ARKANSAS SEPTEMBER TOPLINES

**Area Code:**

(N=500) n %

Central 145 29.00

Delta/East 135 27.00

West 220 44.00

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{INSERT QUOTAS}

**INTRO SECTION>**

Hello, my name is \_\_\_\_\_\_\_\_\_\_ and I am conducting a survey for Suffolk University / USA TODAY and I would like to get your opinions on some questions about the upcoming elections in Arkansas. Would you be willing to spend five minutes answering some brief questions? (quota – youngest in that household). Are you currently registered to vote?

(N=500) n %

Male 240 48.00

Female 260 52.00

S2 Thank You. How likely are you to vote in the Arkansas election for U.S. Senate and Governor – very likely, somewhat likely, not very likely, or not at all likely?

(N=500) n %

Very Likely 481 96.20

Somewhat Likely 19 3.80

1. Do you consider yourself a Democrat, Republican, Libertarian, Green Party or Unaffiliated/Independent?

(N=500) n %

Democrat 177 35.40

Republican 155 31.00

Libertarian 26 5.20

Green 4 0.80

Unaffiliated/Independent 138 27.60

2. What is your age category?

(N=500) n %

18-25 YRS 26 5.20

26-35 YRS 83 16.60

36-45 YRS 90 18.00

46-55 YRS 90 18.00

56-65 YRS 80 16.00

66-75 YRS 69 13.80

OVER 75 YRS 54 10.80

Refused 8 1.60

3. Which of the following best describes your race or ethnicity?

(N=500) n %

White/Caucasian 413 82.60

African-American 58 11.60

Asian 0 0.00

American Indian 6 1.20

Hispanic/ Latino 9 1.80

Other 4 0.80

Undecided 0 0.00

Refused 10 2.00

4. Thinking back to the 2012 election, did you vote for Barack Obama, Mitt Romney, someone else, or did you not vote in the presidential election?

(N=500) n %

Barack Obama 176 35.20

Mitt Romney 271 54.20

Someone else 15 3.00

Did not vote 17 3.40

Undecided 17 3.40

Refused 4 0.80

{FOR 4.1}

5. Today, do you feel good about voting for Barack Obama or do you regret voting for Barack Obama?

(N=176) n %

Feel Good 149 84.66

Regret 25 14.20

Undecided 1 0.57

Refused 1 0.57

6. Do you approve or disapprove of the job that Barack Obama is doing as president?

(N=500) n %

Approve 168 33.60

Disapprove 296 59.20

Undecided 34 6.80

Refused 2 0.40

7. Do you approve or disapprove of the job Mark Pryor is doing as U.S. Senator?

(N=500) n %

Approve 192 38.40

Disapprove 245 49.00

Undecided 60 12.00

Refused 3 0.60

Great, I am going to read you a list of individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Barack Obama. Is your opinion of Barack Obama generally favorable or generally unfavorable? (RANDOMIZE 9-16)

(N=500) **NEVER HEARD FAVORABLE UNFAVORABLE HOF/UNDECIDED**

1. Barack Obama 0 195 286 19

 0.00 39.00 57.20 3.80

1. Hillary Clinton 3 226 246 25

 0.60 45.20 49.20 5.00

1. Mike Beebe 11 328 96 65

 2.20 65.60 19.20 13.00

1. Mark Pryor 8 219 233 40

 1.60 43.80 46.60 8.00

1. Tom Cotton 16 193 215 76

 3.20 38.60 43.00 15.20

1. Mike Ross 29 215 146 110

 5.80 43.00 29.20 22.00

(N=500) **NEVER HEARD FAVORABLE UNFAVORABLE HOF/UNDECIDED**

1. Asa Hutchinson 22 201 174 103

 4.40 40.20 34.80 20.60

1. Arkansas State Legislature 15 227 138 120

 3.00 45.40 27.60 24.00

1. U.S. Congress 6 125 287 82

 1.20 25.00 57.40 16.40

1. For U.S. Senate there are four candidates listed on your ballot (RANDOMIZE): Republican Tom Cotton, Libertarian Nathan LaFrance, Green Party Mark Swaney and Democrat Mark Pryor. At this point for whom will you vote or lean toward?

