

ARKANSAS SEPTEMBER TOPLINES

Area Code:

(N=500)	n	%
Central -----	145	29.00
Delta/East -----	135	27.00
West -----	220	44.00

{INSERT QUOTAS}

INTRO SECTION>

Hello, my name is _____ and I am conducting a survey for Suffolk University / USA TODAY and I would like to get your opinions on some questions about the upcoming elections in Arkansas. Would you be willing to spend five minutes answering some brief questions? (quota – youngest in that household). Are you currently registered to vote?

(N=500)	n	%
Male-----	240	48.00
Female -----	260	52.00

S2 Thank You. How likely are you to vote in the Arkansas election for U.S. Senate and Governor – very likely, somewhat likely, not very likely, or not at all likely?

(N=500)	n	%
Very Likely-----	481	96.20
Somewhat Likely-----	19	3.80

1. Do you consider yourself a Democrat, Republican, Libertarian, Green Party or Unaffiliated/Independent?

(N=500)	n	%
Democrat -----	177	35.40
Republican -----	155	31.00
Libertarian -----	26	5.20
Green-----	4	0.80
Unaffiliated/Independent-----	138	27.60

2. What is your age category?

(N=500)	n	%
18-25 YRS-----	26	5.20
26-35 YRS-----	83	16.60
36-45 YRS-----	90	18.00
46-55 YRS-----	90	18.00
56-65 YRS-----	80	16.00
66-75 YRS-----	69	13.80
OVER 75 YRS-----	54	10.80
Refused-----	8	1.60

3. Which of the following best describes your race or ethnicity?

(N=500)	n	%
White/Caucasian -----	413	82.60
African-American -----	58	11.60
Asian-----	0	0.00
American Indian-----	6	1.20
Hispanic/ Latino -----	9	1.80
Other-----	4	0.80
Undecided-----	0	0.00
Refused-----	10	2.00

4. Thinking back to the 2012 election, did you vote for Barack Obama, Mitt Romney, someone else, or did you not vote in the presidential election?

(N=500)	n	%
Barack Obama -----	176	35.20
Mitt Romney -----	271	54.20
Someone else -----	15	3.00
Did not vote -----	17	3.40
Undecided -----	17	3.40
Refused -----	4	0.80

{FOR 4.1}

5. Today, do you feel good about voting for Barack Obama or do you regret voting for Barack Obama?

(N=176)	n	%
Feel Good -----	149	84.66
Regret -----	25	14.20
Undecided -----	1	0.57
Refused -----	1	0.57

6. Do you approve or disapprove of the job that Barack Obama is doing as president?

(N=500)	n	%
Approve -----	168	33.60
Disapprove -----	296	59.20
Undecided -----	34	6.80
Refused -----	2	0.40

7. Do you approve or disapprove of the job Mark Pryor is doing as U.S. Senator?

(N=500)	n	%
Approve -----	192	38.40
Disapprove -----	245	49.00
Undecided -----	60	12.00
Refused -----	3	0.60

Great, I am going to read you a list of individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Barack Obama. Is your opinion of Barack Obama generally favorable or generally unfavorable? (RANDOMIZE 9-16)

(N=500)	<u>NEVER HEARD</u>	<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>HOF/UNDECIDED</u>
8. Barack Obama	0 0.00	195 39.00	286 57.20	19 3.80
9. Hillary Clinton	3 0.60	226 45.20	246 49.20	25 5.00
10. Mike Beebe	11 2.20	328 65.60	96 19.20	65 13.00
11. Mark Pryor	8 1.60	219 43.80	233 46.60	40 8.00
12. Tom Cotton	16 3.20	193 38.60	215 43.00	76 15.20
13. Mike Ross	29 5.80	215 43.00	146 29.20	110 22.00

(N=500)	<u>NEVER HEARD</u>	<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>HOF/UNDECIDED</u>
14. Asa Hutchinson	22 4.40	201 40.20	174 34.80	103 20.60
15. Arkansas State Legislature	15 3.00	227 45.40	138 27.60	120 24.00
16. U.S. Congress	6 1.20	125 25.00	287 57.40	82 16.40

17. For U.S. Senate there are four candidates listed on your ballot (RANDOMIZE): Republican Tom Cotton, Libertarian Nathan LaFrance, Green Party Mark Swaney and Democrat Mark Pryor. At this point for whom will you vote or lean toward?

