

SD 11, Hickey v. Harrelson

On October 16, 2012, Diamond State Consulting conducted a random sample survey on behalf of the Republican Party of Arkansas. 612 randomly selected voters who identified themselves as likely to vote in the November 2012 election were polled. The margin of error is plus or minus 4% at a confidence level of 95%. This means that if the survey were conducted 100 times, the results reported in those surveys would be within 4% of the results reported in this survey 95 times.

Some partisans will dismiss these results as an internal poll. Partisans similarly dismissed poll results obtained by the same methodology in 2010 from Diamond State Consulting that accurately predicted the historic gains made by Republicans in legislative races in the 2010 election cycle. The results of the survey are as follows:

Generic Ballot with adjustment

SD11	Women	Men	Total
Democratic	36.2%	33.3%	34.8%
Republican	49.7%	57.9%	53.6%
unsure	14.1%	8.9%	11.6%

Results adjusted so that 52% of responses are female and 16% of responses are African-American

Ballot Test

SD11	Women	Men	Total
Harrelson	40.8%	34.8%	37.9%
Hickey	46.1%	55.9%	50.8%
Unsure	13.1%	9.2%	11.2%

Results adjusted so that 52% of responses are female and 16% of responses are African-American

Fav/Unfav

SD11	Favorable	Unfavorable	Unsure
Hickey	40.8%	16.3%	42.9%
Harrelson	36.4%	27.2%	36.4%