



Arkansas Statewide Poll, Wave 3

General Election Likely Voters

Benchmarks

[TRUMP_JOB] Q. Do you approve or disapprove of the job Donald Trump is doing as President?

Response	Count	Overall	Rep	Ind	Dem
Strongly approve	204	41%	68%	23%	2%
Somewhat approve	81	16%	25%	13%	0%
Somewhat disapprove	18	4%	3%	7%	0%
Strongly disapprove	191	38%	2%	56%	98%
Don't know	6	1%	2%	1%	0%
Total Approve		57%	93%	36%	2%
Total Disapprove		42%	5%	63%	98%
Net		+15%	+88%	-27%	-96%

[GOVERNOR_APPROVAL] Q. Do you approve or disapprove of the job Sarah Huckabee Sanders is doing as Governor?

Response	Count	Overall	Rep	Ind	Dem
Strongly approve	146	29%	50%	14%	2%
Somewhat approve	139	28%	38%	27%	4%
Somewhat disapprove	53	11%	6%	17%	12%
Strongly disapprove	154	31%	3%	42%	81%
Don't know	9	2%	3%	1%	1%
Total Approve		57%	88%	41%	6%
Total Disapprove		41%	9%	59%	93%
Net		+16%	+79%	-18%	-87%



[COTTON_APPROVAL] Q. And do you approve or disapprove of the job Senator Tom Cotton is doing as your U.S. Senator?

Response	Count	Overall	Rep	Ind	Dem
Strongly approve	134	27%	48%	11%	0%
Somewhat approve	110	22%	33%	19%	2%
Somewhat disapprove	29	6%	7%	5%	5%
Strongly disapprove	190	38%	4%	55%	94%
Don't know	36	7%	9%	10%	0%
Total Approve		49%	81%	30%	2%
Total Disapprove		44%	11%	60%	99%
Net		+5%	+69%	-30%	-96%

[FAVORABILITY] Q. Next, I'd like to ask your opinion of several public figures. Please tell me if your opinion of each person is favorable or unfavorable, or if you have heard of them but have no opinion. If you have never heard of them, please say so.

Summary

Item	Total Fav	Total Unfav	Name ID	W/Opn.	Net Fav
Governor Sarah Huckabee Sanders	56%	42%	100%	98%	+14
Hallie Shoffner	30%	16%	63%	46%	+14
President Donald Trump	56%	42%	100%	98%	+14
Senator John Boozman	44%	35%	94%	79%	+9
Senator Tom Cotton	49%	45%	99%	94%	+4



[FAVORABILITY] Q. Next, I'd like to ask your opinion of several public figures. Please tell me if your opinion of each person is favorable or unfavorable, or if you have heard of them but have no opinion. If you have never heard of them, please say so.

Detailed Breakout

Item	Very fav	Somewhat fav	Somewhat unfav	Very unfav	Heard / No opinion	Never heard of
President Donald Trump	41%	15%	3%	39%	2%	0%
Governor Sarah Huckabee Sanders	32%	24%	9%	33%	2%	0%
Senator Tom Cotton	27%	23%	6%	38%	5%	1%
Hallie Shoffner	17%	13%	3%	13%	16%	37%
Senator John Boozman	17%	27%	15%	20%	15%	6%

[TOP_ISSUE] Q. Thinking about the 2026 elections for Congress and U.S. Senate, which ONE of the following issues matters most to you in deciding your vote?

Response	Count	Overall	Rep	Ind	Dem
Lowering inflation and the cost of living	176	35%	27%	39%	49%
Cutting waste, fraud, and abuse in government spending	68	14%	19%	10%	6%
Securing the border and deporting illegal immigrants	61	12%	18%	11%	0%
Stopping woke ideology in schools and government	49	10%	16%	6%	1%
Lowering healthcare costs for working families	41	8%	3%	7%	23%
Growing the economy and creating jobs	32	6%	6%	6%	8%
Supporting farmers and rural communities	11	2%	3%	2%	1%
Cracking down on violent crime and supporting police	7	1%	2%	1%	0%
National security and standing up to China	7	1%	2%	0%	1%
Something else	42	8%	2%	17%	11%
Don't know	6	1%	1%	1%	1%



Baseline General Election Ballot

[GEN_BALLOT_NAMED] Q. If the election for U.S. Senate were held today and the candidates were Senator Tom Cotton, the Republican, and Hallie Shoffner, the Democrat, for whom would you vote?