(N=500)	n	%
Republican Tom Cotton -----	215	43.00
Democrat Mark Pryor -----	224	44.80
Green Party Mark Swaney -----	13	2.60
Libertarian Nathan LaFrance -----	14	2.80
Undecided -----	33	6.60
Refused -----	1	0.20

{FOR 17.3-17.4}

18. Who would be your second choice – Cotton or Pryor?

(N=27)	n	%
Republican Tom Cotton -----	6	22.22
Democrat Mark Pryor -----	9	33.33
Undecided -----	12	44.44
Refused -----	0	0.00

19A. What is the first word or phrase that comes to mind when you hear the name: Tom Cotton

(N=500)	n	%
“Conservative” -----	29	5.80
“Republican” -----	11	2.20
“Patriot/Military/Veteran” -----	52	10.40
“Cotton/Farmer Boy” -----	16	3.20
“Koch Brother/Big money” -----	15	3.00
“Honest/Trustworthy” -----	30	6.00
“Dishonest/Untrustworthy/Crook” -----	55	11.00
“Young/Inexperienced” -----	13	2.60
“Social security/seniors” -----	5	1.00
“Commercials/Ads” -----	9	1.80
“Views/stand on issues” -----	13	2.60
“Not for the people/Favors rich” -----	9	1.80
“Family man” -----	5	1.00
“Smart/Intelligent/Hard worker” -----	12	2.40
“Change” -----	4	0.80
“Like him”/General positive mentions -----	28	5.60
“Dislike him”/General negative mentions -----	65	13.00
“Don't know him” -----	10	2.00
Other -----	27	5.40
None/Nothing -----	24	4.80
DK/NA/Refused -----	68	13.60

19B. What is the first word or phrase that comes to mind when you hear the name: Mark Pryor

(N=500)	n	%
“Democrat” -----	14	2.80
“David Pryor/Dad/Family” -----	25	5.00
“Obama/Obamacare” -----	40	8.00
“Liar/Dishonest/Untrustworthy/Deceit” -----	49	9.80
“Honest/Dependable” -----	19	3.80
“Liberal” -----	9	1.80
“Politician/Old school” -----	14	2.80
“Views/stand on issues” -----	10	2.00
“Hard worker/Good job/Experience” -----	39	7.80
“Conservative” -----	5	1.00
“For the people” -----	6	1.20
“Middle of the road/Moderate” -----	5	1.00
“Has done a poor job” -----	8	1.60
“Like him”/General positive mentions -----	93	18.60
“Dislike him”/General negative mentions -----	57	11.40
“Don't know him” -----	6	1.20
Other -----	27	5.40
None/Nothing -----	19	3.80
DK/NA/Refused -----	55	11.00

20. Thinking about Congress, if the elections were today, would you vote for/lean toward (ROTATE) the Republican candidate or the Democratic candidate for Congress in your district?

(N=500)	n	%
Republican -----	208	41.60
Democratic -----	210	42.00
Undecided -----	80	16.00
Refused -----	2	0.40

21. Do you think of your vote for Congress as a vote for Obama, as a vote against Obama, or isn't he much of a factor in your vote?

(N=500)	n	%
For Obama -----	98	19.60
Against Obama -----	185	37.00
He's not a factor -----	199	39.80
Don't Know/Refused -----	18	3.60

22. Will the issue of which party controls Congress be a factor in your vote for Congress this year?

(N=500)	n	%
Yes -----	283	56.60
No -----	190	38.00
Undecided -----	27	5.40
Refused -----	0	0.00

23. What is the most important issue when casting your vote for Congress this year: (RANDOMIZE) jobs, healthcare, federal budget deficit, education, foreign policy/terrorism, or immigration...?

(N=500)	n	%
Jobs-----	110	22.00
Healthcare-----	112	22.40
Federal budget deficit -----	72	14.40
Education-----	28	5.60
Foreign policy/terrorism -----	84	16.80
Immigration-----	53	10.60
Other (Write-in) -----	23	4.60
Undecided-----	16	3.20
Refused-----	2	0.40

24. For Governor, there are four candidates listed on your ballot (RANDOMIZE): Democrat Mike Ross, Green Party candidate J. Joshua Drake, Libertarian Frank Gilbert and Republican Asa Hutchinson. At this point for whom will you vote or lean toward?

(N=500)	n	%
Democrat Mike Ross -----	207	41.40
Republican Asa Hutchinson-----	213	42.60
Libertarian Frank Gilbert -----	16	3.20
Green Party J. Joshua Drake-----	9	1.80
Undecided-----	54	10.80
Refused-----	1	0.20

{FOR 24.3 - 24.4}

25. Who would be your second choice – Ross or Hutchinson?

(N=25)	n	%
Democrat Mike Ross -----	7	28.00
Republican Asa Hutchinson-----	7	28.00
Undecided-----	9	36.00
Refused-----	2	8.00

26. For Lieutenant Governor, there are three candidates listed on your ballot: (RANDOMIZE) Republican Tim Griffin, Democrat John Burkhalter and Libertarian Christopher Olson. At this point for whom will you vote or lean toward?

