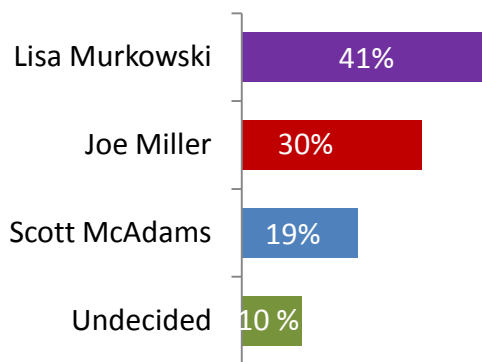


## CRACIUN RESEARCH POLL ON ALASKA US SENATE RACE

Historic race proves difficult for Tea Party Candidate Joe Miller. One week after Lisa Murkowski's announcement to run as a write-in candidate, she pulls ahead in the race for US Senate. The GOP Alaska Senator Lisa Murkowski, is trying to keep her seat in the Senate with a write-in campaign, she leads the field with 41% of voters choosing her over Republican nominee Joe Miller, 30%, and Democrat Scott McAdams at 19%.

### THE RACE FOR U.S. SENATOR IN ALASKA



Senator Murkowski's lead is largely due to her broad based support among Republican, Democrats and Independents. 30% of registered Democrats are supporting Murkowski's bid for re-election.

In Alaska, 53% of voters are not registered with any party or are independent. In order to win a statewide race you need to attract independent voters and according to these results Senator Murkowski is doing just that – 45% of independent voters are supporting Murkowski to Miller's 24%.

Joe Miller does well among conservative voters, claiming 57% of all Republican voters to Murkowski's 35%. Yet Miller will need more than just conservative voters to win this election.

The momentum McAdams gained after Republican Joe Miller won the primary appears to be shifting in Murkowski's direction. Murkowski's retained position on the Senate Energy and Resources Committee and McAdams inexperience are no doubt pushing Democrats across party lines.

McAdams primary base of support is from registered Democrats, 50%, and Alaskans who consider themselves very and somewhat liberal, but there are not enough of these voters to get a win in Alaska.

While Senator Murkowski is ahead in the polls, she still needs to get people to actually fill in the oval and write-in her name. A challenging task, but according to Alaska election law, "intention of the voter" is paramount and it provides a lot of room for interpretation. Even if her name is spelled wrong it will still count.

Most Alaskans view themselves as moderate or middle of the road. This election will be won by the candidate who owns this independent majority.

## Craciun Research Polling Methods

The purpose of the research was to understand Alaskan voters' choice for US Senate in the November 2010 election.

### METHODS

Included in this research report are findings from a statewide political survey of Alaska registered super-voters, who have voted in three out of the last four statewide elections. Eighty seven percent of respondents said they always vote and 13% stated they nearly always vote in the November election.

The respondents were chosen at random from 2010 registered voter lists and controlled for gender, age, political party and electoral districts to approximate historical election voting behavior.

The interviews were conducted with voters, September 24th-25th, 2010 by professional interviewers. The telephone survey averaged three minutes in length, with a total sample size of three hundred registered voters (n=300).

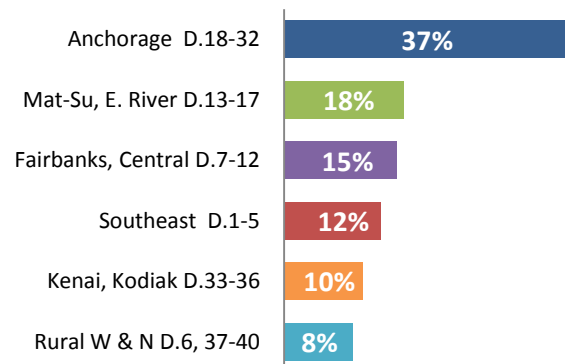
The probability is that if the Craciun interviewers had sought to question every voter who met the specifications in every household in the State of Alaska,

the findings would differ from the overall survey results by no more than 5.7 percentage points in either direction. Thus, the margin of error is +/- 5.7%. For subgroups, the margin of error is higher.

### SAMPLE FRAME BY DISTRICTS

Alaska is comprised of 40 electoral districts representing defined geographic areas.

Craciun Research analyzed each of these districts, first of all, by the number of registered voters within each district and secondly, by the number of people who actually vote in statewide general elections.



Although theoretically, each of the 40 districts is meant to represent an equal number of voters, when we analyze the voting history within each district there is significant disparity in voting behavior in the 40 districts of Alaska.

In Alaska, we have seen a shift in population toward the urban areas and urban voters tend to vote in greater percentages than those living in rural areas.

On September 19th a poll was released by Rasmussen, and it showed Miller winning by a hefty margin and Murkowski almost tied with McAdams.

The differing results are most likely due to two reasons. The first, and probably most important, is the date of the poll. At the time of the Rasmussen Poll, Alaskans were still processing the announcement of Senator Murkowski's write-in campaign.

