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The Arkansas Poll, 2014 Summary Report

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Arkansas Poll Website: <http://plsc.uark.edu/7129.php>

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

Most Important Problem

What is the most important problem or issue facing people in Arkansas today? ¹	2012	2013	2014
• the economy	47 (48)% ²	44 (44)%	32 (34)%
• politicians/politics	--	7 (8)%	18 (21)%
• healthcare	15 (15)%	12 (12)%	15 (16)%
• drugs	12 (11)%	3 (2)%	12 (10)%
• education	11 (12)%	5 (5)%	10 (10)%
• taxes	6 (5)%	7 (7)%	5 (4)%
• other/don't know/refused	5 (4)%	24 (22)%	7 (6)%

Public Figure Approval Ratings

Do you approve or disapprove of the way _____ is handling his job as governor?	Approve	Disapprove	DK/Ref
Mike Huckabee 2003	47%	38%	16%
2005	58%	27%	15%
Mike Beebe 2007	70%	9%	21%
2009	70%	9%	20%
2011	72 (74)%	13 (14)%	15 (12)%
2012	71 (72)%	14 (15)%	15 (14)%
2013	66 (68)%	17 (17)%	18 (14)%
2014	67 (70)%	18 (18)%	16 (12)%
Do you approve of _____ as a U.S. Senator?			
Blanche Lincoln 2003	55%	10%	35%
2005	55%	17%	28%
2007	50%	24%	26%
2009	43%	34%	23%
John Boozman 2011	40 (44)%	24 (26)%	36 (30)%
2012	42 (45)%	17 (18)%	41 (35)%
2013	30 (34)%	28 (29)%	42 (37)%
2014	38 (41)%	21 (23)%	42 (38)%
Do you ... Mark Pryor ... as a U.S. Senator?			
2003	52%	11%	37%
2005	56%	12%	32%
2007	53%	18%	29%
2009	51%	22%	27%
2011	47 (48)%	27 (29)%	27 (21)%
2012	51 (53)%	20 (21)%	29 (26)%
2013	33 (34)%	41 (44)%	26 (23)%
2014	32 (33)%	50 (54)%	18 (13)%
Do you ... _____ ... as president?			
George W. Bush 2007	30%	65%	6%
Barack Obama 2009	42%	47%	10%
2010	35 (31)%	57 (62)%	9 (7)%
2011	32 (31)%	60 (64)%	8 (5)%
2012	34 (31)%	59 (62)%	8 (6)%
2013	27 (29)%	65 (66)%	8 (5)%
2014	27 (27)%	66 (68)%	8 (5)%

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.

Politics, Elections, and Media

Suppose the election were held today. (M)ore likely to vote for...?	R	D	Other/DK/Ref
U.S. Senate (Cotton/Pryor/Other)	43 (49)%	36 (36)%	20 (15)%
Arkansas Governor (Hutchinson/Ross/Other)	45 (50)%	38 (39)%	16 (11)%
U.S. House (generic)	42 (47)%	33 (33)%	25 (21)%
State legislative elections (generic)	41 (45)%	36 (36)%	23 (19)%
President 2016 (Hillary Clinton or Republican nominee)	42 (47)%	41 (38)%	17 (15)%
Please tell me how you would rate the honesty and ethical standards of journalists. Would you rate them...			
very high/high			14 (13)%
average			39 (37)%
low/very low			36 (41)%
don't know/refused			12 (10)%
How many days in the past week did you read a daily newspaper?			
0 days			27 (25)%
1-3 days			23 (22)%
4-6 days			8 (9)%
7 days			36 (41)%
don't know/refused			7 (3)%
How many days in the past week did you watch the local TV news shows in the late evening??			
0 days			16 (15)%
1-3 days			12 (12)%
4-6 days			15 (16)%
7 days			51 (55)%
don't know/refused			6 (2)%