Response	Count	Overall	Rep	Ind	Dem
Senator Tom Cotton, the Republican	277	55%	91%	36%	0%
Hallie Shoffner, the Democrat	184	37%	3%	49%	99%
Don't know	39	8%	6%	15%	1%
Net Cotton		R+19	R+88	D+13	D+99



Wave-Over-Wave Tracking

Wave 2 (Feb 2026) vs. Wave 3 (Apr 2026)

	Wave 2 (Feb 2026)	Wave 3 (Apr 2026)	Δ Change
Political Benchmarks			
Trump Job Approval			
Approve	62%	57%	-5 ↓
Disapprove	37%	42%	+5 ↑
NET	+26	+15	-11 ↓
Tom Cotton Job Approval			
Approve	50%	49%	-1 ↓
Disapprove	41%	44%	+3 ↑
NET	+9	+5	-4 ↓
Cotton Standing			
Tom Cotton Favorability			
Favorable	52%	49%	-3 ↓
Unfavorable	40%	45%	+5 ↑
NET	+12	+4	-8 ↓
Cotton vs. Shoffner (Named)			
Cotton	58%	55%	-3 ↓
Shoffner	36%	37%	+1 ↑
NET	+22	+19	-3 ↓

Awareness Summary - Hallie Shoffner

[SHOFFNER_AWARE] Q. Have you seen, read, or heard anything about Hallie Shoffner, the Democratic candidate for U.S. Senate, in the last two weeks?

Response	Count	Overall	Rep	Ind	Dem
Yes, I have	228	46%	33%	51%	67%
No, I have not	246	49%	61%	44%	29%
Don't know	26	5%	6%	5%	4%

[SHOFFNER_AWARE_OE] Q. What content did you see in the last two weeks about Hallie Shoffner?

Verbatims

Quote	Details	Reaction
"Labeling her an extreme liberal, woke democrat"	65+ Female D Fayetteville	More Fav
"Attending many community events in the state"	50-64 Female D Malvern	More Fav
"She is not tom cotton"	65+ Female Ind Fayetteville	Neither
"She's a hardcore democrat."	50-64 Male R Paragould	Less Fav
"A commercial telling us how she is the one when we all know she will just be another liberal vote"	50-64 Male R Conway	Less Fav
"Read her platform stance for helping Arkansas farmers"	50-64 Female Ind El Paso	More Fav
"Where she wanted to distance herself from Kamala Harris and running against tom cotton, she also cares deeply about local issues such as farming community"	30-49 Female Ind Little Rock	More Fav
"She is extremely liberal"	65+ Male Ind Hot Springs	Less Fav
"She's not as spineless as tom cotton"	65+ Male D Quitman	More Fav
"Lies from the republican party about her bringing Kamala Harris to ar. It's the democratic party and some of us still find lying abhorrent."	30-49 Female Ind Little Rock	Neither
"I do not appreciate the manufactured issue Hallie created by publicly stating she will not see kamala Harris when she is in town"	18-29 Male D Little Rock	Less Fav
"Not focused on democrats or republicans, focused on helping people get what they need. Just the people, not just one group, all the people"	50-64 Male D Maumelle	More Fav



Quote	Details	Reaction
"Republican hit pieces that showed Hallie Shoffner supporting trans rights convinced me to vote for her."	30-49 Male D Conway	More Fav
"Her liberal politics"	30-49 Male R Arkadelphia	Less Fav
"I've seen the ridiculous smear campaigns by the republicans. I've seen Hallie on fb and various platforms."	50-64 Male Ind Farmington	More Fav
"Tom cotton lying about her"	65+ Female D Bella Vista	More Fav
"That she attended a trans pride parade in Peru. Not to mention she's a fucking idiot"	18-29 Male Ind Sherwood	Less Fav
"Posts, tv, paper....All positive. Anything DJT is shitty content"	50-64 Male Ind Fayetteville	Neither
"I saw an ad paid for by her opponent. That suggested she would do all of the things that I want her to do."	30-49 Female D Clarksville	More Fav
"Her own posts. I follow her. She is too narrow focused and not truthful about who she really is."	50-64 Male Ind Searcy	Less Fav
"Adds from her campaign and tommy's adds about her. Both make me like her more"	65+ Male Ind Mabelvale	More Fav
"Support to farmers, speaking out against deploying more troops"	50-64 Female D Conway	More Fav
"I just saw her sign in the yard of people with whom I know their politics and highly disagree with them."	30-49 Male R Searcy	Less Fav
"Taking cotton and Maga to the woodshed on a variety of issues"	65+ Female Ind Little Rock	More Fav
"Speaking out for rural communities via pod cast Facebook videos and posts"	30-49 Female D Piggott	Neither
"TikTok. She seems very immature. And Arkansas will never elect a female democrat"	18-29 Male R Paragould	Less Fav
"Social media, her talking in Arkansas and local community events"	30-49 Male Ind Paragould	More Fav
"She posts regularly on her social media- cannot think of anything in particular"	30-49 Female D Fayetteville	More Fav
"She is intentionally hiding her past positions to encourage voting for her."	65+ Male R Bella Vista	Less Fav
"Anti Shoffner ads; the things they say are awful, I agree w"	50-64 Female Ind Rogers	More Fav



[SHOFFNER_AWARE_FAV] Q. Did that content give you a more or less favorable view of Hallie Shoffner?

