



CONFIDENTIAL MEMORANDUM

TO: SAVING ARIZONA PAC

FROM: TONY FABRIZIO, DAVID LEE, & TRAVIS TUNIS

RE: AZ SENATE RACE VERY COMPETITIVE – MASTERS HAS THE TOOLS TO DEFEAT KELLY

DATE: AUGUST 3, 2022

Fabrizio, Lee & Associates recently completed a survey of $n=800$ likely general election voters in Arizona (see methodology statement & key demographics on last page). We found a U.S. Senate race that starts off as very competitive, with incumbent Sen. Kelly facing significant headwinds from a highly unpopular Joe Biden and a belief that he has been more liberal and in lockstep with Biden than voters believed when they elected Kelly two years ago. Furthermore, once Arizona voters learn more about some key differences between GOP nominee Blake Masters and Kelly, they shift markedly towards Masters, highlighting his ability to win this election.

Political Environment in Arizona is Divided, with Biden's Poor Job Performance Helping the GOP

President Biden is more than 20-points underwater on his job approval in Arizona. Only 38% approve of the job he is doing, with a paltry 13% *strongly* approving. Conversely, a clear 61% majority disapprove of the job he is doing, nearly all of whom *strongly* disapprove. Not only is Biden's approval rating heavily negative, but intensity is significantly stronger behind those who disapprove.

Among voters who are undecided in the U.S. Senate race, disapproval of Biden is near universal, with only 2% approving and an overwhelming 85% disapproving, including 63% who *strongly* disapprove. The President is the most unpopular with the most important voters.

<i>Generally speaking, do you approve or disapprove of the job Joe Biden is doing as President?</i>		
	<i>All</i>	<i>Und</i>
TOTAL APPROVE	38	2

TOTAL DISAPPROVE	61	85
Strongly approve	13	0
Somewhat approve	25	2
Somewhat disapprove	8	23
Strongly disapprove	52	63
DK/Refused (DO NOT READ)	1	12

All things being equal, voters in Arizona are split dead even on a generic Senate ballot between a Republican and a Democrat, 46% - 46%. When framed as a Republican who will check & balance Biden and the liberal Democrats in Congress against a Democrat who will support them, the GOP candidate takes a slight 2-point lead. It is clear a Republican can win in Arizona and Biden’s presence as the leader of his party will only help the GOP.

Voters who are undecided in the U.S. Senate ballot lean significantly to the right on the generic and described ballots, backing the GOP candidate by 27 and 29-points, respectively. These undecided voters are going to end up breaking hard toward Blake Masters.

<i>All other things being equal, if the election for U.S. Senator were held today, would you be MOST likely to vote for the Republican candidate or the Democratic candidate for Senator?; More specifically, if the election for U.S. Senator were held today, would you be MOST likely to vote for a Republican candidate for U.S. Senator who will be a check and balance on President Joe Biden, the Liberal Democrats in Congress, and their policies OR a Democratic candidate who will support President Joe Biden, the Liberal Democrats in Congress, and their policies?</i>								
		REPUB- LICAN	DEMO- CRAT	Def GOP	Prob GOP	Prob Dem	Def Dem	Unsure/ Depends
Generic Ballot	<i>Overall</i>	46	46	41	6	5	41	8
	<i>Undecideds</i>	37	10	30	7	7	4	52
Described Ballot	<i>Overall</i>	48	46	44	4	4	42	6
	<i>Undecideds</i>	41	12	31	10	6	6	47

Plurality of Arizona Voters DO NOT want to re-elect Kelly thanks to Kelly’s perceived Liberalism and Lack of Independence

Only 45% of voters say they will vote to re-elect Mark Kelly, while 48% say they will vote against him, a clear sign that he will face issues in repeating his 2020 performance. Just 6% are unsure at this point, so there is very little room for him to improve either.

<i>Which of the following statements regarding Mark Kelly comes CLOSEST to your current vote intentions?</i>	
TOTAL RE-ELECT KELLY	45
TOTAL VOTE AGAINST KELLY	48
I will DEFINITELY vote to re-elect Mark Kelly as U.S. Senator regardless of who runs against him.	38
I will PROBABLY vote to re-elect Mark Kelly as U.S. Senator, but it depends on who runs against him.	8
I am UNSURE how I will vote in the U.S. Senate election at this point.	6
I will PROBABLY vote against Mark Kelly as U.S. Senator, but it depends on who runs against him.	41
I will DEFINITELY vote against Mark Kelly as U.S. Senator regardless of who runs against him.	7

These lackluster numbers can be traced to Kelly not being what Arizona voters thought he would be when they elected him two years ago. Nearly three quarters agree that, despite promising to be an independent voice, Kelly has been in lockstep with Biden’s policies and agenda. Furthermore, a clear majority of Arizonans expected to get someone much more moderate than what Kelly has turned out to be, as 58% agree that his voting record has “turned out to be much more liberal than I expected,” while just 33% disagree with that statement.

<i>Please tell me whether you agree or disagree with each of the following statements.</i>							
	TOTAL AGREE	TOTAL DISAGREE	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	DK/Ref (DNR)
Despite promising to be an independent voice, Mark Kelly has supported President Biden’s policies and agenda nearly 100% of the time.	74	15	47	26	11	4	11
Mark Kelly’s voting record has turned out to be much more liberal than I expected.	58	33	36	15	18	19	13

Kelly Wins a Plurality on the Ballot, but is Buoyed by Higher Name ID and has already Maxed out what Democrats hope is the secret weapon – Abortion voters

Overall, Mark Kelly leads Blake Masters by a 49% - 44% margin, with 7% of voters undecided, who, as noted earlier, will likely end up breaking by significant margins in Masters’ direction. However, this can partially be explained by Kelly’s significantly higher name ID. When the two candidates are put on an “even playing field” of awareness, the race is a dead heat. The more well-known Masters becomes, the tighter this race will become.

