



ARIZONA GOVERNOR SURVEY | TOPLINES, CROSSTABS AND METHOD

Showing Our Work

Fielded October 25 to 27, 2026. N 900 Arizona likely voters, online panel, English only, stated margin of error ± 3.3 points. Conducted by KStrat, commissioned and released by American Encore, October 28, 2026. americanencore.org

Polling has been challenging this year, and Arizona has been harder than most. Rather than hand anyone a single number and ask them to trust it, we are publishing everything behind this one: the topline, the full crosstabs, the turnout we expect, and the arithmetic that connects them. That includes a figure that differs from the one the survey reports, which we are showing rather than choosing between.

The governor ballot, three ways

Electorate applied to the published crosstabs	Hobbs	Biggs	Result
As reported in the survey	48.3	43.1	Hobbs +5.1
The expected turnout model, 39 / 32 / 29	44.1	47.2	Biggs +3.1
Ballots actually returned by October 27, 38.6 / 38.0 / 23.4	47.2	44.8	Hobbs +2.4

These are the same 900 respondents and the same party columns three times over. We do not assert that any one of them is the result. A turnout model is an expectation, not a measurement, and readers should form their own view. The accompanying workbook lets anyone substitute a different model and see every figure recalculate.

Method

A poll is a sample plus an expectation about who turns out. This survey carries an expected turnout of 39 percent Republican, 32 percent Democrat and 29 percent no party. For every answer, the restated figure is the weighted average of the three published party columns at that expected turnout: 0.39 times the Republican column, plus 0.32 times the Democrat column, plus 0.29 times the no party column. Nothing else is changed. No new interviews were conducted and no respondent-level data was used.

Only the Total column can be restated this way. The gender, age, race and voting status columns are conditional on membership of those groups, and changing the party weights changes the composition inside each group, so recomputing them would require joint party by demographic tables that are not part of this release. Those columns are reproduced unchanged in the accompanying workbook. The three party columns themselves do not change: reweighting how many Republicans are in a sample does not change how Republicans answered.

One observation we are publishing rather than resolving. Combining the three party columns at the expected 39 / 32 / 29 does not return the reported topline. The mean gap across all 38 full-sample rows is 1.14 points and the largest single gap is 4.28. Solving for the shares that do return them gives 33.5 Republican, 35.7 Democrat and 30.8 no party, which reproduces every row to four decimal places. There are at least two ordinary explanations and we do not know which applies. We are publishing it because leaving it out would defeat the purpose of the exercise.

Full topline

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

Response	As reported	At expected turnout	Difference	REP	DEM	NPP
Right direction	30.3	27.9	-2.4	4.8	61.1	22.3
Wrong direction	56.7	59.5	+2.8	87.2	23.3	62.1
Not sure	13.0	12.6	-0.4	8.0	15.6	15.6

Q2. Overall, how favorable or unfavorable is your opinion of Donald Trump?

Response	As reported	At expected turnout	Difference	REP	DEM	NPP
Very favorable	34.1	37.5	+3.4	72.7	3.0	28.2
Somewhat favorable	12.0	12.7	+0.6	18.2	0.2	19.0
Neither favorable nor unfavorable	1.7	1.6	-0.0	1.0	1.1	3.1
Somewhat unfavorable	0.8	0.9	+0.1	1.6	0.0	1.0
Very unfavorable	51.2	47.2	-4.0	6.5	95.7	48.3
Not sure	0.1	0.1	-0.0	0.0	0.0	0.5

Q3a. Favorable or unfavorable impression of Katie Hobbs (Democrat)?

Response	As reported	At expected turnout	Difference	REP	DEM	NPP
Favorable	43.9	40.3	-3.6	4.7	87.7	35.9
Neutral	10.2	9.8	-0.4	4.6	7.3	19.6
Heard of, no opinion	1.1	1.1	+0.0	1.2	0.0	2.4
Never heard of	0.6	0.6	+0.0	0.6	0.0	1.5
Unfavorable	44.1	48.1	+4.0	89.0	5.0	40.6

Q3b. Favorable or unfavorable impression of Andy Biggs (Republican)?

