

The background of the slide is a photograph of a desert landscape. In the foreground, there are large, reddish-brown rock formations. In the distance, a valley with some buildings and a city skyline is visible under a clear blue sky. A semi-transparent dark grey box is overlaid on the left side of the image, containing the title and date. A white vertical box is on the right side, containing the company logo and tagline.

Arizona

Republican primary polling

April 2023

J.L.
PARTNERS.

RESEARCH.
INSIGHT.
STRATEGY.

Methodology

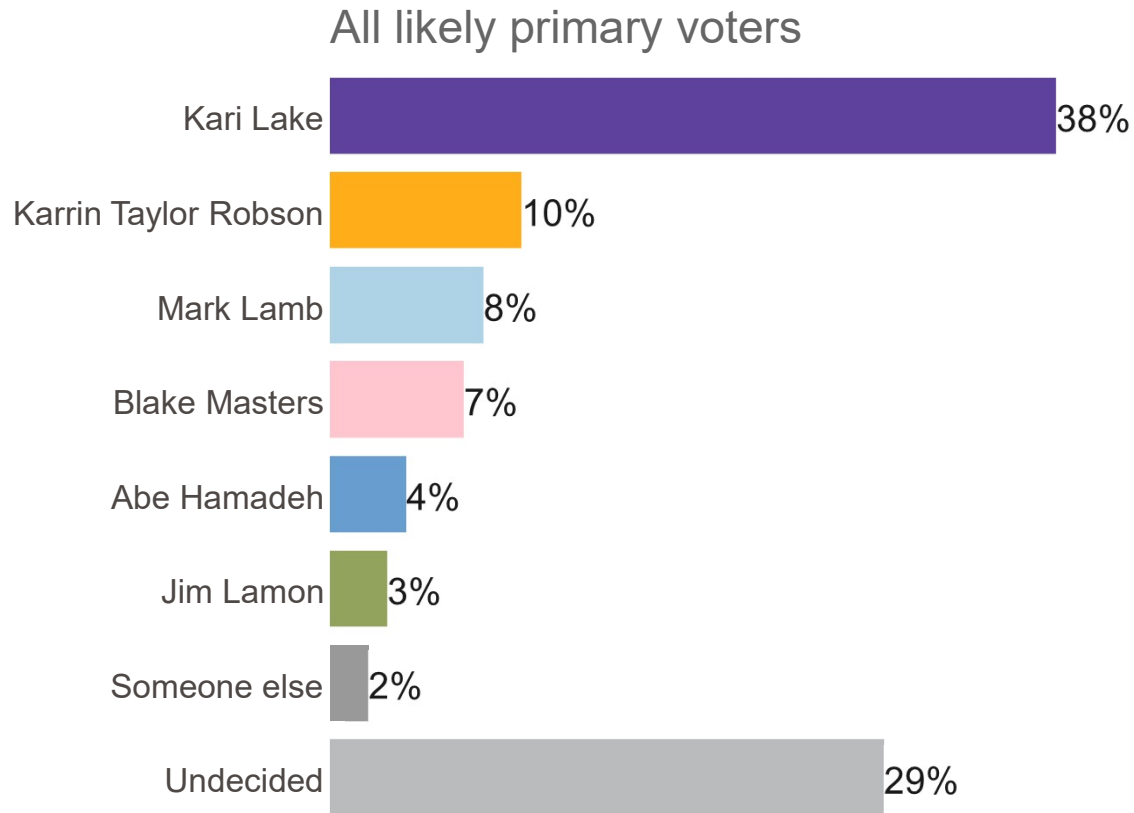
J.L. Partners polled a representative sample of 550 registered Republicans and undeclared voters who would request a ballot in 2024 presidential primary.

- Fieldwork dates of 10th April to 12th April 2023
- Sample collected using mixed methods:
 - Live landline call for 198 responses (36%)
 - Live mobile call for 132 responses (24%)
 - SMS-to-web for 220 responses (40%)
- Quotas were added to ensure representative data: on gender, age, education, partisan registration (Republican or independent), race, congressional district, and participation in previous primary elections
- The sample was weighted back to the population using data on the same variables: on gender, age, education, partisan registration (Republican or independent), race, congressional district, and participation in previous primary elections
- 5-minute survey
- Margin of error: 4.2%

The Senate

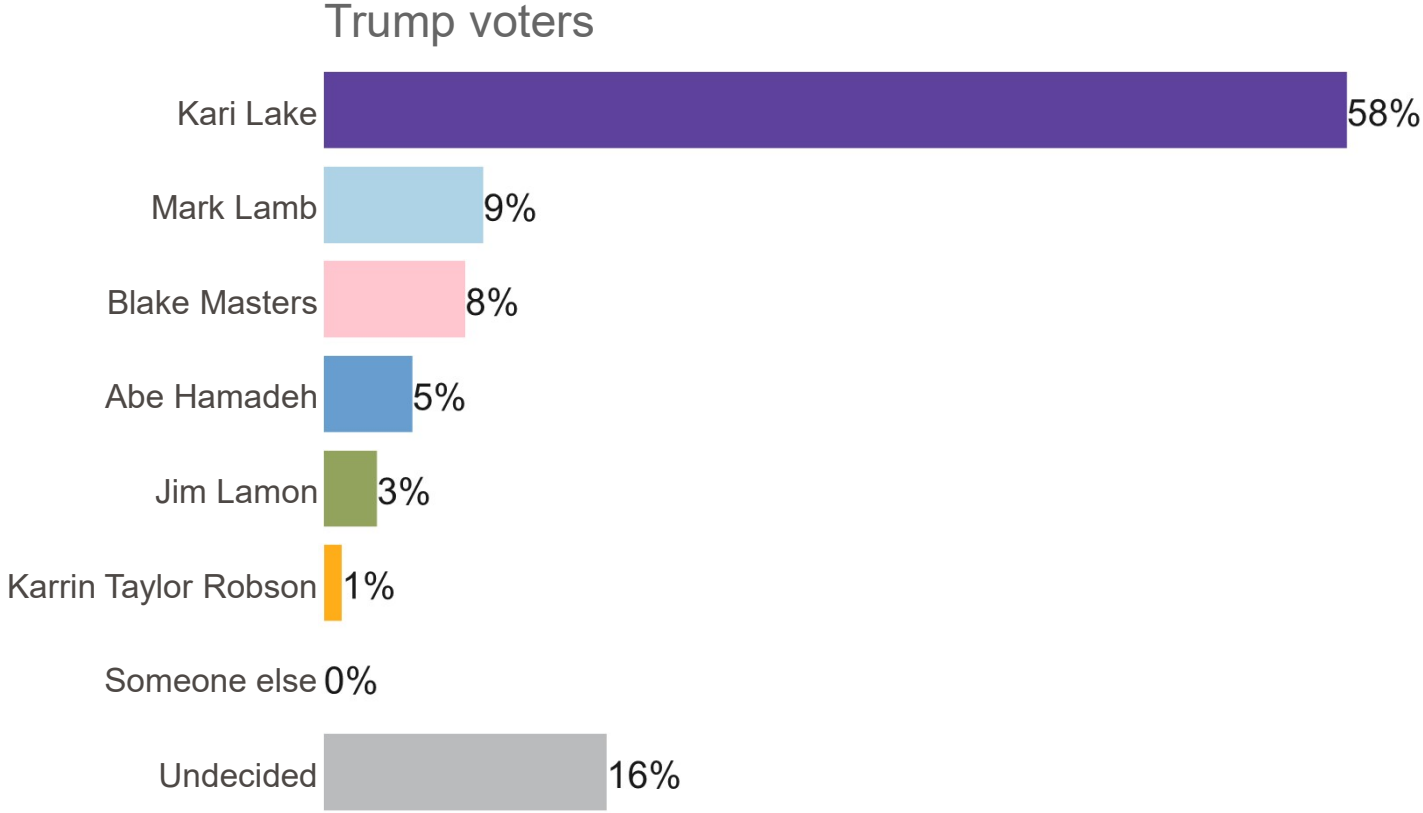


Kari Lake holds a 28 point lead in the AZ Senate race, with Mark Lamb on 8%



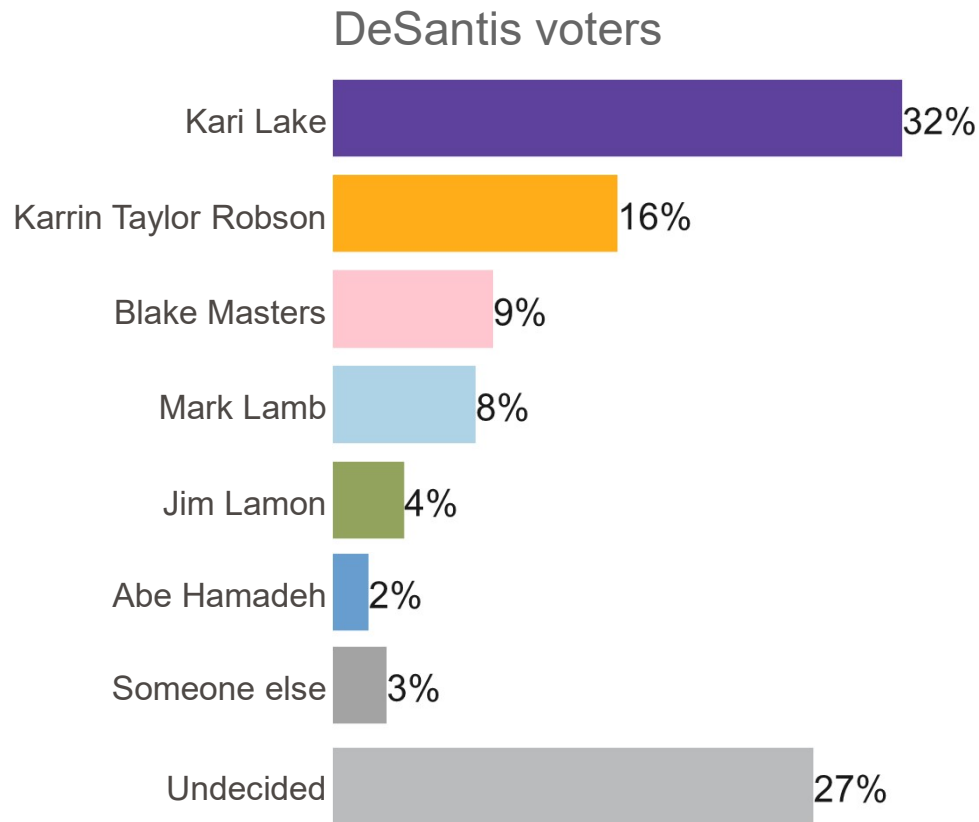
Now looking ahead to the 2024 Republican Primary for U.S. Senate in Arizona, if the candidates were the following, for whom would you vote to be the Republican nominee for U.S. Senate?

