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# The Arkansas Poll, 2018 Summary Report

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Interviews conducted by: Issues & Answers Network, Inc.  
Project sponsored by: The Diane D. Blair Center of Southern Politics and Society

Note: Numbers in parentheses include results for “very likely voters” only. Results for past years are selective in the interest of space. Visit the Arkansas Poll website for more:  
<http://fulbright.uark.edu/departments/political-science/partners/arkansas-poll.php>.

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### Most Important Problem

What is the most important issue facing people in AR today? <sup>1</sup>	2016	2017	2018	NWA
• Healthcare	19 (20)%	14 (13)%	23 (22)%	23 (25)%
• Drugs	--	8 (7)%	21 (22)%	19 (17)%
• Education	13 (14)%	4 (4)%	16 (17)%	16 (17)%
• The economy	27 (28)%	28 (29)%	15 (13)%	14 (13)%
• Politicians/politics	14 (16)%	4 (5)%	13 (13)%	16 (19)%
• Crime	13 (11)%	6 (6)%	9 (9)%	6 (5)%
• Other/don't know/refused	9 (7)%	35 (35)%	4 (3)%	5 (4)%

### Public Figure Approval Ratings/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)%
Asa Hutchinson 2015	57 (63)%	18 (17)%	25 (20)%
2016	60 (66)%	17 (18)%	23 (16)%
2017	62 (65)%	16 (16)%	23 (19)%
2018	61 (63)%	23 (25)%	17 (12)%
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)%
2013	30 (34)%	28 (29)%	42 (37)%
2015	38 (44)%	18 (18)%	44 (38)%
2016	35 (38)%	25 (29)%	40 (33)%
2017	39 (41)%	22 (25)%	39 (34)%
2018	43 (43)%	32 (37)%	25 (20)%
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)%
2013	33 (34)%	41 (44)%	26 (23)%
Tom Cotton 2015	45 (51)%	27 (27)%	29 (21)%
2016	45 (50)%	27 (29)%	28 (21)%
2017	48 (51)%	26 (29)%	26 (20)%
2018	46 (48)%	37 (40)%	17 (12)%

<sup>1</sup> In odd-numbered years, the Arkansas Poll records 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)%
Donald Trump 2017	47 (50)%	40 (41)%	14 (9)%
2018	50 (53)%	46 (44)%	4 (3)%
<b>Selected ballot measures<sup>2</sup></b>	<b>Favor</b>	<b>Oppose</b>	
Referred Amendment 2 – require voters to present photo ID?	(73)%	(24)%	
Issue 5 – increase minimum wage?	(67)%	(29)%	
<b>Arkansas governor’s race – 2018<sup>3</sup></b>	<b>Hutchinson (R)</b>	<b>Henderson (D)</b>	<b>Other</b>
At this point, are you more likely to vote for ...?	(59)%	(35)%	(6)%

### Current Issues

Do you favor laws that would make it more difficult/easier to get an abortion, or no change to existing laws?	More Difficult	Easier	No Change	DK/ Ref	
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)%	
2017	45 (47)%	13 (13)%	25 (24)%	17 (16)%	
2018	38 (38)%	20 (21)%	36 (36)%	6 (5)%	
Do you think abortions should be legal/illegal under any circumstances, or legal only under certain circumstances?	Illegal	Depends	Legal	DK/Ref	
2017	18 (18)%	61 (63)%	13 (13)%	8 (5)%	
2018	17 (16)%	58 (57)%	21 (23)%	5 (5)%	
	Definitely should/Yes	Probably should	Probably shouldn’t/No	Definitely should not	DK/ Ref
Do you think <i>Roe v. Wade</i> should be overturned?	32 (31)%	10 (9)%	10 (9)%	39 (42)%	9 (9)%
Do you personally know someone, such as a close friend, family member, or yourself, who has had an abortion?	52 (55)%		46 (43)%		2 (2)%

<sup>2</sup> Respondents offering “don’t know” or who refused to answer are removed from the analysis on these items; very likely voters only.

<sup>3</sup> Respondents offering “don’t know” or who refused to answer are removed from the analysis on this item; very likely voters only.

