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Interview dates: 16-18 July 2010
Interviews: 600 registered voters in Arkansas
232 Democrats/Lean Democrats; 268 Republicans/Lean Republicans
Margin of error: $\pm$ 4% for registered voters
 $\pm$ 6% for Democrats; $\pm$ 6% for Republicans

Political Polling in Arkansas: Wave 1 Research undertaken for Reuters

These are findings from an Ipsos poll conducted July 16-18 on behalf of Reuters. For the survey, a representative, randomly selected sample of exactly 600 adults aged 18 and older across Arkansas who are registered voters was interviewed by Ipsos. With a sample of this size, the results are considered accurate within 4 percentage points, 19 times out of 20, of what they would have been had the entire population of registered voters in Arkansas been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual Arkansas registered voter population according to U.S. Census figures. Respondents had the option to be interviewed in English or Spanish. Please note that throughout this document, figures based on Independent voters are indicative only due to very small sample size (68). Figures marked by an asterisk () indicate a percentage value of greater than zero but less than one half of a per cent. Where figures do not sum to 100, this is due to the effects of rounding.*

PARTY AFFILIATION / IDEOLOGY

1. Are you currently registered to vote, or not?

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Yes	100	100	100	100
No	0	0	0	0

2. Sometimes things come up and people are not able to vote. In the 2008 election for President, did you happen to vote?

Yes	83
No	17
Don't know / Refused	*

3. Why not? (Base = All who did not vote at 2008 Presidential Election (55))

Not registered, too busy, something came up	49
Did not want to vote	18
Too young to vote at the time	9
Did not approve of candidates	8
Could not get to the polls	5
Did not live in state/district at the time	3
Forgot to	2
Other	6
Don't know / Refused	*



4. On November 2nd, midterm elections will be held. Arkansas voters will elect a Senator, Members of Congress, Governor, and other state-level positions. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming elections? You can use any number between 1 and 10, to indicate how strongly you feel about your likelihood to vote.

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
1 – Completely certain will NOT vote	6	5	6	9
2	1	*	1	0
3	1	0	2	0
4	0	1	0	2
5	7	13	3	6
6	2	*	*	9
7	6	7	4	12
8	9	13	6	10
9	4	4	5	6
10 – Completely certain WILL vote	63	56	74	47
Don't know / Refused	1	2	*	0

5. How much interest do you have in following news about the campaigns for the midterm elections in Arkansas?

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
A great deal	27	19	37	18
Quite a bit	33	40	29	30
Only some	23	19	25	31
Very little	11	17	4	12
No interest at all	6	6	5	9
Not sure / Refused	*	*	*	0
TOTAL: Great deal/Quite a bit	60	58	66	48
TOTAL: None/Very little	17	23	9	21

6. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
IF "DEMOCRAT" TO Q6, Q7 ASKED. IF "REPUBLICAN" TO Q6, Q8 ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q6, Q9 ASKED. RESULTS SHOWN IN SUMMARY BELOW.)
7. Do you lean strongly or only moderately toward the Democratic Party?
8. Do you lean strongly or only moderately toward the Republican Party?
9. Do your beliefs tend to lean more toward the Democrats or the Republicans?

Strongly Democrat	16
Moderately Democrat	12
Lean Democrat	14
Strongly Republican	19
Moderately Republican	9
Lean Republican	17
Independent (No lean)	10
DK / Ref	4
Total Democrats	42
Total Republicans	45
Total Independents	10



10. Generally speaking, would you say things in Arkansas are heading in the right direction, or are they off on the wrong track? ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Right direction	47	57	43	34
Wrong track	44	37	50	47
Not sure / Refused	9	6	7	19

11. What do you think are the biggest problems facing Arkansas now?
OPEN-ENDED: DO NOT READ OUT. INTERVIEWERS: CODE INTO CATEGORIES BELOW UNLESS RESPONSE ABSOLUTELY DOES NOT FIT. PLEASE CONSIDER THESE 'BROAD' DEFINITIONS AND TRY TO CODE RESPONSES INTO PRECODES BELOW.

