GOP Statewide Primary LV Attorney General

STEALTH ANALYTICS

JUNE 2-4, 2026

n = 816 · MOE ±3.4%

EXECUTIVE SUMMARY

KEY FINDINGS

- **FAVORABILITY** Petersen leads on favorability, not name ID. Both candidates are equally known, but for those that do know both candidates, Petersen has a higher floor; **34 net** to Glassman's **15**, with 4x the hard support, **20%** to **5%.**

- **THE ENVIRONMENT** A deep red, change hungry electorate. 84% conservative, 51% America First, Trump at 84% favorable, 62% wrong track. **That lane is already Petersen's**.

- **PETERSEN STRENGTHS** **Election Integrity (Q11)** & **Women's sports (Q9)** are the two most effective messages Petersen can run on. All the positive messages we tested are well received, however, only the two mentioned prior really move the votes over to Petersen. In a race of 46% undecided, it is essential to focus on the messages that aren't just liked, but actually moving votes over to the Petersen column.

- **GLASSMAN WEAKNESSES** His Democratic past is devastating, driving 72% to 84% of voters away on every line. Though almost all of them are disliked, the most hurtful information voters can hear, that actually moves votes away from Glassman, is that he has **lost the last 6 elections and only won last as a democrat (Q18).** This attack alone has the biggest potential to move votes away from him.

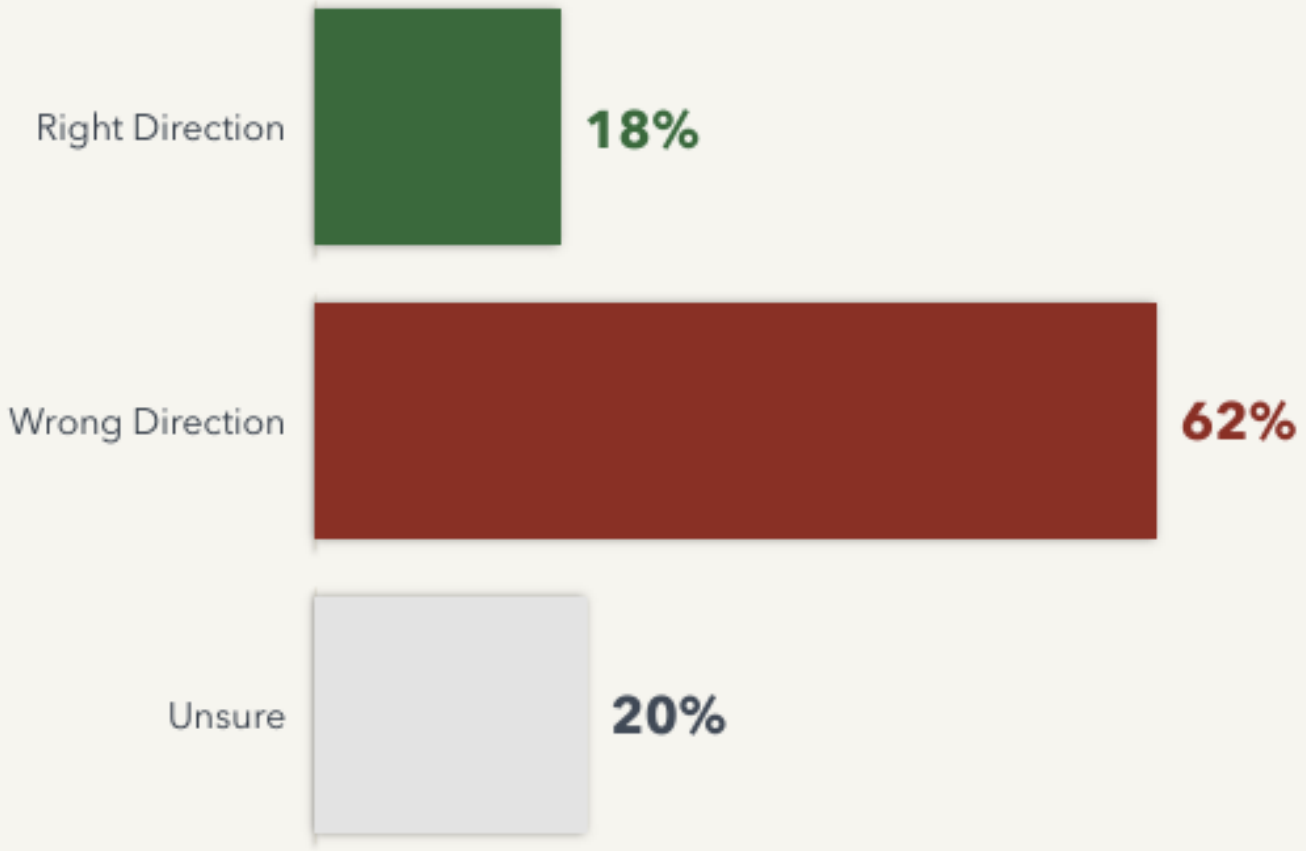
- **TRUMP** A Trump endorsement makes **67% more likely**, **45% much more**, with resistance confined to the small non-Trump minority. The highest value asset still available in this primary.

- **BOTTOM LINE** Petersen **leads 35 to 19**, but 46% are undecided, so the race is still open and winnable to either side. Two levers decide it: Securing a Trump endorsement. Defining Glassman's Democratic record early. The job is converting the undecided near majority with Petersen's strongest contrasts.

Political Environment

STEALTH ANALYTICS

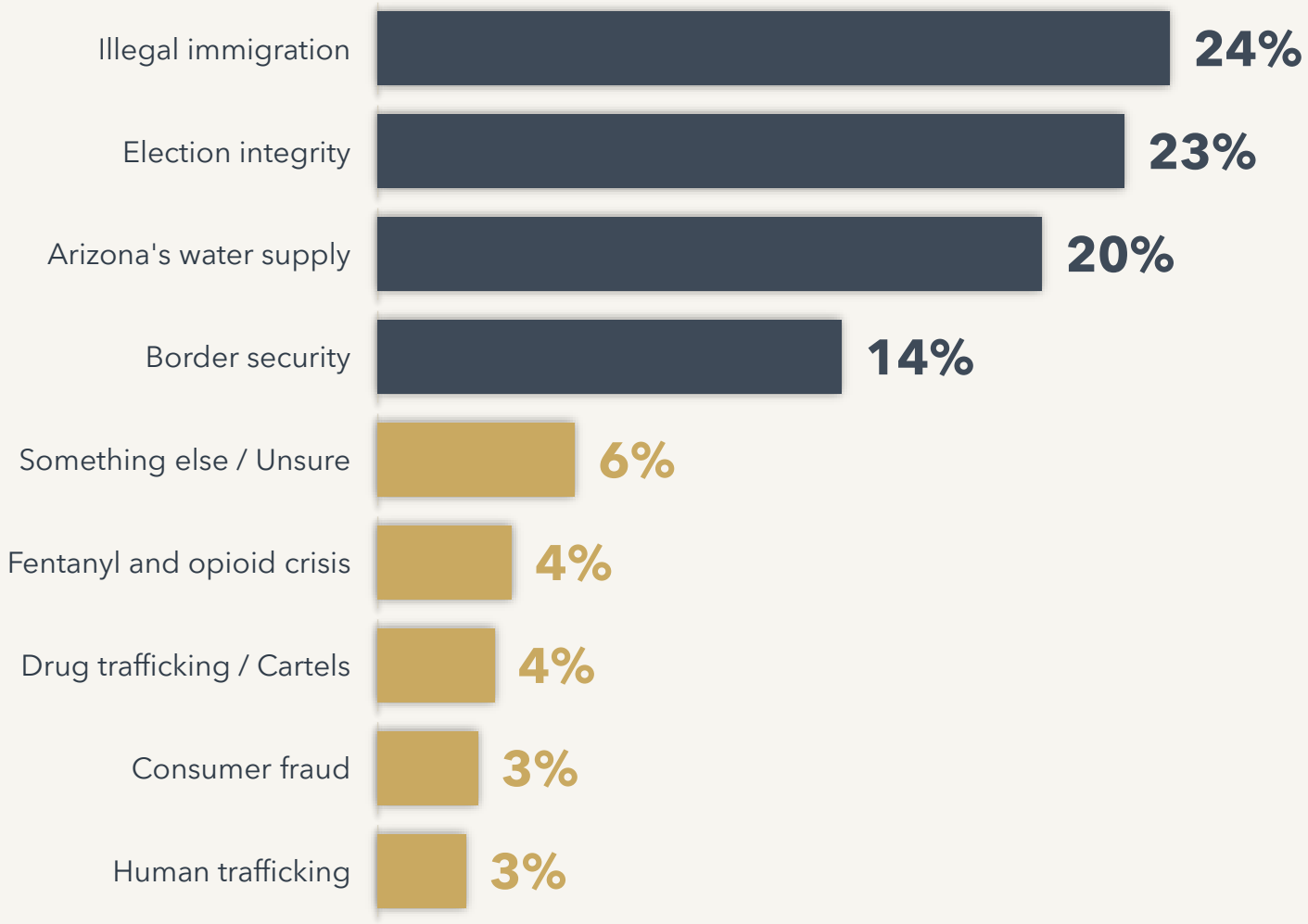
Do you think Arizona is headed in the right or wrong direction?



