TO: **INTERESTED PARTIES**
FROM: **STEALTH ANALYTICS**
SUBJECT: **ARIZONA REPUBLICAN TREASURER PRIMARY**
DATE: **MAY 20, 2026**

A recent statewide study conducted by **Stealth Analytics** finds that the Arizona Republican primary for State Treasurer is the sleepiest contest on the 2026 statewide ballot, with Katherine Haley holding a nominal 2-point lead over Elijah Norton, 15% to 13%, and 71% of likely GOP primary voters still undecided – the deepest pool of undecideds of any race in the study.

The Treasurer Race Hasn't Started Yet – With One Exception

Haley sits at 15%, Norton at 13%, and 71% of likely Republican primary voters are undecided. The 2-point margin is well inside the survey's ±3.0% margin of error, and the geography offers only directional signal:

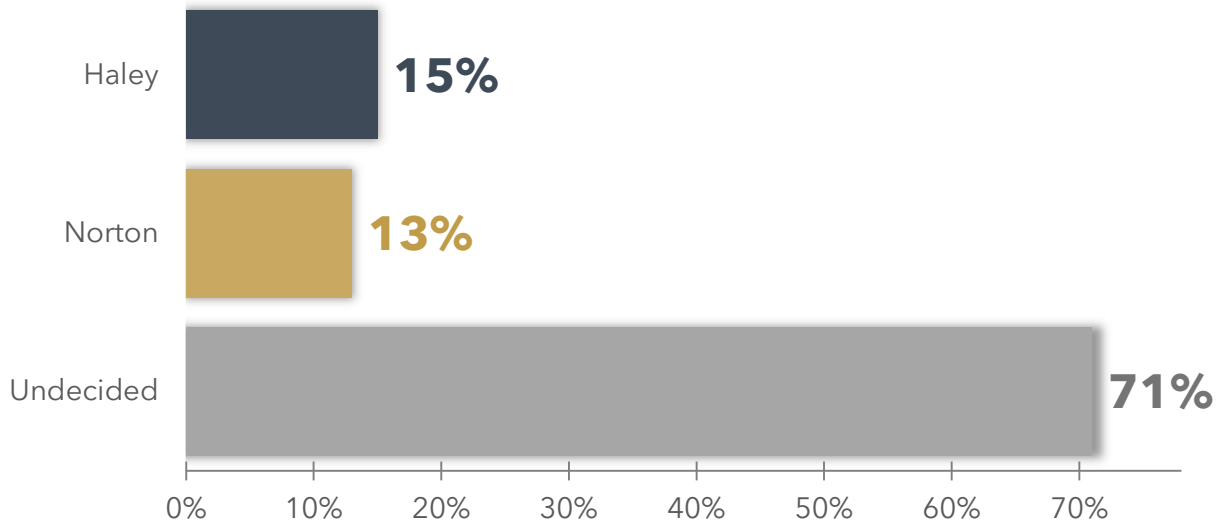

Figure 1: Arizona Republican Treasurer Primary Ballot

Haley is ahead in six of Arizona's nine congressional districts, Norton in three, but no district margin clears statistical significance at the subgroup level. For comparison, the gubernatorial primary on the same ballot sits at 34% undecided and the Attorney General primary at 56%. By every standard primary metric, the Treasurer race has not yet begun.

The exception is a single demographic, and it is the only break anywhere in the Treasurer crosstabs that clears statistical significance. Among men age 26 to 55, Norton leads Haley 25% to 11% — a 14-point lead, and a 16-point swing from his statewide number. The most plausible read is residual name identification from Norton's 2022 congressional campaign in CD2, which concentrated heavily on voters in that age band. Outside that one cell, 71% of the electorate is still undecided. With both candidates polling well below 20% statewide, the Treasurer primary is a pure name-ID race; the first campaign to put real paid communication in front of older Republican women in Maricopa is likely to lap the field.

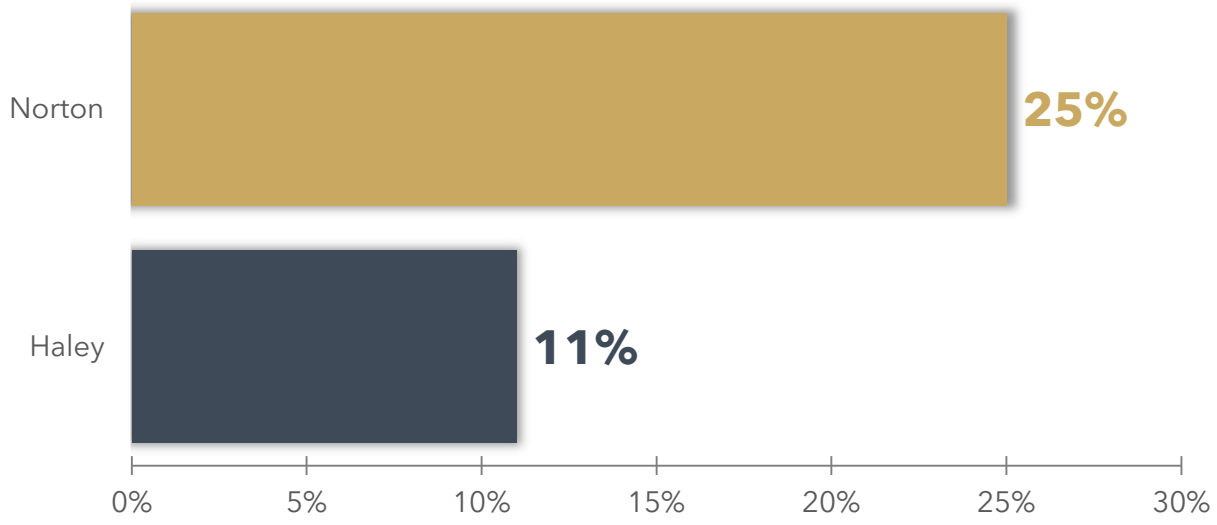

Figure 2: Men 26-55

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).