

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,292 Arkansas Adults

This survey of 1,292 adults was conducted October 19th through October 23rd, 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. Respondents in the household were selected by asking for the youngest male. 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, race, and region. Results are statistically significant within ± 2.7 percentage points. There are 971 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. There are 621 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		75%	100%	
Arkansas Likely Voters		48%	64%	100%
Early Voters		n/a	11%	17%
Party Identification	Democrat	n/a	31%	32%
	Republican	n/a	24%	27%
	Independent	n/a	41%	37%
	Other	n/a	4%	3%
Political Ideology	Very liberal	n/a	7%	8%
	Liberal	n/a	13%	12%
	Moderate	n/a	34%	31%
	Conservative	n/a	30%	32%
	Very conservative	n/a	17%	18%
Past Participation**	Yes	n/a	83%	90%
	No	n/a	17%	10%
Gender	Men	48%	48%	48%
	Women	52%	52%	52%
Age	Under 45	46%	40%	35%
	45 or older	54%	60%	65%
Age	18 to 29	22%	16%	12%
	30 to 44	25%	24%	23%
	45 to 59	27%	28%	30%
	60 or older	27%	32%	35%
Race	White	78%	78%	79%
	African American	14%	16%	15%
	Latino	5%	4%	3%
	Other	3%	2%	2%
Region	East	20%	20%	20%
	North Central	19%	18%	19%
	Pulaski County (Little Rock)	13%	15%	15%
	Northwest	32%	31%	30%
	Southwest	16%	16%	17%
Household Income	Less than \$75,000	79%	75%	73%
	\$75,000 or more	21%	25%	27%
Education	Not college graduate	71%	66%	64%
	College graduate	29%	34%	36%
Marital Status	Married	49%	53%	57%
	Not married	51%	47%	43%
Marital Status and Gender	Married men	24%	26%	29%
	Not married men	22%	20%	17%
	Married women	25%	27%	28%
	Not married women	29%	27%	25%
Interview Type	Landline	47%	52%	56%
	Cell Phone	53%	48%	44%

NBC News/Marist Poll Arkansas Adults. Interviews conducted October 19th through October 23rd, 2014, n=1292 MOE +/- 2.7 percentage points.

Arkansas Registered Voters: n=971 MOE +/- 3.1 percentage points. Arkansas Likely Voters: n=621 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Tables of Likely Voters

		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		34%	58%	8%
Party Identification	Democrat	69%	23%	8%
	Republican	4%	95%	1%
	Independent	25%	64%	11%
Political Ideology	Very liberal-Liberal	66%	25%	9%
	Moderate	38%	51%	11%
	Conservative-Very conservative	19%	78%	3%
Region	East	43%	54%	3%
	North Central	18%	75%	7%
	Pulaski County (Little Rock)	56%	37%	7%
	Northwest	27%	60%	13%
	Southwest	35%	58%	7%
Household Income	Less than \$75,000	39%	53%	8%
	\$75,000 or more	25%	69%	6%
Education	Not college graduate	32%	60%	8%
	College graduate	36%	55%	9%
Race	White	25%	66%	9%
	African American	83%	13%	4%
Age	18 to 29	45%	35%	20%
	30 to 44	32%	58%	10%
	45 to 59	32%	61%	7%
	60 or older	33%	63%	5%
Gender	Men	32%	60%	8%
	Women	35%	57%	8%
Marital Status	Married	24%	67%	9%
	Not married	45%	47%	7%
Marital Status and Gender	Married men	24%	69%	6%
	Not married men	42%	47%	11%
	Married women	25%	64%	11%
	Not married women	47%	48%	4%
	Interview Type	Landline	34%	61%
	Cell Phone	34%	55%	11%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=621
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 or have voted early					
		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 Likely Voters		45%	43%	2%	3%	1%	7%
Early Voters		49%	44%	2%	4%	2%	0%
Yet to Vote		44%	42%	2%	3%	1%	8%
Party Identification	Democrat	6%	86%	1%	2%	1%	4%
	Republican	91%	3%	1%	1%	0%	4%
	Independent	43%	37%	4%	6%	2%	8%
Political Ideology	Very liberal-Liberal	12%	74%	1%	8%	1%	3%
	Moderate	27%	61%	4%	2%	1%	4%
	Conservative-Very conservative	69%	20%	1%	3%	1%	7%
Intensity of Support	Strongly support	51%	45%	2%	2%	0%	0%
	Somewhat support	50%	44%	2%	4%	0%	0%
	Might vote differently	32%	56%	4%	8%	0%	0%
Top Issue	Job creation	42%	49%	2%	4%	1%	2%
	Social Security and Medicare	28%	58%	3%	2%	0%	9%
	Breaking gridlock in Washington	32%	60%	0%	4%	1%	3%
Region	East	37%	51%	0%	4%	1%	8%
	North Central	52%	30%	5%	2%	1%	9%
	Pulaski County (Little Rock)	32%	59%	1%	2%	1%	4%
	Northwest	53%	34%	2%	4%	1%	6%
	Southwest	42%	48%	1%	3%	2%	4%
Household Income	Less than \$75,000	39%	47%	2%	4%	2%	7%
	\$75,000 or more	60%	32%	2%	4%	0%	3%
Education	Not college graduate	44%	41%	2%	4%	1%	8%
	College graduate	45%	46%	3%	2%	1%	3%
Race	White	49%	38%	2%	4%	1%	7%
	African American	17%	74%	0%	2%	2%	5%
Age	18 to 29	35%	47%	3%	4%	1%	10%
	30 to 44	44%	41%	5%	3%	1%	6%
	45 to 59	44%	42%	1%	5%	2%	6%
	60 or older	48%	43%	1%	2%	1%	6%
Gender	Men	51%	36%	3%	4%	1%	5%
	Women	38%	49%	1%	3%	1%	8%
Marital Status	Married	53%	36%	2%	3%	0%	6%
	Not married	34%	51%	2%	4%	2%	8%
Marital Status and Gender	Married men	58%	31%	3%	2%	1%	5%
	Not married men	40%	43%	3%	7%	1%	5%
	Married women	47%	42%	1%	3%	0%	6%
	Not married women	29%	57%	1%	2%	2%	10%
Interview Type	Landline	46%	44%	1%	3%	1%	5%
	Cell Phone	43%	41%	3%	4%	2%	8%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=621 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 including Early Voters			
		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 including Early Voters		59%	31%	8%	2%
Party Identification	Democrat	68%	24%	6%	2%
	Republican	66%	28%	4%	2%
	Independent	49%	38%	12%	1%
Political Ideology	Very liberal-Liberal	68%	20%	11%	1%
	Moderate	49%	39%	11%	2%
	Conservative-Very conservative	61%	31%	6%	2%
Support for U.S. Senate in Arkansas	Tom Cotton	61%	32%	5%	1%
	Mark Pryor	58%	30%	10%	3%
Region	East	61%	26%	10%	4%
	North Central	65%	26%	8%	1%
	Pulaski County (Little Rock)	61%	33%	3%	3%
	Northwest	57%	32%	10%	1%
	Southwest	50%	42%	8%	0%
Household Income	Less than \$75,000	55%	33%	9%	2%
	\$75,000 or more	61%	32%	7%	0%
Education	Not college graduate	57%	32%	9%	2%
	College graduate	61%	30%	8%	1%
Race	White	59%	32%	7%	1%
	African American	58%	27%	10%	6%
Age	Under 45	42%	44%	13%	1%
	45 or older	68%	25%	6%	2%
Gender	Men	60%	29%	8%	2%
	Women	57%	33%	8%	1%
Marital Status	Married	63%	29%	7%	1%
	Not married	52%	35%	11%	2%
Marital Status and Gender	Married men	65%	26%	7%	2%
	Not married men	51%	36%	10%	3%
	Married women	61%	33%	6%	0%
	Not married women	52%	34%	11%	2%
Interview Type	Landline	63%	28%	7%	2%
	Cell Phone	52%	36%	10%	2%

