

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,376 Arkansas Adults

This survey of 1,376 adults was conducted September 2nd through September 4th, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of Arkansas were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Arkansas from ASDE Survey Sampler, Inc. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, and race. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within ± 2.6 percentage points. There are 1,068 registered voters. The results for this subset are statistically significant within ± 3.0 percentage points. There are 639 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the November 2014 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.9 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - Arkansas

		Arkansas Adults	Arkansas Registered Voters	Arkansas Likely Voters
		Col %	Col %	Col %
Arkansas Adults		100%		
Arkansas Registered Voters		77%	100%	
Arkansas Likely Voters		46%	60%	100%
Party Identification	Democrat	n/a	29%	29%
	Republican	n/a	26%	28%
	Independent	n/a	43%	42%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	5%	4%
	Liberal	n/a	12%	12%
	Moderate	n/a	32%	31%
	Conservative	n/a	35%	35%
	Very conservative	n/a	16%	18%
Tea Party Supporters		n/a	25%	27%
Past Participation**	Yes	n/a	84%	91%
	No	n/a	16%	9%
Gender	Men	48%	46%	45%
	Women	52%	54%	55%
Age	Under 45	46%	39%	34%
	45 or older	54%	61%	66%
Age	18 to 29	22%	17%	13%
	30 to 44	25%	22%	21%
	45 to 59	27%	30%	32%
	60 or older	27%	31%	34%
Race	White	78%	77%	79%
	African American	14%	16%	14%
	Latino	5%	5%	4%
	Other	3%	3%	3%
Region	East	20%	20%	19%
	North Central	19%	19%	20%
	Pulaski County (Little Rock)	13%	15%	14%
	Northwest	32%	30%	31%
	Southwest	16%	17%	17%
Household Income	Less than \$75,000	79%	76%	74%
	\$75,000 or more	21%	24%	26%
Education	Not college graduate	75%	70%	67%
	College graduate	25%	30%	33%
Marital Status	Married	49%	54%	56%
	Not married	51%	46%	44%
Marital Status and Gender	Married men	23%	26%	28%
	Not married men	23%	18%	18%
	Married women	25%	28%	28%
	Not married women	28%	28%	26%
White Evangelical Christians		35%	29%	39%
Interview Type	Landline	45%	48%	52%
	Cell Phone	55%	52%	48%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points. Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Arkansas Likely Voters: n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Adults		29%	61%	10%
Arkansas Registered Voters		31%	61%	8%
Party Identification^	Democrat	70%	22%	7%
	Republican	4%	93%	3%
	Independent	22%	67%	11%
Political Ideology^	Very liberal-Liberal	65%	28%	7%
	Moderate	32%	55%	13%
	Conservative-Very conservative	19%	76%	5%
Tea Party Supporters^		14%	80%	6%
Region	East	34%	55%	11%
	North Central	16%	79%	5%
	Pulaski County (Little Rock)	46%	43%	10%
	Northwest	25%	64%	11%
	Southwest	32%	58%	10%
Household Income	Less than \$75,000	31%	59%	10%
	\$75,000 or more	26%	67%	6%
Education	Not college graduate	26%	63%	11%
	College graduate	37%	57%	6%
Race	White	20%	70%	10%
	African American	77%	16%	7%
	Other	28%	57%	16%
Race	White	20%	70%	10%
	Non-white	59%	31%	10%
Age	18 to 29	29%	56%	14%
	30 to 44	30%	61%	9%
	45 to 59	29%	64%	8%
	60 or older	29%	63%	8%
Age	Under 45	30%	59%	11%
	45 or older	29%	63%	8%
Gender	Men	26%	63%	11%
	Women	32%	60%	9%
Marital Status	Married	24%	67%	9%
	Not married	33%	56%	11%
Marital Status and Gender	Married men	22%	67%	11%
	Not married men	29%	61%	10%
	Married women	26%	67%	7%
	Not married women	37%	53%	11%
Religiosity	Practice a Religion	25%	66%	9%
	Does not Practice a Religion	32%	58%	10%
White Evangelical Christians		12%	80%	8%
Interview Type	Landline	25%	66%	9%
	Cell Phone	32%	58%	10%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults		
		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?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
Arkansas Adults		22%	72%	6%
Arkansas Registered Voters		23%	71%	6%
Party Identification^	Democrat	51%	43%	6%
	Republican	5%	92%	3%
	Independent	17%	76%	7%
Political Ideology^	Very liberal-Liberal	45%	49%	6%
	Moderate	27%	67%	6%
	Conservative-Very conservative	16%	80%	4%
Tea Party Supporters^		10%	87%	3%
Region	East	26%	66%	8%
	North Central	10%	86%	3%
	Pulaski County (Little Rock)	35%	55%	10%
	Northwest	22%	73%	5%
	Southwest	22%	72%	6%
Household Income	Less than \$75,000	22%	71%	6%
	\$75,000 or more	24%	73%	3%
Education	Not college graduate	21%	72%	7%
	College graduate	26%	70%	4%
Race	White	16%	79%	5%
	African American	55%	33%	12%
	Other	26%	69%	5%
Race	White	16%	79%	5%
	Non-white	44%	46%	10%
Age	18 to 29	26%	63%	11%
	30 to 44	24%	71%	5%
	45 to 59	19%	78%	4%
	60 or older	21%	74%	5%
Age	Under 45	25%	67%	8%
	45 or older	20%	76%	4%
Gender	Men	23%	72%	6%
	Women	21%	72%	7%
Marital Status	Married	18%	78%	4%
	Not married	26%	66%	8%
Marital Status and Gender	Married men	19%	77%	4%
	Not married men	27%	66%	6%
	Married women	18%	79%	3%
	Not married women	25%	65%	9%
Religiosity	Practice a Religion	20%	75%	6%
	Does not Practice a Religion	26%	69%	5%
White Evangelical Christians		12%	84%	5%
Interview Type	Landline	19%	76%	5%
	Cell Phone	24%	68%	7%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults		
		Do you approve or disapprove of the job the Republicans in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Adults		23%	62%	15%
Arkansas Registered Voters		23%	63%	14%
Party Identification^	Democrat	13%	78%	9%
	Republican	43%	44%	12%
	Independent	19%	66%	15%
Political Ideology^	Very liberal-Liberal	11%	82%	7%
	Moderate	20%	66%	15%
	Conservative-Very conservative	31%	54%	15%
Tea Party Supporters^		33%	55%	12%
Region	East	25%	59%	16%
	North Central	25%	64%	11%
	Pulaski County (Little Rock)	16%	69%	14%
	Northwest	22%	62%	16%
	Southwest	27%	58%	15%
Household Income	Less than \$75,000	22%	64%	14%
	\$75,000 or more	25%	65%	10%
Education	Not college graduate	24%	59%	17%
	College graduate	21%	70%	9%
Race	White	22%	61%	16%
	African American	26%	67%	7%
	Other	24%	62%	15%
Race	White	22%	61%	16%
	Non-white	25%	65%	10%
Age	18 to 29	31%	48%	22%
	30 to 44	20%	68%	12%
	45 to 59	22%	65%	13%
	60 or older	22%	66%	12%
Age	Under 45	25%	58%	16%
	45 or older	22%	66%	13%
Gender	Men	25%	63%	12%
	Women	21%	61%	18%
Marital Status	Married	25%	62%	13%
	Not married	22%	61%	16%
Marital Status and Gender	Married men	26%	64%	10%
	Not married men	26%	62%	12%
	Married women	24%	60%	16%
	Not married women	19%	61%	19%
	Religiosity	Practice a Religion	26%	58%
	Does not Practice a Religion	21%	66%	13%
White Evangelical Christians		28%	56%	15%
Interview Type	Landline	22%	64%	15%
	Cell Phone	24%	61%	15%