Ballot Measures

If passed, one measure would prohibit state officials from receiving gifts from lobbyists, establish an independent commission for determining state officials' salaries, require former state legislators to wait at least two years before registering as lobbyists, and would modify the state's term limit laws to allow legislators to serve up to 16 years in a single house. Given this description, do you favor or oppose this measure?	All (very likely voters only)
favor the measure	28 (27)%
oppose the measure	56 (59)%
don't know/refused	17 (14)%
If passed, a different measure would allow the sale, distribution, and manufacture of alcohol in every Arkansas county. Given this description, do you favor or oppose this measure?	All (very likely voters only)
favor the measure	40 (41)%
oppose the measure	51 (51)%
don't know/refused	9 (8)%
If passed, a different measure would increase the state's minimum wage from \$6.25 an hour to \$8.50 by 2017. Given this description, do you favor or oppose this measure?	All (very likely voters only)
favor the measure	70 (69)%
oppose the measure	22 (24)%
don't know/refused	9 (7)%

Political Knowledge

Who is the Speaker of the U.S. House of Representatives? I have a list of names here, is it (rotated response options) ?	2008	2014
• (2008) Harry Reid/(2014) Harry Reid	3%	6 (7)%
• (2008) Condoleezza Rice/(2014) John Kerry	7%	5 (5)%
• (2008) Nancy Pelosi/(2014)	64%	12 (10)%
• (2008) Newt Gingrich/(2014) John Boehner	4%	49 (56)%
• don't know/refused	22%	28 (22)%
And what is the term of office of a U.S. senator? Is it ...?		
• two years	17%	11 (12)%
• four years	30%	26 (26)%
• six years	30%	38 (43)%
• eight years	8%	8 (7)%
• don't know/refused	15%	17 (13)%
And who is responsible for nominating judges to federal courts? Is it...?		
• the president	50%	42 (49)%
• congress	9%	10 (9)%
• the supreme court	9%	10 (10)%
• state governors	6%	7 (7)%
• don't know/refused	26%	31 (25)%

Current Issues

As you may know, a health reform bill was signed into law in 2010. Given what you know about the health reform law, do you have a generally favorable or unfavorable opinion of it?					
Favorable				27 (28)%	
Unfavorable				55 (58)%	
Don't Know/Refused				19 (15)%	
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%
2013		33 (33)%	15 (15)%	47 (48)%	6 (4)%
2014		32 (31)%	19 (21)%	43 (43)%	6 (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%
2001		46%	13%	35%	7%
2003		47%	13%	33%	7%
2005		44%	9%	39%	8%
2007		41%	13%	36%	9%
2009		43%	11%	38%	8%
2013		44 (44)%	11 (11)%	34 (35)%	11 (10)%
2014		40 (40)%	11 (12)%	37 (38)%	12 (10)%

Which of the following policy positions most closely resembles your own view regarding relationships between two people of the same sex? ³		
• Gay couples should be allowed to legally marry	2005	15%
	2007	16%
	2009	18%
	2011	23 (22)%
	2013	23 (24)%
	2014	21 (22)%
	2014	21 (22)%
• Gay couples should be allowed to form civil unions or domestic partnerships, but not marry	2005	22%
	2007	27%
	2009	22%
	2011	20 (22)%
	2013	21 (23)%
	2014	21 (23)%
	2014	21 (23)%
• There should be no legal recognition of a gay couple's relationship	2005	54%
	2007	51%
	2009	54%
	2011	50 (51)%
	2013	46 (46)%
	2014	48 (48)%
	2014	48 (48)%
• don't know/refused	2005	9%
	2007	6%
	2009	6%
	2011	7 (6)%
	2013	9 (7)%
	2014	10(7)%
	2014	10(7)%
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 them to remain in the United States to work for a limited amount of time?	2009	9%
	2011	8 (8)%
	2013	9 (9)%
	2014	8 (9)%
	2014	8 (9)%
• allow them to become U.S. citizens if they meet certain criteria like learning English and paying their back-taxes?	2009	57%
	2011	56 (57)%
	2013	59 (59)%
	2014	49 (50)%
	2014	49 (50)%
• deport all?	2009	27%
	2011	27 (28)%
	2012	26 (25)%
	2013	21 (21)%
	2014	29 (29)%
	2014	29 (29)%