NBC News/Marist Poll Arkansas Likely Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=514 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 or have voted early					
		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 Likely Voters		47%	44%	2%	2%	<1%	5%
Early Voters		51%	45%	1%	0%	2%	0%
Yet to Vote		46%	44%	2%	2%	0%	6%
Party Identification	Democrat	8%	89%	0%	1%	0%	3%
	Republican	94%	5%	0%	0%	0%	1%
	Independent	45%	39%	4%	4%	0%	8%
Political Ideology	Very liberal-Liberal	11%	79%	1%	5%	1%	3%
	Moderate	34%	55%	2%	2%	1%	6%
	Conservative-Very conservative	69%	24%	2%	1%	0%	4%
Intensity of Support	Strongly support	49%	48%	1%	2%	0%	0%
	Somewhat support	52%	44%	3%	1%	0%	0%
	Might vote differently	41%	49%	1%	9%	0%	0%
Top Issue	Job creation	47%	46%	0%	2%	1%	4%
	Social Security and Medicare	29%	63%	1%	1%	0%	6%
	Breaking gridlock in Washington	34%	59%	1%	3%	0%	3%
Region	East	38%	55%	1%	1%	0%	6%
	North Central	53%	35%	2%	2%	1%	7%
	Pulaski County (Little Rock)	34%	61%	1%	1%	0%	3%
	Northwest	56%	35%	2%	3%	1%	5%
	Southwest	45%	45%	2%	2%	0%	5%
Household Income	Less than \$75,000	40%	51%	2%	1%	0%	5%
	\$75,000 or more	63%	31%	0%	3%	1%	2%
Education	Not college graduate	46%	43%	2%	2%	0%	7%
	College graduate	48%	47%	1%	2%	0%	2%
Race	White	53%	39%	2%	2%	0%	5%
	African American	14%	80%	2%	0%	0%	3%
Age	18 to 29	32%	56%	2%	1%	0%	9%
	30 to 44	47%	44%	4%	3%	0%	2%
	45 to 59	47%	44%	1%	3%	1%	5%
	60 or older	49%	43%	2%	1%	0%	5%
Gender	Men	55%	36%	3%	2%	1%	4%
	Women	39%	52%	1%	1%	0%	7%
Marital Status	Married	56%	38%	1%	2%	0%	4%
	Not married	35%	53%	2%	2%	1%	7%
Marital Status and Gender	Married men	66%	28%	2%	2%	0%	2%
	Not married men	39%	46%	5%	3%	2%	6%
	Married women	45%	47%	1%	1%	0%	5%
	Not married women	32%	58%	1%	1%	0%	8%
	Interview Type	Landline	48%	45%	1%	2%	0%
	Cell Phone	45%	44%	3%	2%	1%	6%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=621 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Arkansas Likely Voters with a Candidate Preference for Governor including Early Voters			
		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 including Early Voters		62%	29%	7%	2%
Party Identification	Democrat	72%	22%	5%	2%
	Republican	74%	20%	4%	1%
	Independent	46%	41%	11%	1%
Political Ideology	Very liberal-Liberal	67%	20%	11%	3%
	Moderate	52%	40%	8%	0%
	Conservative-Very conservative	66%	26%	6%	2%
Support for Governor in Arkansas	Asa Hutchinson	61%	30%	6%	2%
	Mike Ross	64%	27%	8%	1%
Region	East	65%	23%	9%	4%
	North Central	67%	26%	7%	0%
	Pulaski County (Little Rock)	62%	32%	6%	1%
	Northwest	60%	29%	8%	2%
	Southwest	57%	36%	6%	0%
Household Income	Less than \$75,000	60%	29%	9%	2%
	\$75,000 or more	61%	32%	6%	1%
Education	Not college graduate	60%	29%	9%	2%
	College graduate	65%	28%	5%	1%
Race	White	62%	30%	7%	1%
	African American	65%	22%	8%	5%
Age	Under 45	56%	32%	10%	2%
	45 or older	65%	27%	6%	2%
Gender	Men	63%	29%	6%	2%
	Women	61%	29%	8%	2%
Marital Status	Married	66%	27%	5%	1%
	Not married	55%	32%	10%	2%
Marital Status and Gender	Married men	62%	31%	5%	2%
	Not married men	63%	28%	8%	1%
	Married women	70%	24%	6%	1%
	Not married women	50%	35%	12%	3%
Interview Type	Landline	66%	27%	5%	1%
	Cell Phone	57%	31%	10%	2%