Trump primary voters back Lake by a large margin



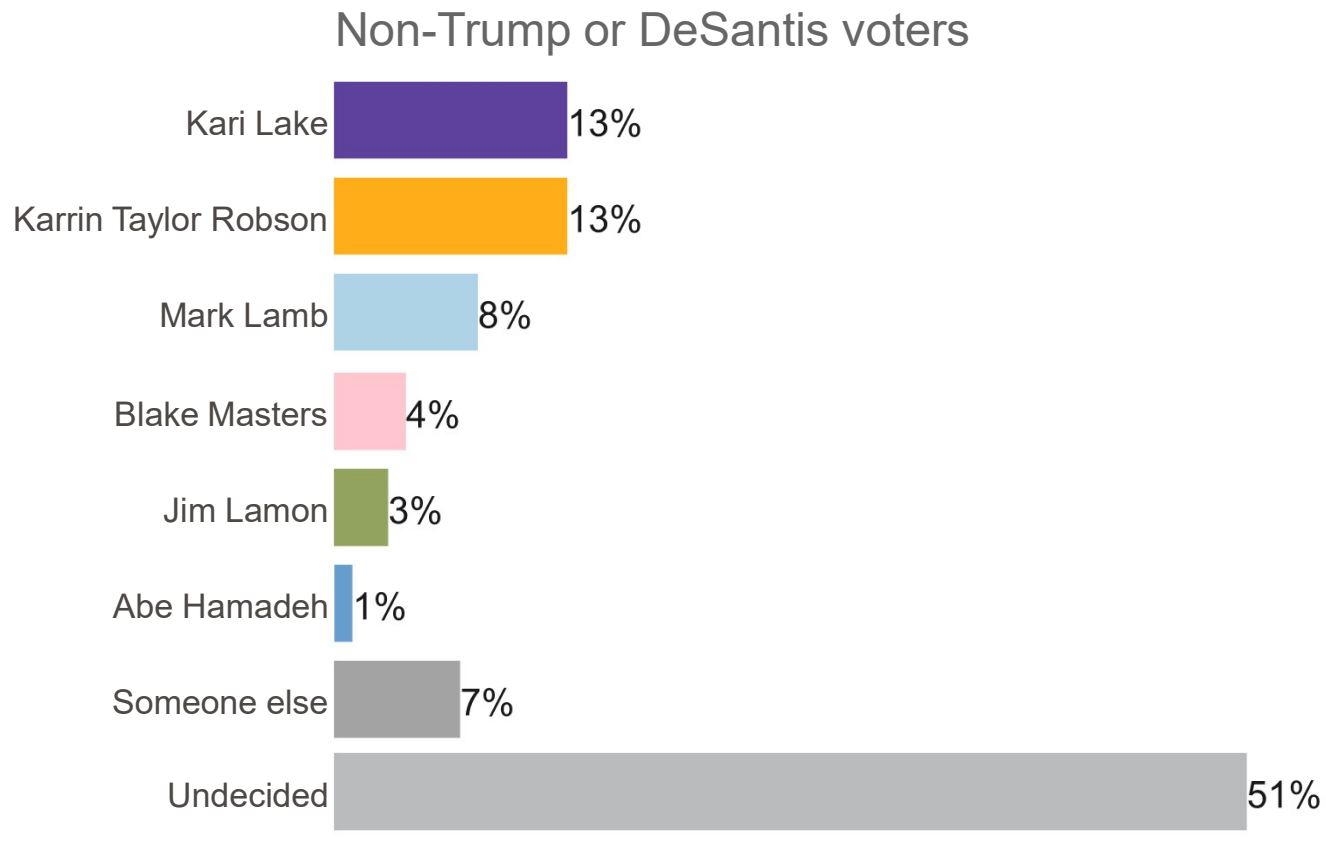
Now looking ahead to the 2024 Republican Primary for U.S. Senate in Arizona, if the candidates were the following, for whom would you vote to be the Republican nominee for U.S. Senate? [Trump voters only – registered Republicans only]

DeSantis primary voters give Lake a 16 point advantage over Robson



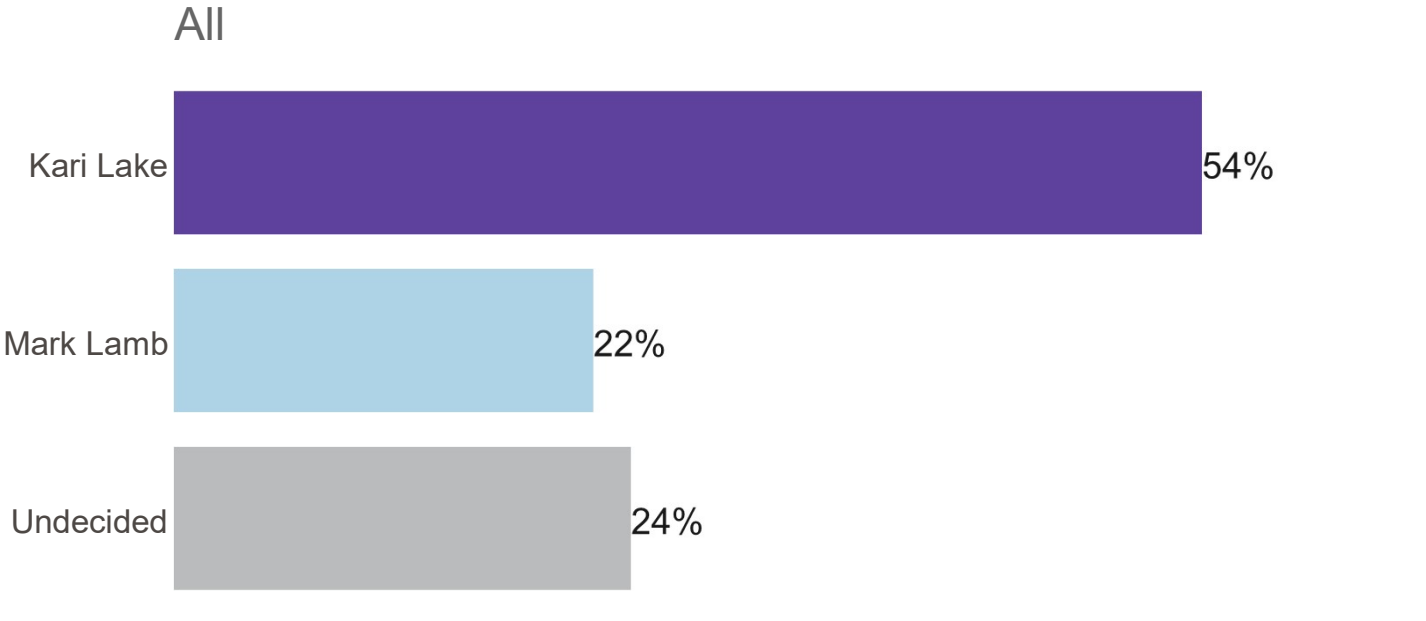
Now looking ahead to the 2024 Republican Primary for U.S. Senate in Arizona, if the candidates were the following, for whom would you vote to be the Republican nominee for U.S. Senate? [DeSantis voters only – registered Republicans only]

Half of those who do not have a presidential primary preference are undecided about who to support



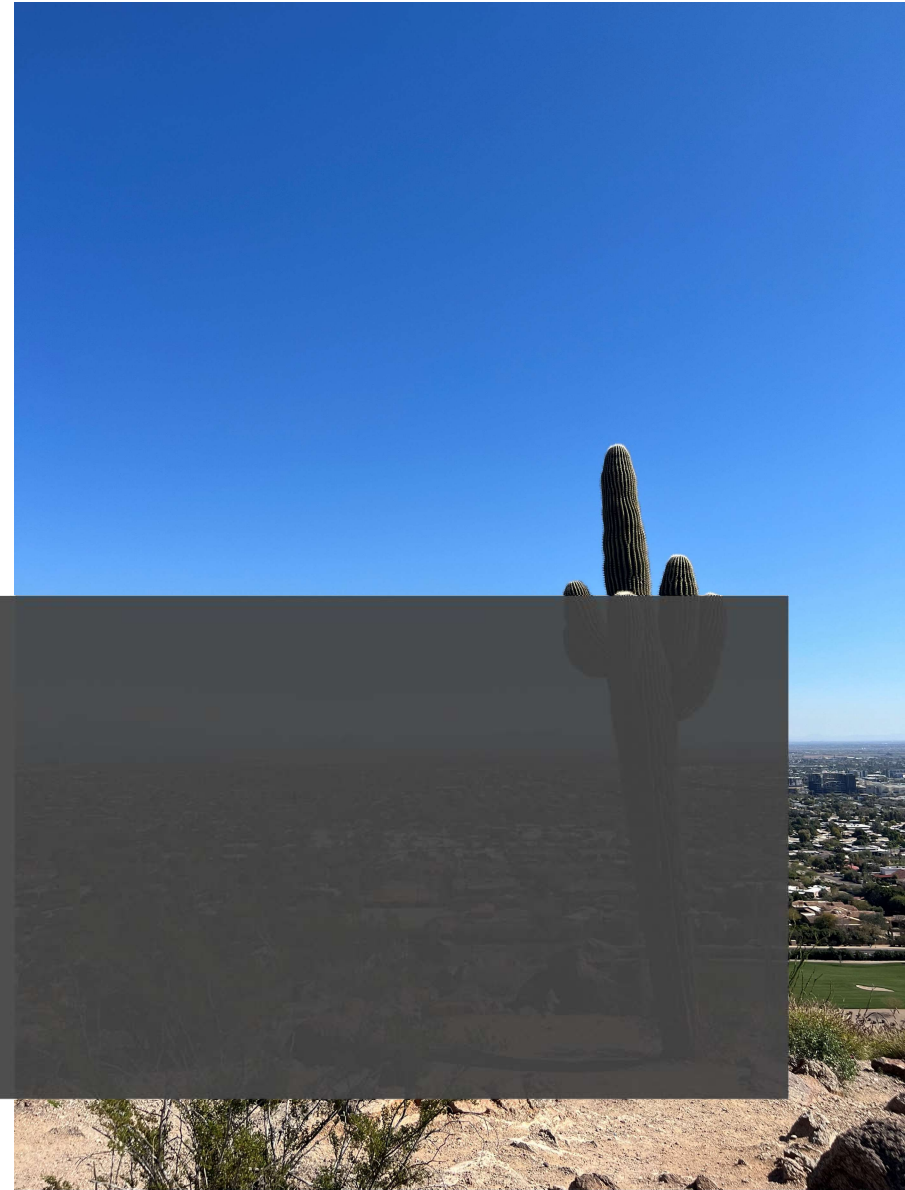
Now looking ahead to the 2024 Republican Primary for U.S. Senate in Arizona, if the candidates were the following, for whom would you vote to be the Republican nominee for U.S. Senate? [Non-Trump or DeSantis voters]

In a head-to-head, Kari Lake has a 32 point lead over Mark Lamb for U.S. Senate

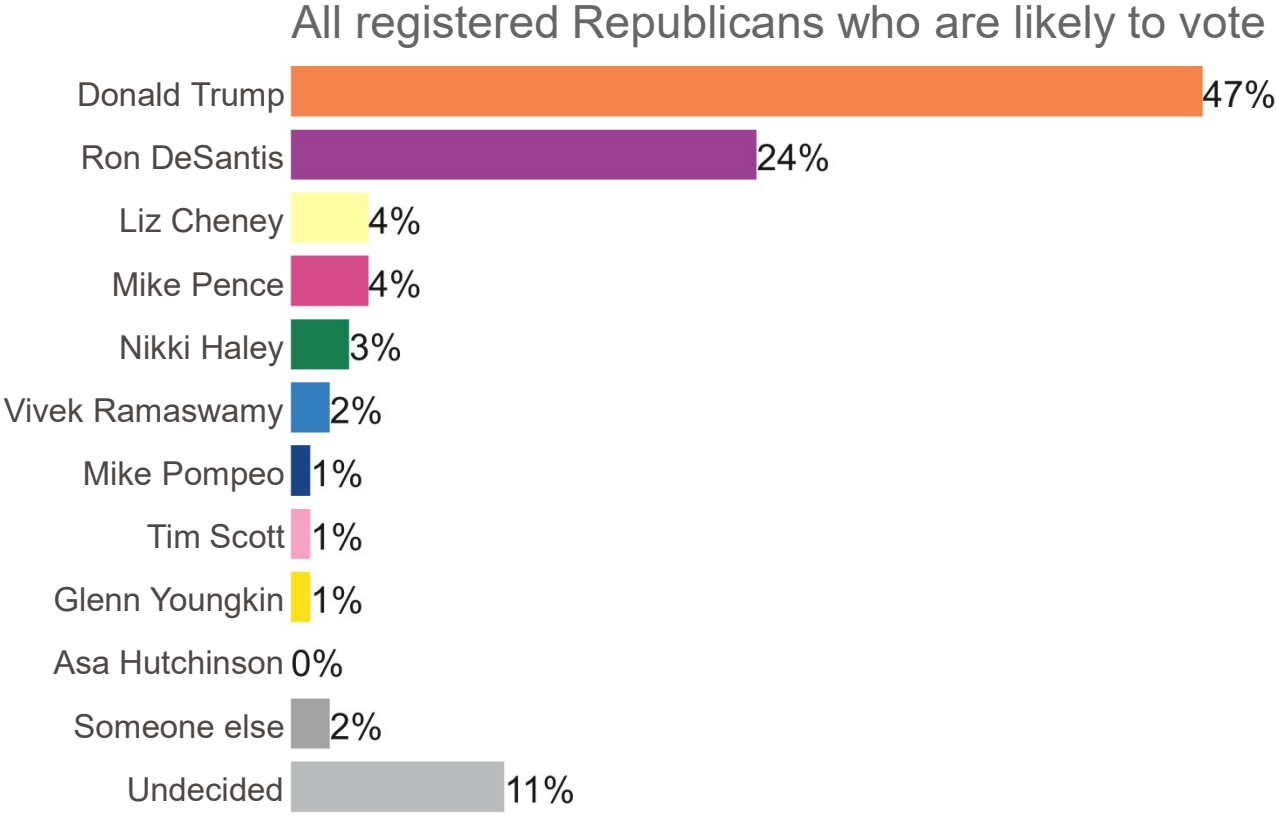


Now, if the Republican primary for US Senate were held today and the race was between Kari Lake and Mark Lamb, for whom would you vote?