Economy / jobs (<i>includes: national economy, Arkansas' economy, lack of jobs, wrong jobs, not enough work, etc</i>)	57
Government / politics / politicians (<i>includes: named politicians, corrupt government, legislature, parties, national government, etc</i>)	14
Education	8
Healthcare (<i>includes: national and also within Arkansas</i>)	8
Immigration	6
Budget / Deficit	4
Taxes (<i>includes: too much tax, tax increases, disproportionate tax, etc</i>)	3
Crime	2
Drugs/ substance abuse	2
Lottery	2
Environment/Pollution (<i>includes: global warming, damage to natural environment, littering, exhaust from cars, etc</i>)	1
Energy (<i>includes: oil issues/concerns, lack of energy, gas prices, price of power, etc</i>)	1
Housing (<i>includes: cost of housing, foreclosure, housing insurance rates, etc</i>)	1
Transportation (<i>includes: lack of public transportation, traffic, car/truck problems, etc</i>)	1
Armed forces/ national security (<i>includes: war in Iraq, funding, veterans</i>)	1
Welfare/ social support	1
Morality/ faith	1
Agriculture (<i>includes: antibiotics, genetically modified foods, food supply, funding</i>)	1
Poverty	1
Political ignorance / apathy	*
Nothing	2
Other	3
Don't know / Refused	11



I know it is a long way off, but thinking about the elections this fall...

12. ...if the election for US Senator were held today, would you vote for Republican candidate John Boozman or Democratic candidate Blanche Lincoln [REVERSE NAMES]? ASK Q13 IF 'DK/ REFUSED' AT Q12
13. *Lean question (NOTE: NOT PUBLISHED HERE BECAUSE IPSOS DOES NOT ALLOCATE LEANERS AT THIS STAGE IN THE ELECTORAL CYCLE)*

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
John Boozman (Republican)	54	26	85	42
Blanche Lincoln (Democrat)	35	68	9	21
Candidate from another political party (VOL)	1	*	1	3
DK/Ref/Unsure (VOL)	10	6	5	34

14. ...if the election for Governor of Arkansas were today, would you vote for Republican candidate Jim Keet or Democratic candidate Mike Beebe [REVERSE NAMES]? ASK Q15 IF 'DON'T KNOW / REFUSED' AT Q14
15. *Lean question (NOTE: NOT PUBLISHED HERE BECAUSE IPSOS DOES NOT ALLOCATE LEANERS AT THIS STAGE IN THE ELECTORAL CYCLE)*

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Jim Keet (Republican)	35	10	64	11
Mike Beebe (Democrat)	57	85	28	62
Candidate from another political party (VOL)	*	0	1	*
DK/Ref/Unsure (VOL)	9	5	8	27

16. Overall, do you approve, disapprove or have mixed feelings about the way Mike Beebe is handling his job as Governor of Arkansas? IF "APPROVE" OR "DISAPPROVE" TO Q16, ASK Q17. IF "HAVE MIXED FEELINGS /DK/REF" TO Q16, ASK Q18.
17. Is that strongly (**approve/disapprove**) or somewhat (**approve/disapprove**)?
18. If you had to choose, do you lean more towards approve or disapprove?

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Strongly approve	25	42	13	13
Somewhat approve	25	24	26	25
Lean approve	17	13	17	34
Still have mixed feelings	4	3	5	5
Lean disapprove	20	13	29	7
Somewhat disapprove	2	2	3	1
Strongly disapprove	5	2	7	8
Not sure	2	*	1	7
TOTAL: Approve	67	80	56	73
TOTAL: Disapprove	27	17	39	16



19. I am going to read out a series of statements. For each one, please tell me if you associate this quality more with Senator Blanche Lincoln or her opponent John Boozman? READ OUT EACH A-E AND RANDOMIZE.

	<u>Blanche Lincoln</u>	<u>John Boozman</u>	<u>Both</u>	<u>Neither</u>	<u>Don't know / Refused</u>
Tough on banks	29	32	4	15	19
Fights for Main Street over Wall Street	29	42	4	11	14
Will say anything to win votes	48	18	17	9	8
A strong leader for Arkansas	34	51	1	8	6
Understands the problems of someone like me	33	44	2	13	8

20. Some people think that... INSERT STATEMENT A/B AND REVERSE. Other people think that... INSERT STATEMENT A/B AND REVERSE. Which of these comes closer to your own view?

- A. ...the US Government should closely regulate the way that banks work in order to ensure economic stability.
B. ...banks should not be regulated because this would hinder the free market.

Should regulate banks	55
Should not regulate banks	40
DK/Ref/Unsure (VOL)	5