KEY INSIGHTS

- Voters are very receptive to a change candidate right now. Most Republican voters **(+44% Wrong Track)** think Arizona is on the wrong track.
- Petersen naturally inherits this change role more than Glassman. He **already carries the conservative base** that makes up the primary electorate that is the most eager for change.

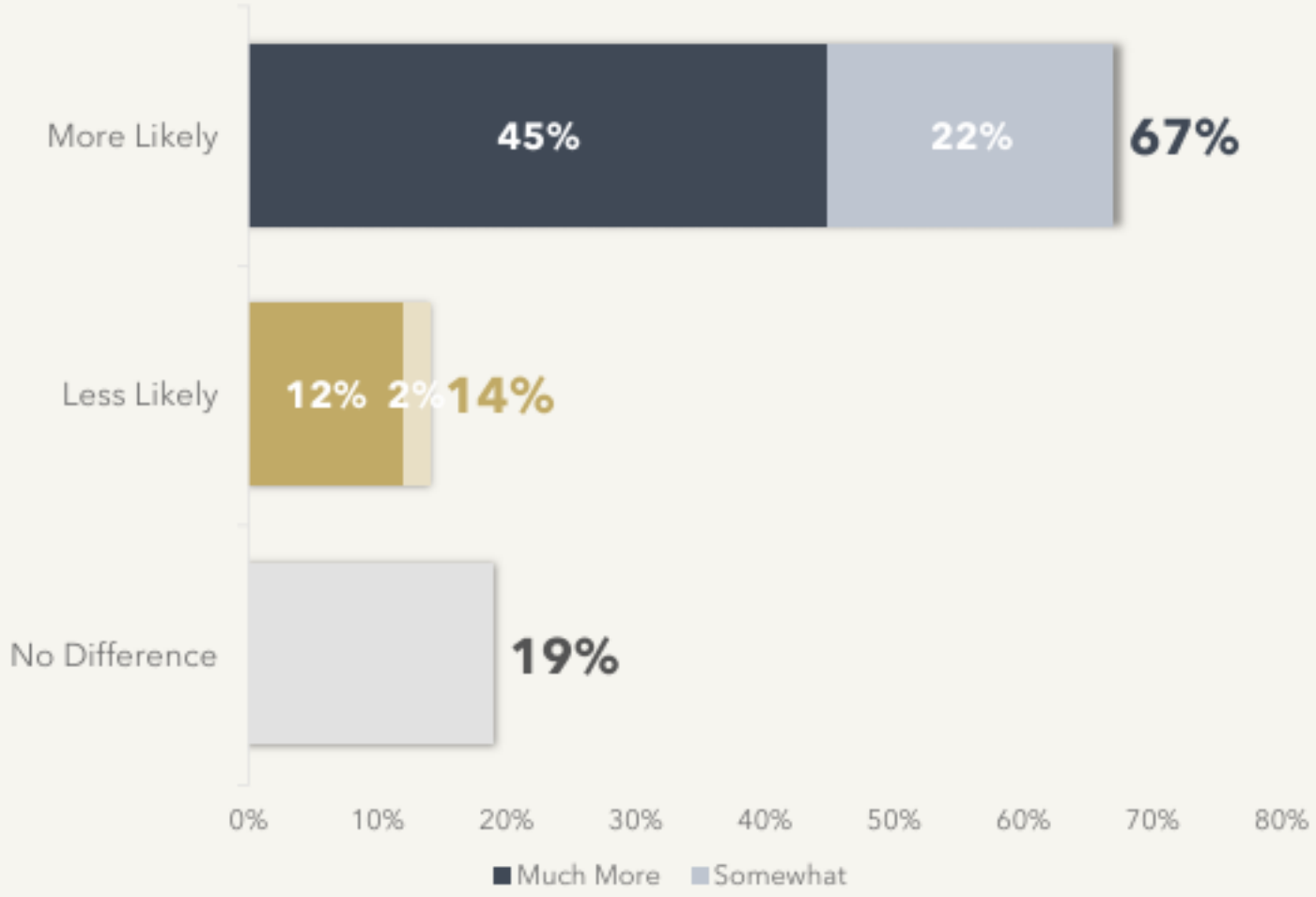
What is the single most important issue facing Arizona you would like your Attorney General to address?



KEY INSIGHTS

- The focus of primary voters is around just 4 issues that Petersen already owns due to his work in the Senate. An overwhelming 81% of voters prioritize immigration, border security, election integrity, and water.
- The key to his victory is to make sure voters are aware of this record, like leading the border security ballot measure and election subpoenas.

Would you be more or less likely to support a candidate for Attorney General if they were endorsed by President Trump?



