October 2023 AZPOP TOPLINES AND CROSSTABS – Senate

If the Republican primary for Arizona's 2024 Senate race were held today, which of the following candidates would you vote for? (Republicans)

Demo	Kari Lake	Mark Lamb	Blake Masters	Brian Wright	Undecided
Full sample	40%	14%	10%	4%	33%
18-34	33%	13%	14%	13%	29%
35-44	43%	13%	12%	0%	32%
45-54	44%	16%	7%	2%	30%
55-64	46%	10%	5%	1%	39%
65+	37%	17%	12%	2%	33%
Female	41%	11%	8%	4%	36%
Male	38%	17%	12%	4%	29%
Maricopa	41%	11%	8%	5%	35%
Pima	36%	20%	12%	4%	29%
Rural	39%	17%	13%	1%	30%
High School	37%	11%	11%	6%	35%
Some college	39%	13%	7%	3%	39%
College graduate	45%	14%	13%	4%	24%
Postgraduate degree	37%	22%	12%	2%	26%
White	39%	13%	12%	3%	34%
Hispanic	29%	23%	0%	14%	34%
Other	58%	10%	10%	0%	21%
Republican	40%	14%	10%	4%	33%

Ruben Gallego (D) vs Kyrsten Sinema (I) vs Kari Lake (R)

Demo	The Democratic Candidate	The Independent Candidate	The Republican Candidate
Full sample	39%	29%	33%
18-34	44%	30%	25%
35-44	38%	29%	33%
45-54	40%	26%	33%
55-64	33%	22%	45%
65+	35%	33%	32%
Female	42%	28%	30%
Male	35%	29%	36%

Demo			
Maricopa	40%	29%	31%
Pima	43%	27%	30%
Rural	33%	29%	38%
High School	44%	27%	29%
Some college	34%	31%	35%
College graduate	39%	30%	31%
Postgraduate degree	40%	25%	35%
White	33%	27%	39%
Hispanic	50%	28%	21%
Other	44%	34%	22%
Democrat	84%	12%	3%
Independent	30%	49%	21%
Republican	7%	23%	70%

Ruben Gallego (D) vs Kyrsten Sinema (I) vs Mark Lamb (R)

Demo	The Democratic Candidate	The Independent Candidate	The Republican Candidate
Full sample	36%	32%	32%
18-34	40%	34%	26%
35-44	37%	34%	30%
45-54	36%	31%	32%
55-64	30%	26%	43%
65+	35%	33%	33%
Female	37%	32%	31%
Male	35%	32%	33%
Maricopa	38%	31%	30%
Pima	42%	30%	28%
Rural	27%	34%	39%
High School	44%	31%	25%
Some college	30%	31%	39%
College graduate	35%	33%	31%
Postgraduate degree	38%	32%	30%
White	32%	30%	37%
Hispanic	42%	38%	20%
Other	43%	29%	28%
Democrat	82%	16%	2%
Independent	25%	52%	22%
Republican	7%	25%	68%

When you cast your vote for a member of Congress, which party will you vote for?

Demo	The Republican candidate	The Democratic candidate	Other	Unsure
Full sample	*42%*	*34%*	*6%*	*18%*
18-34	37%	31%	10%	22%
35-44	37%	39%	9%	15%
45-54	40%	36%	8%	16%
55-64	52%	30%	3%	15%
65+	44%	36%	2%	18%
Female	36%	36%	7%	21%
Male	48%	32%	5%	15%
Maricopa	39%	36%	5%	20%
Pima	36%	39%	8%	17%
Rural	50%	27%	8%	14%
High School	37%	34%	7%	22%
Some college	44%	32%	7%	17%
College graduate	45%	36%	4%	15%
Postgraduate degree	40%	39%	5%	16%
White	48%	31%	5%	17%
Hispanic	30%	44%	6%	20%
Other	33%	35%	12%	20%
Democrat	4%	83%	2%	11%
Independent	27%	23%	16%	34%
Republican	89%	3%	1%	7%

Here are the names of some people and organizations in the news. Using the grid below, please indicate your impression of each. If you have no opinion or have never heard of the person, you can indicate that, too.

Ruben Gallego, Congressman from Arizona

Demo	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	No Opinion	Never Heard Of	Total Net Favorability
Full Sample	17%	24%	10%	12%	21%	16%	19%
18-34	18%	30%	8%	5%	22%	17%	35%
35-44	20%	30%	13%	9%	15%	14%	28%
45-54	17%	17%	8%	13%	23%	22%	13%
55-64	11%	22%	11%	16%	22%	18%	6%
65+	18%	19%	12%	18%	20%	12%	7%

Demo	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	No Opinion	Never Heard Of	Total Net Favorability
High School	15%	31%	10%	6%	24%	15%	30%
Some college	16%	21%	11%	14%	20%	18%	12%
College graduate	19%	22%	10%	15%	19%	15%	16%
Postgraduate degree	22%	21%	10%	18%	14%	14%	15%
Democrat	36%	31%	6%	2%	13%	10%	59%
Republican	7%	17%	13%	20%	22%	22%	-9%
Independent	10%	24%	11%	14%	25%	15%	9%
Hispanic	23%	28%	9%	7%	18%	15%	35%
White	14%	21%	11%	15%	21%	17%	9%
Other	19%	30%	8%	10%	21%	12%	31%
Maricopa	18%	25%	11%	13%	21%	14%	19%
Pima	20%	24%	10%	11%	19%	16%	23%
Rural	14%	21%	10%	13%	21%	21%	12%
Female	16%	23%	9%	9%	24%	19%	21%
Male	18%	25%	12%	16%	17%	12%	15%