The Presidency

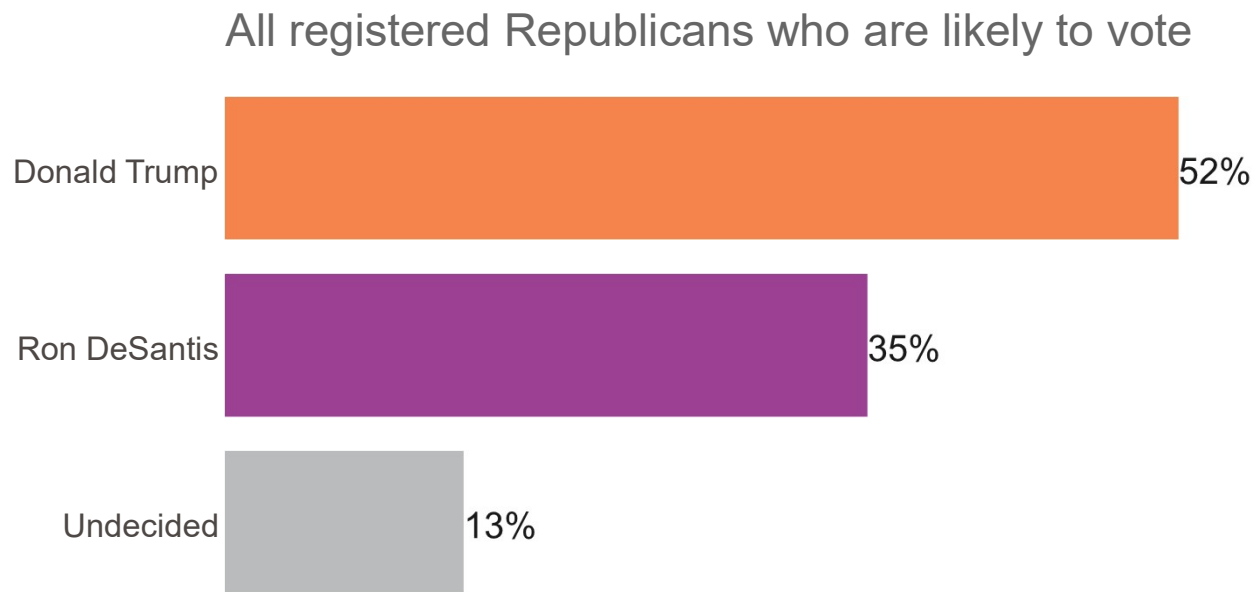


Trump leads DeSantis by 23 points in the Arizona presidential primary



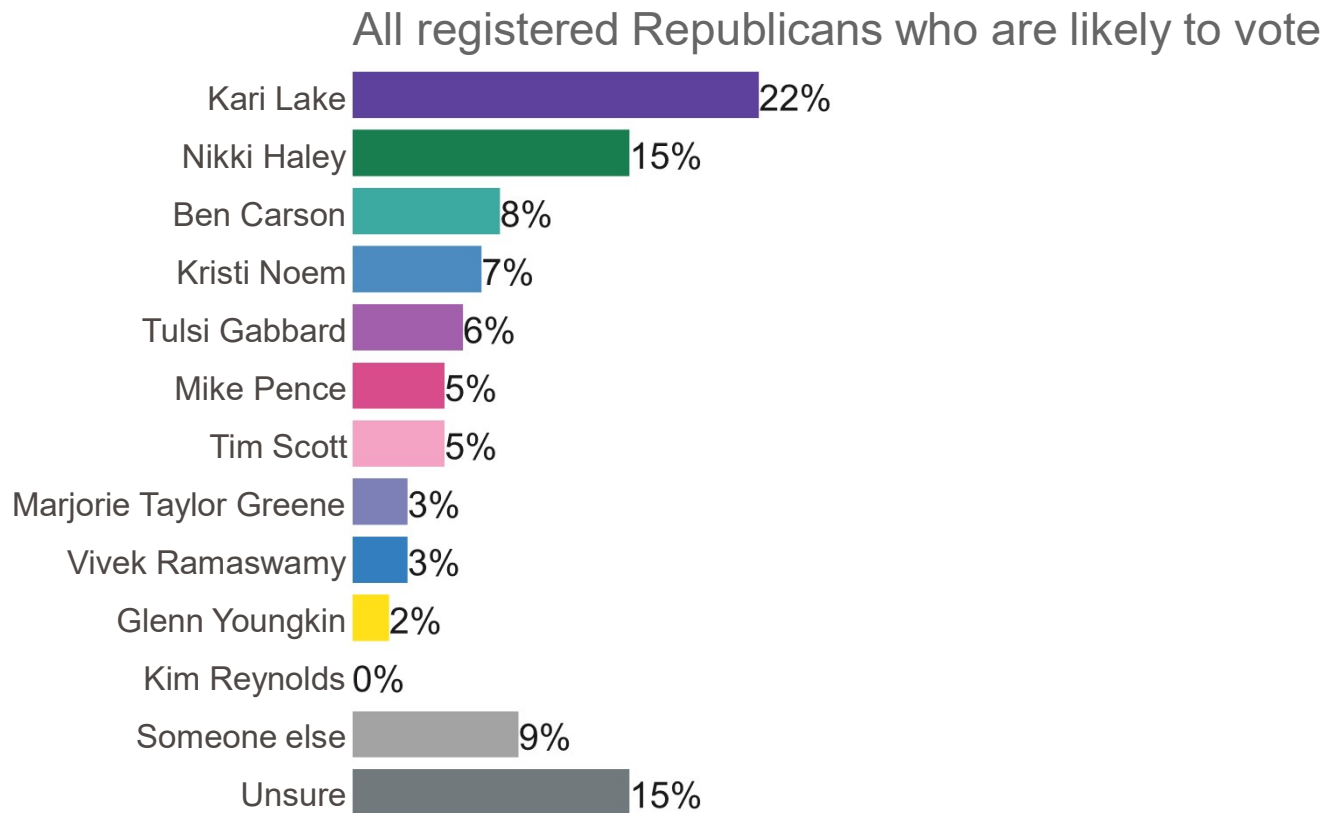
Thinking ahead to the 2024 Republican Primary for President of the United States, if the primary were held today and the candidates were the following, for whom would you vote? [Registered Republicans only]

In a head-to-head, Trump leads DeSantis by 17 points



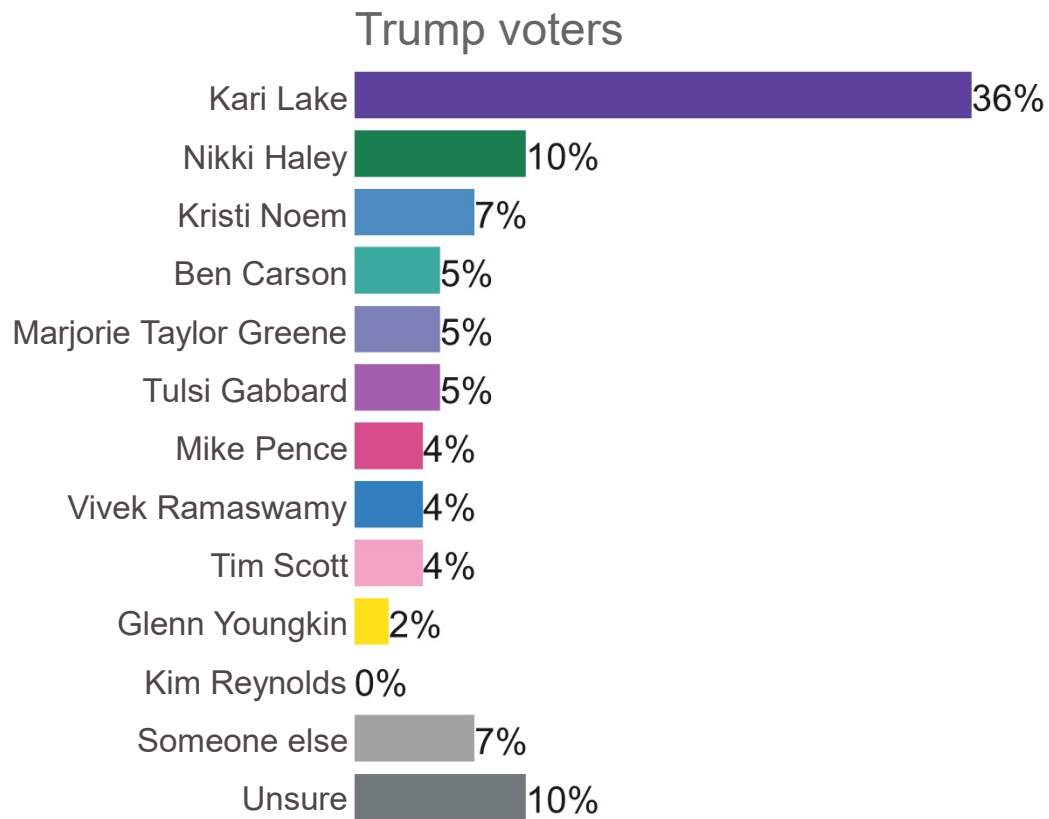
If the 2024 Republican Primary for President of the United States were held today and the candidates were Donald Trump and Ron DeSantis, for whom would you vote? [Registered Republicans only]

Lake is Arizona Republicans' preferred choice for VP, with Haley in second place



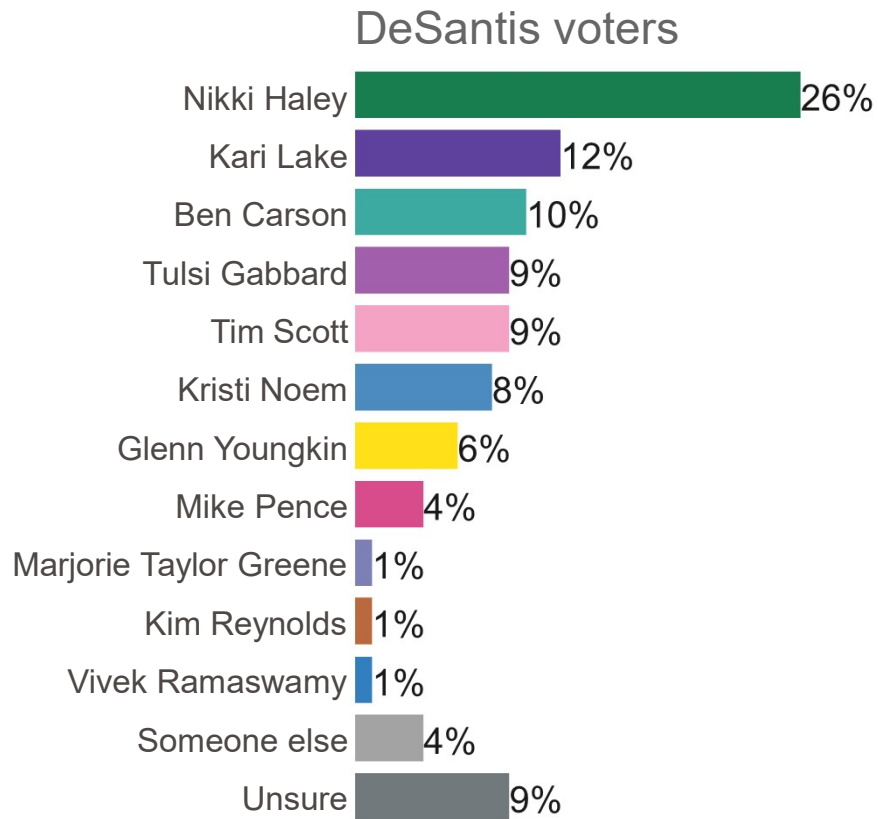
Of the following, who would you like to see as the Republican Vice-Presidential candidate? [Registered Republicans only]

