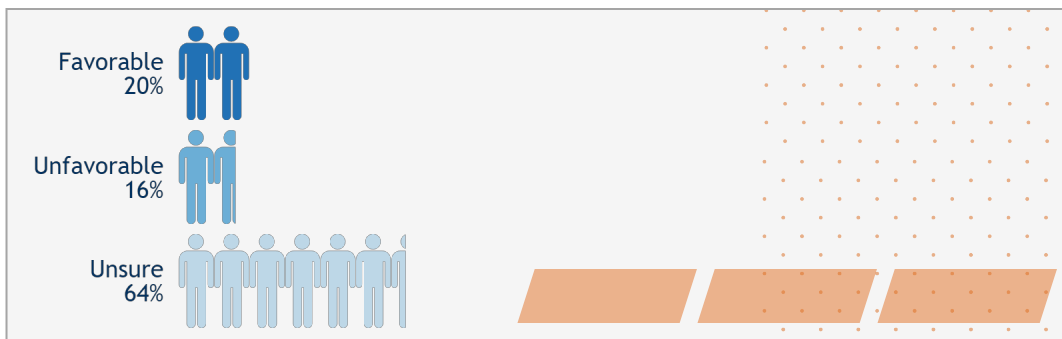# co/efficient

Arizona Senate
2022 Republican Primary

Image, Ballot, and Message Testing
February 8th, 2022

co/efficient

What is your opinion of Jim Lamon?

Favorable
20%

Unfavorable
16%

Unsure
64%

Critical Crosstabs:

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	0%	20%	16%	25%	21%
Unfavorable	31%	35%	9%	12%	16%
Unsure	69%	45%	76%	63%	63%

By Gender

Column %	Female	Male
Favorable	20%	19%
Unfavorable	12%	20%
Unsure	68%	60%

By Education Level

Column %	HS	College	Grad+
Favorable	20%	22%	17%
Unfavorable	12%	14%	28%
Unsure	68%	64%	55%

By Race

Column %	White	Hispanic	Asian	N. Amer.	Other
Favorable	22%	13%	0%	6%	12%
Unfavorable	15%	4%	7%	23%	27%
Unsure	62%	83%	93%	71%	61%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	24%	8%	25%
Unfavorable	9%	37%	16%
Unsure	67%	56%	59%

By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	21%	16%	26%	18%	5%
Unfavorable	19%	14%	16%	13%	3%
Unsure	60%	70%	58%	69%	92%

By DMA

Column %	PHOENIX	TUCSON/ NOGALES	YUMA/EL CENTRO
Favorable	21%	18%	0%
Unfavorable	16%	16%	4%
Unsure	63%	66%	96%

Masters Opinion

What is your opinion of Blake Masters?

Favorable 21%

Unfavorable 16%
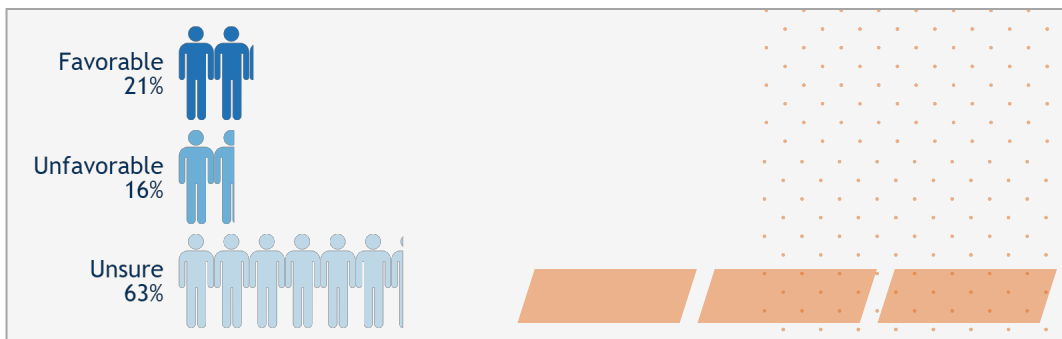
Unsure 63%

Critical Crosstabs:

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	0%	18%	22%	22%	24%
Unfavorable	31%	34%	8%	15%	13%
Unsure	69%	48%	71%	63%	63%

By Gender

Column %	Female	Male
Favorable	20%	22%
Unfavorable	13%	18%
Unsure	67%	60%

By Education Level

Column %	HS	College	Grad+
Favorable	22%	25%	13%
Unfavorable	12%	14%	29%
Unsure	67%	61%	58%

