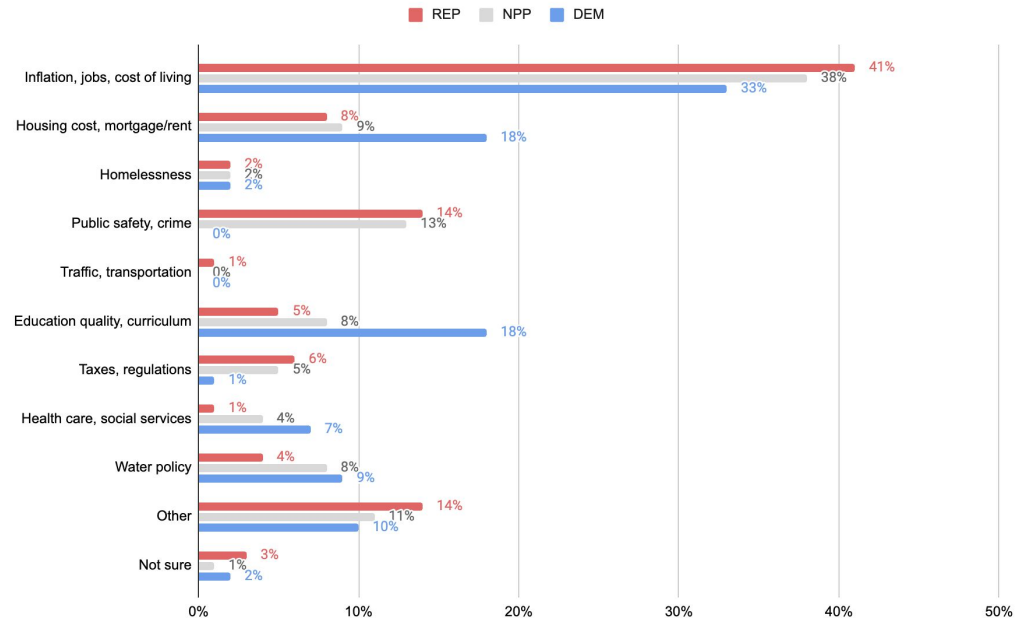


Beyond the Economy: Key Issue Divides by Party

Partisan differences emerge on lower-ranked issues. Republicans elevate crime and taxes, Democrats prioritize housing and education, and NPPs are more divided and align closer to Republicans.

Public safety ranks second for Republicans at 14%, but 0% for Democrats.

Water policy is a higher priority for NPPs at 8% and Democrats at 9%.



Q8: What do you think is the most important issue facing people in Arizona today?