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		Arkansas Adults		
		Do you approve or disapprove of the job the Democrats in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Adults		24%	62%	14%
Arkansas Registered Voters		25%	64%	11%
Party Identification^	Democrat	62%	27%	11%
	Republican	4%	90%	6%
	Independent	15%	72%	13%
Political Ideology^	Very liberal-Liberal	52%	37%	10%
	Moderate	27%	60%	13%
	Conservative-Very conservative	16%	74%	10%
Tea Party Supporters^		11%	82%	6%
Region	East	29%	55%	17%
	North Central	15%	75%	10%
	Pulaski County (Little Rock)	33%	57%	10%
	Northwest	22%	63%	15%
	Southwest	25%	60%	15%
Household Income	Less than \$75,000	27%	60%	13%
	\$75,000 or more	19%	72%	10%
Education	Not college graduate	24%	61%	15%
	College graduate	25%	65%	9%
Race	White	19%	68%	13%
	African American	54%	34%	12%
	Other	25%	58%	17%
Race	White	19%	68%	13%
	Non-white	44%	43%	14%
Age	18 to 29	30%	52%	19%
	30 to 44	19%	68%	13%
	45 to 59	22%	66%	12%
	60 or older	28%	62%	10%
Age	Under 45	24%	60%	16%
	45 or older	25%	64%	11%
Gender	Men	22%	67%	11%
	Women	26%	58%	16%
Marital Status	Married	19%	70%	12%
	Not married	30%	55%	15%
Marital Status and Gender	Married men	18%	73%	9%
	Not married men	27%	61%	12%
	Married women	20%	66%	14%
	Not married women	32%	50%	18%
Religiosity	Practice a Religion	22%	64%	13%
	Does not Practice a Religion	26%	61%	13%
White Evangelical Christians		13%	76%	11%
Interview Type	Landline	22%	65%	13%
	Cell Phone	26%	60%	15%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Registered Voters					
		Arkansas tossup for U.S. Senate including those who are undecided yet leaning toward a candidate					
		Tom Cotton, the Republican	Mark Pryor, the Democrat	Nathan LaFrance, the Libertarian	Mark Swaney, the Green party candidate	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Arkansas Registered Voters		41%	41%	3%	4%	1%	11%
Arkansas Likely Voters		45%	40%	2%	3%	1%	9%
Party Identification	Democrat	5%	86%	1%	1%	1%	6%
	Republican	87%	4%	0%	4%	1%	5%
	Independent	38%	35%	5%	5%	0%	16%
Political Ideology	Very liberal-Liberal	11%	71%	4%	6%	0%	8%
	Moderate	29%	50%	4%	6%	0%	11%
	Conservative-Very conservative	61%	26%	2%	2%	0%	10%
Tea Party Supporters		66%	17%	4%	4%	0%	8%
Intensity of Support	Strongly support	46%	52%	1%	1%	0%	0%
	Somewhat support	49%	41%	4%	5%	0%	0%
	Might vote differently	40%	43%	5%	12%	0%	0%
Region	East	36%	46%	2%	1%	1%	14%
	North Central	49%	28%	6%	3%	1%	14%
	Pulaski County (Little Rock)	31%	54%	4%	2%	0%	8%
	Northwest	46%	35%	1%	5%	1%	12%
	Southwest	38%	47%	2%	8%	0%	5%
Household Income	Less than \$75,000	36%	45%	3%	5%	1%	10%
	\$75,000 or more	49%	36%	2%	2%	0%	11%
Education	Not college graduate	39%	41%	3%	4%	1%	12%
	College graduate	47%	42%	2%	3%	0%	6%
Race	White	47%	34%	3%	4%	1%	11%
	African American	12%	75%	1%	2%	0%	10%
	Other	30%	46%	4%	9%	1%	10%
Race	White	47%	34%	3%	4%	1%	11%
	Non-white	18%	66%	2%	4%	0%	10%
Age	18 to 29	50%	34%	5%	4%	0%	8%
	30 to 44	35%	40%	3%	6%	1%	14%
	45 to 59	43%	40%	3%	3%	0%	11%
	60 or older	40%	46%	1%	3%	0%	10%
Age	Under 45	41%	37%	4%	6%	1%	11%
	45 or older	41%	43%	2%	3%	0%	11%
Gender	Men	47%	35%	4%	4%	0%	9%
	Women	36%	46%	1%	3%	1%	13%
Marital Status	Married	45%	38%	2%	4%	1%	10%
	Not married	37%	45%	3%	4%	0%	11%
Marital Status and Gender	Married men	49%	33%	3%	4%	0%	10%
	Not married men	46%	37%	5%	5%	1%	6%
	Married women	41%	43%	1%	4%	1%	10%
	Not married women	31%	50%	2%	3%	0%	14%
Religiosity	Practice a Religion	47%	38%	1%	3%	0%	10%
	Does not Practice a Religion	34%	45%	4%	5%	1%	11%
White Evangelical Christians		60%	25%	2%	2%	1%	9%
Interview Type	Landline	44%	39%	4%	3%	0%	11%
	Cell Phone	39%	43%	2%	5%	1%	11%

NBC News/Marist Poll Arkansas Registered Voters. Interviews conducted September 2nd through September 4th, 2014, n=1068 MOE +/- 3.0 percentage points. NBC News/Marist Poll Arkansas Likely Voters: n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Registered Voters with a Candidate Preference for U.S. Senate			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Arkansas Registered Voters with a Candidate Preference for U.S. Senate		47%	37%	14%	2%
Party Identification	Democrat	61%	29%	8%	2%
	Republican	48%	41%	8%	3%
	Independent	35%	40%	24%	1%
Political Ideology	Very liberal-Liberal	55%	34%	10%	1%
	Moderate	40%	39%	20%	1%
	Conservative-Very conservative	50%	36%	11%	3%
Tea Party Supporters		52%	36%	11%	1%
Top Tier Candidates for U.S. Senate in Arkansas	Tom Cotton	46%	39%	12%	2%
	Mark Pryor	53%	33%	13%	1%
Region	East	55%	30%	13%	2%
	North Central	37%	50%	13%	1%
	Pulaski County (Little Rock)	55%	33%	9%	3%
	Northwest	44%	36%	16%	3%
	Southwest	47%	36%	17%	0%
Household Income	Less than \$75,000	43%	39%	16%	2%
	\$75,000 or more	53%	36%	8%	2%
Education	Not college graduate	43%	38%	17%	3%
	College graduate	56%	35%	8%	1%
Race	White	47%	37%	14%	2%
	African American	50%	31%	15%	4%
	Other	39%	48%	14%	0%
Race	White	47%	37%	14%	2%
	Non-white	47%	36%	15%	3%
Age	18 to 29	21%	54%	25%	0%
	30 to 44	43%	39%	15%	3%
	45 to 59	46%	38%	14%	2%
	60 or older	63%	26%	9%	2%
Age	Under 45	33%	46%	19%	2%
	45 or older	55%	32%	12%	2%
Gender	Men	48%	38%	13%	2%
	Women	47%	36%	16%	2%
Marital Status	Married	51%	36%	11%	2%
	Not married	42%	38%	18%	1%
Marital Status and Gender	Married men	54%	35%	8%	2%
	Not married men	40%	41%	17%	2%
	Married women	49%	36%	13%	2%
	Not married women	44%	36%	19%	1%
Religiosity	Practice a Religion	49%	34%	15%	2%
	Does not Practice a Religion	46%	39%	14%	1%
White Evangelical Christians		46%	39%	13%	1%
Interview Type	Landline	56%	32%	11%	2%
	Cell Phone	38%	42%	18%	2%

NBC News/Marist Poll Arkansas Registered Voters with a Candidate Preference. Interviews conducted September 2nd through September 4th, 2014, n=846 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Registered Voters					
		Arkansas tossup for governor including those who are undecided yet leaning toward a candidate					
		Asa Hutchinson, the Republican	Mike Ross, the Democrat	Frank Gilbert, the Libertarian	Josh Drake, the Green party candidate	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Arkansas Registered Voters		46%	39%	4%	3%	<1%	8%
Arkansas Likely Voters		48%	39%	3%	3%	<1%	7%
Party Identification	Democrat	11%	78%	3%	1%	0%	7%
	Republican	86%	5%	0%	2%	0%	6%
	Independent	45%	34%	6%	5%	0%	10%
Political Ideology	Very liberal-Liberal	15%	68%	3%	8%	0%	6%
	Moderate	38%	43%	6%	5%	0%	7%
	Conservative-Very conservative	63%	25%	3%	1%	1%	7%
Tea Party Supporters		69%	17%	5%	3%	1%	5%
Intensity of Support	Strongly support	44%	50%	2%	2%	0%	2%
	Somewhat support	53%	33%	6%	4%	0%	3%
	Might vote differently	45%	41%	5%	3%	2%	5%
Region	East	38%	45%	2%	3%	0%	11%
	North Central	59%	26%	3%	4%	0%	8%
	Pulaski County (Little Rock)	34%	48%	6%	2%	0%	9%
	Northwest	52%	32%	4%	4%	0%	8%
	Southwest	40%	49%	2%	3%	1%	5%
Household Income	Less than \$75,000	45%	40%	4%	4%	1%	7%
	\$75,000 or more	48%	38%	2%	3%	0%	8%
Education	Not college graduate	46%	37%	5%	4%	1%	8%
	College graduate	47%	42%	2%	2%	0%	7%
Race	White	53%	32%	3%	3%	0%	9%
	African American	13%	72%	4%	1%	1%	7%
	Other	32%	43%	8%	8%	2%	7%
Race	White	53%	32%	3%	3%	0%	9%
	Non-white	19%	63%	5%	3%	2%	7%
Age	18 to 29	35%	37%	10%	9%	0%	9%
	30 to 44	45%	40%	4%	3%	1%	6%
	45 to 59	54%	32%	3%	1%	0%	9%
	60 or older	44%	45%	1%	2%	0%	8%
Age	Under 45	41%	39%	7%	6%	1%	7%
	45 or older	49%	39%	2%	1%	0%	9%
Gender	Men	50%	34%	4%	5%	0%	7%
	Women	42%	43%	3%	2%	1%	9%
Marital Status	Married	51%	37%	3%	2%	0%	7%
	Not married	41%	39%	5%	5%	1%	9%
Marital Status and Gender	Married men	55%	34%	3%	3%	0%	6%
	Not married men	46%	31%	7%	8%	0%	8%
	Married women	47%	41%	2%	2%	0%	8%
	Not married women	38%	45%	4%	2%	1%	10%
	Religiosity	Practice a Religion	52%	36%	2%	2%	1%
	Does not Practice a Religion	39%	42%	6%	4%	0%	9%
White Evangelical Christians		65%	23%	2%	2%	0%	7%
Interview Type	Landline	49%	38%	3%	1%	0%	9%
	Cell Phone	43%	40%	4%	5%	0%	8%

