



## TargetSmart Post-*Dobbs* Statewide Poll of 2022 Likely General Election Voters

*Poll fielded June 28-30 shows Democratic candidate for Governor Katie Hobbs has a narrow edge over GOP primary frontrunners Kari Lake, 47 to 38 percent, and Karrin Taylor Robson, 44 to 39 percent. Once respondents hear candidate reactions to the *Dobbs* decision, Hobbs' lead expands over Lake on the margin, 51 to 39 percent, but is unchanged at 47 to 41 against Robson. A broad coalition of women, Latinx voters, and unaffiliated voters drive Hobbs' edge today. Democrats are more closely following news about abortion than Republicans and GOP voters are less motivated to vote than Arizona Democrats by the issue of abortion.*

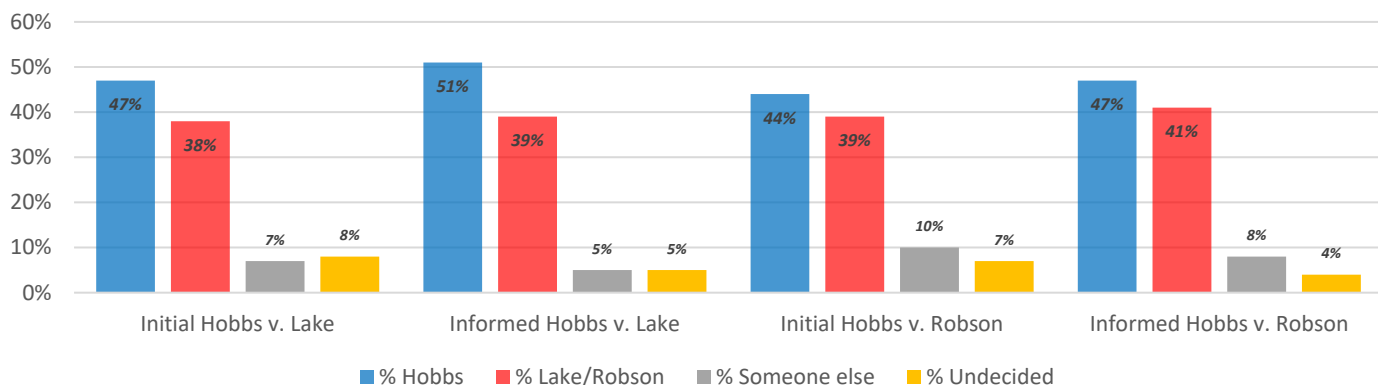
### Key Notes on Survey Methodology

- ✓ Sample size: n=704; margin of error: +/- 3.7%
- ✓ Mode: live phone (n=500), bilingual call-backs; SMS-to-bilingual web (n=204)
- ✓ Sample frame/model: likely 2022 General Election voters in Arizona
- ✓ Field dates: June 28-30, 2022

### Both GOP frontrunners for gubernatorial nomination fail to break 40% against Democrat Katie Hobbs.

Katie Hobbs holds a narrow advantage over both Kari Lake (47 to 38 percent) and Karrin Taylor Robson (44 to 39 percent), as measured using a split sample design (n=352 on each split/head-to-head for governor). The survey also tested each of the candidates' public responses to the Supreme Court's decision in *Dobbs*, and then re-tested the horserace for governor. As shown in **Figure 1**, negative sentiment towards Lake's anti-abortion rhetoric pushes Hobbs above majority, while Robson's less inflammatory response keeps the contest relatively status quo.

**Figure 1:** Hobbs ahead in all head-to-heads, above majority threshold when voters hear her and Lake's rhetorical responses to overturning of *Roe vs. Wade*



### Hobbs holds large advantages among unaffiliated voters, women, and Latinx voters.

In the days after the *Dobbs* decision, Katie Hobbs has rallied a coalition of Democrats, unaffiliated voters, women, voters of color, and voters who live in the most densely populated parts of the state – urban Phoenix, Maricopa County's inner suburban ring and Phoenix, and Pima County, home to Tucson. As shown in **Figure 2**, Democrats are more consolidated behind Hobbs today than Republicans are behind either of the to-be-nominated GOP candidates, and unaffiliated voters lean towards Hobbs as well. Hobbs overperforms partisan indicators among White voters, while racking up significant margins among Latinx voters and other voters of color. A large gender gap is present as well, as Hobbs trails on the margin among men while leading among women. And, while Hobbs trails in the state's rural counties and exurban communities in Maricopa County, she racks up big margins in vote-rich Phoenix, Phoenix's closer-in suburbs, and Pima County.