Lake is the top choice for VP amongst Trump primary voters



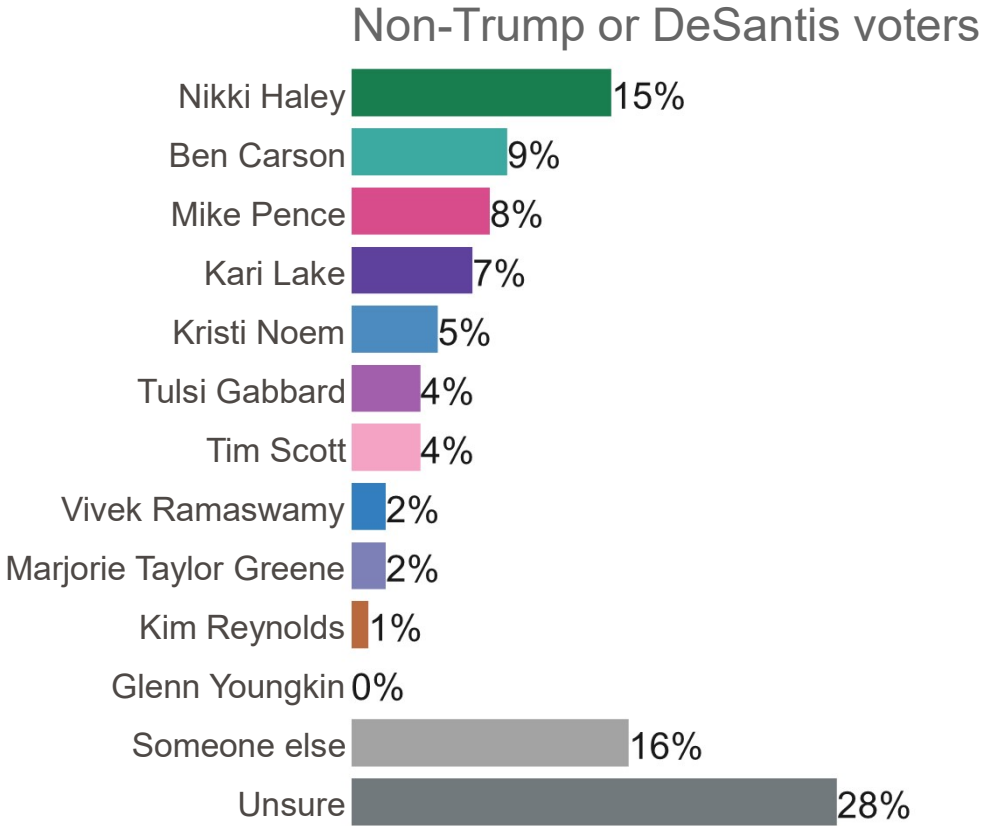
Of the following, who would you like to see as the Republican Vice-Presidential candidate? [Trump voters only] [Registered Republicans only]

Haley is the top choice for VP amongst DeSantis primary voters



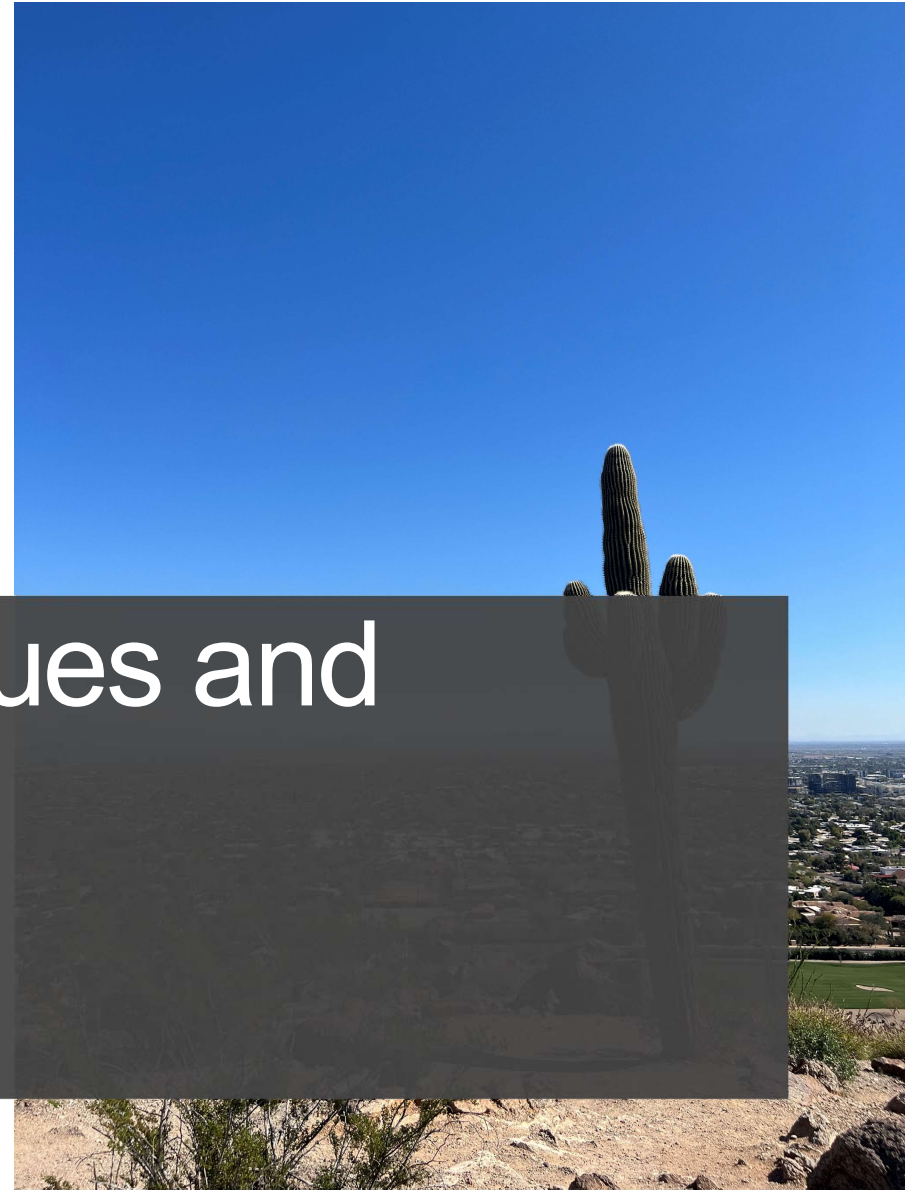
Of the following, who would you like to see as the Republican Vice-Presidential candidate? [DeSantis voters only] [Registered Republicans only]

Those who are not voting for Trump or DeSantis do not have a clear preference for VP

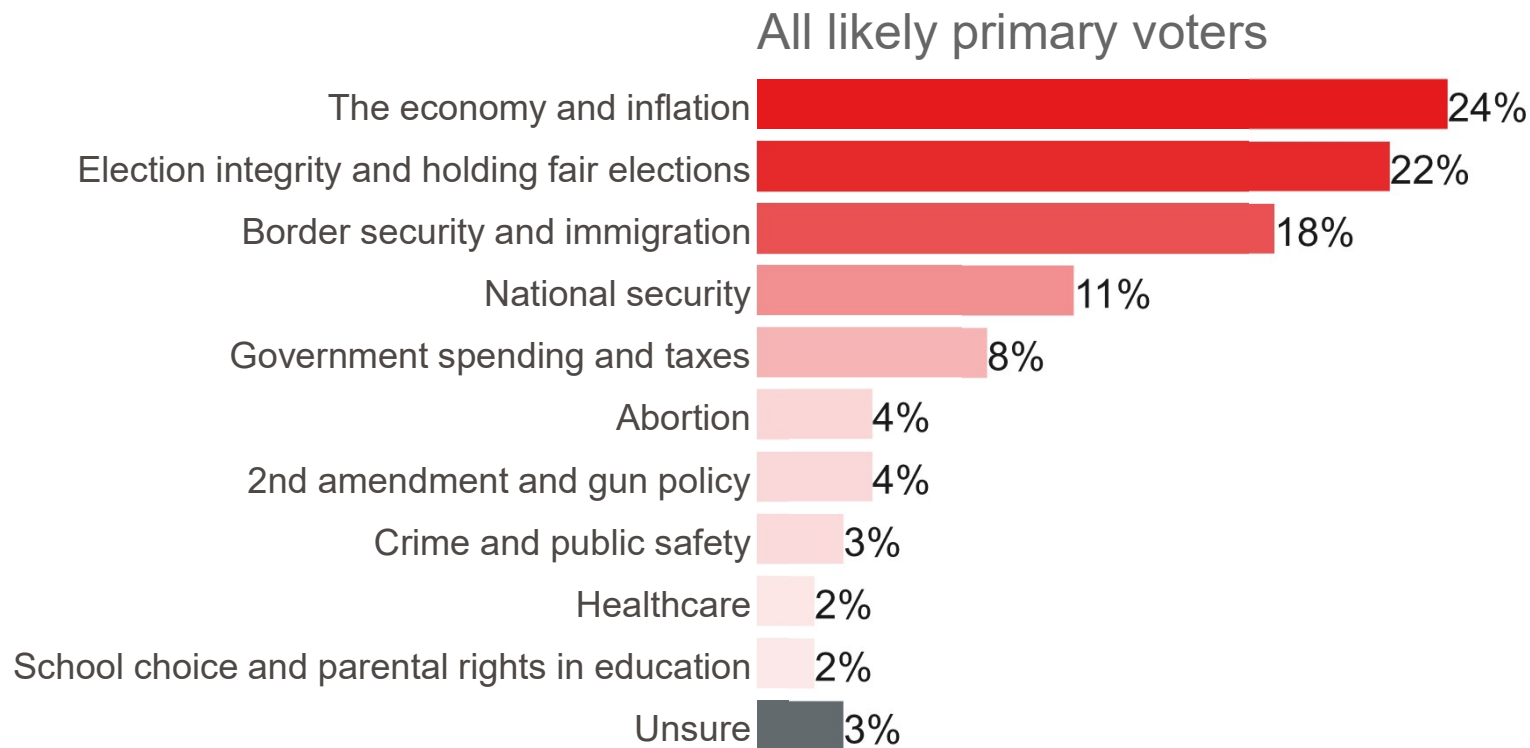


Of the following, who would you like to see as the Republican Vice-Presidential candidate? [Non-Trump or DeSantis voters] [Registered Republicans only]