NBC News/Marist Poll Arkansas Registered Voters. Interviews conducted September 2nd through September 4th, 2014, n=1068 MOE +/- 3.0 percentage points. NBC News/Marist Poll Arkansas Likely Voters: n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Registered Voters with a Candidate Preference for Governor			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Arkansas Registered Voters with a Candidate Preference for Governor		48%	36%	15%	1%
Party Identification	Democrat	62%	28%	10%	0%
	Republican	56%	30%	13%	1%
	Independent	33%	45%	21%	1%
Political Ideology	Very liberal-Liberal	52%	32%	15%	0%
	Moderate	40%	39%	19%	1%
	Conservative-Very conservative	52%	36%	11%	1%
Tea Party Supporters		51%	33%	15%	1%
Top Tier Candidates for Governor in Arkansas	Asa Hutchinson	45%	40%	14%	1%
	Mike Ross	54%	31%	14%	2%
Region	East	50%	32%	17%	1%
	North Central	38%	38%	23%	1%
	Pulaski County (Little Rock)	54%	33%	11%	2%
	Northwest	48%	36%	15%	1%
	Southwest	50%	40%	10%	1%
Household Income	Less than \$75,000	46%	37%	17%	1%
	\$75,000 or more	55%	34%	9%	2%
Education	Not college graduate	44%	38%	17%	1%
	College graduate	57%	32%	10%	0%
Race	White	48%	38%	14%	1%
	African American	54%	27%	17%	2%
	Other	38%	33%	29%	0%
Race	White	48%	38%	14%	1%
	Non-white	49%	29%	21%	1%
Age	18 to 29	31%	45%	25%	0%
	30 to 44	44%	32%	21%	3%
	45 to 59	48%	40%	12%	0%
	60 or older	61%	29%	9%	1%
Age	Under 45	38%	38%	22%	2%
	45 or older	54%	35%	10%	1%
Gender	Men	48%	38%	14%	0%
	Women	47%	34%	17%	2%
Marital Status	Married	51%	36%	13%	1%
	Not married	45%	37%	17%	0%
Marital Status and Gender	Married men	53%	36%	10%	1%
	Not married men	43%	42%	15%	0%
	Married women	48%	35%	15%	2%
	Not married women	47%	33%	19%	1%
Religiosity	Practice a Religion	51%	35%	13%	1%
	Does not Practice a Religion	45%	38%	17%	0%
White Evangelical Christians		49%	37%	12%	2%
Interview Type	Landline	53%	35%	10%	1%
	Cell Phone	43%	36%	20%	1%

NBC News/Marist Poll Arkansas Registered Voters with a Candidate Preference. Interviews conducted September 2nd through September 4th, 2014, n=914 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults			
		Overall, do you have a favorable or an unfavorable impression of Mark Pryor?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Arkansas Adults		40%	37%	5%	18%
Arkansas Registered Voters		44%	40%	2%	14%
Party Identification^	Democrat	77%	15%	1%	7%
	Republican	19%	64%	2%	15%
	Independent	41%	41%	3%	16%
Political Ideology^	Very liberal-Liberal	73%	21%	2%	4%
	Moderate	53%	31%	2%	14%
	Conservative-Very conservative	31%	53%	1%	15%
Tea Party Supporters^		27%	61%	2%	11%
Region	East	43%	35%	7%	15%
	North Central	35%	41%	4%	20%
	Pulaski County (Little Rock)	54%	32%	2%	12%
	Northwest	35%	37%	8%	20%
	Southwest	39%	39%	4%	18%
Household Income	Less than \$75,000	40%	36%	6%	17%
	\$75,000 or more	43%	38%	2%	17%
Education	Not college graduate	37%	35%	7%	21%
	College graduate	48%	43%	1%	8%
Race	White	37%	39%	5%	19%
	African American	60%	19%	6%	15%
	Other	40%	36%	9%	15%
Race	White	37%	39%	5%	19%
	Non-white	53%	26%	7%	15%
Age	18 to 29	37%	31%	10%	22%
	30 to 44	37%	37%	7%	19%
	45 to 59	39%	38%	4%	19%
	60 or older	45%	41%	2%	12%
Age	Under 45	37%	34%	8%	21%
	45 or older	42%	39%	3%	16%
Gender	Men	33%	44%	6%	17%
	Women	46%	30%	5%	19%
Marital Status	Married	39%	41%	5%	16%
	Not married	41%	34%	6%	19%
Marital Status and Gender	Married men	34%	47%	4%	14%
	Not married men	31%	44%	7%	18%
	Married women	43%	35%	5%	18%
	Not married women	50%	25%	6%	19%
	Religiosity	Practice a Religion	40%	40%	3%
	Does not Practice a Religion	39%	34%	8%	19%
White Evangelical Christians		30%	51%	4%	16%
Interview Type	Landline	38%	45%	4%	14%
	Cell Phone	42%	30%	7%	21%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults			
		Overall, do you have a favorable or an unfavorable impression of Tom Cotton?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Arkansas Adults		36%	39%	8%	18%
Arkansas Registered Voters		41%	41%	4%	14%
Party Identification^	Democrat	11%	69%	5%	14%
	Republican	77%	11%	1%	10%
	Independent	40%	41%	5%	14%
Political Ideology^	Very liberal-Liberal	16%	72%	5%	8%
	Moderate	30%	50%	3%	17%
	Conservative-Very conservative	58%	25%	4%	13%
Tea Party Supporters^		69%	19%	4%	9%
Region	East	32%	41%	9%	19%
	North Central	45%	31%	7%	17%
	Pulaski County (Little Rock)	27%	54%	4%	15%
	Northwest	36%	36%	8%	20%
	Southwest	38%	38%	9%	15%
Household Income	Less than \$75,000	32%	40%	9%	18%
	\$75,000 or more	48%	36%	2%	14%
Education	Not college graduate	33%	37%	9%	21%
	College graduate	44%	43%	4%	9%
Race	White	39%	36%	6%	18%
	African American	17%	55%	13%	14%
	Other	29%	38%	11%	21%
Race	White	39%	36%	6%	18%
	Non-white	22%	49%	12%	17%
Age	18 to 29	39%	31%	11%	19%
	30 to 44	32%	40%	9%	18%
	45 to 59	37%	38%	6%	19%
	60 or older	36%	44%	5%	15%
Age	Under 45	36%	36%	10%	19%
	45 or older	37%	41%	5%	17%
Gender	Men	41%	35%	7%	16%
	Women	31%	42%	8%	19%
Marital Status	Married	42%	36%	6%	16%
	Not married	31%	41%	9%	19%
Marital Status and Gender	Married men	47%	31%	7%	15%
	Not married men	37%	39%	8%	17%
	Married women	37%	41%	6%	17%
	Not married women	26%	43%	10%	21%
Religiosity	Practice a Religion	43%	36%	5%	16%
	Does not Practice a Religion	29%	41%	10%	20%
White Evangelical Christians		52%	27%	4%	17%
Interview Type	Landline	36%	41%	5%	18%
	Cell Phone	36%	37%	9%	17%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults			
		Overall, do you have a favorable or an unfavorable impression of Mike Ross?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Arkansas Adults		39%	29%	10%	22%
Arkansas Registered Voters		45%	31%	6%	18%
Party Identification^	Democrat	71%	13%	5%	12%
	Republican	24%	48%	6%	21%
	Independent	42%	31%	8%	19%
Political Ideology^	Very liberal-Liberal	68%	19%	4%	8%
	Moderate	47%	28%	6%	19%
	Conservative-Very conservative	37%	37%	6%	20%
Tea Party Supporters^		31%	47%	7%	15%
Region	East	42%	28%	10%	20%
	North Central	38%	26%	9%	27%
	Pulaski County (Little Rock)	45%	28%	7%	20%
	Northwest	32%	32%	14%	22%
	Southwest	47%	32%	4%	18%
Household Income	Less than \$75,000	39%	30%	10%	21%
	\$75,000 or more	45%	28%	8%	18%
Education	Not college graduate	37%	30%	11%	22%
	College graduate	47%	29%	6%	18%
Race	White	36%	31%	10%	23%
	African American	54%	15%	11%	19%
	Other	43%	30%	10%	18%
Race	White	36%	31%	10%	23%
	Non-white	50%	21%	11%	19%
Age	18 to 29	35%	27%	13%	26%
	30 to 44	35%	31%	14%	20%
	45 to 59	40%	32%	7%	21%
Age	60 or older	46%	28%	7%	20%
	Under 45	35%	29%	14%	23%
Gender	45 or older	43%	30%	7%	21%
	Men	36%	34%	8%	22%
Gender	Women	42%	26%	11%	21%
	Marital Status	Married	42%	32%	8%
Not married		36%	28%	11%	25%
Marital Status and Gender	Married men	38%	37%	7%	17%
	Not married men	33%	33%	8%	26%
	Married women	46%	28%	9%	17%
	Not married women	39%	23%	14%	24%
Religiosity	Practice a Religion	39%	31%	8%	22%
	Does not Practice a Religion	39%	29%	12%	21%
White Evangelical Christians		35%	36%	8%	21%
Interview Type	Landline	38%	33%	8%	21%
	Cell Phone	40%	26%	12%	22%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults			
		Overall, do you have a favorable or an unfavorable impression of Asa Hutchinson?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Arkansas Adults		42%	32%	9%	17%
Arkansas Registered Voters		48%	33%	5%	14%
Party Identification^	Democrat	23%	59%	6%	11%
	Republican	78%	10%	3%	10%
	Independent	49%	30%	5%	16%
Political Ideology^	Very liberal-Liberal	29%	53%	6%	13%
	Moderate	41%	41%	3%	14%
	Conservative-Very conservative	62%	21%	5%	12%
Tea Party Supporters^		70%	18%	4%	8%
Region	East	37%	35%	13%	16%
	North Central	49%	29%	6%	17%
	Pulaski County (Little Rock)	40%	39%	8%	13%
	Northwest	44%	30%	9%	17%
	Southwest	38%	31%	9%	21%
Household Income	Less than \$75,000	41%	32%	10%	16%
	\$75,000 or more	48%	36%	3%	14%
Education	Not college graduate	41%	30%	11%	18%
	College graduate	49%	36%	3%	12%
Race	White	46%	29%	9%	16%
	African American	22%	49%	10%	19%
	Other	35%	32%	13%	20%
Race	White	46%	29%	9%	16%
	Non-white	27%	43%	11%	19%
Age	18 to 29	31%	31%	19%	18%
	30 to 44	36%	36%	9%	19%
	45 to 59	53%	26%	7%	14%
	60 or older	47%	34%	2%	17%
Age	Under 45	34%	34%	14%	19%
	45 or older	50%	30%	5%	15%
Gender	Men	42%	32%	8%	17%
	Women	42%	32%	10%	16%
Marital Status	Married	47%	29%	9%	15%
	Not married	39%	34%	9%	18%
Marital Status and Gender	Married men	47%	30%	7%	16%
	Not married men	38%	35%	9%	17%
	Married women	47%	28%	10%	14%
	Not married women	39%	34%	9%	18%
Religiosity	Practice a Religion	50%	29%	5%	16%
	Does not Practice a Religion	36%	35%	13%	17%
White Evangelical Christians		56%	25%	5%	14%
Interview Type	Landline	42%	34%	5%	18%
	Cell Phone	42%	30%	12%	16%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults			
		Overall, do you have a favorable or an unfavorable impression of Bill Clinton?			
		Favorable	Unfavorable	Never heard of	Unsure
		Row %	Row %	Row %	Row %
Arkansas Adults		66%	28%	1%	6%
Arkansas Registered Voters		64%	32%	0%	4%
Party Identification^	Democrat	91%	7%	0%	1%
	Republican	36%	58%	1%	6%
	Independent	63%	32%	0%	4%
Political Ideology^	Very liberal-Liberal	86%	11%	1%	2%
	Moderate	73%	23%	0%	3%
	Conservative-Very conservative	50%	45%	0%	5%
Tea Party Supporters^		42%	53%	1%	4%
Region	East	69%	24%	1%	6%
	North Central	60%	36%	1%	4%
	Pulaski County (Little Rock)	71%	22%	0%	8%
	Northwest	64%	28%	1%	7%
	Southwest	70%	26%	0%	4%
Household Income	Less than \$75,000	69%	24%	1%	6%
	\$75,000 or more	63%	32%	0%	5%
Education	Not college graduate	67%	26%	1%	6%
	College graduate	63%	34%	0%	3%
Race	White	62%	32%	0%	6%
	African American	87%	7%	1%	5%
	Other	69%	23%	1%	7%
Race	White	62%	32%	0%	6%
	Non-white	80%	13%	1%	6%
Age	18 to 29	75%	18%	0%	7%
	30 to 44	68%	24%	0%	8%
	45 to 59	64%	30%	1%	5%
	60 or older	60%	36%	0%	4%
Age	Under 45	71%	22%	0%	7%
	45 or older	62%	33%	1%	5%
Gender	Men	65%	28%	0%	7%
	Women	67%	27%	1%	5%
Marital Status	Married	60%	35%	0%	5%
	Not married	72%	22%	1%	6%
Marital Status and Gender	Married men	59%	35%	0%	6%
	Not married men	72%	22%	0%	6%
	Married women	61%	34%	0%	5%
	Not married women	72%	21%	1%	5%
Religiosity	Practice a Religion	60%	34%	0%	6%
	Does not Practice a Religion	73%	21%	0%	6%
White Evangelical Christians		54%	40%	0%	5%
Interview Type	Landline	60%	35%	0%	5%
	Cell Phone	71%	22%	1%	7%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults			
		Overall, do you have a favorable or an unfavorable impression of Mitt Romney?			
		Favorable	Unfavorable	Never heard of	Unsure
		Row %	Row %	Row %	Row %
Arkansas Adults		35%	44%	4%	18%
Arkansas Registered Voters		38%	45%	3%	14%
Party Identification^	Democrat	12%	72%	5%	11%
	Republican	64%	22%	2%	12%
	Independent	39%	42%	4%	15%
Political Ideology^	Very liberal-Liberal	17%	75%	2%	6%
	Moderate	31%	52%	3%	14%
	Conservative-Very conservative	51%	31%	3%	14%
Tea Party Supporters^		62%	26%	2%	10%
Region	East	33%	47%	5%	16%
	North Central	37%	38%	4%	20%
	Pulaski County (Little Rock)	28%	54%	4%	14%
	Northwest	38%	38%	4%	19%
	Southwest	33%	48%	3%	16%
Household Income	Less than \$75,000	32%	46%	4%	17%
	\$75,000 or more	43%	45%	2%	11%
Education	Not college graduate	35%	42%	4%	19%
	College graduate	37%	50%	2%	11%
Race	White	38%	39%	4%	19%
	African American	16%	67%	4%	13%
	Other	28%	53%	4%	15%
Race	White	38%	39%	4%	19%
	Non-white	20%	62%	4%	14%
Age	18 to 29	35%	44%	4%	17%
	30 to 44	26%	53%	3%	18%
	45 to 59	40%	39%	4%	17%
	60 or older	39%	40%	5%	17%
Age	Under 45	30%	49%	3%	18%
	45 or older	39%	39%	5%	17%
Gender	Men	39%	42%	3%	17%
	Women	31%	45%	5%	19%
Marital Status	Married	40%	40%	3%	16%
	Not married	31%	47%	4%	18%
Marital Status and Gender	Married men	45%	36%	2%	17%
	Not married men	35%	48%	3%	14%
	Married women	36%	44%	5%	15%
	Not married women	27%	46%	5%	21%
	Religiosity	Practice a Religion	40%	40%	3%
	Does not Practice a Religion	32%	47%	4%	17%
White Evangelical Christians		49%	31%	3%	17%
Interview Type	Landline	35%	42%	4%	18%
	Cell Phone	34%	45%	4%	18%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults		
		Do you approve or disapprove of the job Mike Beebe is doing as governor?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Adults		72%	17%	11%
Arkansas Registered Voters		76%	16%	8%
Party Identification^	Democrat	83%	9%	8%
	Republican	69%	21%	10%
	Independent	76%	18%	6%
Political Ideology^	Very liberal-Liberal	84%	13%	3%
	Moderate	80%	10%	11%
	Conservative-Very conservative	72%	22%	6%
Tea Party Supporters^		63%	30%	7%
Region	East	71%	19%	10%
	North Central	71%	19%	11%
	Pulaski County (Little Rock)	84%	10%	6%
	Northwest	67%	17%	16%
	Southwest	73%	17%	10%
Household Income	Less than \$75,000	71%	17%	12%
	\$75,000 or more	76%	17%	7%
Education	Not college graduate	69%	18%	13%
	College graduate	81%	14%	6%
Race	White	72%	16%	12%
	African American	72%	18%	10%
	Other	67%	19%	13%
Race	White	72%	16%	12%
	Non-white	70%	18%	11%
Age	18 to 29	66%	20%	14%
	30 to 44	71%	18%	11%
	45 to 59	71%	17%	12%
	60 or older	79%	13%	8%
Age	Under 45	68%	19%	12%
	45 or older	75%	15%	10%
Gender	Men	71%	18%	11%
	Women	72%	16%	12%
Marital Status	Married	72%	18%	10%
	Not married	71%	16%	13%
Marital Status and Gender	Married men	75%	17%	9%
	Not married men	68%	20%	13%
	Married women	70%	20%	10%
	Not married women	74%	13%	13%
Religiosity	Practice a Religion	76%	15%	9%
	Does not Practice a Religion	67%	19%	14%
White Evangelical Christians		74%	17%	8%
Interview Type	Landline	74%	15%	11%
	Cell Phone	69%	19%	12%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

^Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Registered Voters			
		As a result of the elections this November, would you like to see:			
		A Republican majority in both the House and Senate as a check on President Obama in his final two years	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	It doesn't matter which party has control as long as a lot of incumbents lose from both parties	Unsure
		Row %	Row %	Row %	Row %
Arkansas Registered Voters		44%	33%	17%	5%
Party Identification	Democrat	8%	78%	9%	5%
	Republican	83%	3%	13%	1%
	Independent	45%	23%	24%	7%
Political Ideology	Very liberal-Liberal	13%	74%	10%	3%
	Moderate	35%	36%	22%	7%
	Conservative-Very conservative	63%	18%	15%	5%
Tea Party Supporters		72%	12%	15%	1%
Region	East	35%	38%	19%	8%
	North Central	56%	22%	19%	4%
	Pulaski County (Little Rock)	26%	52%	15%	7%
	Northwest	52%	26%	18%	5%
	Southwest	46%	35%	15%	3%
Household Income	Less than \$75,000	40%	36%	18%	5%
	\$75,000 or more	52%	31%	14%	2%
Education	Not college graduate	46%	31%	17%	6%
	College graduate	43%	38%	17%	3%
Race	White	51%	25%	19%	5%
	African American	16%	70%	9%	6%
	Other	28%	47%	20%	4%
Race	White	51%	25%	19%	5%
	Non-white	20%	63%	12%	5%
Age	18 to 29	42%	31%	26%	1%
	30 to 44	46%	33%	17%	4%
	45 to 59	47%	31%	15%	8%
	60 or older	44%	36%	14%	6%
Age	Under 45	44%	32%	21%	3%
	45 or older	45%	33%	14%	7%
Gender	Men	49%	29%	17%	5%
	Women	41%	36%	18%	5%
Marital Status	Married	50%	29%	17%	4%
	Not married	40%	38%	17%	5%
Marital Status and Gender	Married men	53%	27%	16%	4%
	Not married men	44%	32%	17%	7%
	Married women	46%	31%	18%	5%
	Not married women	37%	41%	18%	5%
Religiosity	Practice a Religion	50%	27%	18%	4%
	Does not Practice a Religion	38%	39%	16%	6%
White Evangelical Christians		62%	14%	19%	5%
Interview Type	Landline	49%	30%	15%	6%
	Cell Phone	40%	36%	19%	4%

