



Arizona Poll Results

Ward 47%, Flake 21% (3% Tutora, 29% undecided)

22% would renominate Flake (66% want someone else, 13% undecided)

POLLING METHODOLOGY

For this poll, a sample of likely Republican households for an automated poll was chosen from the population registered to vote in the state of Arizona, and there were 500 completed responses to nine poll questions.

The survey was conducted August 26-27. The margin of error, with a 95% confidence interval, was 4.4%. The demographic breakdown of the respondents was 87-5-3% white/Hispanic/black (2% were Asian and 3% were “other”), while the geographic breakdown of the respondents was as follows: 12% from the Phoenix media market outside Maricopa County, 68% from Maricopa County, and 21% from the Tucson media market (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

Question 1: Do you approve or disapprove of the job performance of President Donald Trump?

Approve	76%
Disapprove	21%
No Opinion	3%

Question 2: If the Republican primary election for US Senate were held today, which candidate would you support?

Ward	47%
Flake	21%
Tutora	3%
Undecided	29%

Question 3: Do you have a favorable or unfavorable opinion of Jeff Flake?

Favorable	22%
Unfavorable	67%
No Opinion	9%
Never Heard	2%

Question 4: Do you have a favorable or unfavorable opinion of Kelli Ward?

Favorable	43%
Unfavorable	23%
No Opinion	23%
Never Heard	11%

Question 5: Do you think that Senator Jeff Flake should be the Republican nominee in next year's Senate race, or would you favor someone else?

Renominate Flake	22%
Someone else	66%
Undecided	13%

Question 6: If President Trump were to make an endorsement in the Republican U.S. Senate primary, would you be more or less likely to support the candidate he endorses?

More Likely	56%
Less Likely	19%
No Difference	25%

Question 7: President Trump recently described Senator Jeff Flake as "weak on borders, crime, and a non-factor in the Senate." Given that President Trump wants to unseat Senator Flake in the Republican primary, would you be more or less likely to support Senator Flake's re-election?

More Likely	21%
Less Likely	60%
No Difference	19%

Question 8: To ensure that our survey responses are most accurate, are you male or female?

Female	51%
Male	49%

Question 9: And for demographic purposes, what is your age?

18-34	2%
35-54	20%
55-64	26%
65 or older	52%

SUMMARY

JMC Analytics and Polling independently conducted this poll for the Arizona U.S. Senate Republican primary to be held next year. Next year's Senate race already has the potential to be competitive, given that (1) Senator Flake won his first term in 2012 with a 49-46% plurality (running behind Mitt Romney's 54%), and (2) in last year's Presidential election, Arizona moved perceptibly towards the Democrats, as Donald Trump only carried the state 49-45% (In 2012, Mitt Romney carried the state 54-45%). But while the general election will be a challenge (Arizona is one of two Republican held Senate seats that Democrats could put in play next November), Senator Flake has a more immediate problem: he faces a substantial primary challenge as well.

On the primary ballot test, Kelli Ward has a 47-21% lead over Flake (with wide leads over the incumbent among virtually every demographically significant group), despite Flake's having nearly two decades of Congressional experience. And Flake also faces underwater approval ratings (his unfavorability rating is 67-22%, while Ward's approval is 43-23% positive) nearly identical to the overwhelming negative opinion Arizona Republican primary voters have of him: **by a 66-22% margin, they would prefer someone else over the incumbent in the primary.**

President Trump is still fairly popular (76-21% approval among Republican likely primary voters), and that popularity also translates to the value of a Trump endorsement in this contest: respondents by a 56-19% margin would be more likely to support President Trump's endorsed candidate. That sentiment is especially potent when President Trump makes an incumbent (in this case, Senator Flake) the subject of his ire, such as his August 17 tweet dismissing Sen. Flake as "toxic" and a "non-factor" in the U.S. Senate. JMC tested the impact of that message, and on the basis of that tweet, respondents would by a 60-21% margin be **less likely** to support Flake (those more likely to support Flake already support him 76-5% on the ballot test, while **those less likely to support Flake support Ward 68-5%**).

In summary, Senator Flake faces a substantial primary challenge from Kelli Ward, and this race could determine partisan control of the U.S. Senate.