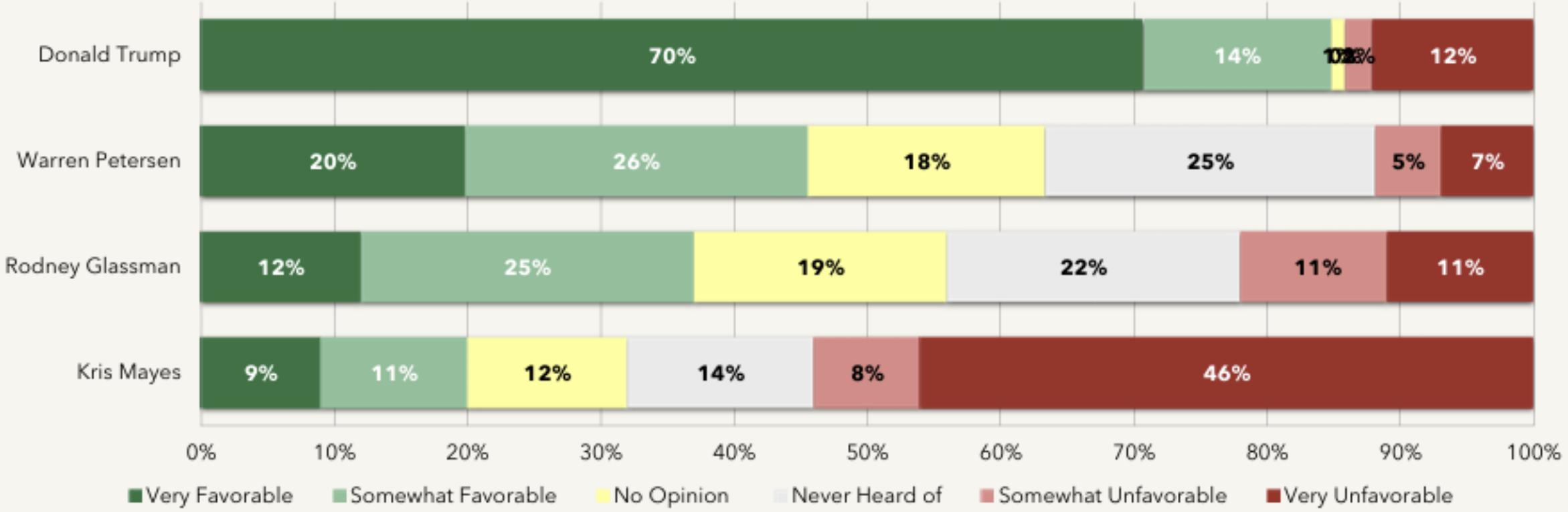
KEY INSIGHTS

- A Trump endorsement is the single most powerful weapon available, making **67% of voters more likely** to back the candidate.
- It creates a massive **+60 boost with Petersen's base**. Landing this endorsement is the campaign's absolute top priority.

Candidate Favorability

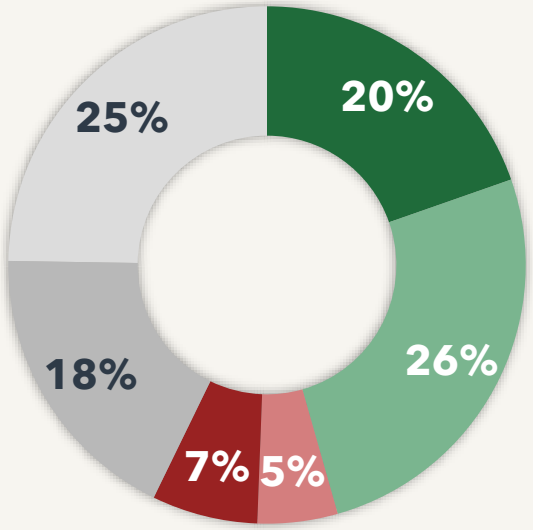
STEALTH ANALYTICS

Candidate Favorability



	Trump	Petersen	Glassman	Mayes
FAV	85%	46%	38%	20%
UNFAV	14%	12%	22%	54%
NET	**+71%**	**+34%**	**+16%**	**-34%**
SOFT ID	100%	75%	78%	86%
HARD ID	99%	57%	59%	74%
RATIO	6.1:1	3.8:1	1.7:1	0.37:1

Warren Petersen

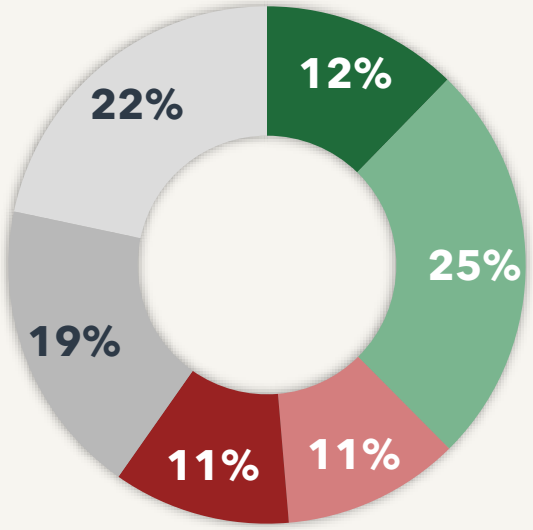


Favorable	46%
Unfavorable	12%
No Opinion	18%
Never Heard Of	25%

KEY INSIGHTS

- Petersen enters the race with the **highest popularity scores** of either candidate, and his core base is fully locked in.
- Because **43% of voters don't know him** yet, he has a massive pool of open minds. Every single campaign ad tested successfully wins these voters over.

Rodney Glassman



Favorable	38%
Unfavorable	22%
No Opinion	19%
Never Heard Of	22%

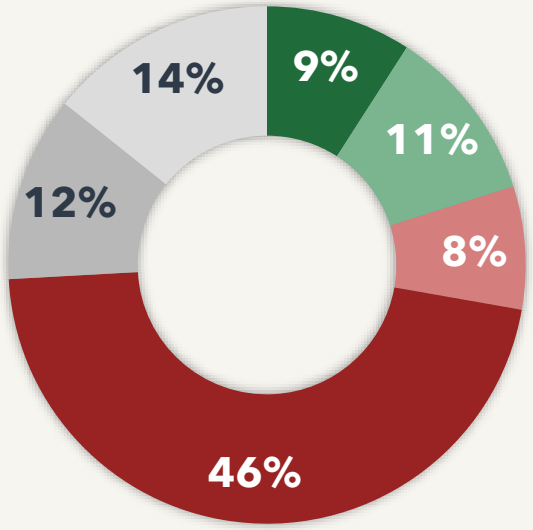
KEY INSIGHTS

- Glassman is just as known to primary voters as Petersen; they have very similar Name IDs.

  For a candidate that has already run a statewide campaign before in this same state, that is alarming news.

- Glassman has a larger unfavorable block **(22% Unfav)** than Petersen amongst informed voters.

Kris Mayes

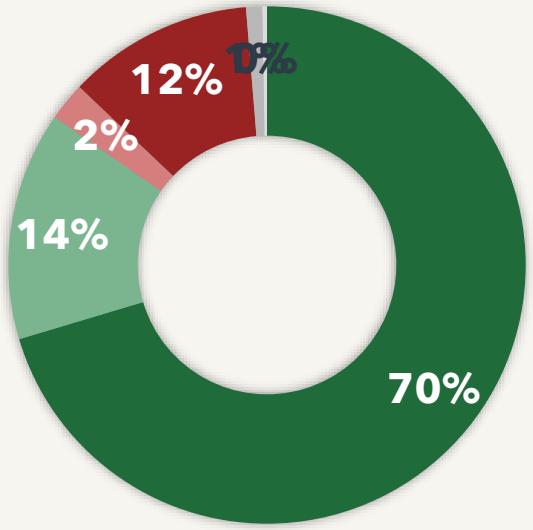


Favorable	20%
Unfavorable	54%
No Opinion	12%
Never Heard Of	14%

KEY INSIGHTS

- Most Republicans do not like Kris Mayes but a large chunk don't even know who she is or what's at stake.
- An alarming number of Republican primary voters actually have a favorable opinion of the elected democrat.