(N=500) n %

Republican Tom Cotton 215 43.00

Democrat Mark Pryor 224 44.80

Green Party Mark Swaney 13 2.60

Libertarian Nathan LaFrance 14 2.80

Undecided 33 6.60

Refused 1 0.20

{FOR 17.3-17.4}

1. Who would be your second choice – Cotton or Pryor?

(N=27) n %

Republican Tom Cotton 6 22.22

Democrat Mark Pryor 9 33.33

Undecided 12 44.44

Refused 0 0.00

19A. What is the first word or phrase that comes to mind when you hear the name: Tom Cotton

(N=500) n %

“Conservative” 29 5.80

“Republican” 11 2.20

“Patriot/Military/Veteran” 52 10.40

“Cotton/Farmer Boy” 16 3.20

“Koch Brother/Big money” 15 3.00

“Honest/Trustworthy” 30 6.00

“Dishonest/Untrustworthy/Crook” 55 11.00

“Young/Inexperienced” 13 2.60

“Social security/seniors” 5 1.00

“Commercials/Ads” 9 1.80

“Views/stand on issues” 13 2.60

“Not for the people/Favors rich” 9 1.80

“Family man” 5 1.00

“Smart/Intelligent/Hard worker” 12 2.40

“Change” 4 0.80

“Like him”/General positive mentions 28 5.60

“Dislike him”/General negative mentions 65 13.00

“Don't know him” 10 2.00

Other 27 5.40

None/Nothing 24 4.80

DK/NA/Refused 68 13.60

19B. What is the first word or phrase that comes to mind when you hear the name: Mark Pryor

(N=500) n %

“Democrat” 14 2.80

“David Pryor/Dad/Family” 25 5.00

“Obama/Obamacare” 40 8.00

“Liar/Dishonest/Untrustworthy/Deceit” 49 9.80

“Honest/Dependable” 19 3.80

“Liberal” 9 1.80

“Politician/Old school” 14 2.80

“Views/stand on issues” 10 2.00

“Hard worker/Good job/Experience” 39 7.80

“Conservative” 5 1.00

“For the people” 6 1.20

“Middle of the road/Moderate” 5 1.00

“Has done a poor job” 8 1.60

“Like him”/General positive mentions 93 18.60

“Dislike him”/General negative mentions 57 11.40

“Don't know him” 6 1.20

Other 27 5.40

None/Nothing 19 3.80

DK/NA/Refused 55 11.00

20. Thinking about Congress, if the elections were today, would you vote for/lean toward (ROTATE) the Republican candidate or the Democratic candidate for Congress in your district?

(N=500) n %

Republican 208 41.60

Democratic 210 42.00

Undecided 80 16.00

Refused 2 0.40

21. Do you think of your vote for Congress as a vote for Obama, as a vote against Obama, or isn’t he much of a factor in your vote?

(N=500) n %

For Obama 98 19.60

Against Obama 185 37.00

He’s not a factor 199 39.80

Don’t Know/Refused 18 3.60

22. Will the issue of which party controls Congress be a factor in your vote for Congress this year?

(N=500) n %

Yes 283 56.60

No 190 38.00

Undecided 27 5.40

Refused 0 0.00

23. What is the most important issue when casting your vote for Congress this year: (RANDOMIZE) jobs, healthcare, federal budget deficit, education, foreign policy/terrorism, or immigration…?

(N=500) n %

Jobs 110 22.00

Healthcare 112 22.40

Federal budget deficit 72 14.40

Education 28 5.60

Foreign policy/terrorism 84 16.80

Immigration 53 10.60

Other (Write-in) 23 4.60

Undecided 16 3.20

Refused 2 0.40

24. For Governor, there are four candidates listed on your ballot (RANDOMIZE): Democrat Mike Ross, Green Party candidate J. Joshua Drake, Libertarian Frank Gilbert and Republican Asa Hutchinson. At this point for whom will you vote or lean toward?

(N=500) n %

Democrat Mike Ross 207 41.40

Republican Asa Hutchinson 213 42.60

Libertarian Frank Gilbert 16 3.20

Green Party J. Joshua Drake 9 1.80

Undecided 54 10.80

Refused 1 0.20

{FOR 24.3 - 24.4}

1. Who would be your second choice – Ross or Hutchinson?

(N=25) n %

Democrat Mike Ross 7 28.00

Republican Asa Hutchinson 7 28.00

Undecided 9 36.00

Refused 2 8.00

26. For Lieutenant Governor, there are three candidates listed on your ballot: (RANDOMIZE) Republican Tim Griffin, Democrat John Burkhalter and Libertarian Christopher Olson. At this point for whom will you vote or lean toward?

