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The Arkansas Poll, 2016 Summary Report

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Interviews conducted by: Issues & Answers Network, Inc.
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Arkansas Poll Website: <http://fulbright.uark.edu/departments/political-science/partners/arkansas-poll.php>

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*Values in parentheses include the “very likely voters” only; may not total 100 due to rounding.

Most Important Problem

What is the most important problem or issue facing people in Arkansas today? ¹	2014	2015	2016
• the economy	32 (34)%	43 (47)%	27 (28)%
• healthcare	18 (21)%	8 (10)%	19 (20)%
• politicians/politics	18 (21)%	5 (6)%	14 (16)%
• education	10 (10)%	5 (4)%	13 (14)%
• crime	--	4 (3)%	13 (11)%
• taxes	5 (4)%	4 (4)%	5 (5)%
• other/don't know/refused	7 (6)%	31 (27)%	9 (7)%

Approval Ratings and Elections

Do you approve or disapprove of _____ as governor?	Approve	Disapprove	DK/Ref
Mike Huckabee 1999	66%	13%	21%
2001	70%	17%	13%
2003	47%	38%	16%
2005	58%	27%	15%
Mike Beebe 2007	70%	9%	21%
2009	70%	9%	20%
2011	72 (74)%	13 (14)%	15 (12)%
2012	71 (72)%	14 (15)%	15 (14)%
2013	66 (68)%	17 (17)%	18 (14)%
2014	67 (70)%	18 (18)%	16 (12)%
Asa Hutchinson 2015	57 (63)%	18 (17)%	25 (20)%
2016	60 (66)%	17 (18)%	23 (16)%
Do you approve of _____ as a U.S. Senator?			
Blanche Lincoln 2001	51%	13%	36%
2003	55%	10%	35%
2005	55%	17%	28%
2007	50%	24%	26%
2009	43%	34%	23%
John Boozman 2011	40 (44)%	24 (26)%	36 (30)%
2012	42 (45)%	17 (18)%	41 (35)%
2013	30 (34)%	28 (29)%	42 (37)%
2014	38 (41)%	21 (23)%	42 (38)%
2015	38 (44)%	18 (18)%	44 (38)%
2016	35 (38)%	25 (29)%	40 (33)%
Do you approve of _____ as a U.S. Senator?			
Mark Pryor 2003	52%	11%	37%
2005	56%	12%	32%
2007	53%	18%	29%
2009	51%	22%	27%
2011	47 (48)%	27 (29)%	27 (21)%
2012	51 (53)%	20 (21)%	29 (26)%
2013	33 (34)%	41 (44)%	26 (23)%
2014	32 (33)%	50 (54)%	18 (13)%
Tom Cotton 2015	45 (51)%	27 (27)%	29 (21)%
2016	45 (50)%	27 (29)%	28 (21)%

¹ In odd-numbered years, the Arkansas Poll records and codes the open-ended answers of respondents. In even-numbered years, respondents are asked to choose from the most frequently mentioned issues of the previous year.

Do you approve of _____ as president?						
George W. Bush	2005	38%	56%	7%		
	2007	30%	65%	6%		
Barack Obama	2009	42%	47%	10%		
	2010	35 (31)%	57 (62)%	9 (7)%		
	2011	32 (31)%	60 (64)%	8 (5)%		
	2012	34 (31)%	59 (62)%	8 (6)%		
	2013	27 (29)%	65 (66)%	8 (5)%		
	2014	27 (27)%	66 (68)%	8 (5)%		
	2015	28 (27)%	62 (66)%	11 (7)%		
	2016	37 (36)%	56 (60)%	8 (4)%		
Please tell me how you would rate the honesty and ethical standards of journalists. Would you rate them...				2014	2016	
very high/high				14 (13)%	15 (15)%	
average				39 (37)%	34 (33)%	
low/very low				36 (41)%	40 (44)%	
don't know/refused				12 (10)%	12 (9)%	
				Republican	Democrat	Other/DK/Ref
At this point, are you more likely to vote for...?						
President				45 (51)%	31 (31)%	24 (18)%
President with DK/Ref removed				57 (59)%	38 (36)%	5 (4)%
U.S. Senate				42 (47)%	27 (29)%	32 (23)%
U.S. Senate with DK/Ref removed				60 (61)%	38 (38)%	2 (1)%