Donald Trump



Favorable	85%
Unfavorable	14%
No Opinion	1%
Never Heard Of	0%

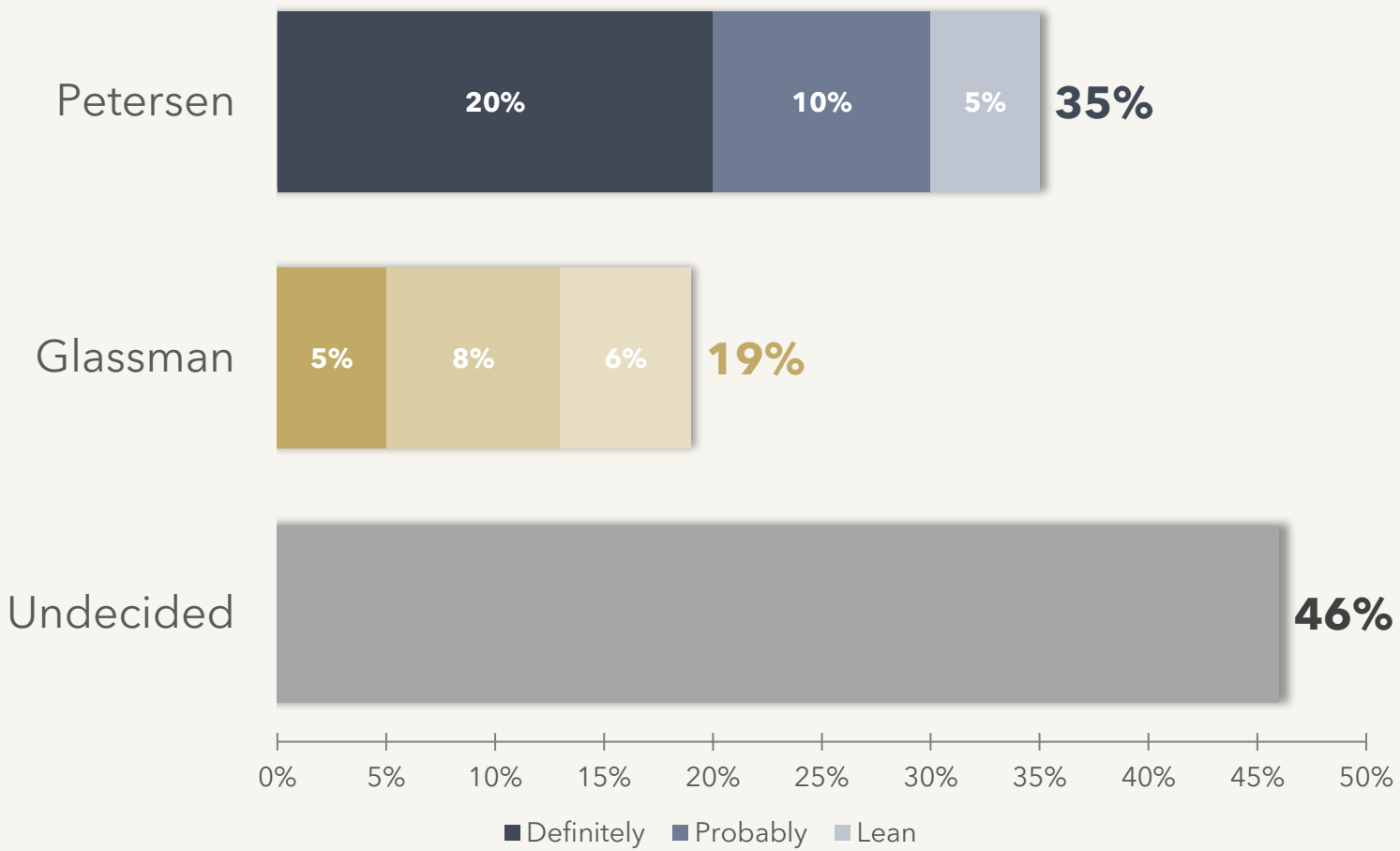
KEY INSIGHTS

- This primary belongs completely to Donald Trump, with up to 98% of core voters backing him.
- Because voters support Trump completely, his endorsement would be a massive gain to any Arizona statewide candidate.

GOP Primary LV
AG Ballot

STEALTH ANALYTICS

If the Republican primary for Attorney General were held today, for whom would you vote if the candidates were...



KEY INSIGHTS

- Petersen leads 38% to 16%. His definitive, unshakeable supporters outnumber Glassman's 4 to 1.
- Half the electorate is still undecided. The race is still winnable by either side.

