

MEMORANDUM

To: Interested Parties
From: Normington, Petts and Associates
Date: June 12, 2014

The following is a summary of findings from a telephone survey conducted among 400 registered voters in Arizona's 2nd Congressional District who are likely to vote in the November 2014 general election. Interviews were conducted June 8-June 10, 2014. The sampling error for this survey is plus or minus 4.9 percentage points.

Summary

Incumbent Congressman Ron Barber leads his Republican opponent Martha McSally. Among all voters, Barber leads McSally 45% to 37%. Barber has strong support from Democrats (83%) and leads among Independents by a margin of 45% to 31%. Barber currently captures the support of 12% of registered Republicans.

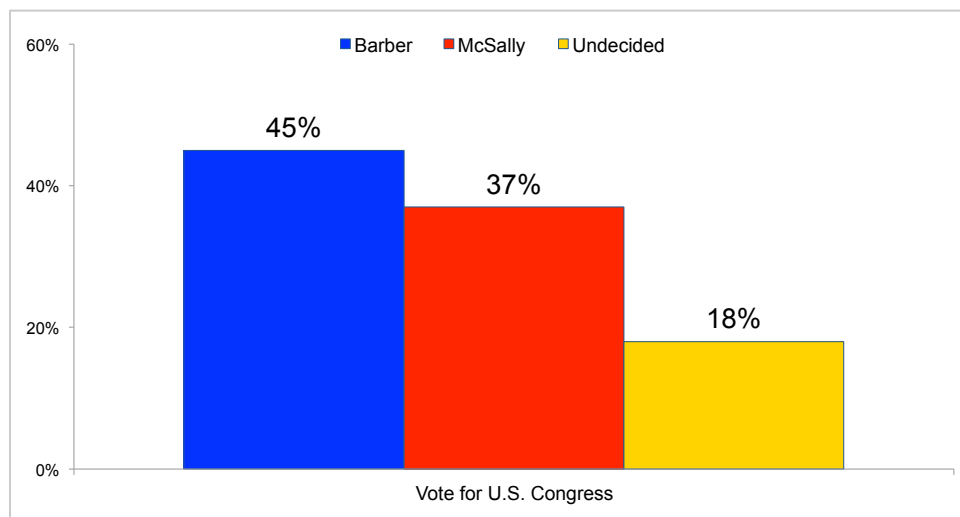


Figure 1: AZ-02 Vote for U.S. Congress – Barber vs. McSally

Barber's support is based on more than just higher name ID. McSally is known by 76% of 2nd District voters, a high number for any challenger, even one who ran in the previous election. McSally has a rather anemic favorable rating of just 32% favorable and 28% unfavorable. By contrast, Barber, who has 92% name ID, has a favorable rating of 49% favorable and 28% unfavorable.

Barber has an impressive job rating of 56% positive. Districtwide, Barber's job rating is 56% positive and 37% negative. Among Independents, Barber's positive job rating stands at 56%, and Barber even gets a positive job rating from 32% of Republicans. Barber's job rating is even more impressive when compared to those of other major political figures. President Obama's rating stands at 43% positive and 56% negative, Governor Brewer has a rating of 52% positive and 45% negative and Senator McCain has a job rating of 49% positive and 49% negative.

There is every expectation that this race will be competitive. However, Congressman Barber starts the race with a lead and is highly regarded by his constituents.