By Race

Column %	White	Hispanic	Asian	N. Amer.	Other
Favorable	22%	18%	3%	13%	19%
Unfavorable	14%	4%	0%	35%	30%
Unsure	64%	78%	97%	51%	51%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	27%	8%	0%
Unfavorable	8%	34%	36%
Unsure	65%	58%	64%

By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	25%	21%	22%	13%	8%
Unfavorable	17%	12%	19%	16%	0%
Unsure	58%	68%	59%	72%	92%

By DMA

Column %	PHOENIX	TUCSON/ NOGALES	YUMA/EL CENTRO
Favorable	18%	35%	8%
Unfavorable	17%	9%	0%
Unsure	64%	55%	92%

co/efficient

What is your opinion of Mark Brnovich?

Favorable
27%

Unfavorable
26%
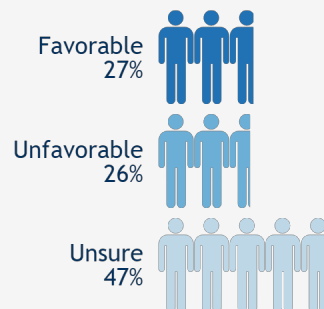
Unsure
47%

Critical Crosstabs:

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	16%	21%	20%	26%	31%
Unfavorable	69%	41%	26%	23%	19%
Unsure	16%	38%	54%	50%	50%

By Gender

Column %	Female	Male
Favorable	26%	27%
Unfavorable	21%	31%
Unsure	53%	42%

By Education Level

Column %	HS	College	Grad+
Favorable	24%	32%	26%
Unfavorable	17%	28%	42%
Unsure	58%	40%	32%

By Race

Column %	White	Hispanic	Asian	N. Amer.	Other
Favorable	28%	39%	8%	25%	14%
Unfavorable	22%	20%	2%	37%	55%
Unsure	49%	41%	89%	38%	31%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	31%	17%	12%
Unfavorable	20%	45%	12%
Unsure	49%	38%	76%

By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	28%	34%	21%	15%	67%
Unfavorable	28%	20%	28%	28%	4%
Unsure	44%	45%	51%	57%	29%

By DMA

Column %	PHOENIX	TUCSON/ NOGALES	YUMA/EL CENTRO
Favorable	26%	27%	36%
Unfavorable	25%	32%	6%
Unsure	49%	40%	58%

McGuire Opinion

What is your opinion of Michael McGuire?

Favorable 6%

Unfavorable 11%
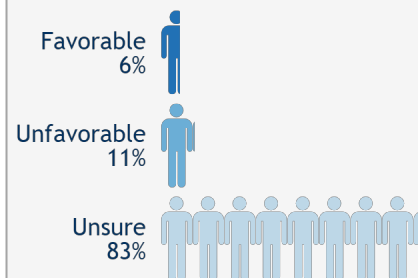
Unsure 83%

Critical Crosstabs:

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	0%	9%	6%	4%	7%
Unfavorable	31%	30%	8%	10%	6%
Unsure	69%	61%	86%	86%	87%

By Gender

Column %	Female	Male
Favorable	6%	6%
Unfavorable	7%	14%
Unsure	87%	80%

By Education Level

Column %	HS	College	Grad+
Favorable	5%	7%	8%
Unfavorable	6%	10%	24%
Unsure	90%	84%	67%

By Race

Column %	White	Hispanic	Asian	N. Amer.	Other
Favorable	7%	3%	0%	4%	4%
Unfavorable	9%	10%	5%	21%	24%
Unsure	85%	88%	95%	75%	72%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	7%	4%	5%
Unfavorable	6%	23%	18%
Unsure	87%	73%	77%

By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	8%	7%	4%	2%	2%
Unfavorable	10%	8%	14%	11%	0%
Unsure	82%	84%	81%	87%	98%

By DMA

Column %	PHOENIX	TUCSON/ NOGALES	YUMA/EL CENTRO
Favorable	5%	9%	4%
Unfavorable	11%	9%	4%
Unsure	84%	82%	93%

Olson Opinion

What is your opinion of Justin Olson?

