

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/Marist Poll of 1,174 Arkansas Adults**

This survey of 1,174 adults was conducted April 30<sup>th</sup> through May 4<sup>th</sup>, 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  $\pm 2.9$  percentage points. There are 876 registered voters. The results for this subset are statistically significant within  $\pm 3.3$  percentage points. The error margin increases for cross-tabulations.

**Nature of the Sample - Arkansas**

		Arkansas Adults	Arkansas Registered Voters
		Col %	Col %
Arkansas Adults		100%	
Arkansas Registered Voters		75%	100%
Party Identification	Democrat	n/a	30%
	Republican	n/a	23%
	Independent	n/a	46%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	4%
	Liberal	n/a	13%
	Moderate	n/a	33%
	Conservative	n/a	38%
	Very conservative	n/a	12%
Tea Party Supporters		n/a	25%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	47%	40%
	45 or older	53%	60%
Age	18 to 29	21%	16%
	30 to 44	26%	24%
	45 to 59	27%	28%
	60 or older	27%	32%
Race	White	78%	79%
	African American	13%	13%
	Latino	5%	4%
	Other	4%	4%
Region	East	20%	20%
	North Central	19%	18%
	Pulaski County (Little Rock)	13%	15%
	Northwest	32%	31%
	Southwest	16%	17%
Household Income	Less than \$75,000	79%	76%
	\$75,000 or more	21%	24%
Education	Not college graduate	75%	70%
	College graduate	25%	30%
White Evangelical Christians		29%	33%
Interview Type	Landline	42%	45%
	Cell Phone	58%	55%

NBC News/Marist Poll Arkansas Adults. Interviews conducted April 30th through May 4th, 2014, n=1174 MOE +/- 2.9 percentage points.  
Arkansas Registered Voters: n=876 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Arkansas Adults and Registered Voters Tables

		Arkansas Registered Voters			
		If November's election for U.S. Senate in Arkansas were held today, whom would you support if the candidates are: (including those who are undecided yet leaning toward a candidate)			
		Tom Cotton, the Republican	Mark Pryor, the Democrat	Other	Undecided
		Row %	Row %	Row %	Row %
Arkansas Registered Voters		40%	51%	2%	7%
Party Identification	Democrat	5%	89%	1%	5%
	Republican	85%	10%	0%	5%
	Independent	41%	48%	2%	8%
Political Ideology	Very liberal-Liberal	15%	78%	1%	6%
	Moderate	30%	59%	3%	7%
	Conservative-Very conservative	57%	38%	1%	4%
Tea Party Supporters		69%	28%	0%	2%
Obama Approval Rating	Approve	9%	86%	2%	2%
	Disapprove	61%	32%	1%	6%
Region	East	36%	55%	3%	6%
	North Central	44%	48%	1%	6%
	Pulaski County (Little Rock)	29%	58%	5%	8%
	Northwest	46%	46%	1%	8%
	Southwest	40%	53%	2%	5%
Household Income	Less than \$75,000	36%	57%	2%	6%
	\$75,000 or more	54%	39%	2%	5%
Education	Not college graduate	38%	53%	2%	7%
	College graduate	49%	45%	2%	4%
Race	White	46%	46%	1%	7%
	African American	6%	85%	2%	7%
	Other	41%	48%	2%	9%
Age	18 to 29	37%	52%	0%	11%
	30 to 44	42%	50%	4%	5%
	45 to 59	44%	47%	3%	6%
	60 or older	37%	56%	0%	7%
Age	Under 45	40%	51%	2%	7%
	45 or older	40%	52%	2%	6%
Gender	Men	46%	46%	2%	7%
	Women	35%	55%	2%	7%
Religiosity	Practice a Religion	47%	47%	0%	6%
	Does not Practice a Religion	34%	56%	3%	7%
White Evangelical Christians		58%	36%	1%	5%
Interview Type	Landline	42%	48%	2%	9%
	Cell Phone	39%	54%	2%	5%

