

Talk Business Poll
Conducted by Talk Business Research & Hendrix College
9/16/10
AR-Senate

Q1. How likely are you to vote in the November elections for statewide office?

94% Very Likely
6% Somewhat Likely
N/A Somewhat Unlikely
N/A Very Unlikely

Q2. If the election for U.S. Senate were today, who would you vote for?

29% Democrat Senator Blanche Lincoln
56% Republican Congressman John Boozman
5% Independent Trevor Drown
2% Green Party candidate John Gray
8% Undecided

Q3. Cong. John Boozman opposed the health care bill signed into law, while Sen. Blanche Lincoln supported its passage. Based on what you know, do you think that the health care reforms passed by Congress will make your health care better, worse or the same?

20.5% Better
63% Worse
10% Stay the same
6.5% Don't Know

Q4. Senator Blanche Lincoln has served as Chairman of the U.S. Senate Agriculture Committee for one full year. Does this make you more likely or less likely to vote for her in the 2010 general election?

25% More Likely
43% Less Likely
28.5% No Difference
3.5% Don't Know

Q5. Cong. John Boozman supports a bill that would implement a national sales tax of an estimated 23 cents for every dollar. The proposal would also eliminate your personal income taxes and the IRS. Does his support of this tax change make you more likely or less likely to vote for him in the 2010 general election?

43% More Likely
33.5% Less Likely
13% No Difference
10.5% Don't Know

Q6. Earmarks are a process by which federal funds are designated for local and state projects. Sen. Lincoln says that earmarks help "level the playing field" for small states like Arkansas to compete for federal money. Cong. Boozman says they are examples of wasteful government

spending. Both Boozman and Lincoln say the earmark system can be improved. Based on what you know, do you think the current earmark process has been good or bad for Arkansas?

18.5%	Good
42.5%	Bad
39%	Don't Know

Q7. Health care, agriculture, taxes, and earmarks are all major issues in the U.S. Senate campaign. Having thought about some of these issues and knowing that Sen. Lincoln and Cong. Boozman differ on them, please think again about your choice for the U.S. Senate. If the election were today, who would you vote for?

57.5%	Congressman John Boozman
28%	Senator Blanche Lincoln
3%	John Gray
4%	Trevor Drown
7.5%	Undecided

Q8. For Statistical Purposes, please tell us your age.

Q9. Please tell us which ethnicity best describes you.

Q10. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or other?

Q11. Please tell us your gender.

Notes on Raw Data/Weighting:

Age (Weighted based on 2008 Arkansas electorate)

17%	Under the age of 30
27%	Between the ages of 30 and 44
37%	Between the Ages of 45 and 64
19%	65 or older

Ethnicity (Weighted based on 2008 Arkansas electorate)

12%	African-American
1%	Asian-American
83%	Caucasian or White
3%	Latino
2%	Other

Party ID

35%	Republican
29%	Democrat
30%	Independent
6%	Other

Gender

44%	Male
56%	Female

Congressional District (Weighted)

25%	First;	25%	Second;	25%	Third;	25%	Fourth
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