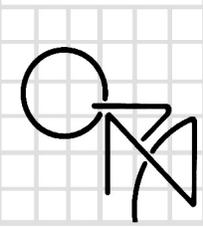


Opinion
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RESEARCH MEMO

TO: Interested Parties
FROM: Ernest J. Oakleaf, PhD, Zoe D. Oakleaf, PhD.
Opinion Research Associates, Inc.
RE: Survey of Arkansas Likely Voters
DATE: October 27, 2014

Opinion Research Associates, Inc., conducted a survey of 401 Arkansas registered voters who were judged to be likely to vote in the November election based on their voting history and a screening question. Interviews were conducted October 25-26, 2014, by live interviewers from ORA's central location in Little Rock, calling phone numbers in voter files as volunteered by voters, and including cell phones. The sample was drawn from the most up-to-date voter files, including all new voters registered for this cycle. The sample was stratified with 25% in each congressional district, and was 53% women, 47% men, 86% white, 13% African-American, and 1% other.

The margin of error for a sample of 401 cases is ± 5 percentage points at the 95% level of confidence, meaning that percentages calculated on a sample of this size can be expected to vary, as a consequence of random variation, by no more than ± 5 points from the true population percentages in 19 of 20 samples taken.

In the race for governor of Arkansas, former Congressman Mike Ross, the Democrat, and former Congressman Asa Hutchinson, the Republican, are in a statistical dead heat with Ross leading slightly, 44% to 42%, and Frank Gilbert, the Libertarian, at 2%, and Josh Drake of the Green Party, at 1%. Undecided voters amounted to 11%.

Similarly, in the race for the U.S. Senate, Democratic Senator Mark Pryor edges Republican Congressman Tom Cotton 45% to 44%, with Nathan LaFrance, the Libertarian, and Mark Swaney of the Green Party each getting 1%, while 10% of voters were undecided.

The major candidates' percentages in both races are within the poll's margin of error, and are consistent with the most recent Marist Poll findings released over the weekend.