

**NBC News/Marist Poll  
October 24, 2014  
Arkansas Questionnaire**

**Screener**

<Marist Poll Introduction> Are you 18 years of age or older?

Do you consider your permanent home address to be in Arkansas?

**HH SELECTION – LANDLINE FRAME ONLY**

**GENDER GUESS**

October 24, 2014: Registered voters: n=971, MOE +/- 3.1%; Residents: n=1292, MOE +/- 2.7%

September 2014: Registered voters: n=1068, MOE +/- 3.0%; Residents: n=1376, MOE +/- 2.6%

May 2014: Registered voters: n=876, MOE +/- 3.3%; Residents: n=1174, MOE +/- 2.9%

**Do you approve or disapprove of the job Barack Obama is doing as president?**

	REGISTERED VOTERS	10/24/14	9/14	5/14
Approve		34	31	34
Disapprove		56	61	60
Unsure		10	8	6
Total		100	100	100
	RESIDENTS	10/24/14	9/14	5/14
Approve		31	29	33
Disapprove		57	61	57
Unsure		12	10	9
Total		100	100	100

October 24, 2014: Likely voters: n=621, MOE +/- 3.9%; Registered voters: n=971, MOE +/- 3.1%

September 2014: Likely voters: n=639, MOE +/- 3.9%; Registered voters: n=1068, MOE +/- 3.0%

May 2014: Registered voters: n=876, MOE +/- 3.3%

**If November's election for U.S. Senate in Arkansas were held today, whom would you support if the candidates are (including those who are undecided yet leaning toward a candidate or have voted early):**

	LIKELY VOTERS	10/24/14	9/14	5/14
Tom Cotton, the Republican		45	45	
Mark Pryor, the Democrat		43	40	
Nathan LaFrance, the Libertarian		2	2	
Mark Swaney, the Green party candidate		3	3	
Other		1	1	
Undecided		7	9	
Total		100	100	
	REGISTERED VOTERS	10/24/14	9/14	5/14
Tom Cotton, the Republican		42	41	40
Mark Pryor, the Democrat		43	41	51
Nathan LaFrance, the Libertarian		2	3	n/a
Mark Swaney, the Green party candidate		3	4	n/a
Other		1	1	2
Undecided		9	11	7
Total		100	100	100

October 24, 2014: Arkansas likely voters with a candidate preference for U.S. Senate including early voters: n=514, MOE +/-4.3%; Arkansas registered voters with a candidate preference for U.S. Senate including early voters: n=790, MOE +/- 3.5%

September 2014: Arkansas likely voters with a candidate preference for U.S. Senate: n=516, MOE +/-4.3%; Arkansas registered voters with a candidate preference for U.S. Senate: n=846, MOE +/- 3.4%

Would you say you strongly support <candidate>, somewhat support <candidate>, or do you think you might vote differently on Election Day?

LIKELY VOTERS	10/24/14	9/14
Strongly support	59	52
Somewhat support	31	33
Might vote differently	8	13
Unsure	2	2
Total	100	100
REGISTERED VOTERS	10/24/14	9/14
Strongly support	54	47
Somewhat support	34	37
Might vote differently	11	14
Unsure	2	2
Total	100	100

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September 2014: Likely voters: n=639, MOE +/- 3.9%; Registered voters: n=1068, MOE +/- 3.0%

May 2014: Registered voters: n=876, MOE +/- 3.3%

If November's election for Governor in Arkansas were held today, whom would you support if the candidates are (including those who are undecided yet leaning toward a candidate or have voted early):

LIKELY VOTERS	10/24/14	9/14	
Asa Hutchinson, the Republican	47	48	
Mike Ross, the Democrat	44	39	
Frank Gilbert, the Libertarian	2	3	
Josh Drake, the Green party candidate	2	3	
Other	<1	<1	
Undecided	5	7	
Total	100	100	
REGISTERED VOTERS	10/24/14	9/14	5/14
Asa Hutchinson, the Republican	43	46	49
Mike Ross, the Democrat	44	39	42
Frank Gilbert, the Libertarian	2	4	n/a
Josh Drake, the Green party candidate	3	3	n/a
Other	<1	<1	2
Undecided	8	8	7
Total	100	100	100

October 24, 2014: Arkansas likely voters with a candidate preference for Governor including early voters: n=535, MOE +/-4.2%; Arkansas registered voters with a candidate preference for Governor including early voters: n=825, MOE +/- 3.4%

September 2014: Arkansas likely voters with a candidate preference for Governor: n=543, MOE +/-4.2%; Arkansas registered voters with a candidate preference for Governor: n=914, MOE +/- 3.2%

Would you say you strongly support <candidate>, somewhat support <candidate>, or do you think you might vote differently on Election Day?