Further analysis: issues and favourability

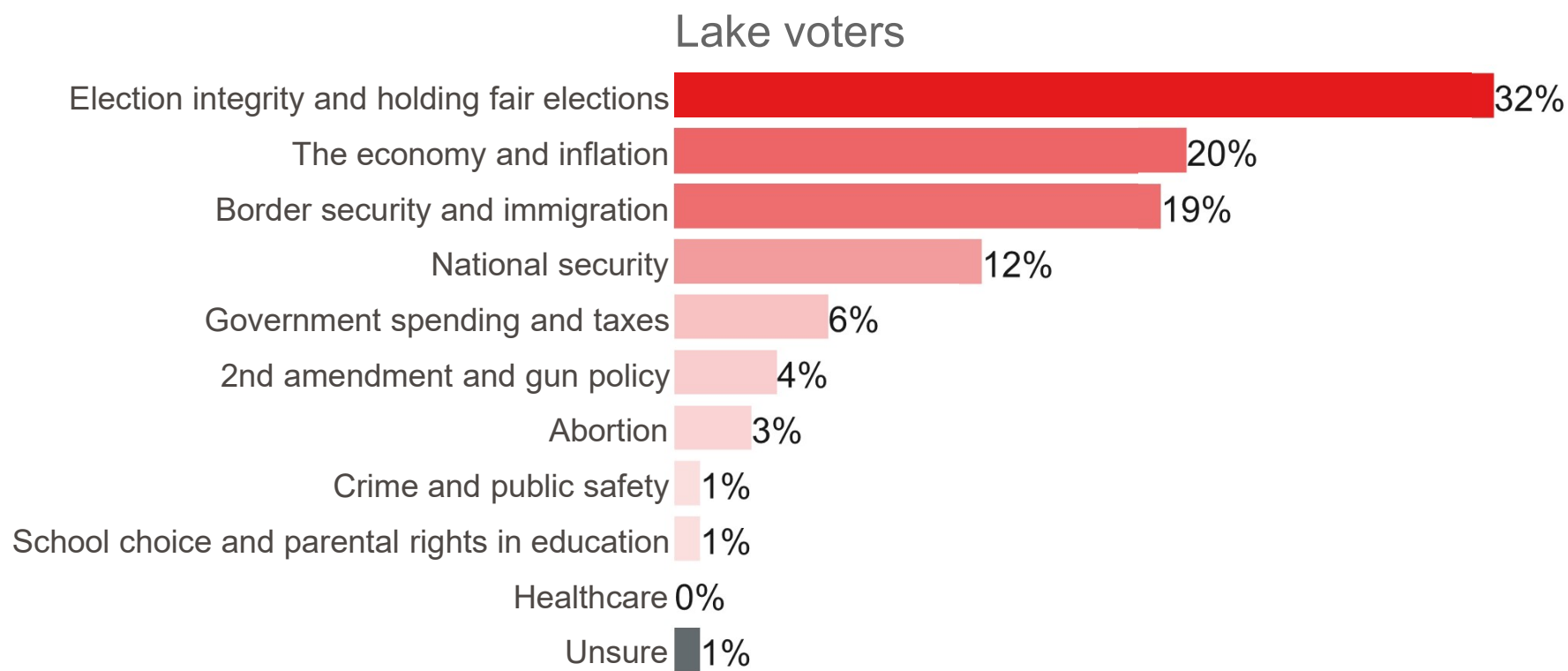


The economy, elections and border security top the most important issues for primary voters



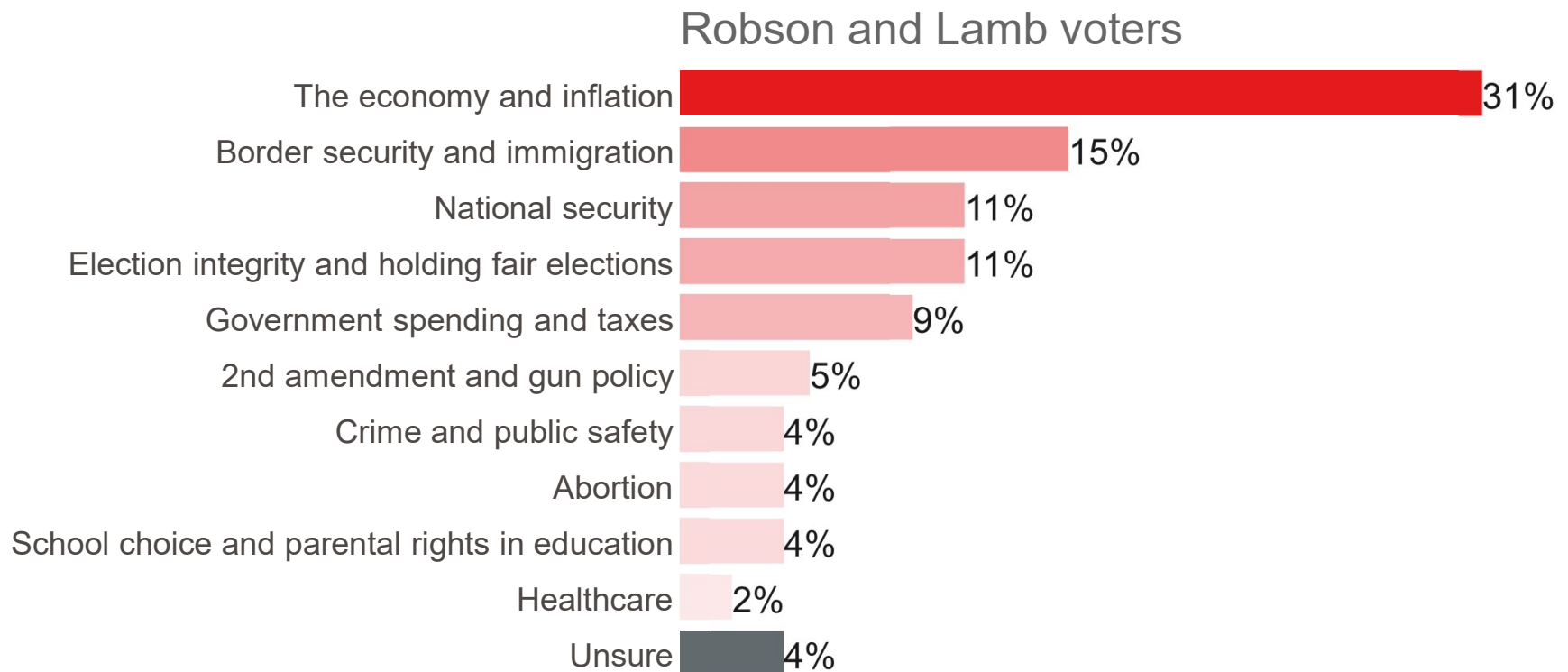
Which of the below issues is the most important issue facing the United States right now?

Lake voters put election integrity as their major concern



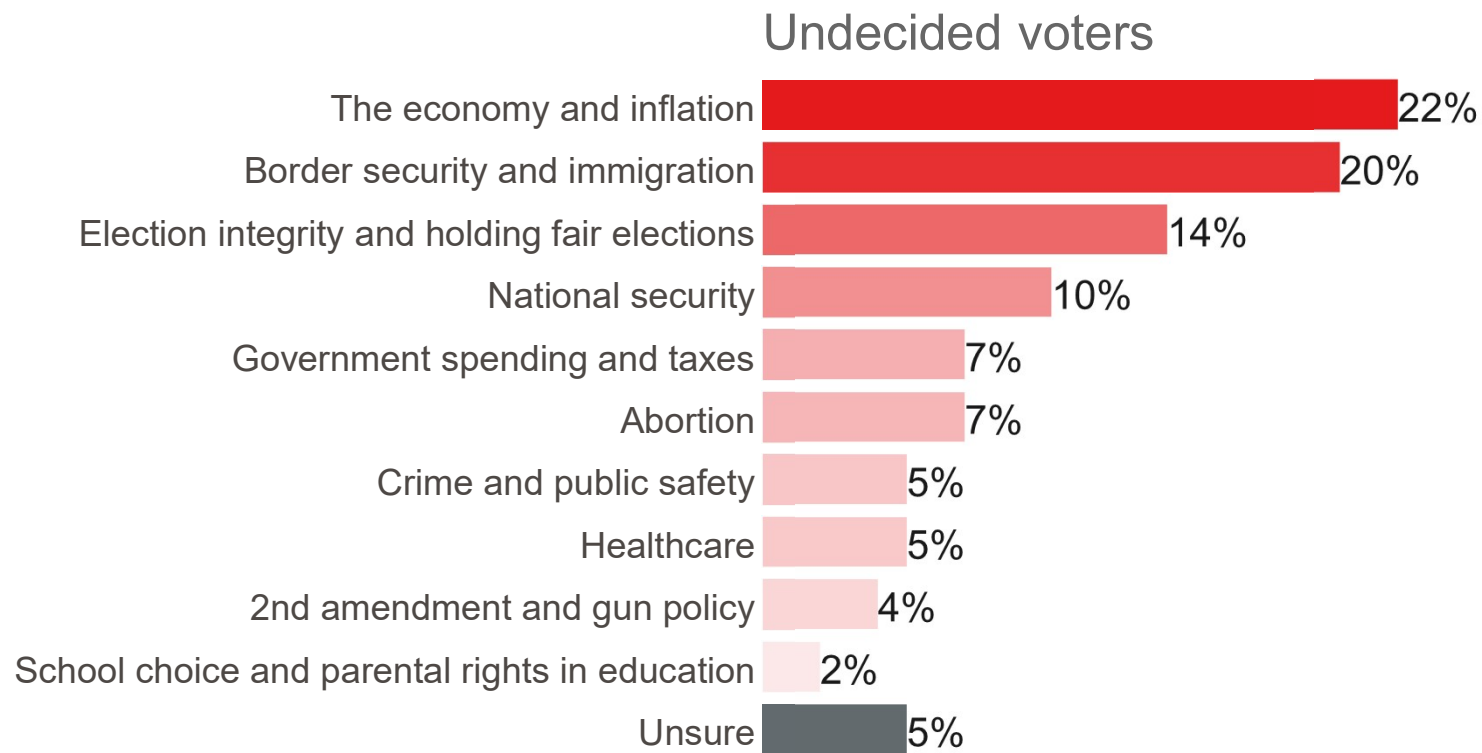
Which of the below issues is the most important issue facing the United States right now? [Lake voters only]

Robson and Lamb voters are more focused on the economy and inflation



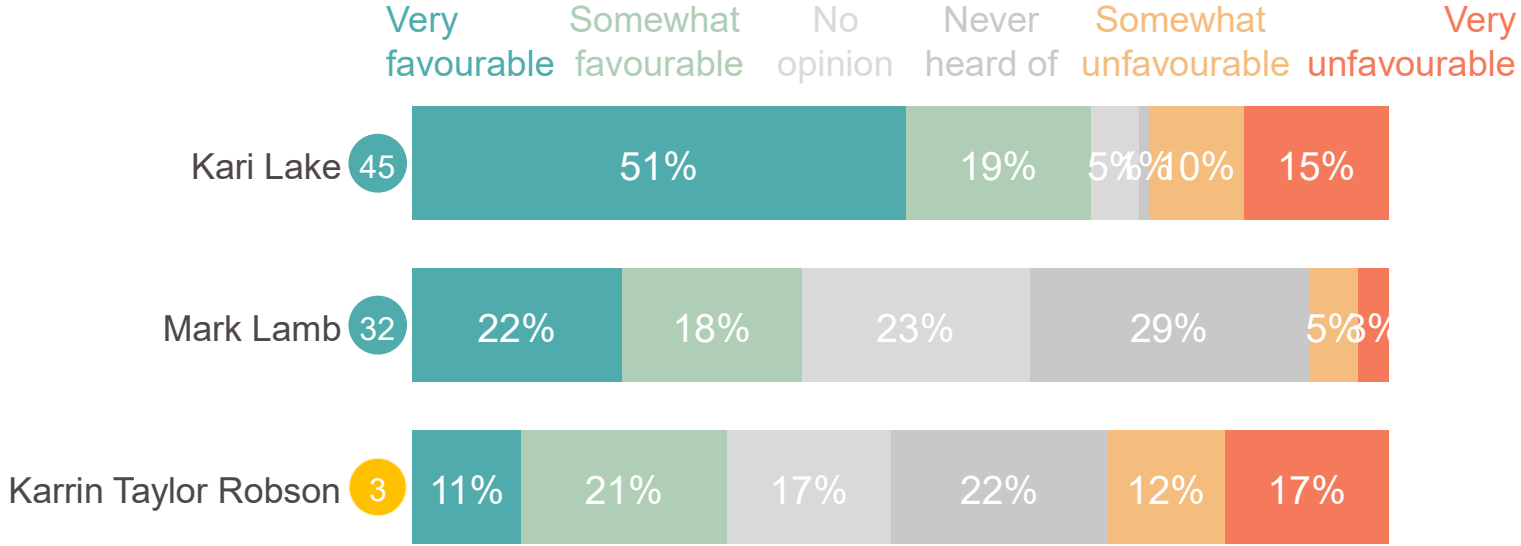
Which of the below issues is the most important issue facing the United States right now? [Robson and Lamb voters only]

Undecided voters in the Senate race put the economy and the border top



Which of the below issues is the most important issue facing the United States right now? [Just voters who are currently undecided in the Senate race]

