



Consulting Group

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On June 11, 2012 Diamond State Consulting Group conducted a random sample survey using automated telephone calls to test public opinion with respect to the upcoming election for State Senate, District 35. 511 randomly selected registered voters who also identified themselves as likely to vote in the next election were polled. The margin of error is plus or minus 4.3 percent at 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 3.5 percent of the results reported here 95 per cent of the time. Diamond State Consulting Group is political consulting firm who accurately predicted the Republican legislative gains in opinion surveys taken prior to the 2010 election. The results of the survey are as follows:

Generic Ballot

State Senate 35	Total
Democratic	30.6%
Republican	56.0%
unsure	13.4%

Results are adjusted so that 52% of the responses are from women and 12% of the responses are from African-Americans

Ballot Test

State Senate 35	Total
Rapert	46.7%
Tyler	36.3%
unsure	16.9%

Results are adjusted so that 52% of the responses are from women and 12% of the responses are from African-Americans

Fav/Unfav

State Senate 35	Favorable	Unfavorable	Unsure
Rapert	20.6%	11.6%	67.8%
Tyler	38.2%	20.2%	41.6%

Observations:

- 1. The generic ballot numbers indicate that like the 2010 cycle, the 2012 election will be challenging for Democrats. The generic ballot favors Republicans by such a significant margin that Sen. Rapert is able to overcome the fact that at this time Rep. Tyler is better known in the district.**
- 2. Senator Rapert has had significant success in fundraising. Voters who prefer a Republican state senator will respond to a message built around Sen. Rapert's well-established conservative credentials. As name identification is built during the course of the campaign, Sen. Rapert's poll numbers will move towards the generic ballot numbers.**
- 3. Democratic operatives will dismiss these results as an internal campaign poll. It should be noted that they similarly dismissed polling results produced by the same methodology in 2010, yet the generic ballot numbers early in the 2010 cycle were strongly predictive of the election results in the 2010 cycle. Likewise, the final head to head polling results produced by Diamond State in the 2010 cycle accurately predicted the Republican success in legislative races.**