News Consumption and Knowledge

How many days in the past week did you read a daily newspaper?		2014	2016
0 days		27 (25)%	41 (37)%
1-3 days		23 (22)%	20 (21)%
4-6 days		8 (9)%	6 (7)%
7 days		36 (41)%	30 (33)%
don't know/refused		7 (3)%	4 (1)%
How many days in the past week did you watch the (evening) local TV news...?			
0 days		16 (15)%	20 (17)%
1-3 days		12 (12)%	16 (15)%
4-6 days		15 (16)%	9 (10)%
7 days		51 (55)%	53 (57)%
don't know/refused		6 (2)%	3 (1)%
Who is the Speaker of the U.S. House of Representatives? Is it...		2008	2014
• (2008) Harry Reid/(2014) Harry Reid/(2016) Harry Reid		3%	6 (7)%
• (2008) Condoleezza Rice/(2014) John Kerry/ (2016) John Kerry		7%	5 (5)%
• (2008) Nancy Pelosi/(2014) Nancy Pelosi/(2016) Paul Ryan		64%	12 (10)%
• (2008) Newt Gingrich/(2014) John Boehner /(2016) Nancy Pelosi		4%	49 (56)%
• don't know/refused		22%	28 (22)%
And what is the term of office of a U.S. senator? Is it ...?			
• two years		17%	11 (12)%
• four years		30%	26 (26)%
• six years		30%	38 (43)%
• eight years		8%	8 (7)%
• don't know/refused		15%	17 (13)%
			23 (15)%

And who is responsible for nominating judges to federal courts? Is it...?			
• the president	50%	42 (49)%	47 (56)%
• congress	9%	10 (9)%	8 (7)%
• the supreme court	9%	10 (10)%	9 (8)%
• state governors	6%	7 (7)%	6 (6)%
• don't know/refused	26%	31 (25)%	30 (23)%

Current Issues

Do you favor laws that would make it more difficult for a woman to get an abortion, favor laws that would make it easier to get an abortion, or should no change be made to existing abortion laws?	More Difficult	Easier	No Change	DK/ Refused
1999	45%	14%	32%	9%
2001	46%	13%	35%	7%
2003	47%	13%	33%	7%
2005	44%	9%	39%	8%
2007	41%	13%	36%	9%
2009	43%	11%	38%	8%
2013	44 (44)%	11 (11)%	34 (35)%	11 (10)%
2014	40 (40)%	11 (12)%	37 (38)%	12 (10)%
2015	46 (47)%	12 (12)%	30 (30)%	12 (11)%
2016	46 (48)%	13 (14)%	32 (33)%	10 (5)%
In general, would you say you favor stricter gun control, less strict gun control, or should no change be made to existing gun control laws?	Stricter	Less Strict	No Change	DK/ Refused
2000	39%	15%	42%	4%
2002	36%	15%	45%	4%
2004	38%	12%	45%	5%
2006	37%	11%	47%	5%
2008	29%	13%	54%	4%
2009	24%	20%	52%	4%
2013	33 (33)%	15 (15)%	47 (48)%	6 (4)%
2014	32 (31)%	19 (21)%	43 (43)%	6 (5)%
2015	39 (36)%	18 (18)%	36 (38)%	8 (8)%
2016	31 (31)%	14 (14)%	52 (53)%	3 (3)%
		Favor/Yes	Oppose/No	DK/Ref
Do you think same-sex marriages should be recognized?				
2015	29 (27)%	63 (64)%	8 (8)%	
2016	33 (33)%	57 (60)%	10 (8)%	
Do you favor allowing patients to use marijuana for medical purposes if supported by their medical doctor?				
ballot measure 2012	44 (43)%	52 (53)%	5 (5)%	
generic question 2015	68 (68)%	26 (27)%	6 (6)%	
Measure 6/Amendment 2016	50 (49)%	43 (47)%	6 (4)%	
Measure 6/Amendment with DK/Ref removed 2016	54 (51)%	46 (49)%		
Measure 7/Act (including "grow-your-own") 2016	46 (45)%	48 (51)%	6 (5)%	
Measure 7/Act (not including "grow-your-own") 2016	50 (48)%	41 (45)%	9 (7)%	
Given what you know about the health reform law, do you have a generally favorable or unfavorable opinion of it?	Favorable	Unfavor	DK/Ref	
2014	27 (28)%	55 (58)%	19 (15)%	
2015	28 (27)%	51 (53)%	22 (20)%	
2016	25 (27)%	47 (50)%	28 (23)%	

