

**NBC News/Marist Poll
September 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

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%

Have I reached you on your cell phone or on your regular home phone?

REGISTERED VOTERS		September 2014	May 2014
Regular home phone		48	45
Cell		52	55
Total		100	100
RESIDENTS		September 2014	May 2014
Regular home phone		45	42
Cell		55	58
Total		100	100

September 2014: Residents: n=1376, MOE +/- 2.6%

May 2014: Residents: n=1174, MOE +/- 2.9%

Are you registered to vote at your current address in Arkansas?

RESIDENTS		September 2014	May 2014
Yes		77	75
No		23	25
Total		100	100

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		September 2014	May 2014
Approve		31	34
Disapprove		61	60
Unsure		8	6
Total		100	100
RESIDENTS		September 2014	May 2014
Approve		29	33
Disapprove		61	57
Unsure		10	9
Total		100	100

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%

All in all, do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?

	REGISTERED VOTERS	September 2014	May 2014
Right direction		23	27
Wrong track		71	69
Unsure		6	4
Total		100	100
	RESIDENTS	September 2014	May 2014
Right direction		22	27
Wrong track		72	68
Unsure		6	5
Total		100	100

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

Do you approve or disapprove of the job the Republicans in Congress are doing in office?

	REGISTERED VOTERS	September 2014
Approve		23
Disapprove		63
Unsure		14
Total		100
	RESIDENTS	September 2014
Approve		23
Disapprove		62
Unsure		15
Total		100

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

Do you approve or disapprove of the job the Democrats in Congress are doing in office?

	REGISTERED VOTERS	September 2014
Approve		25
Disapprove		64
Unsure		11
Total		100
	RESIDENTS	September 2014
Approve		24
Disapprove		62
Unsure		14
Total		100

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):

LIKELY VOTERS		September 2014	
Tom Cotton, the Republican		45	
Mark Pryor, the Democrat		40	
Nathan LaFrance, the Libertarian		2	
Mark Swaney, the Green party candidate		3	
Other		1	
Undecided		9	
Total		100	
REGISTERED VOTERS		September 2014	May 2014
Tom Cotton, the Republican		41	40
Mark Pryor, the Democrat		41	51
Nathan LaFrance, the Libertarian		3	n/a
Mark Swaney, the Green party candidate		4	n/a
Other		1	2
Undecided		11	7
Total		100	100

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		September 2014
Strongly support		52
Somewhat support		33
Might vote differently		13
Unsure		2
Total		100
REGISTERED VOTERS		September 2014
Strongly support		47
Somewhat support		37
Might vote differently		14
Unsure		2
Total		100

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):

LIKELY VOTERS		September 2014	
Asa Hutchinson, the Republican		48	
Mike Ross, the Democrat		39	
Frank Gilbert, the Libertarian		3	
Josh Drake, the Green party candidate		3	
Other		<1	
Undecided		7	
Total		100	
REGISTERED VOTERS		September 2014	May 2014
Asa Hutchinson, the Republican		46	49
Mike Ross, the Democrat		39	42
Frank Gilbert, the Libertarian		4	n/a
Josh Drake, the Green party candidate		3	n/a
Other		<1	2
Undecided		8	7
Total		100	100

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		September 2014
Strongly support		53
Somewhat support		33
Might vote differently		13
Unsure		1
Total		100
REGISTERED VOTERS		September 2014
Strongly support		48
Somewhat support		36
Might vote differently		15
Unsure		1
Total		100

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%

In which year were you born (recoded into age of respondent)?

REGISTERED VOTERS		September 2014	May 2014
18 to 29		17	16
30 to 44		22	24
45 to 59		30	28
60 or older		31	32
Total		100	100
RESIDENTS		September 2014	May 2014
18 to 29		22	21
30 to 44		25	26
45 to 59		27	27
60 or older		27	27
Total		100	100

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%

Are you white, black or African-American, Latino or Hispanic, Asian, or Native American? (If not Latino: Are you Hispanic or Latino background, such as Mexican, Dominican, Puerto Rican, Cuban, or some other Spanish background?)