NBC News/Marist Poll Arkansas Registered Voters. Interviews conducted September 2nd through September 4th, 2014, n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Adults					
		From what you have heard about the new health care law, do you think it is:					
		Strongly Good idea	Not so strongly Good idea	Not so strongly Bad idea	Strongly Bad idea	No opinion either way	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
Arkansas Adults		22%	6%	7%	48%	14%	4%
Arkansas Registered Voters		25%	5%	6%	48%	12%	4%
Party Identification [^]	Democrat	54%	7%	3%	16%	14%	6%
	Republican	6%	2%	5%	77%	8%	2%
	Independent	18%	6%	8%	52%	13%	3%
Political Ideology [^]	Very liberal-Liberal	50%	9%	6%	22%	10%	4%
	Moderate	28%	7%	7%	39%	15%	4%
	Conservative-Very conservative	15%	3%	5%	63%	10%	3%
Tea Party Supporters [^]		10%	3%	5%	73%	8%	1%
Region	East	28%	2%	5%	45%	16%	4%
	North Central	12%	11%	8%	55%	13%	1%
	Pulaski County (Little Rock)	32%	8%	6%	36%	12%	6%
	Northwest	19%	4%	9%	49%	14%	5%
	Southwest	22%	5%	9%	48%	13%	3%
Household Income	Less than \$75,000	23%	6%	7%	47%	14%	4%
	\$75,000 or more	24%	7%	8%	49%	10%	3%
Education	Not college graduate	19%	5%	9%	48%	16%	4%
	College graduate	31%	8%	4%	47%	7%	2%
Race	White	16%	5%	7%	54%	14%	4%
	African American	58%	6%	4%	12%	15%	5%
	Other	20%	6%	18%	40%	13%	2%
Race	White	16%	5%	7%	54%	14%	4%
	Non-white	44%	6%	9%	23%	14%	4%
Age	18 to 29	16%	9%	13%	43%	18%	1%
	30 to 44	26%	8%	6%	46%	11%	3%
	45 to 59	23%	4%	6%	54%	10%	3%
	60 or older	21%	3%	6%	47%	16%	7%
Age	Under 45	21%	8%	9%	45%	15%	2%
	45 or older	22%	3%	6%	50%	13%	5%
Gender	Men	20%	6%	8%	52%	11%	3%
	Women	23%	5%	7%	44%	16%	5%
Marital Status	Married	23%	4%	7%	53%	10%	3%
	Not married	21%	7%	8%	42%	17%	4%
Marital Status and Gender	Married men	20%	4%	8%	55%	9%	4%
	Not married men	19%	9%	8%	48%	13%	2%
	Married women	24%	4%	6%	51%	12%	2%
	Not married women	23%	5%	8%	37%	21%	7%
Religiosity	Practice a Religion	20%	4%	6%	53%	12%	4%
	Does not Practice a Religion	23%	7%	9%	43%	15%	3%
White Evangelical Christians		8%	4%	7%	66%	11%	4%
Interview Type	Landline	22%	4%	7%	51%	12%	5%
	Cell Phone	22%	7%	8%	45%	15%	3%

NBC News/Marist Poll Arkansas Adults. Interviews conducted September 2nd through September 4th, 2014, n=1376 MOE +/- 2.6 percentage points.

[^]Arkansas Registered Voters: n=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Likely Voters		31%	62%	7%
Party Identification^	Democrat	72%	21%	7%
	Republican	4%	93%	3%
	Independent	22%	69%	9%
Political Ideology^	Very liberal-Liberal	71%	24%	5%
	Moderate	34%	54%	12%
	Conservative-Very conservative	17%	79%	4%
Tea Party Supporters^		12%	83%	5%
Region	East	37%	54%	9%
	North Central	17%	81%	2%
	Pulaski County (Little Rock)	48%	44%	8%
	Northwest	28%	65%	8%
	Southwest	34%	59%	7%
Household Income	Less than \$75,000	34%	59%	7%
	\$75,000 or more	28%	67%	4%
Education	Not college graduate	28%	64%	8%
	College graduate	37%	59%	4%
Race	White	22%	72%	6%
	African American	84%	9%	7%
	Other	29%	58%	13%
Age	18 to 29	38%	53%	9%
	30 to 44	33%	60%	6%
	45 to 59	28%	66%	6%
	60 or older	31%	63%	6%
Age	Under 45	35%	58%	7%
	45 or older	30%	65%	6%
Gender	Men	28%	65%	7%
	Women	34%	60%	6%
Marital Status	Married	27%	68%	5%
	Not married	37%	55%	9%
Marital Status and Gender	Married men	25%	69%	6%
	Not married men	32%	60%	8%
	Married women	29%	67%	4%
	Not married women	39%	51%	9%
Religiosity	Practice a Religion	26%	68%	6%
	Does not Practice a Religion	38%	55%	7%
White Evangelical Christians		13%	83%	5%
Interview Type	Landline	27%	65%	7%
	Cell Phone	36%	58%	6%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639
MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters		
		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?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
Arkansas Likely Voters		23%	72%	5%
Party Identification^	Democrat	51%	42%	6%
	Republican	5%	93%	2%
	Independent	17%	77%	6%
Political Ideology^	Very liberal-Liberal	48%	46%	7%
	Moderate	28%	66%	6%
	Conservative-Very conservative	15%	82%	3%
Tea Party Supporters^		8%	90%	3%
Region	East	31%	63%	6%
	North Central	10%	87%	3%
	Pulaski County (Little Rock)	36%	56%	9%
	Northwest	22%	74%	4%
	Southwest	24%	73%	3%
Household Income	Less than \$75,000	25%	69%	5%
	\$75,000 or more	24%	74%	2%
Education	Not college graduate	22%	73%	5%
	College graduate	26%	70%	4%
Race	White	17%	80%	3%
	African American	60%	29%	12%
	Other	28%	66%	7%
Age	18 to 29	30%	56%	14%
	30 to 44	26%	70%	4%
	45 to 59	20%	78%	2%
	60 or older	23%	73%	4%
Age	Under 45	28%	65%	7%
	45 or older	22%	75%	3%
Gender	Men	24%	72%	4%
	Women	23%	72%	5%
Marital Status	Married	20%	77%	2%
	Not married	28%	65%	7%
Marital Status and Gender	Married men	21%	77%	2%
	Not married men	29%	64%	7%
	Married women	20%	78%	3%
	Not married women	28%	66%	6%
Religiosity	Practice a Religion	20%	75%	4%
	Does not Practice a Religion	29%	67%	4%
White Evangelical Christians		11%	86%	3%
Interview Type	Landline	21%	75%	3%
	Cell Phone	26%	68%	6%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639
MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters		
		Do you approve or disapprove of the job the Republicans in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Likely Voters		24%	64%	12%
Party Identification^	Democrat	13%	79%	9%
	Republican	44%	46%	11%
	Independent	20%	66%	14%
Political Ideology^	Very liberal-Liberal	9%	84%	7%
	Moderate	18%	68%	14%
	Conservative-Very conservative	33%	54%	13%
Tea Party Supporters^		35%	54%	11%
Region	East	30%	54%	16%
	North Central	26%	65%	9%
	Pulaski County (Little Rock)	16%	72%	12%
	Northwest	22%	66%	12%
	Southwest	26%	61%	12%
Household Income	Less than \$75,000	22%	66%	11%
	\$75,000 or more	26%	65%	9%
Education	Not college graduate	25%	61%	15%
	College graduate	24%	68%	8%
Race	White	24%	63%	13%
	African American	27%	65%	8%
	Other	21%	68%	11%
Age	18 to 29	33%	50%	17%
	30 to 44	23%	66%	10%
	45 to 59	23%	65%	12%
	60 or older	24%	66%	11%
Age	Under 45	27%	60%	13%
	45 or older	23%	66%	11%
Gender	Men	25%	66%	9%
	Women	23%	62%	15%
Marital Status	Married	25%	64%	10%
	Not married	24%	62%	15%
Marital Status and Gender	Married men	26%	66%	8%
	Not married men	26%	63%	11%
	Married women	25%	63%	12%
	Not married women	22%	61%	17%
Religiosity	Practice a Religion	27%	59%	14%
	Does not Practice a Religion	21%	69%	10%
White Evangelical Christians		30%	57%	14%
Interview Type	Landline	22%	65%	13%
	Cell Phone	26%	62%	12%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639
MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters		
		Do you approve or disapprove of the job the Democrats in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Likely Voters		25%	65%	10%
Party Identification^	Democrat	64%	25%	11%
	Republican	3%	92%	5%
	Independent	14%	74%	12%
Political Ideology^	Very liberal-Liberal	57%	34%	10%
	Moderate	28%	59%	13%
	Conservative-Very conservative	15%	77%	8%
Tea Party Supporters^		11%	84%	5%
Region	East	30%	53%	17%
	North Central	13%	79%	8%
	Pulaski County (Little Rock)	32%	59%	9%
	Northwest	25%	68%	8%
	Southwest	29%	61%	10%
Household Income	Less than \$75,000	30%	61%	9%
	\$75,000 or more	20%	72%	8%
Education	Not college graduate	26%	64%	11%
	College graduate	25%	66%	8%
Race	White	19%	71%	9%
	African American	58%	29%	13%
	Other	29%	59%	12%
Age	18 to 29	35%	56%	9%
	30 to 44	21%	68%	11%
	45 to 59	22%	67%	11%
	60 or older	28%	64%	8%
Age	Under 45	26%	63%	10%
	45 or older	25%	65%	9%
Gender	Men	23%	70%	7%
	Women	27%	60%	12%
Marital Status	Married	20%	71%	8%
	Not married	32%	56%	12%
Marital Status and Gender	Married men	20%	75%	5%
	Not married men	28%	64%	9%
	Married women	21%	68%	11%
	Not married women	35%	51%	14%
Religiosity	Practice a Religion	22%	68%	10%
	Does not Practice a Religion	30%	61%	9%
White Evangelical Christians		12%	78%	10%
Interview Type	Landline	23%	67%	10%
	Cell Phone	27%	62%	10%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639
MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters					
		Arkansas tossup for U.S. Senate including those who are undecided yet leaning toward a candidate					
		Mark Swaney, the					
		Tom Cotton, the Republican	Mark Pryor, the Democrat	Nathan LaFrance, the Libertarian	Green party candidate	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Arkansas Likely Voters		45%	40%	2%	3%	1%	9%
Party Identification	Democrat	5%	87%	1%	1%	1%	5%
	Republican	89%	3%	0%	2%	1%	5%
	Independent	43%	34%	4%	5%	0%	13%
Political Ideology	Very liberal-Liberal	12%	74%	2%	5%	0%	6%
	Moderate	29%	52%	4%	5%	0%	9%
	Conservative-Very conservative	66%	23%	1%	2%	0%	8%
Tea Party Supporters		71%	14%	4%	3%	0%	7%
Intensity of Support	Strongly support	48%	50%	1%	1%	0%	0%
	Somewhat support	54%	39%	3%	4%	0%	0%
	Might vote differently	39%	43%	6%	12%	0%	0%
Region	East	38%	46%	2%	0%	1%	12%
	North Central	53%	28%	5%	2%	1%	12%
	Pulaski County (Little Rock)	33%	54%	4%	1%	0%	8%
	Northwest	50%	35%	1%	4%	0%	9%
	Southwest	42%	46%	2%	6%	0%	3%
Household Income	Less than \$75,000	40%	45%	3%	4%	1%	8%
	\$75,000 or more	52%	36%	1%	2%	0%	9%
Education	Not college graduate	43%	40%	3%	3%	1%	11%
	College graduate	50%	43%	1%	2%	0%	4%
Race	White	51%	33%	2%	3%	1%	9%
	African American	10%	81%	1%	1%	0%	7%
	Other	38%	41%	5%	6%	2%	9%
Race	White	51%	33%	2%	3%	1%	9%
	Non-white	18%	69%	2%	2%	1%	8%
Age	18 to 29	51%	34%	4%	5%	0%	6%
	30 to 44	41%	40%	3%	4%	1%	10%
	45 to 59	46%	38%	3%	2%	0%	10%
	60 or older	44%	44%	1%	2%	0%	8%
Age	Under 45	45%	38%	3%	5%	1%	8%
	45 or older	45%	41%	2%	2%	0%	9%
Gender	Men	52%	34%	4%	3%	0%	7%
	Women	39%	45%	1%	3%	1%	11%
Marital Status	Married	49%	38%	2%	3%	1%	8%
	Not married	40%	44%	3%	4%	1%	9%
Marital Status and Gender	Married men	56%	32%	3%	3%	0%	7%
	Not married men	49%	37%	4%	4%	1%	5%
	Married women	43%	43%	1%	3%	1%	10%
	Not married women	35%	48%	2%	3%	0%	12%
	Religiosity	Practice a Religion	50%	37%	2%	2%	0%
	Does not Practice a Religion	38%	45%	3%	4%	1%	8%
White Evangelical Christians		62%	24%	3%	2%	1%	8%
Interview Type	Landline	47%	39%	3%	2%	0%	9%
	Cell Phone	43%	42%	1%	4%	1%	9%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Arkansas Likely Voters with a Candidate Preference for U.S. Senate					
Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?					
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Arkansas Likely Voters with a Candidate Preference for U.S. Senate		52%	33%	13%	2%
Party Identification	Democrat	66%	26%	7%	2%
	Republican	52%	38%	7%	3%
	Independent	40%	38%	21%	1%
Political Ideology	Very liberal-Liberal	61%	28%	10%	2%
	Moderate	44%	36%	18%	2%
	Conservative-Very conservative	54%	33%	10%	2%
Tea Party Supporters		58%	32%	9%	1%
Top Tier Candidates for U.S. Senate in Arkansas	Tom Cotton	51%	37%	10%	2%
	Mark Pryor	58%	29%	12%	1%
Region	East	59%	26%	13%	2%
	North Central	43%	45%	11%	1%
	Pulaski County (Little Rock)	57%	32%	9%	1%
	Northwest	49%	33%	14%	3%
	Southwest	54%	30%	15%	0%
Household Income	Less than \$75,000	48%	36%	15%	1%
	\$75,000 or more	57%	33%	8%	2%
Education	Not college graduate	48%	34%	15%	3%
	College graduate	59%	33%	8%	0%
Race	White	51%	34%	13%	2%
	African American	57%	25%	14%	3%
	Other	44%	44%	12%	0%
Race	White	51%	34%	13%	2%
	Non-white	54%	31%	14%	2%
Age	Under 45	39%	41%	18%	2%
	45 or older	58%	30%	10%	2%
Gender	Men	54%	33%	11%	2%
	Women	50%	34%	14%	2%
Marital Status	Married	56%	33%	9%	2%
	Not married	47%	35%	17%	1%
Marital Status and Gender	Married men	59%	31%	8%	2%
	Not married men	48%	35%	16%	1%
	Married women	53%	34%	11%	2%
	Not married women	47%	34%	17%	1%
Religiosity	Practice a Religion	52%	32%	13%	2%
	Does not Practice a Religion	52%	35%	12%	1%
White Evangelical Christians		51%	36%	12%	1%
Interview Type	Landline	60%	29%	9%	2%
	Cell Phone	43%	38%	17%	2%

