



4th Quarter Tracking Survey  
600 Sample  
Margin of Error: +/- 3.99%  
Date: 10/12-10/15

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Hello, this is \_\_\_\_\_ with \_\_\_\_\_, a public opinion research firm. We are interested in your opinions about voter attitudes. We are not selling anything, and your answers are completely confidential... (*DO NOT PAUSE*).

- A. Are you registered to vote in the county where you live?  
YES 100%  
NO GO TO QUESTION B
- B. Is there anyone else in your household who is registered to vote in your county?  
YES May I speak with that person? GO TO INTRO  
NO THANK AND CLOSE
- C. Are you, or anyone in your household, employed by a newspaper, television or radio station, a political party, or by a candidate for political office?  
YES THANK AND CLOSE  
NO 100%  
NOT SURE/REFUSED **THANK AND CLOSE**
- D. Although the elections are not for a while, would you say you are absolutely certain, very likely, somewhat likely, or not too likely to vote in the next state and federal elections?  
ABSOLUTELY CERTAIN 79%  
VERY LIKELY 20%  
SOMEWHAT LIKELY 1%  
NOT TOO LIKELY **THANK AND CLOSE**  
UNDECIDED/DON'T KNOW **THANK AND CLOSE**

**Right Track/Wrong Track**

1. Overall, would you say that things in this country are headed in the right direction, or have things gotten off on the wrong track (*ROTATE*)?  
RIGHT DIRECTION 26%  
WRONG TRACK 66%  
DON'T KNOW (DO NOT READ) 8%

**Economic Battery**

2. How would you rate your personal financial situation (*ROTATE*)?  
EXCELLENT 9% **^66%**  
GOOD 57%  
NOT SO GOOD 21% **^32%**  
POOR 11%  
DON'T KNOW (DO NOT READ) 2%
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3. What is your greatest financial concern today (RANDOMIZE)?

LOSING YOUR JOB	6%
PAYING FOR RETIREMENT	18%
PAYING RENT/MORTGAGE	7%
PAYING FOR HEALTHCARE COSTS	31%
PAYING TAXES	16%
PAYING FOR GAS	3%
PAYING FOR GROCERIES	6%

4. Looking ahead, do you think that one year from now you will be better off, worse off, or about the same (ROTATE)?

BETTER OFF	24%
WORSE OFF	29%
ABOUT THE SAME	43%
DON'T KNOW (DO NOT READ)	4%

5. How would you describe the Arkansas economy (RANDOMIZE)?

STRONG AND GROWING	8%
IN A RECOVERY	19%
SLIGHTLY ON THE DOWNSIDE	32%
APPROACHING RECESSION	8%
IN A RECESSION	22%
DEPRESSION	8%
DON'T KNOW (DO NOT READ)	3%

**Issue Battery**

6. Now, thinking about some of the issues facing ARKANSAS, what would you say is the most important problem facing ARKANSAS today; -- the one you, yourself, are most concerned about? (DO NOT READ)

Economy /Jobs	38%
Education	10%
Taxes/Spending	6%
Health Care	19%
Family Values	3%
Illegal Immigration	4%
State/Local Gvt.	4%
Homeland Security/War on Terror	1%
Transportation	1%
Social Security/Medicare	3%
War in Afghanistan	2%
Crime	3%
Environment	1%
Other (Specify)	3%
Don't Know/Refused	2%

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7. I am going to read you two statements about the role of the federal government, and I'd like to know which one is closer to your point of view (ROTATE).

Government should do more to solve problems and help meet the needs of people **OR**  
 Government is doing too many things that should be left to businesses and individuals.

Government more involved	32%
Government doing too many things	63%
Not Sure/Don't Know	5%

8. Overall, how satisfied are you with the quality of healthcare that you and your family receive (ROTATE)?

Very Satisfied	53%	<b>^83%</b>
Somewhat Satisfied	30%	
Somewhat Dissatisfied	8%	<b>^16%</b>
Very Dissatisfied	8%	
Don't know (Do Not Read)	1%	

9. Overall, how satisfied are you with your current health insurance plan (ROTATE)?

Very Satisfied	47%	<b>80%</b>
Somewhat Satisfied	33%	
Somewhat Dissatisfied	8%	<b>17%</b>
Very Dissatisfied	9%	
Don't know (Do Not Read)	3%	

10. Would you prefer a healthcare system where most Americans get their health care coverage through the federal government or a system where most Americans get their health care coverage through a private insurance provider (ROTATE)?