Petersen Positives

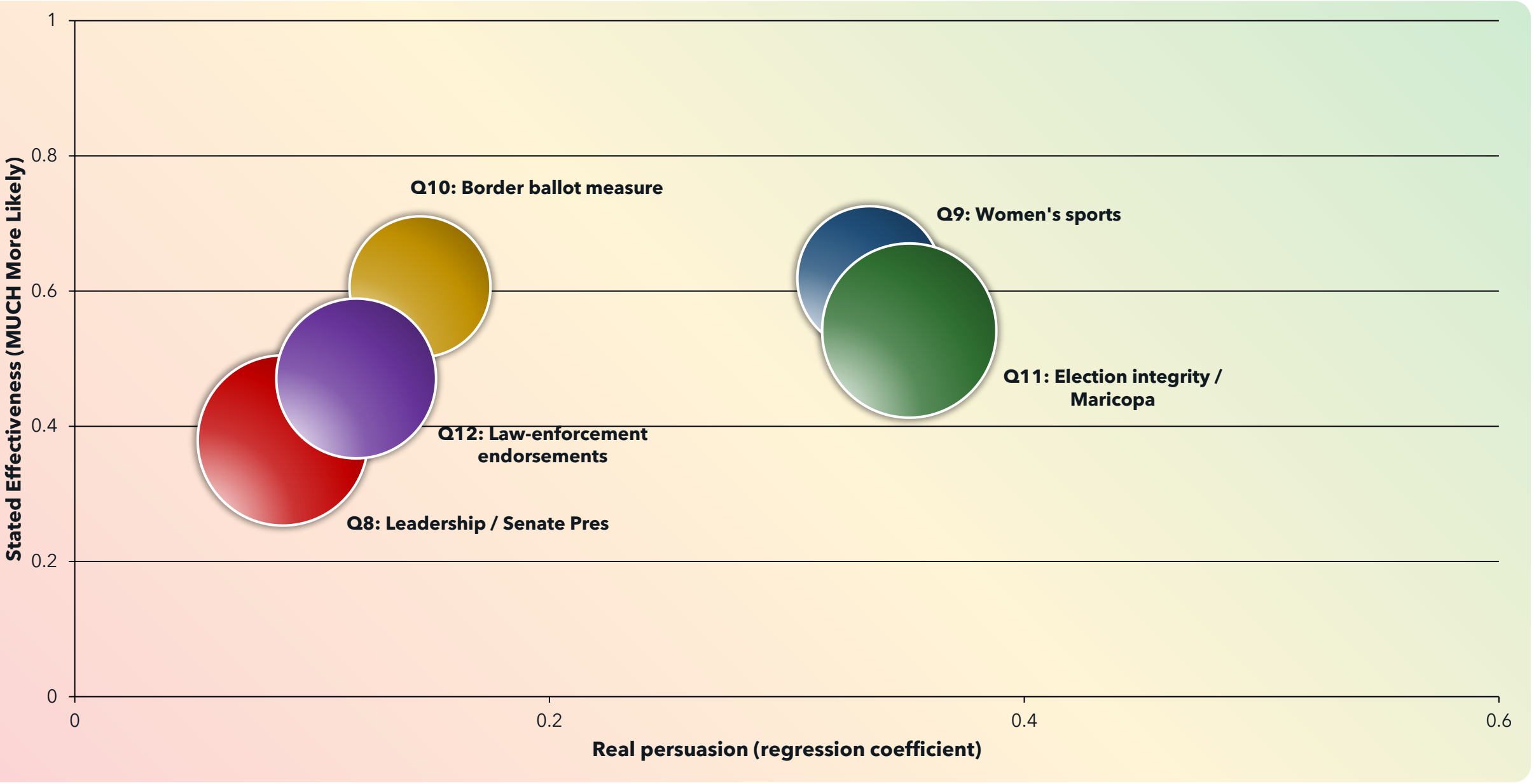
STEALTH ANALYTICS

Petersen Positives

Q#	Messages
Q8: Leadership / Senate Pres	Warren Petersen is a licensed attorney, lifelong conservative, and current Arizona Senate President with proven leadership and more than a decade of lawmaking experience.
Q9: Women's sports	Warren Petersen has led the fight to keep men out of women's sports.
Q10: Border ballot measure	Warren Petersen spearheaded the border security ballot measure to help secure the border and keep Arizona communities safe.
Q11: Election integrity / Maricopa	Warren Petersen has been a leading voice on election integrity and, as Judiciary Chairman, subpoenaed Maricopa County during the 2020 election audit.
Q12: Law-enforcement endorsements	Warren Petersen is endorsed by major law enforcement organizations, including the Arizona Police Association, FOP, and PPSLA, and is the only candidate endorsed by conservative attorneys general.

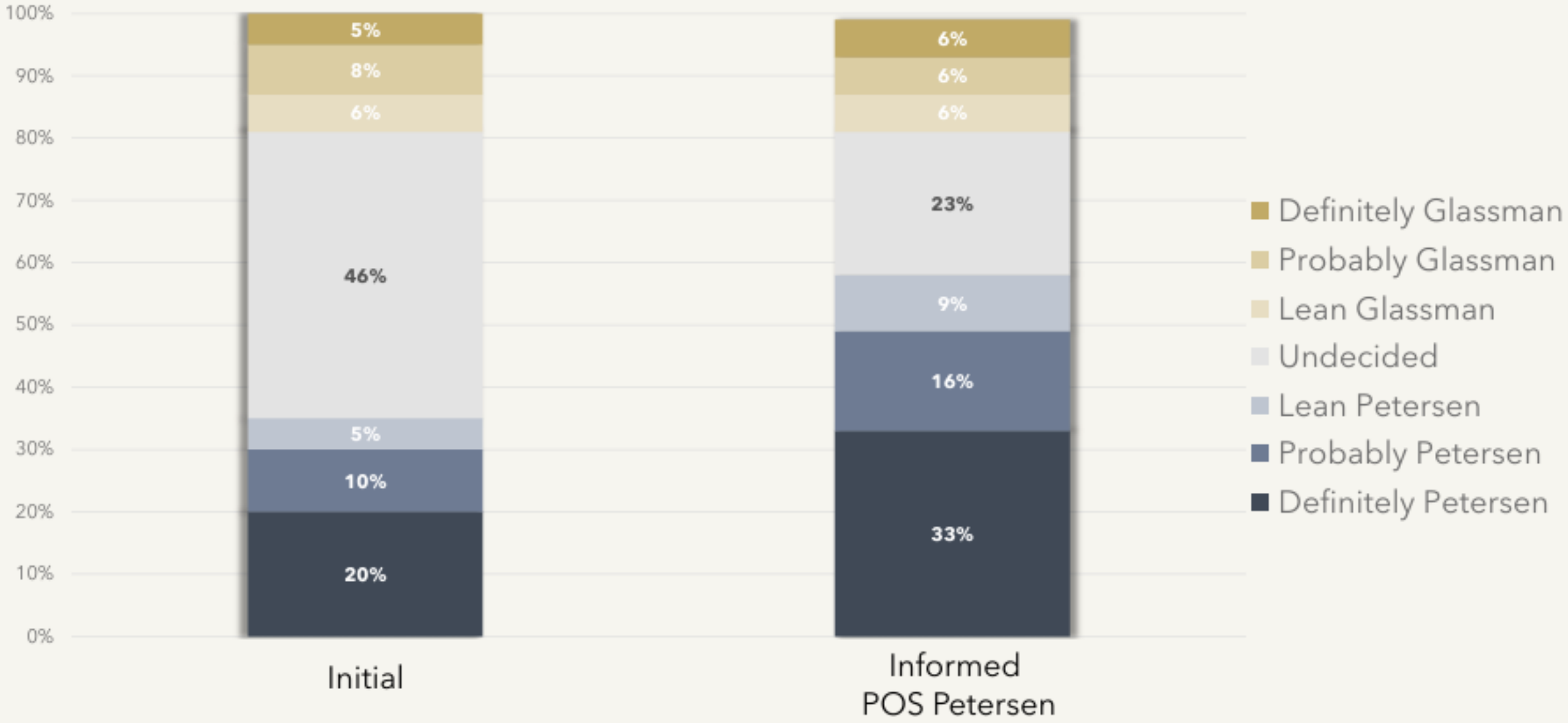
Overall - POSITIVE Petersen (Q8-Q12) n=816