NBC News/Marist Poll Arkansas Likely Voters with a Candidate Preference. Interviews conducted September 2nd through September 4th, 2014, n=516 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters					
		Arkansas tossup for governor including those who are undecided yet leaning toward a candidate					
		Josh Drake, the					
		Asa Hutchinson, the Republican	Mike Ross, the Democrat	Frank Gilbert, the Libertarian	Green party candidate	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Arkansas Likely Voters		48%	39%	3%	3%	<1%	7%
Party Identification	Democrat	11%	80%	2%	1%	0%	6%
	Republican	88%	5%	0%	2%	0%	5%
	Independent	48%	34%	5%	5%	0%	8%
Political Ideology	Very liberal-Liberal	15%	70%	1%	8%	0%	6%
	Moderate	37%	45%	6%	4%	0%	8%
	Conservative-Very conservative	67%	23%	1%	1%	1%	6%
Tea Party Supporters		75%	16%	3%	2%	1%	4%
Intensity of Support	Strongly support	46%	49%	2%	1%	0%	2%
	Somewhat support	56%	32%	4%	4%	0%	4%
	Might vote differently	48%	38%	5%	3%	3%	4%
Region	East	41%	45%	1%	3%	0%	9%
	North Central	58%	27%	2%	4%	1%	7%
	Pulaski County (Little Rock)	36%	47%	6%	2%	0%	9%
	Northwest	54%	33%	3%	3%	0%	7%
	Southwest	43%	48%	1%	2%	2%	4%
Household Income	Less than \$75,000	46%	40%	3%	4%	1%	6%
	\$75,000 or more	52%	37%	1%	2%	0%	7%
Education	Not college graduate	49%	36%	3%	4%	1%	7%
	College graduate	49%	42%	1%	2%	0%	6%
Race	White	55%	32%	2%	3%	0%	7%
	Latino	38%	39%	9%	6%	2%	6%
	Other	14%	72%	4%	1%	2%	7%
Age	18 to 29	37%	37%	9%	9%	0%	7%
	30 to 44	47%	40%	2%	4%	2%	4%
	45 to 59	56%	31%	2%	1%	0%	9%
	60 or older	46%	45%	0%	2%	0%	7%
Age	Under 45	44%	39%	5%	6%	1%	5%
	45 or older	51%	38%	1%	1%	0%	8%
Gender	Men	52%	34%	3%	4%	0%	6%
	Women	45%	42%	2%	2%	1%	8%
Marital Status	Married	53%	37%	2%	2%	0%	6%
	Not married	43%	40%	4%	4%	1%	8%
Marital Status and Gender	Married men	58%	33%	2%	2%	0%	5%
	Not married men	46%	34%	6%	8%	0%	6%
	Married women	48%	41%	2%	2%	1%	7%
	Not married women	41%	44%	3%	2%	1%	9%
Religiosity	Practice a Religion	55%	35%	2%	2%	1%	6%
	Does not Practice a Religion	40%	43%	4%	4%	0%	8%
White Evangelical Christians		67%	22%	2%	2%	0%	7%
Interview Type	Landline	50%	38%	2%	1%	0%	8%
	Cell Phone	46%	39%	3%	4%	1%	7%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Arkansas Likely Voters with a Candidate Preference for Governor					
Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?					
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Arkansas Likely Voters with a Candidate Preference for Governor		53%	33%	13%	1%
Party Identification	Democrat	66%	24%	9%	0%
	Republican	61%	29%	9%	1%
	Independent	38%	42%	19%	1%
Political Ideology	Very liberal-Liberal	58%	28%	13%	0%
	Moderate	47%	35%	17%	1%
	Conservative-Very conservative	56%	34%	9%	1%
Tea Party Supporters		56%	32%	11%	1%
Top Tier Candidates for Governor in Arkansas	Asa Hutchinson	50%	38%	11%	1%
	Mike Ross	59%	26%	13%	1%
Region	East	55%	30%	15%	1%
	North Central	46%	35%	18%	1%
	Pulaski County (Little Rock)	57%	32%	9%	2%
	Northwest	54%	32%	13%	1%
	Southwest	55%	36%	9%	0%
Household Income	Less than \$75,000	51%	34%	15%	1%
	\$75,000 or more	59%	32%	7%	1%
Education	Not college graduate	50%	34%	15%	1%
	College graduate	59%	32%	9%	0%
Race	White	53%	34%	12%	1%
	Latino	47%	28%	25%	0%
	Other	58%	26%	14%	1%
Age	Under 45	45%	33%	21%	1%
	45 or older	58%	33%	9%	1%
Gender	Men	56%	34%	9%	0%
	Women	51%	32%	16%	1%
Marital Status	Married	57%	32%	11%	1%
	Not married	49%	35%	15%	0%
Marital Status and Gender	Married men	60%	34%	6%	1%
	Not married men	51%	37%	12%	0%
	Married women	54%	30%	15%	1%
	Not married women	48%	33%	18%	1%
Religiosity	Practice a Religion	54%	33%	12%	1%
	Does not Practice a Religion	53%	33%	14%	0%
White Evangelical Christians		54%	35%	10%	1%
Interview Type	Landline	58%	33%	8%	1%
	Cell Phone	48%	33%	18%	1%

