



**To: Interested Parties**  
**From: Whit Ayres, Jon McHenry and Dan Judy**  
**Date: August 31, 2010**  
**Re: The State of the AZ 08 Race**

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Our polling, conducted for American Action Forum on August 25, 26, 28 & 29, 2010, with 400 likely general election voters, shows a competitive contest in the district. Despite Representative Gabrielle Giffords having 99 percent name ID (with a 52 to 41 percent favorable-unfavorable rating) compared to challenger Jesse Kelly's 78 percent (33 to 25 percent favorable), Giffords and Kelly are currently tied on the ballot at 46 percent each.

Beyond the ballot test, the key results from the survey are:

**1. The economy is the most important issue in an open-ended question while making Washington more accountable and controlling government spending are also important in a closed-ended question.** In response to an open-ended question, 48 percent of voters name the economy as the most important issue (11 percent say illegal immigration and 6 percent say government spending). When presented with seven options in a closed-ended question, 23 percent of voters say *"creating new jobs"* is most likely to affect their vote for Congress, 17 percent say *"making Washington, DC more accountable,"* and 16 percent say *"controlling government spending."*

**2. Voters associate nearly all of the tested positive characteristics with Kelly.** Voters say *"will fight to keep taxes low"* (43 to 26 percent), *"will work to get government spending under control"* (40 to 30 percent), *"will do the right thing to fix the health care reform bill"* (40 to 31 percent), *"has new ideas that will change our country for the better"* (37 to 30 percent), and *"will promote policies that are good for the economy"* (35 to 34 percent) better describe Kelly than Giffords. Giffords has a 36 to 25 percent advantage on *"is honest and trustworthy."*

**3. Giffords's support of ObamaCare and bailouts are her greatest tested weaknesses.** Forty-eight percent of voters say they would be much less likely to vote for Giffords because she *"voted for ObamaCare, the Democratic health care reform bill"* (9 percent say they would be somewhat less likely to vote for her and 39 percent say it would have no real effect on their vote), and 48 percent would be much less likely to vote for her because she *"voted for bailouts of Wall Street and the housing industry, which could cost taxpayers over one trillion dollars"* (12 percent say somewhat less likely, 33 percent say no real effect). These voters oppose the health care reform legislation by a 55 to 35 percent margin.

**4. Voters in the district view Barack Obama and Nancy Pelosi unfavorably.** President Obama draws a 41 to 54 percent favorable to unfavorable rating, while Speaker Pelosi draws a 27 to 61 percent rating.

### ***Methodology***

All respondents were selected randomly from a list of registered voters in the district, and indicated they are likely to vote in the elections for Congress this fall, and interviews were conducted by live interviewers. Quotas were set by gender, age, and county consistent with past participation, and the sample was minimally weighted by party identification. The margin of error is  $\pm 4.90$  percent when respondents split evenly on a question.