NBC News/Marist Poll Arkansas Registered Voters. Interviews conducted April 30th through May 4th, 2014, n=876 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

## NBC News/Marist Poll Arkansas Adults and Registered Voters Tables

		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		46%	32%	9%	14%
Arkansas Registered Voters		50%	35%	4%	11%
Party Identification^	Democrat	72%	15%	2%	12%
	Republican	33%	51%	4%	11%
	Independent	46%	38%	5%	10%
Political Ideology^	Very liberal-Liberal	64%	21%	4%	11%
	Moderate	60%	25%	4%	11%
	Conservative-Very conservative	41%	47%	3%	9%
Tea Party Supporters^		37%	52%	4%	8%
Region	East	43%	34%	6%	16%
	North Central	46%	34%	8%	13%
	Pulaski County (Little Rock)	57%	27%	7%	9%
	Northwest	45%	31%	9%	15%
	Southwest	41%	32%	13%	14%
Household Income	Less than \$75,000	49%	28%	9%	13%
	\$75,000 or more	42%	43%	5%	10%
Education	Not college graduate	44%	31%	10%	14%
	College graduate	52%	35%	3%	11%
Race	White	45%	33%	8%	14%
	African American	54%	26%	7%	12%
	Other	47%	23%	17%	13%
Age	18 to 29	42%	25%	19%	13%
	30 to 44	45%	31%	9%	14%
	45 to 59	46%	32%	4%	17%
	60 or older	51%	35%	3%	12%
Age	Under 45	44%	29%	14%	13%
	45 or older	49%	33%	4%	14%
Gender	Men	41%	37%	9%	12%
	Women	50%	26%	8%	15%
Religiosity	Practice a Religion	47%	38%	5%	11%
	Does not Practice a Religion	46%	27%	12%	16%
White Evangelical Christians		47%	38%	5%	10%
Interview Type	Landline	43%	34%	8%	15%
	Cell Phone	47%	30%	9%	13%

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NBC News/Marist Poll Arkansas Adults and Registered Voters Tables

		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		34%	37%	15%	14%
Arkansas Registered Voters		38%	39%	9%	14%
Party Identification^	Democrat	15%	59%	11%	15%
	Republican	62%	20%	6%	12%
	Independent	42%	36%	9%	13%
Political Ideology^	Very liberal-Liberal	19%	60%	8%	13%
	Moderate	32%	45%	9%	14%
	Conservative-Very conservative	51%	28%	8%	13%
Tea Party Supporters^		62%	26%	5%	7%
Region	East	33%	37%	14%	16%
	North Central	36%	32%	16%	16%
	Pulaski County (Little Rock)	28%	44%	19%	10%
	Northwest	35%	38%	12%	15%
	Southwest	33%	36%	17%	13%
Household Income	Less than \$75,000	30%	40%	17%	14%
	\$75,000 or more	47%	33%	8%	12%
Education	Not college graduate	31%	37%	17%	15%
	College graduate	43%	37%	8%	12%
Race	White	36%	36%	12%	15%
	African American	19%	47%	24%	11%
	Other	35%	32%	21%	13%
Age	18 to 29	32%	34%	25%	9%
	30 to 44	38%	32%	18%	12%
	45 to 59	33%	41%	10%	16%
	60 or older	31%	42%	9%	18%
Age	Under 45	35%	33%	21%	11%
	45 or older	32%	41%	9%	17%
Gender	Men	40%	33%	16%	11%
	Women	28%	41%	14%	17%
Religiosity	Practice a Religion	39%	37%	10%	14%
	Does not Practice a Religion	30%	37%	18%	15%
White Evangelical Christians		48%	31%	8%	13%
Interview Type	Landline	31%	37%	14%	17%
	Cell Phone	35%	37%	16%	12%

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NBC News/Marist Poll Arkansas Adults and Registered Voters Tables

