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The Arkansas Poll, 2010 Summary Report

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*Values in parentheses include “very likely voters” only; percentages may not total 100 due to rounding.

Most Important Problem

What is the most important problem or issue facing people in Arkansas today? ¹	2008	2009	2010 ²
• the economy	56%	39%	52 (55)%
• healthcare	15%	16%	14 (13)%
• education	10%	6%	13 (13)%
• taxes	5%	5%	7 (6)%
• crime	4%	3%	4 (3)%
• immigration	7%	1%	8 (8)%
• other/don't know/refused	3%	30%	3 (2)%

Public Figure Approval Ratings

Do you approve or disapprove of the way _____ is handling his job as governor?	Approve	Disapprove	DK/Ref
Mike Huckabee 1999	66%	13%	21%
2001	70%	17%	13%
2003	47%	38%	16%
2005	58%	27%	15%
Mike Beebe 2007	70%	9%	21%
2008	74%	9%	18%
2009	70%	9%	20%
2010	70 (74)%	14 (14)%	16 (12)%
Do you ... Blanche Lincoln ... as a U.S. Senator?			
1999	46%	17%	37%
2001	51%	13%	36%
2003	55%	10%	35%
2004	55 (57)%	19 (21)%	26 (22)%
2005	55%	17%	28%
2007	50%	24%	26%
2008	54%	20%	27%
2009	43%	34%	23%
2010	30 (31)%	53 (59)%	17 (11)%
Do you ... Mark Pryor ... as a U.S. Senator?			
2003	52%	11%	37%
2005	56%	12%	32%
2007	53%	18%	29%
2008	56%	16%	28%
2009	51%	22%	27%
2010	41 (44)%	26 (29)%	33 (27)%
Do you ... _____ ... as president?			
George W. Bush 2002	61%	32%	7%
2003	47%	46%	7%
2004	50%	45%	5%
2005	38%	56%	7%
2006	36%	58%	6%
2007	30%	65%	6%
2008	27%	67%	7%
Barack Obama 2009	42%	47%	10%
2010	35 (31)%	57 (62)%	9 (7)%

¹ In odd-numbered years, the Arkansas Poll records and codes the open-ended answers of respondents. In even-numbered years, respondents are asked to choose from the most frequently mentioned issues of the previous year.

² Values in parentheses include "very likely voters" only; percentages may not total 100 due to rounding.

Lincoln approval among....	2004	2010³
Republicans/Democrats/Independents	36/75/53%	8/64/23%
Men/Women	54/57%	28/33%
Whites/Blacks	55/59%	28/60%
Expand health coverage? No/Yes (04) ⁴ , St Disappr/Dis/Appr/St Approve (10)	38/60%	6/18/63/60%
Personal financial situation: worse/same/better than last year	67/56/47%	20/37/32%
\$50,000 or less/\$50,0001+	58/52%	30/32%
College Degree/No College Degree	58/49%	27/37%

2010 Election

Suppose the election were held today, who would you be most likely to vote:	All, (very likely voters only)	Very likely voters minus dk/ref
• John Boozman, the Republican	48 (54)%	61%
• Blanche Lincoln, the Democrat	36 (35)%	39%
• Other/don't know/refused	16 (11)%	