(N=500)	n	%
Republican Tim Griffin-----	177	35.40
Democrat John Burkhalter-----	208	41.60
Libertarian Christopher Olson -----	24	4.80
Undecided-----	89	17.80
Refused-----	2	0.40

27. For Secretary of State, there are three candidates listed on your ballot: (RANDOMIZE) Democrat Susan Inman, Republican Mark Martin, and Libertarian Jacob Holloway. At this point for whom will you vote or lean toward?

(N=500)	n	%
Democrat Susan Inman-----	169	33.80
Republican Mark Martin-----	173	34.60
Libertarian Jacob Holloway -----	31	6.20
Undecided-----	124	24.80
Refused-----	3	0.60

28. For Attorney General, there are three candidates listed on your ballot: (RANDOMIZE) Republican Leslie Rutledge, Democrat Nate Steel and Libertarian Aaron Cash. At this point for whom will you vote or lean toward?

(N=500)	n	%
Republican Leslie Rutledge -----	179	35.80
Democrat Nate Steel -----	181	36.20
Libertarian Aaron Cash -----	23	4.60
Undecided -----	112	22.40
Refused -----	5	1.00

29. Over the past two years do you feel that the state of the economy in Arkansas has, in general, improved, stayed the same or has it gotten worse?

(N=500)	n	%
Improved-----	161	32.20
Stayed The Same -----	165	33.00
Gotten Worse-----	154	30.80
Undecided-----	19	3.80
Refused -----	1	0.20

30. Overall, do you feel that the Affordable Care Act signed into law in 2010, sometimes called Obamacare, is generally good for Arkansas or generally bad?

(N=500)	n	%
Generally Good -----	183	36.60
Generally Bad -----	277	55.40
Undecided-----	38	7.60
Refused -----	2	0.40

Great, now I am going to ask you about some ballot initiatives on the 2014 general election ballot. There will be three legislatively-referred constitutional amendments and two ballot initiatives on the 2014 ballot.

31. Issue number one, or SJR 7, is related to state agencies administrative rules. The constitutional amendment provides that administrative rules implemented by state agencies shall not become effective until reviewed and approved by a legislative committee of the General Assembly. Would you support this constitutional amendment?

(N=500)	n	%
Yes -----	243	48.60
No -----	139	27.80
Undecided-----	113	22.60
Refused -----	5	1.00

32. Issue number two, or SJR 16, is related to signature collection for petitions. This constitutional amendment would set a threshold of seventy-five (75) percent of required petition signatures to obtain additional time for signature collection. Would you support this constitutional amendment?

(N=500)	n	%
Yes -----	213	42.60
No -----	170	34.00
Undecided-----	113	22.60
Refused -----	4	0.80

33. Issue number three, or HJR 1009, is related to term limits, limits on lobbying and elected officials' salaries. This constitutional amendment states that a member of the General Assembly shall serve no more than sixteen (16) years, whether consecutive or nonconsecutive. It would also prohibit members of the General Assembly and elected constitutional officers of the Executive department from accepting gifts from lobbyists. In addition, it would prohibit members of the General Assembly from setting their own salaries and the salaries of elected constitutional officers of the Executive department, justices and judges and create an independent citizens commission to set such salaries. Would you support this constitutional amendment?

(N=500)	n	%
Yes -----	280	56.00
No -----	135	27.00
Undecided-----	78	15.60
Refused -----	7	1.40

34. Issue number four is related to the legalization of the manufacturing, transportation and sale of alcohol in the state of Arkansas. This constitutional amendment would state that the manufacture, sale, distribution and transportation of intoxicating liquors is lawful within the entire geographic area of each and every county of this state, effective July 1, 2015. Would you support this constitutional amendment?

(N=500)	n	%
Yes -----	225	45.00
No -----	198	39.60
Undecided-----	70	14.00
Refused -----	7	1.40

35. Issue number five is related to Arkansas' minimum wage. This would amend the Arkansas Code and raise the current state minimum wage from six dollars and twenty-five cents (\$6.25) per hour to seven dollars and fifty cents (\$7.50) per hour on January 1, 2015, to eight dollars (\$8.00) per hour on January 1, 2016, and to eight dollars and fifty cents (\$8.50) per hour on January 1, 2017. Would you support this amendment?

(N=500)	n	%
Yes -----	276	55.20
No -----	151	30.20
Undecided-----	65	13.00
Refused -----	8	1.60

36. Thinking about early 2016, do you think you will vote in the Democratic primary, the Republican primary, or will you skip the primaries all together?