		Arkansas Registered Voters			
		If November's election for governor in Arkansas were held today, whom would you support if the candidates are: (including those who are undecided yet leaning toward a candidate)			
		Asa Hutchinson, the Republican	Mike Ross, the Democrat	Other	Undecided
		Row %	Row %	Row %	Row %
Arkansas Registered Voters		49%	42%	2%	7%
Party Identification	Democrat	14%	78%	1%	7%
	Republican	89%	9%	0%	2%
	Independent	52%	37%	2%	10%
Political Ideology	Very liberal-Liberal	24%	66%	2%	7%
	Moderate	40%	50%	1%	9%
	Conservative-Very conservative	66%	29%	1%	4%
Tea Party Supporters		76%	19%	2%	4%
Obama Approval Rating	Approve	14%	77%	1%	8%
	Disapprove	71%	22%	2%	5%
Region	East	42%	47%	4%	6%
	North Central	60%	28%	2%	9%
	Pulaski County (Little Rock)	37%	50%	1%	13%
	Northwest	61%	34%	0%	5%
	Southwest	34%	57%	2%	7%
Household Income	Less than \$75,000	48%	45%	1%	6%
	\$75,000 or more	53%	39%	2%	6%
Education	Not college graduate	49%	42%	2%	7%
	College graduate	52%	41%	1%	6%
Race	White	56%	37%	2%	6%
	African American	14%	71%	1%	14%
	Other	48%	41%	2%	8%
Age	18 to 29	46%	42%	0%	12%
	30 to 44	49%	42%	2%	7%
	45 to 59	50%	40%	4%	7%
	60 or older	49%	44%	1%	6%
Age	Under 45	48%	42%	2%	9%
	45 or older	50%	42%	2%	6%
Gender	Men	50%	41%	2%	7%
	Women	48%	42%	2%	8%
Religiosity	Practice a Religion	56%	37%	1%	6%
	Does not Practice a Religion	42%	48%	2%	8%
White Evangelical Christians		69%	27%	2%	2%
Interview Type	Landline	49%	41%	2%	7%
	Cell Phone	49%	42%	1%	8%

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NBC News/Marist Poll Arkansas Adults and Registered Voters Tables

		Arkansas Adults		
		Do you approve or disapprove of the job Mike Beebe is doing as governor?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Adults		74%	13%	13%
Arkansas Registered Voters		79%	13%	9%
Party Identification^	Democrat	87%	6%	8%
	Republican	69%	20%	11%
	Independent	79%	12%	9%
Political Ideology^	Very liberal-Liberal	82%	9%	8%
	Moderate	84%	7%	9%
	Conservative-Very conservative	74%	18%	7%
Tea Party Supporters^		68%	25%	7%
Region	East	71%	18%	12%
	North Central	76%	13%	11%
	Pulaski County (Little Rock)	77%	8%	15%
	Northwest	76%	12%	13%
	Southwest	66%	16%	17%
Household Income	Less than \$75,000	74%	14%	12%
	\$75,000 or more	81%	12%	7%
Education	Not college graduate	73%	13%	14%
	College graduate	79%	13%	8%
Race	White	75%	13%	13%
	African American	73%	14%	13%
	Other	70%	14%	17%
Age	18 to 29	68%	13%	19%
	30 to 44	73%	10%	18%
	45 to 59	75%	16%	8%
	60 or older	78%	13%	9%
Age	Under 45	71%	11%	18%
	45 or older	77%	15%	9%
Gender	Men	71%	17%	12%
	Women	76%	10%	14%
Religiosity	Practice a Religion	76%	14%	10%
	Does not Practice a Religion	72%	13%	15%
White Evangelical Christians		76%	14%	10%
Interview Type	Landline	72%	15%	13%
	Cell Phone	74%	12%	13%

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NBC News/Marist Poll Arkansas Adults and Registered Voters Tables

