



Senate District 21 – Special Election

Field Date(s): 11/14/2013

Automated (IVR) Survey

N = 303 respondents "aware that a special election has been called . . . to replace a legislator who recently resigned."

Margin of Error = +/- 5.62%

**Due to rounding, some figures may be higher or lower by less than 1/2 of one percent.*

Hi, this is _____ with Impact Management Group, Inc., and I am conducting a public opinion research survey on voter attitudes. Your answers are completely confidential and the survey will take less than two minutes to complete. . .

Q1. Are you registered to vote at this address in Arkansas?

Press 1.	YES	100%
Press 2.	NO (terminate)	-
Press 3.	Don't Know (terminate)	-

Q2. Are you aware that a special election has been called in your state senate district to replace a legislator who recently resigned?

Press 1.	Yes	100%
Press 2.	No	-
Press 3.	Don't Know (terminate)	-

Q3. If the 2014 elections for United States Congress were being held today and you had to make a choice, for whom would you vote??

Press 1.	The Democratic Candidate	38%
Press 2.	The Republican Candidate	44%
Press 3.	Undecided/Unknown	18%

Generic Ballot/Party	Dem	GOP	IND	DK	Grand Total
Democratic Candidate	80%	3%	23%	5%	38%
Republican Candidate	9%	86%	47%	20%	44%
Undecided	10%	11%	30%	75%	18%
Grand Total	100%	100%	100%	100%	100.00%

Q4. Do you have a favorable or unfavorable opinion of Governor Mike Beebe?

Press 1. Favorable 63%
 Press 2. Unfavorable 23%
 Press 3. Don't Know 14%

Beebe/Party	Dem	GOP	IND	DK	Grand Total
Fav	80%	41%	62%	80%	63%
Unfav	14%	34%	24%	10%	23%
Don't Know	5%	26%	14%	10%	14%
Grand Total	100%	100%	100%	100%	100%

Q5. Do you have a favorable or unfavorable opinion of former State Senator Paul Bookout?

Press 1. Favorable 20%
 Press 2. Unfavorable 56%
 Press 3. Don't Know 24%

Bookout/Party	Dem	GOP	IND	DK	Grand Total
Fav	33%	11%	11%	10%	20%
Unfav	46%	69%	61%	30%	56%
Don't Know	20%	20%	29%	60%	14%
Grand Total	100%	100%	100%	100%	100%

Q6. Do you have a favorable or unfavorable opinion of Steve Rockwell?

Press 1. Favorable 31%
 Press 2. Unfavorable 20%
 Press 3. Don't Know 50%

Rockwell/Party	Dem	GOP	IND	DK	Grand Total
Fav	53%	11%	21%	32%	31%
Unfav	11%	28%	23%	15%	20%
Don't Know	36%	61%	56%	52%	50%
Grand Total	100%	100%	100%	100%	100%

Q7. Do you have a favorable or unfavorable opinion of John Cooper?

Press 1. Favorable 44%
 Press 2. Unfavorable 21%
 Press 3. Don't Know 36%

Cooper/Party	Dem	GOP	IND	DK	Grand Total
Fav	30%	65%	41%	20%	44%
Unfav	36%	10%	14%	0%	21%
Don't Know	34%	25%	46%	80%	36%
Grand Total	100%	100%	100%	100%	100%

Q8. Now, can you tell me whether you have a favorable or unfavorable opinion of Obama-care?

Press 1. Favorable 24%
 Press 2. Unfavorable 67%
 Press 3. Don't Know 9%

Obamacare/Party	Dem	GOP	IND	DK	Grand Total
Fav	53%	1%	15%	0%	24%
Unfav	35%	97%	79%	63%	67%
Don't Know	13%	2%	6%	37%	9%
Grand Total	100%	100%	100%	100%	100%

Q9. Do you have a favorable or unfavorable opinion of the Private Option?

Press 1. Favorable 30%
 Press 2. Unfavorable 32%
 Press 3. Don't Know 38%

Private Option/Party	Dem	GOP	IND	DK	Grand Total
Fav	39%	26%	27%	5%	30%
Unfav	22%	48%	27%	20%	32%
Don't Know	39%	26%	45%	75%	38%
Grand Total	100%	100%	100%	100%	100%

Q10. Do you have a favorable or unfavorable opinion of the Tea Party movement?

Press 1. Favorable 39%
 Press 2. Unfavorable 37%
 Press 3. Don't Know 25%

Tea Party/Party	Dem	GOP	IND	DK	Grand Total
Fav	18%	62%	45%	15%	39%
Unfav	61%	13%	27%	42%	37%
Don't Know	21%	25%	27%	42%	25%
Grand Total	100%	100%	100%	100%	100%

Q11. On January 14, 2014 there will be a special election in state senate district 21, if the candidates are Steve Rockwell, the Democrat, and John Cooper, the Republican.... For whom would you vote?

Press 1. Steve Rockwell 36%
 Press 2. John Cooper 46%
 Press 3. Undecided 18%

Horse Race/Party	Dem	GOP	IND	DK	Grand Total
Rockwell	74%	6%	18%	10%	36%
Cooper	14%	82%	50%	30%	46%
Undecided	11%	12%	32%	60%	18%
Grand Total	100%	100%	100%	100%	100%

Horse Race/ Race	Black	White	Hisp	Other	DK	Grand Total
Rockwell	60%	33%	50%	25%	20%	36%
Cooper	20%	50%	0%	38%	53%	46%
Undecided	20%	17%	50%	38%	27%	18%
Grand Total	100%	100%	100%	100%	100%	100%

Horse Race/Gender	Female	Male	Grand Total
Rockwell	38%	32%	36%
Cooper	44%	49%	46%
Undecided	18%	19%	18%
Grand Total	100%	100%	100%

Horse Race/PVG	2	3	4	5	Grand Total
Rockwell	20%	49%	34%	36%	36%
Cooper	55%	29%	50%	48%	46%
Undecided	25%	22%	17%	16%	18%
Grand Total	100%	100%	100%	100%	100%

Q12. What is your gender?

Press 1	Female	63%
Press 2	Male	37%

Q13. What is your age?

Press 1	18-34	3%
Press 2	35-49	10%
Press 3	50-64	34%
Press 4	65+	47%
Press 5	Refused	5%

Q14. Which political party are you most closely affiliated with?

Press 1	Democratic Party	40%
Press 2	Republican Party	35%
Press 3	Independent	20%
Press 4	Don't Know/Something Else	6%

Q15. Other than being an American, how would you describe your ethnic or racial heritage?

Press 1	Black	13%
Press 2	White	79%
Press 3	Hispanic	1%
Press 4	Other	2%
Press 5	Don't know/No Answer	5%

Q16. PVG - General

1	
2	13%
3	16%
4	20%
5	51%