

EMBARGOED UNTIL WEDNESDAY, OCT. 27, 2004

The Arkansas Poll, 2004 Summary Report

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Arkansas Poll Website: <http://plsc.uark.edu/arkpoll/>

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***Percentages may not total 100 due to rounding**

Most Important Problem

Which of the following is the most important problem or issue facing people in Arkansas today: The issues are ¹ Which of these do you think is most important?	Percent
• Health and Medical Insurance	30
• Education	19
• Low Wages	16
• Unemployment/Lack of Jobs	13
• The Economy	12
• Taxes	8
• Don't Know/Refused	3

Public Figure Approval Ratings

Do you approve or disapprove of the way Mike Huckabee is handling his job as governor?	Approve	Disapprove	DK/ Refused
1999	66%	13%	21%
2000	69%	14%	17%
2001	70%	17%	13%
2002	50%	35%	15%
2003	47%	38%	16%
2004	58%	29%	12%
Do you approve or disapprove of the way Blanche Lincoln is handling her job as a U.S. Senator?			
1999	46%	17%	37%
2001	51%	13%	36%
2002	50%	16%	35%
2003	55%	10%	35%
2004	55%	19%	26%
Do you approve or disapprove of the way Mark Pryor is handling his job as a U.S. Senator?			
2003	52%	11%	37%
2004	50%	18%	32%
Do you approve or disapprove of the way George Bush is handling his job as president?			
2001	87%	9%	3%
2002	61%	32%	7%
2003	47%	46%	7%
2004	50%	45%	5%

How do you think former President Clinton will go down in history?	Outstanding/ Above Avg.	Average	Below Avg./Poor	DK/ Refused
2004	53%	25%	20%	2%

If the next presidential election were held today ... for whom would you most likely vote?	Bush	Kerry	Nader	Other/DK/ Refused

¹ These issues constitute the most frequently-mentioned open-ended responses of our 2003 respondents. Response options were rotated to eliminate order effects.

2004	47%	40%	3%	10%
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Ballot Issues

Measure	Favor	Oppose	DK/Refused
Amendment 1 changes the state's term limits law. While term limits would still be in place, they would be extended from 6 years to 12 years for state representatives, and from 8 years to 12 years for state senators.	27%	66%	6%
Amendment 2 relates to using state resources to try to bring new businesses to Arkansas. It allows the legislature to issue bonds that can be used to finance land purchases, improve roads, or take other actions in an effort to attract large-scale economic development projects to our state.	76%	15%	10%
Amendment 3 defines marriage as "the union of one man and one woman." It bans marriage between same-sex couples.	75%	22%	3%
Referred Question 1 pertains to financing K-12 Arkansas schools. It increases the statewide minimum property tax rate from 25 mills to 28 mills, to be used for school maintenance and operation.	59%	33%	8%

How much does your support or opposition to ballot measures motivate you to vote? Does it make you ... motivated?	Very	Somew't	Only a little	Not at all	DK/Refused
	54%	28%	8%	8%	3%
(Of those at all motivated only): Which of the following most motivates you to go to the polls?	Increase millage	Develop. bonds	Extend limits	Define marriage	DK/Refused
	18%	16%	8%	49%	9%

Trust in Government

How much of the time do you think you can trust the state government in Little Rock to do what is right?	Just about always	Most of the time	Some of the time	Never	DK/Refused
	6%	28%	55%	7%	5%
Would you say the government in Little Rock is pretty much run for the benefit of all the people or by a few big interests looking out for themselves?	Benefit of all	Few big interests			DK/Refused
	32%	53%			15%
Do you think the people in state government waste a lot of the money we pay in taxes, waste some of the money we pay in taxes, or don't waste very much of the money we pay in taxes?	Waste a lot	Waste some	Don't waste much		DK/Refused
	47%	42%	6%		5%
Do you think that quite a few of the people running the government in Little Rock are crooked, not very many are crooked, or do you think hardly any of them are crooked?	Quite a few	Not very many	Hardly any		DK/Refused
	23%	43%	21%		12%

Current Issues

First, in general, would you say you favor stricter gun control, less strict gun control, or should no change be made to existing gun control laws?	Stricter	Less Strict	No Change	DK/ Refused
1999	50% ²	31%	15%	4%
2000	39%	15%	42%	4%
2001	36%	17%	44%	4%
2002	36%	15%	45%	4%
2003	38%	17%	42%	4%
2004	38%	12%	45%	5%
Do you favor laws that would make it more difficult for a woman to get an abortion, favor laws that would make it easier to get an abortion or should no change be made to existing abortion laws?	More Difficult	Easier	No Change	DK/ Refused
1999	45%	14%	32%	9%
2000	43%	11%	40%	6%
2001	46%	13%	35%	7%
2002	43%	13%	38%	6%
2003	47%	13%	33%	7%
2004	42%	10%	40%	7%
Do you favor allowing patients to use marijuana for medical purposes if supported by their medical doctor?	Favor	Oppose		DK/ Refused
2001	63%	32%		5%
2004	61%	33%		6%

