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TO: Interested parties
 FROM: Joel Benenson, Amy Levin
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 RE: Poll results summary

- By wide margins, Arkansas voters support the energy legislation about to be debated in the Senate. When asked about a bill that "limits pollution and greenhouse gas emissions through what's been called a 'Cap and Trade' plan and also invests in clean, renewable energy sources": 55% of voters support it and just 37% oppose it.
 - ✓ Democrats are much more united in their support than Republicans are in their opposition.
 - ✓ Independents also break marginally in favor of the bill
 - ✓ Rural voters prove to be strong supporters of the plan:

Support/Oppose for Energy Bill that Contains Cap and Trade

	Total	Dem	Rep	Indep	Rural
SUPPORT	55	77	39	47	53
OPPOSE	37	13	54	44	38

- With the right messaging, support for the bill holds even after harsh Republican attacks. We tested an argumentation and found support for the bill at 56% support/37% oppose after respondents heard both of the following:

<Some people> say "Cap and Trade" is nothing more than a quote "job killing energy tax" that represents the biggest tax increase in American history – and that it will destroy jobs and raise middle class families' energy bills by at least a thousand dollars. They say even Obama admits that families' energy bills would quote "skyrocket." The last thing our economy needs right now is another big Washington program reaching into taxpayers' pockets and killing jobs across the country.

<Other people> say opponents of this bill – oil companies, special interests and lobbyists – have been fighting against energy reform for decades with lies and scare tactics just to protect their profits. They've made America more dependent on foreign oil from hostile nations – which hurts our economy, helps our enemies, and puts our security at risk. This bill puts America back in control – creating 1.7 million jobs in America and thousands of jobs right here in Arkansas, ensuring that secure, renewable energy sources are made in America and work for America.

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The Benenson Strategy Group conducted 500 interviews with Arkansas registered voters who are likely to vote in the 2010 U.S. Congressional elections. All interviews were conducted from September 9-12, 2009, by telephone, using a sample of registered voters. The total data set has a margin of error of $\pm 4.38\%$ at the 95% confidence level, and it is larger among subgroups.