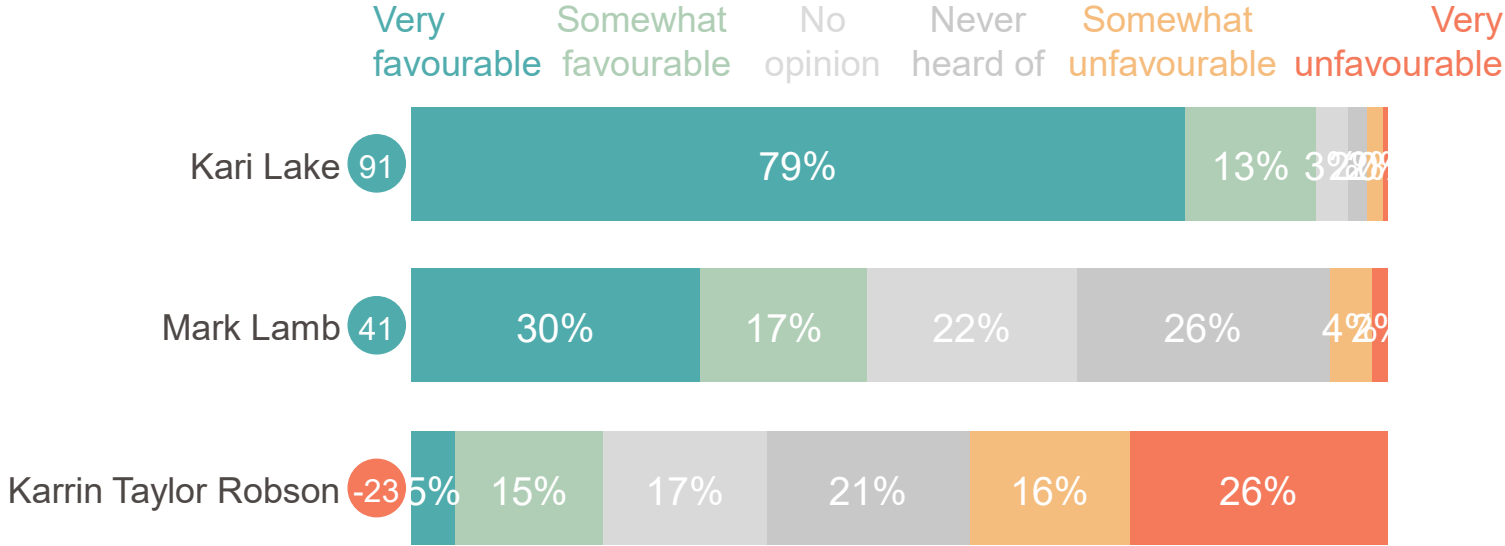
Amongst likely primary voters, Lake has the highest net favorability on +45 while Robson is on +3



Below is a list of political figures, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you don't recognize a name, choose so.

Amongst Trump primary voters, Lake has a +91 net approval rating

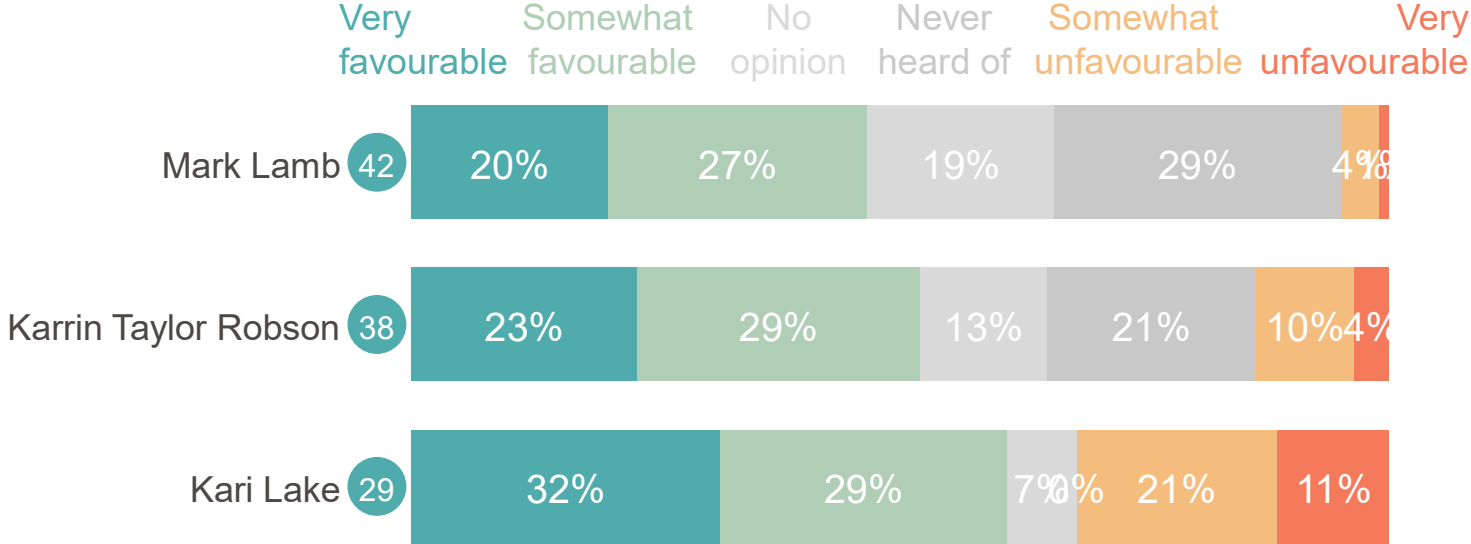
Trump voters



Below is a list of political figures, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you don't recognize a name, choose so. [Trump voters only – registered Republicans only]

Amongst DeSantis primary voters, Lamb has the highest net approval

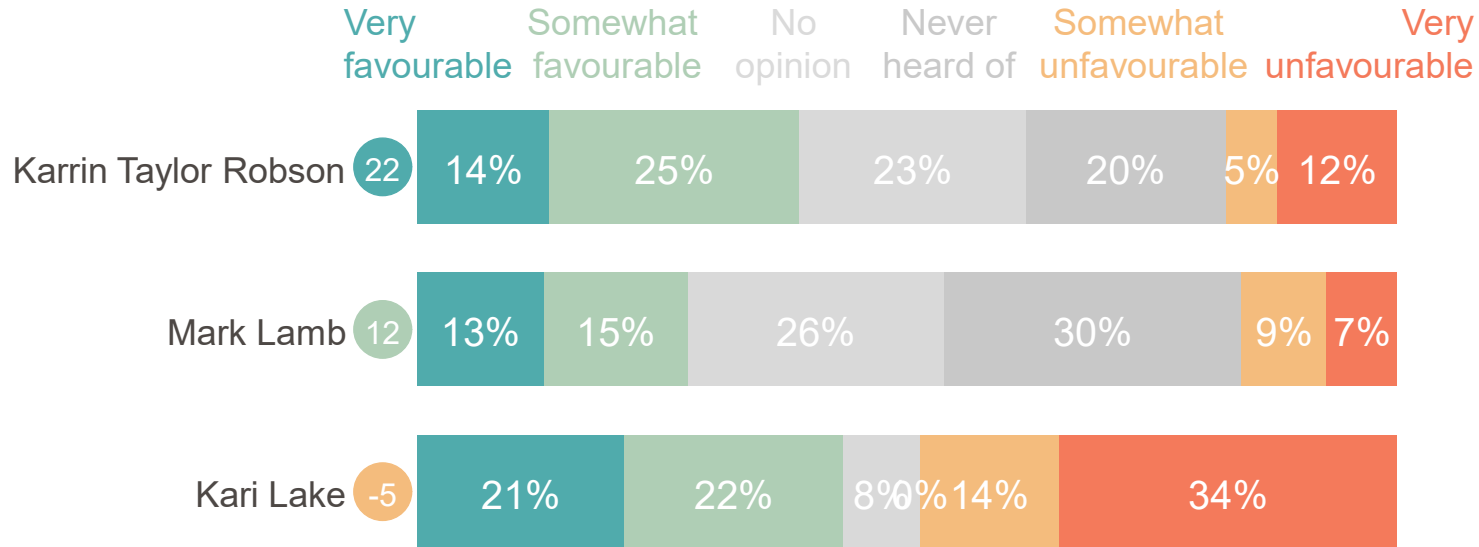
DeSantis voters



Below is a list of political figures, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you don't recognize a name, choose so. [DeSantis voters only – registered Republicans only]

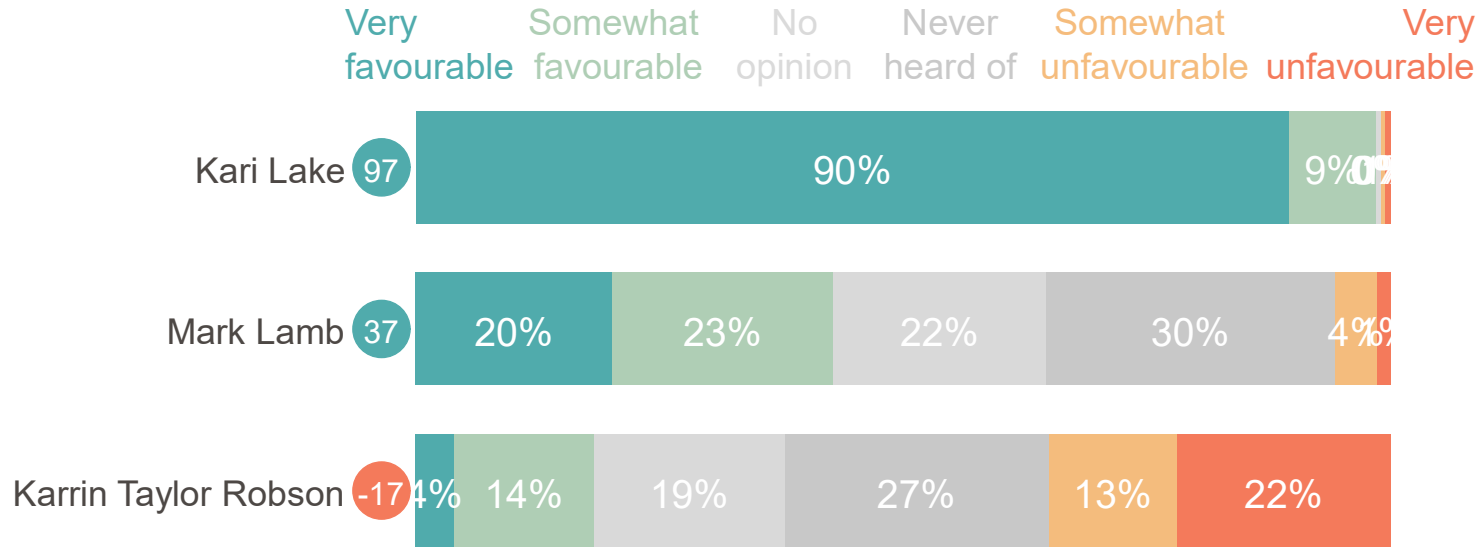
Those voting for neither Trump or DeSantis favor Robson