NBC News/Marist Poll Arkansas Likely Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=535 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		41%	49%	1%	8%
Party Identification	Democrat	78%	16%	0%	5%
	Republican	9%	84%	2%	5%
	Independent	37%	52%	1%	11%
Political Ideology	Very liberal-Liberal	69%	26%	1%	4%
	Moderate	59%	34%	1%	7%
	Conservative-Very conservative	21%	71%	1%	7%
Region	East	49%	40%	1%	11%
	North Central	33%	58%	2%	7%
	Pulaski County (Little Rock)	57%	37%	0%	6%
	Northwest	35%	54%	2%	9%
	Southwest	39%	55%	0%	6%
Household Income	Less than \$75,000	45%	46%	1%	8%
	\$75,000 or more	33%	60%	0%	6%
Education	Not college graduate	40%	50%	1%	9%
	College graduate	44%	49%	0%	6%
Race	White	38%	53%	1%	8%
	African American	66%	26%	2%	7%
Age	18 to 29	38%	50%	2%	10%
	30 to 44	38%	51%	1%	9%
	45 to 59	45%	47%	0%	8%
	60 or older	42%	50%	1%	8%
Gender	Men	35%	56%	1%	8%
	Women	47%	44%	1%	8%
Marital Status	Married	36%	57%	0%	7%
	Not married	49%	41%	2%	9%
Marital Status and Gender	Married men	31%	60%	1%	8%
	Not married men	40%	53%	1%	6%
	Married women	40%	54%	0%	6%
	Not married women	55%	33%	2%	10%
Interview Type	Landline	44%	48%	1%	7%
	Cell Phone	37%	51%	1%	10%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=621 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Tables of Likely Voters

		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		46%	43%	1%	11%
Party Identification	Democrat	12%	75%	2%	11%
	Republican	86%	9%	0%	5%
	Independent	44%	43%	1%	12%
Political Ideology	Very liberal-Liberal	13%	75%	1%	11%
	Moderate	35%	53%	0%	11%
	Conservative-Very conservative	67%	26%	0%	7%
Region	East	41%	47%	2%	10%
	North Central	50%	36%	1%	13%
	Pulaski County (Little Rock)	35%	59%	0%	6%
	Northwest	51%	37%	1%	10%
	Southwest	46%	42%	1%	12%
Household Income	Less than \$75,000	41%	47%	1%	11%
	\$75,000 or more	58%	36%	0%	7%
Education	Not college graduate	46%	41%	1%	12%
	College graduate	46%	45%	0%	9%
Race	White	50%	40%	0%	10%
	African American	20%	63%	3%	14%
Age	18 to 29	36%	50%	2%	12%
	30 to 44	46%	39%	1%	15%
	45 to 59	45%	43%	1%	11%
	60 or older	49%	42%	1%	8%
Gender	Men	53%	38%	0%	9%
	Women	39%	47%	2%	12%
Marital Status	Married	54%	37%	0%	10%
	Not married	35%	51%	2%	12%
Marital Status and Gender	Married men	62%	30%	0%	8%
	Not married men	40%	50%	0%	9%
	Married women	46%	44%	0%	11%
	Not married women	32%	51%	3%	14%
Interview Type	Landline	47%	44%	1%	8%
	Cell Phone	44%	41%	1%	14%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=621 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Tables of Likely Voters

		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%	32%	3%	20%
Party Identification	Democrat	75%	13%	3%	9%
	Republican	17%	55%	3%	26%
	Independent	46%	32%	2%	21%
Political Ideology	Very liberal-Liberal	69%	14%	3%	14%
	Moderate	60%	21%	2%	17%
	Conservative-Very conservative	29%	47%	3%	21%
Region	East	50%	28%	5%	17%
	North Central	37%	35%	2%	27%
	Pulaski County (Little Rock)	59%	31%	1%	9%
	Northwest	40%	31%	3%	27%
	Southwest	51%	36%	2%	11%
Household Income	Less than \$75,000	50%	32%	3%	15%
	\$75,000 or more	41%	31%	2%	25%
Education	Not college graduate	42%	36%	3%	19%
	College graduate	54%	24%	3%	20%
Race	White	44%	34%	2%	21%
	African American	62%	27%	5%	6%
Age	18 to 29	51%	24%	7%	17%
	30 to 44	40%	31%	4%	25%
	45 to 59	46%	34%	1%	19%
	60 or older	49%	31%	2%	18%
Gender	Men	38%	37%	2%	23%
	Women	52%	28%	3%	17%
Marital Status	Married	40%	36%	2%	21%
	Not married	53%	26%	3%	18%
Marital Status and Gender	Married men	34%	41%	2%	23%
	Not married men	46%	31%	1%	21%
	Married women	47%	32%	2%	19%
	Not married women	58%	23%	4%	15%
Interview Type	Landline	49%	34%	1%	16%
	Cell Phone	42%	30%	4%	24%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=621 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Tables of Likely Voters

