



ARKANSAS

In Arkansas, interviews with 1,010 adult Americans conducted by telephone by ORC International on August 28-September 2, 2014. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points. The Arkansas sample also includes 839 interviews among registered voters (plus or minus 3.5 percentage points) and 523 interviews among likely voters (plus or minus 4.5 percentage points). In Arkansas, 709 interviews were conducted among landline respondents and 301 interviews among cell phone respondents.

FOR RELEASE: FRIDAY, SEPTEMBER 5 AT 7:30 AM

1. If the election for U.S. Senate were held today and the candidates were Mark Pryor, the Democrat, and Tom Cotton, the Republican, who would you be more likely to vote for? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Pryor</u>	<u>Cotton</u>	<u>Neither (vol.)</u>	<u>Other (vol.)</u>	<u>No opinion</u>
<u>Likely Voters</u>					
Aug. 28-Sept. 2, 2014	47%	49%	3%	*	1%
<u>Registered Voters</u>					
Aug. 28-Sept. 2, 2014	47%	38%	10%	*	4%

2. Is your mind made up about who you will vote for, or is it possible you would change your mind?

	<u>Mind made up</u>	<u>Might change mind</u>	<u>No opinion</u>
<u>Likely Voters</u>			
Aug. 28-Sept. 2, 2014	71%	24%	5%
<u>Registered Voters</u>			
Aug. 28-Sept. 2, 2014	56%	29%	16%

No opinion includes respondents with no first choice in Q.1.

3. Do you approve or disapprove of the way Barack Obama is handling his job as president?

	<u>Approve</u>	<u>Disapprove</u>	<u>No opinion</u>
<u>Likely Voters</u>			
Aug. 28-Sept. 2, 2014	34%	63%	2%
<u>Registered Voters</u>			
Aug. 28-Sept. 2, 2014	34%	59%	7%
<u>All Respondents</u>			
Aug. 28-Sept. 2, 2014	33%	60%	7%

METHODOLOGY

In Arkansas, a total of 1,010 adults were interviewed by telephone. All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect statewide Census figures for gender, race, age, education and region of the state. Registered voters were asked questions about their likelihood of voting, past voting behavior, and interest in the campaign; based on the answers to those questions, 523 respondents were classified as likely voters. Among those likely voters, 32% described themselves as Democrats, 40% described themselves as Independents, and 28% described themselves as Republicans.

In the Arkansas crosstabs, the state regions are composed of the following counties: the "East" region is composed of Arkansas, Ashley, Bradley, Chicot, Clay, Cleveland, Craighead, Crittenden, Cross, Desha, Drew, Greene, Jackson, Jefferson, Lee, Lincoln, Mississippi, Monroe, Phillips, Poinsett, Prairie, St. Francis and Woodruff counties; the "North Central" region is composed of Cleburne, Faulkner, Fulton, Independence, Izard, Lawrence, Lonoke, Perry, Randolph, Saline, Sharp, Stone Van Buren and White counties; the "Pulaski" region is composed of Pulaski county; the "Northwest" region is composed of Baxter, Benton, Boone, Carroll, Conway, Crawford, Franklin, Johnson, Logan, Madison, Marion, Newton, Pope, Searcy Sebastian and Washington counties; and the "Southwest" region is composed of Calhoun, Clark, Columbia, Dallas, Garland, Grant, Hempstead, Hot Spring, Howard, Lafayette, Little River, Miller, Montgomery, Nevada, Ouachita, Pike, Polk, Scott, Sevier, Union and Yell counties.

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/- 8.5 percentage points or less. Some subgroups represent too small a share of the population of Arkansas to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups but results for groups with a sampling error larger than +/-8.5 percentage points are not displayed.

Arkansas CNN/ORC International Poll -- August 28 to September 2, 2014

Likely Voter

Question 1/1A

Q1. If the election for U.S. Senate were held today and the candidates were Mark Pryor, the Democrat, and Tom Cotton, the Republican, who would you be more likely to vote for --

Q1A. As of today, do you lean more toward -- ?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Pryor, lean Pryor	47%	43%	51%	39%	N/A	37%	42%
Cotton, lean Cotton	49%	54%	43%	57%	N/A	60%	53%
Other	*	*	*	*	N/A	*	*
Neither	3%	3%	4%	4%	N/A	3%	4%
No opinion	1%	*	2%	*	N/A	*	*
Sampling Error	+/-4.5	+/-6.0	+/-6.0	+/-4.5		+/-6.5	+/-7.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Pryor, lean Pryor	47%	N/A	N/A	41%	46%	N/A	43%
Cotton, lean Cotton	49%	N/A	N/A	53%	52%	N/A	53%
Other	*	N/A	N/A	*	*	N/A	*
Neither	3%	N/A	N/A	4%	1%	N/A	2%
No opinion	1%	N/A	N/A	3%	1%	N/A	2%
Sampling Error	+/-4.5			+/-8.0	+/-6.0		+/-4.5