	LIKELY VOTERS	10/24/14	9/14
Strongly support		62	53
Somewhat support		29	33
Might vote differently		7	13
Unsure		2	1
Total		100	100
	REGISTERED VOTERS	10/24/14	9/14
Strongly support		58	48
Somewhat support		31	36
Might vote differently		10	15
Unsure		2	1
Total		100	100

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September 2014: Likely voters: n=639, MOE +/- 3.9%; Registered voters: n=1068, MOE +/- 3.0%; Residents: n=1376, MOE +/- 2.6%

May 2014: Registered voters: n=876, MOE +/- 3.3%; Residents: n=1174, MOE +/- 2.9%

Overall, do you have a favorable or an unfavorable impression of Mark Pryor?

	LIKELY VOTERS	10/24/14	9/14	
Favorable		41	44	
Unfavorable		49	42	
Never heard		1	1	
Unsure		8	12	
Total		100	100	
	REGISTERED VOTERS	10/24/14	9/14	5/14
Favorable		40	44	50
Unfavorable		48	40	35
Never heard		2	2	4
Unsure		11	14	11
Total		100	100	100
	RESIDENTS	10/24/14	9/14	5/14
Favorable		37	40	46
Unfavorable		43	37	32
Never heard		4	5	9
Unsure		16	18	14
Total		100	100	100

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May 2014: Registered voters: n=876, MOE +/- 3.3%; Residents: n=1174, MOE +/- 2.9%

**Overall, do you have a favorable or an unfavorable impression of Tom Cotton?**

	LIKELY VOTERS	10/24/14	9/14	
Favorable		46	44	
Unfavorable		43	40	
Never heard		1	4	
Unsure		11	12	
Total		100	100	
	REGISTERED VOTERS	10/24/14	9/14	5/14
Favorable		42	41	38
Unfavorable		44	41	39
Never heard		2	4	9
Unsure		13	14	14
Total		100	100	100
	RESIDENTS	10/24/14	9/14	5/14
Favorable		36	36	34
Unfavorable		42	39	37
Never heard		5	8	15
Unsure		18	18	14
Total		100	100	100

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**Overall, do you have a favorable or an unfavorable impression of Mike Ross?**

	LIKELY VOTERS	10/24/14	9/14
Favorable		46	46
Unfavorable		32	31
Never heard		3	5
Unsure		20	18
Total		100	100
	REGISTERED VOTERS	10/24/14	9/14
Favorable		44	45
Unfavorable		30	31
Never heard		3	6
Unsure		22	18
Total		100	100
	RESIDENTS	10/24/14	9/14
Favorable		38	39
Unfavorable		28	29
Never heard		7	10
Unsure		27	22
Total		100	100

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**Overall, do you have a favorable or an unfavorable impression of Asa Hutchinson?**

	LIKELY VOTERS	10/24/14	9/14
Favorable		51	51
Unfavorable		34	32
Never heard		2	4
Unsure		12	13
Total		100	100
	REGISTERED VOTERS	10/24/14	9/14
Favorable		47	48
Unfavorable		34	33
Never heard		4	5
Unsure		15	14
Total		100	100
	RESIDENTS	10/24/14	9/14
Favorable		41	42
Unfavorable		31	32
Never heard		9	9
Unsure		20	17
Total		100	100

October 24, 2014: Registered voters: n=971, MOE +/- 3.1%

**Of the following issues, please tell me which ONE is going to be most important to you in deciding your vote for Congress in November:**

	REGISTERED VOTERS	10/24/14
Job creation and economic growth		19
Social Security and Medicare		18
Breaking the partisan gridlock in Washington to get things done		15
Health care		11
The deficit and government spending		10
Military action against ISIS, the Islamic State in Iraq and Syria		8
Looking out for the interests of women		3
Immigration		3
None of these		0
All equally		9
Other		2
Unsure		2
Total		100

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**Do you consider yourself a: (party identification)**

REGISTERED VOTERS	10/24/14	9/14	5/14
Democrat	31	29	30
Republican	24	26	23
Independent	41	43	46
Other	4	2	1
Total	100	100	100

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**Politically speaking, do you consider yourself to be very liberal, liberal, moderate, conservative, or very conservative?**

REGISTERED VOTERS	10/24/14	9/14	5/14
Very liberal	7	5	4
Liberal	13	12	13
Moderate	34	32	33
Conservative	30	35	38
Very conservative	17	16	12
Total	100	100	100