Thinking about what is said in the news, in your view is the seriousness of global warming, or climate change...	2015	2016
Generally underestimated	22 (20)%	26 (25)%
Generally correct	21 (20)%	21 (22)%
Generally exaggerated	46 (50)%	41 (45)%
Don't Know/Refused	11 (11)%	13 (9)%
Do you think global warming, or climate change, will pose a serious threat to you or your way of life in your lifetime?		
Yes	25 (24)%	25 (25)%
No	65 (67)%	64 (67)%
Don't Know/Refused/Other	10 (9)%	11 (7)%

Political Party and Ideology

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?	Republican	Democrat	Indep't	Other	DK/Refused ²
1999	23%	35%	31%	4%	7%
2000	23 (25)%	36 (38)%	35 (34)%	0%	6 (2)%
2001	27%	33%	32%	5%	3%
2002	28 (30)%	33 (35)%	33 (31)%	3 (2)%	3 (2)%
2003	24%	38%	31%	4%	3%
2004	30 (32)%	35 (36)%	28 (27)%	3 (3)%	4 (2)%
2005	23%	36%	33%	4%	4%
2006	23 (25)%	36 (37)%	33 (33)%	3 (3)%	4 (3)%
2007	24%	39%	30%	3%	2%
2008	24 (27)%	35 (34)%	33 (33)%	7 (5)%	2 (1)%
2009	24%	33%	34%	7%	3%
2010	21 (25)%	28 (27)%	42 (41)%	7 (6)%	3 (1)%
2011	26 (29)%	31 (33)%	34 (31)%	6 (5)%	4 (2)%
2012	29 (32)%	31 (30)%	33 (32)%	3 (3)%	4 (3)%
2013	24 (27)%	30 (31)%	37 (36)%	4 (3)%	5 (3)%
2014	28 (31)%	31 (33)%	33 (33)%	3 (3)%	5 (1)%
2015	27 (32)%	32 (32)%	32 (31)%	3 (3)%	6 (3)%
2016	29 (34)%	25 (26)%	37 (36)%	3 (2)%	7 (3)%

² Values in parentheses include "very likely voters" only; percentages may not total 100 due to rounding.

Independents only:	Closer to Rs	Closer to Ds	Just Indep't		DK/Ref
1999	33%	29%	34%		4%
2000	35 (39)%	25 (26)%	35 (30)%		5 (2)%
2001	29%	36%	31%		4%
2002	30 (31)%	32 (34)%	33 (33)%		4 (3)%
2003	33%	34%	33%		2%
2004	39 (41)%	31 (32)%	30 (26)%		0 (1)%
2005	30%	35%	32%		4%
2006	33 (35)%	34 (34)%	30 (23)%		2 (3)%
2007	34%	37%	29%		1%
2008	35 (38)%	30 (29)%	33 (31)%		3 (3)%
2009	39%	32%	27%		2%
2010	44 (50)%	21 (16)%	33 (33)%		2 (2)%
2011	42 (48)%	29 (28)%	26 (22)%		3 (2)%
2012	41 (46)%	26 (22)%	28 (27)%		6 (5)%
2013	43 (51)%	21 (22)%	31 (22)%		6 (6)%
2014	38 (43)%	25 (23)%	30 (28%)		8 (6)%
2015	42(52)%	23 (20)%	30 (25)%		5 (3)%
2016	37 (45)%	18 (19)%	40 (35)%		5 (2)%
Do you think of yourself as ...?	Liberal	Moderate	Conserv'e		DK/Ref
1999	14%	38%	38%		10%
2000	16%	36%	39%		9%
2001	17%	39%	38%		6%
2002	15%	39%	41%		5%
2003	17%	36%	39%		7%
2004	17%	35%	42%		7%
2005	13%	40%	39%		8%
2006	16%	39%	39%		7%
2007	16%	37%	39%		6%
2008	14%	35%	43%		8%
2009	14%	37%	42%		7%
2010	14 (12)%	35 (36)%	44 (48)%		8 (4)%
2011	16 (16)%	34 (34)%	45 (47)%		5 (3)%
2012	13 (12)%	32 (32)%	46 (51)%		9 (6)%
2013	14 (14)%	31 (31)%	44 (48)%		11 (7)%
2014	14 (14)%	30 (31)%	44 (49)%		12 (6)%
2015	14 (13)%	31 (32)%	46 (50)%		10 (6)%
2016	13 (14)%	29 (30)%	45 (49)%		14 (7)%