REGISTERED VOTERS		September 2014	May 2014
White		77	79
African American or Black		16	13
Latino or Hispanic		5	4
Other		3	4
Total		100	100
RESIDENTS		September 2014	May 2014
White		78	78
African American or Black		14	13
Latino or Hispanic		5	5
Other		3	4
Total		100	100

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%

Which of the following includes your combined family income before taxes:

REGISTERED VOTERS		September 2014	May 2014
Less than \$15,000 a year		16	16
\$15,000 to just under \$25,000		15	15
\$25,000 to just under \$50,000		27	27
\$50,000 to just under \$75,000		18	18
\$75,000 to just under \$100,000		11	11
\$100,000 or more		13	13
Total		100	100
RESIDENTS		September 2014	May 2014
Less than \$15,000 a year		18	18
\$15,000 to just under \$25,000		16	17
\$25,000 to just under \$50,000		29	28
\$50,000 to just under \$75,000		16	16
\$75,000 to just under \$100,000		9	9
\$100,000 or more		12	12
Total		100	100

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%

Which county in Arkansas do you live in (recoded into region)?

	REGISTERED VOTERS	September 2014	May 2014
East		20	20
North Central		19	18
Pulaski County (Little Rock)		15	15
Northwest		30	31
Southwest		17	17
Total		100	100
	RESIDENTS	September 2014	May 2014
East		20	20
North Central		19	19
Pulaski County (Little Rock)		13	13
Northwest		32	32
Southwest		16	16
Total		100	100

September 2014: Registered voters: n=1068, MOE +/- 3.0%

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

Do you consider yourself a: (party identification)

	REGISTERED VOTERS	September 2014	May 2014
Democrat		29	30
Republican		26	23
Independent		43	46
Other		2	1
Total		100	100

September 2014: Registered voters: n=1068, MOE +/- 3.0%

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

Do you consider yourself to be a supporter of the Tea Party?

	REGISTERED VOTERS	September 2014	May 2014
Yes		25	25
No		63	66
Unsure		12	10
Total		100	100

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		September 2014	
Favorable		44	
Unfavorable		42	
Never heard		1	
Unsure		12	
Total		100	
REGISTERED VOTERS		September 2014	May 2014
Favorable		44	50
Unfavorable		40	35
Never heard		2	4
Unsure		14	11
Total		100	100
RESIDENTS		September 2014	May 2014
Favorable		40	46
Unfavorable		37	32
Never heard		5	9
Unsure		18	14
Total		100	100

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 Tom Cotton?

LIKELY VOTERS		September 2014	
Favorable		44	
Unfavorable		40	
Never heard		4	
Unsure		12	
Total		100	
REGISTERED VOTERS		September 2014	May 2014
Favorable		41	38
Unfavorable		41	39
Never heard		4	9
Unsure		14	14
Total		100	100
RESIDENTS		September 2014	May 2014
Favorable		36	34
Unfavorable		39	37
Never heard		8	15
Unsure		18	14
Total		100	100

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

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

	LIKELY VOTERS	September 2014
Favorable		46
Unfavorable		31
Never heard		5
Unsure		18
Total		100
	REGISTERED VOTERS	September 2014
Favorable		45
Unfavorable		31
Never heard		6
Unsure		18
Total		100
	RESIDENTS	September 2014
Favorable		39
Unfavorable		29
Never heard		10
Unsure		22
Total		100

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

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

	LIKELY VOTERS	September 2014
Favorable		51
Unfavorable		32
Never heard		4
Unsure		13
Total		100
	REGISTERED VOTERS	September 2014
Favorable		48
Unfavorable		33
Never heard		5
Unsure		14
Total		100
	RESIDENTS	September 2014
Favorable		42
Unfavorable		32
Never heard		9
Unsure		17
Total		100

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 Bill Clinton?

