

MEMORANDUM

To: Hutchinson Campaign Leadership
From: Wes Anderson
Date: March 19, 2014
Re: Arkansas Statewide Survey

KEY FINDINGS

Gubernatorial Ballot Test

The results of this survey are very promising. We have maintained a comfortable eight point lead since our first ballot test in July of last year. Hutchinson receives 44% of the vote compared to Ross' 36%, while 15% of the electorate remains on the sideline. What is interesting to note is that despite their campaign spending, Ross is struggling to gain support from outside of his Democrat base as Asa is currently winning independents by a sizable 16-point margin (42% to 26%). Also worth noting is the geographical makeup of Asa's support. Not only do we hold a significant lead in all four of the state's U.S. Congressional districts, but we are also in a dead heat with Ross in the Democrat stronghold of Pulaski County. All of this indicates a very favorable pathway forward.

Ballot	<i>Total</i>	<i>Democrats</i>	<i>Independents</i>	<i>Republicans</i>
Hutchinson	44%	11%	42%	76%
Ross	36%	72%	26%	7%
Undecided	15%	11%	22%	13%

Ballot	<i>CD-1</i>	<i>CD-2</i>	<i>CD-3</i>	<i>CD-4</i>
Hutchinson	41%	43%	47%	44%
Ross	35%	35%	30%	42%
Undecided	19%	17%	15%	10%

We remain in an excellent position to win this race. The state's political environment continues to put the wind at our back and we hold sizable ballot and image advantages. Without a doubt this race is ours to be won. If we keep the course and continue to raise the resources necessary to run our race, Asa Hutchinson will be elected Governor come November.

METHODOLOGY

The above statewide survey was conducted by OnMessage Inc. in Arkansas. Telephone interviews were conducted March 11-13, 2014. This survey consists of 600 likely general election voters and was stratified by county to reflect historic voter trends. The margin of error for this survey is +/- 4.00%.

ABOUT US

Wes Anderson is a leading GOP pollster with 20 years of experience in opinion research. As a founding partner, Wes now leads the polling divisions of OnMessage Inc. and OnMessage Sports, providing political and corporate clients with a full spectrum of quantitative and qualitative opinion research products. You can read more about Wes Anderson at onmessageinc.com.