Response	Count	Overall	Rep	Ind	Dem
More favorable	102	45%	10%	55%	75%
Neither more nor less favorable	43	19%	16%	19%	22%
Less favorable	82	36%	75%	26%	2%
Don't know	1	0%	0%	0%	1%
Total favorable		45%	10%	55%	75%
Total unfavorable		36%	75%	26%	2%
Net favorable		+9	-65	+29	+73

Awareness Summary - Senator Tom Cotton

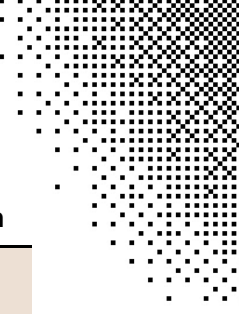
[COTTON_AWARE] Q. Have you seen, read, or heard anything about Senator Tom Cotton in the last two weeks?

Response	Count	Overall	Rep	Ind	Dem
Yes, I have	271	54%	58%	45%	60%
No, I have not	204	41%	37%	50%	36%
Don't know	25	5%	5%	5%	4%

[COTTON_AWARE_OE] Q. What content did you see in the last two weeks about Senator Tom Cotton?

Verbatims

Quote	Details	Reaction
"His support for the illegal war in Iran."	65+ Male D Hot Springs	Less Fav
"Cotton talking about Israel"	18-29 Female D Conway	Less Fav
"His stance on Iran war"	50-64 Female R Mena	Neither
"Be out of town running ads here in Arkansas and telling lies, he voted against the farm bill a few times and didn't do anything to help the farmers who are going bankrupt"	30-49 Female D Jonesboro	Less Fav
"War, war, war, and war"	50-64 Female D Little Rock	Less Fav
"Generally, it is very important to protect us citizenship and not hand it out like political cards or candy"	65+ Male R Rison	More Fav
"His interview on Newsmax with the latest a good man doing a fine job"	65+ Male R Mountain Home	More Fav
"He supports the united' states. Hallie supports illegal immigration"	50-64 Male R Fayetteville	More Fav
"I saw that he voted for everything that trump wanted to- he doesn't represent the people of AR well."	65+ Male D Heber Springs	Less Fav
"He is now visiting Arkansas events and organizations. I think he has lost some support because he was too focused away from ar. Good that he is trying to reconnect."	50-64 Male Ind Searcy	Neither
"One, he is a war mongered. I didn't care for his lies about the double tap. He and his family don't reside in AR, etc. He isn't connected to Arkansans and he needs to go."	50-64 Male Ind Farmington	Less Fav
"On fox he was commenting on Schumer's opinion of trump's stand on Iran."	65+ Female R Rogers	More Fav



Quote	Details	Reaction
"Defending trump's war with Iran"	65+ Female Ind Little Rock	Less Fav
"Stupid idiot voted to open natural sites to mining"	50-64 Female D Pottsville	Less Fav
"I follow him on x and I like his hard line stance on China."	30-49 Male R Austin	More Fav
"An Aljazeera interview where he claims that Palestine is a made up fiction, that there's no famine there, and all the videos you see are lying."	30-49 Female Ind Little Rock	Less Fav
"Backing the war with Iran. We couldn't let their threat continue."	30-49 Female R Van Buren	Neither
"About war with Iran"	30-49 Male D Conway	Less Fav
"Sen cotton helped reduce medical costs & helped farmers reduce costs"	65+ Female R Russellville	More Fav
"That he hasn't done anything for the state of Arkansas but only promoting himself and his interests. And he still supports trump!"	30-49 Male D Bentonville	Less Fav
"Disconnected from Arkansas voters. elitist rhetoric instead of caring about the people from where he came from in Dardanelle AR"	50-64 Female D Conway	Less Fav
"He's consistent, works on foreign panels for our country."	30-49 Male R Benton	More Fav
"His response to an email where I voiced my concerns about ice. It's been longer than 2 weeks but that left a terrible impression"	30-49 Female D Benton	Less Fav
"Unwilling to push the saves act, though saying he supports it, unwilling to enact doge recommendations"	65+ Male R Roland	Less Fav
"Watch him on fox news- securing the boarder and economy"	50-64 Female R Benton	More Fav
"Newspaper, his report, voting record"	65+ Female Ind Fayetteville	Less Fav
"Tom not working for Arkansas and speaking up for the billionaires on fox news and Facebook when he needs to take care of struggling Arkansans"	30-49 Female D Piggott	Less Fav
"His support of foreign policy and against woke agenda"	65+ Female R Benton	More Fav
"It was also on social media- specific post about defending Arkansans from the threat of Sharia law- along those lines"	30-49 Female D Fayetteville	Less Fav
"Article about the bill that allows electric companies to over charge people who use solar panels"	65+ Female D Bella Vista	Less Fav