CROSSTABS

Question 1 – President Trump approval

		Race Name					
		Asian	Black	Hispanic	Other	White	Total
President	1 Approve	78%	63%	65%	76%	77%	76%
Trump	2 Disapprove	22%	31%	26%	18%	20%	21%
Approval	3 No Opinion		6%	9%	6%	3%	3%
Total		100%	100%	100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				
		1	2	3	4	Total
President	1 Approve	54%	60%	69%	79%	76%
Trump	2 Disapprove	38%	30%	29%	18%	21%
Approval	3 No Opinion	8%	10%	3%	3%	3%
Total		100%	100%	100%	100%	100%

		Region			
		Phoenix	Phoenix- Maricopa	Tucson	Total
President	1 Approve	84%	77%	70%	76%
Trump	2 Disapprove	9%	20%	28%	21%
Approval	3 No Opinion	7%	3%	2%	3%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
President	1 Approve	78%	75%	76%
Trump	2 Disapprove	19%	22%	21%
Approval	3 No Opinion	3%	4%	3%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and older	Total
President	1 Approve	88%	75%	75%	77%	76%
Trump	2 Disapprove		19%	22%	21%	21%
Approval	3 No Opinion	13%	6%	3%	2%	3%
Total		100%	100%	100%	100%	100%

Question 2 – Ballot test

		Race Name					Total
		Asian	Black	Hispanic	Other	White	
Ballot Test	1 Flake	11%	25%	22%	24%	21%	21%
	2 Tutora		6%	4%	6%	2%	3%
	3 Ward	67%	31%	43%	41%	48%	47%
	4 Undecided	22%	38%	30%	29%	29%	29%
Total		100%	100%	100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				
		1	2	3	4	Total
Ballot Test	1 Flake	38%	30%	23%	20%	21%
	2 Tutora	8%		3%	3%	3%
	3 Ward	23%	20%	47%	49%	47%
	4 Undecided	31%	50%	27%	28%	29%
Total		100%	100%	100%	100%	100%

		Region			Total
		Phoenix	Phoenix-Maricopa	Tucson	
Ballot Test	1 Flake	16%	23%	18%	21%
	2 Tutora	3%	3%	1%	3%
	3 Ward	53%	45%	50%	47%
	4 Undecided	28%	28%	31%	29%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot Test	1 Flake	24%	19%	21%
	2 Tutora	2%	3%	3%
	3 Ward	52%	43%	47%
	4 Undecided	22%	36%	29%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and older	
Ballot Test	1 Flake		17%	20%	25%	21%
	2 Tutora	13%	3%	2%	2%	3%
	3 Ward	75%	49%	50%	44%	47%
	4 Undecided	13%	31%	28%	29%	29%
Total		100%	100%	100%	100%	100%

Question 3 – Flake favorability

		Race Name					Total
		Asian	Black	Hispanic	Other	White	
Flake favorability	1 Favorable	11%	31%	22%	24%	22%	22%
	2 Unfavorable	78%	63%	65%	71%	67%	67%
	3 No Opinion	11%	6%	13%	6%	9%	9%
	4 Never Heard					2%	2%
Total		100%	100%	100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				Total
		1	2	3	4	
Flake favorability	1 Favorable	46%	30%	23%	21%	22%
	2 Unfavorable	46%	50%	69%	69%	67%
	3 No Opinion		15%	5%	9%	9%
	4 Never Heard	8%	5%	3%	1%	2%
Total		100%	100%	100%	100%	100%

		Region			Total
		Phoenix	Phoenix-Maricopa	Tucson	
Flake favorability	1 Favorable	14%	24%	20%	22%
	2 Unfavorable	72%	66%	68%	67%
	3 No Opinion	12%	7%	12%	9%
	4 Never Heard	2%	2%		2%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Flake favorability	1 Favorable	24%	21%	22%
	2 Unfavorable	69%	66%	67%
	3 No Opinion	6%	11%	9%
	4 Never Heard	2%	2%	2%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and older	
Flake favorability	1 Favorable		16%	20%	26%	22%
	2 Unfavorable	88%	70%	66%	67%	67%
	3 No Opinion	13%	11%	12%	6%	9%
	4 Never Heard		3%	2%	1%	2%
Total		100%	100%	100%	100%	100%

Question 4 – Ward favorability

		Race Name					Total
		Asian	Black	Hispanic	Other	White	
Ward favorability	1 Favorable	56%	25%	26%	35%	45%	43%
	2 Unfavorable	11%	44%	17%	41%	22%	23%
	3 No Opinion	22%	25%	30%	12%	23%	23%
	4 Never Heard	11%	6%	26%	12%	10%	11%
Total		100%	100%	100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				Total
		1	2	3	4	
Ward favorability	1 Favorable	23%	20%	38%	46%	43%
	2 Unfavorable	54%	40%	29%	20%	23%
	3 No Opinion	23%	15%	19%	24%	23%
	4 Never Heard		25%	14%	10%	11%
Total		100%	100%	100%	100%	100%