Favorable 4%

Unfavorable 11%
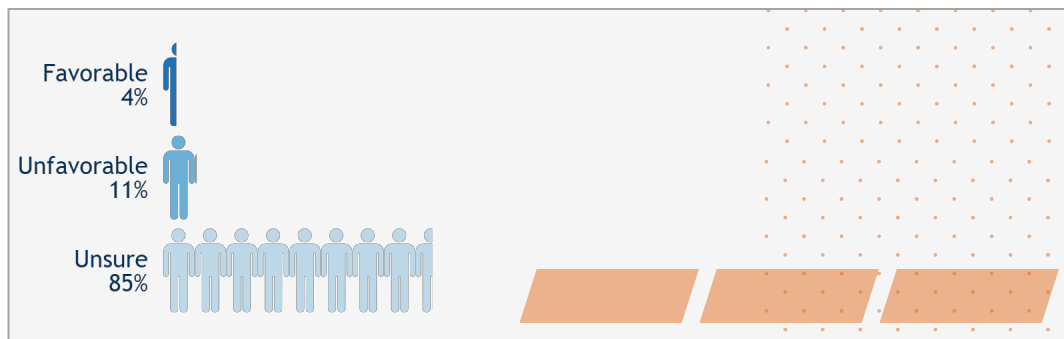
Unsure 85%

Critical Crosstabs:

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	0%	3%	5%	3%	6%
Unfavorable	31%	34%	9%	8%	6%
Unsure	69%	62%	87%	89%	89%

By Gender

Column %	Female	Male
Favorable	5%	4%
Unfavorable	6%	16%
Unsure	90%	81%

By Education Level

Column %	HS	College	Grad+
Favorable	3%	5%	5%
Unfavorable	5%	10%	25%
Unsure	92%	85%	70%

By Race

Column %	White	Hispanic	Asian	N. Amer.	Other
Favorable	4%	3%	0%	11%	2%
Unfavorable	9%	1%	0%	6%	30%
Unsure	87%	95%	100%	83%	67%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	5%	3%	9%
Unfavorable	7%	22%	14%
Unsure	89%	75%	77%

By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	5%	5%	4%	4%	0%
Unfavorable	12%	4%	14%	12%	0%
Unsure	84%	91%	82%	84%	100%

By DMA

Column %	PHOENIX	TUCSON/ NOGALES	YUMA/EL CENTRO
Favorable	4%	3%	0%
Unfavorable	11%	8%	0%
Unsure	84%	89%	100%

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If the Republican primary election for US Senate in Arizona were held today, who would you vote for?

Mark Brnovich
17%

Jim Lamon
13%

Blake Masters
12%

Michael McGuire
3%

Justin Olsen
1%

Someone Else
11%

Undecided
44%

co/efficient
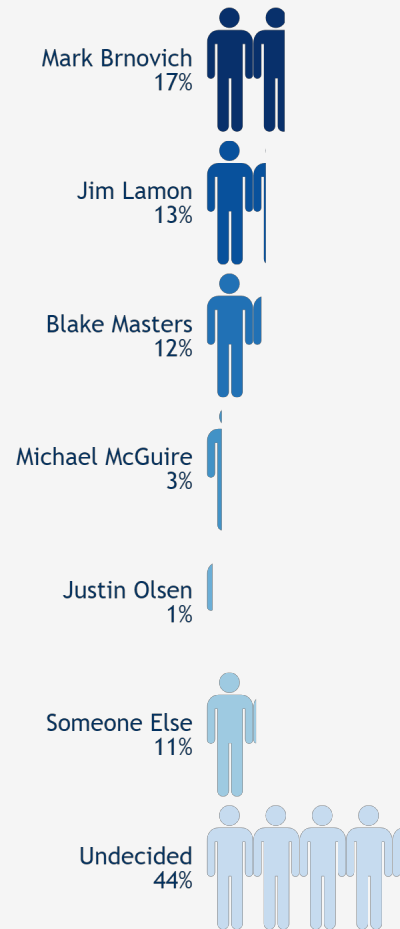
If the Republican primary election for US Senate in Arizona were held today, who would you vote for?

Critical Crosstabs:

By Age

Column %	18-34	35-44	45-54	55-64	65+
Mark Brnovich	31%	10%	15%	13%	18%
Jim Lamon	0%	7%	11%	14%	15%
Blake Masters	0%	13%	16%	8%	14%
Michael McGuire	22%	2%	2%	1%	2%
Justin Olsen	0%	4%	2%	1%	1%
Someone Else	31%	23%	5%	9%	8%
Undecided	16%	41%	48%	55%	41%

By Gender

Column %	Female	Male
Mark Brnovich	18%	16%
Jim Lamon	11%	14%
Blake Masters	12%	12%
Michael McGuire	2%	4%
Justin Olsen	2%	1%
Someone Else	7%	14%
Undecided	48%	40%