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	
2000	39%	15%	42%	4%	
2002	36%	15%	45%	4%	
2004	38%	12%	45%	5%	
2006	37%	11%	47%	5%	
2008	29%	13%	54%	4%	
2009	24%	20%	52%	4%	
2010	28 (26)%	15 (18)%	51 (51)%	6 (5)%	
Do you approve or disapprove of allowing openly homosexual men and women to serve in the armed forces of the United States?	Approve	Disapprove	DK/Refused		
2005	54%	35%	11%		
2010	56 (53)%	35 (39)%	9 (8)%		
From what you've heard or read, do you approve or disapprove of the health care law that was enacted last March? Do you:	all	not insured	insured		
• strongly approve	7 (6)%	9 (9)%	7 (6)%		
• approve	20 (20)%	26 (22)%	19 (20)%		
• disapprove	26 (27)%	28 (27)%	26 (27)%		
• strongly disapprove	27 (32)%	14 (22)%	30 (33)%		
• don't know/refused	19 (15)%	23 (20)%	19 (14)%		
Next, I'm going to read you two statements. Please tell me whether you strongly agree, agree, disagree or strongly disagree with each statement.	SA	A	D	SD	DK/Ref
• Child obesity is an obvious health concern facing my community.	42%	45%	8%	3%	3%
• Adult obesity is an obvious health concern facing my community.	41%	46%	8%	3%	3%
Which comes closer to your view about the tax cuts passes when George W. Bush was president? Should all of the tax cuts remain in place; tax cuts for the wealthy should be repealed, while others stay in place; or all of the tax cuts should be repealed.					
• keep all tax cuts					40 (45)%
• repeal tax cuts for the wealthy					29 (28)%
• repeal all tax cuts					16 (15)%
• don't know/refused					15 (12)%

³ Values in parentheses include "very likely voters" only; percentages may not total 100 due to rounding.

⁴ In 2004, we asked: "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?" 80% responded "yes"; 63% said they would "be willing to support increased taxes to support a health insurance plan" for these uncovered adults.

Which of the following policy positions most closely resembles your own view regarding relationships between two people of the same sex? ⁵		
• Gay couples should be allowed to legally marry		
	2005	15%
	2006	15%
	2007	16%
	2009	18%
	2010	19 (17)%
• Gay couples should be allowed to form civil unions or domestic partnerships, but not marry		
	2005	22%
	2006	26%
	2007	27%
	2009	22%
	2010	27 (30)%
• There should be no legal recognition of a gay couple's relationship		
	2005	54%
	2006	54%
	2007	51%
	2009	54%
	2010	48 (49)%
• don't know/refused		
	2005	9%
	2006	5%
	2007	6%
	2009	6%
	2010	6 (5)%
And which comes closest to your view about what government policy should be regarding undocumented immigrants currently residing in the United States. Should the government:		
• allow undocumented immigrants to remain in the United States to work for a limited amount of time?		
	2008	10%
	2009	9%
	2010	10 (9)%
• allow undocumented immigrants to become U.S. citizens if they meet certain criteria like learning English and paying their back-taxes?		
	2008	59%
	2009	57%
	2010	54 (56)%
• deport all undocumented immigrants?		
	2008	26%
	2009	27%
	2010	28 (30)%
• allow undocumented immigrants to become permanent residents with no requirements?		
	2008	2%
	2009	2%
	2010	4 (3)%
• don't know/refused		
	2008	4%
	2009	5%
	2010	5 (3)%

⁵ Values in parentheses include "very likely voters" only; percentages may not total 100 due to rounding.

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 ⁶
1999	23%	35%	31%	4%	7%
2000	23 (25)%	36 (38)%	35 (34)%	0%	6 (2)%
2001	27%	33%	32%	5%	3%
2002	28 (30)%	33 (35)%	33 (31)%	3 (2)%	3 (2)%
2003	24%	38%	31%	4%	3%
2004	30 (32)%	35 (36)%	28 (27)%	3 (3)%	4 (2)%
2005	23%	36%	33%	4%	4%
2006	23 (25)%	36 (37)%	33 (33)%	3 (3)%	4 (3)%
2007	24%	39%	30%	3%	2%
2008	24 (27)%	35 (34)%	33 (33)%	7 (5)%	2 (1)%
2009	24%	33%	34%	7%	3%
2010	21 (25)%	28 (27)%	42 (41)%	7 (6)%	3 (1)%
Independents only: Do you think of yourself ...?	Closer to Republican	Closer to Democrat	Just Indep't		DK/ Refused
1999	33%	29%	34%		4%
2000	35 (39)%	25 (26)%	35 (30)%		5 (2)%
2001	29%	36%	31%		4%
2002	30 (31)%	32 (34)%	33 (33)%		4 (3)%
2003	33%	34%	33%		2%
2004	39 (41)%	31 (32)%	30 (26)%		0 (1)%
2005	30%	35%	32%		4%
2006	33 (35)%	34 (34)%	30 (23)%		2 (3)%
2007	34%	37%	29%		1%
2008	35 (38)%	30 (29)%	33 (31)%		3 (3)%
2009	39%	32%	27%		2%
2010	44 (50)%	21 (16)%	33 (33)%		2 (2)%
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%
2005	13%	40%	39%		8%
2006	16%	39%	39%		7%
2007	16%	37%	39%		6%
2008	14%	35%	43%		8%
2009	14%	37%	42%		7%
2010	14 (12)%	35 (36)%	44 (48)%		8 (4)%