		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%	34%	2%	12%
Party Identification	Democrat	18%	63%	5%	14%
	Republican	89%	5%	1%	4%
	Independent	52%	33%	2%	13%
Political Ideology	Very liberal-Liberal	20%	67%	2%	11%
	Moderate	42%	42%	2%	14%
	Conservative-Very conservative	71%	18%	2%	9%
Region	East	46%	37%	5%	12%
	North Central	56%	29%	1%	14%
	Pulaski County (Little Rock)	41%	44%	3%	13%
	Northwest	55%	30%	2%	13%
	Southwest	54%	36%	1%	9%
Household Income	Less than \$75,000	48%	37%	3%	12%
	\$75,000 or more	63%	27%	0%	10%
Education	Not college graduate	51%	32%	4%	13%
	College graduate	51%	38%	0%	11%
Race	White	56%	32%	2%	11%
	African American	25%	49%	7%	19%
Age	18 to 29	39%	25%	13%	23%
	30 to 44	52%	32%	2%	14%
	45 to 59	52%	36%	0%	12%
	60 or older	54%	37%	2%	7%
Gender	Men	57%	29%	2%	12%
	Women	46%	38%	3%	12%
Marital Status	Married	60%	30%	1%	10%
	Not married	41%	39%	5%	15%
Marital Status and Gender	Married men	66%	23%	1%	9%
	Not married men	44%	39%	3%	15%
	Married women	53%	37%	1%	10%
	Not married women	39%	40%	6%	16%
Interview Type	Landline	52%	38%	1%	9%
	Cell Phone	50%	29%	4%	17%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=621 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Tables of Likely Voters

Arkansas Likely Voters													
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:													
		Job creation and economic growth	Social Security and Medicare	Breaking the partisan gridlock in Washington to get things done	The deficit and government spending	Health care	Military action against ISIS, the Islamic State in Iraq and Syria	Immigration	Looking out for the interests of women	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Arkansas Likely Voters		18%	18%	16%	11%	10%	8%	3%	3%	0%	9%	2%	1%
Party Identification	Democrat	19%	31%	20%	2%	13%	2%	0%	4%	0%	5%	2%	1%
	Republican	16%	10%	13%	16%	9%	15%	6%	1%	0%	11%	1%	1%
	Independent	20%	12%	16%	14%	10%	7%	5%	4%	0%	11%	1%	1%
Political Ideology	Very liberal-Liberal	21%	18%	26%	6%	7%	3%	1%	8%	0%	5%	3%	1%
	Moderate	22%	21%	17%	7%	12%	5%	3%	5%	0%	5%	1%	1%
	Conservative-Very conservative	17%	14%	13%	16%	10%	10%	5%	0%	0%	14%	1%	1%
Region	East	17%	24%	13%	10%	13%	5%	1%	2%	0%	11%	2%	0%
	North Central	18%	17%	12%	12%	11%	11%	6%	2%	0%	7%	2%	2%
	Pulaski County (Little Rock)	15%	13%	20%	11%	11%	7%	3%	11%	0%	6%	2%	1%
	Northwest	19%	14%	19%	9%	10%	9%	4%	2%	0%	11%	1%	1%
	Southwest	20%	21%	16%	14%	6%	6%	1%	2%	0%	9%	2%	3%
Household Income	Less than \$75,000	19%	22%	14%	9%	11%	7%	3%	3%	0%	10%	2%	0%
	\$75,000 or more	19%	6%	22%	16%	11%	12%	4%	3%	0%	5%	2%	1%
Education	Not college graduate	18%	22%	11%	11%	11%	7%	4%	2%	0%	10%	2%	2%
	College graduate	20%	10%	24%	10%	9%	8%	3%	6%	0%	8%	1%	0%
Race	White	18%	16%	17%	12%	10%	9%	4%	4%	0%	9%	1%	1%
	African American	20%	30%	15%	4%	16%	3%	0%	0%	0%	8%	2%	2%
	Other	27%	18%	7%	7%	3%	5%	8%	7%	0%	12%	3%	1%
Age	18 to 29	28%	11%	10%	4%	13%	14%	1%	5%	0%	10%	3%	0%
	30 to 44	23%	8%	16%	15%	8%	10%	3%	8%	0%	6%	2%	1%
	45 to 59	19%	19%	15%	11%	13%	8%	4%	1%	0%	8%	1%	1%
	60 or older	11%	26%	19%	9%	8%	5%	4%	2%	0%	12%	1%	3%
Gender	Men	22%	11%	16%	14%	8%	10%	4%	3%	0%	9%	3%	0%
	Women	15%	23%	16%	9%	12%	6%	3%	4%	0%	10%	0%	2%
Marital Status	Married	18%	13%	20%	13%	10%	8%	3%	2%	0%	9%	2%	1%
	Not married	19%	23%	11%	9%	10%	7%	4%	5%	0%	8%	2%	2%
Marital Status and Gender	Married men	20%	10%	19%	16%	9%	8%	5%	2%	0%	9%	2%	0%
	Not married men	25%	14%	12%	12%	7%	12%	3%	4%	0%	7%	4%	0%
	Married women	16%	17%	21%	10%	12%	8%	2%	2%	0%	10%	1%	2%
	Not married women	15%	30%	10%	7%	12%	4%	4%	5%	0%	10%	0%	3%
Interview Type	Landline	17%	21%	19%	10%	8%	7%	3%	3%	0%	9%	1%	2%
	Cell Phone	20%	14%	12%	12%	13%	8%	4%	4%	0%	10%	3%	0%