(N=500)	n	%
Will vote in Democratic Primary-----	209	41.80
Will vote in Republican Primary -----	191	38.20
Will skip Primaries-----	40	8.00
Undecided-----	58	11.60
Refused -----	2	0.40

{For 36.1}

37. Okay, I'm going to read you five possible Democratic candidates for President. Please tell me which of the following would be your first choice if the Democratic Primary were held today: (RANDOMIZE)

(N=209)	n	%
Joe Biden-----	16	7.66
Hillary Clinton-----	148	70.81
Andrew Cuomo-----	11	5.26
Martin O'Malley-----	5	2.39
Elizabeth Warren-----	7	3.35
Other-----	1	0.48
Undecided-----	20	9.57
Refused-----	1	0.48

{For 37.1-37.6}

38. Who would be your second choice? (RANDOMIZE)

(N=188)	n	%
Joe Biden-----	69	36.70
Hillary Clinton-----	19	10.11
Andrew Cuomo-----	19	10.11
Martin O'Malley-----	5	2.66
Elizabeth Warren-----	29	15.43
Undecided-----	46	24.47
Refused-----	1	0.53

{For 36.2}

39. Okay, I'm going to read you about a dozen Republican candidates for President. Please tell me which of the following would be your first choice if the Republican Primary were held today: (RANDOMIZE)

(N=500)	n	%
Jeb Bush-----	9	4.71
Chris Christie-----	9	4.71
Ted Cruz-----	14	7.33
Mike Huckabee-----	75	39.27
Jon Huntsman-----	3	1.57
Bobby Jindal-----	5	2.62
John Kasich-----	2	1.05
Rand Paul-----	12	6.28
Rick Perry-----	16	8.38
Marco Rubio-----	9	4.71
Paul Ryan-----	6	3.14
Rick Santorum-----	4	2.09
Scott Walker-----	3	1.57
Other-----	4	2.09
Undecided-----	20	10.47
Refused-----	0	0.00

{For 39.1-39.14}

40. Who would be your second choice? (ROTATE)

(N=171)	n	%
Jeb Bush-----	15	8.77
Chris Christie-----	10	5.85
Ted Cruz-----	12	7.02
Mike Huckabee-----	20	11.70
Jon Huntsman-----	3	1.75
Bobby Jindal-----	11	6.43
John Kasich-----	5	2.92
Rand Paul-----	14	8.19
Rick Perry-----	26	15.20
Marco Rubio-----	13	7.60
Paul Ryan-----	10	5.85
Rick Santorum-----	3	1.75
Scott Walker-----	13	7.60
Undecided-----	3	1.75
Refused-----	13	7.60

{FOR 39.1–39.14}

41. Thinking back to your first choice, if I added Mitt Romney to that list, would you still vote for _____, or vote for Romney..... or someone else?

(N=171)	n	%
Mitt Romney-----	56	32.75
Jeb Bush-----	2	1.17
Chris Christie-----	5	2.92
Ted Cruz-----	11	6.43
Mike Huckabee-----	50	29.24
Jon Huntsman-----	3	1.75
Bobby Jindal-----	0	0.00
John Kasich-----	0	0.00
Rand Paul-----	5	2.92
Rick Perry-----	11	6.43
Marco Rubio-----	3	1.75
Paul Ryan-----	4	2.34
Rick Santorum-----	1	0.58
Scott Walker-----	1	0.58
Undecided-----	19	11.11
Refused-----	0	0.00

These final five questions will help us classify your answers with others taking the survey.

42. Has anyone in your household ever served in the U.S. military?

(N=500)	n	%
Yes-----	274	54.80
No-----	218	43.60
Undecided-----	5	1.00
Refused-----	3	0.60

43. Does anyone in your household belong to a labor union?

(N=500)	n	%
Yes -----	74	14.80
No -----	422	84.40
Undecided -----	1	0.20
Refused -----	3	0.60

44. When it comes to politics, what TV News Network or commentary source do you trust the most (randomize) ABC, NBC, CBS, Fox NEWS, CNN, MSNBC, C-SPAN, COMEDY Central?

(N=500)	n	%
ABC -----	52	10.40
CBS -----	44	8.80
CNN -----	68	13.60
C-SPAN -----	11	2.20
COMEDY Central -----	7	1.40
Fox NEWS -----	187	37.40
MSNBC -----	33	6.60
NBC -----	47	9.40
Undecided -----	42	8.40
Refused -----	9	1.80

45. What is your annual household income (READ)?

(N=500)	n	%
Under \$60,000 per year -----	211	42.20
Under \$100,000 per year -----	109	21.80
Under \$140,000 per year -----	38	7.60
\$140,000 or OVER -----	29	5.80
Undecided -----	44	8.80
Refused -----	69	13.80

46. How important is religion in your life (READ)?

(N=500)	n	%
Very important -----	373	74.60
Somewhat important -----	73	14.60
Not very important -----	25	5.00
Not at all important -----	19	3.80
Undecided -----	5	1.00
Refused -----	5	1.00

47. Are you willing to be interviewed by a USA Today reporter for an upcoming article, please give me your name and verify best phone number?

(N=500)	n	%
Yes -----	124	24.80
No -----	376	75.20