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Interview dates: September 17-19, 2010
Interviews: 600 registered voters (RV); 436 likely voters (LV) in Arkansas
251 Democrats/Lean Democrats; 274 Republicans/Lean Republicans
Margin of error: ± 4.0 for registered voters; ± 4.7 for likely voters
 ± 6.2 for Democrats (RV); ± 5.9 for Republicans (RV)

Political Polling in Arkansas: Wave 2

Research undertaken for Reuters

These are findings from an Ipsos poll conducted September 17-19, 2010 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 4.0 percentage points, 19 times out of 20, of what they would have been had the entire population of registered voters in Arkansas been polled. Likely voters (reported on for ballot questions only) are defined as individuals currently registered to vote, who voted in the 2008 Presidential election, are a 7-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign. Individuals who did not vote in 2008 qualify as likely voters if they are registered to vote, are an 8-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign. Out of our sample of 600 registered voters, 436 are likely voters. With a sample of this size, the results are considered accurate within ± 4.7 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled.

All sample surveys 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 (53). Figures filtered on Democrats, Republicans, and Independents are based on registered voters and not likely voters. 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. **Where trend data (italicized) is present, it is taken from the last Reuters poll carried out by Ipsos in the state, for which the fieldwork period was July 16-18, 2010.**

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	79
No	21
Don't know / Refused	*

3. Why not? (Base = All who did not vote at 2008 Presidential Election (62))

Not registered, too busy, something came up	60
Did not want to vote	14
Too young to vote at the time	12
Could not get to the polls	10
Did not approve of candidates	9
Health reasons	6
Did not live in state/district at the time	3
Undecided	3
Other	10
Don't know / Refused	3



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.

	<i>Prev. Poll</i>	<i>Current Poll, Sept 17-19</i>			
	<i>RV trend data</i>	<i>Registered</i>			
	<i>July 16-18</i>	<i>voters</i>	<i>Democrats</i>	<i>Republicans</i>	<i>Independents</i>
1 – Completely certain will NOT vote	6	7	6	4	33
2	1	*	*	0	0
3	1	1	2	1	2
4	0	1	2	0	0
5	7	4	4	3	5
6	2	3	4	1	2
7	6	5	4	5	5
8	9	10	14	8	7
9	4	5	3	7	10
10 – Completely certain WILL vote	63	62	59	71	36
Don't know / Refused	1	1	2	1	1

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

	<i>Prev. Poll</i>	<i>Current Poll, Sept 17-19</i>			
	<i>RV trend data</i>	<i>Registered</i>			
	<i>July 16-18</i>	<i>voters</i>	<i>Democrats</i>	<i>Republicans</i>	<i>Independents</i>
A great deal	27	36	27	48	18
Quite a bit	33	29	28	31	26
Only some	23	20	27	13	20
Very little	11	11	15	7	15
No interest at all	6	4	3	1	20
Not sure / Refused	*	1	1	0	2
TOTAL: Great deal/Quite a bit	60	64	54	79	44
TOTAL: None/Very little	17	15	18	8	34

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?

	<i>Likely Voters</i>	<i>Registered Voters</i>
Strongly Democrat	23	23
Moderately Democrat	12	13
Lean Democrat	10	12
Strongly Republican	23	19
Moderately Republican	5	5
Lean Republican	22	19
Independent (No lean)	5	7
DK / Ref		2
Total Democrats	45	47
Total Republicans	49	43
Total Independents	5	7



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.

	<i>Prev. Poll</i>	<i>Current Poll, Sept 17-19</i>			
	<u>RV trend data</u>	<u>Registered</u>			
	<u>July 16-18</u>	<u>voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Right direction	47	44	52	36	40
Wrong track	44	48	39	58	38
Not sure / Refused	9	8	9	6	22

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.

	<u>RV trend data</u>	<u>Current poll</u>
	<u>July 16-18</u>	<u>Sept 17-19</u>
Economy / jobs (<i>includes: national economy, Arkansas' economy, lack of jobs, wrong jobs, not enough work, etc</i>)	57	57
Education	8	14
Healthcare (<i>includes: national and also within Arkansas</i>)	8	13
Government / politics / politicians (<i>includes: named politicians, corrupt government, legislature, parties, national government, etc</i>)	14	10
Taxes (<i>includes: too much tax, tax increases, disproportionate tax, etc</i>)	3	7
Budget / Deficit	4	3
Morality/ faith	1	3
Immigration	6	2
Crime	2	2
Drugs/ substance abuse	2	2
Housing (<i>includes: cost of housing, foreclosure, housing insurance rates, etc</i>)	1	2
Transportation (<i>includes: lack of public transportation, traffic, car/truck problems, etc</i>)	1	2
Welfare/ social support	1	2
Lottery	2	1
Poverty	1	1
Political ignorance / apathy	*	1
Nothing	2	1
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	*
Armed forces/ national security (<i>includes: war in Iraq, funding, veterans</i>)	1	*
Agriculture (<i>includes: antibiotics, genetically modified foods, food supply, funding</i>)	1	*
Other	3	8
Don't know / Refused	11	7



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>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
John Boozman (Republican)	53	48	13	90	32
Blanche Lincoln (Democrat)	39	38	70	7	17
Candidate from another political party (VOL)	1	1	1	*	2
DK/Ref/Unsure (VOL)	8	13	16	3	50

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>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Jim Keet (Republican)	37	30	5	64	8
Mike Beebe (Democrat)	55	58	86	28	51
Candidate from another political party (VOL)	*	*	*	0	2
DK/Ref/Unsure (VOL)	8	12	9	9	40

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>Prev. Poll RV trend data July 16-18</u>	<u>Current Poll, Sept 17-19</u>			
		<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Strongly approve	25	19	32	8	9
Somewhat approve	25	28	30	25	28
Lean approve	17	20	22	18	26
Still have mixed feelings	4	3	1	3	14
Lean disapprove	20	17	10	27	7
Somewhat disapprove	2	4	1	6	5
Strongly disapprove	5	8	3	13	10
Not sure	2	2	1	1	3
TOTAL: Approve	67	67	83	50	62
TOTAL: Disapprove	27	29	14	46	21



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	33	4	19	16
<i>Trend data July 16-18 2010</i>	29	32	4	15	19
Fights for Main Street over Wall Street	39	38	3	11	10
<i>Trend data July 16-18 2010</i>	29	42	4	11	14
Will say anything to win votes	40	26	20	7	7
<i>Trend data July 16-18 2010</i>	48	18	17	9	8
A strong leader for Arkansas	38	43	4	9	6
<i>Trend data July 16-18 2010</i>	34	51	1	8	6
Understands the problems of someone like me	35	40	2	16	7
<i>Trend data July 16-18 2010</i>	33	44	2	13	8

20. As you may know, Former President Bill Clinton has been campaigning for Democratic Senator Blanche Lincoln in Arkansas. Does President Clinton's support of Lincoln make you... [READ OUT. REVERSE FIRST TWO RESPONSE OPTIONS]

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
More likely to vote for her in November	18	33	2	3
Less likely to vote for her in November	22	8	38	17
Or will it make no difference?	59	57	60	79
[NOT READ] Don't know / Refused	1	2	0	2