Response	As reported	At expected turnout	Difference	REP	DEM	NPP
Favorable	42.1	45.8	+3.7	83.7	3.5	41.7
Neutral	6.0	6.5	+0.5	11.8	0.4	6.2
Heard of, no opinion	2.0	2.0	+0.0	2.4	1.2	2.4
Never heard of	0.8	0.8	+0.0	0.8	0.4	1.5
Unfavorable	49.1	44.8	-4.3	1.4	94.5	48.2

Q4. Which issue facing Arizona is most important for your vote for Governor?

Response	As reported	At expected turnout	Difference	REP	DEM	NPP
Inflation, jobs, and the cost of living	27.6	27.0	-0.6	20.0	32.1	30.7
Housing costs and rent costs	6.1	5.8	-0.3	2.7	11.8	3.2
Homelessness	1.7	1.5	-0.1	0.0	2.9	2.0
Public safety and crime	3.4	3.6	+0.2	5.4	1.5	3.4
Traffic and transportation	0.4	0.4	-0.0	0.0	0.0	1.4
Immigration and border security	10.3	11.3	+1.0	22.1	1.1	8.2
Education and school quality	4.1	4.0	-0.1	3.2	3.9	5.4
Election Integrity	14.6	15.5	+0.9	25.5	7.9	10.4
Taxes and state spending	11.9	12.0	+0.1	13.4	10.8	11.5
Healthcare and social services	4.1	3.8	-0.2	0.9	4.9	6.5
Water resources and policy	13.4	12.8	-0.6	6.5	19.3	14.1
Not sure	2.4	2.3	-0.2	0.4	3.7	3.2

Q5. Have you already voted in the November 2026 Arizona General Election?

Response	As reported	At expected turnout	Difference	REP	DEM	NPP
Yes, I have already voted	43.6	43.5	-0.1	45.1	57.3	26.2
No, I have not voted yet	56.4	56.5	+0.1	54.9	42.7	73.8

Q6. If the general election for Governor were held today, for whom would you vote? Or if you already voted, who did you vote for?

Response	As reported	At expected turnout	Difference	REP	DEM	NPP
Katie Hobbs (Democrat)	48.3	44.1	-4.2	2.3	93.7	45.6
Andy Biggs (Republican)	43.1	47.2	+4.0	88.8	3.5	39.4
Teri Hourihan (Independent)	0.6	0.7	+0.1	1.7	0.0	0.0
Risa Lombardo (Green)	0.8	0.8	-0.1	0.0	1.2	1.4
Not sure / I didn't vote in this race	7.1	7.1	+0.1	6.8	1.6	13.7

Notes and limits

1. The fieldwork and the reported figures are KStrat's and are reproduced here exactly as delivered to us. The restatement is American Encore's and is arithmetic on those aggregates, not a re-tabulation of respondent-level data.
2. 39 / 32 / 29 is an electorate 7 points more Republican than Democrat. That is more Republican than the ballots returned so far, which stood at 38.6 Republican to 38.0 Democrat on October 27. It is the turnout the survey expects, which is why it is the one restated here, not because we believe it is the right one.
3. Margin of error as stated in the survey is ± 3.3 points on the full sample. Subgroups carry wider intervals. Differences smaller than those intervals should not be read as findings, including some of the differences shown in the tables above.
4. Returned ballot figures are from the Arizona county recorders as compiled in Derek Weech's daily series: 1,106,723 of 3,286,885 ballots returned as of October 27, 2026, at 38.6 percent Republican, 38.0 percent Democrat and 23.4 percent other, against 36.9 and 39.4 at the same point in 2022.
5. Two ordinary explanations for the gap described above, neither of which we can settle from the released file. Either the reported topline sits at a different party mix, or the crosstab columns are computed on a different weighted base from the topline, which is a reporting artifact rather than a modeling problem and is the more mundane of the two. We have asked and do not yet have an answer. We are publishing the arithmetic so readers can see what we see.
6. The accompanying workbook carries these topline as live formulas, the full crosstabs unchanged, and an editable turnout model. Corrections are welcome and the arithmetic is reproducible from the crosstabs sheet.

Released by American Encore, americanencore.org. Survey fielded by KStrat. Media and data questions to American Encore.