⁶ Values in parentheses include “very likely voters” only; percentages may not total 100 due to rounding.

Life in Arkansas

Overall, do you feel that Arkansas is generally headed in the right direction or the wrong direction?	Right	Wrong		DK/ Refused ⁷
2003	63%	26%		11%
2005	73%	18%		9%
2007	69%	21%		8%
2008	71%	19%		10%
2009	72%	16%		12%
2010	67 (68)%	22 (21)%		11 (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
2003	27%	45%	28%	1%
2005	28%	49%	22%	1%
2007	30%	48%	20%	1%
2008	20%	38%	41%	1%
2009	22%	46%	31%	2%
2010	19 (18)%	46 (47)%	34 (35)%	1 (0)%
And, looking ahead, do you think a year from now, you will be ... as now?	Better	About the Same	Worse	DK/ Refused
2003	35%	49%	12%	5%
2005	34%	46%	15%	5%
2007	38%	45%	12%	3%
2008	35%	39%	18%	8%
2009	32%	48%	17%	4%
2010	28 (25)%	46 (45)%	20 (23)%	7 (7)%

⁷ Values in parentheses include “very likely voters” only; percentages may not total 100 due to rounding.

Methodology and Sample Information

Between October 8th and October 20th the Survey Research Center at the University of Arkansas completed 771 telephone surveys among a random sample of adult Arkansans.⁸ Eighteen percent of all respondents spoke with SRC interviewers via cell phone.

The survey's margin of error statewide is +/- 3.5 percentage points, meaning that we are 95 percent confident that the actual result lies within 3.5 percentage points (in either direction) of the result our sample produced.

Employing guidelines established by the American Association for Public Opinion Research, the poll's overall cooperation rate was 48%. This figure reflects completed surveys as a percentage of all eligible individuals contacted.

To assess the representativeness of the sample drawn for the poll, the Arkansas Poll team publishes 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.

	2010 Arkansas Poll Sample	State of Arkansas
Average Age Category (for 18+ pop.)	55-64 years of age	35-44 years of age
Average # persons per household	2.3	2.5
Marital Status	57% married	58% married
Gender	48% male	49% male
Educational Attainment		
high school graduates	89.2%	82.2%
college graduates	30.2%	18.8%
Median household income	\$35,001-\$50,000	\$37,823
Race/Ethnicity		
White	81.2%	80.6%
Black or African American	8.7%	15.8
Multi-Ethnic	2.5%	1.5%
Hispanic	3.4%	6.0% ⁹
Native American	2.1%	0.9%
Asian	0.5%	1.2%
Something Else, Don't Know, Refused	1.7%	NA

Source: All data from the 2010 Arkansas Poll, Current Population Survey, the American Community Survey 2009, the U.S. Bureau of the Census 2000, or the U.S. Bureau of the Census State and County QuickFacts 2009. Many thanks to Kate Kennedy and E. Alex Gooch for their assistance in preparation of this report.

⁸ Fifteen, or 1.9%, of the interviews were conducted in Spanish.

⁹ Hispanics may be of any race, so these respondents also are included in applicable race categories.