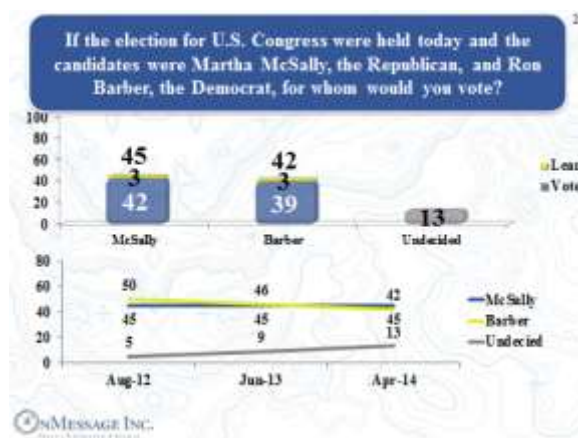


MEMORANDUM

To: Martha McSally for Congress 2014
From: Wes Anderson & Kayla Sulzer
Date: April 21, 2014
Re: AZ-2 Benchmark Survey

KEY FINDINGS

Fielded April 14th through the 16th, this survey demonstrates that Arizona's second Congressional District is trending toward GOP candidate Martha McSally. McSally now leads Congressman Barber 45% to 42%.



Political Landscape

The story here lies in the trend lines. Since June, voter pessimism concerning the direction of the country has grown a net negative 17 points, going from 61-33 wrong track 68-23 wrong track today. This downward spiral is largely driven by eroding opinions of President Obama and Obamacare, both of which are in the red by double digits. President Obama's image currently stands at 40% favorable to 53% unfavorable, while Obamacare stands at 41% favor, 55% oppose. As a result, Republicans are reaping the benefits on both the generic ballot and the motive ballot. In fact, this is the first time our polling has shown a Republican leading on the generic ballot for Congress.

Direction of Country	<i>June 2013</i>	<i>April 2014</i>
Right Direction	33%	23%
Wrong Track	61%	68%
Obama Image	<i>June 2013</i>	<i>April 2014</i>
Favorable	47%	40%
Unfavorable	51%	53%
Generic Ballot	<i>June 2013</i>	<i>April 2014</i>
Democrat	36%	36%
Republican	32%	37%
Motive Ballot	<i>June 2013</i>	<i>April 2014</i>
Elect More Dems	44%	38%
Republican Check	48%	47%

Reelect

Barber's reelect now sits at a very weak 36% "earned another term" to 51% "give someone else a chance."

What's important to note here is the extent to which the President's floundering ratings are hurting Barber. We're dealing with a Congressman who is doing everything he can to convince the voters he's an independently-minded moderate, yet 85% of voters who disapprove of Barber also disapprove of President Obama, highlighting the extent to which voters undoubtedly connect the two.

Conclusion

Congressman Ron Barber is being forced to deal with the repercussions of his Party's failures in Washington. The President's signature legislative accomplishment continues to become more and more unpopular among second district voters and there is no evidence to suggest that trend will change any time soon. As a result voters, especially swing voters, are steadily moving away from Barber. While this race will undoubtedly remain close to the end, national trends and McSally's efforts have now placed the race in her favor.

METHODOLOGY

The above statewide survey was conducted by OnMessage Inc. in Arizona's 2nd U.S. Congressional District. Telephone interviews were conducted April 14-16, 2014. This survey consists of 400 likely general election voters and was stratified by county to reflect historic voter trends. The margin of error for this survey is +/- 4.9%.

ABOUT US

Wes Anderson is a leading GOP pollster with 20 years of experience in opinion research. As a founding partner, Wes now leads the polling divisions of OnMessage Inc. and OnMessage Sports, providing political and corporate clients with a full spectrum of quantitative and qualitative opinion research products. You can read more about Wes Anderson at onmessageinc.com.