TO: **INTERESTED PARTIES**
FROM: **STEALTH ANALYTICS**
SUBJECT: **ARIZONA REPUBLICAN ISSUE LANDSCAPE**
DATE: **MAY 21, 2026**

A recent statewide study conducted by **Stealth Analytics** finds that the Arizona Republican primary electorate enters 2026 with a three-issue topline — border and immigration (30%), inflation and cost of living (26%), and election integrity (18%) — but the priority order conceals a clean ideological, demographic, and geographic sort underneath. Each of the top issues is owned by a distinct segment of the party, and no single message reaches all three.

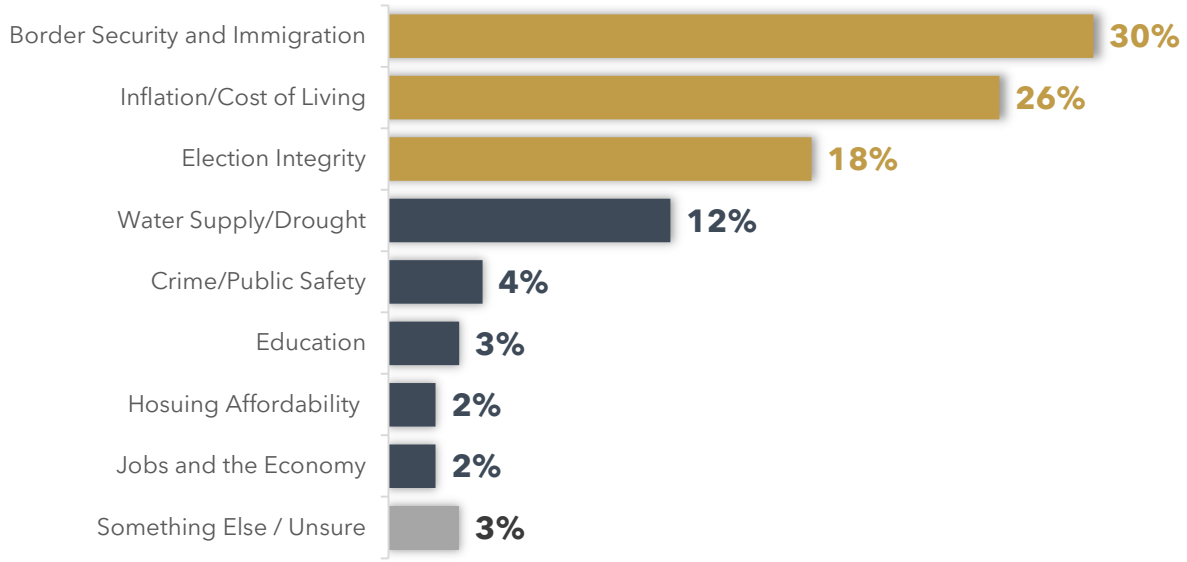

Figure 1: AZGOP Most Important Issues

Three Top Issues. Three Different Audiences.

Three issues dominate the Arizona Republican primary agenda. Border and immigration leads at 30%, inflation and cost of living follows at 26%, and election integrity sits at 18%. Water supply and drought trails at 12%

– a meaningful regional finding given the geography of Arizona's electorate, but well below the three issues that organize the party as a whole. Crime and public safety, education, housing affordability, and jobs each register below 5%. By any conventional reading, the 2026 AZGOP primary is a three-issue race for the top of the message, with water hanging on as a regional fourth.

What the topline obscures is that the three lead issues do not belong to a single audience. They sort almost perfectly across the party's three ideological segments. Among Very Conservative voters, border leads at 34%, election integrity sits at 25%, and inflation runs at 18%. Among Somewhat Conservative voters, the order inverts: inflation 29%, border 26%, election integrity 16%. Among self-identified Moderate or Liberal Republicans, the inversion is total – inflation at 43%, border at 17%, election integrity at 7%. The moderate wing of the AZGOP is effectively a one-issue bloc on cost of living. The Very Conservative wing is led by border, and it is the only segment in which election integrity is anywhere near a primary motivator.