NBC News/Marist Poll Arkansas Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=621 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Tables of Adults & Registered Voters

		Arkansas Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Adults		31%	57%	12%
Arkansas Registered Voters		34%	56%	10%
Party Identification^	Democrat	67%	25%	8%
	Republican	5%	93%	2%
	Independent	27%	59%	14%
Political Ideology^	Very liberal-Liberal	63%	26%	12%
	Moderate	38%	49%	13%
	Conservative-Very conservative	19%	77%	4%
Region	East	39%	53%	8%
	North Central	17%	70%	13%
	Pulaski County (Little Rock)	51%	37%	12%
	Northwest	27%	57%	16%
	Southwest	32%	59%	9%
Household Income	Less than \$75,000	35%	53%	12%
	\$75,000 or more	24%	69%	7%
Education	Not college graduate	29%	58%	13%
	College graduate	35%	54%	10%
Race	White	23%	65%	12%
	African American	80%	14%	6%
	Other	34%	52%	14%
Age	18 to 29	35%	44%	22%
	30 to 44	29%	58%	13%
	45 to 59	31%	60%	9%
	60 or older	31%	62%	7%
Gender	Men	30%	58%	12%
	Women	33%	55%	12%
Marital Status	Married	23%	65%	12%
	Not married	39%	49%	12%
Marital Status and Gender	Married men	23%	68%	9%
	Not married men	36%	50%	14%
	Married women	23%	61%	16%
	Not married women	42%	49%	10%
Interview Type	Landline	31%	61%	8%
	Cell Phone	32%	53%	15%

NBC News/Marist Poll Arkansas Adults. Interviews conducted October 19th through October 23rd, 2014, n=1292 MOE +/- 2.7 percentage points.

^Arkansas Registered Voters: n=971 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Tables of Adults & Registered Voters

		Arkansas Registered Voters					
		Arkansas tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early					
		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		42%	43%	2%	3%	1%	9%
Party Identification	Democrat	7%	85%	1%	2%	0%	5%
	Republican	90%	3%	0%	1%	0%	5%
	Independent	39%	37%	4%	6%	3%	10%
Political Ideology	Very liberal-Liberal	12%	72%	1%	7%	2%	5%
	Moderate	25%	60%	5%	3%	1%	6%
	Conservative-Very conservative	66%	21%	1%	3%	1%	8%
Intensity of Support	Strongly support	49%	47%	2%	2%	0%	0%
	Somewhat support	47%	46%	3%	4%	0%	0%
	Might vote differently	30%	56%	4%	10%	0%	0%
Top Issue	Job creation	41%	49%	2%	4%	1%	4%
	Social Security and Medicare	25%	58%	3%	3%	1%	11%
	Breaking gridlock in Washington	28%	60%	1%	5%	2%	3%
	The deficit	67%	21%	5%	5%	0%	2%
	Health care	39%	44%	1%	4%	5%	9%
	Action against ISIS	64%	16%	4%	3%	0%	13%
Region	East	34%	50%	2%	3%	1%	10%
	North Central	49%	30%	6%	2%	1%	12%
	Pulaski County (Little Rock)	33%	54%	1%	3%	2%	7%
	Northwest	49%	36%	2%	4%	1%	8%
	Southwest	37%	49%	2%	4%	2%	6%
Household Income	Less than \$75,000	37%	47%	3%	4%	2%	9%
	\$75,000 or more	56%	33%	2%	4%	0%	4%
Education	Not college graduate	40%	42%	2%	4%	1%	10%
	College graduate	43%	46%	2%	3%	2%	5%
Race	White	45%	39%	2%	4%	1%	8%
	African American	19%	68%	2%	1%	2%	8%
Age	18 to 29	36%	42%	4%	4%	1%	13%
	30 to 44	41%	43%	5%	3%	1%	7%
	45 to 59	41%	43%	2%	4%	2%	7%
	60 or older	45%	43%	0%	2%	1%	8%
Gender	Men	49%	36%	3%	4%	1%	7%
	Women	35%	49%	2%	3%	1%	10%
Marital Status	Married	49%	38%	2%	3%	1%	7%
	Not married	32%	48%	2%	4%	2%	11%
Marital Status and Gender	Married men	55%	32%	3%	2%	1%	6%
	Not married men	39%	41%	4%	7%	1%	8%
	Married women	43%	45%	2%	4%	0%	7%
	Not married women	27%	53%	2%	2%	3%	13%
Interview Type	Landline	43%	44%	1%	3%	1%	7%
	Cell Phone	40%	41%	3%	4%	2%	10%

NBC News/Marist Poll Arkansas Registered Voters. Interviews conducted October 19th through October 23rd, 2014, n=971 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

