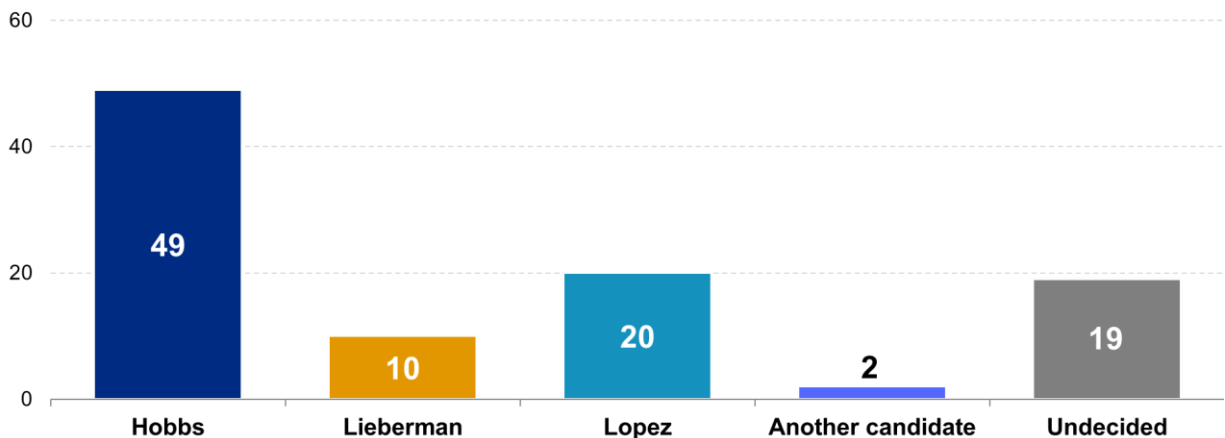**GQR**

May 25, 2022

Katie Hobbs clear front runner in Arizona Governor Democratic Primary, leading likely General Election opponent

To: Interested Parties
From: GQR

A recent survey[1] shows Katie Hobbs with a commanding 30-point lead over her closest opponent in the Democratic Primary in Arizona. Hobbs leads with 49 percent of the vote compared to Lopez's 20 percent and Lieberman's 10 percent, with 19 percent of voters still undecided. Even after Lieberman spent almost $600,000 on television, he is still sitting in fourth place behind undecided and 39 points behind Katie Hobbs.
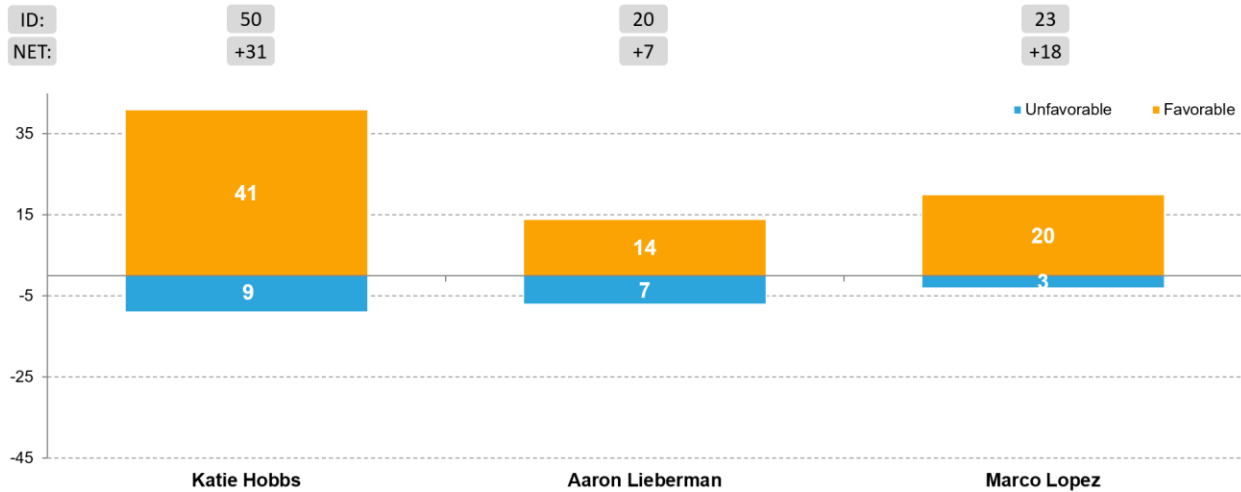
Figure 1: Primary Vote

Hobbs is both better known than Lopez and Lieberman and holds broader appeal. Hobbs is recognized by 50 percent of voters with 41 percent favorable and only 9 percent unfavorable. Only 23 percent of Democratic primary voters know who Lopez is and slightly fewer, 20 percent, know who Lieberman is, despite his investment in television.

---

[1] *The following memo is based on a survey of 400 likely Democratic primary voters and 400 likely general election voters in Arizona from May 9-15, 2022. Respondents were contacted through the voter file. The data of sample size 400 is subject to a margin of error of +/- 4.9 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups.*

Figure 2: Candidate Favorability and Name Recognition in the Primary

Hobbs is well positioned to win the general election against Kari Lake or Karrin Taylor Robson, even with a 7-point disadvantage in party registration. In a match up with Kari Lake, the Republican Primary front runner, Hobbs leads Lake by 5 percentage point (50 to 45 percent). Even though Karrin Taylor Robson has spent almost $7 million dollars on television, Hobbs and Robson are tied: 47 – 46 percent. Hobbs' support in the general election is driven both by consolidating Democrats and overperforming among independents.

Figure 3: Hobbs Leading likely General Election Opponent