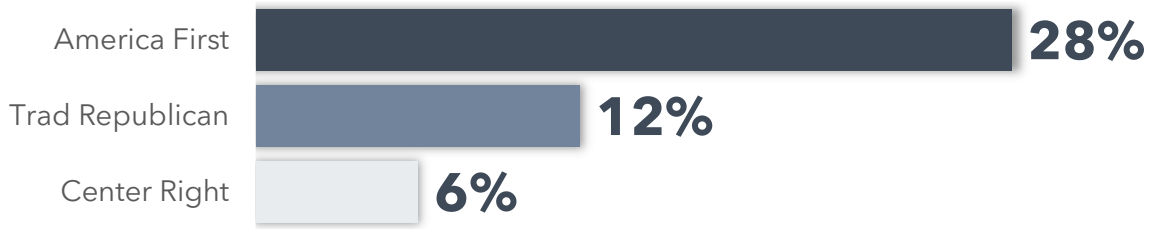

Figure 2: Election Integrity as Most Important Issue within the AZGOP Electorate

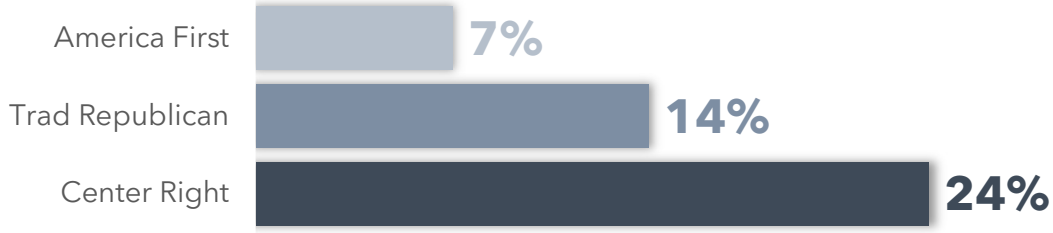

Figure 3: Water Rights as Most Important Issue within the AZGOP Electorate

Two of the four top issues now function as faction markers more than as universal priorities. Election integrity is named as the most important issue by 28% of self-identified America First voters but only 6% of Center Right voters — and 23% of Strong Trump approvers, against 4% of GOP-aligned Trump disapprovers. The sort inside the party is near-total. Water runs the inverse pattern: 24% of Center Right voters name water as the top issue, against 7% of America First voters; the party's most ideologically committed conservatives are the least likely to flag the state's actual hydrological problem. For campaigns reading the topline, the operative finding is that election integrity and water are not state-of-the-electorate issues. They are audience identifiers.

Top Issue By Ideology Within AZGOP Electorate

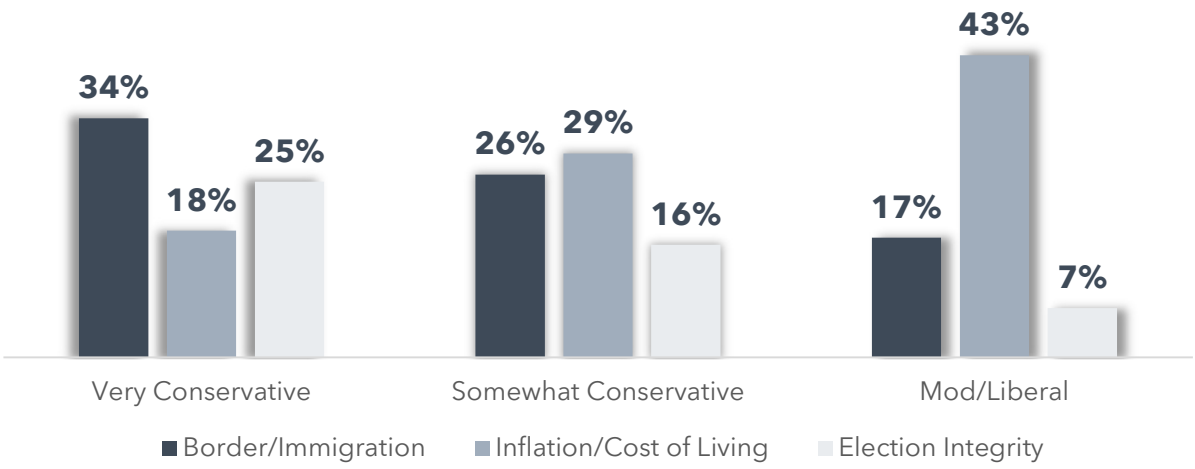

Figure 4: Most Important Issue by Ideology within AZGOP Electorate

The same fault lines run through age and geography, and they line up. Inflation pulls hardest with voters age 26 to 55, where it leads border 37% to 25%; among men 26 to 55, inflation hits 41%, the highest single-issue cell anywhere in the study. Border pulls hardest with voters 56 and older, leading inflation by 4 to 9 points in those age groups. Geographically, CD1 — the most competitive Republican congressional district in the state — names border at only 24%, the lowest of any congressional district in

Arizona, with inflation at 31%. CD9 inverts that exactly, with border at 38%. For any campaign modeling persuadable voters in a competitive Arizona district, the practical conclusion is that the message that wins the rural base is not the message that wins the suburban swing.

Methodology

Stealth Analytics conducted a statewide study of Arizona Republican primary voters. The sample was drawn from the i360 Arizona voter file and restricted to registered Republicans who voted in at least three of the last four Republican primary elections (2018, 2020, 2022, 2024). Respondents were contacted via SMS-to-web from May 13–15, 2026. The study has a sample size of n=1,100 with a margin of error of ±3.0% at 95% confidence. Results were weighted by gender, age, education, and region (Maricopa, Pima, Rural) using iterative proportional fitting (raking), with a weighting efficiency of 89.2% (Kish).