

TO: Interested Parties
FROM: Global Strategy Group

DATE: June 29, 2020

NEW POLL: Martha McSally is in Trouble as Her Ties to Corporate Special Interests Move Voters in

RE: Arizona

A poll of likely 2020 general election voters in Arizona shows that Martha McSally is in a weak spot going into the general election. She is unpopular, especially with critical independents and college-educated white voters. In contrast, Mark Kelly has a much stronger brand. Moreover, voters are deeply concerned about McSally's ties to corporate special interests – messaging against her on this issue moves the needle and drives her further underwater. Arizonans want a Senator that looks out for people like them and McSally does not fit the bill.

KEY SURVEY FINDINGS:

- McSally's deep unpopularity and Kelly's favorability give him a solid lead in the race for Senate. McSally's favorability is in the hole by eight points (40% fav/48% unfav), and she's in even worse shape among independents (36% fav/50% unfav) and college-educated white voters (41% fav/51% unfav). Mark Kelly is viewed favorably by 11 points (43% fav/32% unfav), and as a result he takes a seven-point lead in the race for Senate (49% Kelly/42% McSally).
- Voters are concerned that McSally is looking out for the wrong people and these concerns grow after messaging. Right now, 64% of voters say that McSally is "beholden to campaign donors" increasing to 69% following messaging. Another 60% say she is "close to special interests" this grows to 69%. And 58% say McSally is "part of the problem in Washington" going up to 66%.
- McSally's ties to special interests and big money are disqualifying Kelly doubles his lead after voters learn more. When voters learn more about McSally's ties to corporate special interests and that she put their interests ahead of Arizonans Kelly jumps out to a 14-point lead (51% Kelly/37% McSally). Kelly leads by 26 points among independents (56% Kelly/30% McSally) and 18 points among college-educated white voters (55% Kelly/37% McSally).

ABOUT THIS POLL

Global Strategy Group conducted a survey of 800 likely November 2020 general election voters in Arizona from June 19-24, 2020. The margin of error at the 95% confidence level is +/- 3.5%. The margin of error on sub-samples is greater.