



**Statewide**

**Field Date(s): 2/10/14**

**Automated (IVR) Survey**

**N = 1202**

**Margin of Error = +/- 2.83%**

*\*Due to rounding, some figures may be higher or lower by less than ½ of one percent.*

Hi, this is \_\_\_\_\_ (female voice) with Impact Management Group, Inc., and I am conducting a public opinion research survey on voter attitudes. Your answers are completely confidential and the survey will take less than two minutes to complete. . .

Q1. Are you registered to vote at this address in Arkansas?

Press 1.	YES	100%
Press 2.	NO (terminate)	-
Press 3.	Don't Know (terminate)	-

Q2. Although the next elections are still almost a year away, on a scale of 1-9...with 9 being absolutely certain to vote and 1 being not too likely to vote... what is your likelihood of voting in the 2014 state and federal elections?

Please enter 1 through 9 on your key pad.

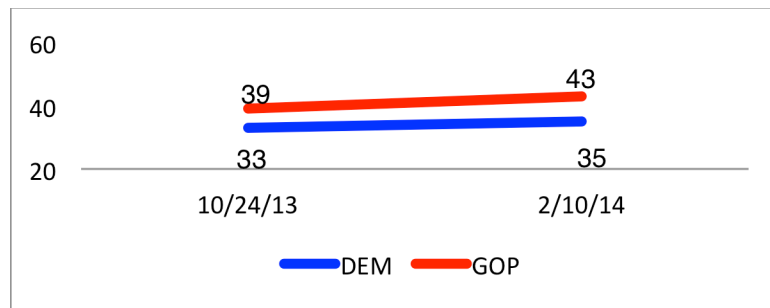
1-4	14%
5-6	4%
7-9	82%

	Democrat	Republican	Independent	Grand Total
1-5	14%	15%	15%	14%
5-6	5%	2%	5%	4%
7-9	81%	84%	80%	82%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Q3. If the 2014 elections for United States Congress were being held today and you had to make a choice, for whom would you vote??

Press 1. The Democratic Candidate 35%  
 Press 2. The Republican Candidate 43%  
 Press 3. Undecided/Unknown 22%

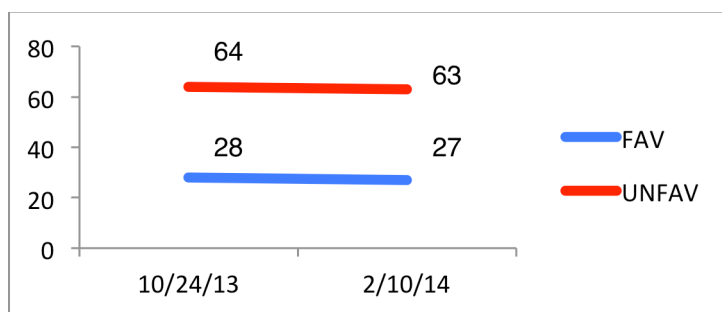
	Democrat	Republican	Independent	Grand Total
Democrat	81%	2%	13%	35%
Republican	6%	82%	46%	43%
Undecided	14%	17%	41%	22%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Q4. Do you have a favorable or unfavorable opinion of Obamacare?

Press 1. Favorable 27%  
 Press 2. Unfavorable 63%  
 Press 3. Don't Know 10%

	Democrat	Republican	Independent	Grand Total
Favorable	58%	2%	14%	27%
Unfavorable	26%	95%	74%	63%
Don't Know	16%	3%	12%	10%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Q5. As part of President Barack Obama's healthcare overhaul plan - known as Obama-care, the Arkansas Legislature passed a law that would add more than 200,000 people to its Medicaid program by using private insurance to purchase health insurance. Do you support or oppose this law?

Press 1. Support 35%  
 Press 2. Oppose 39%  
 Press 3. Undecided? 27%

	Democrat	Republican	Independent	Grand Total
Support	61%	14%	24%	35%
Oppose	16%	58%	45%	39%
Don't Know	23%	27%	31%	27%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Q6. Do you have a favorable or unfavorable opinion of the Tea Party movement?