STEALTH ANALYTICS



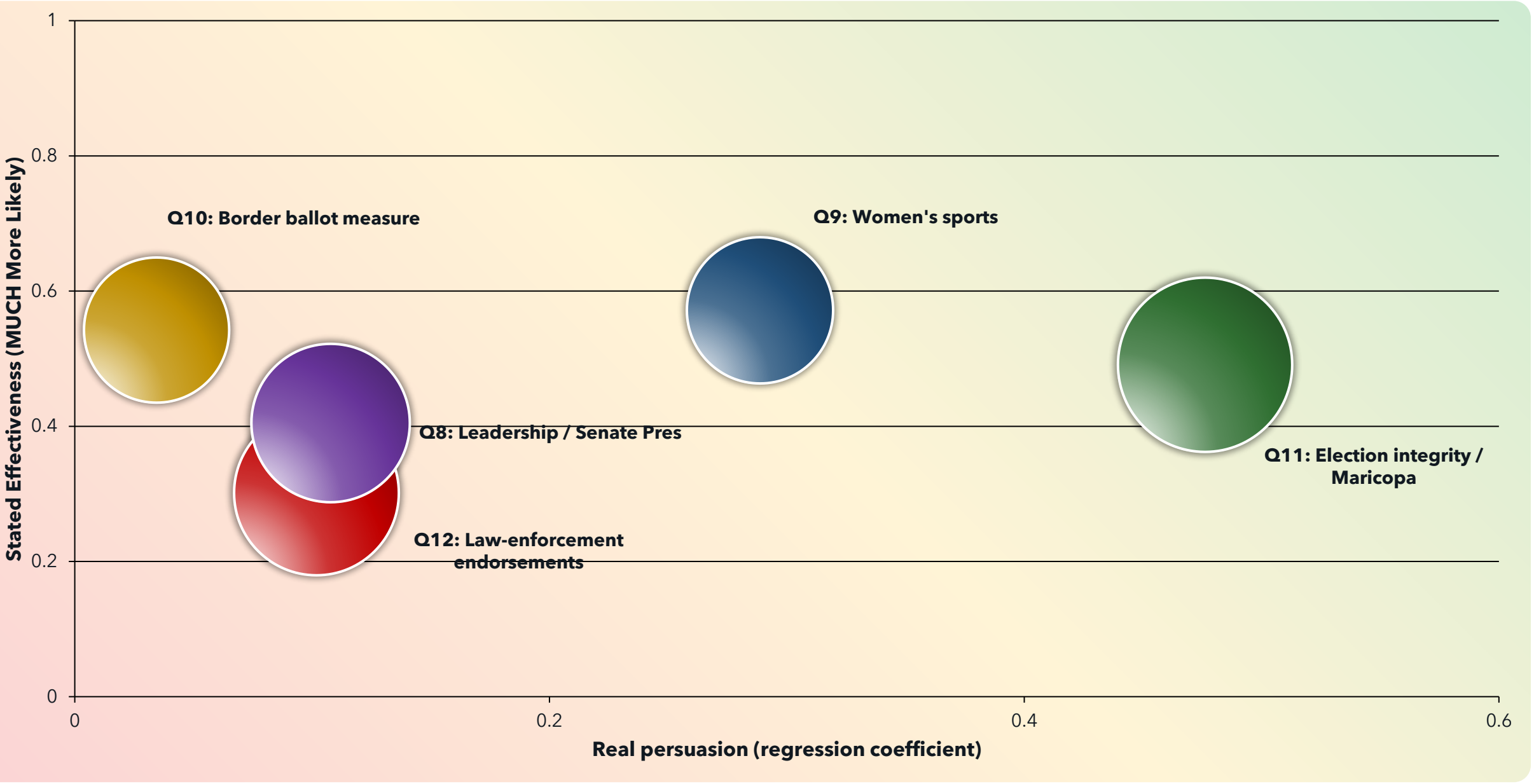
Informed POS Petersen

If the Republican primary for Attorney General were held today, for whom would you vote...



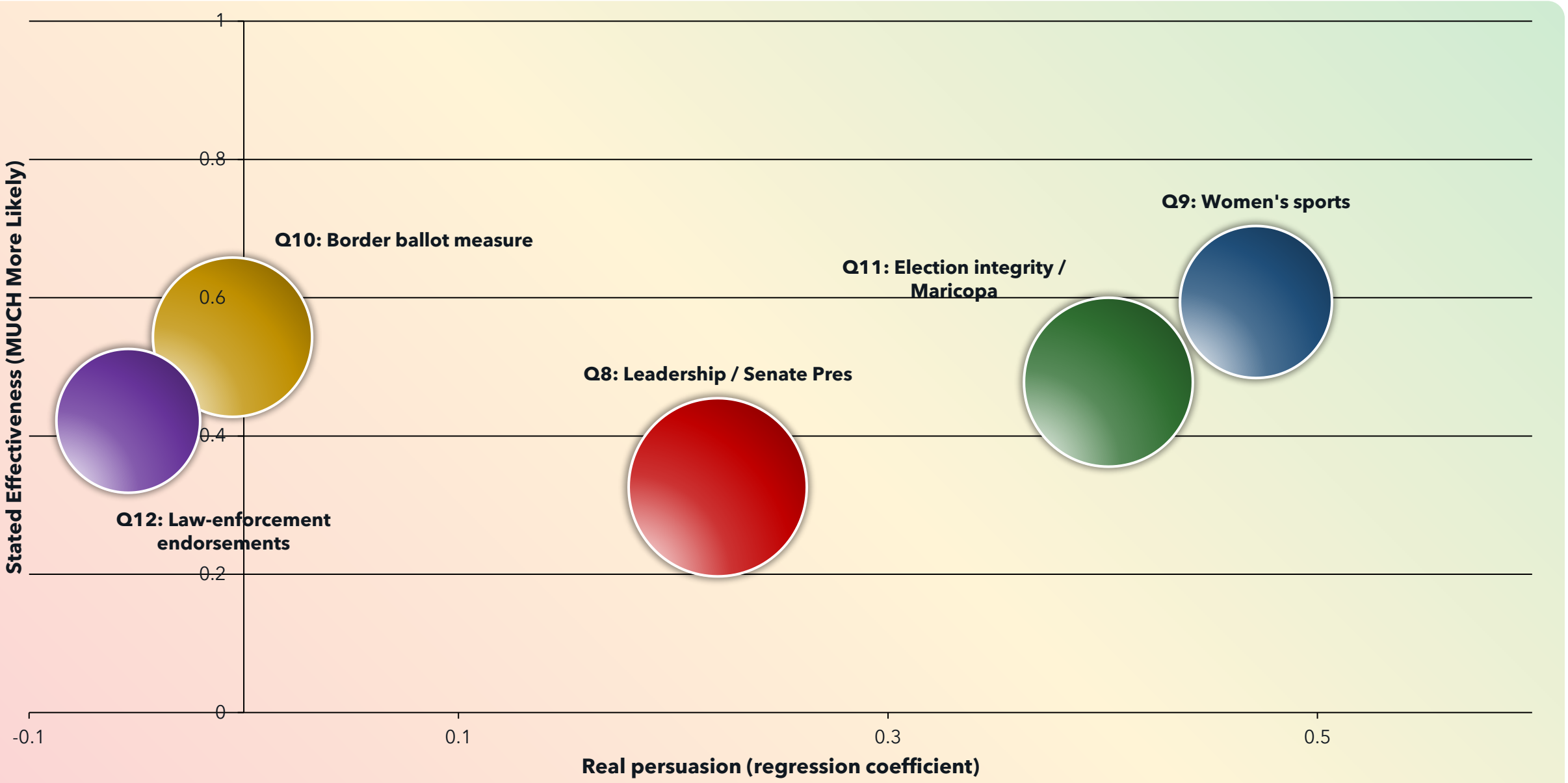
Swing - POSITIVE Petersen (Q8-Q12) n=437

