



MEMORANDUM

TO: INTERESTED PARTIES

FROM: GLEN BOLGER

RE: STATUS OF ARIZONA SENATE REPUBLICAN PRIMARY

DATE: JULY 11, 2016

Methodology

NMB Research, under the direction of pollster Glen Bolger, conducted a statewide survey of Republican primary voters in Arizona for Arizona Grassroots Action. The survey was completed June 25-27, 2016 among five hundred (500) likely primary voters, including 125 interviews with cell phone respondents, and has a margin of error of $\pm 4.38\%$ in 95 out of 100 cases.

Key Findings

1. ***Kelli Ward's image is getting significantly worse with primary voters.***

Back in our January survey, Ward had 39% name ID, with 15% favorable and 5% unfavorable. Now, her name ID is up to 60%, but her image has tanked – 16% favorable/18% unfavorable. The pressure that we see the campaign putting on her, as well as the messaging that Arizona Grassroots Action is driving about Ward is clearly damaging her.

2. ***The ballot test movement is encouraging, as Ward's image drop has also hurt her on the ballot.***

McCain leads Ward 47%-22%, with Alex Meluskey polling 6% and Clair Van Steenwyk earning 2% support. McCain's definite support of 28% is higher than Ward's 22% overall (she has 11% definite vote).

Back in January, when we only tested a two-way race, McCain had just a 47%-40% lead over Ward. His number has not changed at all, while Ward has cratered.

The Bottom Line

Senator John McCain has significantly increased his ballot advantage over Kelli Ward. The more voters get to know Ward, the less they like her. Ward is going to have a difficult time recovering from the damage that is being done to her.