



TO: Interested Parties

FR: Drew Sexton, Senior Advisor to the Biggs for Arizona Campaign

RE: Election Day Memo & The Weeks Ahead

DT: July 21, 2026

OVERVIEW

With Arizona's Primary Election Day wrapping, it is critical for the Biggs for Arizona (BFA) campaign, supportive stakeholders, and local and national media outlets covering Arizona's gubernatorial campaign to have context around tonight's results as well as expectations surrounding the next few weeks of the campaign.

WHERE ANDY BIGGS STARTED

While recent polls show Andy Biggs as the favorite in tonight's primary election, Biggs entered the campaign in January 2025 with his primary opponent already endorsed by President Trump. As late as August 2025, [one public poll](#) showed Karrin Taylor Robson, who had previously run statewide while Biggs had not, with a 10-point margin over Biggs and already spending money on TV.

Over time, Biggs' support grew through consistently making a [steady, disciplined case](#) against Katie Hobbs and refusing to get into fights with his Republican opponents. [Influential endorsers](#) and organizations in Arizona and across the country helped build momentum as BFA stayed focused on a general election message and contrasted Biggs' record of leadership in Arizona against Hobbs' dismal record of rising costs and incompetence. It has not been a [flashy or dramatic campaign](#); it has intentionally embodied Biggs' steady style of communicating and governing.

We expect Andy Biggs to win this evening, but by no means was this a guaranteed victory. Based on recent gubernatorial results around the country, there is no such thing as a coronation in an open, competitive primary. Winning campaigns are led by candidates that show up to events, are willing to debate, and can make their case to voters through a variety of local and national media outlets. Andy Biggs has done that and as a result, BFA is in strong shape to win this evening.

CONTEXT OF TONIGHT'S RESULTS

Over the last 40 years, Arizona Republicans have held notoriously tough gubernatorial primaries when they lacked an incumbent running for re-election. The [recent polls showing Andy Biggs](#) near or above 60% indicate he is on the verge of delivering a seismic, historic vote percentage and margin of victory.

The projected size of victory is Katie Hobbs' worst nightmare: ***Arizona Republicans are more united around Andy Biggs than any non-incumbent gubernatorial nominee in the past four decades.***

Arizona Republican nominees (non-incumbent) and vote total %

1986: Evan Mecham 53.74%

1990: Fife Symington 43.78%

2002: Matt Salmon 55.99%

2006: Len Munsil 50.56%

2014: Doug Ducey 37.05%

2022: Kari Lake 47.97%

Despite turnout being lower than past cycles due to the lack of spending in a U.S. Senate race for the first time since 2014 and this being the first recent primary election to take place with early ballots going out ahead of the 4th of July weekend when most Arizonans go on vacation, ***Biggs has brought the party together more efficiently and effectively than any recent Republican nominee.***

THE CAMPAIGN AHEAD

Stakeholders and media members should also keep in mind that over the past quarter, Katie Hobbs' campaign has spent a mind-numbing \$7.4M and is limping into the general election with only \$1.4M cash on hand based on their [most recently amended report](#). ***BFA is only behind the Hobbs's campaign by \$150K COH, a stunning turn of events after Hobbs previously held a COH advantage of over \$6M.*** Over the past month, [Andy Biggs has also been attacked](#) by close to \$1M of negative ads via taxpayer funds awarded to one of his primary opponents.

BFA fully expects the Hobbs campaign or a Democrat-aligned group to release a ridiculously favorable poll for the incumbent in the next week showing Hobbs with a double-digit lead to try and depress enthusiasm for Andy Biggs and keep Republican donors and organizations on the sideline.

This poll should be dismissed and instead, interested parties need to keep the following points in mind:

1. Republicans still have a significant 7-point registration advantage over Democrats in Arizona; any poll should acknowledge that gap in its projected turnout of the electorate.
2. Significant efforts in field organizations designed to turn out Republican voters who do not historically show up in midterm elections are underway.
3. Polls conducted in the summer months for general elections in Arizona are historically unreliable and have been used to thwart Republican investment in the state; a Fox News poll in August of 2020 gave [Mark Kelly an astronomical 17-point lead](#) over Martha McSally in a race that ended at a 2.5-point margin.
4. [Most of the public polling on Katie Hobbs](#) shows her stuck in the low 40s in ballot tests; while she is not disliked by Arizonans as a whole, they are not currently comfortable re-electing someone who has held statewide office for nearly a decade.
5. There will be two other candidates on the gubernatorial ballot, with the No Labels Party and the Green Party qualifying for the November election. Any future poll without these parties and their actual nominees included should be dismissed.
6. Andy Biggs has yet to be officially polled as the Republican nominee; there will be a natural bump for him in the coming weeks as Republicans rally around his campaign.

MOVING FORWARD

Starting on Wednesday morning, the BFA campaign is prepared to aggressively target Independent and PND voters with paid media on a variety of platforms and introduce Andy Biggs to the general electorate.

Polling has shown that Biggs' background as a prosecutor, his partnership with Senator John McCain on the [Ashlynnne Mike Amber Alert Act](#), and his work on legislation [like the CSAFE Act](#) to protect children from predators is overwhelmingly well-received by Arizonans. The campaign is committed to telling this story as well as reminding newer Arizonans of Biggs' work as Senate President to [structurally balance our state's budget](#) and get our [state's economy booming again](#) after the Great Recession. There is also a winning contrast between Biggs' pro-growth vision to eliminate the state income tax and bring down housing costs with Hobbs' [harmful housing moratorium](#) and her terrible record on [job growth](#), [wage growth](#), [affordability](#), and rising utility costs.

The campaign also believes that Hobbs is uniquely vulnerable when it comes to her record of corruption and incompetence, [from her criminal investigation for an alleged pay-to-play scheme](#) to the lobbyist-funded junket to Mexico City where she told a constituent ["it's none of your business"](#) who paid for her trip to [her vetoes on public safety](#) that are related to the state's rise in fentanyl deaths. These are non-partisan topics that bring into question [her ability to govern competently](#) and play into an image of her that Arizonans already believe: [she is weak](#), [she has no vision for the state](#), and she's unable to defend her record in public or [on the debate stage](#).

The campaign has led the effort on driving these stories on social and earned media, but there is a major opportunity for Arizonans to learn more about Hobbs' record through an aggressive paid media effort.

CONCLUSION

Andy Biggs and the BFA campaign are in the strongest position of any non-incumbent Arizona Republican gubernatorial nominee in the last four decades. Supporters should feel confident that the campaign has consistently raised more money each quarter, conserved its resources wisely, stayed on message, and avoided major missteps and dustups that have plagued recent statewide candidates.

Expect the push poll to be released in the coming days but do not let that take your eye off the ball: ***Andy Biggs has a great story to tell of competence vs Katie Hobbs' chaos and he will be the next Governor of Arizona with the right investment and support from local and national Republicans.***