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A Statewide Survey of Arkansas Voters

Master Questionnaire

Sample Size: 400 Registered Voters in Arkansas
(Drawn from voter file and determined to be likely voters based on voting history.)
Margin of Error: ±5 percentage points
Confidence Level: 95%
Conducted: April 1 - 8, 2014
(Occasionally percentages will not add up to 100% owing to rounding error.)

April 2014

ARKANSAS STATEWIDE SURVEY 2014

Hello. My name is _____ with Opinion Research Associates in Little Rock. We do not sell or attempt to sell anything – we are a professional research firm. Tonight/today we are doing a brief survey on some issues of interest to Arkansans. In order to make sure that I have a representative sample, may I please speak with a registered voter in your household?

S1. Are you registered to vote in Arkansas?
1. Yes ***(CONTINUE)*** 100%
☹. No/Don't know/Not sure ***(TERMINATE)***

1. Arkansas will elect a new governor this year, and so far there are two likely announced candidates. If the election were held today, would you vote for: ***(ROTATE)***

	%
1. Asa Hutchinson, the Republican	39
2. Mike Ross, the Democrat	45
*(DNR)*9. Don't know/no response	17

2. In the race for the United States Senate, the candidates are the incumbent Senator Mark Pryor, and the challenger, Congressman Tom Cotton. If the election were held today, would you vote for: ***(ROTATE)***

	%
1. Tom Cotton, the Republican	38
2. Mark Pryor, the Democrat	48
*(DNR)*9. Don't know/no response	13

3. Arkansas has the second lowest minimum wage in the United States at just $6.25 per hour. Does this make you more likely to vote for the minimum wage increase, or does it make no difference?

	%
1. Much more likely to vote for	53
2. Somewhat more likely to vote for	13
3. Makes no difference	31
*(DNR)*4. Less likely to vote for	0
*(DNR)*5. Don't believe statement	0
*(DNR)*9. Don't know/No response	3

4.. Moving to another topic, the Affordable Care Act is the new health care law sometimes called Obamacare. Which of the following statements comes closer to your view?

(ROTATE STATEMENTS)	***%***
1. I'm tired of hearing about the debate over the health care law and I think the country should focus more on other issues (OR)	49
2. I think it is important for the country to continue the debate over the health care law (OR)	47
*(DNR)*9. Don't know/No response	4

Now we need just a few quick facts for purposes of analysis.

D1. Which of the following best describes your educational background?

	%
1. Some high school *[or less]*	7
2. High school graduate	24
3. Some college	32
4. College graduate	36
*(DNR)*9. Don't know/No response	1

D2. Is your age group:

	%
1. 18 to 24	2
2. 25-34	6
3. 35-44	10
4. 45-54	18
5. 55-64	23
6. 65 or over	41
*(DNR)*9. Don't know/No response	1

D3. Generally speaking, do you consider yourself to be a Democrat, Republican, or an Independent?

(IF INDEPENDENT, ASK:)
Well, which party do you usually support in state elections – the Democrats or Republicans?

(DO NOT READ--CLASSIFY ONLY)

	%
1. Democrat	33
2. Independent/Democrat	7
3. Independent	28
4. Independent/Republican	9
5. Republican	21
*(DNR)*9. Don't know/No response	2

D4. In terms of your political philosophy, would you say you are politically...

	%
1. Conservative	50
2. Moderate, or	33
3. Liberal	11
*(DNR)*9. Don't know/No response	7

D5. Just for purposes of analysis, which of the following categories most closely corresponds to your total yearly household income? Just stop me when I reach the right category. Is it:

	%
1. Less than $20,000	11
2. $20,000 to $40,000	23
3. $40,000 to $60,000	21
4. $60,000 to $80,000	14
5. $80,000 to $100,000	7
6. More than $100,000	9
*(DNR)*9. Don't know/Refused	14

D6. To make sure we have a representative sample, could you tell me your ethnicity [or ethnic group]? Would you describe yourself as...

	%
1. White or Caucasian	90
2. Black or African-American	9
3. Hispanic or Latino	
4. Asian or Pacific Islander	
5. American Indian or Native American Indian	
6. Other (3, 5, 6, and 9 combined)	1
(DNR) 9. Don't know/Refused	

THANK YOU SO MUCH FOR YOUR TIME, AND GOOD NIGHT!!!

(OBSERVE AND CLASSIFY:)

D7. Sex

	%
1. Male	48
2. Female	53

CONGRESSIONAL DISTRICT:

	%	n
First	25	100
Second	25	100
Third	25	100
Fourth	25	100