AZ-5 POLL: MARK LAMB HOLDS MASSIVE LEAD

Conducted December 2-5, 2025. Sample size: 500 likely Republican primary election voters.
Commissioned by Mark Lamb.

Executive Summary

This Executive Summary will be shorter than most, because this race is simpler than most. Mark Lamb is the undisputed frontrunner in the race to succeed Rep. Andy Biggs in Arizona's 5th Congressional District. "Undisputed frontrunner" is actually a bit of an understatement, as Lamb currently commands an astounding 64% of the vote, while all of his opponents are mired in the low single digits. Even if the race narrows to just Lamb and Keenan, as some are expecting it to, Lamb's lead only expands. To put it simply, anyone running against Lamb in the Republican primary is on a suicide mission.

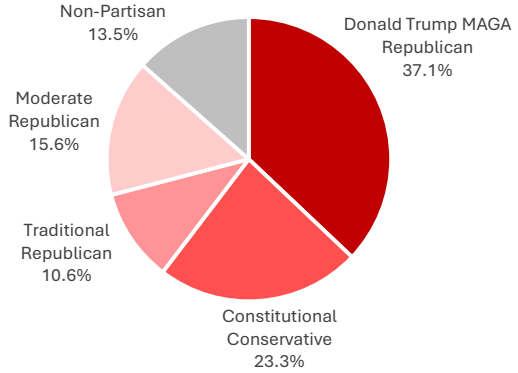
Lamb's impressive numbers go beyond just the primary election ballot. He is extremely popular in the 5th District, earning a higher Positive Name ID than Rep. Biggs and scoring higher for likability than both Rep. Biggs and President Trump. He can attribute much of his success to his broad appeal across the right wing: Lamb notches higher likability scores than Trump, Biggs, and all of his primary opponents among Constitutional Conservatives, Traditional Republicans, Moderate Republicans, and even Non-Partisans planning to vote in the 2026 Republican primary.

In summary, Lamb has a head start, broad appeal, and an endorsement from President Trump. Betting against him would be unwise. **Read on to learn more.**

✓ **Ben Galbraith**
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Type of Republican

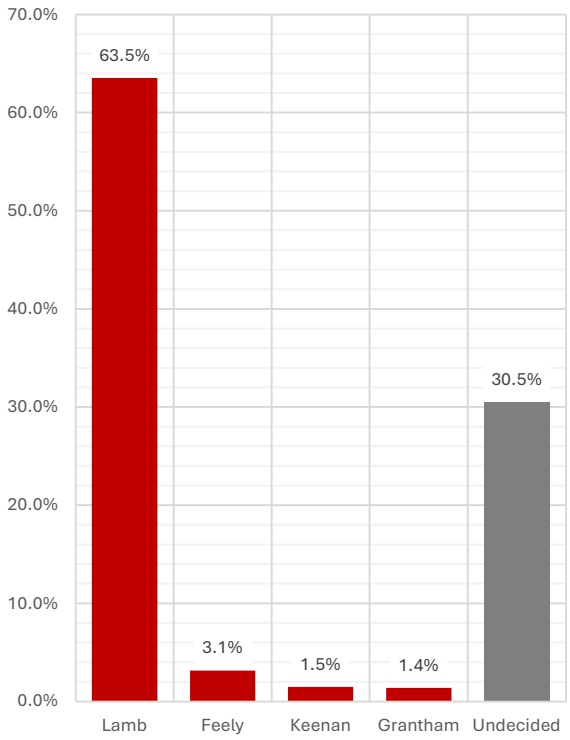
We asked voters which "type" of Republican they consider themselves to be. Despite the fact that Arizona has semi-open primary elections, the AZ-5 GOP primary electorate is nevertheless overwhelmingly conservative. 37% self-identify as MAGA Republicans, and another 23% as Constitutional Conservatives. Fewer than 3 in 10 are Moderate Republicans or nonpartisans.



4-Way Republican Primary Ballot

On the 4-way ballot, Lamb (64%) absolutely dominates his opponents. At 3.1%, Feely is Lamb's closest competitor – trailing by more than 60 points. Keenan and Grantham each register less than 2% support, while just under a third of the electorate remains undecided.