Also, the news of her holding on to some of her key positions in Washington, DC was not available to voters.

Secondly, the two polls use different methodologies. Rasmussen uses automated polling and reaches the first n=sample of voters willing to answer a computerized poll. The data is then weighted back to population statistics.

The Craciun Research poll was conducted by professional interviewers which often results in a higher response rate. Additionally, Craciun establishes quotas for gender, age, political party and electoral districts to approximate historical general election voting behavior, eliminating the need for weighting the data.

**THE U.S. SENATE VOTE BY PARTY**

|                           | Party Registration: |          |          |             |
|---------------------------|---------------------|----------|----------|-------------|
|                           | Republican          | Democrat | No Party | Other Party |
| Senate Candidate:         |                     |          |          |             |
| Lisa Murkowski, write in  | 35.4%               | 30.4%    | 44.6%    | 60.0%       |
| Joe Miller, Rep           | 57.3%               | 4.3%     | 24.2%    | 20.0%       |
| Scott McAdams, Dem        | 2.4%                | 50.0%    | 19.7%    | 13.3%       |
| Undecided/Don't Know/None | 4.9%                | 15.3%    | 11.5%    | 6.7%        |

**THE U.S. SENATE VOTE BY POLITICAL LEANING**

|                           | Political Leaning: |                  |          |                       |                   |
|---------------------------|--------------------|------------------|----------|-----------------------|-------------------|
|                           | Very Liberal       | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Senate Candidate:         |                    |                  |          |                       |                   |
| Lisa Murkowski, write in  | 35.3%              | 33.3%            | 52.5%    | 46.6%                 | 14.6%             |
| Joe Miller, Rep           | 5.9%               | 5.6%             | 14.2%    | 42.5%                 | 79.2%             |
| Scott McAdams, Dem        | 52.9%              | 47.2%            | 20.0%    | 4.1%                  | 2.1%              |
| Undecided/Don't Know/None | 5.9%               | 13.9%            | 13.3%    | 6.8%                  | 4.1%              |

**THE US SENATE VOTE BY GENDER**

|                           | Gender: |        |
|---------------------------|---------|--------|
|                           | Male    | Female |
| Senate Candidate:         |         |        |
| Lisa Murkowski, write in  | 37.3%   | 44.0%  |
| Joe Miller, Rep           | 32.7%   | 27.3%  |
| Scott McAdams, Dem        | 20.7%   | 18.0%  |
| Undecided/Don't Know/None | 9.3%    | 10.7%  |

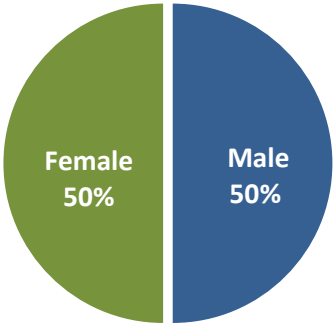
**THE US SENATE VOTE BY AGE**

|                           | Age:  |       |       |       |       |
|---------------------------|-------|-------|-------|-------|-------|
|                           | 18-34 | 35-44 | 45-54 | 55-64 | 65+   |
| Senate Candidate:         |       |       |       |       |       |
| Lisa Murkowski, write in  | 35.3% | 45.9% | 49.4% | 32.8% | 33.3% |
| Joe Miller, Rep           | 31.4% | 29.5% | 23.5% | 31.3% | 41.1% |
| Scott McAdams, Dem        | 23.5% | 18.0% | 18.8% | 21.9% | 12.8% |
| Undecided/Don't Know/None | 9.8%  | 6.6%  | 8.3%  | 14.0% | 12.8% |

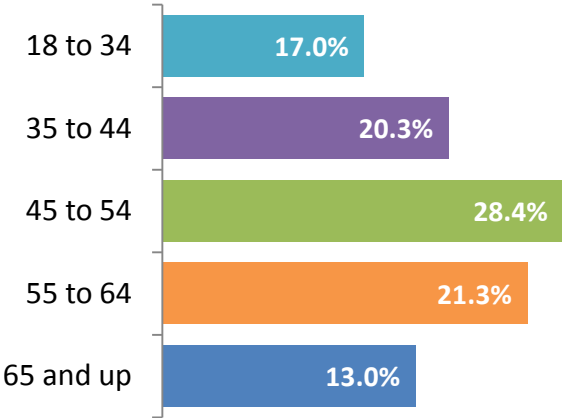
# DEMOGRAPHICS:

The gender and age representation in this survey was controlled to approximate historical election results.

## GENDER



## AGE



## ABOUT CRACIUN RESEARCH

Craciun Research is a full service, market research Company committed to excellence in research design and analysis for over twenty years. We provide clients a full array of political services, ranging from issue advocacy to message development to campaign strategy.

We will continue to monitor and report on this historic US Senate race in Alaska.

Please contact Jean Craciun, President/CEO for Craciun Research for more analyses and commentary.

To Find Out More About Craciun Research:



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