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Pryor, lean Pryor	47%	52%	45%	48%	46%	60%	N/A	37%
Cotton, lean Cotton	49%	43%	52%	48%	49%	35%	N/A	58%
Other	*	*	*	*	*	*	N/A	*
Neither	3%	4%	3%	3%	3%	3%	N/A	4%
No opinion	1%	2%	*	1%	1%	2%	N/A	1%
Sampling Error	+/-4.5	+/-7.0	+/-7.0	+/-7.5	+/-5.5	+/-8.0		+/-6.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Pryor, lean Pryor	47%	93%	36%	9%	N/A	62%	26%
Cotton, lean Cotton	49%	5%	56%	89%	N/A	33%	71%
Other	*	*	*	*	N/A	*	*
Neither	3%	*	7%	2%	N/A	4%	2%
No opinion	1%	2%	1%	*	N/A	*	1%
Sampling Error	+/-4.5	+/-8.0	+/-6.5	+/-8.5		+/-8.0	+/-6.0

	Total	North East	North Central	Pulaski	North west	South west	Pulaski + S.W.	East + N. Central
Pryor, lean Pryor	47%	N/A	N/A	N/A	39%	N/A	60%	41%
Cotton, lean Cotton	49%	N/A	N/A	N/A	54%	N/A	36%	55%
Other	*	N/A	N/A	N/A	*	N/A	*	*
Neither	3%	N/A	N/A	N/A	6%	N/A	2%	2%
No opinion	1%	N/A	N/A	N/A	*	N/A	2%	2%
Sampling Error	+/-4.5				+/-8.0		+/-7.0	+/-7.5

* percentage less than 1%

Arkansas CNN/ORC International Poll -- August 28 to September 2, 2014
 Likely Voter
 Question 2

Is your mind made up about who you will vote for, or is it possible you would change your mind?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women		
Mind made up	71%	73%	69%	71%	N/A	73%	69%		
Might change mind	24%	22%	25%	24%	N/A	22%	26%		
No opinion	5%	5%	6%	5%	N/A	5%	5%		
Sampling Error	+/-4.5	+/-6.0	+/-6.0	+/-4.5		+/-6.5	+/-7.0		
	Total	18-34	35-49	50-64	65+	Under 50	50 and Older		
Mind made up	71%	N/A	N/A	70%	85%	N/A	77%		
Might change mind	24%	N/A	N/A	21%	13%	N/A	17%		
No opinion	5%	N/A	N/A	9%	2%	N/A	6%		
Sampling Error	+/-4.5			+/-8.0	+/-6.0		+/-4.5		
	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural	
Mind made up	71%	67%	73%	65%	74%	74%	N/A	65%	
Might change mind	24%	27%	22%	29%	21%	22%	N/A	28%	
No opinion	5%	6%	5%	5%	5%	5%	N/A	7%	
Sampling Error	+/-4.5	+/-7.0	+/-7.0	+/-7.5	+/-5.5	+/-8.0		+/-6.0	
	Total	Demo- crat	Indep- endent	Repub- lican	Lib- eral	Mod- erate	Conser- vative		
Mind made up	71%	82%	57%	77%	N/A	66%	72%		
Might change mind	24%	15%	32%	21%	N/A	30%	23%		
No opinion	5%	2%	11%	2%	N/A	4%	5%		
Sampling Error	+/-4.5	+/-8.0	+/-6.5	+/-8.5		+/-8.0	+/-6.0		
	Total	East	North Central	Pulaski	North west	South west	Pulaski + S.W.	East + N. Central	
Mind made up	71%	N/A	N/A	N/A	71%	N/A	69%	73%	
Might change mind	24%	N/A	N/A	N/A	22%	N/A	25%	24%	
No opinion	5%	N/A	N/A	N/A	6%	N/A	6%	4%	
Sampling Error	+/-4.5				+/-8.0		+/-7.0	+/-7.5	

* percentage less than 1%

Arkansas CNN/ORC International Poll -- August 28 to September 2, 2014

Question 3

Do you approve or disapprove of the way Barack Obama is handling his job as president?

Base = Total Sample

	Total	Men	Women	White	Non-White	White Men	White Women
Approve	33%	31%	35%	24%	67%	25%	22%
Disapprove	60%	64%	56%	70%	25%	71%	69%
No opinion	7%	5%	10%	6%	8%	4%	9%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-7.5	+/-5.0	+/-5.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Approve	33%	N/A	32%	30%	30%	37%	30%
Disapprove	60%	N/A	59%	65%	66%	55%	65%
No opinion	7%	N/A	8%	5%	4%	9%	5%
Sampling Error	+/-3.0		+/-8.0	+/-5.5	+/-5.0	+/-6.0	+/-3.5

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Approve	33%	38%	27%	32%	34%	44%	31%	28%
Disapprove	60%	56%	70%	63%	57%	48%	61%	65%
No opinion	7%	6%	3%	5%	9%	7%	8%	7%
Sampling Error	+/-3.0	+/-4.5	+/-5.5	+/-4.5	+/-4.5	+/-6.0	+/-7.0	+/-4.5

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Approve	33%	67%	26%	8%	58%	39%	21%
Disapprove	60%	26%	65%	89%	37%	55%	75%
No opinion	7%	7%	10%	3%	5%	6%	5%
Sampling Error	+/-3.0	+/-6.0	+/-4.5	+/-6.5	+/-8.0	+/-5.5	+/-4.5

	Total	East	North Central	Pulaski	North west	South west	Pulaski + S.W.	East + N. Central
Approve	33%	34%	27%	60%	26%	30%	44%	31%
Disapprove	60%	59%	67%	31%	67%	62%	48%	63%
No opinion	7%	7%	6%	9%	7%	8%	9%	6%
Sampling Error	+/-3.0	+/-7.0	+/-7.0	+/-8.0	+/-5.5	+/-7.5	+/-5.5	+/-5.5

* percentage less than 1%