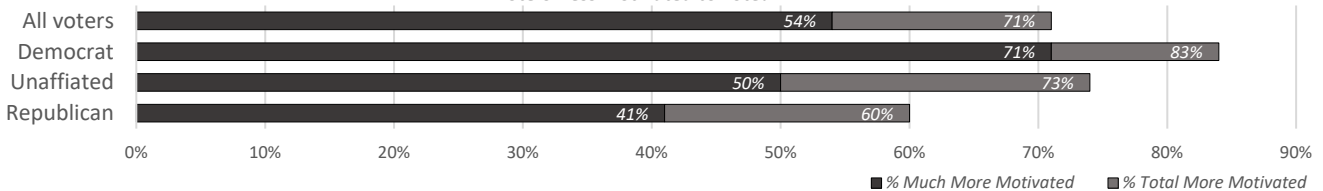
**Figure 2:** Hobbs ahead with women, voters of colors, unaffiliated women, and voters in most populated parts of Arizona

	% Hobbs	% Lake/Robson	% Undecided
Total	46%	38%	16%
Democrat	86%	9%	5%
Unaffiliated	48%	33%	19%
Republican	10%	67%	23%
White	45%	39%	16%
Hispanic/Latino/Latina	56%	26%	18%
POC	53%	33%	14%
Men	40%	45%	15%
Women	51%	33%	16%
East	34%	54%	13%
Maricopa Inner Suburbs	53%	35%	12%
Maricopa Outer Suburbs	26%	45%	30%
Maricopa Urban Core	59%	25%	16%
Pima	61%	28%	11%
West	39%	45%	16%

**Abortion appears to be a stronger vote motivator for Arizona Democrats than Republicans.**

Overall, we find that 7-in-10 Arizona voters believe the issue of abortion will make them more motivated to vote in 2022, with a 54 percent majority reporting it will make them *much more* motivated to vote. As shown in **Figure 3**, registered Democrats are 30-points more likely than registered Republicans to say that the issue of abortion makes them much more motivated to vote in 2022.

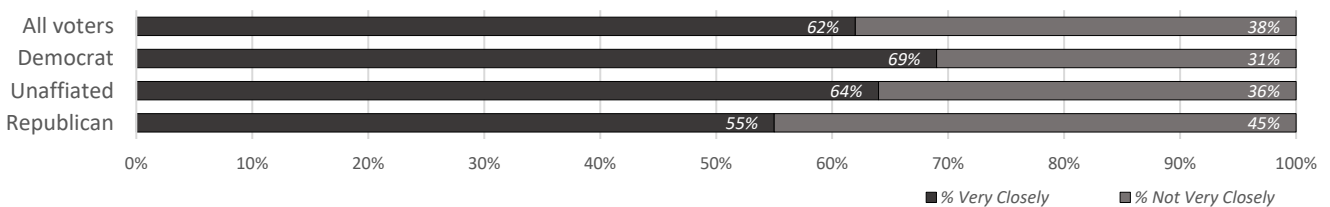
**Figure 3:** When it comes to voting in the November elections, does the issue of abortion make you more motivated to vote or less motivated to vote?



**Arizona Democrats are more closely following news about abortion than Arizona Republicans.**

In the immediate wake of the Dobbs decision, more than 6-in-10 likely Arizona voters report following news about the issue of abortion very closely and as shown in **Figure 4**, we measure a partisan gap in engagement on the issue, as roughly 7-in-10 Democrats are very closely following news about abortion in Arizona, while a narrow 55 percent majority of registered Republicans are doing the same.

**Figure 4:** How closely would you say you are following news about the issue of abortion these days?



**Hobbs leads by widest margin among the voters most engaged by the issue of abortion.**

We measure another clear impact of abortion on Arizona’s race for governor by examining how the candidates perform among voters who are more motivated by the issue and following news about the issue closely. As shown in

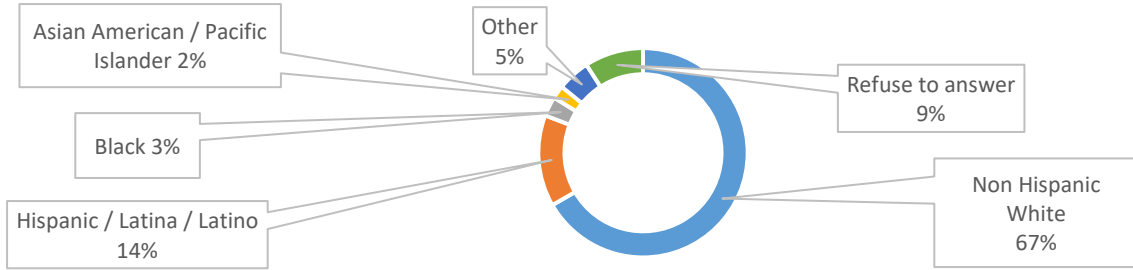
**Figure 5**, Hobbs leads by a wider than average margin among respondents who are very motivated to vote by the issue of abortion and respondents who are very closely following news about abortion.

