



**Consulting Group**

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**On September 27, 2010 Diamond State Consulting Group conducted a random sample survey using automated telephone calls on behalf of Beth Anne Rankin for Congress. 1,057 randomly selected registered voters who identified themselves as likely to vote in the November election were polled. The margin of error is plus or minus 3.0 percent at a confidence level of 95 percent. This means that if the survey were conducted 100 times, the responses obtained in those surveys would be within plus or minus three percent of the results reported here 95 per cent of the time.**

**The results of the survey are as follows:**

**Generic Ballot**

CD04 Congress	Women	Men	Total
<b>Republican</b>	<b>43.5%</b>	<b>52.7%</b>	<b>48.0%</b>
<b>Democratic</b>	<b>47.5%</b>	<b>38.7%</b>	<b>43.2%</b>
<b>unsure</b>	<b>9.0%</b>	<b>8.6%</b>	<b>8.8%</b>

Results are weighted so that 52% of the electorate is female and 23% of the electorate is African-American

**Ballot Test**

CD04 Congress	Women	Men	Total
<b>Rankin</b>	<b>37.2%</b>	<b>45.6%</b>	<b>41.2%</b>
<b>Ross</b>	<b>48.2%</b>	<b>40.2%</b>	<b>44.4%</b>
<b>Drake</b>	<b>3.8%</b>	<b>6.1%</b>	<b>4.9%</b>
<b>Unsure</b>	<b>10.8%</b>	<b>8.1%</b>	<b>9.5%</b>

Results are weighted so that 52% of the electorate is female and 23% of the electorate is African-American

CD04 Congress	Favorable	Unfavorable	Unsure
Rankin	39.5%	20.2%	40.3%
Ross	46.8%	35.7%	17.5%

Level of Interest	Drake	Ross	Rankin	Unsure
1 (highest)	4.4%	39.2%	48.0%	8.4%
2	5.2%	54.8%	26.1%	13.9%
3	10.2%	61.0%	15.3%	13.6%
4	9.1%	45.5%	18.2%	27.3%
5 (lowest)	7.3%	42.7%	24.4%	25.6%

**Observations:**

1. **Beth Anne Rankin has been successful in introducing herself to the voters of the Fourth Congressional District and this race is now competitive.**
2. **Particularly telling is that among those voters paying the most attention, Beth Anne Rankin leads Congressman Ross by 8.8%.**
3. **The entire survey questionnaire appears on the following page. There were no “push” questions in the survey, which are often used to bias survey results. Questions were asked in the order that is presented in the questionnaire.**

We want to know your opinion. Please stay on the line for a public opinion poll that will take less than two minutes to complete.

Q1. How likely are you to vote in the general election that will be held this November? If extremely likely, press one. If very likely, press two. If somewhat likely, press 3. If you are not likely to vote in the upcoming election, press four.

Q2. On a scale of 1 to 5, with 1 being very interested and 5 being not interested at all, what is your level of interest in the upcoming election for United States Congress in Arkansas? Press 1 if you are very interested, press 5 if you are not interested, and please press 2, 3 or 4 if your level of interest is between 1 and 5.

Q3. If the election for United States Congress was being held today for whom would you vote, the Republican candidate or the Democratic candidate? If you would vote for the Republican candidate, press 1. If you would vote for the Democratic candidate, press 2. If you are unsure as to whom you would vote for, press 3.

Q4. Do you have a favorable or unfavorable opinion of Beth Ann Rankin? If favorable, press one. If unfavorable, press two. If you are not sure or have not heard of Beth Ann Rankin, press three.

Q5. Do you have a favorable or unfavorable opinion of Mike Ross? If favorable, press one. If unfavorable, press two. If you are not sure or have not heard of Mike Ross, press three.

Q6. If the election for United States Congress was being held today for whom would you vote, the Republican candidate Beth Ann Rankin, the Democratic candidate Mike Ross or the Green Party candidate, Josh Drake ? If you would vote for Beth Anne Rankin, press 1. If you would vote for Mike Ross, press 2. If you would vote for Josh Drake, press 3. If you are unsure as to whom you would vote for, press 4.

Q7. What issue do you view as the most important issue facing our state? Jobs and the economy, spending and taxes, illegal immigration, health care, abortion and family values or education? If jobs and the economy, press one. If spending and taxes, press two. If illegal immigration, press three. If health care, press four. If abortion and family values, press five. If education, press six. If you are unsure or an issue not listed is most important to you, press seven.

Q8. For statistical purposes only, if you are white, press one, if you are black, press two, if you are Hispanic, press three if other, press four.

Q9. For statistical purposes only, if you are female, press one, if you are male, press two.

Thank you for participating in our survey.