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MEMO

To: Kelli Ward for Senate
 From: David Burrell
 Subject: Kelli Ward positioned as GOP frontrunner for 2018 AZ Senate race
 Date: November 1st, 2017

The dust is beginning to settle from Senator Jeff Flake’s announcement that he will not seek re-election as a Republican in the 2018 cycle. And despite the primary field still formulating, it is becoming evident that anyone who enters the race is going to be chasing Kelli Ward. In our poll of 850 general election voters, conducted by IVR and Online interviews, Kelli Ward is the only republican challenger with an advantage over Democrat Kyrsten Sinema. Additionally, of the 380 likely primary republican voters who were sampled, Kelli Ward is leading her closest challenger, Martha McSally, by over 10 points.

General Election Head to Head Scenarios		
Q: If the 2018 General Election for US Senate was being held today and the candidates were Republican Kelli Ward and Democrat Kyrsten Sinema, for which candidate would you vote? If you are still undecided on who to vote for, then please select undecided.		
Kelli Ward	34.22%	WARD +1.2
Kyrsten Sinema	32.99%	
Undecided	32.80%	
Q: If the 2018 General Election for US Senate was being held today and the candidates were Republican Martha McSally and Democrat Kyrsten Sinema, for which candidate would you vote? If you are still undecided on who to vote for, then please select undecided.		
Martha McSally	29.25%	SINEMA +4
Kyrsten Sinema	33.26%	
Undecided	37.49%	
Q: If the 2018 General Election for US Senate was being held today and the candidates were Republican Matt Salmon and Democrat Kyrsten Sinema, for which candidate would you vote? If you are still undecided on who to vote for, then please select undecided.		
Matt Salmon	30.22%	SINEMA +2
Kyrsten Sinema	32.25%	
Undecided	37.57%	

Primary Head to Head Results
Q: If the 2018 Republican Primary election for US Senate was being held today and the candidates were Craig Brittain, Martha McSally, Matt Salmon, Nicholas Tutora and Kelli Ward - for which candidate would you

vote?If you are still undecided on who to vote for, then please select undecided.		
Craig Brittain	3.68%	WARD +10.8
Martha McSally	20.8%	
Matt Salmon	8.75%	
Nicholas Tutora	1.9%	
Kelli Ward	31.5%	
Undecided	34.08%	

The results of this poll are consistent with results across the country that date back to the 2016 primary elections. Despite efforts by the establishment on both sides of the aisle to discredit candidates who align with any of President Trumps agenda, these are the candidates that are continuing to win elections and maintain leads over opponents going into the 2018 cycle.

About the Poll: The poll was conducted between October 28th - 31st, and the margin of error for the poll is $\pm 3.36\%$. The poll design used IVR Interviews to landlines [the most accurate mode in projecting 2016 battleground statewide elections (source: AAPOR)] and Online Interviews to panelists who were matched to a voter files or screened for voter likelihood. Weights were applied to age and party to accurately match projected turnout for 2018. The Revily, Inc. polling team has decades of polling experience and conducted more than 500 projects live, automated, online, mixed modes during the 2016 cycle. Our clients range from local offices, to over 20 State Parties and Caucuses, to National Committees and Presidential Candidates.