(N=500) n %

Republican Tim Griffin 177 35.40

Democrat John Burkhalter 208 41.60

Libertarian Christopher Olson 24 4.80

Undecided 89 17.80

Refused 2 0.40

27. For Secretary of State, there are three candidates listed on your ballot: (RANDOMIZE) Democrat Susan Inman, Republican Mark Martin, and Libertarian Jacob Holloway. At this point for whom will you vote or lean toward?

(N=500) n %

Democrat Susan Inman 169 33.80

Republican Mark Martin 173 34.60

Libertarian Jacob Holloway 31 6.20

Undecided 124 24.80

Refused 3 0.60

28. For Attorney General, there are three candidates listed on your ballot: (RANDOMIZE) Republican Leslie Rutledge, Democrat Nate Steel and Libertarian Aaron Cash. At this point for whom will you vote or lean toward?

(N=500) n %

Republican Leslie Rutledge 179 35.80

Democrat Nate Steel 181 36.20

Libertarian Aaron Cash 23 4.60

Undecided 112 22.40

Refused 5 1.00

29. Over the past two years do you feel that the state of the economy in Arkansas has, in general, improved, stayed the same or has it gotten worse?

(N=500) n %

Improved 161 32.20

Stayed The Same 165 33.00

Gotten Worse 154 30.80

Undecided 19 3.80

Refused 1 0.20

30. Overall, do you feel that the Affordable Care Act signed into law in 2010, sometimes called Obamacare, is generally good for Arkansas or generally bad?

(N=500) n %

Generally Good 183 36.60

Generally Bad 277 55.40

Undecided 38 7.60

Refused 2 0.40

Great, now I am going to ask you about some ballot initiatives on the 2014 general election ballot. There will be three legislatively-referred constitutional amendments and two ballot initiatives on the 2014 ballot.

31. Issue number one, or SJR 7, is related to state agencies administrative rules. The constitutional amendment provides that administrative rules implemented by state agencies shall not become effective until reviewed and approved by a legislative committee of the General Assembly. Would you support this constitutional amendment?

(N=500) n %

Yes 243 48.60

No 139 27.80

Undecided 113 22.60

Refused 5 1.00

32. Issue number two, or SJR 16, is related to signature collection for petitions. This constitutional amendment would set a threshold of seventy-five (75) percent of required petition signatures to obtain additional time for signature collection. Would you support this constitutional amendment?

(N=500) n %

Yes 213 42.60

No 170 34.00

Undecided 113 22.60

Refused 4 0.80

33. Issue number three, or HJR 1009, is related to term limits, limits on lobbying and elected officials’ salaries. This constitutional amendment states that a member of the General Assembly shall serve no more than sixteen (16) years, whether consecutive or nonconsecutive. It would also prohibit members of the General Assembly and elected constitutional officers of the Executive department from accepting gifts from lobbyists. In addition, it would prohibit members of the General Assembly from setting their own salaries and the salaries of elected constitutional officers of the Executive department, justices and judges and create an independent citizens commission to set such salaries. Would you support this constitutional amendment?

(N=500) n %

Yes 280 56.00

No 135 27.00

Undecided 78 15.60

Refused 7 1.40

34. Issue number four is related to the legalization of the manufacturing, transportation and sale of alcohol in the state of Arkansas. This constitutional amendment would state that the manufacture, sale, distribution and transportation of intoxicating liquors is lawful within the entire geographic area of each and every county of this state, effective July 1, 2015. Would you support this constitutional amendment?

(N=500) n %

Yes 225 45.00

No 198 39.60

Undecided 70 14.00

Refused 7 1.40

35. Issue number five is related to Arkansas’ minimum wage. This would amend the Arkansas Code and raise the current state minimum wage from six dollars and twenty-five cents ($6.25) per hour to seven dollars and fifty cents ($7.50) per hour on January 1, 2015, to eight dollars ($8.00) per hour on January 1, 2016, and to eight dollars and fifty cents ($8.50) per hour on January 1, 2017. Would you support this amendment?

(N=500) n %

Yes 276 55.20

No 151 30.20

Undecided 65 13.00

Refused 8 1.60

36. Thinking about early 2016, do you think you will vote in the Democratic primary, the Republican primary, or will you skip the primaries all together?

