

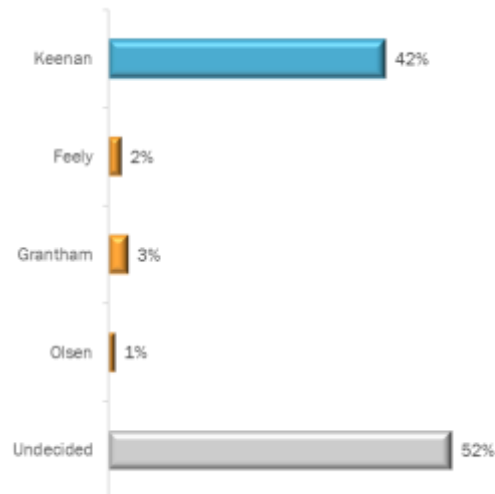
TO: INTERESTED PARTIES
FROM: TREVOR K. SMITH PH.D.
SUBJECT: DANIEL KEENAN CAN BE CLEAR FAVORITE IN CD 5
DATE: MAY 19, 2025

All of the candidates running or said to be considering running for Arizona's 5th Congressional District are public figures or well-established politicians except one: Daniel Keenan, a local home builder and job creator who is native to the district. A recent study conducted by Pulse Decision Science finds that, after learning more about Daniel Keenan, he earns the highest level of support among Republican candidates in Arizona's Fifth Congressional District, with 42% of primary voters saying they would vote for him and all other candidates in low single digits.

Daniel Keenan's Bio Resonates with Republican Primary Voters

After hearing about Daniel Keenan, 42% of Republican primary voters say they would vote for him if the election were today.

- What is clear is that this race is wide open. None Keenan's opposing candidates have a base of support and Daniel Keenan, once voters are made aware of what he stands for, is the clear favorite.



METHODOLOGY

Pulse Decision Science conducted a study of Republican primary voters in Arizona Congressional District 5.

PDS selected a random sample of likely voters from the State voter file using Probability Proportionate to Size (PPS) Sampling. The sample for this survey was stratified based on age, gender, and Legislative District. This methodology allows us to reduce the amount of post-survey "weighting" needed of the general electorate.

Respondents were contacted by phone via SMS/text and Interactive Voice Response (IVR) from May 17-18, 2025. The study has a sample size of n=580 Republican primary voters with a margin of error of $\pm 4.1\%$ in 95 out of 100 cases.

WHY PULSE DECISION SCIENCE?

Pulse Decision Science is a leading provider of survey research, predictive analytics and application-based data management technology.

Pulse Decision Science has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) and Campaigns & Elections Magazine have awarded Pulse Decision Science with 44 industry awards since 2019 alone.

Among our Pollies are eight Best Use of Analytics and a Best in Show Pollie. In 2022, Principal Amanda Iovino was awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor Campaign.

We have also been honored with Pollie and Reed Awards for the Best Use of Data Analytics/Machine Learning, Innovation In Survey Research, Best Use of Social Science, Best Fundraising Technology, Best Use of Peer-To-Peer Texting, Best Use of Targeting for Mail, Best Use of New Digital Technology, Best Fundraising Technology, Best Use of Data Analytics/Machine Learning in Field, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solution.

The cornerstone of Pulse Decision Science is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry, Matt Knee, Chief Data Officer, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)'s prestigious 40 Under 40 list.