Life in Arkansas

Overall, do you feel that Arkansas is generally headed in the right direction or the wrong direction?	Right	Wrong		DK/ Refused
1999	73%	15%		12%
2001	78%	14%		8%
2002	69%	22%		9%
2003	63%	26%		11%
2004	71%	18%		11%
Would you say you are better off financially, worse off, or about the same compared to a year ago?	Better	About the Same	Worse	DK/ Refused
1999	37%	47%	16%	1%
2001	41%	39%	19%	1%
2002	33%	39%	27%	1%
2003	27%	45%	28%	1%
2004	30%	46%	23%	1%
And, looking ahead, do you think that a year from now, you will be better off financially, worse off, or about the same as now?	Better	About the Same	Worse	DK/ Refused
1999	43%	46%	6%	1%
2001	41%	39%	19%	1%
2002	40%	45%	10%	5%
2003	35%	49%	12%	5%

² In 1999, respondents were not offered a “no change” option; this response was recorded only if volunteered. This is the likely reason for the striking difference in gun control opinions for that year.

2004	38%	46%	11%	5%
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Health Insurance

Q1 – Twenty-two percent of adults (ages 18-64) in Arkansas do not have health insurance coverage. Generally speaking, do you support a plan to provide health insurance coverage for them?	
• Yes	80%
• No	16%
• Don't Know/Refused	4%
Q2 – (If “yes” to Q1) Who should be covered by such a plan ... all uninsured adults ages 18-64?	
• Yes	72%
• No	23%
• Don't Know/Refused	6%
(If “no” to Q2) How about ... employed uninsured adults?	
• Yes	72%
• No	19%
• Don't Know/Refused	9%
(Also if “no” to Q2) How about ... unemployed uninsured adults?	
• Yes	35%
• No	45%
• Don't Know/Refused	20%
(Also if “no” to Q2) How about ... low income adults?	
• Yes	83%
• No	8%
• Don't Know/Refused	9%

(Only if “yes” to Q1) What services should be covered in a health insurance plan for uninsured adults...	Yes	No	DK/Ref'd
• Screening and Prevention?	92%	6%	2%
• Vision and Dental Care?	79%	19%	2%
• Hospital and Emergency Care?	97%	2%	1%
• Substance Abuse Treatment?	57%	38%	6%
• Mental Health Care?	89%	8%	3%
• Prescription Medication Coverage?	95%	3%	2%
• Chronic Disease Care?	95%	2%	3%

The remaining questions were asked of all respondents....	Yes	No	DK/Ref'd		
Would you be willing to pay increased taxes to support a health insurance plan for uninsured adults in Arkansas?	64%	31%	5%		
Do you, as an adult, currently have health insurance coverage?	86%	14%	0%		
	excl't	good	fair	poor	DK/Ref'd
Would you say your current access to high quality health care is:	32%	38%	17%	11%	2%
Would you say your current access to affordable health care is:	22%	34%	22%	21%	1%