FEDERAL GOVERNMENT PROVIDE	18%
PRIVATE INSURANCE PROVIDER	67%
Don't Know (Do Not Read)	15%

11. There has been much talk about a government run health care system. Would you consider a proposal that allows you to keep your private insurance if you are happy with your current plan and only choose the government run option if you are unhappy with your current plan? Or are you opposed to the federal government being involved all-together?

Keep private insurance if happy and consider government plan if unhappy	42%
Oppose federal government being involved all-together	54%
Undecided/Don't Know	4%

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12. Recently, the U.S. House of Representatives passed the American Clean Energy and Security Act, an energy bill that limits pollution and greenhouse gas emissions through what's been called a "Cap and Trade" plan and also invests in clean, renewable energy sources in America. This fall, the Senate will debate it. Would you say you support this bill or oppose this bill (ROTATE)? And is that strongly/somewhat support/oppose?

Strongly Support	27%	<b>^43%</b>
Somewhat Support	16%	
Somewhat Oppose	7%	<b>^39%</b>
Strongly Oppose	32%	
No Opinion/DD	<b>18%</b>	

13. Now I'm going to read you two statements and I'd like to know which statement you agree with more (ROTATE). Statement A or Statement B? And is that Definitely A/B or just Likely A/B?

A) Some people say "Cap and Trade" is nothing more than a quote "job killing energy tax" that represents the biggest tax increase in American history – and that it will destroy jobs and raise middle class families' energy bills by at least a thousand dollars. They say even Obama admits that families' energy bills would quote "skyrocket." The last thing our economy needs right now is another big Washington program reaching into taxpayers' pockets and killing jobs across the country.

OR

B) Other people say opponents of this bill – oil companies, special interests and lobbyists – have been fighting against energy reform for decades with lies and scare tactics just to protect their profits. They've made America more dependent on foreign oil from hostile nations – which hurts our economy, helps our enemies, and puts our security at risk. This bill puts America back in control – creating 1.7 million jobs in America and thousands of jobs right here in Arkansas, ensuring that secure, renewable energy sources are made in America and work for America.

Definitely Statement A	37%	<b>^46%</b>
Likely Statement A	9%	
Likely Statement B	17%	<b>^41%</b>
Definitely Statement B	24%	
Don't know/Refused	<b>13%</b>	

14. Do you have a favorable or un-favorable opinion of the Arkansas Lottery (ROTATE)? And is that (Strongly/Somewhat) favorable or unfavorable?

Strongly Favorable	28%	<b>^45%</b>
Somewhat Favorable	17%	
Somewhat Unfavorable	9%	<b>^43%</b>
Strongly Unfavorable	34%	
No Opinion/Don't Know	12%	



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15. How likely are you to purchase a lottery ticket in the next 12 months (ROTATE)? And is that very (likely/unlikely) or somewhat (likely/unlikely)?

Very Likely	25%	<b>^42%</b>
Somewhat Likely	17%	
Somewhat Unlikely	7%	<b>^57%</b>
Very Unlikely	50%	
Don't know	1%	

16. Do you have a favorable or unfavorable impression of the "tea party" protests (ROTATE)? And is that (Strongly/somewhat) favorable/unfavorable?

Strongly Favorable	36%	<b>^46%</b>
Somewhat Favorable	10%	
Somewhat Unfavorable	6%	<b>^26%</b>
Strongly Unfavorable	20%	
No Opinion/DK	28%	

17. Arkansas Legislators are currently considering renovating existing offices adjacent to the Arkansas Capitol. This renovation will include an underground tunnel for easy access, will be handicap compliant, and will cost taxpayers \$6.5 million. Do you support or oppose this project (ROTATE)? And is that strongly/somewhat support/oppose?

Strongly Support	9%	<b>^18%</b>
Somewhat Support	9%	
Somewhat Oppose	12%	<b>^66%</b>
Strongly Oppose	54%	
Don't know	16%	

**Partisan Battery**

18. Thinking ahead to the 2010 Congressional Elections, If the 2010 elections for US Congress were being held today, for whom would you vote for Congress? (ROTATE). ... Well, if the election for Congress were held today and you had to decide right now in your own district where you live which candidate would you lean?