Arkansas Voters with a Candidate Preference for U.S. Senate including Early Voters					
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 Voters with a Candidate Preference for U.S. Senate including Early Voters		54%	34%	11%	2%
Party Identification	Democrat	62%	28%	8%	2%
	Republican	64%	29%	5%	2%
	Independent	43%	40%	16%	1%
Political Ideology	Very liberal-Liberal	62%	25%	11%	2%
	Moderate	43%	40%	15%	2%
	Conservative-Very conservative	58%	33%	7%	2%
Support for U.S. Senate in Arkansas	Tom Cotton	57%	34%	7%	1%
	Mark Pryor	52%	33%	12%	3%
Region	East	55%	31%	11%	3%
	North Central	64%	25%	10%	1%
	Pulaski County (Little Rock)	56%	38%	4%	2%
	Northwest	50%	33%	15%	2%
	Southwest	45%	45%	10%	0%
Household Income	Less than \$75,000	49%	37%	12%	2%
	\$75,000 or more	59%	32%	9%	0%
Education	Not college graduate	52%	35%	11%	2%
	College graduate	57%	32%	10%	1%
Race	White	55%	34%	10%	1%
	African American	49%	35%	12%	5%
Age	18 to 29	25%	51%	18%	5%
	30 to 44	43%	43%	14%	0%
	45 to 59	60%	29%	10%	1%
	60 or older	69%	23%	5%	3%
Gender	Men	55%	32%	11%	2%
	Women	53%	36%	10%	2%
Marital Status	Married	60%	31%	9%	1%
	Not married	46%	38%	13%	3%
Marital Status and Gender	Married men	62%	27%	9%	1%
	Not married men	44%	38%	15%	3%
	Married women	57%	34%	8%	1%
	Not married women	48%	37%	12%	3%
Interview Type	Landline	59%	30%	9%	2%
	Cell Phone	47%	38%	13%	2%

NBC News/Marist Poll Arkansas Registered Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=790 MOE +/- 3.5 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 or have voted early					
		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		43%	44%	2%	3%	<1%	8%
Party Identification	Democrat	8%	88%	0%	1%	0%	3%
	Republican	92%	5%	0%	0%	0%	3%
	Independent	40%	38%	4%	6%	0%	11%
Political Ideology	Very liberal-Liberal	12%	75%	1%	6%	1%	4%
	Moderate	32%	55%	3%	3%	0%	7%
	Conservative-Very conservative	65%	25%	2%	1%	0%	7%
Intensity of Support	Strongly support	47%	50%	2%	2%	0%	0%
	Somewhat support	49%	46%	3%	2%	0%	0%
	Might vote differently	41%	44%	3%	13%	0%	0%
Top Issue	Job creation	42%	46%	0%	2%	1%	9%
	Social Security and Medicare	26%	62%	2%	2%	0%	8%
	Breaking gridlock in Washington	31%	57%	2%	5%	0%	4%
	The deficit	72%	21%	4%	2%	0%	1%
	Health care	40%	45%	1%	3%	0%	11%
	Action against ISIS	71%	13%	2%	1%	0%	12%
	Region	East	33%	54%	2%	1%	0%
	North Central	49%	36%	2%	2%	1%	10%
	Pulaski County (Little Rock)	35%	57%	1%	2%	0%	5%
	Northwest	51%	35%	2%	4%	0%	8%
	Southwest	40%	47%	3%	2%	0%	8%
Household Income	Less than \$75,000	37%	50%	3%	2%	0%	8%
	\$75,000 or more	59%	31%	1%	4%	1%	4%
Education	Not college graduate	41%	44%	3%	2%	0%	10%
	College graduate	46%	45%	1%	3%	0%	4%
Race	White	49%	40%	2%	2%	0%	7%
	African American	14%	73%	2%	3%	0%	8%
Age	18 to 29	30%	51%	2%	2%	0%	14%
	30 to 44	43%	45%	3%	4%	0%	5%
	45 to 59	45%	42%	1%	4%	1%	7%
	60 or older	46%	44%	2%	0%	1%	8%
Gender	Men	50%	37%	3%	3%	1%	6%
	Women	36%	51%	1%	2%	0%	10%
Marital Status	Married	53%	38%	1%	2%	0%	5%
	Not married	31%	51%	3%	3%	1%	11%
Marital Status and Gender	Married men	63%	29%	2%	3%	0%	3%
	Not married men	36%	45%	5%	3%	1%	9%
	Married women	44%	47%	0%	2%	0%	6%
	Not married women	28%	55%	1%	2%	0%	13%
	Interview Type	Landline	46%	45%	1%	2%	0%
	Cell Phone	40%	44%	3%	3%	1%	9%

NBC News/Marist Poll Arkansas Registered Voters. Interviews conducted October 19th through October 23rd, 2014, n=971 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

Arkansas Voters with a Candidate Preference for Governor including Early Voters					
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 Voters with a Candidate Preference for Governor including Early Voters		58%	31%	10%	2%
Party Identification	Democrat	68%	25%	6%	2%
	Republican	72%	21%	5%	1%
	Independent	42%	42%	14%	2%
Political Ideology	Very liberal-Liberal	60%	24%	13%	3%
	Moderate	47%	43%	10%	0%
	Conservative-Very conservative	62%	28%	8%	2%
Support for Governor in Arkansas	Asa Hutchinson	57%	32%	8%	2%
	Mike Ross	60%	30%	9%	1%
Region	East	62%	24%	11%	3%
	North Central	63%	28%	8%	0%
	Pulaski County (Little Rock)	57%	34%	8%	1%
	Northwest	54%	32%	11%	3%
	Southwest	54%	38%	7%	1%
Household Income	Less than \$75,000	55%	32%	11%	2%
	\$75,000 or more	58%	33%	8%	1%
Education	Not college graduate	55%	32%	11%	2%
	College graduate	61%	31%	7%	1%
Race	White	58%	31%	10%	1%
	African American	60%	27%	8%	4%
Age	18 to 29	50%	29%	17%	4%
	30 to 44	52%	39%	9%	0%
	45 to 59	54%	35%	10%	2%
	60 or older	68%	23%	7%	2%
Gender	Men	59%	30%	9%	2%
	Women	57%	32%	10%	2%
Marital Status	Married	62%	30%	7%	1%
	Not married	51%	34%	13%	2%
Marital Status and Gender	Married men	60%	32%	6%	2%
	Not married men	54%	30%	14%	1%
	Married women	64%	28%	7%	1%
	Not married women	48%	36%	13%	3%
Interview Type	Landline	62%	30%	7%	2%
	Cell Phone	53%	32%	13%	2%

