NEW POLL CONDUCTED FOR FAYETTEVILLE MAYORAL RACE

FAYETTEVILLE, Ark. - A poll conducted this week of registered voters finds the race for mayor of Fayetteville to be a close contest.

Incumbent mayor Fred Hanna holds a slim lead over challenger Dan Coody: 34% to 30%. Paula Marinoni is third with approximately 17% of the vote. Voters who defined themselves as Republican favored Hanna 50% to 21% for Coody and 10% for Marinoni. Democrats favored Coody 43% to Marinoni’s 20% and Hanna’s 18%. Voters who identified themselves as independents favored Hanna 32% with Marinoni at approximately 26% and Coody at approximately 23%.

An undergraduate Consumer Behavior class in the Sam M. Walton College of Business Administration at the University of Arkansas conducted the telephone survey of approximately 230 randomly selected Fayetteville households. The survey was conducted from Oct. 31 – Nov. 1.

"With the national election dominating the news, we thought it would be interesting to examine a contest close to home. This also helps to get the students involved in the political process,” said Dr. Elizabeth Creyer, associate marketing professor in the Walton College.