



**TO** Interested Parties  
**FROM** FM3 Research  
**RE:** Arizona 2<sup>nd</sup> Congressional District Democratic Primary Survey Results  
**DATE** May 9, 2018

---

**A survey of likely Democratic primary voters in Arizona’s 2<sup>nd</sup> Congressional District shows Dr. Matt Heinz holding a narrow lead over former Congresswoman Ann Kirkpatrick in the race for the Democratic Party nomination.** While Democratic primary voters are familiar with both candidates, they are more likely to hold a favorable opinion of Heinz, and after hearing equal positive information about these two candidates, support for Heinz increases. Furthermore, the survey shows that many aspects of Kirkpatrick’s voting record in Congress pose a serious problem for her among Democratic primary voters, particularly her support of Republican tax cuts, cuts to Medicare, and her former “A” rating from the NRA.

Key specific findings of the survey include:

- **Almost half of all 2<sup>nd</sup> District Democratic primary voters view both Heinz (46%) and Kirkpatrick (48%) favorably, but Kirkpatrick is three times as likely to be regarded unfavorably (21%) as Heinz (7%). (See Figure 1)** It is likely that voter opinion of both candidates has been informed by the 2016 election – Heinz was the Democratic nominee for Congress in the 2<sup>nd</sup> District while Kirkpatrick ran for the U.S. Senate. It is also notable that positive feelings about Heinz are more intense, as 22% rate him “very” favorably compared 12% who have a similar opinion of Kirkpatrick. While Heinz must raise his profile among Democrats who do not yet know him, Kirkpatrick’s challenge appears to be tougher as a larger number of voters already view her negatively – which may limit her ability to expand her support.

**Figure 1: Candidate Favorability Ratings**

Candidate	Very Favorable	Total Favorable	Total Unfavorable	Very Unfavorable	Can’t Rate/ Don’t Know
Matt Heinz	22%	46%	7%	2%	47%
Ann Kirkpatrick	12%	48%	21%	7%	32%

- In an initial Democratic primary ballot test, Matt Heinz currently leads the field with 27%, giving him a four-point edge over Ann Kirkpatrick (23%). (See Figure 2) These results show the highly competitive nature of the Democratic primary, and despite her high-profile and well-financed statewide candidacy for the U.S. Senate in 2016, 2<sup>nd</sup> District Democrats have not embraced Kirkpatrick. The contest is very much a two-person race, as the other candidates generate only mid-single digit support.

Figure 2: Arizona 2<sup>nd</sup> Congressional District Democratic Primary Vote

Candidate	Percentage
Matt Heinz	27%
Ann Kirkpatrick	23%
Mary Matiella	6%
Bruce Wheeler	4%
Billy Kovacs	4%
Other/Undecided	36%

- Heinz doubles his initial lead over Kirkpatrick after voters hear positive profile statements about both candidates. As Figure 3 shows, after learning more positive information about the candidates' backgrounds, including their professional experience, Heinz increases his vote by 13 points and moves to an eight-point advantage (40%-32%) over Kirkpatrick.

Figure 3: Arizona 2<sup>nd</sup> Congressional District Democratic Primary Vote After Positive Candidate Profile Statements

Candidate	Percentage
Matt Heinz	40%
Ann Kirkpatrick	32%
Mary Matiella	7%
Bruce Wheeler	4%
Billy Kovacs	3%
Other/Undecided	14%

- The survey data also show significant primary voter concern about many aspects of Kirkpatrick’s record.** Survey respondents were read a series of descriptive phrases, and were asked if they would be more or less likely to vote for a candidate who matched such a description. As **Figure 3** shows, votes for Congressional Republicans’ legislation to cut Medicare and the support for Bush-era tax cuts elicited severe negative reactions – more than eight in ten Democratic primary voters would be less likely to vote for a candidate – like Kirkpatrick – who took those positions. Voters also responded negatively to the idea that a candidate failed to vote on the DREAM Act, as six in ten (62%) said they would be less likely to vote for that person for Congress. Voters in the survey also reacted negatively to Kirkpatrick’s having received an “A” rating from the National Rifle Association.

**Figure 3: Likelihood to Vote for a Candidate Based on Generic Descriptions**

Description	<i>Much Less Likely to Support</i>	<i>Total Less Likely to Support</i>
Voted with Republicans to cut Medicare funding to pay for tax breaks	79%	<b>87%</b>
Joined with Republicans to support the continuation of the Bush tax cuts for the wealthy	71%	<b>84%</b>
As a member of Congress, missed voting on the DREAM Act	41%	<b>62%</b>

In summary, these survey results show Dr. Matt Heinz to be well-positioned for the August Democratic primary election in Arizona’s 2<sup>nd</sup> Congressional District. Most voters who know him hold a favorable opinion of him, and as voters learn more information about him and Ann Kirkpatrick, Heinz significantly increases his overall support and extends his lead. Furthermore, the other top contender in the race is already viewed negatively by a fifth of the primary electorate, and opinion of Kirkpatrick has the potential to turn more negative as voters learn about her Congressional record.

Dr. Matt Heinz already has a solid base of support among 2<sup>nd</sup> District Democrats, and with sufficient resources to communicate and conduct effective voter outreach, he should be viewed as a strong candidate that can win the August Democratic primary.

---

**Survey Methodology:** From April 29-May 3, 2018, FM3 conducted a survey of 400 randomly-selected likely August Democratic primary voters in Arizona’s 2<sup>nd</sup> Congressional District. Interviews were conducted via landline and cell/mobile telephone by live interviewers. The full sample margin of error is +/-4.9% at the 95% confidence level. Due to rounding, some percentages may not sum to 100%.