(N=500) n %

Will vote in Democratic Primary 209 41.80

Will vote in Republican Primary 191 38.20

Will skip Primaries 40 8.00

Undecided 58 11.60

Refused 2 0.40

{For 36.1}

37. Okay, I’m going to read you five possible Democratic candidates for President. Please tell me which of the following would be your first choice if the Democratic Primary were held today: (RANDOMIZE)

(N=209) n %

Joe Biden 16 7.66

Hillary Clinton 148 70.81

Andrew Cuomo 11 5.26

Martin O’Malley 5 2.39

Elizabeth Warren 7 3.35

Other 1 0.48

Undecided 20 9.57

Refused 1 0.48

{For 37.1-37.6}

38. Who would be your second choice? (RANDOMIZE)

(N=188) n %

Joe Biden 69 36.70

Hillary Clinton 19 10.11

Andrew Cuomo 19 10.11

Martin O’Malley 5 2.66

Elizabeth Warren 29 15.43

Undecided 46 24.47

Refused 1 0.53

{For 36.2}

39. Okay, I’m going to read you about a dozen Republican candidates for President. Please tell me which of the following would be your first choice if the Republican Primary were held today: (RANDOMIZE)

(N=500) n %

Jeb Bush 9 4.71

Chris Christie 9 4.71

Ted Cruz 14 7.33

Mike Huckabee 75 39.27

Jon Huntsman 3 1.57

Bobby Jindal 5 2.62

John Kasich 2 1.05

Rand Paul 12 6.28

Rick Perry 16 8.38

Marco Rubio 9 4.71

Paul Ryan 6 3.14

Rick Santorum 4 2.09

Scott Walker 3 1.57

Other 4 2.09

Undecided 20 10.47

Refused 0 0.00

{For 39.1-39.14}

40. Who would be your second choice? (ROTATE)

(N=171) n %

Jeb Bush 15 8.77

Chris Christie 10 5.85

Ted Cruz 12 7.02

Mike Huckabee 20 11.70

Jon Huntsman 3 1.75

Bobby Jindal 11 6.43

John Kasich 5 2.92

Rand Paul 14 8.19

Rick Perry 26 15.20

Marco Rubio 13 7.60

Paul Ryan 10 5.85

Rick Santorum 3 1.75

Scott Walker 13 7.60

Undecided 3 1.75

Refused 13 7.60

{FOR 39.1–39.14}

41. Thinking back to your first choice, if I added Mitt Romney to that list, would you still vote for \_\_\_\_\_\_\_\_, or vote for Romney…… or someone else?

(N=171) n %

Mitt Romney 56 32.75

Jeb Bush 2 1.17

Chris Christie 5 2.92

Ted Cruz 11 6.43

Mike Huckabee 50 29.24

Jon Huntsman 3 1.75

Bobby Jindal 0 0.00

John Kasich 0 0.00

Rand Paul 5 2.92

Rick Perry 11 6.43

Marco Rubio 3 1.75

Paul Ryan 4 2.34

Rick Santorum 1 0.58

Scott Walker 1 0.58

Undecided 19 11.11

Refused 0 0.00

**These final five questions will help us classify your answers with others taking the survey.**

42. Has anyone in your household ever served in the U.S. military?

(N=500) n %

Yes 274 54.80

No 218 43.60

Undecided 5 1.00

Refused 3 0.60

43. Does anyone in your household belong to a labor union?

(N=500) n %

Yes 74 14.80

No 422 84.40

Undecided 1 0.20

Refused 3 0.60

44. When it comes to politics, what TV News Network or commentary source do you trust the most (randomize) ABC, NBC, CBS, Fox NEWS, CNN, MSNBC, C-SPAN, COMEDY Central?

(N=500) n %

ABC 52 10.40

CBS 44 8.80

CNN 68 13.60

C-SPAN 11 2.20

COMEDY Central 7 1.40

Fox NEWS 187 37.40

MSNBC 33 6.60

NBC 47 9.40

Undecided 42 8.40

Refused 9 1.80

45. What is your annual household income (READ)?

(N=500) n %

Under $60,000 per year 211 42.20

Under $100,000 per year 109 21.80

Under $140,000 per year 38 7.60

$140,000 or OVER 29 5.80

Undecided 44 8.80

Refused 69 13.80

46. How important is religion in your life (READ)?

(N=500) n %

Very important 373 74.60

Somewhat important 73 14.60

Not very important 25 5.00

Not at all important 19 3.80

Undecided 5 1.00

Refused 5 1.00

47. Are you willing to be interviewed by a USA Today reporter for an upcoming article, please give me your name and verify best phone number?

(N=500) n %

Yes 124 24.80

No 376 75.20