

Talk Business Poll
Conducted by Talk Business Research & Hendrix College
Thursday, October 14, 2010
AR-Governor & Senator
1,953 Likely Arkansas Voters
Margin of Error +/- 2.2%

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

94% Very Likely
6% Somewhat Likely
N/A Somewhat Unlikely (Call Ended)
N/A Very Unlikely (Call Ended)

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

34% Jim Keet, the Republican
3.5% Jim Lendall, the Green Party nominee
50% Governor Mike Beebe, the Democrat
12.5% Undecided

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

4% John Gray, the Green Party nominee
36% Senator Blanche Lincoln, the Democrat
49% Cong. John Boozman, the Republican
4% Trevor Drown, the Independent
7% Undecided

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

Q. Please tell us which ethnicity best describes you.

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

Q. Please tell us your gender.

Notes on Raw Data/Weighting:

Age (weighted by 2008 Arkansas exit poll data)

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 (not weighted)

8.5% African-American
1.5% Asian-American
85% Caucasian or White
2% Latino
3% Other

Party ID (not weighted)

27% Republican

36% Democrat

30% Independent

7% Other

Gender (weighted by 2008 Arkansas exit poll data)

45% Male

55% Female

Congressional District (weighted)

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

BREAKOUT BY CONGRESSIONAL DISTRICTS

CD 1 (436 respondents)

Governor: Beebe 50.9; Keet 30.6; Lendall 4.2; Undecided 14.2

Senate: Boozman 42.9; Lincoln 38.5; Gray 4.5; Drown 4.9; Undecided 9.2

CD2 (446 respondents)

Governor: Beebe 53.0; Keet 35.4; Lendall 2.8; Undecided 8.8

Senate: Boozman 49.2; Lincoln 39.5; Gray 4.1; Drown 2.0; Undecided 5.3

CD3 (553 respondents)

Governor: Beebe 39.8; Keet 42.4; Lendall 4.6; Undecided 13.2

Senate: Boozman 58.5; Lincoln 24.9; Gray 5.5; Drown 5.5; Undecided 5.7

CD4 (518 respondents)

Governor: Beebe 55.5; Keet 26.4; Lendall 3.8; Undecided 14.3

Senate: Boozman 44.6; Lincoln 40.2; Gray 2.7; Drown 3.2; Undecided 9.3