Non-Trump/DeSantis voters



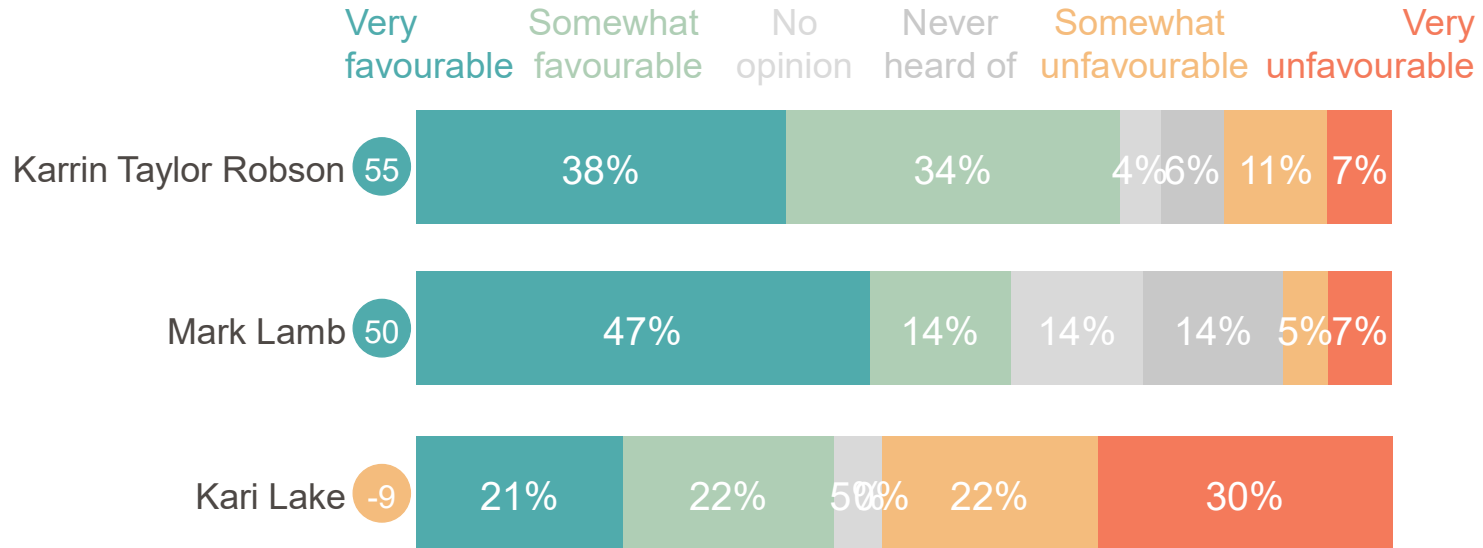
Below is a list of political figures, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you don't recognize a name, choose so. [Non-Trump or DeSantis voters only]

Lake voters have a positive view of Lamb and a negative view of Robson



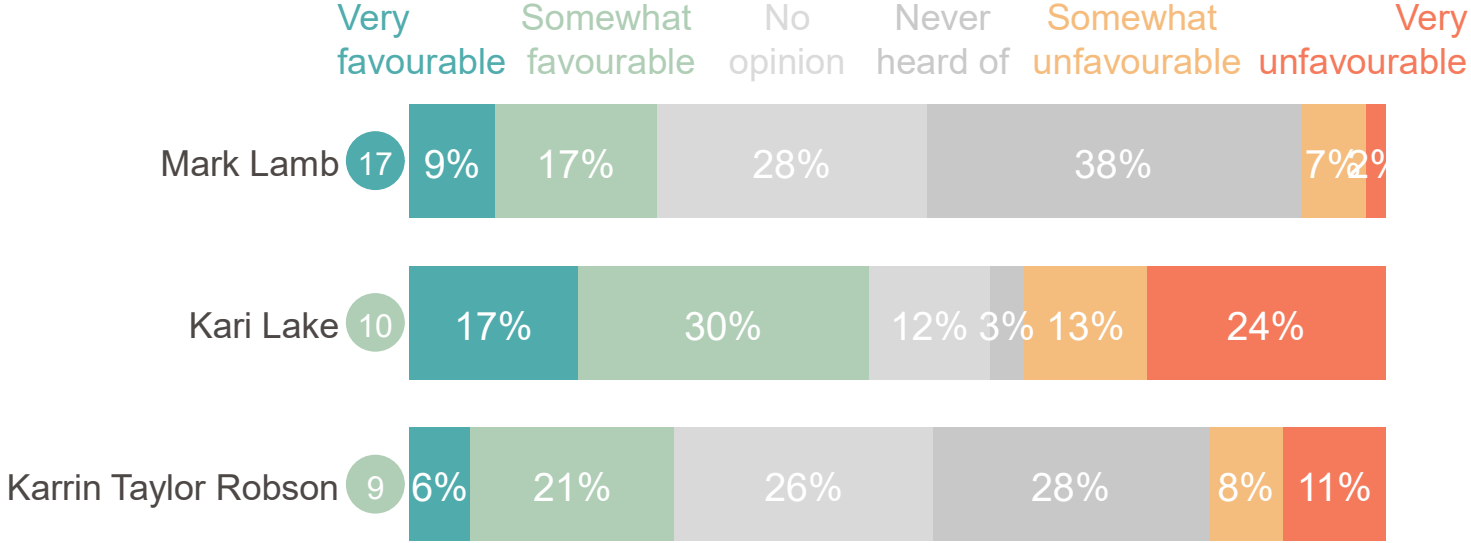
Below is a list of political figures, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you don't recognize a name, choose so. [Lake voters only]

Robson and Lamb voters lean negative on Lake



Below is a list of political figures, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you don't recognize a name, choose so. [Robson and Lamb voters only]

Amongst undecideds in the Senate race, all candidates have a net positive rating

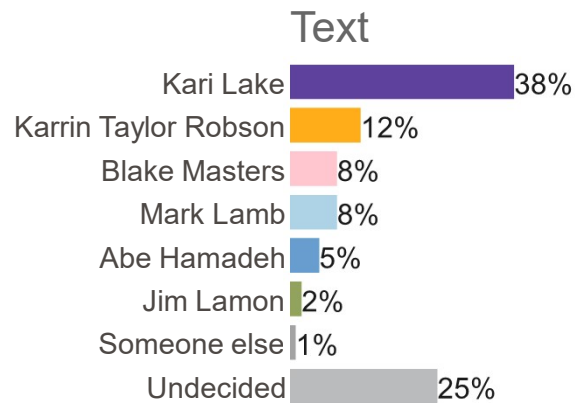
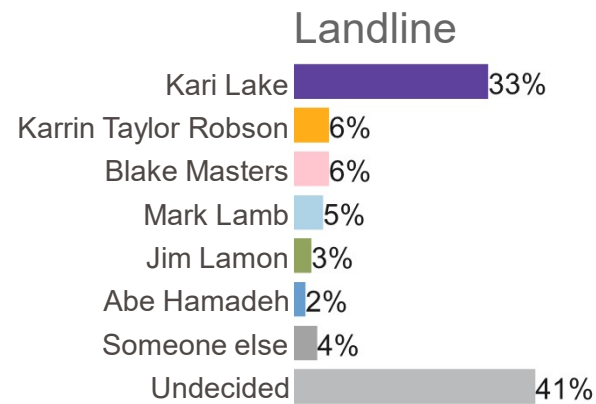
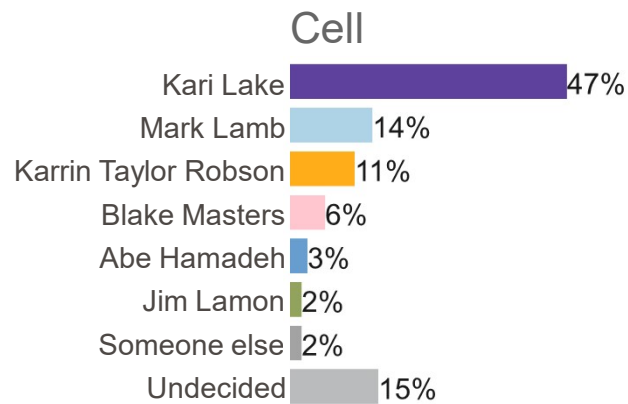


Below is a list of political figures, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you don't recognize a name, choose so. [Just voters who are currently undecided in the Senate race]

