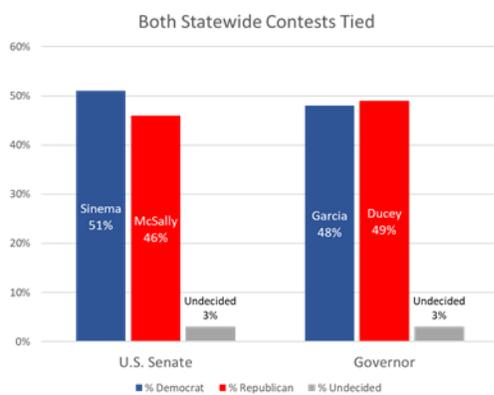




DATE: September 18, 2018  
 TO: Progress Now Arizona  
 FROM: Ben Lazarus, TargetSmart  
 RE: Arizona statewide poll findings

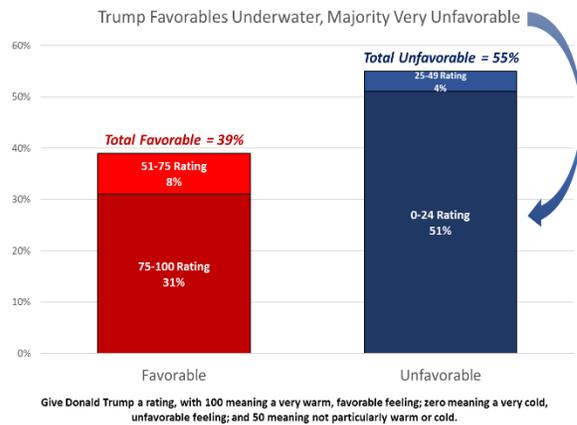
Our recent post-primary poll of likely 2018 Arizona midterm voters paints the picture of an incredibly competitive state and highlights clear opportunities for multiple statewide Democratic victories.



The contest for U.S. Senate is tied, with Democrat Kyrsten Sinema narrowly outpacing Republican Martha McSally 51 to 46 percent. The race for Governor similarly sits inside the survey’s margin of error, with Democratic hopeful David Garcia only marginally underperforming Sinema, capturing 48 percent of the vote to incumbent Republican Doug Ducey’s 49 percent.

While Ducey earns net positive job approval ratings overall (56 percent approve to 38 percent disapprove), he is less popular in the personal dimension, receiving favorable ratings from 43 percent of Arizona voters, against 40 percent who greet him unfavorably. A similar proportion of voters, 42 percent, believe that Ducey deserves to be re-elected as governor, while a 51 percent majority of Arizona voters report that they think someone new deserves a chance.

David Garcia’s substantive name recognition has gained traction post-primary, though voters are evenly divided on him as well, with 32 percent giving him favorable personal reviews against 34 percent unfavorable. Sinema and McSally also tend to polarize the electorate, though Sinema’s personal ratings lean net positive (42 percent favorable to 36 percent unfavorable) while McSally’s lean net negative (37 percent favorable to 43 percent unfavorable).



The one figure who is more deeply underwater in this survey is President Trump, as a 55 percent majority of voters across the state have an unfavorable opinion him, against just 39 percent favorable. What’s more, a 20-point intensity gap emerges in Trump’s favorable ratings, as 51 percent give him very unfavorable ratings, while just 31 percent give him very favorable reviews. As this midterm shapes up more and more as a referendum on the Trump presidency, these findings suggest that dissatisfaction with Trump is serving as a rising tide, lifting the collective hopes of Democrats up and down the ballot in Arizona this year.

## About this Poll

### Survey Methodology

TargetSmart designed and administered this telephone survey conducted by professional interviewers. The survey reached 800 adults, age 18 or older, who indicated they were registered to vote in Arizona. The survey was conducted from September 8-13, 2018. The sample was randomly selected from TargetSmart's enhanced voter file. Sixty-six percent of respondents were reached on wireless phones (fifty-nine percent weighted). Quotas were assigned to reflect the demographic distribution of registered voters in Arizona. The data were weighted by gender, age, race from file, party registration, and region by county to ensure an accurate reflection of the population. A second round of weighting was then applied to the data, proportionally weighting responses based on each voter's TargetSmart Midterm General Election Turnout score, and more specifically the extent to which that score deviates from the average score of this particular survey sample; thus producing a tabulated sample of "Likely Midterm Voters."