NBC News/Marist Poll Arkansas Likely Voters with a Candidate Preference. Interviews conducted September 2nd through September 4th, 2014, n=543 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Mark Pryor?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Arkansas Likely Voters		44%	42%	1%	12%
Party Identification^	Democrat	80%	13%	1%	6%
	Republican	17%	68%	1%	13%
	Independent	40%	45%	2%	14%
Political Ideology^	Very liberal-Liberal	76%	19%	1%	4%
	Moderate	55%	31%	2%	12%
	Conservative-Very conservative	28%	58%	0%	14%
Tea Party Supporters^		23%	66%	1%	9%
Region	East	49%	38%	1%	12%
	North Central	33%	51%	2%	14%
	Pulaski County (Little Rock)	57%	33%	0%	9%
	Northwest	41%	44%	2%	13%
	Southwest	45%	42%	0%	13%
Household Income	Less than \$75,000	46%	41%	1%	11%
	\$75,000 or more	44%	41%	1%	13%
Education	Not college graduate	42%	42%	1%	15%
	College graduate	49%	44%	1%	6%
Race	White	40%	46%	1%	13%
	African American	71%	18%	2%	9%
	Other	40%	44%	4%	12%
Age	18 to 29	48%	36%	2%	15%
	30 to 44	41%	42%	1%	16%
	45 to 59	43%	43%	1%	13%
	60 or older	45%	45%	1%	9%
Age	Under 45	43%	40%	1%	15%
	45 or older	44%	44%	1%	11%
Gender	Men	36%	52%	1%	11%
	Women	50%	35%	1%	14%
Marital Status	Married	42%	47%	1%	10%
	Not married	47%	38%	1%	14%
Marital Status and Gender	Married men	36%	55%	1%	8%
	Not married men	36%	51%	1%	13%
	Married women	47%	39%	1%	13%
	Not married women	55%	30%	1%	15%
Religiosity	Practice a Religion	40%	46%	1%	12%
	Does not Practice a Religion	49%	38%	1%	12%
White Evangelical Christians		30%	56%	1%	13%
Interview Type	Landline	40%	49%	1%	10%
	Cell Phone	48%	36%	1%	15%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Tom Cotton?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Arkansas Likely Voters		44%	40%	4%	12%
Party Identification^	Democrat	10%	71%	5%	13%
	Republican	80%	10%	1%	9%
	Independent	45%	39%	3%	12%
Political Ideology^	Very liberal-Liberal	14%	73%	5%	8%
	Moderate	31%	50%	3%	16%
	Conservative-Very conservative	63%	23%	4%	11%
Tea Party Supporters^		71%	17%	4%	8%
Region	East	35%	46%	5%	15%
	North Central	55%	33%	1%	11%
	Pulaski County (Little Rock)	31%	53%	2%	14%
	Northwest	47%	36%	3%	13%
	Southwest	47%	39%	7%	8%
Household Income	Less than \$75,000	41%	42%	5%	12%
	\$75,000 or more	52%	37%	0%	10%
Education	Not college graduate	42%	38%	5%	15%
	College graduate	49%	43%	2%	7%
Race	White	49%	37%	2%	12%
	African American	13%	62%	12%	13%
	Other	45%	29%	7%	19%
Age	18 to 29	51%	35%	6%	9%
	30 to 44	43%	37%	5%	14%
	45 to 59	46%	39%	2%	13%
	60 or older	42%	44%	3%	12%
Age	Under 45	46%	36%	6%	12%
	45 or older	44%	41%	3%	12%
Gender	Men	52%	36%	4%	8%
	Women	38%	43%	4%	16%
Marital Status	Married	49%	38%	3%	10%
	Not married	39%	42%	4%	14%
Marital Status and Gender	Married men	57%	31%	3%	9%
	Not married men	48%	42%	4%	6%
	Married women	42%	44%	2%	12%
	Not married women	33%	43%	5%	19%
Religiosity	Practice a Religion	49%	35%	3%	12%
	Does not Practice a Religion	38%	46%	4%	12%
White Evangelical Christians		61%	27%	1%	11%
Interview Type	Landline	43%	40%	3%	14%
	Cell Phone	45%	40%	5%	10%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Mike Ross?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Arkansas Likely Voters		46%	31%	5%	18%
Party Identification^	Democrat	74%	12%	3%	11%
	Republican	23%	50%	6%	21%
	Independent	44%	32%	6%	18%
Political Ideology^	Very liberal-Liberal	72%	17%	2%	9%
	Moderate	50%	26%	5%	18%
	Conservative-Very conservative	35%	40%	5%	20%
Tea Party Supporters^		28%	50%	7%	14%
Region	East	47%	31%	7%	16%
	North Central	46%	28%	6%	21%
	Pulaski County (Little Rock)	52%	27%	3%	18%
	Northwest	39%	34%	7%	19%
	Southwest	50%	35%	0%	15%
Household Income	Less than \$75,000	47%	32%	4%	17%
	\$75,000 or more	48%	31%	6%	15%
Education	Not college graduate	43%	33%	5%	19%
	College graduate	50%	29%	5%	16%
Race	White	43%	33%	5%	19%
	African American	65%	16%	4%	15%
	Other	41%	34%	8%	17%
Age	18 to 29	45%	30%	6%	19%
	30 to 44	42%	31%	7%	20%
	45 to 59	44%	34%	4%	18%
	60 or older	49%	30%	4%	17%
Age	Under 45	43%	30%	7%	20%
	45 or older	47%	32%	4%	17%
Gender	Men	41%	39%	4%	16%
	Women	49%	25%	6%	20%
Marital Status	Married	48%	33%	4%	16%
	Not married	43%	30%	6%	21%
Marital Status and Gender	Married men	42%	41%	3%	13%
	Not married men	37%	40%	4%	19%
	Married women	52%	26%	4%	17%
	Not married women	46%	24%	7%	22%
Religiosity	Practice a Religion	43%	32%	6%	19%
	Does not Practice a Religion	48%	32%	4%	16%
White Evangelical Christians		38%	38%	6%	19%
Interview Type	Landline	43%	34%	3%	19%
	Cell Phone	48%	29%	6%	17%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Asa Hutchinson?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Arkansas Likely Voters		51%	32%	4%	13%
Party Identification^	Democrat	22%	61%	5%	12%
	Republican	80%	9%	2%	9%
	Independent	52%	30%	4%	14%
Political Ideology^	Very liberal-Liberal	27%	55%	5%	14%
	Moderate	41%	43%	3%	13%
	Conservative-Very conservative	67%	19%	3%	11%
Tea Party Supporters^		75%	14%	2%	9%
Region	East	45%	38%	5%	12%
	North Central	62%	25%	2%	11%
	Pulaski County (Little Rock)	44%	41%	4%	11%
	Northwest	53%	31%	4%	12%
	Southwest	48%	30%	5%	18%
Household Income	Less than \$75,000	51%	33%	4%	12%
	\$75,000 or more	54%	36%	1%	9%
Education	Not college graduate	52%	30%	4%	14%
	College graduate	51%	37%	2%	10%
Race	White	57%	29%	3%	12%
	African American	24%	55%	6%	15%
	Other	35%	36%	7%	21%
Age	18 to 29	41%	37%	13%	9%
	30 to 44	47%	33%	4%	16%
	45 to 59	60%	27%	2%	11%
	60 or older	50%	35%	1%	13%
Age	Under 45	44%	35%	8%	13%
	45 or older	55%	31%	2%	12%
Gender	Men	53%	32%	4%	11%
	Women	49%	33%	4%	14%
Marital Status	Married	55%	30%	3%	12%
	Not married	47%	36%	4%	13%
Marital Status and Gender	Married men	57%	29%	3%	11%
	Not married men	49%	38%	5%	9%
	Married women	54%	31%	3%	12%
	Not married women	45%	35%	4%	16%
Religiosity	Practice a Religion	56%	28%	2%	13%
	Does not Practice a Religion	45%	38%	6%	11%
White Evangelical Christians		66%	22%	2%	10%
Interview Type	Landline	49%	35%	2%	15%
	Cell Phone	54%	30%	6%	11%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Bill Clinton?			
		Favorable	Unfavorable	Never heard of	Unsure
		Row %	Row %	Row %	Row %
Arkansas Likely Voters		62%	34%	0%	4%
Party Identification^	Democrat	93%	6%	1%	1%
	Republican	32%	62%	1%	6%
	Independent	62%	34%	0%	4%
Political Ideology^	Very liberal-Liberal	89%	8%	1%	3%
	Moderate	74%	24%	0%	3%
	Conservative-Very conservative	46%	49%	0%	5%
Tea Party Supporters^		37%	58%	1%	4%
Region	East	70%	27%	0%	3%
	North Central	56%	42%	0%	1%
	Pulaski County (Little Rock)	68%	25%	0%	7%
	Northwest	56%	38%	1%	5%
	Southwest	63%	33%	0%	4%
Household Income	Less than \$75,000	66%	30%	1%	4%
	\$75,000 or more	59%	37%	0%	4%
Education	Not college graduate	63%	32%	0%	5%
	College graduate	59%	38%	0%	3%
Race	White	56%	39%	0%	5%
	African American	93%	4%	1%	2%
	Other	59%	35%	0%	6%
Age	18 to 29	75%	22%	0%	3%
	30 to 44	61%	32%	0%	7%
	45 to 59	62%	33%	1%	4%
	60 or older	56%	40%	1%	3%
Age	Under 45	66%	28%	0%	6%
	45 or older	59%	37%	1%	3%
Gender	Men	57%	37%	0%	5%
	Women	65%	32%	0%	3%
Marital Status	Married	55%	41%	0%	4%
	Not married	69%	27%	0%	4%
Marital Status and Gender	Married men	52%	42%	0%	6%
	Not married men	66%	30%	0%	4%
	Married women	58%	39%	0%	3%
	Not married women	71%	24%	1%	4%
Religiosity	Practice a Religion	56%	39%	0%	5%
	Does not Practice a Religion	70%	27%	0%	3%
White Evangelical Christians		49%	46%	0%	4%
Interview Type	Landline	56%	39%	0%	4%
	Cell Phone	67%	28%	0%	4%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Mitt Romney?			
		Favorable	Unfavorable	Never heard of	Unsure
		Row %	Row %	Row %	Row %
Arkansas Likely Voters		40%	44%	3%	13%
Party Identification^	Democrat	13%	72%	5%	10%
	Republican	66%	21%	2%	11%
	Independent	42%	41%	2%	14%
Political Ideology^	Very liberal-Liberal	16%	76%	2%	6%
	Moderate	31%	53%	2%	14%
	Conservative-Very conservative	55%	29%	3%	13%
Tea Party Supporters^		66%	23%	2%	9%
Region	East	35%	47%	5%	12%
	North Central	48%	38%	2%	13%
	Pulaski County (Little Rock)	31%	51%	5%	14%
	Northwest	46%	39%	2%	13%
	Southwest	35%	51%	1%	12%
Household Income	Less than \$75,000	38%	48%	3%	11%
	\$75,000 or more	45%	43%	2%	10%
Education	Not college graduate	41%	42%	3%	14%
	College graduate	40%	49%	2%	9%
Race	White	45%	39%	3%	13%
	African American	16%	69%	4%	11%
	Other	26%	50%	6%	19%
Age	18 to 29	38%	49%	5%	7%
	30 to 44	31%	54%	1%	14%
	45 to 59	45%	40%	3%	13%
	60 or older	44%	40%	3%	13%
Age	Under 45	34%	52%	2%	11%
	45 or older	44%	40%	3%	13%
Gender	Men	46%	40%	3%	11%
	Women	36%	47%	3%	15%
Marital Status	Married	43%	42%	2%	12%
	Not married	38%	46%	3%	13%
Marital Status and Gender	Married men	49%	37%	2%	13%
	Not married men	44%	47%	2%	6%
	Married women	38%	48%	3%	12%
	Not married women	34%	45%	3%	17%
Religiosity	Practice a Religion	43%	40%	3%	14%
	Does not Practice a Religion	38%	50%	2%	11%
White Evangelical Christians		54%	30%	2%	14%
Interview Type	Landline	42%	41%	3%	14%
	Cell Phone	39%	47%	3%	12%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters		
		Do you approve or disapprove of the job Mike Beebe is doing as governor?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Likely Voters		77%	16%	7%
Party Identification^	Democrat	86%	7%	8%
	Republican	67%	22%	10%
	Independent	77%	19%	4%
Political Ideology^	Very liberal-Liberal	85%	12%	3%
	Moderate	82%	8%	10%
	Conservative-Very conservative	71%	23%	6%
Tea Party Supporters^		64%	30%	6%
Region	East	78%	15%	7%
	North Central	75%	19%	6%
	Pulaski County (Little Rock)	87%	11%	2%
	Northwest	73%	16%	11%
	Southwest	76%	18%	6%
Household Income	Less than \$75,000	79%	16%	6%
	\$75,000 or more	78%	17%	5%
Education	Not college graduate	74%	18%	8%
	College graduate	83%	13%	5%
Race	White	77%	16%	7%
	African American	82%	10%	8%
	Other	67%	22%	11%
Age	18 to 29	78%	17%	5%
	30 to 44	73%	18%	9%
	45 to 59	76%	17%	7%
	60 or older	81%	14%	5%
Age	Under 45	75%	18%	8%
	45 or older	78%	15%	6%
Gender	Men	77%	17%	6%
	Women	77%	15%	7%
Marital Status	Married	76%	18%	6%
	Not married	78%	14%	8%
Marital Status and Gender	Married men	77%	18%	5%
	Not married men	76%	17%	7%
	Married women	74%	19%	7%
	Not married women	80%	12%	9%
Religiosity	Practice a Religion	78%	15%	7%
	Does not Practice a Religion	75%	18%	7%
White Evangelical Christians		75%	18%	7%
Interview Type	Landline	77%	16%	7%
	Cell Phone	77%	17%	7%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639
MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters				
		As a result of the elections this November, would you like to see:				
		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			It doesn't matter which party has control as long as a lot of incumbents lose from both parties	Unsure
		Row %	Row %	Row %	Row %	
Arkansas Likely Voters		48%	32%	15%	5%	
Party Identification	Democrat	8%	79%	8%	5%	
	Republican	87%	2%	10%	0%	
	Independent	49%	21%	23%	7%	
Political Ideology	Very liberal-Liberal	14%	76%	7%	3%	
	Moderate	37%	36%	21%	7%	
	Conservative-Very conservative	67%	16%	13%	4%	
Tea Party Supporters		76%	11%	12%	2%	
Region	East	38%	37%	16%	9%	
	North Central	56%	23%	17%	4%	
	Pulaski County (Little Rock)	29%	50%	14%	7%	
	Northwest	56%	26%	14%	4%	
	Southwest	51%	33%	13%	3%	
Household Income	Less than \$75,000	44%	35%	16%	5%	
	\$75,000 or more	53%	32%	13%	2%	
Education	Not college graduate	50%	29%	15%	6%	
	College graduate	45%	39%	14%	2%	
Race	White	54%	25%	16%	5%	
	African American	16%	72%	6%	6%	
	Other	36%	44%	15%	5%	
Race	White	54%	25%	16%	5%	
	Non-white	22%	63%	9%	6%	
Age	18 to 29	48%	28%	23%	2%	
	30 to 44	51%	32%	13%	3%	
	45 to 59	49%	29%	15%	7%	
	60 or older	46%	36%	13%	5%	
Age	Under 45	50%	31%	17%	3%	
	45 or older	47%	33%	14%	6%	
Gender	Men	51%	29%	15%	5%	
	Women	45%	34%	15%	5%	
Marital Status	Married	52%	29%	15%	4%	
	Not married	44%	36%	15%	5%	
Marital Status and Gender	Married men	56%	26%	15%	3%	
	Not married men	48%	32%	14%	7%	
	Married women	49%	31%	15%	5%	
	Not married women	42%	38%	15%	5%	
	Religiosity	Practice a Religion	53%	27%	16%	4%
	Does not Practice a Religion	41%	39%	13%	6%	
White Evangelical Christians		63%	14%	17%	5%	
Interview Type	Landline	51%	30%	13%	6%	
	Cell Phone	45%	34%	17%	4%	