		Region			
		Phoenix	Phoenix- Maricopa	Tucson	Total
Ward favorability	1 Favorable	38%	43%	47%	43%
	2 Unfavorable	12%	27%	18%	23%
	3 No Opinion	40%	20%	22%	23%
	4 Never Heard	10%	10%	13%	11%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ward favorability	1 Favorable	48%	39%	43%
	2 Unfavorable	27%	19%	23%
	3 No Opinion	16%	30%	23%
	4 Never Heard	9%	12%	11%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and older	
Ward favorability	1 Favorable	88%	44%	45%	41%	43%
	2 Unfavorable	13%	25%	21%	24%	23%
	3 No Opinion		17%	21%	27%	23%
	4 Never Heard		14%	14%	8%	11%
Total		100%	100%	100%	100%	100%

Question 5 – Flake vs someone else

		Race Name					Total
		Asian	Black	Hispanic	Other	White	
Flake renominate	1 Renominate	11%	25%	17%	35%	22%	22%
	2 Someone Else	78%	63%	65%	65%	66%	66%
	3 Undecided	11%	13%	17%		13%	13%
Total		100%	100%	100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				Total
		1	2	3	4	
Flake renominate	1 Renominate	46%	35%	21%	21%	22%
	2 Someone Else	38%	50%	65%	67%	66%
	3 Undecided	15%	15%	14%	12%	13%
Total		100%	100%	100%	100%	100%

		Region			
		Phoenix	Phoenix-Maricopa	Tucson	Total
Flake renominate	1 Renominate	16%	23%	21%	22%
	2 Someone Else	72%	65%	64%	66%
	3 Undecided	12%	12%	14%	13%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Flake renominate	1 Renominate	24%	19%	22%
	2 Someone Else	70%	62%	66%
	3 Undecided	6%	19%	13%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and older	
Flake renominate	1 Renominate	13%	18%	22%	23%	22%
	2 Someone Else	88%	68%	63%	65%	66%
	3 Undecided		14%	15%	11%	13%
Total		100%	100%	100%	100%	100%

Question 6 – President Trump endorsement

		Race Name					Total
		Asian	Black	Hispanic	Other	White	
Trump endorsement	1 More Likely	78%	38%	48%	41%	57%	56%
	2 Less Likely	22%	31%	26%	24%	18%	19%
	3 No Difference		31%	26%	35%	25%	25%
Total		100%	100%	100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				Total
		1	2	3	4	
Trump endorsement	1 More Likely	54%	45%	55%	57%	56%
	2 Less Likely	46%	30%	22%	17%	19%
	3 No Difference		25%	23%	26%	25%
Total		100%	100%	100%	100%	100%

		Region			
		Phoenix	Phoenix-Maricopa	Tucson	Total
Trump endorsement	1 More Likely	74%	53%	55%	56%
	2 Less Likely	5%	21%	19%	19%
	3 No Difference	21%	26%	26%	25%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Trump endorsement	1 More Likely	57%	55%	56%
	2 Less Likely	16%	22%	19%
	3 No Difference	27%	24%	25%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and older	
Trump endorsement	1 More Likely	75%	47%	58%	58%	56%
	2 Less Likely	13%	17%	22%	18%	19%
	3 No Difference	13%	36%	20%	24%	25%
Total		100%	100%	100%	100%	100%

Question 7 – President Trump’s tweet about Flake

		Race Name					Total
		Asian	Black	Hispanic	Other	White	
Trump tweet	1 More Likely	22%	25%	30%	29%	20%	21%
	2 Less Likely	67%	44%	61%	47%	61%	60%
	3 No Difference	11%	31%	9%	24%	19%	19%
Total		100%	100%	100%	100%	100%	100%

