



Memorandum

The following memo is based on a National Research survey of 400 likely voters in the state of Arizona. The survey was conducted on October 7-9, 2023. The margin of error for this survey is +/- 4.9% at the 95% confidence interval. Contact Information: Adam Geller, National Research Inc.; adam@nationalresearchinc.com

State of the Race

The race for U.S. Senate in Arizona is wide open. Kari Lake begins the campaign with a small lead over Ruben Gallego in a three-way ballot, with Kyrsten Sinema trailing by double digits. In a two-way head to head ballot, Lake and Gallego are tied. This suggests that once again, all eyes will be on Arizona next year, with control of the Senate in the balance.

- Kari Lake leads Ruben Gallego 37%-33%, with Kyrsten Sinema at 19%. The remaining 10% are undecided. Gallego trails the other candidates among Independent voters.

	Total	GOP	Dem	Ind
Lake	37%	70%	2%	32%
Gallego	33%	5%	74%	26%
Sinema	19%	16%	13%	33%
Undecided	10%	9%	12%	9%

- In a two way, the race is a dead heat. In both the multi and the two-way, Lake has a higher ceiling among her base than Gallego has with his. And in both scenarios, Lake leads Gallego among Independents.

	Total	GOP	Dem	Ind
Lake	44%	80%	3%	43%
Gallego	44%	10%	88%	39%
Undecided	12%	10%	8%	18%

Survey Demographics

Party Registration

Republican	39%
Democrat	33%
Ind/Unaff/Other	28%

Gender

Male	52%
Female	48%

Race/Ethnicity

Non-Hispanic White	73%
African American	3%
Hispanic/Latino	18%
All Other	6%

Age

18-35	12%
36-50	22%
51-64	38%
65+	28%

Region/County

Maricopa County	60%
Pima County	15%
Pinal County	7%
All Others	18%

Data Collection Method

Live Telephone Interviews (LL and cell) and text to online

Sample Source

Voter List

National Research Inc. is a Republican survey research firm located in central New Jersey. They've been the campaign pollster for successful Republican presidential, gubernatorial, and congressional campaigns for the past 30 years. In addition to their political polling, they've conducted opinion research in the gaming, finance, retail, telecommunications and energy spaces. www.nationalresearchinc.com