[COTTON_AWARE_FAV] Q. Did that content give you a more or less favorable view of Senator Tom Cotton?

Response	Count	Overall	Rep	Ind	Dem
More favorable	88	33%	56%	12%	2%
Neither more nor less favorable	70	26%	36%	21%	8%
Less favorable	107	39%	5%	65%	90%
Don't know	6	2%	3%	2%	0%
Total favorable		33%	56%	12%	2%
Total unfavorable		39%	5%	65%	90%
Net favorable		-6	+51	-53	-88



Weighted Survey Demographics

Gender

Gender	Overall
Male	47%
Female	53%

Age

Age	Overall
18-29	8%
30-49	22%
50-64	30%
65+	40%

Race/Ethnicity

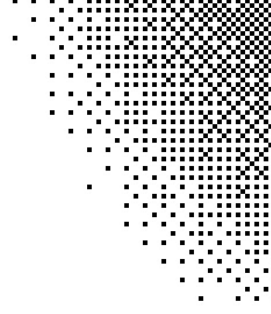
Race/Ethnicity	Overall
White	87%
Hispanic	3%
Black	7%
Asian	2%
Other	1%

2024 Vote

2024 Vote	Overall
Trump	61%
Harris	33%
Someone else	1%
Did not vote	5%

Primary History

Primary History	Overall
0 of 4	48%
1-2 of 4	33%
3-4 of 4	19%



Region

Region	Overall
Central	50%
Northwest / River Valley	34%
Delta / East	11%
South / Southwest	6%

Party ID

Party ID	Overall
Republican	49%
Independent	30%
Democrat	21%

Party ID w/ Leaners

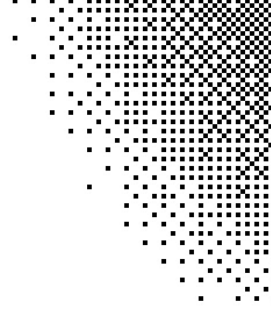
Party ID w/ Leaners	Overall
Republican w/ lean	60%
True Independent	10%
Democrat w/ lean	31%

Party Registration

Party Registration	Overall
Unaffiliated/Non-Partisan	81%
Republican	13%
Democrat	6%
Libertarian	0%

Geography

Geography	Overall
Rural	48%
Suburban	37%
Urban	13%
Don't know	2%



Household Income

For statistical purposes only, which of the following best estimates your total annual household income before taxes?

Overall

Less than \$25,000	6%
\$25,000 to \$49,999	13%
\$50,000 to \$74,999	15%
\$75,000 to \$99,999	17%
\$100,000 to \$149,999	22%
\$150,000 to \$249,999	12%
\$250,000 or more	6%
Prefer not to say	8%



Methodology

Interview Dates	April 18-20, 2026
Target Population	Likely general election voters in Arkansas
Sampling Method	The survey was administered using a mixed-mode design combining SMS text-to-web invitations (70%) and live interviewer calls to mobile phones (30%). Live-to-cell and SMS text-to-web blended sample. Recruitment was monitored against quota and coverage targets to maintain balanced coverage across age, gender, education, and race/ethnicity.
Weighting	<p>Weighted to Arkansas likely voter targets on gender, age, education, race, 2024 vote recall, a gender by 2024 recall interaction, primary history, and a 4-area grouped Arkansas DMA geography.</p> <p>Weighting benchmarks were derived from voter-file data, recent election returns, public demographic benchmarks, and other internal modeling inputs. Counts shown in tables are rounded weighted counts; percentages and breakouts are weighted.</p>
Number of respondents	500 likely general election voters
Margin of error	+/- 4.4% (95% CI) for the full sample
Survey Modes	Live-to-cell (30%) / SMS text-to-web (70%)