Mark Lamb, Candidate for U.S. Senate

Demo	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	No Opinion	Never Heard Of	Total Net Favorability
Full Sample	15%	18%	10%	13%	25%	19%	10%
18-34	14%	18%	9%	13%	24%	21%	10%
35-44	17%	24%	10%	13%	18%	18%	18%
45-54	18%	19%	9%	8%	23%	24%	20%
55-64	14%	13%	12%	10%	29%	22%	5%
65+	12%	18%	10%	17%	29%	15%	3%
High School	15%	16%	12%	9%	26%	22%	10%
Some college	13%	19%	10%	16%	24%	19%	6%
College graduate	14%	21%	10%	15%	24%	17%	10%
Postgraduate degree	20%	16%	5%	11%	29%	19%	20%
Democrat	11%	15%	6%	19%	25%	25%	1%
Republican	20%	22%	10%	5%	24%	18%	27%
Independent	12%	17%	13%	15%	26%	17%	1%
Hispanic	18%	21%	10%	12%	20%	19%	17%
White	14%	17%	10%	13%	26%	20%	8%
Other	13%	18%	8%	15%	29%	18%	8%
Maricopa	15%	19%	11%	13%	25%	19%	10%

Demo							
Pima	8%	16%	10%	17%	27%	22%	-3%
Rural	19%	17%	8%	11%	25%	20%	17%
Female	14%	15%	9%	11%	28%	23%	9%
Male	15%	22%	11%	15%	22%	16%	11%

Kyrsten Sinema, Senator from Arizona

Demo	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	No Opinion	Never Heard Of	Total Net Favorability
Full Sample	16%	29%	18%	17%	13%	7%	10%
18-34	21%	20%	15%	14%	17%	13%	12%
35-44	18%	32%	13%	16%	14%	8%	21%
45-54	14%	29%	16%	19%	15%	7%	8%
55-64	7%	30%	24%	19%	13%	7%	-6%
65+	15%	35%	22%	18%	7%	2%	10%
High School	18%	22%	17%	13%	19%	11%	10%
Some college	15%	31%	18%	18%	12%	6%	10%
College graduate	16%	32%	18%	20%	9%	6%	10%
Postgraduate degree	13%	33%	22%	20%	9%	3%	4%
Democrat	17%	26%	19%	23%	7%	7%	1%
Republican	12%	33%	18%	15%	15%	7%	12%
Independent	18%	27%	17%	14%	16%	8%	14%
Hispanic	18%	28%	15%	12%	15%	13%	19%
White	14%	29%	20%	18%	12%	6%	5%
Other	20%	29%	13%	23%	13%	3%	13%
Maricopa	17%	29%	19%	15%	13%	6%	12%
Pima	13%	21%	21%	32%	8%	6%	-19%
Rural	14%	32%	14%	14%	16%	10%	18%
Female	15%	25%	19%	17%	15%	9%	4%
Male	17%	33%	17%	18%	11%	5%	15%

Kari Lake, Former Arizona Governor Candidate

Demo	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	No Opinion	Never Heard Of	Total Net Favorability
Full Sample	18%	20%	11%	35%	11%	5%	-8%
18-34	12%	23%	11%	26%	18%	10%	-2%
35-44	22%	22%	16%	26%	10%	4%	2%

45-54	20%	16%	14%	35%	11%	5%	-13%
55-64	19%	22%	10%	33%	13%	2%	-2%
65+	18%	16%	8%	51%	5%	2%	-25%
High School	12%	17%	16%	28%	19%	8%	-15%
Some college	19%	21%	10%	37%	8%	5%	-7%
College graduate	22%	20%	9%	39%	8%	2%	-6%
Postgraduate degree	19%	23%	10%	39%	7%	2%	-7%
Democrat	8%	13%	9%	53%	12%	4%	-41%
Republican	28%	28%	13%	16%	9%	6%	27%
Independent	15%	17%	12%	39%	13%	5%	-19%
Hispanic	16%	20%	13%	29%	14%	9%	-6%
White	20%	18%	11%	38%	9%	4%	-11%
Other	11%	26%	11%	32%	15%	5%	-6%
Maricopa	18%	19%	12%	34%	13%	5%	-9%
Pima	15%	13%	13%	47%	8%	3%	-32%
Rural	19%	25%	9%	31%	10%	6%	4%
Female	16%	19%	10%	35%	15%	6%	-10%
Male	19%	21%	13%	36%	7%	4%	-9%

Noble Predictive Insights surveyed 1,010 Arizona registered voters via online opt-in panel from Oct. 25-31, 2023. The sample was weighted by age, political party, education, race, county, and gender to reflect statewide registered voter demographics. MoE +/- 3.1%. Numbers may not equal to 100% due to rounding.