By Education Level

Column %	HS	College	Grad+
Mark Brnovich	16%	15%	21%
Jim Lamon	16%	11%	8%
Blake Masters	11%	17%	6%
Michael McGuire	1%	7%	2%
Justin Olsen	0%	3%	2%
Someone Else	5%	9%	26%
Undecided	50%	40%	35%

By Race

Column %	White	Hispanic	Asian	N. Amer.	Other
Mark Brnovich	16%	31%	6%	16%	18%
Jim Lamon	15%	5%	5%	0%	3%
Blake Masters	12%	10%	3%	4%	17%
Michael McGuire	4%	0%	0%	4%	1%
Justin Olsen	1%	1%	0%	9%	3%
Someone Else	9%	5%	0%	0%	26%
Undecided	43%	47%	86%	66%	32%

co/efficient

If the Republican primary election for US Senate in Arizona were held today, who would you vote for?

Critical Crosstabs:

By Ideology

Column %	Conserv.	Moderate	Liberal
Mark Brnovich	17%	16%	14%
Jim Lamon	15%	6%	15%
Blake Masters	16%	1%	0%
Michael McGuire	2%	7%	0%
Justin Olsen	1%	1%	5%
Someone Else	5%	27%	12%
Undecided	43%	42%	54%

By Last 4 Primaries

Column %	4	3	2	1	0
Mark Brnovich	19%	17%	11%	10%	59%
Jim Lamon	16%	9%	10%	12%	8%
Blake Masters	11%	11%	14%	12%	3%
Michael McGuire	3%	1%	1%	9%	0%
Justin Olsen	1%	1%	1%	3%	0%
Someone Else	11%	9%	14%	8%	0%
Undecided	38%	52%	49%	46%	30%

By DMA

Column %	PHOENIX	TUCSON/NOGALES	YUMA/EL CENTRO
Mark Brnovich	18%	9%	32%
Jim Lamon	14%	7%	0%
Blake Masters	9%	26%	8%
Michael McGuire	4%	1%	0%
Justin Olsen	1%	1%	4%
Someone Else	10%	13%	3%
Undecided	44%	42%	54%

co/efficient
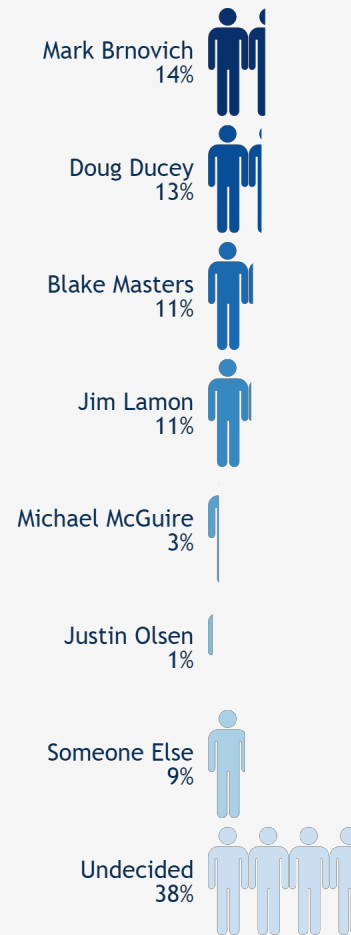
If the Republican primary election for US Senate in Arizona were held today, who would you vote for between these choices?

Critical Crosstabs:

By Age

Column %	18-34	35-44	45-54	55-64	65+
Mark Brnovich	16%	10%	11%	12%	17%
Doug Ducey	16%	2%	13%	15%	14%
Blake Masters	0%	17%	15%	8%	12%
Jim Lamon	0%	4%	8%	12%	13%
Michael McGuire	22%	4%	1%	0%	2%
Justin Olsen	0%	0%	2%	1%	1%
Someone Else	16%	23%	5%	6%	9%
Undecided	31%	42%	45%	46%	33%

By Gender

Column %	Female	Male
Mark Brnovich	11%	17%
Doug Ducey	16%	11%
Blake Masters	12%	10%
Jim Lamon	9%	12%
Michael McGuire	2%	4%
Justin Olsen	1%	1%
Someone Else	6%	12%
Undecided	44%	33%

By Education Level

Column %	HS	College	Grad+
Mark Brnovich	14%	14%	13%
Doug Ducey	15%	11%	13%
Blake Masters	11%	14%	7%
Jim Lamon	14%	8%	6%
Michael McGuire	1%	6%	2%
Justin Olsen	0%	3%	1%
Someone Else	5%	8%	20%
Undecided	41%	35%	37%

