

CONFIDENTIAL

May 17, 2016

“Dark Money” reform strong in Arkansas

Results of statewide research

To: Interested parties

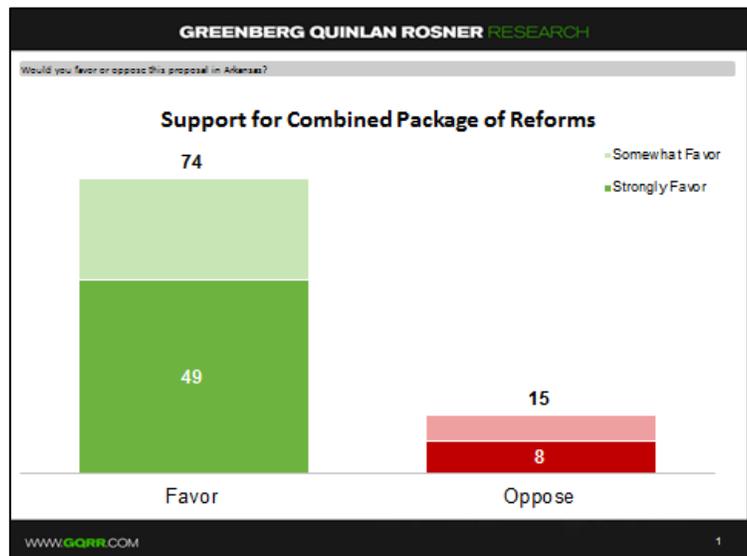
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Policies that would increase accountability and transparency in Arkansas politics earn the support of nearly three in four Arkansas voters and maintain that support throughout a simulated campaign. A survey of 500 likely voters in Arkansas, conducted March 10-16, 2016, suggests that proponents should feel confident about reform’s chances at the ballot box in November. Key findings of the research include:

Arkansas voters are receptive to reform. Seventy-seven (77 percent) of voters say the role of money in political campaigns in Arkansas is a problem, including 88 percent of Democrats, 73 percent of independents, and 71 percent of Republicans. And over 40 percent of voters say the role of money in campaigns is a *major* problem.

Reform is a winning proposition.

Policies that would reform transparency, disclosure, lobbyist rules, and enforcement are each popular on their own, but voters react most strongly to the transparency piece (65 percent much more likely to support). Seventy-four (74) percent of voters support a combined package of reforms, including 49 percent who strongly support it. Total opposition is just 15 percent. Self-identified Democrats (81 percent support), independents (69 percent), and Republicans (74 percent) are all on board. This is nearly the highest level of support for a package of reforms that we have tested anywhere in the country.



Voters believe reform will level the playing field and make elections more transparent.

Open-ended reactions show that voters are supportive because they believe the rich and powerful buy elections but reforms like these would make the system fairer, cleaner, and more transparent. And in the survey, public support for the proposed measures only grows through a balanced, simulated campaign.