Demonstration release: a statewide gubernatorial ballot test

A worked example of how Integrity Polling reports a horse-race poll, with every ballot-qualified candidate named.

Field dates Sep 14–18, 2026 · n = 1,012 · ±3.4 pts · integritypolling.com/polls/sample-statewide-governor-ballot-test/

SAMPLE / DEMONSTRATION DATA

This document demonstrates the toplines template. No survey was fielded; every number is illustrative.

Methodology

Population	Likely voters (screened from 1,418 registered voters), statewide
Sample size	n = 1,012
Field dates	Sep 14–18, 2026
Mode	Mixed mode: text-to-web (58%), live telephone to cell and landline (31%), probability-based online panel (11%)
Sampling frame	Statewide registered-voter file, stratified by region, age, party registration and vote history
Weighting targets	Age · Sex · Race/ethnicity · Education · Region · Party registration · 2024 presidential vote recall
Margin of sampling error	±3.4 percentage points at 95% confidence. Includes a design effect of 1.21. Subgroup margins are larger and are noted beneath each crosstab.
Response rate	AAPOR RR3 3.9% (telephone); 12.4% completion rate (text-to-web)
Languages	English and Spanish
Sponsor / funding	Integrity Polling.

Topline results

If the election for governor were held today, for whom would you vote?

Likely voters, n = 1,012. Candidate order rotated. All four ballot-qualified candidates read by name.

RESPONSE	SHARE OF LIKELY VOTERS
Maria Delgado (Democratic)	44%
Thomas Reed (Republican)	40%
Alicia Park (Libertarian)	7%
Devon Okafor (Green)	2%
Another candidate	1%
Undecided	6%

Candidate favorability

Likely voters. Rows sum to 100 across favorable, unfavorable, and never heard / no opinion.

RESPONSE	FAVORABLE	UNFAVORABLE	NEVER HEARD / NO OPINION
Maria Delgado	46%	41%	13%
Thomas Reed	43%	44%	13%
Alicia Park	24%	19%	57%
Devon Okafor	11%	14%	75%

Most important issue facing the state

Likely voters. One response accepted; list rotated.

RESPONSE	SHARE OF LIKELY VOTERS
Cost of living	31%
Housing	17%
Public safety	13%
Education	12%
Health care	10%
Immigration	8%
Something else	9%

Question wording, in the order asked

S1 Are you currently registered to vote at your current address?

Yes · No · Not sure

Respondents answering No or Not sure were thanked and the interview ended.

S2 How likely are you to vote in the November general election for governor? Would you say you will definitely vote, probably vote, that the chances are about 50-50, that you probably will not vote, or that you definitely will not vote?

Definitely vote · Probably vote · 50-50 · Probably will not vote · Definitely will not vote

Likely voters are respondents who said they will definitely or probably vote, plus 50-50 respondents with a record of voting in two of the last three general elections.

Q3 If the election for governor were held today and the candidates were [ROTATE: Maria Delgado, the Democrat; Thomas Reed, the Republican; Alicia Park, the Libertarian; Devon Okafor, the Green Party candidate], for whom would you vote?

Maria Delgado · Thomas Reed · Alicia Park · Devon Okafor · Another candidate (accepted, not read) · Undecided (accepted, not read)

Every candidate who had qualified for the general-election ballot as of the first day of fielding was read by name, in rotated order. Undecided respondents were not asked a leaner question; we report the undecided share as is.

Q4 How certain are you of your choice? Would you say you are certain, or that you might change your mind before the election?

Certain · Might change my mind · Not sure

Asked of respondents who named a candidate in Q3.

Q5 Do you have a favorable or unfavorable opinion of Maria Delgado, or have you never heard of her?

Favorable · Unfavorable · Never heard of · Heard of, no opinion

Q6 Do you have a favorable or unfavorable opinion of Thomas Reed, or have you never heard of him?

Favorable · Unfavorable · Never heard of · Heard of, no opinion

Q7 Do you have a favorable or unfavorable opinion of Alicia Park, or have you never heard of her?

Favorable · Unfavorable · Never heard of · Heard of, no opinion

Q8 Do you have a favorable or unfavorable opinion of Devon Okafor, or have you never heard of him?

Favorable · Unfavorable · Never heard of · Heard of, no opinion

Q5–Q8 asked in the same rotated order as the ballot test.

Q9 Which one of the following is the most important issue facing the state today? [ROTATE LIST]

Cost of living · Housing · Public safety · Education · Health care · Immigration · Something else (specify)

D1–D7 Demographic items: age, gender, race and ethnicity, highest level of education, county of residence, party registration confirmation, and 2024 presidential vote. Exact wording is in the questionnaire download.

Percentages may not sum to 100 because of rounding. Subgroup margins of error are larger than the overall margin. Crosstabs with unweighted sample sizes: /downloads/sample-statewide-governor-ballot-test-crosstabs.csv. Full methodology: integritypolling.com/methodology/