REPUBLICAN CANDIDATE	31%	<b>44%</b>
LEAN REPUBLICAN CANDIDATE	13%	
DEMOCRATIC CANDIDATE	27%	<b>34%</b>
LEAN DEMOCRATIC CANDIDATE	7%	
UNKNOWN	22%	



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19. Do you approve or disapprove of the job the United States Congress is doing in Washington DC (ROTATE)? (And is that STRONGLY approve/disapprove or just SOMEWHAT approve/disapprove)

Strongly Approve Congress	6%	<b>^23%</b>
Somewhat Approve Congress	17%	
Somewhat Disapprove Congress	15%	<b>^69%</b>
Strongly Disapprove Congress	54%	
Don't know	8%	

Let's think for just a minute about the ARKANSAS legislature,

20. Do you approve or disapprove of the job the Arkansas State Legislature is doing (ROTATE)? (And is that STRONGLY approve/disapprove or just SOMEWHAT approve/disapprove)

Strongly Approve Legislature	16%	<b>^57%</b>
Somewhat Approve Legislature	41%	
Somewhat Disapprove Legislature	12%	<b>^27%</b>
Strongly Disapprove Legislature	15%	
Don't know	<b>16%</b>	

**Name Identification of Elected Officials**

Now, I would like to read you some names of different people active in Arkansas politics, For each name, please tell me if you have heard of that person or not. If you have heard of them, please tell me whether your impression of that person is strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable (RANDOMIZE).

	<u>Heard of</u>	<u>Strong Fav</u>	<u>SWT Fav</u>	<u>SWT Unfav</u>	<u>Strong UNF</u>	<u>NO</u>
21. BARACK OBAMA	100%	25%	15%	10%	46%	4%
		<b>40%</b>		<b>56%</b>		
22. MIKE BEEBE	97%	35%	36%	7%	8%	11%
		<b>71%</b>		<b>15%</b>		
23. BLANCHE LINCOLN	96%	20%	22%	16%	30%	10%
		<b>42%</b>		<b>46%</b>		
24. DUSTIN MCDANIEL	72%	15%	18%	7%	6%	27%
		<b>33%</b>		<b>13%</b>		
25. MIKE ROSS	80%	15%	25%	7%	11%	22%
		<b>40%</b>		<b>18%</b>		
26. BILL HALTER	75%	9%	18%	5%	13%	30%
		<b>27%</b>		<b>18%</b>		

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**Job Approval/Ballot Tests**

27. Thinking about the job that Barack Obama is doing as President, would you say you approve or disapprove (ROTATE)? And is that STRONGLY (approve/disapprove) or just SOMEWHAT (approve/disapprove)?

Strongly Approve	23%	<b>^39%</b>
Somewhat Approve	16%	
Somewhat Disapprove	9%	<b>^59%</b>
Strongly Disapprove	50%	
Don't know	2%	

28. Do you approve or disapprove of the way Barack Obama is handling the economy (ROTATE)? (And is that STRONGLY approve/disapprove or just SOMEWHAT approve/disapprove)

Strongly Approve	20%	<b>^37%</b>
Somewhat Approve	17%	
Somewhat Disapprove	9%	<b>^59%</b>
Strongly Disapprove	50%	
Don't know	4%	

29. Would you describe Barack Obama as a conservative, a moderate, or a liberal in his political beliefs (ROTATE)? (And would you say his is VERY conservative/liberal or just SOMEWHAT conservative/liberal?)

Very Conservative	2%	<b>^4%</b>
Somewhat Conservative	2%	
Moderate	19%	
Somewhat Liberal	14%	<b>^67%</b>
Very Liberal	53%	
Don't know	10%	

30. Thinking about the job that Mike Beebe is doing as Governor, would you say you approve or disapprove (ROTATE)? And is that STRONGLY (approve/disapprove) or just SOMEWHAT (approve/disapprove)?

Strongly Approve	41%	<b>^79%</b>
Somewhat Approve	38%	
Somewhat Disapprove	6%	<b>^13%</b>
Strongly Disapprove	7%	
Don't know	8%	



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31. Thinking about the job that Blanche Lincoln is doing as US Senator, would you say you approve or disapprove (ROTATE)? And is that STRONGLY (approve/disapprove) or just SOMEWHAT (approve/disapprove)?

