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TO: REPRESENTATIVE MARTHA MCSALLY

FROM: CHRIS WILSON, ALEX MUIR

SUBJECT: ARIZONA SENATE STUDY KEY FINDINGS

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The following memorandum illustrates research findings regarding the 2018 Republican primary election for U.S. Senate in Arizona. WPA Intelligence conducted a benchmark survey among Republican primary voters in Arizona from November 15-16, 2017, gathering insights from n=500 Arizonans. The margin of error in this study is $\pm 4.4\%$.

Head-to-Head Ballot

On a head-to-head ballot with Kelli Ward Representative Martha McSally is leading by two points, with one-in-four Republican primary voters undecided (26%).

McSally	Ward	Undecided
38%	36%	26%

Representative McSally performs strongest among both men 55+ (40%) and women 55+ (39%). Women 18-54 are currently split evenly between Representative McSally (33%), Kelli Ward (34%), and undecided (34%).

	McSally	Ward	Undecided
Men 18-54	34%	38%	28%
Men 55+	40%	38%	21%
Women 18-54	33%	34%	34%
Women 55+	39%	36%	26%

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Summary

Contrary to what some public polls suggest*, Kelli Ward does not hold a strong position in the Primary race for United States Senate in Arizona. The limitations of these poorly-conducted surveys have created a misleading dialogue about the state of the nomination contest.

In fact, before any campaign efforts, Representative McSally starts off with a two-point lead on the ballot in a head-to-head race with Ward with one-in-four Republican primary voters are undecided.

This is a remarkable starting place for a campaign against Ward, who has been running for statewide office for two years now. The McSally campaign is in an excellent position to build a winning Primary coalition simply by increasing her statewide name recognition, and thus building on the existing ballot advantage. In addition, the 55+ demographic so central to a Primary victory shows McSally leading with both genders.

*Sources

OH Predictive Insights, Ward +8 (42-34), November 9

Data Orbital, Ward +7.8 (26.4-18.6), October 26-28

Revily, Ward +10.7 (31.5-20.8), October 28-31

Research Design

WPA Intelligence conducted a study of Republican primary voters in Arizona.

WPAi selected a random sample of likely voters from the Arizona voter file using Proportionate Probability Sampling (PPS). The sample for this survey was stratified based on geography, age, gender, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results

WPAi conducted 500 live telephone interviews from November 15-16, 2017. The study has a sample size of n=500 Republican primary voters with a margin of error $\pm 4.4\%$ in 95 out of 100 cases.

About WPAi

Since 1998, WPAi has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2015-2016 election cycle, 87% of WPAi clients won. WPAi clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPAi has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPAi for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national polling trends and deliver industry-leading results.

In addition to our political and policy research, WPAi has conducted market research for more than 120 United States Fortune 500 corporations, donor research for more than 250 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.