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STRATEGIES BR

FOR IMMEDIATE RELEASE

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PRYOR REELECTION IN JEOPARDY

Only 37% of Likely Voters Believe Arkansas Senator Deserves Another Term

Baton Rouge, La. – Magellan Strategies BR's statewide Arkansas survey results show U.S. Senator Mark Pryor's reelection campaign has a big hill to climb. When asked if Pryor had performed his job well enough to deserve another term, only 37% of likely midterm voters supported his reelection (28% definitely reelect), while 47% felt that it is time to give a new person a chance (31% definitely new person). The numbers leave little wonder why Stuart Rothenberg called Pryor the "Most Vulnerable Senator of 2014."

"In a state that showed Blanche Lincoln the door in 2010, it looks like it might be Pryor's turn next," said John Diez, Jr., Principal of Magellan Strategies BR. "Although the election is still 16 months away, sitting on the same 37% where Lincoln finished cannot be good news for the incumbent."

Pryor's reelect number are further jeopardized by his support of key pieces of the President Obama's agenda. In particular, his support for the 2009 stimulus plan and 2010 healthcare overhaul continue to cause problems for the two-term U.S. Senator. Sixty-percent of Arkansas voters are less likely to vote for Pryor based his support for both issues. After being read a series of position statements, respondents were asked again whether Pryor deserved reelection. The incumbent's support falls to 30%.

In addition, the survey shows the continuing conversion of Arkansas into a fairly reliable Republican state. Although party identification numbers continue to be a mixed bag with Independent voters (41%) leading the way, the GOP holds a nearly ten-point generic ballot lead in the state. Among those identifying as Independents, the generic Republican candidate leads the Democratic candidate by 22 points.

Magellan Strategies BR surveyed 1,600 likely Arkansas voters between July 30th and July 31st, 2013. The margin of error was 2.5% at a 95% confidence interval. This survey was not authorized or paid for by any campaign or political organization. The survey was conducted using automated telephone technology.

Survey topline are included below.

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ARKANSAS STATEWIDE SURVEY
FINAL

MAGELLAN ID#:ARSTW_0729
Field Date: 07/30-31/13

Sample Size = 1,600n; +/- 2.5%

Q 1. How likely are you to vote in the 2014 elections for Congress and United States Senate in the fall of next year?

| | |
|--------------------------|-------|
| EXTREMELY LIKELY TO VOTE | 89.5% |
| VERY LIKELY TO VOTE | 6.8% |
| SOMEWHAT LIKELY TO VOTE | 3.6% |

Thinking now about issues that are facing the nation today...

Q 2. Among the following list of 5 issues, which do you think is the top priority that the federal government and Congress should be addressing the most aggressively? Please listen to all options before making your choice.

| | |
|--|-------|
| THE ECONOMY AND JOBS | 35.3% |
| NATIONAL DEBT AND GOVERNMENT SPENDING | 29.3% |
| HEALTH CARE | 20.3% |
| ILLEGAL IMMIGRATION | 9.1% |
| NATIONAL SECURITY AND DOMESTIC TERRORISM | 6.0% |

Q 3/5. If the election for U.S Senate was being held today, and all you knew about the two candidates was that one was a Democrat and the other was a Republican, for whom would you vote?

| | |
|-------------------------|--------------|
| TOTAL REPUBLICAN | 47.4% |
| TOTAL DEMOCRATIC | 37.9% |

| | |
|-----------------------|-------|
| DEFINITELY REPUBLICAN | 32.0% |
| PROBABLY REPUBLICAN | 15.4% |
| PROBABLY DEMOCRATIC | 6.8% |
| DEFINITELY DEMOCRAT | 31.2% |
| UNDECIDED | 14.7% |



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Q 6. And thinking back to the 2012 election for President of the United States, did you vote for Mitt Romney, the Republican candidate or Barack Obama, the Democrat candidate?

| | |
|----------------------------|-------|
| MITT ROMNEY | 55.4% |
| BARACK OBAMA | 37.2% |
| SOMEONE ELSE | 4.5% |
| CAN'T REMEMBER/DIDNOT VOTE | 2.9% |

And changing topics for a second...

Q 7/9. Do you believe that Mark Pryor has performed his job as US Senator well enough to deserve to be reelected or do you think it is time to give a new person a chance?

| | |
|-------------------------|--------------|
| TOTAL REELECT | 37.2% |
| TOTAL NEW PERSON | 46.8% |
| DEFINITELY REELECT | 27.7% |
| PROBABLY REELECT | 9.5% |
| PROBABLY NEW PERSON | 15.4% |
| DEFINITELY NEW PERSON | 31.4% |
| DEPENDS | 4.6% |
| UNDECIDED | 11.4% |

Now I am going to read you some more information about Mark Pryor's positions on various issues. After hearing each statement, please tell me if you are more likely to support him, less likely to support him, or if it makes no difference in your opinion...

Q 10. Mark Pryor recently voted to support immigration reform legislation that offers amnesty to illegal aliens.

| | |
|---------------|-------|
| MORE LIKELY | 25.5% |
| LESS LIKELY | 54.6% |
| NO DIFFERENCE | 14.3% |
| UNDECIDED | 5.6% |



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Q 11. Mark Pryor has voted in support of President Obama's agenda more the 93% of the time.

| | |
|---------------|-------|
| MORE LIKELY | 30.4% |
| LESS LIKELY | 58.9% |
| NO DIFFERENCE | 6.5% |
| UNDECIDED | 4.3% |

Q 12. Mark Pryor supported Obamacare which in some states has increased insurance premiums by 88% for people who buy their own health insurance.

| | |
|---------------|-------|
| MORE LIKELY | 27.5% |
| LESS LIKELY | 60.3% |
| NO DIFFERENCE | 6.2% |
| UNDECIDED | 5.9% |

Q 13. Mark Pryor supported President Obama's stimulus plan, which increased government spending by 1 trillion dollars.

| | |
|---------------|-------|
| MORE LIKELY | 26.9% |
| LESS LIKELY | 60.0% |
| NO DIFFERENCE | 7.7% |
| UNDECIDED | 5.4% |

Now that you have heard some more information...

Q 14. Do you believe that Mark Pryor has performed his job well enough to deserve to be reelected or do you think it is time to give a new person a chance?

| | |
|------------|-------|
| REELECT | 30.2% |
| NEW PERSON | 58.8% |
| DEPENDS | 5.6% |
| UNDECIDED | 5.4% |

Q 15. Are you male or female?

| | |
|--------|-------|
| MALE | 46.0% |
| FEMALE | 54.0% |



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Q 16. Politically speaking, do you think of yourself as a Republican, Democrat or an Independent?

| | |
|-------------------|-------|
| REPUBLICAN | 28.2% |
| DEMOCRAT | 31.1% |
| INDEPENDENT/OTHER | 40.7% |

Q 17. Which of the following age group applies to you?

| | |
|---------|-------|
| 18-34 | 10.0% |
| 35-44 | 13.0% |
| 45-54 | 19.0% |
| 55-64 | 23.0% |
| 65 PLUS | 35.0% |

Q 18. For statistical purposes only, to what racial or ethnic group do you belong?

| | |
|---------------------------|-------|
| WHITE | 83.0% |
| BLACK OR AFRICAN AMERICAN | 11.1% |
| HISPANIC OR LATINO | 1.8% |
| SOME OTHER ETHNIC GROUP | 4.1% |



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