STEALTH ANALYTICS



Undecided - POSITIVE Petersen (Q8-Q12) n=264

STEALTH ANALYTICS



Glassman Negatives

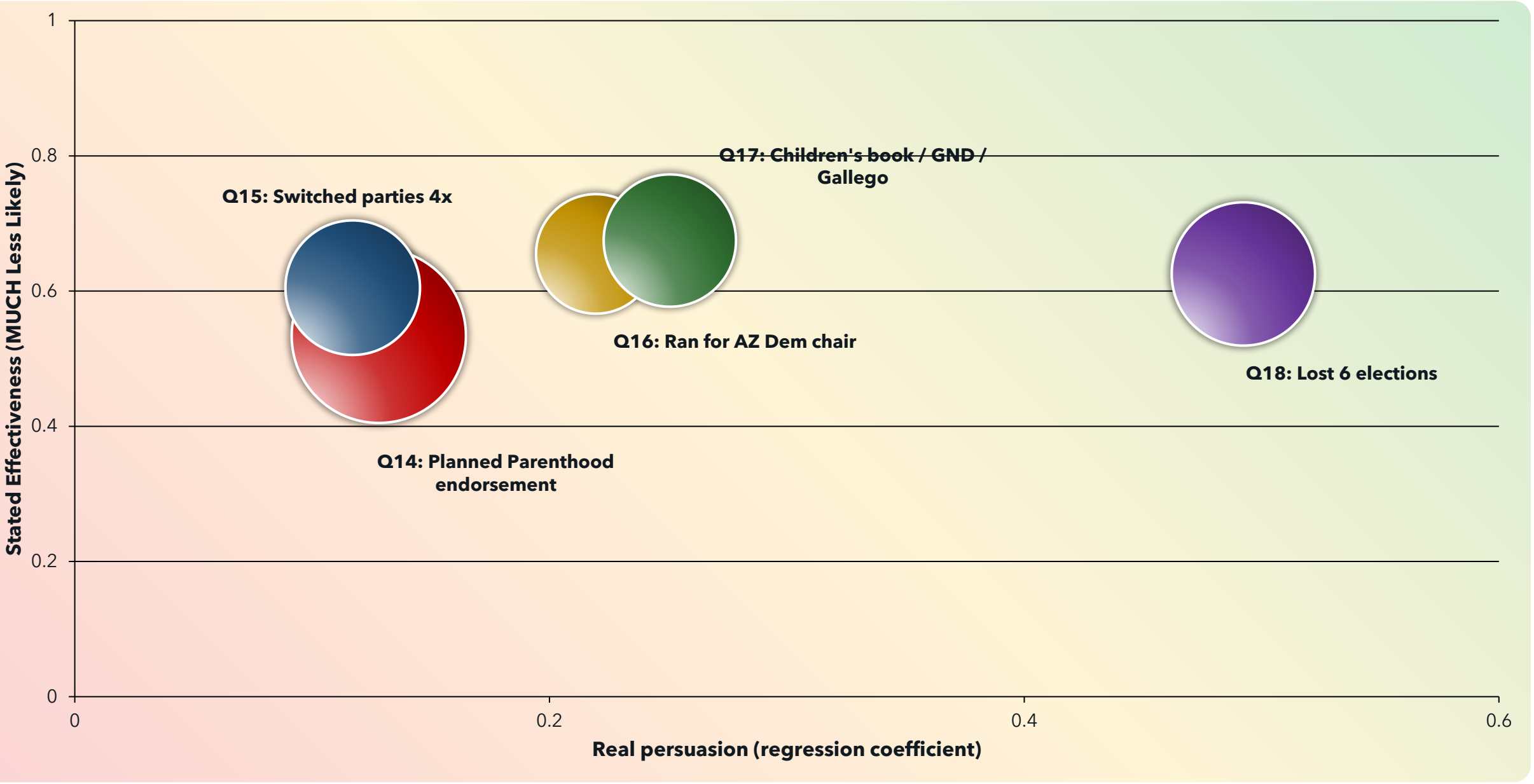
STEALTH ANALYTICS

Glassman Negatives

Q#	Messages
Q14: Planned Parenthood endorsement	Rodney Glassman was endorsed by Planned Parenthood when he ran as the Democratic nominee against John McCain for U.S. Senate.
Q15: Switched parties 4x	Rodney Glassman has switched political parties 4 times.
Q16: Ran for AZ Dem chair	Rodney Glassman previously ran to become chairman of the Arizona Democratic Party.
Q17: Children's book / GND / Gallego	Rodney Glassman authored a children's book promoting Green New Deal policies and dedicated it to Ruben Gallego
Q18: Lost 6 elections	Rodney Glassman has lost six consecutive elections. His last electoral victory was in 2007 for Tucson City Council as a Democrat.

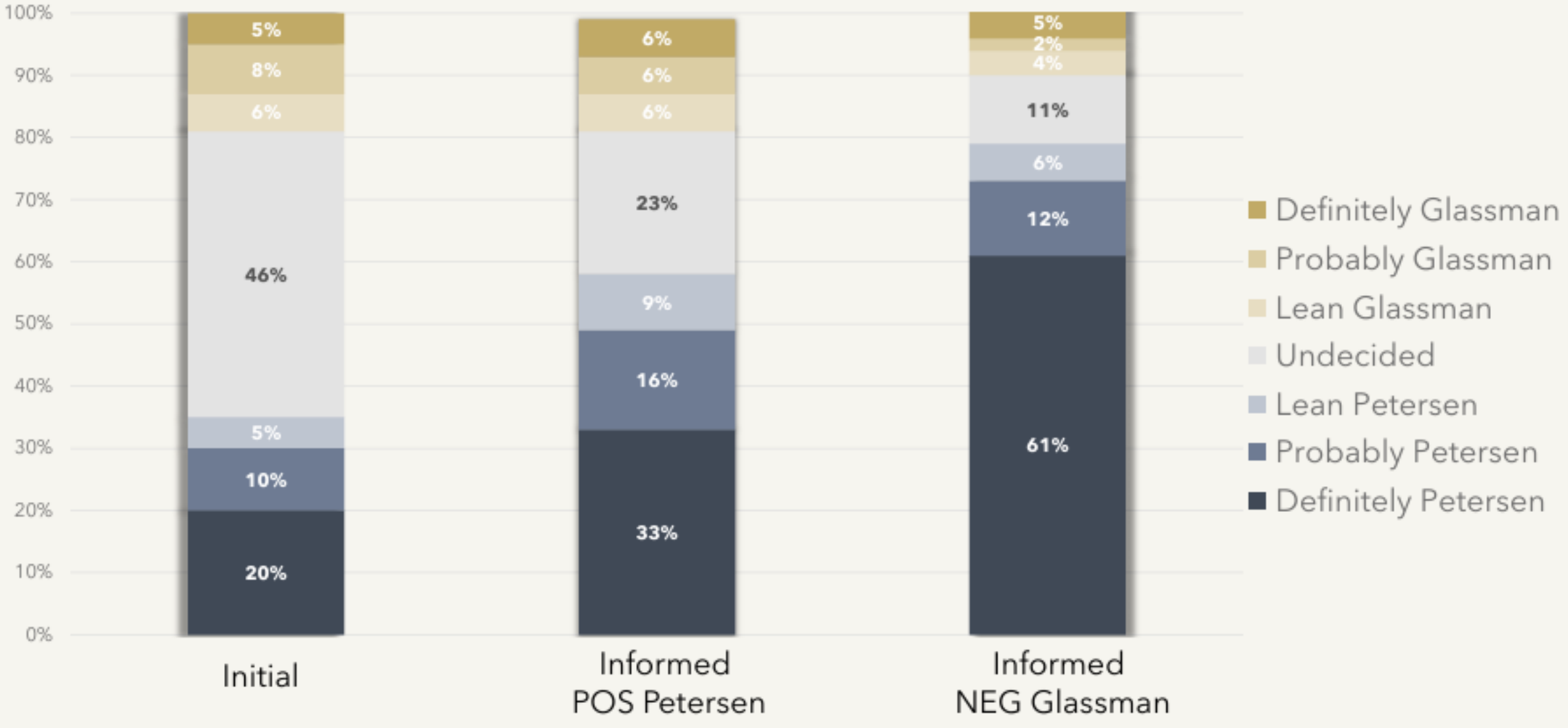
Overall - NEGATIVE Glassman (Q14-Q18) n=816

STEALTH ANALYTICS



Informed NEG Glassman

If the Republican primary for Attorney General were held today, for whom would you vote...