NBC News/Marist Poll Arkansas Registered Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=825 MOE +/- 3.4 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		37%	43%	4%	16%
Arkansas Registered Voters		40%	48%	2%	11%
Party Identification [^]	Democrat	75%	19%	0%	6%
	Republican	10%	81%	2%	7%
	Independent	35%	50%	2%	13%
Political Ideology [^]	Very liberal-Liberal	64%	28%	1%	7%
	Moderate	55%	35%	1%	9%
	Conservative-Very conservative	23%	67%	1%	9%
Region	East	43%	35%	6%	17%
	North Central	29%	46%	2%	23%
	Pulaski County (Little Rock)	50%	42%	1%	7%
	Northwest	33%	45%	5%	17%
	Southwest	34%	50%	3%	13%
Household Income	Less than \$75,000	37%	42%	4%	17%
	\$75,000 or more	34%	55%	2%	9%
Education	Not college graduate	35%	42%	4%	19%
	College graduate	41%	47%	3%	9%
Race	White	34%	46%	4%	16%
	African American	57%	28%	5%	10%
	Other	28%	42%	3%	27%
Age	18 to 29	29%	38%	9%	24%
	30 to 44	34%	44%	4%	18%
	45 to 59	42%	43%	1%	13%
	60 or older	39%	46%	2%	12%
Gender	Men	29%	49%	4%	18%
	Women	43%	38%	4%	15%
Marital Status	Married	34%	51%	2%	13%
	Not married	39%	37%	6%	19%
Marital Status and Gender	Married men	29%	54%	2%	15%
	Not married men	30%	46%	5%	19%
	Married women	39%	48%	2%	12%
	Not married women	46%	29%	6%	19%
	Interview Type	Landline	41%	45%	3%
	Cell Phone	33%	42%	5%	21%

NBC News/Marist Poll Arkansas Adults. Interviews conducted October 19th through October 23rd, 2014, n=1292 MOE +/- 2.7 percentage points.

[^]Arkansas Registered Voters: n=971 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Tables of Adults & Registered Voters

		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%	42%	5%	18%
Arkansas Registered Voters		42%	44%	2%	13%
Party Identification^	Democrat	12%	74%	2%	12%
	Republican	82%	10%	0%	7%
	Independent	40%	43%	2%	14%
Political Ideology^	Very liberal-Liberal	13%	74%	1%	12%
	Moderate	34%	51%	1%	13%
	Conservative-Very conservative	62%	28%	1%	9%
Region	East	32%	43%	9%	16%
	North Central	38%	32%	4%	26%
	Pulaski County (Little Rock)	33%	58%	1%	9%
	Northwest	38%	41%	4%	17%
	Southwest	34%	41%	4%	21%
Household Income	Less than \$75,000	32%	45%	5%	18%
	\$75,000 or more	51%	37%	1%	12%
Education	Not college graduate	34%	40%	5%	21%
	College graduate	40%	45%	3%	11%
Race	White	38%	39%	4%	18%
	African American	19%	57%	6%	17%
	Other	35%	40%	6%	19%
Age	18 to 29	27%	38%	10%	25%
	30 to 44	34%	39%	6%	21%
	45 to 59	37%	46%	2%	15%
	60 or older	42%	42%	2%	14%
Gender	Men	41%	38%	5%	17%
	Women	31%	45%	5%	19%
Marital Status	Married	43%	39%	1%	16%
	Not married	28%	44%	8%	20%
Marital Status and Gender	Married men	50%	33%	1%	16%
	Not married men	31%	42%	8%	18%
	Married women	37%	45%	1%	17%
	Not married women	25%	46%	8%	21%
Interview Type	Landline	40%	44%	2%	14%
	Cell Phone	31%	40%	7%	22%

NBC News/Marist Poll Arkansas Adults. Interviews conducted October 19th through October 23rd, 2014, n=1292 MOE +/- 2.7 percentage points.

^Arkansas Registered Voters: n=971 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Tables of Adults & Registered Voters

		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		38%	28%	7%	27%
Arkansas Registered Voters		44%	30%	3%	22%
Party Identification^	Democrat	71%	15%	3%	11%
	Republican	15%	53%	4%	29%
	Independent	43%	29%	4%	24%
Political Ideology^	Very liberal-Liberal	66%	15%	3%	17%
	Moderate	56%	21%	3%	19%
	Conservative-Very conservative	28%	45%	3%	24%
Region	East	41%	23%	13%	24%
	North Central	28%	27%	6%	39%
	Pulaski County (Little Rock)	48%	35%	1%	16%
	Northwest	32%	27%	8%	32%
	Southwest	49%	30%	5%	16%
Household Income	Less than \$75,000	40%	27%	9%	24%
	\$75,000 or more	38%	31%	3%	28%
Education	Not college graduate	33%	30%	8%	29%
	College graduate	49%	22%	5%	23%
Race	White	36%	28%	7%	29%
	African American	53%	30%	8%	9%
	Other	34%	20%	8%	38%
Age	18 to 29	34%	23%	14%	30%
	30 to 44	31%	26%	9%	34%
	45 to 59	40%	31%	3%	26%
	60 or older	46%	28%	5%	22%
Gender	Men	33%	31%	7%	29%
	Women	42%	24%	8%	26%
Marital Status	Married	37%	32%	4%	27%
	Not married	39%	23%	10%	28%
Marital Status and Gender	Married men	32%	36%	5%	28%
	Not married men	34%	27%	10%	30%
	Married women	42%	29%	4%	26%
	Not married women	42%	21%	11%	26%
Interview Type	Landline	44%	31%	4%	22%
	Cell Phone	32%	25%	10%	32%

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NBC News/Marist Poll Arkansas Tables of Adults & Registered Voters

