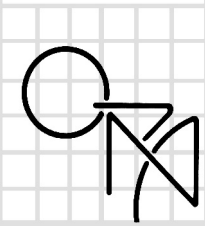


Opinion
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RESEARCH MEMO

TO: Interested Parties
FROM: Ernest J. Oakleaf, PhD, Zoe D. Oakleaf, PhD.
Opinion Research Associates, Inc.
RE: Survey of Arkansas Likely Voters
DATE: October 7, 2014

Opinion Research Associates, Inc., conducted a survey of 400 Arkansas likely voters, October 1-5, 2014. The margin of error for the total sample is ± 5 percentage points at the 95% level of confidence, meaning that percentages calculated on a sample of 400 cases could be expected to vary, as a consequence of random variation, by no more than ± 5 points from the true population percentages in 19 out of 20 samples taken.

In the race for the U.S. Senate in November, Senator Mark Pryor, the Democrat, leads Congressman Tom Cotton, the Republican, 45% to 42%, with Nathan LaFrance, the Libertarian, at 3%, Mark Swaney of the Green Party at 2%, and 9% undecided. The 3 point Pryor lead is within the poll's margin of error.

In the race for governor, Mike Ross, the Democrat leads Asa Hutchinson, the Republican, 45% to 41%, with Frank Gilbert, the Libertarian, at 2%, Josh Drake of the Green Party at 1%, and 11% undecided. The 4 point Ross lead is likewise within the poll's margin of error.