Water Quality

Do you think the quality of the water that is delivered to your house or apartment by your local water delivery system is:		Do you believe that your monthly water bill is:	
<ul style="list-style-type: none"> • Very good 	46%	<ul style="list-style-type: none"> • Expensive 	27%
<ul style="list-style-type: none"> • Adequate 	40%	<ul style="list-style-type: none"> • Reasonable 	53%
<ul style="list-style-type: none"> • Poor 	11%	<ul style="list-style-type: none"> • Inexpensive 	6%
<ul style="list-style-type: none"> • Don't Know/Refused 	3%	<ul style="list-style-type: none"> • Don't Know/Refused/Other 	14%
Do you think water in your community over the next 10 to 20 years will be more available, less available, or will availability remain about the same?		Considering the river, stream or lake near you that you use for recreational activities, what concerns you most about your future water use? Is it that the...	
<ul style="list-style-type: none"> • More available 	10%	<ul style="list-style-type: none"> • Quality will diminish? 	45%
<ul style="list-style-type: none"> • Less available 	16%	<ul style="list-style-type: none"> • Quantity will diminish? 	15%
<ul style="list-style-type: none"> • Remain about the same 	68%	<ul style="list-style-type: none"> • Cost will increase? 	21%
<ul style="list-style-type: none"> • 		<ul style="list-style-type: none"> • Don't recreate (volunteered) 	7%
<ul style="list-style-type: none"> • Don't Know/Refused 	6%	<ul style="list-style-type: none"> • Don't Know/Refused 	12%
How frequently have you purchased bottled water over the last month?		(If purchase bottled water) Why do you buy bottled water? Is it...	
<ul style="list-style-type: none"> • Practically every day 	15%	<ul style="list-style-type: none"> • Convenience? 	58%
<ul style="list-style-type: none"> • 2-3 times in the last month 	43%	<ul style="list-style-type: none"> • Quality? 	41%
<ul style="list-style-type: none"> • Never 	41%	<ul style="list-style-type: none"> • 	
<ul style="list-style-type: none"> • Don't Know/Refused 	0%	<ul style="list-style-type: none"> • Don't Know/Refused 	1%
Do you have a water filtration system in your house or apartment?		(If do not have filtration system) Are you considering getting a filtration system?	
<ul style="list-style-type: none"> • Yes 	30%	<ul style="list-style-type: none"> • Yes 	14%
<ul style="list-style-type: none"> • No 	69%	<ul style="list-style-type: none"> • No 	85%
<ul style="list-style-type: none"> • Don't Know/Refused 	1%	<ul style="list-style-type: none"> • Don't Know/Refused 	1%
Over the last 10 years do you believe that the quality of the water in Arkansas's rivers and lakes has...			
<ul style="list-style-type: none"> • Improved? 	15%		
<ul style="list-style-type: none"> • Stayed the same? 	37%		
<ul style="list-style-type: none"> • Gotten worse? 	36%		
<ul style="list-style-type: none"> • Don't Know/Refused 	12%		

Political Party and Ideology

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?	Republican	Democrat	Indep't	Other	DK/ Refused
1999	23%	35%	31%	4%	7%
2000	23%	36%	35%	0%	6%
2001	27%	33%	32%	5%	3%
2002	28%	33%	33%	3%	3%
2003	24%	38%	31%	4%	3%
2004	30%	35%	28%	3%	4%
Independents only: Do you think of yourself as closer to the Republican or Democratic Party?	Closer to Republican	Closer to Democrat	Just Indep't		DK/ Refused
1999	33%	29%	34%		4%
2000	35%	25%	35%		5%
2001	29%	36%	31%		4%
2002	30%	32%	33%		4%
2003	33%	34%	33%		2%
2004	39%	31%	30%		0%
How would you describe your views on most political matters? Generally, do you think of yourself as a liberal, moderate, or conservative?	Liberal	Moderate	Conserv'e		DK/ Refused
1999	14%	38%	38%		10%
2000	16%	36%	39%		9%
2001	17%	39%	38%		6%
2002	15%	39%	41%		5%
2003	17%	36%	39%		7%
2004	17%	35%	42%		7%

Methodology and Sample Information

Between October 5th and October 20th, the Survey Research Center at the University of Arkansas dialed 4,789 randomly selected Arkansas telephone numbers. These attempts yielded 758 completed surveys³. The remainder of the surveys were not completed for a variety of reasons, including the resident's absence, a refusal to participate, a busy or disconnected line, or the resident's ineligibility. Employing guidelines established by the American Association for Public Opinion Research, the poll's cooperation rate was 44%. This figure reflects completed surveys as a percentage of all eligible individuals contacted. The survey's margin of error is +/- 3 percentage points.

To assess the representativeness of the sample drawn for the poll, the Arkansas Poll team opts to publish what most polling organizations do not: a comparison of survey respondents' key demographic characteristics to those of the state as a whole. This information is reported in the table below.

	2004 Arkansas Poll Sample	State of Arkansas
Median Age Category (for 18+ pop.)	45-54 years of age	35-44 years of age
Average # persons per household	2.5	2.5
Marital Status	61% married	58% married
Gender	43% male	49% male
Educational Attainment		
high school graduates	87.5%	76%
college graduates	31%	17%
Median household income	\$25,001-\$35,000	\$32,182
Race/Ethnicity		
White	83.0%	80.0%
Black or African American	9.1%	15.7%
Multi-Ethnic	1.6%	1.3%
Hispanic	2.1%	3.2% ⁴
Native American	1.7%	0.7%
Asian	0.5%	0.8%
Something Else, Don't Know, Refused	1.9%	0.0%

Source: All data from the Arkansas Poll or the U.S. Bureau of the Census, Census 2000.

³ Fourteen, or 2%, of the 758 interviews were conducted in Spanish.

⁴ Hispanics may be of any race, so these identifiers also are included in applicable race categories.