**Figure 5:** Hobbs performs best among those voters that follow abortion news closely and those that are motivated to vote over the issue of abortion

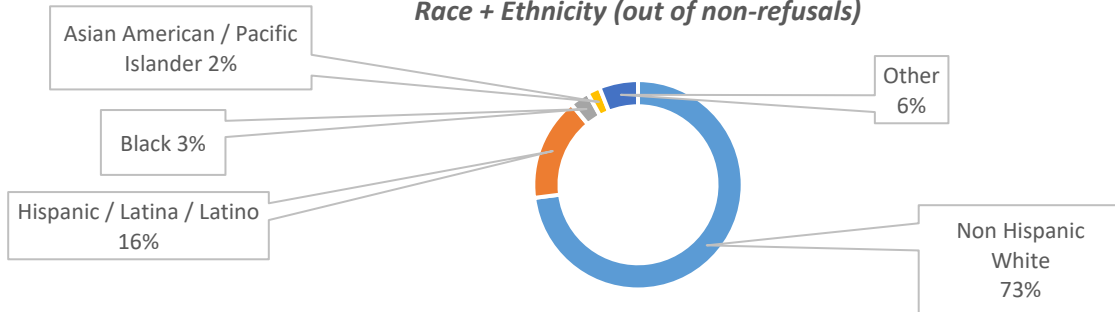
	% Hobbs	% Lake/Robson	% Undecided
Total	46%	38%	16%
Follows abortion news very closely	54%	31%	14%
Follows abortion news closely	47%	38%	15%
Does not follow abortion news closely	32%	46%	22%
Much more motivated to vote	61%	27%	13%
More motivated to vote	56%	32%	13%
Less motivated to vote	23%	63%	14%

## Survey Sample Demographics

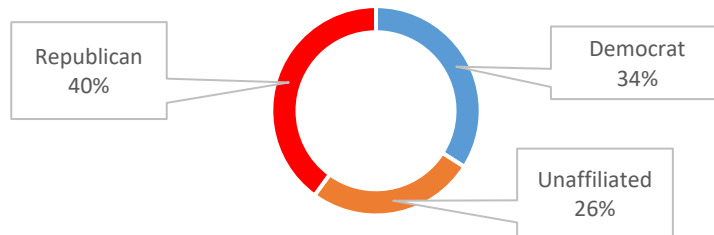
**Race + Ethnicity (out of all respondent)**



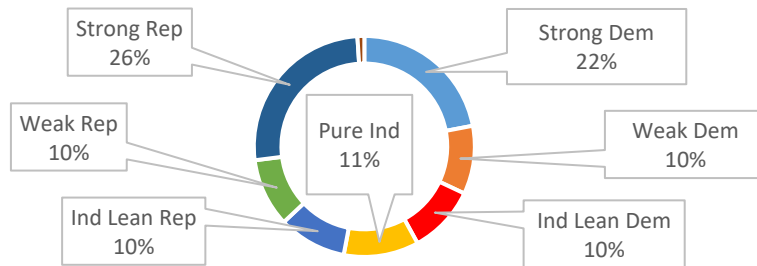
**Race + Ethnicity (out of non-refusals)**



**Party Registration**



**Party ID**



## Question Language Appendix – Candidate Statements

*Democratic candidate for Governor **Katie Hobbs** said quote, "Arizonans deserve a governor who has been on the frontlines of this fight for decades. I plan to do everything in my power as a mother, as a social worker, as a domestic violence advocate, and as governor to stop these unprecedented attacks and to secure women's rights for the next generation. I will fearlessly work to increase access to abortion services and reproductive care, use my veto pen to oppose any restrictive and extreme measures coming from the legislature, and make sure that women and families have the resources they need to thrive right here in Arizona."*

*In response to the Supreme Court overturning Roe versus Wade, Republican candidate for Governor **Kari Lake** said quote, "We've been able to correct a 50-year-old wrong. I'm incredibly thrilled that we are going to have a great law that's already on the books. It will prohibit abortion in Arizona except to save the life of a mother and I think we're going to be paving the way and setting course for other states to follow."*

*Republican candidate for governor **Karrin Taylor Robson** said quote, "I've been pro-life my whole life, and we may soon be delivered a whole new legal landscape that may require updating our state laws."*