

# DRESNER WICKERS | BARBER SANDERS

To: Interested Parties  
 From: Bob Wickers and Bryan Sanders  
 Date: November 16, 2011  
 Re: **POLL: BETH ANNE RANKIN HOLDS COMMANDING LEAD OVER  
 GOP RIVALS IN AR-4**

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Dresner, Wickers, Barber, Sanders conducted a survey November 5-6, 2011 among 400 Arkansans both registered and considered likely to vote in the 2012 Republican primary election for Congress in AR-4. The margin of error, at .90 confidence is +/- 4%. What follows are the key findings of this survey.

**Beth Anne Rankin leads her nearest rival 40%-3% among Republican voters district-wide, and performs even stronger among two key voter sub-groups: tea party supporters (42%-3%) and Christian Conservatives (51%-2%)**

% of electorate >	<u>Total*</u> (100%)	<u>Tea Party supporters</u> (66%)	<u>Christian Conservatives**</u> (46%)
Beth Anne Rankin	40%	42%	51%
Tom Cotton	3	3	2
Marcus Richmond	2	2	1
John Cowart	2	2	1
Not Sure/ Refused	54	51	46

*\*400 likely voters in 2012 GOP primary for Congress in AR-4*

*\*\*Respondents who consider themselves conservative, Evangelical Christians and attend church at least once a week.*

**Beth Anne Rankin's strong base of support is far, wide and deep, with the lifelong Arkansan and conservative small businesswoman holding significant leads over her opponents in all four media markets in AR-4.**

## MEDIA MARKET

% of electorate >	<u>Total</u> (100%)	<u>Little Rock</u> (60%)	<u>Ft. Smith-Fayetteville</u> (18%)	<u>Shreveport</u> (18%)	<u>Monroe-El Dorado</u> (4%)
Beth Anne Rankin	40%	39%	12%	64%	61%
Tom Cotton	3	3	4	3	-
Marcus Richmond	2	1	5	-	-
John Cowart	2	3	-	1	-
Not sure/Refused	54	54	78	23	39

**Beth Anne Rankin begins the campaign with high district-wide name recognition and an impressive 4 to 1 favorable to unfavorable ratio. Rankin also stands to benefit from her close association with, and support from, Governor Mike Huckabee – who enjoys total name recognition and 90% of all Republican primary voters rating him favorably. Rankin’s GOP primary opponents are virtually unknown.**

Name Recognition & Favorability

% of electorate >	<u>Total</u> (100%)
Beth Anne Rankin	
Total Name Recognition	80%
<b>Favorable Rating</b>	<b>42</b>
<b>Unfavorable Rating</b>	<b>8</b>
Never Heard Of	20
Tom Cotton	
Total Name Recognition	32%
<b>Favorable Rating</b>	<b>6</b>
<b>Unfavorable Rating</b>	<b>2</b>
Never Heard Of	68
Mike Huckabee	
Total Name Recognition	100%
<b>Favorable Rating</b>	<b>90</b>
<b>Unfavorable Rating</b>	<b>6</b>
Never Heard Of	0

**Conclusions**

Beth Anne Rankin is the clear frontrunner in the Republican primary for Congress in AR-4. She holds significant double digit leads over her nearest GOP competitors among all voters, Tea Party supporters, Christian Conservatives, and voters living in the Little Rock and Shreveport media markets – which make up over three-quarters of the GOP primary electorate (78%).

Beth Anne Rankin raised over \$170,000 in the first month of her campaign, including donations from each of the 33 counties in the newly drawn Fourth Congressional District of Arkansas. Her Q3 FEC report showed over 400 individual donors, of whom ninety-one percent were from Arkansas and 81 percent from within the Fourth District. The results of this survey are further evidence that **Beth Anne Rankin is well positioned to win the GOP primary for Congress next year.**

*About Dresner, Wickers, Barber, Sanders: Over the past 20 years, Dresner, Wickers, Barber, Sanders has conducted research and polling for Republican candidates nationally, in Arkansas, and throughout the South – including Gov. Mike Huckabee (AR), Gov. Robert Bentley (AL), Attorney General Scott Pruitt (OK), among many others. In 2008, Dresner, Wickers, Barber, Sanders provided polling and media production and placement for the presidential campaign of Governor Mike Huckabee.*