<i>If the election for U.S. Senator were held today and the candidates were (ROTATE NAMES) Blake Masters, the Republican, and Mark Kelly, the Democrat, for whom would you vote?</i>						
	<i>Overall</i>	<i>Heard Both</i>	<i>Opinion Both</i>	<i>Inflation #1 Issue</i>	<i>Abortion #1 Issue</i>	<i>Border #1 Issue</i>
TOTAL MASTERS	44	47	47	60	8	88
TOTAL KELLY	49	47	49	27	90	5
Definitely Masters	38	41	42	49	7	76
Probably Masters	6	7	5	11	1	12
Probably Kelly	4	4	3	7	4	2
Definitely Kelly	45	43	46	20	87	3
Undecided	7	6	4	13	2	8

The limiting factor for Kelly is that among voters who say abortion is their most important issue (15%), he has already reached his ceiling. Kelly cannot use that issue to build support with any significance. On the other hand, inflation and rising costs is the top issue to a 20% plurality of voters, and while Masters is already winning these voters by a more than 2-to-1 margin, he is far from maxing out these voters. With the unfortunate economic news continuing to come out, Biden and Kelly’s big spending policies will push more of these voters towards Blake Masters.

Candidate Contrast Messaging make Clear that Blake Masters can Win this Race

When Arizona voters learn some key facts about Masters’ and Kelly’s beliefs and actions, the ballot can shift noticeably in Masters’ direction by a net of 8 or 9 points, putting him into the lead. For instance, Masters’ opposition to surprise medical billing in comparison to Kelly serving on the board of a company that is known for doing just that results in a Masters 4-point lead. Similarly, their differences on COVID stimulus checks, raising families in America, and approach to pharmaceutical companies all result in a Masters lead of 3-4 points.

Who are you more likely to vote for U.S. Senate?(READ AND ROTATE CHOICES)

	Blake Masters	Mark Kelly	DK/Ref (DNR)
Blake Masters who believes no American should be bankrupted by medical bills and supports a healthcare system that is transparent and open to the free market...OR... Mark Kelly who sat on the board of Angel MedFlight, an air ambulance company that has been known for surprise medical billing that can bankrupt hard working Americans without their consent.	48	44	8
Blake Masters who would crack down on taxpayer-benefit fraud, including those who illegally took stimulus checks and loans during the COVID pandemic...OR... Mark Kelly voted against stopping prison inmates from receiving taxpayer-funded benefits five separate times, which allowed prisoners to receive more than \$1 billion dollars in taxpayer-funded stimulus payments while in jail.	47	43	10
Blake Masters who believes that we need to work to return to an America where you can raise a family on just one income and not need both parents to work in order to provide a good life for your family... OR... Mark Kelly whose has voted to give free taxpayer benefits like medical care and tuition to illegal immigrants and voted to give billions in stimulus checks to prison inmates.	48	45	7
Blake Masters who will push for legislation that forces pharmaceutical companies to charge Americans the same low prices they charge Europeans for the same medicine...OR... Mark Kelly who has repeatedly attacks pharmaceutical companies and politicians who accept contributions from them, but has hypocritically received thousands of dollars in contributions from lobbyists for some of the largest pharmaceutical companies in the world.	47	44	8

BOTTOM LINE: Despite “DC conventional wisdom” and Kelly’s vast war chest, the AZ Senate race starts off in a very competitive position. If Masters has the financial resources to continue to effectively tie Kelly to Biden and his failed policies while highlighting his own popular positions, Masters can defeat Kelly in November.

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a survey of 800 likely 2022 general election voters from July 13th – 14th in Arizona. The interviews were split 35% cell phone/35% SMS to web/30% landline phone, using live operators for the cell phone and landline phone portions. Geography was matched to past voter turnout in recent midterm elections. Gender, age, race/ethnicity, and education were matched to demographic profiles of likely voters based on the state data, state voter file, and exit poll data. Respondents were randomly selected from lists of known voters and new registrants since the 2020 general election. The margin of error at the 95% confidence interval for 800 voters is $\pm 3.46\%$.

KEY DEMOGRAPHICS

Party

Republican	38%
Independent	26%
Democrat	34%
Something else (SPECIFY)	2%

Race/Ethnicity

White	73%
Latino/Hispanic	18%
American Indian/Indigenous	3%
African American/Black	3%
Asian American	2%
Other (DO NOT READ)	<1%
DK/Refused (DO NOT READ)	<1%

Age

18-34	18%
35-44	14%
45-54	17%
55-64	21%

65+	31%
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Education

High School or less	22%
Some College	37%
4-Year College degree+	41%

Gender

MALE	47%
FEMALE	53%
Female, working outside the home	27%
Female, homemaker	26%
Female/Refused	<1%

DMA/County

PHOENIX DMA	79%
Maricopa County	60%
Rest of DMA	19%

TUCSON DMA	19%
Pima County	16%
Rest of DMA	3%
YUMA DMA	2%

General Election Vote History (2020, 2018, 2016, 2014)

4-of-4	41%
3-of-4	24%
2-of-4	14%
1-of-4	14%
New Registrants	7%