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters					
		From what you have heard about the new health care law, do you think it is:					
		Strongly Good idea	Not so strongly Good idea	Not so strongly Bad idea	Strongly Bad idea	No opinion either way	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
Arkansas Likely Voters		25%	4%	5%	51%	10%	4%
Party Identification^	Democrat	57%	6%	3%	16%	12%	6%
	Republican	5%	1%	5%	79%	7%	2%
	Independent	18%	5%	8%	55%	11%	3%
Political Ideology^	Very liberal-Liberal	54%	9%	6%	19%	8%	4%
	Moderate	30%	5%	7%	40%	13%	4%
	Conservative-Very conservative	14%	2%	5%	68%	9%	3%
Tea Party Supporters^		8%	3%	5%	77%	7%	1%
Region	East	33%	3%	4%	43%	13%	4%
	North Central	13%	9%	7%	62%	7%	1%
	Pulaski County (Little Rock)	34%	7%	7%	37%	10%	6%
	Northwest	23%	2%	5%	56%	10%	4%
	Southwest	27%	4%	5%	48%	13%	2%
Household Income	Less than \$75,000	27%	5%	5%	49%	11%	4%
	\$75,000 or more	27%	6%	6%	51%	9%	1%
Education	Not college graduate	23%	3%	6%	51%	12%	4%
	College graduate	32%	6%	4%	50%	7%	1%
Race	White	19%	4%	6%	58%	10%	4%
	African American	64%	5%	3%	10%	14%	5%
	Other	27%	6%	12%	43%	12%	1%
Age	18 to 29	22%	7%	9%	47%	16%	0%
	30 to 44	30%	6%	6%	46%	10%	3%
	45 to 59	25%	4%	5%	57%	7%	3%
	60 or older	24%	3%	5%	50%	12%	7%
Age	Under 45	27%	6%	7%	46%	12%	2%
	45 or older	24%	3%	5%	53%	9%	5%
Gender	Men	24%	4%	5%	56%	8%	3%
	Women	26%	4%	6%	47%	12%	4%
Marital Status	Married	25%	4%	5%	55%	8%	2%
	Not married	25%	4%	6%	45%	14%	5%
Marital Status and Gender	Married men	23%	3%	5%	59%	6%	3%
	Not married men	24%	6%	6%	52%	10%	2%
	Married women	27%	5%	5%	53%	9%	2%
	Not married women	26%	4%	7%	40%	17%	7%
Religiosity	Practice a Religion	21%	3%	5%	56%	10%	4%
	Does not Practice a Religion	31%	6%	6%	44%	10%	4%
White Evangelical Christians		10%	3%	5%	67%	10%	4%
Interview Type	Landline	25%	3%	6%	54%	9%	4%
	Cell Phone	26%	6%	5%	48%	12%	3%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted September 2nd through September 4th, 2014, n=639 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.