



ADVOCACY IS OUR CALLING

To: Roby Brock  
From: Brad Chism  
Date: 7/18/2010  
Re: Survey Results for AR US Senate and AR Governor Races

Zata|3 Consulting recently concluded a random sample survey statewide in Arkansas on behalf of Talk Business. Below are highlights from the survey.

Senate	Women	Men	Total
Lincoln	35.0%	29.1%	32.3%
Boozman	51.7%	63.0%	57.2%
Drown	2.9%	3.7%	3.3%
Gray	2.2%	1.2%	1.7%
Undecided	8.0%	3.1%	5.6%
Senate	AA	White	Latino/Other
Lincoln	78.2%	26.2%	14.2%
Boozman	10.1%	64.3%	59.9%
Drown	2.8%	2.5%	19.8%
Gray	3.0%	1.2%	3.6%
Undecided	5.9%	5.9%	2.5%

Governor	Women	Men	Total
Beebe	49.6%	49.4%	49.3%
Keet	36.6%	44.3%	40.3%
Undecided	14.0%	3.4%	10.3%

Governor	AA	White	Latino/Other
Beebe	75.9%	45.4%	43.1%
Keet	7.5%	45.5%	36.1%
Undecided	16.6%	9.1%	10.2

**Methodology:** We used IVR survey technology to complete 793 surveys statewide throughout the day on 7/17/2010. All respondents self identified as very likely or somewhat likely to vote in the November election. We asked seven questions in this survey. This IVR survey of 793 sample size has a margin of error of +/- 3.7% . These results include demographic breakdowns but sample sizes are too small to draw detailed conclusions on race/age/gender. A larger sample with a longer questionnaire would yield better cross-tabulations. See weighting assumptions on following page as different assumptions about turnout by ethnicity, age or gender would alter results.

Independent analyses from publications such as the *Wall Street Journal*, *National Council on Public Polls*, *American Association of Public Opinion Research*, Nate Silver's [FiveThirtyEight.com](http://FiveThirtyEight.com), and *The Pew Research Center* all show automated, recorded voice surveys used to record candidate preferences have an accuracy level comparable to live interviewer surveys.

**Notes on Weighting:** The sample was weighted as noted below at the instruction of the client.

- Congressional District
  - CD 1 24%
  - CD 2 26%
  - CD 3 26%
  - CD 4 24%

After the completion of the survey, we weighted the results as follows:

- Gender
  - Women 52%
  - Men 48%
- Age
  - Ages 40 and under: 25%
  - Ages 41 to 59: 30%
  - Ages 60+: 45%
- Ethnicity
  - African American: 13%
  - White: 82%
  - Other: 5%

**About Zata | 3 Consulting.** We are a Washington, DC-based consulting firm that works for Democrats and progressive causes. We have worked before in Arkansas on behalf of numerous Democratic candidates and organizations. Our website is [www.zata3.com](http://www.zata3.com)