As shown in TABLE 1, the demographic profile of this survey's respondents were weighted in line with parameters defined by the 2014 midterm election and measured using queries on TargetSmart's enhanced voter file. To control for partisanship, the sample was matched to voter file records and weighted to targets reflective of previous midterm elections in Arizona – 32 percent Democrat/23 percent Unaffiliated/44 percent Republican.

A representative base sample of 600 respondents was augmented by an oversample of 200 self-identified Latinx respondents. All voter file records modeled as likely Latinx were called with professional bilingual telephone agents and administered in the respondent's language of choice; 55 respondents completed the survey in Spanish. The oversample was weighted into the base such that the overall effective sample size is 600. The overall margin of error is +/-4.0%. The margin of error for the Latinx sample is +/-5.7%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

### Meta-Comparison to Other Recent Public Polling

The trends in the recently-released CNN poll are largely in line with the trends in our poll; both show Sinema in the low 50s and McSally in mid 40s; both show Garcia in the high 40s and Ducey at 49 percent. Additionally, our point estimate for Ducey's

support (49 percent) is almost identical to all other recent public polling. When considering relative sample sizes, our estimate of the current difference in support between Garcia and Ducey (-1 percentage point) is within the margin of error of all the recently released surveys, apart from Fox News' poll which puts the difference in support just outside the margin of error (-11 percentage points). Our point estimate for Garcia's support (48 percent) is within the margin of error when

compared to the CNN poll, Gravis Marketing's poll and PPP's poll, while we measure statistically more support for Garcia today than do both Fox News and Data Orbital.

TABLE 1: Survey Demographics

	This Poll's Demographic Profile	2014 General Election Demographic Profile*	2016 General Election Demographic Profile*
<b>PARTY REGISTRATION</b>			
Democrat	32%	32%	32%
Unaffiliated	25%	23%	28%
Republican	44%	45%	39%
<b>AGE</b>			
18-29	6%	5%	11%
30-39	9%	8%	14%
40-49	11%	12%	15%
50-64	28%	30%	28%
65+	44%	46%	32%
<b>GENDER</b>			
Male	49%	48%	47%
Female	51%	52%	53%

\*Based on data from TargetSmart's enhanced voter file

TABLE 2: Post Primary Polling

	CNN (finish date 9/15) MoE +/- 4.3%	TargetSmart (finish date 9/13) MoE +/- 4.0%	Fox News (finish date 9/11) MoE +/- 3.5%	Gravis Marketing (finish date 9/7) MoE +/- 3.3%	Data Orbital (finish date 9/6) MoE +/- 4.2%	PPP (finish date 8/31) MoE +/- 4.2%
<b>PARTY REGISTRATION</b>						
Democrat	NA	32%	NA	NA	NA	34%
Unaffiliated	NA	25%	NA	NA	NA	26%
Republican	NA	44%	NA	NA	NA	40%
<b>PARTY ID</b>						
Democrat	30%	36%	35%	32%	32%	NA
Independent	41%	29%	26%	31%	25%	NA
Republican	29%	35%	39%	37%	42%	NA
<b>RACE</b>						
White	NA	75%	NA	75%	76%	75%
Latinx	NA	13%	NA	17%	16%	18%
Other	NA	12%	NA	8%	8%	7%
<b>Governor Vote</b>						
David Garcia	46%	48%	40%	44%	41%	44%
Doug Ducey	49%	49%	51%	48%	49%	43%
Undecided	4%	3%	8%	9%	8%	13%
<b>Senate Vote</b>						
Kyrsten Sinema	50%	51%	47%	48%	NA	NA
Martha McSally	43%	46%	44%	49%	NA	NA
Undecided	6%	3%	5%	3%	NA	NA