		Arkansas Adults			
		Overall, do you have a favorable or an unfavorable impression of Bill Clinton?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Arkansas Adults		70%	26%	1%	4%
Arkansas Registered Voters		68%	28%	1%	3%
Party Identification^	Democrat	90%	8%	0%	2%
	Republican	33%	63%	1%	3%
	Independent	74%	23%	0%	3%
Political Ideology^	Very liberal-Liberal	89%	11%	0%	0%
	Moderate	79%	16%	1%	4%
	Conservative-Very conservative	53%	44%	0%	3%
Tea Party Supporters^		51%	46%	1%	1%
Region	East	73%	24%	1%	3%
	North Central	66%	30%	1%	3%
	Pulaski County (Little Rock)	76%	20%	0%	4%
	Northwest	69%	25%	1%	5%
	Southwest	68%	28%	0%	3%
Household Income	Less than \$75,000	74%	22%	1%	3%
	\$75,000 or more	62%	34%	0%	4%
Education	Not college graduate	73%	23%	1%	3%
	College graduate	60%	35%	1%	5%
Race	White	67%	29%	1%	4%
	African American	88%	9%	0%	3%
	Other	76%	20%	1%	3%
Age	18 to 29	79%	16%	1%	5%
	30 to 44	74%	21%	1%	5%
	45 to 59	68%	30%	0%	2%
	60 or older	64%	33%	1%	3%
Age	Under 45	76%	18%	1%	5%
	45 or older	66%	31%	0%	3%
Gender	Men	71%	25%	0%	4%
	Women	69%	26%	1%	4%
Religiosity	Practice a Religion	64%	32%	1%	3%
	Does not Practice a Religion	76%	20%	0%	4%
White Evangelical Christians		57%	40%	0%	3%
Interview Type	Landline	63%	31%	1%	5%
	Cell Phone	75%	22%	0%	3%

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NBC News/Marist Poll Arkansas Adults and Registered Voters Tables

		Arkansas Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arkansas Adults		33%	57%	9%
Arkansas Registered Voters		34%	60%	6%
Party Identification^	Democrat	71%	22%	7%
	Republican	4%	92%	4%
	Independent	26%	67%	7%
Political Ideology^	Very liberal-Liberal	66%	32%	3%
	Moderate	40%	53%	7%
	Conservative-Very conservative	20%	75%	5%
Tea Party Supporters^		14%	84%	1%
Region	East	36%	56%	8%
	North Central	21%	70%	9%
	Pulaski County (Little Rock)	53%	39%	8%
	Northwest	33%	59%	8%
	Southwest	30%	57%	14%
Household Income	Less than \$75,000	36%	56%	9%
	\$75,000 or more	29%	64%	8%
Education	Not college graduate	33%	58%	10%
	College graduate	35%	59%	6%
Race	White	23%	67%	10%
	African American	88%	8%	4%
	Other	42%	47%	10%
Age	18 to 29	40%	46%	14%
	30 to 44	30%	60%	10%
	45 to 59	31%	61%	8%
	60 or older	34%	61%	5%
Age	Under 45	35%	53%	12%
	45 or older	32%	61%	7%
Gender	Men	31%	58%	11%
	Women	36%	57%	8%
Religiosity	Practice a Religion	29%	65%	7%
	Does not Practice a Religion	38%	51%	10%
White Evangelical Christians		15%	80%	6%
Interview Type	Landline	29%	61%	10%
	Cell Phone	36%	55%	9%

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NBC News/Marist Poll Arkansas Adults and Registered Voters Tables

