



## Memo To Griffin Campaign Leadership

**From:** Wes Anderson & Jon Gilmore  
**Date:** June 16, 2010  
**Re:** Survey In Arkansas's 2nd U.S. Congressional District

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### METHODOLOGY

The following survey was conducted by OnMessage for Tim Griffin for Congress in Arkansas's 2nd U.S. Congressional District. Live interviews were conducted via telephone June 13 and 14 and were stratified by county to reflect historic turnout patterns. This survey was conducted using a sample of 400 likely voters with a margin of error of +/- 4.9%. The party and geographic breakdown of the survey is as follows: 43% Democrat, 23% Independent and 33% Republican. Geographic: 3% Conway County, 12% Faulkner County, 2% Perry County, 53% Pulaski County, 16% Saline County, 3% Van Buren County, 10% White County and 2% Yell County.

### POLITICAL ENVIRONMENT

- As we've seen throughout the nation, the number one issue among general election voters is the economy at 46%. When asked the most important issue in deciding their vote for Congress, 33% said creating jobs.
- The voters in Arkansas feel that the country is on the wrong track at 68%.
- President Obama's is viewed unfavorably by the voters at 54% and favorably by 40%.
- Speaker Pelosi's image is even worse with an unfavorable image of 63% and among those voters an astonishing 53% say they are very unfavorable to her.

### THE RACE

- Tim Griffin has a strong base among the electorate with 34% having a favorable opinion of Griffin and only 12% having an unfavorable view.
- Senator Elliott is known by 69% of the electorate and her favorable to unfavorable ratio is 35 favorable / 34 unfavorable. It is a serious problem to have a name id at almost 70% and be viewed unfavorably by almost half at 34%.
  - Within the key counties that make up the 2<sup>nd</sup> District Griffin is viewed favorably across the board and even has a positive favorable ratio within Elliott's Senate District.
  - In comparison, Elliott is viewed unfavorably by wide margins in both Saline and White with unfavorable numbers in the forties.
- The ballot test shows very positive news for the Griffin campaign. **Tim leads Elliott by 16 percentage points (50/34) with 17% having a firm undecided opinion.**
  - When looking at the key county breakdowns we find that Tim leads in Saline, White and Faulkner, and is tied with Elliott in Pulaski.

## **CONCLUSION**

- Tim Griffin holds a commanding lead and is well positioned to maintain that lead heading toward November.
- The bottom-line - this election is being driven by the voters who desire to send a message that they are fed up with the direction President Obama and Speaker Pelosi are taking the country. Tim's conservative message is resonating with voters in the 2<sup>nd</sup> Congressional District and they are looking for a real change.