

Talk Business Poll
Conducted by Talk Business Research & Hendrix College
9/27/10 – 9/28/10
AR-Governor
588 Respondents
Margin of Error +/-4%

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

93% Very Likely
7% Somewhat Likely
N/A Somewhat Unlikely
N/A Very Unlikely

Q2. If the election for Arkansas Governor were today, who would you vote for?

48.5% Governor Mike Beebe, the Democrat
35% Jim Keet, the Republican
1.5% Jim Lendall, the Green Party nominee
15% Undecided

Q3. (Asked of Beebe supporters) How likely does Mike Beebe's endorsement of another candidate make you to support the other candidate?

43% Very Likely
25% Somewhat Likely (68% Likely)
32% No Effect

Q4. There has been much reporting on a controversy involving the personal use of state vehicles by elected officials and state employees. Are you familiar with this issue?

66% Yes
34% No

Q5. (Asked of those familiar with issue) How well do you think that Governor Mike Beebe has dealt with the issue of the use of state vehicles for personal matters?

27% Very Well
35% Somewhat Well (62% Well)
27% Somewhat Poorly (38% Poorly)
11% Very Poorly

Q6. There has also been much reporting on a controversy involving Jim Keet and his personal and business taxes. Are you familiar with this issue?

41% Yes
59% No

Q7. (Asked of those familiar with issue) How well do you think that Jim Keet has dealt with the issue of his personal and business taxes?

22% Very Well
29% Somewhat Well (51% Well)
28% Somewhat Poorly (49% Poorly)
21% Very Poorly

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

7% Under the age of 30
11.5% Between the ages of 30 and 44
42% Between the Ages of 45 and 64
39.5% 65 or older

Ethnicity (Weighted according to 2008 Arkansas electorate)

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

Party ID

32% Republican
32% Democrat
29% Independent
7% Other

Gender

42% Male
58% Female

Congressional District (Weighted)

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