Press 1. Favorable 39%  
 Press 2. Unfavorable 40%  
 Press 3. Don't Know 21%

	Democrat	Republican	Independent	Grand Total
Favorable	11%	65%	48%	39%
Unfavorable	72%	13%	27%	40%
Don't Know	17%	22%	25%	21%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	Female	Male	Grand Total
Favorable	31%	49%	39%
Unfavorable	42%	37%	40%
Don't Know	27%	15%	21%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Q7. Now, thinking about the U. S. Senate race in 2014... if the candidates are Senator Mark Pryor, the Democrat, and Congressman Tom Cotton, the Republican... For whom would you vote?

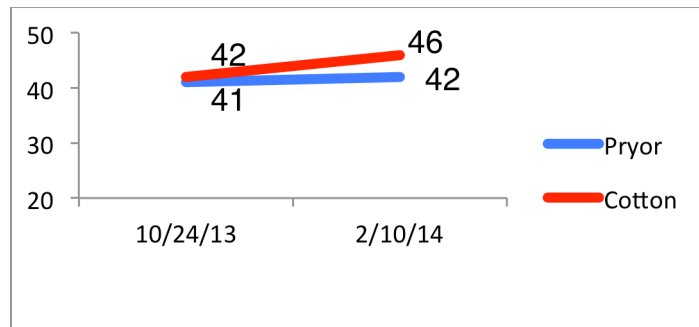
Press 1. Senator Mark Pryor 42%  
 Press 2. Congressman Tom Cotton 46%  
 Press 3. Undecided 13%

	Democrat	Republican	Independent	Grand Total
Pryor	84%	8%	25%	42%
Cotton	7%	81%	55%	46%
Undecided	9%	11%	20%	13%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	Female	Male	Grand Total
Pryor	48%	35%	42%
Cotton	37%	56%	46%
Undecided	16%	9%	13%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Congressional Dist.	1	2	3	4	Grand Total
Pryor	43%	43%	41%	39%	42%
Cotton	45%	46%	44%	48%	46%
Undecided	12%	11%	15%	12%	13%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

DMA	ELD	FSM	JBR	LR	MEM	SHRV	SPR	Grand Total
Pryor	51%	43%	46%	41%	47%	36%	36%	42%
Cotton	33%	43%	46%	49%	39%	50%	46%	46%
Undecided	15%	15%	8%	11%	14%	14%	19%	13%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Q8. In the race for Governor in 2014, if the candidates are Mike Ross, the Democrat, and Asa Hutchinson, the Republican.... For whom would you vote?

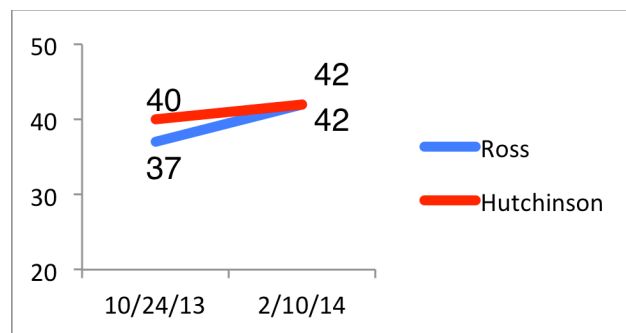
Press 1. Mike Ross 42%  
 Press 2. Asa Hutchinson 42%  
 Press 3. Undecided 17%

	Democrat	Republican	Independent	Grand Total
Ross	79%	10%	29%	42%
Hutchinson	7%	75%	47%	42%
Undecided	14%	15%	24%	17%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	Female	Male	Grand Total
Ross	45%	38%	42%
Hutchinson	35%	49%	42%
Undecided	20%	13%	17%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	1	2	3	4	Grand Total
Ross	38%	45%	40%	43%	42%
Hutchinson	43%	41%	43%	41%	42%
Undecided	19%	14%	17%	16%	17%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	ELD	FSM	JBR	LR	MEM	SHRV	SPR	Grand Total
Ross	49%	40%	41%	44%	31%	43%	34%	42%
Hutchinson	33%	42%	47%	41%	42%	41%	44%	42%
Undecided	18%	18%	12%	15%	28%	16%	21%	17%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Q9. In the race for Lieutenant Governor in 2014, if the candidates are John Burkhalter, the Democrat, and Congressman Tim Griffin, the Republican.... For whom would you vote?