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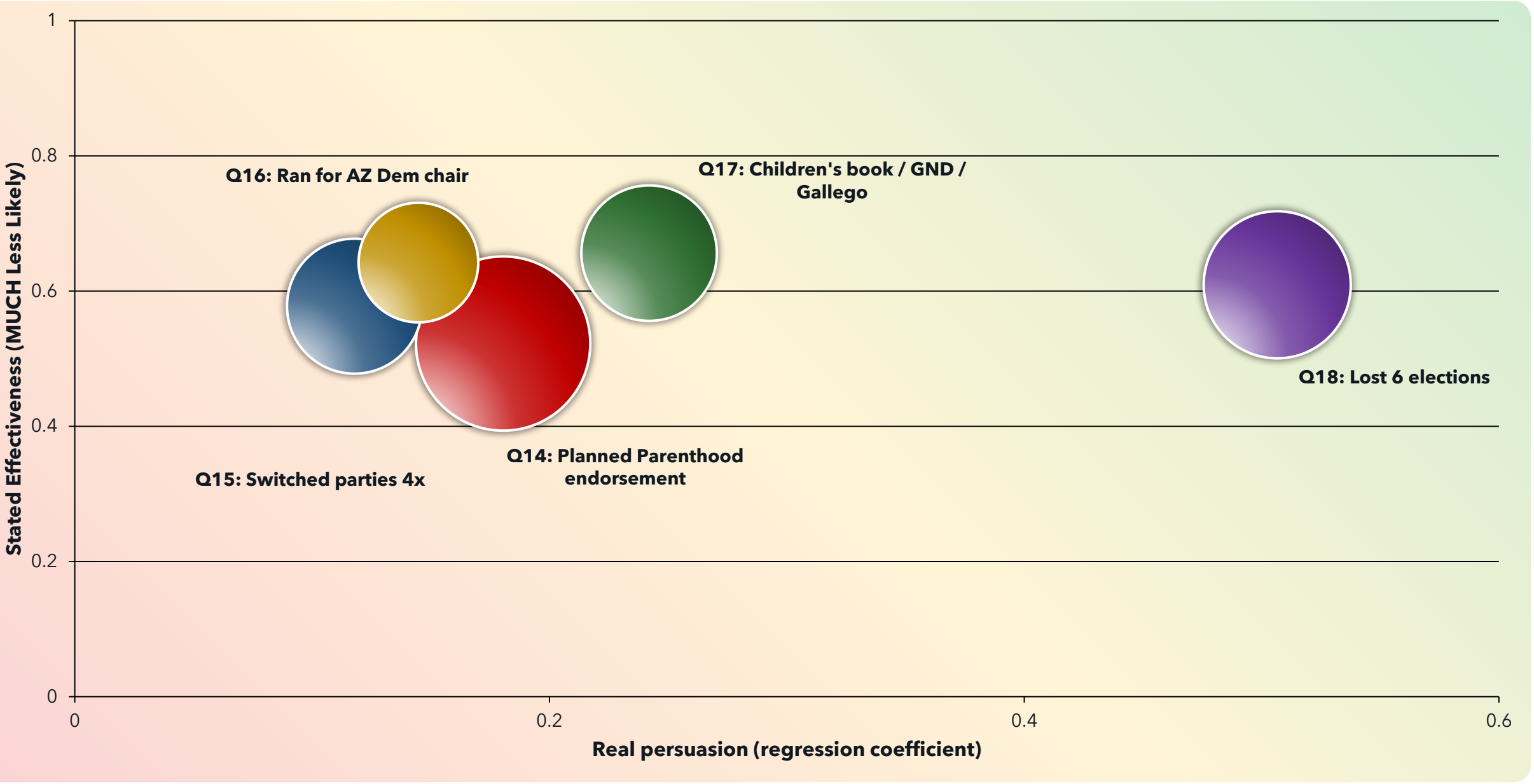

Undecided - NEGATIVE Glassman (Q14-Q18) n=264

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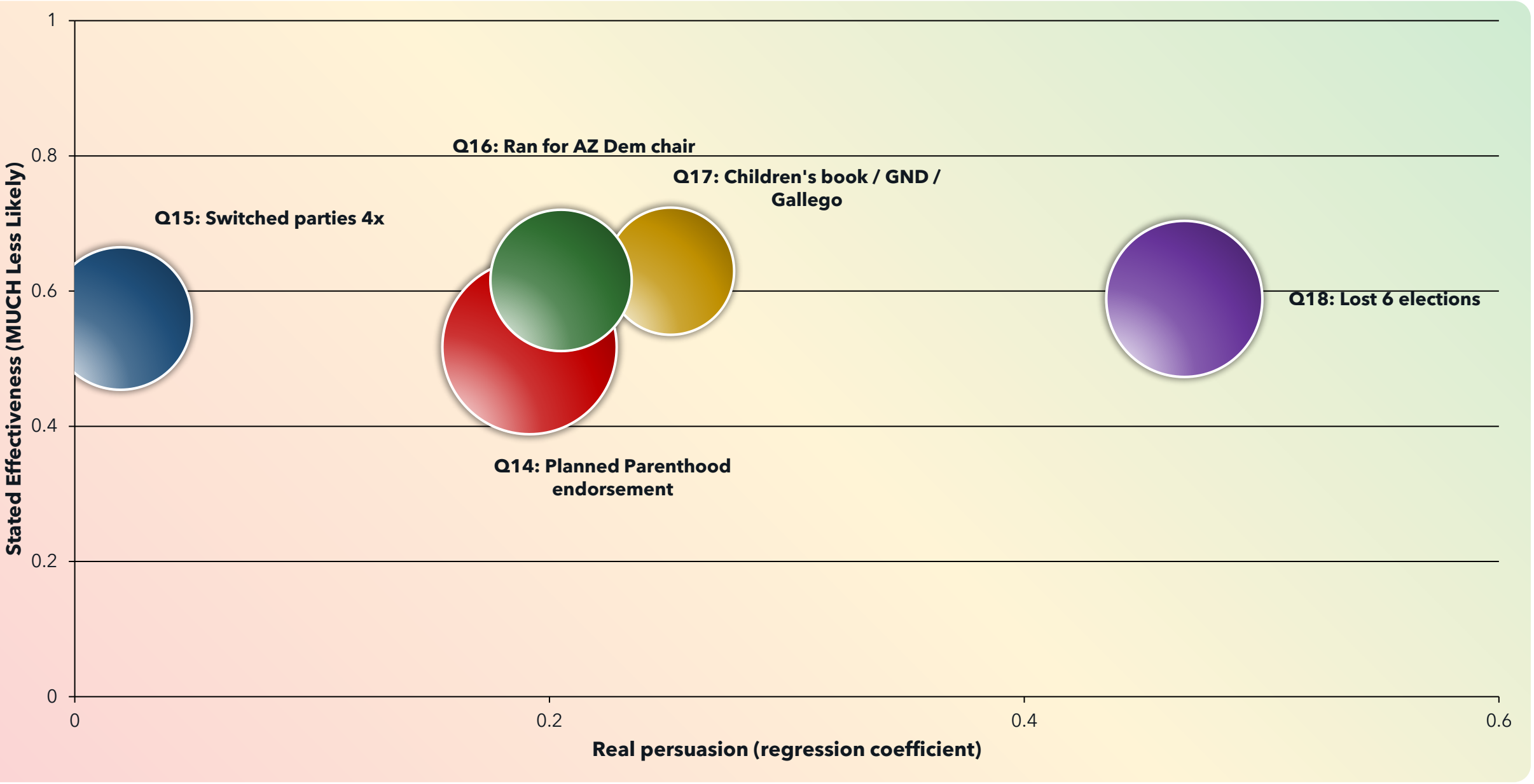

METHODOLOGY

STEALTH ANALYTICS

This survey was conducted among n=816 Likely Republican primary voters in Arizona from June 2-4, 2026 via SMS-to-web. The overall margin of error is ±3.4% at the 95% confidence level. Responses were weighted by Gender, Age Range, County, and LV Primary Propensity using iterative proportional fitting (raking) to match the target population.

SAMPLE SIZE

n = 816

MARGIN OF ERROR

±3.4%

WEIGHTING

Raking (Gender, Age Range, County, LV Primary Propensity)