Strongly Approve	22%	<b>^45%</b>
Somewhat Approve	23%	
Somewhat Disapprove	15%	<b>^45%</b>
Strongly Disapprove	30%	
Don't know	<b>10%</b>	

32. Senator Blanche Lincoln recently became Chairman of the United States Senate Agriculture Committee. Does this make you more likely or less likely to vote for her in the 2010 election? And is that much more/less or just somewhat more/less?

Much More	12%	<b>^22%</b>
Somewhat More	10%	
No difference	47%	
Somewhat Less	9%	<b>^22%</b>
Much Less	13%	
Don't Know (don't read)	<b>9%</b>	

33. If the 2010 election was held today, and you had to make a choice, would you vote to re-elect Blanche Lincoln as your United States Senator no matter who ran against her?

Yes	25%
No	61%
Don't know	14%

**BILL CLINTON**

34. Thinking for a moment about the legacy of Bill Clinton. Do you think he will go down in history – as an outstanding president, above average, average, below average, or poor (ROTATE TOP TO BOTTOM)?

Outstanding	22%
Above Average	28%
Average	25%
Below Average	9%
Poor	14%
Don't know	2%

35. This year will be the 5<sup>th</sup> Anniversary of the Clinton Presidential Library. Overall, do you believe that the Clinton Presidential Library has had a (positive/negative) impact on our state? Or has it had no impact?

Positive	68%
Negative	7%
No Impact	26%

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Now, I have just a few questions for statistical purposes only... and please keep in mind that this survey is for scientific research purposes only and that all individual responses will remain strictly confidential.

36. Do you consider yourself to be (**ROTATE BEGINNING LIBERAL & CONSERVATIVE**) very liberal, somewhat liberal, somewhat conservative, or very conservative in your political beliefs?

VERY LIBERAL	6%
SOMEWHAT LIBERAL	9%
MODERATE	20%
SOMEWHAT CONSERVATIVE	26%
VERY CONSERVATIVE	34%
NO OPINION	5%

37. Do you consider yourself a Democrat, an Independent, or Republican? Would you call yourself a STRONG (Republican/Democrat) or NOT-SO-STRONG (Republican/Democrat)? (**ROTATE BEGINNING DEMOCRAT & REPUBLICAN**)

STRONG REPUBLICAN	22%
NOT SO STRONG REPUBLICAN	12%
INDEPENDENT	26%
NOT SO STRONG DEMOCRAT	12%
STRONG DEMOCRAT	27%
DON'T KNOW/REFUSE	1%

38. Please stop me when I read the correct category for your age group.

18-34	3%
35-49	17%
50 – 64	35%
65+	44%
Refused (DO NOT READ)	1%

39. Other than being an American, would you describe your ethnic or racial heritage as mainly (READ CHOICES – ACCEPT ONLY ONE RESPONSE):

AFRICAN-AMERICAN OR BLACK	15%
WHITE	82%
HISPANIC AMERICAN OR LATINO	1%
OTHER (DO NOT READ)	2%
REFUSED (DO NOT READ)	1%

40. What is your marital status (Rotate):

SINGLE	25%
MARRIED	73%
REFUSED	2%

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41.	How often do you attend church services (Rotate):	
	MORE THAN WEEKLY	21%
	WEEKLY	45%
	MONTHLY	8%
	A FEW TIMES PER YEAR	16%
	NEVER	10%
**42.	Gender (by observation)	
	MALE	52%
	FEMALE	48%
**43.	Perfect Voter Status (by observation from the file-- PVG)	
	2 of 4	12%
	3 of 4	23%
	4 of 4	65%
**44.	Congressional District (by observation from the file--CD)	
	CD-1	24%
	CD-2	26%
	CD-3	26%
	CD-4	24%
**45.	Media Market (by observation from the file)	
	FORT SMITH	23%
	GREENWOOD-GREENVILLE	*
	JONESBORO	7%
	LITTLE ROCK-PINE BLUFF	51%
	MEMPHIS	5%
	MONROE	2%
	SHREVEPORT	6%
	SPRINGFIELD	7%

That concludes our survey. Thank you very much for sharing your opinions with us. Good Night.

*\*Total Numbers not equally 100% is due to rounding\**