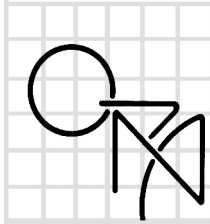


Opinion  
Research  
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## EXECUTIVE SUMMARY

**TO:** Whom it may concern  
**FROM:** Ernest J. Oakleaf, PhD; Zoe D. Oakleaf, PhD  
Opinion Research Associates, Inc.  
**RE:** Survey of Voters in Arkansas's Second Congressional District  
**DATE:** October 26, 2012

- ✎ Herb Rule and Tim Griffin are virtually tied in their race for Congress in the Second District of Arkansas. Opinion Research Associates, Inc., conducted a tracking survey in the district October 24<sup>th</sup> and 25<sup>th</sup> and found Griffin with the support of 47% of voters while Rule is supported by 45%. The remaining 8% are either undecided or prefer a third party candidate.
- ✎ The survey of 244 likely voters has a margin of error of 6.4 percentage points at the 95% level of confidence.
- ✎ With the race this tight and less than two weeks to go, Rule stands a real chance of winning if he can effectively push his common-sense Democratic message with adequate campaign funding.
- ✎ Rule only trails among voters aged 45-54 years and should be able to improve his margins among voters 55 and older with a strong pro-Social Security/Medicare message.
- ✎ Rule holds a 10 to 1 lead among Democrats. He should be able to gain among independents, one fifth of whom are undecided.
- ✎ Rule should benefit from black support of Obama as he leads Griffin 90% to 3% among African Americans.
- ✎ Among women Rule holds only a two point edge which he should be able to improve upon if he can draw attention to Republicans' weak record on women's issues.