Mode analysis

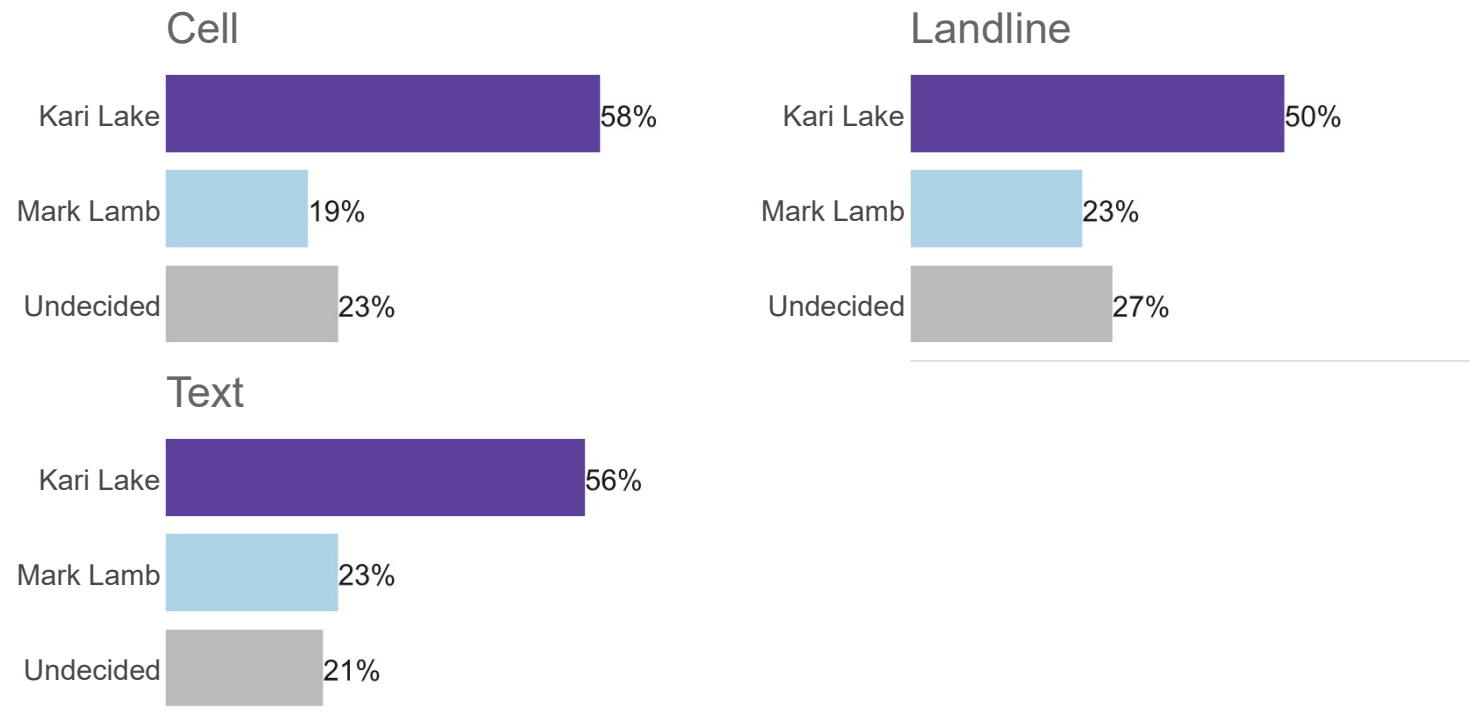


Senate VI: by mode



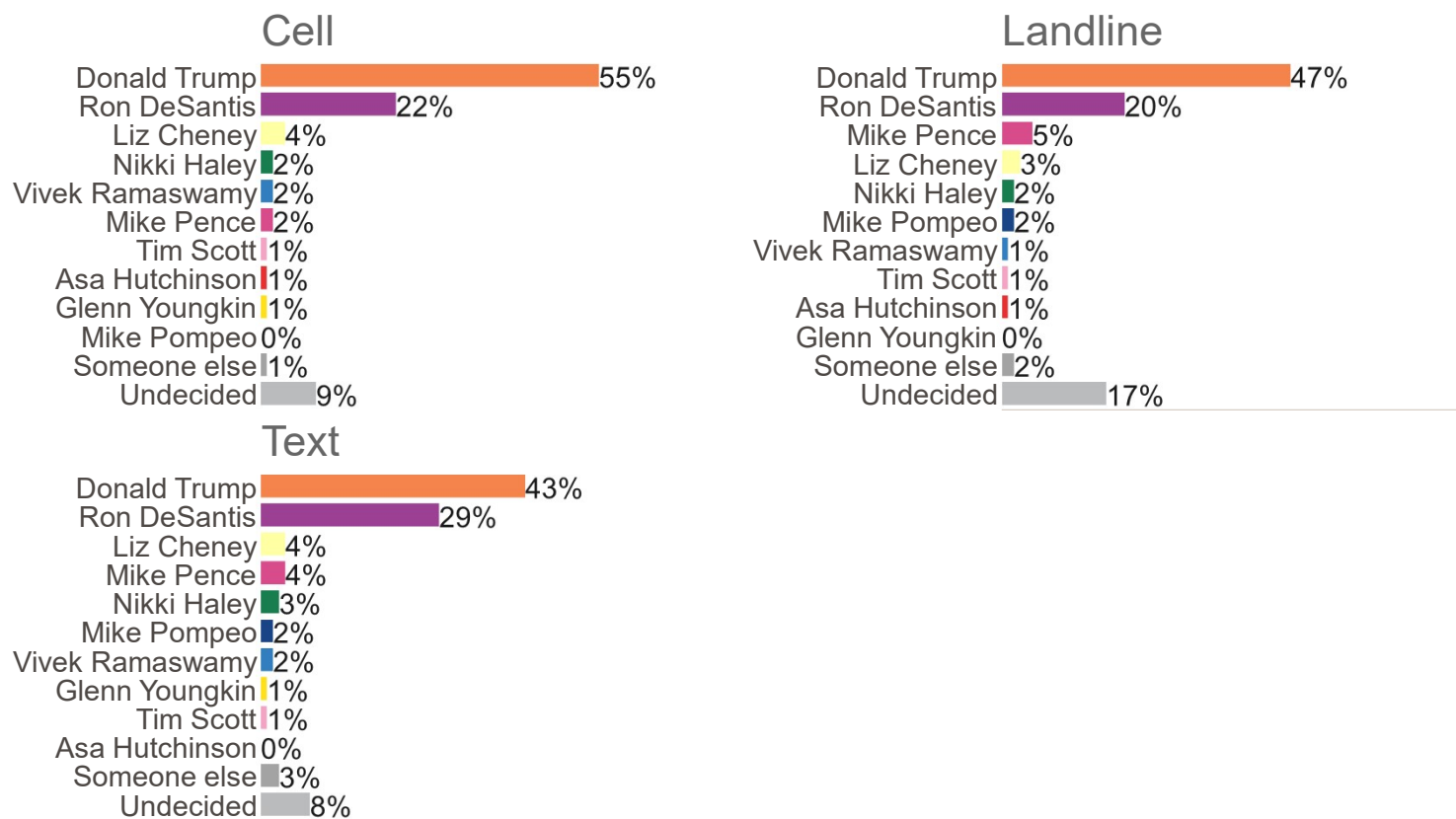
Now looking ahead to the 2024 Republican Primary for U.S. Senate in Arizona, if the candidates were the following, for whom would you vote to be the Republican nominee for U.S. Senate?

Senate VI: Lake vs Lamb: by mode

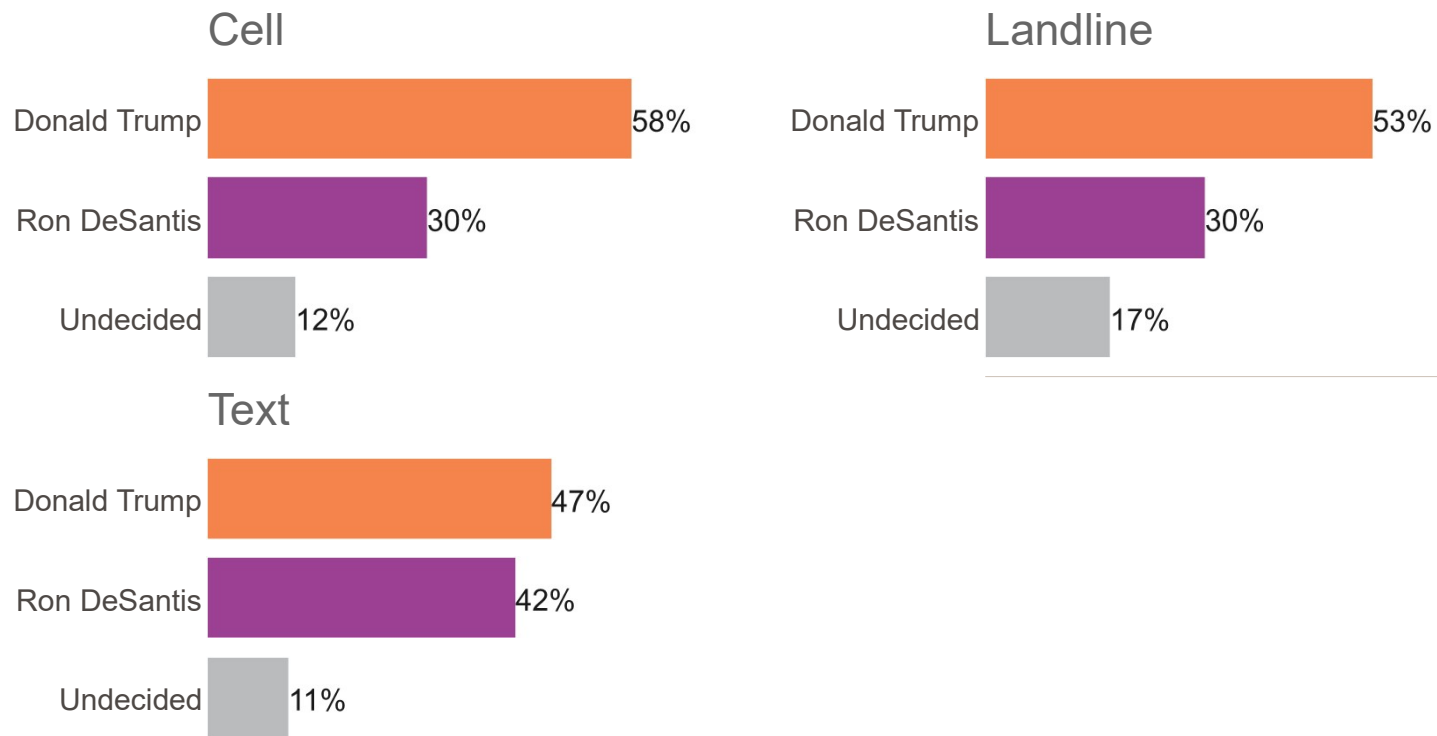


Now, if the Republican primary for US Senate were held today and the race was between Kari Lake and Mark Lamb, for whom would you vote?

Presidency VI: by mode

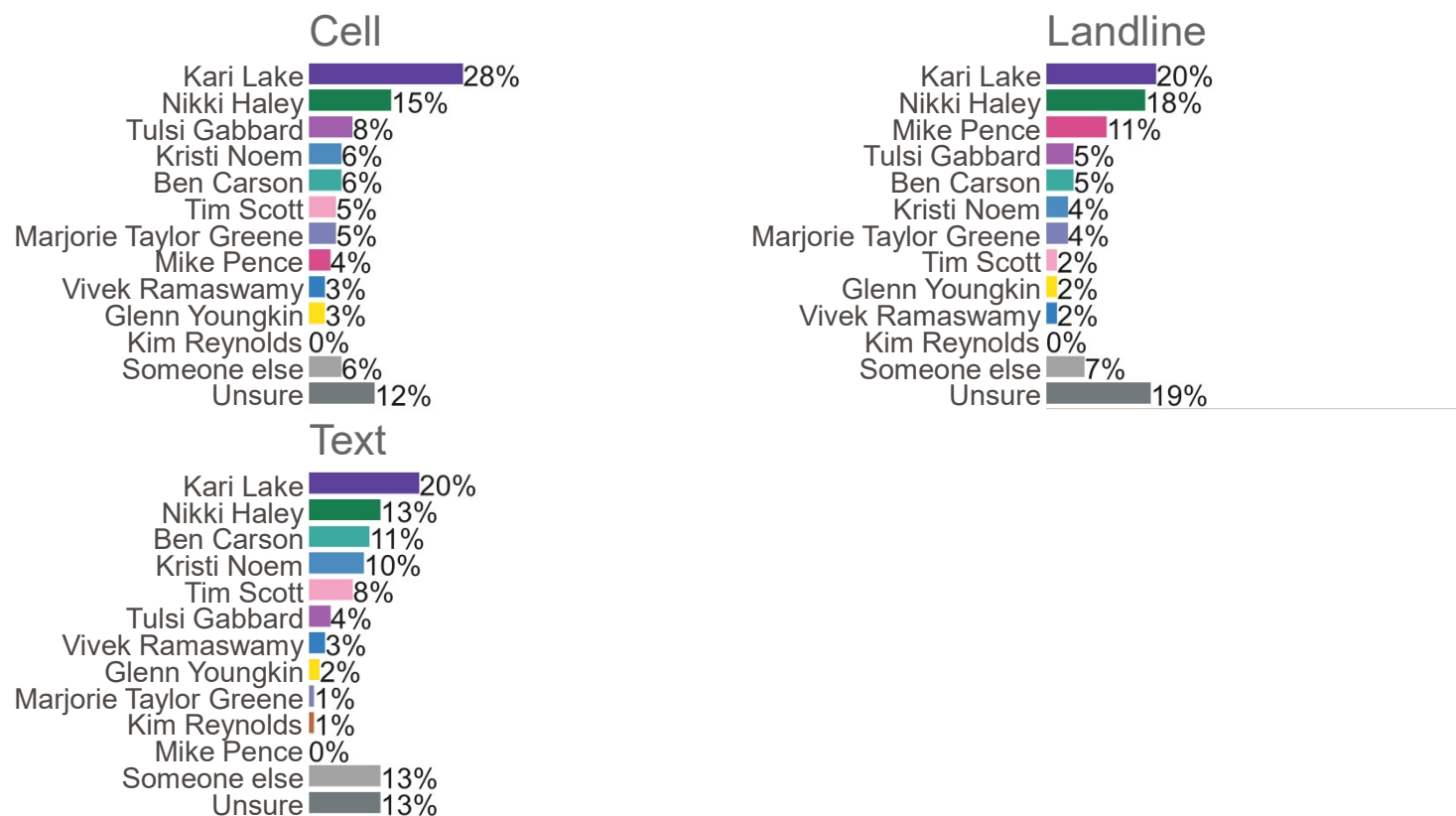


Presidency VI: Trump vs DeSantis: by mode



If the 2024 Republican Primary for President of the United States were held today and the candidates were Donald Trump and Ron DeSantis, for whom would you vote?

Vice presidency: by mode



Of the following, who would you like to see as the Republican Vice-Presidential candidate?

Demographics: responses by landline

1%	8%	8%	17%	7%	12%	15%	2%	2%	45%	55%	90%	54%	2%	46%	85%	87%	55%	19%	39%	16%	21%	74%	8%
8	44	53	63	70	72	86	88	89	91	93	97	98	100	103	103	106	109	113	122	130	139	150	162
18-35	1 (participation in previous primaries)	36-50	51-64	Hispanic	2 (participation in previous primaries)	Undeclared	Asian / Pacific Islander	Black	Male	Maricopa	Definitely voting	Degree	I might or might not vote	No degree	Republican	White	Female	3 (participation in previous primaries)	4 (participation in previous primaries)	Pima	0 (participation in previous primaries)	65+	Probably voting

Demographics: responses by cell

3%	4%	4%	9%	10%	3%	36%	42%	51%	57%	8%	32%	95%	49%	90%	91%	2%	58%	35%	21%	26%	30%
18	33	40	53	56	63	73	84	94	96	98	101	102	108	109	111	115	116	129	139	153	159
0 (participation in previous primaries)	Pima	Hispanic	3 (participation in previous primaries)	Undeclared	Probably voting	65+	Male	Degree	Maricopa	18-35	4 (participation in previous primaries)	Definitely voting	No degree	Republican	White	I might or might not vote	Female	51-64	36-50	2 (participation in previous primaries)	1 (participation in previous primaries)

Demographics: responses by text

3%	36%	26%	42%	73%	2%	77%	42%	16%	95%	58%	64%	13%	17%	19%	22%	31%	58%	18%	23%	16%	3%	3%	15%
67	73	81	84	89	91	93	94	95	102	105	108	110	111	114	115	116	116	119	135	157	163	163	178
Probably voting	65+	4 (participation in previous primaries)	Female	White	I might or might not vote	Republican	No degree	2 (participation in previous primaries)	Definitely voting	Degree	Maricopa	Pima	0 (participation in previous primaries)	3 (participation in previous primaries)	1 (participation in previous primaries)	51-64	Male	36-50	Undeclared	Hispanic	Black	Asian / Pacific Islander	18-35



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