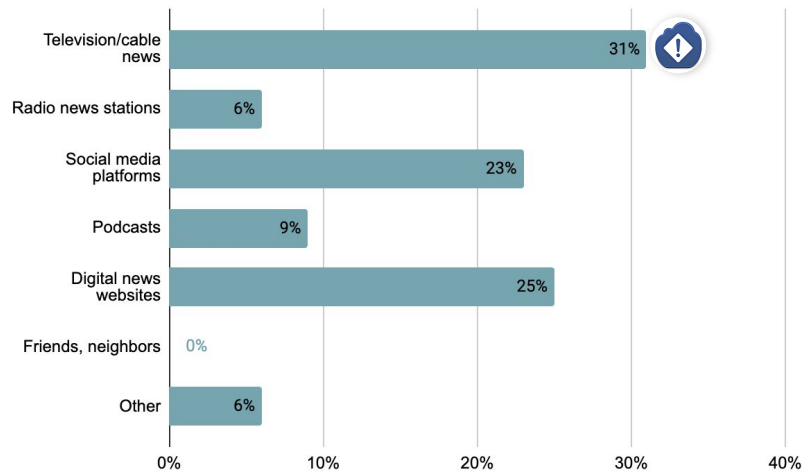


Communication

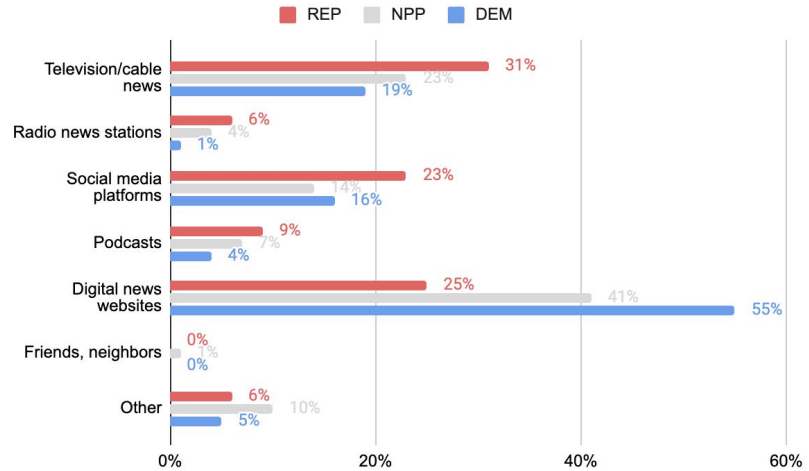
Television Leads - Digital News Grow Among Democrats

Television remains the primary news source, led by Republicans and NPPs. Digital news websites now surpass TV among Democrats, reflecting a growing shift in media consumption.

Likely Voters



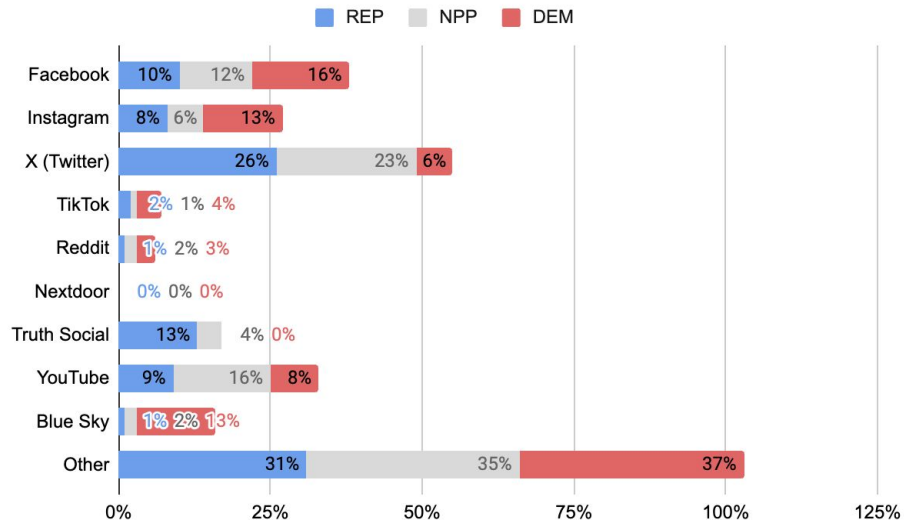
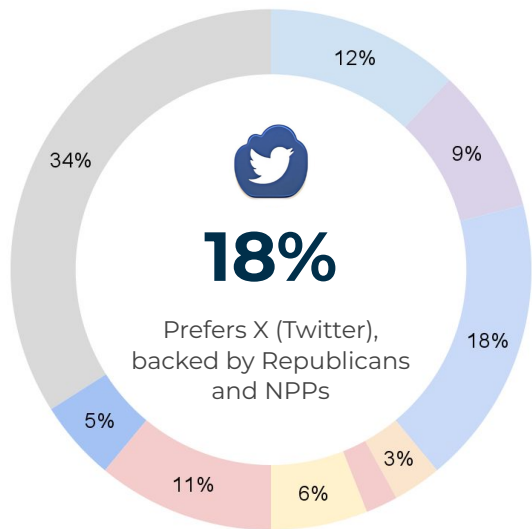
By Party



X Leads - Social Media Preferences Sharply Divided by Party

X is the most-used platform overall, driven by Republicans and NPP voters. Democrats favor Facebook and Blue Sky, while Republicans rely more on Truth Social.

Facebook Instagram X (Twitter) TikTok Reddit
 Truth Social YouTube Blue Sky Other



Q10: Where do you primarily get your 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 +/- 3.0%**, larger for subgroups.