		Arkansas Adults					
		From what you have heard about the new health care law, do you think it is:					
		Good idea Strongly	Good idea Not so strongly	Bad idea Not so strongly	Bad idea Strongly	No opinion either way	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
Arkansas Adults		21%	9%	7%	47%	14%	2%
Arkansas Registered Voters		22%	9%	6%	49%	13%	1%
Party Identification^	Democrat	49%	7%	4%	19%	19%	2%
	Republican	2%	3%	5%	82%	8%	0%
	Independent	16%	12%	7%	51%	13%	1%
Political Ideology^	Very liberal-Liberal	50%	11%	1%	28%	10%	0%
	Moderate	21%	12%	7%	42%	17%	1%
	Conservative-Very conservative	14%	6%	7%	63%	11%	1%
Tea Party Supporters^		11%	2%	3%	75%	8%	0%
Region	East	23%	9%	8%	43%	15%	2%
	North Central	17%	7%	6%	57%	11%	3%
	Pulaski County (Little Rock)	36%	10%	6%	35%	13%	1%
	Northwest	17%	10%	6%	50%	16%	1%
	Southwest	21%	6%	7%	47%	15%	4%
Household Income	Less than \$75,000	22%	10%	7%	45%	15%	1%
	\$75,000 or more	22%	5%	7%	58%	7%	2%
Education	Not college graduate	20%	8%	6%	46%	17%	2%
	College graduate	24%	10%	7%	52%	6%	1%
Race	White	16%	8%	7%	55%	13%	2%
	African American	58%	9%	2%	9%	20%	3%
	Other	20%	15%	11%	38%	12%	4%
Age	18 to 29	19%	13%	11%	43%	12%	2%
	30 to 44	19%	12%	6%	51%	11%	1%
	45 to 59	23%	7%	7%	49%	14%	1%
	60 or older	24%	4%	4%	46%	19%	3%
Age	Under 45	19%	12%	8%	47%	12%	1%
	45 or older	24%	6%	5%	47%	16%	2%
Gender	Men	18%	10%	8%	48%	14%	1%
	Women	24%	7%	5%	47%	14%	2%
Religiosity	Practice a Religion	18%	7%	5%	53%	14%	2%
	Does not Practice a Religion	24%	11%	7%	42%	14%	2%
White Evangelical Christians		10%	5%	5%	64%	14%	2%
Interview Type	Landline	21%	5%	5%	48%	19%	2%
	Cell Phone	21%	12%	8%	47%	11%	2%

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NBC News/Marist Poll Arkansas Adults and Registered Voters Tables

		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		27%	68%	5%
Arkansas Registered Voters		27%	69%	4%
Party Identification^	Democrat	54%	40%	6%
	Republican	6%	92%	2%
	Independent	21%	75%	3%
Political Ideology^	Very liberal-Liberal	43%	54%	3%
	Moderate	35%	60%	5%
	Conservative-Very conservative	18%	81%	1%
Tea Party Supporters^		13%	85%	2%
Region	East	27%	68%	5%
	North Central	20%	74%	6%
	Pulaski County (Little Rock)	48%	49%	3%
	Northwest	25%	71%	4%
	Southwest	25%	68%	8%
Household Income	Less than \$75,000	29%	67%	4%
	\$75,000 or more	26%	71%	3%
Education	Not college graduate	26%	69%	5%
	College graduate	31%	66%	4%
Race	White	19%	77%	5%
	African American	73%	22%	6%
	Other	33%	61%	6%
Age	18 to 29	34%	61%	5%
	30 to 44	27%	66%	7%
	45 to 59	23%	72%	4%
	60 or older	25%	71%	3%
Age	Under 45	30%	64%	6%
	45 or older	24%	72%	4%
Gender	Men	26%	69%	4%
	Women	28%	66%	6%
Religiosity	Practice a Religion	23%	73%	4%
	Does not Practice a Religion	31%	63%	6%
White Evangelical Christians		10%	87%	3%
Interview Type	Landline	24%	70%	6%
	Cell Phone	30%	66%	4%

NBC News/Marist Poll Arkansas Adults. Interviews conducted April 30th through May 4th, 2014, n=1174 MOE +/- 2.9 percentage points.

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