

Arkansas Talk Business Poll

1,000 Target Respondents N
 Margin of Error ± 3.09 percent

Unweighted Interviews 1,004
 Weighted Proportion 100%

Party Identification

Republican	Democrat	Independent
324	412	268
30%	40%	30%

Congressional District

1st	2nd	3rd	4th
203	224	288	289
24%	26%	25%	25%

1. Voter Motivation Index

	N	Republican	Democrat	Independent	1st	2nd	3rd	4th
Mean	7.14	6.63	7.89	6.66	7.37	7.55	6.60	7.17
Median	0.00	9.00	9.00	9.00	9.00	9.00	9.00	9.00
Mode	0.00	9.00	9.00	9.00	9.00	9.00	9.00	9.00

2. Governor

	N	Republican	Democrat	Independent	1st	2nd	3rd	4th
Republican Asa Hutchinson	34%	62%	11%	37%	33%	24%	60%	20%
Democrat Mike Beebe	48%	12%	80%	41%	52%	60%	20%	62%
Green Party candidate Jim Lendall	1%	0%	1%	2%	1%	1%	1%	1%
Independent Rod Bryan	0%	1%	0%	0%	0%	0%	0%	0%
Undecided	17%	25%	8%	19%	14%	15%	19%	17%

3. Lieutenant Governor

	N	Republican	Democrat	Independent	1st	2nd	3rd	4th
Republican Jim Holt	40%	75%	13%	41%	35%	28%	70%	27%
Democrat Bill Halter	44%	9%	76%	37%	51%	62%	22%	64%
Undecided	16%	16%	12%	22%	14%	10%	8%	9%

4. Attorney General

	N	Republican	Democrat	Independent	1st	2nd	3rd	4th
Republican Gunner Delay	37%	78%	6%	37%	35%	29%	61%	24%
Democrat Dustin McDaniel	51%	18%	83%	42%	57%	56%	31%	61%
Undecided	12%	4%	11%	21%	8%	15%	7%	15%

5. Constitutional Amendment One

	N	Republican	Democrat	Independent	1st	2nd	3rd	4th
Yes	40%	26%	47%	44%	48%	46%	24%	43%
No	40%	45%	38%	38%	34%	45%	52%	29%
Undecided	20%	28%	15%	18%	18%	10%	24%	27%

6. Technology and Facilities Bond

	N	Republican	Democrat	Independent	1st	2nd	3rd	4th
Yes	31%	21%	39%	31%	30%	45%	19%	29%
No	40%	40%	40%	40%	33%	36%	59%	32%
Undecided	29%	39%	21%	29%	36%	19%	21%	39%

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Unweighted Interviews 1,004
 Weighted Proportion 100%

1. Voter Motivation Index

Mean 7.14
 Median 0.00
 Mode 0.00

2. Governor

Republican Asa Hutchinson 34%
 Democrat Mike Beebe 48%
 Green Party candidate Jim Lendall 1%
 Independent Rod Bryan 0%
 Undecided 17%

3. Lieutenant Governor

Republican Jim Holt 40%
 Democrat Bill Halter 44%
 Undecided 16%

4. Attorney General

Republican Gunner Delay 37%
 Democrat Dustin McDaniel 51%
 Undecided 12%

5. Constitutional Amendment One

Yes 40%
 No 40%
 Undecided 20%

6. Technology and Facilities Bond

Yes 31%
 No 40%
 Undecided 29%

		Gender		Age				Race		
		Female	Male	18-44	45-64	65-74	75+	White	Black	Other
		524	480	196	484	170	154	840	121	43
		51%	49%	27%	44%	15%	14%	79%	15%	6%
1. Voter Motivation Index										
Mean	7.14	7.28	6.99	7.26	6.94	7.22	7.44	7.08	7.52	*
Median	0.00	9.00	9.00	9.00	9.00	9.00	9.00	9.00	9.00	*
Mode	0.00	9.00	9.00	9.00	9.00	9.00	9.00	9.00	9.00	*
2. Governor										
Republican Asa Hutchinson	34%	30%	38%	30%	41%	31%	23%	40%	1%	*
Democrat Mike Beebe	48%	52%	44%	55%	46%	44%	47%	41%	88%	*
Green Party candidate Jim Lendall	1%	1%	1%	3%	0%	0%	0%	1%	0%	*
Independent Rod Bryan	0%	0%	0%	1%	1%	0%	0%	0%	0%	*
Undecided	17%	17%	17%	12%	12%	25%	29%	17%	10%	*
3. Lieutenant Governor										
Republican Jim Holt	40%	34%	46%	34%	40%	45%	46%	48%	3%	*
Democrat Bill Halter	44%	46%	42%	46%	46%	37%	43%	39%	76%	*
Undecided	16%	20%	12%	20%	14%	19%	11%	13%	20%	*
4. Attorney General										
Republican Gunner Delay	37%	30%	44%	42%	31%	42%	43%	44%	2%	*
Democrat Dustin McDaniel	51%	56%	46%	47%	57%	45%	45%	46%	84%	*
Undecided	12%	14%	10%	11%	12%	13%	12%	10%	14%	*
5. Constitutional Amendment One										
Yes	40%	46%	34%	45%	42%	35%	28%	43%	25%	*
No	40%	33%	47%	32%	37%	54%	50%	39%	48%	*
Undecided	20%	21%	19%	23%	21%	10%	22%	18%	27%	*
6. Technology and Facilities Bond										
Yes	31%	36%	26%	39%	28%	32%	23%	30%	37%	*
No	40%	39%	41%	35%	41%	44%	43%	43%	25%	*
Undecided	29%	25%	33%	26%	31%	24%	34%	28%	37%	*