Would you say you favor stricter gun control, less strict gun control, or should no change be made to existing laws?	Stricter	Less Strict	No Change	DK/ Ref
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)%
2017	38 (37)%	15 (15)%	41 (43)%	6 (5)%
2018	44 (44)%	10 (10)%	43 (44)%	4 (3)%
		<b>Yes</b>	<b>No</b>	<b>DK/Ref</b>
Do you think same-sex marriages should be recognized? 2015	29 (27)%	63 (64)%		8 (8)%
2016	33 (33)%	57 (60)%		10 (8)%
2017	35 (33)%	57 (59)%		9 (8)%
2018	49 (50)%	46 (46)%		6 (5)%
Do you think gays/lesbians should have equal rights ... housing?				
2015	72 (72)%	19 (19)%		9 (10)%
2017	78 (79)%	13 (12)%		10 (9)%
2018	88 (89)%	9 (9)%		3 (3)%
Do you think gays/lesbians should have equal rights ... jobs?				
2015	79 (80)%	13 (12)%		8 (8)%
2017	84 (84)%	10 (10)%		6 (6)%
2018	90 (91)%	7 (7)%		3 (3)%
Do you think gays/lesbians should have equal rights ... adoption?				
2017	43 (41)%	45 (48)%		12 (12)%
2018	54 (54)%	39 (39)%		8 (7)%
Are any of your family members or close friends gay or lesbian?				
2017	42 (44)%	54 (52)%		4 (4)%
2018	56 (59)%	41 (39)%		3 (2)%
Do you think global warming, or climate change, will pose a serious threat to you or your way of life in your lifetime?				
2015	25 (24)%	65 (67)%		10 (9)%
2016	25 (25)%	64 (67)%		11 (7)%
2017	30 (29)%	61 (62)%		10 (9)%
2018	46 (46)%	44 (45)%		11 (9)%

## Diversity, Economy, and Community

	<b>Better/Help</b>	<b>Worse/Hurt</b>	<b>No diff.</b>	<b>DK/ Ref</b>
Does the increasing number of people of different races, ethnic groups and nationalities in AR/NWA makes it a better/worse, or doesn't it make much difference?				
Arkansas sample	45 (47)%	7 (7)%	45 (43)%	3 (3)%
NWA sample	51 (55)%	9 (8)%	38 (35)%	2 (2)%
Growing racial/ethnic diversity in the workforce?				
Arkansas sample	40 (43)%	8 (8)%	46 (45)%	6 (5)%
NWA sample	47 (53)%	6 (5)%	42 (38)%	5 (4)%
More women in the workforce				
Arkansas sample	53 (54)%	4 (4)%	41 (40)%	2 (2)%
NWA sample	61 (62)%	4 (5)%	33 (32)%	2 (1)%
More people who are openly GLT in the workforce?				
Arkansas sample	16 (18)%	19 (18)%	59 (57)%	6 (6)%
NWA sample	20 (23)%	15 (15)%	60 (57)%	5 (5)%
Growing emphasis on diversity in the workplace?				
Arkansas sample	40 (42)%	10 (12)%	43 (41)%	7 (5)%
NWA sample	47 (50)%	8 (8)%	40 (38)%	6 (4)%
More immigrants in the workplace?				
Arkansas sample	40 (41)%	16 (17)%	37 (36)%	7 (7)%
NWA sample	45 (47)%	19 (18)%	29 (28)%	7 (7)%
	<b>Enough</b>	<b>More to do</b>		<b>DK/ Ref</b>
Has our country done enough to achieve racial equity or is there more work to be done?				
Arkansas sample	21 (22)%	75 (74)%		5 (4)%
NWA sample	20 (21)%	77 (76)%		3 (3)%
Has our state/region done enough to achieve racial equity or is there more work to be done?				
Arkansas sample	26 (27)%	70 (68)%		4 (5)%
NWA sample	25 (26)%	70 (71)%		4 (3)%
Has our country done enough to achieve gender equity or is there more work to be done?				
Arkansas sample	27 (29)%	70 (68)%		4 (4)%
NWA sample	25 (25)%	71 (70)%		5 (5)%
Has our state/region done enough to achieve gender equity or is there more work to be done?				
Arkansas sample	28 (30)%	67 (65)%		5 (5)%
NWA sample	30 (31)%	66 (65)%		5 (5)%

### 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 <sup>4</sup>
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)%
2017	29 (32)%	24 (25)%	35 (35)%	5 (5)%	7 (4)%
2018	32 (34)%	28 (27)%	32 (32)%	6 (6)%	3 (3)%
NWA sample	36 (37)%	22 (26)%	33 (31)%	7 (5)%	2 (2)%

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)%
2017	37 (38)%	26 (26)%	32 (31)%		5 (5)%
2018	39 (43)%	25 (25)%	35 (32)%		2 (1)%
NWA sample	29 (31)%	28 (31)%	41 (36)%		2 (2)%

<sup>4</sup> Values in parentheses include “very likely voters” only; percentages may not total 100 due to rounding.

