

THE TARRANCE GROUP

MEMORANDUM

**TO: FOUNDATION FOR SECURE AND PROSPEROUS AMERICA
RICK REED**

**FROM: ED GOEAS
BRIAN NIENABER
ASHLEE RICH**

RE: KEY FINDINGS FROM A STATEWIDE SURVEY OF LIKELY VOTERS IN ARIZONA

METHODOLOGY

The Tarrance Group is pleased to present the findings from a survey of “likely” Republican primary voters in Arizona. All respondents interviewed in this study were part of a fully representative sample of N=600 registered “likely” Republican primary voters in the state of Arizona. Responses to this survey were gathered December 8-10, 2009. The confidence interval associated with a sample of this type is $\pm 4.1\%$ in 19 of 20 cases.

- Likely Republican primary voters in Arizona are primarily focused on pocketbook issues, with nearly half of voters (48%) selecting a fiscal matter as what they think is most important. Nineteen percent (19%) said strengthening the state economy was the most important issue to them, followed by state spending (12%), jobs (11%), reducing the tax burden for working families (4%) and dealing with the home foreclosure crisis (2%).
- Nearly a quarter of likely Republican primary voters in Arizona (23%) said illegal immigration is the most important issue to them.
- Social issues received considerably less support on the issue matrix as compared to pocketbook issues and immigration. Nine percent (9%) think improving education is the most important issue, followed by five percent (5%) who selected promoting stronger family values and three percent (3%) who say they think health care is the most important. Improving Arizona’s transportation system received no support as the top concern on the issue matrix.
- An initial ballot test was conducted among Arizona Republican primary voters, asking them to think about a possible Republican primary election for the United States Senate.
- Fifty-six percent (56%) of voters indicated they would vote for John McCain on the initial primary ballot test, giving McCain a twenty point advantage over J.D. Hayworth, of whom thirty-six percent (36%) indicated they would vote for.

- On intensity, fully thirty-eight percent (38%) said they would definitely vote for Senator McCain, while twenty-two percent (22%) said they would definitely vote for Hayworth.
- Following the initial ballot test, voters were asked to react to informational questions about J.D. Hayworth.
- Voters were read informational questions about J.D. Hayworth from publicly available information regarding the management of his political action committee, his dealings with convicted felon Jack Abramoff and press criticism about his demeanor as a Member of Congress.
- On the second ballot test, McCain's support grew to a solid sixty-two percent (62%), while Hayworth's support dropped to twenty-nine percent (29%).
- John McCain's advantage in the Republican Primary contest increased from a twenty-point lead on the first ballot (McCain 56% - Hayworth 36%) to a thirty-three point spread (McCain 62% - Hayworth 29%).
- In sum, Senator McCain remains very well positioned with solid support among the likely Republican primary electorate should he be faced with a primary challenge.

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