



Memorandum For: Hendren for U.S. Senate

Fr: Todd Blair, Encompass Ltd. (310) 951-3988 cell

Re: Scientific Survey conducted 12/19/09

Dt: 12/22/09

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Key Findings:

As expected early in the campaign, a large percentage of voters are undecided. Among those who have made a decision concerning their choice for the U.S. Senate, Senator Kim Hendren would win a primary held today with 33% of the vote; Gilbert Baker trails narrowly with 32%. All other candidates are below 17%, suggesting to us that this is a 2-person race.

Our findings buttress the poll conducted by Rasmussen Reports on 12/1/09 which found that Sen. Hendren does slightly better in a head-to-head match-up with incumbent Blanche Lincoln. Sen. Hendren is leading Lincoln by 7%, while Baker is leading by 6%. This same poll showed a larger advantage for Sen. Hendren with a 60% approval rating among Republicans (vs. 7% unfavorable) compared to a 54% favorable rating among Republicans for Baker (8% unfavorable).

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Methodology:

This is a survey of a random sample of registered voters (both Republicans and optionals) who have a strong history of voting in Republican primary elections. These are "likely voters", not just registered voters or adults, distinguishing this survey from typical surveys conducted for media outlets.

The sample represented genders, ages, geographic location and other demographics in line with expected turnout in the June 2010 Republican primary.

Universe: 700 likely Republican primary voters, statewide

Margin of Error: +/- 3.7%

Level of confidence: 95%