



TO: BAKER FOR U.S. SENATE
FROM: CLINT REED, THE POLITICAL FIRM
DATE: 5/5/10

The following results are from an automated survey of 799 likely GOP primary voters conducted by the Political Firm on behalf of Baker for US Senate. "Likely GOP primary voters" were determined from a random sample by screening and vote history -- GOP primary voters who have voted in at least 3 of the last 6 GOP primaries. The automated survey was conducted on Monday (5/4) and Tuesday (5/5) and has a Margin of Error of +/- 3.46%.

- If the Republican Primary for United States Senate was being held today and the candidates are: Senator Kim Hendren, Randy Alexander, Curtis Coleman, Congressman John Boozman, Senator Gilbert Baker, Jim Holt, Fred Ramey, and Conrad Reynolds. For whom would you vote?

	<u>5/4 – 5/5</u>		<u>4/27</u>
Press 1 for Senator Kim Hendren	4%	(-1)	5%
Press 2 for Randy Alexander	2%	(+1)	1%
Press 3 for Curtis Coleman	5%	(+1)	4%
Press 4 for Congressman John Boozman	44%	(-2)	46%
Press 5 for Senator Gilbert Baker	22%	(+4)	18%
Press 6 for Jim Holt	8%	(+2)	6%
Press 7 for Fred Ramey	1%	-	1%
Press 8 for Conrad Reynolds	3%	-	3%
Press 9 for Undecided	11%	-	16%

This is a gain of **+4** on the ballot score for our campaign from last week's results. While Boozman continues to hold steady in the mid-forties, our campaign is the only campaign that is making incremental progress on the ballot score. This is a reflection of our paid and volunteer efforts on the ground. Gilbert continues to enjoy very positive favorable ratings: **6 to 1 (fav/unfav)**.

Our voter contact is moving numbers. More importantly, 60% of GOP primary voters are less likely to vote for John Boozman when they find out that he voted for the Troubled Asset Relief Program (TARP). This message is resonating as voters become more informed about each candidate. A sustained volunteer effort along with additional voter contact should position us well for the run-off.

The survey was comprised of voters from each congressional district in the following way: 15% from CD1; 29% from CD2; 52% from CD3; 5% from CD4. The gender breakdown is: 60% Male; 40% Female. In addition, Benton, Washington, and Sebastian counties make up 44% of this sample.

Please let me know if you have any questions about the survey or methodology.