		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		41%	31%	9%	20%
Arkansas Registered Voters		47%	34%	4%	15%
Party Identification^	Democrat	19%	59%	7%	15%
	Republican	86%	6%	2%	6%
	Independent	45%	34%	5%	16%
Political Ideology^	Very liberal-Liberal	22%	63%	2%	13%
	Moderate	39%	41%	5%	15%
	Conservative-Very conservative	65%	20%	3%	12%
Region	East	38%	30%	12%	20%
	North Central	41%	23%	10%	26%
	Pulaski County (Little Rock)	38%	44%	3%	16%
	Northwest	42%	30%	9%	19%
	Southwest	42%	33%	10%	14%
Household Income	Less than \$75,000	38%	33%	10%	19%
	\$75,000 or more	56%	28%	3%	14%
Education	Not college graduate	38%	29%	11%	22%
	College graduate	46%	35%	5%	13%
Race	White	44%	29%	8%	18%
	African American	23%	44%	11%	23%
	Other	40%	27%	14%	20%
Age	18 to 29	24%	24%	24%	29%
	30 to 44	42%	29%	9%	21%
	45 to 59	45%	36%	2%	17%
	60 or older	48%	34%	5%	13%
Gender	Men	46%	28%	8%	19%
	Women	36%	33%	10%	20%
Marital Status	Married	50%	30%	4%	16%
	Not married	32%	32%	14%	23%
Marital Status and Gender	Married men	56%	25%	4%	15%
	Not married men	35%	30%	12%	22%
	Married women	44%	35%	5%	17%
	Not married women	29%	33%	16%	23%
Interview Type	Landline	46%	36%	4%	14%
	Cell Phone	36%	27%	13%	24%

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NBC News/Marist Poll Arkansas Tables of Adults & Registered Voters

Arkansas Registered Voters

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:

		Job creation and economic growth	Social Security and Medicare	Breaking the partisan gridlock in Washington to get things done	Health care	The deficit and government spending	Military action against ISIS, the Islamic State in Iraq and Syria	Looking out for the interests of women	Immigration	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Arkansas Registered Voters		19%	18%	15%	11%	10%	8%	3%	3%	0%	9%	2%	2%
Party Identification	Democrat	20%	32%	18%	13%	2%	2%	3%	0%	0%	5%	2%	2%
	Republican	16%	11%	12%	9%	16%	18%	1%	5%	0%	11%	1%	2%
	Independent	20%	14%	15%	11%	12%	7%	5%	4%	0%	10%	1%	2%
Political Ideology	Very liberal-Liberal	22%	20%	23%	9%	7%	3%	7%	1%	0%	5%	2%	1%
	Moderate	23%	21%	16%	13%	7%	6%	5%	2%	0%	5%	1%	2%
	Conservative-Very conservative	17%	14%	12%	11%	15%	11%	0%	5%	0%	13%	1%	1%
Region	East	19%	23%	12%	12%	8%	6%	3%	1%	0%	11%	2%	2%
	North Central	18%	18%	11%	10%	11%	11%	2%	5%	0%	8%	2%	3%
	Pulaski County (Little Rock)	17%	13%	17%	13%	11%	9%	10%	3%	0%	4%	2%	1%
	Northwest	21%	16%	17%	11%	9%	9%	2%	4%	0%	10%	1%	2%
	Southwest	19%	23%	16%	6%	13%	7%	2%	1%	0%	8%	2%	3%
Household Income	Less than \$75,000	19%	22%	13%	12%	8%	8%	3%	3%	0%	9%	2%	1%
	\$75,000 or more	21%	6%	21%	11%	15%	11%	3%	3%	0%	5%	1%	1%
Education	Not college graduate	19%	22%	10%	11%	10%	9%	2%	3%	0%	9%	2%	3%
	College graduate	20%	12%	24%	9%	10%	8%	5%	3%	0%	8%	1%	1%
Race	White	18%	17%	15%	10%	12%	9%	3%	3%	0%	9%	1%	2%
	African American	22%	28%	12%	15%	3%	4%	2%	0%	0%	7%	2%	4%
	Other	32%	15%	8%	4%	6%	7%	6%	9%	0%	9%	2%	2%
Age	18 to 29	27%	11%	9%	14%	4%	17%	6%	1%	0%	6%	3%	3%
	30 to 44	26%	9%	15%	9%	13%	9%	7%	3%	0%	6%	2%	1%
	45 to 59	19%	21%	14%	13%	11%	7%	1%	3%	0%	9%	1%	1%
	60 or older	11%	28%	17%	8%	9%	5%	2%	4%	0%	11%	1%	4%
Gender	Men	22%	13%	15%	8%	13%	10%	3%	4%	0%	8%	3%	1%
	Women	16%	23%	14%	13%	8%	6%	4%	2%	0%	9%	0%	4%
Marital Status	Married	19%	14%	19%	11%	12%	8%	2%	3%	0%	9%	2%	1%
	Not married	20%	23%	10%	11%	8%	9%	4%	3%	0%	8%	2%	3%
Marital Status and Gender	Married men	20%	10%	18%	10%	15%	9%	3%	5%	0%	9%	3%	0%
	Not married men	26%	16%	12%	7%	11%	14%	3%	2%	0%	5%	4%	0%
	Married women	18%	17%	20%	12%	10%	7%	2%	1%	0%	10%	1%	2%
	Not married women	15%	28%	9%	13%	6%	5%	5%	4%	0%	9%	0%	5%
Interview Type	Landline	18%	22%	18%	8%	10%	8%	2%	3%	0%	8%	1%	3%
	Cell Phone	21%	15%	11%	14%	10%	9%	4%	3%	0%	9%	3%	1%

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