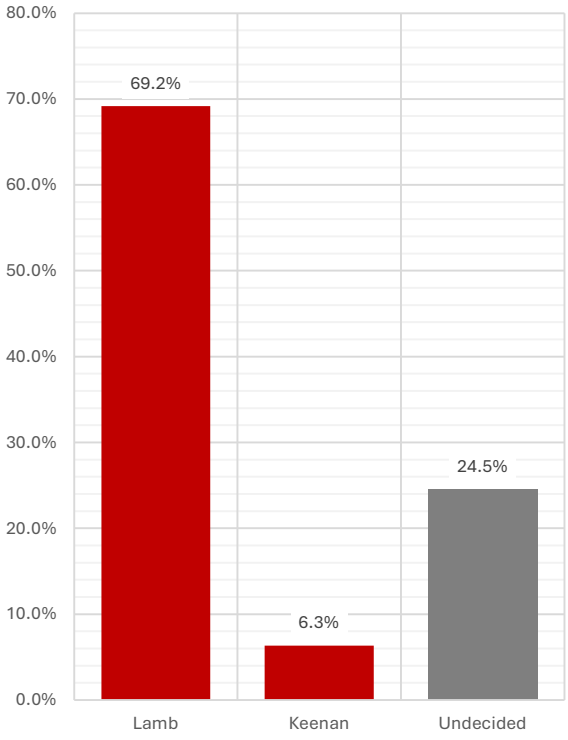
It is difficult to overstate just how dominant Lamb's position is. He leads among every type of Republican – including nonpartisans – by more than 40 points. He wins 76% of the vote in Pinal County and 59% of the vote in Maricopa County. He leads by more than 40 points among men, women, younger voters, middle-aged voters, older voters, and just about every single demographic.



2-Way Republican Primary Ballot

Narrowing the race to two candidates actually *extends* Lamb's lead. In the 2-way ballot, he leads by 63 points, 3 points more than in the 4-way ballot. In this situation, Lamb receives nearly 70% of the vote, more than 10 times Keenan's vote share. Fewer than a quarter of voters would remain undecided.

Frankly, whether Lamb faces 1 opponent or 3 opponents in the Republican primary is unlikely to make much of a difference. He is the overwhelmingly clear leader in either situation.



Candidate Favorability

We asked voters to rate each candidate (as well as Biggs and Trump) on a scale from 1 to 5, with 1 being extremely negative and 5 being extremely positive. Respondents could also indicate that they had no opinion of each candidate. The results of these questions, as well as some brief commentary, are included below. The best values for each metric are highlighted in green.

	Grantham	Feely	Keenan	Lamb	Biggs	Trump
1	5.1%	4.3%	3.1%	4.6%	10.8%	11.3%
2	4.2%	3.0%	2.7%	2.8%	6.1%	1.8%
3	13.0%	14.1%	10.4%	9.9%	13.4%	10.1%
4	8.1%	9.3%	8.2%	19.8%	23.6%	26.7%
5	2.1%	4.5%	2.6%	48.2%	36.8%	49.5%
No Opinion	67.6%	64.8%	73.1%	14.6%	9.3%	0.6%
Positive Name ID	10.1%	13.8%	10.8%	68.0%	60.4%	**76.2%**
Negative Name ID	9.3%	7.3%	**5.7%**	7.4%	16.9%	13.2%
Total Name ID	32.4%	35.2%	26.9%	85.4%	90.7%	**99.4%**
Average Opinionated Rating (AOR)	2.93	3.19	3.17	**4.22**	3.77	4.02
AOR w/ MAGA Republicans	3.11	3.53	3.54	4.56	4.49	**4.80**
AOR w/ Constitutional Conservatives	3.31	3.18	3.37	**4.33**	3.96	3.95
AOR w/ Traditional Republicans	2.51	3.10	2.84	**4.11**	3.47	4.00
AOR w/ Moderate Republicans	2.31	2.78	2.29	**3.86**	3.04	3.23
AOR w/ Non-Partisans	2.64	2.81	3.01	**3.63**	2.53	2.90

Among the AZ-5 candidates, Lamb once again stands head and shoulders above the rest of the field. Lamb notches 68% Positive Name ID, while his competitors each sit below 14%. At 85% Total Name ID, Lamb dwarfs the other candidates, who all sit somewhere between 27% and 35%. Importantly, Lamb's Average Opinionated Rating (AOR) – a metric which approximates candidate likability – sits at 4.22 out of 5, which would be an impressive value for any candidate anywhere in the country. The other three candidates hover just above or below the 3.0 (neutral) mark.

Lamb outperforming his opponents was to be expected. What was less expected was his outperformance of Biggs and Trump across several metrics. For instance, more AZ-5 voters hold a positive opinion of Lamb than of Biggs, and Lamb easily tops both Biggs and Trump when it comes to AOR. Upon closer inspection, we see that Lamb is more likable than Biggs among every single type of GOP primary voter, and only trails Trump among Donald Trump MAGA Republicans. Undoubtedly, Lamb's greatest asset at the moment is his broad appeal across all types of Republican primary voters.