LIKELY VOTERS		September 2014	
Favorable		62	
Unfavorable		34	
Never heard		0	
Unsure		4	
Total		100	
REGISTERED VOTERS		September 2014	May 2014
Favorable		64	68
Unfavorable		32	28
Never heard		0	1
Unsure		4	3
Total		100	100
RESIDENTS		September 2014	May 2014
Favorable		66	70
Unfavorable		28	26
Never heard		1	1
Unsure		6	4
Total		100	100

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

Overall, do you have a favorable or an unfavorable impression of Mitt Romney?

LIKELY VOTERS		September 2014
Favorable		40
Unfavorable		44
Never heard		3
Unsure		13
Total		100
REGISTERED VOTERS		September 2014
Favorable		38
Unfavorable		45
Never heard		3
Unsure		14
Total		100
RESIDENTS		September 2014
Favorable		35
Unfavorable		44
Never heard		4
Unsure		18
Total		100

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 Mike Beebe is doing as governor?

REGISTERED VOTERS		September 2014	May 2014
Approve		76	79
Disapprove		16	13
Unsure		8	9
Total		100	100
RESIDENTS		September 2014	May 2014
Approve		72	74
Disapprove		17	13
Unsure		11	13
Total		100	100

September 2014: Registered voters: n=1068, MOE +/- 3.0%

As a result of the elections this November, would you like to see:

REGISTERED VOTERS	September 2014
A Republican majority in both the House and Senate as a check on President Obama in his final two years	44
More Democrats in the House and a Democratic majority in the Senate to send a message to Republicans that they need to work with President Obama not against him	33
It doesn't matter which party has control as long as a lot of incumbents lose from both parties	17
Unsure	5
Total	100

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%

From what you have heard about the new health care law, do you think it is:

REGISTERED VOTERS		September 2014	May 2014
Strongly think it is a good idea		25	22
Not so strongly think it is a good idea		5	9
Not so strongly think it is a bad idea		6	6
Strongly think it is a bad idea		48	49
Do not have an opinion either way		12	13
Unsure		4	1
Total		100	100
RESIDENTS		September 2014	May 2014
Strongly think it is a good idea		22	21
Not so strongly think it is a good idea		6	9
Not so strongly think it is a bad idea		7	7
Strongly think it is a bad idea		48	47
Do not have an opinion either way		14	14
Unsure		4	2
Total		100	100

September 2014: Registered voters: n=1068, MOE +/- 3.0%

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

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

	REGISTERED VOTERS	September 2014	May 2014
Very liberal		5	4
Liberal		12	13
Moderate		32	33
Conservative		35	38
Very conservative		16	12
Total		100	100

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Would you describe yourself as a fundamentalist or an evangelical Christian, or would you not describe yourself that way?

	REGISTERED VOTERS	September 2014	May 2014
Yes		49	40
No		51	60
Total		100	100
	RESIDENTS	September 2014	May 2014
Yes		46	37
No		54	63
Total		100	100

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

Aside from weddings and funerals, how often would you say you attend religious services:

	REGISTERED VOTERS	September 2014	May 2014
More than once a week		27	25
Once a week		30	28
Once or twice a month		12	12
Once every 2-3 months		3	4
A few times a year		11	11
Seldom		9	9
Never		9	11
Total		100	100
	RESIDENTS	September 2014	May 2014
More than once a week		23	22
Once a week		27	26
Once or twice a month		13	12
Once every 2-3 months		3	4
A few times a year		11	13
Seldom		11	10
Never		12	13
Total		100	100

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

Are you currently married, living with a partner, separated, divorced, widowed, or single, or never married? (recoded)

	REGISTERED VOTERS	September 2014
Not married		54
Married		46
Total		100
	RESIDENTS	September 2014
Not married		49
Married		51
Total		100

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%

What is the highest level of school you completed or the highest degree you received (recoded)?

	REGISTERED VOTERS	September 2014	May 2014
Not college graduate		70	70
College graduate		30	30
Total		100	100
	RESIDENTS	September 2014	May 2014
Not college graduate		75	75
College graduate		25	25
Total		100	100

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%

Are you male or female?

	REGISTERED VOTERS	September 2014	May 2014
Male		46	47
Female		54	53
Total		100	100
	RESIDENTS	September 2014	May 2014
Male		48	48
Female		52	52
Total		100	100