By Race

Column %	White	Hispanic	Asian	N. Amer.	Other
Mark Brnovich	13%	30%	6%	13%	15%
Doug Ducey	15%	6%	22%	2%	7%
Blake Masters	11%	8%	2%	11%	18%
Jim Lamon	12%	4%	8%	6%	2%
Michael McGuire	3%	0%	0%	0%	0%
Justin Olsen	1%	3%	0%	0%	1%
Someone Else	9%	5%	0%	11%	16%
Undecided	36%	45%	61%	58%	40%

If the Republican primary election for US Senate in Arizona were held today, who would you vote for between these choices?

Critical Crosstabs:

By Ideology

Column %	Conserv.	Moderate	Liberal
Mark Brnovich	15%	14%	7%
Doug Ducey	13%	15%	2%
Blake Masters	15%	3%	0%
Jim Lamon	13%	4%	13%
Michael McGuire	2%	6%	0%
Justin Olsen	1%	1%	0%
Someone Else	6%	17%	17%
Undecided	36%	40%	60%

By Last 4 Primaries

Column %	4	3	2	1	0
Mark Brnovich	16%	20%	12%	6%	19%
Doug Ducey	13%	9%	7%	22%	43%
Blake Masters	10%	11%	15%	12%	0%
Jim Lamon	14%	8%	8%	8%	5%
Michael McGuire	2%	0%	0%	9%	0%
Justin Olsen	1%	1%	0%	2%	0%
Someone Else	11%	6%	11%	6%	0%
Undecided	33%	45%	47%	35%	33%

By DMA

Column %	PHOENIX	TUCSON/ NOGALES	YUMA/EL CENTRO
Mark Brnovich	14%	15%	28%
Doug Ducey	14%	10%	28%
Blake Masters	9%	22%	8%
Jim Lamon	12%	6%	0%
Michael McGuire	3%	0%	3%
Justin Olsen	1%	1%	4%
Someone Else	9%	10%	0%
Undecided	39%	36%	30%

Sinema Opinion

What is your opinion of Senator Krysten Sinema?

Favorable
49%

Unfavorable
23%
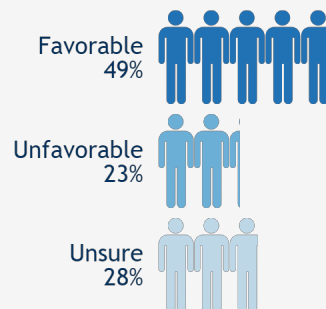
Unsure
28%

Critical Crosstabs:

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	62%	29%	49%	45%	53%
Unfavorable	38%	30%	18%	27%	19%
Unsure	0%	41%	33%	28%	28%

By Gender

Column %	Female	Male
Favorable	46%	52%
Unfavorable	21%	25%
Unsure	33%	23%

By Education Level

Column %	HS	College	Grad+
Favorable	45%	48%	61%
Unfavorable	19%	28%	25%
Unsure	36%	24%	14%

By Race

Column %	White	Hispanic	Asian	N. Amer.	Other
Favorable	48%	52%	59%	46%	54%
Unfavorable	22%	33%	32%	15%	24%
Unsure	30%	16%	10%	40%	22%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	49%	51%	41%
Unfavorable	21%	29%	20%
Unsure	30%	20%	39%

By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	53%	51%	47%	40%	47%
Unfavorable	20%	23%	21%	30%	42%
Unsure	27%	27%	32%	30%	11%

By DMA

Column %	PHOENIX	TUCSON/ NOGALES	YUMA/EL CENTRO
Favorable	50%	43%	74%
Unfavorable	24%	20%	9%
Unsure	26%	37%	18%

Which statement more closely aligns with your view?