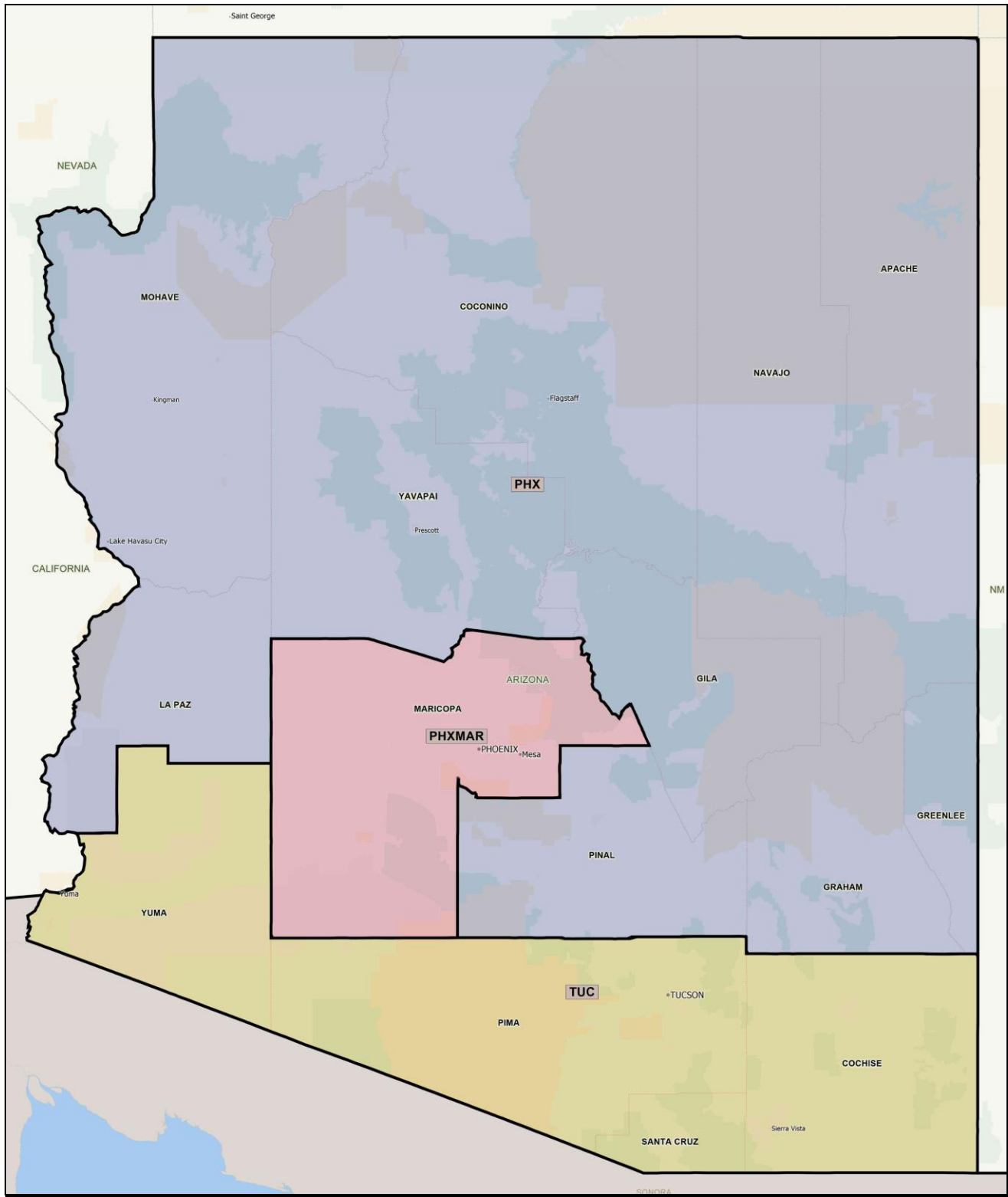
		Voter Score (Out of last 4 primary elections)				Total
		1	2	3	4	
Trump tweet	1 More Likely	54%	30%	25%	19%	21%
	2 Less Likely	46%	40%	61%	61%	60%
	3 No Difference		30%	14%	20%	19%
Total		100%	100%	100%	100%	100%

		Region			
		Phoenix	Phoenix- Maricopa	Tucson	Total
Trump tweet	1 More Likely	10%	22%	23%	21%
	2 Less Likely	67%	59%	60%	60%
	3 No Difference	22%	19%	17%	19%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Trump tweet	1 More Likely	20%	22%	21%
	2 Less Likely	66%	55%	60%
	3 No Difference	14%	24%	19%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and older	Total
Trump tweet	1 More Likely	25%	16%	21%	23%	21%
	2 Less Likely	75%	64%	59%	59%	60%
	3 No Difference		20%	20%	19%	19%
Total		100%	100%	100%	100%	100%

Appendix A: Arizona regions



PHX=Phoenix media market (outside Maricopa), PHXMAR=Phoenix media market (Maricopa), TUC=Tucson media market

Note: The following media markets were aggregated for reporting purposes: (1) Yuma was included in the Tucson area, (2) Albuquerque NM was included in the Phoenix area