Press 1. John Burkhalter 30%  
 Press 2. Congressman Tim Griffin 45%  
 Press 3. Undecided 25%

	Democrat	Republican	Independent	Grand Total
Burkhalter	65%	2%	15%	30%
Griffin	9%	80%	50%	45%
Undecided	26%	18%	35%	25%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	Female	Male	Grand Total
Burkhalter	32%	27%	30%
Griffin	37%	54%	45%
Undecided	31%	19%	25%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	1	2	3	4	Grand Total
Burkhalter	33%	33%	26%	27%	30%
Griffin	40%	49%	44%	47%	45%
Undecided	27%	18%	30%	26%	25%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	ELD	FSM	JBR	LR	MEM	SHRV	SPR	Grand Total
Burkhalter	33%	28%	34%	30%	35%	25%	26%	30%
Griffin	41%	38%	36%	51%	35%	52%	42%	45%
Undecided	26%	34%	30%	19%	31%	23%	32%	25%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Q10. What is your gender?

Press 1	Female	54%
Press 2	Male	46%

Q11. What is your age?

Press 1	18-34	2%
Press 2	35-49	9%
Press 3	50-64	36%
Press 4	65+	49%
Press 5	Refused	4%

Q12. Which political party are you most closely affiliated with?

Press 1	Democratic Party	39%
Press 2	Republican Party	36%
Press 3	Independent	26%
Press 4	Don't Know/Something Else	-

Q13. Other than being an American, how would you describe your ethnic or racial heritage?

Press 1	Black	9%
Press 2	White	81%
Press 3	Hispanic	1%
Press 4	Other	4%
Press 5	Don't know/No Answer	6%

Q14. In terms of your household's phone usage, do you have a landline only, a cell phone only, or both a landline and a cell phone?

Press 1	Landline Only	10%
Press 2	Cell Phone Only	11%
Press 3	Both Landline and Cell Phone.	77%
Press 4.	Don't Know/Refused	2%

- Media Market:

ELD	3%		
FSM	23%	MEM	6%
JBR	6%	SHRV	4%
LR	50%	SPR	7%

- Congressional District:

CD1	25%
CD2	25%
CD3	25%
CD4	25%

1 300

Arkansas	6
Baxter	29
Chicot	4
Clay	4
Cleburne	17
Craighead	32
Crittenden	11
Cross	15
Desha	6
Fulton	9
Greene	14
Independence	12
Izard	8
Jackson	1
Lawrence	6
Lee	6
Lincoln	5
Lonoke	26
Mississippi	10
Monroe	2
Phillips	11
Poinsett	9
Prairie	2
Randolph	10
Searcy	6
Sharp	13
St. Francis	10
Stone	13
Woodruff	3

2 300

Conway	16
Faulkner	35
Perry	8
Pulaski	156
Saline	46
Van Buren	10
White	29

3 300

Benton	80
Boone	19

Carroll	15
Crawford	26
Marion	12
Newton	1
Pope	29
Searcy	1
Sebastian	42
Washington	75

4 302

Ashley	10
Bradley	5
Calhoun	6
Clark	12
Cleveland	6
Columbia	9
Crawford	5
Dallas	3
Drew	7
Franklin	11
Garland	40
Grant	8
Hempstead	6
Hot Spring	11
Howard	4
Jefferson	34
Johnson	11
Lafayette	2
Little River	5
Logan	11
Madison	11
Miller	14
Montgomery	4
Nevada	2
Newton	2
Ouachita	10
Pike	2
Polk	9
Scott	2
Sebastian	7
Sevier	4
Union	19
Yell	10

**Grand Total 1202**