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

• allow them to become permanent residents with no requirements?		
	2009	2%
	2011	3 (2)%
	2013	2 (2)%
	2014	3 (3)%
• don't know/refused		
	2009	5%
	2011	6 (6)%
	2013	9 (8)%
	2014	12 (9)%

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 ⁴
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)%
2011	26 (29)%	31 (33)%	34 (31)%	6 (5)%	4 (2)%
2012	29 (32)%	31 (30)%	33 (32)%	3 (3)%	4 (3)%
2013	24 (27)%	30 (31)%	37 (36)%	4 (3)%	5 (3)%
2014	28 (31)%	31 (33)%	33 (33)%	3 (3)%	5 (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 (28)%		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)%
2011	42 (48)%	29 (28)%	26 (22)%		3 (2)%
2012	41 (46)%	26 (22)%	28 (27)%		6 (5)%
2013	43 (51)%	21 (22)%	31 (22)%		6 (6)%
2014	38 (43)%	25 (23)%	30 (28)%		8 (6)%

⁴ Values in parentheses include "very likely voters" only; percentages may not total 100 due to rounding.

Do you think of yourself as ...?	Liberal	Moderate	Conserv'e		DK/Ref
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)%
2011	16 (16)%	34 (34)%	45 (47)%		5 (3)%
2012	13 (12)%	32 (32)%	46 (51)%		9 (6)%
2013	14 (14)%	31 (31)%	44 (48)%		11 (7)%
2014	14 (14)%	30 (31)%	44 (49)%		12 (6)%

Life in Arkansas

Overall, do you feel that Arkansas is generally headed in the right direction or the wrong direction?	Right	Wrong		DK/Refused⁵
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)%
2011	74 (76)%	20 (19)%		7 (6)%
2012	73 (74)%	17 (17)%		10 (9)%
2013	63 (66)%	20 (20)%		16 (14)%
2014	57 (60)%	25 (27)%		18 (14)%
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)%
2011	19 (19)%	49 (49)%	31 (32)%	1 (1)%
2012	23 (24)%	49 (50)%	27 (26)%	0 (1)%
2013	14 (14)%	58 (58)%	26 (26)%	2 (1)%
2014	22 (22)%	50 (52)%	24 (25)%	5 (1)%
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%

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

2010	28 (25)%	46 (45)%	20 (23)%	7 (7)%
2011	25 (21)%	52 (56)%	18 (20)%	4 (4)%
2012	26 (27)%	48 (46)%	13 (13)%	13 (14)%
2013	18 (18)%	47 (49)%	24 (25)%	11 (8)%
2014	26 (26)%	51 (54)%	13 (14)%	10 (7)%

Methodology and Sample Information

Between October 21st and October 27th Issues & Answers Network, Inc. completed 747 telephone surveys among a random sample of adult Arkansans. Twenty-five percent of all respondents interviewed use their cell phones for all or most of their calls.

The survey’s margin of error for the full sample (N=747) is +/- 3.6 percentage points, meaning that we are 95 percent confident that the actual result lies within 3.6 percentage points (in either direction) of the result our sample produced. For the “very likely voter” sample only (N=568), the margin of error is 4.1 percentage points.

Employing guidelines established by the American Association for Public Opinion Research, the poll’s overall cooperation rate was 20% for landline calls and 19% for cell phone calls. 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.

	2014 Arkansas Poll Sample	State of Arkansas
Average Age Category (for 18+ pop.)	55-64	45-54
Married	54%	51%
Gender		
Male	44%	49%
Female	56%	51%
Educational Attainment		
High school graduates	88%	84%
College graduates	39%	19%
Median Household Income	\$35,001-\$50,000	\$38,307
Race/Ethnicity		
White	81%	77%
Black or African American	9%	15%
Multi-Ethnic	2%	2%
Hispanic	1%	6%*
Native American	2%	1%
Asian	1%	1%
Something Else, Don’t Know, Refused	5%	-

Sources: The 2014 Arkansas Poll, 2011 American Community Survey, U.S. Census Bureau 2010 Census.

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