Run Again
56%

Like, don't run again
23%

Don't Like Trump
18%
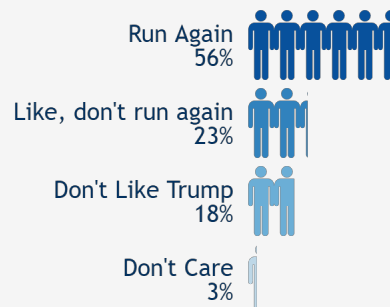
Don't Care
3%

Critical Crosstabs:

By Age

Column %	18-34	35-44	45-54	55-64	65+
Run Again	31%	40%	56%	55%	63%
Like, don't run again	22%	25%	25%	29%	19%
Don't Like Trump	31%	35%	11%	13%	17%
Don't Care	16%	0%	7%	3%	1%

By Gender

Column %	Female	Male
Run Again	58%	54%
Like, don't run again	24%	22%
Don't Like Trump	16%	20%
Don't Care	3%	4%

By Education Level

Column %	HS	College	Grad+
Run Again	67%	47%	44%
Like, don't run again	16%	37%	17%
Don't Like Trump	14%	14%	33%
Don't Care	3%	1%	6%

By Race

Column %	White	Hispanic	Asian	N. Amer.	Other
Run Again	57%	55%	24%	55%	54%
Like, don't run again	23%	23%	22%	29%	19%
Don't Like Trump	18%	5%	2%	0%	26%
Don't Care	1%	17%	51%	16%	1%

Actual Answer Options Read:
- I want Donald Trump to run for president again
- I like Trump, but I would prefer he not run again
- I do not like Trump and hope he never runs again
- I don't care

Which statement more closely aligns with your view?

Run Again 56%
Like, don't run again 23%
Don't Like Trump 18%
Don't Care 3%
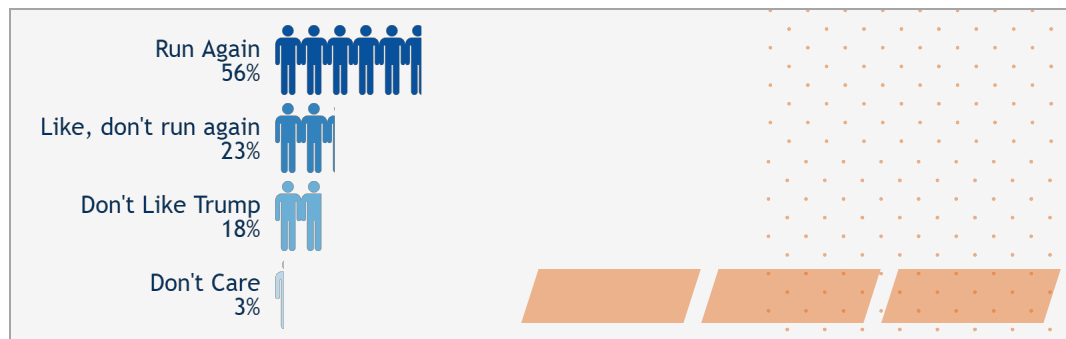
Critical Crosstabs:

By Ideology

Column %	Conserv.	Moderate	Liberal
Run Again	69%	24%	33%
Like, don't run again	24%	22%	11%
Don't Like Trump	6%	45%	54%
Don't Care	1%	9%	1%

By Last 4 Primaries

Column %	4	3	2	1	0
Run Again	56%	59%	53%	53%	79%
Like, don't run again	24%	18%	22%	28%	15%
Don't Like Trump	18%	20%	15%	19%	2%
Don't Care	2%	2%	10%	1%	3%

By DMA

Column %	PHOENIX	TUCSON/ NOGALES	YUMA/EL CENTRO
Run Again	56%	58%	72%
Like, don't run again	23%	23%	25%
Don't Like Trump	18%	18%	3%
Don't Care	4%	1%	0%

Actual Answer Options Read:

- I want Donald Trump to run for president again
- I like Trump, but I would prefer he not run again
- I do not like Trump and hope he never runs again
- I don't care

Methodology and Demographics

Fielded On: February 6-8th, 2022

-

Method: Mobile Text Response and Automated Landline Interviews

-

Population & Sample Description: 755 Likely Republican Primary Voters

-

MoE: +/- 3.56%

-

Weighting: Age, Gender, Education Level, and DMA

-

For information, contact:
Ryan Munce
President
co/efficient
ryan@coefficient.org

Age

	%
18-34	6%
35-44	8%
45-54	14%
55-64	24%
65+	47%

Gender

	%
Female	50%
Male	50%

Education Level

	%
HS	48%
College	32%
Grad+	20%

Race

	%
White	79%
Hispanic	5%
Asian	2%
N. Amer.	3%
Other	11%

Ideology

	%
Conserv.	71%
Moderate	25%
Liberal	3%

Last 4 Primaries

	%
4	42%
3	19%
2	19%
1	17%
0	3%

DMA

	%
PHOENIX	81%
TUCSON/NOGALES	17%
YUMA/EL CENTRO	2%

Method

	%
Cell	67%
IVR	33%

co/efficient