



MEMORANDUM

To: The Sentinel Action Fund
From: Wes Anderson, OnMessage Polling
Date: October 11, 2022
Re: Arizona Senate Race

On behalf of the Sentinel Action Fund, OnMessage Inc. is pleased to report the results of two surveys conducted in Arizona. The first polled 400 likely voters in AZ from Sept. 6-11, with a margin of error of +/- 4.9%. The second polled 600 likely voters in AZ from Oct. 8-10, with a margin of error of +/- 4.0%. Both were conducted by live interviewers contacting landlines and cell phones and were stratified geographically to reflect historical and predictive turnout models. Both were screened for likelihood to vote.

Our recent survey places the Arizona Senate race squarely in the toss-up category. The race has dramatically tightened between our September 11 survey and our recent survey fielded between October 8 and 10. Between those two surveys Sentinel Action Fund started a flight of television advertising that will run from September 19 to October 17. This media buy totals \$6.5 million dollars on broadcast and cable. Sentinel Action Fund's ads focus on Senator Kelly's record of support for extreme, leftist policies.

The race now stands at 43% for Masters, 46% for Kelly, 4% for Victor, and 7% still undecided.

It's important to note that Blake Masters is gaining momentum within a favorable political environment. On the other side, Mark Kelly is imminently vulnerable and polling well under 50%. Even a casual political observer knows that any incumbent at 46% in October is in real danger of defeat.

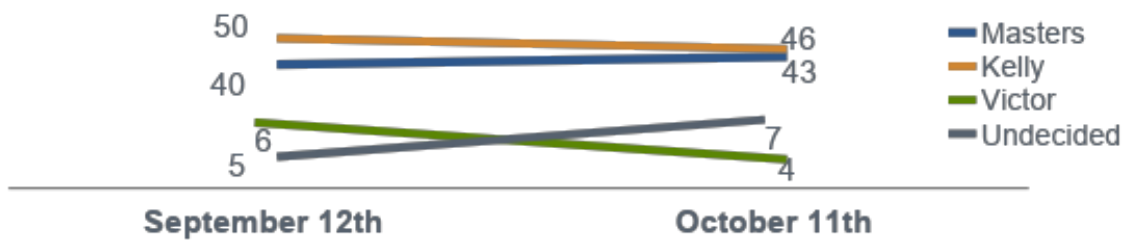
The generic ballot favors a Republican challenger:

- On a generic ballot, we find that Arizona votes at 46% GOP / 41% DEM
 - Independents show a noticeable preference for Republicans, voting 41% GOP / 34% DEM
 - Hispanic voters strongly favor Republicans as well, voting 51% GOP / 35% DEM

The Senate ballot has narrowed since September:

In just one month, the ballot has gone from Kelly +10 to Kelly +3, **a 7-point swing**. The race currently sits at Masters 43% / Kelly 46% / Victor 4% / Undecided 7%.

If the election for U.S. Senate were held today and the candidates were (ROTATE) Blake Masters, a Republican, Mark Kelly, a Democrat, and Marc Victor, a Libertarian, for whom would you vote?



By any objective measure, this race is now a toss-up. That's great news for the Masters campaign, but even better news is the trend. Masters now has momentum on his side in an environment that significantly favors Republicans. For those reasons we believe this race now leans Republican.