Do you think of yourself as ...?	Liberal	Moderate	Conservative		DK/Ref
2008	14 (14)%	35 (36)%	43 (44)%		8 (6)%
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)%
2017	16 (14)%	27 (27)%	46 (52)%		11 (6)%
2018	20 (21)%	28 (27)%	47 (48)%		6 (3)%
NWA sample	22 (25)%	32 (30)%	42 (43)%		5 (2)%

### Life in Arkansas

Do you feel AR is headed in the right or wrong direction?	Right	Wrong		DK/Ref <sup>5</sup>
2008	71 (73)%	19 (18)%		10 (9)%
2010	67 (68)%	22 (21)%		11 (11)%
2012	73 (74)%	17 (17)%		10 (9)%
2014	57 (60)%	25 (27)%		18 (14)%
2016	57 (63)%	26 (27)%		17 (11)%
2017	64 (65)%	20 (20)%		17 (15)%
2018	69 (68)%	24 (25)%		8 (7)%
NWA sample	75 (73)%	18 (21)%		7 (6)%
Financially better/worse/about same compared to last year?	Better	Same	Worse	DK/Ref
2008	20 (20)%	38 (38)%	41 (41)%	1 (1)%
2010	19 (18)%	46 (47)%	34 (35)%	1 (0)%
2012	23 (24)%	49 (50)%	27 (26)%	0 (1)%
2014	22 (22)%	50 (52)%	24 (25)%	5 (1)%
2016	21 (20)%	55 (56)%	22 (23)%	3 (1)%
2017	28 (28)%	54 (57)%	16 (14)%	2 (1)%
2018	35 (38)%	52 (50)%	12 (12)%	1 (0)%
NWA sample	40 (40)%	48 (49)%	12 (11)%	1 (1)%
A year from now, will you be better/worse/same financially?	Better	Same	Worse	DK/Ref
2008	35 (35)%	39 (40)%	18 (18)%	8 (8)%
2010	28 (25)%	46 (45)%	20 (23)%	7 (7)%
2012	26 (27)%	48 (46)%	13 (13)%	13 (14)%
2014	26 (26)%	51 (54)%	13 (14)%	10 (7)%
2016	27 (26)%	46 (50)%	13 (12)%	15 (13)%
2017	32 (33)%	50 (51)%	11 (10)%	8 (6)%
2018	40 (41)%	50 (49)%	9 (9)%	2 (2)%
NWA sample	36 (38)%	51 (50)%	9 (10)%	4 (3)%

<sup>5</sup> Values in parentheses include “very likely voters” only; percentages may not total 100 due to rounding.

## Methodology and Sample Information

Between October 1st and October 28th, 2018, Issues & Answers Network, Inc. completed 800 telephone interviews among a random sample of adult Arkansans, plus an additional 400 interviews with respondents just in Benton and Washington counties (for a total of 521 Northwest Arkansas respondents). Sixty-one percent of all respondents interviewed use their cell phones for all or most of their calls.

The survey's margin of error statewide 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. For the NWA oversample, the margin of error is +/- 4.3 percentage points.

Employing guidelines established by the American Association for Public Opinion Research, the poll's overall cooperation rate was 21.9%. This is lower than in prior years due to the greater volume of calls to cell phone numbers. This figure reflects completed surveys as a percentage of all eligible individuals contacted.<sup>6</sup> As in past years, the sample was provided by Survey Sampling International.

To assess the representativeness of the sample drawn for the poll, the Arkansas Poll team publishes what many 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.

	<b>2018 Arkansas Poll Sample</b>	<b>State of Arkansas</b>
Average Age Category (for 18+ pop.)	58.4	48.6
Married	55%	49% **
Gender		
Male	49%	49%
Female	51%	51%
Educational Attainment		
High school graduates	94%	85%
College graduates	47%	22%
Median Household Income	\$50,000	\$42,336
Race/Ethnicity		
White	79%	73%
Black or African American	10%	16%
Multi-Ethnic	4%	2%
Hispanic	2%	8% *
Native American	2%	1%
Asian	<1%	2%
Something Else, Don't Know, Refused	2%	-

Sources: The 2018 Arkansas Poll, U.S. Census Bureau 2016/2017 estimates.

*\*Hispanics are not included in percentages for other groups.*

*\*\* Imputed by dividing number of husband-wife households by total households.*

<sup>6</sup> AAPOR Response Rate Calculator 4.0 was used for this computation.