Life in Arkansas

Overall, do you feel that Arkansas is generally headed in the right direction or the wrong direction?	Right	Wrong		DK/ Refused³
2003	63%	26%		11%
2005	73%	18%		9%
2007	69%	21%		8%
2008	71%	19%		10%
2009	72%	16%		12%
2010	67 (68)%	22 (21)%		11 (11)%
2011	74 (76)%	20 (19)%		7 (6)%
2012	73 (74)%	17 (17)%		10 (9)%
2013	63 (66)%	20 (20)%		16 (14)%
2014	57 (60)%	25 (27)%		18 (14)%
2015	65 (69)%	21 (20)%		15 (12)%
2016	57 (63)%	26 (27)%		17 (11)%
Would you say you are better off financially, worse off, or about the same compared to a year ago?	Better	About the Same	Worse	DK/ Refused
2003	27%	45%	28%	1%
2005	28%	49%	22%	1%
2007	30%	48%	20%	1%
2008	20%	38%	41%	1%
2009	22%	46%	31%	2%
2010	19 (18)%	46 (47)%	34 (35)%	1 (0)%
2011	19 (19)%	49 (49)%	31 (32)%	1 (1)%
2012	23 (24)%	49 (50)%	27 (26)%	0 (1)%
2013	14 (14)%	58 (58)%	26 (26)%	2 (1)%
2014	22 (22)%	50 (52)%	24 (25)%	5 (1)%
2015	18 (18)%	54 (55)%	26 (27)%	1 (1)%
2016	21 (20)%	55 (56)%	22 (23)%	3 (1)%
And, looking ahead, do you think a year from now, you will be ... as now?	Better	About the Same	Worse	DK/ Refused
2003	35%	49%	12%	5%
2005	34%	46%	15%	5%
2007	38%	45%	12%	3%
2008	35%	39%	18%	8%
2009	32%	48%	17%	4%
2010	28 (25)%	46 (45)%	20 (23)%	7 (7)%
2011	25 (21)%	52 (56)%	18 (20)%	4 (4)%
2012	26 (27)%	48 (46)%	13 (13)%	13 (14)%
2013	18 (18)%	47 (49)%	24 (25)%	11 (8)%
2014	26 (26)%	51 (54)%	13 (14)%	10 (7)%
2015	22 (20)%	55 (58)%	18 (19)%	5 (4)%
2016	27 (26)%	46 (50)%	13 (12)%	15 (13)%

³ Values in parentheses include “very likely voters” only; percentages may not total 100 due to rounding.

Methodology and Sample Information

Between October 18th and October 27th Issues & Answers Network, Inc. completed 800 telephone surveys among a random sample of adult Arkansans. Forty percent of all respondents interviewed (n=320) use their cell phones for all or most of their calls. Six interviews were conducted in Spanish.

The survey's margin of error for the full sample is +/- 3.5 percentage points, meaning that we are 95 percent confident that the actual result lies within 3.5 percentage points (in either direction) of the result our sample produced. The margin of error for self-identified "very likely voters" only is 4.1.

Employing guidelines established by the American Association for Public Opinion Research, the poll's overall cooperation rate was 27% (29% for landline calls and 25% for cell phone calls). This figure reflects completed surveys as a percentage of all eligible individuals contacted.

To assess the representativeness of the sample drawn for the poll, the Arkansas Poll team publishes what most polling organizations do not: a comparison of survey respondents' key demographic characteristics to those of the state as a whole. This information is reported in the table below.

	2016 Arkansas Poll Sample	State of Arkansas
Average Age Category (for 18+ pop.)	55-64	45-54
Married	54%	51%
Gender		
Male	45%	49%
Female	55%	51%
Educational Attainment		
High school graduates	87%	84%
College graduates	35%	19%
Median Household Income	\$35,001-\$50,000	\$38,307
Race/Ethnicity		
White	82%	77%
Black or African American	9%	15%
Multi-Ethnic	3%	2%
Hispanic	1%	6%*
Native American	2%	1%
Asian	0.1%	1%
Something Else, Don't Know, Refused	4%	-

Sources: The 2016 Arkansas Poll, 2011 American Community Survey, U.S. Census Bureau 2010 Census.

*Hispanics may be of any race, so these respondents also are included in applicable race categories.