



## DRESNER, WICKERS & ASSOCIATES, LLC

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To: Interested Parties  
From: Bob Wickers  
Date: April 5, 2010  
Re: ARKANSAS POLL: BEEBE VULNERABLE TO KEET CANDIDACY

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Dresner, Wickers and Associates conducted a statewide survey March 16-18, 2010 (just two weeks after Jim Keet announced his campaign for governor) among 400 Arkansans both registered and considered likely to vote in the November general election for governor. The margin of error is +/- 4.5%.

### **Mike Beebe Approval Rating Masks Dangerous Vulnerability to Jim Keet Candidacy**

Mike Beebe's lead on the initial ballot (55% to 21%) is simply a reflection of his current high approval rating and superior name recognition over Jim Keet – who is less known to the electorate. The internal data demonstrates clearly that **Jim Keet Can Win.**

- **Jim Keet Is Statistically Tied With Mike Beebe After Introduction to Electorate** – Simply testing positive statements about Jim Keet, his personal attributes, record and policy agenda, Keet moves to statistically dead-even with Beebe (Beebe has 41% to Keet's 38%). *NOTE: This study was taken prior to the passage of President Obama's Healthcare legislation; the political environment for Democrats today is even worse and therefore Keet's numbers are likely stronger than what's reflected here.*
- **Jim Keet Leads Mike Beebe When Respondents Learn of Beebe's Record** – following the introduction and testing of Beebe's record, Keet opens a lead over Beebe. (Keet 42%, Beebe 36%).
- **Mike Beebe Trails Among Key Sub-Groups of Voters** – on the final, informed ballot, Jim Keet leads among conservatives (Keet has 57% to Beebe's 26%) and independents (Keet has 41% to Beebe's 30%) and Republicans (72% to 11%). Conservatives make up 52% of the electorate and Independents are 35% - more than either major party. Republicans represents 32% of the electorate; Democrats 33%.

### **Conclusions**

Mike Beebe's support is a mile wide and an inch deep. Despite Beebe's high approval Jim Keet is well positioned to defeat Beebe with a positive message of Keet's record and agenda as well as a strong contrast with Beebe and his record as Governor.

*About DWA: Over the past 20 years, Dresner, Wickers and Associates has done more polling for Republican candidates in Arkansas than any other firm. DWA's Arkansas clients have included Gov. Mike Huckabee, Lt. Gov. Win Rockefeller, and Rep. John Boozman, among others. DWA, one of the nation's leading Republican consulting firms, has a long record of electing challenger candidates across the country.*