

Talk Business Poll
Conducted by Talk Business Research & Hendrix College
8/25/10 & 8/26/10
AR-CD4

Q1. How likely are you to vote in the November elections for statewide office?

91% Very Likely
9% Somewhat Likely
Somewhat Unlikely (call terminated)
Very Unlikely (call terminated)

Q2. In the race for U.S. Congress, the candidates are Democrat Mike Ross, Republican Beth Anne Rankin, and Green Party Candidate Joshua Drake. Do you have a favorable or unfavorable opinion of Mike Ross?

53% Favorable
30.5% Unfavorable
16.5% No Opinion

Q3. Do you have a favorable or unfavorable opinion of Beth Anne Rankin?

38% Favorable
23% Unfavorable
39% No Opinion

Q4. Do you have a favorable or unfavorable opinion of Joshua Drake?

7% Favorable
21% Unfavorable
72% No Opinion

Q5. If the election for Congress were today, which candidate would you support?

49% Democrat Mike Ross
31% Republican Beth Anne Rankin
4% Green Party nominee Joshua Drake
16% Undecided

Q6. Now, please tell us how certain you are about your support for this candidate? On a scale from 1 to 5, with 1 being likely to change your mind and 5 being completely sure, how would you describe your support?

1. 9%
2. 7%
3. 13%
4. 13%
5. 58%

Q7. (For Undecided Voters only) Now please tell us which candidate you are leaning towards. The candidates are Republican Beth Anne Rankin, Democrat Mike Ross, and Green Party candidate Joshua Drake.

28%	Republican Beth Anne Rankin
26.5%	Democrat Mike Ross
7%	Green Party Candidate Joshua Drake
38.5%	Not enough information

Q8. For Statistical Purposes, please tell us your age.

Q9. Please tell us which ethnicity best describes you.

Q10. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or other?

Q11. Please tell us your gender.

Notes on Raw Data/Weighting:

Age

3%	Under the age of 30
8%	Between the ages of 30 and 44
38%	Between the Ages of 45 and 64
51%	65 or older

Ethnicity (Weighted)

24%	African-American
1%	Asian-American
72%	Caucasian or White
2%	Latino
1%	Other

Party ID

28%	Republican
38%	Democrat
28%	Independent
6%	Other

Gender (Weighted)

45%	Male
55%	Female